



# CODENEXT

SHAPING THE AUSTIN WE IMAGINE

## Outreach Summary

October 24, 2013



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# What has been done?

- **24 In-depth interviews conducted between August 19 to 27, 2013**
  - Interviewed 12 non-Hispanic whites, 6 Hispanics, 5 African-Americans, 1 Asian-American
  - Interviewees have lived in Austin from 1.5 years to all their life
- **3 Listening sessions Sept. 23 to 25, 2013**
  - 32 zip codes
  - 205 attendees
  - 139 completed surveys
  - 30 requests for small group meetings
- **October 24, 2013 Downtown Presentation**
  - Dan Parolek

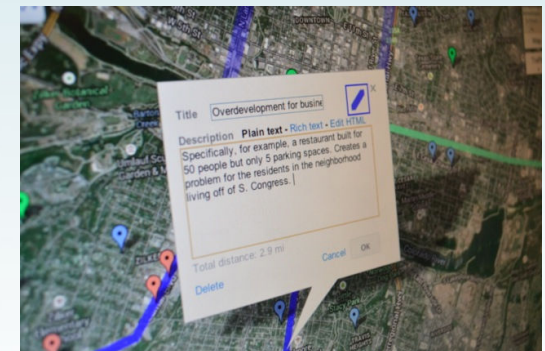


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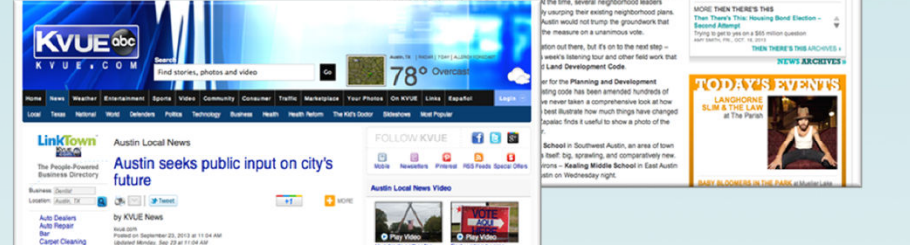
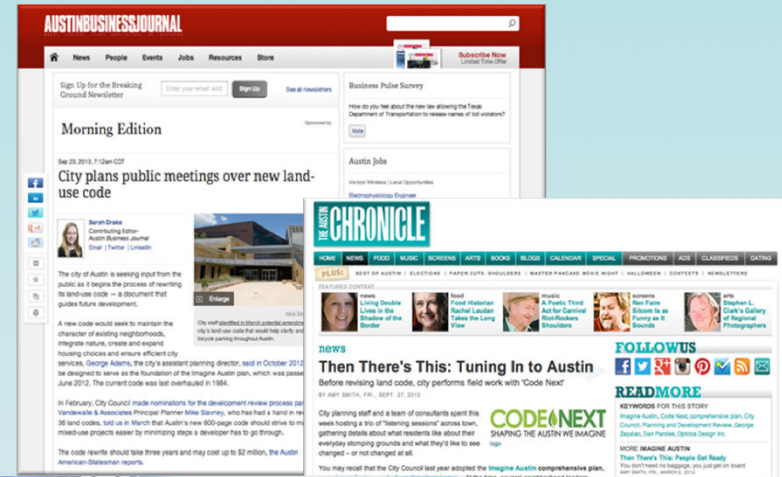
# What has been done?

- **Stakeholder Interviews**
  - 46 groups, conducted by City and Code Team
- **Direct Outreach**
  - Approximately 150 organizations and stakeholder groups
  - Invitations to Listening Sessions and small group presentations – Formal/Informal groups
  - SpeakUpAustin
  - Google Map approx. 60 entries
- **Ambassadors**
  - Dove Springs, South Austin Combined, Colony Park, North Lamar
  - Training the trainer - Photo Documentation Approach



# News Media

- Calendar Listings
  - Community Impact
  - Austin Chronicle
  - Austin Business Journal
  - Austin360.com
- News Coverage
  - The Austin Chronicle
  - Austin Business Journal
  - Oak Hill Gazette
  - KVUE
  - Austin American-Statesman
  - Community Impact





