

# Butler Shores Area Cultural and Climate Innovation District (CCID)

Virtual Stakeholder Meeting #3

October 26, 2022

11:30AM – 12:30PM



# Welcome!

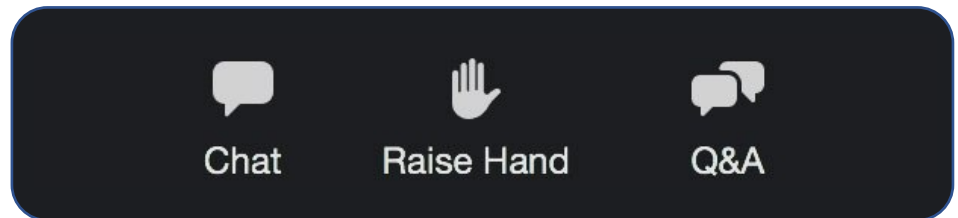
## Meeting Guidelines

### Spanish-language Interpretation

- Select the Interpretation option located at the bottom of your Zoom screen.
- *Si prefiere escuchar esta presentación en español, seleccione la opción Interpretación en la parte inferior de su pantalla.*

### Three ways to participate in today's meeting:

1. **Q&A** - (Preferred) Type your question on the Q&A feature located at the bottom of your Zoom screen.
2. **Chat** - Comment using the Chat box which routes to all panelists and hosts in a pop-out window and allows participants to add comments and questions.
3. **Open Discussion** – Raise your hand to share your thoughts during discussion time.





# Welcome!

## Today's Agenda

1. Meeting Guidelines
2. Background & Purpose of a CCID
3. Stakeholder Outreach Process
4. What We've Learned
5. What's Next

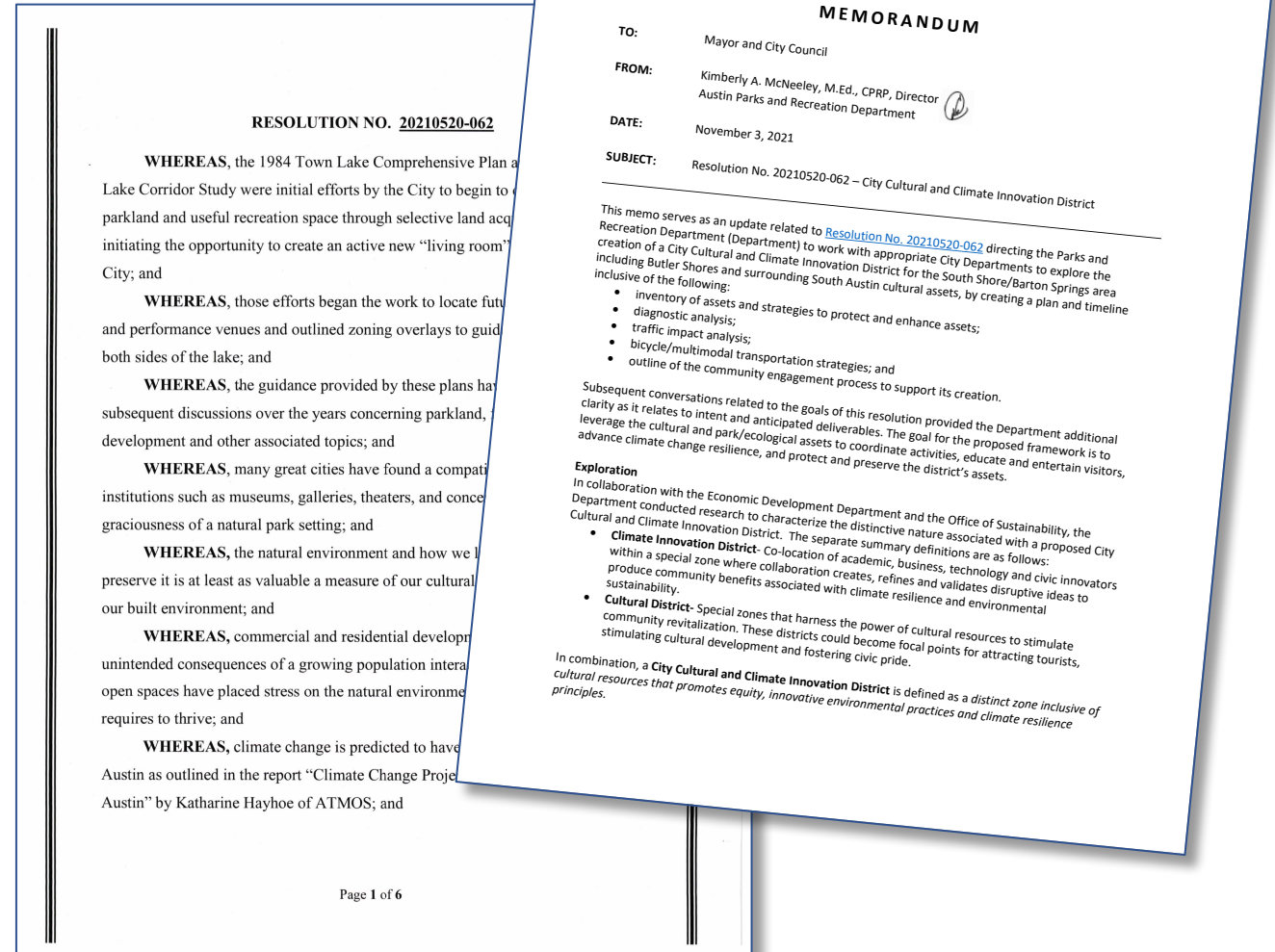
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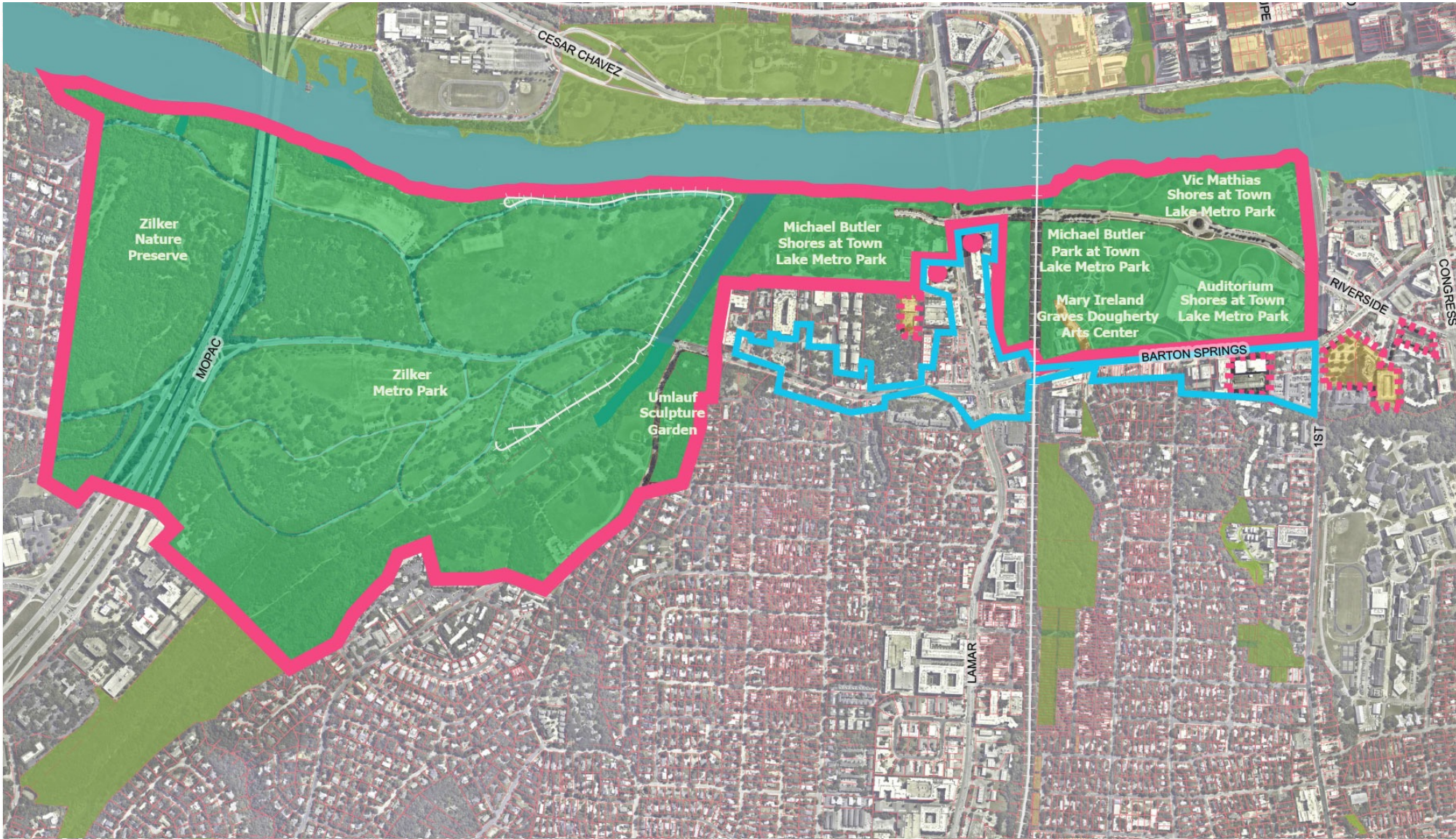
# CCID: Background & Purpose

