



Council Strategic Goal | Downtown

Next Steps

City Council Workshop 7.27.2021

Agenda – 2021 Council Goals - Downtown

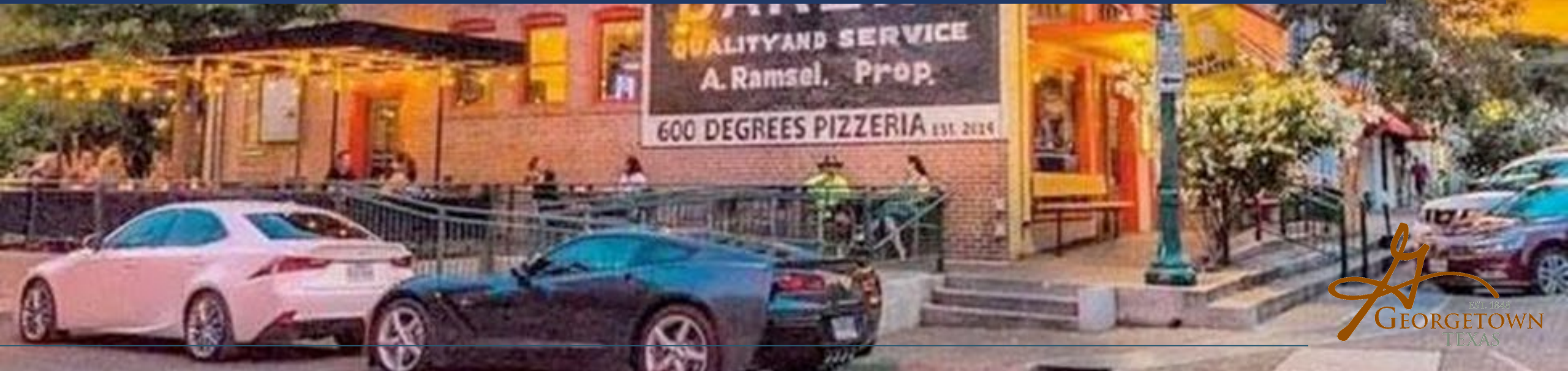
- **City Council developed Areas of Emphasis and Strategic Initiatives in a Feb 5th - 6th Visioning Session**
- **On March 23, the City Council confirmed the Strategic Initiatives language and goals to accomplish those initiatives**
- **May 11, the City Council reviewed and ranked the action steps to accomplish the goals**
- **June 7, the City Council held a work study session to further discuss the strategies and develop a plan of work to accomplish the highest ranking goals**
- **Today's meeting is to review the work study session outcomes and discuss specific options and tasks to ensure alignment with Council direction**

Top Council Goals & Actions for Downtown

Enhance and manage continued growth in downtown

- Improve mobility opportunities: Complete a parking study (7 votes)
- Improve mobility opportunities: Evaluate the sidewalk master plan (4 votes)
- Update the downtown master plan (3 votes)
- Implement enhanced downtown trash collection and identify future needs (3 votes)
 - Discuss in future – currently evaluating pilot ambassador program
- Enhance partnerships for downtown
- Create regular dialogue on short term and long term downtown facility planning with the County among elected officials (4 votes)

Work/Study Session Results



Summary of Council's Future Vision for Downtown

- Diversity in density, retail and experiences
- Expansion opportunities – ready for growth
- Preservation of historical assets
- Safety
- Family friendly
- Garage parking
- Pedestrian mobility
- Connections to parks and other assets
- Arts and music destination

Summary of Council's Identification of Threats for the Future Vision

- **Lack of parking and accessibility**
 - Need multiple options and approaches
- **Business Mix shift**
 - Cost driving need for potential historic tax incentive
- **Impact of higher use**
 - Visitor behavior
 - Maintenance issues



4.1 Enhance and manage the continued development of downtown

4.1.2 Improve mobility opportunities to include accessibility, parking, pedestrian access, and general movement through downtown

Complete a parking study to include a multifaceted plan - Accessibility - Rideshare - Shuttles - Parking lot development/redevelopment