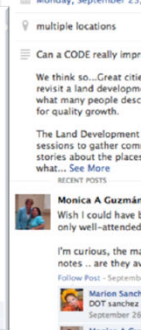
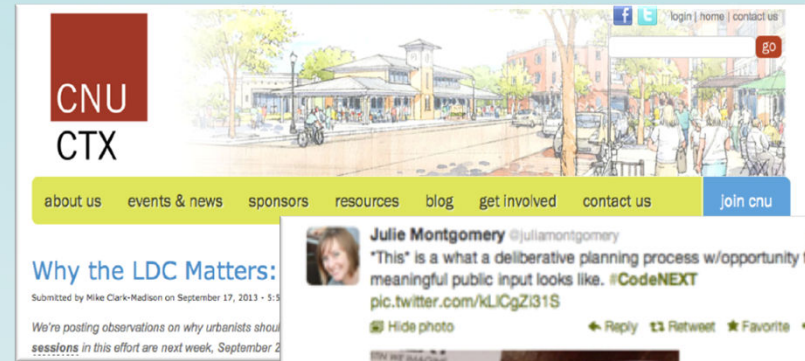
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# Social/Digital Media

- Blogs
- Twitter
- Facebook
- SpeakUpAustin

- Website: [austintexas.gov/newLDC](http://austintexas.gov/newLDC)
  - Join the discussion online: [SpeakUpAustin.org](http://SpeakUpAustin.org)
-  [facebook.com/ImagineAustin](https://facebook.com/ImagineAustin)
-  [twitter.com/ImagineAustin](https://twitter.com/ImagineAustin)



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# Blogs

**BIG RED DOG**  
ENGINEERING | CONSULTING

## City of Austin Seeking Public Participation in Land Development Code Rewrite

September 12, 2013

City of Austin - Government  
Austin City Council - City of Austin - Government - Land Development Code

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As part of the Imagine Austin plan, the City of Austin has been tasked with embarking on a rewrite of its land development code. The current code is 30 years old. While City Council has adopted a series of amendments to the code during that time, those changes have largely been described as band-aids instead of a panacea. Please see the below e-mail sent out by City staff encouraging public participation in upcoming CodeNEXT listening sessions.

AustinEcoNetwork

Home | EcoCalendar | Blogs | Jobs | EcoDirectory | About

### CodeNEXT Listening Session

Wed, 09/25/2013 - 6:15pm - 8:30pm

Can a CODE really improve your quality of life? We think so...

Great cities plan and design for the future. We're about to revisit a land development code written 30 years ago that has evolved into what many people describe as complicated, burdensome and an obstacle for quality growth.

The Imagine Austin plan lays out our vision for a compact and connected city. To achieve the community vision, we must update Austin's land development code, which determines how land can be used throughout our city, including WHAT can be built, WHERE it can be built, and HOW MUCH can be built. This will be a unique process with new tools and approaches based on understanding the character of your neighborhood and the larger community.

You're invited.

The Land Development Code Revision Advisory Group is hosting listening sessions to gather community input to inform this important project. We want to hear your experiences and stories about the places where you live, work and play. What is working and what could be improved? Join us to learn about CodeNEXT and share your ideas.

Monday, September 23  
Bowie High School Cafeteria, 4103 W Slaughter Lane, Austin

Tuesday, September 24  
Kealing Middle School Cafeteria, 1607 Pennsylvania Ave., Austin

Wednesday, September 25  
Lanier High School Cafeteria, 1201 Payton Gin Road, Austin

All meetings take place from 6:15 p.m. to 8:30 p.m. Each event will cover the same content. (Registration and gathering initial input - 6:15-6:30 p.m.; presentation at 6:30 p.m.)

Supervised activities for children ages 3 and older will be provided. Spanish interpretation is available.

The City of Austin is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Meeting locations are planned with wheelchair access. If requiring Sign Language interpreters or alternative formats, please give notice 3-4 days before the meeting. Call (512) 874-1236 or email darrick.richols@austintexas.gov for additional information. TTY users route through Relay Texas at 711.

Hosted by: City of Austin CodeNEXT Advisory Group

## Austin Contrar

Chris Bradford on Austin, economics and more

Context matters | Main

September 19, 2013

### Development Code Listening Sessions News

You are aware, the City of Austin has embarked on a comprehensive Land Development Code, now branded "Code Next". This revision of the priorities from the Imagine Austin Comprehensive Plan hired a team of consultants lead by Opticos Design to lead the revision of eleven members of the Citizens Advisory Group. We're just in the initial stage, the gathering of public input.

Tuesday and Wednesday of next week there will be three "listening sessions" reprinted the City's promotional flyer below. Consultants, city staff and MetroRail Station members will be attending all three. The purpose of the sessions is to educate the public (here's what the LDC does, here are some of the things it can't fix, here are some problems it can't) and partly to educate the public. The City and staff want to hear from the public what they think about the current code.

