

A Vision for 305 S. Congress Avenue



Building on the South Central Waterfront Vision

Final Plan as Adopted on June 16th, 2016

SOUTH CENTRAL WATERFRONT VISION FRAMEWORK PLAN



June 2016



Austin, Texas

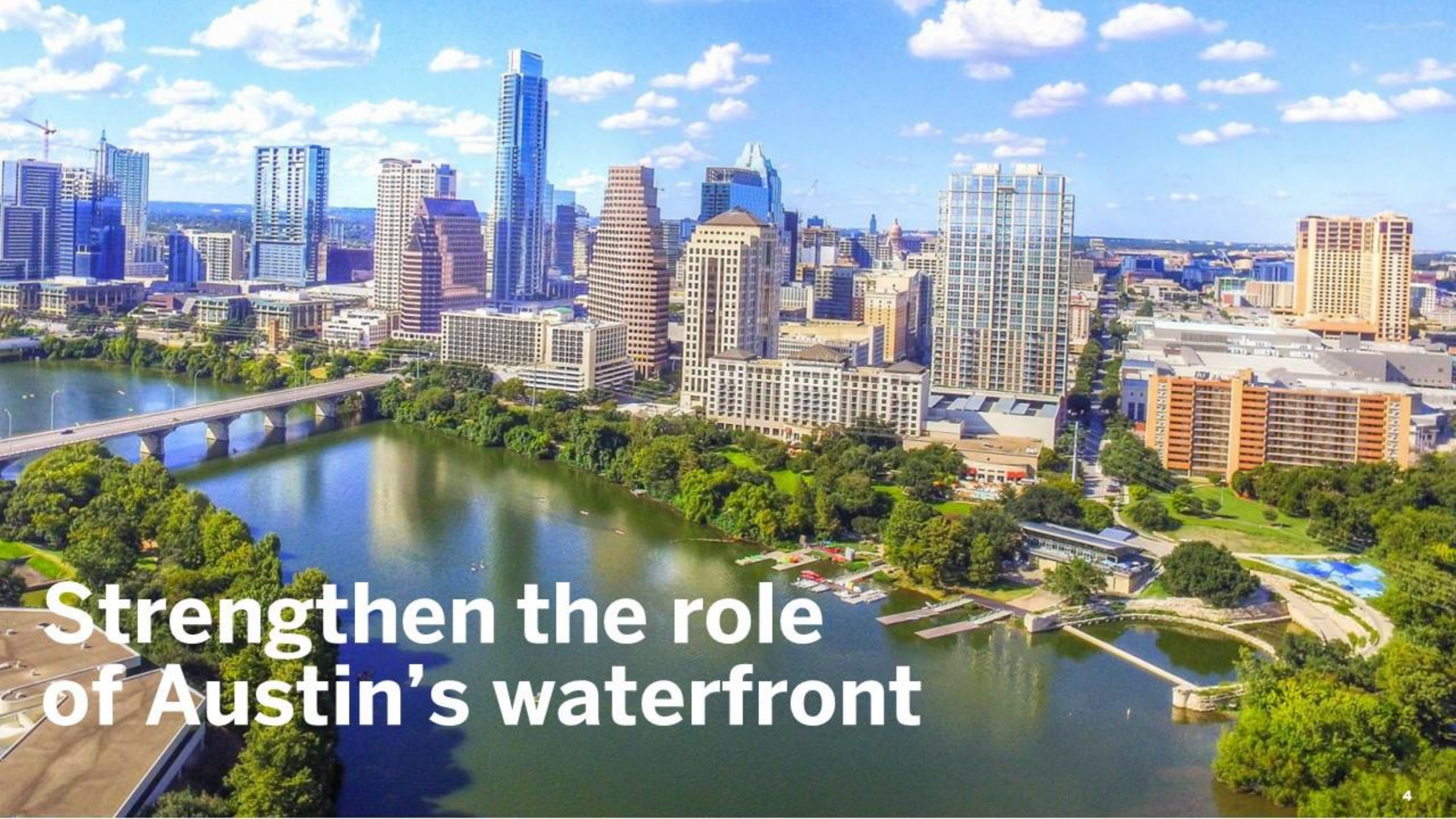


Building on the South Central Waterfront Vision

Goals:

