

# SUNSET VALLEY

IT'S GOOD TO BE HERE

January 2022  
Volume 2, Issue 1

## The Valley Newsletter

### The Newsletter Returns!

You asked, and we listened This month marks the second monthly newsletter. It will be created in a digital version and be posted online. *It will also be mailed to any resident requesting a print copy.* To join the list requesting a print copy, please call the office at 512-892-1383 or send an email to [mmarquez@sunsetvalley.org](mailto:mmarquez@sunsetvalley.org).

In the coming months, you'll find a new format that aligns with our new logo and branding, some of which is shown here.

***For article ideas or information you'd like included, please email [mmarquez@sunsetvalley.org](mailto:mmarquez@sunsetvalley.org) or give us a call!***

### How Did We Do? Winter Solstice Follow-Up

The CED Committee hosted the first annual **Winter Solstice** event. It included gingerbread house making in City Hall, a showing of The Muppets Christmas Carol, food, drink, s'mores, and lots of family fun. If you made it to the event, we'd like to hear how we did! What worked, what needs improvement, and what you'd like to see in the future. If you didn't attend, we'd like to know why and if there are other events in the future that would interest you. Please scan the QR Code below to give us feedback to help us improve our opportunities for community engagement and enrichment. You may also call in your responses to (512\_892-1383).



[Survey Link](#)

WHAT'S GOOD?



GREENBELT NATURE WALKS.



#### Inside this issue

- City Financial Health Council Actions
- Retreat Rescheduled
- COVID-19 Updates
- ArtFest 2022
- Business Info
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- Police Blotter



## City's Financial Health

Post 2020 lockdowns, the City continues to see record sales tax numbers, drastically different than initial projections of reduced revenues. A portion of that is attributable to the Travis County economy as a whole, far outpacing the national economy.

Even, with record revenues, the City continues to plan conservatively against carefully planned expenses. The chart below shows Sales Tax revenue for the most recent period.

### SUNSET VALLEY SALES TAX ALLOCATION SUMMARY JANUARY 2022

*Note: this report does not include Crime Control District Revenues*

#### FISCAL YEAR

	2015	2016	2017	2018	2019	2020	2021	2022
OCT	\$ 479,737	\$ 485,100	\$ 493,183	\$ 463,808	\$ 491,236	\$ 465,420	\$ 433,705	\$ 537,953
NOV	\$ 489,261	\$ 497,492	\$ 509,333	\$ 533,899	\$ 489,434	\$ 495,228	\$ 497,739	\$ 586,084
DEC	\$ 506,341	\$ 495,764	\$ 459,870	\$ 440,419	\$ 540,146	\$ 517,793	\$ 476,091	\$ 589,742
JAN	\$ 549,517	\$ 519,779	\$ 535,108	\$ 536,750	\$ 496,433	\$ 525,321	\$ 492,702	\$ 609,517
FEB	\$ 668,782	\$ 715,822	\$ 659,119	\$ 684,587	\$ 652,244	\$ 679,963	\$ 673,293	
MAR	\$ 428,522	\$ 443,134	\$ 452,440	\$ 451,270	\$ 444,118	\$ 462,568	\$ 430,956	
APR	\$ 442,133	\$ 409,074	\$ 447,500	\$ 442,078	\$ 438,610	\$ 387,192	\$ 360,765	
MAY	\$ 503,245	\$ 531,559	\$ 513,096	\$ 549,709	\$ 504,872	\$ 388,573	\$ 652,949	
JUN	\$ 544,803	\$ 462,500	\$ 478,966	\$ 501,082	\$ 512,957	\$ 294,578	\$ 570,943	
JUL	\$ 463,154	\$ 482,707	\$ 503,723	\$ 533,027	\$ 491,551	\$ 390,053	\$ 572,801	
AUG	\$ 573,336	\$ 571,622	\$ 553,650	\$ 523,730	\$ 518,181	\$ 487,412	\$ 640,545	
SEP	\$ 503,341	\$ 462,349	\$ 491,445	\$ 493,832	\$ 497,138	\$ 440,434	\$ 579,028	
YEAR	\$ 6,152,171	\$ 6,076,902	\$ 6,097,434	\$ 6,154,191	\$ 6,076,919	\$ 5,534,535	\$ 6,381,516	\$ 2,323,296
YoY Char	7.1%	-1.2%	0.3%	0.9%	-1.3%	-8.9%	15.3%	

