

The Downtown Austin Plan: Vision, Inspiration, Action

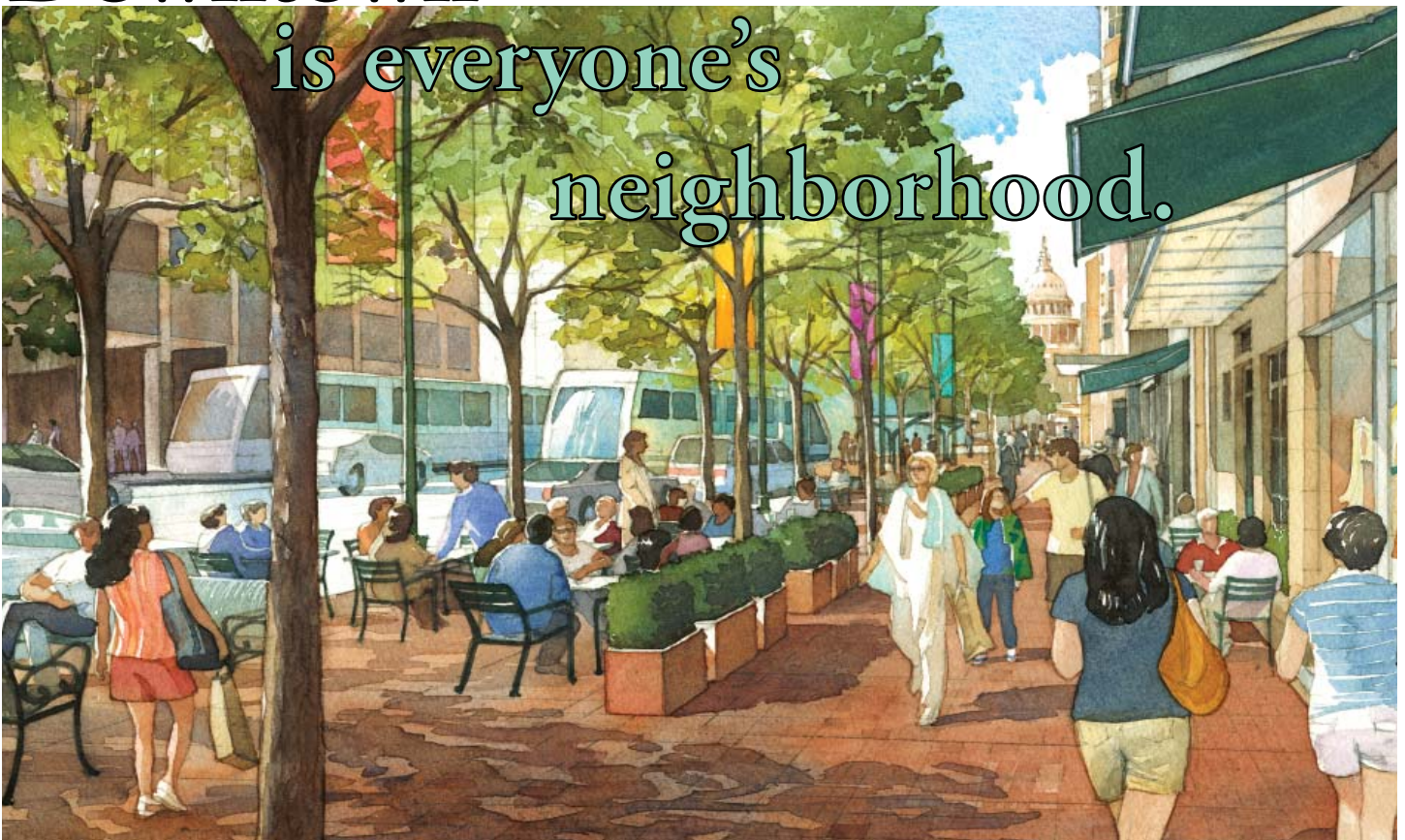
Over the past decade, Downtown has been evolving into a vibrant place to live, work, play and visit. It's become a great destination for business and entertainment – yet there's room for improvement. To address pressing issues – and prepare for long-term growth – the City of Austin commissioned the Downtown Austin Plan.

After three years of detailed development, the Downtown Austin Plan is now ready for its final community review as it heads towards City Council adoption in 2011. The drafted plan establishes action priorities for the next 10 years, and the decades beyond. It recommends steps to

help Downtown become even more economically vibrant, livable, walkable, mobile, inclusive, diverse, and culturally alive – while preserving authentic Austin character.

The Downtown Austin Plan is both an inspiring vision and a detailed action plan for Downtown. It's a blueprint for economic and environmental sustainability. It contains over 100 specific recommendations, supporting goals for nine distinct districts. Many City projects are outlined; but the DAP also recommends public-private partnerships and other innovative tools to develop major projects that benefit the whole community.

Downtown
is everyone's
neighborhood.



Read the Downtown Austin Plan at : www.cityofaustin.org/downtown

7 Transformative Steps for the next 10 years

These positive steps are among those proposed in the Downtown Austin Plan to help realize the community's vision:

- 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.



7 Elements of the Downtown Austin Plan



HISTORIC PRESERVATION

Preserve and enhance the unique history and culture of Downtown.

ACTIVITIES & USES

Ensure that Downtown's future growth supports a vibrant, diverse and pedestrian-friendly urban district.



DENSITY & DESIGN

Ensure that Downtown can evolve into a compact and dense urban district.

THE PUBLIC REALM

Interconnect and enhance Downtown's network of public parks, open spaces and streets.



TRANSPORTATION & PARKING

Develop a multi-modal transportation system that improves access to and mobility within Downtown.

UTILITIES & INFRASTRUCTURE

Provide for phased utility and infrastructure upgrades that support Downtown redevelopment.



LEADERSHIP & IMPLEMENTATION

Implement the Plan within the resources and priorities of the community.

Coming up: The Downtown Austin Plan will go through several months of review by City Boards and Commissions, with opportunities for public comment, as it heads toward final adoption by City Council, anticipated in late Spring 2011. Please check the DAP web site for updated meeting dates and information.