Two minutes or so will be devoted to a presentation by the consultants about the LDC process, a basic overview of the LDC, and a Q&A session by the consultant. Afterward, the audience will be in small groups for discussion. The City will provide facilitators to help groups and scribes to write down what people are saying.

Recent BIG RED Blog Posts

- "The Anatomy of the MLK, Jr. MetroRail Station" October 17, 2013
- "Plaza Saltillo TOD Regulating Plan" October 16, 2013
- "Looking at the Greater Plaza"

## North Austin Community Newsletter

Next Code Meeting - Oct 24th at St. David's, 301 8th St. 10/22/2013 0 Comments

Coffee & CodeNEXT on Oct. 24th from 8-9:15 am at St. David's Episcopal Church, 301 E. 8th St., Summers Hall.

Imagine Austin Code

Join us for a presentation about CodeNEXT, is a unique process with new tools and approaches based on understanding the character of your neighborhood and the larger community. During this event, you'll learn about this important initiative and provide input about the code and the places where you live, work and play - what is working for you and what could be improved?

Learn more here.

3 Tweets 1 Like

Code Next Meeting - Sept 25th, Lanier High School 09/22/2013 0 Comments

Great cities plan and design for the future. We're about to revisit a land development code written 30 years ago that has evolved into what many people describe as complicated, burdensome and an obstacle for quality growth.

The Imagine Austin plan lays out our vision for a compact and connected city. To achieve the community vision, we must update Austin's land development code, which determines how land can be used throughout our city, including WHAT can be built, WHERE it can be built, and HOW MUCH can be built. This will be a unique process with new tools and approaches based on understanding the character of your neighborhood and the larger community.

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Hosted by: City of Austin CodeNEXT Advisory Group

# Urbanizing Austin

CodeNEXT 09/20/13

Nothing seems more boring than city code, right? I mean unless you're me and like 12 other people. But we are at a super-important crossroads right now and a series of meetings are being held to completely revamp the city's code. Here are the details.

Mon, 9/23 - Bowie  
Tue, 9/24 - Kealing  
Wed, 9/25 - Lanier

All are at 6:15-8:30pm. All cover the same material.

So why is this important? Especially why is this important to me as a theatre practitioner? It all comes down to affordability of space. Currently in Austin we do not have enough of it. That's driving up the price. It's not greedy developers driving up the price. It's the lack of space. In fact we need a lot more greedy developers.

I'll repeat that.

**We need a lot more greedy developers.**

You see, Austin's current theater scene blossomed in the 1990s. There was a very specific reason for that. During the 1980s Saving & Loans were deregulated and interest rates were high. They of course made a ton of money off of making too many risk real estate loans. When the crash happened Austin was hit and the recession that followed in the early nineties drove many out of business. Austin was left with

## BIKEAUSTIN

SUPPORT US | OUR WORK | EDUCATION | GET INVOLVED | EVENTS

### Update to Austin's Land Development Code Revision

and the members of Bike Austin to attend a community meeting. Next, the City of Austin's Land Development Code revision process you will closely follow and get involved with. The City is aware that the code that was written nearly 30 years ago. Over the years that code has become more and more difficult to navigate, not to mention outdated. As part of our outreach team, I am contacting organizations like Bike Austin to help us understand the code and the places where you live, work and play - what is working for you and what could be improved?

Code Next Handout

Code Next Quality of Life

Rebuild the Code

1 Page - LDC Summary

ANC Zoning Issue

Recent Blog Posts

- Keeping bike trails open overnight requires compromise October 22, 2013
- 2,200 cyclists participate in Team LIVESTRONG Challenge October 21, 2013
- Cak Hill Parkway Open House October 18, 2013
- Cycle track opens today on "The Drag" October 17, 2013
- Austin Parks and Recreation Department reopens the trails [after storm] October 17, 2013
- Action Alert: City Council will consider closing trails to nighttime bicycle traffic on Oct. 17th October 16, 2013
- Austin's bicycle officers receive donation of light October 16, 2013
- Austin trails remain closed due to safety concerns October 16, 2013

Blog Archives

Select Month






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# Twitter

 **Imagine Austin** @ImagineAustin  
Faster! Smoother! Smarter! development happening Oct. 15 [ow.ly/pJs97](http://ow.ly/pJs97) #ImagineAustin  
Retweeted by Bury  
Expand

 **Austin Texas** @austintexasgov  
How can we help #Austin businesses thrive? Share your thoughts @ #CodeNEXT  
Retweeted by Texas Crowdfund  
Expand