Additional Committee & Commission Appointments made on January 4th

Jose Flores, B&F Committee

Shakthi Shrima, B&F Comm.

Russell Harding, Zoning

THANK YOU FOR YOUR WILLINGNESS TO SERVE!

## Council Action - January 2022

### January 4, 2022

- Additional Committee/Commission Appointments
- Approval of a Variance for Google Fiber for micro trenching installation
- Authorization for City Staff to apply for Performance Support grants from the Texas Commission on the Arts to support hiring musicians for ArtFest 2022

## City Council Retreat—Rescheduled

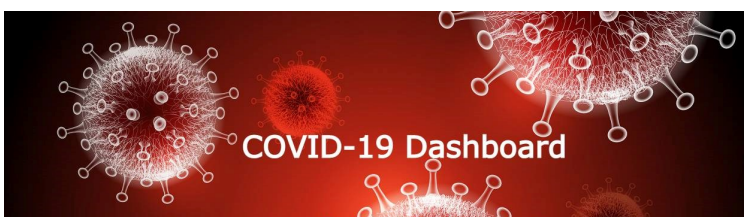
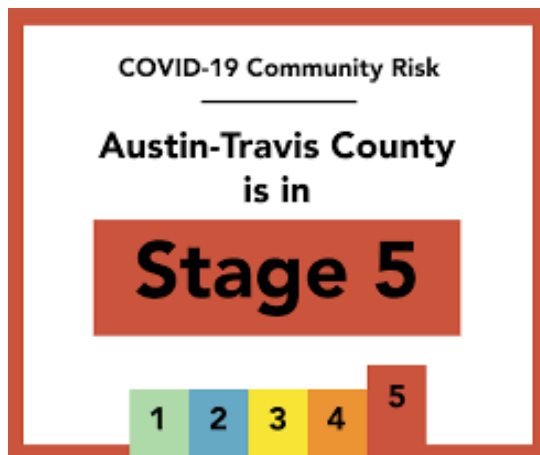
As COVID numbers continue to rise in the January timeframe, the Mayor and Council decided to postpone the retreat until such time as it is deemed safe to gather in public once again. A new date has not been determined.

## Travis County Issues Stage 5 Guidelines

On January 13, 2022, Travis County and the City of Austin re-entered Stage 5 COVID risk guidelines with restrictions on gathering size, etc. Additionally, a new order allowing business owners and site managers to require visitors either: (1) wear a mask or (2) provide proof of vaccination or (3) both.

The City will follow the guidelines set forth by the County. The City will require all visitors to wear a mask when entering the building. Additionally, the buildings will be closed to walk-in traffic and visitors can be seen by virtual appointment or a scheduled appointment with staff.

During the Christmas holiday, virtually all Administrative and Public Works staff were infected with COVID. The new requirements are put in place to abide by the Travis County order and also to help keep staff and residents safe.



### Looking Ahead

#### February 2022

- Budget Amendment to Close Out FY 21
- Variances:
  - 12 Pillow road
  - 4800 W. 290
- Rezoning Request—6405 Brodie Lane
- Award of an RFP for a Parks and Open Space Master Plan
- No Parking Signs at the Meadow trailhead

## City Hall as a Community Center

City Hall is currently serving as a place for Council meetings and also a storage center, as staff works through the potential to create a community center.

CED is currently reviewing potential options and will present their ideas to Council who will then create a feasibility study.

