



# City Council Briefing

April 26, 2012

*Judge Margaret Cooper, Chair*

Comprehensive Plan Citizens Advisory Task Force

*Dave Sullivan, Chair*

Planning Commission

*Greg Guernsey, Director*

Planning and Development Review Department

*Garner Stoll, Assistant Director*

Planning and Development Review Department

*David Rouse, Principal*

Wallace Roberts & Todd (WRT)

*Greg Claxton, Senior Planner*

Planning and Development Review Department

- ❖ Introduction
- ❖ Background
- ❖ Community Engagement
- ❖ The Course to a Sustainable Future
- ❖ Implementation
- ❖ Next Steps / Adoption Process

## Presentation Overview

**Austin Tomorrow (1979)**

**City Charter update (1985)**

**Austinplan (late 80s, early 90s)**

**Citizens' Planning Committee (1995, 1996)**

**Neighborhood planning (1998 to present)**

**Interim update (2008)**

**Planning Commission Resolution (2008)**

**How we got here**

## Final members

Greg Bourgeois  
 Roger Cauvin  
 Perla Cavazos  
 Scooter Cheatham  
 Kent Collins  
 Margaret Cooper  
 Rob D'Amico  
 Patricia Dabbert  
 Frances Ferguson  
 Jack Gullahorn  
 Roland Hayes  
 Ora Houston  
 John Langmore  
 Mark Lind

Roberto Martinez  
 Frances McIntyre  
 Rebecca Melancon  
 Charles Miles  
 Karl-Thomas  
 Musselman  
 Jonathan Ogren  
 Lori Renteria  
 Regina Rogoff  
 Cookie Ruiz  
 Frederick Steiner  
 Evan Taniguchi  
 Carol Torgrimson  
 Ira Yates  
 Mark Yznaga

## Former members

Wilhelmina Delco  
 Candice Wade  
 Juan Padilla  
 William Hilgers  
 Lawrence Gross  
 Danny Rodriguez  
 Mari Hernandez  
 Donna Tiemann  
 Ceci Gratias  
 Jerry Winetroub  
 Greg Esparza  
 Jennifer McPhail  
 Allen Weeks

# Citizens Advisory Task Force

**Since 2009, the Task Force has had**

**31** regular meetings

**8** special meetings

**61** committee meetings

**Between October 2011 and February 2012  
and there have been**

**15** Task Force meetings &

**10** Comprehensive Plan Committee meetings

**That's 25 meetings over 21 weeks**

(including Thanksgiving, Christmas, and New Years)

**Citizens Advisory Task Force**

## Current and Former Planning Commission Comprehensive Plan Committee Members: 2007-2012

Dave Anderson\*

Alfonso Hernandez\*

Tracy Atkins

Sandra Kirk\*

Geraldo Castillo

Jay Reddy

Perla Cavazos

Chris Riley

Danette Chimenti\*

Clint Small

Mandy Dealey\*

Gary Stegeman

Ben De Leon

Jean Stevens\*

Chris Ewen

Dave Sullivan\*

Cid Galindo

Donna Tiemann\*

Richard Hatfield\*

Kathie Tovo

*\*Current Planning Commissioners*

# Planning Commission

## Accomplishments

- **Initiated process** by passing resolution recommending interim update and new plan
- Reviewed **Scope of Services, Public Participation Plan, Vision, and Plan Framework**
- Discussed IACP progress and goals with **numerous community groups**
- Comprehensive Plan Committee met **54 times**, including joint meetings with Task Force Analysis Committee
- Reviewed **26 master plans** and **28 neighborhood plans**
- Reviewed **citizen comments** on growth concept map and metrics
- Full Planning Commission met **5 times (3 public hearings)** before amending and recommending plan

# Planning Commission

- FY 2008/2009 Budget—Approved funds for Comprehensive Plan
- April 2009—Selected WRT as lead consultant
- June 2009—Approved Scoping Framework
- August 2009 - Approved Citizen Participation Plan
- September 2009—Appointed Task Force
- August 2010—Endorsed Vision Statement
- March 2011—Endorsed Plan Framework and forwarded Preferred Growth Scenario
- October 2011—Council resolution regarding completion of the plan

## Previous Council Actions

## Community Engagement

- Values-Driven Planning Process
- Community Shapes the Plan

## Sustainability

- Environment, Economy, and Equity
- What Does Sustainability Mean for Austin?

## Implementation

- Translating Vision and Goals into Action

**Council's Goals for the Plan**

# Texas Local Government Code authorizes a city to adopt a comprehensive plan that may. . .

- Contain Land Use, Transportation, Public Facilities, and other elements
- Consist of one or more documents
- Coordinate and guide development regulations
- Allow a city to define the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations

## 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**

## Charter elements

- Future Land Use
- Traffic Circulation & Mass Transit
- Housing
- Economic
- Conservation & Environmental Resources
- Wastewater, Solid Waste, Drainage, Potable Water
- Public Services & Facilities
- Public Buildings & Facilities
- Recreation & Open Space
- Health & Human Services

## Additional elements

- Education, Children, & Families
- Arts, Culture, & Creativity
- Historic Preservation
- Urban Design

# Elements of the Plan

## City Limits

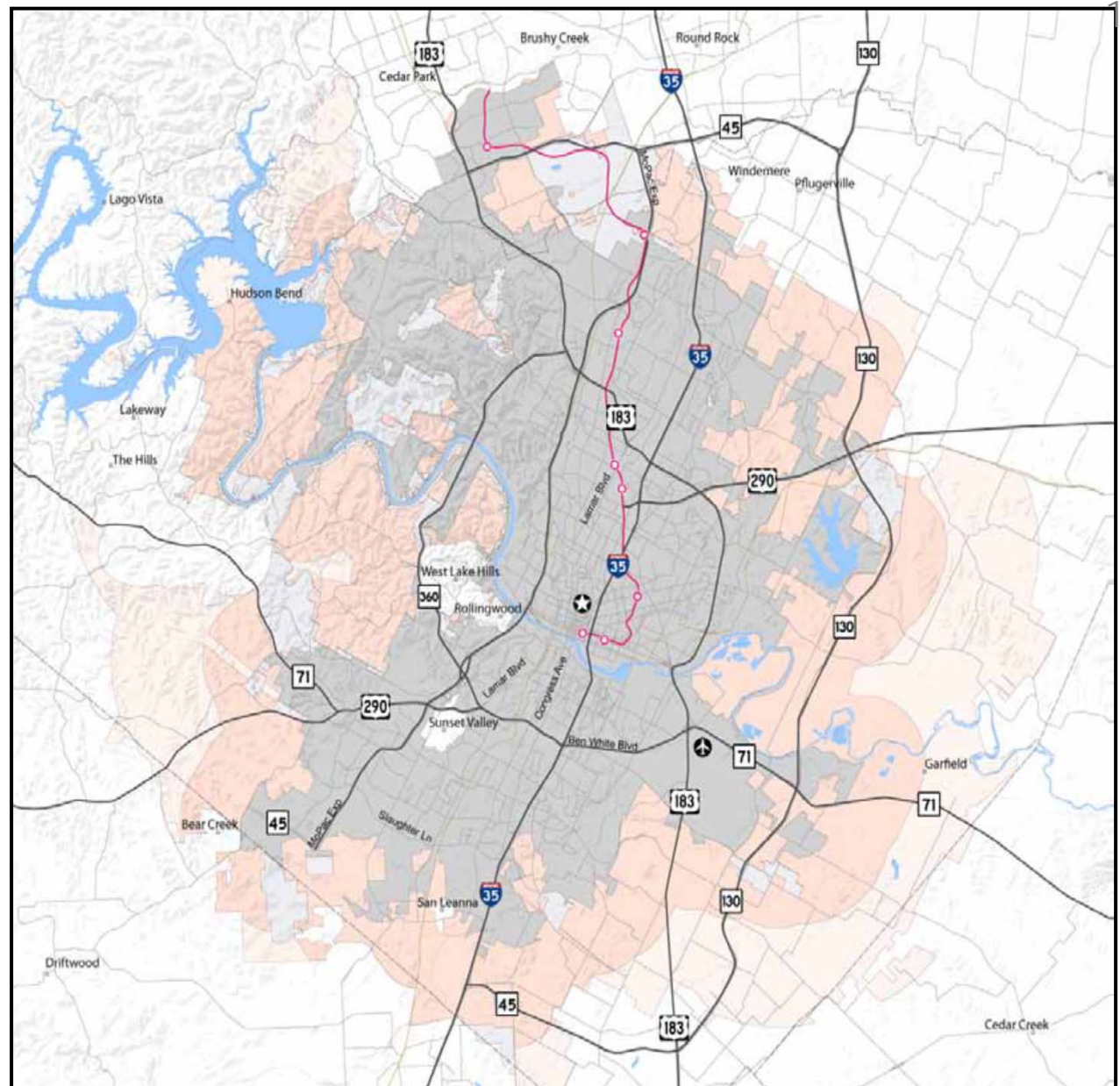
308.1 Sq/Miles

## Extraterritorial Jurisdiction

308.6 Sq/Miles

## Total

616.7 Sq/Miles



# Planning Area

# 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

# Public Participation Plan

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



## WRT's Values-Driven Planning

- Uses citizen and stakeholder involvement to identify community issues and values
- Formulates a vision for the future based on community values
- Realizes the vision through specific policies and actions
- Provides momentum for implementation and monitoring

