Background Reports

City Council
April 26, 2012 Briefing

Planning & Development Review
Suite 500, One Texas Center
505 Barton Springs Rd,
Austin, TX 78704

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- Ira Yates
- North Lamar (and Georgian Acres) Combined Neighborhood Plan Contact Team / North Austin Civic Association
- Real Estate Council of Austin (RECA)
- Save Our Springs
- South Central Coalition of Neighborhoods
- South River City Citizens Neighborhood Association
- Steven Zettner
- Zoila Vega

Planning Commission changes & vote to approve (7-0; April 11, 2012)	
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List of topics for first year workplan (final language to be approved at April 24 PC meeting)
1. Contract for an economic analysis or the effect of IACP based on full implementation of the plan and an economic analysis of the current trend scenario from which we hope to diverge. This analysis should be conducted to assess the likelihood that IACP will deliver on the goals and objectives of the plan.
2. Estimate the geographic distribution of housing by size and cost throughout the planning area for some future years (e.g., 5, 10, 30 years out)
3. Estimate the statistical distribution of household incomes and of housing costs in 2019, 2029, and 2039 to predict the gap in housing needs (number of households spending more than 30% on rent/mortgage + utilities or number of households spending more than 45% on rent/mortgage + utilities + transportation). Use the findings to set affordability targets by neighborhood and geographic area.
4. Develop a set of tools to direct land development consistent with IACP and discourage land development inconsistent with IACP.
5. Consider additional future high capacity or high capacity/rapid transit corridors.
6. Study the effect of density increases on drainage.
7. Study the effect of density increases on parking.
8. Assess means to deal with rapid increases in the senior population in terms of their needs and quality of life.
9. Continue to develop a robust GIS mapping tool to visualize and track performance of IACP indicators.

Topic		
#	Location	Change recommended by CP Cmte
Recommendations in response to Urban Parks Workgroup		
1	Chapter 4, City Facilities & Service building block, Figure 4.11 caption (p150)	Include the following caption with figure 4.11 (Walkable access to parks): "Walkable access to parks reflects the City Council's 2011 policy that publicly-accessible and child-friendly parks or green space be provided within 1/4-mile walking distance of all urban core residents and within 1/2-mile walking distance of all residents outside the urban core." This map -- which the Task Force asked us to include -- basically adopts PARD's 1/4 mile and 1/2 mile buffers as is.
2	Chapter 5, priority programs (pp169, 177, 189)	Include the Urban Parks Workgroup Report Recommendations in Related City Iniatives for the following priority programs: Invest in a compact & connected city, Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city, and Revise Austin's development regulations and processes to promote a compact and connected city.
3	Chapter 5, "green infrastructure" priority program (p177)	Make the following changes to the "green infrastructure" priority program: -- "These efforts will maintain our pleasant outdoor setting and provide safe access to green space *and recreation* for all Austinites, *particularly in urban activity centers and corridors*." -- Short term step 1(c): "Develop green infrastructure targets (such as percentage of tree cover, connectivity, or *current or anticipated residents within walking distance of parks (see figure 4.11)*) and priorities for new areas for conservation, parks and open space, green streets, and urban trails." -- Incorporate the following into goals and metrics: "Access to parks: Units within walking distance of parks (1/4 mile in urban core; 1/2 mile outside the urban core)"
Local business		
4	Economy building block (p130), Key challenges, 6th bullet	"Reducing the number of obstacles facing local, small, and creative businesses, such as the availability of physical space..."
5	Economy building block (p130), Key challenges, 8th bullet	"Encouraging and supporting the stability and growth of local business to sustain our homegrown business community, including the creative sector."
6	Priority program #3 (invest in workforce, education, entrepreneurs) (p175), step 8	"Encourage entrepreneurship and local businesses by creating programs and policies that enable local businesses to thrive."
7	Actions: E A-18 (p221)	Delete "Expanding the 'Go Local' card concept."

Topic		
#	Location	Change recommended by CP Cmte
Barton Springs Zone		
8	Throughout	"Southern Edwards Aquifer" replaced with "Barton Springs Zone of the Edwards Aquifer"
Complete community example (pp82-83)		
9	"How we complete communities" (p82)	Include name of community (included in current draft)
10	"How we complete communities," p82, replace both paragraphs:	Revise this paragraph: "Imagine a large neighborhood of approximately 50,000 people. Once full of middle-class families, it is now troubled by poverty, school overcrowding and violence, isolation from the rest of the city, crime, lack of access to health care services, and the highest rate of childhood obesity in the city. Despite this, residents are devoted to the neighborhood where they raise their families, with its affordable homes, proximity to jobs, schools, recreation center, and library. Schools and community-based organizations have mobilized to support residents' expressed needs and interests. By fulfilling these identified needs, the community is moving closer to completion."
11	"How we complete communities," list of priorities (p83)	Replace existing list as follows: "1) Address Safety Issues: In the following order: a) Violence b) Theft c) Gang Activity d) Vandalism e) Speeding f) Code Enforcement 2) A comprehensive health facility, centrally located within the neighborhood. 3) In order of priority, build the following schools: a high school, another middle school, another elementary school and a community college in the community. 4) Additional retail and community services 5) Another library and recreation center 6) Improved public transportation service"
Sustainable Food Policy Board recommendations		
12	Vision, Natural & Sustainable, 3rd bullet (p77)	Change to "We conserve water, energy, soil, and other valuable resources."
13	Vision, Natural & Sustainable, 4th bullet (p77)	"...value our farmland, critical to local food production.
14	City of Complete Communities (p80)	Last line of first paragraph: "Some needs like parks and healthy food should be within or near every neighborhood."
15	Complete Communities matrix (p80 and throughout)	2nd bullet: Change to "Employment, Food, & Housing Options"

Topic		
#	Location	Change recommended by CP Cmte
16	Chapter 4, Land Use & Transportation, LUT P5 (p108)	"Create healthy and family-friendly communities through development that includes a mix of land uses and housing types and affords realistic opportunities for transit, bicycle, and pedestrian travel and provides community gathering spaces, neighborhood gardens and family farms, parks and safe outdoor play areas for children."
17	Chapter 4, Economy, new policy (p133)	Staff and SFPB members developed this language: "Develop a sustainable local food system by encouraging all sectors of the local food economy, including production, processing, distribution, consumption, and waste recovery."
18	Chapter 4, Urban Design, LUT P34 (p110)	"Integrate green infrastructure elements such as the urban forest, gardens, green buildings, stormwater treatment and infiltration facilities, and green streets into the urban design of the City through "green" development practices and regulations."
19	Chapter 4, People-friendly places spread (p120)	"Great city parks, plazas, trail systems, open-air and farmers markets, streetscapes, waterfronts, gardens, and other public places define a city's attractiveness."
20	Chapter 4, Neighborhoods, HN P10 (p126)	"Create complete neighborhoods ... and access to healthy food, schools, retail, employment, community services, and parks and recreation options."
21	Chapter 5, Invest in a compact and connected city, relationship to other programs (p171)	"Create a Healthy Austin program. Investing in an accessible transit, pedestrian, and bicycling network will provide Austin residents with alternatives to driving. Through improved land use, transportation, and urban design, Austin's places can contribute to healthy lifestyles by encouraging walkable communities, parks, community gardens, open space, and recreation, and by increasing access to local and nourishing food and reducing air pollution."
22	Chapter 5, Workforce, education, and entrepreneurs priority program, related actions and policies (p175)	Connect this program to the following actions: new Economic policy (above) S A-10 and S A-13 (related to rebuidling the food system)
26	Chapter 5, Workforce, education, and entrepreneurs priority program, relationship to other programs (p176)	Revise Austin's development regulations and processes to promote a compact and connected city. Create better rules for flex space and adaptive re-use to support small businesses, urban farms, and start-ups.
27	Chapter 5, Workforce, education, and entrepreneurs priority program, relationship to other programs (p176)	"A "Healthy Austin" program will help develop a strong local food system in which food production, processing, distribution and consumption are integrated to enhance the environmental, economic, social, and nutritional health of Austin and Central Texas."

Topic		
#	Location	Change recommended by CP Cmte
29	Chapter 5, Green infrastructure priority program, short-term step 1b (p177)	1.b. Perform an initial inventory and evaluation of existing green infrastructure resources, such as conserved land, the urban forest, habitat, trails and bike paths, greenbelts, community gardens, urban farms, parks and recreation areas, and green streets. Identify current plans, such as the Travis and Hays County Greenprint plans, networks, and identify gaps.
31	Chapter 5, Green infrastructure priority program, new ongoing/long-term step (p178)	"Protect farmland and conduct and stimulate research to facilitate growing techniques that minimize water usage and build healthy soils accounting for regional climate change."
32	Chapter 5, Green infrastructure priority program, new metric (p178)	Inventory of land, buildings, and other assets for current and potential food production sites (size, type, location)
33	Chapter 5, Green infrastructure priority program, relationship to other programs (p179)	Create a Healthy Austin program. Investing in accessible walking and biking networks, community gardens, family farms, parks and open space will provide Austin residents opportunities for outdoor exercise as well as contribute to healthy lifestyles by increasing access to local and nourishing food and reducing air pollution.
34	Chapter 5, Healthy Austin program, new short-term step (p187)	"Enact strategies and policies to boost the impact of federal food and nutrition assistance programs."
35	Chapter 5, Healthy Austin program, metrics (p188)	Units within 1⁄4 and 1/2 mile of a grocery store or farmer to consumer sales location.
36	Chapter 5, Healthy Austin program, metrics (p188)	Enrollment numbers in, and/or dollars from, federal food and nutrition assistance programs.
Sustainability for current and future residents		
37	Ch. 1, Imagine Austin Core Principles for Action, p9, 1st paragraph	"These policies and actions express six core principles for action to make our 'imagined' Austin a reality for Austinites of today and tomorrow."
38	Ch. 1, With Housing and Sidewalks for All sidebar, 1st sentence (p10)	"As outlined by the vision statement, Imagine Austin strives to make our city a place where the necessities of life are affordable and accessible for all current and future Austinites."

Topic		
#	Location	Change recommended by CP Cmte
"Civic creativity"		
39	Chapter 1, Core Principles (p10)	Edits to existing core principle with: "**Think creatively and work together** Austin's spirit of creativity most openly manifests itself in the local music and arts scenes and by those engaged in these and other creative enterprises. However, it also transcends Austin's creative community, to shape our entrepreneurs and businesses, local government, non-profits, and community at large to embody a broader, innovative mindset and approach to solving problems. The challenges of a growing population, finite natural and fiscal resources, and a changing climate will require Austinites and their local government to become ever more resilient. Resilience—the ability to adapt to challenges and change—will be a hallmark of successful communities in the 21st century. Innovation is one of the key attributes of resiliency. Sustaining our culture of creativity and harnessing the collective energy of our people are essential to realizing the future envisioned by Imagine Austin."
Imagine Austin process sidebar		
40	Chapter 1 (pp8-9)	Include a sidebar of activities during the Imagine Austin process and a pointer to Appendix B.
Map captions		
41	For each	Include descriptive captions for all maps.
Chapter 2		
42	Austin's Historical Context (p21)	Include closing the East Austin Tank Farm and Holly Power Plant in the 1990s and 2000s. P20: Adjust sentence and add new sentence: "These efforts are ~~best~~ exemplified by the passage of the Save Our Springs ordinance and initiation of the Balcones Canyonlands Conservation Plan. The health of Austin's urban environment was also a concern and was reflected in the closing and relocation of the "Tank Farm" (a large gasoline storage facility) in 1993 and the decision to decommission the Holly Street Power Plant in 2007. "
43	What does it mean? -- Housing and neighborhoods, last bullet (p30)	Replace first sentence: "Though the numbers are declining, many people in Austin continue to be homeless."
44	Land Use (p34), second bullet	Update 38% of land is undeveloped to 34% for 2010.
45	Environmental Resources, Water Resources, 3rd bullet (p46)	Add as new last sentence: "However, only 28% of the Barton Springs Zone is within Austin's planning area."

Topic		
#	Location	Change recommended by CP Cmte
46	Arts and Culture, Economic Impact and Funding (p62)	Update language in this section with updated (2012) figures from TXP, Inc. * The creative sector (including music, film and visual media, not-for-profit performing arts, visual arts, and arts-related tourism) contributed 48,000 permanent jobs, over $71 million in tax revenue, and over $4.35 billion in annual economic activity in 2010. * The city's film, television, sports, and animation industries generate approximately $113 million in 2010 and provided over 3,500 jobs. The city's gaming industry generated over $900 million in 2010, providing more than 7,200 jobs.
Centers & corridors description		
47	Growth concept map, p89, 6th bullet	Revise as follows: "Directs growth away from the Barton Springs Zone of the Edwards Aquifer recharge and contributing zones and other water-supply watersheds."
48	Chapter 4, growth concept map description (p96)	Include new second paragraph describing the growth concept map to clarify how centers/corridors relate to existing development and plans: "The activity centers and corridors included on this map identify locations for additional people and jobs above what currently exists on the ground. Unlike more detailed small-area plan maps, the growth concept map provides broad direction for future growth and is not parcel specific. Centers that are already established by existing small-area plans, such as those for East Riverside Drive or Highland Mall, are drawn to reflect those plans. Centers without small-area plans are simply shown with a circle, indicating scale and general location. Specifying boundaries for these centers may occur through small-area plans or general guidelines for implementing this plan."
49	Chapter 4, neighborhood center description (p97)	Include addition after second sentence: "However, depending on localized conditions, different neighborhood centers can be very different places. If a neighborhood center is designated on an existing commercial area, such as a shopping center or mall, it could represent redevelopment or the addition of housing. A new neighborhood center may be focused on a dense, mixed-use core surrounded by a mix of housing. In other instances, new or redevelopment may occur incrementally and concentrate people and activities along several blocks or around one or two intersections. Neighborhood centers will by more locally focused than either a regional or a town center. Businesses and services—grocery and department stores, doctors and dentists, shops, branch libraries, dry cleaners, hair salons, schools, restaurants, and other small and local businesses—will generally serve the center and surrounding neighborhoods. Neighborhood centers range in size between approximately 5,000-10,000 people and 2,500-7,000 jobs."
50	Chapter 4, following growth concept map descriptions (p102-103)	Include new visual illustration relating how centers and corridors relate.

Topic		
#	Location	Change recommended by CP Cmte
51	Chapter 4, activity corridor description (p98)	Include new sentence at end of description: "To improve mobility along an activity corridor, new and redevelopment should per capita reduce car use and increase walking, bicycling, and transit use. Intensity of land use should correspond to the availability of quality transit, public space, and walkable destinations. Site design should use building arrangement and open space to reduce walking distance to transit and destinations, achieve safety and comfort, and draw people outdoors."
Growth concept map		
52	p95	Add neighborhood center at Lamar & Rundberg
53	p95	Create a new activity center designation, replacing the "Redevelopment over the Edwards Aquifer" section and symbols: "**Activity Centers for Redevelopment in Sensitive Environmental Areas** Five centers are located over the recharge or contributing zones of the Barton Springs Zone of the Edwards Aquifer or within water-supply watersheds. These centers are located on already developed areas and, in some instances, provide opportunities to address long-standing water quality issues and provide walkable areas in and near existing neighborhoods. State of the art development practices will be required of any redevelopment to improve stormwater retention and the water quality flowing into the aquifer or other drinking water sources. These centers should also be carefully evaluated to fit within their infrastructure and environmental context. One of the Land Use and Transportation policies, LUT 20 (p. 105), clarifies the intent, "Ensure that redevelopment in the Edwards Aquifer's recharge and contributing zones maintains the quantity and quality of recharge of the aquifer.""
54	p95	The new symbols for these centers will clearly stand out on the map and will be easily distinguished from the yellow/orange/red used to show neighborhood, town, and regional centers.
55	p95	Activity corridor on West 38th Street: Remove designation between Speedway and Guadalupe.
56	p95	Neighborhood center at MoPac & William Cannon: Shift center to include more of the large developed tracks west of MoPac.

Topic		
#	Location	Change recommended by CP Cmte
Priority programs		
57	p168	New paragraph to immediately follow list of priority programs: "The final program, to revise Austin's development regulations and processes, is an important step to promote each of the above priorities and to protect all that has been identified as valuable in the plan. The priority programs, policies, and actions in the plan all seek to achieve real functioning sustainability for Austin's future. As discussed in Chapters 1 and 4, a compact and connected city encapsulates household affordability, environmental protection, and complete communities, with easier, greener, healthier transportation options linking residents to jobs, arts and culture, parks, schools, health care, shopping and other destinations. Each of these programs has important connections to the others that should be recognized throughout implementation."
58	For each	Include list of Related Actions for each program.
59	Green infrastructure priority program (p177)	Include CE A-17 as new step "g" in the green infrastructure priority program: "Develop and implement unified, comprehensive land management of all City of Austin lands for integrated environmental sustainability, including carbon sequestration, wildlife habitat, water quality and quantity, and education."
60	Code revision priority program, intro text, list of bullets (p190)	Include new bullet after second paragraph: "Promote affordability for Austinites at every stage of life and income level."
61	Code revision priority program, steps 1 and 2 (pp190)	Move current step 2 to become step 1. Edit first sentence in step 2: "Engage key stakeholders to create a public involvement process..."
Appendix C: Glossary		
62	Creative community (pA-18)	Edit existing definition: "People and organizations engaged in a broad range of artistic and knowledge-based pursuits contributing to the creative economy."
63	Creative economy (pA-18)	Edit existing definition: "A wide range of economic activities which focus on the generation of knowledge and innovation, including fields such as advertising, architecture, culinary arts, design, fashion, software and computer game development, electronic publishing, music, film, performing arts, visual arts, publishing, television and radio. "
Appendix G: Attached plans		
64	pA-36	Include section for transportation plans: Austin Metropolitan Area Transportation Plan and Bicycle Master Plan.

Topic		
#	Location	Change recommended by CP Cmte
Relation between Imagine Austin, neighborhood plans, and other small area plans		
65	pp197 & 200	The following text replaces the last paragraph on page 195 ("Imagine Austin guides updates to existing ..." through to the first full paragraph on page 198 ("...generate the ideas and themes for these plans."): The Imagine Austin Comprehensive Plan recognizes and embraces all previous master and small area plans. As depicted on pages ### and ### of Imagine Austin, the comprehensive plan is an “umbrella” plan that serves as a guide on city-wide, cross-department issues to achieve the vision statement. Imagine Austin is not a plan that supersedes previous plans, but acts as a chaperon to the future projected growth of Austin over the next 30 years. During this growth period, inconsistencies between Imagine Austin and other plans may be discovered. Changes to the master plans will be addressed through a public amendment process by the City Council. Changes to the small area plans (e.g., Neighborhood Plans) will continue to include public input from affected parties and will follow the adopted neighborhood plan amendment process. Changes to Imagine Austin should be addressed through the annual review. As the City of Austin develops new master and small area plans, Imagine Austin will serve as a guide to policy direction. In areas not covered by small area plans, Imagine Austin will serve as an instrument for developing plans and providing planning parameters. As with the Imagine Austin planning process, public involvement will be included that could potentially generate ideas and themes for these plans.
66	Priority program #8, p189	Add this language to the end of the introduction to this priority program: "Since its adoption in 1987, the Land Development Code has been a continually modified and updated document reflecting countless hours of community participation and input. Elements of the Land Development Code and the broader City Code incorporate carefully crafted compromises and significant community decisions that have been reached through long-lasting committees, task forces, and citizen referenda. The existing neighborhood and area plans were crafted within context of this code and decisions were reached based upon the assumptions of the continued utilization of its provisions. This includes elements of the Land Development Code that are not specifically addressed in neighborhood and area plans but on which decisions were based (e.g., compatibility standards). The vision of the comprehensive plan can be achieved by retaining these protections and the approaches taken in the neighborhood and area plans.

Topic		
#	Location	Change recommended by CP Cmte
		"Any suggested rewrite of the City Code, while striving to achieve the broad goals of the comprehensive plan, must recognize, respect, and reflect these carefully crafted compromises, balances, and the assumptions upon which the existing neighborhood and area plans were based and depend. Continued protection and preservation of existing neighborhoods and the natural environment must be considered top priorities of comprehensive revisions to the City Code. The consequences and impact of additional density and infill in existing neighborhoods must be carefully identified and analyzed to avoid endangering the existing character of neighborhoods and exacerbating community health and safety issues, such as flooding. Impacts on sustainability and livability by increased infill and density of units, including associated infrastructure costs and impacts on affordability, should be identified prior to adoption of a new city code. Modifications to the city code and building code should be measured with regard to their ability to preserve neighborhood character, consistency with adopted neighborhood and area plans, i
Affordable housing revisions		
67	p184, step 6	Replace this step with: "Examine potential regulatory barriers and policies that impede the provision of household affordability, including infrastructure costs; the costs and benefits of zoning ordinances on housing development; and examine how the City's waste removal fees and other City fees and requirements impact the cost of living for the families of Austin."
68	p214, HN A-3, 6th bullet	Replace bullet that begins with "Modify regulations ..." with "Examine regulations and policies that adversely affect affordable housing and consider approaches to minimize cost impacts for units attainable for families at signficantly less than market values."

Task Force Action on Imagine Austin, February 21

Endorsed 21-3 with the following:

Changes to draft	Staff edit
Add "bikeable" to LUT Action 1	GC
Dove Springs case study - rewrite to soften - remove identifiers - check preceding section to set the context	GC
Better definition of "compact community" [NOTE: Work in progress with Evan Taniguchi]	MW
Include definition of "creative community"	MW
Improve graphic describing the relationship between IA and small area plans.	WRT
Include tracking CIP and spending geographically to "Invest in a compact and connected city" program	GC
Revise ECO 6 for clarity and connection to local business	PD
p. 5-10: Include "non-profits" in short term bullets 2 and 3	GC
Double check for instances of "creative class" to remove	GC
Priority program: Revise to household affordability (away from housing affordability)	GC
Include "Activity Corridors" in the county ETJ along bond election roads	MD
Map 2.7: Include SH-130	WRT
Correct open space layer	GC/PF
Include caption describing the composite FLUM (from neighborhood plans, not IA)	GC
Include language specifying a non-degradation policy of Barton Springs in the Water Resources program [NEW TEXT: Short-term: Enact a new watershed protection ordinance to streamline and expand protection of headwaters, to promote low-impact stormwater management strategies, and to reduce capital expenditures required to mitigate water quality problems, erosion, and flooding. Ongoing: Maintain a non-degradation policy for the Barton Springs Zone.]	GC/WPD
Specify that distances in indicators and metrics apply to the center of each parcel not to the edge	GC
Glossary definition of "cost burdened households": include transportation and utilities	MW
Water resources program: change low-income to low-water-use	GC
5-32: Rephrase to make it clear that neighborhood plan amendments go through the neighborhood plan amendment process [NEW TEXT: Changes to neighborhood plans will be considered by the City Council through the neighborhood plan amendment process. Changes to other small area or master plans will be addressed through a public amendment process by the City Council. Changes to Imagine Austin should be addressed through the annual review.]	GC
5a-31: Replace mention of two UT colleges with general "colleges and universities"	GC

Continue to work on (PC/after adoption)
Calibration of complete communities throughout the city
Develop positive examples of complete communities in Austin
Priority programs should be revisited; include measurement tools
Neighborhood centers on west side should be revisited with recommendation of purchase be conditional with open space
Continue to work on LUT X toward plainer language
Work with Watershed Protection to identify better areas to manage density at 620/2222 and MoPac/William Cannon
Continue to work on Water Resources program (step 5)

Voting Record

Issue	Add Activity Corridor designation to roads in the recently passed Travis County bond	Remove Activity Center designation for centers over the aquifer at William Cannon and Mopac, and Four Points	Forward, but not endorse the draft plan	Endorse the draft plan
Greg Bourgeois	Yes	No	No	Yes
Roger Cauvin	Abstain	No	No	Yes
Perla Cavazos	Yes	Yes	No	Yes
Scooter Cheatham	Yes			
Kent Collins	Yes	No	No	Yes
Margaret Cooper	Yes	No	No	Yes
Rob D'Amico	No	Abstain	No	Yes
Patricia Dabbert	Yes	No	No	Yes
Frances Ferguson				
Jack Gullahorn	Yes	Yes	No	Yes
Roland Hayes	Abstain	Yes	Abstain	Abstain
Ora Houston	Yes	No	No	Yes
John Langmore	Yes	No	No	Yes
Mark Lind	Yes*	Yes	Yes	No
Roberto Martinez	Yes	No	No	Yes
Frances McIntyre	Yes	No	No	Yes
Rebecca Melancon	Yes	No	Yes	No
Charles Miles				
Karl-Thomas Musselman	Abstain	No	No	Yes
Jonathan Ogren	Yes*	Yes	No	Yes
Lori Renteria	Yes	No	No	Yes
Regina Rogoff	Yes	No	No	Yes
Cookie Ruiz	Yes	Yes	No	Yes
Frederick Steiner	Yes*	No	No	Yes
Evan Taniguchi	Abstain	No	No	Yes
Carol Torgrimson	Yes	Yes	Yes	No
Ira Yates	Yes*	Yes	No	Yes
Mark Yznaga	Yes*	No	No	Yes
	Approved 16 to 1	Not Approved 8 to 16	Not Approved 3 to 21	Approved 21 to 3

To: Citizen Advisory Task Force (Task Force)

Imagine Austin Comprehensive Plan
Update to Common Ground Working Paper
4.13.10 Revised

- Community Forum Series #1 (week of November 9, 2009)
- Online and Paper Survey Results (October 12, 2009 through March 29, 2010 processing)
- Meetings-in-a-Box
- Speakers Bureau and Community Events

1. Introduction

The first of four community forums series (CFS #1) to develop the Imagine Austin Comprehensive Plan was held in November 2009. This forum introduced the public to the planning process and led participants through a group visioning activity. Community Forum #1 asked two primary questions: 1) Describe Austin today (i.e., in terms of its strengths, weaknesses, and challenges for the future; and 2) Imagine Austin's Future (i.e., ideas that will set Austin on the path to becoming one of the world's most exceptional cities by 2039).

Following the Public Open House in October 2009, Community Forum #1 began with a series of six meetings held during the week of November 9, 2009 in the following locations:

- Baty Elementary School (36 persons)
- Westwood High School (35)
- St. David's Episcopal Church (73)
- Bowie High School (60)
- Reagan High School (59)
- Travis High School (53)

Over 540 people attended the Open House and first community forum meetings. Ongoing public input was solicited through a variety of means (i.e., Meetings-in-a-Box, online and paper surveys, speakers bureau, and informational booths). Opportunities for public input are described below:

- **MEETINGinaBOX (MiaB):** a portable version of CFS #1. The MiaB exercise allows any interested person to hold an informal meeting with a group of 5-10 neighbors, friends, co-workers, etc. and walk through the CFS #1 exercise. This portable meeting concept has proven to be popular with participants. At the request of the Task Force, the City extended the deadline to March 31, 2010 allowing more time for public input. Nearly 1,000 MEETINGSinaBOX were completed and returned. *This analysis includes the results from this MiaB series.*

- **Online/Paper Surveys**: Spanish and English language Imagine Austin surveys. Respondents are asked to list strengths, weaknesses/challenges, and ideas for improving Austin's future. The online survey deadline was extended through March 31, 2010. A total of 3,828 surveys were completed. *This analysis includes the full results from the surveys processed through March 29, 2010.*

- **Speakers Bureau:** City staff, community leaders, and/or CATF members present an overview of the Comprehensive Plan, Austin's evolution to the city it is today, and why the plan is important. Any community organization, neighborhood association, church group, or professional organization can request a speaker and presentation at

a regular meeting. Over the last several months, the speakers bureau provided presentations for a variety of groups (e.g., Asian American Cultural Center, Real Estate Council of Austin, AISD Social Studies Teachers, Art in Public Places Program, Bicycle Advisory Council, Gay and Lesbian Chamber of Commerce, etc.). Participants were invited to fill out surveys and take part in a meeting-in-a-box, as well as attend future meetings and follow the Plan through Facebook and Twitter.

- **Community Events:** City staff, CATF members, and consultants attend and solicit input in the planning process. Recent events include: Austin Climate Protection Conference and Expo, LGBT Community Alliance, African-American Quality of Life Community Meeting, Lunar Celebration, Feria Para Aprender (The Learning Fair), University of Texas Public Affairs Forum, the Austin Mobility Forums, and farmers markets.

In this update to the *Common Ground Working Paper*, CFS #1 results have been supplemented with input received during February and March and with the new MiaB results. This draft will be finalized with the few remaining surveys in late April 2010. This collective community input is being used as a basis for developing a shared vision for what Austin should be in 30 years (2039), the next major step in the process of developing *the Imagine Austin Comprehensive Plan*.

The Task Force has a key role to play in this step by evaluating the input received for incorporation into a Vision Statement that expresses the consensus-based values and aspirations of the community for Austin's future. To assist in this process, this working paper presents a synthesis of the results of CFS #1 and the subsequent input, focusing on Segment B: Imagine Austin's Future, thus far.

To begin this synthesis, all comments recorded on post-it notes by CFS #1 meeting participants were reviewed and grouped into general categories. The categories and comments were then further organized into a series of "themes" expressing desired directions for Austin's future. As part of this exercise, similar comments were grouped into "sub-themes" under each theme. This paper was then updated with the results from the MiaB exercise and online surveys processed by March 29, 2010. *(Note: the survey results are about 95% complete, there are a few hundred surveys that are being processed and will be added to the final results)*. Analysis of the broader results largely echoed the overall themes from CFS #1. However, some new or changed themes emerged. The most significant variations are summarized as follows:

- Roadway congestion and need for roadway improvements emerged as a new sub-theme (under Multi-Modal Austin)
- The concepts of the cost of growth tied to infrastructure cost and controlling population growth emerged as a sub-theme (under Growth Management)
- A strong interest in community engagement, involving residents in planning, and defining clear planning goals for the Comprehensive (and other) plans is emerging (under Engaged Austin)
- An increased emphasis on ethnically and culturally diverse community (under Healthy Austin)
- A growing interest in recreation/entertainment (e.g., a river walk) under Recreational Austin.
- Both an interest in stricter development regulation (under Growth Management) and less regulation (under Fiscally Responsible)

The results of this combined analysis (CFS #1 and ongoing public input analyzed through March 2010) **indicate consensus for Austin's desired future forming around 12 broad themes**. These themes have been assigned the following working titles, and reordered based on the number of individual comments for each theme:

- Multimodal Austin
- Green Austin
- Growth Management Austin
- Engaged Austin
- Healthy Austin
- Educated Austin
- Recreational Austin
- Prosperous Austin
- Affordable Austin
- Creative Austin
- Fiscally Responsible Austin
- Safe Austin

A list of the themes and sub-themes is provided in Section 2 below, along with the total number of statements from the Community Forum meetings, online surveys, and meetings-in-a-box exercise (the raw results are available separately). Alternate views or divergent opinions expressed by participants are noted where appropriate. It should be emphasized that the themes are not intended to be definitive, but rather as the starting point for developing a Vision Statement of Austin's future by identifying and building on the "common ground" expressed by citizens.

As additional background for this effort, Sections 3 and 4 below summarize Strengths and Challenges, respectively, recorded throughout CFS #1 (including online survey responses and will be updated with MiaB results), Segment A: Describe Austin Today and follow up activities. For both Strengths and Challenges, similar comments were grouped together and are listed in the order of the number of comments made for each grouping. Comments outside the scope of the comprehensive plan were included where appropriate and can be read on the complete results listing located www.ImagineAustin.net/commonground-paper.htm.

The Common Ground Working Paper is the first step toward defining the Vision for Austin in 2035, and will grow to incorporate additional input as it is received. Updated versions of this document can be found online at www.ImagineAustin.net/commonground-paper.htm.

2. Imagine Austin's Future: Summary Themes

Notes:

- *The total counts under theme and sub-theme represent the total number of times each item was suggested, not the total number of respondents. For example, one person or group may have referenced three or four different ideas in one of their responses.*
- *Second, the top five ranked MiaB ideas for the future are included in the totals. Each group response reflects the average number of MiaB participants.*
- *The following results represent the majority of respondents (processed by March 29, 2010). All themes and sub-themes will be updated one final time with outstanding surveys and MiaB responses as the remaining forms are processed.*

Theme 1: Multimodal Austin (3,617 Statements)*

Sub-Themes	All	CF#1	Surveys	MiaBs	Alternate Views
Accessibility and complete streets – Austin is accessible and safe for bikers, pedestrians, transit users, and drivers	102	27	37	38	
Improve commuting – connected rail and bus system, schools in walking distance for kids, continuous bike lanes, stagger business and school hours, flex-time	132	13	113	6	
Downtown transportation – new rail system connects neighborhoods to Downtown, Austin is a world-class capitol w/equitable multi-modal transit, address negative impact of I-35	93	13	80		Limit downtown rail (1)
Comprehensive and effective multimodal transportation system – fast, safe, efficient, rail system supports downtown and other areas, improve options for walkers and bikers, improve airport travel w/more direct flights	564	40	204	320	No cars on the road at all (2), Do not proceed with metro system (3)
Improved public transit system – Integrated network allows mobility, increased lifestyle choices, TOD, easy to get around, affordable, fewer cars on road, public transit offers a better option than owning a car, high speed rail connects transit hubs, reduced pollution, live-work activity at transit nodes	1,137	53	732	352	Do not fund public transit over roads (10), reduce bus routes (3)
Road and highway improvements – reduce	1,034	3	903	128	No road improvements (3)

Sub-Themes	All	CF#1	Surveys	MiaBs	Alternate Views
congestion, improve existing roads (e.g., more lanes), better accessibility, smart street lights, more parking					
Pedestrian and bike safety – sidewalks in all neighborhoods, designated protected bike lanes on all major routes, traffic slowing, pedestrian crosswalks, connected bike trails expanded to current city limits, implementable	296	20	244	32	Don't cater to cyclists (2), remove or limit bike lanes (12)
Shift in transportation hierarchy – Pedestrians and bikers are treated better then cars, walking above driving/parking lots/freeways) / mass transit is heavily used and there is less overall congestion, reduce emissions (VMT)	139	14	87	38	
Transportation serves compact, walkable neighborhoods – stores, services, schools, etc. are close	36	8	9	19	
High-speed regional transit system – Austin / Houston / Dallas / San Antonio	38	12	26	-	
Improve parking in Downtown, open restricted lots off hours, shared parking by use	45	-	32	13	
TOTAL	3,617	203	2,467	947	

** Alternate views totals are not included in total statements figure*

Theme 2: Green Austin (1,492 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Conserve water and other natural resources – rain barrels, reuse water, conservation mentality is the norm, limit fertilizer use, safe supply	208	16	70	122	
Green building and energy efficiency – LEED buildings, low carbon emissions, reduce vehicle miles traveled, reduce waste	138	21	59	58	
Energy independence – Austin produces its own energy through renewable sources, no fossil fuels, focus on self-reliance in energy production/help power other cities	122	16	42	64	Limit spending on solar/wind initiatives (4), limit energy regulations (3)
Environmental protection – renewable resources are used, low pollution, better air quality, preservation of natural resources (i.e., water, animal species, mature shade trees), growth management	415	28	144	243	Reduce environmental spending (6)
Local food production – community gardens, farms are located close to consumers, education in schools about food, local food is widely available, food composting and neighborhood resource centers, farmers markets in all neighborhoods, self-reliant	67	21	33	13	
Native plants and landscaping – to conserve water, limit invasive species	63	8	42	13	
Communities and quality of life are improved through better environment, begin environmental education early, each neighborhood has access to jobs, services, retail, schools, etc., clean neighborhoods, equity across the City	84	3	11	70	
Recycling and composting – the norm (90%+) for every household	121	4	47	70	Review health issues of using recycled waste (1)
Sustainability leader – considered one of the top environmental leaders in the country, greenest city, model for economy, Austin tops the "most livable city lists", implement Climate Protection Plan	274	38	95	141	Less focus on City as green leader (4), Scrap the Climate Protection Plan (1)
TOTAL	1,492	155	543	794	

Theme 3: Growth Management Austin (1,178 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Dense, compact city – with superior transportation, interconnected neighborhoods, for work, live, play, compact neighborhoods	199	40	101	58	Building height restrictions (i.e., height compatible with adjacent uses), (5), Less dense and more spread out (7)
Density downtown – including dense center city neighborhoods), thriving, economically diverse, Downtown connected by an excellent transportation system	165	19	108	38	Less downtown development (4); Fewer condo, high-rise, hotel projects downtown (32)
Growth pays for itself and population growth slows, developers pay fair share (e.g., infrastructure), eliminate incentives, preserve quality of life for existing residents, reduce impact on natural and water resources, improve infrastructure before growth can occur	134	3	86	45	
Diverse and unique neighborhoods – compact, preserve historic sites and character, keep traditional feel, distinct "personalities", maintain appropriate densities, require attractive, compatible development	262	23	79	160	
Mixed-use development – walkable neighborhoods with a range of densities in each neighborhood, stores and services that residents and others can walk to	108	28	48	32	Less vertical mixed-use (2)
Neighborhood centers – urban villages through the City, connected by transit; diversity of households that allow aging in place, range of living options	149	27	52	70	
No sprawl – designate an urban growth boundary, greenbelt, growth is well-managed; Austin expands and grows, but also preserves unique character (does not look like every city); no hilltop construction, no visual pollution/billboards	115	12	90	13	Encourage outward expansion (3)
Stricter building regulations, guidelines, adhere to zoning, limit variances	46	-	40	6	

TOTAL	1,178	152	604	422	

Theme 4: Engaged Austin (960 statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Volunteerism/Support for Local Charities – neighbors helping neighbors, identify with neighbors, philanthropic city	55	4	19	32	
Citizen cooperation – education and civic projects, culture of civic engagement, inspire proactive sense of citizenship	75	8	16	51	
Many people participate and are engaged citizens – Austin residents embody Austin ideals, bridge gaps, diverse participation	259	9	96	154	
Government leaders work together – get things done, bold and imaginative long-term vision, reach agreements on priorities, communicate with citizens	145	3	52	90	
Higher voter turnout – grassroots efforts, voting districts, same day voter registration	11	4	7	-	
Change the way **Council Districts are set up** - single-member districts or combination of at-large/single-member to ensure accountability	113	9	72	32	
Higher ethical standards for elected officials, **improve transparency**	17	1	16	-	
Efficient, clear, **predictable planning goals and process,** involve citizens, coordinate comprehensive plan with neighborhood plans and zoning, **regional thinking,** implement plans	286	1	221	64	Limit comprehensive planning efforts (2)
TOTAL	960	39	499	422	

Theme 5: Healthy Austin (901 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Healthy population – active and happy people, places to exercise and walk are convenient for everyone, urban design and parks that encourages healthy living	115	15	23	77	
Eliminate homelessness – better care for mentally challenged and homeless, adequate services (throughout the City, not only downtown)	179	2	126	51	
Family-friendly community – awareness of older citizens, trust, small-town feel	55	10	13	32	
Access to healthy, locally-grown food	54	2	14	38	
Ethnic and culturally diverse – multi-lingual, living in harmony, socially equitable, tolerant city, shared spaces, equal support for different neighborhoods, cultural awareness	291	25	61	205	
Access to affordable health care and services	94	2	47	45	
Social services – for aging population, teens, disabled population, working poor	69	3	53	13	
Increased **community and animal health clinics/shelters**	44	3	9	32	
TOTAL	901	62	346	493	

Theme 6: Educated Austin (815 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Austin attracts **high-quality teachers** – and pays them high salaries, better school funding	39	2	31	6	
Educational equality – great schools are located throughout the City and in all communities, without regard for income, neighborhoods, ethnicity; the east/west inequalities no longer exist, access to technology	132	10	39	83	
Higher educational opportunities – access to higher education, affordable higher education, technical/vocational options, traditional colleges	83	17	47	19	
Improve public schools – lower drop-out rate and higher graduation rate, quality education is offered to all students, greater connection between UT and public schools in Austin, increase funding, arts education	417	14	173	230	
Better education leads to job opportunities to keep young people in Austin, career mentors	36	2	15	19	
Schools as centers of community / lifelong learning – centers and community gathering places, cultural education, reach out to families, promote a healthy community	69	5	13	51	
Great public libraries – centers of community (meeting rooms, best in the state, offer community classes)	37	4	33		
TOTAL	815	54	351	410	

Theme 7: Recreational Austin (803 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Accessible parks – within a 10-minute walk of residential neighborhoods and commercial areas, pocket parks, increase parks in underserved areas	94	9	59	26	
Well-maintained and safe parks and open space	174	15	82	77	
Preserve Austin's lakes, preserve and create greenbelts – urban wild/natural areas and connect them, urban canopy, protect aquifer	132	12	82	38	
Interconnected green space system focused on mobility – pedestrian and bike trails, sidewalk system, street trees, greenways	57	10	34	13	
Develop a stronger park system – increase funding for neighborhood parks, connected greenspace, and a variety of options such as trails, parks, natural areas, dog parks, etc., shared sense of nature and culture in open space, improve signage	249	12	109	128	
Increase greenspace, set a greenspace target - e.g., 20% of ETJ, strive for more than any metro area, require dedicated open space, work with landowners to preserve rural areas	56	1	4	51	
Increase recreational activities, cultural festivals, entertainment, develop river walk, recreational tourism	41	-	22	19	
TOTAL	803	59	392	352	

Theme 8: Prosperous Austin (774 statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Encourage business incubators, entrepreneurs, and **innovative businesses** - e.g., high-tech renewable energy, research and design centers; target industries identified by City and Chamber of Commerce; large business alongside small businesses	125	12	68	45	
Diverse economic base – UT & State government remain central to economy, more minority and small businesses to add to diversity	134	14	88	32	
Employment opportunities – for a range of backgrounds, education opportunities (e.g. medical school), narrow the gap between rich and poor people and communities, reduce unemployment	127	15	61	51	
Most businesses are locally owned and supported – few chain stores, residents shop at local businesses and restaurants, the City focuses incentives on long-term sustainable jobs, locally grown, small-scale manufacturing, micro-businesses, live-work opportunities , limit incentives for out-of-town businesses to locate in Austin	257	16	113	128	
Growing middle-class – poverty lessened, low unemployment	34	2	6	26	
Removal of regulatory hurdles	83	0	32	51	
Leader in Green Economy *(also see Sustainability Leader under Green Austin)*	14	0	8	6	
TOTAL	774	59	376	339	

Theme 9: Affordable Austin (634 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Affordable housing – Including "green" housing, throughout city and downtown, for all income levels, household types, options for previously homeless residents, lower-income housing is not concentrated in one area, affordable daycare	435	21	216	198	Eliminate affordable housing subsidies (1), reduce obstacles to developers (1)
Economically mixed neighborhoods with diverse incomes – melting pot preservation, neighborhoods that have something for all ages and interests, community centers, east/west separation no longer exists	99	4	25	70	
Quality of life and living wage – opportunities for education and a living wage for every resident, low cost of living, meets basic needs of residents	62	3	14	45	
Increased home ownership – cost of buying a home is more affordable for everyone	8	1	7	-	
Provide **transitional housing** for formerly homeless population	29	4	19	6	
TOTAL	634	33	281	320	

Theme 10: Creative Austin (630 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Vibrant arts scene – including diverse arts and cultural offerings, incentives for arts/artists, urban arts programs, affordable space for artists, entertainment, live music	153	5	97	51	
Recognized cultural center – Austin is well known for arts, music, family-oriented cultural events, options for seniors, museums, diverse and multi-cultural	109	5	40	64	
Culture, history, and heritage are preserved – Including "Old Austin", historic buildings, city's character and creativity	109	11	40	58	
Support for visual arts / **creative economy** – artists, creative community, public art, citywide focus, support artists	119	6	55	58	Reduce arts and culture spending (2)
Preserve **Austin's character** – still unique, still weird, still music capital and the city expands and grows, Austin does not look like everywhere else	125	13	42	70	Limit visual "clutter" (2)
Creative and diverse restaurants, entertainment attractions, tourism	15	-	2	13	
TOTAL	630	40	276	314	

Theme 11: Fiscally Responsible Austin (562 statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Fiscal responsibility – in provision of quality services, better coordination between offices, cut back on spending, fiscally responsible infrastructure spending, address aging infrastructure	230	7	191	32	
Lower, more affordable tax structure – e.g., taxes for seniors are lower, rethink property tax structure, provide quality services within fiscal responsibility	221	7	169	45	Higher taxes (2)
Utility services – are built, maintained, and delivered efficiently with proper planning and forecasting	63	1	30	32	
Technology to improve public services	30	4	13	13	
Less government regulation	18	-	12	6	
TOTAL	562	19	415	128	

Theme 12: Safe Austin (552 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Reduce crime and theft – through a strong police force and strive for zero crime and drug offenses, better DUI enforcement	182	12	106	64	
Austin is clean and safe, no graffiti, increase first responders, well-funded services, clean streets, maintain police presence, better lighting, EMS and fire safety support	149	5	61	83	
Increase community awareness – neighborhood associations work with police force, many eyes on the street, better relationships	21	1	14	6	
Neighborhoods are safe and strong – family-friendly activities, including neighborhoods east of I-35, downtown, and UT, imrpove police sensitivity training	54	7	21	26	
Eliminate panhandling	137	2	116	19	
Juvenile delinquency is eliminated – instead schools and vocational programs support teens, support for families in poverty	9	1	8	-	

TOTAL	552	28	326	198	

3. Describe Austin Today: Summary Strengths
(CFS #1 and Surveys as of Feb 1, 2010, MiaB to be completed)

Strengths	All	CFS #1	Surveys
Arts, live music, creative community, entertainment, night life, tradition of weird, culture	559	180	379
Natural resources (e.g., beauty, landscape, water, lakes, trees, environmental resources, native landscape) and the physical environment	541	113	428
People, friendliness, families, laid-back attitude, unique character, small-town atmosphere, emphasis on community, **quality-of-life**, neighborhoods	533	117	416
Parks, open spaces, recreation, trails	437	177	260
Diversity (broad range of people, ethnic and cultural diversity, unique perspectives, open-minded)	362	171	191
Environmental awareness, clean water, energy conservation, renewable energy (could be enhanced), desire for sustainability, City's focus on clean energy, water conservation, utilities	293	87	206
Higher educational opportunities (UT, ACC, college/university town, university as the economic driver, extension classes) and educated population	285	57	228
Diverse and strong economy (vibrant, able to attract venture capital, high-tech careers, jobs, business climate, movie industry, newspapers)	211	43	168
Local business (local business culture, incubators, variety, unique businesses, entrepreneurial community, DIY culture)	186	90	96
Progressive, engaged population, community involvement, involved government, radio stations, volunteerism	159	42	117
Vibrant downtown (housing, live music, night life, proximity to neighborhoods and university, density, State Capitol, potential to be more vibrant, great skyline, walkable)	137	61	76
Neighborhoods (older areas, character, scale, density, unique areas, small-town feel, diversity, outdoor/public space, neighborhood zoning, associations)	123	71	52
Places and Events (music and other festivals, outdoor places)	105	8	97
Climate, weather, geographic location, access to region	95	30	65
City government (strong, low taxes, environmental codes, seat of government)	83	13	70
Active lifestyle opportunities (outdoor activities, emphasis on recreation and open space, fit community, sports, recreation), **healthy living**, health care	76	27	49
Restaurants and locally grown food (BBQ tradition, great restaurants, farmers market, community gardens)	70	13	57
Affordable housing, great housing options, cost of living, relative cost	68	31	37

Strengths	All	CFS #1	Surveys
of housing			
Recycling program (single-stream, Dillo Dirt, waste management, leader), **energy initiatives**, green buildings	63	20	43
Public school/K-12 (diversity, strong schools, opportunities for all)	60	13	47
Historic and Cultural Resources (historic buildings, architecture, preservation, historic squares, cultural institutions)	58	33	25
Bicycle and pedestrian friendly city	37	13	24
Clean and safe city, relatively low crime	36	10	26
Public transit (convenient, future plans, enhanced mobility)	33	19	14
Tourism and location in central Texas, regional attractions	20	4	16
Street circulation (and scheduled improvements), ease of getting around	18	6	12
Ability to grow and expand, balance between development and open space, growth rate	15		15
Library system	12	4	8
Shopping, retail options	12		12
Locally grown food (growing interest, community gardens, food programs)	5	5	0
New Airport	5	2	3
Total	4,692	1,455	3,237

4. Describe Austin Today: Summary Challenges
(CFS #1 and Surveys as of Feb 1, 2010, MiaB to be completed)

Challenges	All	CFS #1	Surveys
Traffic, congestion, road safety, toll roads, east-west connections, signage	491	89	402
Public transit (i.e., beyond downtown, mass transit, light rail, inadequate, safety, speed, connection with other cities, not enough modes, routes not convenient, lack of unified/comprehensive mass system, E/W connections, rapid bus lanes, support for public transit)	297	83	214
Affordable housing (i.e., define, lack of, near business/services, downtown, spread throughout the City, for all education/income levels, cost of living)	253	122	131
Lack of multi-modal choices (i.e., roadways are too geared to autos, more options, safe and convenient modes, connections, reduce auto dependence, end of oil – need new solutions)	246	176	70
Elected representation (need single-member districts, accessible government, stronger local government, politics, at-large council), state interference	201	63	138
Need to protect environment (e.g., preservation of natural areas, resources, air, water, soil, trees, challenge of sprawl vs. preservation, loss of mature trees, pollution) and strained water supply	178	101	77
Racial, economic, and cultural stratification (achievement gaps, east/west divide, income segregation, lack of diversity in neighborhoods, racism)	174	72	102
Pedestrian and bicycle options (e.g., barriers in neighborhoods, along major roadways, few safe bike trails/lanes - 620, 360, MoPac, S. Congress Ave, need to link neighborhoods via trails, accessibility, improve safety, connectivity, education)	161	54	107
Sprawl (i.e., roadway system over taxed, reduce sprawl and protect resources, wasteful land use, suburbs more attractive for development, poor development on urban fringe, loss of resources, car dependant)	157	70	87
Education (e.g., public schools, all levels, quality, improve compared to nation, strong system, improve grad rate, special services, equal education across the City, eliminate income divide)	153	84	69
Smart development/growth (e.g., preserve undeveloped land, redevelop existing low-density dilapidated housing into more mixed-use, higher density, concentrate density in core, self-sufficient neighborhoods with a mix of uses/businesses, incentives, control growth boundaries, rethink building footprint/cover, TOD, better urban design)	147	71	76
Community character and preservation, how to keep Austin "feel" and still manage growth (i.e., preserve local color, local people, keep Austin weird, preservation of neighborhoods, balance, preserving sense of community, maintain quality of life), preserve local businesses	133	72	61
Greenspace/parks (e.g., trails, connections, neighborhood parks, urban forest, greenspace and water, dog parks in neighborhoods, Hill	119	64	55

Challenges	All	CFS #1	Surveys
Country)			
Crime (drugs, public safety, vandalism, litter)	99	22	77
Civic engagement, voter turnout, apathy, disagreements	90	64	26
Neighborhood conflicts, NIMBYism, sticking to neighborhood plans, politics	87	32	55
Homelessness (across Travis County, social services, address problem, shelters), panhandling	87	21	66
Deteriorating Infrastructure (roads, curbs, sewers, adequate sewer treatment, aging, electricity goes out during storms, streetscape improvements including East Austin), **public services**	86	24	62
Increasing tax burden (property taxes, sales tax, cost of growth, need equitable tax system)	85	34	51
Planning and Implementation (inability to implement previous plans, too much planning without implementation, no adopted plan for 20 years, how will neighborhood plans remain valid, evaluation), need better planning	83	13	70
Balance/diverse housing types (e.g., across the city, middle-class housing, more SF ownership, for all income levels, lifestyle choices - urban/suburban/rural, town centers, maintain open space)	71	47	24
Employment Diversity (distribute high tech around City, need more diverse industries, training, high-paying quality jobs)	63	29	34
Sustainability (local food, diverting from landfills, balance of growth and resources, leadership, conservation, economic and social diversity), more green buildings	62	35	27
Jobs (bad economy, attract business, keep people in Austin, lower unemployment, higher-paying jobs), develop economic plans (deal with unstable business, ways to make Austin affordable, change growth oriented economy to other, awareness/education)	56	32	24
Population boom (where will people live, impact on natural resources, sense of place, crime, healthcare, overcrowding)	47	24	23
Insufficient development regulations (need to improve zoning, County regulations or lack of, developer influence), planning	44	32	12
Need to provide public/community services to all residents (equality across city, increase spending on arts, libraries, public theatre, police, emergency planning, events)	44	44	0
Increase renewable energy (non-renewable and impacts, alternative energy sources, energy conservation, smarter power, infrastructure)	39	29	10
Health care (improve facilities, funding, mental health, access, senior services, disabled population)	33	14	19
Support for low-income families (i.e., child-care, access to healthy food, housing support, education and safety issues, recreation for kids, after-school care, summer programs, eliminate drugs in schools)	31	31	0
Gentrification (lose of affordable housing, working-class neighborhoods)	31	10	21
Preservation of view corridors and open space (e.g, Capitol View	29	29	0

Challenges	All	CFS #1	Surveys
Corridor, Lady Bird Corridor, Town Lake, public waterfront, Ladybird Lake, preserve valuable farmland, "skyline sprawl")			
Comprehensive recycling (including apartments, need local drop-off facility in Austin	26	17	9
Demographic shift (more diverse, accommodate new people/values without losing Austin, aging population, children, need to embrace change)	17	17	0
Effective regional planning (disconnect between CAMPO and City of Austin, outgrown current form of government)	16	16	0
Over-regulation of development, regulations driving up cost of living	15	15	0
Schools as community centers (i.e., center of neighborhood, tutoring, adult education, libraries, technology)	12	12	0
Downtown parking / overall parking	9	6	3
I**mmigration**	7		7
Climate Change	6	6	0
Landscape (intensive plantings, lawns, maintain urban forest, tree preservation)	6	6	0
College education (affordable, UT balance growth with growth of City)	6	6	0
Preservation (i.e., greenspaces, historic buildings, diverse culture, local and historic preservation, historic parks)	6	6	0
Economic support for arts and culture, creative business, venues, live-work space for artists, affordable cultural/arts venues	6	6	0
State Government moving, county office moving	5	5	0
Satellite suburbs	4	4	0
Reduction in electric and waste rates (for low-income households, urban farms/community gardens	4	4	0
Assess the true cost of growth	3	3	0
Too much acceptance of **population growth projections**	3	3	0
Problems associated with density (e.g., crime, stress, conflict, utility failure, inadequate services, increased cost of living)	3	3	0
Taxes are too low	2	2	0
Lack of **community gardens**	1	1	0
Total	4,034	1,826	2,209

Components of the Vision Exercise

Overview

As part of Imagine Austin's second round of public input, Austinites were asked to rate their agreement with 32 Components, arranged in six themes. Participants rated the Components at public meetings, through online and paper surveys, and at their own Meetings-in-a-Box. 1,765 Austinites participated in this part of the process. This document presents these ratings.

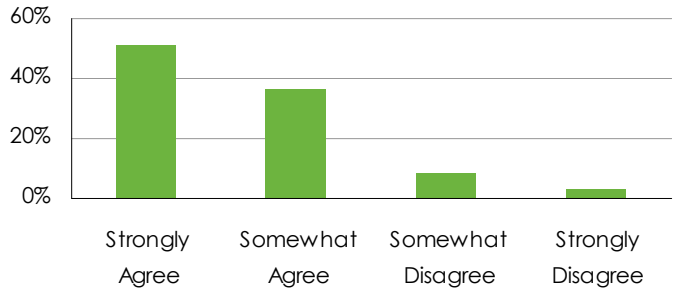
See the Imagine Austin Vision Statement: www.ImagineAustin.net/vision.htm

Find out how these Components were created and what participants comments were on individual Components: www.ImagineAustin.net/creating-the-vision.htm

Overall Vision ratings

In addition to rating individual Vision Components or Themes, survey respondents were also asked to rate the Vision overall:

Overall, what do you think of the proposed Components for this Vision" (Combined Agreement: **88%**)



See page 8 for these overall ratings broken down by different demographic groups.

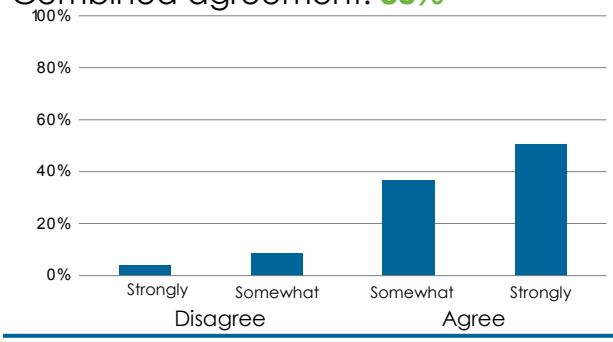
What's inside

- **Survey responses** and **Meeting-in-a-Box results:** Vision rating by theme (shown as a bar chart showing number of times each rating was chosen, along with a "Combined Agreement" score, adding the Strongly Agree and Somewhat Agree percentages together).
- **Forums results:** Summary ratings by Vision Component (showing both a bar chart of each rating and an average score).
- **Survey mentions of individual Components:** In addition to their ratings, survey respondents provided open-ended responses to document their concerns. This chart shows a count of how many times each Component was mentioned.

The Austin We Love Is Livable

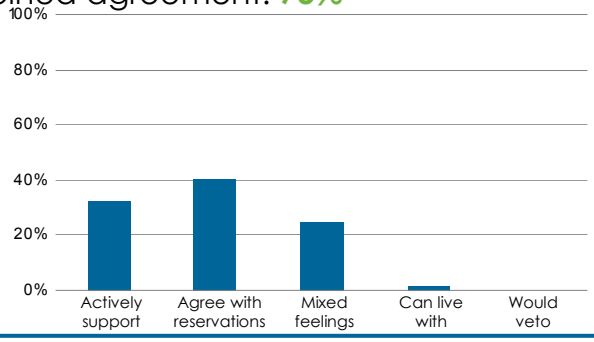
Survey (1419 respondents)

Combined agreement: **88%**



Meeting-in-a-Box (143 participants)

Combined agreement: **73%**

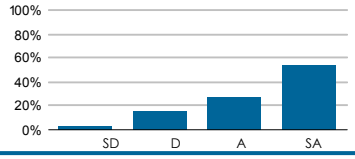


Forums (195 participants)

L1 A variety of urban, suburban, and semi-rural lifestyle choices and settings are available to residents.

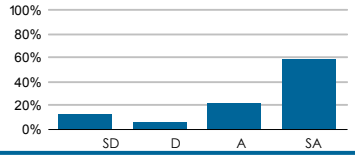
3.2

L2 We are a community of safe, well-maintained, and stable neighborhoods whose character and history have been preserved.



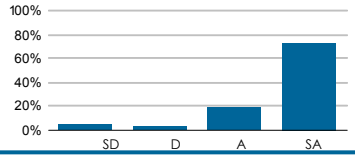
3.3

L3 Neighborhoods across the city are economically mixed and diverse with a range of affordable housing options.



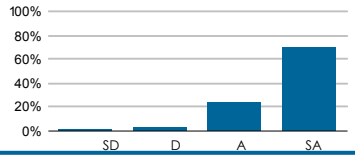
3.3

L4 Downtown Austin offers a vibrant, day and night time urban lifestyle for residents, workers, and visitors.



3.6

L5 Residents have access to quality schools, parks and recreation, health and human services, and other outstanding public facilities and services.

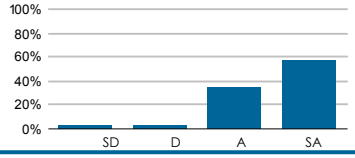


3.6

L6 Development occurs in connected and walkable patterns supporting transit and urban lifestyles, while reducing sprawl and negative impacts on neighborhoods.

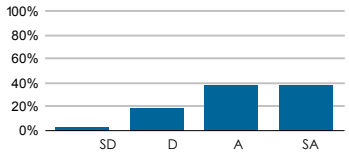
3.4

L7 Austin's population is active and healthy, with access to locally-grown, nourishing foods, and affordable healthcare.



3.5

L8 Development meets standards for quality and aesthetics providing certainty for residents and the real estate community.

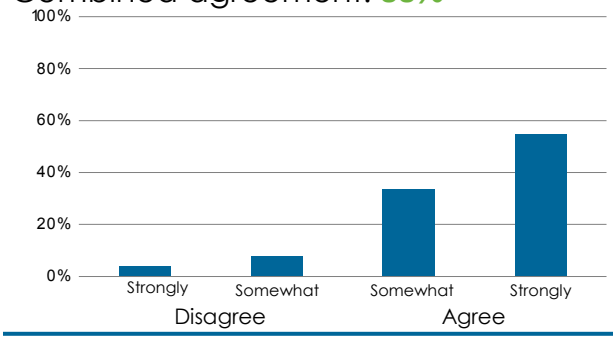


3.1

The Austin We Love Is Prosperous

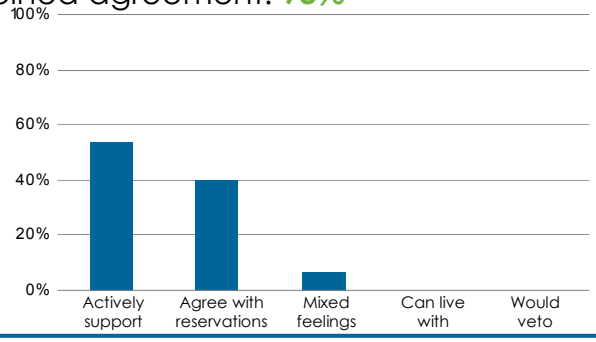
Survey (1419 respondents)

Combined agreement: **88%**



Meeting-in-a-Box (143 participants)

Combined agreement: **93%**

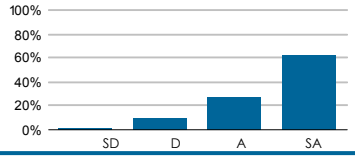


Forums (195 participants)

P1 The economy is diverse and includes large and small businesses, educational institutions, state and city government, and other major employers.

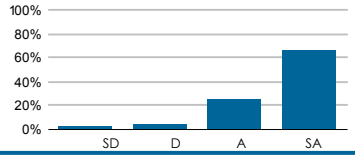
3.8

P2 Austin is a leader in "green" jobs, technology, research, and innovation.



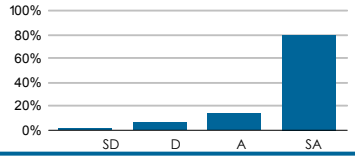
3.5

P3 Our ecology is integrated with our economy – the preservation of the environment and natural resources contributes to the prosperity of our people.



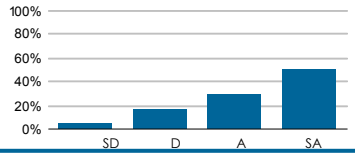
3.6

P4 Equitable opportunities are provided to all through access to quality education and good jobs.



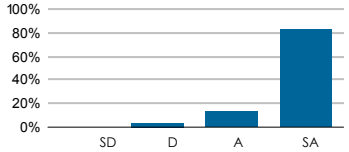
3.7

P5 Development strengthens our economy, tax base, and quality of life.



3.2

P6 Our community of local entrepreneurs and small businesses thrives.

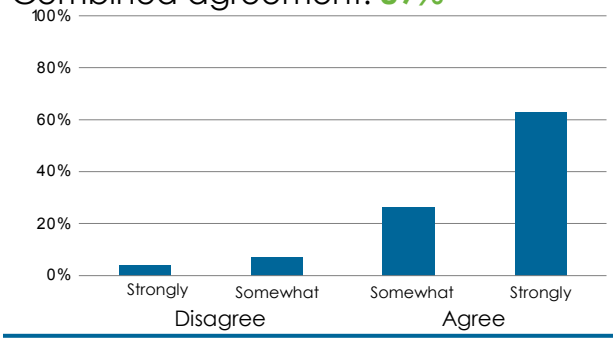


3.8

The Austin We Love Is Natural and Sustainable

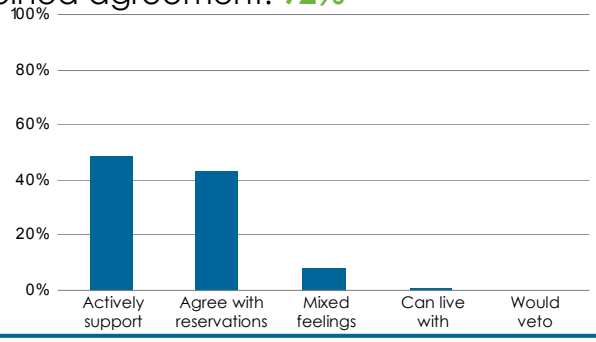
Survey (1419 respondents)

Combined agreement: **89%**



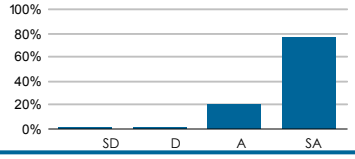
Meeting-in-a-Box (143 participants)

Combined agreement: **92%**



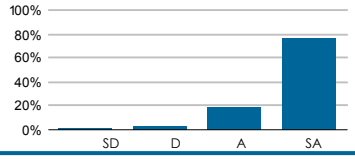
Forums (195 participants)

N1 Waterways, tree cover, habitat areas, and other precious natural resources are celebrated and vigorously protected.



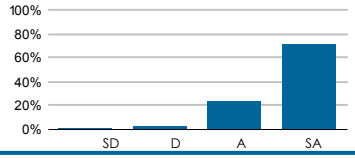
3.7

N2 Air and water quality in Austin and the larger region is improved. We conserve water and rely on native plants and landscaping to support our ecosystem.



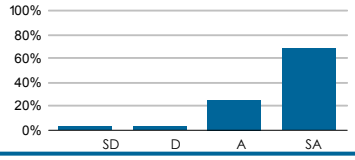
3.7

N3 The scenic beauty of the Hill Country is preserved for the benefit of future generations.



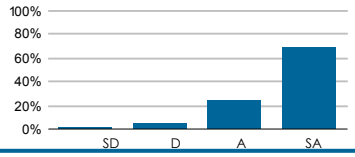
3.7

N4 Austin is a model of conservation, efficiency, and carbon footprint reduction. Our water, utility, and energy systems rely on renewable resources.



3.6

N5 The network of parks, greenways, stream corridors and other protected open space resources is greatly expanded.



3.6

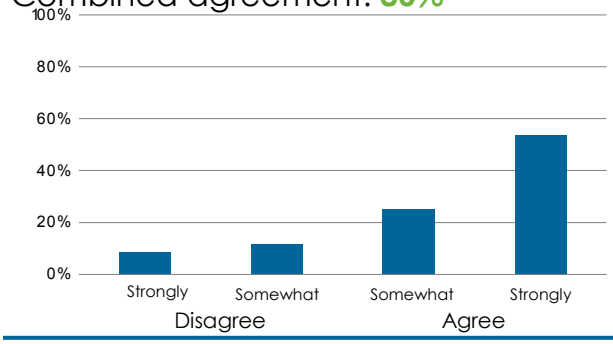
N6 Growth and infrastructure systems are well-managed to respect the limitations of our natural resources.

3.6

The Austin We Love Is Functional and Accessible

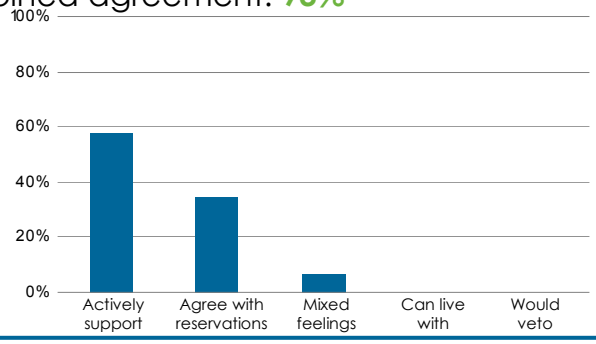
Survey (1419 respondents)

Combined agreement: **80%**



Meeting-in-a-Box (143 participants)

Combined agreement: **93%**

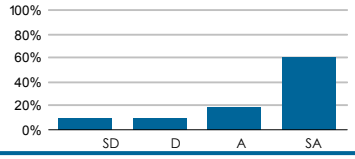


Forums (195 participants)

F1 The entire city is accessible by a functional and efficient road network, public transit, and safe and convenient bike and pedestrian routes.

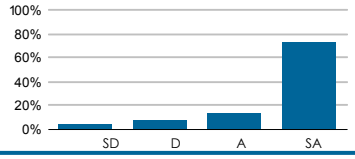
3.6

F2 Congestion is reduced and air quality improved through an enhanced roadway network and more convenient transportation choices.



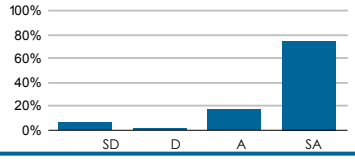
3.3

F3 Austin is a city that works. Reliable transportation, utilities, education and health, and human services are accessible to persons of all backgrounds and abilities.



3.6

F4 Austin is a user-friendly city with excellent schools, support for families, and opportunities for recreation, lifelong learning, and volunteer activities.

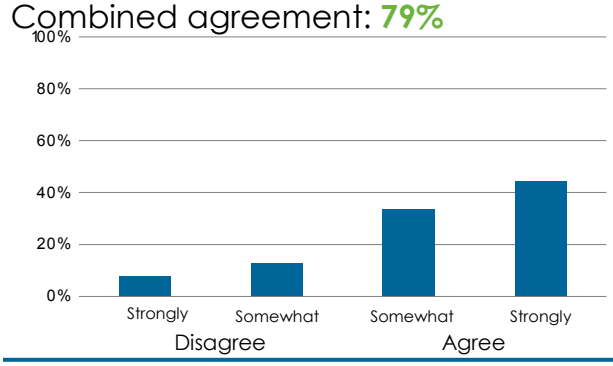


3.6

The Austin We Love Is Caring and Committed

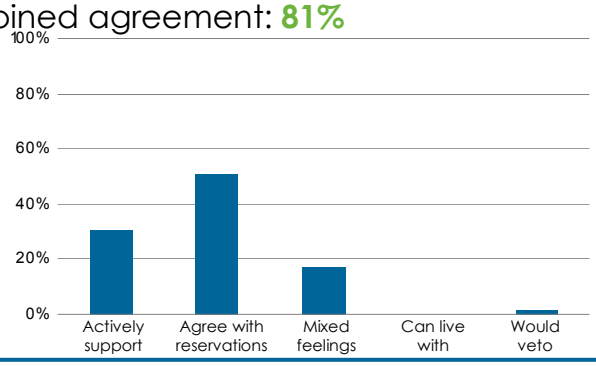
Survey (1419 respondents)

Combined agreement: **79%**



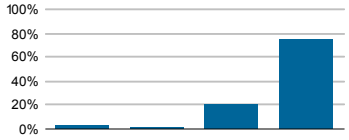
Meeting-in-a-Box (143 participants)

Combined agreement: **81%**



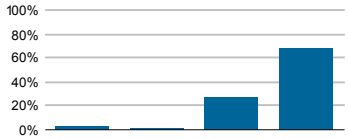
Forums (195 participants)

C1 Our diverse communities thrive and enrich each other.



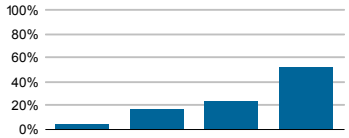
3.6

C2 All citizens are valued, respected, and welcomed to become engaged and have a stake in the future of their community.



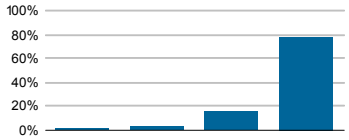
3.6

C3 We acknowledge and seek to rectify past injustices to African-Americans, Hispanics, and others who had been left out of full participation in our community.



3.3

C4 We are a diverse city of passionate, committed, creative, and independent thinkers. Welcoming the expression of opposing ideas in a respectful and civil manner, we move forward by finding common solutions.

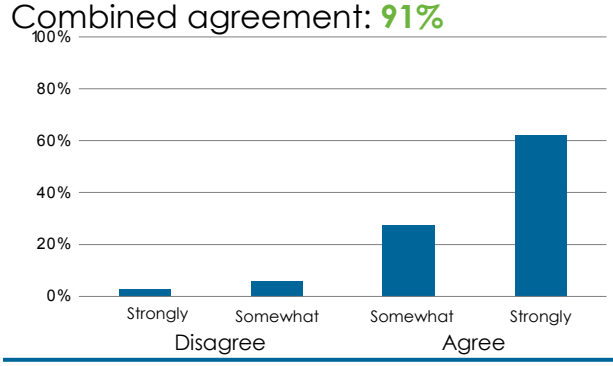


3.7

The Austin We Love Is Stimulating and Creative

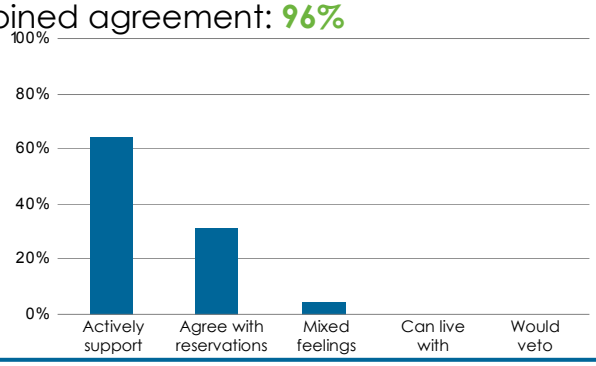
Survey (1419 respondents)

Combined agreement: **91%**



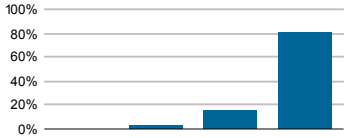
Meeting-in-a-Box (143 participants)

Combined agreement: **96%**



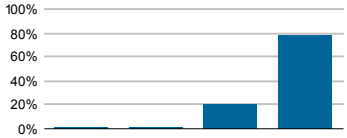
Forums (195 participants)

S1 Our unique "vibe" continues – Austin remains fertile territory for our creative class of musicians, artists, and innovators in technology, education, and the environment.



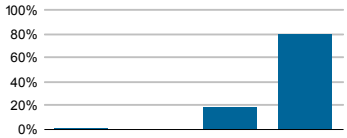
3.8

S2 The city is a world-class leader in innovation and creative thought.



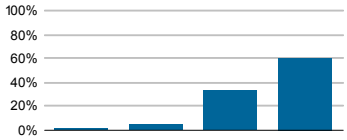
3.8

S3 Partnerships with schools, colleges, and other educational institutions engage our youth and provide opportunity for lifelong learning.



3.8

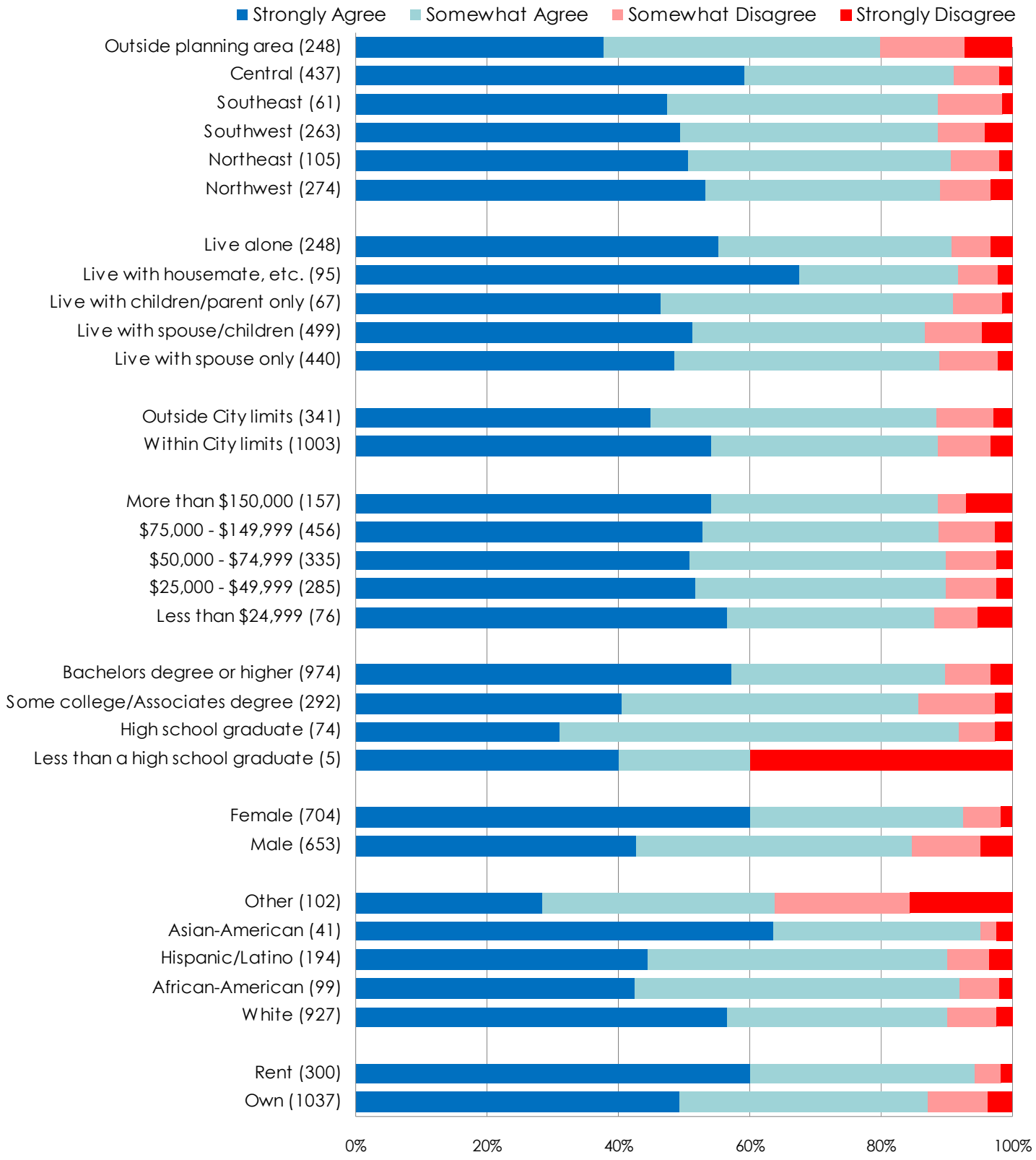
S4 Our population of artists and musicians of modest means is supported. Austin remains a great place for the arts, live music, and original culture.



3.5

Overall Ratings, across demographics

The online and paper survey offer the chance to see how different demographic groups in Austin rated the Vision. Responses to the "Overall, what do you think of the proposed Components for this Vision" question are shown below, by different demographic groups (down the left side, with the number of responses in that category in parentheses).



Which Way, Austin?

Community Forum Series #3 results *Close-out results, 11 December 2010*

Public meetings & survey

Community Forum Series #3 launched on September 20, 2010, with a series of nine public meetings over three weeks. At the same time, the same information was available through a paper and online survey.

The core activity of these opportunities for public input was built on prior public input in Community Forum Series #1 and #2, resulting in a broad Vision for Austin's future (see it online at www.ImagineAustin.net/vision.htm) and four alternate scenarios, sketching different ways the city could develop over the next 30 years (see the alternate scenarios on the right).

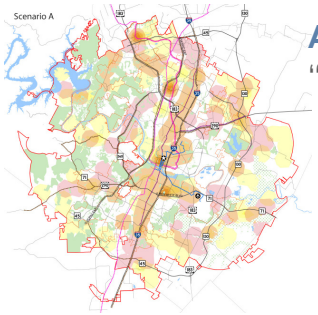
The "Which Way, Austin?" survey presented participants with likely ramifications of the four scenarios (plus a fifth, representing "Trends continue"), and invited them to assess the scenarios and rate their preferences.

Participation

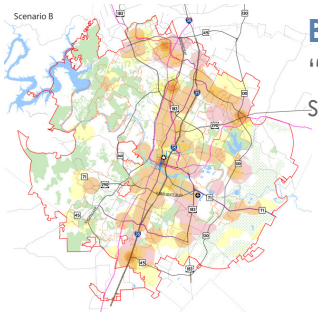
The table below gives overall participation figures, by the different venues in which Austinites could participate.

Venue	Count of participants
Public meetings	409
Paper survey (mail-in)	514
Paper survey (outreach events)	1,351
Online survey	2,467
Total number of participants	4,741

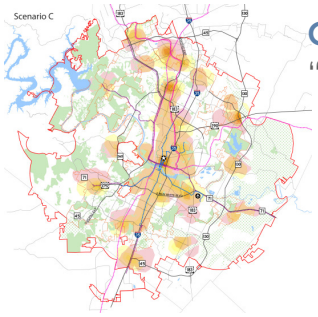
The Alternate Scenarios



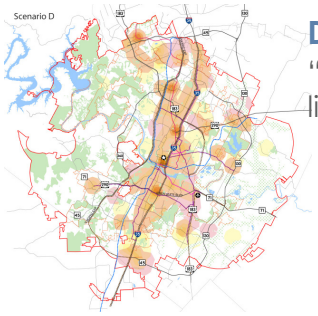
A
"Distributed"



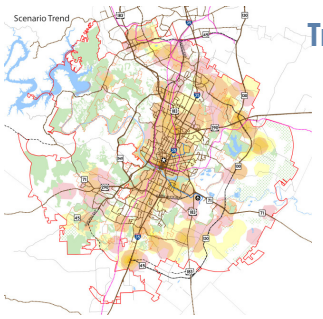
B
"North-east-south crescent"



C
"Centers"



D
"North-south linear"



Trend

Which Way, Austin?

Community Forum Series #3 results — *Close-out results, 11 December 2010*

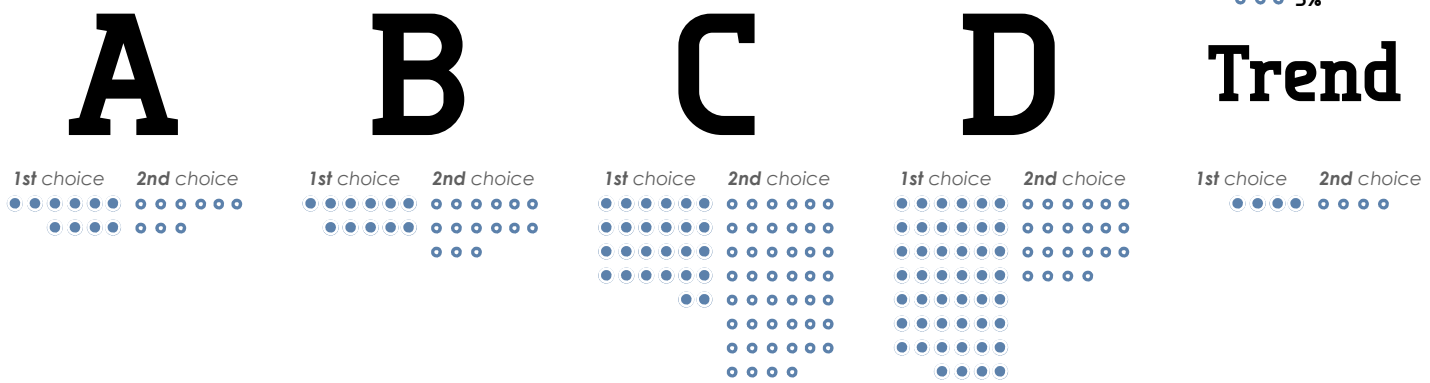
Scenario preferences

The results below report the public's scenario preferences: 1st and 2nd choice, by planning topic, and which scenarios participants selected for their second choice.

a Overall first and second choice preferences

Percentage of participants selecting each scenario as **first** (●) or second (○) choice.

None of these
●●● 3%
○○○ 3%



A 1st	A 2nd	B 1st	B 2nd	C 1st	C 2nd	D 1st	D 2nd	Trend 1st	Trend 2nd
10%	9%	11%	15%	26%	46%	46%	22%	4%	4%

b Preferred scenario by planning topic (online survey only)

Land Use	6%	7%	22%	60%	5%
Transportation	7%	7%	34%	48%	4%
Environment/Open Space	6%	7%	19%	63%	4%
Economy	8%	8%	20%	60%	5%

c Second choice

For each first choice, which scenario was selected as a second choice?

B	39%	A	27%	A	6%	A	2%	A	77%
C	22%	C	46%	B	23%	B	8%	B	8%
D	17%	D	23%	D	69%	C	88%	C	10%
Trend	21%	Trend	4%	Trend	2%	Trend	1%	D	6%

Which Way, Austin?

Community Forum Series #3 results *Close-out results, 11 December 2010*

d Scenario priorities

This section reports which indicators were selected as the "Top 5" when each scenario was a first choice.

A

INDICATOR	%
Congestion Delays (total)	13.4
Cost of Infrastructure	11.6
Value of Time Lost to Travel Delays	10.4
Daily VMT	9.7
Total Land Developed	9.0

B

INDICATOR	%
Congestion Delays (total)	16.0
Aquifer Protection	14.2
Cost of Infrastructure	12.6
Value of Time Lost to Travel Delays	10.9
Mixed Use	10.8

C

INDICATOR	%
Transit Use	11.1
Transit Access (homes)	10.0
Aquifer Protection	8.8
Water Consumption	8.6
Mixed Use	8.4

D

INDICATOR	%
Aquifer Protection	9.9
Transit Use	8.1
Air Pollution	7.5
Transit Access (homes)	7.4
Water Consumption	7.4

Trend

INDICATOR	%
Congestion Delays (total)	10.1
Cost of Infrastructure	9.1
Value of Time Lost to Travel Delays	7.5
Air Pollution	6.5
Total Land Developed	6.4

e Indicator priorities

Below, indicators are listed by how many times they were marked as a "top 5" indicator, along with how they were distributed across the scenarios. (The highest choice is in **blue**.)

	Percentage selecting scenario				
Indicator (total count)	**A**	**B**	**C**	**D**	**Trend**
Aquifer Protection (1,638)	7%	13%	21%	56%	3%
Transit Use (1,434)	6%	9%	26%	56%	2%
Cost of New Infrastructure (1,349)	8%	11%	27%	51%	3%
Transit Access (homes) (1,335)	9%	10%	26%	52%	3%
Water Consumption (1,311)	14%	18%	26%	36%	6%
Air Pollution (1,302)	8%	9%	28%	52%	3%
Congestion Delays (total) (1,301)	7%	10%	26%	53%	3%
Mixed Use (1,267)	11%	13%	25%	45%	6%
Transit Access (jobs) (1,130)	9%	11%	26%	50%	3%
Total Land Developed (1,039)	8%	10%	25%	54%	2%
Bike/Pedestrian Trips (1,031)	5%	8%	21%	63%	2%
Local Agriculture (1,000)	7%	11%	25%	54%	2%
Value of Time Lost to Travel Delays (970)	10%	10%	20%	55%	4%
Greenhouse Gas Emissions (898)	13%	18%	25%	40%	5%
Daily Vehicle Miles Traveled (872)	8%	11%	22%	55%	4%
Infill/Redevelopment (866)	14%	12%	21%	48%	5%
Congestion Delays (personal) (544)	10%	12%	20%	49%	9%

Which Way, Austin?

Community Forum Series #3 results *Close-out results, 11 December 2010*

f Plan Framework Priorities

The questions below report the results of the second section of the survey. Each item was rated Low (1), Medium (2), or High (3).

How important is it …	Average	How important is it …	Average
...that downtown, neighborhood centers, and new development should be compact and walkable, mixing places where people live, work, and shop?	2.5	... to improve and protect the region's environmental resources (such as water, soil, tree cover, and plant and animal habitat)?	2.8
...to preserve Austin's culture, character of historic buildings and neighborhoods?	2.7	... to protect the region's water supply through conservation and water reuse?	2.9
... to invest in a variety of transportation choices that includes transit, walking and biking?	2.7	... to reduce Austin's carbon footprint?	2.5
... that people with different income levels can afford to live throughout Austin?	2.5	... to focus on Austin's economic growth & job creation?	2.6
... that each part of town is economically diverse and offers a variety of housing types and costs?	2.3	... to improve job opportunities & access to jobs?	2.7
... to provide accessible libraries, community centers, meeting spaces, and senior centers in or near where people live?	2.6	... to provide accessible health and preventive care, including mental health care and substance abuse services?	2.5
... to provide parks and outdoor recreation centers close to where people live and work?	2.8	... to reduce homelessness through supportive services and housing?	2.2
... to provide greenways and trails?	2.7	... to provide educational opportunities for youth and adults?	2.8

Which Way, Austin?

