



Downtown Austin Plan Implementation Update

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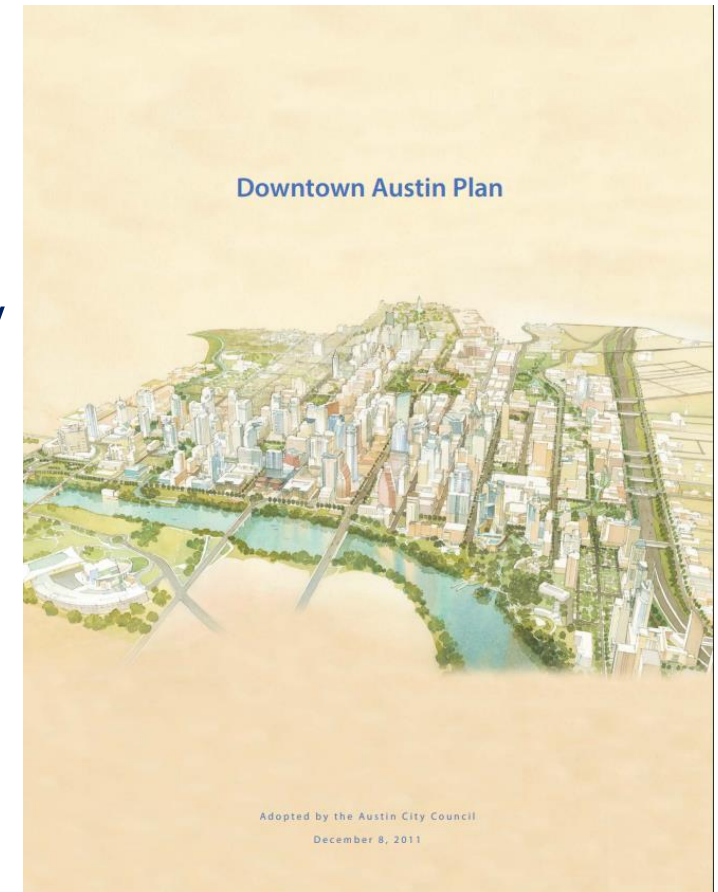
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About the Downtown Austin Plan

- Published in December 2011
- 109 recommendations for implementation were included in the plan.
 - In 2018, 75% (82) recommendations were partially complete or underway.
 - 19% (21) were completed or ongoing.
 - 6% (6) were not yet initiated.
- Active tracking was paused in 2018 due to focus on rewriting the Land Development Code, the pandemic, and staffing shortages.



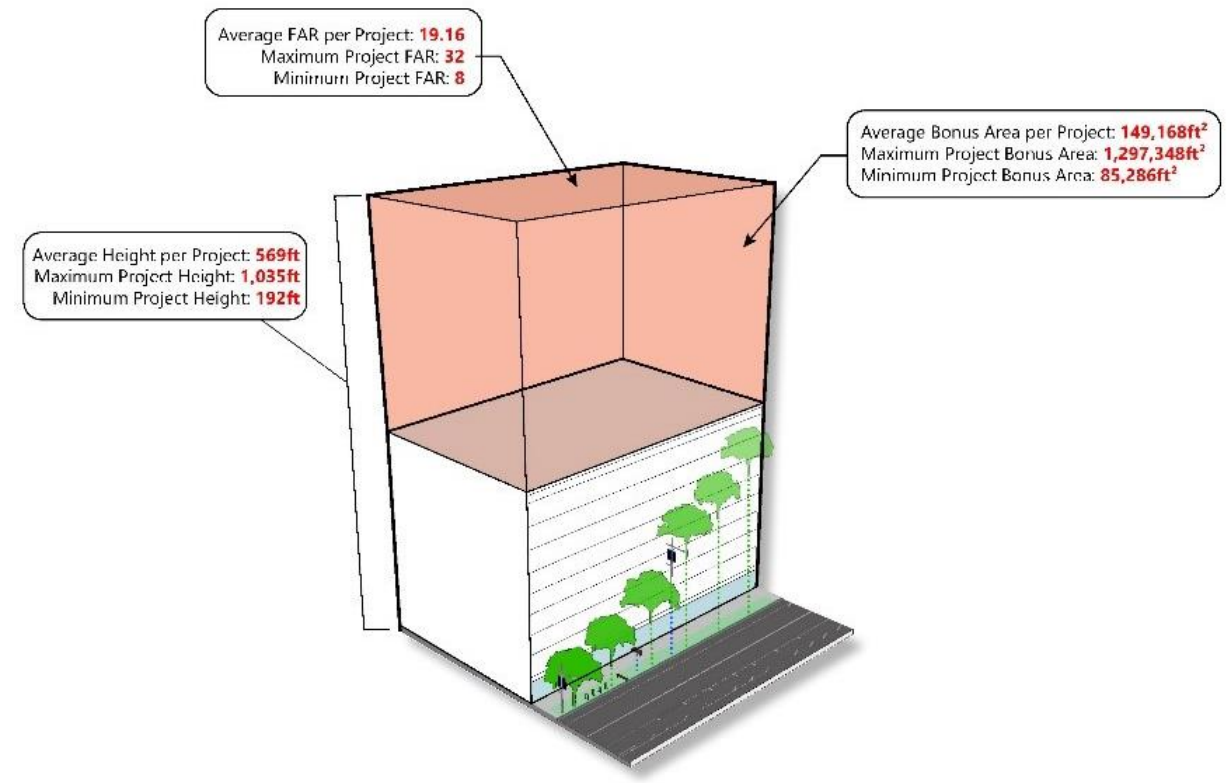


Downtown Density Bonus Program (DDBP)



Downtown Density Bonus Program (DDBP)

- June 2013, City Council adopted an ordinance to create the DDBP
- Since 2018, 28 projects have taken advantage of this program
- To date, ~\$2.9M fees-in-lieu paid, ~\$22.9M pending
- 48 affordable housing units created, 135 proposed





DDBP Fee Calibration Updates

- In 2022, City Council approved changes to the affordable housing in-lieu-fees based on staff recommendations as shown below.

