

## City Council Briefing

March 3, 2011

### Overview

- Background
- Task Force Report
- Planning Commission Report
- Preferred Growth Scenario
- Plan Framework
- Next Steps



The policy guide for the planning area (City limits & Extra-Territorial Jurisdiction), to be reviewed annually and updated every five years. Intended to be

### Three implementation tools

- Budget & spending
- Regulation authority
- Partnerships

## The Comprehensive Plan

### Phase 1

Project Kick-Off

Completed  
October 12

### Phase 2

Vision & Plan  
Framework

Finishing now

March 10  
Request to  
endorse Plan  
Framework and  
Preferred  
Growth Scenario

### Phase 3

Comprehensive  
Plan

Working Groups  
begin in March

## Phases of Imagine Austin

### 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 200<sup>th</sup> 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**

**Task Force Report**

**Voted unanimously to endorse the  
Plan Framework and forward the  
Preferred Scenario to City Council**

**Planning Commission Report**

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**



**Mixed Use Centers**

### **Components**

Regional Centers

Town Centers

Neighborhood Centers

Mixed Use Corridors

Industrial Job Centers

Infill Residential

Greenfield Residential

### **Preferred Growth Scenario**



**Regional Center**



Regional Center



Town Center



Town Center



Neighborhood Center



**Neighborhood Center**



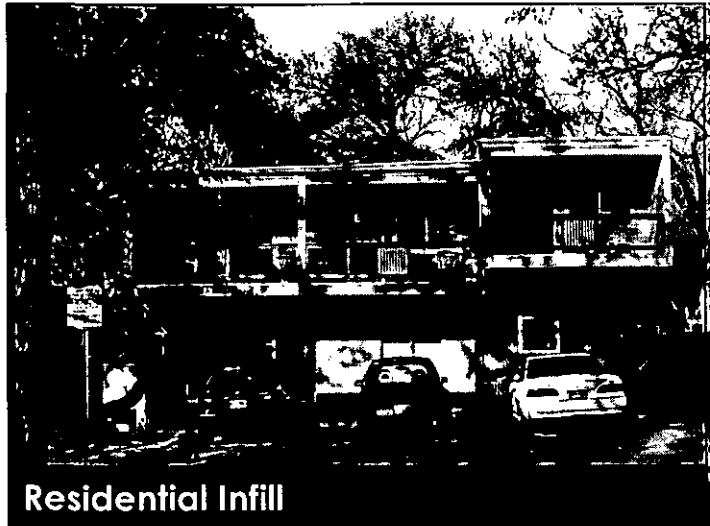
