

RCA CITY OF AUSTIN **RECOMMENDATION FOR COUNCIL ACTION**

AGENDA ITEM NO.: 14 AGENDA DATE: Thu 02/05/2004 **PAGE:** 1 of 3

SUBJECT: Approve a resolution adopting the Great Streets Development Program to provide reimbursement in the Central Business District (CBD) for streetscape improvements that meet the Great Streets Master Plan streetscape standards.

AMOUNT & SOURCE OF FUNDING: Funding for the reimbursements will be provided through the Great Streets Parking Meter Revenue Fund.

FISCAL NOTE: N/A

REQUESTING Transportation, Planning **DIRECTOR'S DEPARTMENT:** and Sustainability AUTHORIZATION: Austan Librach

FOR MORE INFORMATION CONTACT: Jana McCann, 974-6096; Sylvia Arzola, 974-6448

PRIOR COUNCIL ACTION: Resolution 960425-84 Creation of the Great Streets Parking Meter Revenue Fund.

Resolution 971106-23 Request the preparation of Downtown Design Guidelines

Resolution 000518-92 Adopt the Downtown Design Guidelines

Resolution 000803-45 Retain consultant to create the Downtown Great Streets Master Plan

Resolution 001214-76 Integrate recommendations for streetscape design and transportation

Resolution 021205-66A Adopt for implementation, subject to the availability of resources and funds, the Great Streets Master Plan streetscape standards to ensure that downtown has a consistent look and feel, and directs the City Manager to process these standards through the City rules promulgation process.

Ordinance 030403-26 Increase Parking Meter Revenue fees from \$.75/hour to \$1.00/hour

Resolution 030612-76 Adopt the Parking Meter Revenue Allocation Plan; setting aside 30% of parking fees in downtown to the Great Streets Parking Meter Revenue Fund; projects selected for funding from this source must be approved through the Great Streets Program as administered by TPSD.

BOARD AND COMMISSION ACTION: Recommended by the Downtown Commission and the Design Commission.

PURCHASING: N/A

MBE / WBE: N/A

The proposed Great Streets Development Program will assist projects with the high cost of streetscape improvements by establishing criteria to provide reimbursement of funds for streetscape improvements that meet the Great Streets Master Plan streetscape standards. The Program will allow the City to leverage needed above and below ground streetscape improvements from private developments by sharing in the cost of implementing Great Streets enhancements that benefit all pedestrians living,

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working or visiting downtown Austin.

All participating projects will continue to adhere to the City's Site Development Permit/Review and License Agreement processes, as well as provide necessary utility documentation, coordination, relocation, etc. due to the highly variable site conditions downtown. The Great Streets Development Program is available to large and small projects, new construction and renovations that aim to enliven the CBD with Great Streets streetscape improvements.

To be considered for reimbursement, all projects must meet the following criteria:

- Must be located within the CBD, bounded by Lamar, Town Lake, MLK, IH 35.
- The Sidewalk Plan must be reviewed and approved by City's Urban Design Office (UDO) staff for compliance with the Great Streets Master Plan streetscape standards and layout.

The Program will consist of three levels, with the level of reimbursement based on the project's priority. The highest level will be capped (below actual costs) at the value of \$18 per square foot of the sidewalk area proposed for Great Streets-type sidewalk improvements:

- HIGH priority: (CAP: \$18 PSF)
- MEDIUM priority: (CAP: \$14 PSF)
- LOW priority: (CAP: \$10 PSF)

The project's level of priority will be based on the following criteria:

- Is located in area of high pedestrian activity.
- Is located along a CMTA bus route.
- Extends/leverages underground utility improvements, planned or implemented.
- Extends/leverages adjacent streetscape improvements, planned or implemented.
- Is part of a planned corridor, district or master plan.
- Improves accessibility compliance.
- Allows adequate on-street parking.
- Provides sidewalk cafe.
- Is within a historic district or is a landmarked property.
- Is located along a COA bike route.
- Incorporates place-making/special features.

A project covering a full downtown block could be eligible for approximately \$375,000 or \$18 per square foot of streetscape improvements if the project is a "HIGH" priority for the City. Actual construction costs vary with site-specific conditions, but are estimated to be between \$500,000-\$800,000, or



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approximately \$25-40 per square foot.

