

4. LandUse

Introduction

As Section Two illustrates, the East Riverside/Oltorf Neighborhood Planning Areas are comprised of apartment complexes, established single-family neighborhoods, parks, natural areas, and accessible open spaces (including an eighteen-hole golf course once patronized regularly by golfer Harvey Penick). Defined single-family neighborhoods around Summit Street, Parker Lane, Burleson Road, Riverside Farms Road, Penick Place, Sunridge Drive and Faro Boulevard house a significant number of the residents in this area. An abundance of non-single-family housing, both in the form of apartments and condominiums, is found throughout each of the three individual neighborhood planning areas; they house student, immigrant and young professional populations (refer to the Statistical Profile Section for current land use details). In addition to this established residential base, there has been a significant amount of development in the form of large industrial park complexes and expansive commercial districts.

Although the East Riverside/Oltorf Area has not traditionally been thought of as "inner city," in part because it was developed much later than other south Austin (meaning south of the Colorado River) neighborhoods like Travis Heights, it is within very close proximity to downtown and the Capitol Building. Land values in the area are relatively inexpensive and properties are located either adjacent or in relative close proximity to Town Lake and the hike-and-bike trail. In addition to a large number of undeveloped parcels, many buildings are reaching their natural lifespan and are ripe for redevelopment. As such, there has been much recent interest in this area from a (re)development perspective and the potential for change in the near future is eminent. For this reason it is extremely important that this neighborhood plan capture the desired vision of its stakeholders in order to provide guidance and to improve the quality of future (re)development

Neighborhood plan goals that relate to this section of the plan include:

- **Preserve and enhance the character of existing residential neighborhoods.**
- **Increase home ownership opportunities that are compatible with surrounding properties.**

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- **Improve the appearance, vitality and safety of existing commercial corridors and community amenities and encourage quality urban design and form while being sensitive and respectful to adjacent residential neighborhoods.**
- **Encourage a balanced mix of residential, civic, commercial, office and other land uses without adversely affecting adjacent residential neighborhoods.**

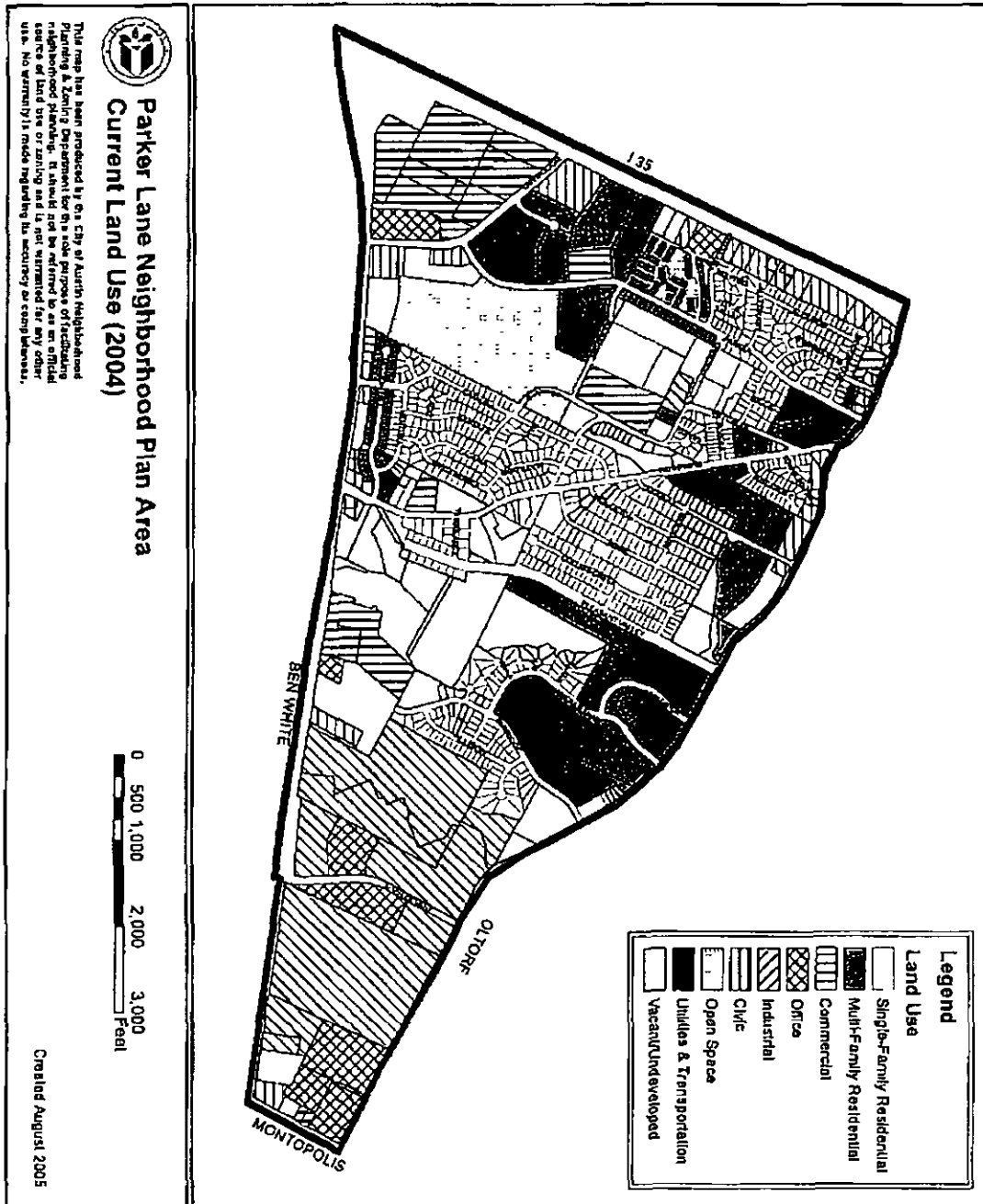
The first part of this section provides a general historical timeline of development and documents information related to significant land uses within the combined NPA. The next part delineates the key elements reflected on the future land use maps for the Riverside, Parker Lane and Pleasant Valley Neighborhood Planning Areas with explanatory text. Following that is a section devoted to Riverside Drive since the current and desired state of this corridor was the topic of much discussion at neighborhood planning meetings.

Lastly, specific recommendations made towards realizing each of the land use goals can be found in Section 3. Any land use recommendation not supported by the City can be found in Appendix A.

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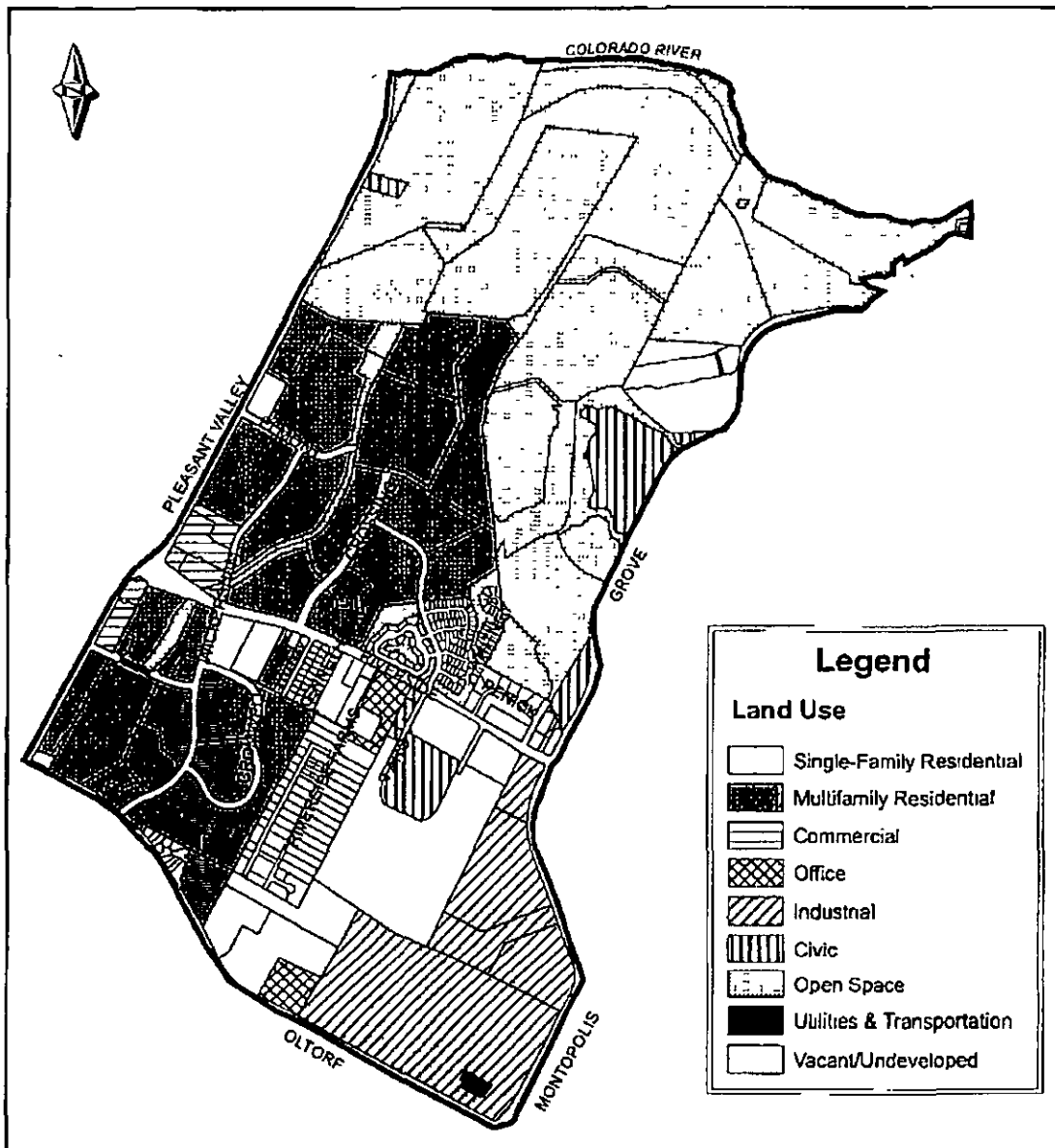
Map 3: Current Land Use, 2004
Parker Lane NPA



