



Mark Walters  
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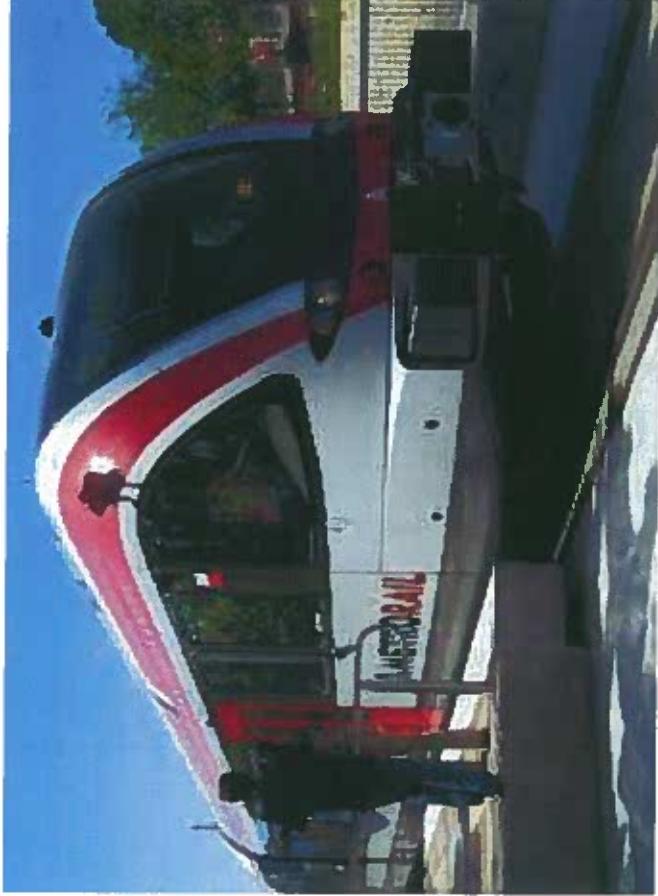
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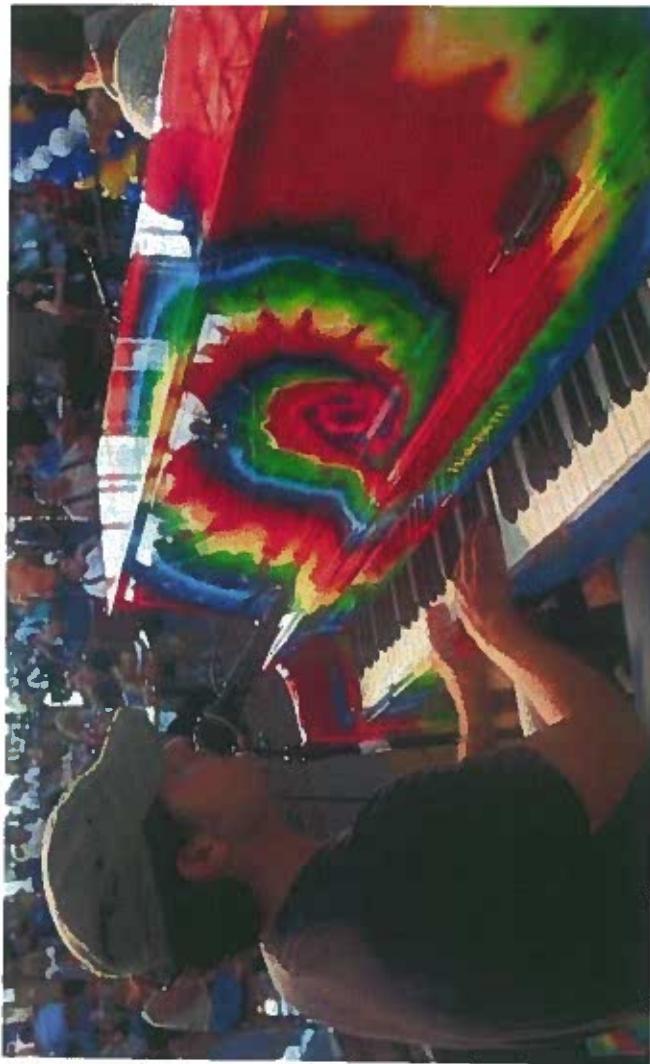
# Presentation Overview

- ❖ Why a new comprehensive plan?
- ❖ City Council Direction for the plan
- ❖ Imagine Austin's Five Big Ideas
- ❖ Growth Concept Map
- ❖ Implementing Imagine Austin
- ❖ Discussion

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Why we need a new  
plan



# City Council Direction



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What should the city be like in 30 years?

