

305 South Congress

October 18, 2021

305southcongress.com

Building on the South Central Waterfront Vision

South Central Waterfront Goals:

- Establish a lively, attractive pedestrian environment
- Expand open space and create great public places
- Enhance connections to and along the waterfront
- Provide 527 new affordable housing units



305 South Congress

Welcoming everyone to the south
waterfront of Lady Bird Lake

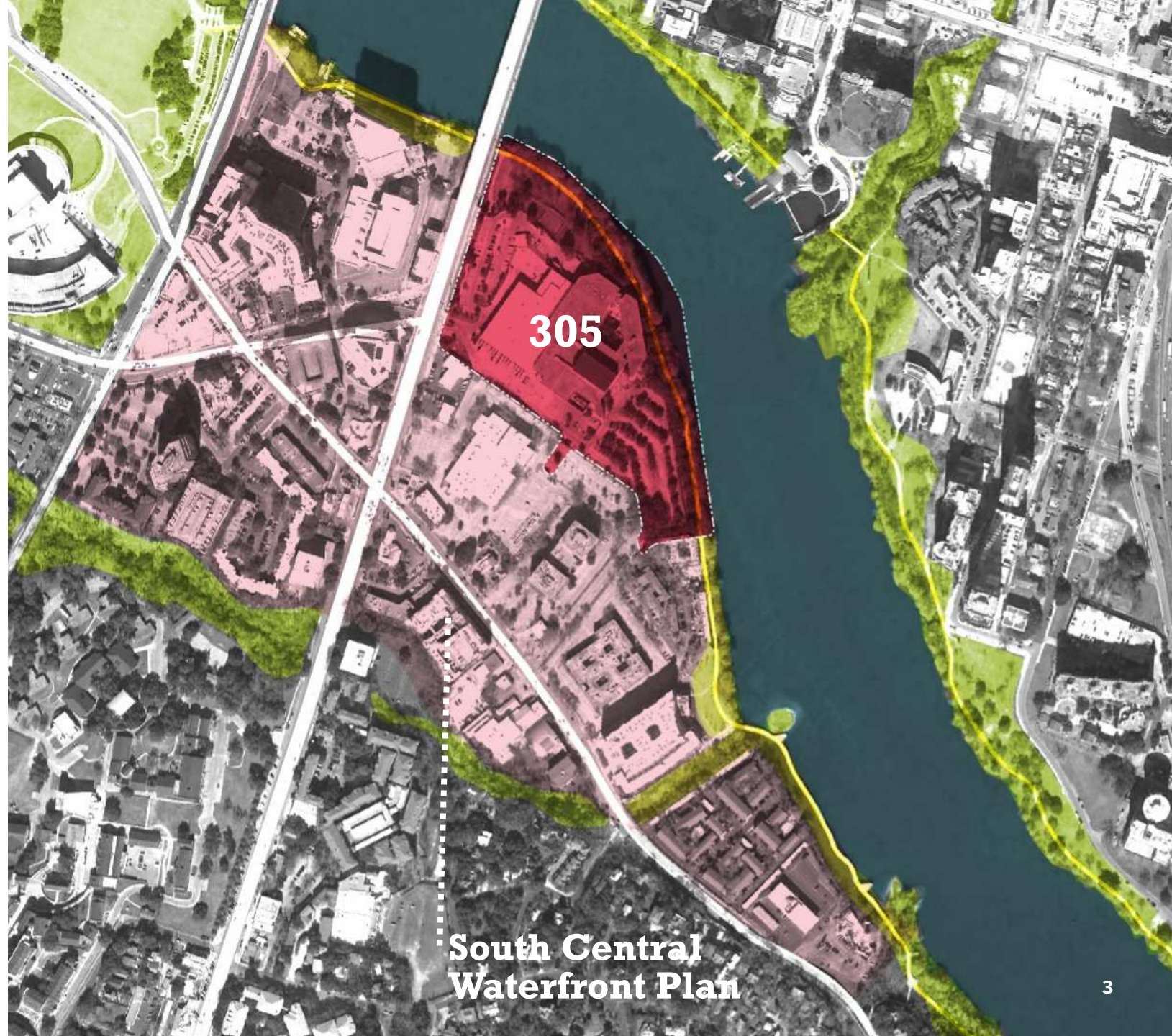
305 South Congress represents

18.86 acres

of the **118 acres** in the
South Central Waterfront Plan

305 South Congress contributes
62% of district's open space *

* % outlined in the SCW Financial Analysis
