

Block 18 (46,567 Square Feet)



- b. **Block 17** – This land, sitting immediately north of the Street-Jones and Snell Buildings and facing Juniper Street, is planned to be developed for townhomes or live/work lofts. The City should expedite development of this land, either through direct construction carried out by the Austin Housing Finance Corporation or near-term transfer of the property to a motivated developer.
- c. **Block 18** – This URA land just east of the Snell Building on East 11th Street is home to the Victory Grill and the East Room. The community should consider modifying the Urban Renewal Plan to provide site plan flexibility similar to that already provided for Block 16, or confirm that the specific Project Controls for Block 18 should be maintained. Following that discussion, an RFP should be issued. Developers should be encouraged to propose various ways to support the historic properties and the African American Cultural Heritage District on this block, in addition to the provision of community parking and space for local businesses.
- d. **Tract 12** – This City owned land on East 12th Street has already been planned and platted for single-family attached housing (e.g., townhomes). To contribute more substantially to the commercial activity on East 12th Street, the community should consider modification of the URP to allow uses such as mixed-use development and/or live/work units offering ground floor commercial space *within* side-by-side townhomes. The land should be sold as quickly as possible to a motivated developer.
- e. **Tract 13** – This City owned land is more problematic to develop for housing than most sites, because it is oriented north-south and has limited width between Curve and Waller Street. The community should consider modifying the URP to encourage retail development on the East 12th Street frontage, plus community parking spaces. If such modification is approved, the City can issue an RFP for this site that allows for ground leasing, and seek to dedicate the revenues achievable through the leasing opportunity to the modest improvement of the site for community parking and potentially open space. If consensus cannot be reached to modify the URP for such use, the land should be sold as quickly as possible to a motivated developer.
- f. **1120 East 12th Street** – This small site should be sold to the highest bidder as quickly as possible, as it offers little opportunity for desired development as a stand-alone site.
- g. **Tract 5** – This URA site on the north side of East 12th Street between San Bernard and Angelina, is designated in the URP for mixed-use and/or commercial development. The 0.6-acre site may also be large enough to accommodate senior housing as part of a mixed-use project, and could also be a potential site for a neighborhood grocery. An RFP for this site should be issued, though it may be appropriate to delay this solicitation until some progress can be made on the attraction of a grocery store to the Study Area, in the event that this site represents the most viable opportunity and should not be “lost” to other uses.
- h. **Community Parking** – The existing community parking lots on East 11th and East 12th Street should only be considered for more intensive development if and when adequate replacement spaces can be provided elsewhere in their vicinity.

synergies with the African American Cultural and Heritage Facility should be prioritized on this site. Examples of such synergies may include public art components, performance space, non-profit office space, restaurants or retail for event attendees to patronize, etc.

