



### **Downtown Austin Plan**

Downtown is the heart of Austin's life, culture and economy and it is changing as fast as Austin's rapid growth in the recent decade. New developments are taking place in Downtown Austin such as the addition of new housing, retail, and new opportunities to its existing employment.

In order to sustain the new growth and developments in recent decades, the community needed to come up with a vision for the future of the Downtown as well as with ways to improve the quality of life and growth locally.

The Downtown Austin Plan is an effort to capture and develop the community vision for Downtown and to create the best implementation strategy for achieving that vision. In order to build a common vision for tomorrow's Downtown, the City of Austin is working with a leading consulting team, ROMA Design Group, and citizens and Downtown stakeholders to help plan this vision.

The Downtown Austin Plan's Top Five Priorities outlined by the City of Austin are as follows:

1. Maintain Downtown's Competitive Position in the region.
2. Make Downtown a stronger place. Be more purposeful about how density is achieved.
3. Keep it authentic and diverse.
4. Reinvest in the public realm.
5. Dedicate leadership, capacity and funding to implement the DAP.





The Austin City Council adopted a resolution on December 12, 2005 initiating the Downtown Austin Plan.

Issues highlighted in the City Council resolution include:

- Modernizing the city's development codes governing height and density
- Developing new funding mechanisms to support Downtown infrastructure
- Planning for rail and bus transit routes and stations and integrating Downtown planning with the Transit-Oriented Development planning area established around the Convention Center
- Establishing programs and procedures for making government-owned land available for private or joint development
- Identifying strategies to increase the viability of affordable/workforce housing in the Downtown residential mix
- Working with a broad range of stakeholders, including public- and private-sector landowners and employers, neighborhood associations, parks and environmental advocates, historic preservationists, and affordable housing advocates and providers.

The Downtown Austin Retail Market Strategy, provides framework for the development of a strong retail component in downtown Austin, strengthening the existing retail base and adding complementary new development. The City of Austin partnered with the Downtown Austin Alliance to develop the Downtown Austin Retail Market Strategy, a nearly yearlong study employing nationally recognized retail consultants, in association with local firms and local steering committee.