**Community Engagement**



# Community Forums



## Non-Traditional Outreach



# Working Groups



Imagine Austin Release Party

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

<b>Total Participation</b>	<b>18,532</b>
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Community	Population	Participation
Envision Utah	1,600,000	20,000
Austin, TX	1,000,000	18,532
Portland, OR	550,000	15,070
Envision Central Texas	1,200,000	13,200
Dallas, TX	1,200,000	8,000
Sacramento, CA	450,000	2,530
Raleigh, NC	350,000	1,955

How Do We Compare?

- City of Austin Boards and Commissions
- African American Resource Advisory Commission
- Amigos en Azul
- Austin Apartment Association
- Austin Chinese Church
- Austin Gay and Lesbian Chamber of Commerce
- Barton Creek North Property Owners Association
- Bicycle Advisory Council
- Capital City African American Chamber of Commerce
- Coalition to Strengthen Austin Urban Schools
- Entrepreneurs Foundation
- Cap Metro
- Central Austin Democrats
- Hispanic Organizations Working Together as One
- AISD High School Social Studies teachers
- Create Austin Task Force
- Blood and Tissue Center
- University of Texas, School of Architecture
- CNU/AIA-Building a Healthy Austin
- Bury + Partners
- Shady Hollow Homeowners (HOA)
- South Austin Civic Association
- Texas Campaign for the Environment
- Numerous neighborhood organizations
- Del Valle Community Coalition
- Greater Austin Contractors and Engineers Association
- Harvest Moon Festival
- Hispanic Contractors Association
- Hispanic Chamber of Commerce
- Galindo Elementary Neighborhood Association
- Keller Williams Real Estate
- Las Comadres
- Metropolitan Breakfast Club
- Mexi-Arte Family Museum Day
- Montopolis Business & Community Leaders
- Montopolis Neighborhood Assoc. meeting
- North Austin Civic Association
- Northeast Combined Neighborhood Associations
- One Voice Central Texas
- PODER
- RBJ Center Meeting
- RECA
- Rotary Club (East Austin)
- Rotary Club of Austin (Downtown)
- Save Barton Creek Association
- Southeast Combined Neighborhood plan Contact Team
- Tuesday Morning Breakfast Club
- Urban Land Institute
- Winstead PC

# Speakers Bureau

- Asian American Cultural Center
- Austin Board of Realtors
- Austin Chamber of Commerce
- Austin City Council & Planning Commission
- Austin Community College
- Austin Convention and Visitor's Bureau
- Austin Independent Business Alliance
- Austin ISD
- Austin Neighborhood Council
- Capital Area Council of Governments
- Capital Area Metropolitan Planning Organization
- Capital Metro Transportation
- Concordia University
- Round Rock ISD
- Austin Area Research Organization
- Downtown Austin Alliance
- Del Valle ISD
- Hill Country Conservancy
- Immigrant Services Network
- Leadership Austin
- Lower Colorado River Authority
- Meals on Wheels and More
- Real Estate Council of Austin
- St David's Community Health Foundation
- Texas Nature Conservancy
- Travis County Health and Human Services
- Austin Urban Coalition
- UT Sustainability Center
- Greater Austin Home Builders Association
- Annual Austin Economic Forecast Event

## Interviews and Discussions

- City utility bills included Imagine Austin materials 3 times, reaching over 400,000 customers
- 240,000 paper surveys, newsletters, and flyers distributed
- Large employers (organizational emails and newsletters)
- Paid advertisements
  - Radio
  - Television
  - Print
  - Online
  - Taxis
  - Street banners (S. Lamar Blvd./Riverside Dr/ Burnett Rd./ Entrance to Barton Creek Mall)

## Directed Outreach

- Austin American-Statesman
- Austin Chronicle
- Community Impact
- ahora sí
- Fox 7
- KXAN
- Daily Texan
- KUT
- KOOP
- Austinist
- CultureMap
- Republic of Texas
- Austin Post
- KVUE
- KLBJ 590 AM
- Oak Hill Gazette
- InFact Daily
- Metropolis Magazine
- Latina Lista
- Hispanic Today “Live”
- YNN
- La Voz
- Telefuturo
- KVET
- KEYE
- Univision
- Do512
- El Mundo de Mando
- The Austin Grid
- The Thread Austin
- Channel 6
- Public Service Announcements carried by Time Warner & Grande

## Media Coverage



# Participant demographics

- Alliance for Innovation Transforming Local Government
- National League of Cities
- The Japan Productivity Center
- American Society for Public Administration
- Texas Transportation Institute
- City County Communications and Marketing Association (3CMA)
- The National Coalition for Dialogue and Deliberation
- National Transportation Research Board
- American Planning Association
- Colorado Department of Transportation

## A Model for Public Engagement



Sustainability

## Building Blocks

- Land Use & Transportation
- Housing & Neighborhoods
- Economy
- Conservation & Environment
- City Facilities & Services
- Society
- Creativity



# Defining Sustainability

As it approaches its 200th anniversary, 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.

Austin's greatest asset is its people: passionate about our city, committed to its improvement, and determined to see this vision become a reality.