1. Enhance connections to and along the waterfront
2. Expand open space and creating great public places
3. Establish a lively, attractive pedestrian environment
4. Provide new affordable housing throughout District





**Strengthen the role
of Austin's waterfront**



Embrace Lady Bird Lake

A large flock of birds, possibly terns, is captured in flight against a bright, hazy sky. Below them, a crowd of people is silhouetted against the same light, standing behind a railing. The scene suggests a public gathering or a wildlife observation event at dusk or dawn.

Celebrate the bats

Connect with the community





downtown austin

neff point

sand beach park

barton creek

town lake park

butler shores

city hall

convention center

palm park

mathias shores

butler trail

palmer center

long center

waller creek

305
S. Congress

waller beach

lakefront connections

to airport

Link to the lakefront park system

South Central Waterfront Planning Area

The 305 S. Congress site represents

18.86 acres

of the 118 acres of the South Central Waterfront District

The site is **16%** of the SCW District



Existing Conditions



Long Center

1st Street

Congress Avenue

305 S. Congress

Lady Bird Lake

Waller Creek

Butler Trail

South Central Waterfront Goal

Enhance connections to and along the waterfront

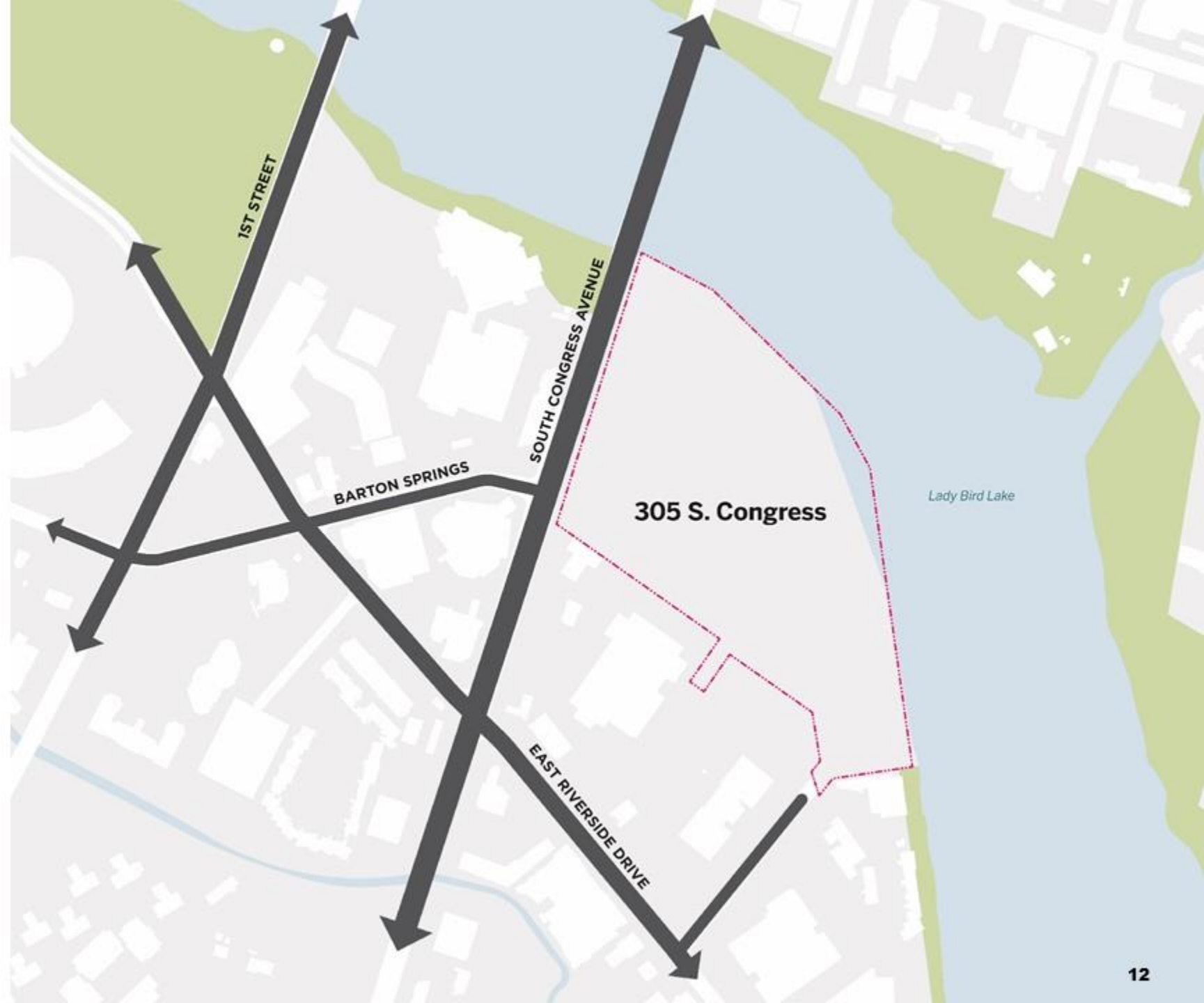


Illustrative view of Great Lawn and Downtown from Central Terrace

South Central Waterfront Goal

Enhance connections
to and along the waterfront

Existing site access and street network



South Central Waterfront Goal

Enhance connections
to and along the waterfront

Reconnect the site to the city grid

- Extend Barton Springs Road east of Congress Avenue



South Central Waterfront Goal

Enhance connections
to and along the waterfront

Reconnect the site to the city grid

- Extend Barton Springs Road east of Congress Avenue
- Create an internal roadway circulation network



South Central Waterfront Goal

Enhance connections
to and along the waterfront

Anticipate future street extensions

- Position the site to engage future roadway extensions per the South Central Waterfront Plan



South Central Waterfront Goal

Enhance connections
