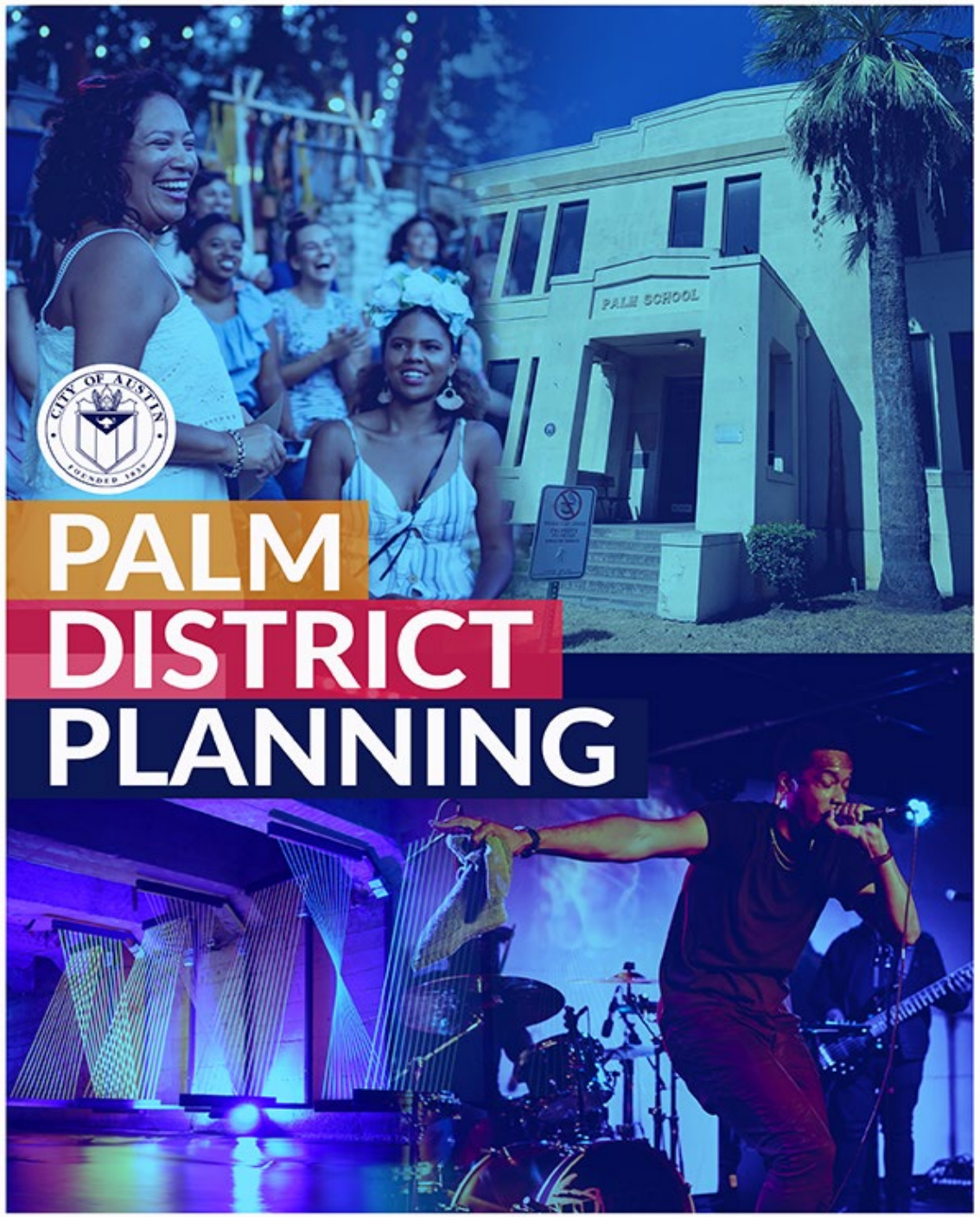


Palm District Planning Initiative

ESB-MACC Board

November 2, 2022

HOUSING & PLANNING

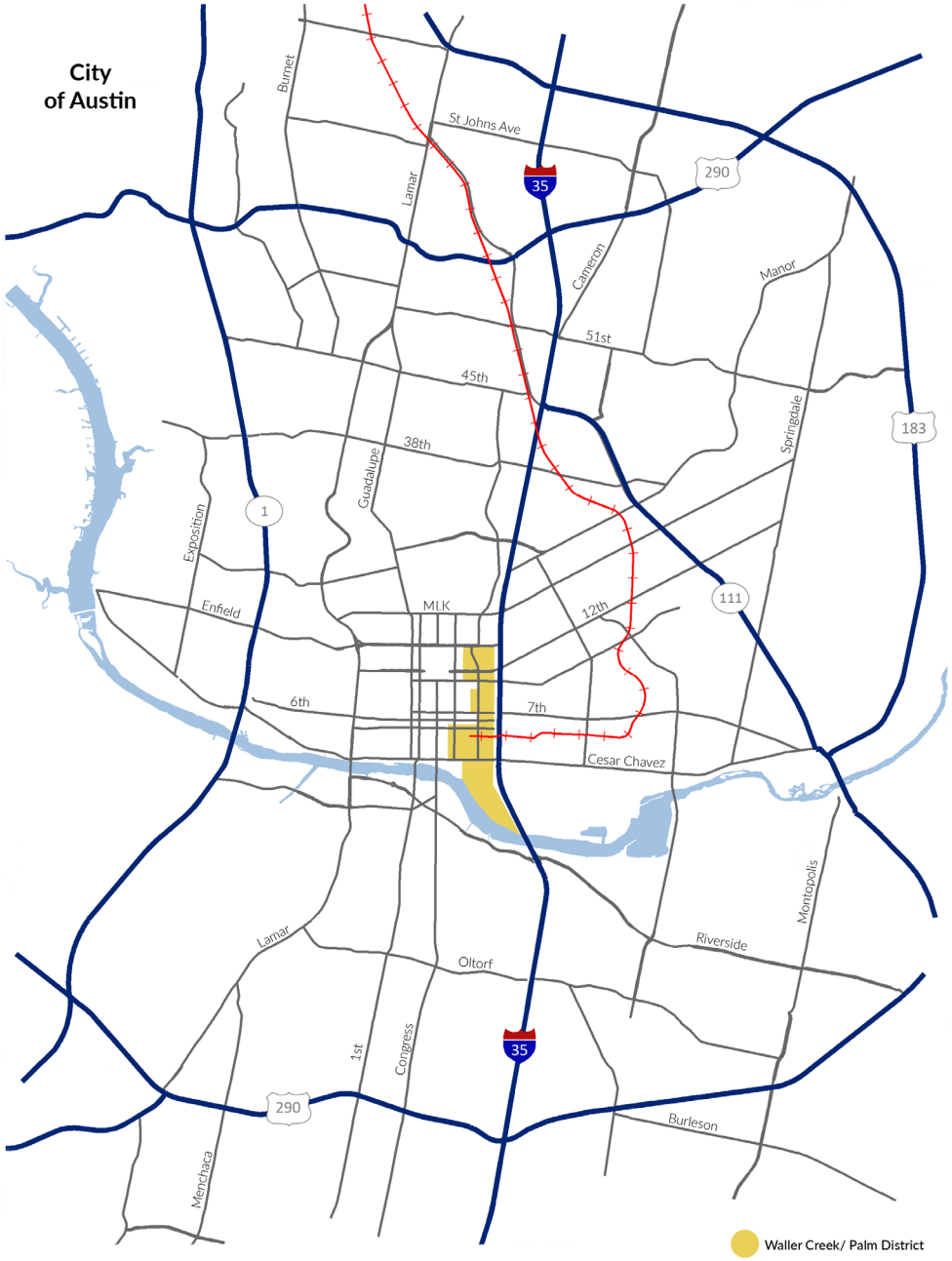
Content

- Background and Study Area
- What We Heard
- Vision and Scenarios
- Implementation/Next Steps

Background and Study Area

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Develop a shared vision for a