

Our CONGRESS AVENUE

Vision

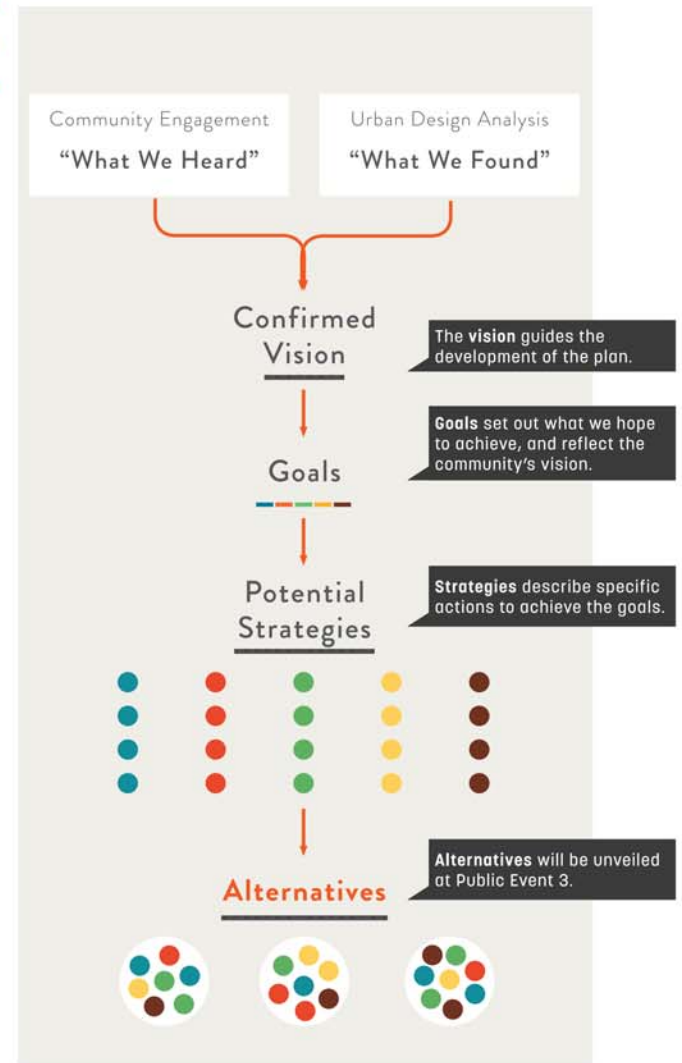
Our Congress Avenue is a great Texas people place - the cultural, historic and commercial spine of downtown Austin where people come to share, celebrate and create a bright future.

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.



Process



LISTENING TO AUSTIN

Vision, Values & Process

PUBLIC EVENT 1

April 5 - 6, 2017

Over one hundred fifty residents, employees, visitors and friends joined the City, the Downtown Alliance, and the design team to “walk the Avenue”.

517
In-person question cards received

PUBLIC EVENT 2

June 2 - 3, 2017

Over the course of two days Austinites were able to take walking tours led by seasoned professionals, bike along mocked-up streets, test the performance of materials, and even build their own Avenue with strips of paper.

248
Comment cards received

48
Street section models created

ONLINE

April - July, 2017

Online engagement included the Our Congress Avenue survey, online comment cards, and the XYZ Atlas.