Community Forum Series #3 results *Close-out results, 11 December 2010*

g Capital Improvements

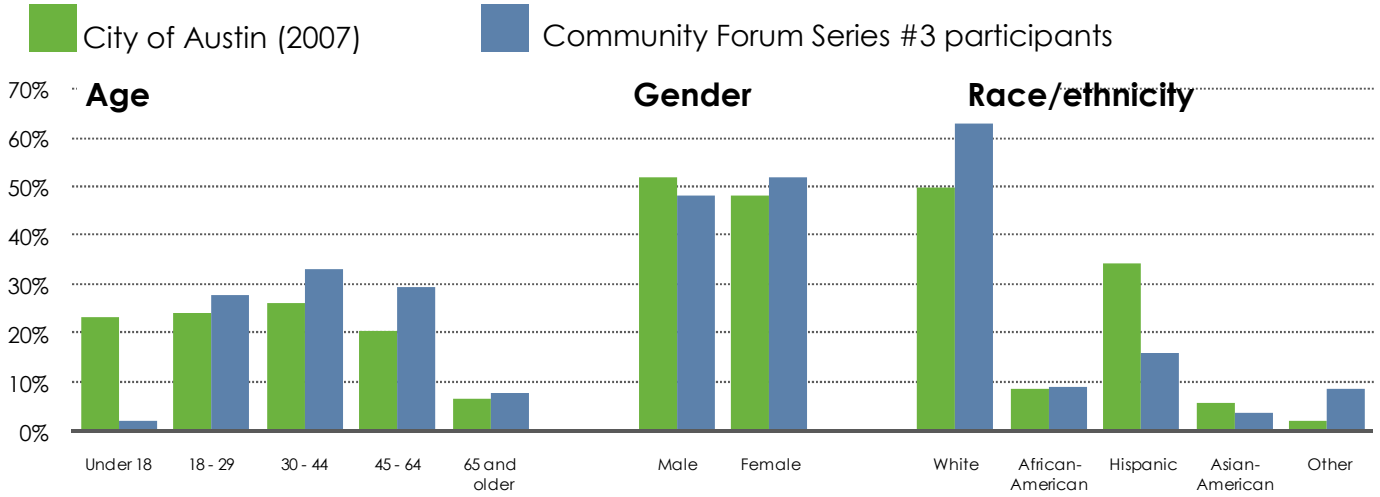
Improvement	%
Improve the transportation system	20.9%
Develop parks and recreation facilities	20.6%
Develop public safety facilities	13.9%
Acquire open space	10.2%
Develop health and human service facilities	9.5%
Repair and restore deteriorating infrastructure	8.5%
Develop community facilities	8.4%
Other	8.1%

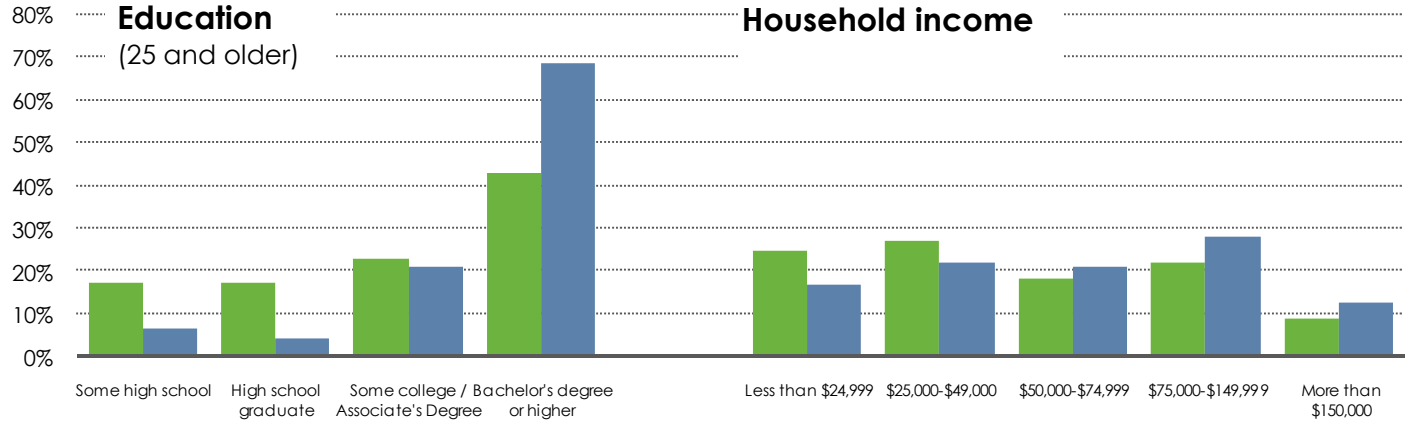
Which Way, Austin?

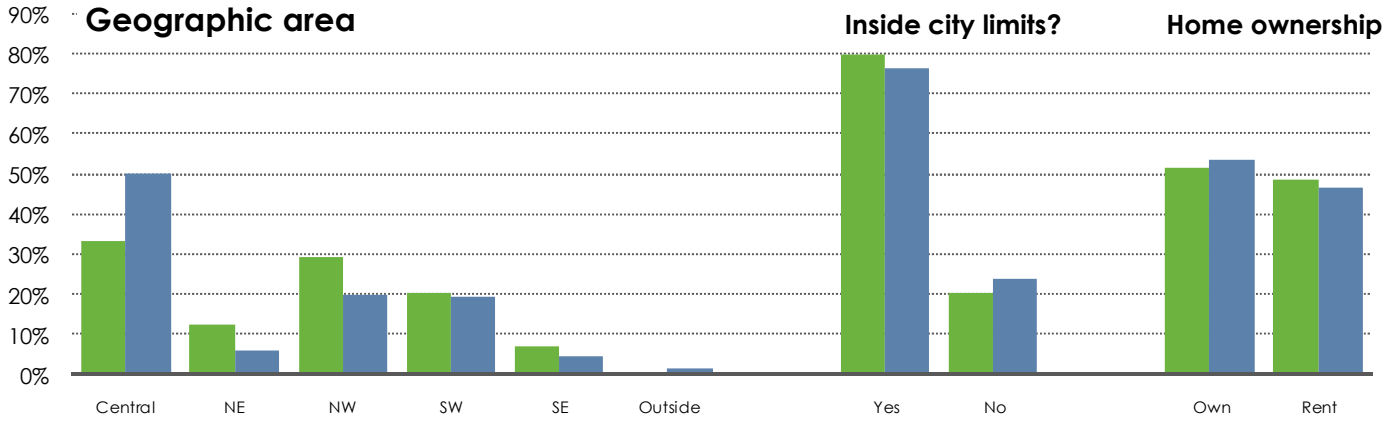
Community Forum Series #3 results *Close-out results, 11 December 2010*

Demographics

The demographic breakdown of participants in CFS#3 is provided below, compared with City of Austin demographics (American Community Survey estimates, 2007). Note that the planning area extends beyond City limits, so the demographics of the City are an approximation of the total planning area's demographics.







Which Way, Austin?

Community Forum Series #3 results *Close-out results, 11 December 2010*

Outreach for "Which Way, Austin?"

Public Meetings

Nine meeting over three weeks:

- City Hall
- David Chapel Church
- St. David's Church
- ACC South
- Del Valle Opportunity Center
- Concordia University
- Bowie High School
- Jewish Community Center
- Reagan High School

Spreading the Word

Utility bill insert (360,000)
Imagine Austin interest list (2,303)
Community Registry
Neighborhood Associations
Austin Neighborhood Council (ANC)
Churches and places of worship
University of Texas
Austin Community College
Concordia University
Huston-Tillotson University
St. Edward's University
Community Action Network (CAN)
Austin Independent School District
Del Valle Independent School District
Real Estate Council of Austin (RECA)
Congress for New Urbanism (CNU)
Austin Urban Coalition
Hispanic Quality of Life Task Force

Website & Social Media

www.ImagineAustin.net
New front "splash" page
Newsletter/survey online in English and Spanish
CFS #3 video online
Imagine Austin facebook page – 1,787 fans
Imagine Austin twitter page – 218 followers

Newsletter/Survey

Distributed over 200,000 Which Way, Austin? newsletter/surveys
Austin American-Statesman (80,000)
Task Force, staff and consultant team (30,000)
Austin Chronicle (90,000)
Distributed newsletter/surveys to 26 libraries and 20 recreation centers.
1,000 delivered by door hanger to each zip code:

- 78617 Los Cielos
- 78717 Avery Ranch
- 78721 Springdale Road
- 78723 Manor Road
- 78725 Austin's Colony
- 78741 East Riverside
- 78744 Dove Springs
- 78752 Coronado Hills
- 78753 North Acres
- 78758 Mearns Meadow

Community Conversation

25 Community Conversations checked out

Corporate Engagement

Greater Austin Chamber of Commerce
Greater Austin Hispanic Chamber of Commerce
Capital City African-American Chamber of Commerce
Austin Asian American Chamber of Commerce
Four Points Chamber of Commerce
Contacted over 200 of the largest employers to distribute the online newsletter/survey to their employees.

Which Way, Austin?

Community Forum Series #3 results *Close-out results, 11 December 2010*

Engaging Activities

15 "Taking to the streets" events at:

- High school football games
- Huston-Tillotson University
- University of Texas
- ACC campuses
- Bus stops
- Austin City Limits shuttle stop

Austin Future's Fair
Austin Council of the PTA
Dieciséis (Mexican Independence Day)
Asian American Cultural Center Harvest Moon Festival
Save Barton Creek Association
Hispanic Organizations Working Together as One (HOWTO)
Elementary schools open houses (Pickle, Pease, Allan, Popham, Sanchez, Zavala, Doss, Metz, Blackshear)

Media

City Council press conference to kick-off CFS #3
Public Services Announcements – Time Warner, Grande Communications, Channel 6
Sunday front page feature in Austin American Statesman
Sunday op-ed in Austin American Statesman by City Manager Marc Ott
Multiple stories in Austin Chronicle
Stories on

- KXAN 36
- Fox 7
- Univision
- Telefuturo
- La Voz
- KUT
- KVET
- KLBJ
- The Daily Texan
- Community Impact
- Infact Daily

Print advertisements in Austin American Statesman, Austin Chronicle and ahora sí

Imagine Austin Priority Program survey results

2491 responses downloaded 12/16/11

Program Description	Average Priority
Improved Transportation for Cars, Transit, Bikes, Walking	5.9
Manage Long-Term Water Resources	5.3
Education & Talented Workforce	5.1
Network of Parks, Trails, Waterways & Natural Areas	4.5
Affordable Housing throughout Austin	4.5
Grow & Invest in Creative Economy	4.4
Healthy Austin	3.5
Update City Rules for Land Uses	3.1

on a scale of
8 - highest
1 - lowest

Community Forum Series #4

Commenters on the draft plan	
Abe I.C.	Lisa Harris
Amalia Rodriguez Mendoza & Gloria Pennington	Lorraine Atherton
ANC Central (Jolene Kiolbassa)	Marcelo Tafoya
Ann Graham	Mark Seeger
Armando Rayo	Mary Arnold
Austin Urban Coalition (Jeb Boyt)	Mary Ingle
Beau Site Neighborhood Ass. (Alex Davern)	Megan Meisenbach
Betsy Greenberg	Michael Curry
Brent Danninger	Nancy Neaval
CANPAC (Mary Ingle)	NEABACA (Jerry Perkins)
Carol Journeay	NUNA (William Bednar)
Central West Austin Combined Neighborhood Plan Contact Team (Mike Canatti)	Raul Garza
Chris Crawford	RECA
Congress for New Urbanism - Central Texas Chapter (CNU-CTX) (Sean Compton)	Sally & Michael Ward
David Venhuizen	Sandy McMillan
Donna Morrow	Scott Morris
Ellen Richards	Sirgun Kaur (Kim) Relph
Frank Harren	Steve McGuire
Gabriel Padilla	Steve Zettner
HBA	Stuart Hersh
Heather Hunziker	Susan Pantell
Heather Way, FACTF	Teresa Garrett
Hyde Park Neighborhood Association (Lisa Harris)	Tina Fernandez
Immigrant Services Network (Maile Broccoli-Hickey)	Trish O'Day & Lisa Doggett
Jay Tassin	University Hills Neighborhood Association (Vera Givens)
Joe Bailey, Jr.	Urban Parks Workgroup (Lynn Osgood)
Kathleen Strong	Walt & Raina Hornaday

Comments and responses are available online at
http://www.imagineaustin.net/chapters#comments

Community Participation

In-person Opportunities and Surveys	
Participation Workshop	70
Community Forum Series#1	5,892
Community Forum Series #2	4,211
Community Forum Series #3	4,761
Neighborhood plan meetings	246
Working Groups	373
Community Forum Series #4	2,979
All Imagine Austin	**18,532**

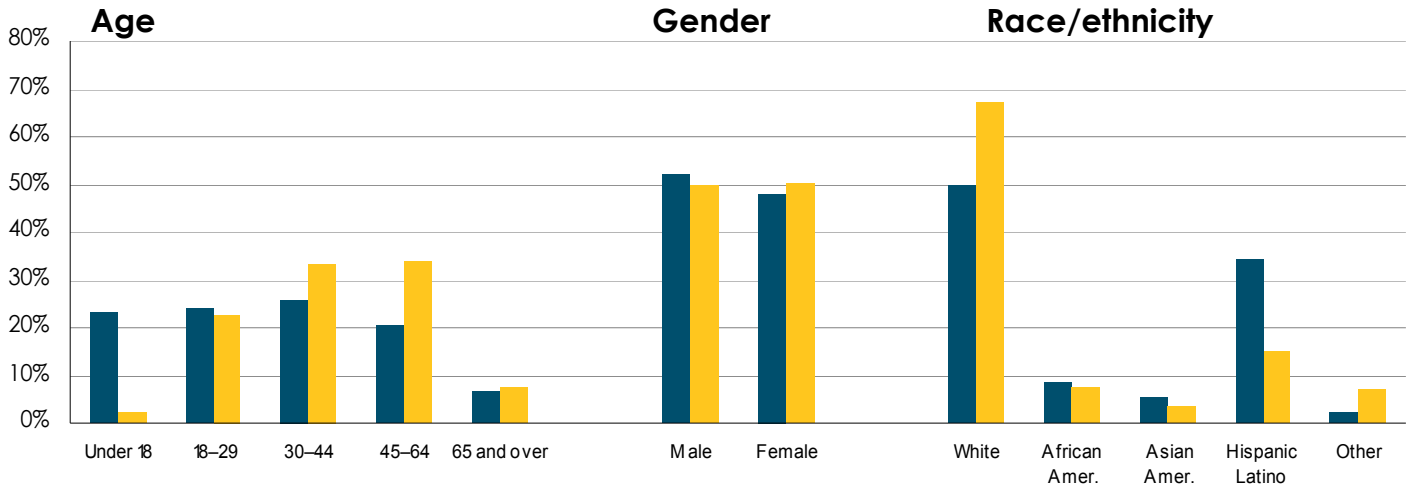
Social Media and Electronic Communications	
Facebook	2,209
Twitter	1,097
YouTube	n/a
Flickr	n/a
General email list	2,539
SpeakUp Austin online forum	n/a
www.imagineaustin.net	**n/a**

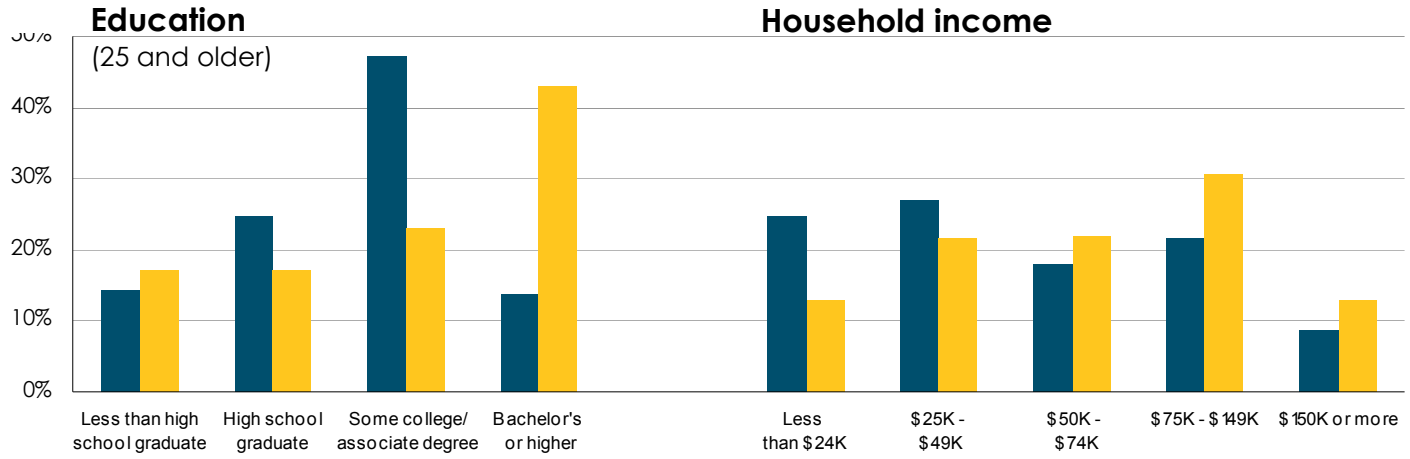
IMAGINEAUSTIN

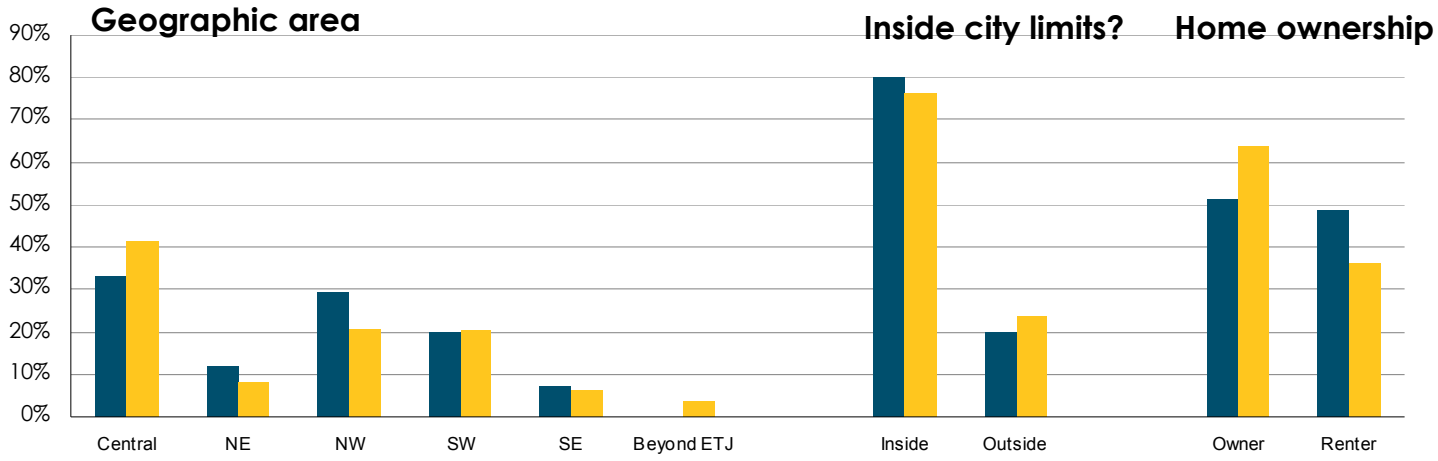
Demographics (Oct. 2009—Sept. 2011)

The charts below show the demographic breakdown of Imagine Austin participants through December 2011 compared with the overall demographic breakdown of Austin.

City of Austin (2007) | Imagine Austin participants







MAKING AUSTIN

Public Participation in a New Comprehensive Plan

September 24, 2009

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2 Public Participation 7

3 Media, Education, and Discussion Tools 13

4 Public Participation Tools. 17

5 Key Public Participation Events 19

6 Transparency and Documentation 22

7 Monitoring and Feedback. 23

Welcome to Your Future

The City of Austin's citizens are about to embark on a very exciting journey. Over the next 18 months, elected and appointed leaders, residents, business people, city staff, civic groups, community volunteers, and many others will engage in a discussion about our values as a city and our aspirations for the future. This discussion will articulate a vision for Austin's future and guide the development of a new Comprehensive Plan that will drive the way the City grows, spends, and conserves its resources.

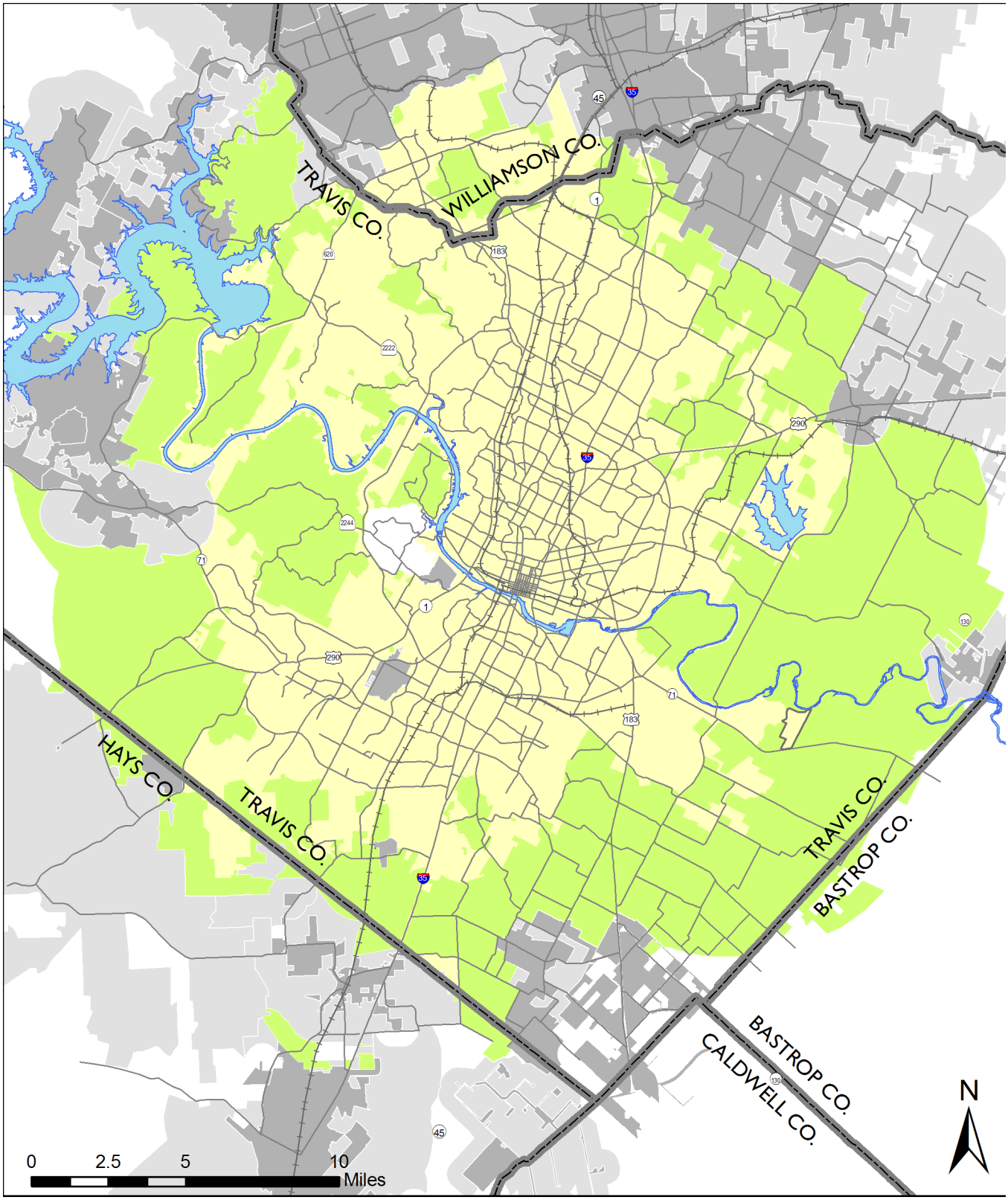
To citizens who were involved in pre-planning activities (e.g., the August 5, 2009 workshop), thank you. Your input directly shaped this Public Participation Plan. To citizens who will become involved as the planning process officially kicks off, welcome.

What the Comprehensive Plan Is

- ☑ An expression of the Austin community's shared values, aspirations, and vision for the future.
- ☑ The policy foundation for decision-making by the City and its partners to proactively manage growth and change.
- ☑ The City's "to-do" list defining a citywide action program and priorities to be implemented over time to achieve the vision.

What the Comprehensive Plan is Not

- ☐ A replacement of existing neighborhood, corridor, or other geographically specific plans (rather, it provides a policy framework to be taken into account in preparing or revising such plans in the future).
- ☐ A specific proposal for changing land use or zoning (again, the comprehensive plan sets the framework for undertaking such changes).



City of Austin Jurisdiction and Neighboring Municipalities

Legend

- **Austin - City Limits**
- **Austin - Extra-territorial Jurisdiction**
- **Other City Limits**
- **Other ETJs**

Figure 1. City of Austin Jurisdiction and Neighboring Municipalities .

CHAPTER 1

INTRODUCTION

Background on the Austin Comprehensive Plan

A comprehensive plan defines a city's public policies related to growth and development. It takes a broad, community-wide perspective, often referred to as a "30,000 foot view," as opposed to more detailed neighborhood, corridor, or area plans that deal with specific parcels and projects (e.g., filling gaps in the sidewalk network or undertaking specific park improvements). Austin's new comprehensive plan will establish a framework and action program for the City as a whole, to be implemented over a period of years to achieve the vision articulated by citizens.

The Austin City Charter spells out specific items that need to be incorporated into the City's comprehensive plan. According to Article X: "Planning" of the City of Austin Charter,

The council shall adopt by ordinance a comprehensive plan, which shall constitute the master and general plan. The Comprehensive Plan shall contain the council's policies for growth, development and beautification of the land within the corporate limits and the extraterritorial jurisdiction of the city, or for the geographic portions thereof including neighborhood, community and area wide plans.

The comprehensive plan shall include the following elements (although additional elements may be included):

1. *A future land use element*
2. *A traffic circulation and mass transit element*
3. *A wastewater, solid waste, drainage and potable water element*
4. *A conservation and environmental resources element*
5. *A recreation and open space element*
6. *A housing element*
7. *A public service and facilities element, which shall include but not be limited to a capital improvement program*
8. *A public buildings and related facilities element*
9. *An economic element for commercial and industrial development and redevelopment*
10. *A health and human service element*

Austin's current comprehensive plan of record, the *Austin Tomorrow Comprehensive Plan*, was first adopted in 1979 and most recently updated in 2008. The *2008 Interim Update* incorporated City Council policies and replaced the 1979 Growth Areas Map with an updated Growth Areas Map. The need to create a new Comprehensive Plan became increasingly clear during the process of developing the 2008 Update. Although the plan contained themes that are as relevant today as they were in the 1970s, such as neighborhood and environmental protection, much of the plan is dated and a product of the time in which it was written. In addition, since the plan's initial adoption, a number of issues have emerged that were not foreseen in the 1970s. Homelessness, diminishing automobile mobility, climate change, and an affordable housing supply that cannot meet the growing demand are among the issues of concern for current and future Austinites.

[1] The ETJ is the unincorporated land within five miles of Austin's boundary that is not within the city limits or ETJ of another city. It is the territory where Austin alone is authorized to annex land.

Moving Forward with a New Comprehensive Plan

In their 2009-2010 annual budget, the Austin City Council apportioned funds to create a new Comprehensive Plan for the City. On April 23, 2009, Wallace Roberts and Todd, LLC (WRT) was selected to lead a consultant team to work with the City of Austin, the citizens of Austin, and residents of its extra-territorial jurisdiction (ETJ)[1] to create a new Comprehensive Plan (see Figure 1). City Council set three overarching goals to guide the process of preparing the plan:

1. **Community Engagement:** The planning process will include multiple ways of engaging the public, with the overall goal of developing a plan that reflects the values and aspirations of the entire Austin community.
2. **Sustainability:** The planning process will define what sustainability means specifically for Austin and the aspirations of Austinites for a sustainable future environment, economy, and community.
3. **Implementation:** The planning process will incorporate a strategic focus on implementation, culminating in formulation of a realistic action agenda and benchmarks to measure progress in achieving the vision.

The end result is expected to be a landmark plan and model for other communities to use in charting a course towards a sustainable future.

This public participation plan defines a framework for achieving the first goal—involving the Austin community in developing a plan that will be vitally important to the City's future. Towards that end, it defines:

- Guiding principles and objectives; participants and their roles in the planning process (Chapter 2)
- Outreach, education, and discussion tools to be used to reach and inform residents (Chapter 3)
- Public participation tools to be used to actively engage residents in providing public input (Chapter 4)
- Key public participation events in the process (Chapter 5)
- Measures to be taken to document the planning process and provide a transparent record of results (Chapter 6)

"About the Comprehensive Plan"

CHAPTER 2

PUBLIC PARTICIPATION

CHAPTER HIGHLIGHTS

Guiding Philosophy/ Principles of the Public Participation Plan

Objectives

Targeted Audiences

Key Participants and Their Roles

Decision-Making

This section lays out the guiding philosophy and objectives of the Public Participation Plan, as well as the roles of those who will be involved throughout the process. The plan is based on two principles of participation: 1) The plan will reflect the values and aspirations which citizens will be invited to express in a multitude of ways throughout the planning process; and 2) The process will engage members of the public who are not usually involved in city planning and decisions.

The goal of the Participation Plan is to create a framework to solicit public input to create a new Comprehensive Plan for Austin. This new plan should give clear direction for future policies, be rooted in Austin's broad common ground, and incorporate, where possible, new approaches to bringing together Austin's diverse interests.

Guiding Philosophy

These following principles provide the foundation upon which the public participation program is built.

- **Open to All:** Participation in the development of the comprehensive plan is open and inclusive of all of Austin and its extraterritorial jurisdiction. Participation is encouraged across geographic, demographic, financial, and other lines. Because different people have different experiences, preferences, constraints, and capacities to participate, being open to all requires having multiple ways to participate.
- **Community Engagement:** Beyond staff and the consultant reaching out, talking with, and listening to the community, the community engages with itself, across the traditional lines that divide Austin. This happens across the process, but also within specific events (e.g., the community forum series).
- **Transparency:** Participants see their input reflected in the outcomes from meetings and events and see how those outcomes shape and influence the plan.
- **Enthusiastic and Vibrant:** The process welcomes and encourages enthusiasm, as a foundation for becoming an increasingly vibrant city.
- **Engaging Underrepresented Groups:** For traditionally hard-to-reach groups (e.g., younger citizens, families with children, renters, Spanish speakers, and residents who hold more than one job and have little free time) a concerted effort will be made to take participation opportunities directly to them—where they live, work, and gather. Among planned activities are community forums held at varied times and in geographically dispersed locations, the use of social media, leveraging the relationships of community leaders and institutional partners to reach targeted populations, and periodic focus groups.
- **Fun:** The planning process need not be a dry one. In fact, it can be enjoyable and even entertaining. By creating opportunities for the community to have fun together, the planning team will inspire trust, ownership, and commitment to the process. Appealing venues, music, visuals, energetic activities, concurrent youth events, and the opportunity to meet new "neighbors" are among the ways that fun will be interjected into activities

The following objectives are the ends to which public participation efforts are directed:

Build understanding of the project and credibility for the process.
Strategy: A variety of outreach and educational tools will help create public understanding of the planning process and the important role the community will play in that process. Credibility will be built by a number of actions, including program transparency, effective branding, community ambassadors (e.g., Comprehensive Plan Citizens Advisory Task Force members, community leaders, and even local celebrities), media coverage, and an obvious connection between input and outcomes.

Provide numerous and varied opportunities for public participation and input.
Strategy: The program will offer a variety of participation methods, hold events in geographically diverse locations, partner with diverse individuals and organizations to expand opportunities to participate, and encourage community members to engage with one another. Dialogue will be decentralized.

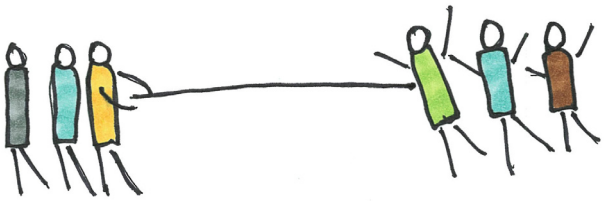
Understand the needs and interests of the City's diverse constituency.
Strategy: Attention will be given to both those traditionally involved audiences as well as to groups who are traditionally less involved. While typically underrepresented groups can be challenging to reach, there are tools built into the planning process to ensure diversity of input. Citizens representing these groups, including those who live in Austin's extraterritorial jurisdiction, young adults, ethnic and racial minorities, and those without a college education will be recruited to participate in focus group discussions. Additionally, these groups will have representation on the Comprehensive Plan Citizen's Advisory Task Force, and community leaders within these populations will be recruited to serve as "relayers," spreading the word about public participation opportunities and collecting hard-copy comment forms at meetings and events.

Carefully consider input and show a clear connection between input and outcomes.
Strategy: A well-structured system of documentation and transparency will keep the public informed about the development of the plan as it unfolds, accounting for how public input is collected and how that input is used in the subsequent phase of the planning process. Graphic representations of the process and timeline will be displayed in public facilities and online allowing the community to tangibly see how the plan evolves.

We recognize that these public participation principles and objectives aspire to a high standard. We also understand that the constraints of available time and resources may, at times, cause us to fall short of these ideals. However, by working together, our collective community efforts will yield an exceptional public experience and a strong Comprehensive Plan.

Targeted Audiences

Residents in the City of Austin and those in its ETJ are targeted for outreach and participation. Special efforts will be made to ensure that the voices of typically underrepresented groups are heard in the planning process. These groups include minority populations, non-English speakers, families with children, seniors, people with disabilities, and residents living outside the urban core who have not been traditionally engaged in community planning activities. Outreach and education tools are outlined in Section III of this document. These tools will be appropriately modified to reach underrepresented groups as well as the general population.



Key Participants and Their Roles

A well-orchestrated public participation program requires a team effort. Following are the key participants on that team and the roles they will play in the process.

Citizens

Members of the community are asked to engage in civil discourse about issues that affect current reality and dictate what Austin will be in the future. Citizens include not only residents, but also members of Austin's business and corporate communities, as well as its non-profit and advocacy communities. They are asked to communicate their interests, listen to diverse viewpoints, understand constraints and trade-offs, and help in defining the common ground. Most of all, they should bring Austin's enthusiasm, vibrancy, and openness into the process. Individual citizens who wish to become more involved may consider becoming project volunteers or partners. The process should accommodate every level of participation, including:

- Dedicated participants

These are members of the public who are dedicated to close involvement throughout the planning process. Dedicated participants attend all (or most) major participation opportunities, are likely to be active on the project website, and are the most likely to attend a Planning Commission, Comprehensive Plan Citizen Advisory Task Force, or City Council meeting. Dedicated participants are crucial to this process, because they provide "experts in the field," and serve as conduits between the planning team and the community.

- Occasional participants

These are members of the public who are committed to the process, but limit themselves primarily to the major avenues for participation. They attend most of the Community Forums, stay abreast of the process online or at the library, and may even attend a few outside meetings.

- Infrequent participants

These are people without much time, who are nevertheless able to attend one or two community forums. These participants are crucial, because they are likely to come from hard-to-reach communities without the time or ability to participate frequently. However, they are also more difficult to include for two reasons. First, because they are unlikely to have followed the process from the start, they will need more contextual information at each step. Second, because they are less likely to follow-up, their input needs to be weighed carefully with that of dedicated and occasional participants, who can repeat their positions throughout the process. To address these issues, orientation sessions will be scheduled to brief new participants on contextual information and decisions previously made during the process. By capturing the interests and needs of all participants (and participant groups) the draft plan can address the common interests of all segments of the community.

Partners

The City will recruit partners from the public and private sectors. These partners will help extend the reach of the public participation process and provide valuable outreach and input opportunities to the public. They may also provide venues, food, and/or entertainment for community events. One of Austin's strengths is its enormous civic entrepreneurialism. The Comprehensive Plan welcomes unaffiliated efforts at promoting discussion, outreach, and passion among the public. The following denotes varying partnership opportunities:

- Community Leaders

Citizens who hold leadership roles in the community will be recruited to encourage broad public participation in the planning effort. They may disseminate information, conduct Meetings-in a Box (i.e., an exercise that allows people to contribute their views outside the boundaries of the Community Forum Series), post information on their websites and in their newsletters, and volunteer in other ways to further dialogue and encourage input. Community leaders may also be institutions like churches, neighborhood associations, and professional organizations.

- Volunteers

These are citizens, organizations, and businesses without any formal leadership role who nonetheless are willing to go beyond the role of participating and take on some kind of organizing role, whether it is hosting a Meeting-in-a-Box, organizing an educational event, hosting a contest, or volunteering to work at community events promoting the process. In addition to individuals, volunteers may also be places where Austin's communities gather, such as restaurants, cafés, and beauty shops.

- Institutional partners

Organizations—such as the independent school districts, Capital Metro, the State of Texas, area colleges and universities, counties, or the Lower Colorado River Authority—in Austin and the region that have authority over something related to the Comprehensive Plan will be engaged as partners throughout the process. These partnerships could include providing outreach and in-kind assistance through participation as technical stakeholders.

Comprehensive Plan Citizen Advisory Task Force

Members of the Comprehensive Plan Citizen Advisory Task Force will serve as champions, ambassadors, and guides for the process. The Task Force will provide a forum for the discussion of ideas and issues and help to guide the consultant team and staff in synthesizing public input. It will also, provide advice and recommendations to the City Council, the Planning Commission, City staff, and project consultant team.

Technical working groups

Later in the process, technical working groups will be established comprised of persons with special knowledge or interest in different plan elements. The technical working groups will help develop recommendations to the Task Force regarding how the Vision Statement and Plan Framework policy directions can be translated into specific strategies and actions. A process will be developed to ensure that the working group's recommendations are coordinated and integrated.

The Austin City Council

The City Council has final approval over the planning process and the new Austin Comprehensive Plan. Like the Comprehensive Plan Citizen Advisory Task Force and Planning Commission members they appoint, members of the City Council are advocates for a plan that captures the vision and spirit of Austin. In addition to hearings before the full City Council, the three-member Comprehensive Planning and Transportation Committee, which meets monthly, will be another venue for Council to stay up-to-date on the process.

Planning Commission

The Planning Commission is charged by the City Charter to recommend a Comprehensive Plan to City Council. Planning Commission initiated the current process by recommending that the City Council authorize a new Comprehensive Plan. It will also oversee the process to ensure that the Plan adheres to the Charter requirements and provides a long-range perspective on the future of Austin. Its five-member Comprehensive Plan Committee was active in preparing for a new Comprehensive Plan planning process. They are likely to meet monthly throughout the process and beyond to oversee its progress.

Other Boards and Commissions

As citizens already closely involved with city issues covered by the new Comprehensive Plan, members of Austin's other Boards and Commissions are valuable resources for this process. They are encouraged to attend all Comprehensive Plan events, but will become especially important as the process moves into the parts of Phase 2 and into Phase 3 and begins to deal with the plan elements. Many Boards and Commissions will be given an opportunity to formally review the draft Plan Framework and draft Comprehensive Plan.

City of Austin Staff

City staff will serve a number of functions, ranging from administration of the public process to data collection and analysis to facilitation at events. The Planning and Development Review Department manages the process with the consultant team. Other departments will provide staffing throughout the process, with their participation increasing as the process moves from Phase 2 (Plan Vision and Framework) to Phase 3 (development of the full Comprehensive Plan). Staff of the departments most directly associated with each element will work with technical and citizen working groups to develop the Comprehensive Plan document from the Plan Framework.

Consultant Team

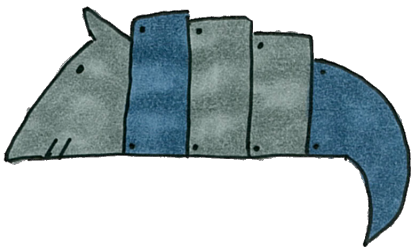
The consultant team will work collaboratively with City staff to "orchestrate" the planning process and prepare substantive work products reflecting the results of public participation. The members of the consultant team are:

- **WRT (lead planning consultant):** land use and urban design, housing, environmental resources, public facilities and services, recreation and open space
- **AngelouEconomics:** economic development
- **Canales-Sondgeroth Associates:** local planning liaison/land use and implementation
- **Carter Design Associates:** community health and human services, related urban design issues
- **Criterion Planners:** sustainability modeling
- **Estilo Communications, Inc.:** public participation
- **Group Solutions RJW:** public participation
- **Kimley Horn and Associates, Inc.:** transportation
- **Raymond Chan Associates, Inc.:** utility infrastructure

Decision-Making

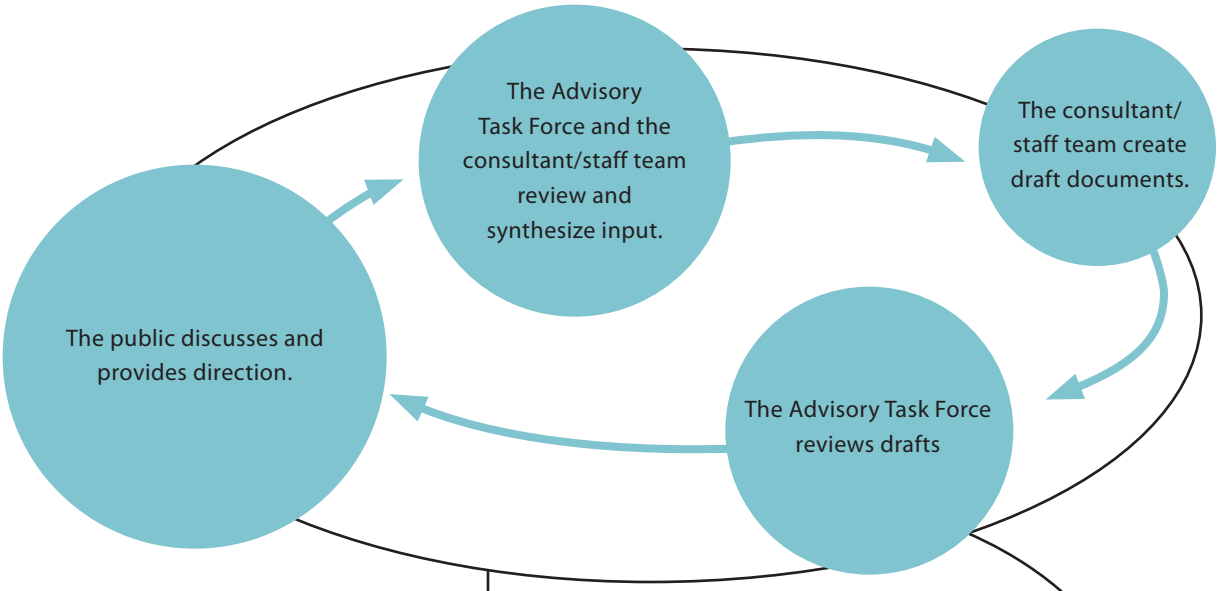
Articulating a vision for Austin's future will be a collaborative effort. While the ultimate decision-making power rests with City leadership, the collective voice of the community will guide decisions. It is with this in mind that the Public Participation Plan was designed as an iterative process, providing a variety of opportunities to elicit meaningful input from a diverse cross-section of Austin's citizenry. The overarching goal of the plan is to reasonably address the issues raised in that process and transcend personal and interest-based agendas to implement a common vision.

Before citizens can provide meaningful input on the Comprehensive Plan, they must first understand what the Comprehensive Plan is and learn about the variety of ways in which they can participate in its development. The Public Participation Plan addresses these needs through the following media outreach, education and discussion tools.



PUBLIC PROCESS

An iterative process between broad public input and review and the development of key plan documents, such as the Vision and Comprehensive Plan.



ADOPTION PROCESS

Comprehensive Plan Committee

Out of this iterative process, the consultant/staff team brings documents vetted by the public to Planning Commission, through its Comprehensive Plan Committee.

Other boards and Commissions will review plan elements and documents at key points in the process

The Planning Commission

Comprehensive Planning and Transportation Committee

Planning Commission recommends documents, including the Comprehensive Plan itself, to City Council, usually with the Comprehensive Planning & Transportation Committee as a first step.

City Council

CHAPTER 3

MEDIA, EDUCATION, AND DISCUSSION TOOLS

CHAPTER HIGHLIGHTS

Outreach Message

Media Outreach

Educational and Outreach Events and Activities

Citizens may want to better understand what the Comprehensive Plan is, why it is important, and in what ways they can participate in its development. The information communicated in the outreach effort will answer these questions, and provide additional information for context. Outreach messages will vary with each phase of the planning process and will be shaped by the needs and desires of the public.

The table below outlines the outreach message(s) of each planning phase.

Table 1. Outreach Messages

- Phase 1: Plan Kickoff
  - What is a Comprehensive Plan?
  - Why should we care?
  - How can we get involved?
- Phase 2: Forum Series #1
  - What is a community vision?
  - The importance of a shared vision.
  - The role of the vision in shaping the rest of the plan.
- Forum Series #2
  - Understanding the growth Austin is facing and its implications.
  - Imagining alternative futures (scenarios).
- Forum Series #3
  - Implications of future scenarios.
  - Strategic directions for change.
- Phase 3: Forum Series #4
  - Elements of the Comprehensive Plan.
  - Priorities for Implementation.
- Adopting the Plan
  - The importance of the Comprehensive Plan.
  - Implementing the plan (e.g., policy changes, funding, spending priorities)

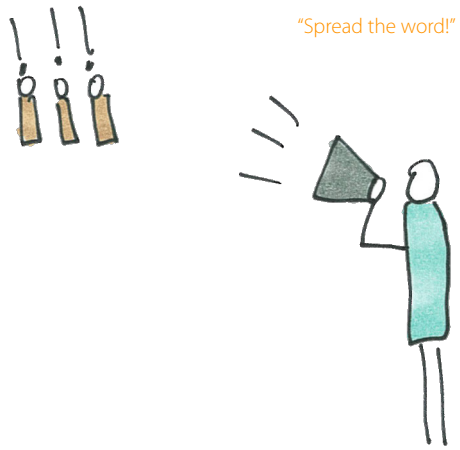
The Public Participation Plan will communicate the messages through the following media outreach, education and discussion tools.

Media Outreach

Recognizing the critical role the local media plays in informing residents about community issues, accurate and timely information will be provided to media representatives. Using the City's Public Information Office, regular news releases will be issued to newspapers and radio and television stations in the Austin area, including those targeting underrepresented populations. Press conferences, media interviews, and public service announcements will be used throughout the planning process to ensure the media thoroughly understands the project and can provide accurate information to the reading, viewing, and listening public.

Website

The project website will be a crucial resource for citizens involved in the process. It will be a resource library, an introduction to the plan and the process, and a record of the process. Citizens will also be able to receive project updates and meeting notices through the website.

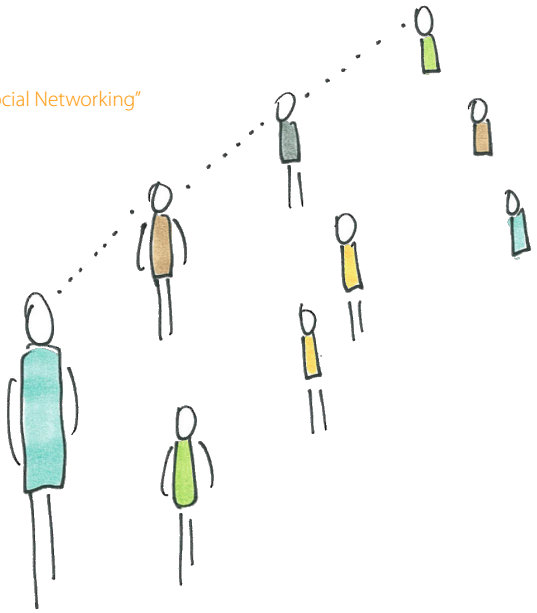


The site will also provide venues for discussion and comments, including live web chats. Note that many of these opportunities for discussion on the website will be distinct from formal opportunities for participation and input. Website opportunities are intended to encourage discussion and to spread information. Separate opportunities for direct input on the content of the plan will be available, tailored to the current stage of the process.

Video clips and photos will be posted to the website as they become available. Major updates will coincide with each phase of the planning process. Project newsletters, the results of web chats, a project calendar, and other guidance and reference materials will be posted. Once a brand and a name for the Comprehensive Plan have been selected, a distinct and easy-to-communicate URL will be acquired.

Social Networking

Leveraging social media has become a must-do in public outreach and can be both cost effective and time efficient. Content can be uploaded onto a variety of social media platforms (e.g., Facebook and Twitter) by utilizing auto posting on the project blog. Video clips, another compelling tool for community education, can be spread virally via sites like YouTube. Together, these social networking tools will help increase public understanding of the plan and the planning process.



"Social Networking"

Austin Public Libraries

The library system will serve a role similar to that of the website: a repository of documents throughout the process, as well as a center for information about the current state of the process. Librarians will be able to assist members of the public who are new to the process. Libraries may also host "talk to a planner" days to facilitate informal discussion between City staff and the public.

Speakers Bureau and Presentations

Requests for speakers and special presentations will be solicited throughout the project. Speakers bureau presentations target existing groups and organizations in settings of their choice. Examples of targeted groups include neighborhood groups, civic organizations, advocacy groups, City boards and commissions, parent-teacher organizations, business groups, special interest groups, etc. In order to maximize the number of speaking engagements, City staff, Citizen Advisory Task Force members and other community leaders will be recruited to serve on the Speakers Bureau. PowerPoint presentations, scripts, and comment forms will support speaker presentations.

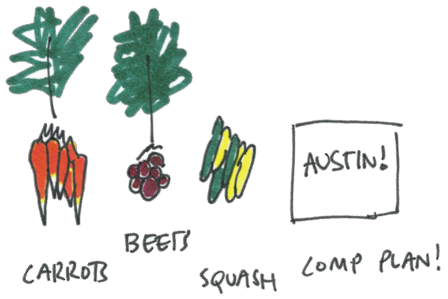
Newsletters, Updates and Fact Sheets

Project newsletters, updates, and fact sheets will be developed throughout the process to provide reliable information to the public. Newsletters will be produced at each phase of the project. Project updates and/or fact sheets will be prepared quarterly, or more frequently if new information, or circumstances, warrant. Newsletters, updates, and fact sheets will be posted to the project webpage. Links will also be forwarded electronically to the project's growing email database. The City may also elect to periodically include updates and flyers in utility bill inserts.

Engaging Activities

In addition to traditional routes to outreach and education, engaging events will be designed to complement each phase of the process. These activities should first and foremost be fun and interesting. They should also educate participants and reinforce the plan's participation principles. Examples include a citywide "get to know you" activity, a photo hunt, and self-guided tours of Austin.

"Buy your veggies and learn about the Plan"



Email Blasts

Email blasts are a cost-effective way to reach a large number of people quickly and with as much frequency as desired. They are, however, only as powerful as the database of addresses they target. The larger the reach of the database, the more effective an outreach tool email blasts are. The City has begun compiling an email database of individuals interested in knowing about, and participating in, the planning process. The project team will broadly communicate the desire to expand the list to include everyone interested in receiving information by this means. The project team will also forward email blasts to organizations for distribution to their members and constituents, along with requests that forwarded recipients go to the project website and join the project interest list.

Email blasts will generally be used no more than once a week and no less than once a month. They could include information such as meeting and event announcements, newsletters, process updates, and links to other planning documents.

Community Events

A staffed information booth placed at heavily attended community and public events, and at other locations with heavy foot traffic, can help reach the general public, as well as traditionally underrepresented populations. Targeting events and locations that appeal to and attract members of targeted populations provide the advantage of a physical presence in outreach, and helps generate familiarity, community and trust around the project. Examples of locations where informational booths may be set up are farmer's markets, ethnic events, and events held on campuses, housing authorities, churches, etc.

Brochures and Flyers

Basic outreach and information tools like brochures and flyers provide a hook for casual readers and can point those interested to more information. For the Comprehensive Plan, they will direct readers to the project website and/or public libraries for the opportunity to learn more. While the amount of information they can convey is limited, these materials are still important outreach tools because they are easy to distribute at meetings, public areas and community events.

Lectures and Discussion Events

These purely educational events may be sponsored by City partners (e.g., The University of Texas) or community organizations. To the extent possible, events such as lectures should be recorded and made available on the project website.

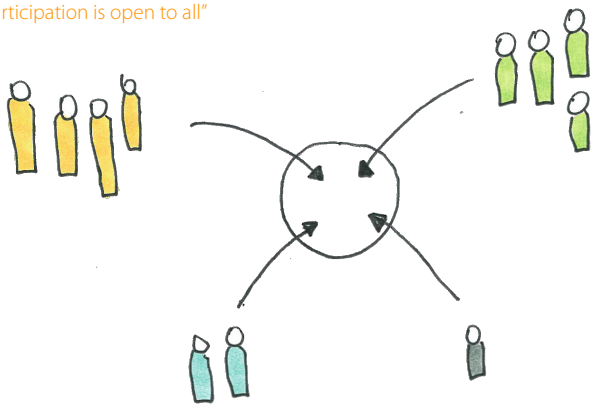
Book Club and Reading Lists

A list of books relevant to the planning process will be posted on the project website, in coordination with the Austin Public Library system. Throughout the process, existing book clubs will be encouraged to incorporate one or more of these titles into their groups.

Meet-ups

In addition to community meetings hosted by existing organizations, ad hoc informal meet-ups will be encouraged at key points in the planning process. Reviewing document drafts in advance of formal discussions is one example of how these meet-ups might be used.

"Participation is open to all"



"Ad hoc meet-ups"

CHAPTER 4

PUBLIC PARTICIPATION TOOLS

CHAPTER HIGHLIGHTS

Public Participation Events

Discussion Opportunities

Remote Opportunities

Once the citizens understand the planning process and how they can get involved, they are likely to be eager to provide their input. The Public Participation Plan is designed to elicit that input through a number of creative, engaging, accessible, and diverse public participation tools.

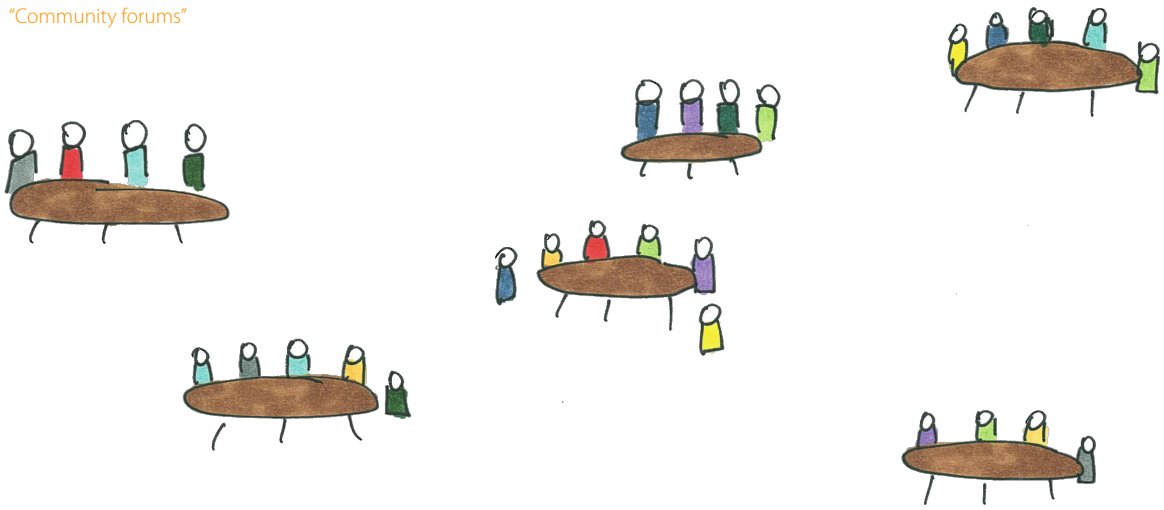
Community Forum Series

Community input will be primarily collected during four series of community-wide forums. These forums will be held at geographically dispersed locations around the city and ETJ. Each forum series will have a different objective and will consist of six public meetings, including mostly evening meetings and at least one daytime meeting held during the week. To the extent possible, at least some meetings will offer childcare and/or Spanish translation services for participants. Informational materials will indicate which forums will have these services available.

To make participation enjoyable for residents, the forums will offer engaging activities and light refreshments. Portions of the forums will be videotaped, and a brief video summary of each will be posted on the project website, along with the results.

Web and Statistically Valid Survey

A public opinion survey will be used to poll a statistically valid, random sample of Austinites. The resulting data will reveal general public opinion and substantiate, or amend, input gathered through other methods. The consultant will engage a research firm to provide expertise in developing and administering the survey. Results of this survey will be posted on the project web page. Concurrent with the statistically valid survey, there will be a self-selected version on the project website.



Focus Groups

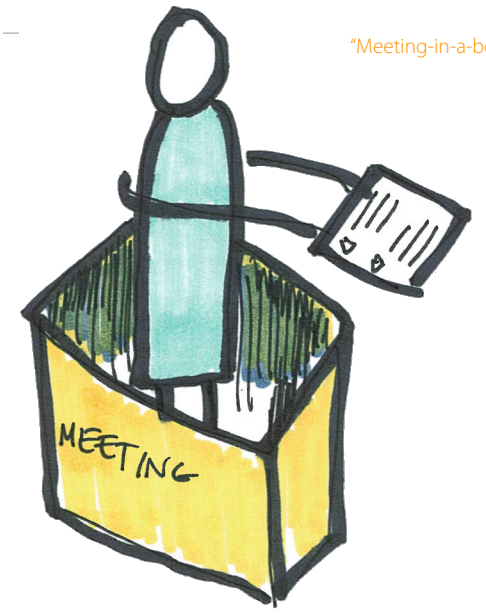
Citizens representing hard-to-reach or traditionally underrepresented groups may be recruited to take part in formal and/or informal focus groups. These discussions can provide rich, qualitative data that can help fill in the gaps left because other participation activities failed to adequately capture these viewpoints.

Draft Comments and Discussion Forums

An online comment form will provide an opportunity for "armchair" participants to lend their views on planning documents. The comment form will be posted on the project web page. Comment forms will be open for a defined time period (at least two weeks). In addition to soliciting feedback on draft documents from time to time, the website will host discussion forums aimed at soliciting input on the plan. This is distinct from other ongoing discussion forums that are primarily aimed at fostering general discussion or providing information.

Key Stakeholder Interviews

Interviews can provide the kind of rich data that bridges information gaps and offers invaluable insights to the planning team. These interviews will be conducted with opinion leaders and key project stakeholders. Elected officials, civic and business leaders, institutional partners, and subject matter experts are among those targeted for discussions.



"Meeting-in-a-box"

Meetings-in-a-Box

A portable version of one of more of the community forums will be developed to use at small gatherings (equivalent to a table at a community forum). This "Meeting-in-a-Box" concept will allow volunteers to be trained as facilitators and conduct their own forums, capturing valuable public input that can be brought back to the planning team. The Meeting-in-a-Box will include background materials and tools for an interactive activity.

CHAPTER 5

KEY PUBLIC PARTICIPATION EVENTS

CHAPTER HIGHLIGHTS

Public Open House

Community Forum Series #1 (Issues and Aspirations)

Community Forum Series #2 (Considering Alternative Futures)

Community Forum Series #3 (Selecting a Preferred Future)

Community Forum Series #4 (Draft Plan Review)

While public participation will be ongoing throughout development of the Comprehensive Plan, the process will include key events at which focused public input will be received to guide the next steps of the planning process. The process consists of three major phases:

- **Phase 1 (Plan Kickoff):** This phase—which is underway—will define how the Comprehensive Plan will be developed and initiate public outreach and input activities.
- **Phase 2 (Vision and Plan Framework):** This phase will evaluate existing conditions and trends, consider alternative scenarios for the future, and develop a vision and policy framework based on citizen input.
- **Phase 3 (The Comprehensive Plan):** This phase will develop the Vision and Plan Framework from Phase 2 into the complete Comprehensive Plan document, including the elements required by the Austin City Charter.

The first public participation opportunity took place on August 5, 2009. Other key public participation events include a **public open house** in Phase 1 and four **community forum series** (i.e., meetings held in different parts of the City)—three in Phase 2 and one in Phase 3.

The following provides an overview of each event and the anticipated products to be provided to the public. Key products will be made available in Spanish as well as English.

	Task	Public Input Opportunities	Work Product	Estimated Start
PHASE 1 Plan Kickoff Aug. - Oct. 2009	Designing the process	Participation Workshops (2)	Participation Plan	Aug. 2009
	Beginning the process	Public Open House	Flyers/information materials	Oct. 2009
	Beginning to engage the public	Speakers bureau, engaging events, community events	Project handout; Comprehensive Plan fact book	Oct. 2009
PHASE 2 Vision Nov. 2009 - Dec 2010	Articulating the vision	**Community Forum Series #1:** Brainstorming, strengths, challenges, ideas for the future	Common Ground Vision Statement (adopted by Council)	Nov. 2009
	Understanding the dynamics of change	**Community Forum Series #2:** Considering Alternative Futures (chip exercise)	Community Inventory Austin Today and Tomorrow Future Austin Scenarios	April 2010
	Plan Framework: Activating the vision	**Community Forum #3:** Selecting a Preferred Future	Scenario Evaluation/Preferred Scenario Draft Plan Framework Refined Plan Framework	July 2010
PHASE 3 Comprehensive Plan Document Jan. 2011 - Jun. 2012	Developing the plan document	**Community Forum Series #4:** Reviewing the Comprehensive Plan and setting priorities for implementation	Draft Comprehensive Plan; Final Comprehensive Plan	Oct. 2011
	Adopting the plan	Formal review by the City Council & Planning Commission		Jan. 2012

Public Participation Workshop

An initial public workshop was held at City Hall on August 5, 2009. Participants were asked for input on ways to engage the community in the planning process. That input helped develop this Public Participation Plan. The workshop kicked off a collaboration with the community that will weave its way throughout the entire planning process.

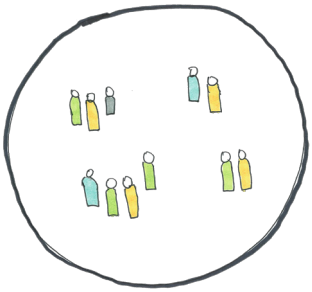
Public Open House

Conducted in a central location as part of the Plan Kickoff, the Public Open House will begin the planning process. Open House activities will introduce the comprehensive planning process to the public and provide an opportunity for citizens to begin to identify important issues for Austin's future ("issues scan"). The Open House will allow the public to meet the consultants and key city staff who will be involved in the comprehensive planning process. In addition to beginning to identify issues, members of the public will be able to provide input into selection of a "brand"/logo for the Comprehensive Plan. The Open House will also mark the launch of a web-based survey coordinated with the issues scan exercise.

Following the Open House, the consultant team will begin stakeholder and opinion leader interviews, structured similarly to the issues scan. The consultant team will also meet with the Citizens Advisory Task Force to orient them to their role in the process.

Following the Public Open House, the Speakers Bureau activities will begin. These presentations on the Comprehensive Plan will be made to interested groups across Austin. The project website will also launch after a brand has been determined and a URL has been acquired.

"Community engagement"



Primary products

1. Public Participation Plan (this document)
2. Flyers (half-page "pointers" to more information—e.g., on the project website)
3. Project handout (a full-page summary of the planning process)
4. Comprehensive Plan fact book (an introduction to the plan and a capsule summary of key Austin data)

Community Forum Series #1 (Issues and Aspirations): What do we want Austin to be in 10, 20, 25 years and beyond?

The first Community Forum Series will focus on identifying Austin's strengths, challenges, and components of a future vision for the City. Following an introductory presentation, meeting participants will separate into small groups and answer a series of questions. In addition to the scheduled community forum meetings, citizens will be provided the opportunity to provide input via "Meetings-in-a-Box," which will allow them to recreate the meeting activities in a portable format. Citizens interested in hosting a Meeting-in-a-Box will receive the Box and instructions; in exchange, they will ensure that a minimum number of people attend and provide the results of the meeting to the planning team.

A random, statistically valid survey will be conducted in coordination with Community Forum Series #1 and the Meetings-in-a-Box to receive representative input from residents who do not attend the meetings.

Primary products

1. Common Ground (a working paper organizing the results of Community Forum Series #1 into elements of a vision statement)
2. Vision Statement (to be adopted by Council)

Community Forum Series #2 (Considering Alternative Futures): What are we becoming?

The second Community Forum Series will provide an overview of current conditions and trends and their implications for a sustainable future using the sustainability measuring tool (INDEX software) developed by consultant team member Criterion Planners. Again working in small groups, participants will be asked to develop scenarios for Austin's future through a "chip exercise" (i.e., placing units representing projected increments of growth on a map of the City and its ETJ in the configuration they feel best meets their aspirations for the future). Representative visualizations of the chips in different contexts (e.g., what different densities look like and how much space they take up) will be provided. Follow-up discussions, such as online forums, will complement the chip exercise.

Primary products

1. Community Inventory (current conditions and trends)
2. Austin Today and Tomorrow (an assessment of current and future conditions if current trends continue)
3. Future Austin Scenarios (2–3 alternative scenarios synthesized from the chip exercise results)

Community Forum Series #3 (Selecting a Preferred Future): What changes in direction are needed?

Community Forum Series #3 will present and evaluate the alternative scenarios developed from the results of Series #2, again using Criterion Planners' INDEX software. A "scoring" exercise will allow participants to select a preferred scenario for the future, which may incorporate components of more than one alternative. Participants will also be asked to identify key changes in direction represented by the preferred scenario. The results will be used to craft a Draft Plan Framework that sets policy directions for achieving the Vision and preferred scenario, integrated across the different plan elements (land use, transportation, conservation and environmental resources, economic development, etc.). The public will have the opportunity to provide feedback on the Draft Plan Framework through various means.

Primary products

1. Scenario Evaluation / Preferred Scenario
2. Draft Plan Framework
3. Refined Plan Framework

Community Forum Series #4 (Draft Plan Review): What actions should be taken to achieve the sustainable Austin of the future?

Workshops involving citizens with special technical expertise or interest in particular subjects will be conducted to develop action-oriented recommendations for different elements of the Comprehensive Plan. City staff and the consultant team will work with the Citizens Advisory Task Force and Planning Commission to incorporate these recommendations into a complete Draft Comprehensive Plan, including the Vision Statement, Plan Framework, Plan Elements, and Implementation. When the draft plan is completed, Community Forum Series #4—which like the previous series will include meetings and complementary venues for input—will provide an engaging way for participants to review the plan, with a focus on identifying priorities for implementation.

Primary products

1. Draft Comprehensive Plan
2. Community Forum Series #4 Results
3. Final Draft Comprehensive Plan for Adoption

CHAPTER 6

TRANSPARENCY AND DOCUMENTATION

CHAPTER HIGHLIGHTS

Formal Documents

Working Documents

Materials for Media and Public Outreach/ Participation

Project Journal

In order to establish and maintain the public's trust during this collaborative planning process, City staff and consultants will keep accurate records as the project unfolds. The resulting transparency will serve as a living contract between the City of Austin and its constituents and will provide an historical timeline for the project. Following is a list of items important to maintaining a transparent record of the planning process. It will continue to grow and evolve throughout the lifecycle of the project.

Formal Documents

Documents made available for public review include the Public Participation Plan, minutes from meetings (i.e., Comprehensive Plan Citizens Advisory Task Force), summary reports from all of the Community Forum Series, survey results, transcripts and a summary of web chats online, and written comments. Formal documents will be written in plain English, with as little jargon and as few acronyms as possible. When technical terms and acronyms are used, they should be clearly defined and used consistently across formal documents.

Working Documents

These documents are intended as stepping stones toward the formal documents. Working documents are more likely to include unexplained jargon or acronyms, even while they attempt to develop the plain language that will be used in formal documents. Because of their nature, they are more likely to be difficult for lay persons, other than dedicated participants, to navigate.

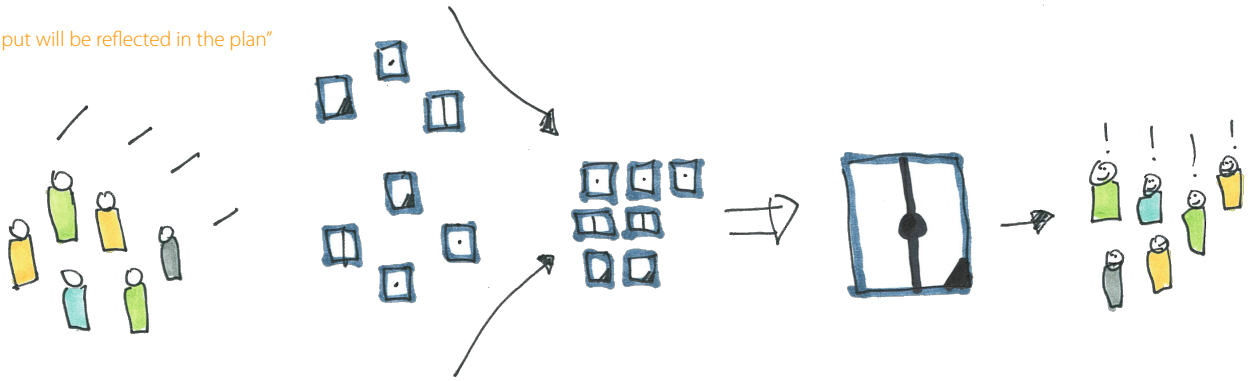
Materials for Media and Public Outreach/Participation

Materials used for media and public outreach will also be available to the public. These include news releases, media kits, other promotional print materials, and the PowerPoint presentation used in community forums and Meetings-in-a-Box.

Project Journal

One of the challenges of a large process like this one is that participants will drift in and out over time, and even citizens who are involved throughout can easily lose their bearings as new topics arise. As the process begins, a "Project Journal" will be developed, with two goals. First, it should give a sense of how the process moves back and forth between public input and planning team synthesis of that input, to ensure a transparent process. Second, it should give a sense of the public spirit at each step in the process, so as to respect the input given at each step. The journal should tell the story of the creation of the Comprehensive Plan.

"Input will be reflected in the plan"



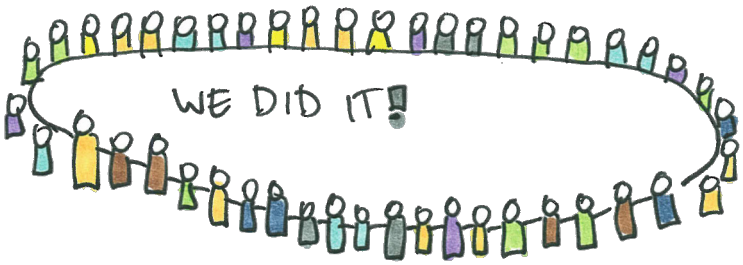
CHAPTER 7

MONITORING AND FEEDBACK

Built into the public participation planning process are a variety of mechanisms to monitor the efficacy of outreach and participation tools. Feedback from these mechanisms can be used to alter methods as necessary to bridge gaps, ensure meaningful input, and maximize reach and diversity. The modular design of the Participation Plan allows for the flexibility to adapt to feedback and refine methods to elicit more salient results. Monitoring and feedback mechanisms include:

- Feedback from the Comprehensive Plan Citizen Advisory Task Force
- Feedback from partners
- Evaluation forms collected at all public events
- Media coverage
- Team self-evaluation

"Success"



Memorandum

To:	Garner Stoll	Date:	February 16, 2010
		From:	David Rouse Andrew Dobshinsky
		Ref. No.	06035.01
		Project:	Austin Comprehensive Plan
		Pages:	
		Re:	Susceptibility to Change

CC:

Susceptibility to Change is used to broadly indicate the likelihood that an area will change in the near future. Change can include new development on previously undeveloped land, redevelopment, change of use, or intensification of use.

The draft Susceptibility to Change map was created using a GIS overlay analysis of eleven factors.

- owner occupancy
- land status
- improvement to land ratio
- zoning and overlay districts
- projected growth in employment
- water service
- transit corridors
- road access
- property violations
- year built
- development cases

The study area was divided into 10-acre grid cells. For each factor, every cell received a normalized value between 0 and 1, with 0 being the least susceptible to change and 1 being the most susceptible to change. For each cell, all factors were then added together with equal weights to produce a final susceptibility score. On the final map, the susceptibility scores were divided using natural breaks into 3 categories: areas most susceptible to change, areas moderately susceptible to change, and areas least susceptible to change.

A description of each factor is described on the following pages.

Wallace Roberts & Todd, LLC
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www.wrtdesign.com
fax 215.732.2551

Owner Occupancy

Most susceptible	1	not owner-occupied or not residential
Least susceptible	0	owner-occupied residence

Owner occupancy is based on the homestead exemption flag in Austin's land database.

Land Status

Most susceptible	1	undeveloped, no constraints
	0.67	developed, no constraints
	0.33	undeveloped, constraints
Least susceptible	0	developed, constraints

Improvement to Land Ratio

Most susceptible	1	ILR > 1.5
Least susceptible	0	ILR = 0, or non-commercial property

All possible values in-between

Example 0.67 ILR = 1

Explanation of Improvement to Land Ratio from the Community Inventory:

Improvement to Land Ratio (ILR) is the appraised value of an improvement divided by the value of its land. The theory is that land owners will seek to maximize their investment in the land by developing or redeveloping when the value of the improvement is less than the land.

Zoning and Overlay Districts

Most susceptible	1	areas in vertical mixed use, mixed use, planned unit development, transit-oriented development, or North Burnet/Gateway districts;
		areas in North Burnet/Gateway, transit-oriented development, university, urban renewal, or central urban redevelopment overlay districts; and
		areas with high-density mixed use, major planned development, mixed use, mixed use/office, neighborhood mixed use, or transit-oriented development future land use designations
	0.5	not in any of the above or below districts
Least susceptible	0	areas in historic or neighborhood conservation combining districts

Projected Growth in Employment

Most susceptible	1	greatest growth in employment density (jobs / acre)
Least susceptible	0	least growth in employment density (jobs/acre)

All possible values in-between

Water Service

Most susceptible	1	areas currently served by water mains
	0.75	retail water area served 2009
	0.5	impact fee service area boundary
	0.25	outside impact fee service area, in desired development zone
Least susceptible	0	outside all areas above

Transit Corridors

Most susceptible	1	areas closest to most transit corridors (well served by transit)
Least susceptible	0	areas outside all transit corridors (not well served by transit)

All values in-between

This layer is the result of a sub-overlay analysis that combined transit corridors. For each of the following transit corridors, a cell was given a value equal to its distance from the corridor. Distance values given up to a half mile away for CapMetro Red Line and rapid bus routes, Austin-San Antonio Commuter Rail corridor, and MoKan corridor. Distance values given up to a quarter mile away for Core Transit Corridors, express and local bus routes.

Road Access

Most susceptible	1	areas with greatest density of arterial roadways (best road access)
Least susceptible	0	areas with least density of arterial roadways (worst road access)

All values in-between

The road network included in this analysis combines existing roadways with those proposed in the 2025 Austin Metropolitan Area Transportation Plan.

Property Violations

Most susceptible	1	most property violations
Least susceptible	0	no property violations

All values in-between

Year Built

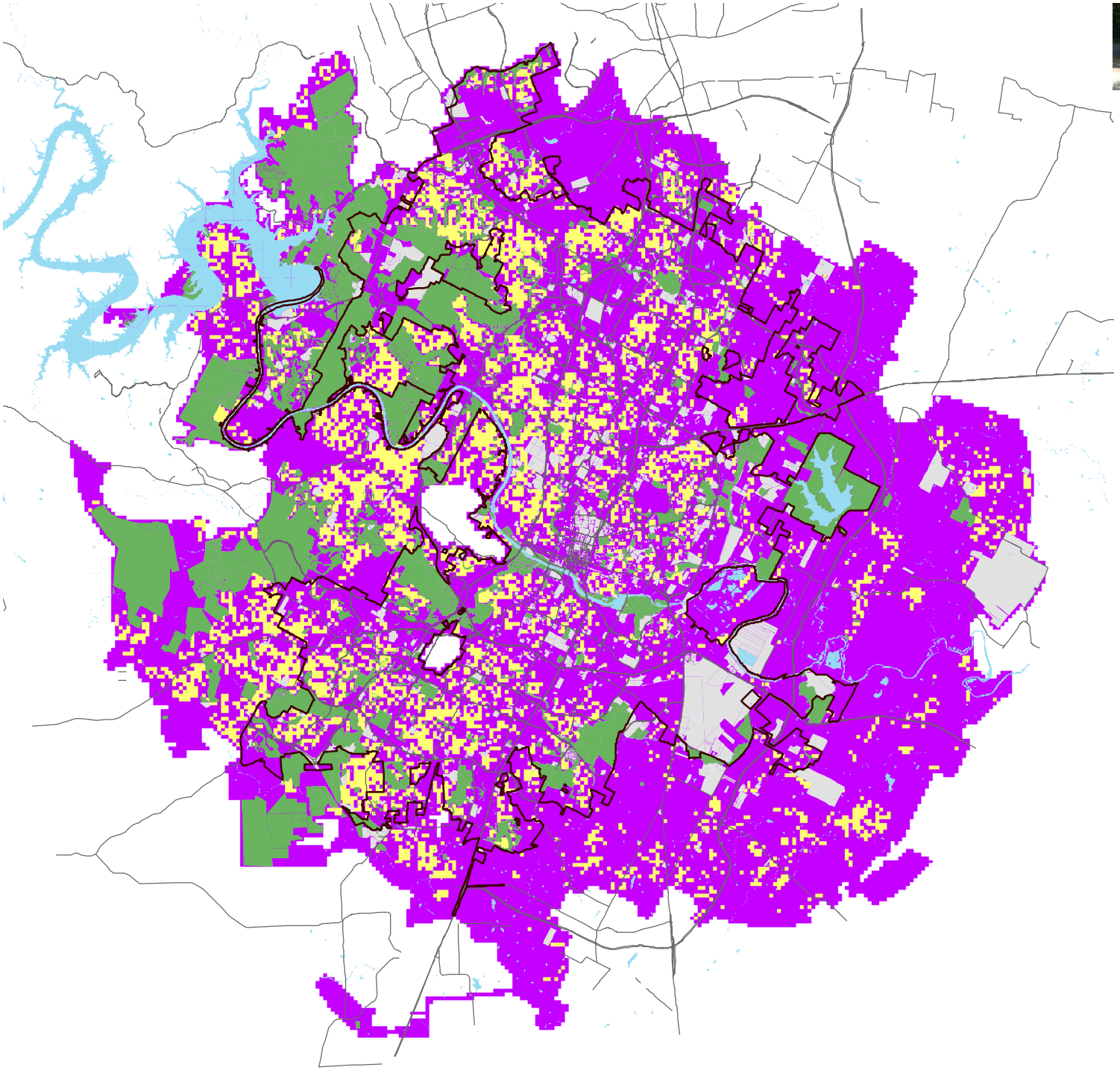
Most susceptible	1	built in or before 1900 or undeveloped
Least susceptible	0	built in 2000 or later

All values in-between

Example	*0.19*	*built in 1981*

Development Cases

Most susceptible	1	areas with development cases
Least susceptible	0	areas without development cases or developed



Owner Occupancy

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

Not owner occupied or not residential

Owner-occupied residence

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles

Land Status

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

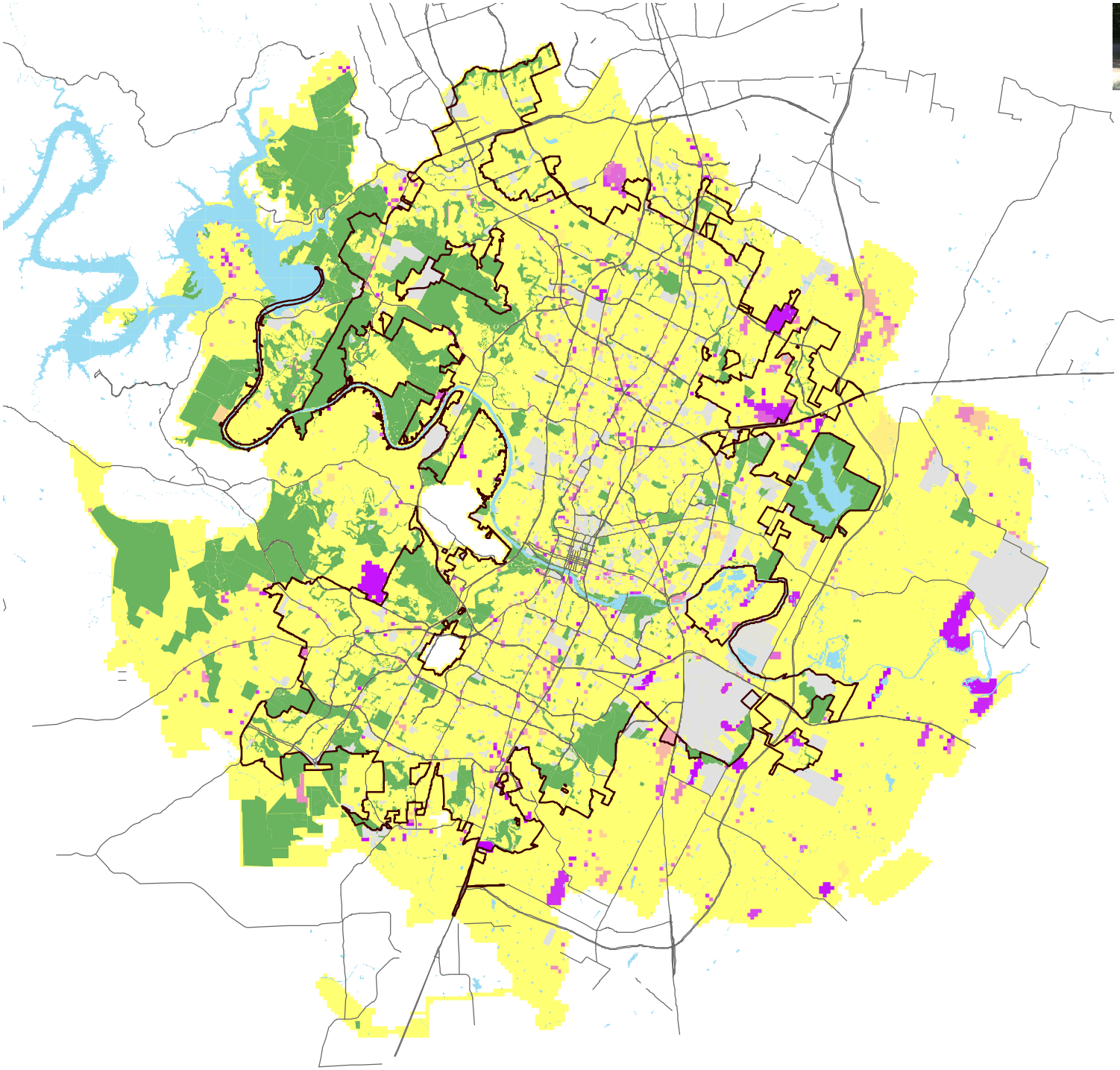
Undeveloped, no constraints

Developed, constraints

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Improvement to Land Ratio

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

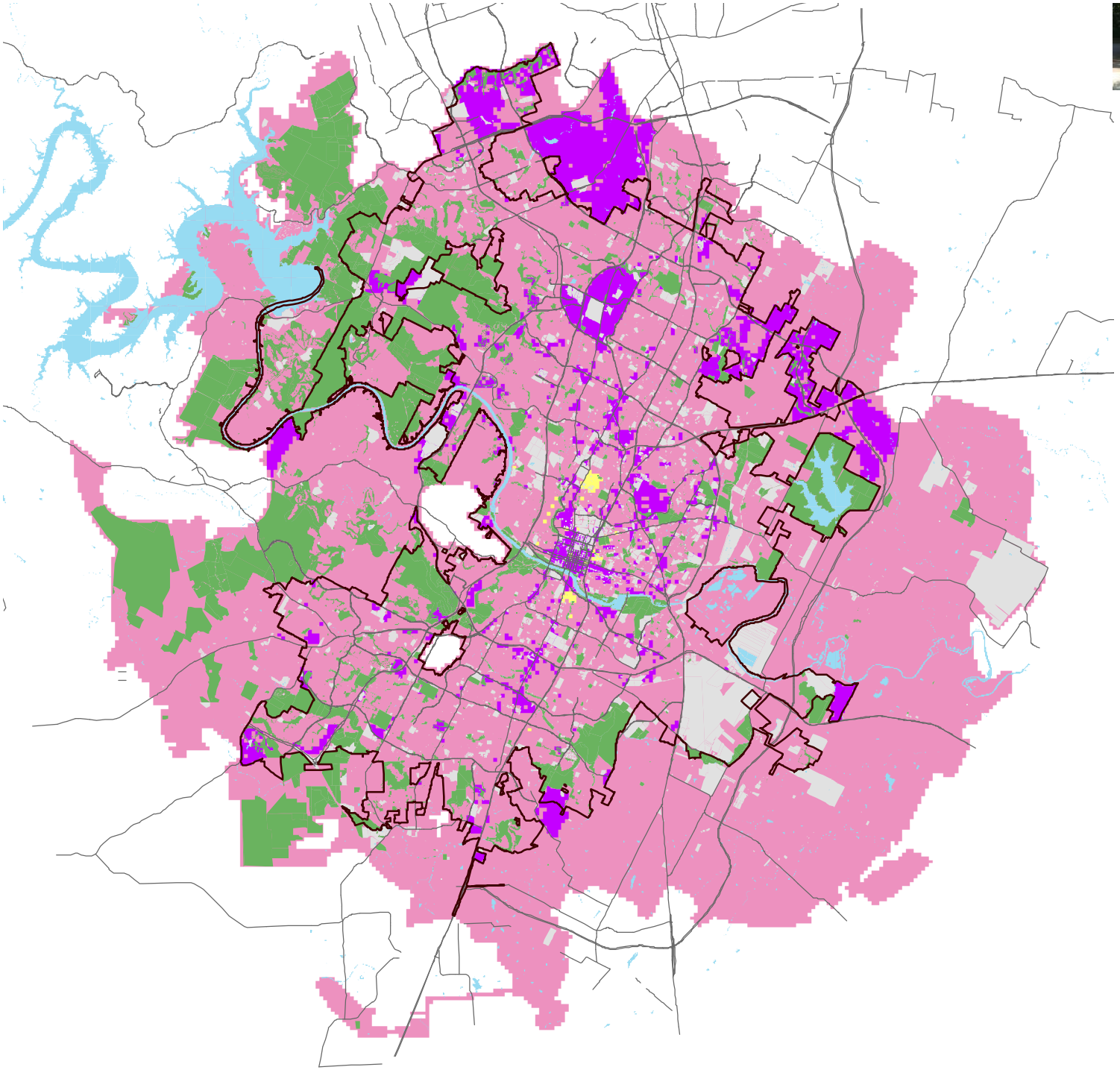
> 1.5

0 or not commercial

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Zoning and Overlay Districts

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

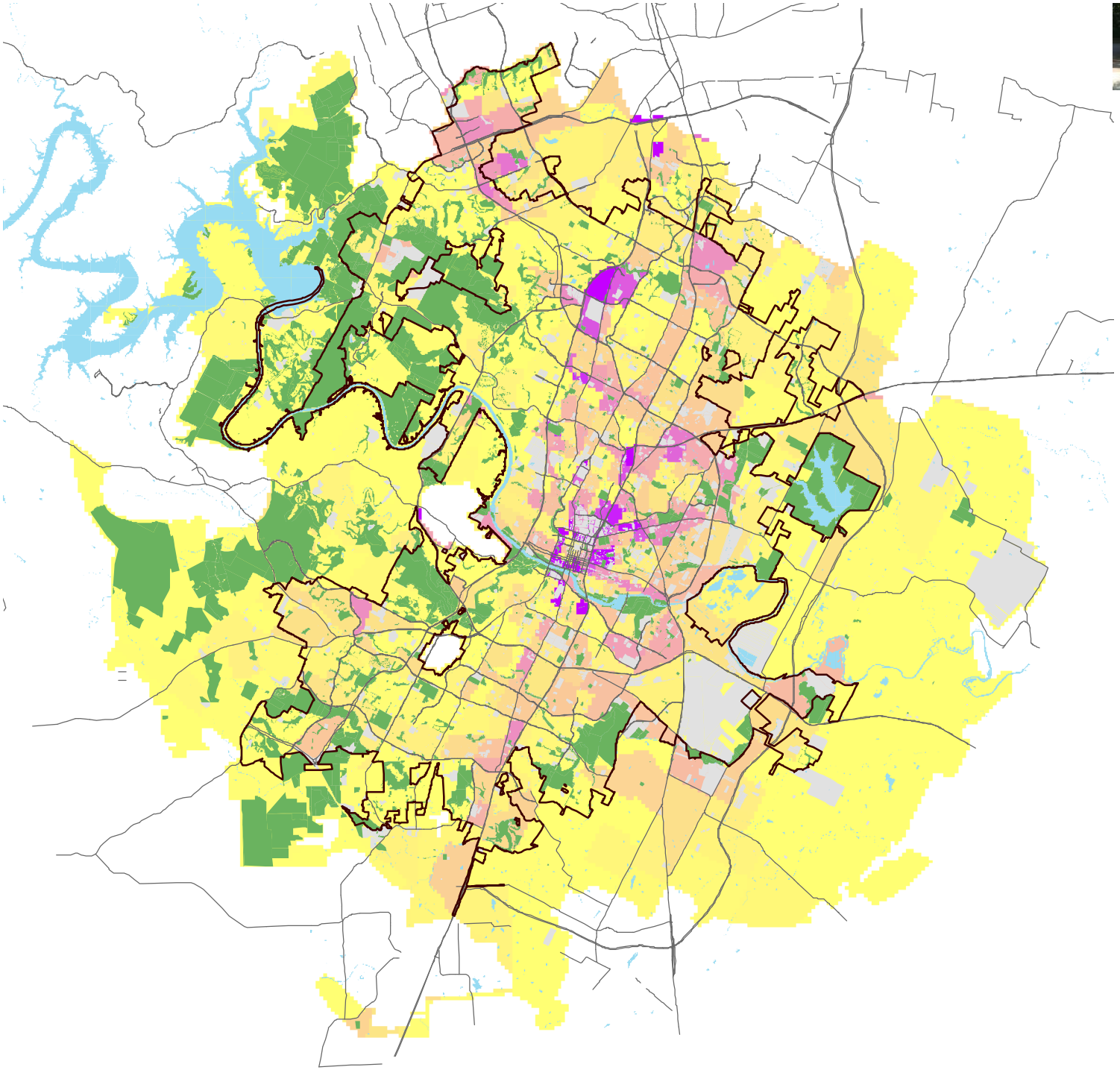
Base/overlay districts effecting change

Historic, NCCD districts

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Projected Growth in Employment

