

Recommendations and Strategies



NEIGHBORHOOD PRESERVATION PLAN

TRG VISION STATEMENT

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

TRG GOALS

Conservation

- Protect legacy homeowners from displacement;
- Invest in and preserve historic and cultural assets that highlight the TRG neighborhood;
- Identify and preserve key character defining building components to ensure new development is compatible with the existing neighborhood; and
- Create and preserve affordable housing options of for-sale, rental, and multifamily housing where appropriate development can occur.

Accessibility

- Increase safety and access to and through the community by addressing traffic concerns;
- Improve sidewalks and pedestrian access to and through the neighborhood; and
- Address parking issues in the neighborhood.

Restoration

- Bring together TRG residents, organizations, and businesses to collaborate for the betterment of their community;
- Support the development of parks and trail amenities in the neighborhood; and
- Create solutions to support people without stable housing to uplift neighborhood safety and wellbeing.

The Neighborhood Preservation section of this report contains recommendations for the TRG Neighborhood. The neighborhood vision and goals, developed through Steering Committee and community-wide meetings, directly influenced the recommendations of the plan. Each recommendation is paired with a specific goal. Recommendations are divided into two categories, Community Retention and Neighborhood Protection.

Community Retention

The Community Retention section includes recommendations focused on retaining existing residents in TRG, as the City of Georgetown and the TRG neighborhood continue to grow. These antidisplacement policies and strategies are important as TRG continues to experience growth pressures.

Neighborhood Protection

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

TRG GOALS

Conservation

Preserve and develop affordable housing for TRG residents. Share and celebrate the history and culture of the TRG neighborhood.

- 1 Home Repair Program
- 2 Property Tax Assistance
- 3 Will Creation Assistance
- 4 Homeowner Education
- 5 Historic Preservation

Accessibility

Improve infrastructure to increase pedestrian access throughout the neighborhood, and address traffic and parking issues.

- 6 Transportation
- 7 Flood Management

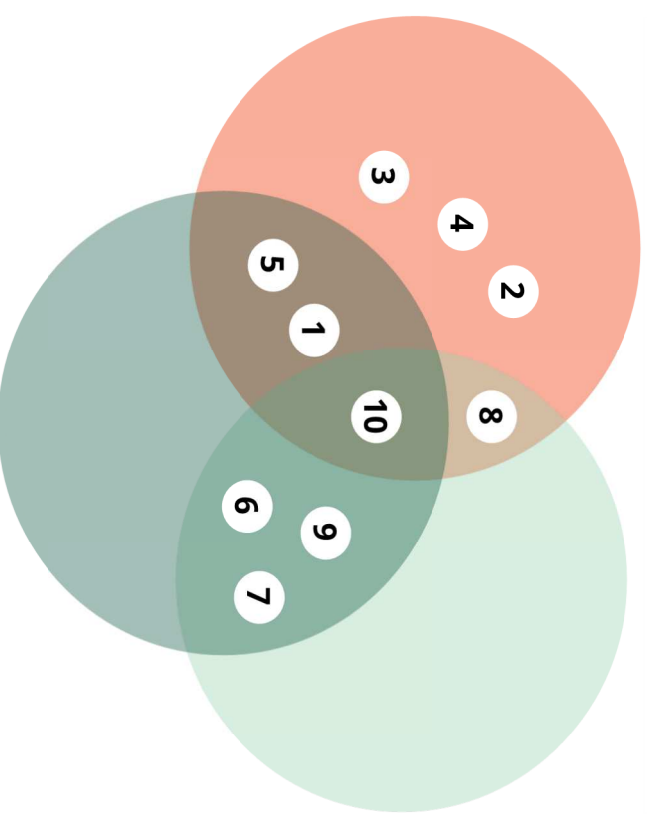
Restoration

Propose strategies for compatible neighborhood development and additional greenspace, while promoting community-building to improve neighborhood safety and stability.

- 8 Youth Programming
- 9 Greenspace and Recreation
- 10 Land Use and Zoning

Each of the strategies diagrammed in Figure 56 are designed to ensure at least one of the goals above is achieved. All ten strategies are organized by goal. Many strategies work to attain more than one of the neighborhood goals. They overlap to optimize resource allocations and work synergistically to realize the goals and vision of the TRG Neighborhood Plan.

