



# IMAGINEAUSTON

Vibrant. Livable. Connected.

City of Austin  
Community Development Commission  
November 9, 2021  
Matt Dugan, Housing and Planning Department

# Comprehensive Planning

- City Charter
- Community Engagement
- The Plan
- Priority Programs
- Implementation
- Reporting and Indicators

# City Charter Article X. Planning

- Comprehensive planning as a continuous function
- Policies for growth, development, and beautification
- All land development regulations and all public improvement shall be consistent with the comprehensive plan
- Planning Commission powers and duties

# City Charter: Elements

1. Future land use
2. Traffic circulation and mass transit
3. Wastewater, solid waste, drainage and potable water
4. Conservation and environmental resources
5. Recreation and open space
6. Housing
7. Public services and facilities, which shall include but not be limited to a capital improvement program
8. Public buildings and related facilities
9. Economic element for commercial and industrial development and redevelopment
10. Health and human services

# Community Engagement

## Public Engagement For Plan Development

- Open to all
- Enthusiastic and vibrant
- Fun
- Engaging underrepresented groups
- Transparent



Source	ID	Page	Edit or Correction	Staff suggested Edit	
Austin African American Quality of Life Study (Sullivan)	7001.5		5. The word "gentrification" does not appear in the IACP. The word "displacement" appears twice, but not beyond Chapter 2, yet it is a key issue in "Neighborhood Sustainability".	Task Force is discussing this on January 24.	9
Austin Energy Strategic Plan (Tiemann)	7006.3	106	Page 106: Economic Policies- ECO-18,19, & 20 are missing as indicated on page 159. Create a ECO 21 that addresses utility's economic development objective.	ECO-18, 19, 20 are actions. This section is policies.  AE's economic development objectives: 1. Increase contract opportunities for local businesses (addressed by ECO 2, which has been <del>re-written to include local businesses</del> )	9
Austin Hispanic Quality of Life Initiative (Tiemann)	7008.07	116	page 116: Key Challenges for the Future- Add or modify bullet point to include growing multicultural community and need for multilingual communication to these communities about City services.	Added to 9th bullet: " The changing ethnic and racial composition of the city will also shift demand for certain services, including an increased need for multilingual communications."	1
Montopolis Neighborhood Plan (Anderson)	7109.1		Idea of defining diversity of housing in terms of life-stages introduced here and should be reflected in IACP.	Developing an "inclusiveness" sidebar that should address this. Addressed through ID# 7008.02	9
Austin Watershed Protection Master Plan (Anderson)	7013.1		Flood safety, erosion control, is a concern in Austin and should be mentioned in the Urban Design Building Block Policies. Balancing development with these needs is critical to our success long-term.	Added WPD 6, 7, 11 as policies related to UD 6.	1
Brentwood/HIGHLAND Combined (Hatfield)	7126.3	166	oPg. 166 of the IAP proposes creating a more robust & flexible code enforcement program. Again, without more detail it's hard to know how this could impact our plan.	Relates more to continual improvement of the code enforcement program, rather than a single specific thing to change.	
Austin Bergstrm International Airport Master Plan (Hatfield)	7002.2		2. ABIA has updated the Airport Master Plan several times. Light rail is in the master plan for the future to connect Austin with ABIA along with a flyby for automobile traffic.	Include as related plan in Invest in compact & connected city program.	1

Aligned with city plans



Release Party

**IMAGINE  
AUSTON**  
Vibrant. Diverse. Reconnected.

# By the Numbers

Meeting	Number
Public Participation Workshop (Aug 2009)	1
Kick-off Open House (Oct 2009)	1
Community Forum Series #1 (Fall 2009)	6
Community Forum Series #2 (Spring 2010)	4
Speak Week events	42
Community Forum Series #3 (Fall 2010)	9
Taking it to the Streets events	15
Community meeting on neighborhood plans and comprehensive plan (Sep 2010)	1
Community meeting on neighborhood plans and comprehensive plan (Oct 2010)	1
Community meeting with neighborhood plan contact teams (Jan 2011)	1
Study Session on Plan Framework and Preferred Growth Scenario (Feb 2011)	1
Working Groups (Spring/Summer 2011)	32
Community meeting with neighborhood plan contact teams (Aug 2011)	1
Community Forum Series #4 (Fall 2011)	2
Citizens Advisory Task Force	107
<b>Total</b>	<b>224</b>

