



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

Community Meeting #1 • September 21, 2011

# Tonight's Outcomes

1. Introduce staff/consulting team roles and describe study approach
2. Review established vision and plans for study area
3. Highlight existing conditions
4. Hear from you about issues and priorities



# Development Strategy Team

- City of Austin
  - Betsy Spencer, Director, NHCD
  - Rebecca Giello, Assistant Director, NHCD
  - Sandra Harkins, NHCD Project Manager
- Consultant Team
  - Economic & Planning Systems
    - Darin Smith and Jim Musbach, Real Estate Economists
  - Adisa Communications
    - Shuronda Robinson, Community Engagement Lead
  - McCann Adams Studio
    - Jana McCann and Jim Adams, Urban Designers
  - Urban Design Group
    - Laura Toups, Civil Engineer





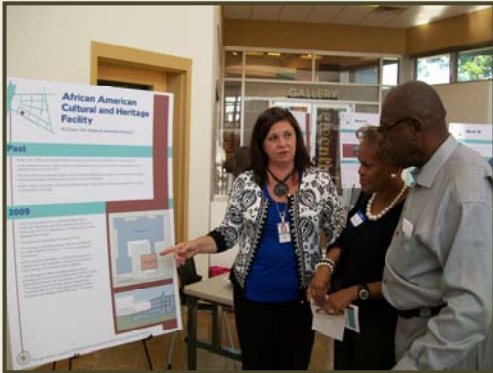
# Development Strategy Study Area



# Development Strategy Goals



kvue.com



- 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 guidelines to move projects forward





# Approach to Development Strategy

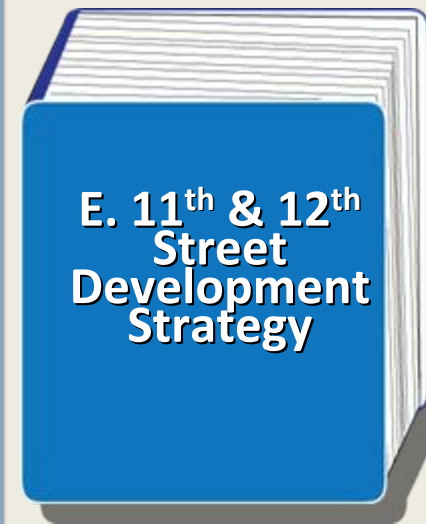
## Strategies

- Identify strategies to implement revitalization of East 11<sup>th</sup> & 12<sup>th</sup> Street
- Market testing of development concepts
- Case studies from communities with similar issues
- Identification/prioritization of public investments
- Regulatory and implementation recommendations



## Stakeholder Input

- Surveys
- Interviews
- Community Meetings



# Development Strategy

- Does NOT alter the vision for the area
- Does:
  - Suggest ways to make it easier to implement next steps, projects
  - Include recommendations and solutions to address barriers to redevelopment, financing methods
  - Provide approach to future project implementation



# Project Schedule

- *September*
  - Consultant Team Kickoff and Community Meeting #1
- *October*
  - Market Analysis and Surveys
- *November*
  - Community Meeting #2
  - Infrastructure Inventory
  - Revitalization Case Studies
- *December*
  - Community Meeting #3
  - Development Strategy Draft
- *January 2012*
  - Community Meeting #4
  - Final Development Strategy Prepared





# Existing Plans and Regulations

Central East Austin  
Master Plan

Urban Renewal Plan

11<sup>th</sup> St NCCD

## Neighborhood Plans

- Central East Austin
- Chestnut
- Rosewood

12<sup>th</sup> St NCCD



# Established Vision

- Create Mixed-Use Commercial Corridors
  - Ground Floor Retail with Housing and Office Above
  - Increase Market Support for Area Businesses
- Encourage Private Investment
- Encourage Affordable and Accessible Housing
- Improve Pedestrian Environment and Accessibility
- Respect/Protect Adjacent Residential Neighborhoods



