




MEMORANDUM

TO: Mayor and Council

FROM: Rebecca Giello, Interim Director
Economic Development Department 

DATE: July 13, 2018

SUBJECT: Red River Cultural District CIUR 1895 - Resolution No. 2017008-033

This memorandum provides a summary of the progress the Economic Development Department (EDD) and partnering Departments have made in addressing the directives of City Council Resolution 20170608-033. The Resolution directs the City Manager to address public safety and pedestrian enhancements for the Red River Cultural District (RRCDD), area to thirteen (13) live music venues, hotels and other businesses in a district essential to Austin's music industry ecosystem. Carrying out the work outlined in the Resolution stems from and relies on programmatic support of the Souly Austin Program. Information about the program is available at: <http://www.austintexas.gov/soulyatx>.

A previous update to Resolution 20170608-033 was provided to Council on March 20, 2018. Additionally the memo further detailed the Souly Austin Program, best practice and identified business district needs. The attached Table provides items noted in the Resolution as well as a summary of updates and preliminary cost estimates since the March 20, 2018 memo. These estimates were generated in partnership with other City Departments. A total cost estimate as of June 28th, 2018, for all items outlined in the resolution in addition to installation of lighting at an estimated cost of \$293,000 produces an approximate total of \$1.3 million. The cost estimates are subject to change through the process of design, construction, and maintenance needs.

The program of work for undertaking these enhancements identified in the Council Resolution involves addressing each of the following questions as part of the installation and long term maintenance of the enhancements:

1. How can these enhancements be designed for practical longevity, address regulatory requirements, and also improve patron and visitor safety, access and experience throughout the district?
2. What is the source(s) of funding for design and installation?
3. Who will pay for and maintain the enhancements once installed?

Responding to these questions will require continued interdepartmental coordination and identification of policy, programs and resources for execution and commitment of roles and responsibilities. Funding has not been dedicated to implementing these important public safety improvements for the RRCDD. Staff will report to City Council semi-annually and or as available on progress through updates of the attached chart. For more information please contact, Nicole Klepadlo, Redevelopment Project Manager in EDD at 512-974-7739 or Nicole.klepadlo@austintexas.gov.

xc: Spencer Cronk, City Manager
Elaine Hart, Chief Financial Officer
Greg Canally, Deputy Chief Financial Officer

Table 1: Resolution Items, Updates and Cost Estimates

Enhancement	City Team	Actions		Resources	
		To date	Next 90 Days	Estimated Costs	Maintenance
Alleyway	EDD, PW, APD, AFD, ATD, AE	<ul style="list-style-type: none"> Completed utility and ownership survey (\$10,000 value) City Team approved closure option Short term placement of large light trailer in the alley to deter criminal activity until permanent gate installed – since removed Alley walk to explore grading issues Draft design for closure and grade adjustment Business at 715 Red River has closed; increased criminal activity and code needs Site walk on 7-12-2018 Economic Development Department has \$15,000 for the funding of the gate and fence 	<ul style="list-style-type: none"> Work with property owner – 715 Red River on needs; ADA ramp and code compliant items; must be resolved before a fence can be installed to close off the alleyway Work with property owners 711 and 715 Red River Determination of install and maintenance costs and responsibilities 	<p>Estimated cost \$39,000*</p> <p>*costs may increase with changes to gate type per AFD needs</p>	Maintenance costs, responsibility and implementation have not been determined.
Trash Receptacles	EDD, ARR, ATD, UD	<ul style="list-style-type: none"> Identified locations for trashcan placement Secured ARR commitment for ongoing trash pickup upon installation Great Streets designated can cost prohibitive 	<ul style="list-style-type: none"> Determination of maintenance costs and responsibilities should trash can become damaged Determination of trash can manufacture; alternative less expensive can should be explored; approved can may require sidewalk upgrades Order of implementation; sidewalk areas require repair prior to implementation Approved can estimate \$1500 per can with \$200 	Estimated cost \$60,000	<ul style="list-style-type: none"> Maintenance costs and implementation have not been determined. ARR to maintain

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Temporary Art <i>No update (6/29/2018)</i>	EDD, RRCDMA, ATD	<ul style="list-style-type: none"> Identified potential locations for public art Local artists were employed to complete the murals Installation of three (3) murals honoring its history and culture (Elysium, Cheer Up Charlies and Stubbs) 	Completed. Future art installation contingent on resolution of sidewalk infrastructure issues (see below)	EDD Souly	RRCDMA businesses
Sidewalks / Double Sidewalk	EDD, PW, ATD, UD	<ul style="list-style-type: none"> Conducted physical condition and ADA compliance survey Analyzed alignment with Sidewalk Master Plan and Five Year Capital Improvements Plan Prioritization of sidewalk improvements into phases Review of previous design concepts for this area Included intersection bulb outs at district nodes Included completing sidewalk network 	<ul style="list-style-type: none"> Refine cost estimates Explore any scheduled projects in area for leverage and coordination Determine sidewalk enhancements in motion as sidewalk will need to be resolved prior to installation of landscaping, trashcans and planters 	Estimated cost \$597,000	Design costs as needed and implementation have not been determined.
Creative Crosswalks	EDD, ATD, PW	<ul style="list-style-type: none"> Identified installation location at 7th Street and Red River intersection Identified process for implementation 	<ul style="list-style-type: none"> Determine interest of merchant association for implementation of creative crosswalk Determine funding source for implementation, artist and maintenance Determine final costs estimates 	TBD	TBD

Enhancement	City Team	Actions		Resources	
		To date	Next 90 Days	Estimated Costs	Maintenance
Planter Boxes/Landscaping	EDD, PW, ATD, UD	<ul style="list-style-type: none"> • Identified three (3) RRCDMA businesses to co-venture in property ROW • Completion of draft designs based on owner input and enhancing the overall aesthetics and safety of the District • Engaged existing businesses for commitment for planter boxes 	<ul style="list-style-type: none"> • Secure support for business owner maintenance • Secure cost estimates for external maintenance; or partner on existing maintenance contract • Finalize cost estimates for all fabrication, installation and maintenance • Finalize design concepts for planter box placement and materials to use • Explore final use of adopt a median for planter box placement • Explore tree removal and stump removal as regular maintenance 	Estimated cost \$396,000	Maintenance costs and frequency, responsibility and implementation have not been determined.
Signage and Wayfinding	EDD, UD, ATD	<ul style="list-style-type: none"> • \$200,000 provided through Historic Preservation Fund for Red River signage • Meeting with PW, ATD, UD to discuss parameters for signage • Identified DRAFT locations • Identified sign types • Meetings with ATD/PW/UD on March 20, April 11, June 27. 	<ul style="list-style-type: none"> • Narrow locations; complete photography • Engineering design for specific signs • Continue discussions about going out to bid with ATD/PW once finalized locations and graphics • Refine graphics needed for signage • Discussion with Red River Merchants Association • Explore contract options for neon signage, specific to Red River with private 	\$200,000	TBD

Enhancement	City Team	Actions		Resources	
		To date	Next 90 Days	Estimated Costs	Maintenance
			property owner investment, including maintenance		

Legend:

ARR – Austin Resources Recovery Department ATD – Austin Transportation Department PW – Public Works Department UD – Urban Design Division, Planning Department
 AFD – Austin Fire Department EDD – Economic Development Department ROW – Right-of-way RRCDMA – Red River Cultural District Merchant

