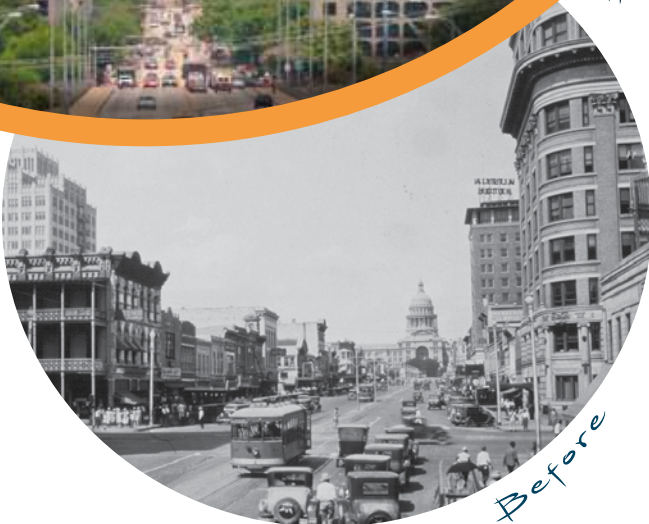


Downtown Austin

Creative Collaborations



After



Before

Table of Contents

Downtown Austin

- Introduction4

Projects and Programs in Downtown Austin

● Public-Private Projects

- Downtown Public Improvement District6
- E. 6th Street Public Improvement District7
- 2nd Street Retail District8
- Block 22 - AMLI on 2nd9
- Blocks 2 and 4 Ground Lease10
- Sand Beach Area Redevelopment11
- Seaholm Power Plant Reuse and Redevelopment12
- Austin Energy Control Center13
- Green Water Treatment Plant14
- Gables West Avenue15
- Schneider Building16
- Republic Square17
- Ballet Austin18

● Private Investment

- Block 20 - AMLI Downtown20
- Block 21 – W Hotel and Residences21
- Federal Courthouse22

● Business Retention and Enhancement (BRE) Program23

● Downtown Austin Plan.25

● Waller Creek.26

● Great Streets Master Plan and Development Program27

● Art in Public Places Program29

● Parks and Recreation

- Seaholm Intake Structure31
- Urban Trails Program32

● Transportation

- Pfluger Pedestrian and Bicycle Bridge Extension35
- Capital Metropolitan Transit Authority MetroRail36
- City of Austin Urban Rail37
- Conversion from Parking Meters to Pay Stations38

Key City Staff Contacts39

Notes.40

Introduction

Like many success stories, the revitalization of Austin's downtown didn't happen overnight. The dynamic Downtown you see today resulted from the combination of purpose, planning and partnerships between City and civic leaders who had a vision and belief in the Texas state capital.

Since the late-1990s, Austin's "community living room" has transformed. Once primarily day-use only for government, financial and legal professions, it is now a 24-hour center where people not only work, but live and play as well.

Some 9,500 people now call downtown Austin home, able to easily take advantage of cultural amenities, pocket parks and the funky, eclectic businesses that thrive in Austin's diverse community. Austin has become a destination for conventions and tourists, where people not only want to visit, but come back to stay.

City of Austin policies have spurred more than \$2.2 billion in private investment in downtown Austin since 2000. Understanding the balance of economic development, livability and maintaining Austin's unique culture, the City focused its revitalization efforts on residential, retail, parks/open space, streetscapes, cultural attractions and transportation.

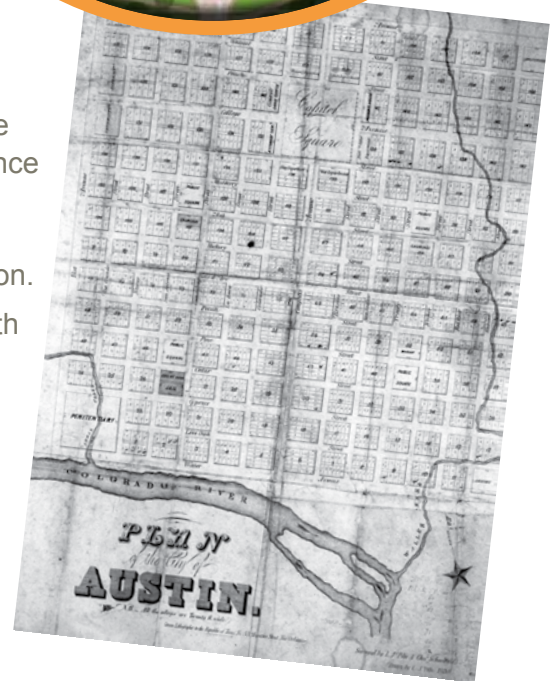
Downtown Austin is the heart of a five-county metropolitan area with a population exceeding 1.8 million. In the past decade, it has added approximately 9 million square feet of new buildings, including 1,800 hotel rooms and 4,140 residential units.

Success has come with community input and civic involvement. Master plans are not only a product of City Hall, but the public at-large. Downtown's direction is guided by both developer investment and community vision.

And it's worked!

Kiplinger's Personal Finance magazine ranked Austin No. 1 on its "10 Best Cities for the Next Decade," citing this city's innovative thinking for job creation. Other publications have ranked Austin as one of the best places in the nation to start a business, build a business and live while doing business.

Today's Austin still relishes the bootstrap entrepreneurial spirit of those who came to the pioneer outpost of Waterloo...which became the capital of the Republic of Texas in 1839. More than 170 years later, the capital of the State of Texas is poised through the stewardship of City of Austin leaders to continue and grow its role as a global center for commerce, culture and creativity.



Projects & Programs in Downtown Austin

Public-Private Projects

■ Downtown Public Improvement District6
■ E. 6th Street Public Improvement District7
■ 2 nd Street Retail District8
■ Block 22 - AMLI on 2 nd9
■ Blocks 2 and 4 Ground Lease10
■ Sand Beach Area Redevelopment11
■ Seaholm Power Plant Reuse and Redevelopment12
■ Austin Energy Control Center13
■ Green Water Treatment Plant14
■ Gables West Avenue15
■ Schneider Building16
■ Republic Square17
■ Ballet Austin18

Downtown Public Improvement District

*Partnership with
the Downtown Austin Alliance*

Brief Description

On April 15, 1993, as a direct result of the 1991 Regional/Urban Design Assistance Team (R/UDAT) Report and subsequent "A Call to Action," the City Council created the Downtown Public Improvement District (Downtown PID). The PID is a means for the Downtown Austin community to provide adequate and constant funds for quality of life improvements, planning, marketing, and security of Downtown Austin through a special assessment of \$0.10 per \$100 property valuation. The creation of the PID was a private sector initiative, and was achieved upon the submittal of a petition with the minimum number of signatures to the City, development of a Service Plan acceptable to Council, and Council's satisfaction that the PID will enhance Downtown Austin.

The City contracted with the Downtown Austin Alliance in September 1993 to manage the downtown initiative program. The Downtown Austin Alliance was incorporated in May 1992 to promote growth and revitalization in Downtown Austin. It consists of owners of Downtown property, Downtown tenants, and other interested Austinites.

On October 18, 2007, the City Council approved a third five-year extension of the Austin Downtown PID, and extended the management contract with the DAA. The PID now generates nearly \$3 million to support downtown development.

