

# Butler Shores Area Cultural and Climate Innovation District (CCID)

Virtual Stakeholder Meeting #2

October 7, 2022

11:30AM – 12:30PM



# Welcome!

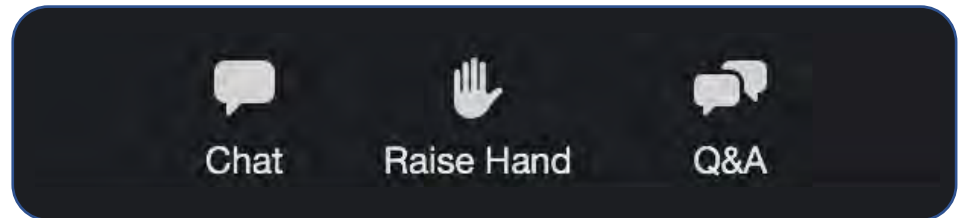
## Meeting Guidelines

### Spanish-language Interpretation

- Select the Interpretation option located at the bottom of your Zoom screen.
- *Si prefiere escuchar esta presentación en español, seleccione la opción Interpretación en la parte inferior de su pantalla.*

### Three ways to participate in today's meeting:

1. **Q&A** - (Preferred) Type your question on the Q&A feature located at the bottom of your Zoom screen.
2. **Chat** - Comment using the Chat box which routes to all panelists and hosts in a pop-out window and allows participants to add comments and questions.
3. **Open Discussion** – Raise your hand to share your thoughts during discussion time.



# Welcome!

## Today's Agenda

1. Meeting Guidelines
2. Background & Purpose of a CCID
3. What are we trying to accomplish?
4. Stakeholder Outreach Process
5. Stakeholder Feedback/Findings
6. What Comes Next

