



North Lamar Imagine Austin Corridor Plan Pilot

Small Area Plan Joint Committee

March 10, 2019

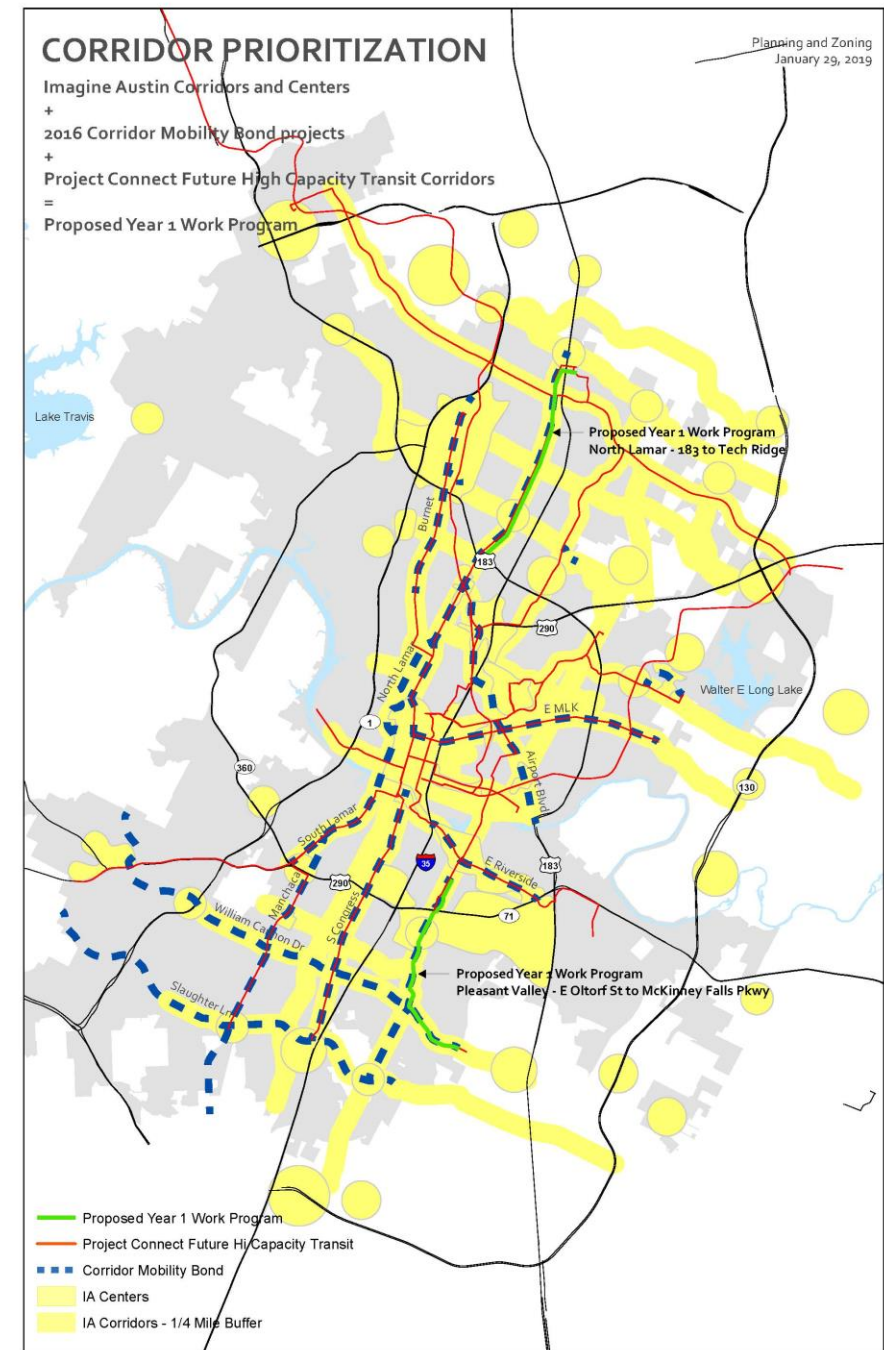
Stevie Greathouse, Planning and Zoning

Presentation Overview

- Background
- Study Area
- Planning Process
 - Timeline
 - Scope
 - Public Participation Plan
- Related Initiatives/Policy Goals
- Discussion and Next Steps

Background

- New method of small area planning
- Focus on IA Corridors and Centers
- Leverage city investments
 - Mobility
 - Affordability
- Pilot Planning Process:
 - North Lamar
 - S. Pleasant Valley

