



## **EAST 11<sup>th</sup> and 12<sup>th</sup> STREET DEVELOPMENT STRATEGY COMMUNITY ENGAGEMENT PROCESS SUMMARY**

### **Process Overview**

As part of the consulting team led by Economic & Planning Systems, Inc. (EPS), Adisa Communications supported a multi-phase stakeholder process in order to educate interested parties, facilitate community engagement, and ensure that the study path was proactively influenced by community input. The community engagement process incorporated multiple public forums in order to diversify the manner in which input was received, and in order to include a wide array of public participants who might not otherwise be aware of the study. The community engagement process is summarized below.

### **Notifications**

The Adisa team utilized a variety of tools to notify potential stakeholders of upcoming events. Meeting notifications were distributed via email and traditional event invitations were mailed to stakeholder lists provided by the City of Austin. Posters and flyers were placed in key public locations to advertise events. Yard signs were placed in the area for the first two community meetings in order to notify commuting traffic of upcoming events. For the third community meeting, door hangers were placed on local residences and businesses.

### **Community Meeting #1**

The first public meeting was held September 21, 2011 at the Doubletree Hotel. During the first public meeting the EPS team introduced the project approach, including highlighting development strategy goals and the timeline and opportunities for community involvement in the planning process. The presentation included examples of pertinent topics of community interest, such as support for desirable development, housing needs, mobility and parking, infrastructure, and public safety. A copy of this power point presentation is available upon request.

The following input was captured by the project team:

- Emphasis on East 12<sup>th</sup> Street infrastructure needs assessment.

- Expedited disposition of publicly-owned parcels.
- Concerns about gentrification and displacement of long-term residents.
- Police enforcement and crime reduction efforts, particularly at East 12<sup>th</sup> and Chicon.
- Concerns about preservation of minority and locally owned businesses within corridor.
- Reducing bureaucracy and layers in development process.

The meeting was attended by 91 individuals, many of whom spoke during the meeting. In addition, a survey was distributed to attendees at the community meeting. A summary of the written responses received is included as Attachment 1 to this Appendix.

### **One-on-One Interviews**

Face-to-face meetings and telephone interviews with key stakeholders who live, work, worship, and/or own property within the corridor were held to gain in depth information and perceptions for the Development Strategy. During the week of September 21, 2011, EPS and other project consultants held individual interviews with roughly twenty stakeholders of the 11<sup>th</sup> Street and 12<sup>th</sup> Street Corridors. Additional one-on-one discussions were conducted over the following months, as more stakeholders were identified. Interviewees included members of neighborhood associations, business interest organizations, city boards, church congregations, development entities, and cultural foundations in addition to owners of local property. During these one-on-one feedback sessions, the following common themes emerged as relevant to the project. The complete summary is provided as Attachment 2 this Appendix.

- Infrastructure is perceived as inadequate to support future area development. Specifics of infrastructure deficiencies are unclear and should be identified.
- The neighborhood lacks a champion in City government, and stakeholders believe this is hindering growth in the corridor.
- The affordable housing-related efforts of Neighborhood Housing and Community Development (NHCD) may be contradictory to the community efforts to encourage business and mixed-income housing development along the corridor.
- A streamlined development procedure would help alleviate confusion of multiple organizations requiring separate plan approval processes.
- Dispose of City land in order to facilitate development of these tracts.

neighborhood.

- Consider efforts to reduce gentrification and displacement, including property tax relief.
- Preservation and promotion of existing local businesses, particularly African American-owned businesses.
- Need for grocery store and health-conscious restaurants.
- Address public safety and crime in the corridor.
- Provide more services for the poor and needy in the community.
- Most agreed that the neighborhood should be mixed use.

## **Community Meeting #2**

The second public meeting was held November 17, 2011 at Kealing Middle School. The morning of the meeting, the project team participated in a 30-minute KAZI 88.7 FMradio interview to outreach to the public about the meeting. Anthony Snipes, City Manager Chief of Staff, Betsy Spencer, Director of Neighborhood Housing and Community Development, and Shuronda Robinson of Adisa participated in the interview, explaining the nature of the Development Strategy and encouraging community participation in the process and attendance of the meeting that evening.

