

## **The Community's Vision For Downtown Austin**

**One:** A dense and livable pattern of development that supports a vibrant day and nighttime environment.

**Two:** An interconnected pattern of streets, parks, and public spaces that instill a unique sense of place and community.

**Three:** A multi-modal transportation system that is convenient, sustainable, affordable, and a viable alternative to the automobile.

**Four:** A beloved fabric of historic places, buildings, and landscapes that celebrate the unique journey Austin has taken over the past 170 years.

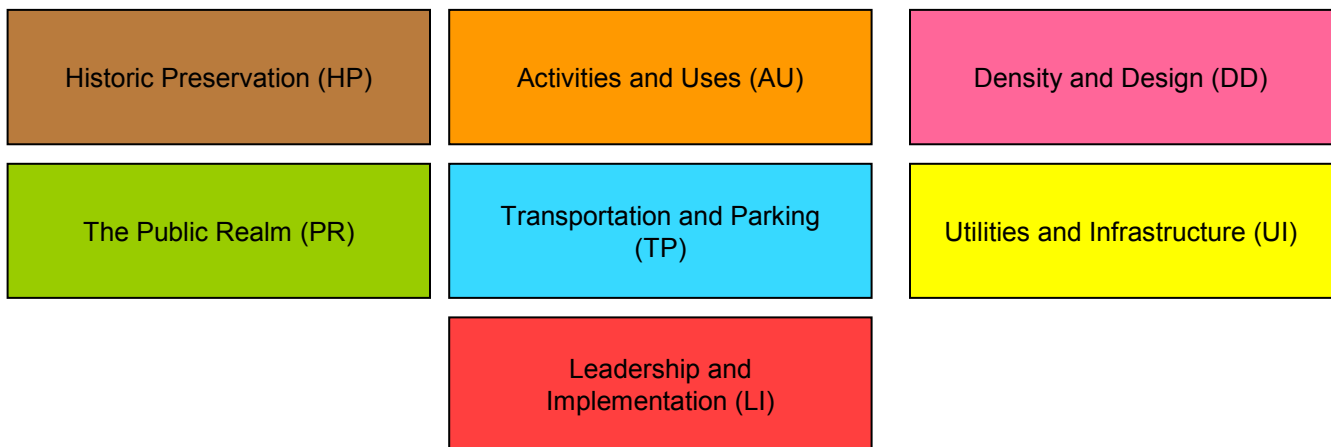
**Five:** A variety of districts and destinations that support the creative expression of its citizenry through art, music, theater, dance, and performance.

**Six:** A green “necklace” of trails extending from Lady Bird Lake, and along Waller and Shoal Creeks into surrounding neighborhoods.

**Seven:** A wide range of housing choices for individuals and families with diverse social and economic backgrounds.

**Eight:** An array of innovative businesses – small and large – that are attracted to the Downtown by its rich human capital and unique sense of place.

## **The Plan Elements**



Vision Element One  
A dense and livable pattern of development  
that supports a vibrant day and nighttime  
environment.

AU-1.1: Replace single-use zoning districts with downtown mixed-use zoning designations.

AU1.2: Prioritize or incentivize certain uses in certain districts of Downtown.

AU-1.3: Prioritize and incentivize certain ground-level uses along certain streets.

AU-1.4: Explore ways to mitigate the potential negative effects of an over-concentration of cocktail lounges.

AU-3.1: Reinforce existing retail and entertainment districts.

AU-3.2: Promote ground-level retail and restaurant uses along particular Downtown streets.

AU-3.3: Establish a concentration of retail, entertainment, and cultural uses in City-sponsored redevelopment projects.

AU-4.5: Build on the East 6<sup>th</sup> Street brand and improve it as a high-quality daytime and night-time entertainment and visitor destination.

AU-7.1: Enhance and expand the range of Downtown social services in a manner that is compatible with other land uses and the public realm.

DD-1.1: Maintain existing height and density limits as a baseline with some adjustments based on the surrounding context.

DD-1.2: Finalize and adopt a Downtown Density Bonus Program that allows developers and the community to equitably share the benefits of additional height and density above the existing regulations.

DD-1.3: Employ additional density incentives to achieve specific community objectives.

DD-1.4: Establish specific scale-compatibility standards that are tailored to the downtown context.

DD-2.1: Require setbacks and built-to lines that are appropriate to the form and character of the street.

DD-2.3: Limit curb cuts, drop-offs, and porte-cocheres that interrupt the continuity of the pedestrian path and experience.

Vision Element One (cont'd)  
A dense and livable pattern of development  
that supports a vibrant day and nighttime  
environment.

DD-2.4: Establish standards  
for the treatment of commercial  
building fronts.

DD-2.5: Establish standards  
for the treatment of new  
residential building fronts.

