

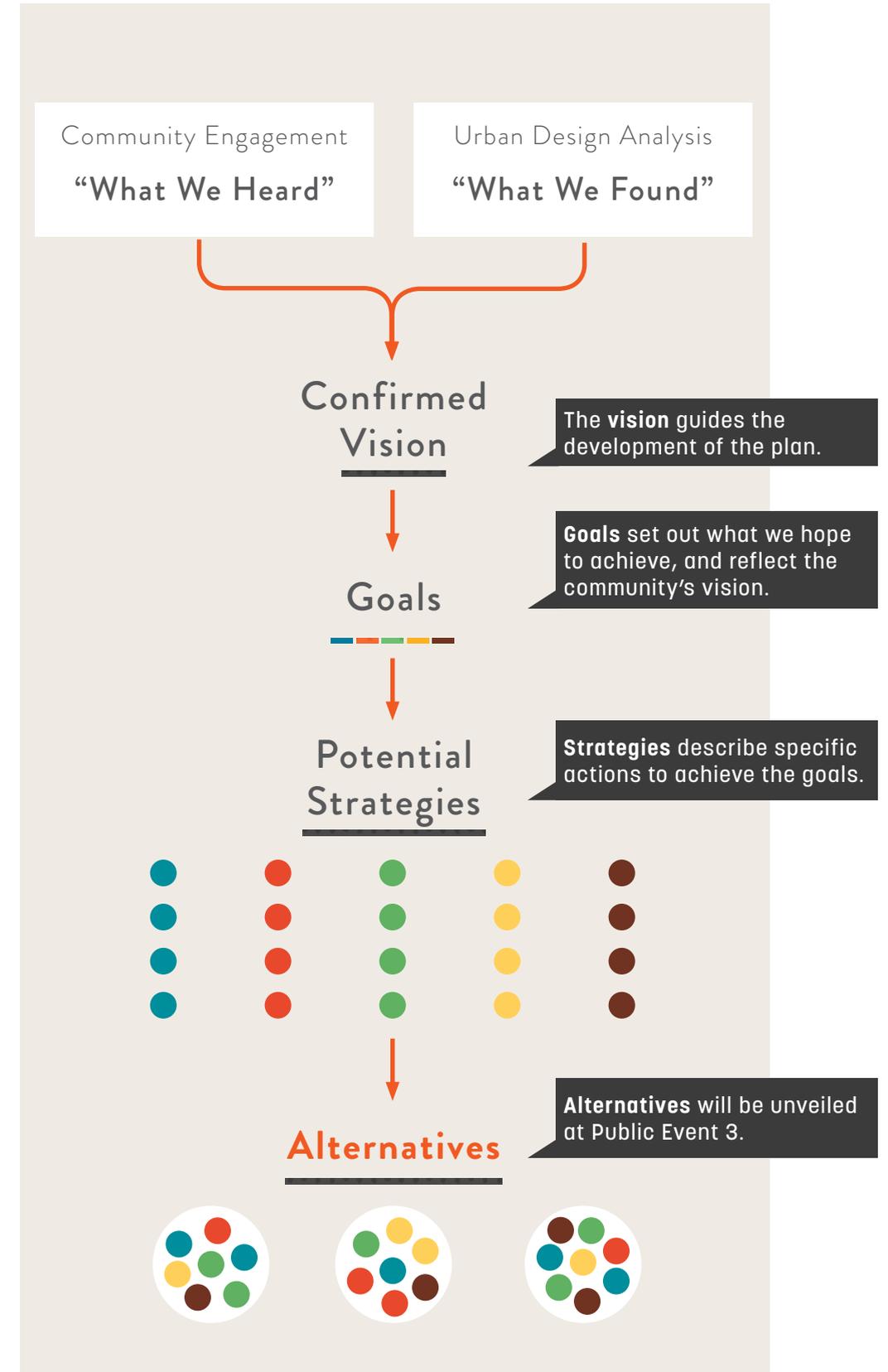
Our CONGRESS AVENUE

Thanks to the active participation of many Austinites like you, we are moving full speed ahead towards defining the future of Congress Avenue. In this document, you will find a **sample** of what we've discovered and what you have told us about Congress Avenue. You will also see how we are beginning to transform your thoughts and ideas into goals and potential strategies.

