

Imagine Austin Update

Austin Planning | November 4, 2026

Welcome & Overview

Agenda

01 Welcome

02 Project Update

03 Place Types Approach and Draft Palette

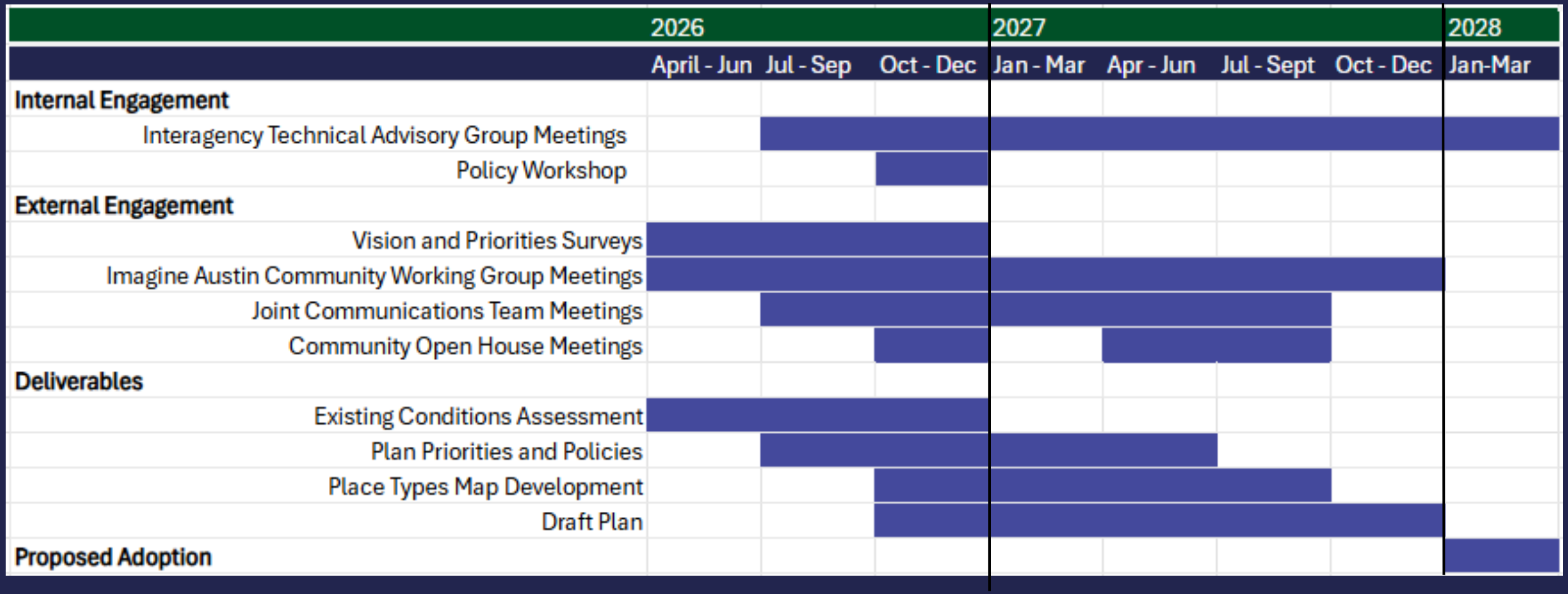
Project Update

Project Goals

- **Develop a Place Types map** to support consistent land use planning throughout Austin that helps achieve citywide goals while recognizing the needs of different communities.
- **Create regular engagement opportunities** with the community.
- **Update policies** to provide clear guidance for current and future planning and decision-making.
- **Refine** the plan document for clearer organization and to be more user-friendly.
- **Strengthen alignment** between Imagine Austin and other citywide strategic plans to provide clearer direction and consistency.



