



## Recommendation for Action

**File #: 22-3346, Agenda Item #: 22.**

11/3/2022

### **Posting Language**

Set a public hearing to consider an ordinance adopting the Palm District Plan as an element of the Imagine Austin Comprehensive Plan. (Suggested date: December 1, 2022, Austin City Hall, 301 W. Second Street, Austin, Texas 78701.).

### **Lead Department**

Housing and Planning.

### **Fiscal Note**

This item has no fiscal impact.

### **Prior Council Action:**

Initiated by City Council Resolution 20190523-029.

Council Sponsors: Council Member Kathie Tovo, Council Member Sabino 'Pio' Renteria, Mayor Steve Adler, Mayor Pro Tem Delia Garza, Council Member Natasha Harper-Madison.

On May 23, 2019, City Council issued a resolution that directed staff to develop a small area plan for the eastern edge of Downtown: the Palm District.

### **For More Information:**

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### **Council Committee, Boards and Commission Action:**

Planning Commission - To be reviewed on November 8, 2022.

### **Additional Backup Information:**

The planning process formally kicked off in May 2021, and staff has engaged community through a number of methods, including:

- SpeakUpAustin! website (<https://www.speakupaustin.org/palmdistrict>)
- On-line and paper surveys in English and Spanish
- A Palm District on-line interactive map
- Social Media and E-mail newsletter
- Courtesy notification postcard to residents and businesses
- June 2021 Virtual Community Visioning Forums
- July 2021 American Institute of Architects Virtual Design Workshops
- Recordings of all the virtual events to the SpeakUpAustin! website
- Ongoing, targeted outreach to Austin's Mexican American community leaders and longtime residents

through interviews and focus groups.

To summarize the collective results of all engagement efforts, Housing and Planning staff created the *Listening Report: What We Heard During the Visioning Phase*. Staff next reviewed and analyzed the community input to develop the draft plan's major themes. These findings were released in February 2022 in the *Draft Vision Framework*.

In August 2022, a series of four in-person workshops, hosted by the Downtown Austin Alliance (DAA), were held at the Neal Kocurek Memorial Austin Convention Center. A design team from Asakura Robinson led community stakeholders through several scenario planning exercises. Based on those results, through conversations with stakeholders, and a review of previous plan materials, the consultant team developed scenarios based on three different themes: Live, Work, and Play. Staff are currently soliciting input on those scenarios through a public survey. The draft plan will reflect a preferred scenario that aligns with the Draft Vision Framework and is guided by public input..

**Strategic Outcome(s):** Economic Opportunity and Affordability, Mobility, Health and the Environment, Culture and Lifelong Learning, Government that Works for All.