

Presentation to So Central Waterfront Advisory Board  
Doug Voigt and Jennifer Skowlund  
Skidmore, Owings, and Merrill

# 305 South Congress

October 18, 2021

[305southcongress.com](https://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

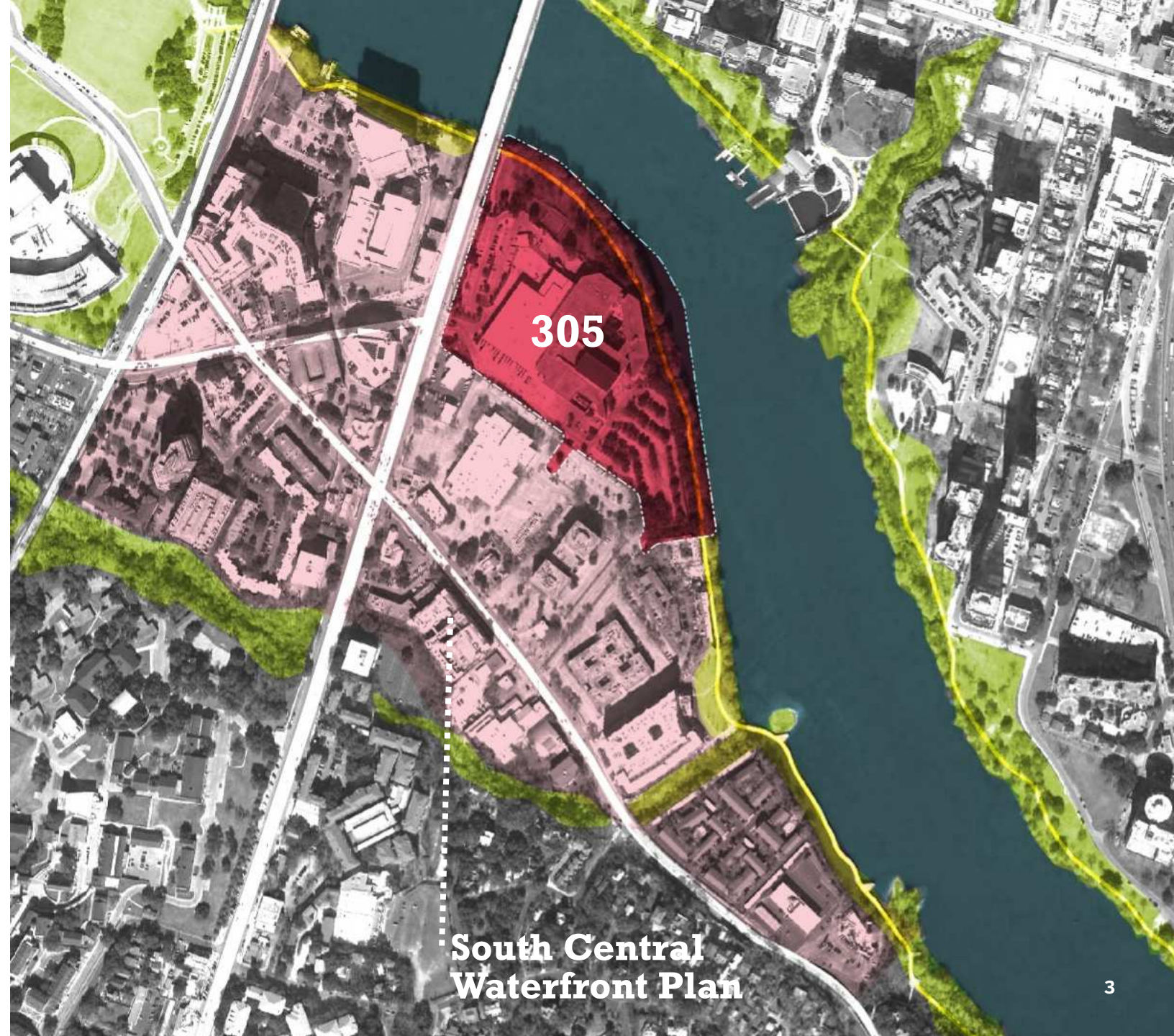
305 South Congress represents

**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

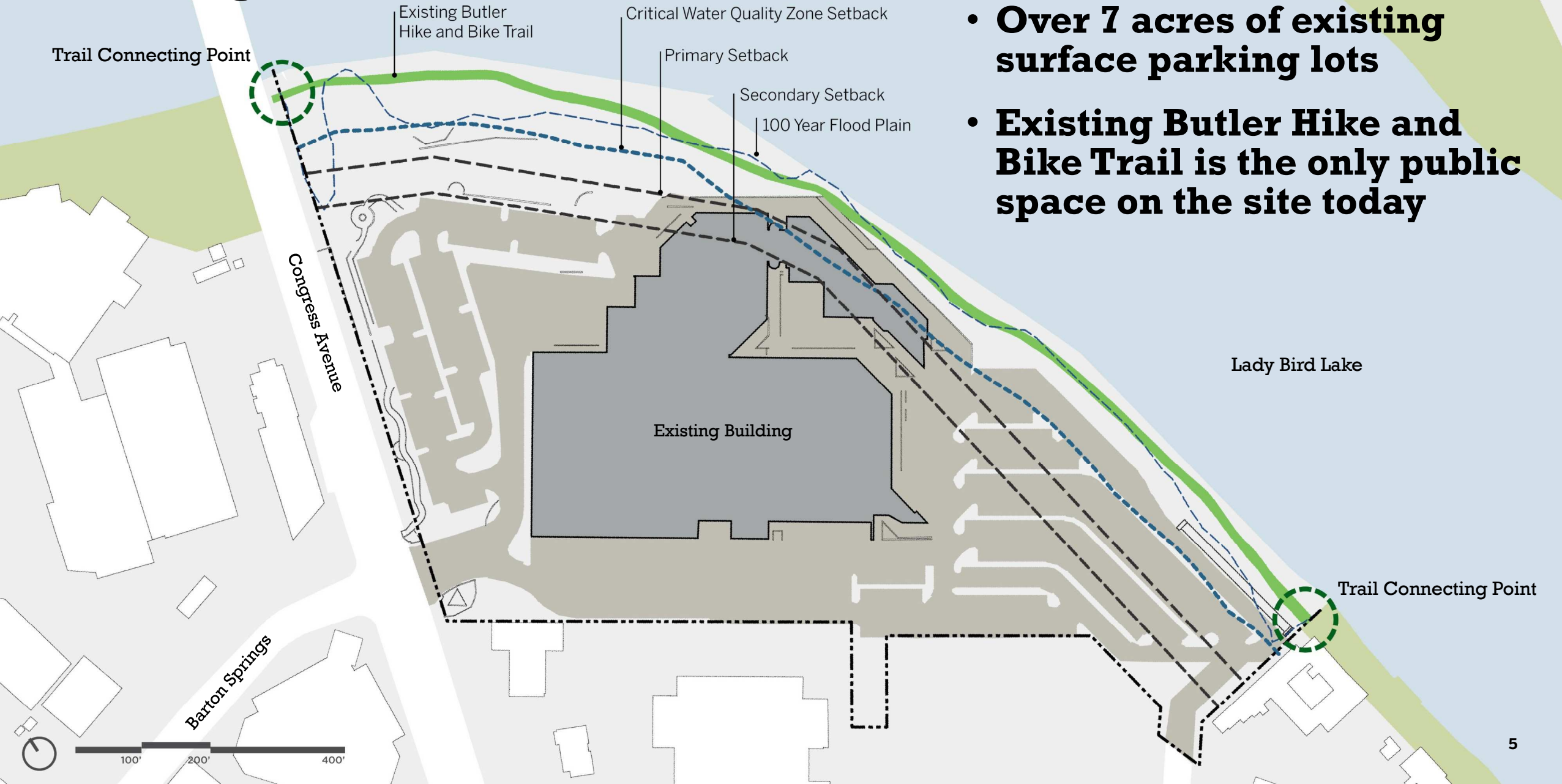
