

AN OVERVIEW PRESENTATION OF THE AUSTIN CONVENTION CENTER MASTER PLAN UPDATE

SEPTEMBER 15, 2020



PREPARED BY GENSER + CONVENTIONAL WISDOM



THE AUSTIN CONVENTION CENTER DEPARTMENT



AUSTIN CONVENTION CENTER MASTER PLAN

UPDATE

Phasing Strategy

- Keep leasable inventory levels constant
- Smooth construction cost cash flow over phasing
- Respond to changes in the market following each phase of development

Urban Design Strategy

- Re-capture at-grade public uses
- Re-establish street grid/pedestrian mobility
- Create P3 development pads for revenue generation – funding stream

Design Goals

- Competitive, highly marketable facility
- Lead industry with inventory of meeting and multi-function spaces

A BALANCE OF INTERESTS
SHARED VISION

THE IMPORTANCE OF
PARTNERSHIPS

NO.1 DESTINATION
AUSTIN 2.0

The University of Texas at Austin Center for Sustainable Development Study Recommendations

- Reestablish the street grid
- Improve the pedestrian experience
- Provide accessible public spaces
- Create development pads
- Redevelop ACC below grade

FRAMEWORKS FOR PLACEMAKING_ ALTERNATIVE FUTURES FOR THE AUSTIN CONVENTION DISTRICT

THIS STUDY WAS PREPARED BY THE
CENTER FOR SUSTAINABLE DEVELOPMENT
THE UNIVERSITY OF TEXAS AT AUSTIN
SCHOOL OF ARCHITECTURE

ON BEHALF OF THE
CITY OF AUSTIN

2019

 The University of Texas at Austin
Center for Sustainable Development
School of Architecture

Special Report

Austin Convention Center

WORKING TOGETHER FOR THE CITY



Urban Land
Institute
Karl

AUSTIN CONVENTION CENTER

LONG-RANGE MASTER PLAN

APR 2019

THE COMPETITION

How Does Austin Stack Up?

