

Holly

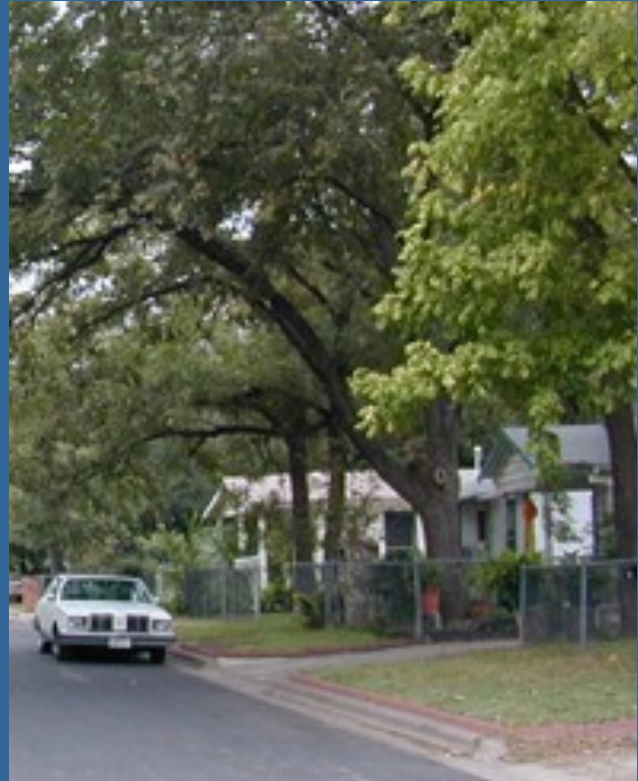
Neighborhood Plan

PLAN ADOPTED: December 13, 2001

This Neighborhood Plan has been amended by City Council. These amendments may include text changes or Future Land Use Map (FLUM) changes. Please refer to the Ordinance Chart on the planning area webpage for more information on amendments. Planning and Development Review staff updates the Ordinance Chart on a regular basis; however, newly adopted amendments may not be reflected on the chart.

STATION AREA PLAN OR MASTER PLAN

This Neighborhood Plan has been modified with the adoption of the Plaza Saltillo TOD Station Area Plan. This plan should be referenced for properties that are designated as a *Specific Regulating District* on the Future Land Use Map. For zoning, site development and design regulations, refer to the Regulating Plan. These plans can be found at: [www.http://austintexas.gov/page/austins-tod-process](http://austintexas.gov/page/austins-tod-process).



Holly Neighborhood Plan



An amendment to the City of Austin's Comprehensive Plan

The Austin Tomorrow Comprehensive Plan
Chapter 5
Section 5-10
Exhibit A



City Council

Gus Garcia
Mayor

Jackie Goodman
Mayor Pro Tem

Council Members

Raul Alvarez
Beverly Griffith
Daryl Slusher
Danny Thomas
Will Wynn

City Manager

Jesus Garza

Assistant City Manager

Lisa Gordon

Neighborhood Planning & Zoning Department

Alice Glasco, Director

Adoption of a Neighborhood Plan by City Ordinance shows the City Council's general commitment and support for the projects and programs included in the strategy, but does not obligate the City to implement individual plan recommendations.

Holly Neighborhood Plan

December 13, 2001

Roster of Neighborhood Planning Team members

Eric Anderson
David Black
Sarah Breur
Lorelei Bela Brown
Kathleen Card
Louis Castillo
John Corry
Frances Coyle
Maggie De Santo
Sam De Santo
Robert Donley
Gavino Fernandez (CHAIR)
Vicky Gomez
Paul Hernandez
Darla Johnson
Morgan Knicely
Sara Koeninger
Andrew Long
Ted Krause
Rosemary Ledesma
Tony Martinez
Tim Mateer
Maria Luisa Mendoza
Arturo Palacios
Gloria Moreno
Maria Ramirez
Joe Robeldo
Francisco Rodriguez
Bill Stringer

City Staff: Meghan Wieters 974-6386, meghan.wieters@ci.austin.tx.us
Mario Jesús Flores 974-2413, marioj.flores@ci.austin.tx.us
Steven Rossiter 974-2598, steven.rossiter@ci.austin.tx.us

Holly Chair: Gavino Fernandez 477-4013

Introduction

The Holly Neighborhood has a long history of advocating for the betterment of their community. This Neighborhood Plan provides another forum for the neighborhood to express its concerns and opinions about the future of their neighborhood. One of the main concerns in Holly is closing the Holly Power Plant. Other key issues revolve around maintaining desirable, affordable housing, avoiding the prospects of gentrification, responding to the increasing encroachment of businesses into the residential areas, and traffic issues. This plan attempts to address some of these issues through creating future land use and transportation plans.

Neighborhood Planning

History of Planning Efforts

- Various associations have been advocates for the neighborhood over the years.
- The City of Austin Neighborhood Planning Program kicked off the Neighborhood Planning effort in the Holly Planning area in March 2000.
- Neighborhood Survey was mailed out to residents, non-resident property owners and businesses in September 2000
- Two community workshops were conducted in March and April of 2001.
- Final Surveys sent out in June 2001.
- August 2001 - “Open House” to provide additional assistance in filling out the survey as well as answer any questions the community might have.

Outreach Efforts

- February 2000 – **Mail out to all property owners, tenants and other stakeholders for kick-off meeting.**
- **March 2000** – Mail out to all property owners, tenants and other stakeholders informing them of the first organizing meeting. Flyers were distributed around the neighborhood to get more people to participate on the Neighborhood Planning Team
- **April 2000 to Present** - Mail out reminders for *regular NPT meetings to interest list* which included businesses and other stakeholders that expressed any interest in the process.
- **May 2000** – Consensus Building topic session held for entire planning area & East Austin Neighborhoods.
- **June 2000** – Land Use, Zoning & SMART Housing topic session held for entire planning area & East Austin Neighborhoods.
- June - July 2000 - **Flyers with quotes from Neighborhood Planning Team members were prepared and given to NPT members to distribute in the neighborhood and display at area businesses.**
- **June - July 2000** - Flyers regarding regular Neighborhood Planning Team meetings were inserted into church bulletins
- **July 2000** – Transportation topic session held for entire planning area & East Austin Neighborhoods.
- **August 2000** - Radio announcement (paid for by Austin Energy) in Spanish and English regarding filling out survey and neighborhood planning efforts.
- **August 2000** – Urban Design/Neighborhood Character topic sessions held for entire planning area & East Austin Neighborhoods.
- **September 2000** – Mail out to all property owners, tenants and other stakeholders for neighborhood wide survey; some additional surveys were taken door to door.

- **November 2000** - Mail out to all property owners, tenants and other stakeholders for a Land Use Work session was sent out
- February 2001 - **Mail out to all property owners, tenants and other stakeholders for Holly Community Workshop (February 21); additional flyers were distributed within church bulletins and other key institutions in the neighborhood.**
- February 2001 – **Worked with Zavala Elementary Campus Advisory Council to formulate transportation recommendations.**
- **March 2001** - Mail out to all property owners, tenants and other stakeholders for 2nd Holly Community Workshop (April 7th)
- **March 2001** – Targeted mail out to all stakeholders who’s properties would be rezoned.
- **April 2001** – Targeted Business Owner Meeting for the ECC corridor
- **June 2001** – Mail out to all property owners, tenants and other stakeholders the Holly Neighborhood Plan final survey.
- **August 2001** – Extended final survey date to in effort to receive additional community input; Conducted an Open House to assist stakeholders in filling out the final survey and answer any questions/concerns.

