



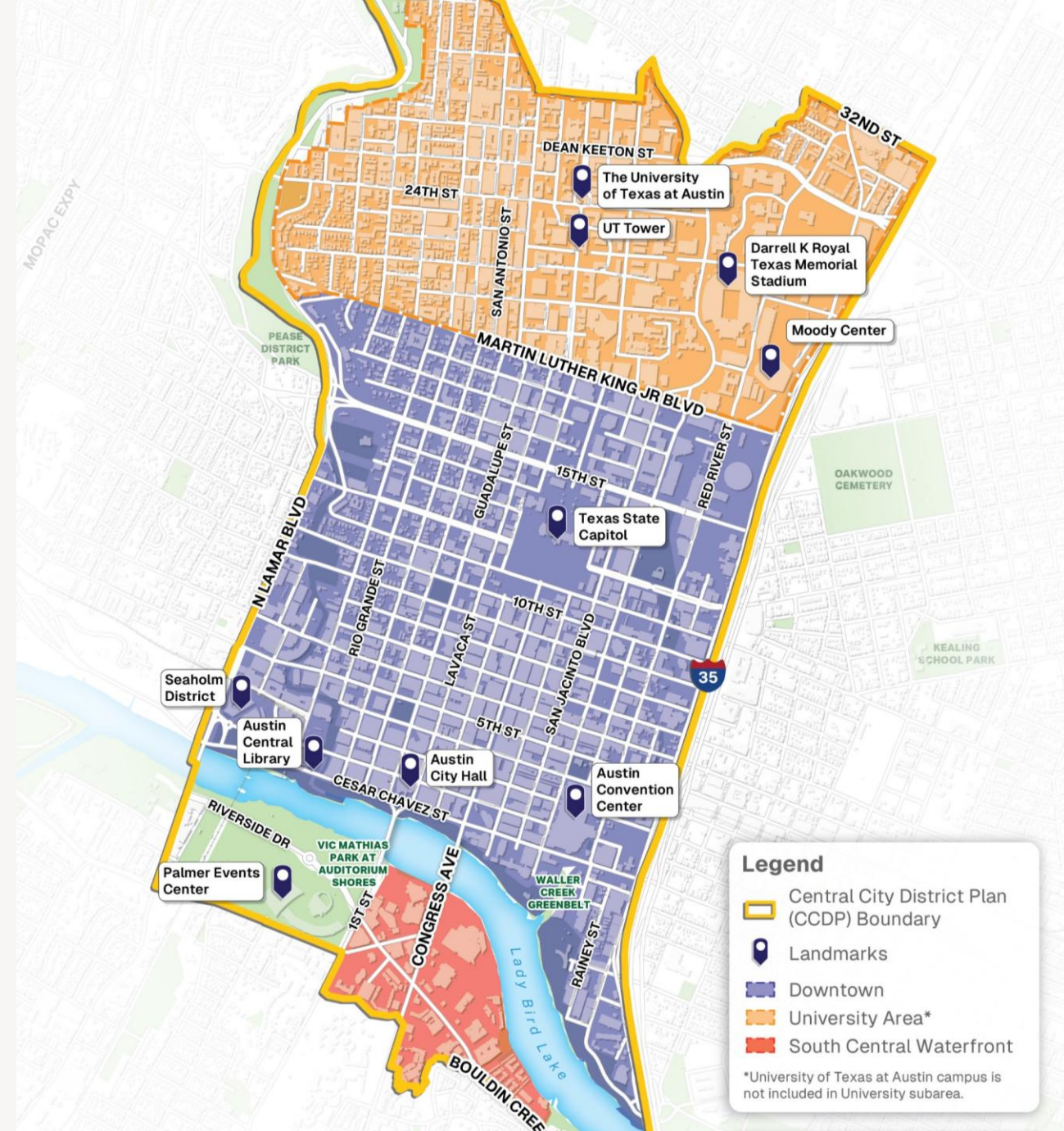
Priorities Framework

Downtown Strategy Office presentation to
Austin Downtown Commission | October 21, 2026

What is the DSO?

- Convenes internal and external stakeholders
- Acts as a force multiplier
- Facilitates cross-departmental goal setting
- Monitor, advisor, and analyst
- Strategic project identification
- Fast lane and slow(er) lane
- Geographic focus primarily on downtown core (Lady Bird Lake to MLK, I-35 to N Lamar)

*Image: Central City District Plan
Existing Conditions Report*



Goal Setting Task Force

In August, the Downtown Strategy Office formed an internal task force comprised of department leaders from the following departments:

- Arts, Culture, Music, and Entertainment
- Communications and Engagement
- Economic Development
- EMS
- Equity and Inclusion
- Financial Services
- Homeless Strategies and Operations
- Parks and Recreation
- Planning
- Police
- Project Connect
- Transportation and Public Works

The task force reviewed context and key insights and identified strategic approaches and initial multidisciplinary goals.