Any reimbursement that exceeds \$45,000 will require Council approval; reimbursements below \$45,000 will be administratively approved. No project will receive reimbursement until the improvements are inspected and approved by the City of Austin. To ensure fulfillment of these commitments, staff recommends that incentives be conditioned upon the negotiation and execution of a Community Facilities Contract

All applicants will be required to work with DSMBR to determine opportunities for M/WBE participation and identify certified M/WBE contractors based on streetscape project's scope of work. Applicant must provide documentation to DSMBR of M/WBE notification efforts and selected contractors for construction of the streetscape improvements.

The Great Streets Development Program has been reviewed and recommended by the Downtown Austin Alliance, West End Austin Alliance, Downtown Austin Neighborhood Association and the American Institute of Architects (AIA) Austin Chapter.



AUSTIN DESIGN COMMISSION

JOHN C. PATTERSON CHAIR RICHARD WEISS VICE CHAIR JUAN COTTERA JOAN HYDE HOLLY KINCANNON GIRARD KINNEY PERRY LORENZ ELEANOR MCKINNEY PHILLIP REED January 14, 2004

Mayor Will Wynn Mayor Pro Tem Jackie Goodman Council Member Raul Alvarez Council Member Betty Dunkerley Council Member Daryl Slusher Council Member Darny Thomas Council Member Brewster McCracken

Re: Great Streets Awards Program

POLLYANNE MELTON STAFF LIAISON

Dear Mayor and Council;

The Design Commission received a presentation on the Great Streets Award Program at its December 2003 meeting with a follow-up presentation and question/answer period at January 2004 meeting. On January 5, 2004 the commissioners present expressed unanimous support for the proposed program to be implemented by city staff.

The Great Streets Awards Program will serve as a valuable tool for helping to bring to reality the pedestrian-friendly city envisioned by city council and expressed in the Downtown Austin Design Guidelines. We applaud the city staff's efforts in developing this program and heartily recommend its adoption by the City Council.

Sincere

Perry Lorenz, Member Austin Design Commission



503 W. 38th Street Austin, Texas 78705

January 28, 2004

City of Austin City Council

Re: City of Austin Proposed Great Streets Awards Program

Dear City of Austin Council Members,

AIA Austin continues to be an enthusiastic supporter of the interactive process adopted by the City of Austin as new initiatives are investigated and prepared to continue the mission of improving the environment of our downtown area. Our business is focused on the quality of our built environment, a mission which is especially poignant in the concentrated downtown area. We support the goals of the Great Streets program and support the concept of an Awards program whereby such a program may become a reality.

We are optimistic that this and other programs which focus on a vibrant downtown will continue to thrive as we take our City forward to new strengths and new horizons

Yours truly,

Jame Stangeld

Jane Stansfeld, FAIA, RIBA 2004 President AIA Austin

RESOLUTION NO.

WHEREAS, the City Council approved Resolution No. 960425-84 on April 25, 1996 dedicating parking meter revenue in excess of the base level Fiscal Year 1996 costs to Great Streets improvements; and

WHEREAS, the City Council adopted by Resolution No. 000518-92 on May 18, 2000, the *Downtown Austin Design Guidelines*, which presented a vision of a safe, dense, vibrant downtown Austin with "Great Streets" as a key component; and

WHEREAS, the City Council, in Resolution No. 001214-76 on December 14, 2000, directed the City Manager to make recommendations for streetscape design and transportation operations in the downtown; and

WHEREAS, the City Council, in Resolution No. 001214-76 on December 14, 2000, also directed the City Manager to finalize and implement the Downtown Great Streets Master Plan to ensure that each emerging project throughout the downtown have consistent streetscape and public right-of-way improvements, alignment of curb faces and travel lanes, coordinated locations for street-lighting poles (both with and without traffic signals), and other public right-of-way infrastructure elements; and

WHEREAS, Resolution No. 021205-66A was approved on December 5, 2002 by the City Council to implement, subject to availability of resources and funds, the Downtown Great Streets Master Plan streetscape standards to ensure

that downtown has a consistent look and feel; and

WHEREAS, on April 3, 2003 the City Council amended the Fiscal Year 2002-03 fee schedule to increase parking meter fees from \$.075/hr. to \$1.00/hr (Ordinance 030403-26); and

WHEREAS, on June 12, 2003 the Council approved Resolution No. 030612-76 allocating 30% of the parking meter revenue gathered within a certain area of downtown to the Downtown Great Streets Parking Meter Revenue Fund; and

WHEREAS, the Great Streets Development Program attached as Exhibit A will facilitate the installation of attractive and functional streetscapes in the downtown area, which is a public purpose of the City; and

WHEREAS, the City of Austin continues to search for ways to enhance and revitalize Downtown; NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

- 1. The above recitals are adopted as findings.
- The Council approves the Great Streets Development Program (attached as Exhibit A), to aid primarily private projects with the cost of streetscape improvements consistent with the "Great Streets" concepts and design recommendations.
- The City Manager is directed to implement and administer the Program.