complex, culturally rich, and rapidly transforming part of downtown Austin.





PALM DISTRICT PLANNING

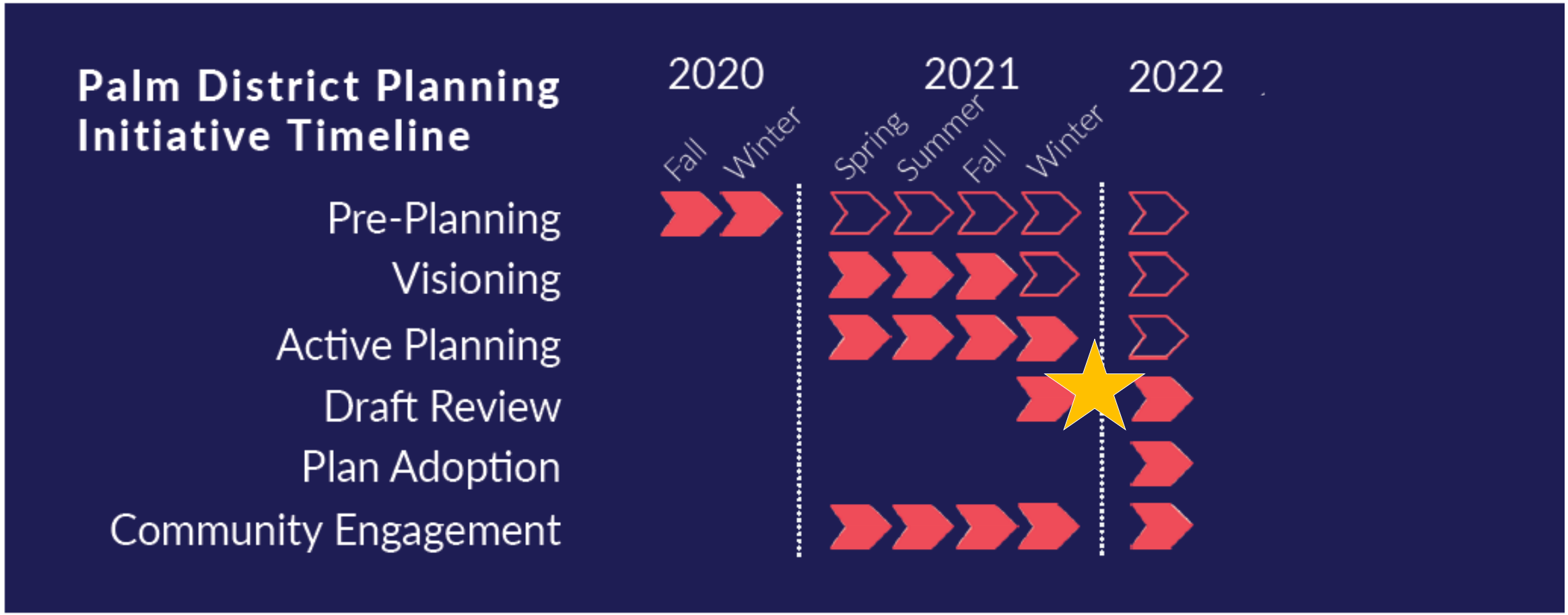
Resolution 20190523-029

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



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WE ARE HERE



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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