<http://www.austintexas.gov/congressavenue>



Process





What We Heard & What We Found

Through your input and our urban design analysis, we developed a comprehensive understanding of the challenges and

opportunities facing Congress Avenue around the themes of **social equity, mobility & connectivity, culture & history, economics, and environment.**



What We Heard & What We Found

Social Equity

Sample community input

Do you or someone you know ever experience difficulties physically navigating Congress Avenue? (1 = never, 5 = very frequently)

2.5

Average of 113 responses

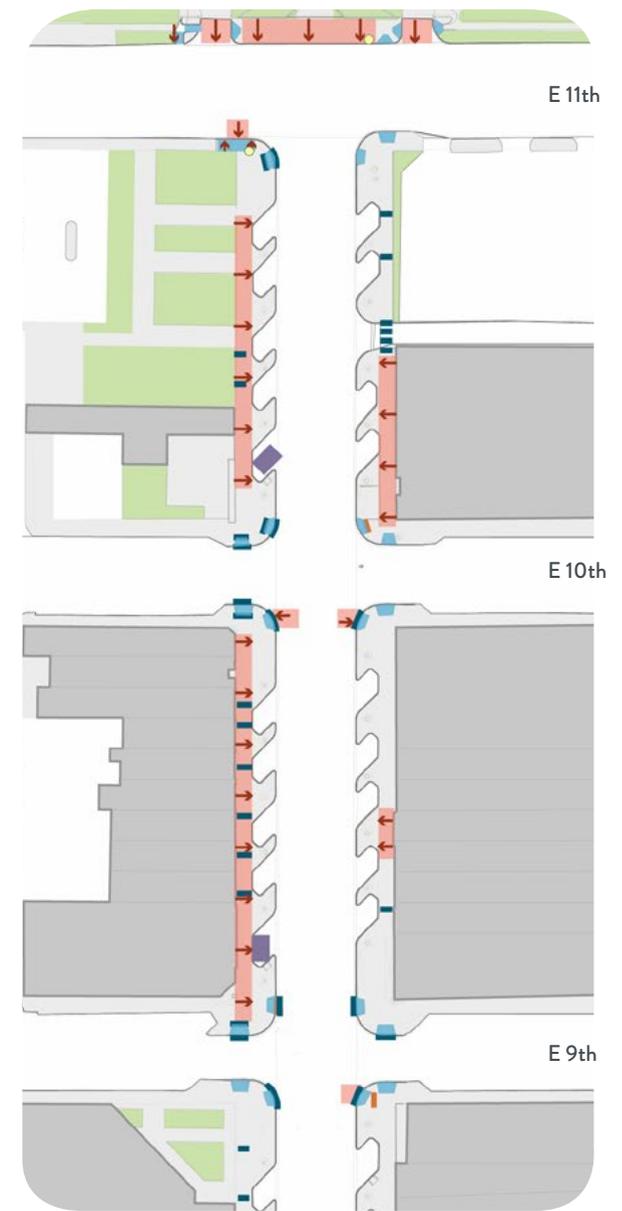
Do you think Congress Avenue can be made more welcoming to racial and other minorities? (1 = no, 5 = yes)

3.8

Average of 137 responses

“ Get in **ADA compliance** and install **benches** every block so folks can have a resting spot ”

“ Ensure that there are **public spaces** that are **free, accessible, and welcoming to ALL...** ”



ADA Accessibility Issues* Sample (above)

*Issues to resolve in order to achieve wheelchair-accessible and walkable sidewalks for all

- Cross-slope exceeds 2%
- Curb ramp slope exceeds 8.3%
- Horizontal opening on walking surface exceeds 1/2"
- Accessible parking is non-compliant
- Push button reach range or level clear floor is non-compliant

Our Congress Avenue Survey (left)

- Places where respondents go to exercise freedom of speech

What We Heard & What We Found

Culture & History

Sample community input

Do you consider Congress Avenue an arts and culture destination?

(1 = disagree, 5 = agree)

3.2

Average of 163 responses

What is the most memorable civic event you've attended on Congress Avenue?