The City of Austin is exploring the creation of a Cultural and Climate Innovation District (CCID) for the South Shore/Barton Springs area including Butler Shores and surrounding South Austin cultural assets.

The **goal for the proposed District** is to leverage the cultural and park/ecological assets to coordinate activities, educate and entertain visitors, advance climate change resilience, and protect and preserve the district's assets.







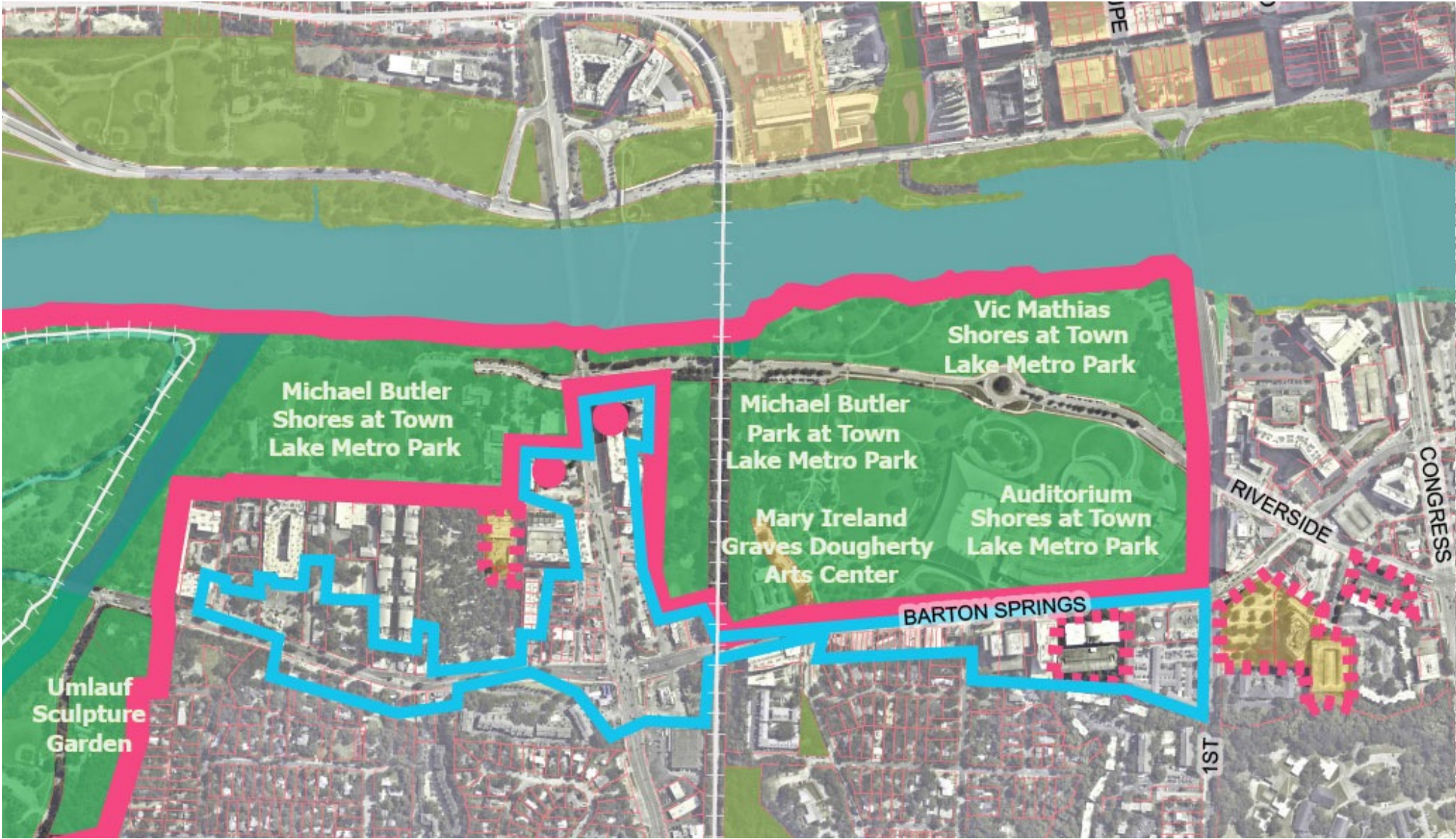
- Climate and Cultural Innovation District Boundary
- Additional Properties That May be Considered
- District Boundary, Private Commercial Properties
- City of Austin Parks (District)
- City of Austin Parks (Other)
- Land Base
- COA Parcel