**5,892**

How should we grow into the future?

**4,211**

What do we need to do differently?

**4,741**

**Total Participation 14,844**



Community-wide participation

✓  
✓

# Imagine Austin Release Party



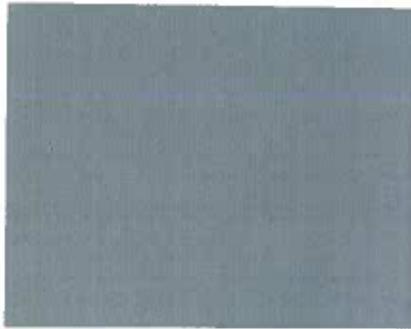
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500 Water Bottles given out in 2½ hours  
(out of 4 hours)

160 surveys completed

150+ new email sign-ups

# Sustainability



**Five  
Big Ideas**

Become a compact, connected city

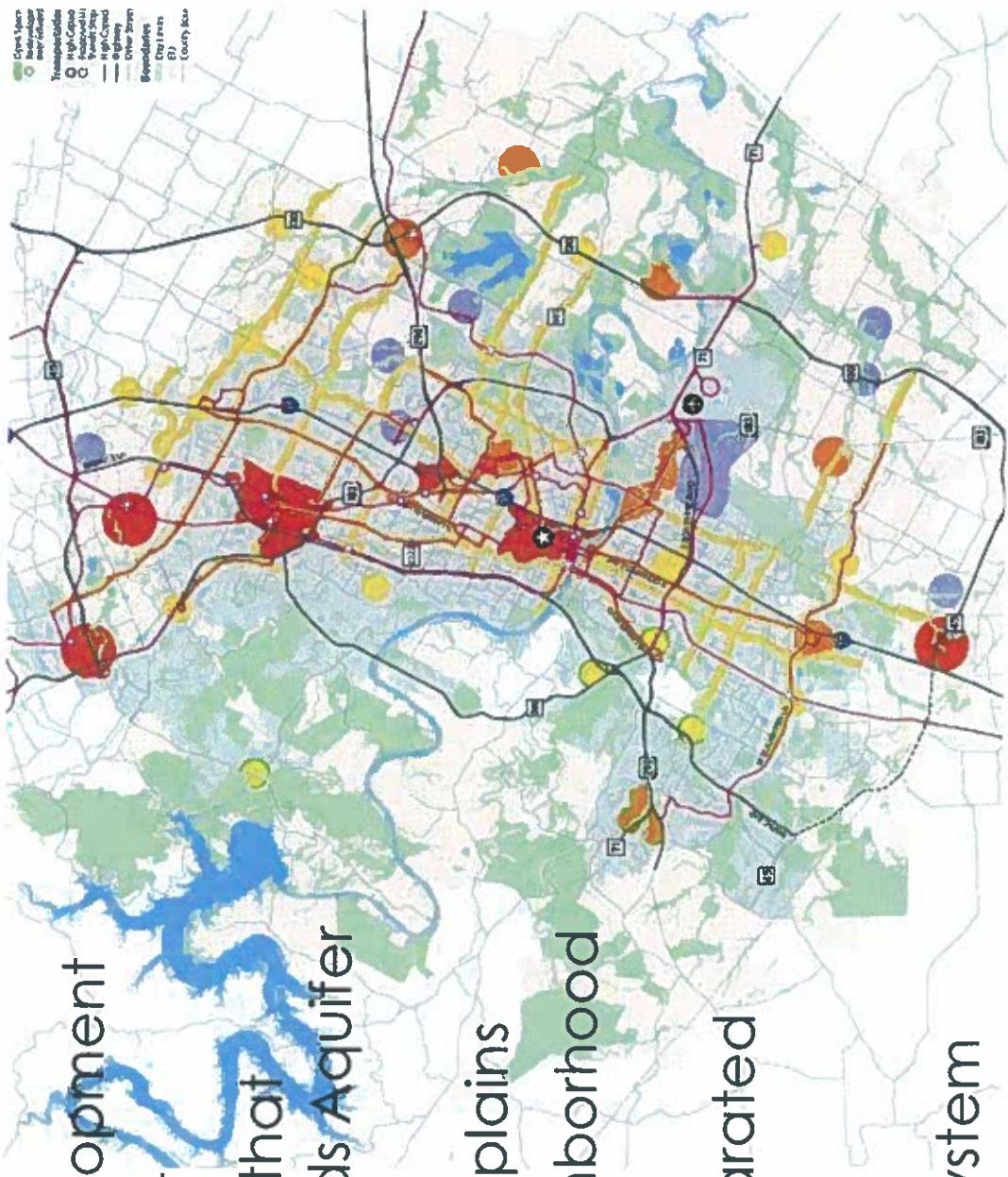
Provide paths to prosperity for all

Embrace the natural world

Grow a healthy, affordable city

Live within our resources



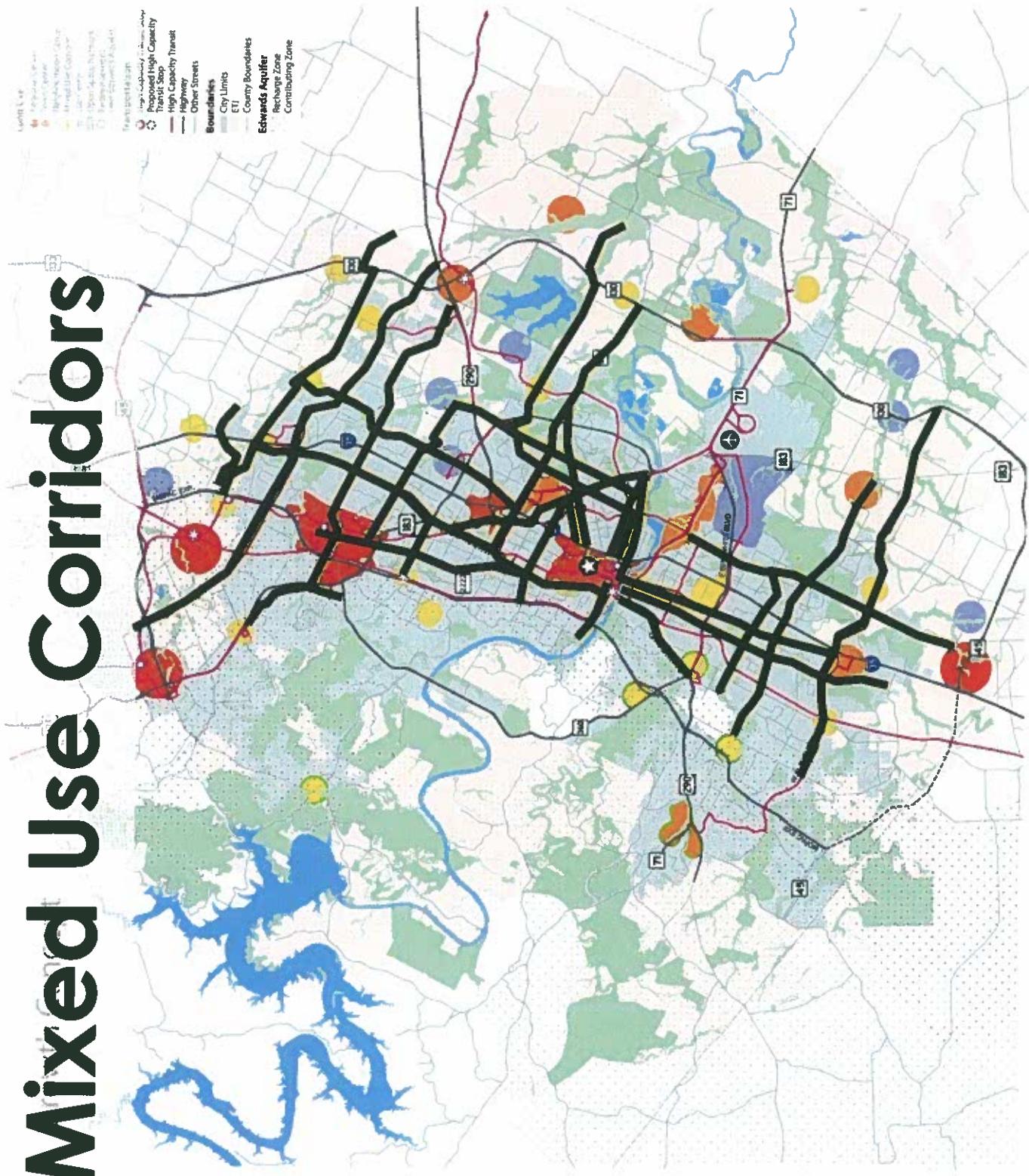


- Compact development
- Redevelopment
- Preserving land that supports Edwards Aquifer recharge
- Protecting floodplains
- Preserving neighborhood character
- Mixed over separated uses
- A complete transportation system

