

# A FRAMEWORK FOR AUSTIN'S SOUTH CENTRAL WATERFRONT



Spring 2016



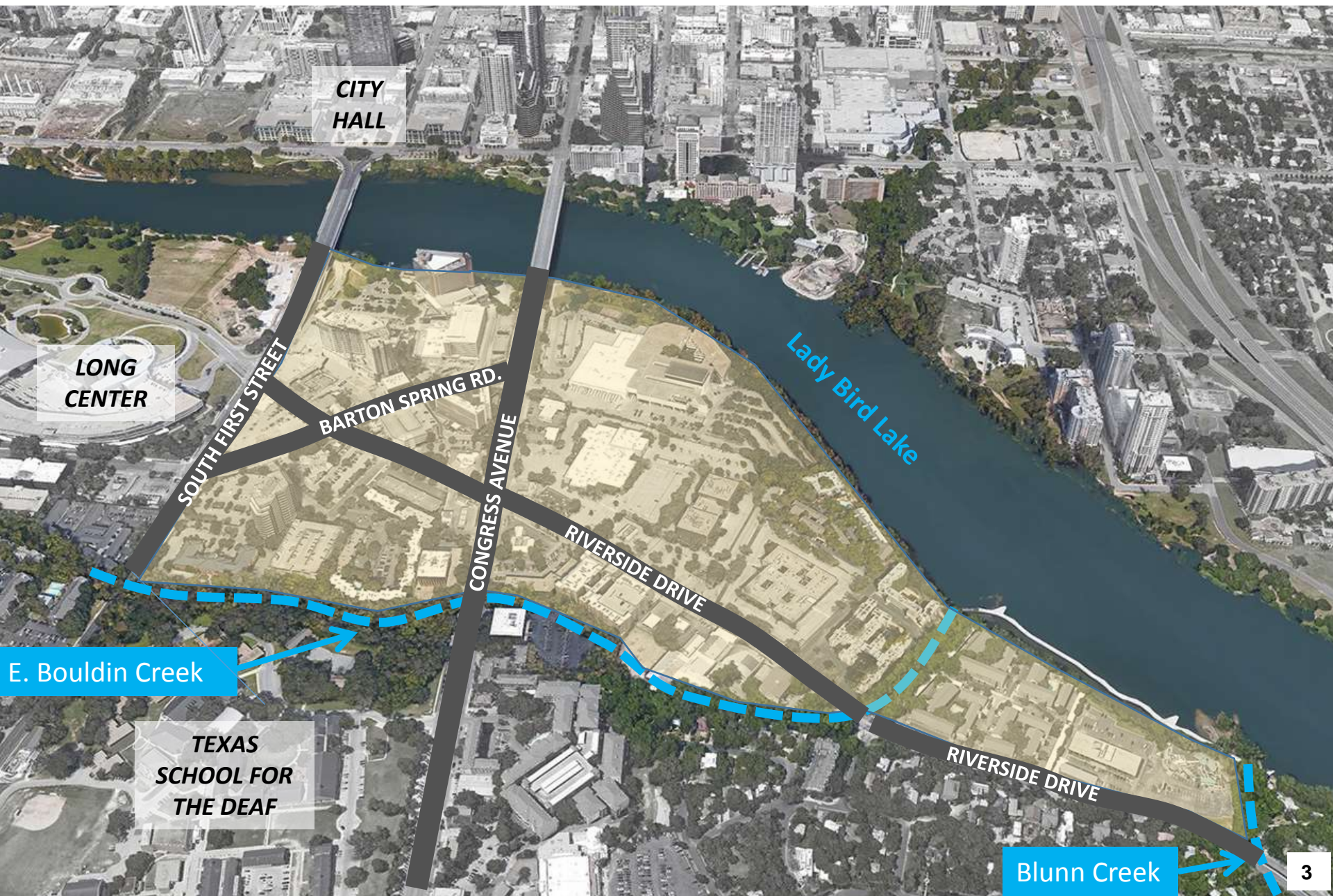
Austin, Texas

# South Central Waterfront (SCW) presentation

1. Background & Trend
  - a. SCW Today
  - b. SCW Tomorrow – if we do nothing different
2. Engaging the Community: Imaging a better future
3. The Vision Plan
  - a. Physical Framework
  - b. Financial & City Frameworks
4. Next Steps
  - a. Outreach & Engagement
  - b. City Council, June 2016: SCW Small Area Plan

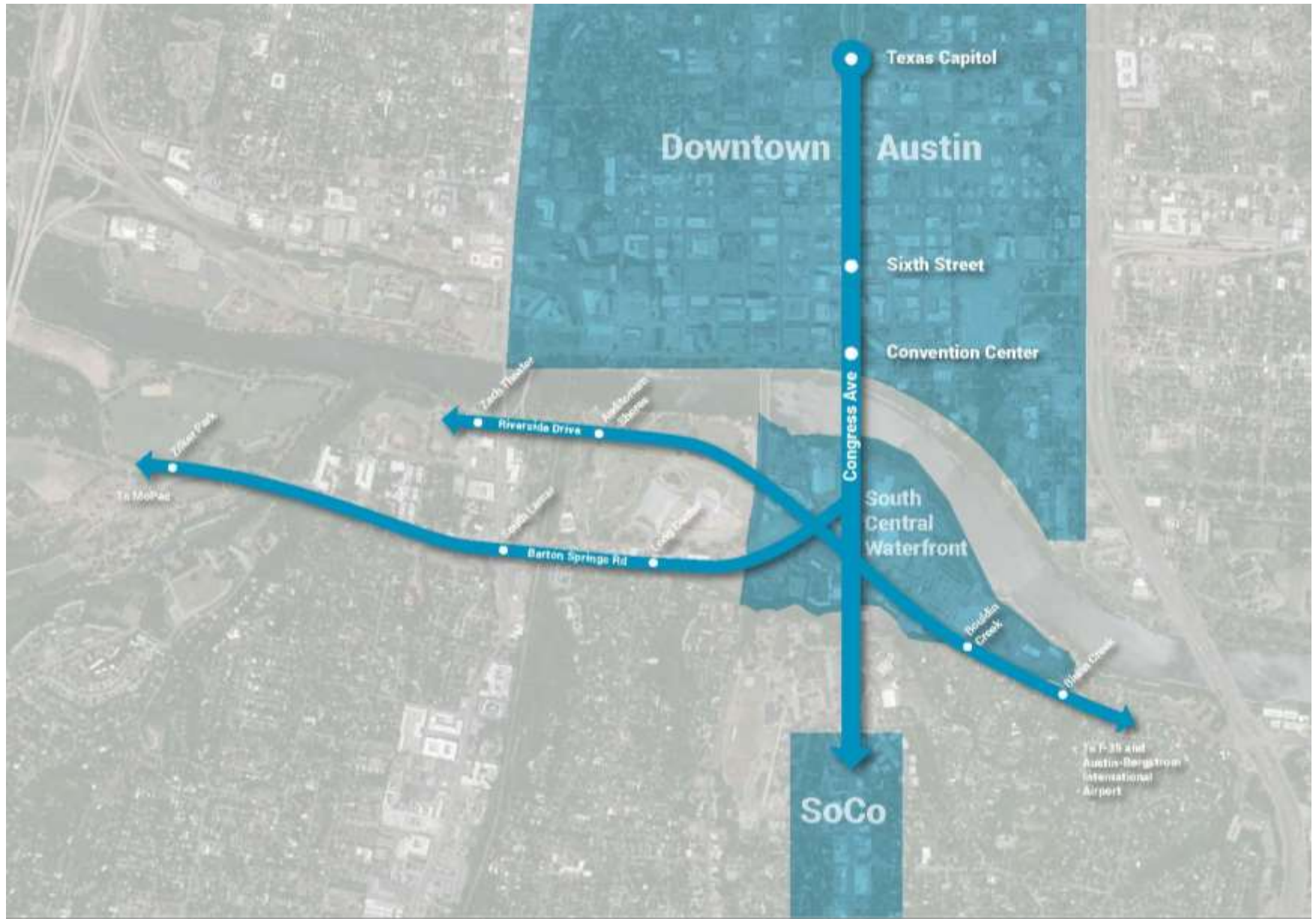


# SCW TODAY: X marks the spot





# SCW TODAY: Strategically Located



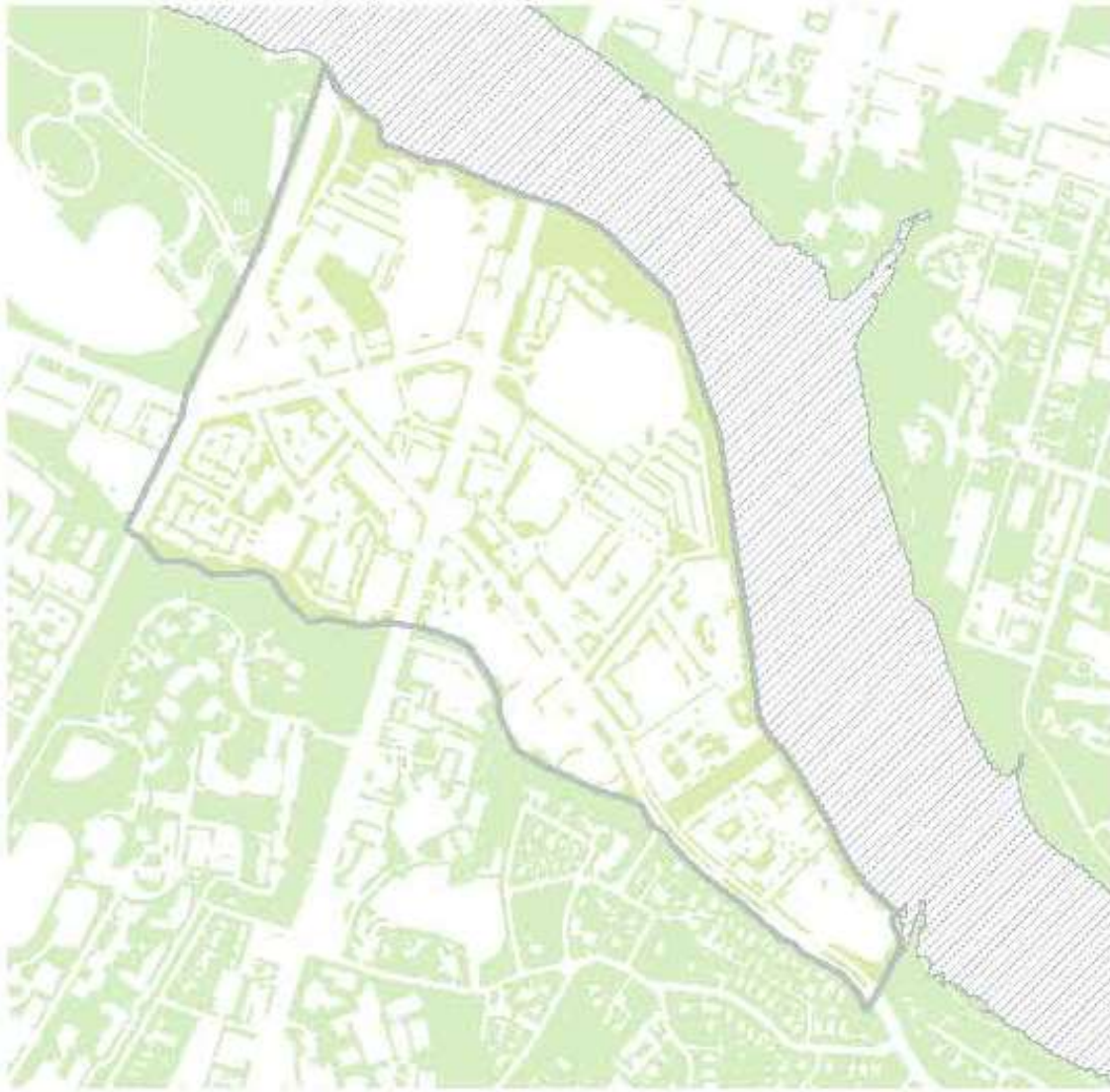
# SCW TODAY: Bone Structure



118 acres\* equals  
33 downtown blocks

\* Gross total acreage of properties, right-of-way, & easements.

