

RESOLUTION NO.

WHEREAS, Red River Street (Red River) is a nationally acclaimed area with a decades-long tradition and a unique historic, economic, and cultural heritage that significantly contributes to Austin's credibility as one of the world's premier creative cities; and

WHEREAS, Red River is the home of Austin's single largest concentration of live music venues and complementary businesses, and is a source of consistent creative and financial support and employment for our local musicians and touring musicians; and

WHEREAS, the City of Austin recognizes that Red River promotes Austin's tourism industry and contributes to the creative vitality, cultural relevance, and residential attractiveness of our City and its Downtown area; and is vital to both the annual SXSW event and to our claim as the Live Music Capital of the World as set forth on Aug. 29, 1991 in Resolution 910829-46; and

WHEREAS, live music venues and other creative industry-based businesses are leaving the Red River area due to impending redevelopment

which may result in negative impacts on the businesses that cannot be easily replaced; and

WHEREAS, the Downtown Austin Plan (Sec. AU-4.4), CreateAustin Cultural MasterPlan, Waller Creek District Master Plan and Imagine Austin already recognize and recommend that protections and preservations are necessary to maintain this unique cultural resource and aim at ensuring Downtown redevelopment aligns with our City's long-term goals; and

WHEREAS, the Austin Music Commission unanimously adopted a resolution on December 5, 2011 to declare this area as the Red River Live Music Heritage District; and

WHEREAS, the Downtown Commission affirmed its support of this resolution at their September 18, 2013 meeting; and

WHEREAS, the Texas Legislature authorized the Texas Commission on the Arts to designate cultural districts in cities across Texas to create special zones that harness the power of cultural resources to stimulate economic development and community revitalization; **NOW,**
THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The 600 to 900 blocks of Red River are designated as the Red River Cultural District.

BE IT FURTHER RESOLVED:

That the City Manager is directed to investigate the process administered by the Texas Commission on the Arts to designate an area as a cultural district and submit an application if it is determined that the Red River Cultural District would benefit from a state designation.

BE IT FURTHER RESOLVED:

That the City Manager is authorized to approve parking meters with a five hour maximum in the 600 to 900 blocks of Red River, and give priority to in-district requests for Musician Only loading and unloading areas to support local and touring musicians.

ADOPTED: _____, 2013

ATTEST: _____
Jannette S. Goodall
City Clerk