

South Central Waterfront Talkabout 1:  
 Overview & Introduction Presentation  
 (presenter: Alan Holt) January 21, 2014

South Central Waterfront Plan Initiative  
 Waterfront Talk-a-bout 1: Alternative Futures  
 January 21, 2014 – Stateside Theatre

- Orientation
- Presentations
  - **Harris Steinberg** FAIA, PennPraxis – Philadelphia, PA
    - AIA Sustainable Design Assessment Team (SDAT) Vision
  - **John Fregonese**, Fregonese Associates – Portland, OR
    - Scenarios Analysis
- Panel Discussion
  - Audience Q & A
- Conclusion



South Central Waterfront Plan Initiative

*Purpose:*  
 Establish a vision and provide recommendations to guide public and private development over the next 20-plus years.

South Central Waterfront Plan Initiative  
 - Process: A Community Conversation

Learn / Engage / Explore WINTER	<ul style="list-style-type: none"> <li>✓ <b>Waterfront Walkabouts:</b> <ul style="list-style-type: none"> <li>□ Explore together, on-the-spot, issues &amp; opportunities</li> </ul> </li> <li>✓ <b>Waterfront Talkabouts:</b> <ul style="list-style-type: none"> <li>□ Learn best practices &amp; see examples from elsewhere</li> <li>□ Active listening / Responsive feedback / Identify priorities</li> </ul> </li> </ul>
Envision APRIL	<ul style="list-style-type: none"> <li>✓ <b>Vision Workshop + Design Intensive:</b> <ul style="list-style-type: none"> <li>□ Mapping our preferred future</li> </ul> </li> </ul>
Endorse MAY	<ul style="list-style-type: none"> <li>✓ <b>Present Vision Plan to Council</b></li> </ul>
Refine Details SUMMER	<ul style="list-style-type: none"> <li>✓ <b>Implementation Planning</b></li> </ul>

Active listening assignment –  
 Some Possible Vision Elements to Consider

- Open space ALONG the waterfront
- Green spaces throughout the district
- Green approaches to water quality
- Walkable / Bikeable district
- Connectivity & access TO the waterfront
- Affordable housing
- Highest quality architecture & urban design
- Economically viable & achievable