BE IT FURTHER RESOLVED:

The City Manager is directed to consider Great Streets Streetscape Standards when designing downtown CIP development projects, subject to availability of resources and funds

ADOPTED:	, 2004
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City Clerk

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EXHIBIT A: GREAT STREETS DEVELOPMENT PROGRAM

INTENT OF PROGRAM:

The Great Streets Development Program is a reimbursement-type of incentive program available to Downtown developers wishing to make public right-of-way improvements according to the Great Streets Standards. The Program goal is to encourage developers of emerging projects to improve the appearance and functionality of downtown streetscapes, helping to make downtown Austin more attractive for shopping, tourism, recreation, cultural activities and business. The Great Streets Development Program is available to large and small projects and new construction and renovations that will enliven the pedestrian experience in the Central Business District (CBD). Under the Program, the City will reimburse developers for some or all of the cost of certain City-approved streetscape improvements. The installation of attractive and functional streetscapes in the downtown area is a public purpose of the City.

FUNDING SOURCE:

Reimbursement funding will be provided through the Great Streets Parking Meter Revenue Fund. This revenue fund currently generates approximately \$400,000 per year. Accrued funds currently available total approximately \$1,077,000. The total of all City reimbursements for such Great Streets projects is limited to the amount available in the Great Streets Parking Meter Revenue Fund.

RESPONSIBLE DEPARTMENT:

The Great Streets Development Program is administered by the Transportation, Planning & Sustainability Department (TPSD). Notwithstanding the criteria for eligibility for a Great Streets project, TPSD may determine and limit the maximum amount of City participation for any individual project, in order to preserve funds in the Great Streets Parking Meter Revenue Fund, and/or to maximize leverage of available funds.

ELIGIBILITY CRITERIA:

A project must meet certain criteria in order to be eligible for reimbursement. The establishment of the Great Streets Development Program does not create any right to City participation in streetscape improvements, and the City does not represent or guarantee that any project will receive reimbursement for streetscape improvements.

To be considered for the City's participation in a project, applicants to the Program must adhere to the following:

- 1. The Applicant's project must be located within the area bounded by Lamar Boulevard, Cesar Chavez Street, IH 35and11th Street.
- 2. The Applicant must submit a Sidewalk Improvement Plan meeting approval by TPSD staff for compliance with the Great Streets standards.
- 3. The Applicant must comply with the City's Site Development Permit/Review and License Agreement processes, as well as provide necessary utility investigation, documentation, coordination and relocation.
- 4. The Applicant's project must be evaluated by TPSD staff according to criteria listed below to

determine its priority and establish a "cap" or upper limit of possible City participation, according to its relative priority: high, medium or low. The Program reimbursement caps per priority level are:

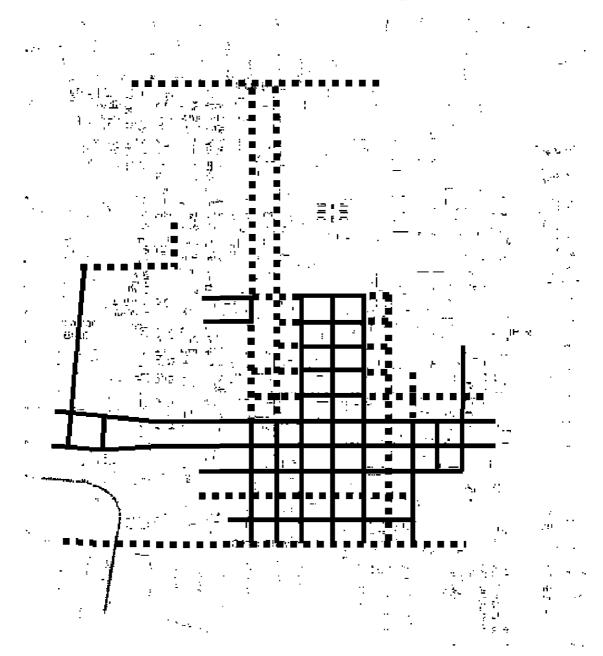
- HIGH priority: \$18 per square foot of improved sidewalk area
- MEDIUM priority: \$14 per square foot of improved sidewalk area
- LOW priority: \$10 per square foot of improved sidewalk area