Project Timeline

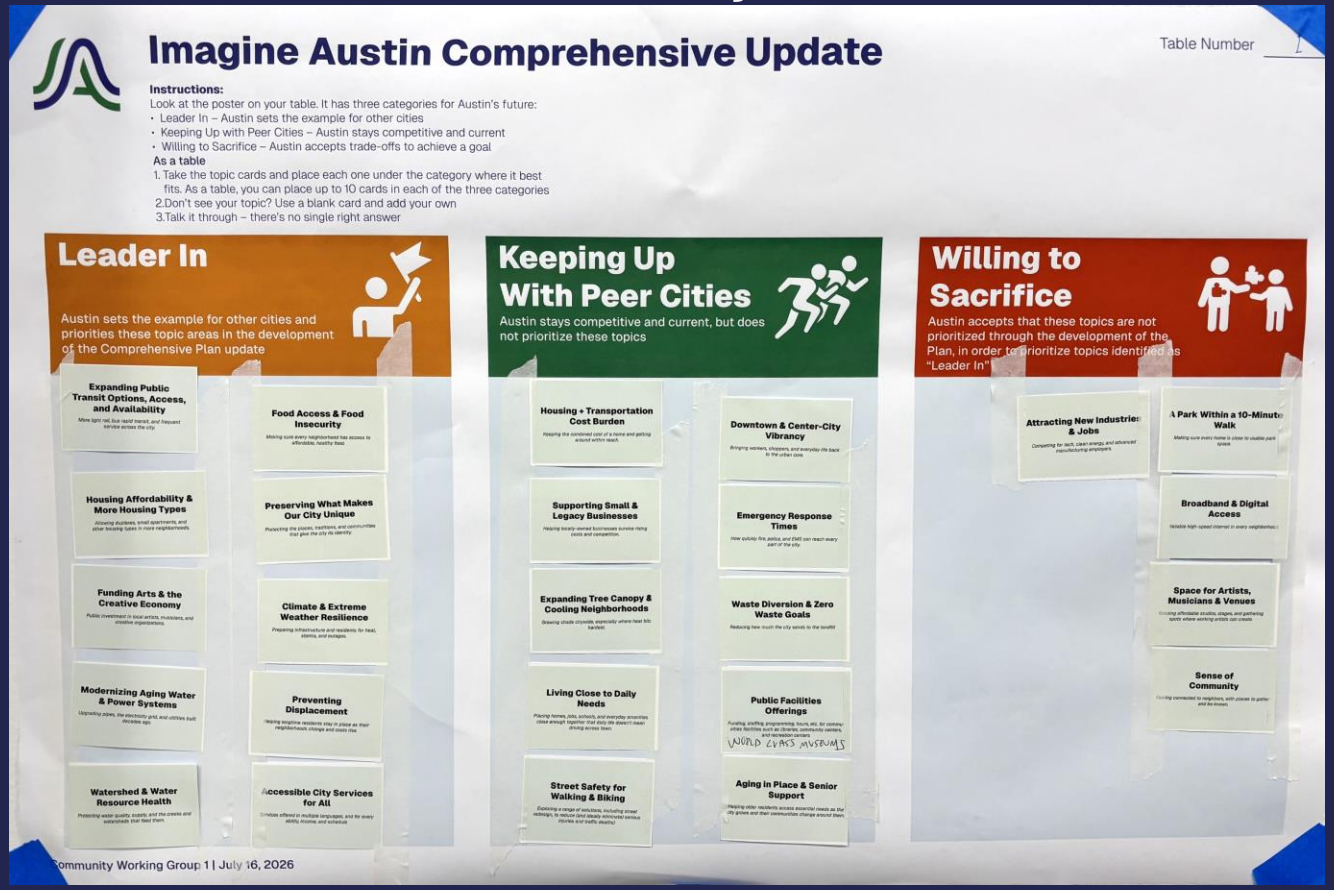


Vision Statement Revision Process

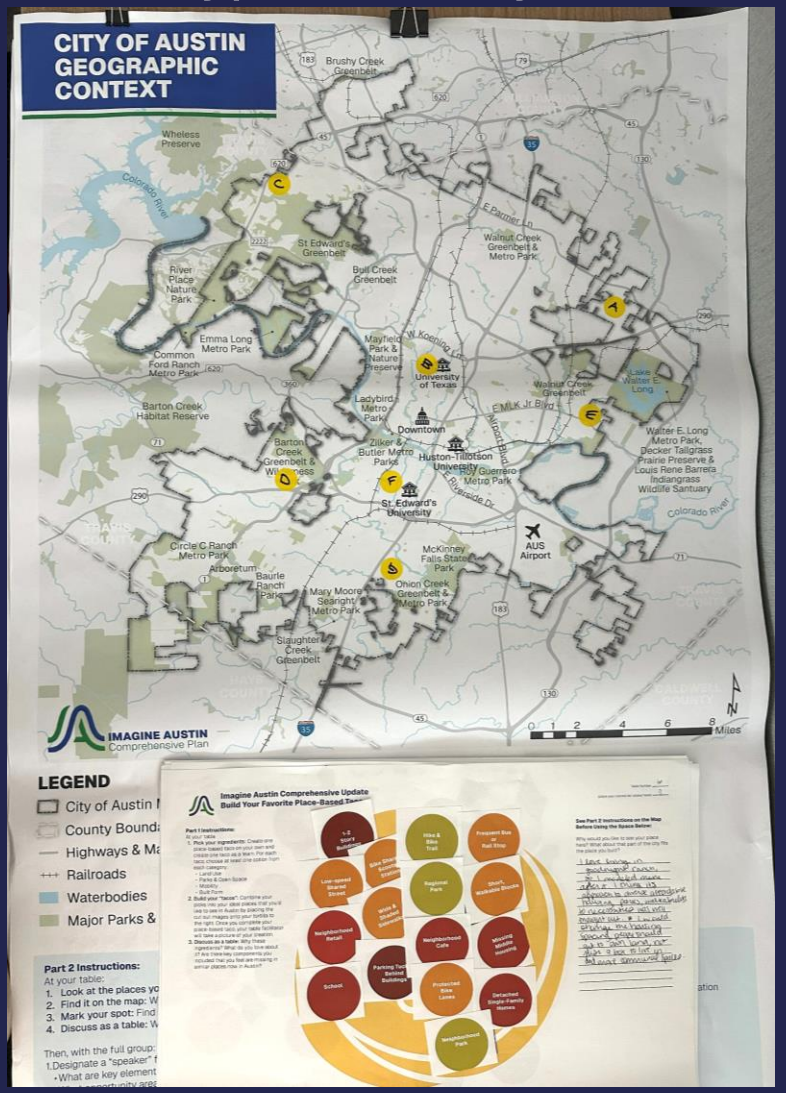
- Released Vision Survey in spring 2026.
- Facilitated Vision Statement activities with IA Community Working Group (CWG) in Kick-Off Meeting.
- IA Staff reviewed feedback from survey responses and CWG feedback and created four draft statements.
- CWG members submitted comments on and ranked the four draft statements.
- IA staff reviewed the CWG members comments and rankings to develop a single draft vision statement. That statement was shared with the community at five open houses in October for feedback.
- IA staff will review all comments provided on the draft vision statement to create the final vision statement for the updated plan.

