

**Growth Trends**

Between 1980 and 2000, the population of the three-county CAMPO region increased by 115% from 538,000 to 1,160,000. Much of the new population was accommodated in low density single family development on the fringe of the existing urban area, and analysis of satellite data shows a high rate of land being converted to urban uses. The growth in jobs that accompanied this population growth occurred primarily in Travis County and southern Williamson County.

If these trends continue, CAMPO forecasts that even after spending over \$23 billion on roadway, transit, bicycle, and pedestrian improvements by 2030, congestion in the region will continue to get worse. In addition, overall quality of life may decline due to development of sensitive environmental areas and rural land, increasing infrastructure costs, a lack of housing options, longer commute times, and other factors.

**Alternative Future**

The CAMPO Regional Growth Concept incorporates parts of the Envision Central Texas vision while reflecting existing adopted local plans and values. The growth concept recognizes that due to market conditions and other factors, past development trends will likely continue in the region; however, **the growth concept proposes that CAMPO, local governments, and other regional partners implement strategies that would encourage the development of "activity centers" throughout the region.**

Accommodating a greater percentage of future regional growth in activity centers supports quality of life by providing additional housing options, providing additional employment and retail opportunities closer to where people live, supporting transit and roadway investments, creating areas with a unique sense of place, and using infrastructure efficiently.



**Goals**

- § Cluster growth
- § Integrate land use and transportation
- § Reduce growth impacts

**Implementation**

- § Local policy changes
- § Strategic transportation investments
- § Developer and utility provider support

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## Targets

Table 1. Activity Center Performance and Targets

2035 Activity Center	Jurisdiction	Existing (2005) <sup>1</sup>				Center Type <sup>2</sup>	Future (2035) Targets <sup>3</sup>
		Jobs		Population			
		Total	% of region	Total	% of region		
Central Austin	Austin	150,000	21.5%	65,000	4.5%	Large	<b>125,000-500,000 people and 200,000-300,000 jobs</b>
<b>Bastrop</b>	Bastrop	5,000	0.7%	3,000	0.2%	Medium	Within each <b>medium</b> activity center:  <b>9,000-75,000 people and 9,000-40,000 jobs</b>
<b>Elgin</b>	Elgin	3,000	0.4%	5,000	0.3%		
<b>Georgetown</b>	Georgetown	2,000	0.3%	4,000	0.3%		
<b>Howard Lane</b>	Austin	3,000	0.4%	2,000	0.1%		
<b>Hutto</b>	Hutto	1,000	0.1%	1,000	0.1%		
<b>Kyle</b>	Kyle	1,000	0.1%	6,000	0.4%		
<b>Leander</b>	Leander	1,000	0.1%	4,000	0.3%		
<b>Lockhart</b>	Lockhart	2,000	0.3%	7,000	0.5%		
<b>North Burnet Gateway</b>	Austin	26,000	3.7%	4,000	0.3%		
<b>Pflugerville</b>	Pflugerville	1,000	0.1%	8,000	0.5%		
<b>Round Rock</b>	Round Rock	8,000	1.1%	8,000	0.5%		
<b>San Marcos</b>	San Marcos	12,000	1.7%	14,000	1.0%		
<b>Bee Cave</b>	Bee Cave	<500	<0.1%	<500	<0.1%	Small	Within each <b>small</b> activity center:  <b>2,000-10,000 people and 2,000-10,000 jobs</b>
<b>Ben White</b>	Austin	2,000	0.3%	2,000	0.1%		
<b>Buda</b>	Buda	1,000	0.1%	1,000	0.1%		
<b>Cedar Park</b>	Cedar Park	1,000	0.1%	1,000	0.1%		
<b>Decker</b>	Austin/Travis Co	<500	<0.1%	<500	<0.1%		
<b>Del Valle</b>	Austin	<500	<0.1%	<500	<0.1%		
<b>Dripping Springs</b>	Dripping Springs	<500	<0.1%	<500	<0.1%		
<b>Highland Mall</b>	Austin	6,000	0.9%	3,000	0.2%		
<b>Jarrell</b>	Jarrell	<500	<0.1%	<500	<0.1%		
<b>Liberty Hill</b>	Liberty Hill	<500	<0.1%	<500	<0.1%		
<b>Luling</b>	Luling	<500	<0.1%	2,000	0.1%		
<b>Manor</b>	Manor	1,000	0.1%	1,000	0.1%		
<b>Mueller</b>	Austin	1,000	0.1%	1,000	0.1%		
<b>Mustang Ridge</b>	Mustang Ridge	<500	<0.1%	<500	<0.1%		
<b>Northwest</b>	Austin	1,000	0.1%	<500	<0.1%		
<b>Oak Hill</b>	Austin	1,000	0.1%	2,000	0.1%		
<b>Smithville</b>	Smithville	<500	<0.1%	1,000	0.1%		
<b>South Austin Station</b>	Austin	<500	<0.1%	4,000	0.3%		
<b>Taylor</b>	Taylor	1,000	0.1%	2,000	0.1%		
<b>Tech Ridge</b>	Austin	2,000	0.3%	2,000	0.1%		
<b>University Blvd</b>	Round Rock	<500	<0.1%	<500	<0.1%		
<b>IH-35 &amp; SH 45 N</b>	Round Rock	6,000	0.9%	1,000	0.1%		
<b>SH 130 &amp; US 290</b>	Austin	<500	<0.1%	<500	<0.1%		
<b>RM 2222 &amp; RM 620</b>	Austin	1,000	0.1%	<500	<0.1%		
<b>All Activity Centers (Total)</b>		<b>239,000</b>	<b>34.2%</b>	<b>159,000</b>	<b>10.9%</b>		<b>21.5%</b> of regional population  <b>36.4%</b> of regional jobs

