

Dollars & Sense: Smart Strategies for Funding our Future

- Welcome & Orientation
- Main Presentations
 - Rebecca Leonard | *President of Design Workshop | Austin, TX*
 - Abe Farkas | *Director of Development Services @ ECONorthwest | Portland, OR*
- Panel Discussion + Q & A
 - Moderator: Kevin Johns | *Director of Economic Development | City of Austin*
- Poster surveys and informal discussions



South Central Waterfront Plan Initiative



Establish a vision and provide recommendations to guide public and private development over the next 20-plus years.

South Central Waterfront Plan Initiative

- A Community Conversation

Learn / Engage /
Explore
WINTER

- ✓ Waterfront *Walkabouts*:
 - ❑ Explore together, on-the-spot, issues & opportunities
- ✓ Waterfront *Talkabouts*:
 - ❑ Learn best practices & see examples from elsewhere
 - ❑ Active listening / Responsive feedback / Identify priorities

Walkabout #2

- Saturday, April 5
- 10am - Noon

Explore the **South Central Waterfront**

Join us for an outdoor adventure near the southern shore of Lady Bird Lake!

Walk along the creek & thru parking lots to the waterfront...

Waterfront Walkabout 2

Saturday April 5th
10am-12 noon
505 Barton Springs Rd.

Meet in lobby of One Texas Center (Barton Springs Rd. & S. First St.)
Dog and family friendly!

Please dress for the weather - wear comfortable clothes & shoes. Be prepared to walk outside on uneven terrain for about 2 hours (1.5 miles). We'll make two stops to rest and talk about the area. See route on map below.




Light refreshments will be provided. Help us be green & bring a refillable water bottle!

Share your experiences & ideas...

Imagine future connections...

Sponsored by the City of Austin's Planning & Development Review and Economic Departments with support from the Texas School for the Deaf.

Learn more about the South Central Waterfront at austintexas.gov/waterfront



South Central Waterfront Plan Initiative

- A Community Conversation

Learn / Engage /

Explore

WINTER

Envision

APRIL

Endorse

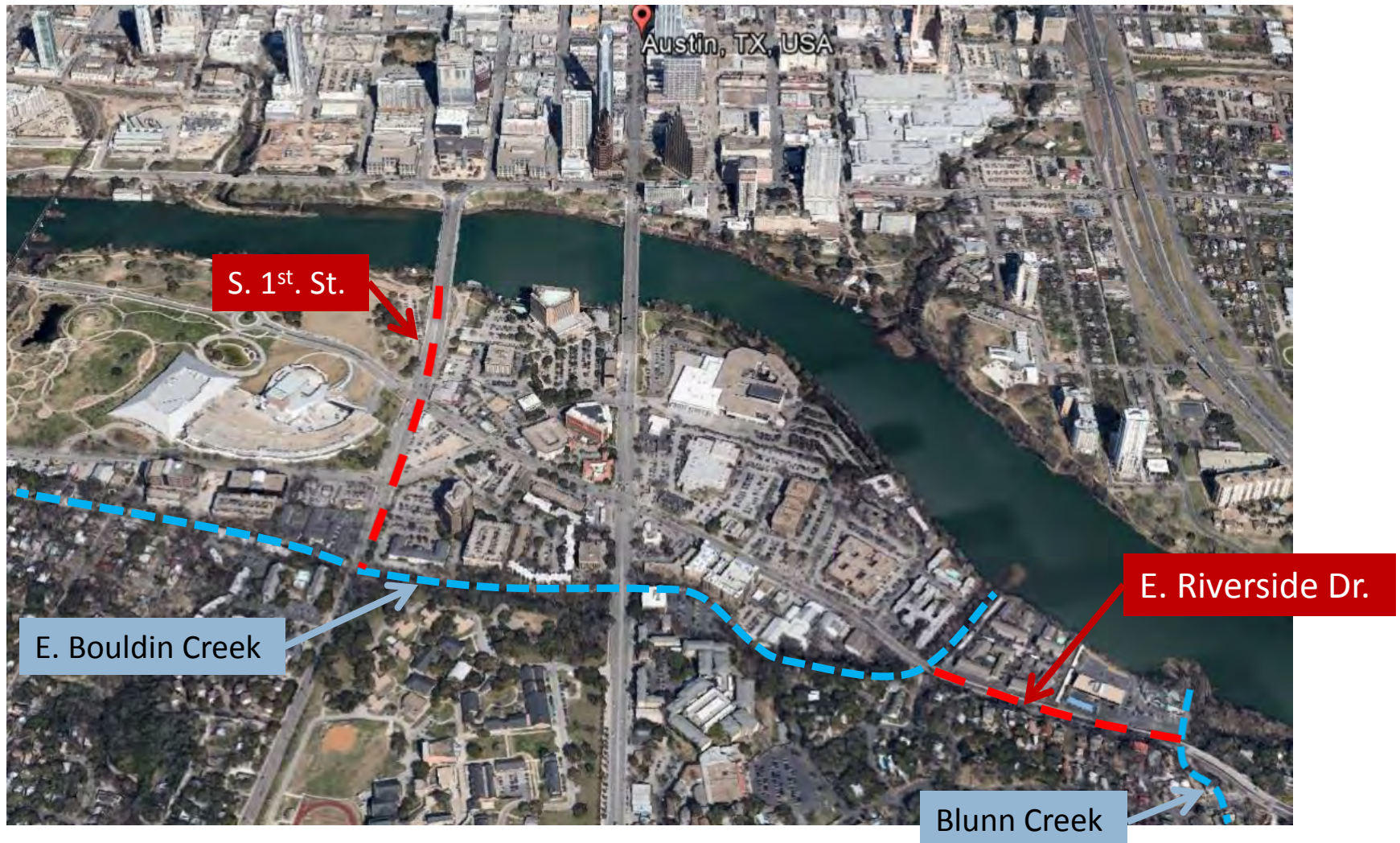
MAY

Refine
Details

SUMMER

- ✓ Waterfront *Walkabouts*:
 - ❑ Explore together, on-the-spot, issues & opportunities
- ✓ Waterfront *Talkabouts*:
 - ❑ Learn best practices & see examples from elsewhere
 - ❑ Active listening / Responsive feedback / Identify priorities
- ✓ Vision Workshop + Design Intensive:
 - ❑ Mapping our preferred future
- ✓ Present Vision Plan to Council
- ✓ Implementation Planning