Base Zoning or District	Interim Fees Adopted by Ordinance No. 20210520-009		FY23 Staff Recommended Fees	
	Interim Residential Fee	Interim Commercial Fee	Proposed Residential Fee	Proposed Commercial Fee
CBD	\$12	\$18	\$12	\$9
All other base zones	\$10	\$12	\$10	\$6
Rainey (all base zones)	\$5	\$12	\$5	Fee determined by base zone
Fees are represented as a fee per square foot of bonus area.				



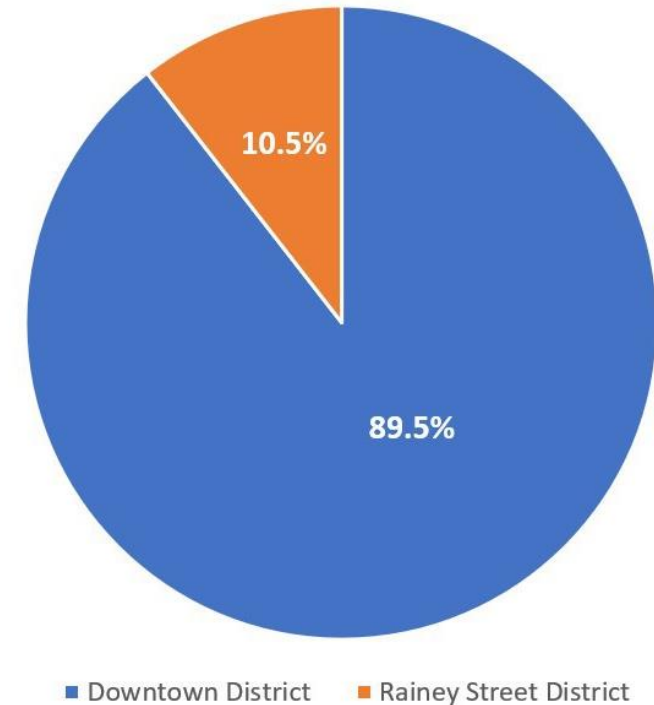
Great Streets Program



Great Streets Program

- Established in 2000.
- Aimed to redefine the role of streets from solely transporting vehicles to support pedestrians, cyclists, and transit and connect activity centers.
- Since 2018, 28 projects have participated in this program, totaling 196,000 sq ft of Great Streets infrastructure Downtown.

Area Breakdown for Percentage of Great Streets Improvements Square Footage - Since January 1st, 2018





Palm District Plan Update



Palm District Plan

- 2019: City Council directed staff to develop a small area plan for the eastern edge of Downtown (the Palm District)
- 2020: Pre-Planning Phase
- 2021: Visioning Phase, including Kick Off, AIA Communities By Design Workshops, Focused East Austin Engagement
- 2022: Scenario Planning, Draft Plan Development
- November 29, 2022: City Council Work Session
- Planning Commission has postponed consideration of the plan until 4/25 to allow a working group to conduct additional engagement and develop recommendations (Council postponed to 5/18)
- Implementation of Palm District Plan will include an amendment to Downtown Austin Plan; staff will provide focused briefing to Downtown Commission at a future meeting



PALM DISTRICT PLAN

FINAL DRAFT



11/01/2022



Austin Economic Development Corporation



Austin Economic Development Corporation

- Created by the City Council in 2021.
- The AEDC has entered into various addendums with the City to carry out development and consulting services as the City's non-profit local government corporation.
- AEDC activities will help preserve cultural real estate assets through its Cultural Trust program and unique statutory powers and staff expertise on forging public-private partnerships for the preservation of uniquely-Austin cultural and heritage assets.



Cultural and Business Incentives



Cultural and Business Incentives

- The Business Expansion Incentive (BEIP) and Creative Concept Incentive (CCIP) allow the City to provide grants and loans for economic development purposes.
- The Creative Space Assistance Program offers grants between \$5k and \$50k to creative organizations and independent artists.
- Live Music Fund Event Program supports equitable economic growth in the music sector.
- Pecan Street Merchants Association serves under City contract to manage the East 6th Street Public Improvement District (PID).



District Development and Support



District Development and Support

- EDD is developing policy framework for the development and management of economic and cultural districts.
- EDD is preparing land use definitions for creative spaces and recommendations for regulatory incentives to support cultural districts.
- EDD continues to support the creation of merchant association formation of economic districts through the Souly Austin program such as the Red River Cultural District.



Leveraging Historic Preservation Fund



Historic Preservation Fund

- In 2019 the City established the Heritage Tourism Division in EDD to actively manage the Historic Preservation Fund (paid through Hotel Occupancy Taxes).
- Leveraging this Fund includes pro-actively recruiting tourism-marketed historic designated projects (capital, planning, educational, or marketing) to apply for funding to restore architecturally and culturally historic properties.
- Funded Downtown Projects include: Brush Square Plan, Austin History Center Renovation, Seaholm Intake Building Phase I, Old Bakery and Emporium, O. Henry and Susanna Dickinson Museums



Next Steps



Planning Department and EDD Considerations for Next Steps

- Implementation should center around equitable distribution of resources throughout the city.
- Plan implementation progress for plans, including DAP, should be updated identifying outstanding actions. Effective equitable prioritization can then be made based on remaining priorities and need.
- DAP implementation recommendations tied to the Land Development Code rewrite should be reevaluated as a result of the final determination on the LDC Revision project.