IA Community Working Group – Meeting 1

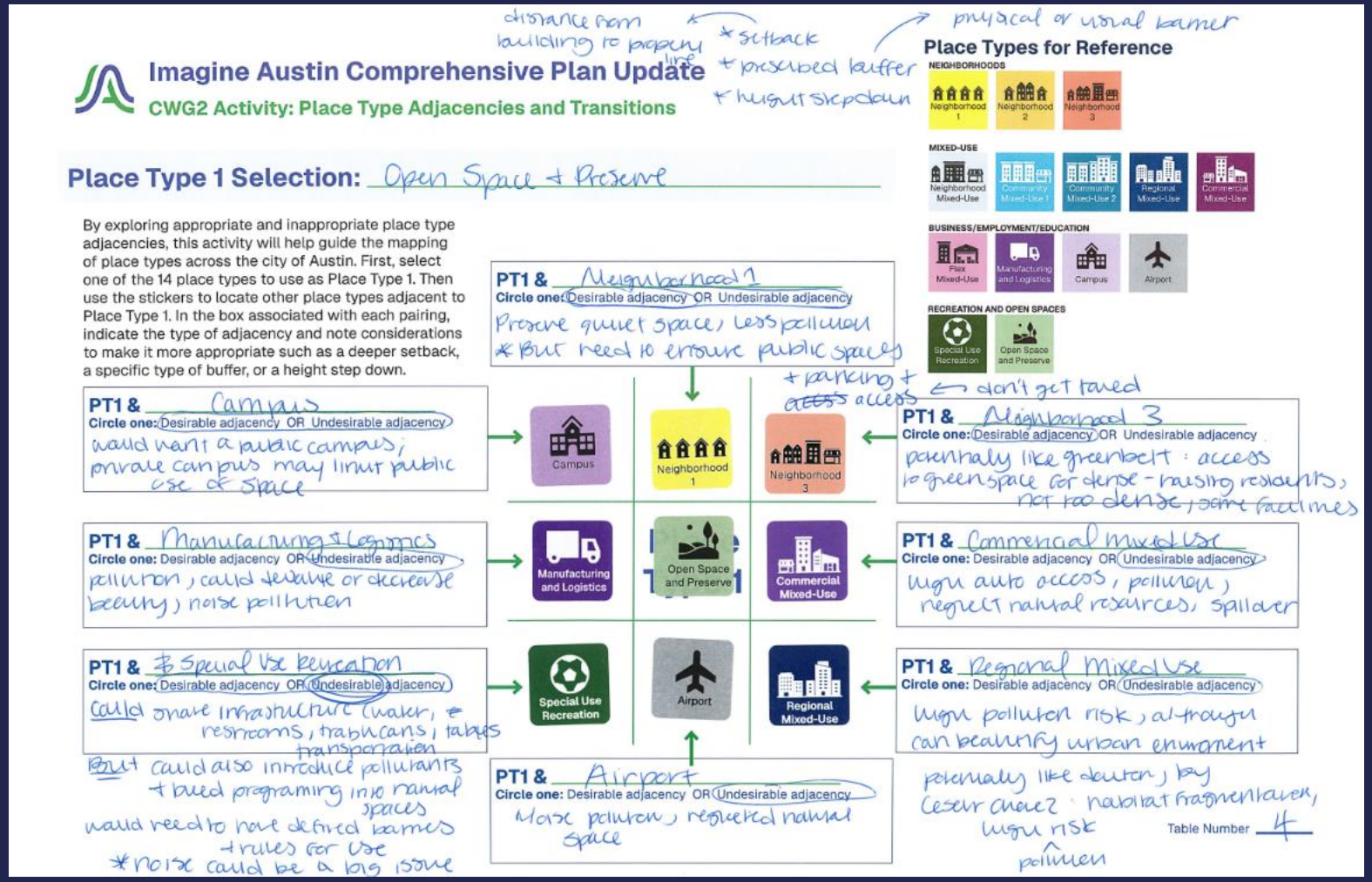
Vision and Priorities Activity



Place Types Activity



IA Community Working Group – Meeting 2

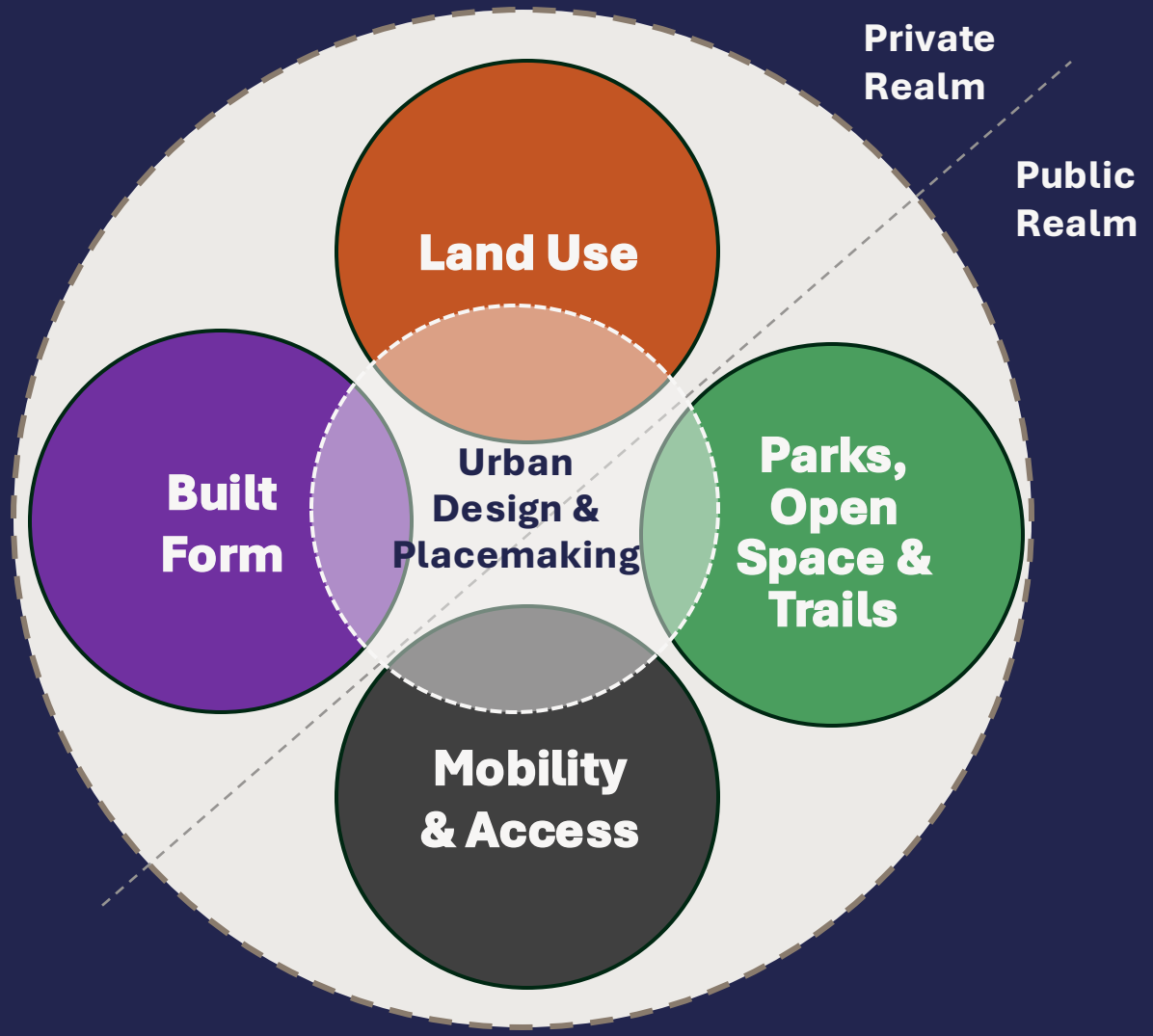




Place Types Approach and Draft Palette

Place Types

- Provide guidance for land use – and beyond
  - Mobility
  - Built Form
  - Parks and Open Space
  - Transitions
  - Impacts
- Consider parcels, but operate at the block, neighborhood, and district scales
- Integrate tools for more desirable adjacencies and transitions
- Create opportunities for stronger link to zoning and development code



Place Types Palette

- Identifies a series of place types in the community and/or desired for the community
- Outlines key components of those place types – covering topics noted previously as well as identifying relevant zoning districts, example places, etc.