& Calculator : September 23, 2020



Existing Conditions

Downtown Austin

Barton Springs Road

Congress Avenue

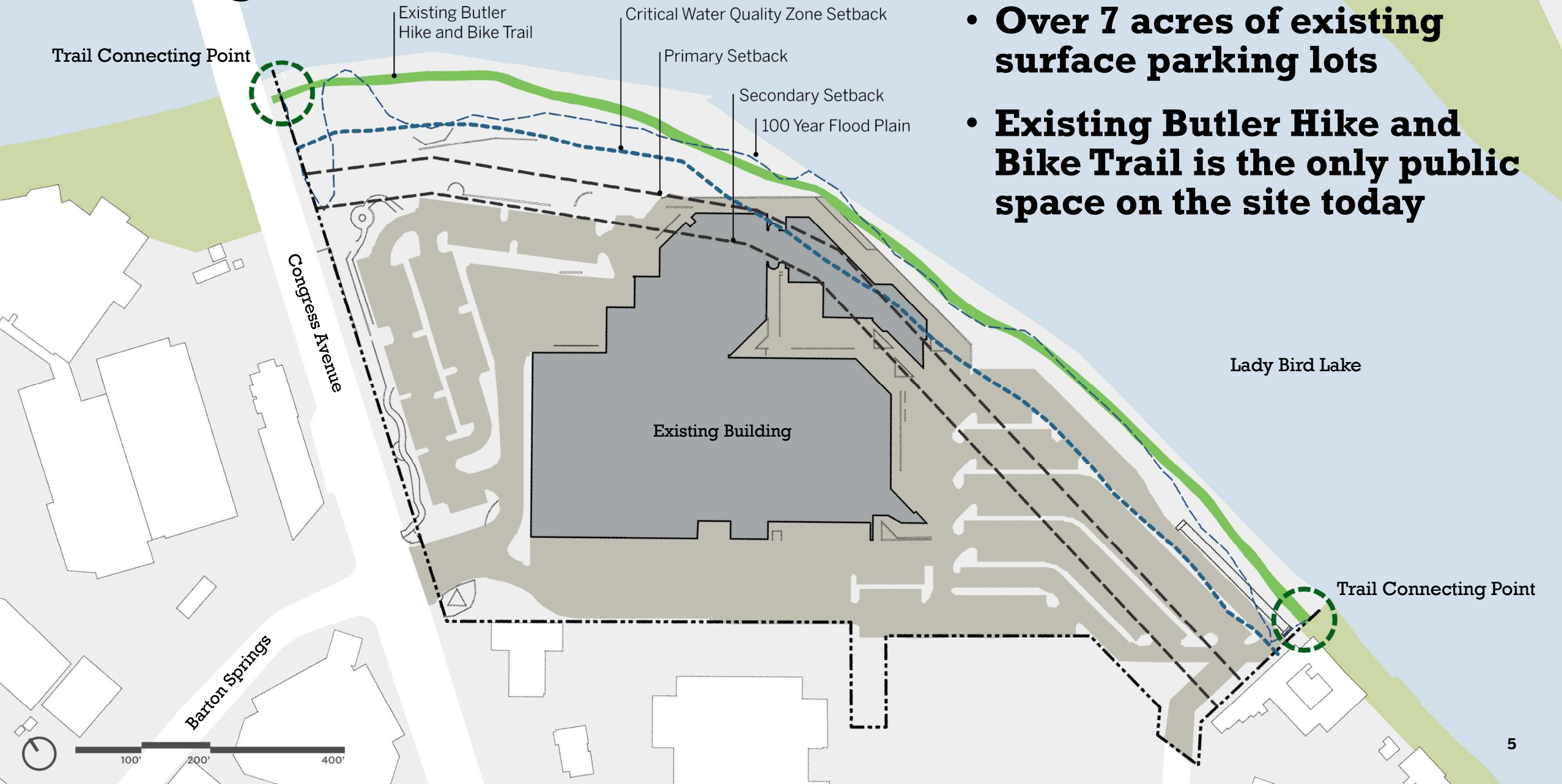
305 South Congress Site

Lady Bird Lake

Butler Hike and Bike Trail

View looking northwest

Existing Conditions



- **Over 7 acres of existing surface parking lots**
- **Existing Butler Hike and Bike Trail is the only public space on the site today**



Lady Bird Lake

Butler Hike
and Bike Trail

Future Project Connect
Blue Line

Congress Avenue

Barton Springs Road



100' 200' 400'

Comparing the Public Realm Space



2016 South Central Waterfront Plan

Park Space	6.70 acres*
Plazas	2.59 acres
Barton Springs	0.72 acres
Internal Roadways	1.69 acres