# SCW TODAY: Skin Condition



71%  
Impervious  
Cover

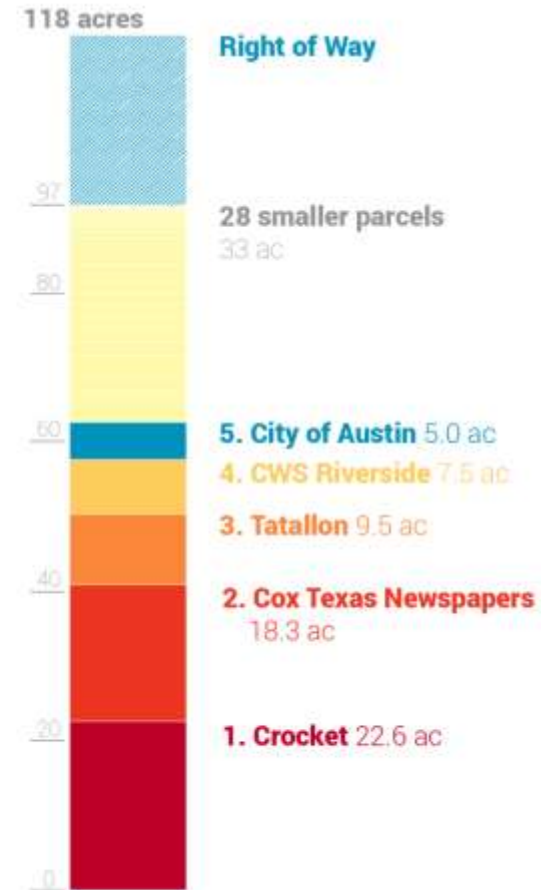
buildings:  
21%  
paved  
surfaces:  
50%

# SCW TODAY: Meager Open Space & Public Realm





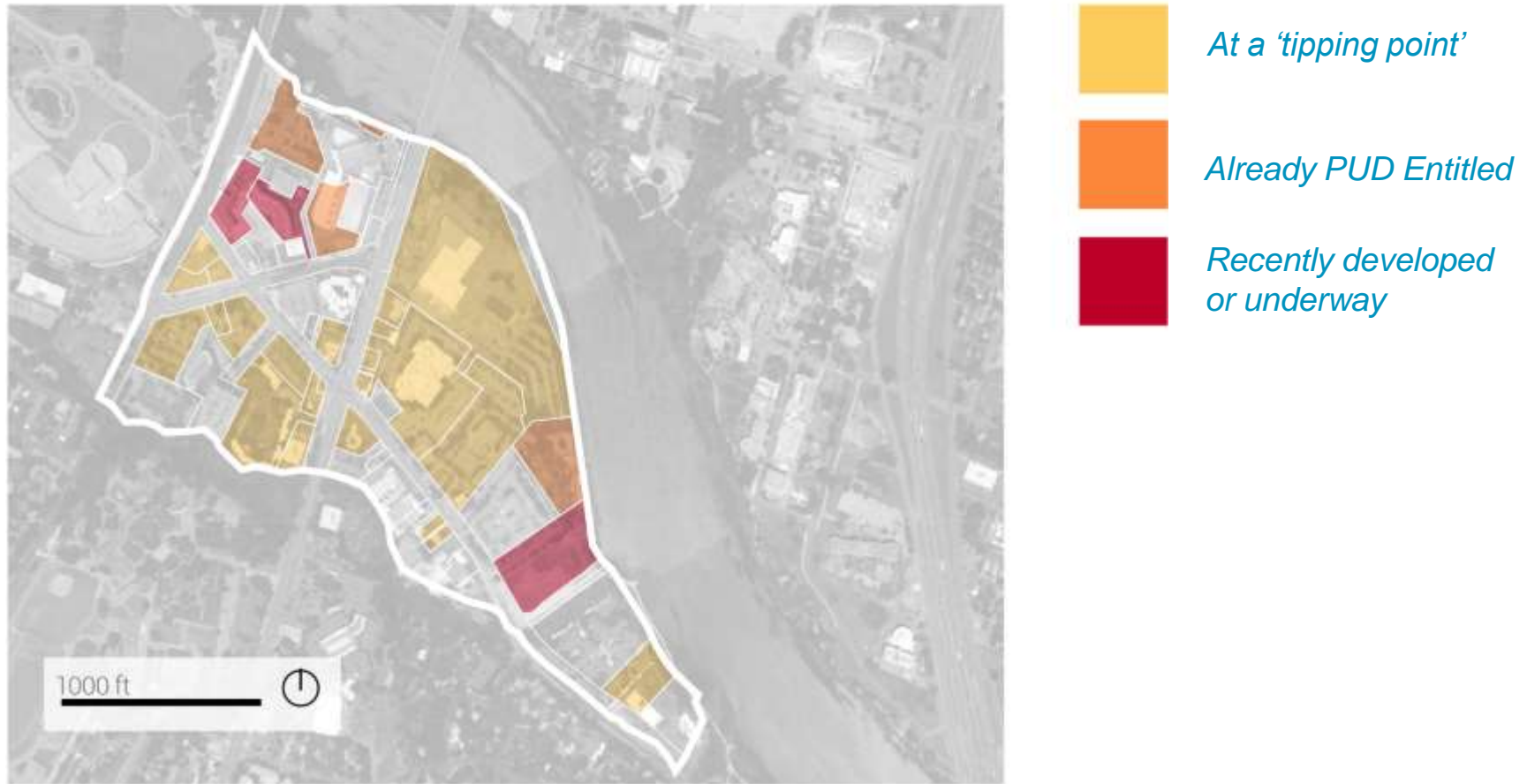
# SCW TODAY: A Patchwork of Parcels



**32 private properties + 1 city-owned @ One Texas Center**



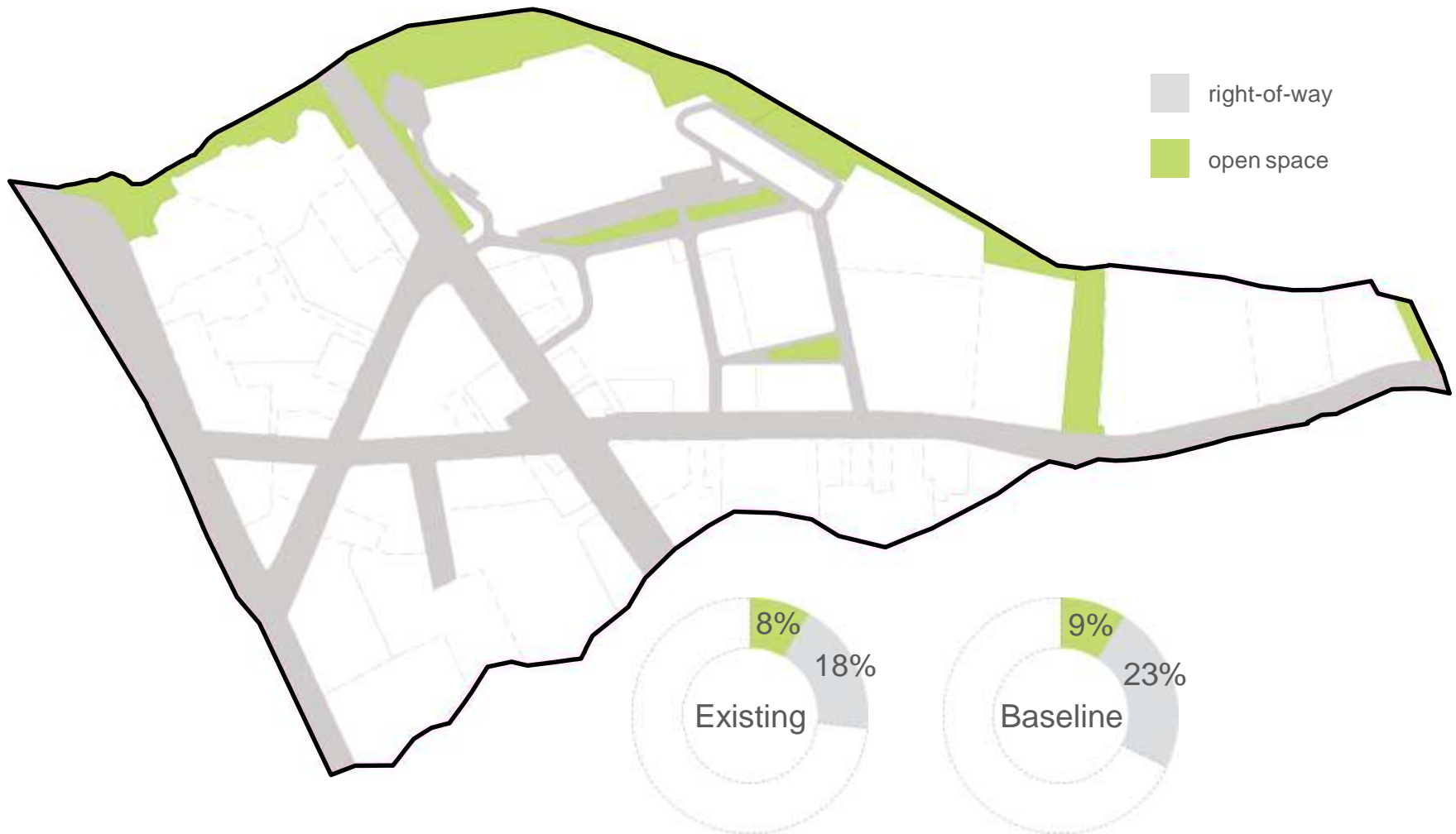
# SCW TOMORROW Change is Coming



**\$1.2 Billion** of potential reinvestments over the next 15 years.

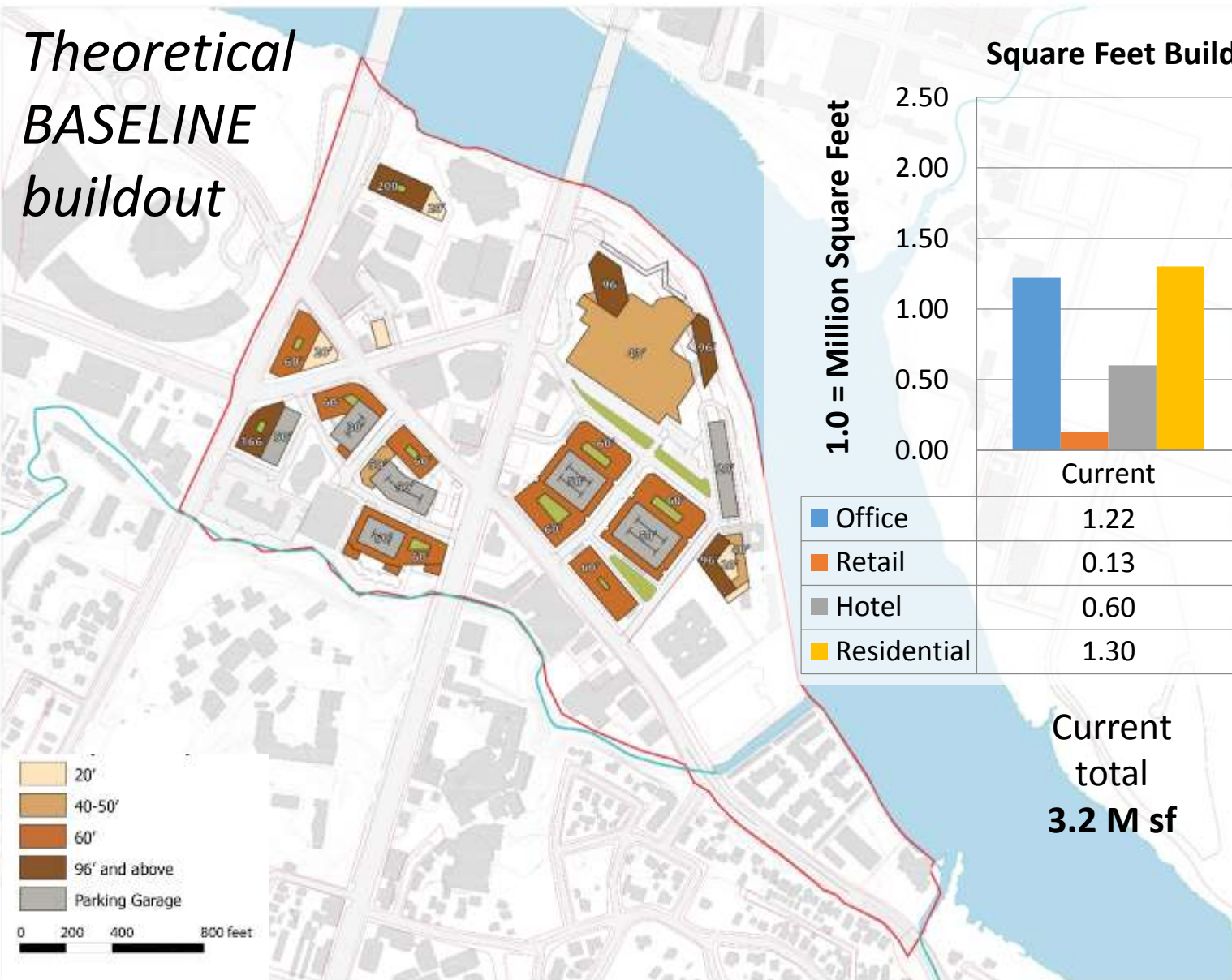
- Current Entitlements / Current Trends
  - *2013 Sustainable Places Projects report*

