

# PALM DISTRICT PLANNING

## Palm District Planning Initiative

Urban Design Commission

May 24, 2021



**HOUSING &  
PLANNING**

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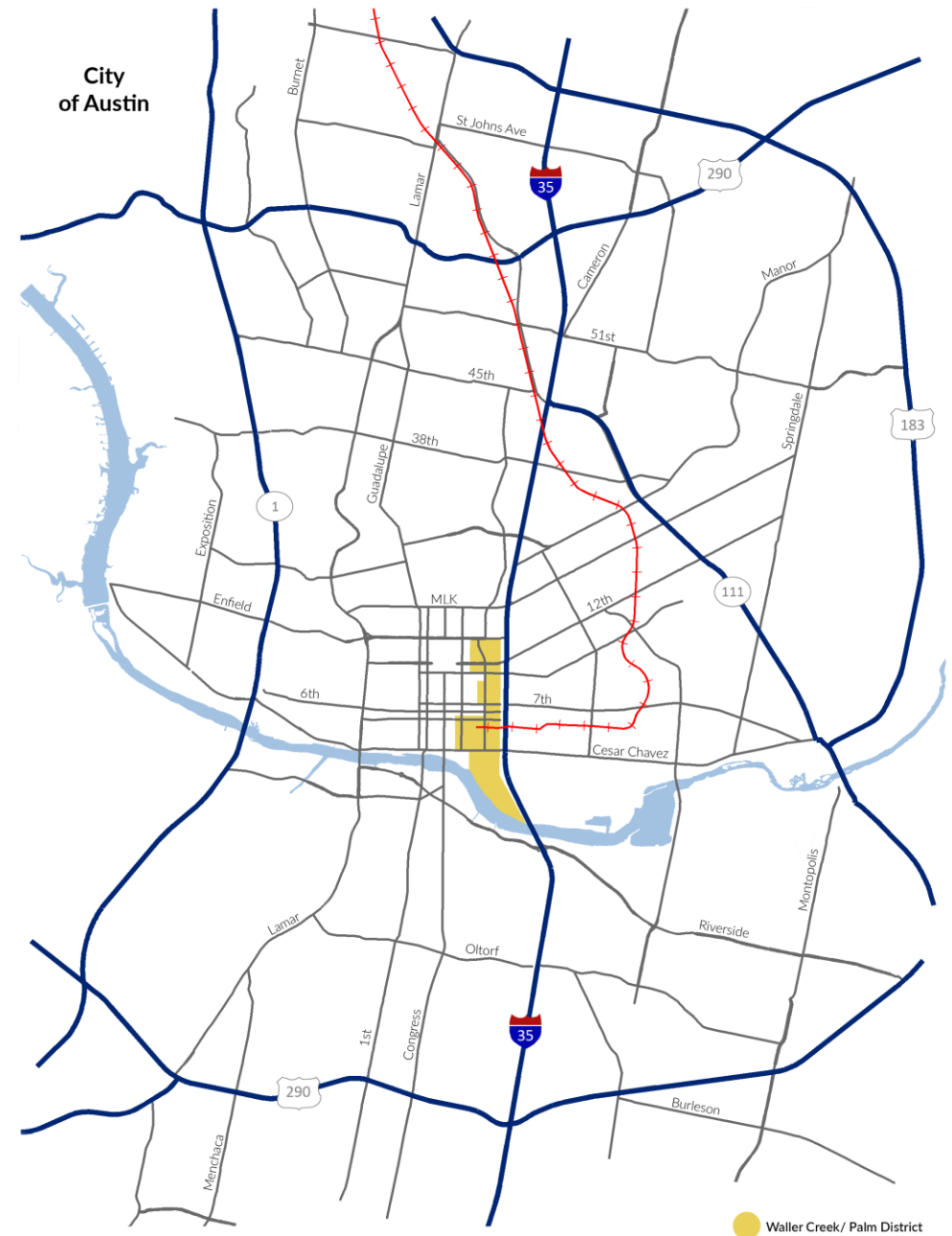


# Project Background



Engage stakeholders and the public to develop a shared vision for a complex, culturally rich, and rapidly transforming part of downtown Austin that includes:

- Palm School
- Palm Park
- Convention Center
- Waller Creek
- Red River Cultural District
- ESB-Mexican American Cultural Center
- Proposed Mexican American Heritage Corridor
- And more....







