

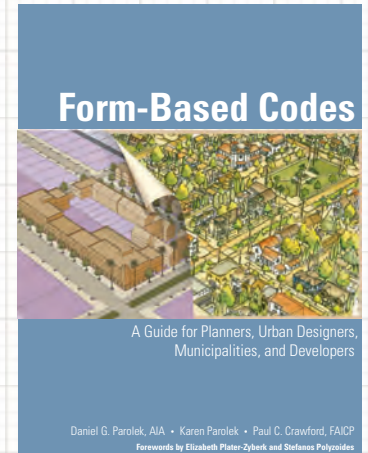
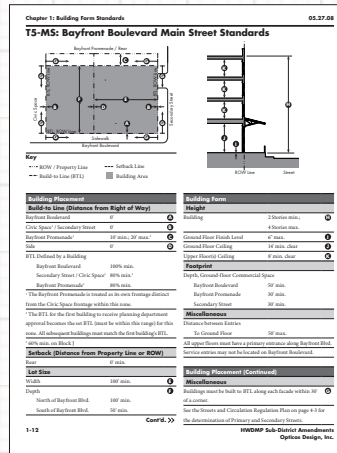
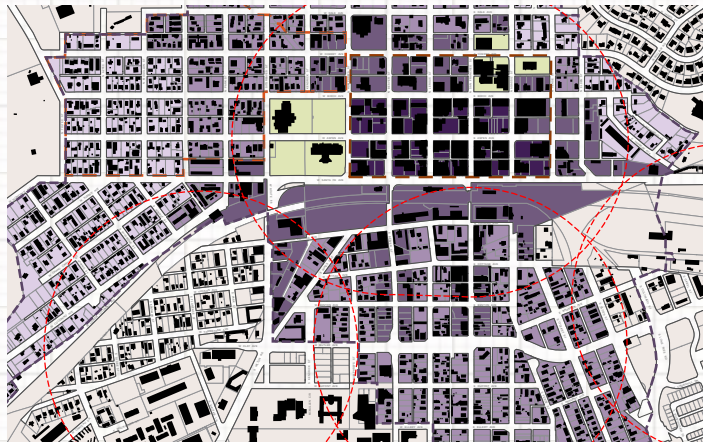
Coding for a Compact and Connected Austin



John Miki
Project Manager

Daniel Parolek
Project Principal

Code Update Interview
March 7, 2013



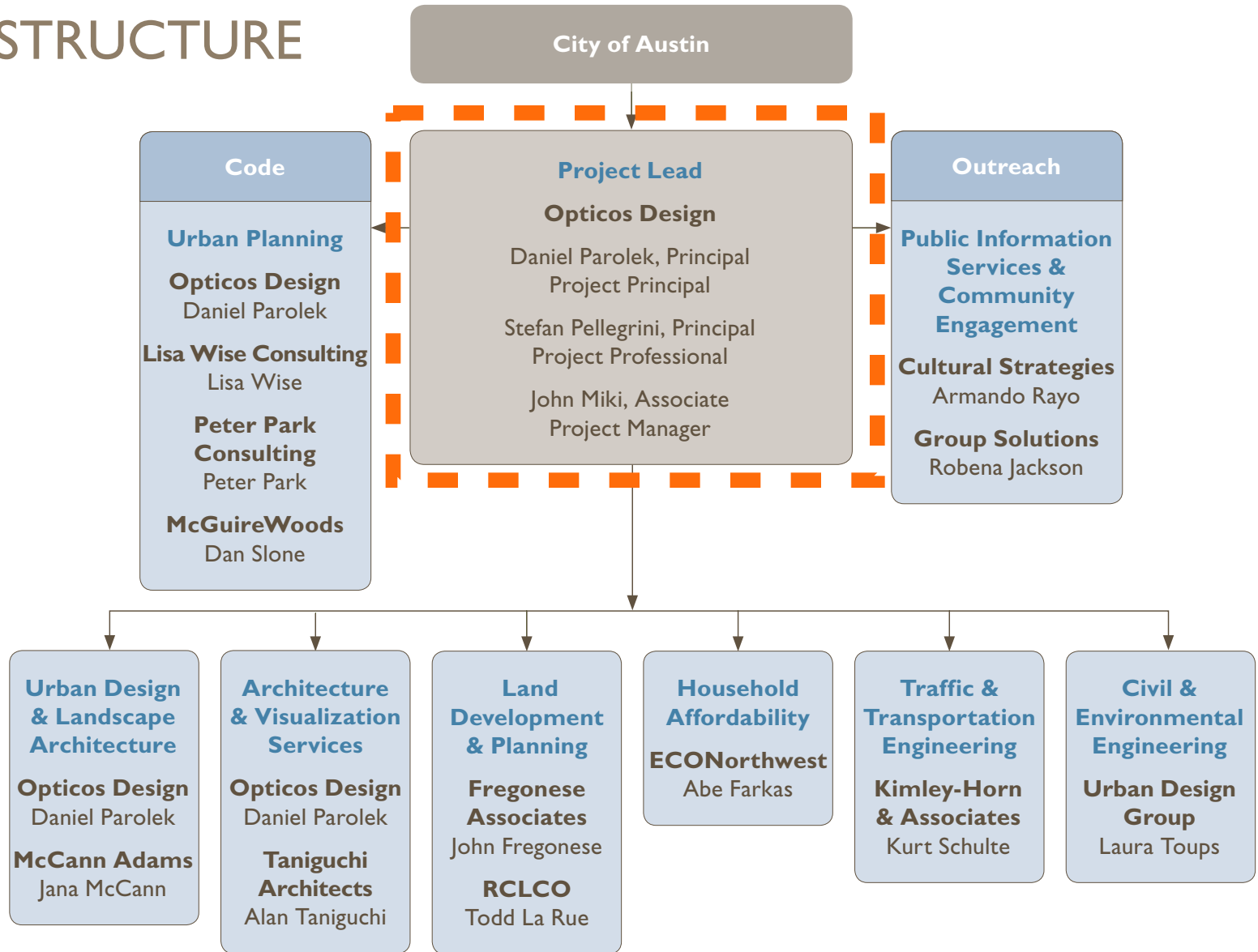


1

Who We Are

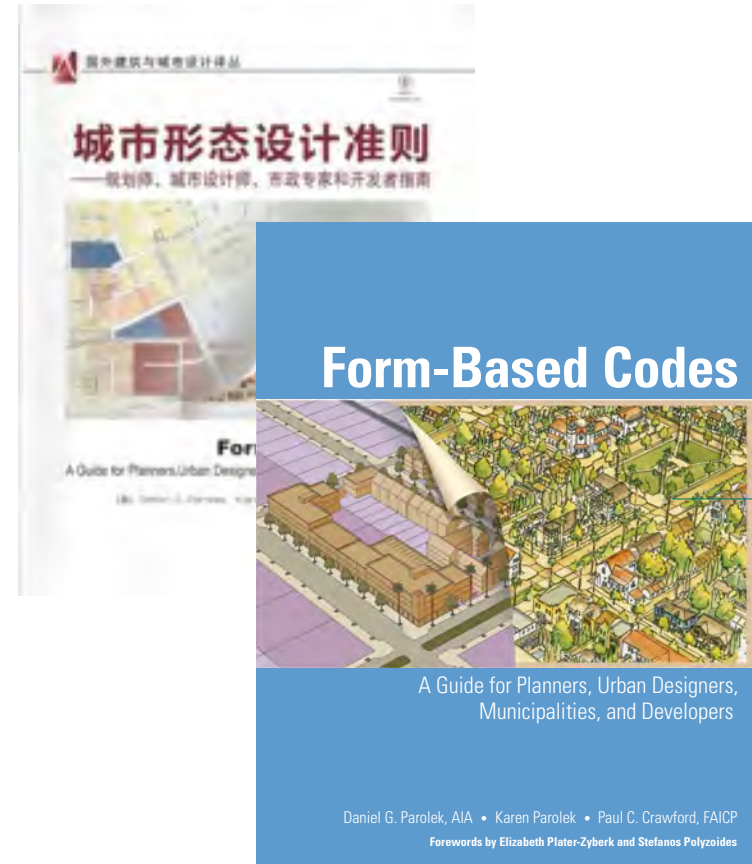
A multi-disciplinary team that achieves great results

TEAM'S STRUCTURE



Opticos Design

1. Clients come to us for innovation
2. Winner of national design and coding awards: CNU Charter Awards, Making Cities Livable, Octavia Boulevard Housing Competition
3. National thought leaders in Form-Based Coding and Citywide Hybrid Codes
4. Winner of 2 Driehaus Form-Based Code Awards
5. Recent Coding Efforts:
 1. Cincinnati Citywide FBC
 2. Beaufort County Hybrid Code
 3. Flagstaff, AZ Hybrid Code