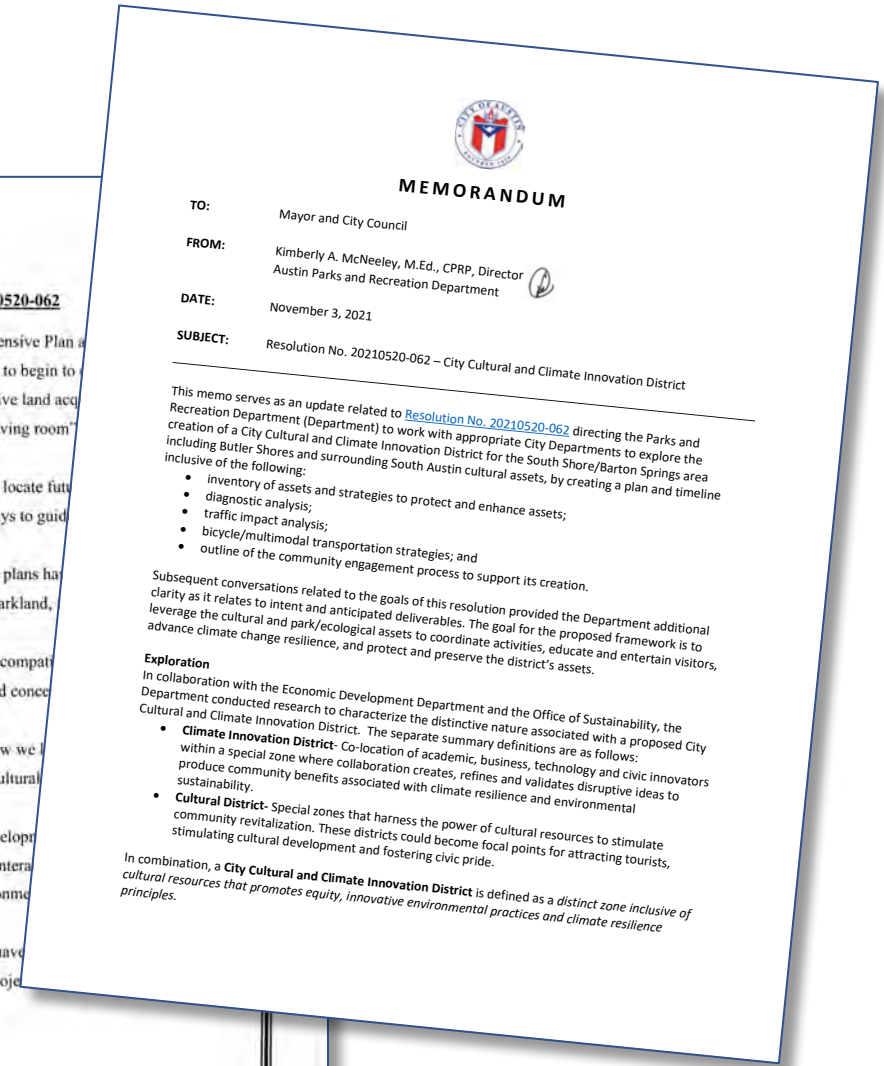
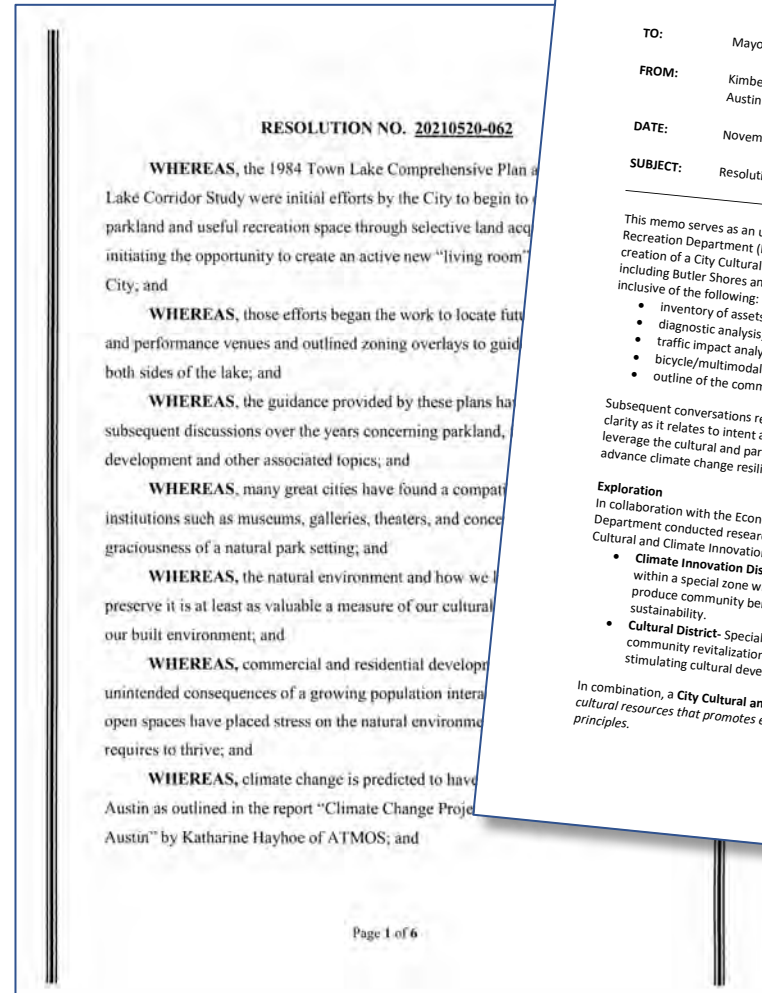
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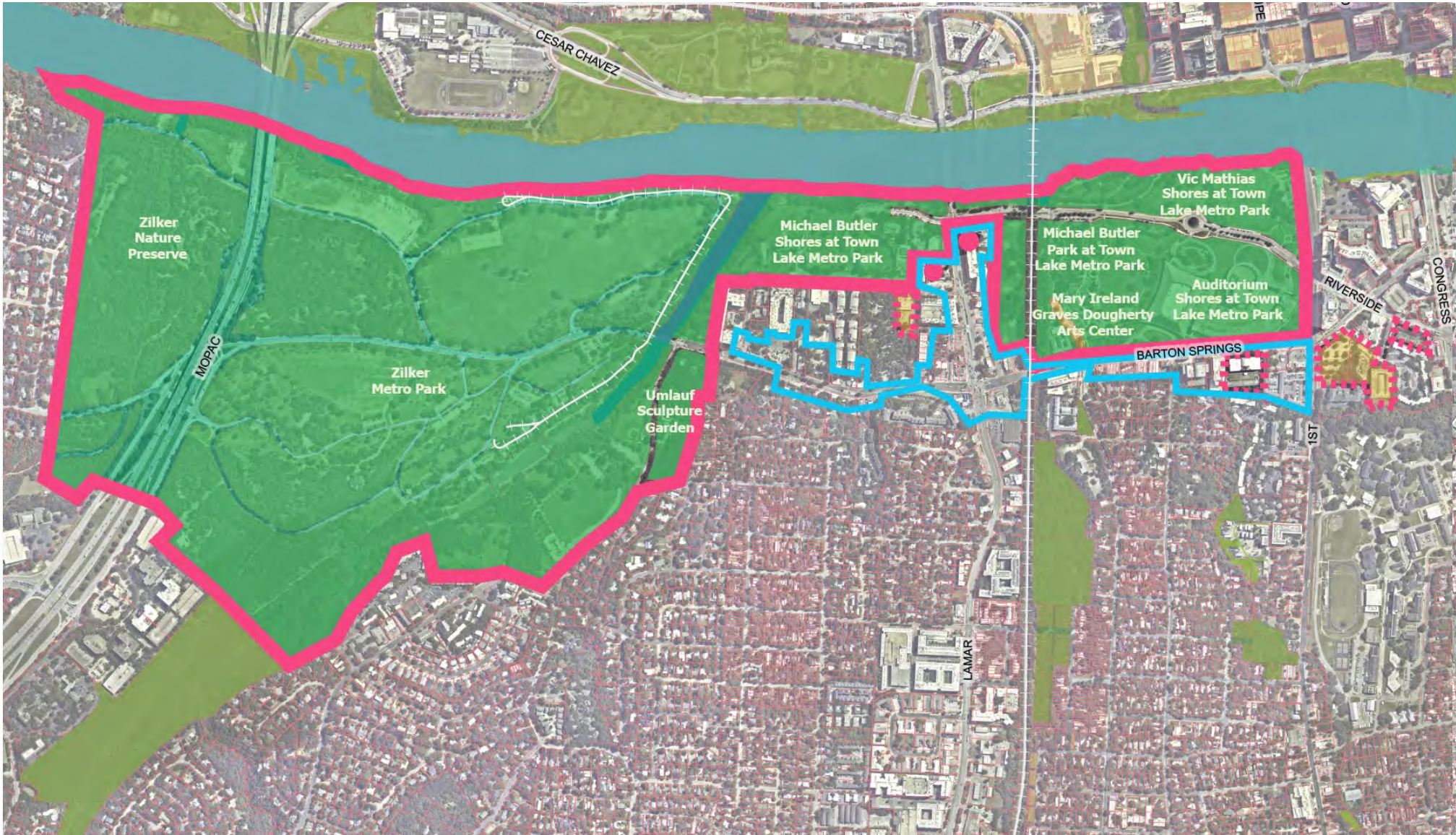


# CCID: Background & Purpose

The City of Austin is exploring the creation of a Cultural and Climate Innovation District (CCID) for the South Shore/Barton Springs area including Butler Shores and surrounding South Austin cultural assets.

The **goal for the proposed District** is to leverage the cultural and park/ecological assets to coordinate activities, educate and entertain visitors, advance climate change resilience, and protect and preserve the district's assets.



