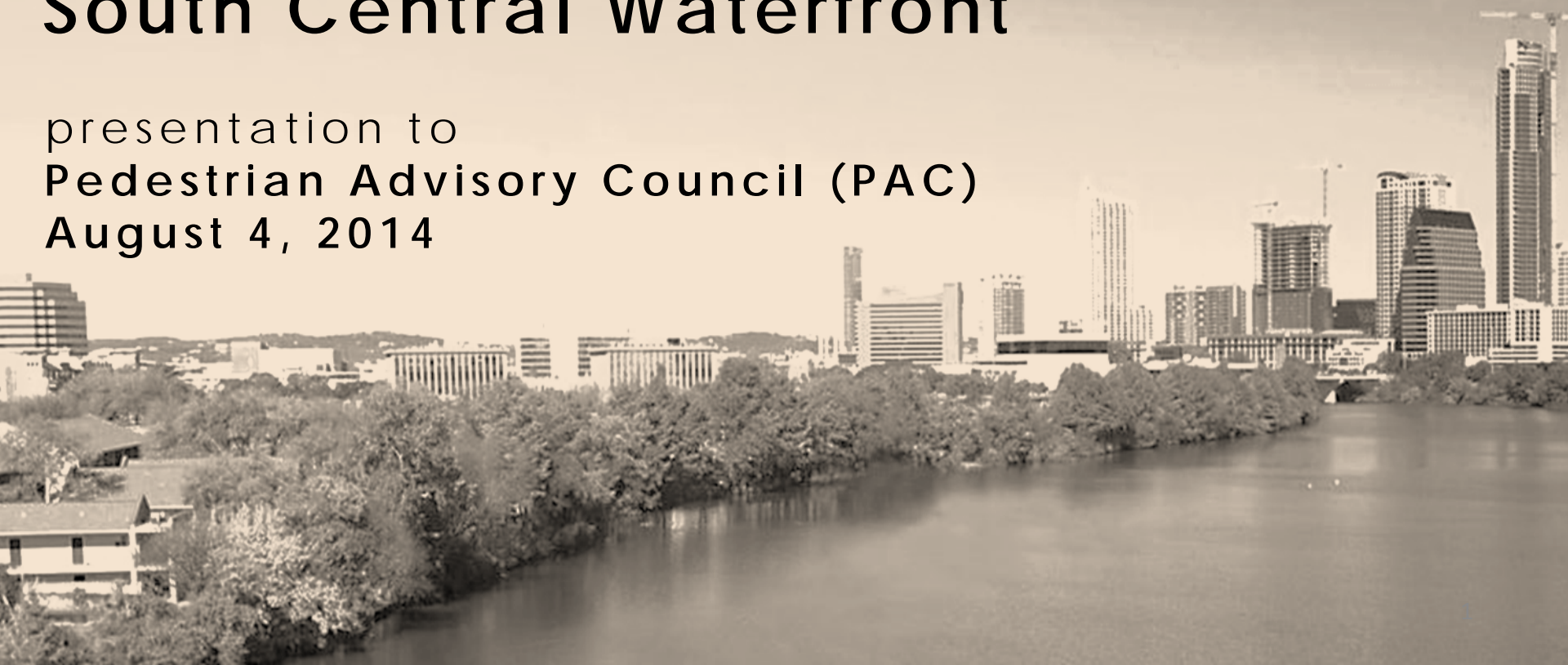


# South Central Waterfront

presentation to  
Pedestrian Advisory Council (PAC)  
August 4, 2014



# Objectives: Check-in

What I'd like to accomplish in our 30 mins.:

☐ **INFORM:** what we're doing:

- ☐ Why we're planning,
- ☐ What we're planning,
- ☐ Next steps in the process, and

→ **10 min. presentation**

☐ **INFORM:** ways to get/stay involved

- ☐ Opportunities

→ **20 min. discussion**

# South Central Waterfront

- What are we talking about?
  - Where is the it?
  - What's it like today?
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# South Central Waterfront

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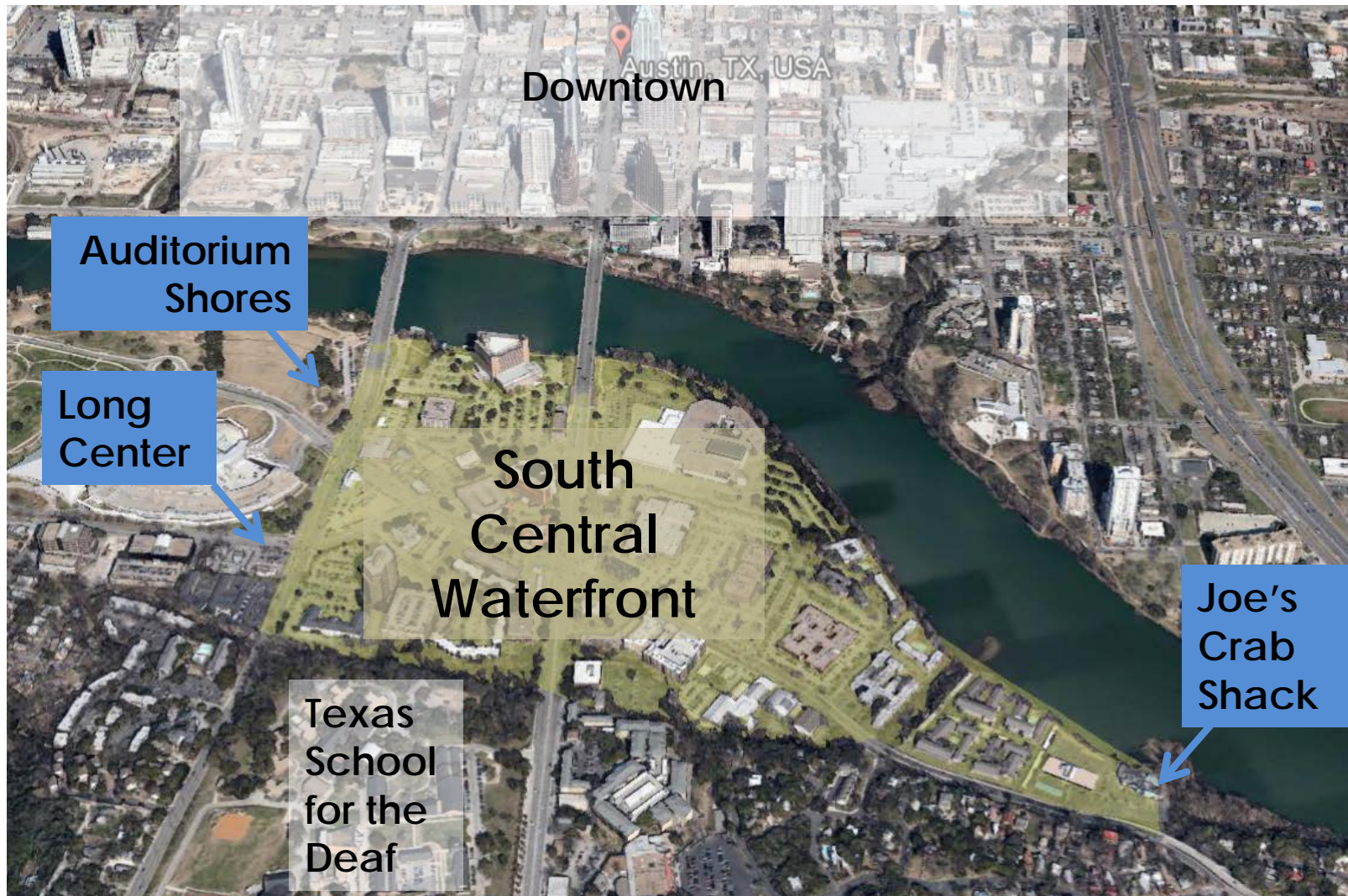
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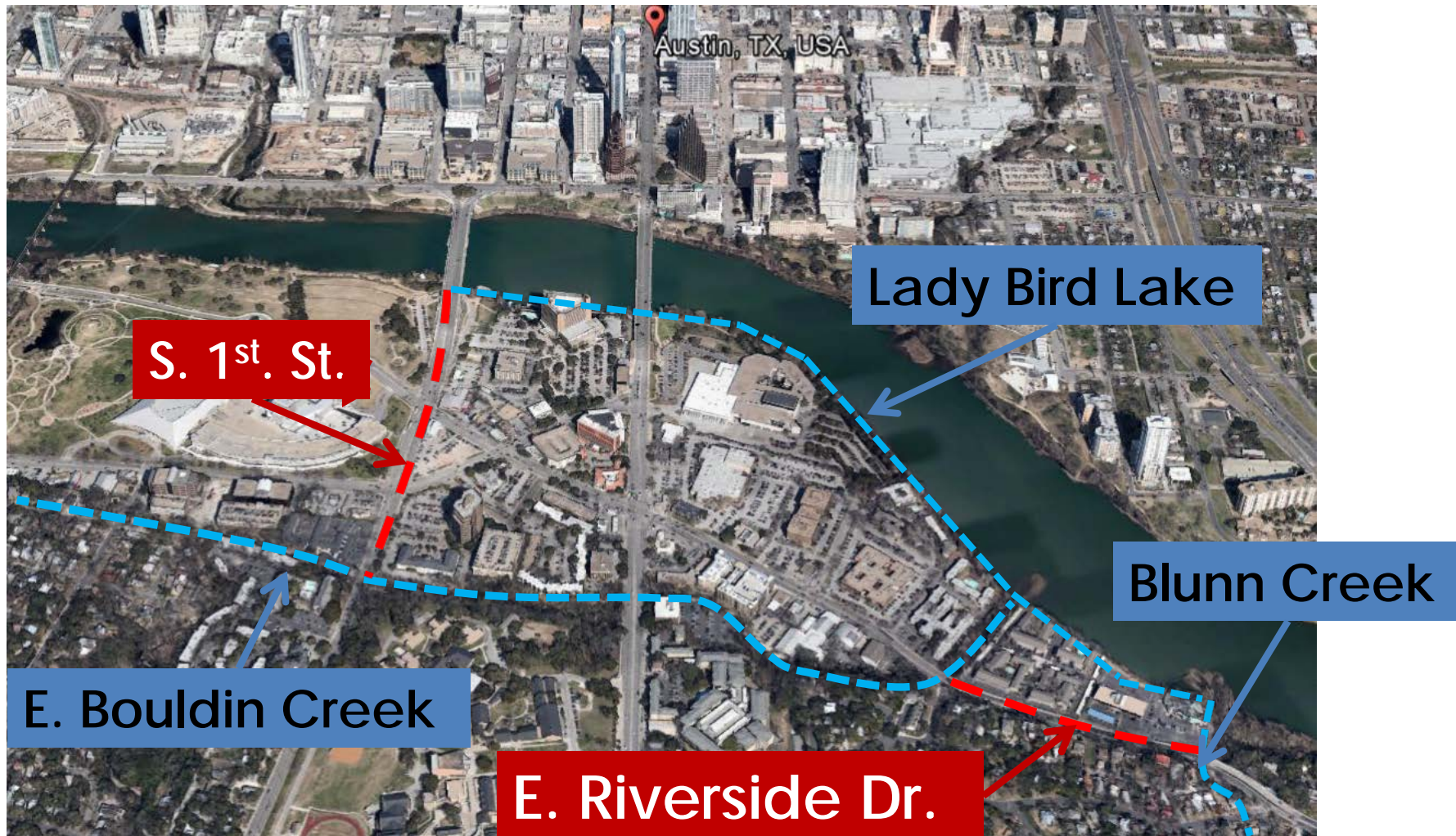
**Where** is the South Central Waterfront?