to and along the waterfront

Create a publicly accessible lakefront park

- Connect to the existing lakefront park system
- Create a new destination park for the South Central Waterfront Area



South Central Waterfront Goal

Enhance connections
to and along the waterfront

Link people to the site, the waterfront, and across the Lake

- Establish a porous park welcoming to the community
- Integrate a pedestrian oriented place prioritizing walkability

Total Public Realm Land Area

- Park and Plazas 8.7 acres
- Boardwalk Park 0.6 acres
- Barton Springs 1.6 acres
- Internal Loop Road 1.6 acres
- **Total Public Realm 12.5 acres**



South Central Waterfront Goal
Enhance connections
to and along the waterfront

Link people to the site, the waterfront, and across the Lake

- Position the park paths for
a potential **pedestrian bridge**
connection to the Waller Creek
trail system



South Central Waterfront Goal

Enhance connections
to and along the waterfront

Create well-scaled, walkable development blocks

- Development area represents
6.4 acres / 34% of site



South Central Waterfront Goal
Enhance connections
to and along the waterfront

Leverage future transit access and improved mobility options

- Expand the bike network in and around the site
- Link to the existing Butler Trail
- Integrate access for future bike connections planned in the South Central Waterfront Plan



South Central Waterfront Goal
Enhance connections
to and along the waterfront

Leverage future transit access and improved mobility options

- Expand the bike network in and around the site
- Link to the existing Butler Trail
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- Plan to receive the potential Waller Creek pedestrian lake crossing



South Central Waterfront Goal

Enhance connections
to and along the waterfront

Leverage future transit access and improved mobility options

- Expand the bike network in and around the site
- Link to the existing Butler Trail
- Integrate access for future bike connections planned in the South Central Waterfront Plan
- Plan to receive the potential Waller Creek pedestrian lake crossing
- Coordinating with Cap Metro and Project Connect integration