Total 11.70 acres

* total does not include piers which equal 0.29 acres



305 South Congress Plan

Park Space	5.97 acres*
Plaza	1.59 acres minimum
Barton Springs	1.97 acres
Internal Roadways	1.75 acres

Total 11.28 acres

* Total does not include pier / boardwalk which equals 0.33 acres

Dedicated park land is 6.53 acres which includes 0.56 acres of inundated land

Comparing the Public Realm Space



2016 South Central Waterfront Plan
Based on 20.40 acres



305 South Congress Plan
Actual site is 18.86 acres

Comparing the Public Realm Space



2016 South Central Waterfront Plan

Park Space	6.70 acres*
Plazas	2.59 acres
Barton Springs	0.72 acres
Internal Roadways	1.69 acres

Total 11.70 acres

* total does not include piers which equal 0.29 acres



305 South Congress Plan

Park Space	5.97 acres*
Plaza	1.59 acres minimum
Barton Springs	1.97 acres
Internal Roadways	1.75 acres

Total 11.28 acres

* Total does not include pier / boardwalk which equals 0.33 acres
Dedicated park land is 6.53 acres which includes 0.56 acres of inundated land

Enhancing Connections

Dynamic and Walkable



Illustration of Laneway B



Lady Bird Lake

Butler Hike
and Bike Trail

Future Project Connect
Blue Line

Congress Avenue

Barton Springs Road



100' 200' 400'

Existing Road Network



New Site Connections

- Extend Barton Springs Road east of Congress Avenue
- Design Barton Springs Road extension with four travel lanes and protected bike lanes
- Create an internal roadway network

- Proposed Internal Drive
- Proposed Barton Spring Road Extension
- Existing Road