# Where is the South Central Waterfront?



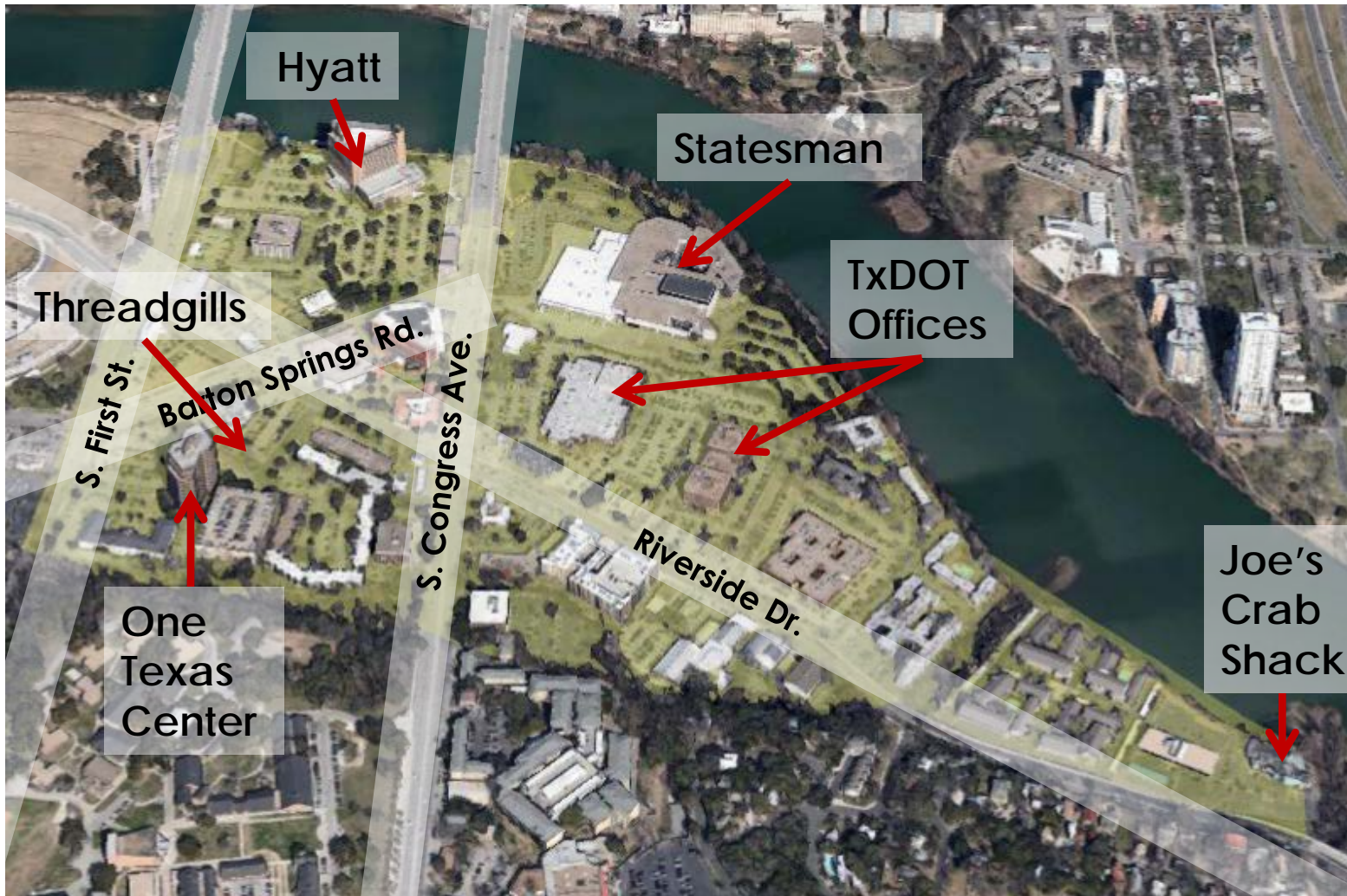


# Where is the South Central Waterfront?





# What is the South Central Waterfront like today?



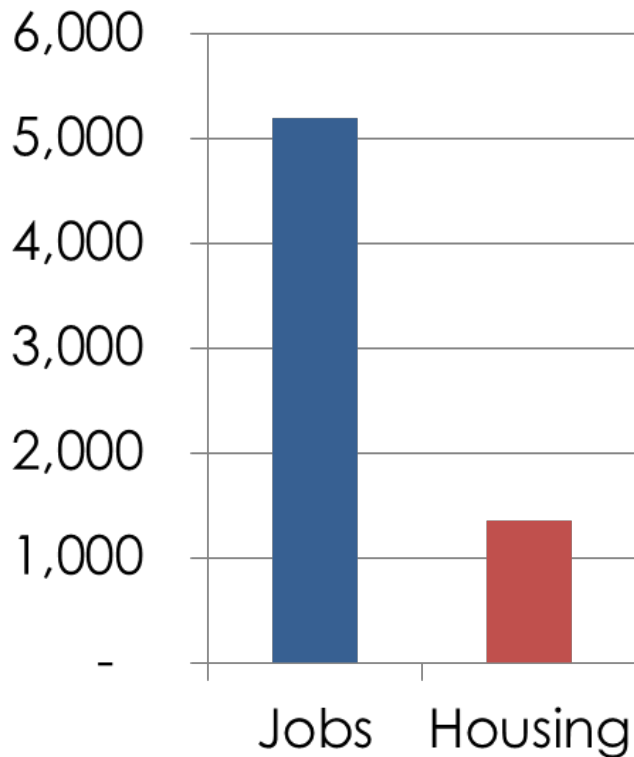
What is the South Central Waterfront **like today?**



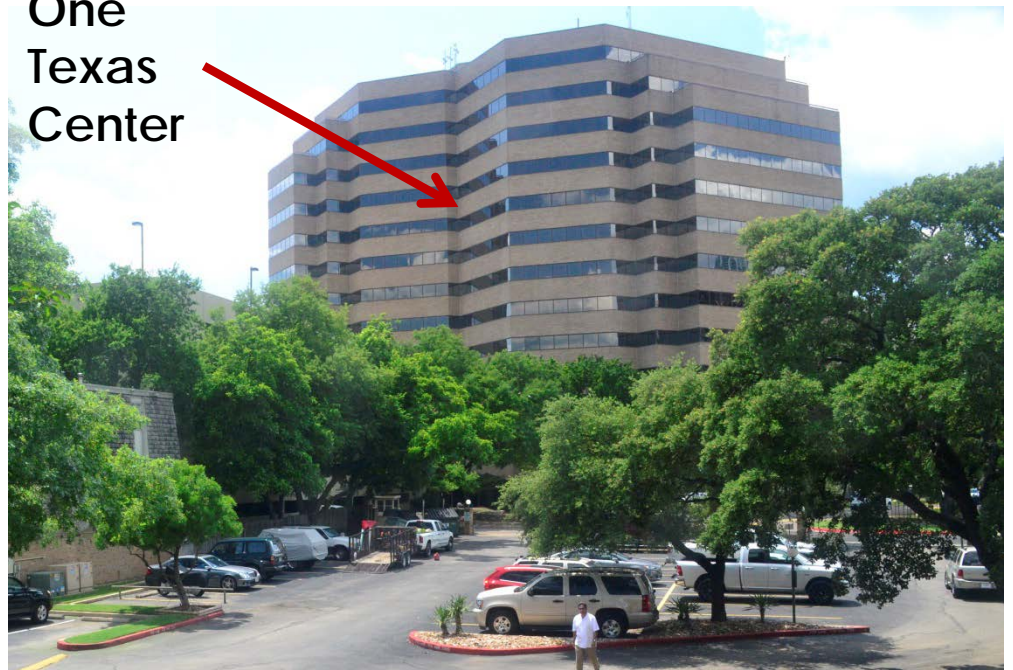


# What is the South Central Waterfront **like today?**

## Jobs-Housing Balance



One  
Texas  
Center

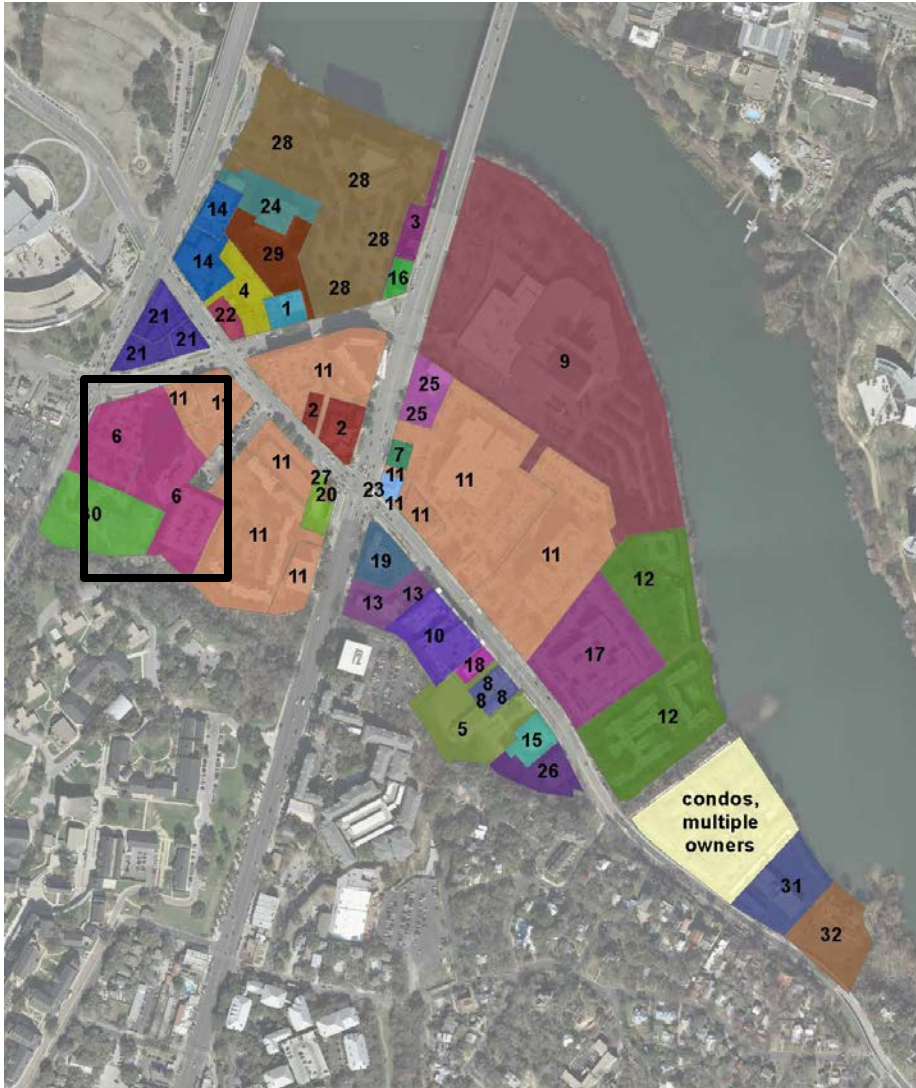


Employment Center:

- **3.5**

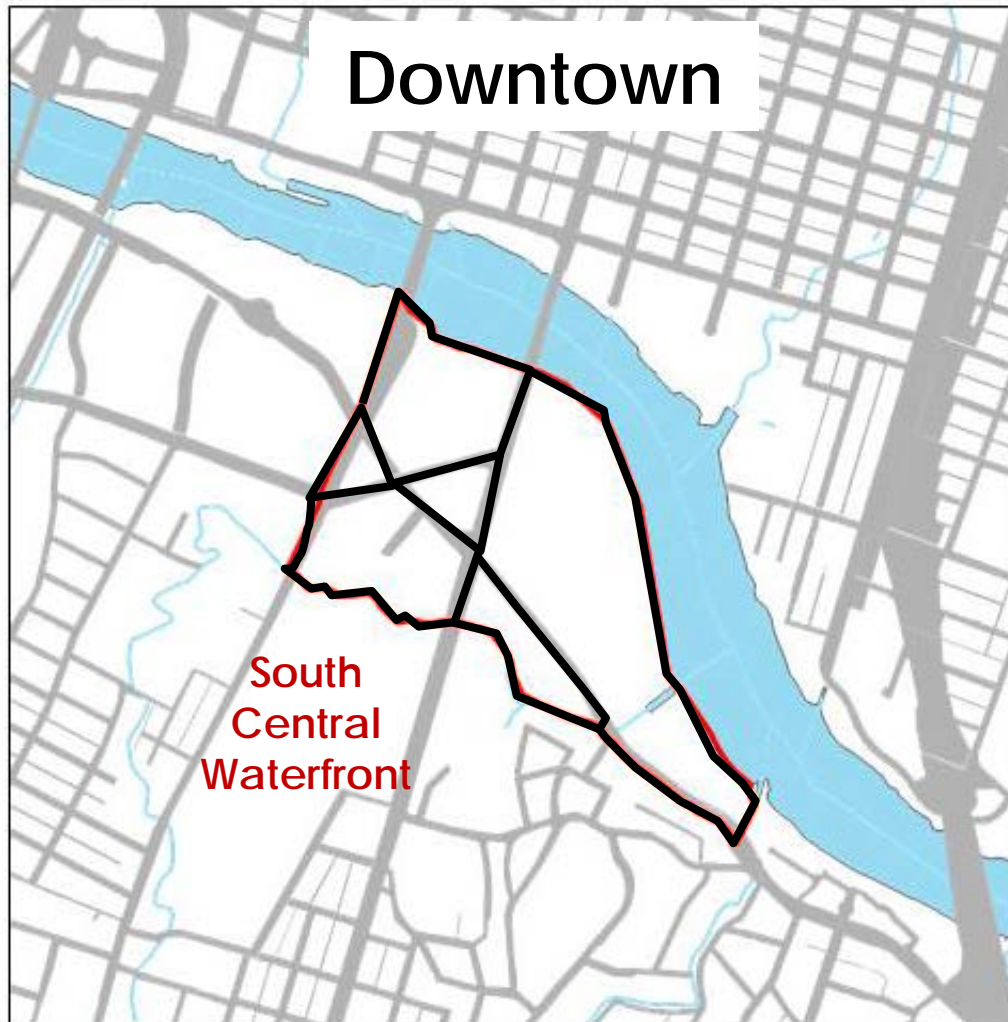
times as many jobs as  
dwelling units

# What is the South Central Waterfront **like today?**



- **31**  
private property  
owners
- **1**  
City of Austin  
property

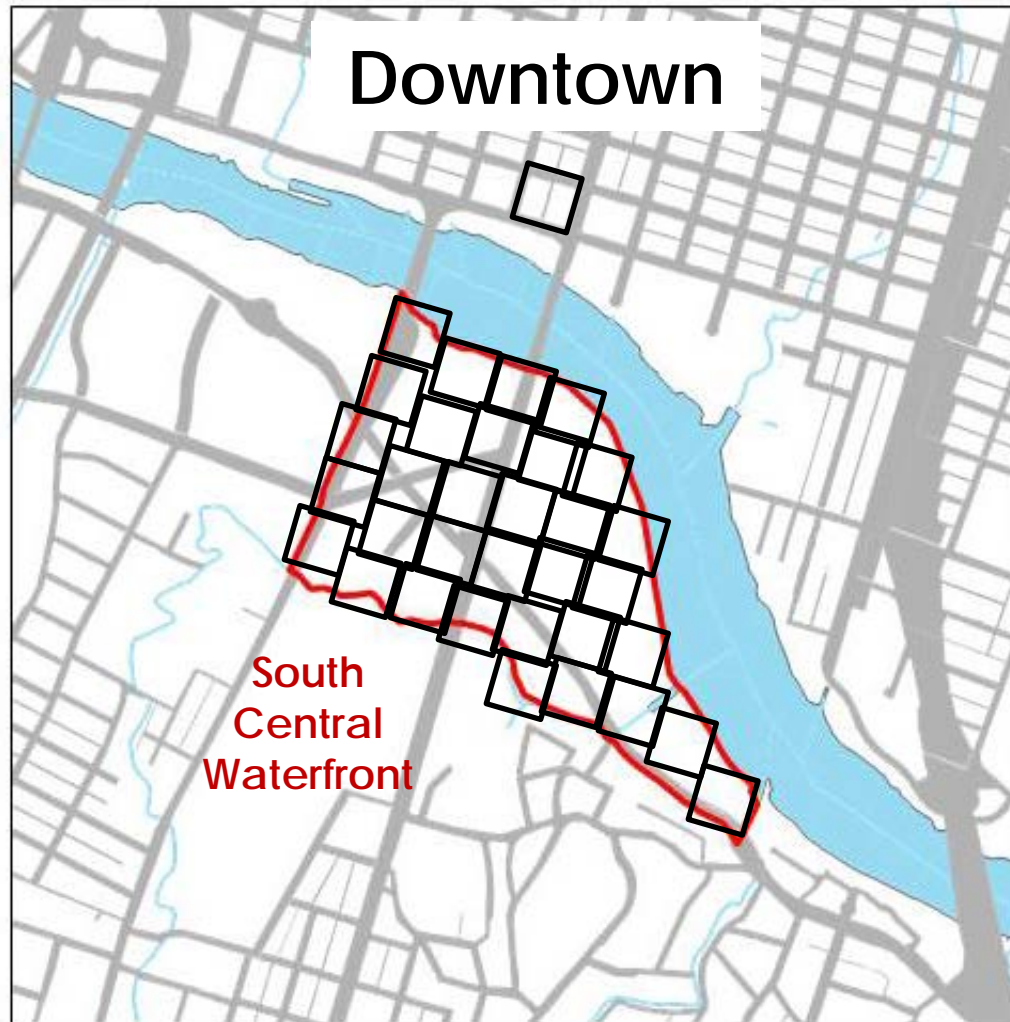
# What is the South Central Waterfront **like today?**