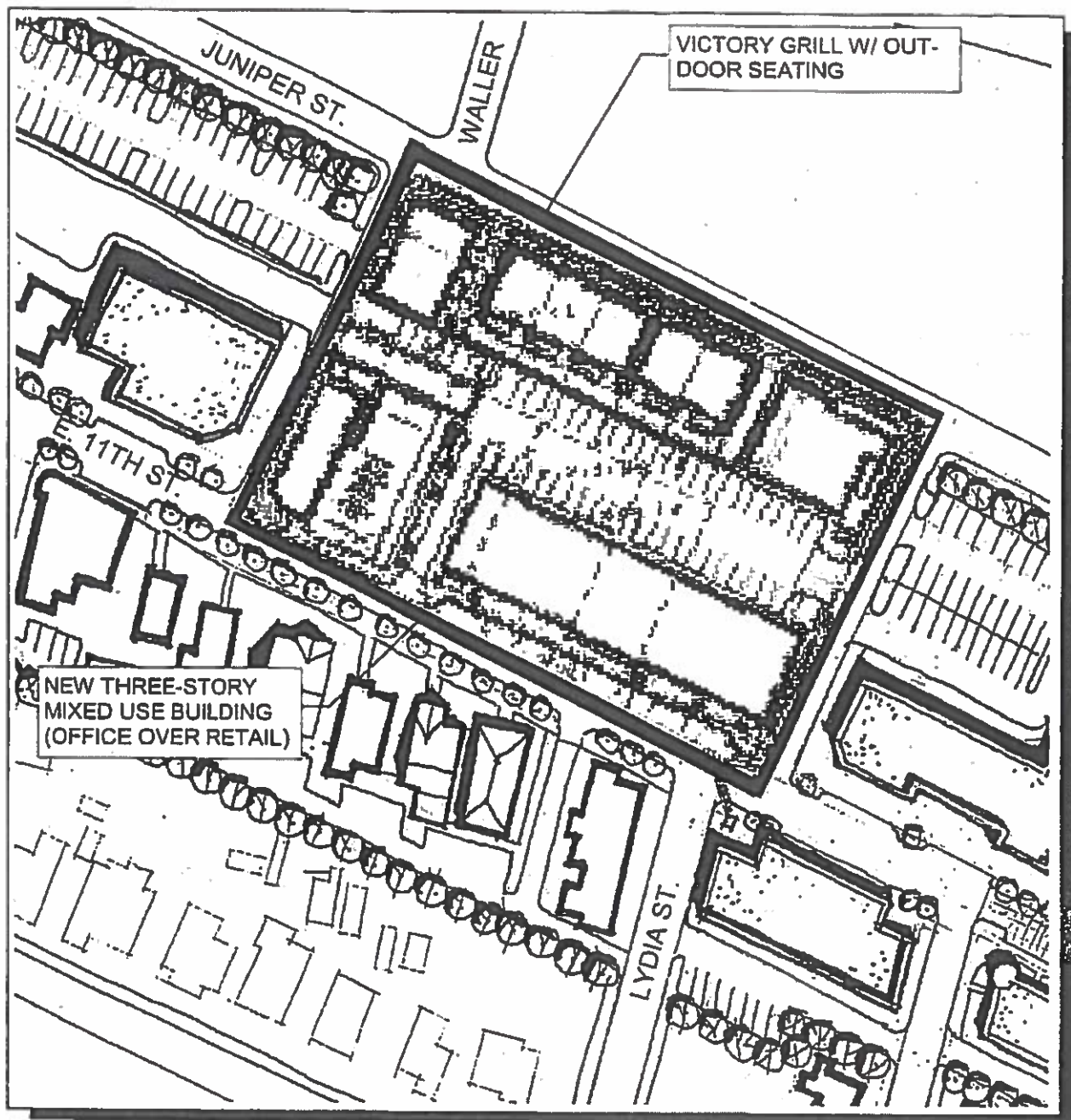
Strategy D-2b: Develop the envisioned townhomes or live/work lofts on Block 17.

Block 17 lies directly north of the Street-Jones and Snell Buildings, and is a very shallow strip of land fronting on Juniper Street. The site is planned for townhomes or live/work lofts, and the URP (under Modification #2) indicates that up to 18 such units could be developed. The EPS Team recommends that the City expedite development as envisioned on this parcel, either with AHFC managing the development or contracting with another developer.

Strategy D-2c: Consider amending the URP for Block 18 to be similar to Block 16, and issue an RFP for mixed-use development on Block 18.

Block 18 lies just east of the Snell Building and includes the historic Victory Grill and the historic "East Room." The site is also currently used for some food trucks and an outdoor entertainment venue. The original plan for the 1.6-acre site in the URP called for "Entertainment Oriented Retail and Office," with up to 80 community parking spaces. Subsequently, URP Modification #1 has added provisions for townhomes facing Juniper Street, increased the allowable commercial square footage, and increased the number of required community parking spaces to 135-150. Modification #5 eliminated most of the specific "Project Control" requirements for Block 16, so that at present there are no specific numbers of commercial square footage, housing units, residential or community parking spaces, etc. However, no such modification has thus far been made for Block 18, so all of the controls listed in Modification #1 still persist. As noted in the "Regulatory Issues and Strategies" section of this Development Strategy, a strict interpretation of the existing regulations for Block 18 may actually require those 135-150 "community parking spaces" above and beyond what may be required for the site's development itself, due to a change to the definition of "community parking spaces" in the URP.

