

Central City District Plan



Austin Planning | October
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Team Introductions



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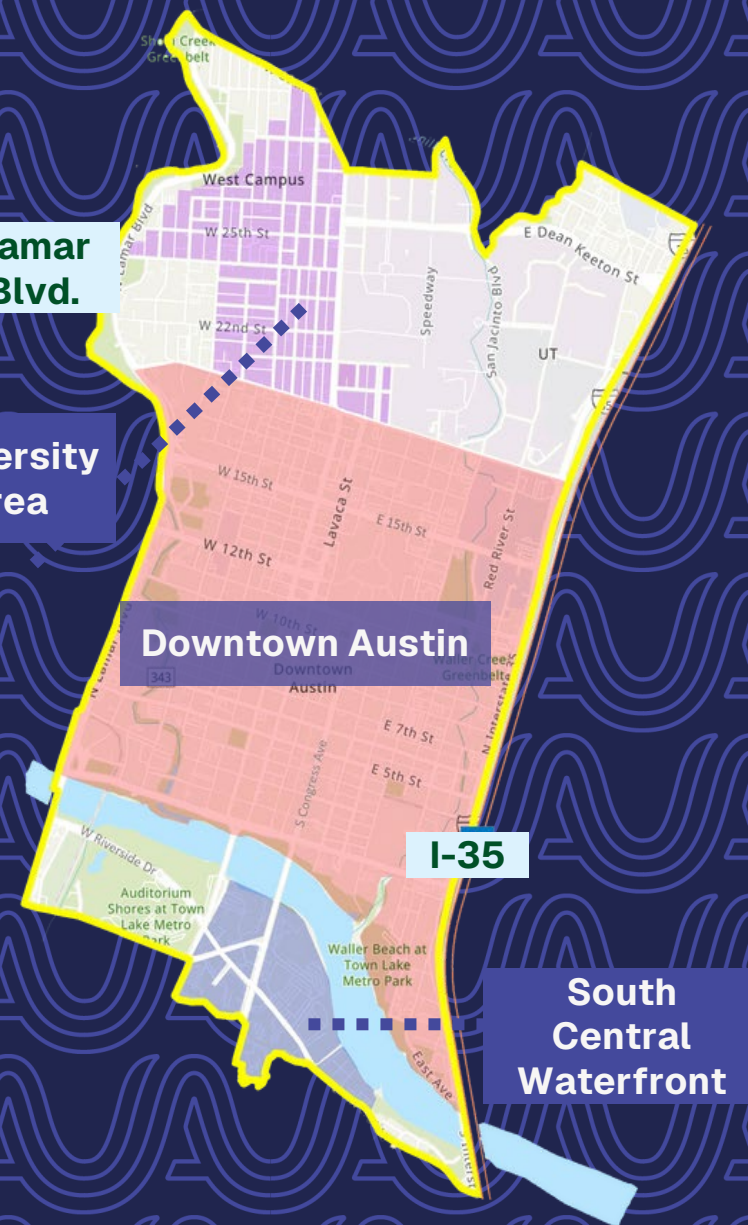
Senior Planner, City of Austin

Agenda

- 01 About the Project
- 02 Feedback to Future
- 03 Key Plan Content
- 04 Next Steps

About the Project

Central City District Plan



About the Central City District Plan

The 2011 Downtown Austin Plan is being updated as the Central City District Plan, including the University of Texas area and the South Central Waterfront. The Plan will create a 10-year blueprint for future growth and investments with a unified vision for improving land use, mobility, public spaces, and economic and cultural vibrancy in our urban core. It will align with existing citywide strategic plans and policies and seeks to build consensus for effective implementation.

What Will This Plan Achieve?



