

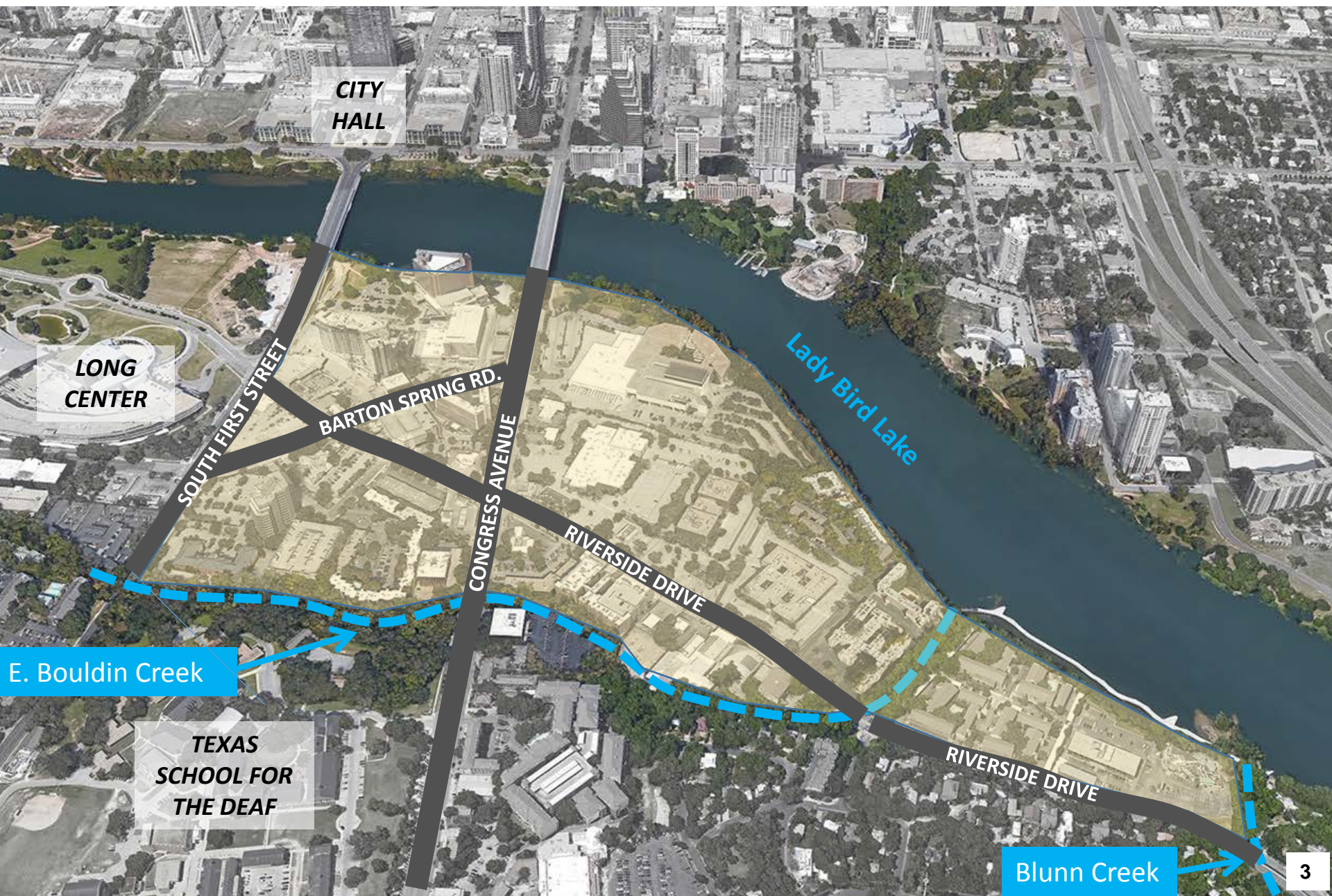
A FRAMEWORK FOR AUSTIN'S SOUTH CENTRAL WATERFRONT



