DESTINATION LEANDER

COMPREHENSIVE PLAN

CONNECTION. CONVENIENCE. COMMUNITY.

Draft Report | October 2015

Ordinance

ACKNOWLEDGEMENTS

Thank you to all the organizations and individuals who committed their time, insight, and energy to this effort. This plan is the result of the seamless coordination among city staff, the steering committee and the consultant team. Their efforts have leveraged the ideas gathered through an extensive public engagement strategy and community work sessions into a collection of goals and recommendations that will make Leander a destination of choice for years to come.

Mayor and City Council

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Andrea Navarette - Mayor Pro Tem, Place 1
Michelle Stephenson - Place 2
Shanan Shepherd - Place 3
Rob Abruzzese - Place 4
Jeff Seiler - Place 5
Troy Hill - Place 6

Planning and Zoning Commission

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Richard Allen - Vice Chairman, Place 5
Christiane "Chris" Schwendenmann - Place 1
Joel Wixson - Place 2
Jason Anderson - Place 3
Betty Saenz - Place 6
Marshall Hines - Place 7

Steering Committee

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Jason Anderson - Planning and Zoning Commissioner
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Nancy Knickerbocker-Penick - Public Arts Commission
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Jeff Seiler - Councilmember, Place 5
Jayne Serna - Parks Board Member
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HOW TO USE THIS PLAN

This plan is organized into five chapters. A brief synopsis of each chapter's purpose is defined below.

CHAPTER ONE: Destination Leander

- This chapter introduces the plan and summarizes short-term priorities.

CHAPTER TWO: A Plan for Leander's Future

- Chapter Two explains the plan's purpose, planning process, and public involvement strategy.

CHAPTER THREE: Leander Today

- The third chapter graphically summarizes key opportunities and issues.

CHAPTER FOUR: Leander Tomorrow

- The city's vision, the goals the community and other invested parties developed during the planning processes, and the future land use and transportation policy guidelines are highlighted in Chapter Four.

CHAPTER FIVE: From Vision to Action

- Chapter Five provides a comprehensive set of recommendations and implementation strategies that will help the city achieve its vision.

CHAPTER SIX: Measuring Success

- To measure success and ensure that the community's vision is achieved, Chapter Six includes a matrix which illustrates and defines the time frames, responsible parties and metrics for implementing the recommendations in this plan.

1. DESTINATION LEANDER

WHAT IS DESTINATION LEANDER AND WHY DO WE NEED THIS PLAN?

Chapter One
DESTINATION LEANDER

Leander is at an exciting and critical point in its growth and development. At no time in the city's history have its neighborhoods welcomed so many people. From a population of 3,398 in 1990 to an estimate of 38,206 in 2015, Leander grew by 488%, making it the fourth fastest-growing city in the state of Texas.

This explosive rate of growth is expected to continue. Within the next five years, the population is projected to reach more than 50,000 residents, requiring the addition of more than 7,000 new homes. City leaders recognize that residential growth is just part of what is necessary to create a successful and resilient community. Businesses are also needed to provide jobs for existing and future residents. Commercial services, shops and restaurants are required not only to meet local demand, but also to contribute to the tax base that finances municipal services and amenities. Finally, cultural, recreational and civic destinations are vital to a healthy and vibrant community.

One such destination that will have a significant impact on the city's future is the planned construction of the 100-acre Leander campus of Austin Community College (ACC). The ACC campus will bring a large population of students, faculty and staff to Leander each week. It is also likely that many of these individuals will make Leander their permanent residence. The city must prepare to accommodate this community and capitalize on the market opportunity of having a significantly-increased daytime population.

The projected population and need for additional jobs, shopping options and services, along with the opportunities generated by the completion of the ACC campus, will result in significant development, land use, and transportation impacts on the city. For these, as well as many other reasons, the City of Leander once again decided to proactively address the direction of growth through an update to the comprehensive plan.

Throughout the comprehensive planning process public opinion was gathered through a variety of methods. These included many public meetings, workshops, and online interaction; through these, several consistent themes emerged. The themes include an emphasis on creating great destinations, recruiting new employers, promoting development within Old Town and around Leander Station and preparing for ACC. This plan recognizes these themes and therefore proposes some significant new ideas to focus the city's efforts in the short-term on the opportunities that will have the greatest return for Leander and its citizens.

The following set of priorities are the short-term (1-5 year) strategies that City Council has identified to kick-start plan implementation. They are a subset of a comprehensive list set forth in Chapter Five.

SOURCE: CITY OF LEANDER

SHORT-TERM PRIORITIES

Position Leander as a destination for employers.

Identify target industries.
Establish local recruiting targets that complement the eight regional target industries identified by Opportunity Austin 3.0 (listed in Chapter 5).

Develop a strategy to market local targets.
Partner with the Greater Austin Chamber of Commerce and Opportunity Austin to market these targets.

Evaluate the city's existing set of economic development incentives to determine their effectiveness in attracting and retaining businesses. Consider the following in the evaluation:

- Economic benefits to local economy vs. cost of incentive
- Fiscal impacts to city
- Total impact of incentive to tax base

Expand economic development tools to match city priorities.

- Adopt Old Town Development Incentives and identify a sustainable funding source.
- Establish a Tax Increment Finance District (TIF) for business park development.

Promote Old Town as a civic and culture destination within the city.

Encourage entrepreneurs and small business owners to locate their operations in Old Town.
Adopt Old Town Development Incentives and identify a sustainable funding source.

Develop an Old Town Strategic Plan.
Develop a plan for Old Town that outlines action items that are feasible in the short-term. The plan should include the following:

- A market analysis that reveals opportunities to position Old Town as a unique destination within the network of suburban Austin communities.
- A list of catalytic development sites and infill project opportunities within Old Town.
- A set of urban design guidelines that includes a prioritized list of pedestrian infrastructure projects that promote walkability.

Promote walkability within Old Town.
Develop and implement streetscape projects within Old Town starting with N. Brushy Street between W. South Street and W. Broade Street.

Promote the Transit Oriented Development (TOD) as an urban destination within a suburban community.

Recruit TOD Developers.
Building on the findings of the TOD Leander Development Plan completed by CapMetro and subsequent studies of the area, the city should actively market the TOD area to a variety of experienced developers.

Develop a P3 (Public/Private Partnership) Strategy for the TOD Area.
Public investment in projects that are typically carried out by private developers may be delayed or never realized without the participation of the public sector. Public-private partnerships that overcome barriers to development can expedite desirable development in the TOD.

SHORT-TERM PRIORITIES

Define and participate in catalyst projects that will build momentum in the TOD and spur private investment.

- Identify key development project(s) that have the potential to transform the area and stimulate additional investment.
- Assemble and acquire key parcels, as needed, to create a development opportunity.
- Issue a developer request for proposals (RFP) to partner with the private sector in development.

Enhance Leander's public spaces to create and link destinations.

Continue to expand Leander's park and recreation system.
Build a community senior center.

Update the Parks and Recreation Master Plan.
The community has suggested numerous enhancements to the existing parks, recreation and trail system. Ideas gathered that should be explored for the update include:

- Build additional active recreation facilities.
- Connect trails and greenways to all existing city and county parks.
- Provide restrooms, pet waste disposal facilities, and adequate lighting along trails.
- Provide a trailhead every two miles, and signage along all trails.

Prepare a Public Space Master Plan.
As a component of an update to the Parks and Recreation Master Plan, or as a separate effort, the city should prepare a Public Space Master Plan. Such a plan can aid economic development efforts, as quality of life is a key factor in employer relocation.

Connect destinations.

Connect the Austin Community College (ACC) to Leander Station.

- Construct the north branch of Brushy Creek Trail segment from East Metro Drive to Mel Mathis Avenue.
- Build the following roadway connections as complete streets:
  - Metro Drive from East Street to 183A Toll
  - East Street from Hero Way to East Metro Drive Extension
- Develop a funding source to acquire right-of-way and construct trails to complete the connection along the North Branch of Brushy Creek.
- Work with the ACC design and construction team to ensure that their trail/sidewalk planning is in harmony with the city's plans.

Connect Old Town to Leander Station.

- Partner with TxDOT to improve bicycle/pedestrian access and safety features to reconnect the city across US 183 Business.
- Extend the Brushy Creek Trail to Mel Mathis Avenue.
- Coordinate with Parks Department to complete the south branch of Brushy Creek Trail.

Improve and maintain roadways.

- Reconstruct Old 2243 West from Lakeline Boulevard to US183.
- Reconstruct Bagdad Road from Old 2243W to CR 280.

2. A PLAN FOR LEANDER'S FUTURE

HOW WAS THIS PLAN DEVELOPED? WHO WAS INVOLVED?

Chapter Two

A PLAN FOR LEANDER'S FUTURE

THE PLAN AND ITS PURPOSE

Destination Leander is the city's planning effort to update the current comprehensive plan. A comprehensive plan is best described as a guide to the city's future. It informs current and future decision makers on where they are now, where they want to go, how they intend to get there, and who will help them along the way.

The city needs an updated comprehensive plan because it is growing and changing. Leander has evolved from a small, ranching community to a thriving suburban destination in Central Texas (Map 1: Context Area). Its location, high quality school system and relatively low cost of living continue to draw thousands of residents to its boundaries.

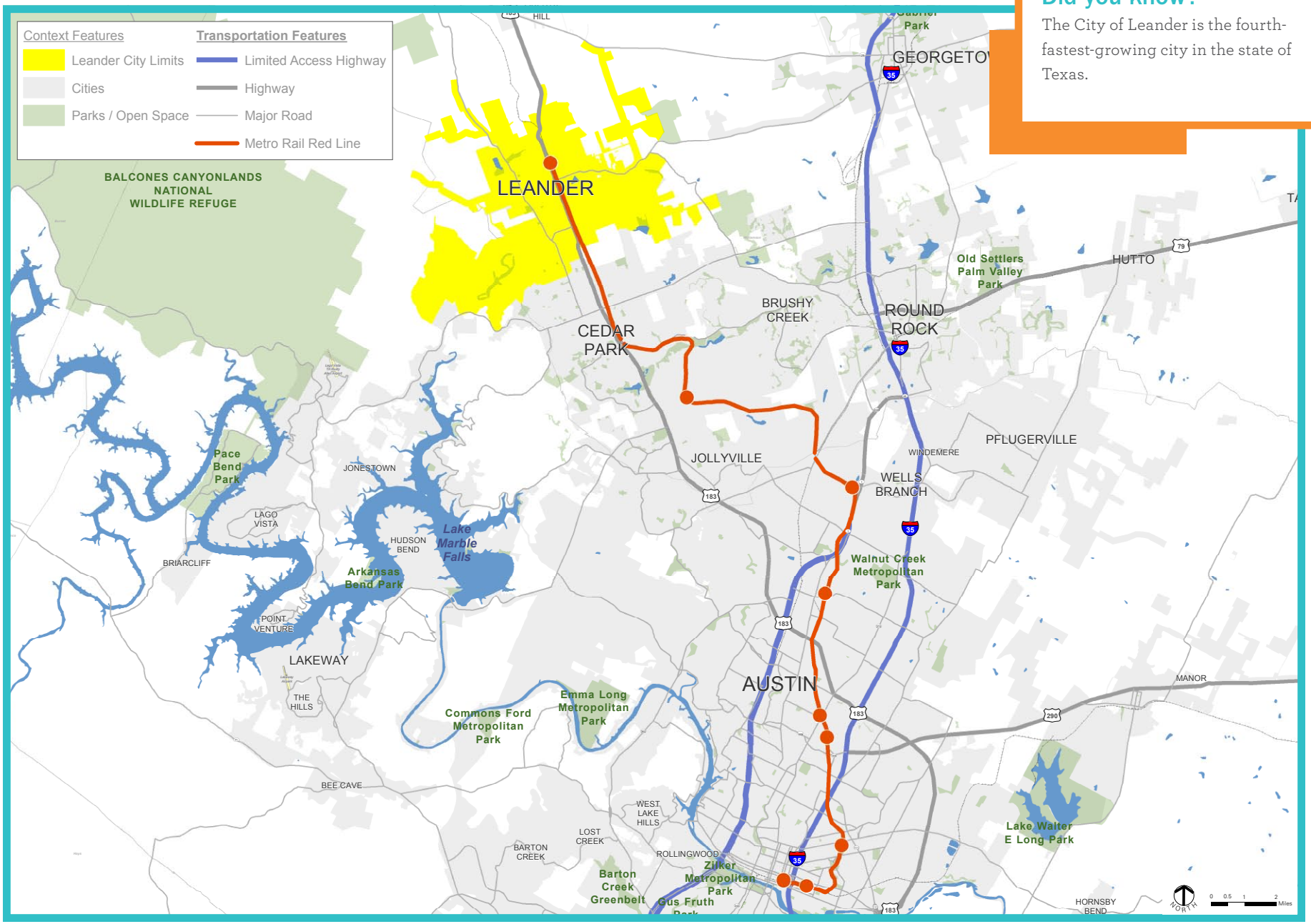
As outlined in section 10.02 of Leander's Charter, the city's comprehensive plan provides the basis for Leander's regulations and policies that guide its physical development. The plan establishes priorities for public action and direction for complementary private decisions. It provides a flexible framework that can be updated, revised, and improved upon over time to stay relevant to the issues the city must address as well as the opportunities the city chooses to pursue. It serves as a tool to evaluate new development proposals and direct capital improvements and to guide public policy in a manner that ensures that Leander continues to grow as a premier destination within the greater Austin region.

SECTION 10.02 COMPREHENSIVE PLAN. The Council shall adopt and maintain a comprehensive plan, and all public and private development shall conform with the adopted comprehensive plan, or the applicable elements or portions thereof. The comprehensive plan may be amended at anytime and shall be reviewed and considered for amendment or revision every five years.

Plan Objectives

- Define the city's biggest assets and challenges
- Make recommendations about the type and character of development appropriate in different parts of the city
- Recommend and prioritize policies, key projects, and resources and determine implementation partners
- Provide guidance to the city in developing and directing future capital budgets
- Serve as the basis for zoning decisions throughout the city

Map 1: Context Area

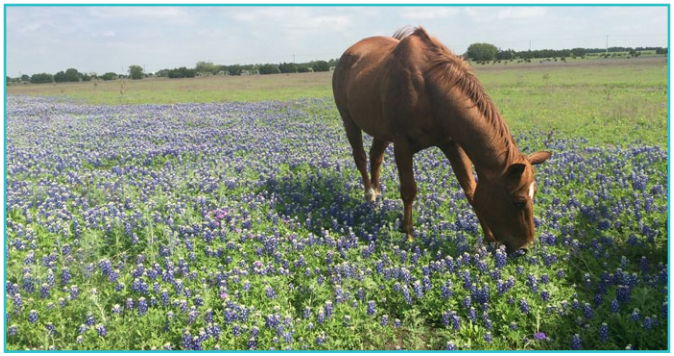


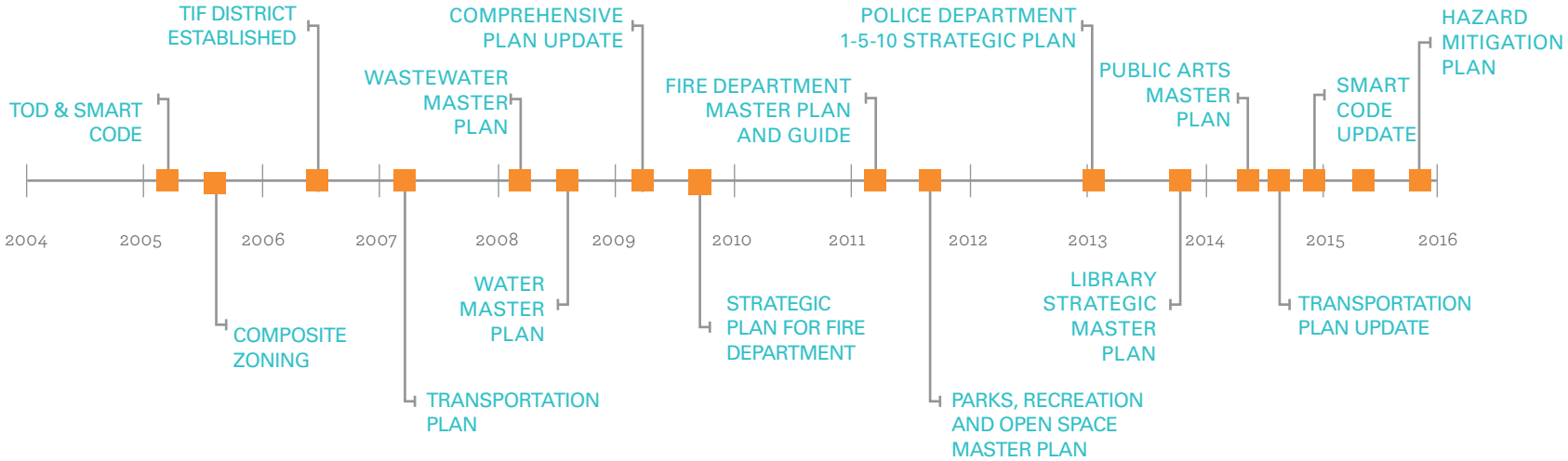
Did you know?

The City of Leander is the fourth-fastest-growing city in the state of Texas.

ONE COMMUNITY, ONE PLAN

Leander has a long-standing tradition of preparing plans to manage city operations. Each department undertakes a regular planning process to identify a program of work to strengthen and assist in the management of the city and its extraterritorial jurisdiction. Together, all of these plans, ordinances and programs make up a growth management system intended to guide development and create opportunities within the community. A comprehensive plan considers how each of these elements are interrelated and interdependent. It builds on previous planning efforts and provides an opportunity to examine these individual efforts collectively. The result, this comprehensive plan, is one that aligns individual departmental programs and serves as the general plan for the development of and investment by the city.





CITY OF LEANDER PLANS 2005-2015

(A copy of each plan is provided in the Appendix of this report.)

THE PLANNING PROCESS

The process to update Leander's Comprehensive Plan was divided into five phases. Each phase of work was guided by an inclusive public engagement process. The first phase focused on project initiation tasks such as data collection, a review of existing plans, and studies and a kick-off meeting and study area tour. During Phase Two, the consultant team inventoried existing conditions in the study area to provide an overview of issues and opportunities to be considered in subsequent phases. Land use concepts supported by illustrations and imagery were developed in Phase Three. Based on the results of the previous phases, a set of recommendations and implementation strategies that support the concepts were developed during Phase Four. The final phase of the process consisted of merging all plan components into a single comprehensive document. This report is the deliverable of this final phase of work.

