

Pressler Street Multi-Family Development

Small Area Planning Joint Committee
August 16, 2021

300 & 301 Pressler Street and
1409, 1501, & 1505 W. 3rd Street

Nikelle Meade (Husch Blackwell LLP)
for Pressler RRI, LLC

SITE MAP

CREEK

1505 W. 3RD

PAUL ST

UNION PACIFIC RAILROAD

300 PRESSLER

PRESSLER ST

301 PRESSLER

CREEK

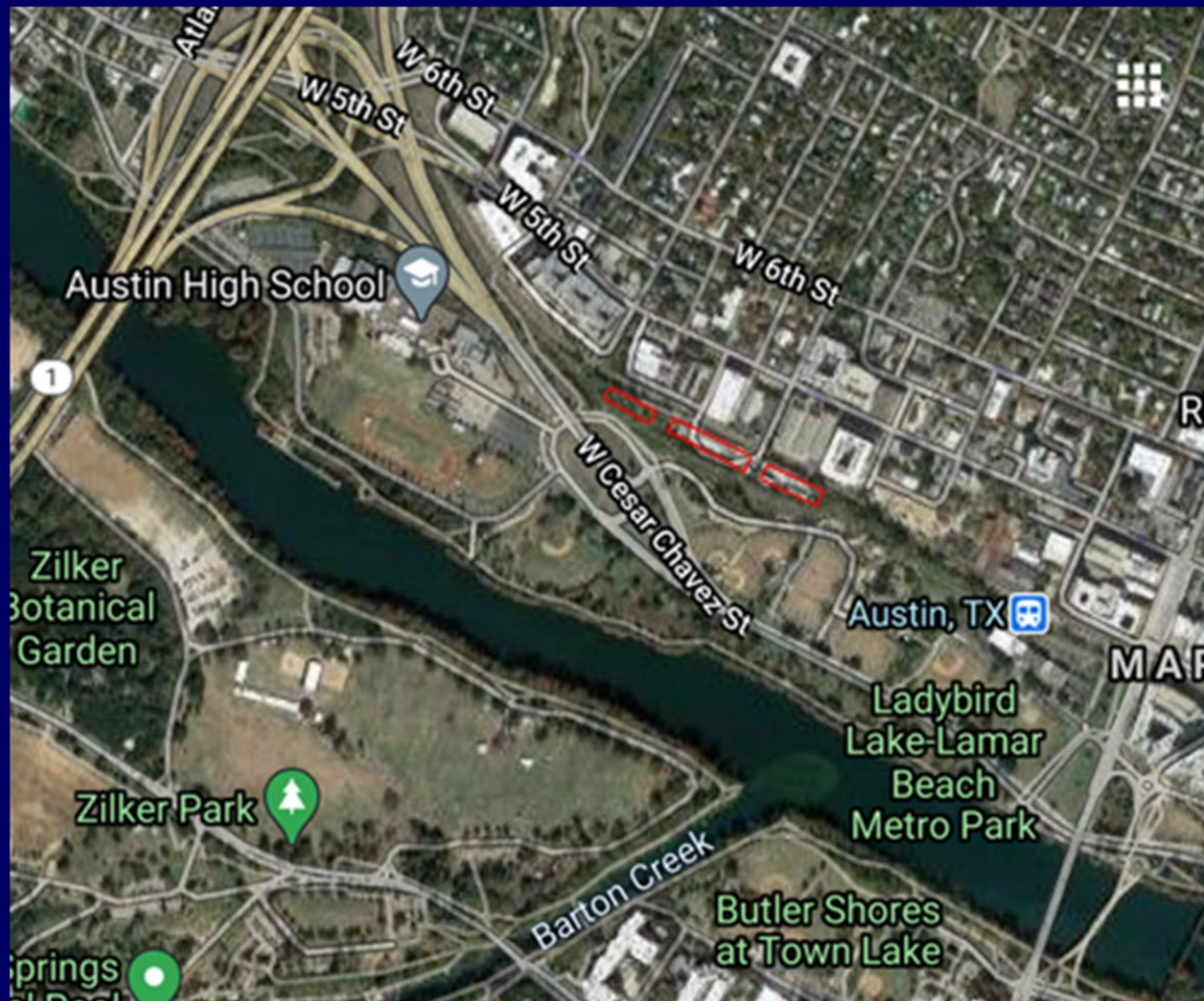
LANCE ARMSTRONG BIKEWAY

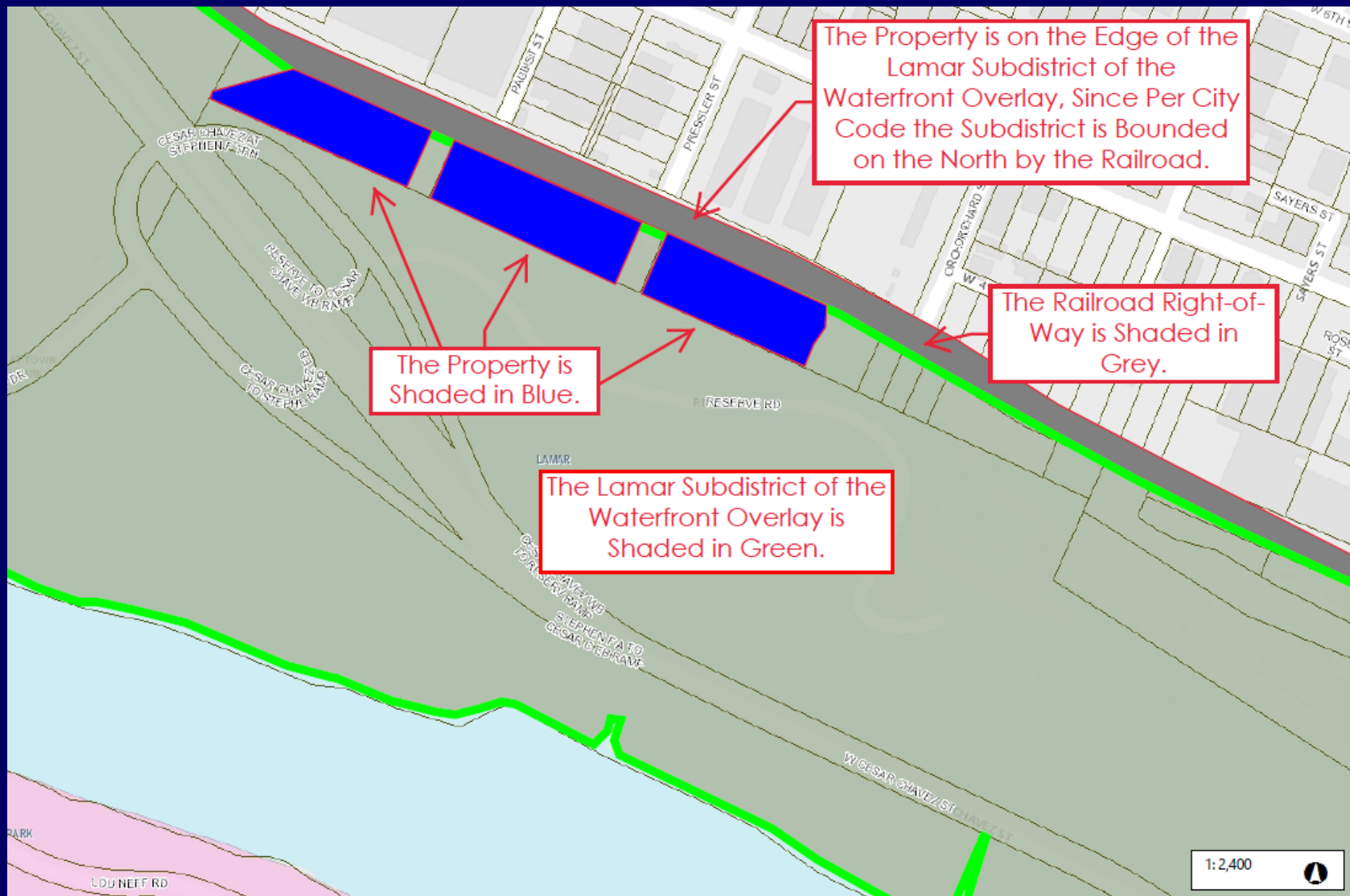
LAMAR BEACH PARK

CESAR CHAVEZ ST

RIVERSIDE







Town Lake Waterfront Overlay

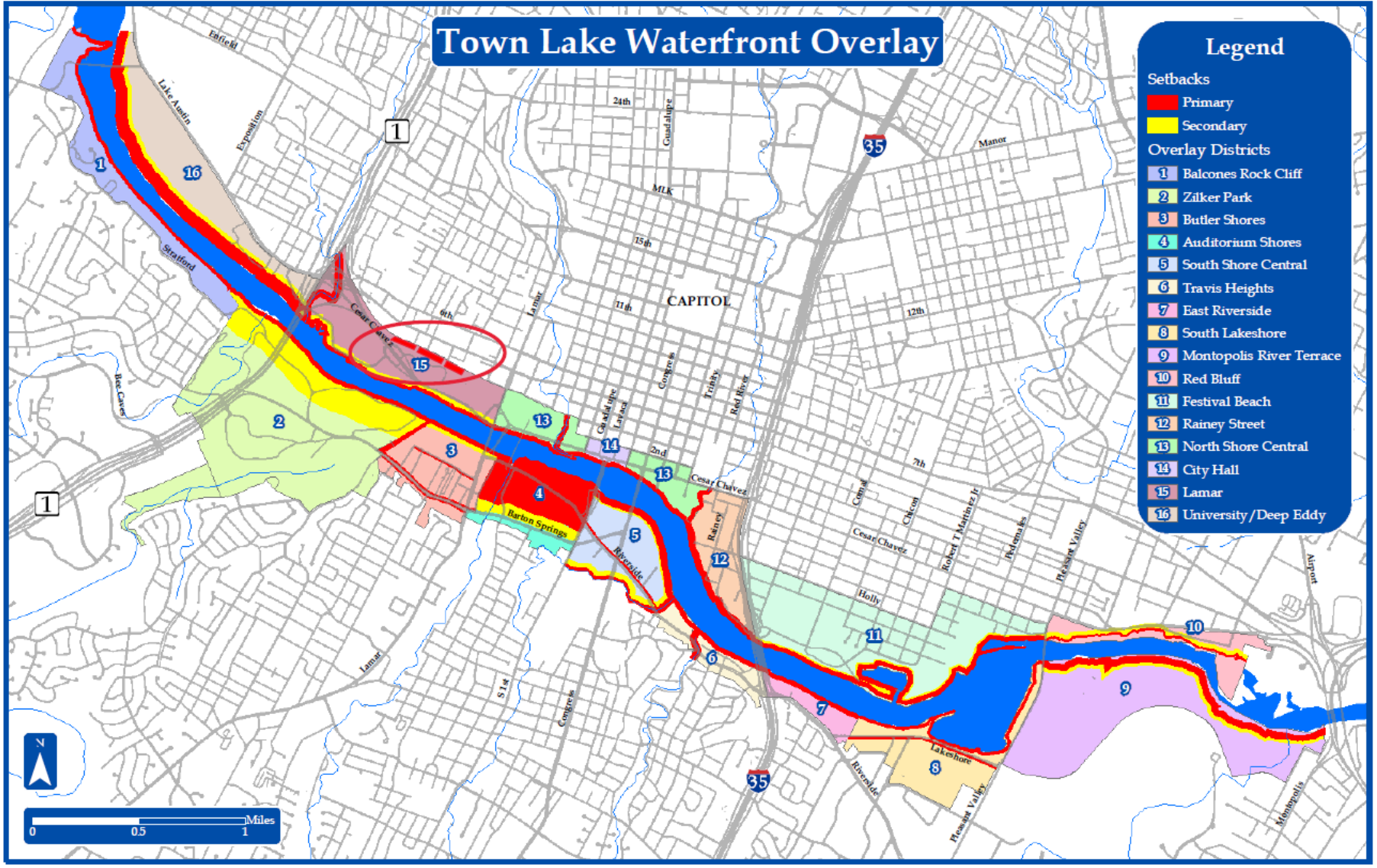
Legend

Setbacks

- Primary
- Secondary

Overlay Districts

- 1 Balcones Rock Cliff
- 2 Zilker Park
- 3 Butler Shores
- 4 Auditorium Shores
- 5 South Shore Central
- 6 Travis Heights
- 7 East Riverside
- 8 South Lakeshore
- 9 Montopolis River Terrace
- 10 Red Bluff
- 11 Festival Beach
- 12 Rainey Street
- 13 North Shore Central
- 14 City Hall
- 15 Lamar
- 16 University/Deep Eddy