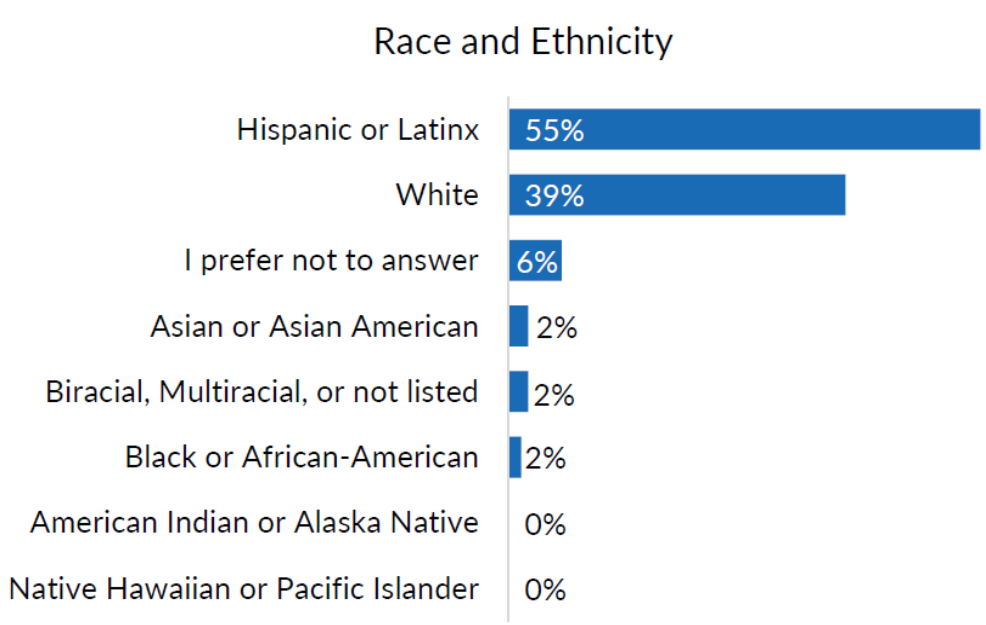
What We Heard

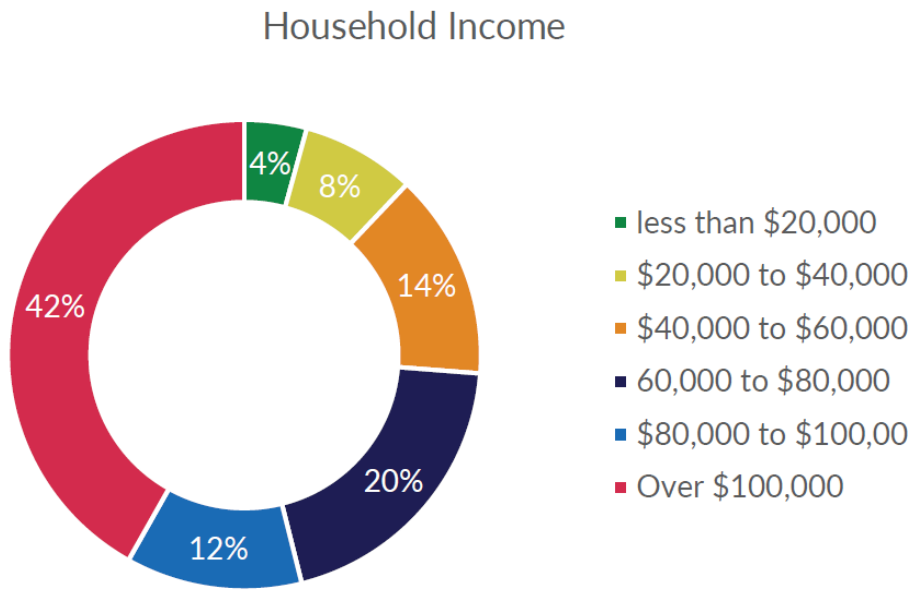
HOUSING & PLANNING

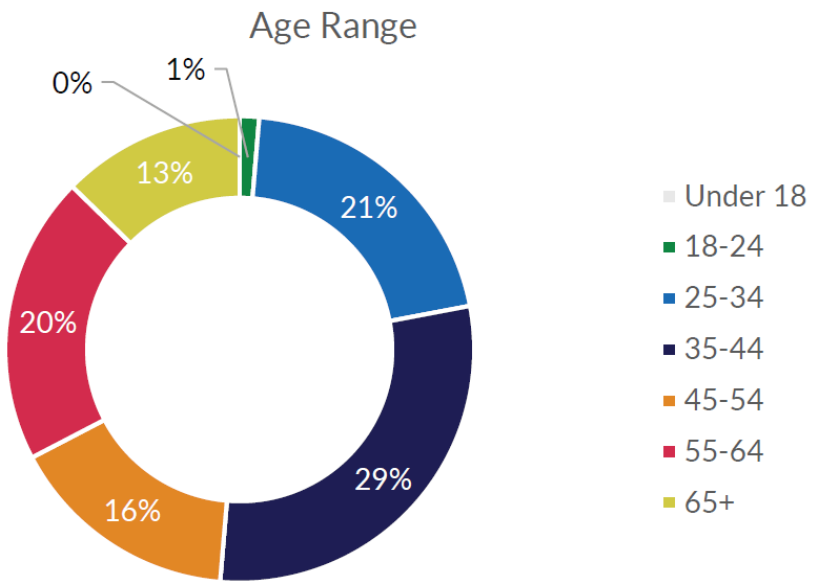
Participants

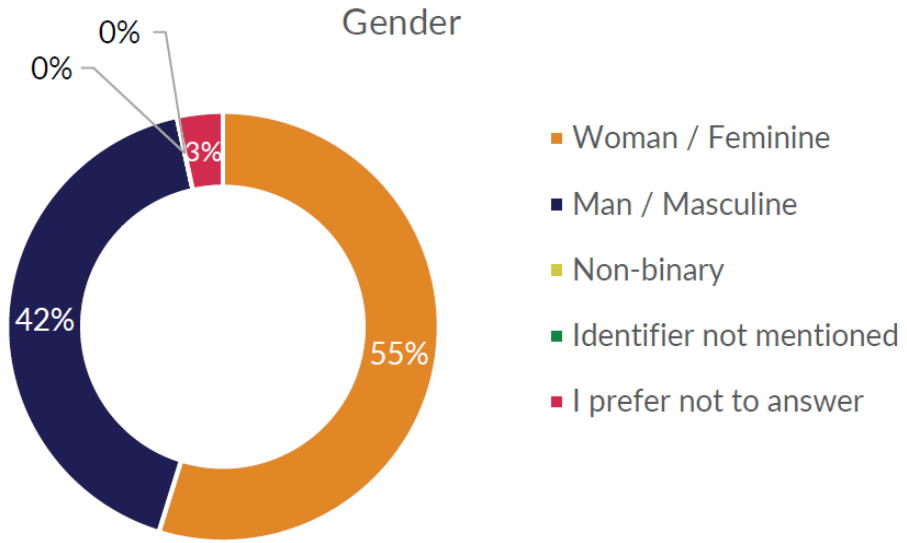
- **Visits to SpeakUp Austin! Webpage:** 3,600
- **Survey Responses:** 700+ (3 Surveys)
- **Visioning Forum Attendees:** 150+
- **Targeted East Austin Outreach:** 75 + (Individuals and Organizations)
- **AIA Event Participants:** 60+
- **Interactive Map Responses:** 25+

