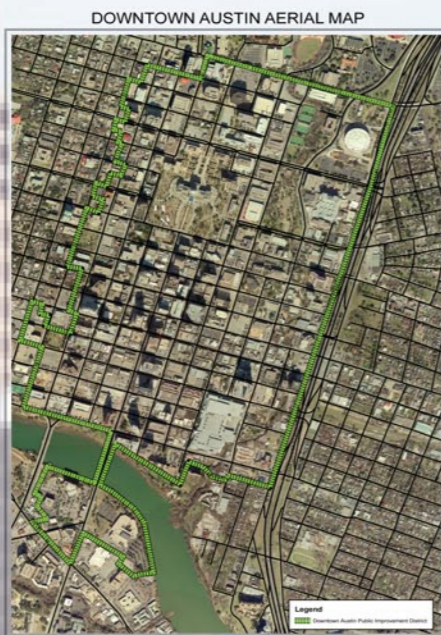


# DOWNTOWN AUSTIN

The "Live Music Capital of the World" 



## Aerial, Districts and Zoning



- \* Austin located in central Texas
- \* Austin is the Capitol of Texas
- \* Austin is home of University of Texas
- \* Downtown Austin Alliance manages Public Improvement District
- \* Public Improvement District is 715 acres



### EIGHT UNIQUE DISTRICTS IN DOWNTOWN AUSTIN

- Second Street District
- Austin Arts District
- Congress District
- Convention Center Area
- East 6th Street District
- Market District
- Red River District
- Warehouse District

### AUSTIN'S MOST FAMOUS DISTRICT



On August 6, 2004 the Austin City Council authorized the creation of the East 6th St. Public Improvement District. Properties in the District are assessed an additional \$.10 per \$100 in assessed value, up to a maximum of \$500,000, to pay for the Districts programs. The vision is as follows:

1. Create vibrant mixed-use district.
2. Make 6th Street an important economic and cultural asset.
3. Preserve and enhance district's unique historic character.

## Demographic Information

### POPULATION STATISTICS

Downtown population 5,300  
Downtown & Nearby Neighborhoods 363,000

### DOWNTOWN ETHNIC MAKEUP

Non Hispanic White 64.3%  
Non Hispanic Black 11.7%  
Hispanic 18.4%  
Non-Hispanic Asian 3.6%  
Non-Hispanic Other 2.0%  
Student population at nearby University of Texas is 51,426 students

### CURRENT TRENDS

\*Upsurge in immigrant populations from Mexico, Central and South America, Southeast Asia and China  
\* Hispanic population grew from 23% in 1990 to 31% in 2000 with a larger population under 18 years of age.

## Growth and Development

### DEVELOPMENT ISSUES

- \* Developments under construction or in the planning stages include condominium, office, retail, transportation and many other mixed use projects.
- \* Influx of \$438,129,100 of venture capital infused into Austin's economy in 2005.
- \* 2005 Transit Oriented Development Referendum passed successfully.
- \* Falling rental rates for Commercial Space
- \* Loft living encouraged in downtown zone.
- \* In 2003 2,143 patents earned exceeding competitor cities (Denver, Raleigh-Durham, Seattle).
- \* Texas Enterprise Fund and Emerging Technology initiated by state of Texas.
- \* Mayor Wynn's goal to have 25,000 residents in Downtown by 2015

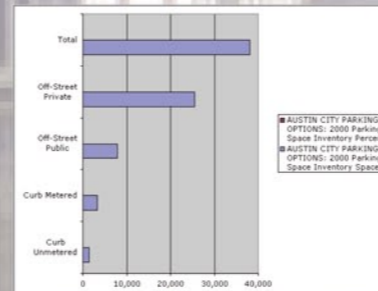
Year	Total Square Feet	Average Monthly Base Rent 50-100,000 s.f.	Average Monthly Base Rent 100,000+ s.f.	Overall Occupancy Rate %
1994	11,544,013	\$ .90	\$ 1.10	88.02%
2004	18,619,585	\$ 1.45	\$ 1.75	93.89%



## Transportation Issues

The City of Austin has limited transit options in the downtown area. The following are the principle means of transportaton:

- \* Buses
- \* Free Dillo Ride (Trolley)
- \* The E-Bus- Free Student Ride between University of Texas and 6th Street
- \* Park and Ride Lots
- \* Vanpool and Carpool options



Year	Renter Occupied Housing Units	Median Rent
1990	114,174	409
2000	146,547	724
Numerical Change	32,373	315
Percentage Change	28.35%	77.0%

### FUTURE TRANSPORTATION PROJECTS:

- \* "All Systems Go" (urban commuter rail)
- \* Street Scapes & Transportation Committee
- \* Austin-San Antonio Corridor Regional Rail
- \* Pflugger Bridge Extension
- \* Saltillo District Master Plan Future Connections Study

## Social Issues

### GOALS OF THE CITY

Strategic Choices Focuses on Four Aspects of Livability in Austin

- \* Family: 89% of Austin citizens are satisfied with the livability of their neighborhood.
- \* Public Safety: Austin is rated as the safest city in Texas
- \* Sustainable Community: Austin experienced only five days of noncompliance of the Clean Air Act ozone standards in 2004.
- \* Affordability: 23% of Austin citizens are satisfied with the availability of affordable housing.

### AUSTIN WAGES

- \* City of Austin's minimum wage is \$9.00 per hour for full-time city employees.
- \* To qualify for financial incentives, developers and contractors must set their minimum wage at \$10.00 per hour.
- \* At 5.1%, Austin maintains the lowest unemployment rate of all Texas metropolitan locations.
- \* Austin's mean annual wages are \$38,810.

## Austin Lessons Learned

### AUSTIN PROMOTES MUSIC INDUSTRY

- \* \$616 million in annual economic activity.
- \* 11,200 jobs are created
- \* 10% of annual hotel stays are due to music industry.

### DOWNTOWN MARKETING PROGRAM

- \* "DOWNTOWN" television show is a co-production of the Downtown Austin Alliance, Action Figure and KLRU.
- \* The 13 week series features the unique stories of people and places that make Austin Downtown as "Austin as it Gets".
- \* Has won 2 Emmy Awards

## Denver Comparison

### AUSTIN-DENVER COMPARISONS

	Austin	Denver
State Capital	X	X
Clearly Defined Downtown District	X	X
Music District	X	
Performing Arts District	X	X
Over 20 Spectator Sports Parks	X	X
Over 80 Acres of Urban Parks		X
Population Increase	X	X
High Home Foreclosure Rate	X	X
Below National Unemployment Rate		
Affordable Housing Initiatives	X	
Public Bussing System	X	X
Rail Transit System		X
Surface Parking Lots	X	X
Free Downtown Shuttle	X	X
Television Show Marketing City	X	
Nationally Recognized Arts Festival	X	