Total Inputs = 18,532

<b>Participation Plan</b>	<b>70</b>
<b>Community Forum Series #1</b>	<b>5,892</b>
<b>Community Forum Series #2</b>	<b>4,211</b>
<b>Community Forum Series #3</b>	<b>4,761</b>
<b>Neighborhood Plan meetings</b>	<b>246</b>
<b>Working Groups</b>	<b>373</b>
<b>Community Forum Series #4</b>	<b>2,979</b>

# By the Numbers

**266 pages**  
(343 with appendices)

**231 Actions**

**189 Policies**

**8 Priority Programs**

**1 Growth Concept Map**

**1 Vision**



# IMAGINEAUSTON

COMPREHENSIVE PLAN  
Vibrant. Livable. Connected.

City Council Adopted  
June 15, 2012

Amended 2013, 2014, 2015, 2016, 2017,  
2018

# The Vision

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.



# Livable



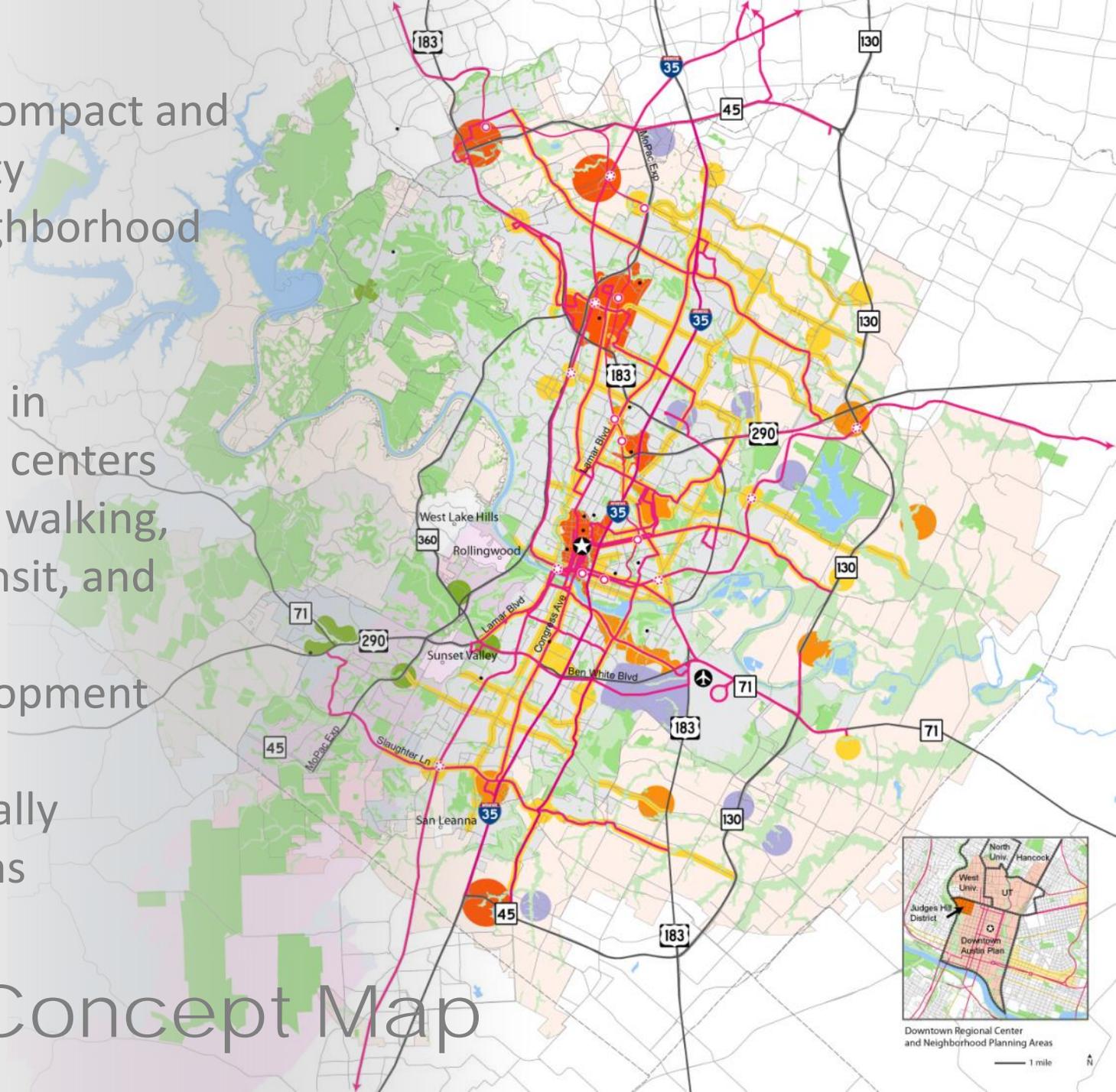
# A City of Complete Communities

Basic needs are accessible within a short trip.



- 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

# Growth Concept Map



Downtown Regional Center and Neighborhood Planning Areas  
1 mile

# Planning vs. Implementing

## PLAN



## IMPLEMENTATION

- Vision
- Policies
- Actions
- Map

- Spending (Capital Improvement Plan)
- Regulations (Land Development Code)
- Programs
- Partnerships
- Community Engagement

# Priority Programs

Invest in a **COMPACT & CONNECTED** Austin

