

PALM DISTRICT PLANNING

Palm District Planning Initiative

ESB-MACC Advisory Board

May 13, 2021



**HOUSING &
PLANNING**

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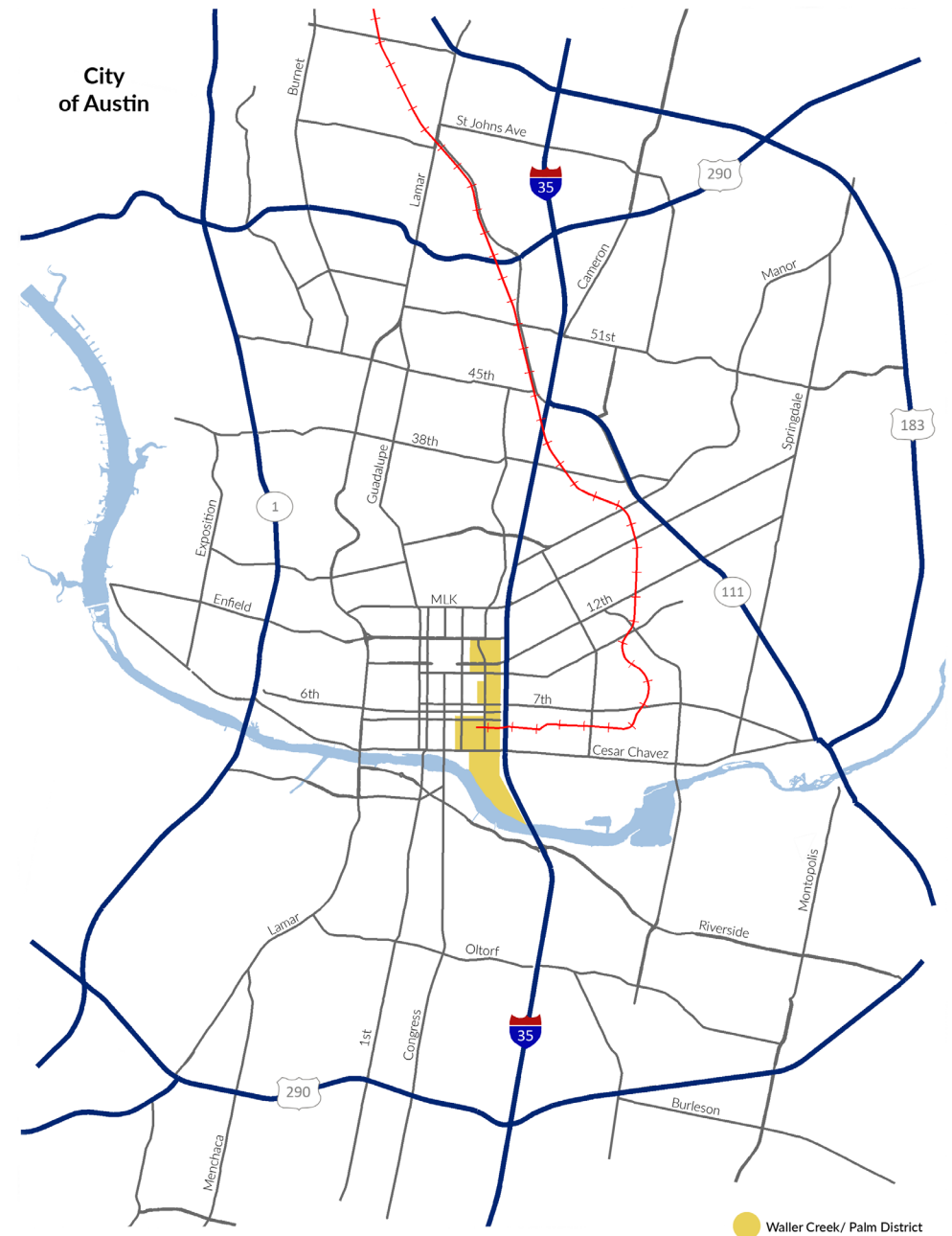


Project Background



Engage stakeholders and the public to develop a shared vision for a complex, culturally rich, and rapidly transforming part of downtown Austin that includes:

- Palm School
- Palm Park
- Convention Center
- Waller Creek
- Red River Cultural District
- ESB-Mexican American Cultural Center
- Proposed Mexican American Heritage Corridor
- And more....





