

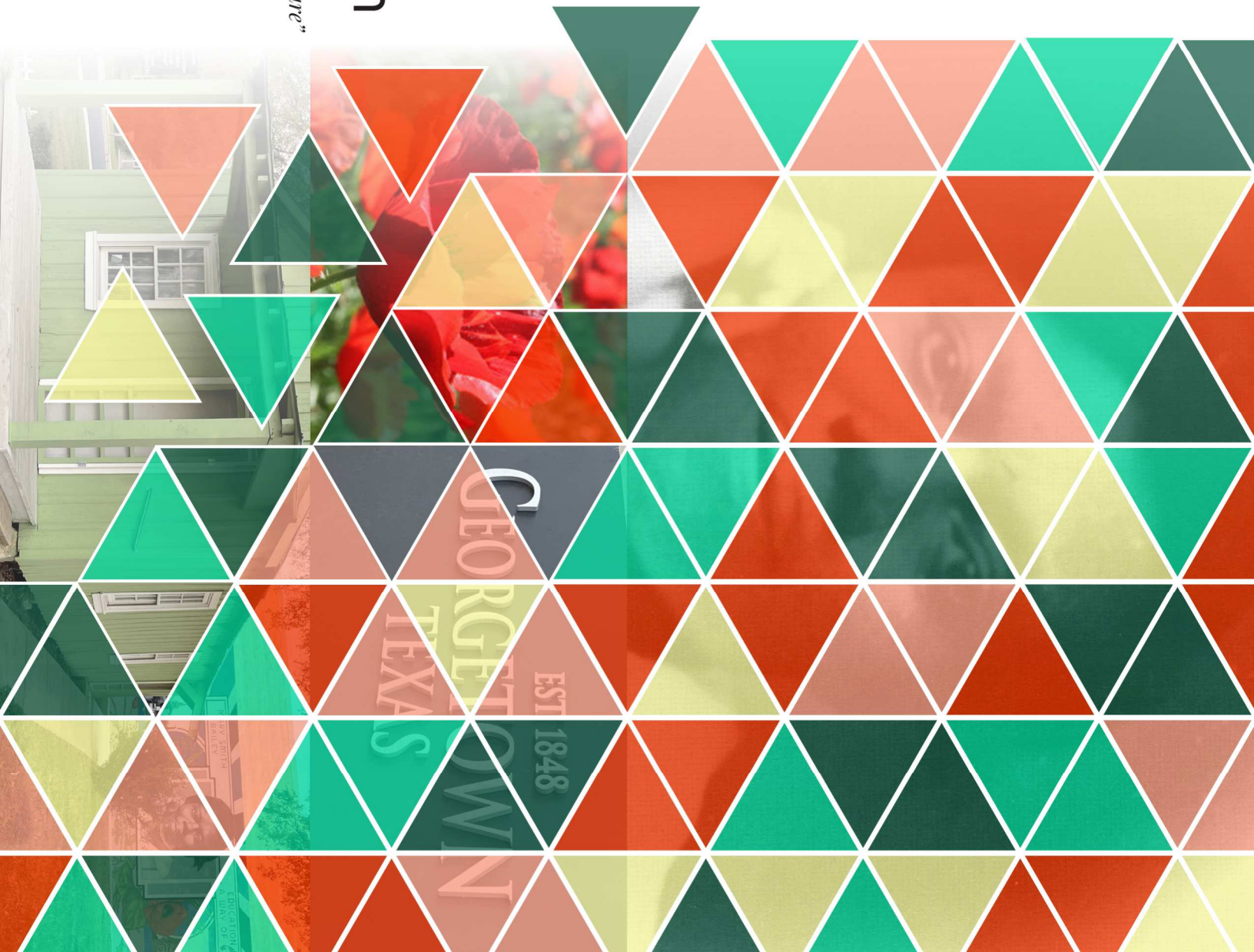
T
RACK

R
RIDGE

G
GRASSHOPPER

Neighborhood Plan

"Piecing together Past and Present to Build a Better Future"



ACKNOWLEDGMENTS

City of Georgetown

Elected Officials

- Josh Schroeder - Mayor
- Amanda Parr - District 1
- Shawn Hood - District 2
- Mike Triggs - District 3
- Steve Fought - District 4
- Kevin Pitts - District 5
- Jake French - District 6
- Tommy Gonzalez - District 7
- Mary Calixtro - *Former*
- Rachel Jontrowe - *Former*