View to the North of the Subject Property
As Seen from from W. Cesar Chavez Street in the Lamar Beach Metro Park

Subject Property (Tract 1)

Subject Property (Tract 2)

Reserve Road

View to the North of the Subject Property
As Seen from from W. Cesar Chavez Street in the Lamar Beach Metro Park

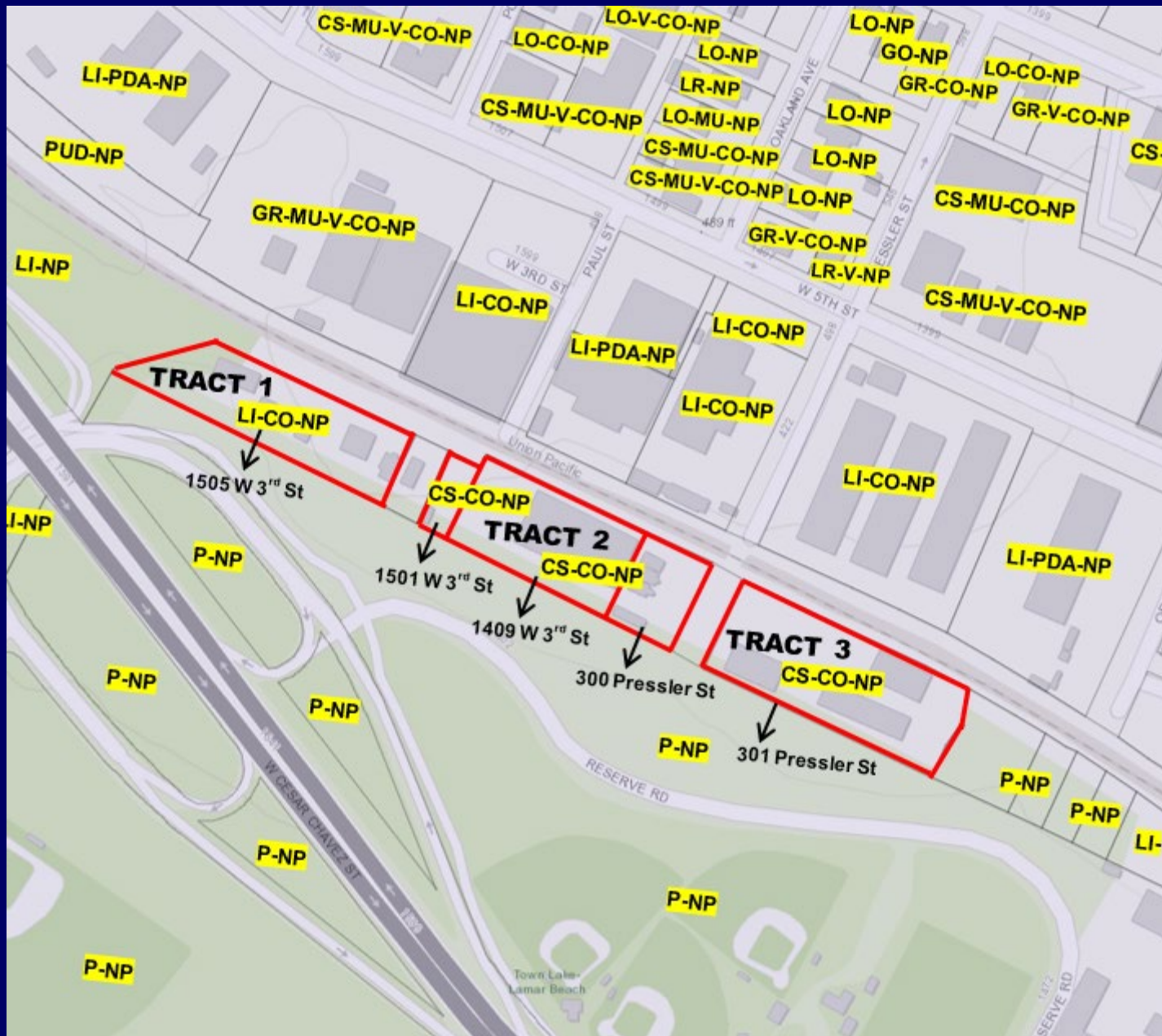


Overview

- Location: In the Lamar Subdistrict of the Waterfront Overlay
- Property Size: 3.189 Acres
- Current/Formal Uses: industrial and commercial and two single-family residences
- Proposed Uses: Multi-family residential with 326 units with ground floor pedestrian-oriented commercial

