

ORDINANCE NO.

AN ORDINANCE ESTABLISHING THE AREA BOUND BY 916 SPRINGDALE ROAD, 979 SPRINGDALE ROAD, 900 SPRINGDALE ROAD, 3600 LYONS ROAD, AND 3601 GOVALEE AVENUE AS THE GOVALLE CULTURAL DISTRICT.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

PART 1. The City Council finds that:

1. The Imagine Austin comprehensive plan states that creativity is a cornerstone of Austin's identity and economic prosperity, and arts, culture, and creativity are essential keys to the City's unique and distinctive identity, and further are valued as vital contributors to our community's character, quality of life and economy, and collectively, the Austin music and creative ecosystem generates rich social, cultural, and economic benefits.
2. Economic and Cultural Districts allow for targeted place-based economic development that encourages shared patronage, mutually beneficial initiatives between neighboring businesses and organizations, and the potential to harvest enhanced real estate and commercial value for community benefits.
3. City Council adopted the Economic and Cultural District Framework Policy on September 26, 2024, which aims to capitalize on the considerable economic and cultural benefits derived from concentrating economic activity within clearly defined and contiguous districts.
4. The area bound by 916 Springdale Road, 979 Springdale Road, 900 Springdale Road, 3600 Lyons Road, and 3601 Govalle Avenue, includes a rich concentration of creative spaces and an active arts ecosystem, including Canopy Austin, established for twelve years, the Museum of Human Achievement, established for fourteen years, and dozens of art galleries, creative workshops, community facilities, and local small businesses.
5. The arts organizations in this designated area have conducted stakeholder workshops to establish a strategic area for a cultural district, with objectives including the following:
 - Modeling artist-led, community-first design practices;
 - Preservation and expansion of affordable space for arts and culture;

- Supporting youth and intergenerational programming with Govalle Elementary;
 - Strengthening cultural identity and storytelling of the Govalle Neighborhood;
 - Increasing safety, access, and walkability within the district;
 - Fostering collaboration across district stakeholders;
 - Sustaining signature public events like EAST and First Saturdays;
 - Securing and stabilizing artist and nonprofit tenure in the district;
 - Promoting economic sustainability for artists and cultural workers; and
 - Integrating green infrastructure and creative placemaking.
6. These organizations have collected petitions from a majority of property owners, arts organizations, and small businesses within the proposed boundaries in support of establishing a cultural district and submitted the application, attached to this Ordinance as Exhibit A.
7. Establishing a cultural district will allow these stakeholders to coordinate and champion physical improvements, shared programming and events, and promote economic enhancements and tourism to the area.

PART 2. The City Council establishes the area bounded by 916 Springdale Road, 979 Springdale Road, 900 Springdale Road, 3600 Lyons Road, and 3601 Govalle Avenue as the Govalle Cultural District, as depicted in Exhibit A.

PART 3. The City Manager shall explore tools to support the sustainability and longevity of the Govalle Cultural District, including ombudsman support, wayfinding signage, capital improvement planning support, sources of revenue, and creative district density bonus overlay district.

PART 4. This ordinance takes effect on _____, 2025.

APPROVED: _____ **ATTEST:** _____
Deborah Thomas Erika Brady
City Attorney City Clerk