46% **20%**

March / Protest Parade
Out of 150 responses

“ We should be very ambitious to create a **great avenue worthy of a world class city**. We should be looking towards the great avenues of the world for inspiration and example ”

“ Identify the **history** and **make it more visible** and obvious to the public. Incorporate **building signage**, incorporate elements of **diverse culture** that funded and developed and contributed to Austin history. ”



Key Destinations

- Key Destinations
- Nodes of activity
- Key Districts

Economics

Sample community input

How important is it that local and small businesses can afford to stay on Congress Avenue?
(1 = not at all, 5 = very)

4.1

Average of 146 responses

How do you rate the quality of Congress Avenue as a working environment?
(1 = not good, 5 = very good)

3.1

Average of 50 responses

“ ...Build **walking traffic** on Ave. **Activate abandoned buildings** for more synergy and less holes in the landscape. ”

“ Offer **rent subsidies** or other **financial incentives**, including free or low cost business training for **local entrepreneurs**. ”



Publicly Accessible Ground Floor Use on Congress, north of Lady Bird Lake



Publicly Accessible Ground Floor Use on Congress, south of Lady Bird Lake



Environment

Sample community input

How important is it to control flooding and use rainwater wisely?

(1 = not at all, 5 = very)

4.4

Average of 153 responses

How important is it to protect the bats?

(1 = not at all, 5 = very)

4.6

Average of 150 responses

“

The bridge is **SO HOT** and we were almost run over by cyclists on the sidewalk

”

“

Would love to have **more nature** integrated and more of Austin’s history reflected

”

“

I wish South Congress could have **more green space or pocket parks**. The North Congress re-design from the state looks awesome.

”



Sample Tree Survey (above)

- | | | |
|---|---------------------------------------|--------------------------------------|
| ● Quercus fusiformis
Live Oak | ● Fraxinus velutina
Arizona Ash | ● Taxodium distichum
Bald Cypress |
| ● Quercus virginiana
Southern Live Oak | ● Quercus polymorpha
Monterrey Oak | ○ Condition - Good |
| ● Quercus muehlenbergii
Chinquapin Oak | ● Ilex Vomitoria
Yaupon | ○ Condition - Fair |
| ● Quercus shumardii
Shumard Oak | ● Ulmus Crassifolia
Cedar Elm | ○ Condition - Bad |

Summer Shadow Analysis (left)

Average amount of shade during the longest days of the year



- Comfortable
- Uncomfortable



Wounds on trunk



Bluejay spotted in this area



Seven grackle nests in this tree!

These goals reflect the issues and challenges that we uncovered during the community engagement process and urban design analysis, and represent tangible outcomes of this process.

Are these the right goals?
Tell us what you think!

Goals

SOCIAL EQUITY

Ensure a welcoming, accessible, and representative space for all

- Accessibility
- Telling the stories
- Diverse programming
- Connectivity to neighborhoods
- Civic engagement (protest and representation)

MOBILITY & CONNECTIVITY

Re-balance mobility options along Congress Avenue

- Bike lanes
- Pedestrian zones and crosswalks
- Circulator
- Accessibility
- Parking management
- Signalization
- Ann W. Richards Congress Avenue Bridge improvements
- Right sizing vehicular right-of-way

CULTURE & HISTORY

Enhance Congress Avenue as a destination

- Lighting
- Public art
- Wayfinding and signage
- Place branding
- Interpretative markers
- Events and performances
- Cultural anchors (north and south of Lady Bird Lake)
- Great design

ECONOMICS

Amplify the economic strength and diversity of Congress Avenue

- Ground floor activation
- Diversity of retail options
- Pop-up food & beverage / retail opportunities
- Enhanced café zones

ENVIRONMENT

Celebrate biodiversity and urban habitat in a functional, resilient streetscape design

- Shade and thermal comfort
- Street trees
- Stormwater management
- Permeable paving
- Connection to Lady Bird Lake ecology
- Habitat diversity

Strategies

These are examples of potential specific actions to achieve the goals. Come help us **imagine** other possibilities at our next public event on October 25!

Social Equity

Ensuring a welcoming, accessible, and representative space for all

- Accessibility
- Telling the stories
- Diverse programming
- Connectivity to neighborhoods
- Civic engagement (protest and representation)

These are some initial ideas...do you have others?



Celebrate arts and culture



Accessibility



Cultural events / installations



Civic engagement



Diverse programming



Tell the stories

Strategies

Mobility & Connectivity

Re-balance mobility options along Congress Avenue

- Bike lanes
- Pedestrian zones and crosswalks
- Circulator
- Accessibility
- Parking management
- Signalization
- Ann W. Richards Congress Avenue Bridge improvements
- Right sizing vehicular right-of-way

These are some initial ideas...do you have others?