Proposed Rezoning

- CS-CO-NP/LI-CO-NP to LI-PDA-NP
- CS-MU site development regulations
- CS-MU permitted, conditional, and prohibited uses
- Exception to Increase Maximum Height from 60' to 75'



Promotion of the 1986 Town Lake Corridor Study's Goals and Policies

PARKLANDS GOAL 7.00 Establish Town Lake as a Great Central Park, serving as a centerpiece for the Austin Park System.

Policy 7.05 Expand the hike and bike trail system around the lake.

Planned Project:

- Improvements to the Lamar Beach Park, which is adjacent to the south of the property, and which is a designated Neighborhood Park in the Town Lake Corridor Study.
- New connectivity to the trail system, including the Ann and Roy Butler Hike and Bike Trail and the Lance Armstrong Bikeway.

Promotion of the 1986 Town Lake Corridor Study's Goals and Policies

WATER QUALITY GOAL 1.00 Protect and improve the water quality of Town Lake to achieve the highest possible standards.

Policy 1.06 Strengthen development standards and construction methods by improving erosion control.

Planned Project:

- Lamar Beach Park Beautification Project to include:
 - Installing 4,900 linear feet of rock walls to stabilize failing slopes.
 - Grading to recover and increase the amount of usable parkland.
 - Planting 750 caliper inches of new trees.

Promotion of the 1986 Town Lake Corridor Study's Goals and Policies

LAND USE GOAL 2.00 *Create superior planning, design and mixing of land uses that are waterfront dependent or waterfront-related, and sympathetic to the water's edge of the Town Lake Corridor and the urban creeks.*

- *Policy 2.03 Encourage development that is diverse, intimate, full of surprises, and creates maximum opportunity to walk and linger.*
- *Policy 2.05 Focus land use guidance on the quality of urban design rather than floor area ratios and height controls.*

Planned Project:

- New public overlook, trailhead, and pedestrian plaza at terminus of Pressler Street, with public seating and ADA accessibility.
- New bike and pedestrian pathways from the neighborhood north of the railroad to areas south, including Lamar Beach Park, Lady Bird Lake, the Lance Armstrong Bikeway, and youth athletic fields.