572
Our Congress Avenue surveys taken

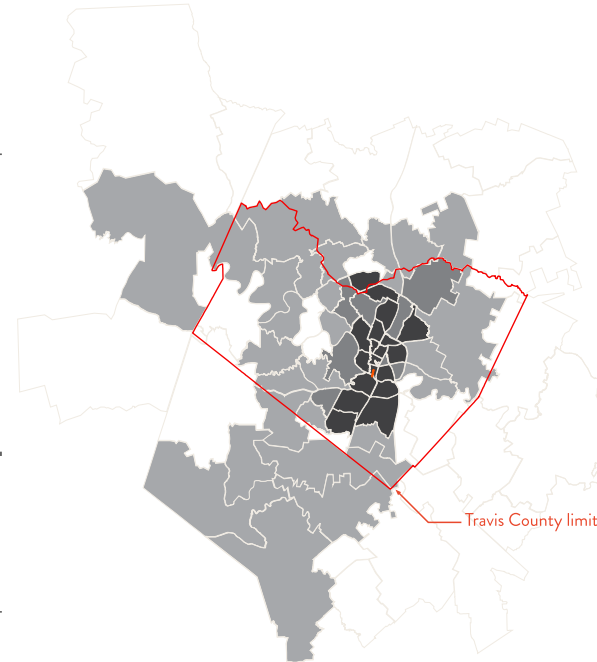
FOCUS GROUPS

May - July, 2017

In-depth focus group conversations took place with over a hundred stakeholders across diverse interest groups.

19
Focus groups conducted

103
Attendees reached



Geographic reach of online engagement (Online comment cards + Our Congress Ave) by zip code

- 1-5 comments
- 5-10
- 10+

While many comments came from downtown residents, online engagement did significantly extend outreach to parts of Austin beyond downtown.

500+
Attendees at in-person events (P1, P2, Focus Groups)

765
In-person comment cards received

>3000
Total comments received

PUBLIC EVENT 1: LAUNCH!

Vision, Values & Process

The first public event—Launch!—was held at 800 Congress Avenue on April 5-6, 2017. Over one hundred fifty residents, employees, visitors and friends joined the City, the Downtown Alliance, and the design team to “walk the Avenue” (laid out in colorful tape across the floor) and to engage in lively discussions about the future of this urban corridor.



161

Attendees

2,320+

Comment Cards

517 in person

1,830+ online

Station 2

Public Event 3: Imagine!

Our
CONGRESS
AVENUE

PUBLIC EVENT 2: TRANSFORM!

Vision, Values & Process

The second public event—**Transform!**—was held at various locations along Congress Avenue on June 2-3, 2017.

180

Attendees

248

Comment Cards

48

Street Section Models

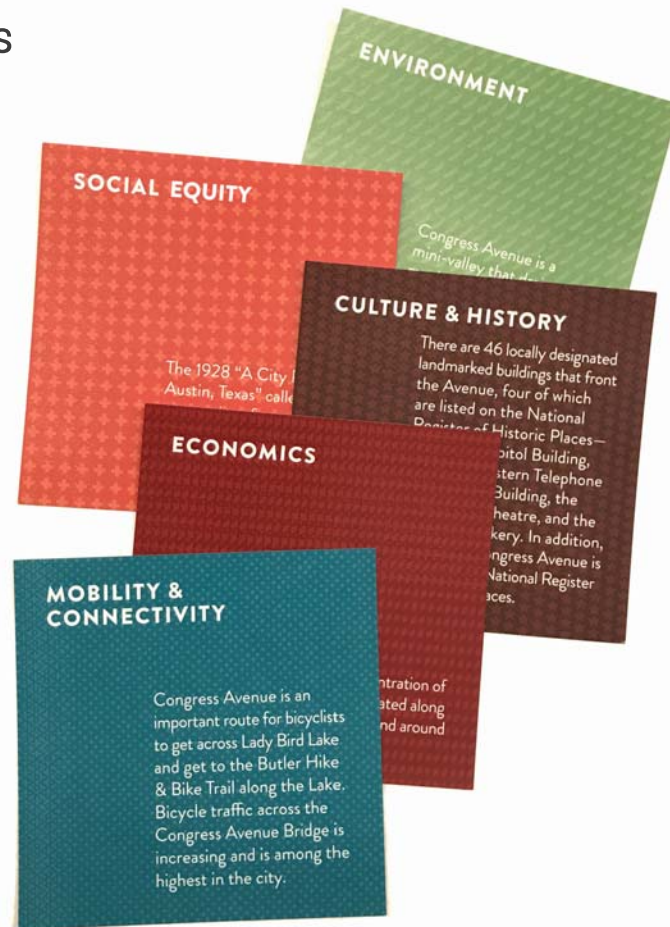


WHAT WE HEARD

What We Heard & What We Saw

Through your input and our urban design analysis, we developed a comprehensive understanding of the challenges and opportunities facing Congress Avenue around five themes:

- social equity
- mobility & connectivity
- culture & history
- economics
- environment



GOALS AND STRATEGIES

What We Heard & What We Saw

Goals

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.