- ~6 megablocks



# What is the South Central Waterfront **like today?**



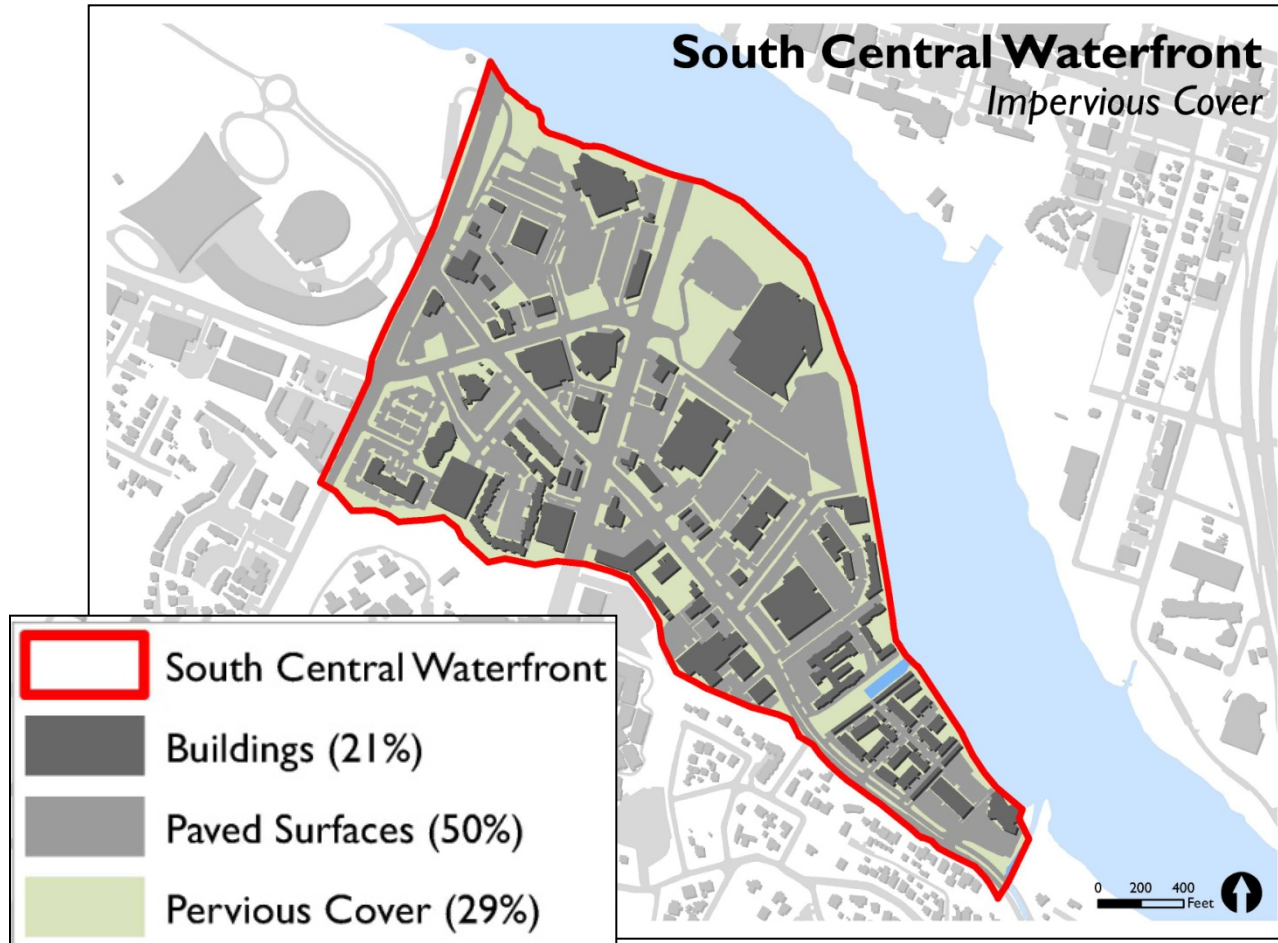
- ~6 megablocks
- ~33 downtown blocks

# What is the South Central Waterfront like today?





# What is the South Central Waterfront like today?



- **71%** of area is impervious cover

# What is the South Central Waterfront **like today?**





# What is the South Central Waterfront **like today?**

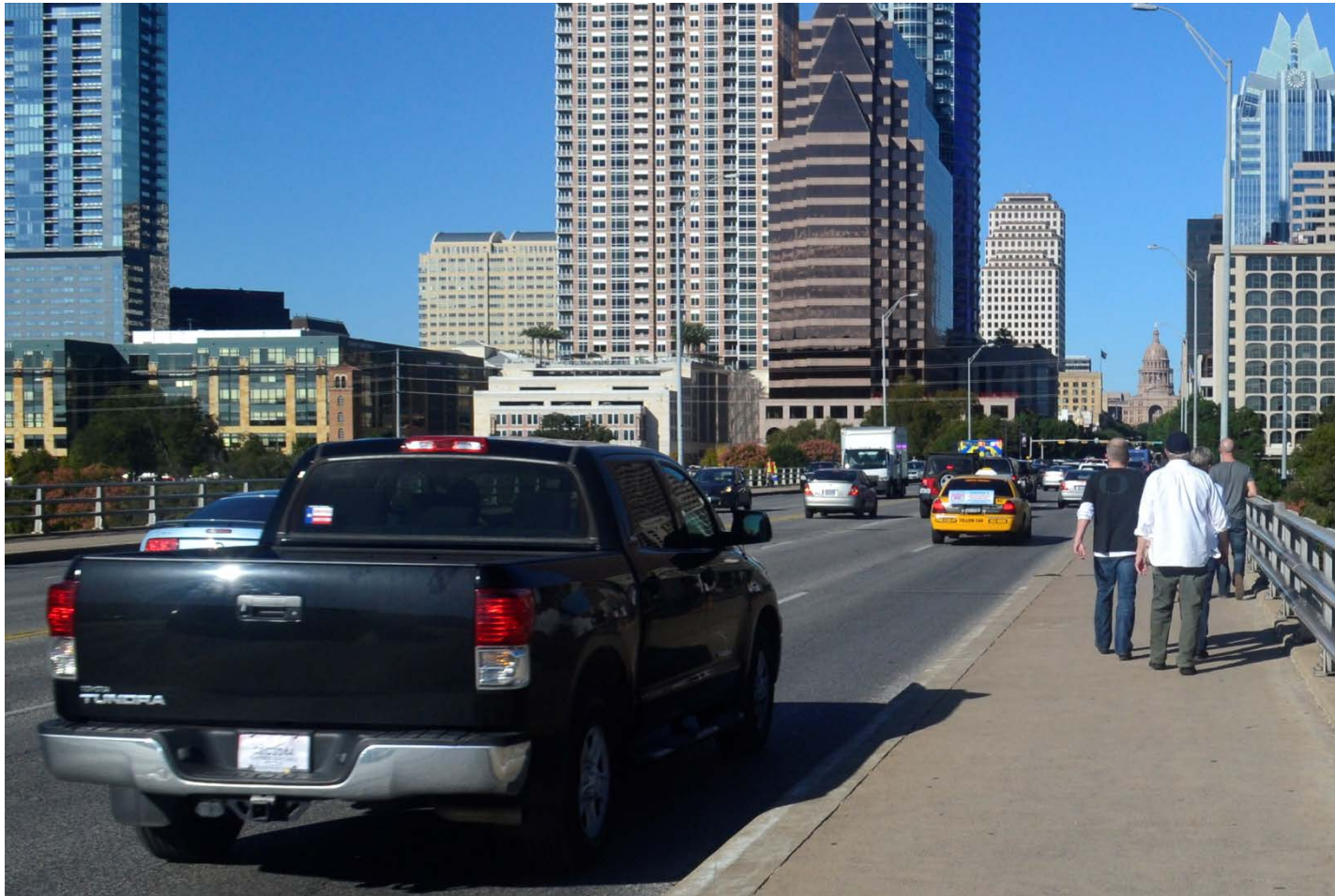


# What is the South Central Waterfront **like today?**





# What is the South Central Waterfront **like today?**



- Streets designed for cars, **not people**



# What is the South Central Waterfront **like today?**



- Multiple lanes of fast moving traffic

# What is the South Central Waterfront **like today**?



- Sidewalks with obstacles



# What is the South Central Waterfront **like today?**



- Lots of surface parking, driveways, & curbcuts

# What is the South Central Waterfront **like today?**



Limited  
visual and  
physical  
access to  
waterfront



# What is the South Central Waterfront **like today?**



- Limited access to waterfront



# What is the South Central Waterfront **like today?**



- Pinch points along trail



# What is the South Central Waterfront **like today**?



- Hike & Bike "Trail"?



# What is the South Central Waterfront **like today**?



Surface  
parking lot

Conventional  
storm water  
treatment

- Prime waterfront property designed for \_\_\_\_\_?



# South Central Waterfront

- What are we talking about?
  - Where is the it?
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- **Why are we talking about it?**
  - We need to plan to manage change, achieve better outcomes, and take advantage of opportunities
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# Why are we planning now?



Without a plan, we'll likely continue to get:

- Limited connectivity
- Auto-centric design
- Limited access to water
- Limited green space

# Why are we planning now?



- Market is building **residences**, which means there likely will be more pedestrians



# Why are we planning now?

- We need to plan if we want to:
  - Better manage development,
  - Get better outcomes, and
  - Leverage opportunities

# South Central Waterfront

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# How are we planning?

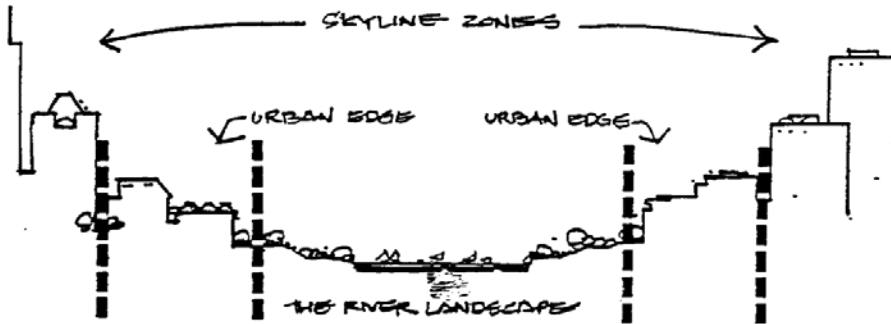
## 1985-present

- **1985-2013:** Previous Studies
- **2014:** South Central Waterfront
  - Community Input
  - Other Initiatives
  - Quadruple Bottom Line



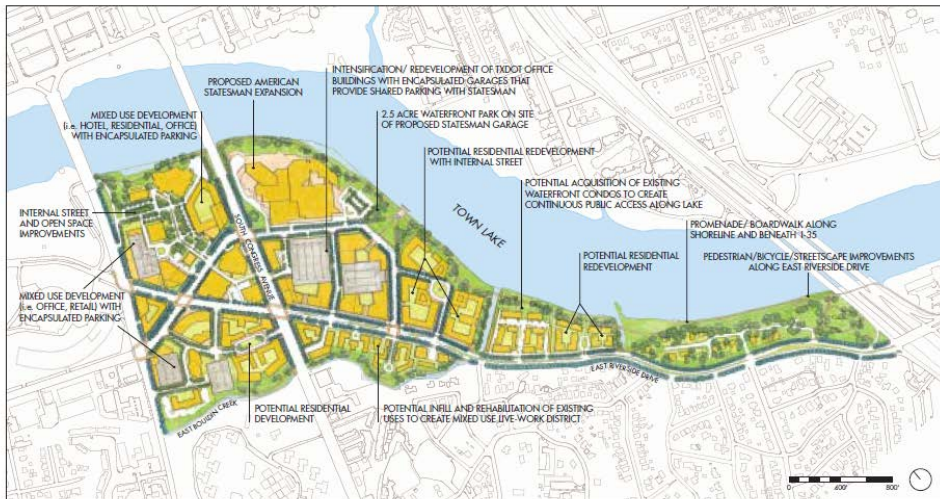
# How are we planning?

## 1985: Town Lake Corridor Study



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

## 2000: ROMA Report



- ☐ **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.**

# How are we planning?

## 2012: SDAT



- ✓ 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**



# How are we planning?

## 2013: UT/Texas Urban Futures Lab



TEXAS URBAN  
FUTURES LAB  
University of Texas  
School of Architecture

- ✓ Start with **framework**
- ✓ Affordable housing **for families**
- ☐ Included potential of **urban rail**
- ☐ Focus on **sustainability**



# How are we planning?

## 2014: With Community Partners

**Waterfront Planning Advisory Board (WPAB)** – Council appointed

**Stakeholder Outreach Committee** – (appointed by WPAB, property owners, neighborhoods reps, real estate community, business owners)

**Technical Advisory Group** (City of Austin depts.)

**Sustainable Places Project**



**Real Estate** - Austin Board of Realtors, National Association of Realtors



**Texas School for the Deaf**



**Design Community** - American Institute of Architects Austin, Austin Foundation for Architecture, Local experts and design volunteers – 200+ hours, UT Community & Regional Planning, KU School of Architecture



# How are we planning?

## 2014: With Community Input

- Over 4 months (Jan–Apr. 2014)
- **450 unique participants**

### 2 Walkabouts



January 11  
April 5

### 3 Talkabouts



January 21  
February 12  
March 24

### 1 Vision+Design Intensive



April 24  
April 26  
April 28



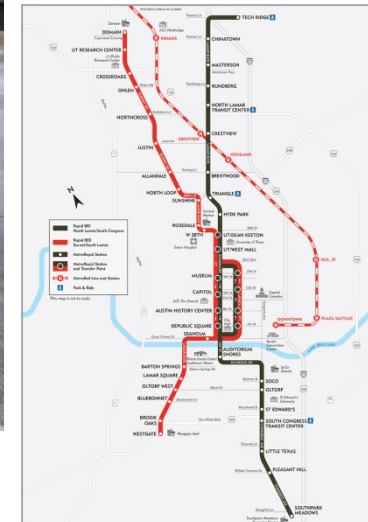
# How are we planning?

