



Public Improvement District (PID) Overview

South Central Waterfront Advisory Board
9.17.2017



Public Improvement District

Chapter 372 of the Texas Local Government Code authorizes the creation of PIDs by cities.

- A PID is a defined geographical area established to provide specific types of improvements or maintenance which are financed by assessments approved by the property owners within the area.
- A PID can provide a means to fund supplemental services and improvements to meet community needs which could not be otherwise constructed or provided.
- The property owners within the PID have control over the types of improvements, level of maintenance and amount of assessments to be levied upon them.

How to Create a Public Improvement District

- Petition must state
 - General Purpose
 - Estimated Costs
 - Boundaries
 - Management
 - Assessment rate & collection

Establishing a Public Improvement District

Petitions must be signed by the owners of the properties being assessed

1. Owners of taxable real property representing more than 60% of the appraised value; AND
2. Must represent more than 60% of the area OR 60% of the owners of record

Property tax account number: _____

Property address: _____

**PETITION FOR CONTINUATION OF
AUSTIN DOWNTOWN PUBLIC IMPROVEMENT DISTRICT**

TO THE HONORABLE MAYOR AND CITY COUNCIL OF THE CITY OF AUSTIN, TEXAS:

The undersigned (the "Petitioners"), holding title to land within the area described on the map attached hereto as Exhibit A ("Downtown Austin"), acting pursuant to the provisions of Chapter 372, Vernon's Texas Code Annotated, Texas Local Government Code (the "Act"), respectfully petition the City Council of the City of Austin, Texas (the "City" or "City of Austin"), for the continuation and re-establishment of a public improvement district (the "District") and present the following information concerning the District:

Downtown PID Petition - 2013

CERTIFICATE AS TO AUTHORITY OF SIGNER

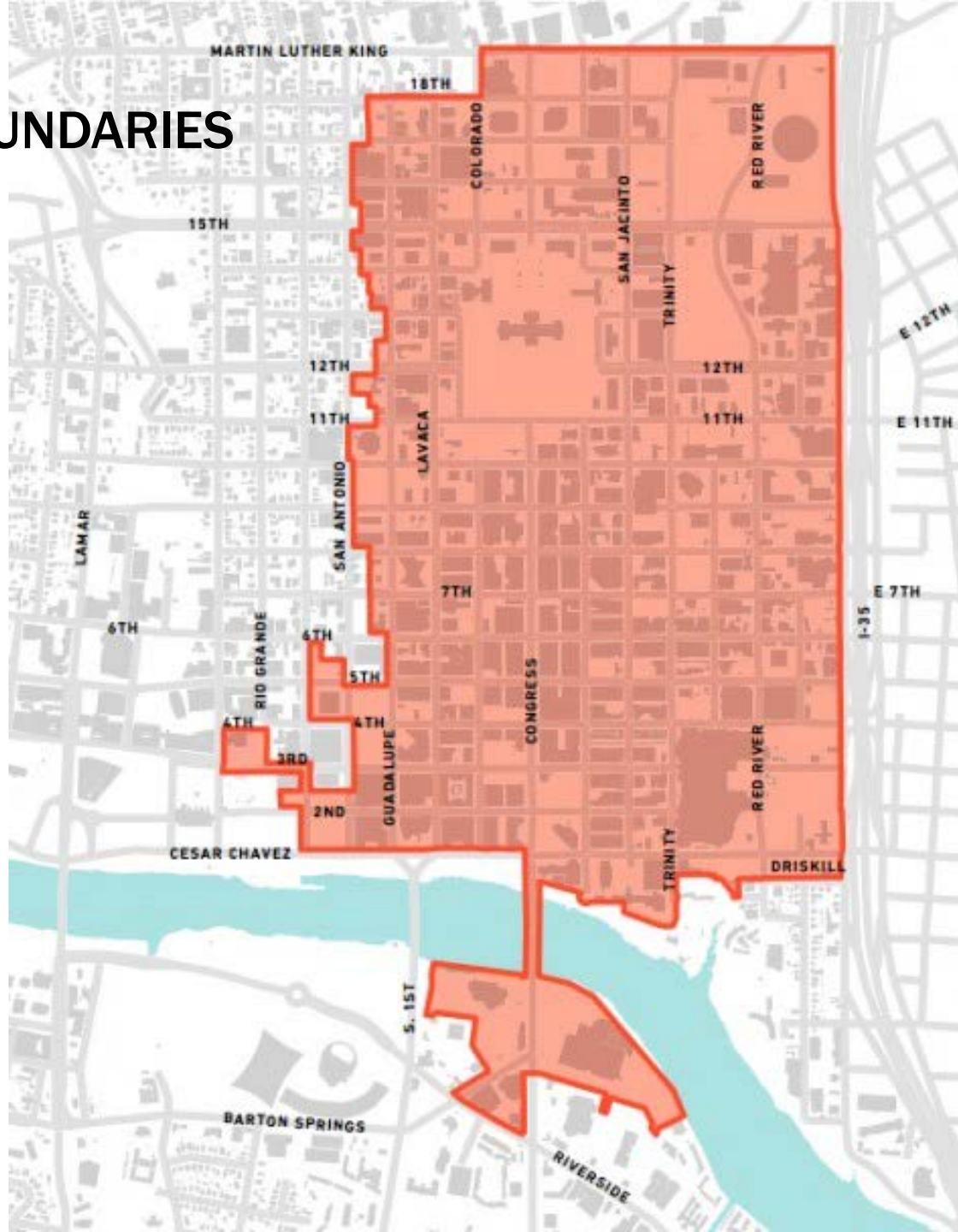
TO BE COMPLETED BY THE CHAIRMAN OF THE BOARD, THE PRESIDENT, A VICE PRESIDENT, THE SECRETARY, OR ANOTHER AUTHORIZED OFFICER OF, OR AUTHORIZED LEGAL COUNSEL TO, THE OWNER IF THE OWNER IS A CORPORATION, OR BY A GENERAL PARTNER OF, OR AUTHORIZED LEGAL COUNSEL TO, THE OWNER IF THE OWNER IS A PARTNERSHIP, OR A MANAGER OR MANAGING MEMBER OR, OF AUTHORIZED LEGAL COUNSEL TO, THE OWNER IF THE OWNER IS A LIMITED LIABILITY COMPANY, AND IF THE PETITION IS COMPLETED AND SIGNED BY A REPRESENTATIVE OF OWNER:

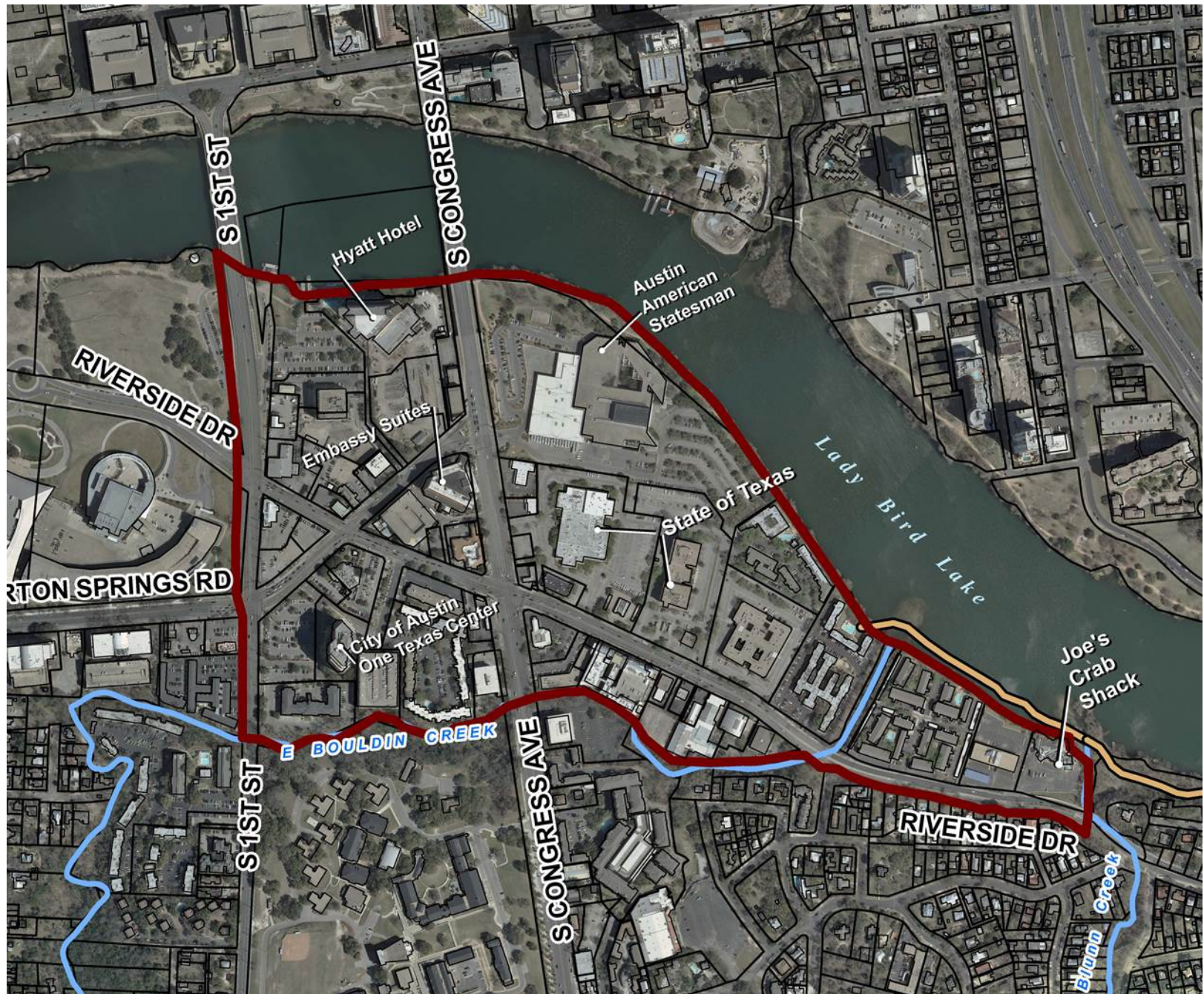
I hereby certify to the Honorable Mayor and City Council of the City of Austin, Texas that I am the _____ (title) of _____
(name of owner), a _____ (type of entity and state in which organized), and I hereby further certify that _____ (name of signer), was duly authorized and empowered, at the time this Petition was executed to sign the Petition on behalf of the owner and that the act of the signer in executing this Petition is binding on the owner.

