

An Approach For Selecting Future Planning Areas

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Presentation Overview

- Background
- Two Phase Selection Process
 - First Phase—Initial planning area identification
 - Second Phase—Refining planning area boundaries and developing a work plan
- Next steps
- Small group discussion

Background

- Selection criteria for past plans
- Direction provided by the *Imagine Austin Comprehensive Plan*
- May 2014 Contact Team training
- Best practices review
- Draft planning area selection framework and draft selection criteria

Background

“Zucker Report”—Recommendation #123

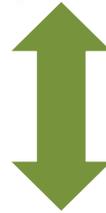
Establish a management plan for updating existing neighborhood/small area plans and for creating new plans for corridor development, regional/community/neighborhood center master plans for the future intensive development areas specified in Imagine Austin.

*Planning and Development Review Department
Workflow Organizational Assessment*

(April 2015)

Relationship of Plans

IMAGINEAUSTON
Vibrant. Livable. Connected.



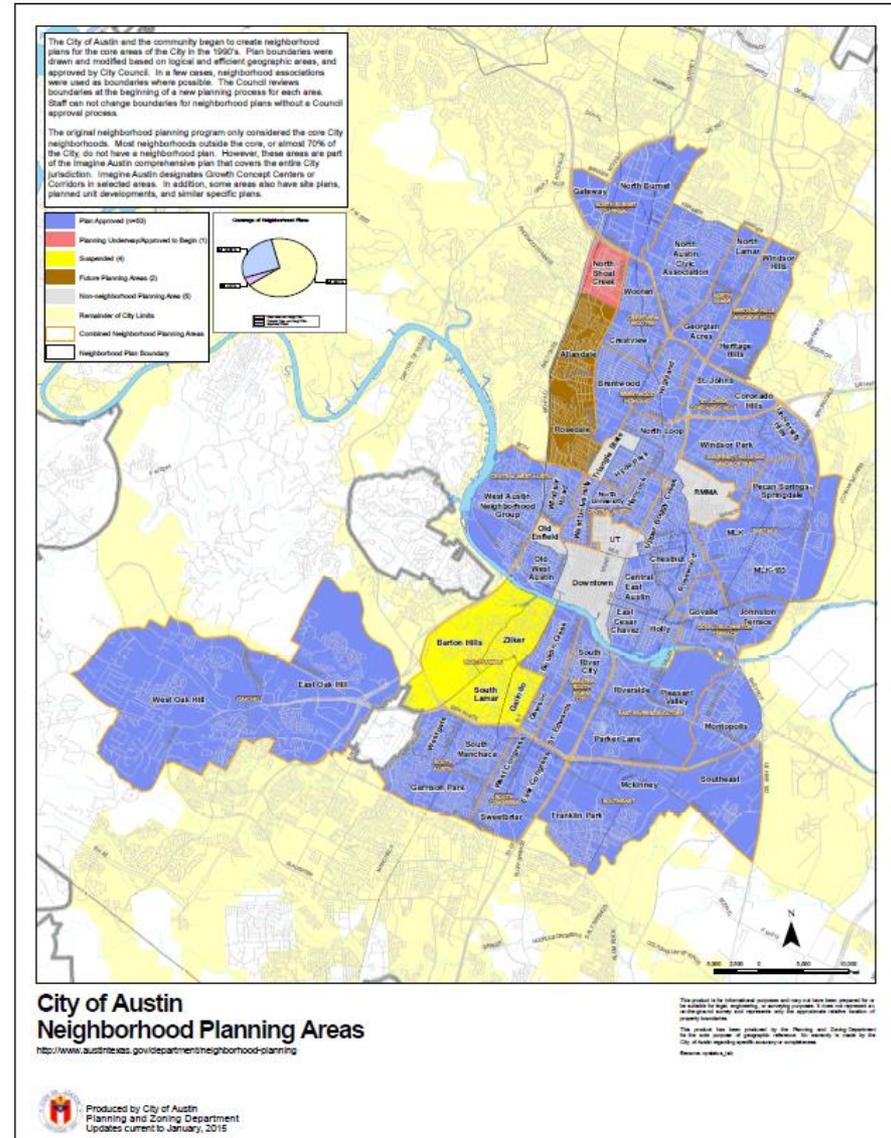
Adopted
Neighborhood
Plans

Other Adopted
Small Area Plans

Future Small Area
Plans: New and/or
Existing Areas

Current Planning NPAs

All planning areas identified on the Neighborhood Planning Area map will be given the opportunity to engage in the planning process.