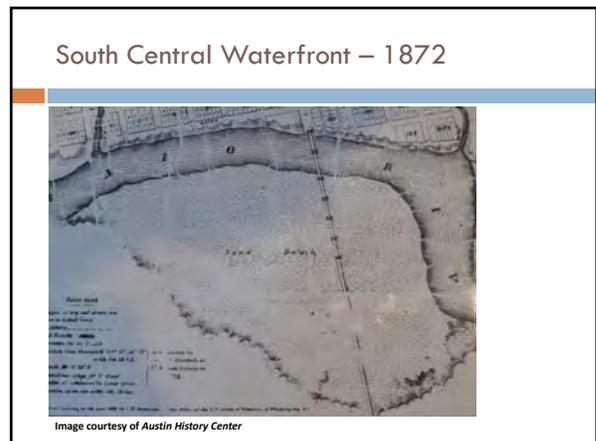
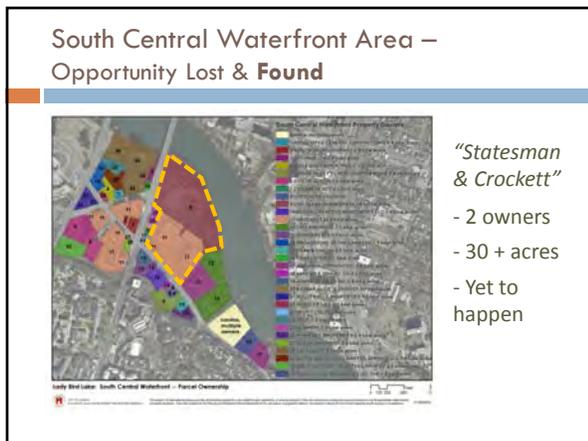
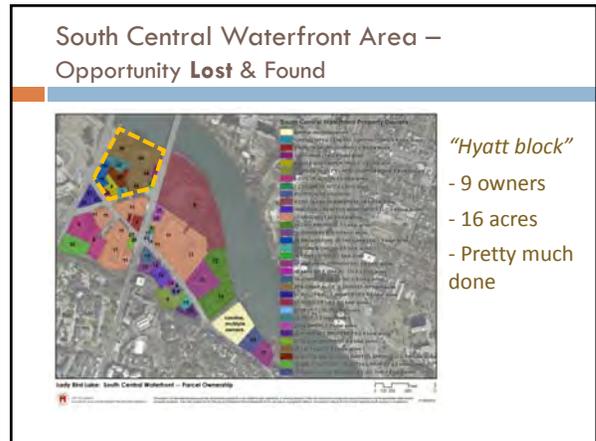
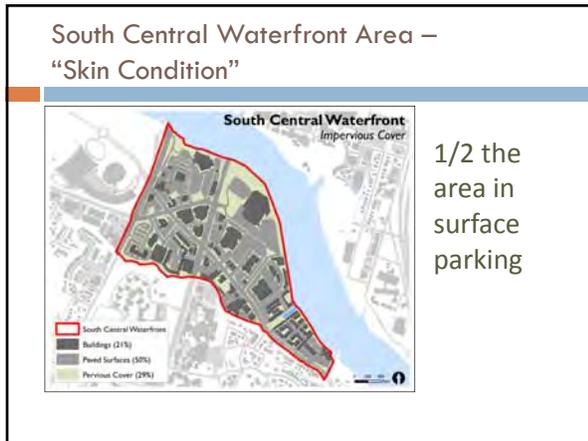
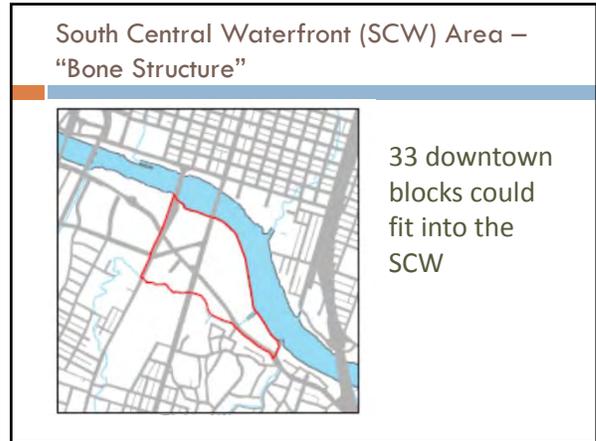
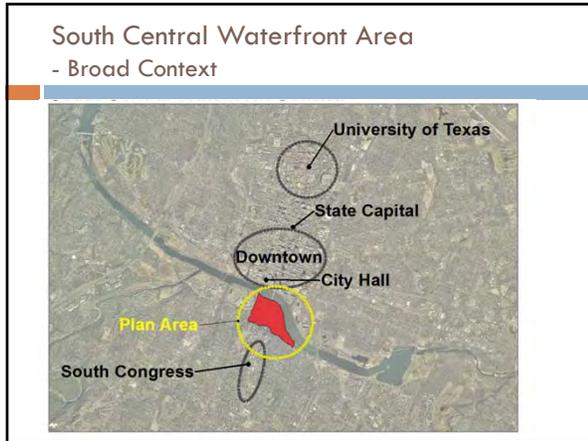
South Central Waterfront Area  
 - Boundaries



South Central Waterfront Area  
 - Project Area: 97 acres



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### South Central Waterfront – 1887

Granite & Iron Bridge at Congress Street - \$74,000.

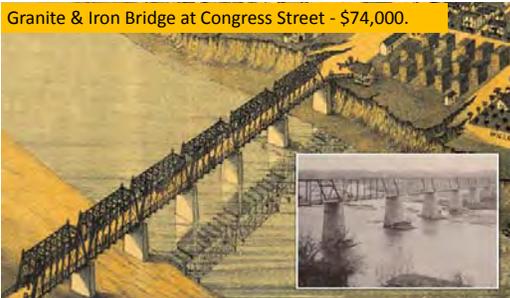
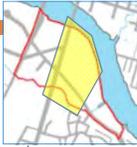


Image courtesy of Austin History Center

### South Central Waterfront – ca.1890's



Riverside Dr.  
Bouldin Creek

Image courtesy of Austin History Center

### South Central Waterfront – 1890's



Barton Springs Rd.  
Riverside Dr.  
Bouldin Creek treeline

Image courtesy of Austin History Center

### South Central Waterfront – ca.1900



Under the 1887 Congress Street Bridge

Image courtesy of Austin History Center

### South Central Waterfront - 1910

The "new" concrete Congress Street Bridge - \$209,000.