The EPS Team recommends that the community strongly consider removing the Project Controls for Block 18, similarly to the changes made to Block 16. This action will invite more flexibility and creativity in crafting a proposal for development on the site. Then, the City should issue an RFP for Block 18 that is similar in content to the RFP for Block 16. Of course, the two historic structures on Block 18 will need to be preserved, and the RFP should stipulate that expectation. Otherwise, the terms for green building standards, affordable housing, local business preferences, payment of the appraised land value, etc., should all be similar to the requirements and preferences in the Block 16 RFP. Developers should be encouraged to reflect the general character of the current URP vision for the site (prior to the amendments suggested above), to provide parking beyond what is required for on-site uses, and to propose creative ways to support the historic buildings, including physical improvements, parking provision, programming concepts that capitalize on the African American Cultural Heritage District, etc.



PROJECT NUMBER/NAME:

11-5/11th ST. ENTERTAINMENT RETAIL

Project Location:

North side of 11th St. between Lydia St. & Waller St.

Reuse Objective:

Create Entertainment Oriented Retail & Office Opportunities on 11th St.

Project Controls:

Site Area:

1.6 Acres

Permitted Use:

Downtown & entertainment oriented retail/office/townhouses

Allowable Height (Existing)/Permitted FAR:

50 foot maximum /0.96 Total Maximum FAR

New Commercial Space:

40,000-48,000 square feet maximum; shall not be oriented towards Juniper Street

Commercial Space to be Preserved:

up to 5,900 square feet rehabilitated

Potential New Housing Units:

10-15 townhouses, oriented towards Juniper Street

Existing Housing to be Preserved:

0

Community Parking Spaces:

135-150 (limited on street spaces available)

Residential Parking Spaces:

10-15

Potential Demolition:

up to 2,000 square feet of commercial/retail

As amended by Ordinance August 2, 2001

Figure 4-9: 11th Street Entertainment Retail

Exhibit F

PERMITTED AND CONDITIONAL USES WITHIN SUBDISTRICT ONE

PERMITTED USES

COMMERCIAL USES

Administrative and Business Offices
Arts and Crafts Studio (Limited)
Arts and Crafts Studio (General)
Business Support Services
Communications Services
Consumer Convenience Services
Consumer Repair Services
Financial Services (no drive-thru)
Food Sales
Funeral Services
General Retail Sales (Convenience)
General Retail Sales (General)
Indoor Sports and Recreation
Indoor Entertainment
Laundry Services
Liquor Sales
Medical Offices
Outdoor Sports and Recreation
Personal Improvement Services
Personal Services
Pet Services
Professional Offices
Research Services
Restaurant (Fast Food) (no drive-thru)
Restaurant (Limited)
Restaurant (General)
Service Station
Commercial Parking Facilities

CIVIC USES

Club or Lodge
Cultural Services
Guidance Services
Hospital Services (Limited)
Local Utility Services
Community Parking Facilities
Religious Assembly
Safety Services

RESIDENTIAL USES

Townhouse/Condominium Residential (no street level units)
Multiple Family Residential (18 to 27 units per acre) (no street level units)

*Those properties which are located within the Keating and MacKenzie-Jordan
Renewal Plans shall be restricted to the uses designated within those plans.

CONDITIONAL USES

COMMERCIAL USES

Automotive Rental
Automotive Sales
Automotive Washing
Building Maintenance Services
Business or Trade School
Cocktail Lounge
Transportation Terminals

CIVIC USES

Community Recreation
College & University Facilities
Communication Service Facilities
Day Care Services (General)
Day Care Services (Limited)
Day Care Services (Commercial)
Private Educational Facilities
Public Educational Facilities

Exhibit F

PERMITTED AND CONDITIONAL USES WITHIN SUBDISTRICT TWO

PERMITTED USES

Commercial Uses

Administrative and Business Offices
Arts and Crafts Studio (Limited)
Business Support Services
Commercial Parking Facilities
Medical Offices
Day Care Services (General)
Day Care Services (Limited)
Day Care Services (Commercial)
Personal Improvement Services
Personal Services
Professional Offices

Civic Uses

Club or Lodge
Community Parking Facilities
Cultural Services
Guidance Services
Religious Assembly
Safety Services

Residential Uses

Single Family Residential
Duplex Residential
Two Family Residential
Townhouse/Condominium Residential
Multiple Family Residential (18 to 27 units per acre)

CONDITIONAL USES

Civic Uses

Community Recreation
College & University Facilities
Communication Service Facilities
Hospital Services
Private Educational Services
Public Educational Services
Employee Parking
(All parking not included in
civic and commercial)

*Those properties which are located within the Healing and Blackshear Urban
Renewal Plans shall be restricted to the uses designated within those plans.