Name: _____

Title: _____

DAA PID BOUNDARIES





Public Improvement District Creation & Adoption

- Petitions are certified by the City Clerk/City Attorney's office
- Organization or Advisory Board creates service plan (must include property owners)
- City Council adopts a service plan, sets a public hearing adopts the petitions, rate and boundaries

Public Improvement District Annual Service Plan

- City/County collects the PID revenues and contracts with a company to run the PID
- Company creates an annual service plan that is adopted by the City Council

DOWN AUSTIN TOWN ALLIANCE



CLEAN & SAFE

Launched Downtown Ambassador Program

- 55,435 hospitality contacts
- 32,484 ordinance violations (93% compliance)
- 1.7 million square feet sidewalks washed
- 97 tons of litter removed

Funded APD Overtime Control

- 40,577 hospitality contacts
- 17,156 ordinance violations (96% compliance)

HOST – Homelessness Outreach Street Team

- 140 people provided behavioral health assistance
- 111 people provided medical care
- 99 people connected to shelter and housing services

Sobriety Center

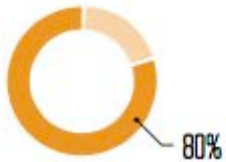
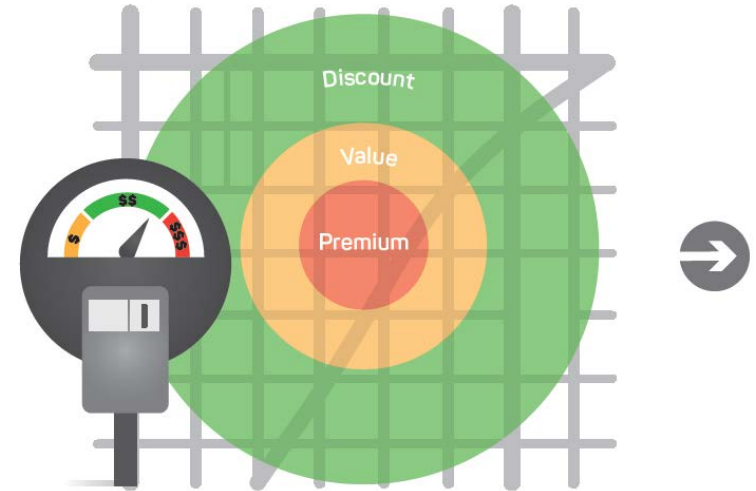
- Local Government Corporation formed to create and operate
- Scheduled to open in May 2018