2

Compact and Connected Neighborhoods with Diverse Housing

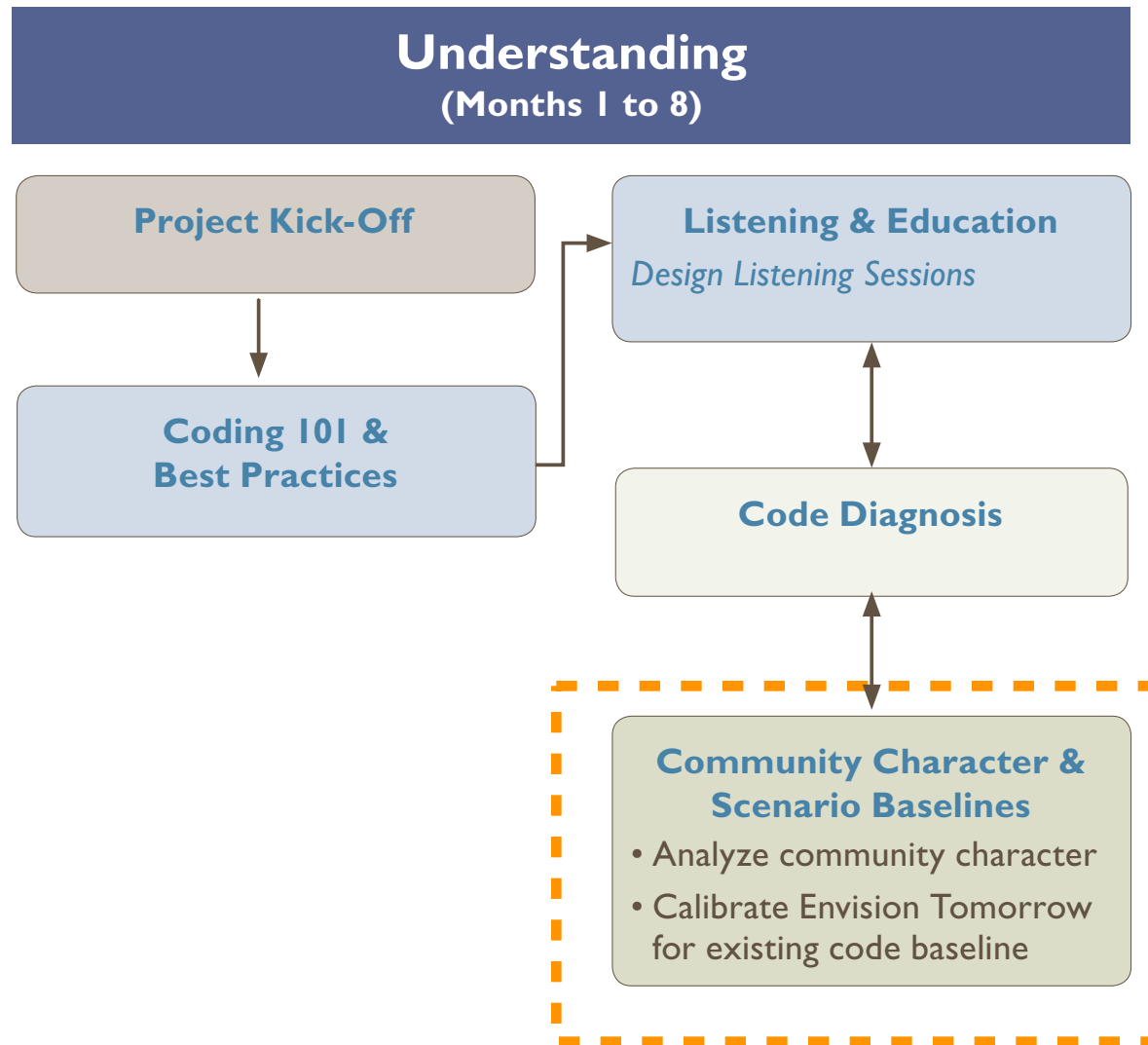
Understanding and Building Upon the DNA of Austin
Neighborhoods

Different Neighborhoods Require Different Solutions

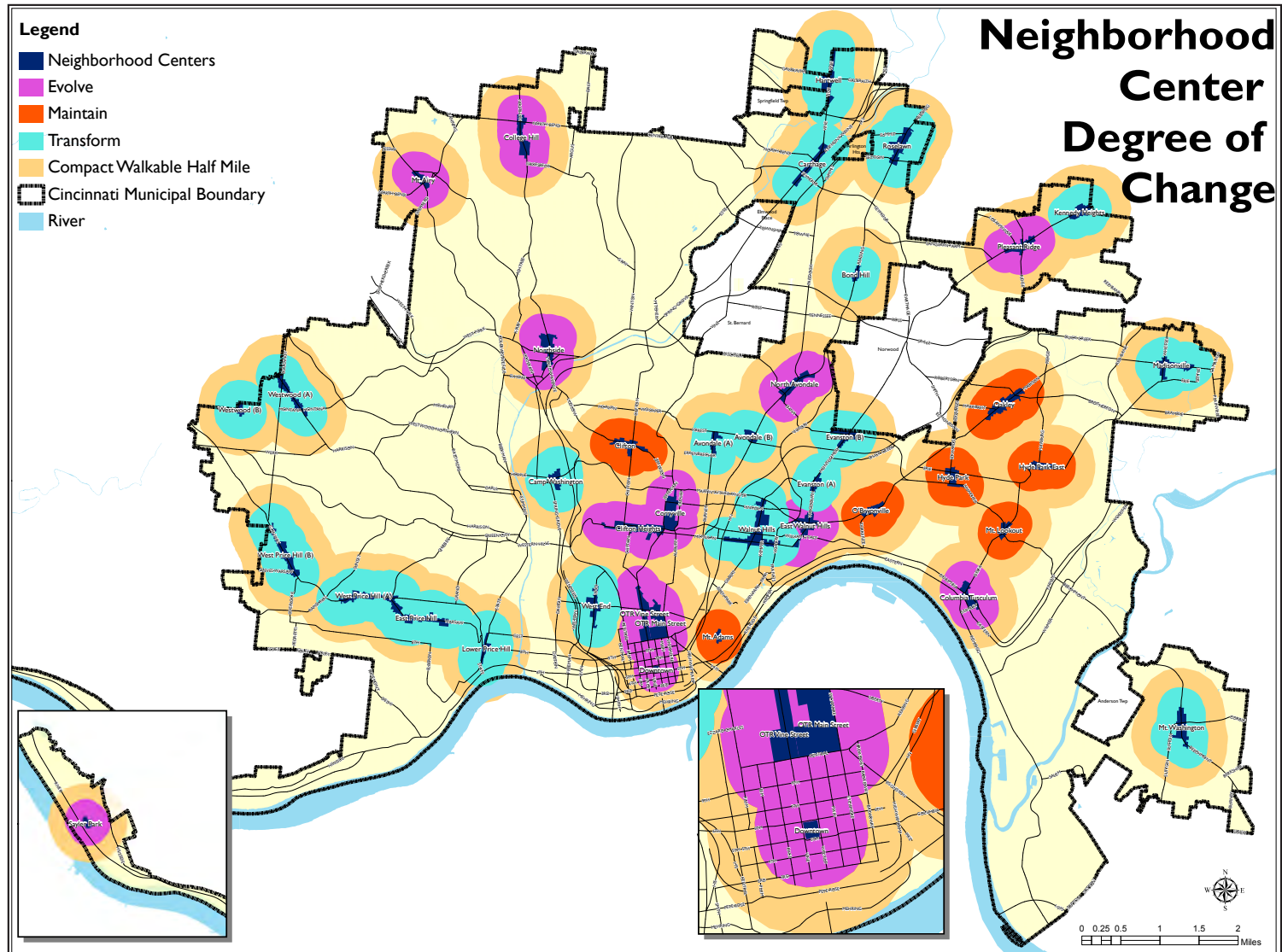


Beaufort County, South Carolina Multi-Jurisdictional Code: Place Types

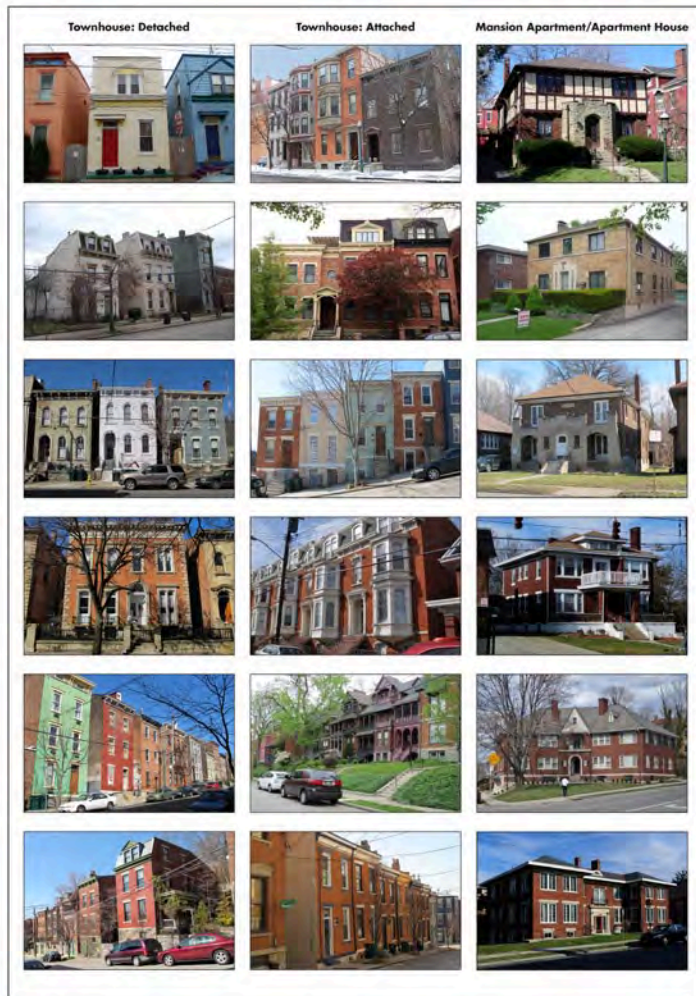
Creating a Form and Community Character Framework



