

# Urban Design Guidelines Update - Engagement Plan

## 3 Groups of Stakeholders

## 3 Phases of Engagement

**Design Focus**  
architects, urban planners, professionals involved in downtown development

Austin Foundation for Architecture  
 AIA (American Institute of Architects)  
 Austin Center of Architecture  
 APA (Central Texas American Planning Association)  
 ULJ (Urban Land Institute)  
 Downtown Commission  
 UTSDA professors  
 ASLA (American Institute of Landscape Architects)  
 EDD Cultural Arts Division and Music & Entertainment staff

### Phase 1: Preparation

Phase 1 of engagement was led by commissioners through the creation of working groups, engagement with stakeholders in the Design Focus and Interest Group categories, engagement with ambassadors, and the onset of editing the guidelines.

May 2021 - September 2022

**Technical Focus**  
staff from various departments and groups, various Boards, & Commissions

Pedestrian Advisory Council  
 Arts Commission  
 Austin Board of Realtors  
 Real Estate Council of Austin  
 Planning Commission  
 Austin Chamber of Commerce  
 Austin Energy staff  
 Economic Development staff  
 Parks and Recreation staff  
 ATFW staff  
 Capital Metro staff  
 Sustainability Office staff  
 Historic Preservation staff  
 Urban Design staff  
 City Architect  
 Displacement Prevention staff  
 Affordable Housing staff  
 Project Connect staff

### Phase 2: Creation

Phase 2 of engagement includes work led by commissioners, work led by staff, and more collaborative work.

1. A new working group was formed to shepherd the creation of the draft UDG.
2. Commissioners will provide the narrative, finalize the guidelines, test the guidelines & finalize the draft UDG document.
3. Staff will lead engagement with the Technical Focus stakeholders. Staff will lead the creation of the document design.
4. After the Technical stakeholders weigh in, commissioners will finalize the draft UDG.
5. When the final draft is ready, commissioners will create a recorded presentation to post on SpeakUp alongside the draft UDG for public comment.
6. Staff will assist by uploading documents to SpeakUp and managing the web page.
7. Commissioners will reach out to stakeholders in the Design and Interest groups to invite their feedback.
8. Commissioners will incorporate their feedback into the UDG document.

September 2022 - September 2024

**Interest Groups**  
downtown property owner & tenants, business owners

Downtown Austin Neighborhood Alliance (DANA)  
 Austin Resource Center for the Homeless (ARCH)  
 Homeless Outreach Street Team (HOST/Austin)  
 Housing Coalition  
 Downtown Austin Alliance (DAA)  
 Planet Texas (UT)  
 Austin LGBT Chamber of Commerce  
 Greater Austin Hispanic Chamber of Commerce  
 EDD Small Business staff  
 Coalition of Texans with Disabilities  
 Shoal Creek Conservancy  
 Waterloo Greenway  
 Travis Audubon Society  
 Austin Creative Alliance  
 Austin Convention Center  
 Dresser Group  
 Armbrust & Brown  
 Metcalfe Wolff Stuart and Williams

### Phase 3: Finalization

- Phase 3 of engagement includes:
1. Staff will lead the finalization of the UDG graphic design
  2. Staff and Commissioners will collaborate on the finalization of the UDG document.
  3. Commissioners will lead presentations to Downtown Commission, Planning Commission, and City Council.
  4. Staff and Commissioners will collaborate on incorporating any feedback from Boards, Commissions & Council presentations into the UDG.
  5. Upon City Council's adoption of a new UDG, staff will update the SpeakUp page and the Design Commission page with the new document.