<sup>1</sup> **Existing (2005) Population and Employment.** Reflects estimated residential population and employment within the activity center circles shown on the map rounded to nearest thousand. Based on 2005 CAMPO Population and Employment Base Year Estimates.

<sup>2</sup> **Center Type.** Center types described in detail on Page 4.

<sup>3</sup> **Future (2035) Targets.** Actual performance may vary by activity center. The performance of individual centers will be monitored; however, the overall goal of the growth concept is to accommodate a higher percentage of population and employment within activity centers as the region grows.

## About Activity Centers

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- § More intensely developed than the surroundings
- § Pedestrian-oriented (many destinations within walking distance, safe and convenient pedestrian facilities)
- § Connected to surrounding neighborhoods and the region by a range of transportation options
- § Mix of employment, housing, and retail and
- § Tailored to the local area

**Large Activity Center.** Downtown Austin, with the region's highest numbers of jobs, housing and recreational opportunities. This large activity center is approximately 2 miles in radius and would grow to absorb a 2035 population of at least 125,000 residents and 200,000 employees.



**Medium Activity Centers.** Large regional core that serves as a major hub for regional employment and housing in the future. Medium activity centers are approximately 1 mile in radius and would grow to absorb a 2035 population of 9,000-75,000 residents and 9,000-40,000 employees.



**Small Activity Centers.** Smaller but still significant area that serves as the heart of medium-size communities in the future. Also includes rail station areas providing services, recreational amenities and high-density housing that is convenient to mass transit. Small activity centers are approximately 1/2 mile in radius and would grow to absorb a 2035 population of 2,000-10,000 residents and 2,000-10,000 employees