Stakeholder Involvement

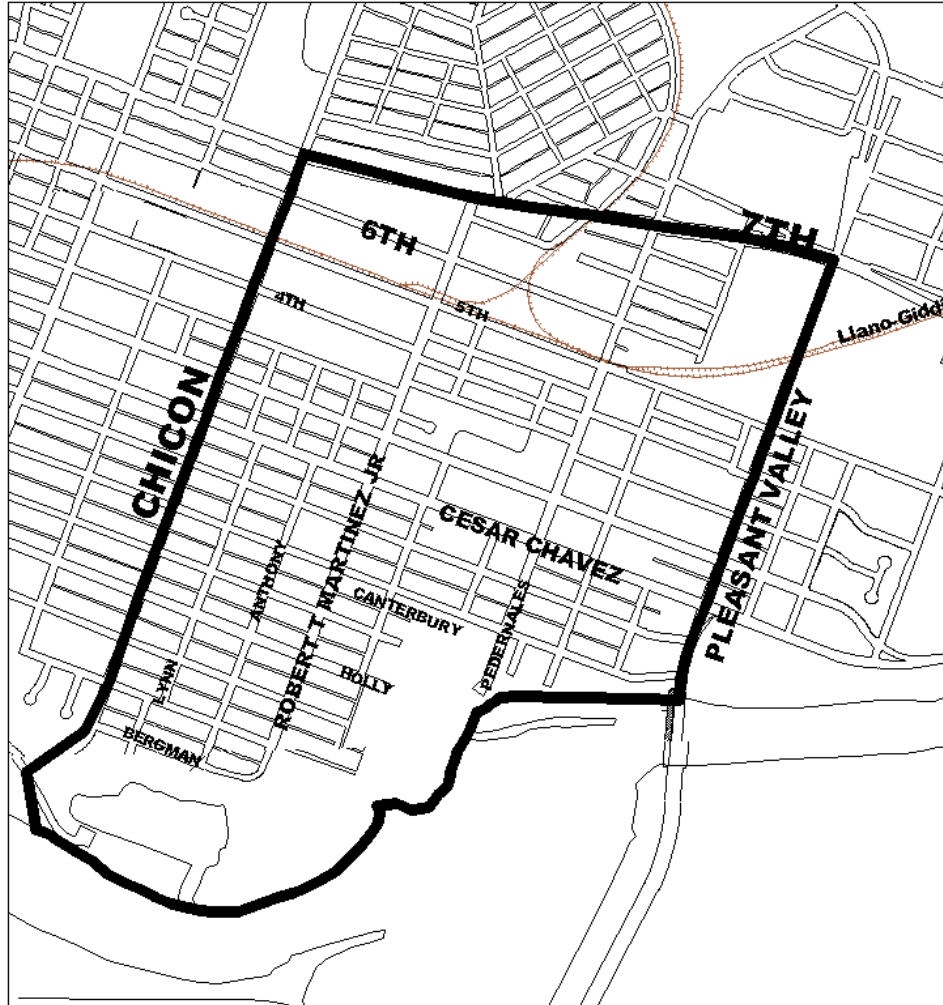
- Residents
- Neighborhood Associations
- Business owners
- Non-resident property owners
- Institutions (Metz Elementary, Zavala Elementary)

Top Ten Action Items

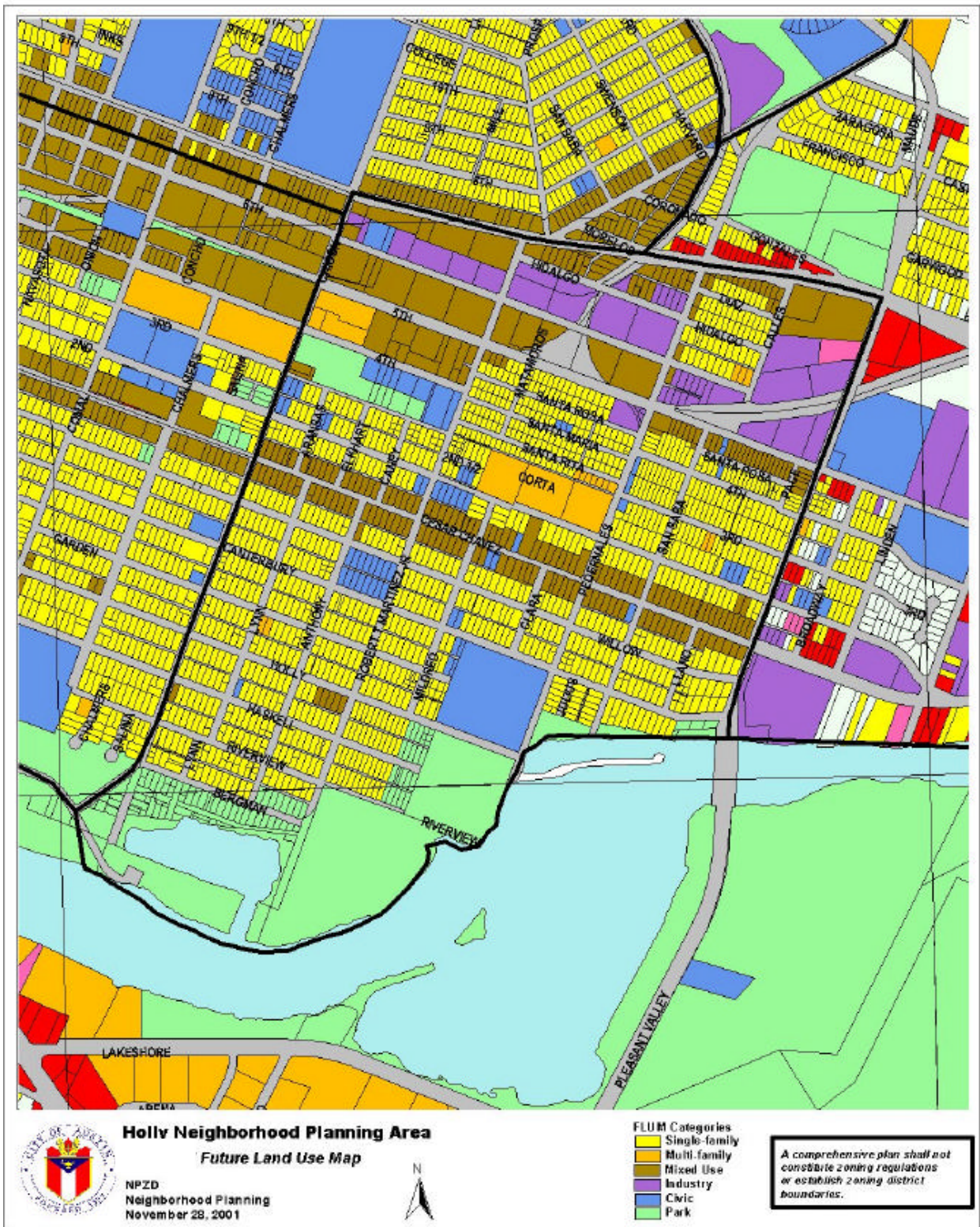
1. The neighborhood planning team endorses the closure of the Holly Power Plant at the time when reserve energy capacity becomes available to begin instituting the phased closure of the power plant.
2. With the \$20,000 allocation for an adopted neighborhood plan, the neighborhood requests that these funds be dedicated to the Cepeda Library branch and be used for the purpose of purchasing Spanish-English books, publishing software, and additional resources such as Braille texts and cassettes for the hearing and visually impaired.
3. Increase assistance for home repairs near the Holly Power Plant especially for roof and foundation repairs.
4. Rezone GR zoned property within the Residential District at Robert T. Martinez and Holly with a CO-Conditional overlay to allow existing uses, restrict height to 30' and restrict other uses incompatible with the Residential District.
5. Develop the appropriate infrastructure for South Side of E. 5th Street (Pedernales to Chicon) to include the following: sidewalk, curb and gutter and potential street repairs/realignment
6. Participation by representatives of the Holly Neighborhood Planning Team should be included during the development of station locations and alignment of future rail lines in the event of an approved rail referendum.
7. Preserve land for single-family homes in Residential District through the future land use plan.
8. Permit small lot amnesty for single family lots currently under 5750 square feet in order to allow new or reconstruction of houses on lots previously too small to build on. (neighborhood-wide, primarily applicable to Residential District).
9. Encourage synchronization of lights along Pleasant Valley from East César Chávez to 7th Street. New left turn at Pleasant Valley & 7th has improved traffic movement, however the timing at peak hours

seems to be slightly off particularly for northbound traffic. The intersection at César Chávez & Pleasant Valley is becoming more congested.

