

IMAGINEAUSTON

Imagine Austin: Our plan for the future

CodeNEXT: Working Groups
January 2015

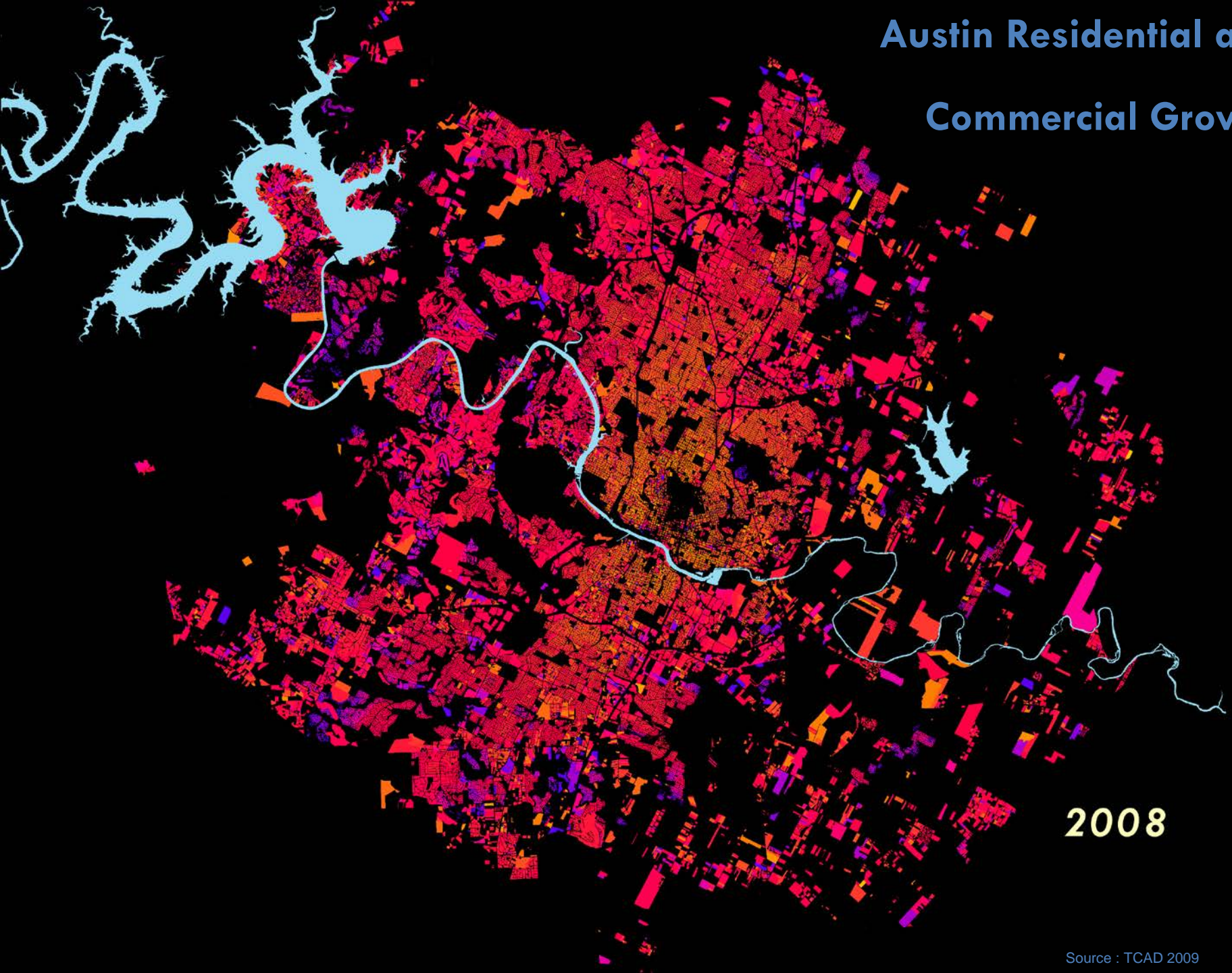
Background

Putting the plan together

What's in the Plan

Implementation

Austin Residential and Commercial Growth



2008

City Council Goals



Community Engagement

Sustainability

Implementation

Imagine Austin Launches - 2009

Establishes the comprehensive plan and comprehensive planning as a . . .

