



Photo: Waller Creek Conservancy

## Waller Creek/Palm District Planning Initiative

Planning and Zoning Department Briefing to ESB-MACC Board  
November 6, 2019

**IMAGINEAUSTON**  
Vibrant. Livable. Connected.



# Presentation Overview

- Background
- Study Area
- Purpose and Scope
- Project Team
- Timeline
- Next Steps and Discussion

Work Plan:

<http://www.austintexas.gov/edims/pio/document.cfm?id=329271>



## Resolution 20190523-029

- Palm School Negotiations
- Rainey Street District Fund
- Fifth Street Mexican American Heritage Corridor
- Convention Center Expansion
- **District Planning Process**
- Improved Connectivity



## Planning History

- Waller Creek Master Plan (2010)
- Downtown Austin Plan (2011)
- Imagine Austin (2012)
- Waller Creek Design Plan (2012)
- Hispanic/Latino Quality of Life (2013)
- Downtown Austin Wayfinding Master Plan (2013)
- Convention Center Master Plan (2015)
- ESB-MACC Master Plan (2018)
- Project Connect Vision (2019)
- Brush Square Master Plan (2019)
- UT Analysis of Convention Center Expansion (2019)
- Austin Core Transportation Plan, including Rainey (Underway)

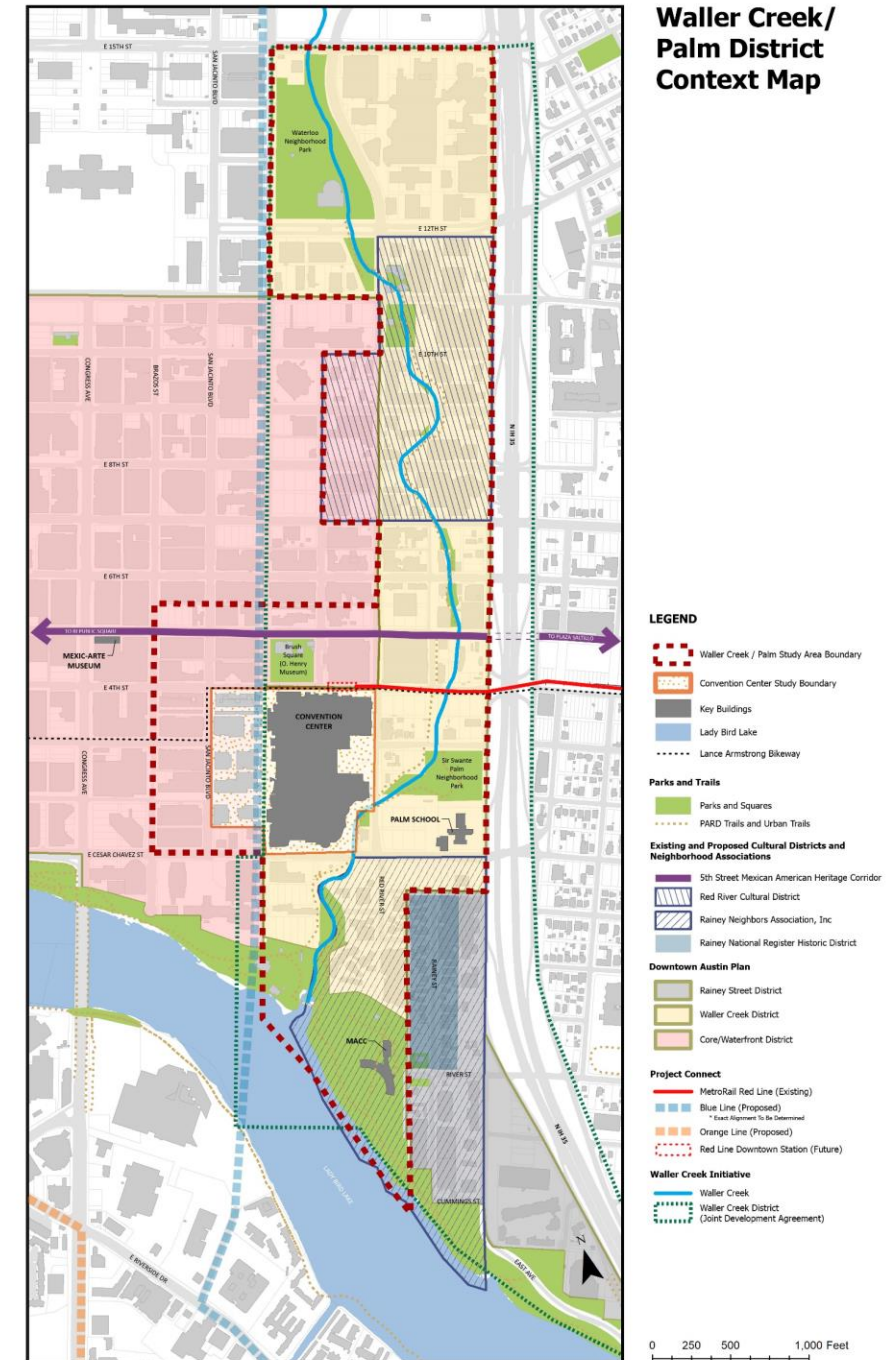
....and more





# Study Area

*Planning process will engage areas beyond the boundary, and additional planning activities could occur outside of the proposed boundary (e.g. the resolution references connectivity to the Rainey district and across IH-35)*



# Purpose

Engage stakeholders to develop a comprehensive, focused small area plan for an area of downtown Austin that includes Palm School, Palm Park, Waller Creek, the Red River Cultural District, the Convention Center, and the 5<sup>th</sup> Avenue Mexican American Cultural Corridor.

# Scope

- Amend Waller Creek District Master Plan
- Amend Downtown Austin Plan
- Amend Land Development Code/Develop regulating plans
- Engage stakeholders
- Understand existing conditions
- Support coordination of related initiatives
- Involve design professionals through AIA R/UDAT or other process

# Project Team

## Project Leadership:

- **J. Rodney Gonzales, Assistant City Manager**  
*Executive Lead*
- **Stevie Greathouse, Planning and Zoning**  
*Project Lead*
- **Jorge Rousselin, Planning and Zoning**  
*Urban Design Lead*

## Project Support:

- PAZ Urban Design Division
- PAZ Long Range Planning Division
- PAZ Historic Preservation Office
- Communications and Public Information Office

## Coordinating Departments:

- Convention Center