# SCW TOMORROW Under Current Entitlements



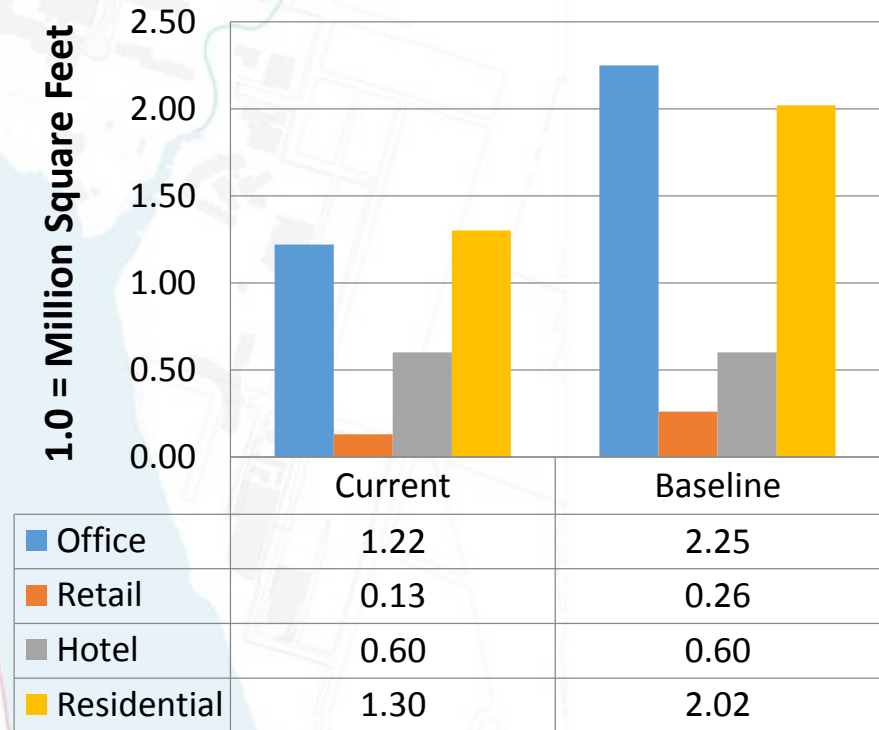
# SCW TOMORROW Under Current Entitlements

*Theoretical  
BASELINE  
buildout*



1.0 = Million Square Feet

Square Feet Buildout

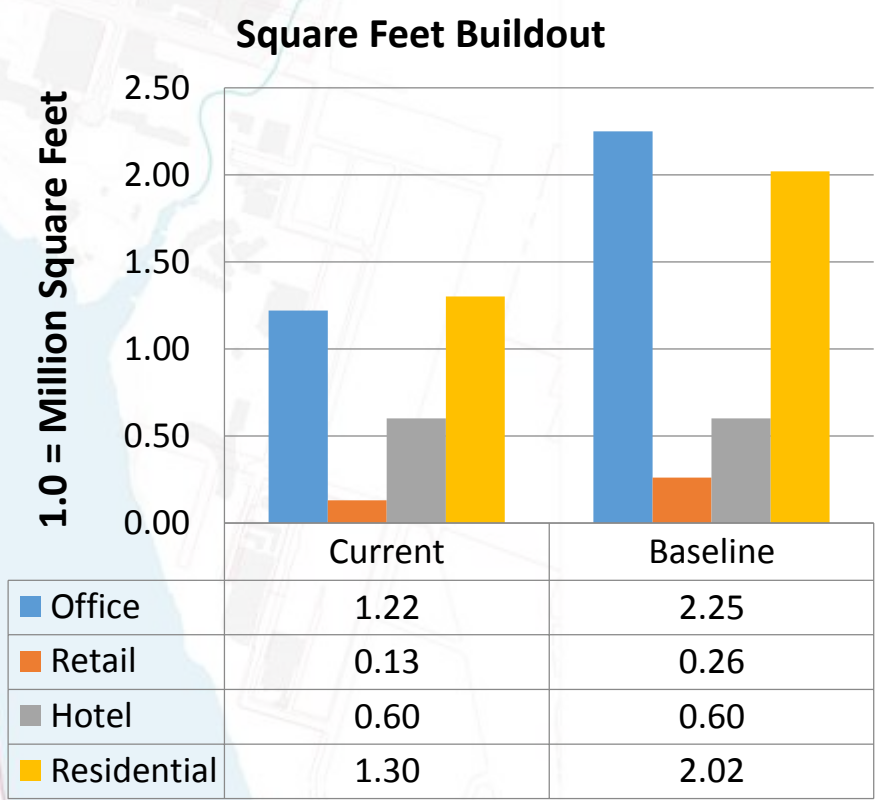


Current  
total  
**3.2 M sf**

Baseline  
total  
**5.1 M sf**



# SCW TOMORROW Financially Feasible Baseline



Current  
total  
**3.2 M sf**

Baseline  
total  
**4.6 M sf**

- No improved open space
- No improved connectivity
- No affordable housing
- Continued piecemeal development pattern

# Engaging the Community Imagining a better future

## DESIGNING SOUTH SHORE CENTRAL



**AUSTIN, TX- 2012**





# Engaging the Community: June 2012

3 Days | 200 People



American Institute of Architects (AIA)  
Sustainable Design Assistance Team



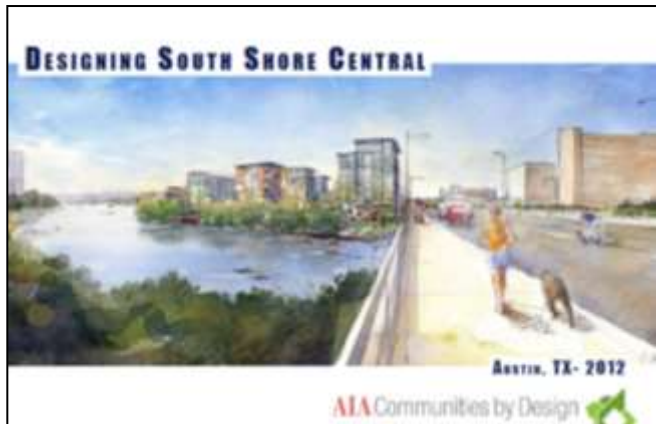
# Engaging the Community: 2012 AIA Report



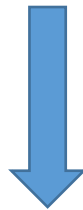
- ✓ Increased quality public space along the lake
- ✓ Better pedestrian connections across the district
- ✓ Tax Increment Financing for public realm
- ✓ 10% - 20% net new Affordable Housing



# Engaging the Community: 2012 & 2013



Summer/  
Fall  
2012



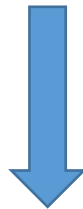
August 2013

Council Resolution  
#20130808-058



TEXAS URBAN  
FUTURES LAB  
University of Texas  
School of Architecture

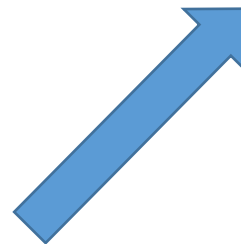
Winter  
2013



“Initiate comprehensive  
small-area plan ...”



Winter/  
Spring  
2013



# Engaging the Community: 2014 Partners

- Sustainable Places Project
- Austin Board of Realtors – **Smart Growth Grant** from the National Association of Realtors
- Texas School for the Deaf
- American Institute of Architects Austin
- Austin Foundation for Architecture
- Local design volunteers – 200+ hours
- UT Community & Regional Planning program
- Kansas University School of Architecture
- Local Talkabout Speakers





# Engaging the Community: Walkshops





# Engaging the Community: Out of the box



Music



Box City for Kids



Talking Circle



Petting Zoo

# Engaging the Community: Vision Workshops





# Engaging the Community: 2014

## 6 months | 600 People



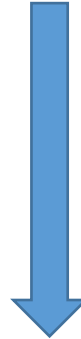
DATE ATTENDANCE EVENT

January 11 2014	174	Waterfront WALKabout 1
January 21 2014	116	Waterfront TALKabout 1
February 12 2014	73	Waterfront TALKabout 2
March 24 2014	78	Waterfront TALKabout 3
April 5 2014	55	Waterfront WALKabout 2
April 25 - 28 2014	170	Vision + Design Intensive

# Engaging the Community: 2015 - Today



## 2014 Interim Vision Report



2015

U.S. Environmental Protection Agency (EPA)  
award



# Engaging the Community: EPA Workshops 2015





# Vision Framework: 2014 Interim Report

## South Central Waterfront Initiative

Interim Draft Vision Framework Report | August 2014



City of Austin

Planning and Development Review Department

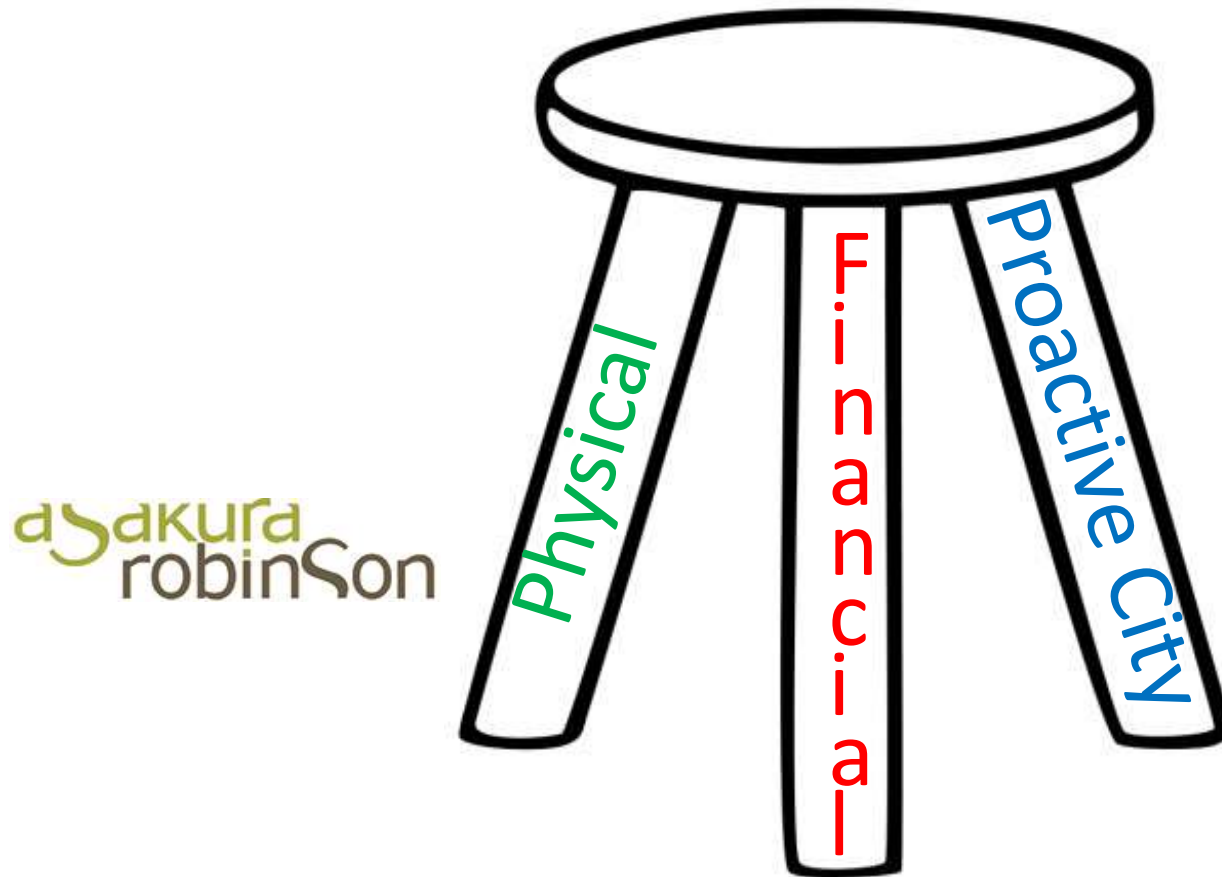
Urban Design Division

# Vision Framework: 2014 Interim Report

Three requirements for successful transformation:

- **A Physical Framework:** green streets, pedestrian connections, & open space for a great public realm.
- **A Financial Framework:** district-wide value capture, strategic capital investments, and bonus entitlements, to fund public realm and affordable housing.
- **A Proactive City Framework:** public-private partnerships, and leverage city assets in order to achieve community goals.

