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RESOLUTION NO.

The Palm District Master Plan

WHEREAS, bound on the west by Waller Creek, the south by Lady Bird Lake, the east by IH-35, and the north by Cesar Chavez Street, the Rainey Street neighborhood was once home to working-class Mexican American households; and

WHEREAS, the children of these families, along with other families from the Central East Austin neighborhoods, attended Austin Independent School District's Palm Elementary School, located on the corner of Cesar Chavez and IH-35, until its closure in 1976; and

WHEREAS, the 2016 Historic Resources Survey Final Report prepared by Hardy-Heck-Moore, Inc. for the City of Austin states that when East Avenue transformed into IH-35 as a racially motivated barrier, it "severed connections to neighborhoods and institutions that connected Austin's east side to downtown, including the Rainey Street neighborhood, Palm School, 6th Street, and the Waller Creek/Red River area"; and

Swante Palm School

WHEREAS, the Palm School was acquired by Travis County in 1986; and

WHEREAS, in November 2015 per the request of Commissioner Gómez, the Travis County Historical Commission accepted the charge of examining the current and previous uses of Palm School, obtaining a current appraisal, hosting community meetings with interested groups and individuals, determining possible future uses within the

22 framework of community value, and engaging staff and experts in determining the
23 financial implications of repurposing the facility; and

24 **WHEREAS**, in June of 2016, the Hispanic/Latino Quality of Life Resource
25 Advisory Commission suggested the City conduct a feasibility study to explore
26 repurposing Palm School into a museum that celebrates Mexican heritage, folk art, and
27 indigenous culture and recounts the gentrification and displacement that has occurred in
28 the Rainey neighborhood and East Austin; and

29 **WHEREAS**, in February of 2017, several City and County elected officials
30 sponsored a public meeting to receive comments about the future of Palm School, Palm
31 Park, and the Convention Center; and

32 **WHEREAS**, Resolution No. 20170209-033 directed the City Manager to provide
33 additional information about the financial needs of several issues and landmarks affecting
34 the eastern portion of Downtown, including Palm School and the associated parkland; and

35 **WHEREAS**, a July 6, 2017, staff memo stated that several financing concepts for a
36 Convention Center expansion could include additional funding for nearby historic sites
37 such as Palm School; and

38 **WHEREAS**, in a presentation made to the Austin City Council on August 15, 2017,
39 the Visitor Impact Task Force presented the recommendations from their final report,
40 which included support for the Austin Convention Center, but only in accordance with
41 several parameters, one of which being that the expansion “include additional allowable

area improvements that are important to the community, such as Palm School, Waller Creek, the MACC, the Red River Cultural District, and nearby historic landmarks;” and

WHEREAS, Resolution No. 20170831-060 directed the City Manager to allocate 15% of the hotel occupancy taxes to fund restoration of both city and non-city facilities and specifically identified Palm School as one such possibility; and

WHEREAS, on September 13, 2017, Council approved a budget rider related to the historic preservation hotel occupancy tax fund and again identified Palm School as a potentially eligible expenditure; and

WHEREAS, Resolution No. 20170928-052 directed the City Manager to, among other things, negotiate the acquisition of the Palm School for use as a public and civic space and to analyze funding options; and

WHEREAS, on April 12, 2018, Antenora Architects LLP, Limbacher & Godfrey Architects, and McCann Adams Studio presented Travis County with a historic structure report on Palm School to help inform decisions about the property’s future when the Health & Human Services Department is relocated; and

WHEREAS, the Travis County Commissioners Court next convened an advisory board to develop the provisions of a deed restriction that would govern the sale or long-term lease of Palm School in a “manner that balances and leverages its cultural, historic, and real estate value”; and

61 **WHEREAS**, on April 3, 2019, Travis County hosted a community meeting to
62 receive feedback on the parameters of a potential restrictive covenant, which is not
63 presently publicly available; and

64 **WHEREAS**, most speakers encouraged Travis County to use Palm School and the
65 surrounding property for public rather than private use, and several spoke in favor of
66 creating a museum; and

67 **WHEREAS**, from the February 2017 public hearing to the Waller Creek
68 Conservancy public input sessions to the most recent Travis County meeting, community
69 members have overwhelmingly emphasized the importance of maintaining public
70 ownership of Palm School and using the structure for cultural programming; and