Lady Bird Lake

Butler Hike and Bike Trail

View looking northwest



# Existing Conditions







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

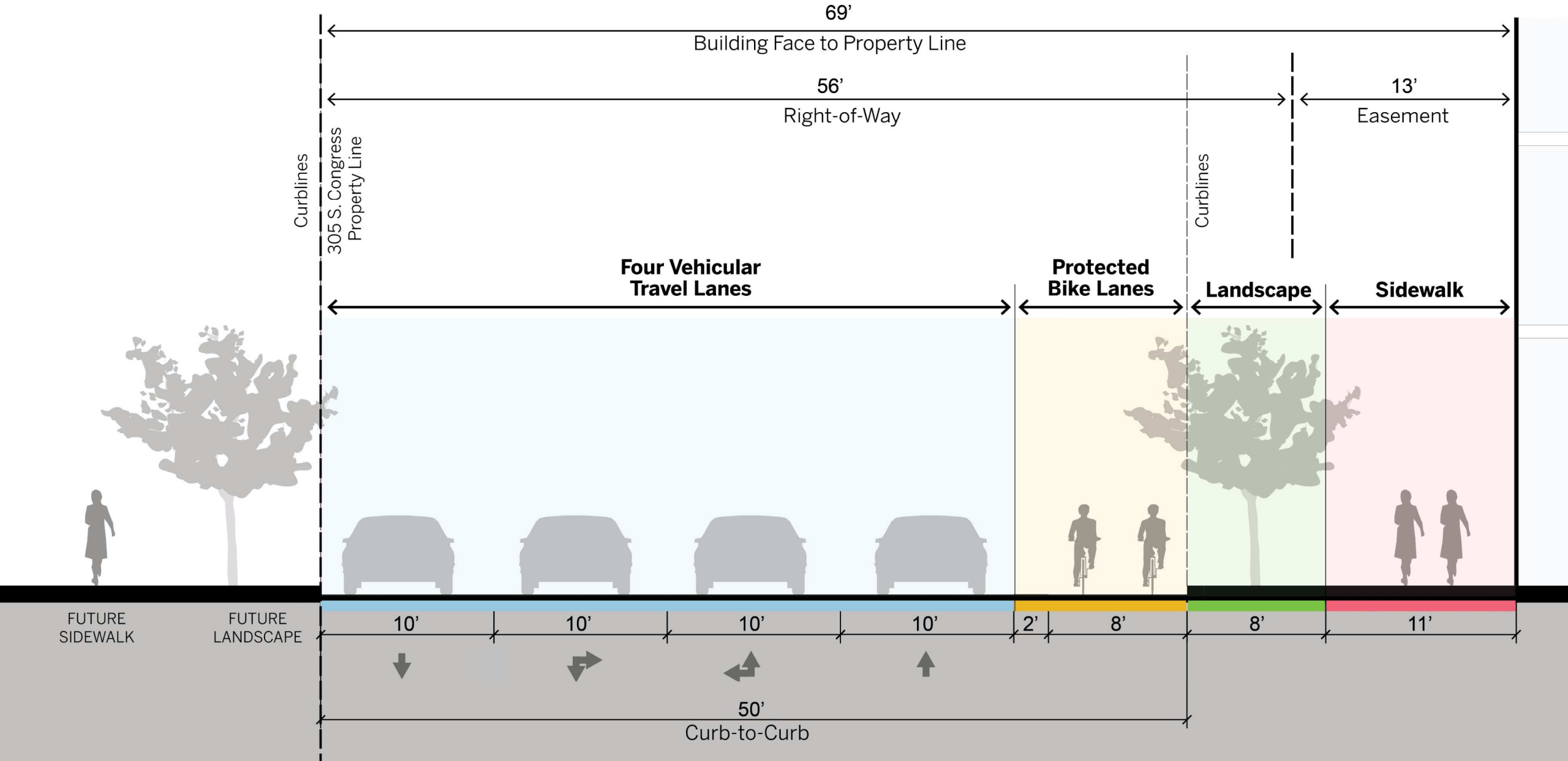
East Riverside Drive





