

# DOWNTOWN AUSTIN

# VISION

SHAPING THE FUTURE OF **DOWNTOWN AUSTIN**



# **DOWN AUSTINTOWN ALLIANCE**

**M. Crane & Associates, Inc. | Group Solutions RJW | Public City**



# Agenda

1. Process for developing the Downtown Vision
2. Elements of the downtown vision
3. Next steps



# VISION STEERING COMMITTEE

**Mike Kennedy** (Committee Chair), Avison Young

**David Bodenman**, Highland Resources Inc.

**Barbary Brunner**, Austin Technology Council

**Greg Canally**, City of Austin

**Donna Carter**, Carter Design Associates

**John-Michael Cortez**, Office of Mayor Steve Adler

**Mario Flores**, Mario Flores Attorney at Law

**Jerry Frey**, CBRE

**Charles Heimsath**, Capitol Market Research

**Todd Hemingson**, Capital Metro

**Tim Hendricks**, Cousins Properties Inc.

**Christopher Kennedy**, Leadership Austin

**Tim LaFrey**, Seton Healthcare Family

**Teddy McDaniel III**, Austin Area Urban League

**Carol Polumbo**, McCall, Parkhurst & Horton L.L.P

**Belinda Powell**, Community Volunteer

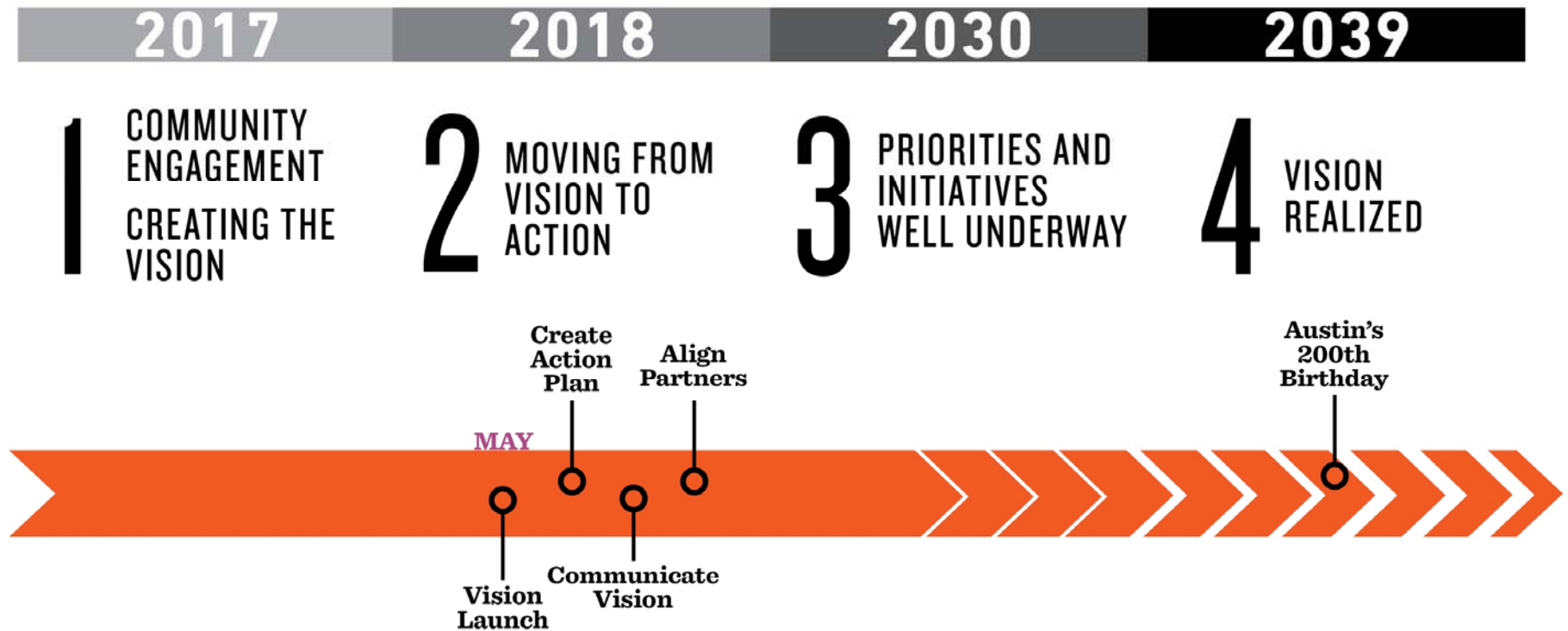
**Jim Ritts**, Austin Theatre Alliance

**David Smith**, United Way for Greater Austin

**Robert D. Thomas**, Texas Facilities Commission

**Jennifer Wiebrand**, Gables Residential

# TIMELINE







# OVER 3,000 VOICES HELPED SHAPE THE DOWNTOWN AUSTIN VISION



**2,200**  
ONLINE SURVEY  
RESPONSES

**16**  
FOCUS  
GROUPS  
(141 Participants)

**14**  
WORKSHOPS AND  
EVENTS  
(300+ Participants)



**8**  
THE COMMUNITY'S  
TABLE EVENTS  
(290+ Participants)

**24**  
COMMUNITY LEADER  
INTERVIEWS



PHOTOS: GUILIO SCIORIO



[Watch the Video](#)





**OVER 75** LOCAL ZIP CODES REPRESENTED

**40,000 +** IMPRESSIONS FROM TWITTER,  
FACEBOOK AND INSTAGRAM

**150,000** SPANISH LANGUAGE TV AND  
DIGITAL IMPRESSIONS

**500** COLORING BOOKS DISTRIBUTED  
DESIGNED LOCAL ARTIST