71 ***Waller Creek***

72 **WHEREAS**, in June of 2010, the Council approved the Waller Creek District
73 Master Plan, which called for, among other things, “the improvement of pedestrian and
74 bicycle linkages to, across and along the creek corridor to connect Lady Bird Lake with UT
75 and East Austin and Rainey Street with Downtown” to help diminish the barrier effect of
76 IH-35; and

77 **WHEREAS**, Council amended the Austin Tomorrow Comprehensive Plan in 2011
78 by adopting the Downtown Austin Plan, which called for the transformation of Waller
79 Creek as a “linear park between Lady Bird Lake and UT, along with Palm and Waterloo

80 parks to provide a green ‘necklace’ that can support the revitalization of Downtown’s east
81 side”; and

82 **WHEREAS**, Council approved an extension of the Waller Creek Tax Increment
83 Reinvestment Zone term in February 2018 and committed to issue up to \$110 million of
84 debt to be reinvested into parks funding; and

85 **WHEREAS**, via the Waller Creek District Master Plan (Ordinance 20100624-151),
86 the Council approved voluntary design guidelines for the Waller Creek District to guide
87 development in accordance with the vision for the Waller Creek chain of parks; and

88 **WHEREAS**, the Waller Creek District Master Plan indicates that improvements to
89 Palm Park could “establish a stronger and more complementary relationship to the creek,
90 the Convention Center and the District as a whole” and that the adjacent Palm School
91 “presents an opportunity to engage and reinforce the park, particularly if County services
92 were to relocate or reconfigure, and be replaced or augmented with complementary
93 community, cultural and educational activities”; and

94 ***Emma S. Barrientos Mexican American Cultural Center***

95 **WHEREAS**, in response to the loss of important Mexican American cultural
96 institutions in the eastern Downtown area in the 1970s and 1980s due to gentrification and
97 displacement, community members began proposing the establishment of a cultural
98 facility; and

99 **WHEREAS**, in 1998, the voters approved bonds to construct the Emma S.
100 Barrientos Mexican American Cultural Center (ESB-MACC) in the southwest portion of
101 the Rainey Street National Register Historic District due to the neighborhood’s strong
102 connection to the Mexican American community; and

103 **WHEREAS**, in May 2018, Council approved the Emma S. Barrientos Mexican
104 American Cultural Center Master Plan, which will guide expansion of the existing facility
105 and addresses mobility, access, and circulation with particular attention to the “Gran
106 Entrada,” or entrance to the complex from Rainey Street, the relationship to the waterfront
107 at Lady Bird Lake and Waller Creek, and to the neighboring commercial and residential
108 properties; and

109 **WHEREAS**, in November of 2018, voters approved \$27 million in bond funds for
110 the second phase of the ESB-MACC, which will enable the facility to enhance its mission
111 and provide an opportunity for this facility to contribute toward the coherent vision of this
112 area; and

113 ***Rainey Street***

114 **WHEREAS**, in 1985, the Rainey Street Historic District was added to the National
115 Register of Historic Places; and

116 **WHEREAS**, in June of 1999, Council directed the City Manager to work with
117 residents, business owners, and property owners in the Rainey Street area to develop “land
118 use objectives and priorities for the area”; and

119 **WHEREAS**, Resolution No. 20000601-063 directed the creation of a
120 comprehensive master plan for the Rainey Street area and identified a consultant, but this
121 planning effort was subsumed into the Downtown Austin Plan; and

122 **WHEREAS**, in 2003, the Downtown Commission convened stakeholders to
123 develop recommendations regarding the future planning of the Rainey Street area; and

124 **WHEREAS**, Resolution No. 20040212-035 initiated the Rainey Street area
125 rezoning and the regulations review for the Rainey Street Subdistrict of the Waterfront
126 Overlay Combining District with consideration for the recommendations from the Rainey
127 Street Redevelopment Strategy, the Downtown Commission, and the ESB-MACC
128 development plans; and

129 **WHEREAS**, Resolution No. 20040212-035 also directed the City Manager to
130 analyze the infrastructure within the Rainey Street area and requested that various boards
131 and commissions suggest strategies to catalyze mixed-use redevelopment while preserving
132 the historic integrity of the area; and