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

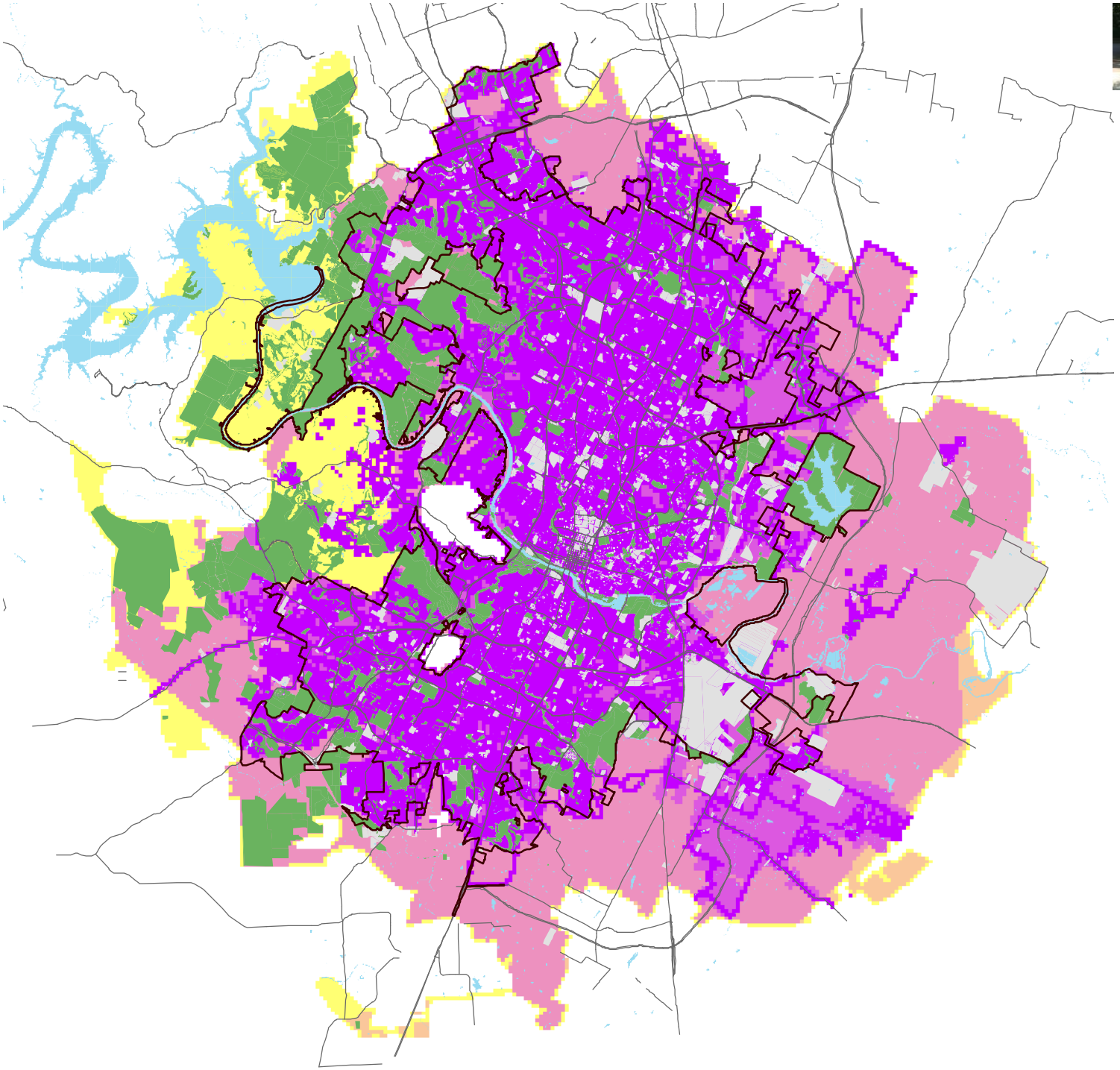
Most employment growth

Least employment growth

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Water Service

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

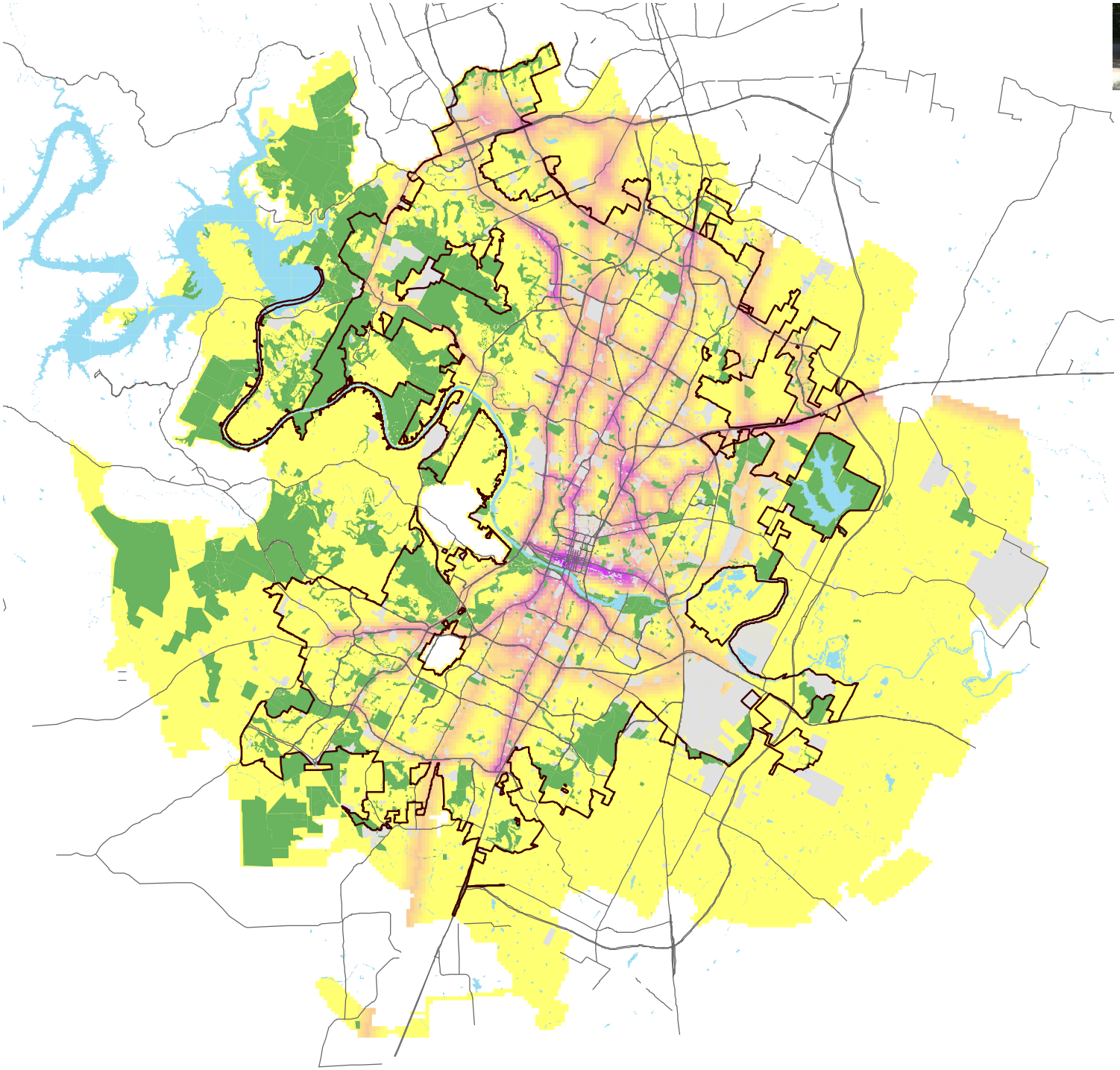
Currently served by water system

Outside Impact Fee area, in DWPZ

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Transit Corridors

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

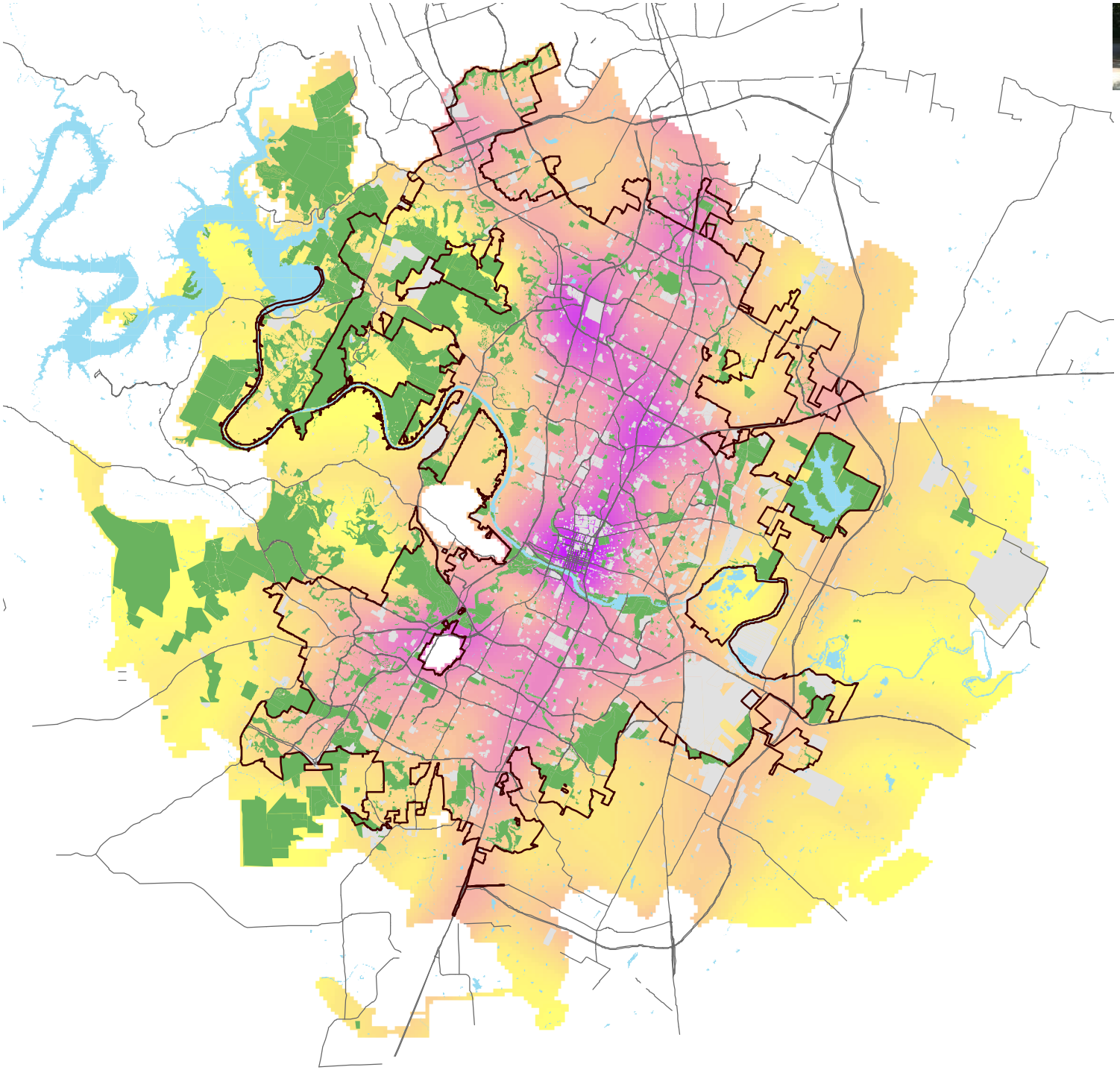
Well served by transit

Not well served by transit

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Road Access

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

Best road access

Worst road access

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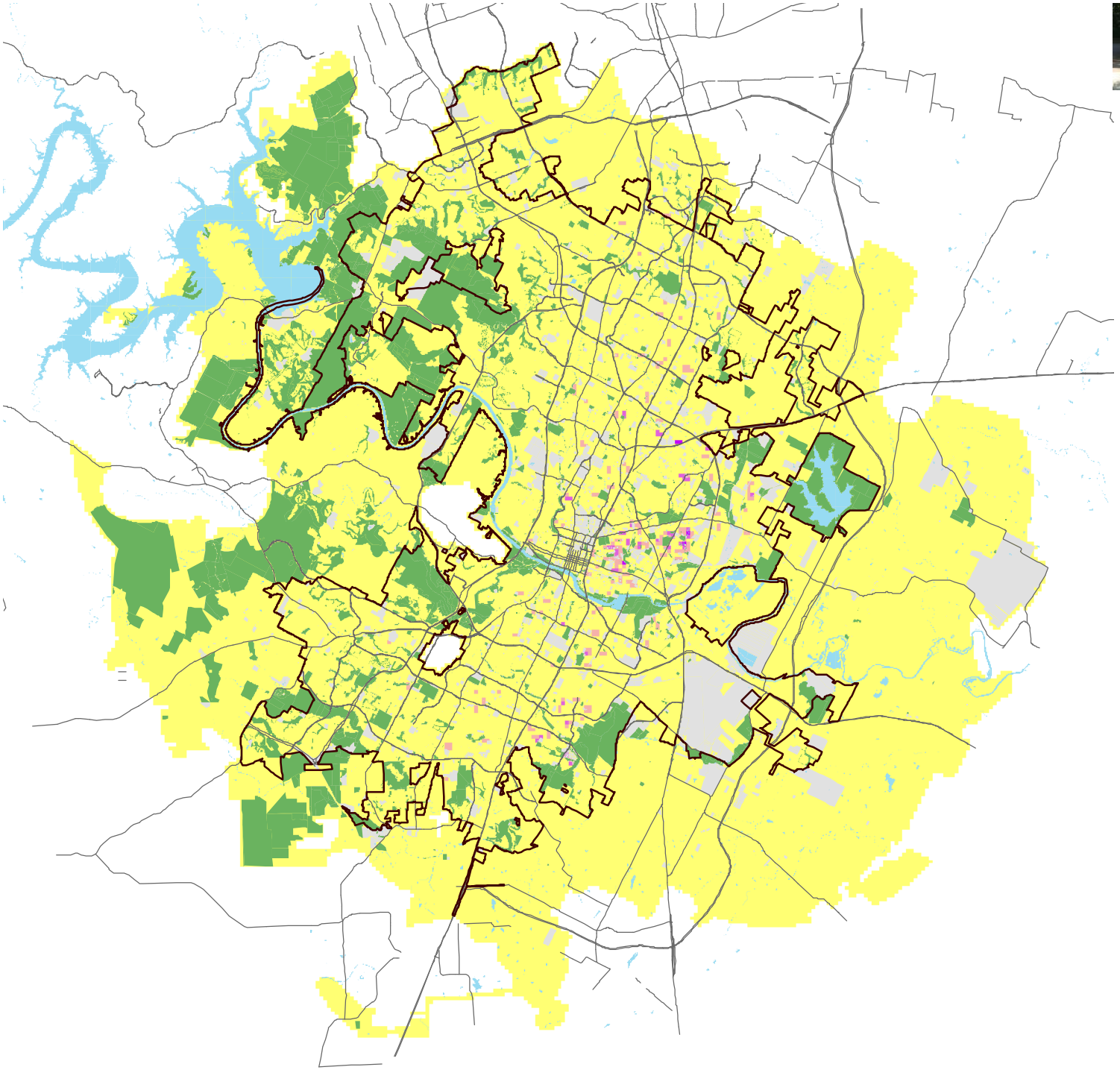
Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Property Violations

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

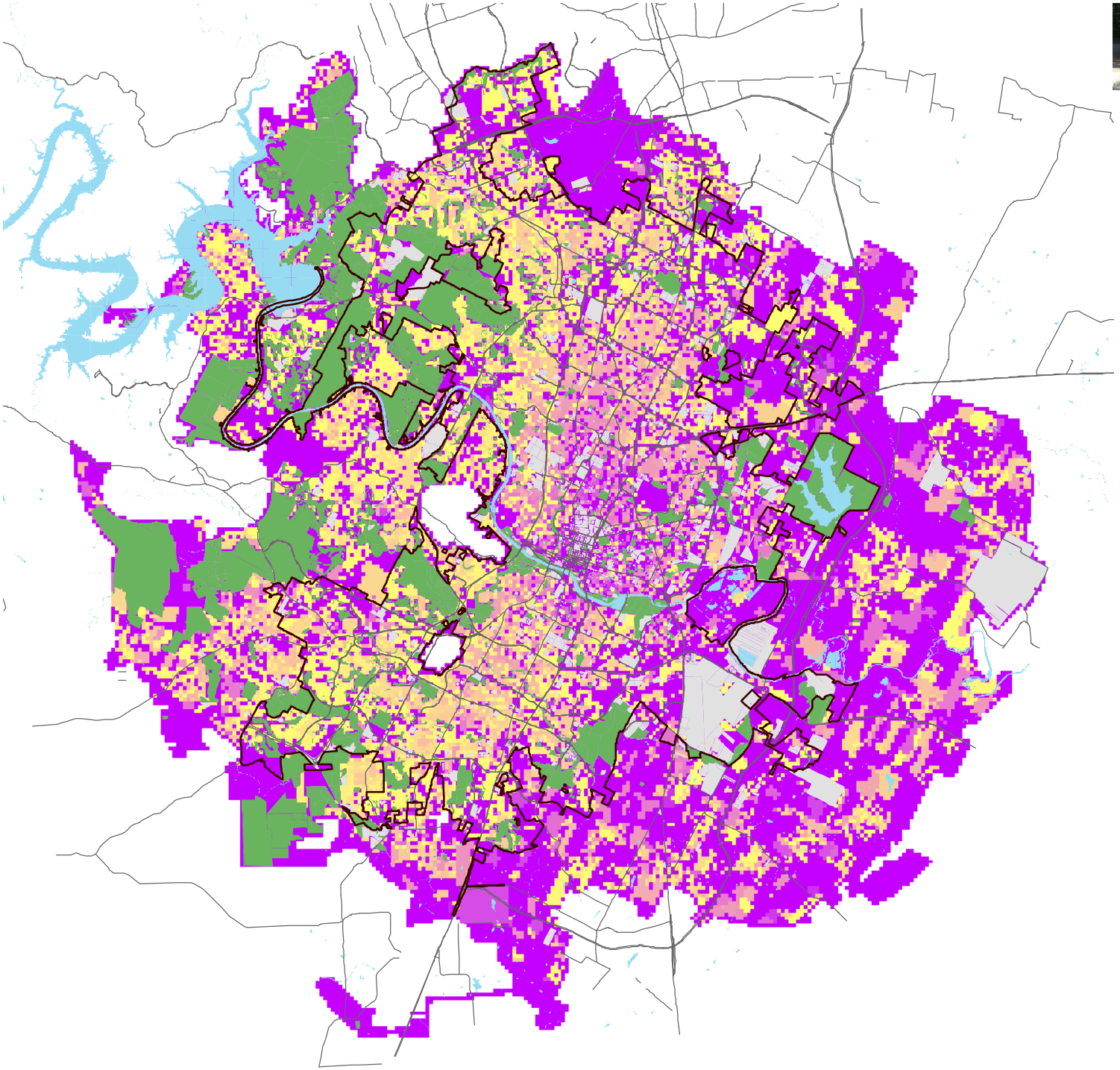
Most property violations

No property violations

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Year Built

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

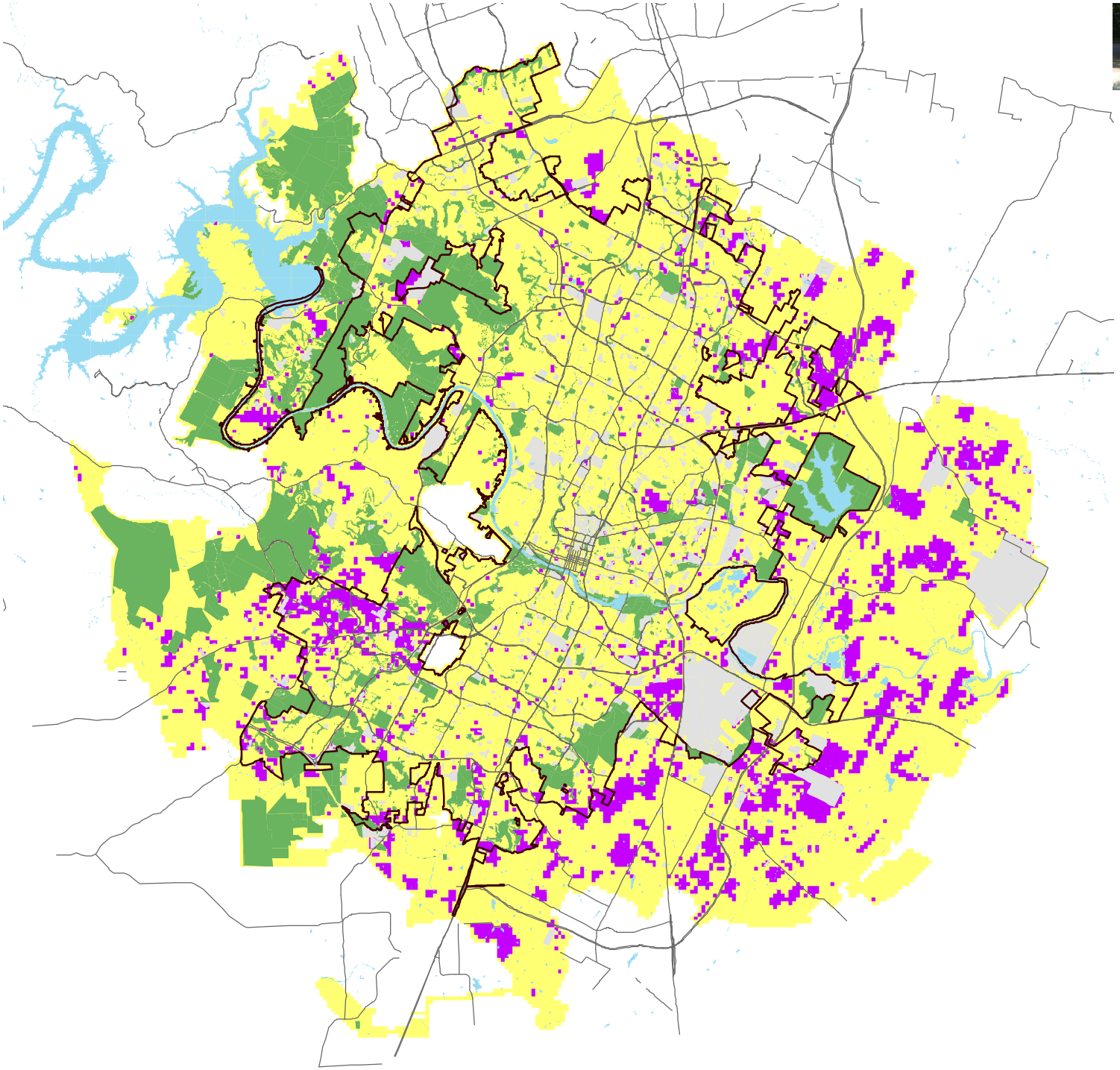
Built in 1900 or earlier, or undeveloped

Built in 2000 or later

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Development Cases

Draft 2/22/2010

Austin Comprehensive Plan

Preserve, Parkland, Cemetery

Other Public Property

Areas with development cases

Developed or areas without cases

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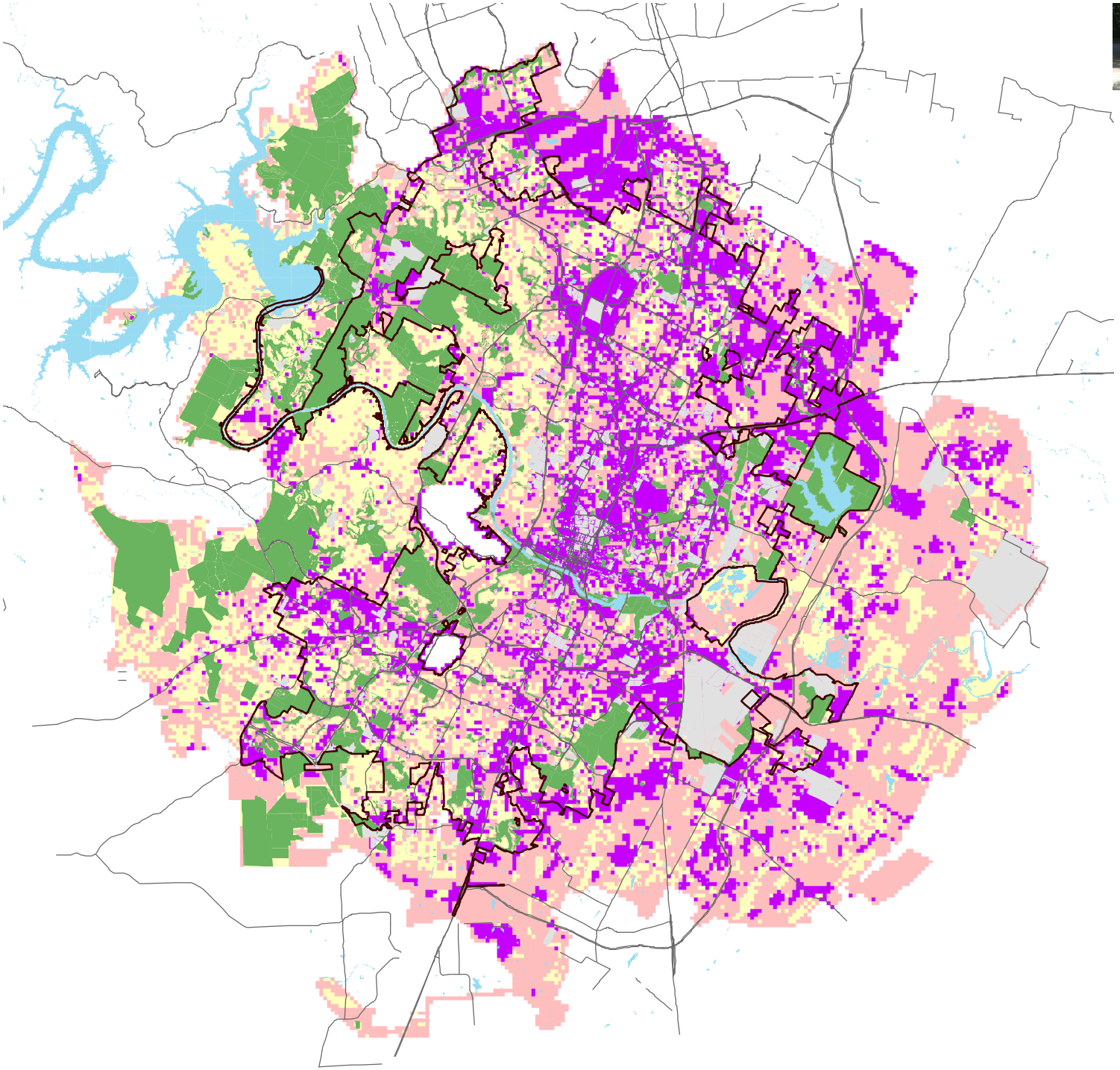
Data Source: City of Austin

0 0.5 1 2 3 4 Miles



Susceptibility to Change

Draft 2/22/2010

Austin Comprehensive Plan

- Preserve, Parkland, Cemetery
- Other Public Property
- Least susceptible to change
- Moderately susceptible to change
- Most susceptible to change

Wallace Roberts & Todd, LLC

Data Source: City of Austin

0 0.5 1 2 3 4 Miles

IMAGINE AUSTIN

COMPREHENSIVE PLAN

DRAFT Strategic Issues Working Paper

for City Staff and Citizen's Advisory Task Force Review and Discussion

IMAGINE AUSTIN
comprehensive plan

Revised March 2010

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As described in the introduction, this draft is intended as a "work-in-progress" that summarizes the current understanding of issues to be addressed in the Comprehensive Plan. As a starting point for discussion, it is presented in a flexible format that can be revised and added to over time to reflect input from the public, Citizens' Advisory Task Force, city staff, etc.

Prepared by:

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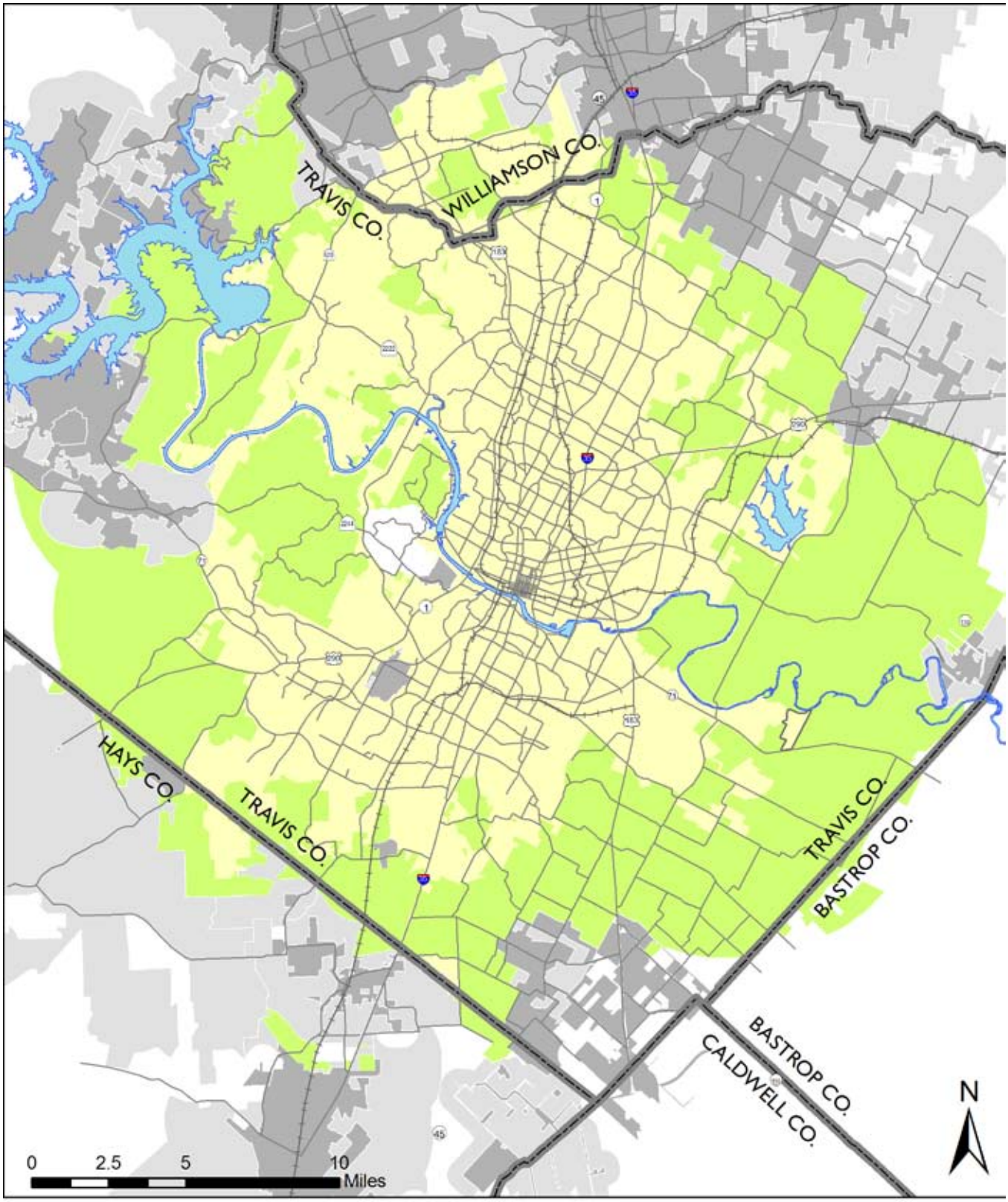


City of Austin Jurisdiction and Neighboring Municipalities

Legend

- Austin - City Limits
- Austin - Extra-territorial Jurisdiction
- Other City Limits
- Other ETJs

Figure 1. City of Austin Jurisdiction and Neighboring Municipalities

INTRODUCTION

Introduction

The Imagine Austin Comprehensive Plan will establish 1) a vision for Austin's future derived from community input and 2) a "game plan" to achieve the vision through action by the City and its partners. An understanding of the conditions and trends that are shaping Austin today and its evolution in the future is necessary to provide context for the vision, policy framework, and action plan that will be developed through the planning process. The foundation for this understanding is provided by the Community Inventory, which provides data about demographic and household trends, Austin's natural environment, land use and zoning, and other topics relevant to the Comprehensive Plan. This Strategic Issues Report provides a summary of key issues for Austin's future based on a review of the Community Inventory as well as public input to date, including public meetings, surveys, stakeholder interviews, etc.

This report is intended not as a definitive product but as a "work-in-progress" that summarizes the current understanding of important issues to be addressed in the Comprehensive Plan. As a starting point for discussion, it is presented in a flexible format that can be revised and added to over time to reflect input from the public, Citizens' Advisory Task Force, city staff, etc., including as further elements are added. As the planning process moves from visioning to developing policies and actions, the format can be expanded to incorporate ideas (implementation strategies, case studies from other cities, etc.) to address each issue.

Sustainability

The report organization largely mirrors the content of the Comprehensive Plan elements required by the Austin City Charter (future land use, traffic circulation and mass transit, housing, etc.). It should be noted, however, that there is much overlap between elements (e.g., land use and transportation). Sustainability has been identified by City Council as an overarching goal of the Comprehensive Plan and thus can be used help identify interrelationships and synergies between issues identified for different plan elements. The comprehensive planning process is designed, in large part, to engage the community in defining what a sustainable future for Austin means. To help inform this process, this report characterizes the dimensions of sustainability in terms of the three "E's" – Economy, Environment, and Equity. The basic tenet of this triple bottom line approach is that sustainable communities are those that address economic prosperity, environmental quality, and social equity in a mutually supportive manner. To broadly depict the interrelated dimensions of sustainability, the report identifies one or more of the three E's for each strategic issue. For example, land use issues are wide-ranging in nature and thus touch on all three dimensions of sustainability, while issues identified for Environmental Resources primarily impact environmental quality.

Locally, the University of Texas Environmental Science Institute defines the foundation of sustainability using the often cited Brundtland Commission definition: *the ability to provide for the needs of the world's current population without damaging the ability of future generations to provide for themselves*. In addition, the University of Texas applies the triple bottom line approach to its sustainability studies programs and decision making efforts across departments.

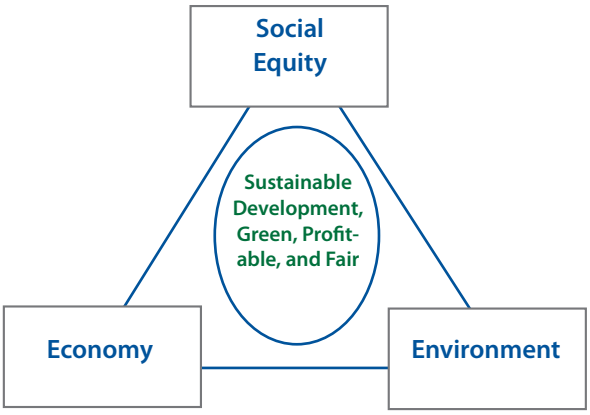


Figure 2. University of Texas Sustainability Graphic

At the October 2009 Imagine Austin Open House participants were asked to define what sustainability means for Austin and the region. While responses ranged from affordability, to reducing sprawl, to living wage jobs, the most frequently cited responses point to effective public transportation, pedestrian/bicycle friendly development, and protecting the natural environment. As the comprehensive planning process continues, Austin residents will continue to shape exactly what a sustainable future looks like Austin, using the three "E's" as building blocks.

The "three-legged stool" is a useful concept that has been used as the foundation of a number of community plans. The following five sustainability principles (developed by WRT) is another example of a conceptual framework for sustainable community planning and may be useful as Austin develops its own definition of a sustainable future:

1. **Energy:** Reduce fossil fuel usage and carbon emissions through the planning and design of communities, sites, and buildings.
2. **Resiliency:** Reduce vulnerability to external environmental and economic threats through planning, design, and increased reliance on local resources, goods, and services.
3. **Mobility:** Locate and design transportation system components to reduce automobile dependency and promote use of alternative transportation modes.
4. **Stewardship:** Preserve and restore natural, cultural, and historic built resources. Integrate natural and human ecological systems in the planning and design of communities.
5. **Equity:** Provide housing, transportation, and employment opportunities for persons of all socioeconomic backgrounds and abilities.

Stakeholder Engagement

As referenced above, the consultants are conducting stakeholder interviews to gain a broad range of input in defining strategic issues. A list of organizations and departments interviewed thus far is summarized below. In addition to interviews, Austin City departments were invited to provide their thoughts on strategic issues from the perspective of each department.

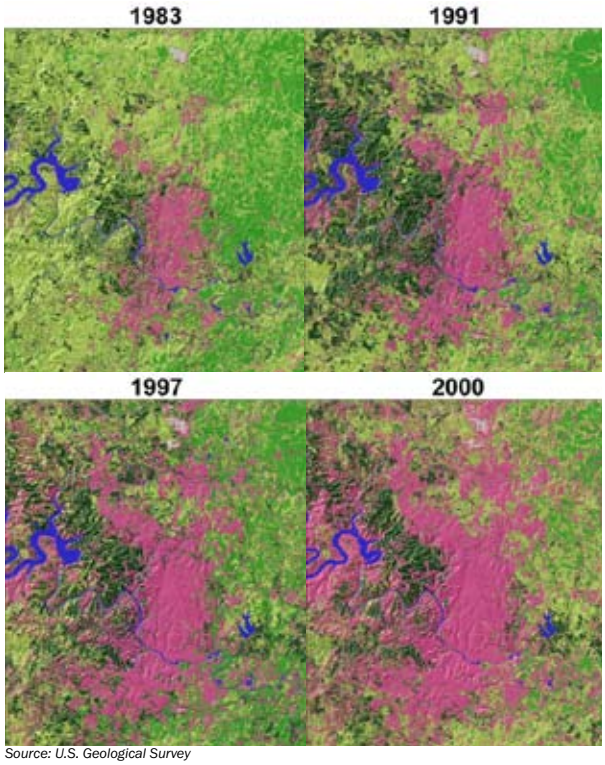
Imagine Austin Stakeholder Interviews Conducted to Date (October 2009 – February 2010)

- Annual Austin Economic Forecast Event and Survey *(January 2010)*
- Asian American Cultural Center
- Austin Board of Realtors (ABoR)
- Austin Chamber of Commerce *(economic development, business retention, government relations, and transportation representatives)*
- Austin City Council & Plan Commission Members
- Austin Community College (ACC)
- Austin Convention and Visitor's Bureau (ACVB)
- Austin Electric (AE)
- Austin Independent Business Alliance (AIBA)
- Austin Independent School District (AISD)
- Austin Neighborhood Council
- Austin Water Utility (AWU), City of Austin
- Capital Area Council of Governments (CAPCOG)
- Capital Area Metropolitan Planning Organization (CAMPO)
- Capital Metro Transportation Authority (CapMetro)
- Concordia University
- Downtown Austin Alliance
- Del Valle Independent School District (DVISD)
- Economic Growth and Redevelopment Services Office (EGRSO), City of Austin
- Hill Country Conservancy
- Immigrant Services Network (ISN)
- Leadership Austin
- Lower Colorado River Authority (LCRA)
- Meals on Wheels and More
- Neighborhood Housing and Community Development Office (NHCD), City of Austin
- Real Estate Council of Austin (RECA)
- St David's Community Health Foundation
- Texas Nature Conservancy
- Travis County Health and Human Services
- Urban Coalition
- UT Sustainability Center
- Watershed Protection and Development Review (WP-DRD), City of Austin
- Watershed Protection District (WPD), City of Austin

LAND USE AND POPULATION

Land Use Issue #1: The growth dynamic in Austin and the surrounding region has been characterized by population growth, land consumption, and outward expansion.

- Much of the growth of Austin and the larger region has been lower density development outside of established centers, resulting in separation of uses, greater travel times and associated traffic congestion, consumption of open space, and other impacts.
- While still the largest jurisdiction in the MSA, Austin's share of regional population and employment is decreasing. Austin currently comprises nearly 50% of the MSA's population but that figure is projected to decline to one-third by 2040 *(source: U.S. Census and City of Austin)*.[1]



Source: U.S. Geological Survey

Figure 3. Recent Land Consumption, 1983-2000, Source: Austin Community Inventory, U.S. Geological Survey

LAND USE/POPULATION INDICATORS AND TRENDS

- **Before 2000, Austin's population grew at an annual rate of about 3.5% per year (close to doubling every 20 years). The recent annual growth rate has slowed to about 1.6%.**
- **Between 2000 and 2008, Austin's population grew at a rate of 13%, which was less than Travis County (17%), the Austin- Round Rock Metropolitan Statistical Area[1] (MSA) (24%), and Texas (14%), but greater than the national average (7%).**
- **About 46% of rangeland in the Austin-Round Rock MSA was converted to urban uses between 1983 and 2000.**
- **Austin's population is projected to grow at an annual rate of about 1.5% - 2% over the next 30 years, compared to about 3.5% per year projected in the Austin-Round Rock MSA as a whole.**
- **About 18% (73,000 Acres) of the ETJ are undeveloped without environmental constraints. However, this land is seeing increased development pressure.**

[1] The Austin-Round Rock MSA includes Bastrop, Caldwell, Hays, Travis, and Williamson Counties.

Economy, Environment, Equity

[1] This projection does not account for any future annexations by the City, meaning that Austin's population may actually grow at a faster rate.

Land Use Issue #2: While the general direction of growth has been outward expansion, there is considerable potential for redevelopment and infill development within Austin.

- Sources such as demolition permit records and analysis of improvement to land ratio[2] indicate that there has been a significant amount of redevelopment in Austin and that redevelopment is likely to continue in the future, in particular around the core where property values are high.
- Commercial corridors such as Lamar Boulevard, Burnet Road and Airport Boulevard are examples of locations with potential for infill and redevelopment of older retail uses.

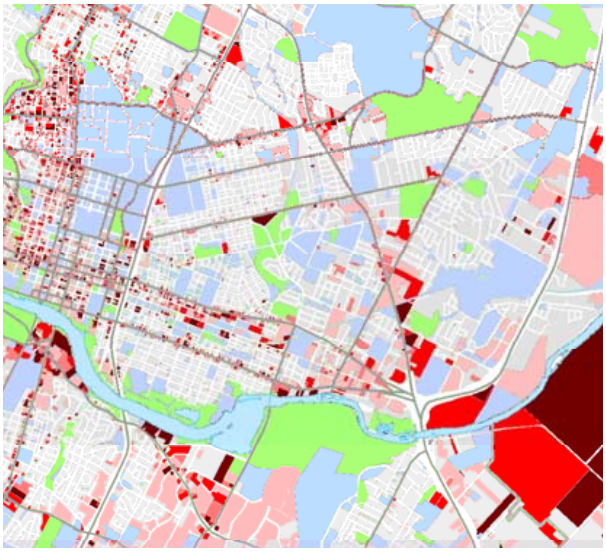


Figure 5. Example of Improvement to Land Ratio (ILR), Commercial and Multi-Family Parcels (See Community Inventory for more detail). Based on analysis, parcels with an ILR of less than 1.0 (shown in dark red) are more likely to redevelop.

Economy, Environment

[2] Improvement to land ratio is the appraised value of the improvements on a parcel divided by the value of the land. The theory is that property owners will seek to maximize the value of their investment when the value of the improvement is less than the value of the land.

[3] The ETJ covers the unincorporated area within five miles of the present city boundary.

Land Use Issue #3: Population growth and land use within Austin affects the larger region and vice versa, underscoring the need for coordinated planning.

- In the past Austin's land area experienced major growth through annexation (from 30.9 square miles in 1940 to over 300 square miles in 2009). The area beyond the city boundary within which Austin can maintain some control, including the potential for annexation, is referred to as its extraterritorial jurisdiction (ETJ) and is part of the study area for the comprehensive plan.[3] In recent decades, state legislation, the creation of Municipal Utility Districts, and the presence of other growing municipalities limit the potential for future annexation, particularly to the north.
- Jurisdictional limitations on annexation are less pronounced to the east and south of Austin's current city boundary. This area of Austin and its ETJ has a relatively high proportion of undeveloped land with minimal environmental constraints and has been designated as Austin's "Desired Development Zone" by City Council. However, development in Round Rock / Williamson County is shifting the momentum of growth north away from Austin and GIS analysis indicates that this trend may continue in the future *(see Susceptibility to Change section)*.
- Two regional transportation initiatives highlight how planning for Austin and the region as a whole are inextricably linked *(see Transportation section)*:
  - The Capital Area Metropolitan Planning Organization's (CAMPO) People, Planning and Preparing for the Future: Your 25 Year Transportation Plan, scheduled for release in June 2010; and
  - Capital Metro Transit's All Systems Go Plan.

Economy, Environment, Equity

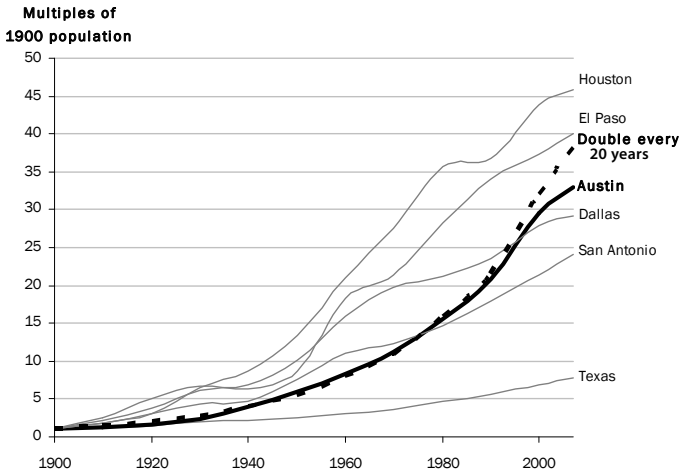


Figure 6. Population for Austin, Texas, and other large Texas cities (1900-2000), Source: U.S. Census, Austin Community Inventory.

Land Use Issue #4: A complex set of plans, policies, and regulations impact land use and development in Austin.

- The City has an active neighborhood planning program. A number of neighborhoods have completed or are in the process of developing plans and future land use maps intended to guide zoning changes to implement the plan. However, many others lack neighborhood plans and future land use maps *(see Housing and Neighborhoods Issue #4)*.
- Austin has numerous zoning designations ranging from single use districts (residential, commercial, industrial) to special purpose base districts to overlay/combining districts. Zoning is not necessarily a good predictor of future land use because rezonings are common, particularly in areas without an adopted neighborhood plan and future land use map.
- A number of past and current planning initiatives have influenced and will continue to influence land use patterns in Austin. For example, the Barton Springs Watershed regulations enacted pursuant to the 1992 Save Our Springs initiative resulted in reduced density but did not prevent development within the Drinking Water Protection Zone *(see Environmental Issue #1)*. Examples of more recent planning initiatives include the Robert Mueller Municipal Airport Redevelopment (2000), the Corridor Planning Program (2001), the University Neighborhood Overlay (2004), Transit-Oriented Development Ordinance (2005), and Commercial Design Standards (2006).
- What is lacking is an overall framework that ties all of these plans, policies, regulations, and initiatives together in a unified direction for the future. This is a key purpose of the Imagine Austin Comprehensive Plan.

Economy, Environment, Equity

HOUSING AND NEIGHBORHOODS

Housing and Neighborhoods Issue #1: Housing prices have increased significantly over the last ten years without similar increases in household income.

- Many Austin households experienced large increases in household income during the 1990s at a time when Austin housing prices were considered relatively affordable. However, over the last ten years housing costs have risen by 85%, while household incomes have remained stagnant or declined. The declining median family income trend is most prevalent in Hispanic and African-American households, compared with the overall population.[4] As the percentage of homes affordable to Austin residents is declining, families are forced to look outside of Austin for housing. In addition, rising property values have resulted in higher tax bills for many residents. Austin has a need for more moderately priced homes (i.e., $113,000 to $240,000). Attached housing (e.g., twins) which often fills this need in other cities, is limited in Austin.
- Austin residents have consistently supported creating and maintaining affordable housing, which is reflected in City policy. In 2006, voters approved the use of $55 million in General Obligation Bonds to increase homeownership and rental opportunities for low-to-moderate income households. Austin's Five-Year Consolidated Plan describes priorities and funding recommendations for the City's housing and community development activities.
- Through a survey of homeless people living in Austin, the Ending Community Homeless Coalition (ECHO) found that high unemployment and inability to pay rent/mortgage were the two most cited reasons for homelessness. Nearly 7,000 people received HUD services in 2007. The Community Action Network and ECHO are studying how to track how effective Austin is in helping those who are homeless transition to safe and stable housing.

HOUSING AND NEIGHBORHOODS INDICATORS AND TRENDS

- **In 2008, median household income in Austin ($51,004) was less than the MSA ($57,973), but slightly higher than Texas ($49,078). Per capita income in Austin ($30,429) was higher than in the MSA, Texas, and the U.S. in 2008.**
- **Between 1998 and 2008, the median single-family home price increased by 90% from $129,900 to $240,000. The percentage of all single family homes considered affordable (to households earning 80% of the median family income as defined by HUD), declined to 28% from 42% in 1998.**
- **Austin is a majority renter city (54%) and has a need for affordable housing rentals (e.g., there is a shortage of rental units for households with incomes less than $20,000).**
- **Austin's Hispanic/Latino and Asian populations are growing. According to the Census, 6% of Austin's population is Asian, which is a higher percentage than the region, state, or nation. The largest number increase occurred in the Hispanic population, which grew from 106,148 in 1990 to 260,535 in 2007. Austin's Hispanic population (35%) is slightly less than in Texas (36%), but higher than the MSA (30%) and the nation (15%).**

Economy, Equity

[4] From 2000-2007 in 2007 dollars. Source: Austin Community Inventory, 2000 Census, 2009 American Community Survey.

Housing and Neighborhood Issue #2: Austin's Hispanic/Latino and Asian communities have grown significantly since 1990; however, their growth has not been evenly distributed throughout the City.

- Since 1990, the racial/ethnic makeup of Austin's population has shifted. Around 2005, the City's Anglo population (non-Hispanic white) decreased to 49% of the total population, while the Hispanic population grew to 35%. Austin's African-American population grew in absolute numbers, but its percentage decreased from 12% to 8%. Austin's Asian community grew (both in numbers and in percentage) and increased in diversity. According to the 2007 Census, 6% of Austin's residents were Asian.
- While the Hispanic/Latino is growing, lower-income Hispanic households are becoming increasingly concentrated in three areas: lower east Austin, greater Dove Springs, and St. John.

Equity

Housing and Neighborhood Issue #3: In terms of age, Austin is a relatively young city; however, since 1990, the percentage of the population in the 20-34 age groups has decreased, while the percentage in the 45-64 age groups has increased.

- In 2008, the largest segment of Austin's population (21%) fell into the 25-34 age range. The median age in Austin was 31.4, compared to 33.2 for the state of Texas, and 36.7 for the United States.
- While there hasn't been a major shift in the distribution of age groups in Austin, the growing percentage of residents in the 45-64 year old groups may lead to a shift in housing type need (e.g., smaller homes) and need for health and other social services in the future.

Economy, Environment

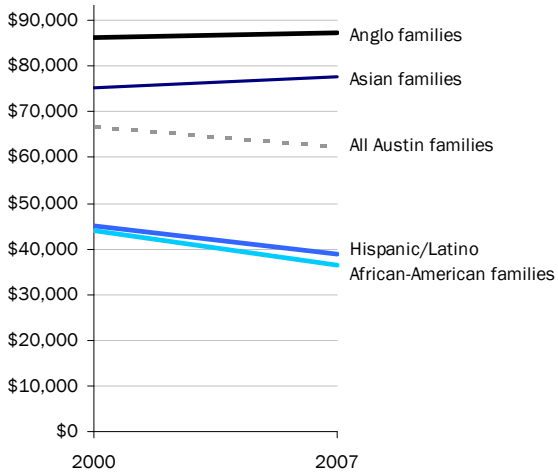


Fig 7. Median Family Income (2000-2007), 2007 dollars, Source: Census, 2000, 2007, Austin Community Inventory.

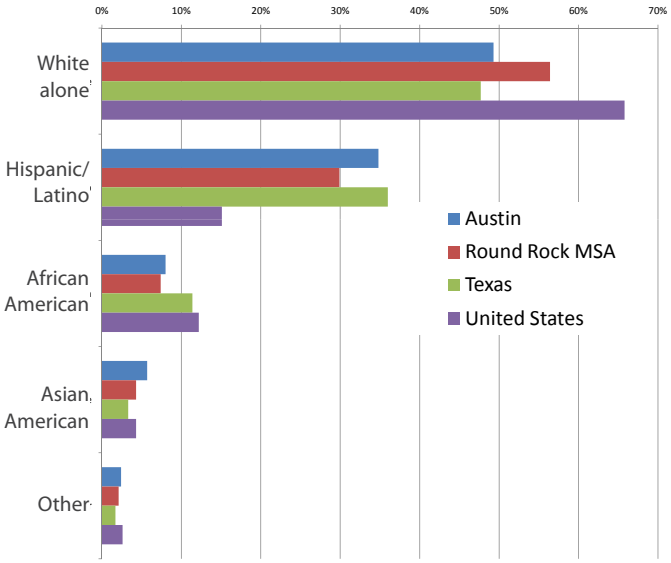


Figure 8. Population by Racial/Ethnic Composition, Source: Census, 2000-2007.

Housing and Neighborhood Issue #4: Austin is a city of strong neighborhoods that contribute greatly to community character and quality of life. Maintaining the character of these neighborhoods is a key concern of residents.

- Austin's older neighborhoods, particularly those built before World War II, are characterized by their central location, walkability, compact character (typically smaller houses and lots), architecture, and sense of place.
- Neighborhoods developed since the 1950s have been more suburban in character as Austin expanded outwards from its central core.
- The City has an active neighborhood planning program and a number of neighborhoods (Brentwood/Highland, Central East Austin, North Burnet/Gateway, and South Congress, to name a few) have adopted neighborhood plans. While the issues addressed by these plans vary by neighborhood, examples of common goals include protecting existing neighborhood character; preventing encroachment from adjacent commercial corridors; maintaining safe, pedestrian-friendly streets while limiting cut-through traffic; protecting natural resources and providing parks and open spaces; and maintaining affordability and accessibility.

Economy, Environment, Equity

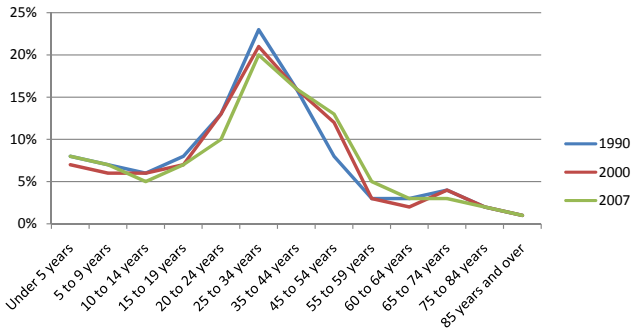


Figure 9. Age Groups (1990-2007), Source: Census.

ECONOMY

Economic Issue #1: Existing transportation mobility and quality are identified by the business community as a major challenge to economic growth.

- As the labor force grows and new industry opportunities arise, there is a need for physical infrastructure to keep pace and align with industry requirements. For example, direct air service and connectivity to both coasts is extremely limited for a city of Austin's size and inhibits the city's ability to recruit high-end office users (e.g. corporate headquarters) with frequent travel needs.
- Roadway congestion impacts commute-time for workers and also places a burden on economic activity (e.g., 93% of freight coming in and out of central Texas travels on roadways). While providing new transit options (CapitalMetro All Systems Go Plan) will help relieve roadway congestion, the pace of implementation is a concern *(see Transportation section)*.
- Transportation infrastructure was the most frequently ranked challenge and necessary improvement by respondents at the Austin Economic Forecast event.[5]
- Currently, there is no rail infrastructure in Austin to load/unload freight. This could become an important issue if the light industrial employment sectors continue to expand (e.g. logistics & distribution, etc.).
- Anticipated growth in the office and industrial sectors of the city economy may lead to more infill and redevelopment in Austin. These industries have a common desire for "clustering" near similar firms, but also require transportation access and mobility.

ECONOMIC INDICATORS AND TRENDS

- **Between 2001 and 2008, the Austin MSA gained over 76,104 jobs in the professional services, trade, hospitality, and education sectors.**
- **Austin has established the following target growth sectors in technology and creative industries: nanotechnology, life sciences, corporate headquarters, software/tech support, digital media, communication, clean technology, and advanced manufacturing.**
- **The percentage of workers with college degrees has increased dramatically in the last two decades (49% of Austin's workers, compared with 32% in Texas, and 36% in the nation).**

[5] Survey respondents included a mix of regional private sector industry representatives, realty groups, banks, and other economic interests (e.g., Austin Community College, University of Texas, Austin Tech Incubator, Sematech, etc.).

Economic Issue #2: The City is well-suited to recruit and grow businesses in Austin's target employment sectors.

- Over the last 30 years, Austin major employment sectors transitioned from university, government, and military to a high-tech computer hardware and software employment center. The manufacturing and electronic sectors continue to decline and the greatest growth is occurring in professional services, trade, and leisure/hospitality.
- While the current recession has resulted in a high vacancy rate (20%) in the office market, Austin's technical and creative industries provide opportunity to grow the City's tax base and generate new jobs. Growth in these industries will require an educated workforce and a mix of available office, flexible light industrial, and research and development space.
- There is potential for significant growth in the medical and life sciences sectors. The proposed development of a medical school in Austin and the City's expanding senior population could lead to greater expansion in the health services sectors.
- Austin is emerging as a national center for clean energy technology and employment. Local and national incentives provide the potential for significant numbers of well-paid jobs in the industry (e.g., solar insulation and manufacturing, energy services, and sustainable building).[6] In Austin, key projects like Pecan Street and UT's Clean Energy Incubator are providing strategic thinking and resources for capitalizing clean energy technology. Regional stakeholders (e.g., city officials, local utility companies, business groups, economic and workforce developers, higher education institutions) are beginning to formally collaborate to strengthen the region's competitiveness.

Economy

Economic Issue #3: The City is experiencing a rapidly expanding and more educated labor force, which in turn is strengthening Austin's economy. Educational attainment levels are especially important to high-growth companies.

- Growth in new target industries will expand the need for job training in areas such as business management, entrepreneurship, and health services to meet expected industry demand (e.g., at Austin Community College, University of Texas, and regional institutions). Interviews suggest there is a need for improved coordination between employers and regional education/job training development (i.e., to match post-secondary institutions with skills most needed by high-growth industry sectors).
- Despite a growing percentage of the population with college degrees, high drop-out rates among the minority community in the Austin Independent School District (AISD) have significant economic development implications. Businesses cannot necessarily hire locally and the drop-out rate impacts the overall competiveness/attractiveness of the region to employers and families.

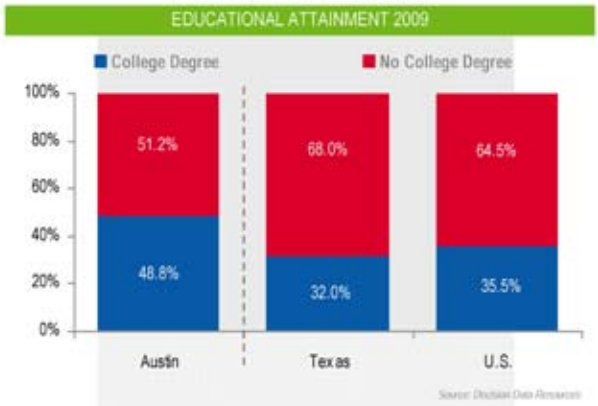


Figure 10. Educational Attainment, 2009, Source: Decision Data Resources

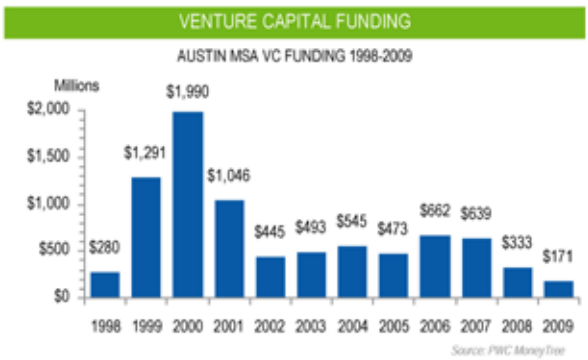
Economy

[6] Renewable energy generation (i.e. wind, solar, biofuels), in particular, is anticipated to be a $325 billion industry nationally by 2018 and Central Texas is well positioned to play a major role.

[7] The U.S. Department of Energy (DOE) recently awarded a $10.4 million grant to the Mueller/Pecan Street project to act as a national demonstration site for development of an advanced smart grid system. This project will monitor electricity and water use and generate clean energy further supporting Austin's growth in renewable energy industries.

Economic Issue #4: Small businesses and start-up companies face challenges that may inhibit their growth (e.g., rising business costs, regulatory barriers, lack of affordable rental space).

- Despite recent improvements, land development codes and permitting processes are seen as complex, making it difficult for small business owners and start-up businesses to navigate. In addition, the codes and processes do not necessarily support mixed-use development patterns.
- Austin has a strong Independent Business Alliance with six IBIZ districts, areas where 95%+ of the businesses are locally owned. Many residents support local neighborhood business that in turn support the local economy.
- Creative industries (arts, film, music, etc.) are an important niche industry sector that contributes jobs, strengthens the tax base, and enhances the city's quality of life. However, a number of factors inhibit the growth of this sector. The limitations for these small businesses include physical space, health care options, affordable housing, and affordable rents for venue owners.
- For Austin high-tech start-ups, two primary concerns are insufficient lab/incubation space and availability of later-stage financing. Given the importance of high-tech entrepreneurship to Austin's future economy, there is an opportunity for the City to position itself to address these issues in preparation for the economy's rebound.



Economic Issue #5: As the City continues to grow, increased investment and coordination to ensure adequate infrastructure provision (e.g., electric power) will be critical.

- Given Austin's strong technology sector, affordable and reliable electricity for industrial and commercial consumers is essential. Utility reliability is also a concern for high-volume electricity users (e.g. data centers, hospitals, large manufacturers, etc.).
- Austin Energy's newly diversified power portfolio (which includes increased contribution from renewable resources) may create higher electricity rates and increased costs for resident and industry customers making the city less competitive in terms of cost, at least in the short-term.
- Professional service firms are another key future industry sectors. While not necessarily large power consumers, these businesses demand high-quality buildings with adequate buffer from non-compatible uses, clear access to major highways, and often on-site amenities such as hike and bike trails and nearby entertainment amenities.

Economy

Economy, Equity

Figure 11. Austin MSA Venture Capital Funding, 1998-2009

Economic Issue #6: There is a need for regular business/industry trend analysis of economic, labor market, and demographic data issues impacting Austin businesses.

- Interviewees identified a need to measure and quantify employment and per capita income in target industries and continue to calculate fiscal impact in the overall context of economic effects and any environmental impacts. In addition, while there are positive relationships between economic development entities in Austin, there is a need for better coordination between the organizations.

Economy, Environment

ENVIRONMENTAL RESOURCES

Environmental Issue #1: As one of the fastest growing regions in the U.S., a major challenge facing Central Texas is the protection of the region's watersheds, waterways, and water supply.

- In an effort to protect sensitive watersheds, impervious coverage limits range from 15-25% in the Barton Springs Zone and Water Supply Rural watersheds. Through regulation and policy, Austin is working to protect and enhance the region's water supply. Since 1997, development has been limited in the designated Drinking Water Protection Zone (DWPZ) watersheds and encouraged in the Desired Development Zone (generally the City of Austin and the south and eastern areas of the ETJ) *(see Figure 12)*.
- Impervious cover limits are imposed by both watershed classification and zoning classification. However, stricter regulations are not in place on grandfathered tracts, or on tracts where certain development agreements exist. Development in restricted watersheds has still occurred at lower densities with more open space. Undeveloped land in the DWPZ continues to face development pressure *(see Land Use Issue #1)*.

Environment

ENVIRONMENTAL RESOURCES INDICATORS AND TRENDS

- **Austin is located along the Colorado River, where it crosses the Balcones Escarpment, an area notable for its diversity in terrain, soils, habitats, plants, and animals.**
- **The most significant physiographic transition in Central Texas is marked by the change from Hill Country and Edwards Plateau on the west to the prairies on the east.**
- **Austin and the region are known for the water resources of the Colorado River and Highland Lakes system (e.g., Lake Travis, Bull Creek, Barton Creek, Lake Austin, Lady Bird Lake, Walnut Creek, and McKinney Falls).**
- **Barton Springs, the fourth largest spring in Texas, discharges an average of 27 million gallons of water a day from the Barton Springs Segment of the Edwards Aquifer. The springs feed Barton Springs Pool, one of the most popular and visited attractions in Central Texas.**
- **Despite abundant water resources, Austin's Watershed Protection Master Plan (2001) estimated over $1.2 billion in capital funds needed to address flooding, erosion, habitat degradation, and damaged creek biology.**
- **The City measures the environmental integrity (EI) of watersheds on a two-year cycle. While 2006 scores were higher than 1996 scores overall, they were generally lower than both 2000 and 2003 scores, a decline which may be attributable to prolonged drought conditions and/or urban development.**

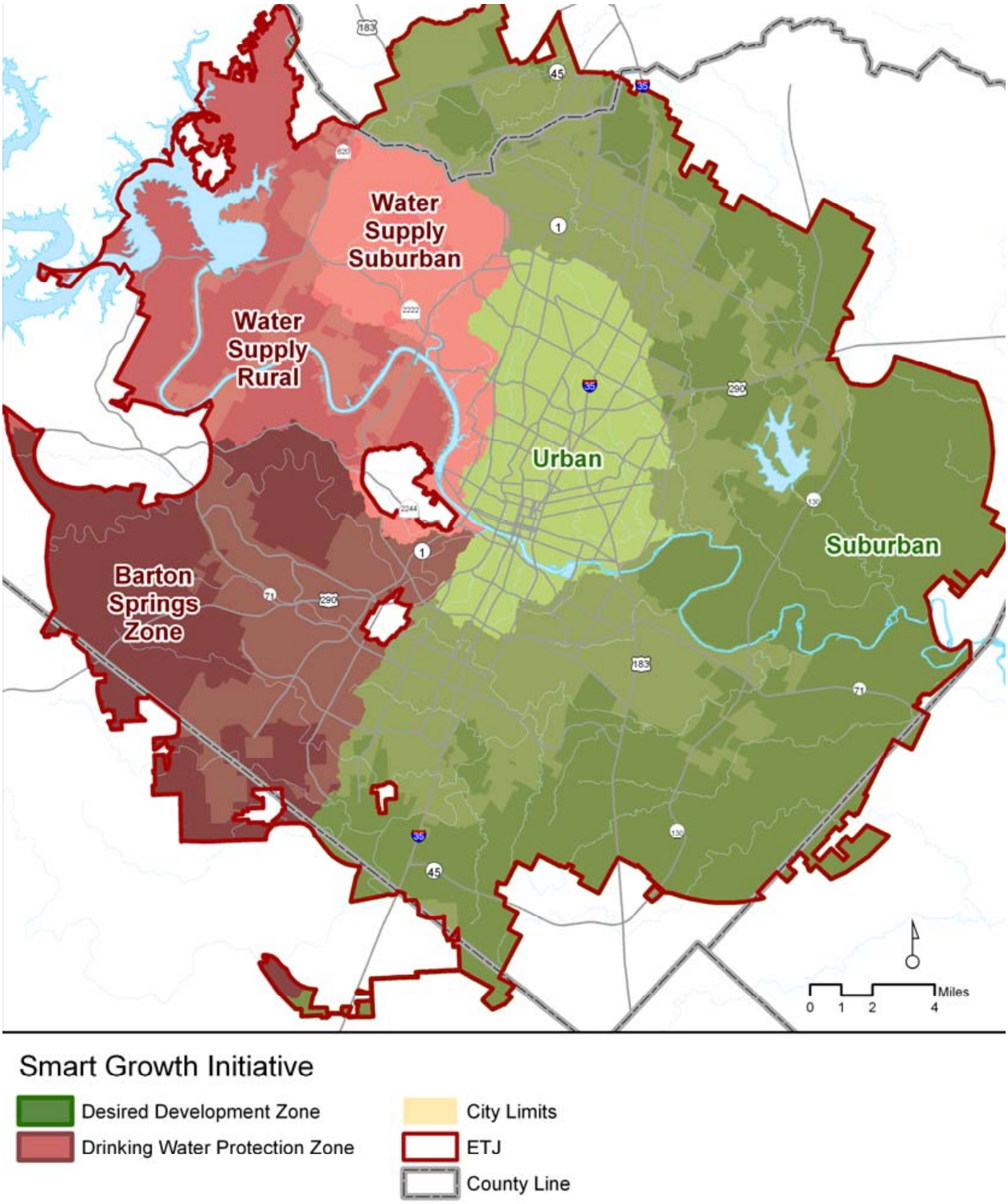


Figure 12. City of Austin Desired Development Zones, Source: Austin Community Inventory, GIS.

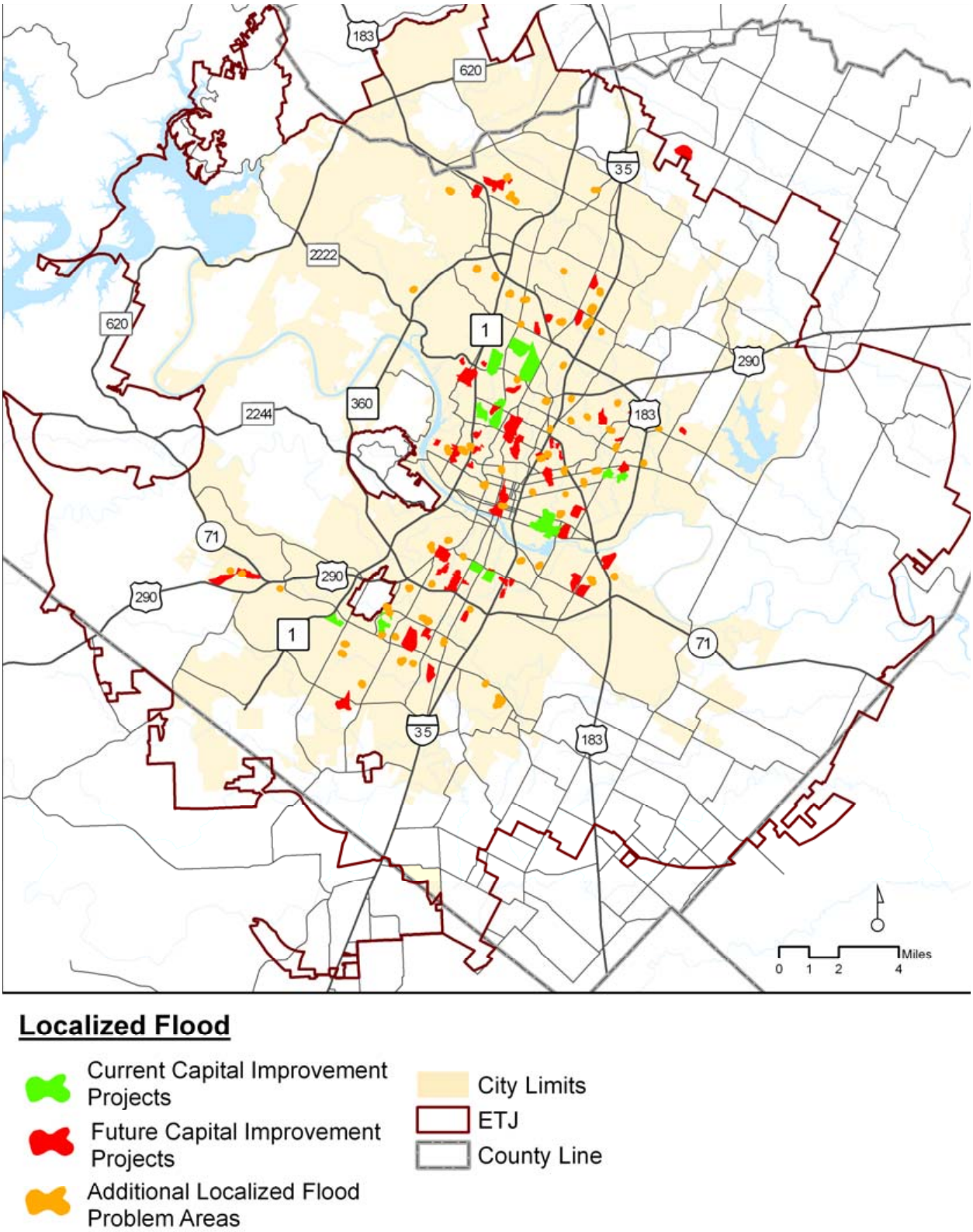


Figure 13. City of Austin Localized Flooding, Source: Austin Community Inventory, GIS.

Environmental Issue #2: Regional planning and coordination is needed to provide adequate water-related infrastructure and protect environmentally sensitive areas and floodplains.

- Regional population growth and development (including demand for water and wastewater treatment and groundwater pumping) threaten public water supply. Austin participates in regional water quality planning, public education, and is acquiring open space.[8] In addition, interdepartmental cooperation is increasing in an effort to promote increased use of recycled water for xeriscapes and other landscapes *(see Land Use Issue #1)*.
- The Watershed Protection Department (WPD) is continuing its efforts to restore headwater streams, riparian areas, and erosion hazard zones. Tools such as conservation subdivision, transfer of development rights (i.e., designated sending and receiving areas, protection of sensitive areas and prime farmland), and enhanced floodplain management regulations are being considered.

Environment

Environmental Issue #3: Watershed problems are widespread and will worsen of corrective action is not taken. Urbanization and drought are causing a decline in watershed health due to changes in hydrology (e.g., loss of baseflow, eroding streambanks, and increased flooding).

- Austin closely monitors watershed issues and demand for projects addressing stream erosion far exceeds the City's resources. In addition, creek flooding poses a recurring citywide risk to public safety and property *(see Figure 13)*.
- Localized flooding threatens property across the City due to undersized, deteriorated, or clogged drain systems. The Austin Water Utility (AWU) has a program to replace aging infrastructure and continuously upgrades infrastructure through its capital improvement plan. The City will need additional resources to improve and maintain aging infrastructure in areas where infill and redevelopment occur (e.g., in the urban core and along transit corridors).
- WPD is continuing to investigate methods to maximize on-site stormwater retention and is considering incentives or requirements to retrofit flood controls in area that were development without adequate drainage infrastructure.[9] Other actions include: exploring ways to increase the use of green infrastructure in public and private development; supporting conversion of enclosed streams to naturalized streams; educating the public about flash flood dangers and water quality; and considering erosion studies of the downstream system to better understand and prevent negative impacts.

Environment

[8] Water Quality Protection Lands and the Balcones Canyonlands Preserve.

[9] Existing financing methods for watershed improvement projects include: the Drainage Utility Fee, General Obligation Bonds, Regional Stormwater Management Fee, and the Urban Watershed Ordinance Fee.

Environmental Issue #4: Potential impacts of climate change in Central Texas include increased drought, more severe weather events, elevated temperatures, and air pollution.

- The likelihood of increased drought and storms increases the vulnerability of the region's arid climate and reliance on rainwater to recharge the aquifer. Higher temperatures may result in an increase in energy use to cool homes and businesses, which also results in more air pollution. Increased costs (e.g., as region seeks to address air quality) and health risks are associated with the potential impacts.
- Austin's Climate Protection Plan (2007) seeks to make the City of Austin a national leader in local action to address climate change.[10] The Climate Action Team has completed a greenhouse gas inventory and update, reduced output by the equivalent of the electricity used by 26,100 homes per year, and continues to focus on collaboration, education, mitigation, and innovation. Regional cooperation is needed to implement climate change solutions.

Economy, Environment

Environmental Issue #5: While Central Texas complies with all federal air quality standards, the region is in danger of exceeding the ground-level ozone standard.

- Based on stricter EPA standards and automobile emissions, depending on 2009 ozone levels, the region may not meet air quality standards for ozone levels. Not meeting federal air quality standards impacts the health of area residents, the cost of healthcare, and may damage Austin's reputation as a "green city."
- The region has a record of taking proactive voluntary measures to reduce ozone-forming emissions and Austin's air quality efforts have focused almost entirely on the reduction of ozone levels. Still, a non-attainment designation triggers federal requirements for transportation and industry that can increase costs for businesses and delay federal transportation projects. Many of these requirements apply for twenty years after the area regains compliance. EPA will announce its decision by spring of 2010.

Economy, Environment, Equity

[10] The Climate Protection Plan sets broad goals (e.g., make all City facilities, vehicles, and operation carbon neutral by 2020; meet all energy needs with renewable resources by 2020).

Environmental Issue #6: Despite Austin's landscape requirements and tree protection ordinances, Austin's tree canopy continues to decline as urbanization occurs.

- Tree canopy is notably absent in commercial, multi-family, and industrial areas. Canopy losses from conversion of eastern prairie lands to farmland are also apparent, with bottomland areas along creeks and the Colorado River remaining patchily forested with large sections of exposed riparian zones along creeks.
- Austin's City Arborist has been working with a Task Force to address concerns regarding protection of the trees, replanting trees, and the natural environment. City staff is currently working to define the existing tree canopy baseline and establish quantifiable benefits that can be achieved from improved protection of the tree canopy.

Economy, Environment, Equity

Environmental Issue #7: As development continues to occur in or near environmentally sensitive areas of the region, ongoing preservation and conservation efforts will be required.

- In 2002, voters passed a bond issue for open space acquisition and subsequent grants enabled the purchase of additional land and conservation easements. The same year, the Wildland Conservation Division (of AWU) was created by City Council.
- The Wildlands Conservation oversees land that provide key benefits to the Colorado River and its aquifers, in addition to re-establishing and protecting natural and plant species and habitats of the larger ecosystem.
- Land within the Balcones Canyonlands Preserve (BCP) conserves habitat for eight endangered species and is owned through a partnership system. Major owners/partners include: the City of Austin, Travis County, The Nature Conservancy of Texas, the Lower Colorado River Authority, the Travis Audubon Society, and other private BCP partners.

Economy, Environment

TRANSPORTATION

Transportation Issue #1: While transit use is increasing, automobiles remain the dominant travel mode in Austin and the larger region.

- Transportation choices and trends are closely related to land use patterns. Much of the region's growth has occurred in low-density development at the edge of the existing urban areas. As a result, the Austin MSA has a relatively high percentage of people driving alone to work compared with other metro cities (e.g., San Francisco, Seattle, Portland, Chicago, and Los Angeles).
- More roads are required to support lower density development patterns. During 1980-2000, the total vehicles miles traveled increased in all of the five counties surrounding Austin. The annual vehicle miles traveled (VMT) continued to increase (36% between 1980-2005), but at a slower rate after 2000. The average daily miles traveled per person actually decreased in the MSA after 2000.
- Although factors such as fuel price, transit usage, and population density have shown to reduce total VMT, and in turn improve air quality, addressing the land use/transportation connection has been shown to play a significant role in reducing vehicle trips and VMT in other metropolitan areas.
- While the percentage of workers driving to work increased since 2000, the percentage of workers taking transit to work in Austin is estimated to have also increased to 4.9%, which is higher than the MSA or State average.

Economy, Environment, Equity

TRANSPORTATION INDICATORS AND TRENDS

- **Over 76% of all workers in the MSA travel to work alone by car, compared with 71% of all workers in Austin. Compared with other major cities (e.g., Los Angeles, Chicago, Seattle), Austin has a relatively low percentage of people commuting to work by transit.**
- **Both the percentage of workers driving to work and taking transit to work is estimated to have increased since 2000, while the percentage carpooling decreased.**
- **In 2005, the average trip in the region was 7.8 miles long and took 12.9 minutes. However, nearly 25% of trips are fewer than two miles or take under five minutes.**
- **Capital Metro's All Systems Go Long Range Transit Plan weaves together a number of existing and proposed transportation modes. At full realization, the transit system will include: MetroRail (red line with diesel-electric engine trains) and potential connector lines, the Regional Commuter Line (Austin-San Antonio), Capital Metro Rapid (high-tech bus service), Express and Local Bus service, and Circulator Streetcars (connected to MetroRail).**
- **Capital Metro Rail (red line) is preparing for service to begin as soon as March 2010. The system will run on 32-miles of existing freight tracks between Leander and Downtown Austin, with service every 35 minutes.**

Transportation Issue #2: In Austin, roadway congestion and related costs (e.g., longer commuting time) have been increasing since the 1980s.

- From 1982 to 2006, in 90% of areas surveyed in Texas demand for roadway capacity grew faster than supply. In the Austin region, demand grew 35% faster than supply.
- Adding capacity to roadways is not a stand-alone solution to transportation congestion. Impacts of added capacity include increased construction and maintenance costs, the negative environmental impacts of new roads, and increased regional vehicle miles traveled.

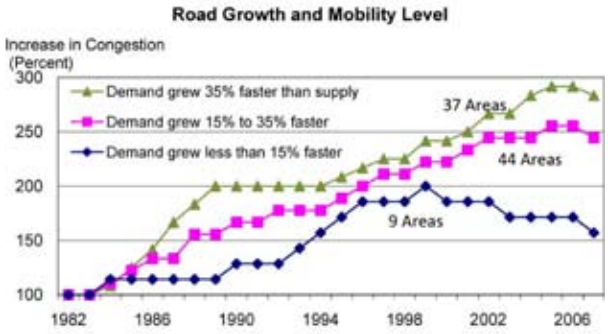


Figure 14. National Road Growth and Mobility, Source: Texas Transportation Institute, Urban Mobility Report.

Economy, Environment, Equity

Transportation Issue #3: There are 11 separate agencies that have the authority to plan, construct, or operate various modes of transportation in Austin and the ETJ, which can make coordination between agencies difficult.

- Regional agencies include: Capital Areas Metropolitan Planning Organization (CAMPO); Texas Department of Transportation (TxDOT); Capital Metro Transportation Authority; Central Texas Regional Mobility Authority (CTRMA); Austin San Antonio Intermunicipal Commuter Rail District (ASAICRD); Capital Area Rural Transit (CARTS); and the Capital Area Council of Governments (CAPCOG). The following municipalities are also responsible for planning, construction, and implementation in their jurisdictions: City of Austin; Travis County; Williamson County; and Hays County.
- All of these agencies, with the exception of CAMPO and CAPCOG, have the responsibility for implementing and operating as well as planning their mode or system.

Transportation Issue #4: The recently adopted Austin Bicycle Plan identified barriers along existing bicycle routes as a key issue impacting bicycle commuting and use.

- In 2007, the League of American Bicyclists designated Austin a Silver-level Bicycle Friendly Community reflecting the community's commitment to providing safe, efficient, and accessible bicycle facilities to residents.
- Austin's 2009 Bicycle Plan established a number of objectives to meet the goal of significantly increasing bicycle use and safety across Austin over the next ten years. The Plan seeks to reduce the number of barriers along existing routes (e.g., crossing of major highways such as MoPac, IH-35, US 183, and US 29O; crossing of the Colorado River at Pleasant Valley Road) as a priority in completing the city's bicycle network.

Economy, Environment, Equity

Transportation Issue #5: According to the recently adopted Sidewalk Master Plan, Austin has 3,500 linear miles of absent sidewalk and 5,500 curb ramps.

- The 2009 Sidewalk Master Plan estimates the total cost for building out the sidewalk network (i.e., filling in gaps, providing curb ramps to increase accessibility) at $750 million. The Plan identifies priorities for improving the network across the City and in different neighborhoods.
- Priority areas for sidewalk improvements are distributed the City. However, the highest concentrations were identified in the Central East Austin, East Cesar Chavez, Holly, and South River City neighborhoods.

Economy, Environment, Equity

PUBLIC UTILITIES

Public Utilities Issue #1: Much of Austin's stormwater system in the Urban Watersheds (the most densely populated areas) is undersized and in poor condition.

- The City's stormwater system is in need of upgrades and infrastructure improvements. The identified stormwater capacity improvement areas are likely to increase as infill and development occurs *(see Environment Issue #3)*.

Economy, Environment

Public Utilities Issue #2: While Austin has initiated measures to reduce water use and demand for treated water, Austin Water Utility (AWU) projects that the demand for treated water will exceed the current treatment capacity within approximately six years.

- Since 1983, Austin's Water Conservation Program has focused on reducing water use by reducing peak day demands through incentives, education, water use evaluations, and audits.[11] The city's top water conservation successes, in order of ten-year estimated savings are: 1) watering restrictions (6.16 MGD), 2) reclaimed water use (5.95 MGD), 3) utility water rates (5.0 MGD), 4) reducing water loss (4.8 MGD), and 5) mandatory toilet retrofit program (2.1 MGD).
- AWU's Water Reclamation Initiative has provided reclaimed water for irrigation since the 1970's. Reclaimed water from two plants provides non-potable water for irrigation, commercial, industrial, and institutional uses. Plans to expand this system are in place.
- The nationally recognized Beneficial Biosolids Reuse Program is designed to treat wastewater byproduct by composting it into an EPA-approved fertilizer (i.e. Dillo Dirt), which is then reused at the City's parks and sold to the public through garden retailers.

PUBLIC UTILITIES INDICATORS AND TRENDS

- **Austin Water Utility (AWU) has a total service population of approximately 854,000. Water is drawn from the Colorado River (on Lake Austin) into two treatment plants (Davis and Ullrich) located in Central Austin.**
- **The Water Protection Department (WPD) has identified more than 420 areas needing stormwater capacity updates in the urban core.**
- **Austin currently has the combined wastewater treatment plant capacity to treat 285 million gallons per day (MGD).**
- **In 2007, the Solid Waste Services diversion rate was 29% and recycling participation was around 71% citywide.**

Peak Day Water Savings Amounts (Listed in order)	Ten Year Estimated Peak Day Savings	WCTF FY 2008 Projected	FY 08 Actual
Watering Restrictions	6.16	0.0	5.0 to 9.0
Reclaimed Water Use	5.95	0.0	0.0
Utility Water Rates	5.00	0.0	0.0
Reducing Water Loss	4.80	0.0	1.31
Mandatory Toilet Retrofit	2.10	0.29	0.0
Annual Irrigation System Audits	1.47	0.45	0.0
Residential Irrigation Standards	1.32	0.13	0.07
Commercial Irrigation Standards	0.74	0.07	0.0
Enhanced Irrigation Audit Program	0.63	0.21	0.04
Pressure Reduction Program	0.29	0.03	0.001
Car Washes	0.15	0.00	0.00
Total (MGD)	32.65	1.18	6.4 to 10.4

Figure 15. Water Conservation Successes, Source: Austin Water Utility, City Council Briefing 2009.

Economy, Environment

[11] City Council passed the Water Management Ordinance (2007), which resulted in a higher than expected reduction in peak outdoor water use the following year. Over the next ten years, the Ordinance establishes a goal of saving an average of 1% in water use per year to achieve a total savings of 25 MGD.

Public Utilities Issue #3: To meet energy efficiency goals set by Austin Electric and the Climate Protection Plan, the City needs to reduce peak energy demand by 700 MW by 2020.

- From 1982 through 2003, Austin Electric (AE), the largest City of Austin department, reduced peak electric demands by 600 MW through conservation, efficiency, and load-shifting programs. AE's goal is double their efforts and reduce peak demand further by 2020.
- Peak demands occur in the summer and during winter evenings. Reductions during these peak periods provide both AE and its customers with costs savings and reductions in power plant emissions.

Economy, Environment

Public Utilities Issue #4: At present rates of demand growth, the trend in water usage suggests Austin customers will exceed long-range water supply as currently contracted with the Lower Colorado River Authority (LCRA) by the year 2050.

- To meet future demand for water, based on present rates of growth, Austin would need 376,000 acre-ft of water in year 2050, or about 51,000 acre-ft per year more than the current contract amount with LCRA. Conservation and water reclamation programs will be required to make up the shortfall *(source: AWU, Raymond Chan Engineers).*

Environment

Public Utilities Issue #5: To implement the goals set by the City's Zero Waste Plan (i.e., reduce the amount of waste sent to landfills by 90% in the year 2040), Austin will need to increase recycling rates, increase the type of materials recycled, increase capacity, and increase residential and commercial composting.

- Austin operates a "pay as you throw program" that provides a volume-based system for garbage collection tied to fees charged to customers.
- The City has a relatively high (71%) participation in recycling rate and has set aggressive targets to further reduce waste and increase the landfill diversion rate. Significant increases in recycling rates for multi-family, commercial, institutional, industrial, and manufacturing uses are needed to meet the target. In addition, the types of materials (e.g., electronics, furniture) residential and commercial customers recycle must be increased. If recycling rates increase, the City currently does not have adequate containers and space to store and manage the increased volume of material and will need to develop local Material Recovery Facilities with capacity to handle large volumes of unique materials. Finally, increased public participation in composting and home and work is needed to meet the diversion target.

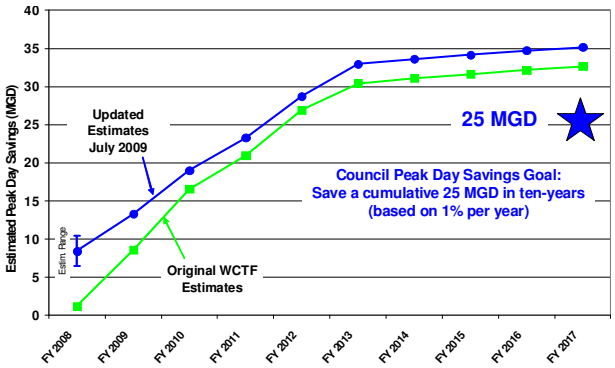


Figure 16. Projected peak day water usage savings (MGD)

Economy, Environment

COMMUNITY SERVICES

Community Services Issue #1:

Continued outward growth and annexation and/or increased density and infill affects the ability of public safety providers (i.e., Austin Fire Department, Austin Police Department) to maintain levels of service.

- Texas state statues require the immediate provision of fire protection and emergency service response to newly annexed areas of a municipality. Annexations may divert funding for improvements and maintenance from existing service areas or limit the City's ability to move forward with proposed annexations. Both police and fire departments require additional staff, facilities, and equipment to maintain level of service standards in developing areas.
- Austin's Fire Department building infrastructure is aging and may require renovation, reconstruction, or consolidation to accommodate modern equipment and increased personnel. For example, 12 fire stations cannot accommodate the larger fire truck apparatus required to improve level of service standards and response capabilities and nearly half of AFD stations are more than 40 years old.

