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25 **WHEREAS**, the adopted 2014 Master Plan emphasized the importance to
26 create a Vision Plan for the entire project area surrounded and affected by future
27 development on the Colony Park Sustainable Community Initiative 208-acre
28 project site; and

29 **WHEREAS**, the residents of the Colony Park/Lakeside neighborhoods and
30 Colony Park Neighborhood Association have identified that the current project is
31 limited by its focus solely on the 208 acres of publicly owned land; and

32 **WHEREAS**, there are several other development projects in the defined
33 project area, including those on City-owned land such as the Travis County
34 Exposition Center and Walter E. Long Park; and

35 **WHEREAS**, acquired by the City of Austin in 1965, Walter E. Long
36 Metropolitan is a regional park consisting of 3,695 acres of parkland
37 approximately eight miles outside Downtown Austin, and is the City of Austin's
38 largest park; and

39 **WHEREAS**, the council approved the Walter E. Long Park Vision Plan in
40 October 2020, which calls for improvements in the park that could include
41 elements such as "enhanced trails, additional water-related recreation, fitness
42 opportunities, camping, special event venues, and educational and cultural
43 exhibits"; and

44 **WHEREAS**, an economic analysis, commissioned by the City of Austin
45 Economic Development Department in 2018 indicates that approximately 19,000
46 residential units, 740,000 square feet of retail, 2 million square feet of office, and 6
47 million square feet of industrial/flex uses are planned and could be built within five
48 miles of the park; and

49 **WHEREAS**, the projected growth presents significant potential for Walter
50 E. Long Park to support a variety of revenue generating concessions and
51 partnerships; and

52 **WHEREAS**, the dedicated parkland of Walter E. Long Park includes the
53 Travis County Exposition Center grounds; and

54 **WHEREAS**, voters approved the City to enter into a 50-year lease
55 agreement with Travis County in 1983, for the 128-acre portion of land on which
56 the Travis County Exposition Center was constructed; and

57 **WHEREAS**, the lease agreement with Travis County on the Exposition
58 Center will expire in December 2033; and

59 **WHEREAS**, the City of Austin commissioned the 2016 Travis County
60 Exposition Center Market and Planning Study; however, the recommendations
61 detailed in the report have not been implemented; and

62 **WHEREAS**, the Travis County Exposition Center Market and Planning
63 Study suggests that cohesive development of Walter E. Long Park and the
64 Exposition Center grounds would mutually benefit both sites, but future plans for
65 the Exposition Center were not included in the Walter E Long Park Vision Plan;
66 and

67 **WHEREAS**, the City of Austin and Travis County have worked
68 collaboratively to jointly fund projects including the Waller Creek Tunnel in
69 downtown Austin through a Tax Increment Reinvestment Zone; and

70 **WHEREAS**, the Decker Creek Power Station opened in 1970 and is located
71 on Walter E. Long Lake; and

72 **WHEREAS**, the current Generation Resource has Decker Creek Power
73 Station Unit 1 shutting down at the end of October 2020 and Unit 2 the end of
74 2021, while other substation and transmission assets will remain in place; and

75 **WHEREAS**, not unlike other City of Austin decommissioned power plants,
76 Decker Creek Power Station has redevelopment potential and potential need for
77 mitigation in the surrounding area; and

78 **WHEREAS**, the former Freescale Campus at 3443 Ed Bluestein Boulevard
79 holds potential for redevelopment and is desired to be a commercial activity center
80 by the surrounding community; and

81 **WHEREAS**, as this area of Northeast Austin grows and evolves, there is a
82 need to strategically plan and calibrate future development with citywide goals and
83 initiatives according to the specific assets, needs and challenges of the five census
84 tract area; and

85 **WHEREAS**, equitable land use practices require that the overall vision,
86 plan, and implementation includes local communities' assets, aspirations, and
87 potential. They aim to keep current residents in the area and develop projects that
88 promote people's health, well-being, and prosperity; and

89 **WHEREAS**, the current zoning in this area does not reflect the
90 community's vision for the development of sustainable, complete communities in
91 the five census tract area; and

92 **WHEREAS**, updates to the adopted Imagine Austin Comprehensive Plan
93 will be necessary to accurately reflect current development trends and the
94 community's vision for the District; and