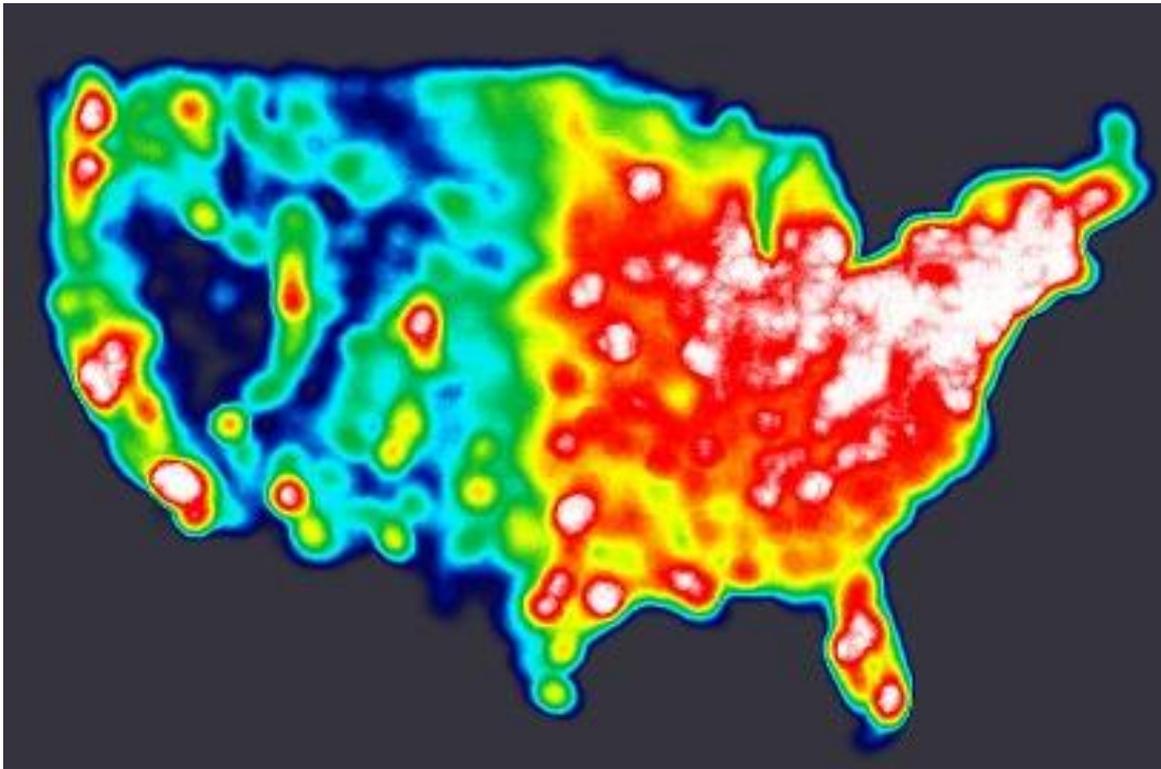
Two-Phase Selection Framework

First Phase— Identify general areas for consideration

