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
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

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

2.5
Average of 113 responses

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

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...

Sample community input

ADA Accessibility Issues* Sample (above)
*Issues to resolve in order to achieve wheelchair-accessible and walkable sidewalks for all

Push button reach range or level clear floor is non-compliant

Cross-slope exceeds 2%

Curb ramp slope exceeds 8.3%

Horizontal opening on walking surface exceeds 1/2”

Accessible parking is non-compliant

Places where respondents go to exercise freedom of speech

Our Congress Avenue Survey (left)
What We Heard & What We Found

Mobility & Connectivity

Sample community input

"For one thing, I think we need to move toward incentivizing the usage of mass transit (plus adding mass transit to get people around town)...and charge for the [parking] spots we do have."

"Fully connected sidewalks and bike lanes with no breaks, better directional signage, and beautification along the entire corridor...widen the sidewalks to allow for more street cafes and public events..."
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% March / Protest
20% 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."
What We Heard & What We Found

Economics

**Sample community input**

<table>
<thead>
<tr>
<th>Question</th>
<th>Rating</th>
<th>Sample Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do you rate the quality of Congress Avenue as a working environment?</td>
<td>3.1</td>
<td>Average of 50 responses.</td>
</tr>
<tr>
<td>(1 = not good, 5 = very good)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How important is it that local and small businesses can afford to stay on Congress Avenue?</td>
<td>4.1</td>
<td>Average of 146 responses.</td>
</tr>
<tr>
<td>(1 = not at all, 5 = very)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

...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*.
What We Heard & What We Found

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
Quercus virginiana
Southern Live Oak
Quercus muehlenbergii
Chinquapin Oak
Quercus shumardi
Shumard Oak
Fraxinus velutina
Arizona Ash
Quercus polymorpha
Monterrey Oak
Ilex vomitoria
Yaupon
Ulmus Crassifolia
Cedar Elm
Taxodium distichum
Bald Cypress

Condition - Fair
Condition - Bad

Summer Shadow Analysis (left)

Average amount of shade during the longest days of the year

Sunny
Shady
Uncomfortable
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.

### Goals

<table>
<thead>
<tr>
<th>SOCIAL EQUITY</th>
<th>MOBILITY &amp; CONNECTIVITY</th>
<th>CULTURE &amp; HISTORY</th>
<th>ECONOMICS</th>
<th>ENVIRONMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure a welcoming, accessible, and representative space for all</td>
<td>Re-balance mobility options along Congress Avenue</td>
<td>Enhance Congress Avenue as a destination</td>
<td>Amplify the economic strength and diversity of Congress Avenue</td>
<td>Celebrate biodiversity and urban habitat in a functional, resilient streetscape design</td>
</tr>
</tbody>
</table>

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

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

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

Celebrate arts and culture

Accessibility

Cultural events / installations

Diverse programming

Tell the stories

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

**Mobility & Connectivity**

**Strategies**

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

**Re-balance mobility options along Congress Avenue**

- Bicycle or pedestrian bridge
- Wider sidewalks
- Circulator
- Pedestrian-focused intersections
- Parking Management
- Bike Lanes

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- **Bike Bridge, Copenhagen**
- **The Avenue, Washington DC**
- **Circulator, Bethesda**
- **Street Color, Chicago**
- **SFPark Prospect Park West, New York**
- **Circulator, Bethesda**
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

**Culture & History**

- **Wayfinding**
- **Distinctive lighting**
- **Engaging public art**
- **Interpretative markers**
- **Interesting design**
- **Connection to cultural anchors**

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

**Economics**

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

**Enhanced café zones**

**Food truck space**

**Street festivals**

**Temporary plazas**

**Enhanced café zones**

**Temporary retail**

**Support small, local businesses**
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 some initial ideas...do you have others?
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.

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