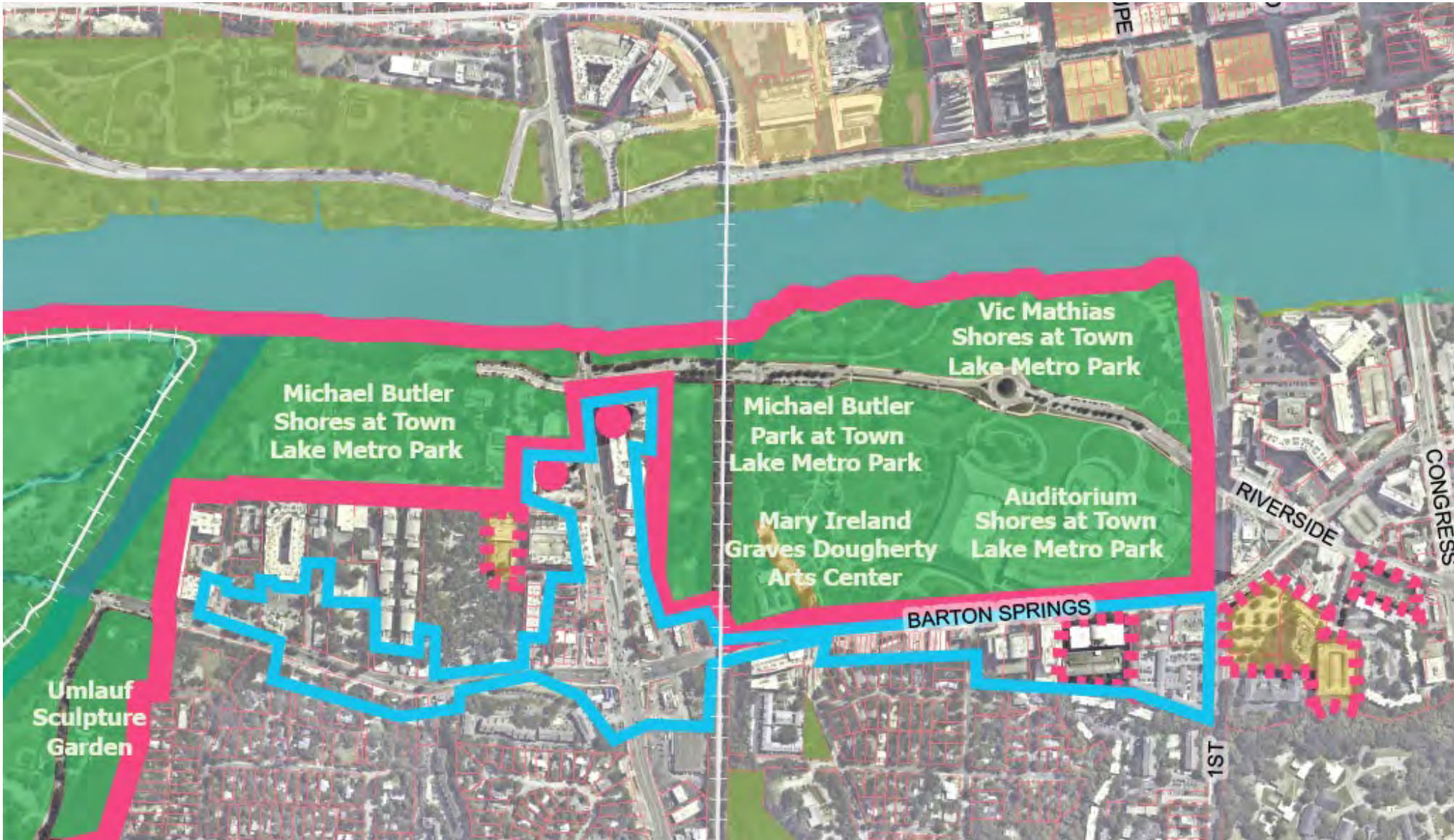


- Climate and Cultural Innovation District Boundary
- Additional Properties That May be Considered
- District Boundary, Private Commercial Properties
- City of Austin Parks (District)
- City of Austin Parks (Other)
- Land Base
- COA Parcel

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. This product has been produced by the Parks and Recreation Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



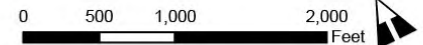
# Climate and Cultural Innovation District BASE MAP



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## Climate and Cultural Innovation District BASE MAP



# What's at Stake?

## What can the Innovation District Accomplish?

1

As the Butler Shores Area's commercial and residential development expands and grows, so does the population of residents along with mobility needs.

2

Growth is placing stress on the natural environment and is having a significant impact on the area's green spaces we rely on to thrive as a community.

- 
- The area's cultural assets **have never benefited from a coordinated and comprehensive assessment to address the area's competing needs or leverage the public investments to full effect.**
  - A CCID would explore and analyze these conditions and recommend planning to address the area's rapid transition due to private development, public investments for the DAC, transportation and mobility, and increasing population and density demands.

*The CCID suggests an ongoing organizational structure and a framework for these cultural and environmental assets to move forward in time.*

# Innovation Ecosystem

*“A key to the success of innovation districts is a willingness to observe, experiment with, and elevate what is great about the place where things are happening, where relationships are built, and ideas are germinated....”*



## Cultural

The public and private institutions, organizations and companies that drive, cultivate or support the Butler Shores Area’s innovation-rich environment.

## Social/Network

The relationships between actors—such as between individuals, firms, and institutions—that have the potential to generate, sharpen, and/or accelerate the advancement of ideas. This is a critical component that will facilitate and nurture innovation between the residents (commercial and residential).

## Physical

The public and privately-owned spaces—buildings, open spaces, streets and other infrastructure—designed and organized to stimulate new and higher levels of connectivity, collaboration, and innovation. Neighborhood-building amenities provide important services to residents and workers in the district. This includes medical offices, grocery stores, restaurants, coffee bars, small hotels, and local retail (such as bookstores, clothing stores, and sports shops).



# Building an Innovation District

## *Guiding Principle:*

*To elevate and celebrate the **values** of the Butler Shores Area, including arts, environment and climate.*

## The Butler Shores Area

### Cultural and Climate Innovation District (CCID)...

is defined as a distinct zone inclusive of cultural resources that promotes equity, innovative environmental practices and climate resilience principles.