Example from Charlotte, North Carolina

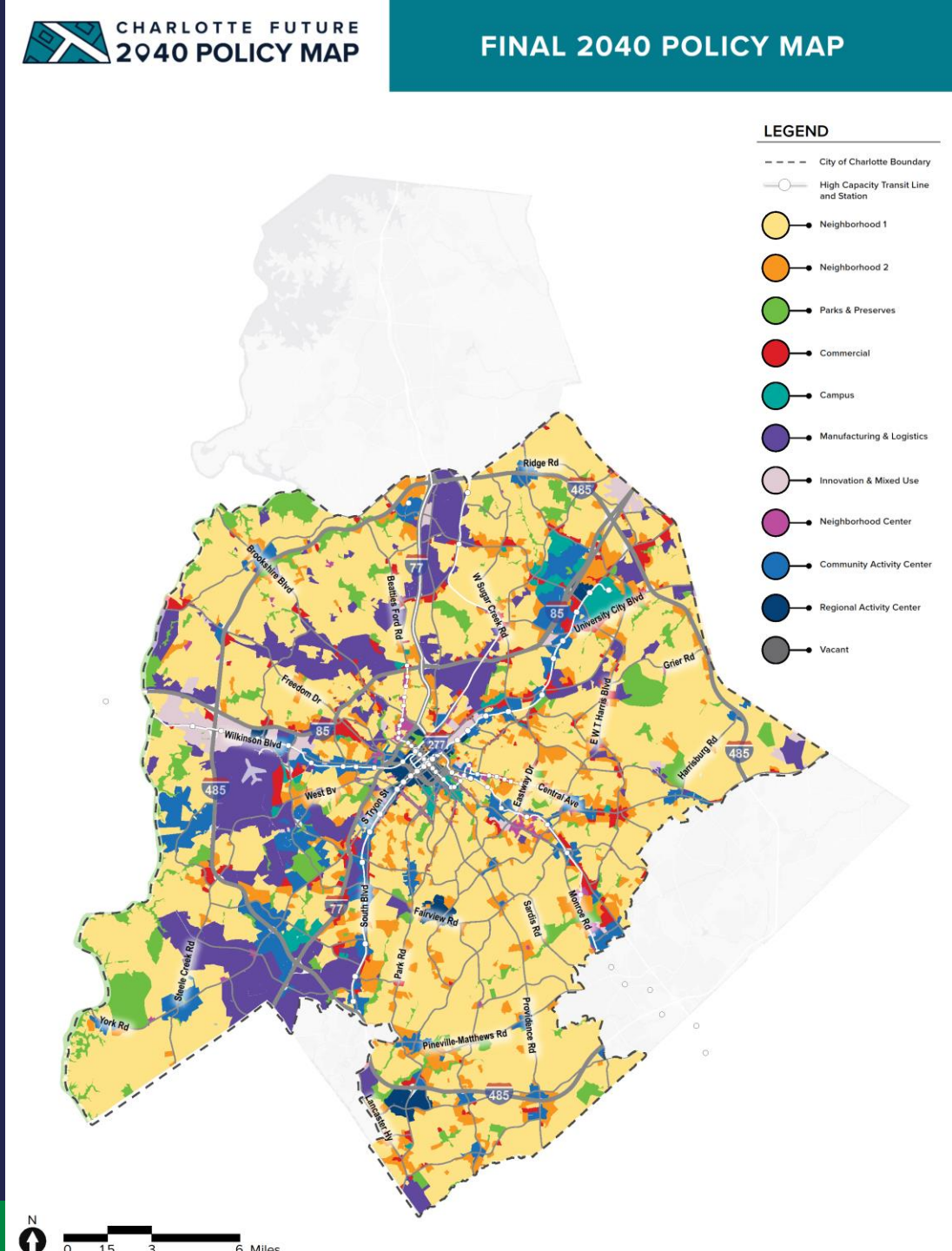
PLACE TYPES QUICK REFERENCE GUIDE

Place Type	Land Use	Character	Mobility	Building Form	Open Space
Neighborhood 1	Primarily single-family (SF) detached, duplexes, triplexes, quadraplexes, attached SF, and small multi-family buildings	Low-rise residential buildings with similar setbacks and lot sizes	Well-connected local street network supports walking, biking and transit	Single-family buildings up to 3 or 4 stories; Attached residential buildings typically have 4-6 units	Typically private yards and improved common areas
Neighborhood 2	Primarily multi-family and SF attached residential and ground floor non-residential uses	Low- to mid-rise multi-family residential and shared community amenities	Well-connected and dense street network and short blocks encourage walking, cycling, and transit	Typically single-family attached or multi-family buildings not more than 5 stories	Privately owned, common space and small parks, greenways and open space
Parks & Preserves	Larger public parks, cemeteries, wildlife refuges, nature preserves, and recreational centers and facilities	Natural areas, green spaces with tree canopy, and active uses where appropriate	Along all street types; Encourage safe and comfortable access by all modes of travel	Typically single-family attached or multi-family buildings not more than 5 stories	Privately owned, common space and small parks, greenways and open space
Commercial	Shopping centers, standalone retail uses, personal services, hotels, restaurants, and service stations	Low-rise retail structures with a walkable, landscaped public realm	Typically along high-volume arterials and interchanges; Auto-oriented, but accommodate all modes of travel	Typically 4 or fewer stories; up to 5 stories at interchanges; includes strip commercial centers	Plazas, patios, and courtyards; natural open space is encouraged
Campus	Primarily office, research and development (R&D), education, medical, places of assembly and supporting uses	Low- to mid-rise buildings; some may include some high-rise buildings	Typically located along at least one arterial street with an internal street and/or pathway network	Primarily office and/or civic buildings typically 5 or fewer stories; sometimes include residential	Natural and improved open spaces area key feature or this Place Type

Place Types Map

- With the place types palette developed, the next step will be developing an approach for mapping
- Intent is to map with a clear methodology rather than multiple scenarios
- Map edits will be made following any changes to the methodology, so adjustments are consistently applied across the city

Example from Charlotte, North Carolina



NEIGHBORHOOD 2

- **Provide a range of moderate to higher intensity housing types, including apartment and condominium buildings, to meet the needs of a diverse population.**



NEIGHBORHOOD CENTER

- **Provide places that have a pedestrian-friendly focal point where nearby residents can access daily shopping needs and services within a 5-10 minute walk or a short drive.**







PLACE TYPES: CAMPUS

Goal: Provide places for large, multi-building institutions, such as educational, religious, civic, or health facilities, or for a concentration of office and research and development uses.

Campuses are a relatively cohesive group of buildings and public spaces that are all serving one institution such as a university, hospital, or office park.

LAND USE

- Primary uses vary, depending on the purpose of the Campus and may include facilities for office, research and development, education, medical, and places of assembly that require a significant amount of space for various activities spread across sites.
- Additional uses intended to support the primary use include residential, retail, hotels, restaurants and dining facilities, sports facilities, laboratories, and galleries intended to serve workers, residents and visitors.

CHARACTER

- This Place Type is characterized by low- to mid-rise office or civic buildings. Some institutional Campuses are more intensely developed and may include some high-rise buildings.
- Campuses may be on one large site or multiple adjacent sites that create a unified appearance with defined edges.

MOBILITY

- Campuses are typically located along at least one arterial street with an internal street network that encourages walking and bicycling, particularly when sites are located near transit routes and stops.
- More intensely developed institutional Campuses have a denser street network and a higher level of non-auto mode share than less intensely developed Campuses.

Mostly Non-Residential Land Uses

- Campuses should include amenity-rich transit stops and mobility hubs at key entries, stations, and intersections.
- Arterial streets support walking, cycling, and transit use by providing a safe and comfortable environment to reach transit stops or nearby destinations.

BUILDING FORM

- The typical building is an office or civic building and is usually no more than five stories. Residential buildings may be found in this Place Type but are less prevalent. More intensely developed institutional Campuses sometimes include high-rise buildings. Office Campuses may also include taller buildings where additional open space or benefits to the community are provided.
- Campuses usually have a variety of activities on site, and buildings vary depending on the needs of the primary user. As a result, Campuses have a range of building types and sizes.
- Buildings may be designed with active ground floor uses to support a walkable environment and have a high degree of transparency using clear glass windows and doors.

Charlotte, NC



Layout

BIRD'S EYE HIGHLIGHTS

Ⓐ Frequent multi-use path connections between buildings (can double as service drives)

Ⓑ A variety of building heights and densities

Ⓒ Enhanced visual and physical connections to rail and surrounding developments

Ⓓ Open spaces and community gathering spaces as a focal point of site design

Ⓔ Surface parking and garage parking with green roofs when possible

Charlotte, NC



Aspirational Place Type Layout

Place Type graphics are conceptual and for illustrative purposes only

Overview of Draft Place Type Categories

Austin

Neighborhoods	Mixed-Use	Business/ Employment/ Education	Recreation/ Open Space
Neighborhood 1	Neighborhood Mixed-Use	Flex Mixed-Use	Special Use Recreation
Neighborhood 2	Community Mixed-Use 1	Campus	Open Space / Preserve
Neighborhood 3	Community Mixed-Use 2	Manufacturing and Logistics	
	Regional Mixed-Use	Airport	
	Commercial Mixed-Use		

Draft: Neighborhoods Category

Neighborhood 1

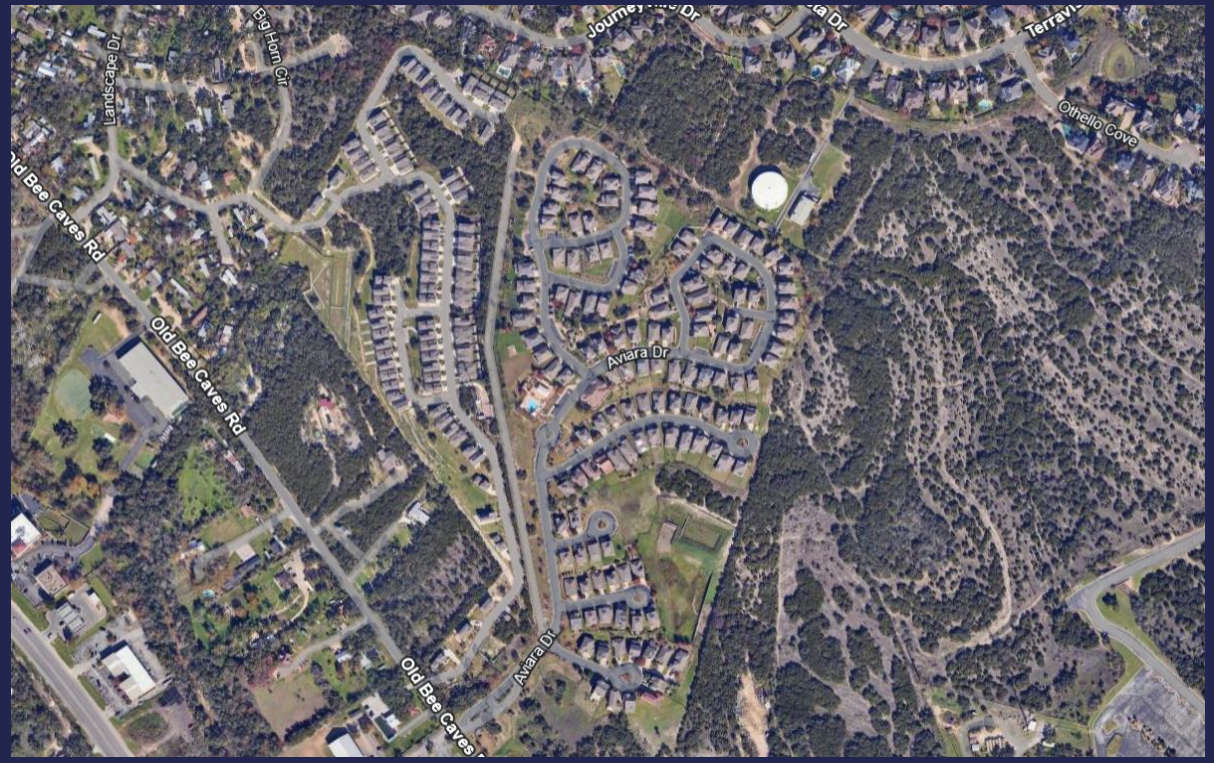
Purpose: Neighborhood 1 places exist in a suburban or rural context, are the lowest-density housing areas with primarily single-family detached homes on large lots and are designed to preserve natural and agricultural lands.