Promotion of the 1986 Town Lake Corridor Study's Goals and Policies

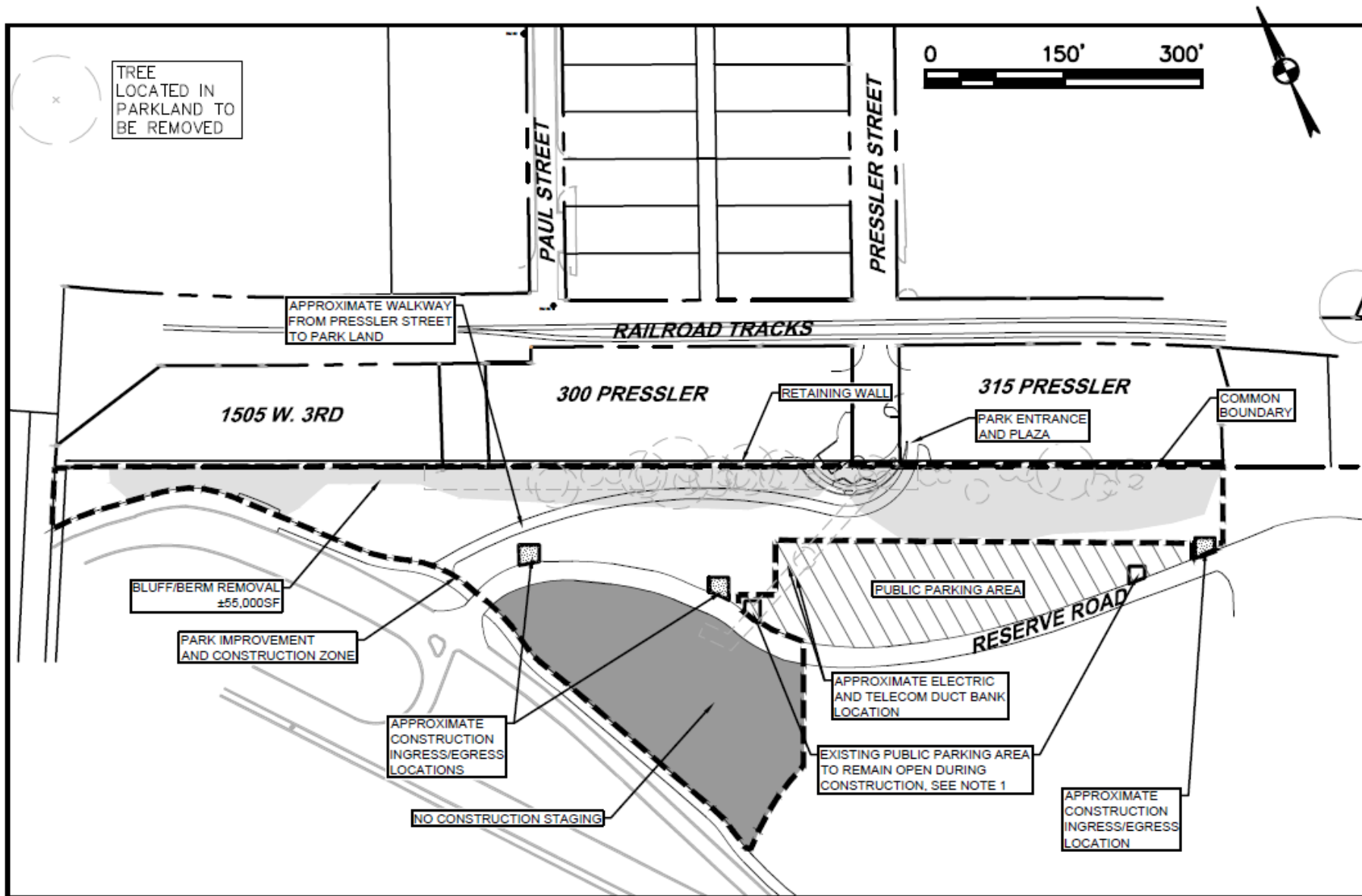
LAND USE GOAL 3.00 Require all city land uses, construction projects, programs and operations to achieve the highest degree of compatibility with Town Lake.

Policy 3.05 Place all existing and future electric transmission lines underground when feasible.

Policy 3.02 Require participation of the Parks and Recreation Department in the design of all Public Works projects affecting Town Lake and the urban creeks.

Planned Project:

- Will bury existing overhead AE power lines.
- Extensive coordination with PARD on Parkland Improvement Agreement.



NOTES:

NOTE 1: CONTRACTOR TO STABILIZE PUBLIC PARKING AREA ENTRANCE/EXIT PRIOR TO CONSTRUCTION.

NOTE 2: ANY DAMAGE TO RESERVE RD CAUSED BY CONSTRUCTION ACTIVITY SHALL BE REPLACED TO EXISTING CONDITION OR BETTER.

NOTE 3: NO CONSTRUCTION DELIVERY OR HAULING ON WEEKENDS OR AFTER 4PM M-F WITHOUT PRIOR AUTHORIZATION BY PARO WITH A TWO-WEEK ADVANCED

LANDDEV

CONSULTING, LLC
4201 WEST PARKER LN., SUITE C-100
AUSTIN, TX 78727
TEL: 512-872-9595

**EXHIBIT B IMPROVEMENT PLAN
3RD STREET & PRESSLER**

2020-06-19

Promotion of the 1986 Town Lake Corridor Study's Goals and Policies

LAND USE GOAL 4.00 Foster a cooperative atmosphere in the corridor for the City, neighborhoods, and private landowners to work jointly to realize potential of the waterfront.