Figure 56: Recommendations are Organized by Neighborhood Goals





COMMUNITY RETENTION

CONSERVATION STRATEGIES

Home Repair Program

The home repair program leverages the existing Homeowner Repair Program to assist homeowners with emergency repairs, possible code violations, and safety improvements. The program provides housing services to the community, accomplishes a public safety purpose, and benefits the community of Georgetown. Per Chapter 373 of the Texas Local Government Code, the program enhances the quality of life, preserves neighborhoods, conserves resources through improved energy efficiency, and eliminates conditions detrimental to public health and safety. The focus should be placed on encouraging homeowners to use the existing Homeowner Repair Program to promote safe structures for long-term homeowners. A review of how the current Home Repair Program can be expanded, possibly through partnerships with Habitat for Humanity, Williamson County or other partners should be evaluated.

- Provide financial assistance for emergency repairs, code violations, potential code violations and exterior repairs to ensure homeowners can remain in their homes;
- Focus on safe housing for long-term homeowners;
- Evaluate potential partnerships to expand the program; and
- Implement outreach to educate existing homeowners on the existing program in the City of Georgetown.

Homeowner Education

Educates homeowners about existing housing programs in the City of Georgetown, such as Homestead Exemptions and the Homeowner Repair Program. Community events, door-to-door outreach, and direct mailers effectively distribute information to residents. The information shared should include program benefits, eligibility requirements, and application instructions. Multiple touchpoints are often required to fully explain various programs and how to apply for them.

- Supply education in a variety of formats and ensure there are multiple touch points;
- Conduct all outreach and education efforts in English and Spanish; and
- Create space for residents to explain their concerns and take time to address them.



CASE STUDY: Denver, Colorado

- A partnership between the Denver Probate Court and Metro Volunteer Lawyers offers free clinics to discuss the benefits of having a power of attorney and a living will; and
- Assists in preparing these documents for individuals who meet income-eligibility requirements.

Will Creation Assistance

Concern around unclear titles and homeowners without existing wills can be addressed by establishing a program to assist homeowners with will creation. The program may be offered as a pro bono service by local attorneys. A will may permit existing homeowners to pass down their property to family members. Advice can also be provided on avoidance of predatory lending and speculative property purchasers and investors. Offering assistance with will creation can also be included as a wrap around service to a potential Anti-Displacement Tax Relief Fund Program.

Property Tax Assistance

A property tax assistance program is a tool to address the issue of rising property taxes for long-term homeowners. Homeowners may be experiencing a rapid rise in their property taxes that could potentially displace them from their homes. The program may be operated by a non-profit, with philanthropic funding, structured to pay tax increases as a grant to the homeowner. The homeowner is not required to repay the grant. The program should focus on assisting long-term homeowners, experiencing an increase in property taxes and enrolled in eligible Homestead Exemptions. Additional information on existing Anti-Displacement Case Studies are found below.

TAX RELIEF PROGRAM EXAMPLES

Two case studies of tax relief programs are included below to provide examples cities and non-profits deploy to assist long-term homeowners facing property tax increases. The case studies illustrate the creative ways funding programs may be organized to support legacy homeowners..

[MKE United Anti-Displacement Fund](#)

When

It was established in 2019 by MKE United, an Executive Committee that includes representation from the Greater Milwaukee Committee, the City of Milwaukee, Milwaukee Urban League, the Greater Milwaukee Foundation, and LISC Milwaukee.

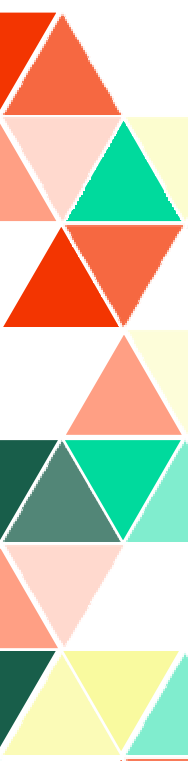
Where and Who

The program assists income-eligible homeowners who live in neighborhoods near downtown Milwaukee. The homeowners must meet income requirements and have experienced significant property tax increases above the City average over the last five years. In addition to location and income requirements, the property owner must have owned and occupied the home since January 1st, 2015, must be current on taxes, and cannot be in foreclosure.