# 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'

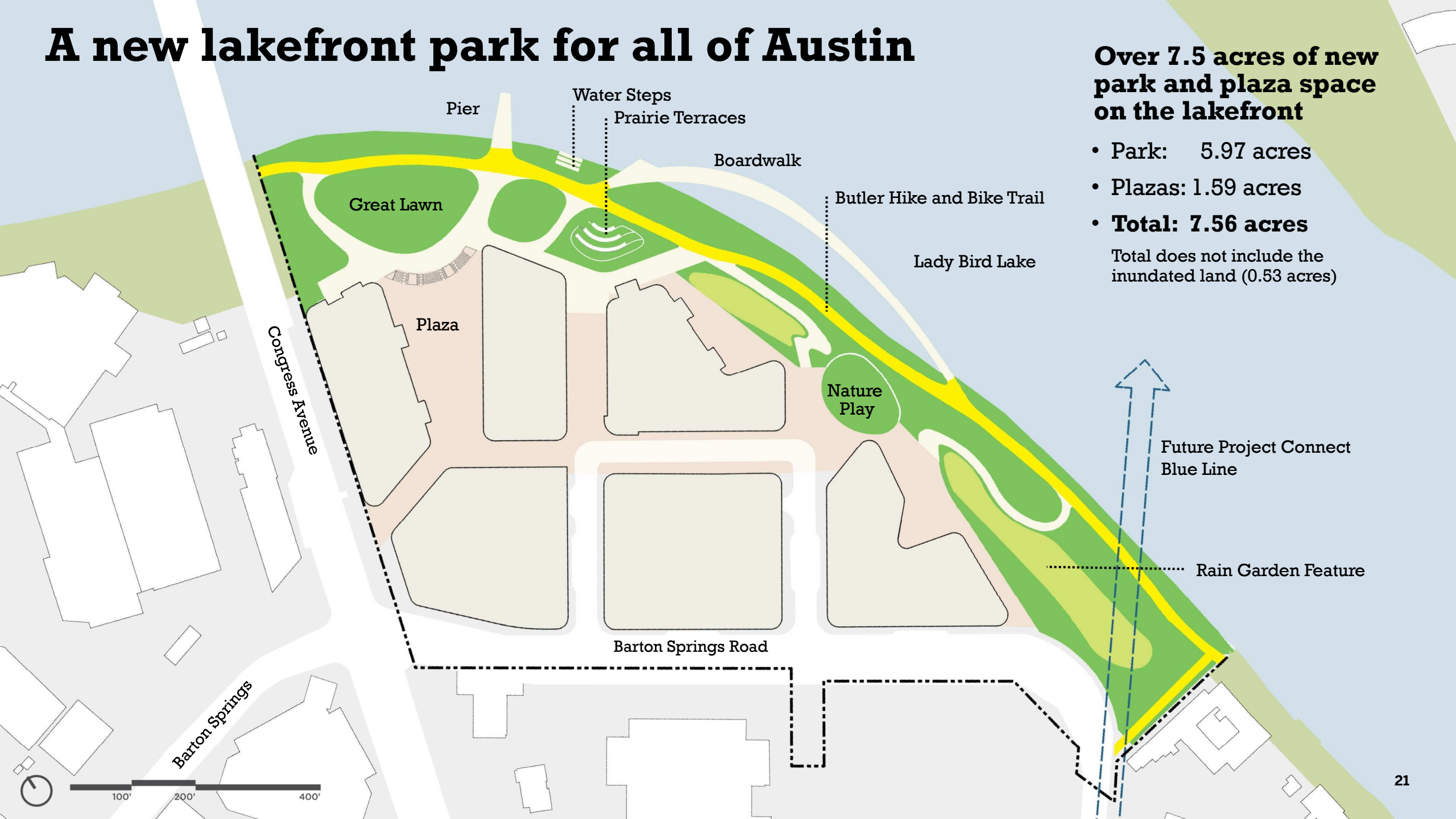


# A new lakefront park for all of Austin

**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)