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Map 4: Current Land Use, 2004
Pleasant Valley NPA



Pleasant Valley Neighborhood Plan Area
Current Land Use (2004)

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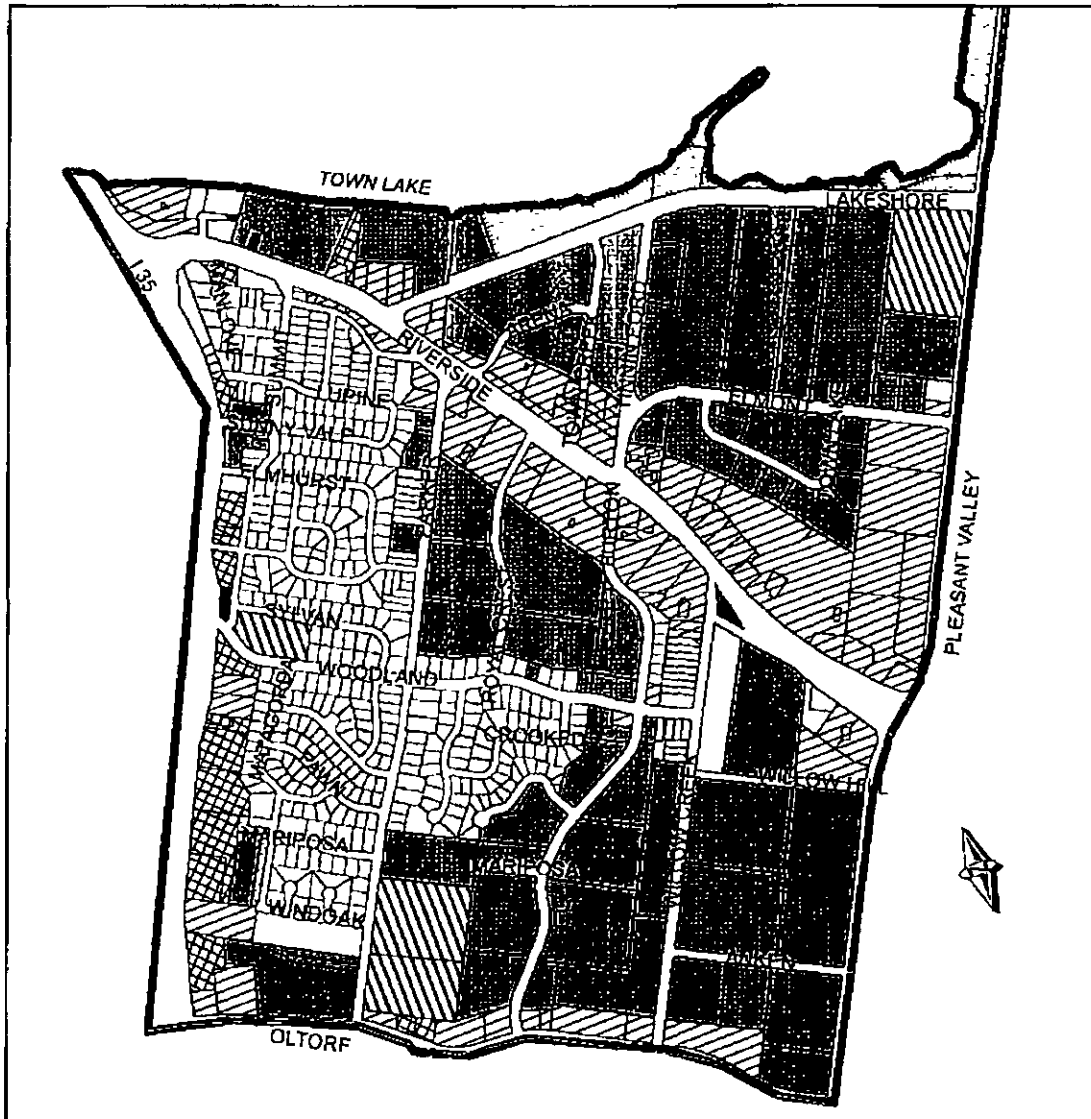
1,900 950 0 1,900 Feet

Revised September 2005

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Map 5: Current Land Use, 2004
Riverside NPA



Riverside Neighborhood Plan Area
Current Land Use (2004)

1,000 500 0 1,000 Feet

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Created August 2005

Legend

Current Land Use

- Single-Family Residential
- Multi-Family Residential
- Commercial

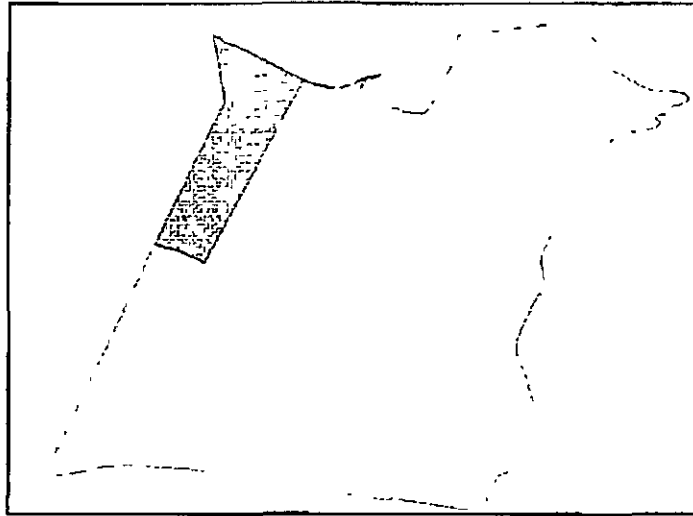
- Office
- Industrial
- Civic
- Open Space

- Utilities & Transportation
- Vacant/Undeveloped

History/Background/Significant Land Uses

LAND DEVELOPMENT HISTORY & ANNEXATION BACKGROUND

The combined neighborhood planning area has been called East Riverside/Oltorf because these are two of the major streets within the area. Even though these are well known and traveled roadways, it has not always been the case. In fact, although Riverside Drive is one of the oldest roadways in Austin, Oltorf Street is relatively new and did not even extend past its intersection with Parker Lane and Burleson Road until the 1980s. Furthermore, it wasn't until 1976 that the entire planning area was contained within the full-purpose, or corporate limits of the City.



City Limits Prior to 3/14/1946 –
Only 7.32% of Planning Area
was within Corporate Limits

In the early 1940s, this area was almost entirely undeveloped. Riverside Drive, Parker Lane, Burleson Road, and Metcalfe Road existed, but Oltorf Street did not extend past Burleson Road, and neither IH-35 nor the current Ben White/Highway 71 were yet built. Save for the mobile home park along the river west of US 183 at the northeast corner of the NPA, there was no significant development along US 183. Most of the land was comprised of large tracts of what appeared to be crop land, as seen in aerial photographs from this period.

By the early 1950s Wickshire Lane had been built and extended west of Metcalfe Road; Ben White Blvd. had been improved eastward from Burleson Road and Woodland Avenue extended west of Parker Lane, although there was no development along the roadway. There was some development along southern Burleson Road, and a handful of homes on Summit Street and Upland Drive. Although the majority of the area was still composed of large-acreage tracts with minimal urban development, Riverside Farms Road was in place, and there was

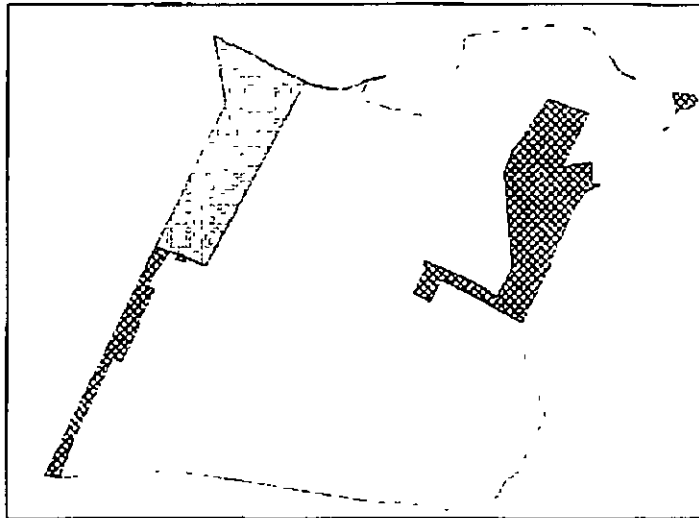
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also additional development along the northwest corner of the Riverside /Montopolis intersection and along Montopolis Drive towards US 183.

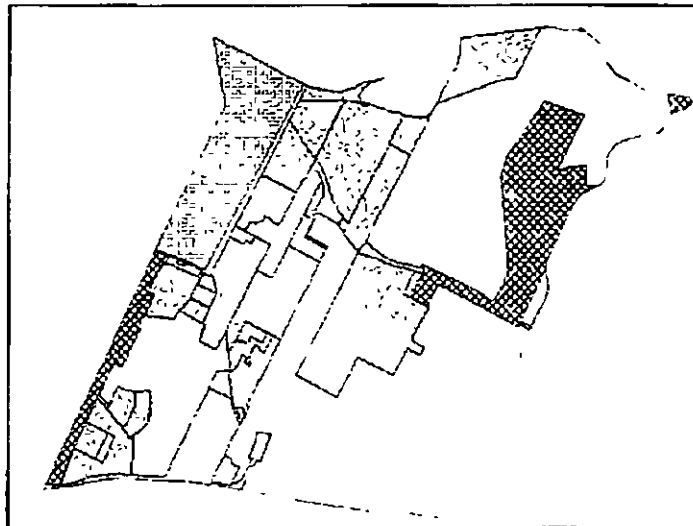
By 1958 IH 35 had been constructed. East of this new roadway and north of Woodward Street was largely built out. Although there was still minimal development along Riverside Drive, Penick Place subdivision had been platted and the

road Penick Place was in place. Additional development was concentrated along southern Burleson Road and both the northwest and southeast corners of the Riverside /Montopolis intersection. The mobile home park had expanded along the Colorado River, and there is evidence of Pleasant Valley Road, but only on the north side of Riverside Drive.