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. This product has been produced by the Parks and Recreation Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



# Climate and Cultural Innovation District BASE MAP





- Climate and Cultural Innovation District Boundary
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**Climate and Cultural Innovation District  
BASE MAP**





# What's at Stake?

## What can the Innovation District Accomplish?

1

As the Butler Shores Area's commercial and residential development expands and grows, so does the population of residents along with mobility needs.

2

Growth is placing stress on the natural environment and is having a significant impact on the area's green spaces we rely on to thrive as a community.

- 
- The area's cultural assets **have never benefited from a coordinated and comprehensive assessment to address the area's competing needs or leverage the public investments to full effect.**
  - A CCID would explore and analyze these conditions and recommend planning to address the area's rapid transition due to private development, public investments for the DAC, transportation and mobility, and increasing population and density demands.

*The CCID suggests an ongoing organizational structure and a framework for these cultural and environmental assets to move forward in time.*

# Innovation Ecosystem

*“A key to the success of innovation districts is a willingness to observe, experiment with, and elevate what is great about the place where things are happening, where relationships are built, and ideas are germinated....”*



## Cultural

The public and private institutions, organizations and companies that drive, cultivate or support the Butler Shores Area’s innovation-rich environment.

## Social/Network

The relationships between actors—such as between individuals, firms, and institutions—that have the potential to generate, sharpen, and/or accelerate the advancement of ideas. This is a critical component that will facilitate and nurture innovation between the residents (commercial and residential).

## Physical

The public and privately-owned spaces—buildings, open spaces, streets and other infrastructure—designed and organized to stimulate new and higher levels of connectivity, collaboration, and innovation. Neighborhood-building amenities provide important services to residents and workers in the district. This includes medical offices, grocery stores, restaurants, coffee bars, small hotels, and local retail (such as bookstores, clothing stores, and sports shops).



# Building an Innovation District

## **Guiding Principle:**

*To elevate and celebrate the **values** of the Butler Shores Area, including arts, environment and climate.*

## **The Butler Shores Area**

### **Cultural and Climate Innovation District (CCID)...**

is defined as a distinct zone inclusive of cultural resources that promotes equity, innovative environmental practices and climate resilience principles.

### **A successful CCID plan will:**

- *be led by community leaders,*
- *seek to define the areas sense of place and cultural character,*
- *develop strategies to foster the co-existence of cultural programming and environmental sensitivity,*
- *develop strategies to enhance and protect both built and environmental assets, mobility and access innovations, and opportunities for cross-disciplinary interpretation.*

# Building an Innovation District

## *Guiding Principle:*

*To elevate and celebrate the **values** of the Butler Shores Area, including arts, environment and climate.*

## This planning effort will:

1. Determine the level of interest in creating a Culture and Climate Innovation District;
2. Explore boundaries/assets to be included of Culture and Climate Innovation District;
3. Explore the values/objectives of a Culture and Climate Innovation District;
4. Explore actions needed to initiate the creation of a Culture and Climate Innovation District.



# Stakeholder Engagement Activities

## Stakeholder Meeting #1

September 14

- Presentation to stakeholders to share project purpose, goals, framework and process
- 22 Registrants / 14 Participants

## Online Focus Groups

September 22 & 23

- In-depth discussions with essential stakeholders
- 18 Registrants / 12 Participants

## Individual Interviews

October 4, 12, 17

- In-depth discussions with essential stakeholders
- 4 Registrants / 3 Participants

## Stakeholder Meeting #2

October 7

- Presentation to stakeholders to share input gathered and get feedback on initial findings
- 17 Registrants / 15 Participants

## Online Survey

September 14 – October 7

- Survey gathering input on level of interest in CCID and level of concern on key topics
- 21 Respondents

