

COMPREHENSIVE PLAN AMENDMENT REVIEW SHEET

Amendment: CPA-2022-001—Palm District Plan

Description: Consider an ordinance to adopt the *Palm District Plan* as an element of the *Imagine Austin Comprehensive Plan*.

Background: Initiated by City Council Resolution No. 20190523-029.

In May 2019, City Council passed a resolution directing staff to develop a small area plan for the eastern edge of Downtown: the Palm District. The boundaries for the Palm District are generally 15th street on the north, Trinity Street on the west, to Lady Bird Lake on the south, and I-35 on the east.

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 of these 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. Their 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 solicited input on those scenarios through a public survey. The Palm District Plan includes a preferred scenario that aligns with the Vision Framework and is guided by public input.

Housing and Planning Department staff have briefed the following boards and commissions about the draft Palm District Plan prior to Council consideration:

- Small Area Planning Joint Committee
- Environmental Commission

- Downtown Commission
- Parks Board
- Design Commission
- Hispanic/Latino Quality of Life Resource Advisory Commission
- African American Resource Advisory Commission
- Emma S. Barrientos Mexican American Cultural Center Board
- Historic Landmark Commission.

Staff Recommendation: Recommended

Board and Commission Actions

November 8, 2022: Planning Commission postponed action to a special called meeting on November 15, 2022

November 15, 2022: Planning Commission postponed action to their December 20, 2022, regular meeting

Council Action

May 23, 2019: City Council passed Resolution No. 20190523-029

November 3, 2022: Set a public hearing for December 1, 2022

Ordinance Number: NA

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