City Investment

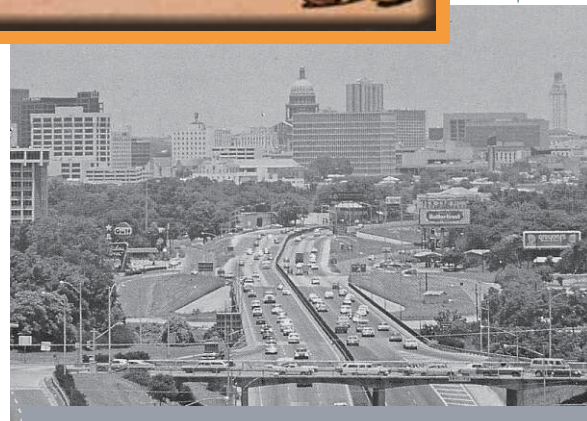
- Downtown Officer to manage the contract with the DAA
- \$150,000 annual contribution to the Downtown PID to offset non-taxable City facilities

Public Benefits

- Increased tax revenue from visitors as a result of new marketing initiatives
- Enhanced maintenance and security for Downtown PID property owners, tenants, and visitors
- The DAA co-invested with the City on retail studies, security cameras, bird control, and public art
- Increased number of retailers due to the DAA's retail recruitment program
- The DAA developed a network of Downtown stakeholders to promote and advocate for Downtown Austin



After



Before

How It Happened

- Downtown property owners determined an unmet need for improving Downtown Austin
- In response to a petition from property owners, the City Council created a public improvement district which generated new revenue specifically to be used for Downtown Austin
- The City Council entered into an initial 5-year contract with the DAA to manage the Downtown PID
- The DAA is responsible to the Downtown property owners and the City of Austin for ensuring that the annual Service Plan and Budget are implemented

E. 6th Street Public Improvement District

Partnership with
Sixth Street Austin

Brief Description

Over the past 20 years there have been numerous attempts to turn East Sixth Street around. In 2002, another group of property owners came together to address the issues confronting Sixth Street. When a consultant concluded that East Sixth Street was losing \$150 million in annual sales because it is not performing up to its potential, the owners created an organization and petitioned the City Council to create a public improvement district.

Created on August 26, 2004, the East Sixth Street PID provides constant and permanent funding to implement initiatives in the East Sixth Street entertainment district. Since inception, the City has contracted with Sixth Street Austin, an organization made up of the property owners, to manage the East Sixth Street PID. Property owners within the East Sixth Street PID initially assessed themselves \$0.10 per \$100 property valuation, up to a maximum property value of \$500,000.

In 2009 the property owners petitioned to reauthorize the PID for another 5 years, increasing the assessment to \$.15 per \$100. Funding is provided to Sixth Street Austin annually after Council approval of their annual service plan and budget.

City Investment

- Downtown Officer to manage the contract with Sixth Street Austin
- \$43,500 annual contribution to the East Sixth PID to offset non-taxable City facilities

Public Benefits

- Implemented a database and management system of property information to communicate with East Sixth Street stakeholders
- Developed a working group of East Sixth Street stakeholders to promote and advocate for historic preservation and tourism



After



Before

How It Happened

- East Sixth Street property owners determined an unmet need for improving East Sixth Street
- In response to a petition from property owners, the City Council created a public improvement district which generated new revenue specifically to be used for East Sixth Street
- The City Council entered into an initial 5-year contract with the Sixth Street Austin to manage the East Sixth Street PID
- Sixth Street Austin is responsible to East Sixth Street property owners and the City of Austin for ensuring that the annual Service Plan and Budget are implemented

2nd Street Retail District

*A collaboration with
AMLI Austin Retail, L.P.*

Brief Description

The core of the 2nd Street Retail District is a six-block area along Lady Bird Lake (Blocks 2, 3, 4, 20, 21 and 22), which has been redeveloped as a vibrant mixed-use district that includes 175,00 square feet of retail space. The City had acquired five of the six blocks, beginning in the 1970s. When the City solidified its vision for redevelopment of the area, a major objective was to create a Downtown retail destination that would catalyze the return of Downtown retail businesses and support the growth of Downtown residents. The City invested in the construction of retail shells under the Computer Sciences Corporation buildings on Blocks 2 and 4, as well as retail spaces in its City Hall. The City also worked with the developers of Blocks 20, 21 and 22 to include significant ground-level retail space.



After



Before

City Investment

- Design and construction of ground-level retail shells within the buildings developed by Computer Sciences Corporation on Blocks 2 and 4
- Assignment of subleasehold interests in the Blocks 2 and 4 retail shells to AMLI Austin Retail
- City Hall parking agreement for Blocks 2 and 4 retail employees and customers, including validation and valet parking

Public Benefits

- Supported establishment of 2nd Street Retail District
- Developer pays cost of developing, marketing, leasing, and managing the retail spaces
- Same retail consultant used for Blocks 2 and 4 that was used for Blocks 3, 20 and 22, to ensure coordinated marketing and leasing strategy
- Local retailer goals
- Service contracting opportunities for Minority/Women-Owned Business Enterprises

How It Happened

- City Council passed a resolution in 1999 "intended to ensure that the West 2nd Street area support pedestrian and retail-oriented businesses that could complement the proposed City Hall as a major public destination"
- City commissioned Street-Works Development and Consulting Group to prepare a vision study for creating a great retail street
- AMLI Downtown Austin commissioned ROMA Design Group to produce an Austin Second Street Retail District – District Streetscape Plan
- City entered into ground lease with Computer Sciences Corporation for development of Blocks 2 and 4
- City invested in construction of 61,000 square feet of ground-level retail shells in the CSC buildings
- City subleased the retail shells from CSC
- City issued RFI from qualified retail developers
- City entered into Disposition and Development Agreement with AMLI Austin Retail, L.P. to develop, market, lease and manage the retail spaces in Blocks 2 and 4, following assignment of the City's subleasehold interests in the retail spaces to AMLI

Block 22 – AMLI on 2nd

*A collaboration with
AMLI Residential Properties, L.P.*

Brief Description

Block 22 is a City-owned property. It is one of six blocks that make up the core of the 2nd Street Retail District, created to re-establish Downtown as a retail destination. It has been developed by AMLI Residential under a 70-year ground lease, and has 240 rental residential units with more than 41,000 square feet of retail space. The project also included installation of enhanced streetscapes and a public art contribution.

City Investment

- Protection of historic underground vaults, temporary Second Street landscaping, and enhanced streetscapes
- Negotiated rate on ground lease
- Expedited development review

Public Benefits

- Returned underutilized Downtown property to the tax rolls
- Supported 2nd Street Retail District
- Added downtown residential stock, including affordable housing units
- Enhanced streetscapes
- The developer made a monetary contribution to the City's public art program
- Provided contracting opportunities for minority and women-owned businesses



How It Happened

- City Council adopted a resolution in 1999 "intended to ensure that the West 2nd Street area supports pedestrian and retail-oriented businesses that could complement the proposed City Hall as a major public destination"
- The Street-Works Development and Consulting Group was commissioned to prepare a vision study for creating a great retail street
- The City of Austin and AMLI entered into a 70-year ground lease for development of Block 22
- AMLI developed the project in conformance with ground lease terms

Blocks 2 and 4 Ground Lease

*Collaboration with
Computer Sciences Corporation*

Brief Description

Blocks 2 and 4 are City-owned properties. They are part of the six-block core of the 2nd Street Retail District, created to re-establish Downtown as a retail destination. The City entered into a 99-year ground lease for these two blocks with Computers Sciences Corporation (CSC). In exchange, CSC agreed to construct new office buildings and to sublease the ground floor shells back to the City to be used for retail. The lease and sublease arrangements catalyzed the redevelopment of the 2nd Retail Street District, the creation of retail space, and brought a major employer to Downtown that at one time contemplated locating over an environmentally sensitive area in Austin.



After



Before

City Investment

- Paid for the construction of ground floor retail shells
- Provided off-site utility extensions
- Provided necessary street repairs and streetscape improvements
- Stabilized a historic building that was incorporated during redevelopment of Block 2
- Waived development fees
- Expedited development review
- Tax Increment Reinvestment Zone established to fund annual maintenance of public streetscapes and plazas on Blocks 2 and 4, as well as Blocks 3 and 21

Public Benefits

- Returned underutilized Downtown property to the tax rolls
- Catalyzed redevelopment of the 2nd Street District
- Brought a major employer to Downtown Austin
- Improved vehicular and pedestrian traffic through street repairs and streetscape additions
- Historic building stabilized
- Rent from the lease was used to retire debt on new City Hall
- Austin Energy contracted to provide chilled water service

How It Happened

- City Council adopted a resolution in 1999 "intended to ensure that the West 2nd Street area supports pedestrian and retail-oriented businesses that could complement the proposed City Hall as a major public destination"
- The Street-Works Development and Consulting Group was commissioned to prepare a vision study for creating a great retail street
- The City of Austin and CSC entered into a 99-year ground lease for development of Blocks 2 and 4
- CSC developed projects in conformance with ground lease terms

Sand Beach Area Redevelopment

*A collaboration with Gables
(LF Lamar, L.P. and LG Park Plaza, L.P.)*

Brief Description

The Sand Beach area was granted to the City of Austin from the State of Texas through a series of deeds early in the 20th century. Due to conflicting 19th century survey records, the various property boundaries in the area were long in dispute. The City constructed roads, utilities and parking lots in the area, and dedicated the remaining areas as parkland in 1985. Numerous attempts to develop the privately owned tracts between the parkland and the railroad tracks were hampered by the unclear boundary lines and a public perception that the overgrown former cement plant was part of the parkland.

