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**RESOLUTION NO.**

The Palm District Master Plan

**WHEREAS**, bound on the west by Waller Creek, the south by Lady Bird Lake, the east by IH-35, and the north by Cesar Chavez Street, the Rainey Street neighborhood was once home to working-class Mexican American households; and

**WHEREAS**, the children of these families, along with other families from the Central East Austin neighborhoods, attended Austin Independent School District's Palm Elementary School, located on the corner of Cesar Chavez and IH-35, until its closure in 1976; and

**WHEREAS**, the 2016 Historic Resources Survey Final Report prepared by Hardy-Heck-Moore, Inc. for the City of Austin states that when East Avenue transformed into IH-35 as a racially motivated barrier, it "severed connections to neighborhoods and institutions that connected Austin's east side to downtown, including the Rainey Street neighborhood, Palm School, 6th Street, and the Waller Creek/Red River area"; and  
*Swante Palm School*

**WHEREAS**, the Palm School was acquired by Travis County in 1986; and

**WHEREAS**, in November 2015 per the request of Commissioner Gómez, the Travis County Historical Commission accepted the charge of examining the current and previous uses of Palm School, obtaining a current appraisal, hosting community meetings with interested groups and individuals, determining possible future uses within the

framework of community value, and engaging staff and experts in determining the financial implications of repurposing the facility; and

**WHEREAS**, in June of 2016, the Hispanic/Latino Quality of Life Resource Advisory Commission suggested the City conduct a feasibility study to explore repurposing Palm School into a museum that celebrates Mexican heritage, folk art, and indigenous culture and recounts the gentrification and displacement that has occurred in the Rainey neighborhood and East Austin; and

**WHEREAS**, in February of 2017, several City and County elected officials sponsored a public meeting to receive comments about the future of Palm School, Palm Park, and the Convention Center; and

**WHEREAS**, Resolution No. 20170209-033 directed the City Manager to provide additional information about the financial needs of several issues and landmarks affecting the eastern portion of Downtown, including Palm School and the associated parkland; and

**WHEREAS**, a July 6, 2017, staff memo stated that several financing concepts for a Convention Center expansion could include additional funding for nearby historic sites such as Palm School; and

**WHEREAS**, in a presentation made to the Austin City Council on August 15, 2017, the Visitor Impact Task Force presented the recommendations from their final report, which included support for the Austin Convention Center, but only in accordance with several parameters, one of which being that the expansion “include additional allowable

area improvements that are important to the community, such as Palm School, Waller Creek, the MACC, the Red River Cultural District, and nearby historic landmarks;” and

**WHEREAS**, Resolution No. 20170831-060 directed the City Manager to allocate 15% of the hotel occupancy taxes to fund restoration of both city and non-city facilities and specifically identified Palm School as one such possibility; and

**WHEREAS**, on September 13, 2017, Council approved a budget rider related to the historic preservation hotel occupancy tax fund and again identified Palm School as a potentially eligible expenditure; and

**WHEREAS**, Resolution No. 20170928-052 directed the City Manager to, among other things, negotiate the acquisition of the Palm School for use as a public and civic space and to analyze funding options; and

**WHEREAS**, on April 12, 2018, Antenora Architects LLP, Limbacher & Godfrey Architects, and McCann Adams Studio presented Travis County with a historic structure report on Palm School to help inform decisions about the property’s future when the Health & Human Services Department is relocated; and

**WHEREAS**, the Travis County Commissioners Court next convened an advisory board to develop the provisions of a deed restriction that would govern the sale or long-term lease of Palm School in a “manner that balances and leverages its cultural, historic, and real estate value”; and

61       **WHEREAS**, on April 3, 2019, Travis County hosted a community meeting to  
62 receive feedback on the parameters of a potential restrictive covenant, which is not  
63 presently publicly available; and

64       **WHEREAS**, most speakers encouraged Travis County to use Palm School and the  
65 surrounding property for public rather than private use, and several spoke in favor of  
66 creating a museum; and

67       **WHEREAS**, from the February 2017 public hearing to the Waller Creek  
68 Conservancy public input sessions to the most recent Travis County meeting, community  
69 members have overwhelmingly emphasized the importance of maintaining public  
70 ownership of Palm School and using the structure for cultural programming; and