### A successful CCID plan will:

- *be led by community leaders,*
- *seek to define the areas sense of place and cultural character,*
- *develop strategies to foster the co-existence of cultural programming and environmental sensitivity,*
- *develop strategies to enhance and protect both built and environmental assets, mobility and access innovations, and opportunities for cross-disciplinary interpretation.*

# Building an Innovation District

## *Guiding Principle:*

*To elevate and celebrate the **values** of the Butler Shores Area, including arts, environment and climate.*

## This planning effort will:

1. Determine the level of interest in creating a Culture and Climate Innovation District;
2. Explore boundaries/assets to be included of Culture and Climate Innovation District;
3. Explore the values/objectives of a Culture and Climate Innovation District;
4. Explore actions needed to initiate the creation of a Culture and Climate Innovation District.

# September Stakeholder Engagement Activities

## Stakeholder Meeting #1

September 14 - 6:30-7:30PM

- **Presentation to stakeholders to share project purpose, goals, framework and process**
- **22 Registrants / 14 Participants**

## Online Focus Groups

September 22 – 11AM-12PM

September 22 – 2-3PM

September 23 – 12-1PM

- **In-depth discussions with essential stakeholders**
- **18 Registrants / 12 Participants**

## Online Survey

September 14 – October 3

- **Survey gathering stakeholder input on level of interest in Butler Shores Area CCID and level of concern on key topics**
- **18 Respondents**

- *6 campaign emails were sent to a list of over 300 area stakeholders (neighborhoods, community or civic organizations, cultural arts organizations, businesses, etc.) with follow up phone calls to those we had a phone number for.*
- *A Spanish-language focus group was scheduled for September 24 but was canceled due to lack of registrants.*
- *Contacted four additional stakeholders for a short interview.*

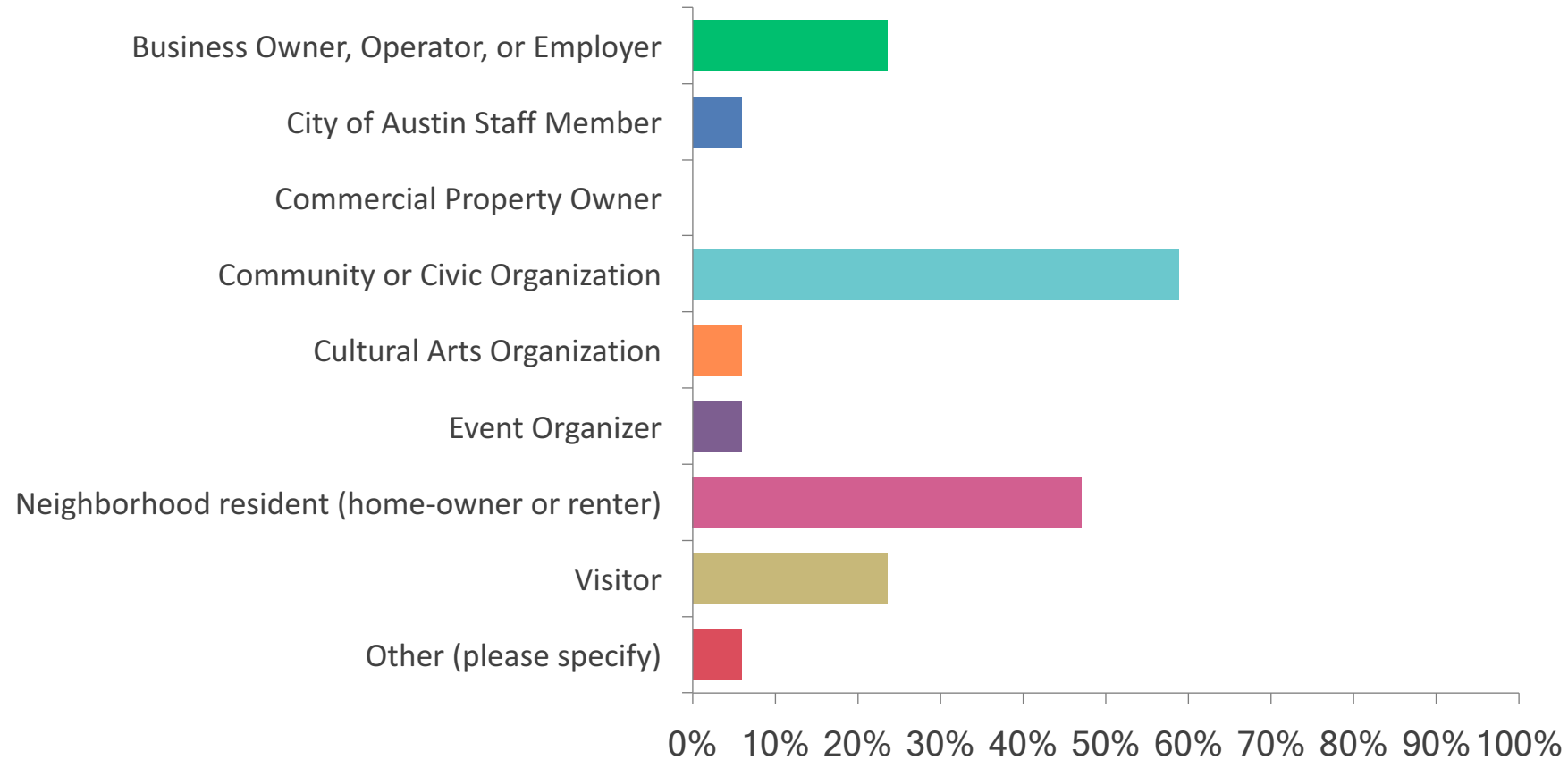


# Survey Results

# Survey Responses

Tell us about your relationship to the Butler Shores Area? (Check all that apply).