South Central Waterfront Area



South Central Waterfront Area

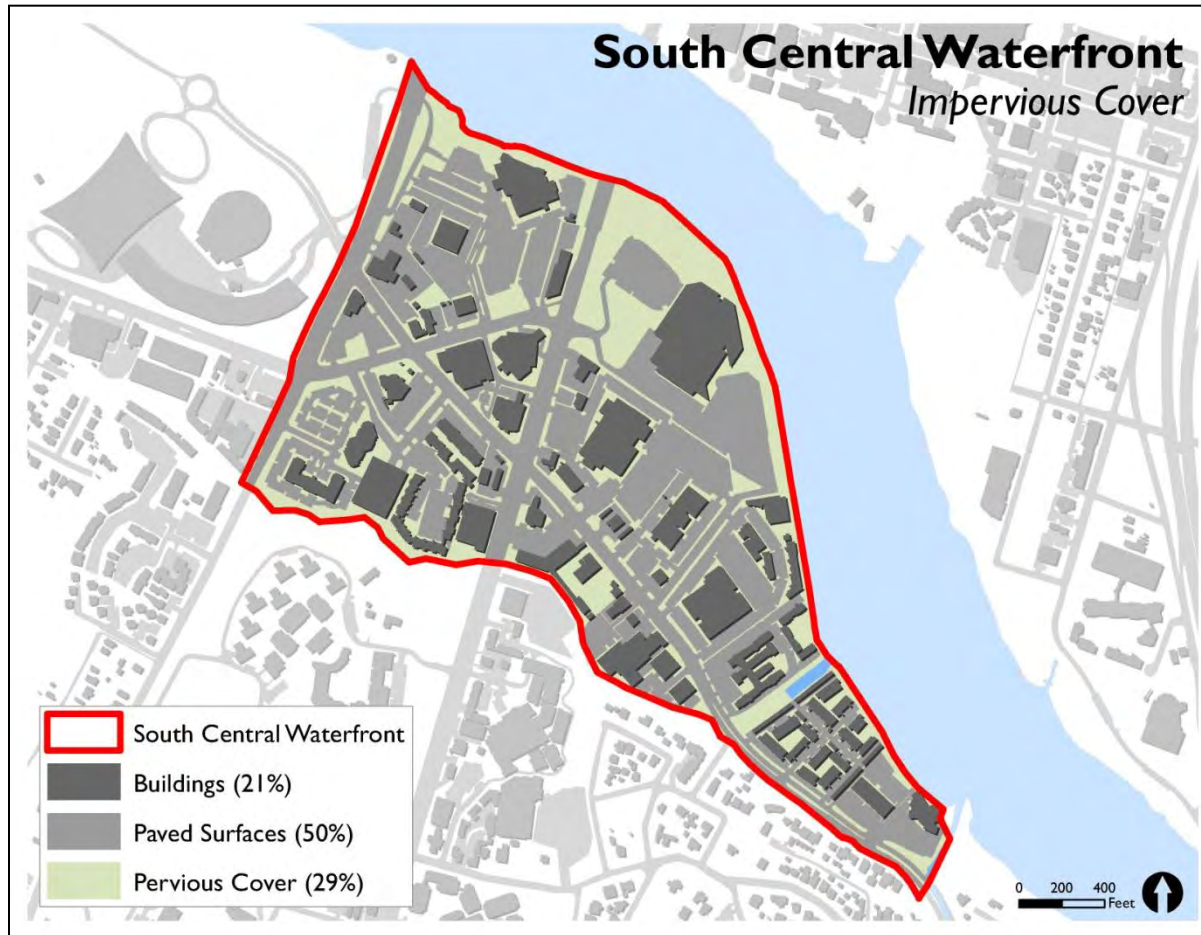


South Central Waterfront Area TODAY – “Bone Structure”



33 downtown
blocks could
fit into the
SCW

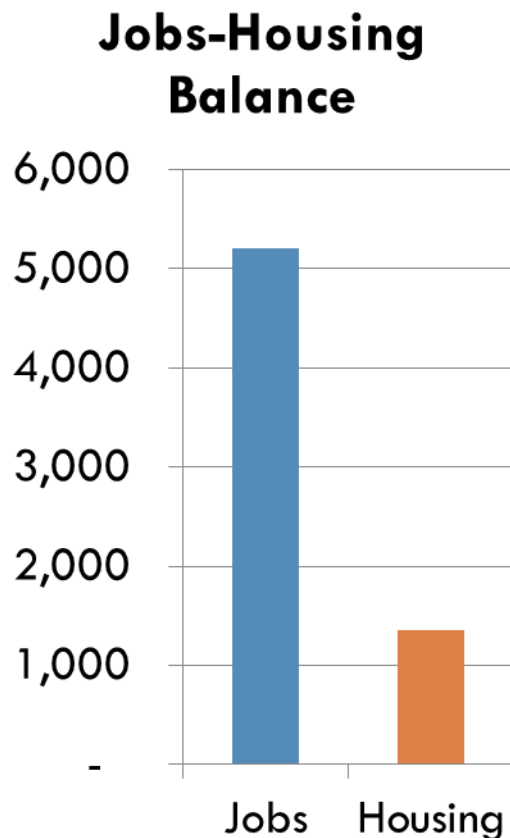
South Central Waterfront Area TODAY – “Skin Condition”