How

Initial funding for the program comes from various sources, including American Family Insurance, Bader Philanthropies, Greater Milwaukee Foundation, Kahler Slater, Kohl Philanthropies, RINKA, Medical College of Wisconsin, Milwaukee Bucks Foundation, Ziber Family Foundation. It is funded through a five-year pilot program with the expectation of extending the program to last 15-20 years. The program pays for any **increase** in property taxes after the 2019 tax year. The money is provided as a grant, with homeowners not ever responsible for repaying the money.





The Anti-Displacement Tax Fund For Legacy Homeowners

When

Established in 2017 by the Westside Future Fund, a non-profit focused on the City of Atlanta's westside.

Where and Who

The program targets income-eligible homeowners who live in specific neighborhoods on the westside of Atlanta. The homeowners must earn less than 100% of the area median income, based on household size. In addition to location and income requirements, the property owner must have owned and occupied the home since March 2017. A sister program was also created to assist homeowners in cleaning title issues before joining the program. Additionally, the program can help homeowners with back taxes under specific circumstances.

How

The program pays any **increase** in property taxes, starting in the year the applicant was approved, over twenty years. The payments are in the form of a grant and do not have to be repaid by the homeowner. Various philanthropic entities provided funding for the program, including the Arthur M. Blank Family Foundation, Georgia Power, Equifax, SunTrust Bank, and American Family Insurance.

CASE STUDY: Anti-Displacement Tax Relief Fund

- An Atlanta program to help legacy homeowners remain in their homes. Property tax increases are paid for qualifying homeowners of four neighborhoods on Atlanta's westside;
- Available to current homeowners in the neighborhood who earn less than 100% AMI in addition to other eligibility requirements;
- Tax increases are covered by the program for a 20-year time period;
- Funding is provided in the form of a grant and does not require repayment by the homeowner; and
- Program funders include several philanthropic sources.

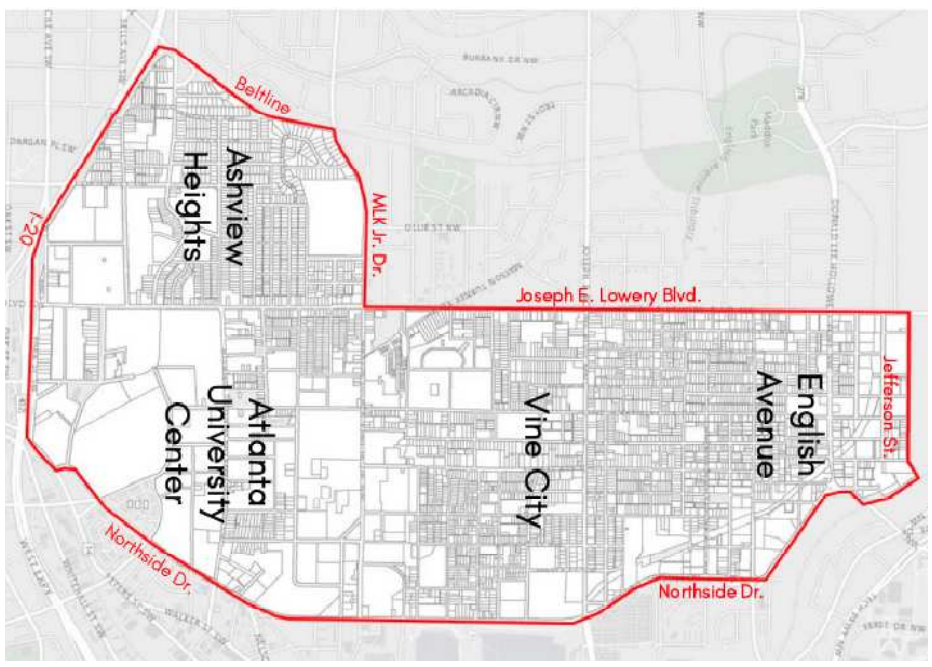


Figure 57: Atlanta Displacement Tax Fund Geography

Source: Westside Future Fund

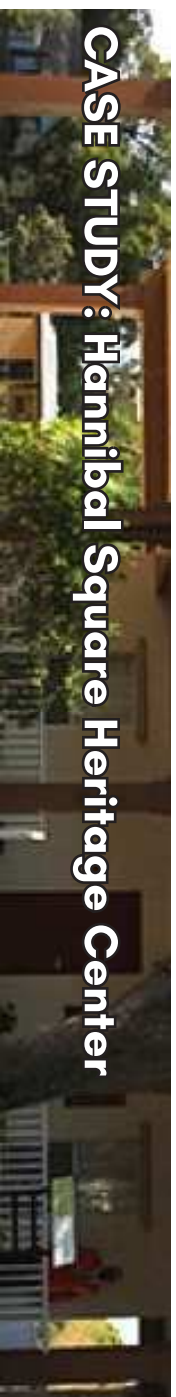
Historic Preservation

Preservation Strategies prevent the loss of history by incorporating it into the redevelopment process. This policy action moves beyond simply restoring old structures and instead looks at the history of the neighborhood as a key tool for marketing, and cultural enrichment. Recommendations include the following:

- Design and implement a cultural heritage trail that provides residents and tourists with an easy to follow path of neighborhood landmarks;
- Create and implement a marketing and branding campaign. Promote the historic culture of the community with street sign toppers, and gateway signage;
- Create policies and programs to link historic preservation and economic development. Prioritize minority-owned businesses and jobs;
- Incorporate local history into a marketing and branding campaign to emphasize TRG's rich cultural heritage;
- Invest in public art to convey the story of the history and culture of the neighborhood;
- Incorporate neighborhood history into the name of trails and park amenities;
- Pursue CLG grant for historic resource surveys specific to the TRG neighborhood; and
- Capture and document the oral history of the community and the impact of the Urban Renewal Program on the TRG neighborhood.



- A self guided tour with signs that includes information on the history and influence of the South St. Pete neighborhood in St. Petersburg, FL; and
- The tour focuses on cultural heritage of the neighborhood, important neighborhood landmarks and community leaders.



- Provides guided tours with information on landmarks, people and the history and influence of the Hannibal Square neighborhood in Winter Park, FL; and
- Hosts monthly events such as quilting classes that incorporates the history of the community in to fun, family-friendly activities.



ACCESSIBILITY STRATEGIES

Youth Programming

Programs can address the neighborhood's desire to support youth growth and development, both physically and educationally. This recommendation includes working with existing youth programming providers to coordinate programming efforts and outreach in the neighborhood.

- Partner with the Georgetown Public Library, or technical colleges to support literacy education and college preparedness;
- Job training;
- Outdoor recreation opportunities;
- Social gatherings focused on youth; and
- Programming for youth that ties fun activities to the history and culture of TRC.



CASE STUDY: Project LEAP in Jacksonville, FL

- Library Enhanced Access Program is a literacy education and career preparation program offered by the public library system in Jacksonville;
- Offers digital programs that increase technology knowledge;
- Offers GED classes and defray the cost of taking the GED; and
- Provides programs that reinforced pre -literacy skills for 4,000 children in Jacksonville.



CASE STUDY: Encyclopedia of Life (EOL)

- Supported by the Smithsonian Institution's National Museum of Natural History to raise awareness about nature;
- Provides free digital, and bilingual information on nature; and
- Lesson plans are divided into three age ranges and five themes.