71       ***Waller Creek***

72       **WHEREAS**, in June of 2010, the Council approved the Waller Creek District  
73 Master Plan, which called for, among other things, “the improvement of pedestrian and  
74 bicycle linkages to, across and along the creek corridor to connect Lady Bird Lake with UT  
75 and East Austin and Rainey Street with Downtown” to help diminish the barrier effect of  
76 IH-35; and

77       **WHEREAS**, Council amended the Austin Tomorrow Comprehensive Plan in 2011  
78 by adopting the Downtown Austin Plan, which called for the transformation of Waller  
79 Creek as a “linear park between Lady Bird Lake and UT, along with Palm and Waterloo

80 parks to provide a green ‘necklace’ that can support the revitalization of Downtown’s east  
81 side”; and

82 **WHEREAS**, Council approved an extension of the Waller Creek Tax Increment  
83 Reinvestment Zone term in February 2018 and committed to issue up to \$110 million of  
84 debt to be reinvested into parks funding; and

85 **WHEREAS**, via the Waller Creek District Master Plan (Ordinance 20100624-151),  
86 the Council approved voluntary design guidelines for the Waller Creek District to guide  
87 development in accordance with the vision for the Waller Creek chain of parks; and

88 **WHEREAS**, the Waller Creek District Master Plan indicates that improvements to  
89 Palm Park could “establish a stronger and more complementary relationship to the creek,  
90 the Convention Center and the District as a whole” and that the adjacent Palm School  
91 “presents an opportunity to engage and reinforce the park, particularly if County services  
92 were to relocate or reconfigure, and be replaced or augmented with complementary  
93 community, cultural and educational activities”; and

94 ***Emma S. Barrientos Mexican American Cultural Center***

95 **WHEREAS**, in response to the loss of important Mexican American cultural  
96 institutions in the eastern Downtown area in the 1970s and 1980s due to gentrification and  
97 displacement, community members began proposing the establishment of a cultural  
98 facility; and

99           **WHEREAS**, in 1998, the voters approved bonds to construct the Emma S.

100 Barrientos Mexican American Cultural Center (ESB-MACC) in the southwest portion of  
101 the Rainey Street National Register Historic District due to the neighborhood’s strong  
102 connection to the Mexican American community; and

103           **WHEREAS**, in May 2018, Council approved the Emma S. Barrientos Mexican  
104 American Cultural Center Master Plan, which will guide expansion of the existing facility  
105 and addresses mobility, access, and circulation with particular attention to the “Gran  
106 Entrada,” or entrance to the complex from Rainey Street, the relationship to the waterfront  
107 at Lady Bird Lake and Waller Creek, and to the neighboring commercial and residential  
108 properties; and

109           **WHEREAS**, in November of 2018, voters approved \$27 million in bond funds for  
110 the second phase of the ESB-MACC, which will enable the facility to enhance its mission  
111 and provide an opportunity for this facility to contribute toward the coherent vision of this  
112 area; and

113 ***Rainey Street***

114           **WHEREAS**, in 1985, the Rainey Street Historic District was added to the National  
115 Register of Historic Places; and

116           **WHEREAS**, in June of 1999, Council directed the City Manager to work with  
117 residents, business owners, and property owners in the Rainey Street area to develop “land  
118 use objectives and priorities for the area”; and

119       **WHEREAS**, Resolution No. 20000601-063 directed the creation of a  
120 comprehensive master plan for the Rainey Street area and identified a consultant, but this  
121 planning effort was subsumed into the Downtown Austin Plan; and

122       **WHEREAS**, in 2003, the Downtown Commission convened stakeholders to  
123 develop recommendations regarding the future planning of the Rainey Street area; and

124       **WHEREAS**, Resolution No. 20040212-035 initiated the Rainey Street area  
125 rezoning and the regulations review for the Rainey Street Subdistrict of the Waterfront  
126 Overlay Combining District with consideration for the recommendations from the Rainey  
127 Street Redevelopment Strategy, the Downtown Commission, and the ESB-MACC  
128 development plans; and