**Mixed Use Corridor**



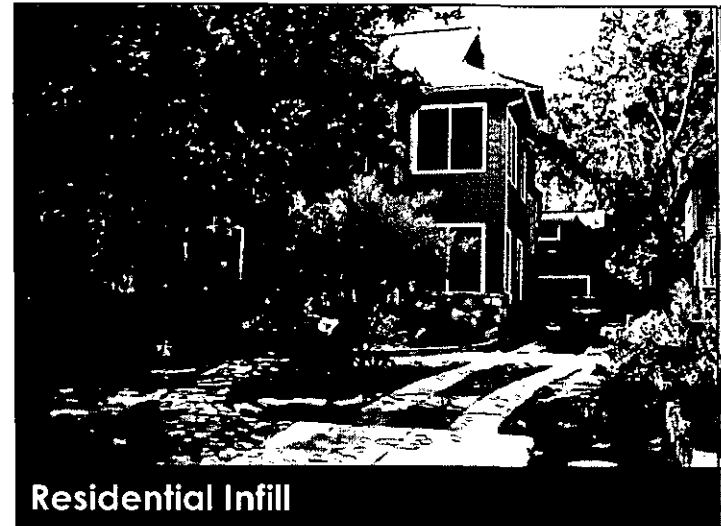
**Mixed Use Corridor**



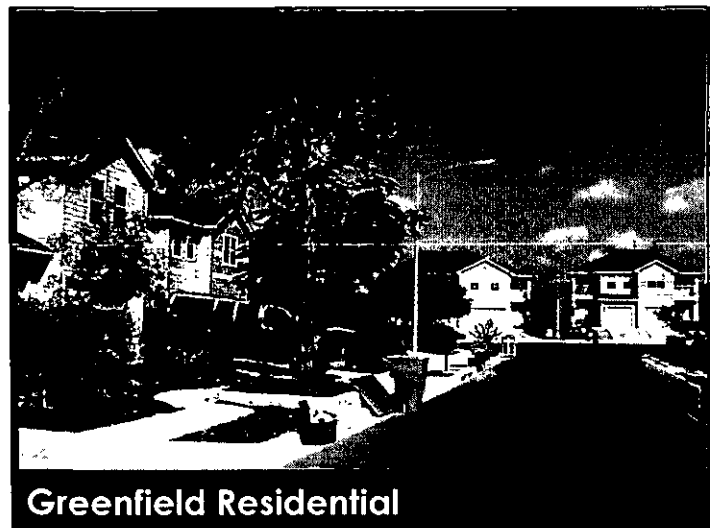
**Industrial Job Centers**



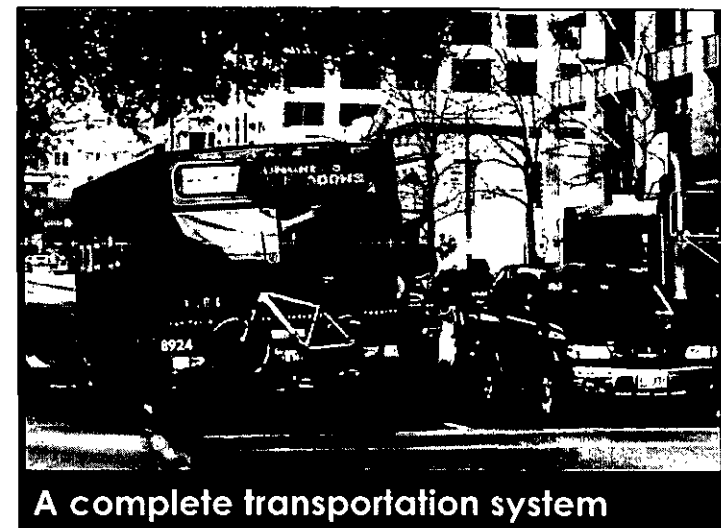
**Residential Infill**



**Residential Infill**



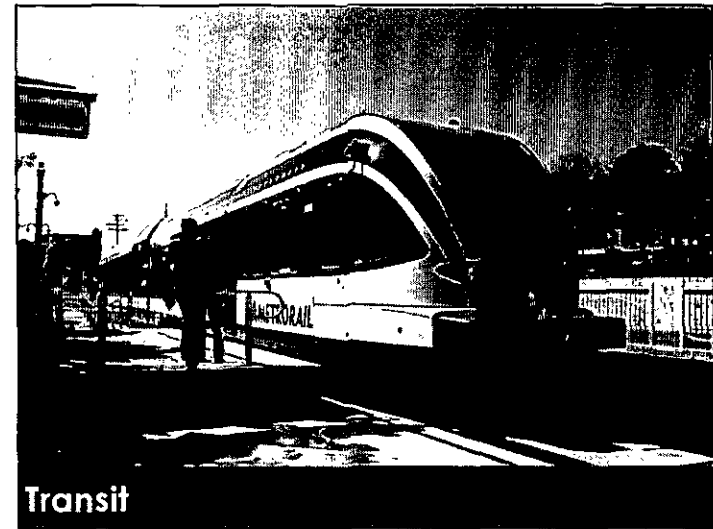
**Greenfield Residential**



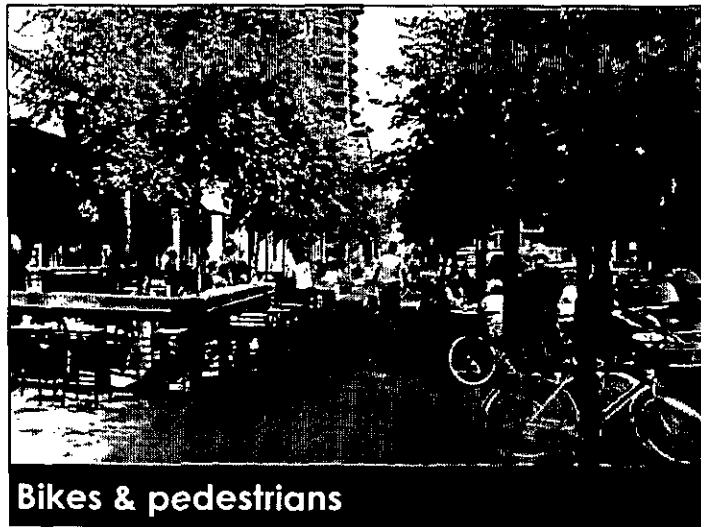
**A complete transportation system**



**Roads**



**Transit**




**Bikes & pedestrians**

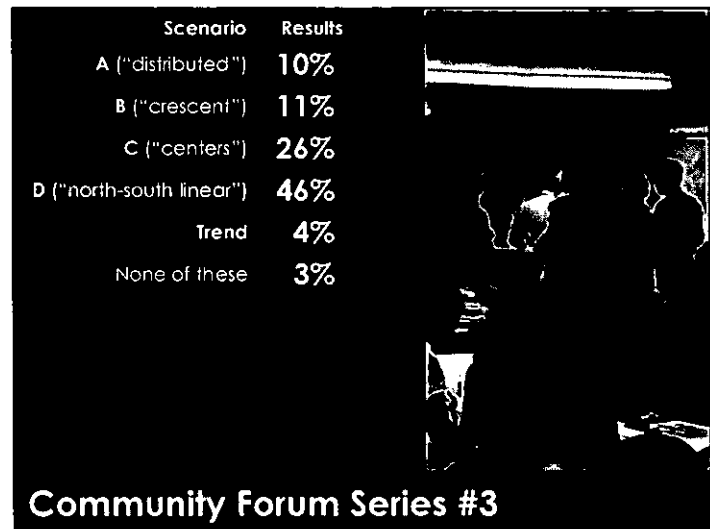
457 participants  
created

63 maps  
that generally fit into

4 ways  
to accommodate  
future growth



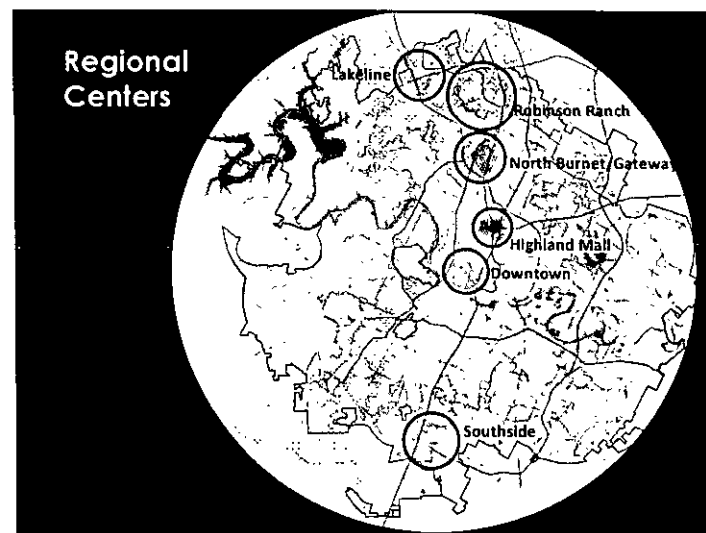
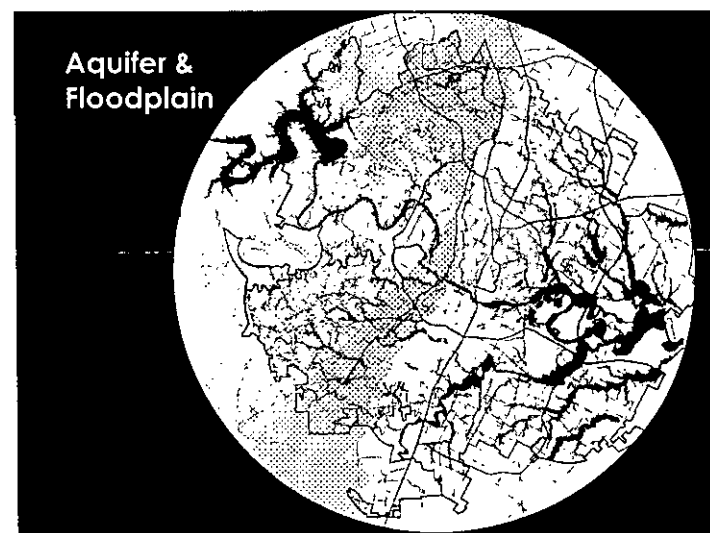
**Community Forum Series #2**