DD-3.2: Create buildings that  
provide spatial definition of  
streets.

DD-3.3: Step towers back  
from streets.

DD-3.4: Provide space  
between towers.

DD-3.5: Encourage tall and  
slender towers.

DD-3.6: Prohibit highly-  
reflective glass cladding on  
buildings.

DD-3.7: Integrate parking  
garages into the architecture of  
a building.

DD-3.8: Establish a higher  
standard of green building  
consistent with overall city  
goals to be established in the  
updated Comprehensive Plan.

PR-1.1: Provide adequate  
funding for the maintenance  
and operation of all City-  
controlled Downtown parks.

PR-1.2: Program and design  
parks to serve the diverse  
needs of Downtown residents,  
families, workers, and visitors.

PR-1.3: Improve Downtown's  
urban greenways and adjoining  
public parks, as natural refuges  
and pathways.

PR-1.4: Improve the historic  
squares of the original City  
Plan.

PR-1.6: Pursue public/private  
funding sources and  
management structures for  
improving and maintaining  
Downtown parks.

PR-2.1: Provide incentives  
and design criteria that  
promote high-quality open  
space within private  
developments.

Vision Element One (cont'd)  
A dense and livable pattern of development  
that supports a vibrant day and nighttime  
environment.

PR-3.2: Require all new development to build Great Streets sidewalks or contribute to the Great Streets Development Program fund.

PR-3.6: Improve Congress Avenue in keeping with its role as the Main Street of Texas.

PR-3.8: Establish a public restroom program in Downtown.

TP-1.1: Improve pedestrian facilities in all streets and implement the Great Streets Master Plan.

TP-1.4: Reduce or remove the barrier of the IH 35 edge.

TP-1.5: Establish a comprehensive way-finding system for all modes of transportation.

UI-4.2: Austin Energy should develop design and location options for underground electric vaults to better achieve goals of pedestrian-oriented, ground-floor uses and facades.

LI-1.1: Establish a Central City Economic Development Corporation.

## Vision Element Two

An interconnected pattern of streets, parks,  
and public spaces that instill a unique sense  
of place and community.

AU-3.2: Promote ground-level  
retail and restaurant uses  
along particular Downtown  
streets.

AU-7.1: Enhance and expand  
the range of Downtown social  
services in a manner that is  
compatible with other land  
uses and the public realm.

DD-1.2: Finalize and adopt a  
Downtown Density Bonus  
Program that allows  
developers and the community  
to equitably share the benefits  
of additional height and density  
above the existing regulations.

DD-1.4: Establish specific  
scale-compatibility standards  
that are tailored to the  
downtown context.

DD-2.1: Require setbacks and  
built-to lines that are  
appropriate to the form and  
character of the street.

DD-2.3: Limit curb cuts, drop-  
offs, and porte-cocheres that  
interrupt the continuity of the  
pedestrian path and  
experience.

DD-3.2: Create buildings that  
provide spatial definition of  
streets.

PR-1.1: Provide adequate  
funding for the maintenance  
and operation of all City-  
controlled Downtown parks.

PR-1.2: Program and design  
parks to serve the diverse  
needs of Downtown residents,  
families, workers, and visitors.

PR-1.4: Improve the historic  
squares of the original City  
Plan.

PR-1.5: Improve the PARD-  
owned Old Bakery and  
Emporium and surrounding  
parkland on Congress Avenue.

PR-1.6: Pursue public/private  
funding sources and  
management structures for  
improving and maintaining  
Downtown parks.

PR-1.7: Special entities, such  
as non-profit conservancies,  
should be encouraged to assist  
with park improvements,  
operations, management, and  
maintenance.

PR-1.8: Allocate additional  
sources of funds to Downtown  
parks.

PR-2.1: Provide incentives  
and design criteria that  
promote high-quality open  
space within private  
developments.

Vision Element Two (cont'd)

An interconnected pattern of streets, parks,  
and public spaces that instill a unique sense  
of place and community.

PR-3.1: Maintain, extend, and  
restore Downtown's grid  
system of streets and alleys.

PR-3.2: Require all new  
development to build Great  
Streets sidewalks or contribute  
to the Great Streets  
Development Program fund.

PR-3.3: Streamline the license  
agreement process for Great  
Streets Improvements.

PR-3.6: Improve Congress  
Avenue in keeping with its role  
as the Main Street of Texas.

PR-3.8: Establish a public  
restroom program in  
Downtown.

TP-1.1: Improve pedestrian  
facilities in all streets and  
implement the Great Streets  
Master Plan.

TP-1.4: Reduce or remove the  
barrier of the IH 35 edge.

TP-1.5: Establish a  
comprehensive way-finding  
system for all modes of  
transportation.

TP-3.3: Create a more  
continuous system of off-street  
and multi-use trails.