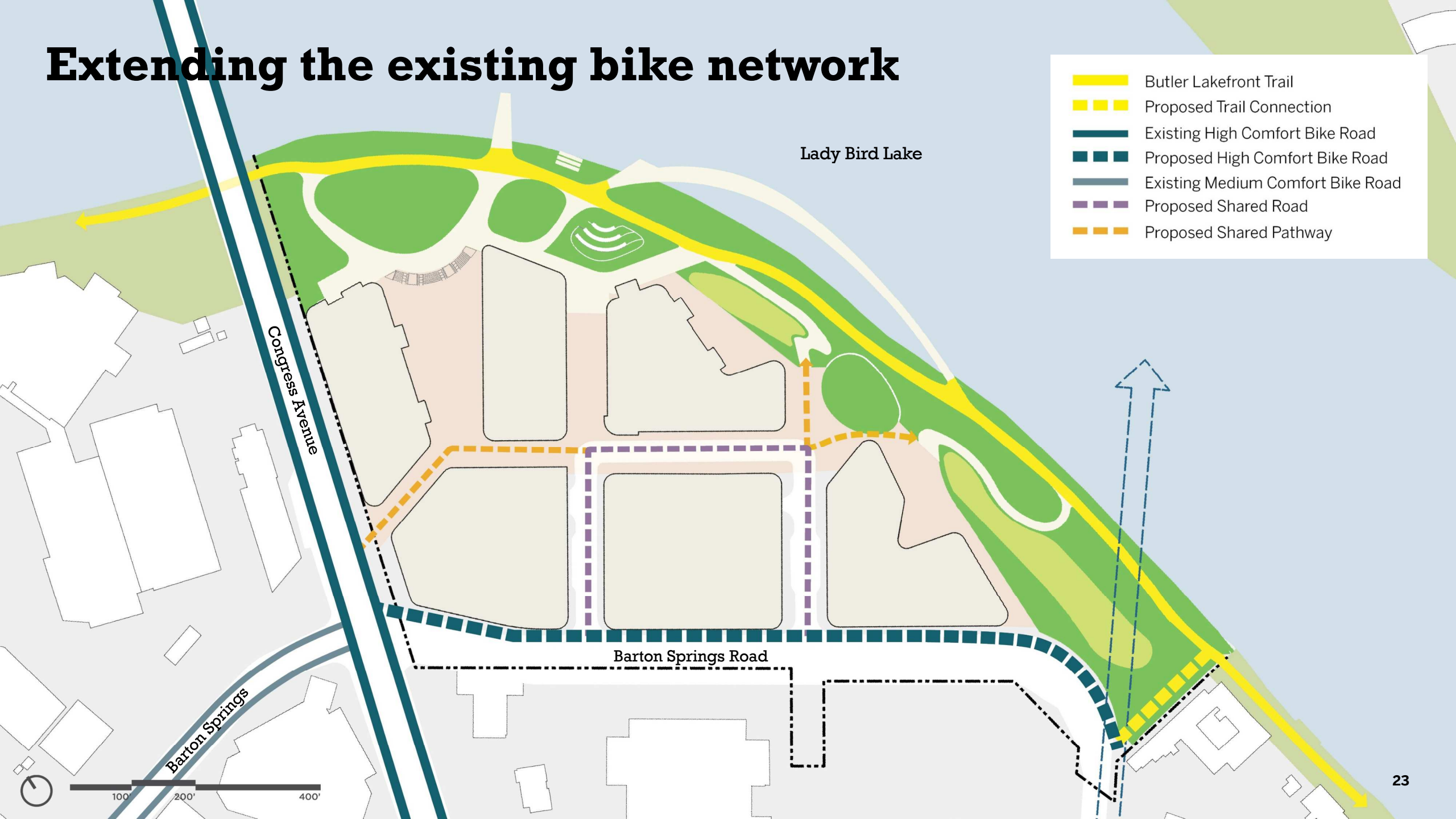
# Connecting to the lakefront park



- Expanding access to the lakefront
- Enhancing the Butler Hike and Bike Trail
- Integrating a pedestrian pier and boardwalk



