



South Central Waterfront Area: 97 acres

- ☐ Establish a vision and provide recommendations to guide public and private development over the next 20-plus years.



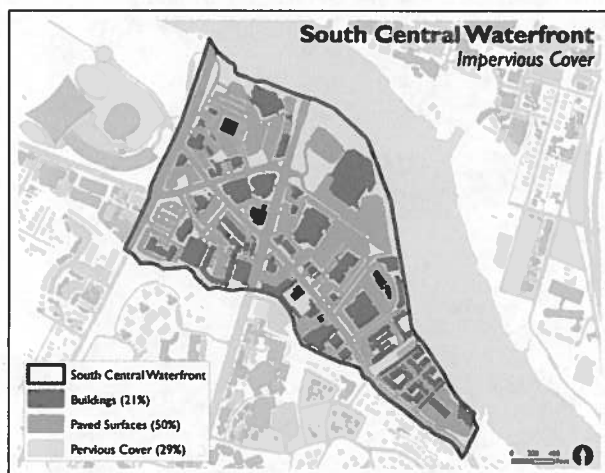
South Central Waterfront Area TODAY – “Bone Structure”



33 downtown
blocks could
fit into the
SCW

3

South Central Waterfront Area TODAY – “Skin Condition”

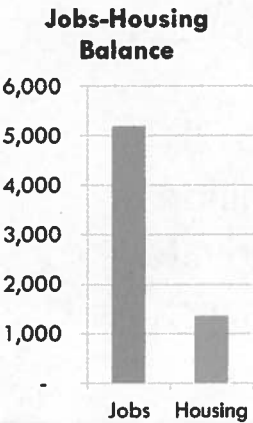


1/2 the
area in
surface
parking &
roadways

4

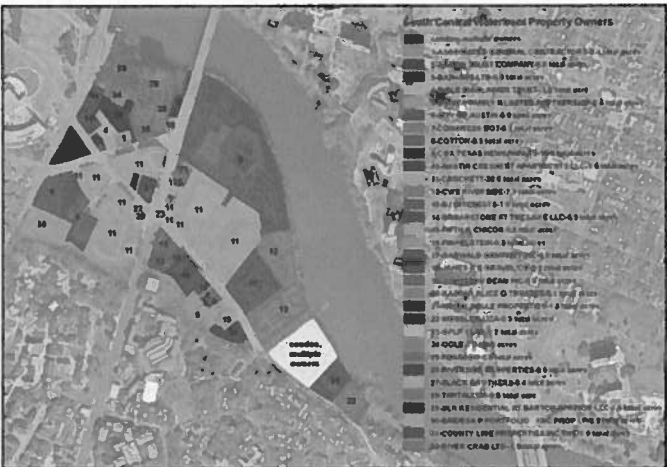
South Central Waterfront Area TODAY - Auto-oriented Jobs Center

- Jobs to Housing (dwelling units) Ratio: 3.5



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South Central Waterfront Area TODAY –



31 private
property
owners

1 City of
Austin
property
(One Texas
Center: OTC)

Lady Bird Lake, South Central Waterfront -- Parcel Ownership



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South Central Waterfront Area SOON –



- Already underway
- Already PUD entitled
- At "Tipping Point"

**\$1.2 +
Billion in
private
investment**

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Council Resolution: August 2013

#20130808-058

Initiate comprehensive small-area plan for the South Shore Central and three adjacent parcels in the Travis Heights sub-districts of the Waterfront Overlay

Build on:

- 1985 Town Lake Corridor Study
- 2000 Study of South Shore Central/Travis Heights Sub-districts (aka: ROMA)
- 2012 AIA/Sustainable Design Assessment Team program (SDAT)
- 2013 HUD/Sustainable Places Project scenario analysis (SPP)

Engage:

- City-wide public workshops
- w/ Waterfront Planning Advisory Board (WPAB)

Report to Council:

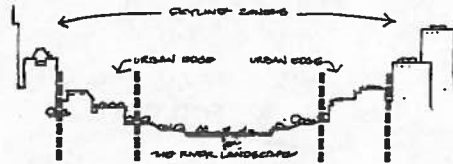
- Results of public workshop (check-point)

Pending Funding Authorization:

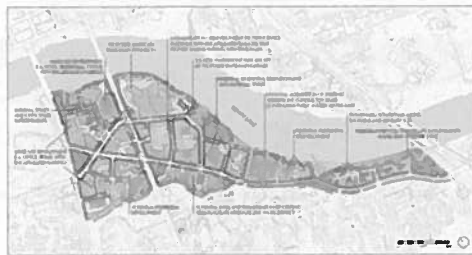
- Engage consultant services for Economics, Green Engineering, Design

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1985 Town Lake Corridor Study 2000 ROMA Report



1985: Town Lake Corridor Study



2000: ROMA Report

- ☐ Physical & visual access to water
- ☐ Protect & Improve water quality
- ☐ Create superior planning & mixing of uses
- ☐ Foster cooperation between landowners & City

- ☐ Existing regulations are inadequate to encourage orderly redevelopment
- ☐ Lack of public infrastructure to serve as a strong framework for orderly redevelopment
- ☐ Incentives for property owners to contribute to "public framework" of shoreline access, open spaces, shared parking, and additional public and private streets.