- Continuous and ongoing planning program
- Guide to regulate and manage future development
- Direction for all land development decisions, regulations, and capital expenditures

**Adopted by Ordinance and Contains
the City's Policies**

What the Austin Charter Says

Public Participation Plan

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



Community Engagement



Community Forums



Non-Traditional Outreach



Working Groups



Imagine Austin Release Party

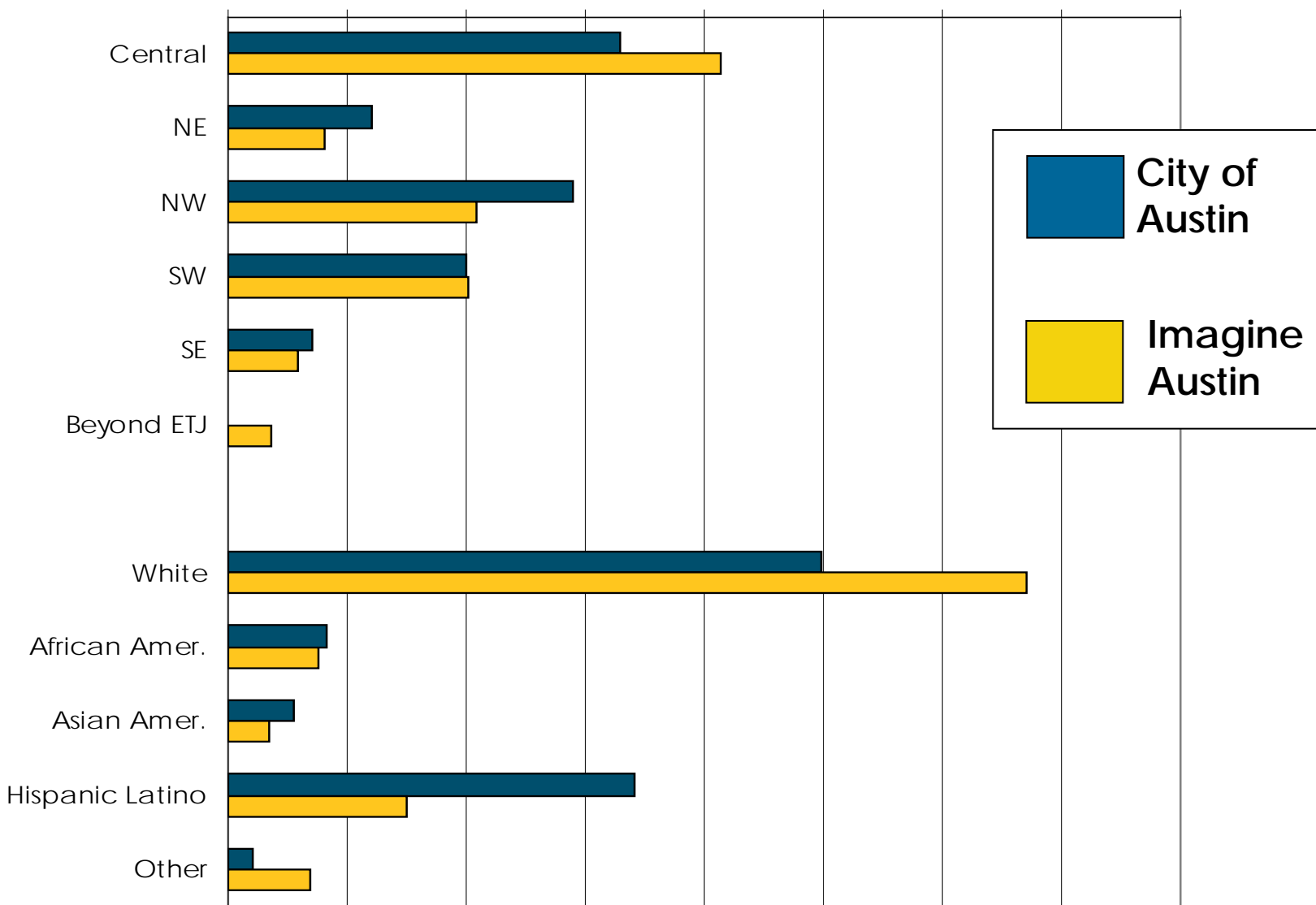
| Meeting | Number |
|---|--------|
| Public Participation Workshop (Aug 2009) | 1 |
| Kick-off Open House (Oct 2009) | 1 |
| Community Forum Series #1 (Fall 2009) | 6 |
| Community Forum Series #2 (Spring 2010) | 4 |
| Speak Week events | 42 |
| Community Forum Series #3 (Fall 2010) | 9 |
| Taking it 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 |
| | |
| Total | 224 |