A series of lawsuits and settlements eventually settled the boundary dispute, and Gables Residential acquired the development tracts in 2004. Concurrently, the City began the planning process to extend the recently completed Pfluger Pedestrian Bridge over Cesar Chavez Street. A solution was developed for the bridge extension to land at the edge of the parkland by reconfiguring the suburban road pattern into a more urban grid of streets. The new plan simultaneously improved access to the Seaholm Power Plant Redevelopment and Gables development tracts and consolidated and expanded the parkland area.

City Investment

- Realigned roadway and improved traffic operations
- Constructed district bio-filtration water quality pond
- Increased parkland area by 0.75 acres

Public Benefits

- Improved vehicular access to Seaholm Power Plant redevelopment project
- Developer contributed to public infrastructure and park improvements
- Developer constructed and maintains parkland and water quality pond
- Developer contributed to the City's public art program



How It Happened

- Simultaneous negotiations with developer and public planning process for Pfluger Bridge extension
- The City entered into Master Development Agreement and Community Facilities and Cost Reimbursement Agreements with Gables
- Developer constructed improvements and will be reimbursed a portion of the costs based on pro-rata share of traffic generation and pollutant load to the water quality pond

Seaholm Power Plant Reuse & Redevelopment

*A collaboration with
Seaholm Power, L.L.C.*

Brief Description

The Seaholm Power Plant, built between 1950 and 1958, faces Lady Bird Lake on West Cesar Chavez Street and was decommissioned in 2005. The building sits on 7.8 acres and features a towering turbine room 110 by 235 feet, with clerestory windows above flanking aisles, and a 65-foot high ceiling. In all, the building has more than 110,000 square feet of useable floor area.

A partnership between the City of Austin and Seaholm Power, L.L.C. will provide for restoration of the power plant building and two newly constructed buildings for office space, local retail shops, contemporary condos, and a boutique hotel. The power plant building will feature special event space and an outdoor terrace that overlooks the lake. The transformation is expected to create 200 jobs and produce \$2 million tax revenue annually. The Seaholm redevelopment project will cater to Downtown Austin's thriving cultural and business needs while paying homage to the site's unique history.

City Investment

- Reimburse the developer for new street construction and parking garage
- Partially fund the restoration of the power plant facility and plaza construction
- Relocate water and electric utilities
- Remediate the site to residential standards

Public Benefits

- Return underutilized Downtown property to the tax rolls
- Improved pedestrian and vehicular access through extension of north-south street grid and streetscape enhancements through the site
- Bring jobs to Downtown Austin
- Use 99-year lease and property sale revenue to offset City costs



How It Happened

- The City commissioned ROMA Design Group to prepare Seaholm Redevelopment District Master Plan
- The City Council decided to decommission power plant functions and redevelop site
- A Request for Qualifications was issued to development firms
- The City Council selected Seaholm Power, L.L.C. to negotiate a Master Development Agreement for redevelopment of the Seaholm site
- A Tax Increment Reinvestment Zone was established to use incremental property and sales tax revenues for public improvements to the site
- Excess parking garage revenues were used to supplement project funding
- The City contracted to both sale and lease parcels of the site to Seaholm Power, L.L.C.
- Seaholm Power, L.L.C. utilized historic tax credits to offset rehabilitation costs to the power plant
- The City's municipally-owned utilities paid for relocating electric and water lines
- The City used ¼ cent sales tax from the regional transportation authority to offset the cost to construct new streets connecting Cesar Chavez Boulevard and West Avenue

Austin Energy Control Center

*A collaboration with
Constructive Ventures*

Brief Description

The Austin Energy Control Center (AECC) will be relocated to a larger, modern site with room to expand, leaving behind a vacant building on a 1.7-acre site that fronts Shoal Creek. After an extensive Request for Proposal process, the City Council selected Constructive Ventures as the lead developer (as co-bidder with Trammell Crow Austin) to purchase and redevelop the site. Constructive Ventures proposed 695,000 square feet of new construction at a cost of \$220 million that features two towers rising to 500 feet to accommodate 425 condos and 15,000 square feet of retail space. Negotiations for the sale of the site have been completed and are awaiting a vote by the Austin City Council.

City Investment

- Relocation of the existing Austin Energy Control Center functions
- Environmental remediation of the site to residential standards

Public Benefits

- Significant, new property tax revenue
- Return underutilized Downtown property to the tax rolls
- Increase Downtown housing stock
- Land sale proceeds will partially offset the AECC relocation costs.
- Buildings will be LEED-Gold certified
- Significant developer contributions to the City's public art program and affordable housing trust fund
- Developer will pay prevailing wages for construction, utilize minority and women-owned businesses, and lease all retail space to local retailers
- Developer will provide an easement to extend the Shoal Creek trail
- City approval is required for the site plan, exterior facades, and landscape plans



After



Before

How It Happened

- City commissioned ROMA Design Group to prepare Seaholm Redevelopment District Master Plan
- City Council decided to relocate AECC functions and redevelop site
- City issued Request for Proposals to development firms
- City selected Constructive Ventures (as co-bidder with Trammell Crow Austin) to negotiate a Master Development Agreement for redevelopment of the AECC site

Green Water Treatment Plant Decommissioning & Redevelopment

Collaboration with Trammell Crow Austin

Brief Description

The Thomas C. Green water treatment plant (Green WTP), the City's oldest water treatment plant, reached its useful life and is currently being deconstructed and demolished due to age and limited function. The former treatment plant site, which is 6.2 acres, will have 4.46 acres of developable land in four partial blocks after Nueces Street and Second Street are extended through the site. All blocks will have frontage on the 2nd Street Retail District -- one block will have Shoal Creek frontage, one will have Lady Bird Lake frontage, and one block will front both Shoal Creek and Lady Bird Lake.

After an extensive Request for Proposal process, the City Council selected Trammell Crow Austin (TCA) as the successful proposer to purchase and redevelop the site. TCA proposed 1.9 million square feet of new construction that includes condos, apartments, office, hotel, civic and retail space. The conceptual designs reflect a highly dense and sustainable development of 7 new buildings with a maximum height of 51 stories. Negotiations for the sale of the site are currently under way.



After



Before

City Investment

- Decommission plant and deconstruct all structures, including necessary utility relocations and Shoal Creek bank stabilization
- Environmental remediation of site to residential standards
- Reimbursement of developer's cost for new street, bridge and public utility construction

Public Benefits

- Significant, new property, sales, and hotel occupancy tax revenue
- High density project with mix of uses, 10,000 square foot public open space, and LEED-Gold objective for all buildings
- Affordable rental housing
- Property purchase price exceeds appraised value
- Contribution to public art program
- Pedestrian bridge over Shoal Creek paid by developer
- Improved pedestrian and vehicular access through extension of street grid and streetscape enhancements through the site
- Extends 2nd Street Retail District

How It Happened

- City commissioned ROMA Design Group to prepare Seaholm Redevelopment District Master Plan
- City Council decided to retire water treatment plant and redevelop site
- City issued Request for Proposals to development firms
- City selected Trammell Crow Austin to negotiate a Master Development Agreement for redevelopment of the Green WTP site

Gables (formerly Post) West Avenue

*A collaboration with
Post Properties*

Brief Description

In 1997, wanting to jump-start residential development in Downtown Austin, the City approached Post Properties of Dallas to partner in the development of a utility storage site known as "The Poleyard." Post had been identified because the housing products it had been developing in the McKinney Avenue area of Dallas appeared to be a good fit with the Poleyard site. The project includes rental residential units, including affordable housing units, above ground-level live/work units.