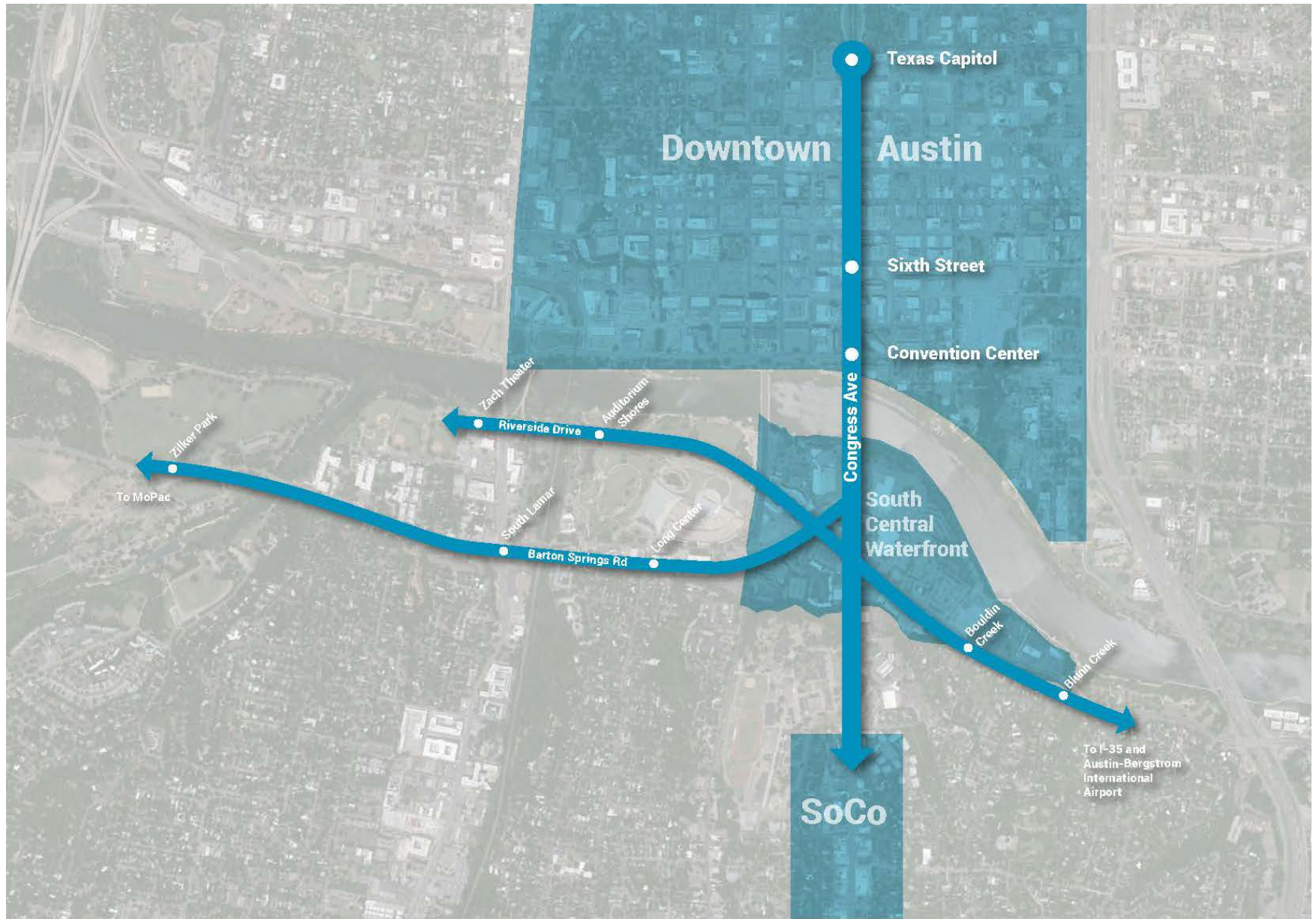
Item D-1 South Central Waterfront (SCW) presentation

1. Background & Trend
 - a. SCW Today
 - b. SCW Tomorrow – if we do nothing different
2. Engaging the Community: Imaging a better future
3. The Vision Plan
 - a. Physical Framework
 - b. Financial & City Frameworks
4. Next Steps
 - a. Outreach & Engagement
 - b. City Council, June 2016: SCW Small Area Plan