THE FIVE PHASES

PROJECT KICKOFF

Data collection, review of existing plans and studies, kick-off meeting, study area tour

1

INVENTORY AND ASSESSMENT

Inventory and assessment of existing conditions, identification of issues and opportunities

2

PLAN DEVELOPMENT

Development of land use concepts with supporting illustrations and imagery

3

GOALS AND RECOMMENDATIONS

Creation of recommendations and implementation strategies that support the land use concepts

4

PLAN DOCUMENTATION

Collection of plan components into this final plan report document to be presented for adoption

5

PUBLIC INVOLVEMENT

Guiding development of the plan was an extensive public engagement process. Understanding community values today ensures that this plan, implemented in accordance with the recommendations, supports and advances those priorities over the long term. The process combined both traditional and innovative techniques to encourage a diverse group of citizens to contribute to the plan. These public engagement methods included public meetings and workshops, a robust online presence, and leadership from a Steering Committee to help guide the process.

Public meeting participation ranged from large open house type meetings to small stakeholder roundtables. Additionally, online methods such as surveys, project web page updates,MindMixer social media engagement, e-mail notifications, and Facebook posts were employed to elicit public participation. Each of these techniques encouraged the public to learn about the plan and convey their opinions regarding what was important for the city to consider over the next 20 years.

STEERING COMMITTEE

The Steering Committee, a diverse group of Leander residents, business owners and community leaders, guided this effort. Regular meetings of this group were held throughout the process to set goals, provide feedback and advise the project team on plan concepts and recommendations. A list of the Steering Committee members is found in the Acknowledgements section of this report.

TECHNICAL COMMITTEE

A committee made up primarily of Leander staff provided technical support to the planning effort. Representatives from public safety, parks, economic development, engineering, planning and development, finance and city management. A list of the Technical Committee members is listed in the Acknowledgements section of this report.

STAKEHOLDER INTERVIEWS

Stakeholder interviews were conducted to verify and supplement the data gathered, to explain the conditions observed and to further understand the issues and opportunities that affect the study area. The input from these interviews supplemented

"Planning is bringing the future into the present so that you can do something about it now."

-Alan Lakein

▲Community members attend the third public meeting of the process.

▲Regular communication among the technical committee allowed the plan to develop smoothly.

▲ Regular public meetings were held to gather public opinion about the goals and future vision for Leander.

the feedback received directly from citizens and property owners participating in the process. The stakeholders included key personnel from city and county departments as well as representatives from a variety of interest groups including real estate developers and brokers, home owners associations, religious institutions, the school district, health department and others.

COMMUNITY MEETINGS

Community meetings were held throughout the planning process to provide an opportunity for the public to come together and learn about the project and guide development of the vision for the future of Leander. During the first meeting, residents met to learn about the project and refine the goals established by the Steering Committee. Participants also participated in a live polling exercise to set priorities and identify major issues and opportunities in Leander. The second community meeting was designed as an interactive visioning session to develop the Future Land Use element of the project and to identify strategies to realize this vision. During the third and final meeting, participants refined the Future Land Use concept and suggested ways in which the plan can be effectively implemented over time.

WEBSITE

A website, www.leandertx.mindmixer.com, was developed to create a virtual meeting experience and provide an online resource for community members.

Online Participation

- Over 1,300 individuals participated online.
- Nearly 9,000 combined views on both the city's website and the MindMixer website.
- Community members contributed over 160 ideas via the website.
- The average participant was a 43-year old, female.

COMMUNITY IDEAS

Community members contributed over 160 ideas via the website. The ideas highlighted on this page are some of the ones that received the most online "likes" from the community.

"I hope Leander will one day have bus stops all over town along with sidewalks so you don't have to drive a car to get around town so people can walk ride a bike all over town to get where they need to be along with buses to get you not just around town but to Austin and other city's nearby." -Michael F.

"We're fortunate to reside in one of the fastest growing counties in the nation, near one of the most popular cities for a wide variety of people and events, and within one of the most pro-business states in the country. Leander has received good press and high praise from the local and statewide media and people are starting to notice. The proverbial iron is hot - now we need to strike with the direct intention of forming a community we can all be proud to call home." -Joel W.

"I see Old Town Leander as a place that keeps some of the historical value we have at this location. We do not have many places in town that can be viewed as historical. Old Town will be a complement to the TOD (rail station) and should have a different feel. Should be laid out for strolling and exploring with plenty of sidewalks and connectivity to the rail station. Where possible, the old buildings should be retained and new construction should be designed to complement the existing structures. A collection of boutique restaurants, shops, residences, etc." - David S.

"Leander needs a 'hub'.... a place to walk around, eat, shop, get coffee etc. & let kids play all in 1 area. Even on a small scale, that would be huge for this area. A few restaurants, play areas and shops."

- Shannon P.

"The best decision I ever made was buying a house in Leander. Being from Austin, I naturally wanted to look for a house in the Austin area, my husband is from Leander/Cedar Park, convinced me to look at some houses in the area. Granted they were a lot more within our price range but since starting a family, I feel so comfortable walking the kids to school and how friendly the school cross guards are. When thinking about growing our family and looking somewhere else to live, I now can't imaging not living in Leander or around the area we currently live in."- April B.

"I would love to see our community grow to offer more parks, a recreation center, a hike/bike trail and pedestrian friendly streets. I would also love to see new businesses come to our community, offering a wide variety of services from restaurants to gyms to professional services. This community is changing so fast-for the better-and is growing so fast! I am very excited about the new ACC campus coming and I am encouraged by the parks planning that is happening now! Great job, city leaders and residents!" - Rebecca Z.

3. LEANDER TODAY

WHAT ARE LEANDER'S BEST OPPORTUNITIES AND MOST PRESSING ISSUES?

Chapter Three

LEANDER TODAY

Leander has experienced exceptional growth over the past two decades. From a population of 3,398 in 1990 to an estimate of 38,206 in 2015, Leander grew by 488%. The city has evolved from a small ranching community to a thriving suburban destination in Central Texas.

With this growth comes a variety of opportunities and challenges. Continued population growth will demand more housing. Additional households will boost retail spending potential in the area and drive commercial development. In addition, there will be demand for more community services such as schools, parks, and recreation facilities. New facilities for police, fire, and EMS will also be required to adequately serve the area. Similarly, infrastructure improvements will be needed to manage the demand placed on transportation and utility systems.

In order to pay for all of these community services and facilities, Leander needs to diversify its tax base. Currently, 78 percent of Leander's tax base is supported by residential property taxes. Over time, this imbalance will result in costs that exceed available funding, and meeting the needs of the residents will become increasingly difficult. Costs incurred to meet the demands of existing and future residents can be partially offset through tax revenue generated by nonresidential development. city leaders know that for Leander to capitalize on these opportunities, and maintain its appeal, it must diversify its tax base and become a destination for employers and retailers.

The recommendations provided in this plan will inform decision makers and future policies so that the city can leverage its attractive location, the availability of transit and quality of life in order to draw future residents and, just as important, additional employers and commercial businesses that will contribute additional revenue to the city's economy. The following pages summarize the benefits and opportunities in Leander today. A full report of the city's existing conditions can be found in the State of the City document found in the Appendix of this report.

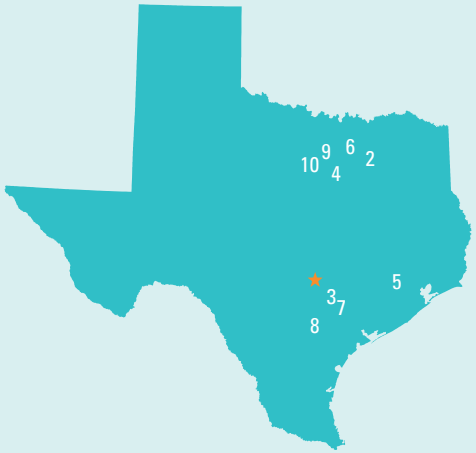
COMMUNITY COMPARISON:
POPULATION GROWTH

Texas is growing. A strong, diversified economy continues to attract people to the Lone Star State which fuels local housing markets. According to 2013 Census reports, three of the ten fastest growing metro areas in the nation are in Texas: Houston, Dallas and Austin. The following table illustrates Leander's recent population growth in comparison to other high-growth communities across the state.

COMPARATIVE CITIES GROWTH SINCE 1990

MAP REF	CITY OR TOWN	1990	2000	% CHG	2010	% CHG	2013	% CHG
★	LEANDER	3,398	7,596	124%	26,521	249%	31,717	20%
2	ROCKWALL	10,486	17,976	71%	37,490	109%	40,922	9%
3	ROUND ROCK	30,923	61,136	98%	99,887	63%	109,821	10%
4	MANSFIELD	15,607	28,031	80%	56,368	101%	60,872	8%
5	MISSOURI CITY	36,176	52,913	46%	67,358	27%	70,185	4%
6	FRISCO	6,141	33,714	449%	116,989	247%	136,791	17%
7	PFLUGERVILLE	4,444	16,335	268%	46,936	187%	53,752	15%
8	KYLE	2,225	5,314	139%	28,016	427%	31,760	13%
9	FLOWER MOUND	15,527	50,702	227%	64,669	28%	68,609	6%
10	KELLER	13,683	27,345	100%	39,627	45%	42,907	8%

SOURCE: AMERICAN COMMUNITY SURVEY 2009-2013, US CENSUS BUREAU

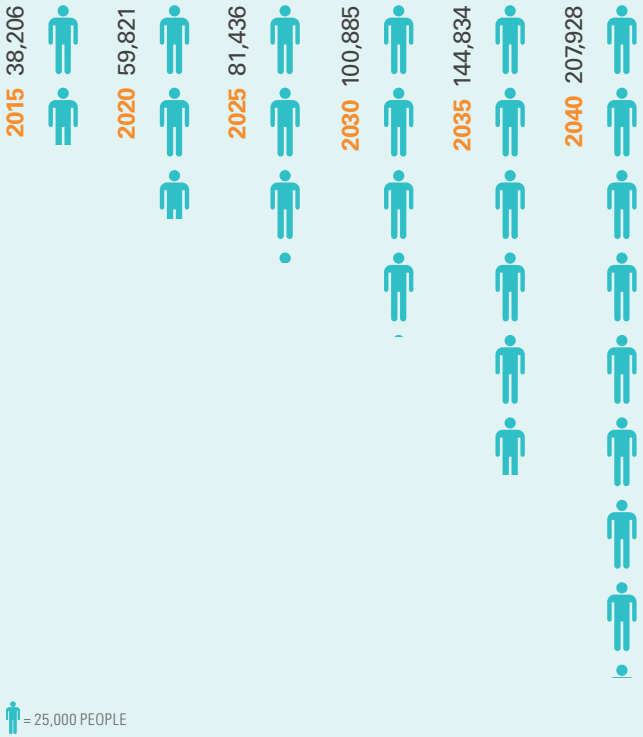


RESIDENTIAL DESTINATION

Leander will remain a place that attracts residents. The top-rated school system, housing availability and affordability and convenience to Austin and other employment centers make Leander a great choice for households looking for an easy and convenient lifestyle.

1,024%
POPULATION
INCREASE SINCE 1990

POPULATION GROWTH AND PROJECTIONS



SOURCE: US CENSUS BUREAU (PROJECTIONS ARE FOR LEANDER ETJ)

HIGH-QUALITY LIVING

HOUSING TRENDS

Demographic trends, such as the "graying" of the population, will drive demand for more housing options for seniors. In addition, generational preferences and economic conditions will continue to impact the homeownership rate in Leander. The inability to obtain a mortgage and the Millennial's inclination toward renting are two of the contributing factors to this trend. To accommodate this diversity of housing demand, Leander will need to encourage the development of a variety of housing types, including townhomes, duplexes, bungalow courts and apartments.

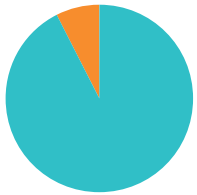
360%
INCREASE IN HOUSING UNITS
(2000-2014)

Since Leander has recently emerged as a bedroom community to Austin, the majority of its housing stock has been built since 2000.

CURRENT HOUSING MIX

7.5%
MIXED HOUSING*

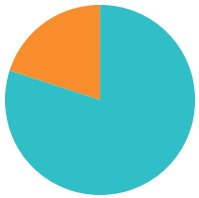
92.5%
SINGLE FAMILY HOUSING



FUTURE HOUSING MIX

20%
MIXED HOUSING*

80%
SINGLE FAMILY HOUSING



*MIXED HOUSING INCLUDES A VARIETY OF HIGHER DENSITY HOUSING TYPES INCLUDING TOWNHOMES, DUPLEXES, APARTMENTS, ETC.

ACTIVE COMMUNITY

The Leander Parks and Recreation department operates and maintains 10 parks and a variety of recreational facilities. Leander Parks and Recreation also offers a variety of recreation programs and coordinates special events.

KEY STATS

232 Acres
OF PUBLIC PARK LAND IN LEANDER

100 Acres
OF PRIVATE PARK LAND

142 Acres
OF PUBLIC GOLF COURSE CRYSTAL FALLS GOLF CLUB

HIKE & BIKE TRAILS

15 Miles
COMPLETE

140 Miles
PLANNED

SAFETY FIRST

Leander was named the
17TH SAFEST CITY IN TEXAS
(of all population sizes)
by Safe Wise!

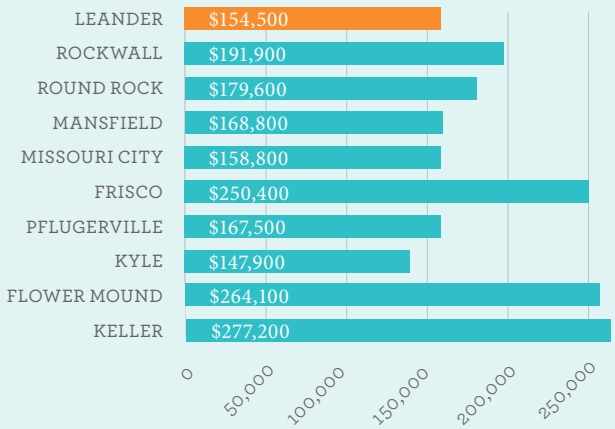
On a national level, Leander is ranked in the
TOP 100 SAFEST CITIES
in the United States.

The Leander Police Department is a full-service public safety agency that is committed to providing a wide range of community services. The Leander Fire Department is a value driven organization that is in place to protect the lives and the property of the area from fire and/or other types of disaster.

COMMUNITY COMPARISON: HOUSING

Leander offers an affordable yet high quality of living. Many residents indicated housing cost as one of the primary reasons for choosing Leander as their home. The following table illustrates median owner-occupied home value in comparison to other high-growth communities across the state.

MEDIAN OWNER-OCCUPIED HOME VALUE (2013)

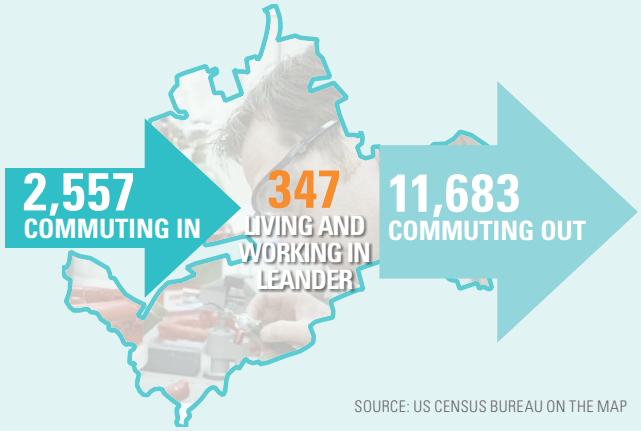


SOURCE: AMERICAN COMMUNITY SURVEY 2009-2013

EMPLOYMENT DESTINATION

The majority of Leander residents, 97%, commute outside of the City for work. In addition, the city's job to housing ratio is the lowest among neighboring jurisdictions.

More local employment options would not only provide jobs for residents and increase the non-residential tax base but also result in reduced vehicle-miles-traveled, fewer air pollution emissions, lower costs to businesses and commuters, lower public expenditures on facilities and services, and a higher quality of life.



SOURCE: US CENSUS BUREAU ON THE MAP

The City of Leander has a 0.3 jobs/housing unit ratio. Comparatively, Williamson County has a 0.76 jobs/housing unit ratio, and the City of Austin reported a ratio of 1.7. A ratio of 1.0 jobs per household is a target for suburban markets.

ECONOMIC OPPORTUNITY

RETAIL GROWTH POTENTIAL

More people living and working in Leander results in a day-time population that would also support retail and commercial business. According to the Retail Coach 2013 Primary Retail Trade Area Gap Analysis, Leander loses potential sales in a variety of categories including the following:

-$13.5 Million HARDWARE STORES	**-$3.3 Million** DRINKING PLACES
-$3.7 Million SPORTING GOODS, BICYCLE AND GUNS STORES	**-$38 Million** GROCERY STORES
-$88 Million RESTAURANTS	**-$76 Million** GENERAL MERCHANDISE STORES

CONVENIENT ACCESS TO TRANSIT

The Red Line Rail service along with the three CapMetro bus routes currently comprise the existing transit in the City of Leander. CapMetro bus service provides weekday-only service on the following three routes (two express and one direct):

- 983-N US183 EXPRESS
  Connects Leander with the University of Texas and Downtown Austin.

- 985-LEANDER/LAKELINE DIRECT
  Connects Leander with East Riverside /Travis Heights, downtown Austin, University of Texas and Lakeline Mall.

- 987-LEANDER/NW EXPRESS
  Connects Leander with East Riverside /Travis Heights, University of Texas, downtown Austin and Lakeline Mall.

AVERAGE DAILY RIDERS FALL 2014 SERVICE PERIOD

Route	Service	Riders
983	Express	600
985	Express	167
987	Express	337
550	Rail	3,175
	Total	4,279

FALL SERVICE PERIOD COVERS MID-AUGUST - MID-JANUARY. CAPMETRO RIDERSHIP, 2014

EDUCATIONAL DESTINATION

Leander is a destination because of its schools. In 1855, Leander opened the first school in the area. The planned Austin Community College (ACC) will build on this history and continue the tradition of learning in the community.

ACC CAMPUS

The 100-acre Campus of ACC is projected to open in Leander in 2017, bringing more than 2,000 STUDENTS and 500 FACULTY and staff members to the city.

LEANDER ISD STATS AND FACTS

- 10th Fastest Growing School District in Texas
- Low Economically Disadvantaged population (18.9%) [59.8% in Texas]
- Leander ISD ranked 3rd in Texas High STAAR passage rate (83.3%) [71.8% in Texas]
- 53% of Leander 8th Graders are considered college-ready according to a national College Board Assessment. 25% is the national average.
- 15:1 Students/Teachers
- $7,118 spent per student ($7,127 statewide average)

4. LEANDER TOMORROW

WHAT'S THE VISION FOR THE FUTURE OF LEANDER?