Survey Demographics









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Visioning Forums



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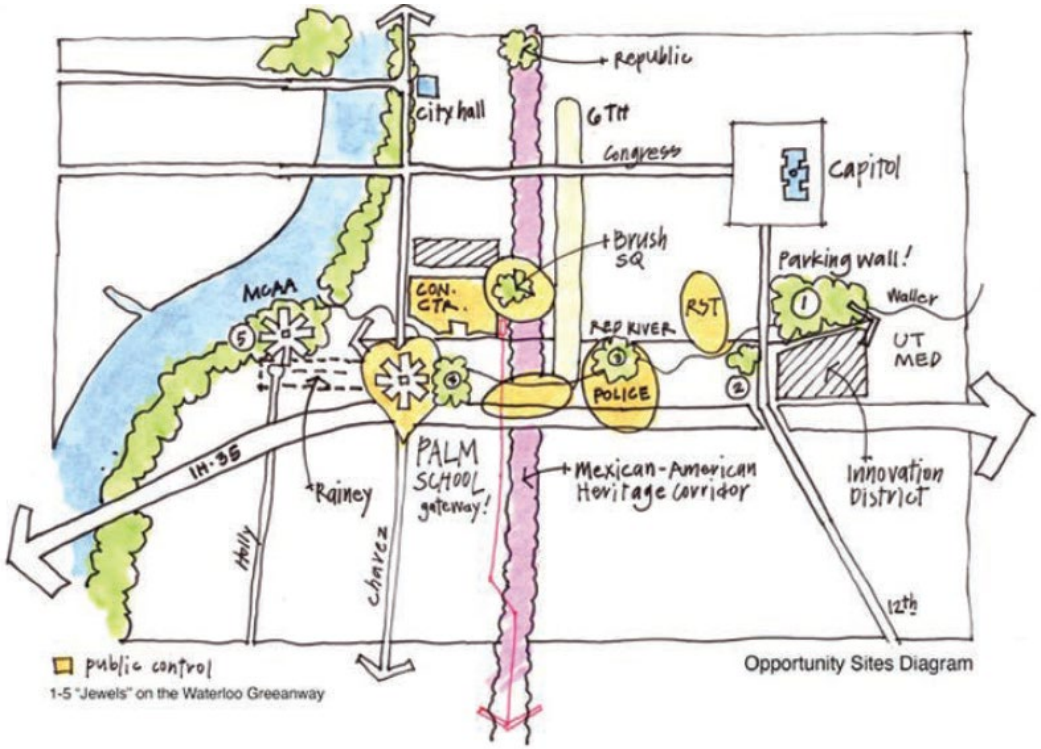
Targeted East Austin Engagement:

- La Raza Roundtable
- Current and Former Elected Officials
- Greater Austin Hispanic Chamber of Commerce
- Tejano Democrats
- Palm School Alumni
- The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC)
- La Pena Arts, Inc.
- Mexic-Arte
- Nuestro Grupo/Academia Cuauhtli
- AHMIGA (Latina civic and social networking organization)
- Café Con Letras
- L.A.C.E.
- PODER
- Long-time East Austin residents

American Institute of Architects Recommendations:



The AIA report included a rendering of a potential gateway to Downtown through the Palm District highlighting the Mexican American heritage of the area.



Vision and Scenarios

VISION

The Palm District is a vibrant historic hub of downtown where the past is honored, culture is celebrated, and the future is shaped.



Dense transit-oriented development is balanced with history and natural spaces creating physical connections that invite people to move easily to and through the district.



The district is a dynamic place, growing and evolving, while actively retaining families and individuals who have traditionally called this place home.

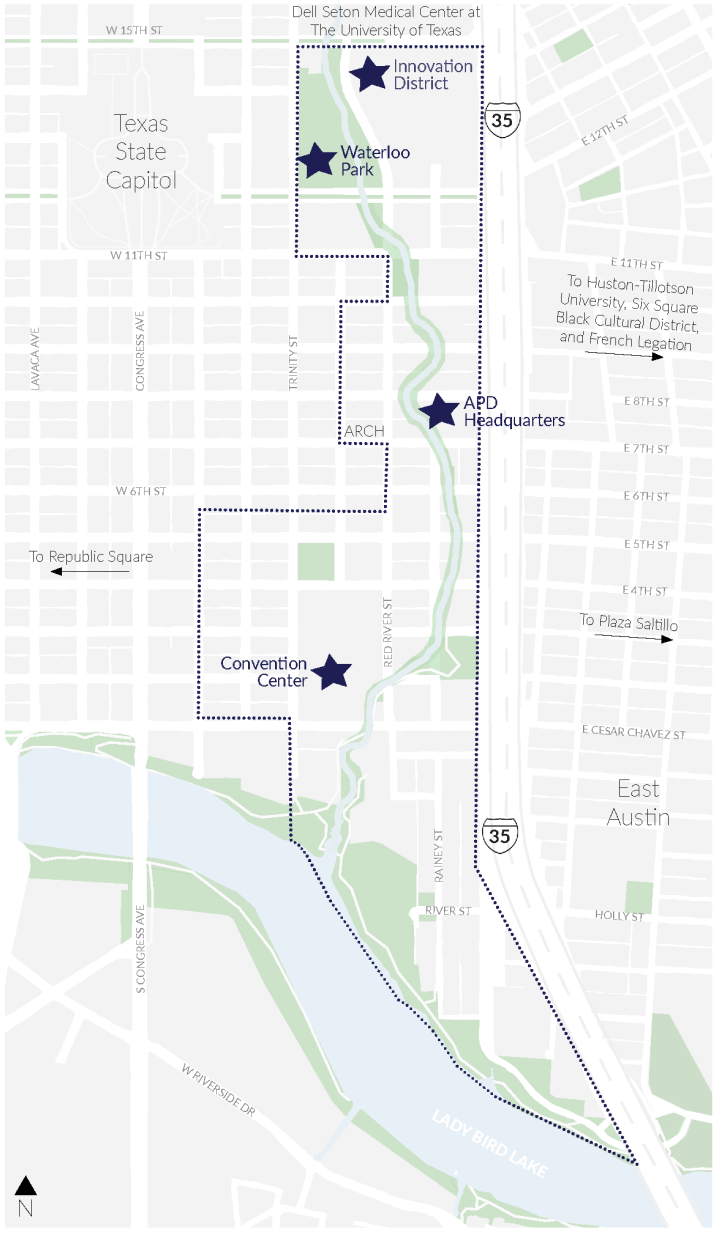


Creativity and innovation are cultivated, and people from Austin and beyond are welcome to live, relax, work, play, learn, and connect with others.



INCLUSIVE GROWTH

Growth in the district will provide a prosperous future for longtime and recent residents and for established and new businesses.