Parking – Council feedback from work study session

- **GOAL: Complete a parking study to include a multifaceted plan**
 - Accessibility - Rideshare - Shuttles - Parking lot development/redevelopment
- **COUNCIL WORK STUDY FEEDBACK: Need current solution for immediate impact as well as long term solutions**
 - Council emphasized a need to add parking now
 - Review Garage locations and funding/cost per space
 - Review parking fees/paid parking options/valet
 - Increase accessible parking
 - Parking should be routinely reviewed, along with potential enhancements

Parking Study - 2 Options

Option A (Review and Update Existing Study then do full study) – begin immediately

- **Phase 1**

- Pick up the parking study from the Council's last direction in February 2020 where Council paused the construction at 6th and Main
- Direction was to study additional sites other than 6th and Main and identify options to add parking on city-owned sites
- Use design that stakeholder committee developed

Phase 2 – Do the full parking study over next 18 months (Option B)

Option B – Full restart of parking study (no Option A Phase 1)

- **New Comprehensive Parking Study in FY22**

Parking Study A - Phase 1

- Update Parking Study with emphasis on site selection for parking structure on city-owned sites to add parking spaces as soon as possible
- Establish Criteria for evaluation
- Apply Criteria to sites currently owned by City
 - Austin Avenue and 4th
 - 9th and Main
 - 6th and Main
 - *Rock and 9th (Library) (new)*
- Ensure stakeholder input
- *Estimated Costs and Timeline: \$90K-\$150K; 12-24 weeks, including public engagement*

City-Owned Sites for Potential Parking Garage



Parking Study – Two phased approach

- **Option B (and/or Option A Phase 2) – Begin in FY22 – Full update of the FY2015 study**
 - Development Trends
 - Best practices and site visits from successful benchmark cities
 - Feasibility of paid parking and valet
 - Trolley option
 - Mid term to long range sites for additional parking
 - One-way street evaluation for parking expansion options
 - Continue to evaluate parking strategies as development changes
 - Commit to a study update every 5 years to plan for next steps
 - Evaluate employee parking needs
 - Determine whether property acquisition should be evaluated for long term solutions
 - Evaluate P3 solutions for future; Issue RFP for potential partnership
- ***ESTIMATED COSTS AND TIMELINES: \$225K-\$300K; 45-52 weeks, including public engagement***

Parking Study – Communication/Engagement Strategies (to be incorporated into study)

- **Public Engagement**
 - Surveys (online and printed)
 - Town halls (virtual and in-person)
 - Open houses
 - Office hours with consultants and staff
 - Stakeholder conversations
 - Booth at local events
 - Site Tours
- **Distribution and promotion**
 - Website
 - News releases
 - Social media
 - Reporter
 - Advertisements
 - Handouts and signage around the Square
 - Stakeholder emails

Parking – Other Options

- **Accessibility pilot - increase accessibility friendliness**
 - Adds more accessible parking directly on the square
 - Review and improve slopes and access points to be friendlier to meet needs
 - Review impact/opportunities for one-way streets
 - Add handrails at strategic locations

Additional Potential Solutions – accessibility – Phase 1A

- Pilot project to add accessible parking on blocks where none exist now 1 block at a time
- Helps visitors get to the sidewalk system
- Restriping, build ramps to assist with mobility
- Add to existing contract work being done downtown
- Assess for results





7th Street Before



7th Street After

4.1 Enhance and manage the continued development of downtown

4.1.2 Improve mobility opportunities to include accessibility, parking, pedestrian access, and general movement through downtown