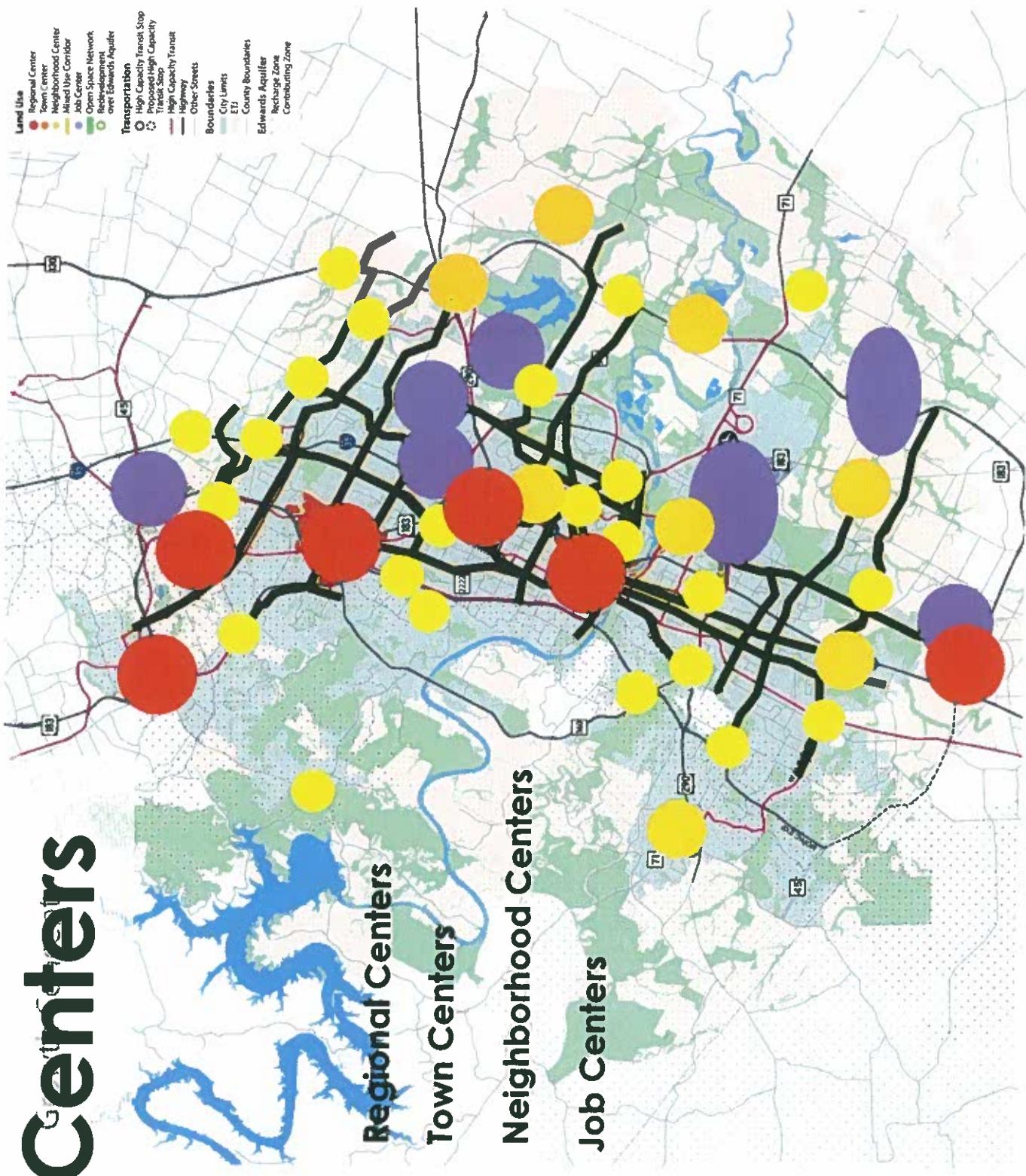
Compact and connected city

# Mixed Use Corridors