Community-informed vision and goals



Place Types mapping to inform future development patterns



Public realm and multimodal improvements

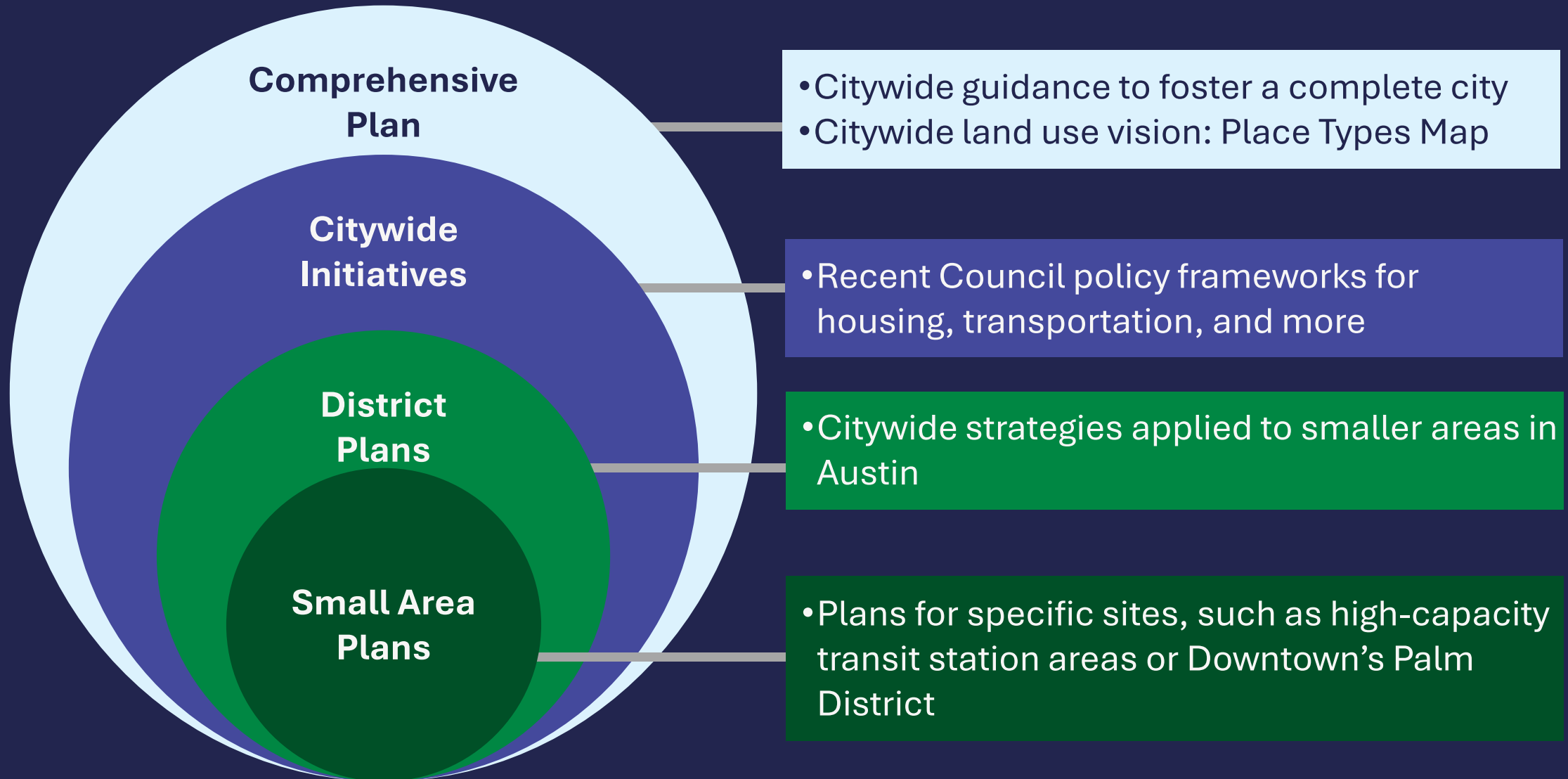


Program, policy, project, and partnership recommendations



Implementation Strategies

Plan Alignment





From Feedback to the Future

Vision on the Ground

Future of the Central City District

- 
- A diagram showing a list of inputs on the left, grouped by a large green curly bracket. An arrow points from the bracket to a green rectangular box on the right containing the text 'Central City District Plan'.
- Vision, Goals, Objectives, and Actions
 - Online surveys, popups, and community open houses
 - Stakeholder Advisory Group feedback
 - Planning analysis
 - Imagine Austin Place Types
 - Existing projects and policies
 - Interagency Technical Advisory Group feedback