129       **WHEREAS**, Resolution No. 20040212-035 also directed the City Manager to  
130 analyze the infrastructure within the Rainey Street area and requested that various boards  
131 and commissions suggest strategies to catalyze mixed-use redevelopment while preserving  
132 the historic integrity of the area; and

133       ***Rainey Street Historic District***

134       **WHEREAS**, in response to the relocation of several historic homes from the Rainey  
135 Street Historic District, Resolution No. 20130509-035 directed the City Manager to  
136 explore mechanisms such as using right-of-way fees within the Rainey Street Subdistrict to  
137 Palm Park between Red River and IH-35 to support relocating Rainey Street houses,  
138 creating a Rainey Street History Center, and improving infrastructure; and

139           **WHEREAS**, Ordinance No. 20131024-010 amended the Fiscal Year 2013-2014  
140 Capital Budget (Ordinance No. 20130909-002) to create the Rainey Street District Fund to  
141 receive right-of-way fees, alley vacation sales, and license agreements from within the  
142 Rainey Street Historic District and Subdistrict; and

143           **WHEREAS**, money from the fund was used to rehabilitate single family structures  
144 transferred out of the district so that they could be maintained as affordable housing; and

145           **WHEREAS**, transcripts suggest the Council intent was for the Rainey Street  
146 District Fund to continue to accrue fees to support reinvestment within the Rainey Street  
147 Historic District, but this intent was never realized; and

148 ***Fifth Street Mexican American Heritage Corridor***

149           **WHEREAS**, in May 2011 the Travis County Commissioners Court unanimously  
150 approved a resolution to collaborate with Mexic-Arte Museum and the City of Austin in  
151 creating the Fifth Street Mexican American Heritage Corridor to recognize past  
152 contributions of the Mexican American community, to enhance the present, and to build a  
153 better future; and

154           **WHEREAS**, recognizing that the Mexican and Mexican American community  
155 members who settled along the Fifth Street Corridor and adjacent spaces, City of Austin  
156 Resolution No. 20110825-067 stated the intention for the Fifth Street Mexican American  
157 Cultural Heritage Corridor to connect and enhance Downtown's network of public parks



and streets and to celebrate the distinct history, culture, and identity of the place as well as stimulating the local economy; and

**WHEREAS**, the Hispanic/Latino Quality of Life Initiative in June 2013 recommended the City designate a segment of Fifth Street as the Mexican American Heritage Corridor and recommended funding a master plan to amplify the history of the Mexican American community in Downtown Austin; and

**WHEREAS**, the Hispanic/Latino Quality of Life Initiative emphasized the importance of Hispanic/Latino-owned businesses on the city's economic landscape; and

**WHEREAS**, the Greater Austin Hispanic Chamber of Commerce has served as a collaborative partner and service provider to the city of Austin for nearly four decades, and the potential creation of a Mexican American Cultural Heritage Corridor should include the feasibility of locating a permanent home for the GAHCC; and

**WHEREAS**, since 1984, Mexic-Arte Museum has enriched the community through educational programs, exhibitions, and the collection, preservation, and interpretation of art and culture for visitors of all ages through its permanent collection of historic and contemporary Latino art; and

**WHEREAS**, Resolution No. 201401300-047 affirmed that Mexi-Arte Museum would be a "central anchor of the Fifth Street Mexican American Heritage Corridor where some of the first members of the Mexican and Mexican American community settled in Austin;" and

178           **WHEREAS**, the Mexican American Heritage Corridor was referenced as a  
179           “planned corridor” in the Republic Square Master Plan (2013) and wayfinding for the Fifth  
180           Street Mexican American Heritage Corridor was identified as a priority in the Downtown  
181           Austin Wayfinding Master Plan (2013); and

182           ***Connectivity***

183           **WHEREAS**, in response to increased congestion and a desire for greater pedestrian  
184           safety in the Rainey Street area, Resolution No. 20110127-035 directed the City Manager  
185           to develop short- and long-term recommendations for addressing pedestrian safety,  
186           congestion, and parking issues for residents and patrons of the Rainey Street Historic  
187           District; and

188           **WHEREAS**, the Downtown Austin Plan identified specific goals for the Rainey  
189           Street Historic District, which included stronger pedestrian and bicycle linkages to the  
190           Central Business District, Town Lake, Waller Creek, and East Austin, as well as improved  
191           roadway connectivity between IH-35 and Cesar Chavez; and

