



**AGENDA MEMORANDUM**  
Public Hearing/First Reading for the City Council Meeting of February 25, 2020  
Second Reading Ordinance for the City Council Meeting of March 17, 2020

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**DATE:** February 6, 2020

**TO:** Peter Zaroni, City Manager

**FROM:** Daniel McGinn, AICP, Director of Planning & ESI  
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Southside Area Development Plan
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**CAPTION:**

Ordinance adopting a new Southside Area Development Plan, an element of the Plan CC Comprehensive Plan, rescinding the former Southside Area Development Plan adopted on May 19, 1989; and amending the Plan CC Comprehensive Plan.

**SUMMARY:**

The Southside Area Development Plan (ADP) is an element of the City's Comprehensive Plan, designed to provide guidance and direction for the future development of this area. This planning effort will replace the previous ADP for the Southside area of the community, which was adopted in 1989 and amended in 1995 and 2000. This document also updates the Southside District boundaries and future land use map in Plan CC, which was adopted in 2016.

**BACKGROUND AND FINDINGS:**

The City engaged the Freese and Nichols consultant team to evaluate current conditions, future opportunities, and identify a path forward that will direct public investment and facilitate future development in the Southside area.

**Summary of Project Timeline:**

The planning process took approximately one year to develop the Southside ADP:

- Winter of 2018/2019 – Developing Baseline Analysis
  - Community Survey (December 15, 2018 – February 15, 2019)
  - First Advisory Committee Meeting (January 11, 2019)
  - First and Second Student Advisory Committee Meetings (January 16 and February 27, 2019)
  - First Community Meeting (January 28, 2019)
- Spring 2019 – Drafting the Plan
  - Planning Commission Briefing (March 20, 2019)
  - Joint Advisory and Student Advisory Committee Meeting (March 22, 2019)
  - Community Think Tank (April 1-4, 2019)
  - Fourth Student Advisory Meeting (April 24, 2019)
- Summer 2019 – Drafting the Plan

- Third Advisory Committee Meeting (July 12, 2019)
- Fall 2019 – Review of Draft Plan
  - First Draft Plan Released (October 29, 2019)
  - Fourth Advisory Committee Meeting (November 1, 2019)
  - Second Draft Plan Released (November 18, 2019)
  - Community Meeting (December 5, 2019)
- Winter 2019/2020 – Community Review and Plan Adoption
  - Community Survey (November 26, 2019 – January 12, 2020)
  - Planning Commission Briefing (December 18, 2019)
  - Third Draft Plan Released (January 14, 2020)
  - Fifth Advisory Committee Meeting (January 24, 2020)
  - Fourth Draft Plan Released (January 28, 2020)
  - Planning Commission Public Hearing (February 5, 2020)

### **Southside ADP Content:**

The major goals, policies, and implementation elements of the Southside ADP address the following:

#### Introduction

- Development of the Plan
- Demographics
- Engagement Process
- Online Survey Results
- Community Open House

#### Future Land Use Map

The Southside Future Land Use Map serves as a guide to future zoning and development decisions and provides a foundation to support the vision and recommendations of the plan.

#### Vision Themes

- Celebrate Our Safe, Family-Oriented Neighborhoods
- Improve Transportation Conditions
- Enhance Parks and Trails
- Promote the Oso Creek and Bay as a Community Amenity

#### Policy Initiatives and Implementation

- Create safe, attractive, and efficient transportation corridors.
- Improve pedestrian, bicycle, and vehicular connectivity and safety.
- Expand and improve infrastructure and city facilities as population and demand for services grow.
- Utilize Oso Creek and Bay for sustainable recreation and ecotourism.
- Promote land development that enhances the character and opportunities in the Southside.
- Focus park enhancement efforts on existing park facilities.
- Reduce and Improve stormwater runoff.

#### Public Investment Initiatives

- Short-term (next 5 years)
- Mid-term (6-10 years)
- Long-term (More than 10 years)

### **Public Engagement:**

To develop the Southside ADP, the planning team gathered public input during community meetings and open houses on January 28 and April 1 through 4, 2019, as well as from an online survey instrument. In addition, an Advisory Committee and Student Advisory Committee provided

guidance on the process and content of the documents throughout. Staff also briefed Planning Commission on March 20, 2019 and December 18, 2019.

The planning team released a public review draft of the Southside Area Development Plan and hosted a Community Meeting and Open House on December 5, 2019. In addition, an online survey gathered community feedback on the draft document.

**Document Updates:**

The current Southside ADP was developed through an iterative process with the Advisory Committee and the public. Previous drafts of the Southside ADP were released on October 29, 2019; November 18, 2019; and January 14, 2020. The current document incorporates Advisory Committee, Planning Commission, and public input provided to the planning team.

**ALTERNATIVES:**

Staff believes that the current draft reflects broad community consensus due to the robust public engagement and document revision process incorporated into this planning initiative. No other alternatives were considered.

**FISCAL IMPACT:**

There is no financial impact associated with this item.

**RECOMMENDATION:**

Staff and Planning Commission recommend adoption of the Southside Area Development Plan

**LIST OF SUPPORTING DOCUMENTS**

Ordinance

January 28, 2020 Draft Southside Area Development Plan

January 23, 2020 Southside MetroQuest Survey Summary  
Presentation