**Central City
District Plan**

Growth Concept Map

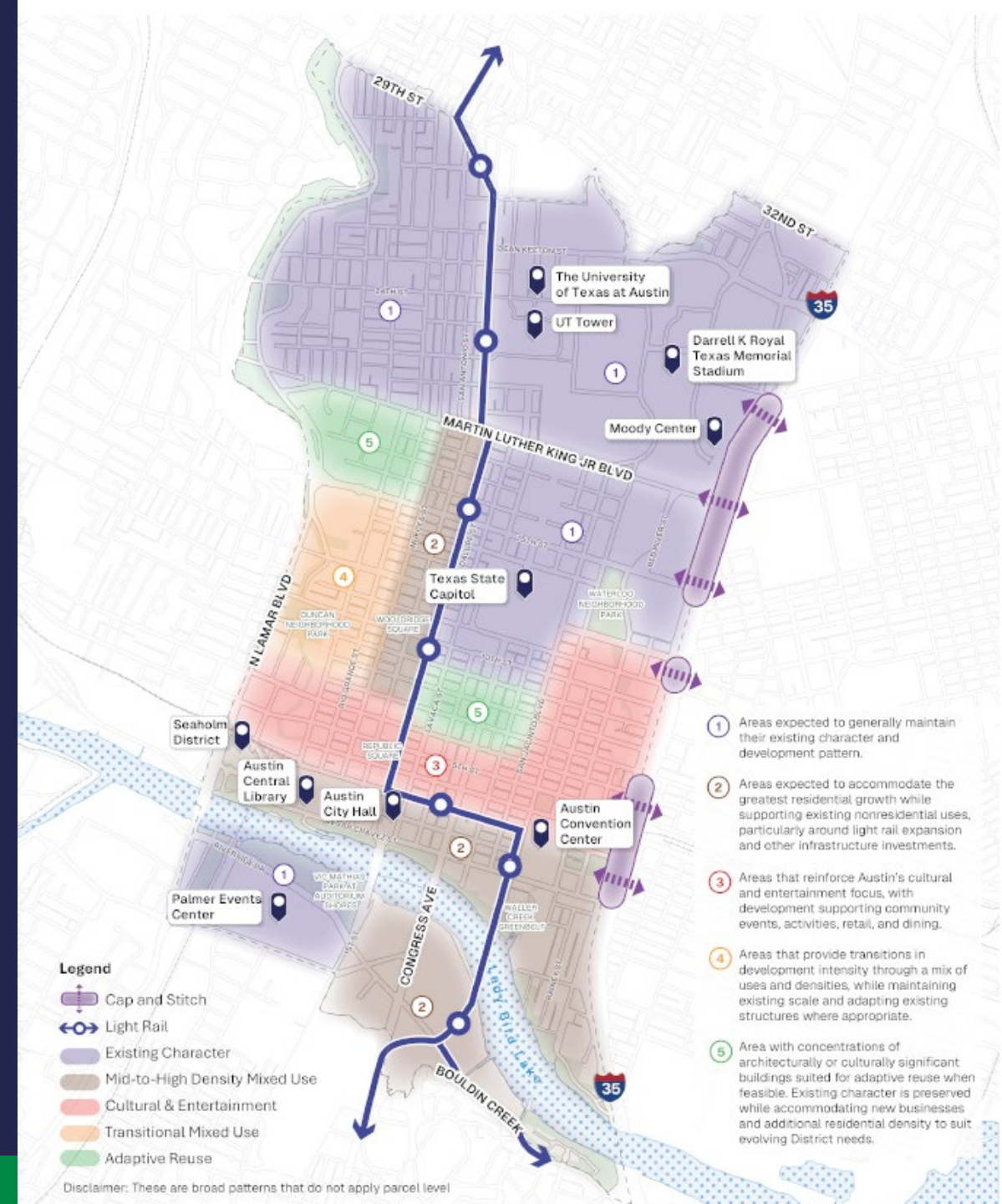
Existing Character: Areas expected to generally maintain their existing character and development pattern.