133 ***Rainey Street Historic District***

134 **WHEREAS**, in response to the relocation of several historic homes from the Rainey
135 Street Historic District, Resolution No. 20130509-035 directed the City Manager to
136 explore mechanisms such as using right-of-way fees within the Rainey Street Subdistrict to
137 Palm Park between Red River and IH-35 to support relocating Rainey Street houses,
138 creating a Rainey Street History Center, and improving infrastructure; and

139 **WHEREAS**, Ordinance No. 20131024-010 amended the Fiscal Year 2013-2014
140 Capital Budget (Ordinance No. 20130909-002) to create the Rainey Street District Fund to
141 receive right-of-way fees, alley vacation sales, and license agreements from within the
142 Rainey Street Historic District and Subdistrict; and

143 **WHEREAS**, money from the fund was used to rehabilitate single family structures
144 transferred out of the district so that they could be maintained as affordable housing; and

145 **WHEREAS**, transcripts suggest the Council intent was for the Rainey Street
146 District Fund to continue to accrue fees to support reinvestment within the Rainey Street
147 Historic District, but this intent was never realized; and

148 ***Fifth Street Mexican American Heritage Corridor***

149 **WHEREAS**, in May 2011 the Travis County Commissioners Court unanimously
150 approved a resolution to collaborate with Mexic-Arte Museum and the City of Austin in
151 creating the Fifth Street Mexican American Heritage Corridor to recognize past
152 contributions of the Mexican American community, to enhance the present, and to build a
153 better future; and

154 **WHEREAS**, recognizing that the Mexican and Mexican American community
155 members who settled along the Fifth Street Corridor and adjacent spaces, City of Austin
156 Resolution No. 20110825-067 stated the intention for the Fifth Street Mexican American
157 Cultural Heritage Corridor to connect and enhance Downtown's network of public parks

158 and streets and to celebrate the distinct history, culture, and identity of the place as well as
159 stimulating the local economy; and

160 **WHEREAS**, the Hispanic/Latino Quality of Life Initiative in June 2013
161 recommended the City designate a segment of Fifth Street as the Mexican American
162 Heritage Corridor and recommended funding a master plan to amplify the history of the
163 Mexican American community in Downtown Austin; and

164 **WHEREAS**, the Hispanic/Latino Quality of Life Initiative emphasized the
165 importance of Hispanic/Latino-owned businesses on the city's economic landscape; and

166 **WHEREAS**, the Greater Austin Hispanic Chamber of Commerce has served as a
167 collaborative partner and service provider to the city of Austin for nearly four decades, and
168 the potential creation of a Mexican American Cultural Heritage Corridor should include
169 the feasibility of locating a permanent home for the GAHCC; and

170 **WHEREAS**, since 1984, Mexic-Arte Museum has enriched the community through
171 educational programs, exhibitions, and the collection, preservation, and interpretation of
172 art and culture for visitors of all ages through its permanent collection of historic and
173 contemporary Latino art; and

174 **WHEREAS**, -Resolution No. 201401300-047 affirmed that Mexi-Arte Museum
175 would be a “central anchor of the Fifth Street -Mexican American Heritage Corridor
176 where some of the first members of the Mexican and Mexican American community
177 settled in Austin;” and

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178 **WHEREAS**, the Mexican American Heritage Corridor was referenced as a
179 “planned corridor” in the Republic Square Master Plan (2013) and wayfinding for the Fifth
180 Street Mexican American Heritage Corridor was identified as a priority in the Downtown
181 Austin Wayfinding Master Plan (2013); and

182 ***Connectivity***

183 **WHEREAS**, in response to increased congestion and a desire for greater pedestrian safety
184 in the Rainey Street area, Resolution No. 20110127-035 directed the City Manager to
185 develop short- and long-term recommendations for addressing pedestrian safety,
186 congestion, and parking issues for residents and patrons of the Rainey Street Historic
187 District; and

188 **WHEREAS**, the Downtown Austin Plan identified specific goals for the Rainey
189 Street Historic District, which included stronger pedestrian and bicycle linkages to the
190 Central Business District, Town Lake, Waller Creek, and East Austin, as well as improved
191 roadway connectivity between IH-35 and Cesar Chavez; and

192 **WHEREAS**, the Downtown Austin Plan included responses from a 2009 survey in
193 which the most popular public improvement priorities for the Rainey Street area were the
194 incorporation of “Great Streets” standards and new parks, pocket parks, or plazas; and