Chapter Four

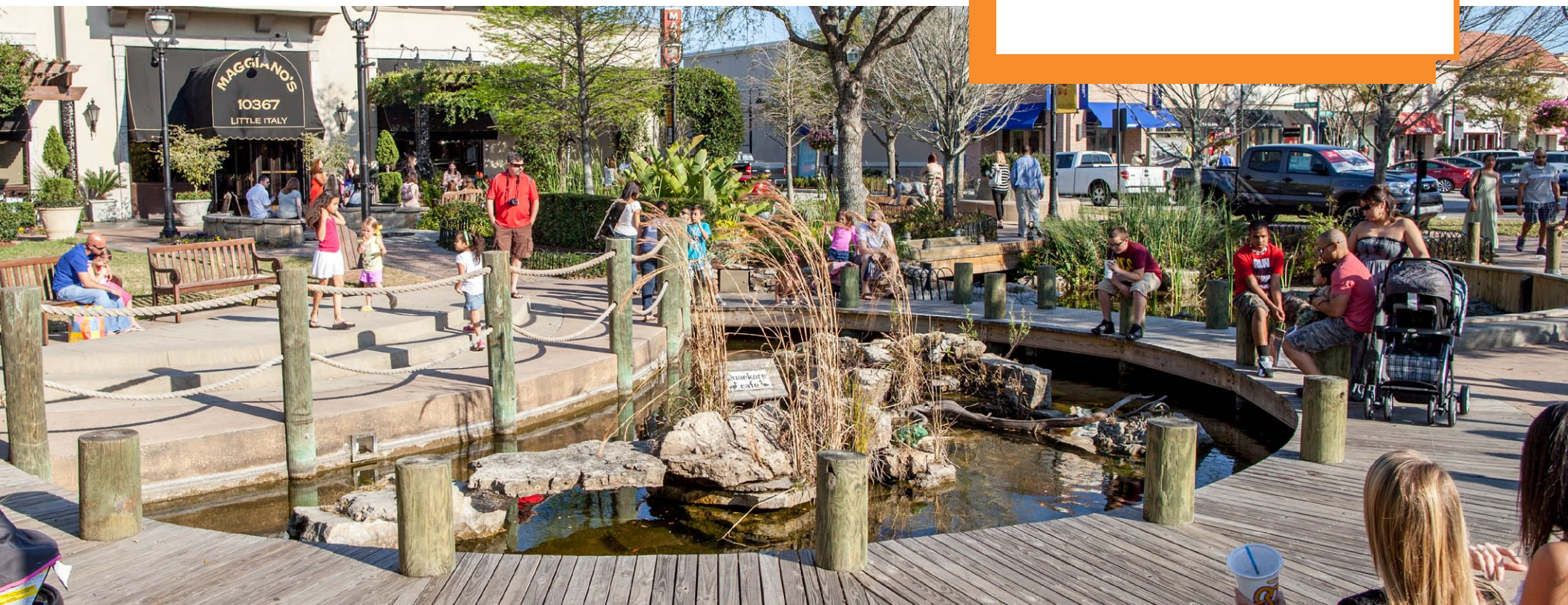
LEANDER TOMORROW

Destination Leander is a policy document intended to guide development of the city to desired, community-supported outcomes. By defining a direction forward, public investment decisions can be better informed and result in opportunities that will improve Leander's quality of life and competitive position in the region, and stimulate subsequent private-sector investment.

This section outlines the vision, goals, future land use and transportation policies that will help shape the physical development of the city over the next 20 years.

Vision for Leander

The community of Leander envisions a future where the city will continue to grow and prosper in a way that promotes a high quality of life, builds an identity through a diversity of experiences and destinations and ensures that all Leander residents have access to a variety of housing, transportation and employment options.



GOALS

This vision is supported by a set of interrelated goals. Each goal addresses a variety of elements that are typical of a comprehensive planning process. For example, for Leander to work towards the goal of becoming a destination for employers, numerous elements such as economic development, mobility, utilities and facilities, etc., have to work in concert.

GOAL	LAND USE	MOBILITY	UTILITIES	CONSERVATION/ ENVIRONMENTAL RESOURCES	RECREATION	HOUSING	PUBLIC SERVICES/ SAFETY	ECONOMIC DEVELOPMENT	HEALTH AND HUMAN SERVICES
Provide a balanced mix of complementary uses that support a strong and diverse tax base.	◆			◆		◆		◆	
Position Leander as a destination for employers.	◆	◆	◆			◆		◆	
Prepare Leander as a destination for education.	◆	◆	◆			◆	◆	◆	◆
Promote Old Town as a civic and cultural destination.	◆	◆		◆	◆	◆		◆	◆
Promote the Transit Oriented Development (TOD) as an urban destination within a suburban community.	◆	◆	◆		◆	◆		◆	◆

GOAL	LAND USE	MOBILITY	UTILITIES	CONSERVATION/ ENVIRONMENTAL RESOURCES	RECREATION	HOUSING	PUBLIC SERVICES/ SAFETY	ECONOMIC DEVELOPMENT	HEALTH AND HUMAN SERVICES
Enhance Leander's public spaces to create and link destinations.	◆	◆		◆	◆		◆	◆	◆
Connect destinations.	◆	◆	◆		◆		◆	◆	◆
Create strong neighborhoods with a variety of housing choices.	◆	◆	◆			◆		◆	
Foster civic pride.	◆	◆	◆	◆	◆	◆	◆	◆	◆
Continue to expand infrastructure to serve Leander residents.	◆		◆					◆	◆
Continue to provide premium public safety services to Leander residents.							◆	◆	◆

LAND USE POLICIES

Provide a balanced mix of complementary uses that support a strong and diverse tax base.

Encourage a range of housing types at a variety of price points.

Focus commercial growth in Activity, Community and Neighborhood Centers.

Direct highest concentrations of land use intensity and mix within the TOD.

Consider both the land use pattern and roadway design in the development and redevelopment of corridors.

Direct job-generating uses to the Employment Mixed Use and Industrial areas.

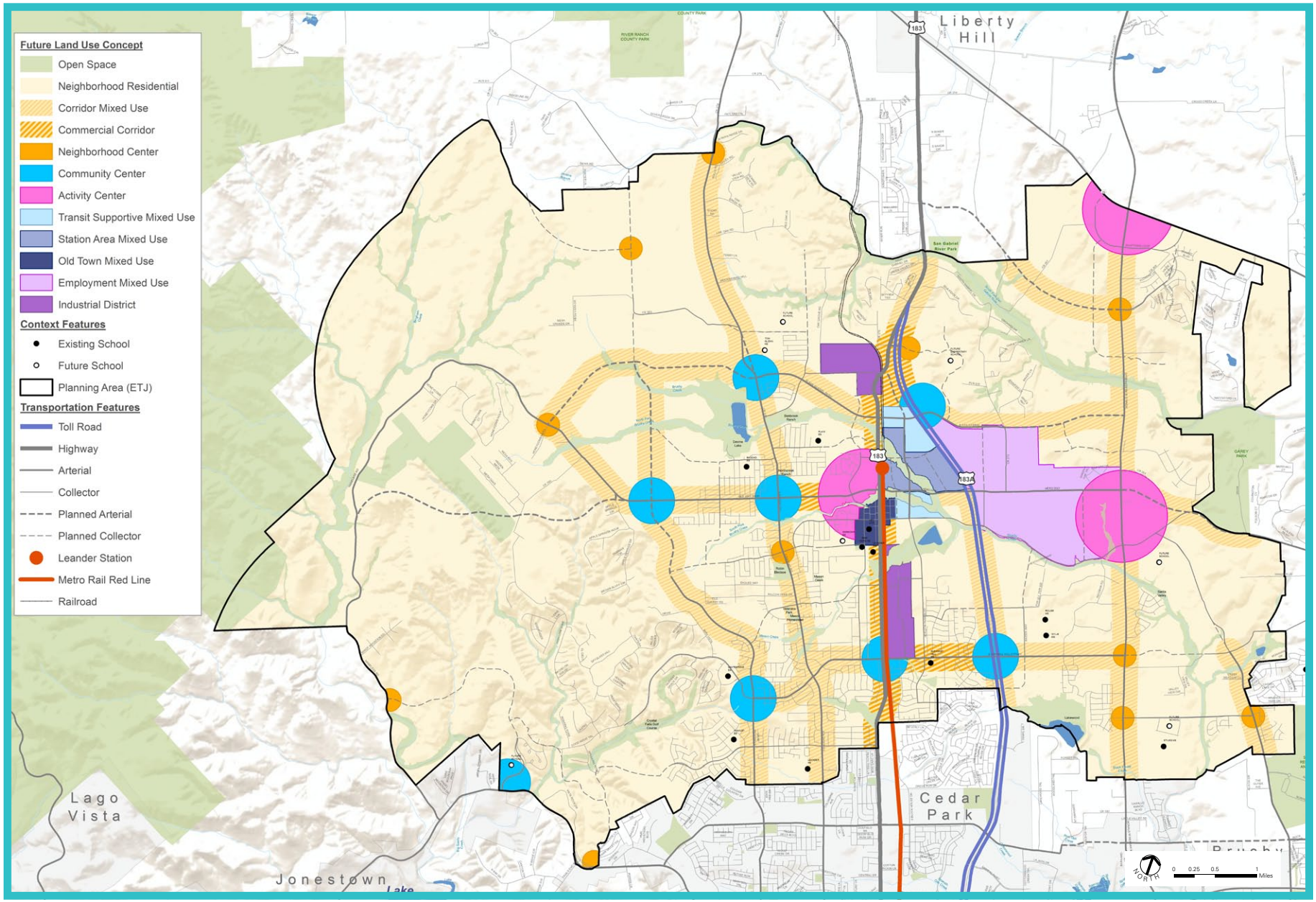
Encourage development that creates a sense of place through architectural design and landscaping.

THE FUTURE LAND USE PLAN

The Leander Future Land Use Plan (Map 2) is a conceptual representation of the development pattern leaders and citizens of Leander envision for the future of the study area. The map is descriptive, not prescriptive, conveying the community's desires for the future and the flexibility needed to respond to market opportunities over the next two decades. It was developed with the community's goals in mind.

There are 12 land use categories illustrated on the map. Each land use category is intended to indicate a predominant land use—or set of uses—as well as other features that define the character of development in connection with the category. A brief description of each category is provided below. Each description is consistent with the ideas and vision the community has for the future development pattern. These descriptions do not propose a change to existing development within each category; instead, they suggest an appropriate direction moving forward and describe the qualities to be embodied by new development and redevelopment.

Map 2: Future Land Use Plan



Texas Local Government Code Section 213.005: "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries."

This map has been produced by the City of Leander for informational purposes only. No warranty is made by the City regarding completeness or accuracy, please refer to the official ordinance for zoning verification. This data should not be construed as a legal description or survey instrument. No responsibility is assumed for damages or other liabilities due to the accuracy, availability, completeness, use or misuse of the information herein provided.

THE MISSING MIDDLE

The Missing Middle is a range of housing types compatible in scale with single-family homes that help meet the growing demand for walkable living. As Leander grows, it will need to provide this range of housing within its neighborhoods to accommodate an increasingly diverse population.

side-by-side duplex

stacked duplex

quadplex

carriage house

bungalow court

townhomes

live/work units

apartments

For more information:
www.missingmiddlehousing.com
Source: Opticos Design, Inc.

NEIGHBORHOOD RESIDENTIAL

Neighborhood Residential is intended to accommodate a variety of housing types. The density and mix of housing types is dependent on a number of suitability factors including environmental constraints (such as steep topography and floodplain), the availability of sewer infrastructure, proximity to neighborhood and community centers, existing and planned parks and recreation sites, schools, and the road network. A suitability analysis was conducted to further understand the type and scale of residential appropriate in different areas of the city. A copy of this analysis, titled *Land Suitability Map*, is located in Appendix A of this document.

- Low-density, single-family detached residential development is appropriate in areas with steep topography, floodplain or other natural features. This includes areas within the Lower Colorado River Basin that is marked by steeper slopes and subject to strict regulations on wastewater discharge. Residential areas in the Lower Colorado River Basin should have larger lots if dependent on septic systems. If access to a public or private sewer systems is available, then a clustered development pattern is ideal in order to maintain views and reduce the need for mass grading.

- Areas that are relatively flat and where sewer systems exist or extensions are feasible will be of medium density. This includes the Brushy Creek Basin and most of the San Gabriel River Basin within the Planning Area. New development may consist of a variety of single-family detached and attached units but should be compatible with adjacent existing neighborhoods. Significant natural features, such as stands of mature forest, floodplains and areas critical to infiltration for groundwater supply should be preserved as open space. Lot size, setbacks, and frontage requirements should be flexible to allow for clustering and maximize the ability to achieve context sensitive design.

- Areas located proximate (within 1/2 mile) to identified neighborhood and community centers and roads with sufficient capacity and connectivity will provide for higher density residential. Single-family of all types, townhomes, duplexes and quadplexes are appropriate in these areas. Apartment complexes are most appropriate within the TOD or in an Activity Center. Neighborhoods should provide street and trail connections to each other and to neighborhood and community center nodes.

COMPATIBLE ZONING USE COMPONENTS: SFR, SFE, SFS, SFU, SFC, SFL, SFT, TF, PUD

Three Types of Centers:

- Neighborhood
- Community
- Activity

CENTERS

Centers are destinations within the community. They are concentrated mixed-use areas that contain a diverse mix of commercial, office, institutional and residential uses designed in a walkable, pedestrian-oriented form. A mixture of uses activates streets, creates places people want to be, and provides opportunities for safe walking and biking. They are or will be located near concentrations of existing or planned residential neighborhoods, and in areas with access to major roadways and utilities. The highest intensity uses should be located at the intersections of major streets. Such uses should be discouraged from "midblock" locations where it is more difficult to distribute traffic flows.

Centers are an efficient alternative to conventional development. They create walkable environments, reduce sprawl and increase efficiency in delivering basic urban services. These areas provide residents choices, leading to a more resilient community to live, work, and play.

Key characteristics of centers include an interconnected street system that provides access to shopping, services, housing and amenities, and a well-connected pedestrian and bicycle network. Centers should create a "park once" environment.

Where possible, new commercial buildings should be oriented to activate streets; parking should be placed to the rear or side of the structure. Driveways should be consolidated and parking lots should be connected.

Centers should be seamlessly connected to adjacent neighborhoods with an appropriate transition of uses and buildings types that are compatible with single-family residential. Parks and community open spaces should be integrated and connected by a network of sidewalks and greenways. Each center should evoke a sense of place and have elements that contribute to a cohesive identity such as consistent architecture, landscaping and signage.

There are three types of centers defined for Leander: neighborhood, community and activity. Each type varies in size, the intensity and mixture of uses, and service trade area. Centers are illustrated as circles on the Future Land Use Map. This illustration is representative and not to be interpreted literally. The market should determine the ultimate size of the center. A service trade area analysis was conducted to further the city's understanding of the appropriate location and scale of the centers throughout the community. A copy of this analysis, titled *Commercial Center Services Areas*, is located in Appendix A of this document.

NEIGHBORHOOD CENTER

Neighborhood Centers are the smallest of the three types of Centers. They typically serve a local population and provide a few daily convenience uses and personal services to surrounding neighborhoods, such as corner markets, day care centers, dry cleaners and salons. Neighborhood Centers should be walkable and well-connected to existing and planned neighborhoods.

Size: Neighborhood Centers typically have fewer than 30,000 square feet of commercial uses and serve the immediate surrounding neighborhoods.

Typical Uses: Retail and service-oriented businesses; small professional offices; small-lot single-family, townhouses, duplexes and quadplexes; churches, gyms, child care centers, and other civic and institutional uses; parks and public spaces.

Targets: 45% Residential, 55% Non-residential

Compatible Zoning Use Components: LC*, LO*, TF, SFT, SFL, PUD

*LC and LO is only appropriate at intersections.

*Diagrams are for illustrative purposes only

COMMUNITY CENTER

Community Centers also provide the same uses and services offered by a Neighborhood Center. Additionally, Community Centers include uses that are demanded less frequently than daily, and are typically anchored by grocery stores. Community Centers should have an internal network of streets and promote walkability within the Center.

Size: Compared to Neighborhood Centers, Community Centers serve a larger population and typically have service areas up to one mile and include up to 125,000 square feet of commercial space.

Typical Uses: Community-serving commercial uses (grocery stores, restaurants and services); small professional offices; small-lot single-family, townhomes, duplexes, quadplexes; parks and public spaces.

Targets: 45% Residential, 55% Non-residential

Compatible Zoning Use Components: GC, LC, LO, TF, SFT, SFL, PUD

*Diagrams are for illustrative purposes only

ACTIVITY CENTER

Activity Centers are the shopping destinations within the community. They provide a wide range of commercial uses including restaurants and a mixture of big box (i.e., Target, Best Buy) and junior retail anchors (i.e., Ulta, PetSmart). Activity Centers should also be developed along an internal network of streets. Parking requirements should maximize land efficiency while encouraging pedestrian-oriented design.

Size: Compared to Neighborhood and Community Centers, Activity Centers serve a larger population, typically have a service area radius of up to six miles, and include up to 400,000 square feet of commercial space.

Typical Uses: Region-serving commercial uses (big box retailers, restaurants, entertainment facilities and services); office; townhomes, apartments; institutional uses; civic uses, such as libraries or recreation facilities; parks and public spaces.

Targets: 45% Residential, 55% Non-residential

Compatible Zoning Use Components: GC, LC, LO, MF, TF, SFT, PUD

*Diagrams are for illustrative purposes only

Two Types of Corridors

- Commercial
- Mixed Use

CORRIDORS

Corridors are the areas between centers that support a broad range of uses and activities, including retail, offices, residential and institutional. Compared to other areas, corridors are critical both to the mobility and livability of a city. They serve as the major links between destinations within a community. As corridors develop and redevelop over time the land use pattern and roadway design should be planned together and reinforce each other.

Since corridors serve as the major gateways into Leander, special attention should be paid to the aesthetics, access and uses of these areas as redevelopment or development occurs. Landscaping, streetscaping and signage, including wayfinding, should create a cohesive identity along the corridor. New commercial buildings should be oriented to the street; parking should be placed to the rear or side of the structure. New development should avoid fronting the "service side" of commercial buildings as well as the "backs" of residential developments along corridors or appropriately screen these areas. Driveways should be consolidated and parking lots should be connected.

This category distinguishes between two types of corridors: Commercial and Mixed Use. Commercial Corridors are areas of existing strip retail development (i.e., US 183, Old 2243 West and Crystal Falls Parkway). Mixed Use Corridors are areas along roadways not yet built-out that could accommodate a mixture of lower intensity uses (i.e., Lakeline Boulevard, Ronald Reagan Boulevard and San Gabriel Parkway).