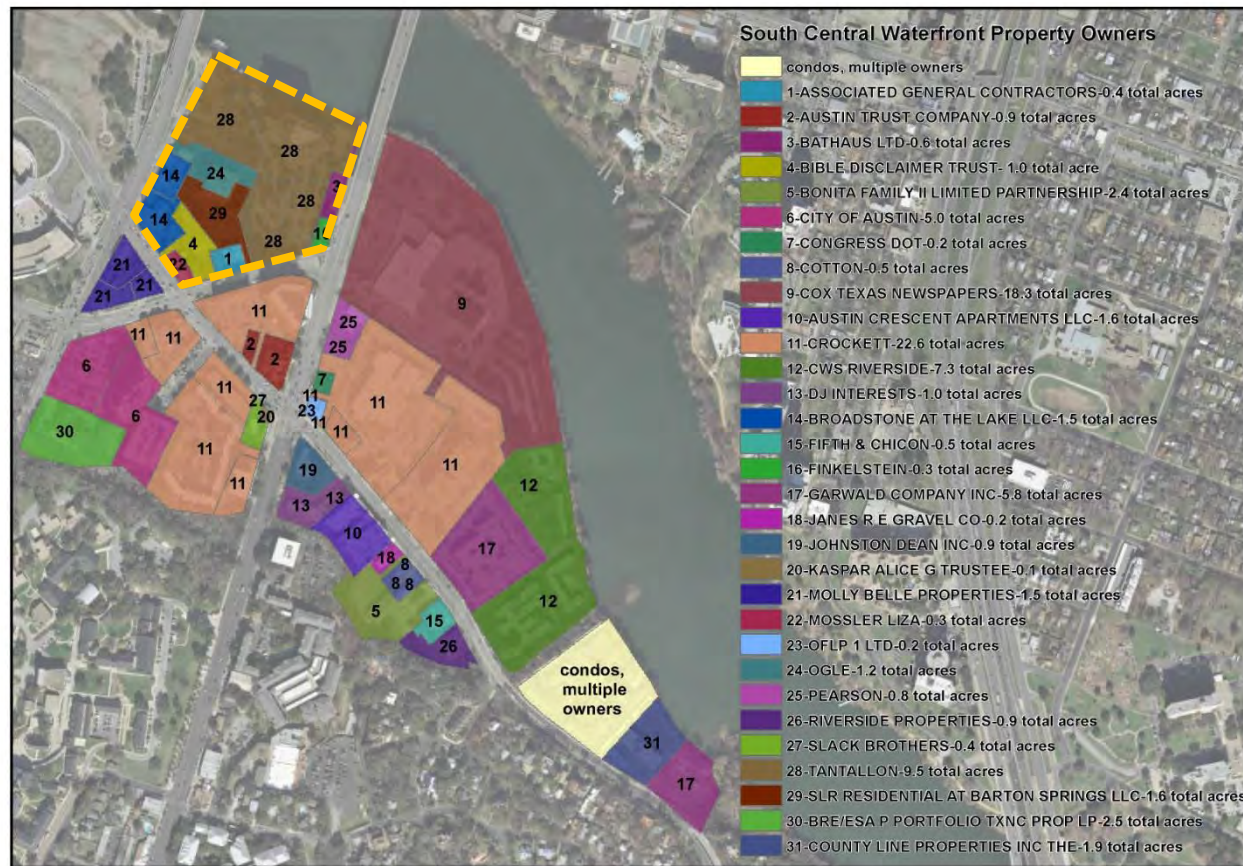
1/2 the
area in
surface
parking

South Central Waterfront Area TODAY - Auto-oriented Jobs Center

□ Jobs to Housing Ratio: 3.5



South Central Waterfront Area TODAY – Opportunity *Lost* & Found



9 owners

16 acres

Pretty much
done

Lady Bird Lake: South Central Waterfront -- Parcel Ownership



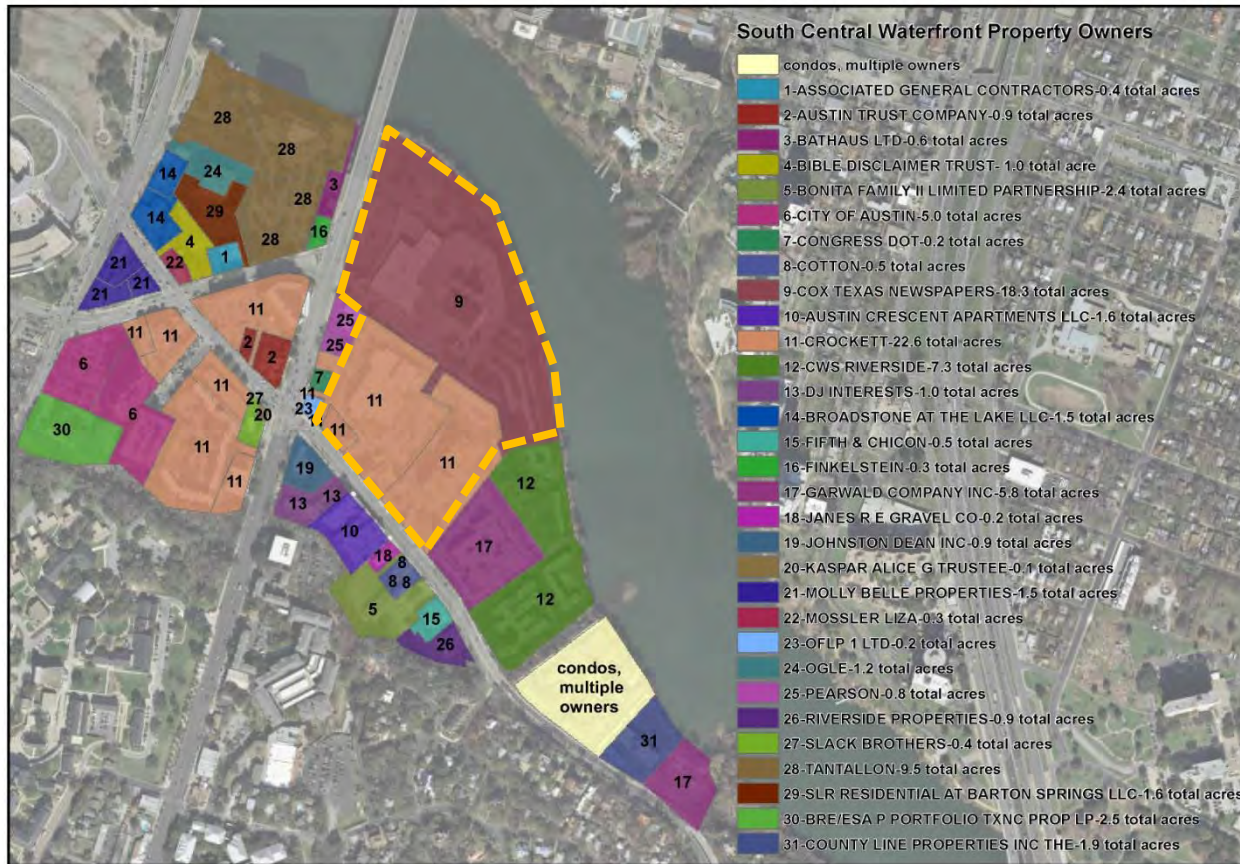
CITY OF AUSTIN
PLANNING AND DEVELOPMENT REVIEW DEPARTMENT

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. It has been produced by the Planning and Development Review Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

11/20/2013

South Central Waterfront Area TOMORROW?

Opportunity Lost & *Found*



2 owners

30 + acres

Yet to
happen

Lady Bird Lake: South Central Waterfront -- Parcel Ownership



CITY OF AUSTIN
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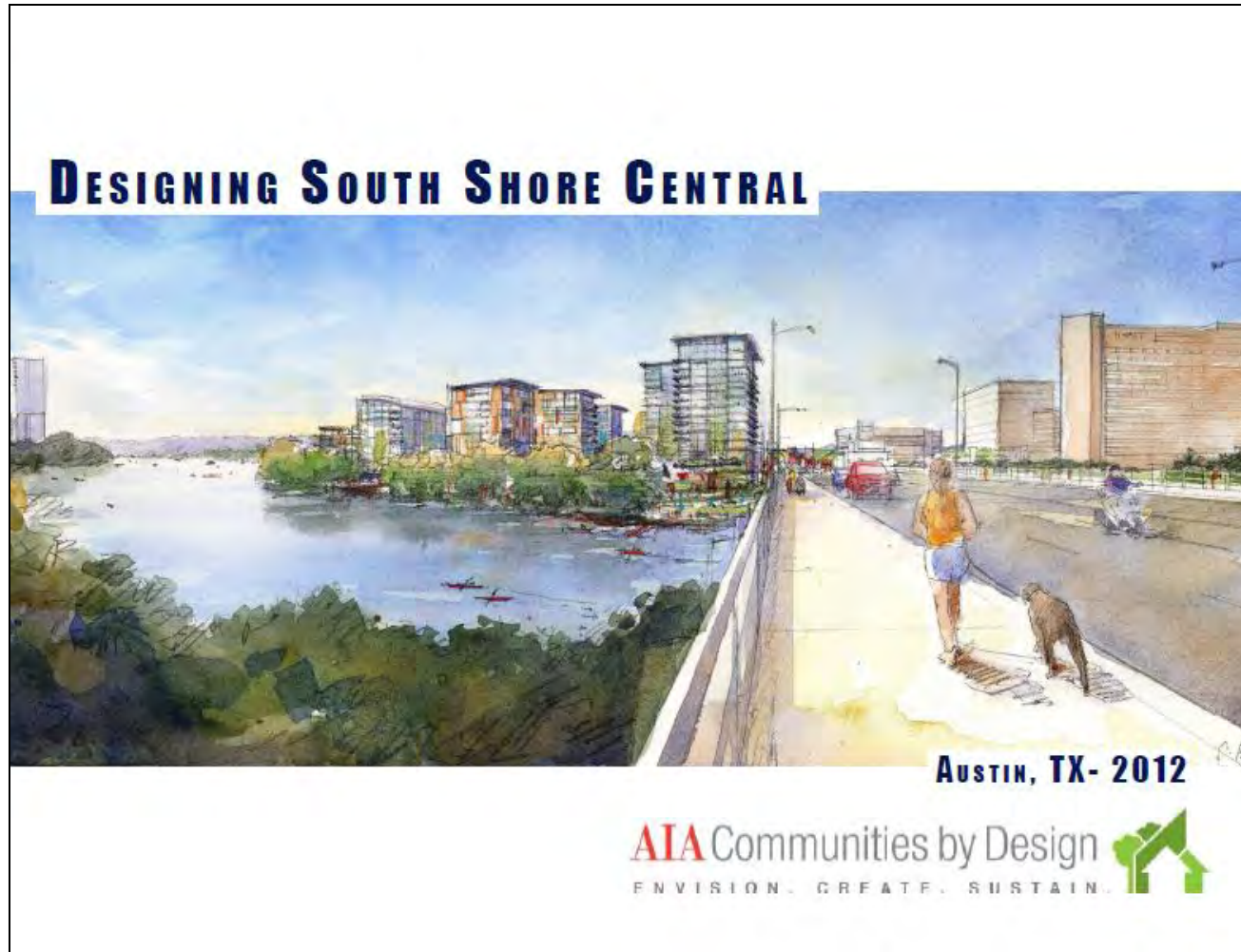
11/20/2013

