

# 1 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.

Austin's greatest asset is its people: passionate about our city, committed to its improvement, and determined to see this vision become a reality. Imagine Austin envisions a complete community.

## IMAGINEAUSTON



Values &  
Respects People



Livable



Creative



Natural &  
Sustainable



Educated



Mobile &  
Interconnected



Prosperous

## 6 Guiding Principles

- » Grow as a compact and connected city.
- » Integrate nature into the city.
- » Provide paths to prosperity for all.
- » Develop as an affordable and healthy community.
- » Sustainably manage water, energy and our environmental resources.
- » Think creatively and work together.

## 8 Priority Programs

1. Invest in a compact and connected Austin.
2. Sustainably manage our water resources.
3. Grow Austin's economy by investing in our workforce, education systems, entrepreneurs and local businesses.
4. Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city.
5. Invest in Austin's creative economy.
6. Household affordability throughout Austin.
7. Create a Healthy Austin Program.
8. Revise Austin's development regulations and processes to promote a compact, connected city.



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

\* Listed in priority order as ranked by approximately 2,400 Austinites who participated in the Imagine Austin Prioritization Survey.

# IMAGINEAUSTON

Vibrant. Livable. Connected.

Imagine Austin is our collective community vision. More than 18,500 ideas and contributions from you, the people of Austin, helped shape this plan for the future.



**More connected activity centers.**

**Household affordability and healthy foods across Austin.**

**Greenways and clean water supply.**

**Good roads and ways to get around with or without a car.**

**Imagine Austin guides "area plans" like the Downtown Austin Plan and neighborhood plans.**

**A city of "complete communities" where residents can meet everyday needs close to their homes, jobs, groceries and schools.**

**A creative community that values and respects each other.**

**Good schools and paths to prosperity for all.**

**Preserving diverse cultures in East Austin.**

**Legend**

**Land Use**

- Regional Center
- Town Center
- Neighborhood Center
- Activity Corridor
- Job Center
- Current Open Space
- Neighborhood Open Space
- Redevelopment
- Over Urbanized Area
- Barren Springs
- Contiguous Zone
- Recharge Zone
- College / University

**Transportation**

- High Capacity Transit Stop
- Proposed High Capacity Transit Stop
- High Capacity Transit
- Highway
- Other Streets

**Boundaries**

- City Limits
- EU
- County Boundaries