# Resolution 20190523-029

- Palm School Negotiations
- Rainey Street District Fund
- Fifth Street Mexican American Heritage Corridor
- Convention Center Expansion
- District Planning Process
- Improved Connectivity





# Recent Planning History

- Waller Creek Master Plan (2010)
- Downtown Austin Plan (2011)
- Imagine Austin (2012)
- Waller Creek Design Plan (2012)
- Hispanic/Latino Quality of Life (2013)
- Downtown Austin Wayfinding Master Plan (2013)
- Convention Center Master Plan (2015)
- ESB-MACC Master Plan (2018)
- Project Connect Vision (2019)
- Brush Square Master Plan (2019)
- UT Analysis of Convention Center Expansion (2019)
- Convention Center Master Plan Update (2020)
- Urban Land Institute Study of IH 35 (2020)
- ...and more



# Study Area



### Palm District Study Area

#### Initiatives

##### Project Connect

Blue Line (Proposed)

Green Line (Proposed)

Red Line (Proposed)

Gold Line (Proposed)

Mexican American Heritage Corridor  
(Proposed)

Waterloo Greenway

I-35 Capital Express Central Project

#### Points of Interest

#### Subdistricts

Rainey Street District

Red River Cultural District

Innovation District



# PALM DISTRICT PLANNING



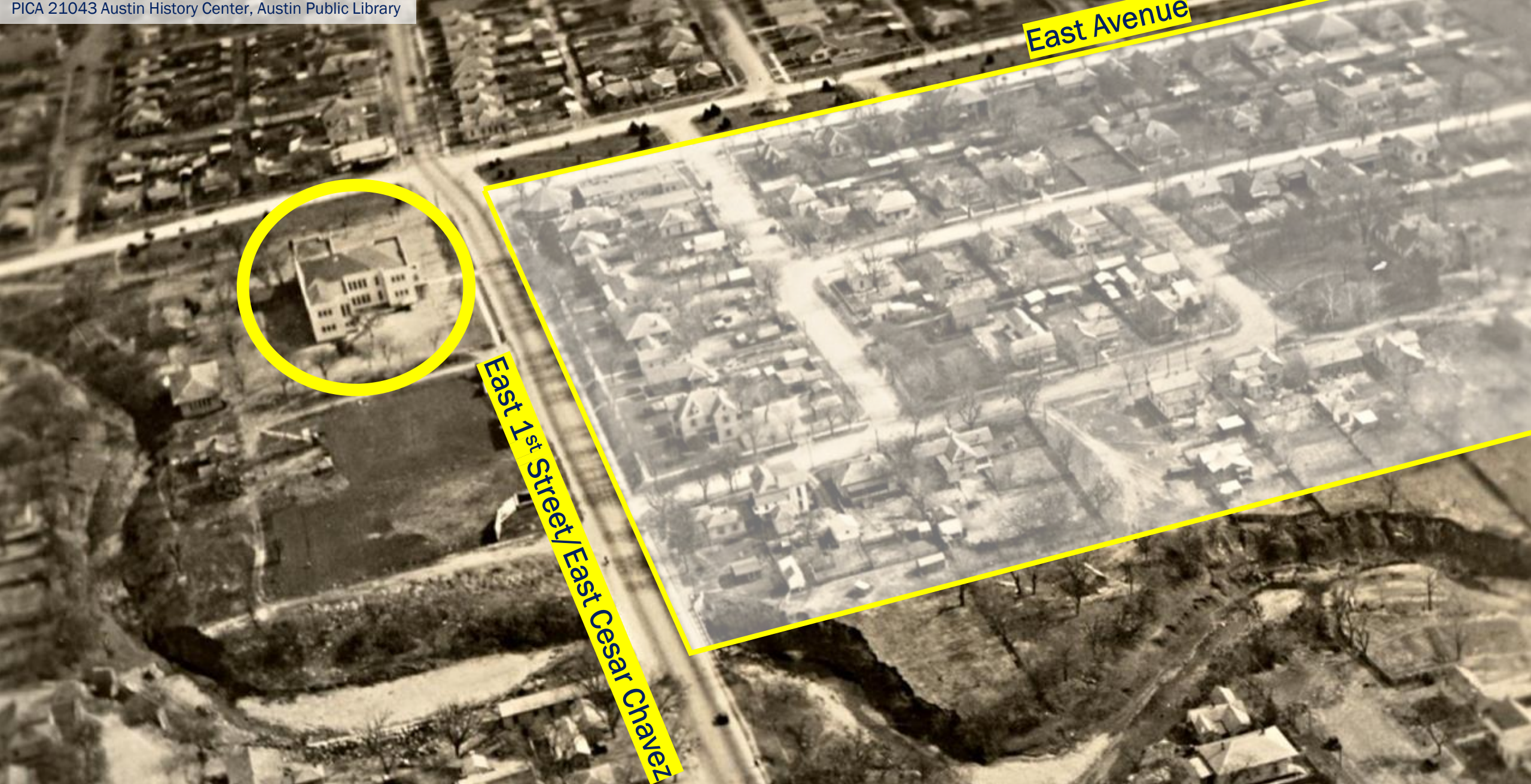


# History of Study Area

- Long, layered history
- Palm School dates back to the 1890s
- Palm District originally part of East Austin
- Mexican-Americans, African-Americans and German Immigrants called Palm district home