PARKING STRATEGY

First-ever comprehensive inventory and strategy for enhancing downtown parking is COMPLETE

Comprehensive Parking Strategy to be released in the fall



80%
Downtown employees that drive alone



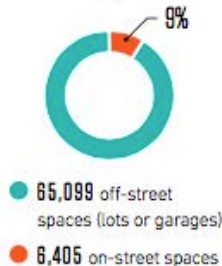
1 in 5
downtown residents walks to work

ON-STREET RATES:
\$1.20 or **\$1.00/HOUR**
(Depending on time)

74%

of downtown employees get free or discounted parking from their employers

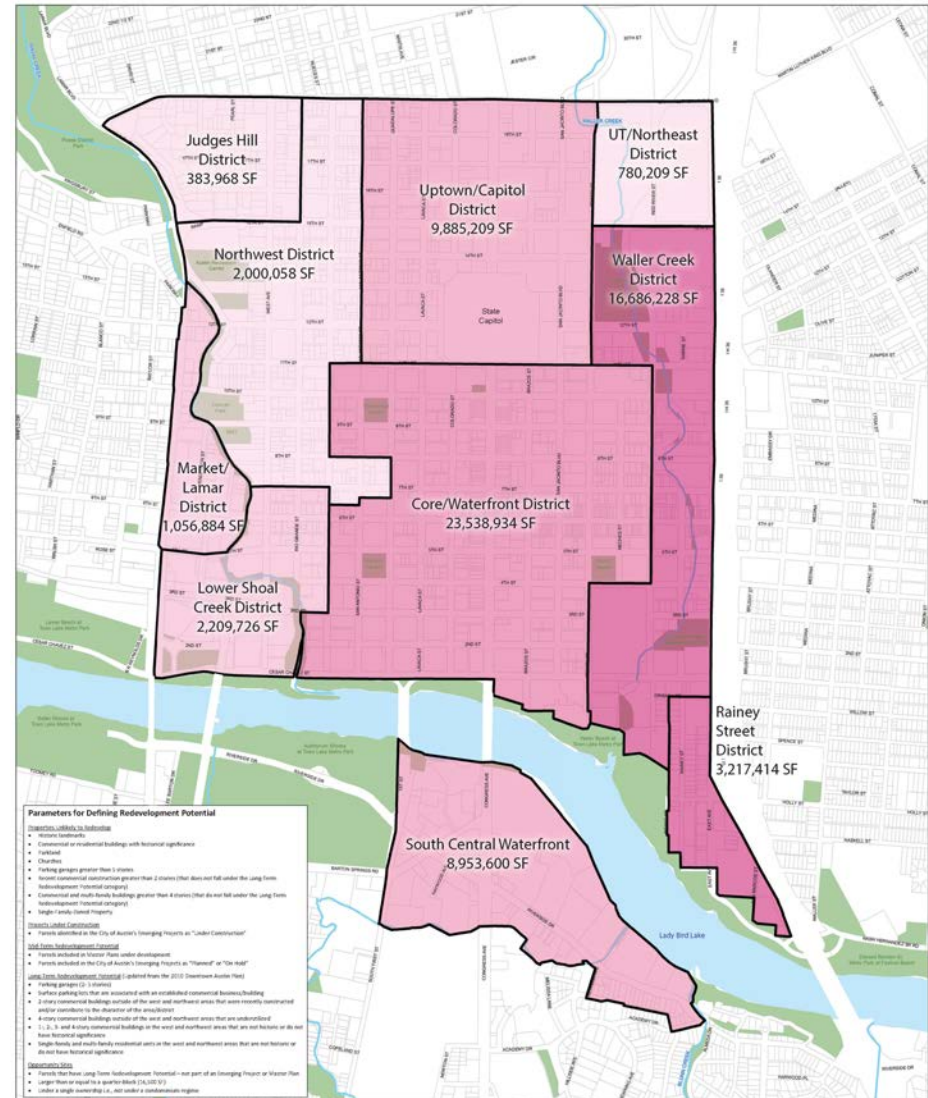
71,500+
PARKING SPACES
within the downtown study area:



DEVELOPMENT CAPACITY ANALYSIS

Downtown land use was analyzed to discover how much new development would likely occur

Current estimates and projections show that the built environment in downtown Austin has the potential to double in size