Item D-1
SCW TODAY: X marks the spot



Item D-1 SCW TODAY: Strategically Located



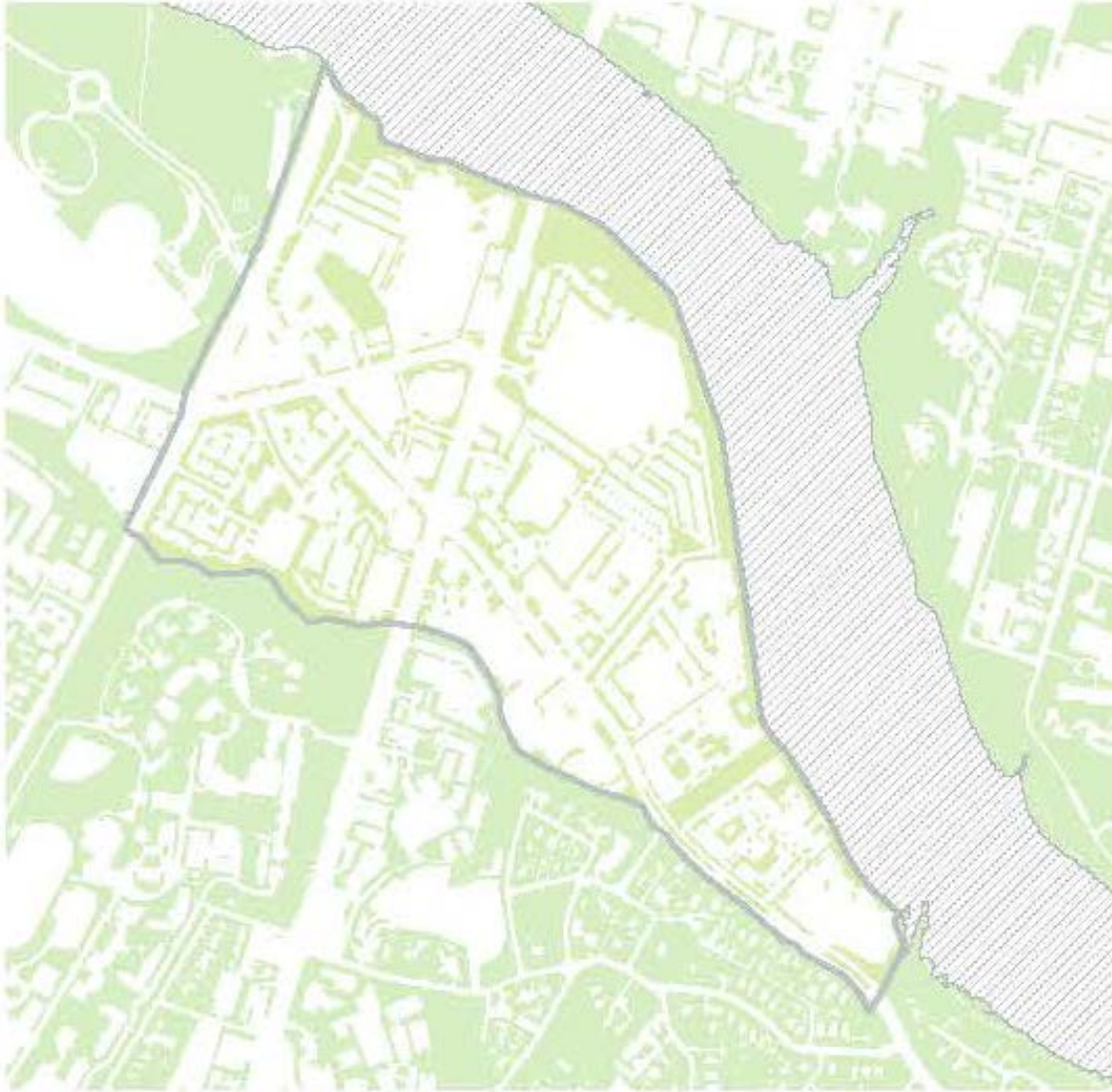
Item D-1 SCW TODAY: Bone Structure



118 acres* equals
33 downtown blocks

* Gross total acreage of properties, right-of-way, & easements.