This meeting provided roughly 47 attendees with a review of the study goal, update on the market and infrastructure analyses, and an outlook to the next steps in the project. In response to stakeholder outreach and Community Meeting #1, key issues were prioritized and the following four were highlighted in the second meeting: housing opportunities and gentrification, neighborhood retail opportunities, commercial development opportunities, and infrastructure needs. The power point presentation for the second community meeting is available on the City's website (<http://www.austintexas.gov/department/east-11th-12th-streets>).

A detailed market analysis was provided in order to identify and optimize opportunities that support the study goals and inform expectations of stakeholders. The market analysis indicated that at present the Austin market is strong and growing, particularly when compared to the national outlook. An outlook to 2025 based on CAMPO estimates indicate the local market area population will increase by 26 percent while employment grows 150 percent. The CAMPO outlook is based on a number of key study area characteristics including its central location, favorable regulations, available land, and recent growth and property value trends. The market analysis then highlighted individual indicators of development trends and opportunities, including demographic analysis and assessment of the housing, retail, and office markets. Conclusions of the market analysis which were proposed to be reflected in the Development Strategy were that apartments offer the strongest near-term housing opportunity, retail activity (especially the viability of a grocery store) can be enhanced through increased resident population, and

(especially the viability of a grocery store) can be enhanced through increased resident population, and the area may serve small employers but is unlikely to be a major employment center.

The infrastructure analysis responded to community concerns expressed in the stakeholder interviews that infrastructure was insufficient to support development initiatives. The high-level analysis included evaluation of existing facilities and future plans for electrical and telecommunications, water and wastewater service, stormwater, and streets and sidewalks. The infrastructure analysis revealed that infrastructure inadequacy is not a major constraint for projects in the near-term, but that full buildout of the corridors as envisioned may require upgrades to water/wastewater infrastructure in particular. Also, streetscape improvements would be useful for improving study area aesthetics and mobility and incenting new development.

The meeting presentation identified still-upcoming study priorities including strategies for public land development, incentives for desired businesses, assessment of infrastructure improvement benefits, shared parking facilities, gentrification, and improvements to the development process and regulations.

Finally the timeline for upcoming communications strategies was outlined, including a release of the draft report for public input using the Speak Up Austin website. The team also announced plans to present draft strategies on January 9, 2012.

### **Online Survey Responses**

In December 2011 an online survey was distributed via email to all participants identified in the project database. The survey contained 20 questions which sought additional market data that would be used to ascertain the type of development the community desires, as well as other policy priorities. The nature of the questions identified the demographics of respondents, their relationship to the study area (resident, employee, property owner, etc.), the future desired nature of the corridor, and mode of transportation utilized in the corridor. There were 130 responses to the online survey. The survey responses are provided as Attachment 3 to this Appendix.

### **Community Meeting #3**

The third public meeting was held January 9, 2012 at NHCD, and was attended by 82 individuals. The purpose was to present the draft Development Strategy recommendations to the community. The team summarized the study process to date and outlined the timeline for public comment and release of draft recommendations. The team also detailed draft recommendations and supportive documentation regarding the study area development process, infrastructure analysis report, retail and commercial development plans, housing and gentrification issues, and public land holdings. The power point presentation for the third community meeting is available on the City's website (<http://www.austintexas.gov/department/east-11th-12th-streets>).

The input received in response to the draft recommendations included:

- How long would implementation of the streamlined development process take?
- If zoning changes are recommended, how would the community be engaged to provide input?
- Questions were raised about the timeline for and cost of implementing infrastructure improvements.
- The community continued to overwhelmingly support a grocery store within the corridor.
- One comment was received opposing senior housing development within the corridor.
- The stakeholders strongly supported commercial development in the corridor and some expressed concern that development would too-heavily emphasize residential units.
- Some stakeholders asked questions regarding the disposition process for the public land (e.g., should it be a simple land sale offer or a Request for Proposals?), and others commented on the suggested regulatory amendments and/or land uses for the public parcels.