10. Install signage to encourage and indicate desired route for truck traffic leading to 7th Street at the following locations: Robert T. Martinez (if intersection improvements at 7th Street are created to address turn movements for trucks)



Holly Neighborhood Planning Area
Area para hacer el plan del vecindario



The neighborhood planning area has been divided into districts and corridors based on similar land uses and character. Those districts are Community Commercial District (East César Chávez), E. 7th Street Corridor, Commercial Mixed Use District, Residential District and the Waterfront/Park District.

Land Use

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**Goal 1: Promote a variety of housing options for a mixture of different incomes.**

The **Residential District** is predominantly single family houses mixed with some multifamily and a few lots of commercially zoned land. Most of the houses were built over 50 years ago. The homes north of East César Chávez often are on smaller lots with narrow roadways. Many areas of the neighborhood use on-street parking since many homes were built without driveways or garages. The neighborhood wants to promote affordable housing and mixed income housing in a variety of ways. There is a strong desire in the neighborhood to increase opportunities for home ownership as well as assistance for those in need of important/critical home repairs.

There are a few properties with single family uses currently have (CS) commercial zoning and are scattered throughout the Residential District. These sites are situated where larger-scaled commercial would not be successful or compatible with the single-family surroundings.

The neighborhood is also interested in allowing "small lot amnesty" which allows people, often with vacant lots, to build homes on lots currently by City Code too small for single family houses.

The proposed Conditional Overlay for the **Residential District** to address the scattered lots proposed to change from CS to GR-MIXED USE-CO & NO-MIXED USE-CO would restrict the following uses: Restaurant Drive-In, Restaurant Fast Food, Service Station Local Utility Services, Lodging House Residential, software development, communication service facilities, Community Recreation (private & public), Residential Treatment.

**Objective 1.1:** Preserve historic/older homes.

**Action Item 1.1.1:** Complete historic survey of structures in the Holly area and determine historic resources in the neighborhood. (mixed opinions on this issues - need more discussion)  
**- Transportation Planning Department (Historic Preservation)**

**Objective 1.2:** Preserve existing affordable housing.

**Objective 1.3:** Increase affordable housing opportunities for both home ownership and rental.

**Action Item 1.3.1:** Rezone property purchased by the City of Austin at Chicon/4<sup>th</sup> /5<sup>th</sup> to MF-3 to promote additional affordable housing for the neighborhood. (Part of the Commerical Mixed-Use District) - **Neighborhood Planning & Zoning Department, Public Works (Real Estate)**

**Action Item 1.3.2:** Allow garage apartments per the City of Austin infill ordinance on lots with a minimum size of 5,750 square feet. - **Neighborhood Planning & Zoning Department** (Note: Although ‘small lot amnesty’ has also been adopted (Ordinance no. 000406-81) [see Action 1.5.2] the Neighborhood Plan does not support the construction of secondary apartments on lots smaller than 5,750 square feet).

Action Item 1.3.3: Encourage the City of Austin to facilitate the development of additional affordable housing for mixed incomes in the neighborhood. – **Neighborhood Planning Team & Neighborhood Housing and Community Development**

**Objective 1.4:** Maintain and increase housing opportunities for low income workers.

Action Item 1.4.1: Provide phone numbers and information about existing programs for low income housing at neighborhood functions, association meetings and other neighborhood events. - **Holly Neighborhood Planning Team**

Action Item 1.4.2: Investigate opportunities for low interest loans for home repairs and construction of accessory structures (garage apartments) and distribute information at key locations. - **Neighborhood Planning & Zoning Department**

**Objective 1.5:** Preserve (SF) single family housing throughout the neighborhood.

Action Item 1.5.1: Preserve land for single-family homes in Residential District through the future land use plan. - **Neighborhood Planning & Zoning Department**

Action Item 1.5.2: Permit small lot amnesty for single family lots currently under 5,750 square feet in order to allow new or reconstruction of houses on lots previously too small to build on. (neighborhood-wide, primarily applicable to Residential District) - **Neighborhood Planning & Zoning Department**

**Objective 1.6:** Encourage home repairs.

**Action Item 1.6.1:** Increase assistance for home repairs near the Holly Power Plant especially for roof and foundation repairs. - **Austin Energy, Neighborhood Housing & Community Development, Austin Housing Finance Corp.**

**Action Item 1.6.2:** Increase education in English and Spanish regarding home loans (for purchase and repairs) for lower income households through flyers, and radio announcements. - **Holly Neighborhood Planning Team, Austin Energy, Austin Housing Finance Corp.**

**Action Item 1.6.3:** Provide education on property maintenance by expanding and updating the handbook created by neighborhood associations in the area and producing copies to have available and Recreation Centers and key meeting places in the neighborhood. - **Holly Neighborhood Planning Team**

Action Item 1.6.4: Work with property owners to encourage removal of boarded structures or redevelopment of vacant lots for construction of new housing at the following locations- **Neighborhood Planning & Zoning Department**

- Calles & 6<sup>th</sup>
- Holly Street next to power plant
- Anthony between Canterbury and Willow
- Vacant lots along Haskell, Holly, Garden, Lambie, César Chávez, Willow and Anthony

**Goal 2: Encourage opportunities to address compatibility between different residential, commercial and industrial uses.**

**Objective 2.1:** Retain adjacent commercial and industrial uses within the Commercial Mixed Use District.

**Objective 2.2:** Restrict intensive commercial/industrial uses from residential area of neighborhood.

Action Item 2.2.1: Prohibit additional CS-1 zoning throughout neighborhood. (All districts and corridors). - **Neighborhood Planning & Zoning Department**

Action Item 2.2.2: Rezone properties currently zoned CS-1 to CS-MIXED USE-CO at the following locations: - **Neighborhood Planning & Zoning Department**

Southeast corner of E. 7<sup>th</sup> Street and Robert T. Martinez (E. 7<sup>th</sup> Corridor)  
Northeast corner of E. 6<sup>th</sup> and Chicon (Commercial Mixed-Use District)

Action Item 2.2.3: Rezone LI (Light Industrial) zoned land next to Zavala Elementary School located at Robert T. Martinez/4<sup>th</sup>/5<sup>th</sup> to CS-MIXED USE-CO (Commercial Mixed-Use District). - **Neighborhood Planning & Zoning Department**

**Objective 2.3:** Restrict incompatible uses in residential areas

Action Item 2.3.1: Rezone scattered sites in Residential District from CS-Commercial Services to SF-3 and except where noted on the proposed rezonings map to NO-MU-CO (Neighborhood Office): - **Neighborhood Planning & Zoning Department**

The following action item refers to a site in the Residential District that has a grocery store, laundromat and small gas station. The neighborhood would like to preserve these uses, limit the expansion of these uses because they are in the Residential District, limit the size and lighting of signage for businesses, and have a height limit for structures/buildings of 30'. This site has served as a neighborhood corner store for many years and is in walking distance for many residents.