By the Numbers

| | |
|----------------------------|-------|
| Participation Plan | 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 |

| | |
|---------------------|--------|
| Total Participation | 18,532 |
|---------------------|--------|

0% 10% 20% 30% 40% 50% 60% 70% 80%



Participant demographics

American Planning Association, Texas Chapter

2012 Comprehensive Planning Award

American Planning Association, Texas Chapter, Central Texas Section

Comprehensive Plan

American Planning Association, National Sustainability Section

2014 Sustainable Plan of the Year

National Association of Government Communicators

First Place - Promotional Campaign

American Institute of Architects

Best practice for intersection of design and health

Texas Association of Municipal Information Officers

First place - Marketing Plan or Campaign Over 50,000

The Japan Productivity Center

Best practice

City-County Communications and Marketing Association

Silver Circle Award - Community Visioning

National League of Cities

Community Engagement Bright Spot

Recognition (partial list)

- **National League of Cities** (January 2012)
- **Louisville, Kentucky** (February 2012)
- **Salt Lake City, Utah** (April 2012)
- **Cary, North Carolina** (May 2012)
- **Mesa, Arizona** (May 2012)
- **Ukraine** (June 2012)
- **Montgomery County, PA.** (August 2012)
- **Ft. Lauderdale, Florida** (August 2012)
- **Durban, South Africa** (August 2012)
- **Knoxville, Tennessee** (October 2012)
- **Finland, Tekes** - Finnish Funding Agency for Technology and Innovation (October 2012)
- **Sweden, Stockholm Chamber of Commerce** (October 2012)
- **Nashville, Tennessee**
- **Tallahassee, Florida** (March 2013)
- **Tuscon, Arizona** (March 2013)
- **Arlington, Massachusetts** (April 2013)
- **La Vista, Nebraska** (May 2013)
- **Adelaide, Australia** (May 2013)
- **Phoenix, Arizona** (September 2013)
- **Louisiana Economic Development** (September 2013)
- **Texas Military Forces Performance Excellence Program** (November 2013)
- **Reno, Nevada** (January 2014)
- **Chattanooga, TN** (January 2014)
- **Ann Arbor, Michigan** (February 2014)
- **Albuquerque, NM** (February 2014)
- **San Antonio, TX** (September 2014)
- **Columbus, GA** (September 2014)

Consultations (partial list)

Chapter One

The Roadmap and the Road Ahead

- The need for a new comprehensive plan
- Core principles for a sustainable future
- Use these principles to realize the plan

Chapter Two

Experiencing Austin: Who Are We Today?

- Trends
- Challenges
- Issues

Based on **Strategic
Issues Report**
(2010)

Chapter Three

Imagining Austin: Our Vision of a Complete Community

- Vision statement
- Complete communities

Endorsed by **City Council** (2010)

Chapter Four

Shaping Austin: Building the Complete Community

- Growth concept map series
- Building blocks and their policies

Based on **Plan Framework** (2011)

Chapter Five

Implementation and Measuring Success

- Priority Programs
- Actions
- Using Imagine Austin
 - ☐ *Planning*
 - ☐ *Regulations and Zoning*
 - ☐ *Spending*
 - ☐ *Annexation*
 - ☐ *Partnerships*
- Monitoring and Review

266 pages
(343 with appendices)
231 Actions
189 Policies
8 Priority Programs
1 Growth Concept Map
1 Vision