Typical Characteristics:

- Single-family detached homes
- Civic uses
- Farming and agricultural uses
- Local mobility street types

Local Example

Oak Hill: Slightly northwest of Old Bee Caves Road and Steep Cactus Road



Neighborhood 2

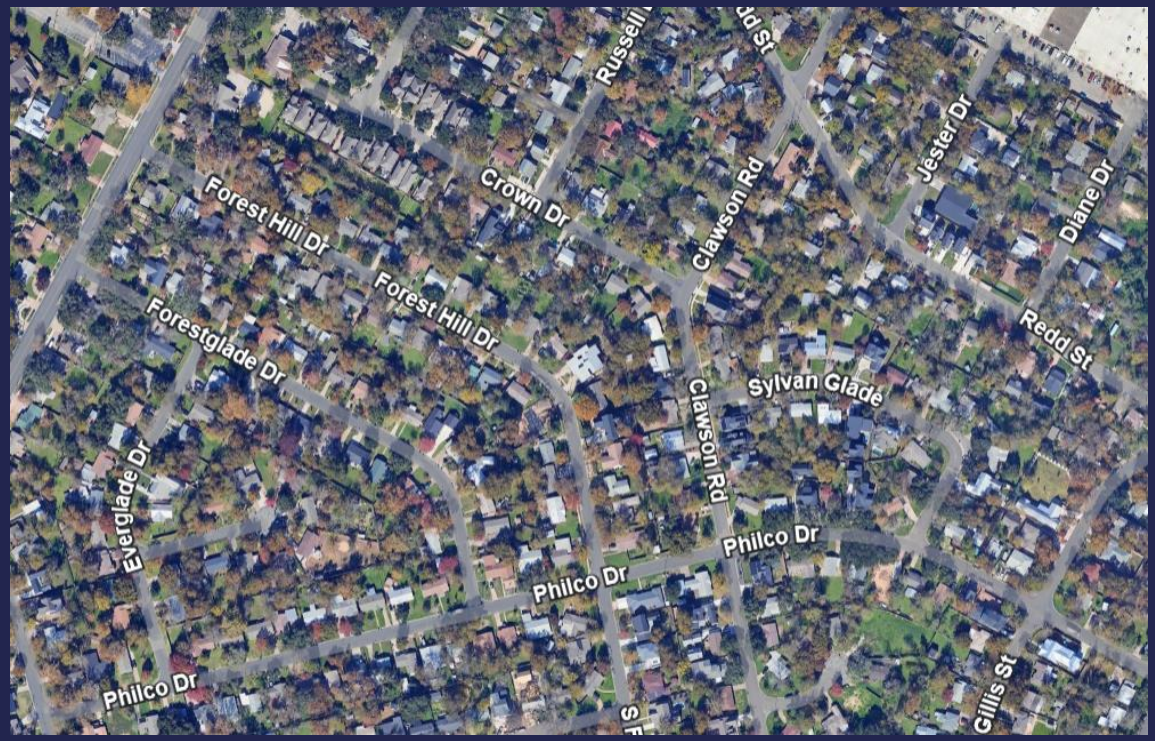
Purpose: Neighborhood 2 places prioritize low-density missing middle housing options amidst slightly lower- and higher-density housing types and are appropriate for incremental infill and gradual increases in density.

Typical Characteristics:

- Single-family detached and attached homes
- Low-density missing middle housing
- Civic uses
- Local mobility street types

Local Example

Congress: South of 290, North of W Stassney, East of Menchaca



Neighborhood 3

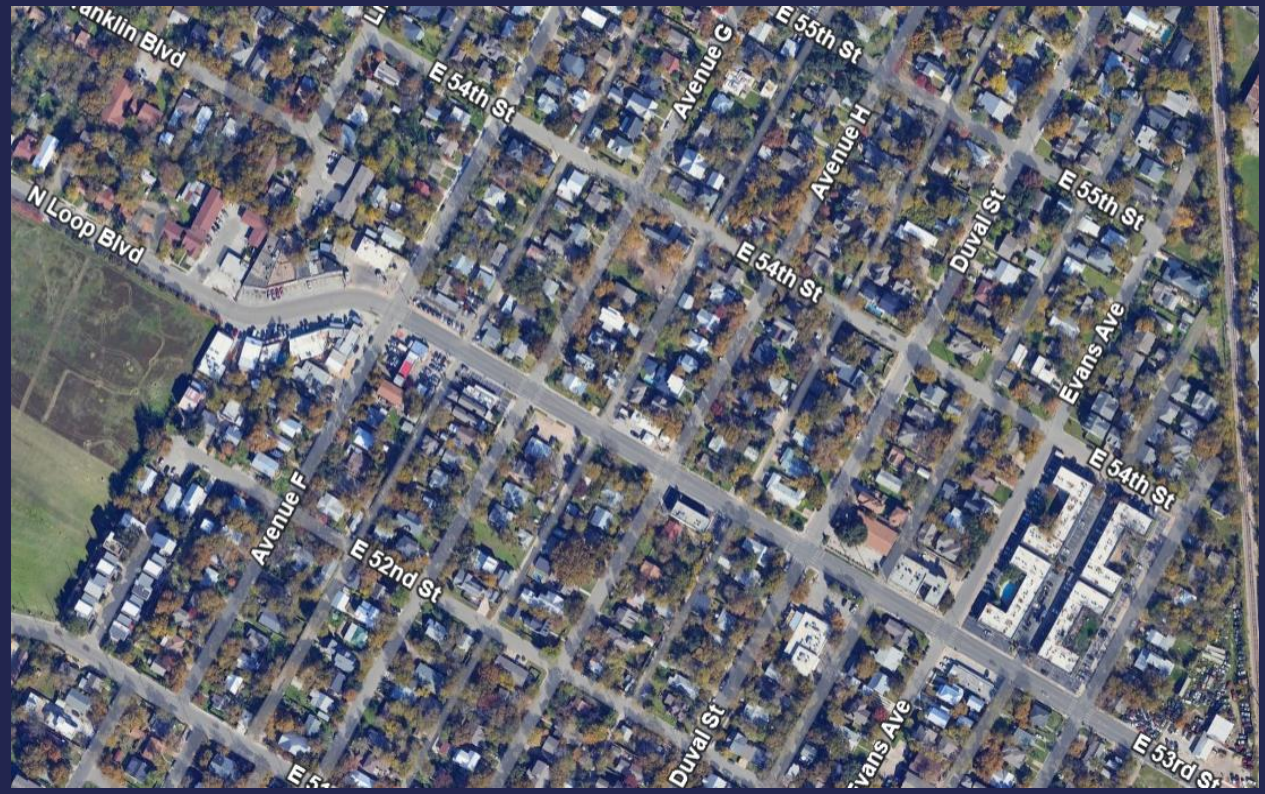
Purpose: Neighborhood 3 places consist of higher-density residential and mixed-use areas supporting transit-oriented and walkable urban development patterns.

