East 11th & 12th Street Development Strategy

Council Briefing • March 1, 2012

Economic & Planning Systems • McCann Adams Studio
Adisa Communications • Urban Design Group
Why Are We Here Today?

• Vision set by community and adopted by Council in 1999
• Tri-Party Agreement (City, URB, ARA) dissolved in 2010
• City of Austin responsible for implementation of vision
• Development Strategy initiated to provide a “road map” for implementation of revitalization
• HUD has recently stressed importance of disposition/development of federally funded properties
HUD Program Update

- HUD has instructed participating jurisdictions of its prioritization in bringing longstanding federally-funded projects to a close.
- Federally-funded activities must meet the required national objective as dictated by the respective federal source of funds.
- Responsiveness to HUD’s direction may require aggressive action to dispose of publicly-owned tracts.
- This action may impact recommendations for publicly-owned tracts noted in the Development Strategy.
Study Area Boundaries

E. 11th Street from Branch/San Marcos to Navasota St.
E. 12th Street from IH 35/Branch to Poquito St.
Study Area Background

• Historically a culturally diverse, mixed income community

• Vision set by community and adopted by Council
  • Create a vibrant corridor through mixed-use redevelopment – commercial, retail & housing – and preserve neighborhood assets and culture
  • Spur private investment and create sustainable community that includes businesses, jobs, and services
The Study Area Today

• Demographically dynamic area near Downtown, Capitol Complex, UT, Mueller, etc.
• Higher incomes and fewer families and seniors
• City prioritized the revitalization of corridors
  – Several plans and agreement with Urban Renewal Board and Austin Revitalization Authority
  – Public investment in infrastructure, housing, parking, cultural uses, office space, commercial facades, etc.
• Much revitalization has not yet occurred, particularly on E. 12th Street
Development Strategy Goals

- Help East 11th & 12th Streets better participate in region’s economic strength and growth
- Foster community consensus around shared values/vision
- Reduce impediments to market-supported development
- Direct public resources toward most effective investments
- Establish clear recommendations to move projects forward
Strategy Approach

Step 1: Review of Existing Conditions

Step 2: Community Engagement
- 20+ 1-on-1’s
- URB and 2 community meetings
- Paper and online survey with 100+ respondents
  8 Speak Up Austin

Step 3: Identify Near-term Opportunities and Constraints

Step 4: Research and Recommend Methods for Moving Forward

Step 5: Draft and Finalize Development Strategy
Public Engagement Summary

September 2011: Public Meeting #1 to receive input on priority issues; initiation of stakeholder interviews

November 2011: Public Meeting #2 to present market analysis and infrastructure analysis

December 2011: Online survey; post summary of issues/analysis on Speak Up Austin

January 2012: Public Meeting #3 to present Draft Development Strategy; post strategy components on Speak Up Austin; post Draft Development Strategy on NHCD website and at Library; begin 30-day public comment period

February 2012: Close of 30-day public comment period on draft; incorporation of “comment log” into final document
From Draft to Final

• Edits of mis-labeled data and graphics
• Clarification of HUD land disposition issues
• Addition of map and table explaining federal funding sources and restrictions on public land as Appendix C
• Inclusion of market findings as Appendix D
• Inclusion of public input as Appendix E
Key Community Issues

- Disposition of Public Land
- Infrastructure Needs
- Neighborhood Retail and Commercial Development
- E. 12th & Chicon
- Housing Opportunities and Gentrification
- Parking Strategy
- Development Regulations and Process
Public Land Disposition

• Issues:
  ✓ Several parcels in public ownership have not yet been developed
  ✓ Near-term disposition and development can generate revenues, increase vitality
  ✓ Some sites acquired/improved using Federal funds, subject to use restrictions and/or repayment of funds

• Strategies:
  – Place land into redevelopment activity ASAP
  – Specific strategies vary by site:
Public Land – E. 11th Street

- Block 16 – Update and Re-issue 2008 RFP for Mixed-Use
- Block 17 – Commence with construction as planned
- Block 18 – Confirm or remove prescriptive “project controls,” issue RFP for Mixed-Use
- Encourage synergies with African American Cultural Heritage District, local business, community parking, mixed-income and some larger units
Public Land – E. 12th Street