**REVISE** Austin's **DEVELOPMENT REGULATIONS** and processes to promote a compact and connected city

Sustainably manage our **WATER** resources

Use **GREEN INFRASTRUCTURE** to protect environmentally sensitive areas and integrate **NATURE IN THE CITY**

Develop and maintain **HOUSEHOLD AFFORDABILITY**

Create a **HEALTHY AUSTIN** program

Continue to grow Austin's economy by investing in our **WORKFORCE, EDUCATION** systems, entrepreneurs, and local **BUSINESSES**

Grow and invest in Austin's **CREATIVE ECONOMY**



# Implementation

## Priority Programs Teams

- Department lead(s)
- Project manager / champion
- Staff from multiple departments
- Work program with short-term and ongoing steps
- Report on progress for annual report

# Levels of Implementation

**Community Engagement**

**Regulatory Framework**

**Capital Investments**

**Organizational Alignment**

**Partnerships**

# Education and Engagement

4,930+  
twitter followers

4,680+  
facebook likes

4,250+  
newsletter subscribers

- Speaker Series
- Newsletters
- Social Media
- MeetUp
- Videos
- Compact & Connected Training



# Revise Development Regulations and Processes

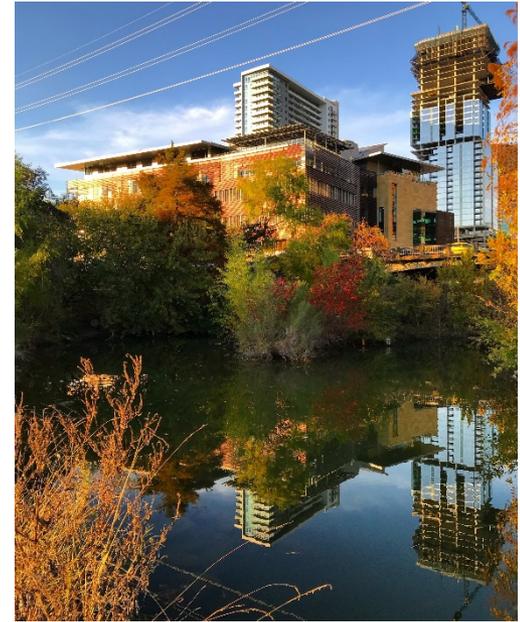
The Land Development Code (LDC) determines how land can be used throughout the city, including what can be built, where it can be built, and how much can (or cannot) be built.