City Investment

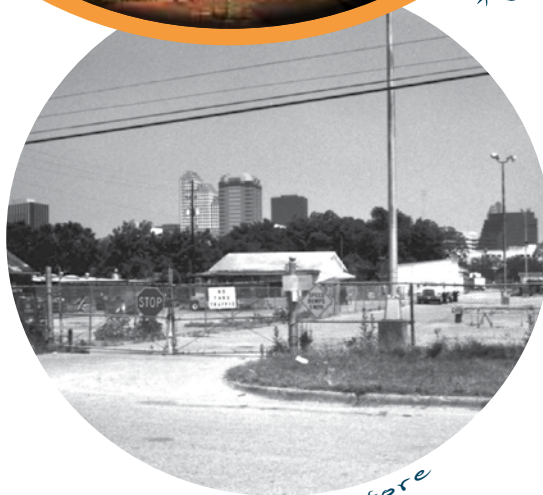
- Waived development fees
- 70-year ground lease at a negotiated rate
- Shoal Creek bank stabilization and trail improvements
- Environmental remediation
- Street reconstruction

Public Benefits

- Returned underutilized Downtown property to tax rolls
- Added Downtown residential stock, including affordable housing units
- Catalyzed Downtown residential construction
- Streetscape enhancements
- Shoal Creek trail access



After



Before

How It Happened

- City performed land swap to move property from Austin Energy inventory to General Government inventory
- City negotiated a 70-year ground lease with Post Properties
- Gables developed project in accordance with ground lease

Schneider Building

*A collaboration with
UP Schneider, L.P.*



Brief Description

The historic Schneider Building dates back to the mid-1800s and originally served as a general store owned by the Schneider family. The property was later acquired by the City. The City entered into a 99-year ground lease with Computer Sciences Corporation (CSC) for Block 2, which included the Schneider Building. The building was stabilized during CSC's redevelopment of Block 2, then subleased back to the City. The building was remodeled by UP Schneider, L.P. as a restaurant, to enhance the 2nd Street Retail District.

City Investment

- Stabilization of historic building in preparation for repurposing
- Assignment of the City's subleasehold interest in the building
- City Hall parking agreement for retail employees and customers, including validation and valet parking

Public Benefits

- Supported the 2nd Street Retail District
- Developer paid the cost of developing, marketing, leasing and managing the building
- Same retail consultant used for Schneider Building that was used for other retail spaces in Blocks 2, 3, 4, 20 and 22, to ensure coordinated marketing and leasing strategy



How It Happened

- City entered into 99-year ground lease with Computer Sciences Corporation for development of Block 2
- City invested in stabilization of Schneider Building
- City subleased the Schneider Building from CSC
- City selected UP Schneider, L.P. to develop the building for retail purposes
- City entered into a Disposition and Development Agreement with UP Schneider to develop, market, lease and manage the Schneider Building, following assignment of the City's subleasehold interests to UP Schneider

Republic Square

*A multi-party partnership
to preserve Austin's history*

Brief Description

Just after Edwin Waller had platted the City of Austin in 1839, city lots were auctioned under the shade of the live oak trees on what is now called Republic Square. A small grove of live oaks - known as the Auction Oaks - survive at the southwest corner of the square today.

In 1999, the Austin Parks & Recreation Department (PARD) in partnership with the Downtown Austin Alliance (DAA) created a Republic Square Task Force, made up of surrounding business owners, residents and members of the arts community. The task force developed a plan known as the Republic Square Task Force Final Recommendations.

In February 2001, a partnership between the PARD, the DAA and the Austin Parks Foundation (APF) was formalized to revitalize the downtown historic parks, beginning with Republic Square. Since early 2006, the Republic Square Partners, a group of local and federal government representatives, as well as business and property owners and the DAA, PARD and APF have been meeting monthly to discuss improvements to Republic Square Parks.

Through generous donations from the DAA, the APF, the U.S. General Services Administration (GSA), and other businesses, this historic downtown square has been transformed into a vibrant, beautiful green plaza. Phase I improvements to the square include a new deck around the central auction oak, tree planting, and berm removal. The partnership is now working with consultants to develop Phase II improvements and a management plan, including connections to the new Federal Courthouse to the west and a planned County Courthouse to the south.

City Investment

- Manage the multi-party agreement

Public Benefits

- Created a vibrant, beautiful plaza for public gathering and enjoyment
- Preserved an important part of Austin's history



After

Before

How It Happened

- Local and federal government representatives, businesses, property owners, the DAA, and the APF formed the Republic Square Partners to discuss future improvements to Republic Square
- A two-day workshop was held to discuss ideas and suggestions for improving Republic Square
- A memorandum of understanding was signed by the City of Austin, the DAA, and the APF to establish a partnership and outline objectives
- Donations were made by the DAA, the APF, and the GSA to improve Republic Square

Ballet Austin

*A partnership to promote
an adaptive reuse project*

Brief Description

Formerly the Aus-Tex Printing building, this 34,000 square foot building was transformed and repurposed by Ballet Austin to house spaces for rehearsal, performance, production, lobbies, a dance academy, administrative offices, a box office, a community boardroom and support spaces for both the Ballet Austin company and the Butler Dance Education Center. The City provided the majority of funding for streetscape improvements and reimbursed development fees in exchange for Ballet Austin's maintenance of those streetscape improvements and a 20-year commitment to use the remodeled facility as a headquarters, rehearsal, educational, and administrative facility.



City Investment

- Reimbursement of development fees for streetscape improvements
- Reimbursement of the majority of design and construction cost for streetscape improvements
- Visitor parking validations in City Hall parking garage

Public Benefits

- Enhanced streetscapes
- Support of cultural arts and entertainment facilities in Downtown
- Bring jobs to Downtown Austin
- Long-term commitment by Ballet Austin to stay in Downtown
- Ballet Austin commitment to maintain, repair, and replace streetscape improvements

How It Happened

- Ballet Austin desired to improve the streetscapes around its new facility but had insufficient capital funding
- The City entered into reimbursement agreement for development fees and streetscape improvements, which included City Hall parking validations for Ballet Austin visitors

Projects & Programs in Downtown Austin

Private Investments

- Block 20 - AMLI Downtown20
- Block 21 – W Hotel and Residences21
- Federal Courthouse22

Block 20 – AMLI Downtown

*A collaboration with
AMLI Downtown Austin, L.P.*

Brief Description

Block 20 is one of six blocks that make up the core of the 2nd Street Retail District, created to re-establish Downtown as a retail destination. Unlike the other five blocks, Block 20 was privately owned and developed. No formal public-private agreement was put in place, but AMLI embraced the City's vision of creating a destination retail district and worked closely with the City throughout project design. AMLI is traditionally a residential developer, but agreed to develop the firm's first vertical mixed-use building (residential over 41,000 square feet of retail).

City Investment

- Cost participation in enhanced streetscapes through Great Streets Program

Public Benefits

- Supports the 2nd Street Retail District
- Streetscape enhancements
- Downtown housing stock added

How It Happened

- City involved AMLI in early conversations about Downtown redevelopment and creation of a downtown retail destination
- AMLI commissioned ROMA Design Group to produce an Austin 2nd Street Retail District – District Streetscape Plan
- AMLI privately financed development of the Block 20 project



Before



After

Block 21 – W Hotel & Residences

*A collaboration with
Stratus Block 21 Investments, L.P.*

Brief Description

Block 21 was formerly City-owned property. It is one of six blocks that make up the core of the 2nd Street Retail District, created to re-establish Downtown as a retail destination. The block was transformed into a 37-story high rise featuring the W Hotel & Residences and a mix of uses. Block 21 is also the new home of the Austin City Limits Studio Theatre with 2,500-seat capacity. The rest of Block 21 is rounded out by 25,000 square feet of new shops, restaurants, a spa and entertainment venues.

