



# DRAFT East 11<sup>th</sup> & 12<sup>th</sup> Street Development Strategy

January 9, 2012

Economic & Planning Systems • Adisa Communications

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# Schedule

- January 9: Present Draft Recommendations to Community
- January 12: Release of Full Draft Development Strategy
- February 11: Close of Public Comment Period on Draft
- February 12 – 24: Strategy Refinement and Finalization
- February 24: Release of Full Final Development Strategy
- March 1 (tentative): Present Final Development Strategy to City Council

# Why Are We Here Today?

- Vision set by community and adopted by Council in 1999
- Tri-Party Agreement (City, URB, ARA) dissolved in 2010
- City of Austin responsible for implementation of vision
- Development Strategy was initiated to provide a “road map” for implementation of revitalization
- HUD has recently stressed importance of disposition/development of federally funded properties

# Study Area Background

- Historically a culturally diverse, mixed income community
- Vision set by community and adopted by Council
  - Create a vibrant corridor through mixed-use redevelopment – commercial, retail & housing – and preserve neighborhood assets and culture
  - Spur private investment and create sustainable community that includes businesses, jobs, and services

# The Study Area Today

- Demographically dynamic area near Downtown, Capitol Complex, UT, Mueller, etc.
- Higher incomes and fewer families and seniors
- City prioritized the revitalization of corridors
  - Several plans and agreement with Urban Renewal Board and Austin Revitalization Authority
  - Public investment in infrastructure, housing, parking, cultural uses, office space, commercial facades, etc.
- Much revitalization has not yet occurred, particularly on E. 12<sup>th</sup> Street

# Projects on East 11th



# Projects on East 12th



# Development Strategy Goals



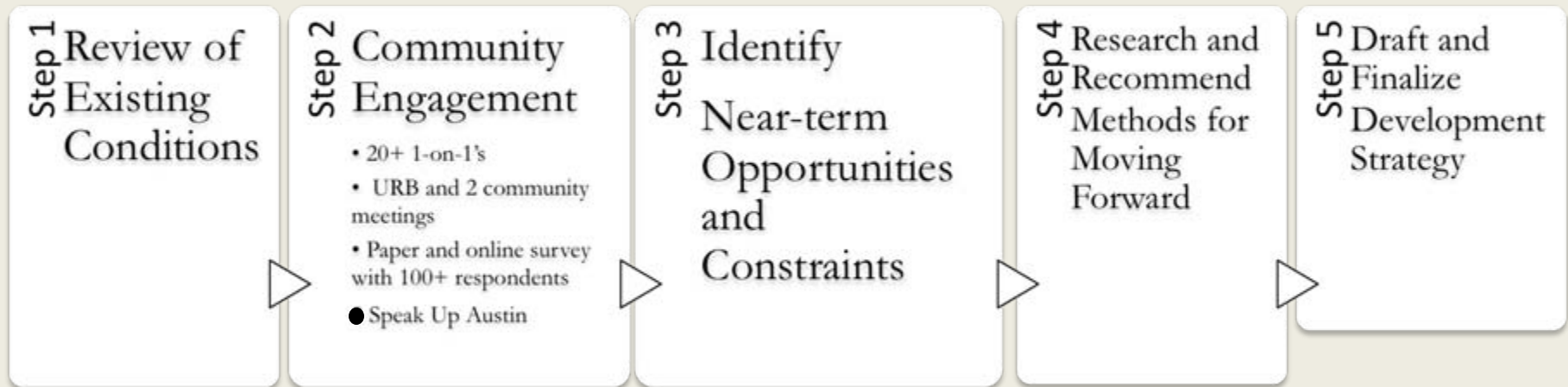
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- Help East 11<sup>th</sup> & 12<sup>th</sup> Streets better participate in region's economic strength and growth
- Foster community consensus around shared values/vision
- Reduce impediments to market-supported development
- Direct public resources toward most effective investments
- Establish clear recommendations to move projects forward



