

# 2030 PLAN UPDATE

## Land Use Policy

City Council Workshop | 2030 Plan Update | September 10, 2019



# LAND USE POLICY TEAM

- **Planning**

- Sofia Nelson
- Nat Waggoner
- Andreina Davila
- Susan Watkins
- Chelsea Irby
- Ethan Harwell

- **GUS**

- James Foutz

- **Economic Development**

- Michaela Dollar

- **GIS**

- Joe Sepulveda

- **CMO**

- Seth Gipson

- **Engineering**

- Wesley Wright

# WORKSHOP PURPOSE

- Present draft land use policies prepared by the 2030 Steering Committee.
- Provide City Council an overview of best practices on topics generated at the 8/27 City Council workshop.

# **PRESENTATION OUTLINE**

**Part 1: Review draft land use policies**

**Part 2: Present best practices**

**Part 3: Update on Steering Committee's work**

# FEEDBACK WE ARE SEEKING

## Policy

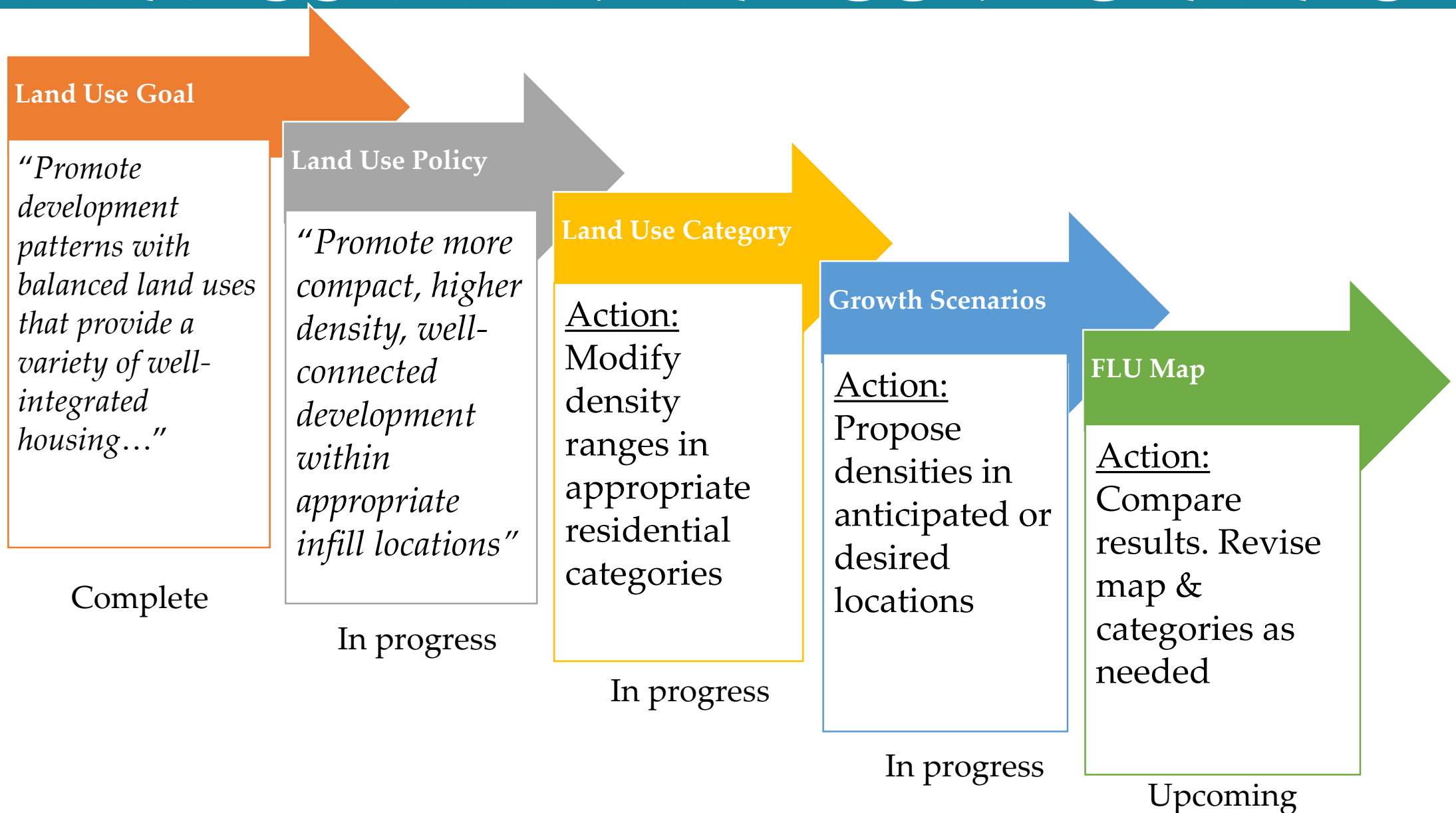
- Are there any draft land use policies that you seek additional information?
- Do any of the policies require refinement?
- Are there any topics that you feel warrant a policy that is not represented?