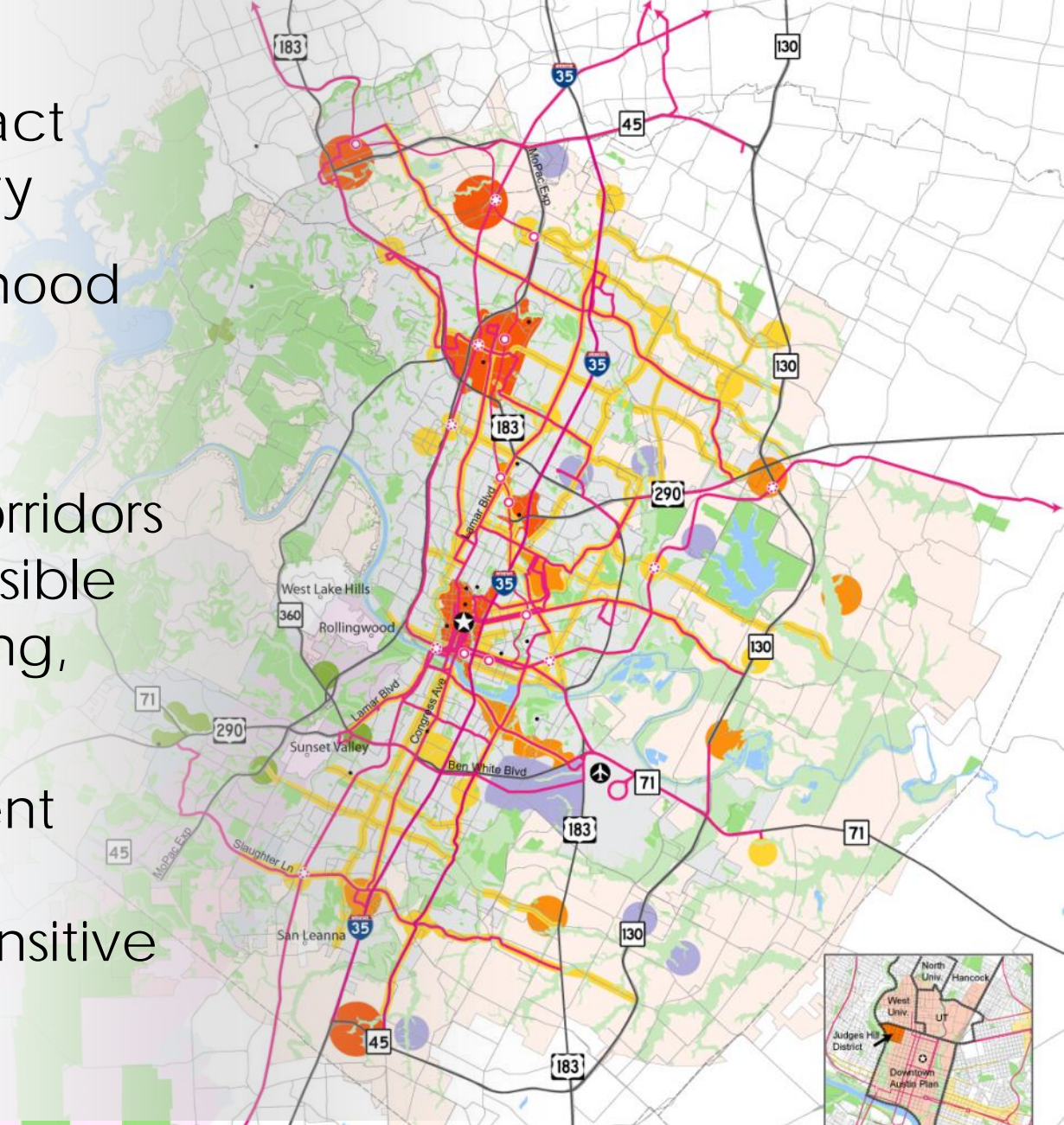
By the Numbers

Complete Communities Throughout Austin



Vision

- 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



-

A map of downtown Austin, Texas, with the Judges Hill District highlighted in orange. The map shows the University of Texas (UT) campus to the north, including North and West Universities. The downtown area is labeled 'Downtown Austin Plan'. The Judges Hill District is located south of the UT campus and west of the downtown area. An arrow points to the orange-shaded area, which is labeled 'Judges Hill District'.

- [illegible]

A map of downtown Austin, Texas, showing various neighborhoods. The Judges Hill District is highlighted in orange and labeled with an arrow. Other labeled areas include North Univ., Hancock, West Univ., UT, and Downtown Austin Plan. The map shows streets, parks, and the Colorado River.

Topic Group

Priority Program

| | |
|------------------------|---|
| Compact and Connected | 1. Compact and Connected 8. Revise regulations and processes |
| Nature and City | 2. Sustainable Water 4. Green Infrastructure |
| Creativity and Economy | 3. Workforce Development 5. Creative Economy |
| Healthy and Affordable | 6. Healthy Austin 7. Household Affordability |

Priority Programs

Endorsed 21-3 by Citizens Advisory Task Force
Recommended 7-0 by Planning Commission
Adopted 7-0 by City Council



Support

Community Engagement

Regulatory Framework

Capital Investments

Organizational Alignment

Partnerships

Levels of Implementation

The Road Ahead

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



Implementation