Thriving Re-Urbanization as a Goal for 42 Neighborhoods



Extracting the DNA to Inform the Code



Building Types

Cincinnati, Ohio
April 28, 2012



Public Spaces

Cincinnati, Ohio
April 28, 2012



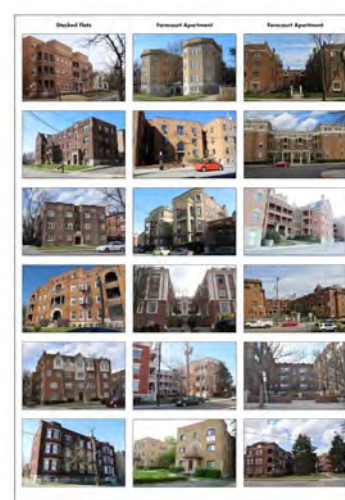
Frontage Types

Cincinnati, Ohio
April 28, 2012



Building Types

Cincinnati, Ohio
April 28, 2012



Building Types

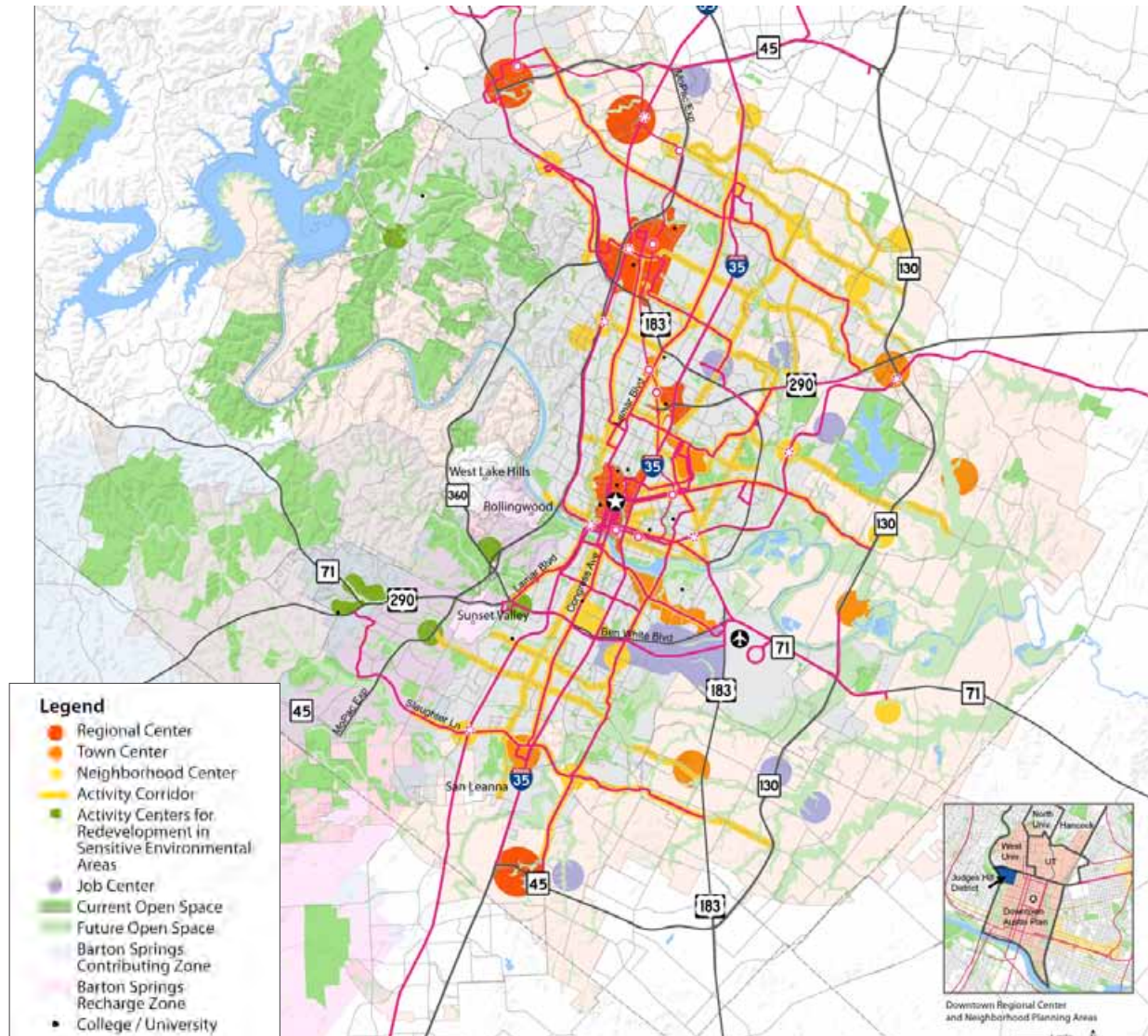
Cincinnati, Ohio
April 28, 2012



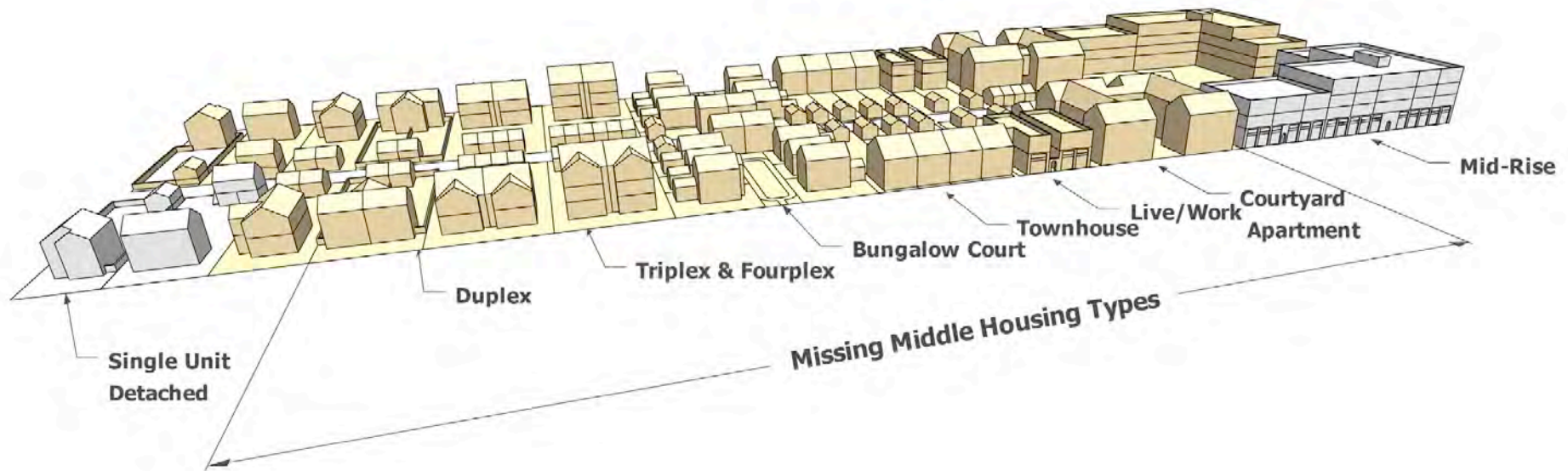
Basing Zones on Form not Uses: Protecting the Character



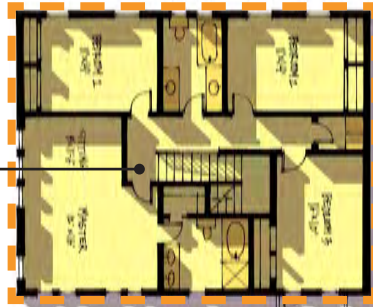
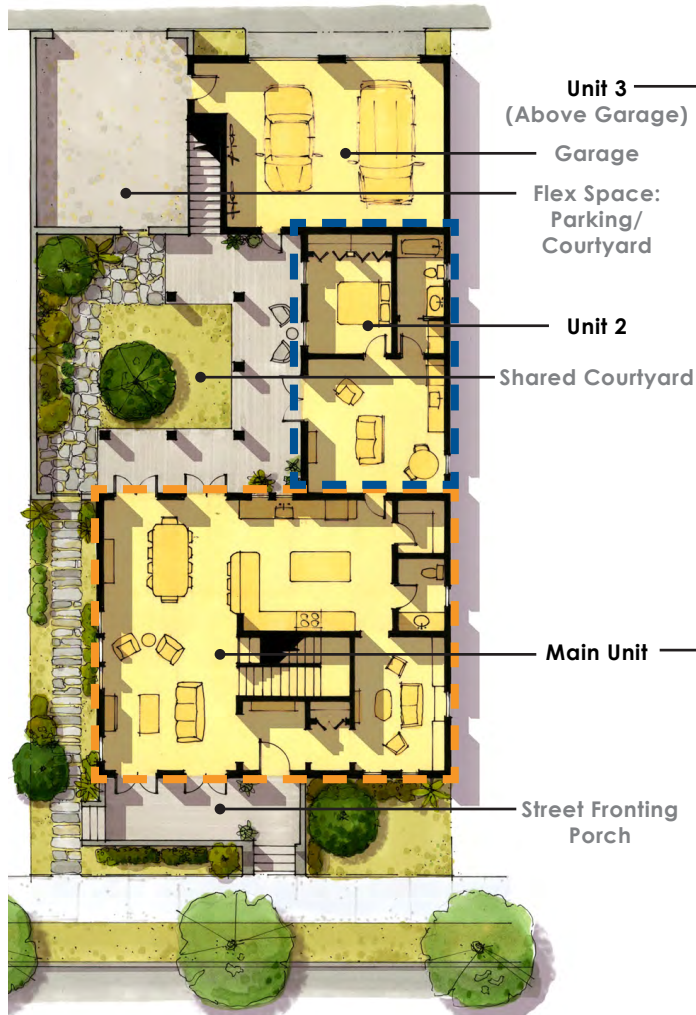
Centers and Activity Corridors as Priority