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2012 SDAT: District Framework First



- ☐ Increase Public Access along the shore
- ☐ Increase Pedestrian Connections to the shore
- ☐ Improve water quality through Green Infrastructure
- ☐ Significant Affordable Housing
- ☐ District value-capture (TIF) for Physical Framework & Affordable Housing



Green Infrastructure Framework

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2013 UT/Texas Urban Futures Lab: Framework + urban rail



TEXAS URBAN
FUTURES LAB
University of Texas
School of Architecture



Included potential of Urban Rail

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2013 SPP Scenario Analysis: 20 years out



Scenario 1:
Base Zoning Build Out



Scenario 2:
SDAT build out



Scenario 3:
UT/Tx Urban Futures Lab
build out



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2013 SSP Scenario Analysis: New Residents

Population quadruples (from current 2880) under all scenarios



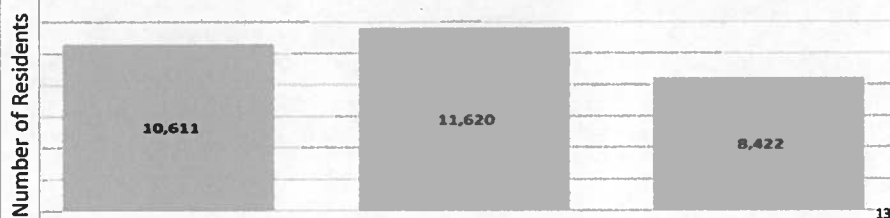
Scenario 1:
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2013 SSP Scenario Analysis: Affordable Housing

Master planned scenarios can provide 15% total as affordable units



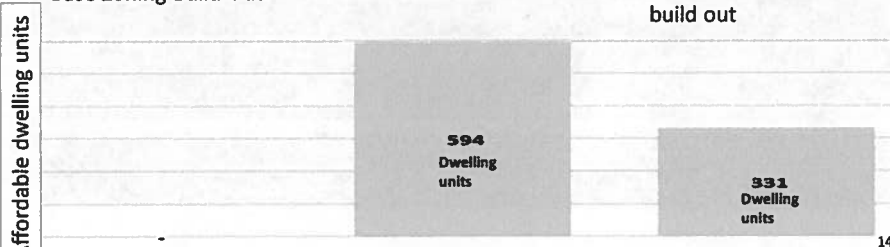
Scenario 1:
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2013 SSP Scenario Analysis: Open Space

Master planned scenarios can double future Open Space acreage



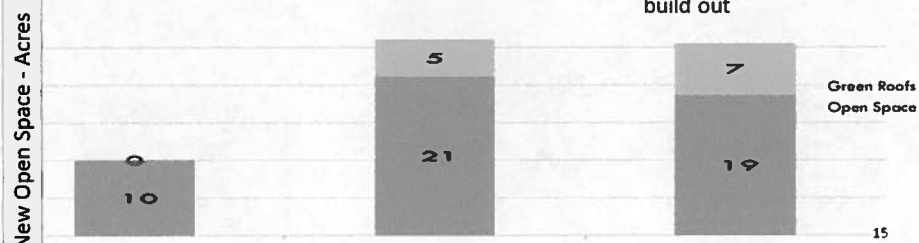
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Community Engagement: 2014

Stakeholders

Waterfront Planning Advisory Board

WPAB-appointed Stakeholder Outreach Committee

- WPAB core, property owners, Texas School for the Deaf, adjacent neighborhoods reps, realtor, biz owner, other stakeholders

Technical Advisory Group (City of Austin depts.)