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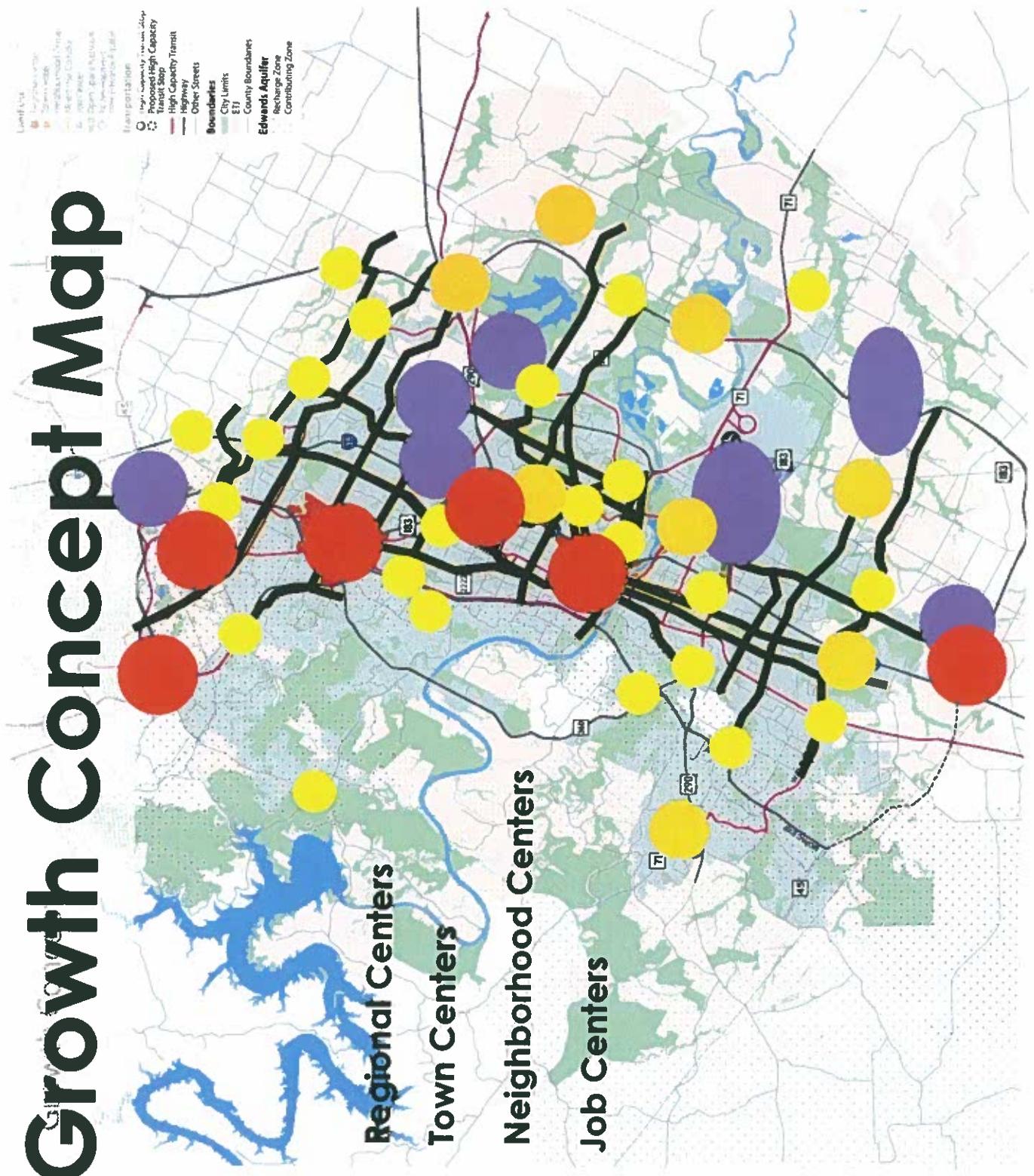