# Vision Framework: 2015-16 Consultant Team



dSakura  
robinson



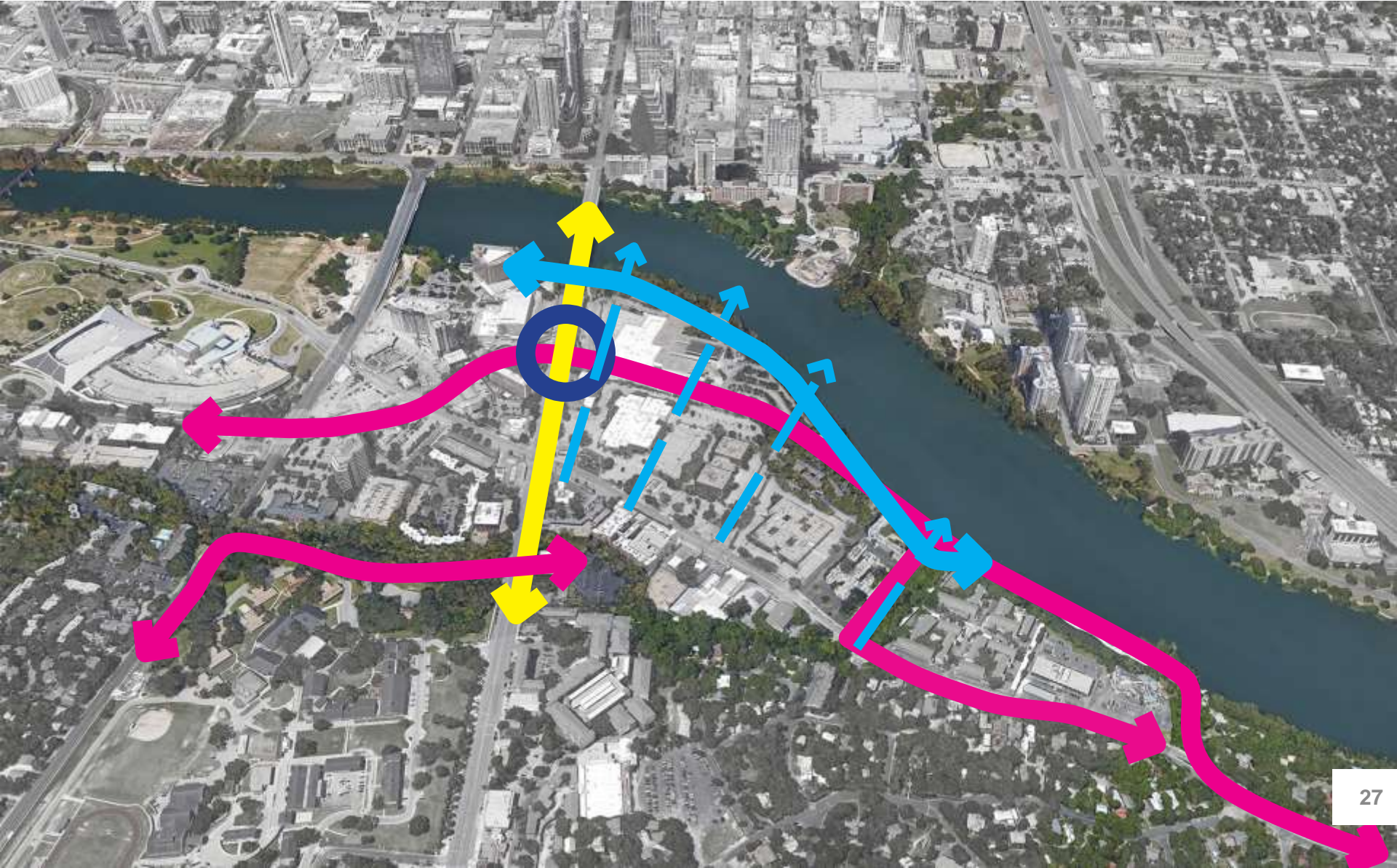
mccann adams studio

**ECONorthwest**  
ECONOMICS • FINANCE • PLANNING



# PHYSICAL FRAMEWORK

A network of streets, pedestrian connections and open space for a great public realm