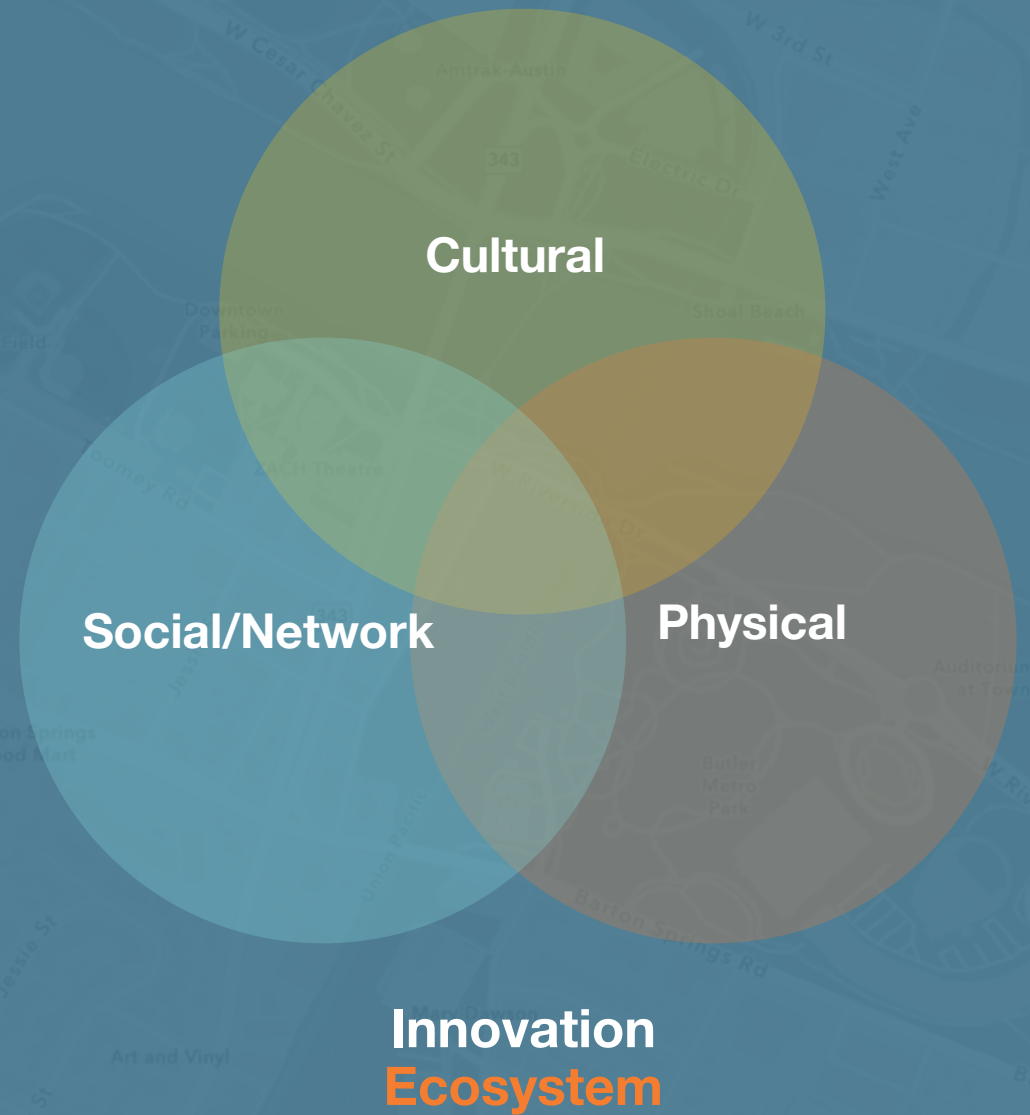
## Email Outreach

September – October

- 8 emails to over 300 area stakeholders (neighborhoods, community or civic organizations, cultural arts organizations, businesses, etc.), and phone calls

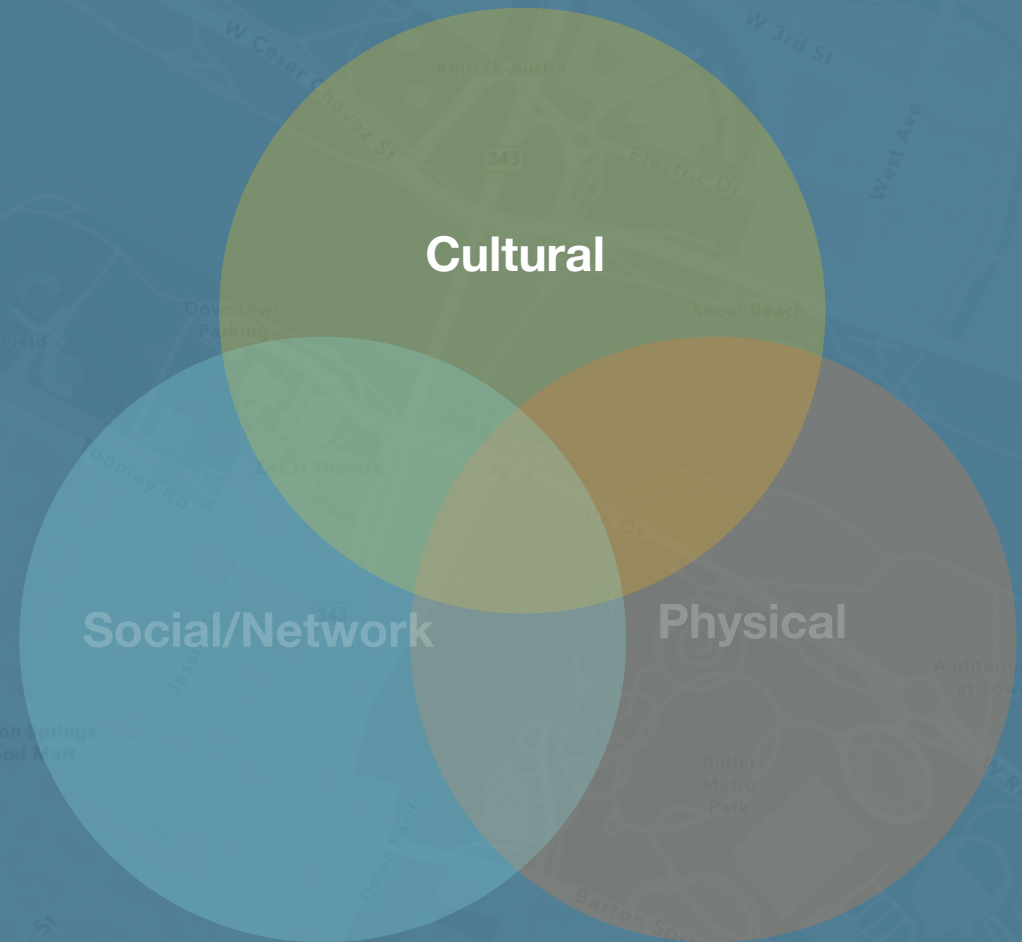
# What We've Learned

What's important to stakeholders about a Cultural and Climate Innovation District for the Butler Shores Area, and how it should move forward.



