



# IMAGINEAUSTON

Vibrant. Livable. Connected

Community Action Network  
17 October 2011

Garner Stoll AICP  
Planning & Development Review Department

Imagine Austin takes its direction from the public  
Five Big Ideas coming out of the plan  
How to participate in planning process  
Discuss your priorities and issues  
Implementing Imagine Austin



# Presentation Overview



Why we need a new  
plan

# City Council Direction



Engagement

Sustainability

Implementation

What should the city be like in 30 years?

**5,892**

How should we grow into the future?

**4,211**

What do we need to do differently?

**4,741**

**Total Participation 14,844**



**Community-wide participation**

# Imagine Austin Release Party



500 Water Bottles given out in 2 ½ hours  
(out of 4 hours)

160 surveys completed

150+ new email sign-ups



# Sustainability

## Five Big Ideas

Become a compact, connected city

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Provide paths to prosperity for all

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Embrace the natural world

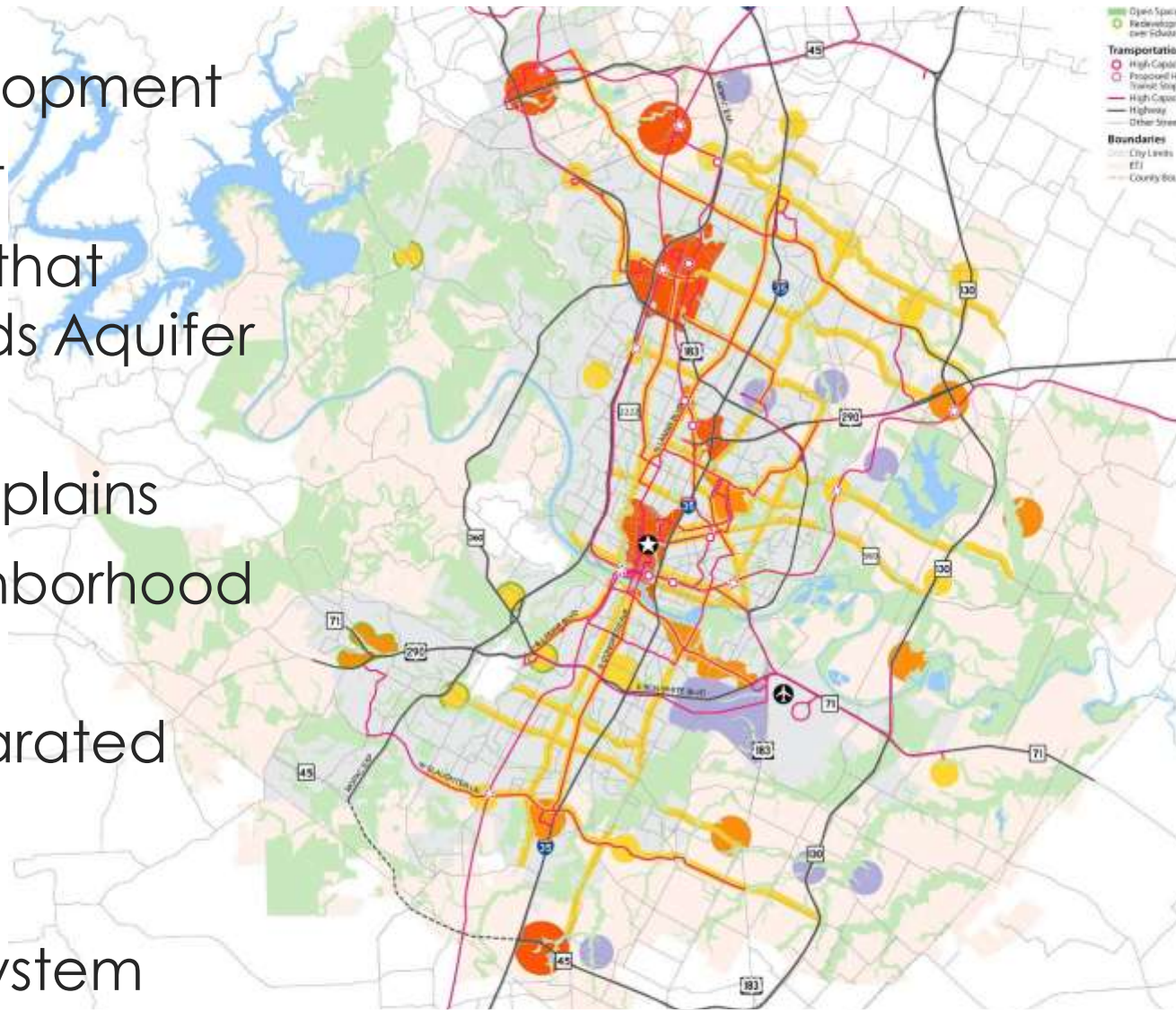
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Grow a healthy, affordable city

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Live within our resources

- Compact development
- Redevelopment
- Preserving land that supports Edwards Aquifer recharge
- Protecting floodplains
- Preserving neighborhood character
- Mixed over separated uses
- A complete transportation system