Typical Characteristics:

- Missing middle housing
- Small-scale multifamily
- Mixed-use residential
- Neighborhood services
- Local and corridor mobility street types

Local Example

North Loop



Draft: Mixed-Use Category

Neighborhood Mixed-Use

Purpose: Neighborhood Mixed-Use places are walkable and should typically contain a mix of moderate-density housing alongside small-scale businesses and services.

Typical Characteristics:

- Moderate- and higher-density missing middle housing
- Low- and moderate-density multifamily residential
- Neighborhood retail, restaurants, and services
- Walkable and bike supportive
- Access to public transportation

Local Example

Crestview Shopping Center: Woodrow Avenue, Arroyo Seco, and West St Johns Ave



Community Mixed-Use 1

Purpose: Community Mixed-Use 1 places are medium-low intensity destinations that host a wide variety of functions and uses that create vibrant, pedestrian- and bike-friendly streetscapes that serve as hubs of economic, social, and cultural activity.

Typical Characteristics:

- Higher-density missing middle housing
- Moderate-density multifamily residential
- Walkable and bike supportive
- Active ground floor uses
- Access to high-frequency transportation

Local Example

Central East Austin: Lydia Street and 11th



Community Mixed-Use 2

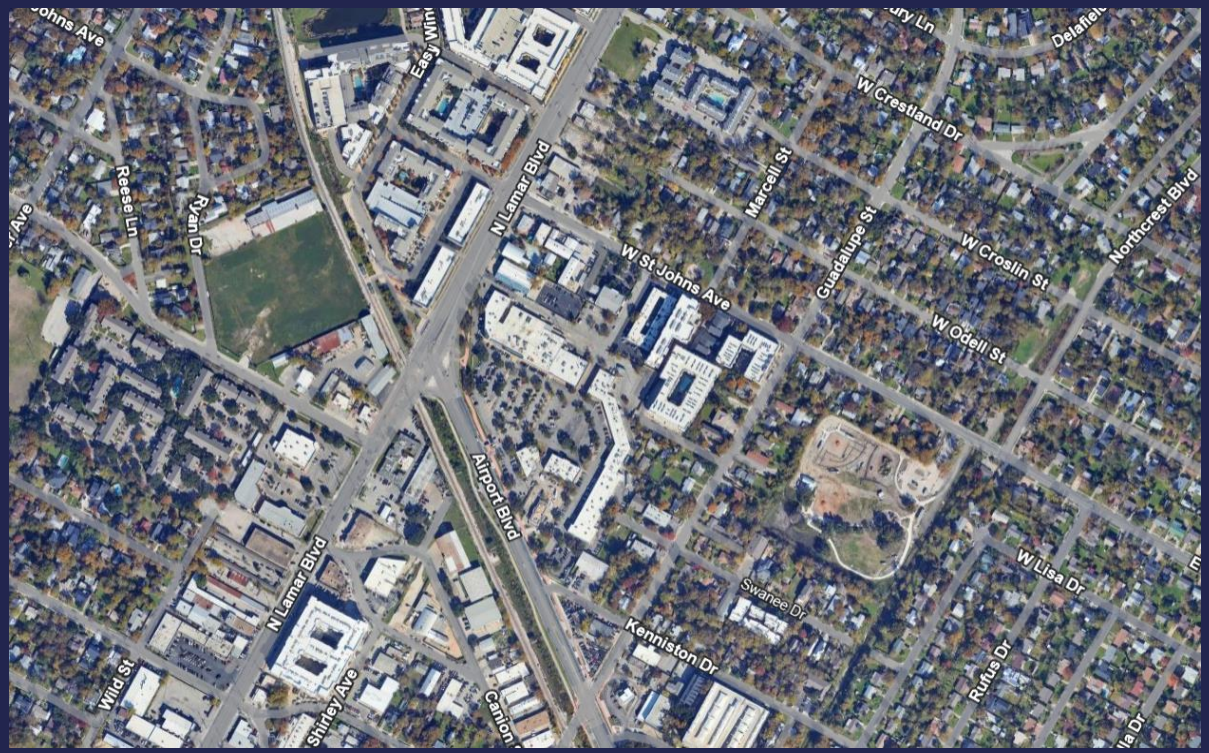
Purpose: Community Mixed-Use 2 places are medium-high intensity destinations that host a wide variety of functions and uses that create vibrant, pedestrian- and bike-friendly streetscapes that serve as hubs of economic, social, and cultural activity.

Typical Characteristics:

- Moderate- and higher-density multifamily residential
- Greater intensity of commercial uses
- Active ground floor uses
- Robust transit options

Local Example

Crestview Station Area :North of Airport and North Lamar



Regional Mixed-Use

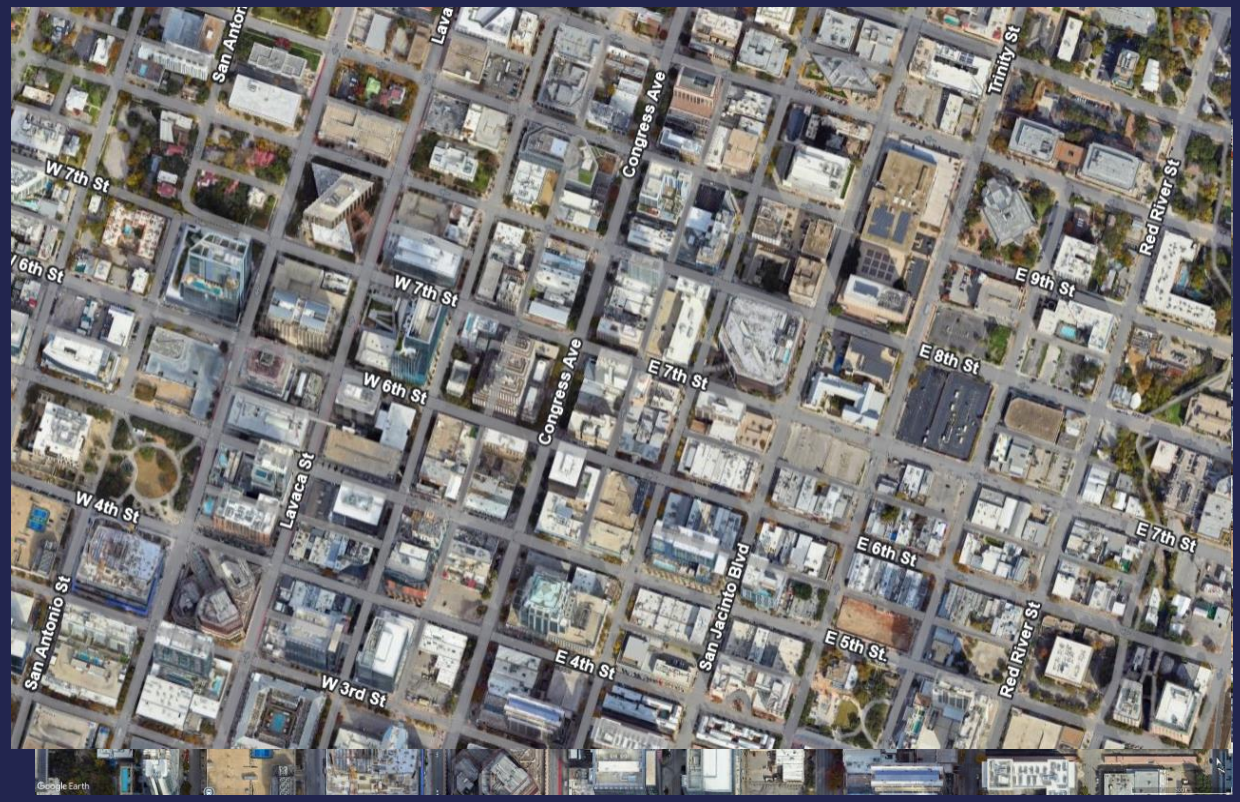
Purpose: Regional Mixed-Use places are high-intensity, compact hubs anchored by strong transit access and a diverse mix of uses with the highest concentrations of jobs, housing, services, and civic functions.

