



**Item From Council**  
**CITY OF AUSTIN**  
**RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.:** 27  
**AGENDA DATE:** Thu 02/26/2004  
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**Item From Council**

**Posting Language:** Approve a resolution instructing the City Manager to develop design standards for commercial and retail developments and to identify appropriate corridors for design character focus and potential code amendments addressing design improvements in these corridors for consideration by Council no later than April 30, 2004.

**Proposed meeting date:** THU 02/26/2004

**Sponsor:** Council Member Brewster McCracken

**Co-sponsor 1:** Mayor Will Wynn

**Co-sponsor 2:** Mayor Pro Tem Jackie Goodman

**Date by which the City Manager is requested to report back to Council:**

**Draft Resolution/Ordinance attached:**

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## **RESOLUTION NO.**

**WHEREAS**, the City has lower design standards than other communities in the Central Texas region; and

**WHEREAS**, in neighboring communities, national retailers routinely construct stores with higher design standards than the stores constructed in the City because the communities have higher design standards than the City; and

**WHEREAS**, high quality architecture contributes to an improved civic environment, enhances quality of life, and maintains a community's unique identity; **NOW, THEREFORE**,

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

The City Manager shall prepare recommendations for citywide design standards for commercial and retail development in consultation with stakeholders. The recommendations should include, but are not limited to, materials for building façades, landscaping, use of windows, lighting, convertibility, and signage; and

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

The City Manager, in consultation with stakeholders and utilizing prior corridor planning initiatives, shall identify priority corridors for design character analysis and recommend code amendments to address corridor design issues; and

**BE IT FUTHER RESOLVED:**

The City Manager shall present recommendations to the Design Commission and other boards and Commissions as required by the City Code. The City Manager shall present recommendations to the Council on or before April 30, 2004.

**ADOPTED:** \_\_\_\_\_, 2004

**ATTEST:** \_\_\_\_\_  
Shirley A. Brown  
City Clerk

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