Item D-1
SCW TODAY: Skin Condition



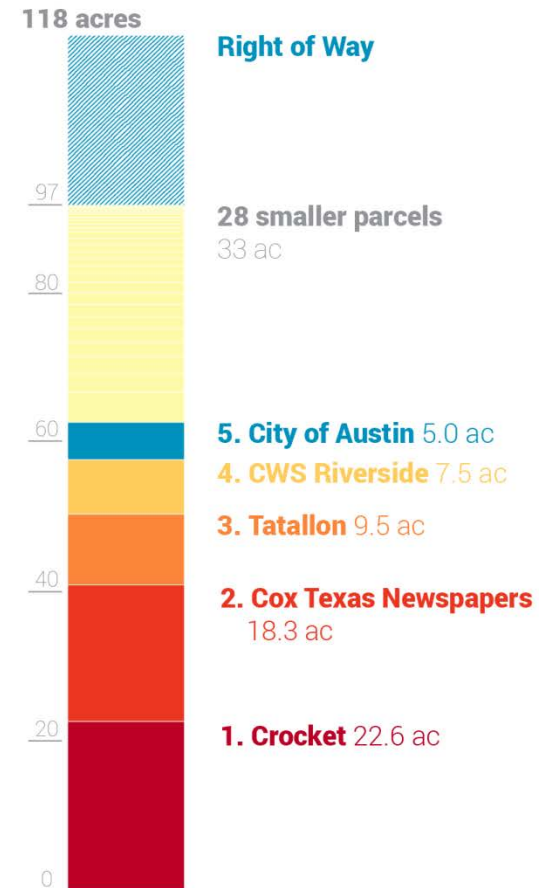
71%
Impervious
Cover

buildings:
21%
paved
surfaces:
50%

Item D-1 SCW TODAY: Meager Open Space & Public Realm

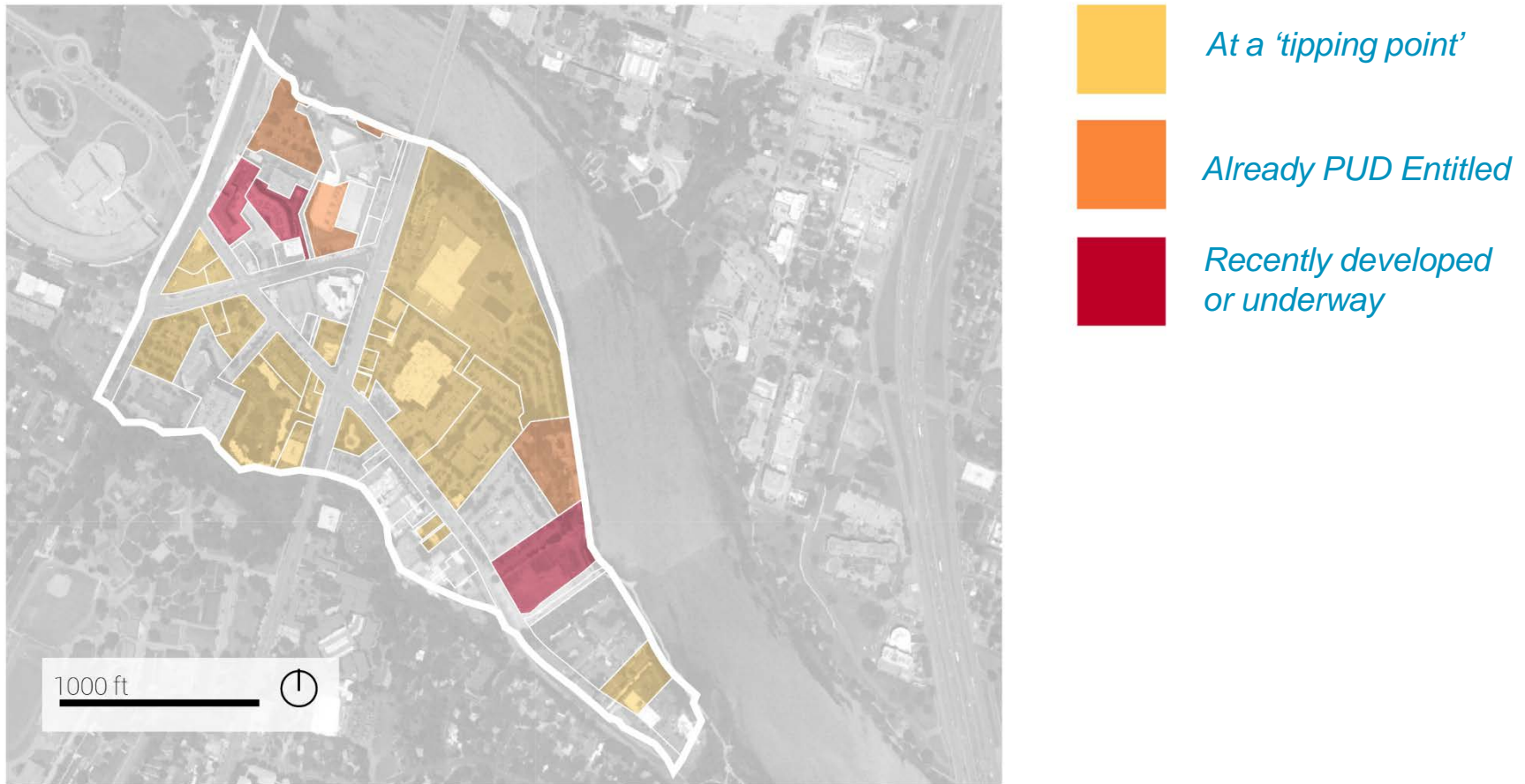


Item D-1 SCW TODAY: A Patchwork of Parcels



32 private properties + 1 city-owned @ One Texas Center

Item D-1 SCW TOMORROW Change is Coming



\$1.2 Billion of potential reinvestments over the next 15 years.