- Economic Development & PDRD; Watershed; Capital Planning; Parks; Transportation; AIPP; PWD; others

General Public

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Community Engagement: 2014

Community Partners

- Sustainable Places Project
- Austin Board of Realtors – **Smart Growth Grant** from the National Association of Realtors
- Texas School for the Deaf
- American Institute of Architects Austin
- Austin Foundation for Architecture
- Local design volunteers – 200+ hours
- UT Community & Regional Planning program
- Kansas University School of Architecture
- Local Talkabout Speakers



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Community Engagement: 2014

- 4 months (Jan – Apr)
- 8 public events
- Multiple stakeholder meetings
- **450 unique participants** since Jan. 2014

2 Walkabouts



- January 11
- April 5

3 Talkabouts



- January 21
- February 12
- March 24

1 Vision + Design Intensive



- April 24
- April 26
- April 28

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Vision + Design Intensive

- 3 public events, 5 days
- to engage **public** & major stakeholders
- **170 participants** over 5 day process

Presentation + Vision Workshop



- April 24
- Kickoff

Open Studio + Pin Up



- April 26
- Review in-process work

Review Forum



- April 28
- Review in-process work

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Vision + Design Intensive

- 3 public events, 5 days
- to engage **public** & major stakeholders
- **170 participants** over 5 day process

Meetings throughout w/ WPAB outreach committee, owners, advocates, local experts



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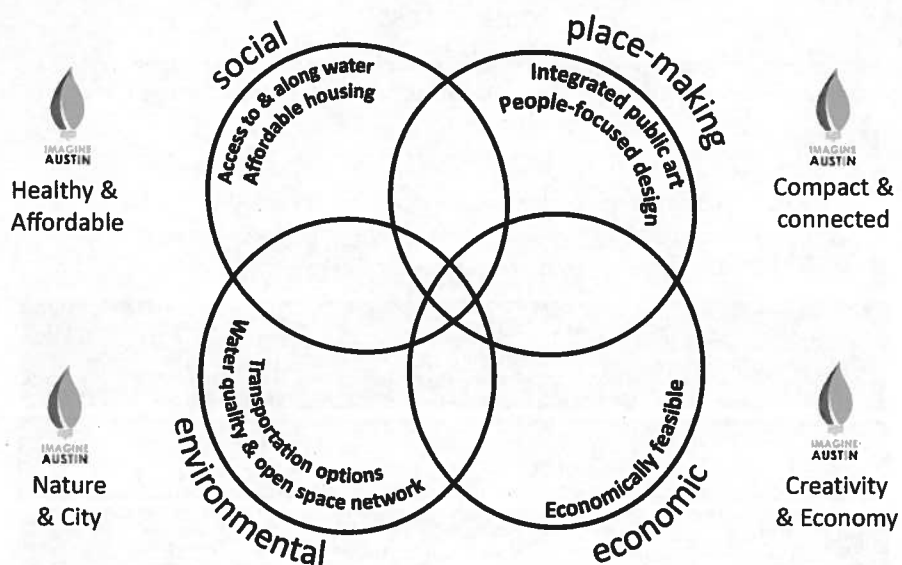
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What we've heard: Community Values

- ☐ Open space **ALONG** the waterfront
- ☐ Access **TO** the waterfront
- ☐ People-focused design (walkable/bikeable)
- ☐ Highest quality architecture & design
- ☐ Variety of transportation options
- ☐ Green network throughout the district
- ☐ Variety of affordable housing options in district
- ☐ Green approaches to water quality
- ☐ Economically viable & realistic

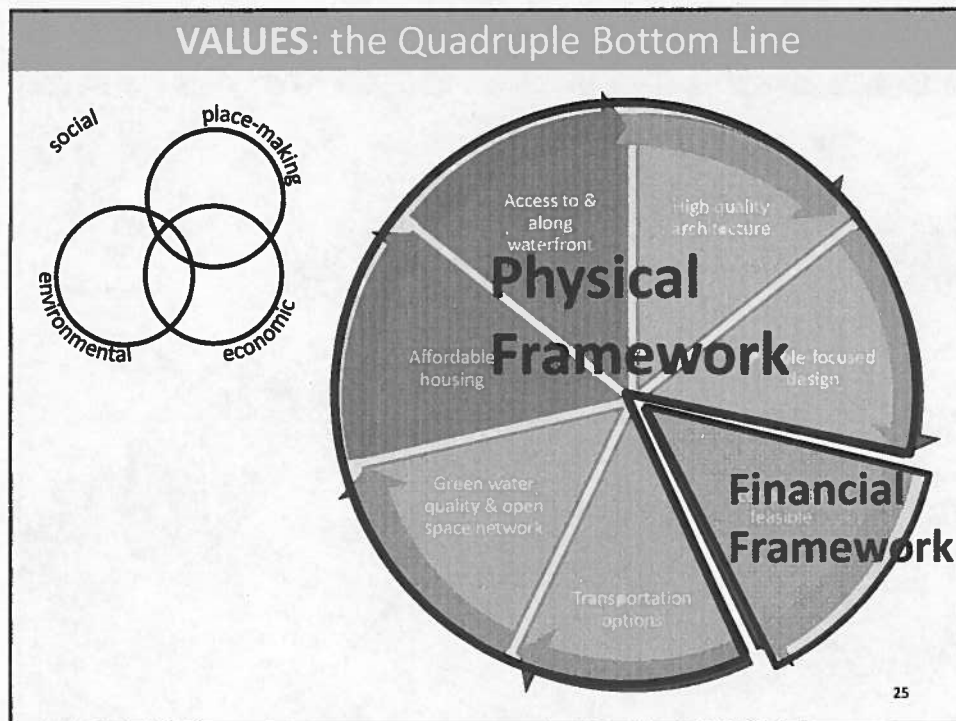
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VALUES: Quadruple Bottom Line



