

May 25, 2021

Prepared for Scoring Criteria Working Group by City Staff

The following is taken from the appendix of the “East 11<sup>th</sup> and 12<sup>th</sup> Street Development Strategy” technical report prepared for the City in 2012. Engagement for this report consisted of multiple public meetings, an online survey and stakeholder interviews. Below are items from Appendix E: Public Engagement Summary that relate to the use of Block 16 and 18 on East 11<sup>th</sup> Street. However, the appendix has a good overview of the engagement and major takeaways that should be reviewed for context.

### Public Meeting #1

Survey:

| Corridor Priorities                           | 11th St  | 12th St  |
|---|----------|----------|
| Small Business / Local Business Establishment | 1 (1.3)  | 2 (1.2)  |
| Neighborhood Serving Businesses               | 2 (1.3)  | 1 (1.2)  |
| Mixed Use Projects                            | 3 (1.4)  | 4 (1.4)  |
| Public Transportation                         | 4 (1.5)  | 9 (1.8)  |
| Restaurant/Entertainment Destination          | 5 (1.6)  | 11 (1.9) |
| Historical Preservation                       | 6 (1.6)  | 7 (1.7)  |
| Affordable Housing                            | 7 (1.8)  | 10 (1.9) |
| Beautification of Blighted Parcels            | 8 (1.9)  | 6 (1.6)  |
| Market Rate Housing                           | 9 (2.0)  | 8 (1.7)  |
| Infrastructure Upgrades & Improvements        | 10 (2.1) | 3 (1.3)  |
| Sidewalk Improvements                         | 11 (2.1) | 5 (1.5)  |
| Gateway to Austin                             | 12 (2.2) | 13 (2.7) |
| Attract people from other parts of Austin     | 13 (2.5) | 12 (2.6) |

From summary of comments:

“Respondents tend to live near 11th Street and go to businesses on 11<sup>th</sup> Street, which is consistent with development and services offered in the respective corridors.”

### Stakeholder Interviews

- Dispose of City Land. Most of the city-owned land was purchased with Federal money and comes with many restrictions for development including land use and financing limitations. The City did not develop it within a timely manner, and residents do not trust the City to develop the properties in the ways they want. There was mention of a mismanagement of funds. Others felt the City spent too much on projects for 11<sup>th</sup> Street and now there is no funding projects on 12<sup>th</sup> Street.
- A rental or rent-to-own component could be successful in the neighborhood. An affordable housing developer said he has a waiting list, a for-profit developer said the rental-market is strong now, and another developer believed that rent-to-own development would allow young

professionals to get emotionally invested in the area before being financially capable of owning their own home.

- Those active in the community want to be sensitive to gentrification and displacement. Some residents wanted to explore property tax relief for those who have lived in the community for years as part of the development strategy.
- Those who have lived the community for years want development to preserve and promote the local businesses. The leaders of African American heritage organizations want to preserve the history of the neighborhood while adapting to the current needs of the broader community.
- Most stakeholders identified a need for healthy eating options like a grocery store and health-conscious restaurants.
- A few stakeholders want to see more services provided for the poor and needy in the community. They want to see the crime problems addressed instead of simply moved to another part of the City. They expressed an interest in developing facilities to provide job training and transitional support within the corridor.
- Most agree that the neighborhood should be mixed use. Many stakeholders envision mixed-use development for all new buildings in the corridor which one thought mixed-use should be horizontal; it would be easier for developers to finance mixed uses next to, instead of on-top of, each other.

Online Survey

Additional information about the demographics of the survey respondents included in the report.

**Question 12. What type of retail and services would you like to have in the corridor?  
Please check all that apply.**

| Answer Options                           | Response Percent         | Response Count |
|--|--------------------------|----------------|
| Groceries;                               | 90.4%                    | 104            |
| Dry cleaning/laundry;                    | 40.0%                    | 46             |
| Coffee shops;                            | 74.8%                    | 86             |
| Fast/take-out restaurants (or trailers); | 45.2%                    | 52             |
| Sit-down restaurants;                    | 87.8%                    | 101            |
| Banking;                                 | 37.4%                    | 43             |
| Medical/dental offices;                  | 44.3%                    | 51             |
| Clothing stores;                         | 52.2%                    | 60             |
| Beauty services;                         | 33.9%                    | 39             |
| Other (please specify)                   |                          | 20             |
|  | <i>answered question</i> | 115            |
|  | <i>skipped question</i>  | 15             |

**Question 14: What would you like to see more of on East 11th and 12th Streets?**  
 (open-ended question with figures below representing the number of respondents who mention various issues)

|                                   | Response Percent | Response Count |
|-----------------------------------|------------------|----------------|
| A Grocery Store                   | 24.2%            | 24             |
| Streetscape Improvements          | 16.2%            | 16             |
| Local Serving Retail              | 38.4%            | 38             |
| Preservation of Current Character | 7.1%             | 7              |
| Small Businesses                  | 19.2%            | 19             |
| Mixed Use Development             | 12.1%            | 12             |
| Pedestrian Friendly               | 7.1%             | 7              |
| Affordable Housing                | 9.1%             | 9              |
| Other                             | 16.2%            | 16             |
| <i>answered question</i>          |                  | <b>99</b>      |
| <i>skipped question</i>           |                  | <b>31</b>      |

**Question 15: What would you like to see less of on East 11th and 12th Streets?** (open-ended question with figures below representing the number of respondents who mention various issues)

|                           | Response Percent | Response Count |
|---------------------------|------------------|----------------|
| Crime                     | 50.5%            | 52             |
| Vacant Buildings and Lots | 24.3%            | 25             |
| Bars                      | 10.7%            | 11             |
| Affordable Housing        | 10.7%            | 11             |
| Big-box/Chain Retail      | 4.9%             | 5              |
| City Land                 | 4.9%             | 5              |
| Other                     | 14.6%            | 15             |
| <i>answered question</i>  |                  | <b>103</b>     |
| <i>skipped question</i>   |                  | <b>27</b>      |