



MEMORANDUM

TO: Mayor and Council

FROM: Kevin Johns, Director
Economic Development Department

DATE: June 14, 2017

SUBJECT: Urban Land Institute Technical Assistance Panel
Red River Cultural District: Live Music Preservation Report

I am pleased to provide Mayor and Council a third party Urban Land Institute evaluation of ideas for the regeneration of the Red River Cultural District of Austin.

Because of the development-related pressures and its unique role in Austin's music economy, the Economic Development Department and the Red River Cultural District (RRCD) Merchants Association sought out recommendations from an Urban Land Institute (ULI) Technical Assistance Panel (TAP) to provide specific short and long-term solutions on how the public and private sectors can preserve an essential part of Austin's live music scene.

The Red River Cultural District is surrounded by transformative development projects in the eastern portion of Downtown: Waller Creek Linear Park, the Innovation District, Central Health Medical District Campus, Convention Center Expansion, and development of new commercial and residential projects. It is within this geographic context that the Red River Cultural District serves as the center of the Live Music Capital of the World, placing the District at the forefront for future discussion on preservation and sustainability amongst the changing landscape.

As utilized by the City on other issues, the ULI Austin's TAP is a service that provides comprehensive and strategic advice in response to a specific land use or development assignment. Its proven assessment methodology, depth of membership expertise and understanding of Austin's real estate market make it well suited to analyze complex real estate issues. Past City engagements include the Austin Convention Center Expansion and Seaholm Intake Facility. For the RRCD Report, the Panel reviewed the challenges and issues facing the RRCD in particular, and creative spaces in Austin generally, to develop recommendations that foster the growth of the live music ecosystem as an anchor of broad-based urban stabilization and targeted industry strategy. The Report builds upon recent efforts and strategies identified through the Soul-y Austin Program and Austin Music Census. Due to the size of the report, please use the link below to access it for your reference.

<http://austin.uli.org/wp-content/uploads/sites/10/2017/06/TAP-RedRiver-FINAL.compressed.pdf>

For more information on the Red River Cultural District ULI TAP Report please feel free to contact me at (512) 974-7802 or Christine Maguire, Redevelopment Division Manager at 512-974-7131.

xc: Elaine Hart, Acting City Manager
Greg Canally, Interim Chief Financial Officer