



## South Central Waterfront Advisory Board

Dear Council Member XXXXX,

I am chair of the South Central Waterfront Advisory Board (SCWAB), which was established by ordinance in 2017 in order to provide the Council with advice on implementation of the South Central Waterfront Vision Framework Plan. The South Central Waterfront Vision Framework Plan (hereafter, South Central Waterfront Plan) was adopted in 2016 by Council as an amendment to Austin's comprehensive plan, Imagine Austin. As a courtesy, I am enclosing a copy of the South Central Waterfront Plan and Appendices so that your office might have a reference copy.

The South Central Waterfront district is directly across from downtown and comprised of 35 properties and encompassing 118 acres, including the Austin American Statesman Property. This district is on the brink of wholesale redevelopment which is forecast to represent up to \$2 billion of private investments. The 2016 South Central Waterfront Plan provides a roadmap to harness this redevelopment to transform this district by building an attractive pedestrian environment, expanding open spaces and urban trails, enhancing connections to and along the waterfront, and building hundreds of units of affordable housing.

The South Central Waterfront Plan was the culmination of four years of effort, largely funded through grants and partnerships with minimal City resources, and with active engagement of over 1600 citizens. The South Central Waterfront Plan was passed with broad community support, and it has won regional, State and National awards for planning excellence. Nonetheless, the promise of the South Central Waterfront Plan will go unrealized without the proactive City pursuit of the implementation strategies that are recommended in the Plan.

The South Central Waterfront Plan recommends that the City develop and adopt a series of interdependent measures. The South Central Waterfront Advisory Board has been particularly focused to see that the City provide support and leadership to: (1) Complete the development of the recommended opt-in zoning regulations (i.e. *Regulating Plan*) which will provide private incentives and secure private cost sharing to contribute to Plan's community benefits; (2) Complete the Tax Increment Finance Study and draft TIF ordinance, which will provide the bulk of public funds to realize community benefits; (3) Establish a district governance structure (such as a Local Government Corporation) to foster

public-private partnerships; (4) Leverage the district's single city property at One Texas Center for affordable housing; and (5) Establish dedicated City staff position(s) and develop interdepartmental protocols to coordinate and achieve the implementation strategies.

Background on the South Central Waterfront Plan can be viewed at [www.austintexas.gov/waterfront](http://www.austintexas.gov/waterfront). Information about the South Central Waterfront Advisory Board can be viewed at [www.austintexas.gov/content/south-central-waterfront-advisory-board](http://www.austintexas.gov/content/south-central-waterfront-advisory-board).

I invite you and your staff to attend one of our meetings, typically held on the third Monday of each month, to gain further insight into the Plan and process. I am also happy to meet with you or your staff to give you further background and answer any questions, as I was also Chair of the Waterfront Planning Advisory Board, which initiated this plan.

The South Central Waterfront Advisory Board looks forward to working with you to realize this exciting plan, which will not only deliver a vision for our central city that will benefit all of Austin, but will provide a model for a new way of planning and implementation that can be applied throughout our City.

Sincerely,

Brooke Bailey, Chair  
South Central Waterfront Advisory Board

cc: Spencer Cronk, City Manager  
Rodney Gonzales, Assistant City Manager  
Rebecca Giello, Interim Director, Economic Development Department  
Greg Canally, Deputy Chief Financial Officer  
Alex Gale, Interim Director, Office of Real Estate  
Greg Guernsey, Director, Planning and Zoning  
Alan Holt, PAZ, executive liaison to SCWAB