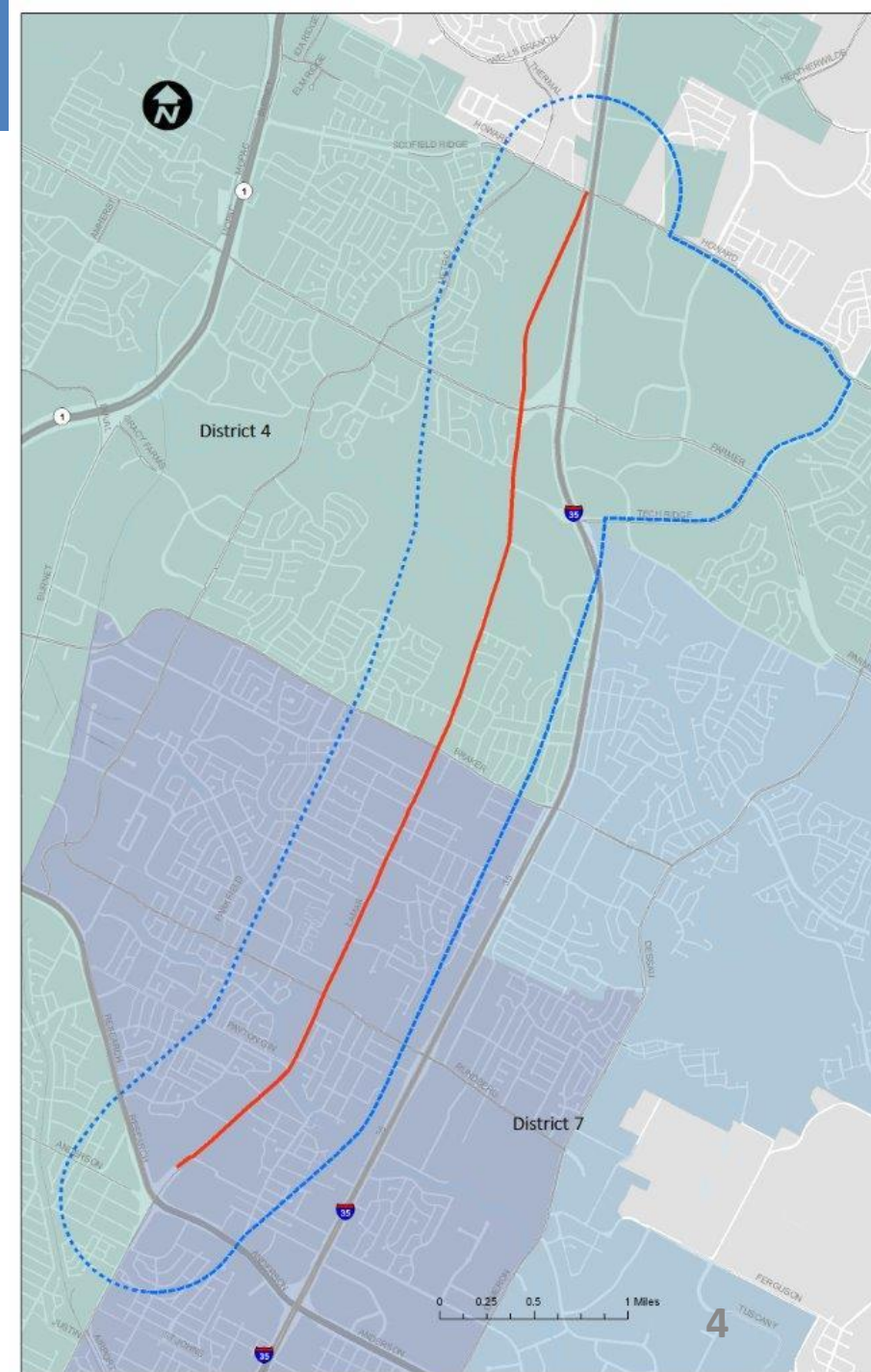


North Lamar Study Area

Limits: Tech Ridge – US 183

Boundaries:

- Study area:
 - Approximately $\frac{1}{2}$ mile buffer from corridor
 - Tech Ridge Center
- Exact planning boundaries will be determined through process