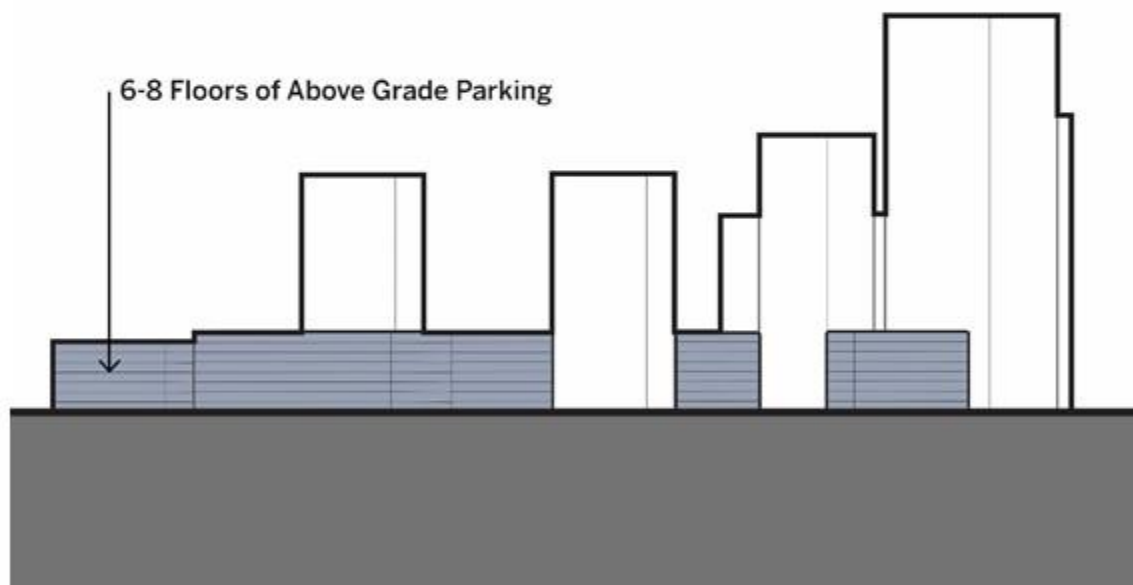
South Central Waterfront Goal

Enhance connections
to and along the waterfront

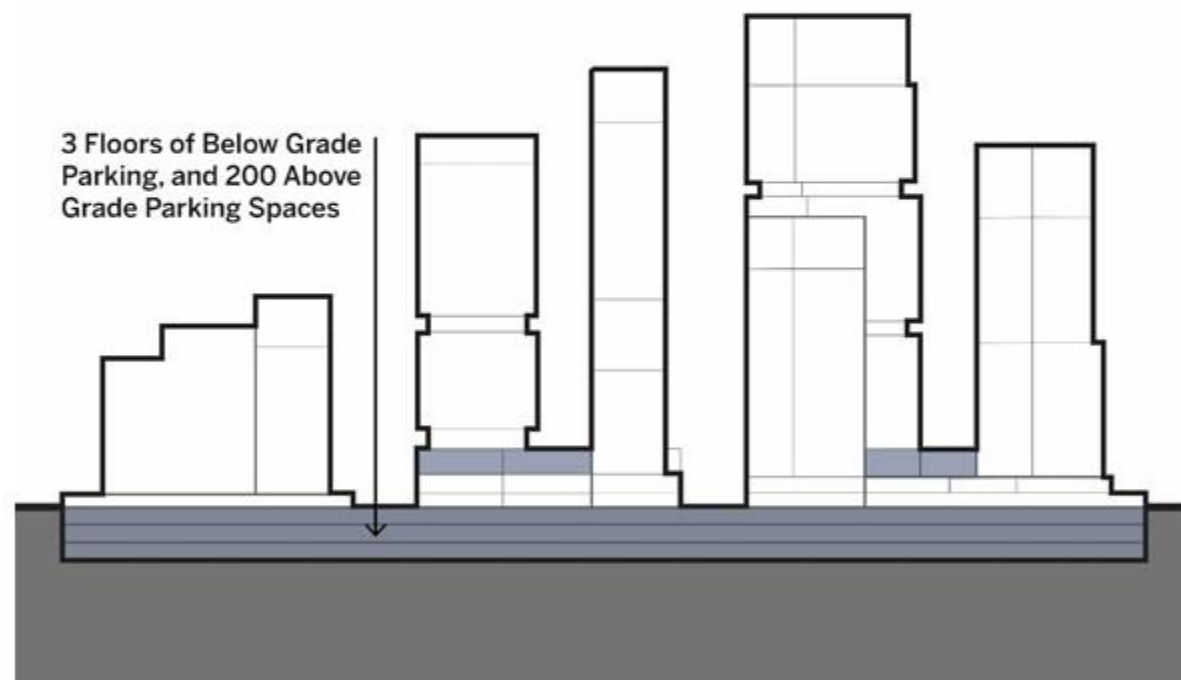
Integrate a parking strategy that supports public realm activation