W Austin Hotel & Residences is a LEED Silver Certified project.

City Investment

- Expedited permitting

Public Benefits

- Returned underutilized Downtown property to the tax rolls
- Purchase price exceeded appraised value
- Supports the 2nd Street Retail District
- Brings jobs and new residences to Downtown Austin
- Affordable housing requirement if the condos turn to rental units
- Support of cultural arts and entertainment facilities in Downtown
- Streetscape enhancements, public plaza and public art installation
- Use the land sale proceeds to offset costs of the new Central Library
- Austin Energy contracted to provide chilled water service



After



Before

How It Happened

- City issued Request for Proposals to development firms
- City entered into an Agreement To Sell And Purchase Block 21 with Stratus Block 21 Investments, L.P.

Federal Courthouse

*Collaboration with
U.S. General Services Administration*

Brief Description

In consultation with the City, the U.S. General Services Administration (GSA) selected a City block that contained an aborted Intel development project (the “Intel shell”). This site adjoins San Antonio Street and Republic Square Park to the east. For security reasons, GSA obtained the City’s approval to close the 400 block of San Antonio Street to vehicular traffic. Through negotiations with the City and Downtown stakeholders, GSA agreed to create a public plaza in the San Antonio right-of-way and contribute funds toward needed improvements within Republic Square Park. The new Federal Courthouse building will add an iconic civic building to downtown.

City Investment

- Vacation of portion of San Antonio Street right-of-way
- Development fees waived
- Expedited development review

Public Benefits

- Enhanced streetscapes and new public plaza
- Funding for improvements to Republic Square Park



How It Happened

- City and GSA collaborated on site selection
- City agreed to vacate San Antonio Street right-of-way
- City negotiated and executed Master Agreement and Easement with GSA

Business Retention and Enhancement Program

*Low-interest loans to attract
Downtown retail*

Brief Description

The City of Austin's 1990 report "East 6th Street Business Changes – 1975-1990," found that the problems associated with the conversion of the street to an area of nighttime-only uses will continue without an infusion of daytime pedestrian traffic, and that "the loss of a critical mass of complementary retail businesses has made recovery of retail business problematic."

In a 1991 study of Downtown Austin by the American Institute of Architecture's Regional/Urban Design Assistance Team (R/UDAT), the team stated that "Downtown Austin is in desperate need of a stronger retail base." R/UDAT further stated that "It may well be that a significant new retail base in the area near East Sixth Street and Congress Avenue can never be developed without some form of public financial participation in the project." R/UDAT recommended that "Existing and new small business aids, such as revolving loan programs, should be packaged to accomplish this objective."

In a separate consultant study, "Downtown Austin Retail Market Strategy," prepared in May 2005 for the City of Austin and the Downtown Austin Alliance (DAA), the consultant recommended that efforts be made to revitalize retail in Downtown Austin.

The Business Retention and Enhancement (BRE) Program is a City of Austin economic development program to support re-establishing Congress Avenue and East Sixth Street as retail and urban entertainment district destinations. The BRE Program is intended to provide low-interest loans for eligible costs to:

- Existing businesses located within the eligible area that are being displaced because of development
- Attract new businesses to the eligible area

continued next page



How It Happened

- In partnership with the Downtown Austin Alliance, numerous studies were conducted to assess retail business in Downtown Austin and East Sixth Street
- The studies pointed to unfavorable trends and called for solutions to reverse these trends
- Utilizing Texas Local Government Code Chapter 380 Economic Development, the City of Austin implemented the BRE Program as a revolving low-interest loan fund to attract retail businesses to Downtown Austin and East Sixth Street
- The DAA promotes the BRE Program when conducting retail recruitment

Business Retention and Enhancement Program continued

The goals of the BRE Program are to:

- Improve the image of Congress Avenue and East Sixth Street as destinations for the community, visitors and tourists
- Enhance East Sixth Street's live music and entertainment district
- Stimulate private retail investment within the eligible area through property improvement, business development, retention and expansion
- Improve the quantity and quality of goods and services available within the eligible area
- Create and retain jobs

Through the BRE Program, two established, local restaurants have relocated to Congress Avenue and East Sixth Street. El Sol y La Luna relocated to East Sixth Street and renovated a vacant property to include the restaurant and a live music venue. Additionally, Annies Café and Bar relocated to Congress Avenue and completely renovated the first floor of a historic building.

City Investment

- Low-interest loans, funded by Temporary Use of Right-of-Way fees, license agreement fees and proceeds from rights-of-way vacations from a designated fee area

Public Benefits

- Bring jobs to Downtown
- Stimulate private investment in Downtown retail
- Improve the image of Downtown and the quality of services available

Downtown Austin Plan



Downtown Austin is the heart and hub of the city, and it's changing as Austin grows. In the last decade, Downtown has seen a remarkable transformation, with the addition of new housing, retail, and civic destinations to its existing employment.

The Downtown Austin Plan (DAP) captures and develops the community vision for Downtown and creates the best implementation strategy for achieving that vision. The City of Austin and its consulting team, led by McCann-Adams Studio, are worked with citizens and Downtown stakeholders on a planning process that will set the direction for Downtown for years to come.

Phase One of the Downtown Austin Plan identified opportunities and challenges facing Downtown and set the priorities for Phase Two, where the actual plan was developed in detail. The Phase One Report presented initial findings and preliminary strategies for creating a more livable, diverse and sustainable Downtown. These included, among other ideas, how to reshape Downtown into unique districts, how to achieve affordable housing, and how to move forward with comprehensive transportation planning.

Over a three-year planning process of the Downtown Austin Plan, a vision has emerged for Downtown Austin. At its Bicentennial in 2039, Downtown will be at the heart of one of the most sustainable cities in the nation with:

- A dense and livable pattern of development that supports a vibrant day and nighttime environment;
- An interconnected pattern of streets, parks and public spaces that instill a unique sense of place and community;
- A multi-modal transportation system that is convenient, sustainable, affordable and a viable alternative to the automobile;
- A beloved fabric of historic places, buildings and landscapes that celebrate the unique journey Austin has taken over the past 200 years;
- A variety of districts and destinations that support the creative expression of its citizenry through art, music, theater, dance and performance;
- A green "necklace" of trails extending from Lady Bird Lake, and along Waller and Shoal Creeks into surrounding neighborhoods;
- A wide range of housing choices for individuals and families with diverse social and economic backgrounds; and
- An array of innovative businesses – small and large - that are attracted to the Downtown by its rich human capital and unique sense of place.

In December 2011 the Austin City Council adopted the Downtown Austin Plan. The DAP proposes seven transformative actions that can help realize the community's vision. These and other recommendations are elaborated in the Leadership and Implementation chapter.

1. **Initiate a new generation of downtown signature parks:** Complete Waller Creek as a linear park between Lady Bird Lake and UT, along with Palm and Waterloo parks to provide a green "necklace" that can support the revitalization of Downtown's east side.
2. **Complete the first phase of urban rail:** Connect Downtown, the Capitol Complex, UT and the East Riverside Corridor. Enhance Congress Avenue - "the Main Street of Texas" - and other urban rail streets to promote transit as a high quality mode of choice.
3. **Re-imagine East Sixth Street as a destination for everyone:** Improve the pedestrian environment, diversify activities, protect the unique historic character and provide for coordinated management, so that "Old Pecan Street" can live up to its full potential as one of the most unique streets in Texas.
4. **Provide permanent supportive housing:** Construct and manage safe, secure and affordable long-term housing and services for those who face the complex challenges of homelessness, substances abuse, mental illness or physical disability.
5. **Invest in Downtown infrastructure:** Make utility and drainage improvements that address existing deficiencies and that support positive development in a sustainable way. Establish flexible funds and the leadership that can respond to development opportunities dynamically.
6. **Amend the Land Development Code:** Revise regulations for the downtown area to promote a mix of uses, incentivize well-designed dense development, preserve unique districts and destinations and result in buildings that contribute to a vibrant public realm.
7. **Establish a "Central City Economic Development Corporation":** City government cannot do all this alone. A special entity should be created to leverage actions by both public and private sectors to develop projects that benefit the community, such as affordable housing, parks, cultural facilities and public infrastructure.