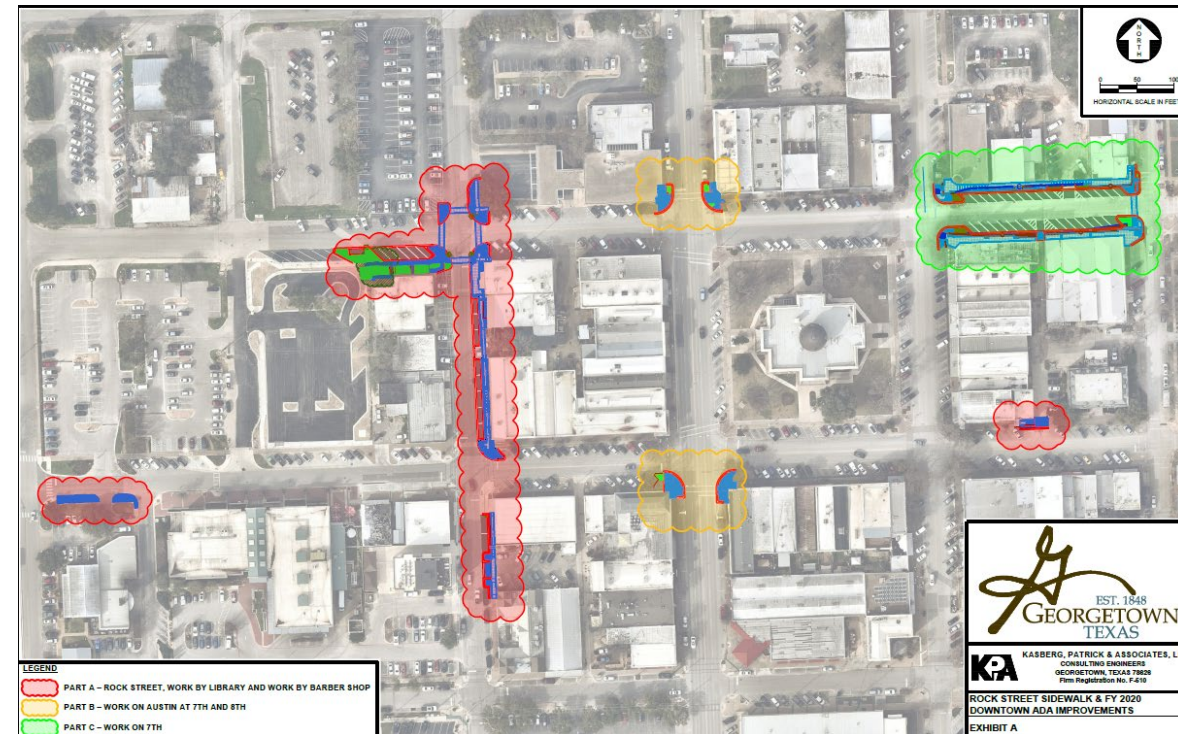
Evaluate sidewalk master plan and identify additional improvements for downtown