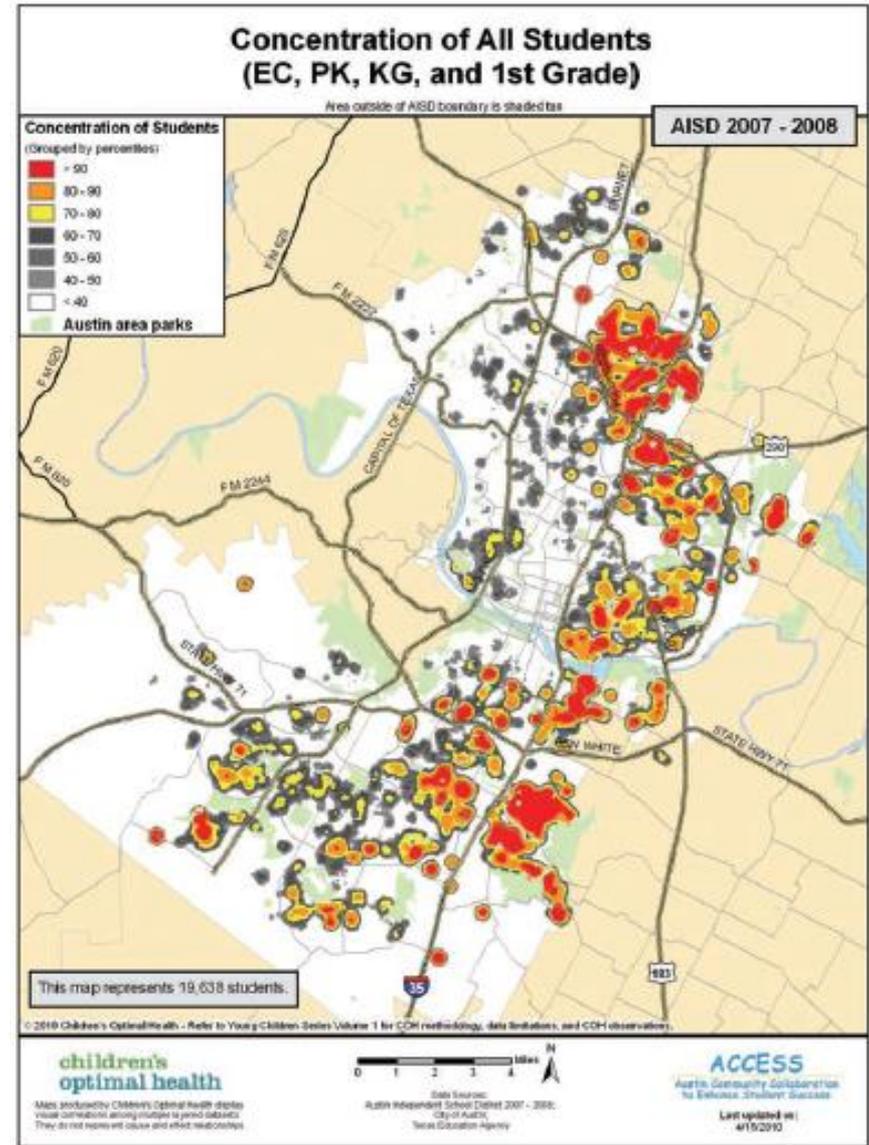
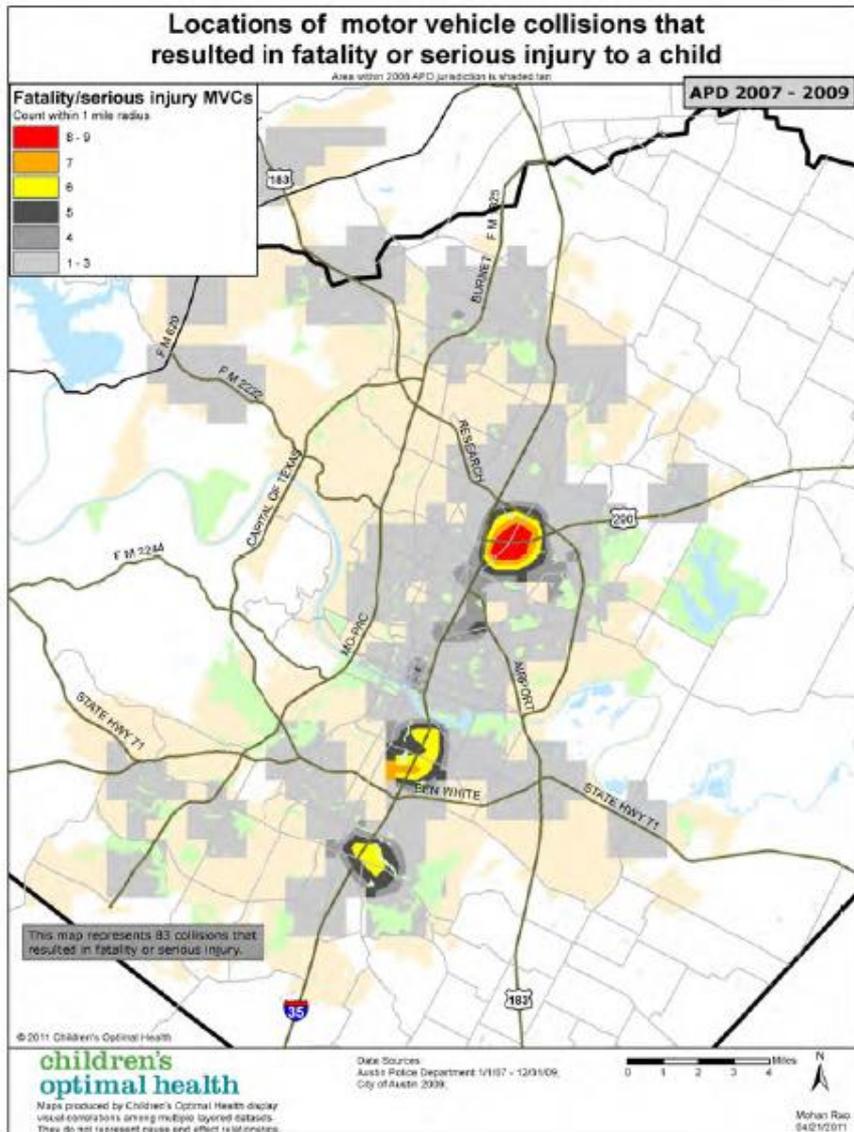
- Develop selection criteria
 - Community and staff
- Run mapping analysis to identify “hot spots” (heat map)
- Identify areas for more in-depth analysis
- Establish preliminary planning area boundaries for selected “hot spots”