Strategies

These are examples of potential specific actions to achieve the goals. Thanks for being here today, and please help us **imagine** other possibilities!

	SOCIAL EQUITY	MOBILITY & CONNECTIVITY	CULTURE & HISTORY	ECONOMICS	ENVIRONMENT
	Ensure a welcoming, accessible, and representative space	Balance mobility options along Congress Avenue	Enhance Congress Avenue as a historic and cultural destination	Amplify the economic strength and diversity of Congress Avenue	Celebrate biodiversity and urban habitat in a functional, resilient streetscape design
	<ul style="list-style-type: none"> • Accessibility • Telling the stories • Diverse programming • Connectivity to neighborhoods • Civic engagement (protest and representation) 	<ul style="list-style-type: none"> • Bike lanes • Pedestrian zones and crosswalks • Circulator • Accessibility • Parking management • Signalization • Ann W. Richards Congress Avenue Bridge improvements • Right sizing vehicular right-of-way 	<ul style="list-style-type: none"> • Lighting • Public art • Wayfinding and signage • Place branding • Interpretative markers • Events and performances • Cultural anchors (north and south of Lady Bird Lake) • Great design 	<ul style="list-style-type: none"> • Ground floor activation • Diversity of retail options • Pop-up food & beverage / retail opportunities • Enhanced café zones 	<ul style="list-style-type: none"> • Shade and thermal comfort • Street trees • Stormwater management • Permeable paving • Connection to Lady Bird Lake ecology • Habitat diversity

