

Plan Framework & Preferred Scenario

City Council Hearing

March 3, 2011

Overview

- Background on Imagine Austin
- Task Force Report
- Community Engagement
- Organization of the Plan Framework
- Content of the Plan Framework
- Components of the Preferred Scenario
- Assembling the Preferred Scenario map

Request for Council action

Endorse the Plan Framework & Preferred Scenario

Plan Framework & Preferred Scenario

The policy guide for the entire planning area
(City limits & Extra-Territorial Jurisdiction)

Three implementation tools

- Budget & spending
- Regulation authority
- Partnerships

What Imagine Austin Is

Phase 1

Project Kick-Off

Completed
October 12



Phase 3

Comprehensive
Plan

Working Groups
begin in March

Phases of Imagine Austin

Plan Framework

Strategic
Directions

Comprehensive Plan

Prioritized actions

Working Groups
March – July 2011

Preferred Growth
Scenario

Growth Concept
Map

Role of Plan Framework & Preferred Scenario

Participants

CFS #1 — 5,892

CFS #2 — 4,211

CFS #3 — 4,761

TOTAL — 14,864
(includes repeat participants)



Public Participation

As it approaches its 200th anniversary...

Austin is Livable

Austin is Natural and Sustainable

Austin is Mobile and Interconnected

Austin is Prosperous

Austin Values and Respects Its People

Austin is Creative

Austin is Educated

Vision

**Voted 22-2 to forward to
Planning Commission & City Council**

Modified N6 in Plan Framework (relation of neighborhood plans and Imagine Austin).

Removed unbuilt sections of SH-45 from Preferred Scenario.

Forwarded a few issues directly to the Working Groups to address in detail.

Task Force Report

A set of "topical" building blocks (land use and transportation, housing and neighborhoods, economy, etc.) identifying strategic directions for action to achieve the Imagine Austin Vision.

Will guide the working groups

What is the Plan Framework?

Sustainability—Equity, Environment,
Economy

Getting there

Creativity & Innovation

Regional Cooperation

The result

Complete Communities in All Areas

Plan Framework Themes

Building Block Components

- A connection to the Vision
- Strategic directions
- How it connects to sustainability

Organization of the Plan Framework

Land Use & Transportation (including Urban Design)