In the interim, more events are planned to be held throughout

## Game Night at City Hall

The CED Committee with Sponsorship from Councilmember Reetz and Councilmember Johnson, are sponsoring the first of what they hope will become a resident norm, and that is participating in Game Night at City Hall.

The first game night is proposed for February if COVID-19 guidelines will allow. Tentative time is from 6:30-8:30PM. The City will provide some games such as dominoes, cards, scrabble, and Pictionary to name a few.



*Bring your best game skills to City Hall!*

Residents can join any game they are interested in, or start a game of their own!

Water and light snacks will be served, and donations accepted for food.

Games for young children will also be provided, however, parent oversight will be required at all times.

## Rebranding Our City—Exciting Changes!



Canales & Co, a local firm, has been selected to continue the City's creative development surrounding the new brand and logo. Staff continues to work through the contract with Canales, but expect exciting visual changes to our City this year!

## Sunset Valley Art Fest

Each year, Sunset Valley hosts its annual ArtFest to promote local art and create a fun environment for all ages. 2022 will mark its 14<sup>th</sup> year and this **free admission**, one-day event includes over 70 vendors that work in a variety of art forms, from jewelry to woodwork to oil paintings. The event also features local food vendors and live music from Austin-area artists on both the main stage and the kids' stage. The festival is a family affair with activities for both children and adults. Art and food vendor registra-

## ArtFest is Back in 2022! Saturday, April 30th, 9 am—4 pm at the Toney Burger

The Sunset Valley Arts Commission produces an annual art and music event to promote cultural tourism. Due to the COVID 19 pandemic and restrictions on large crowds ArtFest 2020 and 2021 were not held. ArtFest (funded by Hotel Occupancy Tax funds) celebrated its 13<sup>th</sup> year in 2019. The first festival held on the grounds of City Hall had 12 vendors. It has grown into the largest event the city sponsors with more than 70 vendors, food trucks, and two music stages.

Booth space is free for Sunset Valley resident artists and registration is now open: <https://www.sunsetvalley.org/artfest>

14TH ANNUAL  
2022  
SUNSET VALLEY  
ARTFEST

**ARTISTS, MARK YOUR CALENDARS!**  
**SATURDAY, APRIL 30 9AM - 4PM**  
**TONEY BURGER CENTER**  
OUTSIDE NEXT TO THE SFC FARMERS MARKET

REGISTRATION IS NOW OPEN FOR THE 2022 SUNSET VALLEY ARTFEST,  
HOSTED BY THE CITY OF SUNSET VALLEY ARTS COMMISSION.  
This event is a fun day celebration of the arts with live  
music, food, and kid's activities. Boost your art sales  
by getting in front of 6,000 - 7,000 expected shoppers!

**TO APPLY, VISIT [SUNSETVALLEY.ORG/ARTFEST](https://www.sunsetvalley.org/artfest)**  
**OR CALL (512) 892-1383**

All work must be created by the artist and original,  
such as paintings, sculpture, woodworking,  
photography, jewelry, fiber arts, etc.

**SUNSETVALLEY.ORG**

### Rezoning Request

6405 Brodie Lane is the subject of a rezoning hearing on Wednesday, January 26, 2021 at 6pm. The proposed zoning would change from Residential to Neighborhood Commercial.

The applicant will be presenting to the Commission and the public has an opportunity to provide input before and at the hearing.

For more information, visit the [City's Zoning Commission Page](#).

## Business Spotlight—Blue Fin Sushi

In December of 2021, Blue Fin Sushi held its grand opening in the Marketfare Shopping Center. Andre Dinata, owner, intends to bring quality food to the residents and visitors of Sunset Valley. If you have not tried them out, please do so! Help support our local economy and enjoy some great food!