ACCESS MANAGEMENT

Key to successful corridor development and redevelopment is integrated land use and transportation planning. Access management is one strategy that address both mobility and development along a corridor.

Access management is the process of coordinating, planning, designing and implementing land use and transportation strategies so that the flow of traffic between the road and the surrounding land is efficient and safe.

No Access Management

183 between Leander Middle School and FM 2243

Access Management

183 at Gateway at Leander

To increase roadway capacity and make corridors safer and more efficient, corridor development and redevelopment plans must take every opportunity to implement driveway consolidation, side-street access to properties, use of rear alleys for access and loading, appropriate signal controls and signage, and restriction and control of left-turn movements.

COMMERCIAL CORRIDOR

The purpose of the Commercial Corridor designation is to allow for additional commercial development along corridors already devoted to primarily commercial and office uses.

Application: All land within approximately 500 feet of the outer edge of the right-of-way (typically one block deep) should be considered a part of the corridor.

Typical Uses: A variety of medium-intensity uses including general businesses and services, offices, restaurants, retail, professional and medical services, light industrial, flex space, storage and even some limited residential uses.

Design Standards:

- Minimize driveways on corridor
- Connect parking lots
- Screen parking from view
- Architecturally integrated signage
- Sidewalks and street trees

Compatible Zoning Use Components: GC, LC, LO, PUD

MIXED USE CORRIDOR

Areas along arterials between Centers that have available land should be developed to preserve the integrity of the corridor and maintain mobility.

Application: All land within approximately 500 feet of the outer edge of the right-of-way (typically one block deep) should be considered a part of the corridor.

Typical Uses: A variety of residential types, such as small-lot single-family, townhomes, duplexes and quadplexes, civic and institutional uses (schools and places of worship) and small professional offices that complement residential development. Limited neighborhood-serving commercial uses and higher-density residential are appropriate at intersections.

Design Standards:

- Limited parking between corridors and buildings
- Consistent landscaping and lighting
- Pedestrian-friendly development
- Low, monument style signage
- Transit-ready

Compatible Zoning Use Components: LC*,LO, TF, SFT, SFL, PUD

*LC is only appropriate at intersections

CORRIDORS & CENTERS

Centers are destinations within the community. They are concentrated mixed-use areas that contain a diverse mix of commercial, office, institutional and residential uses designed in a walkable, pedestrian-oriented form. Corridors are the areas between centers that also support a broad range of uses and activities.

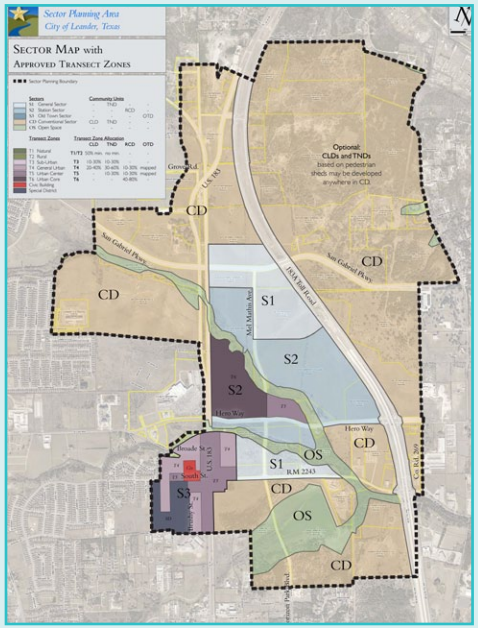
As Leander continues to grow and develop, the highest intensity commercial uses should be focused in its Centers with lower intensity uses along its Corridors.

The following example of this development pattern is from neighboring Avery Ranch.

CITY OF LEANDER
SMART CODE

The City of Leander recently completed a major update to the land development regulations known as the SmartCode.

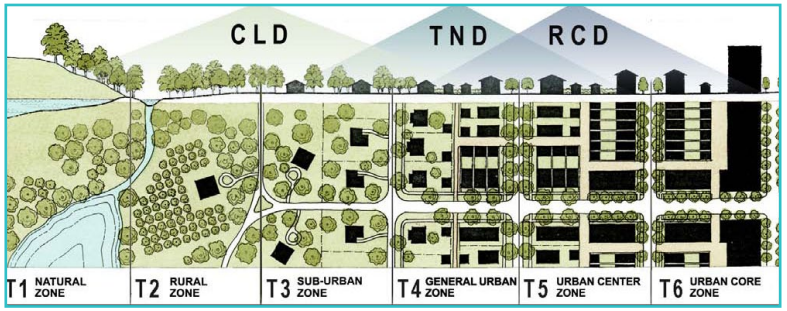
The SmartCode governs the development of land within the Transit Oriented Development (TOD) District. It includes standards for the mix of uses, types and orientation of buildings, design of streets, location of parks and open spaces and architectural standards for each Transect Zone. It's primary focus is on the appropriate urban form based upon the intensity of land use. The land use categories described in this section support the intent and vision of the SmartCode in guiding growth and development in the TOD District.



For more information on Leander's SmartCode please visit the City's website at www.leandertx.gov.

TRANSIT ORIENTED DEVELOPMENT (TOD) DISTRICT

The TOD District is the area in the northeast quadrant of the city, including Old Town, the Station Area and the Transit Supportive Area. Development within each of these areas is governed by the Leander Smart Code. In the SmartCode, emphasis is placed on the location and public interface of development, i.e. "form", rather than the use of the property. The SmartCode is based upon New Urbanism principals designed to create traditional pedestrian-oriented communities with neighborhoods and town centers with a mix and integration of residential, commercial and retail uses. The transect from the adopted SmartCode is illustrated below.



▲ Leander SmartCode Transect

OLD TOWN MIXED USE

This land use category is intended to enhance and reestablish the historic character of Old Town Leander. Development within Old Town should promote the revitalization and adaptive reuse, where appropriate, of existing historic structures. Infill development should complement the existing historic fabric of Old Town. A mix of uses, including office, retail and restaurants, should complement existing civic uses along North Brushy Street. Key to the success of Old Town is encouraging people to live in the immediate area. Therefore, a variety of housing types, including higher density residential, is appropriate, provided the scale of new development is compatible with existing development in Old Town. In addition, Old Town should be extremely walkable, providing for safe and convenient pedestrian access throughout the area.

STATION AREA MIXED USE

The area considered Station Area Mixed Use is within approximately a half-mile of Leander Station. This area can support substantial mixed use development because of its proximity to existing regional thoroughfares and transit. Multi-story mixed use with retail, service, and/or restaurant uses on the ground floor should be oriented to the station. If one-story commercial buildings are present, they should be roughly equivalent in height to a two-story building or have false fronts to help hold the "outdoor room" of the street space. This category also provides several of the more urban dwelling types, including single-family, attached units, townhomes, apartments, and, in the center, mixed-use buildings such as live-work units and apartments over commercial. Station Area Mixed Use should simultaneously achieve a compact, walkable form of development while also providing the amount of parking projected for residents, workers, visitors and park-n-ride commuters. Public gathering spaces of varying sizes are desired. Block sizes and street types should facilitate safe pedestrian and bicycle movement, especially near the station.

TRANSIT SUPPORTIVE MIXED USE

The Transit Supportive Mixed Use area supports a variety of uses oriented to the Station Area. Residential uses including small-lot, single-family attached and detached residential units, townhomes, and some small-scale, multi-family units should be integrated into this area. The higher-density residential development should be encouraged, particularly proximate to the Station Area. Convenience retail, small office, neighborhood service and civic uses are also appropriate in the Transit Supportive Mixed Use area.

EMPLOYMENT AREAS

EMPLOYMENT MIXED USE

Employment Mixed Use is an area intended to accommodate a mix of light industrial, office, retail and service uses. It should complement these other mixed use areas by providing opportunities for large-footprint, single-tenant buildings that accommodate large numbers of employees but are inappropriately scaled for the walkable environments intended for Station Area Mixed Use and Transit Supportive Mixed Use Areas. With convenient access to 183A and Leander Station, and served by adequate utility service, this area is envisioned as the focus of economic development efforts to attract desirable employment and commercial uses to increase the city's tax base. In order to be competitive, and as an alternative to conventional business park development of past decades, this employment-focused, mixed use area should be developed in accordance with contemporary land use and design principles. Commercial and retail uses should be located at the intersection of major roadways, higher-density housing types along a network of internal streets and office and business park uses in a campus-like setting. An interconnected street system and well connected pedestrian and bicycle network should provide access within and between all uses.

COMPATIBLE ZONING USE COMPONENTS:
GC, LC, LO, MF, TF, SFT, HC, PUD

INDUSTRIAL

The Industrial District land use category is intended to be located in close proximity to major transportation systems, including highways, tollways, railroads, etc. These areas are intended for industrial and employment land uses that may generate traffic and noise. These uses are important for the city's economic development, and should be protected to avoid encroachment by incompatible use issues while aiding existing businesses expansion. Industrial uses should be developed with attention to aesthetics through the provision of landscaping along street frontages, screening of outdoor storage and assembly areas, and high-quality design and materials where buildings are visible from roadways or adjacent residential development areas.

COMPATIBLE ZONING USE COMPONENTS: HC, HI, PUD

TRANSPORTATION POLICIES

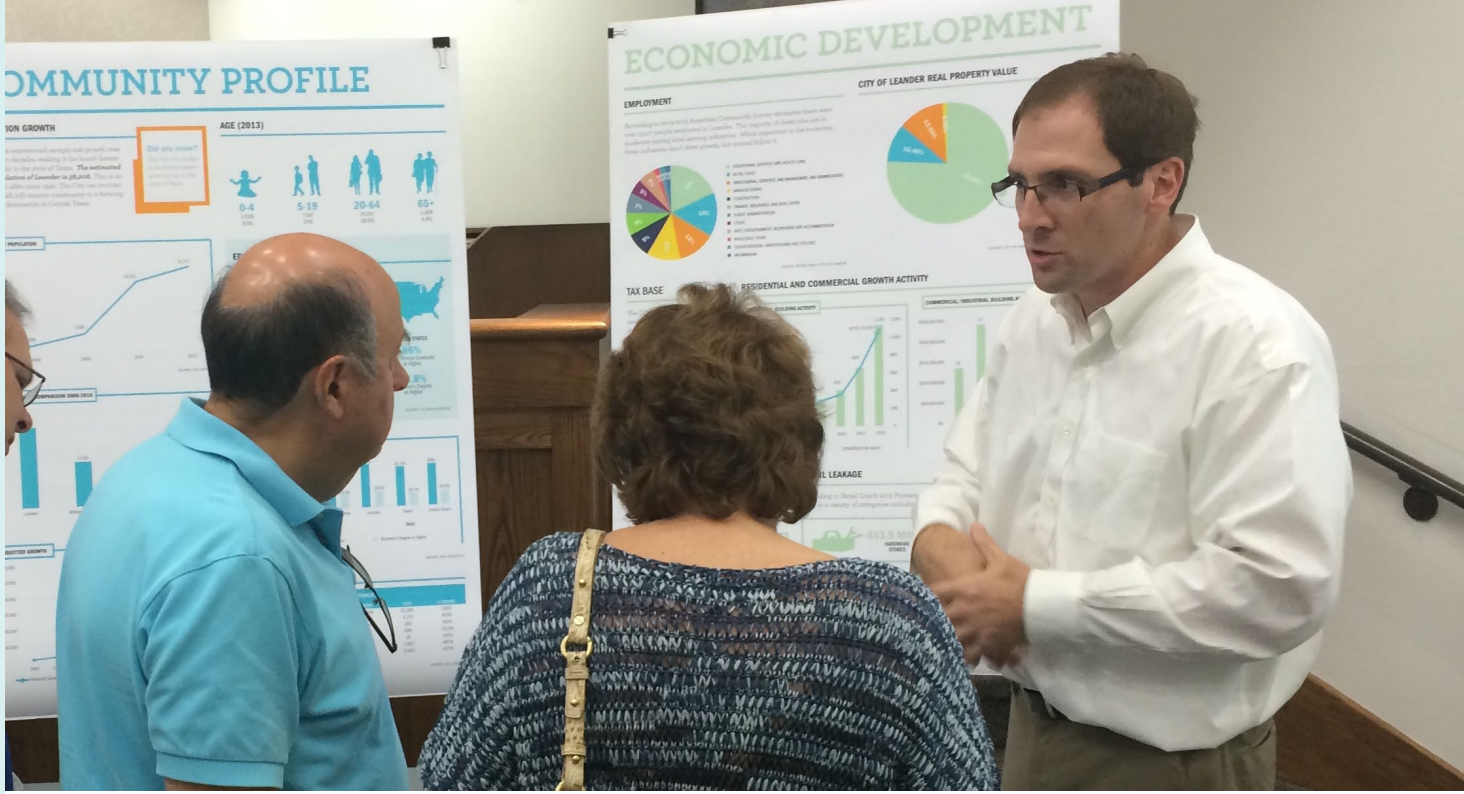
Ensure that the roadway network is consistent with current and future growth.

Land use and development should be taken into account when planning functional classifications and roadway design.

During every new roadway project, ensure that the entire right-of-way is planned, designed, constructed, operated, and maintained to provide safe access for all users.

Apply access management concepts along corridors to improve safety and mobility.

Provide a safe and interconnected network of hike and bike trails throughout the community with connections to parks, neighborhoods, schools, the TOD and centers.

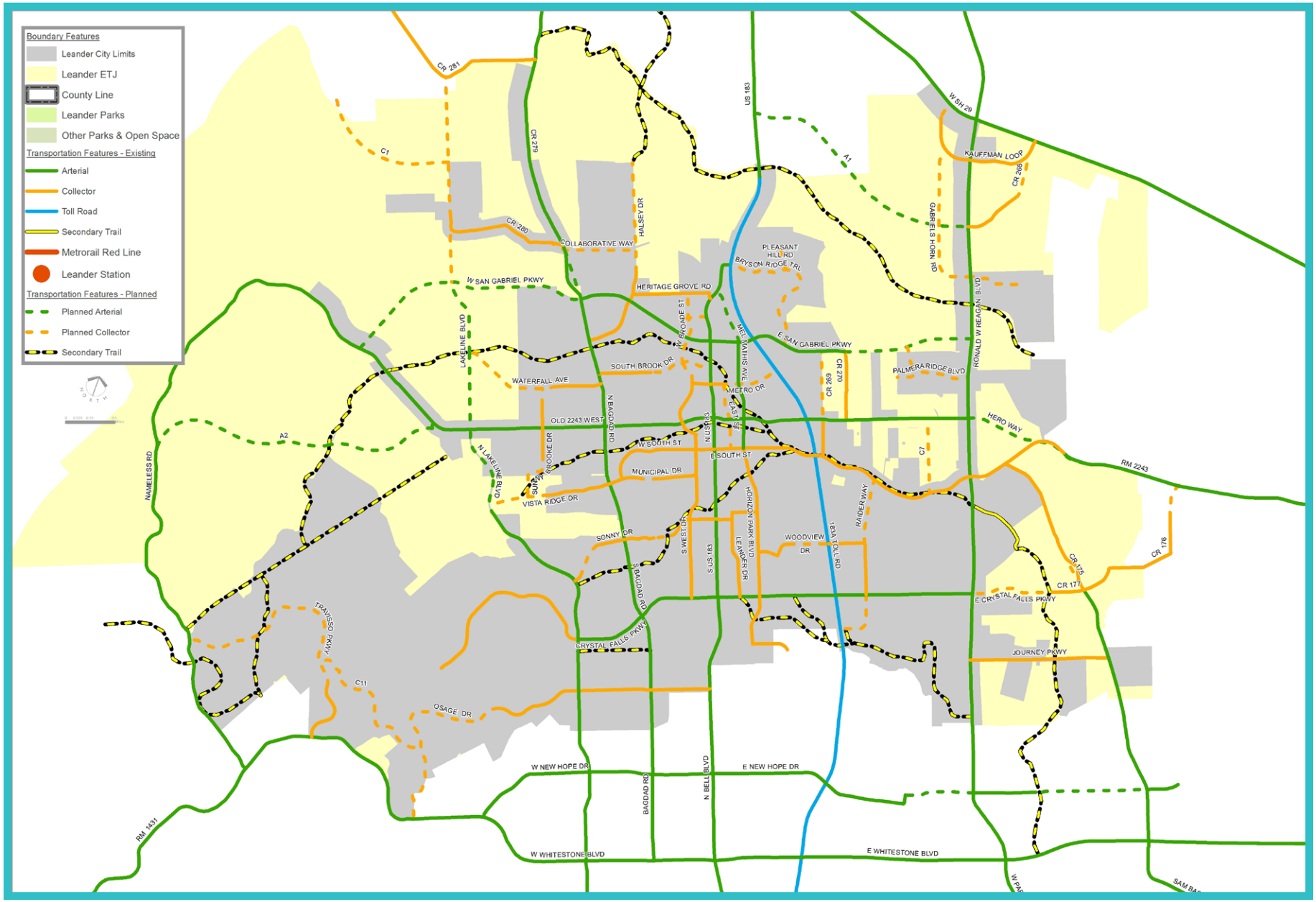


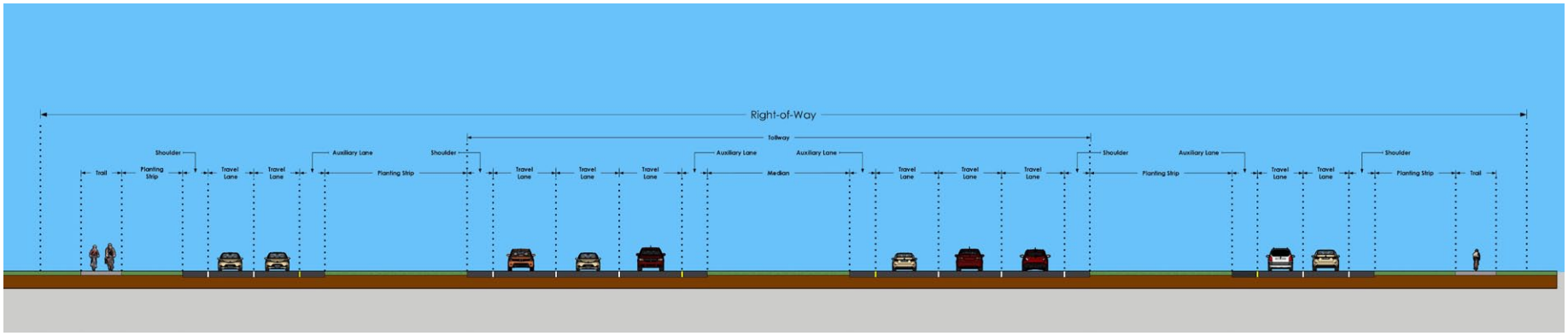
THE TRANSPORTATION PLAN

Traditionally, suburban communities have relied on their neighboring urban center for most jobs, service, and entertainment needs, and their priorities included maintaining or improving access between the community and the urban center. The City of Leander is now looking to transform beyond a bedroom community into a sustainable and attractive place to live, work, and play. The key to help achieve this vision is to develop a high quality multimodal transportation network that complements the overall community character and provides local accessibility and livability to its residents and visitors.