**Imagine Austin Vision**



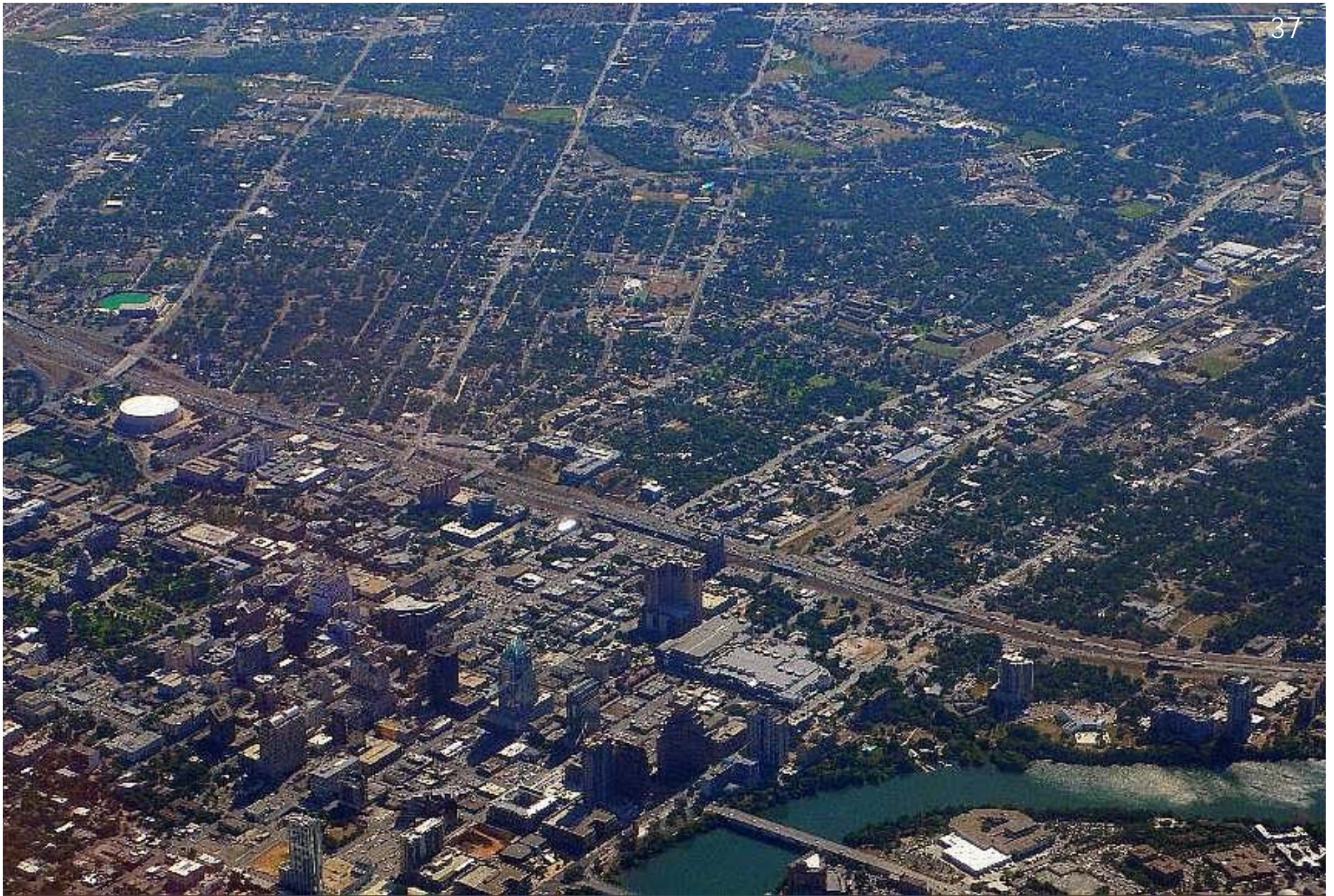
Austin is **Livable**



Austin is **Natural and Sustainable**



# Austin is Mobile & Interconnected



Austin is **Prosperous**



Austin Values & Respects its People



Austin is **Creative**



Austin is **Educated**

## The graphic representation of. . .

- The plan's principles applied to planning area
- How Austin should grow
- Linking land use and transportation

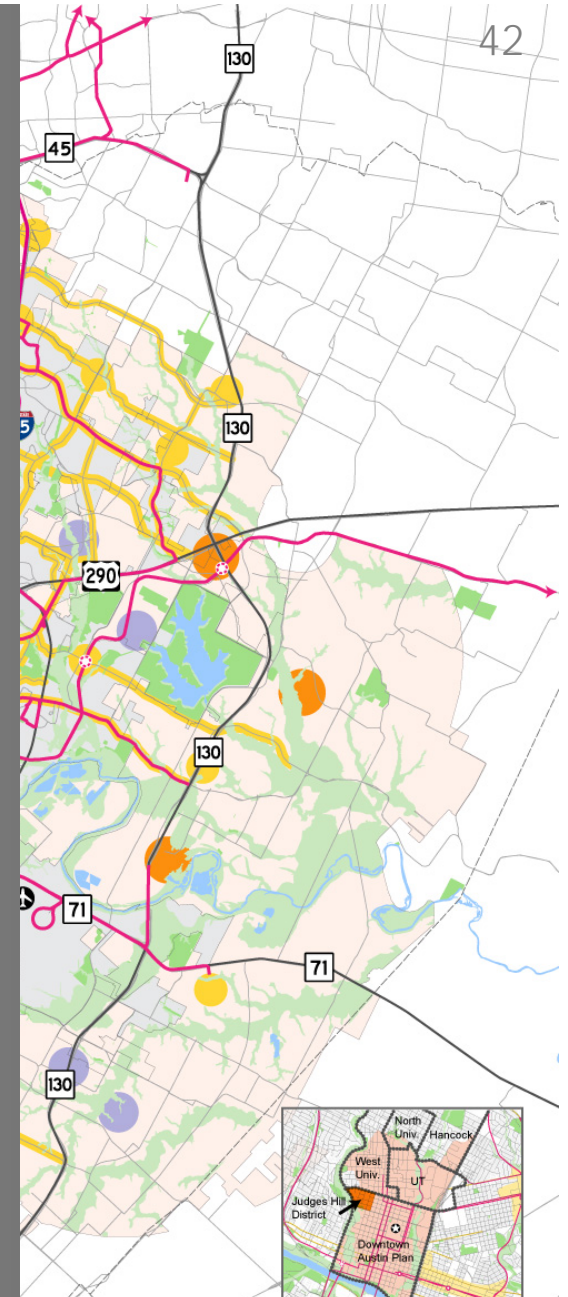
*It is not a Future Land Use Map nor zoning*

**Growth Concept Map**

By Texas Law,

*A comprehensive plan shall  
not constitute zoning  
regulations or establish  
zoning district boundaries*

Must be included  
on the map itself

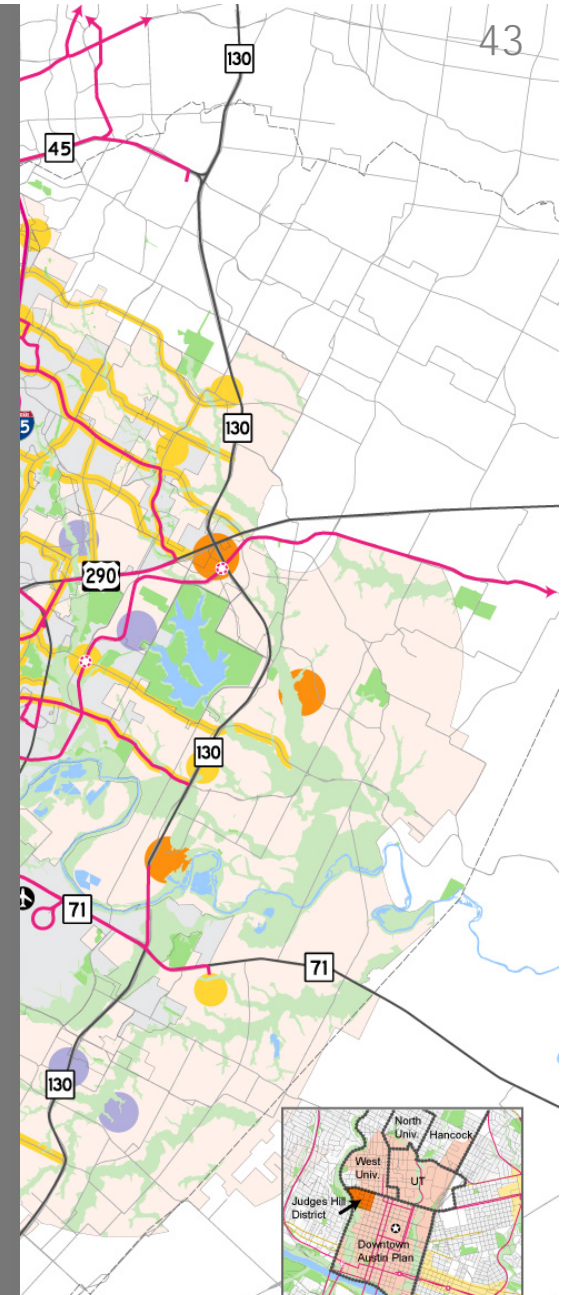


# Growth Concept Map

- 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 the Barton Springs Zone of the Edwards Aquifer recharge and contributing zones

As a result, it ...

- Improves air quality and reduces greenhouse gas emissions
- Reduces vehicle miles traveled
- Reduces per capita water consumption