Lady Bird Lake

Congress Avenue

Barton Springs Road

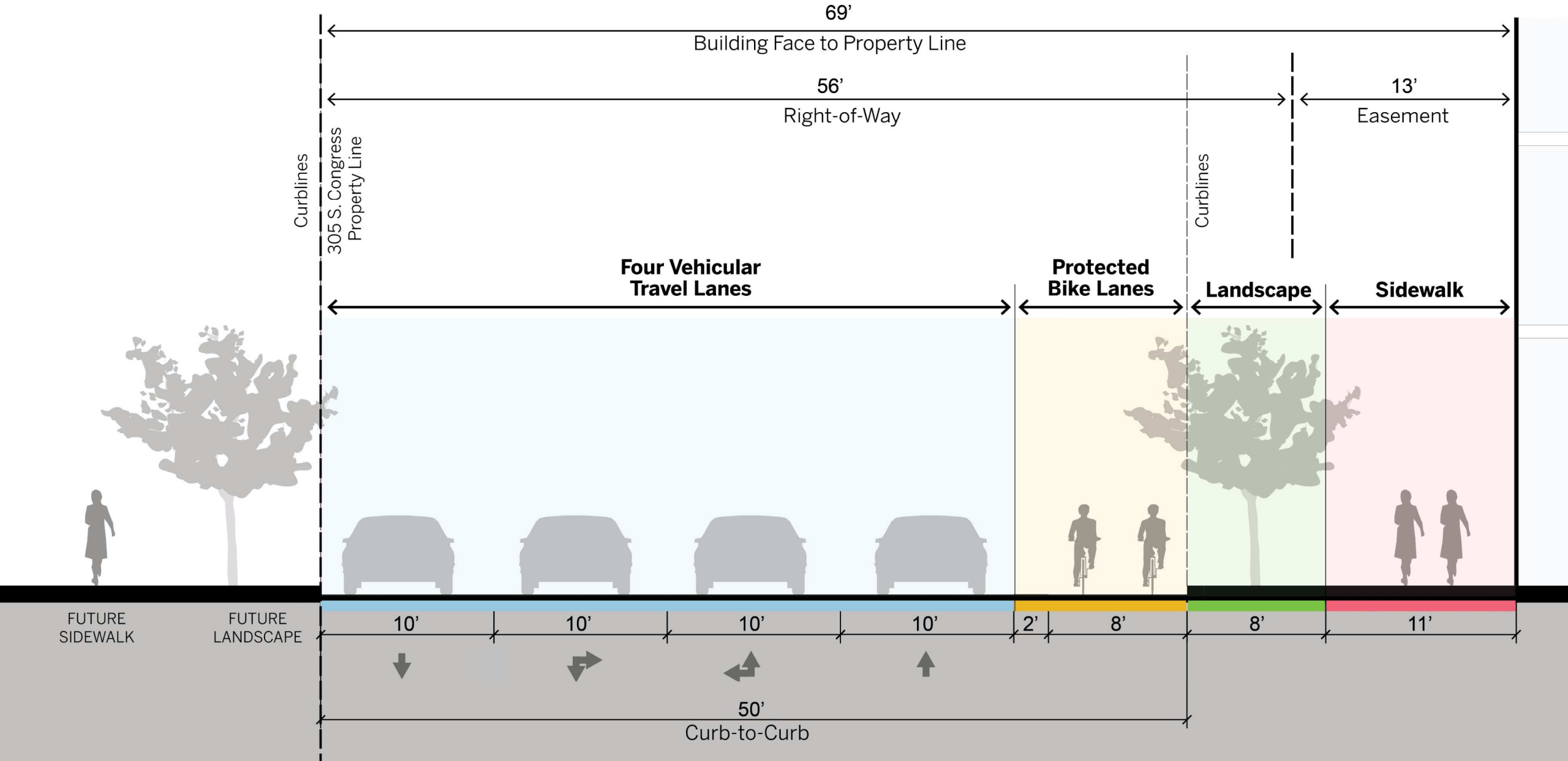
Barton Springs Road Extension

East Riverside Drive



Barton Springs Road

100% of the 69' Barton Springs Road Extension is located on the 305 South Congress Property



Aligning with Project Connect's new Blue Line Station

City's Proposed Project Connect
Blue Line Extension

Lady Bird Lake

Congress Avenue