195 **WHEREAS**, the Downtown Austin Plan acknowledged that the Rainey Street
196 Historic District was not “well connected to the surrounding Downtown, limiting
197 pedestrian, bicycle, and vehicular access and making the area feel isolated”; and

198 **WHEREAS**, the Downtown Austin Plan established urban design priorities for the
199 Rainey Street Historic District including the promotion of “streetscape, creekscape,
200 bridges, trails, promenade and other open space improvements that establish a more direct
201 relationship with Lady Bird Lake (Town Lake) and Waller Creek,” as well as better
202 connections between the ESB-MACC and Downtown/East Austin; and

203 **WHEREAS**, Rainey Street area residents have repeatedly requested that the City
204 develop a master plan of the area to develop and implement strategies for managing
205 mobility challenges for the thousands of current residents and the several thousand more
206 on the way; and

207 **WHEREAS**, the Rainey Neighborhood Mobility Study and Plan prepared by Big
208 Red Dog Engineering and Consulting in May of 2017 provided comprehensive
209 recommendation for mobility improvements in the Rainey area; and

210 **WHEREAS**, the Austin Transportation Department is proposing a local mobility
211 plan for Rainey neighborhood as part of the Austin Core Transportation Plan; and

212 **WHEREAS**, the Austin Strategic Mobility Plan (ASMP), adopted on April 11,
213 2019, references the need to improve mobility in the Central Business District, South
214 Central Waterfront, and Rainey Street neighborhood; and

215 **WHEREAS**, Capital Metro’s Project Connect Plan envisions high-capacity transit
216 providing an additional crossing over Lady Bird Lake from the South Central Waterfront
217 into the lower southeast quadrant of Downtown; and

218 WHEREAS, Capital Metro's Project Connect proposes to intersect its high-capacity
219 transit lines ~~are planned to intersect~~ at the new Downtown Station, between the Convention
220 Center and Brush Square; and

221 **WHEREAS**, several local organizations and the City Council (Resolution 2010620-
222 058) have supported the proposal to "cut and cap" IH-35, which would transform the
223 eastern side of Downtown and create the cohesive connections between East Austin and
224 Downtown that the City of Austin's planning documents have recommended for years; and
225 *Austin Convention Center*

226 **WHEREAS**, in March of 2014, the Austin Convention Center Department
227 consulted with Gensler to craft a Long-Range Master Plan to address the Convention
228 Center's future needs; and

229 **WHEREAS**, the Council next passed Resolution No. 20141211-128, directing the
230 City Manager to work with the Urban Land Institute (ULI) so that a Technical Assistance
231 Panel could review options for both increasing beyond and maintaining the Convention
232 Center's current footprint; and

233 **WHEREAS**, the resulting ULI report recommended that the City expand the
234 Convention Center to create a "visionary" District that would include funds for projects
235 such as Brush Square, the Red Line Station, and Waller Creek; and

236 **WHEREAS**, in November of 2015, the Council approved Resolution 20151112-033
237 which adopted the Austin Convention Center's Long-Range Master Plan with the

238 additional direction that the Economic Opportunity Committee provide recommendations
239 on several proposals and considerations, including the enhancement of Brush Square, Palm
240 Park, Palm School (in coordination with Travis County), and green space initiatives (in
241 coordination with the Waller Creek Conservancy); and

242 **WHEREAS**, later that year Capital Metro announced it had received funds to
243 complete the MetroRail Downtown Station, near the Austin Convention Center, Waller
244 Creek, and historic Brush Square [and Capital Metro has since broken ground on this](#)
245 [project](#); and

246 **WHEREAS**, Resolution No. 20160225-045 stated that “the new Downtown Station
247 presents an opportunity to collaborate with stakeholders and multiple agencies to shape a
248 long-term vision and identity for the area that includes the Downtown Station, Brush
249 Square, the Convention Center, Waller Creek, and other important public spaces and
250 cultural amenities” and directed the City Manager to work with relevant city departments
251 and stakeholders toward that end; and

252 ***District Planning***

253 **WHEREAS**, on March 28, 2019, Council approved the Brush Square Master Plan, a
254 multi-year planning effort that acknowledges the increasingly important role Brush Square
255 will play as investments increase in the Downtown Station, the Convention Center, the
256 new residential and office developments in the Central Business District, and the Rainey
257 Street Historic District; and