# Projects on East 11th



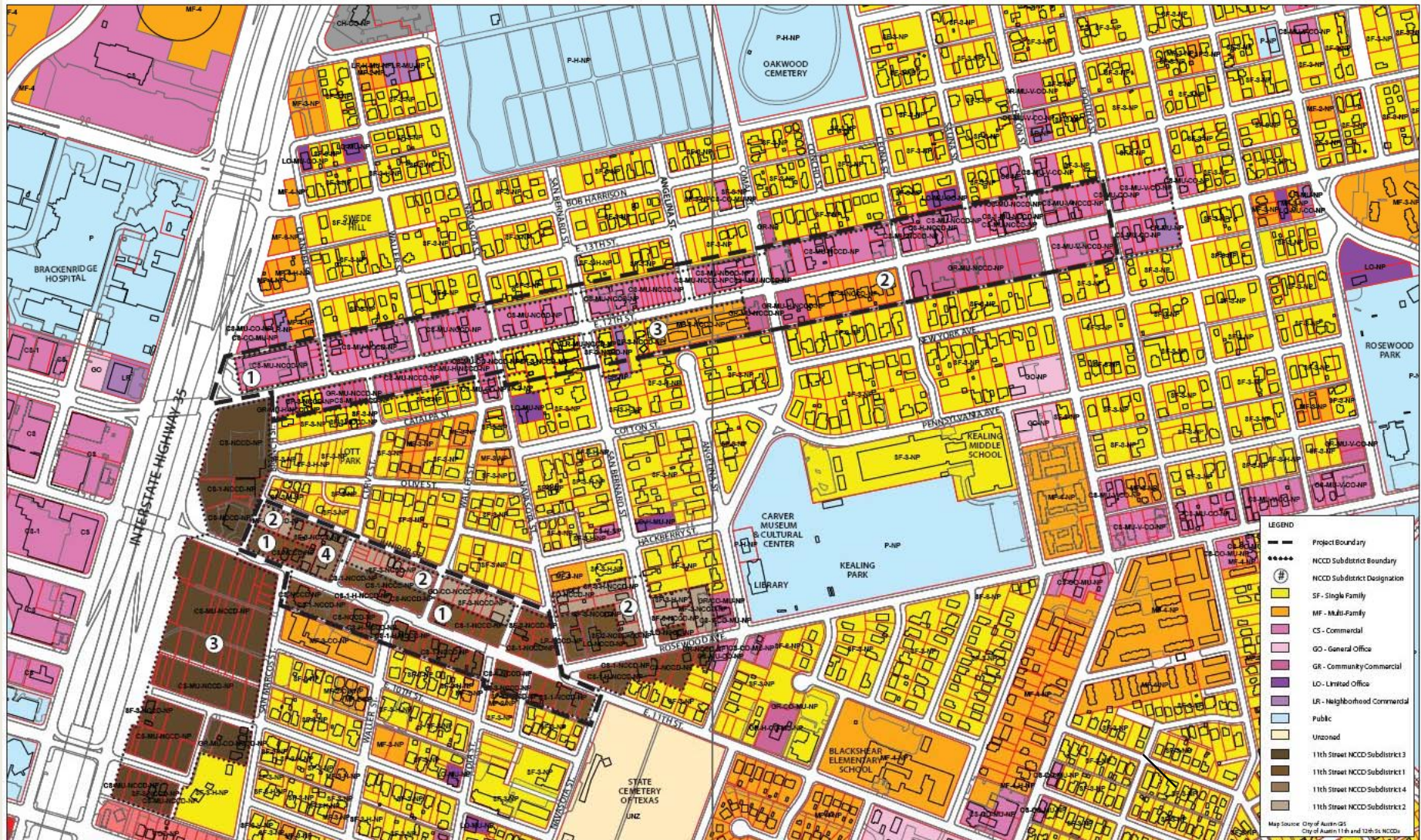


# Projects on East 12th





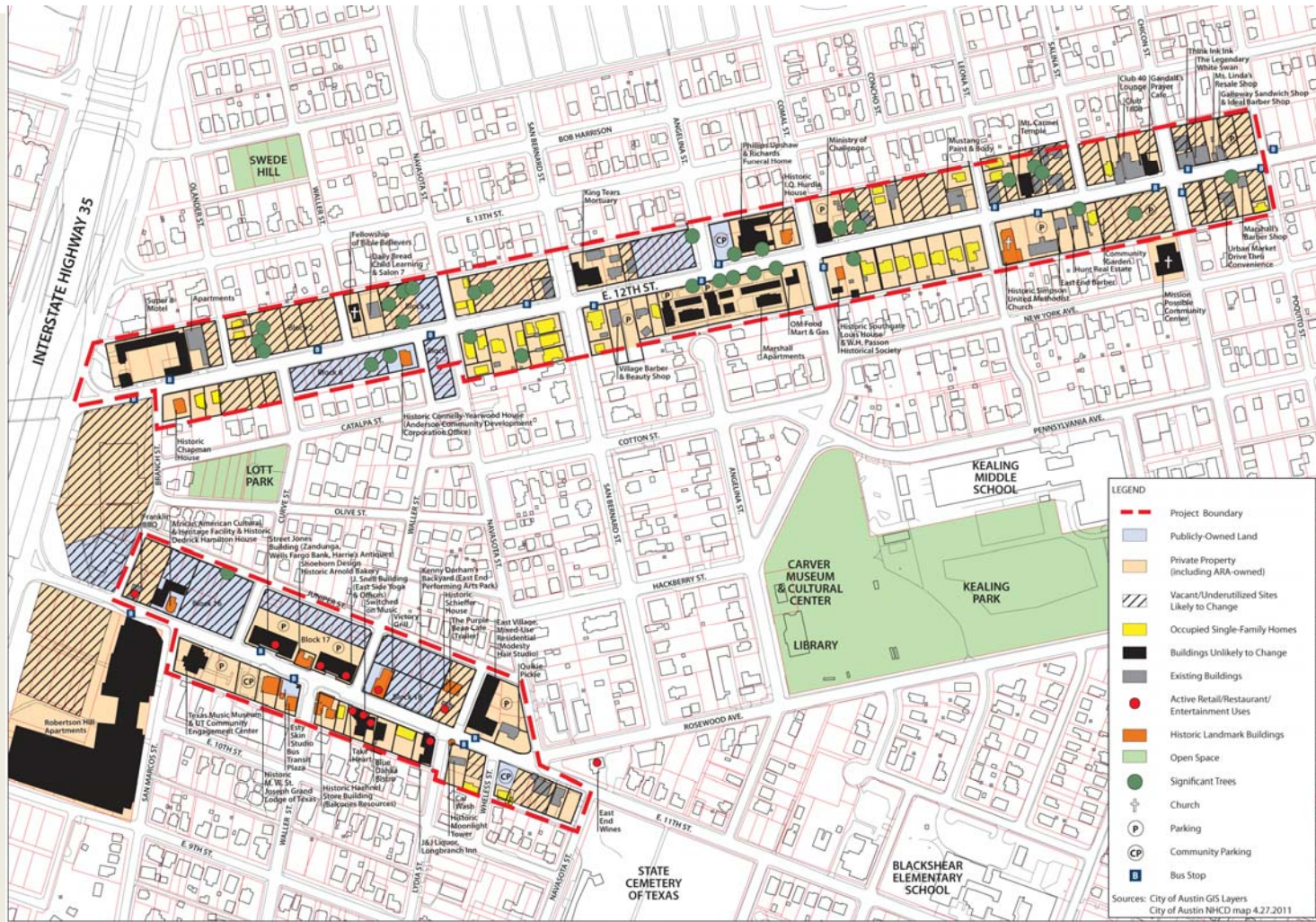
# Zoning



Note: The East 11th St. NCCD zoning provides for a mix of residential, civic and commercial uses.