Image: Royal Blue Grocery Website



Outreach and information gathered to date



- DASI Council Resolution
- 50+ Downtown Strategy Office Meetings (council, internal departments, external implementers, advocacy organizations)
- DSO Personal Observation
- DAA State of Downtown 2026
- September External Partner Forum
- Completion of Director Task Force
- Example City of Austin Plans
 - CCDP existing conditions, initial goals, and ongoing planning process
 - Palm District Plan and Imagine Austin Plan
 - ACT plan and ongoing engineering (6th, 7th, 8th)
 - Citywide Strategic Plan
 - Convention Center, Project Connect, CAUDI, I-35, Cap and Stitch, and other capital plans
 - Economic and Cultural District Framework Policy
 - Draft Place Network Investigation policy
- Example External Plans
 - DAA 2023-2028 Strategic Plan & Annual Agenda
 - Visit Austin Downtown Commission Presentation
 - Waterloo Greenway Phase 3 and Palm Park Plans
 - Old 6th / Stream Realty

DSO Mission & Vision

Vision: Downtown is the heartbeat of Austin. It is a place where people feel connected, ideas thrive, and visitors from around the world feel welcomed into the rhythm of our city. It stands as a vibrant, inclusive urban center recognized for exceptional design, economic & cultural vitality, and an unmatched quality of life.

Mission: We are catalysts. We bring City and community partners together, coordinating action and advancing shared priorities to fuel the economic and cultural strength of downtown Austin.

*Image: Waterloo Greenway
Social Media*

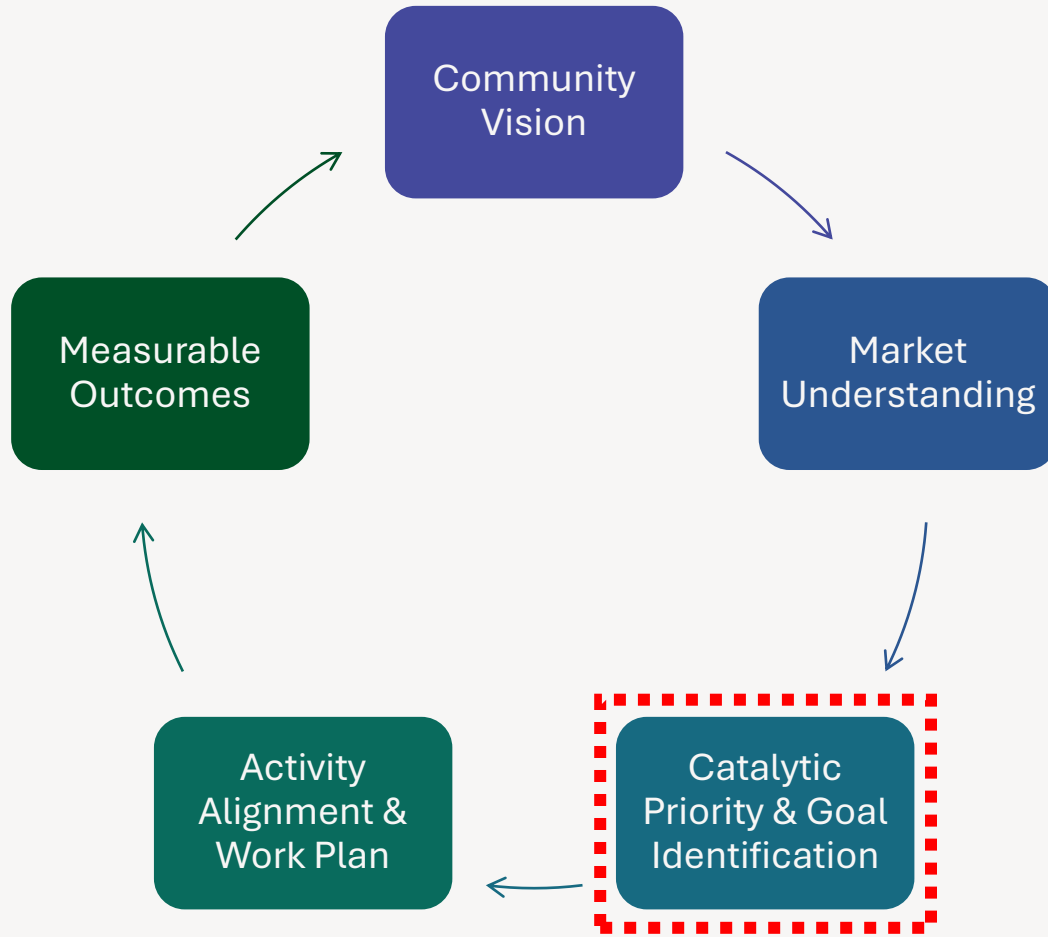


Our Progress



- Defined Mission & Vision
- Facilitated Goal Setting Task Force → Living Framework
- Recent Launch of Mayor's Save Red River Task Force
- Scheduled External Partner Forum for November 9