DEVELOPMENT POTENTIAL

Summary of Entire Study Area

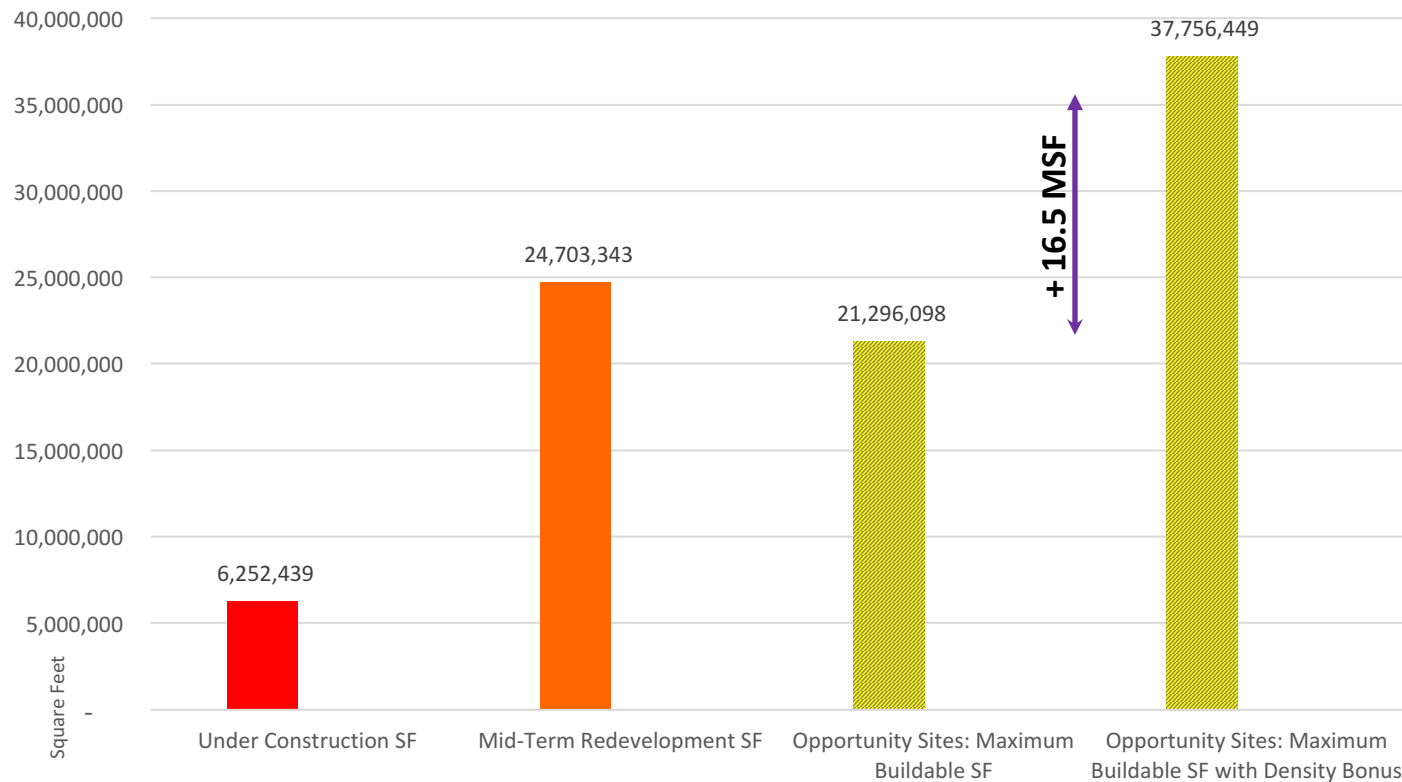
Under Construction:
6.3 MSF

Mid-Term Redevelopment:
24.7 MSF

Opportunity Sites without
Density Bonus: **21.3 MSF**

Opportunity Sites with
Density Bonus: **37.8 MSF**

Total Buildable SF with
Density Bonus: **68.7 MSF**

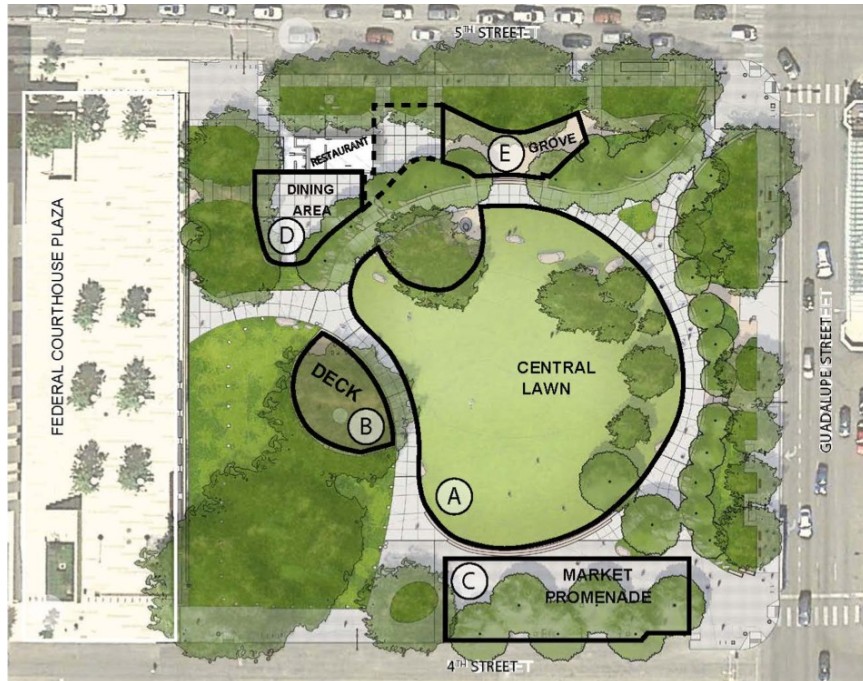




Developed and implemented mobility plans for 20
companies

Launched new membership program including consulting
services and sponsorships

REPUBLIC SQUARE



Republic Square will
reopen this fall



A GREAT PARTNERSHIP

