### **RESOLUTION NO.**

- 2 WHEREAS, City Council Resolution No. 20131017-036 designated the
- 3 600 to 900 blocks of Red River Street as the Red River Cultural District, and
- 4 directed the City Manager to investigate the process for a state designation as well;
- 5 and

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- WHEREAS, located in the southeast quadrant of Downtown, the Red River
- 7 Cultural District includes, or is adjacent to, significant economic and historical
- 8 assets such as the Dell Medical School and teaching hospital, the Waterloo
- 9 Greenway, Historic E. 6th Street, and the Palm District; and
- 10 WHEREAS, on March 3, 2016, Council approved the Music and Creative
- 11 Ecosystem Omnibus Resolution which affirmed support for the music and creative
- ecosystem through short- and long-term goals specific to cultural tourism, revenue
- development, and venue retention; and
- WHEREAS, in June 2018 Council directed the City Manager to recommend
- potential short- and long-term design solutions for the physical landscape of the
- Red River Cultural District to increase pedestrian mobility and safety, and to
- support place-making efforts; and
- WHEREAS, Council passed Resolution No. 20100808-144 to reaffirm its
- direction to complete the streetscape and place-making work in the Red River
- 20 Cultural District; and

21	WHEREAS, the Planning and Zoning Department committed more than
22	\$1.3 million of Great Streets funding for Red River Cultural District streetscape
23	improvements for Fiscal Year 2020, with Economic Development managing that
24	project; and
25	WHEREAS, in May 2019 Council approved Resolution No. 20190523-029
26	to create the Palm District Master Plan, which includes the Red River Cultural
27	District as a prominent component; and
28	WHEREAS, Resolution No. 20180215-082 directed the City Manager to,
29	among other things, analyze and provide next steps for collaboration and support
30	of an "Austin Cultural Trust" that could create spaces that support artists and arts
31	organizations, preserve historic and iconic cultural buildings and spaces for
32	creative and cultural uses, and function in a way that provides for cultural assets to
33	exist in all parts of the City; and
34	WHEREAS, Resolution No. 20190808-072 reiterated prior Council
35	direction to create an economic development entity that could manage a portfolio
36	of projects including affordable housing developments, public-private partnerships
37	with private-led development such as along the South Central Waterfront, and a
38	Cultural Trust to support acquisition and preservation of creative space; and
39	WHEREAS, the Economic Development Department contracted with a
40	consultant to provide recommendations to Council on the options for structuring

41	such an entity, and the timely creation of such an entity could leverage
42	opportunities during this time to stabilize and retain creative space in addition to
43	accessing funds available to such entities from the Economic Development
44	Administration; and
45	WHEREAS, the recent impacts of the COVID-19 pandemic on the local
46	economy and specifically to small businesses such as live music venues,
47	restaurants, and bars may result in permanent closures of iconic venues if support
48	is not provided to these industries; NOW, THEREFORE,
49	BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:
50	The City Manager is directed to evaluate the following strategies, and if
51	feasible, to implement immediately:
52	Removal or downward adjustment of Parking and ROW (tour bus parking)
53	in the Red River Cultural District to assist in market recovery and reopening;
54	Removal or downward adjustment of fees associated with patio cafes; and
55	Expedited permitting processes and fee adjustments associated with
56	upgrading structures to be compliant with any new safety protocols
57	associated with safe reopening.
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#### **BE IT FURTHER RESOLVED:**

In addition, the City Manager shall explore Transfer of Development Rights (TDRS), land banking, and acquisition strategies for stabilizing assets in the Red River Cultural District and shall provide options to City Council as soon as possible. Such options shall include identification of strategies, timing, and funding sources, but shall not include 2016 bond funds.

#### **BE IT FURTHER RESOLVED:**

The City Manager is directed to consult with the Music Commission to explore using the Live Music Fund for re-employment/payroll assistance for venues during safe re-opening and to evaluate other investments that would help restore and enhance the live music and cultural tourism economy.

## BE IT FURTHER RESOLVED:

The City Manager is directed to expedite for Council review recommendations regarding the creation of an economic development entity, including providing documents necessary for the creation of the entity no later than June 11<sup>th</sup> and recommending ways such an entity could leverage opportunities to advance community benefits during this pandemic and during recovery, including but not limited to the retention, stabilization, or acquisition of creative space for a cultural trust.

# **BE IT FURTHER RESOLVED:**

Adoption of this resolution serves as an endorsement by the City Council for the Red River Cultural District State Cultural District designation application.

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ADOPTED: \_\_\_\_\_\_, 2020 ATTEST: \_\_\_\_\_

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Jannette S. Goodall City Clerk