For example, the reimbursement for a HIGH priority project of an entire city block project would be capped at \$375,000. The Program does not intend to reimburse the full construction cost of a project. Public entity projects may also be considered for reimbursement. The Transportation, Planning & Sustainability Department will use the following criteria to determine a project's priority and its corresponding reimbursement cap:

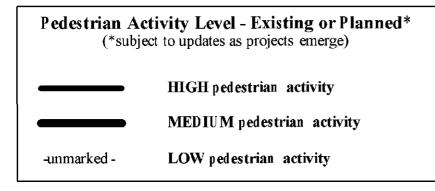
- □ Is located in along a street with high pedestrian activity, as illustrated by the attached TPSD map
- □ Is located along a Capital Metropolitan Transportation Authority bus route.
- Extends/leverages underground utility improvements, planned or implemented.
- Extends/leverages adjacent streetscape improvements, planned or implemented.
- □ Is part of a planned corridor, district or master plan.
- □ Improves accessibility compliance.
- Deprovides sidewalk café, as demonstrated by Applicant's obtaining café license agreement.
- □ Is within a historic district or is a landmarked property.
- □ Is located along a City of Austin bike route.
- □ Incorporates place-making/special features, such as civic art, public drinking fountain, clock, special paving, etc.

OTHER PROGRAM REQUIREMENTS:

- 1. Any reimbursement that exceeds the City Manager's administrative authority (currently \$45,000) will be submitted for Council approval; reimbursements below this amount will be administratively approved. For reimbursements below the City Manager's administrative authority, the City Manager is authorized to enter into agreements which meet the requirements of this Great Streets Development Program, and to disburse reimbursements in accordance with the terms of such agreements.
- 2. No project will receive reimbursement until the improvements are inspected and approved by the City of Austin.
- 3. To ensure fulfillment of these commitments, all reimbursements are conditioned upon the execution of a Community Facilities Contract with terms and conditions determined in the discretion of the City's Transportation, Planning & Sustainability Department and the Law Department. All Great Streets Community Facilities Contracts shall include a requirement for a performance bond to be executed by the Applicant to ensure completion of the project.
- 4. All applicants will be required to work with Department of Small and Minority Business Resources (DSMBR) to determine opportunities for Minority and Women Business Enterprise participation and identify certified M/WBE contractors based on that project's scope of work. The Applicant must provide documentation to DSMBR of M/WBE notification efforts and selected contractors for construction of the streetscape improvements.

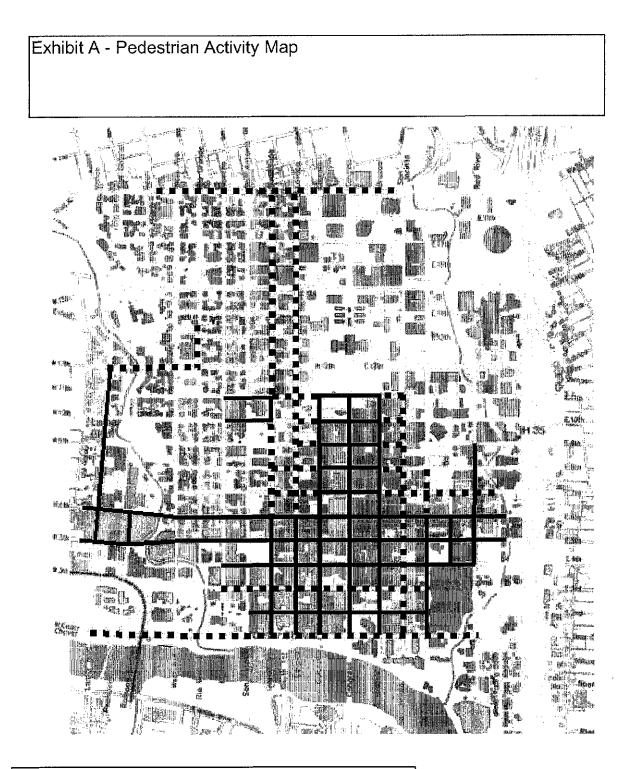


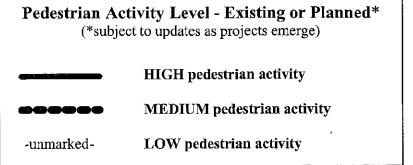
Great Streets Development Program CBD Pedestrian Activity Map