Waller Creek Flood Bypass Tunnel & District Master Plan

Brief Description

The Waller Creek Tunnel Project is a storm water bypass tunnel that will capture and redirect flood waters south of 12th Street and safely carry them to Lady Bird Lake. The project will begin in Waterloo Park where an inlet structure will take in flood waters and screen out trash and debris. Additional inlets downstream will capture additional flood waters. The tunnel will help prevent severe flooding and stream bank erosion by controlling the volume of water in the creek. It will empty the diverted waters into a lagoon on the shores on the Lady Bird Lake.

The Waller Creek District Master Plan (WCDMP) will guide future public and private investment and redevelopment so that they achieve the community's vision for the area. The WCDMP has three components: the Master Plan, which articulates the community's vision and recommends it's physical form; the Framework for Development Standards, which is intended to identify potential regulations to shape the form and treatment of private and public development; and the Implementation Program which recommends a variety of implementation actions, proposes priorities among them, and provides budget estimates for the recommended surface improvement projects.

City Investment

- Cost estimate of \$127.5 million with City contributing 100% of its tax increment and Travis County 50%.
- City will issue debt to finance the design and construction of the tunnel to be reimbursed through proceeds of the Tax Increment Finance District.
- TIF proceeds are expected to cover the costs of operations and maintenance for the tunnel.

Public Benefits

- The tunnel will provide flood relief for approximately 28 acres of land, enabling the once flood-prone area to reach its potential as a vibrant, economically viable part of Downtown.
- Construction of a Parks and Recreation Department boat facility, improvements to Waterloo Park and surface improvements adjacent to the creek-side inlets.



How It Happened

- In 1998, voters approved \$25 million in bonds for the bypass tunnel project
- In 2007 the City of Austin and Travis County created the Waller Creek Tax Increment Finance (TIF) District; TIF will be in place for 20 years
- In 2008, the Austin City Council selected a consultant to assist the City and the community in the creation of a vision and implementation strategy for the development of Waller Creek for the next 20 years; Waller Creek District Master Plan was adopted on June 24, 2010
- Citizens have recently formed a Waller Creek Park Conservancy and are entering negotiations with the City to establish a public-private agreement for the funding, design, construction and operation of public facilities within the Waller Creek District

The Great Streets Master Plan & Development Program

Brief Description

“Great Streets” is the most important ingredient in creating a “Great City.” The goal of the City of Austin Great Streets Master Plan & Development Program is to articulate the vision of “streets for people,” through the implementation of streetscape standards that pursue a more equitable balance of space usage between sidewalks and streets.

To that effect, in 1996 the Downtown Austin Alliance (DAA) and the City of Austin began promoting the concept of Great Streets in Downtown Austin with the goal of improving Downtown streets and sidewalks, aiming ultimately to transform the public right-of-way into great public spaces. In 2001, the City of Austin commissioned a consultant-led process to develop a long-term master plan for pedestrian and streetscape improvements for Downtown Austin. Over an 18 - month period the consultant team, City staff, and Downtown stakeholders developed the Downtown Great Streets Master Plan (GSMP). In 2002 the Austin City Council adopted the Great Streets standards and directed staff to implement Great Streets.

The Great Streets Master Plan consists of a few simple but profound objectives:

- Change the space and scale of the street to create a sense of place for the individual
- Create an environment that is safe, generous enough for multi-purpose use, and sheltered from the elements, including the Texas sun
- Create an equitable balance of space usage between sidewalks and streets in the public ROW. Whereas, a typical Austin Downtown street dedicates 60 feet (75%) of an 80-foot wide ROW to cars, the Austin Great Streets Master Plan aims



After



Before

The Great Streets Master Plan & Development Program continued

to reduce car usage of the ROW to 40 feet (55%), giving the balance over to pedestrians and pedestrian-oriented uses

- Occupy the wider sidewalk with an array of well designed, functional objects such as street trees, lights, benches, bike racks, trash cans and other amenities
- Encourage private sector initiatives to occupy and animate the sidewalk with cafes, kiosks and newsstands
- Encourage public art

By providing wider, grander sidewalks, the plan also improves ADA access with new and improved curb ramps, and enhances the mobility of transit riders to their final destination. In addition, it provides ample room for bicycle racks, thus supporting another transportation mode.

City Investment

Initially, Great Streets projects were implemented with the proceeds of general obligation bonds approved for that purpose and through the Smart Growth Matrix process which offered fee waivers for development projects that incorporated desired improvements such as mixed use, ground floor retail and streetscape improvements.

In 2003 the City Council dedicated 30 % of the parking meter revenue generated within a defined area of Downtown to Great Streets improvements and in 2004 the Council created the Great Streets Development Program (GSDP). The GSDP allows the City to reimburse private developers or property owners for a portion of the cost of constructing Great Streets streetscape improvements. As an average, the City receives GS improvements built under this program at 50% of actual cost, proving to be an effective and fiscally beneficial program.

Since 2003, the implementation of Great Streets has occurred in three principal ways:

1. As a public-private partnership through the GSDP.
2. Through the City's capital improvements program.
3. By the private sector as a community benefit for increased entitlements.

Public Benefits

In the last 10 years the City of Austin has made significant progress in implementing the vision set forth by the Great Streets Master Plan with approximately 100 block faces (or the equivalent of 25 blocks) of Great Streets improvements completed or under construction. This has transformed areas of Downtown that previously had little or no pedestrian life, into well balanced, human scaled and active downtown streetscapes.

Still, much remains to be done. Over the next several years, major CIP projects (Second Street extension, Brazos Street, Colorado Street and Third Street, among others), will greatly expand the inventory of Great Streets streetscapes. In addition, the Great Streets Development Program will continue to encourage and financially assist private sector implementation of Great Streets.

Art in Public Places Program

Collaborations with Private Development & Community Groups

Brief Description

The City of Austin's Art in Public Places Program has developed partnerships with private developers and community groups that are interested in providing additional support for public art projects, to enhance the vibrancy and economic impact of Downtown development. These partnerships have involved investments of time, resources and input to work collaboratively to produce artworks that help strengthen the business, resident and visitor communities that fortify the Downtown area. The developers and groups who have funded and supported additional artwork opportunities clearly value the contributions that these pieces represent in terms of attracting consumers, enlivening public spaces, and activating the connection between urban experience and community participation. The Art in Public Places Program has been proud to cultivate these partnerships, and appreciates the increased investment in Austin's public art through its community stakeholders.

City Investment

- Civic space, time and resources devoted to additional public art

Public Benefits

- Attracts additional visitors, consumers and public interaction associated with Downtown
- Provides streetscape enhancements and helps to fulfill the vision and recommendations of various public art master plans
- Supports the artistic community and creative industries
- Accomplishes civic goals and supports priorities such as wayfinding, alternative mobility options, and cultural tourism
- Further establishes Austin as creative center and supportive environment for artistic collaboration
- Allows for community investment in and shared stewardship of Austin's public art collection
- Paves the way for future development and collaborative partnerships



How It Happened

Art in Public Places worked to establish goals for each artwork associated with public-private partnerships, with input from stakeholders, City staff and various associated citizen-led panels and boards. These goals were translated into Calls to Artists which produced applicants and/or proposals that were evaluated by a team of selection panelists and advisors. Once the selected artists were brought on board, they worked with City staff and stakeholders to create artistic work that met the respective goals of each project.