Based on a court ruling in March 2020, the City is in the process of assessing Land Development Code revision options with respect to the Judge's orders.

# Capital Investments

## *Austin Central Library*

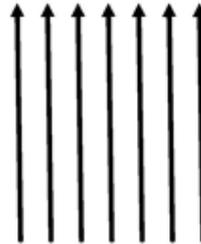
- Compact + Connected  
2nd Street Extension  
Butterfly Bridge
- Prosperous + Equitable  
partnerships for entrepreneur  
engagement  
small business workshops
- Natural + Sustainable  
innovative on-site water  
lower shoal creek improvements



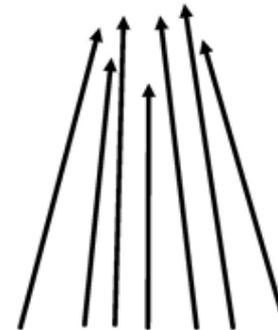
# Organizational Alignment



The Past?



The Present?



The Future?



# Partnerships

THE PLAN PARTNERS



ABOUT CONTRIBUTE



We are uniting established partner organizations, all of whom are moving the city towards the progressive vision established in Imagine Austin.



**Alliance for Public Transportation (A4PT)** promotes and advocates for a regional transportation system in Central Texas that improves our regional connectivity, sustainable mobility, quality of life, economic development, affordability, and the environment.



The **Austin Apartment Association** is a trade association composed of diverse groups that represent and serve the rental housing industry. The purpose of AAA is to promote professionalism through education, provide a means of communication, participate in the legislative process and encourage mutual support of our members, the industry and the community.



**Austin Board of Realtors** is dedicated to providing its members with unparalleled member benefits that speak to every aspect of your real estate business. In a fast-paced profession, you can rely on ABoR to provide a foundation for your success.



**College Houses** provides affordable, cooperative housing to students in West Campus. For over 50 years, we've embodied our values of stewardship, cooperation and empowerment through our service to our members, the community and our city. They aim to be advocates for cooperative housing having a place in the Imagine Austin plan as a viable solution to Austin's affordable housing crisis.



The **Congress for the New Urbanism Central Texas** is dedicated to making better places for people in Central Texas, bringing together experts, leaders and communities to guide our region toward creating more livable and prosperous communities. CNU-CTX has taken an active role in advocating for the principles articulated in the Charter for the New Urbanism and providing leadership to foster more walkable, mixed-use, human-scaled, and vibrant communities.



**Desegregate Austin** is concerned that Austin is expensive on purpose. They are the generation of Austinites who will repeal

