

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:

1. Creates a management structure empowered to track, oversee, coordinate, implement, and identify any additional funding needed for all projects and programs within the Downtown Austin Strategic Initiative and align those with the Downtown Austin Plan, South Central Waterfront Vision Framework Plan, Downtown Density Bonus Program, and other ongoing programs or plans that impact downtown.
2. Identifies near-term projects and strategies that create opportunities to ensure that downtown is a vibrant, safe, and accessible place for residents and visitors. That includes but is not limited to:
 - a. Mobility and Infrastructure
 - i. Identify a priority list of downtown mobility and infrastructure projects that include but are not limited to:
 1. Our Future I-35 Cap & Stitch,
 2. Project Connect,
 3. Austin Convention Center Expansion,
 4. Congress Avenue Urban Design Initiative,
 5. Austin Core Transportation Plan, which includes the East Sixth Street streetscape improvements, and
 6. Shoal Creek Feasibility Study.
 - ii. Identify and provide feedback regarding a construction mitigation plan, for upcoming private and public infrastructure projects, with the necessary partners.
 - b. Music and Arts
 - i. Identify additional investment opportunities in the Red River Cultural District.
 - ii. Identify new opportunities to enhance and preserve music venues.

- 52 iii. Assess and restructure event fees within the downtown area to
53 attract smaller to mid-size events.

54 c. Cultural and Historical Assets

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

62 d. Economic and Workforce Development

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

70 e. Public Safety

- 71 i. Provide a timeline on an action plan for the implementation of
72 tools to address safety across downtown through various safety
73 measures, including but not limited to, planning for fire stations
74 to accommodate increased density and the EMS Downtown
75 Area Command.

76 f. Homelessness

- 77 i. Review and identify a framework to address downtown's long-
78 term homelessness response strategy, including, but not limited
79 to, street outreach for individuals experiencing homelessness.

80 g. Parks and Greenspace

- 81 i. Assess needs and provide recommendations with partners for
82 sustainable maintenance and operations for vibrant public
83 spaces, particularly the four historic squares: Brush, Republic,
84 Wooldridge, and Hamilton.
- 85 ii. Identify a strategy to increase the tree canopy within downtown
86 with necessary partners.

87 **BE IT FURTHER RESOLVED:**

88 The City Manager is directed to work with appropriate partners and
89 stakeholders to incorporate their feedback and identify responsibilities for
90 implementing the strategic goals within the initiative. Key partners include but are
91 not limited to: Downtown Austin Alliance, Visit Austin, Opportunity Austin,
92 Waterloo Greenway Conservancy, Shoal Creek Conservancy, and Austin Chamber
93 of Commerce.

94 **BE IT FURTHER RESOLVED:**

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

100 **BE IT FURTHER RESOLVED:**

101 The City Manger is directed to present the Council with any additional
102 funding that is identified as needed for the initiative to accomplish its objectives no
103 later than June 5, 2025.

104 **BE IT FURTHER RESOLVED:**

105 The City Manager is directed to provide a progress report on the
106 implementation of the Downtown Austin Strategic Initiative six, twelve, and
107 eighteen months after the final report is presented to the Council. After eighteen
108 months, the City Manager is directed to provide the Council with a yearly progress
109 report concerning the Downtown Austin Strategic Initiative.

110
111 **ADOPTED:** _____, 2025

ATTEST: _____

112 Myrna Rios
113 City Clerk
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