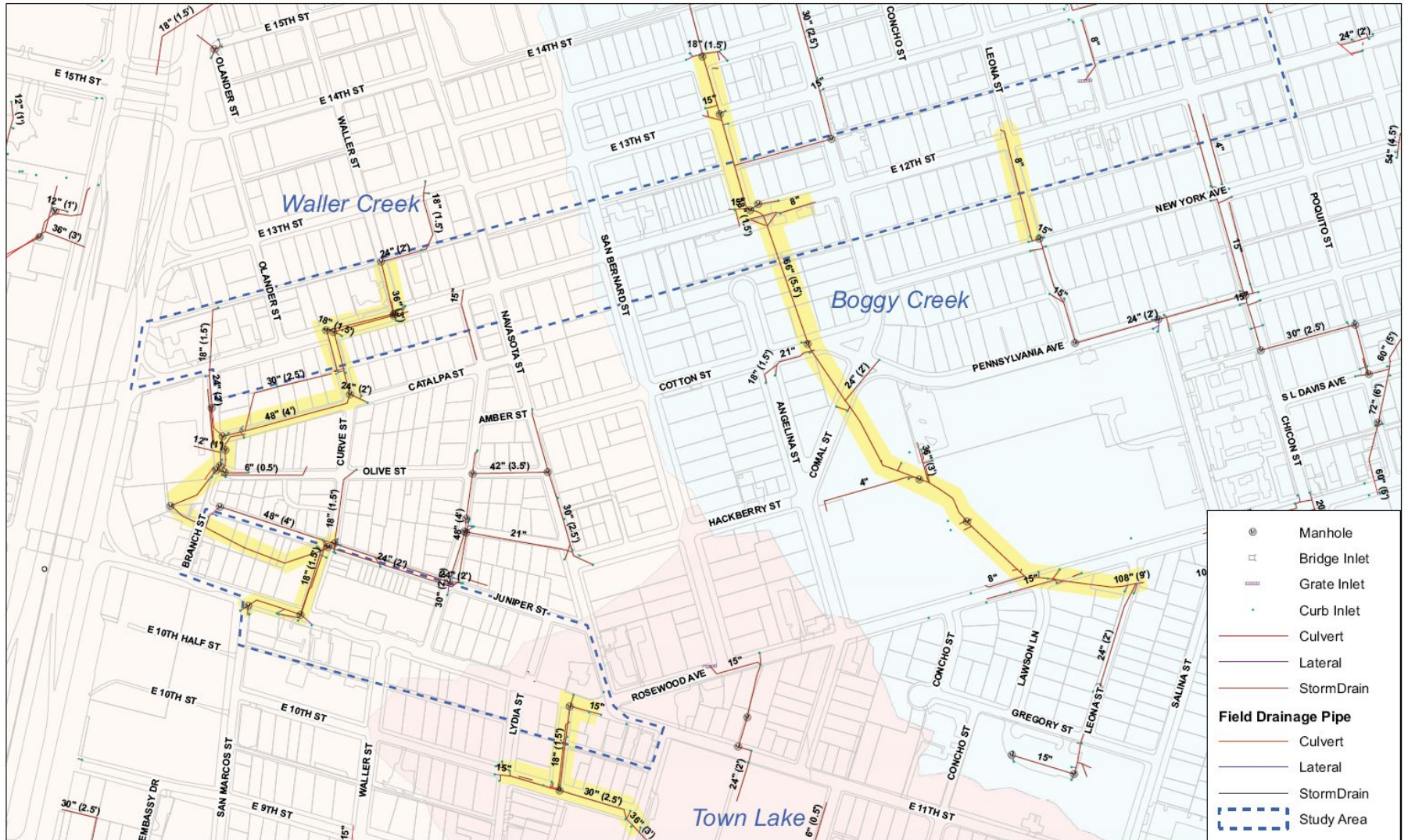


# Opportunities & Constraints





# Infrastructure



Storm sewer data was compiled from Watershed Protection Dept., COA.  
Data was compiled from existing data or from field.

STORM SEWER MAP  
East 11th and 12th Street Redevelopment Strategy Project

0 150 300 450  
Feet

# Important Issues: Let's Hear From You

- Desirable Development/Businesses
- Undeveloped Sites
- Housing Needs
- Parking, Transit, Walkability
- Infrastructure Adequacy
- Development Regulations
- Demographic Changes
- Public Safety Concerns
- Organizational Roles and Resources





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## CONTACT US

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Please register for NHCD's E-Newsletter at <http://www.ci.austin.tx.us/news/notes/index.cfm> to receive notices via email regarding upcoming meetings as well as other news and events regarding the East 11th and 12th Street Development Strategy.

# THANK YOU.