Economy

Housing and Neighborhoods

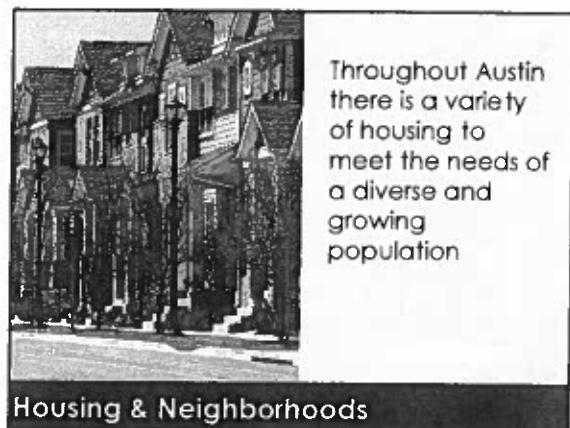
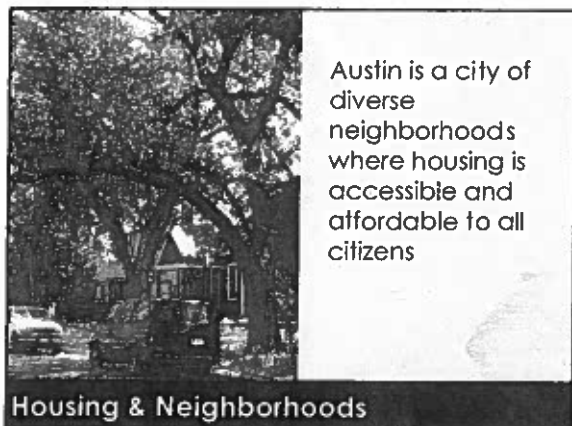
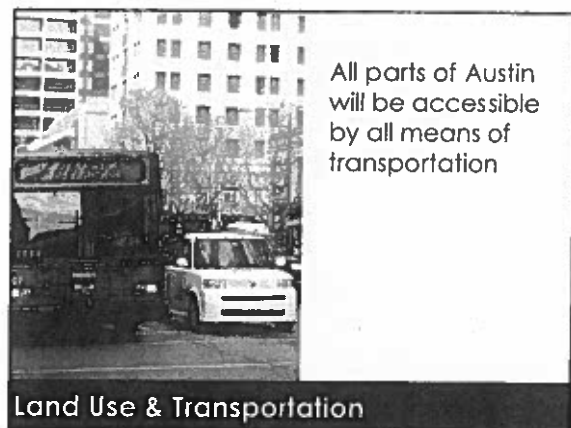
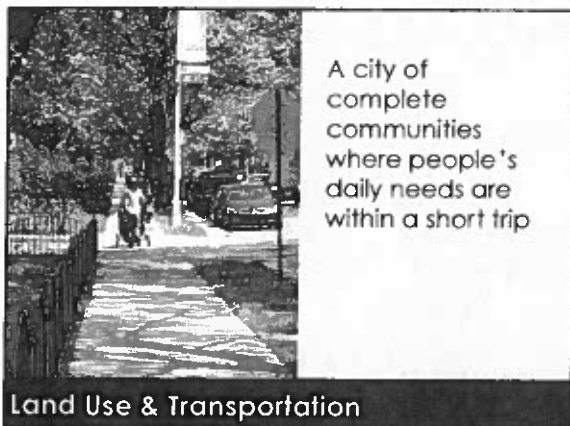
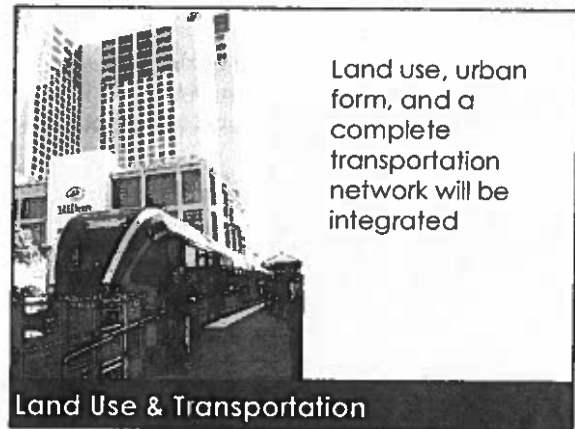
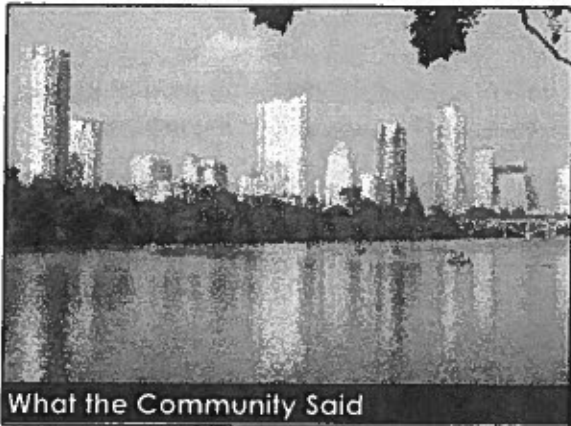
Conservation and Environmental Resources

City Facilities and Services (including Water, Wastewater, Drainage, and Solid Waste; Public Buildings, Services, and Facilities; and Recreation and Open Space)

Society (including Families, Children, and Education and Health and Human Services)

Culture (including Arts, Culture, and Creativity and Historic and Cultural Preservation)

Organization of the Plan Framework





Housing will be resource-efficient and sustainable

Housing & Neighborhoods



Austin will be the economic hub of the region

Economy



High tech, biotech, green, emerging technologies...

Economy



...creative industries such as music, film, gaming, and digital media...

Economy



...as well as local business—big and small—will be the mainstay of our economy

Economy



Austin must conserve, protect, and support our natural resources, including water, environmentally sensitive areas...