Elevation from north bank,
looking south



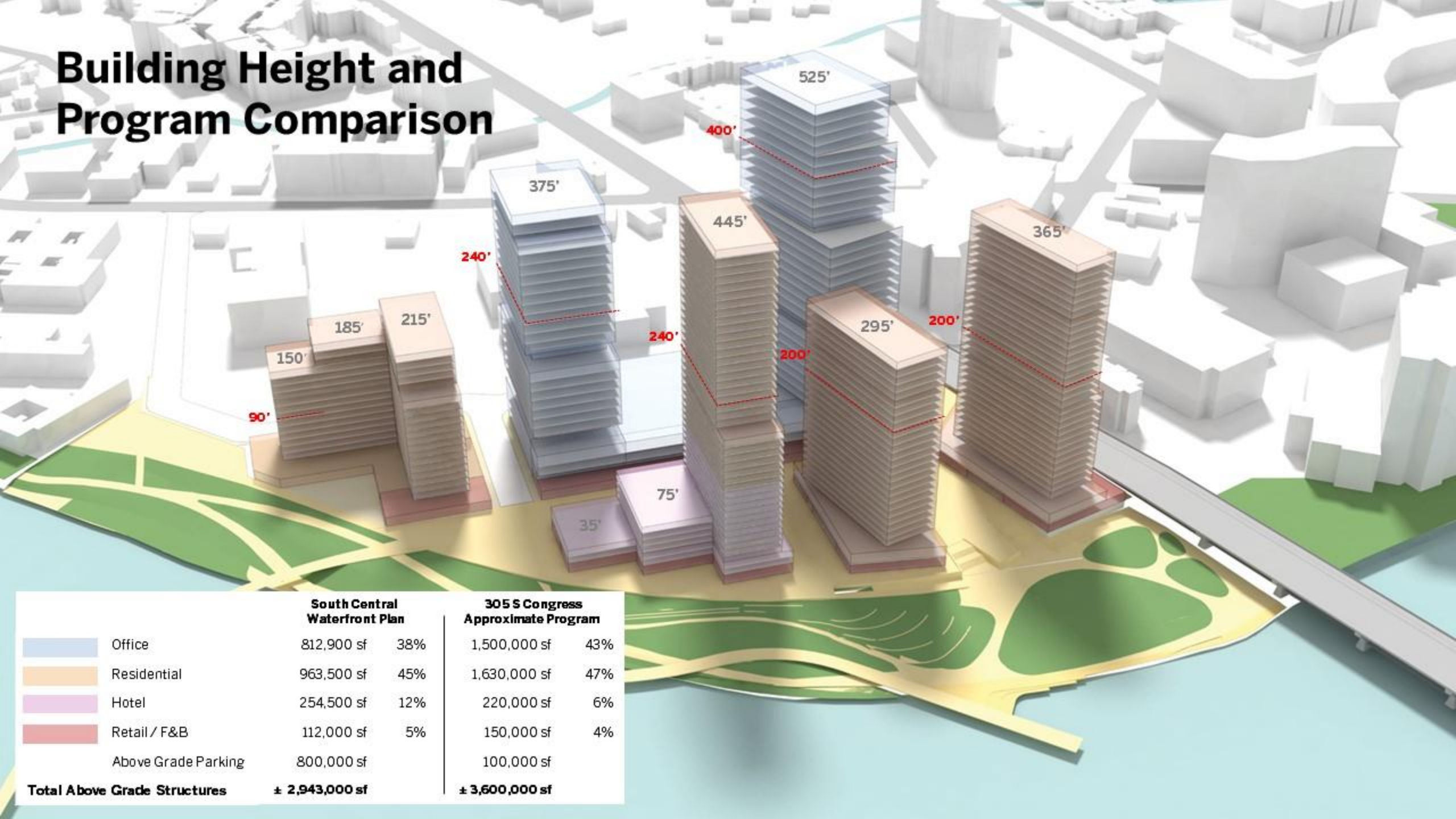
South Central Waterfront Plan
(800,000 sf above grade parking)



