

# DOWNTOWN AUSTIN ALLIANCE

Downtown Commission  
April 19, 2023



# **DOWNTOWN PLAN 2011 - TRANSFORMATIVE STEPS**

- **Signature Parks**
- **Urban Trail First Phase**
- **Re-imagine E. 6<sup>th</sup> Street**
- **Permanent Supportive Housing**
- **Downtown Infrastructure**
- **Amend Land Development Code**
- **Central City Economic Development Corporation**



# DOWNTOWN AUSTIN STATS

**17 Projects delivered 2022 (5.5M SF)**  
**8 Office Buildings under construction**  
**3,000 Hotel rooms planned (14,000 exist)**  
**11,000 Residential units in construction**  
**14,300 Residents currently**  
**117,000 Employees**  
**150 Acres of parkland**  
**15 miles of urban trails**  
**100+ Art installations**



























# ORGANIZATIONAL

- **DPID Authorization 2023-2032 Adopted (July 2022)**
- **Governance Committee - Bylaws Amended (Nov. 2022)**
- **COA 5-Year Contract Approved (February 2023)**
- **5-Year Strategic Plan Approved (March 2023)**
- **Governance Committee Recommendations Continuing**
- **1-Year Work Plans/Milestones Approval (April 2023)**
- **FY23-24 Operating Budget Approval (April 2023)**

# STRATEGIC PRIORITIES

Public Space Experience	Active Urbanism	Built Environment	Mobility
Downtown is clean, safe and welcoming for everyone.	Downtown ignites, attracts, and cultivates authentic arts, culture, music, nature, and sense of place.	Downtown grows with a delightful and eclectic mix of modern investment and beautiful public spaces, while preserving historic character and funky weirdness.	Downtown is easier and more enjoyable to access and move within, has enhanced pedestrian and transportation facilities, and improved connections to neighboring communities.
Leadership & Influence			
The Downtown Austin Alliance is entrusted with the responsibility to effectively lead, influence, and visibly steward downtown for all.			