# Centers



# Growth Concept Map

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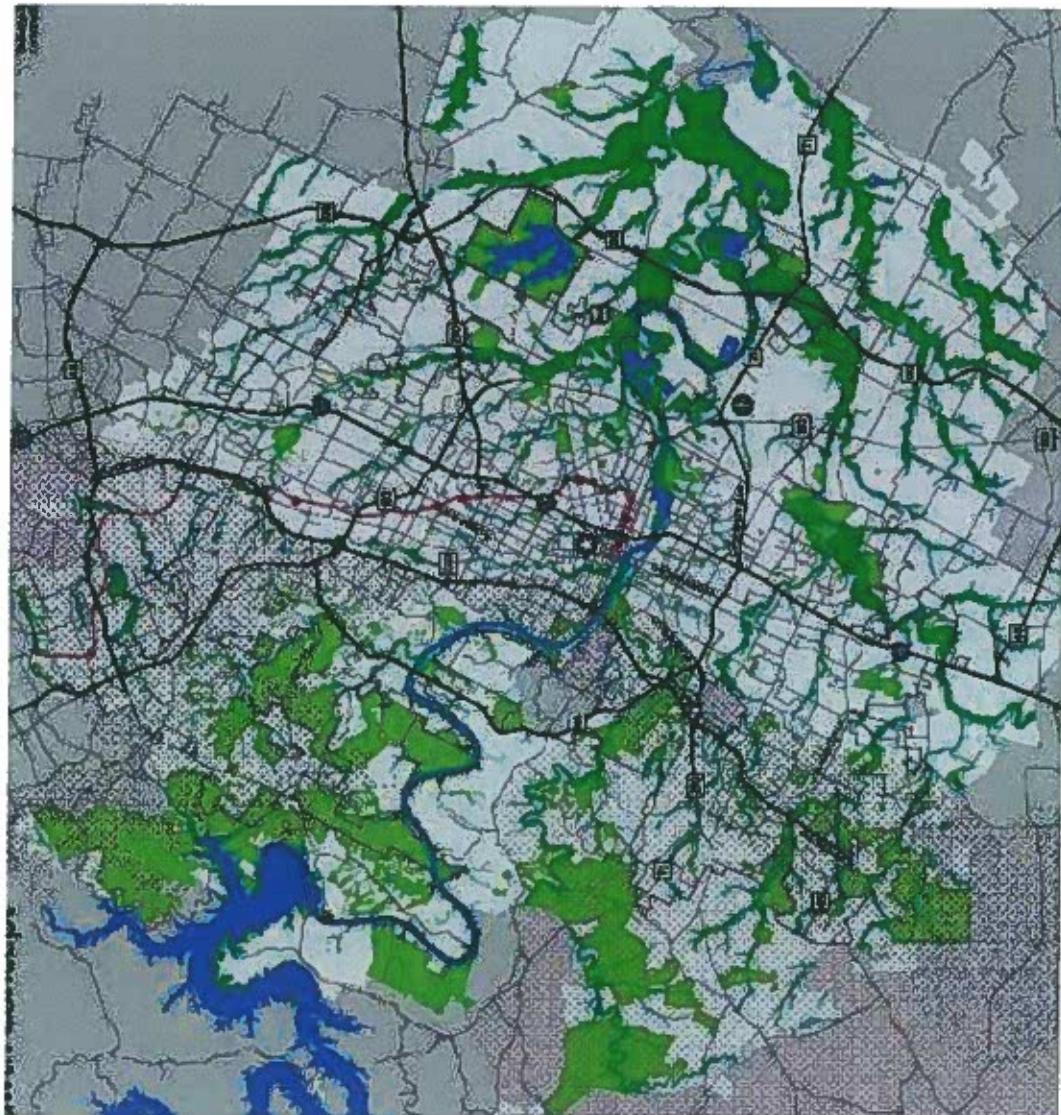


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- Create a healthy business environment
- Promote green industries
- Assist local business
- Nurture Austin's entrepreneurial spirit
- Promote healthy and child-friendly neighborhoods
- Prepare today's kids for tomorrow's jobs