## Best Practices

- Are there any practices that you would like to see further explored?

# Part 1. Review draft land use policies

# LAND USE ELEMENT COMPONENTS



# GOALS GUIDING LAND USE POLICY



Balanced land use



Reinvestment



Development framework



Historic preservation



Effective communication



Housing and neighborhoods



High quality infrastructure



Land use that enable partnerships



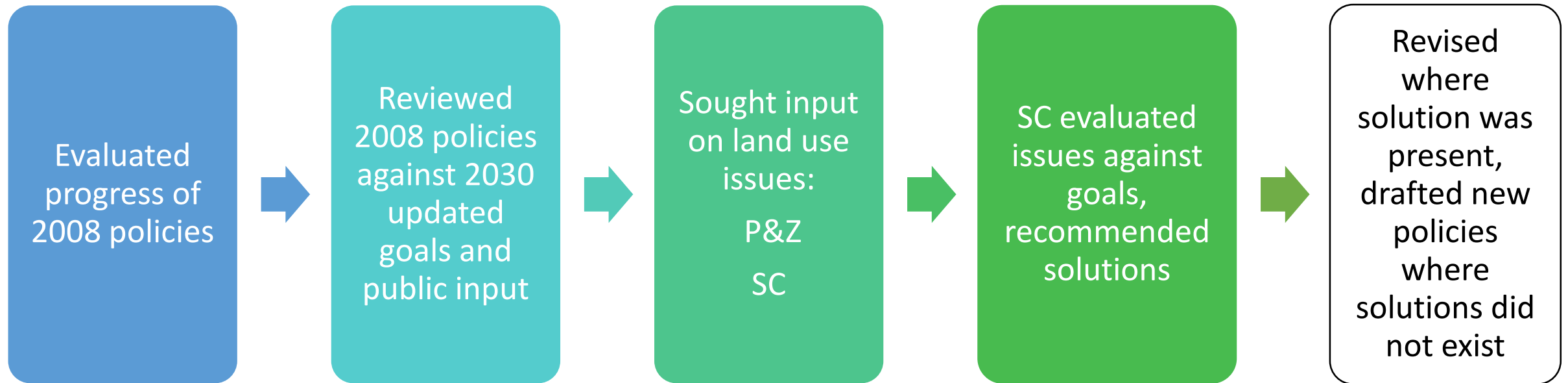
Integrate greenspace & recreation



Maintain levels of service as we grow



# HOW WE DRAFTED POLICIES



**2030 Goal 1:** Promote development patterns with balanced land uses that provide a variety of well-integrated housing and retail choices, transportation, public facilities, and recreational options in all parts of Georgetown.

1.A.	Encourage a balanced mix of residential, commercial, and employment uses at varying densities and intensities, to reflect a gradual transition from urban to suburban to rural development.
------	---

1.B.	Promote more compact, higher density, well-connected development within appropriate infill locations.
------	---

**2030 Goal 2:** Reinvest in Georgetown’s existing neighborhoods and commercial areas to build on previous City efforts.

- |                         |   |
|-------------------------|---|
| 2.A.                    | Encourage redevelopment in target areas.  |
| <del>2.C.</del><br>2.B. | Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives. |

**2030 Goal 3:** Provide a development framework that guides fiscally responsible growth, protects historic community character, demonstrates stewardship of the environment, and provides for effective provision of public services and facilities.

<div>2.D.</div> <div>3.A.</div>	Continue to promote diversification of uses while strengthening the historic character and supporting the existing historic neighborhoods.
<div>New</div>	Strengthen Georgetown’s image and quality feel within enhanced gateways and commercial corridors.
<div>New</div>	Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown's target industries and that support diversification of the City's tax base and promote economic development.
<div>New</div>	Adopt development practices that preserve and enhance the environment.
<div>New</div>	Develop and apply approval standards for annexation and creation of special districts.

**2030 Goal 6:** Ensure access to diverse housing options and preserve existing neighborhoods, for residents of all ages, backgrounds and income levels.

~~1.E.~~  
6. A

Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.

2030 Goal 7: Maintain high-quality infrastructure, public safety services, and community facilities.

New

Support public safety services and infrastructure to ensure that Georgetown continues to be a safe, welcoming community that serves all residents.

**2030 Goal 8:** Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage resources and promote innovation.

New

Promote development decisions that serve the needs of our interlocal government partners.

2030 Goal 9: Maintain and add to the existing quality parks and recreation.

New

Ensure that the subdivision and development process includes consideration of the way in which residential lots relate to parks and open space, emphasizing adjacency and accessibility to parks and open space.