# PHYSICAL FRAMEWORK: Open Space + Streets





# PHYSICAL FRAMEWORK: Open Space + Streets



**BAGBY STREET**  
Houston, TX

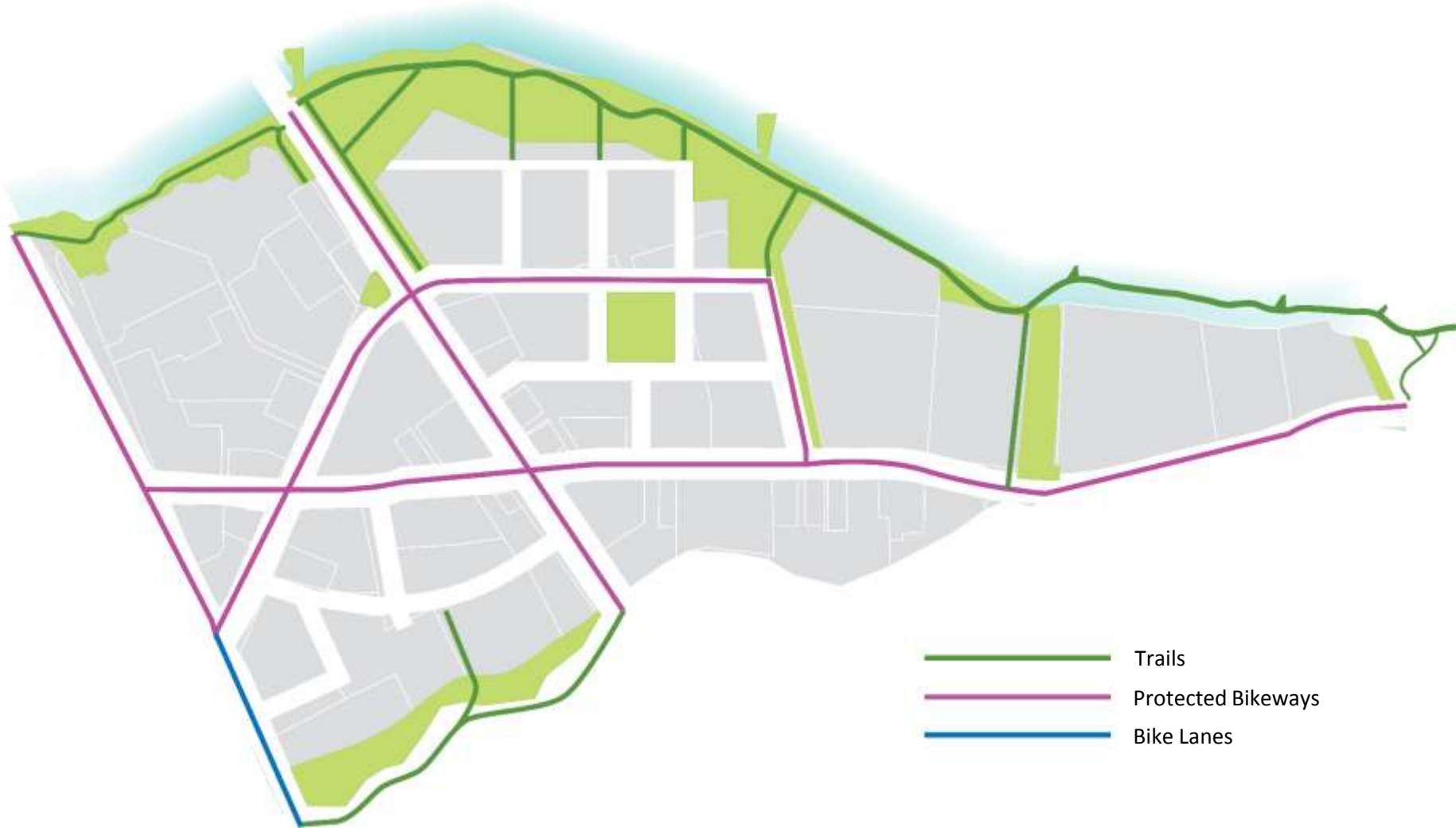


*Asakura Robinson /  
Design Workshop /  
Walter P Moore*

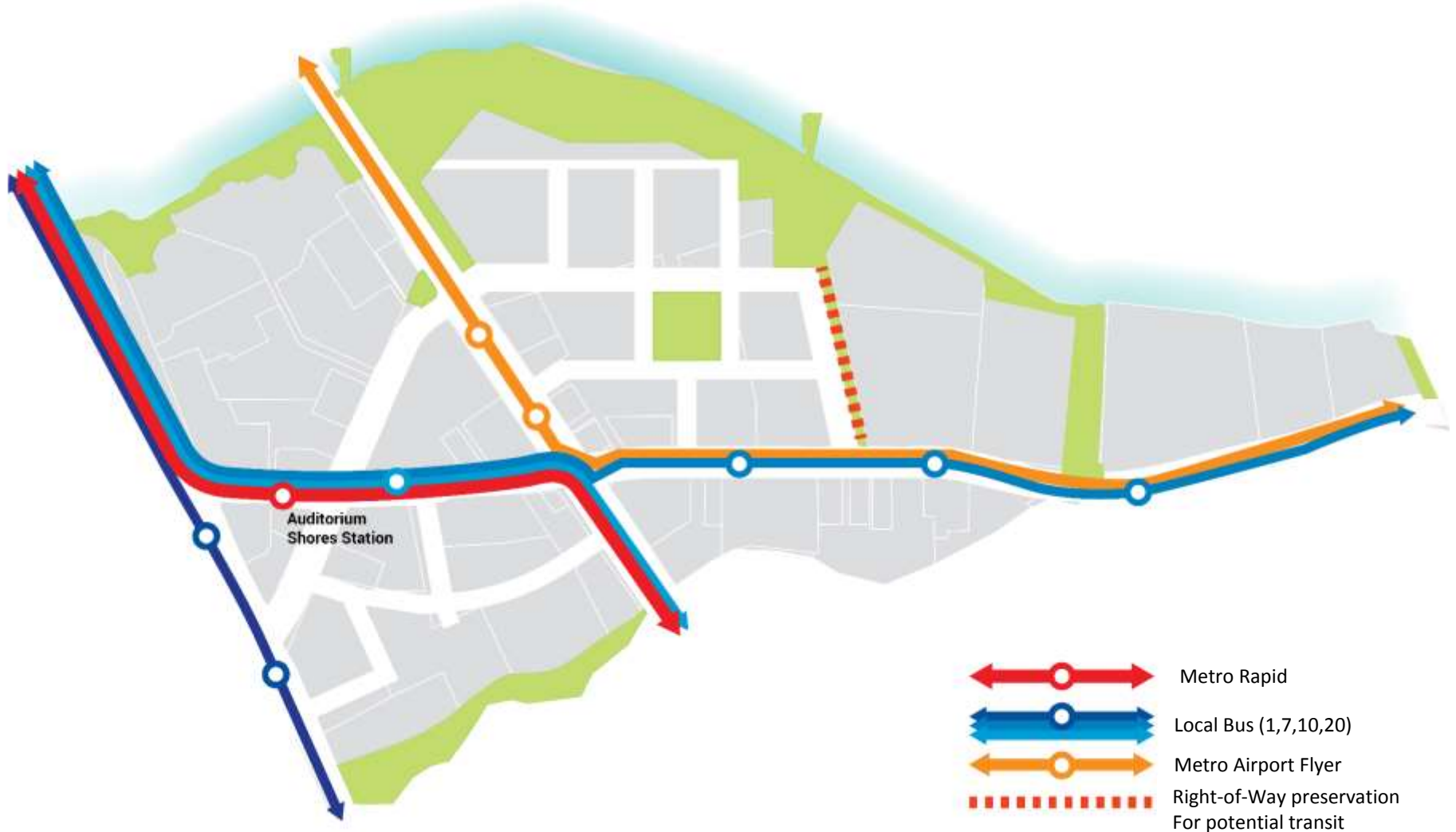




# PHYSICAL FRAMEWORK: Add Layer of Bike & Trail Connections



# PHYSICAL FRAMEWORK: Connected Public Realm in a Transit Hub



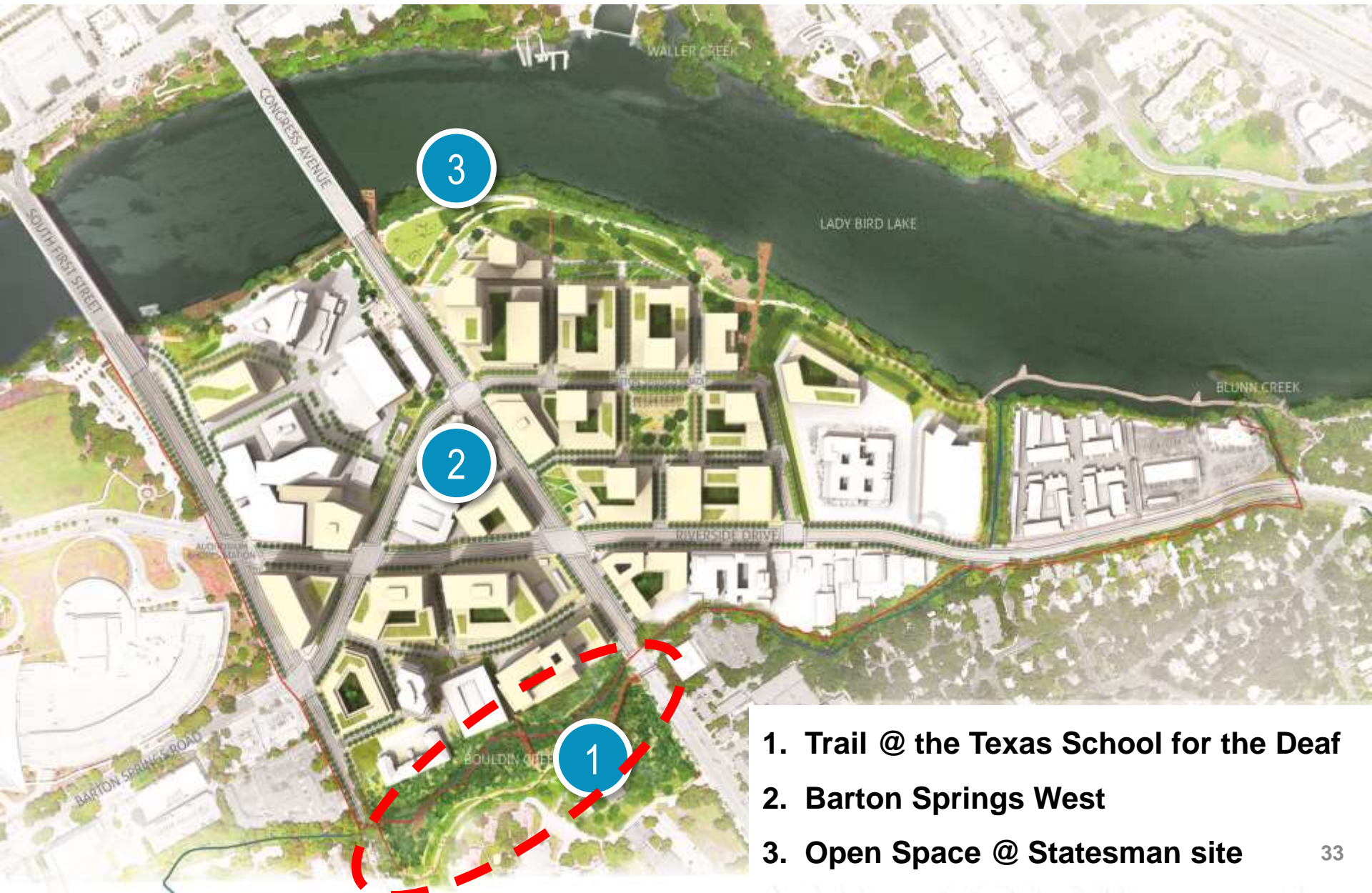
# PHYSICAL FRAMEWORK: Public Realm First for Rational Development

1. Expanded Waterfront Open Space
2. Catalyst Open Space, Trails & Green Streets
3. Developer added Green Streets
4. Existing Roadway Improvements
5. Public Realm Framework for development





# PHYSICAL FRAMEWORK: Partnership Opportunities



1. Trail @ the Texas School for the Deaf
2. Barton Springs West
3. Open Space @ Statesman site



# PHYSICAL FRAMEWORK: Bouldin Creek Trail Connection





# PHYSICAL FRAMEWORK: Bouldin Creek Trail

## Perspective



Looking from Congress Avenue to the Texas School for the Deaf  
(Bouldin Creek @ right)



# PHYSICAL FRAMEWORK: Bouldin Creek Trail

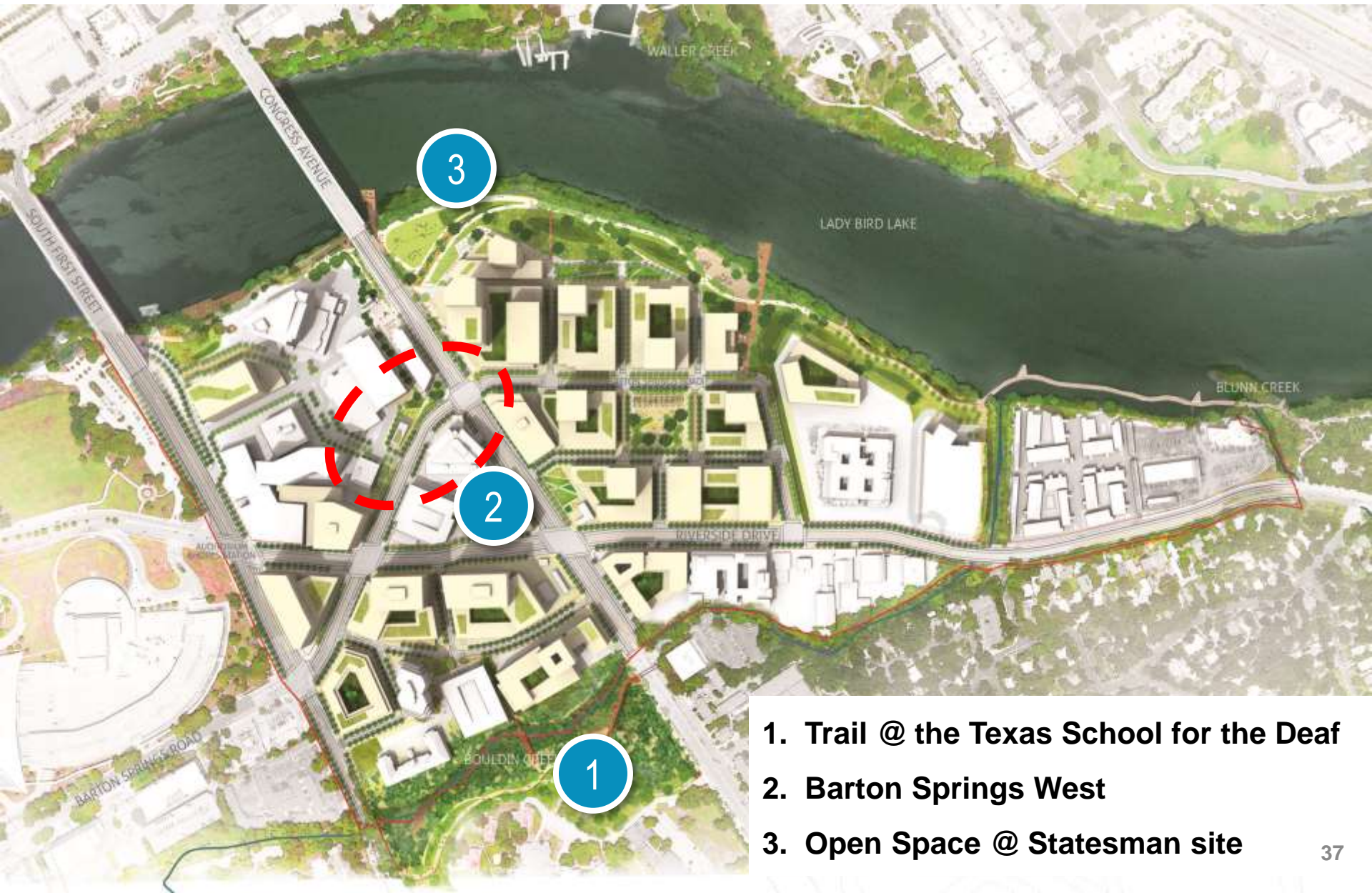
## Perspective



Looking from Congress Avenue to the Texas School for the Deaf  
(Bouldin Creek @ right)



# PHYSICAL FRAMEWORK: Partnership Opportunities



1. Trail @ the Texas School for the Deaf
2. Barton Springs West
3. Open Space @ Statesman site

# PHYSICAL FRAMEWORK: Barton Springs Plaza



Looking from Congress Avenue towards Barton Springs Road  
(@ location of existing “free right”)

Image from EPA Charrette  
Summer 2015



# PHYSICAL FRAMEWORK: Barton Springs Plaza



Looking from Congress Avenue towards Barton Springs Road  
(@ location of existing “free right”)

Image from EPA Charrette  
Summer 2015

# PHYSICAL FRAMEWORK: Barton Springs Plaza



Looking from Congress Avenue towards Barton Springs Road  
(@ location of existing “free right”)

