



# Imagine Austin Update

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Austin Planning | June 11, 2026



# Welcome & Overview

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# Agenda

01 What is Imagine Austin?

02 Project Overview

03 Upcoming Engagement Events



# Project Team



Evelyn Mitchell,  
Principal Planner and  
Project Lead



Christopher Crain,  
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Communications and  
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Communications  
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# What is Imagine Austin?

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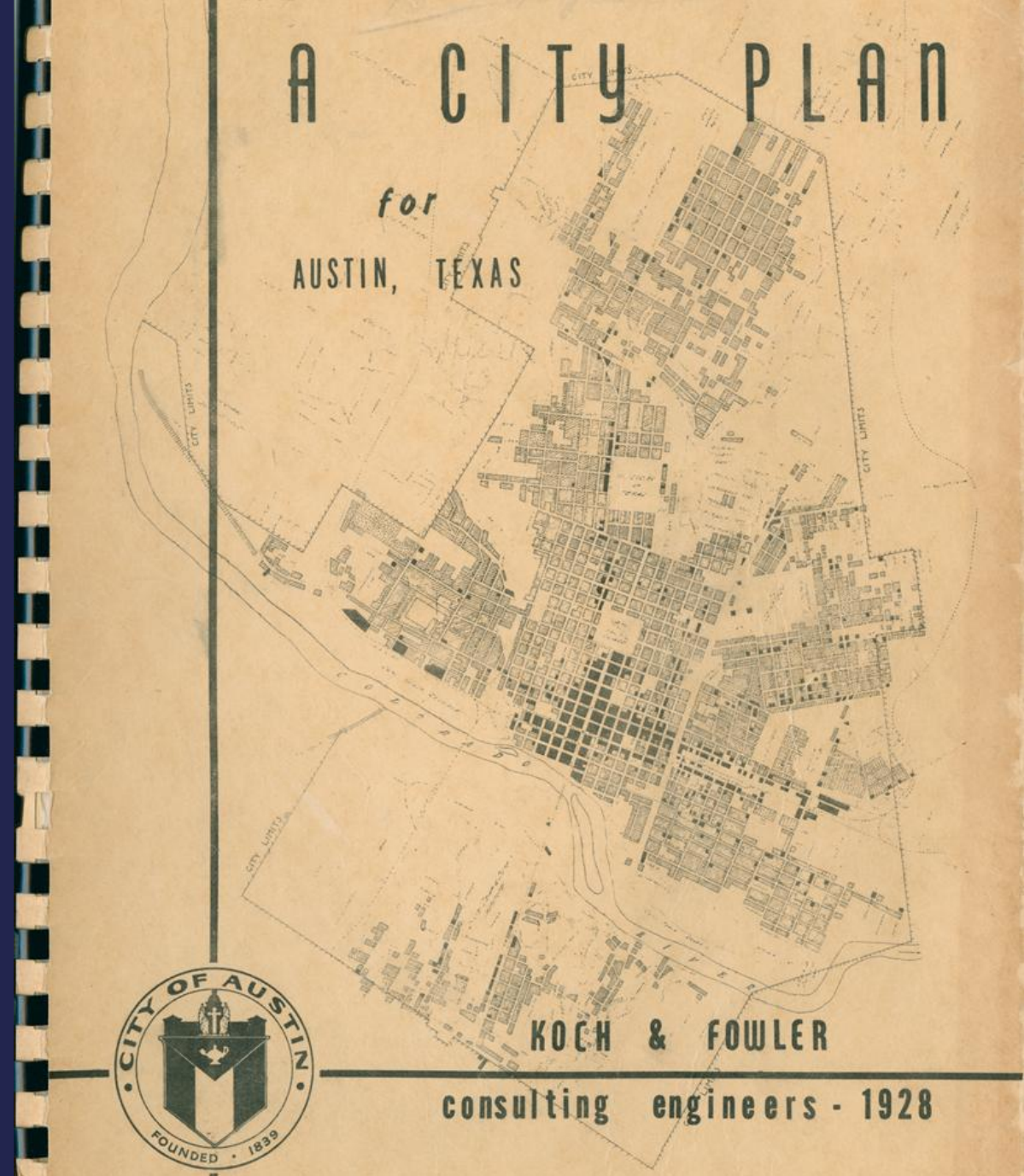
# What is a Comprehensive Plan?