Action Item 2.3.2: Rezone GR zoned property within the Residential District at Robert T. Martinez and Holly with a CO-Conditional overlay to allow existing uses, restrict height to 30' and restrict other uses incompatible with the Residential District. - **Neighborhood Planning & Zoning Department**

**Objective 2.4:** Encourage locally owned/managed businesses

**Action Item 2.4.1:** Pursue grants and loans for small start-up businesses. - **Holly Neighborhood Planning Team, Neighborhood Housing & Community Development**

**Objective 2.5:** Encourage appropriate uses and scale of commercial.

Action Item 2.5.1: Encourage new development to adhere to the neighborhood design guidelines. - **Neighborhood Planning & Zoning Department**

*There are three districts/corridors that have significant commercial uses. They are the Community Commercial corridor (East César Chávez; Chicon to Pleasant Valley), East 7<sup>th</sup> Corridor (Chicon to Pleasant Valley), and Commercial Mixed-Use District (5<sup>th</sup>/6<sup>th</sup>/Chicon/Pleasant Valley). Each of these areas have a specific focus and the recommendations for each area's zoning is based on how the commercial uses and nearby residential can be more compatible with each other.*

The **Community Commercial corridor** - East César Chávez - serves as a neighborhood-oriented commercial area. The corridor is characterized by restaurants, small offices, a laundromat, a pharmacy, a florist, churches, some automotive repair, and other retail and commercial uses. The corridor also has pockets of single-family homes that help maintain the lower scaled nature of the commercial and residential activity on this narrow minor arterial roadway. The recommendation for the corridor is to retain the existing CS zoning with a Mixed Use Conditional Overlay to prohibit incompatible uses and allow for smaller scaled commercial while encouraging residential usage. This corridor has a subtle commercial and residential feel that the neighborhood wants to preserve.

**Objective 1.1:** Promote the neighborhood-oriented and locally owned businesses coexisting with residential uses along the Community Commercial corridor (East César Chávez).

Action Item 2.5.2: Rezone the Community Commercial Corridor (see Future Land Use map for precise lots) from CS to CS-MIXED USE-CO. - **Neighborhood Planning & Zoning Department**

The conditional overlay would prohibit the following uses along the corridor: Adult Oriented Businesses, Campground, Convenience Storage, Drop Off Recycling, Equipment Sales, Kennels, Pawn Shop Services, Residential Treatment, Transportation Terminal, Vehicle Storage.

Additionally, the Conditional Overlay would make the following uses conditional in addition to existing conditional uses within the zoning category which would require site plan approval at the Planning Commission: **Automotive Rentals, Automotive Repair Services, Automotive Sales, Automotive Washing of any type, Commercial Off Street Parking, Counseling Services, Custom Manufacturing, Guidance Services, Service Station.**

Action Item 2.5.3: Restrict building heights to two stories or three stories for developments containing residential units or designated Mixed Use Structures along the Community Commercial Corridor. - **Neighborhood Planning & Zoning Department**

The **E. 7<sup>th</sup> Street Corridor** serves as a gateway to Downtown. It has more regional commercial uses but also includes businesses needed by the neighborhood. The neighborhood would like to see this corridor develop to have more commercial activity that includes a family focus but also has some night life that would keep the corridor vibrant and safe. Uses such a theater, restaurants, doctor's offices, multifamily, and other retail would be desired by the neighborhood and would also serve the broader East Austin area. Well-designed developments could be between 2 to 5 stories - higher heights would be more appropriate if housing, particularly affordable housing, is included in project.

**Objective 1.1:** Promote E. 7<sup>th</sup> Street as a gateway to Downtown that incorporates commercial uses but addresses services needed in the surrounding neighborhood.

Action Item 2.5.4: Rezone the E. 7<sup>th</sup> Street corridor from CS, CS-1, and LI to CS-MIXED USE-CO. - **Neighborhood Planning & Zoning Department**



The **Commercial Mixed-Use District** is made up of industrial uses such as warehouses and some commercial uses. There also is some vacant land. The neighborhood supports mixed use in this area to continue some of the existing uses but also promote opportunities for different types of housing where appropriate.

**Objective 1.1:** Promote the mix of uses within the Commercial Mixed-Use District and allow for a transition of uses from 6<sup>th</sup> Street to 5<sup>th</sup> Street.

Action Item 2.5.5: Rezone properties fronting the northside of 6<sup>th</sup> currently zoned LI to LI-CO or LI-CO-NP. - **Neighborhood Planning & Zoning Department**

Action Item 2.5.6: Rezone properties fronting the southside of 6<sup>th</sup> currently zoned LI and vacant between Robert Martinez Jr. and Calles to LI-CO. - **Neighborhood Planning & Zoning Department**

Action Item 2.5.7: Rezone properties fronting the southside of 6<sup>th</sup> currently zoned LI and vacant to CS-CO-Mixed Use. - **Neighborhood Planning & Zoning Department**

Action Item 2.5.8: Rezone properties fronting the southside of 6<sup>th</sup> currently zoned LI and have existing businesses to LI-CO-NP. - **Neighborhood Planning & Zoning Department**

Action Item 2.5.9: Rezone properties at south side of E. 6<sup>th</sup> St. at Robert T. Martinez currently zoned GR and LI to GR-MU-CO and LI-CO or LI-CO-NP. - **Neighborhood Planning & Zoning Department**

Action Item 2.5.10: Rezone southside of E 6<sup>th</sup> (Pedernales to San Saba) to CS-Mixed Use- CO. - **Neighborhood Planning & Zoning Department**

Action Item 2.5.11: Rezone E. 5<sup>th</sup> (San Saba to Pleasant Valley) currently zoned CS, LR, SF-3 and LI to CS-MU-CO and GR-MU-CO. - **Neighborhood Planning & Zoning Department**

**The conditional overlay would prohibit the following uses throughout the district: Adult Oriented Businesses, Campground, Convenience Storage, Exterminating Services, Kennels, Pawn Shop Services, Telecommunication Tower.**

Additionally, the Conditional Overlay would make the following uses conditional in addition to existing conditional uses within the zoning category which would require site plan approval at the Planning Commission: **Automotive Rentals, Automotive Repair Services, Automotive Sales, Automotive Washing of any type, Commercial Off Street Parking, Counseling Services, Custom Manufacturing, Guidance Services, Service Station.**

**Goal 3: Increase enforcement and assistance for poorly maintained properties.**

**Objective 3.1:** Address vacant, unkempt, and poorly maintained properties

Action Item 3.1.1: Provide property owners education/information on how to fix up/clean-up their properties to comply with City Codes at the following locations: - **Neighborhood Planning & Zoning Department**

- 1800 -2200 blocks of Haskell, Riverview
- Lynn/Riverview
- 2400 block of 6th Street

Action Item 3.1.2: Address vegetation overgrowth issues and encourage consistent upkeep of the following areas that have been noted as problematic:

- Vacant property along 5<sup>th</sup>/6<sup>th</sup> Streets near Chicon to Robert T. Martinez
- Dead end area at Calles
- Willow & Pedernales
- Southwest corner of 6<sup>th</sup> & Pedernales and 6<sup>th</sup> & Robert T. Martinez

Action Item 3.1.3: Address possible code compliance issues with compatibility standards, or setbacks in the following locations:

- 5<sup>th</sup> & Pedernales
- Lynn & Riverview

**Action Item 3.1.4:** Remove old cars/abandoned vehicles or illegal dumping areas at the following locations: - **Solid Waste Services (Code Compliance).**

- Southside of 6<sup>th</sup> (Robert T. Martinez & Pedernales)
- illegal dumping San Saba & 3<sup>rd</sup> Street
- near laundromat at Robert T. Martinez & Holly
- 2200 - 2300 block of Julius and Garden Streets (abandoned vehicles)

## Transportation

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The Holly Neighborhood Planning Area has roadways, sidewalks, and bike routes that work to connect the Holly neighborhood to areas within and outside of the neighborhood planning area by all modes of transportation. The northern boundary, 7<sup>th</sup> Street, serves as an important gateway to Central Austin and Downtown as well as to East Austin and the Austin Bergstrom International Airport.