Image from Lake|Flato  
Fall 2015



# PHYSICAL FRAMEWORK: Barton Springs Plaza

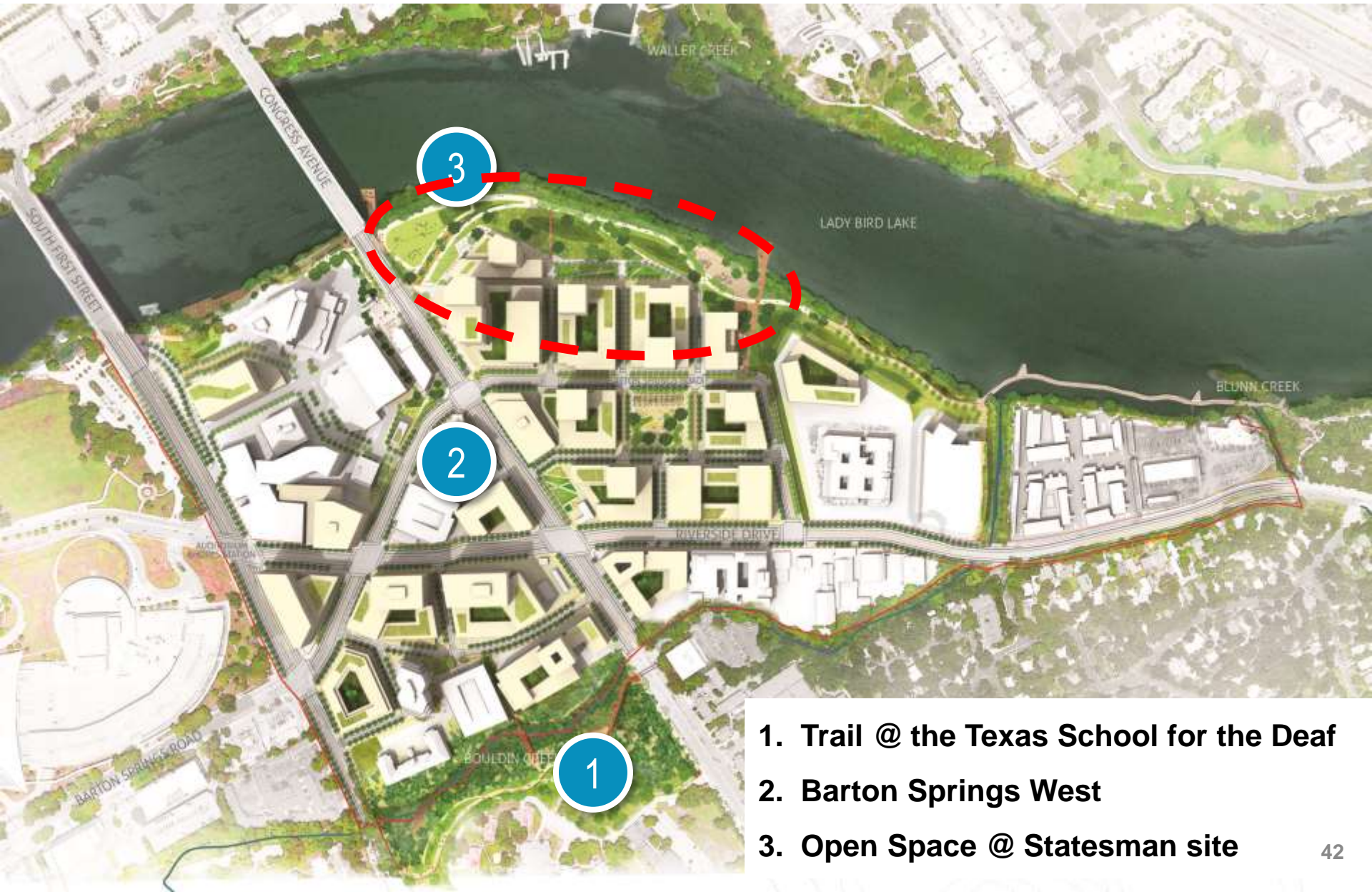


Looking from Congress Avenue towards downtown  
(Barton Springs Road to left)

Image from Lake | Flato  
Fall 2015



# PHYSICAL FRAMEWORK: Partnership Opportunities



1. Trail @ the Texas School for the Deaf
2. Barton Springs West
3. Open Space @ Statesman site



# PHYSICAL FRAMEWORK: The Big Domino

## Wanted: Ideas for redeveloping American-Statesman site

**BUSINESS** By Shonda Novak - American-Statesman Staff

Posted: 5:26 p.m. Monday, Feb. 8, 2016

The Austin American-Statesman's site is in play for redevelopment.

The Cox family, which owns the land and building housing the newspaper's operations, announced Monday that it wants to hear ideas from qualified developers about how they would transform the prime 18.9-acre waterfront site into a mixed-use project that could include "quality public space."

Developers have long coveted the Statesman site, at 305 S. Congress Ave. along the southern banks of Lady Bird Lake and the hike-and-bike trail. Austin real estate developers and city planners have said the property is destined for redevelopment.

The interest in the site, coupled with the city's ongoing efforts to come up with a unified plan to redevelop the larger 97-acre waterfront area along Lady Bird Lake's south shores, have led Cox family members "to consider what the future of the Statesman property may be, including potential redevelopment," the solicitation states.

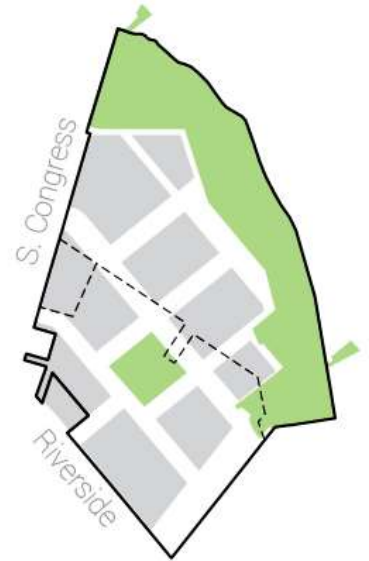
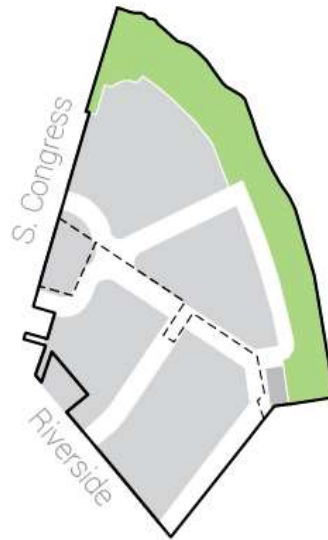
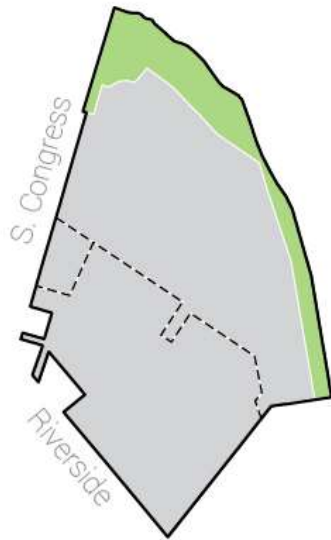
It says the family wants to hear from developers with "experience in large-scale development and redevelopment projects with significant community interest," and "whose ideas and approach are befitting this unique location."



Over the past two years, the city's comprehensive planning initiative for the south waterfront area "has engaged hundreds of Austinites to envision how a coming tidal wave of redevelopment, across multiple land owners, can be coordinated to create a beautiful and vibrant new district with significant benefits to the community," said Alan Holt, a city planner spearheading the effort.

The Statesman site in particular "provides a unique opportunity to contribute a great signature waterfront park to the district, along with a new landscaped system of streets and blocks to provide for pedestrian connections, improved mobility, and a framework for harmonious development on the largest property in the district," Holt said.

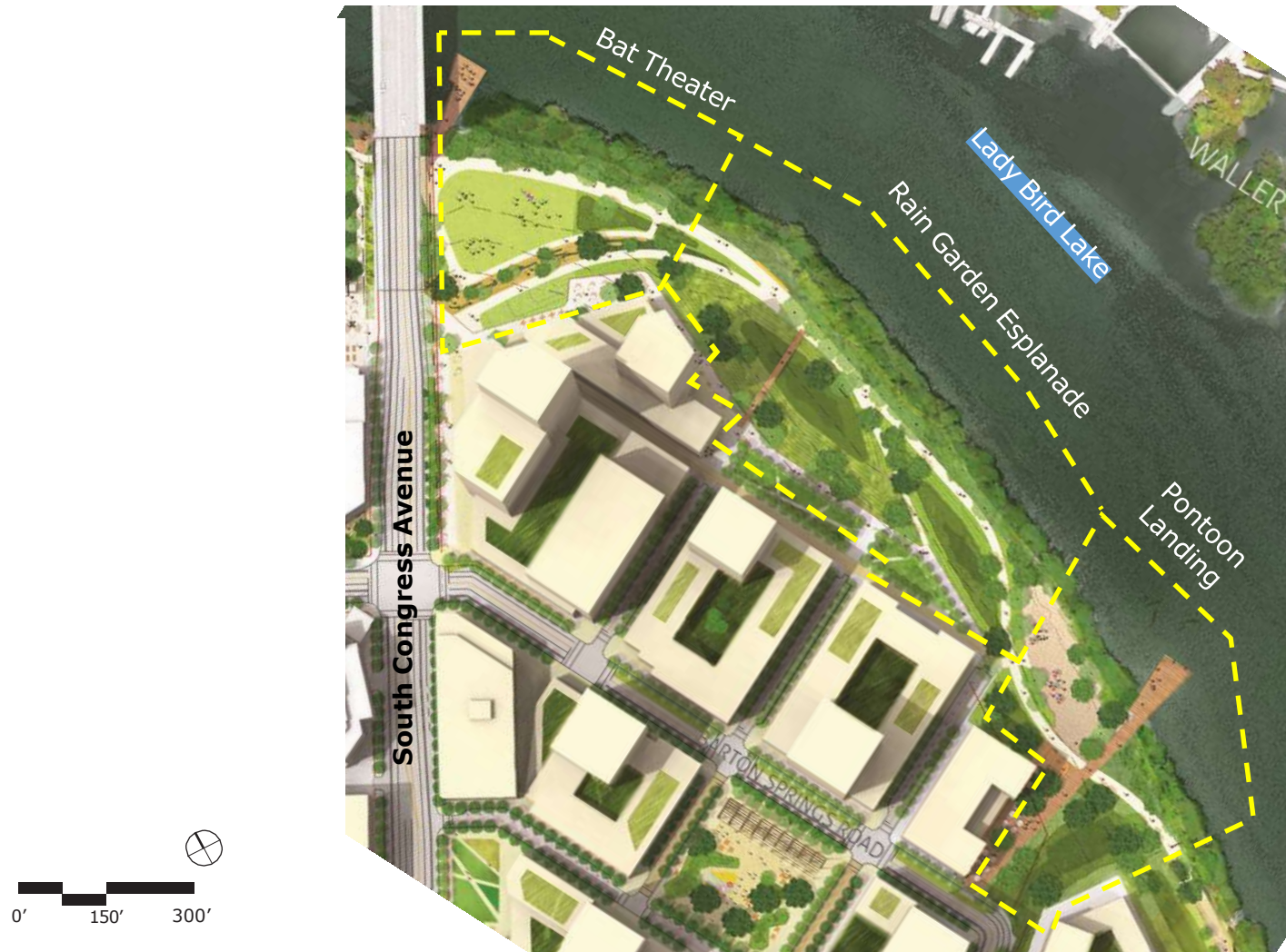
# Physical Framework: Scenarios for the Statesman & Crockett



	Existing (acres)	Baseline (acres)	Vision (acres)
Open Space	4.3	6.7	10.6



# PHYSICAL FRAMEWORK: Statesman Open Space



# PHYSICAL FRAMEWORK: Statesman @ Congress (Bat Theater)





# PHYSICAL FRAMEWORK: Statesman @ Congress (Bat Theater)



# **PHYSICAL FRAMEWORK:** Statesman @ Great Lawn (Bat Theater)





# PHYSICAL FRAMEWORK: Statesman @ Great Lawn (Bat Theater)





# PHYSICAL FRAMEWORK: Statesman @ Pontoon Landing





# PHYSICAL FRAMEWORK: Statesman @ Pontoon Landing



# Engaging the Community: 2014 Interim Report

Three requirements for successful transformation:

- **A Physical Framework:** green streets, pedestrian connections, & open space for a great public realm.