2030 Goal 10: Improve and diversify the transportation network.

~~2.B.~~  
10.A

Proactively plan investments in transportation and other infrastructure to leverage partnerships with the business community and interested neighborhood organizations and maintain the level of service as the City continues to grow.

# FEEDBACK

- Are there any draft land use policies that you seek additional information on?
- Do any of the policies require refinement?
- Are there any topics that you feel warrant a policy that is not represented?

## Part 2. Best Practices

# 8/27 WORKSHOP RECAP

## Integrated Neighborhoods

- ☐ How do we integrate small scale multi-family and small-scale commercial into existing neighborhoods?
- ☐ What policies and practices should we use to evaluate a ratio of single family/multi family for Georgetown?
- ☐ How do we create policies that address market demand?
- ☐ How are we evaluating residential to non-residential?

## Nonresidential Land Uses

- ☐ What is the purpose and intent of our Employment Center (industrial) land use?
- ☐ Should we complete a corridor plan for University Ave?
- ☐ How are we incorporating best practices?
- ☐ Is there anything we missed?

# BEST PRACTICES/ TOOLS

Concern/Issue	Best Practice	Tools/ Specific Example
<p>How do we integrate small-scale multi-family and small-scale commercial into existing neighborhoods?</p> <p>.</p>	<p>Develop residential land use categories that allow for a range of compatible housing types.</p> <p>Use small area plans to determine which neighborhoods are appropriate for commercial and small-scale multi-family.</p> <p>Prioritize through policy and regulations transitions between differing housing types and between residential/nonresidential boundaries rather than separating uses or large scale buffers.</p>	<ul style="list-style-type: none"> <li>• Develop a residential future land use district which supports multiple residential products ranging from estate residential to townhomes. Example density to consider could include a range from 0.5 to 8 dwelling units per acre.</li> <li>• Establish and monitor housing type targets.</li> <li>• Identify areas where housing diversity and redevelopment is desired.</li> <li>• Evaluate policy that prioritizes the review of the zoning code which would prioritize the scale of homes to be developed in a neighborhood rather than the units per acre or attached/detached.</li> </ul>

# BEST PRACTICES/ TOOLS

Concern/Issue	Best Practice	Tool/ Specific Example
What policies and practices should we use to evaluate a ratio of single family/multi-family for Georgetown?	<p>Varies by community- recommend evaluating mix at a geography smaller than city level.</p> <p>Many communities integrate high density multi-family with commercial land uses.</p> <p>Monitor occupancy rates of single-family vs. multi-family dwellings to evaluate supply/demand.</p>	<ul style="list-style-type: none"><li>• Established target ratios for corridors/ small area plans/ future land use districts.</li><li>• Established target jobs-to-housing goal.</li><li>• Be intentional through policy and future land use mapping where increased density is not only desired but needed to support retail demand, bus services, or to prioritize proximity to existing city services. In intentionally located areas identify minimum and maximum density.</li></ul>

# BEST PRACTICES/ TOOLS

Concern/Issue	Best Practice	Tool/ Specific Example
How do we create policies that address market demand?	<p>Develop land use categories that allow for a range of development types.</p> <p>Promote development types that support adaptive reuse.</p> <p>Utilize land use policy and future land use map as a tool for being intentional about growth / community development and as an economic development tool.</p>	Research on this topic is still taking place- will update at workshop.
How are we evaluating residential to nonresidential?	Use growth scenarios and a cost-to-serve model.	Research on this topic is still taking place- will update at workshop. For cities that have prioritized evaluation a model similar to the cost to serve model the CoG utilizes is being utilized.

# BEST PRACTICES/ TOOLS

Concern/Issue	Best Practice	Tool/ Specific Example
What is the purpose and intent of our Employment Center (industrial) land use?	Be intentional about target industries that are missing and desired. Establish a priority list of both business and community needs for location of the target industries.	<ul style="list-style-type: none"><li>• Prioritize the use of the FLU Map to identify key land areas appropriate for “missing places/ target industries”, including a business park with target industries to support market flexibility</li><li>• Research on this topic is still taking place- will update at workshop.</li></ul>



# INITIAL OBSERVATIONS

- Modify density ranges for residential.
- Evaluate incorporation of high density multifamily into commercial uses.
- Prioritize the use of the target industries study to further explore the employment center future land use district.
- Identify where key density locations should take place.
- Identify locations where redevelopment is desired.
- Develop ratios for % of uses per future land use designation.

# NEXT STEPS

- 9/19 Steering Committee
- Joint Session on land use (growth scenarios, land use policies, land use categories) (Sept-Oct)
- Public Meeting (Oct)
- Council Workshop (Oct)