258 **WHEREAS**, Our Austin Story was commissioned by the Downtown Austin
259 Alliance in partnership with the City of Austin Parks and Recreation Department (PARC),
260 and its scope of work includes providing interpretive planning for historic public squares
261 located within the Downtown area, such as Brush Square; and

262 **WHEREAS**, in approving the Brush Square Master Plan, the Council also directed
263 the City Manager to develop a plan, determine a location, and identify funding to relocate
264 Fire Station Number 1's operations as part of the Brush Square Master Plan; and

265 **WHEREAS**, the Center for Sustainable Development at the University of Texas's
266 April 2019 report analyzed various possible scenarios for a Convention Center expansion,
267 taking into consideration emerging projects, national trends and best practices, restoration
268 of the Waller grid, public access, economic impacts, and Downtown development patterns;
269 and

270 **WHEREAS**, the report recommends the City should "move away from ad-hoc
271 planning, and instead think holistically and strategically about the future of the entire area
272 surrounding the convention center"; and

273 **WHEREAS**, the Waller Creek Conservancy and Downtown Austin Alliance have
274 suggested the City of Austin partner in creating a regulating plan to ensure that projects
275 along Waller Creek redevelop with a thoughtful, context-sensitive approach, and the basis
276 of such a regulating plan would be informed by the Palm District planning efforts; and

277 **WHEREAS**, as this area of Downtown grows, evolves, and expands, the City must
278 plan comprehensively and strategically; and

279 **WHEREAS**, a District Plan could help identify next steps on important projects
280 such as the Convention Center while also leveraging the City’s investments and helping
281 create a Downtown that is more inclusive, equitable, accessible, prosperous, multi-modal,
282 and aesthetically pleasing; and

283 **WHEREAS**, the Regional/Urban Design Assistance Team (R/UDAT) of the
284 American Institute of Architects /Community for Centers by Design helps transform
285 communities by leading interdisciplinary teams in dynamic, multi-day grassroots processes
286 to produce community visions, action plans, and recommendations; and

287 **WHEREAS**, Austin was the recipient of a R/UDAT planning grant in 1991, which
288 recommended, among other things, the creation of a downtown PID and also created the
289 South Central Waterfront Vision framework; and

290 **WHEREAS**, the City Council aims to bring the disparate planning efforts
291 described in the recitals above into conversation with one another to achieve a more
292 comprehensive and coherent vision and blueprint for this area.

293 **NOW, THEREFORE:**

294 **BE IT RESOLVED BY THE CITY OF AUSTIN CITY COUNCIL:**

295 *Palm School Negotiations*

296 The City Council considers the Palm School and the surrounding site to be of significant
297 historical, cultural, and community value and deserving of both preservation and active
298 public use. The City Council seeks to partner with Travis County in achieving those aims,
299 and to that end directs the City Manager as follows:

- 300 1. The City Council urges Travis County not to sell the Palm School or the surrounding
301 site. The Council reiterates its direction to the City Manager to negotiate in earnest
302 with Travis County on options for the continued public ownership and operation of
303 the Palm School and the surrounding site.
- 304 2. The City Manager is directed to provide a copy of this resolution to the members of
305 the Travis County Commissioner's Court within 10 days of its passage.

306 ***Rainey Street District Fund***

- 307 1. The City Manager shall return to Council with an ordinance that will require funds
308 from right-of-way fees, alley vacation sales, and license agreements for
309 developments within the Rainey Street Historic District to be deposited into the
310 Rainey Street District Fund.
- 311 2. The City Manager shall provide a report to Council by June 1, 2019, indicating the
312 amount of money that would have been in the fund had right of way, alley vacation,
313 and license agreement fees been deposited since 2013. The report should also
314 include an accounting of city investments in the Rainey District during that same
315 period.

316 ***Fifth Street Mexican American Heritage Corridor***

- 317 1. The City Manager has previously been directed to analyze whether Hotel Occupancy
318 Taxes can be used to promote and install appropriate wayfinding and signage along
319 the Fifth Street Mexican American Heritage Corridor. The City Manager is directed
320 to report back by June 15, 2019, on the results of this analysis and, contingent on
321 this analysis, include ~~to indicate whether the~~ Corridor wayfinding ~~has been~~
322 ~~identified for in the~~ Fiscal Year 2020 historic preservation spending.
- 323 2. The City Manager is directed to return to Council by August 1, 2019, with an action
324 to initiate the process for a cultural district designation of the Corridor, the timeline
325 for completing the designation, and identifying other actions that will help amplify
326 the stories and contributions of the Mexican American community within that
327 corridor and its immediate surroundings.