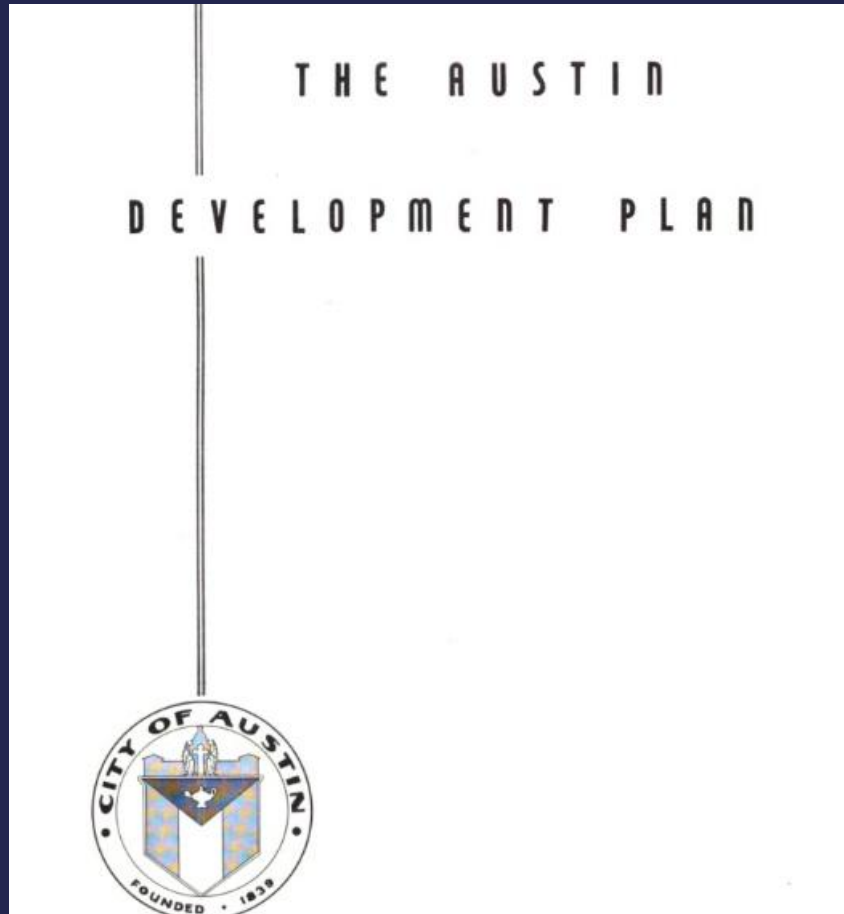
- A long-term roadmap for shaping a city's future
- It sets a community vision and identifies policies that guide decisions on land use, housing, transportation, public services, economic development, and environmental stewardship
- Provides clear and consistent direction for planning and investment across the city

# 1928 City Plan

- Austin's first comprehensive plan
- Addressed Austin's growing population
- Outlined a vision for better streets, sidewalks, and parks
- Created the "Negro District" in East Austin
- Placed most of the City's industrial uses and development in East Austin
- Laid the groundwork for redlining, displacement, and long-lasting racial inequities