## Other Business Changes Coming Soon!

- Big Frog is moving from its current location to 5207 Brodie, Suite 145.
- Red Wing Boots is completing its remodel of the old Subway store.
- Tesla is underway with its first charging station located in the Homestead Shopping Center, with another charging station proposed for the Village Shopping Center.
- Ulta will begin a large scale interior remodel in the next quarter.
- Luby's redevelopment plans are in the design phase.
- Vision Works is completing its finish out in the Marketfare Shopping Center.

## City Calendar

The Calendar can change pretty frequently, we suggest you keep an eye on the City's website for the most up to date information.

The link is: [https://www.sunsetvalley.org/index.asp?](https://www.sunsetvalley.org/index.asp?Type=B_EV&SEC={7892F98F-4FDF-49DA-BA77-12ED3FA3F612})

Type=B\_EV&SEC={7892F98F-4FDF-49DA-BA77-12ED3FA3F612}

## Calendar of Events

January 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27 <a href="#">City Offices Closed</a>	28	29	30	31 <a href="#">City Offices Closed</a>	1
2	3	4 <a href="#">City Council Meeting</a>	5 <a href="#">CED Committee Meeting</a>	6 <a href="#">P&amp;E Committee Meeting</a>	7	8
9	10	11	12	13	14	15
16	17	18	19 <a href="#">P&amp;E Committee Meeting</a>	20 <a href="#">Public Works Committee Meeting</a>	21	22
23	24	25	26 <a href="#">Zoning Commission Meeting</a>	27 <a href="#">Budget &amp; Finance Committee Meeting</a>	28 <a href="#">Arts Commission Meeting</a>	29
30	31	1 <a href="#">City Council Meeting</a>	2 <a href="#">CED Committee Meeting</a>	3 <a href="#">P&amp;E Committee Meeting</a>	4	5

February 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1 <a href="#">City Council Meeting</a>	2 <a href="#">Green Waste Pickup</a> <a href="#">CED Committee Meeting</a>	3 <a href="#">P&amp;E Committee Meeting</a>	4	5
6	7	8	9	10	11	12
13	14 <a href="#">Arts Commission Meeting</a>	15 <a href="#">City Council Meeting</a>	16 <a href="#">Green Waste Pickup</a>	17 <a href="#">Public Works Committee Meeting</a>	18	19
20	21 <a href="#">City Offices Closed</a>	22	23 <a href="#">Zoning Commission Meeting</a>	24	25	26
27	28	1 <a href="#">City Council Meeting</a>	2 <a href="#">Green Waste Pickup</a> <a href="#">CED Committee Meeting</a>	3 <a href="#">P&amp;E Committee Meeting</a>	4	5

## A Message from the Chief

### **WHEN IT COMES TO EMERGENCY SERVICES SUNSET VALLEY IS COVERED 24 HOURS A DAY**

Emergency services for Austin and many of the surrounding agencies, including Sunset Valley are dispatched from a 24-hour shared dispatch center staffed by the City of Austin and Travis County. The shared dispatch center sends Sunset Valley Police Officers to calls in our city. When you call 9-1-1, your phone call is immediately directed to the shared dispatch center. In addition, when you call the Sunset Valley PD non-emergency number (512) 892-1384, unanswered calls roll over to a call-taker at the shared dispatch center. Stay on the line and you will be directed to a call-taker who will dispatch an officer.

### **WHEN TO CALL 9-1-1**

Call 9-1-1 when immediate action is required such as someone's health, safety or property is in jeopardy or a crime is in progress. Examples of when to call 9-1-1:

- Events that involve an immediate threat to a person or property: screams, attacks, gunshots, fires, car accidents with injuries or any other medical emergency
- An in-progress crime. This includes fights, thefts (if there is a suspect on scene) or a report of an impaired driver
- A serious crime that has just occurred (examples: sexual assault or robbery)
- A suspicious circumstance that may indicate an imminent criminal act (examples: prowler, vandal)

### Sunset Valley Police Department

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#### DID YOU KNOW?

SVPD Patrol Officers respond to an average of 5,000 calls per year.