328 ***Convention Center Expansion***

329 The City Council desires to re-envision the Convention Center as an active, community-
330 oriented civic building that enhances the culturally rich fabric of the Palm District and
331 desires to begin the process to expand the Austin Convention Center. To that end, the
332 Council directs the City Manager as follows:

- 333 1. The City Manager is directed to recommend an initial design for a Convention
334 Center expansion and to begin with Convention Center Scenario 5 (as outlined in the
335 UT Center for Sustainable Development Study). ~~because of~~ Of the scenarios

presented, this one best ~~represents~~ embodies the desired re-envisioning of what a convention center can be, including not only additional convention space but also removing existing elements to optimizing create public space and enhancing enhance public space, place-making, and connectivity within the Palm District, especially along Second Street, Waller Creek, and Palm Park. Initial design explorations should also aim to create flexible convention spaces that could be used or transformed for other purposes if convention demand ebbs and flows. -The Council directs this action with the understanding that ~~other and~~ additional elements could and perhaps should be included, that any design will need to meet practical and financial considerations, and that the City Council, the staff, and the public will need to be afforded ample opportunities for appropriate explorations of different aspects of this scenario, including the financial rationale, estimated costs, and potential funding options.

2. The City Manager is directed to analyze and recommend a financing plan for a Convention Center expansion as described above. Funding mechanisms should include but not be limited to consideration of the recommendations of the Visitor Impact Task Force, a potential two percent increase to the Hotel Occupancy Tax under Section 351.1065 of the Texas Tax Code, and public-private partnerships. Expansion financing and funding for ongoing Convention Center operations may not include general obligation debt, any property tax pledge, General Fund revenue, or

356 [General Fund](#) reserves. However, should it be recommended that non-convention
357 center elements be included in the expansion (for example, a fire station relocation),
358 separate financing or funding may be proposed.

- 359 3. The City Manager should explore all possibilities related to land leasing, acquisition,
360 and the establishment of public-private partnerships for the expansion project. [The](#)
361 [City -Manager should also explore identify options for maximizing private](#)
362 [development so as to ` ways to include private uses on the roof of the Convention](#)
363 [Center to help offset the costs of expansion.](#)
- 364 4. The City Manager should work with stakeholders in the Austin Hotel and Lodging
365 Association and the Downtown Austin Alliance to prepare for the establishment of a
366 Tourism Public Improvement District allowing for up to a two percent assessment
367 on a taxable hotel room night to generate revenue that would make available
368 funding, directly or indirectly, to help address homelessness in Austin, especially in
369 the area near the Austin Convention Center.
- 370 5. Convention Center planning, design, and financing efforts should assume
371 participation in Green Building and LEED certification programs as well as the
372 Better Builder Program® or a program with comparable worker protections- [for all](#)
373 [construction workers performing work related to the Convention Center expansion](#)
374 [including:](#)

- 375 (a) ~~Payment of a living wage that is~~Wages no less than the City of Austin living
376 wage as defined in ~~-,~~Austin City Ordinance No. 20160324-015;
377 (b) Completion of OSHA-~~10~~ 10-hour training;
378 (c) Workers' Ceompensation;
379 (d) Hiring goals from local craft training programs;
380 (e) Compliance with all applicable state, federal, and local laws; and
381 (f) Independent on-site monitoring.

382 The assumptions should also take into account the Council's desire to create a zero
383 waste, net zero energy, and net positive water facility. The efforts should consider
384 including, if practical, a new Downtown fire station, an Austin Energy water chiller,
385 as well as any other municipal needs the Manager might identify.

- 386 6. The City Manager is directed to incorporate these efforts into the Palm District
387 planning effort described in this resolution. The beginning of the convention center
388 expansion process should inform that planning process, just as that planning process
389 should inform the expansion process. The two processes should also operate
390 independently.
- 391 7. The City Manager should present as much of this convention center expansion
392 analysis and initial design as is available by July 31, 2019, and should present a
393 timeline, if not already completed, for the design work and for the documents,

actions, and ordinances necessary to adopt and initiate the additional hotel occupancy taxes and to undertake an expansion.

