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34

25 competing needs or leverage the public investments to full effect to create a
26 Cultural District that would serve to enhance and better guide private development
27 and planning, as well as transportation infrastructure and management, in a
28 comprehensive way in the Butler Shores area and around and through the shoreline
29 park areas; and

30 **WHEREAS**, planning and analysis is needed to address the competing
31 needs in an area that is in rapid transition due to private development, public
32 investments with the DAC, corridor and transit investments, and increasing
33 population and density demands; and

34 **WHEREAS**, Ordinance No. 990715-115 established the boundaries of
35 Butler Shores as “the property bounded by the Town Lake shoreline on the north,
36 the various and respective southern boundaries of all legal lots existing as of July
37 17, 1986, that abut the south public right-of-way of Barton Springs Road on the
38 south, Lee Barton Drive on the east, and the centerline of Barton Creek on the
39 west”; and

40 **WHEREAS**, the Zilker Metropolitan Park Vision Plan is currently
41 underway and is tasked to study parking and transportation circulation around and
42 through Zilker Park, including Toomey Road, which bisects the Butler Shores area;
43 and

44 **WHEREAS**, the DAC Redevelopment Project is currently underway and
45 states that “The goals for this project will build on the DAC’s mission: to support
46 emerging and established artists who create, showcase and experience the arts first-
47 hand. PARD envisions the DAC as Austin’s cultural living room, where people of
48 all ages, races, ethnicities, abilities, genders, sexual orientations, socio-economic

49 statuses, nationalities, and religions gather to create community through the arts.”;
50 and

51 **WHEREAS**, additional project goals identified in the planning phase of the
52 DAC Redevelopment Project include, but are not limited to:

- 53 • Develop the surrounding parkland consistent with the vision for the
54 Butler Shores area and a Cultural District;
- 55 • Strengthen trail connections and activate parkland through outdoor
56 education, play, and performance amenities;
- 57 • Consider alternatives for pedestrian and vehicular circulation, site access,
58 and parking; and
- 59 • Demonstrate high achievement in sustainable design for architecture and
60 landscape; **NOW, THEREFORE,**

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

62 The City Manager is directed to:

- 63 • Designate and recognize the Butler Shores area as a City Cultural Park as
64 envisioned in Ordinance No. 890126-P; and
- 65 • Explore creation of a City Cultural District for Butler Shores and
66 surrounding South Austin cultural assets, to include actions needed to
67 initiate creation, a process for community engagement, and an outline of
68 next steps and timelines; and
- 69 • Develop a diagnostic analysis of the area which includes (1) an inventory
70 of parcels to include existing cultural assets; (2) information on the status
71 of parcels, including planned and future development, for use in any
72 future small area planning for the area; and (3) information on where
73 opportunities may exist to leverage and optimize existing and future

cultural assets to strengthen the identity of the area as a Cultural District;
and

- Fully coordinate a traffic impact analysis with the Zilker Metropolitan Park Vision Plan, DAC redevelopment, recent approved private developments in the area as well as any current applications for development within the Butler Shores area. Analysis and proactive planning for the area should include impacts from area festivals and events as well as CapMetro transit services and other multi-modal modes.

BE IT FURTHER RESOLVED:

The City Manager shall report back with an update and plan for next steps to Council concerning the creation of a Cultural District for Butler Shores by September 30, 2021. The work should include surrounding South Austin cultural assets, an inventory of contributing influences, next steps, and outline of a community engagement process to support its creation.

ADOPTED: _____, 2021 **ATTEST:** _____

Jannette S. Goodall
City Clerk