

Urban Renewal Board

Vision Statement Discussion

December 21, 2020

Background

“In 1996, the Austin Revitalization Authority (ARA) began developing a Master Plan for the Central East Austin area with an emphasis on redevelopment of the 11th and 12th Street Corridors. A Community Redevelopment Plan (CRP) for East 11th and 12th Streets was also developed. In 1999, City Council passed a resolution in support of the general concepts envisioned in the Master Plan. Subsequently, the corridors were declared urban renewal areas and the CRP, in effect, was translated into the East 11th and 12th Urban Renewal Plan (URP).”

Source: Central East Austin Neighborhood Plan

URP Purpose, Authority and Scope, 1999

“The overall goals and action priorities of this URP reflect a broad consensus of residents, businesses, property owners, institutions, and community activists. The consensus is the result of substantial cumulative planning and revitalization efforts over a period of three years. The fundamental purpose of this plan is to empower community-based groups and individuals to participate as strong and equal partners of the City and the URA in carrying out all of the action programs and public and private improvements which will result in the realization of Austin’s long-term community vision.”

Source: [Original East 11th and 12th Street Urban Renewal Plan](#)

San Antonio's Urban Renewal Agency

“The Urban Renewal Agency for the City of San Antonio, referred to as *San Antonio Development Agency* (SADA), was established by voter referendum in 1957. Since inception, SADA has been involved in 24 urban renewal plans and projects throughout the City. In 2010, SADA was rebranded as *Office of Urban Redevelopment San Antonio* (OUR SA) to give itself new and fresh name recognition.”

For more information visit:

<https://www.sanantonio.gov/NHSD/Divisions/OurSA>

Austin Revitalization Authority

“ARA’s vision is to maintain our commitment to and support of underserved communities which creates neighborhoods that are more attractive with vibrant business corridors and distinct cultural assets.”

Source: [Austin Revitalization Authority](#)

URP Working Draft

The working draft of the Urban Renewal Plan includes the addition of a vision statement which currently reads:

Achieve a sustainable resident-informed revitalization that respects the history and diversity of the East 11th and 12th Street corridors.

Other iterations of the draft vision statement discussed since December 2019 are:

- Create a vibrant, diverse, and sustainable revitalization of the East 11th and 12th Street corridors.
- Promote a historically respectful, diverse, and sustainable revitalization of the E 11th and 12th Street corridors that is compatible in scale and intensity of use with its surrounding context.
- The achievement of a resident-informed revitalization of the East 11th and 12th Street corridors that is historically respectful, diverse and sustainable.
- Promote revitalization to sustain and respect the history and diversity of the East 11th and 12th Street corridors.

Central East Austin Vision, 1999

“Inclusive community that reflects a high standard of excellence and quality is socially and economically diverse, and a desirable place to live, work, shop, and be entertained. It is also a goal of the community to capitalize on the downtown Austin market to support economic development in the Central East Austin area. In accordance with these goals, East 11th Street is envisioned as a mixed-use street with small-scale shops and neighborhood services, quiet night-time entertainment, an inviting and activated streetscape reflecting the historical character of the neighborhood with apartments above, shops, balconies, and roof gardens. East 12th Street is envisioned as a small-scale office and residential corridor providing high-quality professional offices, office related services, a high tech training facility, employment center, and a business incubator located close to downtown and the Capitol. The existing residential character of 12th St. should be reinforced by retaining the existing sound historic structures and building new housing consistent with existing scale including high quality townhouses and duplexes serving a range of occupants from professionals to support staff and trainees. Streetscaping should reflect the historical character of the neighborhood and reinforce the character of professional offices. The area should also include good public transit facilities, shared off street parking and use of alleys for service and employee parking.”

Source: [Central East Austin Master Plan](#)