Incentivizing Missing Middle Housing: Key to Code Success



Responding to the Demand for Multi-Generational Housing



3

Preserving Neighborhood Character

Knowing the “Stories” and Completing Them

Understanding Existing Character & Stories Behind Code



Livermore, CA Development Code Update: Driehaus Form-Based Code Winner

Illustrating What is Allowed by the Current Code



Livermore, CA Development Code Update: Driehaus Form-Based Code Winner

Writing a Code to Ensure a Happier Ending to the Story



Livermore, CA Development Code Update: Driehaus Form-Based Code Winner

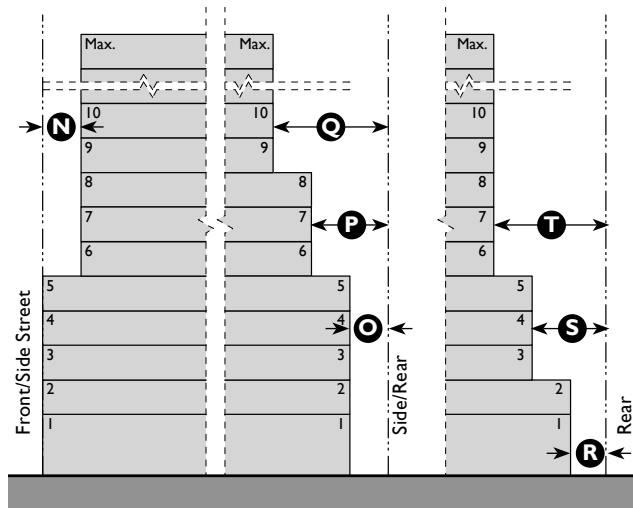
Creating an Effective Tool for Regulating Corridors



Transitions into Neighborhoods from Corridors



Transitions into Neighborhoods from Corridors



Key

ROW / Property Line Building

C. High-Rise/Mid-Rise Buildings in T5MSF/T5N

Front/Side Street Setback

Floors 6+ 10' min. **N**

Side Setback

Abutting T6/T5/T4

Floors 1-5 0' min. **O**

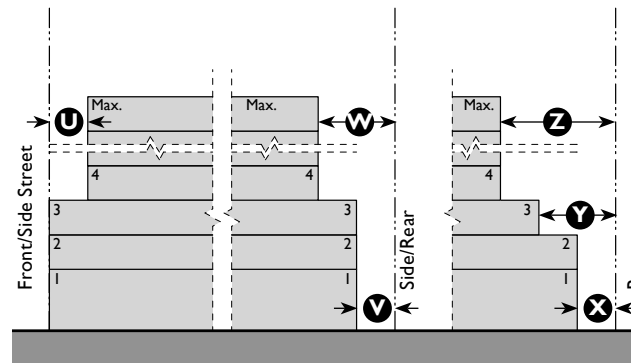
Floors 6-8 10' min. **P**

Floors 9+ 30' min. **Q**

Abutting T3

Floors 1-5 10' min. **O**

Floors 6-8 20' min. **P**



Key

ROW / Property Line Building

D. Mid-Rise Buildings in T4MS

Front/Side Street Setback

Floors 4+ 10' min. **U**

Side Setback

Floors 1-3 0' min. **V**

Floors 4+ 10' min. **W**

Rear Setback

Abutting T6/T5/T4

Floors 1-3 10' min. **V**

Floors 4+ 20' min. **W**

Abutting T3

Multi-Day Workshops to Vet Concepts and Scenarios



Summary of Major Meetings and Outreach Opportunities

- Presentations to Steering Committee
- Multi-Day Public Workshop
- Listening and Education Sessions
- Stakeholder Interviews & Focus Group Meetings
- Presentations to PC & CC
- **Branding & Webpage Goes Live**

- Presentation to Steering Committee
- Public Presentation
- Presentation to PC
- **Presentation for Approval of Annotated Outline and Cartoon of Code to CC (June 2014)**
- Webpage/Media Updates

- Presentation to Steering Committee
- **Multi-Day Public Workshop**
- Webpage/Media Updates

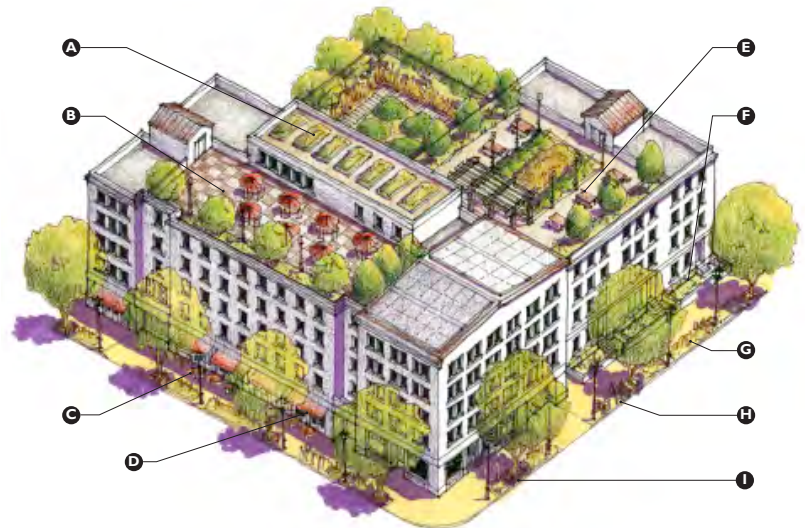
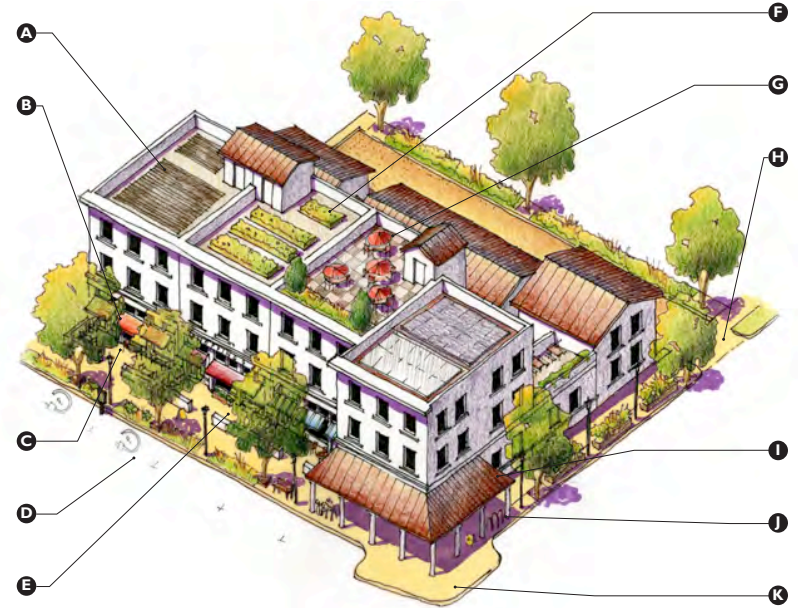
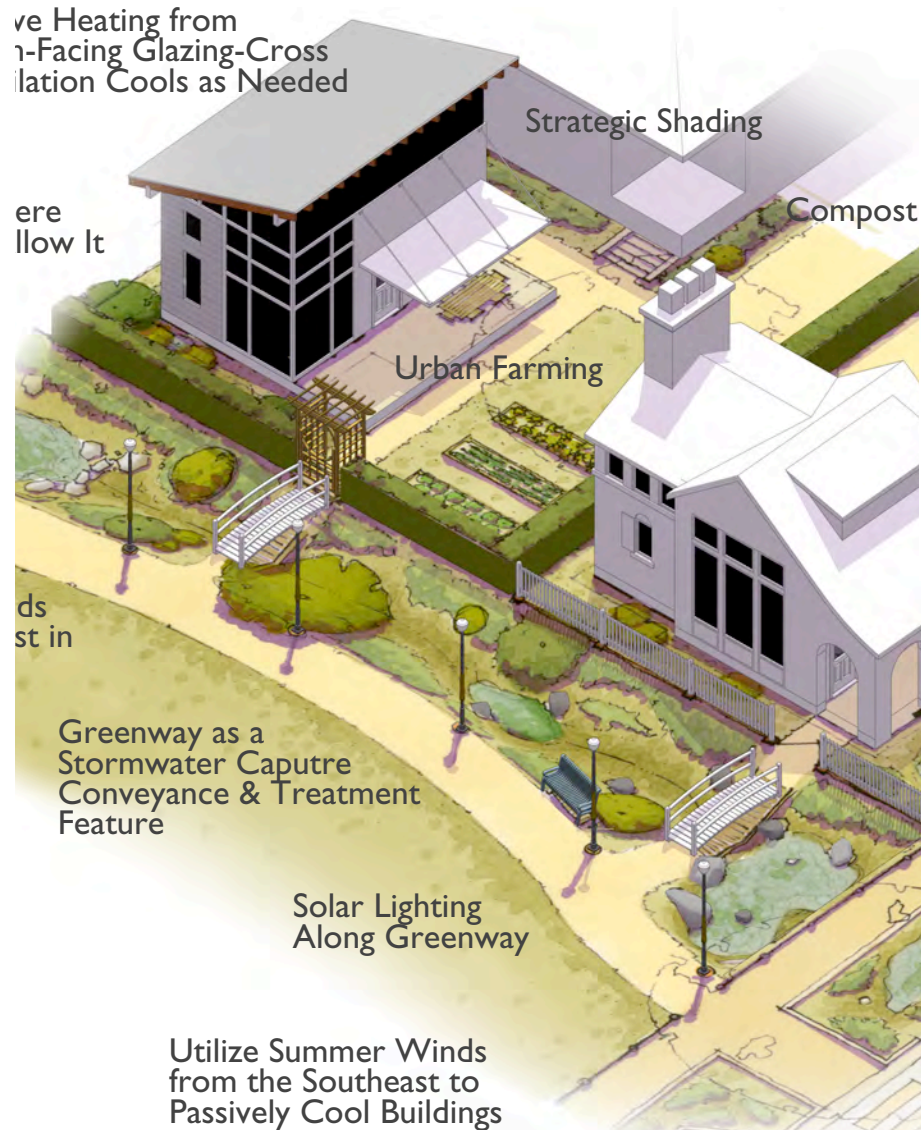
- **Multi-Day Public Workshop**
- Presentation to Steering Committee
- Presentation to PC
- Presentation for Approval of Revised Initial Draft to CC
- Webpage/Media Updates