INCLUSIVE GROWTH
VISION FRAMEWORK

- Key Opportunities
- Palm District
- Parks
- Waterways

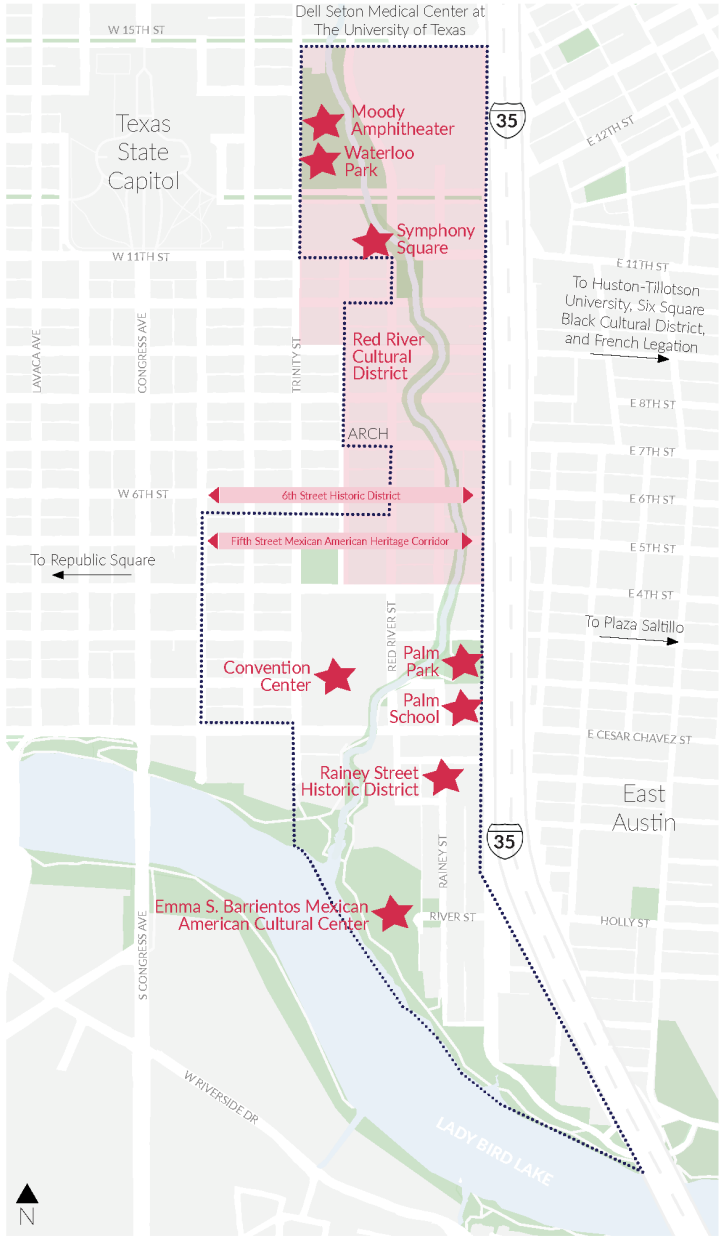
INCLUSIVE GROWTH
PARTNERS & COORDINATION RESOURCES

- Capital City Innovation District
- Waterloo Greenway Conservancy
- Austin Convention Center
- Downtown Austin Alliance
- Travis County
- Homeless support services providers
- Housing Authority of City of Austin
- Austin Economic Development
- Waller Creek Local Government Corporation

CULTURE



The district will become a destination that celebrates its multi-cultural heritage.



CULTURE
VISION FRAMEWORK

- Key Opportunities
- Key Corridors
- Palm District
- Parks
- Waterways

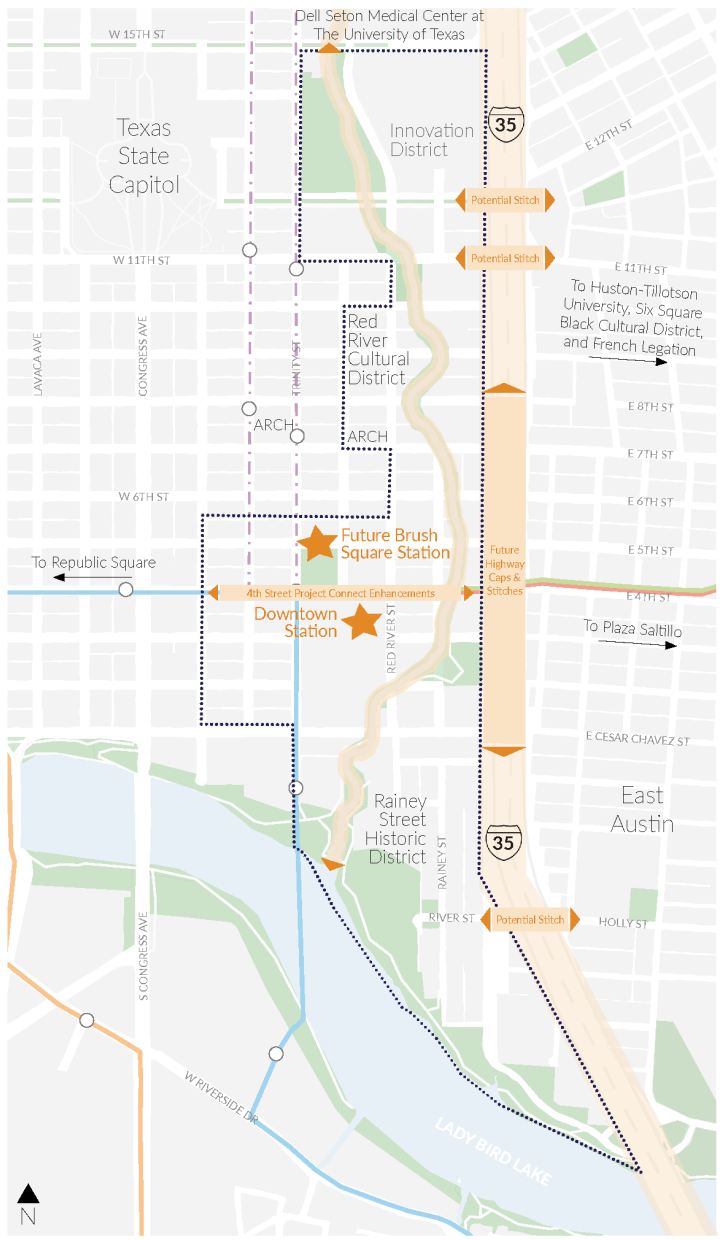
CULTURE
PARTNERS & COORDINATION RESOURCES

- Austin Convention Center
- Emma S. Barrientos Mexican American Cultural Center
- George Washington Carver Museum
- Huston-Tillotson University
- Six Square Cultural District
- Red River Cultural District
- Mexic-Arte
- La Peña
- Tejano Trails
- Waterloo Greenway Conservancy
- Travis County
- Downtown Austin Alliance
- Preservation Austin
- Austin Parks & Recreation
- Austin History Center
- Austin Economic Development
- Visit Austin
- Waller Creek Local Government Corporation

CONNECTION



Physical, cultural and social connections will be strengthened within downtown and between East Austin and downtown.



