



MEMORANDUM

TO: Planning Commission

FROM: Greg Guernsey, Director; Planning and Development Review Department

DATE: April 26, 2013

SUBJECT: Sustainable Places Project & the South Shore Central Sub-district of the Waterfront Overlay

You are cordially invited to an exciting presentation on South Shore Central by John Fregonese, a nationally respected expert on sustainable development. He will describe how an innovative new analytic tool could help inform decision-making to achieve positive transformation of the district for improved livability, sustainability, respect for the waterfront, and green infrastructure.

The presentation will take place:

Monday, May 13, 6:00 – 8:30 pm
Hyatt Regency Austin, 208 Barton Springs Road, Hill Country Ballroom

The City of Austin is a regional partner in the Sustainable Places Project (SPP), a livability initiative funded by a HUD grant. EGRSO is the lead department for the City in the regional consortium, in collaboration with PDRD and a multi-departmental team.

A key SPP initiative has been the development of a computer-based analytic tool to assess and compare the livability impacts – economic, environmental and equity -- of redevelopment scenarios for areas around our region.

The Waterfront Planning Advisory Board (WPAB) endorsed that the South Shore Central sub-district of the Waterfront Overlay, which is the planned location of the first station south of Downtown on the proposed urban rail system, be used as a demonstration site to test and calibrate the analytic tool. This analysis is part of the urban rail economic development analysis EGRSO is leading on behalf of the Transportation Department.

For South Shore Central, this May 13 presentation will be the first public demonstration of the SPP analytic tool in Austin. The presentation, which is the only agenda item, will be made as part of the Waterfront Planning Advisory Board's meeting.

The demonstration and presentation by Mr. Fregonese will paint a vivid picture of how redevelopment would likely occur in a current Trends scenario, and will compare livability and sustainability impacts of alternative redevelopment scenarios.

Mr. Fregonese's firm, Fregonese Associates, is on Austin's consultant team for the Land Development Code (LDC) Revision Project. This demonstration for South Shore will offer insights to how a similar analytic process might help calibrate and balance goals for Imagine Austin during the code revision project.

The event is sponsored by the Sustainable Places Project (SPP). Light refreshments will be served.

For more information about the SPP: www.sustainableplacesproject.com

For more information about the South Shore Central planning process:
www.austintexas.gov/waterfront

For more information about Fregonese Associates: www.frego.com

For more information about the event, contact Alan Holt, at 974-2716, or by e-mail at Alan.Holt@austintexas.gov