SOCIAL EQUITY

What We Heard & What We Saw

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

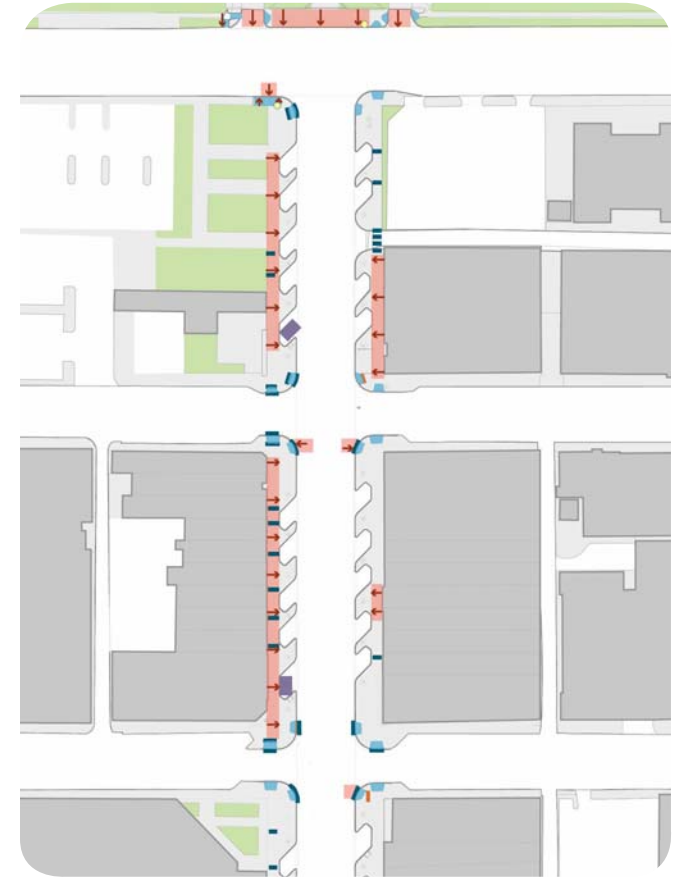
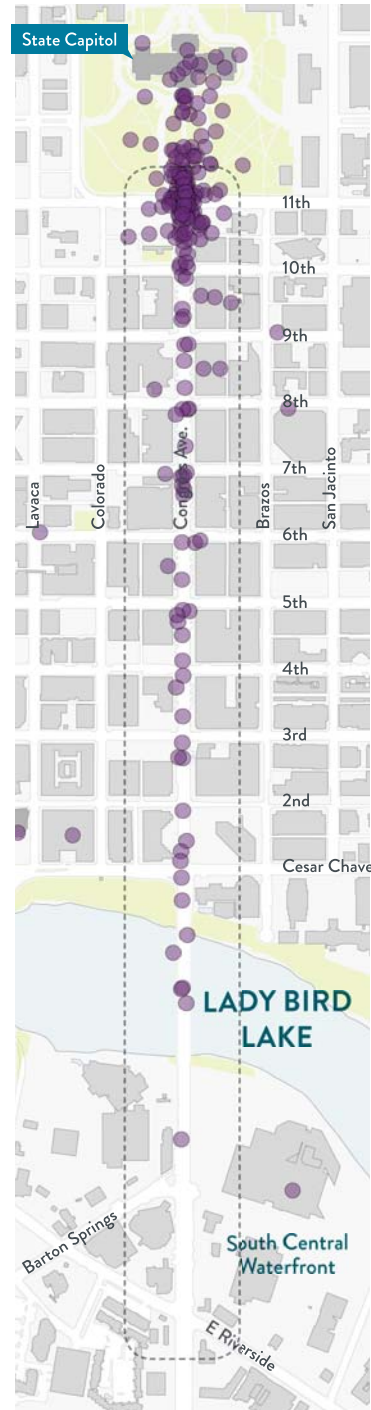
“ Get in **ADA compliance** and install **benches** every block so folks can have a resting spot ”

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

“ 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)

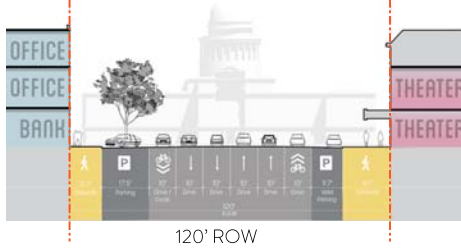
- Places where respondents go to exercise freedom of speech

MOBILITY & CONNECTIVITY

What We Heard & What We Saw

Samples from "Build Your Avenue" at May 2017 "Transform" Event

Existing Conditions



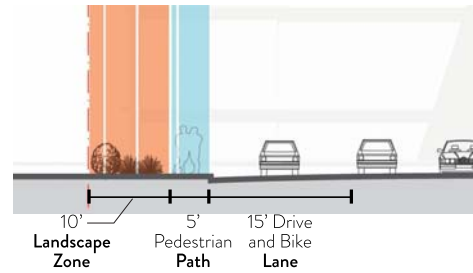
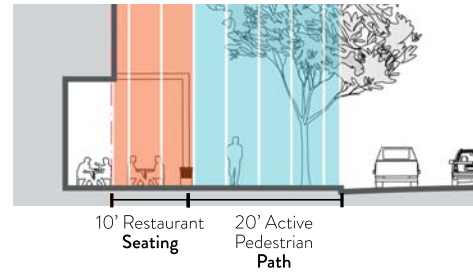
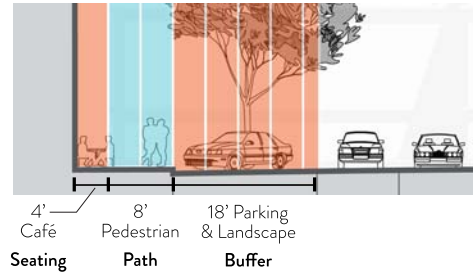
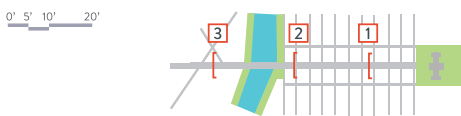
Section 1: @ Eighth Street