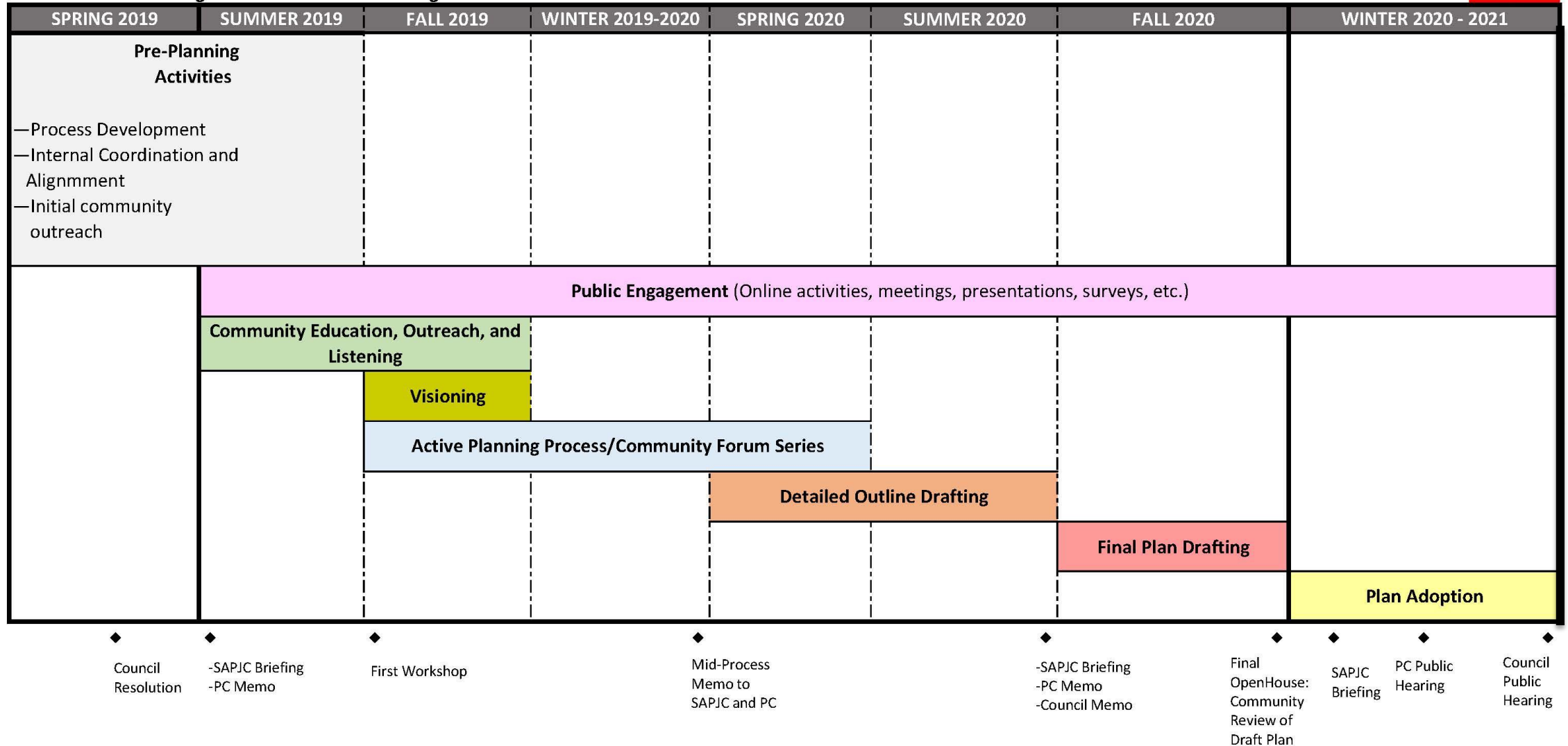
About the North Lamar Corridor



Timeline and Planning Process

Pilot North Lamar Imagine Austin Corridor Planning Process

DRAFT



Engagement:

- Public Participation Plan
- Internal Alignment
- Broad Stakeholder/Public Engagement

Existing Conditions:

- Community Inventory
- Policy Scan
- Listening

Vision/Future Land Use Map

Recommendations:

- Land Use
- Urban Design
- CIP
- Programmatic

Implementation strategies (could include):

- Land Development Code/Zoning
- Incentives
- Catalytic/Demonstration Projects
- Housing Initiatives
- Partnerships

Amendments to previously adopted plans (if needed)