The Sixties and Seventies saw additional development, filling in the areas between the built out northwest and east side. Still, large tracts of property, especially along eastern Ben White Blvd., were intact and owned either by individuals or corporate owners. Some plans or projects of the day came to fruition, such as the extension of Oltorf Street to Pleasant



City Limits Prior to January 1, 1960 -
Between 1946 & 1960 an additional 8.99% of the Area was annexed. 16.31% of the Planning Area was now within the COA corporate limits.

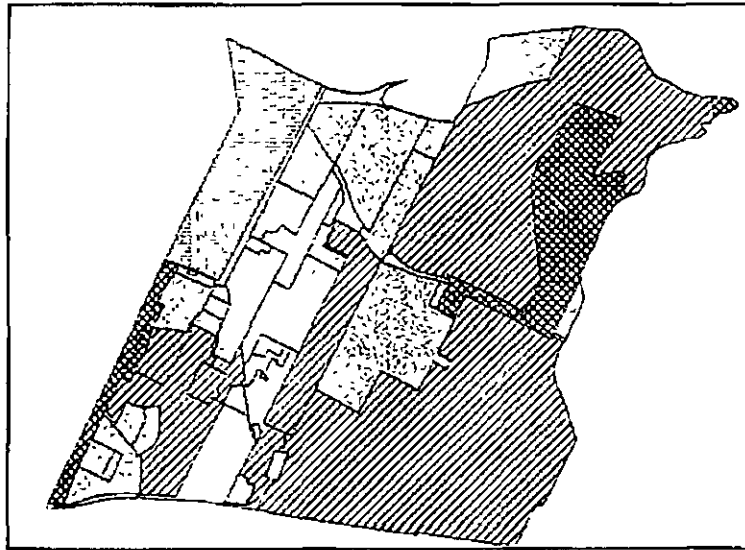


City Limits Prior to January 1, 1970 -
Another 32.39% of the Planning Area was annexed between 1960 and 1970. In all, 48.71% of the Area was now within COA corporate limits.

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Valley Road, while others did not, such as the extension of Pleasant Valley Road to Ben White Boulevard or the connection of Grove to Country Club Drive. Public institutions, such as school and parks were limited to the Linder elementary tract and Mabel Davis Park; the future homes of Baty Elementary and the Colorado River Park were both contained within large privately held tracts.

The Seventies were the most active period of annexation by the City of Austin in the planning area. Not only did the 1970's mark the transition of the planning area from mostly outside to mostly inside the city limits, but two large annexations, including 623 acres north of Riverside Drive and east of Pleasant Valley Road, and 1,547 acres for an industrial park in the southeast quadrant of the area were major contributors to the amount of property now within the City.



City Limits as of May 27, 1976 –
50.71% of the Area was annexed between
January 1, 1970 and May 1976. All of the
planning area now within City of Austin.

By the early Eighties, Krieg softball complex had been completed. Significant development had occurred west of Pleasant Valley Road north of Riverside Drive, but nothing significant existed between Pleasant Valley Road and the golf course. Oltorf Street was in the process of being extended to Montopolis Drive, and there was evidence of the future Montopolis/Grove split. There was also additional development along IH 35, and along Ben White Blvd., which was now a four-lane roadway. While Burleson Road, Catalina Drive, Parker Lane, and other western areas were now completely built out, there appeared to have been only a single residence between the few homes in the Riverside Farms area and the Ben White/Montopolis intersection. Furthermore, development in the late 80s and 90s was predominately industrial and multifamily.

SIGNIFICANT LAND USES

Daniel E. Ruiz Library

Groundbreaking for a new library occurred on March 2, 2002. In honor of one of Austin's most influential community leaders, the library was dedicated to the memory of Daniel E. Ruiz.¹ When the Library opened in 2004, at 16,000 square feet, it was the largest branch in the City of Austin's library system.



Daniel Ruiz Library

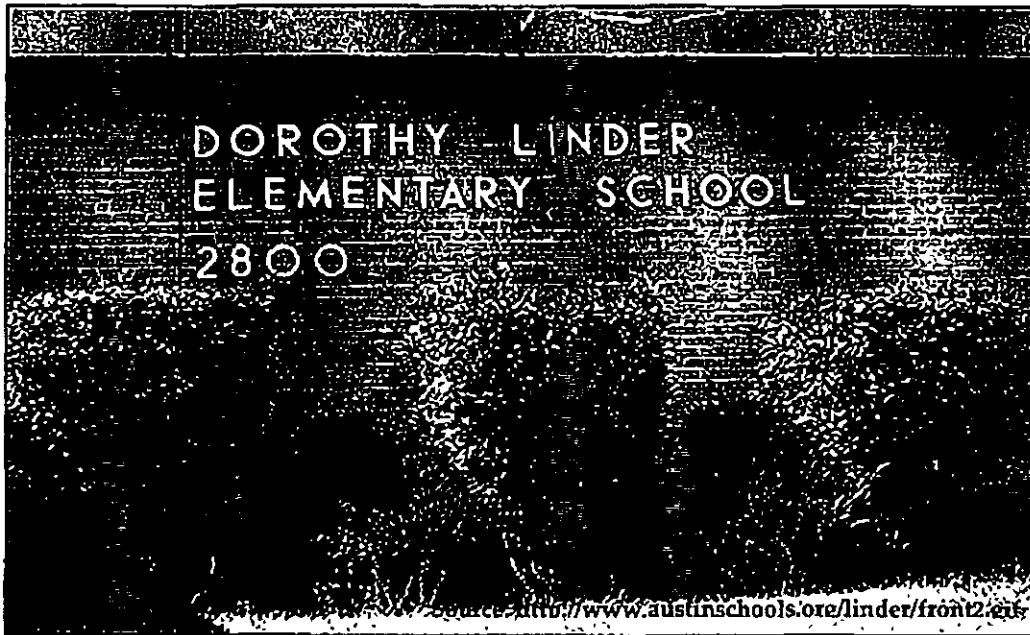
In addition to the books and periodicals typically found in a public library, this library is one of Austin's ten "Wired for Youth" libraries. Equipped with Internet-wired multimedia computer workstations, each center is staffed with "wired" librarians who can teach multimedia, web design, and other computer skills. Children aged 8-18 have the opportunity to use computers for schoolwork research, or for personal interests such as email and chatting on-line. Centers are also equipped with digital cameras, video cameras, scanners, and other equipment, along with software for web design, graphics and media, word processing, and other tasks. These centers were established by The Michael and

¹ Daniel E. (Danny) Ruiz was a good friend of the Austin Community – a native Austinite. Danny proved to be a dedicated public servant, community advocate, and organizer who fought to address inequities and civil rights issues. He forged a 20-year career in state government, working in key positions under some of the state's most prominent officials. What impressed people the most about Danny was his gentleness, generosity, and outstanding commitment to his family, friends, and community. (Excerpt from then-Mayor Gus Garcia). At the time of his death in 2000, Mr. Ruiz was executive director of the Greater Austin Hispanic Chamber of Commerce. (Source: Program from Groundbreaking Ceremony, March 2002, Austin History Center)

Susan Dell Foundation, the City of Austin and the Austin Public Library Foundation in 2000.

Dorothy Linder Elementary School

This Austin Independent School District facility, located at 2800 Metcalfe Road, was dedicated in 1972. Named for Dorothy A. Linder, a teacher and administrator with a 38-year career in education, the school consists of sixteen classrooms serving 300 students in grades one through six.² The building was progressive for its time; it was designed to fit into the hillside and appear to have



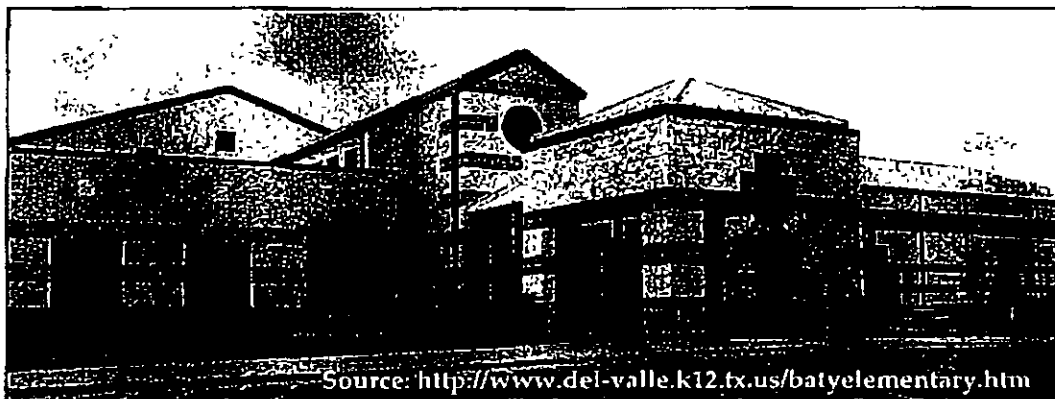
Dorothy Linder Elementary School (Austin ISD)

grown out of the sloping terrain. In addition to the topography of the site, the proposed activities and teaching functions were influential in the design and shape of the building. Retractable walls were incorporated to permit traditional style classrooms to be converted into a team teaching environment to supplement the versatility of those teaching areas. There were also smaller instructional areas for accelerated students and students with special or individual needs.