**2,000 +** VISITORS TO WEBPAGE

**7** LOCAL MEDIA OUTLETS COVERED  
THE CAMPAIGN



Generating

**10,000 +** THOUGHTS  
& IDEAS

PHOTOS: GUILIO SCIORIO

# ▶▶ COMMUNITY ENGAGEMENT

## SUMMARY OF FINDINGS

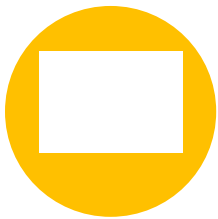
**Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.**

—Jane Jacobs, *The Death and Life of Great American Cities*, 1961



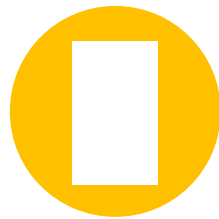
# SUMMARY

To ensure that downtown Austin retains or improves its appeal to the local residents, these results suggest the following:



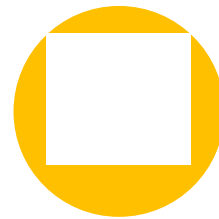
## ADDRESS MYRIAD MOBILITY ISSUES

Addressing these mobility issues is essential – this includes ingress and egress, circulation, and more progressive planning that takes emerging technologies and preferences of younger people into account.



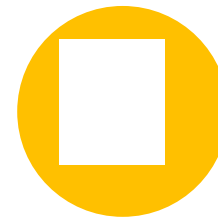
## ENSURE DOWNTOWN IS WELCOMING AND AFFORDABLE

Ensuring that downtown is welcoming and affordable – to the fullest extent possible – so that it is appealing and accessible to the area's growing and increasingly diverse community.



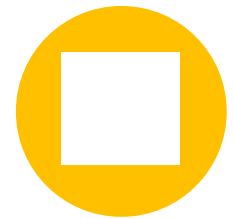
## SUCCESSFULLY ADDRESS COMPLEXITY OF HOMELESSNESS

Successfully addressing the complex issues surrounding homelessness.



## HIGHLIGHT AUSTIN'S UNIQUE HISTORY AND LOCAL CHARACTER

Preserving and highlighting Austin's unique history and local character (e.g., arts and entertainment, live music, home-grown small businesses) is mission critical. This valuable and distinctive aspect of place can't be replicated anywhere else.



## GROW AND LEVERAGE PARKS AND PUBLIC REALM

Growing and leveraging parks (through programming, connectedness, and design) and other aspects of the public realm (streets and sidewalks) so that these community assets are lively, welcoming and attractive gathering places. Ensure that the public realm brings value to everyone in the region.