To develop a successful multimodal transportation network, the City of Leander must take into account important concepts such as land use and appropriate functional classifications when planning its roads and highways. Transportation and land use are inevitably interconnected. The specific use of the land impacts a city's transportation facilities and modes of travel, and vice versa. Improved integration of land use and transportation planning can reduce the need for roadway expansion and enhance the quality of life in a community.

Map 3: Existing Transportation Plan





▲Toll Roads Cross Section

FUNCTIONAL CLASSIFICATION

The concept of functionally classifying the roads within a network provides guidance for future development and suggests that the idea of a complete system consists of a mixture of roadway types. The functional classification system is a hierarchical organization of streets and highways that facilitate the safe and efficient operation of vehicles along different types of facilities. The functional roadway system facilitates a progressive transition in the flow of traffic from roads that focus on movement to those that provide access. The classification designation assists in selecting the appropriate roadway widths, design speeds, intersection features (stop controlled or traffic signal), and other design features. Freeway and arterial facilities are at one end of the classification system, primarily providing the function of moving vehicles. Collector and residential streets are at the opposite end of the spectrum, providing access to property. To enable streets and highways to accomplish their intended function, the planning and design of the facilities should consider design elements that support the intended functions. Descriptions of the various roadway functional types and related planning and design considerations are provided in the following sections.

TOLL ROADS

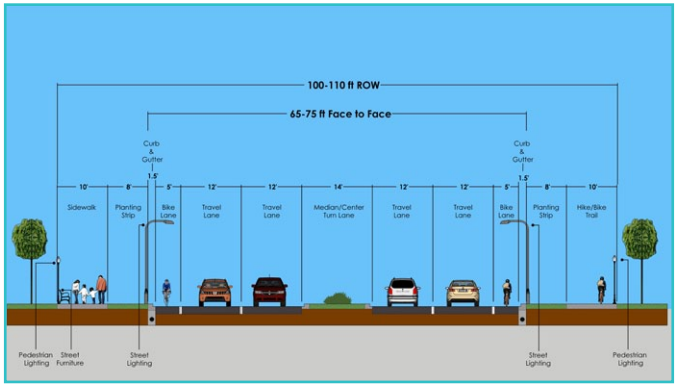
Toll Roads are access controlled roadways whose primary function is to provide for the rapid and efficient movement of large volumes of traffic between regions and within one region. Direct access to abutting property is not an intended function of these facilities. Design characteristics support the function of traffic movement by providing multiple travel lanes, a high degree of access control, and limited or no at-grade intersections.

ARTERIALS

Arterials primarily provide for traffic movement, with a minor function of providing direct access to abutting property. Arterials typically serve as connections between major traffic generators and land use concentrations, and facilitate large volumes of through traffic traveling across a community. Because direct access to abutting property is a secondary function of arterial streets, access should be carefully managed to avoid adverse impacts traffic flow on these facilities.

Streetscape Design Elements:

- Four travel lanes
- Center turn lane or raised medians with turn pockets where appropriate
- Minimal driveway cuts
- Bulbouts/pedestrian refuges at some intersections to reduce the crossing distance for pedestrians
- On-road bicycle accomodations
- Landscaped planting strip
- Transit accommodation (pull-outs for bus stops and/or u-turns)



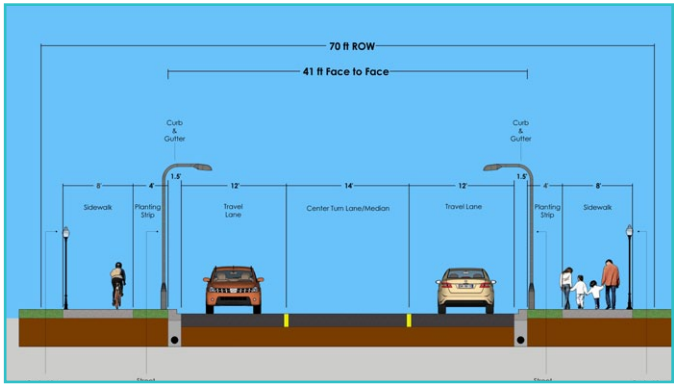
▲ Arterial Cross Section (for illustrative purposes only)

COLLECTORS

Collector streets provide for a balance of traffic movement and property access functions. Traffic movement is often internal to localized areas, with collectors connecting residential neighborhoods, parks, churches, etc with the arterial system and commercial areas. These streets tend to carry a high volume of traffic over a much shorter distance while providing for land access. As compared to arterial streets, collectors accommodate smaller traffic volumes over shorter distances. There are three basic types of collectors: Residential (R), Neighborhood (N) and Commercial (C).

Streetscape Design Elements:

- Two travel lanes
- Center turn lane or raised medians with turn pockets where appropriate
- Bulbouts/pedestrian refuges at some intersections to reduce the crossing distance for pedestrians (C)
- Sidewalks
- On-street parking (R, N)
- On-street bike accomodations (R, N)
- Landscaped planting strip
- Possible transit accommodation



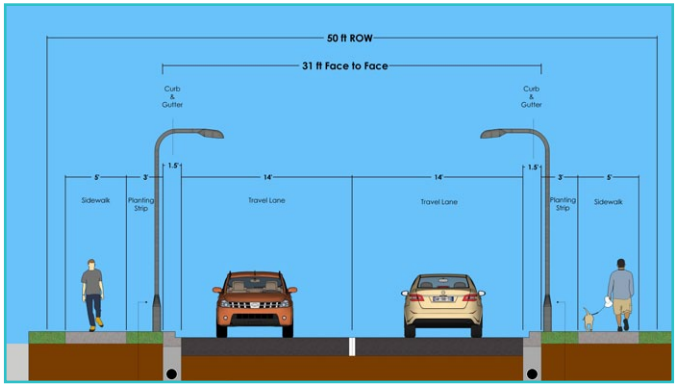
▲Commercial Collector Cross Section (for illustrative purposes only)

RESIDENTIAL

Residential streets are typically all other streets within the City of Leander that are not listed in any of the other descriptions. These streets provide access to adjoining residential land uses and distribute traffic to the surrounding roadway network. The character of residential streets can change from neighborhood to neighborhood. It should be noted that the roadways are not entirely for vehicular movement. They traditionally have a pedestrian and bicycle component in addition to vehicles.

Streetscape Design Elements:

- Two travel lanes
- On-street parking
- Sidewalk
- On-street bike accomodations
- Landscaped planting strip
- Possible transit accommodation



▲ Residential Cross Section (for illustrative purposes only)

PEDESTRIAN AND BICYCLE FACILITIES

There is a growing demand for access to active transportation facilities (pedestrian and bicycle accomodations) on the City's roadways. The majority of non-work based vehicle trips are relatively short. Safe routes to walk, jog and bike are key to providing viable transportation options and are increasingly seen as amenities that contribute to quality of life. Creating an interconnected system of sidewalks and bike facilities that compliments a roadway system and connects destinations is key to creating a healthy, vibrant City.

COMPLETE STREETS

Complete Streets are necessary to accomodate all potential users in the roadway realm. The roadway was once just considered the vehicular travel lanes from curb line to curb line. The introduction of the Complete Street encompasses all potential users within the right-of-way. This includes bicyclists, pedestrians, walkers/joggers, and ADA needs in addition to the automobile user. There are a number of different design elements that are included within the Complete Streets concept. There are some overlaps for each of the cross-sections and design elements, but in general, all the complete street encompassing details are outlined below:

- Travel Lanes – The travel lanes are the areas designated for use by motor vehicles. They are the primary component within the travel way. Depending on the roadway functional classification and location within the community, other uses are permitted within the travel lane boundaries. These can include dedicated bike lanes, shared bike lanes or on-street parking. When a mixture of uses is permitted, the travel lanes are typically wider than normal.

- Roadway Median – A roadway median may be constructed on high speed, high traffic volume roadways. The median can be removed or reduced at

▲Complete Streets accomodate all users safetly

▲Medians can provide access control and improve safety and aesthetics

future date when the full roadway cross-section is required. Medians can also be utilized to improve safety and/or aesthetics of roadways with lower speeds or volumes. A median can help with access management or to provide pedestrian refuge area needs.

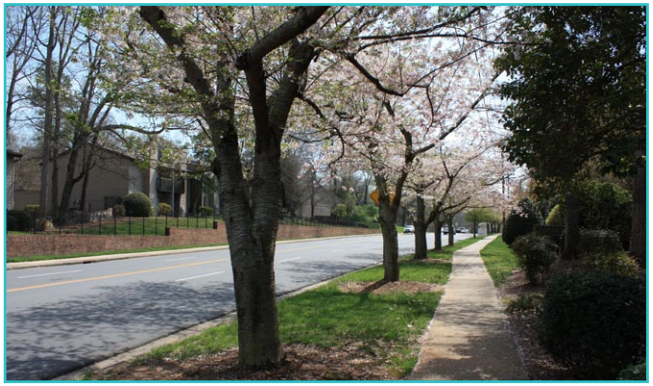
- On-Street Parking – The need for on-street parking varies greatly by both area type and roadway classification. The On-Street Parking element can take many forms depending on the intended character of the roadway. Traditional parellel parking, angle or reverse angle parking with an accompanying planting strip can increase the comfort for pedestrians and make mixed use centers more appealing, while providing needed parking.

- Bike Facility - Since the bike facilities can be on- or off-street, these are either part of the travel way or the pedestrian cross-section. Historically Leander has not aggressively encouraged construction of on- or off-street bicycle facilities. However, as the City population continues to increase and areas become more developed, the City shall consider the implementation of bike facilities including on-street (bike lanes, shared lane markings, wide outside lanes or wide shoulders) or off-street facilities (bike trails or multi-use paths).

- Sidewalk - Sidewalks should be provided with all new construction and can have varying widths dependent on projected use. The sidewalk does not have to be the traditional five-foot concrete path; it can be part of a trails plan or other planned part of a development. Larger sidewalks are warranted near neighborhood, community and activity centers, in Old Town and in the TOD area. In addition to providing sidewalks adjacent to the travel way, safe pedestrian crossings should also be provided. Pedestrian crossings are a critical part of the travel way because the potential for motorist and pedestrian conflict is at its highest. Crossings are implied at all intersections, but safety and accessibility is improved with enhanced pedestrian crossings.

- Pedestrian Buffer - The Pedestrian Buffer is truly dependent on the nature and classification of the adjacent roadway. The buffer is designed to provide a vegetative or other natural area between the travel way and the pedestrian area. There are established recommendations for the buffer widths, but a general rule is that the higher speed on the adjacent road the wider the buffer should be. While it is desirable to have this buffer on both sides of the street, circumstances may warrant the construction on only one side.

▲ Bike lanes are one option to reduce conflicts on roadways



▲ Landscaped planting strips increase comfort for pedestrians

5. FROM VISION TO ACTION

HOW DO WE MOVE FROM VISION TO REALITY?

Chapter Five

FROM VISION TO ACTION

The following recommendations are likely to have the greatest impact on Leander over the next 20 years. The implementation of the Comprehensive Plan must be facilitated through strong political will and effective tools. By implementing these strategies, the city can address some of its most pressing issues and capitalize on its most viable opportunities.

The recommendations are organized by goals. The recommendations provide a measurable, intermediate end that directs progress toward a goal. The strategies provide a specific action or recommendation to achieve an identified goal or recommendation.

DESTINATION LEANDER: COMMUNITY GOALS

Provide a balanced mix of complementary uses that support a strong and diverse tax base.

Position Leander as a destination for employers.

Prepare Leander as a destination for education.

Promote Old Town as a civic and cultural destination.

Promote the Transit Oriented Development District (TOD) as an urban destination within a suburban community.

Enhance Leander's public spaces to create and link destinations.

Connect destinations.

Create strong neighborhoods with a variety of housing choices.

Foster civic pride.

Continue to expand infrastructure to serve Leander residents.

Continue to provide premium public safety services to Leander residents

Hobbits Trail

Provide a balanced mix of complementary uses that support a strong and diverse tax base.

Growth in the City will be managed to desired community outcomes.

Leander continues to be a bedroom community to Austin. The mix of non-residential and residential uses is not very diverse which affects the area's ability to support and sustain a strong tax base. Thirty-four percent of the City is currently residential. Commercial and industrial uses only make up 5% of the city. The remaining 60% is either parkland, vacant or agricultural. Leander has the opportunity to diversify land uses and capitalize on market opportunities in order to generate revenue to continue to provide facilities, services, and infrastructure that ensure Leander remains a great place to live, work, and play. The following set of strategies support this goal.

RECOMMENDATIONS AND STRATEGIES

RECOMMENDATION 1

Continue to refine the city's development process.

A streamlined review process is accomplished through development codes with provisions that are clearly written, feasible, and easily followed and administered, as well as through a minimal amount of steps to obtain documented approvals. By continually examining both codes and review procedures, the city can identify opportunities for improvement and, more importantly, be competitive in business retention and attraction while maintaining its signature business-friendly environment.

Strategy 1.1

Review development proposals for consistency with the Future Land Use Plan.

Strategy 1.2

Revise development codes to ensure implementation of the Plan is possible.

Strategy 1.3

Compare the city's codes and review procedures to those of other jurisdictions, especially those that have demonstrated effective use of regulations, to achieve quality development.

Strategy 1.4

Continue to refine the city's codes and procedures to reflect changing market conditions.

Strategy 1.5

Revise the review procedures to eliminate or expedite steps that add time to the process, which can increase development costs.

Strategy 1.6

Continue the high level of customer service the city currently provides.

RECOMMENDATION 2

Continue to plan for growth and development.

Strategy 2.1

Conduct detailed small-area plans for key growth areas. Immediate small area plans to consider include:

- Old Town
- Hero Way
- Ronald Reagan Boulevard at SH 29

Strategy 2.2

Revise the Plan every 5 years, with a major update every 10 years.

OPEN
170
Mailbox Postal Solutions
We Print
Greater Leander Chamber of Commerce
Congratulations
on your
Grand Opening!

Position Leander as a destination for employers.

More residents will be able to live and work in Leander. People will commute to Leander for jobs. There will be a significant day-time population to support restaurants and shops.

Ninety-seven percent of Leander's residents commute outside of the city for work. In addition, the city's jobs to housing ratio is the lowest among neighboring jurisdictions. More local employment options would not only provide jobs for residents and increase the non-residential tax base but also result in reduced vehicle-miles-traveled, fewer air pollution emissions, lower costs to businesses and commuters, lower public expenditures on facilities and services, and a higher quality of life.

The following strategies support the city's economic development efforts that focus heavily on the attraction of major employers, which in turn will serve as a catalyst for a diversity of nonresidential development.

RECOMMENDATIONS AND STRATEGIES

OPPORTUNITY AUSTIN 3.0:
Regional Target Industries

- Advanced Manufacturing
- Clean Energy
- Power Technology
- Data Management
- Creative and Digital Media Technology
- Life Sciences
- Corporate Headquarters
- Regional Offices

RECOMMENDATION 1
Conduct a target industry analysis.

Strategy 1.1
Establish local recruiting targets that complement the eight regional target industries identified by Opportunity Austin 3.0.

Strategy 1.2
Explore local target industry possibilities based on the curriculum of the area colleges and universities. Texas State at Round Rock, Concordia, Southwestern and Texas Tech at Marble Falls are four area institutions that are graduating people from programs that could attract industry growth.

RECOMMENDATION 2
Develop a strategy to market local targets.

Strategy 2.1
Partner with the Greater Austin Chamber of Commerce and Opportunity Austin to market these targets.

RECOMMENDATION 3
Evaluate and expand the city's existing set of economic development incentives/tools.

Strategy 3.1
Determine the effectiveness of incentives in attracting and retaining businesses. Consider the following in the evaluation:

- Economic benefits to local economy vs. cost of incentive
- Fiscal impacts to city
- Total impact of incentive to tax base

Strategy 3.2
Expand economic development tools to match city priorities.

Strategy 3.2.1
Adopt Old Town Development Incentives and identify a sustainable funding source.

Strategy 3.2.2
Establish a Tax Increment Finance District (TIF) for business park development.

Strategy 3.3
Create a citizens task force to work with the city's economic development team to explore alternative funding sources (i.e., grants, major gifts) to fund economic development projects.

RECOMMENDATION 4
Increase "product" to attract and retain businesses.

A lack of prepared sites and leasable building space for nonresidential uses is a deterrent for businesses wanting to locate in Leander, which affects the city's competitive edge in attracting and retaining businesses.

Strategy 4.1
Based on the target industries' site requirements, conduct a land analysis to identify and reserve tracts that would be suitable for future employment locations.

Strategy 4.2
Identify sites and partner with the Greater Austin Chamber of Commerce and Opportunity Austin to market them to potential developers and occupants. These sites should be inventoried in a readily-accessible and searchable database.

Strategy 4.3
Coordinate with willing property owners to extend utilities, or provide other assistance as feasible and appropriate.

Strategy 4.3.1
Secure funding for infrastructure development in the TIF district.

Strategy 4.3.2
Strategically rezone parcels that are highly suitable for employment uses. This may require a zoning amendment to provide districts that are not cumulative.

Strategy 4.4
Preserve access and visibility for these sites that could be developed as employment centers.

RECOMMENDATION 5
Support existing business.

Strategy 5.1
Continue to develop programs that support existing businesses.

Strategy 5.1.1
Structure a regular visitation program in conjunction with the Chamber of Commerce.

Strategy 5.1.2
Conduct the first of an annual survey of existing business to determine issues of concern.

Strategy 5.1.3
Develop an annual program to engage and recognize existing business contributions to job growth in the city.

Strategy 5.2
Partner with ACC to develop workforce development programs that support existing businesses' talent needs.

Strategy 5.3
Strengthen relationships between the business community and city leadership.

Strategy 5.3.1
Create a lunch conversation program for existing employers with the City Council and City Manager.

Strategy 5.3.2
Conduct a regular business bus tour of major employer facilities for the City Council.

RECOMMENDATION 6
Position Leander to become a 'start-up' and entrepreneurial city.

With so many executives, retirees, and entrepreneurs living in the same city, there is an opportunity to bring them together and establish an environment of entrepreneurship and mentoring that could lead to a number of small business startups within the city.