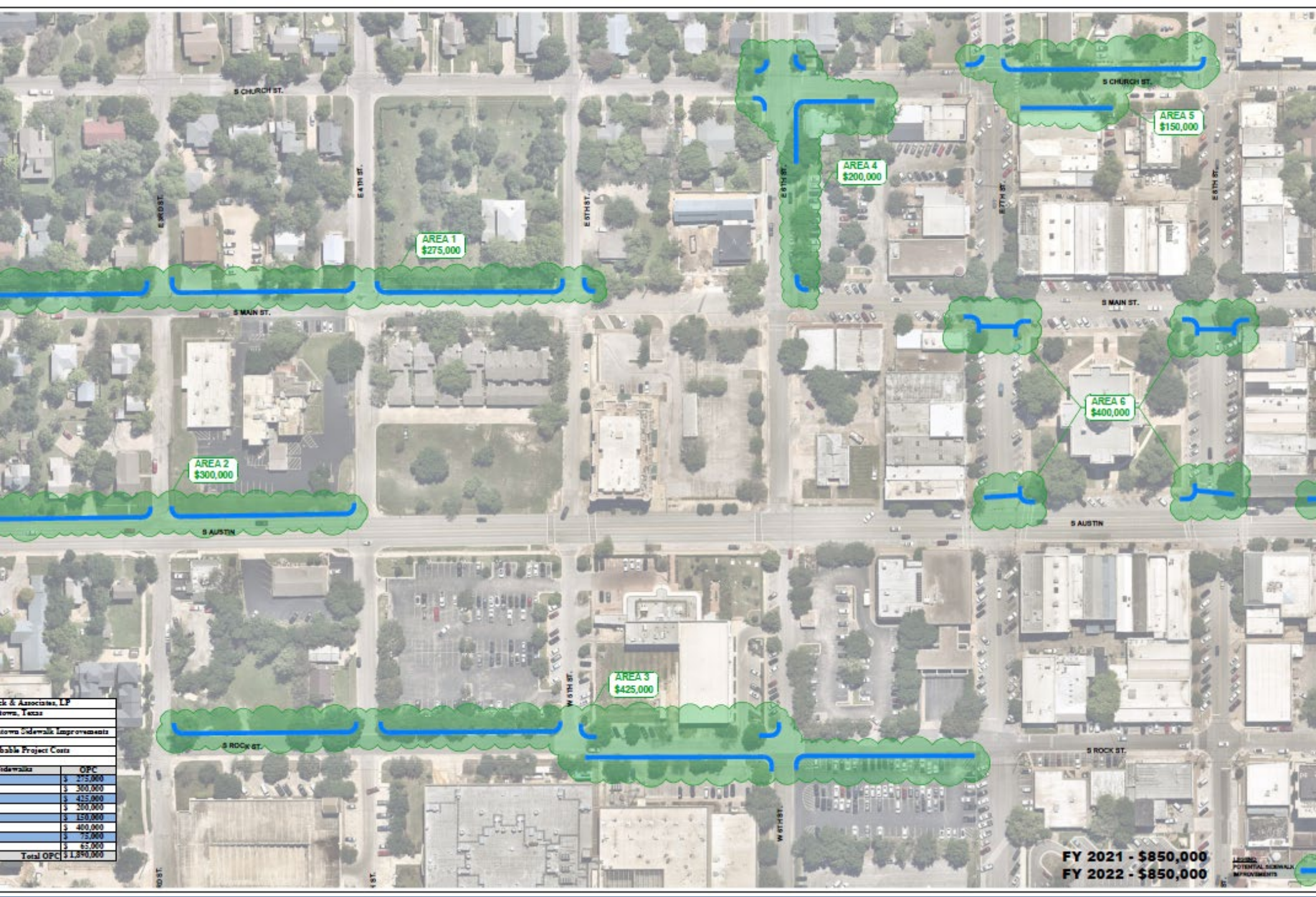
Sidewalks – Council identified issues to consider

- **GOAL:** Evaluate sidewalk master plan and identify additional opportunities for improvement
- **COUNCIL WORK STUDY FEEDBACK:**
 - Crosswalks and approaches
 - ADA focus/accessibility
 - Accelerate timeline for downtown sidewalks
 - Sidewalk use policy for barriers, such as sandwich board signage, retail products, etc

Sidewalks and Facilities Public Access Audit

- \$2.1M budgeted (\$1.3M encumbered) of the total \$3.6M allocated for Priority 1
- \$200K identified and completed for ADA improvements for access to public facilities
- Sidewalk improvements underway
 - E. 8th Street
 - Rock Street
 - Austin Ave. Crossings
 - E. 7th Street
 - W. 8th Street
- Increase bumpouts to reduce crossing area for pedestrians





Additional sidewalks planned for work – FY22

Stable Project Costs	
Sidewalks	OPC
	\$ 275,000
	\$ 300,000
	\$ 425,000
	\$ 200,000
	\$ 150,000
	\$ 400,000
	\$ 75,000
	\$ 65,000
Total OPC	\$ 1,890,000

FY 2021 - \$850,000
 FY 2022 - \$850,000

LEGEND
 POTENTIAL SIDEWALK IMPROVEMENTS

Sidewalks – FY22

To allow for safe pedestrian access from points around the square to Blue Hole and the San Gabriel Trail, sidewalks listed below have been identified as non-compliant or have sidewalk gaps and represent projects in FY22 and FY23.

