

Red River Cultural Tourism Development

GOALS

- increase year-round cultural tourism for live music, arts & cultural industries
- increase employment and income for musicians and artists
- invest in authentic Austin cultural experiences for residents and visitors along Red River from 4th to 12th streets, including Sabine Street from 4th to 7th

policy menu to incentivize new creative infrastructure

- Creative Enterprise Development Zone designation and related incentives: streamlined city permitting, discounted city fees, utility rebates, partial COA property tax abatements for new developments, terms limited by state statute
- design standards for 4 to 6 stories, with setbacks to harmonize with current streetscape
- density bonuses restricted to criteria defined for Creative Enterprise Development Zone
- property tax, utility and fee rebates

preservation of music clusters

- 700 & 800 blocks of Red River
- 7th st cluster
- 900 block of Red River

ideas for additional creative infrastructure

- Austin Music History Museum
- additional music venues
- comedy club
- 200-300 seat theater
- small black box theater
- art galleries
- public street art and sculptures
- street level retail of local arts and crafts
- offices, rehearsal spaces, studios, artist co-op housing

funding possibilities

- HOT venue fund renewal (requires consensus with lodging and convention industry)
- TIF for public infrastructure such as parking, connectivity to Waller Creek
- tourism PID
- alcohol sales taxes

tools

- Cultural Tourism Task Force
- Tourism Marketing Commission
- Red River Redevelopment Plan

contact group: Red River Cultural District, Waller Creek Conservancy, Downtown Austin Alliance, Preservation Austin, Economic Development Department, Austin Creative Alliance