CONNECTION
VISION FRAMEWORK

- Key Opportunities
- Key Corridors
- Palm District
- Parks
- Waterways
- I-35 Redesign
- Project Connect Light Rail
- Project Connect MetroRail
- Project Connect Transit Stations
- Project Connect MetroRapid (BRT)

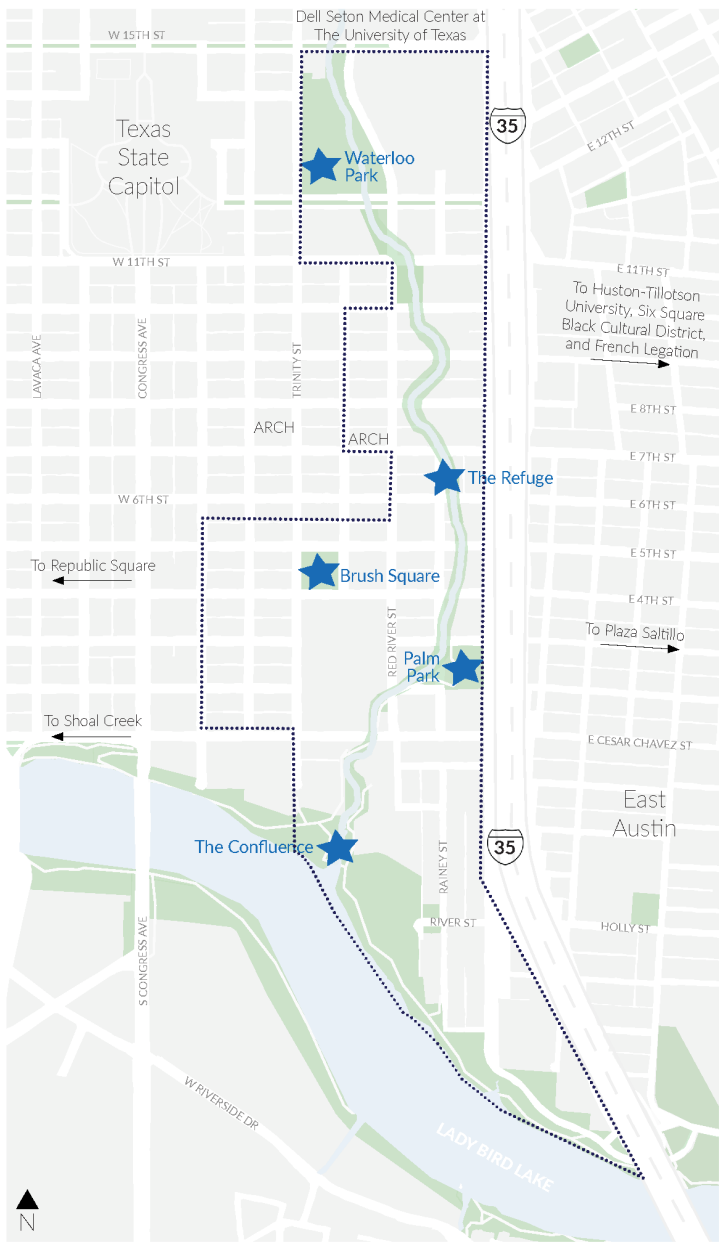
CONNECTION
PARTNERS & COORDINATION RESOURCES

- CapMetro
- Austin Transit Partnership
- Waterloo Greenway Conservancy
- Austin Transportation
- Downtown Austin Alliance
- Austin Energy
- Austin Watershed Protection
- Austin Water
- Austin Parks & Recreation
- Waller Creek Local Government Corporation

NATURE



The natural environment will be preserved and enhanced by restoring existing natural and open spaces and pursuing high standards of sustainable design and development with a focus on green infrastructure.



NATURE
VISION FRAMEWORK

- Key Opportunities
- Palm District
- Parks
- Waterways

NATURE
PARTNERS & COORDINATION RESOURCES

- Waterloo Greenway Conservancy
- Waller Creek Local Government Corporation
- Austin Parks & Recreation
- Austin Watershed Protection
- Austin Public Works
- Austin Office of Sustainability
- Trails Foundation