District Planning Process

The City Council expresses an interest in the creation of a Palm District Master Plan and to that end directs the City Manager as follows:

1. The City Manager shall convene stakeholders in a comprehensive, focused planning effort to bring forward the Palm District Master Plan, comprised of Palm School and Palm Park, Brush Square, the ESB-MACC, the Convention Center, Waller Creek, the Rainey Street Historic District, [the Downtown Station](#), and the Fifth Street Mexican American Heritage Corridor. [The Palm District Master Plan should be informed by Project Connect.](#)
2. Stakeholders in the planning effort should include representatives from the Raza Roundtable, the Rainey Neighbors Association, the East Cesar Chavez Neighborhood Contact Team, the Rainey Business Coalition, the Town Lake Neighborhood Association, the Austin History Center Association, the Greater Hispanic Chamber of Commerce, Hispanic Austin Leadership (HAL), Hispanic Advocates Business Leadership of Austin (HABLA), the Downtown Austin Neighborhood Association, Mexic-Arte, La Peña, [the Tourism Commission](#), [Capital Metro](#), [AIA Austin](#), [Preservation Austin](#), and others including residents, businesses

413 and other community groups in proximity to or having an interest in the district as
414 well as Visit Austin, the ESB-MACC, and other relevant boards and commissions.

- 415 3. The planning process should provide opportunities for public charrettes involving
416 any interested participants as well as smaller, focused conversations with invited
417 participants.
- 418 4. The City Manager will support this effort with the personnel necessary to promote a
419 robust planning process, including staff from the Urban Design Division of the
420 Planning and Zoning Department, Parks and Recreation, Austin Transportation
421 Department, the Austin History Center, the Cultural Arts Division and Heritage
422 Tourism Division of the Economic Development Department, and the Austin
423 Convention Center. The Manager shall also invite Travis County, Waller Creek
424 Conservancy, the Downtown Austin Alliance, Our Austin Story stakeholders, the
425 Trail Foundation, Preservation Austin, the Travis County Historical [Commission](#)
426 [Association](#), Austin History Center Association, Capital Metro, and Travis County
427 to participate in this planning effort.
- 428 5. The City Manager is encouraged to apply for an American Institute of
429 Architects/~~Community for~~ Center [for Communities](#) s-by Design Regional/Urban
430 Design Assistance Team (R/UDAT) grant to guide the planning efforts in
431 collaboration with key partners.

- 432 6. In the event that other external groups have financial resources or expertise to
433 contribute to plan development, the Council authorizes the City Manager to accept
434 appropriate and reasonable assistance.

435 The City Council expresses an interest in ~~the updating and implementing the creation of a~~
436 Waller Creek District Master Plan and to that end directs the City Manager as follows:

- 437 1. The City Manager is directed to collaborate with the Waller Creek Conservancy and
438 Downtown Austin Alliance on a community-based planning process to create a more
439 comprehensive vision and blueprint for the Waller Creek District. This process will
440 result in, among other outcomes, standards for development that are compatible with
441 the creek restoration, trail improvements, and a thriving public realm. The Waller
442 Creek District is bounded on the east by IH-35, on the west by Trinity Street, on the
443 north by Fifteenth Street, and on the south by Lady Bird Lake. The Waller Creek
444 District Plan will incorporate the findings of the Palm District Master Plan.
- 445 2. The City Manager will identify elements of the existing Waller Creek Design
446 Guidelines that can be elevated to code amendments for developments that could
447 have an immediate impact on Waller Creek.

448 ***Improved Connectivity***

449 In addition to those articulated elsewhere and stated earlier in this resolution, the
450 goals of the Palm District Master Plan should also include identifying options for
451 improving mobility, accessing transit, -and resolving the barrier created by Cesar Chavez

between the northern and southern areas of the district. These options should include short and long-term suggestions and be both achievable and aspirational.

Timeline

Nothing in this resolution precludes the City Manager from exploring land or facility acquisitions or public and private partnerships that might arise during the planning period and presenting those opportunities to City Council.

Except for elements and timeframes articulated above, the City Manager is directed to present a work program for the Palm District Plan process and any necessary resources to develop the plan to the City Council no later than August 1, 2019, for potential inclusion in the 2020 budget.

ADOPTED: _____, 2019

ATTEST: _____

Jannette S. Goodall
City Clerk