Mid to High Density Mixed Use: Areas expected to accommodate the greatest residential growth while supporting existing nonresidential uses, particularly around light rail expansion and other infrastructure investments.

Cultural & Entertainment: Areas that reinforce Austin's cultural and entertainment focus, with development supporting community events, activities, retail, and dining.

Transitional Mixed Use: Areas that provide transitions in development intensity through a mix of uses and densities, while maintaining existing scale and adapting existing structures where appropriate

Adaptive Reuse: Areas with concentrations of architecturally or culturally significant buildings suited for adaptive reuse when feasible. Existing character is preserved while accommodating new businesses and additional residential density to suit evolving District Needs.





Key Plan Content

Plan Components



Vision Statement



The Central City District is a **complete, connected, and livable** district that supports housing, jobs, commerce, education, tourism, arts, culture, and recreation within the urban core.

Growth is intentional and coordinated, with land use, infrastructure, and services aligned to support everyday life and signature events.

The District is **the heart of Austin**, bringing together the University of Texas area, Downtown, and the South Central Waterfront through safe and welcoming streets, active public spaces, and strong multimodal connections.

The Central City District **celebrates Austin's identity** by recognizing historic neighborhoods, cultural assets, and local businesses, while **new development and investments complement the district's character and drive long-term vitality**. Through coordinated planning and implementation, stewardship, and investment, Central City adapts over time while **maintaining its role as a center of community life, economic opportunity, and civic identity**. Affordability, equity, sustainability, and comfort are prioritized to **create a sense of belonging** for those who live, work, learn, create, and visit the Central City District.

Goals



- **Goal 1. Housing:** Support diverse, affordable housing near jobs, education, and transit while preventing displacement.
- **Goal 2. Mobility:** Provide a safe, connected, and reliable multimodal transportation system.
- **Goal 3. Arts & Culture:** Strengthen the district as a vibrant hub for arts, culture, and community life.
- **Goal 4. Heritage & Identity:** Preserve and enhance the district's unique identity while guiding compatible growth.
- **Goal 5. Economic & Social Accessibility:** Ensure equitable access to essential services, amenities, and community resources.
- **Goal 6. Economic Development:** Cultivate a balanced and resilient Central City District economy.
- **Goal 7. Parks, Open Space, & Sustainability:** Enhance parks, open spaces, and natural systems to support climate comfort and usability.
- **Goal 8. Public Safety:** Improve real and perceived safety across the district's public spaces.

Economic & Social Accessibility



Goal 5. Economic & Social Accessibility: Ensure equitable access to essential services, amenities, and community resources.

Draft Objectives:

- **5.1** Improve access to essential services, especially for those with lower income levels, mobility needs, and language barriers.
- **5.2** Preserve and attract a diverse range of culturally relevant businesses and services that cater to the whole community.
- **5.3** Improve digital access and infrastructure, including connectivity, affordability, and reliability.
- **5.4** Ensure consistent maintenance, cleanliness, and operations of public spaces and rights-of-way.
- **5.5** Balance event-driven uses with the everyday needs of residents, workers, and businesses.
- **5.6** Mitigate impacts of major infrastructure changes on the community.

Housing

**DRAFT Transformational Idea:
Expand affordable and supportive
housing across the Central City.**

- Grow and preserve the supply of affordable and permanent supportive housing by leveraging City-owned assets, redevelopment opportunities, partnerships, and incentives, so people across the income spectrum can live in the district they help sustain.