There are areas in the neighborhood that lack the transportation improvements needed to make the neighborhood truly accessible. The overall goal for transportation in the neighborhood is to ensure that residents, businesses and other stakeholders have the ability to access businesses and residential areas in a manner that creates a safe and connected public space.

**Goal 4: Insure adequate pedestrian safety and access to major destinations such as schools, shopping centers and parks.**

**Objective 4.1:** Add additional sidewalks (to insure pedestrian accessibility throughout the neighborhood).

The City of Austin has limited funding for sidewalks construction. A priority list of sidewalks needed in the neighborhood will be created for the neighborhood area. Some sidewalks will require property owners to fund and construct as a part of a larger development (for example: vacant land on 6<sup>th</sup> Street).

Action Item 4.1.1: South Side of Canterbury (Pedernales to Pleasant Valley) - **Transportation Planning Dept.**

Action Item 4.1.2: South Side of E. 5th Street ( Pedernales to Chicon) - sidewalk, curb and gutter and potential street repairs/realignment - **Transportation Planning Dept**

Action Item 4.1.3: North Side of E.2nd (Mildred to Pleasant Valley) - complete gaps - **Transportation Planning Dept**

Action Item 4.1.4: East Side of Lynn Street (Cesar Chavez to Haskell) - **Transportation Planning Dept**

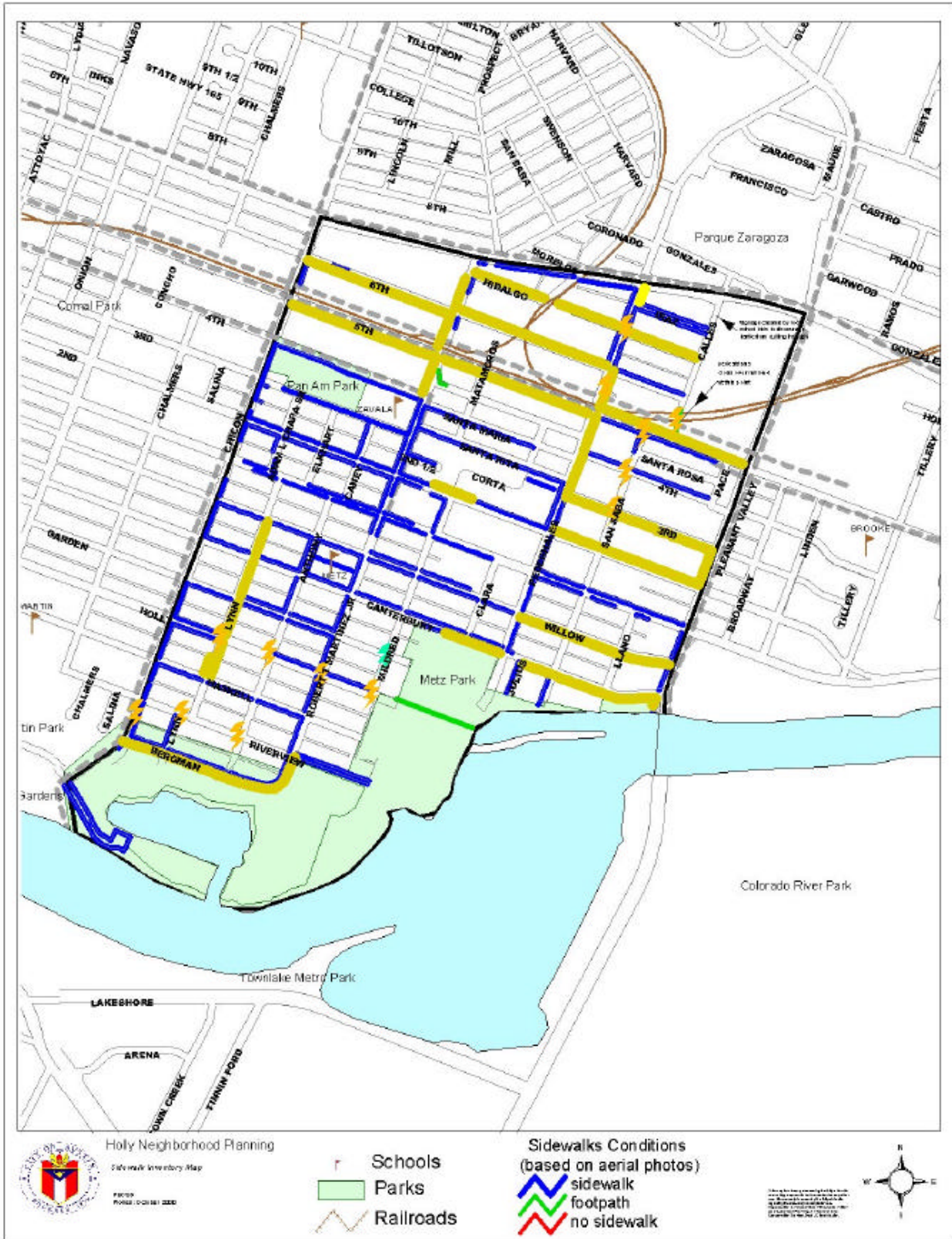
Action Item 4.1.5: East Side of Pedernales (3rd to 5th Street) - **Transportation Planning Dept**

