



# 2030 PLAN UPDATE



City Council Workshop | 2030 Plan Update | April 23, 2019

# PURPOSE

## **Challenge:**

1. Confirm 2030 Plan Update Housing Element policies.
2. Inform Council on process to update Land Use Element including the development of growth scenarios and public input efforts (Survey #3).

## **Outcome:**

Direction on Housing policies.

Confirm growth scenarios meet Council intent.

Awareness of next steps involving the public.

# FEEDBACK WE ARE SEEKING

- **Direction on the drafted 2030 Plan Update Housing Element policies.**
  - Are these the policies Council seeks for the community?

# AGENDA

- Part 1 – Confirming Policies Prepared in Joint Session
- Part 2 – Land Use Element Update
- Part 3 - Next Steps

# PART 1

**Confirming Policies Prepared in Joint Session**

# SURVEY #2 - PARTICIPATION

- 566 participants
- 9% of respondents rent their homes
- 43% have lived in Georgetown at least 11 years; 34% have lived in Georgetown 5 years or less
- 94% live in a traditional single-family detached home

# SURVEY #2 – PRESERVING NEIGHBORHOODS

**What might cause you to leave your neighborhood?**

Number of Times Selected	Highest Ranking (Impact)
1. Property tax increases	1. Property tax increases
2. Cost to maintain	2. Public safety
3. Public safety	3. Inability to age in place

# SURVEY #2 – NEEDS ASSESSMENT

**What are housing challenges for owners?**

Property tax (by a large margin)

**What are housing challenges for renters?**

Rent prices and housing availability (*note that many homeowners also responded to this question*)

**Who could benefit from additional housing options?**

Mid-income people, families, and young professionals

**What types of housing affordability support are needed?**

Focusing on providing a range of housing prices, particularly lower housing prices

# 4.10.2019 JOINT SESSION RECAP

- Joint meeting of City Council and Planning & Zoning
- 16 policies presented across 4 policy groups



# POLICIES PREPARED IN JOINT SESSION

## PRESERVATION

P1. Preserve existing housing stock that contributes to diversity and affordability.

P2. Preserve existing neighborhoods in targeted areas.

P3. Support owner ability to stay in their home in neighborhoods with rapid value increases.

P4. Maintain and promote neighborhood character and quality.

# POLICIES PREPARED IN JOINT SESSION

## AFFORDABILITY

- A1. Support existing rental choices for low-income households. Support and increase rental choices for low-income and workforce households unless they are substandard.
- ~~A2. Increase rental choices for workforce households. (merged with A1)~~
- A3. Support rental choices for senior households.
- A4. ~~Increase~~ Support homeownership choices for workforce households.
- A5. Support community housing choices for vulnerable residents including families and individuals experiencing homelessness.

# POLICIES PREPARED IN JOINT SESSION

## COORDINATED HOUSING PROGRAMMING

- C1. Actively seek and build public and private partnerships to leverage resources and promote innovation.
- C2. Align housing policies with other city policies and strategic plans.
- C3. Provide ~~Ensure~~ opportunity for community engagement through outreach and communication.

# POLICIES PREPARED IN JOINT SESSION

## DIVERSITY

- D1. Encourage and incentivize new housing and reinventions or additions to existing housing to provide a mixture of housing types, sizes and price points.
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- D2. Ensure land use designations and other policies allow for and encourage a mixture of housing types and densities across the community.
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- D3. ~~Provide opportunity to create~~ Promote development of complete neighborhoods across Georgetown.
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- D4. ~~Provide~~ Encourage housing options and services to allow people to thrive in Georgetown as they grow older.

# ADDITIONAL FEEDBACK

- Do you have any additional feedback on the draft policies?

# PART 2

## Land Use Element Update

# STEPS TO UPDATE LAND USE ELEMENT

- ✓ Evaluate existing land uses, densities
- ❑ Evaluate 2008 land use policies against new 2030 goals, adopt new/revised land use policies
- ❑ Evaluate 2008 Land Use Categories, recommend changes
- ❑ Develop and test growth scenarios using Fiscal Impact Model
- ❑ Develop/modify land use map

# PART 3

**Next steps**

# SURVEY #3 – Gateways

2030 Plan Update | Gateway Corridors

Progress


2030 Plan - Gateways

WELCOME


**Let's talk about gateways in Georgetown!**

Goals for our City's gateways (or entrances) are being updated and we want your input. This survey asks specific questions about the current design and appearance of the 14 gateways into Georgetown.

[Begin](#)



You've told us you want to keep Georgetown's small-town charm. Now let's talk about the first impressions as you enter our City.



2 CORRIDOR ELEMENTS

3 IMAGE CORRIDORS

4 CHARACTER & DESIGN

5 WRAP UP

?

# NEXT STEPS

- **May:**
  - Steering Committee – Review 2008 land use policies, evaluate growth scenario concepts
  - 5/16 Steering Committee – Gateways
  - 5/28 City Council – Possible workshop to confirm direction
- **June and July :**
  - Steering Committee – Present growth scenario results, make recommendations
  - Joint Meeting – Present draft FLU map with land use scenarios
  - Public Meeting #3 – Present scenarios, Gateways, and Williams Drive Subarea
  - City Council – Final direction on Land Use Element