

# IMAGINEAUSTON

Imagine Austin: Our Past, Today, and Future



# Outline

Imagine Austin Plan Development

Imagine Austin Content

Implementation



i love you  
so much



# Roles and Actions

- Everyday decisions
- Policy choices
- Council, staff and community ownership





Waller Plan- 1839

Population-553



**Congress Avenue - 1913**

**Population-31,000**



**“It is our recommendation that the nearest approach to the solution of the race segregation problem will be the recommendation of this district as a negro district... as an incentive to draw the negro population to this area.”**

**Master Plan- 1928**

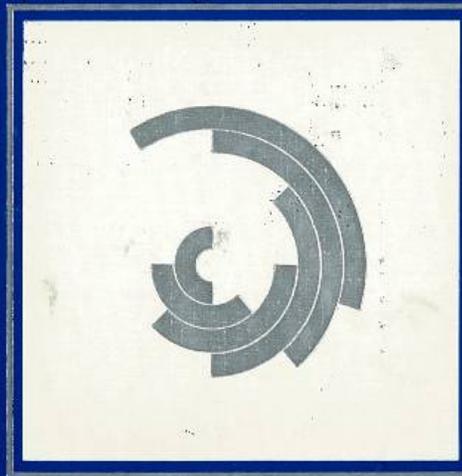
**Population-53,000**



**Justin Lane-1955**

**Population-159,500**

AUSTIN TOMORROW COMPREHENSIVE PLAN



Austin Tomorrow 1979

Population-341,500



Rundberg Lane– 2008      Population-750,500

# City Council Direction



Engagement

Sustainability

Implementation

Imagine Austin launches– 2009

More than 640,000 surveys, notices, and flyers distributed.