# GOALS & OBJECTIVES

DOWNTOWN AUSTIN ALLIANCE AND DOWNTOWN AUSTIN ALLIANCE FOUNDATION				
VISION: THE DOWNTOWN YOU WILL ALWAYS LOVE: THRIVING CENTER; GROWING NEIGHBORHOODS; WELCOMING PLACES; LEADING MOBILITY				
VALUES: LEAD WITH RELENTLESS <b>VISION</b> • EARN <b>TRUST</b> • INSPIRE <b>PASSION</b> • FOSTER <b>COLLABORATION</b> • MINDFULLY <b>IMPACT</b> • CULTIVATE <b>INCLUSIVITY</b>				
MISSION: TO CREATE, PRESERVE AND ENHANCE THE VIBE, VITALITY AND VALUE OF DOWNTOWN AUSTIN FOR EVERYONE				
STRATEGIC PRIORITIES				
Public Space Experience	Active Urbanism	Built Environment	Mobility	
GOALS				
Downtown is clean, safe, and welcoming for everyone.	Downtown ignites, attracts and cultivates authentic arts, culture, music, nature and sense of place.	Downtown grows with a delightful and eclectic mix of modern investment and beautiful public spaces, while preserving historic character and funky weirdness.	Downtown is easier and more enjoyable to access and move within, has enhanced pedestrian and transportation facilities, and improved connections to neighboring communities.	
OBJECTIVES				
<b>a. Homelessness</b>  The number of people living unsheltered downtown is decreased by 75% and everyone experiencing homelessness has increased access to facilities and services.	<b>a. Public Space</b>  Public spaces are thoughtfully designed and actively and effectively programmed.	<b>a. Development Policy</b>  Policies and codes are adopted to further strategic priorities, goals, and objectives.	<b>a. Multi-Modal Access</b>  Improve capacity to access downtown businesses, residences, parks, and cultural spaces by all forms of mobility.	
<b>b. Safety</b>  Crime is reduced, specifically violent crime is the lowest this century.	<b>b. Streets &amp; Storefronts</b>  90% of ground level storefronts are active to promote an 18-hour downtown.	<b>b. Diverse Residential</b>  Downtown's residential population grows with more thoughtfully planned, attainable, and diverse housing types and prices.	<b>b. Parking</b>  Maximize the availability, usability, and use of parking downtown.	
<b>c. Vibrancy &amp; Diversity</b>  More people and more diverse populations use downtown.	<b>c. Arts, Music &amp; Cultural Venues</b>  There is a variety of affordable venues and creative spaces downtown.	<b>c. Neighborhood &amp; Districts</b>  Neighborhood and district plans are advanced, managed and funded.	<b>c. Access During Construction</b>  Ensure that a comprehensive mitigation plan is developed, implemented, and communicated to minimize the impacts of construction on downtown businesses, residences, parks, and cultural spaces.	
<b>d. Welcoming</b>  A majority of the community perceives downtown as clean, safe and welcoming.	<b>d. Parks &amp; Green Spaces</b>  All downtown park spaces are actively and effectively programmed and managed.	<b>d. Tree Canopy</b>  Increase the downtown tree canopy by 10%.	<b>d. Circulation</b>  More people move around downtown and adjacent districts without using single-occupancy vehicles.	
<b>e. Cleanliness</b>  Downtown sidewalks and public areas are free of litter, debris & vandalism at all times.	<b>e. Artists &amp; Creatives</b>  Artists and creatives thrive downtown.	<b>e. Preservation</b>  There is a meaningful increase in protected live music venues and historic assets in downtown.		
Leadership & Influence				
GOAL: The Downtown Austin Alliance is entrusted with the responsibility to effectively lead, influence, and visibly steward downtown for all.				
<b>a. Advocacy &amp; Research</b>  Annual advocacy and research agendas aligned with strategic priorities, goals and objectives are developed, communicated, and executed.	<b>b. Affordability</b>  Downtown Austin Alliance plays an active role in addressing challenges of accessibility and affordability.	<b>c. Engagement</b>  Strategic relationships are developed and expanded to cultivate champions for downtown's improvement.	<b>d. Communication</b>  Brand, visibility, and impact are elevated through deliberate and targeted communication to stakeholders, members, and the public.	<b>e. Governance</b>  Phased transformation of the governance of the organization is achieved by 2026.

# MAJOR MOVES

- **Vibe:** commitment to Austin's culture
- **For Everyone:** commitment to community impact initiatives
- **Affordability:** to live, to perform, to play, to work
- **DAA Foundation:** integration & supporting all programs
- **Public Space:** Not just clean & safe, but welcoming and vibrant
- **Active Urbanism:** Public space & storefront activation; artists & creatives
- **Mobility:** Access during construction
- **Built Environment:** Residential; preservation



# TRANSFORMATIVE PROJECTS

- **I-35 / Cap & Stitch**

PUBLIC SPACE ENVIRONMENT • ACTIVE URBANISM • BUILT ENVIRONMENT • MOBILITY

- **Project Connect**

PUBLIC SPACE ENVIRONMENT • ACTIVE URBANISM • BUILT ENVIRONMENT • MOBILITY

- **Historic Entertainment District**

PUBLIC SPACE ENVIRONMENT • ACTIVE URBANISM • BUILT ENVIRONMENT • MOBILITY

- **Convention Center District**

PUBLIC SPACE ENVIRONMENT • ACTIVE URBANISM • BUILT ENVIRONMENT • MOBILITY



# RESEARCH & ADVOCACY IMPERATIVES

- **Public Safety**

WHAT IS THE MOST EFFECTIVE WAY TO ADDRESS DOWNTOWN PUBLIC SAFETY?

- **People & Use**

WHO USES DOWNTOWN? WHO SHOULD?