192           **WHEREAS**, the Downtown Austin Plan included responses from a 2009 survey in  
193           which the most popular public improvement priorities for the Rainey Street area were the  
194           incorporation of “Great Streets” standards and new parks, pocket parks, or plazas; and

195           **WHEREAS**, the Downtown Austin Plan acknowledged that the Rainey Street  
196           Historic District was not “well connected to the surrounding Downtown, limiting  
197           pedestrian, bicycle, and vehicular access and making the area feel isolated”; and

198           **WHEREAS**, the Downtown Austin Plan established urban design priorities for the  
199 Rainey Street Historic District including the promotion of “streetscape, creekscape,  
200 bridges, trails, promenade and other open space improvements that establish a more direct  
201 relationship with Lady Bird Lake (Town Lake) and Waller Creek,” as well as better  
202 connections between the ESB-MACC and Downtown/East Austin; and

203           **WHEREAS**, Rainey Street area residents have repeatedly requested that the City  
204 develop a master plan of the area to develop and implement strategies for managing  
205 mobility challenges for the thousands of current residents and the several thousand more  
206 on the way; and

207           **WHEREAS**, the Rainey Neighborhood Mobility Study and Plan prepared by Big  
208 Red Dog Engineering and Consulting in May of 2017 provided comprehensive  
209 recommendation for mobility improvements in the Rainey area; and

210           **WHEREAS**, the Austin Transportation Department is proposing a local mobility  
211 plan for Rainey neighborhood as part of the Austin Core Transportation Plan; and

212           **WHEREAS**, the Austin Strategic Mobility Plan (ASMP), adopted on April 11,  
213 2019, references the need to improve mobility in the Central Business District, South  
214 Central Waterfront, and Rainey Street neighborhood; and

215           **WHEREAS**, Capital Metro’s Project Connect Plan envisions high-capacity transit  
216 providing an additional crossing over Lady Bird Lake from the South Central Waterfront  
217 into the lower southeast quadrant of Downtown; and

218           **WHEREAS**, Capital Metro’s Project Connect proposes to intersect its high-capacity  
219 transit lines at the new Downtown Station, between the Convention Center and Brush  
220 Square; and

221           **WHEREAS**, several local organizations and the City Council (Resolution 2010620-  
222 058) have supported the proposal to “cut and cap” IH-35, which would transform the  
223 eastern side of Downtown and create the cohesive connections between East Austin and  
224 Downtown that the City of Austin’s planning documents have recommended for years; and  
225 *Austin Convention Center*

226           **WHEREAS**, in March of 2014, the Austin Convention Center Department  
227 consulted with Gensler to craft a Long-Range Master Plan to address the Convention  
228 Center’s future needs; and

229           **WHEREAS**, the Council next passed Resolution No. 20141211-128, directing the  
230 City Manager to work with the Urban Land Institute (ULI) so that a Technical Assistance  
231 Panel could review options for both increasing beyond and maintaining the Convention  
232 Center’s current footprint; and

233           **WHEREAS**, the resulting ULI report recommended that the City expand the  
234 Convention Center to create a “visionary” District that would include funds for projects  
235 such as Brush Square, the Red Line Station, and Waller Creek; and

236           **WHEREAS**, in November of 2015, the Council approved Resolution 20151112-033  
237 which adopted the Austin Convention Center’s Long-Range Master Plan with the

238 additional direction that the Economic Opportunity Committee provide recommendations  
239 on several proposals and considerations, including the enhancement of Brush Square, Palm  
240 Park, Palm School (in coordination with Travis County), and green space initiatives (in  
241 coordination with the Waller Creek Conservancy); and

242 **WHEREAS**, later that year Capital Metro announced it had received funds to  
243 complete the MetroRail Downtown Station, near the Austin Convention Center, Waller  
244 Creek, and historic Brush Square, and Capital Metro has since broken ground on this  
245 project; and

246 **WHEREAS**, Resolution No. 20160225-045 stated that “the new Downtown Station  
247 presents an opportunity to collaborate with stakeholders and multiple agencies to shape a  
248 long-term vision and identity for the area that includes the Downtown Station, Brush  
249 Square, the Convention Center, Waller Creek, and other important public spaces and  
250 cultural amenities” and directed the City Manager to work with relevant city departments  
251 and stakeholders toward that end; and