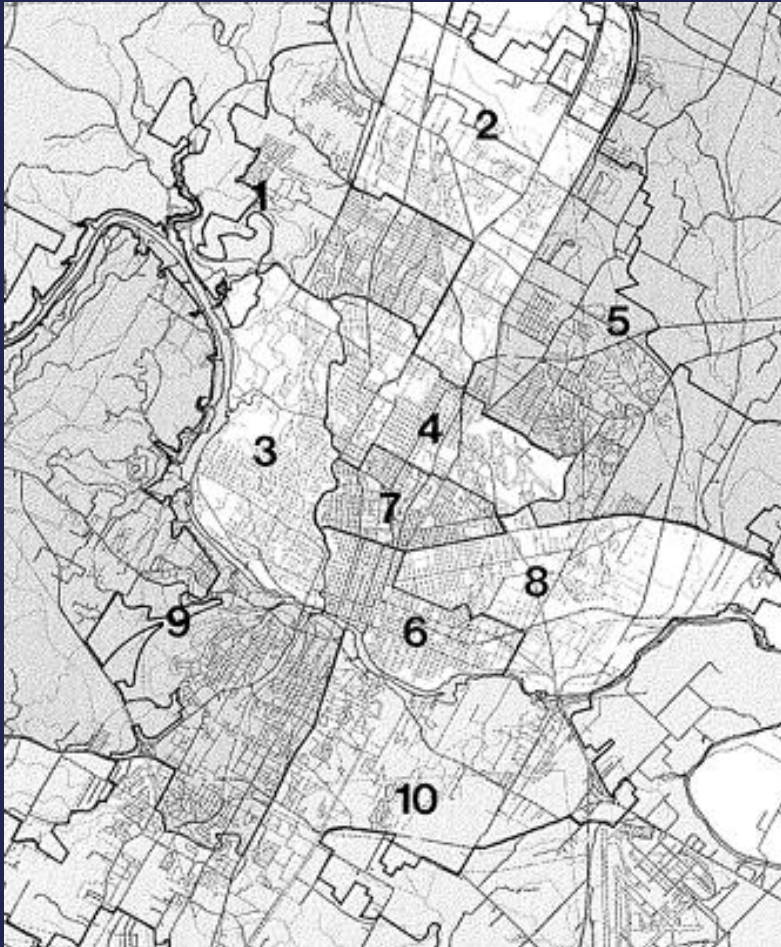


# 1961 Austin Development Plan



- The “preserve-yet-grow” plan
- Furthered goals of 1950s resolutions to:
  - Initiate a new plan and program for “Urban Renewal”
  - Plan to address the expansion of the Capitol Complex
- Intended to be revised annually to inform each year’s Capital Improvement Program

# 1979 Austin Tomorrow



- Adopted over several years
- Broadened its scope beyond just land use, transportation, and public facilities
- Directly led to and influenced initiatives in 1980s and 1990s that:
  - Prioritized protection of environmental resources
  - Strengthened neighborhood planning
  - Revitalized downtown
  - Directed growth toward “desired development zones”

# Imagine Austin



- Imagine Austin is the City’s current comprehensive plan, a guide for long-term growth, development, and land use decisions
- A comprehensive plan is required by City Charter Article X
- Initially adopted in 2012, it is a 30-year plan, containing:
  - 1 Community Vision
  - 1 Growth Concept Map
  - 193 Policies & 235 Actions
  - 8 Priority Programs - to guide implementation
- It seeks to make Austin a city of “Complete Communities”\*



\* *Areas that provide amenities, transportation, services, and opportunities that fulfill all residents’ material, social, and economic needs.*

# Imagine Austin Vision

“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.”



# Imagine Austin Priority Programs

Compact and  
Connected



Co- Champions: Transportation & Public Works and Planning

Champion: Arts, Culture, Music, & Entertainment



Creative Economy

Sustainably  
Manage Our  
Water  
Resources



Co-Champions: Water and Watershed Protection

Champion: Housing



Household  
Affordability

Grow Austin's  
Economy



Champion: Economic Development

Champion: Public Health



Healthy Austin

Green  
Infrastructure



Co-Champions: Watershed Protection and Climate Action & Resilience

Champion: Planning



Revise  
Development  
Regulations

# What has Imagine Austin Accomplished?



- Adopting several long-range supporting plans, including:
  - Austin Strategic Mobility Plan, Climate Equity Plan, Vision Zero Action Plan, Our Parks, Our Future Long-Range Plan
- Adding more than 11,000 affordable housing units and 237 permanent supportive housing (PSH) units, with 24,000 new affordable units and 1,100 new PSH units in the pipeline
- Increasing connectivity among hike and bike trails
- Adopting code amendments to make the city more compact and connected, including:
  - Decreasing the minimum lot size required to build one dwelling unit
  - Increasing the number of dwelling units allowed based on lot size
  - Removing parking minimums
  - Reducing compatibility standards and limiting where they apply



# Project Overview

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# Why Updating Imagine Austin Matters

- **Provides a guiding framework**
  - Turning community, Council, and department priorities into actionable programs
- **Support cross-departmental alignment and collaboration**
  - Breaking down silos so departments can work together more easily and effectively
- **Provides a strong foundation for decision-making**
  - Guides choices with up-to-date policies and alignment across citywide plans
- **Strengthens how the City operates**
  - Building a more proactive city



# Current Organizational Structures

Imagine Austin consists of:

- 300+ pages
- **10+ frameworks, plans, tactics referenced**
- 15+ design layouts
- 120+ pictures



- *Key challenges*
- *Sustainability*
- *Principles*
- *Road ahead*
- *Vision*
- *Framework for the future*
- *Growth Concept Map*
- *Building Blocks*
- *Land use*
- *Scenario mapping*
- *Priority Programs*
- *Goals and metrics*
- *Action matrix*
- *Sustainability indicators*
- *And more ...*