Conservation & Environmental Resources



...and both
rangeland and
farmland

Conservation & Environmental Resources



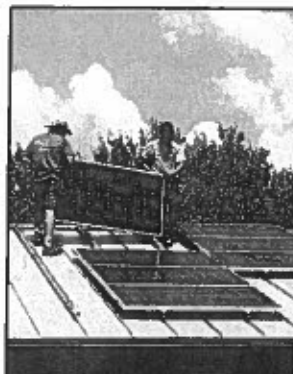
We need to
address the issues
of climate
change and air
pollution

Conservation & Environmental Resources



Our public
facilities need to
be accessible to
all residents and
serve as models
of sustainable
design

City Facilities & Services



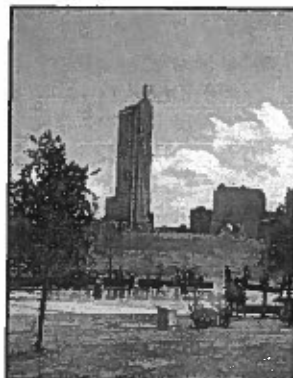
Continue to
provide reliable,
affordable utilities
to residents, while
promoting
efficiency,
conservation and
an ongoing shift
toward
renewable
resources

City Facilities & Services



Increase public
safety by
improving
collaboration with
the community
and public safety
providers

City Facilities & Services



Our parks and
recreation
system should
provide quality
recreational,
cultural, and
outdoor
experiences,...

City Facilities & Services



...promote healthy lifestyles, and provide access to natural areas.

City Facilities & Services



We will have a healthier community by promoting active and healthier lifestyles choices

Society



Improve community health through equal access to health care

Society



Create an educated and diverse workforce to sustain Austin as the region's economic engine

Society



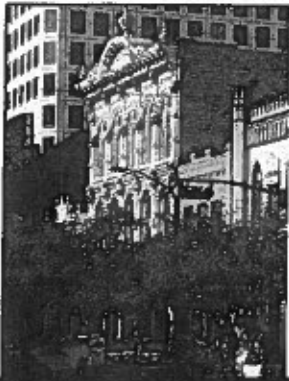
Foster complete communities through access to community services, safe neighborhoods, and quality education

Society



We will support and value Austin's artistic, cultural, and creative communities as vital contributors to the city's identity, economy, and quality of life

Culture



We will preserve the historic buildings, neighborhoods, and sites which reflect our diverse historical, architectural, and cultural heritage

Culture

The overall concept for the direction of growth and preservation over the next 30 years in Austin and its ETJ, based on community input.

What is the Preferred Growth Scenario?

What the public has told us consistently

Compact development over sprawl
Redevelopment over greenfield
Preserving land that supports Edwards Aquifer recharge
Protecting floodplains, particularly in the eastern ETJ
Preserving neighborhood character
Mixed over separated uses
A complete transportation system over either/or choices

Preferred Growth Scenario

Components

Regional Centers
Town Centers
Neighborhood Centers
Mixed Use Corridors
Industrial Job Centers
Infill Residential
Greenfield Residential