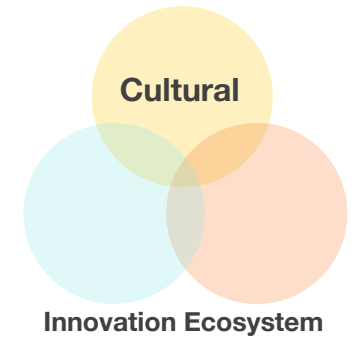


**Cultural**



**Innovation  
Ecosystem**

# Cultural Public and Private Institutions



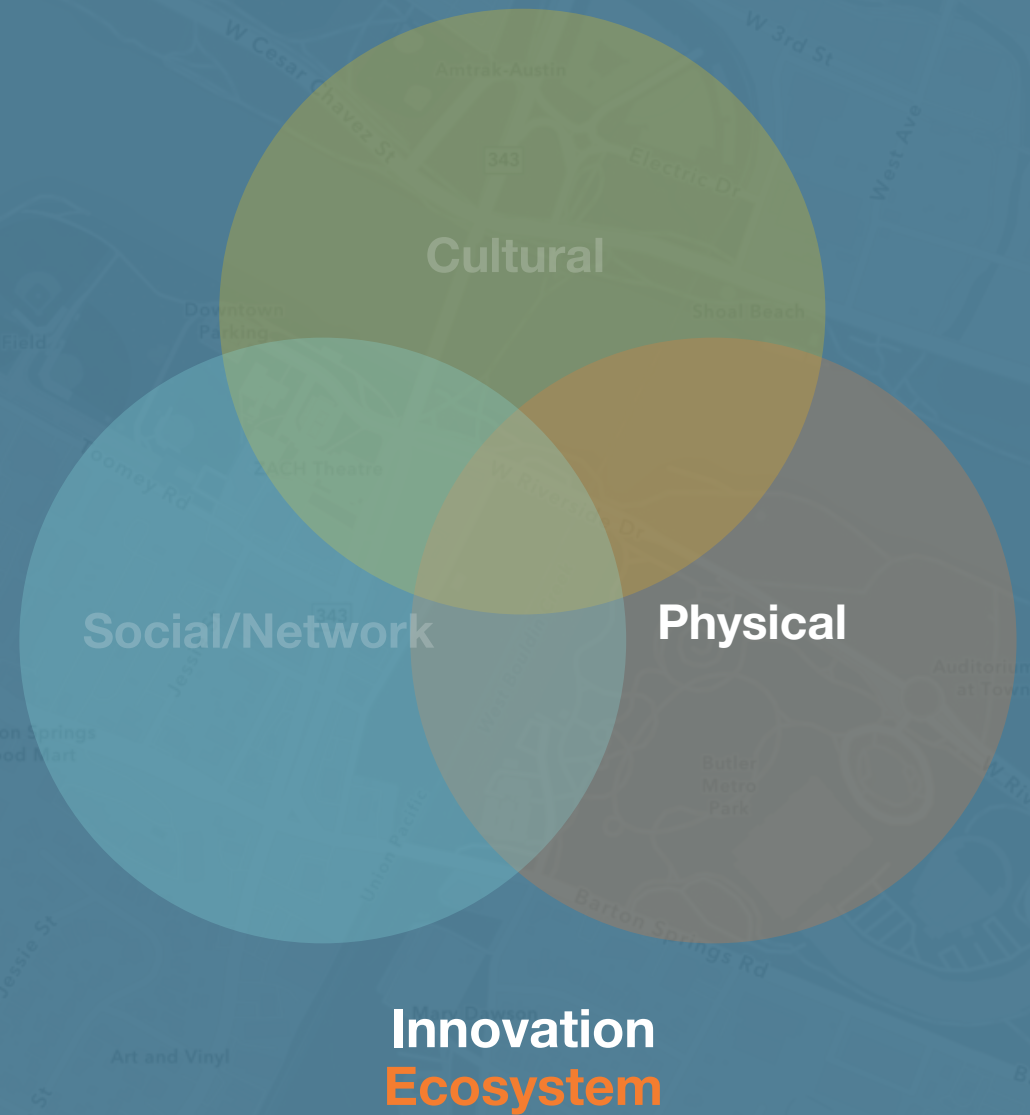
## Growing list:

- ADAPT
- Alliance Children’s Garden
- Altas Café
- Austin Lyric Opera
- Austin Nature and Science Center
- Austin Neighborhood Council
- Austin Sierra Club
- Austin Sunshine Camp
- Austin Tri Cyclist
- Autin Parks Foundation
- Baby Acapulco
- Babylon Healthcare PLLC
- Barkin' Creek Dog Kitchen-Bath
- Barking Hound Village
- Barton Hills Neighborhood Association
- Barton Hills Park Place
- Barton Springs Bike Rental
- Barton Springs Conservancy
- Barton Springs Pool and Bathhouse
- Barton Springs Saloon
- Benjamin Beau's Salon
- Black Leaders Collective
- Bouldin Creek Neighborhood Association
- Bouldin Creek Neighborhood Plan Contact Team
- Bridges on the Park
- Butler Pitch and Putt
- C3 Presents
- Chuy's
- Dougherty Arts Center
- El Alma
- Fab Architecture
- Friends of Austin Nature and Science Center
- Friends of Zilker
- Front Steps
- Girls Scout Cabin
- Greater Austin Performing Arts
- Green Mesquite BBQ & More
- Heart O'Texas Orchid Society
- Hillside Theater
- Juiceland
- Juliet Italian Kitchen
- Long Center for the Performing Arts
- McBeth Recreation Center
- Mexican American Cultural Center
- Mobility Justice Coalition
- Movability
- Palmer Events Center
- PUMA
- Rowing Dock
- Save Barton Creek Association
- Save Our Springs
- South Central Coalition
- South First IBIZ District
- Sunshine Camp
- Terry Black's Barbecue
- Texas Rowing Center
- The Trail Foundation
- Trek Bicycle Lamar
- Umlauf Sculpture Garden and Museum
- Waterloo Disc Club
- WeWork
- ZACH Theatre
- Zilker Boat Rentals
- Zilker Botanical Garden
- Zilker Park Working Group
- Zilker Neighborhood Association
- Zilker Trail of Lights Foundation/Kite Festival Foundation

*“Really work hard to include the local business owners and their customers.”*

# Physical

Question 2: Explore boundaries/assets to be included of Culture and Climate Innovation District.