Consulting Team

APD Urban Planning & Management LLC

- Jesse Wiles
- Bridget Wiles
- Deborah Jensen, AICP, AIA
- Glenda Krouse, AICP
- Carter Coleman
- Steven Gonzales
- Sarah Grace Barrett
- Reginald White

TRG Neighborhood Plan

Steering Committee

- Chasity Hatley - *Chair*
- Carlos Bustillo
- Norma Clark
- Gabriel Dominguez
- Juanita Dominguez
- Joyce Gadison
- Betty Jo Patterson
- Ron Swain
- Paulette Taylor

City Staff

- David Morgan - City Manager
- Laurie Brewer - Assistant City Manager
- Nick Wollery - Assistant City Manager
- Wayne Nero - Assistant City Manager
- Sofia Nelson, CNU
- Nathaniel Waggoner, AICP, PMP
- Cesar Acosta
- Susan Watkins, AICP (*Former staff*)
- Britin Bostick (*Former staff*)



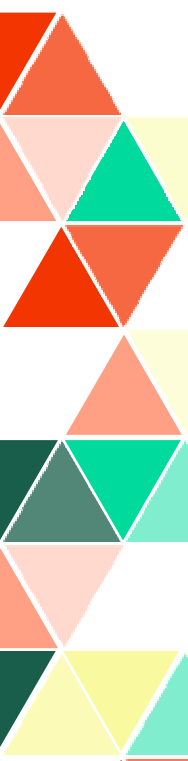


TABLE OF CONTENTS

Acknowledgments	2
Table of Contents	3
Glossary.....	4
Executive Summary	6
Introduction and History	9
Introduction.....	11
The History of TRG	13
Existing Conditions.....	22
Community Outreach and Engagement.....	38
Residential Market Scan	82
Commercial Market Scan	103
Recommendations and Strategies.....	108
Neighborhood Preservation Plan	109
TRG Implementation Plan	133
TRG Neighborhood Plan Next Steps	137
Table of Tables and Table of Figures	138

GLOSSARY

Area Median Income: The midpoint in an area's income distribution. Half of the households earn more than this amount, and half of the households earn less.

Assessment Value: The value assigned to a home for property tax purposes.

Average Home Value: Central point of all the home values.

Homestead Exemptions: A reduction on the assessed value of a property if it is owner-occupied.

Median Home Value: The "middle value" where half of the values are higher, and half are lower.

Over-burdened Households: Households that spend more than 30% of their income on rent.

Price Appropriate Housing: Housing that only costs 30% of a household's yearly income.

Zoning: A planning method that divides land into zones that each have a different set of regulations that guides what can be developed in each zone.





