

BOARD/COMMISSION RECOMMENDATION

Downtown Commission

**Recommendation Number 20250219-005:**

**High Level Goals For DAP Update**

**Recommendation**

**WHEREAS** the Austin Council on August 14, 2024, passed Resolution 20240814-028 calling for an update to the Downtown Austin Plan (DAP);

**WHEREAS** the Downtown Commission (DTC) of the City of Austin is charged with stewarding the DAP; and

**WHEREAS** the DTC Commissioners have received presentations concerning the central city plans of other cities similar to Austin; and

**WHEREAS** the DTC has received a presentation from the Planning Department concerning the City's preliminary plans for evaluating the needs of downtown both current and anticipated, drafting an updated DAP to meet those needs, and implementing the DAP once adopted; and

**WHEREAS** the DTC DAP Working Group has communicated with other downtown stakeholders; and

**WHEREAS** the DTC desires that the DAP update be successful, comprehensive and accomplished in a timely manner; and

**WHEREAS** the Planning Department has presented a memo to the City Council outlining the estimated cost, scope, and preliminary timeline for the DAP Update; and

**WHEREAS** Downtown Austin has changed significantly since the completion of the original DAP; and

**WHEREAS** the DTC has identified certain high-level goals for the DAP Update.

**NOW THEREFORE** we, the commissioners of the Austin Downtown Commission, do hereby strongly recommend and urge that the early planning for and initial steps in creating the DAP Update adopt and keep in mind the following goals:

1. For maximum efficacy, therefore, the new DAP should comprise a comprehensive reconsideration of downtown rather than mere updates to the existing plan.

2. The DAP should support the ongoing evolution of a safe, vibrant, and beautiful downtown which includes increased residential population, a diversity of uses at a range of price points, including active cultural and civic uses, and which is responsive to emerging trends.
3. Keeping in mind that municipal plans frequently exist solely as aspirations and are not implemented in any effective manner or at all, and in order to ensure effective use of city resources, the DAP should specifically identify a funding mechanism for implementation and include the creation of a single city entity with sufficient authority to ensure cohesive, effective implementation of the DAP and keep the DTC informed of its progress in developing the DAP Update.
4. The City of Austin should contract with a high-quality consultant to carry out the planning and give the consultant the freedom to approach the plan and engagement strategy with a fresh eye, including the freedom to reconsider appropriate boundaries for downtown with reference to the plan.
5. The plan should include economic modeling of different land use options.

Directing the City Manager to:

Assure that the DAP update meets the goals as stated above.

Motioned By: Commissioner Levinson

Seconded By: Commissioner Peveto

Date of Approval: February 19, 2025

Vote: 8-0

For: Chair Harris, Vice Chair Ishmael, Commissioners Breton, Carroll, Coufal, Levinson, Peveto, and Shifferd.

Against: None

Abstain: None

Absent: Commissioner Lavigne

Attest:

*Christi Vitela*

Downtown Commission Staff Liaison