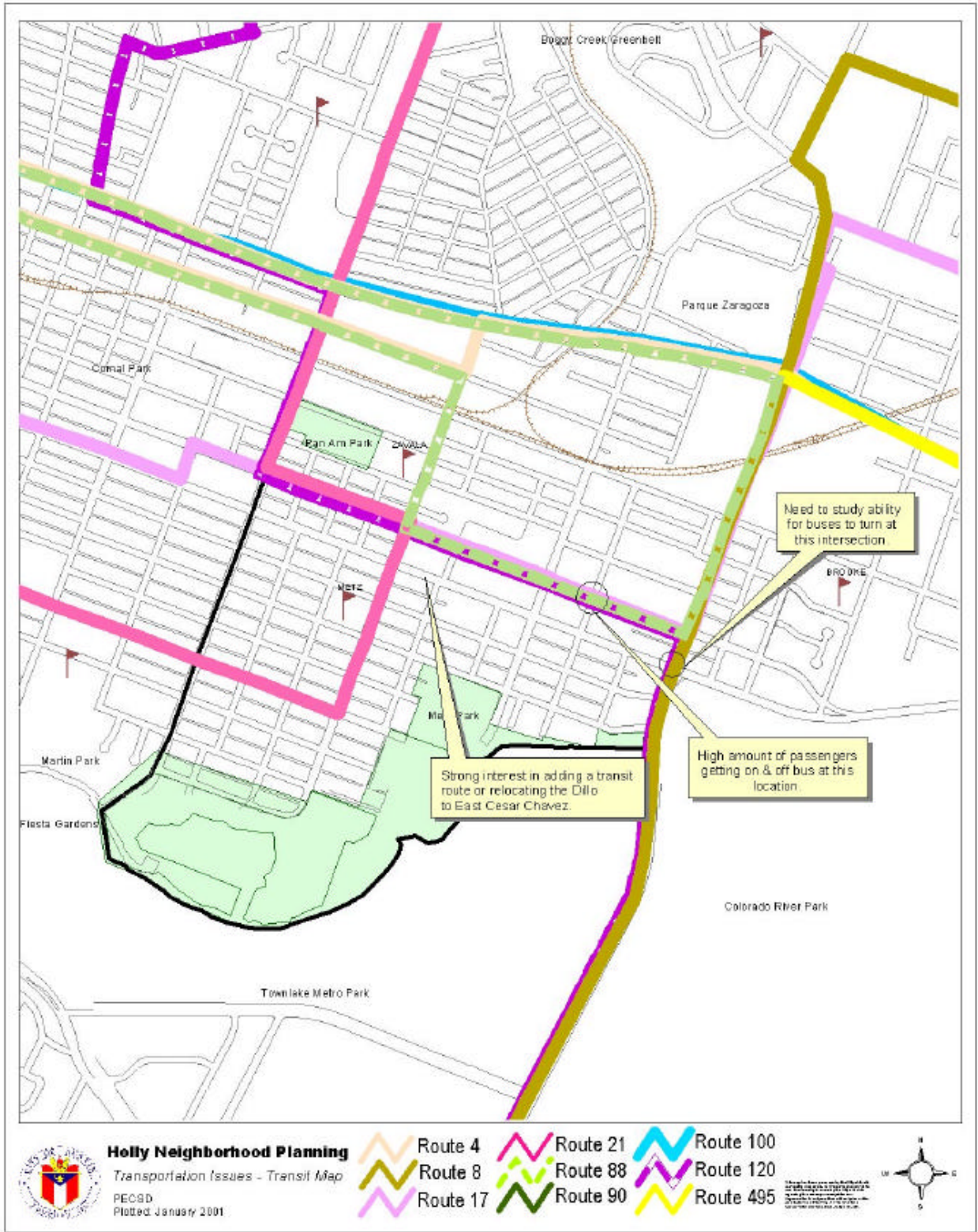
Action Item 4.1.6: North Side of E. 3rd Street (Pedernales to Pleasant Valley) - **Transportation Planning Dept**

Action Item 4.1.7: South side of 6th Street (Chicon to Robert T. Martinez Jr.) - **Transportation Planning Dept**

Action Item 4.1.8: Complete Gaps in sidewalks on Robert T. Martinez between 4th Street to 7th Street on west side. - **Transportation Planning Dept**







**Objective 4.2:** Maintain the existing sidewalk network.

**Action Item 4.2.1:** Trim overgrown vegetation along sidewalks at Chicon between Willow and Garden. - **Public Works, Solid Waste Services (code enforcement)**

**Action Item 4.2.2:** Trim overgrown vegetation sidewalks on North Side of 5th Street between Chicon and Robert Martinez Jr. (vacant land). - **Public Works, Solid Waste Services (code enforcement)**

**Goal 5: Insure adequate transit connections throughout the neighborhood.**

**Objective 5.1:** Improve access to transit as a linkage to neighborhood businesses and other points in the city.

Action Item 5.1.1: Encourage Capital Metro to designate a Dillo route along East César Chávez from Chalmers to Shady Lane. - **Capital Metro**

Action Item 5.1.2: (need further research) Look at activity and design of bus stop at San Saba and 2<sup>nd</sup> Street. - **Capital Metro**

Action Item 5.1.3: Encourage Capital Metro to add a covered bus shelter on Holly Street (around the 2100 block). - **Capital Metro**

Action Item 5.1.4: Ensure trash receptacles are located and maintained at all bus stops. - **Capital Metro**

**Objective 5.2:** Ensure adequate rail access for limited freight operations

The neighborhood has mixed opinions concerning passenger rail operations on the existing railroad line. The following objective and action items are included in the event a passenger rail system is passed by the voters at some future date.

**Objective 5.3:** Ensure safe rail operations for freight or passenger transportation.

Action Item 5.3.1: Participation by representatives of the Holly Neighborhood Planning Team is requested during the development of station locations and alignment of future rail lines.

**Goal 6: Maintain roadways and alleys for safe and efficient travel for pedestrians, bicycles, transit and autos.**

**Objective 6.1:** Improve intersections for safe use.

Action Item 6.1.1: Recommend adding a signalized intersection at 5<sup>th</sup> Street and Pleasant Valley. - **Transportation Planning, Public Works**

Action Item 6.1.2: Encourage synchronization of lights along Pleasant Valley from East César Chávez to 7<sup>th</sup> Street. New left turn at Pleasant Valley & 7<sup>th</sup> has improved traffic movement, however the timing at peak hours seems to be slightly off particularly for northbound traffic. The intersection at César Chávez & Pleasant Valley is becoming more congested. - **Transportation Planning, Public Works**



Action Item 6.1.3: Enforce traffic safety laws at the intersection of Canterbury and Lynn. This location regularly has autos that run stop sign or are traveling over the speed limit. - **Austin Police Department**

Action Item 6.1.4: Improve visibility from physical barriers at the following intersections: - **Public Works, Transportation Planning**

- East César Chávez and Pleasant Valley
- E. 3rd and Pleasant Valley
- E. 5th and Pleasant Valley

**Objective 6.2:** Improve safety near Elementary Schools in neighborhood.

Action Item 6.2.1: Conduct a School Zone Study around Zavala Elementary to evaluate school zone and other safety features that could be added to improve safety for children crossing Robert T. Martinez and Santa Maria. - **Public Works**

Action Item 6.2.2: Enforcement of traffic laws - speed and no passing - which has been a particular problem on Robert T. Martinez near Zavala Elementary- especially when children are let out from school. - **Austin Police Department**

Action Item 6.2.3: Increase regular programs for "Don't Kid with Safety" at Elementary Schools to increase safety with children crossing the streets and using the bus. - **Public Works**

Action Item 6.2.4: Add additional "Children Crossing" Schools (School event signs) signs near Zavala Elementary and near the Camacho Center. - **Public Works**

Action Item 6.2.5: Review ability to restripe no parking (red curb) for both north and south sides of Santa Maria for the first 15' from Robert T. Martinez to provide better visibility and safety for children crossing from Zavala Elementary. - **Public Works, Transportation Planning**

Action Item 6.2.6: Enforce no parking marked for the first 15' of Santa Maria (at Robert T. Martinez). - **Austin Police Department**

Action Item 6.2.7: Encourage businesses to provide routes for trucks (deliveries, etc) that direct traffic to 7th Street rather than neighborhood streets. - **Holly Neighborhood Planning Team**

Action Item 6.2.8: Install signage to encourage and indicate desired route for truck traffic leading to 7<sup>th</sup> Street at the following locations: - **Public Works, Transportation Planning**

- Pedernales & 6<sup>th</sup> Street (arrow to north to discourage truck traffic heading south into neighborhood)
- Pleasant Valley & César Chávez
- Pleasant Valley & 5<sup>th</sup> Street (direct toward 7<sup>th</sup> Street)
- Robert T. Martinez (if intersection improvements at 7<sup>th</sup> Street are created to address turn movements for trucks)

**Objective 6.3:** Ensure adequate lighting in key pedestrian corridors.

Action Item 6.3.1: Improve lighting (dimly lit - sodium lights) along Canterbury Drive. - **Austin Energy**

Action Item 6.3.2: Improve lighting (dimly lit - sodium lights) along E. 3<sup>rd</sup> Street - **Austin Energy**