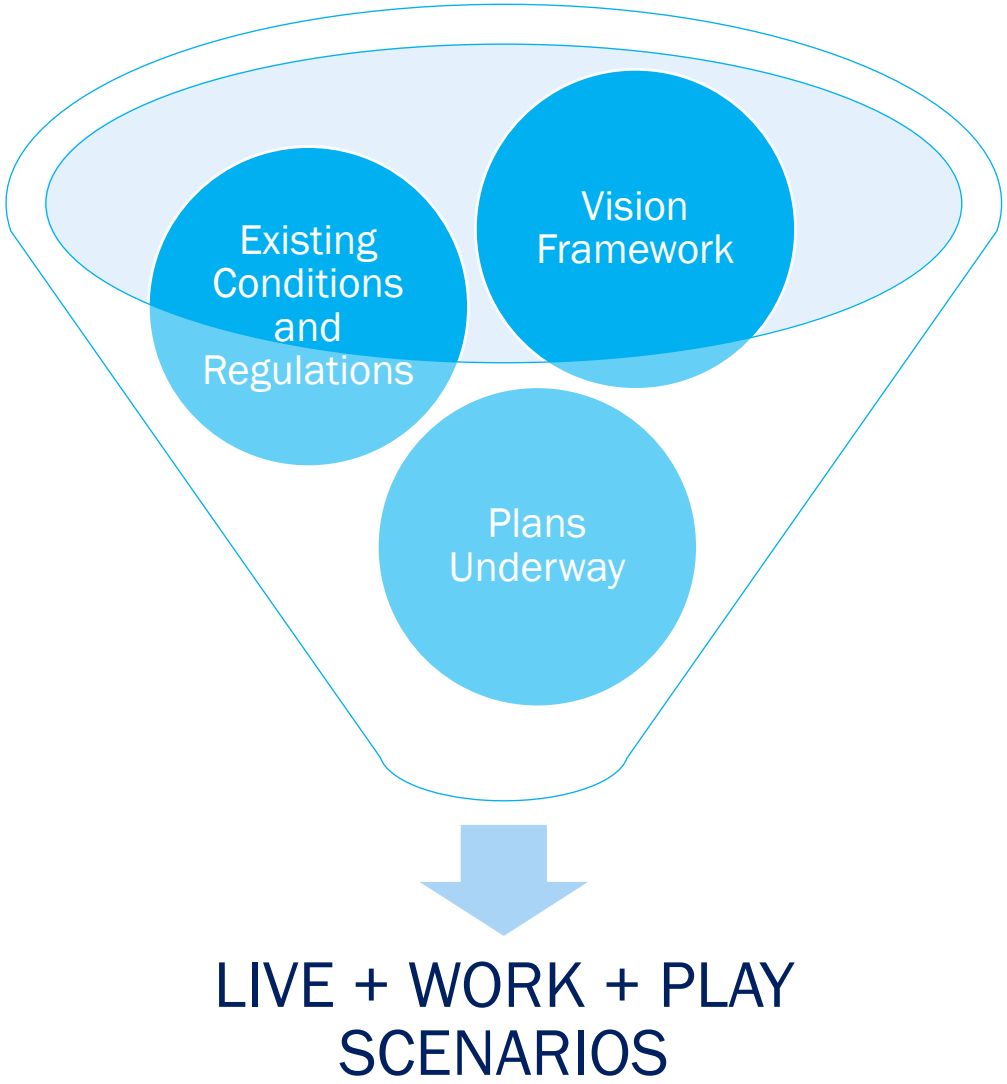
Desired Outcomes....

Inclusive Growth	Create opportunities to use publicly-owned properties for dense, mixed-income housing, places for cultural celebration, and to preserve those sites that are of historical, social, and cultural significance.
Culture	Preserve performance venues in the Red River Cultural District through incentives, public private partnerships, and regulatory tools such as transfer of development rights, historic and landmark designations, and the Iconic Venue Fund.
Connection	Leverage the lowering and replacement of I-35 to create better and more attractive connections between East Austin and the District.
Nature	Improve the Waterloo Greenway, south of Palm Park to the Confluence, through lighting, interpretive signage, and other amenities to invite visitors and residents to explore and experience Waller Creek.

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Scenario Development

- Partnership with Downtown Austin Alliance and Asakura Robinson
- Scenario Planning Workshops August 2022
- 3 Thematic Scenarios: Live, Work, Play



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Scenario Ranking and Feedback

- Scenarios Survey
- Feedback:
  - Preference for Live Scenario
  - Add Housing
  - Decrease Office
  - Support Cultural Uses

PREFERRED SCENARIO

Putting it All Together



LEGEND

Goods / Services
- *Food/ Restaurants*
- *Bar/Pub*
- *Food Truck/ Street Vendors*
- *Retail*
- *Health Services*

Residential
- *Low Income*
- *Market Rate*
- *Mixed Income*
- *Hotel*

Office
- *Artist Studio/ Creative Office*
- *Mixed Use: Office, Hotel, Residential*

Cultural
- *Music Venue*
- *Theatre*
- *Visitors Center*

Open Space
- *Park*
- *Trail Connections*

Connectivity
- *Streetcar*
- *Waterloo Greenway Trail*
- *Project Connect Blue Line*
- *Project Connect Red Line*
- *Project Connect Green Line*
- *Project Connect Purple Line*
- *Project Connect Gold Line*

Other
- *Parking*
- *Project Connect Stations*
- *Streetcar Improvements*
- *Sidewalk/Streetscape Improvements*