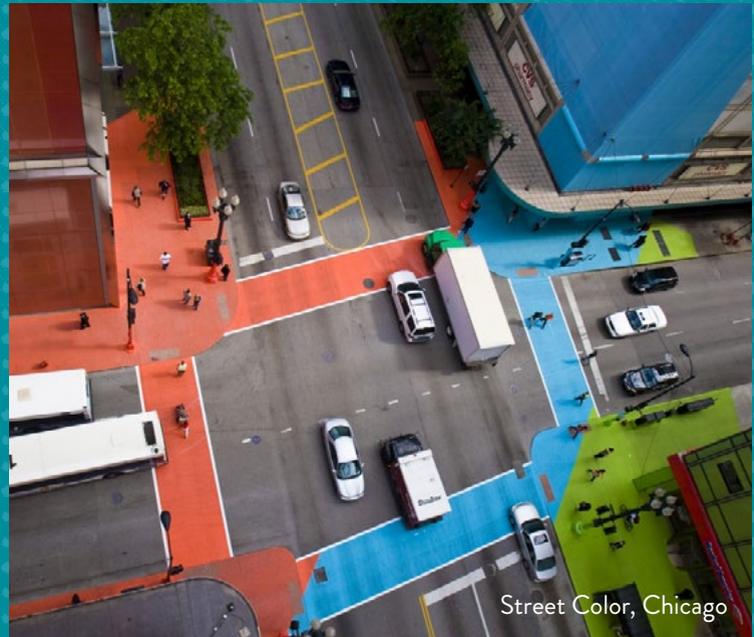
Bicycle or pedestrian bridge



Wider sidewalks



Circulator



Pedestrian-focused intersections



Parking Management



Bike Lanes

Culture & History

These are some initial ideas...do you have others?

Enhance Congress Avenue as a destination

- Lighting
- Public art
- Wayfinding and signage
- Place branding
- Interpretative markers
- Events and performances
- Cultural anchors (north and south of Lady Bird Lake)
- Great design



Wayfinding



Distinctive lighting



Engaging public art



Interpretative markers



Interesting design



Connection to cultural anchors

Economics

These are some initial ideas...do you have others?

Amplify the economic strength and diversity of Congress Avenue

- Support small, local businesses
- Ground floor activation
- Diversity of retail options
- Pop-up food & beverage / retail opportunities
- Enhanced café zones



Food truck space

Klyde Warren Park, Dallas



Street festivals

South Street Spring Festival, Philadelphia



Temporary plazas

Lawn on D, Boston



Enhanced café zones

Market Street, Philadelphia



Temporary retail

Le Fashion truck, Los Angeles



Support small, local businesses

Royal Blue parklet, Congress Avenue, Austin

Environment

Celebrate biodiversity and urban habitat in a functional, resilient streetscape design

- Shade and thermal comfort
- Street trees
- Stormwater management
- Permeable paving
- Connection to Lady Bird Lake ecology
- Habitat diversity

These are some initial ideas...do you have others?



Pollinator garden, Portland

Plant diverse, native species



Passeig de Saint Joan, Barcelona

Use permeable pavers



Houtan Park, Shanghai

Shade structures



Harbor Pavilion, Boston

Rainwater sculptures



Uptown Circle

Tell the water story



Las Ramblas, Barcelona

Shade trees

Vision

Our Congress Avenue is a great Texas people place - the cultural, historic and commercial spine of downtown Austin where people come to share, celebrate and create a bright future.

Values

The Vision will be achieved and maintained through loyalty to a set of Values related to Character, Function and Management. A great street needs to do many things well but a street asked to perform too many tasks is likely to perform none of them well. Our efforts to achieve the Congress Avenue Vision will adhere to these Values that will guide what we ask of the Avenue and how we direct our work.



Our CONGRESS AVENUE

IMAGINE!

Save the Date:

Tuesday May 15th at 800 Congress Ave

Morning Open House: 7 am to 9 am

Evening Open House: 5 pm to 8 pm

Join us in May as we continue to imagine and shape the future of Congress Avenue! Stay tuned for further details on Public Event 3 "Imagine!" where we will explore different design alternatives. And in the meantime, please see the full results of our Analysis and Public Outreach, which will be posted to the project web site:

<http://www.austintexas.gov/congressavenue>