September 2024 - February 2025

# Urban Design Guidelines update: Engagement Plan

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Presented by Sophia Benner, Principal Planner



**URBAN  
DESIGN**  
PLANNING DEPARTMENT

# Background:

## RESOLUTION NO. 20210902-046

**WHEREAS**, the Urban Design Guidelines were created in 2000 and are a set of recommendations that promote architectural and urban design standards reflective of Austin's shared values; and

**WHEREAS**, these guidelines are a series of design recommendations for architecture, site design, and open space for the purpose of cultivating design excellence in both private and public development, all contributing to the good of the public realm throughout the city; and

**WHEREAS**, they serve to set expectations and incentivize high-quality design and placemaking toward the creation of inspiring development to attract people, investment, and economic opportunity; and

**WHEREAS**, these guidelines also serve as a resource during pre-application and application discussions between applicants and their design teams, which use the guidelines in the preparation of clear and consistent design solutions; and

**WHEREAS**, City staff, planning professionals and design commissioners use the guidelines to assess development proposals and evaluate their contribution to inspiring and lively streets and places; and

**WHEREAS**, in 2008, in response to Austin's growing urban core, there was an effort to broaden the guidelines to help shape the urban environment throughout the city as it grows; and

**WHEREAS**, since that time, the guidelines were renamed to reflect applicability throughout the city, however these guidelines have not been applied beyond the Central Business District (CBD); and

## URBAN DESIGN GUIDELINES UPDATE

WITH EXECUTIVE SUMMARY

**City of Austin  
Design Commission**

Outlines how the update will be accomplished

Council direction to do the update

# Background:

The Draft Framework provided the framework of:



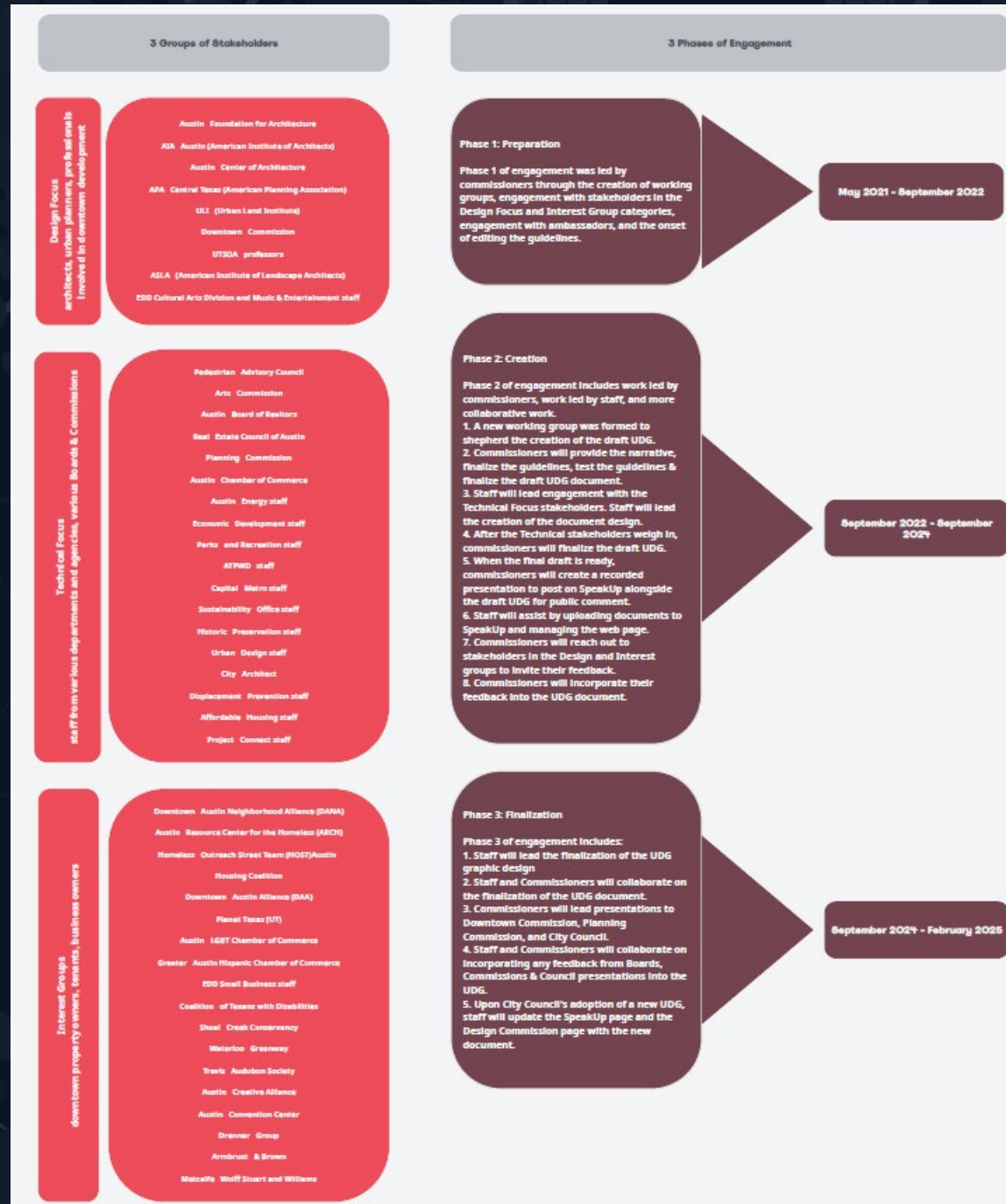
3 phases of engagement

3 groups of stakeholders

Timeline for engagement

Roles & responsibilities

# Engagement Plan Overview:



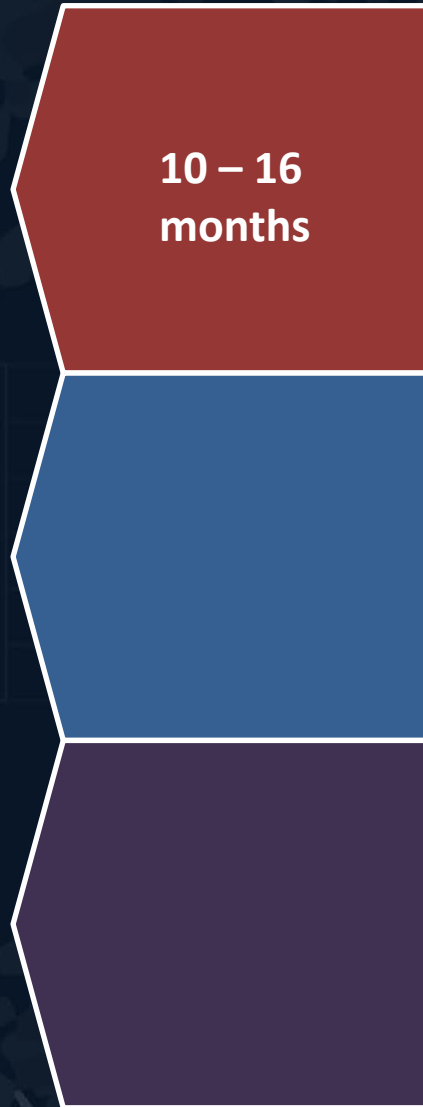
# Phase 1:

**Formation of Working  
Groups**

**Community  
Ambassadors**

**Engage with Design  
Focus & Interest Group  
stakeholders**

**Start drafting changes**



**PHASE 1:  
PREPARATION**

May '21 - Sept '22

**Commission-led work**

# Phase 2:

**New Working Group  
(Commissioners +  
staff)**

**Provide narrative,  
finalize guidelines, test  
guidelines  
(Commission-led)**

**Engage the Technical  
Focus stakeholder  
group (staff-led)**

**Finalize UDG  
(Commission-led)**

**10 – 16  
months**

**20 - 26  
months**

**PHASE 1:  
PREPARATION**

**May '21 – Sept '22**

**PHASE 2:  
CREATION**

**Sept '22 – Sept '24**

**Create/record a  
presentation about the  
update & include the  
draft UDG on SpeakUp  
(Commission-led)**

**Reach out to  
stakeholders in Design  
and Interest groups,  
invite their feedback  
(Commission-led)**

**Incorporate feedback  
(Commission-led)**

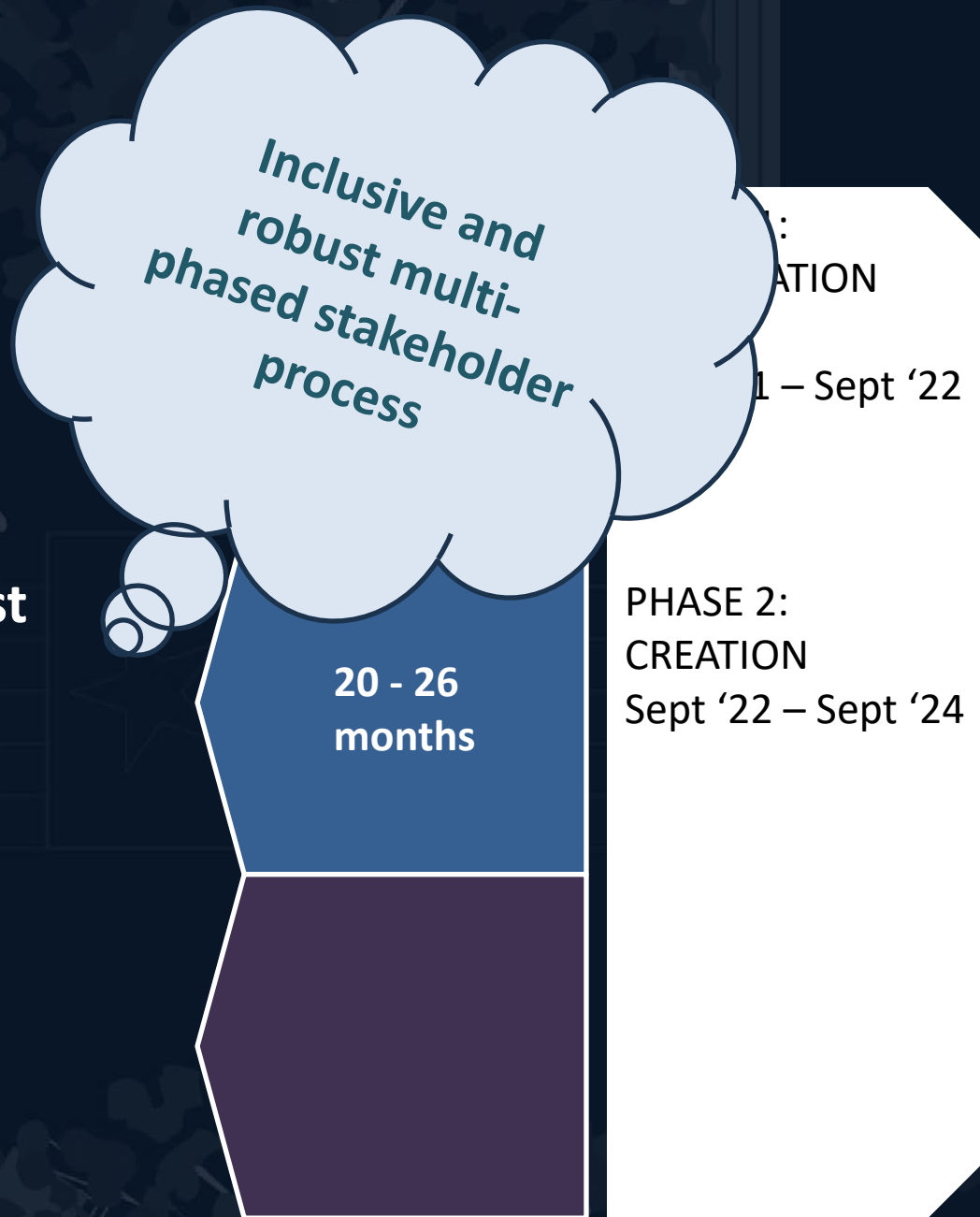
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(Commission-led)**



