

WHEREAS, the Urban Design Guidelines were created in 2000 and are a set of recommendations that promote architectural and urban design standards reflective of Austin’s shared values; and

WHEREAS, they serve to set expectations and incentivize high-quality design and placemaking toward the creation of inspiring development to attract people, investment, and economic opportunity; and

WHEREAS, City staff, planning professionals and design commissioners use the guidelines to assess development proposals and evaluate their contribution to inspiring and lively streets and places; and

WHEREAS, since that time, the guidelines were renamed to reflect applicability throughout the city, however these guidelines have not been applied beyond the Central Business District (CBD); and

26 **WHEREAS**, the CBD continues to grow amidst an evolving landscape
27 of policies and initiatives with which the Urban Design Guidelines may not be
28 aligned; and

29 **WHEREAS**, the current guidelines remain focused on projects in the
30 CBD and do little to address design issues with projects in other areas of the
31 urban core or the outlying urban hubs, like Imagine Austin Regional Centers or
32 Planned Unit Developments (PUDs); and

33 **WHEREAS**, since the guidelines were adopted, Council has advanced
34 policies related to affordable housing, connectivity, equity, and environmental
35 initiatives including, but not limited to: the Imagine Austin Comprehensive Plan,
36 Downtown Austin Plan, Austin Core Transportation Plan (ACT), Austin Strategic
37 Mobility Plan (ASMP), Project Connect, Strategic Housing Blueprint, Vision
38 Zero, the soon to be adopted Climate Equity Plan, the soon to be adopted Historic
39 Design Guidelines, Downtown Vision, East 11th and 12th Urban Renewal Plans,
40 and the ULI National Advisory Services Report on 1-35 Corridor Austin Texas
41 (2020); and

42 **WHEREAS**, an update is needed to both ensure alignment with existing
43 Council priorities and to create a broader range of guidelines that are more
44 applicable to projects in the expanded urban areas of Austin, including projects
45 for which the guidelines are not currently applicable, including infrastructure
46 projects; and

47 **WHEREAS**, the Design Commission is a body appointed by the City
48 Council to provide advisory recommendations to the City Council and assist in
49 developing public policy that promotes excellence in the design and development
50 of the urban environment; and

51 **WHEREAS**, on May 24, 2021, the Design Commission adopted a multi-
52 phased framework for a comprehensive update to the Urban Design Guidelines,
53 including the creation of a more user-friendly document to illustrate the design
54 principles; and

55 **WHEREAS**, the Planning Commission approved the draft framework
56 for the Urban Design Guidelines update on its July 27, 2021 consent agenda;

57 **NOW, THEREFORE,**

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

59 The City Manager is directed to initiate an inclusive and robust multi-
60 phased stakeholder process for updating the Urban Design Guidelines as outlined
61 in the Design Commission’s document: “Urban Design Guidelines Update Draft
62 Framework”.

63 **BE IT FURTHER RESOLVED:**

64 The City Manager shall provide the necessary support and resources to the
65 Commission to achieve the multiple phases of the update, including preparation,
66 creation and finalization of the guidelines and ensure appropriate review by
67 relevant City departments and boards and commissions before returning to City
68 Council for approval upon completion of this work.

69 **ADOPTED:** _____, 2021 **ATTEST:** _____
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72 Jannette S. Goodall
73 City Clerk