305 S. Congress Proposed Scheme
(100,000 sf above grade parking)

 Parking Locations

Building Height and Program Comparison



South Central Waterfront Goal

Expand open space and create great public places

Illustrative view of Great Lawn from Congress Avenue Bridge

South Central Waterfront Goal

Expand open space and
create great public places



Great Parks

Central Park, NY, NY



Brooklyn Bridge Park, Brooklyn, NY



Lurie Garden, Chicago, IL

Engaging waterfronts



Barangaroo, Sydney, Australia



Sea Organ, Croatia



Hunter's Point South Waterfront Park, Queens, NYC



Crissy Field, San Francisco, CA

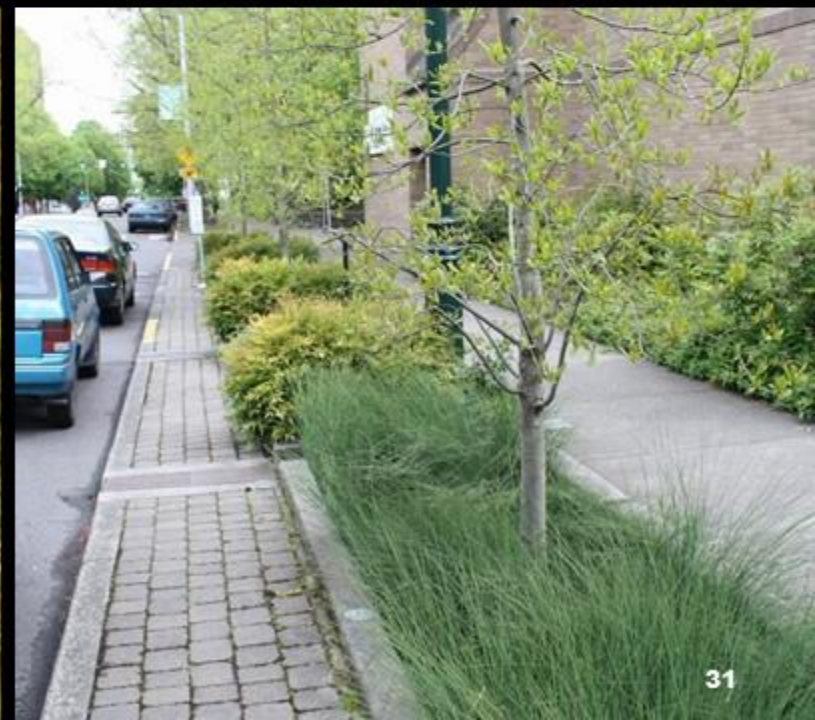
Conserve, re-use and return water to Lady Bird Lake