Typical Characteristics:

- High-intensity mixed-use
- Higher-density multifamily residential
- Active ground floor uses
- Walkable and bike supportive
- Robust transit options

Local Example

Downtown



Commercial Mixed-Use

Purpose: Commercial Mixed-Use places provide low- to medium-intensity commercial, retail, and employment opportunities that may be auto-oriented, but are well connected to each other and to surrounding development types.

Typical Characteristics:

- Near major highways
- Moderate- and large-scale commercial uses
- Active ground floor uses

Local Example

I-35 in between W. Parmer Lane and E Howard Lane



Draft: Business/Employment/Education Category

Flex Mixed-Use

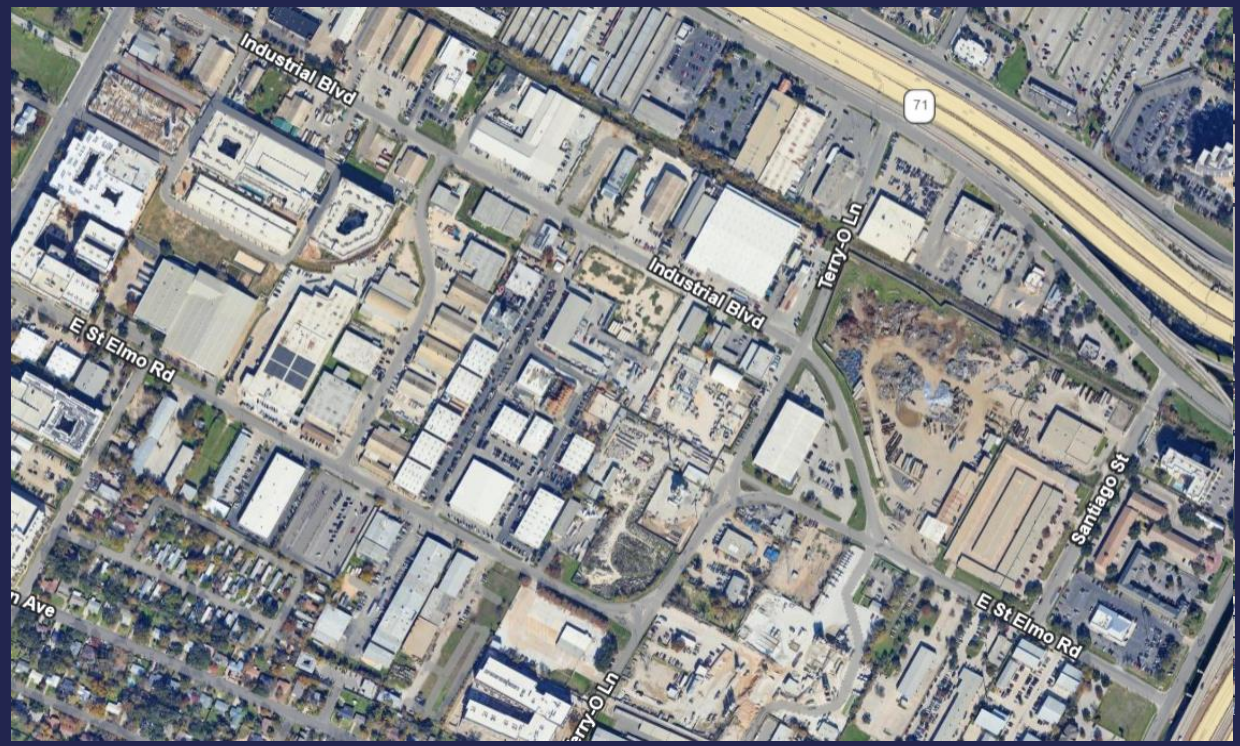
Purpose: Flex Mixed-Use places often represent areas which have undergone or are undergoing transformation from traditional industrial, warehouse, and employment-focused districts into vibrant, flexible, urban environments that integrate jobs and commerce with housing and community-serving uses.

Typical Characteristics:

- Moderate-density multifamily residential
- Creative arts and studio uses
- Retail, restaurant, and office uses
- Low impact industrial uses

Local Example

E. St. Elmo Road and Willow Springs Road



Campus

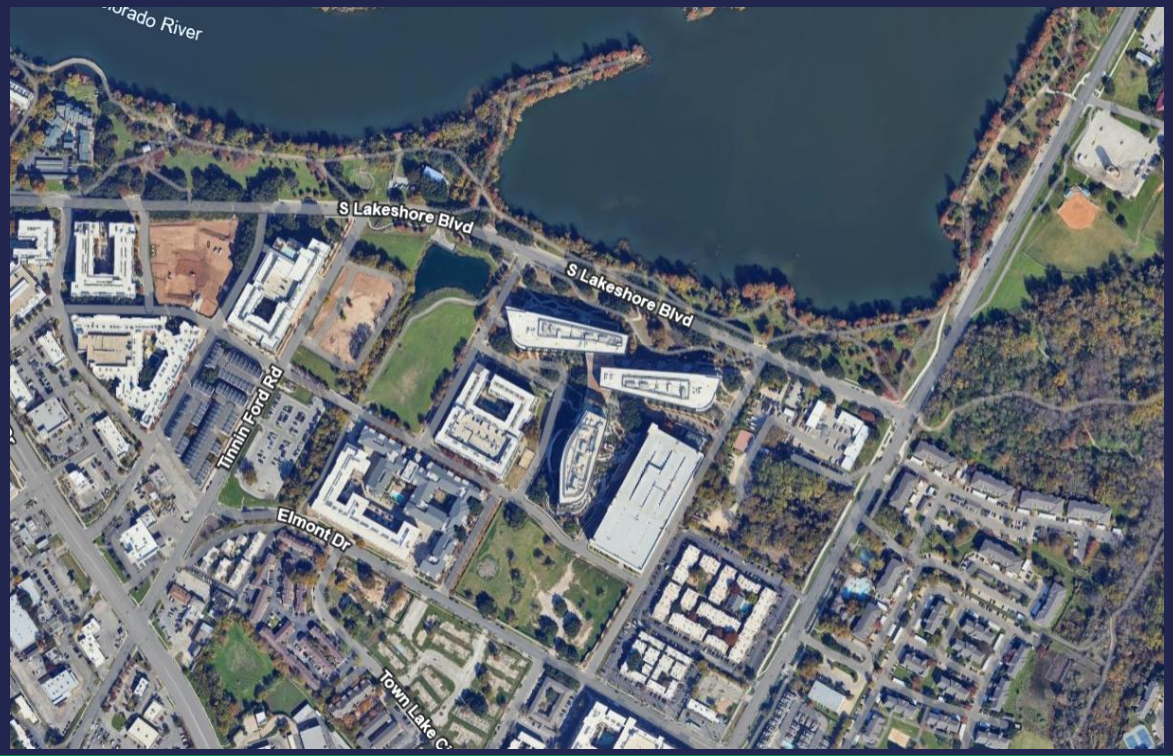
Purpose: Campus places consist of a large single parcel or several interconnected or co-located smaller parcels that are internally focused and share a similar primary use such as institutional, civic, educational, healthcare, or employment.