Historic Connection To East Austin





Sir Swante Palm School





PALM SCHOOL



Sir Swante Palm School





Sir Swante Palm Neighborhood Park





Sir Swante Palm Neighborhood Park





Waller Creek





Waller Creek Tunnel





Waterloo Greenway/Waterloo Park





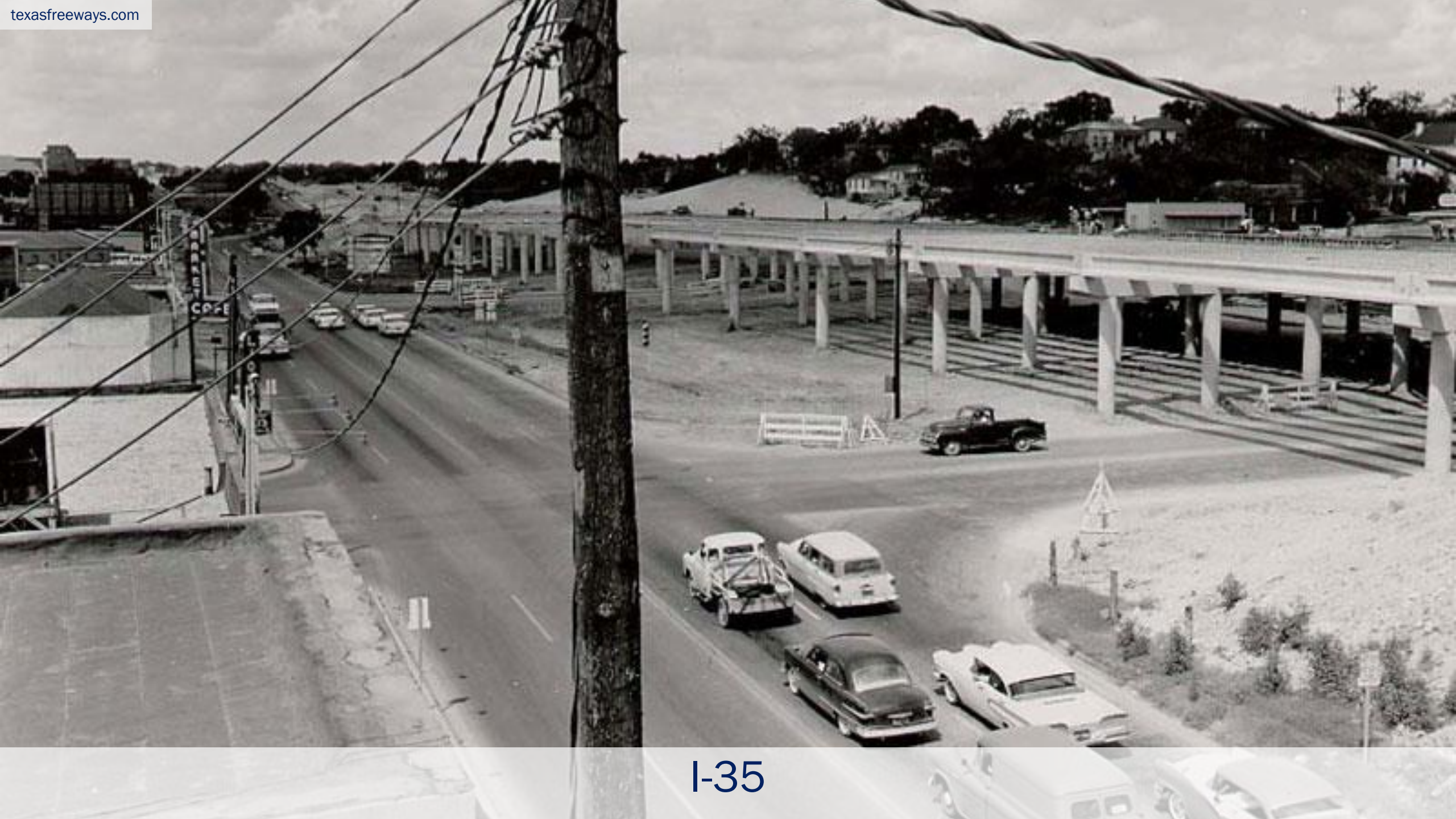
I-35





I-35





I-35





I-35





Project Connect and Downtown Transit Station





Neil Kocurek Memorial Austin Convention Center





Brush Square/O. Henry Museum





Emma S. Barrientos Mexican American Cultural Center (ESB-MACC)