Implementation

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Recommendations

Timing → 1-3 YEARS

Sponsor

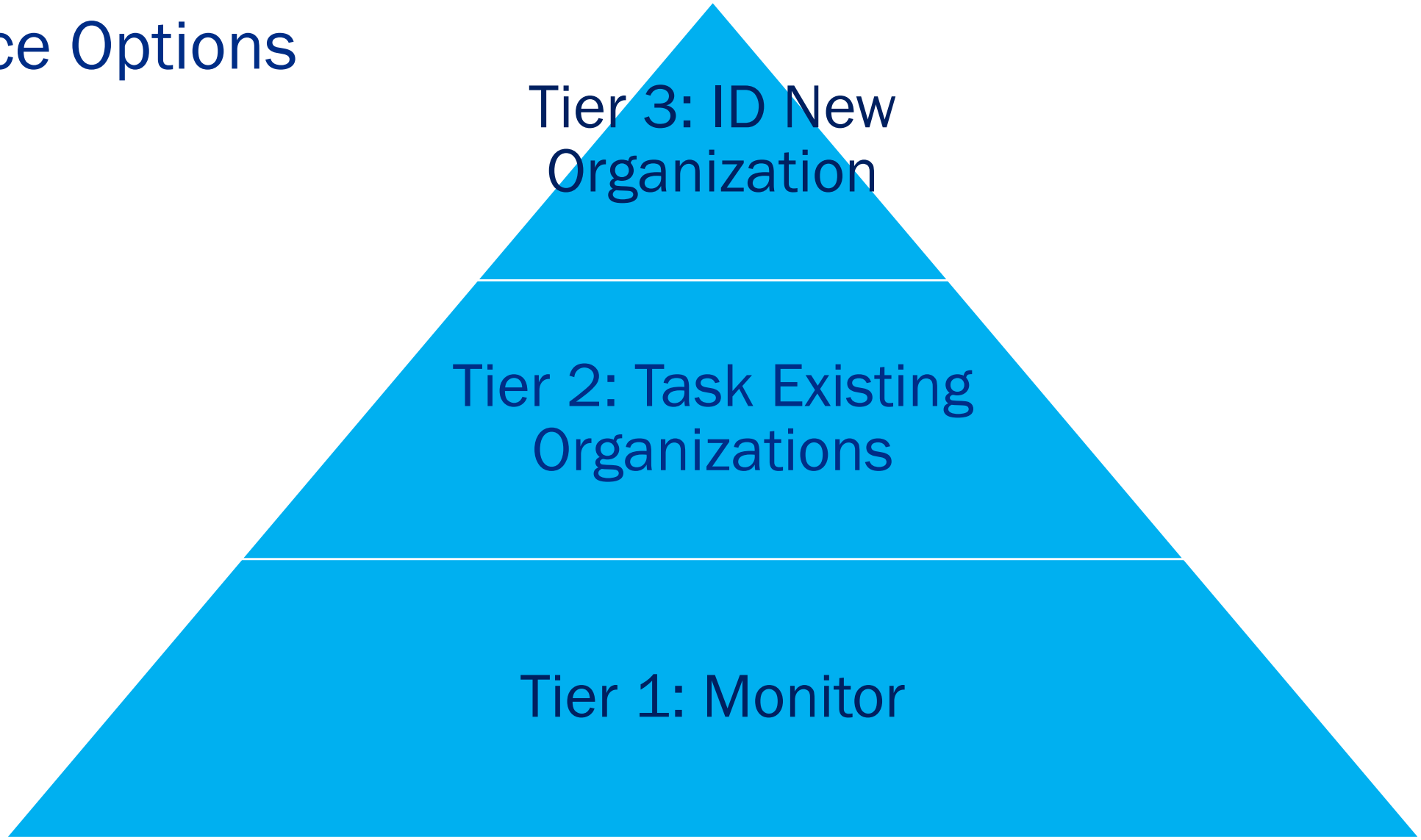
Theme

Recommendation

#	Recommendation	Sponsor (s)	Theme/Outcomes
CLTR_3	Create opportunities for cultural spaces to locate at the expanded Convention Center , Innovation District, and the Palm School site and through the redesign of Palm Park.	Convention Center, Capital City Innovation, Travis County, FSD-Real Estate, PARD,	Culture
CLTR_5	Incorporate cultural uses and programming into the Palm School site in addition to site resto-ration.	Travis County	Culture
CLTR_7	Ensure I-35 Cap & Stitch alternatives incorpo-rate cultural uses that provide space for diverse communities	CPO, PARD	Culture
CLTR_8	Implement the Heritage Wayfinding for African American Cultural Heritage District and include points of interest such as Freedman Communi-ties found within and near the Palm District.	EDD	Culture
CLTR_11	Create opportunities for the implementaion of the 5th Street Mexican-American Heritage Corridor and larger Mexican-American Cultural District.	EDD	Culture
IG_1	Incentivize new development to include ground floor retail spaces to provide opportunities for: local-serving goods, services, entertainment, and cultural spaces to foster complete communities in the Palm District.	HPD	Inclusive Growth

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Governance Options



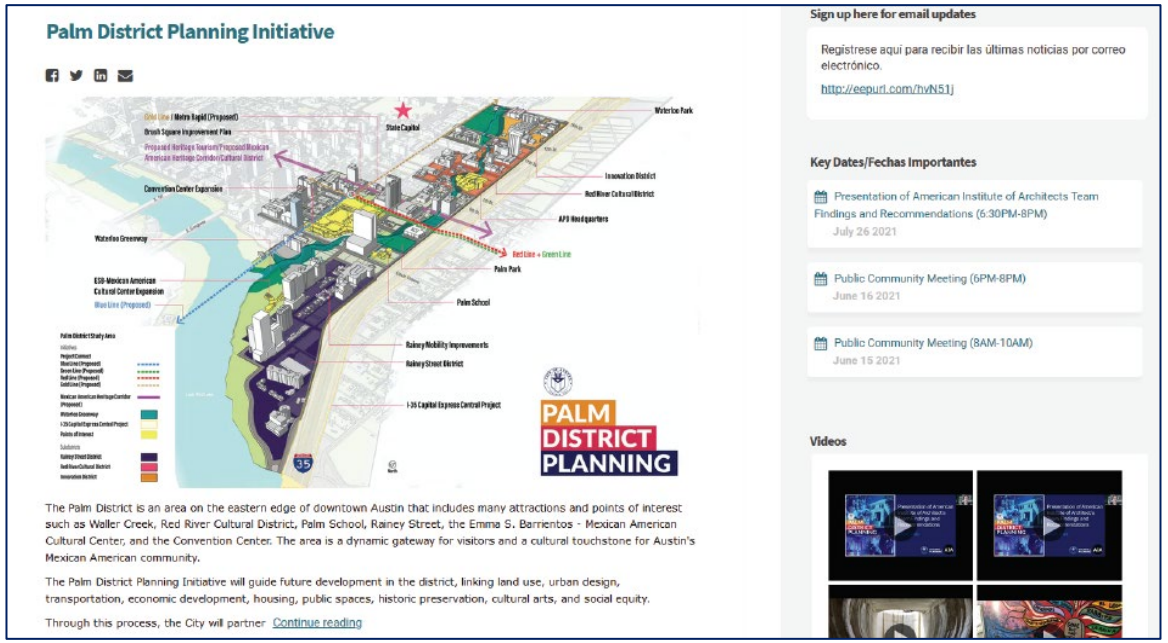
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Looking Forward: “Bold Moves”

- Execute Council Approved Vision for Waterloo Greenway
- Bolster the Red River Cultural District and the “Live Music Mile”
- Stay Focused on Cap and Stitch and IH 35 Frontage Roads
- Leverage E-TOD, Downtown Station connectivity, and future Convention Center cultural programming
- Accommodate Housing at a range of incomes

How to Get Involved!

- Visit www.speakupaustin.org/palmdistrict
  - Review draft Plan
  - Provide Input to:
    - Planning Commission
    - City Council
  - Review other materials
  - Ask questions



- Provide input via
  - **e-mail:** palmdistrictplanning@austintexas.gov
  - **Phone:** 311
  - **Mail:** Palm District Planning, Housing and Planning Department, PO Box 1088, Austin, Texas 78767

Next Steps

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Next Steps

Milestone/Next Step	Date
Planning Commission	11/8/2022
City Council Hearing/Consideration	12/1/2022
Implementation Activities • LDC Amendment • DAP Amendment • Finalize Governance	2023

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Thank You

Speakupaustin.org/PalmDistrict

PalmDistrictPlanning@austintexas.gov