

**RESOLUTION NO.**

**WHEREAS**, the City of Austin serves as a major economic and cultural hub, with a rapidly growing downtown that is home to the State Capitol, world-renowned music venues, thriving businesses, diverse communities, and significant public spaces; and

**WHEREAS**, the population of downtown Austin surged from 7,635 in 2010 to 13,648 in 2020, marking a 79% increase over the decade; and

**WHEREAS**, the Downtown Austin Plan, adopted in 2011 and currently undergoing updates per Resolution No. 20240814-028 serves as a 10-year guiding framework for ensuring sustainable growth, walkability, density, and equitable development in the downtown area; and

**WHEREAS**, there are transformative infrastructure projects, both private and public, that are happening concurrently in downtown Austin, and there is a need to prioritize near-term projects; and

**WHEREAS**, future arts and music investments, public safety improvements, and additional programmatic efforts to improve our downtown are vital keys for Austin to be a top destination for residents and tourists; and

**WHEREAS**, there is a growing need for a Downtown Austin Strategic Initiative that identifies key goals, metrics for tracking outcomes, and focused attention on downtown Austin for the future viability of the heart of the City;

**NOW, THEREFORE,**

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

The City Manager is directed to present the Council with a comprehensive Downtown Austin Strategic Initiative that accomplishes the following:

- 25 1. Creates a management structure empowered to track, oversee, coordinate,  
26 implement, and identify any additional funding needed for all projects and  
27 programs within the Downtown Austin Strategic Initiative and align those  
28 with the Downtown Austin Plan, South Central Waterfront Vision  
29 Framework Plan, Downtown Density Bonus Program, and other ongoing  
30 programs or plans that impact downtown.
- 31 2. Identifies near-term projects and strategies that create opportunities to ensure  
32 that downtown is a vibrant, safe, and accessible place for residents and  
33 visitors. That includes but is not limited to:
- 34 a. Mobility and Infrastructure
- 35 i. Identify a priority list of downtown mobility and infrastructure  
36 projects that include but are not limited to:
- 37 1. Our Future I-35 Cap & Stitch,  
38 2. Project Connect,  
39 3. Austin Convention Center Expansion,  
40 4. Congress Avenue Urban Design Initiative,  
41 5. Austin Core Transportation Plan, which includes the East  
42 Sixth Street streetscape improvements, and  
43 6. Waterloo Greenway.
- 44 ii. Identify and provide feedback regarding a construction  
45 mitigation plan, for upcoming private and public infrastructure  
46 projects, with the necessary partners.
- 47 iii. Identify opportunities to advance City objectives for green  
48 infrastructure, including infrastructure that improves energy  
49 conservation, renewable energy generation, water conservation,  
50 water quality, and stormwater detention.

51           b. Music and Arts

- 52                 i. Identify strategic investments in the Red River Cultural District  
53                     to ensure its sustainable growth, preserve its cultural legacy and  
54                     strengthen its role as a premier live music destination.  
55                 ii. Identify new opportunities to enhance and preserve music  
56                     venues.  
57                 iii. Assess and restructure event fees within the downtown area to  
58                     attract smaller to mid-size events.

59           c. Cultural and Historical Assets

- 60                 i. Review additional investment opportunities in the Mexican-  
61                     American Heritage Corridor and Emma S. Barrientos Mexican-  
62                     American Cultural Center.  
63                 ii. Advance incentives and other tools to help preserve historic  
64                     buildings and legacy businesses.  
65                 iii. Provide opportunities to celebrate historical assets throughout  
66                     the City.

67           d. Economic and Workforce Development

- 68                 i. In coordination with the Downtown Austin Plan, provide a plan  
69                     and timeline for the redevelopment and repurposing of City-  
70                     owned buildings, including HealthSouth, Old Municipal  
71                     Building, and Austin Police Department (APD) Headquarters.  
72                 ii. Identify a list of programs to incentivize unused and under-  
73                     utilized commercial storefronts.  
74                 iii. Identify actions to decrease office vacancies within downtown.

75 iii.iv. Identify opportunities that will prioritize and promote  
76 workforce safety standards and project labor agreements for  
77 public and private construction and infrastructure projects.

78 e. Public Safety

- 79 i. Provide a timeline on an action plan for the implementation of  
80 tools to address safety across downtown through various safety  
81 measures, including but not limited to, planning for fire stations  
82 to accommodate increased density and the EMS Downtown  
83 Area Command.

84 f. Homelessness

- 85 i. Review and identify a framework to address downtown's long-  
86 term homelessness response strategy, including, but not limited  
87 to, street outreach for individuals experiencing homelessness;  
88 increased access to housing and emergency shelter;  
89 homelessness prevention programs; and supportive services  
90 including but not limited to family support services, health  
91 services, transportation assistance, legal assistance, educational  
92 and job training assistance, and rental assistance.

93 g. Parks and Greenspace

- 94 i. Assess needs and provide recommendations with partners for  
95 sustainable maintenance and operations for vibrant public  
96 spaces, particularly the four historic squares: Brush, Republic,  
97 Wooldridge, and Hamilton.
- 98 ii. Identify a strategy to increase the tree canopy within downtown  
99 with necessary partners.

- 100           iii. Explore 2019 Shoal Creek Feasibility Study recommendations  
101                 based on updated costs and benefits.
- 102           iv. Provide recommendations for standards and incentives best to  
103                 support the completion of the Waterloo Greenway project, as  
104                 initiated in Resolution No. 20241010-070.

105   **BE IT FURTHER RESOLVED:**

106           The City Manager is directed to work with appropriate partners and  
107           stakeholders to incorporate their feedback and identify responsibilities for  
108           implementing the strategic goals within the initiative. Key partners include but are  
109           not limited to: Downtown Austin Alliance, Visit Austin, Opportunity Austin,  
110           Waterloo Greenway Conservancy, Shoal Creek Conservancy, Austin Chamber of  
111           Commerce, Rally Austin, Old Austin Neighborhood Association, Downtown  
112           Austin Neighborhood Association, ~~and~~ the Downtown Commission, the Red River  
113           Cultural District, the Central Labor Council, the Central Texas Building Trades,  
114           and organizations that specialize in serving people experiencing homelessness in  
115           downtown Austin.

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117 **BE IT FURTHER RESOLVED:**

118           The City Manager is directed to provide an initial update, which includes a  
119 reporting structure and lead implementing department, to the Economic  
120 Opportunity Committee no later than March 31, 2025, along with quarterly status  
121 updates to the Economic Opportunity Committee.

122 **BE IT FURTHER RESOLVED:**

123           The City Manger is directed to present the Council with any additional  
124 funding that is identified as needed for the initiative to accomplish its objectives as  
125 part of the budget planning process.

126 **BE IT FURTHER RESOLVED:**

127           The City Manager is directed to provide a progress report on the  
128 implementation of the Downtown Austin Strategic Initiative six, twelve, and  
129 eighteen months after the final report is presented to the Council. After eighteen  
130 months, the City Manager is directed to provide the Council with a yearly progress  
131 report concerning the Downtown Austin Strategic Initiative.

132  
133 **ADOPTED:** \_\_\_\_\_, 2025

**ATTEST:** \_\_\_\_\_

134 Myrna Rios  
135 City Clerk  
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