"...if the solution is not beautiful, I know that it is wrong." – Buckminster Fuller

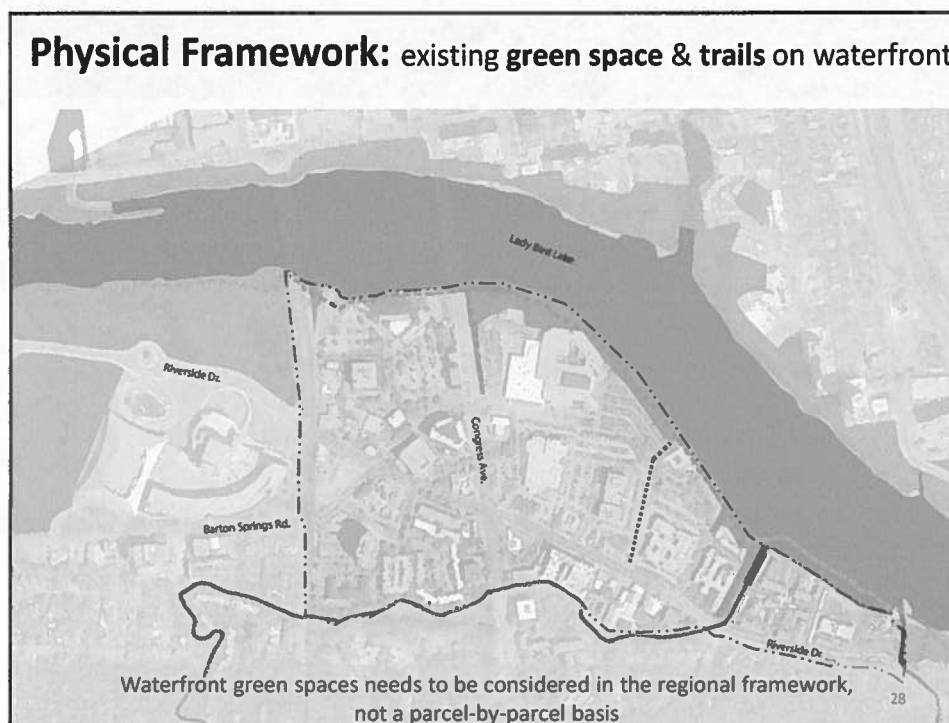
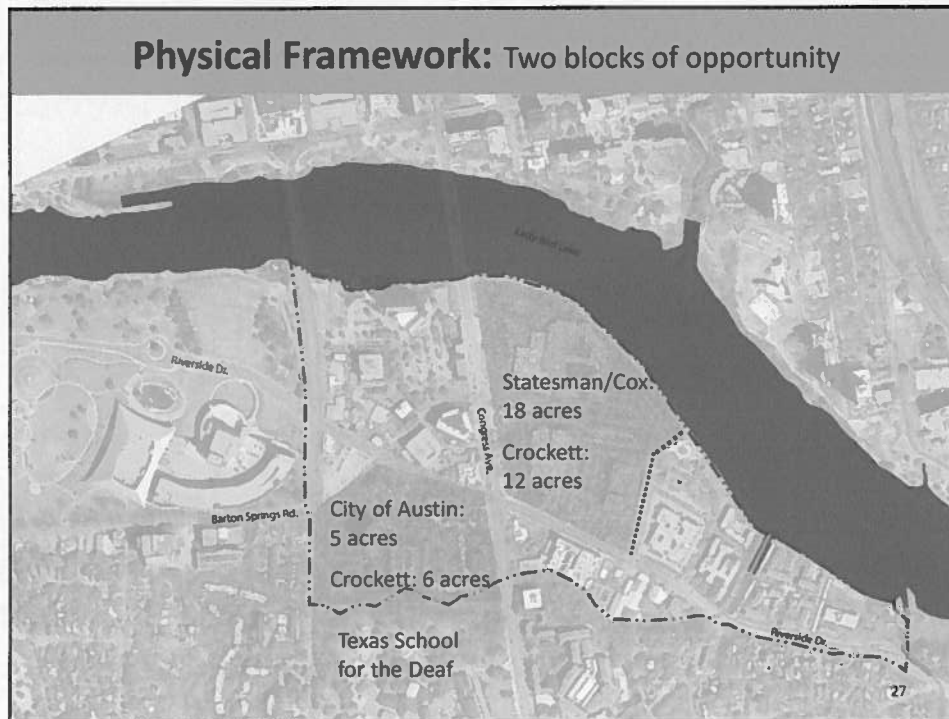
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To realize Community Values: A Vision Framework