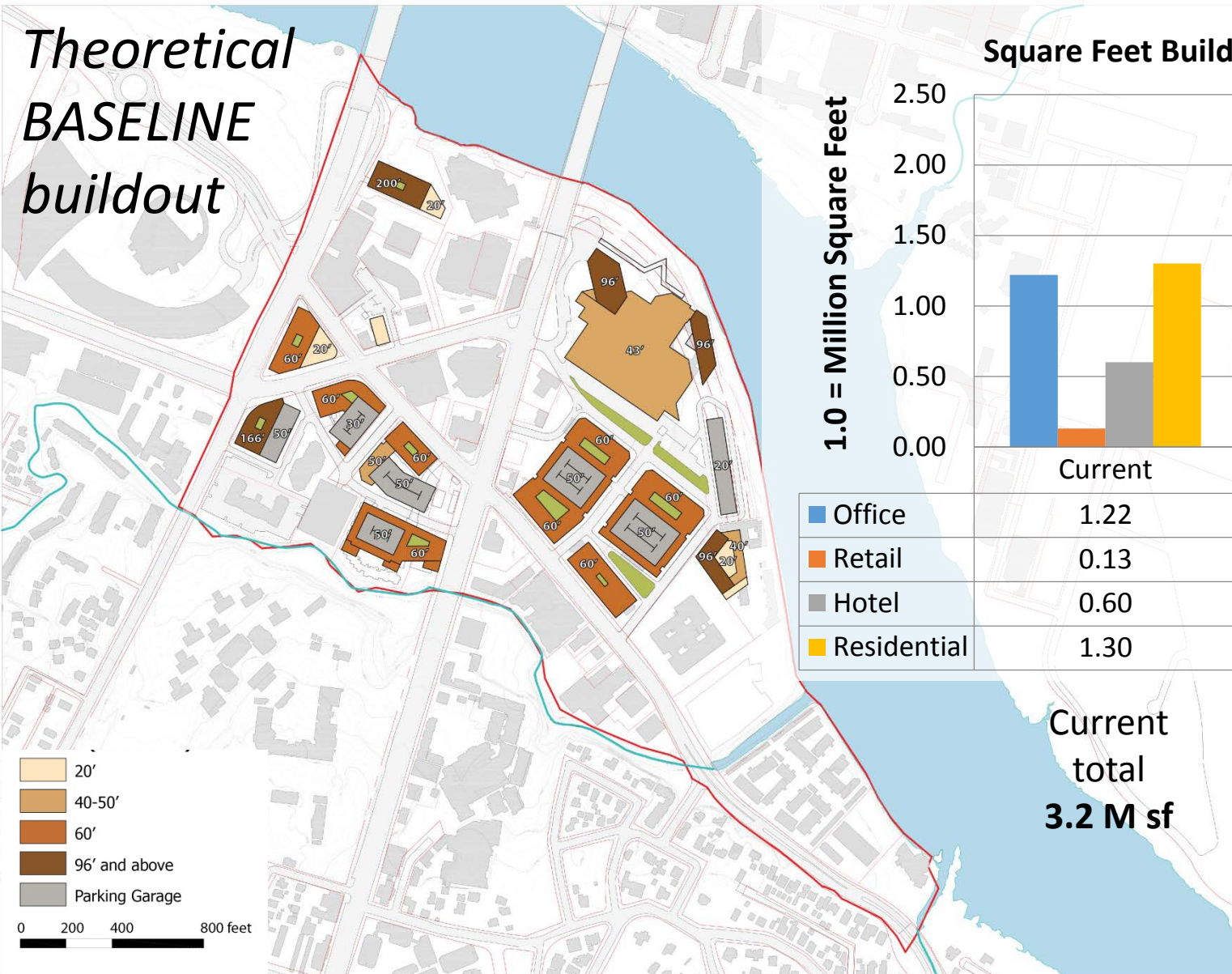
- Current Entitlements / Current Trends
 - 2013 Sustainable Places Projects report