² Dorothy A. Linder taught at Pease, University Junior High, and Fulmore Junior High. She earned her Master's degree while teaching and was appointed assistant principal at Fulmore. In 1965 she was appointed principal, being the only female secondary school principal in the Austin school system. She also co-authored a history textbook that was published in 1955 that was used in many schools throughout Texas. (Source. Program from Open House Dedication, November 12, 1972; Austin History Center)

Baty Elementary

The East Riverside/Oltorf Combined Neighborhood Planning Area lies within both the Austin and the Del Valle Independent School Districts. Baty Elementary is a Del Valle school and currently offers instruction to seven hundred students. As with Linder Elementary, this primary school is named after an educator, in this case Ms. Willie Baty, a retired Del Valle teacher. In addition to elementary grade level education, early childhood, pre-kindergarten and kindergarten education is offered in both English and bilingual formats. The original Baty



Source: <http://www.del-valle.k12.tx.us/batyelementary.htm>

Baty Elementary (Del Valle ISD)

Elementary was constructed and dedicated in the mid 1980s and operated across from the former Bergstrom Air Force Base. Home to the Baty Bobcats, the elementary school was relocated in 1999 to its current location as part of the efforts to convert Bergstrom from a military installation into an international airport.

*ACC - Austin Community College – Riverside Campus*³

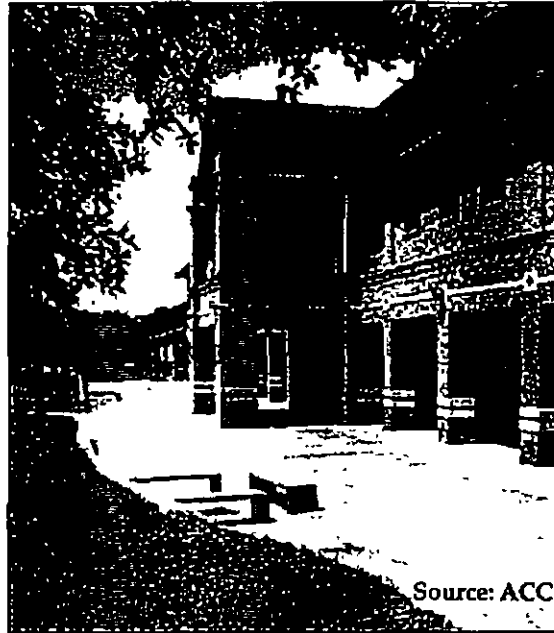
The Austin Community College (ACC) is a two-year institution of higher education that was established in Austin in 1972 as part of the Austin Independent School District. The first classes were offered in September 1973 with 2,200 students and by the fall of 1974, student enrollment had more than tripled to 7,061. Enrollment, the number of campuses, the service area, and the number of off-campus learning centers has continued to grow. At present day, the College's service area includes all of Bastrop, Caldwell, Blanco, Gillespie, Hays, and Travis Counties, along with portions of Gonzales and Williamson. Through its six campuses and more than forty off-campus centers, more than 65,000 for-credit and continuing education students are enrolled in ACC programs annually.

³ Information in this section provided by Austin Community College and the *Handbook of Texas Online*.

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Currently, the U.S. Department of Education ranks ACC as the eighth largest community college in the nation. Moreover, a recent educational magazine ranked ACC at Number 11 on its annual list of the Top 50 Community Colleges by Hispanic Enrollment (based on US Department of Education statistics). The magazine also included ACC at Number 42 on their list of Top 50 Colleges awarding the most associate degrees to Hispanics.

The Riverside Campus is located at 1020 Grove Boulevard in the Pleasant Valley Neighborhood Planning Area. This campus was developed in the late 1980's and consists of nine buildings and associated parking on an approximately forty-two (41.698) acre site.



Source: ACC

ACC Riverside Campus

Today ACC has six campuses (Cypress Creek, Eastview, Northridge, Pinnacle, Rio Grande, and Riverside), the Highland Business Center and the Downtown Center. There are thirty-five Academic Departments offering more than seventy-five majors and two-hundred different degree plans. ACC offers freshman and sophomore courses, occupational programs, and adult education, and confers associate degrees (Associate of Arts, Associate of Science, and Associate of Applied Science) and certificates of completion. More local high school graduates begin their college education at ACC than at any other higher education institution in Austin. ACC is also the primary trainer and re-trainer of the Austin area workforce through their continuing education, weekend college, and workforce programs.

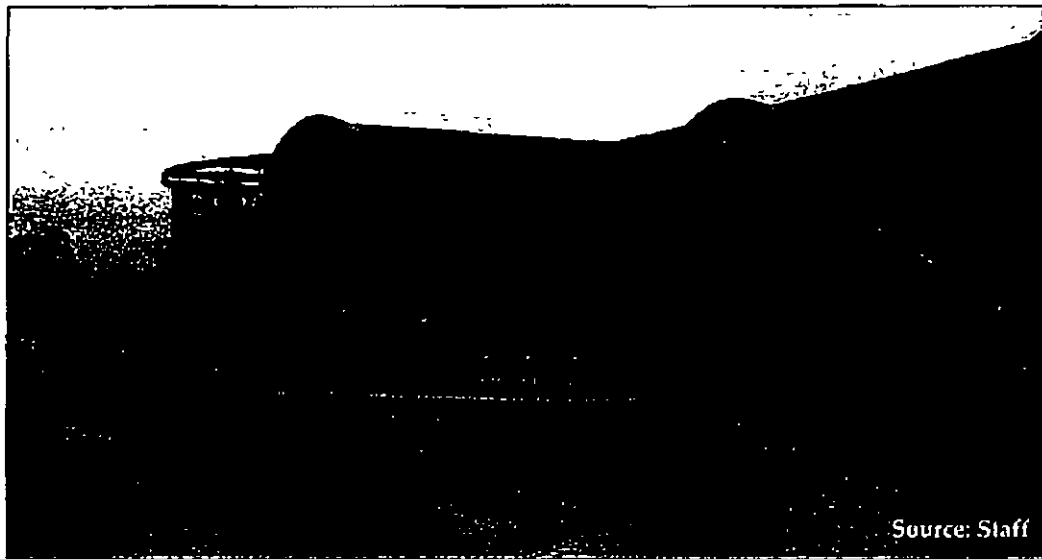
In addition to the main campuses, ACC offers evening for-credit courses to the public at seven local high schools sites, known as ACC Centers within their service area; additionally, they offer college credit classes during the day at several Centers for more than 1,000 high school students taking college classes early. Nontraditional instruction is offered through various telecommunications outlets; over one-hundred and fifty web-based courses are offered.

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In Texas, more than fifty percent of all entering college students begin their higher education at a community college. As population increases within their service area, additional student numbers will increase demand. Furthermore, in 2000 the Texas Higher Education Coordinating Board adopted *Closing the Gaps: The Texas Higher Education Plan*. Among the Plan's goals are increased participation rates statewide in higher education. Specifically, the plan calls for an increase in the participation rate from 5.0% to 5.7% by 2015. Texas will have to enroll approximately 500,000 additional students by 2015 in order to raise its participation rate to meet the goal. An estimated sixty (60) percent of those new students are expected to begin their higher education at community and technical colleges in the state. ACC, one of only fifty community colleges in the state, has determined they will need to grow by 10,000 students over the next decade to meet its goals under the initiative.

Expansion of campus facilities, at Riverside or elsewhere, is certainly possible. All six campuses are at or exceed national standards for room utilization. ACC has recently undertaken a district-wide analysis and master-planning effort.



ACC Riverside Campus

Based on the results of that analysis and their recently enlarged service area, plans will be made with regard to expansion and/or relocation. In the interim, there are two planned capital improvement projects for the Riverside campus: replacement of Building D (with later renovation in Buildings A, B, and C), and the construction of a 400-space parking structure.

Similar to AMD, SEMATECH, and Tokyo Electron, ACC has extensive community outreach and development programs. ACC's Center for

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Community-Based & Nonprofit Organizations helps these types of organizations to be more effective by helping them strengthen their organizational capacity. The Center provides professional and volunteer leadership training through workshops, publications, resource libraries, partnerships and other services. The ACC Office of Student Life also publishes a guide to promote awareness and encourage volunteer opportunities for ACC students.

Industrial Technology Sector

*AMD**

In November 1979, semiconductor company Advanced Micro Devices (AMD), of Sunnyvale, California, officially opened its first plant outside of California; that facility was located just off East Ben White Boulevard and west of Montopolis Drive in the Parker Lane Neighborhood Planning Area. This new facility in Austin was the first expansion for ten-year old AMD outside of its Sunnyvale campus. Austin was selected, according to then-president W. J. Sanders, III, because of the "quality of its labor supply, its excellent lifestyle, and the technological resources of its education institutions." (Chamber News Release; July 25, 1978).

Today's campus which is comprised of 1.5 million square feet of space on 138 acres is the largest global facility for the company. Primarily dedicated to the Computational Product Group of the corporation, design and process engineers work to develop the next generation of microprocessors that serve as the power behind millions of desktop and mobile PCs, servers and workstations. At nearly 1 million square feet, the facility – along with 123,000 square feet of Class 1 clean room space – produces Spansion™ advanced Flash memory devices for Spansion LLC, a company formed by the integration of AMD's and Fujitsu's Flash memory operations. In addition, employees of the Personal Connectivity Solutions Group (a division within AMD) work on products for the non-PC Internet appliance market.