# 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

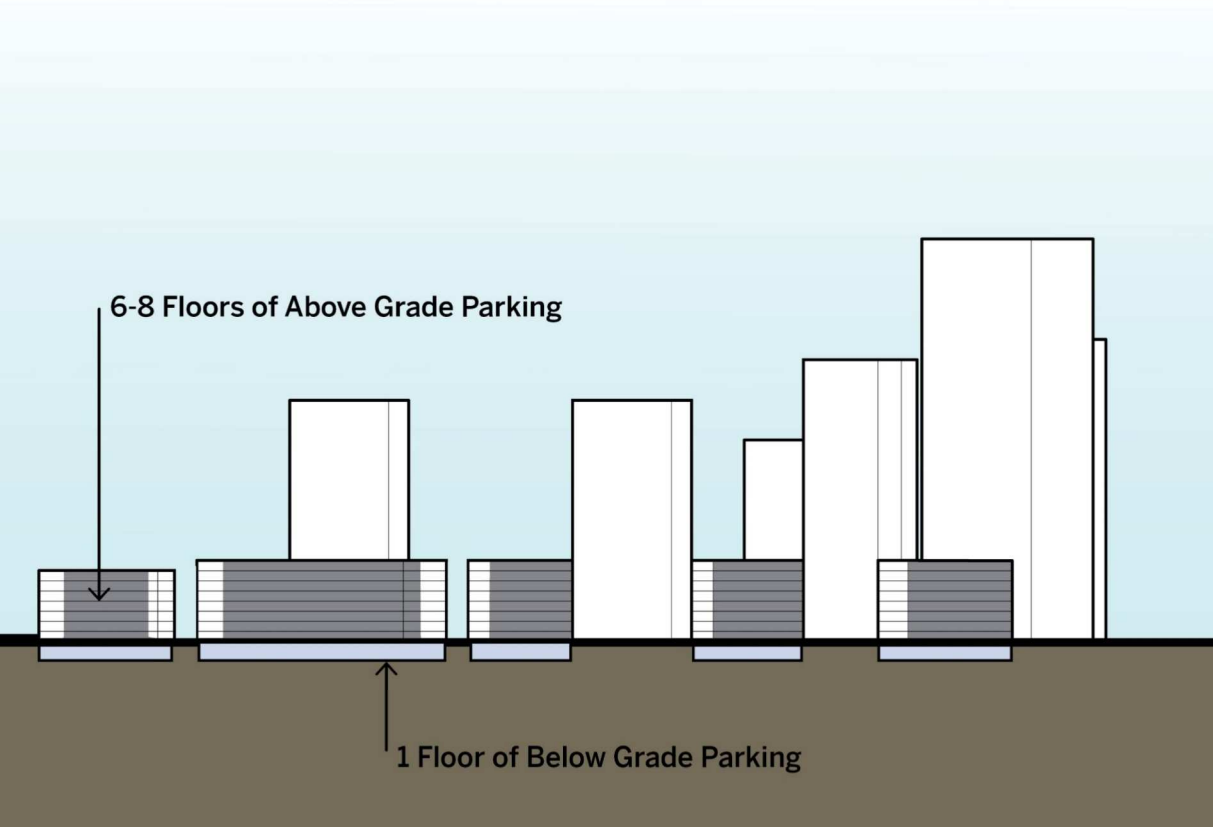