Action Item 6.3.3: Improve lighting (potentially new lighting) at the following intersections: - **Austin Energy**

- Hidalgo and Pedernales
- 600 Block of Pedernales
- Hidalgo and Calles
- Holly and Robert Martinez Jr.
- Roy Velasquez Concession stand in the Fiesta Gardens park
- Parking lot at west entrance to Camacho Center area (across from pool)
- Play area next to A.B. Cantu-Pan Am Recreation Center

**Objective 6.4:** Ensure existing and new developments have appropriate amounts of parking.

Action Item 6.4.1: Allow on-street parking on Chicon near Chalmers Court - Lack of parking for Chalmers Court causes congestion and on street parking problems along Chicon. - **Transportation Planning**

**Objective 6.5:** Maintain clean, safe access to trail system in the neighborhood.

Action Item 6.5.1: Include neighborhood input on design of the cross-town bikeway that will provide bicycle and pedestrian access to downtown. - **Transportation Planning**

Action Item 6.5.2: Improve pedestrian and bicycle accessibility along Pedernales to better serve as a connector to the Boggy Creek Greenbelt. - **Transportation Planning**

**Action Item 6.5.3:** Initiate a neighborhood clean-up along waterfront/park area and coordinate with Keep Austin Beautiful. Additional opportunities for neighborhood cleanups along Town Lake should be directed by the neighborhood and coordinated by Solid Waste Services and Parks and Recreation Department through project “Clean Sweep.” - **Holly Neighborhood Planning Team, Neighborhood Planning & Zoning, Keep Austin Beautiful, Solid Waste Services**

## Neighborhood Character

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**Goal 7: Preserve the neighborhood's historical and cultural character.**

**Objective 7.1:** Preserve the neighborhood's culture.

Action Item 7.1.1: Encourage local artists to create public art at parks, schools and East Austin libraries to visually promote the history and character of the neighborhood. - **Holly Neighborhood Planning Team**

Action Item 7.1.2: Include additional books at Cepeda Branch Library on: (local poets, historical leaders, posters/displays about a particular topic?) - **Holly Neighborhood Planning Team**

Action Item 7.1.3: Create signage involving local school kids to request/encourage motorists use alternate routes rather than Hidalgo and Diaz streets as cut-through streets. - **Holly Neighborhood Planning Team, Transportation Planning**

**Objective 7.2:** Preserve the Barrio's (neighborhood's) existing character and architectural style.

Action Item 7.2.1: Create voluntary design guidelines for use by the neighborhood to encourage any development to be compatible with the history and character of the area. (See draft Holly Neighborhood Design Guidelines). **Neighborhood Planning & Zoning, Transportation Planning**

**Goal 8: Maintain and enhance existing parks and parkscapes**

**Objective 8.1:** Revitalize the open space along the waterfront.

**The neighborhood planning team recognizes the 1995 City of Austin Council resolution to close the Holly Power Plant. Understanding that this resolution did not account for market forces and government intervention of deregulation of the electric industry, the neighborhood plan requests that the City Council of Austin endorse a policy to decommission the Holly Power Plant when energy market conditions allows for the purchase of an affordable replacement or construction of a new unit at an alternate location.**

Action Item 8.1.1: The neighborhood planning team endorses the closure of the Holly Power Plant at the time when reserve energy capacity becomes available to begin instituting the phased closure of the power plant. - **Austin Energy**

Action Item 8.1.2: Upon closure of the Power Plant and in conjunction with the Town Lake Waterfront Overlay District Ordinance, the Holly Power Plant site be designated as park land and consider the following uses as favorable activities for this site: park facilities, senior center, day-care, arts and crafts space, and open space. - **Austin Energy, Park & Recreation**

Action Item 8.1.3: Design and distribute information for an evacuation plan in the unlikely event of a problem at the Holly Power Plant. - **Austin Energy**

Action Item 8.1.4: Request monitoring of the Holly Power Plant by an independent company to collect air monitoring data. - **Austin Energy**

**Objective 8.2:** Maintain and improve local pools

Action Item 8.2.1: Repair and/or update circulation equipment at Metz Parks and Recreation pool in order to prevent closure of the pool during hot summer months. - **Park & Recreation**

**Objective 8.3:** Improve Parks and Recreation Centers in the neighborhood.

Action Item 8.3.1: Fix air-conditioning/heating for A.B. Cantu-Pan Am Recreation Center.

Action Item 8.3.2: Assess and purchase new equipment such as chairs and meeting room tables for Metz Parks & Recreation Center and A.B. Cantu-Pan Am Recreation Center. - **Park & Recreation**

Action Item 8.3.3: Install a pavilion/shelter and picnic tables and trees at Fiesta Gardens in the pocket area located south of bridge, west of baseball field. - **Park & Recreation, Austin Energy**

Action Item 8.3.4: Create better and more open access to Fiesta Gardens park area for neighborhood use. - **Park & Recreation, Austin Energy**

Action Item 8.3.5: Install consistent trash receptacles along trail system with trail maps at key locations, including near Holly Power Plant similar to other parts of the Town Lake trail areas. - **Austin Energy, Parks & Recreation**

Action Item 8.3.6: Address overflow parking for large events at Fiesta Gardens by creating alternate parking sites at locations such as Metz Parks & Recreation or as part of the redevelopment of the Holly Power Plant area (upon closure of plant). This could also include a continuation of the trail system to link the park activity areas. - **Park & Recreation, Austin Energy**

Action Item 8.3.7: Address travel pattern of vehicles at the dead-end of Riverview to prevent vehicles from using the trail for car use. This could include reconfiguring head-in parking area to allow for a turn-around.

Action Item 8.3.8: For events at the Fiesta Gardens, due to limited parking the following are recommended to address impacts to nearby residents:

- Limit the number of events at the park, especially those that require more parking than is currently available.
- Limit the size of events and do not block streets for events like carnivals as this impacts the residents along the streets as well as impedes access for safety concerns.
- For larger events, require that shuttle service with Capital Metro is purchased and require off-site park and rides, similar to other events held at Auditorium Shores or Trail of Lights at Zilker Park.

**Goal 9: Preserve the quality of the public space in the neighborhood.**

**Objective 9.1:** Promote the style of traditional gardens inherent to the neighborhood.

**Action Item 9.1.1:** Create a community garden on appropriate vacant land in the neighborhood.- **Holly Neighborhood Planning Team, Sustainable Food Gardens (or other Community Garden organization)**



## Other Neighborhood Issues

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**Goal 10: Promote activity and connection within the neighborhood for all ages.**

**Objective 10.1:** Increase facilities for senior citizens and child care.

Action Item 10.1.1: Create senior citizen / day care center at Fiesta Gardens. - **Austin Energy, Parks & Recreation**

**Goal 11: Increase enforcement of existing codes to maintain safe, clean and enjoyable neighborhood.**

**Objective 11.1:** Improve and coordinate trash services.

Action Item 11.1.1: Create a permanent screened location for the trash receptacle bin in front of Pan Am Recreation Center. : - **Solid Waste Services (Code Compliance), Parks & Recreation Center**

**Action Item 11.1.2:** Information regarding the bi-annual bulky pick-ups should be provided through “reminder flyer” to alert residents of bulky pick-ups in Spanish and English. These flyers or reminders should also include more information to residents about yearly “Free Day” for additional trash bag pick-up in April. - **Solid Waste Services**

Action Item 11.1.3: Prohibit open containers of alcohol in public spaces, including residential streets and sidewalks. The Holly Neighborhood Planning Team supports the city-wide ordinance that is proposed to address this issue. - **Neighborhood Planning & Zoning**

## Implementation

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By adopting the plan, the City Council will demonstrate the City's commitment to the plan's implementation. However, every action item listed in this plan will require separate and specific implementation. Adoption of the plan does not, on its own, begin the implementation of any item. Approval of the plan does not legally obligate the City to implement any particular action item. The implementation will require specific actions by the neighborhood, the City and by other agencies. The Neighborhood Plan will be supported and implemented by:

City Boards, Commissions and Staff

City Departmental Budgets

Capital Improvement Projects

Other Agencies and Organizations

Direct Neighborhood Action

### **City Boards, Commissions and Staff**

The numerous boards and commissions of the City will look to the Holly Neighborhood Plan when they need guidance about the neighborhood. The Parks and Recreation Board will have a guide available stating the neighborhood's priorities for parks and open space. The Planning Commission will already know if a proposed zoning change in Holly would be appropriate and supported by the residents and businesses of the neighborhood. Additionally City staff will use the plan as a guidance document for review of projects and programs.