Typical Characteristics:

- Colleges and universities
- Educational complexes
- Hospital and medical campuses
- Civic and government uses

Local Example

South Lake Shore Boulevard and Lady Bird Lane (Oracle Campus)



Manufacturing and Logistics

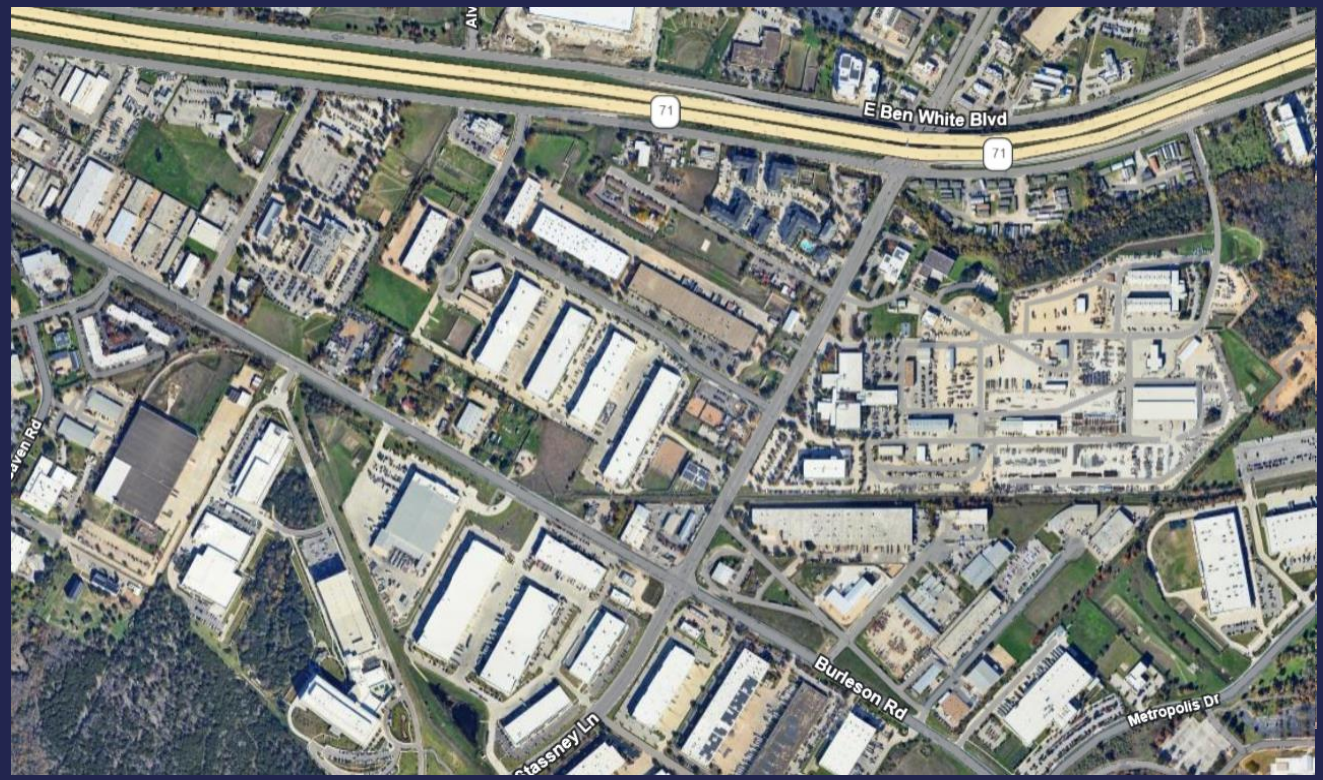
Purpose: Manufacturing and Logistics places accommodate a broad range of production, warehousing, distribution, repair, and research and development activities not located in a centralized campus, typically characterized by utilitarian buildings, high-intensity operations, and prioritized freight access.

Typical Characteristics:

- Major industrial uses
- Outdoor storage of materials
- Limited office and retail
- Near major corridors and highways

Local Example

Intersection of E Stassney and Burleson Road



Airport

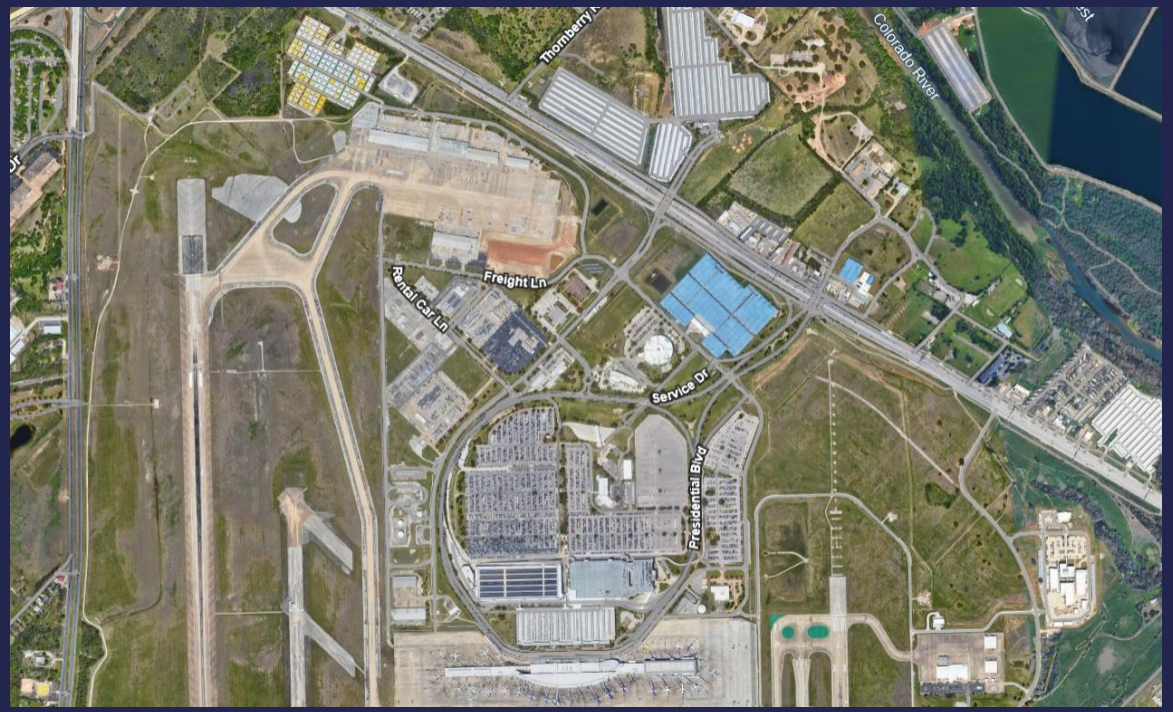
Purpose: Airport places are focused on airport operations with some supportive uses, primarily applied to Austin-Bergstrom International Airport, but also applicable to other smaller airports and airparks serving general aviation, military, and commercial operations.

Typical Characteristics:

- Airport operations
- Aviation-supportive uses

Local Example

Austin Bergstrom International



Draft: Recreation and Open Space Category

Special Use Recreation

Purpose: Special Use Recreation places are designated for major entertainment and recreation facilities or complexes, which require significant infrastructure and access, and provide diverse recreational, educational, and cultural opportunities.

Typical Characteristics:

- Outdoor entertainment
- School sports complexes
- Near major roadways to accommodate heavy traffic
- Access to public transportation

Local Example

Q2 Stadium Neighborhood



Open Space / Preserve

Purpose: Open Space and Preserve places are designated to protect and conserve natural resources, ecological integrity, wildlife habitats, environmental quality, and scenic views while sometimes also providing passive or low-impact recreation.

Typical Characteristics:

- Nature preserves
- Regional parks
- Non-developable land
- Agricultural uses
- Public water access

Local Example

Barton Creek Wilderness Park



THANK YOU!

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