Waterfront Planning Advisory Board sponsored - recent planning for South Central Waterfront

- 2012: AIA/Sustainable Design Assessment Team (SDAT) for South Shore Central
 - Public service of the American Institute of Architects



SDAT: an alternative scenario



SDAT: District Framework First, Private Development Second

- ☐ Increase Public Access along the Lake
- ☐ Increase Pedestrian Connections to the shore
- ☐ Improve water quality through Green Infrastructure
- ☐ Significant Affordable Housing



Green Infrastructure Framework

Elements of a Green Infrastructure System

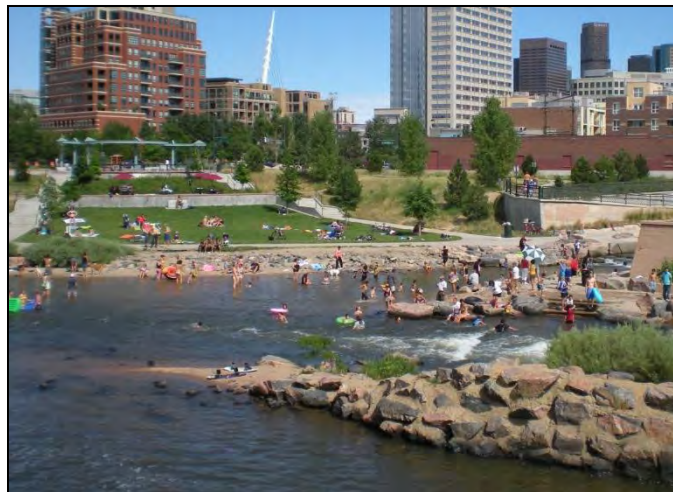


1. Intimate Waterfront Park

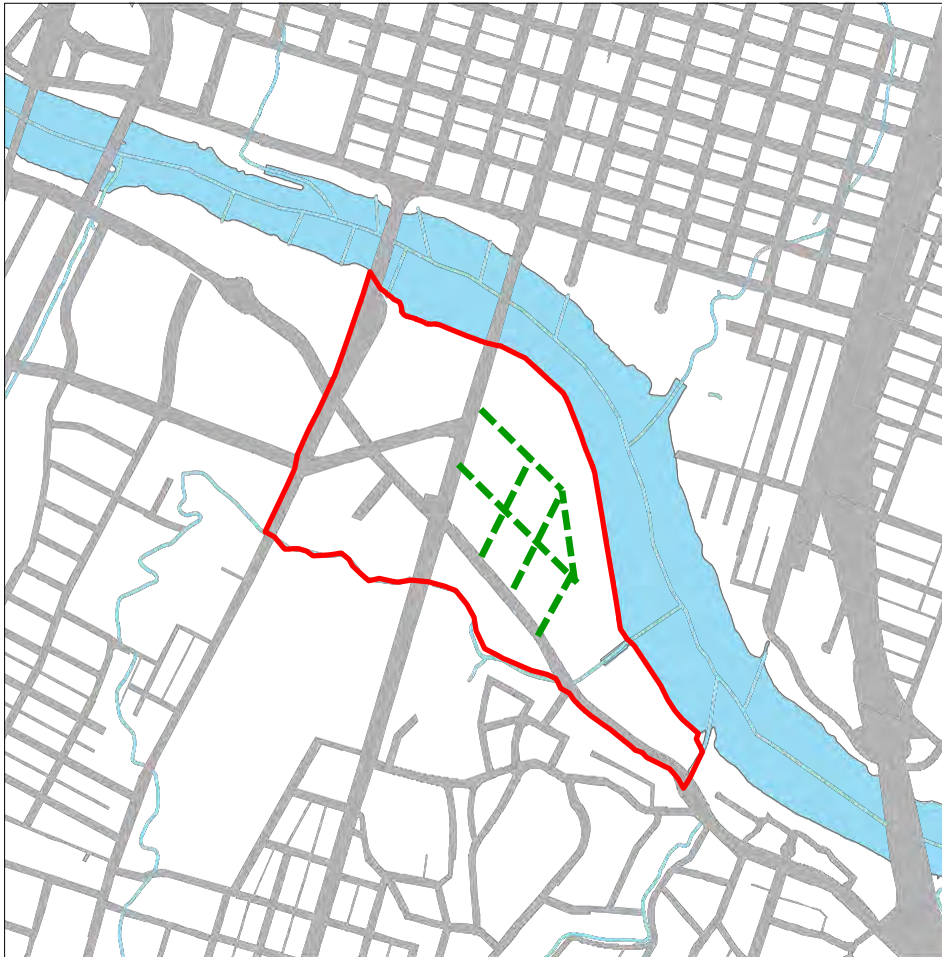
✓ 5 – 8 Acres

Expand beyond required lake setback @ key location

Intimate Waterfront Park

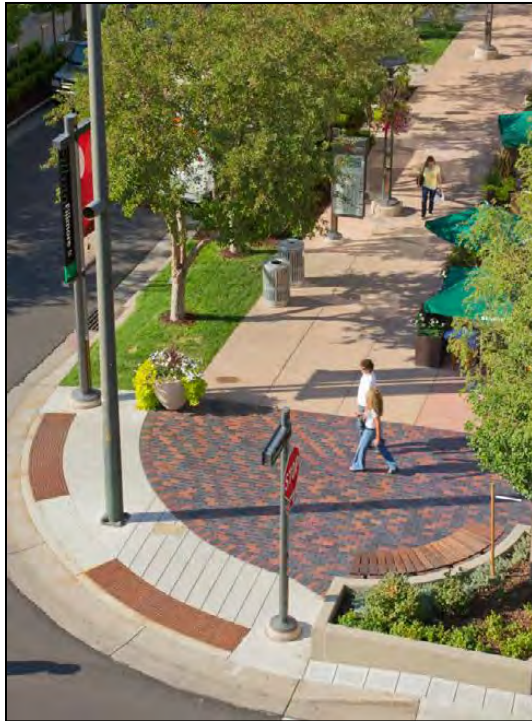


Elements of a Green Infrastructure System



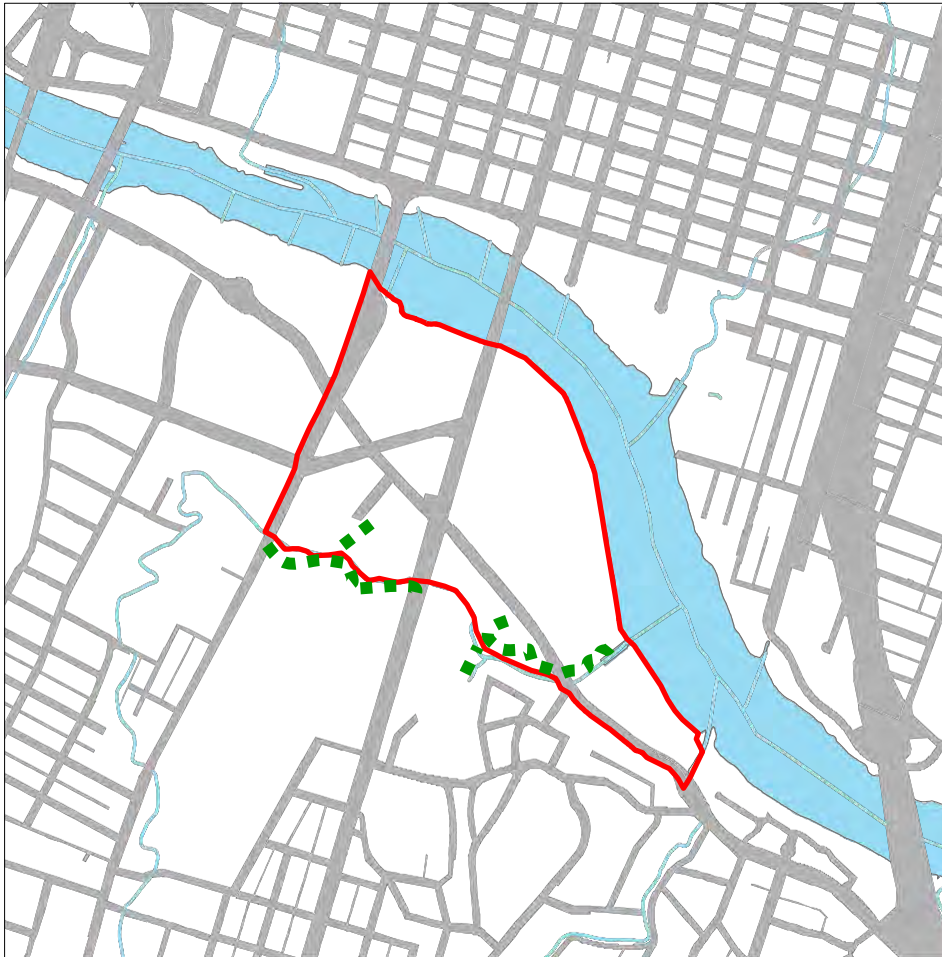
2. Green Streets

Green Street



Projects/images by: **Design Workshop**
www.designworkshop.com

Elements of a Green Infrastructure System



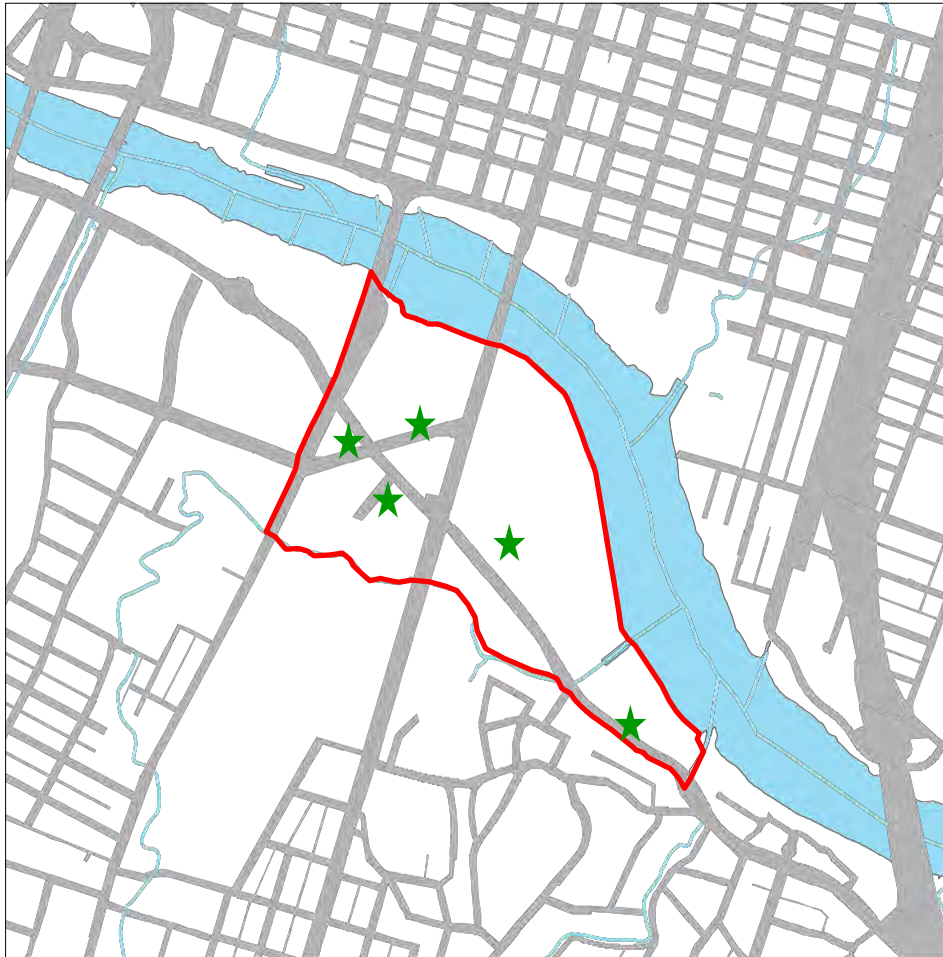
3. Urban Trail

- ✓ Connect to neighborhoods , access creeks

Urban Trail



Elements of a Green Infrastructure System



4. Green Nodes throughout

Green Nodes



UT/SOA: 2013 Texas Urban Futures Lab

- Building on SDAT framework
- Adding urban rail



TEXAS URBAN
FUTURES LAB

UT/SOA: 2013 Texas Urban Futures Lab



Current
Superblocks –
poor
connections

Green Street
system –
excellent
connections

UT/SOA: 2013 Texas Urban Futures Lab