 **StDavid's Foundation** @StDavidsFDN  
The City of Austin's Land Development Advisory series of listening sessions to gain people's... fb.  
 **UTSoA CSD** @UTSoA\_CSD  
Just a reminder that today begins one of three p regarding the revision of the City of Austin... fb.m  
 **Austin Music People** @austinmusicpl  
CodeNEXT is revising the Austin Land Developor be built, where, and how much. They want to he fb.me/2EHlJQLvu

 **Jace Deloney** @JaceDeloney  
Who is going to the @ImagineAustin Code Why the LDC Matters: [goo.gl/25d8ar](http://goo.gl/25d8ar) via @CNU\_CTX

 **CAN** @CAN\_Austin  
There is a code in Austin that could is it? Find out here: [bit.ly/16Mazeb](http://bit.ly/16Mazeb)

 **Julio Gonzalez A.** @jullogatx  
Austin: between the rail meetings ar screw up next week this town is goin hellscap.

 **City of Austin ED** @econvitalityATX  
Coffee & #CodeNEXT - Learn abo development code revision [ow.ly/pVgIO](http://ow.ly/pVgIO) Provide Comments [ow.ly/pVgIO](http://ow.ly/pVgIO)

 **City of Austin ED** @econvitalityATX  
Coffee & #CodeNEXT - Learn about Austin's development revision [ow.ly/pVgCj](http://ow.ly/pVgCj) and Provide Comments [ow.ly/pVgIO](http://ow.ly/pVgIO)  
Retweeted by Robert Grattan  
Expand

 **Sheryl Cole, ATX** @SherylColeATX  
The effort to rewrite the Land Development Code, now CodeNext, is having public listening sessions next week [tinyurl.com/paorjfw](http://tinyurl.com/paorjfw)  
Expand

 **CNU Central Texas** @CNU\_CTX  
25 Sep  
TONIGHT is the final @ImagineAustin #CodeNEXT meeting on Why the Land Development Code Matters: [goo.gl/25d8ar](http://goo.gl/25d8ar) - 6:15-8:30 PM  
Expand

 **CNU Central Texas** @CNU\_CTX  
24 Sep  
Join @ImagineAustin tonight for the next #CodeNEXT meeting on Why the Land Development Code Matters: [goo.gl/25d8ar](http://goo.gl/25d8ar) - 6:15-8:30 PM  
Expand

 **Andrew Elder** @waepoint  
Follow  
After a night at #CodeNEXT now reading @leighgallagher #endofthesuburbs to make sure Austin's LDC doesn't repeat our past sprawl mistakes.  
Reply Retweet Favorite More  
1 FAVORITE  
8:41 PM - 24 Sep 13

 **Philip Southwick** @pbsouthwick  
13 Sep  
Is LDC like code in the Matrix, providing rules for our community? "@RECA\_Austin: CodeNEXT Sept 23-25 @ImagineAustin [ow.ly/oM7jD](http://ow.ly/oM7jD)"  
View conversation



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# SpeakUpAustin

## CODENEXT: SHAPING THE AUSTIN WE IMAGINE

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Can a CODE really improve your quality of life? We think so...

- TOPICS**
- Topic One: The Places
  - Topic Two: The Code
  - Topic Three: The Questions

Great cities plan and design for the future. We're about to revisit a land development code written 30 years ago that has evolved into what many people describe as complicated, burdensome and an obstacle for quality growth. The Imagine Austin plan lays out our vision for a compact and connected city. To achieve the community vision, we must update Austin's land development code, which determines how land can be used throughout our city, including WHAT can be built, WHERE it can be built, and HOW MUCH can be built. This will be a unique process with new tools and approaches based on understanding the character of your neighborhood and the larger community. We want to hear your experiences and stories about the places where you live, work and play. What is working and what could be improved? Speak up, Austin!

### TOPIC ONE: THE PLACES

Think about the areas where you live, work or go to school, and hang out. What do you like about those places? What do you dislike or wish was different?

11 Answers

**Carol Stall** 27 days ago  
I love East Austin's small town feeling-- the porches and chat--that the architecture is crowded with cars and that the locals love despite 78702 being near to downtown--crime-- and drugs and should be better planned. Drawbacks, let's not let the greedy developers densify our area so that we can scarcely walk. Let us not tax people out of their neighborhoods. Thanks for listening-- ha ha

Agree 0

**Mary P** 27 days ago  
I really like places where I feel safe walking and one of the first things she said when she asked "I enjoy neighborhoods with more sidewalks?" I enjoy neighborhoods with more sidewalks. I enjoy being able to walk/bike to shops/parks would enhance the character of my neighborhood as long as it is not towering over the middle of a residential area would be well liked how they had alleys for garages and more pleasant.