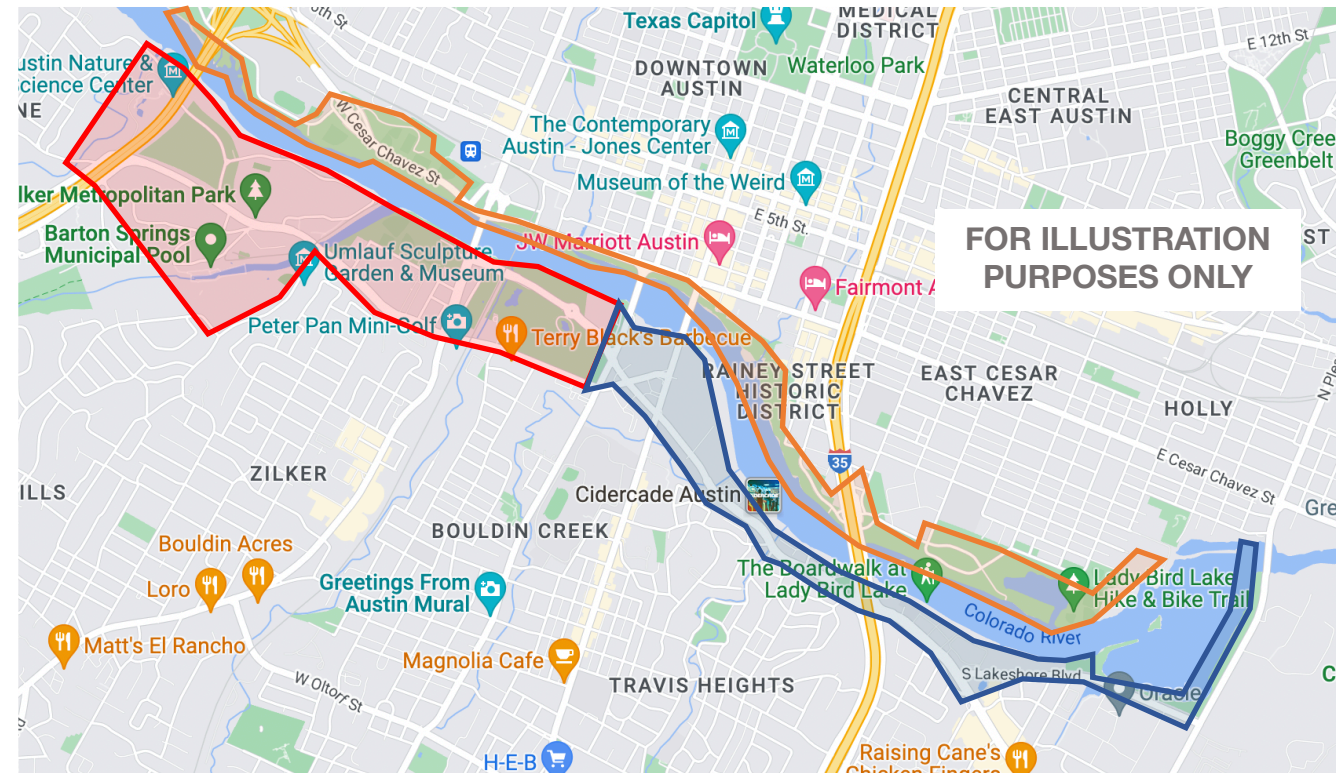
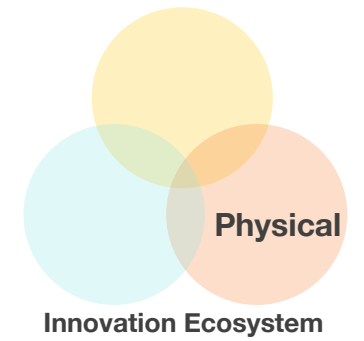




# Physical Boundaries

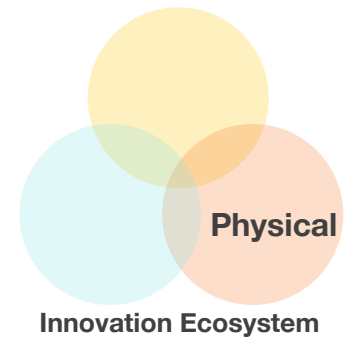
## Key Takeaways:

- Extend the district further east
- Go all the way to Congress Ave.
- Go all the way to I-35
- Go all the way to Pleasant Valley
- Include Lady Bird Lake
- Include areas all along the river/both sides of the shore and go further east to East Austin.
- Include north side of river along Cesar Chaves to get Seaholm and Library
- Don't include Zilker Park



## Physical

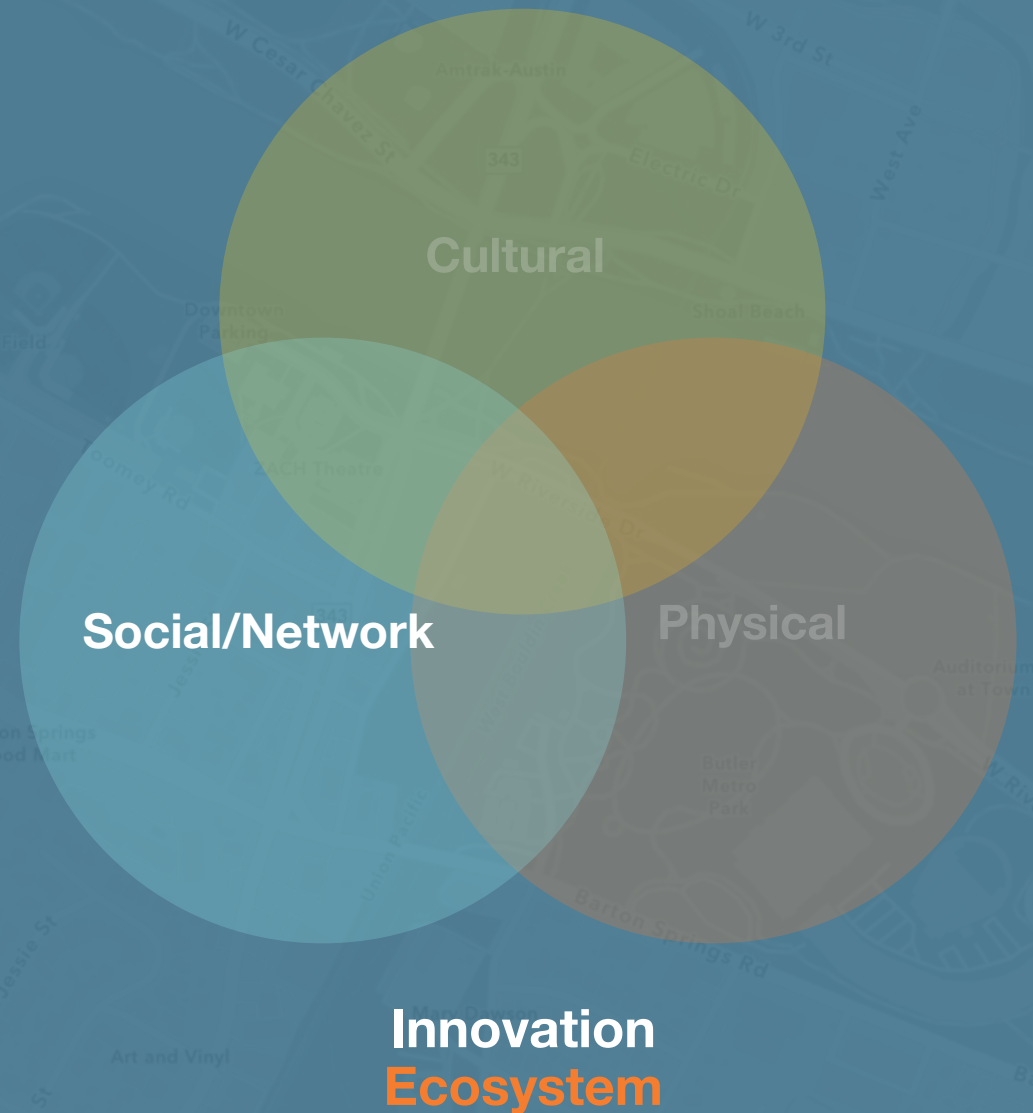
# Expectations: Access, Connectivity & Placemaking