Economy

COMMUNITY SERVICES INDICATORS AND TRENDS

- **Austin Fire Department is rated Class 2 by the Insurance Services Office (ISO), the second highest level on a scale of 1-10. Ratings are based on factors such as water supply and distribution, fire department apparatus and equipment, distribution of fire companies, staffing and training of fire personnel, fire alarm processing, and fire prevention efforts.**
- **According to the Central Texas Sustainability Project, after a long decline, most municipalities in the five-County region saw an increase in crime in 2007.**
- **The Austin Police Department has established targets for 2010 aimed at reducing crime and traffic fatalities, as well as increasing the percentage of residents who feel safe in their neighborhoods during the day and night (e.g., from 70% to 75% based on surveys).**
- **The Austin-Travis County Emergency Medical Services (A/TCEMS) serves the entire county and is jointly funded by the City of Austin and Travis County.**
- **There are 12 Independent School Districts and a growing number of private and charter schools operating in the Austin ETJ.**
- **Austin Independent School District (AISD), the largest school district in Austin, has 8 nationally recognized blue ribbon schools.**

Community Services Issue #2:

Regionalization, cooperation, and sharing of resources among public safety and other providers can maximize efficiencies in the use of available resources.

- Regionalization of fire protection and emergency service response can occur through mutual and/or automatic aid agreements. A benefit of regionalization is increased communications and development of policies to improve the sharing of limited resources and reduce potential duplication of services. In addition, trends point to an increase in the type of crimes occurring across municipal and state borders, further supporting the need for improved coordination between municipal, county, and state police and emergency service providers.
- The Austin Fire Department has indicated that state disaster response plans are beginning to place more emphasis on statewide cooperation in the event of a large-scale disaster (e.g., wildfires, floods) to reduce the burden on local and regional fire and emergency response departments.

Economy, Equity

Community Services Issue #3:

The two school districts serving the largest area in the Austin ETJ (Austin ISD and Del Valle ISD) are facing challenges related to population growth, immigration/language needs, poverty, and transient families.

- Austin ISD is the largest school district in the ETJ with an enrollment of 82,074 students on 110 campuses. AISD has a diverse student body (e.g., 57 different languages) and about 20% of students enter the district as non-English speakers.
- Del Valle ISD is experiencing significant growth in its student body resulting in overcrowded schools. Nearly 80% of students are considered economically disadvantaged. The District covers southeastern area of the Austin ETJ, generally east of I-35 and includes developing areas near the airport. The District is adding a middle school and elementary school, however securing funding for continued growth will be a challenge.
- Overall student test scores at both school districts are close to, but slightly below state averages. Generally, test scores at AISD have increased over the last four years. Both AISD and Del Valle ISD are rated "academically acceptable" by the State Education Agency *(source: GreatSchools.net)*

Equity

Community Services Issue #4:

Stakeholder interviews suggest that blue ribbon and other high-ranking public schools are attracting upper-income families, while lower-income families are forced to move to other areas of the region (i.e., to seek out high performing schools in more affordable neighborhoods such as Red Rock) or remain in under-performing schools.

- Students have the option to attend their neighborhood school, another school in the district, or a magnet school (specific admission requirements). Students enrolled in low-performing schools (as rated by the Texas Education Agency) may also transfer to another school district.
- Still, the 2009 Central Texas Indicators project found inequalities in graduation, drop-out, and test statistics based on race and income in Central Texas school districts. Graduation rates are disproportionally low among Hispanic and African-American students in the region. Further, Hispanic and African-American students remain less likely than white students to attend an "Exemplary School" as defined by the State Education Agency.

Economy, Equity

PARKS AND RECREATION

Parks and Recreation Issue #1:

Population growth and changing demographics is creating a growing need for open space in the urban core, neighborhood and regional parks in developing areas, and trails and greenway projects across the region.

- The 2010 Long Range Plan found that there is a need for more park space within walking distance (1/2-1 mile) of urban core neighborhoods. In addition, the plan identifies priority park trail projects and greenway acquisition.
- Based on the recommendation of the Long Range Plan, Parks and Recreation Department (PARD) has shifted parkland acquisition to include "infill" or pocket parks within already developed areas of the city. This shift may result in lowering Austin's ratio of 24 acres of parkland/1,000 people (due to acquisition of smaller, more expensive land areas), but will further the goal of making parkland available within one-mile of all residential neighborhoods.
- In addition to meeting urban needs, land acquisition planning is ongoing in developing areas where the gap analysis revealed the greatest need, areas with significant environmental features, new Transit Oriented Developments, and the North Burnett/Gateway Neighborhood Planning Area.
- Trail-related activities (e.g., walking, running, biking) continue to be the most popular recreational activities in Austin. PARD has identified priority trails and greenway projects (e.g., trail connections from Blunn and West Bouldin Creek to Lady Bird Lake and the Red Line railroad ROW Trail) and continues to acquire land to close the gaps within existing greenways.
- The 2010 Long Range Plan also identified a need for: development of off-leash dog parks, skate parks, neighborhood tennis courts; protection of environmentally sensitive areas; increased connectivity from neighborhoods to parks, greenways, and trails; and installation of park benches, tables, and trash receptacles.

PARKS AND RECREATION INDICATORS AND TRENDS

- **Austin has over 200 parks and preserves totaling more than 17,000 acres, including district parks, neighborhood parks, and activity centers. The park system includes facilities such as museums, an art center, a botanical garden, and cultural centers.**
- **According to the Parks and Recreation Long-Range Plan for Land, Facilities, and Programs Austin has 24 acres of parkland/1,000 persons, which on an overall basis exceeds national guidelines.**
- **The standard service area for a neighborhood park in Austin has been defined as 1 mile; however, ½ mile is considered desirable for walking areas. There is a need for more parkland within walking distance in urban core neighborhoods and developing areas in southwest, north, northeast, and northwest Austin.**
- **Austin is accredited by the Commission for Accreditation of Parks and Recreation Agencies (CAPRA), a national benchmark for parks and recreation departments.**

Economy, Environment, Equity

Parks and Recreation Issue #2:

There is a growing need to repair, restore, and replace older park facilities.

- The improvement and repair of park facilities in and around Downtown Austin is an emerging need, in part resulting from an increase in population in Central Austin. Priority projects include the improvement of parkland along Lady Bird Lake, preservation of historic squares, conversion of Holly Street Power Plant to a park, and improvement of Zilker Park/ Barton Springs Pool. Another goal is to install more park benches, checkerboard tables, and trash receptacles in existing parks.

Environment

Parks and Recreation Issue #3:

Austin's park system has doubled in size over the last 20 years, but funding for the maintenance and operation of new parks and facilities has not kept pace with growth.

- PARD's long range plan indicates that the department will need to increase its reliance on partners and volunteers to more efficiently provide recreational services. Planning for new parks needs to be closely coordinated with other providers given fiscal constraints. The rising cost of fuel also impacts the operations of PARD and park users. As more people stay close to their homes, local recreational resources are becoming increasingly important to residents.

Economy, Equity

HEALTH AND HUMAN SERVICES

Health and Human Services Issue #1: There are a growing number of children and families without health insurance in Travis County.[12]

- While the percentage of Travis County residents with health insurance (85%) is greater than the national average, there is great discrepancy based income across the region.
- According to a survey for the Central Texas Sustainability Indicators Project, the number of Travis County respondents without health insurance decreased from 2004 to 2008 (18% to 15%), which may indicate a positive trend in percentage of insured.
- The Indicators Project also found the demand in Central Texas for public mental health providers has increased since 2006, without similar increases in capacity/programs. The number of adult residents served by public mental health providers increased after 2006, spiking in the first half of 2009. These increases could be attributed to the stresses associated with the current economic recession.

Economy, Equity

HEALTH AND HUMAN SERVICES INDICATORS AND TRENDS

- **The Austin region has two major health care systems: St. David's and Seton Healthcare networks.**
- **In Central Texas in 2008, over 35% of households earning less than $35,000 a year did not have health insurance.**
- **In 2008, approximately 18% of children and youth under age 18 in Travis County were uninsured and nearly 20% were living in poverty.**
- **The Central Texas Sustainability Indicators Project is increasing its monitoring of trends such as childhood obesity. For example, distribution of Body Mass Income (BMI) scores for middle schools in Austin indicate nearly all clusters of obesity are located in economically disadvantaged neighborhoods in North, East, and South Austin.**
- **The number of immigrants in Travis County is growing; between 1990 and 2005, the foreign-born population grew by 230% (about 45,000 to 148,000) (Source: Immigrant Services Network of Austin).**

[12] Sources: Community Action Network, American Community Survey (Census), Central Texas Sustainable Indicators Project.

Health and Human Services Issue #2: Texas has the fastest growing population under 18 in the nation and in 2008, nearly one in five children in Travis County was living poverty.

- Nationally, one-third of children raised in poverty remain in poverty as adults. The region's rapidly growing population of young children (under 5 years old) is especially vulnerable to poverty and its effects.
- Food insecurity is more likely in children in low-income households.
- As housing becomes more expensive in Austin, some middle/low-income families are seeking housing outside of the City and farther from jobs. Proximity to transportation, employment, healthcare, and childcare can greatly benefit families dealing with poverty *(see Housing Issue #1)*.
- Austin has a very active social service network. In 1995, city and county school districts came together to address the large amount of funds being spent on social services. The Community Action Network (CAN), a board of 18 partner organizations, now meets on a regular basis to strengthen partnerships develop collaborative strategies to health and other social issues. CAN is developing a set of priority indicators for children and youth to measure progress.
- As mentioned above, the Central Texas Sustainability Indicators Project tracks measures of health/human services as part of the overall sustainability measure. Still, stakeholder interviews indicate there is more collaboration on solutions to health and human services issues at the regional level.

Economy, Equity

Health and Human Services Issue #3: Stakeholder interviews indicate that there is a need for more urgent (non-emergency) care facilities and better access to primary care facilities in Austin.

- As of 2009, all Central Texas counties were classified as "medically underserved" by the U.S. Department of Health and Human Services. This designates a shortage of personal health services in the five-county region.
- While the two healthcare systems have sufficient emergency care, there is a lack of urgent care facilities in Travis County.[13]
- The Community Action Network (CAN) is considering strategies to better connect public transportation services and health and human service providers. This effort would help to better inform case workers and others involved in social services of existing networks (e.g., churches with van pool) and identify areas that are in need of transportation and access improvements.

Economy, Equity

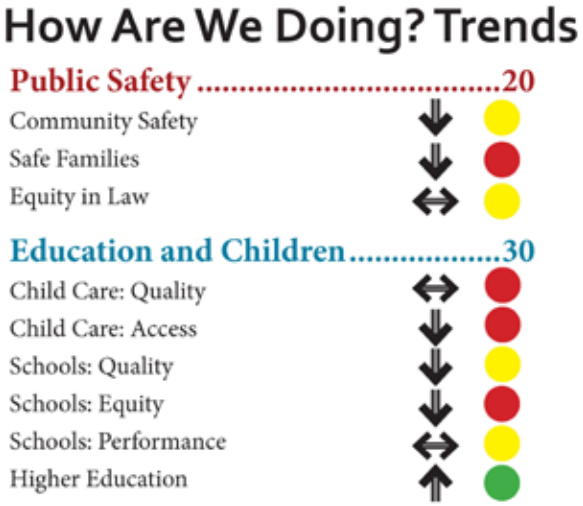


Figure 17. Central Texas Sustainability Indicators Project (Excerpt from 2009 Report).

[13] Urgent care refers to ambulatory or walk-in care outside of a traditional emergency room. Urgent care centers across the country are primarily used to treat patients with an illness or injury (e.g., ear infection) that requires immediate care, but is not serious enough to warrant an emergency room visit. These centers often provide significant savings compared with hospital emergency care options.

Health and Human Services Issue #4: There is a need to address barriers (e.g., cultural, language, safety concerns, etc.) that hamper participation of immigrants in the larger Austin community.

- Austin's immigrant population is growing. As of 2008, the majority was Spanish speaking (80%). The other 20% included an increasing number of refugees from countries such as Bhutan, Burma, Iraq, and Turkey as a result of Austin's status as a preferred settlement community. Nationally, the Austin-San Marcos region is classified as an "pre-emerging immigrant gateway" - or an area with a previously small foreign-born population that is now experiencing rapid growth (Brookings Institute, 2004).
- Austin's Asian community is growing rapidly. Some households in this community, (e.g., Vietnamese families) have few or no English speakers and therefore face language barriers *(see Housing Issue #2)*.
- In addition to language barriers, immigrant families can experience economic hardships, separation between parents and children, isolation, and emotional stress. These issues often place a strain on school resources, faith-based organizations, and other community organizations. Recent immigrants, across educational levels, may also experience difficulties finding employment (source: Immigrant Services Network).

Economy, Equity

SUSCEPTIBILITY TO CHANGE

Susceptibility to Change is used to broadly indicate the likelihood that an area will change in the foreseeable future. Change can include new development on previously undeveloped land, redevelopment, change of use, or intensification of use. Characterizing the probability of such change (typically in three categories – high, medium, and low) is useful for a comprehensive planning process in order to help understand the dynamics of growth and change in the community. This analysis will inform development of Comprehensive Plan strategies and actions (i.e., to influence change in highly susceptible areas in the direction of the Vision).

Susceptibility to Change in the study area (the City of Austin and its ETJ) was determined by spatially overlaying eleven factors (indicators of change) from the City's GIS database:

- owner occupancy
- land status
- improvement to land ratio
- zoning and overlay districts
- projected growth in employment
- water service
- transit corridors
- road access
- property violations
- year built
- development cases

Conclusions

In general terms, the Susceptibility to Change analysis reveals the following:

- Areas most susceptible to change are concentrated in a north-south "spine" within the study area, particularly from downtown Austin north to Williamson County. This confirms the conclusion of Land Use Issue #3 that the momentum of growth in the region appears to be in a northward direction.
- The predominant classification of areas in the eastern and southern portions of the study area is moderately susceptible to change.
- The predominant classification of areas in the western portion of the study area is least susceptible to change.

For the purposes of this analysis, the study area was divided into 10-acre grid cells. Every cell received a normalized value for each factor between 0 and 1, with 0 being the least susceptible to change and 1 being the most susceptible to change. All factors were then added together with equal weights to produce a final susceptibility score. The accompanying series of maps show the results for each factor and the synthesis of all factors. The synthesis map totals the susceptibility scores for each cell and divides the result using logical breaks into three categories: areas most susceptible to change, areas moderately susceptible to change, and areas least susceptible to change.

The draft synthesis map and description of each factor is provided below.

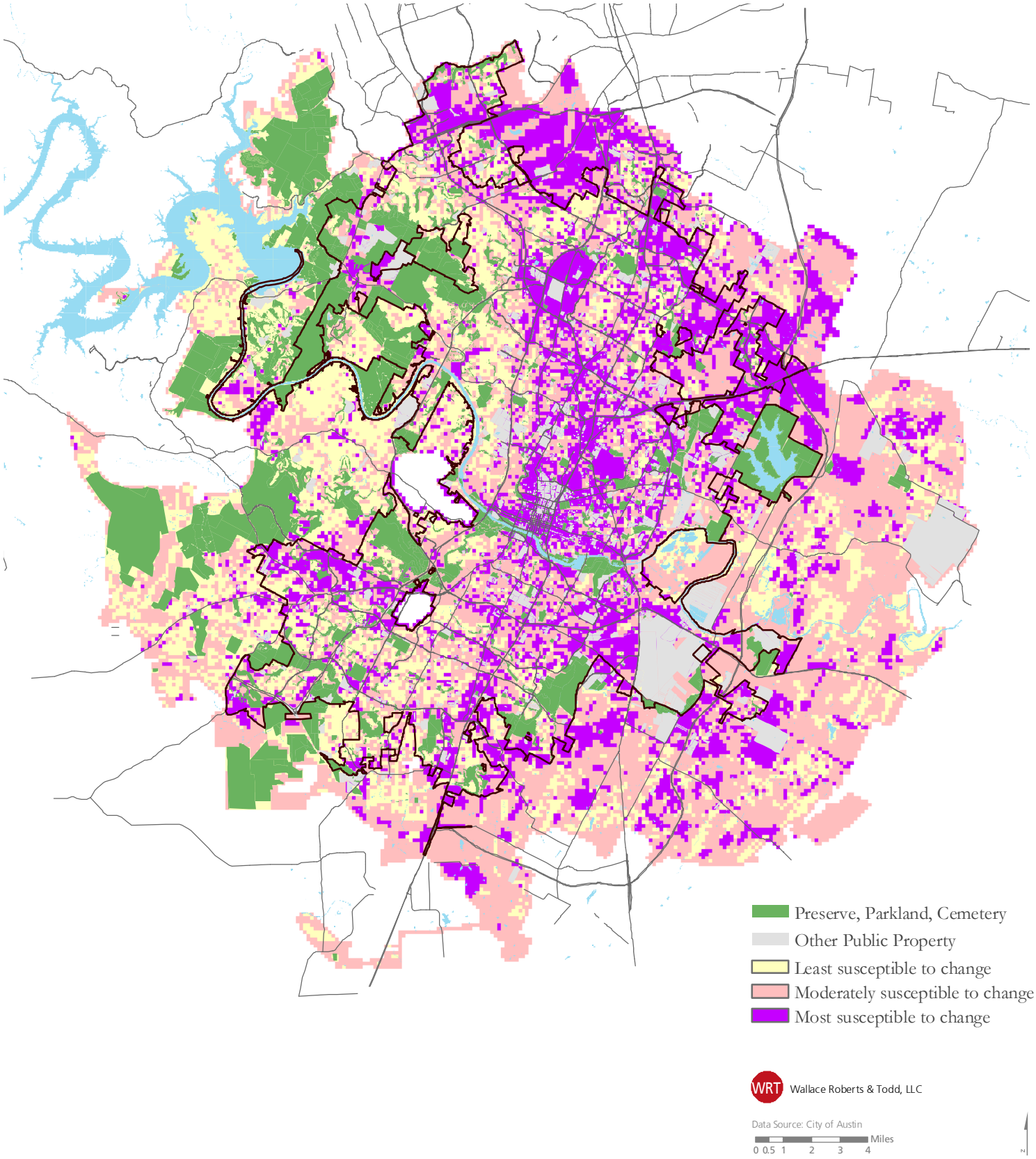


Figure 18. Draft Susceptibility to Change Analysis, February 2010

Susceptibility to Change Factors

Owner Occupancy

Most susceptible	1	not owner-occupied or not residential
Least susceptible	0	owner-occupied residence

Owner occupancy is based on the homestead exemption flag in Austin's land database.

Land Status

Most susceptible	1	undeveloped, no constraints
	0.67	developed, no constraints
	0.33	undeveloped, constraints
Least susceptible	0	developed, constraints

Improvement to Land Ratio

Most susceptible	1	ILR > 1.5	
Least susceptible	0	ILR = 0, or non-commercial property	
All possible values in-between			
Example		0.67	ILR = 1

Improvement to Land Ratio (ILR) is the appraised value of an improvement divided by the value of its land. The theory is that land owners will seek to maximize their investment in the land by developing or redeveloping when the value of the improvement is less than the land.

Zoning and Overlay Districts

Most susceptible	1	areas in vertical mixed use, mixed use, planned unit development, transit-oriented development, or North Burnet/Gateway districts;
		areas in North Burnet/Gateway, transit-oriented development, university, urban renewal, or central urban redevelopment overlay districts; and
		areas with high-density mixed use, major planned development, mixed use, mixed use/office, neighborhood mixed use, or transit-oriented development future land use designations
	0.5	not in any of the above or below districts
Least susceptible	0	areas in historic or neighborhood conservation combining districts

Projected Growth in Employment

Most susceptible	1	greatest growth in employment density (jobs / acre)
Least susceptible	0	least growth in employment density (jobs/acre)

All possible values in-between

Water Service

Most susceptible	1	areas currently served by water mains
	0.75	retail water area served 2009
	0.5	impact fee service area boundary
	0.25	outside impact fee service area, in desired development zone
Least susceptible	0	outside all areas above

Transit Corridors

Most susceptible	1	areas closest to most transit corridors (well served by transit)
Least susceptible	0	areas outside all transit corridors (not well served by transit)

All values in-between

This layer is the result of a sub-overlay analysis that combined transit corridors. For each of the following transit corridors, a cell was given a value equal to its distance from the corridor. Distance values given up to a half mile away for CapMetro Red Line and rapid bus routes, Austin-San Antonio Commuter Rail corridor, and MoKan corridor. Distance values given up to a quarter mile away for Core Transit Corridors, express and local bus routes.

Road Access

Most susceptible	1	areas with greatest density of arterial roadways (best road access)
Least susceptible	0	areas with least density of arterial roadways (worst road access)

All values in-between

The road network included in this analysis combines existing roadways with those proposed in the 2025 Austin Metropolitan Area Transportation Plan.

Property Violations

Most susceptible	1	most property violations
Least susceptible	0	no property violations

All values in-between

Year Built

Most susceptible	1	built in or before 1900 or undeveloped
Least susceptible	0	built in 2000 or later
All values in-between		
Example	0.19	built in 1981

Development Cases

Most susceptible	1	areas with development cases
Least susceptible	0	areas without development cases or developed

Community Survey

Final Report

Submitted to

The City of

Austin, Texas

by

ETC Institute

725 W. Frontier
Olathe, KS 66061
(913) 829- 1215

in association with

Wallace, Todd & Roberts, LLC

April 2010

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2010 Community Survey
Executive Summary Report

Overview of the Methodology

The City of Austin conducted a Community Survey as part of a comprehensive long range plan during February and March of 2010. The purpose of the survey was to gather citizen input as a cornerstone of the long range planning effort. The survey was designed to obtain statistically valid results from households throughout the City of Austin. The survey was administered by a combination of mail and phone.

ETC Institute worked extensively with City of Austin officials, as well as members of the Wallace, Roberts & Todd LLC project team in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

ETC Institute mailed surveys to a random sample of 6,000 households throughout the City of Austin. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed ETC Institute began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 1,200 completed surveys from City of Austin households, including at least 200 from each of the five reporting areas. These goals were accomplished, with a total of 1,311 surveys having been completed, including 245 or more from each of the five reporting areas. The results of the random sample of 1,311 households have a 95% level of confidence with a precision of at least +/-2.7%.

The following pages summarize major survey findings.

Major Survey Findings

- **Strengths of the City of Austin.** The aspects that the highest percentage of households rated as a "major strength" or "strength" for the City of Austin are: availability of arts, music and cultural amenities (79%), the University of Texas (76%), the State Capital (75%), unique local identity (74%), availability of parks and open space (73%), and quality of local businesses (73%).

- **Importance of Living Near Various Facilities and Amenities.** The facilities and amenities that the highest percentage of households rated as being "very important" or "somewhat important" to live near are: fire stations (93%), grocery stores (92%), hospitals and medical facilities (91%), parks, sports, and recreation facilities (87%), shopping areas (84%), place of employment (82%), sidewalks, biking and hiking trails (80%), and good schools (80%).

- **Potential Areas for Growth and Development.** The areas where households most support growth and development occurring are: near public transportation stations, stops, and routes (56%), centers outside of downtown (50%), and along roadway corridors (43%).

- **Transportation Issues That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the transportation issues that households feel should receive the most emphasis from city leaders over the next two years are: ease of travel by car on freeways (49%), ease of north/south travel in Austin (37%), quality of public transportation – bus service (33%), ease of travel by car on major streets (31%), and ease of east/west travel in Austin (30%).

- **Allocation of $100 Among Various Transportation Improvements.** Respondents would allocate $27 out of $100 for improvements to freeways. The remaining $73 was allocated as follows: improvements to major streets throughout Austin ($18), improvements to public transportation – bus service ($14), improvements to public transportation – rail service ($14), improvements to neighborhood streets ($13), improvements to walking and biking systems ($12), and "other" ($2).

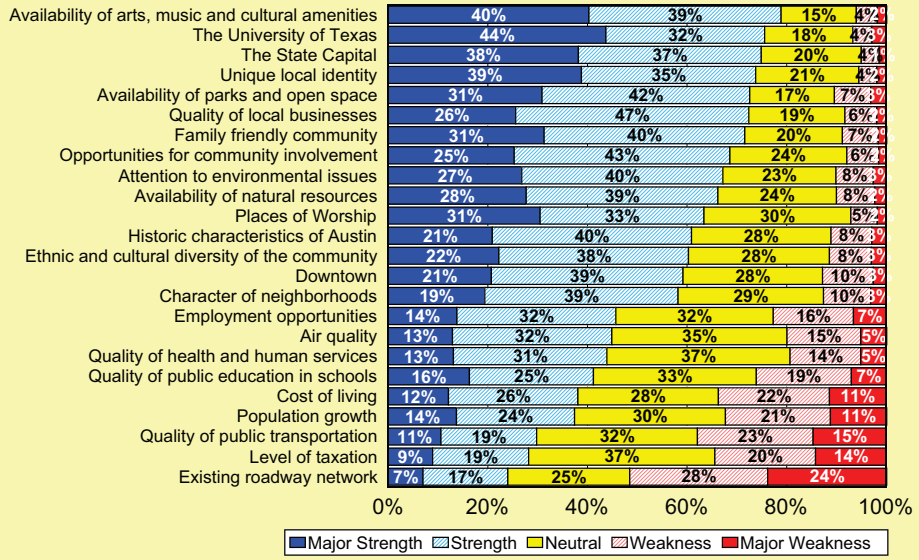
- **Future of Austin.** Based on the sum of their top four choices, the ideas that best represent households' vision for the future of Austin are: quality public schools (38%), affordable tax rate (32%), affordable housing (28%), high paying jobs/employment opportunities (27%), and reduced traffic congestion (26%).

- **Allocation of $100 Among Various Capital Improvement Initiatives.** Respondents would allocate $25 out of $100 to improve the transportation system. The remaining $75 was allocated as follows: develop health and human service facilities ($21), repair and restore deteriorating infrastructure ($16), develop public safety facilities ($13), develop parks and recreation and facilities ($9), develop community facilities ($8), acquire open space ($6), and "other" ($2).

Section 1:
Charts and Graphs

Q1. Level of Strength of Various Aspects of Life in the City of Austin

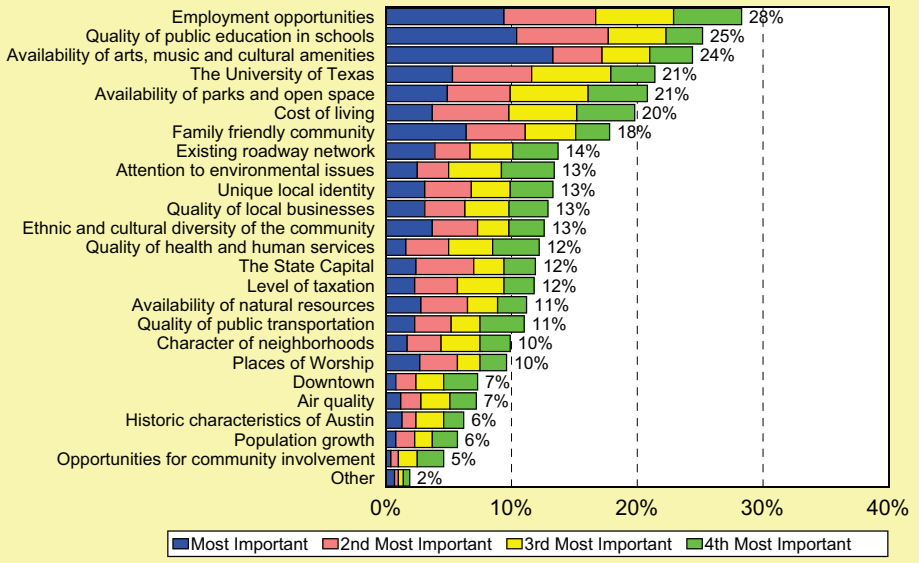
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q2. Aspects That Households Feel Are Most Important to be Major Strengths for the City of Austin

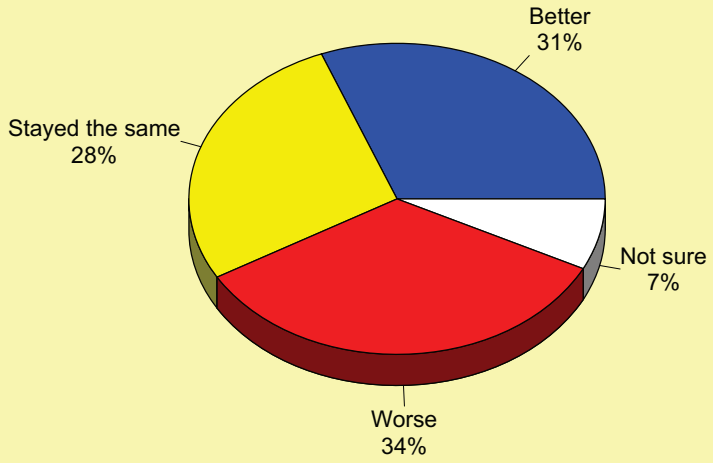
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (April 2010)

Q3. Since You Have Lived in the City of Austin, Do You Generally Think the Quality of Life Is Better, Has Stayed the Same, or Is Worse?

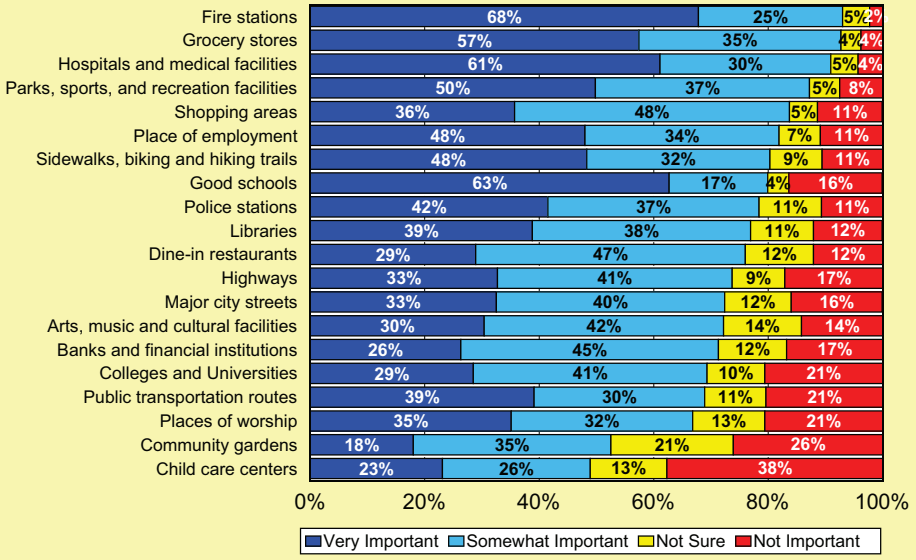
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q4. Importance of Living Near Various Facilities and Amenities

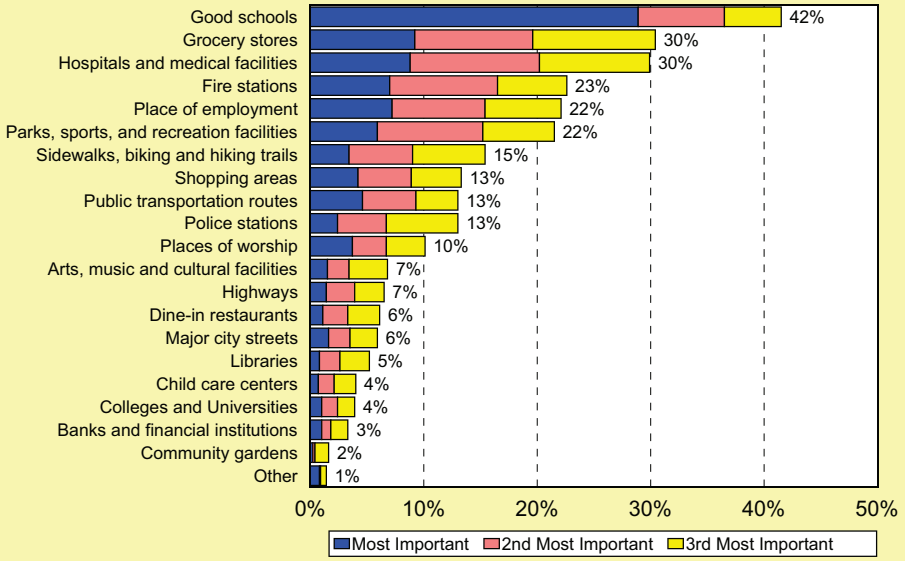
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q5. Facilities and Amenities That Are Most Important for Respondents to Live Near

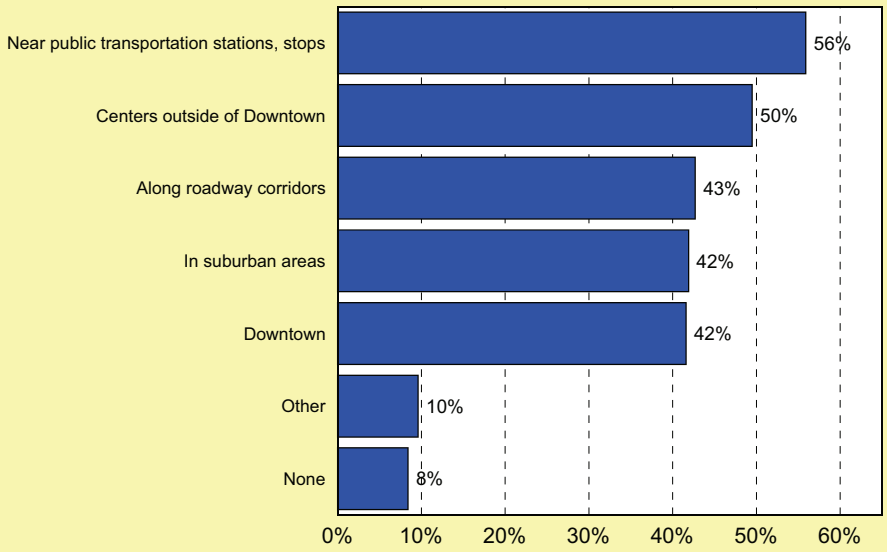
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (April 2010)

Q6. Areas Respondents Most Support Growth and Development Occuring

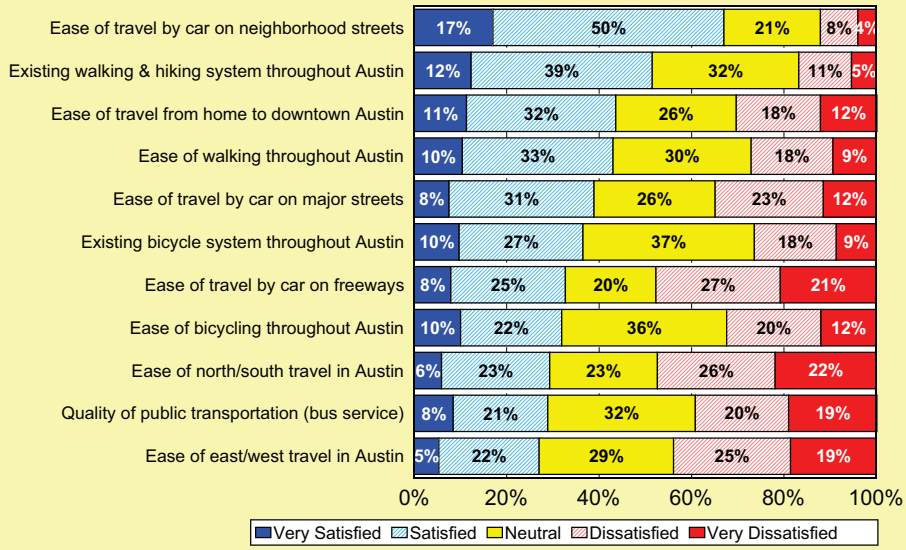
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2010)

Q7. Level of Satisfaction with Various Components of the City's Transportation System

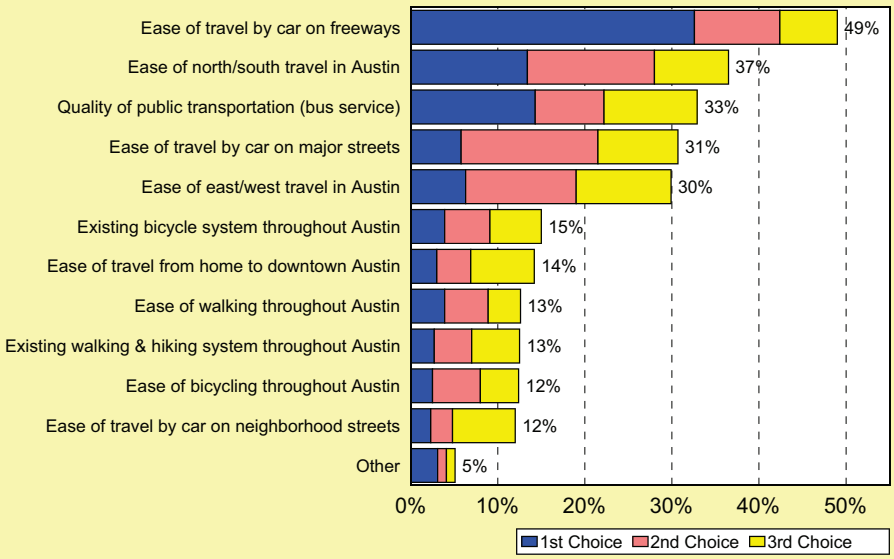
by percentage of respondents (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (April 2010)

Q8. Transportation Issues That Should Receive the Most Emphasis from City Leaders Over the Next Two Years

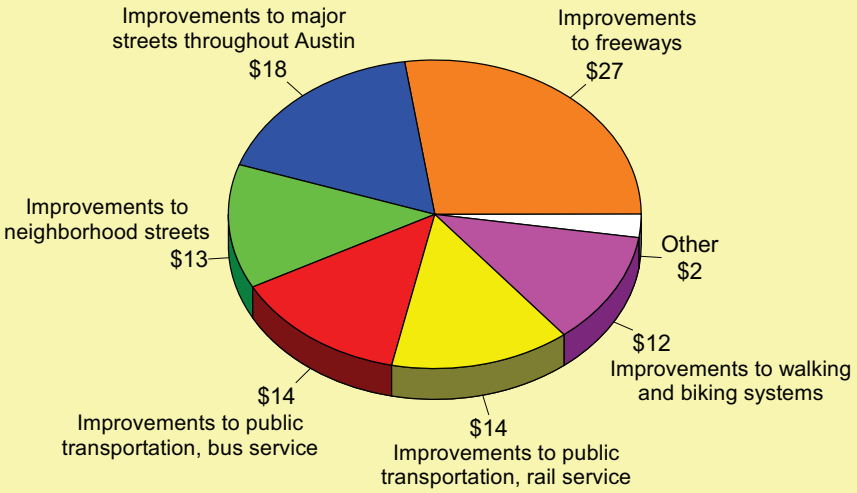
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (April 2010)

Q9. Allocation of $100 Among Various Transportation Improvements

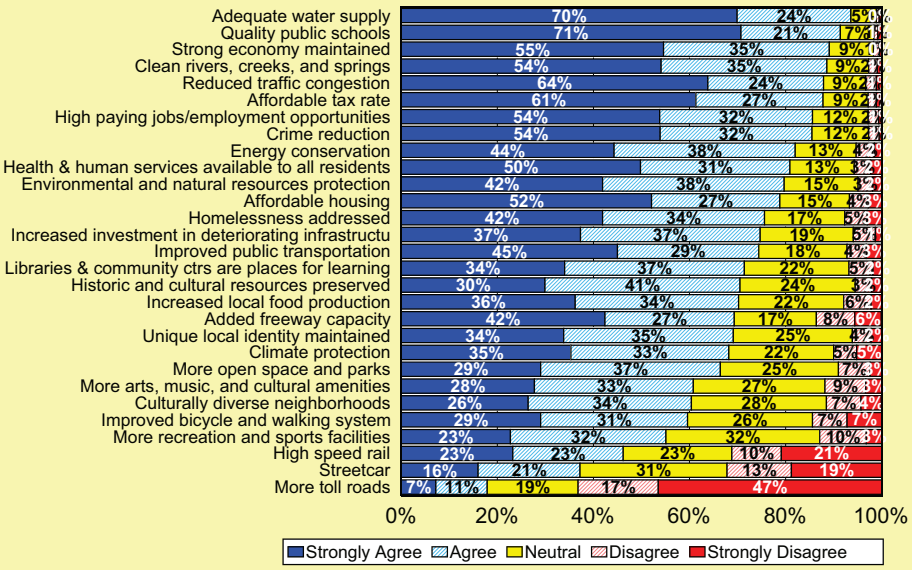
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q10. Level of Agreement That the City of Austin's Future of Should Include the Following:

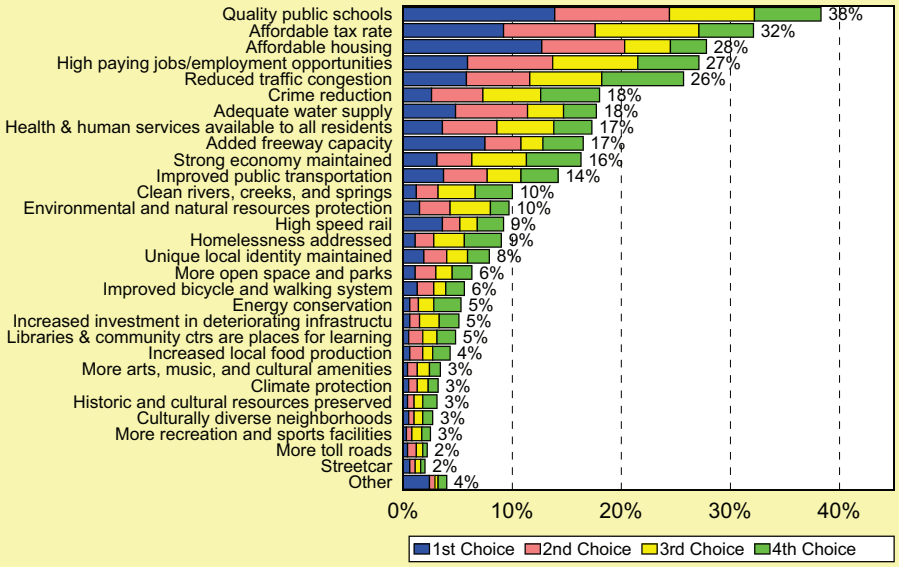
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q11. Assets That Best Represent Respondents' Vision for the Future of the City of Austin

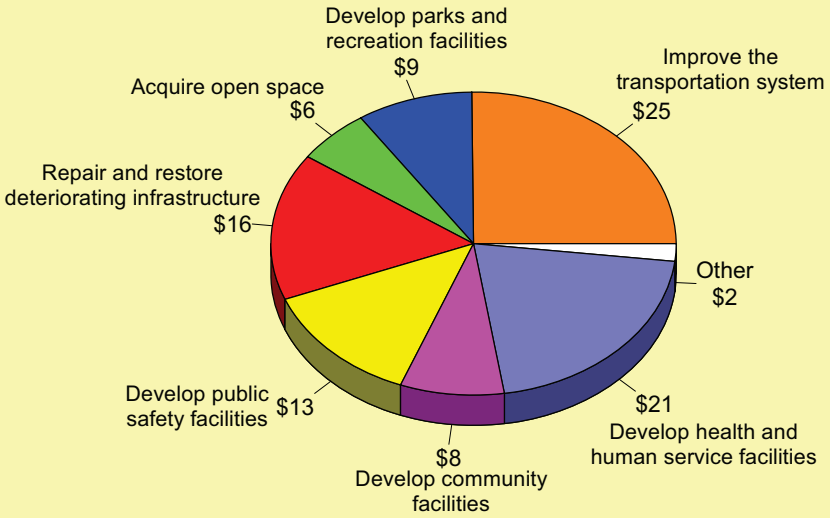
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (April 2010)

Q12. Allocation of $100 Among Various Capital Improvement Initiatives

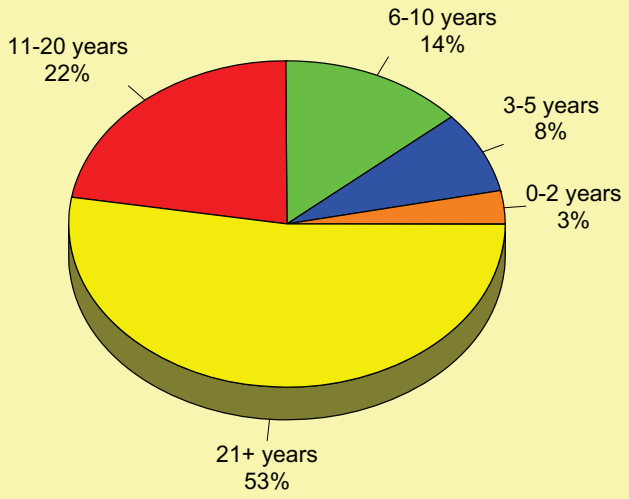
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q13. Demographics: How Long Have You Lived in Austin?

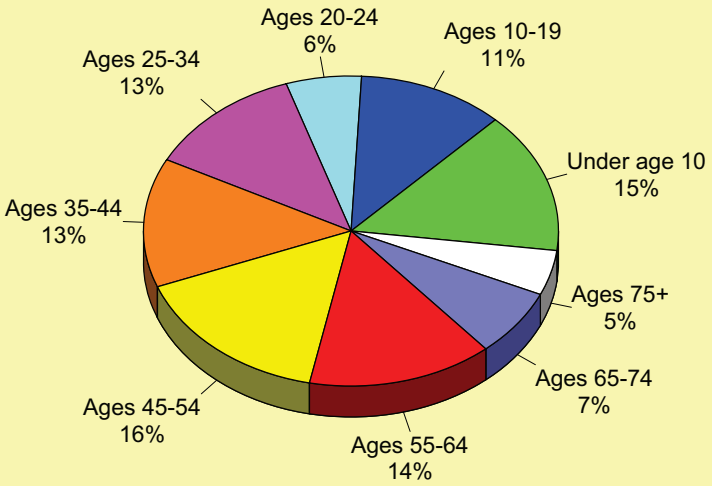
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q14. Demographics: Ages of People in Household

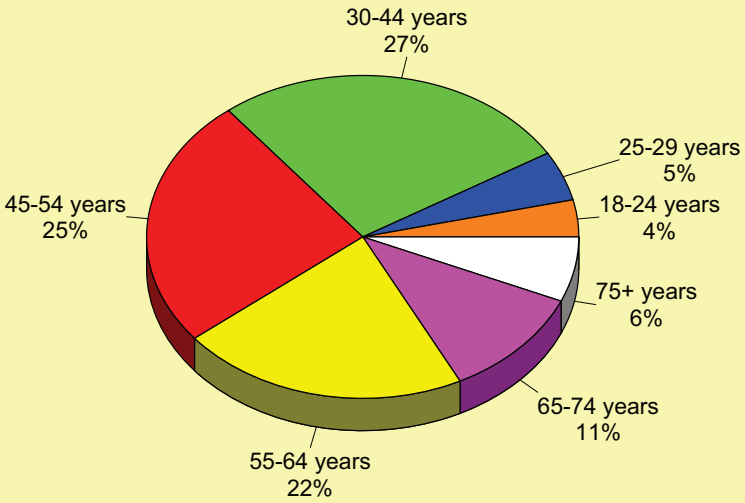
by percentage of household occupants



Source: Leisure Vision/ETC Institute (April 2010)

Q15. Demographics: Age of Respondents

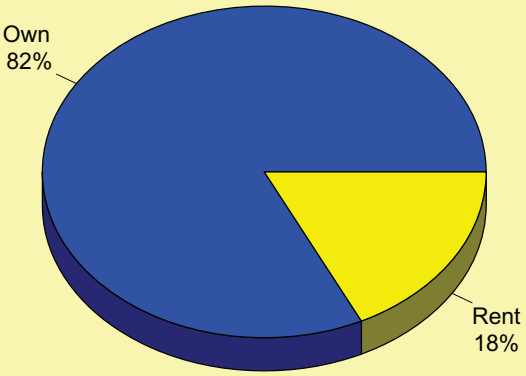
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q16. Demographics: Do You Own or Rent Your Home?

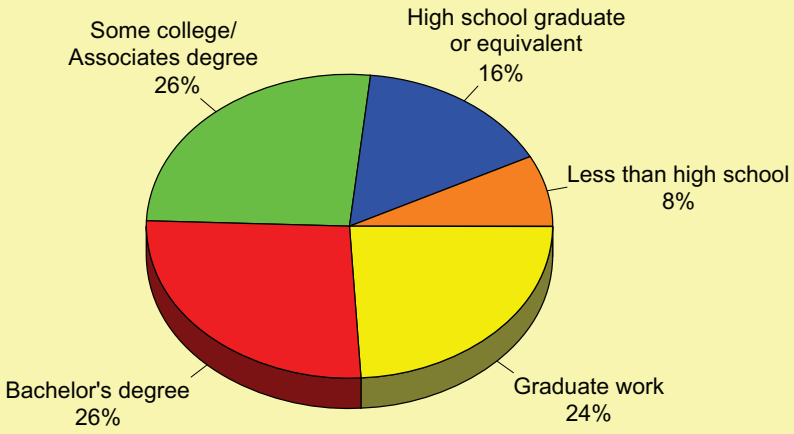
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q17. Demographics: What Is Your Highest Level of Education?

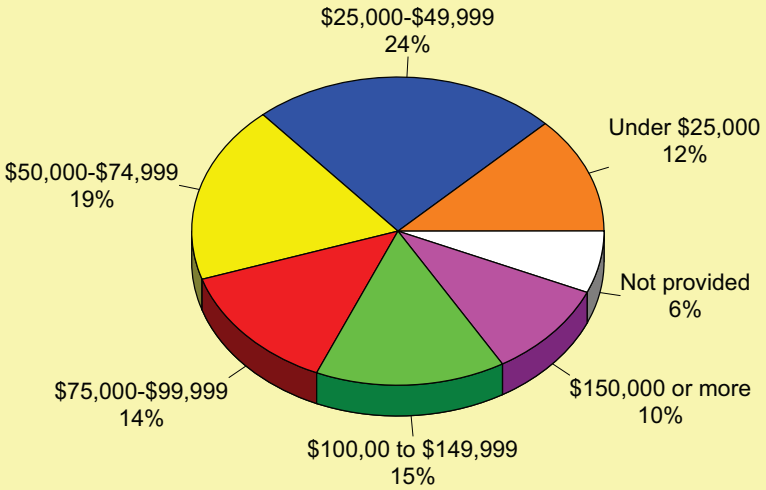
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q18. Demographics: Total Annual Household Income

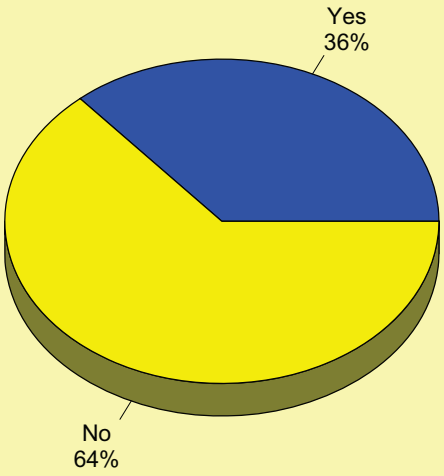
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q19. Demographics: Are You or Members of Your Household of Hispanic or Latin Ancestry?

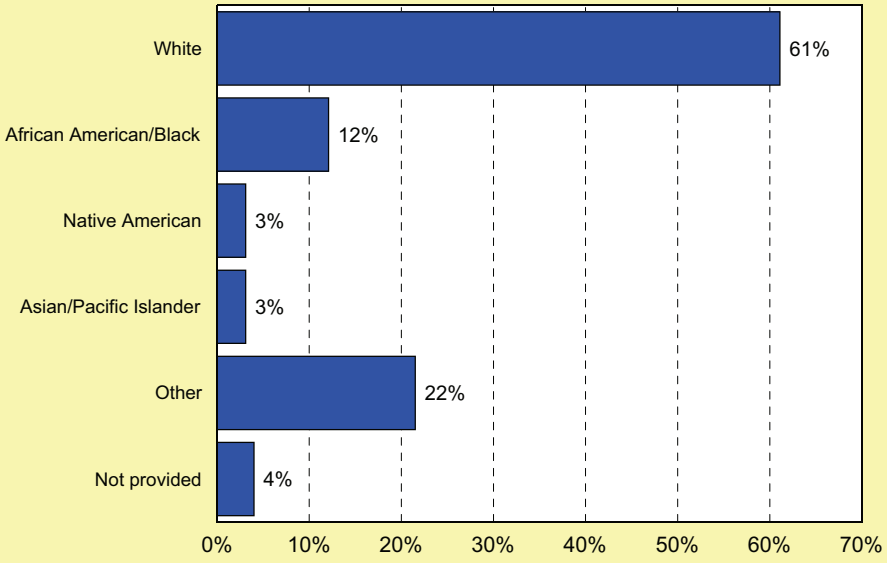
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Q20. Demographics: Race

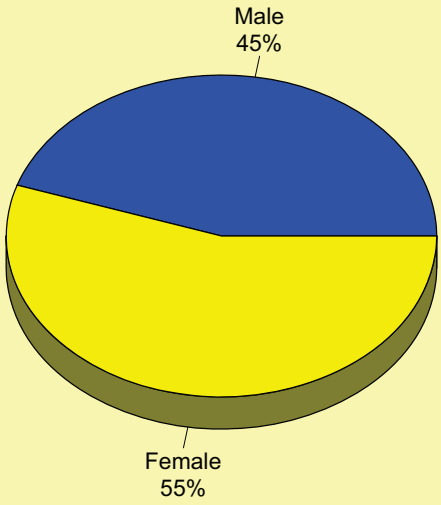
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (April 2010)

Q22. Demographics: Gender

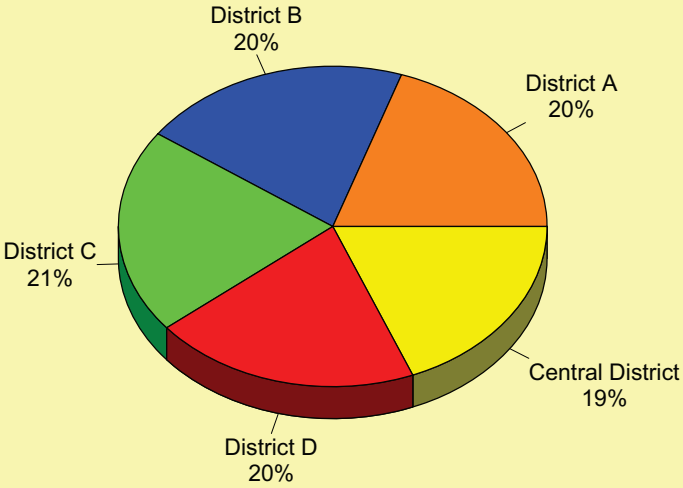
by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

Demographics: Location of Residence

by percentage of respondents



Source: Leisure Vision/ETC Institute (April 2010)

IMAGINE AUSTIN

Draft Alternative Futures Working Paper

Imagine Austin Comprehensive Plan

WRT DRAFT Document: reviewed by City of Austin and Citizens Advisory Task Force

Draft, Revised September 20, 2010

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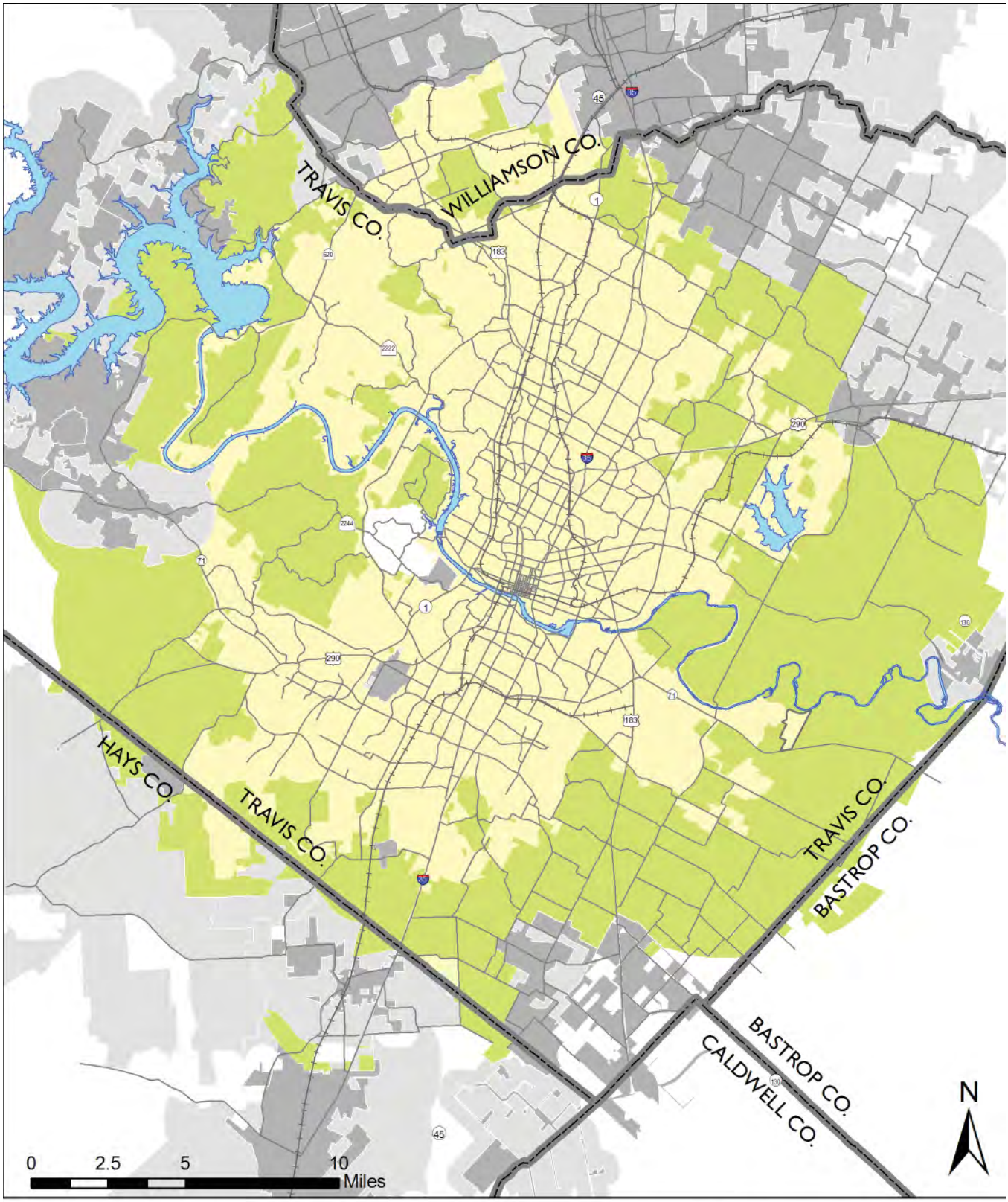
INTRODUCTION

Background on the Austin Comprehensive Plan

The City of Austin is in the process of developing Imagine Austin, Austin's long-range comprehensive plan that will shape the future of Austin for the next generation. The planning process began in August 2009 with the completion of a public participation plan - to define how the community will be broadly and meaningfully engaged in the process - and an open house kick-off meeting and celebration. During Community Forum Series #1 (CFS#1) in November 2009, residents were asked to come up with strengths, challenges, and ideas for Austin's future. To broaden the reach of the community-wide meetings held in November, this phase included a statistically valid survey, smaller public meetings, an online survey, and neighborhood meeting-in-a-box activities.

Using all the input gathered from nearly 6,000 participants during CFS#1, the city and Citizen Advisory Task Force created a draft vision statement for review by the public during Community Forum Series #2 (CFS#2). Participants overwhelmingly supported the draft elements of the vision statement. In addition, the City of Austin held a series of workshops during CFS#2 at which residents worked in groups to create future growth maps using land use chips and transportation stickers. A second community-wide effort, "Speak Week" placed small teams of volunteers and city staff at booths around the city and the Austin Extra-territorial Jurisdiction (ETJ) in places where people already gather (e.g., parks, festivals, stores, and community centers). Speak Week enabled the city to hear from a broader audience on the draft vision statement and the future directions for Austin.

During the upcoming Community Forum Series #3 – Choices, residents will be asked to select components of a preferred scenario for Austin's future growth and development and provide more specific direction on each of the comprehensive plan elements.



City of Austin Jurisdiction and Neighboring Municipalities

Legend

- Austin - City Limits
- Austin - Extra-territorial Jurisdiction
- Other City Limits
- Other ETJs

Figure 1. The City of Austin Limits and Extra-territorial Jurisdiction (ETJ) cover a large geographic area, approximately 620 square miles in area. .

EXISTING CONDITIONS SNAPSHOT

Population and Land Use Trends

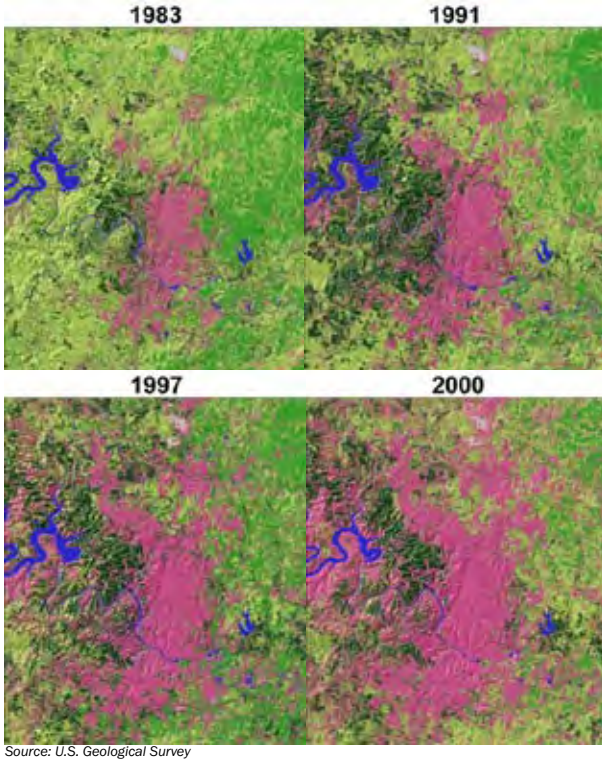
In general, the growth dynamic in Austin and the surrounding region over the last fifty years has been characterized by steady population growth, land consumption, and outward expansion. During the 20th century, Austin's population grew at an annual rate of about 3.5% per year (close to doubling every 20 years). Recently, the annual growth rate had slowed to about 1.6%.

Overall population density (persons per square mile) began to steadily decrease in the 1950's continuing through 1990. The annual rate of land consumption exceeded the annual rate of population growth during that time. Between 1990 and 2007, however, population density increased. Figure 2 (to the right) illustrates areas converted from rangeland uses to urban uses between 1983 and 2000 using USGS satellite imagery.

Environmental resources, political and regulatory conditions, transportation, public water and sewer systems all shape development patterns. Environmental features, such as the Hill Country to the west and Blackland Prairie to the east, have shaped the city in a primarily north-south development pattern split by the Colorado River.

The State Capitol Building, Austin City Hall, Austin Convention Center, and University of Texas at Austin (located north of Downtown), combine with commercial areas, condominiums, hotels, and cultural uses to make up a concentrated central downtown core.

Single-family neighborhoods, located throughout Austin and the ETJ, represent the most common type of land use (17% of the total area). Multi-family residential uses includes condominiums, town homes, and three and four-plexes and represent 3% of total land use. Multi-family student oriented housing is generally located west of the University of Texas, but also in the Riverside area southeast of downtown and far west. Additional multi-family areas are clustered around major thoroughfares providing access to employment and commercial uses. There are few mixed-use areas in Austin.



Source: U.S. Geological Survey

Figure 2. Recent Land Consumption, 1983-2000.
Source: Austin Community Inventory, U.S. Geological Survey

Open space accounts for 16% of total land area and includes parks, recreation areas, and preserves (e.g., Balcones Canyonland National Wildlife Area, Barton Creek Wilderness Area, and the Walter E. Long Metro Park).

Major commercial corridors separate single-family neighborhoods throughout Austin. Large commercial and office developments are located at major intersections along I-35, U.S. 183, and Highway 290. Over the years Austin has developed a large high-tech employment industry, initially located in Northwest Austin, which has now also shifted east. Major employment and institutional uses include the Austin Independent School District (ISD), City of Austin, the federal government, University of Texas at Austin, IBM, Dell, and the Seton Healthcare Network.

SCENARIO DEVELOPMENT

Scenario Development and Community Choices

According to best available demographic information, Austin and its ETJ will likely be home to about 750,000 additional residents and 300,000 additional jobs by 2035, a continuation of the steady growth trend.

During Community Forum Series #2 (April – June 2010), residents provided input as to the development patterns and transportation network they would like to see used to accommodate this future growth. At the forums and follow-up meetings, residents created over 60 separate maps describing Austin's future.

In reviewing the 60+ maps generated by the public, city staff identified four common patterns. In early June, city staff, consultants, and Task Force members participated in a two-day workshop to fine-tune these similarities into four alternative future scenarios, keeping the essence of the patterns derived from the original maps while adjusting them to be as realistic as possible. In addition to the four scenarios based on public input, city staff developed a trend scenario that represents what the pattern of development and the transportation system might look like if current trends continue. All five scenarios represent the same amount of growth but accommodate that growth in different ways.

SCENARIOS AND INDICATORS DEFINED

- **Scenarios are stories about how the world changes and how it could change in the future. Scenario planning is a process in which citizens and planners assess existing land and transportation patterns and their own values to create a desirable future scenario.[1]**
- **The Trend Scenario represents what Austin might look like in the future if current trends continue without a long-term vision or new interventions.**
- **A set of quantitative Indicators compare the scenarios and measure how consistent each scenario is with the components of Austin's draft vision for the future.**

[1] Engaging the Future: Forecasts, Scenarios, Plans, and Projects. Edited by Lewis D. Hopkins and Marisa A. Zapata. 2007. Lincoln Land Institute of Land Policy.

At Community Forum Series #3 (CFS #3) - Community Choices, participants will see the four alternative future scenarios and the trend scenario side-by-side and will be asked to provide input on how well they think the scenarios fit with Imagine Austin's draft vision for the future. The input from the community forum will be used to develop a preferred future scenario, which will incorporate the parts of the alternatives that received the most positive feedback.

Through the Community Choices Forum and surveys, residents will be asked to choose which scenario they prefer. Each scenario will be accompanied by a brief description and a set of indicators. The indicators show how the scenarios compare to one another with regard the direction set by the draft vision. However, not all topics of concern in the Imagine Austin process are affected by the spatial pattern of development or transportation as reflected in the scenarios. Residents will also be asked about other non-geographically based topics as part of the Community Choices survey, such as creativity, affordability, and health care.

SCENARIO DESCRIPTIONS AND MAPS

The following scenarios describe five different patterns of population and employment growth supported by transportation improvements. The first four scenarios represent four different concepts, developed with public input, to describe in very general terms how Austin's population and employment growth might be arranged in the future. In other words, they describe four common ideas expressing how residents would like to see Austin develop in the future.

The final scenario, or the Trend Scenario, was developed by city staff and represents a best guess as to how Austin will develop if current trends continue. The Trend Scenario provides a benchmark for measuring how effective the different scenarios are in moving Austin towards the vision.

Each scenario has a unique distribution of population and employment; therefore, the transportation ideas for each scenario are also unique. Improvements common to all scenarios are the projects that are currently planned and committed through the region's MPO, (CAMPO)'s Transportation Improvement Program (TIP) and Regional Transportation Plan (RTP), unless otherwise specified in the scenario description. In addition, two transit projects - LoneStar Rail and the City of Austin Urban Rail planned alignment (Airport-Downtown-Mueller) - are consistent among all scenarios.

1. Scenario A

Scenario A spreads growth throughout the study area (i.e., the present city limits and ETJ). A few areas are targeted for infill and redevelopment, but most growth occurs on currently undeveloped land. While this scenario does have a number of mixed-use centers proposed (about half of all development is mixed-use), a significant portion of the growth takes the form of separate, low-density land uses. Scenario A represents 131 square miles of developed land.

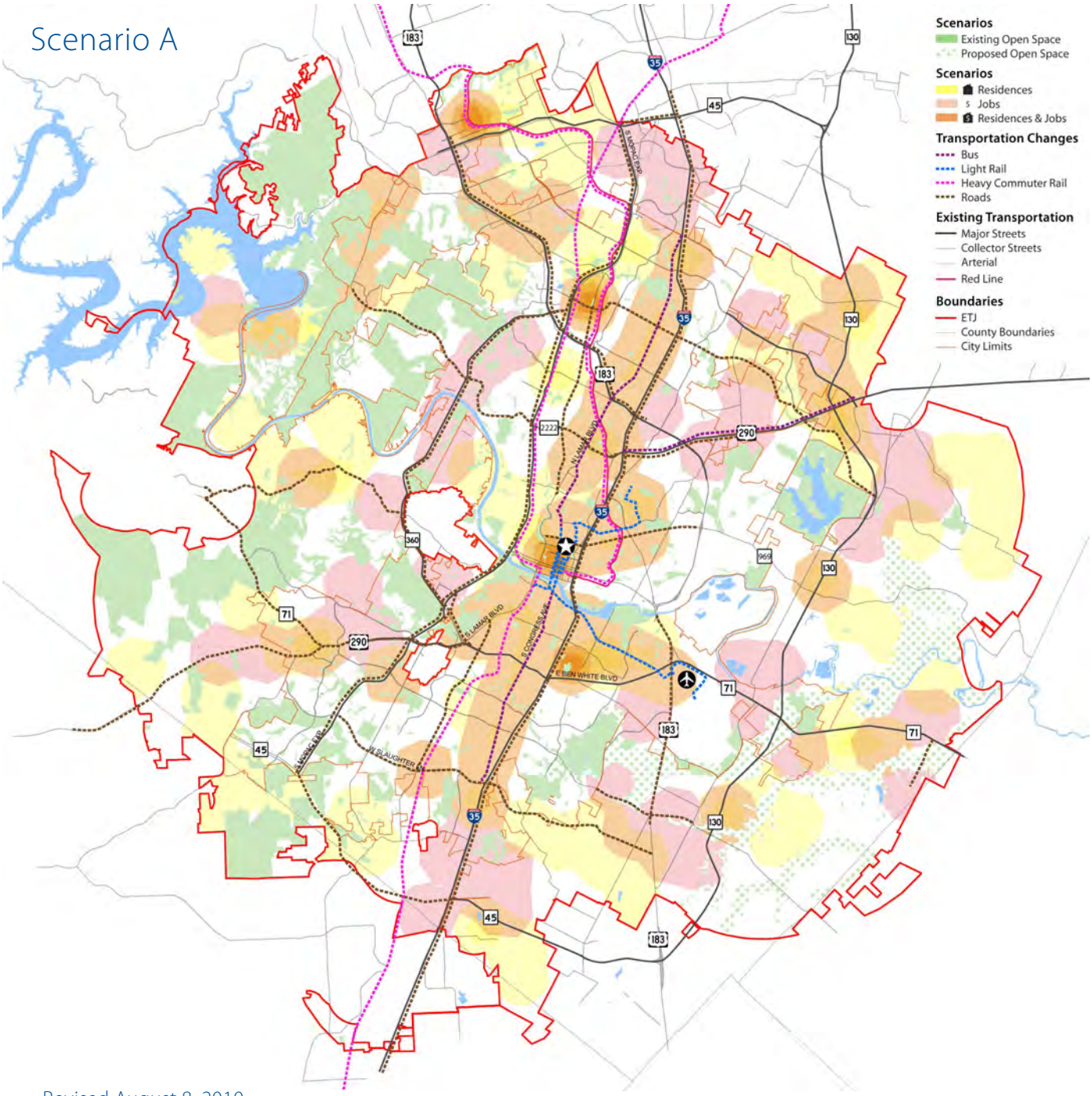
Transportation improvements include increased road capacity for both arterials and freeways. Many of the most congested freeways in Austin will experience capacity improvements (i.e., IH 35, Mopac, US 183, and US 290) in the form of new travel lanes, HOV lanes, and utility relocation.

Due to the lower-density growth pattern in this scenario, transit improvements are more focused on bus rather than rail infrastructure. Express bus routes (MetroRapid) are planned for Guadalupe/Lamar from downtown to IH 35 in the north, along US 290 from Manor Road to downtown, and along South Congress. This combination of road and transit improvements reflects the most feasible way to accommodate the distributed growth patterns in this scenario. Scenario A includes 112 miles of bike/pedestrian paths.

Selected Summary Indicators

- **Represents 131 sq miles of developed land.**
- **52% of new development is mixed-use.**
- **45% of new development occurs as redevelopment or infill.**
- **49% of residents live within a ¼ mile of transit routes and stops.**
- **Average vehicle miles traveled per day is 21.4 miles.**
- **Average distance for all residents to the closest job is 0.2 miles.**
- **34 square miles of development (26%) occurs over the Barton Springs aquifer (within aquifer recharge or contributing zones).** *Currently 83 sq miles of development is within aquifer recharge or contributing zones.*
- **Estimated cost of new infrastructure (water and sewer service, schools, + transportation) is $ 22.6 billion.**
- **41% of population within ¼ mile of an existing park/schoolyard.**
- **104 square miles of existing farmland are not developed by the scenario.** *Currently there are 151 sq miles of existing farmland.*

Scenario A



Revised August 8, 2010

2. Scenario B

Scenario B is similar to Scenario A, except that growth is directed away from environmentally sensitive areas in the western part of the study area and instead directed to undeveloped land in the eastern part of the study area or redevelopment/infill to the north and south. This scenario has a slight shift upward in density from Scenario A and represents 124 square miles of development.

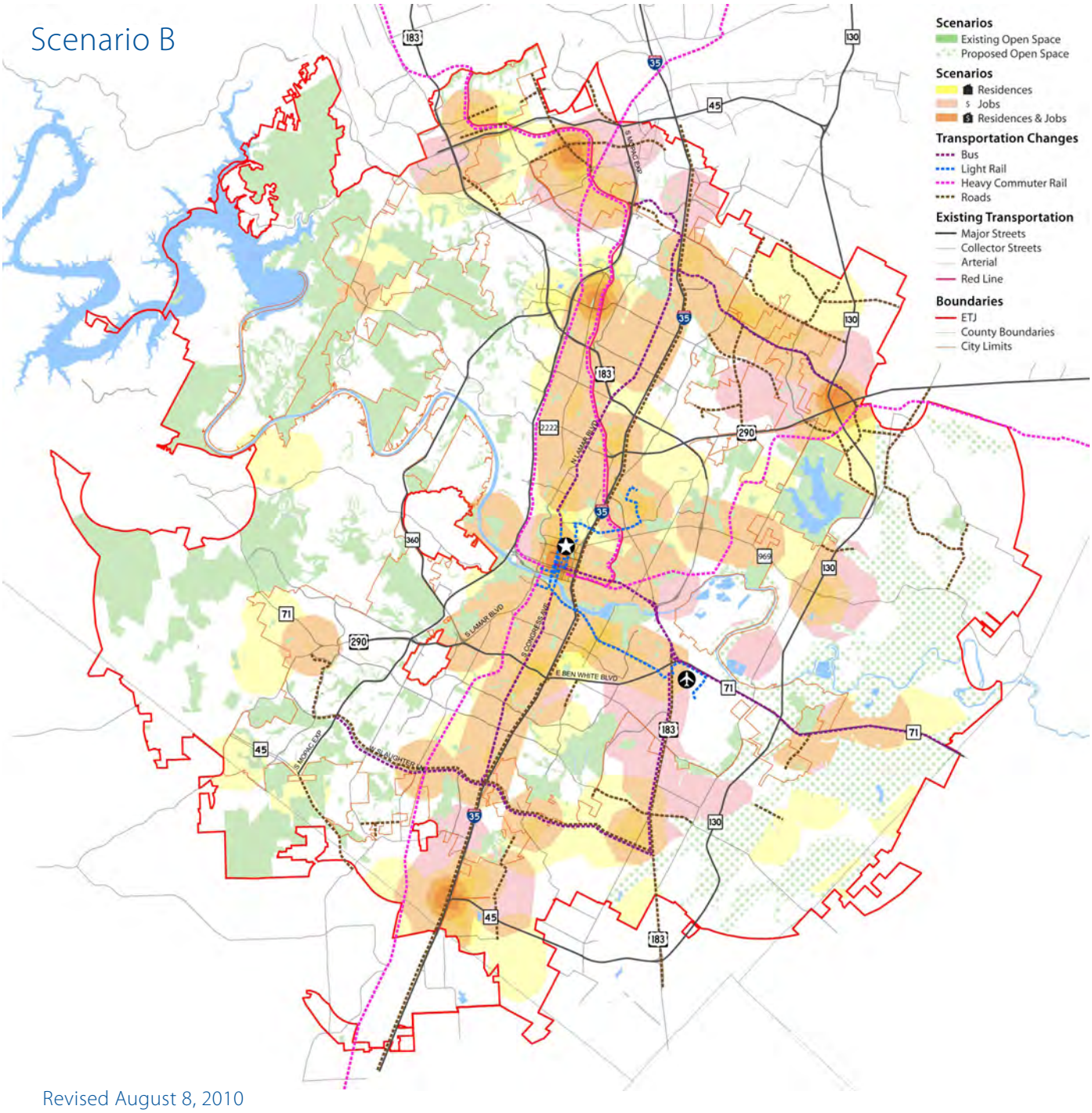
The majority of transportation improvements are focused in the same areas as new growth. New road arterials are planned, although the only freeway improvements are on IH 35 and US 183 south of the Austin-Bergstrom International Airport. Capacity improvements, in the form of new travel lanes, ROW acquisition, and utility relocation are included for IH 35, US 183, and SH 45 SW.

Transit improvements in this scenario are more varied than in Scenario A and include the use of both bus and rail infrastructure to improve commuting in the city. Both South Congress and North Guadalupe/Lamar have express bus facilities planned, with additional express bus corridors planned on Parmer Lane in the north, along William Cannon to South US 183, and along SH 71 past the airport connecting to downtown through 7th Street. The only additional rail line is the line connecting Elgin and Manor Road to downtown Austin. Scenario B includes 220 miles of bike/pedestrian paths.

Selected Summary Indicators

- **Represents 124 sq miles of developed land.**
- **59% of new development is mixed-use.**
- **49% of new development occurs as redevelopment or infill.**
- **50% of residents live within a ¼ mile of transit routes and stops.**
- **Average vehicle miles traveled per day is 20.9 miles.**
- **Average distance for all residents to the closest job is 0.17 miles.**
- **21 square miles of development (17%) occurs over the Barton Springs aquifer (within aquifer recharge or contributing zones).** *Currently 83 sq miles of development is within aquifer recharge or contributing zones.*
- **Estimated cost of new infrastructure (water and sewer service, schools, + transportation) is $22.3 billion.**
- **39% of population within ¼ mile of an existing park/schoolyard.**
- **111 square miles of existing farmland are not developed by the scenario.** *Currently there are 151 sq miles of existing farmland.*

Scenario B



Revised August 8, 2010

3. Scenario C

Scenario C is more compact than Scenarios A and B, with a focus on concentrating growth at transit stations or highway intersections. The predominant land use pattern at each of these locations is a mixed-use center surrounded by some single use areas. There is far less low density housing in this scenario than in the first two scenarios. Scenario C represents 99 square miles of development.

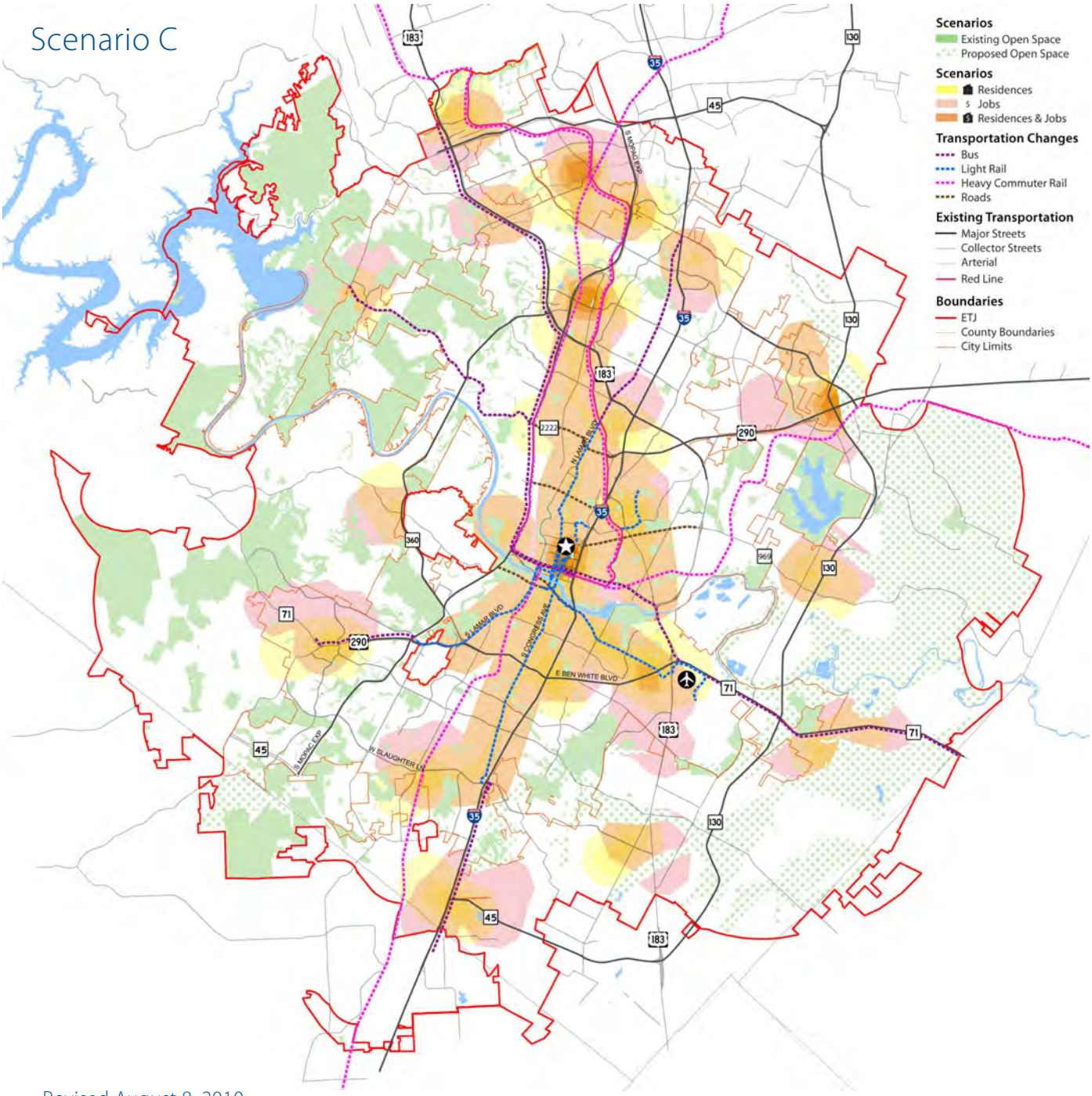
This scenario favors transit infrastructure to support the compact urban centers across the study area. By contrast, only a few arterials and no freeways are improved.

The City of Austin's rail lines are extended in four different areas: South Congress to IH 35, South Lamar to Mopac, North Lamar to the Capital Metro Red Line, and the east commuter rail line connecting Manor and Elgin to Austin. Express bus corridors in this scenario include North US 183/ Mopac connection to downtown Austin, North Lamar from the Red Line to IH 35, West FM 2222 from Mopac to RM 620, US 290 west from Mopac to the "Y", South Congress from William Cannon south, and SH 71 connecting past the airport to downtown via 7th Street. Scenario C includes 216 miles of bike/pedestrian paths.

Selected Summary Indicators

- **Represents 99 sq miles of developed land.**
- **62% of new development is mixed-use.**
- **61% of new development occurs as redevelopment or infill.**
- **54% of residents live within a ¼ mile of transit routes and stops.**
- **Average vehicle miles traveled per day is 21.1 miles.**
- **Average distance for all residents to the closest job is 0.15 miles.**
- **22 square miles of development (22%) occurs over the Barton Springs aquifer (within aquifer recharge or contributing zones).** *Currently 83 sq miles of development is within aquifer recharge or contributing zones.*
- **Estimated cost of new infrastructure (water and sewer service, schools, + transportation) is $20.6 billion.**
- **40% of population within ¼ mile of an existing park/schoolyard.**
- **132 square miles of existing farmland are not developed by the scenario.** *Currently there are 151 sq miles of existing farmland.*

Scenario C



Revised August 8, 2010

4. Scenario D

Scenario D is the most compact of any of the scenarios and has the highest percentage of mixed-use development. Growth is focused in a north-south axis between Mopac Expressway to the west and SH 130 to the east. A significant amount of growth is accommodated via infill in existing residential neighborhoods. This scenario also employs mixed-use redevelopment along existing north-south road corridors to accommodate growth. Scenario D represents 88 square miles of development.

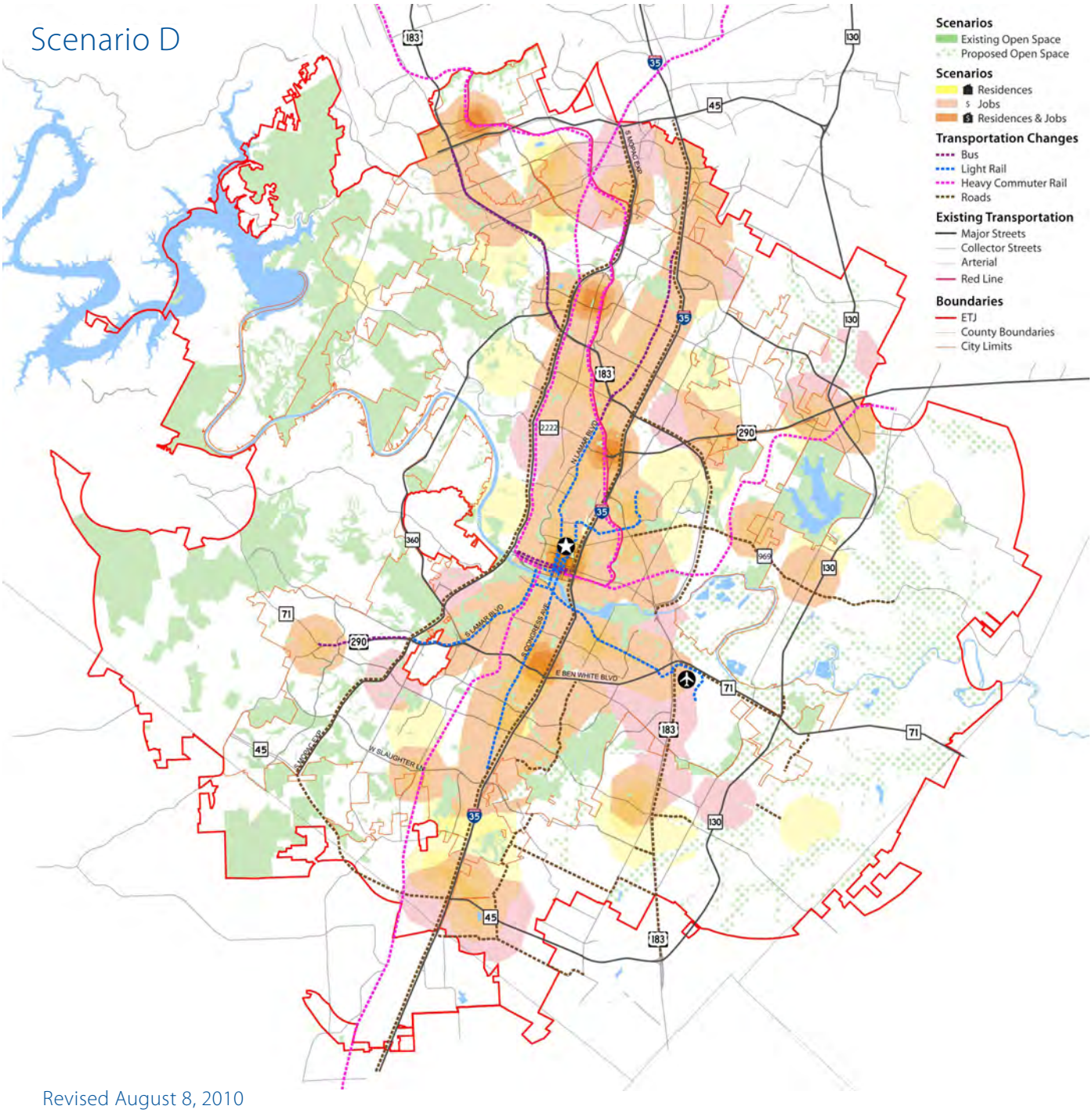
Both Mopac and IH 35 are improved to support a north-south growth pattern. Other freeway improvements include South US 183, SH 71 east of the airport, and SH 45 SW connecting Mopac to IH 35. Capacity improvements include new travel lanes, ROW acquisition, and utility relocation.

With regard to transit, many of the important north-south rail connections are similar to those seen in Scenario C. South Lamar to Mopac and North Lamar to the Red Line move people north and south on urban rail, while the North US 183/Mopac corridor, North Lamar, and US 290 express bus routes move people north and south on high capacity bus routes. The commuter rail line extending out toward Manor and Elgin is part of this scenario as well. The Scenario D includes 132 miles of bike/pedestrian paths.