4

Environmental Protection

Context-Based Sustainability

Sustainability and Urban Agriculture in Different Contexts



5

Household Affordability

Preserving Diverse Neighborhoods

Ways to Integrate Affordable Housing into a Code

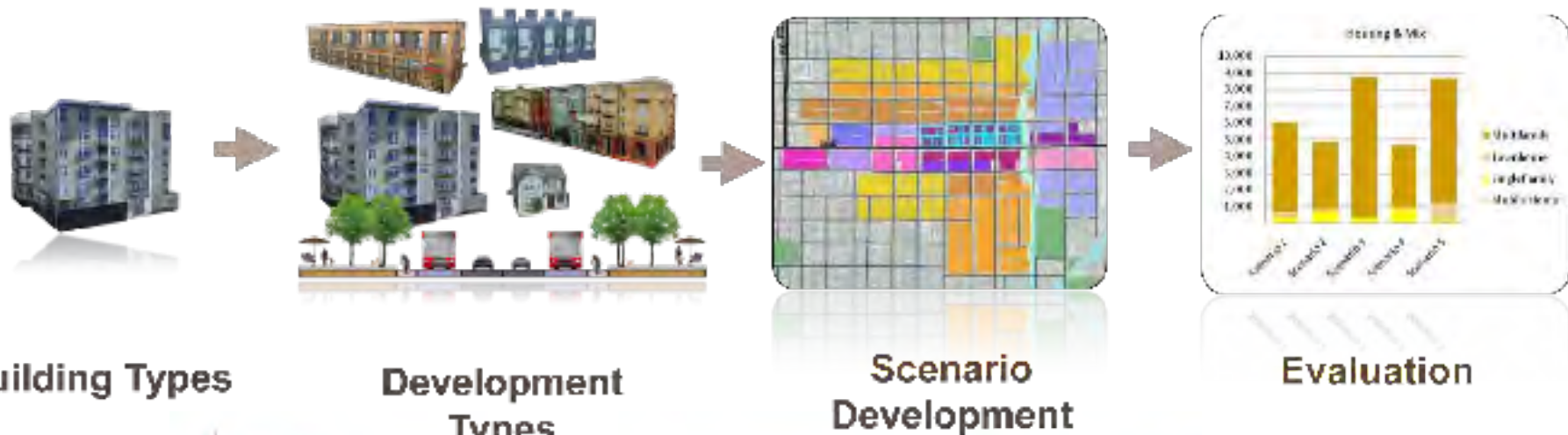
1. Make entitlement process quicker and more predictable
2. Encourage “affordable by design” housing/lot types
3. Remove barriers for compatible infill
4. Incentivize small buildings for compatibility and feasibility
5. Incentivize small units to enable residents to build equity
6. Rethink open space requirements in walkable urban areas
7. Reduce on site parking requirements
8. Do not require guest parking
9. Encourage detaching parking cost from units



Only \$23,000 Household Income Needed to Qualify



Utilizing Envision Tomorrow to Assess Affordability



6

Creating a Clear, User Friendly Code

Usability as a Primary Focus

Usability Starts with a Well-Thought-Out TOC

PLANNING PRACTICE

Going Hybrid

How one city overhauled its zoning code while combining form-based and conventional elements.

By Roger E. Eastman, AICP, with Daniel Parolek and Lisa Wise

FLAGSTAFF, ARIZONA, entered an exclusive club in November. It is now one of the few cities in the U.S. that have adopted a hybrid zoning ordinance with both form-based components and conventional Euclidean elements as part of a complete code rewrite. "Simplified, streamlined, predictable" raved an editorial in the *Arizona Daily Sun* while praising both the code and the process used to adopt it. Getting the new code adopted wasn't easy, but many city residents think the effort will be repaid in a more efficient, more equitable, and easier-to-use zoning system. The adoption of the new zoning code also caps off a successful public engagement process that has changed the generally negative perception of city planners.

TIME FOR AN UPDATE

An important first step in approaching a new code was differentiating between what Christopher Leinberger calls "walkable urban" areas from "drivable suburban" areas (*The Option of Urbanism*, Island Press, 2008). By making this distinction, Flagstaff could apply a form-based code in the walkable areas of the city while generally leaving the existing conventional code in place in the

Thus, a new transect-based hybrid code resulted that defaults to promoting and allowing for walkable urbanism while seamlessly incorporating refined yet otherwise conventional Euclidean zoning tools for the drivable suburban areas. Because the regulations for the two different types of areas are not muddled together, the form-based code could be kept intact—and development opportunities could emerge in a manner con-

Flagstaff (pop. 62,000), at an elevation of about 7,000 feet, is the regional hub of northern Arizona. Established as a stop on the early transcontinental railway in 1882 and later Route 66 and Interstate 40, Flagstaff quickly grew as a logging and ranching town, and as a gateway for tourists visiting the Grand Canyon and other national parks and monuments. Residents appreciate the natural beauty of the area and enjoy outdoor pursuits such as hiking, skiing, hunting, fishing, and camping.

The downtown and oldest neighborhoods were planned with small blocks and lots, and today are valued for their historic buildings and inherently walkable urban character. Typical of many American cities, Flagstaff's urban form changed after World War II as auto-oriented suburban developments were added to the periphery of the city. Until recently Flagstaff's zoning ordinances have actively promoted these drive-

able suburban development patterns. The need for a comprehensive update of the city's land development code had been apparent for some time as developers, contractors, design professionals, and residents complained about the code's complexity and inconsistency. Some even blamed the cumbersome nature of the code for contributing to the high cost of development and the failure of big projects and economic develop-

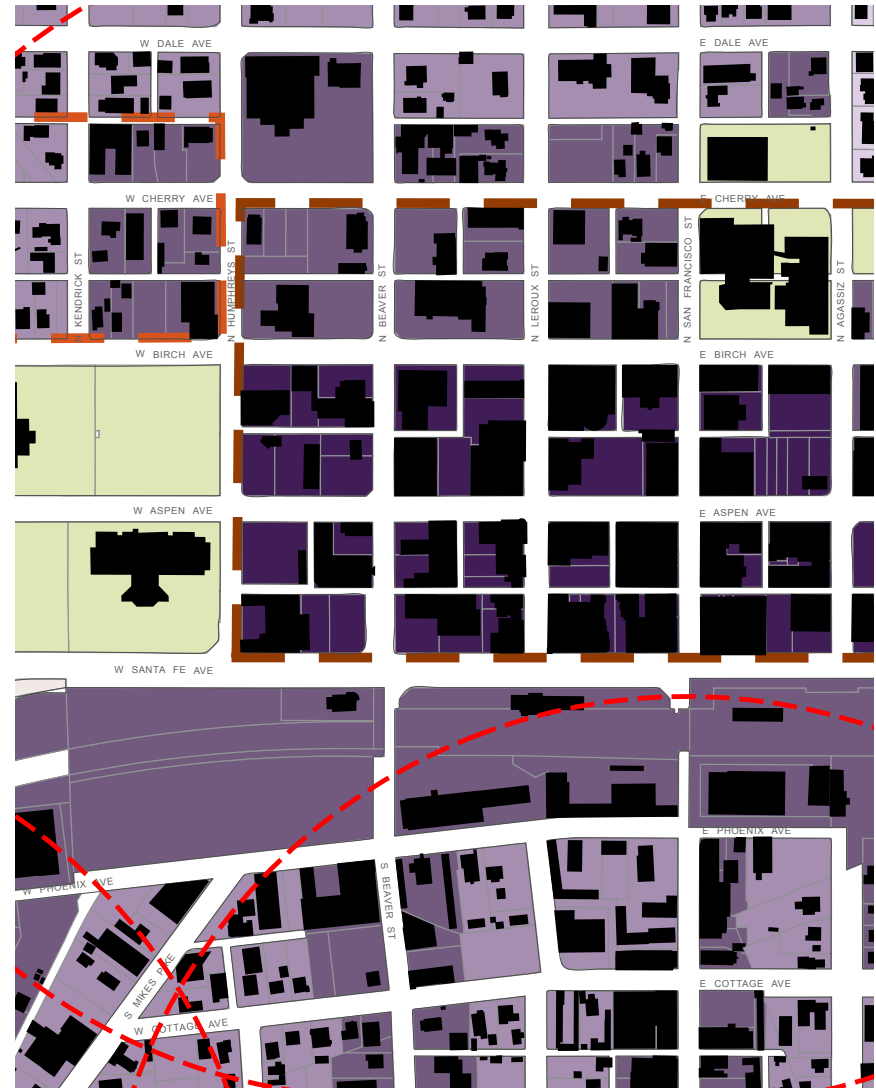
ANALYZING THE TABLE OF CONTENTS

Preamble	Includes an explanation of Flagstaff's different types of places, an introduction to the urban-to-rural transect, and an overview of what a FBC is, and how to use the code.
Title, Purpose, and Jurisdiction	Establishes the purpose of the code and its authority under state law.
Administration, Procedures, and Enforcement	Includes all procedures for the application of the code.
General to All	General requirements that might apply to all zones citywide, including heritage preservation, affordable housing, and site planning design standards.
Specific to Zones	Includes overlay, non-transect, and transect zones, and the standards and uses specific to each zone.
Supplemental to Zones	Specific supplementary regulations, including building types, frontage types, landscaping, sign, resource protection, outdoor lighting, and parking standards.
Specific to Thoroughfares	Establishes standards for thoroughfare design applicable only in the transect zones.
Specific to Civic Spaces	Establishes standards for the design of civic spaces applicable in transect and non-transect zones.
Definitions and Terms and Uses	The terms defined in the code, illustrated as needed.
Maps	Includes all maps referenced in the code. Not adopted into the code, the appendices provide useful supplementary information.