# ►► VISION AND STRATEGIC PRIORITIES

FOR DOWNTOWN  
AUSTIN'S FUTURE



**When they fall in love with a city it is for  
forever, and it is like forever. As though there  
never was a time when they didn't love it.**

**—Toni Morrison, *Jazz*, 1992**



# THE DOWNTOWN YOU WILL ALWAYS LOVE



More than 3,000 Austinites helped shape this vision for downtown Austin, identifying four priorities that work together to create and sustain *the downtown you will always love*. By the year 2039 —Austin's 200th birthday—downtown will be a place with vibrant neighborhoods and places that welcome everyone. It will be a place that is convenient to get to and enjoyable to get around. Because of this, downtown will thrive and prosper. And when downtown prospers, so does the entire region.

## PRIORITIES

### THRIVING CENTER

Downtown is the thriving center of business and community life, creating economic prosperity for the entire region.

1. Maintain and promote downtown as the region's primary business and cultural center.
2. Continue to attract and grow new businesses, residents and visitors to foster downtown's economy.
3. Foster a range of attainable creative office and start-up spaces.
4. Preserve and grow existing retail businesses, historic and cultural assets. Attract new ones.
5. Position downtown for a successful retail future.
6. Invest in and grow the local workforce downtown.

### WELCOMING PLACES

Downtown is beloved for diverse and engaging parks, places and experiences that attract and welcome everyone.

1. Deliver a consistently clean and safe downtown experience.
2. Broadly address the needs of people experiencing homelessness, and the associated impacts.
3. Transform public spaces into an integrated, walkable, vibrant experience of arts, greenspace, music, culture and creativity- for everyone.
4. Create new parks, places and connections where possible.
5. Maximize the green infrastructure benefits of the public realm.
6. Tell the varied stories of Austin and its people in downtown's public places.
7. Leverage the waterfront as an integral part of the downtown experience.

### GROWING NEIGHBORHOODS

Downtown is a growing and ever-evolving tapestry of complete, vibrant and walkable neighborhoods and districts that express Austin's authentic character.

1. Grow downtown's unique and vibrant mixed-use neighborhoods and districts. Preserve and leverage what is authentically Austin as we grow—history, nature, music, art, and culture.
2. Foster the growth of a more diverse downtown residential population.
3. Make downtown a family-friendly place to live and visit.
4. Create extremely vibrant and walkable streets.
5. Plan collaboratively for downtown's evolving edges, connections and urban density.

### LEADING MOBILITY

Downtown is the leader and champion of innovative urban transportation alternatives.

1. Create compact centers and corridors in Austin's central core.
2. Provide a variety of options for people to get to and from downtown, including a robust transit network in central Austin.
3. Provide a variety of options for people to get around downtown.
4. Position downtown as the leader and hub of smart mobility technology.
5. Improve the experience and availability of parking in downtown while planning smartly for the future.
6. Maximize effective transportation options for downtown commuters, visitors and residents.



# ►► PRIORITIES

## THRIVING CENTER



## WELCOMING PLACES



## GROWING NEIGHBORHOODS



## LEADING MOBILITY





# ▶▶ TRANSFORMATIVE INITIATIVES

1. ADVANCE THE INNOVATION DISTRICT
2. DEVELOP A CULTURAL TRUST TO PRESERVE CULTURAL/HISTORICAL ASSETS
3. COMPLETE AND PROMOTE THE URBAN GREENBELT
4. DEVELOP A COMPREHENSIVE VISION AND STRATEGIC PLAN TO ADDRESS HOMELESSNESS
5. RECONNECT AUSTIN: LOWER AND CAP I-35 AND RECONNECT THE STREET GRID
6. CREATE PLACES OUT OF SPACES: CONGRESS AVENUE AND EAST SIXTH STREET
7. CHAMPION A CENTRAL CITY TRANSIT NETWORK



# ▶▶ NEXT STEPS

## TOWARDS SUCCESSFUL IMPLEMENTATION

1. CREATE A COMPREHENSIVE WORK PLAN FOR IMPLEMENTING THE VISION OVER TIME
2. DEFINE ROLES FOR THE DOWNTOWN ALLIANCE
3. TRACK, MONITOR AND COMMUNICATE PROGRESS
4. CELEBRATE SUCCESS