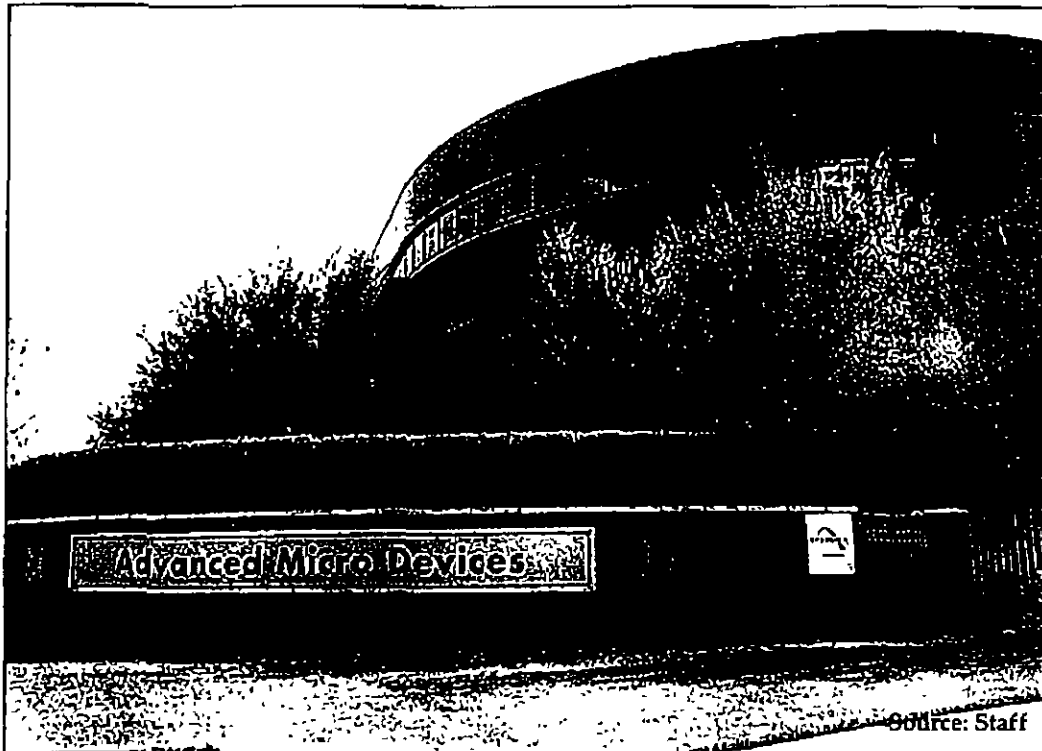
The number of AMD employees at this campus is currently listed at 3,200 (although it may fluctuate in response to market conditions). The number of AMD employees is impressive, ranking as the 9th (2000) and 14th (2002) largest employer in Austin according to the Chamber of Commerce. Furthermore, it remains one of the largest private employers for the City of Austin, ranking as high as 6th (2003) according to AMD.

* Information in this section provided by Advanced Micro Devices, the Austin History Center, MarketWatch, Spansion, and Reuters.

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Owing to its size, AMD obviously has had a significant impact on the economy and quality of life for the immediate area and the larger Austin area. In addition to the thousands of people employed over the past twenty-six years, AMD's presence has positively impacted local retail sales and the tax base. What is perhaps not as well known, but equally significant, is the company's commitment to being a leading corporate citizen and a good neighbor.



Advanced Micro Devices (AMD)

In addition to local monetary and in-kind contributions, volunteer hours and donations, AMD has actively championed such local causes as affordable housing, safer work practices, developing family- and mother-friendly worksites, the use of green energy, decreased energy and water consumption, and decreased production of hazardous waste. AMD also has a long-standing and ongoing tradition of giving back to the community, both as an individual corporation and in partnership with social service providers, non-profit organizations, or other corporate entities. AMD's commitment to community is expressed in four major categories of charitable contributions and participation; they are: basic needs, community development, education, and workforce development.

Earlier this year, AMD announced plans for a big, new office campus to house

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the 2,000 employees who work for its core microprocessor business, workers who are now spread out among twelve buildings. The result would be Spansion as the remaining enterprise at the Oltorf location. In April, AMD announced plans to consolidate its Austin operations on a sixty-acre parcel in the Oak Hill area. About the same time, Spansion (the 1993 joint venture of AMD and Fujitsu in which AMD currently has a sixty percent stake and control over product planning and worldwide marketing) announced that it will launch its own initial public offering of stock. As an independent corporation, which currently employs about 1,000 people in the Parker Lane area, Spansion will likely continue its operations at Fab 25, at least for some time.⁵

SEMATECH⁶

SEMATECH, which is short for SEMiconductor MANufacturing TECHNOLOGY, is a consortium formed in the late Eighties by US-based semiconductor manufacturers, with support from the United States government and academia. During the early 1980's, US-based manufacturers lost market share to European and Japanese firms. To help reverse this trend and return US-based firms to a position of world leadership in semiconductor manufacturing, the Semiconductor Industry Association, or SIA (a San Jose, California-based trade association representing the US microchip manufacturing industry and the Semiconductor Research Corporation), issued a call in 1986 for cooperation among the industry's manufacturers and the federal government. Seen also as an appropriate if not necessary US response to the Japanese Ministry of International Trade and the Industry and the Joint European Submicron Silicon Initiative (both of which assisted their local manufacturers), the consortium was to solve common manufacturing problems by leveraging resources and sharing risks in a noncompetitive environment. At the time, the semiconductor industry was the nation's largest, with approximately 2.7 million American employees.

⁵ Fab 25 is a ten-year old facility. The lifespan of such a facility is approximately twenty years, dependent on upgrades, new standards, and chip industry developments. AMD considered modernizing the factory last year, including the installation of advanced equipment to process larger silicon wafers; those plans stalled when the flash memory market weakened. In addition, construction for Fab 36, a new facility for the production of larger (300nm) wafers, has been announced in Germany. (Source: Austin Business Journal)

⁶ Information in this section provided by SEMATECH, *Handbook of Texas Online*, the Austin Business Journal and The Business Review (Albany, NY).

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The following year, the SIA approved the formation of SEMATECH and established operations in Santa Clara, California with thirteen charter members. SEMI/SEMATECH was formed as a corporation to help SEMATECH communicate with equipment and material suppliers. At the end of 1987, the US Congress approved the first funds for the consortium and site proposals were invited.



SEMATECH located on Montopolis Drive

SEMATECH located in Austin (Pleasant Valley NPA) because of a multi-million dollar incentive package prepared by The University of Texas at Austin, the City of Austin, and the State of Texas. The University of Texas System Board of Regents purchased the ninety-four acre former Data General Corporation site and subsequently leased it to SEMATECH at the cost of one dollar a year. SEMATECH became a common testing ground for silicon integrated circuits, advanced tools, processes, and equipment. The program was and remains one of "precompetitive" generic research and development.

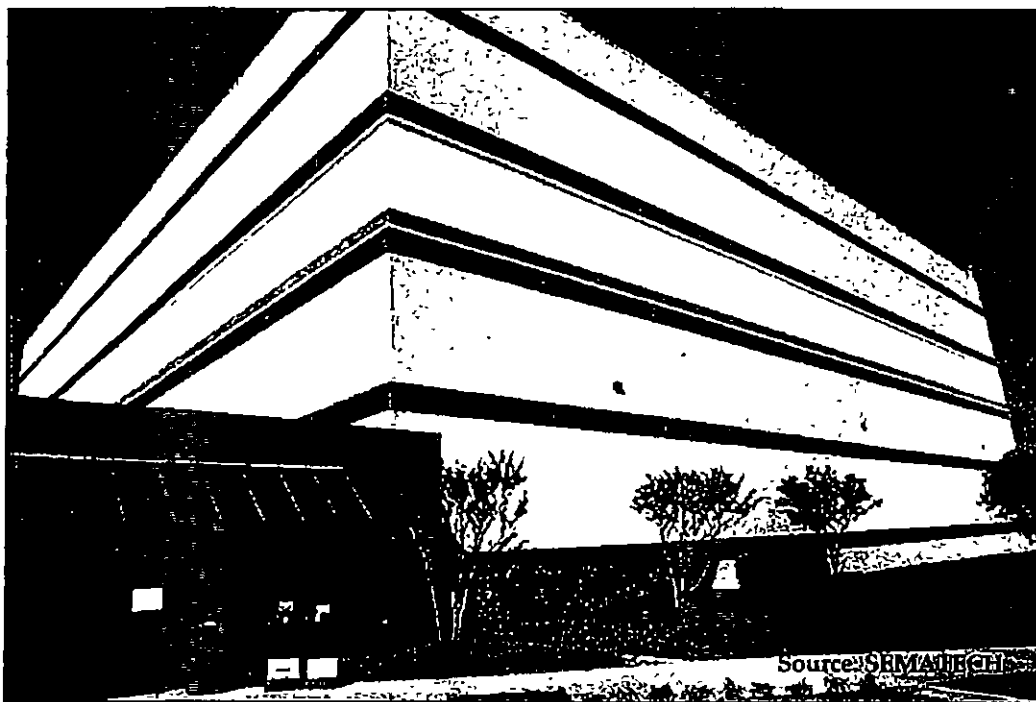
Initially, SEMATECH was scheduled to become privately-funded after six years. It began, however, with government startup funds amounting to up to \$100 million a year, mostly through the Department of Defense.

SEMATECH is also a founding partner of the Advanced Materials Research Center, an industry-driven virtual R&D center focused on the commercialization of advanced technologies. The center is a collaboration between the State of Texas, SEMATECH, and the state's research universities, combining the scientific strengths of state universities with the high-tech capabilities of major manufacturers, in order to produce future oriented technology for the people of Texas.

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The State of Texas and International SEMATECH announced in 2004 that they had formed the Advanced Materials Research Center (AMRC) with the University of Texas System and other state universities to investigate promising new semiconductor technologies and help ensure the state's high-tech future. Additionally, International SEMATECH launched its latest subsidiary, the Advanced Technology Development Facility (ATDF) as a for-profit research facility. In September, the parent company, International SEMATECH, once again became SEMATECH.