Section 2: @ Second Street

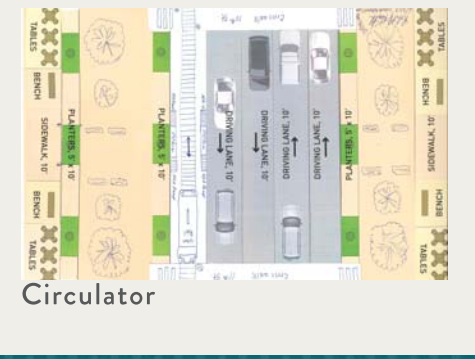


Section 3: @ Barton Springs



Pedestrian Right-of-way (above right)

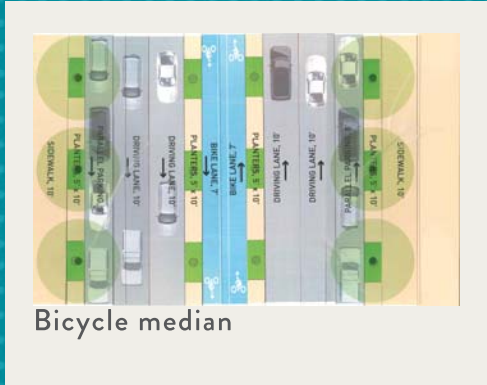
Blue square: Pedestrian path
Orange square: Not accessible to pedestrians



Circulator

Sample community input

“ 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 cafés and public events... ”



Bicycle median

“ 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. ”



Shared lanes

SAMPLE COMMUNITY INPUT

CULTURE & HISTORY

What We Heard & What We Saw



Key Destinations

- Key Destinations
- Nodes of activity
- Key Districts

Station 3

Public Event 3: Imagine!

Do you consider Congress Avenue an arts and culture destination?
(1 = disagree, 5 = agree)

3.2

Average of 163 responses

SAMPLE COMMUNITY INPUT

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

46%

March / Protest
Out of 150 responses

20%

Parade

“ 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. ”

ECONOMICS

What We Heard & What We Saw

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

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

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

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



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



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

Publicly Accessible Ground Floor Use (left) / Publicly Accessible Ground Floor Use (above)

- Study Area
- Office/Commercial Lobby
- Retail/Hotel
- Cultural
- Vacant/Construction

ENVIRONMENT

What We Heard & What We Saw

SAMPLE COMMUNITY INPUT

How important is it to control flooding and use rainwater wisely?
(1 = not at all, 5 = very)

(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)

(1 = not at all, 5 = very)