Strategy 6.1
Partner with the Chamber to host an annual entrepreneur's forum or startup competition in the city.

Strategy 6.2
Create avenues for regular communication between local leaders, policy makers and small business owners.

Strategy 6.3
Mitigate policy and procedural barriers that impede speed-to-market for small businesses.

▲ Shops at Crystal Falls.

▲ Speculative commercial space on Bagdad Drive.

▲ Leander Chamber of Commerce and Economic Development Office.

ACC
FUTURE HOME OF
ACC LEANDER CAMPUS
austincc.edu

Prepare Leander as a destination for education.

Leander will be known throughout the region as a destination for learning.

Leander is a destination because of its schools. In 1855, Leander opened the first school in the area. The planned Austin Community College (ACC) will build on this history and continue the tradition of learning in the community. The city recognizes that in order to welcome students, faculty and staff to the community and capitalize on the opportunities created by the campus and its population a variety of short-term investments and longer-term strategies are needed. The following set of strategies support this goal.

RECOMMENDATIONS AND STRATEGIES

RECOMMENDATION 1
Connect the Austin Community College (ACC) to Leander Station.

Strategy 1.1
Construct the North Branch of Brushy Creek Trail segment that will connect the new apartment development adjacent to Mel Mathis to Leander Station.

Strategy 1.2
Develop a funding source to acquire right-of-way and construct trails to complete the connection along the North Branch of Brushy Creek.

Strategy 1.3
Work with the ACC design and construction team to ensure that their trail/sidewalk planning coincides with the city's plans.

RECOMMENDATION 2
Leverage the economic development opportunities of the future ACC campus.

Strategy 2.1
Work with ACC to promote the presence of the Leander campus in marketing and recruitment efforts and to develop a focused curriculum that not only complements the emphases of other campuses but also supports the target industries.

Strategy 2.2
Collaborate with ACC to establish and market a workforce development program that is focused on the skill sets required by existing businesses and the target industries.

Strategy 2.2.1
Partner with representatives of potential Leander employers to define specific skills training programs.

Strategy 2.3
Promote the early college program offered within the ACC system at the Leander Campus, and assist Leander ISD in the expansion of an early college high school within the system.

RECOMMENDATION 3
Jointly plan for growth with Leander ISD.

Strategy 3.1
Continue to support and facilitate coordination of planning with Leander ISD for both the location and development of public educational facilities to support both existing and future population growth.

Strategy 3.2
Work with LISD to retain and expand its administrative headquarters in Old Town.

TEXAS

Promote Old Town as a civic and cultural destination.

Old Town is the city's civic and cultural center. It should develop as a thriving neighborhood, a commercial destination and a place people want to visit and explore.

The community envisions Old Town as a place where neighbors are able to safely walk and bike; a destination that offers a variety of activities and opportunities for people to shop and eat; and a neighborhood with a variety of living options. Old Town should provide the stage for the majority of Leander's events and festivals. It is the area of the city that visitors should remember and associate with Leander.

A revitalized and reinvigorated Old Town is one of the most important elements of a future Leander. This plan presents the following strategies to realize the potential of Old Town and Leander Station to act as two unique but linked destinations in the city. In combination, they present an opportunity to connect the nostalgia of Leander's past and the promise of Leander's future.

CASE STUDY (SUPPORTS STRATEGY 3.2)

Roanoke: The Unique Dining Capital of Texas

The City of Roanoke was officially appointed by the Texas House of Representatives as "The Unique Dining Capital of Texas." The historic downtown is home to over 40 restaurants including the famous Babe's Chicken Dinner House. The city has embraced this identity and has supported the development of Oak Street with a variety of investments including, streetscape improvements, roadway enhancements, landscaping, wayfinding and signage. In addition, the city and private partners have invested in numerous façade improvements, the rehabilitation of historic buildings and the development of complementary infill projects. Numerous other destination restaurants have since located on Oak Street. The result is a vibrant, pedestrian friendly destination with a cohesive identity that attracts visitors and diners from around the region.

RECOMMENDATIONS AND STRATEGIES

RECOMMENDATION 1

Encourage entrepreneurs and small business owners to locate their operations in Old Town.

Strategy 1.1

Adopt Old Town Development Incentives and identify a sustainable funding source.

Strategy 1.2

Inventory existing small and in-home businesses to develop a database of potential targets.

Strategy 1.3

Consider a reduction in certain fees for businesses locating in Old Town.

Strategy 1.4

Develop an incubator space that provides low/no cost rent.

Strategy 1.5

Work with the Chamber to provide legal and financial technical assistance.

RECOMMENDATION 2

Develop an Old Town Strategic Plan.

Strategy 2.1

Develop a plan for Old Town that outlines action items that are feasible in the short-term. The plan should be implementable, but it should also be illustrative so that it can be used as a marketing tool to promote the vision of Old Town, build political will, and recruit champions who will advocate the plan and ensure its implementation. The plan should include the following:

- A market analysis that reveals opportunities to position Old Town as a unique destination within the network of suburban Austin communities.
- A list of catalytic development sites and infill project opportunities within Old Town.
- A set of urban design guidelines that includes a prioritized list of pedestrian infrastructure projects that promote walkability.

RECOMMENDATION 3

Develop an Old Town brand.

Strategy 3.1

Develop a brand and identity to reinforce and communicate the findings of the Old Town Strategic Plan.

Strategy 3.2

Reinforce this identity through wayfinding, signage, street toppers, etc.

Strategy 3.3

Recruit businesses that support and build on the brand.

RECOMMENDATION 4

Seek opportunities to enhance the character of Old Town.

Strategy 4.1

Develop and implement a plan for public art in Old Town. The plan should define a range of opportunities for public art in terms of appropriate locations to guide the placement and themes that emphasize Old Town's unique character and history. The plan should also address strategies for implementation and funding.

Strategy 4.2

Activate and inventory the system of alleys and "left over spaces" in and around Old Town. Art that is approachable and interactive, such as murals, sidewalk enhancements, and sculptures, could be placed in these spaces. The spaces would then create a unique experience for residents and visitors alike, celebrate the character and diversity of Leander, and activate the streetscape and public.

Strategy 4.3
Enhance the vacant lot on the corner of S. Brushy Street and W. South Street as a temporary community gathering space until such time when the lot will be developed. Farmers markets, band shelters and other unique amenities could attract users from throughout the community.

RECOMMENDATION 5
During the development of the new City Hall campus, consider a civic institution as a secondary anchor.

Strategy 5.1
Revise plans for City Hall to include a joint-use of the main building(s).

Strategy 5.2
Identify a short-list of civic institutions such as the Thinkery in Austin that might be interested in developing a satellite campus to help anchor Old Town.

Strategy 5.3
Consider incentives and partner with the Chamber to recruit such an institution.

RECOMMENDATION 6
Promote walkability within Old Town.

Strategy 6.1
Develop and implement streetscape projects within Old Town starting with N. Brushy Street between W. South Street and W. Broade Street.

Strategy 6.2
Prioritize capital investments to build pedestrian infrastructure identified in the Old Town Strategic Plan.

Strategy 6.3
Develop a wayfinding strategy for Old Town.

RECOMMENDATION 7
Create opportunity to attract more residents to Old Town.

Strategy 7.1
Identify and promote land available for residential infill.

Strategy 7.2
Modify any policies that would discourage development of higher-density residential in Old Town.

Strategy 7.3
Consider incentives that enable residential options such as live/work units and townhomes to increase residential density in Old Town.

RECOMMENDATION 8
Help Old Town become a more vibrant, "24/7" environment where businesses can thrive.

Strategy 8.1
Sponsor programs and events that bring both residents and visitors into Old Town.

Strategy 8.2
Establish a regularly occurring public event showcasing Old Town businesses.

Strategy 8.3
Allow for outdoor entertainment.

Strategy 8.4
Adopt regulations that would allow food trucks, vendor carts or pop-up retail in appropriate destinations within Old Town.

▲City Hall.

▲Old Town Street Festival.

▲DFD Architects, Old Town Leander.

Downtown
105
METRORAIL

Promote the TOD as an urban destination within a suburban community.

The TOD area will attract businesses and residents of all types. It will become a 24/7 environment that is the centerpiece of Leander's economy and identity.

The TOD is of critical importance to the future of Leander. It is not only an entry and gateway to the community, but it also provides access to the regional economy. Leander Station and the MetroRail uniquely differentiate Leander from other suburban Austin communities. Undoubtedly, these amenities are one of the main reasons that the ACC campus decided to locate in the city. In ten years, the TOD will evolve into a very different, vibrant destination with a diversity of uses. People will be drawn to Leander Station to live, work, shop and explore. The city and its partners can facilitate growth envisioned by the plan in the TOD by implementing the following strategies.

RECOMMENDATIONS AND STRATEGIES

RECOMMENDATION 1

Recruit TOD Developers.

The city should actively market the TOD area to a variety of experienced developers.

RECOMMENDATION 2

Develop a P3 (Public/Private Partnership) Strategy for the TOD Area.

Public investment in projects that are typically carried out by private developers may be delayed or never realized without the participation of the public sector. Public-private partnerships that overcome barriers to development can expedite desirable development in the TOD.

RECOMMENDATION 3

Define and participate in catalyst projects that will build momentum in the TOD and spur private investment.

Strategy 3.1

Identify key development project(s) that have the potential to transform the area and stimulate additional investment.

Strategy 3.2

Assemble and acquire key parcels, as needed, to create a development opportunity.

Strategy 3.3

The city should issue a developer request for proposals (RFP) for catalyst sites within the TOD.

Strategy 3.3.1

Define the specific requirements for development as conditions for the partnership.

Strategy 3.3.2

Offer public participation in the project in the form of site-related assistance.

Strategy 3.3.3

Local governments can assist with development by participating in or leading a range of development activities pertaining to the site development. The following could be considered as the city's potential responsibilities in partnering with a developer, and should be specified in the RFP:

- Donate site (whole or in part) to the developer
- Purchase and demolish existing structures
- Commission environmental reports
- Initiate preliminary design drawings and site planning
- Construct or cost share in infrastructure
- Expedite plan review and approval

RECOMMENDATION 4

Incentivize new development in the TOD.

The city should evaluate a variety of financing tools to stimulate development in the TOD including the following:

Strategy 4.1

Utilize Tax Increment Reinvestment Zone (TIRZ).

How It Works: The TIRZ provides funding based on the property's value for eligible infrastructure projects within the TOD.

Strategy 4.2

Consider developing an infrastructure grant program.

How It Works: Infrastructure grants are project-specific, and can be underwritten by either local or state governments. The amount of the grant is directly related to the capital investment. The cost recovery schedule is based on property taxes.

Strategy 4.3

Issue General Obligation Bonds.

How It Works: General Obligation Bonds are municipal bonds with fixed interest rates and terms. These bonds can be used for a variety of improvements, and typically offer a lower interest rate than would be available privately.

Strategy 4.4

Issue Revenue Bonds.

How It Works: Revenue Bonds use fees from services to repay debt. Common forms of Revenue Bonds are for water/sewer improvements and toll roads.

Strategy 4.5

Consider developing a low interest loan program.

How It Works: Low interest loans are underwritten by a public entity to provide debt for specific projects. These loans typically offer lower interest rates than would be available in the private market.

RECOMMENDATION 5

Develop a highly visible public space within the TOD.

Strategy 5.1

Partner with Capital Metro to develop a public open space at Leander Station. Consider unique architectural elements and amenities that would attract users from throughout the community.

Enhance Leander's public spaces to create and link destinations.

Leander's parks, trails, streets and other public open spaces will be a key component that supports and enhances the community's unique identity.

For Leander to truly become a destination, a city not just through which to travel, but rather to experience or explore, it needs places that cause people to stop and linger. These places are the vantage points from which the city is viewed and first impressions are formed. The city's system of parks, trails and public spaces are these places that support a variety of activities that enhance the quality of life in Leander. The following set of strategies support this goal.

▲ Leander Spring Egg Stravaganza.

▲ Crystal Falls Golf Club

▲ Leander gateway marker.

RECOMMENDATIONS AND STRATEGIES

RECOMMENDATION 1

Prepare a Public Space Master Plan.

As a component of an update to the Parks and Recreation Master Plan (see next recommendation) or as a separate effort, the city should prepare a Public Space Master Plan. A plan that is well-conceived and implemented can aid economic development efforts, as quality of life is a key factor in employer location decisions.

Strategy 1.1

The plan should address all elements of the public realm including gateways, parks, greenways and trails, streetscape and other forms of public open space. Partners in the development of a Public Space Master Plan should include the Chamber, ACC, Leander ISD, Williamson and Travis Counties.

RECOMMENDATION 2

Continue to expand Leander's park and recreation system.

Strategy 2.1

Update the Parks and Recreation Master Plan.

Strategy 2.1.1

During this process, the community suggested numerous enhancements to the existing system of parks, recreation facilities, trails and greenways. Ideas gathered from the public that should be explored during the next update to the Parks and Recreation Master Plan include the following:

- Construct a recreation center (with a pool, programming for all ages, etc.)
- Build additional active recreation facilities
- Connect trails and greenways to all existing city and county parks
- Provide restrooms, pet waste disposal facilities, and adequate lighting and signage along all trails
- Provide a trailhead every two miles

Strategy 2.2

Create a sustainable funding and governance structure to ensure the long-term acquisition, creation and maintenance of parks, streetscapes, gateways, and other elements of the public realm.

RECOMMENDATION 3

Develop and implement streetscape designs for key corridors.

Strategy 3.1

Identify a prioritized list of corridors for streetscape projects.

Strategy 3.2

Start with a streetscape project for N. Brushy Street between W. South Street and W. Broade Street.

Strategy 3.2.1

Define a plant palette and standards for placement. The installation of trees, shrubs, groundcovers and seasonal plants for color, particularly along N. Brushy Street and connecting to arterials, will create a more cohesive appearance and welcoming environment.

Strategy 3.2.2

Specify street furnishings and appropriate use and placement of each type. Lighting, benches, trash cans and other furnishings should improve aesthetics, reinforce the character of Leander, and add to the comfort and safety of those visiting, living and working downtown.

RECOMMENDATION 4

Develop a wayfinding and signage program and create a sense of arrival into the city with gateways that reflect Leander's identity.

Strategy 4.1

Initiate a wayfinding and signage development process.

Strategy 4.2

Identify primary and secondary gateway locations into the city. An initial list of gateways to consider include the following:

- US 183 at city limits (south)
- US 183 at River Park
- RM 2243 at Ronald Reagan Boulevard
- Ronald Reagan Boulevard at city limits (south)
- Lakeline Boulevard at city limits (south)
- Ronald Reagan Boulevard at SH 29

Strategy 4.3

Establish a highly visible gateway design that reflects Leander's brand through a combination of signage, art and landscape.

Strategy 4.4

Ensure signage is appropriate for a variety of users including pedestrians, bicyclists, and motorists.

RECOMMENDATION 5

Develop a corridor beautification strategy.

Strategy 5.1

Establish a city-led task force to coordinate elements of a corridor beautification strategy and create an Adopt-a-Corridor program.

Strategy 5.2

Develop a funding and maintenance protocol to enhance and maintain Leander's corridors.

Strategy 5.3

Consider providing mini-grants to HOAs and community groups as part of the Adopt-a-Corridor program.

Strategy 5.4

Develop design standards for intersections.

RECOMMENDATION 6

Enhance Leander's tree canopy.

Strategy 6.1

Increase tree preservation standards or offer incentives for protecting additional trees.

Strategy 6.2

Require street trees in new development and develop a program for planing street trees in already developed areas.

Strategy 6.3

Partner with local non-profits, such as Tree Folks, to educate neighborhood residents on the benefits of tree canopy and plant neighborhood trees.

TREEFOLKS

CASE STUDY (SUPPORTS STRATEGY 7.2)

TreeFolks

Established in 1989, TreeFolks volunteers and staff have planted 1 million trees in Central Texas at schools, parks, in medians, right of ways, community gardens, greenbelts and on private lands in fire ravaged Bastrop County. TreeFolks impact preserves the Central Texas quality of life by cooling the air, cleaning precious water, sheltering us from the hot Texas sun, and by providing a shaded sense of place that fosters a healthy, connected community. The following programs could be of interest to the City of Leander in its local efforts to maintain and enhance the tree canopy:

- City Shade: environmental education program
- Sapling Days: tree giveaway program
- Urban Forest Steward and Habitat Steward Training program

For more information: www.treefolks.org

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Connect destinations.

Leander residents will have a variety of transportation options to choose from. Residents will be able to walk and bike safely to and from community destinations.

The City of Leander is now looking to transform beyond a bedroom community into an attractive place to live, work, and play. The key to help achieve this vision is to develop a high quality multimodal transportation network that complements the overall community character and provides regional mobility as well as local accessibility and livability to its residents and visitors. The following transportation recommendations outline implementation strategies to address the current and future transportation challenges faced by the City of Leander.

RECOMMENDATIONS AND STRATEGIES

RECOMMENDATION 1

Implement a Complete Streets Policy to encourage safety, mobility and an active lifestyle in the City of Leander.

A Complete Streets policy ensures that every time there is a new project, the entire right-of-way is planned, designed, constructed, operated, and maintained to provide safe access for all users.

Strategy 1.1

Develop a Complete Streets Policy.

Strategy 1.1.1

Establish a task force for identifying local complete streets goals and corridor priorities.

Strategy 1.1.2

Begin drafting a complete streets policy that meets local needs.

Strategy 1.1.3

The complete streets task force should host a work session with representatives from various departments and organizations.

Strategy 1.2

Adopt and Implement the Complete Streets Policy

Strategy 1.2.1

After successfully developing a customized Complete Streets policy, the task force should seek adoption and prepare for implementation such as updating or adopting new design standards.

Strategy 1.2.2

Refine the Transportation Plan to include detailed, long-term cross section needs for existing and planned collectors and arterials that integrates complete streets features to produce a connected bicycle and pedestrian network while accomplishing the city's land use, access management, safety and aesthetic goals.

RECOMMENDATION 2

Work with Capital Metro and other interested partners to develop local area circulator(s) for convenient access between neighborhoods, activity centers, and the regional transit network.

Strategy 2.1

Assemble a transit task force or committee with members of the City of Leander, Capital Metro, Williamson County, TxDOT, and interested private-sector stakeholders to form a public-private partnership (P3) and plan the development of a local area circulator.

Strategy 2.2

Develop an implementation plan that establishes a community vision with goals and objectives for the local area circulator. The plan should identify priority routes and an appropriate circulator type. In addition, the plan will address organizational structures, staffing requirements, and funding sources to implement the circulator.

RECOMMENDATION 3

Partner with TxDOT to rehabilitate US 183 as a Complete Street with safety features for cyclists, pedestrians, and transit users.