## Strategies

**Table 2. Menu of Implementation Strategies**

Strategy	Cities	Counties	Regional Entities <sup>4</sup>
<b>Transportation</b>			
T1. Reconstruct streets within activity centers to be more bus, bicycle, and pedestrian friendly	✓	✓	✓
T2. Improve street connectivity within activity centers and between activity centers and surrounding neighborhoods by constructing new collectors and local streets	✓	✓	
T3. Provide new local public transportation service to activity centers and provide additional public transportation circulator service within activity centers	✓		✓
T4. Provide new high capacity transit service, including passenger rail and rapid bus to activity centers			✓
T5. Make improvements to freeways and other arterial roadways that connect activity centers	✓	✓	✓
T6. Construct park and ride lots and intermodal transit facilities within activity centers	✓		✓
<b>Land Development Ordinances and Plans</b>			
L1. Amend comprehensive plans and development ordinances to allow higher residential densities within activity centers	✓		
L2. Amend comprehensive plans and development ordinances to create and apply mixed use zoning or allow residential development within commercial zones in activity centers	✓		
L3. Create and apply development and design standards that support transit and pedestrian oriented development within activity centers.	✓		
L4. Create master plans, PUDs and other site-specific plans that encourage greater residential densities, greater employment intensities, and a more fine grained mix of uses within activity centers	✓		
<b>Economic Development Incentives</b>			
E1. Use economic development incentives, tax abatements, and other means to encourage development that provides high quality jobs within activity centers	✓		
E2. Implement Tax Increment Finance Districts, Public Improvement Districts, and other innovative finance mechanisms to support infrastructure and public amenities within developing activity centers	✓	✓	
E3. Provide support to developers undertaking context-sensitive infill and adaptive reuse projects within activity centers, especially in historic downtowns	✓		
E4. Implement impact fees that provide a financial incentive for location-efficient development within activity centers.	✓		
E5. Participate in public-private partnerships and development agreements that support development within activity centers that uses infrastructure efficiently and provides other public benefit.	✓	✓	
<b>Other</b>			
O1. Develop open space plans and use open space acquisition to preserve parks and habitat areas outside of activity centers	✓	✓	
O2. Develop trail plans that provide connections between activity centers and natural areas.	✓	✓	
O3. Prioritize extension of urban services, including utilities, to activity centers.	✓		✓
O4. Allow for Transfer of Development Rights that use activity center sites as "receiving sites".	✓		
O5. Allow for additional development intensity in activity centers in exchange for provision of public amenities that support the activity center.	✓		
O6. Adopt conservation development ordinances that allow for development to cluster away from environmental features on a site.	✓	✓	
O7. Site municipal buildings, schools, and other publicly funded civic facilities within activity centers.	✓	✓	✓

<sup>4</sup> "Regional Entities" includes CAMPO, TxDOT, CTRMA, Capital Metro, CARTS, the Austin San Antonio Rail District, and other regional governmental entities including school districts, water service districts, and electric utilities.

## Background and Public Process

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May 2004	<b>Envision Central Texas (ECT) Vision</b>	ECT adopts a growth vision for the region based on extensive public outreach and scenario planning.
June 2005	<b>CAMPO Board Direction</b>	CAMPO Transportation Policy Board directs CAMPO staff to analyze an alternative growth pattern that would improve transportation system performance.
November 2005	<b>ECT Preferred Scenario</b>	ECT Board approves a Preferred Scenario map based on public survey results.
December 2005 - May 2006	<b>CAMPO Growth Subcommittee</b>	CAMPO TAC appoints a 20 member "Growth Subcommittee" and CAMPO staff works with them to develop a scope and work program for the project.
May 2006 - June 2006	<b>Jurisdiction Meetings</b>	CAMPO staff convenes a series of interactive meetings around the region attended by public officials and staff from the region's cities, counties, and regional agencies.
June 2006 - August 2006	<b>Technical Analysis</b>	CAMPO staff develops draft CAMPO Growth Concept based on the input from the meetings, the CAMPO Growth Subcommittee, and technical analysis.
August 2006	<b>Draft CAMPO Growth Concept</b>	CAMPO staff publishes draft CAMPO Growth Concept, and works with a public involvement consultant to get the word out on the draft.
August 2006 - September 2006	<b>TAC and Transportation Policy Board</b>	CAMPO staff presents the draft CAMPO Growth Concept to the Transportation Policy Board and the Technical Advisory Committee.
September 2006	<b>Public Workshops</b>	Approximately 200 citizens attend four public workshops hosted by CAMPO staff throughout the region.
August 2006 - September 2006	<b>Public Survey</b>	Approximately 2000 people respond to a public input survey available on-line and at the public workshops.
October 2006	<b>Public Involvement Summary</b>	CAMPO staff compiles comments received into a public comment log, and the public involvement consultant develops a summary of public involvement.
November 2006 -May 2007	<b>Draft Revision</b>	CAMPO staff works with the CAMPO Growth Subcommittee and jurisdiction staff to revise the draft Growth Concept based on public input.
May 2007	<b>Revised Draft CAMPO Growth Concept</b>	CAMPO staff publishes Revised Draft CAMPO 2035 Growth Concept and presents the concept to public, TAC, and Transportation Policy Board.
May -December 2007	<b>Consideration and Agreements</b>	CAMPO Transportation Policy Board considers approval of CAMPO 2035 Growth Concept. If approved, CAMPO works to formalize agreements supporting the concept.