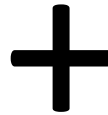


District framework
first

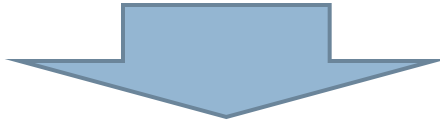
Private development
fits in and supports
the framework



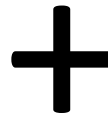
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TEXAS URBAN
FUTURES LAB
University of Texas
School of Architecture



2013: Sustainable Places Project (SPP)



envision
tomorrow™
a suite of urban and regional planning tools

3 Scenarios Modeled and Tested

Using Envision Tomorrow Plus

- Scenario 1: Base Zoning Build Out
- Scenario 2: SDAT Build Out
- Scenario 3: UT Studio



Trend: Lake Access is an issue



Lake Access Blocked by Building

Urban Sidewalk Only Required at Building Entrance

Active Building Front Not Required on All Streets

With Trend: Community Goals have no certain implementable plan

- Access to lake and open space
- Affordable housing
- Environmental performance
- Green infrastructure
- Walkability and bikeability



TOWN LAKE CORRIDOR STUDY



Scenario 2: (SDAT)

South Shore Central SDAT scenario

- Unified vision
- Significant increase of open space
- Improved connectivity and linkage to lake
- Affordable housing hardwired in



SDAT Scenario



**Lake Access is
Fundamental**

**Active Building
Front Good
Walking
Environment**

**Urban
Sidewalk with
Green
Features**



SDAT >



Base
Zoning >



Scenario 3: UT/School of Architecture Tx Urban Futures Lab

- Broad mix of building types, including point towers
- Larger units, targeted at families
- Affordable units mixed with market rate
- **Included Urban Rail**