### 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



Town  
Centers



Job  
Centers



Major  
transit  
routes



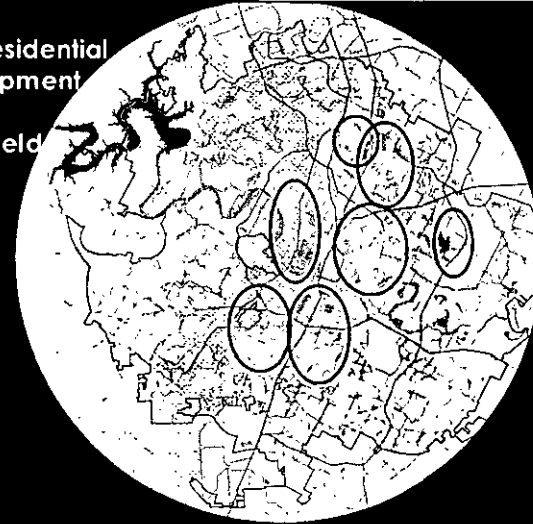
Major  
roadway  
changes



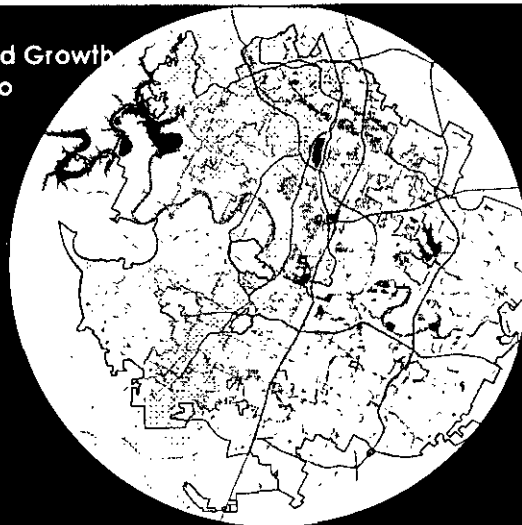
Neighborhood  
Centers &  
Mixed Use  
Corridors



New Residential  
Development  
Infill &  
Greenfield



Preferred Growth  
Scenario



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**

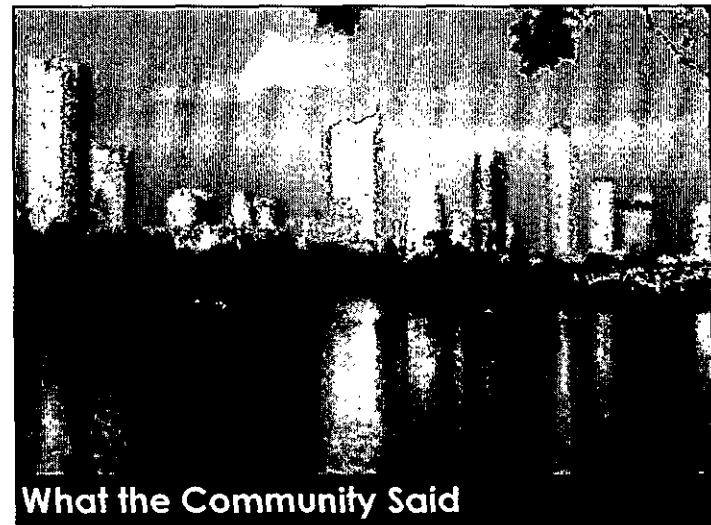
**Conservation and Environmental Resources**

**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**



**What the Community Said**



Land use, urban form, and a complete transportation network will be integrated

**Land Use & Transportation**



A city of complete communities where people's daily needs are within a short trip

**Land Use & Transportation**



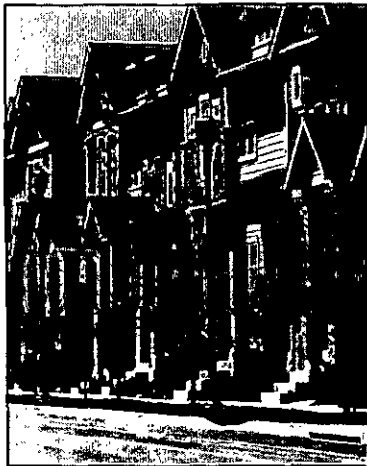
All parts of Austin will be accessible by all means of transportation

**Land Use & Transportation**



Austin is a city of diverse neighborhoods where housing is accessible and affordable to all citizens

**Housing & Neighborhoods**



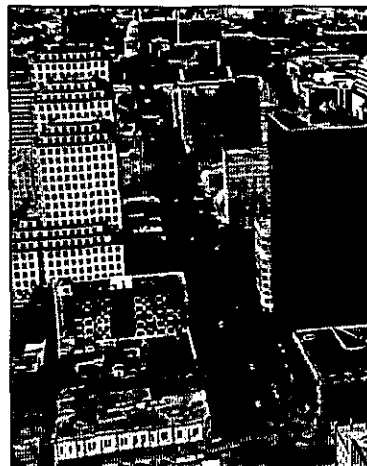
Throughout Austin  
there is a variety  
of housing to  
meet the needs of  
a diverse and  
growing  
population