Resolution 20190523-029

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





Recent 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)
 - Convention Center Master Plan Update (2020)
 - Urban Land Institute Study of IH 35 (2020)
- ...and more



Study Area



Gold Line / Metro Rapid (Proposed)

Brush Square Improvement Plan

Proposed Heritage Tourism/Proposed Mexican American Heritage Corridor/Cultural District

Convention Center Expansion

Waterloo Greenway

ESB-Mexican American Cultural Center Expansion

Blue Line (Proposed)

Palm District Study Area

Initiatives

Project Connect

Blue Line (Proposed)

Green Line (Proposed)

Red Line (Proposed)

Gold Line (Proposed)

Mexican American Heritage Corridor (Proposed)

Waterloo Greenway

I-35 Capital Express Central Project

Points of Interest

Subdistricts

Rainey Street District

Red River Cultural District

Innovation District

State Capitol

Waterloo Park

Innovation District

Red River Cultural District

APD Headquarters

Red Line + Green Line

Palm Park

Palm School

Rainey Mobility Improvements

Rainey Street District

I-35 Capital Express Central Project



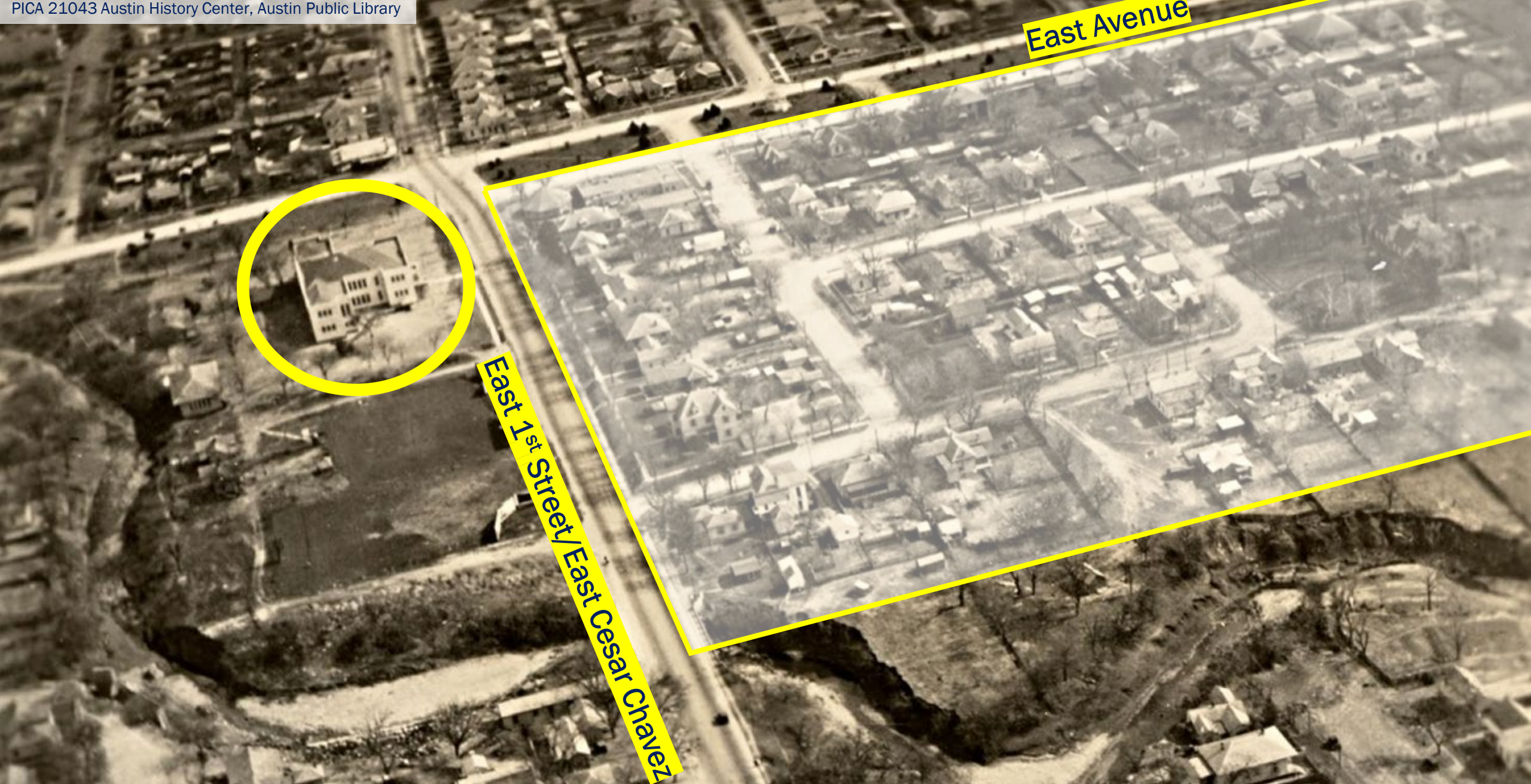
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History of Study Area