- Continue a compliant path from 7th Street to Blue Hole along Rock Street
- Compliant path from 6th Street to 2nd Street along Main Street
- Compliant path from 5th Street to 2nd Street on the east side of Austin Ave and other smaller locations
- Cleaning up ramps and sidewalk along Church Street from 8th Street to 6th Street

Sidewalks – Future actions

- **Continue to plan for sidewalk improvements**
- **Evaluate sidewalks for future connections to trails, other amenities**
- **Continue to review opportunities to increase sidewalk intersection bump outs to reduce pedestrian area to cross street**
- **Evaluate potential bond referendum for downtown improvements**
- **Evaluate potential sidewalks for expansion to allow for outdoor dining/furniture as well as enhanced accessibility**



4.1 Enhance and manage the continued development of downtown

4.1.1 Update the downtown master plan to address density, historic guidelines, and transition zones

Updated Downtown Master Plan to include the following areas: - Vision for Downtown - Land use/density - Transition Zones between commercial and residential - Historic Preservation - Placemaking

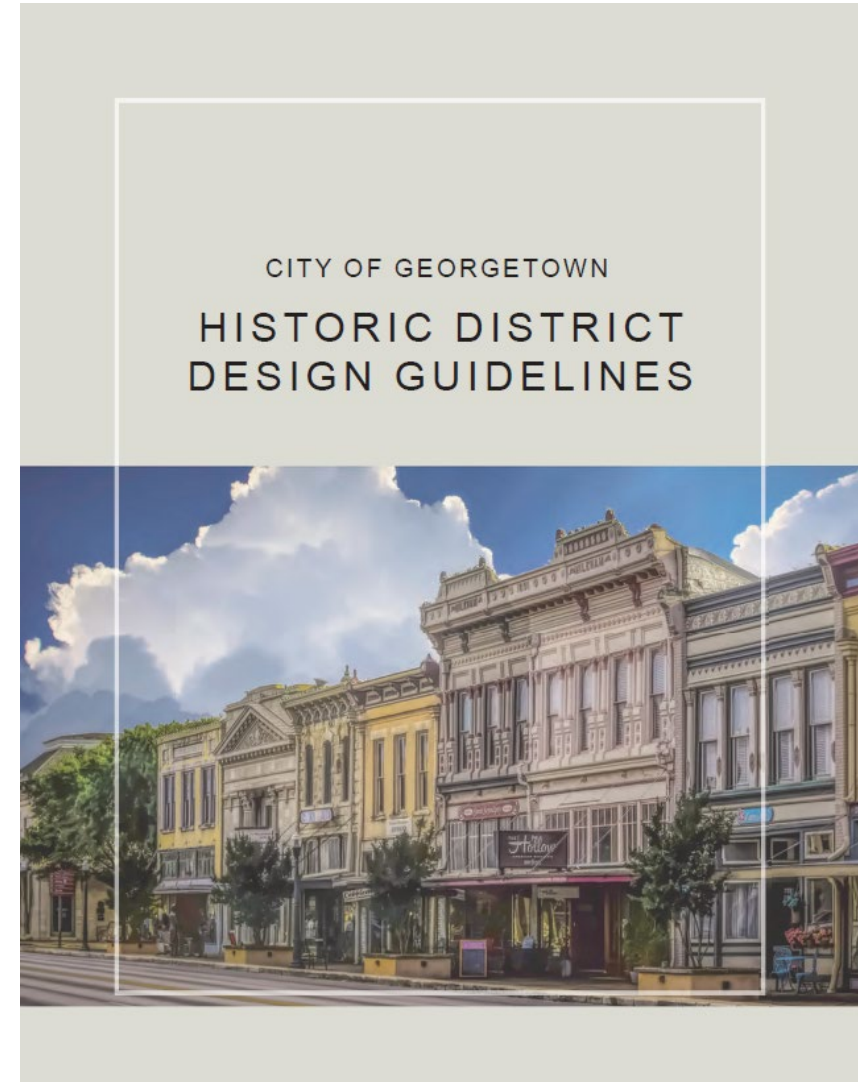
Master Plan

- **GOAL: Updated Downtown Master Plan to include the following areas: - Vision for Downtown - Land use/density - Transition Zones between commercial and residential - Historic Preservation - Placemaking**
- **COUNCIL WORK STUDY FEEDBACK:**
 - Emphasized parking solutions
 - Density and compatibility
 - Future location of visitors center and arts attractions
 - Pedestrian friendly – look for redesign opportunities for pedestrian only
 - Business district/transition zones
 - Evaluate traffic patterns for efficiency