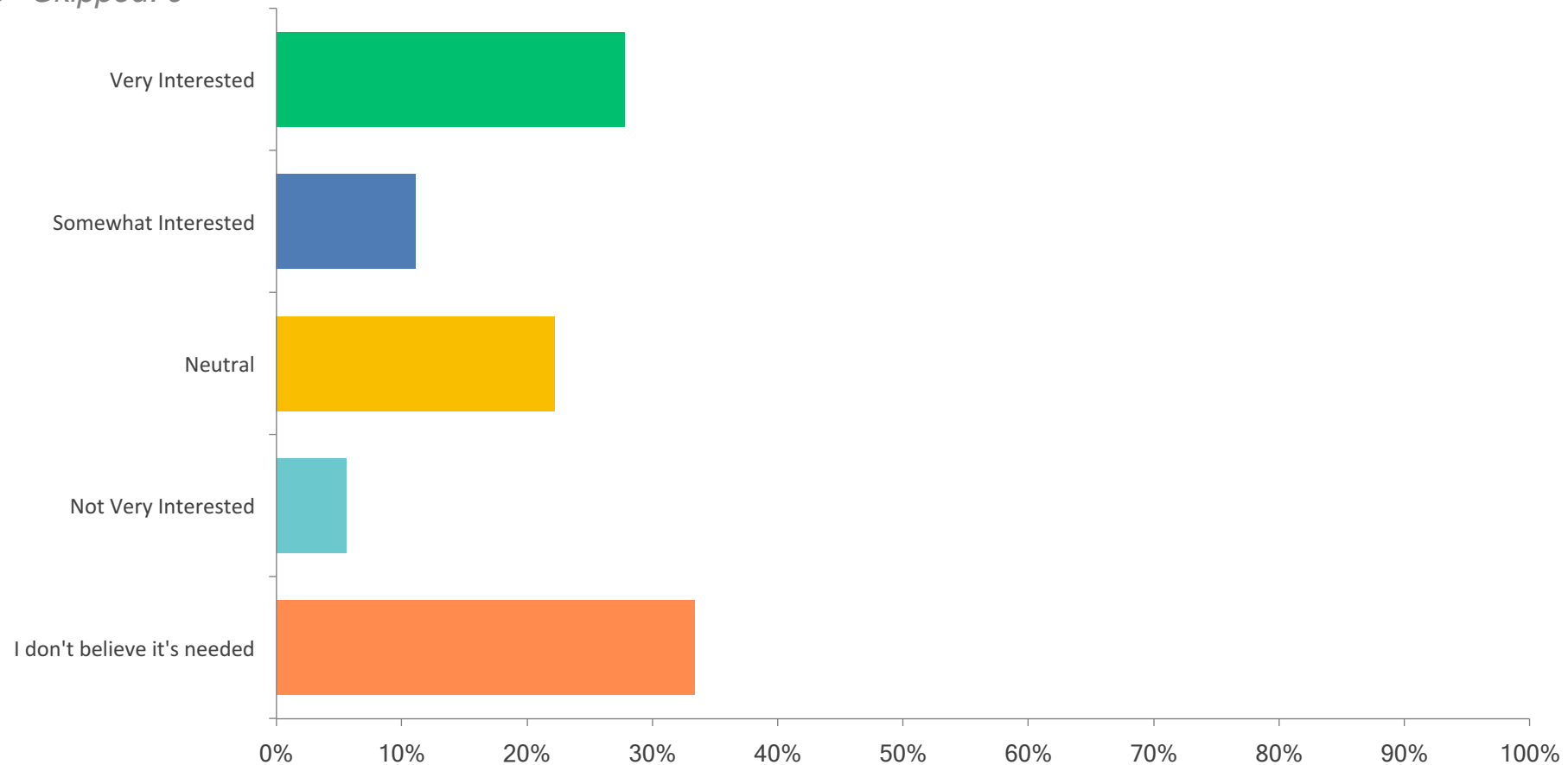
Answered: 10 Skipped: 8



# Survey Responses

What is your **level of interest** in creating a Culture and Climate Innovation District for the Butler Shores Area? (Check all that apply).