## 2014: With Other Initiatives:



<http://capmetroblog.com/category/metrorapid/>

NEW!  
MetroRapid  
bus service  
investment



<http://www.capmetro.org/metrorapid.promo.aspx?id=2775>

# How are we planning?

## 2014: With Other Initiatives:



OVERALL SITE PLAN

TOWN LAKE PARK - Auditorium Shores Improvements

NOVEMBER 20, 2013

The information shown is based on the best information available and is subject to change without notice.

<http://austintexas.gov/departments/auditorium-shores-improvements>

NEW!  
Auditorium  
Shores



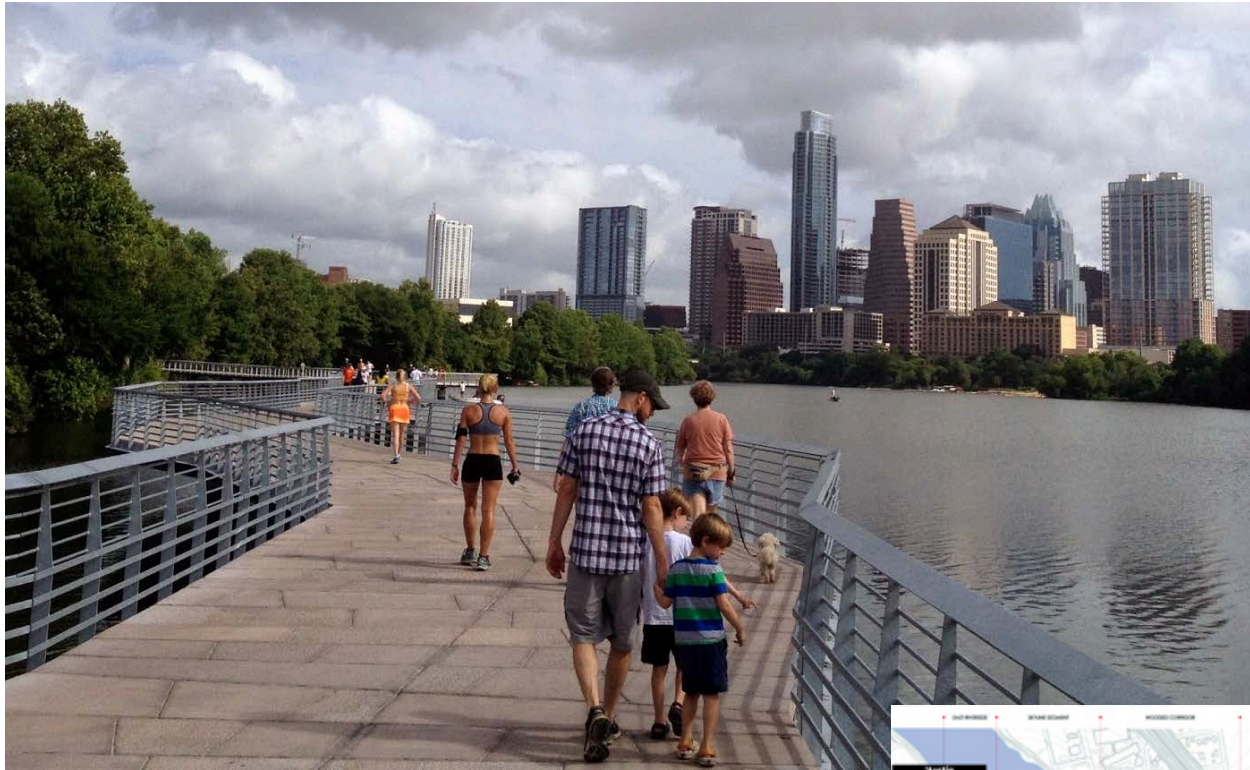
Town Lake. Photo by Ariel Min

<https://sllaustin.wordpress.com/tag/palmer-events-center/>



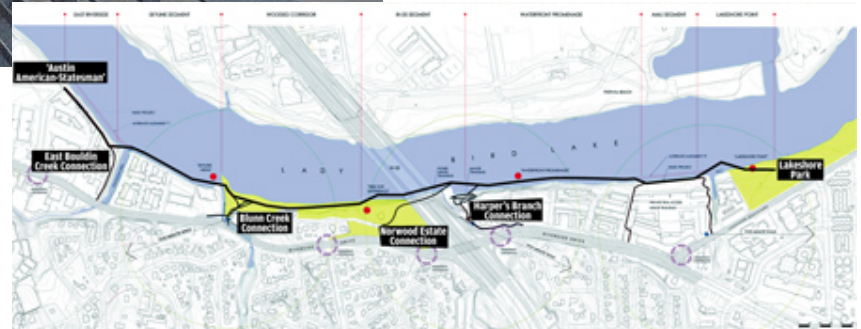
# How are we planning?

## 2014: With Other Initiatives:



NEW!  
Boardwalk

[http://www.freefuninaustin.com/2014/06/tips-for-visiting-boardwalk-trail-on.html#.U9w4\\_fldWec](http://www.freefuninaustin.com/2014/06/tips-for-visiting-boardwalk-trail-on.html#.U9w4_fldWec)

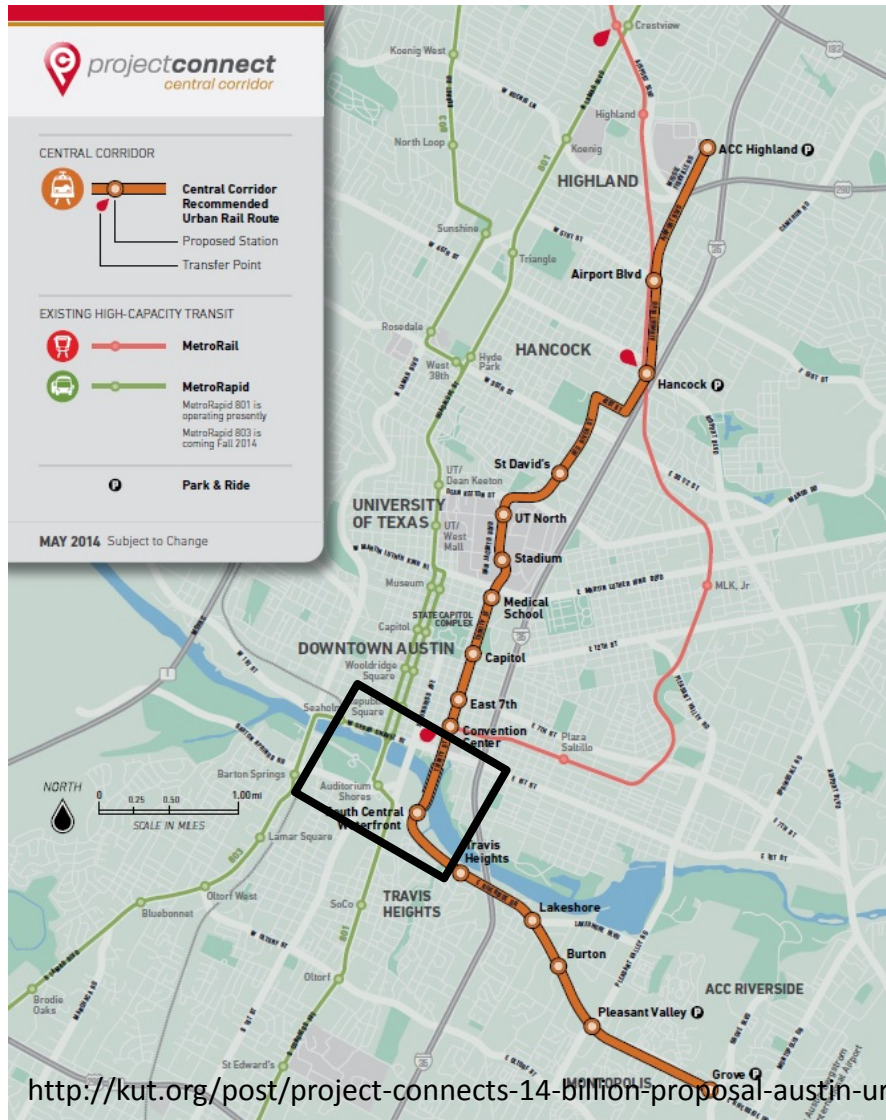


<http://www.austinchronicle.com/news/2008-12-19/717801/>



# How are we planning?

## 2014: With Other Initiatives:



Potential  
Future  
Urban Rail

# How are we planning?

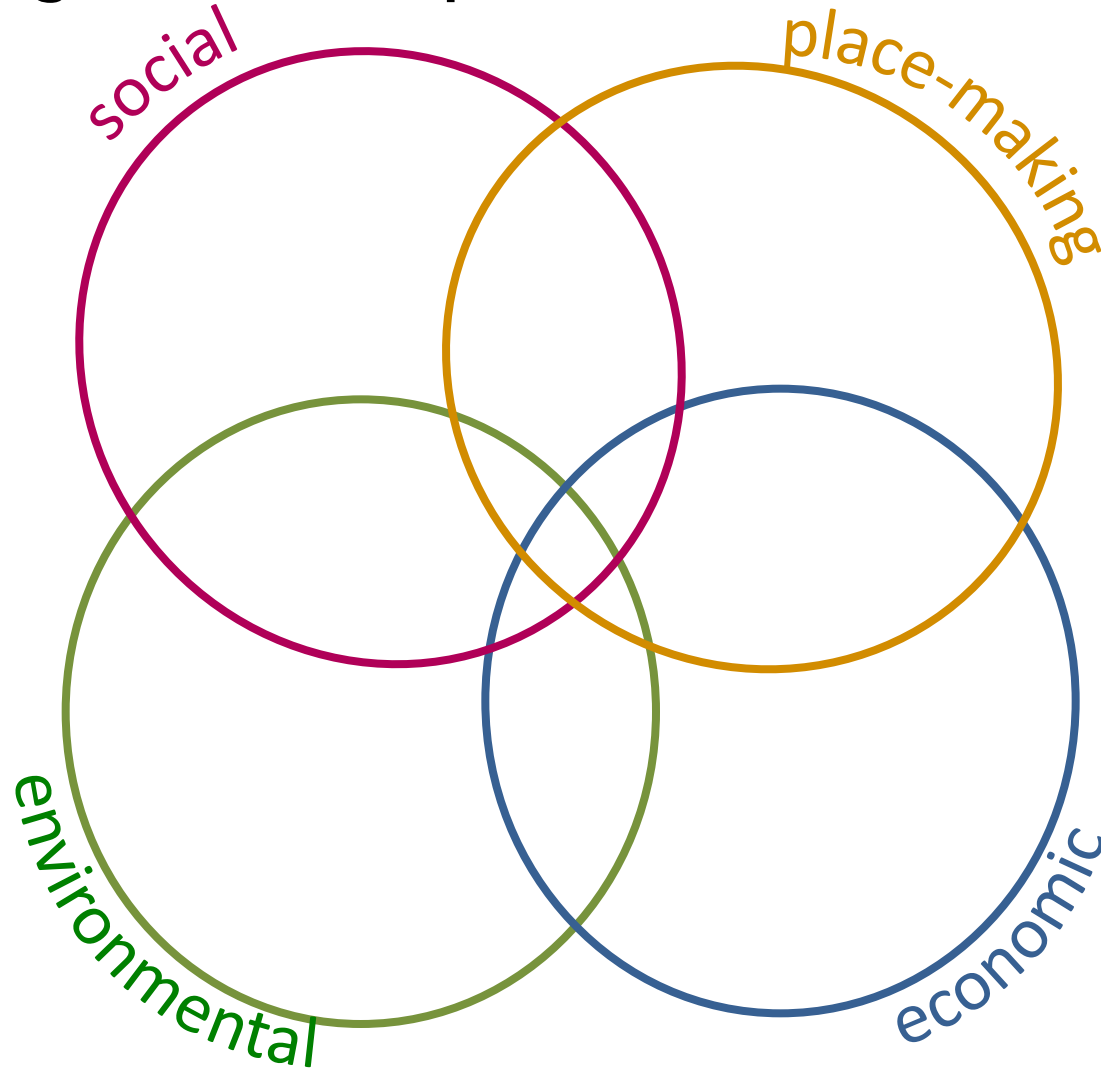
2014: With Other Initiatives:

Future:  
Congress St.  
Improvements



# How are we planning?

2014: Using the Quadruple Bottom Line:



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



# How are we planning?

## 2014: ...& *Imagine Austin Comprehensive Plan*



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

# How are we planning?

## 2014: Quadruple Bottom Line + *Imagine Austin*:

### ○ Social

- Access for all ages and abilities
- Affordable housing

### ○ Environmental

- District-wide plan for open space network & stormwater management
- Transportation options

### ○ Economic

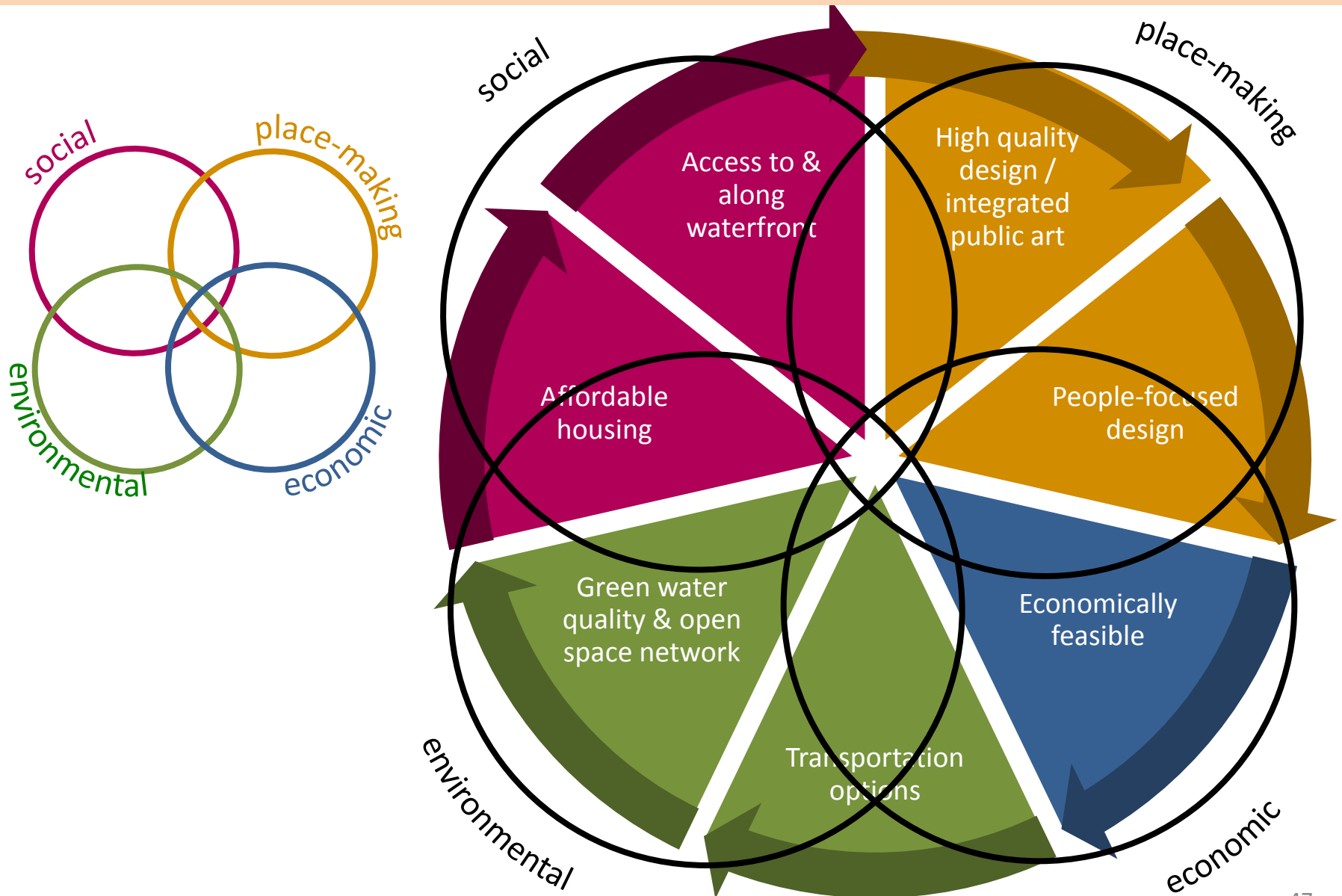
- With property owners and market realities

### ○ Place-making

- People-focused design
- Integrated public art



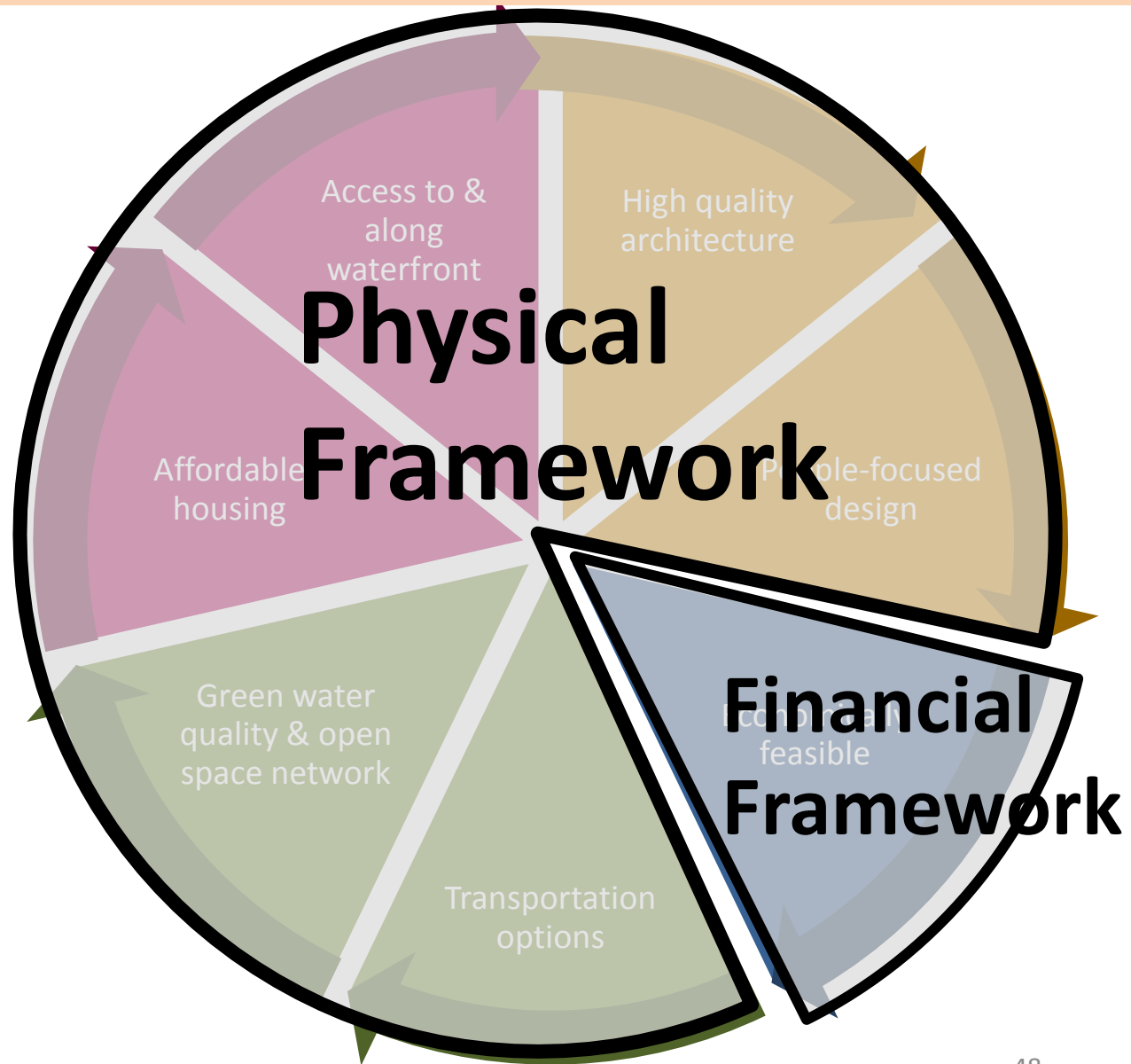
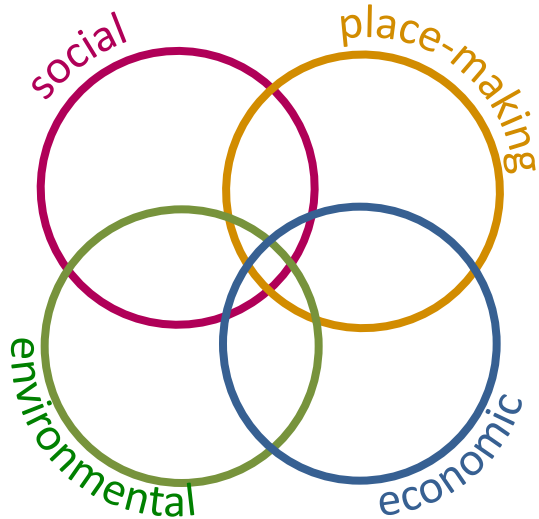
# How are we planning?