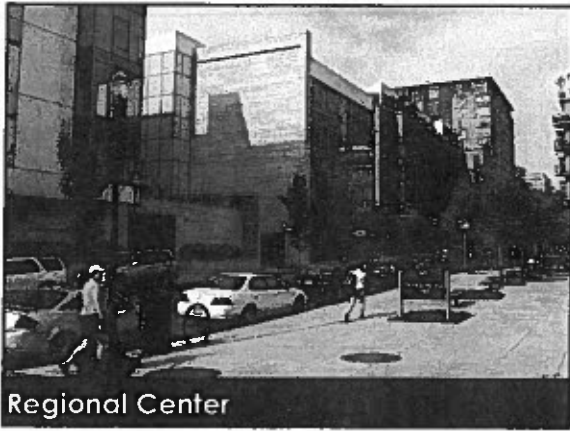
Preferred Growth Scenario



Mixed Use Centers



Regional Center



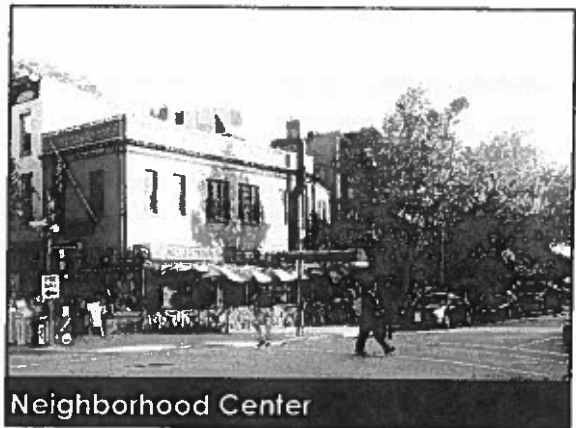
Regional Center



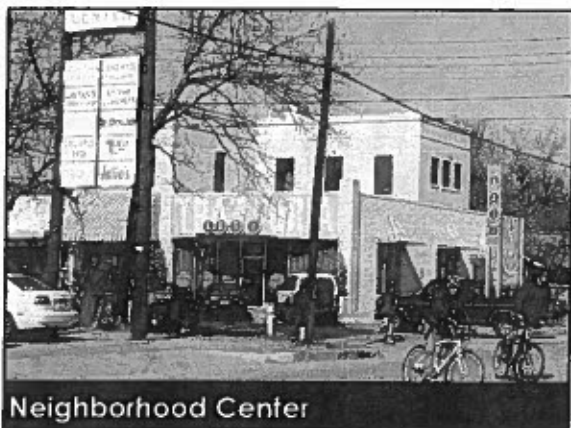
Town Center



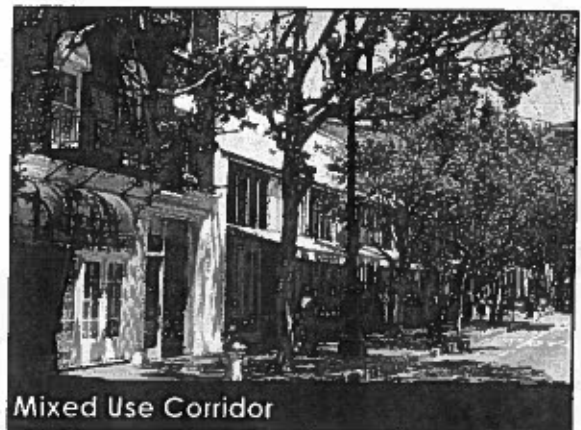
Town Center



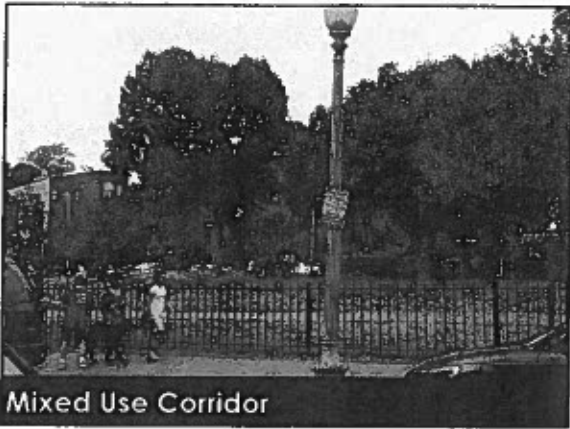
Neighborhood Center



Neighborhood Center



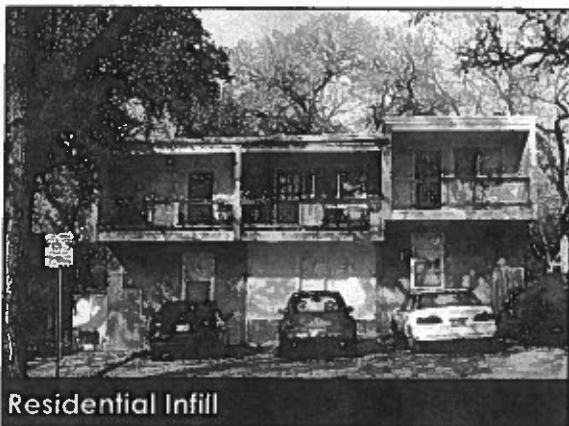
Mixed Use Corridor



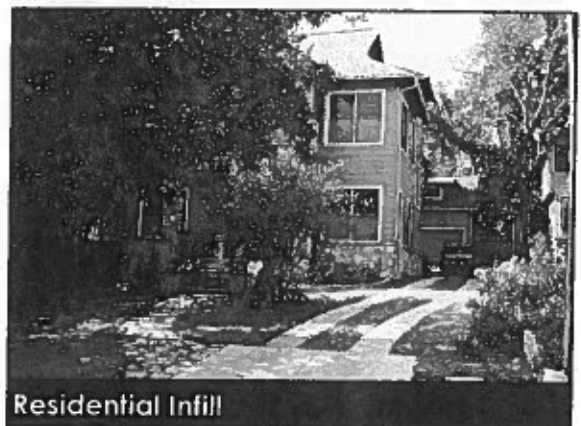
Mixed Use Corridor



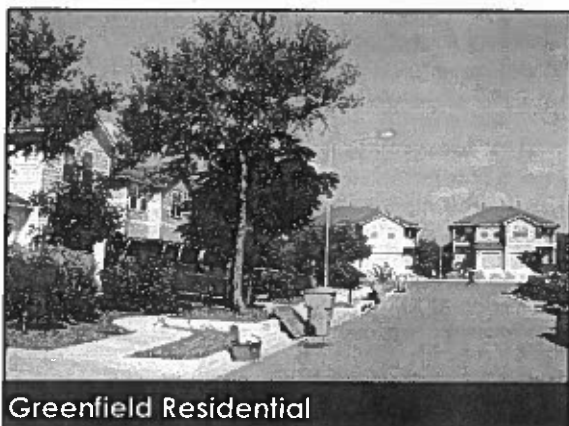