Usability and Graphic Clarity Throughout the Code

Quick Code Guide: Building-Scale Projects

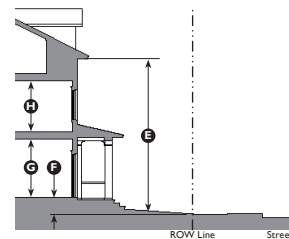
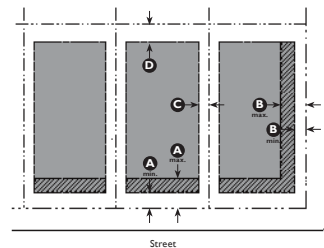
Step	Instructions	Code	Title
1	Find the transect zone for your parcel		Maps
2	Comply with the standards specific to your zone	1703-2	Specific to Transect Zones
3	Choose and comply with the standards specific to your building type	1703-3	Specific to Building Types
4	Choose and comply with the standards specific to your frontage type	1703-4	Specific to Frontage Types
5	Comply with the standards general to all transect zones	1703-5	Supplemental to Transect Zones
6	Follow the procedures and comply with the requirements for permit application	1703-9	Administration and Procedures
7	If you want to subdivide your property, follow the procedures and comply with the requirements in Subdivision		Subdivision and Land Development



Our Codes Have Become the Benchmark for Usability

10-40.40.080

T4 Neighborhood 2 (T4N.2) Standards



Key

- ROW/Property Line
- Building Setback Line
- Building Area
- ▨ Facade Area

D. Building Placement

Setback (Distance from ROW/Property Line)

Principal Building		
Front ¹	5' min.; 12' max.	A
Front facade within area	50% min.	
Side Street/Civic Space	10' min.; 15' max.	B
Side ²	3' min.	C
Rear	3' min.	D
Outbuilding		
Front	20' min.	
Side	0' min.; 3' max.	
Rear	3' min.	

¹Setback may match an existing adjacent building as follows. The building may be set to align with the facade of the frontmost immediately adjacent property, for a width no greater than that of the adjacent property's facade that encroaches into the minimum setback.

²No side setback required between townhouse and/or live/work building types.

Miscellaneous

Upper-floor units must have a primary entrance along a street or courtyard facade.

Ground-floor residential units along a street must have individual entries.

E. Building Form³

Height

Principal Building		
Stories	4 Stories max.	E
To Eave/Parapet	40' max.	
Overall	52' max.	
Outbuilding		
2 Stories max.		
To Eave/Parapet	18' max.	
Overall	28' max.	
Ground Floor Finish Level	18" min. above sidewalk	F
Ground Floor Ceiling	9' min. clear	G
Upper Floor(s) Ceiling	8' min. clear	H

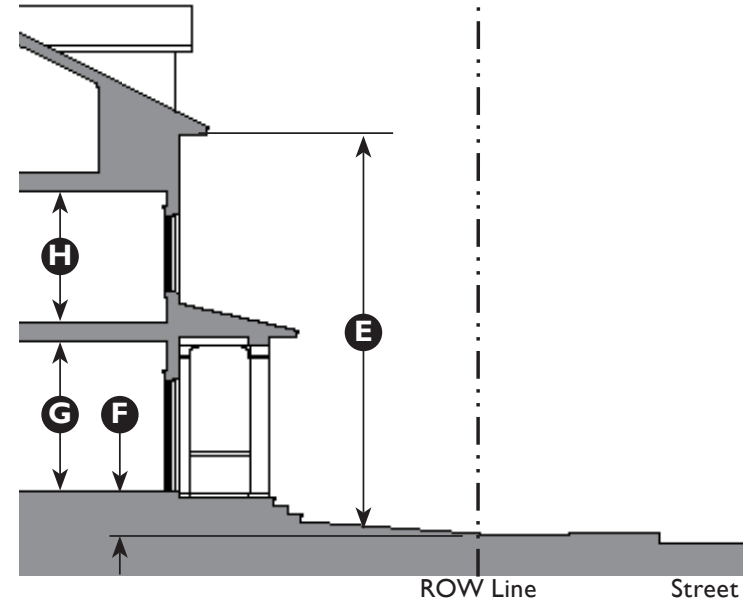
³ See Division 10-50.100 (Specific to Building Types) for additional building form regulations.

Footprint

Depth, ground-floor residential	30' min.
space along primary street frontage	
Lot Coverage	80% max.

Miscellaneous

Mansard roof forms are not allowed.



E. Building Form³

Height

Principal Building

Stories	4 Stories max.
To Eave/Parapet	40' max.
Overall	52' max.

E

Outbuilding

2 Stories max.	
To Eave/Parapet	18' max.
Overall	28' max.



Welcome and Celebrate Austin's Diversity

Armando Rayo, Cultural Strategies

Connect, Equip, Mobilize

CULTURAL STRATEGIES

Cultural Strategies is a marketing and communications firm that provides cultural insights, effective marketing concepts, and public engagement strategies that resonate with a multi-cultural America.

*“Beyond outreach,
engagement includes people in the process.”*

TEAM CAPABILITIES

Certifications

International Association for Public Participation (IAP2)

City of Austin Certified
Minority-Owned Business Enterprise (MBE)

PUBLIC ENGAGEMENT

- Research & Assessment
- Community Relations
- Earned Media Placement
- Stakeholder Outreach

PUBLIC RELATIONS

- Communications Plans
- Advocacy & Professional Relations
- Campaign Management

MARKETING & ADVERTISING

- Research & Insights
- Brand Development
- Media Planning/Buying
- Custom Content
- Creative

INTERACTIVE & SOCIAL MEDIA

- Platform Development
- Strategy & Implementation
- Campaign Management
- Analytics Reporting
- SEO & SEM

Related Projects

Community-based Research



Public Involvement



Community Events



The Cultural Strategies Engagement Team for the Land Development Code represents a collaboration of public engagement experts with deep connections to Austin.

TEAM PROFILE



ARMANDO RAYO

Expertise: Community Engagement & Social Innovation

Project Involvement:

- **Airport Boulevard Form-Based Code Transportation Study**
- **Central Health - Dove Springs**
- **United Way – Hands on Central Texas**
- **Austin Independent School District**



DIANE MILLER

Expertise: Civic Engagement & Community Planning Management

Project Involvement:

- **Imagine Austin**
- **Envision Central Texas**
- **IAP2 Practitioner**
- **Congress for New Urbanism**



MARK YZNAGA

Expertise: Public Policy Development & Community Decision-making

Project Involvement:

- **Imagine Austin**
- **Envision Central Texas**
- **Create Austin**



ROBENA JACKSON

Expertise: Public Involvement & Communications

Project Involvement:

- **Imagine Austin**
- **CAMPO**
- **Capital Metro**
- **Central Texas Regional Mobility Authority**
- **Austin Water Utility**





ENGAGEMENT FRAMEWORK



VALUES

Relevance

- Understand culture, traditions and history
- Understand an individual's and community's aspirations, needs and wants
- Honor, respect and be authentic

Engagement

- Utilize culturally relevant messages and approaches
- Build meaningful connections
- Reflect people's concerns
- Interact and include community members in the process
- Create Ambassadors
- Engage, not just outreach

Commitment

- Be intentional and committed to the long haul
- Show up frequently and when it matters
- Collaborate with multi-cultural organizations and groups
- Equip people with skills, knowledge and abilities
- Utilize community members as leaders



LAND DEVELOPMENT CODE: PUBLIC ENGAGEMENT

Approach:

- Reposition Land Development Code messaging into a “Quality of Life” discussion
- Build community in the process

Proposed Tactics:

- Listening Sessions
- Education Sessions
- Small-group discussions
- Implement engaging visual communication materials that resonate with audiences
- Community Chats/Pláticas
- Develop Ambassador Program
- Text Message Polling
- Develop Advocate Program for Community-based organizations, schools, and faith-based groups
- Develop photo and video series that documents the community's visions

Goals

- Listen to the community, provide education and identify issues.
 - Code 101 and Best Practices
 - Design Listening Sessions
 - Education Sessions
 - Listening Sessions

Deliverables

- Code 101 and Best Practices Documents
- Public Participation Plan
- Preliminary “Listening to the Community” Report
- Final “Listening to the Community” Report

AUDIENCE IDENTIFICATION

- Cultural Segmentation
- Socio-economic
- Affinity Associations
- Leaders (Formal/Informal)
- Grassroots
- Geospatial Analysis

RESEARCH

- In-depth Interviews
- Focus Groups
- Intercept Interviews
- Surveys Online/Offline
- Polling

MESSAGING & BRANDING

- Brand Identity Development
- Campaign Toolkit
- Survey Instruments
- Web Presence
- Spanish Transcreations

PEER-TO-PEER

- Ambassador Development
- Advocate Recruitment
- Education & Dialogue Sessions
- Community Potlucks
- Visioning Workshops

MEDIA

- Social Media
- Earned & Paid
- E-blasts
- Neighborhood Newsletters
- Partnerships



PUBLIC INVOLVEMENT: AIRPORT BOULEVARD FORM-BASED CODE



Task: Include under-represented groups in city planning initiative - Latinos, African American, and Asian, faith-based groups and minority-owned businesses.