# How are we planning?

## Quadruple Bottom Line



# South Central Waterfront

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# To realize Community Values: A Vision Framework

## A Vision Framework will require:

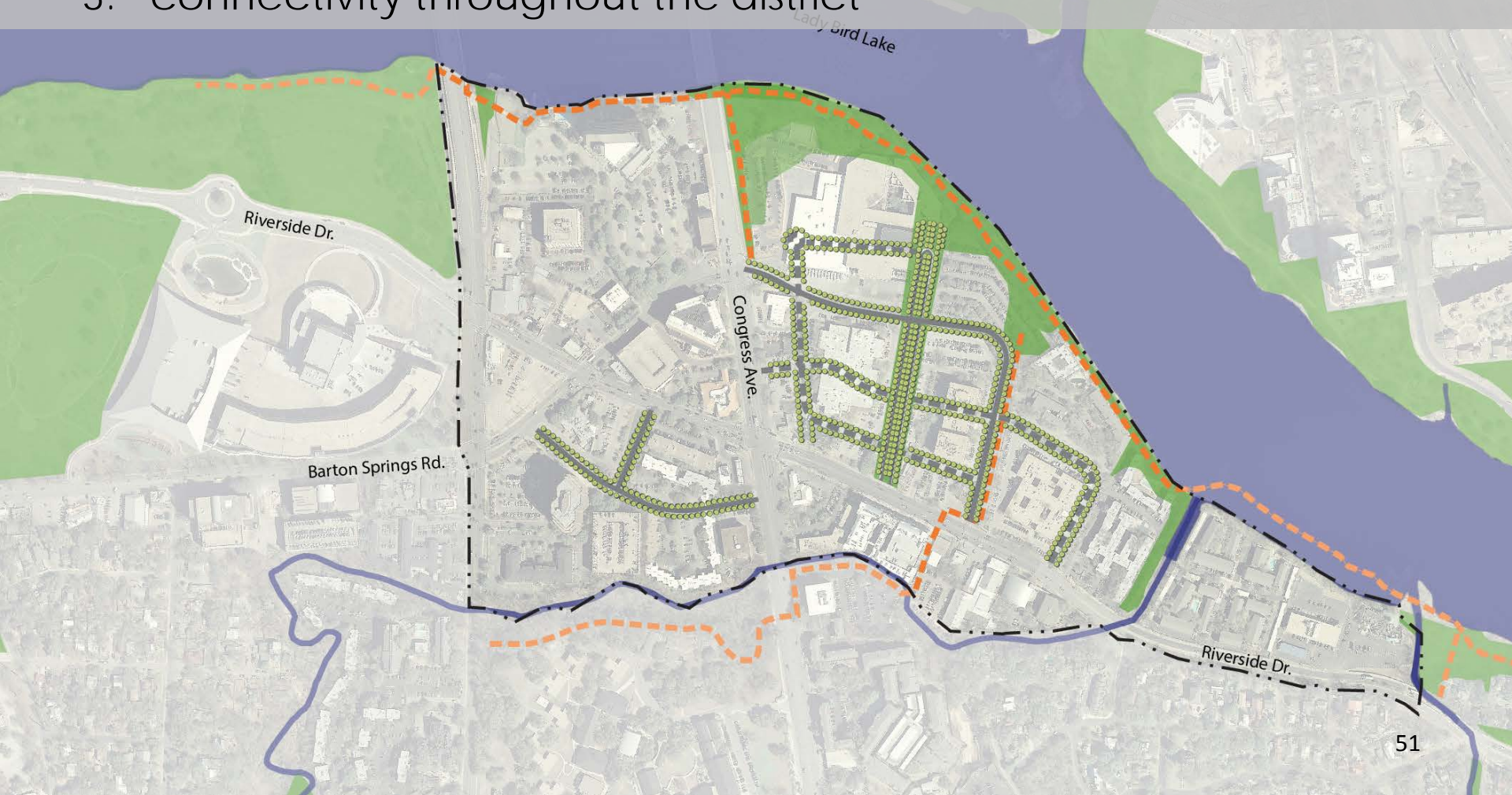
- A **Physical Framework** for a district-wide vision, (not a parcel by parcel approach) to provide a network of streets, pedestrian connections, open space, & green infrastructure.
- A **Financial Framework** to capture the district-wide value of both public and private investments to realize the Physical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



# What are we planning?

## District-wide physical framework that balances:

1. waterfront green space
2. connections to the neighborhoods & city
3. connectivity throughout the district





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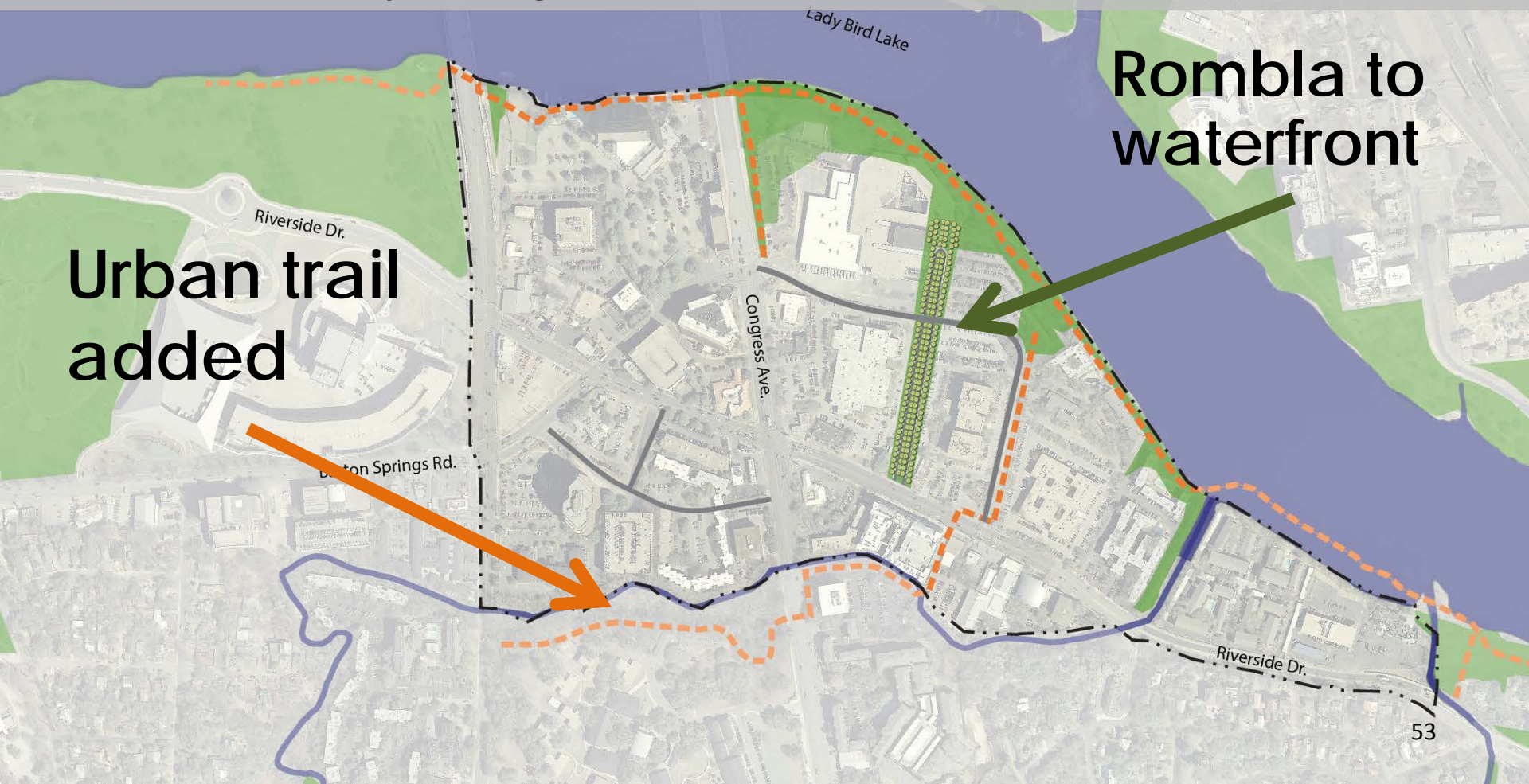
Waterfront green spaces needs to be considered overall in the district,  
not a parcel-by-parcel basis



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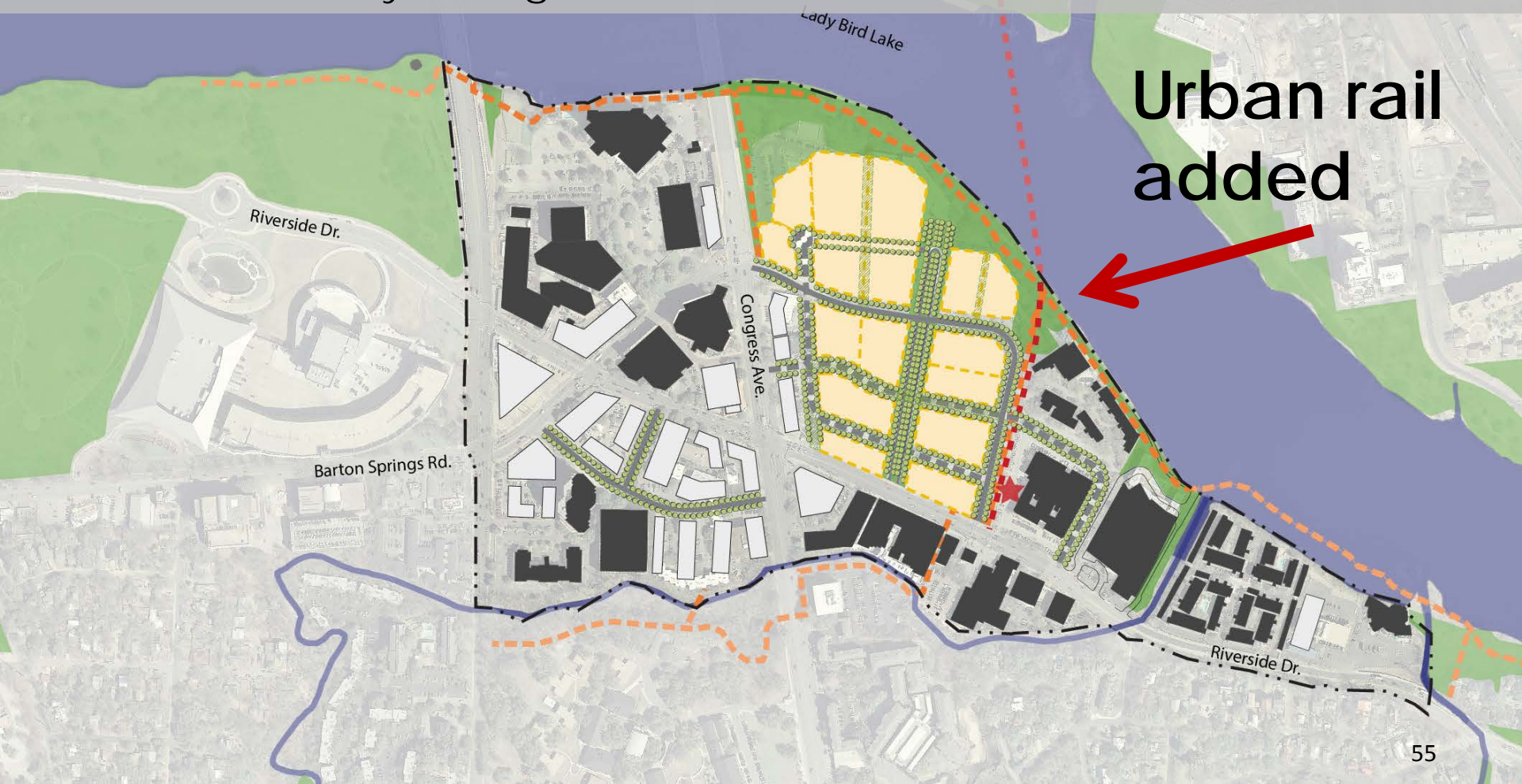