- Invest in infrastructure (i.e. streetscape improvements, traffic-taming strategies)
- Enhance bikeways, sidewalks and transit service; limit autos
- A transportation mix that includes cars will be needed; address parking
- Ensure area is accessible to people of all abilities
- Increase signage, wayfinding and identification of district
- Make sure these are places for people (passive and recreational use) and that commercial interests don't dominate
- Create a circulator between the different cultural districts
- Focus on more passive, neighborhood activities rather than large events and venues that draw large crowds

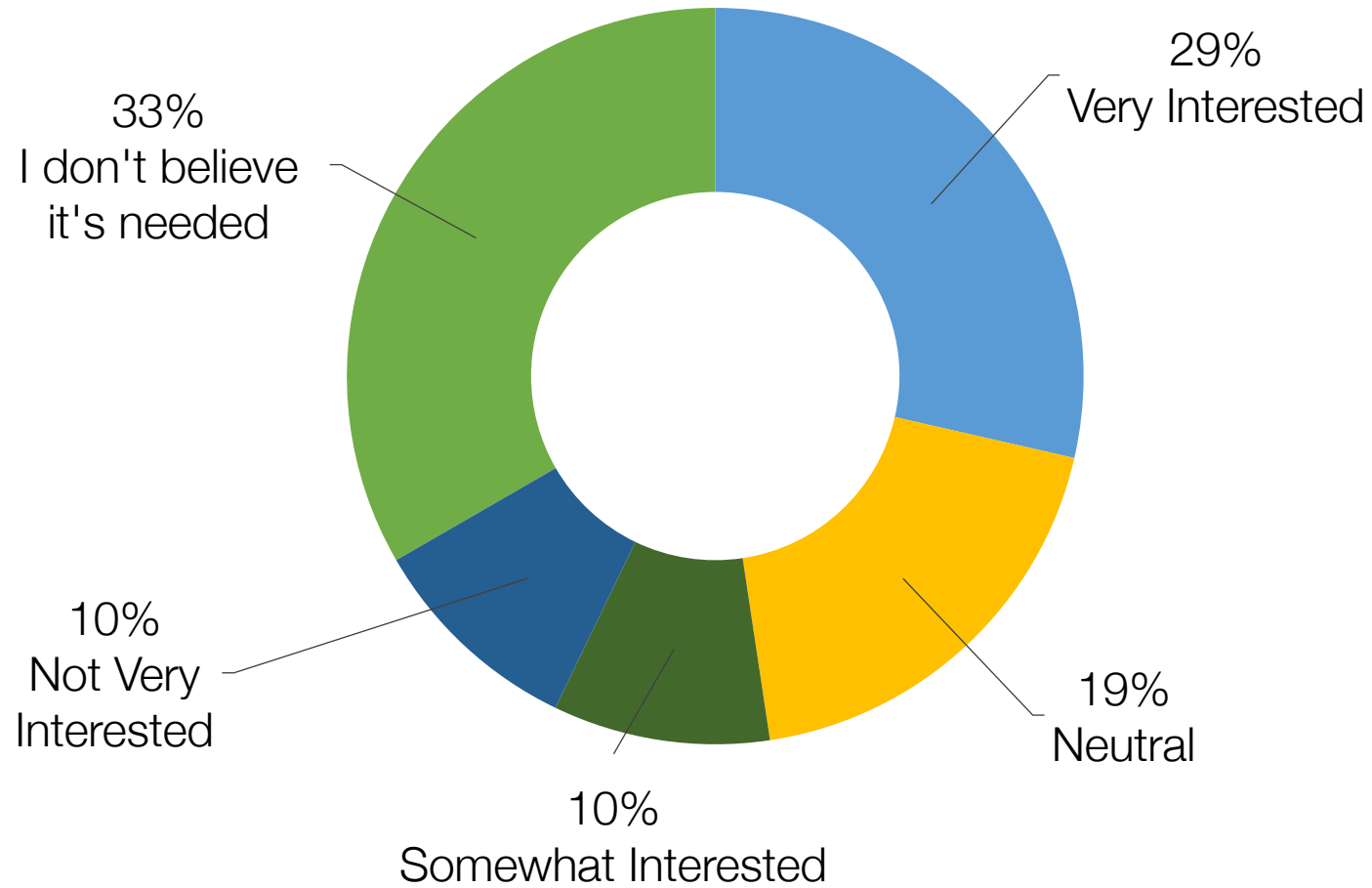
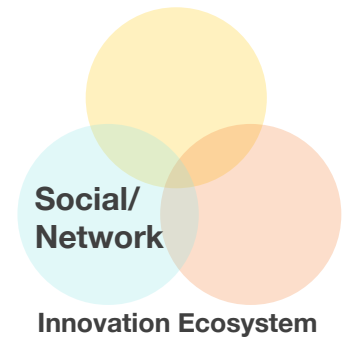
# Social/Network

- Question 1: Determine the level of interest in creating a Culture and Climate Innovation District.
- Question 3: Explore the values/objectives of a Culture and Climate Innovation District.