Barton Springs Road



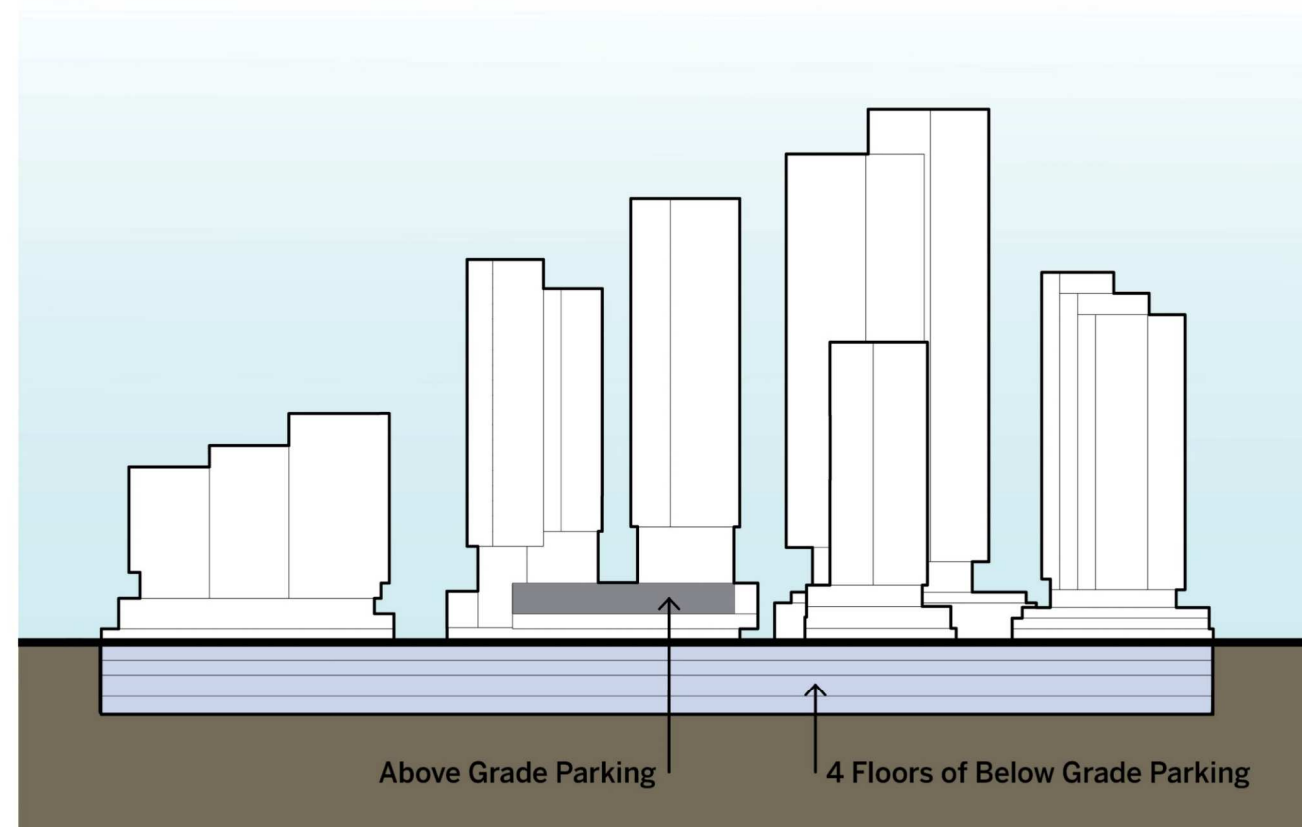
100' 200' 400'