Direct contact with 751 churches, organizations, and associations

19 Boards / Commissions briefed twice each

150 stories in local media, plus paid advertisements

55 stakeholder interviews

136 Speakers Bureaus reaching 2,700 people



**Outreach & Engagement**

# Participation Plan

## Four Community Forum Series

### Neighborhood plan meetings

### Seven Working Groups



**Total Participation**

**18,532**



Imagine Austin unanimously adopted 2012



## City Limits

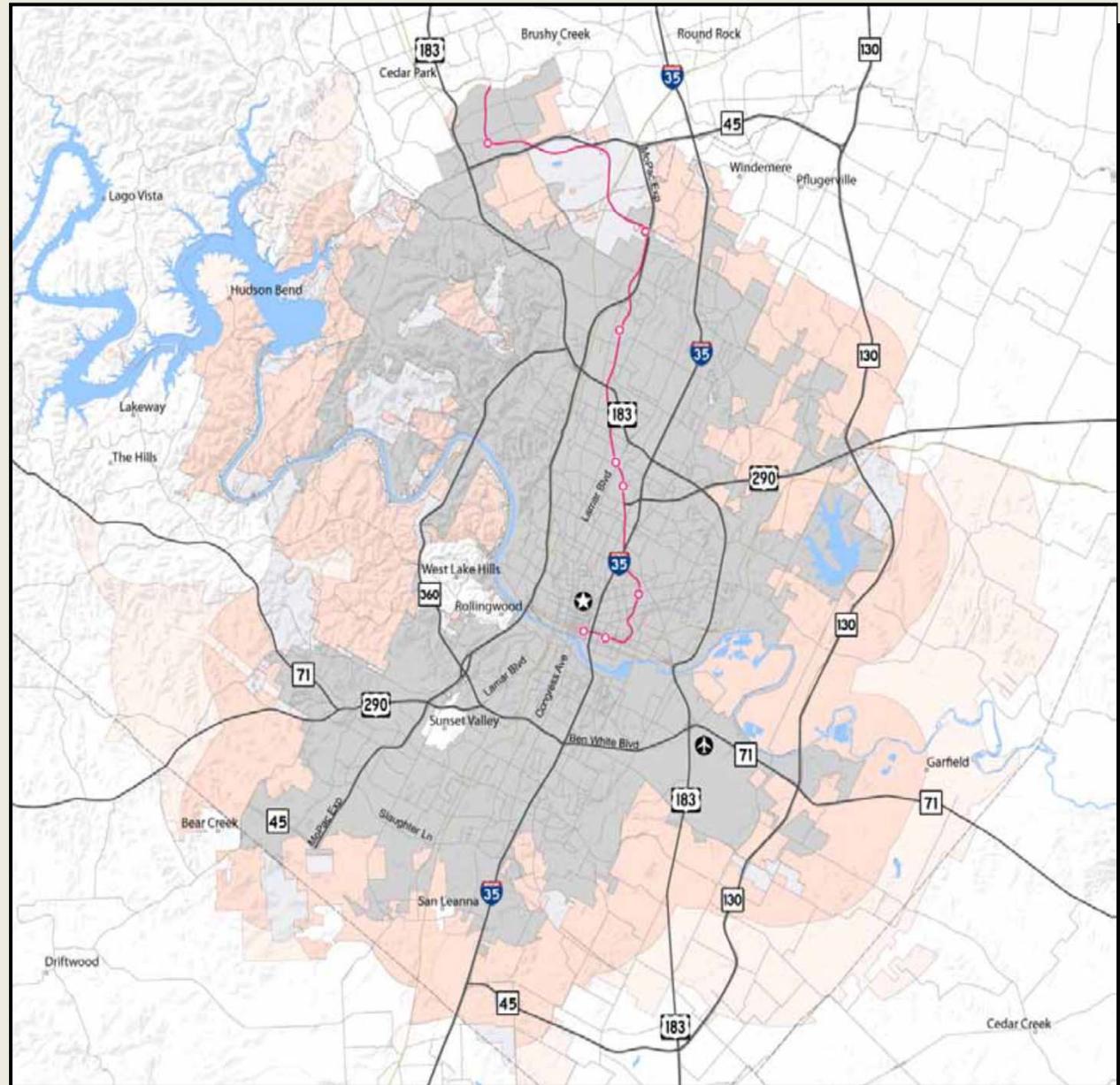
308.1 Sq/Miles

## Extraterritorial Jurisdiction

308.6 Sq/Miles

## Total

616.7 Sq/Miles



# Planning Area

# The Vision

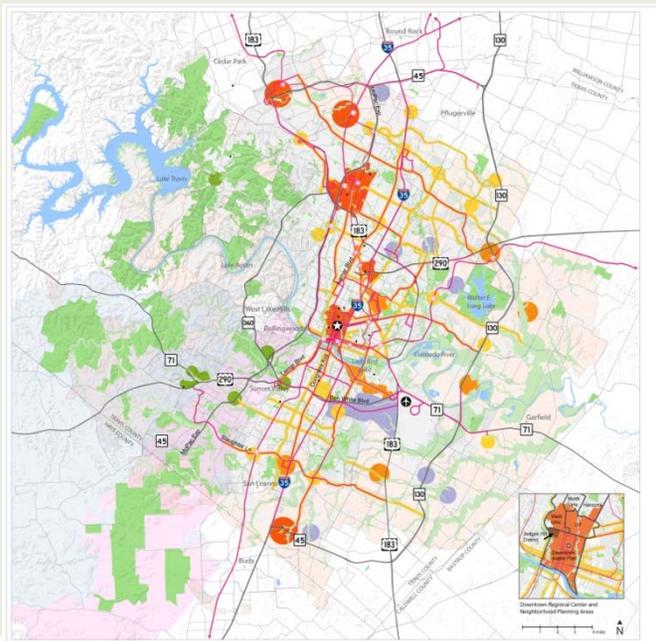
## A City of Complete Communities



LIVABLE



NATURAL AND SUSTAINABLE



PROSPEROUS



EDUCATED