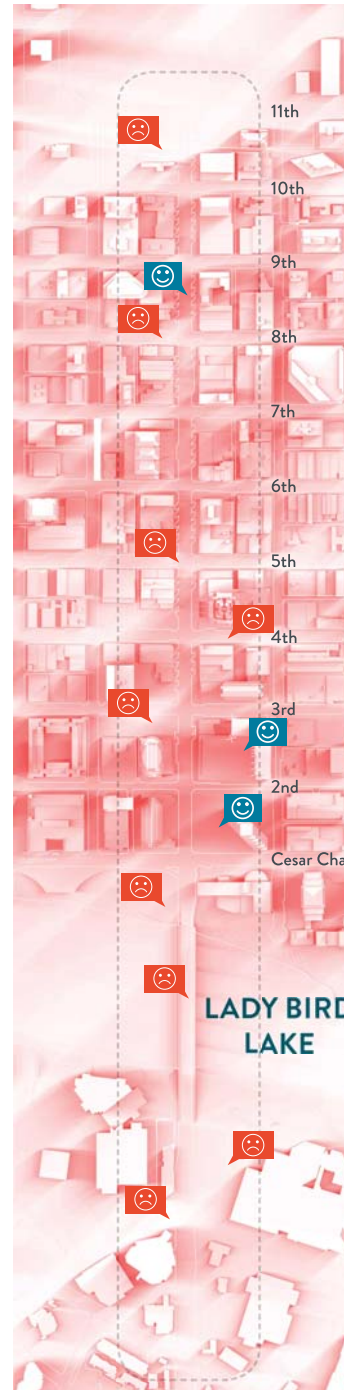
4.6

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. ”



Wounds on trunk



Blue jay spotted in this area



Seven grackle nests in this tree!

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

SOCIAL EQUITY

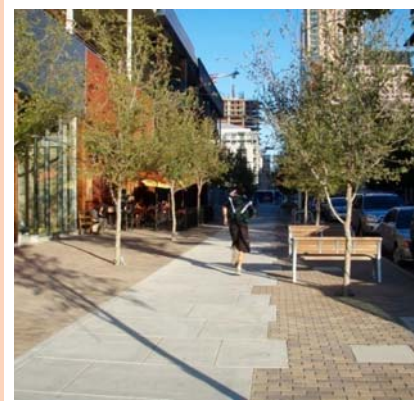
Potential Strategies

Ensuring a welcoming, accessible, and representative space for all

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



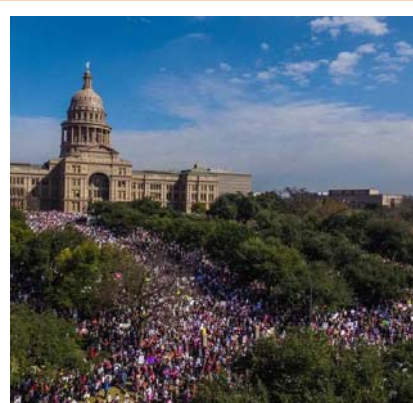
Celebration of Arts and Culture
2013 Day of the Dead Parade. Austin



Accessibility
ADA-friendly walkway. Austin



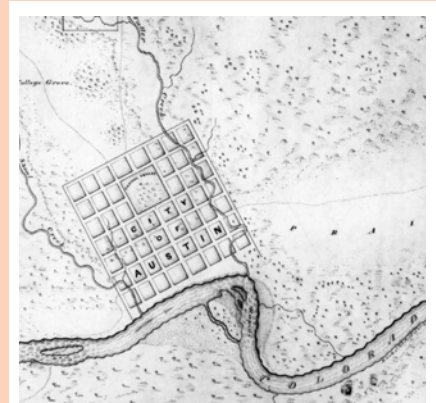
Cultural Events & Installations
Mme. Maurice Origami Installation. Paris



Civic Engagement
Women's March. Austin



Diverse Programming
Yoga on Sixth Street. Austin



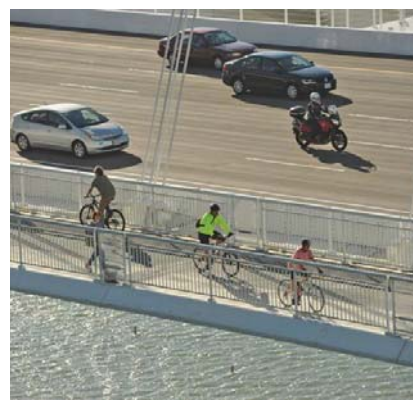
Telling the Stories
Historic Map of Austin

MOBILITY & CONNECTIVITY

Potential Strategies

Balance Mobility Options along the 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