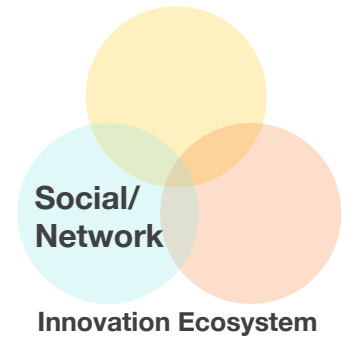




# Social/Network Level of Interest



# Expectations: Stakeholder Involvement



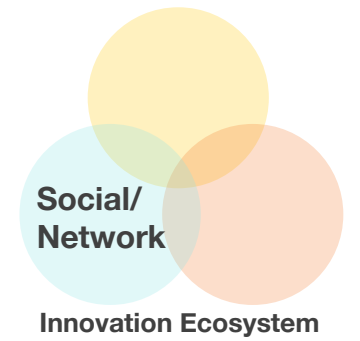
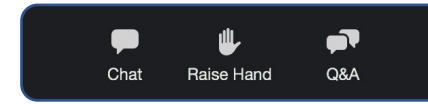
## *Engagement & Leadership:*

- Broaden community engagement
- Engage, educate and support local businesses
- Foster coordination and idea exchange among the cultural institutions
- Ensure effort is led by community leaders to foster success and sustainability of district
- Involve the overall community, all the stakeholders and end users

## Social/Network

# Defining Values

- Honor and celebrate this area's unique and beloved natural and human heritage
- Protect and foster the wellbeing of the land, the river, plants, animals and people
- Connect people with each other, with nature, and with arts, culture and civic institutions
- Create an accessible and inclusive environment that builds community and reflects our diversity, history and aspirations

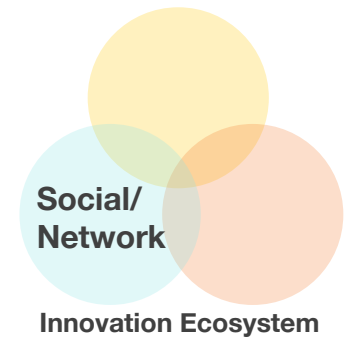
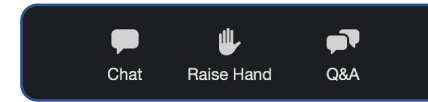




## Social/Network

# Defining Values

- Encourage active stewardship of, and contributions to, the area's health, equity, resiliency and creativity
- Educate people about environmental issues and showcase innovative solutions
- Respect and build on prior and current planning work to ensure community priorities are understood and integrated
- Foster active engagement of, and leadership by, local stakeholders and the broader community



# Stakeholder Expectations: Cultural Innovation

- Foster greater coordination between cultural institutions
- Educate people about the culture, heritage and the true history of the area
- Host activation events (music, dance, art) to create an identity and show support
- Build community and bring people together
- Create a place that is accessible and inviting to all people, which includes the programming at cultural centers and the naming of places.
- Storytelling and experiences so people see their communities, their heritage and their cultures reflected
- Create opportunities for people to eat, drink, shop, socialize and experience art
- Make it a "go-to" area that is safe and beautiful



Chat



Raise Hand



Q&A

# Stakeholder Expectations: Climate Innovation

- Protection of, and engagement with, Lady Bird Lake
- Educate people about the environment, challenges and climate resilience strategies
- Preserve and restore environment, and protect parkland, habitat and pollinators
- Use sustainable practices in land management, maintenance, operations
- Reduce use of personal autos and enhance bikeways, sidewalks and transit
- Help businesses and institutions adopt more green practices
- Integrate green energy technology and water conservation practices into new construction and park infrastructure
- Implement water quality controls to keep the waterways healthy
- Use storytelling / interpretive experiences to foster learning about people and place
- Spotlight innovative practices and ways Austin is advancing climate resilience
- Create an “Innovation Hub”



Chat



Raise Hand



Q&A





# What's Next?

# What's Next: Addressing Questions Raised

*Stakeholders raised questions that will need to be addressed if the City moves forward with this effort.*

*Common questions raised include those listed here:*

- How will this district work with previous and current plans and regulations?
- What regulatory structure will the CCID have?
- How will this be funded?
- What will be the requirements for the district and the entities involved?
- How will potential tensions between goals of a cultural district and a climate district be handled?
- How does this effort fit into the City's overall approach to districts?
- Does the City have sufficient resources (including staff time) and does the community have the bandwidth to take this on?
- How can we take lessons learned and best practices and apply those insights to this effort?

# What's Next

## Input Process



## Input Process





# Final thoughts. What's missing?



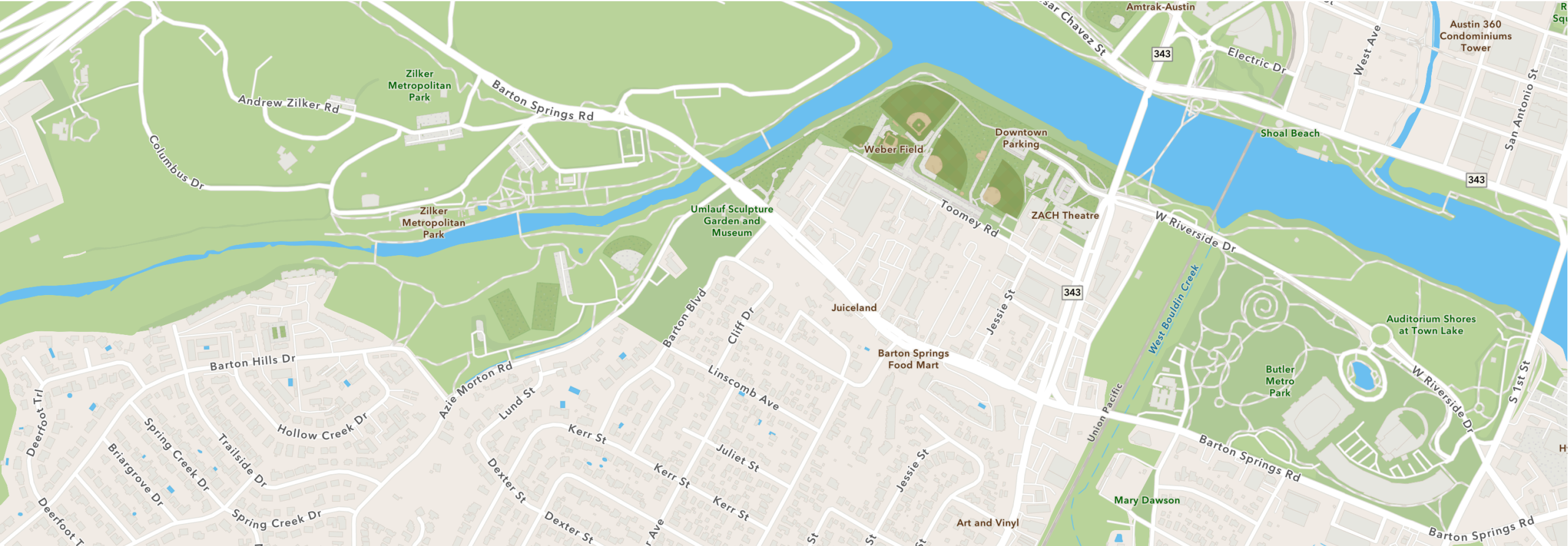
Chat



Raise Hand



Q&A



# Thank You!

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