# Growth Concept Map

### Environmental Resources

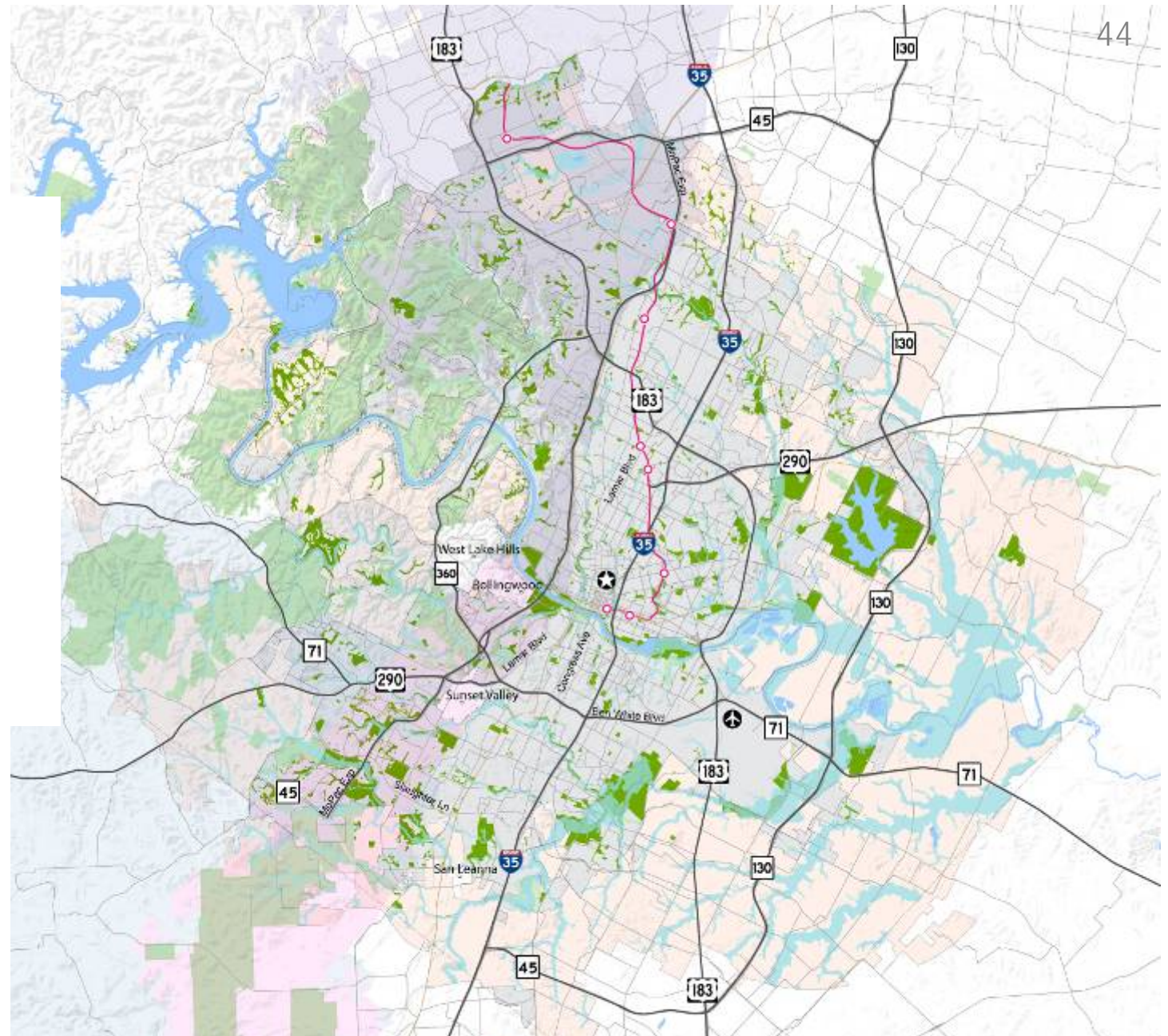
- Prairie Preserves
- Parks
- Other Open Space
- Floodplain

### Transportation

- Highway
- Other Streets
- High Capacity Transit
- Existing Rail

### Boundaries

- City Limits
- ETJ
- County Boundaries



**Fig. 4.1 Environmental Resources**

### Potential Urban Trails

- Shoal Creek/  
West Bouldin Creek
- Violet Crown Trail
- Loop 360
- MetroRail-S Pleasant Valley
- Gilleland-Onion-  
Williamson Creek
- Walnut Creek-LAB
- Mokan-Dessau
- Bull Creek-2222-Manor
- Lower Colorado
- Other Urban Trails

### Transportation

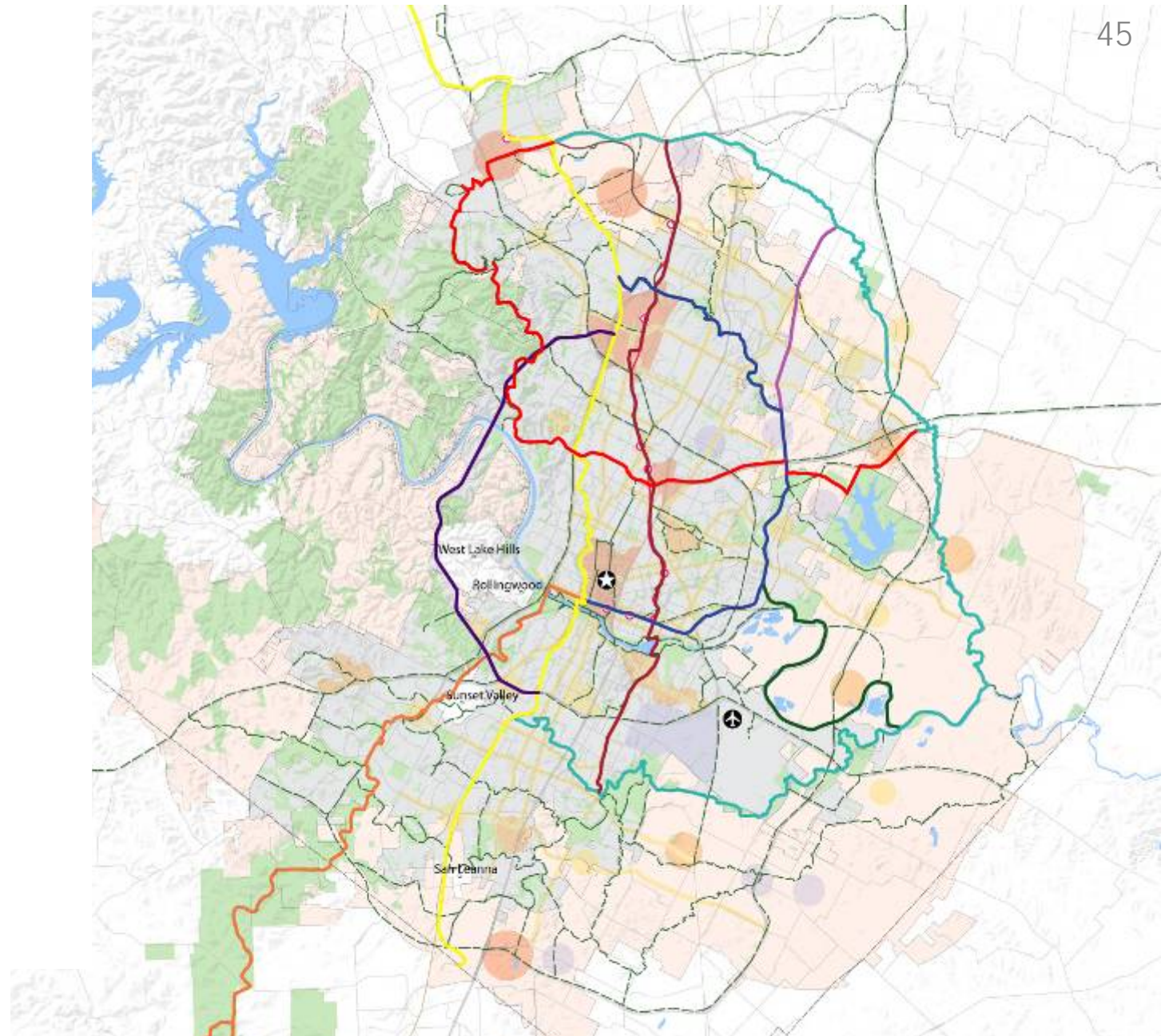
- Highways
- Streets
- High Capacity Rail
- Existing Rail

### Other

- City Limits
- ETJ
- County Boundaries

### Centers / Key Pedestrian and Cyclist Areas

- Regional Center
- Town Center
- Neighborhood Center
- Job Center
- Activity Corridor



**Fig. 4.2 Bicycle & Pedestrian Networks**

## Transit

- High Capacity Transit Stop
- ⊙ Proposed High Capacity Transit Stop
- Existing Red Line
- Commuter Rail
- Urban Rail
- Regional Rail
- High Capacity Bus (BRT)