• Tract 12 – Consider allowing mixed-use, sell property
• Tract 13 – Consider allowing commercial and community parking, retain as parking resource
• 1120 E. 12th – Sell property
• Tract 5 – Prepare RFP for mixed-use/commercial
• Encourage local business, community parking, mixed-income and some larger units
Infrastructure Assessment

• Issues:
  ✓ Wastewater utilities likely to require incremental upgrades to serve amount of redevelopment enabled by plans
  ✓ Poor quality of streetscape and overhead utilities on E. 12th Street
  ✓ Private project feasibility can be greatly enhanced if infrastructure costs can be reduced

• Strategies:
  – Pursue $10M+ public funds for infrastructure upgrades on E. 12th
    • Streetscape (~$5M); Utility undergrounding (~$4M); Wastewater utilities (~$1M)
    • Public funding can save $15/building SF, enhance project feasibility
Streetscape – 12th & Olander
Overhead Utilities – 12th & Chicon
Retail and Commercial Development

• **Issues:**
  ✓ Lack of community retail forces spending outside of Study Area
  ✓ Concerns about future displacement of existing retailers, as new projects benefit from chains’ higher capitalization/lower-risk

• **Strategies:**
  – Pursue a grocery store on E. 12th Street or next to IH 35
    • Dedicate staff resources and pursue incentives such as Tax Credits
    • Publicly owned sites may not be optimal for this use, so work with private land owners
  – Encourage locally owned businesses and “below-market-rate” commercial space in projects built on public land
    • Solicitation process can mandate or give priority to such projects
E. 12th & Chicon

• Issues:
  ✓ Criminal activity and security concerns deter development opportunities
  ✓ Properties in area are in private ownership

• Strategies:
  – Continue progress of law/code enforcement
    • Trespassing, problem houses, Tactical Support Team, community clean-up
    • Consider installation of security cameras
  – Incent redevelopment on private parcels
    • Wastewater upgrades, tax credits, assembly assistance, commercial loans, etc.
  – Consider shared parking behind private properties on north side
    • Must be embraced by property owners, not imposed by City
Housing and Gentrification

• Issues:
  ✓ Neighborhoods around Study Area have high concentration of subsidized affordable units
  ✓ Neighborhood residents still need affordable units, especially for families and seniors
    • Both these “market groups” saw major declines as area has gentrified

• Strategies:
  – Encourage mixed-income housing on publicly owned tracts
  – Encourage units large enough for families, e.g. 3 bedrooms
  – Consider pursuing a senior housing development
Parking

• Issues:
  ✓ On-street parking is limited due to narrow right-of-way and bike lanes
  ✓ Structured parking to maximize project densities may not be feasible for most private projects

• Strategies:
  – Consider public parking on Tract 13 (E. 12th b/w Waller & Navasota)
  – Encourage “duck-in” street parking as lower-cost surface spaces within private properties
  – Encourage “community parking” as a value-added element of projects on public land
Development Regulations

• Issues:
  ✓ Confusing overlap of multiple regulatory documents
  ✓ Approval of projects that don’t meet all documented regulations can require multiple steps, add years and cost
• Strategies:
  – Reconfirm or remove most restrictive requirements where they still exist
  – Update URP as a single document reflecting most current information
  – Create specific streetscape plans rather than complying with the general ones in Commercial Design Standards

Central East Austin Master Plan
Urban Renewal Plan (+ 5 Modifications)
Neighborhood Plans
  • Central East Austin
  • Chestnut
  • Rosewood

11th St NCCD
12th St NCCD
Commercial Design Standards
NHCD/URB’s Action Items

• NHCD has initiated submission for CIP and bond funding for infrastructure upgrades
• Urban Renewal Board can initiate amendments to Urban Renewal Plan
• NHCD work with Urban Renewal Board to initiate disposition of public land
Additional Action Items

• Establish Technical Advisory Group with other City departments to determine priorities and establish and implement work plan
  – Legal and PDR: Plan and zoning amendments
  – EGRSO: Pursuit of development incentives and business support
  – AWU/AE: Consideration of infrastructure funding
  – Public Works: Consideration of streetscape improvements
  – APD: Continuation of enforcement
  – Real Estate: Facilitate property disposition