




MEMORANDUM

To: Mayor and Council Members

From: Rosie Truelove, Director 
Housing and Planning Department

Date: June 1, 2022

Subject: Update on Council Resolution No. 20190523-029 regarding Palm District Planning Initiative

This memorandum serves to update City Council regarding Resolution No. [20190523-029](#) directing the City Manager to create the Palm District Master Plan, designating the Fifth Street Mexican American Heritage Corridor, negotiating options for public ownership and operation of the Palm School and surrounding site, providing funds for the Rainey Street District Fund, expanding the Austin Convention Center, and creating a Tourism Public Improvement District. In order to allow sufficient opportunity for public engagement in the context of the on-going public health emergency, staff is extending the timeline for this project to November 30, 2022.

As directed by the resolution, staff provided an overall work program to City Council in [July 2019](#), provided a modified work program in [October 2019](#), and provided an update in [April 2021](#). The Housing and Planning Department continues to convene a regular coordination meeting across all involved city departments, continues to partner with several key stakeholders including the Downtown Austin Alliance and Travis County, and continues to engage community stakeholders in development of deliverables in support of the overall Palm District Planning Initiative.

Staff kicked off the visioning phase of the planning process with launch of an interactive website in May 2021, held successful community visioning forums in June 2021, and hosted a team from the national American Institute of Architects for a series of AIA-led virtual events culminating in AIA recommendations for the district in July 2021. Since July 2021, staff has retained a public engagement consultant who has conducted targeted outreach to east Austin thought leaders and others with historic and cultural ties to the district. The findings from all visioning activities were shared with the public in a Listening Report published November 2021, and in March 2022, staff

released a high-level draft vision framework for the district, which is currently available for review and feedback. More information about the Palm District Planning Initiative, including all deliverables released so far can be found at <http://www.speakupaustin.org/palmdistrict>.

Over the next several months, Housing and Planning department staff will continue to work with stakeholders and partners to refine the vision framework, evaluate possible future scenarios, and to identify next steps to achieve the outcomes of the vision framework, with a goal of presenting a draft policy plan for the Palm District by the end of summer 2022.

If you have any questions, please contact me at 512-974-3064 or rosie.truelove@austintexas.gov or Erica Leak, Development Officer, at 512-974-9375 or erica.leak@austintexas.gov.

cc: Spencer Cronk, City Manager
 J. Rodney Gonzales, Assistant City Manager