Industrial Job Centers



Residential Infill



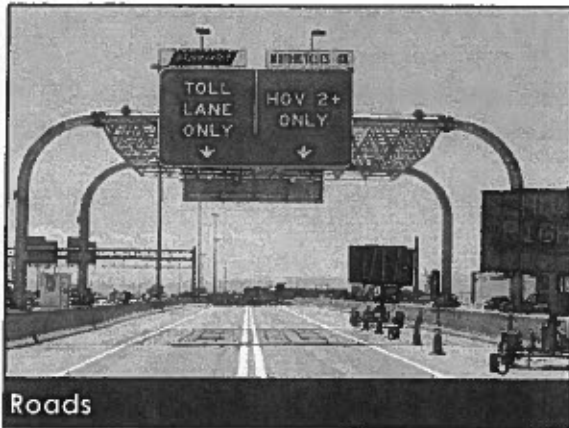
Residential Infill



Greenfield Residential



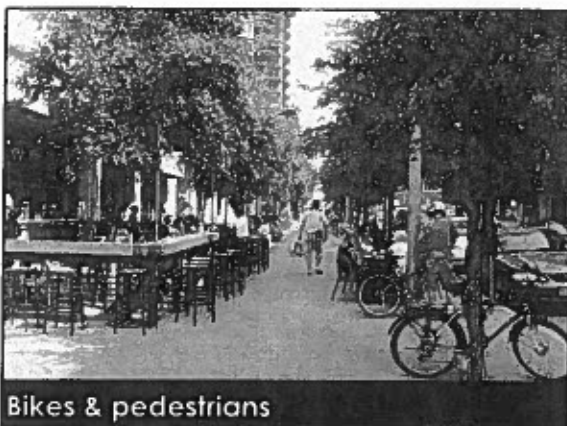
A complete transportation system



Roads



Transit




Bikes & pedestrians

450 participants created


63 maps that generally fit into

4 ways to accommodate future growth



Community Forum Series #2

Scenario	Result
A ("distributed")	10%
B ("crescent")	11%
C ("centers")	26%
D ("north-south linear")	46%
Trend	4%
None of these	3%