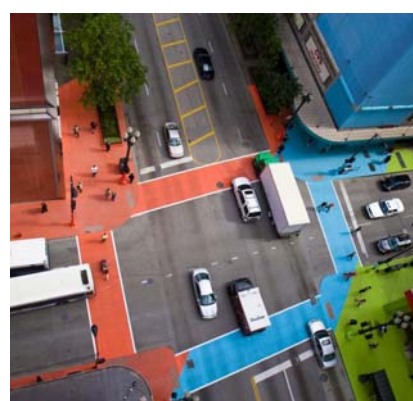
Separated Bike and Ped Lanes
Bay Bridge. Oakland, CA



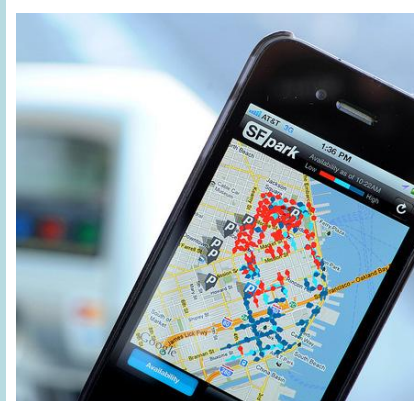
Wider Sidewalks
The Avenue. Washington, DC



Circulator
Circulator. Bethesda, MD



Pedestrian-Focused Intersections
Street Color. Chicago, IL



Parking Management
SF Park Mobile App. San Francisco, CA



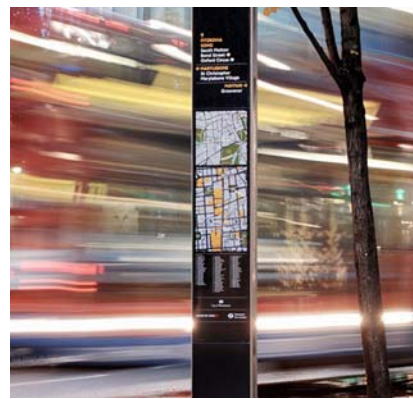
Bike Lanes
Raised Bike Lane. Cambridge, MA

CULTURE & HISTORY

Potential Strategies

Enhance Congress Avenue as a Historic and Cultural Destination

- Lighting
- Public art
- Wayfinding and signage
- Place branding
- Interpretative markers
- Events and performances
- Cultural anchors
- Great design



Wayfinding
Legible London Wayfinding. London, UK



Distinctive Lighting
18 Nuances de Gai. Montreal, QC



Engaging Public Art
Market Street. San Francisco, CA



Interpretive Markers
Pitt Street Mall. Sydney, Australia



Great Design
Parklet. London, UK



Connection to Cultural Anchors
Heritage Trails. Washington, DC

ECONOMICS

Potential Strategies

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, TX



Street Festivals
South Street Festival. Philadelphia, PA



Temporary Places
Lawn on D. Boston, MA



Enhanced Café Spaces
Market Street. Philadelphia, PA



Temporary Retail
Le Fashion Truck. Los Angeles, CA



Support for Local Businesses
Royal Blue Grocery. Austin

ENVIRONMENT

Potential Strategies

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



Diverse Native Species
Pollinator Garden. Portland, OR



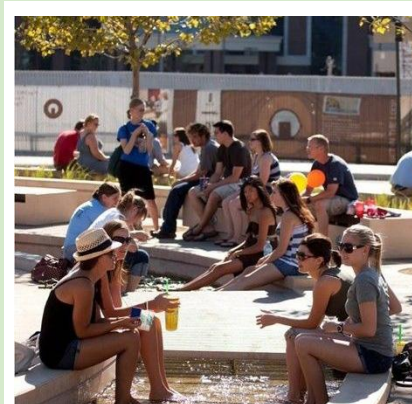
Permeable Pavers
Seaport District. Boston, MA



Shade Structures
Houtan Park. Shanghai, China



Rainwater Sculptures
Boston Harbor Pavilion. Boston, MA



Visible Water Story
Uptown Circle. Normal, Illinois



Shade Trees
Las Ramblas. Barcelona, Spain