# Moving Forward

## The Road Ahead

1. Get to work
2. Act for the whole
3. Expand the growth-shaping toolkit
4. Measure progress and adapt





# IMAGINE AUSTIN

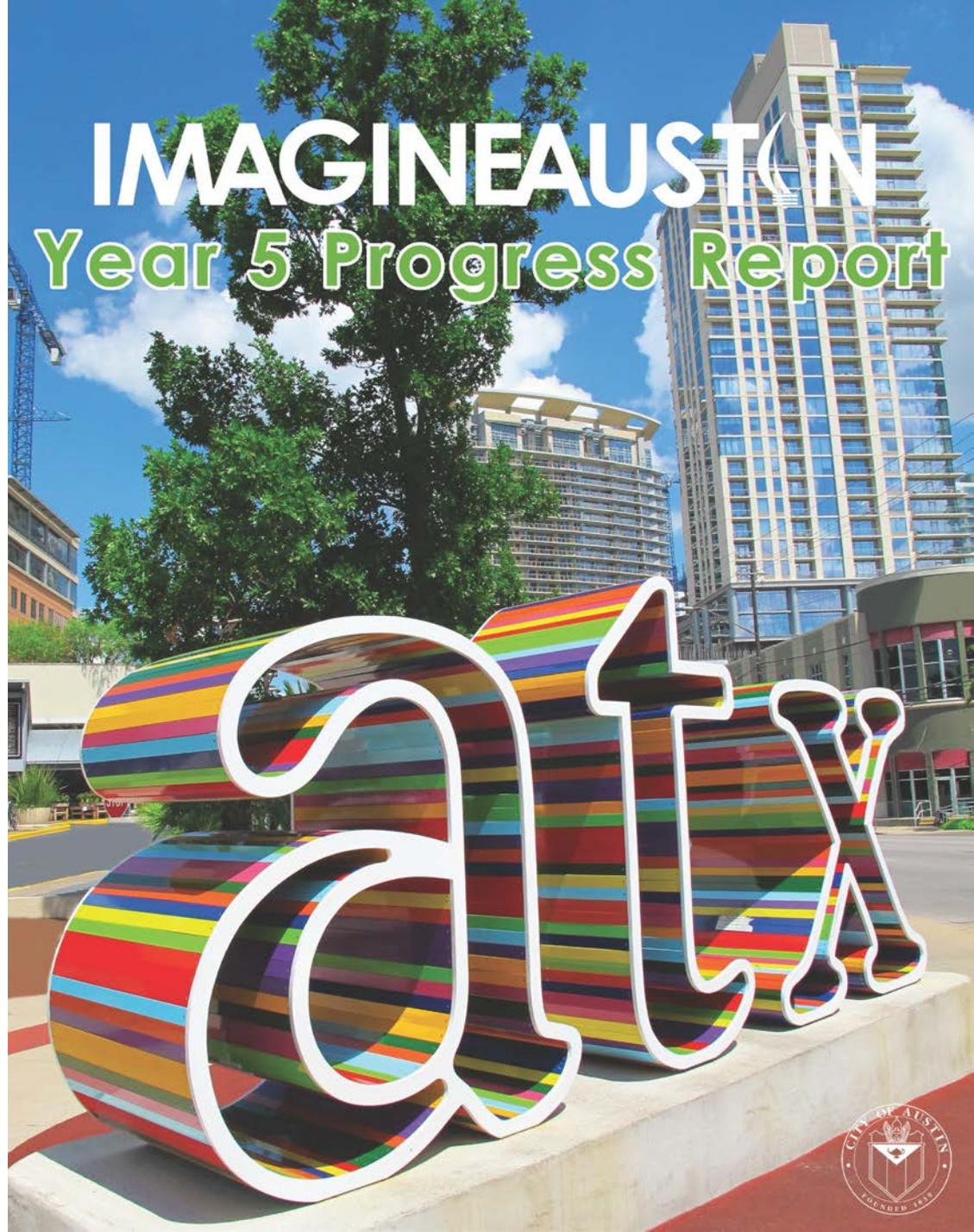
## 2020 Annual Report

Welcome to the 2020 Imagine Austin Annual Report.

The year 2020 has been one of social and economic upheaval not only for the City of Austin but the world. In reaction to the impacts of a world-wide pandemic; protests over systemic racism and police brutality; mass unemployment, business closures, evictions and other issues related to the pandemic, not only Austin but the nation is in turmoil. During these unprecedented times we find ourselves in, the City of Austin has refocused its efforts toward keeping its residents safe, providing uninterrupted city services in the context of a global pandemic, and stepping up to provide extra help to those who need it most. While we continue to be guided by the vision laid out by Imagine Austin, in many ways, this has been a year like no