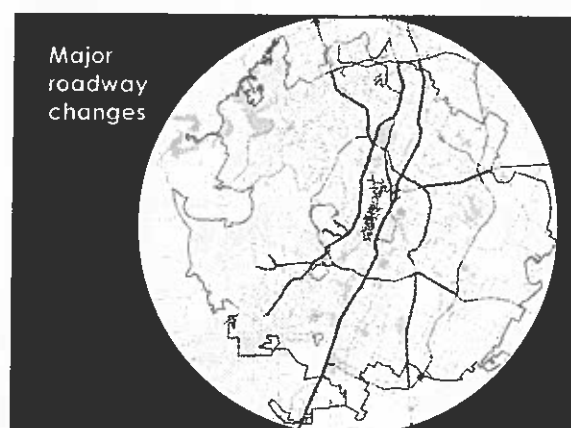
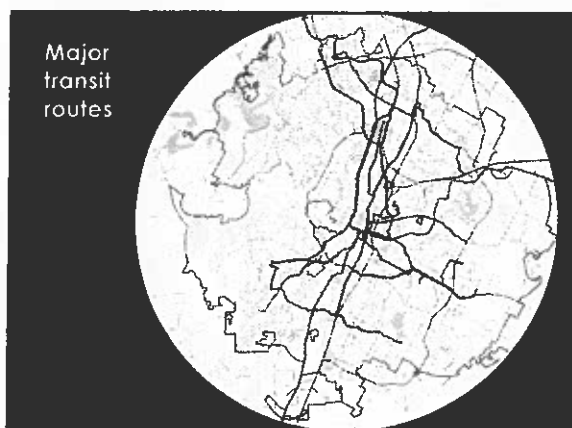
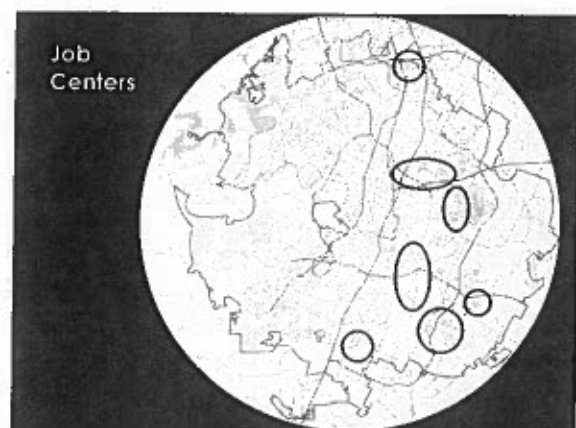
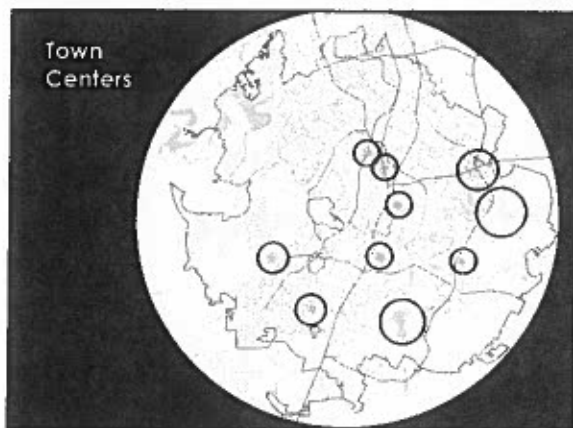
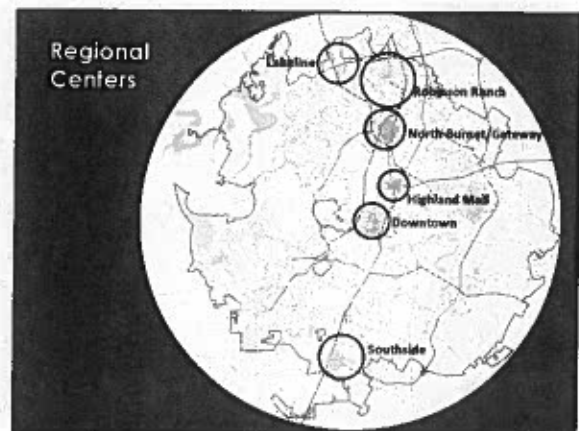
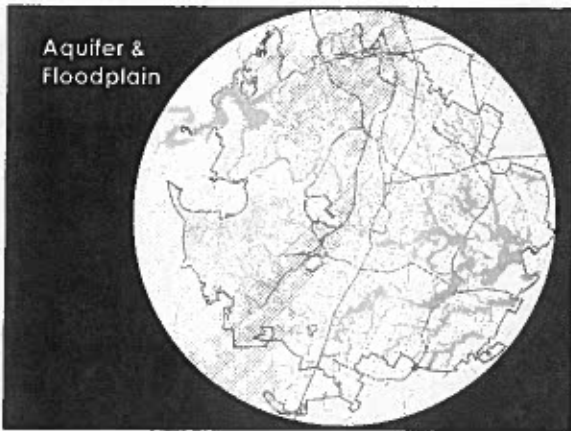