Transportation, Planning & Sustainability Department

January 22, 2004





Transportation, Planning & Sustainability Department

January 22, 2004

Exhibit B - Letters of Support Page 1 of 5



October 27, 2003

Downtown Austin Alliance

A Vision and a Voice for Downtown

Officers

Auguress C. Wade Cooper, Chair Jackson Walker LLP Haydon Brooks, Vier Chair John Russla, Scerenny Southwest Schweider Linngs Jeff Tripger, Freesturer DetSalt Hurd

Board of Directors Vinds Austin Scalego Parmerships D. Kent Collins Como lo velopuent Config Coneway Chicaso Title Goven Unider Austin Children's Museum Tran Finley Finley Company John C. Foster Brits Farger Bank Sus Garcia Criv of Arcin Kabert Gasian Egints Office Proposites Digit Mary Billy Harlow Long Edleprices Charles Heinisath Firstoniae No. 1 Corporation Tim Hendricks Cossility Projections Jun Methode For LEJ Holding Company Donais McDaniel Mora Josus Properties Bill McLellan ander Vessier of Ar Charles Naese Archiectural Enginees Collaboratio John Nyteler Antorio Corporation Jeff Pace CurrAmerica Regity Tom Petris Carsera Real Estate Equities Vic Russa Joan Franz Fakalte Anny Show Thomas University of Reas Beverly Silas, Chair Emeritas Souther carero Helf Karen Soufeimer Taras Counts Lee Walker Unplot Metric Will Wynn CAUDAS Interformatis

Charles Bolts, Excentive Director Doctrom Acoust Allience Constitution acoust Allience Constitution and Allience Constitution acoust and Allience 20 Feast Seconds Street, South 700 F. Averas IX 28704 Phones: (\$121,460-1765 Fast: (\$121,460-1765 Fast: (\$121,469-1765 Fast: (\$121,469-1765 Fast:), (\$121,469-1765) Fast:), (\$121,4 CRIUDEL 27, 200

Mayor Will Wynn City of Austin PO Box 1088 Austin, Texas 78767

Dear Mayor Wynn:

The Downtown Austin Alliance supports the City's efforts to create an expeditious and objective administrative system for determining sidewalk improvement projects' eligibility for reimbursement through the Great Streets Award Program using a portion of the City's Downtown parking meter revenue.

The criteria City staff has proposed will be an important tool in ensuring that money for this program is fairly divided between projects that:

- will have the greatest impact on the most people;
- include private participation;
- improve the overall pedestrian experience; and
- make best use of the city's resources by providing an opportunity to upgrade underground utilities.

A system to evaluate and compare projects will help streamline the process property owners go through when seeking the City's assistance and encourage more owners to implement Great Streets improvements.

We encourage you to approve the proposed Great Streets Award Program as an administrative process.

Yours truly,

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Wate Cooper Chair, Downtown Austin Alliance Board of Directors

Cc: Austan Librach, Jana McCann

NOV 0 3 2003

Exhibit B - Letters of Support Page 2 of 5



November 10, 2003

Honorable Mayor and Council Members City of Austin, Texas

RE: Criteria for Qualifying for Great Streets Parking Meter Funding Award

Please let this letter serve to signify the support of the Downtown Austin Neighborhood Association (DANA) for the official adoption, by City Council, of the "Criteria for Qualifying for Great Streets Parking Meter Funding Award" (as proposed by City staff).

DANA is an emphatic supporter of the Great Streets Program, in general, and therefore we strongly support adopting criteria that will both promote certainty for development projects attempting to qualify for Great Streets-type sidewalk improvement's funding and give City staff an objective way to evaluate these projects' applications for such funding. We also strongly support the criteria being adopted as a city staff administrative process, thus not needing to come before city council for every award.

Again, we urge the approval and adoption of the "Criteria for Qualifying for Great Streets Parking Meter Funding Award", and we look forward to more downtown Austin streets becoming "great streets" under such criteria in the future.