## Roadways

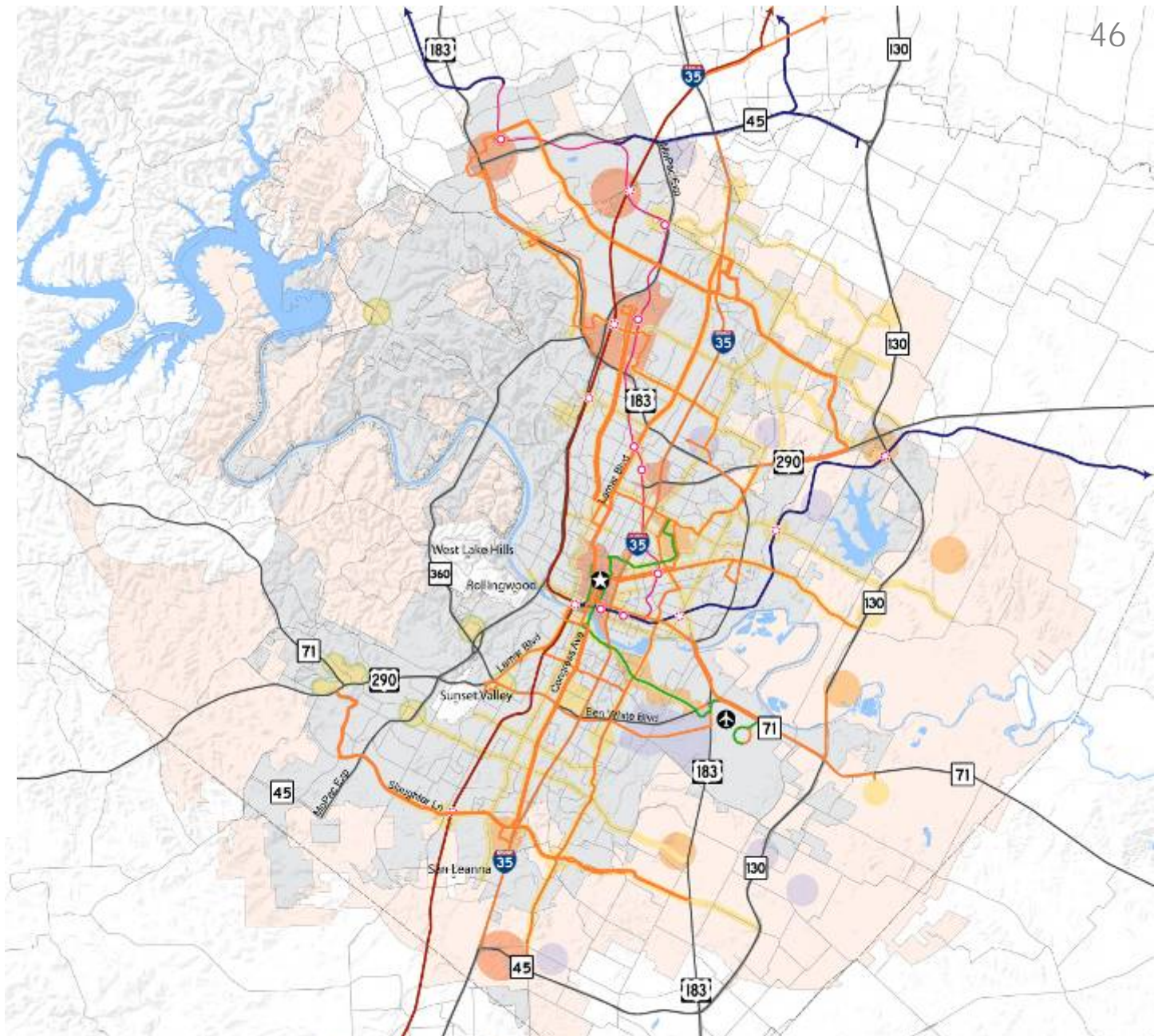
- Highway
- Other Streets

## Boundaries

- City Limits
- ETJ
- County Boundaries

## Centers / Key Pedestrian and Cyclist Areas

- Regional Center
- Town Center
- Neighborhood Center
- Job Center
- Activity Corridor



**Fig. 4.3 Transit Networks**





- New Highway
- Expanded Highway
- New Arterial
- Expanded Arterial
- Express Lane

## Transportation

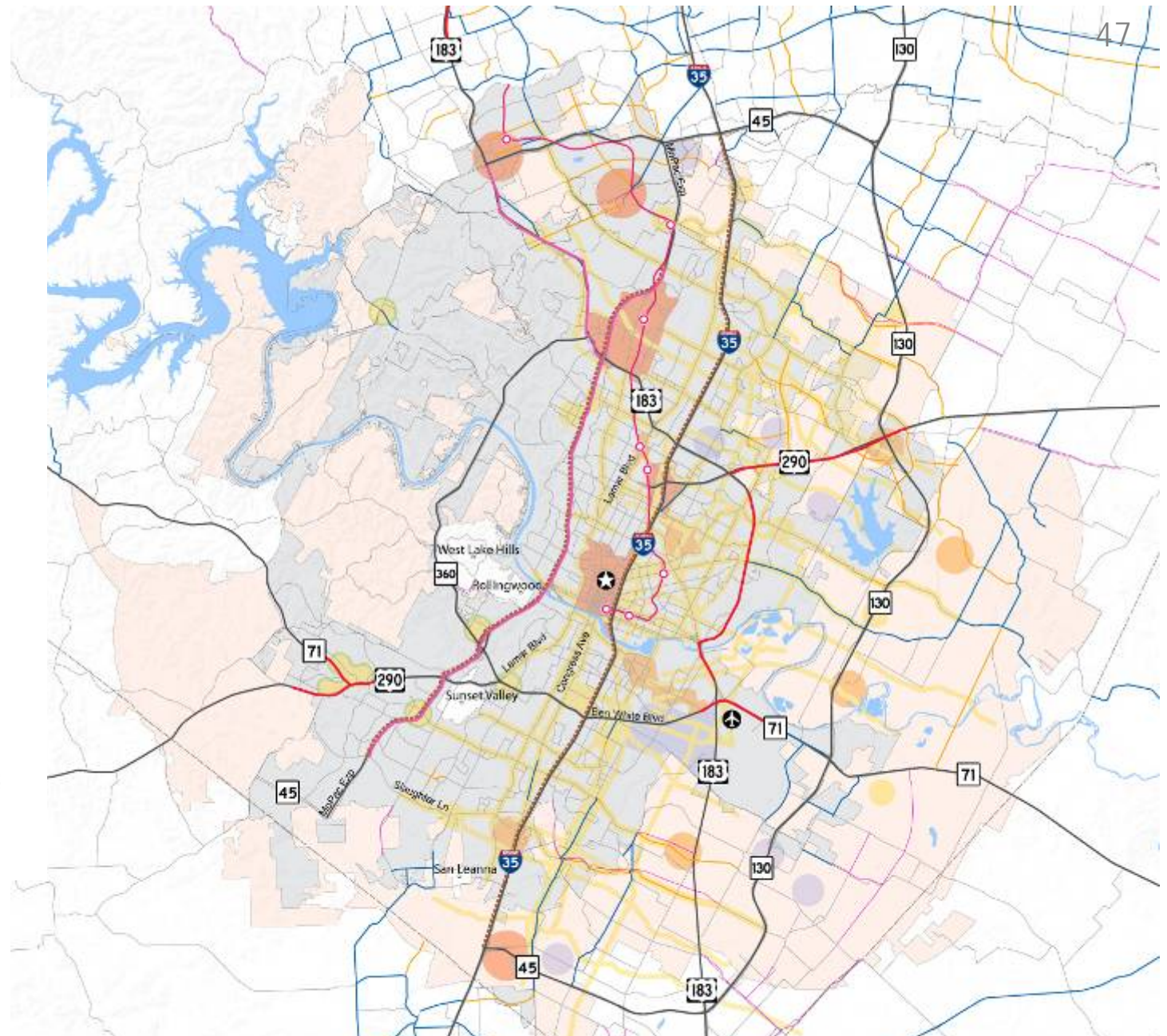
- Highway  
 — Other Streets  
 -○- High Capacity Transit  
 — Existing Rail

## Boundaries

-  City Limits  
 ETJ  
 County Boundaries

## Centers

- Regional Center
- Town Center
- Neighborhood Center
- Job Center
- Activity Corridors



# Fig. 4.4 Roadway Networks

#### Land Use

- Regional Center
- Town Center
- Neighborhood Center
- Activity Corridor
- Job Center
- Current Open Space
- Future Open Space
- Redevelopment over Edwards Aquifer
- Barton Springs Contributing Zone
- Barton Springs Recharge Zone
- College / University

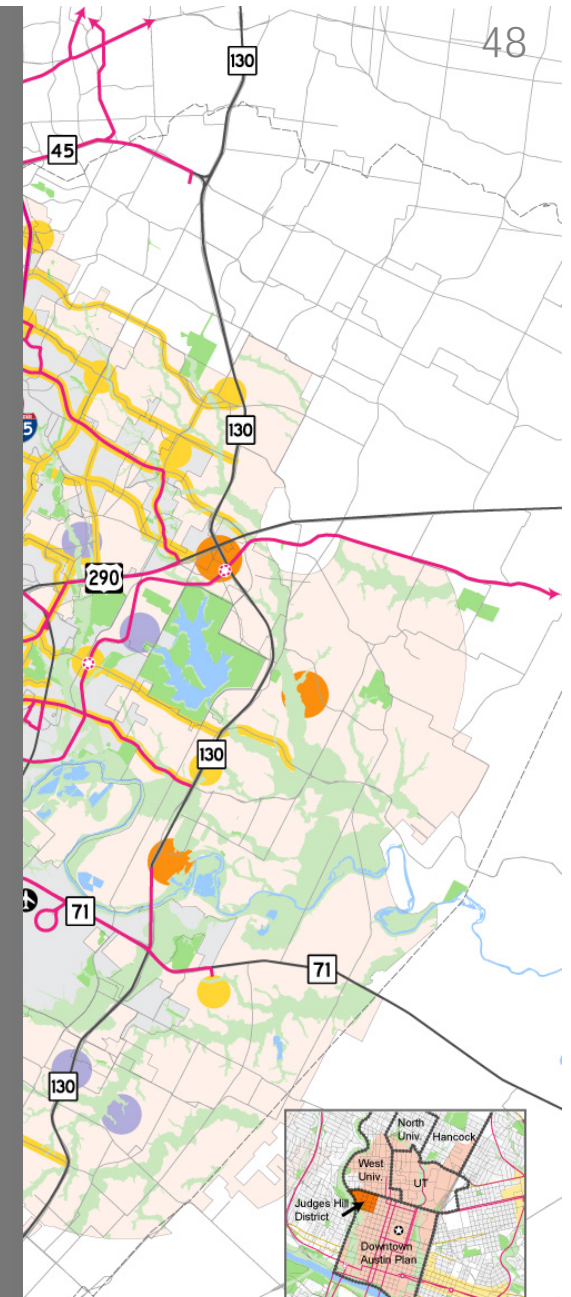
#### Transportation

- High Capacity Transit Stop
- Proposed High Capacity Transit Stop
- High Capacity Transit
- Highway
- Other Streets