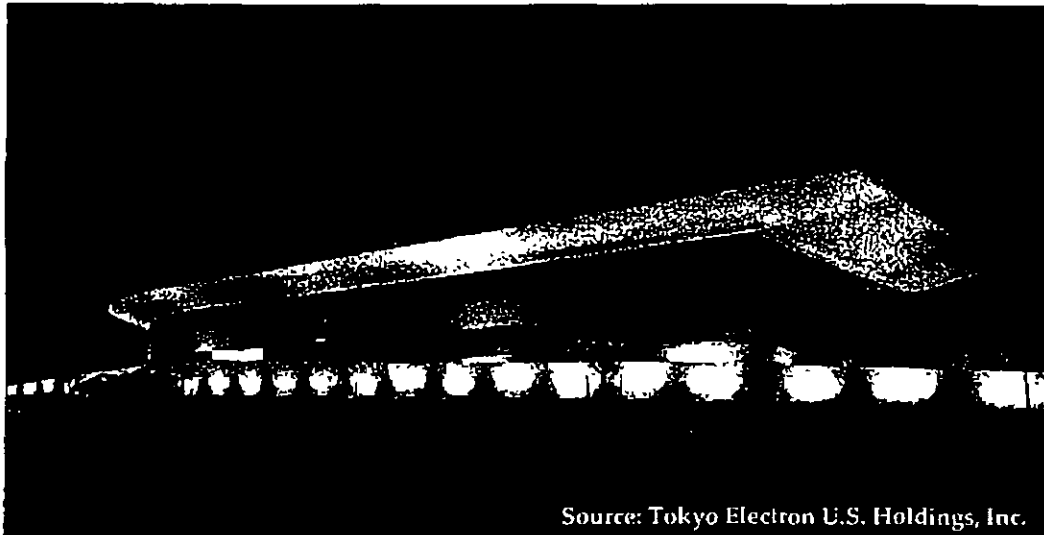
SEMATECH Administrative Building

Like AMD, SEMATECH has been committed to being a good neighbor and active participant in the community. SEMATECH's community involvement efforts focus on educational and community development programs, which take the form of corporate grants, corporate and individual contributions, donations of volunteer hours, and sometimes computers, printers and semiconductor equipment. As a non-profit organization, SEMATECH's cash contributions are limited; nonetheless generous amounts of volunteer hours have benefited educational and community development programs.

Tokyo Electron⁷

Tokyo Electron Limited (TEL) is a global supplier of semiconductor and flat panel display production equipment, as well as computer networks and electronic components. Established in 1963 as an affiliate of the Tokyo Broadcasting System and known as Tokyo Electron Laboratories, it was the first company to introduce American semiconductor production equipment and integrated circuit testers to Japan; it has played an important role in the development of the Japanese semiconductor industry ever since

Though World Headquarters are located in Tokyo, Japan, the US Group Headquarters are located at 2400 Grove Boulevard, within the Pleasant Valley Neighborhood Planning Area. In addition to the headquarters for the U.S. Holdings group, the facility on Grove Boulevard is also the Tokyo Electron America, Inc (TEA) sales and service headquarters, which in turn oversees twelve branch offices located throughout the United States.



Source: Tokyo Electron U.S. Holdings, Inc.

TEL U.S. Holdings Headquarters

The entity that would become TEL U.S. Holdings, Inc. was established in 1972, but a presence in Austin did not occur until 1994. When TEL first located Tokyo Electron America in Austin in 1994, the company employed ninety people, and it was exclusively a sales and service operation. Nonetheless, TEL's investment in the US headquarters complex had reached \$50 million on the sixty-acre site

⁷ Information in this section provided by Tokyo Electron America, Austin Business Journal, and The Business Review (Albany, NY)

Shortly after arriving, they announced that it had chosen Austin over Portland, Oregon, for a new \$20 to \$30 million, 100,000-plus square foot assembly facility. In addition to the fact that they already had a site here, other factors favoring Austin included the site's proximity to key customers like Motorola, AMD and Samsung. The new facility, which would house the Tokyo Electron Texas subsidiary, would be used to manufacture chip-making devices responsible for pattern definition on a semiconductor wafer, and would add 150-200 people to the existing payroll of 200.

Like AMD and SEMATECH, the Austin presence of TEL has grown, and fluctuated, over time. Between 1994 and 2004, the local employment roll grew to 400 employees, becoming the second largest equipment supplier (based on sales dollars) to the semiconductor industry (Applied Materials, based in California but employing approximately 2,600 people in Austin, is the largest). Similar to the industry as a whole, TEL was affected by tough years in 2001 and especially 2002. At one point in 2001, the company had more than 10,000 employees worldwide and well over 500 in Austin. In April of 2003, it announced plans to cut 1,000 employees worldwide within the next twelve months, citing the recession in the semiconductor industry as the reason for the cuts. Even after layoffs, they still had about 520 employees at the Grove Boulevard campus.

Similar to its colleagues and neighbors AMD and SEMATECH, Tokyo Electron's corporate citizenship attempts to address the mutual interests and needs of the community and the company. At the global level, TEL efforts are found in education, workforce development and civic initiatives. TEL's support of community programs at the Austin Chamber of Commerce, Texas Asian Chamber of Commerce and Keep Austin Beautiful are a few examples of local civic and community outreach.

FUTURE LAND USE

The intention of the adopted Future Land Use Map (FLUM) is to incorporate the plan's main land use goals and principles and display them in a graphic format. It is designed to serve as a guide when making future decisions regarding land use and zoning changes.

The FLUM sets the stage for appropriate development by looking at the needs of the community in and around the Planning Area; it is a general illustration of the type of development that is desired and appropriate for this part of Austin. Future rezoning proposals need to correspond with what has been adopted on the FLUM for each Neighborhood Planning Area (NPA). If a requested zoning change does not correspond with the adopted land use for a particular property, an amendment to the Neighborhood Plan will be required, which will involve interaction and communication with the Neighborhood Plan Contact Team (NPCT).

When thinking about future (re)development, Neighborhood Planning participants strongly recommend the preservation and/or protection of the natural environment. Development plans must respect and protect the creeks, the lakeshore environment and critical and sensitive environmental features like springs, woodlands, and wetlands. Look at the section of this Plan entitled "Parks, Trails, Open Space and the Natural Environment" for more information on some of the environmental features and amenities within this area.

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Table 8: Existing (2004) Land Use Comparison for Each NPA

Land Use	Parker Lane	Pleasant Valley	Riverside	Combined NPA	Combined NPA
	Acres	Acres	Acres	Acres	Percent
Civic	80	48	26	155	4.62%
Commercial	47	18	110	175	5.21%
High Density Single-Family	1	0	0	0	0%
Industrial	147	152	0	299	8.91%
Mixed Use**	0	0	0	0	0%
Multifamily	175	356	284	815	24.28%
Office	47	14	19	81	2.40%
Office Mixed Use	0	0	0	0	0%
Open Space	58	545	25	628	18.70%
Rural Residential	0	0	0	0	0%
Single-Family	227	61	105	393	11.71%
ROW and/or Utilities	198	101	154	453	13.49%
Undeveloped	156	180	21	357	10.65%
Land Use Total	1136	1476	745	3358	100%

Source: Travis Central Appraisal District and City of Austin

Note1: Multi-Family includes rental and owner occupied housing units (i.e. condominiums)

Note 2: This data includes approximately 183 acres of land owned by Austin Community College (ACC is excluded from the neighborhood planning process.)

The Riverside NPA is the most developed of the three NPAs and has the least amount of open space. The Riverside NPA has the largest proportion of multifamily residential of the three NPAs. Opportunities for future mixed-use redevelopment are available as MUB and NUC options, reflected on the FLUM by asterisks, and on the properties regulated by the Waterfront Overlay, reflected on the FLUM by diagonal lines. The FLUM also indicates that industrial development is not desired and/or appropriate within this particular NPA. It is critical to the Riverside NPA that commercial and office uses are maintained with future redevelopment; the application of true mixed use can achieve this goal.

The Parker Lane NPA continues to have the greatest share of single-family residential land use of the three NPAs. The future land use scenario offers abundant opportunities for commercial and office development, mainly due to the presence of Oltorf Street, IH-35 and Ben White Blvd., which are primarily retail/commercial corridors. The Parker Lane NPA continues to have the least amount of multifamily housing of the three NPAs and has the most opportunity for industrial development.

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The Pleasant Valley NPA continues to have the least amount of land available for single-family housing and commercial development, but by far contains the most open space, largely due to the Roy C. Guerrero Colorado River Park, ACC and the campus-style development of most of the industrial properties. According to the FLUM, multifamily housing still comprises a significant share of its total land use and more is not desired.

The following provides some explanatory detail with respect to how the land use goals and stakeholder priorities have contributed to the formation of the future land use maps in this plan. The primary future land use categories within the Riverside, Parker Lane and Pleasant Valley NPAs include: Single-Family, Multifamily, Mixed Use, Commercial and Office, and Industrial.

Single-Family

The preservation of single-family neighborhoods is an important priority in this neighborhood plan. The combined FLUM demonstrates the neighborhoods' desires that established single-family neighborhoods within the three planning areas be protected from encroachment and cushioned from higher intensity uses.



Preservation of single-family homes and increased home ownership opportunities are desired

Key elements reflected on the FLUM include:

- Single-family uses and undeveloped lots with single-family zoning are predominantly designated as single-family on the FLUM.
- Intrusion by uses higher than SF-3 is prevented by a "hard edge" surrounding the single-family properties shown in yellow.
- Opportunities for single-family development and home ownership are encouraged by creating Urban Home Subdistricts, which permit



Single-family residence located on Allison Cove within the Parker Lane

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detached single-family homes on lots with a minimum of 3,500 square feet. Urban Home Subdistricts have been created at the following locations:

- o Mission Hill Circle and Mission Hill Drive
- o East side of Parker Lane between Wickshire Lane and Carlson Drive

Multifamily

The combined planning area is unique in comparison to many parts of the city in that it has a dominance of multifamily development, primarily in the form of apartments. An overabundance of multifamily housing has resulted in problems related to traffic congestion, a high crime rate and inadequate infrastructure, and



Pinto Creek Apartments on Wickersham

does not promote home ownership. Neighborhood Planning participants want to increase home ownership opportunities; more home-owning residents will enhance a sense of permanence and investment in the area. Neighborhood Planning participants desire to maintain a diverse range of housing opportunities for all stages of life and income levels as well as encourage a better housing balance.