Great parks and public spaces increase the appeal, livability, and economic value of urban areas.

Sharing a common vision, a collaboration of three entities came together to establish a public-private partnership to revitalize Republic Square in 2015.



**AUSTIN PARKS
FOUNDATION**
PEOPLE PLUS PARKS

INTERPRETIVE PLANNING

Our Austin Story is collecting meaningful stories grounded in civic squares which allow people and places to connect.



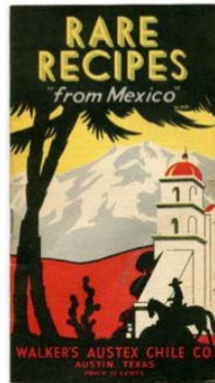
**Austin's Birthplace
(The Auction Oaks)**



**Guadalupe Park &
TexMex Revolution**



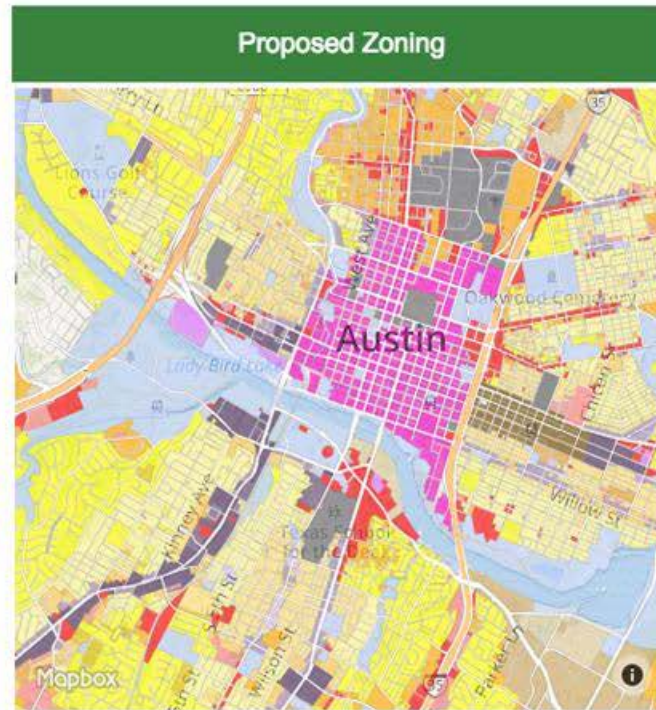
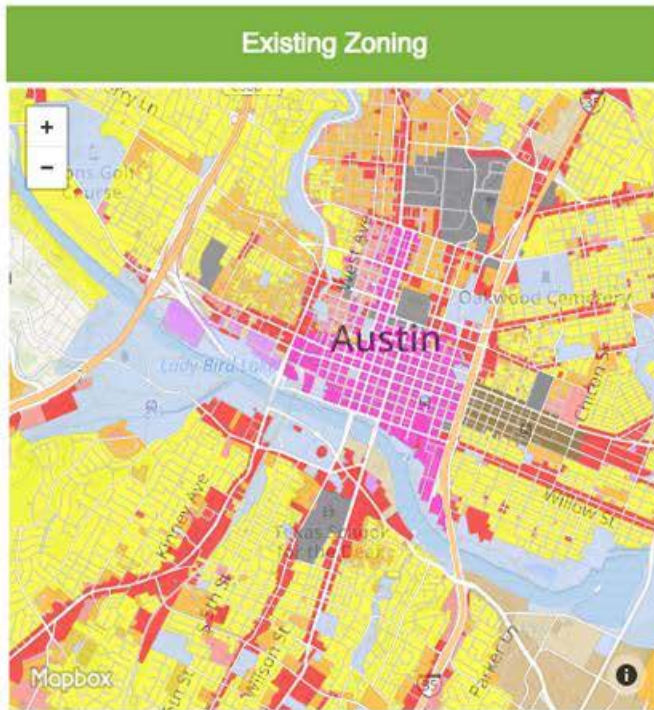
Austin's Mexico