#### Boundaries

- City Limits
- ETJ
- County Boundaries

- Activity centers & corridors
- Job centers
- Other development within the City & in the ETJ
- Transportation features
- Open space network



**Fig. 4.5 Growth Concept Map**



# Activity Centers & Corridors

# With & without Future Land Use Maps



Activity Centers

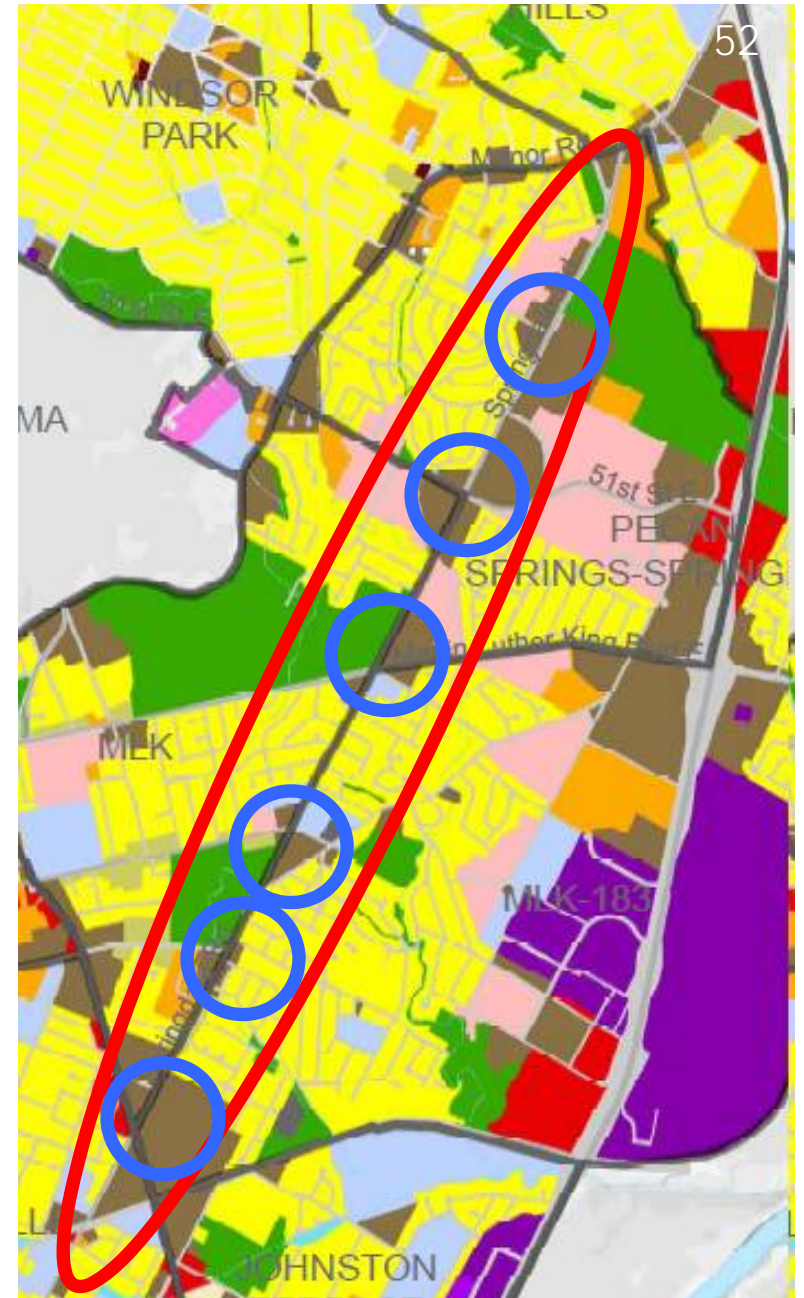


**Centers in Environmentally Sensitive Areas**

Refined since the Plan Framework. Can indicate:

- **Continuous** redevelopment (Lamar Blvd)
- **Connected** small centers (Springdale Rd)

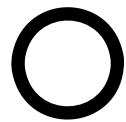
Corridors help us prioritize investments to support public spaces, walkability, and bike-friendliness to support the next generation of transit improvements.



## Activity Corridors



# Job Centers



Regional centers



Town centers



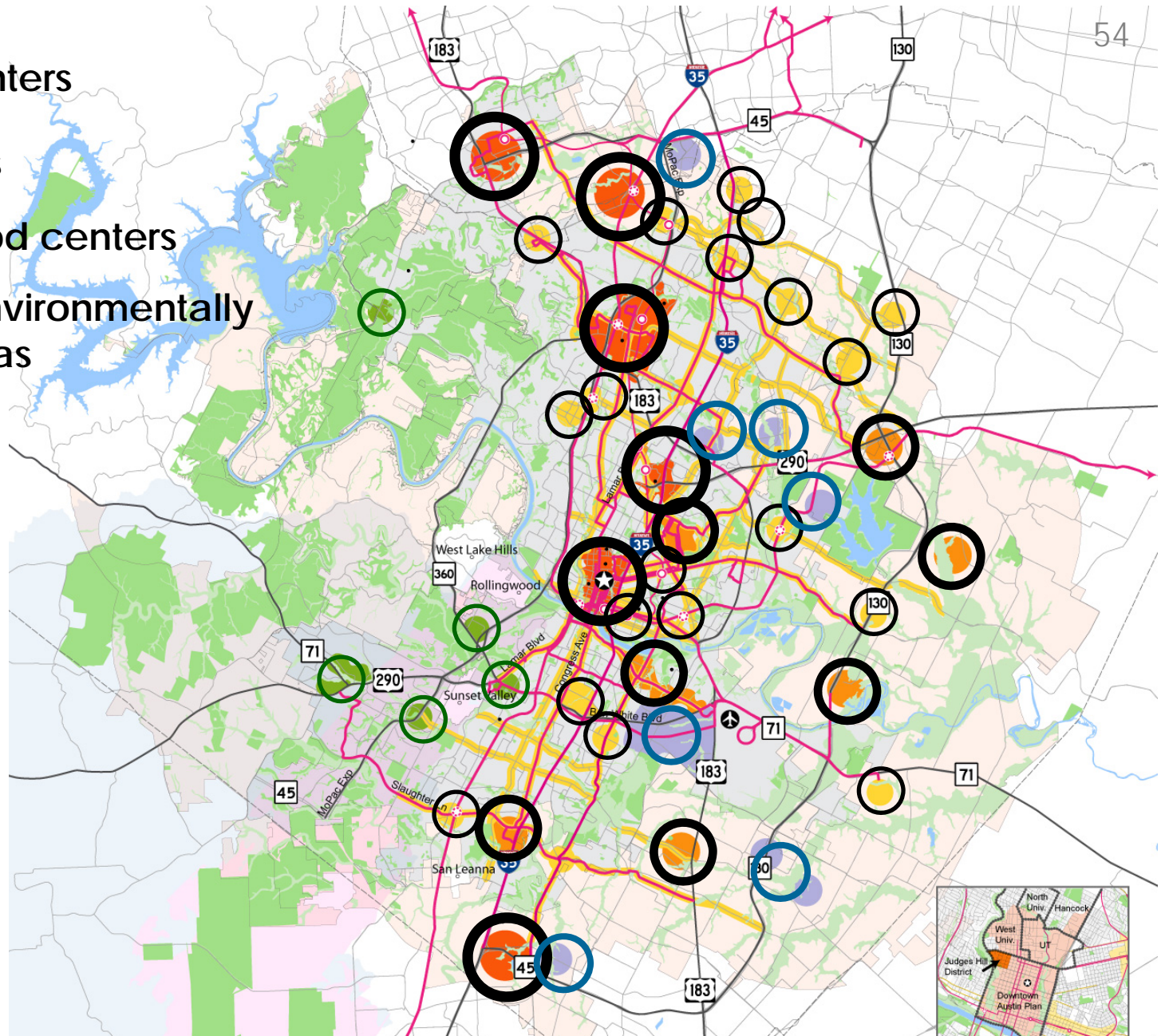
Neighborhood centers



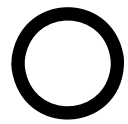
Centers in environmentally sensitive areas



