



East 11th & 12th Street Development Strategy

Council Briefing • March 1, 2012

Economic & Planning Systems • McCann Adams Studio
Adisa Communications • Urban Design Group

Why Are We Here Today?

- Vision set by community and adopted by Council in 1999
- Tri-Party Agreement (City, URB, ARA) dissolved in 2010
- City of Austin responsible for implementation of vision
- Development Strategy initiated to provide a “road map” for implementation of revitalization
- HUD has recently stressed importance of disposition/development of federally funded properties

HUD Program Update

- HUD has instructed participating jurisdictions of its prioritization in bringing longstanding federally-funded projects to a close.
- Federally-funded activities must meet the required national objective as dictated by the respective federal source of funds.
- Responsiveness to HUD's direction may require aggressive action to dispose of publicly-owned tracts.
- This action may impact recommendations for publicly-owned tracts noted in the Development Strategy.



Study Area Boundaries

E. 11th Street from Branch/San Marcos to Navasota St.

E. 12th Street from IH 35/Branch to Poquito St.

Study Area Background

- Historically a culturally diverse, mixed income community
- Vision set by community and adopted by Council
 - Create a vibrant corridor through mixed-use redevelopment – commercial, retail & housing – and preserve neighborhood assets and culture
 - Spur private investment and create sustainable community that includes businesses, jobs, and services

The Study Area Today

- Demographically dynamic area near Downtown, Capitol Complex, UT, Mueller, etc.
- Higher incomes and fewer families and seniors
- City prioritized the revitalization of corridors
 - Several plans and agreement with Urban Renewal Board and Austin Revitalization Authority
 - Public investment in infrastructure, housing, parking, cultural uses, office space, commercial facades, etc.
- Much revitalization has not yet occurred, particularly on E. 12th Street

Development Strategy Goals



kvue.com



- Help East 11th & 12th Streets better participate in region's economic strength and growth
- Foster community consensus around shared values/vision
- Reduce impediments to market-supported development
- Direct public resources toward most effective investments
- Establish clear recommendations to move projects forward

Strategy Approach

Step 1 Review of Existing Conditions

Step 2 Community Engagement

- 20+ 1-on-1's
- URB and 2 community meetings
- Paper and online survey with 100+ respondents
- 8 Speak Up Austin

Step 3 Identify Near-term Opportunities and Constraints

Step 4 Research and Recommend Methods for Moving Forward

Step 5 Draft and Finalize Development Strategy

Public Engagement Summary

September 2011: Public Meeting #1 to receive input on priority issues; initiation of stakeholder interviews

November 2011: Public Meeting #2 to present market analysis and infrastructure analysis

December 2011: Online survey; post summary of issues/analysis on Speak Up Austin

January 2012: Public Meeting #3 to present Draft Development Strategy; post strategy components on Speak Up Austin; post Draft Development Strategy on NHCD website and at Library; begin 30-day public comment period

February 2012: Close of 30-day public comment period on draft; incorporation of “comment log” into final document

From Draft to Final

- Edits of mis-labeled data and graphics
- Clarification of HUD land disposition issues
- Addition of map and table explaining federal funding sources and restrictions on public land as Appendix C
- Inclusion of market findings as Appendix D
- Inclusion of public input as Appendix E