Campaign Assets: Identity development, website, YouTube

Methodology: Video series, photovoice, small group discussions, visioning workshop, stakeholder meetings



COMMUNITY ENGAGEMENT: HEALTHCARE



Task: Create a health movement in Houston on behalf of 10 community health centers

Campaign Assets: Brand development, website, collateral, leadership presentations and education, online tools, earned media

Methodology: Research, messaging, ambassador training, advocate recruitment, community engagement, partnership development

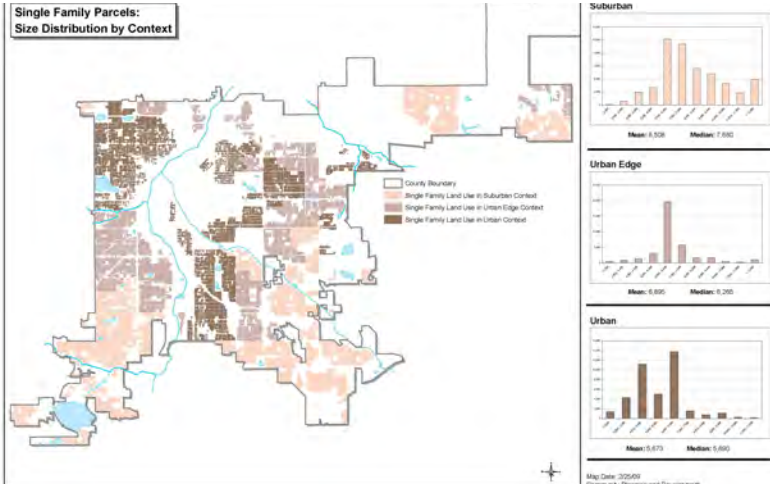
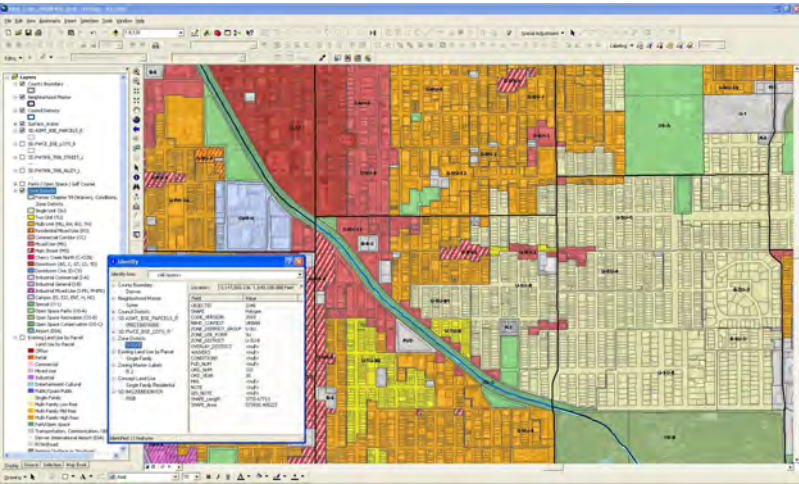
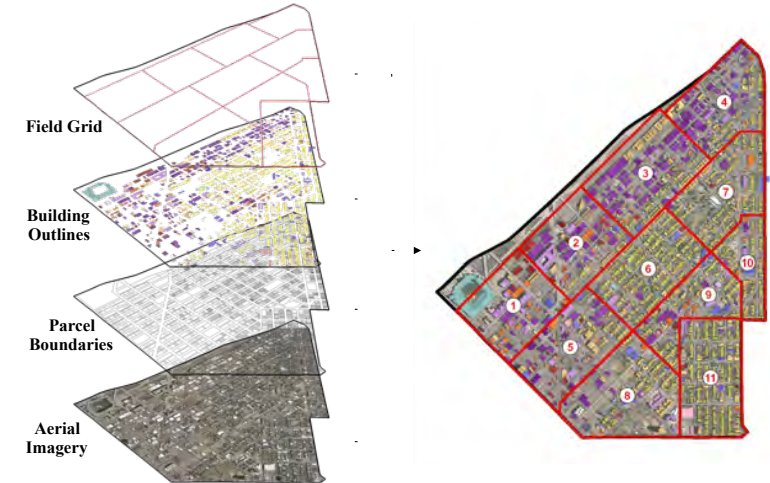


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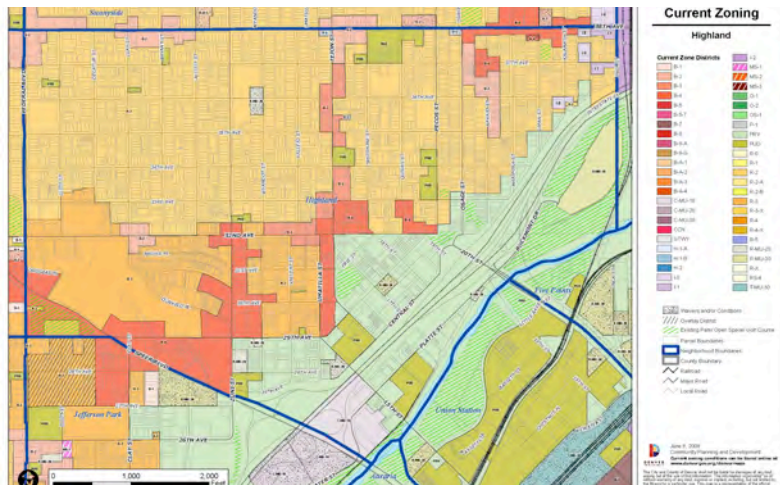
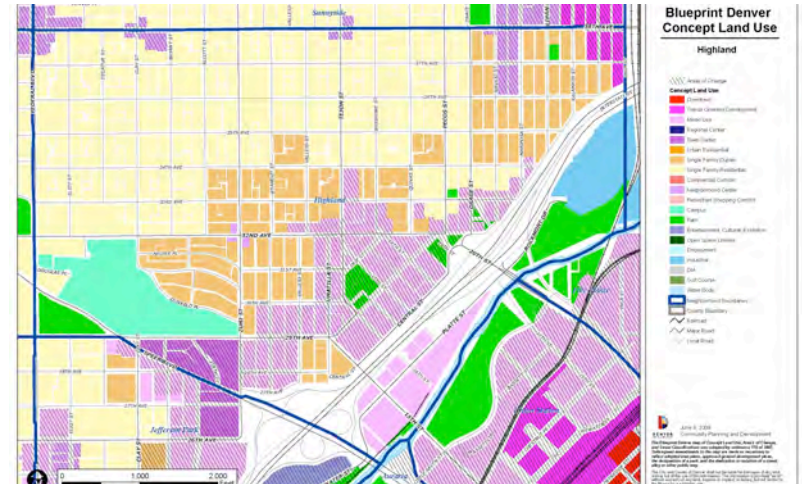
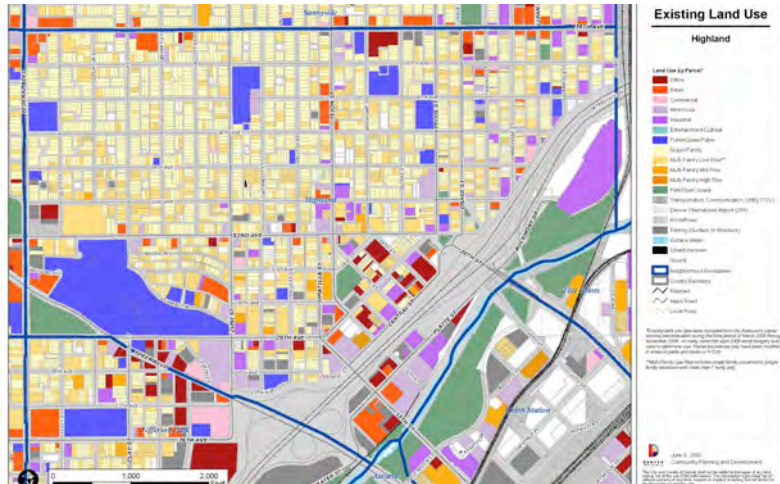
Efficient & Effective Service Delivery

Peter Park: Assessing Capacity, Citywide Mapping, Better City
and Better Planning