- **Austin Cultural Preservation**

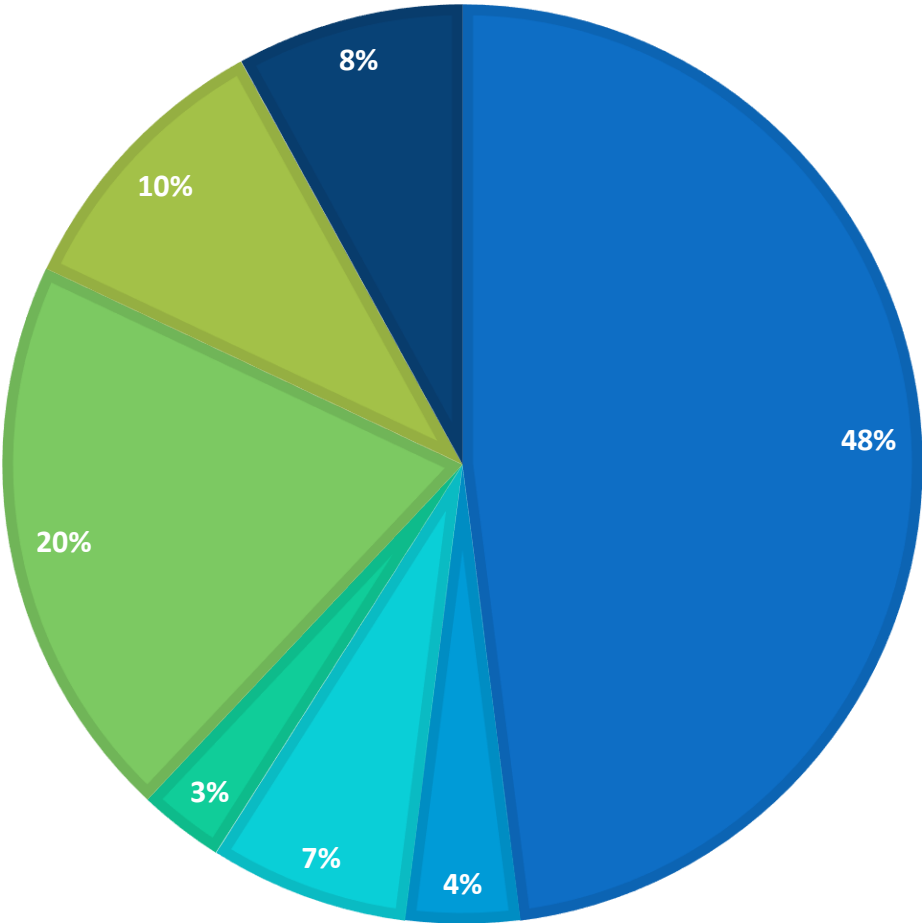
HOW CAN AUSTIN CULTURE & CULTURAL SPACE BE PRESERVED?

- **Affordability**

HOW CAN DOWNTOWN AUSTIN TO BE MORE AFFORDABLE?

# EXPENSES BY PROGRAM AREA

Public Space Experience	48%
Built Environment	4%
Mobility	7%
Research	3%
Active Urbanism	20%
Marketing & Communication	10%
Administration	8%