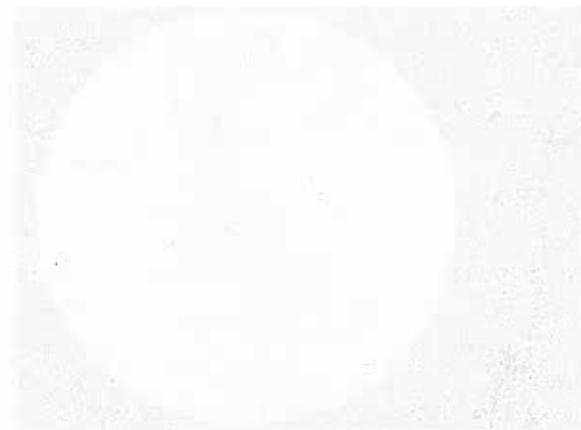
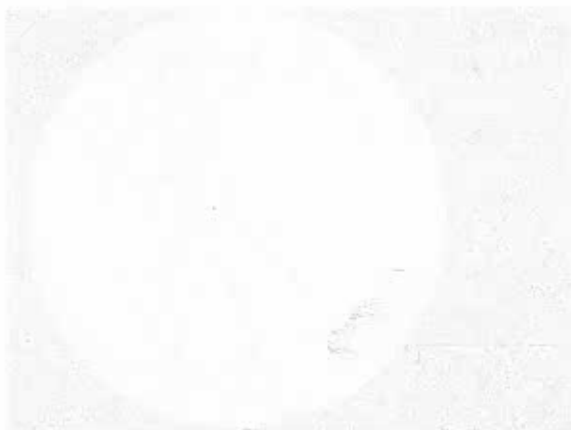
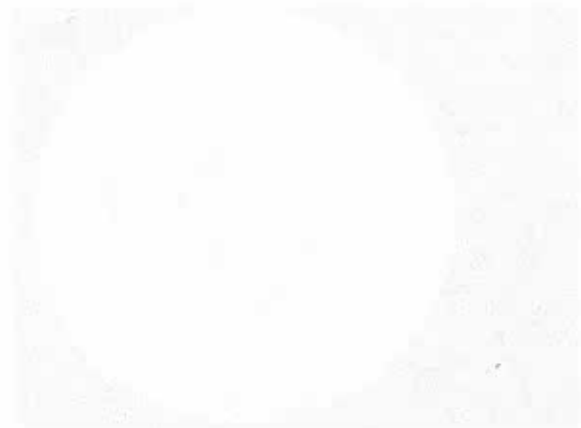
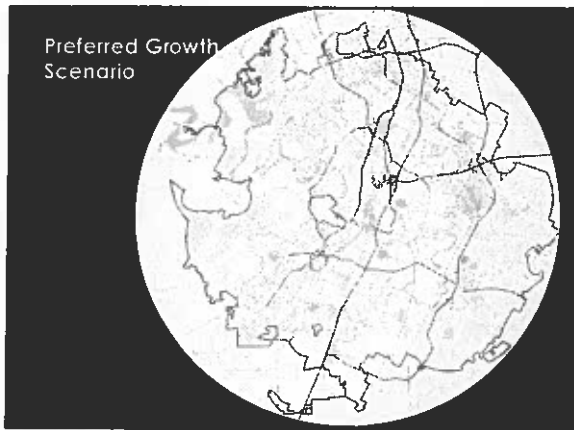
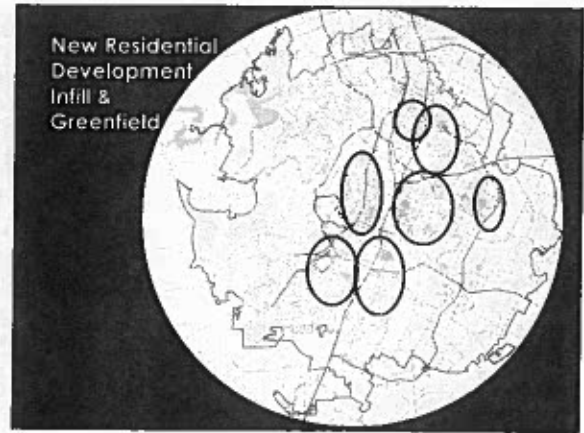
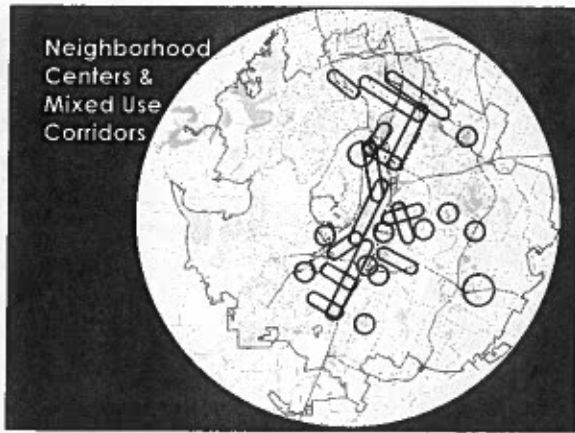
Putting the Preferred Scenario together