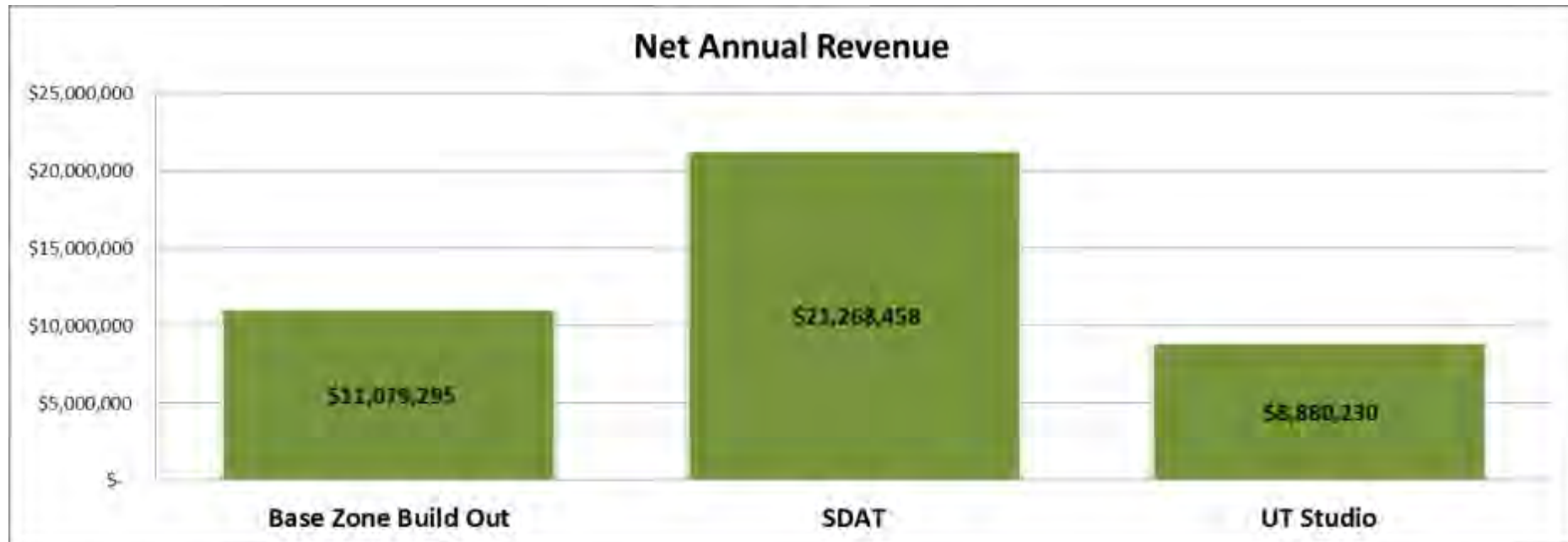
Total Population

- Between 5,000 and 9,000 new residents added to the district – 8,000 under the Trend



Net Annual Revenue for COA and AISD

- By including a good mix of non-residential (office and retail) in the area, the SDAT scenario achieves higher revenue
- Residential uses have higher service costs compared to non-residential uses