Selected Summary Indicators

- **Represents 88 sq miles of developed land.**
- **71% of new development is mixed-use.**
- **61% of new development occurs as redevelopment or infill.**
- **55% of residents live within a ¼ mile of transit routes and stops.**
- **Average vehicle miles traveled per day is 20.5 miles.**
- **Average distance for all residents to the closest job is 0.15 miles.**
- **16 square miles of development (18%) occurs over the Barton Springs aquifer (within aquifer recharge or contributing zones).** *Currently 83 sq miles of development is within aquifer recharge or contributing zones.*
- **Estimated cost of new infrastructure (water and sewer service, schools, + transportation) is $19.5 billion.**
- **42% of population within ¼ mile of an existing park/schoolyard.**
- **133 square miles of existing farmland are not developed by the scenario.** *Currently there are 151 sq miles of existing farmland.*

Scenario D



Revised August 8, 2010

5. Trend Scenario

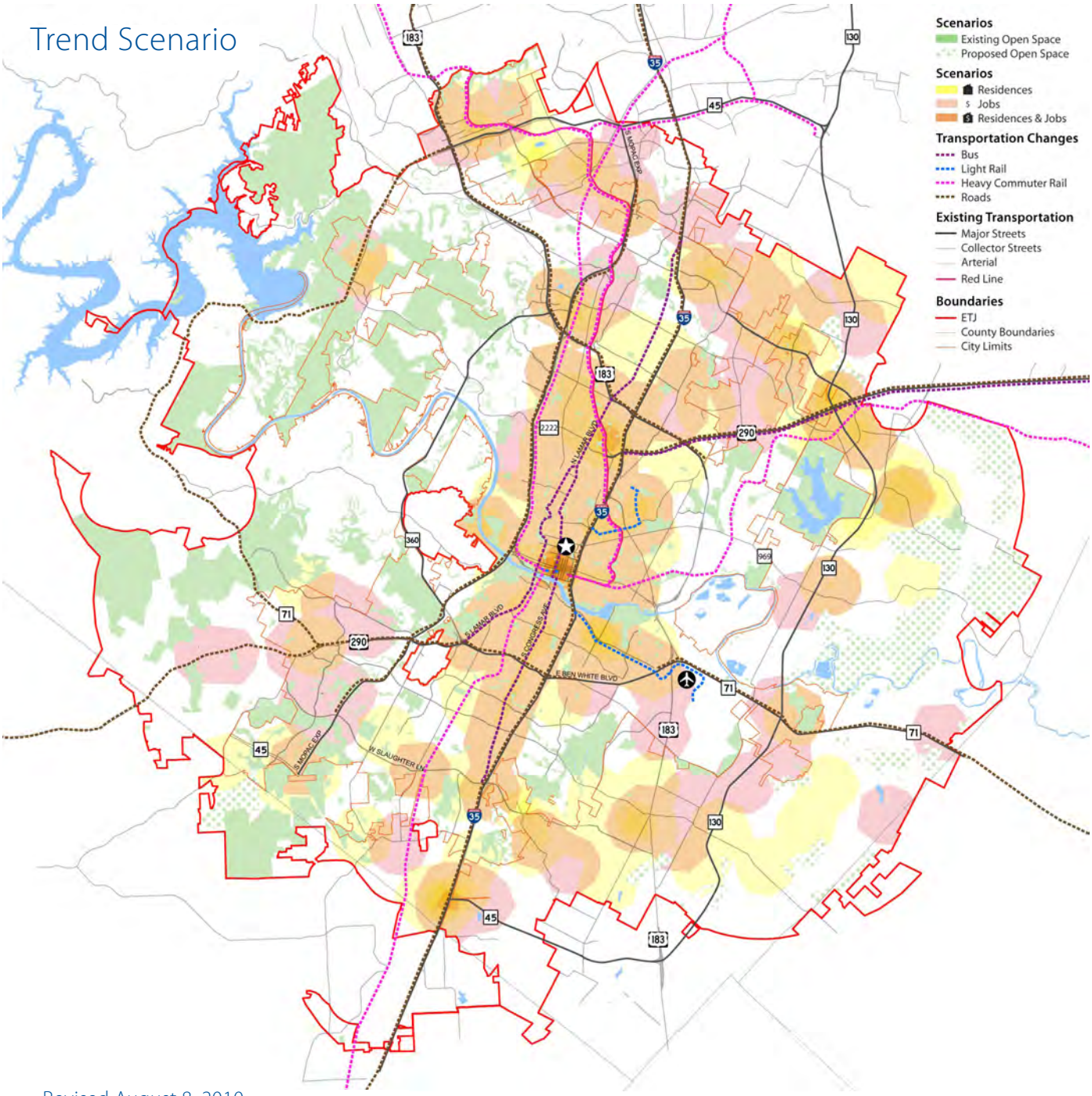
The Trend Scenario is based on the current trend of population and employment growth in Austin and assumes that recent trends will continue. At 45%, this scenario has the lowest percentage of mixed-use development. Still, some mixed-use development happens downtown and along some major urban core arterial roads. Intense single-use developments are focused at major highway intersections. A significant amount of residential infill occurs in single-family urban core neighborhoods. The Trend Scenario represents 161 square miles of development.

This scenario maintains all of the current funded and planned transportation projects from both CAMPO and the City of Austin, including the planned City of Austin Urban Rail, LoneStar Rail, and the other roadway projects planned and committed in both the TIP and the RTP. The Trend Scenario includes 332 miles of bike/pedestrian paths.

Selected Summary Indicators

- **Represents 161 sq miles of developed land.**
- **45% of new development is mixed-use.**
- **54% of new development occurs as redevelopment or infill.**
- **47% of residents live within a ¼ mile of transit routes and stops.**
- **Average vehicle miles traveled per day is 21.6 miles.**
- **Average distance for all residents to the closest job is 0.16 miles.**
- **31square miles of development (38%) occurs over the Barton Springs aquifer (within aquifer recharge or contributing zones).** *Currently 83 sq miles of development is within aquifer recharge or contributing zones.*
- **Estimated cost of new infrastructure (water and sewer service, schools, + transportation) is $23.7 billion.**
- **39% of population within ¼ mile of an existing park/schoolyard.**
- **117 square miles of existing farmland are not developed by the scenario.** *Currently there are 151 sq miles of existing farmland.*

Trend Scenario



Revised August 8, 2010

SCENARIO - INDICATOR RESULTS

City staff compiled the results from the public input from Community Forum Series #2 and translated the maps into GIS (Geographic Information Systems) format. As described in the previous section, the public input maps were consolidated into four different scenario maps. In the weeks following the scenario development workshop, city staff created digitized versions of each alternative scenario using GIS.

The future scenarios were measured using a set of indicators based on the Imagine Austin's Draft Vision Statement and Principles. The indicators allow a quantitative evaluation of the scenarios and a comparison of how consistent they are with the draft vision for the city's future prepared from public input. The city's comprehensive plan consultants (WRT, Criterion Planners, and Kimley-Horn) compiled the full indicator results, presented below in Tables 1-6.

Criterion ran the scenarios through their INDEX™ model[1] to measure a set of established performance indicators. Kimley-Horn applied the regional CAMPO Derivative Travel Demand Model and the firm's mode-split model to measure transportation and land use impacts and costs for each of the scenarios.[2] WRT used GIS to measure a number of indicators across scenarios.

Each indicator and its value is defined in the text immediately following the summary results below.

Table 1. Land Use and Urban Design Indicator Results.

		SCENARIOS				
	Source	A	B	C	D	Trend
Land Use and Urban Design						
Compact / Mixed Use						
Square miles of developed land, due to the scenario.	*WRT*	131	124	99	88	161
Percentage of new development[3] that is mixed use (mixes residences and jobs within walking distance).	*WRT*	52%	59%	62%	71%	45%
Average number of people and jobs per square mile of new development.	*WRT*	18,000	20,500	19,400	21,700	12,200
Redevelopment / Infill						
Percentage of new development accommodated by redevelopment or infill.	*WRT*	45%	49%	61%	61%	54%

[1] INDEX is an integrated suite of GIS planning tools used in a wide variety of planning processes across the country.

[2] All indicators measured using the CAMPO Derivative Model include the regional (five-county) control set.

[3] In this context, "new development" refers to all new population and employment growth from the scenarios, it does not include existing development.

Table 2. Transportation Indicator Results.

		SCENARIOS				
	Source	A	B	C	D	Trend
Transportation						
Congestion/Travel Time[3]						
Vehicle Miles Traveled per day.	*K-H*	36.2 M	35.4 M	35.7 M	34.8 M	36.7 M
Vehicle Miles Traveled per capita per day.	*K-H*	21.4	20.9	21.1	20.5	21.6
Vehicle Minutes Traveled per capita per day.	*K-H*	46	44	44	41	46
Hours of delay per day.	*K-H*	537,000	450,000	467,000	388,000	543,000
Minutes of delay per capita per day.	*K-H*	19	16	17	14	19
Transit Service						
Percentage of all residents living within a quarter mile of transit routes and stops.	*INDEX*	48.6%	50.2%	53.6%	54.5%	46.5%
Percentage of all employees living within a quarter mile of transit routes and stops.	*INDEX*	61.7%	61.2%	63.3%	68.0%	**61.2%**
Trips by bus transit per day.	*K-H*	182,300	192,700	207,900	199,400	**161,300**
Trips by rail transit per day.	*K-H*	54,800	62,500	70,600	63,500	**52,300**
Bicycle / Pedestrian Routes						
Bicycle and pedestrian trips per day.	*K-H*	173,240	185,410	215,545	204,415	**155,190**

Table 3. Housing and Neighborhoods Indicator Results.

		SCENARIOS				
	Source	A	B	C	D	Trend
Housing and Neighborhoods						
Average number of people per square mile of new development.	*WRT*	13,200	14,500	14,000	15,200	11,000
Percentage of all residents living within a 1/4 mile of transit routes and stops.	*INDEX*	48.6%	50.2%	53.6%	54.5%	46.5%
Percentage of existing areas not redeveloped or slated for infill.	*WRT*	80%	83%	87%	87%	79%

Table 4. Economic Indicator Results.

	Source	SCENARIOS A	B	C	D	Trend
Economy						
Access to Jobs						
Average distance in miles for all residents to the closest jobs.	*WRT*	0.20	0.17	0.15	0.15	0.16
Percentage of all employees within a quarter mile of transit routes and stops.	*INDEX*	61.7%	61.2%	63.3%	68.0%	61.2%
Economic Base						
Value of time lost per year to travel delays.	*K-H*	$3.8 B	$3.2 B	$3.3 B	$2.7 B	$3.8 B

Table 5. Environmental Resources and Open Space.

	Source	SCENARIOS A	B	C	D	Trend
Environmental Resources and Open Space						
Open Space						
Square miles of new development within sensitive areas.	*WRT*	29	27	18	17	35
Square miles of new development over Barton Springs aquifer (within aquifer recharge or contributing zones).	*WRT*	34	21	22	16	31
Air Quality / Greenhouse Gases						
Air pollution (Tons of smog-forming air pollution emitted each year from cars, trucks, and other vehicles. *Includes nitrogen oxides and volatile organic compounds*).	*K-H*	48,064	46,992	47,423	46,220	48,774
Tons of C02 produced annually by transportation.	*K-H*	5.29 M	5.17 M	5.21 M	5.08 M	5.36 M
Water						
Water consumption from new development (millions of gallons per day).	*COA*	102	98	91	92	101
Local Agriculture						
Square miles of existing farmland not developed.	*WRT*	104.1	110.7	132.3	133.3	117.2
Square miles of designated prime farmland soils not developed.	*WRT*	106.8	106.8	121.6	118.1	105.8

Table 6. City Facilities and Services

		SCENARIOS				
	Source	A	B	C	D	Trend
City Facilities and Services						
Fiscal Responsibility						
Estimated order of magnitude cost of providing water and sewer infrastructure to new development.	*WRT*	$8.0 B	$7.9 B	$6.3 B	$6.2 B	$9.0 B
Estimated order of magnitude cost of providing schools to new development.	*WRT*	$7.5 B	$7.3 B	$7.3 B	$7.2 B	$7.9 B
Estimated cost of constructing new transportation infrastructure (roads and transit).	*K-H*	$7.1 B	$7.1 B	$7.0 B	$6.1 B	$6.8 B
Additional roadway lanes miles constructed.	*K-H*	705	654	565	667	768
Additional miles of light rail constructed.	*K-H*	33	33	66	66	33
Additional miles of commuter rail constructed.	*K-H*	40	53	53	53	40
Parks						
Percentage of all residents within a quarter mile of a park or school yard.	*INDEX*	40.8	38.7	39.9	41.6	38.9
Public Safety						
Average distance in miles for new residents to the closest existing police station.	*WRT*	3.32	3.12	2.83	2.79	3.11
Average distance in miles for new residents to the closest existing fire station.	*WRT*	1.51	1.40	1.27	1.27	1.46

Land Use and Urban Design

Compact / Mixed Use Indicator(s)

- Percentage of new development that mixes residences and jobs within walking distance: *Ratio of new mixed-use development to all new development.* (WRT)
- Average number of people and jobs per square mile of new development: *Average residential and employment densities for new development.* (WRT)

What the Indictor(s) Mean

The higher the values, the more mixed-use development and higher overall densities in each scenario.

Redevelopment / Infill Indicator(s)

- Percentage of new development that happens over or alongside existing development: *Ratio of square miles of redeveloped land to square miles of undeveloped land converted to urban. (WRT)*

What the Indicator(s) Mean

The higher the percentage, the more redevelopment and infill in each scenario.

Transportation

Congestion / Travel Time Indicators

- Vehicle Miles Traveled per day. (Kimley-Horn)
- Vehicle Miles Traveled per capita per day. (Kimley-Horn)
- Vehicle Hours Traveled per day. (Kimley-Horn)
- Vehicle Minutes Traveled per capita per day. (Kimley-Horn)
- Hours of delay per day. (Kimley-Horn)
- Minutes of delay per capita per day. (Kimley-Horn)

What the Indicator(s) Mean

The higher the values, the more the road network is being used, the more time people are spending in their cars, and the more delay they are experiencing, indicating increased congestion and travel times.

Transit Service Indicator(s)

- Percentage of all residents living within a quarter miles of transit routes and stops: Transit Adjacency to Housing (INDEX)
- Percentage of all employees within a quarter mile of transit routes and stops: Percent of employees within a quarter mile linear distance of transit routes (exclusive of heavy rail) and transit stops. (INDEX)
- Trips by bus transit per day: Transit Ridership. (Kimley-Horn)
- Trips by rail transit per day: Transit Ridership. (Kimley-Horn)

What the Indicator(s) Mean

The higher the values, the more people have access to transit at home and work and the more people are using transit service.

Bicycle / Pedestrian Routes Indicator(s)

- Bicycle and pedestrian trips per day: Bike/pedestrian usage. (Kimley-Horn)

What the Indicator(s) Mean

The higher the values, the more people have access to bicycle and pedestrian routes and the more people are using those routes.

Housing and Neighborhoods

- Average number of people per square mile: Average residential density. (WRT)
- Percentage of all residents living within a quarter mile of transit routes and stops: Transit Adjacency to Housing: Percent of residents dwelling within a quarter mile linear distance of transit routes (exclusive of heavy rail) and transit stops. (INDEX)

What the Indicator(s) Mean

The higher the residential density value, the more variety in housing options available and the more opportunities for affordable housing. The higher the percentage of residents within a quarter mile of transit lines and stops, the potential for transportation cost savings increases.

- Percentage of existing residential areas not redevelopment or slated for infill. Ratio of residential areas not redeveloped or slated for infill compared all new development. (WRT)

What the Indicator(s) Mean

The higher the value, the less existing residential areas change and the more neighborhoods are preserved.

Economy

Access to Jobs Indicator(s)

- Average distance in miles for all residents to the closest job. (WRT)
- Percentage of all employees within a quarter mile of transit routes and stops: Percent of employees within a quarter-mile linear distance of transit routes (exclusive of heavy rail) and transit stops. (INDEX)

What the Indicator(s) Mean

The lower the value in miles and the higher the value in percentage of employees, the more potential job opportunities and the more accessible these jobs are to residents.

Economic Base Indicator(s)

- Value of time lost per year to travel delays. *Delay means additional travel time due to congestion.* (Kimley-Horn)

What the Indicator(s) Mean

The higher the value, the greater the cost to the region's economic prosperity and quality of life for employees.

Environmental Resources and Open Space

Open Space Indicator(s)

- Square miles of new development over sensitive environmental areas (e.g., floodplains, steep slopes, stream buffers, and preserve areas). (WRT)
- Square miles of new development over the Barton Springs aquifer recharge or contributing zones. (WRT)

What the Indicator(s) Mean

The lower the values, the less development over sensitive environmental areas, and the more the environment and critical natural resources are preserved.

Air Quality / Greenhouse Gases Indicator(s)

- Tons of NoX produced annually by transportation. Kimley-Horn
- Tons of C02 produced annually by transportation. Kimley-Horn
- Tons of VOC produced annually by transportation. Kimley-Horn

What the Indicator(s) Mean

The higher the value, the worse the air quality. The lower the other values, the less transportation congestion.

Water Indicator(s)

- Estimated water consumption from new development in millions of gallons per day (COA): *Estimated additional average annual demand (average conditions - weather, etc.).*

What the Indicator(s) Mean

The lower the value, the less water consumed

Local Agriculture Indicator(s)

- Square miles of existing farmland not developed: *total square miles over existing agricultural land as categorized by existing land use in GIS.* (WRT).
- Square miles of existing USDA designated prime farmland soils not developed: *total square miles over prime farmland as categorized by the USDA, regardless of whether the land is currently being used for agriculture.* (WRT).

What the Indicator(s) Mean

The lower the values, the more agricultural land or potential agricultural land available for food production. Fewer square miles of agricultural land reduces the possibility of locally-grown food being available.

City Facilities and Services

Fiscal Responsibility Indicator(s)

- Estimated order of magnitude cost of providing water and sewer infrastructure and schools to new development. Cost of infrastructure estimated using national Urban Land Institute (ULI) averages costs associated with public water and sewer. (WRT)
- Estimated order of magnitude cost of constructing new transportation infrastructure. Order of magnitude transportation improvement costs. (Kimley-Horn using the CAMPO 2035 Plan Project List from the 2035 Regional Transportation Plan (RTP) and the Central Austin Transit Study.

What the Indicator(s) Mean

The lower the values, the less money the city must collect from residents and spend on building new infrastructure to serve new residents and the more money the city can spend to improve existing infrastructure and the quality of life of its residents.

Parks Indicator(s)

- Percentage of all residents within a quarter-mile of a park of school yard: *Park/Schoolyard Adjacency to Housing: Percent of residents within a quarter-mile linear distance of parks or school yards.* (INDEX)

What the Indicator(s) Mean

The higher the values, the more residents with access to existing park and schoolyard facilities.

Public Safety Indicator(s)

- Average distance in miles for new residents to the closest existing police station. (WRT)
- Average distance in miles for new residents to the closest existing fire station. (WRT)

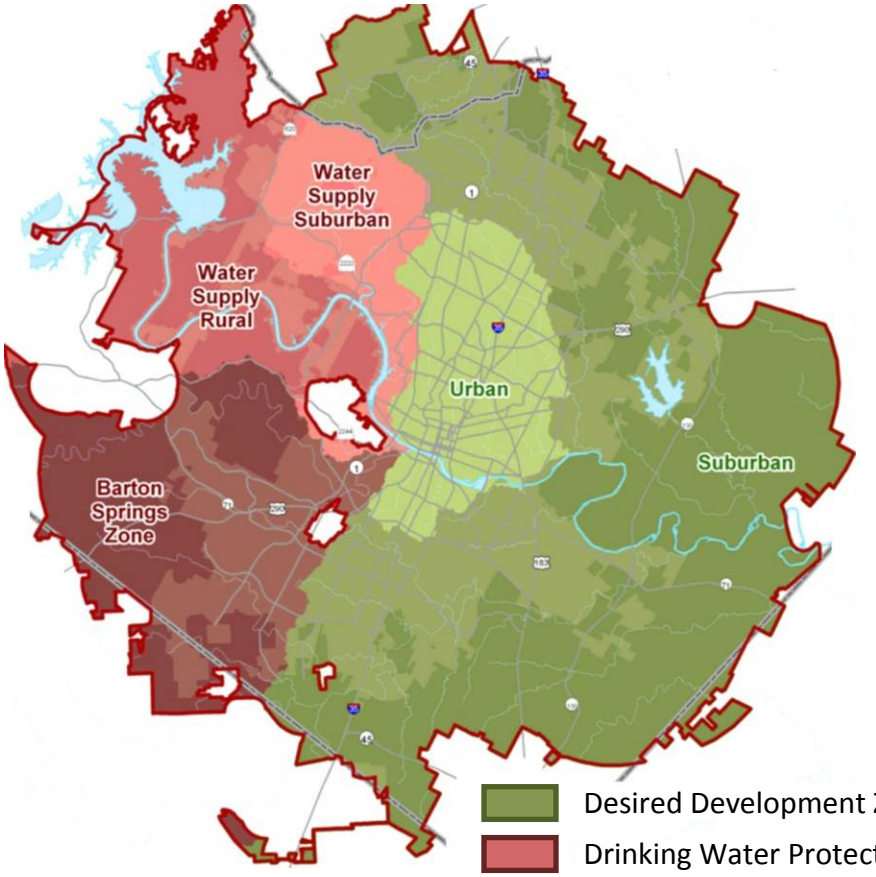
What the Indicator(s) Mean

The lower the values, the more residents with access to existing emergency response and public safety facilities and services, allowing funding to be spent on increasing service at and maintaining these facilities rather than on building, operating, and maintaining new facilities in addition to existing ones.

INDEX in Imagine Austin

- Existing Conditions Indicators
- Scenario Comparison/Alternative Futures Working Paper
- Used in conjunction with other tools throughout the process, mainly ArcGIS

INDEX Analysis Sub-areas



Desired Development Zone

Drinking Water Protection Zone

Comprehensive Planning Subareas

INDEX Workflow for Imagine Austin

- Subareas for reporting indicator scores
- Selecting indicators relevant to plan themes
- City prepared/updated GIS Data for Existing Conditions
- Stakeholders created Scenarios, City/Consultants compiled, processed input (63 maps)
- Criterion processed data
- Interpretation

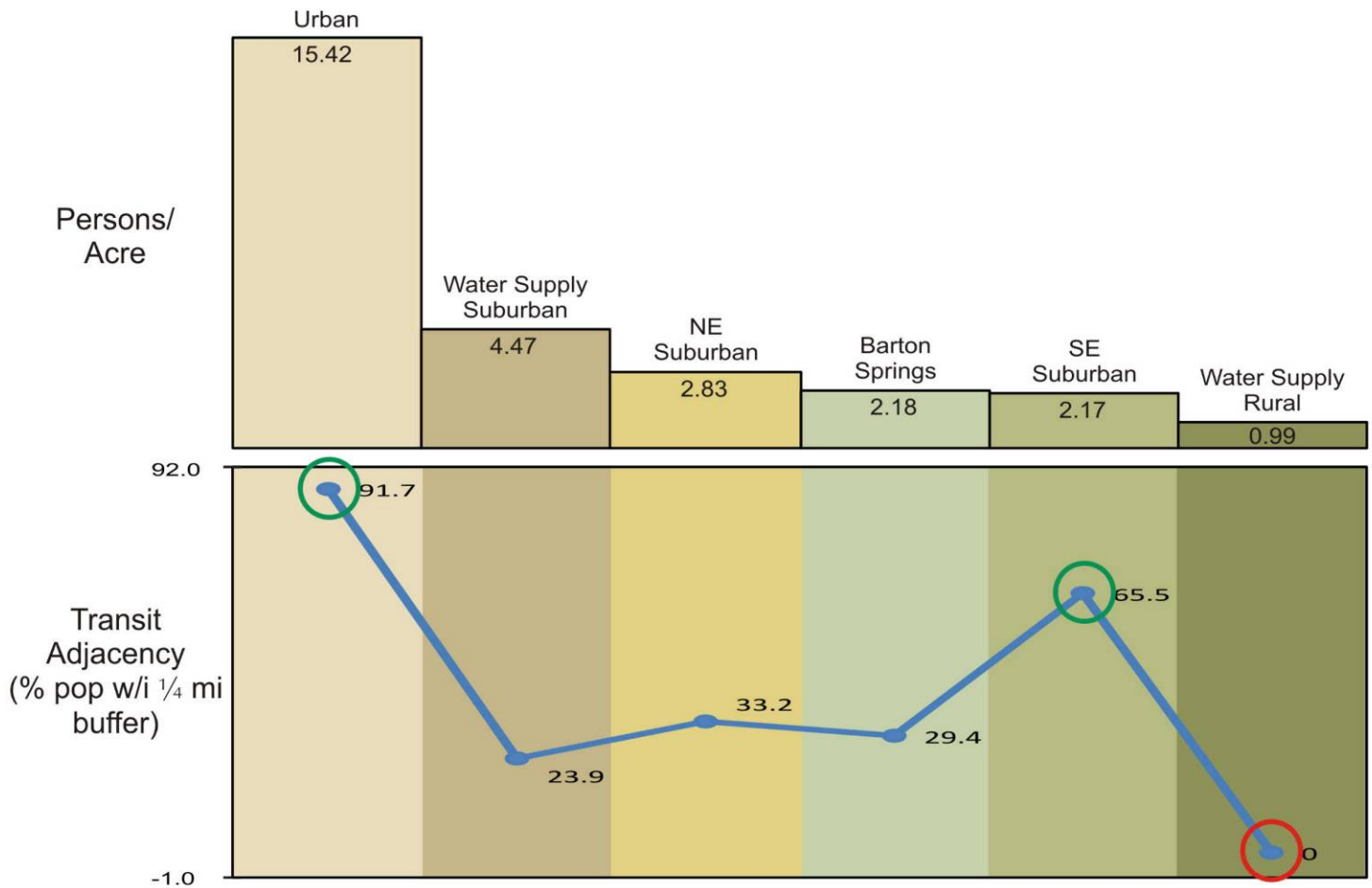
INDEX Existing Condition Scores

Notable Scores Relative to Themes

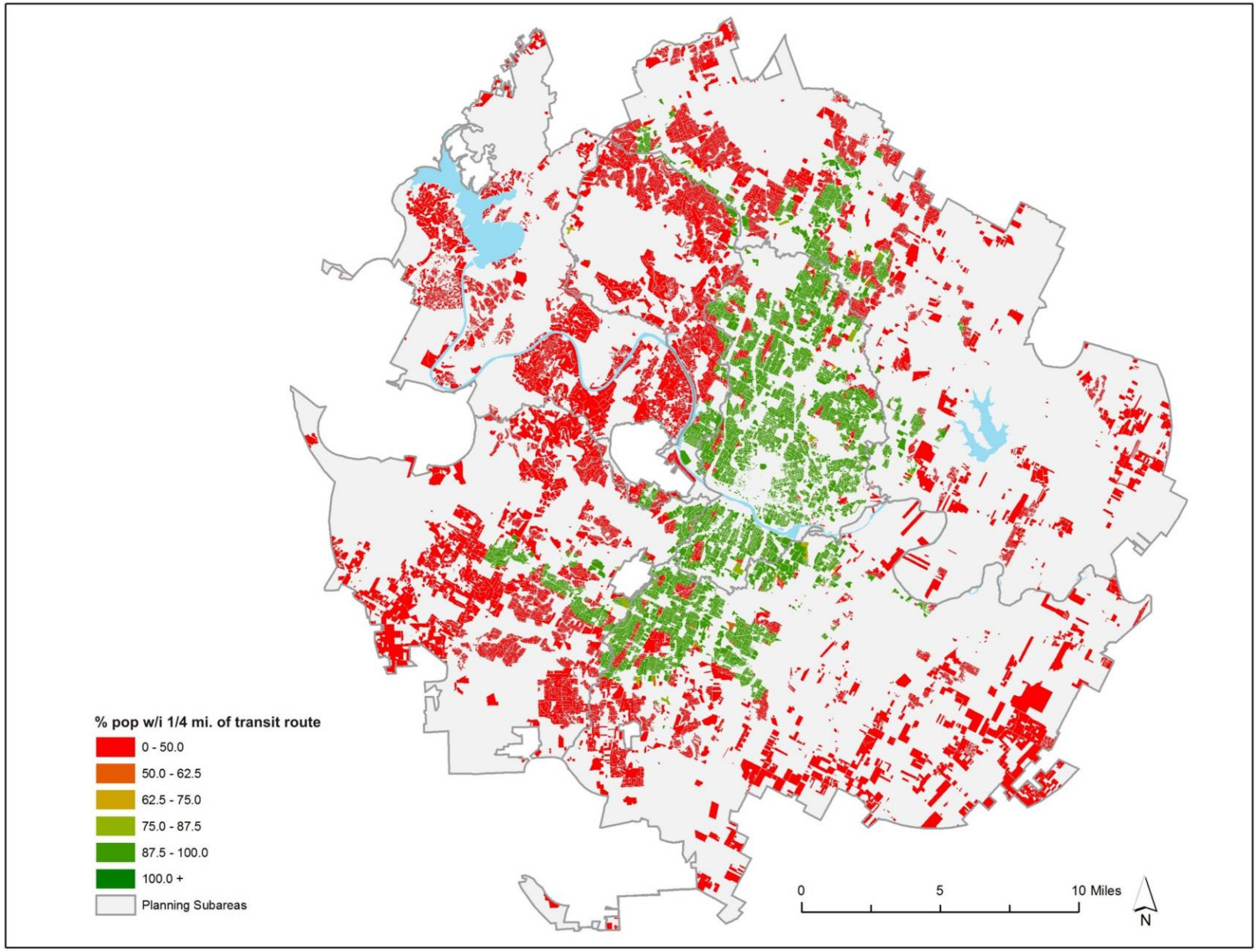
- Favorable
- Weak
- Unfavorable

			Urban ▶					◀ Rural
Element	IndicatorName	Units	Urban	Water Supply Suburban	NE Suburban	Barton Springs	SE Suburban	Water Supply Rural
Demographics	Pop & Emp Density	(res+emp)/gross acre	15.42	4.47	2.83	2.17	2.17	0.99
	Population	residents	320,712	87,715	211,602	116,336	185,366	41,715
	Employment	employees	269,594	28,883	94,517	30,033	41,929	8,950
Land-Use	Subarea Acreage	total acres	38,272.30	26,111.20	108,345.20	67,297.00	104,962.30	50,921.00
	Use Mix	0-1 scale	0.42	0.23	0.34	0.24	0.29	0.17
	Use Balance	0-1 scale	0.81	0.61	0.79	0.58	0.72	0.51
Housing	Dwelling Unit Count	total DU	143,139	37,584	90,280	47,906	76,860	16,281
	Single-Family Dwelling Density	DU/net acre	5.21	2.5	3.17	1.87	2.13	1.25
	Multi-Family Dwelling Density	DU/net acre	27.45	11.83	17.89	10.97	17.73	6.74
	Single-Family Dwelling Share	% total DU	42.2	55.6	53.5	67.8	60.3	84.3
	Amenities Adjacency	% pop w/i ¼ mi. grocery/school buffer	22.1	7.1	3.4	6	11.4	0
	Transit Adjacency	% pop w/i ¼ mi. buffer	91.7	23.9	33.2	29.4	65.5	0
Employment	Jobs to Housing Balance	jobs/DU	1.88	0.77	1.05	0.63	0.55	0.55
	Employment Density	emps/net acre	44.35	29.05	16.35	13.88	10.87	10.34
	Commercial Building Density	avg FAR	0.35	0.12	0.05	0.03	0.04	0.04
	Transit Adjacency to Employment	% emps w/i ¼ mi buffer	94.5	39.5	55	40.7	64.4	0.2
Recreation	Park Space Supply	acres/1000 persons	6.2	19.4	29.5	31.8	24.4	33.1
	Park Adjacency to Housing	% pop w/i ¼ mi.	70.8	78.1	74.3	77	61.3	54.9
Environment	Open Space Share	% total net area	1.7	25.1	1.8	27.3	0.9	46.8
	Open Space Connectivity	0-1 scale	0.17	0.7	0.41	0.72	0.33	0.76
	Imperviousness	% of total land area	49.07	33.98	20.62	23.42	17.92	18.65
	Nox Pollutant Emissions	lbs/yr/capita	27	34	33	41	36	44
Travel	Intersection Density	intersections/sq mi	101	43.8	23.4	23.8	20.7	16.2
	Transit Stop Coverage	stops/sq mi	32.8	2.7	1.8	1.3	3.4	0
	Transit-Oriented Residential Density	DU/net acre w/i ¼ mi of stops	11.06	7.2	10.02	7.22	8.73	0
	Transit-Oriented Employment Density	emps/net acre w/i ¼ mi of stops	53.53	47.06	24.34	36.91	14.38	0
	Pedestrian Network Coverage	% of streets w/sidewalks	35.9	34.7	32.2	31.3	30.7	11.4
	Bicycle Network Coverage	% street centerlines w/ bike route	5.85	4.68	1.26	2.8	2.44	0
	Home Based VMT Produced	mi/day/capita	7.3	11.9	11.5	13.7	10.4	17.5
	Non-Home Based VMT	mi/day/emp	12.2	13.1	12.7	16.5	15.9	15.0
Climate Change	Residential Total CO2 Emissions	lbs/capita/yr (housing & travel)	10,150	12,102	11,844	12,946	11,187	14,549
	Nonresidential Total CO2 Emissions	lbs/emp/yr (bldgs & travel)	13,399	14,298	12,212	18,745	18,952	20,621

Transit Adjacency to Housing



Transit Adjacency to Housing



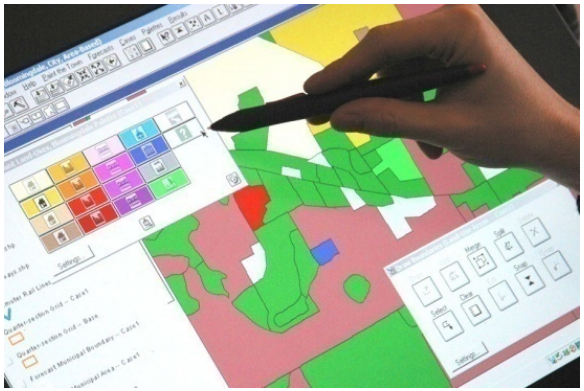
Scenario Scores: Urban Area

Notable Scores Relative to Themes

- Favorable
- Weak
- Unfavorable

Indicator Name	Units	Existing Conditions (parcels)	Future Alternatives (10-Acre Grid Cells)					
			Distributed	Crescent	Centers	Linear	Trend	Preferred
Pop & Emp Density	(res+emp)/gross acre	15.42	21.02	22.43	23.50	25.16	22.65	26.02
Population	residents	320,712	473,645	516,460	546,554	575,961	509,586	605,129
Employment	employees	269,594	330,975	341,821	352,982	387,065	357,291	390,648
Subarea Acreage	total acres	38,272.30	38,272.30	38,272.30	38,272.30	38,272.30	38,272.30	38,272.30
Population Density	Population/Subarea Acreage	8.38	12.38	13.49	14.28	15.05	13.31	15.81
Employment Density	Employment/Subarea Acreage	7.04	8.65	8.93	9.22	10.11	9.34	10.21
Use Mix	0-1 scale	0.37	0.66	0.60	0.69	0.76	0.69	0.8
Use Balance	0-1 scale	0.81	0.91	0.74	0.84	0.8	0.72	0.67
Amenities Adjacency	% pop w/i ¼ mi. grocery/school buffer	22.1	21.6	20.9	20.3	19.8	21.9	20.4
Transit Adjacency	% pop w/i ¼ mi. buffer	91.7	91.6	91.2	92.0	91.6	91.5	92.3
Transit Adjacency to Employment	% emps w/i ¼ mi buffer	94.5	94.2	94.3	93.8	93.7	93.6	94.4
Park/Schoolyard Adjacency to Housing	% pop w/i ¼ mi.	70.8	52.4	44.7	45.3	45.2	44.8	40.6
Open Space Share	% total net area	1.7	2.3	1.3	1.4	1.6	1.4	2
Open Space Connectivity	0-1 scale	0.36	0.40	0.35	0.36	0.37	0.31	0.4
Intersection Density	intersections/sq mi	101	101	101	101	101	101	101
Transit Service Coverage	stops/sq mi	32.8	33.2	33.2	33.3	33.2	33.0	35
Pedestrian Network Coverage	% of streets w/sidewalks	35.9	35.9	35.9	35.9	35.9	35.9	35.9
Bicycle Network Coverage	% street centerlines w/ bike route	5.85	42.75	42.75	42.75	42.75	42.75	42.74

Potential Future Uses of INDEX



Housing Walk to Grocery

Housing Walk to Transit Stops

Imagine Austin Comprehensive Plan

FISCAL IMPACT ANALYSIS OF MIXED-USE REDEVELOPMENT ALONG SOUTH CONGRESS AVENUE

November 16, 2011

This report analyzes the fiscal impacts of mixed-use redevelopment that is anticipated to occur along the South Congress Avenue Corridor.

AngelouEconomics
GLOBAL ECONOMIC DEVELOPMENT

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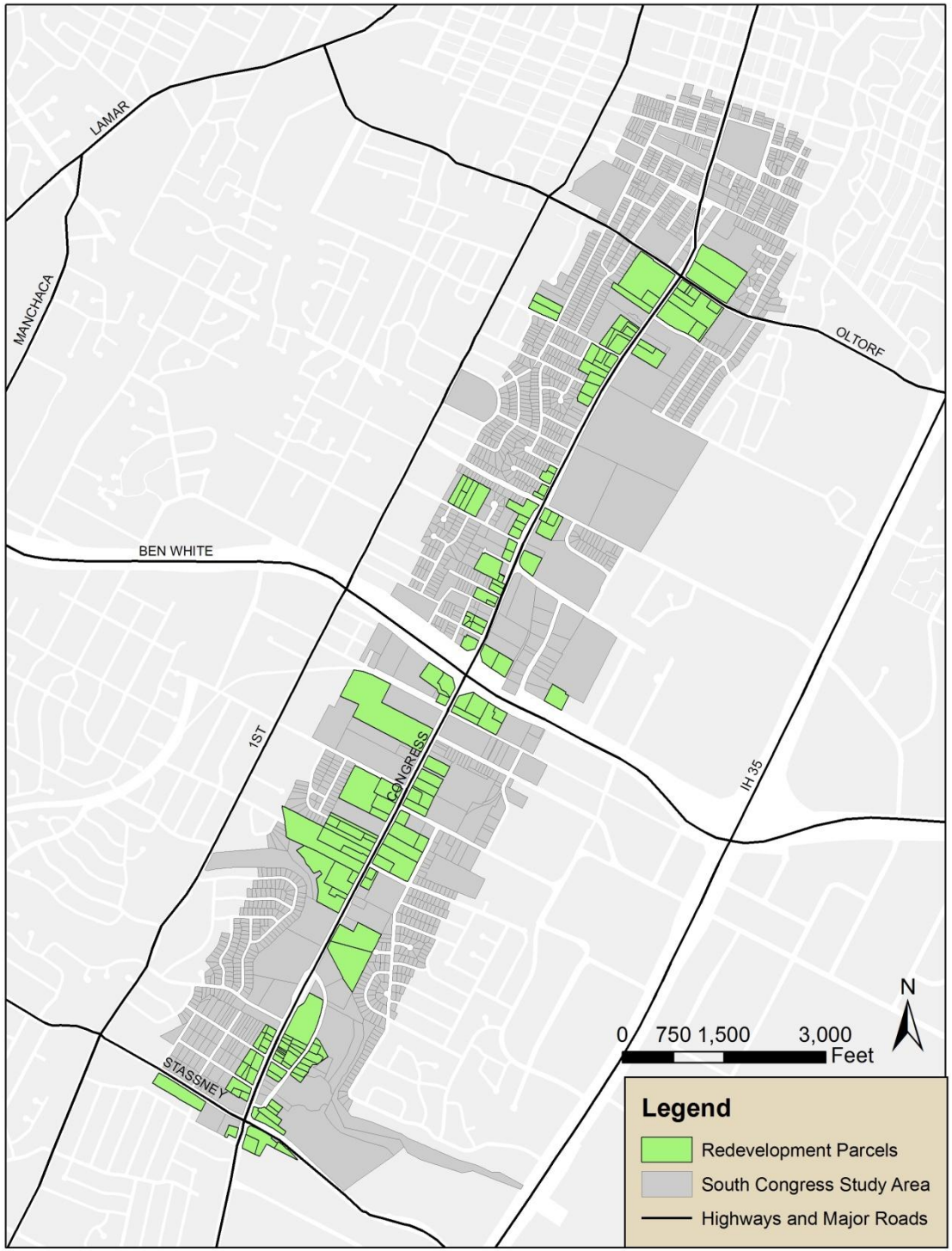


Executive Summary

INTRODUCTION

The City of Austin and the broader Central Texas region have enjoyed strong economic growth for several decades. The Austin metropolitan region is consistently regarded as one of the top urban areas for economic opportunity thanks to its diverse employer base, its high quality of life, and its well-educated, entrepreneurial population. This rapid growth has also created significant challenges for the region's physical infrastructure, its natural environment, its local governments, and its citizens.

In August 2009, the City of Austin began a wide-reaching, multi-year effort to engage its citizens, and public and private sector leaders in the development of a new comprehensive plan that will guide the city's future development. AngelouEconomics, an Austin-based economic development and site-selection firm, is part a multi-disciplinary consultant team that is guiding the process of creating Austin's new comprehensive plan, led by Wallace, Roberts and Todd, a Philadelphia-based urban planning/design, landscape architecture, and architecture firm.

The Austin-Round Rock-San Marcos metropolitan statistical area (MSA) is expected to grow by more than 2,000,000 people in the next 30 years, with over 750,000 new residents in the City of Austin and its ETJ (Extra Territorial Jurisdiction) alone. A large portion of that growth will likely be accommodated in the city's urban corridors in the form of mixed-use redevelopment. AngelouEconomics has developed this report in order to provide the City of Austin with a better understanding of the fiscal impacts of mixed-use redevelopment along one of the City's most well-known urban corridors, South Congress Avenue.

Strategic Considerations

This report will provide support to public policy formulation, economic development recommendations, and implementation strategies for the City of Austin Comprehensive Plan. The analysis in this report is primarily focused on addressing the following question:

• *What are the fiscal impacts of mixed-use redevelopment along the South Congress Avenue corridor?*

This report will also address other related questions including:

•*What are the additional impacts of mixed-use redevelopment along the South Congress Avenue corridor beyond fiscal impacts?*
• *What are the potential impacts of mixed-use redevelopment for the entire City of Austin, particularly in other urban corridors that share many similarities to South Congress Avenue?*

It is important to note that this report does not constitute a full "cost-benefit" analysis of mixed-use redevelopment.

Executive Summary

METHODOLOGY

AngelouEconomics has analyzed the existing conditions of the South Congress Avenue study area and has produced a fiscal impact model that estimates the fiscal impacts of mixed-use redevelopment on properties within the study area that are likely to be redeveloped based on their existing land use and Improvement to Land Value Ratio*. This fiscal impact analysis estimates the following:

- Total valuation of the redevelopment in the study area;
- Retail sales that will occur within the redevelopment on the sites;
- Retail sales that will occur due to new households or employees that live or work in proposed development sites; and
- New sales tax and property tax revenue that will result within the City of Austin due to the redevelopment.

The calculations performed by AngelouEconomics are intended to serve as guidelines to assist in planning and implementation efforts related to the Imagine Austin Comprehensive Plan. The model uses industry-standard multipliers and assumptions in addition to local information from existing developments within the study area to produce the best estimate of the future building products expected on properties that may be redeveloped. Private land owners and developers will ultimately determine the exact types of projects that will be constructed. The figures presented here should be viewed as guidelines rather than specific land-planning recommendations.

** The Improvement to Land Value Ratio is explained in detail on Page 6.*

Basic Assumptions

The South Congress Avenue study area is designated as a mixed-use corridor on the Imagine Austin Growth Concept Map. The underlying assumptions of the fiscal impact model, which are based on citywide projections and the direction set by the Growth Concept Map, include the following:

- *The South Congress Avenue corridor (between East Oltorf Street and Stassney Lane) is estimated to gain a total of 4,977 new jobs and 14,931 new residents by 2040.*

AngelouEconomics relies on its in-house, proprietary economic impact model to perform the analysis in this report. A more detailed description of the assumptions used in the analysis is provided on pages 14-17.

Existing Conditions and Redevelopment Trends

EXISTING CONDITIONS AND REDEVELOPMENT TRENDS

The following section of the report provides an overview of the character of the study area and a summary of redevelopment trends and projections within the study area and nearby neighborhoods. This section also includes a case study of a recent mixed-use redevelopment within the study area and several examples of recent mixed-use projects in neighborhoods near the study area.

STUDY AREA: SOUTH CONGRESS AVENUE FROM EAST OLTORF STREET TO STASSNEY LANE

Shopping center at South Congress Avenue and East Oltorf Street – northeast corner of intersection, viewing east

South Congress Avenue just north of Stassney Lane, viewing north

Character of Study Area

- The study area is generally the South Congress Avenue corridor (including parcels ¼ mile east and west of South Congress Avenue) between East Oltorf Street and Stassney Lane.
- There have been several mixed-use and urban residential developments built in or near the study area within the last decade, demonstrating the potential for further redevelopment, but the predominant development pattern along South Congress Avenue consists of low-density, single-use commercial and industrial properties.
- The redevelopment potential of the study area remains largely untapped.
- The study area is an urban, "inner-city" corridor, but is beyond the reach of Austin's CBD (Central Business District). Therefore, the findings of this report provide a good case study of the potential impacts of mixed-use development along many of Austin's urban corridors that share similarities with the South Congress Avenue corridor including:
    - North Lamar Boulevard: from Guadalupe Street to Highway 183
    - South Lamar Boulevard: from Barton Springs Road to Loop 360
    - Burnet Road from West 45th Street to Anderson Lane
    - East Riverside Drive: from South Lakeshore Boulevard to Highway 183

Redevelopment Trends within Study Area

Bel Air Lofts apartments: *On South Congress Avenue halfway between Ben White Boulevard and Stassney Lane. Completed 2008. Includes 89 apartment units.*

SoCo Lofts mixed-use development: *On South Congress Avenue just north of Ben White Boulevard. Completed 2008. Includes 383 apartment units and over 20,000 square feet of retail space. A case study of this development is provided on the following page.*

ILR (Improvement Value to Land Value Ratio)

The ILR (Improvement Value to Land Value Ratio) is determined by dividing the appraised value of improvements on a parcel by the appraised value of the land on that parcel. Each parcel with a land value that exceeds the improvement value is considered likely to be redeveloped based on the theory that land owners will seek to maximize their investment in the land by developing or redeveloping when the value of the improvements are less than the value of land.

The ILR value was calculated for each parcel within the study area (single-family residential neighborhoods). Parcels with an ILR value of less than 1.0 were assumed likely to be redeveloped. Several other strategically located parcels with an ILR value of more than 1.0 were also assumed likely to be redeveloped because of their location at a key intersection or they connect several parcels with an ILR value of less than 1.0, allowing for a much larger contiguous land area available for redevelopment.

Redevelopment is assumed primarily on properties where land values are higher than the value of existing improvements. Some high-density mixed-use redevelopment has occurred within and near the study area, but most properties adjacent to South Congress Avenue currently have low-density, single-use buildings, which are expected to transition to a more urban, mixed-use development pattern.

- As part of the comprehensive planning process, the South Congress Avenue corridor underwent an investigation to see how new residents and jobs could be accommodated through redevelopment, while respecting existing height limits, FAR standards, and other zoning regulations.
- New residential, office, retail, and hotel space in the South Congress Avenue corridor will generate additional revenue for the City of Austin from property taxes, sales and use taxes, and hotel taxes. The fiscal impacts of the assumed redevelopment are detailed later in this report.

CASE STUDY OF RECENT MIXED-USE REDEVELOPMENT PROJECT IN STUDY AREA

The SoCo Lofts mixed-use redevelopment is concrete evidence of the market viability of large-scale mixed-use projects in the study area. Built in 2008, SoCo Lofts sits near the geographic center of the study area (just north of Ben White Boulevard) and includes 383 apartment units and 22,260 square feet of street-level retail space. This development achieves a very high level of density (57 residential units per acre) thanks in part to an internal parking garage that is hidden from South Congress Avenue.

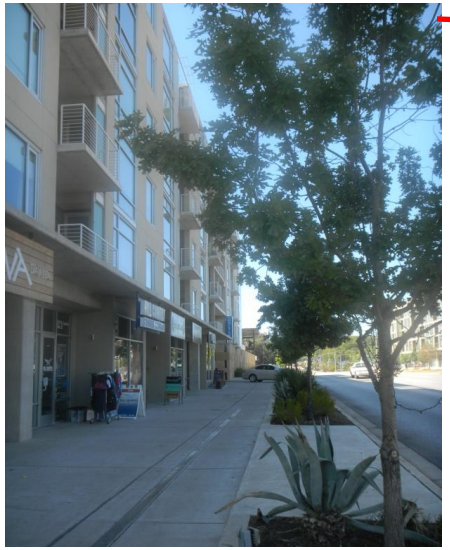
SoCo Lofts has been a major success, with high occupancy levels in both the apartments and the retail spaces. The development also provides a significant fiscal benefit to the City of Austin (the development is estimated to generate more than $1.25 million annually in property taxes) in addition to creating a more walkable urban landscape along this portion of South Congress Avenue. Multiple factors make the SoCo Lofts project a good example of the type and scale of mixed-use redevelopment that is assumed will take place along the South Congress Avenue corridor including:

• The project's central location within the study area makes it a good proxy of property values for the entire corridor, balancing higher land values closer to downtown with lower land values in the southern portion of the corridor;
• The project is mixed-use, providing examples of both residential and retail space;
• The residential portion of the project is market-rate apartment units, which will be the predominant type of housing unit built in redevelopment areas along the corridor;
• The project was completed within the past five years and has been successful, giving the most realistic window into the types of redevelopments that can be expected in the near future.

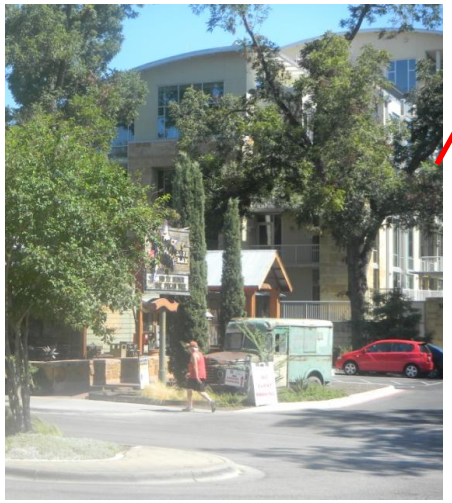
Based on these factors, AngelouEconomics has included some of the parameters of the SoCo Lofts project in its assumptions for the fiscal impact analysis. Additional examples of large-scale mixed-use redevelopments near the study area are shown on the following page, most of which have been constructed in the last five years.

SoCo Lofts Mixed-Use Redevelopment	
Land Area	6.77 acres
Square Feet of Building Space	388,104 sq ft
Square Feet of Residential Space	365,844 sq ft
Square Feet of Retail Space	22,260 sq ft
Number of Residential Units	383
Average Square Feet of Residential Unit	955 sq ft
Gross Residential Density (Units/Acre)	57
Appraised Value of Improvements	$50,601,548
Appraised Value of Land	$3,786,711
Total Appraised Value	$54,388,259
Estimated Annual Property Tax Revenue	$1,260,122

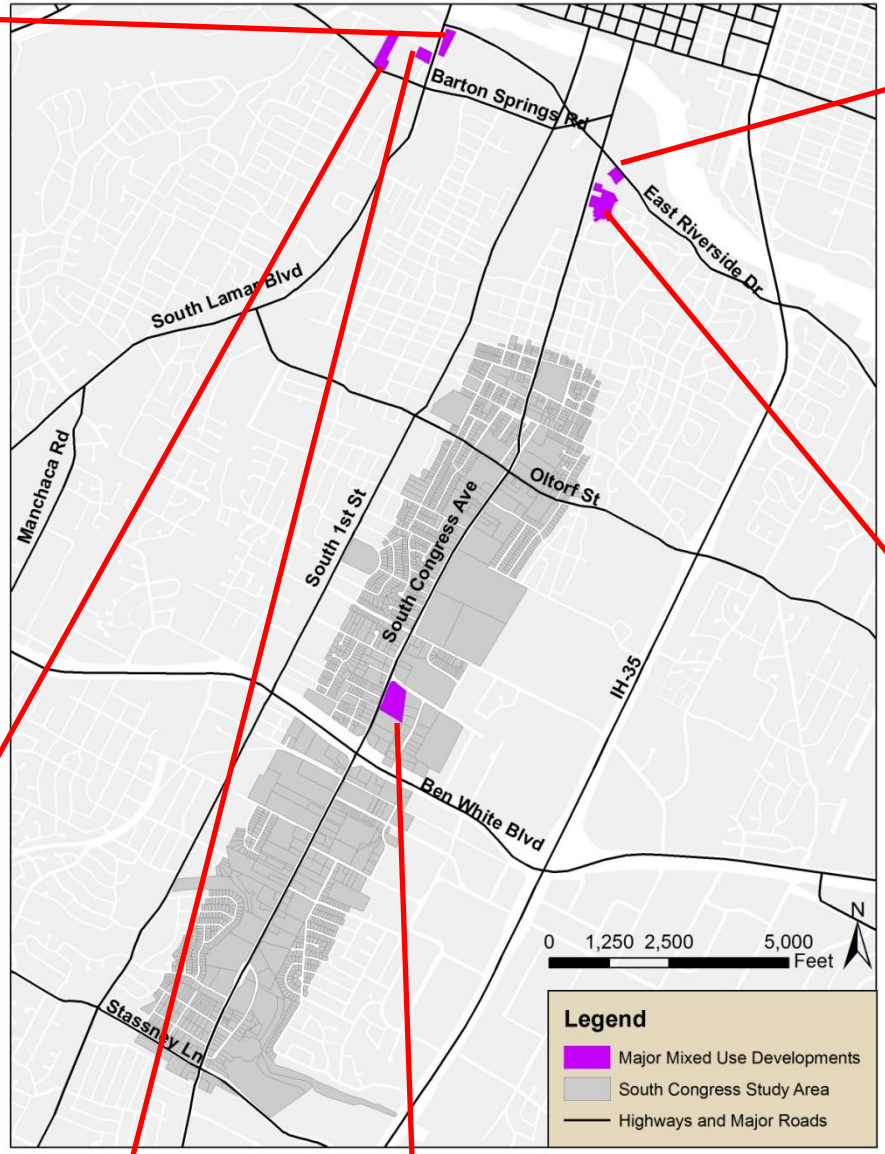
Mixed-use Redevelopment Around Study Area

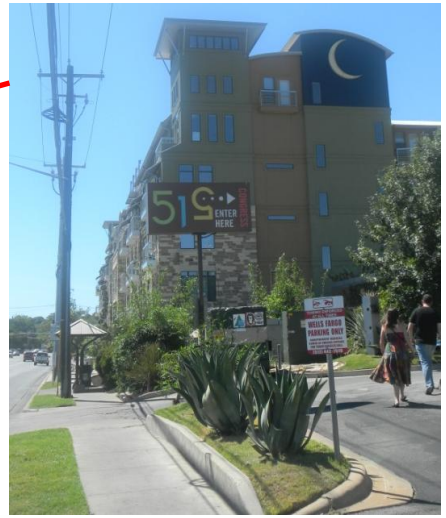


Bridges on the Park

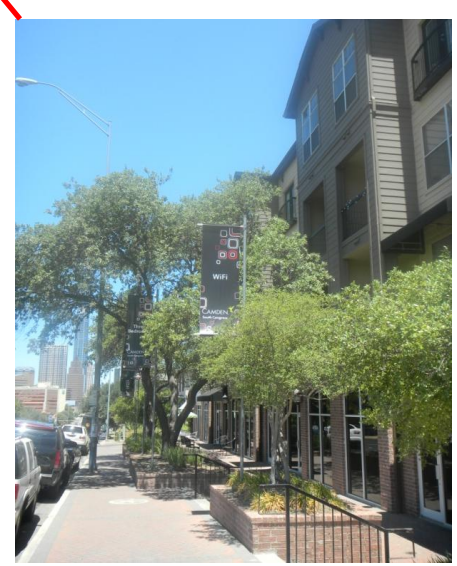


Barton Place

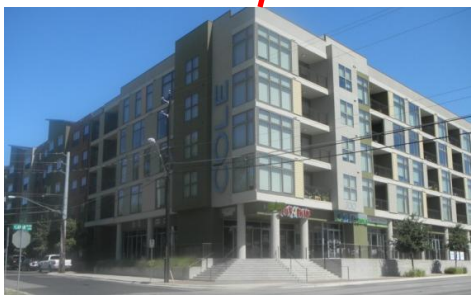




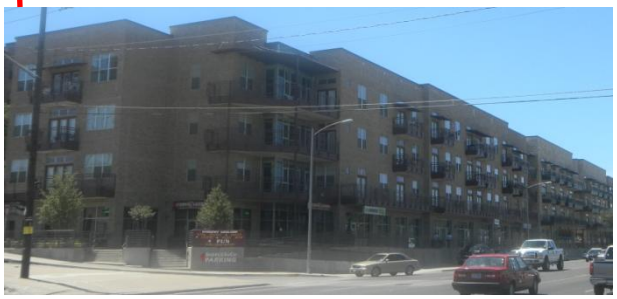
Crescent Austin



Camden South Congress



300 Lamar Boulevard South



SoCo Lofts

Fiscal Impact Analysis

FISCAL IMPACT ANALYSIS

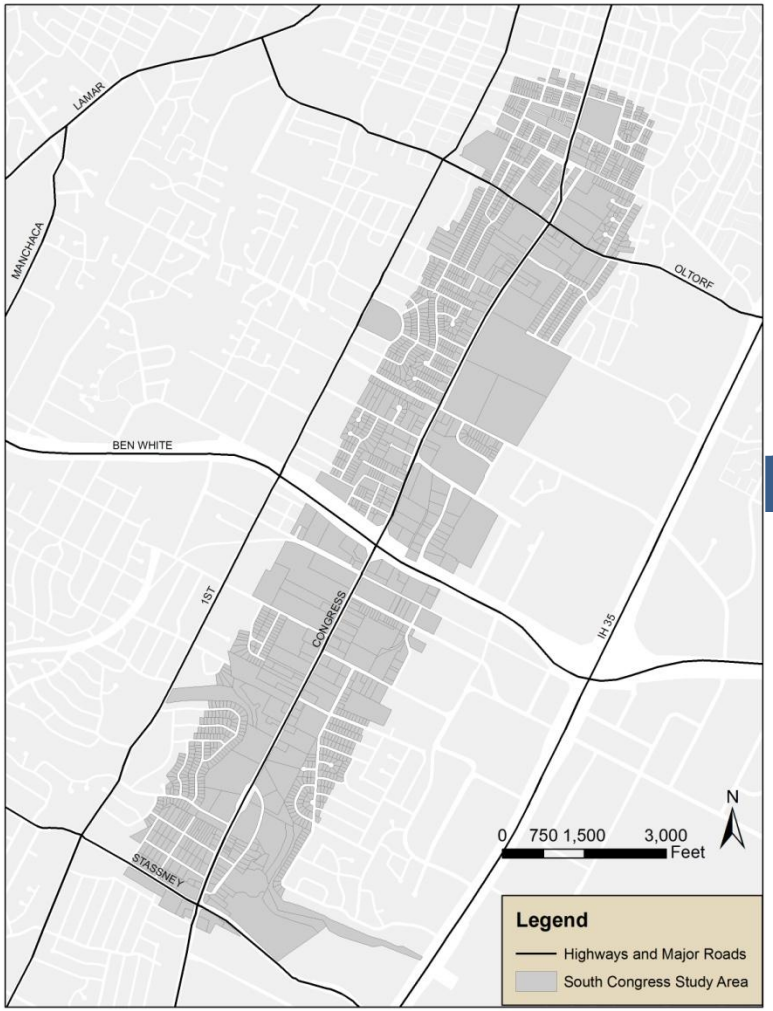
The following section of the report is the fiscal impact analysis of mixed-use redevelopment along the South Congress Avenue corridor. Below is a summary of the main components of the fiscal impact analysis.

Components of Fiscal Impact Analysis
Selection of Redevelopment Parcels
Snapshot of Existing Buildings, Land Uses, and Property Values in Study Area
Assumptions for Fiscal Impact Model
Summary of Fiscal Impacts

The final section of the report includes a discussion of non-fiscal impacts of mixed-use redevelopment along the South Congress Avenue corridor and citywide.

Selection of Redevelopment Parcels

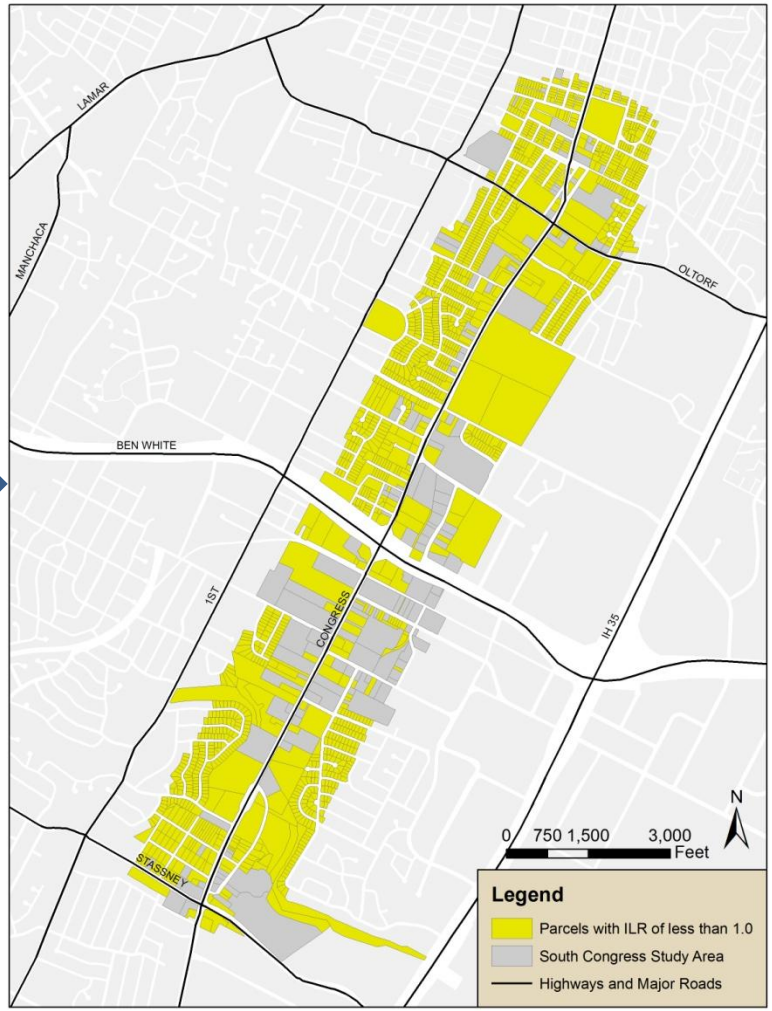
Step 1)



All parcels within study area were selected.

- 1,754 parcels
  - 100% of study area
- 910 acres
  - 100% of study area
- $ 836,223,201 total appraised value
  - 100% of study area

Step 2)

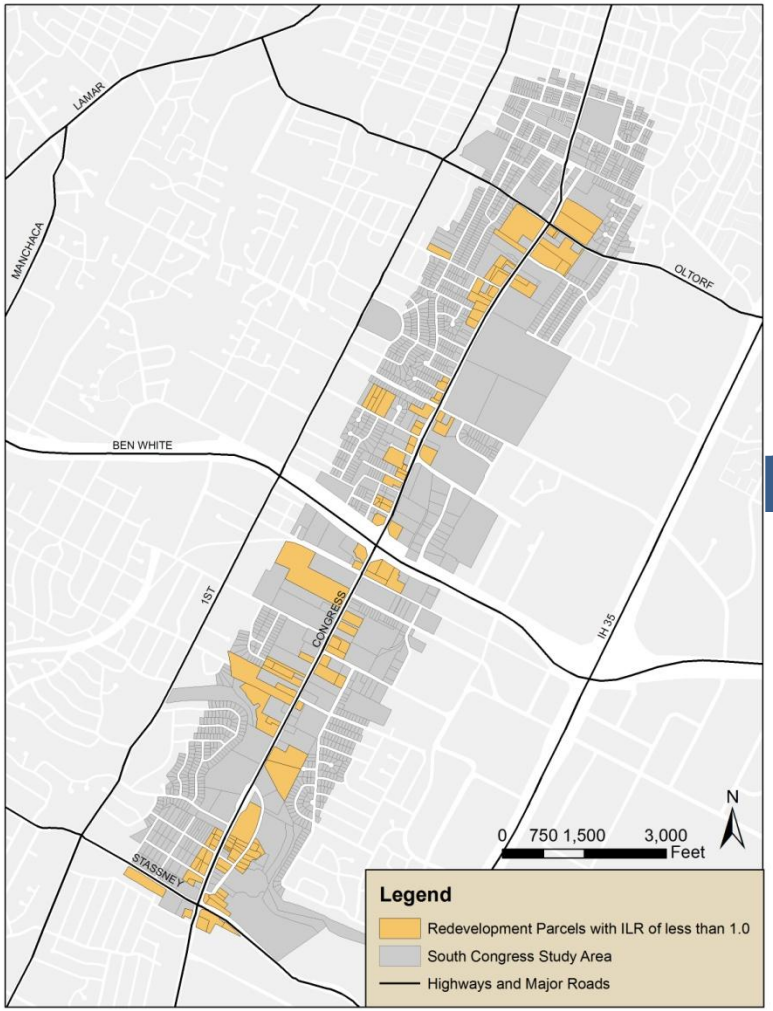


ILR values were calculated for all parcels within the study area. All parcels within study area with ILR value of less than 1.0 were selected.

- 1,602 parcels
  - 91.3% of study area
- 685 acres
  - 75% of study area
- $ 505,715,761 total appraised value
  - 60.4% of study area

Selection of Redevelopment Parcels

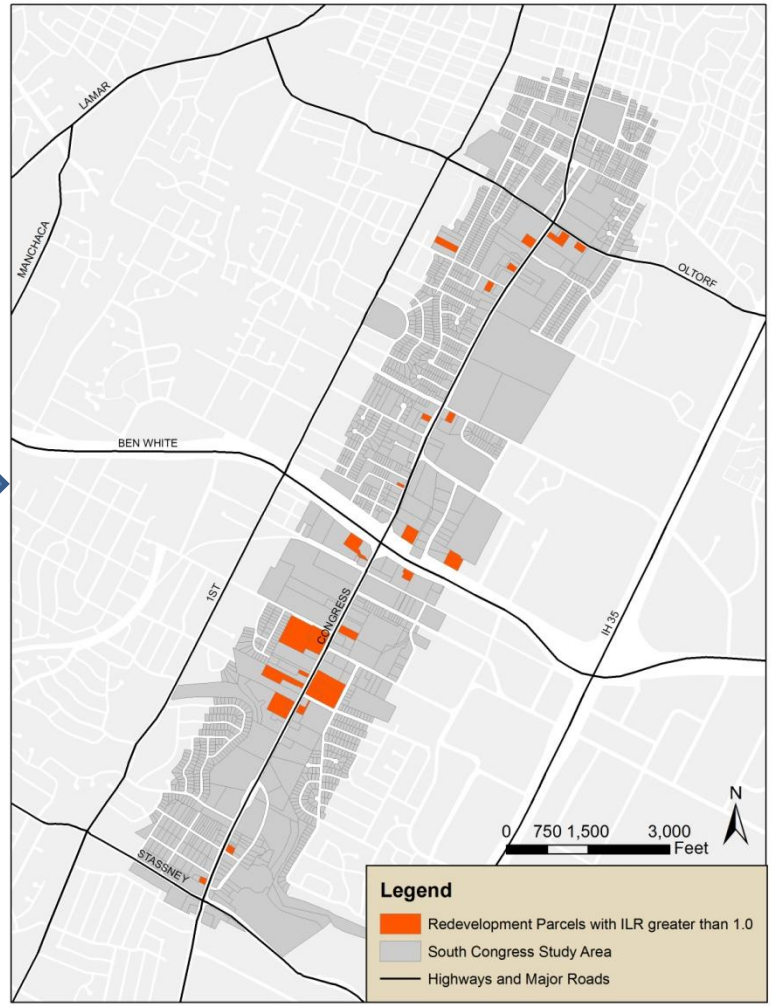
Step 3)



All parcels in single-family residential neighborhoods were excluded from the analysis. The resulting parcels are assumed as likely to be redeveloped based on their ILR values and their location outside of neighborhoods.

- 258 parcels
  - 14.7% of study area
- 151 acres
  - 16.7% of study area
- $ 86,440,229 total appraised value
  - 10% of study area

Step 4)

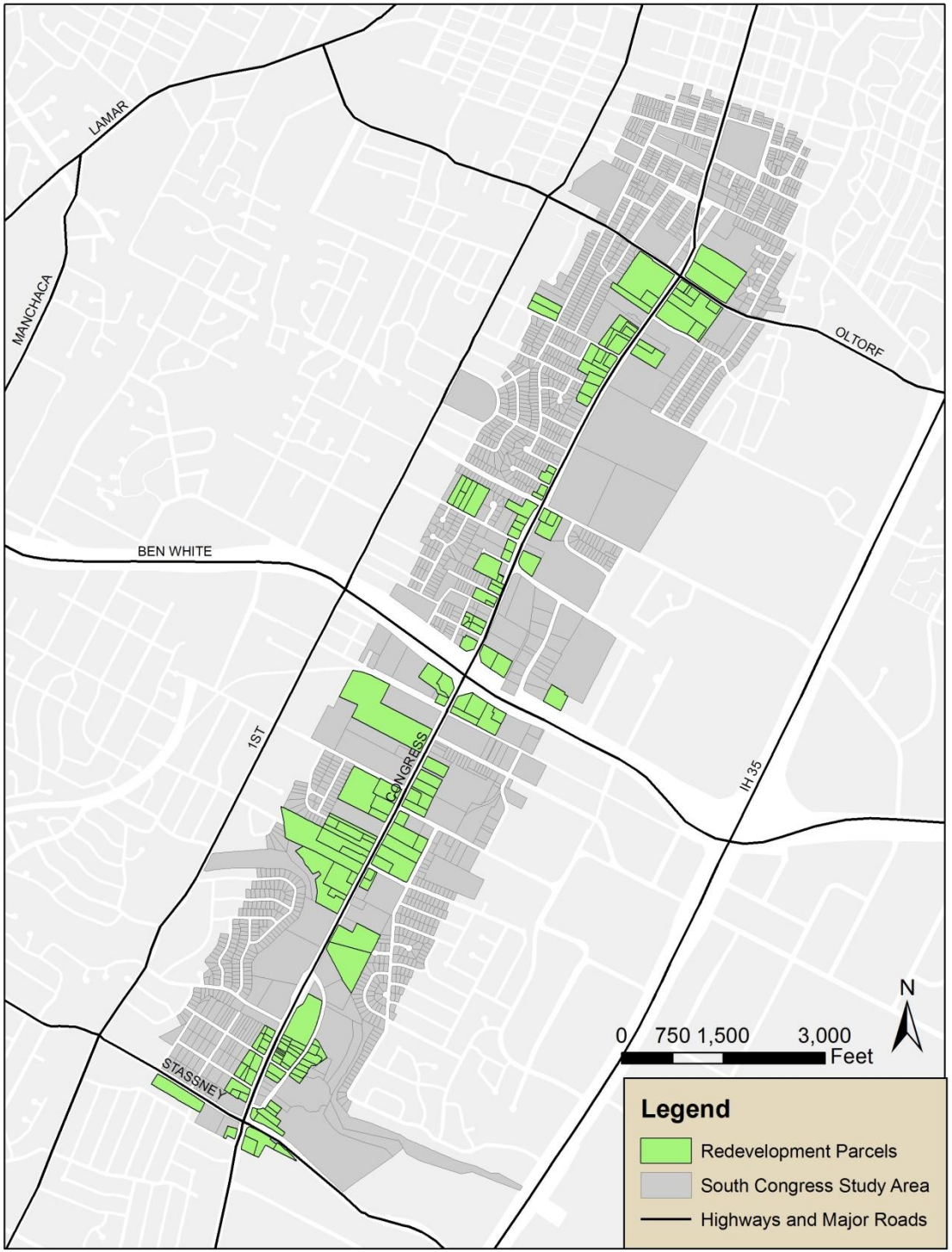


Strategically located parcels with an ILR value of more than 1.0 were selected. These include large parcels at key intersections and small parcels that connect several large parcels, creating larger contiguous areas for redevelopment.

- 29 parcels
  - 1.6% of study area
- 32 acres
  - 3.5% of study area
- $ 25,567,660 total appraised value
  - 3% of study area

Selection of Redevelopment Parcels

Step 5)



The results of Step 3 and Step 4 were combined. The resulting parcels include all parcels likely to be redeveloped within the study area.

- 154 parcels
  - 8.7% of study area
- 183 acres
  - 20.1% of study area
- $ 112,007,889 total appraised value
  - 13.0% of study area

The total existing value of all properties in the study area is $836,223,201. The total value of properties in the Redevelopment Parcels is $111,506,259.

- The ILR value of the entire study area is 1.23
  - $461,631,949 improvement value
  - $374,591,252 land value
- The ILR value of the Redevelopment Parcels is 0.68, signaling a strong potential for redevelopment
  - $45,079,025 improvement value
  - $66,427,234 land value
- The majority of the Redevelopment Parcels are commercial, making redevelopment easier due to limited residential displacement.

SNAPSHOT OF EXISTING IMPROVEMENTS AND PROPERTY VALUES IN STUDY AREA

Land Use	Redevelopment Parcels							Entire Study Area						
	Building Square Feet	% of Total	Value of Improvements	Land Square Feet	% of Total	Value of Land	Total Value	Building Square Feet	% of Total	Value of Improvements	Land Square Feet	% of Total	Value of Land	Total Value
Utilities	0	0.0%	$6,558	9,588	0.1%	$17,424	$23,982	31,528	0.4%	$1,155,119	39,522	0.1%	$117,654	$1,272,773
Undeveloped	80,320	7.5%	$932,402	587,485	7.4%	$3,466,877	$4,399,279	85,960	1.2%	$1,472,121	3,061,760	7.7%	$13,294,810	$14,766,931
Transportation	560	0.1%	$84,933	177,469	2.2%	$1,136,692	$1,221,625	560	0.0%	$92,385	208,191	0.5%	$1,640,027	$1,732,412
Single-Family Residential	40,811	3.8%	$1,130,041	531,742	6.7%	$2,745,639	$3,875,680	2,032,176	28.0%	$164,334,638	12,451,526	31.4%	$192,231,211	$356,565,849
Multi-Family Residential	80,434	7.5%	$2,338,095	389,824	4.9%	$5,660,292	$7,998,387	1,747,144	24.1%	$133,571,255	4,665,318	11.8%	$37,779,697	$171,350,952
Mobile Homes	17,749	1.7%	$210,436	189,127	2.4%	$457,275	$667,711	87,108	1.2%	$1,713,389	549,627	1.4%	$1,703,401	$3,416,790
Mixed-Use	0	0.0%	$0	0	0%	$0	$0	92,750	1.3%	$13,734,555	82,335	0.2%	$1,235,055	$14,969,610
Industrial	80,579	7.5%	$1,675,875	332,733	4.2%	$2,720,451	$4,396,326	1,548,610	21.3%	$57,933,496	2,263,780	10.6%	$18,230,805	$76,164,301
Commercial*	682,369	63.8%	$28,360,616	4,749,989	59.7%	$42,478,708	$70,839,324	1,298,395	17.9%	$62,658,771	7,270,411	18.3%	$63,258,412	$125,917,183
Civic	5,500	0.5%	$385,641	56,179	0.7%	$443,128	$828,769	31,788	0.4%	$1,799,856	5,303,650	13.4%	$31,956,564	$33,756,420
Office	80,549	7.5%	$9,954,428	934,171	11.7%	$7,300,748	$17,255,176	303,272	4.2%	$23,166,364	1,813,293	4.6%	$13,143,616	$36,309,980
TOTAL Residential Improvements	138,994	13.0%	$3,678,572	1,110,694	14.0%	$8,863,206	$12,541,778	3,866,428	53.3%	$299,619,282	17,666,470	44.6%	$231,714,309	$531,333,591
TOTAL All Improvements**	**1,068,871**	**100%**	**$45,079,025**	**7,958,308**	**100%**	**$66,427,234**	**$111,506,259**	**7,259,291**	**100%**	**$461,631,949**	**39,658,717**	**100%**	**$374,591,252**	**$836,223,201**

** Commercial includes hotel and retail*

*** Includes a trivial amount of improvement and land value in parcels classified as "Streets and Roads" and "Open Space".*

Assumptions for Fiscal Impact Model

NET NEW RESIDENTS AND JOBS IN STUDY AREA	
Net New Jobs by 2040	4,977
Net New Residents by 2040	14,931

Underlying Assumptions

NEW RETAIL SPACE	
New Retail Space in Redevelopment Area	765,550 sq ft
Square Feet per Retail Employee	450
New Retail Jobs in Redevelopment Area	1,699

+

NEW OFFICE SPACE	
New Office Space in Redevelopment Area	810,000 sq ft
Square Feet per Office Employee	200
New Office Jobs in Redevelopment Area	4,050

+

NEW HOTEL SPACE	
New Hotel Space in Redevelopment Area	400,000 sq ft
Square Feet per Office Employee	1,000
New Hotel Jobs in Redevelopment Area	400

−

EXISTING COMMERCIAL AND OFFICE SPACE	
Existing Commercial and Office Space in Redevelopment Area	682,369 sq ft
Existing Jobs in Redevelopment Area	1,172

=

4,977 Net New Jobs

NEW RESIDENTIAL SPACE	
New Residential Space in Redevelopment Area	6,638,967 sq ft
Average Size of New Residential Unit in Redevelopment Area	926.22 sq ft
New Units in Redevelopment Area	7,168
Average Household Size Per New Unit in Redevelopment Area	2.19
New Residents in Redevelopment Area	15,698

−

EXISTING RESIDENTIAL SPACE	
Existing Residential Space in Redevelopment Area	138,994 sq ft
Existing Residential Units in Redevelopment Area	350
Existing Residents in Redevelopment Area	767

=

14,931 Net New Residents

The underlying assumptions for the fiscal impact model were provided by the City of Austin. The remainder of the assumptions are based on a wide range of public and private sources, including AngelouEconomics' proprietary economic impact model.

New Employment and Resident Assumptions

NET NEW EMPLOYMENT BY LAND USE	
New Retail Employees in Study Area	827
New Office Employees in Study Area	3,850
New Hotel Employees in Study Area	300

NET NEW RETAIL EMPLOYMENT	
Total Employment	827
Average Annual Salary	$30,286
Total Annual Wages	$25,046,522

+

NET NEW HOTEL EMPLOYMENT	
Total Employment	300
Average Annual Salary	$25,401
Total Annual Wages	$7,620,300

+

NET NEW OFFICE EMPLOYMENT*	
Total Employment	3,850
Average Annual Salary	$62,197
Total Annual Wages	$239,458,765

** A more detailed breakdown of the office employment is provided in Appendix A.*

=

TOTAL NET NEW EMPLOYMENT	
Total Employment	4,977
Average Annual Salary	$62,197
Total Annual Wages	$272,125,587

NET NEW RESIDENTS	
New Residents	14,931
New Households	6,818
Median Household Income	$83,135

Sales and Use Tax Assumptions

Overall Spending Assumptions						
Total Local Sales Tax Rate	% of Income Spent on Retail	% of Retail Spent in Austin by Residents	% of Retail Spent in Austin by Retail Employees	% of Retail Spent in Austin by Hotel Employees	% of Retail Spent in Austin by Office Employees	% of Retail That is Taxable
2%	45%	75%	60%	85%	85%	75%

NEW RETAIL EMPLOYMENT	
New Jobs	827
Average Annual Salary	$30,286
Average Taxable Retail Spending per Employee	$10,222
Average Taxable Retail Spending in Austin per Employee	$8,688
Average Annual Sales Tax Revenue Per Employee	$174
Total Annual Sales Tax Revenue	$143,898

+

NEW HOTEL EMPLOYMENT	
New Jobs	300
Average Annual Salary	$25,401
Average Taxable Retail Spending per Employee	$8,573
Average Taxable Retail Spending in Austin per Employee	$7,287
Average Annual Sales Tax Revenue Per Employee	$146
Total Annual Sales Tax Revenue	$43,721

+

NEW OFFICE EMPLOYMENT	
New Jobs	3,850
Average Annual Salary	$62,197
Average Taxable Retail Spending per Employee	$20,991
Average Taxable Retail Spending in Austin per Employee	$12,595
Average Annual Sales Tax Revenue Per Employee	$252
Total Annual Sales Tax Revenue	$969,807

+

NEW HOUSEHOLDS	
New Households	6,818
Median Household Income	$83,135
Average Taxable Retail Spending per Household	$28,058
Average Taxable Retail Spending in Austin per Household	$21,044
Average Annual Sales Tax Revenue Per Household	$421
Total Annual Sales Tax Revenue	$2,870,378

+

NEW GROSS RETAIL SALES IN ESTABLISHMENTS IN STUDY AREA	
New Gross Annual Retail Sales	$350,621,269
New Gross Annual Taxable Retail Sales	$262,965,952
New Annual Sales and Use Tax Revenue	$5,259,319

=

$9,287,123 in New Annual Sales and Use Tax Revenue

Property Tax and Hotel Tax Assumptions

CURRENT AND FUTURE PROPERTY TAX REVENUES					
	REDEVELOPMENT AREA ONLY			ENTIRE STUDY AREA	
	CURRENT	FUTURE		CURRENT	FUTURE
Appraised Value of Improvements	$45,079,025	$1,133,133,040		$461,631,949	$1,549,685,964
Appraised Value of Land	$66,928,864	$102,612,480		$377,910,934	$546,980,746
Total Appraised Value	$112,007,889	$1,235,745,520		$839,542,883	$2,096,666,709
Annual Property Tax Revenue	**$2,595,111**	**$28,630,988**		**$19,451,369**	**$48,577,671**

$29,126,302 in New Annual Property Tax Revenue

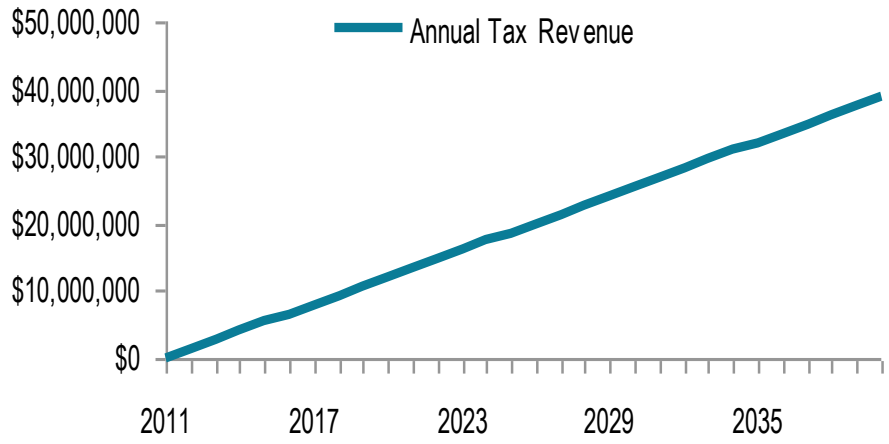
NEW HOTEL SALES IN STUDY AREA	
New Hotel Rooms	300
Annual Sales per Hotel Room	$15,439
City of Austin Hotel Tax	9%
New Annual Hotel Tax Revenue	**$416,843**

$416,843 in New Annual Hotel Tax Revenue

Summary – Fiscal Impacts

ANNUAL NEW TAX REVENUE GENERATED IN STUDY AREA, 2011-2040

TOTAL NEW PROPERTY, SALES AND USE, AND HOTEL TAX REVENUE GENERATED IN STUDY AREA, 2011-2040



TOTAL NEW ANNUAL TAX REVENUE AT BUILD-OUT (2040)	
Total New Annual Property Tax Revenue	$29,126,302
Total New Annual Sales and Use Tax Revenue	$9,287,123
Total New Annual Hotel Tax Revenue	$416,843
Total New Annual Tax Revenue	**$38,830,268**

TOTAL CUMULATIVE NEW TAX REVENUE AT BUILD-OUT (2011-2040)	
Total Cumulative New Property Tax Revenue	$436,894,530
Total Cumulative New Sales and Use Tax Revenue	$139,306,845
Total Cumulative New Hotel Tax Revenue	$6,252,645
Total Cumulative New Tax Revenue	**$582,454,020**

Overview of Fiscal Impacts

- Mixed-use redevelopment along the South Congress Avenue corridor is expected to generate nearly $39 million in new annual tax revenue (in 2011 dollars), providing a significant boost to Austin's tax base.
    - This analysis does not consider in detail the potential impacts of mixed-use redevelopment throughout the City of Austin; however, several other urban corridors have comparable opportunities for mixed-use redevelopment (North and South Lamar Boulevard, East Riverside Drive, Burnet Road, and others).
    - For example, if a similar mixed-use redevelopment pattern occurred along 10 to 12 urban corridors in Austin similar to South Congress Avenue, a total of $400 million in new annual tax revenue would be added to Austin's tax base. To illustrate the significance of this potential tax revenue, this would represent an amount equal to 50% of the City of Austin's total annual revenues for 2010 of about $800 million.
- Assuming a complete build-out by 2040, the cumulative new tax revenue from 2011 to 2040 is projected to be over $582 million.
    - The majority (75%) of the total tax revenue is expected to be generated from property taxes.
    - 24% of the total tax revenue is expected to come from sales and use taxes generated by retail spending at new establishments within the study area and by retail expenditures throughout the City by new employees and residents.
    - A very small percentage (1%) of the total tax revenue is expected to be generated by new hotel taxes.

** Tax revenue is for all applicable local taxing jurisdictions in Study Area: City of Austin, Austin ISD, Travis County, Travis County Healthcare District, Austin Community College District, Capital Metro*

Summary – Fiscal Impacts by Local Taxing Juriscition

NEW ANNUAL AND CUMULATIVE PROPERTY TAX REVENUES BY LOCAL TAXING JURISDICTION

Taxing Jurisdiction	2010 Property Tax Rate	New Annual Property Tax Revenue	Cumulative New Property Tax Revenue at Build-Out (2040)
Austin ISD	1.2270%	$15,424,909	$231,373,641
City of Austin	0.4571%	$5,746,313	$86,194,695
Travis County	0.4658%	$5,855,683	$87,835,242
Travis County Healthcare District	0.0719%	$903,872	$13,558,080
Austin Community College District	0.0951%	$1,195,525	$17,932,871
TOTAL	**2.3169%**	**$29,126,302**	**$436,894,530**

NEW ANNUAL AND CUMULATIVE SALES AND USE TAX REVENUES BY LOCAL TAXING JURISDICTION

Taxing Jurisdiction*	2010 Sales Tax Rate	New Annual Sales Tax Revenue	Cumulative New Sales Tax Revenue at Build-Out (2040)
City of Austin	1.0%	$4,643,562	$69,653,423
Capital Metropolitan Transportation Authority	1.0%	$4,643,562	$69,653,423
TOTAL	**2.0%**	**$9,287,123**	**$139,306,845**

** Tax revenue is only for local taxing jurisdictions and does not include State of Texas sales and use tax and hotel tax.*

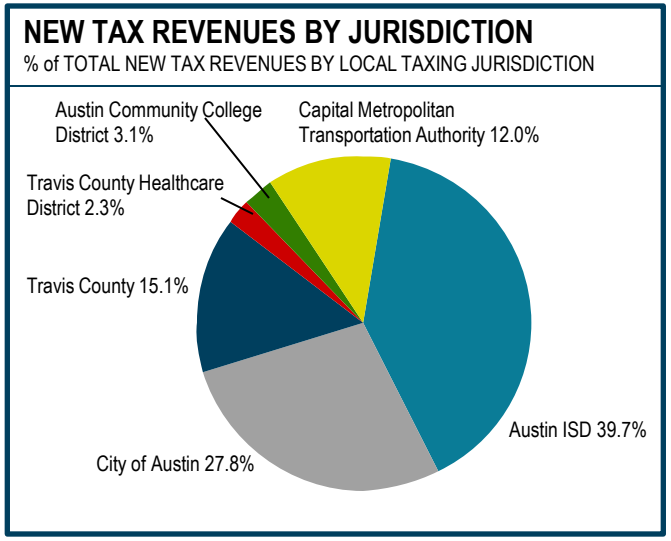
NEW ANNUAL AND CUMULATIVE HOTEL TAX REVENUES BY LOCAL TAXING JURISDICTION

Taxing Jurisdiction*	2010 Hotel Tax Rate	New Annual Hotel Tax Revenue	Cumulative New Hotel Tax Revenue at Build-Out (2040)
City of Austin	9.0%	$416,843	$6,252,645

** Tax revenue is only for local taxing jurisdictions and does not include State of Texas sales and use tax and hotel tax.*

TOTAL NEW ANNUAL AND CUMULATIVE TAX REVENUES BY LOCAL TAXING JURISDICTION

Taxing Jurisdiction	New Annual Tax Revenue	Cumulative New Tax Revenue at Build-Out (2040)
Austin ISD	$15,424,909	$231,373,640
City of Austin	$10,806,718	$162,100,763
Travis County	$5,855,683	$87,835,242
Travis County Healthcare District	$903,872	$13,558,080
Austin Community College District	$1,195,525	$17,932,871
Capital Metropolitan Transportation Authority	$4,643,562	$69,653,423
TOTAL	**$38,830,268**	**$582,454,019**



Non-Fiscal Impacts

- This report focuses on analyzing the fiscal impacts of mixed-use redevelopment within the South Congress Avenue study area on Austin's tax base; however, it is important to note the non-fiscal impacts, both costs and benefits, that would result from the expected redevelopment.
    - Costs
        - Increased costs for locally-provided services such as schools, police, fire protection, and others.
        - Infrastructure investments (roads, public transportation, water/wastewater, parks/streetscapes).
        - Increased property values will likely make it more difficult to preserve existing affordable housing or construct new affordable housing within the study area.
    - Benefits
        - Land consumption – High-density infill development provides a much more efficient and sustainable alternative to new greenfield developments in suburban locations.*
        - Transit usage – The addition of a large amount of jobs and housing along South Congress Avenue, which is already one of Capital Metro's highest bus ridership corridors, would greatly improve the cost-effectiveness and the overall image of public transportation within the study area.
        - Walkability/Aesthetics/Environment – Though difficult to quantify the benefits enhanced walkability and visual appeal, the construction of mixed-use developments along South Congress Avenue, with street-level retail and multiple floors of apartments and office space, would be a catalyst for the creation of attractive, walkable neighborhoods along sections of the corridor that are currently dominated by land uses that are not conducive to vibrant street life and pedestrian activity.
        - Street trees/Environmental benefits – The Redevelopment Parcels along South Congress Avenue currently generally do not have streetscapes or street trees. A cost-benefit analysis of trees conducted by Wallace, Roberts and Todd for the City of Philadelphia showed that trees (mostly those in city parks or along streets) provide a $1.5 million benefit to the city through improvements to air quality, watersheds, and energy efficiency of buildings. The anticipated development of large mixed-use projects fronting South Congress Avenue would likely yield new street tree plantings, helping to improve environmental conditions within the study area.