Image courtesy of Austin History Center

### South Central Waterfront – ca.1910's



Image courtesy of Austin History Center

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South Central Waterfront – 1920's



M. H. Crockett, Sr. – "Spinach King of Austin" farmed much of SCW

Image courtesy of Austin History Center

South Central Waterfront – ca.1930's

Flooding of SCW was an ever looming reality

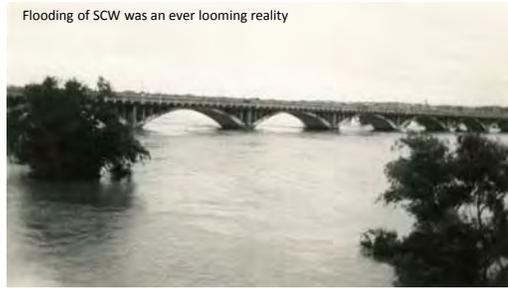


Image courtesy of Austin History Center

South Central Waterfront – 1939



Image courtesy of Austin History Center

South Central Waterfront – 1949

- Zoning Map

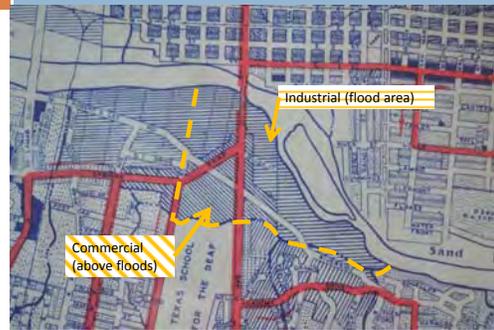


Image courtesy of Austin History Center

South Central Waterfront – 1940's



Image courtesy of Austin History Center

South Central Waterfront – 1950's

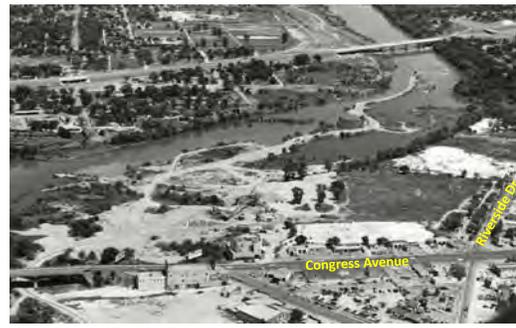


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### South Central Waterfront – 1962

Longhorn Dam, 1960, created Town Lake (aka: Lady Bird Lake)  
 - Lake level constant and banks defined, for the first time in history



Image courtesy of Austin History Center

### Early Planning – 1960's

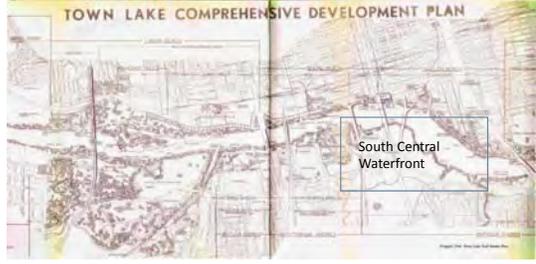


Image courtesy of Austin History Center

### Early Planning – 1960's



- Lakeside trail
- Lakeside restaurants
- New roads and a new bridge to downtown

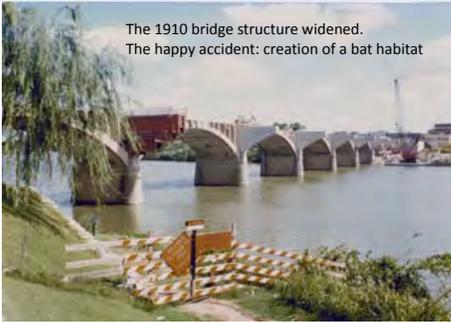
### Early Planning – 1970's

- the first steps on a trail



Planting Town Lake's first tree Feb 11, 1966  
Lady Bird Johnson  
Wilson Station April 1977  
View on the Trail 2012