Policy 4.02 Assure waterfront design is sensitive to existing neighborhoods and allows for extensive citizen review.

Policy 4.04 Encourage the development of public/private and non-profit partnerships to achieve mutual goals and objectives, sensitive to optimizing the public interest.

Planned Project:

- Supported by OWANA.
- Worked with PARD, AWU, AE, and ATD since 2017.
- Community Facilities Agreement.
- Quiet Crossing and Safety Enhancement Agreement.
- Will replace and upgrade old water and wastewater lines that will serve the Old West Austin neighborhood (not just the project property), including via 6 borings under the railroad tracks.

Promotion of the 1986 Town Lake Corridor Study's Goals and Policies

ZONING GOAL 5.00 Improve zoning in the Town Lake Corridor and along the urban creeks to achieve maximum pedestrian scale, highest degree of land use compatibility, and extraordinary urban design.

Policy 5.03 Eliminate all industrial zoning from the Corridor with appropriate downzoning; remove all other permitted uses that are not compatible with the waterfront.

Action 2.03 Consider downzoning of properties along the Southern Pacific railroad from LI (Light Industrial) to a more compatible zone district, such as multi-family, office or retail.

Planned Project:

- Proposed PDA zoning would prohibit all industrial uses.
- Project is for a multi-family use with an office or retail component.
- Project would provide new access for pedestrians and include extensive pedestrian amenities, with a mixed-use, high-quality design appropriate for an urban area.

Promotion of the 1986 Town Lake Corridor Study's Goals and Policies

ACCESS GOAL 6.00 Provide maximum visual and physical access to the waterfront; encourage pedestrian access to and use of the corridor.

Policy 6.05 Design street ends to relate to the waterfront.

Policy 6.06 Encourage land uses which reduce dependency on the automobile.

Policy 6.07 Encourage land uses which are of a pedestrian scale and pedestrian oriented.

Policy 6.08 Locate parking structures underground whenever possible.

Policy 6.13 Award density bonuses for projects which underwrite capital/operating expenses to expand transit routes or provide pedestrian/bicycle amenities.

Planned Project:

- Project would address issue stated in the Corridor Study: “... There is also poor pedestrian access to the waterfront from old West Austin.”
- The current dead-end of Pressler Street is to be extended so that it will relate and provide access to the waterfront for pedestrians, cyclists, and runners.
- Parking to be subterranean only.
- Substantial roadway, trail, and sidewalk improvements at applicant's expense will create new north-south access to bus routes on E. 5th and E. 6th Streets, the Lance Armstrong Bikeway, and the Hike and Bike Trail.

Promotion of the 1986 Town Lake Corridor Study's Goals and Policies

PARKLANDS GOAL 8.00 Demonstrate a commitment to pursuit of excellence in waterfront design and development, using superior materials and sophisticated management to create a quality water's edge for all citizens.

Policy 8.01 Provide for a variety of suitable opportunities in keeping with the design theme of Town Lake, especially for users with disabling conditions.

Policy 8.03 Encourage maximum pedestrian use of the Corridor.

Planned Project:

- Reputable developer (Riverside Resources) with proven record of providing excellent building designs with superior building materials.
- Extensive new pedestrian amenities will meet or exceed ADA requirements and will be accessible to people of all abilities.

Promotion of the 1989 *Town Lake Comprehensive Plan*

- The Town Lake Corridor Study called for “a long-range comprehensive plan for the Corridor.”
- The resulting Town Lake Comprehensive Plan identified issues and set forth goals that the proposed project would help to address, including:
 - “Downtown-oriented housing for professionals, employees, and students was perceived to be a strong need by almost all sectors interviewed.”
 - “Presently, the Town Lake parklands and the image of the total Corridor suffer from a lack of continuity.”
 - “Existing amenities should be enhanced and expanded, including Hike and Bike Trail extensions and crossings.”
 - “Roadways and pedestrian paths should make the lake more accessible physically and visually.”



PRESSLER EXTENSION / LAMAR BEACH - BIRD EYE VIEW SOUTH



PRESSLER STREET PLAZA AND TRAIL



75' HEIGHT
6 LEVELS

HEIGHT COMPARISON | 60' VS 75'



60' HEIGHT
5 LEVELS



75' HEIGHT
6 LEVELS