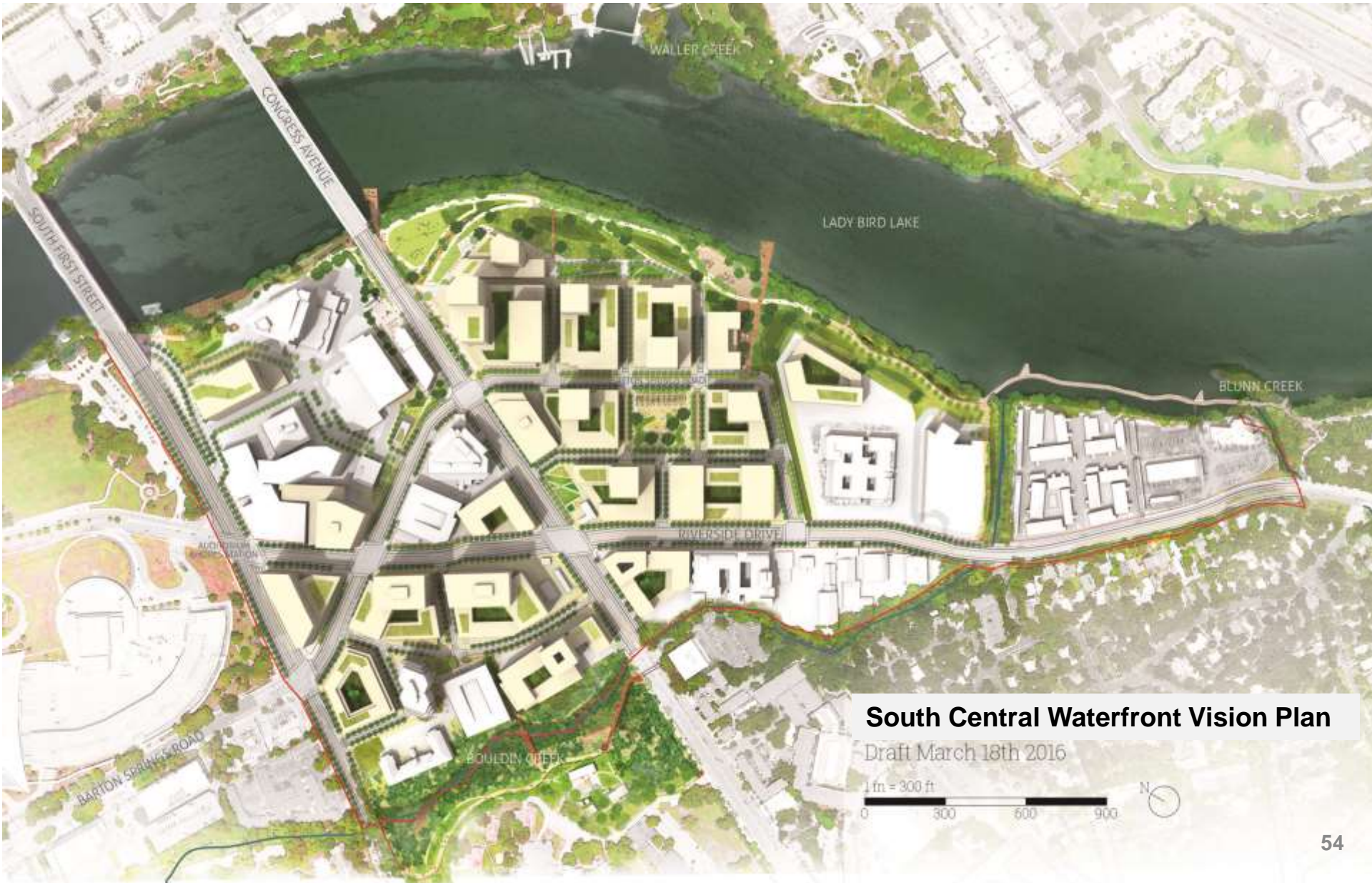
- **A Financial Framework:** district-wide value capture, strategic capital investments, and density bonuses to fund public realm and affordable housing.
- **A Proactive City Framework:** public-private partnerships, and leverage city assets in order to achieve community goals.



# FINANCIAL FRAMEWORK: Estimated cost of a quality of Public Realm



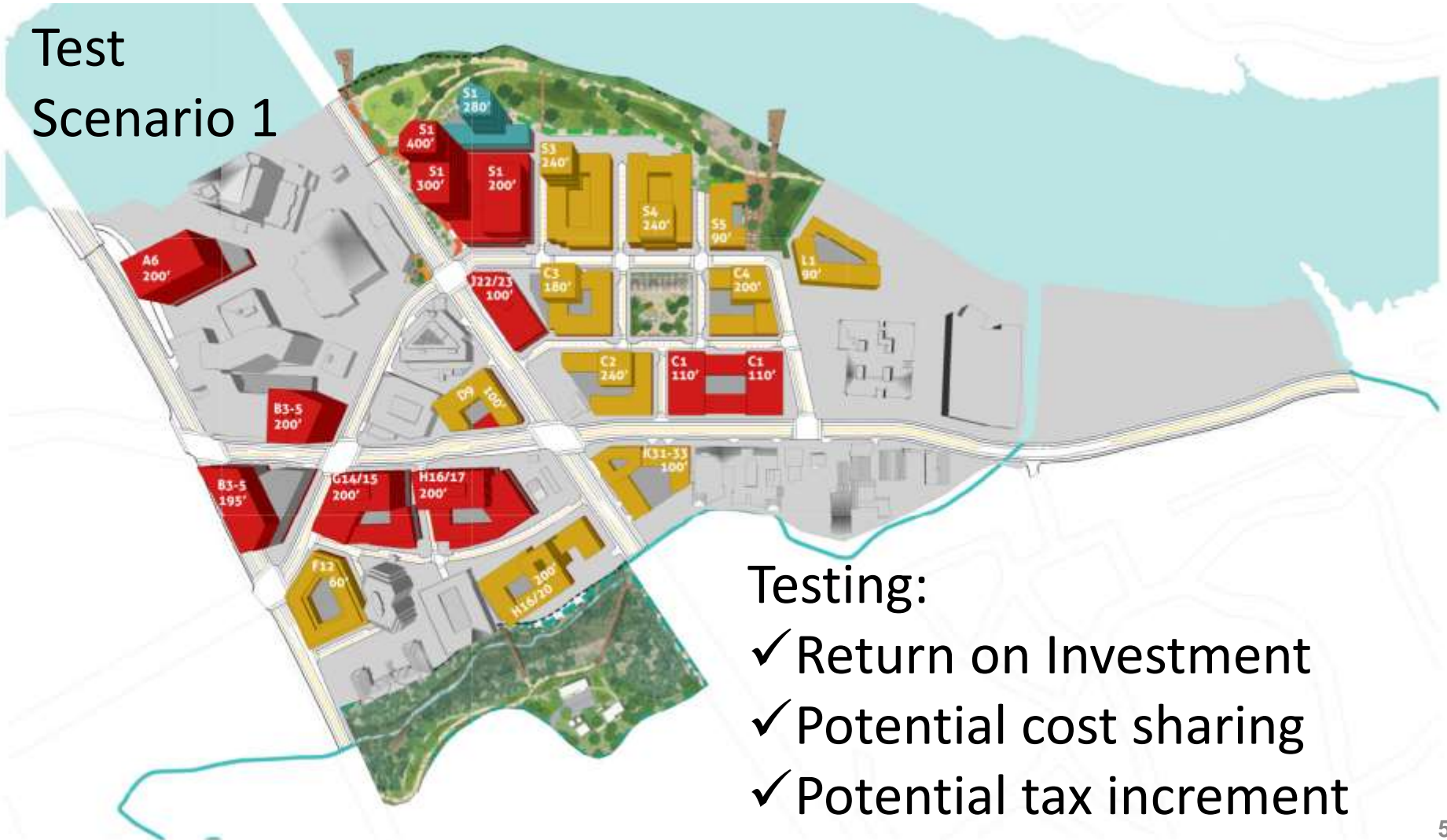
# FINANCIAL FRAMEWORK: Making density work: Value Capture, Cost Sharing, Density Bonuses





# FINANCIAL FRAMEWORK: Scenario 1: Testing for Feasible Development

Test  
Scenario 1



Testing:

- ✓ Return on Investment
- ✓ Potential cost sharing
- ✓ Potential tax increment

# FINANCIAL FRAMEWORK: Imagining Scenario 1





# FINANCIAL FRAMEWORK: Imagining Scenario 1



# FINANCIAL FRAMEWORK: Imagining Scenario 1





# FINANCIAL FRAMEWORK: Imagining Scenario 1





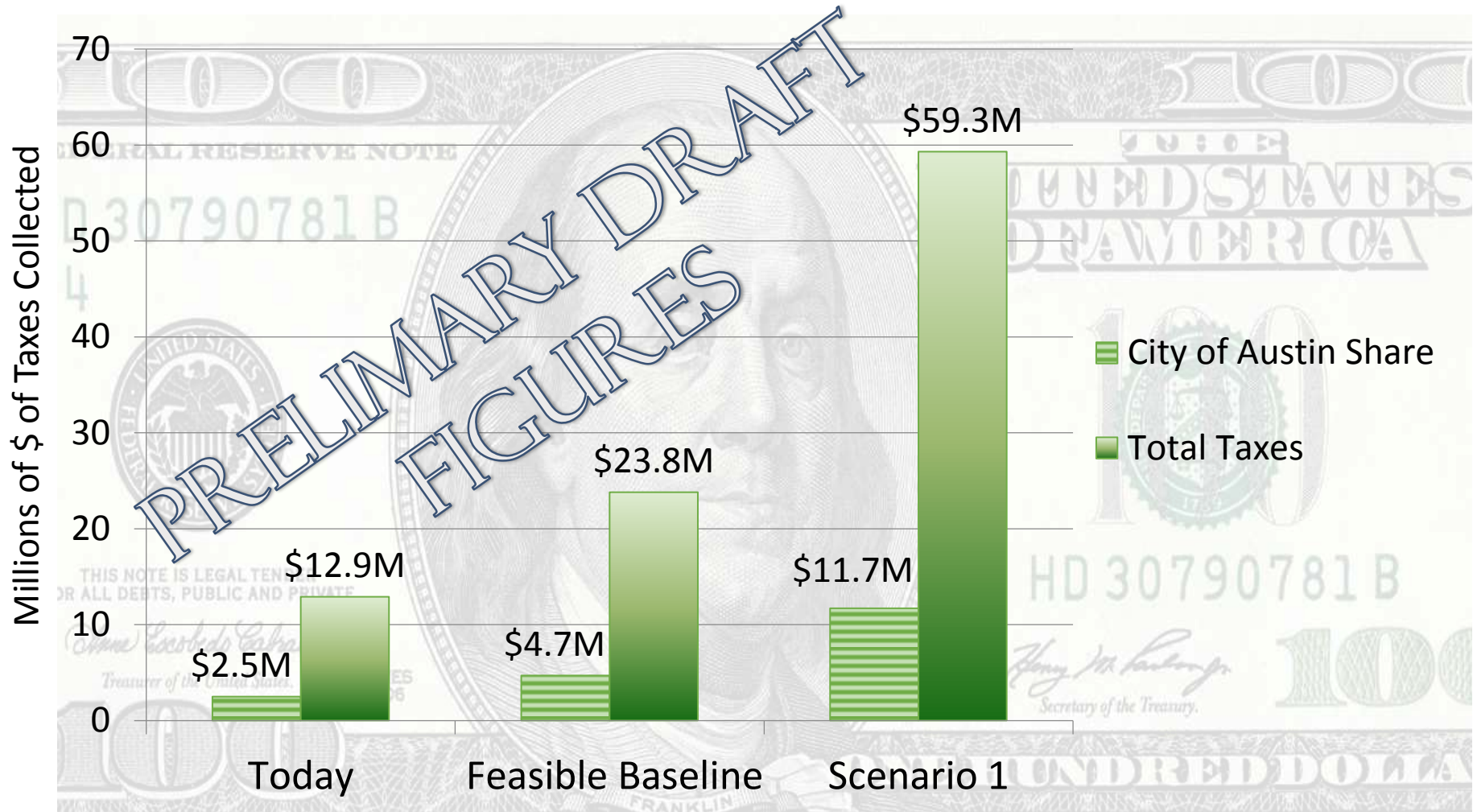
# FINANCIAL FRAMEWORK: Imagining Scenario 1