### South Central Waterfront – 1980



The 1910 bridge structure widened.  
 The happy accident: creation of a bat habitat

Image courtesy of Austin History Center

### South Central Waterfront – ca.1980



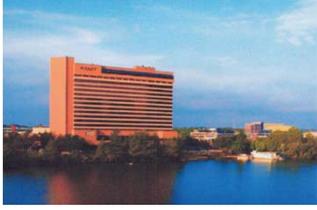
Ribbon cutting on the bridge expansion

How we know the bridge today

Image courtesy of Austin History Center

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### 1980's



1984 – Hyatt built

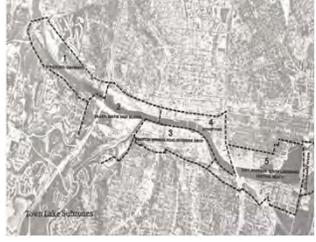
First big development in SCW post bank stabilization

Public concern with development encroaching on the waterfront

### 1985 Town Lake Corridor Study

- Foundation document set broad principles

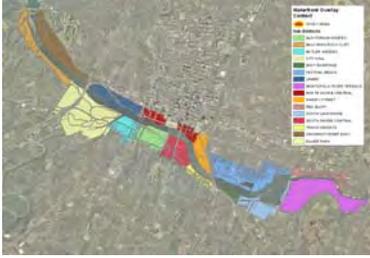
- Protect & Improve water quality
- Create superior planning & mixing of uses
- Maximize pedestrian connections
- Extraordinary urban design



### 1986 Combined Waterfront Overlay Ordinance

Established:

- Sub-districts
- Development Regulations
- Original Waterfront Planning Advisory Board (WPAB)



Current 16 Waterfront Overlay sub-districts

### Sustainable Design Assessment Team 2012

- Waterfront Planning Advisory Board (WPAB) effort to address concerns

- 2011: WPAB applies for AIA/SDAT for South Shore
  - Public service of the American Institute of Architects
- 2012: Austin selected for SDAT
- 2012 Winter/Spring recon visits
- June 2012: SDAT visit

### SDATeam – pro bono public service

Urban designers, architects, landscape architects, economist, green engineer



SDAT leader: Harris Steinberg FAIA

### Sustainable Design Assessment Team 2012



One of the SDAT public roundtables  
 - SDAT engaged over 200 Austin citizens over three days of events

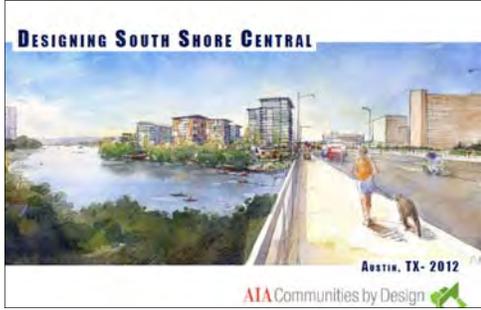
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### SDAT Framework

- ❑ Increase Public Access along the Lake
- ❑ Increase Pedestrian Connections to the shore
- ❑ Improve water quality through Green Infrastructure
- ❑ Significant Affordable Housing



### SDAT Report



### Harris Steinberg, FAIA



- Director: PennPraxis, University of Pennsylvania
- Former Director: Center for Innovation in Affordable Housing Design
- Led: "Creating a Civic Vision for the Central Delaware Riverfront" for City of Philadelphia
- Led: the Austin 2012 SDAT

### UT/SOA: 2013 Texas Urban Futures Lab

- WPAB collaborated to continue work

- ❑ Building on SDAT framework
- ❑ Adding urban rail



### Sustainable Places Project (SPP)

- WPAB endorsed collaboration to continue work




- ❑ HUD sponsored initiative (2012-2013)
- ❑ Innovative planning for Central Texas
- ❑ ET+ used in SPP for scenario planning
- ❑ developed by Fregonese Associates

### John Fregonese



- President, Fregonese Associates
- 30 years national, awarded experience with urban and regional plans
- Developed innovative planning tool, *Envision Tomorrow*, used internationally
- Key consultant to the SPP and the analysis for South Shore Central (aka: South Central Waterfront)