Job centers



# Centers



Regional centers



Town centers



Neighborhood centers



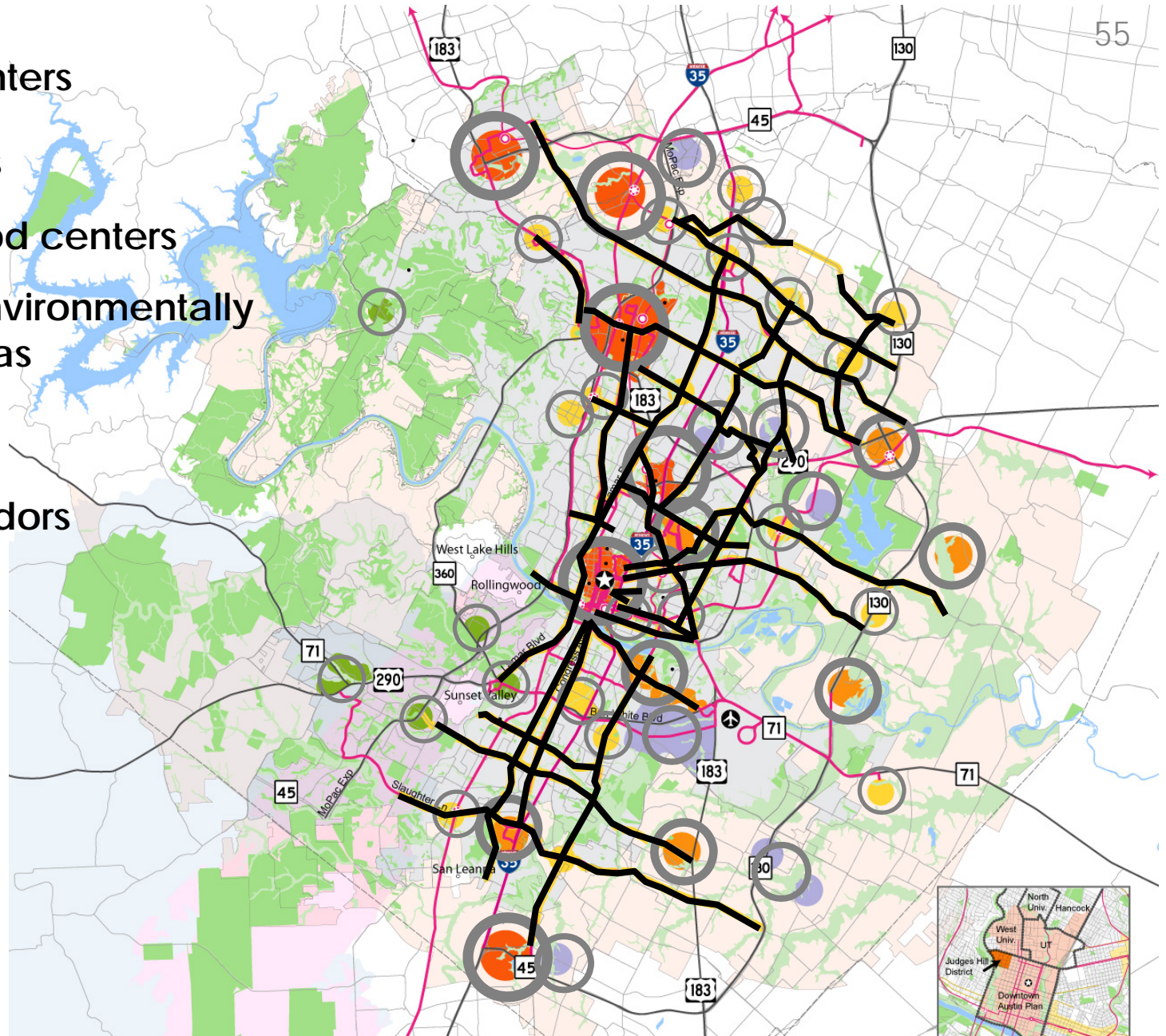
Centers in environmentally sensitive areas



Job centers



Activity corridors



# Corridors



# Complete Communities



Other Development within the City



Other development in the ETJ

## Activity corridors

- Include 11<sup>th</sup> & 12<sup>th</sup> Street Urban Renewal Areas as activity corridors
- Remove corridor designation from 38<sup>th</sup> Street (I-35 to Guadalupe)
- Change route connecting 51<sup>st</sup> and 53<sup>rd</sup> Streets from Duval to Airport
- New activity corridors along roads included in County bond package

## Activity centers

- Centers over environmentally sensitive areas have new symbols
- Redraw & include detail view of Downtown regional center
- Added Neighborhood center in Dove Springs (Pleasant Valley & St. Elmo) and at North Lamar & Rundberg
- Minor location shifts

## Transportation

- Removed SH-45
- Added high capacity transit on Pleasant Valley

# Changes to the Growth Concept Map

A photograph of a construction site. In the foreground, there is a large pile of sand or dirt. To the left, a yellow excavator is partially visible. To the right, another yellow excavator is also partially visible. In the background, there is a large, multi-story brick building with a prominent tower. The sky is blue with some clouds. The text is overlaid on the image in a blue, italicized font.

*“Planning is bringing the future into the present so that you can do something about it now.”*

**– Alan Lakein**

**Implementation**

# Key components

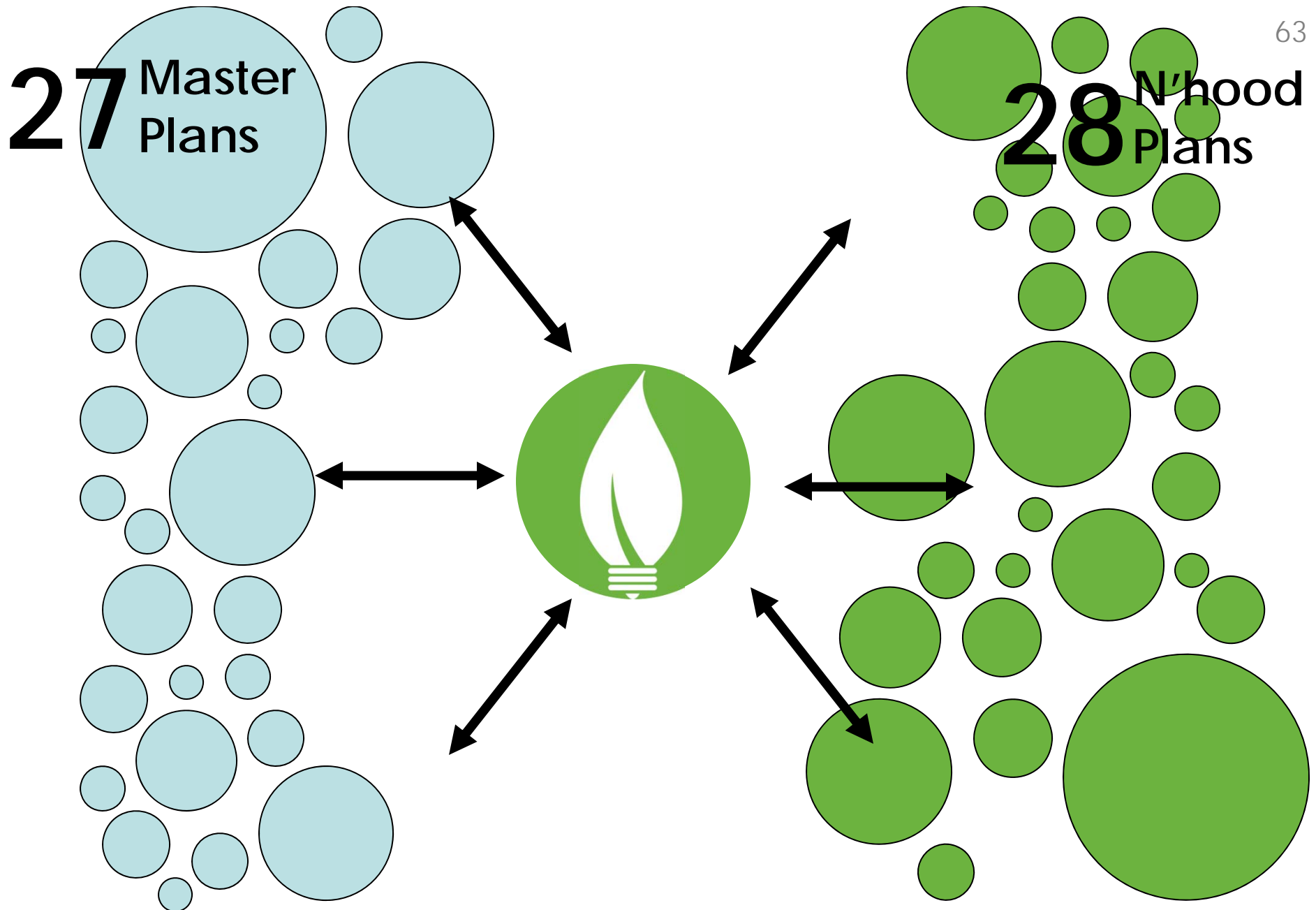
- *Guidance for decision-making*
- *Priority programs*
- *Plan monitoring and updating*