Stephanie Bower | Architectural Illustration

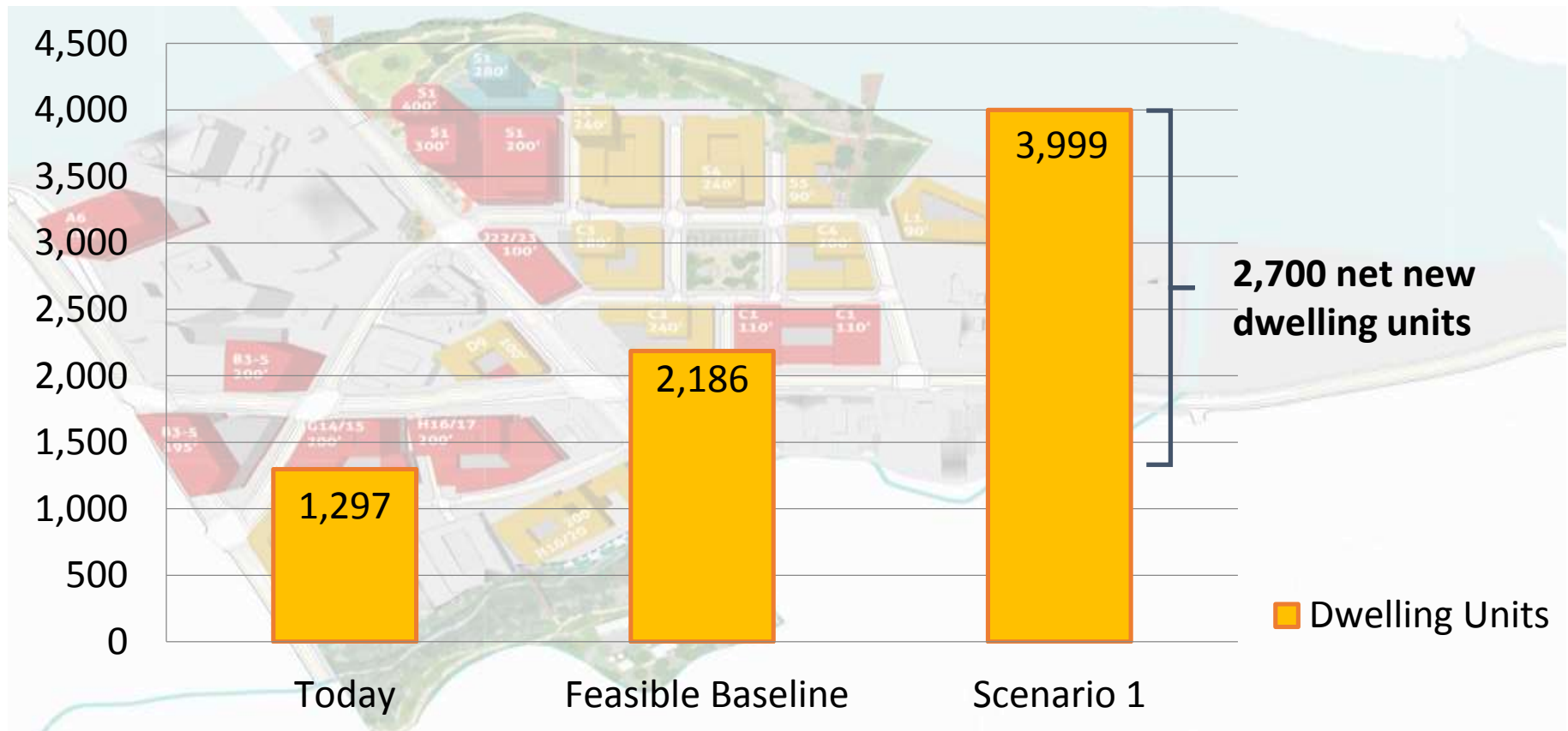


# FINANCIAL FRAMEWORK: Comparing Tax Base



# PROACTIVE CITY FRAMEWORK: Commitment to Affordable Housing

- **10% - 20%** of net new units as affordable
- **270 affordable dwellings – 540 affordable units**



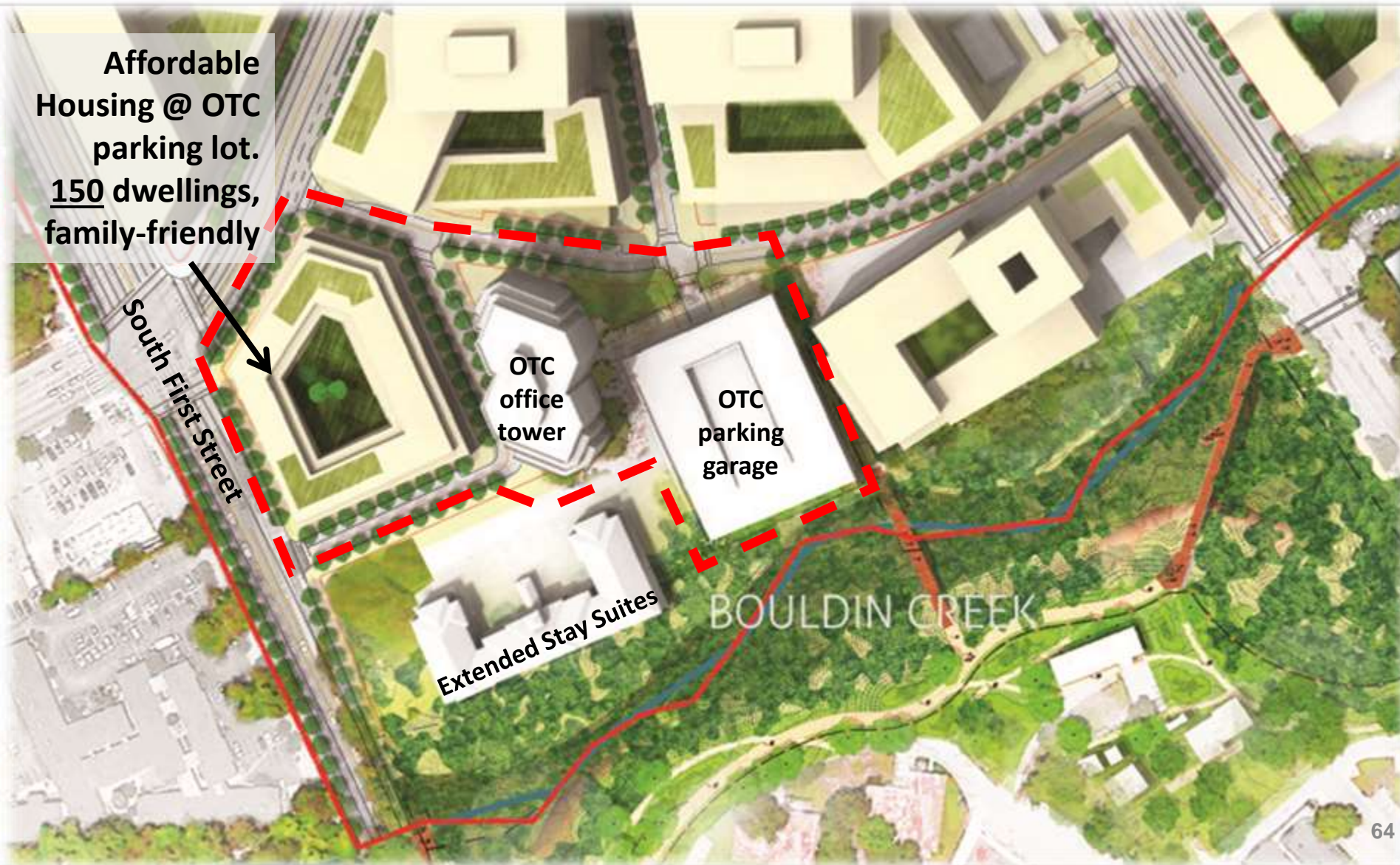


# PROACTIVE CITY FRAMEWORK: Leveraging City Assets @ One Texas Center





# PROACTIVE CITY FRAMEWORK: Leveraging City Assets @ One Texas Center

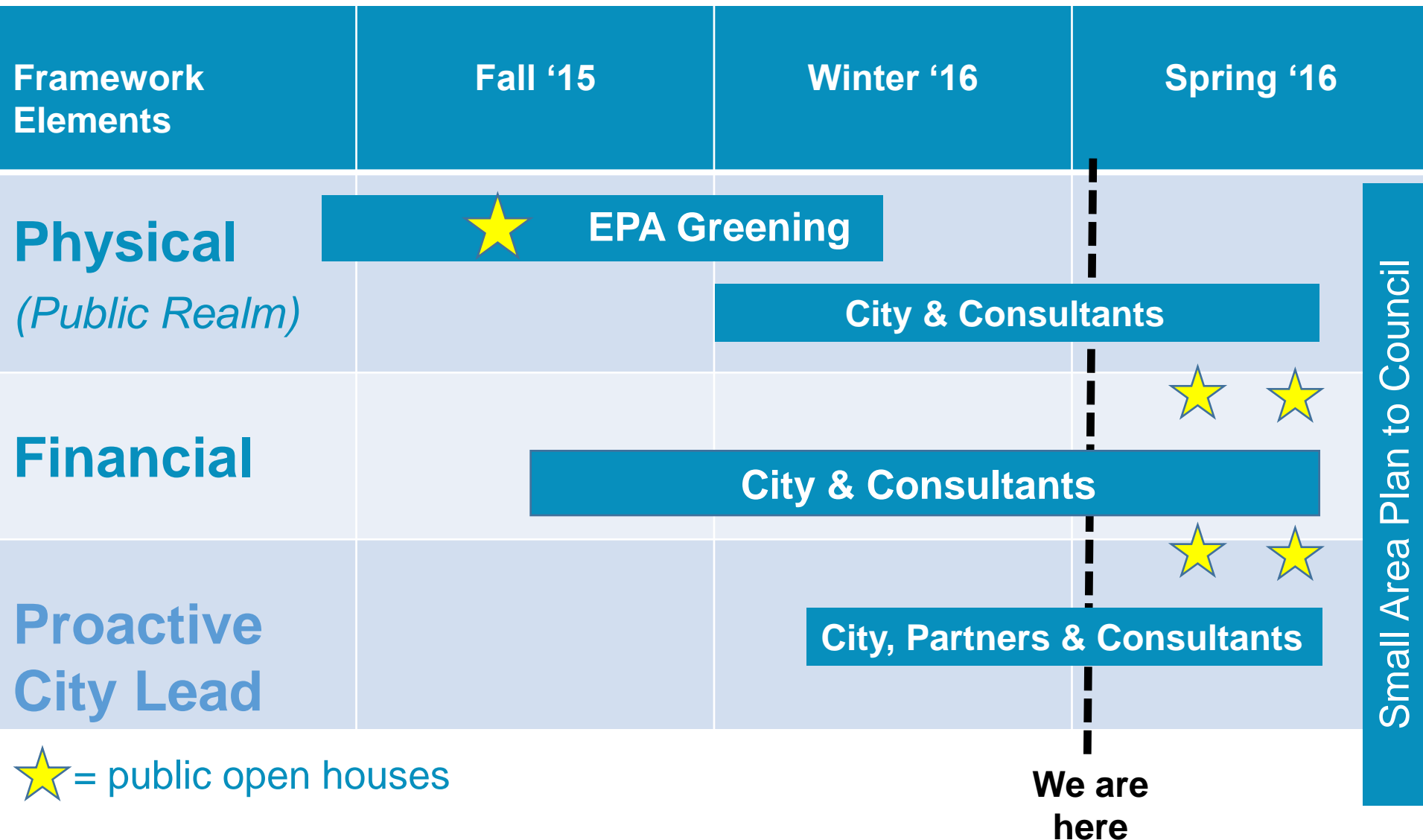




# PROACTIVE CITY FRAMEWORK: Tools we're exploring

- **Value Capture**
  - **Tax Increment Finance** (loans, site acquisition, infrastructure, affordable housing fund)
- **Density Bonuses**
- **Public Improvement District**
- **Development Agreements**
- **Transportation funds** (state/fed)
- **Revenue Bonds** (501c3, parking, etc.)
- **Tax Credits** (Housing, New Markets)
- **Tax Abatements** (affordable housing)
- **Transfer of Development Rights**
- **Sole Source Impact Fees**

# Next Steps: Work Plan





# Next Steps: Outreach/Engagement Timeline

- Winter 2016 (highlights)
  - Joint Sub-Committee: Small Area Planning
  - SCW Stakeholder Outreach Committee
  - Texas Facilities Commission & Texas School for the Deaf
  - Various neighborhood & civic groups
- April 2016
  - Council Workshop briefing (4/5)
  - Joint Sub-Committee: Small Area Planning briefing (4/6)
  - Planning Commission briefing (4/12)
  - Various civic groups, planned & on request
  - **PUBLIC OPEN AIR, OPEN HOUSE: all day - Saturday, April 30<sup>th</sup>**
- May 2016
  - Planning Commission
  - Various civic groups, planned & on request
  - **PUBLIC PRESENTATION w/ full consultant team, May 25** (tentative date)
- June 2016
  - City Council: Request for Action

# SCW Initiative: QUESTIONS



**South Central Waterfront Vision Plan**

Draft March 18th 2016

1 in = 300 ft  
0 300 600 900