Item D-1 SCW TOMORROW Under Current Entitlements

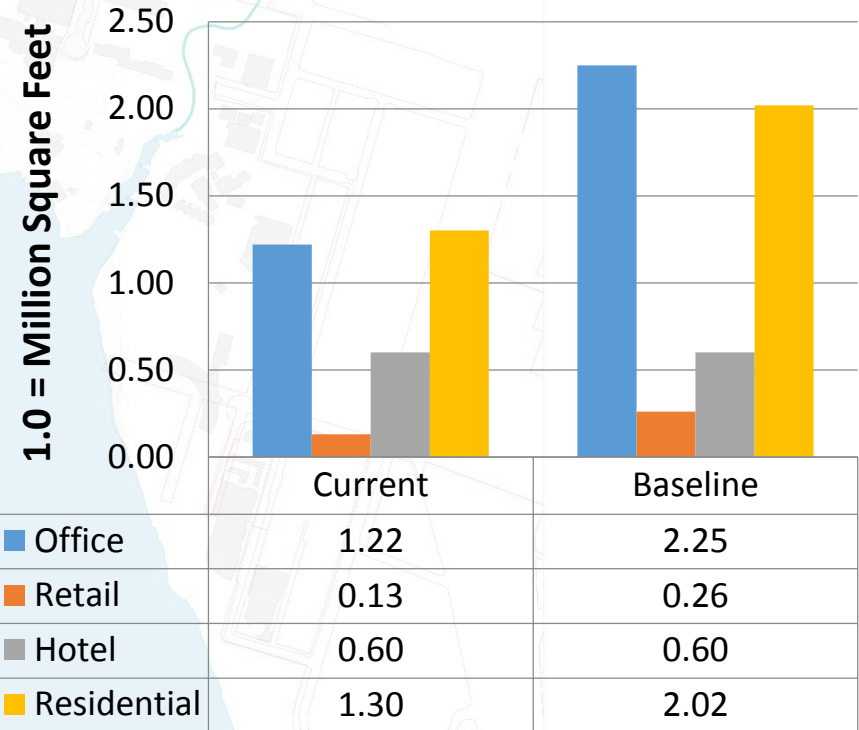


Item D-1 SCW TOMORROW Under Current Entitlements

*Theoretical
BASELINE
buildout*



Square Feet Buildout



Current
total
3.2 M sf

Baseline
total
5.1 M sf



- Current
total
3.2 M sf

Baseline
total
4.6 M sf

Engaging the Community Item D-1 Imagining a better future

DESIGNING SOUTH SHORE CENTRAL



AUSTIN, TX- 2012



Item D-1 Engaging the Community: June 2012

3 Days | 200 People



American Institute of Architects (AIA)
Sustainable Design Assistance Team

Item D-1 Engaging the Community: 2012 AIA Report

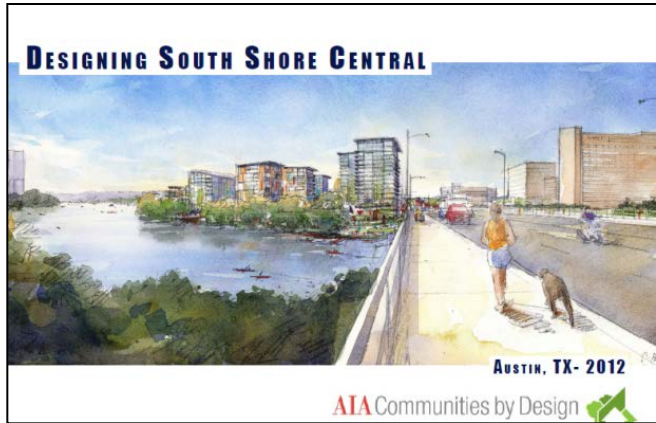


- ✓ Increased quality public space along the lake
- ✓ Better pedestrian connections across the district
- ✓ Tax Increment Financing for public realm
- ✓ 10% - 20% net new Affordable Housing

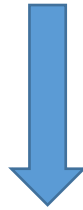


Item D-1

Engaging the Community: 2012 & 2013



Summer/
Fall
2012



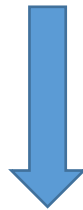
August 2013

Council Resolution
#20130808-058



TEXAS URBAN
FUTURES LAB
University of Texas
School of Architecture

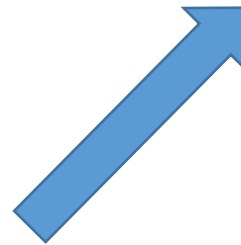
Winter
2013



“Initiate comprehensive
small-area plan ...”



Winter/
Spring
2013



Engaging the Community: 2014 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



Item D-1 Engaging the Community: Walkshops



Item D-1 Engaging the Community: Out of the box



Music



Box City for Kids



Talking Circle



Petting Zoo

Item D-1 Engaging the Community: Vision Workshops



Item D-1 Engaging the Community: 2014

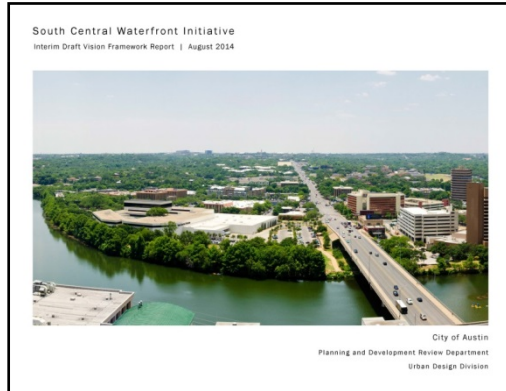
6 months | 600 People



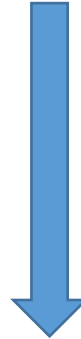
DATE ATTENDANCE EVENT

January 11 2014	174	Waterfront WALKabout 1
January 21 2014	116	Waterfront TALKabout 1
February 12 2014	73	Waterfront TALKabout 2
March 24 2014	78	Waterfront TALKabout 3
April 5 2014	55	Waterfront WALKabout 2
April 25 - 28 2014	170	Vision + Design Intensive