Northshore
Apartments—
110 San Antonio
St.

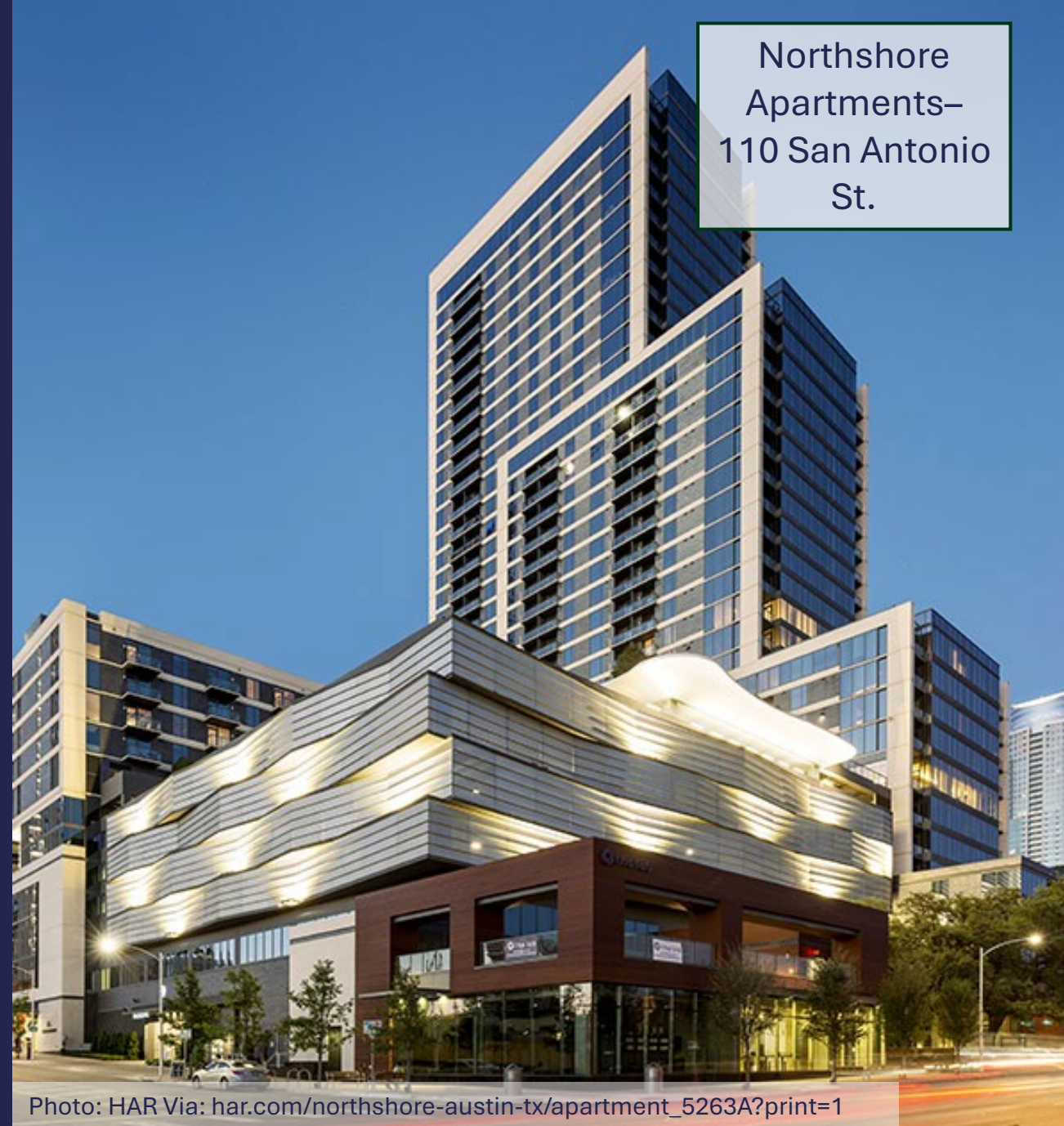


Photo: HAR Via: har.com/northshore-austin-tx/apartment_5263A?print=1

Next Steps

Project Timeline

	2025	2026				2027		
	Oct - Dec	Jan - Mar	April - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sept
Internal Engagement								
Interagency Technical Advisory Group Meetings								
Downtown Commission Working Group Meetings								
Implementer's Meetings								
External Engagement								
Online Surveys								
Stakeholder Advisory Group Meetings								
Community Open Houses								
Deliverables								
Existing Conditions Report								
Needs and Gaps Analysis								
Vision Statement, Goals, Objectives								
Land Use Scenario and Place Types Map								
Implementation Actions								
Draft Plan								
Proposed Adoption								

Next Steps



- Convert high-level growth concept map into the Place Types map following Imagine Austin open houses in late October
- Tailor Place Types map to the Central City context following community engagement in December.

For more information:



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Our Approach

Key Topics



Complete
Communities



Growth and
Economics



Long-term
Vitality

Goals



Economic &
Social
Accessibility



Parks, Open
Space, &
Sustainability



Economic
Development



Mobility



Housing



Public
Safety



Heritage
&
Identity



Arts &
Culture



Interagency Technical Advisory Group



COA Departments/Offices

Austin Arts, Culture, Music, and Entertainment	Austin Facilities Management	Austin Police Oversight
Austin Capital Delivery Services	Austin Financial Services	Austin Public Library
Austin Climate Action and Resilience	Austin Fire	Austin Resource Recovery
Austin Communications and Engagement	Austin Government Relations	Austin Small & Minority Business Resources
Austin Development Services	Austin Homeless Strategies and Operations	Austin Project Connect