Heat Maps

A map that uses a gradient set of colors to indicate the intensity of what you are trying to measure



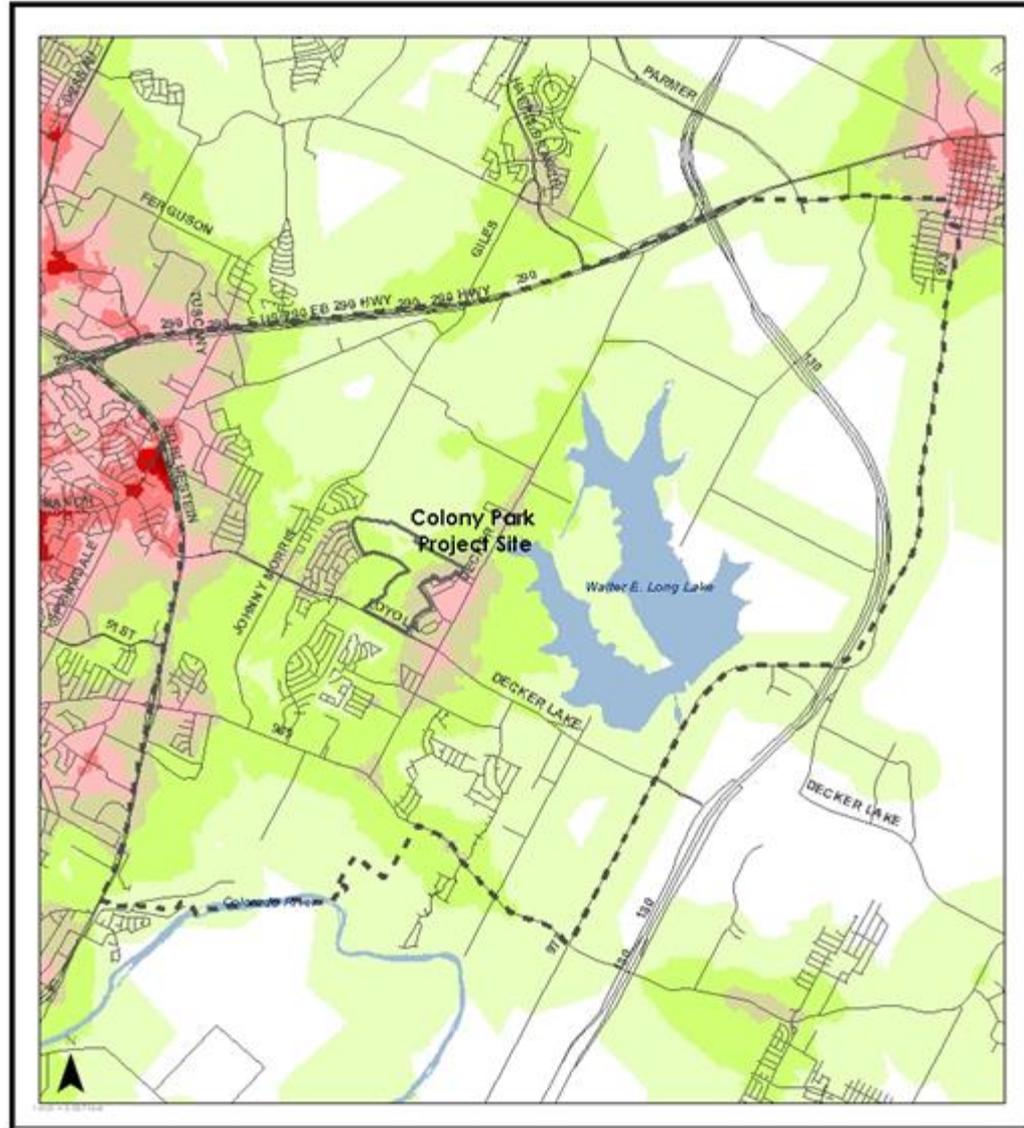
Heat Maps — Simple



Heat Maps — Complex

Using multiple data sources to measure something

Access to goods, services, and transit in eastern Austin/ Travis County



1st Phase Possible Selection Criteria

Development Component

- Undeveloped land near *Imagine Austin* Centers and Corridors
- Redevelopment potential
- Proposed developments
- Subdivision and zoning cases in review

Social Component

- Household poverty
- Zero-car households
- Density of population and jobs

Transportation Component

- Areas with poor accessibility to goods, services, and transit
- Housing/Jobs mismatch
- MetroRapid and Red Line stations
- Bus stops on major routes
- Lack of sidewalks, bike lanes
- Traffic injuries/deaths

1st Phase Selection Criteria

Other Components

- Imagine Austin Corridors and Centers
- Food Access
- COA Capital Improvement projects (CIP)
- Crime Data
- Proximity to parks
- _____
- _____
- _____
- _____