Examples of public artwork produced (or in progress) in conjunction with public-private partnerships with the City of Austin/AIPP:

- Gables Park Plaza ("Open Room Austin" installed by Rosario Marquardt and Roberto Behar)
- Second Street Development (several sidewalk enhancements planned in concert with Second Street District Streetscape Improvement Project, as well as the completed sculptural piece, "La Fuente en Calle Segunda" by Roger Colombik and Jerolyn Bahm-Colombik)
- Congress Avenue Bike Racks (three artist-created bike racks planned for locations along Congress Avenue)

Projects & Programs in Downtown Austin

Parks and Recreation

- Seaholm Intake Structure31
- Urban Trails Program32

Seaholm Intake Structure

History

- Green Water Treatment Plant site purchased in mid-1920's
- May 1985, Ordinance No. 850502-U: certain tracts "immediately become park land upon termination or cessation of their existing uses"
 - Specifically includes water intake structures
- 1987 Town Lake Park Comprehensive Plan, p.65:
 - "...the building south of W. First Street that houses the cooling water intake for the power plant is ideally situated for conversion to lakeside dining." "A water taxi stop will give additional access."
 - "Adaptive reuse of the power plant and intake structures for cultural/entertainment and dining facilities will potentially encourage compatible private development along the lower reach of Shoal Creek as it approaches Town Lake."



Current State

- Electrical Service
 - Current electrical service to the two smaller facilities next to the inlet facility
 - Easy to bring electrical service to the inlet facility.
- Water Service
 - A 6-inch water line is near the Water Utility Building (the newer building near Cesar Chavez Street)
 - Water service could easily be tapped into to serve the larger Inlet and smaller facility
- Wastewater Service
 - An existing 15-inch wastewater line along the north side of Cesar Chavez
 - PARD estimates that the Water Utility Building, near Cesar Chavez, is at appropriate elevation to allow wastewater flow to the 15-inch line across Cesar Chavez. This will require cutting of the road to allow this connection.



Urban Trails Program

The City of Austin Urban Trails Program is the newest program in the Neighborhood Connectivity Division (NCD). The Program promotes greenways and trails that provide important routes for transportation. Urban trails are those that serve a utilitarian need, but also are used for recreation purposes.

In April 2008, the Austin City Council passed a resolution to direct the creation of a comprehensive and coordinated urban trails map for the City, to serve as an interim Trails Master Plan. The map includes existing trail networks, as well as potential new additions (focused primarily in creek corridors) and gap eliminations to the network

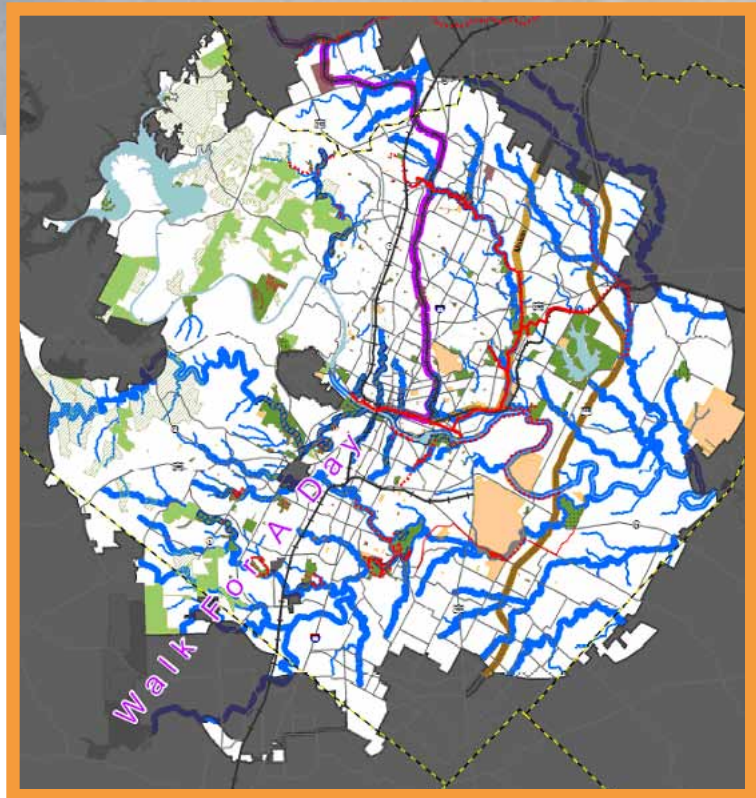
The Austin Bicycle Master Plan, Sidewalk Master Plan, and the Parks & Recreation Long Range Plan for Land & Facilities will serve to complement and/or implement the trails map and City vision for developing a trails network, which is: To create an interconnected non-motorized network of on-road routes and off-road trail corridors that provides transportation, environmental and historic resources preservation, recreation, socialization and health benefits.

Urban Trail Program Statistics

- Approximately 3.25 existing Linear Miles of Urban Trails in Downtown Austin; an additional approximate 1 mile planned (completion of the Lance Armstrong Bikeway in 2012)

Includes the following iconic Downtown Trails

- Shoal Creek Trail
- Waller Creek Trail
- Lance Armstrong Bikeway



Urban Trails Program continued

- The Urban Trail System connects to a bicycle facility system including:
 - Approximately 3.5 linear miles of bicycle lanes
 - Approximately 2.5 linear miles of shared lane marking (Sharrows)

City Investment

- Bicycle lanes are installed through routine maintenance of roadways (resurfacing/reconstruction) and therefore incur minimal costs to install
- Urban trails can cost up to 1 million dollars per mile; however, shorter trails in the Downtown area mimic sidewalk installation costs (or \$24/sq.ft.)
- Staff
 - Two NCD full-time staff spend approximately 15% of their time on the Urban Trails Program. The City expects to allocate more resources from within the Program as it develops

In addition to the expansive system envisioned by the Trails Master Plan, the city's geography, land use patterns, and street layout offer ample opportunity for the development of short connector trails that could significantly enhance mobility and safety for both cyclists and pedestrians. Such connections might be as simple as trails between streets that dead end close to one another or public access along private roads or parking lots that link existing bicycle and pedestrian facilities. The Trails Master Plan planning process would seek to identify such connections and work with appropriate stakeholders to achieve them.

The map included is conceptual in nature but is also a rich interactive tool, dependent upon scale (i.e. at citywide extent, large swaths of conceptual greenways become apparent, and at on a larger scale, more detailed corridors are identified with relation to existing and planned on and off-street bicycle and pedestrian facilities). Current versions are kept with the Neighborhood Connectivity Division within the Department of Public Works, or its successor, until such time as a Trails Master Plan is completed. Currently City of Austin Development Review staff utilizes the base map to ensure opportunities are not overlooked during the development process.

Projects & Programs in Downtown Austin

Transportation

- Pfluger Pedestrian and Bicycle Bridge Extension35
- Capital Metropolitan Transit Authority MetroRail36
- City of Austin Urban Rail37
- Conversion from Parking Meters to Pay Stations38

Pfluger Pedestrian and Bicycle Bridge Extension

Brief Description

The historic Lamar Boulevard Bridge has very narrow sidewalks that were heavily used by pedestrians, runners and cyclists going between the trails on either side of Lady Bird Lake. Proposals to expand the bridge were deemed infeasible due to the historic nature of the bridge. After two fatal accidents occurred in one year, it was determined that pedestrian and bicycle facilities at Lamar Boulevard should be provided on a separate bridge. Four concepts for the bridge were culled from a community design workshop and were presented to the Council in August 1998. In January 1999 the City Council authorized HDR Engineering, Inc. to provide design phase services. Jay-Reese Contractors, Inc. started construction in May 2000, and the bridge officially opened on June 16, 2001.

The Pfluger Bridge Extension Project extends the James D. Pfluger Bicycle and Pedestrian Bridge to the north across Cesar Chavez Street, connecting the south shore of Lady Bird Lake to the Lamar Corridor, Downtown and other thriving areas north of the river. HDR Engineering and ROMA Design Group were chosen to design the extension. Capital City Excavation was awarded the construction contract in January 2010. The extension was completed in February 2011.