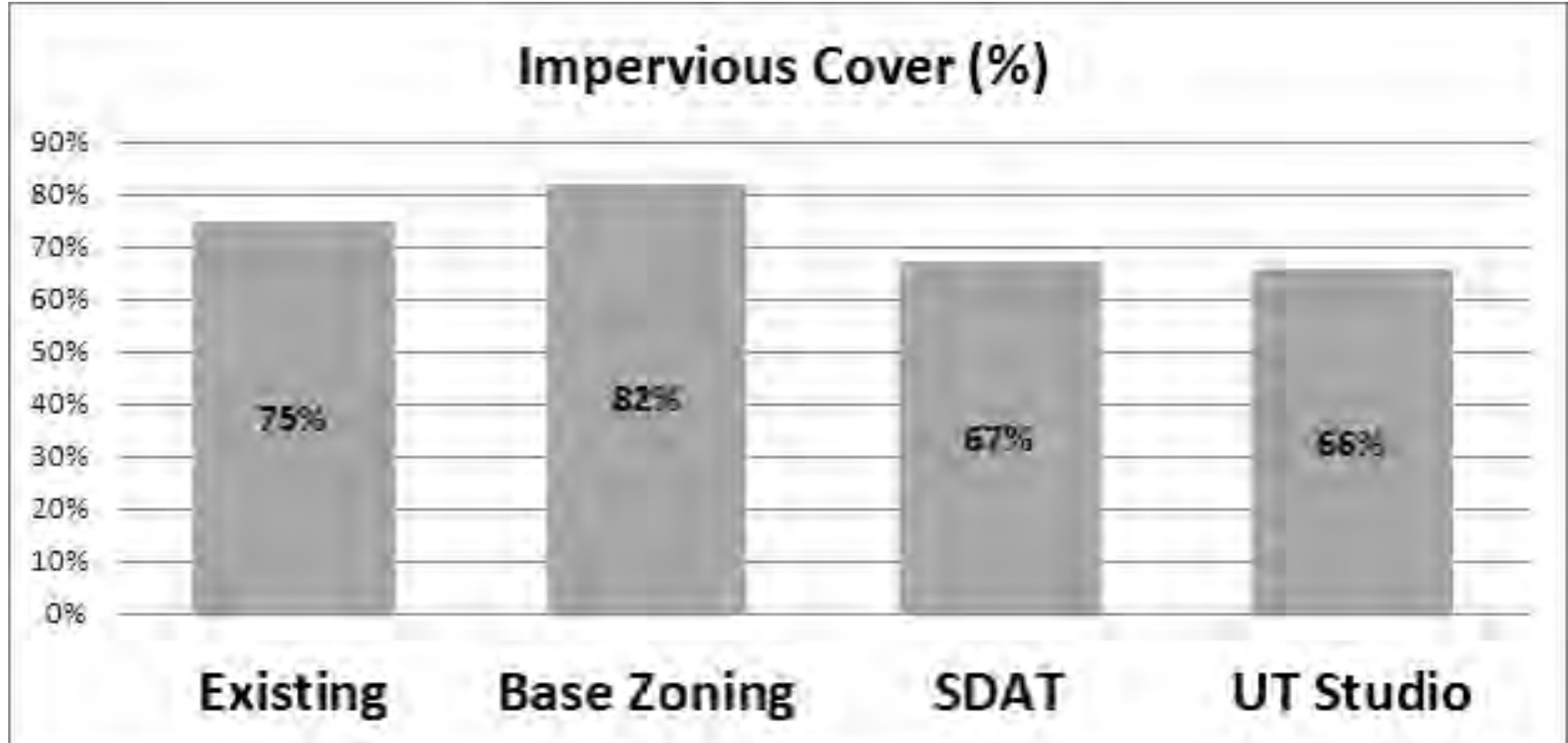


New Affordable Units

- SDAT: 14% of all units
- UT Tx Urban Futures Lab: 15% of all units

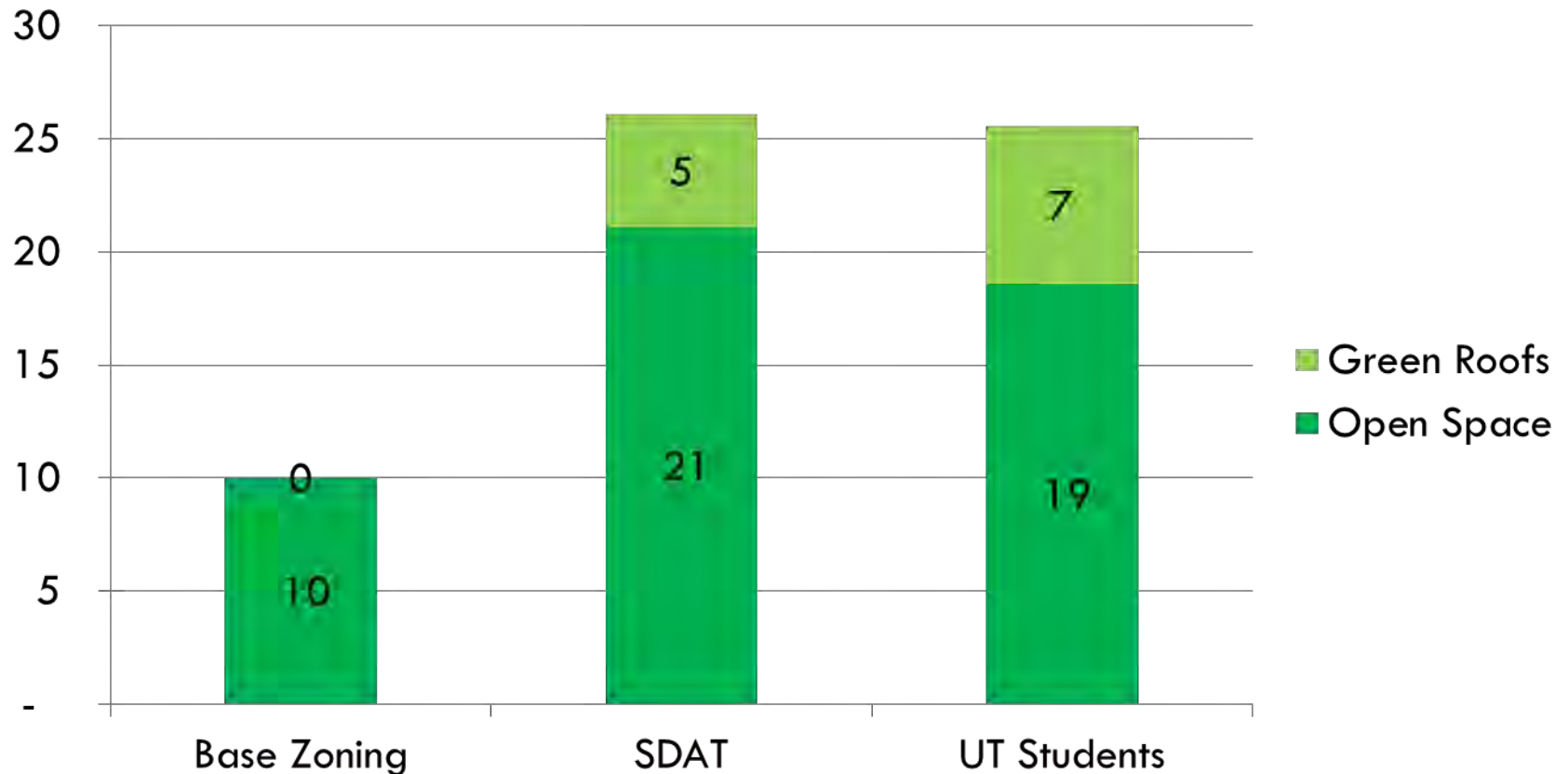


Impervious Cover: Entire Site

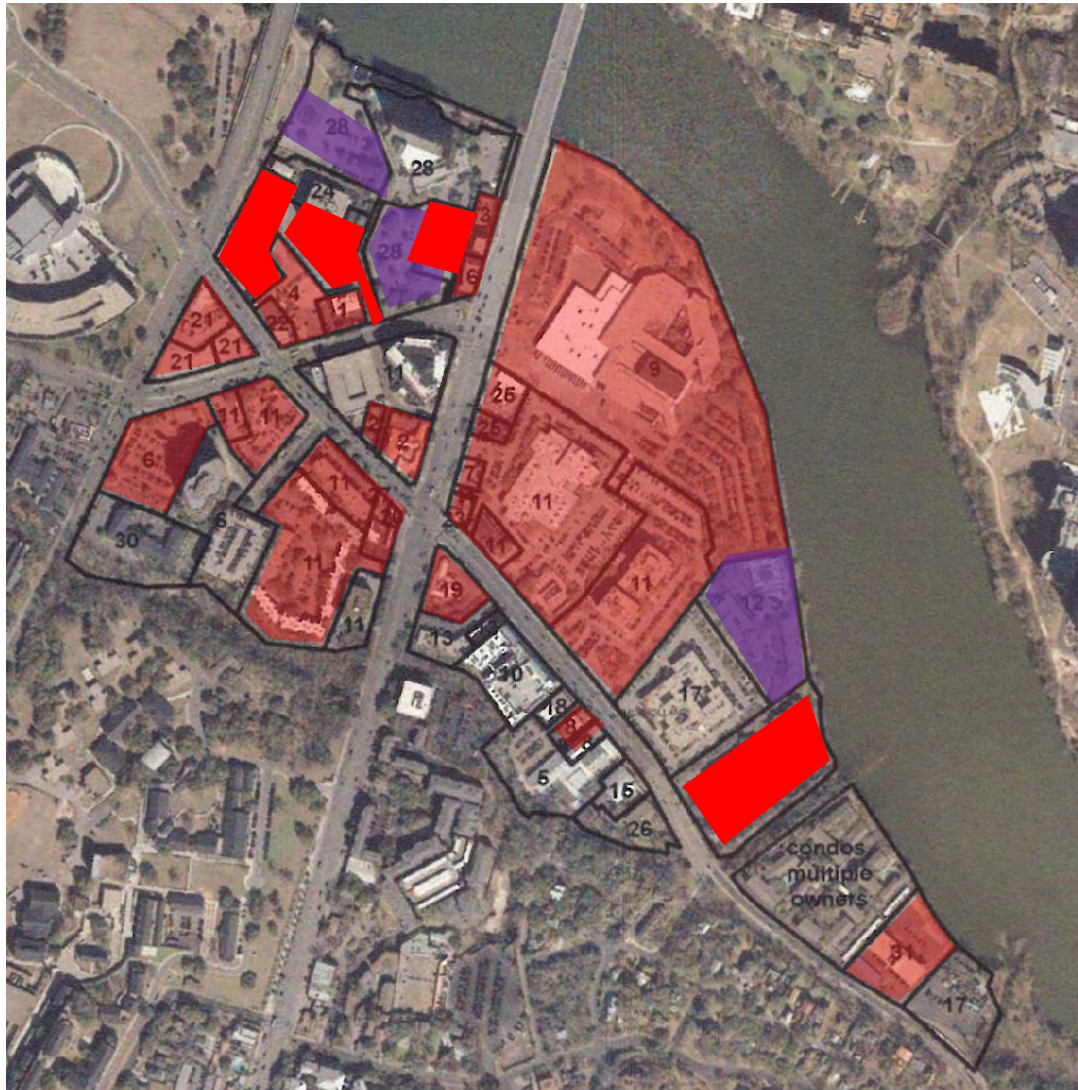


New Open Space (Acres)