- Economic Development
- Real Estate
- Austin Transportation
- Parks and Recreation
- Watershed Protection
- Office of Sustainability

## Agency Partners

- Downtown Austin Alliance
- Waterloo Greenway
- Capital Metro
- Travis County
- AIA Austin

## Key Stakeholders

- *Preservation Austin*
- *Visit Austin*
- *Our Austin Story*
- *The Trail Foundation*
- *Travis County Historical Commission*
- *The Greater Austin Chamber of Commerce*
- *Housing Authority of the City of Austin*
- *Movability*
- *East Sixth Street Public Improvement District*

- *Project Connect Advisory Net*
- *Hispanic Austin Leadership*
- *Hispanic Advocates Business Leadership of Austin*
- *The Downtown Austin Neighborhood Association*
- *Mexic-Arte*
- *La Peña*
- *Texas Department of Transportation*
- *The Red River Cultural District*
- *The Raza Roundtable*
- *The Rainey Neighbors Association*
- *The East Cesar Chavez NPCT*
- *The Rainey Business Coalition*
- *The Town Lake Neighborhood Association*
- *The Austin History Center Association*
- *The Greater Hispanic Chamber of Commerce*
- *City of Austin Boards and Commissions*
- *....and more*



# Timeline

FALL 2019	WINTER 2019-2020	SPRING 2020	SUMMER 2020	FALL 2020	WINTER 2020-2021	SPRING 2021
TASK 1: Pre-Planning						
		TASK 2: Visioning				
		TASK 3: Active Planning				
				TASK 4: Draft Review		
						TASK 5: Plan Adoption
		TASK 6: External Stakeholder Engagement				

# Next Steps

- Inventory existing conditions
- Initial outreach and development of public engagement plan
- Continue meeting with coordinating departments and agency partners
- Launch project website
- Initiate AIA R/UDAT (application-based process)
- Possible “early out” implementation activities
  - 5<sup>th</sup> Street Mexican American Heritage Corridor
  - Rainey Shared Streets Pilot
  - Convention Center activities
  - Palm School

# Discussion

How can we best involve you and the stakeholders you work with in the planning process?

Are there key stakeholders we need to engage?

Are there key issues that we should make sure to consider as we begin work in this area?

# Questions?

Jorge Rousselin, Division Manager

**Planning and Zoning Department**

[jorge.rousselin@austintexas.gov](mailto:jorge.rousselin@austintexas.gov)

512-974-2975

Stevie Greathouse, Program Manager

**Planning and Zoning Department**

[stevie.greathouse@austintexas.gov](mailto:stevie.greathouse@austintexas.gov)

512-974-7226