** A map comparison illustrating the land consumption benefits of mixed-use redevelopment is provided in the Appendix.*

Additional Consideration

Transportation Access - Major public transportation investments, such as the planned MetroRapid bus route along South Congress Avenue, would greatly improve the development potential of the entire study area. The planned MetroRapid route would improve transportation access for residents and employees and would likely raise land values along the corridor. Opportunities for transit-oriented development near MetroRapid stations could lead to significantly higher amounts of redevelopment than is assumed in this report.

Appendix A – Office Employment Detail

NEW OFFICE EMPLOYMENT BREAKDOWN BY INDUSTRY					
INDUSTRY	Professional and Business Services	F.I.R.E.*	Information	Other Services	TOTAL
Total Employment	2,141	820	416	473	**3,850**
Average Annual Salary	$64,051	$66,013	$74,285	$36,543	**$62,197**
Total Annual Wages	$137,146,754	$54,151,506	$30,887,569	$17,272,935	**$239,458,765**

This analysis represents a conservative estimate of the fiscal impacts of mixed-use redevelopment along the South Congress Avenue corridor due to the following limitations:

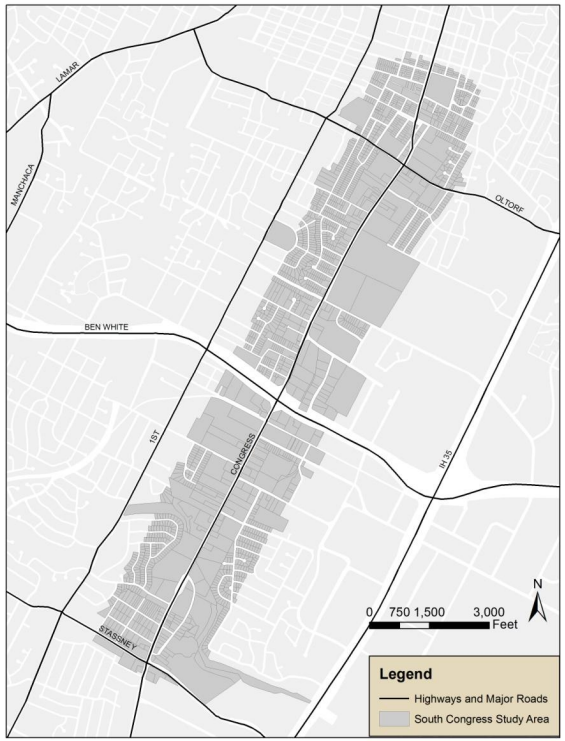
- The impacts of construction employment created by the redevelopment is not considered.
- The impacts of Capital Metro's planned MetroRapid bus route, which could unlock greater development potential, are not considered.
- Properties outside of the Redevelopment Parcels, many of which could redevelop, are not assumed to be redeveloped in the fiscal impact model.

Appendix B – Land Consumption Benefits

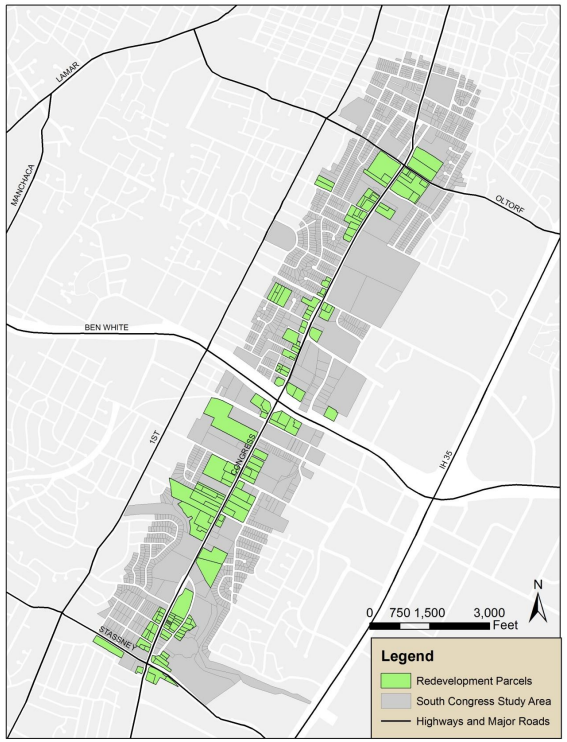
The mixed-use redevelopment scenario that is assumed for the Redevelopment Area is highly efficient in terms of land consumption.

- Accommodating the same amount of new jobs (4,977) and new residents (14,931) using a typical suburban development pattern would require about 11 times as much land as the mixed-use scenario (1,995 acres compared to 183 acres).
- The suburban development pattern would consume an area of land more than twice the size of the 910-acre study area.

Study Area

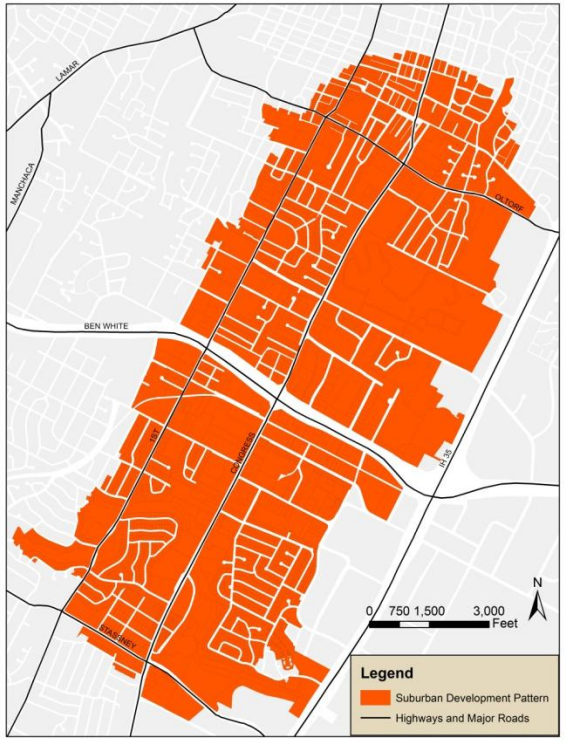


Mixed-Use Scenario



The Redevelopment Area accommodates 14,931 new residents in 6,818 new housing units and 4,977 new jobs in 1,974,550 square feet of new retail, office, and hotel space in only 183 acres.

Suburban Development Pattern



Nearly 2,000 acres would be consumed to accommodate the same amount of new jobs and new residents in a typical suburban development pattern, assuming:

- 200 acres of retail/office/hotel space
- 1,795 acres of residential space at a residential density of 4 units/acre

AngelouEconomics partners with client communities and regions across the United States and abroad to candidly assess current economic development realities and identify opportunities. Our goal is to leverage the unique strengths of each region to provide new, strategic direction for economic development. As a result, AngelouEconomics' clients are able to diversify their economies, expand job opportunities and investment, foster entrepreneurial growth, better prepare their workforce, and attract 'new economy' companies.

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John Karras
Project Manager

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Comprehensive Plan Citizens Advisory Task Force

Supplemental Analysis of Preferred Scenario and Growth Concept

Planning and Development Review Department

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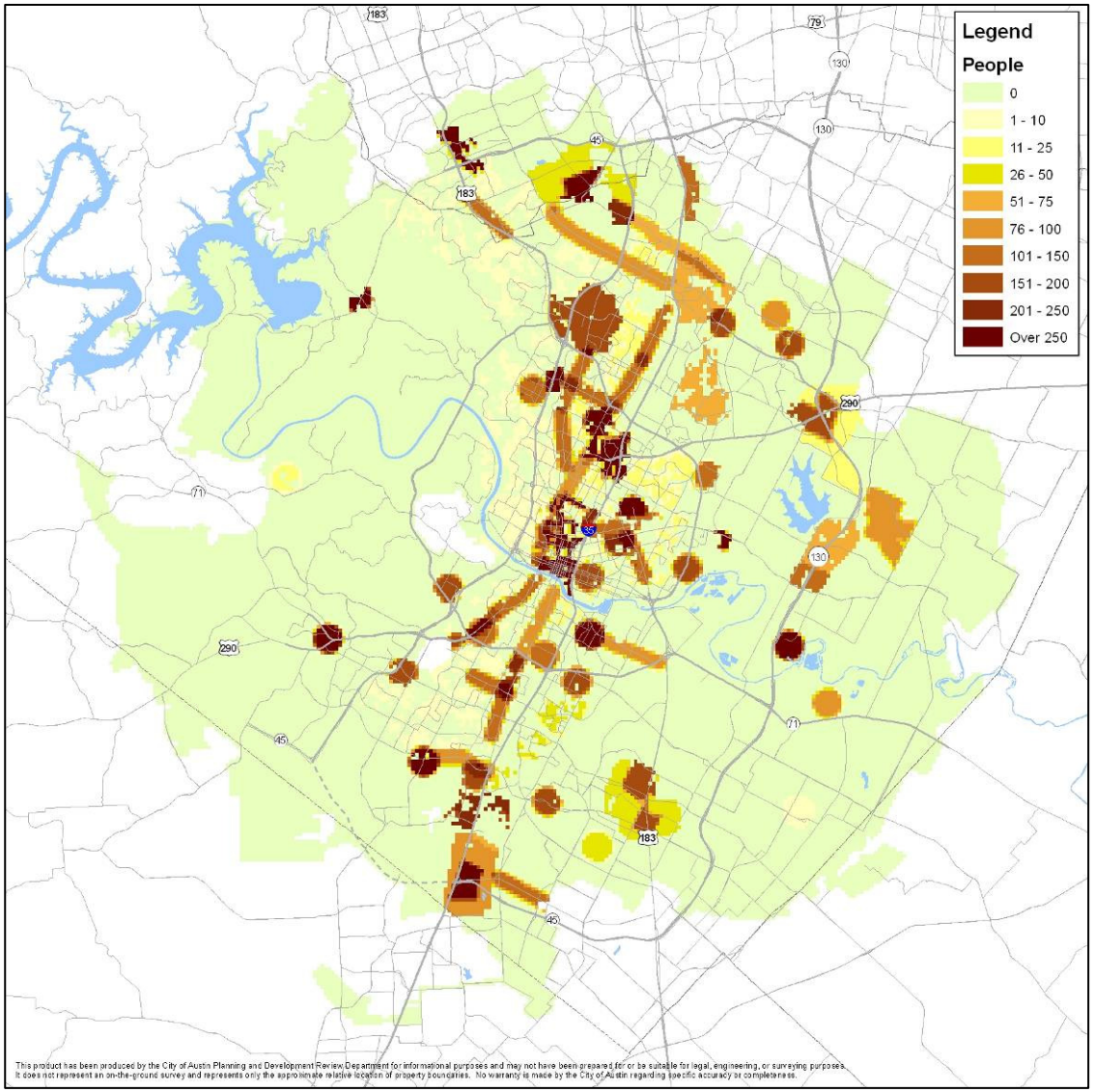
Notes and Restrictions on Population and Jobs Projections:

1. Overall forecast of 750,000 People/300,000 Jobs
2. Unrefined and meant for regional, not neighborhood-level analyses
3. Plan does not call for specific placement of population and jobs
4. The Preferred Scenario and Growth Concept are conceptual representations, based on extensive public input. Furthermore, some of the Centers and Corridors are simply general circles that will be further delineated as they are developed or changed through additional planning. Therefore, the following maps and tables are conceptual representations.
5. Staff used the Preferred Scenario when population and jobs was needed for analysis, and used the Growth Concept for when it was not needed.

Population Added with Preferred Scenario



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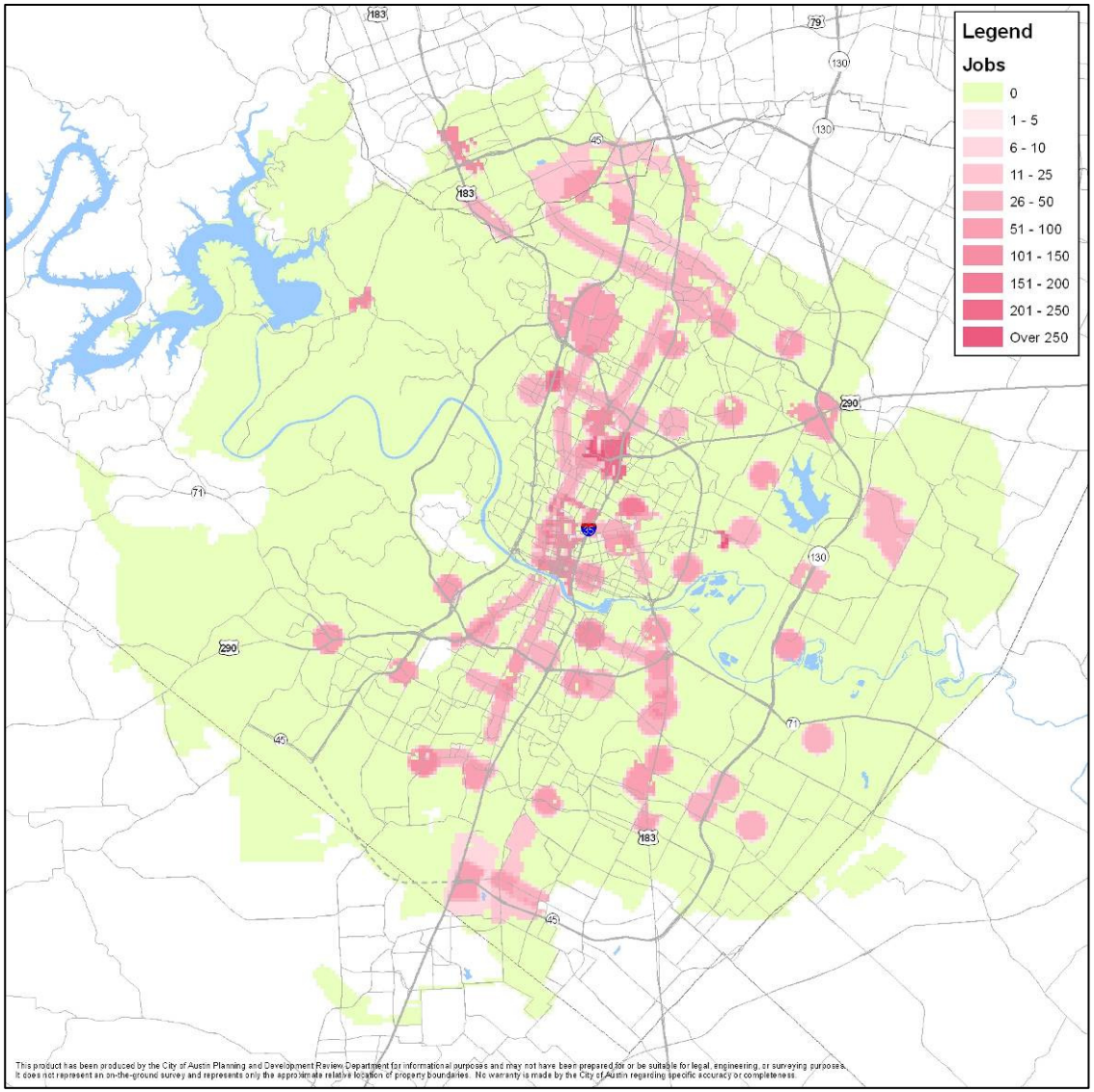
Jobs Added with Preferred Scenario



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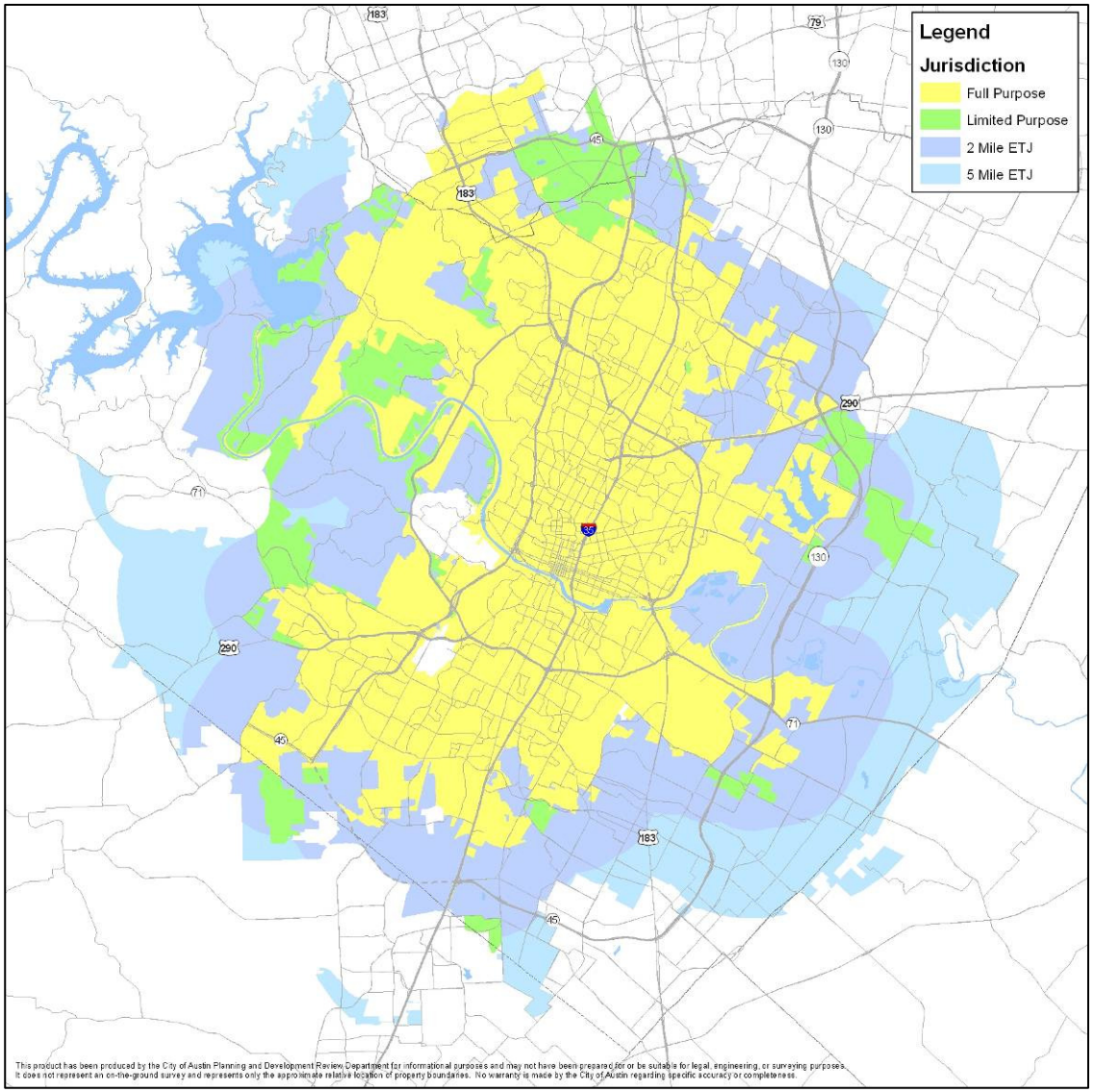
City Jurisdictions



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Population Added With Preferred Scenario by City Jurisdictions

Population	Existing			Total Added 2009-2039		Total by 2039	
Jurisdiction	People	Acres	Density: Persons/Ac.	People	%	People	Density: Persons/Ac.
Extra-territorial Juris. (ETJ)	208,225	198,906	1.0	139,880	19%	348,105	1.8
Full and Limited Purpose	812,025	196,998	4.1	610,120	81%	1,422,145	7.2
Grand Total	1,020,250	395,904	2.6	750,000	100.0%	1,770,250	4.5

Comparison of Density in Other Cities

City	People	Acres	Density: Persons/ Ac.
Houston	2,099,451	384,832	5.5
Dallas	1,197,816	246,912	4.9
New York City	8,175,133	300,096	27.2
Portland, OR	583,776	93,056	6.3
Columbus	787,033	136,064	5.8
Fort Worth	741,206	217,472	3.4

Additional Cities Densities (taken from Portland, OR plan)

Denver, CO
City Area
98,560 Acres
154 Sq. Miles
Population
598,000
Population Density
6 Persons/Acre

Austin, TX
City Area
189,440 Acres
296 Sq. Miles
Population
743,000
Population Density
4 Persons/Acre

Sacramento, CA
City Area
63,360 Acres
99 Sq. Miles
Population
475,000
Population Density
7 Persons/Acre

Seattle, WA
City Area
53,760 Acres
84 Sq. Miles
Population
592,000
Population Density
11 Persons/Acre

Los Angeles, CA
City Area
318,720 Acres
798 Sq. Miles
Population
3,800,000
Population Density
12 Persons/Acre

Vancouver, BC
City Area
28,160 Acres
44 Sq. Miles
Population
575,000
Population Density
20 Persons/Acre

Paris, France
City Area
23,680 Acres
37 Sq. Miles
Population
2,200,000
Population Density
93 Persons/Acre

Mexico City, Mexico
City Area
366,720 Acres
573 Sq. Miles
Population
8,800,000
Population Density
24 Persons/Acre

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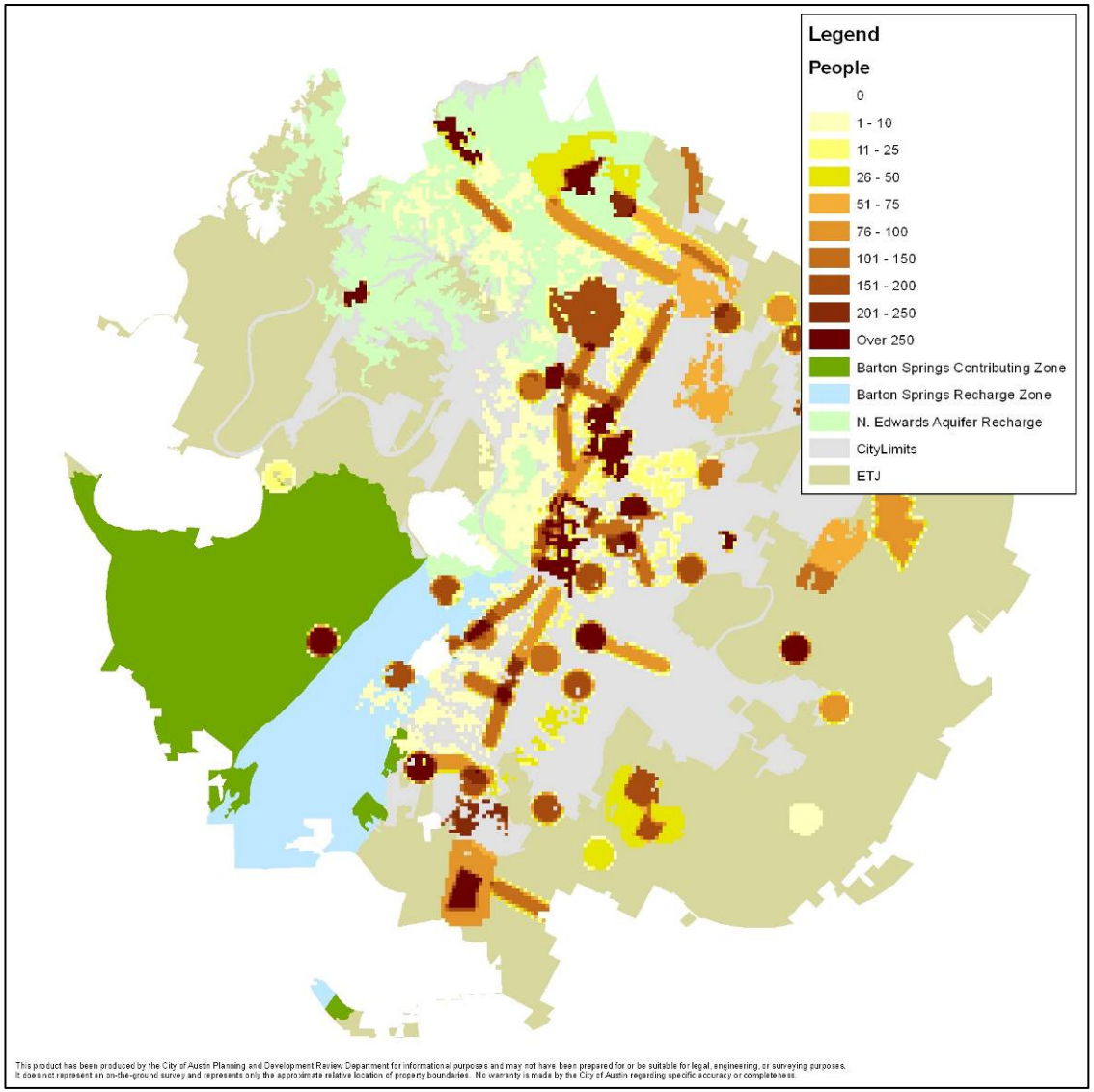
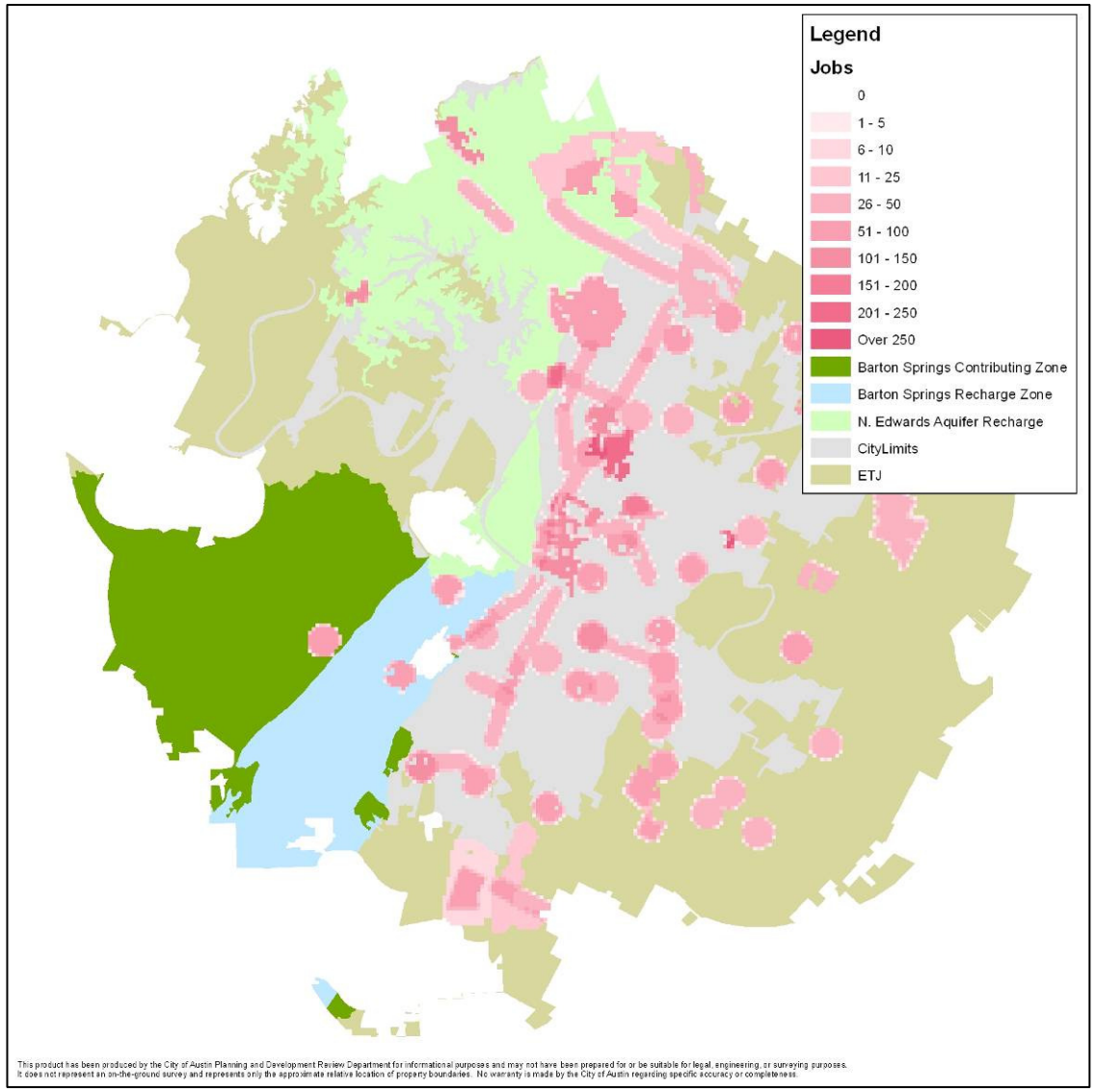
Jobs Added With Preferred Scenario by City Jurisdictions

Jurisdiction	Total Added 2009-2039	
	Jobs	% Distribution
Extra-territorial Jurisdiction (ETJ)	53,990	18%
Full and Limited Purpose	246,199	82%
Grand Total	**300,189**	**100.0%**

Population Added with Preferred Scenario by Edwards Aquifer Recharge Zone



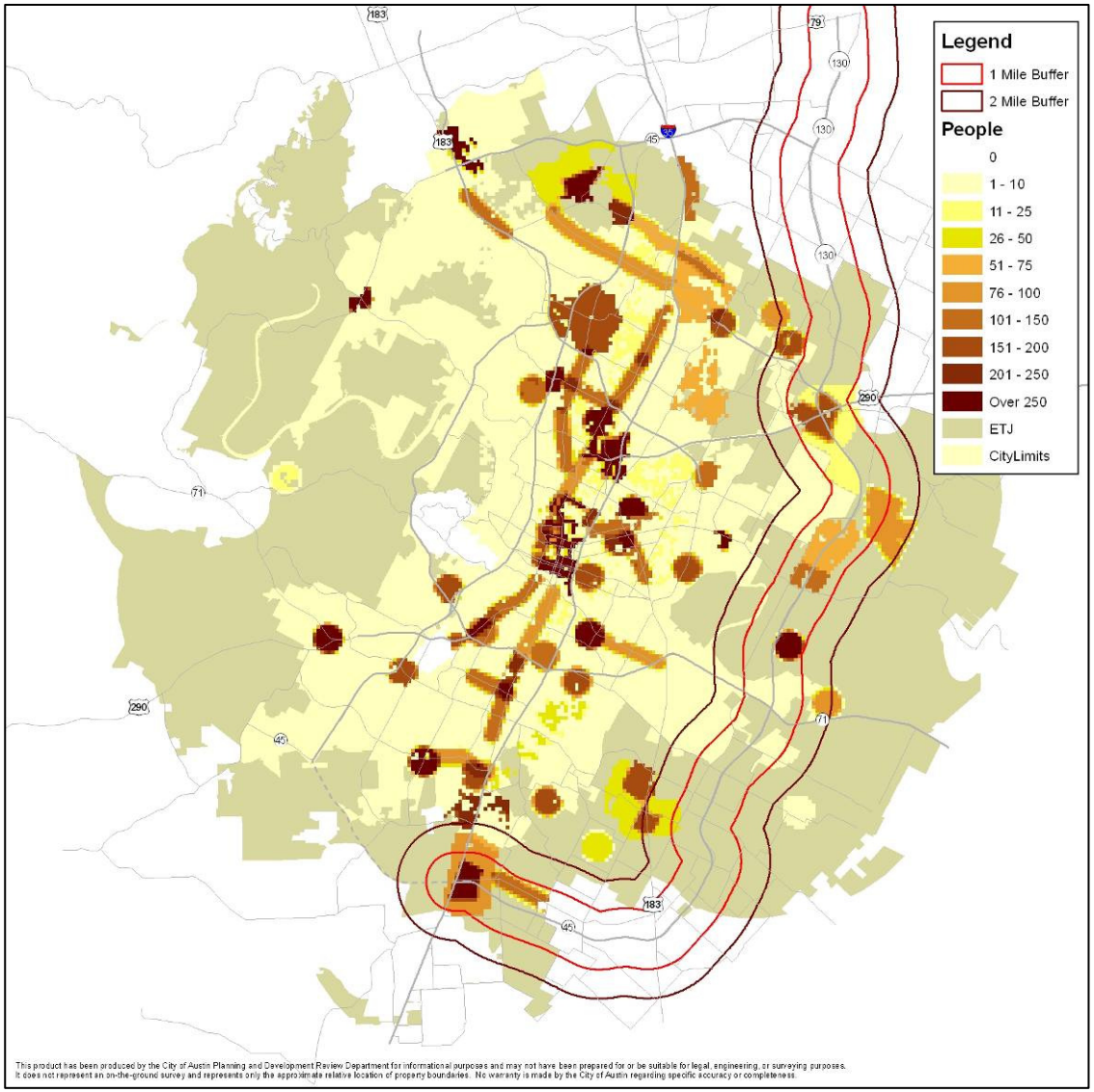
Jobs Added with Preferred Scenario by Edwards Aquifer Recharge Zone



Population and Jobs Added with Preferred Scenario
By Edwards Aquifer Zones

Recharge Zone	Total Added By 2039		Percentage of Grand Total	
	Population	Jobs	Pop.	Jobs
Barton Springs Contributing Zone	15,981	5,263	2.1%	1.8%
Barton Springs Recharge Zone	20,533	6,632	2.7%	2.2%
Total in Barton Edwards Aquifer Zone	**36,514**	**11,895**	**4.9%**	**4.0%**
N. Edwards Recharge Zone	107,851	41,219	14.4%	13.7%
Total in Edwards Aquifer Zones	**144,365**	**53,114**	**19.2%**	**17.7%**
Rest of ETJ/City Limits	605,635	246,885	80.8%	82.3%
Grand Total	**750,000**	**300,000**	**100.0%**	**100.0%**

Population Added with Preferred Scenario in SH130/45 Areas



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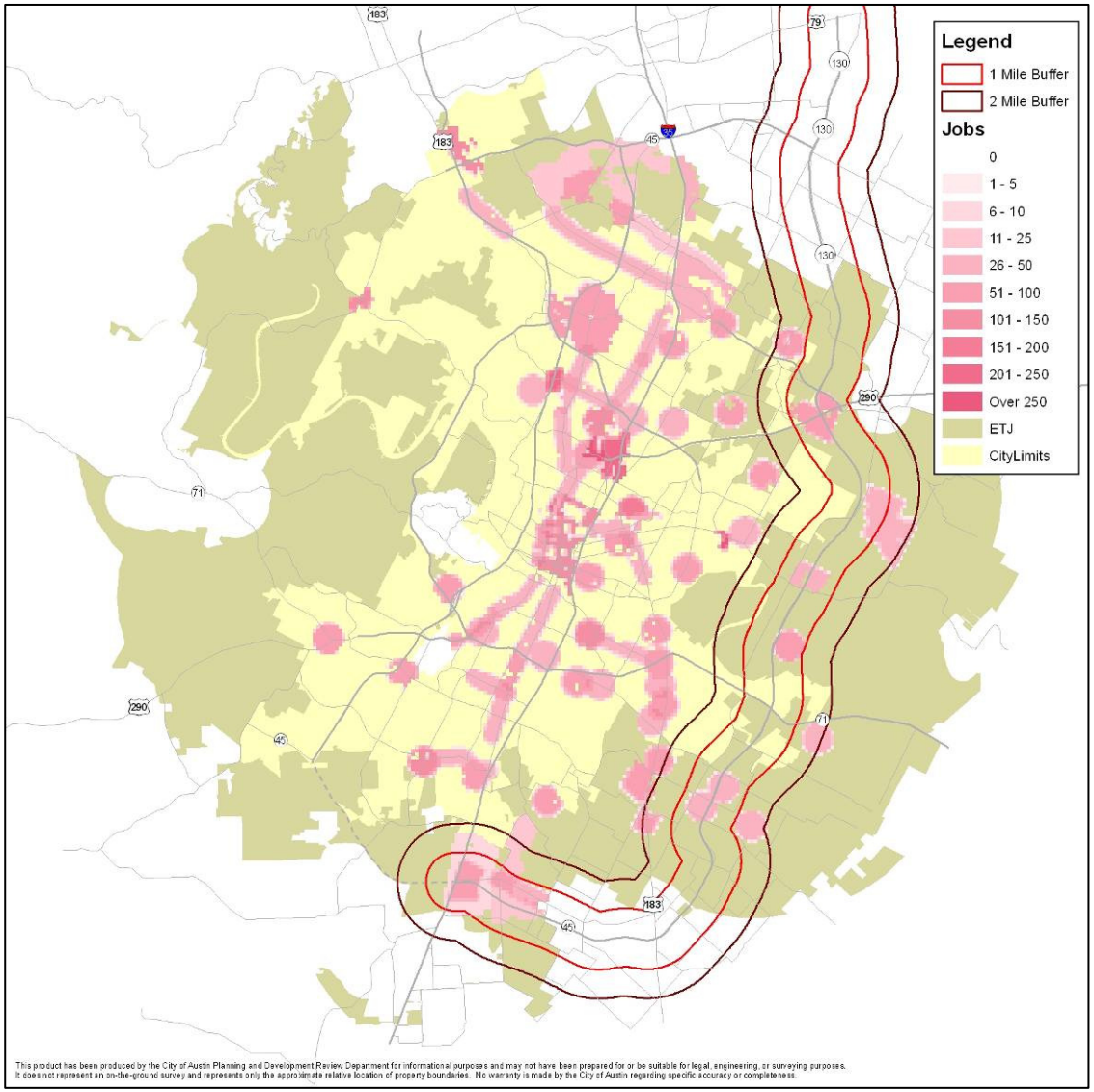
Jobs Added with Preferred Scenario in SH130/45 Areas



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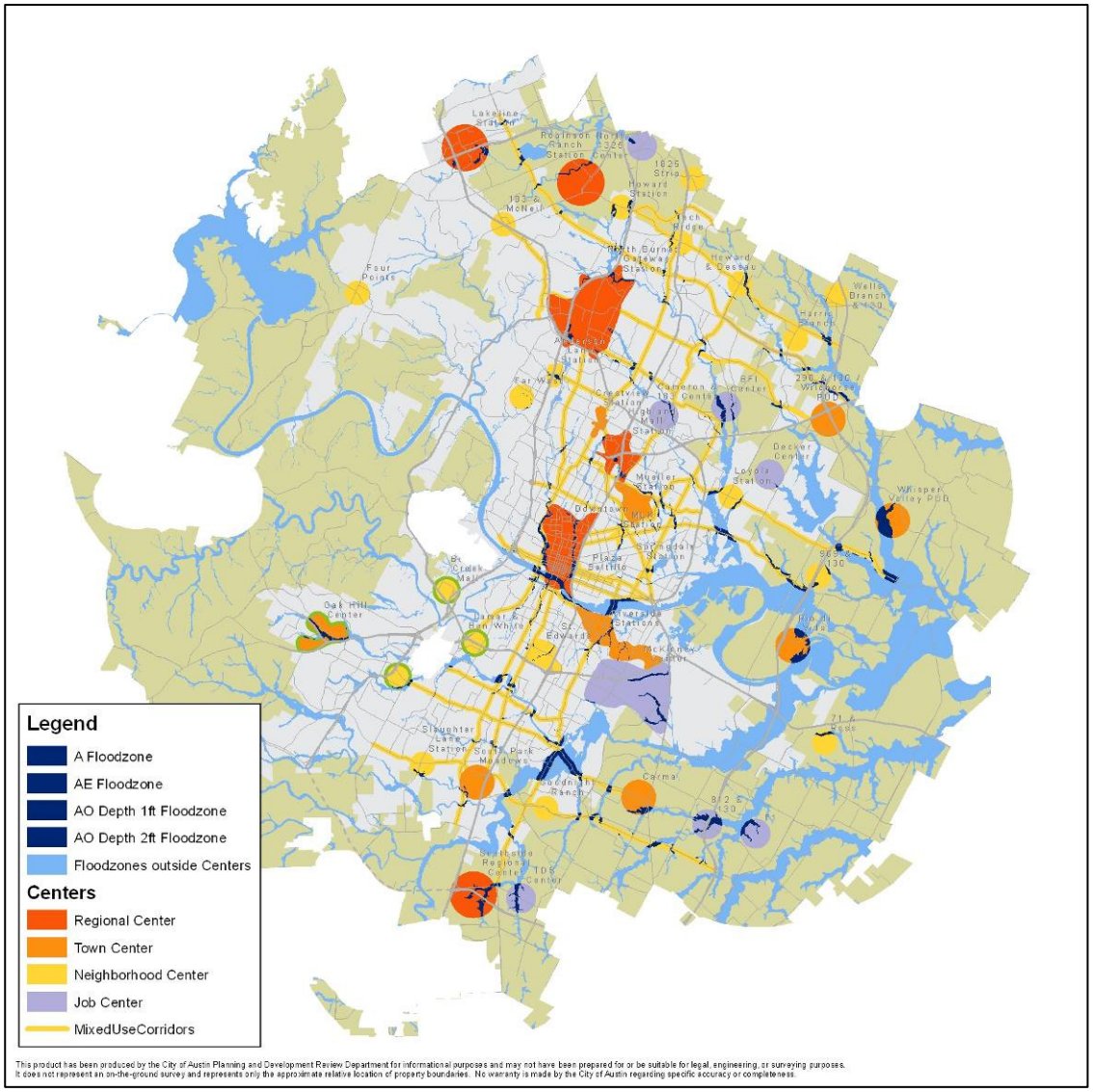
Population and Jobs Added with Preferred Scenario in SH 130/45 Areas

	Total Added By 2039		Percentage of Grand Total	
Area	**Population**	**Jobs**	**Population**	**Jobs**
Within 1 mile	95,481	34,165	12.7%	4.6%
Within 2 miles	33,935	12,858	4.5%	1.7%
Total Within 2 Miles	**129,416**	**47,023**	**17.3%**	**15.7%**
Rest of ETJ/City Limits	620,584	252,977	82.7%	84.3%
Grand Total	**750,000**	**300,000**	**100.0%**	**100.0%**

Flood Plains and Growth Concept



Growth Concept

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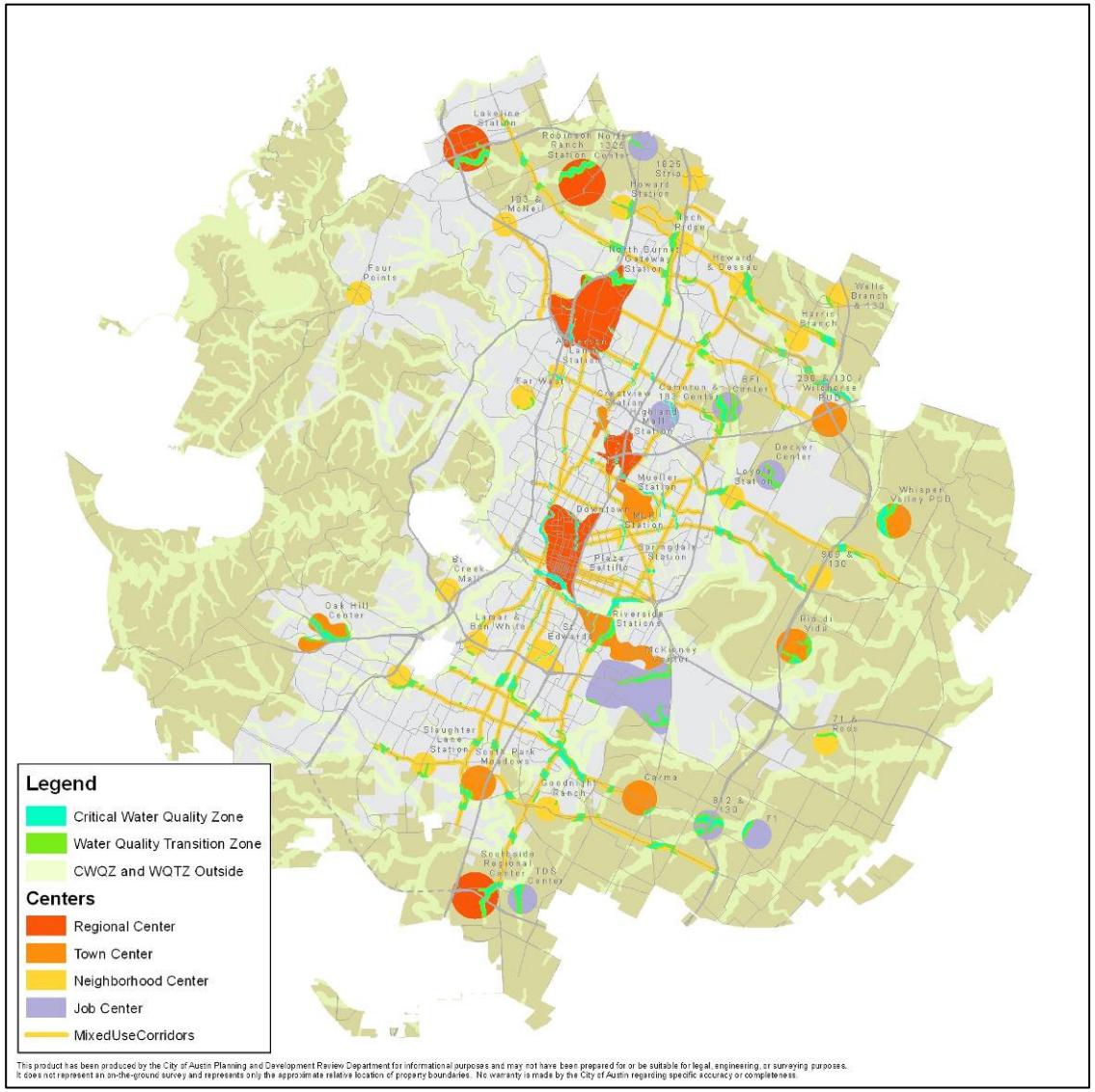
Stream Buffers and Growth Concept



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Growth Concept

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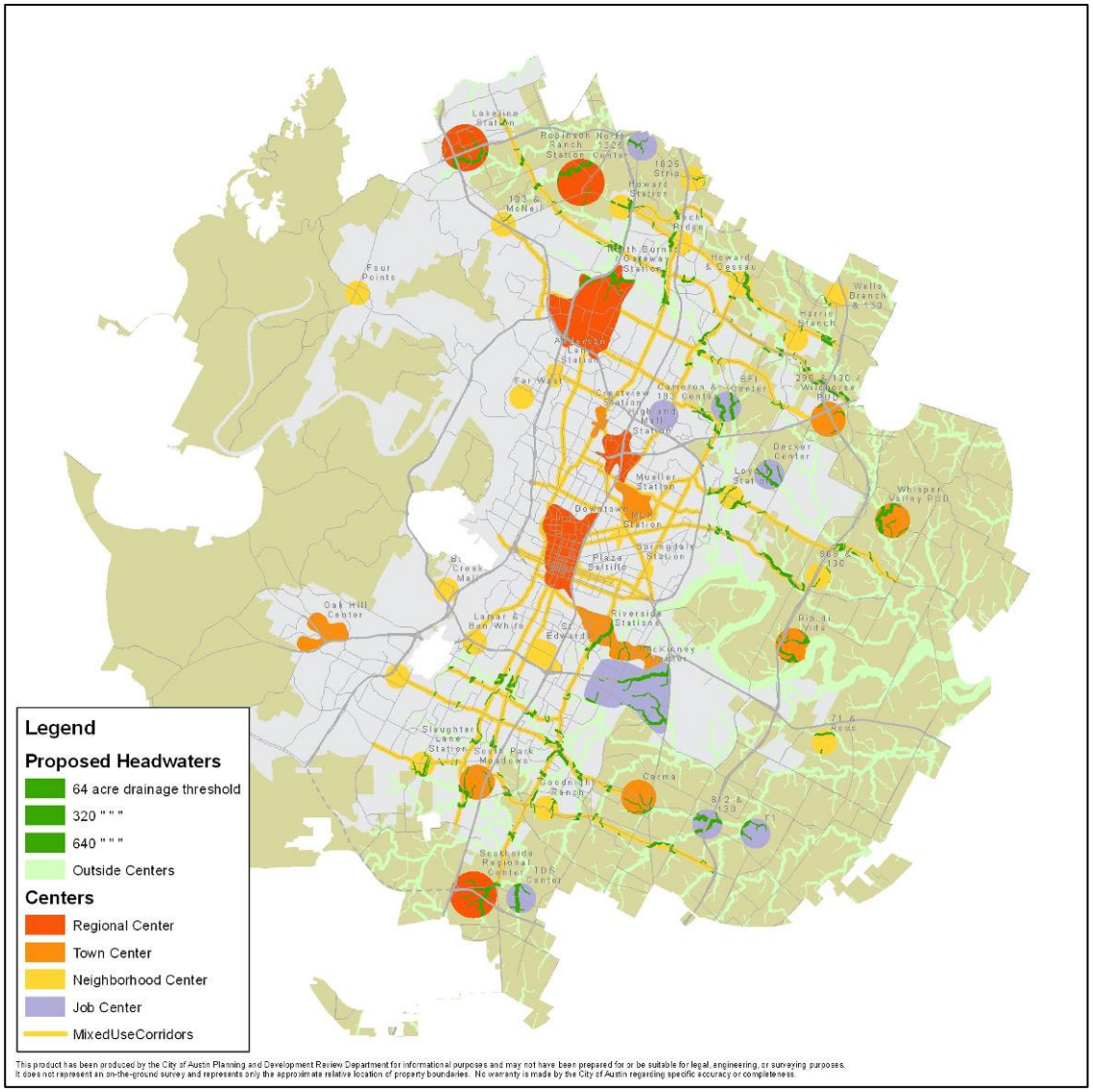
Proposed Headwaters and Growth Concept



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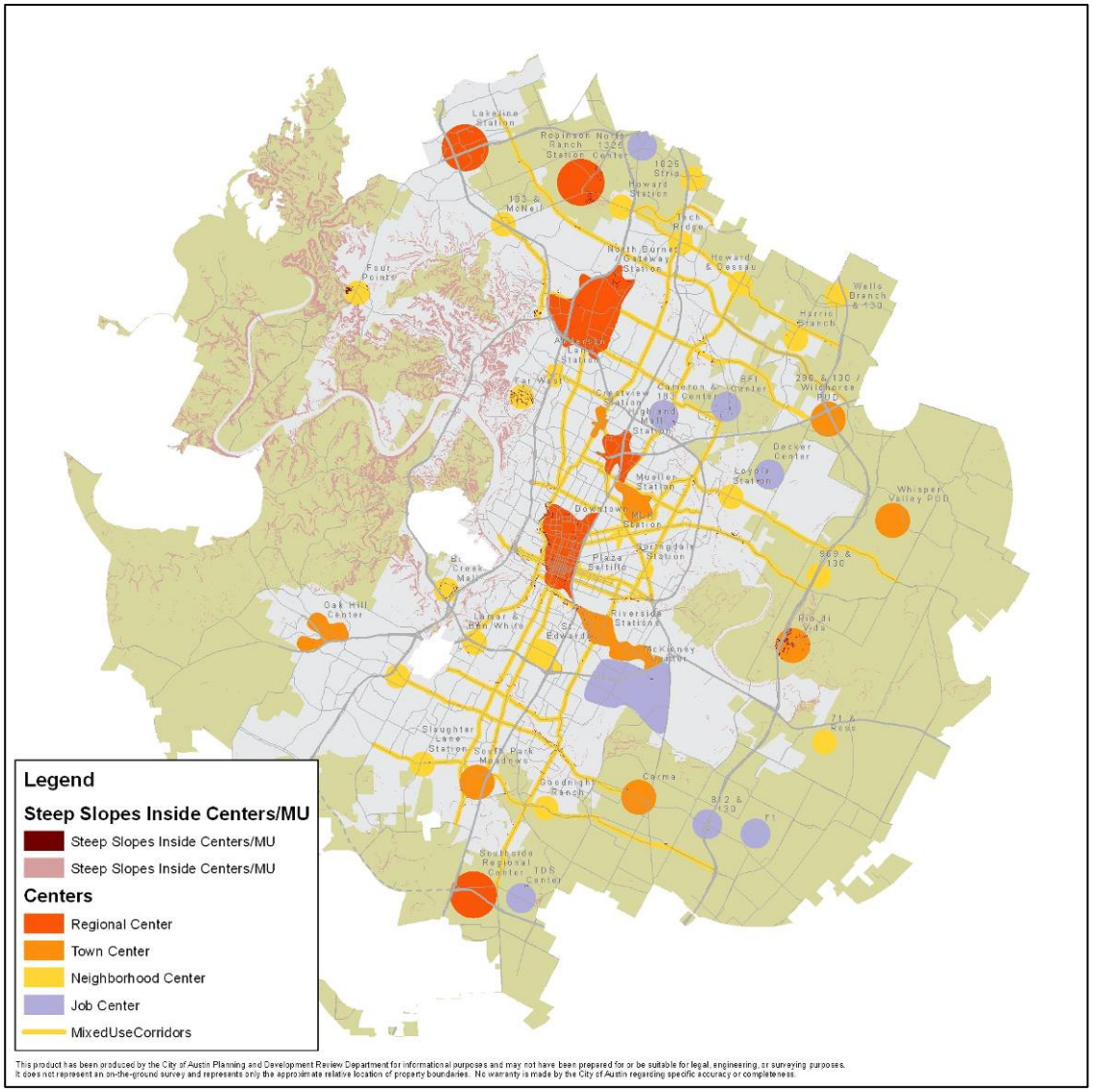
Steep Slopes and Growth Concept



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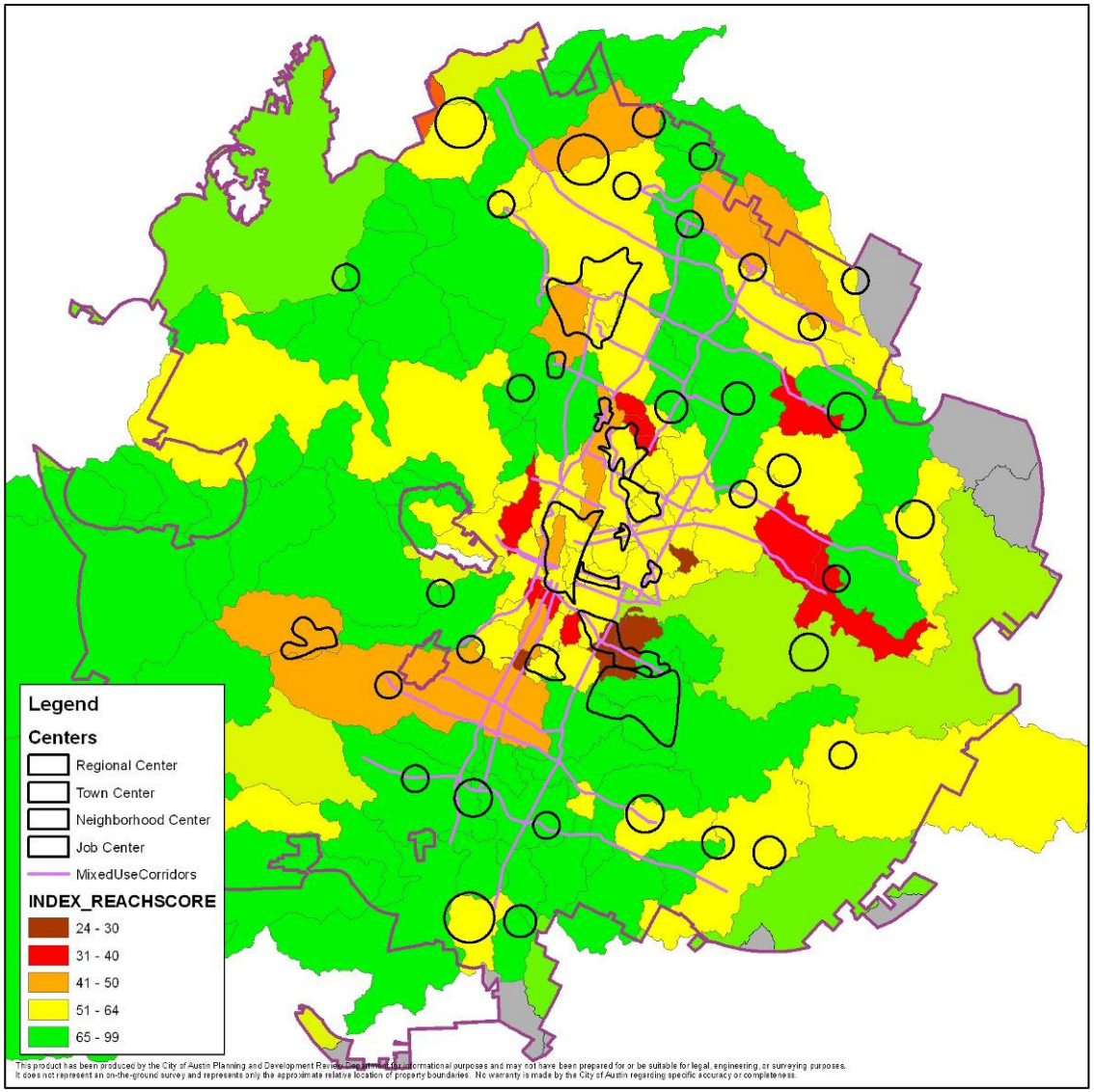
Environmentally Sensitive Areas[1] in Centers and Corridors

Type	Environmentally Sensitive Acres		
	Outside	Inside	Total Acreage
Centers	25,076.6	5,139.0	30,215.6
Percentage	83%	17%	100%
Corridors	25,292.7	4,999.5	30,292.1
Percentage	83%	17%	100%

Notes:

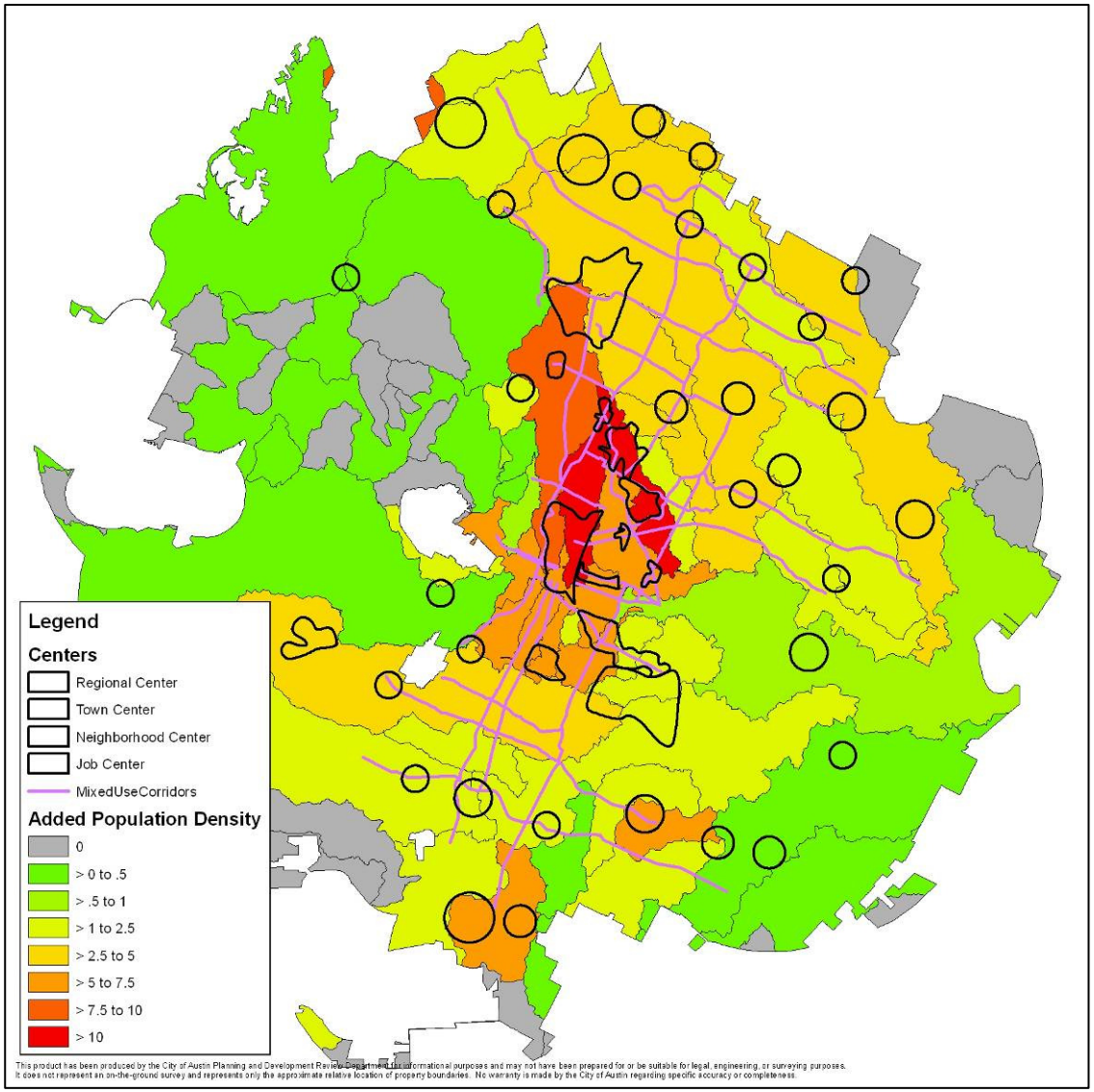
1. In this analysis, this refers to areas within the 100-year flood plain, steep slopes greater than 15%, critical and water quality transition zones, and the proposed headwaters in the eastern portion of the ETJ.
2. Some of the Centers and Corridors are simply general circles on the Growth Concept map, and will be further delineated as they are developed or changed through additional planning.

Watershed Environmental Integrity Index Scores And Growth Concept



This is the best descriptor of overall environmental condition for the sampling reach. Index scores are an integer between 0 and 100 with the scores classified as such: Excellent 88-100, Very Good 76-87, Good 63-75, Fair 51-62, Marginal 38-50 Poor 26-37, Bad 13-25, Very Bad 0-12. Problem Scores are an integer between 1 and 100 with 1 being "No Problem" and 100 being a highest priority. Resources: EII Methodology, Problem Score Methodolgy, Lake Index Methodology is in draft and is forthcoming.

Added Population Density with Preferred Scenario by Watershed Zones



Preferred Scenario/Growth Concept

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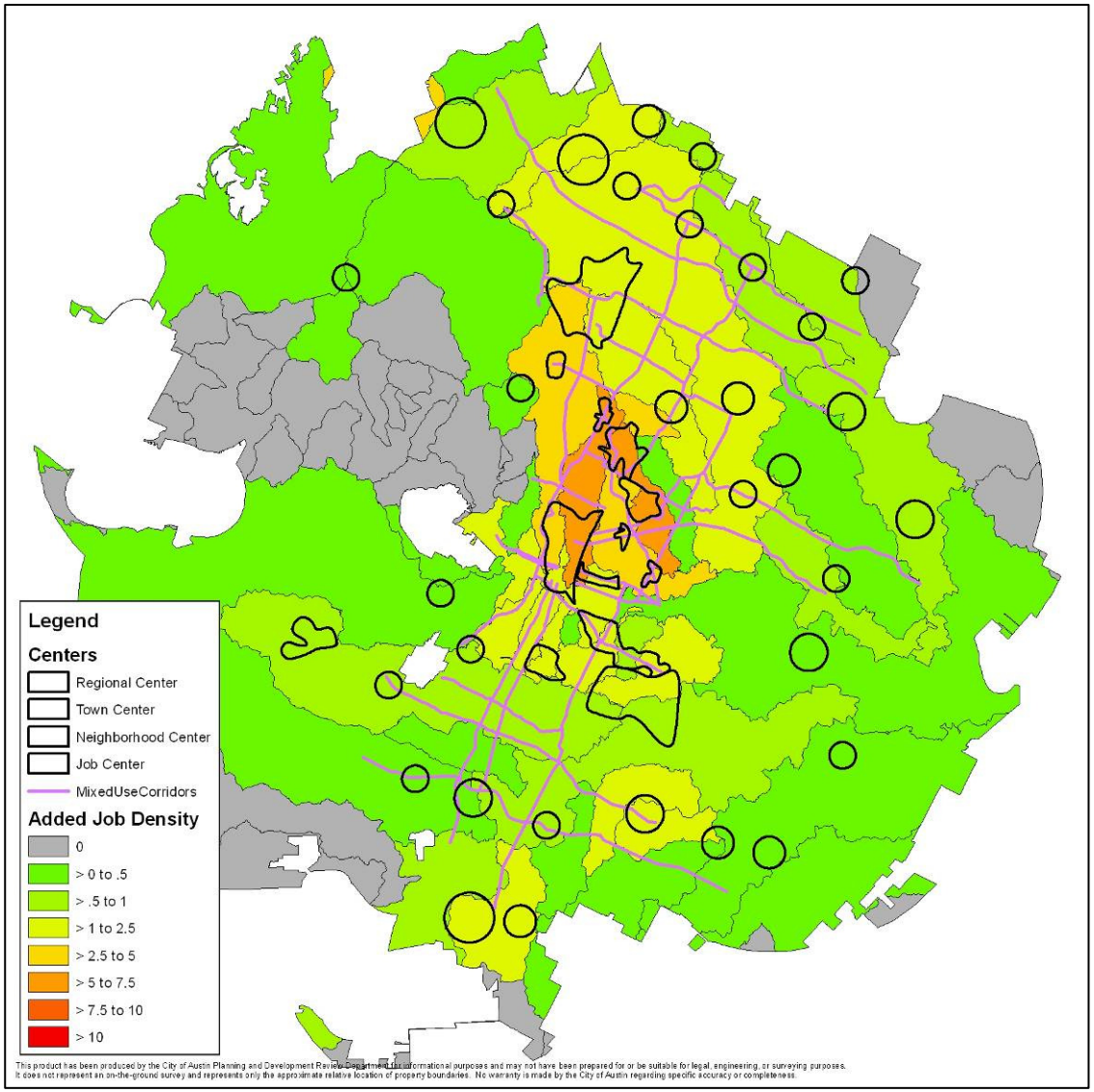
Added Jobs Density with Preferred Scenario by Watershed Zones



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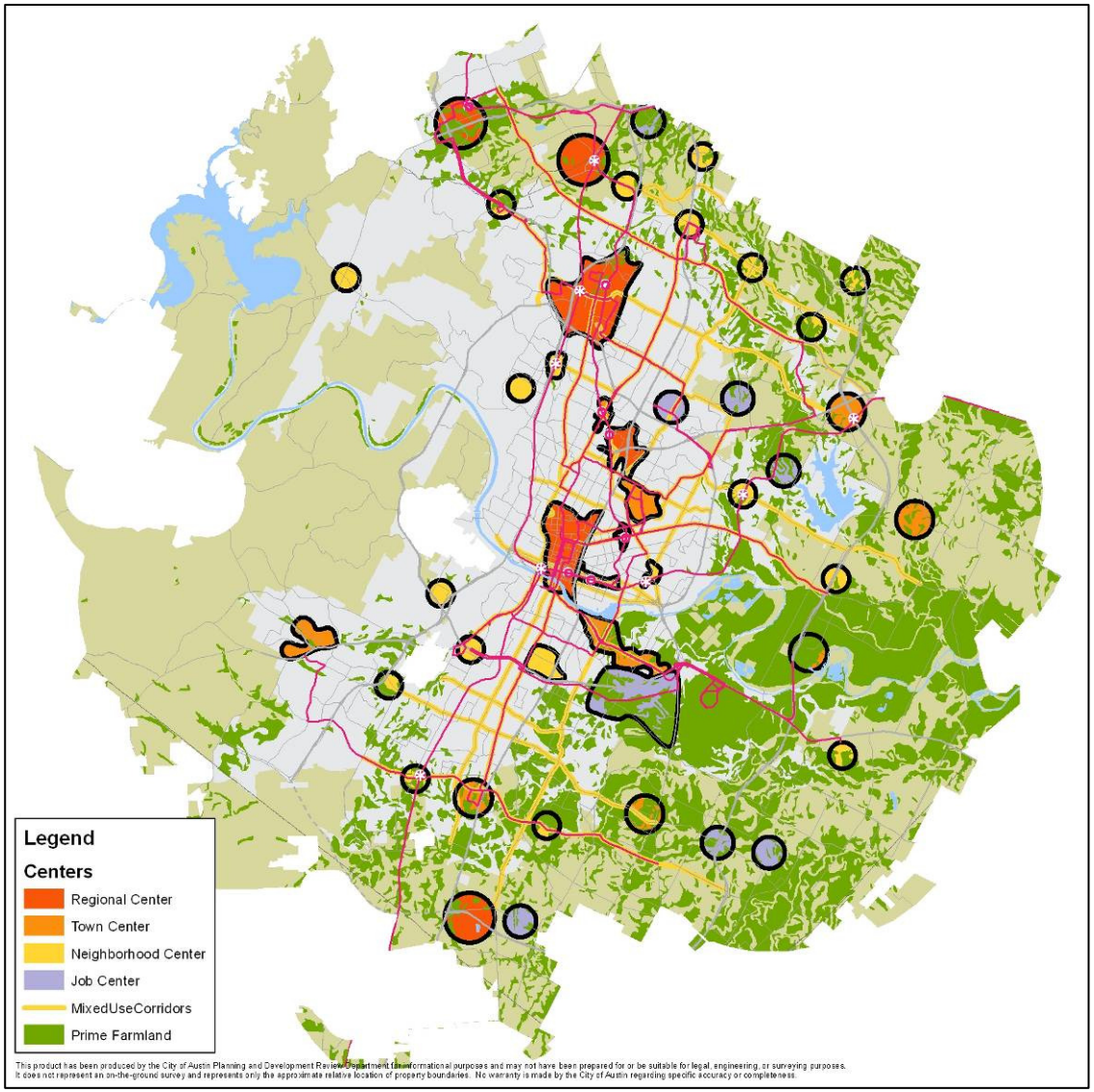
Prime Farmland and Growth Concept



	Acres	
	Centers	Corridors
All areas prime farmland	7,807	22,409
Not in prime farmland	5,241	25,051
Grand Total	30,216	30,292

Sources: USDA, City of Austin
This data consists of general soil association units. It was develped by the National Cooperative Soil Survey and supersedes the State Soil Geographic (STATSGO) data set published in 1994. It consists of a broad based inventory of soils and nonsoil areas that occur in a repeatable pattern on the landscape and that can be cartographically shown at the scale mapped. The data set was created by generalizing more detailed soil survey maps. Where more detailed soil survey maps were not available, data on geology, topography, vegetation, and climate were assembled, together with Land Remote Sensing Satellite (LANDSAT) images. Soils of like areas were studied, and the probable classification and extent of the soils were determined.

This data is not designed for use as a primary regulatory tool in permitting or citing decisions, but may be used as a reference source. When data from the Digital General Soil Map of U.S. are overlayed with other data layers, caution must be used in generating statistics on the co-occurence of the land use data with the soil data. The composition of the soil map unit can be characterized independently for the land use and for the soil component, but there are no data on their joint occurrence at a more detailed level. Analysis of the overlayed data should be on a map polygon basis.

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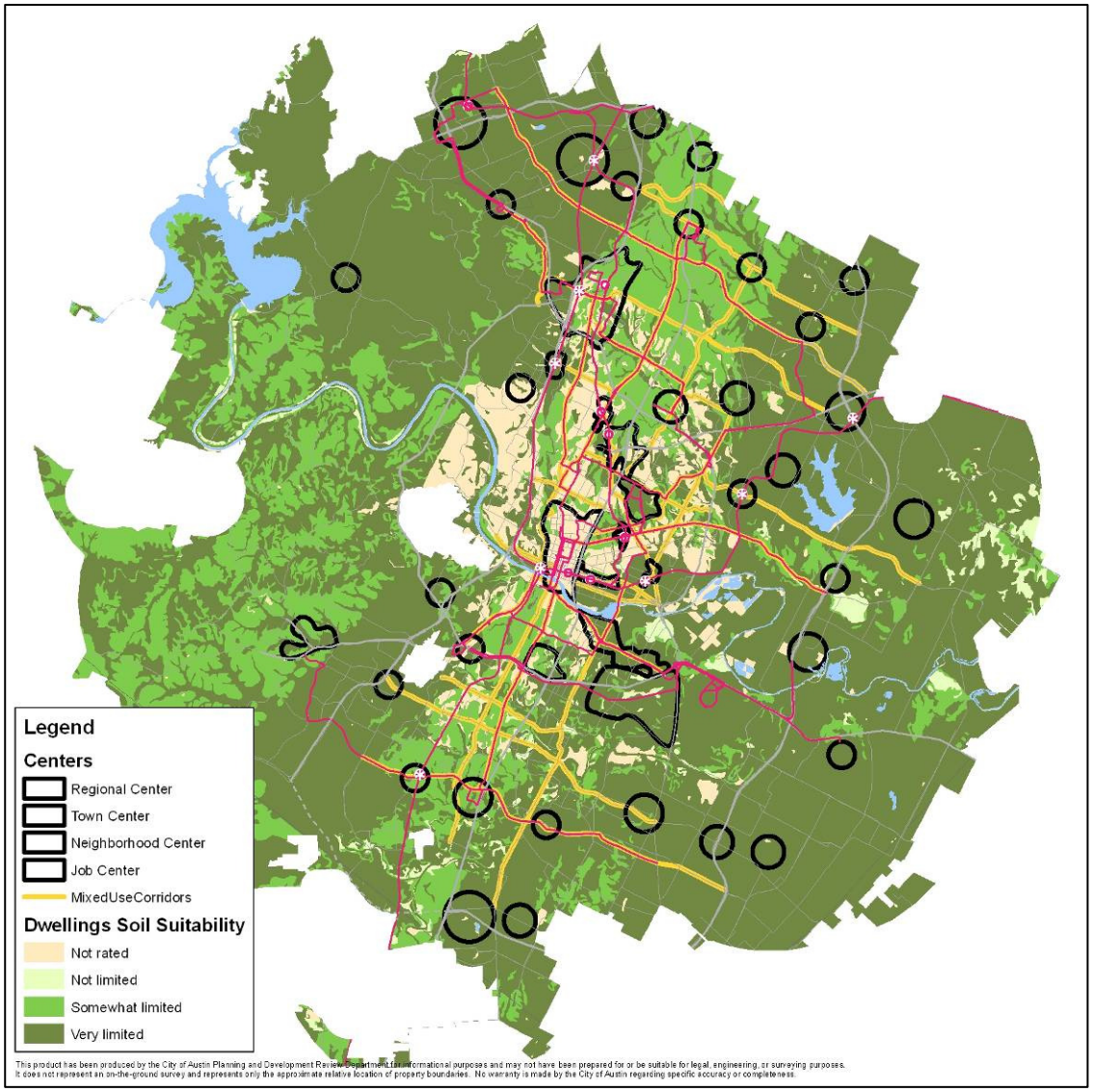
Dwellings Soil Suitability and Growth Concept



	Acres	
	Centers	**Corridors**
Not limited	288	303
Not rated	4,328	5,413
Somewhat limited	5,367	9,419
Very limited	20,233	15,157
Grand Total	30,216	30,292

Sources: USDA, City of Austin
This data consists of general soil association units. It was develped by the National Cooperative Soil Survey and supersedes the State Soil Geographic (STATSGO) data set published in 1994. It consists of a broad based inventory of soils and nonsoil areas that occur in a repeatable pattern on the landscape and that can be cartographically shown at the scale mapped. The data set was created by generalizing more detailed soil survey maps. Where more detailed soil survey maps were not available, data on geology, topography, vegetation, and climate were assembled, together with Land Remote Sensing Satellite (LANDSAT) images. Soils of like areas were studied, and the probable classification and extent of the soils were determined.

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Transportation and Environmental Challenges Associated with the Proposed State Highway 45 Southwest

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Austin Water Utility

Gordon Derr, P.E.
Assistant Director
City of Austin Transportation Department

August 8, 2011

Transportation Challenges

The City of Austin has a long and sometimes controversial history of active participation in issues related to the proposed SH45 SW project. Mobility is recognized as a major concern by the residents and businesses of Austin and the future sustainability of our region depends on a diverse range of travel options, including complete roadway networks serving the movement of people, goods and services. Incomplete roadway networks contribute to regional traffic congestion and increase mobile sources of air pollution. The SH45 SW project may provide significant improvement in east-west mobility in the area and alternatives to provide this service through existing roadways may be problematic. For this reason, the City encourages TxDOT to consider the regional consequences of building the highway, as well as not building it, from a balanced mobility and environmental standpoint.

The Capital Metropolitan Planning Organization (CAMPO) is the regional body that is charged with making regional transportation decisions and for coordinating transportation investments among agencies in five Central Texas counties. CAMPO also plays a direct role in the distribution of Federal Highway Administration funds within the region. The CAMPO Policy Board, which has City of Austin voting representation, recently adopted the 2035 Regional Transportation Plan to guide transportation planning and investment throughout the region. The CAMPO 2035 Plan includes two "self-discipline" provisions that state:

1. "For a CAMPO member jurisdiction to receive federal-aid funding under this plan, their local transportation plan or the transportation element of their comprehensive plan must be consistent with the CAMPO Long Range Plan.

2. For a CAMPO member jurisdiction to receive federal-aid funding under this plan, the jurisdiction must adhere to the policies of and work toward implementing the projects of the CAMPO long range plan."

Importantly, the 2035 Plan calls for preparation of an environmental assessment for an extension of SH45 SW from the southern terminus of MoPac to IH-35. Funding for the environmental assessment and potential construction of the portion from MoPac to FM 1626 is programmed in

the 2035 Plan. However, for the segment from FM 1626 to IH-35, funding is programmed only for the environmental assessment and for design studies.

Environmental Challenges

For more than two decades the City of Austin, with broad community support, has enacted policies and made significant investments in the protection of water quality in the Barton Springs Zone of the Edwards Aquifer. Measures taken include:

- Implementation of the citizen-initiated Save Our Springs ordinance, which limits impervious cover and requires non-degradation levels of stormwater treatment for development of sites in the Barton Springs Zone;

- Negotiation of various development agreements to achieve the intent of the SOS ordinance;

- Investment of $143 million in voter-approved bonds (to date) in the acquisition and preservation of 27,000 acres of land in the recharge and contributing zones; and

- Commitment, both legally and financially, to protect rare and endangered species pursuant to two permits issued under the Federal Endangered Species Act.

The City of Austin's Watershed Protection Department (WPD) and Austin Water Utility (AWU) Wildland Conservation Division staff have engaged in previous discussions about the development of SH45 SW. These include review of proposed TxDOT highway alignments and designs, identification and evaluation of critical environmental features in proximity to proposed alignments, identification of advanced stormwater quality controls, and evaluation of prior environmental impact assessments. Of particular concern are the potential impacts of the project, both during construction and in its operation, on both water quantity and water quality in Barton Springs Zone. Secondary development and associated impacts may potentially occur in portions of the recharge zone as a result of easier access through SH45 SW. Current scientific understanding of the hydrogeology of the Barton Springs Zone underscores these concerns, which are discussed further below.

Recharge to Barton Springs

Studies have demonstrated that a high percentage of rainfall in the area of the proposed SH45 SW directly recharges the Edwards Aquifer (Hauwert, 2009). Roughly two-thirds of the 8,300-foot segment from Mopac South to Bear Creek crosses internal drainage sinkhole basins that supply recharge to the Edwards Aquifer. There are fourteen identified caves within one-quarter of a mile of the proposed designated right-of-way (ROW). The density of major recharge features (caves and large sinkholes) is about 10 per square mile, one of the highest densities found in the recharge zone. The main channel of Bear Creek downstream of SH45 drainage contains swallets (creek-channel sinkholes) that directly recharge the aquifer in the range of 10 to 20 cubic feet per second when Bear Creek is flowing. These swallets are prone to plugging by fine-grained sediment, which reduces recharge and may be irreversible.

Proximity to Local Public and Private Water Supply Wells

The Barton Springs Zone of the Edwards Aquifer is a designated sole source aquifer under the Federal Safe Drinking Water Act. The proposed State Highway 45 Southwest (SH45 SW) is within the City's Drinking Water Protection Zone, not the Desired Development Zone. There are numerous public and private water supply well systems that lie downgradient of SH 45 SW. Contaminated stormwater runoff has the potential to impact drinking water supplies in portions of Shady Hollow, Copper Hills, SW Territory, and Marbridge Foundation (see attached map of well recovery from 2007 dye tracing). Of note is that the Edwards Aquifer is understood to provide little natural attenuation of contaminants, except by dilution with natural runoff sources (Hauwert, 2009).

Proximity to BCCP Protected Cave

The Balcones Canyonlands Preserve system (BCP) was established by the City of Austin and Travis County to protect various rare, threatened, and endangered species. The BCP holds an 'incidental take" permit under the Federal Endangered Species Act. By providing species protection on preserve lands, land development in other areas is possible without site-specific incidental take permits.

One of the sinkhole basins that the SH45 ROW bisects is the 70-acre catchment area for Flint Ridge Cave. The SH 45 SW ROW passes within 150 feet of the cave entrance and passes over portions of the subsurface extent of the cave (Hauwert et al., 2010; see attached map of Flint Ridge surface catchment). The cave provides habitat for rare troglobitic karst invertebrates including *Circurina cueva* and *Rhadine austinica*, both of which are listed as species of concern (SOC) under the City's Balcones Canyonlands Conservation Plan (BCCP) permit. Potentially other SOC have been observed in Flint Ridge Cave during faunal surveys, including *Eidmannella reclusa* and *Speodesmus N. S.***,** although further biological investigation is necessary to distinguish the specific species present in the cave. One major goal of the BCCP is to adequately protect the habitat for these rare cave species thus negating the need for listing as endangered. If the BCCP is unable to protect these species then future listing by USFWS is a possibility. The City and Travis County could also incur fines under the Endangered Species Act for failure to protect this cave habitat and the permit itself may need to be amended, which could have implications for development city-wide.

Endangered Species Protection at Barton Springs

The City of Austin also holds an incidental take permit from the U.S. Fish and Wildlife Service (USFWS) for the endangered Barton Springs Salamander (*Eurycea sosorum*). It is expected that the Austin Blind Salamander (*Eurycea waterlooensis*), which like the Barton Springs Salamander is found only at Barton Springs, will also be listed as endangered. Dye tracer studies in the vicinity of the SH45 SW alignment have demonstrated a strong hydraulic connection with Barton Springs. Four groundwater tracers injected around Highway 45 and Mopac South in 2007 initially arrived at Barton Springs within two to four days. Long-term monitoring indicates that there has been some decline in water quality in the Barton Springs Zone (Mahler et al., 2006; Herrington et al., 2010; Mahler et al., 2011).

Non-Degradation Water Quality Controls

City of Austin staff requested by correspondence (Heitz, 2001 and 2005 meeting summary link below) that TxDOT commit to non-degradation standards for water quality for SH45 SW, and to

consult with City staff in defining nondegradation standards and water quality protection measures for the project. Working with TxDOT, advanced stormwater controls were determined to be capable of removing 94 percent of the estimated pollutant load that would be discharged offsite from the proposed roadway. TxDOT responded that it will implement only those sediment removal standards that are required by the Texas Commission on Environmental Quality (TCEQ) and that some other party (e.g., the City of Austin) would need to fund the incremental costs of more advanced treatment, including additional land acquisition outside the right-of-way (Nyland, 2007).

It should be noted that the USFWS has developed "Recommendations for Protection of Water Quality of the Edwards Aquifer" that are adopted by reference for SH45 SW in the Austin Metropolitan Area Transportation Plan (AMATP) 2025 Plan (link below). These measures have not yet been considered in the design or cost estimates for the project.

Monitoring, Assessment, and Adaptive Management

Because of the environmental sensitivity of the SH45 SW alignment, ongoing monitoring and assessment will be necessary to ensure protection of federal permit caves, Water Quality Protection Lands, nearby water wells and creeks, and Barton Springs. The Environmental Impact Statement (EIS) for SH45 SW, which was issued in 1989, is out of date and some impact assessments performed at that time were scientifically flawed. TxDOT consultants also performed studies in 2006 to assess the potential impacts of the highway. The methodology used in studies released thus far was also insufficient and no technical review by qualified stakeholders was solicited.

TxDOT is currently working with consultants to begin a new EIS compliant with federal laws. Because the scope of the EIS is uncertain, the City of Austin may be required to make considerable investment in studies, monitoring, water-quality treatment, and restoration projects commensurate with the sensitivity of the project area. The City and the Barton Springs/Edwards aquifer Conservation District (BS/EACD) have conducted assessments of most of the City WQPL adjacent to SH45 SW to locate recharge features, although additional evaluation of the most promising features, such as trash/debris excavation and subsurface mapping, still remains. Additionally, under the BCCP permit the USFWS would require that permit holders conduct a hydrogeological study of water sources to Flint Ridge Cave to demonstrate whether or not the project will affect cave habitat. This generally requires surface tracing to the cave drips and direct measurement of soil attenuation of pollutants. Additional biological studies are necessary to better understand and monitor cave species. Flow and water quality stations may also be necessary on Bear Creek upstream and downstream of SH45 SW crossing to monitor discharge quality and to suggest adaptive management changes to the roadway cross section, design details, construction methods, or water quality controls. In addition, this monitoring may help detect if recharge within the creek channel becomes blocked from roadway construction sediment signaling the need for adaptations in water resource management protection measures.

Labor, funding, and equipment may be necessary to regularly remove sediment discharged from SH45 (particularly during the construction phase) and to maintain creek recharge volume. If creek recharge impairment is permanent and significant features cannot be unplugged or bypassed, it may be possible to acquire and restore/enhance the recharge of upstream reaches or other creeks in order to offset the lost recharge to the aquifer. Flow and water quality monitoring of Flint Ridge Cave will need to continue through the life of the highway operation. If TxDOT does not participate significantly in the costs of these studies, water-quality treatment, and restoration, the

City of Austin, Travis County, and the Barton Springs/Edwards Aquifer Conservation District (BS/EACD) will need to commit resources to address this need.

Summary

The current proposed alignment of the highway "threads the needle" between impacts to Bear Creek and the federally-protected Flint Ridge Cave. While development of any major roadway will alter the natural landscape, it is technically feasible to avoid, minimize, and mitigate impacts in a manner consistent with a goal of non-degradation. This will require a thorough evaluation of potential adverse impacts, alignment, adoption of innovative highway design concepts to avoid, minimize, and mitigate impacts, use of advanced stormwater quality controls to achieve a non-degradation standard, and an adaptive management strategy to address observed impacts during construction and afterward. If necessary to the environmental protection of the SH45 SW area, we would potentially be willing to discuss financial participation in this project, if directed to do so by the City Council.

Meeting the current and future transportation needs of southern Travis and northern Hays poses significant challenges, not the least of which is development and operation of new roadways in an environmentally sensitive area. Completion of SH45 SW is one alternative available to help meet that challenge. The City supports use of the NEPA process as a tool to provide decision-makers with a balanced evaluation of the potential benefits, costs, and impacts of SH45 SW and its alternatives. And the City expects to be a full partner, along with other entities in the region, in the federal environmental review process. In addition to evaluating the potential benefits and impacts of the project as currently envisioned, the City supports a thorough evaluation of alternatives to the project. This includes alternative alignments, improvements to existing roadways, and the "no build" alternative. Projected mobility and air quality impacts of each alternative should be fully considered.