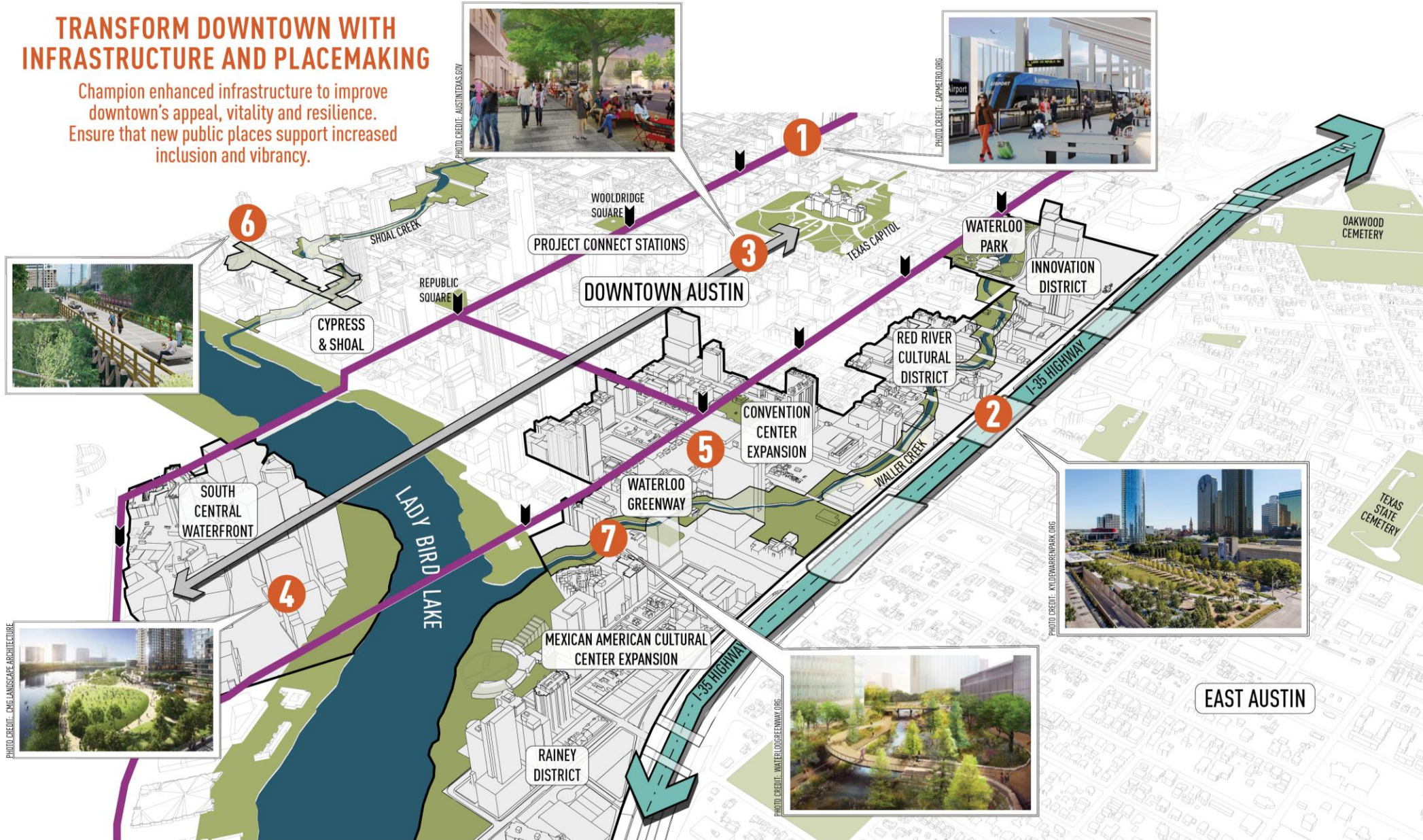


Total Operating Budget FY23/24:

\$13,200,949

# TRANSFORM DOWNTOWN WITH INFRASTRUCTURE AND PLACEMAKING

Champion enhanced infrastructure to improve downtown's appeal, vitality and resilience. Ensure that new public places support increased inclusion and vibrancy.



- 1 Project Connect.** Create iconic transit hubs in downtown in conjunction with a robust citywide transit network.
- 2 I-35 Cap and Stitch.** Lower and cap the highway; stitch our city back together with inclusive, new public places.
- 3 Congress Avenue.** Reconstruct Congress Avenue as the most vibrant and people-centric place in Austin.
- 4 South Central Waterfront.** Launch a new neighborhood along Lady Bird Lake with parks, public spaces, transit access and panoramic views.
- 5 Palm District Plan.** Optimize the eastern portion of downtown through careful and coordinated preservation and redevelopment of existing parks, neighborhoods and sub-districts.
- 6 Cypress and Shoal.** Improve safety and access in the Seaholm District through a series of plazas, bridges and public space connections along 3rd Street.
- 7 Waterloo Greenway.** Complete the 1.5-mile system of connected parks and green spaces in the heart of Austin.





**JUST ANNOUNCED**



Downtown Austin Alliance's  
**FUTURE OF DOWNTOWN**

Keynote Featuring  
**Saul Paul**

**Tickets on Sale Now**  
May 17 / Fareground Austin