A Vision Framework must include:

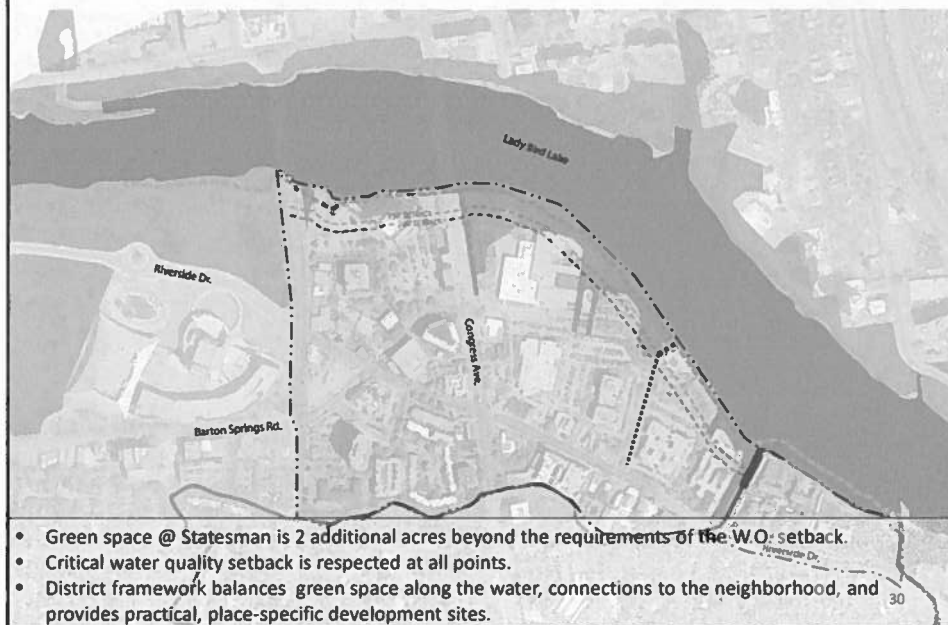
- A **Physical Framework** for a district-wide vision, not a parcel by parcel approach, to providing a connecting network of streets, pedestrian connections, open space, & green infrastructure.
- A **Financial Framework** to capture the district-wide value of investments, both private and public, to realize the Physical Framework and to include creation of affordable housing
- Involvement of the **City as active partner**



Physical Framework: additional green space on waterfront



Physical Framework: additional green space on waterfront



Physical Framework: City-partnered rambla, roads, & trails

Key components to the district-wide physical framework to balance:

- waterfront green space
- connectivity throughout the district
- connections to the neighborhoods.