252 ***District Planning***

253 **WHEREAS**, on March 28, 2019, Council approved the Brush Square Master Plan, a  
254 multi-year planning effort that acknowledges the increasingly important role Brush Square  
255 will play as investments increase in the Downtown Station, the Convention Center, the  
256 new residential and office developments in the Central Business District, and the Rainey  
257 Street Historic District; and

258           **WHEREAS**, Our Austin Story was commissioned by the Downtown Austin  
259           Alliance in partnership with the City of Austin Parks and Recreation Department (PARD),  
260           and its scope of work includes providing interpretive planning for historic public squares  
261           located within the Downtown area, such as Brush Square; and

262           **WHEREAS**, in approving the Brush Square Master Plan, the Council also directed  
263           the City Manager to develop a plan, determine a location, and identify funding to relocate  
264           Fire Station Number 1's operations as part of the Brush Square Master Plan; and

265           **WHEREAS**, the Center for Sustainable Development at the University of Texas's  
266           April 2019 report analyzed various possible scenarios for a Convention Center expansion,  
267           taking into consideration emerging projects, national trends and best practices, restoration  
268           of the Waller grid, public access, economic impacts, and Downtown development patterns;  
269           and

270           **WHEREAS**, the report recommends the City should "move away from ad-hoc  
271           planning, and instead think holistically and strategically about the future of the entire area  
272           surrounding the convention center"; and

273           **WHEREAS**, the Waller Creek Conservancy and Downtown Austin Alliance have  
274           suggested the City of Austin partner in creating a regulating plan to ensure that projects  
275           along Waller Creek redevelop with a thoughtful, context-sensitive approach, and the basis  
276           of such a regulating plan would be informed by the Palm District planning efforts; and

277           **WHEREAS**, as this area of Downtown grows, evolves, and expands, the City must  
278 plan comprehensively and strategically; and

279           **WHEREAS**, a District Plan could help identify next steps on important projects  
280 such as the Convention Center while also leveraging the City's investments and helping  
281 create a Downtown that is more inclusive, equitable, accessible, prosperous, multi-modal,  
282 and aesthetically pleasing; and

283           **WHEREAS**, the Regional/Urban Design Assistance Team (R/UDAT) of the  
284 American Institute of Architects /Community for Centers by Design helps transform  
285 communities by leading interdisciplinary teams in dynamic, multi-day grassroots processes  
286 to produce community visions, action plans, and recommendations; and

287           **WHEREAS**, Austin was the recipient of a R/UDAT planning grant in 1991, which  
288 recommended, among other things, the creation of a downtown PID and also created the  
289 South Central Waterfront Vision framework; and

290           **WHEREAS**, the City Council aims to bring the disparate planning efforts described  
291 in the recitals above into conversation with one another to achieve a more comprehensive  
292 and coherent vision and blueprint for this area.

293 **NOW, THEREFORE:**

294 **BE IT RESOLVED BY THE CITY OF AUSTIN CITY COUNCIL:**

295 *Palm School Negotiations*

The City Council considers the Palm School and the surrounding site to be of significant historical, cultural, and community value and deserving of both preservation and active public use. The City Council seeks to partner with Travis County in achieving those aims, and to that end directs the City Manager as follows:

1. The City Council urges Travis County not to sell the Palm School or the surrounding site. The Council reiterates its direction to the City Manager to negotiate in earnest with Travis County on options for the continued public ownership and operation of the Palm School and the surrounding site.
2. The City Manager is directed to provide a copy of this resolution to the members of the Travis County Commissioner's Court within 10 days of its passage.

***Rainey Street District Fund***

1. The City Manager shall return to Council with an ordinance that will require funds from right-of-way fees, alley vacation sales, and license agreements for developments within the Rainey Street Historic District to be deposited into the Rainey Street District Fund.
2. The City Manager shall provide a report to Council by June 1, 2019, indicating the amount of money that would have been in the fund had right of way, alley vacation, and license agreement fees been deposited since 2013. The report should also include an accounting of city investments in the Rainey District during that same period.