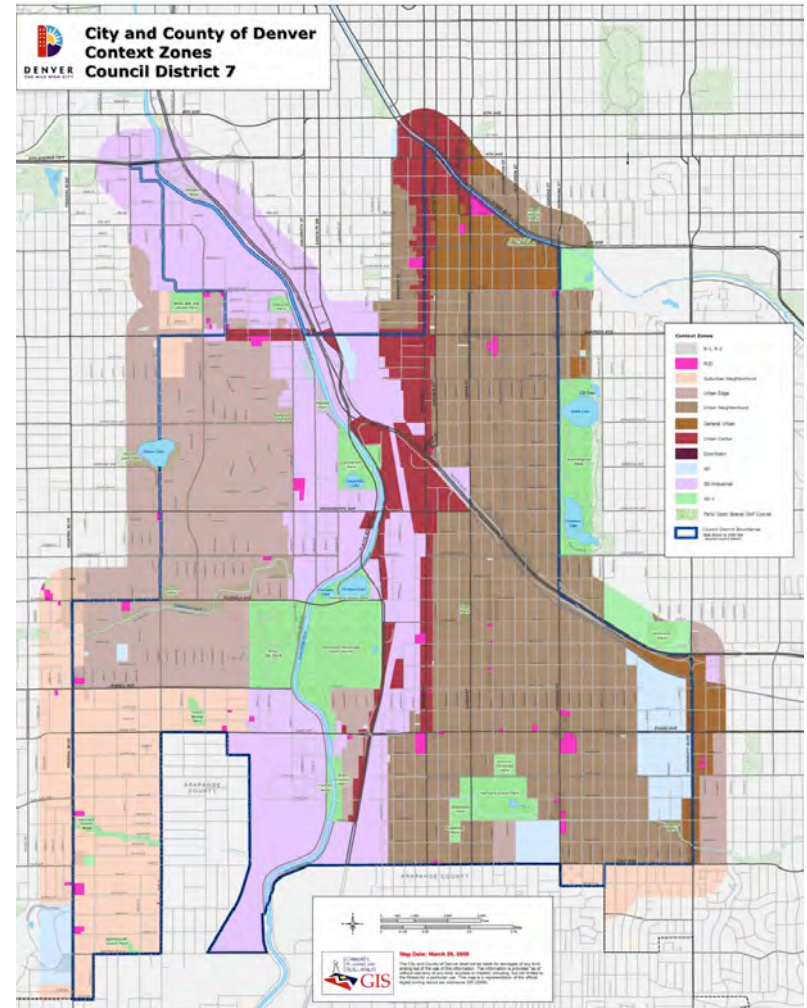
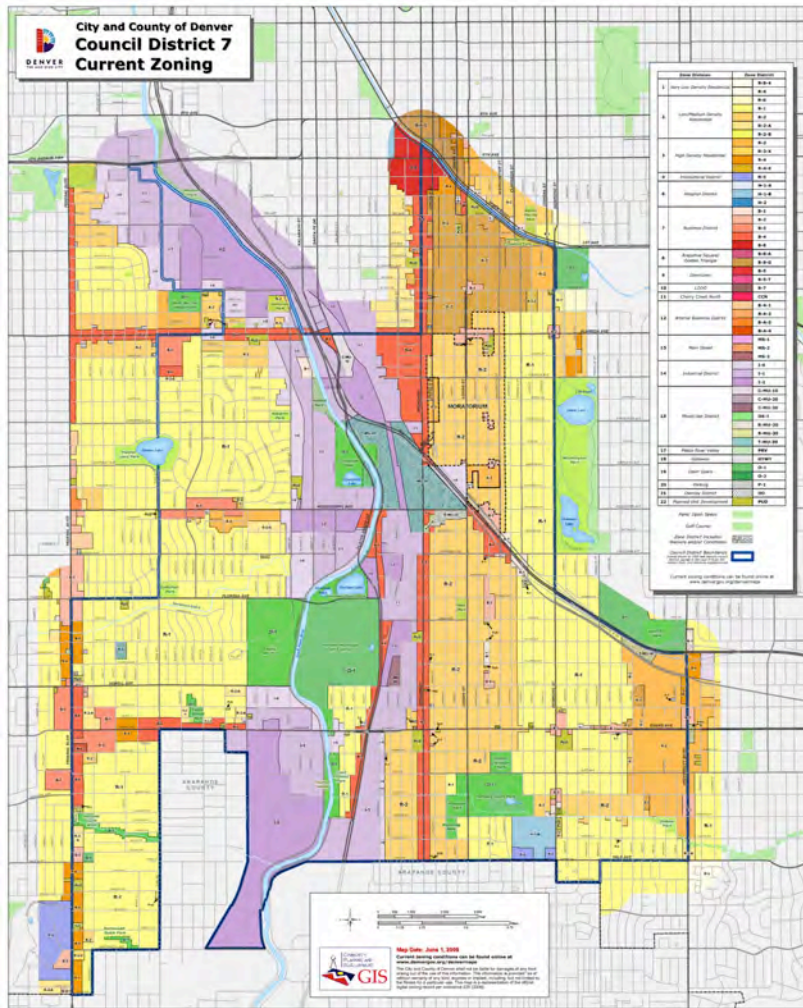
Assessing Capacity



Citywide Mapping



Citywide Mapping



Building Consensus and Ownership



Denver City Council President Chris Nevitt



Neighborhood Mapping Session

Better Code=Better City & Better Planning



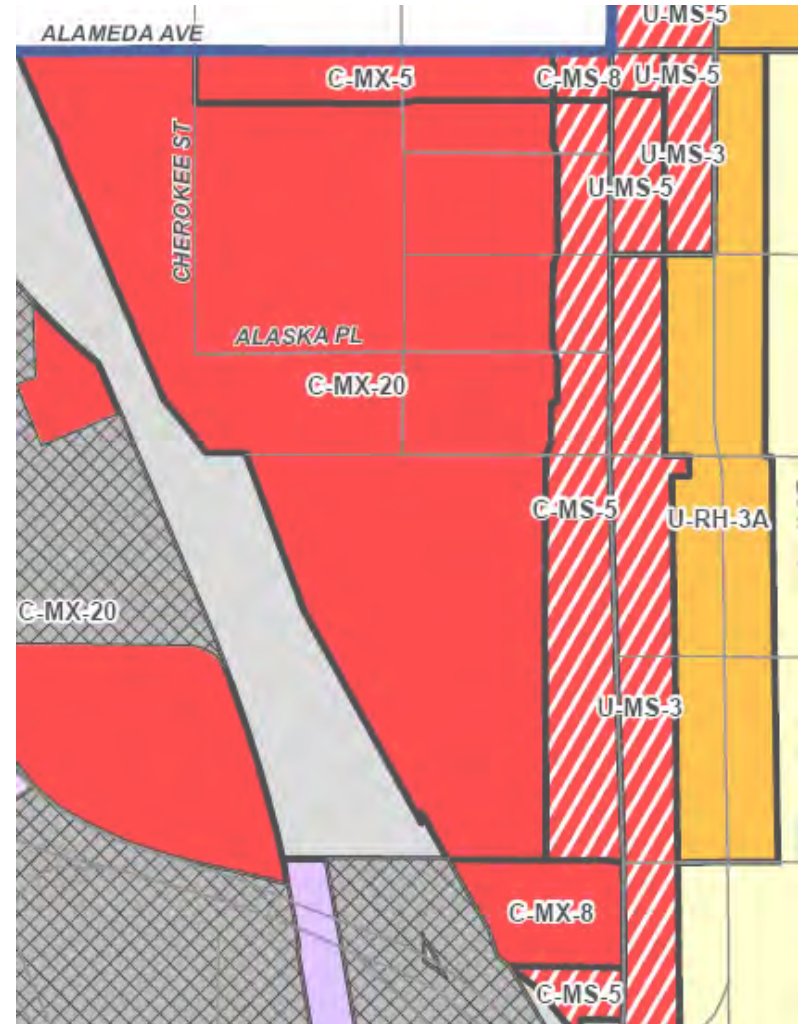
Alameda Station/Denver Design District



Better Code=Better City & Better Planning



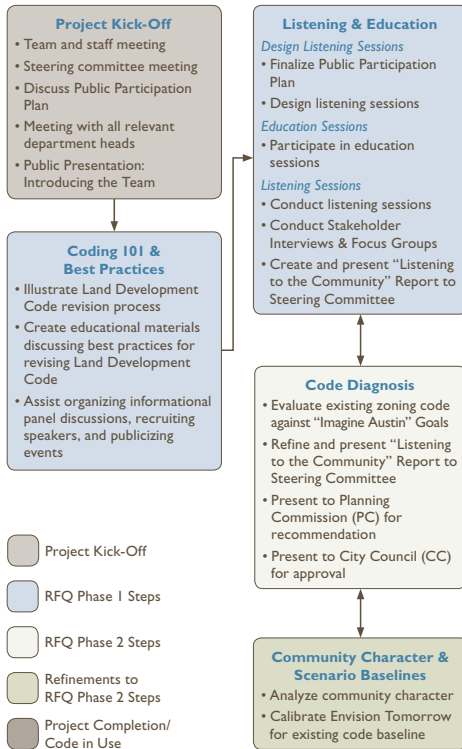
Alameda Station Area Plan Recommendations



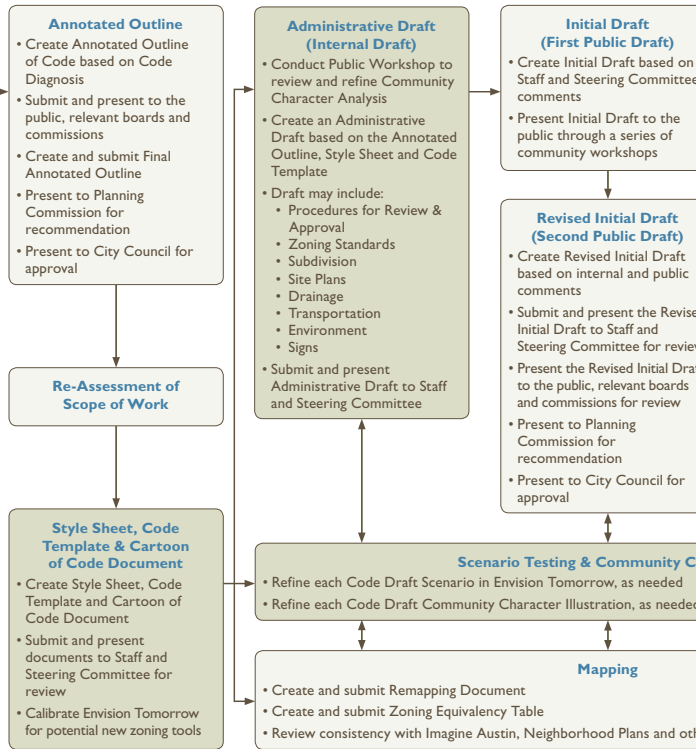
New Zoning Map



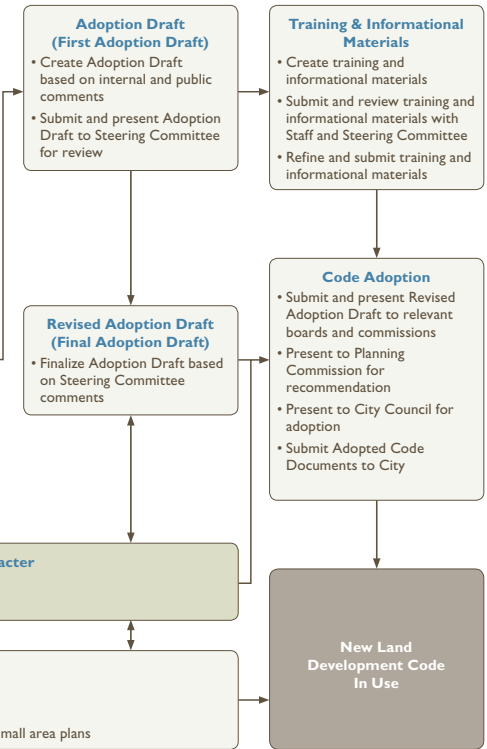
Understanding (Months 1 to 8)



Exploring (Months 9 to 23)



Implementing (Months 24 to 32)



Summary of Major Meetings and Outreach Opportunities