Rainey Street Neighborhood & Historic District





Rainey Street Neighborhood & Historic District





Rainey Street Neighborhood & Historic District





Sixth Street Historic and Entertainment District





Red River Cultural District





Innovation District





Mexican American Heritage Corridor





# Project Scope





# Equity-Based Goals

- Create a safe, welcoming place
- Preserve and interpret history
- Enhance educational and cultural assets
- Provide economic benefits
- Increase access to housing
- Improve mobility and access
- Improve access to nature, enhance natural systems, and support an equitable, sustainable, resilient future





# Deliverables

- Engage stakeholders
- Understand existing conditions
- Develop a shared vision
- Support coordination of related initiatives
- Identify options
- Amend Downtown Austin Plan
- Implement through programs, regulations, partnerships





# Project Team





### Project Leadership:

- **J. Rodney Gonzales, Assistant City Manager**  
*Executive Lead*
- **Stevie Greathouse, Housing and Planning**  
*Project Lead*
- **Jorge Rousselin, Housing and Planning**  
*Urban Design Lead*

### Project Support:

- HPD Urban Design Division
- HPD Small Area Planning and Code Division
- HPD Historic Preservation Office, Austin History Center
- Communications and Public Information Office

### Coordinating Departments:

- Convention Center
- Economic Development
- Real Estate
- Austin Transportation
- Parks and Recreation
- Watershed Protection
- Office of Sustainability

### Agency Partners

- Downtown Austin Alliance
- Waterloo Greenway
- Capital Metro
- AIA Austin
- UT School of Architecture

### Key Stakeholders

- Travis County
- Texas Department of Transportation
- Preservation Austin
- Visit Austin
- Our Austin Story
- The Trail Foundation

- Travis County Historical Commission
- The Greater Austin Chamber of Commerce
- Housing Authority of the City of Austin
- Movability
- East Sixth Street Public Improvement District
- Project Connect Advisory Net
- Hispanic Austin Leadership
- Hispanic Advocates Business Leadership of Austin
- The Downtown Austin Neighborhood Association
- ESB-MACC
- Mexic-Arte
- La Peña
- The Red River Cultural District
- La Raza Roundtable
- The Rainey Neighbors Association
- The East Cesar Chavez NPCT
- The Rainey Business Coalition
- The Town Lake Neighborhood Association
- The Austin History Center Association
- The Greater Hispanic Chamber of Commerce
- City of Austin Boards and Commissions
- ....and more





# Timeline





FALL 2019-Winter 2021			SPRING 2021	SUMMER 2021	FALL 2021	WINTER 2021-2022	SPRING 2022
TASK 1: Pre-Planning							
			TASK 2: Visioning				
				TASK 3: Active Planning			
					TASK 4: Draft Review		
						TASK 5: Plan Adoption	
			TASK 6: External Stakeholder Engagement				





# Get Involved!





- Visit [www.speakupaustin.org/palmdistrict](http://www.speakupaustin.org/palmdistrict)
  - Review information and materials
  - Take the Survey
  - Add to Interactive Map
  - Ask questions
- Participate in Virtual Visioning Forums
  - June 15, 2021, 8am -10 am
  - June 16, 2021, 6pm-8pm





- Provide input via
  - **e-mail:** [palmdistrictplanning@austintexas.gov](mailto:palmdistrictplanning@austintexas.gov)
  - **Phone:** 311
  - **Mail:** Palm District Planning, Housing and Planning Department, PO Box 1088, Austin, Texas 78767
  
- Request an organizational briefing/marketing materials:
  - [http://bit.ly/PalmPlanning\\_InterestForm](http://bit.ly/PalmPlanning_InterestForm)
  - [http://bit.ly/PalmPlanning\\_OrderForm](http://bit.ly/PalmPlanning_OrderForm)





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# Thank You

Stevie Greathouse, Division Manager

Inclusive Planning: Small Area Planning and Code Division

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