Item D-1 Engaging the Community: 2015 - Today



2014 Interim Vision Report



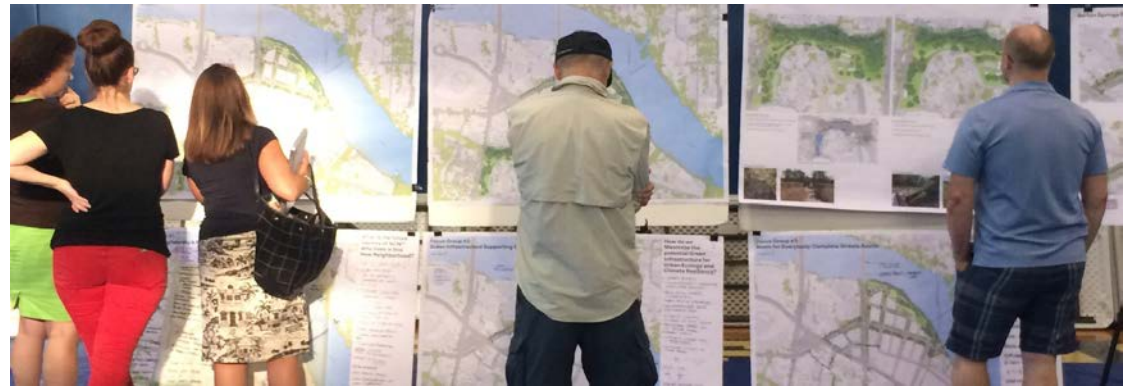
2015
U.S. Environmental Protection Agency (EPA)
award



Engaging the Community: EPA Workshops

Item D-1

2015



Item D-1 Vision Framework: 2014 Interim Report

South Central Waterfront Initiative

Interim Draft Vision Framework Report | August 2014



City of Austin

Planning and Development Review Department

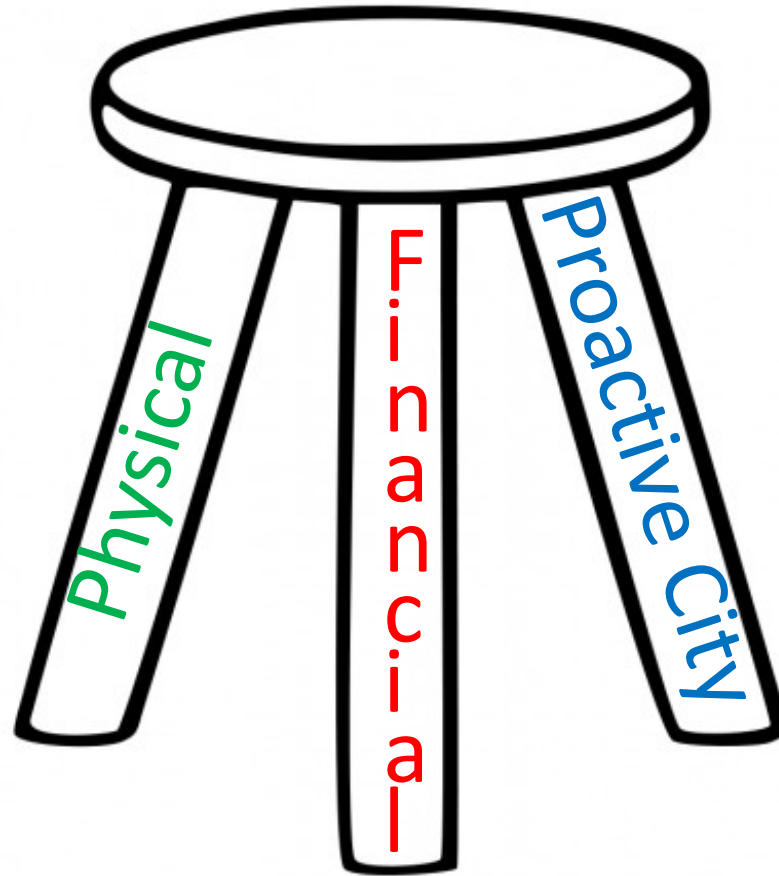
Urban Design Division

Item D-1 Vision Framework: 2014 Interim Report

Three requirements for successful transformation:

- **A Physical Framework:** green streets, pedestrian connections, & open space for a great public realm.
- **A Financial Framework:** district-wide value capture, strategic capital investments, and bonus entitlements, to fund public realm and affordable housing.
- **A Proactive City Framework:** public-private partnerships, and leverage city assets in order to achieve community goals.