# Strategy Approach



# Key Community Issues

- Development Regulations and Process
- Infrastructure Needs
- Neighborhood Retail and Commercial Development
- Housing Opportunities and Gentrification
- Parking Strategy
- Disposition of Public Land
- E. 12<sup>th</sup> & Chicon



# Development Regulations

- Issues:
  - ✓ Confusing overlap of multiple regulatory documents
  - ✓ Approval of projects that don't meet all documented regulations can require multiple steps, add years and cost and uncertainty
- Strategies:
  - **Reconfirm or remove the most restrictive requirements** where they still exist
  - **Update URP as a single document** reflecting most current information
  - **Create specific streetscape plans** rather than complying with the general ones in Commercial Design Standards

Central East Austin  
Master Plan

Urban Renewal Plan  
(+ 5 Modifications)

11<sup>th</sup> St NCCD

Neighborhood Plans

- Central East Austin
- Chestnut
- Rosewood

12<sup>th</sup> St NCCD

Commercial  
Design  
Standards

# Infrastructure Assessment

- Issues:
  - ✓ Wastewater utilities likely to require incremental upgrades to serve amount of redevelopment enabled by plans
  - ✓ Poor quality of streetscape and overhead utilities on E. 12<sup>th</sup> Street
  - ✓ Private project feasibility can be greatly enhanced if infrastructure costs can be reduced
- Strategies:
  - Seek **\$10M public funding for infrastructure upgrades** on E. 12th
    - Streetscape (~\$5M); Utility undergrounding (~\$4M); Wastewater utilities (~\$1M)
    - Public funding can save \$15/building SF, enhance project feasibility
      - Assumes 680K SF of new development on 13 underutilized acres

# Infrastructure – Streetscape

- E. 12<sup>th</sup> Street streetscape is not pedestrian-friendly
  - ✓ Would require significant improvement to meet Subchapter E requirements or other contemporary standards for active corridors
- Cost of upgrade estimated at **\$5M** for 0.75 miles
  - Pro-rated cost of streetscape on E. 7<sup>th</sup> Street (\$8.5M for 1.25 mi.)
  - Includes sidewalks, landscaping, pavers, crossings, art, wayfinding
  - If publicly funded, would save private development roughly \$7.50/building SF, enhancing project feasibility
    - Assumes 680K SF of new development on 13 underutilized acres