Water quality



Stormwater management



Preserve and support wildlife habitats

Bat + bird friendly design



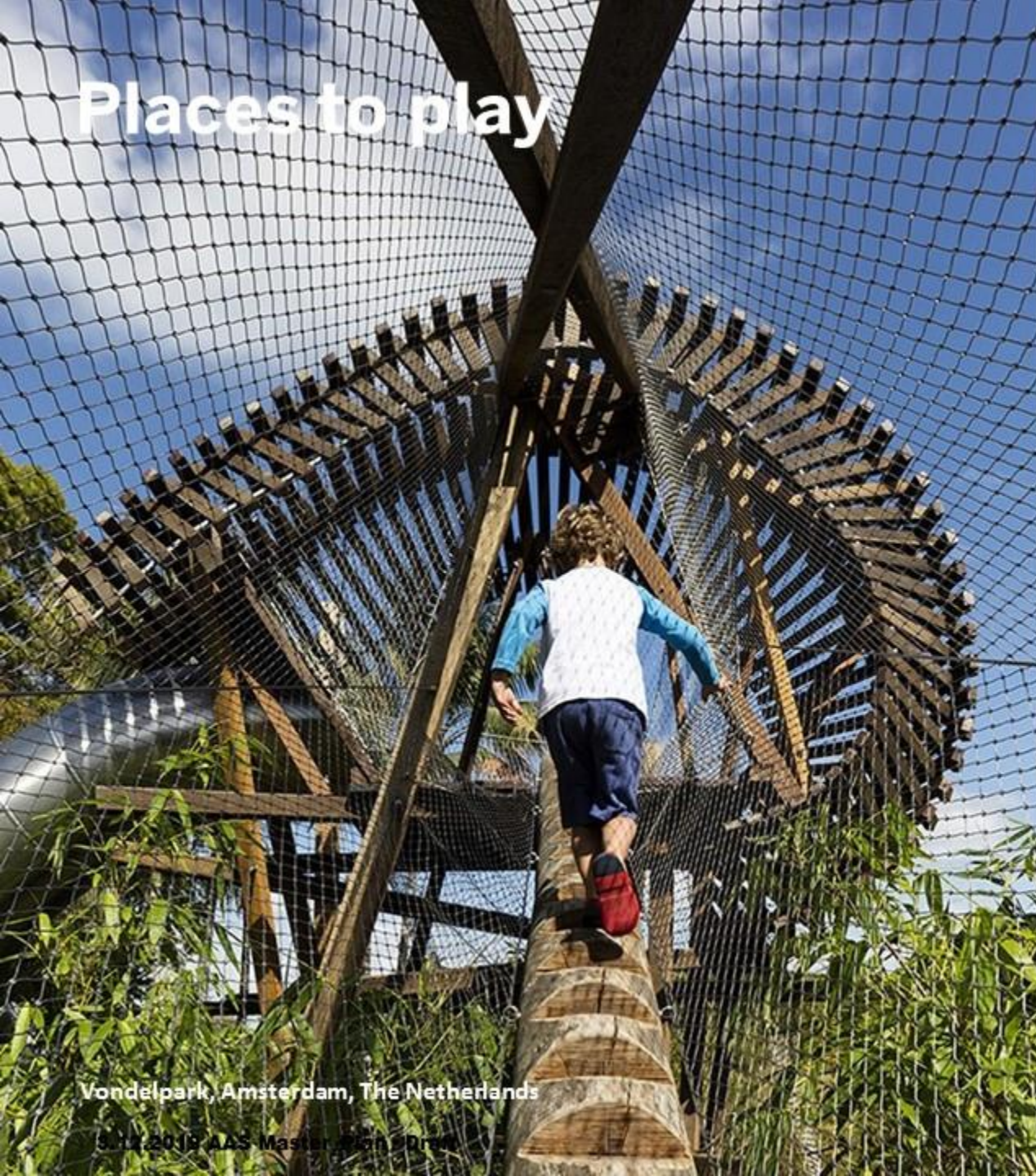
Engagement



Habitat



Places to play



Vondelpark, Amsterdam, The Netherlands

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Bird Blind, Portland, OR



Morris Arboretum, Philadelphia, PA



Vondelpark, Amsterdam, The Netherlands



South Central Waterfront Goal

Establish a lively, attractive pedestrian environment



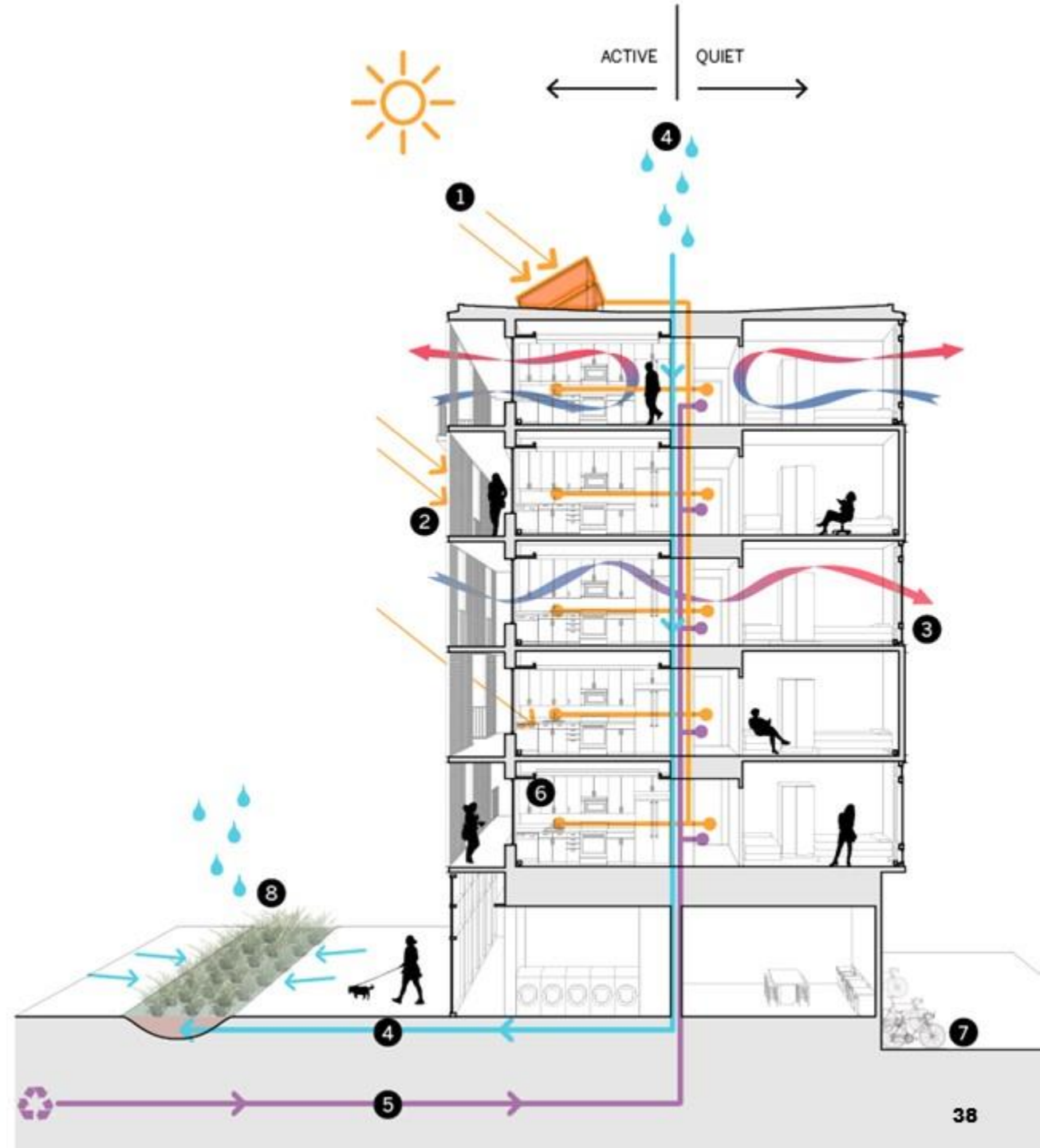
Illustrative view of internal pedestrian street looking west

Inspiring programming and activation





Buildings that promote health and well-being



At the heart of Austin's culture



Enhance connections to and along the waterfront



Illustrative view of Great Lawn and Downtown from Central Terrace

Expand open space and create great public places



Illustrative view of Great Lawn from Congress Avenue Bridge

Establish a lively, attractive pedestrian environment



Illustrative view of internal pedestrian street looking west

Connecting with the rest of Austin



Illustrative view from potential Waller Creek pedestrian bridge