# Activate the streets and public realm by placing parking below grade



South Central Waterfront Plan

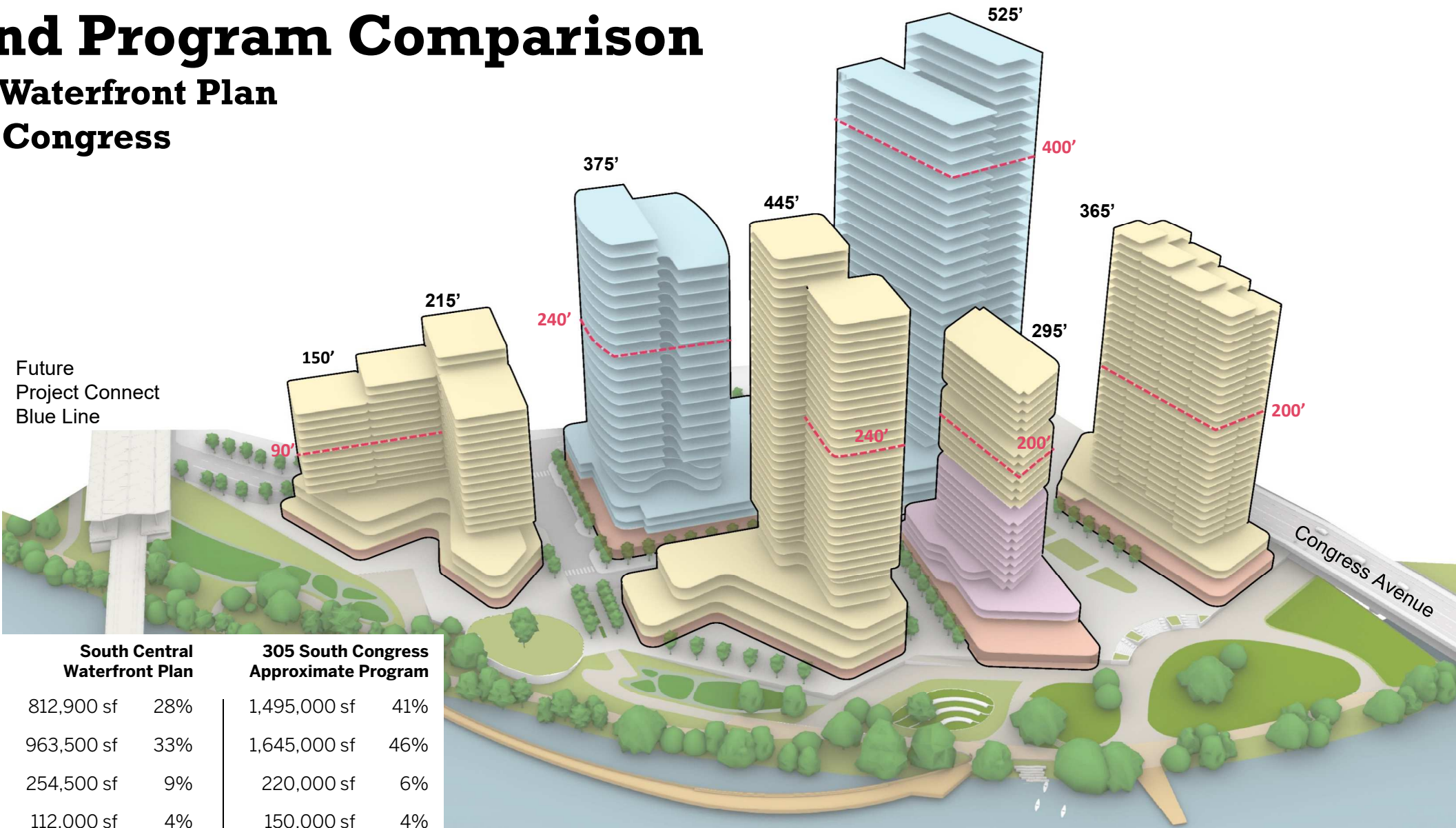


305 S. Congress Proposed Scheme



# 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	
Office	812,900 sf 28%	1,495,000 sf 41%	
Residential	963,500 sf 33%	1,645,000 sf 46%	
Hotel	254,500 sf 9%	220,000 sf 6%	
Retail / F&B	112,000 sf 4%	150,000 sf 4%	
Above Grade Parking	800,000 sf 27%	100,000 sf 3%	
<b>± 2,943,000 sf</b>		<b>± 3,610,000 sf</b>	



# 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