95 **WHEREAS**, failure to consider the surrounding project area in the Colony
96 Park Sustainable Community Initiative planning efforts and investments
97 exacerbates the risk for gentrification of existing neighborhoods in the five census
98 tract area; and

99 **WHEREAS**, equitable housing practices give families of all income levels
100 access to housing that costs no more than 30% of their household income; and

101 **WHEREAS**, the continuance of a shortage of housing options available to
102 persons of low and moderate income is harmful to the health, prosperity, economic
103 stability and general welfare of the City; and

104 **WHEREAS**, this area of the Eastern Crescent has historically suffered from
105 inequity and lack of financial investment; and

106 **WHEREAS**, east of 183 is considered a food desert and residents in this
107 area have expressed a need for a full-service grocery store for access to affordable
108 food, medications, and home products during flexible hours, which could be
109 further incentivized through thoughtful land use planning; and

110 **WHEREAS**, other initiatives have identified important priorities outside of
111 the downtown core that merit investment, including, but not limited to, the Spirit of
112 East Austin initiative which was created to address historic inequities and the lack
113 of financial investment in the Eastern Crescent and a path forward to reverse the
114 impacts of generations of neglect; and

115 **WHEREAS**, equitable transportation practices integrate transit into
116 walkable, livable, and affordable land use practices to enhance healthy living
117 within underserved communities; and

118 **WHEREAS**, Capital Metro’s Project Connect proposed MetroRail Green
119 Line and MetroRapid Expo and MLK lines will connect Northeast Austin to
120 Downtown, and other beneficial city centers and assets, with high-capacity transit
121 lines and presents the opportunity to create thoughtful, equitable Transit-Oriented
122 Development (TOD); and

123 **WHEREAS**, equitable TOD (eTOD) is development that enables all people
124 regardless of income, race, ethnicity, age, gender, immigration status or ability to
125 experience the benefits of dense, mixed-use, pedestrian-oriented development near
126 transit hubs; and

127 **WHEREAS**, eTOD elevates and prioritizes investments and policies that
128 close the socioeconomic gaps between neighborhoods that are predominately
129 people of color and those that are majority white; and

130 **WHEREAS**, when centered on racial inclusion and community wealth
131 building, eTOD can be a driver of positive transformation for more vibrant,
132 prosperous, and resilient neighborhoods connected to opportunities throughout the
133 city and region; and

134 **WHEREAS**, a District blueprint could help identify next steps on important
135 projects such as Walter E. Long Park, Colony Park, Decker Creek Power Station,
136 and John Trevino Jr. Metro Park while also leveraging the City’s investments to
137 create a more equitable, prosperous, multi-modal, accessible, and aesthetically
138 appealing Northeast Austin; and

139 **WHEREAS**, the City Council aims to bring the separate planning efforts within
140 the five census tract area into conversation with one another to achieve a more
141 comprehensive and cohesive vision for this area; **NOW, THEREFORE**,

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

143 The City of Austin desires to develop, adopt and implement a
144 comprehensive, long-range plan for the five census tract area to serve as a guide
145 for creating and maintaining great neighborhoods, economic development, stable
146 jobs, improved connectivity and providing rich, high-quality public spaces. The
147 City Manager is directed to return to Council with a planning scope and process for
148 how to accomplish this.

149 The scope should consider including the following:

- 150 1. The City Manager convening stakeholders in a comprehensive planning
151 effort for this area of the Eastern Crescent, including the eponym of the
152 district, comprised of census tracts 22.01, 22.02, 22.08, 22.11, 22.12,
153 roughly bounded by U.S. Highway 183 to the West, US Highway 290
154 to the North, Toll Road 130 to the East and FM 969 to the South. The
155 plan should be informed by Project Connect and the Austin Strategic
156 Mobility Plan and should establish a cohesive vision regarding future
157 plans for Walter E. Long Park, Colony Park, Decker Creek Power
158 Station, John Trevino Jr. Metro Park, the Exposition Center and
159 commercial development at the former Freescale campus.
- 160 2. Stakeholders in the planning process should include, but not be limited
161 to, representatives from the Colony Park Neighborhood Association as
162 well as surrounding neighborhood associations, contact teams and
163 mobile home communities, Travis County, Austin Rodeo, chambers of
164 commerce, Manor ISD, Austin ISD, the Travis County African
165 American Cultural Heritage Commission, local businesses and non-

profits, relevant higher-learning institutions, Central Texas Allied Health Institute, and Central Health.