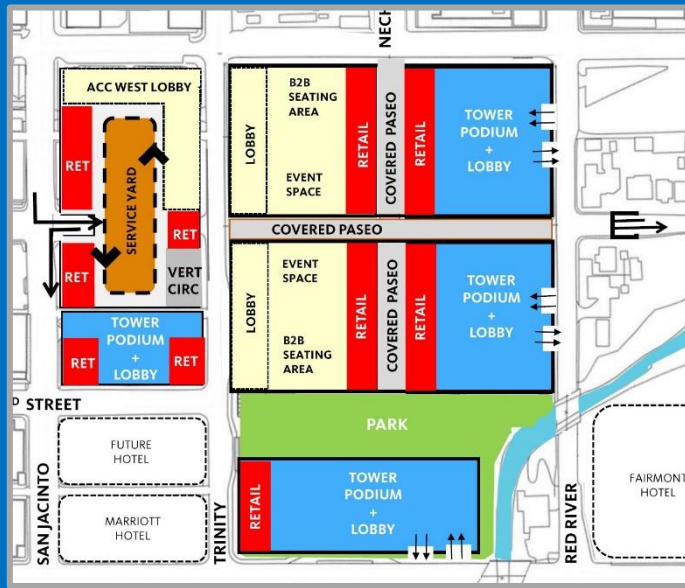
THE POSSIBILITIES

What Does the Austin Convention Center's Future

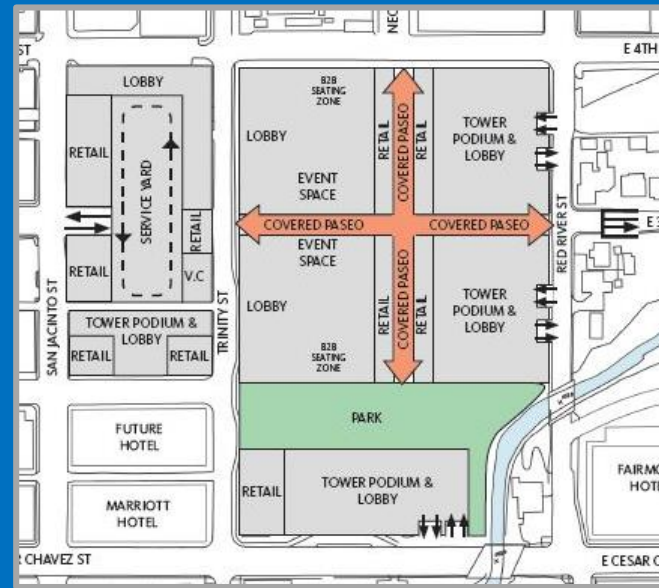
THE PLAN

for Moving Forward