A key element reflected on the FLUM is:

- Existing multifamily (MF) uses have been maintained as MF for most properties except in cases where alternative options might be appropriate for redevelopment. (The intent is to allow existing MF uses to remain conforming uses according to City Code, and to make some commercial and office options available with redevelopment, specifically, Barcelona – 2101 Elmont Drive; Canyon Oaks – 1708 Burton Drive; Lafayette Landing – 1845 Burton Drive; and the palm reader location – 4825 E. Riverside Drive)

Mixed Use

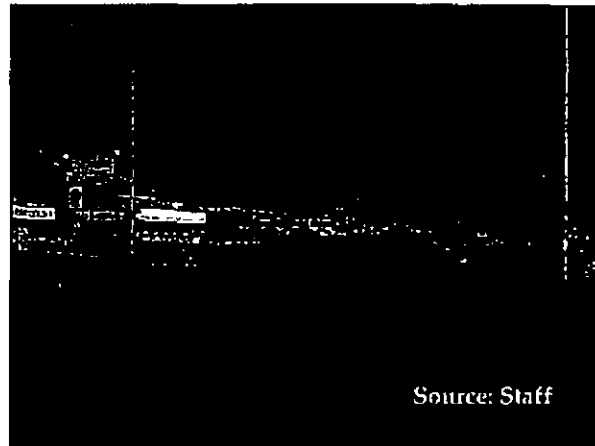
The application of mixed use reflects the desire to see certain parts of the area develop or redevelop with projects that are pedestrian friendly, offer convenient neighborhood services, promote human-scale activity on the street, provide community open space and improve the appearance of particular retail corridors.

It is very important to note two major concerns regarding mixed use that have been voiced continually throughout the planning process:

1. Because of the overwhelming proportion of multifamily in this NPA, uses such as office and retail and condominiums and townhouses are all preferred to any multifamily uses; and,
2. Mixed use is supported only when it is a true mix of uses.

These concerns must be kept in the forefront when reading the following explanations and implementations concerning mixed use.

A concern related to possible future (re)development raised by participants during Neighborhood Planning meetings addressed the trend of new residential construction in the inner-city that is unaffordable to many Austinites. The desire to see new and higher quality development was overwhelmingly supported in order to improve the appearance of the area and offer a wider variety of uses to local residents; however, residential development should be sensitive to the diversity of income levels found within the Planning Area. Any concessions in height, setbacks, and/or FAR should be tied to a percentage of significant community open space and low-income units (60% of the median income).



Existing commercial development along Riverside Drive designated as mixed-use on the FLUM

Key elements reflected on the FLUM include:

- Properties with MUB and NUC options – indicated by large asterisks
- Waterfront Overlay properties – indicated by diagonal

Implementation of Mixed Use on specific properties within this planning area follows the descriptions below.

Types of Mixed Use

1 - The Mixed Use Combining District (MU)

During the neighborhood planning process stakeholders identified properties where mixed use was appropriate and desired. Although represented on the FLUM with a designation of mixed use, the specific type of mixed use is actually implemented or achieved via zoning; one way to do this is with the addition of the Mixed Use (MU) combining district to the commercial or office base zoning district. The addition of MU to a base zoning district means that several residential uses would be permitted in addition to the commercial and office uses allowed under the base zoning. The MU addition to a base zoning district is suitable when a very flexible zoning district is appropriate and desired as it allows for an entirely commercial and/or office development, an entirely residential development (from single-family homes to an apartment complex), or for a combination of these uses on the same site. However, as has already been illustrated, the three planning areas within the East Riverside/Oltorf Neighborhood Plan already contain a large amount of multifamily development. As such, there was much discussion during land use and zoning meetings regarding if and how the mixed-use concept could be appropriately applied to this specific part of town using the MU combining district.

2 - Special-Use Infill Options

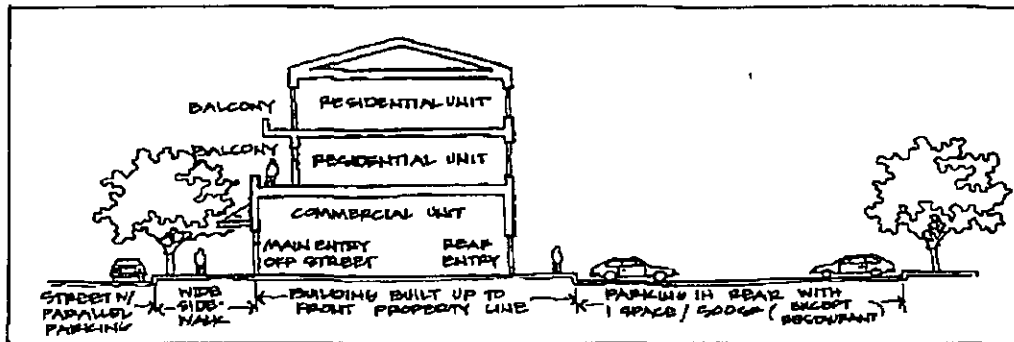
Another way that mixed use can be implemented through the neighborhood planning process is through the adoption of special development tools called the Special Use Infill Options. The term infill refers to "filling in" vacant or underutilized parcels of land in existing developed areas. A goal of the Special Options is to allow for development that will provide benefits such as accessibility to services and amenities by means other than the auto and a diversity of housing for different ages, incomes and lifestyles. The primary mixed-use Infill Options include the Mixed Use Building (MUB) and the Neighborhood Urban Center (NUC).

The Neighborhood Mixed Use Building Special Use permits a mix of uses, including residential, within a single building on a site. This special use should not be confused with the Mixed Use (MU) combining district described above. A major distinction between them is that the Neighborhood Mixed Use Building (MUB) prescribes a mix of commercial and residential in one building structure that has pedestrian-oriented design standards. The MUB must comply with special site development regulations that pertain to things such as setbacks,

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parking, lighting and the building façade.



Section Sketch of Residential Units Above a Commercial Structure

The Mixed Use combining district, on the other hand, allows the construction of commercial or residential or a mix of both on a particular site without any special design or development regulations (the site development standards of the base zoning district apply). The Neighborhood Urban Center special use permits the redevelopment of an existing commercial center, or development of a large vacant site, into a mixed-use, pedestrian and transit-oriented center. There are specific site development and design standards that apply to each use within an NUC development

Implementation of Mixed Use

The following paragraphs describe the details of how the mixed-use concept is to be implemented through this neighborhood plan:

For specific properties on:

- The north side of Lakeshore Blvd., just off Riverside Drive
- The south side of Lakeshore Blvd.
- The north side of Riverside Drive from IH-35 to Lakeshore Blvd.

Neighborhood Planning participants support a true mixed-use future land use designation on these properties. These properties are very important to nearby residents as they are located along the lakeshore in the Riverside Planning Area. Residents are especially sensitive to building heights, allowable uses and traffic generation at these locations and as such, prefer not to implement the mixed-use idea with zoning at the time of plan adoption. At the time that a property owner or developer expresses serious interest in redeveloping these properties, then discussions can occur between him/her and the NPCT regarding an appropriate

mixed-use zoning strategy. Neighborhood Planning participants understand the Waterfront Overlay adds some mixed-use elements to these properties.

For specific properties on:

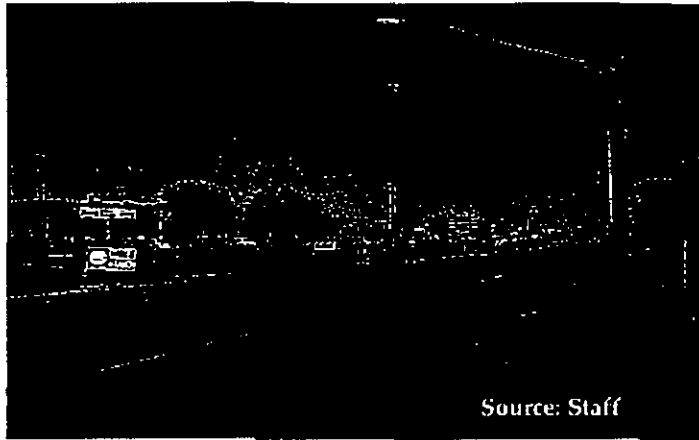
- The south side of Riverside Drive from Parker Lane to Pleasant Valley Road (The north side of Riverside Drive from Lakeshore Blvd. to Pleasant Valley Road was intentionally not selected by planning participants as appropriate for mixed-use development; there were concerns that creating mixed use opportunities on both sides of Riverside Drive would allow for the construction of new buildings that would have higher heights than existing buildings on both sides of the street and create a canyon-like effect.)
- The west side of Pleasant Valley Road from Riverside Drive to Lakeshore Blvd.
- The northwest corner and southeast corners of Oltorf Street and Parker Lane (MUB option only).

Neighborhood Planning participants support MUB and NUC options on these properties. It is not the desire of planning participants to see these lots develop entirely as residential since these are important locations that service the retail and office needs of the community. As previously described, these options allow for development that will provide benefits such as accessibility to services and amenities by means other than the automobile and a diversity of housing for different ages, incomes and lifestyles. The Neighborhood Mixed Use Building Special Use permits a mix of uses, including residential, within a single building on a site. The Neighborhood Urban Center Special Use permits the redevelopment of an existing commercial center, or development of a large vacant site, into a mixed-use, pedestrian and transit-oriented center.

Although the Mixed Use (MU) combining district is not recommended for these properties at the time of plan adoption, planning participants are willing to look at the possibility of adding mixed use in the future. As a result of this planning process, a code amendment was approved for the mixed use combining district to allow for the prohibition of multifamily residential. This conditional overlay is desired by the neighborhood for mixed use projects in an effort to limit the amount of additional multifamily residential in the already over saturated area. To determine which properties are affected by this conditional overlay, refer to the zoning on specific tracts.

Commercial and Office

There are specific corridors where the majority of properties are reserved on the FLUM for pure office and commercial development. In order to provide needed retail and office services to existing and future residents, certain properties should be maintained for non-residential uses.



Source: Staff

Oltorf Street looking east

Neighborhood Planning participants support the addition of small, locally owned businesses and offices. Given the population density and the need to encourage a walkable environment, any development should consider the area's need for commercial services and diverse employment opportunities.

Neighborhood Planning participants generally prefer diverse non-residential corridors that provide a mixture of both office and commercial uses. Where these properties abut established residential neighborhoods, residents generally encourage office development instead of more intense commercial uses.