Austin Economic Development	Austin Housing	Austin Transportation & Public Works
Austin Emergency Services	Austin Parks & Recreation	Austin Water
Austin Energy	Austin Planning	Austin Watershed Protection
Austin Equity and Inclusion	Austin Police	

- *Meets once monthly via Teams*
- *Review draft deliverables using subject matter expertise*
- *Will remain in contact on annual basis to inform implementation tracking*

Partner Agencies

Austin Community College
Austin Transit Partnership
CAPMETRO
Central Health
Rally Austin
Texas Department of Transportation
Travis County
University of Texas

Stakeholder Advisory Group



Member Organizations

Accessible Housing Austin (aha!)	Family Eldercare	SafeHorns
ADAPT of Texas	Greater South River City Combined Neighborhood Plan Contact Team	Shoal Creek Conservancy
allgo	HousingWorks	South Congress Merchant's Association
AURA ATX	Austin Resource Recovery	Sunrise Movement Austin
Austin Asian Community Health Initiative (AACHI)	Judges Hill Neighborhood Association	Texas Housing Conservancy
Austin Chamber of Commerce	La Pena	Texas School for the Deaf
Austin Housing Coalition	Movability	The Contemporary
BASTA Austin	OWANA	The Trail Foundation (Trail Conservancy)
Black Mamas ATX	On the Moov	Trinity Center
Bouldin Creek Neighborhood Association	Opportunity Austin	Unite Here 23 (Hotel Workers Union)
Bouldin Creek Plan Contact Team	Paramount Theater	University of Texas - Student Government
CANPAC	Pecan Street Association	University Area Partners (UAP)
College Houses	Rainey Neighborhood Association	University of Texas - University Tenants' Union (UTU),
DAA	Rainey Neighbors Association	Visit Austin
DANA	RECA	Waterloo Greenway Conservancy
EcoRise	Red River Cultural District	Workers Defense Project
Endeavors	Safe Streets Austin	Young Hispanic Professional Association of Austin

- 50 members
- Meets quarterly through December 2026
- Workshop format for meetings
- Review community feedback
- Provide recommendations on draft deliverables