3. The planning process should provide opportunities for public charrettes involving any interested participants, as well as smaller, focused conversations with invited participants.
4. The City Manager will support this effort with personnel the City Manager deems necessary to promote a robust planning process, which may include staff from the Housing and Planning Department, Parks and Recreation Department, Office of Real Estate Services, Austin Transportation Department, Public Works Department, Developmental Services Department, Watershed Department, Austin Energy, the Economic Development Department, Public Health, Fleet Services, Austin Resource Recovery and the Colony Park Sustainable Community Initiative Executive Leadership Team. The City Manager shall also invite Travis County, Central Health, Capital Metro and a representative from the Colony Park Neighborhood Association to participate in this planning effort.
5. The City Manager may consider hiring a consultant to accomplish the planning process.
6. The City Manager is encouraged to apply for grants, such as the American Institute of Architects Center for Communities by Design Regional/Urban Design Assistance Team (R/UDAT) grant, or the AIA Sustainable Design Assessment Team (SDAT) 2020 program to guide the planning efforts in collaboration with key partners.

7. In adopting, the City Council may consider changes to the adopted Walter E. Long and Johnny Trevino Vision Plans if necessary to achieve the more comprehensive District planning effort.
8. Recommend any updates to the Imagine Austin Comprehensive Plan necessary to support the outcomes of the District visioning process.
9. The scope should include a recommendation or options on how this plan could fit in to the City's regulatory framework and existing plans.

BE IT FURTHER RESOLVED:

The District Plan should guide future development in the area to create complete communities that have high-quality design and connectivity, and should strive to:

1. Encourage the introduction of denser, missing-middle housing types, such as townhomes, to accommodate more residents with less land.
2. Have a mix of uses to support economic development and accommodate population growth.
3. Integrate housing above commercial to create transitions into surrounding neighborhoods.
4. Support the future expansion plans of the existing street network and Project Connect while providing enhanced connections to and within surrounding neighborhoods.
5. Create flexible eTOD overlay zones within 0.5 miles of a MetroRail station entrance or a MetroRapid bus line corridor roadway that provide

212 meaningful incentives to construct mixed-income, climate resilient
213 development near transit.

- 214 6. Encourage multi-story mixed use buildings oriented toward new multi-
215 functional streets rather than highways and access roads.
- 216 7. Provide direct pedestrian links to rail stations and other transit uses in
217 the district.
- 218 8. Encourage active and livable places that serve daily needs and provide
219 people with a sense of belonging and ownership within their
220 community.
- 221 9. Promote job growth and sustainable economic activity that supports the
222 immediate area and the city as a whole.
- 223 10. Explore the use of optional architectural design templates that can
224 streamline and simplify City approvals for eTOD projects.
- 225 11. Incentivize the development of mixed-income and workforce housing.
- 226 12. Encourage the development of flexible, affordable commercial space to
227 ensure local businesses can remain in their communities.
- 228 13. Consider ways to maintain long-term residential and commercial
229 affordability, such as utilizing Community Land Trusts and
230 Commercial Community Land Trusts on City-owned property.

232 **BE IT FURTHER RESOLVED:**

233 The City Manager is directed to analyze and recommend a financing plan for
234 the development of the City assets within the District. The analysis should include,
235 but not be limited to:

- 236 1. The consideration of public/private partnerships, such as an
237 independent partnership to operate and attract private financial support
238 for the implementation of the Walter E. Long Park Vision Plan;
- 239 2. The involvement of the Austin Economic Development Corporation
240 (AEDC);
- 241 3. Exploration of public financing benefits from considering the projects
242 on a district-scale, including, but not limited to, Tax Increment
243 Reinvestment Zone partnership opportunities with Travis County; and
- 244 4. A proposal to replace, re-imagine or relocate the Exposition Center, that
245 considers all public and private partnership opportunities, including, but
246 not limited to, Travis County and Rodeo Austin.

247

248 **ADOPTED:** _____, 2020 **ATTEST:** _____

249 Jannette S. Goodall
250 City Clerk
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