CREATIVE

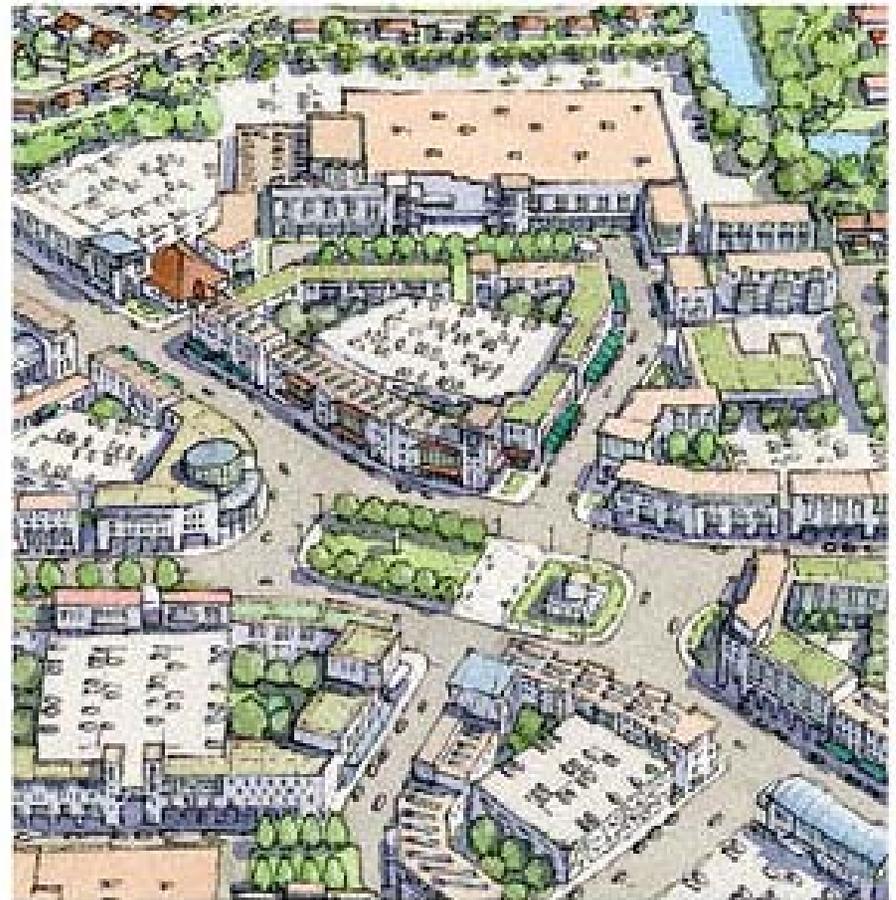


VALUES AND RESPECTS PEOPLE

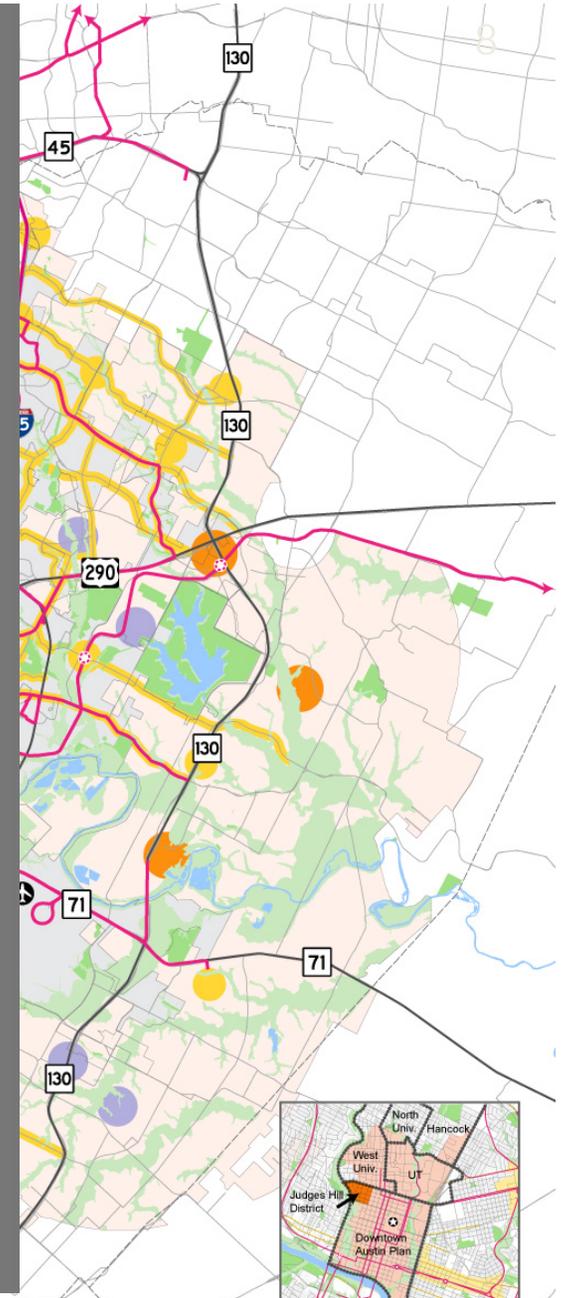


MOBILE AND INTERCONNECTED

# Inside the plan: Complete Communities



- 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



# Priority Programs



Community Engagement

Regulatory Framework

Capital Investments

Organizational Alignment

Partnerships

# Support Locals

- Fix the rule book
- Flexible yet predictable
- Allow the creation of small affordable spaces
- Provide assistance and options



# The Road Ahead

1. Work has begun
2. Act for the whole
3. Expand the growth-shaping toolkit
4. Monitor and adapt



# Questions?

## Imagine Austin

[www.austintexas.gov/departments/imagine-austin](http://www.austintexas.gov/departments/imagine-austin)

