



PLANNING COMMISSION RECOMMENDATION 20230725-24

Date: July 25, 2023

Subject: Palm District Plan

Motioned By: Commissioner Cox

Seconded By: Commissioner Maxwell

Recommendation:

Grant staff recommendation of the Palm District Plan, as amended.

Amendments:

The Palm District Preferred Plan described on pages 59-53 shall align with the vision framework on page 42 and desired outcomes on page 51 by specifically calling for the preservation and support of music venues within RRCD as a top- priority.

In addition to Recommendation IG_18, "Continue to the fund Iconic Venue Fund," add the recommendations for 0-3 Year implementation from the following sources related to RRCD

- American Institute of Architects' (AIA), Communities by Design: The Palm District: Austin's Cultural Hub/July 23-26, 2021 Data Assistance Team Workshop Report
- Urban Land Institute/Red River Cultural District/Live Music Preservation/Technical Assistance Panel | November 30-December 1, 2016 Red River Cultural District Board of Director's recommendations-June 22, 2023

The plan should expand implementation section to provide greater level of detail on process, timelines, and public involvement with a specific staff recommendation for the governance strategy. Consider including elements of "Looking Forward" section on pages 76-79 related to implementation.

Add as a goal for implementation that the governance structure and amendments to the land development code shall include representation and equal voice and weight to all stakeholders and initiatives within the Palm District Plan.

Add to Recommendation Section for 1-3 Year timeframe request from RRCD Board of Directors that prior to any amendments to the Land Development Code as a result of implementing this plan, conduct an Impact Assessment to evaluate the economic, land, and operational implications of the proposed amendment to City Code Title 25 (Land Development Code) on existing businesses and live music venues within the RRCD.

Modify the preferred scenario item "Introduces two new hotels with entertainment spaces {between East 6th and East 7th Streets} to support new tourist and entertainment investments, existing music venues, and other cultural assets in the District" to incorporate RRCD recommendations to assess impacts of the plan on RRCD music venues and include Agent of Change policies that assure compatibility between hotels and the existing music venues.

Modify third bullet item on page 58 and add recommendation to page 68, "Prioritizes mixed use buildings with ground floor spaces for retail, entertainment, recreation, cultural activities, and services" to incorporate minimum ground floor space percentages and overall site area dedicated to live music, cultural arts, or affordable small business purposes subject to Agent of Change principles to ensure new owners/occupants are aware and accepting of the sound issues associated with existing and potential future venues in the area.

Recommend immediate initiation of code amendments for the creation, preservation, and promotion of cultural spaces by way of a Cultural District Overlay for the Red River Cultural District. Additionally, to facilitate investment involving improvements to land and structures within the district. The intended result of the overlay is to retain and evolve a Cultural District with complementary mixed uses placing emphasis on live music venues, artist spaces, cultural uses, local business including retail, restaurants, and small businesses. The Cultural District Overlay is designed to protect, promote and responsibly evolve cultural spaces and activities. Code changes should be made a high priority for initiation and passage. City staff should consider the following for the Creative Space Overlay for RRCD: 1) identify preferred creative uses within the overlay, 2) specify minimum percentage (25% minimum) of ground floor areas designated for live music and cultural arts spaces for new or redeveloped properties, 3) requiring a minimum portion of the total site development square footage to be allocated for live music, cultural arts, or affordable small business supporting live music and cultural arts, 4) establish density bonuses for provision of arts and cultural space allowing flexibility for arts and culture uses, 5) enable tax abatements for arts and cultural spaces and arts / cultural funding through value capture mechanisms, and 6) promote transfers of development rights to support the preservation of live music venues, arts facilities, or longstanding businesses.

Add bullet to preferred scenario prioritizing Implementation of the Waller Creek Master Plan while recognizing the need for increased collaboration with cultural centers.

Include the critical role of the Waterloo Greenway.

Conservancy in the planning, design and construction of the 1.5 mile greenway and 35 acres of parks along Waller Creek and the importance of representation within the Conservancy from Red River Cultural District, Emma S. Barrientos Mexican American Cultural Center, Fifth Street Mexican American Heritage Corridor, Historic 6th Street, and others operating in the Palm District defined area.

Modify Recommendation NTR_6 to address RRDC requests for increased representation from cultural resources within the Palm District in development of the Waterloo Greenway.

Modify Recommendation IG_14 to promote improved representation from cultural resources within the Palm District in design requirements along Waterloo Greenway.

Include Texas Retirement System in Palm District between 11th and 12th as it has been sold with redevelopment 2 years away.

Add major area trails to maps.

Add Red Line Parkway to the list in the second bullet under Creates an interconnected ribbon of green spaces throughout Downtown.

Include the Red Line Parkway on the scenario maps on pages 55-57 and 59 and any other appropriate maps that include the Waterloo Greenway Trail.

Add Red Line Parkway in the sixth bullet.

Add Red Line Parkway in the seventh bullet.

Add Red Line Parkway Initiative to the list of Sponsors.

Inclusion of Red Line Parkway to promote east west connectivity and promote alternatives to cars.

Add Red Line Parkway Initiative to the list of Sponsors.

Add to bullet list: "The development and implementation of the Red Line Parkway Plan".

Add Red River Cultural District to the list of Sponsors.

Add more detail around the partners who can help take a lead in decision-making.

Additional bullet point - establishes strong preservation policies to ensure the continuation of an affordable, thriving, and prosperous live music culture.

Preserves 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.

Add TRS building to district.

Add bullet to preferred scenario supporting RRCD and performance venues.

Add "Developing and implementing a Creative Space Overlay specifically for the geographic areas of the RRCD | RRCD | Culture" to 1-3 year recommendations.

Add "Incentivizing a minimum percentage of space exclusively designated for live music, cultural arts, or affordable small businesses or requiring if legally possible to do so. | RRCD | Culture" to 1-3 year recommendations.

Add "Incentivizing a minimum portion of the total site development square footage to be allocated for live music, cultural arts, or affordable small business purposes or requiring if legally possible to do so. | RRCD | Culture" to 1-3 year recommendations.

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Vote: 9-0

For: Chair Shaw, Vice-Chair Hempel, Commissioners Anderson, Azhar, Connolly, Cox, Haynes, Howard, Maxwell,

Against:

Off the Dais: Commissioners Barrera-Ramirez and Woods

Absent: Commissioner Mushtaler

One vacancy on the dais.

Attest:



Andrew D. Rivera
Land Use Commission Liaison