LI-1.2: Encourage and support  
public/private partnerships and  
conservancies aimed at  
building and operating parks  
and open space  
improvements.

### Vision Element Three

A multi-modal transportation system that is convenient, sustainable, affordable, and a viable alternative to the automobile.

DD-2.1: Require setbacks and built-to lines that are appropriate to the form and character of the street.

DD-2.3: Limit curb cuts, drop-offs, and porte-cocheres that interrupt the continuity of the pedestrian path and experience.

PR-1.3: Improve Downtown's urban greenways and adjoining public parks, as natural refuges and pathways.

PR-3.1: Maintain, extend, and restore Downtown's grid system of streets and alleys.

PR-3.2: Require all new development to build Great Streets sidewalks or contribute to the Great Streets Development Program fund.

PR-3.3: Streamline the license agreement process for Great Streets improvements.

PR-3.4: The design and construction of Great Streets improvements should accompany and be closely coordinated with transit improvements, including urban rail.

PR-3.6: Improve Congress Avenue in keeping with its role as the Main Street of Texas.

TP-1.1: Improve pedestrian facilities in all streets and implement the Great Streets Master Plan.

TP-1.2: Convert certain Downtown streets to two-way operation.

TP-1.3: Maintain alleys as the principal means of loading, servicing, and parking access.

TP-1.4: Reduce or remove the barrier of the IH 35 edge.

TP-1.5: Establish a comprehensive way-finding system for all modes of transportation.

TP-2.1: Establish an urban rail system to connect Downtown with other Central Austin destinations and passenger rail systems.

TP-2.2: Concentrate major bus routes along designated Downtown corridors.

Vision Element Three (cont'd)  
A multi-modal transportation system that is  
convenient, sustainable, affordable, and a  
viable alternative to the automobile.

TP-2.3: Create high-quality, state-of-the-art transit stops and transfer facilities.

TP-3.1: Establish bicycle priority streets that provide facilities for all levels of bicyclists along key north-south and east-west corridors.

TP-3.2: Introduce shared lane markings ("sharrows") on streets where cyclists can safely share the lane with automobiles.

TP-3.3: Create a more continuous system of off-street and multi-use trails.

TP-3.4: Increase bicycle parking in Downtown.

TP-3.5: Require shower and locker facilities in office developments.

TP-3.6: Introduce bike-sharing.

TP-3.7: Ensure that urban rail facilities promote bike safety.

TP-4.1: Manage and coordinate Downtown parking.

TP-4.2: Promote public/private partnerships to provide shared parking facilities within new development.

TP-4.3: Establish an in-lieu fee system that allows developers to contribute to centralized off-site parking as an alternative to providing parking on site.

TP-4.4: Provide incentives for on-site, car-share spaces and recharging facilities.

TP-4.5: Manage on-street parking and loading areas in a more efficient manner.

TP-4.6: Create a way-finding system and real-time parking displays that guide visitors to key public parking facilities.

TP-5.1: Assist in establishing a Central City Transportation Management Association.



Vision Element Three (cont'd)

A multi-modal transportation system that is convenient, sustainable, affordable, and a viable alternative to the automobile.

UI-6.1: Continue to prioritize maintenance improvements to Downtown streets and alleys, and coordinate and fund "complete" street reconstruction.

### Vision Element Four

A beloved fabric of historic places, buildings, and landscapes that celebrate the unique journey Austin has taken over the past 170 years.

HP-1.1: Update and disseminate the Comprehensive Cultural Resources Survey and Preservation Plan, beginning with Downtown, and plan for periodic updates.

HP-2.1: Adopt form-based development standards to protect and complement the unique character of historic downtown buildings, streets, and districts.

HP-2.2: Adopt standards and incentives to protect the Warehouse District.

HP-2.3: Introduce stepback provisions and other design standards for building additions within the East 6<sup>th</sup> Street National Register Historic District.

HP-2.4: Introduce stepback provisions and other design standards for building additions within the Congress Avenue National Register Historic District.

HP-3.1: Improve the capacity of the City's Historic Preservation Office and that of the Historic Landmark Commission.

HP-3.2: Create a historic preservation funding source and incentives that encourage preservation projects available to both public and private property owners, as well as tenants.

DD-1.4: Establish specific scale-compatibility standards that are tailored to the downtown context.

DD-2.1: Require setbacks and built-to lines that are appropriate to the form and character of the street.

DD-3.1: Promote a compatible relationship between new and historic buildings.

PR-1.1: Provide adequate funding for the maintenance and operation of all City-controlled Downtown parks.

PR-1.4: Improve the historic squares of the original City Plan.

PR-1.5: Improve the PARD-owned Old Bakery and Emporium and surrounding parkland on Congress Avenue.

PR-1.6: Pursue public/private funding sources and management structures for improving and maintaining Downtown parks.