Physical Framework: developer's roads added in

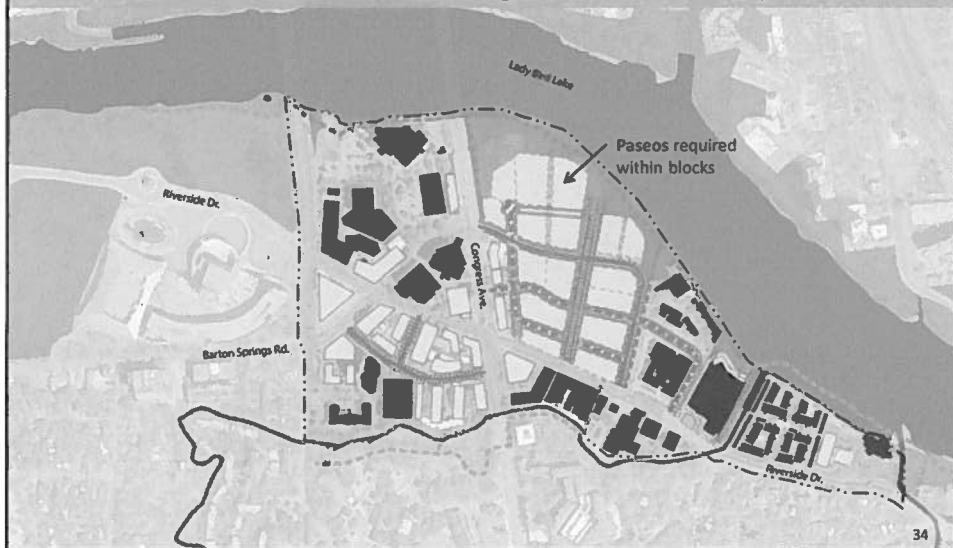


Physical Framework: trees required on all new roads



Physical Framework: buildings & development sites

Black buildings are existing/soon-to-be existing footprints unlikely to redevelop.
Gray buildings, placeholders for imagined redeveloped building footprints, are "tipping parcels."
Yellow blocks on the Statesman/Crockett are not building footprints but development parcels.



Physical Framework: paseos between buildings

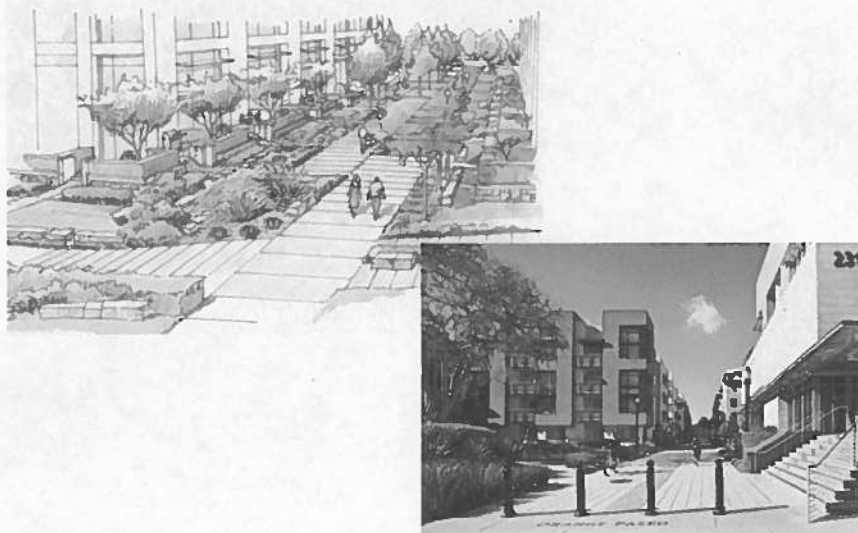
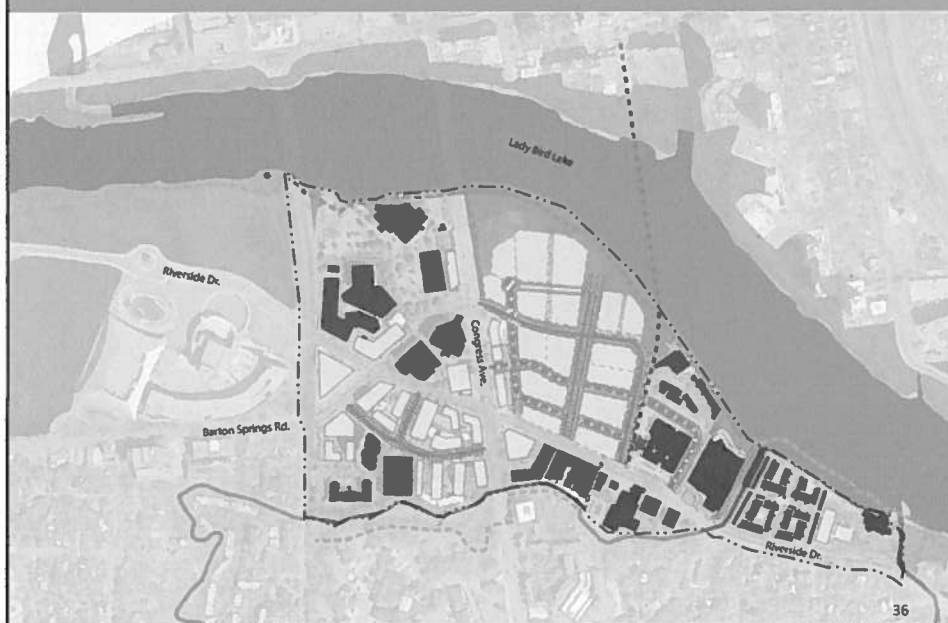