Agree 1

**Alan Sudo** 25 days ago  
I agree that Austin's allies are facing the alley.

Agree 0

### TOPIC TWO: THE CODE

Based on previous experiences with the Land Development Code, what are the most important issues to tackle during the process to revise it?

7 Answers

**Carol Stall** 27 days ago  
If you want to do this-- one word-- draw it up. We need to protect our aquifer and waterways, trend which is supposed to be green but is NOT causing spikes in housing costs that send lower and other outlying areas-- the only affordable area to commute in-- so where's the green??? It's a far developed around the automobile. All that's happened is feeding frenzy, raising taxes on people who have created traffic messes that will likely not get solved by a great rail system and people riding bikes too. Objectively I don't think so.

I've lived in Austin since 1973-- I've been through the process to protect the aquifer, to protect our creeks and plans were ultimately ignored. Money saw to it that received mail, houses and offices despite all the 80s & 90s. The lesson I've learned is that money is corruptible.

Sadly most of our city council simply bow to big money with the neighborhoods! It's really really sad. The body that watchdogs all of these decisions.

That being said-- and I feel better. The codes are it takes a long time for approvals and the little guy is at a disadvantage than the big developers who have employees to lobby for their reason, small developments should have the same as any large land use should be carefully scrutinized and long and expensive for people. With such a huge city we have more city employees to assist with these projects.

Agree 1

### TOPIC THREE: THE QUESTIONS

What questions do you still have -- about the Land Development Code? -- about the process? -- about how the Code affects you?

Sign in to Respond All Discussions

3 Answers

**Carol Stall** 27 days ago  
The land development code allegedly protects our water, our views, our trees and basically the quality of life-- the neighborhood feel that makes people love Austin and want to live here. The developers have it easy enough--(just count up all the 5-2 votes at council meetings). Make developers justify their projects-- make them responsible to the local community--and the city at large, make sure they provide LOCAL jobs at a living wage, that what they build does not harm, crowd or negatively affect its neighbors the water systems or the environment. Also, locals should have the first crack at development-- before outsiders -- if this is a controllable thing. Who better understands what can be easily lost? And developments should be subject to surrounding community approval as well as the planning commission's. Hire more people to deal with the backlogs and keep the process transparent. Too much money is involved these days to be anything but absolutely transparent. Thanks for asking!

Agree 1

**Daniel Perlaky** 18 days ago  
As a homeowner looking to improve my property, it's been very difficult navigating information online -- If there could be more starting point type information to walk people through the process, requirements, and next steps, that would be very helpful.

I agree with Carol about transparency and the need to hold bigger developers accountable to projects. We have a hot market so let's make sure what gets built is truly helping the city become more compact, connected, and accessible.

Agree 0

**D Lambert** at October 11, 2013 at 12:35pm CDT  
Make the City's website useful. It is woefully inadequate both for the professional and the lay user.

SIGN UP Connect  
email address... Sign up

**PARTICIPANTS**

**PROJECTS**

- Safe Housing: Apartment Inspections & Registration

**DISCUSSIONS**

- Special Events Ordinance
- Austin's Urban Forest Plan
- Project Connect Central Corridor
- CodeNEXT: Shaping the Austin We Imagine

**FORUMS**

- Seaholm Intake Facility
- Restore Rundberg

**SURVEYS**

- Austin Youth Council Survey
- City of Austin Website Survey
- Bike Share Location Survey