Harris Steinberg, FAIA



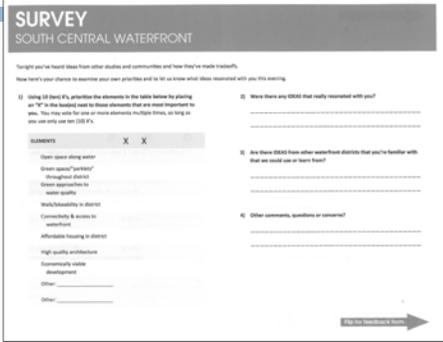
Please welcome Harris back to Austin

- BREAK SLIDE
- The remainder is for AFTER Harris and John speak

Part II – Q & A, survey

- Meeting in a bag:
  - ▣ Survey form – give us your first impressions
  - ▣ Feedback form – how can we do better?
  - ▣ Cards – write your questions; we'll collect

Part II – survey



Part II – survey *(for example only)*

1) Using 10 (ten) X's, prioritize the elements in the table below by placing an "X" in the box(es) next to those elements that are most important to you. You may vote for one or more elements multiple times, so long as you use only one ten (10) X's.

ELEMENTS	X	X
Open space along water	X	X
Green space/"pockets" throughout district	X	X
Green approaches to water quality	X	
Walk/bikeability in district	X	
Connectivity & access to waterfront	X	
Affordable housing in district	X	
High quality architecture	X	
Economically viable development	X	
Other _____		
Other _____		

What are your priorities?

Part II – survey *(for example only)*

1) Using 10 (ten) X's, prioritize the elements in the table below by placing an "X" in the box(es) next to those elements that are most important to you. You may vote for one or more elements multiple times, so long as you use only one ten (10) X's.

ELEMENTS	X	X			
Open space along water	X	X			
Green space/"pockets" throughout district					
Green approaches to water quality					
Walk/bikeability in district					
Connectivity & access to waterfront					
Affordable housing in district	X	X	X	X	X
High quality architecture					
Economically viable development					
Other <i>White In</i>	X	X			
Other <i>White In</i>	X				

What are your priorities?

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### Part II – survey

1) Using 10 (ten) X's, prioritize the elements in the table below by placing an "X" in the box(es) next to those elements that are most important to you. You may vote for one or more elements multiple times, so long as you use only ten (10) X's.

ELEMENTS	X	X
Open space along water		
Green space "parklets" throughout district		
Green approaches to water quality		
Walkability in district		
Connectivity & access to waterfront		
Affordable housing in district		
High quality architecture		
Economically viable development		
Other: _____		
Other: _____		

**What are your priorities?**

### Part II – feedback

#### FEEDBACK FORM TALKABOUT # 1

January 21, 2014

We'd like your input on the meeting & how we're doing! Please take a minute to fill out our brief feedback form.

1) Heard about the Waterfront Talkabout through:

<input type="checkbox"/> Family/Friend/Neighbor	<input type="checkbox"/> Media
<input type="checkbox"/> City of Austin communication	<input type="checkbox"/> Art Austin
<input type="checkbox"/> Neighborhood Association	<input type="checkbox"/> Outside of the Paramount
<input type="checkbox"/> I attended the Talkabout	<input type="checkbox"/> Other: _____

2) I wanted to attend the Waterfront Talkabout because:

<input type="checkbox"/> I'm interested in the future of the waterfront.
<input type="checkbox"/> I heard / family member / neighbor persuaded me to come.
<input type="checkbox"/> Other: _____

3) Please rate the following: (1 = very poor, 3 = neutral, 5 = very good)

Clarity of information	1	2	3	4	5
Learned something new	1	2	3	4	5
Park & enjoyable event	1	2	3	4	5

4) What's the MOST INTERESTING thing you heard tonight?

5) What did you LOVE about the Talkabout?

6) What would you CHANGE TO IMPROVE the Talkabout?

7) What would you be most interested in HEARING MORE about?

8) Other comments or suggestions?

THANK YOU

### Part II – Q & A cards

- ✓ Survey & Feedback – keep in bag, return bag when you leave
- ✓ Write questions on cards – we will collect in 3 minutes