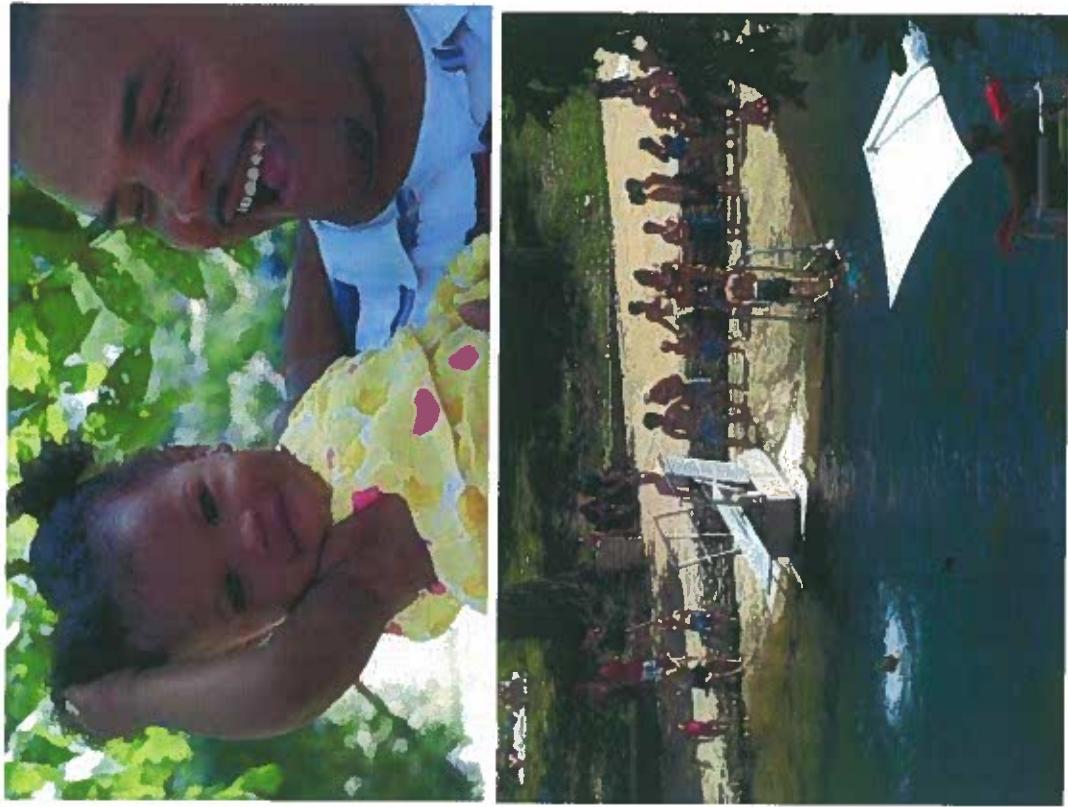
## Paths to prosperity



- Create a connected system of greenways, parks, trails, creeks, and open spaces
- Innovative ways of collecting and using rainwater
- A healthy urban forest
- Protect the aquifer in the west and the floodplains in the east

Embrace the natural world

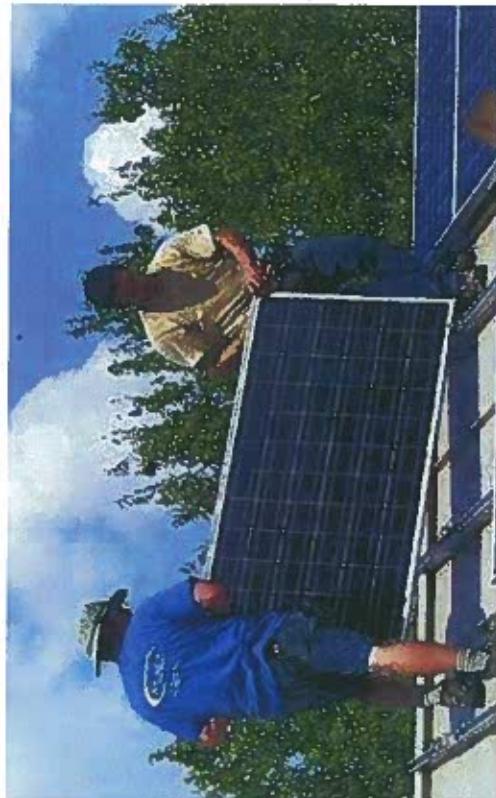
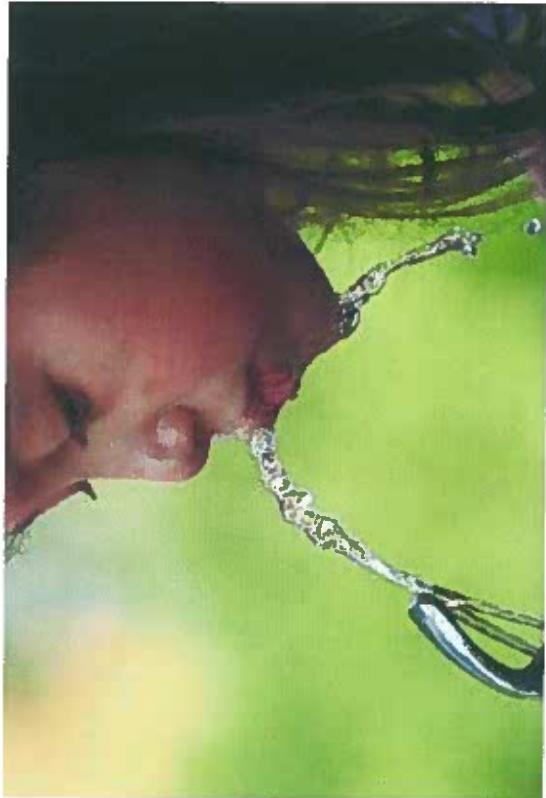
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- A place where families can live and thrive
- Affordable housing choices throughout Austin
- Complete communities where all your daily needs are a short trip away
- Keep our transportation and utility costs down
- Creating a healthy city where walking and biking are safe and easy