Item D-1
Vision Framework: 2015-16 Consultant Team



asakura
robinson

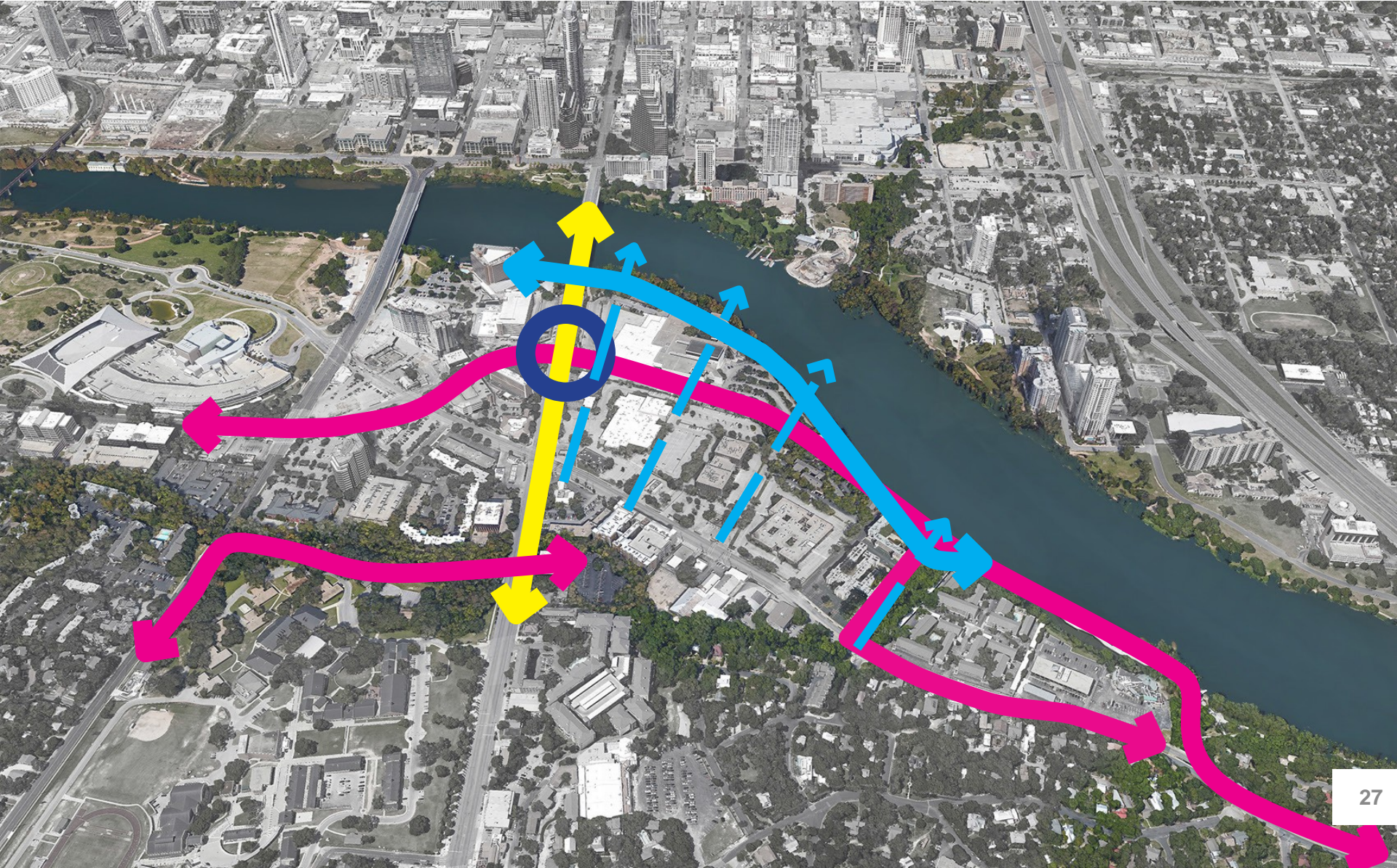


mccann adams studio

ECONorthwest
ECONOMICS • FINANCE • PLANNING

Item D-1 PHYSICAL FRAMEWORK

A network of streets, pedestrian connections and open space for a great public realm



Item D-1 PHYSICAL FRAMEWORK: Open Space + Streets



Item D-1
PHYSICAL FRAMEWORK: Open Space + Streets



BAGBY STREET
Houston, TX



*Asakura Robinson /
Design Workshop /
Walter P Moore*



Item D-1

PHYSICAL FRAMEWORK: Add Layer of Bike & Trail Connections