## Memorandum of Understanding

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The CAMPO 2035 Regional Growth Concept would be implemented in part through "memorandums of understanding" between CAMPO and the region's Cities, Counties, and other entities. The text of these memorandums would be tailored to apply appropriately to organizational characteristics and specific local circumstances. The following provides an example of a memorandum of understanding between CAMPO and a City.

### Example Memorandum Of Understanding

This Memorandum of Understanding ("Memorandum") is made and entered into **{DATE}** (the "Effective Date"), by and between the Capital Area Metropolitan Planning Organization ("CAMPO") and **{City Name}** (the "City").

WHEREAS, CAMPO has been designated by the Governor as the Metropolitan Planning Organization for the three-county region of Williamson, Travis, and Hays Counties;

WHEREAS, CAMPO has adopted a Regional Growth Concept based on extensive input from Envision Central Texas, local jurisdictions and other stakeholders as well as an analysis of existing conditions;

WHEREAS, the CAMPO Growth Concept calls for the development of activity centers throughout Williamson, Travis, and Hays Counties and provides an illustrative map for Bastrop and Caldwell Counties;

WHEREAS, accommodating a larger percentage of future growth in activity centers will support regional quality of life by providing additional housing options, providing additional employment and retail opportunities closer to where people live, supporting transit and roadway investments, creating areas with a unique sense of place, and using infrastructure efficiently; and

WHEREAS, accommodating a larger percentage of future growth in activity centers can support regional goals related to congestion reduction and can help the region to meet future transportation needs more efficiently.

NOW, THEREFORE, in consideration of the foregoing recitals and of the mutual benefits and covenants contained in this Memorandum, CAMPO and **{City Name}** hereby agree as follows:

1. City support of CAMPO Growth Concept. The City agrees to support implementation of the activity centers identified on the CAMPO Growth Concept Map. The City agrees to work toward meeting the performance goals and the performance targets identified in Table 1 of the CAMPO Growth Concept. In order to support attainment of the performance goals and targets, the City may employ one or more of the implementation strategies identified in Table 2 of the CAMPO Growth Concept, or may use alternative policy tools.

2. CAMPO support of CAMPO Growth Concept. CAMPO agrees to support implementation of the activity centers identified on the CAMPO Growth Concept Map. CAMPO agrees to work toward meeting the performance goals and the performance targets identified in Table 1 of the CAMPO Growth Concept. In order to support attainment of the performance goals and targets, CAMPO agrees

- £ to use activity centers as criteria for prioritizing projects during development of the CAMPO 2035 Plan.
- £ to use Surface Transportation Program-Metropolitan Mobility (STP-MM) funds to support projects that enhance transit and roadway connections between activity centers, and to fund streetscape improvement projects, bicycle and pedestrian projects, and other transportation projects within activity centers. CAMPO may set aside STP-MM funding through a special call for projects, or may integrate selection criteria into future project calls that award additional points to projects that support implementation of activity centers,
- £ to use activity centers as a method of prioritizing projects for incorporation into the CAMPO Transportation Improvement Program, and
- £ to partner with other regional and local entities to employ additional implementation strategies.

3. Reporting. The City agrees to provide information to CAMPO on local progress toward implementing the CAMPO Growth Concept. The City agrees to include in this information a description of the implementation strategies being used by the City to support implementation of the activity centers, as well as available information on the current status of particular activity centers.

4. Monitoring, Performance Benchmarking and Land Use Forecasting. CAMPO agrees to include assumptions regarding implementation strategies being undertaken by the City in future land use forecasts. As part of its land use forecasting program, CAMPO agrees to develop population and employment estimates and forecasts for each of the activity centers and to compare these estimates and forecasts against the performance targets identified in Table 1 of the CAMPO Growth Concept. CAMPO agrees to make this information available to area jurisdictions and regional entities to use as feedback regarding the extent to which particular implementation strategies are succeeding/expected to succeed in the implementation of the CAMPO Growth Concept.