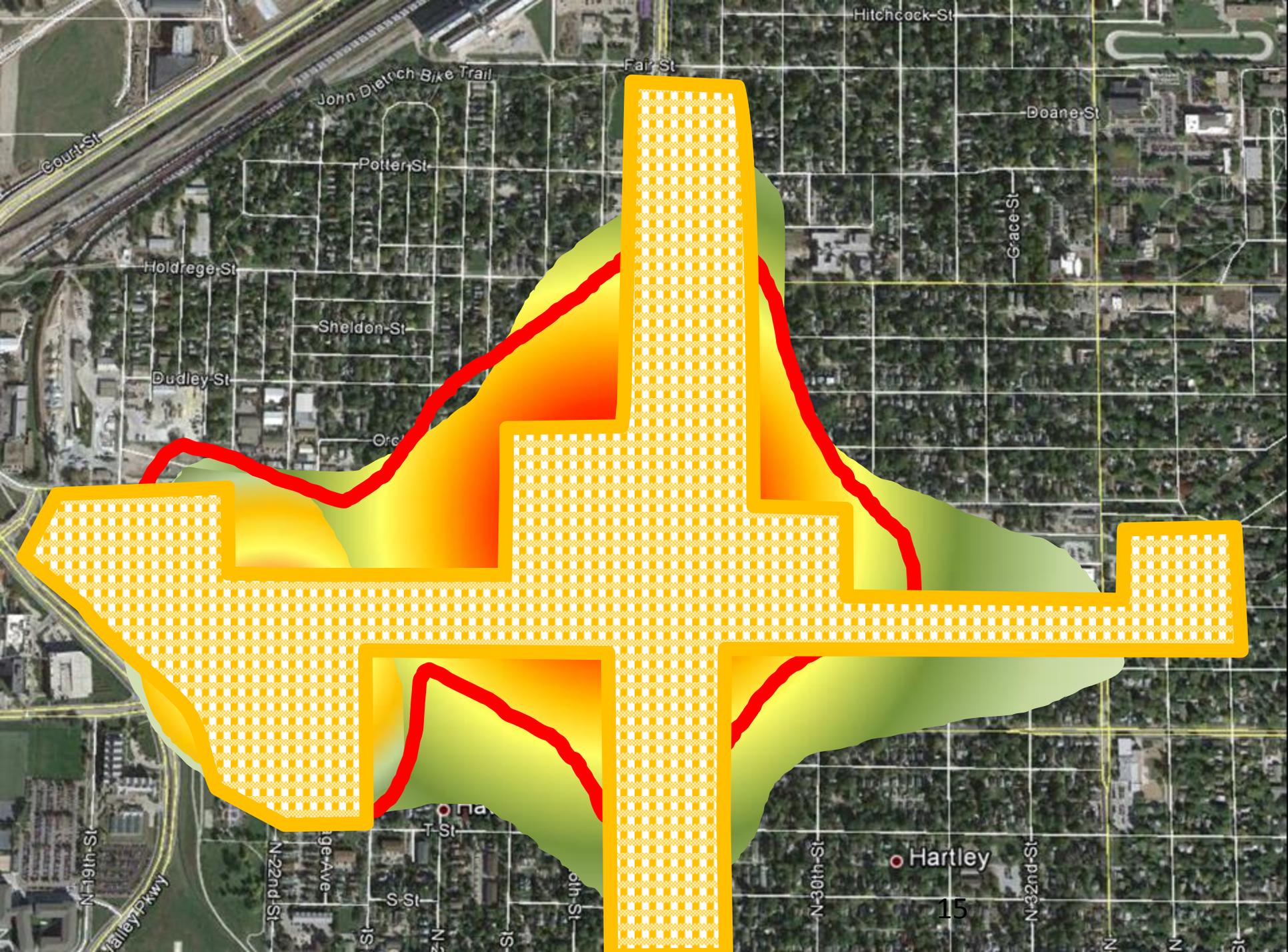
Two-Phase Selection Framework

Second Phase— More in-depth analysis and refining boundaries

- Develop criteria
 - Community and staff
- Refine planning area boundaries
- Develop recommendation to Council
- City Council resolution/establish 2-3 year work program based on resources and staffing

2nd Phase Possible Selection Criteria

- Analysis of existing plans
- Leveraging COA planning efforts and investments?
- Number and type of pedestrian and bicyclists injuries
- Areas with high levels of obesity
- Quality and quantity of tree canopy
- Amount of older apartments and commercial sites near MetroRapid or MetroRail stops
- Schools enrollment
- Large % of younger and older people
- Environmentally sensitive areas
- Emerging project(s) that could affect areas
- General community interest to engage in planning
- Land use/zoning issues
- Difficult to walk or bike
- _____
- _____
- _____