# IMAGINEAUSTIN

## Year 5 Progress Report





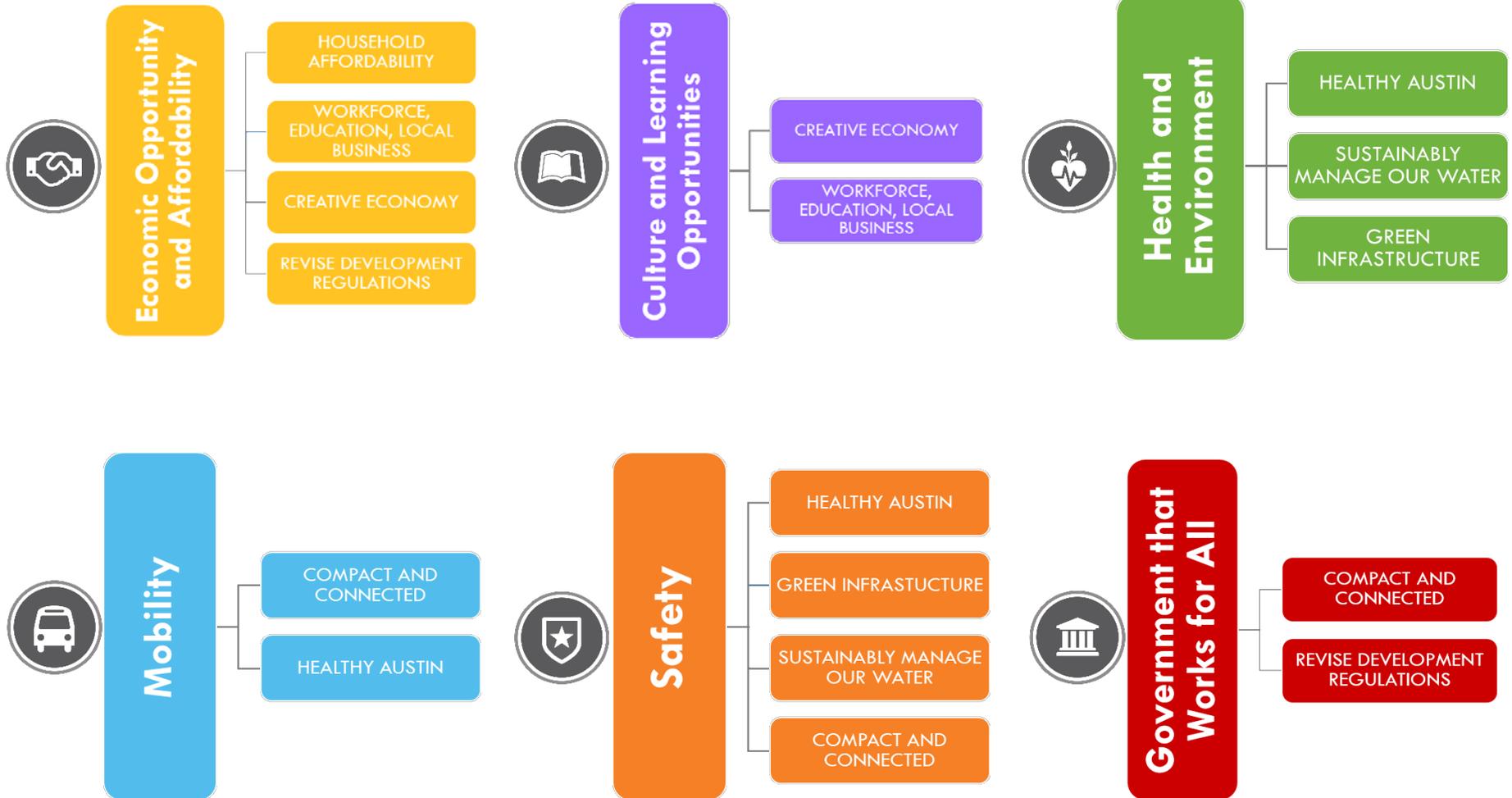
## Imagine Austin Indicators

The Imagine Austin indicators are grouped by their relevance to the [8 Imagine Austin Priority Programs](#). Some indicators may have overlapping relevance to more than one priority program. All of the indicators are accompanied by a description, a visualization, an analysis of the results, additional context when possible, the methodology, and the data source.

Providing clear and accurate data to the public is not only important for establishing transparency and accountability to the community we serve, but also because the City cannot reach [the vision laid out in Imagine Austin](#) alone. We will continue to rely

# Austin Strategic Direction 2023

relationship between Strategic Outcomes and Priority Programs



**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.**

*- from the Imagine Austin vision*