References and Additional Information:

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ftp://ftp.ci.austin.tx.us/GIS-Data/planning/amatp/table.pdf

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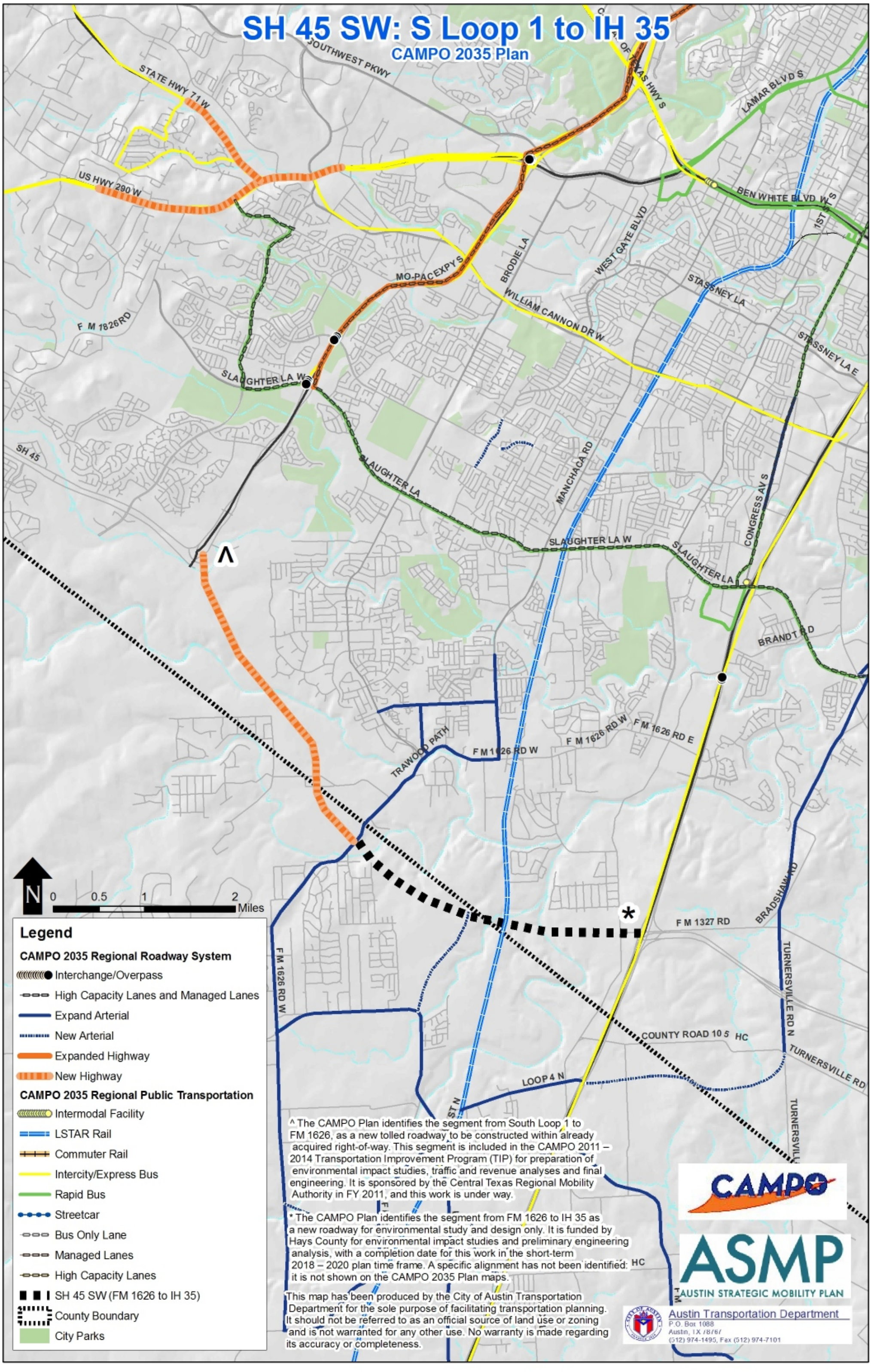
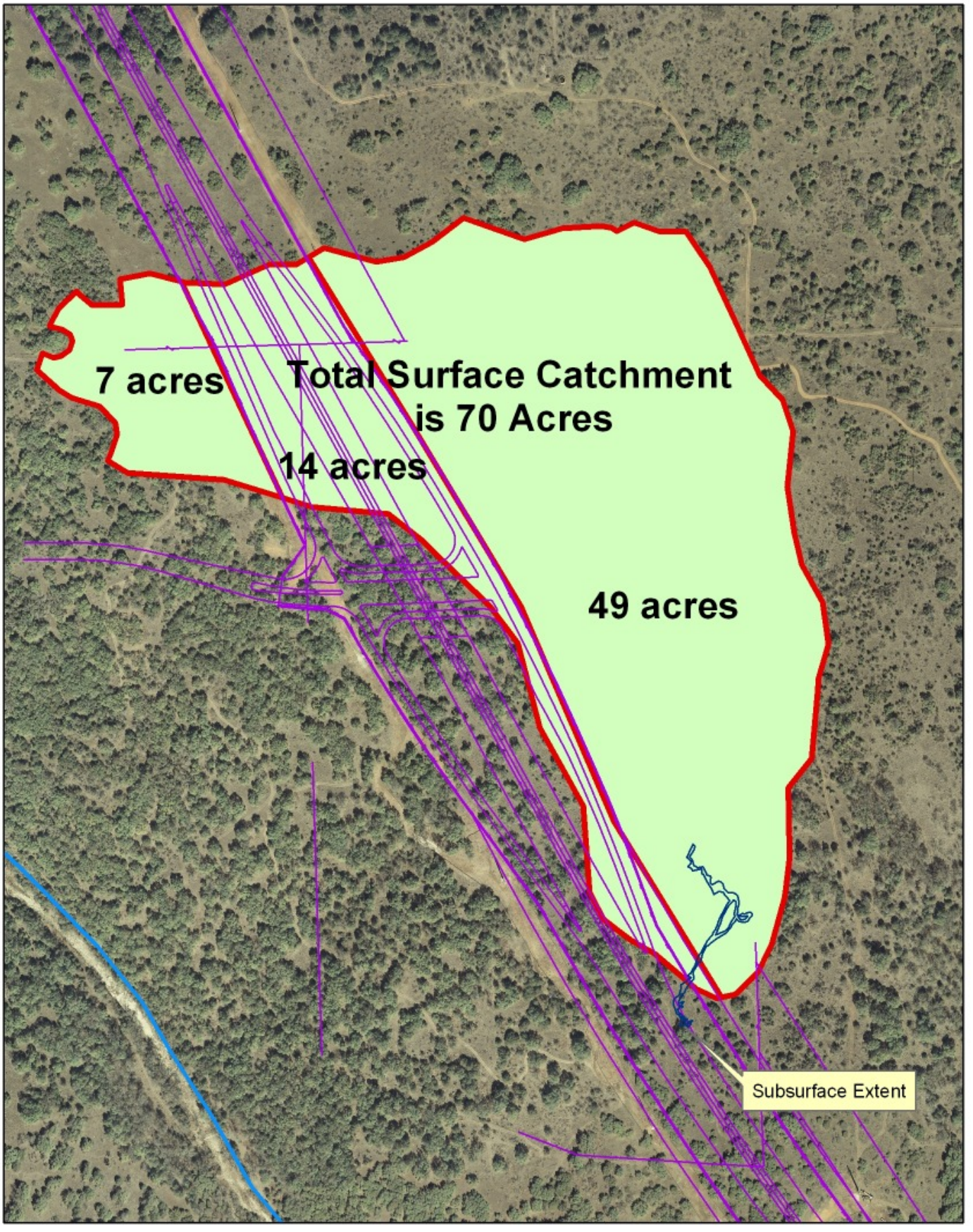
45
DANZ CREEK
Brodie Ln
Westgate Blvd
Curfew Dr
Slaughter Ln
SLAUGHTER CREEK
Frate Barker Rd
LITTLE BEAR CREEK
Travis
BEAR CREEK
Hays
SH 45
Existing Road
Allignment in Review
Proposed Allignment
Recharge Zone
Protected Land
Parks
Water Features
Major Roads
Counties
0.5 0.25 0 0.5 Miles
1 inch = 2,640 feet
or 1/2 mile

SH 45 SW: S Loop 1 to IH 35

CAMPO 2035 Plan



Flint Ridge Surface Catchment Dissected



Feet
1,000 500 0

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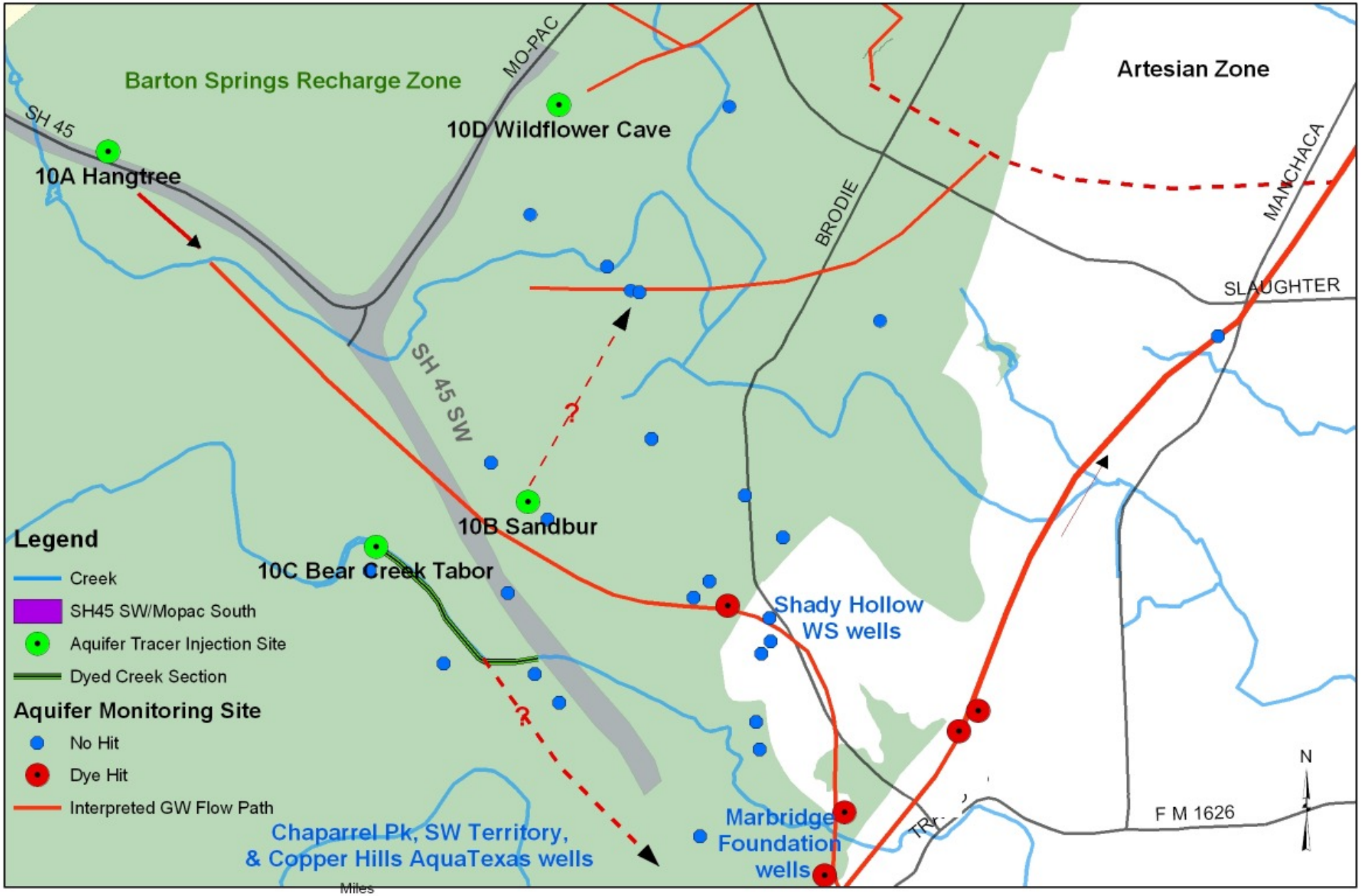
Well Recovery of 2007 Groundwater Traces



Draft map prepared by Nico Hauwert, PG
of City of Austin WPD for report in preparation

Zoning Capacity and Redevelopment Analysis (V. 11)

Background

City staff estimates that Austin could experience a population increase of 750,000 people over the next thirty years within its entire planning jurisdiction, which includes the City limits and its Extra-Territorial Jurisdiction (ETJ) area that extends up to five miles from the City limits. This projection has been used throughout the ongoing Imagine Austin Comprehensive Plan effort. During this effort, City Council directed staff to measure the impact of various scenarios on environmental, economic, and transportation infrastructure sustainability. In addition, some stakeholders in the Imagine Austin process have also asked staff to measure a concept they call zoning capacity to establish the ability of existing zoning to accommodated projected growth. Zoning Capacity is defined as a future number of dwelling units and non-residential floor area, or development potential, that might be expected given certain assumptions about zoning regulations. Since zoning regulations apply only in the City Limits, this study does not include zoning capacity estimates for the ETJ areas.

In addition to the lack of zoning in the ETJ, there are several concerns when using zoning as a tool to project development potential. Properties are seldom built to their maximum zoning capacity because of the property owner's intentions or market conditions. Also, in some areas, the current zoning map is inconsistent with how the property is actually used. Specifically, there are several residential developments in older commercial zoning districts because the previous zoning ordinance, which existed before 1985 and allowed that situation, was carried over to the current zoning map. The City has rezoned a number of properties to bring them up to current zoning standards, but a number of residential properties are still zoned commercial to this day.

More importantly, the complexity of zoning regulations requires broad assumptions to be used in this study. Some of these complexities are indicated in Appendices 3 through 5. There are 39 base zoning districts and 13 combining districts. Each district has varying regulations on the number of units and commercial floor area allowed, plus varying limits on impervious cover, building coverage, setbacks, lot width, and building heights. Furthermore, additional development regulations are found in the Land Development Code that supersedes traditional zoning regulations. For example, impervious cover limitations in the zoning districts shown in Appendix 2 can be superseded by limitations in the watershed regulations shown in Appendix 5. Developments might also have further height limitations than those prescribed in zoning districts, but it depends on what size the development is, as shown in Appendix 3. Most developments must also provide adequate parking, open space and drainage areas that reduce the development potential. Appendix 4 shows the City's parking requirements which play a significant role in determining development potential. Some properties also have special ordinances, often in the form of conditional overlays, with altered limits on the maximum number of dwelling units or floor area. Finally, community support for or against certain developments may affect what is ultimately built. Together, these additional considerations tend to reduce the scale of development well below what can be achieved under base zoning district regulations.

Terminology

- Base Districts – general zoning districts that establish basic site development regulations and performance standards that are intended to promote compatible land use patterns
- Commercial Base Districts - areas designated for commercial use that provide for a broad range of commercial densities (stated in FAR) consistent with the Comprehensive Plan and standards of public

health, safety, and welfare. For the purpose of this study, this includes non-residential uses, such as office and industrial uses

- Development Potential – the potential amount of development given a wide variety of factors, not necessarily zoning
- Developed – an area of land which has been purposed or improved for human activity. Any future development in these areas would be considered redevelopment. This also includes areas that have been set aside for environmental protection or mitigation, such as preserves and natural areas. This does not include steep slopes, flood plains, and stream buffer setbacks, though these features can be present within developed areas.
- DU – a residential dwelling unit providing complete, independent living facilities including permanent provisions for living, sleeping, eating, and cooking. For the purposes of this study, dwelling unit represents a total amount covering the study area, and not a single dwelling unit.
- Environmental Areas - areas with steep slopes, flood plains, and stream buffer setbacks
- FAR – the floor-to-area ratio which equals the gross floor area divided by the gross site area. In this study, it represents the rate at which development can be built in a non-residential base district
- Floor Area – the total enclosed area of all floors in a non-residential building. This includes loading docks and excludes atria airspace, parking facilities, driveways, and enclosed loading berths and off-street maneuvering areas. For the purposes of this study, the floor area represents a total amount covering the study area, and not a single building.
- Gross Areas - represents all land area in each zoning district
- Net Areas – the Gross Areas, less environmental areas for the purpose of establishing the area that is suitable for building
- Non-residential – a development or areas of development used primarily for purposes other than residential
- NBG - North Burnet/Gateway (NBG) district, which is an area in Northwest Austin that is zoned for higher density urban mixed-use redevelopment
- PUD - planned unit development district, which is a designation for a large or complex single or multi-use development that is planned as a single contiguous project under unified control
- PPU - persons per household, which is the average number of persons occupying dwelling units for an area
- Redevelopment - the replacement and repurposing of old development with new development
- Residential Base Districts - areas designated for residential occupancy that provide for a broad range of residential densities (stated in UPA) and variety of housing types consistent with the Comprehensive Plan and standards of public health, safety, and welfare
- TOD – a transit oriented development district, which is a designated area around certain transit stations in Austin that are zoned to provide for transit and pedestrian oriented development.
- Undeveloped – an area of land which has not been purposed or improved for human activity, and could be developed.
- UPA - units per acre, or the number of dwelling units that are possible given the total acreage of a site, or of an aggregation of sites. Represents the rate at which a development or developments can be built in a residential base district.
- Zoning – mechanism to regulate use and site development standards (height, setbacks, building coverage, impervious cover, parking, and others)

Zoning Capacity and Redevelopment Analysis (V. 11)

Two Methods to Measure Zoning Capacity

Two methods of calculating zoning capacity have emerged during conversations with stakeholders. Method 1 uses the base zoning limits on maximum units per acre (UPA) and floor to area (FAR) ratios to calculate zoning capacity, although it does not take into account the zoning limits on impervious cover, building coverage, setbacks, lot width, and building heights. Method 1 also does not make any distinction between developed or undeveloped land – all land, no matter what its development status, is initially considered for development. Method 2 attempts to incorporate all of the zoning regulations, plus the additional development requirements that are part of the City's Land Development Code. In order to do this, Method 2 uses conservative assumptions about development yields, simply because there is not a simple way to calculate zoning capacity using the myriad of zoning regulations beyond the basic limits on UPA and FAR.

Both methods share certain common elements. In particular, both methods:

- Summarize the amount of land area in each major zoning district and reduce that amount by the environmental areas in each district. The exception is the Gross Areas calculation in Method 1
- Multiply the remaining net land areas by the assumed UPA and FAR rates. The exception is Method 1, which simply adds up the number of lots in most single family districts
- Do not include the land areas for non-traditionally zoned areas in the calculations, including TOD, PUD, and NBG. Instead, we use the planned or projected number of dwelling unit and floor area projections provided by developers or the projected by City staff. Since the City does not have complete information on some projects, assumptions about UPA and FAR were made for these developments in the calculations for Neighborhood Planning Areas (NPA)
- Exclude areas in the City Limits zoned Public (P), such as property owned by the City, County, State or the University of Texas
- Do not estimate a zoning capacity for residential units in the Central Business District (CBD) and Downtown Mixed Use (DMU) zones, which make up a majority of the Downtown Planning Area. The City has estimated that this area can accommodate an additional total square footage of 37 million. An estimate of the potential gross and net floor area was made for DMU and CBD in Method 1 since a maximum FAR for these zones is provided in the zoning base district standards.

Method 1

Staff met with certain stakeholders on September 8, 2010 regarding zoning capacity. At the end of that meeting, these stakeholders requested staff to provide a "Gross Areas" and "Net Areas" zoning capacity calculation. This method has also been referred to as the "Legal Limits" method. The Gross Areas represents a development potential by zoning district for all areas, and does not subtract environmentally sensitive areas from the calculations. The Net Areas calculation subtracts the environmentally sensitive areas from the Gross Areas before making the development potential calculations. This method also uses the traditional base zoning districts, and does not make assumptions about mixed use and vertical mixed used combining districts.

The theory behind this method is that the maximum UPA and FAR limits stated in the zoning Site Development Standards (see Appendix 2) are the starting point when computing development potential. However, as mentioned previously, development potential is a function of a myriad of requirements, and not just the stated UPA and FAR standards. Specifically, the rates used in measuring capacity should reflect all

restrictions that fall into four areas – base zoning districts, overlay and combining districts, additional development ordinances, and site specific issues. Base zoning establishes limits on FAR and UPA, but also limits on impervious cover, building coverage, setbacks, lot width, and height. Many base zoning districts are also subject to overlay and combining districts that alter the amount of development allowed, or limit the types of uses allowed in the base district regulations. Additional development ordinances that should be considered include provisions on parking, open space, compatibility standards, and additional impervious cover restrictions in certain watershed areas. Finally, site issues, such as topography, lot configuration, and environmental features unique to a site (ex. sinkholes, heritage trees and flood plains) can alter the amount of development built.

Table 1: Zoning Capacity Using Method 1

RESIDENTIAL DWELLING UNIT CAPACITY	**GROSS AREAS DWELLING UNITS**	**NET AREAS DWELLING UNITS**	**EXISTING DWELLING UNITS[9]**
SINGLE FAMILY ZONED LOTS[1]	110,949	110,949	
SF-3 UNITS IN LOTS > 7000 Sq. Feet[2]	107,177	107,177	
PROJECTION OF MF UNITS[3]	241,617	166,663	
PROJECTION OF TOD, PUDS, NBG UNITS[4]	110,881	110,881	
TOTAL DWELLING UNITS[5]	**570,625**	**495,670**	**360,302**
NON-RESIDENTIAL FLOOR AREA CAPACITY	**FLOOR AREA**	**FLOOR AREA**	**EXISTING FLOOR AREA[9]**
PROJECTION OF BASE ZONED AREAS[6]	2,056,934,126	1,427,012,428	
PROJECTION OF TOD, PUDS, NBG[7]	84,239,295	84,239,295	
TOTAL FLOOR AREA (SQ. FT.)[8]	**2,141,173,421**	**1,511,251,723**	**191,992,723**

Note: Totals may not sum due to rounding in tables throughout this report

Explanation of Table 1 Footnotes:

1. The capacity of DU's in single family (SF) zoned areas, excluding SF-3 lots greater than 7000 square feet, but including SF-3 lots less than 7000 square feet. This total is calculated by summarizing the number of lots (and not acreage) in these zones. It is assumed that each lot has a capacity of one DU, so lots and units are treated as one in the same. Gross and net areas have the same number of lots because there is no specific guidance in the development code on how to determine how many units can be calculated from lots partially covered by environmental areas. The following table shows the number of lots in each single family (SF) zoned area:

Base Zone	LA	RR	SF-1	SF-2	SF-3 < 7000 Sq. Feet	SF-4	SF-5	SF-6	**Grand Total**
Lots	1,638	3,061	7,321	67,067	20,407	9,161	123	2,171	110,949

2. The capacity of DU's in lots zoned SF-3 and over 7000 square feet, which is the minimum threshold to build a duplex on an SF-3 lot. It is calculated by summarizing the total area of these

lots, diving that sum by 7000, and multiplying by 2. No distinction is made between gross and net areas. The following table shows the calculations used to obtain this number.

Units in Areas Zoned SF-3 with Lots > 7000 Sq. Ft.	DU's
Area (Sq. Ft.) (1)	375,123,000
Minimum Lot Size (2)	7,000
Potential Number Lots (divide 1 by 2)	53,589
Potential Number Units	107,177

3. The capacity of DU's in multi-family (MF) zoned areas in Gross and Net Areas. It is calculated by summarizing the total acreage of these areas by their respective base zones and multiplying each by the maximum UPA allowed in each zone, which is indicated in Appendix 2. Net Areas are Gross Areas, less environmental areas, as defined in the terminology section. The following table shows the calculations used to obtain this number.

Base Zone	Data	Total
MF-1	Gross Area Units	14,319
	Net Area Units	8,981
MF-2	Gross Area Units	77,834
	Net Area Units	57,374
MF-3	Gross Area Units	102,641
	Net Area Units	64,410
MF-4	Gross Area Units	40,030
	Net Area Units	31,124
MF-5	Gross Area Units	5,492
	Net Area Units	3,785
MF-6	Gross Area Units	1,301
	Net Area Units	989
Total Gross Area MF DU's		**241,617**
Total Net Area MF DU's		**166,663**

4. The number of DU's expected in these areas, provided by either the project developers or projections made by City staff, as follows:

Project Name	Dwelling Units	Floor Area Sq Ft
Brodie 31 PUD	0	44,000
Chestnut Commons	64	36,000
Crestview Station	1,654	150,000
Dell Jewish Community Center	0	331,000
East Avenue PUD	1,450	925,000
East Riverside PUD	0	850,000
Four Points Centre	0	1,350,000
Goodnight Ranch	3,533	225,000
Harris Branch	1,307	0
Harris Branch PUD	1,008	13,995,237
Lakeline Station PUD	2,775	0

Zoning Capacity and Redevelopment Analysis (V. 11)

Project Name	Dwelling Units	Floor Area Sq Ft
Las Maderas Section 2	28	0
Las Praderas at Pioneer Crossing	2,989	0
Leander Rehabilitation PUD	3,500	11,000,000
Little Texas PUD	0	555,825
Martin Luther King, Jr Blvd	1,521	0
North Austin Medical Center PUD	0	4,518,767
North Burnet/Gateway	40,000	21,000,000
Oerlti PUD	700	605,000
Pioneer Crossing	520	4,870,542
Pioneer Crossing PUD	740	0
Plaza Saltillo TOD	2,116	0
Ribelin Ranch	1,250	1,053,500
RMMA PUD (MUELLER)	5,750	4,200,000
Robinson Ranch	25,000	10,000,000
St. Davids PUD	0	149,846
Triangle	600	120,000
Village at Pleasant Valley	58	0
Watersedge PUD	1,821	389,900
West 71 Office Park PUD	0	20,000
West Park PUD	480	901,600
Whisper Valley PUD	6,188	660,200
Wildhorse Crossing	0	1,000,000
Wildhorse PUD	5,829	5,287,878
Grand Total	**110,881**	**84,239,295**

5. The total capacity of DU's that might be accommodated in the study area, calculated by summarizing footnotes 1 through 4.
6. The capacity of non-residential square footage. It is calculated by adding up the total non-residential acreage of these areas by their respective base zones, removing the environmental areas acreage from those sums, and multiplying each by the maximum FAR allowed in each zone, which is indicated in Appendix 2. The following table shows the calculations used to obtain these numbers.

Base Zone	Data	Total
CBD	FLOOR AREA	79,943,150
	NET FLOOR AREA	72,156,870
CH	FLOOR AREA	53,701,431
	NET FLOOR AREA	43,190,897
CR	FLOOR AREA	5,553,148
	NET FLOOR AREA	22,377
CS	FLOOR AREA	552,184,718
	NET FLOOR AREA	457,619,619
CS-1	FLOOR AREA	4,581,242
	NET FLOOR AREA	3,208,842
DMU	FLOOR AREA	19,105,752

Base Zone	Data	Total
DR	FLOOR AREA	363,465,577
	NET FLOOR AREA	73,082,398
GO	FLOOR AREA	102,592,157
	NET FLOOR AREA	74,095,318
GR	FLOOR AREA	330,407,331
	NET FLOOR AREA	253,843,301
I	FLOOR AREA	75,633
	NET FLOOR AREA	24,360
IP	FLOOR AREA	95,779,434
	NET FLOOR AREA	79,640,828
L	FLOOR AREA	5,643,192
	NET FLOOR AREA	3,974,901
LI	FLOOR AREA	318,485,828
	NET FLOOR AREA	256,773,449
LO	FLOOR AREA	60,683,297
	NET FLOOR AREA	44,199,461
LR	FLOOR AREA	21,415,446
	NET FLOOR AREA	16,681,752
MI	FLOOR AREA	4,112,613
	NET FLOOR AREA	4,099,286
NO	FLOOR AREA	2,718,440
	NET FLOOR AREA	2,199,349
R&D	FLOOR AREA	33,360,624
	NET FLOOR AREA	24,114,544
W/LO	FLOOR AREA	3,125,114
	NET FLOOR AREA	2,310,828
Total Floor Area		**2,056,934,126**
Total Net Floor Area		**1,427,012,428**

7. The amount of non-residential floor expected in these areas, similar to footnote 4.
8. The total capacity of non-residential floor area that might be accommodated in the study area, which is a summation of items in footnotes 6 and 7.
9. An estimate of the number of DU's and non-residential square footage that exists on the ground as of year 2008, based on 2008-2009 data from the City and Travis Central Appraisal District. This information is provided for reference only.

Method 2

Method 2 uses conservative maximum UPA and FAR rates that account for the myriad of regulations that are not addressed in Method 1. This method has also been referred to as the "Reasonable Limits" method. These assumed rates are based on actual data from existing and future developments, and an in-depth 1987 study of FAR, which reviewed actual FAR by zoning district. In their research, Staff discovered that a number of developments throughout the City have FAR and UPA that are much lower than the maximum allowed rates. For example, Staff chose to use an FAR rate of 0.45:1 for General Commercial Services (CS) districts, even though a majority of projects in this zone typically have FAR's of 0.2:1.

Method 1 also assumed that all areas, regardless of whether they were already developed, would be redeveloped at some point to the maximum UPA and FAR rates. Method 2 differs from this by assuming that only 10 percent of developed areas will be redeveloped to their full development potential. The remaining ninety percent of the developed areas will be accounted for by taking the existing number of residential dwelling units and adding them to the number of Additional units to get a total capacity. The exception to this is that all areas zoned with a Mixed Use (MU) or Vertically Mixed Use (VMU) combining districts will be redeveloped. MU and VMU areas are also broken down into residential and commercial area splits: 50/50 for MU and 60/40 for VMU.

Table 2: Zoning Capacity Using Method 2

Additional Residential From	**Dwelling Units**
Undeveloped Areas [1]	35,222
10% of Developed SF and MF Areas (217,187 X 10%)[2]	21,719
All Mixed Use Areas [3]	56,708
Projection of TOD, PUDS, NBG [4]	110,881
Potential Additional[5]	**224,530**
Existing [6]	360,302
Total Potential [7]	**584,832**
Additional Non-residential From	**Floor Area (Sq Ft)**
Undeveloped Areas [8]	150,353,335
20% of Developed Commercial Areas (351,000,048 X 20%)[9]	70,200,010
All Mixed Use Areas [10]	28,125,460
Projection of TOD, PUDS, NBG [11]	84,239,295
Additional Non-residential Subtotal [12]	**332,918,099**
Existing [13]	191,992,723
Total Potential [14]	**524,910,822**

Explanation of Table 2 Footnotes:

1. The DU capacity in undeveloped areas zoned residential, excluding mixed use and vertical mixed use zones. It is calculated by summarizing the total acreage of these areas by their respective zones, removing the environmental areas from those sums, and multiplying each by the assumed UPA in each zone. The following table shows the calculations used to obtain the totals for footnotes 1 and 2. “Total” under the Acres column corresponds to acres in Gross Areas, while “Buildable” corresponds to Net Areas. “Peracre” corresponds to UPA.

Zoning Capacity and Redevelopment Analysis (V. 11)

Residential Data Supporting Table 2										
	Undeveloped					Developed				
	ACRES			UNITS		ACRES			UNITS	
BASEZONE	TOTAL	UNBUILDABLE	BUILDABLE	PERACRE	YIELD	TOTAL	UNBUILDABLE	BUILDABLE	PERACRE	YIELD
SF-1	283.5	80.4	203.1	2	406	2,973.1	582.9	2,390.2	2	4,780
SF-2	2,610.6	737.1	1,873.6	3	5,621	16,558.2	3,668.5	12,889.7	3	38,669
SF-3	1,003.3	322.2	681.1	5	3,406	17,674.9	4,217.0	13,458.0	5	67,290
SF-4	1,310.6	331.8	978.8	6	5,873	971.8	96.5	875.3	6	5,252
SF-5	3.6	1.3	2.3	7	16	50.9	17.2	33.7	7	236
SF-6	580.8	173.0	407.7	7	2,854	1,452.8	348.0	1,104.8	7	7,734
LA	738.4	375.6	362.8	1	181	1,301.7	663.0	638.7	1	639
MH	19.6	2.3	17.2	4	69	606.2	170.9	435.2	4	1,741
RR	4,016.8	1,384.5	2,632.3	1	2,632	4,804.8	1,549.8	3,255.0	1	3,255
MF-1	220.9	90.0	130.9	12	1,571	538.5	141.3	397.2	10	3,972
MF-2	548.6	160.3	388.3	18	6,989	2,743.1	653.5	2,089.6	16	33,434
MF-3	275.3	116.9	158.4	24	3,802	2,314.3	687.2	1,627.1	20	32,542
MF-4	82.3	23.6	58.7	30	1,762	641.1	126.6	514.4	30	15,433
MF-5	2.1	0.6	1.5	26	39	99.5	31.1	68.4	20	1,368
MF-6				50		23.7	5.4	18.3	46	843
Totals	**11,696.4**	**3,799.6**	**7,896.8**		**35,222**	**52,754.5**	**12,958.8**	**39,795.7**		**217,187**

2. The DU capacity in developed areas zoned residential, excluding mixed use and vertical mixed use zones. It is calculated the same way undeveloped areas are, with an additional step of multiplying the total by 10 percent, which is an assumption about how much of the developed area would be redeveloped. See table in footnote 1.
3. The dwelling unit capacity in developed and undeveloped areas zoned mixed use (MU) and vertical mixed use (VMU). It is calculated by summarizing the total acreage of these areas by their respective zones and removing the environmental areas acreage from those sums. Then, these areas are split into residential and non-residential areas – 50/50 for areas zoned mixed use, and 60/40 for areas zoned vertical mixed use (VMU). Finally, the totals for residential and non-residential areas are multiplied by their respective UPA and FAR assumptions. The following table shows the calculations used to obtain the totals for footnotes 3 and 10.

Mixed Use Data Supporting Table 2										
	SQ FEET			COMMERCIAL				RESIDENTIAL		
									UNITS	
BASEZONE	TOTAL	UNBUILDABLE	BUILDABLE	PERCENT	BASE_SQFT	RATIO (FAR)	YIELD	ACRES	PERACRE	YIELD
CH-V	142,300	0	142,300	0.40	56,920	1.75	99,610	2.0	42	82
CS-MU	56,846,641	11,065,091	45,781,550	0.50	22,890,775	0.30	6,867,233	525.5	30	15,765
CS-V	39,732,177	10,251,467	29,480,710	0.40	11,792,284	0.30	3,537,685	406.1	42	17,055
CS-1-MU				0.50		0.30			30	
CS-1-V				0.40		0.30			42	
LO-MU	6,432,899	1,523,619	4,909,281	0.50	2,454,640	0.40	981,856	56.4	16	902
LO-V	2,917,373	600,834	2,316,539	0.40	926,616	0.45	416,977	31.9	20	638
LR-MU	6,708,164	986,127	5,722,038	0.50	2,861,019	0.30	858,306	65.7	6	394
LR-V	1,077,304	391,758	685,546	0.40	274,218	0.35	95,976	9.4	10	94
NO-MU	912,665	203,568	709,097	0.50	354,549	0.30	106,365	8.1	16	130
NO-V	121,808	16,035	105,773	0.40	42,309	0.35	14,808	1.5	20	29
GO-MU	16,305,485	5,292,824	11,012,661	0.50	5,506,331	0.65	3,579,115	126.4	12	1,517
GO-V	4,962,279	926,315	4,035,964	0.40	1,614,386	0.60	968,631	55.6	14	778
GR-MU	61,463,894	15,806,839	45,657,056	0.50	22,828,528	0.40	9,131,411	524.1	28	14,674
GR-V	14,185,246	3,806,213	10,379,033	0.40	4,151,613	0.35	1,453,065	143.0	32	4,575
L-V	296,137	115,861	180,276	0.40	72,111	0.20	14,422	2.5	30	74
TOTALS	**212,104,373**	**50,986,548**	**161,117,825**		**75,826,299**		**28,125,460**	**1958.0**		**56,708**

4. The DU capacity projected by the City in separate studies of these areas. The table showing these projections is provided under Method 1, footnote 4.
5. The **additional** DU capacity that might be accommodated in the study area, which is a summation of items in footnotes 1 through 4.
6. The number of DU's that exists on the ground as of year 2008. See footnote 9 in Table 1.
7. The total zoning DU capacity that might be accommodated in the study area, which is a summation of items in footnotes 5 and 6.
8. The non-residential floor area capacity in undeveloped areas zoned non-residential, excluding mixed use and vertical mixed use zones. It is calculated by summarizing the total acreage of these areas by their respective zones, removing the environmental areas acreage from those sums, and multiplying each by the assumed FAR in each zone. The following table shows the calculations used to obtain the totals for footnotes 8 and 9.

Commercial Data Supporting Table 2										
	Undeveloped					Developed				
	SQ FEET			FLOOR AREA		SQ FEET			FLOOR AREA	
BASEZONE	TOTAL	UNBUILDABLE	BUILDABLE	RATIO (FAR)	YIELD	TOTAL	UNBUILDABLE	BUILDABLE	RATIO (FAR)	YIELD
CH	10,220,322	1,562,617	8,657,706	1.50	12,986,558	5,332,725	599,328	4,733,397.2	1.50	7,100,096
CR	153,892	113,161	40,731	0.15	6,110	46,919	3,802	43,116.1	0.15	6,467
CS	36,573,032	3,145,591	33,427,441	0.45	15,042,348	136,704,758	19,070,559	117,634,199.3	0.45	52,935,390
CS-1	141,890	77,691	64,199	0.45	28,889	2,030,236	544,135	1,486,100.8	0.45	668,745
DR	45,802,262	17,453,499	28,348,763	0.50	14,174,382	61,435,634	18,007,117	43,428,517.2	0.50	21,714,259
GO	23,360,701	6,073,424	17,287,277	0.75	12,965,458	53,008,208	11,563,443	41,444,764.2	0.75	31,083,573
GR	53,679,171	9,698,370	43,980,801	0.60	26,388,480	184,825,671	34,699,607	150,126,064.8	0.60	90,075,639
IP	33,102,086	3,708,936	29,393,150	0.50	14,696,575	59,880,435	10,396,185	49,484,250.1	0.50	24,742,125
L	6,612	6,612		4.00		402,649	86,063	316,586.2	4.00	1,266,345
LI	118,491,385	32,263,355	86,228,031	0.40	34,491,212	193,952,487	26,345,179	167,607,307.8	0.40	67,042,923
LO	14,118,176	3,892,177	10,225,999	0.50	5,112,999	59,243,309	14,171,751	45,071,558.3	0.50	22,535,779
LR	11,166,027	2,829,919	8,336,108	0.40	3,334,443	22,252,489	4,209,901	18,042,587.3	0.40	7,217,035
MI				0.60		4,112,613	13,327	4,099,286.4	0.60	2,459,572
NO	4,119,382	587,492	3,531,890	0.40	1,412,756	2,355,491	479,674	1,875,816.9	0.40	750,327
R&D	5,342,229	759,035	4,583,194	1.00	4,583,194	23,382,369	6,093,978	17,288,391.2	1.00	17,288,391
W/LO	7,113,071	1,983,142	5,129,929	1.00	5,129,929	5,387,384	1,274,002	4,113,382.5	1.00	4,113,382
TOTALS	**363,390,238**	**84,155,019**	**279,235,219**		**150,353,335**	**814,353,378**	**147,558,052**	**666,795,326**		**351,000,048**

9. The non-residential floor area capacity in developed non-residential zoned areas, excluding mixed use zones. It is calculated the same way undeveloped areas are, with an additional step of multiplying the total by 20 percent, which is an assumption about how much of the developed area would be redeveloped.
10. See footnote 3.
11. The amount of non-residential floor area expected in these areas. See footnote 4 under Table 1.
12. The additional non-residential floor area capacity, which is a summation of items in footnotes 8 through 11.
13. The amount of non-residential floor area that exists on the ground as of year 2008. See footnote 9 in Table 1.
14. The total non-residential floor area capacity that might be accommodated in the study area, which is a summation of items in footnotes 12 and 13.

Zoning Capacity by Neighborhood Planning Areas

Certain stakeholders also requested the City project zoning capacity by Neighborhood Planning Areas (NPA's), which are provided in Table 3 and 5, and to project the future population and population density

that might be accommodated in those areas, provided in Table 4. Staff used Method 2 to calculate these numbers.

The issues raised before about accuracy are more pronounced when providing this information on a NPA level. Each NPA has unique characteristics and specific regulatory issues that are not directly addressed using the broad City-wide assumptions used in this study. It could be said that each NPA deserves a separate study to ensure that these nuances are captured. Areas that have unique issues include the East and West Oak Hill Planning that are subject to much stricter impervious cover restrictions than are other neighborhoods. The West University NPA is subject to permissive height regulations which allow for much greater density than what is stated here. A number of neighborhoods have differing vertical mixed use options, allowing for a wide variety of development density. A final example of unique neighborhoods are the St. Johns and Coronado Hills areas that have a number of existing multi-family developments that are currently zoned commercial.

It is also worth noting that the assumptions for persons per household can change over time. For example, there has been a trend towards smaller households in some areas of the City, and larger ones in other areas that might reduce or increase future population.

Table 3: Residential Dwelling Unit Potential and Population by Neighborhood Planning Areas

	Dwelling Units				Population		
Neighborhood Planning Area	Total Additional[1]	Existing[2]	Total Potential[3]	PPU[4]	Existing[5]	Total Projected[6]	Additional[7]
ALLANDALE	2,567	3,536	6,103	1.8	6,467	11,161	4,694
BARTON HILLS	1,087	5,113	6,200	1.7	8,511	10,320	1,809
BOULDIN CREEK	1,478	2,819	4,297	2.2	6,170	9,404	3,234
BRENTWOOD	4,182	4,144	8,326	2.0	8,214	16,504	8,290
CENTRAL EAST AUSTIN	2,036	1,976	4,012	2.6	5,181	10,521	5,340
CHESTNUT	479	635	1,114	2.9	1,832	3,213	1,381
CORONADO HILLS	307	1,601	1,908	2.3	3,739	4,457	718
CRESTVIEW	1,374	2,152	3,526	1.9	4,079	6,684	2,605
DAWSON	1,247	1,406	2,653	2.5	3,539	6,678	3,139
EAST CESAR CHAVEZ	1,180	1,263	2,443	3.1	3,899	7,542	3,643
EAST CONGRESS	1,454	1,537	2,991	2.3	3,495	6,802	3,307
EAST OAK HILL	7,290	7,175	14,465	1.9	13,890	28,002	14,112
FRANKLIN PARK	1,563	4,493	6,056	3.7	16,739	22,563	5,824
GALINDO	830	2,001	2,831	2.0	4,084	5,777	1,693
GARRISON PARK	1,514	4,932	6,446	2.4	11,710	15,305	3,595
GEORGIAN ACRES	1,219	3,906	5,125	2.2	8,680	11,389	2,709
GOVALLE	2,919	1,424	4,343	3.5	4,946	15,085	10,139
HANCOCK	1,072	2,610	3,682	2.0	5,168	7,290	2,122
HERITAGE HILLS	306	2,389	2,695	2.3	5,377	6,066	689
HIGHLAND	4,709	2,165	6,874	2.1	4,600	14,605	10,005
HOLLY	2,435	1,553	3,988	2.9	4,551	11,687	7,136
HYDE PARK	384	3,548	3,932	1.8	6,330	7,015	685
JOHNSTON TERRACE	1,843	608	2,451	3.2	1,956	7,887	5,931
MCKINNEY	962	1,128	2,090	3.4	3,827	7,092	3,265
MLK	2,903	1,882	4,785	3.1	5,747	14,612	8,865
MLK-183	4,272	2,858	7,130	2.8	8,083	20,164	12,081

Zoning Capacity and Redevelopment Analysis (V. 11)

	Dwelling Units				Population		
Neighborhood Planning Area	**Total Additional[1]**	**Existing[2]**	**Total Potential[3]**	**PPU[4]**	**Existing[5]**	**Total Projected[6]**	**Total Additional[7]**
MONTOPOLIS	4,957	3,339	8,296	2.7	9,030	22,435	13,405
NORTH AUSTIN CIVIC ASSOCIATION	1,462	11,228	12,690	2.5	27,525	31,110	3,585
NORTH LAMAR	767	2,257	3,024	2.6	5,931	7,946	2,015
NORTH LOOP	1,709	2,793	4,502	2.1	5,814	9,371	3,557
NORTH SHOAL CREEK	687	2,164	2,851	1.8	3,949	5,203	1,254
NORTH UNIVERSITY	311	2,762	3,073	1.7	4,754	5,288	534
OLD ENFIELD	187	659	846	1.8	1,186	1,523	337
OLD WEST AUSTIN	1,256	3,252	4,508	1.4	4,508	6,249	1,741
PARKER LANE	2,107	5,003	7,110	1.8	9,224	13,109	3,885
PECAN SPRINGS-SPRINGDALE	2,748	1,709	4,457	3.3	5,564	14,510	8,946
PLEASANT VALLEY	2,147	6,320	8,467	1.8	11,381	15,248	3,867
RIVERSIDE	1,551	7,592	9,143	2.1	16,285	19,612	3,327
ROSEDALE	895	3,392	4,287	1.8	6,132	7,750	1,618
ROSEWOOD	1,873	1,739	3,612	2.8	4,853	10,080	5,227
SOUTH LAMAR	2,756	4,881	7,637	2.0	9,549	14,940	5,391
SOUTH MANCHACA	2,257	3,049	5,306	2.4	7,179	12,494	5,315
SOUTH RIVER CITY	1,597	3,682	5,279	1.9	7,067	10,132	3,065
SOUTHEAST	1,865	628	2,493	2.9	1,830	7,264	5,434
ST. EDWARDS	3,420	2,337	5,757	2.0	4,701	11,580	6,879
ST. JOHNS	505	3,354	3,859	3.0	9,917	11,411	1,494
SWEETBRIAR	4,045	1,966	6,011	3.0	5,938	18,155	12,217
UNIVERSITY HILLS	1,481	1,954	3,435	2.7	5,343	9,392	4,049
UPPER BOGGY CREEK	2,002	2,795	4,797	2.0	5,649	9,695	4,046
WEST AUSTIN NEIGH	1,109	5,806	6,915	1.8	10,451	12,447	1,996
WEST CONGRESS	2,567	947	3,514	3.3	3,107	11,530	8,423
WEST OAK HILL	8,419	6,038	14,457	2.7	16,004	38,320	22,316
WEST UNIVERSITY	1,375	7,464	8,839	1.7	12,691	15,029	2,338
WESTGATE	276	1,740	2,016	2.4	4,132	4,788	656
WINDSOR HILLS	647	2,793	3,440	2.4	6,682	8,231	1,549
WINDSOR PARK	6,812	6,641	13,453	2.6	17,337	35,120	17,783
WINDSOR ROAD	564	1,371	1,935	3.1	4,274	6,032	1,758
WOOTEN	1,547	2,148	3,695	2.8	5,957	10,248	4,291
ZILKER	1,902	3,311	5,213	1.9	6,308	9,931	3,623
TOTALS	**119,416**	**185,968**	**305,384**		**421,066**	**713,998**	**292,932**

Explanation of Table 3 Footnotes:

1. The additional dwelling units that might be achieved using Method 2. See note 5 in Table 2.
2. A current estimate of the existing number of dwelling units. See note 9 in Table 1.
3. The total zoning DU capacity that might be accommodated in the study area, which is a summation of items in footnotes 1 and 2.
4. An assumption about the number of persons living in each unit. It was obtained by dividing the total in footnote 5 by the total in footnote 2. The West Austin Neighborhood Group and Old Enfield were not established in 2005. The persons per unit assumptions are based on similar neighborhoods.

5. An estimate of existing population in each NPA provided by the City Demographer in 2005
6. A projection of future population capacity obtained by multiplying the item in footnote 5 by the item in footnote 4.
7. The additional population capacity, obtained by subtracting the item in footnote 5 from the item in footnote 6.

Table 4: Residential Gross Density (Persons per Acre) in Neighborhood Planning Areas

	Population			Persons Per Acre	
		Total	Total		
Neighborhood Planning Area	Existing	Projected	Acres[1]	Existing[2]	Projected[3]
ALLANDALE	6,467	11,161	1,301	5.0	8.6
BARTON HILLS	8,511	10,320	2,041	4.2	5.1
BOULDIN CREEK	6,170	9,404	764	8.1	12.3
BRENTWOOD	8,214	16,504	1,015	8.1	16.3
CENTRAL EAST AUSTIN	5,181	10,521	619	8.4	17.0
CHESTNUT	1,832	3,213	181	10.1	17.7
CORONADO HILLS	3,739	4,457	353	10.6	12.6
CRESTVIEW	4,079	6,684	652	6.3	10.2
DAWSON	3,539	6,678	317	11.2	21.1
EAST CESAR CHAVEZ	3,899	7,542	436	8.9	17.3
EAST CONGRESS	3,495	6,802	772	4.5	8.8
EAST OAK HILL	13,890	28,002	4,968	2.8	5.6
FRANKLIN PARK	16,739	22,563	1,402	11.9	16.1
GALINDO	4,084	5,777	436	9.4	13.2
GARRISON PARK	11,710	15,305	1,258	9.3	12.2
GEORGIAN ACRES	8,680	11,389	670	13.0	17.0
GOVALLE	4,946	15,085	1,010	4.9	14.9
HANCOCK	5,168	7,290	541	9.5	13.5
HERITAGE HILLS	5,377	6,066	879	6.1	6.9
HIGHLAND	4,600	14,605	864	5.3	16.9
HOLLY	4,551	11,687	456	10.0	25.6
HYDE PARK	6,330	7,015	485	13.0	14.5
JOHNSTON TERRACE	1,956	7,887	618	3.2	12.8
MCKINNEY	3,827	7,092	1,708	2.2	4.2
MLK	5,747	14,612	989	5.8	14.8
MLK-183	8,083	20,164	2,130	3.8	9.5
MONTOPOLIS	9,030	22,435	1,421	6.4	15.8
NORTH AUSTIN CIVIC ASSOCIATION	27,525	31,110	1,962	14.0	15.9
NORTH LAMAR	5,931	7,946	627	9.5	12.7
NORTH LOOP	5,814	9,371	615	9.5	15.2
NORTH SHOAL CREEK	3,949	5,203	656	6.0	7.9
NORTH UNIVERSITY	4,754	5,288	235	20.2	22.5
OLD ENFIELD	1,186	1,523	210	5.6	7.2
OLD WEST AUSTIN	4,508	6,249	597	7.5	10.5
PARKER LANE	9,224	13,109	1,131	8.2	11.6
PECAN SPRINGS-SPRINGDALE	5,564	14,510	978	5.7	14.8
PLEASANT VALLEY	11,381	15,248	1,462	7.8	10.4
RIVERSIDE	16,285	19,612	730	22.3	26.9

Zoning Capacity and Redevelopment Analysis (V. 11)

	Population			Persons Per Acre	
		Total	Total		
Neighborhood Planning Area	Existing	Projected	Acres[1]	Existing[2]	Projected[3]
ROSEDALE	6,132	7,750	846	7.2	9.2
ROSEWOOD	4,853	10,080	572	8.5	17.6
SOUTH LAMAR	9,549	14,940	777	12.3	19.2
SOUTH MANCHACA	7,179	12,494	889	8.1	14.1
SOUTH RIVER CITY	7,067	10,132	725	9.7	14.0
SOUTHEAST	1,830	7,264	1,800	1.0	4.0
ST. EDWARDS	4,701	11,580	726	6.5	15.9
ST. JOHNS	9,917	11,411	763	13.0	15.0
SWEETBRIAR	5,938	18,155	601	9.9	30.2
UNIVERSITY HILLS	5,343	9,392	726	7.4	12.9
UPPER BOGGY CREEK	5,649	9,695	713	7.9	13.6
WEST AUSTIN NEIGH GROUP	10,451	12,447	2,033	5.1	6.1
WEST CONGRESS	3,107	11,530	375	8.3	30.7
WEST OAK HILL	16,004	38,320	6,155	2.6	6.2
WEST UNIVERSITY	12,691	15,029	473	26.9	31.8
WESTGATE	4,132	4,788	537	7.7	8.9
WINDSOR HILLS	6,682	8,231	789	8.5	10.4
WINDSOR PARK	17,337	35,120	1,525	11.4	23.0
WINDSOR ROAD	4,274	6,032	545	7.8	11.1
WOOTEN	5,957	10,248	614	9.7	16.7
ZILKER	6,308	9,931	743	8.5	13.4
TOTALS	**421,066**	**713,998**	**60,418**	**7.0**	**11.8**

Explanation of Table 4 Footnotes:

1. The total acres of the Neighborhood Planning Area based on 2011 data
2. Existing Population divided by the Total Acres
3. The Projected Population divided by the Total Acres

Table 5: Non-residential Floor Area Potential by Neighborhood Planning Areas

Neighborhood Planning Area	Total Floor Area Potential[1]
ALLANDALE	2,510,801
BARTON HILLS	3,775,867
BOULDIN CREEK	2,317,988
BRENTWOOD	2,478,548
CENTRAL EAST AUSTIN	1,496,890
CHESTNUT	229,868
CORONADO HILLS	446,926
CRESTVIEW	1,645,972
DAWSON	844,451
EAST CESAR CHAVEZ	1,198,628
EAST CONGRESS	5,339,920
EAST OAK HILL	12,593,669
FRANKLIN PARK	5,958,314
GALINDO	581,837
GARRISON PARK	1,558,531

Zoning Capacity and Redevelopment Analysis (V. 11)

Neighborhood Planning Area	Total Floor Area Potential
GEORGIAN ACRES	2,769,029
GOVALLE	3,040,118
HANCOCK	2,179,006
HIGHLAND	4,876,687
HOLLY	1,728,573
HYDE PARK	300,321
JOHNSTON TERRACE	2,132,591
MCKINNEY	15,662,865
MLK	1,151,974
MLK-183	6,010,399
MONTOPOLIS	5,266,383
NORTH AUSTIN CIVIC ASSOCIATION	5,592,150
NORTH LAMAR	2,724,467
NORTH LOOP	2,382,376
NORTH SHOAL CREEK	3,921,545
NORTH UNIVERSITY	361,011
OLD WEST AUSTIN	1,808,869
PARKER LANE	6,406,229
PECAN SPRINGS-SPRINGDALE	1,519,173
PLEASANT VALLEY	2,975,529
RIVERSIDE	1,904,917
ROSEDALE	1,429,154
ROSEWOOD	656,017
SOUTH LAMAR	2,384,463
SOUTH MANCHACA	1,890,172
SOUTH RIVER CITY	2,206,738
SOUTHEAST	19,625,175
ST. EDWARDS	4,861,427
ST. JOHNS	4,216,123
SWEETBRIAR	1,820,137
TRIANGLE STATE	767,037
UNIVERSITY HILLS	971,334
UPPER BOGGY CREEK	966,608
WEST AUSTIN NEIGH. GROUP	521,238
WEST CONGRESS	1,270,591
WEST OAK HILL	11,840,380
WEST UNIVERSITY	2,860,847
WESTGATE	1,162,386
WINDSOR HILLS	1,806,245
WINDSOR PARK	3,621,070
WINDSOR ROAD	1,320,668
WOOTEN	2,376,779
ZILKER	2,167,277
TOTAL	**194,258,543**

Explanation of Table 5 Footnotes:

1. The total floor area potential for each NPA using Method 2.

Redevelopment Analysis

The City of Austin has encouraged redevelopment through a variety of overlay and combining districts, with the intention of promoting stability of existing neighborhoods, sustainable development, and accommodating the demand for affordable housing, to name a few. The purpose of this redevelopment analysis was to determine what parts of the City might redevelop in the foreseeable future, and incorporate this information in the Reasonable Limits Analysis.

Unfortunately, detailed information on redevelopment is not readily available. There are a number of on-going and well publicized redevelopments in the City, such as those occurring in the previously mentioned PUD, TOD, and NBG areas, among others. In the meantime, City staff compared building permits issued in the years 2007 to 2010 to areas that were previously developed as of 2006. They determined that approximately two percent of residential areas and 8 percent of non-residential areas were redeveloped during those four years, which were considered to be average periods of development activity. This compares to the 10 percent redevelopment rate that was assumed for residential and commercial areas in the Reasonable Limits Analysis (while all mixed and vertical mixed use areas were assumed to redevelop). Additional study is needed to develop a useful percentage of redevelopment that can be applied to future zoning capacity studies.

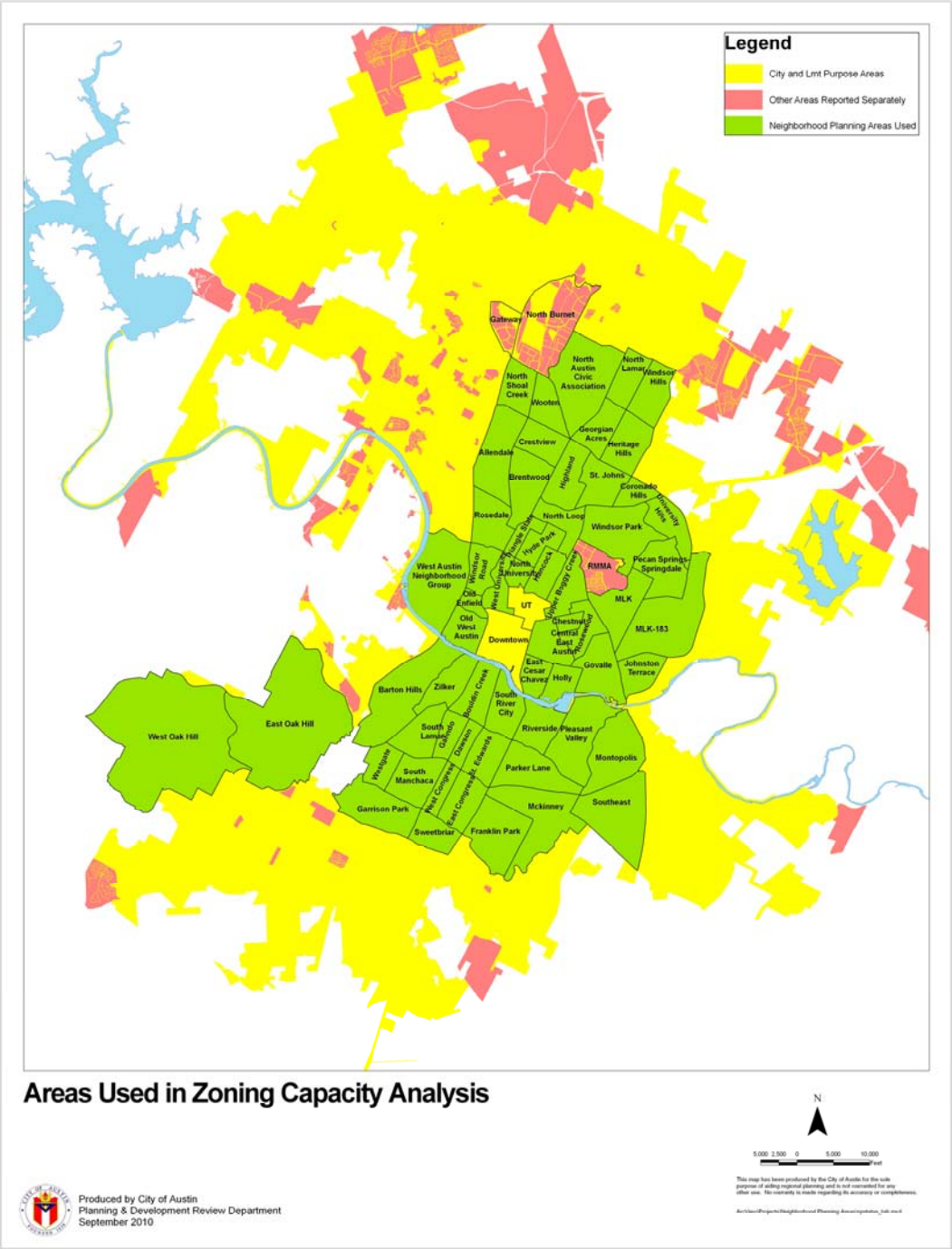
Table 6: Acres Redeveloped by Land Use

		Redeveloped Since 2006	
Land Use	**Total Acres 2006**	**Acres**	**% of 2006**
Single Family	43,054	696	1.6%
Mobile Homes	1,550	8	0.5%
Large-lot Single Family	2,009	144	7.2%
Multi-family	8,997	300	3.3%
Residential Totals	**55,610**	**1,148**	**2.1%**
Commercial	8,082	735	9.1%
Office	4,984	175	3.5%
Industrial and Mining	7,132	422	5.9%
Civic	8,731	1,553	17.8%
Open Space	45,588	1,681	3.7%
Transportation	4,849	1,984	40.9%
Utilities	1,707	3	0.2%
Non-residential Totals	**81,074**	**6,553**	**8.1%**

Appendices:

1. Areas Used in Zoning Capacity Analysis
2. Site Development Standards
3. Compatibility and Height Setbacks
4. City of Austin Parking Ratio Requirements
5. Watershed Regulations Summary Table

Appendix 1



Zoning Capacity data was calculated for the areas in green and yellow. Areas in pink represent the PUD's, TOD's, and NBG areas where estimates of future development were previously provided, and added to the zoning capacity analyses. The areas in green represent Neighborhood Planning areas.

Appendix 2

Site Development Standards

Residential Zoning Districts

	LA	RR	SF-1	SF-2	SF-3	SF-4A	SF-4B	SF-5	SF-6	MF-1	MF-2	MF-3	MF-4	MF-5	MF-6	MH
Minimum Lot Size (Square Feet)	43,560	43,560	10,000	5,750	5,750	3,600**	**	5,750	5,750	8,000	8,000	8,000	8,000	8,000	8,000	--
Minimum Lot Width	100	100	60	50	50	40	**	50	50	50	50	50	50	50	50	--
Maximum Dwelling Units Per Lot	1	1	1	1	**	1	**	--	--	**	**	**	**	**	**	--
Maximum Height	35	35	35	35	35	35	**	35	35	40	40 or 3 stories	40	60	60	90	--
Minimum Setbacks																--
Front Yard	40	40	25	25	25	15	**	25	25	25	25	25	15	15	15	--
Street Side Yard	25	25	15	15	15	10	**	15	15	15	15	15	15	15	15	--
Interior Side Yard	10	10	5	5	5	**	10	5	5	5	5	5	5	5	5	--
Rear Yard	20	20	10	10	10	**	**	10	10	10	10	10	10	10	10	--
Maximum Building Coverage	--	20%	35%	40%	40%	55%	40%	40%	40%	45%	50%	55%	60%	60%	70%	--
Maximum Impervious Cover	**	25%	40%	45%	45%	65%	60%	55%	55%	55%	60%	65%	70%	70%	80%	--
Maximum Floor Area Ratio	--	--	--	--	--	--	--	--	--	--	--	0.75:1	0.75:1	1:1	--	--
Maximum Units Per Acre	--	--	--	--	--	--	--	--	--	17	23	36	36-54**	54	--	--

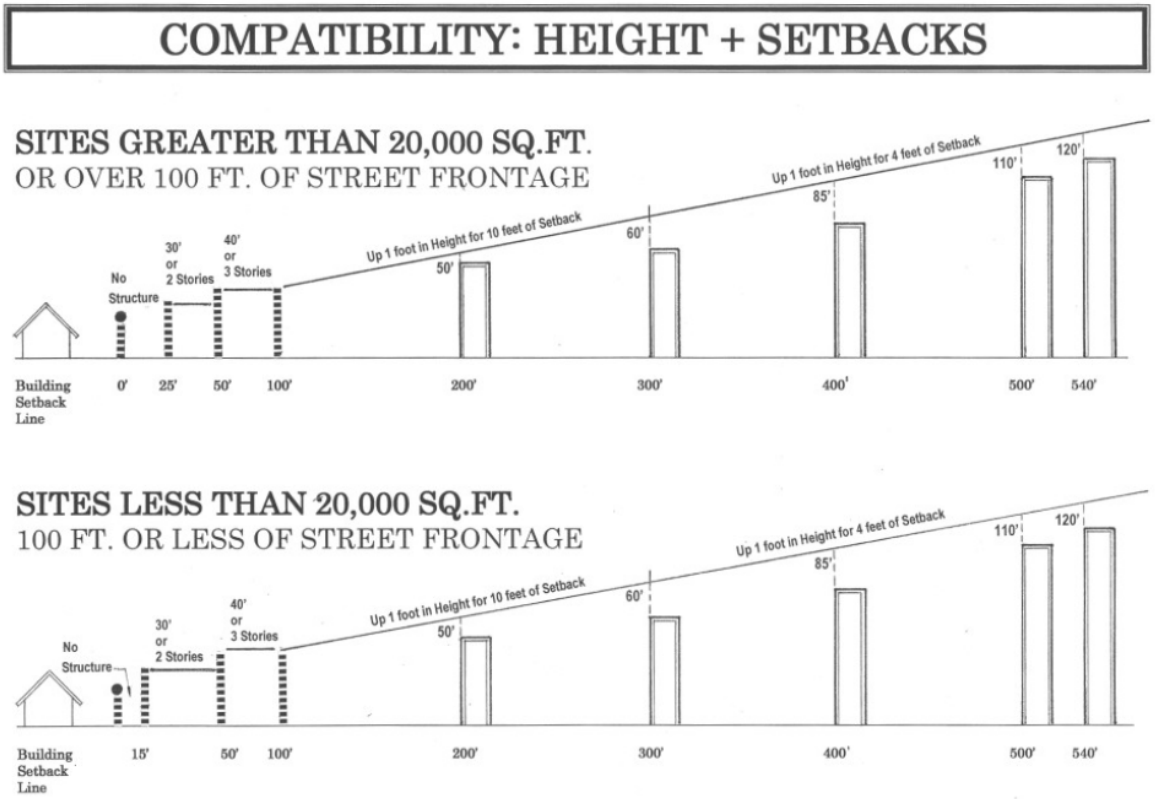
Commercial Zoning Districts

	NO	LO	GO	CR	LR	GR	L	CBD	DMU	W/LO	CS	CS-1	CH	IP	MI	LI	R&D	DR	AV	AG	P
Minimum Lot Size (Square Feet)	5,750	5,750	5,750	20,000	5,750	5,750	5,750	--	--	43,560	5,750	5,750	20,000	43,560	50 acres	5,750	**	10 acres	**	10 acres	**
Minimum Lot Width	50	50	50	100	50	50	50	--	--	100	50	50	100	100	250	50	100	100	**	--	**
Maximum Height	35 or 2 stories	40 or 3 stories	60	40	40 or 3 stories	60	200	**	120	25 or 1 story	60	60	**	60	120	60	45	35	**	60	**
Minimum Setbacks																					
Front Yard	25	25	15	50	25	10	10	--	--	25	10	10	50	25	--	--	75	25	**	100	**
Street Side Yard	15	15	15	50	15	10	10	--	--	25	10	10	50	25	--	--	**	25	**	100	**
Interior Side Yard	5	5	5	20	--	--	--	--	--	5	--	--	25	**	**	**	**	10	**	100	**
Rear Yard	5	5	5	20	--	--	--	--	--	25	--	--	25	**	**	**	**	10	**	100	**
Maximum Building Coverage	35%	50%	60%	25%	50%	75%	50%	100%	100%	--	95%	95%	85%	50%	75%	75%	40%	12,000	**	--	**
Maximum Impervious Cover	60%	70%	80%	60%	80%	90%	50%	100%	100%	70%	95%	95%	85%	80%	80%	80%	**	15,000	**	--	**
Maximum Floor Area Ratio	0.35:1	0.7:1	1:1	0.25:1	0.5:1	1:1	8:1	8:1	5:1	0.25:1	2:1	2:1	3:1	1:1	1:1	1:1	**	--	**	--	**

*** See Austin City Code Volume III (Land Development Code)*

Updated 2/23/2006

Appendix 3



Notes:

Compatibility Standards are applicable to all property adjoining or across the street from a lot zoned or used as a SF-5 or more restrictive or within 540 feet from a lot zoned SF-5 or more restrictive.

Compatibility includes:

(1) Height (2) Setback Provisions (3) Scale & Clustering (4) Buffering (5) Recognition of passive uses within flood plain (6) Design of Signs (7) Noise of Mechanical Equipment (8) Lighting (9) Parking & Driveways.

Appendix 4

CITY OF AUSTIN PARKING RATIO REQUIREMENTS

(Excerpts from the Land Development Code Sec. 25-6 Appendix A)

Parking requirements for development in the City of Austin are based upon the proposed specific land use as identified in the tables below. For uses not listed below, refer to the Land Development Code, Sec. 25-6 Appendix A or visit the City of Austin website address at www.ci.austin.tx.us/development.

Other Parking Related Provisions:

- Sites with more than 12 spaces may designate up to 30 percent of the parking for compact vehicles.
- Handicapped parking spaces are required per the. LDC, Sec. 25-6-474.
- Special parking provisions apply for sites zoned Central Bus. District (CBD), Downtown Mixed Use (DMU), Reductions in Urban Core, Sec. 25-6-478, and CURE districts in accordance with LDC Sec. 25-6-591 and 25-6-593.
- Loading space and bicycle parking spaces may be required in accordance with LDC Sec. 25-6 Appendix A

Residential

Land Use	Parking Ratio
Single Family Residential	2 spaces/dwelling unit
Duplex or Single Family Attached (Standard)	2 spaces/dwelling unit
Duplex or Single Family Attached (Greater than 4,000 sq. ft. or more than 6 bedrooms)	1 space per bedroom
Townhouse Residential	2 spaces/dwelling unit
Lodginghouse Residential (Bed and Breakfast)	1 space/dwelling unit plus 1 space/rented room

Land Use	Parking Ratio
Multifamily or Condominium	
Efficiency	1.0 spaces/unit
One Bedroom	1.5 spaces/unit
Two Bedroom	2.0 spaces/unit
Three Bedroom	2.5 spaces per unit
Each Addn Bedroom	0.5 spaces per bedroom per unit
Group Residential (Boarding House)	1 space/dwelling unit plus 1 space per 2 lodgers or tenants

Civic

Land Use	Parking Ratio
Convalescent Services	1 space per 4 beds patient cap. plus 1 per 2 employees max. shift
Guidance Services	
• Residential	1 space per 4 patients
• Non-Residential	1 space/275 sq. ft.
Day Care Services	1 space per employee
Hospital Services	
• General	1 space/4 beds patient cap. plus 1 space/2 employees max. shift
Telecommunication Tower	Director Determination

Land Use	Parking Ratio
Religious Assembly	
• Within mixed use shopping ctr/bldg.	1 space per 275 sq. ft.
• Stand-Alone Site	
Fixed Seating	1 space/10 seats in sanctuary (18" linear pew space equals 1 seat)
(or)	
Non-Fixed Seating	
Sanctuary/Lobby	1/70 s.f.
Fellowship Hall	1/150
Religious. Ed.	1/200
Kitchen	1/2000
Office	1/275 s.f.
Halls/Restrooms	None

Rev. 12/03

Commercial

Land Use	Parking Ratio
Admin./Prof. Office	1 space/275 sq. ft.
Automotive Repair	1 space/275 sq. ft.
Auto Sales or Rental Office Indoor Sales Outdoor Sales Indoor Warehs/Mfg Outdoor Storage	 1/275 s.f. 1/500 s.f. 1/750 s.f. 1/1000 s.f. 1/2000 s.f.
Auto Washing Automatic Manual (coin-op)	 1 space per 2 employees and 6 queue spaces per queue line 3 queue spaces per queue line (the car wash bay may be counted as 1 space)
Cocktail Lounge • up to 2,500 sq. ft. • 2,501 to 10,000 sq. ft. • 10,000+ sq. ft.	 1 space/100 sq. ft. 1 space/50 sq. ft. 1 space/25 sq. ft.
Convenience Storage (Mini-warehouse)	1 space per 4,000 sq. ft.
Meeting Halls	1 space per 50 sq. ft.
Financial Services Drive-In	1 space/275 sq. ft. 8 queue spaces/lane
Food Sales (Conv. Store)	1 space/275 sq. ft.
Furniture or Carpet Store	1 space/500 sq. ft.
General Retail Sales (Convenience or general)	1 space/275 sq. ft.
Hotel/Motel • Other uses within hotel-motel	1.1 spaces/room • If not an accessory use, 80% of parking otherwise required by the Code

Land Use	Parking Ratio
Indoor Sports and Rec. (except below) • Billiard Parlor • Bowling Alley	1 space/500 sq. ft. 1 space/100 sq. ft. 1 space/275 sq. ft.
Liquor Sales (Package Store)	1 space/275 sq. ft.
Medical Office • Free-standing clinic or office • Within shopping ctr or mixed use bldg.	 1 space per 200 sq. ft. 1 space per 275 sq. ft.
Personal Improvement Services	1 space/275 sq. ft.
Personal Services	1 space/275 sq. ft.
Pet Services	1 space/275 sq. ft.
Restaurant • <2,500 sq. ft. • 2,500+ sq. ft. • If no customer service or dining area provided • Drive-thru Lanes	 1 space/100 sq. ft. 1 space/75 sq. ft. 1 space/275 sq. ft. 8 queue spaces/lane
Service Station/Lube	1 space/bay plus 3 queuing spaces/bay
Warehouse/Mfg. Office Indoor sales/serv. Outdoor sales/serv. Indoor storage, mfg/serv. Outdoor storage	 1 space per 275 sq. ft. 1 space per 500 sq. ft. 1 space per 750 sq. ft. 1 space per 1,000 sq. ft. 1 space per 2,000 sq. ft.

Rev. 12/03

Appendix 5

Watershed Protection Development Review

WATERSHED ORDINANCES

Watershed Regulations Summary Table

IMPERVIOUS COVER	DESIRED DEVELOPMENT ZONE			DRINKING WATER PROTECTION ZONE		
	URBAN	SUBURBAN CITY LIMITS	SUBURBAN North Edwards/ETJ	WATER SUPPLY SUBURBAN	WATER SUPPLY RURAL	BARTON SPRINGS ZONE
Uplands (Net Site Area)						R = Recharge BC = Barton Creek C = Contributing
						R / BC / C
Single-Family	No Limitation	45-60%	45-60%	30-40%	1 Unit / 1-2 acres	15% / 20% / 25%
Multi-Family	No Limitation	60-70%	60-65%	40-55%	20-25%	15% / 20% / 25%
Commercial	No Limitation	80-90%	65-70%	40-55%	20-25%	15% / 20% / 25%
Water Quality Transition Zone	N/A	30%	30%	18%	1 SF Unit / 3 acres	1 SF Unit / 3 acres None over recharge
Transfers Allowed	No	Yes	Yes	Yes	Yes	No
WATERWAY CLASSIFICATIONS	URBAN	SUBURBAN CITY LIMITS	SUBURBAN North Edwards/ETJ	WATER SUPPLY SUBURBAN	WATER SUPPLY RURAL	BARTON SPRINGS ZONE
Minor	64 acres	320-640 acres	320-640 acres	128-320 acres	64-320 acres	64-320 acres
Intermediate	64 acres	640-1280 acres	640-1280 acres	320-640 acres	320-640 acres	320-640 acres

Major	64 acres	over 1280 acres	over 1280 acres	over 640 acres	over 640 acres	over 640 acres
						Williamson/Slaughter same as WSS
WATERWAY SETBACKS	**URBAN**	**SUBURBAN CITY LIMITS**	**SUBURBAN North Edwards/ETJ**	**WATER SUPPLY SUBURBAN**	**WATER SUPPLY RURAL**	**BARTON SPRINGS ZONE**
Critical Water Quality Zone						
Minor	50-400 ft.	50-100 ft.	50-100 ft.	50-100 ft.	50-100 ft.	50-100 ft.
Intermediate	50-400 ft.	100-200 ft.	100-200 ft.	100-200 ft.	100-200 ft.	100-200 ft.
Major	50-400 ft.	200-400 ft.	200-400 ft.	200-400 ft.	200-400 ft.	200-400 ft.
						Barton 400 ft. min.
Water Quality Transition Zone						
Minor	Not Required	100 ft.	100 ft.	100 ft.	100 ft.	100 ft.
Intermediate	Not Required	200 ft.	200 ft.	200 ft.	200 ft.	200 ft.
Major	Not Required	300 ft.	300 ft.	300 ft.	300 ft.	300 ft.
WATER QUALITY CONTROLS	**URBAN**	**SUBURBAN CITY LIMITS**	**SUBURBAN North Edwards/ETJ**	**WATER SUPPLY SUBURBAN**	**WATER SUPPLY RURAL**	**BARTON SPRINGS ZONE**
Treatment Standard	Sed/Fil	Sed/Fil	Sed/Fil	Sed/Fil	Sed/Fil	Non-Degradation
Alternatives Strategies Allowed	Yes	Yes	Yes	Yes	Yes	No
Optional Payment-in-Lieu	Yes	No	No	No	No	No

MEMORANDUM

TO: Mayor and City Council

FROM: Greg Guernsey, Neighborhood Planning and Zoning Department
974-2387

RE: Draft Imagine Austin Comprehensive Plan

Description of Backup Information

- Draft Imagine Austin Comprehensive Plan

Planning Process

The process to develop the *Imagine Austin Comprehensive Plan* was divided into four phases—Plan Kickoff, Vision and Plan Framework, Creating the Comprehensive Plan, and Draft Plan Review.

Phase One—Plan Kickoff

This phase of the process involved designing and beginning the process to create the comprehensive plan. The significant elements of this phase involved the consultants getting to know Austin and meeting with the community. It also included both staff and consultants reviewing existing plans and finalizing the Community Inventory (a document with different types of information and data about Austin and its extraterritorial jurisdiction [ETJ]. See the following URL for a link to the Community Inventory: http://www.imagineaustin.net/community-inventory).

It was during this phase that the process to create the comprehensive plan was designed. This included assigning roles and responsibilities for City of Austin staff, the consultant team, and the public. The phase culminated with Kick-Off Party held at the Austin Convention Center on October 12, 2010 which was attended by more than 230 members of the public, plus an additional 40 children from Austin recreation centers.

Phase Two—Vision and Plan Framework

This phase of the process revolved around a series of public meetings (Community Forum Series [CFS] #1, #2, and #3.) During each of these series of meetings, the public was asked to considered different aspects of Austin and its future.

During CFS #1, the community was asked what they valued most about Austin, what needs to change to make it a better place, and what type of city could it be if the issues facing the community were addressed. This input was synthesized into elements of the Vision Statement.

During CFS #2, participants were asked to comment on the elements of the Vision Statement and engaged in a chip exercise to assign future population and job growth, identified areas to be preserved from development, and indicated the types and locations of future transportation improvements. The results from this exercise were synthesized into four different future growth scenarios:

- **Scenario A**—A widely dispersed development pattern spreading future growth all over Austin and its ETJ.
- **Scenario B**—It directed growth in a crescent shape along US 183 in the north arching to the south and directed most development east of Mopac with a significant amount development located between IH-35 and SH 130.
- **Scenario C**—A more compact growth pattern directing a significant amount of redevelopment to the central city with dense concentrations of people and jobs located in centers mostly located to the north, east, and south.
- **Scenario D**—The most compact development pattern and directed most of the jobs and people into the central city.

In addition, Comprehensive Planning staff developed a fifth scenario that reflected current regulations, development patterns, and growth trends. These scenarios were analyzed using a number of sustainability indicators such as land consumed, amount of CO2 emitted, development over the Edwards Aquifer, and the relative infrastructure costs associated with each scenario.

During CFS #3, the community was asked to indicate their preferred scenario and was provided the indicator results to assist in the task. The public's preferences resulted in a map capturing significant elements of Scenarios C and D. This Preferred Growth Scenario map later evolved in the Growth Concept Map.

The significant work products of Phase Two were the Plan Framework and Preferred Growth Scenario which served as the basis for the next phase of the process.

Phase Three—Creating the Comprehensive Plan

During this phase of the process, staff reached out to people and groups with interest and expertise in the plan's elements to join topic-specific working groups. Their assignment was to create actions to implement the policy directions created in Phase Two. Over the course of 20 meetings the working groups generated and honed the actions from a beginning number of over 3,000 to a little more than 200. During this phase, with input from the working groups, the Preferred Growth Scenario evolved into the Growth Concept Map.

Phase Four—Draft Plan Review

This phase began with a Plan Release Party held at the Carver Museum and Cultural Center on October 1, 2011. More than 600 people attended the event to review the draft plan, rank plan elements, eat from food trailers, and listen to live music.

This phase asked the community to read the plan and comment on what they like and what they did not. During this comment period, staff received almost 2,000 comments. Each of these were reviewed and commented upon by staff and the Council-appointed task force. Many of these comments resulted in changes to the draft plan.

Draft Imagine Austin Comprehensive Plan Summary

As part of establishing the scope of for the contract with the lead consultant, Wallace, Roberts, and Todd (WRT), the City Council established three priorities for the plan—public engagement, sustainability, and implementation—which are central to how the plan was developed as well as its content and organization. The comprehensive plan is organized into five chapters:

Chapter One: The Roadmap and the Road Ahead describes the need for a comprehensive plan as a roadmap for Austin to navigate the challenges of the 21st century; core principles for action to achieve a sustainable future; and how we will use those principles to turn the plan into reality. It is useful for those who may not wish to read the plan "cover to cover."

Chapter Two: Experiencing Austin: Who Are We Today? contains information on the current state of Austin and implications for the future, such as how affordable it is to live here, how people are getting around, and how our parks and city services are performing.

Chapter Three: Imagining Austin: Our Vision of a Complete Community presents the Imagine Austin vision statement. It describes the Austin we aspire to be in 2039, the two hundredth anniversary of the city's founding. Our city will be a city of complete communities that is natural and sustainable, prosperous, livable, mobile and interconnected, educated, creative, and that values and respects all Austinites. The vision statement defines the destination that the plan's Policies, Actions, and Priority Programs are designed to achieve.

Chapter Four: Shaping Austin: Building the Complete Community sets a two-part framework for action to realize our vision of a city of complete communities. The growth concept map shows, in general terms, the type and location of new development. The building blocks define specific policies to guide decisions on topics ranging from land use and transportation to economy to creativity. The core concepts of Imagine Austin – complete communities and compact, connected activity centers and corridors – are two sides of the same coin. These policies are the foundation of the action ideas and programs contained in Chapter Five.

Chapter Five: Implementation and Measuring Success addresses how Imagine Austin's vision and framework will be implemented. It identifies eight priority action programs based on hundreds of ideas developed by the working groups, provides guidance for decision-making, and defines the ongoing process that will be used to monitor implementation progress.

Outstanding Issues

Although the process to develop the *Imagine Austin Comprehensive Plan* has been inclusive and captured the aspirations of a broad cross-section of the community, several outstanding issues remain:

- Differing perspectives among segments of the community as to the scope and purpose of a comprehensive plan. The plan anticipates Austin will continue to grow and it intends to guide this growth in alignment with the public values expressed during the plan's development.
- Some have expressed concerns that the levels of outreach and participation have not been adequate.

- Uncertainty among segments of the community as to the role of the *Austin Imagine Austin Comprehensive Plan* relative to small area plans such as neighborhood plans.
- The specific designation of centers located on existing developed areas in recharge and contributing zones of the Edwards Aquifer such as the designation of the center located at the "Y" in Oak Hill as a neighborhood center. In addition some in the community would like to see all the centers located in these areas removed.
- Some in the community want SH 45 Southwest to be reinserted on the Growth Concept Map.

Staff Recommendation

Staff recommends forwarding the Imagine Austin Comprehensive Plan as endorsed by the Planning Commission to the City Council with the following changes:

State Highway 45 SW (SH-45 SW) — On the Growth Concept Map, include the alignment of SH-45 SW linking the Mopac Expressway to Interstate 35 as a dotted line. Include the following text into the plan:

> **SH-45 Southwest: A source of continuing discussion**
> SH-45 Southwest (a.k.a., Manchaca Expressway) has been and continues to be a subject of great interest and dialogue in Austin, both with respect to mobility issues and concerns about potential impacts to sensitive environmental resources. The segment of the project from South Loop 1 to FM1626 will soon be evaluated through National Environmental Policy Act, which by federal law requires an examination of all alternatives, including not constructing the project ("no-build"). Including SH-45 Southwest on this map is not intended to represent a position on which alternative is selected. If an alternative other than no-build is selected, this plan recommends designing the roadway to be attractive and to meet the City's objectives of non-degradation of water quality in the Barton Springs Zone of the Edwards Aquifer. In particular, if the project is built, it should be a roadway design identified as the locally preferred alternative in the results of the Central Texas Regional Mobility Authority Environmental Assessment/ Environmental Impact Statement, should avoid impacts to critical environmental features, and should incorporate advanced stormwater quality and spill containment controls to achieve a nondegradation level of environmental protection.

Amending language added at Planning Commission related to previous planning efforts and possible future revisions to the Land Development Code—The Planning Commission on a 5 to 2 vote (Commissioners Sullivan and Hatfield voting no and Commissioners Anderson and Hernandez absent) added language to Chapter 5 regarding existing Land Development Code (LDC) and its ability to implement the vision of Imagine Austin. The text added on pages 189 (2nd through 6th paragraphs) and beginning with the last paragraph at the bottom of page 197 under the subsection "PLANNING," and continuing with the remainder of the subsection on page 200 is problematic for several reasons:

- The added language concludes that that the current LDC can achieve Imagine Austin's vision. This conclusion is premature. As outlined in the draft plan in Priority Program #8, *Revise Austin's development regulations and processes to promote a compact and connected city*, on pages 189-191, the first steps in any code

revision would entail a broad-based community dialogue and a thorough review and diagnosis of the code to identify code provisions and internal processes impeding implementation of the plan. The need to change the LDC to achieve the plan's vision was also a major theme repeated during the working group process that resulted in Imagine Austin's Actions and Priority Programs.

- As recognized by the text added by the Planning Commission, Austin's LDC is a complex and constantly evolving set of regulations. Because of its constantly changing nature there is no single, static set of regulations under which all neighborhood plans were developed. Since the adoption of the Dawson Neighborhood Plan in 1998 and adoption process of the St. John/Coronado Hills Combined Neighborhood Plan in 2012 there have been a number of major LDC amendments and policy directions.
  - Smart Growth (1998)
  - Council-directed shift from a voluntary, competitive process to be included in the neighborhood planning process to one where all neighborhoods in the urban core would have eventually have a neighborhood plan (2000)
  - Neighborhood Plan Combining District (2001)
  - SMART Housing (2001)
  - University Neighborhood Overlay (2004)
  - Subchapter E, Design Standards and Mixed-Use (Adopted 8-31-06/ Effective 1-13-07)
  - Transit-Oriented Development Ordinance (2005)
  - Residential Design and Compatibility Standards (2006)
  - Station Area Planning (2007)
  - Large-Scale Retail "Big Box" Development Ordinance (2007)
  - Vertical Mixed-Use Opt-In/Opt-Out Process (Begun 2007)
  - Heritage Tree Ordinance (2010).

- The text added by the Planning Commission assumes that only negative impacts result from increased density and infill. In order to develop a fuller understanding, both the positive and negative impacts of development choices that increase density, such as infill and mixed-use, must be carefully examined.

The goal of Priority Program #8, *Revise Austin's development regulations and processes to promote a compact and connected city*, is to look at all of Austin development regulations to see what presently works well and what should be considered for changes to encourage development as envisioned by Imagine Austin's Vision, Policies and Actions. Austin's LDC is the accumulation of initiatives covering many decades to address specific problems. Priority Program #8 provides an opportunity to look at the entire code to identify areas of conflict, duplication, or unnecessary complexity as well as content changes to promote development more consistent with the community's goals. To presumptuously determine that any particular codes provision needs to be made or that other code provisions should not even be considered are both premature. Those decisions should be made after the education and public outreach and code review and diagnosis as recommended in Priority Program #8 have occurred.

The following are the staff recommended changes to the language added by the Planning Commission.

Page 189; replace the 2nd through 6th paragraphs with:

Since its adoption in 1987, the Land Development Code has been modified on an ongoing basis. The Land Development Code is the result of City Council actions (informed by public input) and citizen referenda. However, as the code has become increasingly complicated, the need for code amendments has increased as well, particularly over the last decade, to address issues generated by its progressively complex nature and to address the needs of a growing and changing city.

Existing neighborhood plans and other small-area plans were shaped within the context of the code provisions in place at the time of their development and adoption. Although serving different purposes and operating at different scales, the visions of the many small-area plans and that of Imagine Austin are largely consistent. The code diagnosis and revision process should use the comprehensive plan and take into account the concepts and goals contained in neighborhood and other small-area plans. Updating the Land Development Code should also build upon the small-area plans' approaches utilized to implement their land use elements.

Continued protection and preservation of existing neighborhoods and the natural environment, increased household affordability, and creating a compact and connected city are among the top priorities of comprehensive revisions to the Land Development Code. New regulations should preserve neighborhood character by allowing infill development to gracefully integrate into existing neighborhoods. These protections should also include transitions between more and less intense uses such as between houses and new, denser housing or mixed-use developments. These regulations should also improve the transitions and interfaces between the built and natural environments to achieve goals such as preserving open space, maintaining the health of waterways, reducing threats associated with flooding and fire, and protecting environmentally significant areas or features. Modifications to Austin's development regulations should be assessed in the context of how well they achieve the vision of Imagine Austin.

Beginnings with the last paragraph at the bottom of page 197 under the subsection "PLANNING," replace the rest of the subsection that continues on page 200 with:

Over time, inconsistencies between Imagine Austin and other plans may be discovered. Changes to master plans will be addressed by the City Council. Changes to neighborhood and other small-area plans will include public input and will follow the neighborhood plan amendment process. Changes to Imagine Austin should be addressed through the annual review process.

Imagine Austin will provide direction for new planning efforts and well as for revisions of existing plans. As the City of Austin develops new master and small-area plans for areas not covered by a plan, Imagine Austin will provide direction and establish planning parameters. When small-area plans are revisited, Imagine Austin will serve as a guide. As with all planning processes, public input will be integral to shaping these plans.

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April 5, 2012

Mr. Marc Ott
City Manager, City of Austin
P.O. Box 1088
Austin, TX 78767

Dear City Manager Ott:

On behalf of the Real Estate Council of Austin (RECA) and our nearly 1,500 members, please find our comments and attachments regarding the final draft of the Imagine Austin Comprehensive Plan.

RECA has three significant comments on the final draft of the plan:

1. State Highway 45 Southwest should be placed back in the draft plan. This highway was removed from an earlier draft. RECA advocates adding it back into the plan to reflect the CAMPO 2035 Regional Transportation Plan.
2. The plan should accommodate responsible development over the aquifer, while recognizing existing and emerging regional centers such as Barton Creek Square, the "Y" in Oak Hill, and other centers along major arterials such as US Highway 290, Loop 360, and State Highways 45 and 71. The plan should provide for flexibility regarding the level and intensity of development and redevelopment for these centers. This must include providing, improving, and maintaining good connectivity and transportation networks for these centers.
3. The plan must clarify the purpose of its land use designations, specifically, if land use designations have the force of law.

Moreover, attached to this letter, you will find the following:

1. RECA's comments on the first draft of the Imagine Austin Comprehensive Plan from October 2011.
2. City staff's response to those comments.
3. A document outlining what RECA believes a Comprehensive Plan should include.
4. A detailed list of RECA's involvement in the creation of the Imagine Austin Comprehensive Plan to date.

We appreciate the City's efforts to reach out to our community during this process, and look forward to remaining engaged during the adoption of the plan. Overall, the plan has to focus on initiatives that can actually be accomplished through land-use, transportation, and utility and infrastructure regulation, and policy and has to be inclusive of and consider all aspects of our economy and our community.

Finally, our membership is keenly interested in any future changes to the Land Development Code that will happen as a result of the adoption of a new Comprehensive Plan. We would like clarity on that timeline and the best way to be involved in that process.

Sincerely,

Scott Flack
President

Attachments (4)

cc: Ms. Sue Edwards, Assistant City Manager
Mr. Greg Guernsey, Director of Planning and Development Review
Mr. Garner Stoll, Assistant Director of Planning and Development Review

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October 31, 2011

Mr. Marc Ott
City Manager, City of Austin
P.O. Box 1088
Austin, TX 78767

Dear City Manager Ott:

On behalf of the Real Estate Council of Austin (RECA) and our nearly 1,500 members, please find our initial, broad-based comments on the draft Comprehensive Plan released to the public on October 1, 2011. Additional comments on the plan, including to the Growth Concept Map and / or Building Blocks, may be provided as our understanding of how those tools will be utilized develops. We have also included two attachments. The first outlines generally what we think a Comprehensive Plan should include. The second details RECA's involvement in the creation of the Comprehensive Plan to date. We appreciate the City's efforts to reach out to us during this process, and look forward to remaining engaged during the adoption of the plan and subsequent code revisions.