### **Department Budgets**

Each year every City department puts together a budget that states the department's priorities for the coming year. By bringing the strengths and desires of the neighborhood to the attention of City departments, the Holly Neighborhood Plan will help them prioritize those projects that help safeguard the neighborhood's assets while addressing its needs.

### **Capital Improvement Projects**

There may be issues in the neighborhood that require a major capital expenditure. In these instances the guidance provided by the plan will be critical to guarantee the project will proceed in a fashion that keeps in mind the overall long term interests of the neighborhood.

### **Other Agencies and Organizations**

Other agencies and organizations outside City government will play a key role in the implementation of the Holly Neighborhood Plan. As these agencies look for public input, the Holly Neighborhood Plan will be available as a clearly articulated vision of the direction the neighborhood desires to go.

### **Direct Neighborhood Action**

Some of the elements of the Holly Neighborhood Plan will be implemented by direct neighborhood action, possibly with some City support. Neighborhood clean-ups, graffiti abatement, and a citizens' crime watch are a few examples of projects that might best be accomplished by the neighborhood.

### **Schedule of Implementation**

The implementation of the Holly Neighborhood Plan will be monitored. Some items are expected to be completed quickly. For others, especially those items that need additional funding, it may be harder to schedule a firm completion date. Nevertheless, the status of every item proposed in the Holly Neighborhood Plan, the status will be tracked. A check date, if not a completion date, will be set for each item. This tracking chart will be updated regularly as more information becomes available and as the status of projects change.

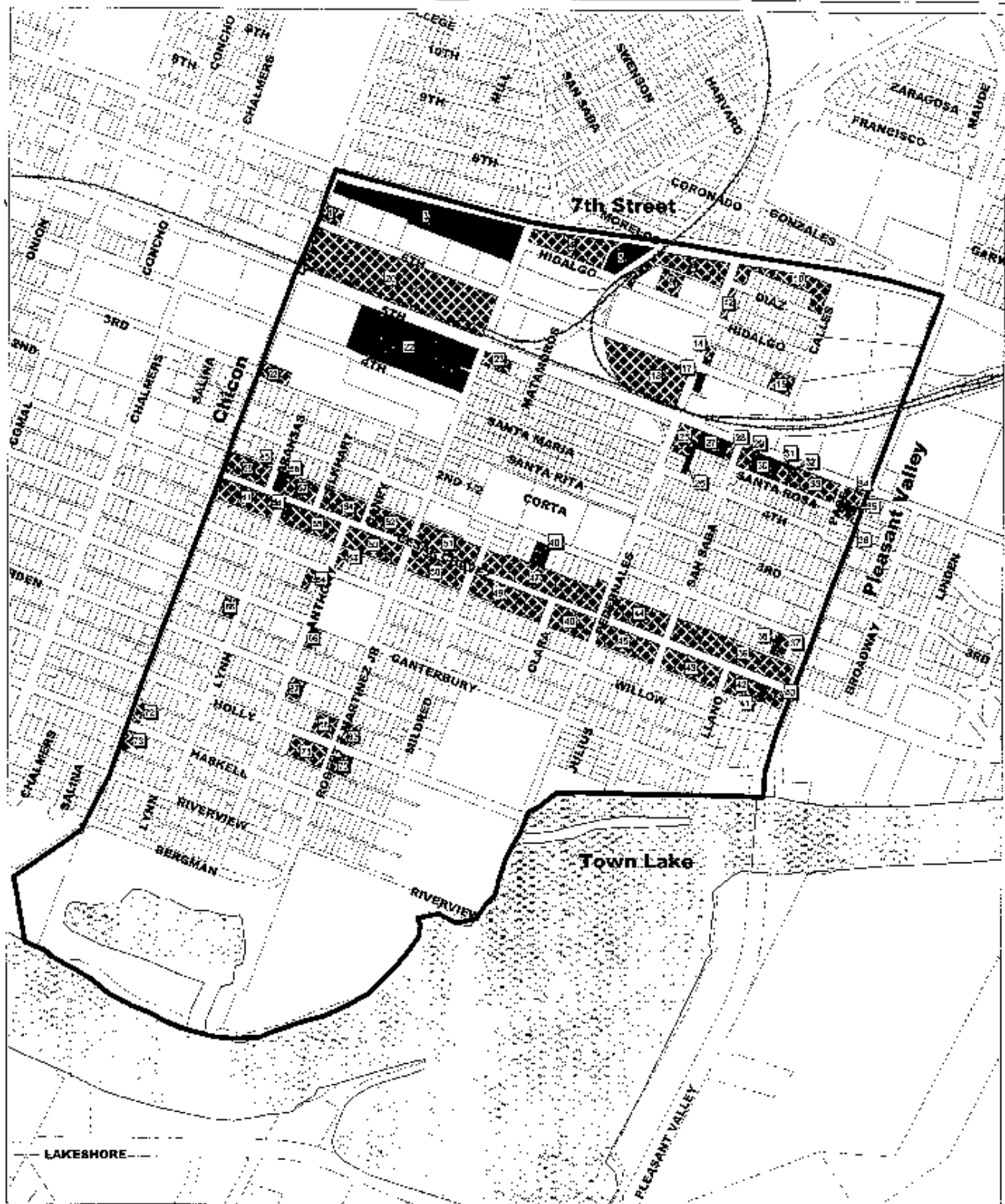
### **Updating the Holly Neighborhood Plan**

Neighborhoods are dynamic. To be effective, a neighborhood plan must be periodically updated to reflect changes in the neighborhood. The Holly Neighborhood Plan will undergo regular review every 6 months. A subcommittee of the neighborhood planning team will conduct this review, updating the status of the action items and considering additions or amendments. Just as the full neighborhood planning team represented the diverse interests of the neighborhood, the updating subcommittee should include representatives of homeowner, renters, businesses and non-resident property owners.

Over time, a neighborhood plan may need more changes to stay current than would be appropriate for a small subcommittee to make. How often this will be necessary depends on how much conditions have changed in the neighborhood. Overall, it seems that a neighborhood plan, with any needed changes, should be re-approved and re-adopted every 3-5 years.

### **Tracking Implementation**

The Holly Neighborhood Plan Action Item Tracking Chart provides means to easily check the status of the implementation of the plan. For each action proposed in the plan, the chart lists the contact, the estimated cost, the priority, the schedule, the current status and the next needed action. This chart will be updated as the status of projects change and as new information is available.






# Holly Neighborhood Planning Area

Adopted by Ordinance: 12/13/01  
Case # C14-01-0166

NPZD  
December 19, 2001



0.5 Miles

-  Boundary
-  Parcels with recommended zoning changes
-  Other Parcels - On some residential low density Growth Infill Special Uses for secondary apartments and small lot