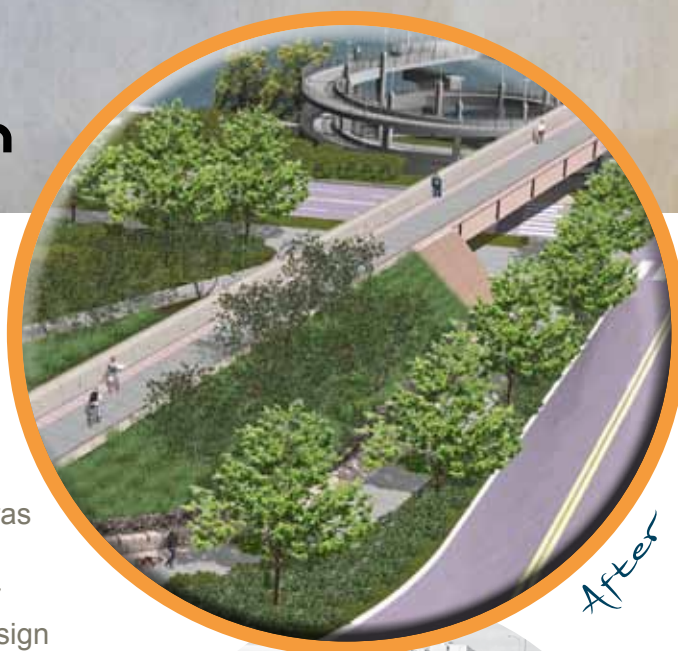
A third phase of the project will include a bicycle and pedestrian underpass of the Union Pacific Railroad tracks at Third and Bowie streets, providing safe and convenient passage from South Austin to the Sixth and Lamar Market District.

City Investment

- The first phase of the bridge cost approximately \$10 million
- The bridge extension will cost approximately \$4.5 million
- The Bowie Underpass is currently estimated at approximately \$4 million

Public Benefits

- Promotes and facilitates non-motorized transportation options
- Provides new connections between an emerging high-density mixed-use district and Austin's much loved natural parkland assets



How It Happened

- These projects are being delivered through standard CIP project management, although a connecting link between the bridge extension and the proposed underpass is being provide by Gables Park Plaza
- Funding has included GO Bonds, Federal Transportation Enhancements Funds, CMTA ¼-cent refund



Rail Comes to Austin:

*Capital Metropolitan Transit Authority
MetroRail*

Brief Description

In March 2010, the Capital Metropolitan Transit Authority, in coordination with the City of Austin and other regional partners, opened commuter rail service between Downtown Austin and Leander. The approximately 32-mile service uses diesel-electric rail vehicles owned and operated by the transit authority. The rail system enters downtown Austin along the 4th Street corridor. The Austin City Council designated 4th Street as a downtown rail corridor in 2000. This designation allowed City departments and public utilities to relocate major utilities as these infrastructures were systematically replaced during the earlier part of this decade. In response to the rail designation, significant Downtown residential developments have been constructed by the private sector in advance of anticipated on-going investment in Austin rail.

Project Statistics (Capital Metro MetroRail)

- MetroRail Red Line, owned and operated by Capital Metropolitan Transit Authority
- 32-mile starter line using existing freight rail lines acquired by the City of Austin and sold to Capital Metro
- Service provided to commuters during peak morning and afternoon hours
- MetroRail operates nine stations from Leander to Downtown Austin
- Current ridership: 2,900 boardings prior to fare box; 1,000 boardings/day after fare box (start-up phase)
- Cost: \$105 million
- Opened for service March 2010



After

Before

Rail Comes to Austin: City of Austin Urban Rail Program

Brief Description

In October 2009, the Austin City Council authorized the City Manager to develop a Strategic Mobility Plan to deliver a comprehensive mobility strategy to guide transportation investments by the City over the next 25 years. As part of that plan, the City is proposing a 15-mile urban rail system to connect MetroRail to major employment centers in Central Austin and to the L-STAR Commuter Rail Corridor to San Antonio. The City proposes to construct and own the new Urban Rail system as its contribution to the regional transportation system.

Urban rail is an overhead, electric-powered fixed-guideway technology that is a hybrid combining characteristics of both modern streetcars and light rail transit. Urban rail can operate in both mixed traffic and within a dedicated right-of-way. When operating in a mixed-flow environment, Urban rail vehicles typically operate at speeds comparable to surrounding traffic. Within a dense urban environment and when provided with dedicated right-of-way, urban rail vehicles can provide operational characteristics comparable to that of light rail. Urban rail vehicles range from the modern streetcar currently used in Seattle, Portland, and Tacoma (approximately 66 feet long with a total passenger capacity up to 120 and top speeds of 45 mph) to a new hybrid vehicle such as the Siemens S70 Ultra Short proposed for use in Salt Lake City that is approximately 79 feet long with a total passenger capacity of 160 and a top speed approaching 60 mph.

The proposed system would connect Downtown, the Capitol Complex and University of Texas with the Mueller and Riverside Corridor neighborhoods and to Austin-Bergstrom International Airport. The proposed system would be partnered with improvements to the regional freeway and arterial networks serving Central Austin along with improvements to the bicycle and pedestrian infrastructure.

The evolving plan for urban rail in Austin will likely be offered to the voters for approval in 2013. Staff has completed the Alternatives Evaluation, conceptual engineering, and concept for design definition. Funding and operations planning is under way, as is the environmental evaluation of the proposed alignment. Coordination with Capital Metro, Texas Department of Transportation, Federal Transit Administration, Central Texas Regional Mobility Authority, and Lone Star Rail District (L-Star), and potential funding partners is on-going.



Project Statistics

(City of Austin Urban Rail Program)

- Urban Rail Corridor, proposed to be owned by the City of Austin; operations to be negotiated
- Approximately 15-mile double track system (33.83 miles of track)
- Average projected weekday ridership in 2030: 28,000 one-way trips
- 10-minute peak headways
- Service to be provided for most of day, 7 days/week
- Travel times from ABIA or Mueller to Downtown Austin: 33 minutes approximately
- Projected cost: \$955 million (first quarter 2010 dollars); \$1.3 billion (year of expenditure dollars); Operational cost - \$22 million/year
- Planned offering for public vote: November 2012

Conversion from Parking Meters to Pay Stations

In 2008/09, the Austin Transportation Department replaced the City's aging parking meter system at a cost of \$8.4 million. Solar, wireless-based parking pay stations were used to replace the existing electronic single space meters. Additionally, 500 modern digital single space meters are being installed to complement the pay station program. The selected pay station vendor was Parkeon, selected through a competitive process and purchased through an inter-governmental agreement with the City of Seattle. Austin has also created a Parking Enterprise responsible for both on-street and off-street public parking. The Enterprise is modernizing its enforcement techniques and adding other new parking technologies such as the extremely popular back-in angle parking near the University of Texas.

Pay stations provide improved data for management purposes, a less cluttered streetscape, improved security with regards to money handling and increased revenue. Public support has been strong. In fact, in the upcoming year the City of Austin plans to further expand its management control of parking by another 1000+ spaces in areas outside of the Central Business District. In these neighborhoods where the new meters will be installed, community groups and residents have been the driving force behind requesting the City expand its parking meter presence onto their streets.

In Downtown, the City of Austin operates under a parking benefit district. One-third of the gross revenues from Downtown meters are reinvested directly into the Austin Downtown to fund Great Streets improvements. These revenues have typically been used to partner with private developers to expand sidewalks, purchase street furniture, and plant urban trees. The remainder of the revenue generated from the Downtown meters is spent to fund parking enforcement and operations in the Downtown area. As the management of parking expands to new neighborhoods, the City of Austin Transportation Department will partner with those communities to form new parking benefit districts to construct critical street and pedestrian infrastructure to support those emerging community business districts.

Before



After



Project Statistics

Before Conversion

- Revenue: FY '09: \$2.9 million
- Number of metered spaces: 3,780
- Number of meters: 3,780
- Number of citizen-reported meter malfunctions (July,08 to June,09) : 18,990--- associated with the 3,780 single-space meters
- Number of transactions per day (coin and City card): unknown
- Parking citations issued July '08 to June '09: 90,553

After Conversion

- Revenue: FY '10: \$3.7 million; 26% gain
- Number of metered spaces: 4,928
- Number of meters: 692 Parkeon pay stations, 481 single-space meters
- Number of citizen-reported meter malfunctions (July '09 to June '10): 3,331-- associated with remaining 481 single space meters; 1,277-- associated with the 692 pay-stations (a 76% reduction)
- Average number of transactions per day (credit card and coin): 10,637 transactions (60% credit card)
- Parking citations issued July '09 to June '10: 58,128 (36% decrease)

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