- More than double the open space over Base Zoning

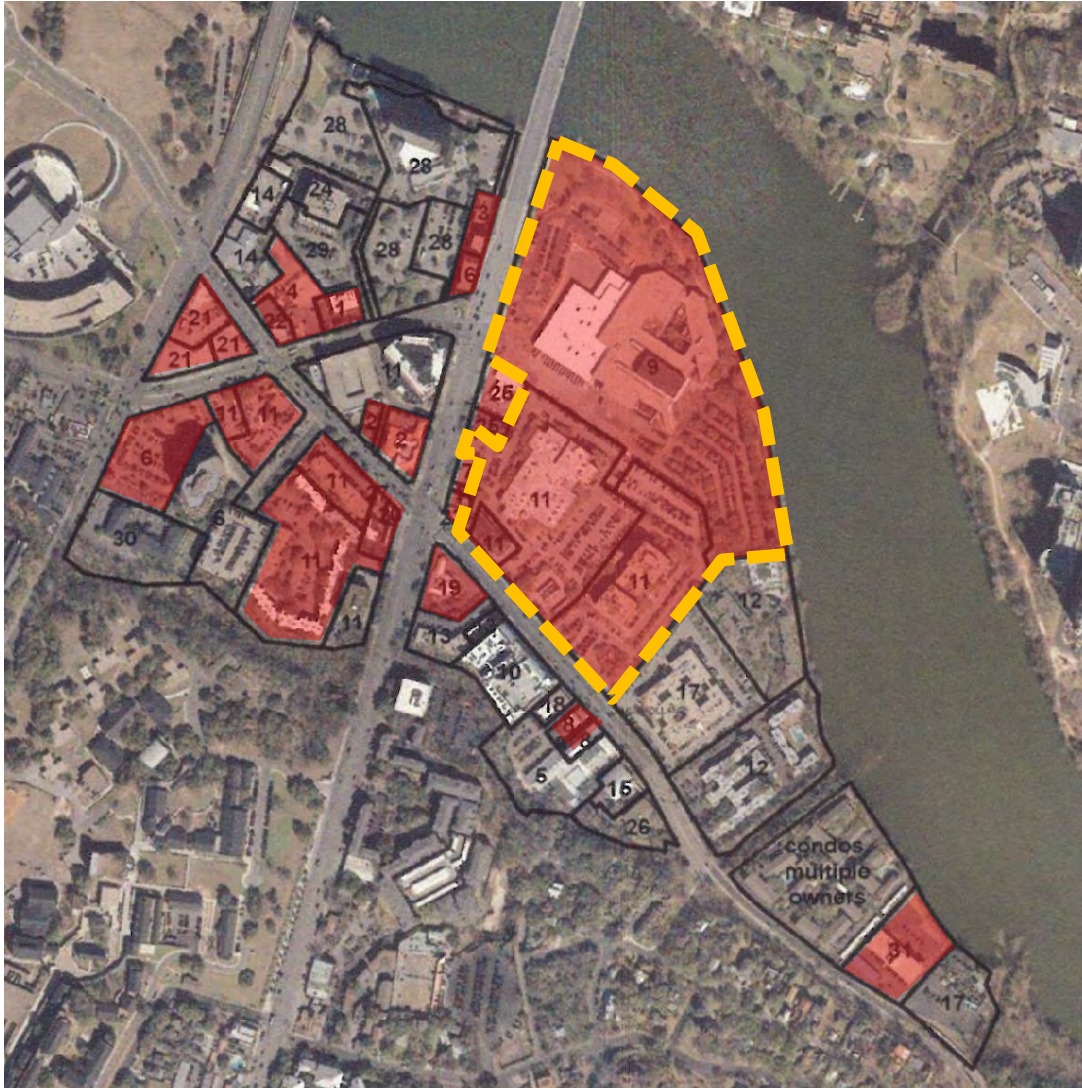


Where is redevelopment likely?



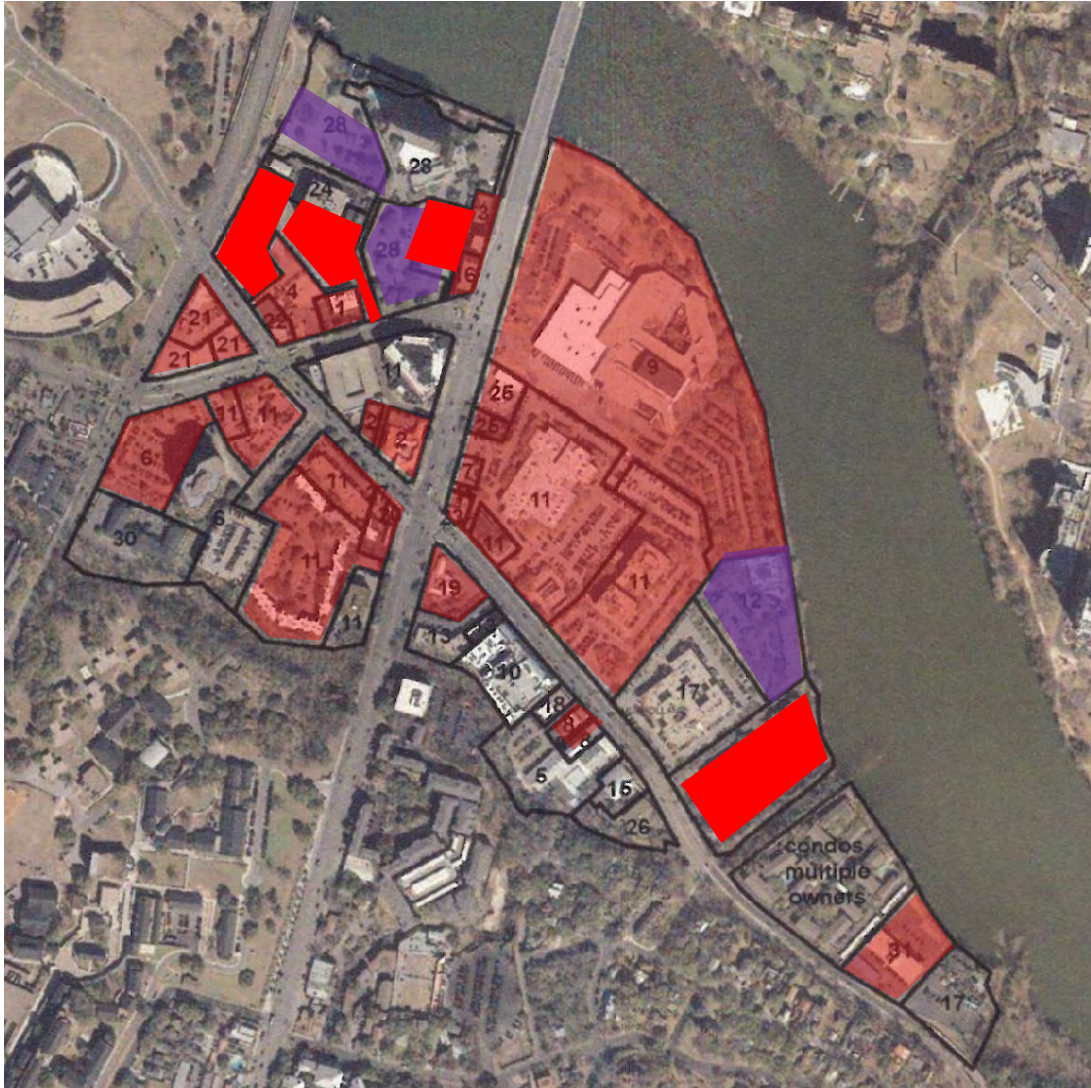
- Already underway
- Already PUD entitled
- At "Tipping Point" *
- * Economic incentive in place to redevelopment under current market and zoning

Where can we still plan ahead?



- 47 acres
 - 50% of SCW

- 30 Acres
 - 2 owners



At “Tipping Point”

\$1.2 Billion
in private
investment

South Central Waterfront Plan *Talkabout 3: SPEAKERS*

Dollars & Sense: Smart Strategies for Funding our Future



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ECONorthwest | Portland, OR*



□ Rebecca Leonard | *President,
Design Workshop | Austin, TX*

South Central Waterfront *Talkabout* 3: *MODERATOR*

Dollars & Sense: Smart Strategies for Funding our Future



□ Kevin Johns | *Director of Economic Development
City of Austin*

Tonight's 4 Posters | Draft Vision & Principles: Social, Ecological, Economic, Urban Design

South Central Waterfront

- DRAFT Vision:** In the future, the South Central Waterfront will be a place:
- where people will live, work, and play.
 - that achieves the highest levels of social equity, ecological health, and **economic prosperity**.
 - that is designed to have a unique identity that is at functional and beautiful.

Tonight's 4 Posters | Draft Principles: Social, Ecological, Economic, Urban Design

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DRAFT Economic Principles to Guide Development

- Provide financial motivation for private properties to **redevelop in accordance** with the Plan.
- Identify financial pathways that **leverage private reinvestment** to create and maintain the community amenities and benefits identified in the Plan.
- Coordinate public and private investments to create an **integrated, district-wide infrastructure network**.
- Focus on creating a district that is **economically-viable in the long-term**.

Slicky Notes

- How could these *Economic Principles* be stated better?
- What should be **added** to these *Economic Principles*?

Slicky Notes

- What *Economic Principles* are missing?