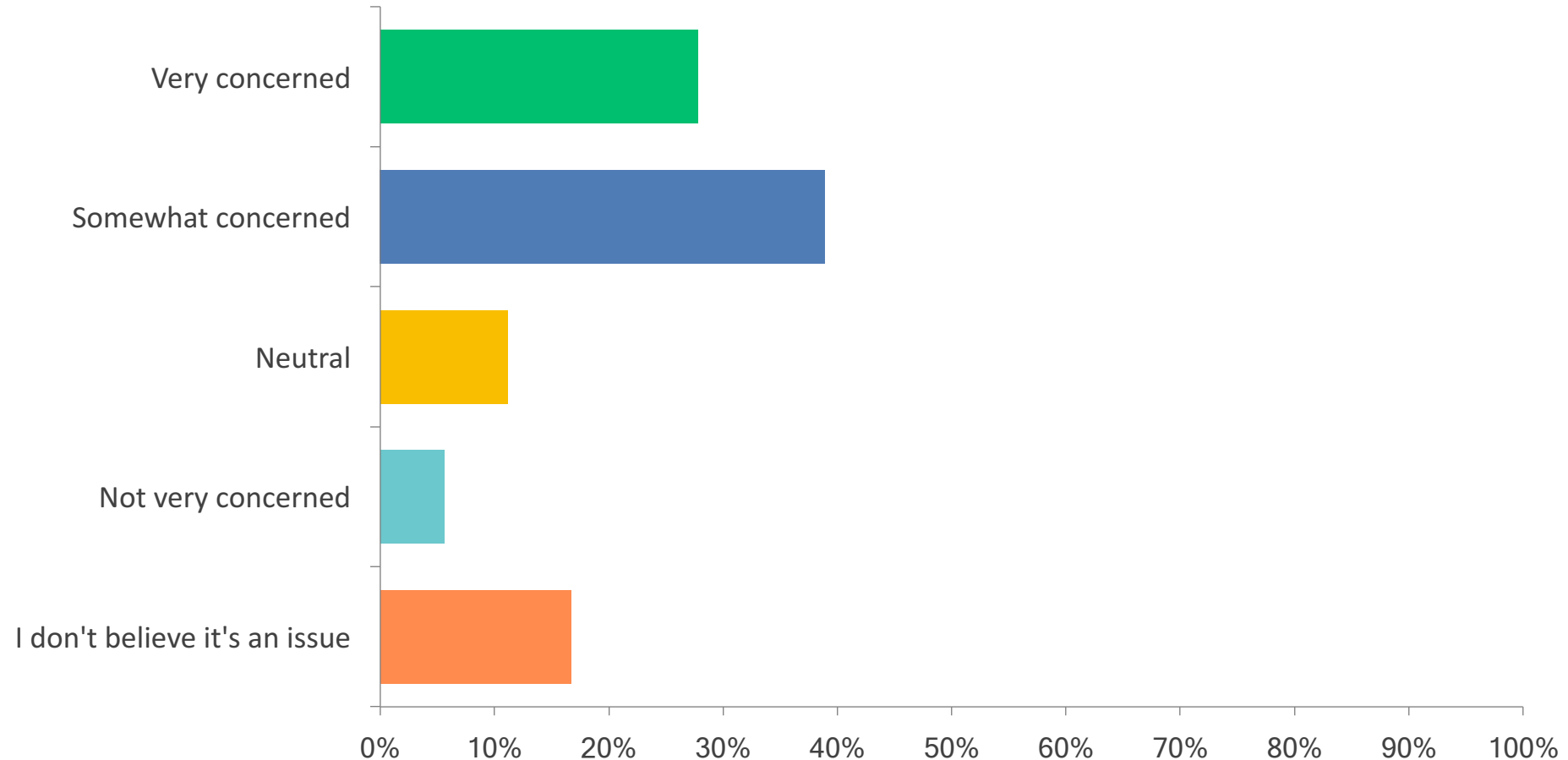
Answered: 18 Skipped: 0



# Survey Responses

How concerned are you about the rate of growth around the Butler Shores Area and its **impact on traffic, transit, or general mobility?**

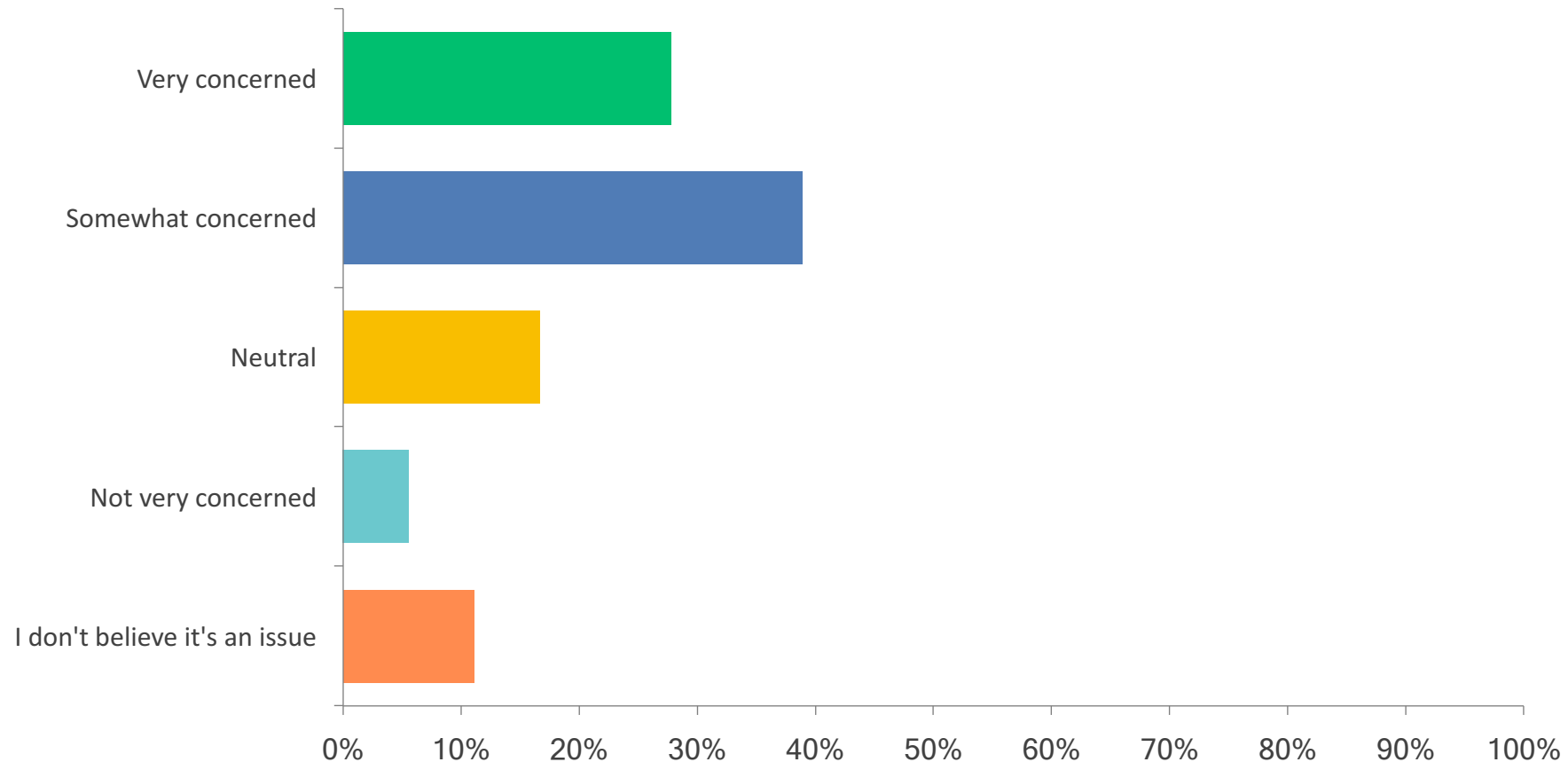
Answered: 18 Skipped: 0



# Survey Responses

How concerned are you about the rate of growth around the Butler Shores Area and the impact its having on the **natural environment and stress its placing on our public green spaces?**