Strategy 3.1

Establish a task force of a variety of public and private sector stakeholders to create public support, develop a community vision and coordinate rehabilitation efforts.

Strategy 3.2

Develop a conceptual corridor rehabilitation plan. With the program task force as the lead, funding should be sought through grants from TxDOT or Federal Highway Administration (FHWA) to finance the plan development. The plan should be developed in coordination with TxDOT and formally

adopted by the City of Leander in its comprehensive plan.

Strategy 3.3

Seek funding strategies as the first step toward getting the project implemented, after identifying a transportation need through a corridor plan. The City of Leander should attempt to include the Business 183 Rehabilitation project in CAMPO's 2040 Regional Transportation Plan through an amendment process which will allow it to qualify for CAMPO funding. The city should also seek additional funding strategies through county and state sources such as Statewide Transportation Improvement Program (STIP) funds and bond elections.

RECOMMENDATION 4

Review and revise access management policy to achieve mobility goals along corridors.

To increase roadway capacity and make corridors safer and more efficient the City of Leander should revise its access management policy to result in driveway consolidation, use of intersecting collectors, frontage or backage service roads for property access and loading, appropriate signal controls and signage, and restriction and control of left-turn movements.

RECOMMENDATION 5

Continue to plan and develop a functional transportation system that is coordinated with the Future Land Use Plan.

Strategy 5.1

Through a review and analysis of current roadway deficiencies and expected future growth, a list of recommendations with specific improvements to the city's thoroughfares was developed as a starting point to an update to the city's Transportation Plan. The city should continue to review these recommendations and incorporate those improvements to the city's Transportation Plan that most effectively meet the needs in the City of Leander's transportation network for the coming years.

Strategy 5.2

In the short-term address the following:

- Reconstruct Old 2243 West from Lakeline Boulevard to US 183.
- Reconstruct Bagdad Road from Old 2243 West to CR 280.
- Reconstruct Horizon Park Boulevard from E Crystal Falls Parkway to E South Street.
- Reconstruct S West Drive from Crystal Falls Parkway to West Broade Street.

RECOMMENDATION 6

Improve bicycle and pedestrian amenities.

Strategy 6.1

In the short-term address the following:

- Construct the north branch of Brushy Creek Trail segment from E Metro Drive to Mel Mathis Avenue.
- Extend the South Street Trail to Mel Mathis Avenue.
- Complete the Crystal Falls Parkway Trail gaps from Lakeline Boulevard to US 183.
- Complete the Bagdad Road Trail gaps from Crystal Falls Parkway to Municipal Drive.
- Improve bicycle and pedestrian amenities on Crystal Falls Parkway from Lakeline Boulevard to US 183.

Strategy 6.2

Develop a bicycle and pedestrian plan.

- Update long-term plans for and prioritize on-road and off-road bicycle and pedestrian facilities.
- Ensure constructed and planned trails have logical beginnings and endings.

RECOMMENDATION 7

Review street naming protocols to ensure consistency.

Create strong neighborhoods with a variety of housing options.

Leander residents will have a variety of housing options at a diversity of price points to choose from.

Leander is a place that attracts family households. The high-quality school system, cost of housing, small town lifestyle and convenience to major employment centers make Leander an ideal destination for families. However, consistent with state and national trends the population is also diversifying. Demographic trends, such as the "graying" of the population, will drive demand for more housing options for seniors. Multigenerational living is also on the rise. Families will continue to need living options to accommodate an evolving household composition. In addition, generational preferences and economic conditions will continue to impact the homeownership rate in Leander. To accommodate this diversity of housing demand, Leander will continue to need to allow and encourage the development of a variety of housing types. The following recommendations support a diverse housing supply in the City.

RECOMMENDATIONS AND STRATEGIES

RECOMMENDATION 1

Amend ordinances to accommodate a mixture of housing types.

Strategy 1.1

Review and update the city's code to allow housing options that accommodate a variety of age and income groups. Examples of housing options to investigate include the following:

- Co-housing
- Granny flats, accessory dwelling units
- Bungalow courts

Strategy 1.2

Update the subdivision ordinance to include the design of areas for various housing types and lot sizes in the planning of new subdivisions to provide for transitions between land uses.

RECOMMENDATION 2

Provide safe, sound, and well-maintained neighborhoods.

Strategy 2.1

Partner with public safety providers and residents to inventory existing neighborhoods to identify issues.

Strategy 2.2

Establish a Neighborhood Improvement Program to improve and maintain the public realm in existing neighborhoods including landscaping, lighting, sidewalk connections, boundary fencing, etc.

Strategy 2.2.1

Partner with HOAs to implement the Neighborhood Improvement Program.

Strategy 2.2.2

Provide organizational support to neighborhoods without strong HOAs.

- Identify the informal network of neighborhood leaders and convene those individuals on a regular basis to identify, discuss and mitigate issues.

Strategy 2.3

Host regular neighborhood-level clean up days. Continue to refine the city's codes and procedures to reflect changing market conditions.

read all over

Foster Civic Pride.

Leander residents will be actively engaged in their community. A sense of community pride and ownership will continue to develop as the city grows.

The majority of Leander's residents have moved to the city within the past ten years. And with new residents entering each year, Leander has the opportunity to build the city and story to fit the preferences of this new crop of residents. These residents will be able to take an active role in shaping the city where they live, work and play. The following recommendations offer suggestions as to how city leaders can foster activities and policies that unite residents and make them proud to call Leander their home.

CASE STUDY (SUPPORTS STRATEGY 1.1)

HICKORY, NC – "Life. Well Crafted."

This branding effort has established an identity for Hickory that celebrates its long history of craftsmanship, particularly in furniture manufacturing. Once considered the furniture capital of the world, the city is still home to many artisans and engineers who take great pride in the creation of all types of products ranging from furniture to pottery to fiber optic cable. This brand has helped bolster employer recruitment strategies, clarify the missions of local organizations, influence themes of local events and public art, and strengthen the cohesiveness of the Hickory community by generally increasing the community's awareness of and appreciation for the city's past.

RECOMMENDATIONS AND STRATEGIES

RECOMMENDATION 1

Conduct a branding study for the entire city.

Leander needs to continue to build on the Destination Leander brand to establish an identity that not only helps create a sense of place and community pride, but can also influence decisions about the city's growth and development, employer recruitment, promotion of tourism, programming of cultural events, and investment in civic infrastructure, etc.

Strategy 1.1

This branding effort should consider the city's history and also recognize the various assets that can contribute to the definition of its identity. Potential ideas that could be generated during the process include the following:

- A center for educational excellence, building on its role—historically and currently—as a center for education
- A culinary arts and food hub that celebrates the city's agricultural heritage
- An active, healthy lifestyle community (with a parks and trail system and recreational opportunities in the surrounding hill country)

RECOMMENDATION 2

Consistently promote the city.

With or without a brand that reinforces Leander's identity, the city's positive attributes should still be clearly defined and communicated through coordinated marketing efforts.

Strategy 2.1

Coordinate with the Chamber, Economic Development Department and local real estate professionals to develop a marketing strategy for the city.

Strategy 2.2

Consider a public outreach strategy to effectively and consistently promote the city both internally (to residents) and externally (to potential businesses, future residents, etc.).

Strategy 2.3

Consider adding a public information officer position within the city.

RECOMMENDATION 3

Capitalize on current and potential future visitor activities.

The city is currently a draw for a narrow set of activities and because the city lacks hotels and other hospitality services, the city loses these retail and hospitality dollars to neighboring communities.

Strategy 3.1

Inventory the types of activities that could be catalysts for additional development that would help to expand tourism and reduce the retail leakage.

Strategy 3.2

Build a recruitment strategy to attract businesses that complement these activities.

RECOMMENDATION 4

Increase programming that brings the community together while simultaneously attracting visitors from outside Leander.

Hosting events that bring residents together helps build a sense of community. If such events are unique, and reinforce the identity of the community by celebrating its assets, they can increase tourism. City parks, greenway trails, local schools, and the heart of Old Town are among the locations to host such events.

Strategy 4.1

Build on existing events with complementary programming. For example, add a Farmer's Market component to the Leander Car Show event. Other events to bolster include the following:

- Old Town Leander Festival
- Bluegrass Festival
- Christmas Parade and Tree Lighting
- Liberty Fest
- Kite Festival
- Full Moon Concert Series
- Movies and Music in the Park

Continue to expand infrastructure to serve Leander residents.

Leander's infrastructure will help the community achieve its land use and growth management objectives.

As Leander continues to grow, there will be increased demands for improvements. The systems and services that support growth in the City will become increasingly complex. The following recommendations address how those services can be delivered at the highest level possible for resources that are available.

RECOMMENDATION 1

Invest in utility planning that supports the land use pattern envisioned by the Future Land Use Plan.

Strategy 1.1

Ensure adequate water service in the city.

Strategy 1.1.1

Construct a waterline and an elevated storage tank at Ronald Reagan Boulevard and SH 29.

Strategy 1.1.2

Complete design and construction of the Hero Way Waterline.

RECOMMENDATIONS AND STRATEGIES

Strategy 1.1.3

Study and begin implementation of waterline upgrades for fire protection in Old Town.

Strategy 1.1.4

Construct a Bagdad Road Water Main to Liberty Hill.

Strategy 1.1.5

Identify a regular schedule to update the Water Master Plan regularly.

Strategy 1.2

Ensure adequate wastewater service in the city.

Strategy 1.2.1

Monitor wastewater interceptor flows to identify when additional capacity is needed.

Strategy 1.2.2

Develop the Falcon Oaks Service Plan.

Strategy 1.2.3

Construct a San Gabriel Basin Infrastructure Lift Station.

Strategy 1.2.4

Identify a regular schedule to update the Wastewater Master Plan regularly.

Strategy 1.3

Support the conservation and reuse of water.

Strategy 1.3.1

Support innovative site and street design that reduces the impact of the built environment on water quality, including exceeding requirements for riparian buffers and incorporating pervious pavements, rain gardens, bio-swales, stormwater planters and other features in new development.

Strategy 1.4

Consider the creation of a drainage utility fund.

Strategy 1.4.1

Conduct a study to determine appropriate ways to fund long term maintenance of drainage infrastructure.

Strategy 1.5

Encourage the use of solar energy systems.

Pierce
TEAM
TEAM RESCUE

Continue to provide premium public safety services to Leander residents.

Leander will continue to be a safe and secure community that attracts new residents and businesses.

As Leander continues to growth, there will be increased demands for public safety services. The systems and services that support growth in the city will become increasingly complex. The following recommendations address how those services can be delivered at the highest level possible for resources that are available.

RECOMMENDATIONS AND STRATEGIES

RECOMMENDATION 1

Continue to provide excellent fire and emergency services in all areas of the community.

Strategy 1.1

Improve Performance Indicators for urban and suburban area.

- Increase station locations.
- Completely staff currently-built facilities.
- Increase support to match increases in staff, equipment, and facilities.

Strategy 1.2

Maintain or Improve ISO rating in 2018.

- Update the Fire Code.
- Increase the number of inspectors.
- Improve water distribution to match necessary fire flows in downtown area.
- Establish a multi-family distribution plan to eliminate safety risks.

Strategy 1.3

Gain Best Practices Accreditation.

- Pursue and receive Accreditation of the Fire Department.
- Review and update the policy for Accreditation Review.
- Update data collection capabilities to meet accreditation requirements.
- Obtain equipment for special events as measured by accreditation.

Strategy 1.4

Develop a Disaster Plan.

- Staff Emergency Management
- Implement Mitigation Plan Activities
- Improve preparedness education

Strategy 1.5

Plan for Horizon Issues.

- Workforce looking for alternative schedules
- Workforce looking for work live environment
- Increase demand for out of hospital medical needs
- Increase service demands and scope of service

RECOMMENDATION 2

Continue to provide excellent police services in all areas of the community.

Strategy 2.1

Reinforce the general mission of policing.

Strategy 2.1.1

Provide high-quality police work in the community.

Strategy 2.1.2

Strive to maintain a culture of service to the community through:

- High-profile and conspicuous patrol,
- Timely response to emergency and non-emergency calls,
- Crime prevention and public education, and
- Continued involvement of community stakeholders in the overall crime reduction effort.

Strategy 2.2

Develop a comprehensive annual workload analysis to provide an on-going evaluation of staffing needs based on service demands, dedicated and undedicated patrol time, and the desires of the community for the amount of officer patrol.

- A "best practices" (ICMA Center for Public Safety) recommendation is that an officer should spend approximately 60% of their time on call response and other directed activities, and 40% on undirected patrol and public interaction activities.
- When the analysis indicates that more than 60% of a patrol officer's time is spent on call response, then additional staffing should be considered. This does not include additional support or investigations staffing needs.

Strategy 2.3

Hire civilian staff members and leverage volunteers to handle work performed by sworn officer personnel that would be better accomplished by civilian staff. Civilian or volunteer staff could thereby allow sworn staff to focus solely on law enforcement duties.

Strategy 2.4

Purchase necessary vehicles, including traditional marked patrol cars and detective sedans; special-use vehicles for the traffic enforcement, K-9, special weapon, and tactics units; and any other special or support service vehicles required to accomplish the general goal.

Strategy 2.5

Achieve a median five-minute response time to emergency calls for police service.

Strategy 2.5.1

Ensure that all personnel, including communications and responding officers are handling calls in the most effective and efficient manner possible.

Strategy 2.5.2

Allow data made available from the CAD (Computer Aided Dispatch) system, to determine the factors that will drive the distribution and location of patrol officers. This data will ensure that personnel are geographically dispersed to respond in a timely manner to emergency calls and non-emergency calls.

Strategy 2.6

Enhance community education and involvement.

Strategy 2.6.1

Increase public education and involvement by 10% annually through:

- Strong crime reduction programs with neighborhoods and businesses

- Increase in outreach events, crime prevention and community policing programs
- Continual development of partnerships that solve problems, address crime and social disorder reduce the fear of crime, and improve the overall quality of life in the community.

Strategy 2.7

Add additional personnel to the Community Services Unit.
Currently the Community Services Unit is staffed with one full-time sworn officer. Additional personnel will be needed as programs and projects evolve.

Strategy 2.7.1

Implement the LPD 1-5-10 Year Strategic Plan which indicates a desire to build a unit or division of staff members, including a full-time Sergeant, two full-time officers, and a number of support personnel necessary to administer developed programs and projects, as well as a growing number of volunteers and volunteer programs.

Strategy 2.7.2

Leverage volunteers to assist with administration of programs and projects. Many of the programs and projects are designed specifically to engage and involve members of the public, such as Citizens Police Academy. Citizens on Patrol, etc.

Strategy 2.7.3

Ensure that the unit is self-sufficient and able to respond to citizen requests for crime prevention presentations and public appearances by providing resources for the necessary public educational materials, printed documents and portable display and presentation equipment that such Community Services Unit programs generally require.

Strategy 2.7.4

Provide fleet vehicles for the unit that are versatile and suited for the special nature of the programs and projects. Vehicles purchased and used by this unit may vary from the traditional marked patrol unit, to pick-up trucks, small vans, passenger vans, and citizen patrol vehicles.

Strategy 2.8

Expand Police Department transparency.

6. MEASURING SUCCESS

HOW DO WE ENSURE THE RECOMMENDATIONS ARE IMPLEMENTED?

Chapter Six

MEASURING SUCCESS

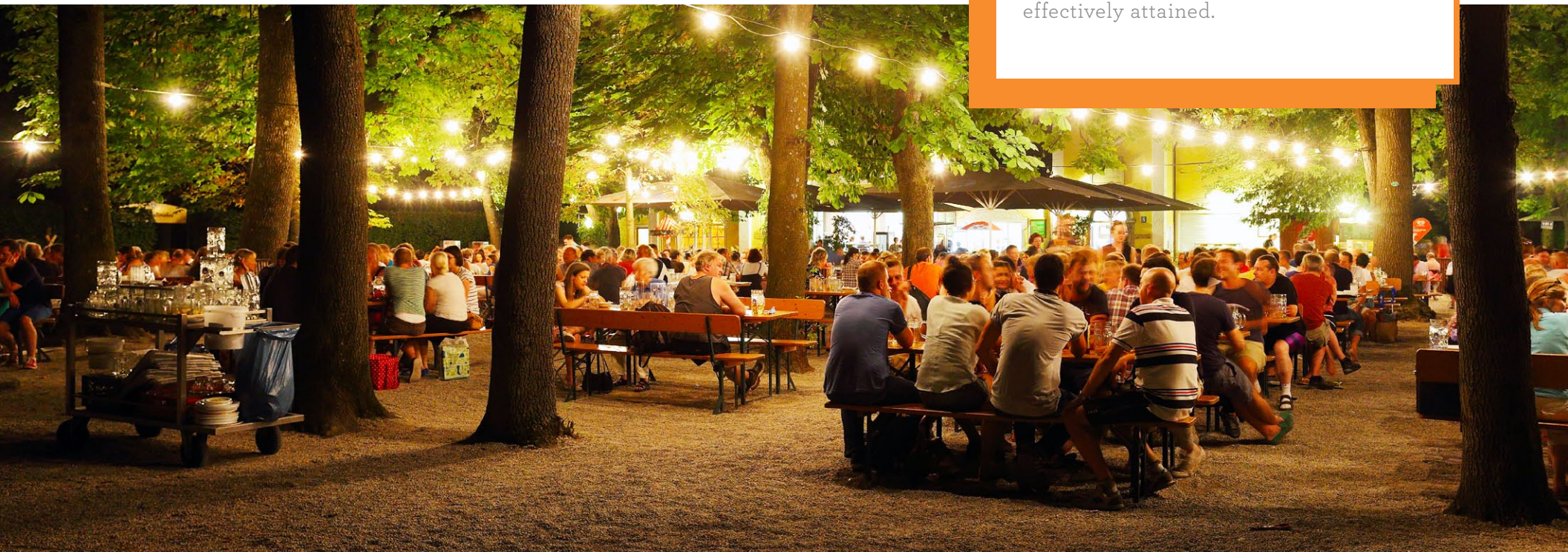
This plan is a document to guide policies and decision making in order to realize the community's vision for Leander's future. In order to ensure that the recommendations in this plan are implemented effectively. the city should create a Destination Leander Comprehensive Plan Implementation Committee consisting of city staff, key stakeholders, and other engaged citizens. This committee would be responsible for:

- Coordination and prioritization of plan implementation efforts
- Identification of funding opportunities
- Project outreach, education and advocacy efforts
- Monitoring and measurement of progress.

In addition, the city should update the Capital Improvements Program (CIP) to include the priority projects identified in the Comprehensive Plan via the annual budget.