Key Community Issues

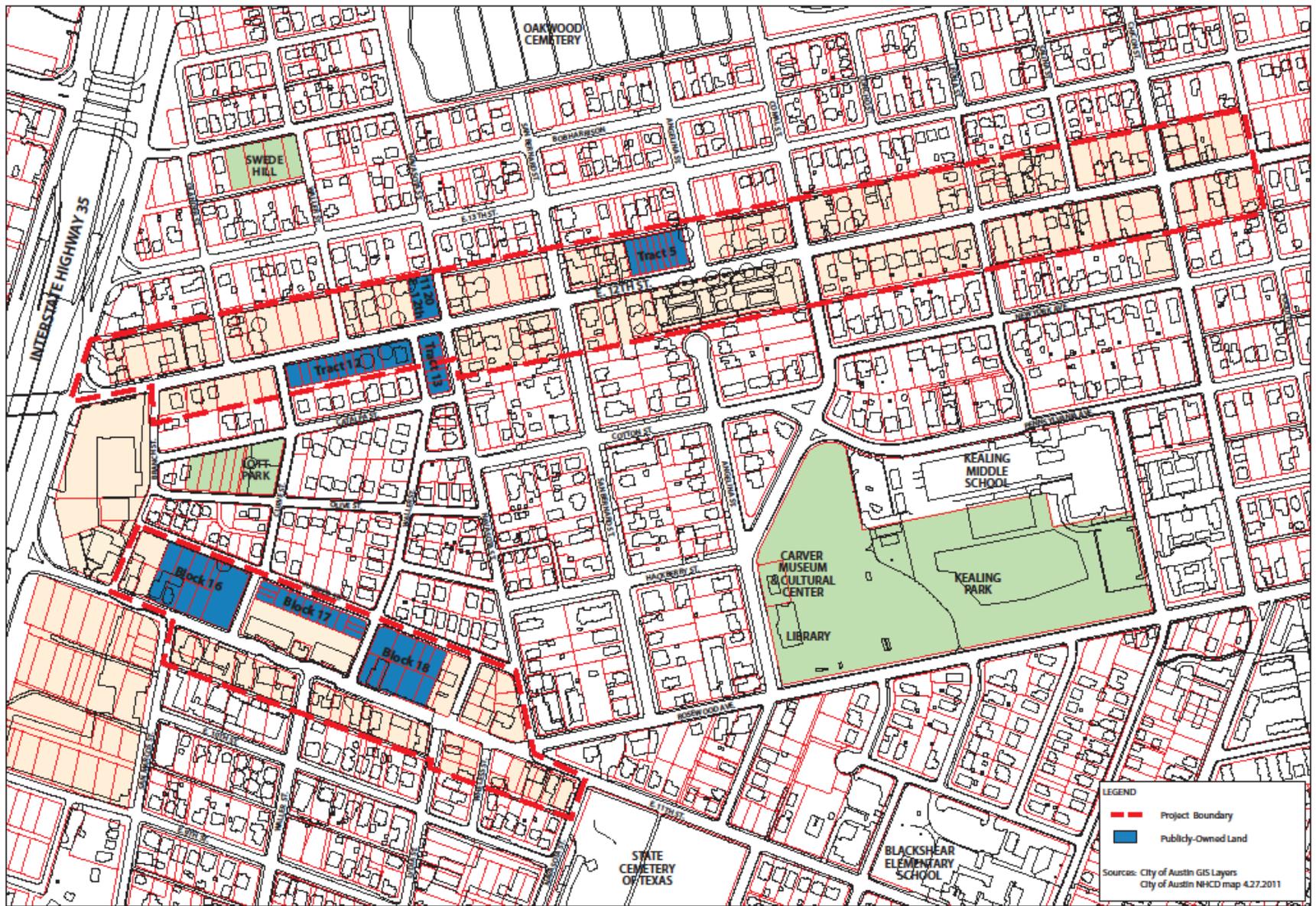
- Disposition of Public Land
- Infrastructure Needs
- Neighborhood Retail and Commercial Development
- E. 12th & Chicon
- Housing Opportunities and Gentrification
- Parking Strategy
- Development Regulations and Process



Public Land Disposition

- Issues:
 - ✓ Several parcels in public ownership have not yet been developed
 - ✓ Near-term disposition and development can generate revenues, increase vitality
 - ✓ Some sites acquired/improved using Federal funds, subject to use restrictions and/or repayment of funds
- Strategies:
 - Place land into redevelopment activity ASAP
 - Specific strategies vary by site:

Vacant Public Parcels



Public Land – E. 11th Street

- Block 16 – Update and Re-issue 2008 RFP for Mixed-Use
- Block 17 – Commence with construction as planned
- Block 18 – Confirm or remove prescriptive “project controls,” issue RFP for Mixed-Use
- Encourage synergies with African American Cultural Heritage District, local business, community parking, mixed-income and some larger units