Example of a Mixed Use Building in Dallas, TX

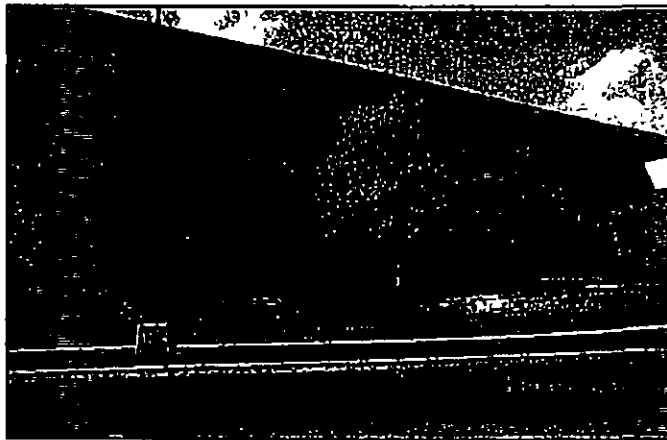
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Key plan elements reflected on the FLUM:

- Maintain or create the opportunity for commercial and/or office development for specific properties on:
 - Oltorf Road between IH-35 and Pleasant Valley Road
 - The northwest corner of Pleasant Valley Road north of Riverside Drive
 - The north side of Ben White Blvd
 - The northbound IH-35 access road
 - The north side of Riverside Drive between S. Lakeshore Blvd. and Pleasant Valley Road

Industrial

Industrial areas are represented on the FLUM by properties where there is existing industrial development. All of these sites are located in the southeast corner of the combined planning area and are predominantly occupied by large high-tech companies such as AMD, SEMATECH and Tokyo Electron.



AMD is an example of a nicely landscaped and well-maintained industrial campus

Neighborhood Planning participants consider the presence of these industrial companies in the planning area as a strength to the community and the Austin economy. Residents like the aesthetics of their industrial park campuses and the fact that the properties are well-maintained. These

companies have developed solid relationships with nearby residents by acknowledging and respecting the presence of adjacent residential neighborhoods. Residents consider these major employers to be "good neighbors" and desire to maintain their existence as they contribute positively to the immediate area and to the entire city. Any future industrial development within these planning areas should incorporate the high quality characteristics of existing industrial development, maintain the existing campus-style structure, and adopt the practice of communicating and working with members of the community in which they have chosen to locate their business.

Riverside Drive

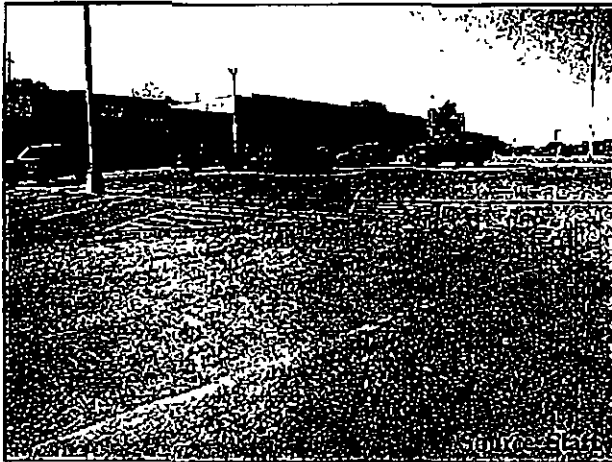
Encouraging desirable redevelopment along Riverside Drive with respect to both land use and urban design is a key component of this neighborhood plan.

Riverside Drive is important as a commercial center to the diverse groups of residents living in proximity to the roadway, in addition to serving as a gateway to downtown for visitors since it is a primary route to and from the Austin Bergstrom International Airport. The views of downtown that one experiences while traveling westbound on Riverside Drive are spectacular and it is recommended that the views be protected, not only for vehicular traffic, but for the many pedestrians who already

traverse Riverside Drive on a daily basis. However, throughout this process it has become abundantly clear that the services available on Riverside Drive are limited in scope regarding what they offer local residents. In addition, the current appearance of the Riverside Drive streetscape, predominantly west of Pleasant Valley Road, does not represent the city well.



Source: Staff



Commercial development along Riverside Drive

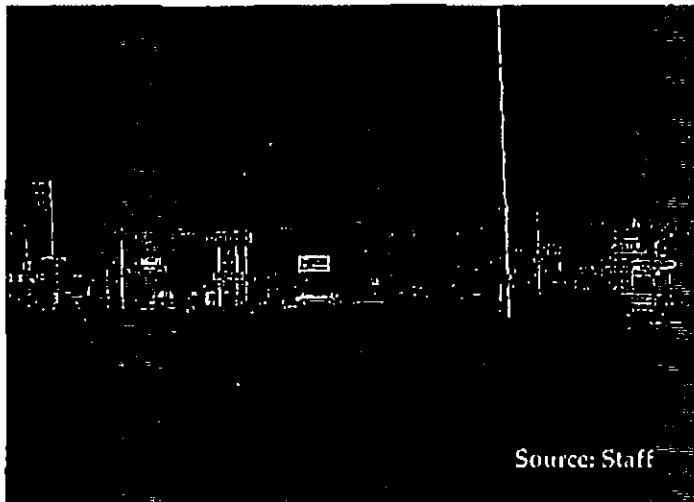
The strip shopping malls along Riverside Drive epitomize the car-dominated environment that is, unfortunately, typical of much of the modern American landscape. As a major gateway to the city of Austin, the first impression that many visitors have is of a sprawl of low rise buildings or under-utilized and/or vacant retail space, and the associated sea of mostly deserted parking lots. The current appearance is dominated by a cacophony of

commercial signs, blistering parking lot asphalt, and a distinct lack of both vegetation and quality architecture. Although extremely dangerous, pedestrian activity along Riverside Drive is much heavier than one would expect. Many

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residents rely on public transportation and have no option but to walk to and from grocery stores, bus stops, and existing retail establishments. After dark, there is even more pedestrian activity along Riverside Drive. One of the Neighborhood Plan Goals is to make this area safe for pedestrians and to encourage more pedestrian traffic. Many neighborhood stakeholders have expressed their desire throughout this planning process to see more diverse eating and shopping options, a wider range of office services, functional civic spaces, and attractive landscaping.

Corridors like the Riverside Drive commercial strip are increasingly being seen as among the best opportunities for developing more mixed use, transit-oriented neighborhoods. This mixed use form of development can include jobs, retail, public space, mixed income housing, and other activities conducive to a higher quality of life. The Urban Land Institute⁸ identifies the following metropolitan trends that are acting to redirect growth into existing communities and thereby supporting the redevelopment of retail strips like Riverside Drive:



Source: Staff

Riverside Drive looking west towards downtown

1. Increasing popularity of urban lifestyles among empty nesters, singles, and non-traditional households;
2. The popularity with immigrants of urban retail locations as low cost locations for small businesses, stores, and restaurants;
3. Renewed interest in urban retail locations due to the saturation of suburban markets;
4. The preference of consumers for pedestrian-oriented, street front retail environments.

However, the Urban Land Institute also adds that these factors alone are insufficient to encourage redevelopment of commercial strips. They argue that

⁸ Urban Land Institute (2003), "Ten Principles for Rebuilding Neighborhood Retail", p vii www.uli.org

partnerships between the public and private sector are also important. Neighborhood plans can also assist this process by helping to describe a clear vision for how the local stakeholders would like to see a strip like Riverside Drive change. A clearly defined vision for Riverside Drive developed by a broad cross-section of stakeholders through the neighborhood planning process can be an extremely useful tool in aiding the redevelopment of the corridor. As such, particular attention should be paid to the desired forms of mixed use described above for portions of Riverside Drive in addition to the preferred urban design characteristics, which can be found in the Urban Design Chapter.

It is the desire of the Neighborhood Planning Participants that a focused corridor study as outlined in Goal 3 consider, but not be limited to, the following elements:

LARGE SITES

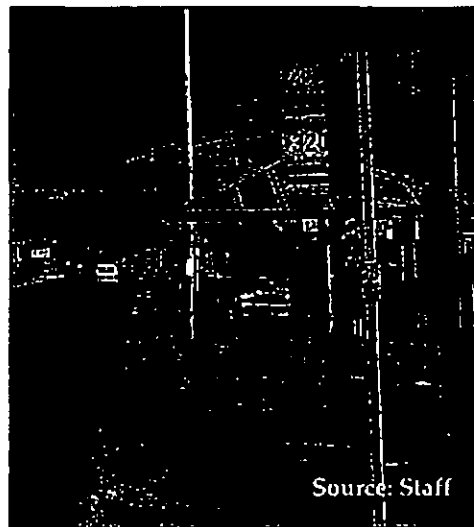
Beyond the small number of government-owned sites like the Mueller Airport and the Triangle at Lamar and Guadalupe, it is difficult to locate sites in the urban core of Austin that are large enough to justify the increased costs and risks involved in infill development. Neighborhood Planning participants support redevelopment of commercial strip sites along Riverside Drive and welcome the opportunity to discuss options with developers.

TRANSIT ACCESSIBILITY

The strip malls along Riverside Drive are located on existing bus and shuttle lines that cater to this area and the surrounding apartment complexes. The addition of Dillo circulators as recommended by Neighborhood Planning participants will further support development of new activity centers in the area.

NEIGHBORHOOD CENTERS

Sites like the strip malls along Riverside Drive are large enough to accommodate whole new neighborhood centers, providing opportunities for live/work options and community open space.



Bus stop along Riverside Drive

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CIVIC SPACE

Attractive public gathering spaces that promote informal interaction among neighbors is a missing component of much of recent urban development. Austin is fortunate enough to possess great public spaces like Zilker Park and the Town Lake Trail, but like many other cities the list of prime “people watching” and vibrant public gathering spaces is short. Any redevelopment of Riverside Drive should incorporate quality public spaces in the form of parks, plazas, squares, etc. These spaces should form the heart of the neighborhood center.