This amounts to almost 500 calls per Patrol Officer

#### DID YOU KNOW?

A [Public Safety/Speed Hump Survey](#) is available for resident input. It can be found at the following QR code, the City's webpage, or residents may also call City Hall to take the short survey.



## Police Blotter—December 2021

*Between December 1, 2021 and December 31, 2021, The Sunset Valley Police Department responded to 320 calls for service. The following calls resulted in the completion of an incident report:*

5400 Brodie Ln	Theft – Male arrested for shoplifting
5207 Brodie Ln	Theft – Two females issued theft citations and criminal trespass warnings after stealing merchandise
4800 Blk Hwy 290	Possession of Controlled Substance – Male arrested after officers responded to a suspicious vehicle call and found narcotics on the center console
5207 Brodie Ln	Warrant Arrest – subject was transported to jail for warrant after shoplifting merchandise
5601 Brodie Ln	Theft – Three females arrested for theft after manager followed them to their vehicle
Home Depot Blvd	Theft – Two victims stated their backpacks were taken without them noticing; store employee stated he witnessed a male subject pushing a cart out of the door with the backpacks in it
5601 Brodie Ln	Graffiti – Property manager reported a large tagging on the back side of the center
4900 Blk Hwy 290	Traffic Fatality – Two victims were transported to the hospital, 1 female deceased after one of the vehicles was found to be driving on the wrong side of the highway
5400 Brodie Ln	Harassment – Employee reported that her ex-boyfriend has been sending threatening messages
5000 Blk Brodie Ln	DWI – Male arrested after crashing his vehicle
4800 Blk Hwy 290	Auto / Ped Accident – Victim was transported to the hospital after being hit by a vehicle in parking lot
4900 Blk Hwy 290	Graffiti – Officers observed several markings
5601 Brodie Ln	Theft – Manager reported a prior theft incident

## Blotter—December 2021 (continued)

4200 Blk ERW	Warrant Arrest – Male was arrested for warrant after an officer stopped to assist him with his disabled vehicle
5400 Brodie Ln	Criminal Trespass – Male was issued a criminal trespass notice after threatening the store manager with a baseball bat
5601 Brodie Ln	Theft – Woman reported that she met a male subject who wanted to purchase a couple pairs of shoes from her. After she handed him the shoes, the man took the shoes and walked off without paying
4800 Blk Hwy 290	Burglary – Complainant reported finding damage to the back door and \$23 stolen out of the register
5601 Brodie Ln	Theft – Loss prevention reported three females passing all points of sale after concealing fragrances on their persons
4800 Blk Hwy 290	Theft – Officer located a theft suspect on Westgate and arrested him. Suspect complained of a previous leg injury and was transported to hospital
5207 Brodie Ln	Leaving a Child in a Vehicle Unattended – Female was issued a citation for leaving her two children in the vehicle for more than five minutes unattended
4800 Blk Hwy 290	Warrant Arrest – Male was arrested for warrants after an officer initiated a check welfare due to the condition of the vehicle he was operating
5400 Brodie Ln	Criminal Trespass – Manager reported that a former employee returned to the store after he had previously been issued a notice of trespass
Reese Dr	Theft – Resident reported a bicycle had been stolen from the front porch; the bicycle was later located near an illegal public campsite
5601 Brodie Ln	Theft – Female was arrested for theft after officers located her at an intersection
5400 Brodie Ln	Theft – Male reported his phone was stolen from his pocket while he was shopping

## City of Sunset Valley

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There are many big projects on the horizon for 2022 and some will have notable impact on shaping the city for the future.

Keep an eye out for opportunities for resident engagement and have your voice heard.

## Future Community Engagement Opportunities

- Art Fest 2022
- Branding and associated creative elements
- Beautification within the City
- Comprehensive Plan Updates
- Land Development Code Rewrite and Updates
- Parks and Open Space Master Plan

## City of Sunset Valley

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