#### **Public Meeting #4 – Presentation of Final Recommendations**

On March 1, 2012 the project team will present final recommendations to the Austin City Council. This presentation will include all draft recommendations that were developed in the study process and incorporation of public feedback. The City Council will not take action on the recommendations.

During the 30-day public comment period on the Draft Strategy citizens had an opportunity to review the Draft Strategy online (a hard copy was also made available at Carver Library) and provide comments and feedback to the Project Team. The consultants reviewed the comments and incorporated changes as appropriate to the overall vision for the study area and the market realities. A copy of the comment log and consultant responses is included as Attachment 4 to this Appendix.

#### **Other Opportunities for Engagement**

- Emails – Members of the public who had questions were able to send email directly to NHCD. Email inquiries and comments were directed to appropriate team members in order to expedite responsiveness and incorporation of comments into the process. A copy of the comment log and NHCD staff responses is included as Attachment 5 to this Appendix.
- Speak Up Austin - In December 2011, the DRAFT Summary of Findings and Recommendations for the East 11<sup>th</sup> and 12<sup>th</sup> Street Development Strategy was released for public comment on Speak Up Austin. The DRAFT report highlighted number steps that could be taken to help realize the existing vision of the study area as a mixed-use environment of moderate scale that offers community services and employment opportunities and respects the adjacent residential

neighborhoods. A copy of the comment log and consultant responses is included as Attachment 6 to this Appendix.

**Attachments:**

**Attachment 1: Summary of Written Comments from Public Meeting #1**

**Attachment 2: Summary of Stakeholder Interviews for the East 11<sup>th</sup> and 12<sup>th</sup> Streets Development Strategy**

**Attachment 3: East 11<sup>th</sup> and 12<sup>th</sup> Street Development Strategy Survey**

**Attachment 4: Comment and Change Log to Draft Report East 11<sup>th</sup> and 12<sup>th</sup> Streets Development Strategy**

**Attachment 5: Summary of Public Comments Prior to Technical Report Release**

**Attachment 6: Summary of "Speak Up Austin" Comments on the East 11<sup>th</sup> and 12<sup>th</sup> Streets Development Strategy**



### E. 11<sup>th</sup> & 12<sup>th</sup> Street Development Strategy Community Meeting #1 Questionnaire Summary

The following summarizes 25 questionnaires submitted by the Community Meeting #1 attendees. The first table, "Corridor Priorities," ranks each priority according to its average score (shown in parentheses) on attendee responses. Respondents were instructed to give each priority a score of 1-3, with 1 being highest priority. Where necessary, the consultants have "normalized" the scores, such as where respondents ranked priorities from 1-13 instead of giving each a score of 1-3. The second table, "Why do you go..." totals check marks where attendees indicated they visit each respective corridor for each purpose. The final table is a record of responses to all questionnaires; blank fields indicate no response.

Corridor Priorities	11th St	12th St
Small Business / Local Business Establishment	1 (1.3)	2 (1.2)
Neighborhood Serving Businesses	2 (1.3)	1 (1.2)
Mixed Use Projects	3 (1.4)	4 (1.4)
Public Transportation	4 (1.5)	9 (1.8)
Restaurant/Entertainment Destination	5 (1.6)	11 (1.9)
Historical Preservation	6 (1.6)	7 (1.7)
Affordable Housing	7 (1.8)	10 (1.9)
Beautification of Blighted Parcels	8 (1.9)	6 (1.6)
Market Rate Housing	9 (2.0)	8 (1.7)
Infrastructure Upgrades & Improvements	10 (2.1)	3 (1.3)
Sidewalk Improvements	11 (2.1)	5 (1.5)
Gateway to Austin	12 (2.2)	13 (2.7)
Attract people from other parts of Austin	13 (2.5)	12 (2.6)

Why do you go to:	11th St	12th St
Patronize a Restaurant or Bar	15	4
Patronize Other Business	12	4
I Live in the Corridor	10	14
I pass through the corridor Area on My Way to Work/Home, Another Location	11	11
I Work in the Corridor	3	2
To Access Public Transportation	3	3
I Worship in the Corridor	1	0