Barton Springs Road

Barton Springs Road Extension

5 minute walk

3 minute walk

East Riverside Drive



100' 200' 400'

Connected to Austin



Expanding Open Space

Vibrant and welcoming: A lakefront park for everyone





Lady Bird Lake

Butler Hike
and Bike Trail

Future Project Connect
Blue Line

Congress Avenue

Barton Springs Road



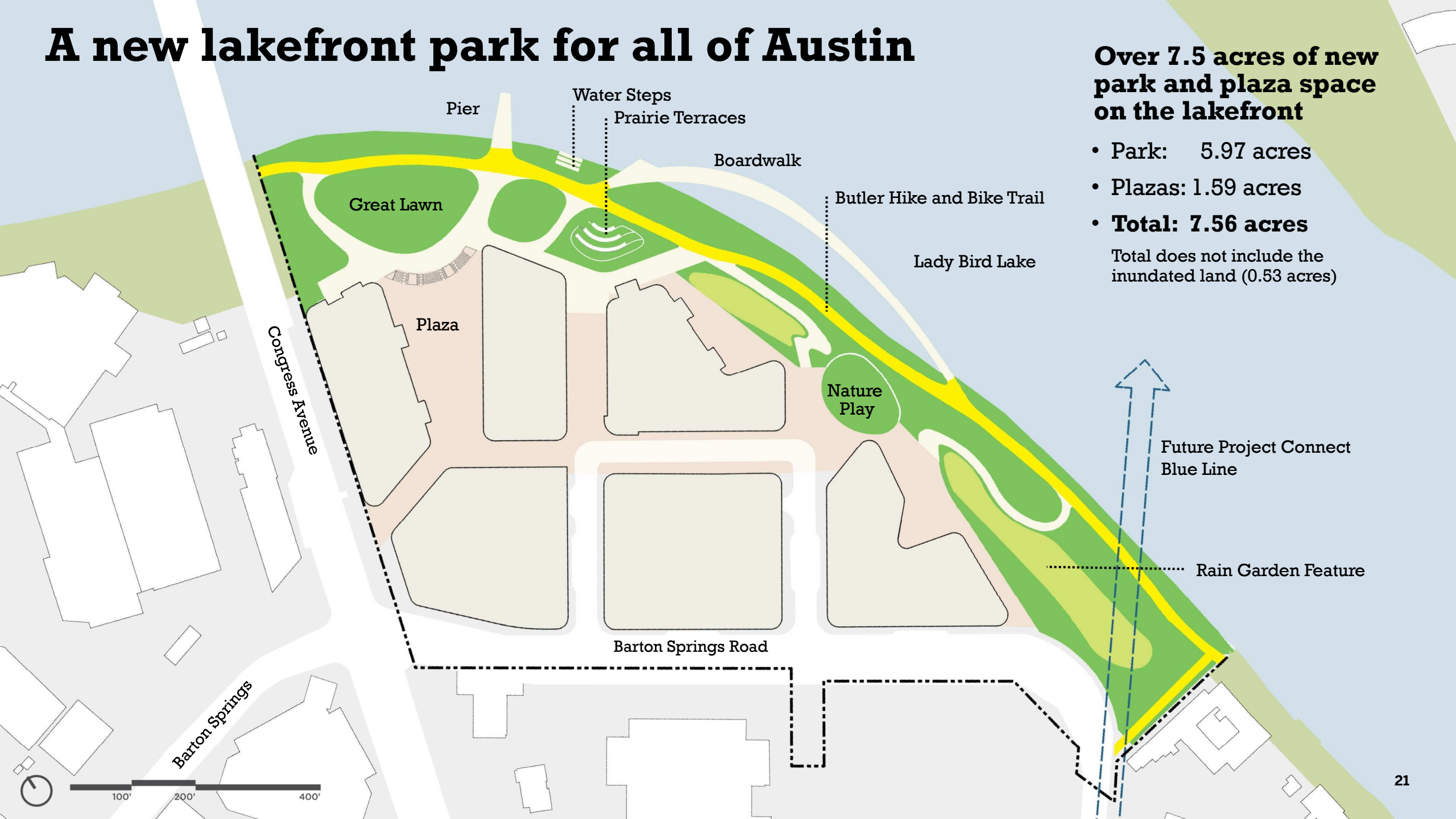
100' 200' 400'