Answered: 18 Skipped: 0

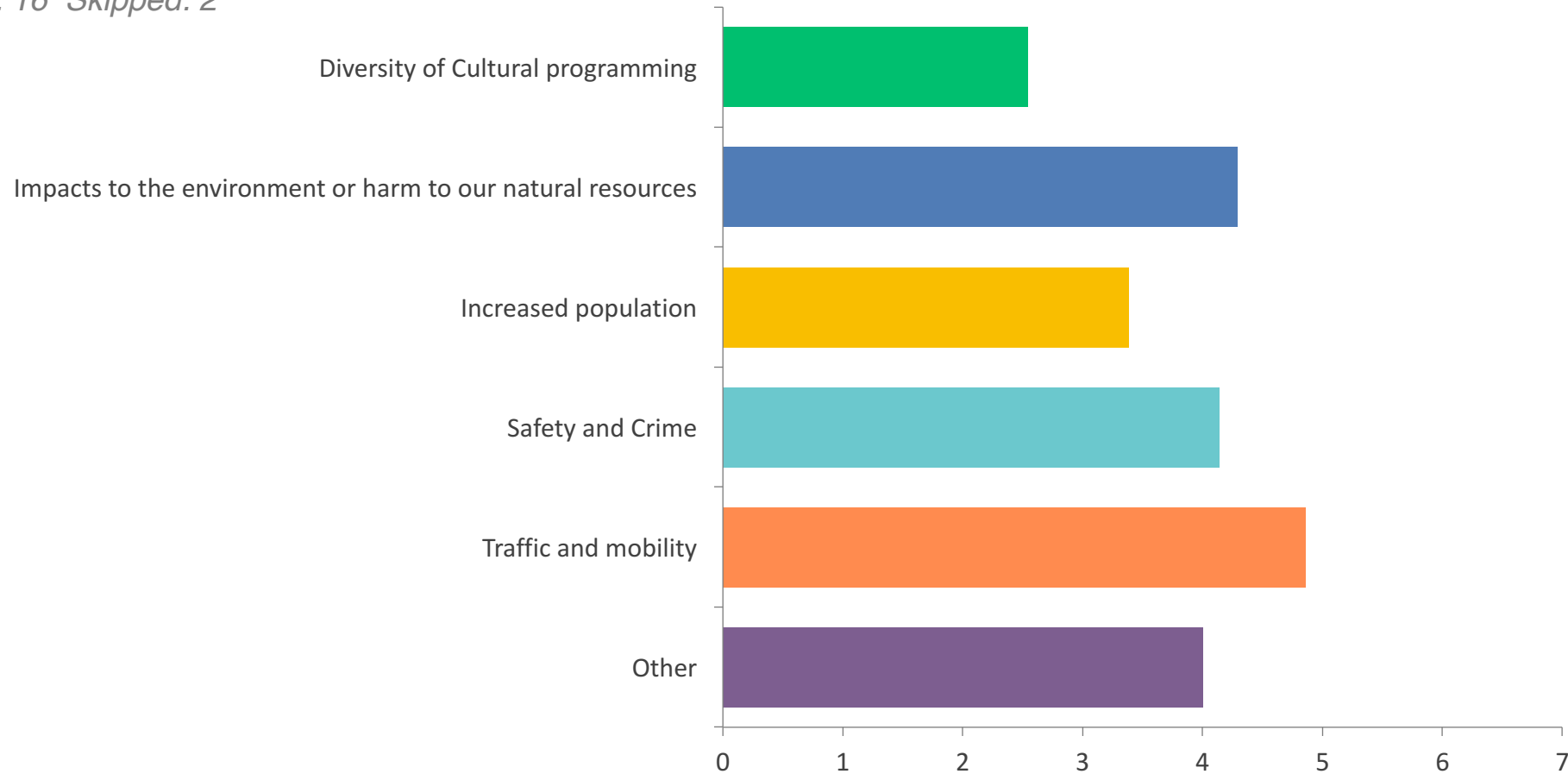




# Survey Responses

Please rank the following factors from “1 - most concerning” to “5 - the least concerning” based on their impact to the Butler Shores Area.

*Answered: 16 Skipped: 2*



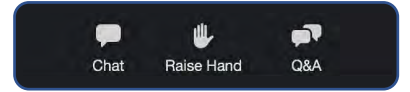


# Findings / Discussion

# Feedback on CCID Boundaries and Assets

*Some participants had questions and concerns about proposed CCID boundaries and desired more clarity on purpose and goals before weighing in further on boundaries.*

## High-level Takeaways:



- Some confusion over the boundaries and why some private commercial properties are included but not residential areas.
- Suggestions to NOT include Zilker Park, since it has its own identity, vision, planning process and goals.
- Suggestions to include additional assets or areas included:
  - Lady Bird Lake
  - North side of Lady Bird Lake to Cesar Chavez to include Seaholm and Austin Public Library
  - Area up to Congress Avenue to include South Central Waterfront and Congress Avenue Bridge
  - Area up to I-35 to include Norwood house
  - Area to Pleasant Valley
- Suggestion to expand the area to include private property where future development could create value that could be included in a taxing district to raise revenue for the district.

# Objectives and Values for the Environment

*Many participants shared desired outcomes that would protect and enhance the environment and educate people about climate resilience strategies.*

## High-level Takeaways:



### Objectives:

- Educate people about the environment, current challenges and how the District advances climate resilience goals.
- Preserve and enhance the environment, advance climate resilience strategies, protect parkland.
- Provide green transportation options.
- Use green strategies for maintenance and equipment.
- Help businesses and institutions adopt more green practices.
- Integrate green energy technology and water conservation practices into new construction and park infrastructure.

### Values:

- Preserve what is there to make sure these are places for people (*passive and recreational use*) and that commercial interests don't dominate.
- Environmental stewardship, restoration and climate resiliency.
- Human connection to nature.
- Protecting habitat for wildlife and pollinators.
- Community engagement to foster stewardship.