### ***Fifth Street Mexican American Heritage Corridor***

1. The City Manager has previously been directed to analyze whether Hotel Occupancy Taxes can be used to promote and install appropriate wayfinding and signage along the Fifth Street Mexican American Heritage Corridor. The City Manager is directed to report back by June 15, 2019, on the results of this analysis and, contingent on this analysis, include Corridor wayfinding in the Fiscal Year 2020 historic preservation spending.
2. The City Manager is directed to return to Council by August 1, 2019, with an action to initiate the process for a cultural district designation of the Corridor, the timeline for completing the designation, and identifying other actions that will help amplify the stories and contributions of the Mexican American community within that corridor and its immediate surroundings.

### ***Convention Center Expansion***

The City Council desires to re-envision the Convention Center as an active, community-oriented civic building that enhances the culturally rich fabric of the Palm District and desires to begin the process to expand the Austin Convention Center. To that end, the Council directs the City Manager as follows:

1. The City Manager is directed to recommend an initial design for a Convention Center expansion and to begin with Convention Center Scenario 5 (as outlined in the UT Center for Sustainable Development Study). Of the scenarios presented, this one

best embodies the desired re-envisioning of what a convention center can be, including not only additional convention space but also removing existing elements to create and enhance public space, place-making, and connectivity within the Palm District, especially along Second Street, Waller Creek, and Palm Park. Initial design explorations should also aim to create flexible convention spaces that could be used or transformed for other purposes if convention demand ebbs and flows. The Council directs this action with the understanding that additional elements could and perhaps should be included, that any design will need to meet practical and financial considerations, and that the City Council, the staff, and the public will need to be afforded ample opportunities for appropriate explorations of different aspects of this scenario, including the financial rationale, estimated costs, and potential funding options.

2. The City Manager is directed to analyze and recommend a financing plan for a Convention Center expansion as described above. Funding mechanisms should include but not be limited to consideration of the recommendations of the Visitor Impact Task Force, a potential two percent increase to the Hotel Occupancy Tax under Section 351.1065 of the Texas Tax Code, and public-private partnerships. Expansion financing and funding for ongoing Convention Center operations may not include general obligation debt, any property tax pledge, General Fund revenue, or General Fund reserves. However, should it be recommended that non-convention

center elements be included in the expansion (for example, a fire station relocation), separate financing or funding may be proposed.

3. The City Manager should explore all possibilities related to land leasing, acquisition, and the establishment of public-private partnerships for the expansion project. The City Manager should identify options for maximizing private development so as to help offset the costs of expansion.
4. The City Manager should work with stakeholders in the Austin Hotel and Lodging Association and the Downtown Austin Alliance to prepare for the establishment of a Tourism Public Improvement District allowing for up to a two percent assessment on a taxable hotel room night to generate revenue that would make available funding, directly or indirectly, to help address homelessness in Austin, especially in the area near the Austin Convention Center.
5. Convention Center planning, design, and financing efforts should assume participation in Green Building and LEED certification programs as well as the Better Builder Program® or a program with comparable worker protections for all construction workers performing work related to the Convention Center expansion including:
  - (a) Wages no less than the City of Austin living wage as defined in Austin City Ordinance No. 20160324-015;
  - (b) Completion of OSHA 10-hour training;

376 (c) Workers' Compensation;

377 (d) Hiring goals from local craft training programs;

378 (e) Compliance with all applicable state, federal, and local laws; and

379 (f) Independent on-site monitoring.

380 The assumptions should also take into account the Council's desire to create a zero  
381 waste, net zero energy, and net positive water facility. The efforts should consider  
382 including, if practical, a new Downtown fire station, an Austin Energy water chiller,  
383 as well as any other municipal needs the Manager might identify.

384 6. The City Manager is directed to incorporate these efforts into the Palm District  
385 planning effort described in this resolution. The beginning of the convention center  
386 expansion process should inform that planning process, just as that planning process  
387 should inform the expansion process. The two processes should also operate  
388 independently.

389 7. The City Manager should present as much of this convention center expansion  
390 analysis and initial design as is available by July 31, 2019, and should present a  
391 timeline, if not already completed, for the design work and for the documents,  
392 actions, and ordinances necessary to adopt and initiate the additional hotel  
393 occupancy taxes and to undertake an expansion.

