

IMAGINEAUSTON

Imagine Austin: Our Past, Today, and Future



Outline

Imagine Austin Plan Development

Imagine Austin Content

Implementation



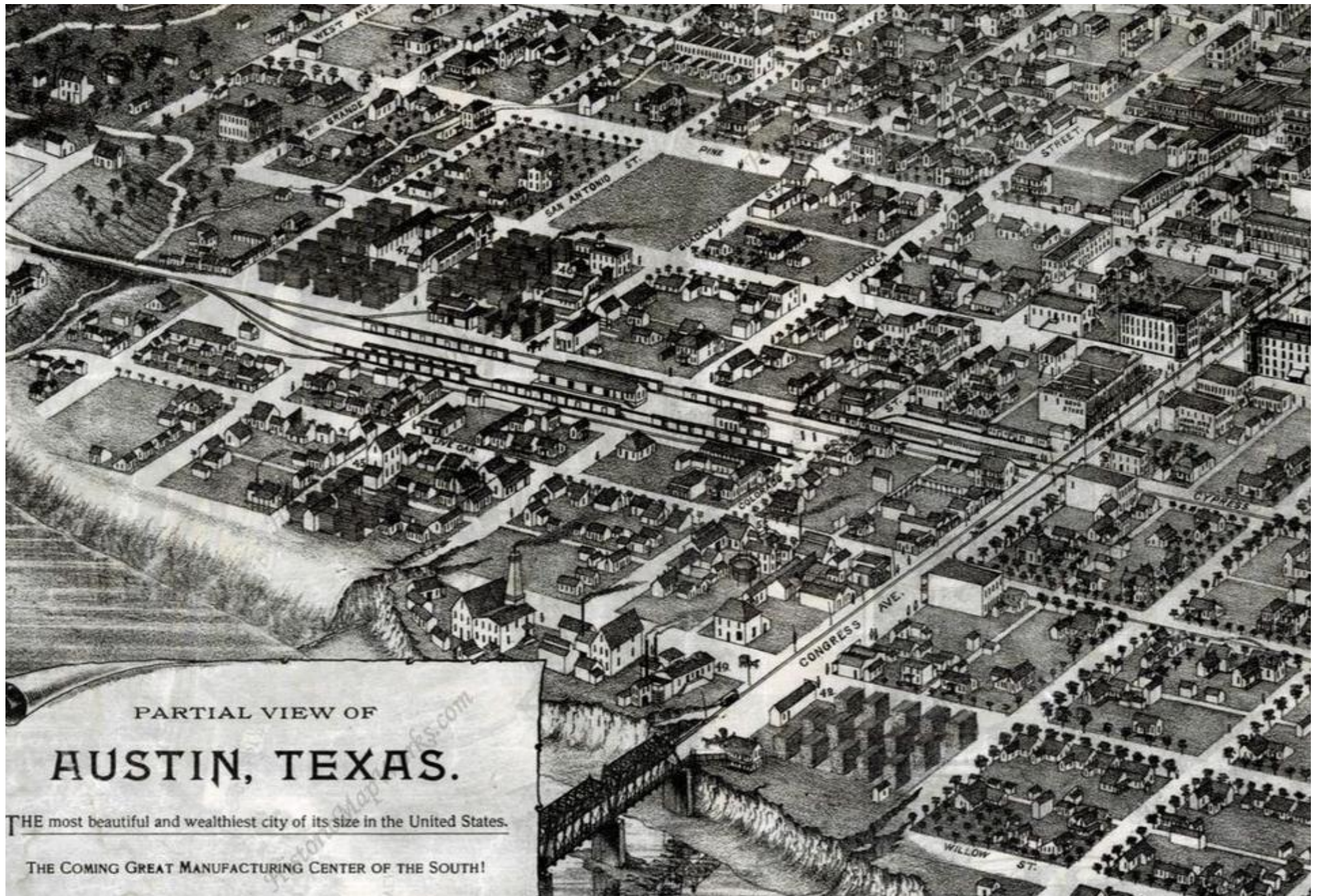
i love you
so much



Roles and Actions

- Everyday decisions
- Policy choices
- Council, staff and community ownership





Waller Plan- 1839

Population-553



Congress Avenue - 1913

Population-31,000



“It is our recommendation that the nearest approach to the solution of the race segregation problem will be the recommendation of this district as a negro district... as an incentive to draw the negro population to this area.”