# 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.

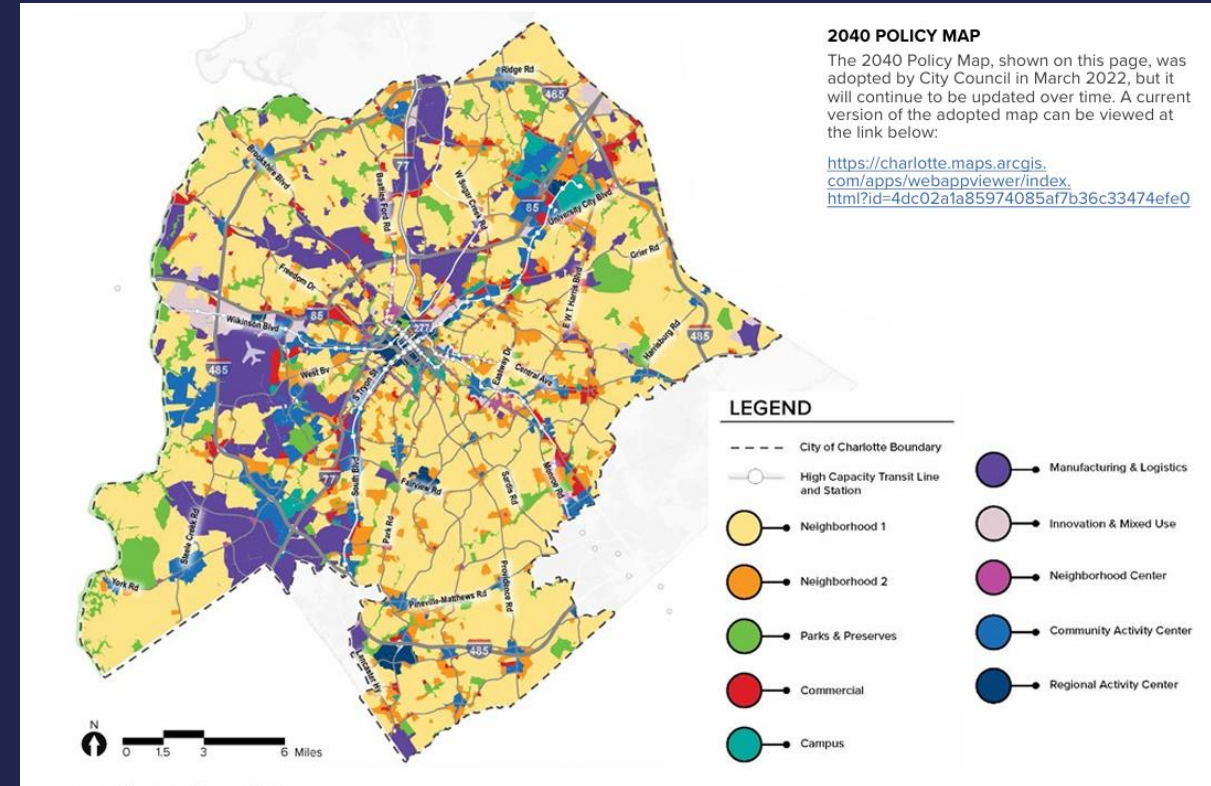


# Project Scope

Task Number	Task Name
Task 0	Project Support
Task 1	Communications and Engagement
Task 2	Existing Conditions and Future Trends Assessment
Task 3	Vision and Goals
Task 4	Priority Programs and Policies
Task 5	Land Use Goals and Policies
Task 6	Place Types Palette and Methodology
Task 7	Place Types Map
Task 8	Plan Alignment
Task 9	Implementation
Task 10	Document Design
Task 11	Plan Writing

# Place Types Map

- **Why do we need a Place Types Map?**
  - Austin does not include a citywide map to translate those goals into clear, area-specific direction. Instead, land use guidance relies on Neighborhood Plan Future Land Use Maps (FLUMs), most of which were adopted prior to Imagine Austin and cover only 31% of the city.
- **What is a Place Types Map?**
  - The Place Types Map will help guide future zoning decisions by identifying where different scales and intensities of development are appropriate. Each place type can accommodate a range of zoning districts and land uses, providing flexibility while ensuring development aligns with the character and function of an area.
- **What is our plan?**
  - Place Types Palette
  - Methodology
  - Place Types Map



City of Charlotte, Policy Map

# Project Timeline



	2026			2027				2028
	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar
<b>Internal Engagement</b>								
Interagency Technical Advisory Group Meetings	█			█				█
Policy Workshop		█						
<b>External Engagement</b>								
Vision and Priorities Surveys	█							
Imagine Austin Community Working Group Meetings	█			█				
Citywide Community Meetings		█		█			█	
<b>Deliverables</b>								
Existing Conditions Report	█							
Priority Programs and Policies		█		█				
Place Types Map Development			█	█				
Draft Plan						█		
Proposed Adoption								█

# Upcoming Events



- **July – August:**
  - Priorities Survey
- **October / November:**
  - Community Open House Meetings (4)
    - Draft of Place Types Palette
- **January / February 2027:**
  - Community Open House Meetings (8)
    - Draft Place Types Map

# THANK YOU!

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