PR-3.6: Improve Congress Avenue in keeping with its role as the Main Street of Texas.

Vision Element Four (cont'd)

A beloved fabric of historic places, buildings,  
and landscapes that celebrate the unique  
journey Austin has taken over the past 170  
years.

TP-1.5: Establish a  
comprehensive way-finding  
system for all modes of  
transportation.

### Vision Element Five

A variety of districts and destinations that support the creative expression of its citizenry through art, music, theater, dance, and performance.

See district-specific Goals and Improvement Priorities

HP-2.1: Adopt form-based development standards to protect and complement the unique character of historic downtown buildings, streets, and districts.

AU-3.3: Establish a concentration of retail, entertainment, and cultural uses in City-sponsored redevelopment projects.

AU-4.1: Encourage museums and other cultural institutions that serve the entire city to be located in or very near Downtown.

AU-4.2: Provide for the creation of new cultural facilities and live music venues.

AU-4.3: Support cultural district planning and marketing of Downtown arts and cultural organizations, businesses, and live music venues.

AU-4.4: Provide incentives and programs for the protection of Red River Street as an authentic live music district.

AU-4.5: Build on the East 6<sup>th</sup> Street brand and improve it as a high-quality daytime and night-time entertainment and visitor destination.

AU-4.6: Allow restaurants in certain Downtown districts to have outdoor music venues with the same sound levels as cocktail lounges.

AU-4.7: Increase the capacity of City staff to act as an advocate for and ambassador to the creative community.

DD-1.2: Finalize and adopt a Downtown Density Bonus Program that allows developers and the community to equitably share the benefits of additional height and density above the existing regulations.

DD-2.1: Require setbacks and built-to lines that are appropriate to the form and character of the street.

PR-1.1: Provide adequate funding for the maintenance and operation of all City-controlled Downtown parks.

PR-1.4: Improve the historic squares of the original City Plan.

PR-3.6: Improve Congress Avenue in keeping with its role as the Main Street of Texas.

Vision Element Five (cont'd)

A variety of districts and destinations that support the creative expression of its citizenry through art, music, theater, dance, and performance.

TP-1.5: Establish a comprehensive way-finding system for all modes of transportation.

Vision Element Six  
A green “necklace” of trails extending from  
Lady Bird Lake, and along Waller and Shoal  
Creeks into surrounding neighborhoods.

PR-1.1: Provide adequate funding for the maintenance and operation of all City-controlled Downtown parks.

PR-1.2: Program and design parks to serve the diverse needs of Downtown residents, families, workers, and visitors.

PR-1.3: Improve Downtown's urban greenways and adjoining public parks, as natural refuges and pathways.

PR-1.4: Improve the historic squares of the original City Plan.

PR-1.6: Pursue public/private funding sources and management structures for improving and maintaining Downtown parks.

TP-1.5: Establish a comprehensive way-finding system for all modes of transportation.

UI-3.1: Develop a Downtown Drainage Master Plan and extend that plan to adjacent urban redevelopment areas as feasible.

UI-3.3: Increase watershed maintenance of Shoal and Waller Creeks.

UI-3.5: Implement the Lower Shoal Creek Restoration Project.

UI-3.6: Develop a flood control plan for Shoal Creek in conjunction with a Shoal Creek Greenway improvement plan.

LI-1.2: Encourage and support public/private partnerships and conservancies aimed at building and operating parks and open space improvements.

### Vision Element Seven

A wide range of housing choices for individuals and families with diverse social and economic backgrounds.

AU-2.1: Support the production of affordable housing.

AU-2.2: Leverage redevelopment of public lands to contribute to affordable housing production.

AU-2.3 – Provide for permanent supportive housing.

AU-2.4: Promote affordable housing for artists and musicians.

AU-7.1: Enhance and expand the range of Downtown social services in a manner that is compatible with other land uses and the public realm.

AU-7.2: Promote educational and child care facilities that make Downtown more family-friendly.

DD-1.2: Finalize and adopt a Downtown Density Bonus Program that allows developers and the community to equitably share the benefits of additional height and density above the existing regulations.

PR-1.2: Program and design parks to serve the diverse needs of Downtown residents, families, workers, and visitors.

PR-1.4: Improve the historic squares of the original City Plan.

LI-1.1: Establish a Central City Economic Development Corporation.

Vision Element Eight

An array of innovative businesses – small and large – that are attracted to the Downtown by its rich human capital and unique sense of place.

AU-5.1: Provide incentives for Downtown office and employment uses.

AU-6.1: Provide incentives for Downtown hotel uses.

PR-1.2: Program and design parks to serve the diverse needs of Downtown residents, families, workers, and visitors.

PR-3.6: Improve Congress Avenue in keeping with its role as the Main Street of Texas.

LI-1.1: Establish a Central City Economic Development Corporation.