# Objectives and Values for the Cultural District

*Participants also shared desired outcomes related to the cultural aspects of the District that would help connect the civic institutions, build community and foster arts and culture.*

## High-level Takeaways:



### Objectives:

- Educate people about the culture, heritage and the true history of the area.
- Invest in infrastructure (i.e. streetscape improvements, traffic-taming strategies, signage and wayfinding) to strengthen the area as an economic driver.
- Host activation events (music, dance, art) to create an identity and show support.
- Foster greater coordination between cultural institutions (perhaps create a shared vision).

### Values:

- Build community and bring people together.
- Create a place that is accessible and inviting to all people, which includes the programming at cultural centers and the naming of places.
- Equity is an important value.
- Art/ culture intersection with ecological integrity.

# Objectives and Values for Access and Mobility

*Many participants emphasized the importance of addressing mobility challenges and improving access to the area. There were mixed views about how to address parking, but overall support for multi-modal access to the area.*

## High-level Takeaways:

### Objectives:

- Connect the area to public transportation hubs, future green parking garages, and other parking areas.
- Promote non-vehicular mobility and walkability.
- Increase parking.
- Make a plan that reduces traffic and parking within the CCID.
- Create a park and ride and better public transportation.
- Add "green" transportation from downtown to a properly defined CCID.
- Better bike lanes and safe bike parking and storage.
- Access for people who must arrive by car—and pullouts for ride sharing to keep traffic moving.

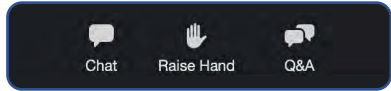
### Values:

- Allow easy access to parkland and city amenities for people from all over.

# Thoughts on Opportunities and Actions

*Participants provided their thoughts on what opportunities or actions they felt would be useful to move the conversation forward.*

## High-level Takeaways:

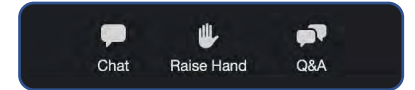


- Wait until the Zilker Park Master Plan is complete.
- Exclude Zilker Park from the district.
- Wait until the Economic Development Department has finished its proposal on how to create districts.
- Clarify the purpose and set measurable goals.
- Define what kind of role the district would have (i.e. guidance, resource, regulation) and what being part of the district would mean.
- Determine how this will be funded and if a larger area is needed in order to provide sufficient funding.
- Provide precedent examples, especially of an innovation district that includes a major metropolitan park.
- Conduct community engagement prior to formally defining the district boundaries.
- Talk to the local artistic companies that use the arts spaces.
- Include local business owners and their customers.

# Other Considerations Related to Purpose and Process

*Participants expressed some confusion and concern related to this and other planning processes and a desire for more clarity regarding the purpose and goals of the CCID.*

## High-level Takeaways:



- Concerns that the CCID process will create confusion, preempt, or conflict with the Zilker Park Master Plan process and its outcomes.
- Overall lack of clarity on what the CCID's purpose and goals are, and what its regulatory control and structure will be.
- Concern that combining a climate and cultural district is overly ambitious, too broad, or has contradictory aims.



# Stakeholder Engagement Activities

## Input Process



## What's next:

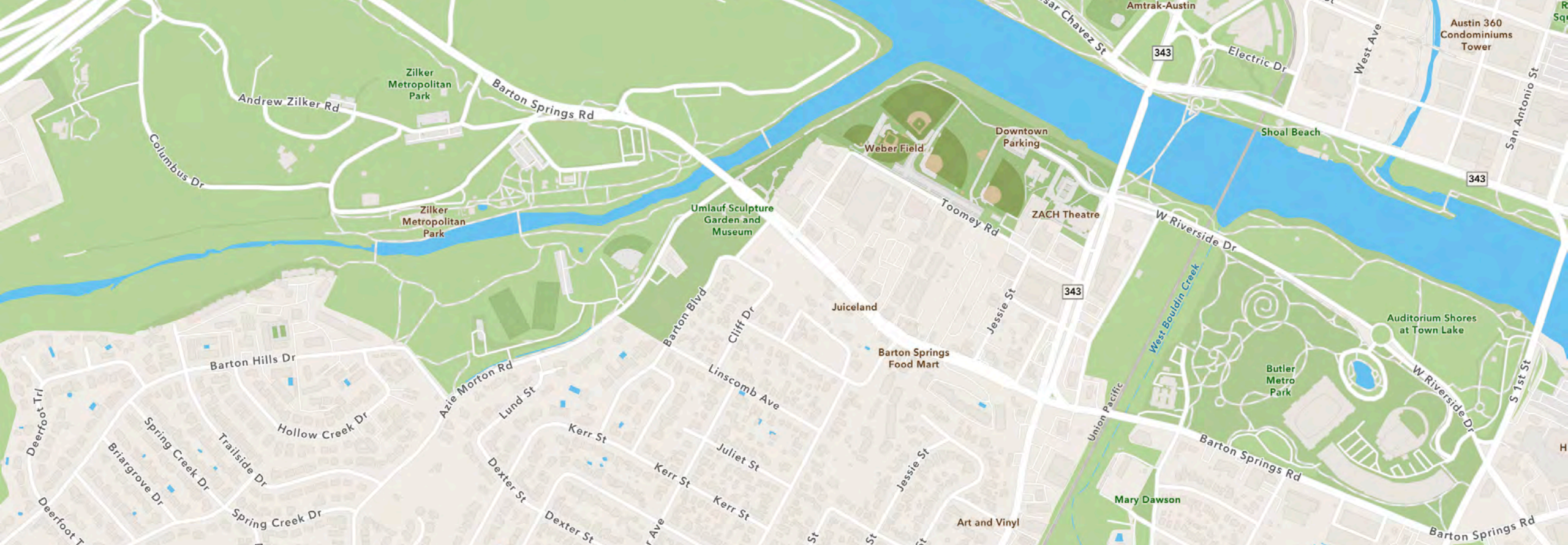
### ▶ Stakeholder Meeting #3

**October 20** [ tentative ]

*Framework presentation, review recommendations based on stakeholder input*

### ▶ PARD Review

*Determination on Next Steps*



# Thank You!

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