**Housing & Neighborhoods**



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**



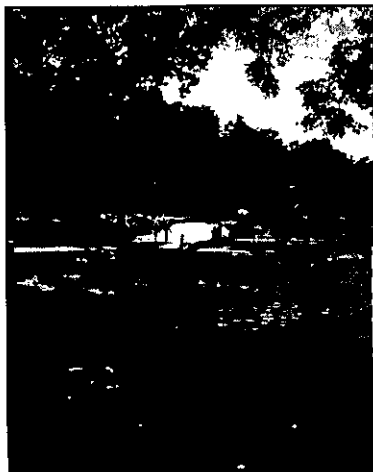
...creative industries such as music, film, gaming, and digital media...

**Economy**



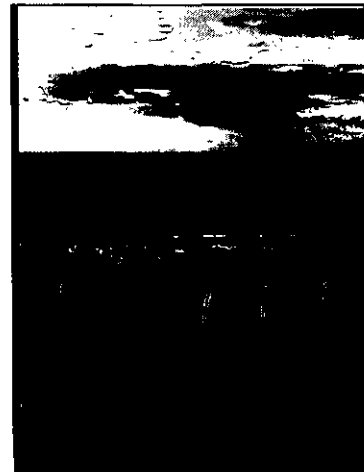
...as well as local business—big and small—will be the mainstay of our economy

**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



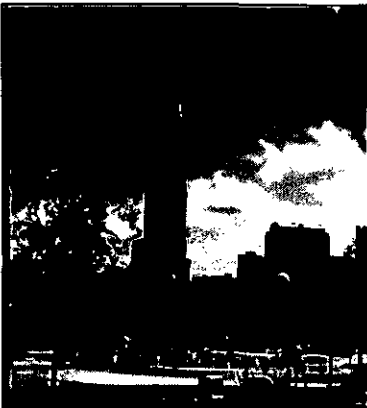
Continue to provide reliable, affordable utilities to residents, while promoting efficiency, conservation and an ongoing shift toward renewable resources

#### 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**

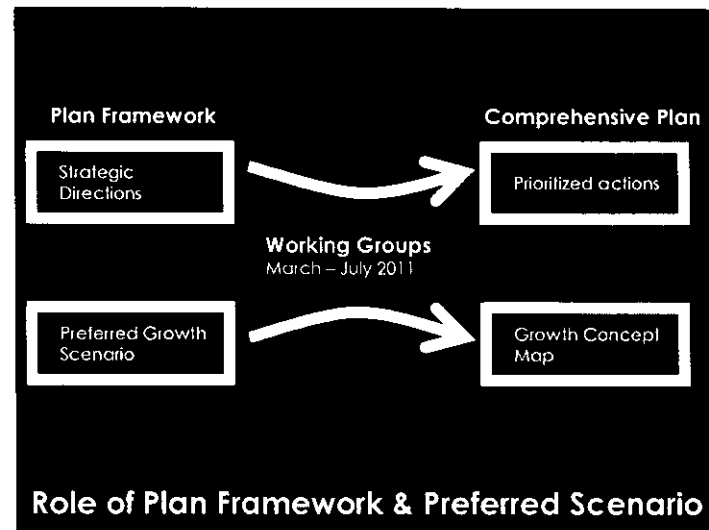


We will preserve the historic buildings, neighborhoods, and sites which reflect our diverse historical, architectural, and cultural heritage

**Culture**

- Community Engagement
  - Values-Driven Planning Process
- Sustainability
  - Environment, Economy, and Equity
  - Define for Austin
- Implementation
  - Phase 3: From Policy to Action

#### City Council Direction for Imagine Austin



#### Role of Plan Framework & Preferred Scenario

#### Points for ongoing discussion

- Development in the ETJ, especially along 130
- Mixed use corridors
- Relation between Comprehensive Plan & Neighborhood Plans
- Development over the aquifer
- Consistency with CAMPO, particularly SH-45

#### Moving into Phase 3

#### March 10

Public 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

#### 2013

Begin annual review

#### Next Steps

**Request for Council action**

Endorse the Plan Framework & Preferred Scenario so that the Working Groups can begin the process of reviewing and refining them into the Comprehensive Plan and Growth Concept Map

**March 10 request**