



# IMAGINE AUSTIN

COMPREHENSIVE PLAN

Vibrant. Livable. Connected.



Task Force Recommended  
DRAFT February 2012

# DRAFT

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# IMAGINE AU

## Chapter One

### The Roadmap and The Road Ahead

describes the need for a comprehensive plan providing a roadmap for Austin to navigate the challenges of the 21st century; core principles for action to achieve a sustainable future; and how we will use those principles to turn the plan into reality. It is useful for those who may not wish to read the plan “cover to cover”.

## Chapter Two

### Experiencing Austin: Who Are We Today?

contains information on the current state of Austin and what it means for the city's future, such as how affordable it is to live here, how people are getting around, and how our parks and city services are performing.

## Growth Concept Map

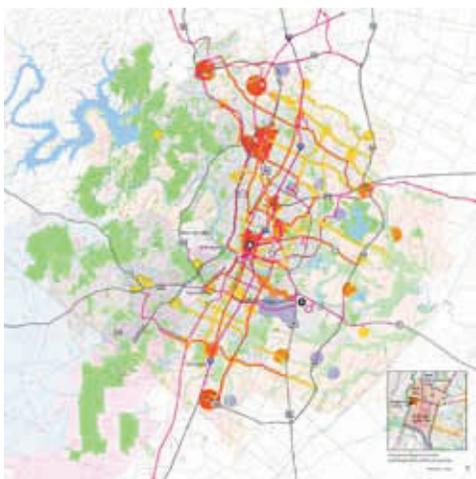
The geographic guide for applying the vision to the city's physical pattern. Created through a public scenario-building process, the growth concept map illustrates priority locations for activity centers, corridors, transportation, open space, and resource preservation.

# AUSTIN AT A GLANCE

## Chapter Three

### Imagining Austin: Our Vision Of a Complete Community

presents the Imagine Austin vision statement, developed with the input of thousands of residents. It describes the Austin we aspire to be in 2039, the two hundredth anniversary of the city's founding. Our city will be a "Complete Community" that is natural and sustainable, prosperous, livable, mobile and interconnected, educated, creative, and which values and respects all Austinites. The vision statement defines the destination that the plan policies, actions, and programs are designed to reach.



## Chapter Four

### Shaping Austin: Building The Complete Community

includes the growth concept map and the plan's policy guide. The plan's policies organized by 7 building blocks (e.g., Land Use and Transportation, Economy). This chapter includes key issues, challenges, and best practice ideas from other communities facing similar challenges.

## Chapter Five

### Implementation And Measuring Success

addresses how Imagine Austin's vision and framework will be implemented. It identifies eight priority programs based on hundreds of ideas developed by citizen working groups, provides guidance for decision-making, and defines the ongoing process that will be used to monitor implementation progress.

A large, vintage-style sign for the Austin Motel. The word "AUSTIN" is written vertically in white, block letters on a tall, red, rounded rectangular background. Below it, the word "MOTEL" is written horizontally in white, block letters on a red, cloud-shaped background. The entire sign is set against a clear blue sky.

AUSTIN  
MOTEL

A rectangular sign with a white, grid-like background and a red border decorated with colorful lights. The text is in bold, black, sans-serif capital letters.

AUSTIN  
WISHES YOU  
SAFE JOURNEY

## WHAT'S IN THE PLAN: IMAGINE AUSTIN AT A GLANCE

The comprehensive plan is organized into five chapters:

**Chapter One: The Roadmap and the Road Ahead** describes the need for a comprehensive plan providing a roadmap for Austin to navigate the challenges of the 21<sup>st</sup> century; core principles for action to achieve a sustainable future; and how we will use those principles to turn the plan into reality. It is useful for those who may not wish to read the plan “cover to cover.”

**Chapter Two: Experiencing Austin: Who Are We Today?** contains information on the current state of Austin and what it means for the city's future, such as how affordable it is to live here, how people are getting around, and how our parks and city services are performing.

**Chapter Three: Imagining Austin: Our Vision of a Complete Community** presents the Imagine Austin vision statement, developed with the input of thousands of residents. It describes the Austin we aspire to be in 2039, the two hundredth anniversary of the city's founding. Our city will be a city of complete communities that is natural and sustainable, prosperous, livable, mobile and interconnected, educated, creative, and that values and respects all Austinites. The vision statement defines the destination that the plan policies, actions, and programs are designed to reach.

**Chapter Four: Shaping Austin: Building the Complete Community** sets a two-part framework for action to realize our vision of a city of complete communities. The growth concept map shows in general terms where new development over the next 30 years should be located. The building blocks define specific policies to guide decisions on topics ranging from land use and transportation to economy to creativity. The core concepts of Imagine Austin – complete communities and compact, connected centers – are two sides of the same coin. These policies are the foundation of the action ideas and programs contained in Chapter Five.

**Chapter Five: Implementation and Measuring Success** addresses how Imagine Austin's vision and framework will be implemented. It identifies eight priority action programs based on hundreds of ideas developed by citizen working groups, provides guidance for decision-making, and defines the ongoing process that will be used to monitor implementation progress.