Public Land – E. 12th Street

- Tract 12 – Consider allowing mixed-use, sell property
- Tract 13 – Consider allowing commercial and community parking, retain as parking resource
- 1120 E. 12th – Sell property
- Tract 5 – Prepare RFP for mixed-use/commercial
- Encourage local business, community parking, mixed-income and some larger units



Infrastructure Assessment

- Issues:
 - ✓ Wastewater utilities likely to require incremental upgrades to serve amount of redevelopment enabled by plans
 - ✓ Poor quality of streetscape and overhead utilities on E. 12th Street
 - ✓ Private project feasibility can be greatly enhanced if infrastructure costs can be reduced
- Strategies:
 - Pursue \$10M+ public funds for infrastructure upgrades on E. 12th
 - Streetscape (~\$5M); Utility undergrounding (~\$4M); Wastewater utilities (~\$1M)
 - Public funding can save \$15/building SF, enhance project feasibility

Streetscape – 12th & Olander



Overhead Utilities – 12th & Chicon



Retail and Commercial Development

- Issues:
 - ✓ Lack of community retail forces spending outside of Study Area
 - ✓ Concerns about future displacement of existing retailers, as new projects benefit from chains' higher capitalization/lower-risk
- Strategies:
 - Pursue a grocery store on E. 12th Street or next to IH 35
 - Dedicate staff resources and pursue incentives such as Tax Credits
 - Publicly owned sites may not be optimal for this use, so work with private land owners
 - Encourage locally owned businesses and “below-market-rate” commercial space in projects built on public land
 - Solicitation process can mandate or give priority to such projects

E. 12th & Chicon

- Issues:
 - ✓ Criminal activity and security concerns deter development opportunities
 - ✓ Properties in area are in private ownership
- Strategies:
 - Continue progress of law/code enforcement
 - Trespassing, problem houses, Tactical Support Team, community clean-up
 - Consider installation of security cameras
 - Incent redevelopment on private parcels
 - Wastewater upgrades, tax credits, assembly assistance, commercial loans, etc.
 - Consider shared parking behind private properties on north side
 - Must be embraced by property owners, not imposed by City

Housing and Gentrification

- Issues:
 - ✓ Neighborhoods around Study Area have high concentration of subsidized affordable units
 - ✓ Neighborhood residents still need affordable units, especially for families and seniors
 - Both these “market groups” saw major declines as area has gentrified
- Strategies:
 - Encourage mixed-income housing on publicly owned tracts
 - Encourage units large enough for families, e.g. 3 bedrooms
 - Consider pursuing a senior housing development

Parking

- Issues:
 - ✓ On-street parking is limited due to narrow right-of-way and bike lanes
 - ✓ Structured parking to maximize project densities may not be feasible for most private projects
- Strategies:
 - Consider public parking on Tract 13 (E. 12th b/w Waller & Navasota)
 - Encourage “duck-in” street parking as lower-cost surface spaces within private properties
 - Encourage “community parking” as a value-added element of projects on public land



Development Regulations

- Issues:
 - ✓ Confusing overlap of multiple regulatory documents
 - ✓ Approval of projects that don't meet all documented regulations can require multiple steps, add years and cost
- Strategies:
 - Reconfirm or remove most restrictive requirements where they still exist
 - Update URP as a single document reflecting most current information
 - Create specific streetscape plans rather than complying with the general ones in Commercial Design Standards

Central East Austin
Master Plan

Urban Renewal Plan
(+ 5 Modifications)

11th St NCCD

Neighborhood Plans

- Central East Austin
- Chestnut
- Rosewood

12th St NCCD

Commercial
Design
Standards

NHCD/URB's Action Items

- NHCD has initiated submission for CIP and bond funding for infrastructure upgrades
- Urban Renewal Board can initiate amendments to Urban Renewal Plan
- NHCD work with Urban Renewal Board to initiate disposition of public land

Additional Action Items

- Establish Technical Advisory Group with other City departments to determine priorities and establish and implement work plan
 - Legal and PDR: Plan and zoning amendments
 - EGRSO: Pursuit of development incentives and business support
 - AWU/AE: Consideration of infrastructure funding
 - Public Works: Consideration of streetscape improvements
 - APD: Continuation of enforcement
 - Real Estate: Facilitate property disposition

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