Hitchcock St

Fair St

Doane St

Grace St

John Dietrich Bike Trail

Potter St

Holdrege St

Sheldon St

Dudley St

Ore

Court St

N-19th St

N-22nd St

ge Ave

S St

N St

S St

oth St

N-30th St

N-32nd St

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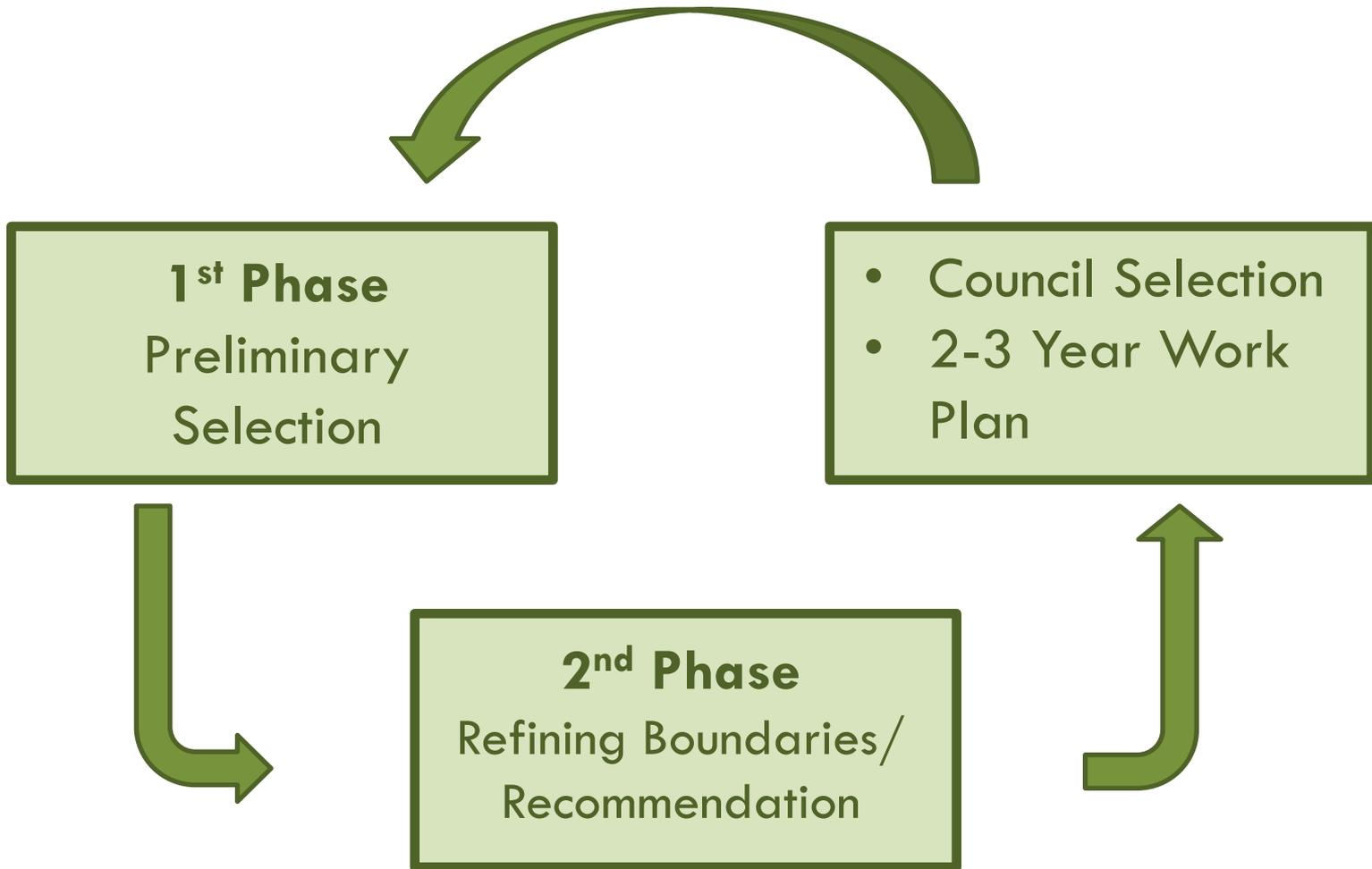
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St

Hartley

15

Review of Selection Framework



Next Steps

- Compile and consider today's input
- Test the selection framework
- Present updated selection process to the community
- Present to the Small Planning Area Joint Committee
- Present to full PC
- Present to Council's Planning and Neighborhoods Committee
- Send recommendation to Council—January 2016

This Morning's Assignment

Three Questions

1. Describe what you like about this process and what areas may need adjustment?
2. What are other 1st Phase Criteria?
3. What are other 2nd Phase Criteria?