A new lakefront park for all of Austin

Over 7.5 acres of new park and plaza space on the lakefront

- Park: 5.97 acres
- Plazas: 1.59 acres
- **Total: 7.56 acres**

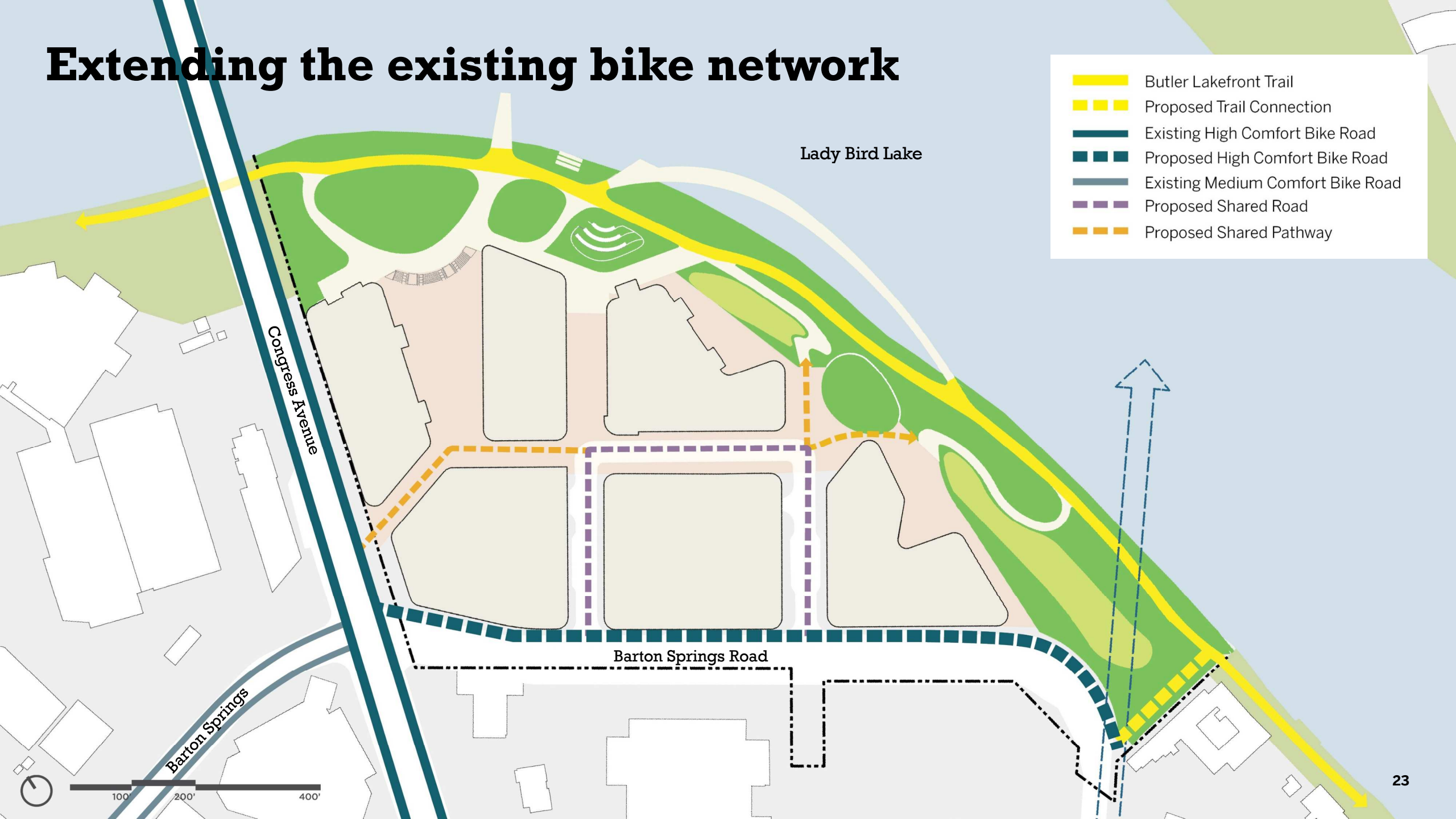
Total does not include the inundated land (0.53 acres)