# Streetscape – 11<sup>th</sup> & San Marcos



# Streetscape – 12<sup>th</sup> & Olander



# Streetscape – 12<sup>th</sup> & Waller





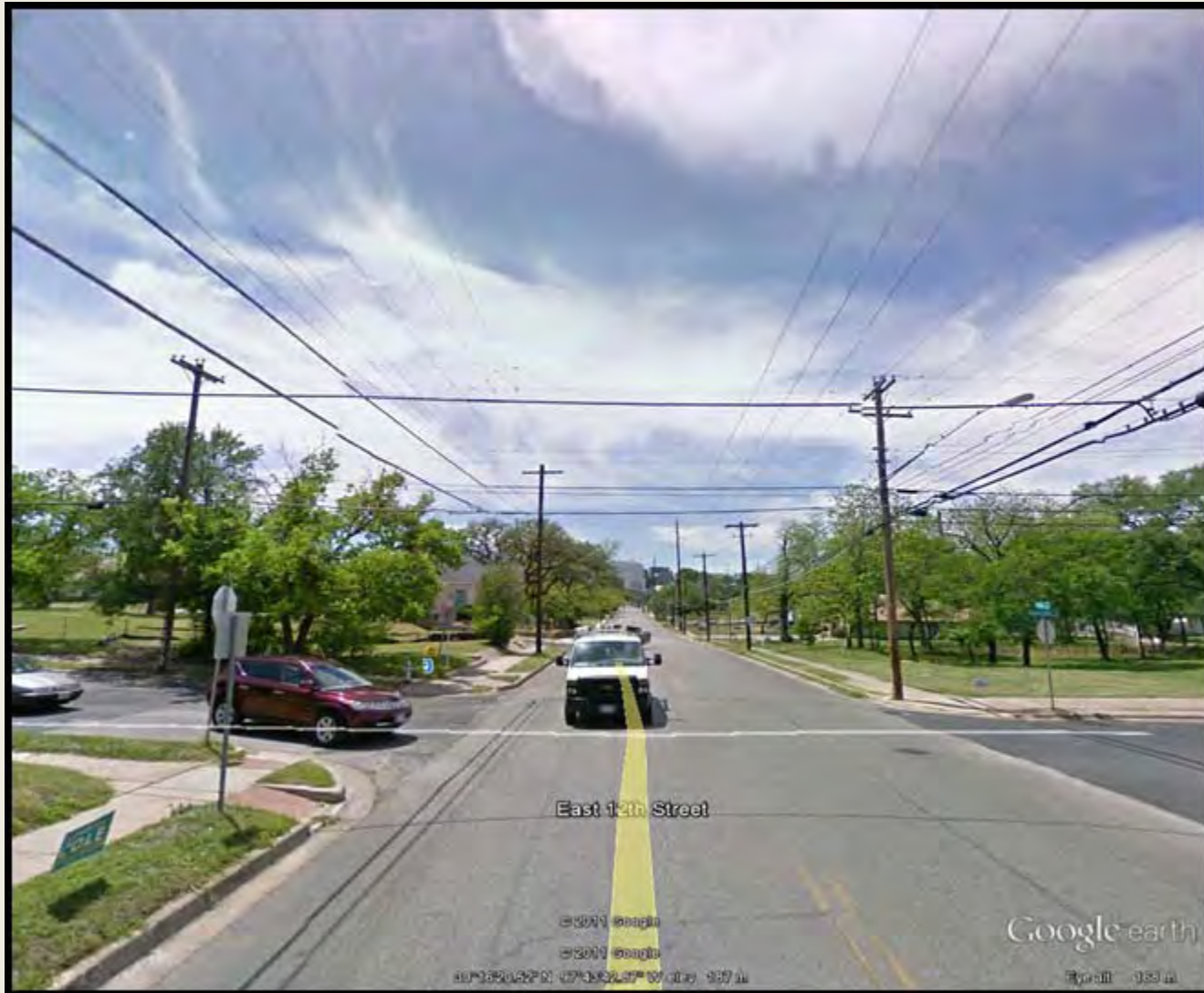
# Infrastructure – Overhead Utilities

- E. 12<sup>th</sup> Street has impediments from overhead utilities
  - ✓ AE transmission and distribution lines, plus communications lines
  - ✓ Proximity of wires could constrain development of upper floors at street frontage, growth of future street trees, etc.
- Cost of upgrade estimated at **\$4M** for 0.75 miles
  - Assumes **undergrounding of distribution lines and communications**, not transmission lines
    - Removes most frequent and visible poles and wires
  - Estimate is “ballpark” and would require specific design
  - If publicly funded, would save private development roughly \$6.00/building SF, enhancing project feasibility
    - Assumes 680K SF of new development on 13 underutilized acres