Master Plan- 1928

Population-53,000



Justin Lane-1955

Population-159,500

AUSTIN TOMORROW COMPREHENSIVE PLAN



Austin Tomorrow 1979

Population-341,500



Rundberg Lane– 2008 Population-750,500

City Council Direction



Engagement

Sustainability

Implementation

Imagine Austin launches– 2009

More than 640,000 surveys, notices, and flyers distributed.

150 stories in local media, plus paid advertisements

Direct contact with 751 churches, organizations, and associations

55 stakeholder interviews

136 Speakers Bureaus reaching 2,700 people

19 Boards / Commissions briefed twice each



Outreach & Engagement

Participation Plan

Four Community Forum Series

Neighborhood plan meetings

Seven Working Groups



Total Participation

18,532



Imagine Austin unanimously adopted 2012



City Limits

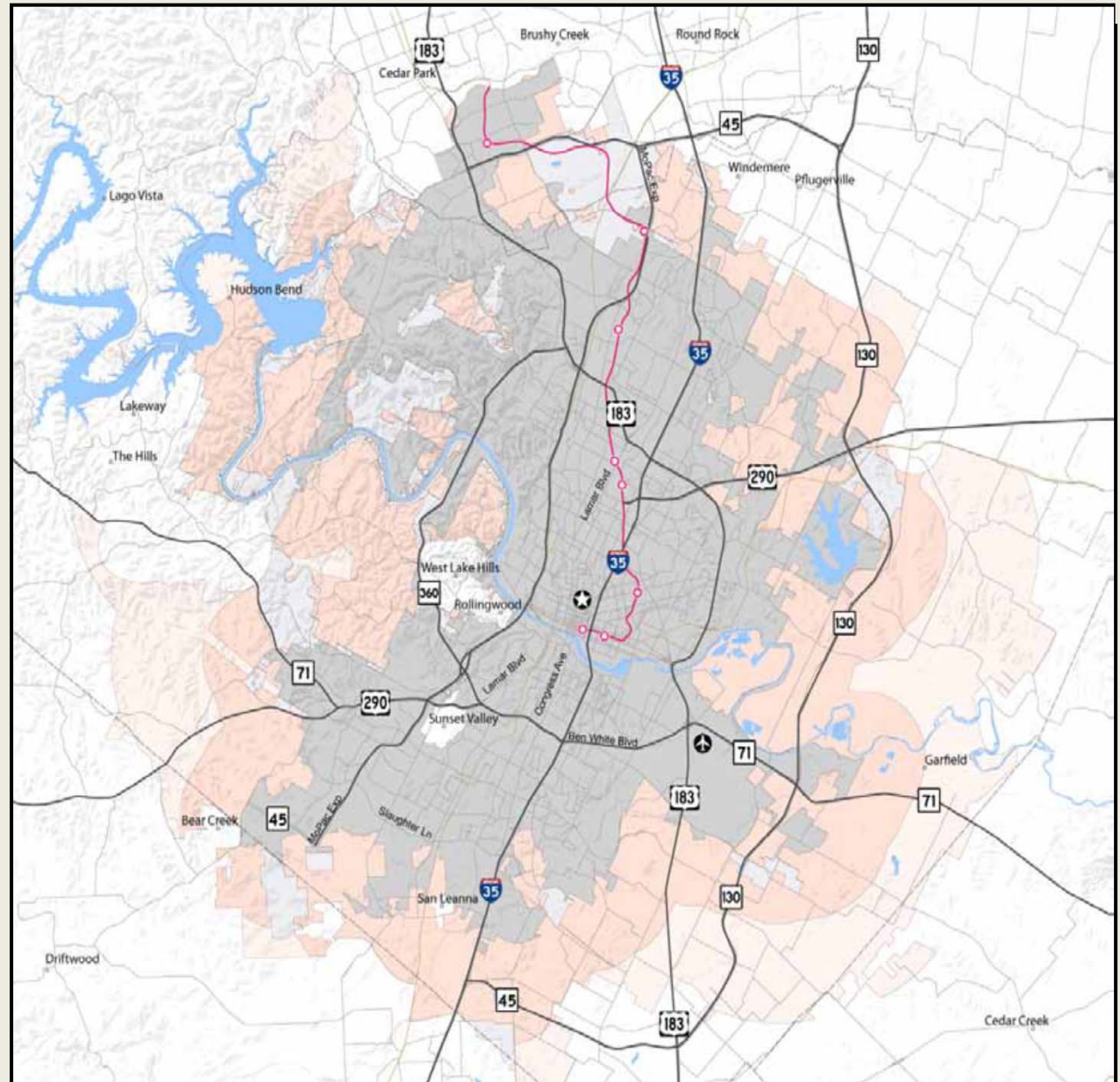
308.1 Sq/Miles

Extraterritorial Jurisdiction

308.6 Sq/Miles

Total

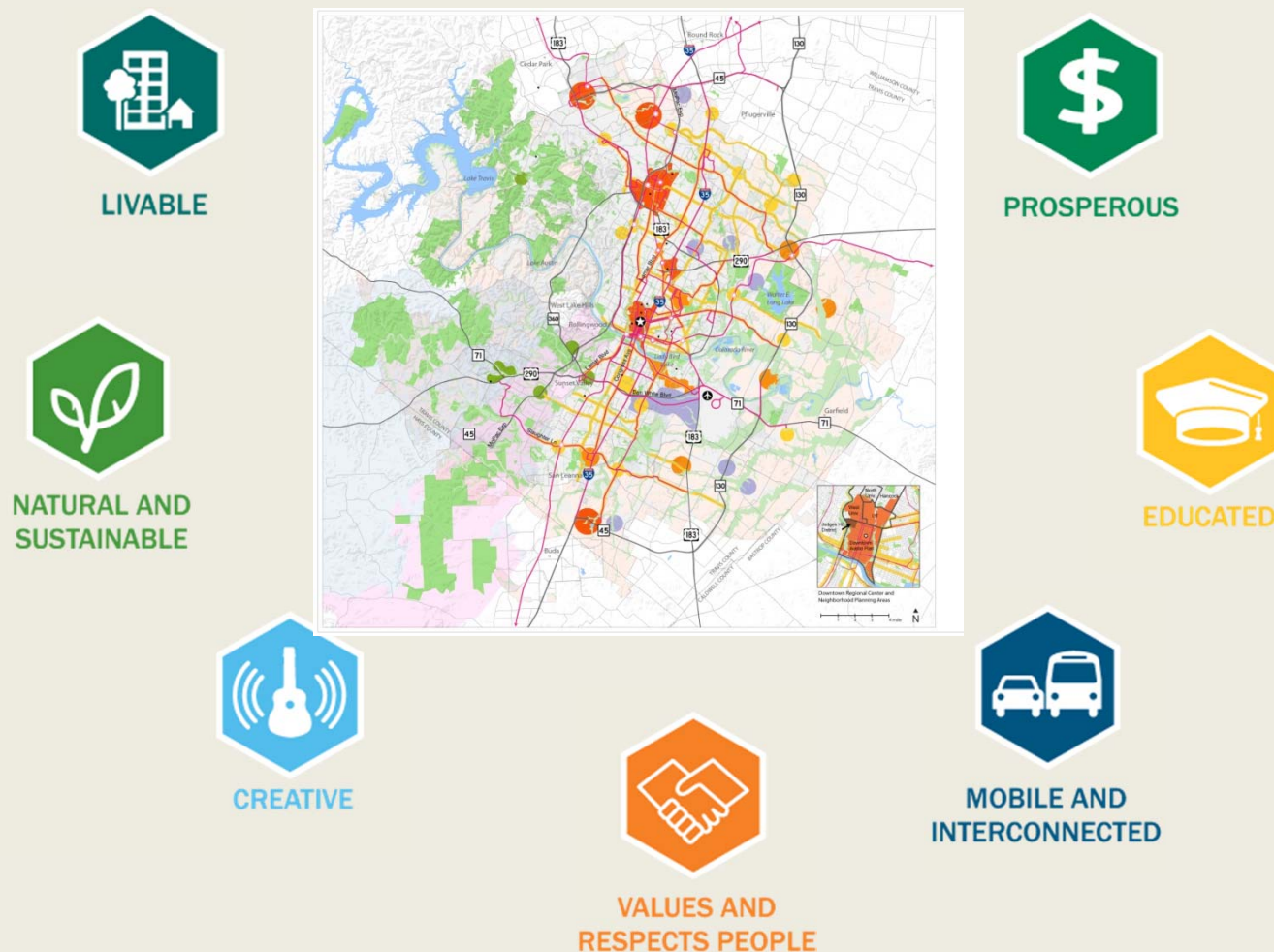
616.7 Sq/Miles



Planning Area

The Vision

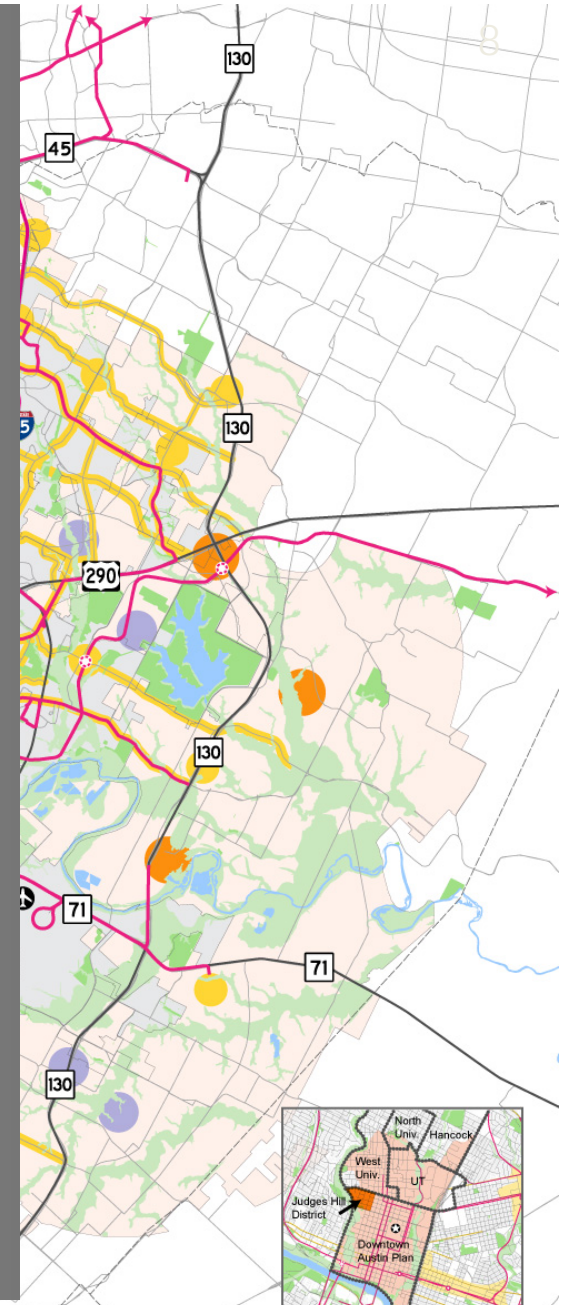
A City of Complete Communities



Inside the plan: Complete Communities



- Promotes a compact and connected city
- Preserve neighborhood character
- Focuses new development in corridors and centers accessible by walking, bicycling, transit, and cars
- Directs development away from environmentally sensitive areas



Plan Framework: Growth Concept Map

Priority Programs

Priority Program #1:
Invest in C&C Austin

Priority Program #8:
Align Code

Priority Program #3:
Workforce Development

Priority Program #5:
Creative Economy

Priority Program #2:
Sustainable Water

Priority Program #4:
Green Infrastructure

Priority Program #6:
Household Affordability

Priority Program #7:
Healthy Austin

Community Engagement

Regulatory Framework

Capital Investments

Organizational Alignment

Partnerships

Support Locals

- Fix the rule book
- Flexible yet predictable
- Allow the creation of small affordable spaces
- Provide assistance and options



The Road Ahead

1. Work has begun
2. Act for the whole
3. Expand the growth-shaping toolkit
4. Monitor and adapt



Questions?

Imagine Austin

www.austintexas.gov/departments/imagine-austin