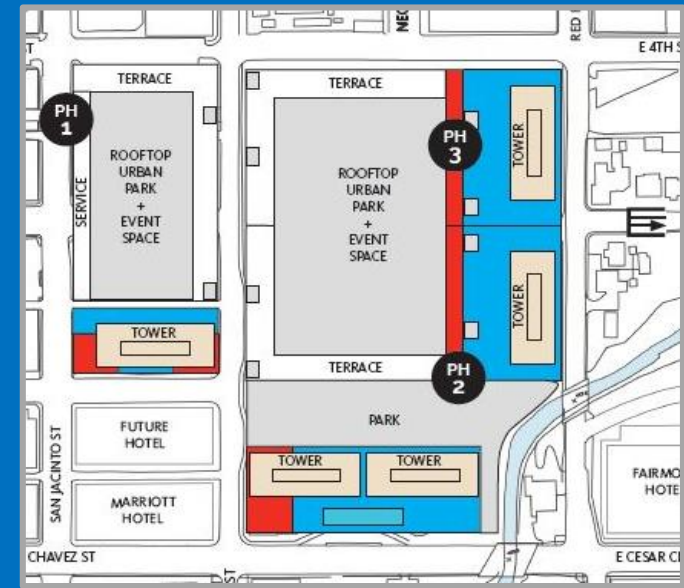
3-PHASES HALLS DOWN



Activating The Streets

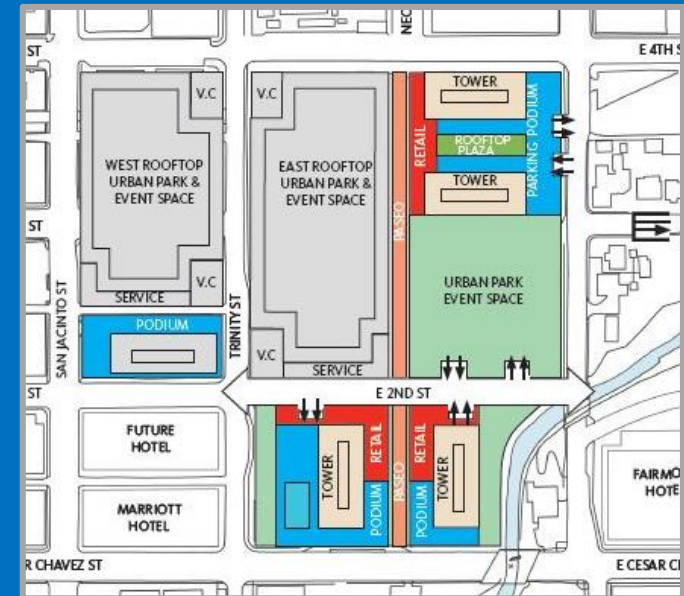
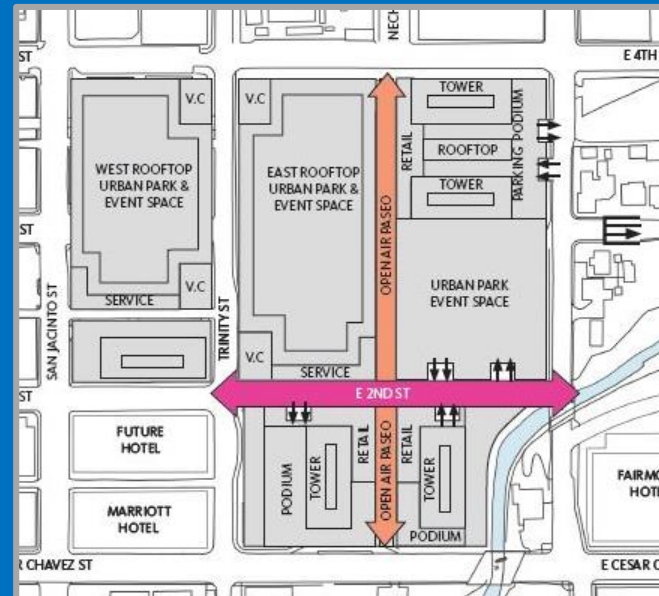
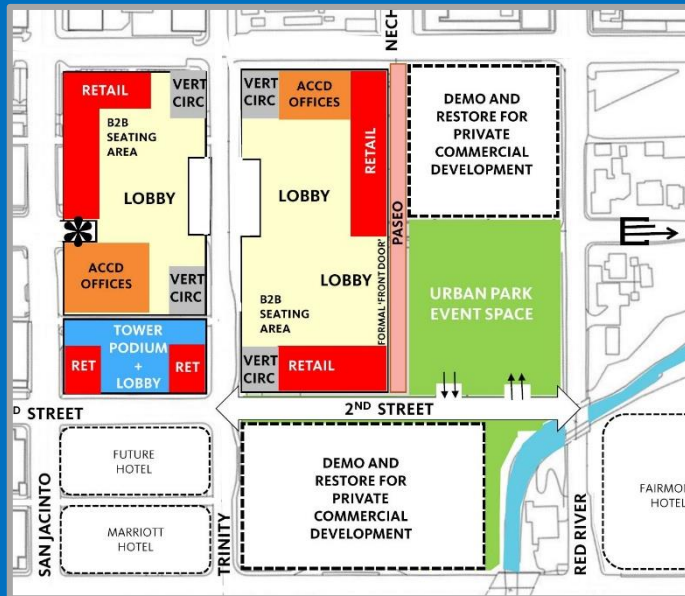