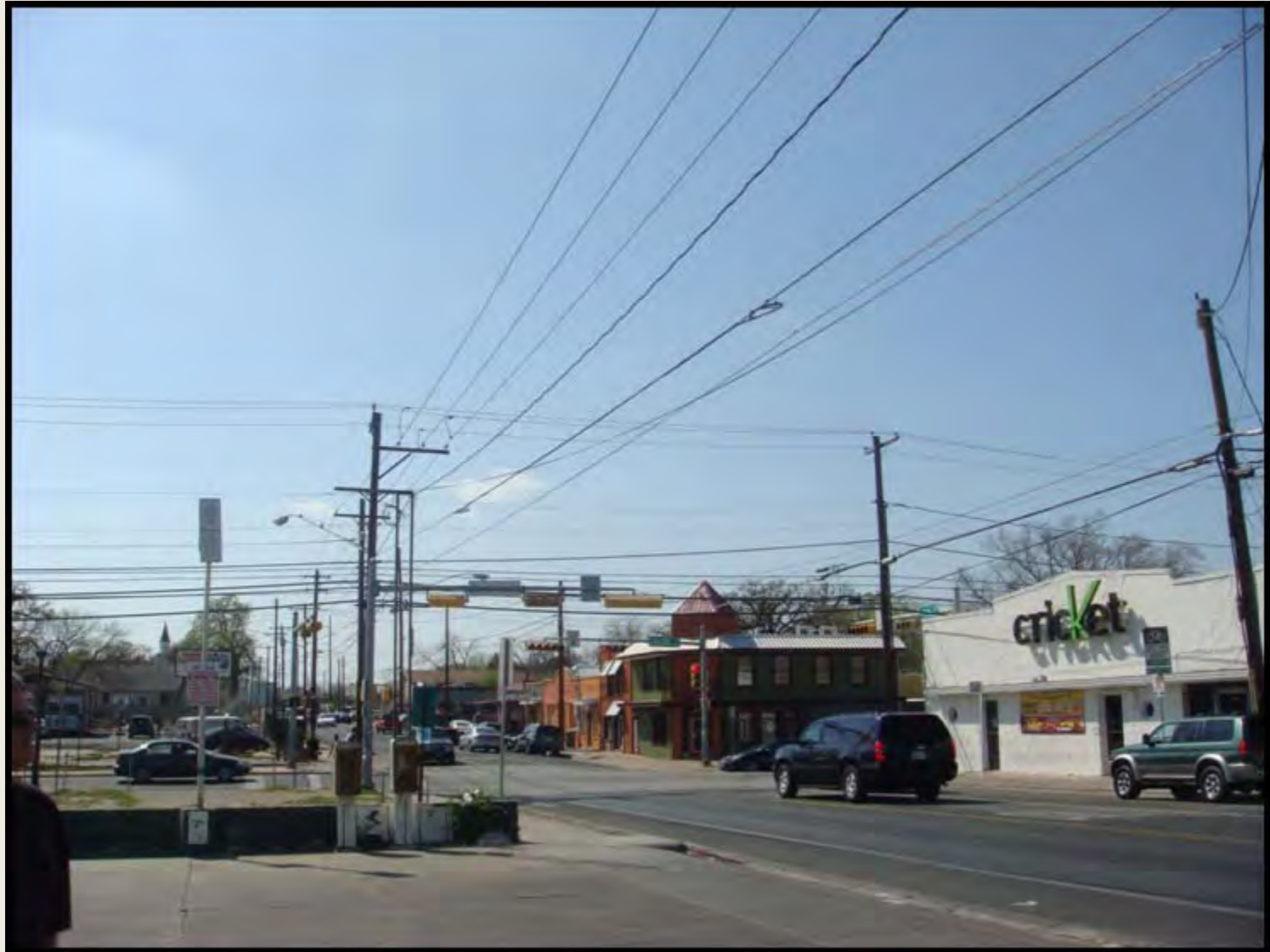
# Overhead Utilities – 11<sup>th</sup> & Waller



# Overhead Utilities – 12<sup>th</sup> & Navasota



# Overhead Utilities – 12<sup>th</sup> & Chicon



# Infrastructure – Water & Wastewater

- Some upgrades necessary as new development occurs on E. 12<sup>th</sup> Street
  - ✓ Wastewater – will need upgrade b/w Chicon & Poquito, may need upgrades west of San Bernard
  - ✓ Stormwater – may need upgrades east of San Bernard
- Study Area is prime for AWU CIP funds
  - Respond to project needs; no proactive re-builds recommended
  - Projects receiving assistance from fund would enhance feasibility

# Retail and Commercial Development

- Issues:
  - ✓ Lack of community retail forces spending outside of Study Area
  - ✓ Concerns about future displacement of existing retailers, as new projects benefit from chains' higher capitalization/lower-risk
- Strategies:
  - **Pursue a grocery store** on E. 12<sup>th</sup> Street or next to IH 35
    - Dedicate staff resources and pursue incentives such as Tax Credits
    - Publicly owned sites are not optimal for this use, so work with land owners
  - **Encourage locally owned businesses and “below-market-rate” commercial space** in projects built on public land
    - Solicitation process can mandate or give priority to such projects