LOWERING OF I-35



IMAGINE AUSTIN



CODE  **NEXT**
SHAPING THE AUSTIN WE IMAGINE

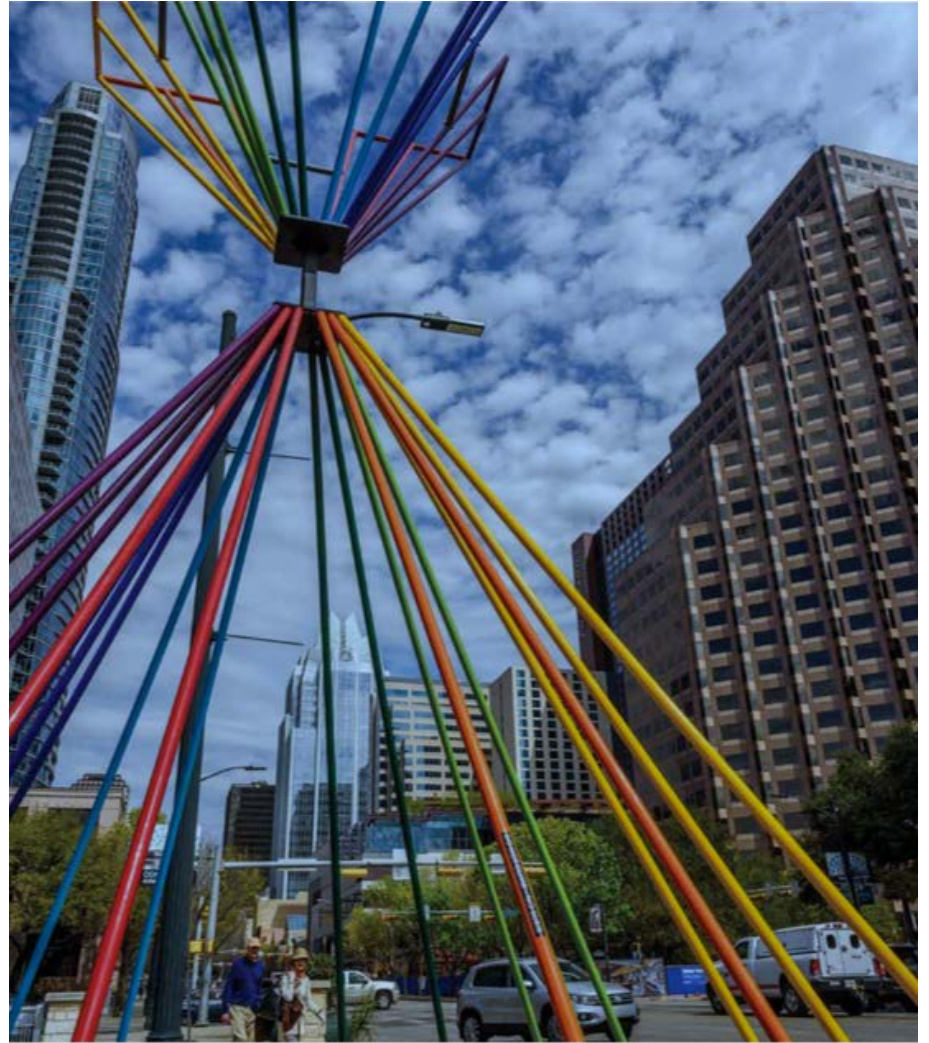
EMERGING INNOVATION DISTRICT



CONGRESS URBAN DESIGN INITIATIVE

In 2016, we supported the City's process to select a design team

Extensive community engagement campaign started in early 2017



LOOKING FORWARD.....



