

Economics Research Associates | Downtown Works
6th Street Urban Entertainment Strategy
October 2006

Short Term Recommendations

| Recommendation | City | PSOA / DAA | Building Owner | Business Owner | Notes |
|--|------|------------|----------------|----------------|---|
| Policy Changes | | | | | |
| Created Mixed-Use Developer Guidelines | X | | | | Guidelines should address the appropriate placement of residential and hotel entrances along secondary commercial streets and not on primary commercial streets. City will take the lead and work with the PSOA / DAA |
| Install parking meters; utilize revenue for 6th Street improvements | X | | | | Parking meters are present in the 600 and 700 block |
| Increase permit fees for licensed street vendors; utilize revenue for 6th Street improvements | X | | | | Tie revenues to infrastructure or maintenance improvement, i.e. providing water pressure or power washing |
| Regulate ATMs to the inside of buildings for non-financial institutions | X | | X | | Many of the ATMs are owned by a single operator; some machines charge up to \$5.75 per transaction |
| Institute and follow Storefront and Signage design guidelines that address displays, signage, maintenance, and merchandising standards | X | X | X | X | Guidelines would incorporate existing historic design standards, city codes, and other regulations |
| Consistently cite and follow-up with code violations for applicable regulations | X | | | | |
| Regulate deliveries to off-times, not during lunch or peak traffic times | X | | | | These times would most likely be between 9 - 11 AM and 2 - 4 PM. |
| Require that event/festival sponsors or promoters clean the district after an event and/or street closings | X | | | | |
| Research alternative policing and security practices for an Urban Entertainment District, such as E. 6th Street | X | | | | Consult with experts in the field |
| Develop quantitative measure that determines if barricading is necessary | X | | | | |

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| Maintenance | | | | | |
| Intensive power-washing for a month to clean the sidewalk to its original color | X | | | | Once back to original color, regular maintenance is necessary |
| Power-wash sidewalks twice weekly | X | | | | Relative to the level of usage |
| Clean trash from tree grates | X | | | | The DAA clean team currently does this 3 times a day on E. 6th Street. |
| Frequent litter pick-up from street | | X | | X | Business owners should also be responsible for litter surrounding their operations |
| Infrastructure | | | | | |
| Tap and meter fire hydrants for adequate water resources (power-washing) or find other short term water resources (i.e. water trucks) | X | | | | The 100 and 700 block have water resources; some tree grates shapes or forms are unable to be cleaned |
| Building Conditions | | | | | |
| Eliminate 3rd -party sub-letters | | | X | | Maximizes profit for landlord and generates more profit for reinvestment in property conditions, which benefits the businesses |
| Clean inside and outside of businesses by 7:00 AM, regardless of use and operational hours | | | | X | |
| Replace dirty and ripped awnings | X | | X | X | City is responsible for documenting code violations and follow-up |
| Replace broken or deteriorating parts of the façade | | | X | X | |
| Incorporate cleanliness, operational, and maintenance standards into leases - establish default consequences | | | X | | |
| Other Implementation Steps | | | | | |
| Create E. 6th Street UED Task Force through the City Managers' Office | X | | | | Task force will monitor and implement recommendations |
| Meet with E. 6th Street Brainstorming group quarterly to discuss new ideas and generate leads | | X | | | The DAA initially convened this group to jumpstart the E. 6th Street revitalization process and generate ideas and lead about potential new businesses |
| Convey Merchandise Mix Plan and strategy to landlords | | X | | | |
| Recruit potential new business owners that meet the Merchandise Mix Plan and are uniquely Austin | | X | X | | |

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| Encourage and recruit restaurants that have sidewalk cafes | X | X | X | | |
| Allocate parking revenue or other resources to infrastructure and maintenance improvements on E. 6th Street and Congress Avenue | X | | | | |
| Train property owners on steps to facilitate revitalization and renovation on E. 6th Street - provide toolkit of resources | | X | | | |

Long Term Recommendations

| Recommendation | City | PSOA / DAA | Building Owner | Business Owner | Notes |
|--|------|------------|----------------|----------------|--|
| Policy Changes | | | | | |
| Create a comprehensive maintenance plan and coordination effort for city maintenance responsibilities | X | | | | |
| Create comprehensive strategy to most effectively utilize financial resources to holistically improve and maintain E. 6th Street | X | X | | | |
| Implement and institute alternative policing and security measures tailored to E. 6th Street's Urban Entertainment District | X | | | | This includes barricading measures |
| Maintenance | | | | | |
| Power-wash the sidewalks twice weekly | X | | | | |
| Clean storefronts, entrances, and buildings | | | X | X | |
| Infrastructure | | | | | |
| Provide sufficient water resources at the front of properties | X | | | | |
| Replace sandstone pavers | X | | | | Use materials that cleans easier |
| Widen the sidewalks | X | X | | | Wider sidewalks will create more opportunity for outdoor dining and more space for night time crowds |
| Replace tree grates | X | | | | Replace with configuration that facilitates cleaning or does not allow trash through the grate |
| Institute comprehensive wayfinding system to lesson the perception of parking as a major problem | X | | | | There are currently 9,432 parking spaces along E. 6th Street, excluding on-street spaces |
| Building Conditions | | | | | |
| Renovate / restore historic facades | | | X | X | |
| Other Implementation Steps | | | | | |
| Recruit businesses that fulfill the Merchandise Mix Plan | | X | X | X | |
| Lease to businesses that fulfill the Merchandise Mix Plan | | | X | | |