Respectfully yours,

via e-mail

via e-mail

Cid Galindo President DANA Andrew Clements Chair, Urban Planning Committee DANA

Cc: Jana McCann, AIA Urban Design Officer, Transporta

Urban Design Officer, Transportation, Planning & Sustainability Department City of Austin

MEMORANDUM

TO: 1.	Mayor Will Wynn and City Council Members				
FROM	Peny Lorenz, Chair Downtown Commission				
DATE:	January 6, 2004				
RE:	Proposed City Great Streets Awards Program				

On Wednesday, October 15, 2003 the Downtown Commission received a briefing on the Great Streets Awards Program, and the proposed administrative process to categorize projects as high, medium or low priority, and a standard method to reimbarse developers, making it possible for projects to proceed without going to Council.

By a unanimous (14 - 0) vote the Downtown Commission supports the program and the proposed administrative process.

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Perry Lorenz Chair Downtown Commission

Exhibit B - Letters of Support Page 4 of 5



JAN 1 3 2004



January 13, 2004

Re: Proposed City Great Streets Awards Program

Dear Mayor and Council:

This letter is written on behalf of The West End Austin Alliance ("WEAA"), a unique coalition of property owners, business owners and neighborhood interests on the west end of Austin's Central Business District. WEAA received a presentation of the Great Streets Award Program. At our December Board Meeting unanimous support was voted for the program. The program will serve as a valuable tool for helping to bring our city the pedestrian friendly city we all envision and hope for. We thank the city staff for their efforts in developing this program and recommend its adoption by City Council.

Sincerely,

Whitin Doger

Melissa Gonzalez President

P.O. 80X 684928 AUSTIN 1EXA5 78768-4928

Exhibit B - I Page 5 of 5		s of Support		
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A	Austi	n Mayor's Committee for People with Disabilities		
то	:	Austin City Council		
FROM	:	Austin Mayor's Committee for People with Disabilities		
SUBJECT	:	Great Streets Development Program		
DATE	:	January 16, 2004		
SIGNED	:	Ron Lucey, AMCPD Chair		

On behalf of the Austin Mayor's Committee for People with Disabilities (AMCPD), we would like to express support for the Great Streets Development Program. The proposed **Great Streets Development Program** is a tool to aid private emerging projects with the high cost of Great Streets streetscape improvements. These improvements go above and beyond the City's minimum standards to achieve high quality environments that will aid downtown vitality. The program allows the City leverage needed for streetscape improvements (above and below ground from private developments in sharing the cost of implementing Great Streets enhancements. These enhancements benefit all pedestrians living, working or visiting downtown Austin.

The program offers a streamlined process for both staff and private developers by establishing clearly defined criteria for participation and reimbursement of funds. This program is available to large and small projects, new construction, and renovation applications that aim to enliven the Central Business District with Great Streets streetscape improvements.

Several of the Reimbursement Cap Criteria especially benefit individuals with disabilities. Thes criteria include:

- improved accessibility compliance,
- location along a CMTA bus route,
- adequate accessible on-street parking, and
- locations in areas of high pedestrian activity.

We commend the City for their efforts in creating this program, which will yield improvements benefiting the entire community. We wholeheartedly recommend adoption of the Great Streets Development Program by City Council.

- c: Toby Futrell, City Manager
 - Susan Daniels, Urban Designer Dolores Gonzalez, City ADA Coordinator AMCPD members

AMCPD P.O. BOX 1088 Austin, Texas 78767-8834 (512) 974-2292 or TDD: (512) 974-2445 or FAX: (512) 974-3278

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<u>Great Streets Already Making a Difference:</u> Great Streets Streetscape recommendations have been incorporated into public right-ofway plans for the following projects:

Project Name	Completed	Under Construction	Planned	Public or Public/Private
New City Hall	To be the set of the s	X		X ·
Computer Science	X			X
Corporation Headquarters				
AMLI Residential Project		Х		
Austin Resource Center for		Х		Х
the Homeless				
Hilton-Landmark Convention	X			Х
Center Hotel				
Plaza Lofts	X			
Austin City Lofts		X		
701 West Fifth Street	X			
Residential Project				
Frost Bank Office Tower	X			
Colonial Bank	X			
Littlefield Mall Streetscape			X	
Improvements				
Austin Marriott Downtown			Х	
Brazos Lofts			X	
Second Street District			Х	Х
Streetscape Improvement				
Project				
Convention Center Parking		X		X
Garage/AE District Cooling				
Plant				
GSA Federal Courthouse			X	X
Republic Square			X	X
Block 21			X	X
Block 22			X	Х