- Long, layered history
- Palm School dates back to the 1890s
- Palm District originally part of East Austin
- Mexican-Americans, African-Americans and German Immigrants called Palm district home





East Avenue

East 1st Street / East Cesar Chavez

Historic Connection To East Austin



Sir Swante Palm School



PALM SCHOOL



Sir Swante Palm School



Sir Swante Palm Neighborhood Park



Sir Swante Palm Neighborhood Park



Waller Creek



Waller Creek Tunnel



Waterloo Greenway/Waterloo Park



I-35



I-35



I-35



I-35



Project Connect and Downtown Transit Station



Neil Kocurek Memorial Austin Convention Center



Brush Square/O. Henry Museum



Emma S. Barrientos Mexican American Cultural Center (ESB-MACC)



Rainey Street Neighborhood & Historic District



Rainey Street Neighborhood & Historic District



Rainey Street Neighborhood & Historic District



Sixth Street Historic and Entertainment District



Red River Cultural District



Innovation District



Mexican American Heritage Corridor



Project Scope



Equity-Based Goals

- Create a safe, welcoming place
- Preserve and interpret history
- Enhance educational and cultural assets
- Provide economic benefits
- Increase access to housing
- Improve mobility and access
- Improve access to nature, enhance natural systems, and support an equitable, sustainable, resilient future



Deliverables

- Engage stakeholders
- Understand existing conditions
- Develop a shared vision
- Support coordination of related initiatives
- Identify options
- Amend Downtown Austin Plan
- Implement through programs, regulations, partnerships



Project Team



Project Leadership:

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

Project Support:

- HPD Urban Design Division
- HPD Small Area Planning and Code Division
- HPD Historic Preservation Office, Austin History Center
- 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
- AIA Austin
- UT School of Architecture

Key Stakeholders

- Travis County
- Texas Department of Transportation
- 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
- The Red River Cultural District
- La 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 2021			SPRING 2021	SUMMER 2021	FALL 2021	WINTER 2021-2022	SPRING 2022
TASK 1: Pre-Planning							
			TASK 2: Visioning				
				TASK 3: Active Planning			
					TASK 4: Draft Review		
						TASK 5: Plan Adoption	
			TASK 6: External Stakeholder Engagement				



Get Involved!



- Visit www.speakupaustin.org/palmdistrict
 - Review information and materials
 - Take the Survey
 - Add to Interactive Map
 - Ask questions
- Participate in Virtual Visioning Forums
 - June 15, 2021, 8am -10 am
 - June 16, 2021, 6pm-8pm



- Provide input via
 - **e-mail:** palmdistrictplanning@austintexas.gov
 - **Phone:** 311
 - **Mail:** Palm District Planning, Housing and Planning Department, PO Box 1088, Austin, Texas 78767

- Request an organizational briefing/marketing materials:
 - http://bit.ly/PalmPlanning_InterestForm
 - http://bit.ly/PalmPlanning_OrderForm



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Thank You

Stevie Greathouse, Division Manager

Inclusive Planning: Small Area Planning and Code Division

Stevie.Greathouse@austintexas.gov