Implementing Imagine Austin

- Small area and master plans
- Zoning and development decisions
- Capital improvements program/Bonds
- Departmental/operational decisions and budgets
- Partnerships



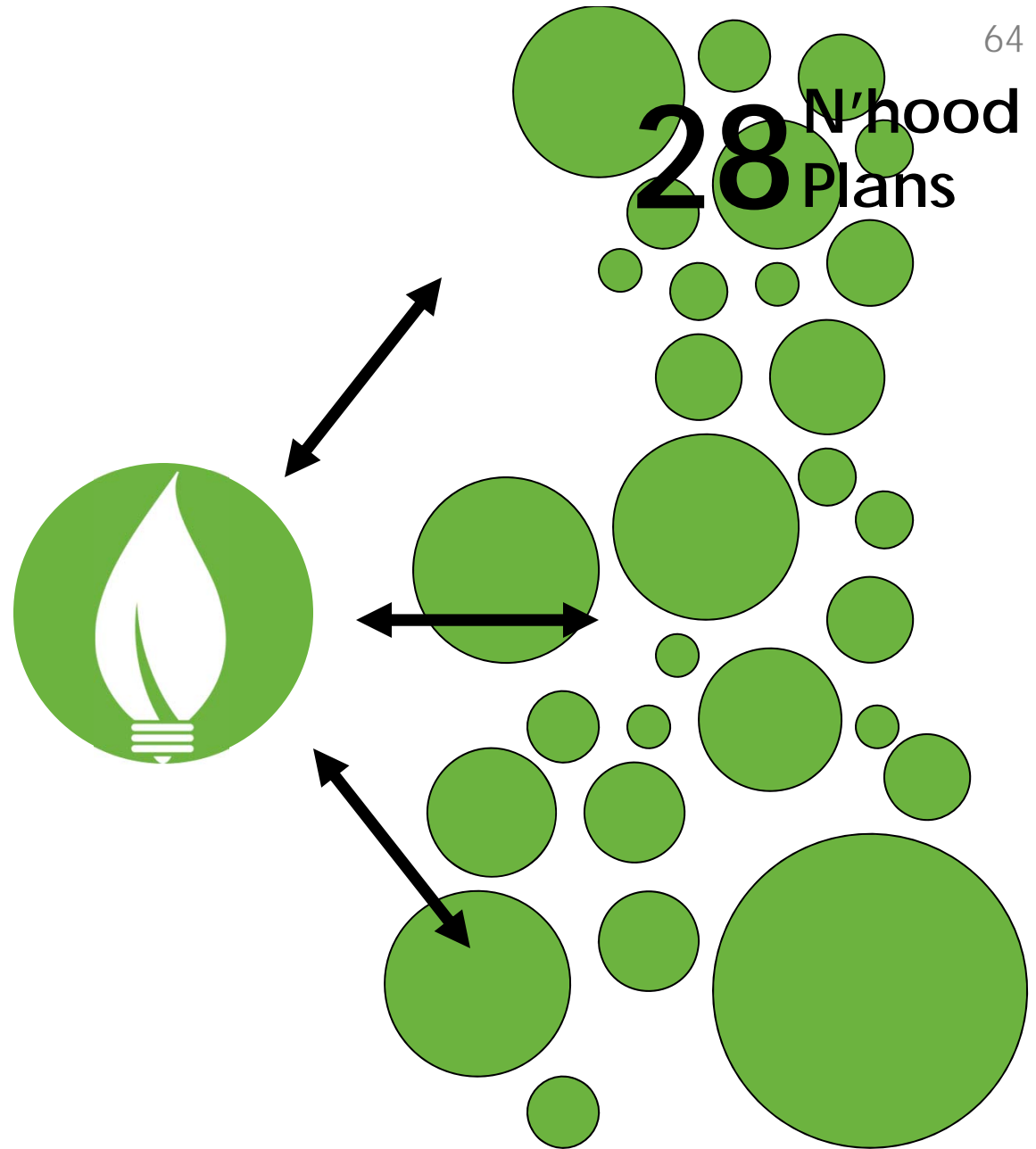
## Guidance for Decision-Making



**Why Coordinate Plans?**

The comprehensive plan, master plans, and small-area plans should provide **coordinated guidance**, from different perspectives.

*Differences in the guidance they provide does not necessarily indicate conflicts.*



# Why Coordinate Plans?

- Zoning decisions will be guided by all of Imagine Austin's elements (Vision Statement, Policies, Growth Concept Map, Actions, and Priority Programs) and attached small-area plans.
- Where a small-area plan exists (neighborhood, station, and corridor), zoning decisions should be consistent with it

## Relationship to Zoning Cases

## Creates a game plan that:

- Identifies **goals** and **expectations**
- Integrates **policies** and **actions**
- Contains **short** and **long-term steps**
- Identifies **resources** and **partners**
- Assigns **responsibilities**
- Measures **success**

## Priority Programs

# Invest in a compact and connected Austin





Sustainably  
manage our  
water  
resources

Invest in our  
workforce,  
education  
systems, and  
entrepreneurs





Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city

Grow and  
invest in  
Austin's  
creative  
economy





Develop and  
maintain  
household  
affordability  
throughout  
Austin

# Create a healthy Austin program





Revise  
development  
regulations to  
promote a  
compact and  
connected city

- Broadly engage the community (listening sessions, focus groups, public meetings, etc.)
- Conduct code diagnosis to identify those elements of the code and development process that:
  - Parts that work well
  - Parts that don't
  - Are in conflict, not clear, inefficient , or redundant
  - Do and do not support Imagine Austin' vision and goals

## Steps to Implement Priority Program 8

- **Update land development code, procedures, and manuals to:**
  - Promote a compact and connected Austin
  - Preserve neighborhood character
  - Integrate nature into the city and preserve environmentally sensitive areas
  - Ensure delivery of efficient services
  - Create a clear, user-friendly code

**Steps to Implement Priority Program 8**

# Measuring Progress

## Complete Community Indicators

**Vision Principle:**  
**Mobile & Interconnected**

*Sample indicators:*

- Vehicle miles traveled
- Transit ridership
- Population/jobs near transit stops
- Miles of sidewalks
- Bicycle lanes (miles)



# Monitoring and Updating

# Sustaining the Plan Over Time

per City Charter:

## **Every year**

- Annual Evaluation Report:  
*What did we accomplish in the last year?*
- Revised Action Schedule:  
*What will we do in the next year?*

## **Every 5 years**

- Evaluation and Appraisal Report

# Monitoring and Updating

Adopt the draft **Imagine Austin Comprehensive Plan** as recommended by Planning Commission with the following changes:

- Show the route for SH-45 SW on the Growth Concept Map as a dashed line and include companion text in the plan
- Amending language added at Planning Commission to Chapter 5 related to previous planning efforts and possible future revisions to the Land Development Code

**Staff Recommendations**

**April 26**

Charter-required 60-day Council action period begins

**May 24**

Council public hearing and action

**June 7 & 14**

Possible dates for action

**Action on the Plan**

Mayor, City Council, and City Manager  
Citizens of Austin

Austin-area major employers

Austin-area religious institutions

Austin Community College/Huston-Tillotson University/Concordia University

Austin Independent School District

Central Texas local governments and agencies

City of Austin Boards and Commissions

City of Austin Departments

Civic, cultural, neighborhood, and non-profit organizations

Del Valle Independent School District

Planning Commissioners

Task Force members

Round Rock Independent School District

University of Texas CRP faculty, staff, and students

Working group members

# Special Thanks