Our general comments on the plan follow:

- The plan should be **flexible.** If this is a land use document that will serve the City for the next 20 to 30 years, it should anticipate future growth and should take existing plans into consideration while not creating obstacles for future plans and plan amendments.

- The plan should be **realistic.** While the City has done an admirable job of promoting the densification of the urban core and continues to promote that vision, it must also acknowledge, understand, and accommodate economic realities. Not everyone can afford to live in the urban core. The plan has to allow for reasonable growth opportunities outside the urban core and along future growth corridors.

- The plan should be **regional.** The plan needs to take into account planning that has already occurred on the regional level and incorporate its vision into the broader regional vision.

RECA has also reviewed the Priority Programs listed on Page 138 of the draft plan. Our comments on those priorities follow with suggested changes italicized and underlined:

- The first priority should read "Change Austin's development regulations and processes to promote a compact and connected *affordable* city." Moreover, we would recommend adding the term "*affordable*" to the term "compact and connected city" every time it is referenced in the plan.

- The sixth priority should also take into account affordability of businesses. We would recommend that it read, "Develop and maintain affordable housing *and business opportunities* throughout Austin."

- The seventh priority should include a reference to infrastructure. We would recommend that it read, "Continue to grow Austin's economy by investing in our workforce, education system, *and infrastructure*."

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RECA also has the following recommendation on a Related Priority Actions that begin on Page 139 of the draft plan. Our comments on those priorities follow with suggested changes italicized and underlined:

On Page 139 (Change Austin's development regulations and processes to promote a compact and connected city.):

- In the first related priority action, RECA would recommend that it read, "Promote *and incentivize affordable* infill housing that complements and enhances the character of existing neighborhoods.

- In the third related priority action, RECA would recommend that it read, "*Incentivize* growth *in* areas with existing infrastructure capacity *and cluster growth in new growth corridors to minimize the need for new infrastructure*." Moreover, we would recommend striking the terms "direct growth / development" and replacing that with "*incentivize growth / development*" every time it is referenced in the plan.

- In the ninth related priority action, RECA would recommend deleting "by directing growth toward redevelopment and infill areas" and replacing it with "*by encouraging growth away from such areas*." This priority as it is written presents a false choice between protecting environmentally sensitive areas and encouraging redevelopment in infill areas. There are other options for protecting environmentally sensitive areas besides just promoting infill development.

- In the eleventh related priority action, RECA would recommend deleting "*for artists and creative professionals.*" Creation of flexible, affordable work space and housing is necessary for many in our community, not only artists and creative professionals including those who are not artists themselves, but work in the hospitality and entertainment industries.

On Page 140 (Invest in transportation and other improvements to create a compact and connected Austin.):

- In the first related priority action, "to support mixed use, transit, and the creation of compact and walkable places" should be deleted and replaced with "*to support alleviation of congestion.*"

- In the third related priority action, "Increase public transit ridership" should be changed to read "*Increase use of all modes of public transportation.*"

- In the eight related priority action, "for artists and creative professionals" should be deleted for the reasons stated above.

On Page 143 (Grown and Invest in Austin's Creative Economy.):

- Other than the last related priority action, none of the related priority actions listed are relevant to land use and should be taken out of the document.

On Page 143 (Develop and maintain affordable housing throughout Austin.):

- In the first related priority action, "Promote diverse infill housing" should read "*promote diverse housing throughout the city*" since affordable housing options are needed for those who work and need to live all over the city, not just in central neighborhoods. Although the priority is to direct growth towards the inner city, we must acknowledge that not everyone will live in the inner city and that affordable housing options will be needed everywhere.

- In the last related priority action, delete "for artists and creative professionals" since affordable housing is needed for everyone.

- Moreover, the City should develop related priority actions for "affordable business opportunities" as well as housing, such as (i) reducing "red-tape" and project review times, (ii) limiting development related rule changes, and (iii) prioritizing economic development and growth in appropriate circumstances."

On Page 144 (Continue to grow Austin's economy by investing in our workforce and education system.):

- As stated above, these priorities do not seem appropriate for a comprehensive plan, with the exception of related priority action items five and six.

- Develop related priority actions for investing in "infrastructure."

On Page 145 (Create a "Healthy Austin" program.):

- Related priority action items one, two, three, four, and seven do not seem relevant to this comprehensive plan and should be stated in a different document.

Overall, the plan has to focus on initiatives that can actually be accomplished through land-use, transportation, and utility and infrastructure regulation and policy and has to be inclusive of and consider all aspects of our economy and our community. We should avoid focus on any particular sector of the economy since all sectors contribute, and we should think in terms of incentivizing the growth, direction, and type of land use the community wants rather than trying to force it, which will not be successful.

Finally, our membership is keenly interested in any future changes to the Land Development Code that will happen as a result of the adoption of a new Comprehensive Plan. We would like clarity on that timeline and the best way to be involved in that process.

We strongly encourage you to incorporate these revisions into the draft Comprehensive Plan prior to further action by the Comprehensive Plan Citizens Advisory Committee, Boards and Commissions, or City Council.

Sincerely,

Jeffrey S. Howard
President

Attachments (2)

cc: Ms. Sue Edwards, Assistant City Manager
Mr. Greg Guernsey, Director of Planning and Development Review
Mr. Garner Stoll, Assistant Director of Planning and Development Review

Source-category	Source	ID	Type of Edit	Page (9-26)	Edit or Correction to September 26th draft	Comment	Staff suggested Edit
Public	RECA	5239		138		The first priority should read "Change Austin's development regulations and processes to promote a compact and connected affordable city." Moreover, we would recommend adding the term "affordable" to the term "compact and connected city" every time it is referenced in the plan.	Revised Priority Programs show interconnections between the eight programs
Public	RECA	5240		138		The sixth priority should also take into account affordability of businesses. We would recommend that it read, "Develop and maintain affordable housing and business opportunities throughout Austin."	The recommendation tries to tie together two somewhat disparate concepts. The idea in the recommendation is picked up as part of the ECON Actions 3 and 18.
Public	RECA	5241		138		The seventh priority should include a reference to infrastructure. We would recommend that it read, "Continue to grow Austin's economy by investing in our workforce, education system, and infrastructure."	Not recommended because this is covered by the Invest in a Compact and Connected Austin priority program.
Public	RECA	5242		139		In the first related priority action, RECA would recommend that it read, "Promote and incentivize affordable infill housing that complements and enhances the character of existing neighborhoods.	Revised priority programs do not include summary action statements.
Public	RECA	5243		139		In the third related priority action, RECA would recommend that it read, "Incentivize growth in areas with existing infrastructure capacity and cluster growth in new growth corridors to minimize the need for new infrastructure." Moreover, we would recommend striking the terms "direct growth / development" and replacing that with "incentivize growth / development" every time it is referenced in the plan.	Exisitng Action LUT4 Direct growth to areas with existing infrastructure capacity including roads, water, wastewater and schools. Staff revision Use incentives and regulations to direct growth toward areas with existing infrastructure such as roads, water and wastewater lines, and schools to minimize expenditures for new infrastructure. RECA's recomendation Incentivize growth in areas with existing infrastructure capacity and cluster growth in new growth corridors to minimize the need for new infrastructure.
Public	RECA	5244		139		In the ninth related priority action, RECA would recommend deleting "by directing growth toward redevelopment and infill areas" and replacing it with "by encouraging growth away from such areas." This priority as it is written presents a false choice between protecting environmentally sensitive areas and encouraging redevelopment in infill areas. There are other options for protecting environmentally sensitive areas besides just promoting infill development.	Revised priority programs do not include summary action statements.

Public	RECA	5245	139	In the eleventh related priority action, RECA would recommend deleting "for artists and creative professionals." Creation of flexible, affordable work space and housing is necessary for many in our community, not only artists and creative professionals including those who are not artists themselves, but work in the hospitality and entertainment industries.	Existing Action CRE14 Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin with an emphasis placed on locations in Transit Oriented Developments, Downtown, and mixed use centers and corridors for artists and creative professionals: -Live-work space -Home-based businesses -Temporary lease agreements in multi-use venu Revision: Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin with an emphasis placed on locations well-served by transit, Downtown, and mixed use centers and corridors for entrepreneurs, small and local businesses, artists, and creative professionals to address live-work space, home-based businesses, and temporary lease agreements in multi-use venues such as schools, vacant buildings, and warehouses.
Public	RECA	5246	140	In the first related priority action, "to support mixed use, transit, and the creation of compact and walkable places" should be deleted and replaced with "to support alleviation of congestion."	Revised priority programs do not include summary action statements.
Public	RECA	5247	140	In the third related priority action, "Increase public transit ridership" should be changed to read "Increase use of all modes of public transportation."	Revised priority programs do not include summary action statements.
Public	RECA	5248	140	In the eight related priority action, "for artists and creative professionals" should be deleted for the reasons stated above.	See changes made for p 148 in plan 9/26 draft Action CRE14 Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin with an emphasis placed on locations in Transit Oriented Developments, Downtown, and mixed use centers and corridors for artists and creative professionals: -Live-work space -Home-based businesses -Temporary lease agreements in multi-use venu Revision: Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin with an emphasis placed on locations well-served by transit, Downtown, and mixed use centers and corridors for entrepreneurs, small and local businesses, artists, and creative professionals to address live-work space, home-based businesses, and temporary lease agreements in multi-use venues such as schools, vacant buildings, and warehouses.
Public	RECA	5249	143	Other than the last related priority action, none of the related priority actions listed are relevant to land use and should be taken out of the document.	Revised priority programs do not include summary action statements.

Public	RECA	5250	143	In the first related priority action, "Promote diverse infill housing" should read "promote diverse housing throughout the city" since affordable housing options are needed for those who work and need to live all over the city, not just in central neighborhoods. Although the priority is to direct growth towards the inner city, we must acknowledge that not everyone will live in the inner city and that affordable housing options will be needed everywhere.	See full text for LUT-3.
Public	RECA	5251	143	In the last related priority action, delete "for artists and creative professionals" since affordable housing is needed for everyone.	See changes made for p 143 in plan 9/26 draft Action CRE14 Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin with an emphasis placed on locations in Transit Oriented Developments, Downtown, and mixed use centers and corridors for artists and creative professionals: -Live-work space -Home-based businesses -Temporary lease agreements in multi-use venu Revision: Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin with an emphasis placed on locations well-served by transit, Downtown, and mixed use centers and corridors for entrepreneurs, small and local businesses, artists, and creative professionals to address live-work space, home-based businesses, and temporary lease agreements in multi-use venues such as schools, vacant buildings, and warehouses.
Public	RECA	5252	143	Moreover, the City should develop related priority actions for "affordable business opportunities" as well as housing, such as (i) reducing "red-tape" and project review times, (ii) limiting development related rule changes, and (iii) prioritizing economic development and growth in appropriate circumstances."	Covered by: Econ Action 1, Econ Action 3
Public	RECA	5253	144	As stated above, these priorities do not seem appropriate for a comprehensive plan, with the exception of related priority action items five and six.	Revised priority programs do not include summary action statements.
Public	RECA	5254	144	Develop related priority actions for investing in "infrastructure."	See Priority Programs for Invest in a Compact and Connected Austin and Green Infrastructure.
Public	RECA	5255	145	Related priority action items one, two, three, four, and seven do not seem relevant to this comprehensive plan and should be stated in a different document.	Revised priority programs do not include summary action statements.
Public	RECA	5256	Substantive	The plan should be flexible. If this is a land use document that will serve the City for the next 20 to 30 years, it should anticipate future growth and should take existing plans into consideration while not creating obstacles for future plans and plan amendments.	Noted. Would not result in edits to the draft.

Public	RECA	5257	Substantive	The plan should be realistic. While the City has done an admirable job of promoting the densification of the urban core and continues to promote that vision, it must also acknowledge, understand, and accommodate economic realities. Not everyone can afford to live in the urban core. The plan has to allow for reasonable growth opportunities outside the urban core and along future growth corridors.	Noted. Would not result in edits to the draft.
Public	RECA	5258	Substantive	The plan should be regional. The plan needs to take into account planning that has already occurred on the regional level and incorporate its vision into the broader regional vision	Noted. Would not result in edits to the draft.

Comprehensive Planning in Austin

Prepared by The Real Estate Council of Austin, Inc.

A Comprehensive Plan (Comp Plan) is not merely an aspirational document whereby a City proclaims its "vision". It is a real-world planning document with real legal effect. The Texas Local Government Code requires compliance with the Comp Plan in zoning and subdivision decisions. The Comp Plan can also inform the land-use assumptions that are required in setting utility impact fees and setting transportation priorities. As a result, because the Comp Plan will have real planning and legal consequences, it must be a realistic document that recognizes economic and demographic reality and not merely a statement of a vision to be "encouraged".

The plan should acknowledge some important economic and demographic realities.

- First, despite huge growth in the region, central Austin neighborhoods are actually losing population. While land-use policies that encourage denser urban development are needed, the loss of families in central Austin must also be considered by addressing issues of affordability and livability.

- Second, most of the region's growth has been in Austin's suburbs and in areas outside Austin's city limits. Because of physical and regulatory restrictions on building in west Austin and west of the city limits, growth is occurring to the east.

- Third, it is not physically possible to put all of our future growth into the central city. Accordingly, the question should not be whether Austin grows outside the city limits but how.

- Fourth, while supporting Austin's artists and creative class is of high importance to our community, this sector should not be listed as priority to the exclusion of the many other industries that contribute to our economy and have the same needs as does the creative sector. To be inclusive of all of Austin, the plan must also support other sectors of Austin's economy (e.g., healthcare, hospitality, alternative energy, etc.).

- Fifth, while all of the priorities listed in the plan are worthy, some of them are difficult to achieve through a land development code (e.g., a Healthier Austin program). The code drafting process should focus on those priorities that are more readily achievable via land-use regulations.

Having a Comp Plan that ignores these realities will result in a lack of well-planned suburban and extra-territorial development, not a lack of it.

A Comp Plan should contain the following elements:

1. Land-use plan that directs growth via incentives.
   a. Incentivize denser development in the urban core in appropriate areas by allowing greater densities, relaxing compatibility standards, addressing parking and traffic standards, instituting fee waivers, etc., in the areas where growth is desired.
   b. Incentivize well-planned development in the suburbs and extra-territorial areas with assurances of future zoning upon annexation and significant density and intensity at appropriate areas in the ETJ.

2. Transportation plan
   a. Since CAMPO is charged with creation of a long-range transportation plan that takes regional issues, needs, challenges, and funding into consideration, the City of Austin should adhere to CAMPO's plan and support and implement the projects CAMPO identifies as priorities. The City should not unilaterally delete projects called for in CAMPO's long-range plans.
   b. The transportation component of the Comp Plan should identify Austin's top transportation priorities as being increasing mobility and reducing congestion.
   c. The transportation component of the Comp Plan should also support and be consistent with the Land Use Plan.

3. Utility plan - The utility component of the Comp Plan should support both the Land Use Plan and the Transportation Plan.

4. Regulatory Plan
   a. The Comp Plan should include a regulatory plan that clearly and specifically identifies the regulatory changes necessary to promote the priorities of the Comp Plan.
   b. The regulatory plan should be written to consider the impact of regulations on affordability to homeowners, renters, and businesses.
   c. The regulatory plan should identify land-use policies and regulations that can be waived or altered to incentivize deeper levels of affordability.
   d. The regulatory plan should limit the regulatory changes so that they occur only when the Comp Plan is updated so there is coordination between the plan and regulations.
   e. The regulatory plan should require that future regulatory changes support the other elements of the plan.

As written, the Comp Plan implies that Austin can only support either dense urban development or suburban growth. The truth is that Austin's suburbs will continue to grow regardless and smart, balanced strategies to plan both the urban and suburban development are critical and must be acknowledged in the Plan. Only with a balanced approach can Austin hope to meet its future growth in a sustainable way.

Finally, perhaps the most important issue we face is determining the method of converting the materials contained in the Comp Plan into a revised land development code. A Comp Plan is subjective by nature, with broad goals and concepts which are open to a myriad of interpretations. We have these questions regarding implementation:

- What will the process be to create the regulations to support the plan? Will there be an interim step between completion of the Comp Plan and ordinance drafting by staff?

- Which members of City staff will be involved in creation of the regulations? Will the city utilize any outside consultants for this purpose?

- Will the task force and/or another citizens group be involved in the ordinance drafting process?

- Will the Comp Plan add an extra layer of bureaucracy to land-use decisions? The document should not make these decisions more difficult.

We feel it is crucial that the business community be allowed to participate in the next step.

RECA Involvement in the Comprehensive Plan

2008

- **August** – RECA asks about the Comprehensive Plan (Comp Plan) budget item and the selection criteria for the consultant.

2009

- **March** – RECA advertises the Comp Plan Public Forum to discuss the consultant team.
- **August** – Garner Stoll unveils a Comp Plan 101 presentation to the RECA City of Austin Policy Issues Committee.
- **Summer** – RECA leadership meets with the consultant team in two separate one-on-one interviews to generally discuss growth and planning in Austin.
- **September** – RECA advocates for the appointment of Jerry Winetroub and Kent Collins to the Comp Plan Citizens Advisory Committee. Both are appointed.
- **October** – RECA advertises Comp Plan kick-off event.
- **October** – RECA sends out the first Comp Plan survey to members and advertises Community Forum Series #1 meetings, which were held in November 2009.
- **November** – A second request to complete the Comp Plan survey was sent to the Board and Presidents Council.
- **December** – RECA hosts Meeting-in-a-Box for Community Forum Series #1.

2010

- **January** – RECA hosts two additional Meetings-in-a-Box for Community Forum Series #1.
- **February** – RECA distributes Community Forum Series #1 survey to every attendee at the membership luncheon.
- **May** – Business community representatives (Chamber, RECA, HBA, DAA, and AARO) meet to discuss business community involvement in the Comp Plan process. RECA details involvement in the Comp Plan process to date.
- **May** – City of Austin conducts a chip exercise program at a joint meeting of RECA policy committees. The Board of Directors and Presidents Council were also invited to this meeting.
- **June** – RECA hosts a separate chip exercise meeting. RECA submits six total maps during the chip exercise meetings. 60+ total maps were submitted to the City.
- **August** – RECA sends members the Vision Statement survey urging participation.
- **September** – RECA sends membership the notice of Community Forums Series #3 meetings.
- **October** – RECA hosts a Meeting-in-a-Box for Community Forum Series #3.

- **October** – RECA distributes the Community Forum Series #3 survey to every attendee at the membership luncheon. At that same lunch, Greg Guernsey and Garner Stoll talked about the Comp Plan process to date, and encouraged future involvement.

- **December** – RECA advertises the City's open house meetings on the Comp Plan's draft Preferred Scenario Map.
-

  December – RECA asks members to fill out another survey related to Community Forum Series #3.

2011

- **February / March** – RECA asks members to sign-up for a working group and recruits people for every working group.

- **Summer** – RECA meets with City Manager Marc Ott and Assistant City Manager Sue Edwards regarding business community involvement in the Comprehensive Planning process.

- **Summer** – Working groups meet. RECA volunteers attend some of the working group meetings, several of which are comprised of biased participants.

- **August** – RECA advertises major topic panel discussion on SH-45 SW and development over the Edwards Aquifer.

- **September** – RECA advertises Comp Plan release kick-off event to membership.

- **October** – RECA hosts Greg Guernsey and Garner Stoll to go over the draft Comp Plan. RECA leadership hosts City Manager Marc Ott, Assistant City Manager Sue Edwards, and Garner Stoll to discuss the draft Comp Plan.

- **October** - RECA provides initial, broad-based comments on the draft plan on Monday, October 31, 2011.

2012

- **February** – RECA met with Garner Stoll and David Rouse of WRT on Tuesday, February 28, 2012 to discuss the draft Imagine Austin Comprehensive Plan.

- **March** – Garner Stoll gave a final presentation on the draft Imagine Austin Comprehensive Plan to the RECA City of Austin Policy Issues Committee on Wednesday, March 21, 2012.

South Central Coalition of Neighborhoods **Saturday, March 10, 2012**

Resolution Concerning the Imagine Austin Comprehensive Plan

Whereas participants in the South Central Coalition of neighborhoods have reviewed the draft Imagine Austin Comprehensive plan (IACP), "the plan," and

Whereas the City Council has set community 'Sustainability" as a primary objective of the plan, which we believe means that the plan should be sustainable from a environmental, quality of life, and economic perspective for our existing residents as well as for our growing population, and

Whereas the plan indicates the desire of our community to preserve "Livability," ensure "affordable" housing, protect the "quality of life" in our neighborhoods, "integrate" nature into our city, and deliver a prosperous future for our residents , and

Whereas the plan focuses on attaining these objectives by a strategy of transforming Austin into a "Compact and Connected City" that encourages added density by infill development facilitated by better transit options, referred to as "Complete Communities," and

Whereas there has been no analysis of the "Compact/Connected/Complete Communities" strategy's ability to deliver on all of the objectives of the plan, especially with regard to preserving the quality of life in our neighborhoods and allowing existing residents to remain in our community, and

Whereas within the plan, many priority programs and action items arising from the Compact / Connected / Complete Communities strategy are so vague and poorly defined that they cannot be used to make rational and effective policy that would meet the plan's objectives, and

Whereas only a very small number of the plan-process participants indicated that they wanted these priority programs and action items included in the draft plan, and

Whereas many of these priority programs and action items appear to be inconsistent with existing neighborhood plans and are in direct conflict with preserving the protections our neighborhoods have now with the existing Land Development Code;

Therefore, be it resolved that the South Central Coalition requests that the priority programs, action items, or related policies included in the attached list (found in Chapters 4 and 5 of the draft plan) be removed from the plan until such time as a full evaluation can ascertain the impact of these items on our neighborhoods.

Be it further resolved that until this evaluation is completed, there should be no attempt to use the plan as a framework for rewriting the Land Development Code.

Attested by Lorraine Atherton, ANC Sector 7 Representative to the South Central Coalition

Items to be removed from the draft Imagine Austin Comprehensive Plan

The items listed below should be removed from the IACP until they are better defined, shown to be consistent with neighborhood plans or clarified on how they will not endanger the existing character of life in our neighborhoods, and proven by economic analysis to contribute to the availability of affordable housing and to ensure affordability for our existing residents by addressing cost-of-living concerns.

Land Use and Transportation

LUT 2	Promote diverse infill housing…
LUT 4	Direct growth consistent with Growth Concept Map….
LUT 5	Create a regulatory environment to promote the redevelopment …
LUT 8	Establish a regulatory environment that promotes …..
LUT 13	Create a system of high-capacity transit ….
LUT 30	Create a regulatory environment to allow flexibility ….
LUT 38	Change Building code and zoning codes ….

Housing and Neighborhoods

HN 1	Establish regulations and programs to promote …
HN 3	Allowing for diverse housing types …
HN 5	Incentivize and subsidize the construction of infrastructure…
HN 11	Establish a regulatory framework to promote…

Economy

ECON 3	Create a regulatory framework to foster a business friendly environment by.. development incentives, simplifying and clarifying development review, more by-right development, making development regulations more flexible

General note: The items listed above also note under “Priority Programs” the following: “Revise Austin’s development regulations and processes to promote a compact and connected city.” No revisions to the existing Land Development Code or Building Code should be undertaken until such time as the items above are clearly defined and analyzed as to their scope and impact on Austin’s neighborhoods with regard to preserving their character, consistency with adopted neighborhood plans, ability to deliver affordable housing, and their impact on our cost of living and the ability of existing residents to continue to reside in their homes.

Austin Neighborhoods Council

C1

Dear Members of the Planning Commission:

The Austin Neighborhoods Council (ANC) has been following closely the Imagine Austin Comprehensive Plan process since its inception. Many of our representative neighborhoods have participated in this process. On behalf of ANC's executive committee, I would like to express our collective concerns about the final draft plan; we are unable to support such a plan in this form. Even though many of the concepts such as preserving livability, our character and our history, having multiple transportation choices as indicators for complete communities, bridging the ethnic divides, protecting our natural resources, and ensuring prosperity for all have universal appeal, we have reservations about how these things will ultimately be achieved/implemented, funded, and executed.

The major talking points that the ANC executive committee has about the Comprehensive Plan are:

- Continue the Neighborhood Planning Process before adopting the Imagine Austin Plan. By tabling the adoption of the Comprehensive Plan at this time, the Neighborhood Planning Process would continue for those neighborhoods without NPs. We must insist that the Neighborhood Planning process continue for those areas that do not have Neighborhood Plans, particularly those within the urban core. These areas will provide more than enough density for the estimated 750,000 new people who will call Austin home in the coming years. (We have already satisfied the density requirement for 550,000 new people in the current NP process. Staff did not use the information from a report entitled "Density Backup Data" which was a briefing on 2 capacity analyses by the City before the Growth Concept Map was created. Such omissions create a distorted view regarding density and proposed density in a comprehensive plan.)

- The Growth Concept Map needs to be removed from Imagine Austin. This map contradicts the broad vision /big picture approach of the Comprehensive Plan. It is too specific to be conceptual. It is inaccurate, because it does not include all of the existing Neighborhood Plans comprehensively, nor does it fairly account for those areas without neighborhood plans. The Growth Concept Map's role in the short-term implementation list is of ultimate concern. For example, 3 out 5 work items under Invest in a compact and connected Austin for short-term implementation (pp. 5-3, 5-4) are based on the Growth Concept Map. From this example, we are concerned that the Growth Concept Map might suggest entitlements to development that would be in contradiction to the Neighborhood Plans, particularly in areas where growth has been designated.

- Imagine Austin caters to the "creative classes" which makes this plan elitist. Where are the provisions and care for people who are in the service industry and other day to day jobs which are essential to our economy? What about the dishwashers, the mechanics, waitresses and hotel workers? In the Implementation Chapter, there are groups of workers who have been forgotten; Blue-collar jobs were referenced once in this chapter. Clearly, this is in opposition to the vision statement: As it approaches its 200th

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anniversary, Austin is a beacon of sustainability, social equity, and economic opportunity: where diversity and creativity are celebrated; where community needs and values are recognized; where leadership comes from its citizens and where the necessities of life are affordable and accessible to all.

- Local Businesses are not acknowledged as priority players for Austin's future economy. Local businesses should be one of the key components for a robust City economy. This is obviously a glaring oversight in the Comprehensive Plan itself, as well as, specifically in the Implementation chapter. We do not perceive this as the will of the community.

- Comparing the revision of the Land Development Code as a priority program to the other seven priorities is misguided. The mention of this revision has created fear within the community. With community distrust in City processes, it is not clear whether fairness and/or reason will play a role in this proposed LDC revision. We do see how a revision of the LDC could be detrimental.

With all of these deficiencies, we cannot support this Plan. We urge the Planning Commission to reject adopting Imagine Austin as the Comprehensive Plan for the City.

ANC executive committee believes that The Imagine Austin Plan should protect and nourish the building blocks of the City, Austin's Neighborhoods; it should build upon the strength of the City's neighborhoods as one of the key amenities while also ensuring safe, affordable and livable places to call home. The Imagine Austin Plan should be based on the existing Neighborhood Plans and the others that have yet to be completed. Many promises and ideas have been made within the chapters of this plan. Implementation seems to be the key for finalizing these ideas; however, we feel that flawed premises and outdated data (mostly referenced from 2008, 2009) are fueling some conclusions within the Plan. We, the residents of Austin, deserve a better plan; we urge you to reject this version of the Comprehensive Plan. A majority of the ANC executive committee supports this letter.

Sincerely,

Steven Aleman,
ANC President, 2011-2012

3.27.12

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9 April 2012

Planning Commission
City of Austin

Re: Imagine Austin comprehensive plan

Commissioners:

Thank you for your work on the city's new comprehensive plan. I appreciate your attention to connecting the high level plan and neighborhood plans.

Consistent with the North Lamar Combined and the North Austin Civic Association neighborhood plans, Rundberg and Lamar should be designated as a neighborhood center.

This intersection of two activity corridors and high capacity transit routes already has a vibrant identity as Austin's "International District". Roughly 40,000 people already live in these two neighborhood planning areas, most in dense residential areas within walkable distance of the more than 250 businesses located along the Rundberg and Lamar corridors. Civic institutions anchoring the intersection include a library and an elementary school, with a recreation center and another school under construction.

Beyond the current level of activity, the Rundberg and Lamar area will be a center of growth over the next decades. As shown in the Community Inventory's Infrastructure-to-Land Ratio map, there is much deeply underdeveloped land along and near these corridors. The improvements in the transportation and education infrastructure already in process will support and fuel additional residential and commercial development. The neighborhood center designation will help shape this development to be balanced and consistent with our vision for our city's future.

Thank you for your consideration.

Sincerely,

Lisa Hinely
Chair, North Lamar (and Georgian Acres) Combined Neighborhood Plan Contact Team
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chair.nlct@yahoo.com
http://nlct.wordpress.com/

9 April 2012

Planning Commission
City of Austin

Re: Imagine Austin Comprehensive Plan

RESOLUTION OF SUPPORT FOR NEIGHBORHOOD CENTER AT RUNDBERG AND NORTH LAMAR

WHEREAS, the NACA (North Austin Civic Association) neighborhood plan identifies the intersection of North Lamar and West Rundberg as the major gateway to the neighborhood; and

WHEREAS, the NACA neighborhood plan sets forth a vision of "[maintaining] a residential core bounded by commercial and mixed-use development to maximize economic development and aesthetic appeal of all land use types"; therefore be it

RESOLVED, That the North Austin Civic Association (NACA) Neighborhood Plan Contact Team supports the designation of the intersection of North Lamar and Rundberg as a **Neighborhood Center** on the **Imagine Austin Growth Concept Map**.

Members:

Brian Almon

Bob Baker

Steve Bluestone

Karen Dunlap

Dawn Johnson

Zarina Patel

Gabriel Rojas

March 13, 2012

SAVE OUR SPRINGS ALLIANCE

Initial Comments of Save Our Springs Alliance on the draft Imagine Austin Plan

General Comments

Article, X, Section 1 of the Austin City Charter provides in part that the Comprehensive Plan, and the comprehensive planning process, "facilitate the adequate and efficient provision of transportation, water, wastewater, schools, parks, recreational facilities, housing and other facilities and services; and conserve, develop, utilize and protect natural resources."

For the plan, and the planning process, to achieve these goals, it is essential that we have basic data that inventories these resources and gives their current status and needs. While this basic data was repeatedly requested by members of the CATF, the data was never provided.

As just a few examples of how the short fall of compiling essential information at the outset undermined the planning process, please consider:

*Without knowing current capacity of sewer lines in various parts of town, it was impossible to determine where added density might trigger the necessity of ripping up streets and sewer lines to lay new, larger lines to serve new development. Had the information been provided, the trigger points could have been used to guide the planning process away from exceeding these trigger points and the enormous costs they represent.

*Without an inventory and mapping of critical endangered species habitats, plan participates were unable to incorporate protection for these habitats into their plan inputs. So, for example, the draft plan calls for a "neighborhood center" at 620 and 2222, where there is an extremely high degree of need to protect vulnerable endangered species habitats and recharge areas and where additional development should be discouraged, not encouraged.

*Lacking information on the need to protect Barton Springs flows during times of drought and under climate change conditions from excessive pumping that is already permitted, the draft plan does not provide for "protect[ing]" our most vulnerable and treasured natural resource nor does it provide for "efficient" provision of water that could help protect the Springs.

CEA-1 calls for implementing the Austin Climate Protection Plan. Does anyone know what the plan says? Should it not be integrated, and integral to our overall plan? The last

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time I checked, the so-called Austin Climate Protection Plan was only a plan for city departments and was not a plan embraced by or reaching residents and businesses where most of our greenhouse gas emissions are generated.

As to "growth," this process includes the critical characteristic of "rate" as well as location, type, and design. It is generally understood in the planning field that when the rate of growth exceeds about one-percent, it is impossible to manage develop within the confines of existing development and sprawl growth is the necessary result. This is the equivalent of the "elephant in the room" that must be addressed. Otherwise, core goals of "compact," "connected," "sustainable," and "managed" are unattainable and should be recognized as such.

Some aspect of the "nodal" or "centers" concept, and concept map, amount to "nodal sprawl," which is not much better than wholly unmanaged sprawl. Nodes at the periphery, including those in the Desired Development Zone, should be removed from the plan.

As to Barton Springs:

While we are encouraged by some elements of the draft Imagine Austin Plan, we are very much concerned by some conflicting language, lack of clarity and unanswered questions in the current working draft.

We respectfully request that the Planning Commission take the actions requested below based on background information and reasons set out in support of each request.

At the outset we note that Barton Springs gave life to Austin, and the "original Austin" community of Waterloo. We are here because of Barton Springs. The capital city was located here, just below the Barton Creek confluence with the Colorado River, in part because Barton Springs provided a large and reliable source of drinking water for the community. Until the Highland Lakes were built, the springs were essential to Austin's water supply. With drought and a hotter and drier climate looming ahead and threatening the reliability of the Highland Lakes to meet our regional water needs, Barton Springs has provided a reliable source of water supply for 50,000 or more people in our region.

The springs provide an essential gathering place for residents and visitors alike, and for young and old. As our summers get hotter and the cost of air conditioning skyrockets, the springs help low-income residents and many others stay cool for free or for a few dollars depending on the time of day.

Barton Springs has come to symbolize Austin's commitment to healthy, sustainable economic and social development. Perhaps unexpectedly, the 2-to-1 support of Austin voters for the "Save Our Springs" initiative ordinance in 1992 became Austin's single most powerful economic development message to the world. It made clear that protecting our treasured, unique, essential and beautiful water resources was a

cornerstone of our economic development policies. In short, Barton Springs is the proverbial "goose that lays the golden egg."

Barton Springs also hosts the listed "endangered" Barton Springs salamander and the soon-to-be-listed Austin Blind salamander. These species live here and now where else in the world. We have a legal and moral obligation to protect them from pollution and excessive pumping. These values and commitments should be made clear in the Imagine Austin plan.

The current draft has moved to more fully embrace the actions needed to preserve Barton Springs and to protect the watersheds that feed Barton Springs. However, some changes are needed. And at least one change – the removal of SH 45 SW – needs to be highlighted.

First: Please vote to affirm the two votes of the CATF that the proposed SH 45 SW be kept out of the plan, whether built as toll road, county road, or state highway. The current draft (finally) reflects these votes and does not show SH 45 SW. However, it is our understanding that City Staff and consultants intend to lobby the Austin City Council to put it back into the final plan. It is therefore important that the Planning Commission urge the City Council to keep the damaging roadway out of the final plan.

Second: Please take the further step in recommending that the City work with Travis County to reacquire the SH45SW right-of-way ("ROW") for adding to the City's watershed preserve lands. This action would establish connectivity of watershed preserve lands and the "Walk for A Day Trail" from the Wildflower Center on the north side of the ROW to the larger tracts of City watershed preserve lands south of the ROW.

SH45SW was originally conceived as a link in a larger Outer Loop that would have encircled Austin. The western portion of the Outer Loop was long ago deleted from transportation plans and will not be revived. Building SH 45SW without the remainder of the western loop would have the effect of converting Mopac from a local commuter highway into a major inter-regional connector and the default western half of the Outer Loop. This was never the plan.

If South Mopac is connected to FM 1626 and I-35 via the SH 45 SW route, we simply could not build enough new lanes on Mopac to handle the demand. TxDOT's own traffic modeling shows that building SH 45SW would put an additional 30,000 car and truck trips per day onto Mopac. In other words, building this road would make congestion worse, not better. Building it would also funnel traffic currently flowing to the east and downstream of the Barton Springs Edwards Aquifer onto the aquifer, in direct conflict with long-standing Barton Springs protection policies.

The alternatives to building SH 45 SW are far superior in meeting both transportation and environmental goals. Limited and affordable upgrades to Brodie can lessen congestion. Improvements to FM 1626 from Brodie to I-35, and expansion of the southern end of Manchaca, are underway or planned and will improve traffic flow downstream of the

aquifer. The proposed Lone Star regional rail will also provide direct connection from northern Hays county and the FM 1626 corridor to central Austin.

Building 45SW would do serious damage to Barton Springs, to traffic on Mopac, to limited transportation funds, and to Austin's continuing efforts to purchase and preserve Barton Springs watershed lands.

Research since SH45SW was first laid out in the 1980s has shown that 1980s studies concluding that the highway was both needed and could be built without harm to the aquifer and Barton Springs have been proven false. Recharging waters flow from the SH 45 SW route to Barton Springs in three days, not the three years that had been predicted. Tens of thousands of acres have been protected, rather than developed, reducing the viability and need for large roadway extensions and expansions in the Barton springw watershed.
TxDOT consultants have also mapped over 300 potential recharge features in the SH 45 SW ROW. The ROW crosses directly over Flintridge Cave, a major cave that is important for both biodiversity and aquifer recharge. The City/County jointly held Endangered Species Act permit and the Balcones Canyonlands Plan specifically require that this cave be protected – putting construction of SH45SW in direct conflict with federal permit requirements.

Third: There has been considerable confusion about what having "neighborhood centers" over the Barton Springs watershed means. The current draft gives some clarification. Such "neighborhood centers" contemplate adding 5,000 to 10,000 people and 2,500 to 7,500 jobs. See p. 4-5 While the text suggests that added jobs would be primarily for the purpose of serving local, neighborhood needs, this text language conflicts directly with these very large numbers of new jobs and new residents.

The text also suggests that "transfer of development rights" should be pursued to help make the "center's" concept working, including in the Barton Springs watershed. See, e.g. CEA-3, p. 214 While the TDR concept has been around since the early 1970s, very few such schemes exist today for a reason: they only work under very strict and consistent development rules and stable political environments which rarely exist. While sounding good in theory, they likely cannot be made to work because you must first *restrict* development in the area *where you want development to go* in order to transfer development into those places. In most neighborhood center areas, we already have zoning (and/or grandfathering) to allow for significant densification consistent with providing neighborhood services. Thus, *the only way to transfer development to these centers is to approve even more development – most likely beyond the cap of a "neighborhood center."*

Without clarification, the creation of "desired" development centers, including "neighborhood centers," conflicts with long-standing city policies to direct development *away from the Barton Springs watershed.*

We ask that the following language, or something similar, be added to the plan to clarify that any nodes in the Barton Springs watershed are different from nodes designated in other parts of the plan:

"Since the Austin Tomorrow Plan of 1977, the Save Our Springs ordinance vote of 1992, and the adoption of the Drinking Water Protection Zone and Desired Development Zone in the late 1990s, the City of Austin has consistently worked to steer high density development away from the vulnerable Barton Springs Edwards Aquifer watershed and to minimize impervious cover within the watershed. Notwithstanding any other language to the contrary, this Comprehensive Plan continues those policies and supports continued purchase of Barton Springs watershed lands for water conservation, water quality protection, and compatible recreational uses.

"This plan explicitly adds a commitment of the City to protect Barton Springs flows from excessive pumping so that spring flows are maintained during severe drought conditions and as our climate becomes hotter and drier.

"While Neighborhood Centers are located in the Barton Springs watershed under this plan, these designations are made to shape growth that may occur despite City policy to steer development away from the Barton Springs watershed. The "Neighborhood Centers" provisions for increased population and jobs do not apply at these centers. While some additional development is contemplated, this development should be focused on providing neighborhood services so as to reduce overall driving. It is also contemplated that redevelopment in these Neighborhood Centers only take place with overall impervious cover reductions, with overall water quality improvement, and with purchase of mitigation preserve lands in the watershed."

Finally, we note that in some of the plan terminology and descriptive indexes, the term "Southern Edwards Aquifer" is used incorrectly to refer to the Barton Springs Edwards Aquifer. The "Southern Edwards" is a term that refers to that portion of the aquifer feeding San Marcos and Comal Springs, and is not found in Travis County. We ask that this language be corrected to "Barton Springs Edwards Aquifer" for purposes of clarity and emphasis (on the link between the aquifer and the springs).

SRCC South River City Citizens

SRCC Neighborhood Assoc.
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City of Austin Planning Commission
Austin City Hall
301 W. Second St. Room 1029
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March 26, 2012

Chairman David Sullivan and Members:

After reviewing the Imagine Austin Comprehensive Plan, South River City Citizens stands by the South Central Coalition of Neighborhoods in asking that no revisions to the existing Land Development Code or Building Code be undertaken until the IACP's impact on Austin's neighborhoods has been thoroughly analyzed.

SRCC is bordered on two sides by transportation corridors defined in the IACP, and we feel that the defining character of our neighborhood will be threatened if the Land Development Code or Building Code are revised too hastily and without proper consideration. We urge you to take the South Central Coalition's resolution to heart and take the time to consider the impact that any code revisions might have on Austin's neighborhoods.

Sincerely,

Marc Davis
President, SRCC

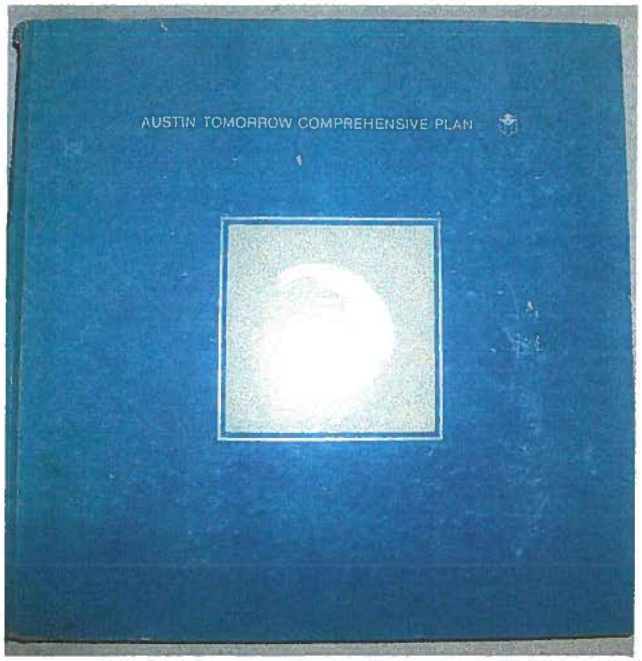
Enforcement of Environmental Regulations

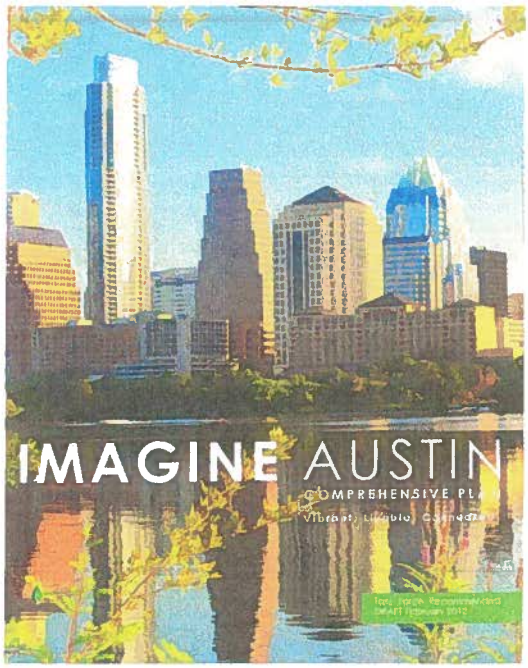
a proposal for
CAMPO 2035
Plan Amendment

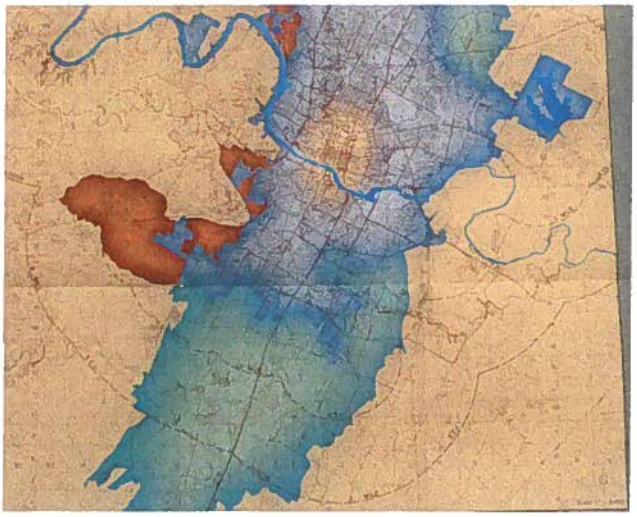
March
Place item on April agenda for public hearing

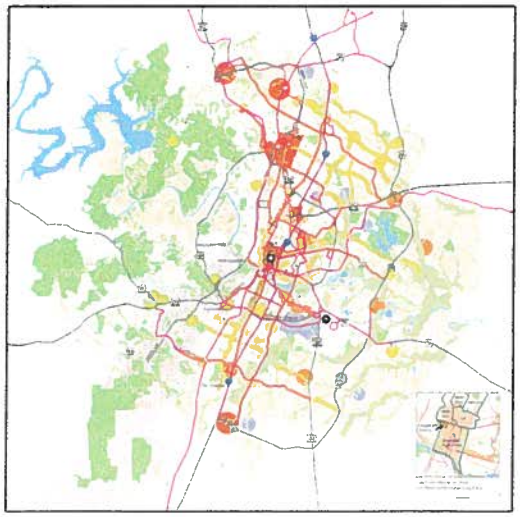
April
Public Hearing

May
Possible Adoption









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I will read fast but may run over by a few seconds.

March 8, 2012

Hello Austin City Council, I am Ira Yates

Today I ask you to consider taking immediate action that will honor Austin's commitment to its natural environment.

See Lot # 34 Exhibit

As a result of the financial crisis, a project started in 2008 sat in a state of incompletion for four years. There was no *enforcement of environmental regulations* even though there were restoration bonds posted for just this type of situation. I was told the City has never pursued such action and would not even know how to. Occasionally performance bonds need to be pulled and used for restoration as an example for the development industry. Some of you even came out to observe the situation. Currently as the adjacent landowner I am working diligently with the developer and the City of Austin Environmental officer to try to make the best of a challenging situation. It will never be right but I am optimistic that working together we can accomplish some of what the City's slack *enforcement of environmental regulations* failed to achieve.

Austin's natural environment has been the main ingredient in the Quality of Life equation that makes it unique in the world. *Enforcement of environmental regulations* can be difficult when budgets are tight, departments are rearranged and processes are streamlined to facilitate easier economic growth.

A better idea is to not create the need for *enforcement of environmental regulations* where it is not necessary or helpful. A prime example is the City's long term commitment to protect the Barton Springs Edwards Aquifer region. The need to protect this region from construction activity of any kind was recently observed when the Stormwater Detention Pond at the Costco

See Costco Stormwater Detention Exhibit

shopping center caved in and all the polluted water entered the aquifer. Preliminary dye tests indicate this water probably traveled through the Sunset Valley region and out of the springs in just two to four days.

See Circle C Golf Course Sewer line Exhibit

The Brodie Lane to Circle C Golf Course sewer line constructed in the early 90's serves as another example of the porous nature of the recharge zone. In the photo on the left you can see a dark area in the wall of the trench. It is the cavernous void pictured on the right. This is an example of the porous nature of the entire recharge zone. Can there ever be adequate regulatory enforcement for this type of situation?

The 1979 Austin Comprehensive Plan laid out the guidelines that brought us to where we are today in our efforts to protect our drinking water and our quality of life. It proposed public monies be spent on purchasing conservation easements or fee simple land in important places and also pointed out that public monies should not be spent in those areas to facilitate growth. These two actions reduce the need *for enforcement of environmental regulations* over vast regions of land.

See City Of Austin Land Purchase Exhibit

Under the guidance of this City Council, Austin recently acquired an additional 644 important acres of land on Bear Creek. It will be important for the Citizens to support additional funding for such purchases in the next bond election. These purchases reduce the need *for enforcement of environmental regulations*.

The Imagine Austin 2035 plan is about to be before you for final adoption. This plan like the 1979 Comprehensive Plan will be used to determine future actions by citizens and political entities. The text and maps adopted will be very important.

Just south of these two previous examples of aquifer vulnerability is the proposed route of SH 45 as identified in the 2035 Campo Plan. Construction of this road will slice through the spine of the Edwards Aquifer Recharge Zone. This road is not included in the Citizens Advisory Task Force draft plan. If constructed, it will cause significant geologic damage and require perpetual *enforcement of environmental regulations* at great expense to taxpayers. Campo's own reports say it provides no actual relief to the existing neighborhoods.

See Flint Ridge Exhibit

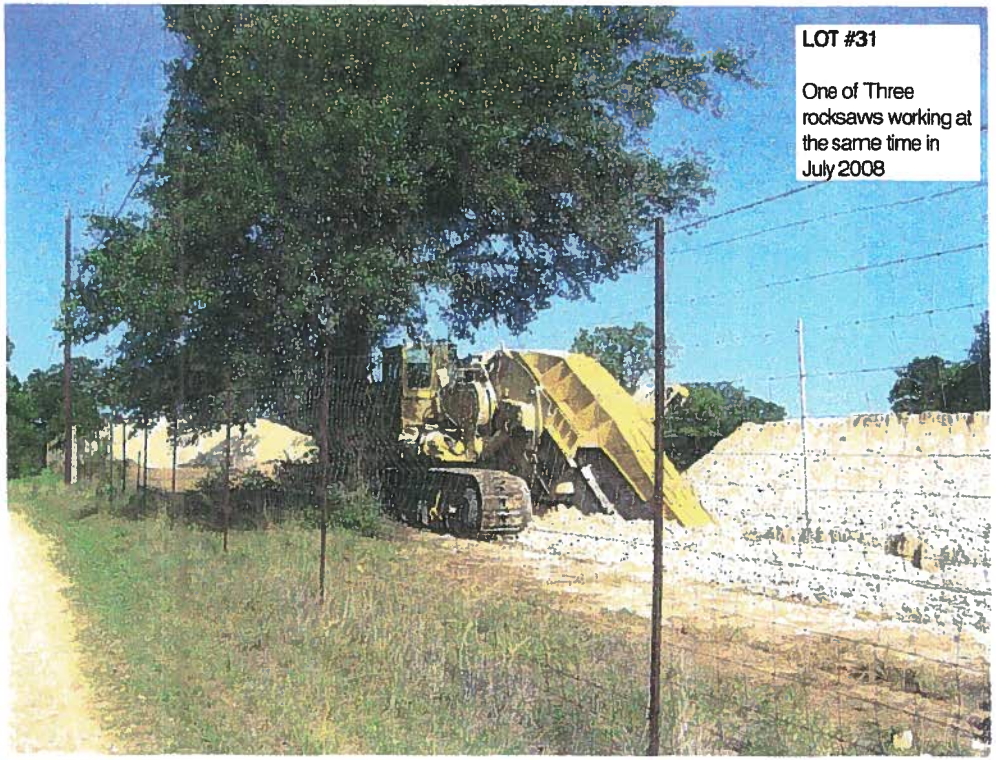
See Hays County News
Release Map
&Resolution

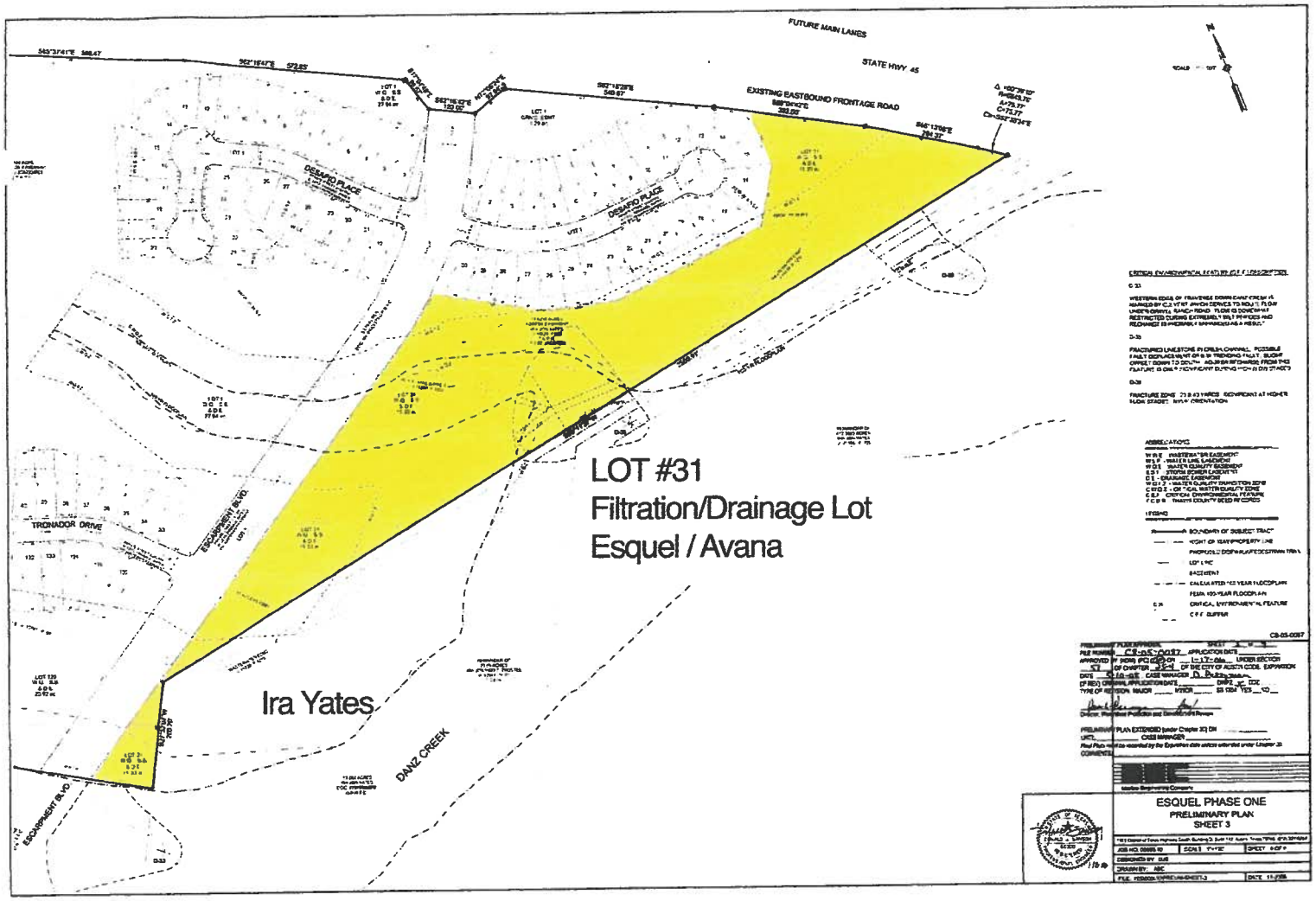
The recent the Hays County Commissioners Resolution of September 27, 2011 presents a unique opportunity for the City, with the cooperation of Travis County and other Campo members, to immediately seek removal of the highway from the Campo 2035 plan so it can be compliant with the Imagine Austin 2035 plan as you move forward with its adoption.

The best way to mitigate the need and expense of *enforcement of environmental regulations* is to not create the need in the first place. This City Council and previous city Councils and all of the Citizens of Austin, helped by the guidance of the 1979 Comprehensive Plan, have made huge financial commitments and policy decisions that support this approach to protecting our quality of life in and around Austin. I hope and expect you will, with the help of Travis County and other Campo members, continue this tradition by seeking the necessary Campo amendments and adopt an Imagine Austin Comprehensive plan that honors its natural environment.

Thank you
ira

Lot # 31 Exhibit





STANDARD PACIFIC HOMES

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Making You Right at Home

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Planning & Development Review Department
Environmental Inspection
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Michael Bogard, CPESC # 4650, CESSWI #0377
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LOT #31 Working Co-Operratively to make the best of a poor situation

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Ira Yates

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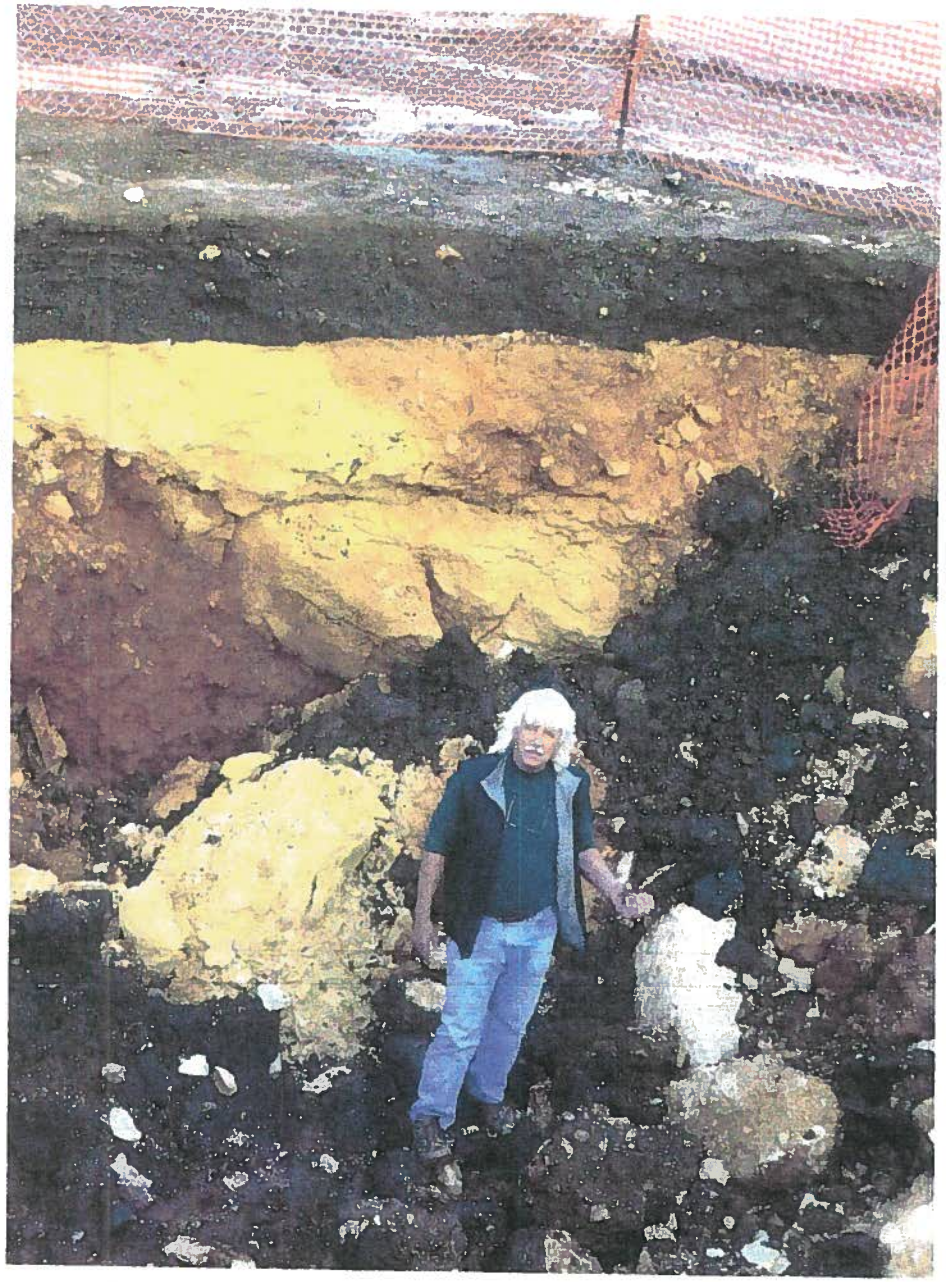
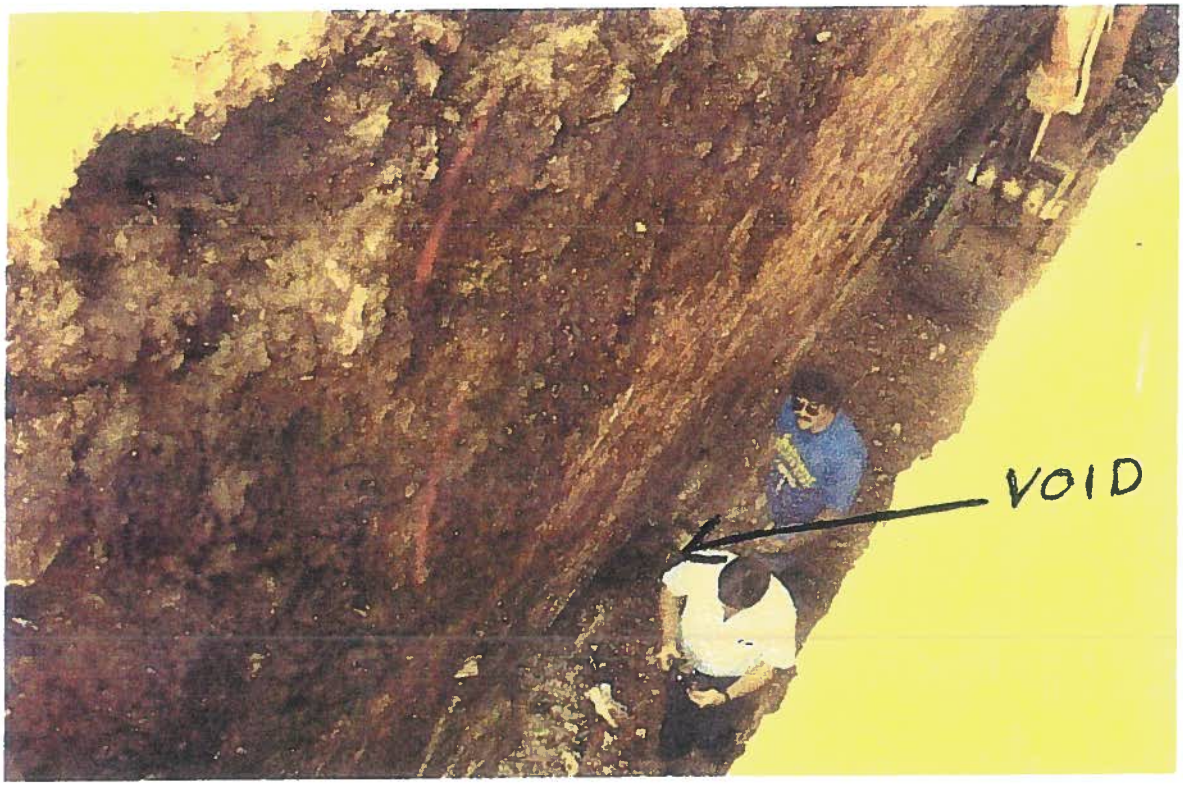
Costco Stormwater
Facility Exhibit

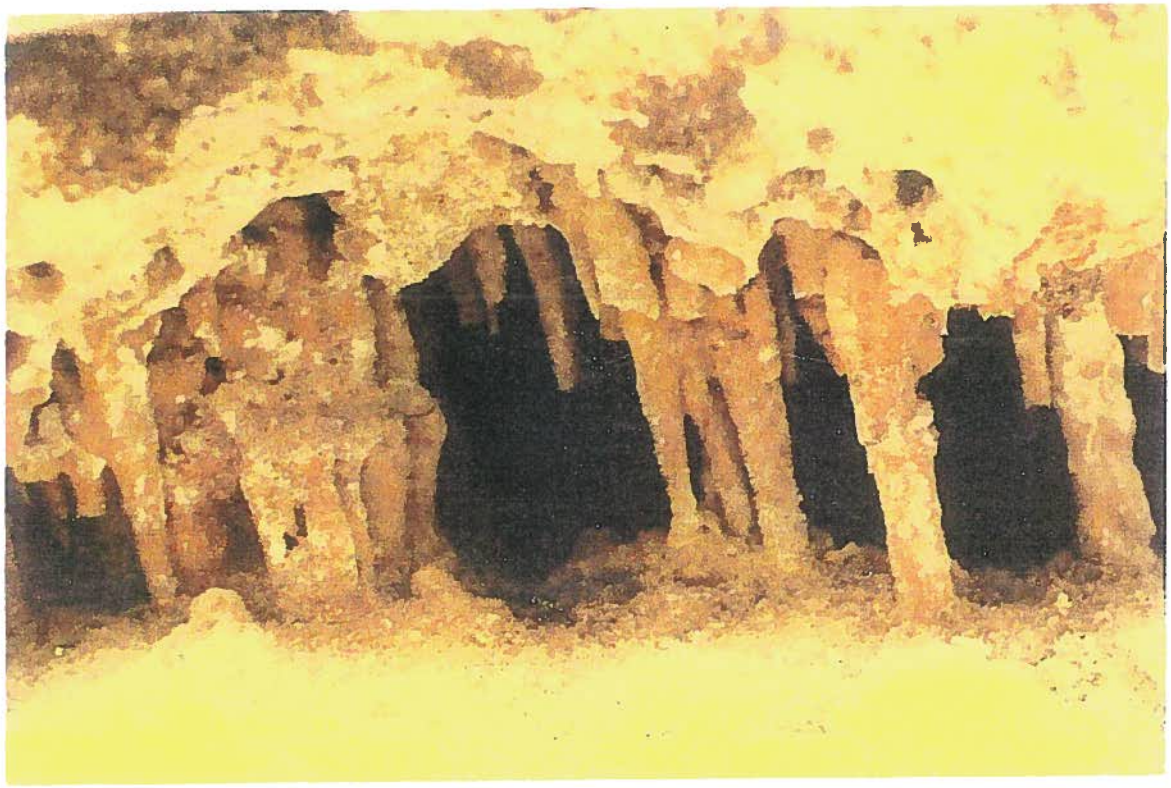
Adjacent to Costco Parking lot
2/4/12



Storm water facility adjacent to Costco Parking Lot
holding dye stained rock
2/4/12

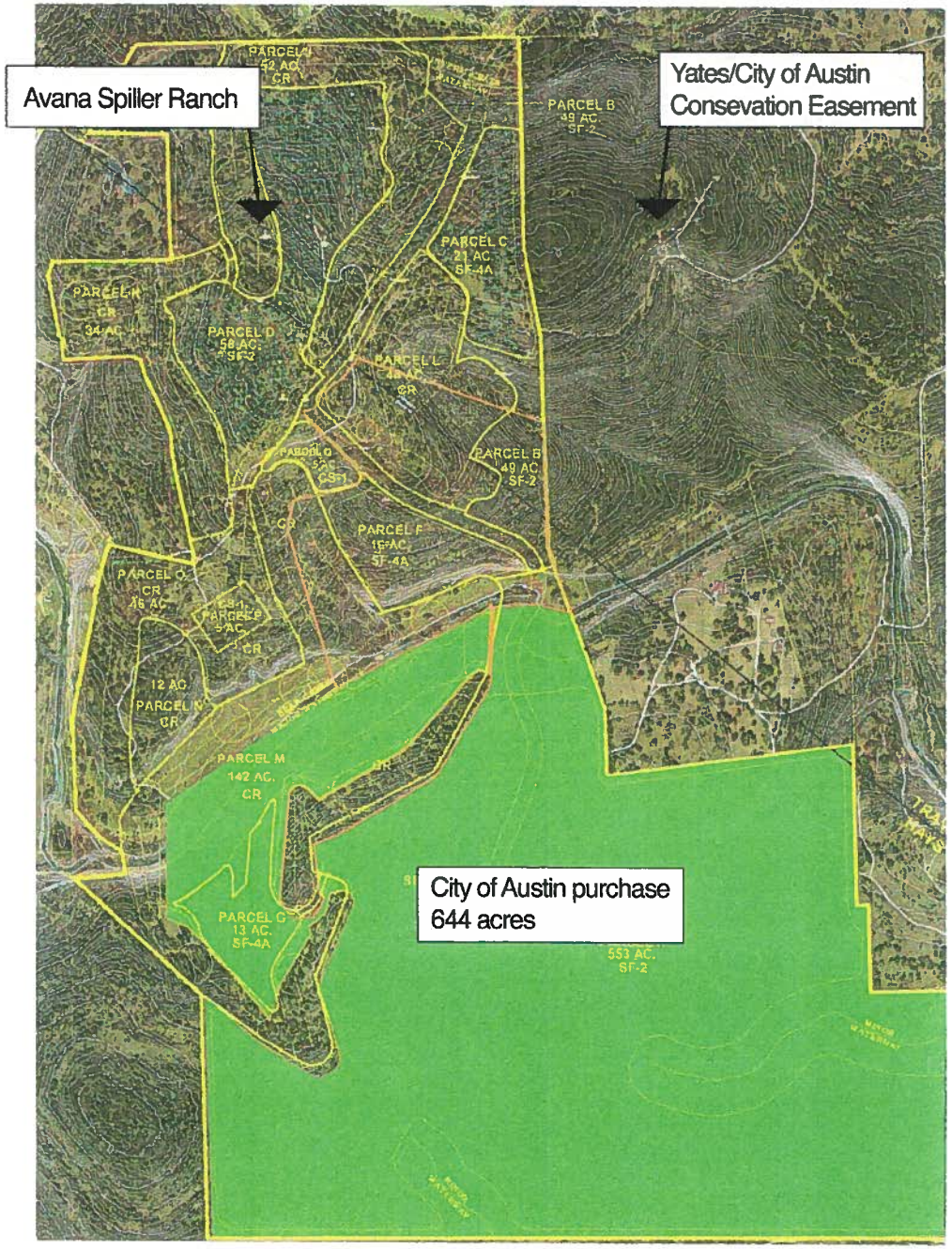
Circle C Golf
Course Exhibit



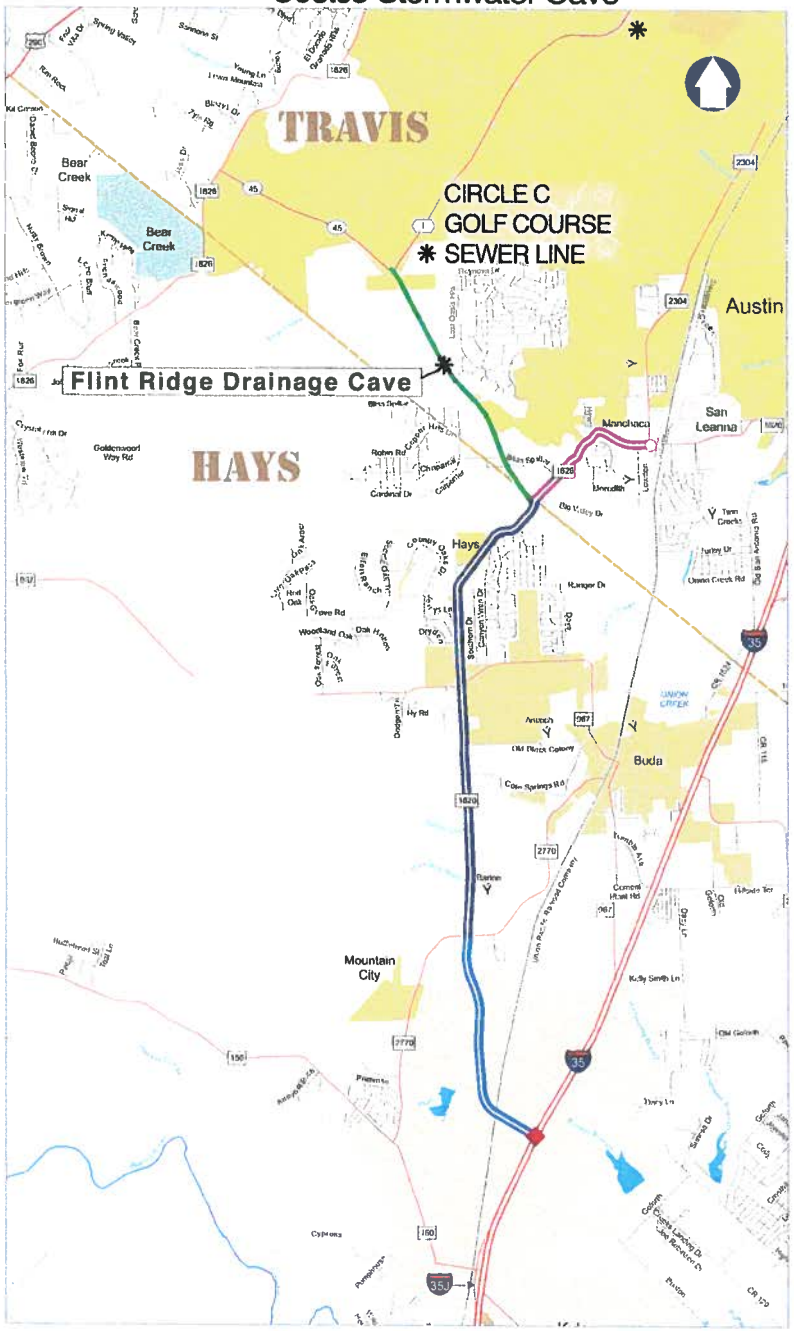


CAVE

City of Austin
Land Purchase

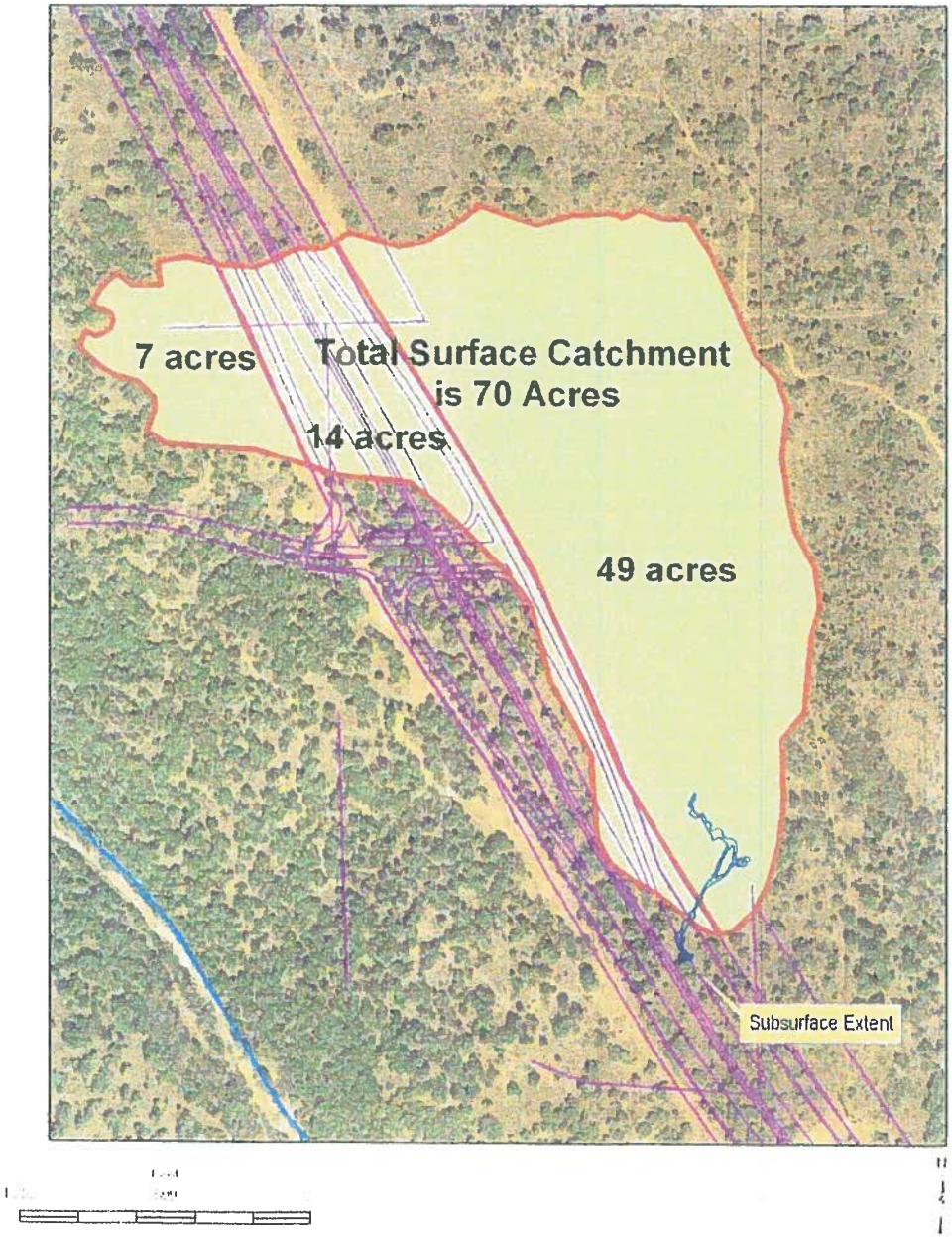


Costco Stormwater Cave

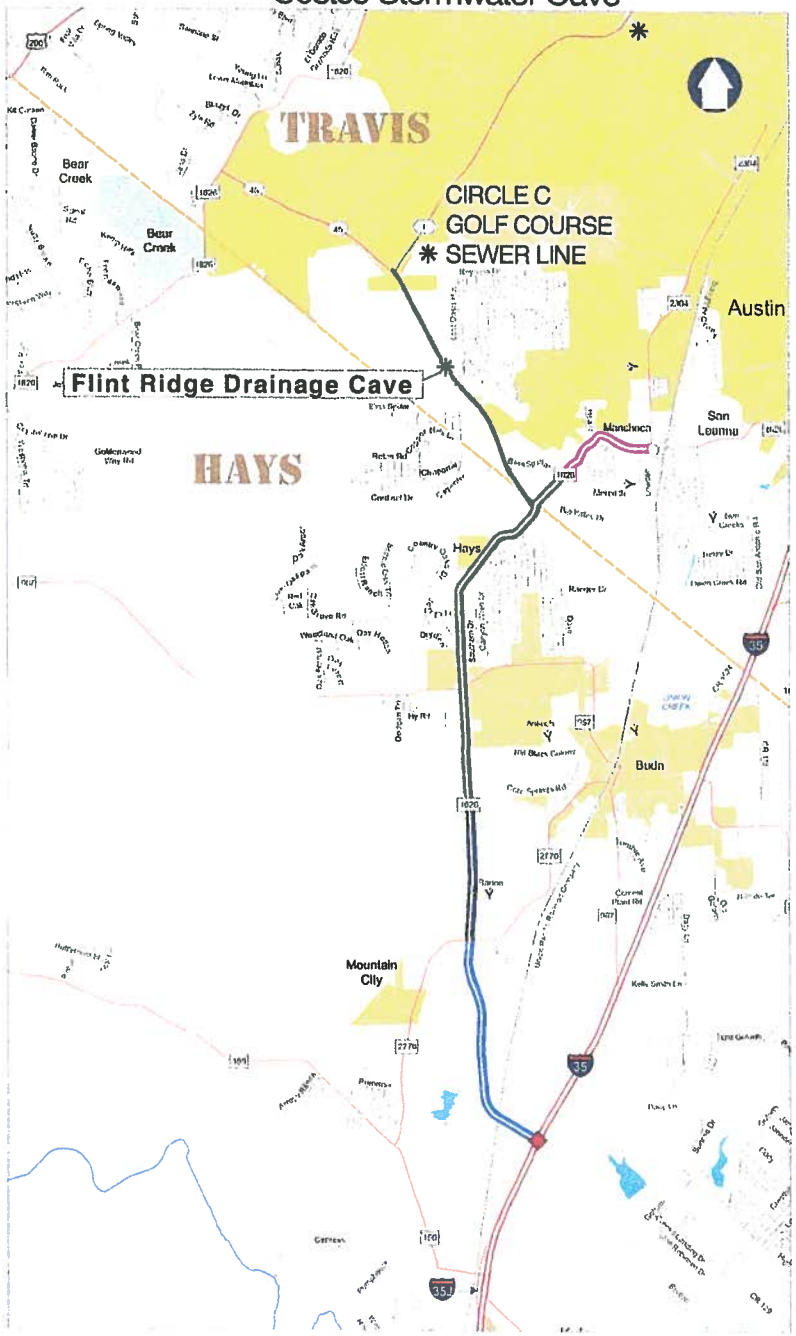


Flint Ridge Exhibit

Flint Ridge Surface Catchment Dissected



Costco Stormwater Cave



Hays County, Texas

www.co.hays.tx.us

Information for the News Media

Media Contact: 512-393-2296/Laureen.Chernow@co.hays.tx.us

Sept. 27, 2011

Hays County Commissioners Court Takes Initiative to Deliver Long-awaited, Critical Roadway Improvement Project

Reclaiming road project from State would address congestion and safety concerns for commuters

Hays County Courthouse, San Marcos, TX – The Hays County Commissioners Court on Tuesday unanimously passed a resolution designed to advance an important roadway improvement project for the citizens of Central Texas. The vote authorizes Hays County Judge Bert Cobb, M.D., to negotiate an inter-local agreement with Travis County to:

- Request that the Texas Department of Transportation (TxDOT) remove State Highway (SH) 45 between Loop 1 and Farm-to-Market Road (FM) 1626 from the State Highway System and transfer the right-of-way, which was previously purchased with local money, back to Travis and Hays counties; and
- Outline a process for the counties to develop and construct a two- to three-lane county road, approximately three miles in length, between Loop 1 and FM 1626 near the north Hays County line.

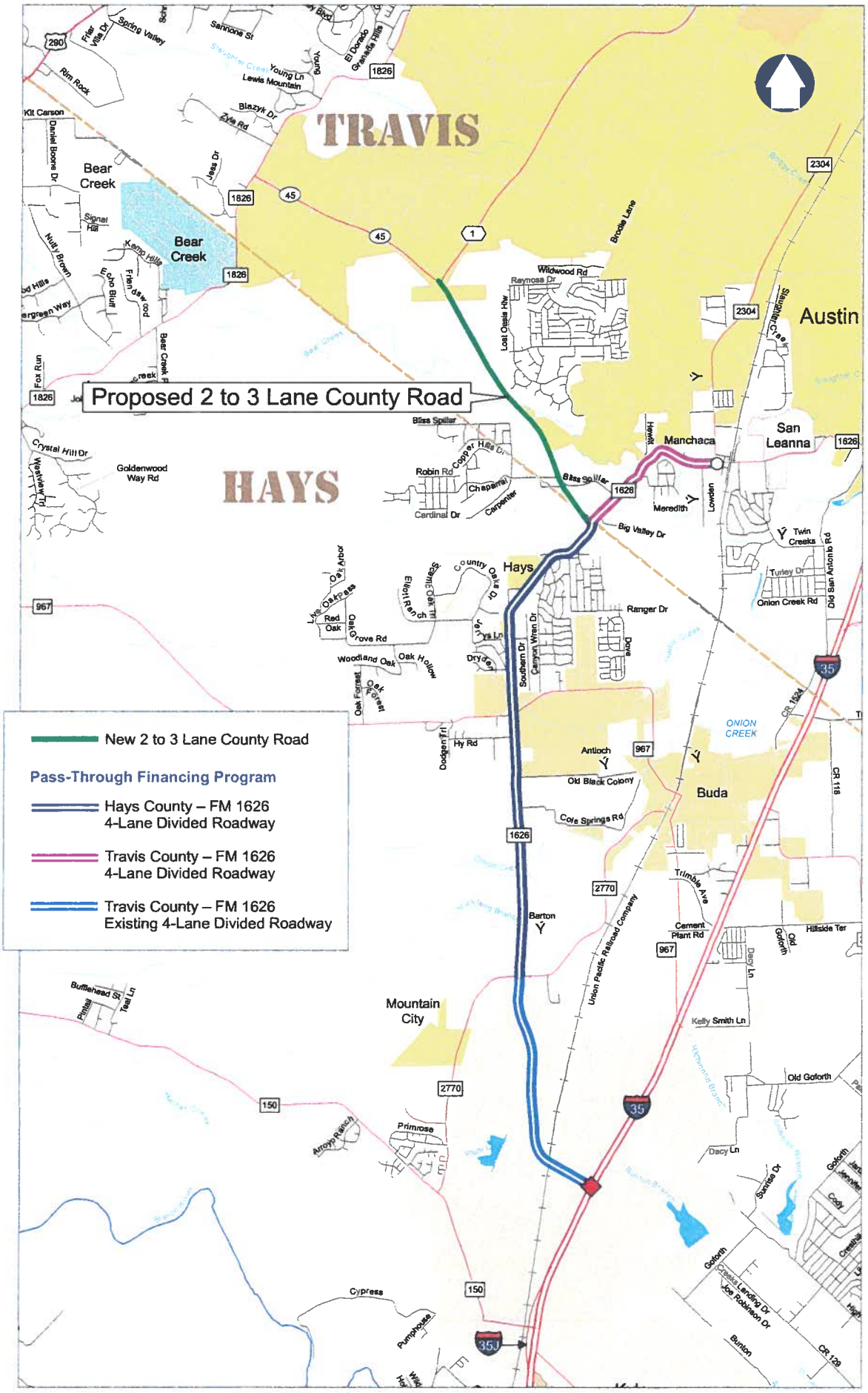
In addition to the Court's direction to negotiate an agreement with Travis County, commissioners also pledged up to $5 million to the project's construction.

"Today's vote signals our determination to follow through on this incredibly important project, which is long overdue," said Precinct 3 Commissioner Will Conley. "Without it, our citizens are subjected daily to increasing congestion and deteriorating safety conditions and that is simply unacceptable. We're committed to improving the safety of the traveling public and protecting neighborhoods."

Hays County's population has increased by 60 percent over the last 10 years, making it one of the fastest growing counties in the country. Many of its residents commute daily to Travis County using FM 1626 and Brodie Lane, putting a tremendous amount of pressure on these roads.

"By taking the project back from TxDOT, we will have local control and can build the road faster, cheaper and in accordance with all environmental guidelines," said Precinct 2 Commissioner Mark Jones. "You have to remember, right-of-way for SH 45 was purchased years ago with voter-approved money

Proposed Hays and Travis County Transportation Partnerships



Amendment to Activity Corridor definition

*"To preserve an activity corridor's **transportation function**, the mixture and **intensity of land use at a given location** should correspond to the **potential** to replace car trips with walking, bicycling and taking transit."*

Downtown corridor analysis

Corridor

Service area of planned rapid transit

Mixed use or retail zoning

Bottlenecks – areas impassable by car, (in most cases bike and pedestrians)

Anderson, Burnet corridor analysis

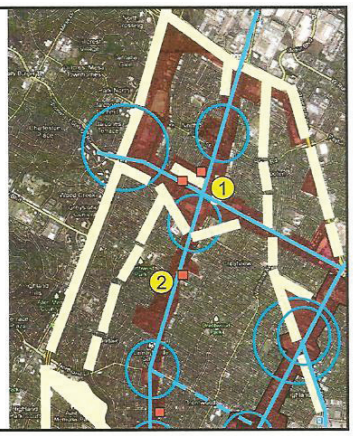
Corridor

Service area of planned rapid transit

Mixed use or retail zoning

Bottlenecks – areas impassable by car, (in most cases bike and pedestrians)

Higher density project proposals – 2008-2012



Congestion scenarios for Burnet Rd

10,000 new residents and workers make 3.8 trips a day, 85% by car

Traffic impact for Burnet is 16,150
Note - This scenario is consistent with the 8100 Burnet TIA study
Burnet Fails

10,000 new residents and workers make 3.8 trips a day, 65% by car

Traffic impact for Burnet is 12,350
Burnet Fails

10,000 new residents and workers make 3.8 trips a day, 50% by car

Traffic impact for Burnet is 9,500
Note - this scenario is roughly consistent with trip behavior for residents downtown
Burnet LOS = E (marginal)

Traffic at 6th & Lamar
Alliance for Public Transportation

Zoila Vega-Marchena

From: Zoila Vega-Marchena [zvega@austin.rr.com]

Sent: Tuesday, March 13, 2012 12:35 PM

To: PC Alfonso Hernandez; PC Chair Dave Sullivan; PC Danette Chimenti; PC Danette Chimenti austin; PC Dave Anderson; City PC Donna Tiemann; City PC Jean Stevens; PC Mandy Dealey; mnrghatfield@yahoo.com; PC Saundra Kirk

Subject: Please, add to IA "design guidelines flexibility to preserve protected and heritage trees"

Commissioners,

I respectfully ask that you recommend that the following important item to protect and preserve heritage trees be added to the Imagine Austin plan. This item was included in the plan and survived a couple of rounds of comments during the IA process, but then was removed by staff arbitrarily and was not put back even though I asked staff repeatedly to correct this:

"Develop flexible design guidelines for protected and Heritage trees."

Design guidelines need to be flexible to prevent the unnecessary removal of healthy protected and heritage trees. For instance, the current City's Urban Design guidelines recommend that the front of the building extends to the sidewalk, without any setbacks. This conflicts with the protected and heritage tree ordinances if there is such a tree within the setback.

I also wanted to give you my impression of the Imagine Austin process. It has NOT been a process of fair public input and representation. I participated in all of the Imagine Austin steps. Early on, I felt that the growth scenario chosen did not reflect what the majority of the community wanted. The many scenarios proposed were various degrees of the same scenario, from bad to really bad.

The growth scenario report was prepared in advance while public input was still being received because staff felt that the data tended so much towards the scenario chosen that they doubted that including the data from the last 2 weeks would have made a difference. From there on, I fell like our input was being listened to, until the tree design flexibility item felt off the list of public input for no apparent reason other that staff determined so.

The process continued and staff consolidated items, the public voted on items, many items fell off the list. The next meetings, the public sat in tables with staff. There was a much higher ratio of staff to public, the public was outnumbered. And staff pushed very hard to put back many of the items that had fallen off the list. The public at the tables disagreed, but staff pushed harder and tried to add words to

the sentences, to reword it so that the public would put them back. Many items were put back in this manner. I, and a few members of the public still attending these meetings, disagreed with many of the items that were put back in the plan, but it didn't matter.

Towards the end of the process, the public was given a summary to prioritize. Two items were added by staff that were not included in any of the previous steps. The public didn't review them or vote on them:

Item 25 **"ensure development approvals support intent of comprehensive plans."**

Item 28 **"Review small area plans developed from earlier planning processes and determine their viability and practicality."** This is totally outrageous. This is what many neighborhood associations have been claiming Imagine Austin would do, ignore their approved neighborhood plans.

Additionally, this next item was disqualified by the public, and yet, it is included in the final plan, pushed by staff.

Item 22, **"implement Imagine Austin and smaller plans in a coordinated manner."** Many home owners associations have stated repeatedly that they want their approved neighborhood plans implemented, not diluted into the larger IA.

Best regards,
Zoila Vega