Master Plan - Compatibility

Changes to the Guidelines Include:

- **Infill Construction:**
 - Additional guidance for compatible new (infill) construction
 - Identified commercial and residential contexts for Downtown Area 2
- **In-Kind Materials:**
 - Flexibility on materials when replacement has an appearance similar to original (windows, siding, etc.)
- **Demolition & Relocation:**
 - Additional guidance for salvage and archive requirements for demolition of historic structures
- **Signs:**
 - Signs limited to 3 total per business



Master Plan - placemaking

- Downtown MP identifies need for small outdoor space for modest assemblies outside of the courthouse square lawn
 - Proposed project at 9th and Church
- Stakeholder feedback
 - Support from surrounding stakeholders/business owners
- Grant application approved by CC 6/8
- Match proposed to be funded through TIRZ



Founders Park and Grace Plaza Expansion

South Main Arts District

Master Plan - placemaking

- Downtown MP identifies need for small outdoor space for modest assemblies outside of the courthouse square lawn
- Stakeholder feedback
 - 71% support or strongly support
 - Concern about removing parking
- Propose a smaller scale project to close Forest Street between library and Light and Water Works building
 - Add Art/Landscaping/green space
 - Ensure neighborhood recognition/ Shotgun house
- Fund pilot project through TIRZ; look for voter input for larger scale project
- Include this area in the full parking study



City Center Open Space

9th and MLK

Master Plan - Future

- Update Downtown Master Plan – propose for future FY23 or FY24

Summary of Workplan for Short Term, FY21-22

- Update parking study for quick implementation of additional parking
- Continue to work towards the medium and long range options for parking
- Continue to implement sidewalk master plan and plan for future
- Work on north side of square to add street parking that is accessible and convenient
- Incorporate Council feedback on Downtown Design Guidelines for approval in FY21
- Work on placemaking opportunities on city property to enhance business and programming support, but limit impacts on parking

Additional Work for the Future

- Create regular dialogue on short-term and long-term downtown facility planning with the County among elected officials (Prioritization – 4 votes)
- Implement enhanced downtown trash collection and identify future needs (Prioritization – 3 votes)
 - Note: Staff team evaluating the current pilot ambassador program, making adjustments and beginning to transfer costs to customers (currently pilot funded by TIRZ)

Council feedback on Parking Next Steps

- **Direction on proceeding with parking study**
- **Options**
 - **A.**
 - **Phase 1 - Modified update of parking study with established vendor**
 - Focus on structure on city owned structure
 - Estimated cost: \$90-\$150K Time: 12-24 weeks
 - **Phase 2 Option B (below) could begin in FY22**
 - **B.**
 - **Request proposals from new vendors**
 - Estimated cost: \$225K-\$300K Time: 45-52 weeks
- **Other comments, scope requests**
- **Work on pilot project for accessible street parking on north side of square**

Council feedback on Sidewalks – Next Steps

- Plan is to continue to implement master plan
- Working on sidewalk accessibility pilot project
- Improve ramps/crosswalks to improve pedestrian experience
- Look for opportunities to expand sidewalks in the future
- Work with businesses to emphasize accessible paths

Council feedback – Master Plan

- **Adopt new design guidelines – FY21**
- **Continue with placemaking options that do not significantly impact parking**
 - Founders Park/Grace Plaza/South Main Arts District
 - City Center – pilot greenspace area
 - Both projects to be TIRZ funded

Resources

- **Downtown Parking Garage FAQs**
 - <https://mainstreet.georgetown.org/downtown-parking-garage-project/>
- **Downtown Sidewalk Master Plan**
 - <https://georgetowntx.maps.arcgis.com/apps/MapJournal/index.html?appid=f8ab659f07944842b3919fde32023c7f>
- **Facilities Accessibility Plan**
 - <https://ada.georgetown.org/>
 - <https://sidewalksandfacilities.georgetown.org/introduction-to-the-sidewalk-master-plan-facilities-audit/>
- **Downtown Master Plan**
 - <https://2030.georgetown.org/downtown-master-plan/>