Reestablish The Urban Grid



P3 Development Pads

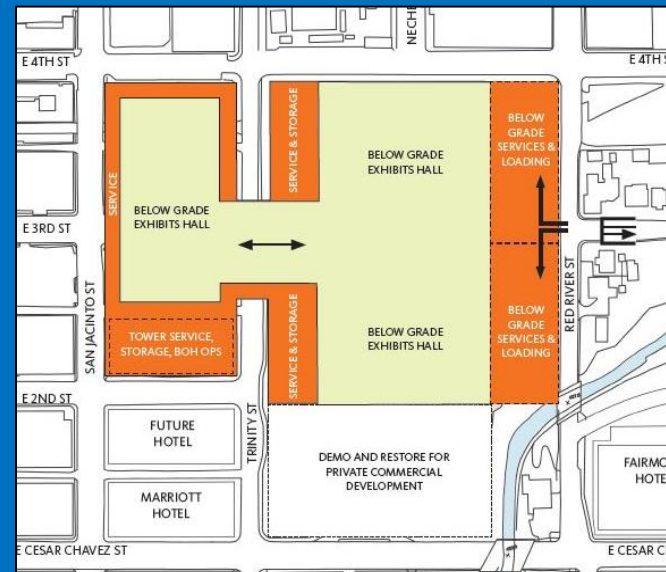
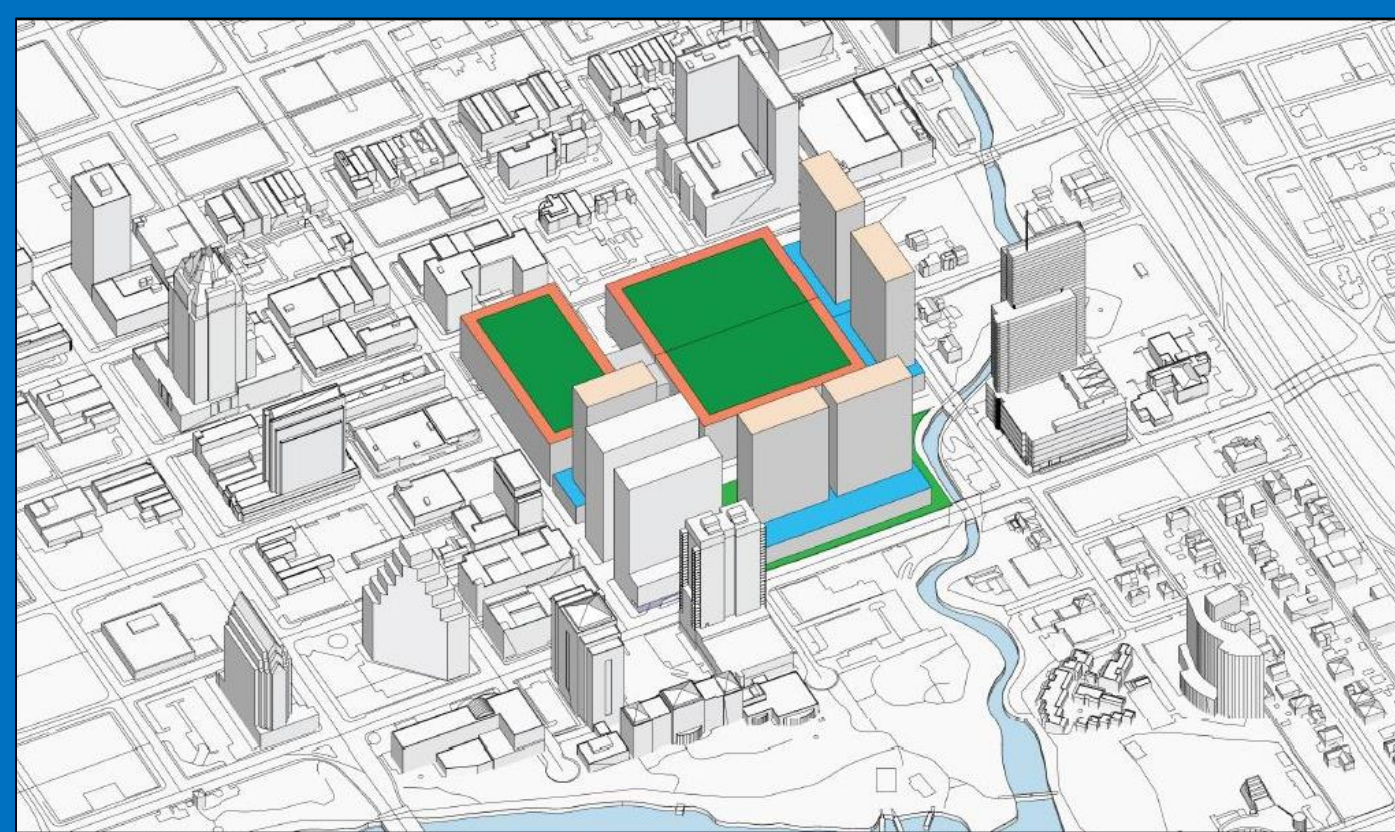
2-PHASES HALLS UP



3-Phases Halls Down

- Large, contiguous exhibit hall on one level below grade
- Reestablishes the street grid
 - 3rd Street paseo* (e-w)
 - Neches Street paseo* (n-s)
 - 2nd Street linear park – connects downtown to the Waller Creek corridor and Palm Park
- Creates P3 development pads
 - 2 pads with Cesar Chavez frontage
 - 2 pads with Red River frontage

**includes local restaurants, local vendors and community-focused venues*





Thank You