Implementation Matrix

The following pages contain a matrix that reiterates the city's goals and priority projects along with their accompanying recommendations. The table also lists the appropriate timeframe, responsible entity and metric for success to ensure that the community's vision for Leander is effectively attained.



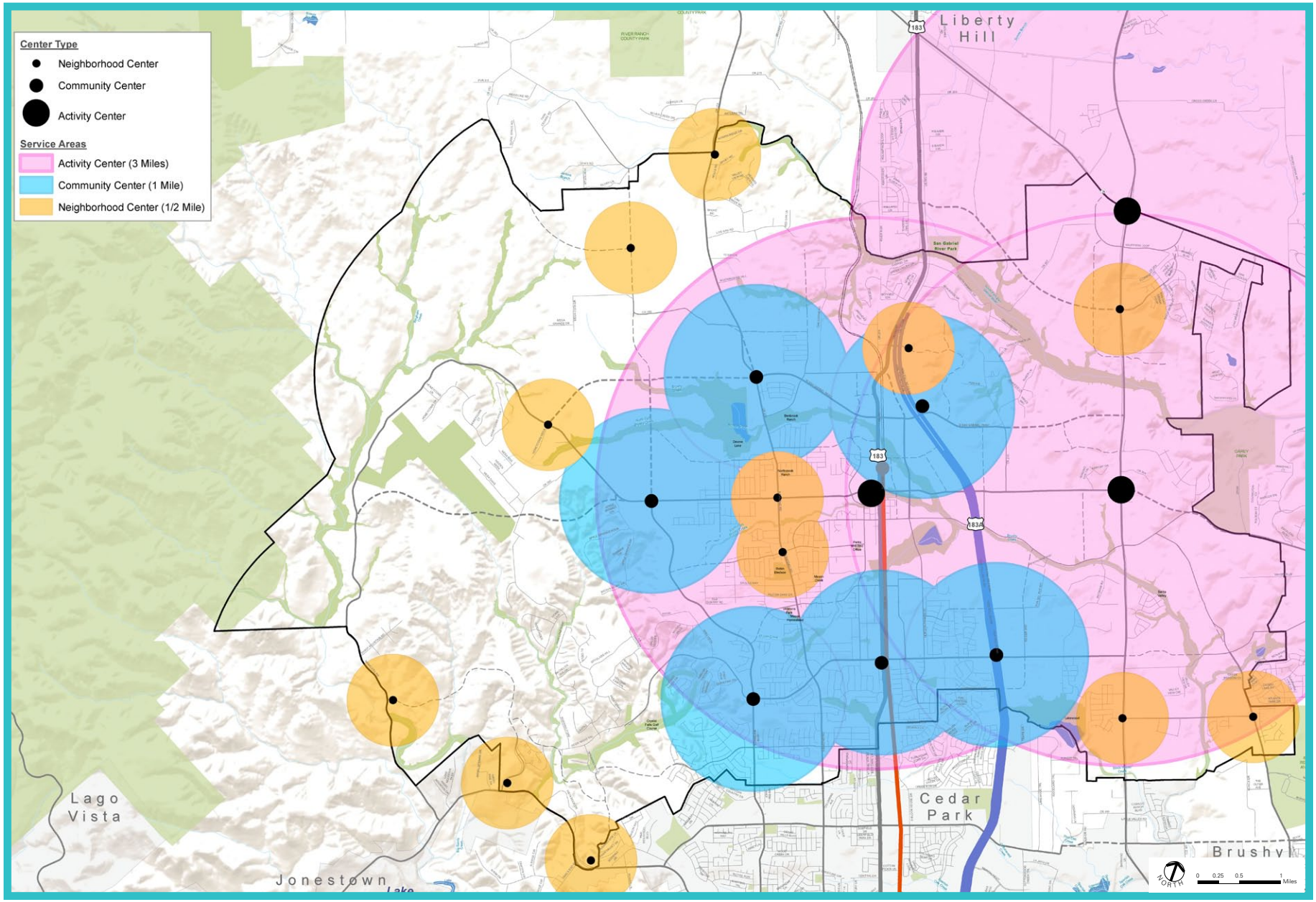
GOAL	RECOMMENDATION	TIMEFRAME	RESPONSIBLE GROUP(S)	METRIC (5YR EVALUATION)
Position Leander as a destination for employers.	Conduct a target industry analysis.	Short-term	Economic Development, Chamber of Commerce, Greater Austin Chamber of Commerce, ACC	• 10% growth in in-city jobs • 10% growth in average in-city wages • 15% growth in the value of non-residential tax base • 15% growth in retail sales • 25% growth in new investment prospects visiting the city
	Develop a strategy to market local targets.	Short-term		
	Evaluate and expand the city's existing set of economic development incentives.	Short-term		
	Increase "product" to attract and retain businesses.	Mid-term		
	Support existing businesses.	Ongoing		
	Position Leander to become a 'start-up' and entrepreneurial city.	Long-term		
Prepare Leander as a destination for education.	Connect the Austin Community College (ACC) to Leander Station.	Short-term	Economic Development, Planning, Engineering, ACC	
	Leverage the economic development opportunities of the future ACC campus.	Mid-term		
	Jointly plan for growth with the Leander ISD			
Promote Old Town as a civic and cultural destination.	Encourage entrepreneurs and small business owners to locate their operations in Old Town.	Short-term	Planning, Economic Development, Chamber of Commerce, Engineering, Public Works	• 5 participants in Old Town Incentive program (1 each year) • 25% growth in the value of non-residential tax base in Old Town • 10% increase in number of residential units in Old Town
	Develop an Old Town Strategic Plan.	Short-term		
	Develop an Old Town brand.	Mid-term		
	Seek opportunities to enhance the character of Old Town.	Mid-term		
	During the development of the new City Hall campus, consider a civic institution as a secondary anchor.	Mid-term		
	Promote walkability within Old Town.	Short-term		
	Create opportunity to attract more residents to Old Town.	Long-term		
	Help Old Town become a more vibrant, "24/7" environment where businesses can thrive.	Ongoing		

GOAL	RECOMMENDATION	TIMEFRAME	RESPONSIBLE GROUP(S)	METRIC (5YR EVALUATION)
Promote the TOD as an urban destination within a suburban community.	Develop a highly visible public space within the TOD.	Short-term	Planning, Economic Development, Engineering, Public Works, Park and Recreation	• Amount of public space in TOD • 15% growth in the tax base value in TOD • 10% increase in number of residential units in TOD
	Recruit TOD Developers.	Short-term		
	Develop a P3 (Public/Private Partnership) Strategy for the TOD Area.	Short-term		
	Define and participate in catalyst projects that will build momentum in the TOD and spur private investment.	Mid-term		
	Incentivize new development in the TOD.	Mid-term		
Enhance Leander's public spaces to create and link destinations.	Prepare a Public Space Master Plan.	Mid-term	Planning, Engineering, Public Works, Park and Recreation	• Reach 11 acres of parkland per 1,000 residents goal • 15% increase in number of residents living within walking distance of a park, trail or recreation facility • Recruit 5 Adopt-a-Corridor participants • Host 1 community clean up every other quarter
	Continue to expand Leander's park and recreation system.	Short-term		
	Develop and implement streetscape designs for key corridors.	Short-term		
	Develop a wayfinding and signage program and create a sense of arrival into the city with gateways that reflect Leander's identity.	Short-term		
	Develop a corridor beautification strategy.	Mid-term		
	Provide safe, sound, and well-maintained neighborhoods.	Mid-term		
	Enhance Leander's tree canopy.	Mid-term		
Connect destinations.	Implement a Complete Streets Policy to encourage safety, mobility and an active lifestyle in the City of Leander.	Short-term	Planning, Engineering, Public Works, Park and Recreation	• 15% growth in the number of residents within a quarter-mile of an hike or bike trail. • 25% increase in miles of sidewalk constructed
	Work with Capital Metro and other interested partners to develop local area circulator(s) for convenient access between neighborhoods, activity centers, and the regional transit network.	Long-term		
	Partner with TxDOT to rehabilitate Business 183 as a Complete Street with safety features for cyclists, pedestrians, and transit users	Mid-term		
	Continue to plan and develop a functional transportation system that is coordinated with the Future Land Use Plan.	Mid-term		
	Improve bicycle and pedestrian amenities.	Short-term		

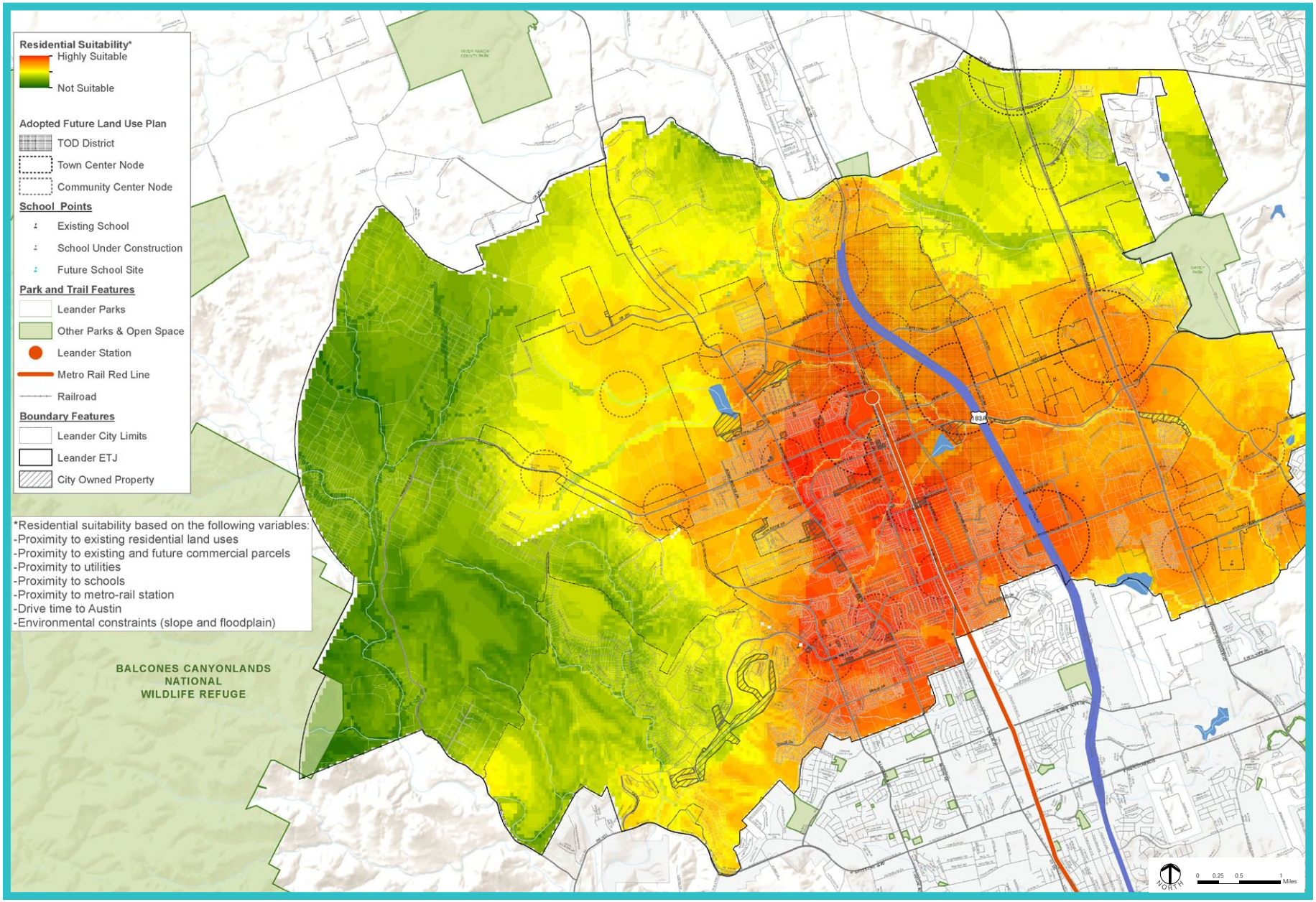
GOAL	RECOMMENDATION	TIMEFRAME	RESPONSIBLE GROUP(S)	METRIC (5YR EVALUATION)
Create strong neighborhoods with a variety of housing options.	Amend ordinances to accommodate a mixture of housing types.	Short-term	Planning, Public Safety	• Improve mix of housing to 10% mixed housing/ 90% single-family housing
	Provide, safe, sound and well-maintained neighborhoods.	Mid-term		
Foster civic pride.	Conduct a branding study for the entire city.	Short-term	Economic Development, Chamber of Commerce	• No long-term vacancy on city-appointed boards and committees • 10% increase in visitorship levels
	Consistently promote the city.	Ongoing		
	Capitalize on current and potential future visitor activities.	Mid-term		
	Increase programming that brings the community together while simultaneously attracting visitors from outside Leander.	Mid-term		
Continue to expand infrastructure to serve Leander residents	Invest in utility planning that supports the land use pattern envisioned by the Future Land Use Map.	Ongoing	Engineering, Public Works, Planning	• Track the percentage of population served by water and sewer • Monitor water and wastewater treatment capacity
Continue to provide premium public safety services to Leander residents.	Continue to provide excellent fire and emergency services in all areas of the community.	Ongoing	Fire Department, Police Department	• Improve ISO rating (fire) • Achieve a 5-min response time (police) • 10% increase in public safety public engagement and participation
	Continue to provide excellent police and emergency services in all areas of the community.	Ongoing		
	Enhance community education and involvement	Ongoing		

APPENDIX A: MAPS

Commercial Center Service Areas



Land Suitability Map



APPENDIX B: GLOSSARY

GLOSSARY

ACC: Austin Community College

Access management: The process of coordinating, designing and implementing land use and transportation strategies so that the flow of traffic between the road and surrounding land is efficient and safe.

Bedroom Community: A term describing communities where the majority of residents commute elsewhere for work.

Bonds: As in General Obligation Bonds or Revenue Bonds. General Obligation Bonds are municipal bonds with fixed interest rates and terms. These bonds can be used for a variety of improvements, and typically offer a lower interest rate than would be available privately. Revenue Bonds use fees from services to repay debt. Common forms of Revenue Bonds are for water/sewer improvements and toll roads.

Bungalow Courts: A style of multi-family housing that features small homes design around a central garden or greenspace. Pocket neighborhoods are a more recent variation on this theme.

Capital Improvement Program (CIP): The CIP guides the development of public investments over a period of time, typically 3 or 5 years. It shows the arrangement of projects in order of priority, estimates costs and identifies responsible parties.

CapMetro: Capital Metro is Austin's regional public transportation providor.

Co-housing: A development or neighborhood composed of private homes supplemented by shared facilities. Housing type and occupants vary significantly based on intention of development. Shared facilities could include greenspace, offices, child care facilities, gardens and/or kitchens and dining rooms.

Complete Streets: A transportation policy and design approach that requires streets to be planned, design, operated and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities, regardless of their mode of transportation.

Context Sensitive: Context sensitive development is designed in order to respect topography, natural and cultural features such as scenic views, mature forest, floodplains, wildlife habitat and historic properties. Clustering, screening, and attention to architectural details are important parts of context sensitive design.

Cross Section: A visual representation of the layout and dimensions of design elements for street types.

Economic Development: Activities aimed at job creation, retention and expansion, which strengthen a community's economic base and provide employment opportunities.

EMS: Emergency Medical Services. This term refers to the treatment and transport of people in crisis health situations that may be life threatening. Emergency medical support is applied in a wide variety of situations from car accidents to drownings to incidents of heart attack. Various departments, including fire, police, and medical response is included under this term.

Extraterritorial Jurisdiction (ETJ): The extent to which the City of Leander can annex and extend regulations.

Fiscal Impact: New development generates income in the form of taxes and fees, but also causes expenditure due to consumption of services including police and fire protection, schools, utility service, etc. Fiscal impact refers to the net result of new revenue minus expenditures.

Granny Flats: Accessory or secondary dwelling units that are located on the same parcel as a primary residence. Often rented out or utilized by extended family.

Infill: Development on vacant or underutilized land within an established area.

Land Use: A term which can be used to describe the activity, structure or use of a particular parcel of land.

Leander ISD: Leander Independent School District or LISD. Areas of the state are divided into school districts. The LISD is one of the fastest growing school districts in the state and educates 36,000 students on 39 campuses.

LPD: Leander Police Department.

Mixed Housing: A variety of highter density housing types including townhomes, duplexes, apartments and condos.

Multimodal: Utilizing or accomodating a variety of modes including motor vehicles, transit, bicycles, pedestrians, etc.

Old Town: An area of the City of Leander established in 1882 adjacent to the railroad near the intersection of US 183 and South Street.

Open Space: Any land which is provided or reserved for park and recreation purposes, the conservation of land and other naturual resources or historic or scenic purposes.

Public Space: Areas owned or maintained by a public entity. Examples are road rights of way, parks and plazas. Related to quasi-public spaces, which may be owned and maintained by a private entity for the benefit of the public. Examples of quasi-public spaces include plazas and hardscape areas maintained as part of a privately owned residential or commercial development.

P3: Public Private Partership. A government service or private business venture which is funded and operated through a partnership of public entities and one or more private sector companies.

Red Line Rail: A commuter rail service operated by Capital MetroRail which offers service between Leander and downtown Austin.

Redevelopment: Development activity generally characterized by clearance of existing structure and new construction. The new development may be the same type of land use or a new type, but it is usually at a higher level of intensity or density than that it replaces.

RFP: Request for Proposals. A solicitation, often made through a bidding process, by an agency or company interested in procurement of a commodity, service or valuable asset, to potential providers to submit business proposals.

SmartCode: A form-based code adopted by the City of Leander to govern urban form in the Transit Oriented Development (TOD) district.

Streetscape Project: A transportation project that focuses on improving the operation, safety and aesthetics of a street.

Tax Base: The total amount of assets from which government revenue is generated.

TIF: Tax Increment Financing. Referred to in Tax Increment Reinvestment Zone (TIRZ). A funding tool used by local governments to promote public and private investment. Funds are used to build infrastructure and are usually in conjunction with private development projects. A base property tax value is acknowledged, then as property value increases, the increase or increment can be used to pay back bonds issued for upfront costs.

TOD: Transit Oriented Development. Compact, pedestrian- and bicycle-friendly, mixed-use development containing medium to high density residential, office, and retail uses within walking distance of rail transit stations.

Walkability: A measure of how friendly an area is to walking. Urban form, land uses and design influences how comfortable walking is and how likely citizens are to consider walking as a viable form of transportation.

Wayfinding: Spatial problem solving. Knowing where you are, where your desired location is and how to get there from your present location.

Zoning: Local government regulations which govern use of real property in terms of allowable dimensions of structures and improvements as well as the nature and extent of their use.

APPENDIX C: STATE OF THE CITY