# Housing and Gentrification

- Issues:
  - ✓ Neighborhoods around Study Area have high concentration of subsidized affordable units
  - ✓ Neighborhood residents still need affordable units, especially for families and seniors
    - Both these “market groups” saw major declines as area has gentrified
- Strategies:
  - Encourage **mixed-income housing** on publicly owned tracts
  - Encourage **units large enough for families**, e.g. 3 bedrooms
  - Consider pursuing a **senior housing development**

# Parking

- Issues:
  - ✓ On-street parking is limited due to narrow right-of-way and bike lanes
  - ✓ Structured parking to maximize project densities may not be feasible for most private projects
- Strategies:
  - **Consider public parking on Tract 13** (E. 12<sup>th</sup> b/w Waller & Navasota)
  - **Encourage “duck-in” street parking** as lower-cost surface spaces within private properties
  - **Encourage “community parking”** as a value-added element of projects on public land

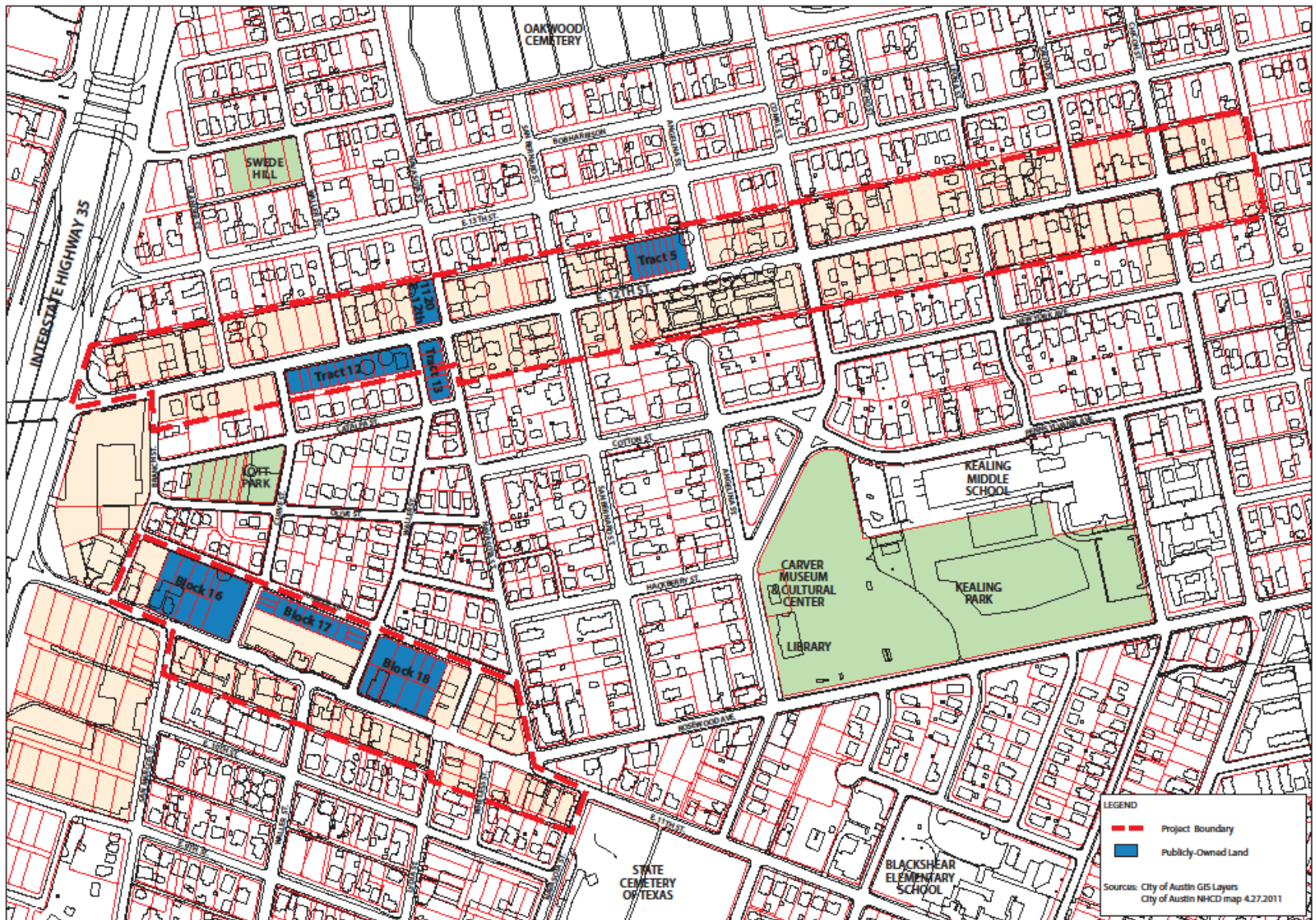




# Public Land Disposition

- Issues:
  - ✓ Several parcels in public ownership have not yet been developed
  - ✓ Near-term disposition and development can generate revenues, increase vitality
  - ✓ Some sites acquired/improved using Federal funds, subject to use restrictions and/or repayment of funds
- Strategies:
  - **Place public land into redevelopment activity ASAP**
  - **Encourage local business, community parking, mixed-income housing and some larger units**
  - Specific strategies vary by site:

# Vacant Public Parcels



# Public Land – Block 16

- Block 16 (E. 11<sup>th</sup> St. b/w Branch & Curve)
  - RFP issued in 2008 had reasonable terms but bad timing
  - Zoning and other regulations are flexible and straightforward
    - Mixed-use, no major limitations or requirements
  - Re-appraise and issue RFP for mixed-use development:
    - Synergy with African American Cultural and Heritage Facility (strongly encouraged)