Connecting to the lakefront park



Extending the existing bike network



A Sustainable Vision to Live, Work, and Play

A new destination for Austin





Lady Bird Lake

Butler Hike
and Bike Trail

Future Project Connect
Blue Line

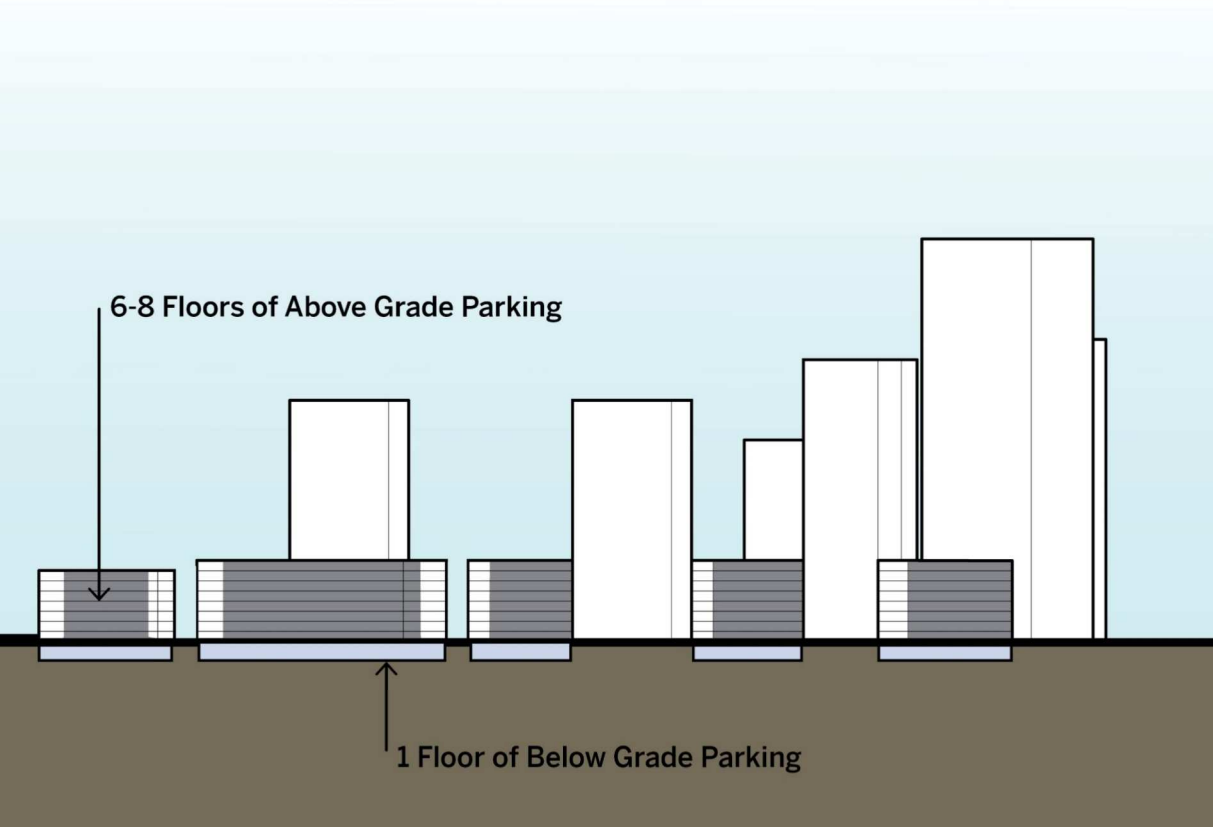
Congress Avenue

Barton Springs Road

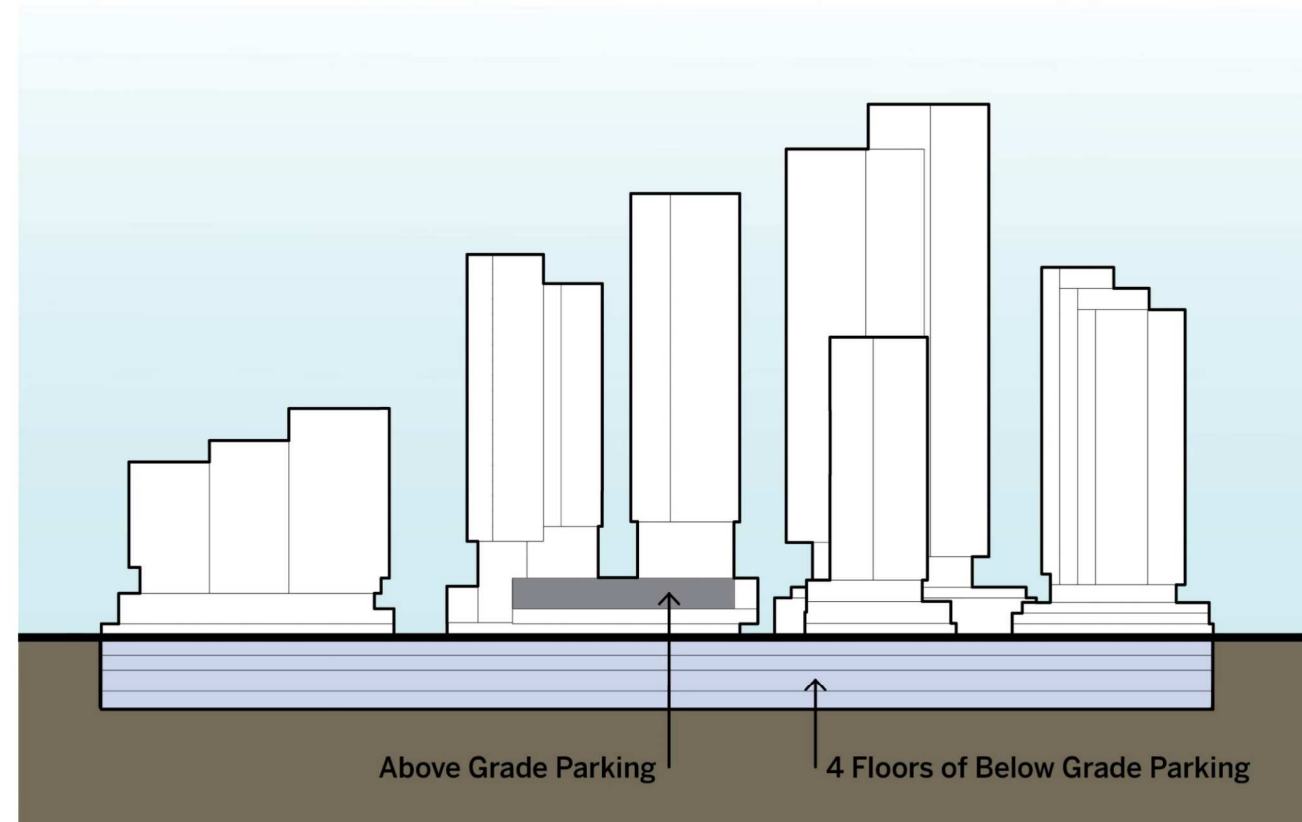


100' 200' 400'