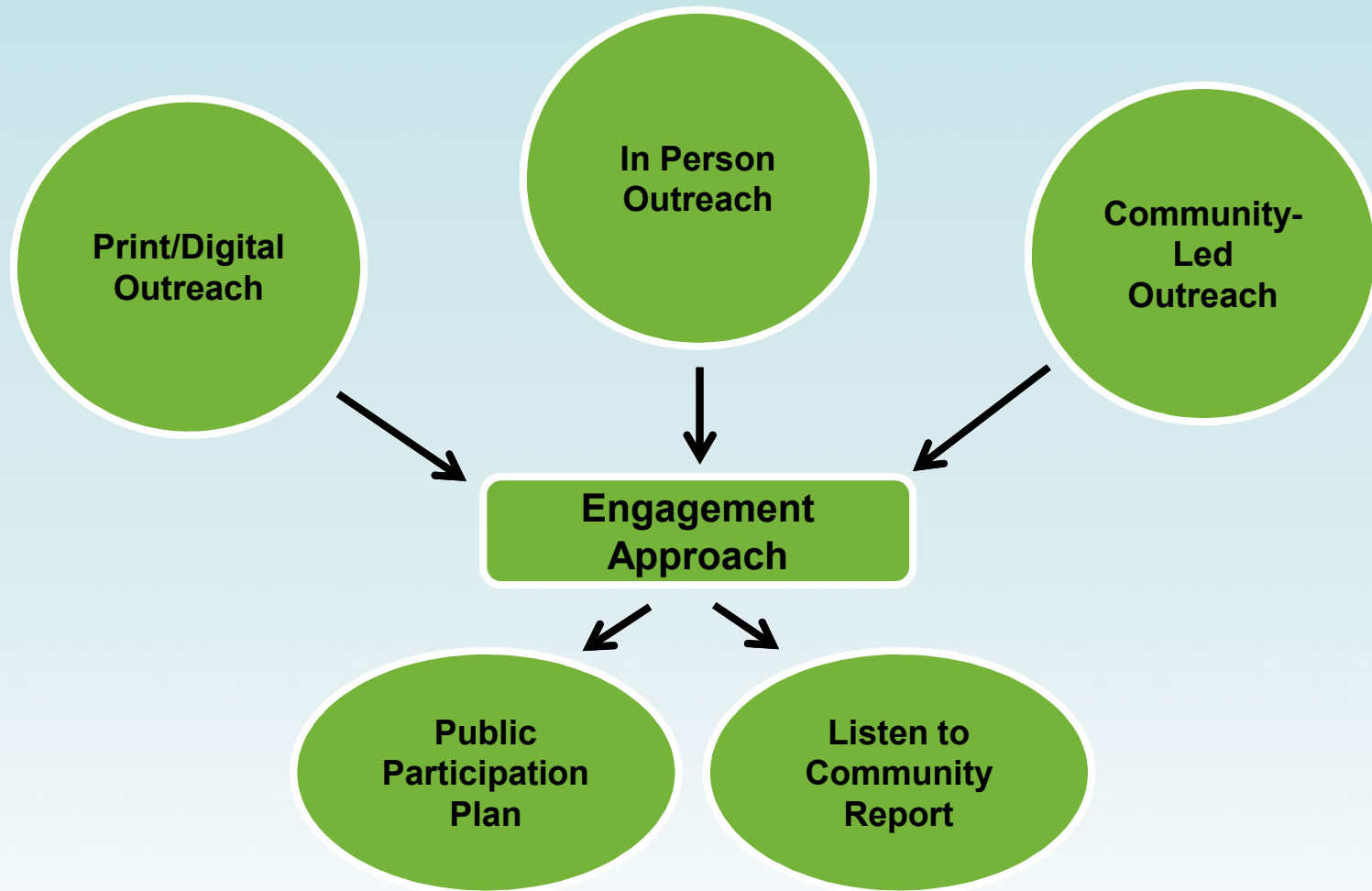


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# Framework



# Framework

## Print/Digital Outreach

- Online surveys
- Produce case study surveys
- Web and social media
- Earned media
- Print/digital material

## In Person Outreach

- Education sessions
- Group meetings
- Ambassador program
- Leaders

## Community-Led Outreach

- Provide print and digital material
- Community events
- Case study survey
- Issue papers
- Website articles



# Code Revision: Four-Step Process

1

**Listening & Understanding**

**JUL 2013 - JAN 2014**

2

**Diagnosis & Outline**

**JUL 2013 - JUL 2014**

3

**Preliminary Draft Code**

**AUG 2014-SEP 2015**

4

**Code Adoption**

**OCT 2015-JUN 2016**

## Major Tasks or Events

- Continued Community Outreach
- Early Listening to Community Findings
- Draft Community Character Public Workshop
- Draft Listening to the Community Report
- Draft Code Diagnosis

Through November  
January  
January  
February/March  
February



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# CAG Outreach

## Support Outreach Using Digital & Print

- Online Surveys
- Produce Case Study Surveys
- Web & Social Media
- Flyers and Print Materials
- Earned Media

## Engage in In-Person Outreach

- Group Meetings
- Education Sessions
- General Outreach
- Community Character Documentation

## Support Community Led Outreach

- Supply Information Materials
- Support Community Events
- Case Study Surveys
- Issue Papers
- Short Articles for Website



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