DOWNTOWN VISIONING

In partnership with the City of Austin, we will develop a shared vision for downtown Austin:

- Lead by a 21-person steering committee
- Strong community engagement
- Result: A concise action plan, and the ability to track and update our progress



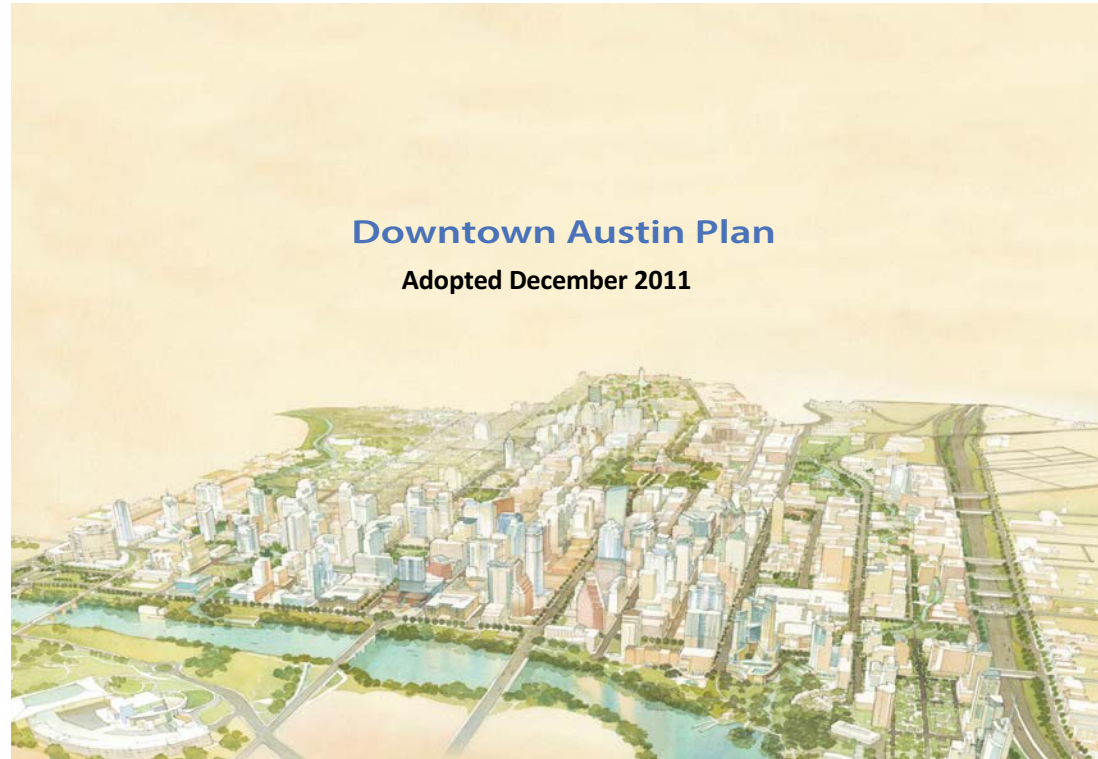
DOWNTOWN VISIONING

Member Engagement

- Interviews
- Focus Groups
- Survey

Public Engagement

- Workshops
- Presentations
- Engage Website
- Small Group Meetings



STRUCTURE & TOOLS

DOWNTOWN AUSTIN DMO, INC 501 (c)(4)

dba: Downtown Austin Alliance

Funding – PID Revenues

DOWNTOWN AUSTIN TRUST – 501 (c)(3)

Funding – contracts, grants, sponsorships, memberships

Downtown Austin Parks, LLC -501 (c)(3)

Funding – contracts, grants, sponsorships, memberships

Movability Austin – 501 (c)(6)

Funding – grants, memberships, consulting, contracts



Questions?

Molly Alexander, EVP Economic Development

Downtown Austin Alliance

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