Activate the streets and public realm by placing parking below grade



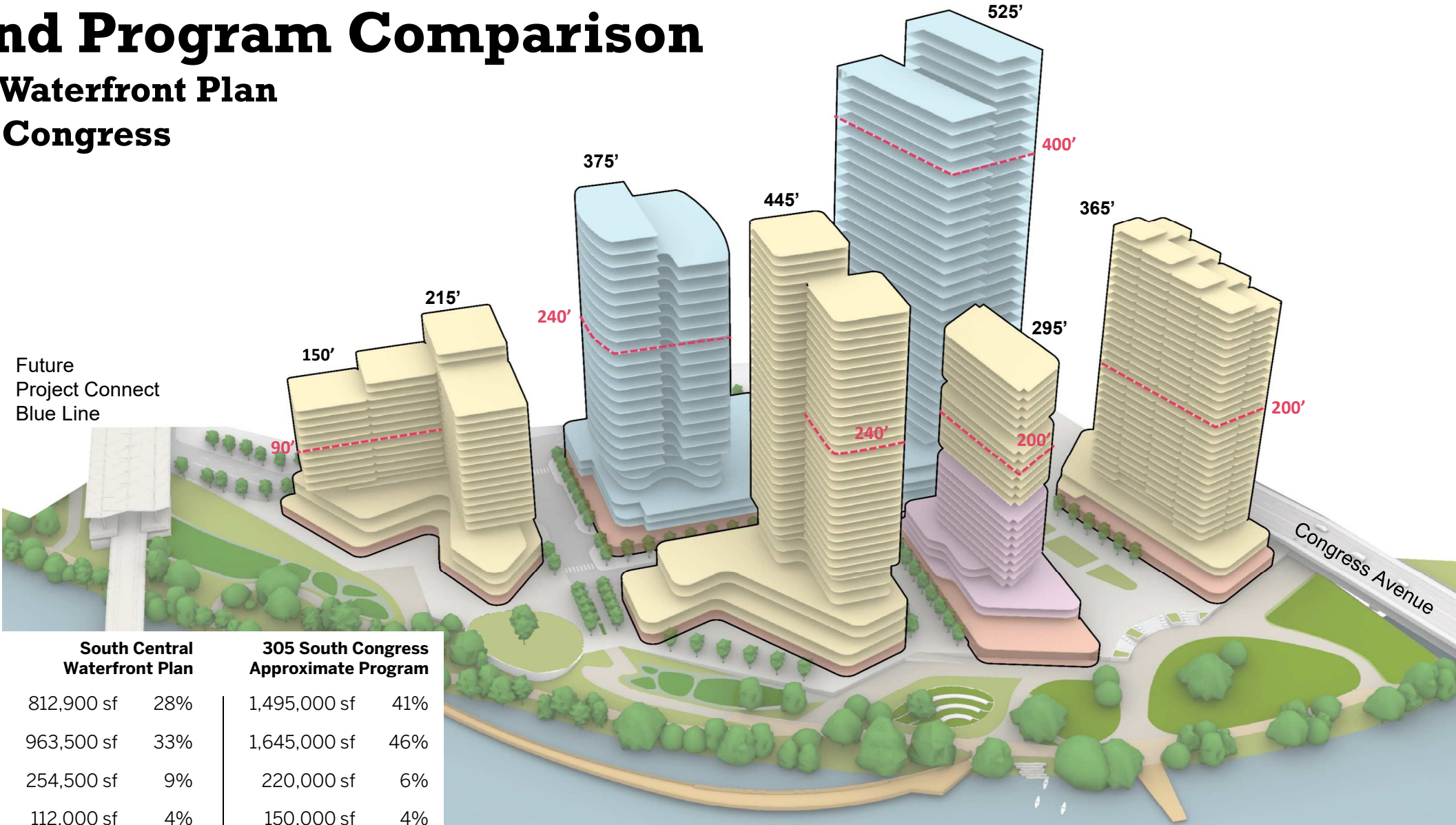
South Central Waterfront Plan



305 S. Congress Proposed Scheme

Height and Program Comparison

South Central Waterfront Plan and 305 South Congress



SCW Plan Program Comparison

Office	812,900 sf	28%
Residential	963,500 sf	33%
Hotel	254,500 sf	9%
Retail / F&B	112,000 sf	4%
Above Grade Parking	800,000 sf	27%

**Total Above
Grade Structures**

South Central Waterfront Plan			305 South Congress Approximate Program		
	812,900 sf	28%		1,495,000 sf	41%
	963,500 sf	33%		1,645,000 sf	46%
	254,500 sf	9%		220,000 sf	6%
	112,000 sf	4%		150,000 sf	4%
	800,000 sf	27%		100,000 sf	3%
± 2,943,000 sf			± 3,610,000 sf		

Welcoming everyone to the South Central Waterfront

7.5 acres

new public open space

project connect

integration of a new Blue Line Station into the South Central Waterfront

100%

green stormwater infrastructure

1/3 mile

reconstructed Butler Hike and Bike Trail

pier + boardwalk

engage with Lady Bird Lake – Austin's best instagrammable moment

1+ acre

shoreline restoration and enhanced riparian habitat

100%

heritage tree preservation

5 ADA access points

to Austin's newest public park

1000'

wetland fringe restoration

75%

overall site tree preservation

4% affordable

of on-site residential units (equals 10% of the District goal)

35+

multi-layered plant species



305 South Congress