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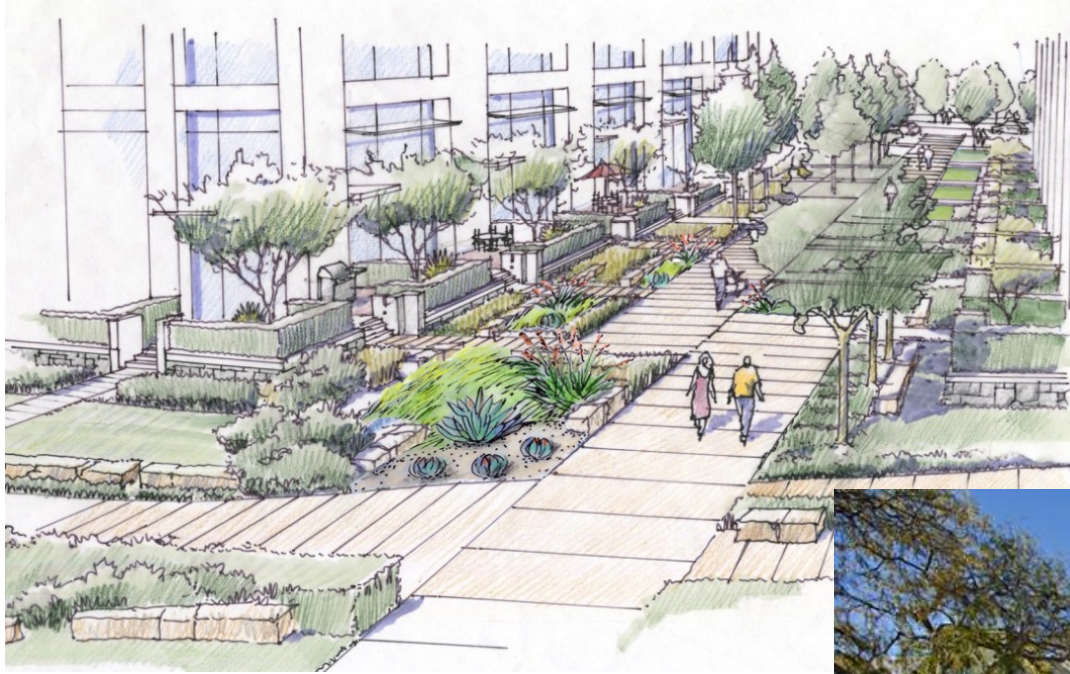
## District-wide physical framework that balances:

1. waterfront green space
2. connections to the neighborhoods & city
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# What are we planning?



Connectivity throughout district:

- paseos between buildings





# What are we planning?

## Two big opportunity sites:

1. Crockett + Statesman: 30 acres
2. Crockett + City of Austin : 11 acres





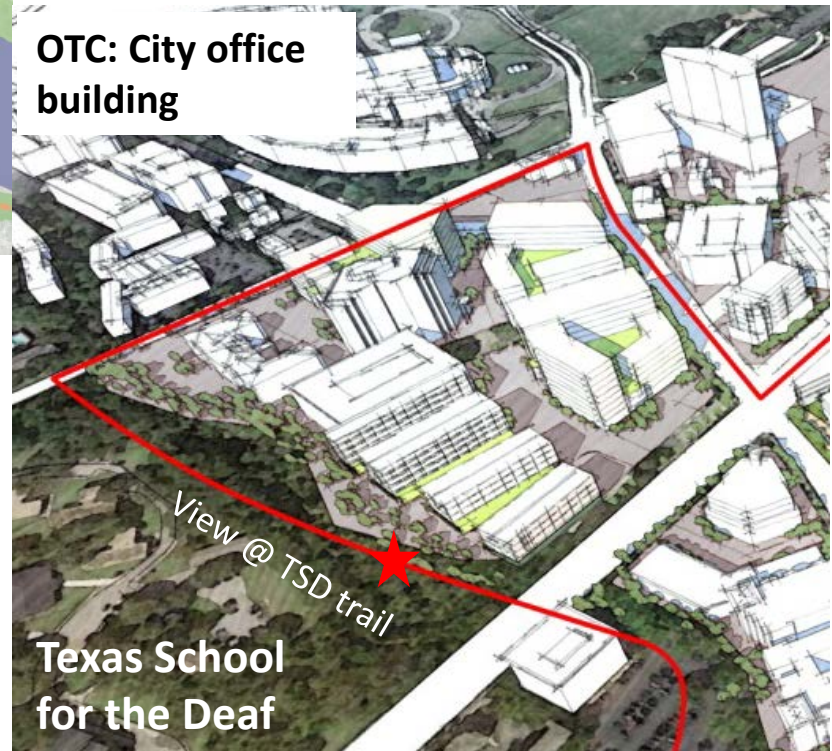
# What are we planning?

## District-wide physical framework opportunity sites:

1. Crockett + Statesman: 30 acres
2. Crockett + City of Austin : 11 acres



- **New streets** through the block, and mix of office and housing
- City and Crockett could **cooperate to mix/distribute housing & office** across the block
- A district Financial Framework could support **affordable and/or workforce housing** on this block.





# 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.
- 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

# What are we planning?

## Financial Toolkit: to 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)





# What are we planning?

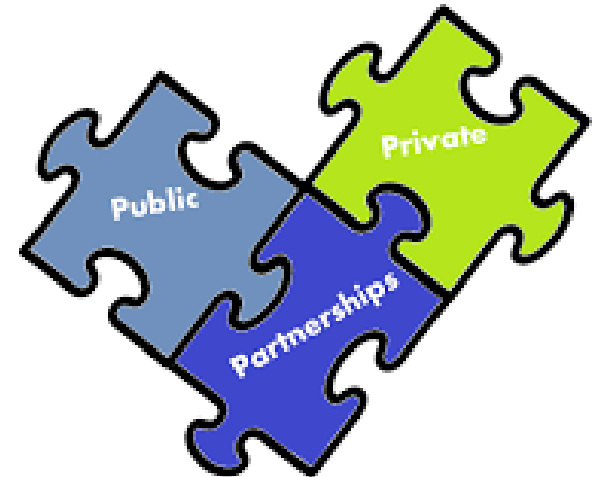
## City as Active Partner: To jump start framework

Lessons from waterfront development in Portland, OR:

1. City had to **provide certainty and initial investment for developers** to follow plan.

### 2. 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;
- HUD Section 108
- Land Banking
- Land Swaps
- Transfer of Development Rights
- Sole Source Impact Fees

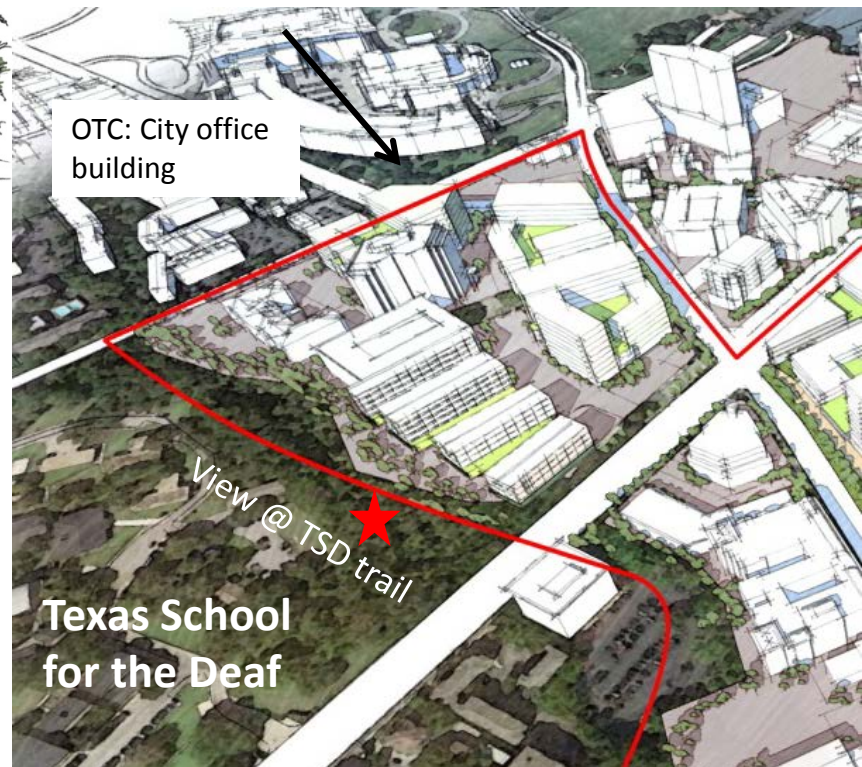


# What are we planning?

## City as Active Partner:



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





# What are we planning? (Next steps)

## Resolution from 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)

**We are here**

### Report to Council:

- ✓ Results of public workshop (check-point)

**Next  
steps**

### Pending Funding Authorization:

- ❑ Engage consultant services for Economics, Green Engineering, Design

# What are we planning? (Next steps)

## 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



# South Central Waterfront

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# What are opportunities for SCW + PAC?

- **Quadruple Bottom Line:**

- **Social**

- Access within district – for all ages and abilities
    - Access to other parts of the city - MetroRapid bus & Urban Rail investments

- **Environmental**

- Access to and along waterfront
    - Access to public open space network

- **Economic**

- Proximity to downtown (job center & services)

- **Placemaking**

- People (pedestrian) focused design





# Objectives: Check-in

What I'd like to accomplish in our 30 mins.:

☐ **INFORM:** what we're doing:

- ☐ Why we're planning,
- ☐ What we're planning,
- ☐ Next steps in the process, and

→ **10 min. presentation**

☐ **INFORM:** ways to get/stay involved

- ☐ Opportunities

→ **20 min. discussion**