Image: Harbourside Village MP; PWL Partnership: www.pwlpartnership.com

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Physical Framework: urban rail added



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Physical Framework: new connector road from Riverside to lake



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Physical Framework: new connector road from Riverside to lake

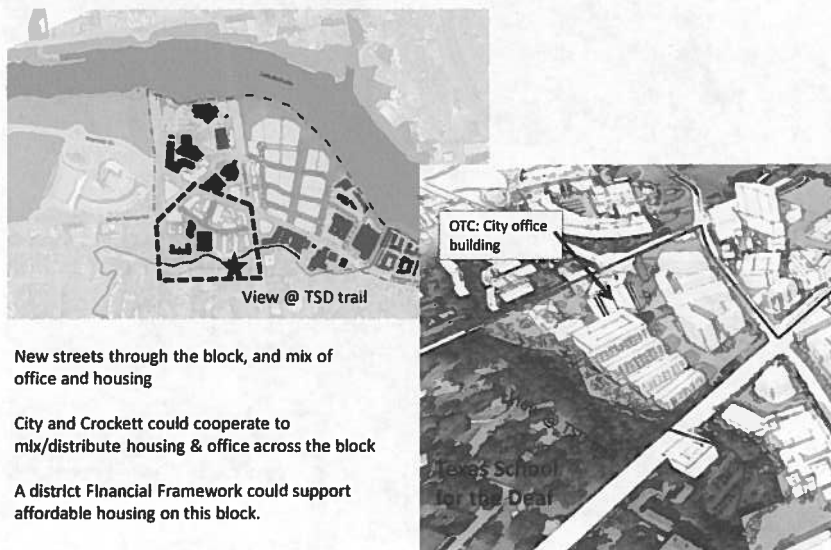


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Physical Framework: new connector road from Riverside to lake



Physical Framework: One Texas Center (OTC) Block



Physical Framework: trail @ TSD, looking across creek to housing



Today

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Physical Framework: trail @ TSD, looking across creek to housing



Transformed

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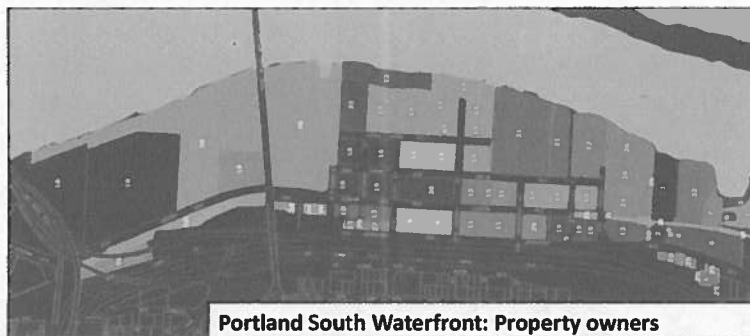
In order to achieve Community Values:

A **Vision Framework** must include:

- A **Physical Framework** for a district-wide vision, not a parcel by parcel approach, to providing a connecting network of streets, pedestrian connections, open space, & green infrastructure.
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Financial Framework: Lessons from Portland South Waterfront



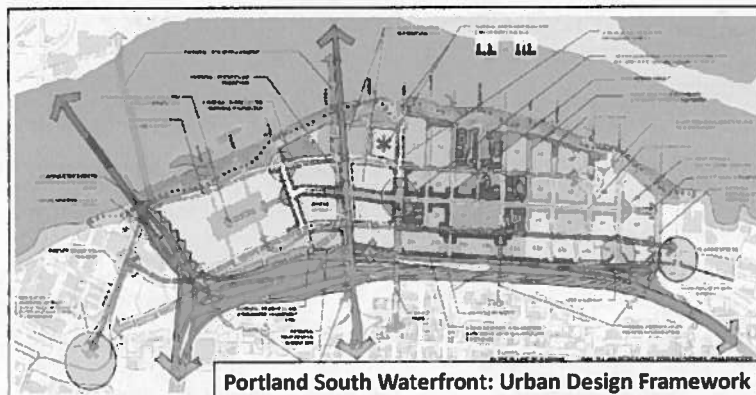
Portland South Waterfront: Property owners

34 private properties; 120 acres

City had to provide certainty for development to follow plan

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Financial Framework: Lessons from Portland South Waterfront



City had to provide certainty for development to follow plan

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Financial Framework: Lessons from Portland South Waterfront

- Development Agreement (excerpts)
 - **\$1+ B Private Investment** (\$3B over 20 years)
 - **\$100+M Public Investment** (key streets; tram & streetcar; park; affordable housing)
 - 2000 market-rate housing units; 400 affordable units
 - Neighborhood Infrastructure: greenway, parks, pedestrian bridge, aerial tram, streetcar, room for light rail
 - Sustainable buildings and environment