Planning Approach



- Catalytic Priorities – Keep focus on economic or livability change
 1. User-based (definable group that has demand but unmet needs)
 2. Experience-based (cultivation of existing or new experience/cluster)
- Collaborative goals
- Identified activities (DSO, City Departments, External Partners)

Our Priorities

Catalytic | 3-Year Focus



Fundamental
downtown
experience

Clean, Safe, and
Welcoming

Unmistakably
Austin

Differentiated
destination and
identity

Focused place-
based
transformation

Red River Cultural
District and
Historic 6th Thrive

Downtown Works
for Austinites

Priority user
relationship

A Living Framework

Catalytic | 3-Year Focus



	Catalytic Priorities	Collaborative Goals	Areas of Work
Downtown Wide Priorities	1. Clean, Safe, and Welcoming	1. Construction impacts are coordinated to protect access, activity, and confidence in downtown 2. Downtown demonstrates visible care, investment, and stewardship 3. People experiencing homelessness and behavioral health crises receive coordinated support while impacts on the downtown experience are effectively addressed	Comms & Engagement Programming, Services, & Activation
	2. Unmistakably Austin	1. Austin's heritage, culture, and creativity are visible and experienced throughout downtown 2. Local entrepreneurship and creative industry thrive through growth and change 3. There is momentum behind the visions of established cultural districts	Partnerships & Collaborations Public Safety
	3. Downtown Works for Austinites	1. Austinites of different ages, abilities, incomes, backgrounds, and circumstances can access, use, and enjoy downtown 2. Downtown's businesses, services, events, and experiences are relevant to and supported by Austinites	Design & Public Realm Redevelopment & Reinvestment
Focused Geography	4. Red River Cultural District and Historic 6th Thrive	1. Support active and diverse experiences morning through night 2. Strengthen the unique identities and connectivity of both corridors	Business Support & Entrepreneurship

Priority Framework Example

Example goal actions across areas of work; both internal and external

Illustrative only, these do not represent decisions by the City

Priority 4: Red River Cultural District and Historic 6th Thrive

Goal 4.2: Support active and diverse experiences from morning through night

Business Support & Entrepreneurship	Comms & Engagement	Programming, Services, & Activation	Partnerships & Collaboration
- Construction impact mitigation support - Business recruitment and retention supporting diversification - Startup friendly spaces	- Supporting events through media pushes - Amplifying identity and messaging; counter messaging to inaccurate safety perceptions	- Events and activations that change visitation patterns (e.g. festival street, night markets, farmers markets) - Focused services for unhoused & mental health	- Right of Way management - Cultural District entities - Property Improvement Districts
Public Safety	Design & Public Realm	Redevelopment & Reinvestment	
- Environmental design (CPTED) evaluation; alleys - Pedestrian enhancements focused on safety - Festival infrastructure (e.g. bollards)	- Historic 6th Street streetscape project - Increased public art - Enhanced maintenance and beautification	- Adaptive reuse projects - Increased housing density - Public realm enhancements	

Priority 1: Clean, Safe, and Welcoming



Highest priority of all feedback

- 1.1 – Construction impacts are coordinated to protect access, activity, and confidence in downtown
- 1.2 – Downtown demonstrates visible care, investment, and stewardship
- 1.3 – People experiencing homelessness and behavioral health crises receive coordinated support while impacts on the downtown experience are effectively addressed

Priority 2: Unmistakably Austin



Authenticity | District Positioning | Tourism | Commitment to Creative Industry

- 2.1 – Austin’s heritage, culture, and creativity are visible and experienced throughout downtown
- 2.2 – Local entrepreneurship and creative industry thrive through growth and change
- 2.3 – There is momentum behind the visions of established cultural districts

Priority 3: Downtown Works for Austinites



50% of all non-employment visits to downtown | Civic Heart | Employment Center

- 4.1 – Austinites of different ages, abilities, incomes, backgrounds, and circumstances can access, use, and enjoy downtown
- 4.2 – Downtown’s businesses, services, events, and experiences are relevant to and supported by Austinites

Priority 4: Red River Cultural District and Historic 6th Thrive



Convention Center Reopening | Waterloo Greenway | ACT Plan | Risk of Cultural & Business Displacement

- 3.1 – Support active and diverse experiences from morning through night
- 3.2 – Strengthen the unique identities and connectivity of both corridors

Next Steps



- Planned External Partner Forum
- Activity Alignment & Work Plan Development
 - Sequential working groups based on each priority; starting with Red River and Historic 6th
 - Identification of Downtown Strategy Office projects and programs; “force multiplier”
- Regular updates to Economic Opportunity Committee starting in 2027
- Periodic updates to Downtown Commission



Q & A