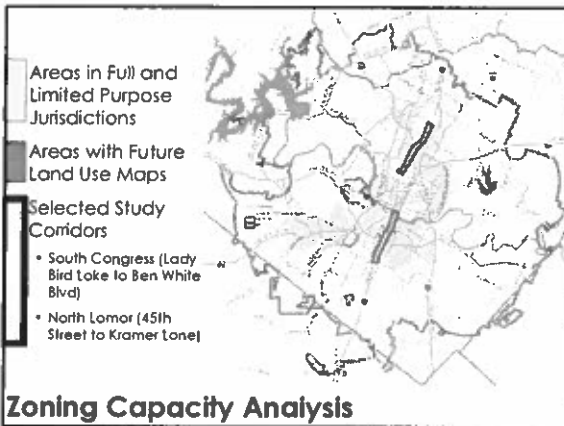
General Approach

- Combining Scenarios D & C:
 - Shift to recognize centers and growth along and east of SH-130
- Other general changes:
 - Coordinate Future Land Use Map
 - Coordinate with CAMPO Centers Plan
 - Recognize likely developments (i.e., existing planned projects)
 - Recognize unlikely development
 - Better coordinate land use with transportation

Putting the Preferred Scenario together







	City Limits	Areas with Future Land Use Maps*
Current Population (2011 estimate)	805,000	294,000
Preferred Scenario Increment (in 2039)	550,000	190,000
FLUM Increment	n/a	564,000
Current Zoning Increment	450,000	247,000

Each row shows the increment in addition to current population

* Not including North Burnet/Gateway and Heritage Hills/Walser Hills

City Limits & Areas with FLUMs

	South Congress	North Lamar
Current (estimated) Population	9,000	13,000
Preferred Scenario Increment (in 2039)	19,000	20,000
FLUM Increment	52,000	45,000
Current Zoning Increment	28,000	11,000

Each row shows the increment in addition to current population

Mixed Use Corridors

March 3 & 10
City Council briefing, hearing and action

Late March through July
Working Groups develop recommendations for the Comprehensive Plan

October
Community Forum Series #4

Early 2012
Begin the adoption process

Next Steps

Request for Council action
Endorse the Plan Framework & Preferred Scenario

Today's request & motion sheet