    - 50%+ of commercial space for local business (strongly encouraged)
    - Community parking spaces (strongly encouraged)
    - 10% of rental units at 60% AMI (required if rental)
    - 10% of units at 3+ BR (encouraged)

# Public Land – Block 17

- Block 17 (Juniper St. b/w Curve & Waller)
  - AHFC plans to redevelop as townhomes or live/work lofts
  - No need to issue RFP
  - Initiate development *ASAP*



# Public Land – Block 18

- Block 18 (E. 11th St. b/w Waller & Lydia)
  - Block includes Victory Grill and “East Room”
  - Consider modifying Urban Renewal Plan to allow flexibility similar to current allowances for Block 16
  - Appraise and issue RFP for mixed-use development:
    - Synergy with Victory Grill and East Room (strongly encouraged)
    - 50%+ of commercial space for local business (strongly encouraged)
    - Community parking spaces (strongly encouraged)
    - 10% of rental units at 60% AMI (required if rental)
    - 10% of units at 3+ BR (encouraged)

# Public Land – Tract 12

- Tract 12 (E. 12th St. b/w Curve & Waller)
  - Parcels already improved for 10 townhomes using Federal funds
  - Consider amending Urban Renewal Plan to allow ground-floor commercial space (e.g., live/work townhomes)
  - Transfer to AHFC, sell for uses enabled under URP/NCCCD



# Public Land – Tract 13

- Tract 13 (E. 12th St. b/w Waller & Navasota)
  - Parcels envisioned for 5 homes
  - Consider amending Urban Renewal Plan to allow retail and community parking
  - Hold for longer-term development of frontage retail with some community parking (18-20 spaces) on southern portions
  - Enter lease agreements to “credit” parking to future commercial uses nearby

# Public Land – Options for Tract 13



- ← Retail along E. 12<sup>th</sup> frontage
- ← Parking on edges (18 spaces)
- ← Open space on interior



- Retail along E. 12<sup>th</sup> frontage →
- Parking on interior (20 spaces) →
- Open space on interior →