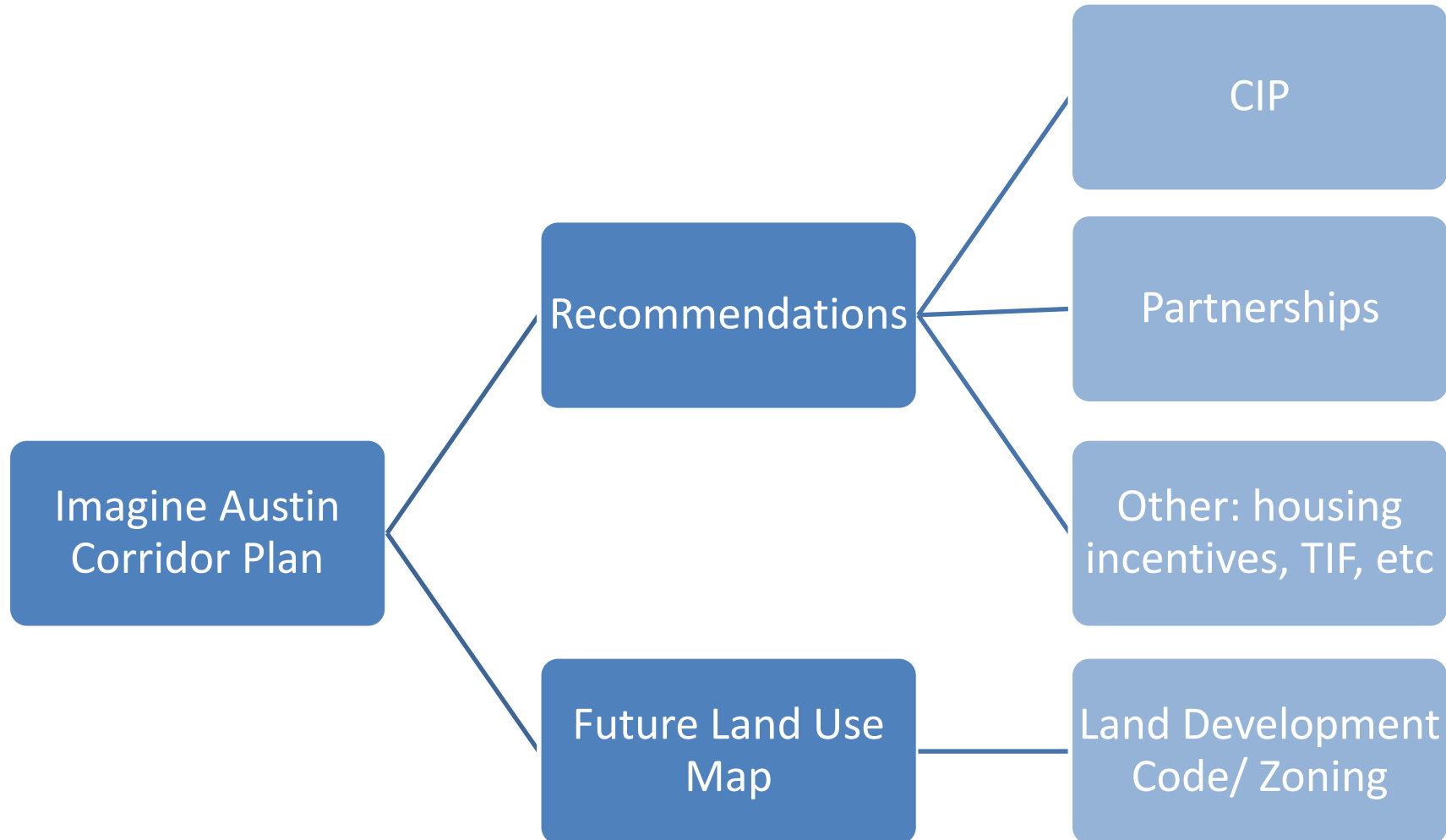
Evaluation of pilot process / lessons learned

Implementation Strategies

Vision, Goals, Objectives

Policies, Recommendations

Implementation Strategies



Public Participation Plan: Stakeholders

- Residents
- Property owners
- Small business owners
- Major employers
- Workers
- Visitors
- Students
- Neighborhood Organizations and Community Groups
- Transit Riders/Traveling Public
- General Public
- Citywide Advocacy Groups
- Boards and Commissions
- City Council
- City Departments/Agencies

Targeted Outreach:

- Limited English Proficiency (in particular Spanish, Vietnamese)
- Renters
- Young parents
- Immigrant communities

Public Participation Plan: Process

- I. Pre-planning, preliminary outreach (Summer 2019)
- II.A. Active Planning (Fall 2019-Spring 2020)
 - Launch website, informational materials, marketing
 - Up to 5 rounds of iterative input (Visioning + Community Forum Series by Topic)
- II.B. Review Draft Plan (Summer -Fall 2020)
- III. Plan Adoption (Winter 2020-2021)

Public Participation Plan: Methods and Tools

Methods:

- On-going check-ins with community leaders
- Partner with community groups, Council District Offices
- Build stakeholder contact list, reach out via Community Registry
- Community Forum Series: Parallel in person/on line engagement
- Open Houses
- Pop-Up Events/One-on-Ones
- Targeted Group Meetings/Speaker Series
- Office Hours
- Interpretation/Translation
- Analyze participation

Tools:

- Project Website
- Presentation Boards
- Handouts
- Map Exercises
- Surveys
- Online Exercises
- Electronic and Print Newsletters
- Email Blasts
- Social Media Content
- Videos
- Media Press Releases
- Mailed notifications

Related Initiatives/Policy Goals



Imagine Austin Plan

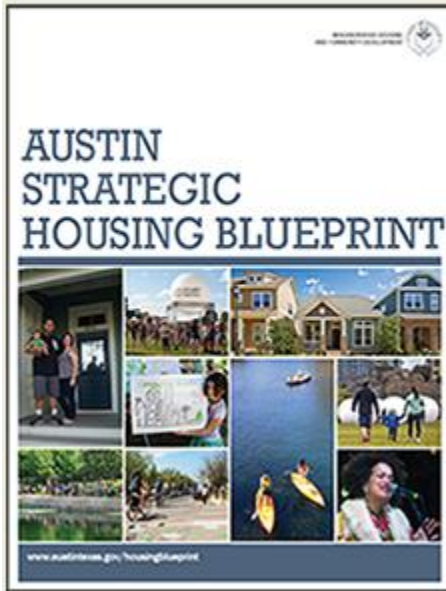
- Growth Concept identifies North Lamar as an activity corridor
- Designates two activity centers along corridor
- Establishes vision for complete communities



Strategic Direction 2023

- Identifies 6 key outcomes
- PAZ has been aligned with “Economic Opportunity and Affordability”
- North Lamar Plan will support all outcomes

Related Initiatives/Policy Goals: Housing Affordability



Austin Strategic Housing Blueprint

- Identifies strategies to preserve housing
- Calls for density bonus expansion to corridors
- *Draft North Lamar Corridor Goal=1,326 units affordable to 80% MFI and below*



UT Study of Gentrification and Displacement

- Identifies southern portion of the corridor as a “future displacement risk area” susceptible to gentrification
- Identifies portion of the area as “most vulnerable” (i.e. home to unusually high proportion of vulnerable people)

Related Initiatives/Policy Goals: Mobility

Austin Strategic Mobility Plan



Draft Plan | February 2019



Austin Strategic Mobility Plan/Project Connect

- Identifies North Lamar as a “Level 3” Street on Transit Priority Network
- Calls for transit supportive densities with ½ mile (16 residents per acre/8 employees per acre)
- Identifies North Lamar as a future high capacity transit corridor with 3 potential “mobility hubs”

North Lamar Boulevard US 183 to I-35/Howard Lane

Corridor Mobility Program

- Identifies near term and long term mobility investments in the corridor



CORRIDOR MOBILITY PROGRAM



Related Initiatives/Policy Goals: Other

Land Development Code Rewrite

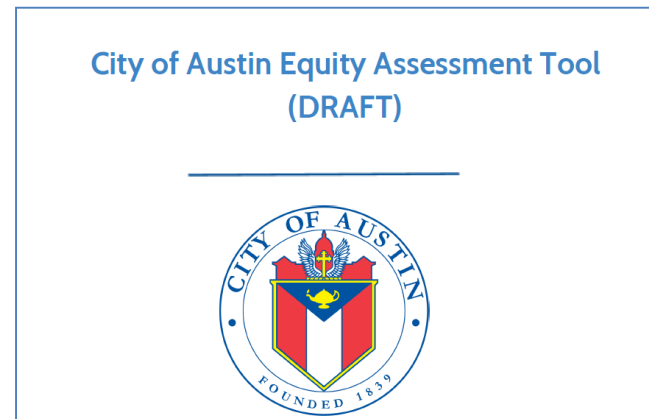
- Could impact regulatory toolbox, zoning
- Timing will impact scope of N. Lamar Planning process

PAZ Equity Assessment

- Underway
- Will have findings applicable to planning process

PARD Long Range Plan

Watershed Protection Master Plan



1. Study Area Boundaries
2. Scope and Deliverables
3. Public Participation Plan
4. Policy Goals
5. Other?

Next Steps

April/May 2019:

- Council initiates Pilot North Lamar Imagine Austin Corridor Plan

Summer 2019:

- Internal Alignment
- Preliminary Community Engagement
- Draft Public Participation Plan
- Draft Community Inventory
- Launch Website

Fall 2019:

- Formal Kick Off
- Visioning

Questions?

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