394 ***District Planning Process***

The City Council expresses an interest in the creation of a Palm District Master Plan and to that end directs the City Manager as follows:

1. The City Manager shall convene stakeholders in a comprehensive, focused planning effort to bring forward the Palm District Master Plan, comprised of Palm School and Palm Park, Brush Square, the ESB-MACC, the Convention Center, Waller Creek, the Rainey Street Historic District, the Downtown Station, and the Fifth Street Mexican American Heritage Corridor. The Palm District Master Plan should be informed by Project Connect.
2. Stakeholders in the planning effort should include representatives from the Raza Roundtable, the Rainey Neighbors Association, the East Cesar Chavez Neighborhood Contact Team, the Rainey Business Coalition, the Town Lake Neighborhood Association, the Austin History Center Association, the Greater Hispanic Chamber of Commerce, Hispanic Austin Leadership (HAL), Hispanic Advocates Business Leadership of Austin (HABLA), the Downtown Austin Neighborhood Association, Mexic-Arte, La Peña, the Tourism Commission, Capital Metro, AIA Austin, Preservation Austin, and others including residents, businesses and other community groups in proximity to or having an interest in the district as well as Visit Austin, the ESB-MACC, and other relevant boards and commissions.

- 413 3. The planning process should provide opportunities for public charrettes involving  
414 any interested participants as well as smaller, focused conversations with invited  
415 participants.
- 416 4. The City Manager will support this effort with the personnel necessary to promote a  
417 robust planning process, including staff from the Urban Design Division of the  
418 Planning and Zoning Department, Parks and Recreation, Austin Transportation  
419 Department, the Austin History Center, the Cultural Arts Division and Heritage  
420 Tourism Division of the Economic Development Department, and the Austin  
421 Convention Center. The Manager shall also invite Travis County, Waller Creek  
422 Conservancy, the Downtown Austin Alliance, Our Austin Story stakeholders, the  
423 Trail Foundation, Preservation Austin, the Travis County Historical Commission  
424 Austin History Center Association, Capital Metro, and Travis County to participate  
425 in this planning effort.
- 426 5. The City Manager is encouraged to apply for an American Institute of Architects/  
427 Center for Communities by Design Regional/Urban Design Assistance Team  
428 (R/UDAT) grant to guide the planning efforts in collaboration with key partners.
- 429 6. In the event that other external groups have financial resources or expertise to  
430 contribute to plan development, the Council authorizes the City Manager to accept  
431 appropriate and reasonable assistance.

The City Council expresses an interest in updating and implementing the Waller Creek District Master Plan and to that end directs the City Manager as follows:

1. The City Manager is directed to collaborate with the Waller Creek Conservancy and Downtown Austin Alliance on a community-based planning process to create a more comprehensive vision and blueprint for the Waller Creek District. This process will result in, among other outcomes, standards for development that are compatible with the creek restoration, trail improvements, and a thriving public realm. The Waller Creek District is bounded on the east by IH-35, on the west by Trinity Street, on the north by Fifteenth Street, and on the south by Lady Bird Lake. The Waller Creek District Plan will incorporate the findings of the Palm District Master Plan.
2. The City Manager will identify elements of the existing Waller Creek Design Guidelines that can be elevated to code amendments for developments that could have an immediate impact on Waller Creek.

### ***Improved Connectivity***

In addition to those articulated elsewhere and stated earlier in this resolution, the goals of the Palm District Master Plan should also include identifying options for improving mobility, accessing transit, and resolving the barrier created by Cesar Chavez between the northern and southern areas of the district. These options should include short and long-term suggestions and be both achievable and aspirational.

### ***Timeline***

Nothing in this resolution precludes the City Manager from exploring land or facility acquisitions or public and private partnerships that might arise during the planning period and presenting those opportunities to City Council.

Except for elements and timeframes articulated above, the City Manager is directed to present a work program for the Palm District Plan process and any necessary resources to develop the plan to the City Council no later than August 1, 2019, for potential inclusion in the 2020 budget.

**ADOPTED:** \_\_\_\_\_, 2019

**ATTEST:** \_\_\_\_\_

Jannette S. Goodall  
City Clerk