**Grow an affordable, healthy city**

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- Keeping our air and water clean
- Improving our stewardship of water resources and reducing our greenhouse gas emissions
- Becoming more resilient by adapting to our future climate by using less potable water, and recycling and re-using more of our water
- Conserve energy, land, and other natural resources

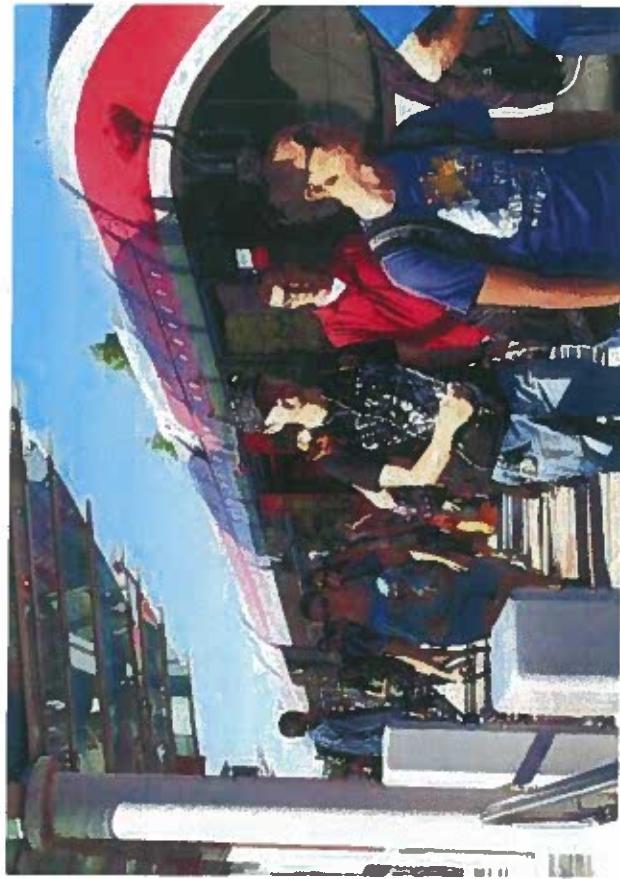
Live within our resources

# Implementation

Budget & spending

Regulation

Partnerships



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- Change Austin's development regulations and processes to promote a compact and connected city.
- Invest in transportation and other improvements to create a compact and connected Austin.
- Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.
- Create a program to sustainably manage our water resources.
- Grow and invest in Austin's creative economy.
- Develop and maintain affordable housing throughout Austin.
- Continue to grow Austin's economy by investing in our workforce and education system.
- Create a "Healthy Austin" program.

## Priority Programs

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# It's not too late to get involved

## Public Review Period

Citizens Advisory Task Force: September to December 2011

Public Comments: Through October 31st



## Adoption Process

Planning Commission  
January 2012

City Council  
Spring 2012

## Plan Adoption *✓*

**Tell us**

**what you think**

**www.ImagineAustin.net**

**facebook**

[www.facebook.com/ImagineAustin](http://www.facebook.com/ImagineAustin)



**@ImagineAustin**  
**#imagineaustin**

**Go online to:**

- **Set priorities**
- **Comment on the draft**

*✓  
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