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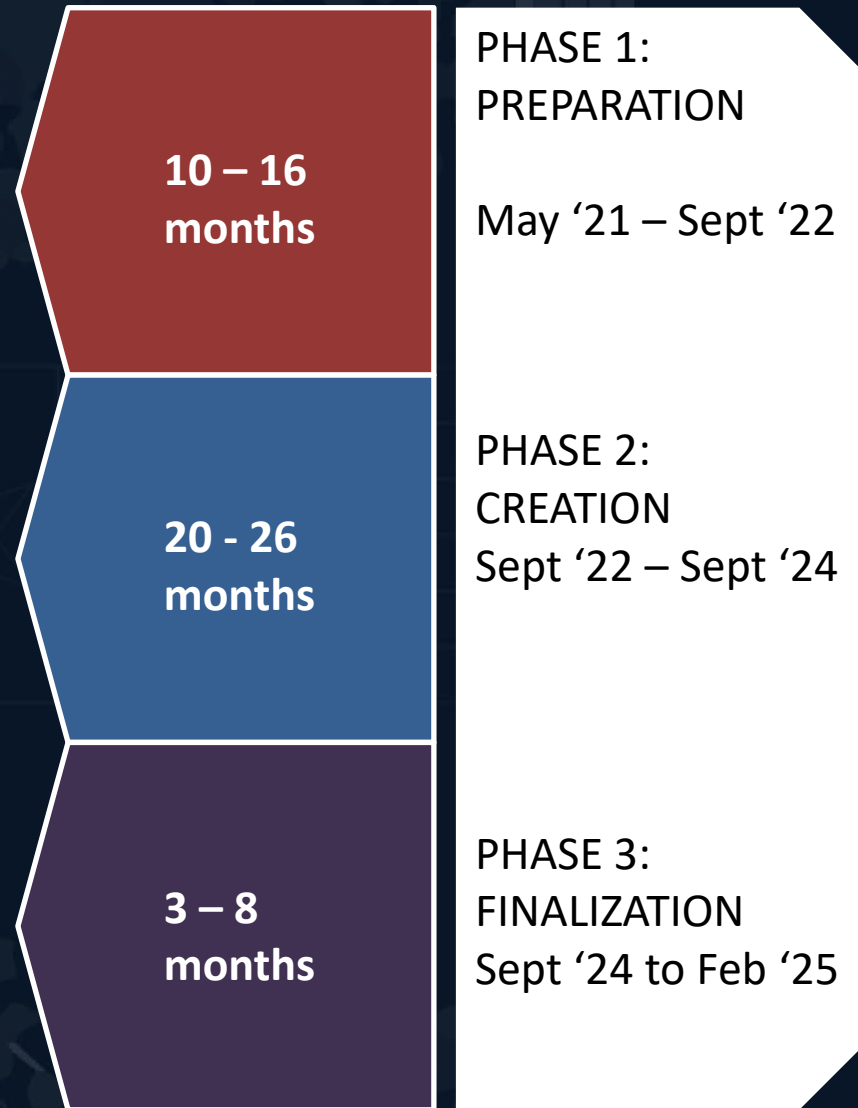


# Phase 3:

**Finalize UDG  
(collaborative)**

**Finalize graphic design  
of document (staff-led)**

**Presentations -  
including Downtown  
Commission, Planning  
Commission and City  
Council (Commission-  
led)**



PHASE 1:  
PREPARATION

May '21 – Sept '22

PHASE 2:  
CREATION

Sept '22 – Sept '24

PHASE 3:  
FINALIZATION

Sept '24 to Feb '25

**Incorporate feedback  
(collaborative)**

**Upon City Council's  
adoption, update web  
page & other resources  
(staff-led)**



**Thank you!**