

Communicating Austin Planning and Development

Scott Eshbaugh

PART 1: CONTEXT AND METHODOLOGY

Lays out the scope of the project and describes the methods of research.

Problem Space

CONTEXT

As Austin continues to grow rapidly, problems such as traffic, affordability, gentrification, and maintaining the city's legacy confront the city. City planning is the process by which Austin begins to address these issues. Involving citizens helps city planners develop Austin into a city reflects the cultural identity of its people. The process intends to be a partnership between Austin and the public, however, this relationship can be weak or ineffective.

CHALLENGES

Currently, Austin provides fragmented and hard to access information about city planning, stifling citizens from understanding an accurate mental model of the system. To make learning the process more difficult, city planning is complex and understanding its intricacies requires questioning, clarification, and contemplation.

Solution Space

RESEARCH

The basis of my research involves understanding and visualizing various elements, connections, and functions within a complex system or networks of people, services, infrastructures, and the environment through the lens of design.

PROCESS

I began by studying various planning and regulation documents provided by the city. As I gathered information, I looked for patterns in the information and sketched out how I might present it visually. I developed numerous iterations alternating between researching and sketching. My goals are to present the system clearly with a language an average citizen could understand. To check the validity of research, I sought out individuals more familiar with the process, particularly an urban designer working for the city.

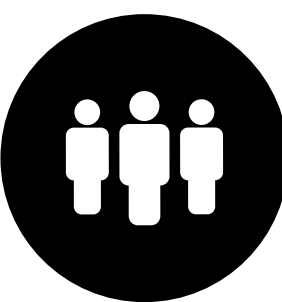
PART 2A: DEFINITION AND ORGANIZATION

Introduces key terms for understanding planning and development.

System Visualization

Stakeholders

Planning in Austin consists of three organizations of people: Stakeholder Individuals, Stakeholder Organizations, and City Officials. Each plays a unique part of the planning process.



STAKEHOLDER INDIVIDUALS

Stakeholder Individuals include all people living within Austin and individuals commuting or working in Austin who are not residents.



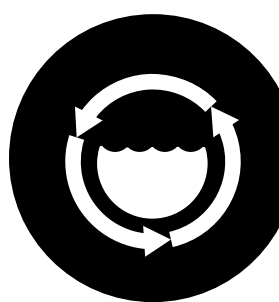
STAKEHOLDER ORGANIZATIONS

These stakeholders are key agencies or individuals relevant to the proposed plan. Several examples of Stakeholders Organizations are local businesses, community leaders, developers, public schools, Texas Department of Public Transportation, and Capital Metro.



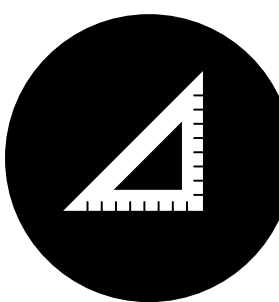
CITY OFFICIALS

City Officials includes all members working for Austin including City Council and various departments including the Planning and Development Review Department, Watershed Protection, and the Transportation Department.



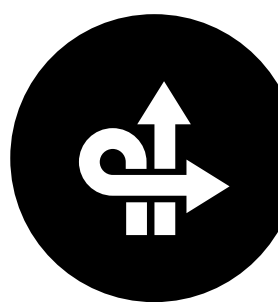
WATERSHED PROTECTION

Because of Austin's weather and landscape, it is vulnerable to floods, erosion, and water pollution. Watershed Protection works to protect lives, property and the environment through strategic planning and sets standards on development.



PLANNING AND DEVELOPMENT REVIEW DEPARTMENT

This department provides planning, preservation, design, comprehensive development review and inspection services to create Austin. It includes teams of zoning specialists and urban designers.



TRANSPORTATION DEPARTMENT

City planning is not possible without considering infrastructure. The Transportation Department plays an integral role in the development of the Austin by overseeing the transportation infrastructure components of a proposed plan.



COMPREHENSIVE PLAN

A long-term plan guiding the future development of Austin. Specifically it addresses land use decisions determines locations for future growth, and sets a standard for Master Plans. It helps shape the entire city rather than a specific portion.



MASTER PLAN

A plan guiding Austin's growth. In this context, the Master Plan guides the preservation or development of a given geographic area. Its objectives ultimately override comprehensive and neighborhood plans, but it seeks harmony between them.

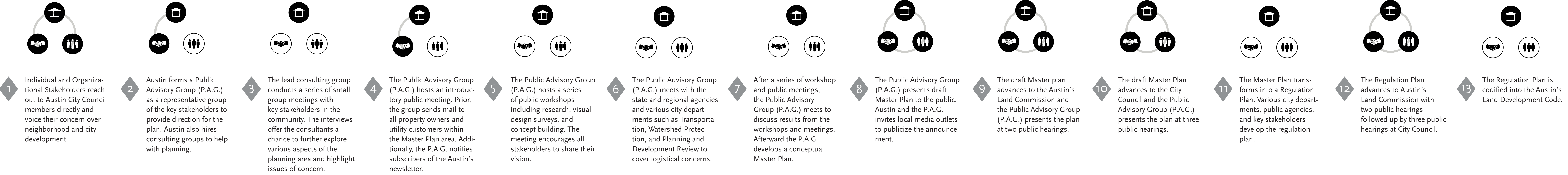


NEIGHBORHOOD PLAN

A Neighborhood Plan addresses land use and transportation issues at a detailed level. The plan's goal is to bring diverse interests together to develop a shared neighborhood vision and influence Master Plans.

PART 2B: MASTER PLAN COMMUNICATION FLOW

Highlights the relationships between stakeholders and breaks down the planning process.



Part 2c: System Map

Visualization of the planning process.