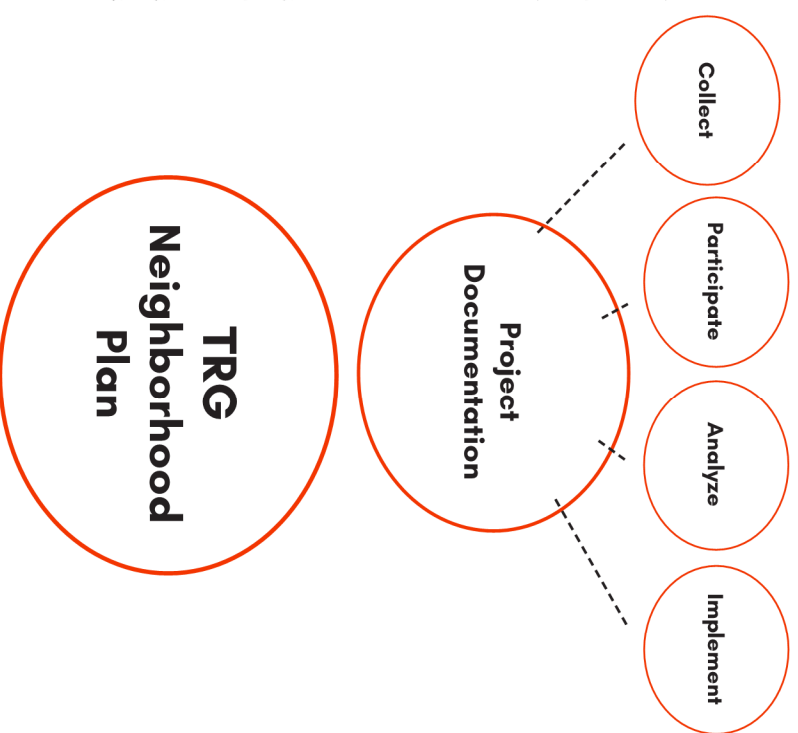
EXECUTIVE SUMMARY

Incorporated in 1848, the area along the San Gabriel River that would become Georgetown has been influenced by several regimes, from the Native Tonkawa tribe to the Independent Republic of Texas. TRG, previously three neighborhoods known as the Track, Ridge, and Grasshopper, developed between the banks of the river and downtown Georgetown. As the city developed, it experienced limited dynamic shifts in population and demographics. That changed over the past decade as Georgetown has seen substantial population growth. In August 2020, the City of Georgetown conducted a neighborhood-wide survey in TRG and San Jose to understand the neighborhood concerns for consideration in formulating a neighborhood plan. Information from this survey was used to craft a Request for Proposal (RFP) to create two Neighborhood Plans, one for the TRG neighborhood and one for the San Jose neighborhood. The primary goal of the TRG Neighborhood Plan is to build consensus for a neighborhood plan that supports infrastructure improvements and compatible development while sharing the history and culture of the neighborhood and supporting existing residents' ability to stay in their homes. This plan, guided by the vision and goals created by the neighborhood, aims to achieve this goal. The TRG Neighborhood Plan is divided into four (4) sections:

Learning about TRG

Existing conditions were collected to validate concerns and input from the residents as well as ensure that recommendations made in the plan are based on current data. The neighborhoods strengths, weaknesses, opportunities and threats, background information, and neighborhood level demographic data were collected and analyzed. Findings from existing conditions include:

- Residents in TRG are more likely to be rent-burdened compared to the rest of Georgetown;
- Median household income in TRG is 34% less than the median household income for the City of Georgetown;
- Detached single-family homes are the dominant existing land use in TRG; and
- 72% of all TRG structures are in good or fair condition.



Vision Statement

The TRG neighborhood will be a safe, healthy and diverse multigenerational community that promotes and protects it's rich and varied heritage, residential character, and cultural community assets for future generations and all citizens of Georgetown.



Community Voices

The TRG community guided the creation of the TRG Neighborhood Plan. Residents and stakeholders were involved in every stage of the planning process by:

- Vetting existing conditions;
- Developing the neighborhood vision and goals;
- Reviewing and verifying the data presented in the analysis phase;
- Reviewing recommendations for both neighborhood preservation and development; and
- Setting priorities for implementation.

A Community Outreach and Engagement Plan established parameters for outreach, meetings and engagements. The City of Georgetown, working with the TRG Steering Committee, conducted extensive outreach that resulted in significant meeting participation from both residents and stakeholders. Community engagement efforts conducted during the planning process include:

- Conducted extensive outreach including mailed notices and posted signage
- Three (3) open house community meetings;
- Over thirty (30) meetings with stakeholders; and
- Eight Steering Committee meetings.

Understanding the Local Market

This section of the Neighborhood Plan provides the findings from the Residential Market Scan. It highlights challenges existing residents face to remain in their neighborhood. Results from the Market Scan are summarized below:

- The City of Georgetown has seen a 42% increase in population since 2010. Population growth is projected to continue through at least 2026;
- The current average home sale price in the City of Georgetown has grown 35% in 2021;
- The current average sales price in TRG is \$557,751, higher than the average home value in the City of Georgetown; and
- It requires an income of nearly \$180,000 to purchase a house near TRG. The average household income in TRG is \$44,891.



Neighborhood Preservation Plan

The Neighborhood Preservation Plan section provides recommendations to address issues and concerns raised through community engagement and challenges observed during the existing conditions and analysis phases. The Preservation Plan's recommendations are divided into two sections, community retention, and Neighborhood protection, which are further defined below. This section also includes an Implementation Plan with actions to move the effort from planning to reality.

Conservation

Preserving and developing affordable housing for TRG residents. Sharing and celebrating the history and culture of the TRG neighborhood.

Accessibility

Guides improving infrastructure that increases pedestrian access throughout the neighborhood, and addresses traffic and parking concerns.

Restoration

Proposes opportunities for compatible neighborhood development, and additional greenspace, while promoting community building to support neighborhood safety and stability.

TRG Goals

community retention

The community retention section focuses on retaining TRG residents, as the City of Georgetown and the TRG neighborhood continue to grow. These policies and strategies are important to prevent displacement of current residents as TRG experiences growth pressures.

Neighborhood protection

The Neighborhood protection section of the report outlines transportation and infrastructure recommendations that support neighborhood development. It also includes recommendations for future land use and zoning regulations to positively guide continued development in TRG

Implementation

The implementation matrices function as guides to the implementation of the TRG Neighborhood Plan. Each matrix includes:

- The priority of the action item;
- A timeframe for implementation of each action item;