# Public Land – 1120 E. 12th

- 1120 E. 12th (northwest corner of E. 12th St. at Navasota)
  - Parcel is shown as mixed-use and community parking
  - Parcel is too small to yield efficient development that optimizes density as a stand-alone site
  - Parcel is adjacent to underutilized private sites ripe for redevelopment
  - Sell for uses enabled under URP/NCCCD

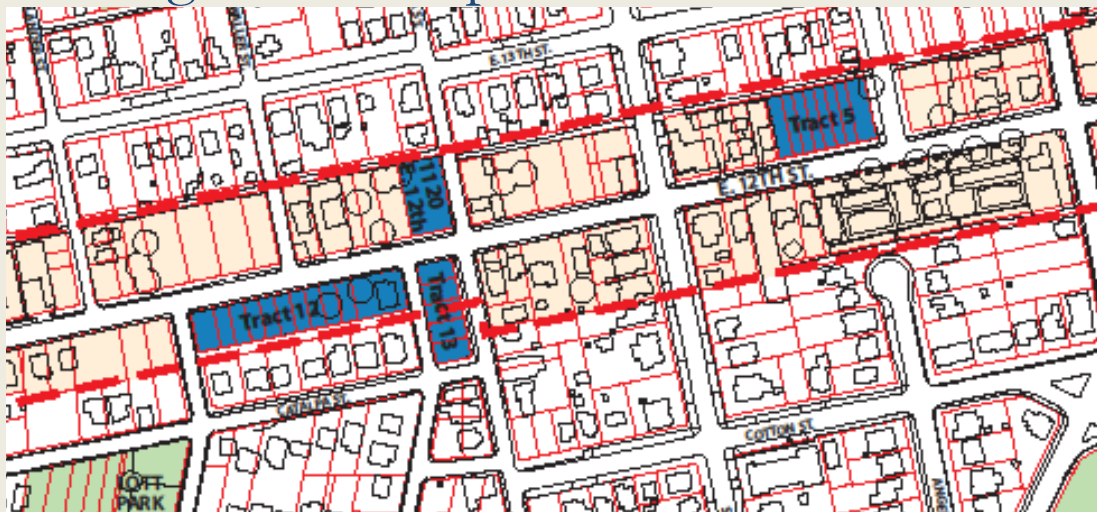


Potential Development:  
72,000 SF on assembled  
parcels (1.1 acres)

1120 E. 12<sup>th</sup> St (0.3 acres)

# Public Land – Tract 5

- Tract 5 (E. 12th St. b/w San Bernard & Angelina)
  - Parcel is mixed-use and commercial in URP and NCCD
  - Site is less strategically located than most others, could be deferred in priority for a few years
  - Discuss potential for senior housing and viability for grocery store before offering for development



# E. 12<sup>th</sup> & Chicon

- Issues:
  - ✓ Criminal activity and security concerns deter development opportunities
  - ✓ Properties in area are in private ownership
- Strategies:
  - Continue progress of law/code enforcement
    - Trespassing, problem houses, Tactical Support Team, community clean-up
    - Consider installation of security cameras
  - Incent redevelopment on private parcels
    - Wastewater upgrades, tax credits, assembly assistance, commercial loans, etc.
  - Consider shared parking behind private properties on north side

# Potential Development – E. 12<sup>th</sup> & Chicon



- Retail and commercial uses along 12th Street (+/-20,000 sf)
- Mixed use residential development on Blocks 8 and 13 (113 du)
- 118 parking spaces between Salina and Poquito Streets.

# NHCD/URB's Action Items

- NHCD will initiate submission for CIP and bond funding
- Urban Renewal Board can initiate discussion of modifications to Urban Renewal Plan
- NHCD work with Urban Renewal Board to initiate disposition of public land

# Additional Action Items

- Establish Technical Advisory Group with other City departments to determine priorities and establish and implement work plan
  - Legal and PDR: Plan and zoning amendments
  - EGRSO: Pursuit of development incentives and business support
  - AWU/AE: Consideration of infrastructure funding
  - Public Works: Consideration of streetscape improvements
  - APD: Continuation of enforcement
  - Real Estate: Facilitate property disposition

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