Downtown and Old Town Design Guidelines Update:
Phase 1 Public Engagement Report

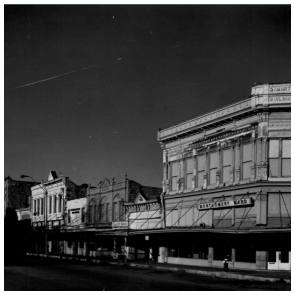
This report details the methods of outreach, number of people engaged, and input gathered during Phase 1 of the Update. Analysis and recommendations will be presented during Phase 2 of the project. Please see additional information on the next page.

From stakeholder interviews

MEETINGS & PRESENTATIONS

Oct 22, 2020	Historic and Architectural Review Commission Meeting
Nov 3, 2020	Tuesday Talks - Design Guidelines Update presented • ***199 views***
Nov 13, 2020	Main Street Advisory Board Meeting - Design Guidelines Update presented
Dec 3, 2020	Main Street Breakfast Bites
Dec 8, 2020	City Council Workshop - Design Guidelines Update presented
Dec 16, 2020	Design Guidelines Update Virtual Open House & Survey
Jan 28, 2021	State of the City • ***79 views***
Feb 11, 2021	Survey results presented in HARC Meeting

Social Media Views:
782

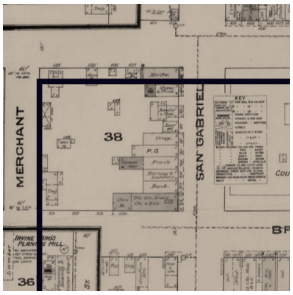


Open House Survey Responses:
104

Website Views:
861

Open House Views:
129

Focus Group Meetings:
10



The Design Guidelines Update is organized around 3 key questions:

1. What do we have? Our consultant, Post Oak Preservation Solutions, performed an extensive review of our historic districts to capture Georgetown's historic development patterns, architectural styles and building materials.

2. What do we love? We asked residents, property owners, and business owners what they love about the historic districts. Historic charm, the vibrancy of Downtown, and the wonderful architectural details were at the top of a very long list!

3. How do we protect these in the future? The historic districts were established to protect the buildings and character that our community values, and the Design Guidelines Update will continue those protections while responding to direction from City Council and feedback from our community.

Council Direction

The City Council requested that we look carefully at key areas in the update process:

- Commercial infill
- Residential infill (new review requirement)
- Demolition/relocation
- In-kind materials
- Commercial signage
- Consistency with the Unified Development Code

Stakeholder Feedback

In the stakeholder meetings some of the key takeaways were:

- Design Guidelines are sometimes too vague, but flexibility is needed for creativity
- Better guidance for compatible additions and infill construction
- Our users would benefit from more plain and clear language and better illustrations
- Materials could be considered for their durability as well as their aesthetic quality
- New buildings need architectural details, especially in high-traffic areas
- Signage needs good quality materials and good design

Consultant Analysis

When our consultant reviewed the Design Guidelines they identified strengths as well as areas for improvement. Some of the key areas for improvement included:

- Organize the document to help users quickly access the information specific to their project
- Reduce repetitive information to streamline the document and reduce confusion
- Clearly separate guidelines for commercial and residential structures
- Provide illustrations and guidance specific to Georgetown and to the variety of architectural styles
- Provide more guidance for building lighting and specific guidance for sign illumination
- Provide clear guidance for compatible site design according to the context.

The direction and feedback captured between October 2020 and February 2021 is being incorporated into the draft of the Design Guidelines that will be presented to the community in late April for their review and feedback. We look forward to hearing from you in this next phase of the project! For more information please visit www.historic.georgetown.org, email historic@georgetown.org, or call (512) 930-3581.