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Financial Framework: Lessons from Portland South Waterfront

Development Agreement – Public Ledger

Public committed:

- Investment in infrastructure
- Revised zoning district
- Park site acquisition
- Urban renewal financial risk
- Political Support
- Staffing resource



Public received:

- LEED building commitments
- Open space and greenway commitments
- better formed development
 - TIF generation
- "Gap Payment" obligation
- Infrastructure cost-sharing
- Affordable housing and jobs creation
 - First right of refusal
 - District "Jump start"
- M/W/ESB and work force equity programs

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Financial Framework: Lessons from Portland South Waterfront

Development Agreement – Private Ledger

Private Commitment:

- Investment in infrastructure
- Investment in development by date certain
- More public amenities than code required
- LEED buildings
- Land for affordable housing reserved
- Cover TIF risk



Private Received:

- Policy/political support
- Amenities for private investment
- Infrastructure funding certainty (amount and timing)
- Increased return on investment



City as active partner: Financial Toolkit

Helping build the Physical Framework

- Tax Increment (loans, site acquisition, infrastructure, affordable housing fund)
- Land Banking
- Development Agreements
- Transportation funds (state/fed)
- Parking fees (bonds)
- Public Improvement District
- Tax Credits (Housing, Historic, NMTC, Energy)
- Tax Abatements (market and affordable housing)
- Eminent Domain
- Bonuses
- Transfer of Development Rights
- Public land monetization
- Sole Source Impact Fees
- Earmarks (ped bridge)



City as active partner: Possible Partnership Tools

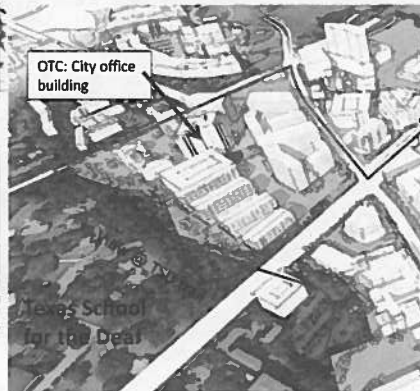
- Development Agreements
- Horizontal Development Entity (willing partners)
- Public Improvement Districts
- Tax Increment Financing (property and sales)
- Tax Credits (Low Income Housing; New Markets; Energy)
- HUD Section 108
- Land Banking
- Land Swaps
- Transfer of Development Rights
- Sole Source Impact Fees



City as active partner: One Texas Center block



- Potential partnership mix office and housing across the block
- Potential to use density here to provide workforce housing



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South Central Waterfront: Moving Forward



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South Central Waterfront: Moving Forward

Build on Partnerships begun:

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WPAB-appointed Stakeholder Outreach Committee

- WPAB core, key property owners, Texas School for the Deaf, adjacent neighborhoods reps, affordable housing leader, realtor, business owner, other stakeholders

Technical Advisory Group (City of Austin depts.)

- Economic Development & PDRD; Watershed; Capital Planning; Parks; Transportation; AIPP; PWD; others

General Public: 450 in 2014 alone

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South Central Waterfront: Moving Forward

Partnerships begun: City TAG (partial list)

Department	Already provided	Potential contribution
Economic Development	SPP collaboration; Key Engagement support	Coordinate PPP
Watershed Protection	Potential of Green Infrastructure; Engagement support	Develop SCW as urban green infrastructure model
CPO	Involvement & support Engagement	CIP coordination for Physical Framework
ATD	Consult on rail and other	Coordinate with potential urban rail
PWD	Initial coordination with Congress Ave project	Coordinate Congress Ave and other reconstructions
Economic Development Art in Public Places	Public artists' roundtable for SCW	Public Art Framework
Resource Recovery	Brownfields assessment	Potential brownfields funds

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South Central Waterfront: Moving Forward

Partnerships moving forward: other projects/agencies

Dept/project/agency	Potential contribution
Project Connect	Pending urban rail decision, refine urban design/land use plan to complement rail/TOD
Waller Creek Conservancy	Coordinate complementary design & potential on SCW of pontoon bridge
Downtown Austin Alliance	Congress Street design & coordination into SCW

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South Central Waterfront: Moving Forward

Developing & Implementing the Vision Framework: Physical, Financial, Partnerships

Pending funding authorization, engage consultant services for:

- Economic: development & finance models, market analysis, bonus calibration
- Engineering: green infrastructure design, costs
- Design & planning: transportation, landscape, urban design, public art
- District-management & implementation models

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