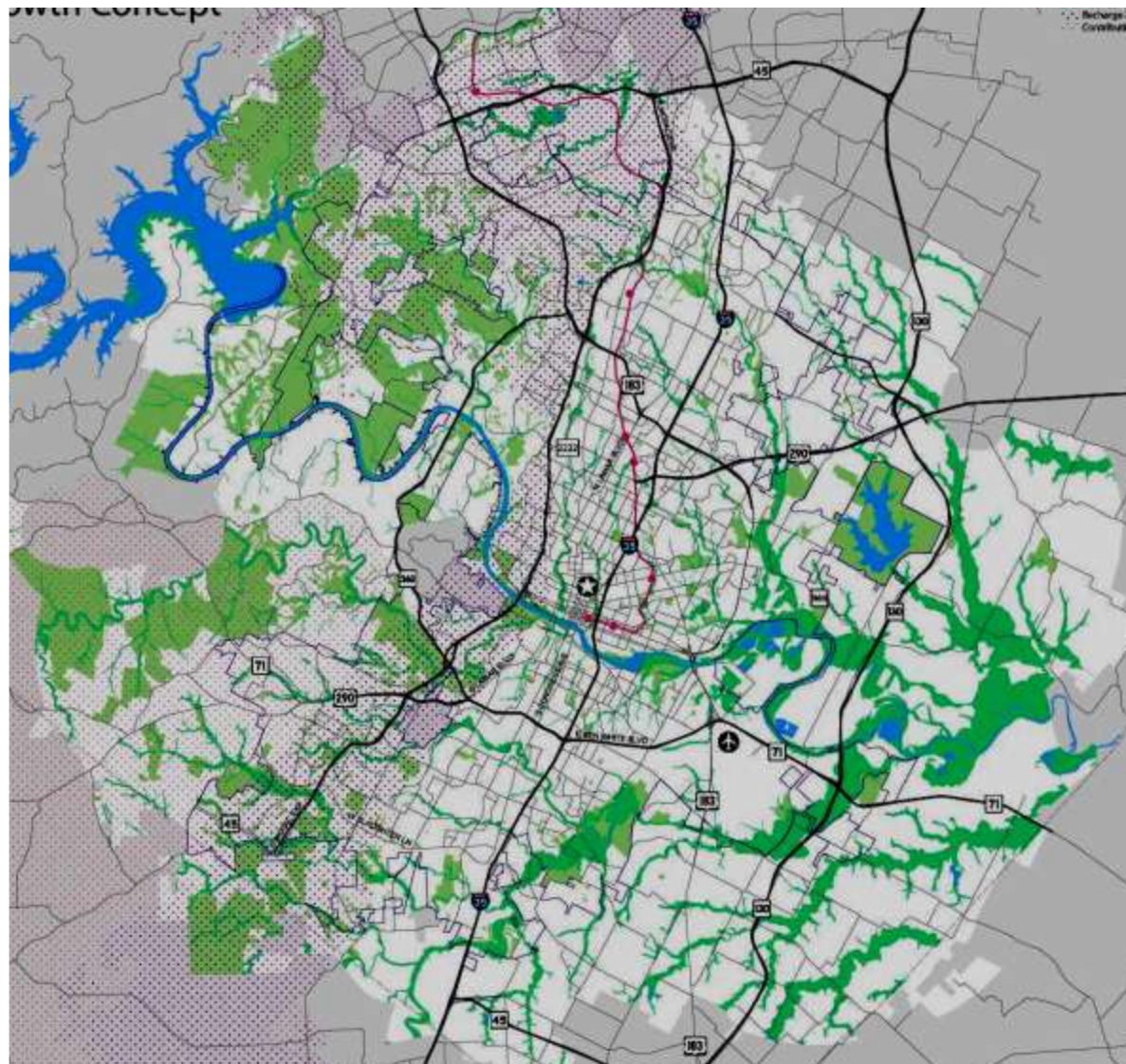
**Compact and connected city**

- Create a healthy business environment
- Promote green industries
- Assist local business
- Nurture Austin's entrepreneurial spirit
- Promote healthy and child-friendly neighborhoods
- Prepare today's kids for tomorrow's jobs



**Paths to prosperity**

- Create a connected system of greenways, parks, trails, creeks, and open spaces
- Innovative ways of collecting and using rainwater
- A healthy urban forest
- Protect the aquifer in the west and the floodplains in the east



**Embrace the natural world**

- A place where families can live and thrive
- Affordable housing choices throughout Austin
- Complete communities where all your daily needs are a short trip away
- Keep our transportation and utility costs down
- Creating a healthy city where walking and biking are safe and easy



**Grow an affordable, healthy city**

- Keeping our air and water clean
- Improving our stewardship of water resources and reducing our greenhouse gas emissions
- Becoming more resilient by adapting to our future climate by using less potable water, and recycling and re-using more of our water
- Conserve energy, land, and other natural resources



**Live within our resources**

# Implementation

Budget & spending  
Regulation  
Partnerships



- Change Austin's development regulations and processes to promote a compact and connected city.
- Invest in transportation and other improvements to create a compact and connected Austin.
- Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.
- Create a program to sustainably manage our water resources.
- Grow and invest in Austin's creative economy.
- Develop and maintain affordable housing throughout Austin.
- Continue to grow Austin's economy by investing in our workforce and education system.
- Create a "Healthy Austin" program.

## Priority Programs

# It's not too late to get involved

## Public Review Period

Citizens Advisory Task Force: September to December 2011

Public Comments: Through October 31st



## Adoption Process

*Planning Commission*  
January 2012

*City Council*  
Spring 2012

**Plan Adoption**

Tell us

what you think

[www.ImagineAustin.net](http://www.ImagineAustin.net)

facebook

[www.facebook.com/ImagineAustin](http://www.facebook.com/ImagineAustin)



@ImagineAustin  
#imagineaustin

Go online to:

- Set priorities
- Comment on the draft