NEIGHBORHOOD PROTECTION

ACCESSIBILITY STRATEGIES

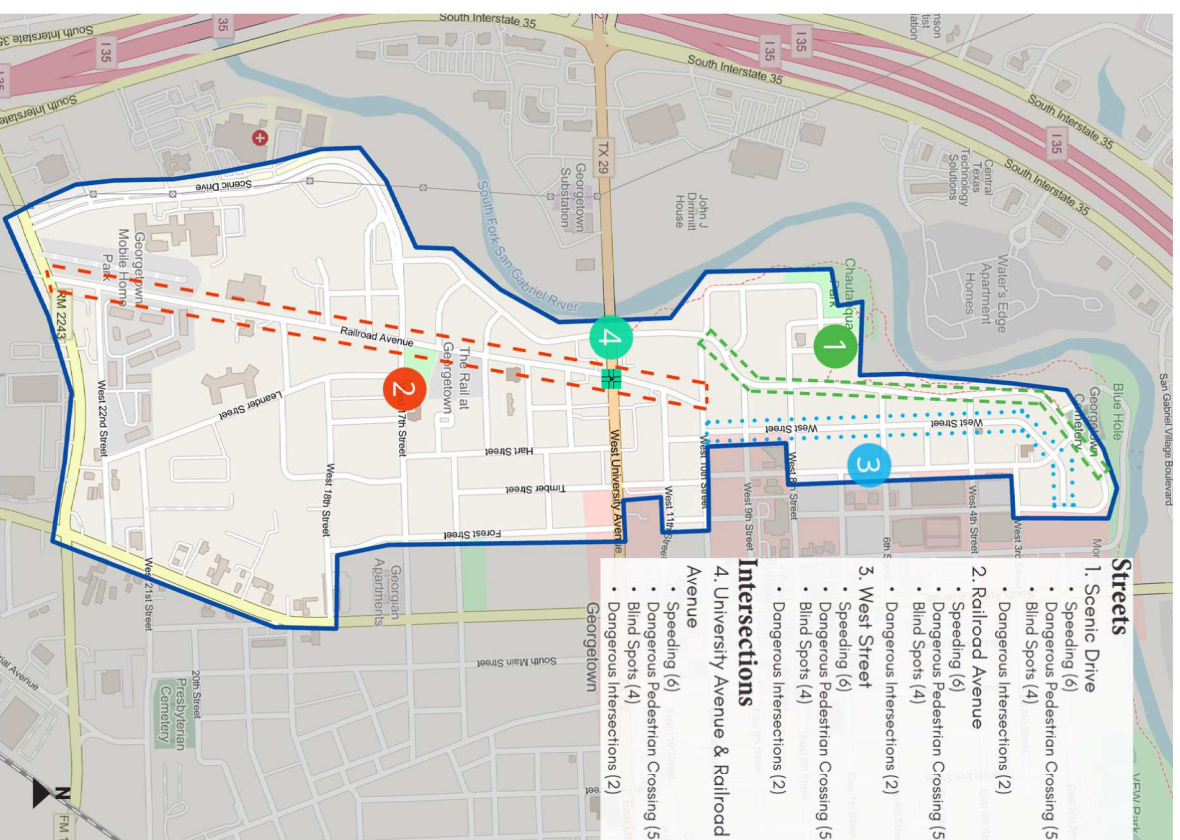
Transportation

This section of the TRG Neighborhood Plan summarizes transportation issues identified by the neighborhood. Recommendations were reviewed by the neighborhood at Community Meeting Two. Specific locations, design and cost of each transportation recommendation of the Plan will be confirmed through future traffic and safety studies as the first implementation step to address transportation issues in the TRG neighborhood.

During the annual Capital Improvement Plan review and development, the City should consider the transportation needs of the TRG neighborhood, particularly during roadway maintenance activities. As roadway improvement projects are identified for TRG, planning and design of the maintenance should address other priority issues of the neighborhood including stormwater management, signage, striping, lighting and sidewalks.

STATION 3: TRANSPORTATION

Several issues and focus areas were identified in the previous public meetings that Major Areas of Concern in TRG response to ImpFigure 58: Transportation Focus Areas



Mobility and Pedestrian Improvement Plans and Programs

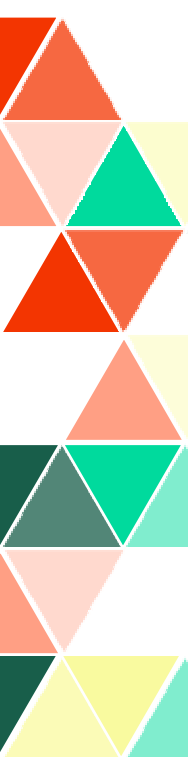
- Perform a safety study to confirm appropriate improvements to Pedestrian Crossings;
- Prioritize construction of sidewalks on all residential streets in TRG;
- Implement traffic calming study along Scenic Drive;
- Construct shared lanes and/or protected bike lanes; and
- Pursue Community Development Block Grant for Hazard Mitigation, HOME and GLO.

Traffic and Safety Physical Improvement will review:

- Sign relocation/landscape trimming;
- Improved Pedestrian Crossings;
- Streetlights for areas of low visibility; and
- Traffic study to confirm needed physical improvements

Traffic and Safety Education Strategies

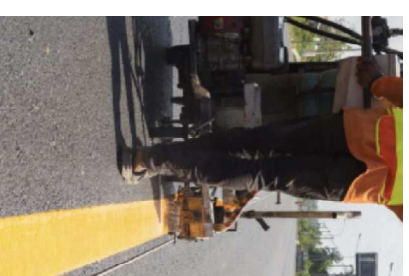
- Enforcement: Work with the Georgetown Police Department to improve compliance with posted traffic controls including speeding, stop signs and parking;
- Speed awareness signage: Speed awareness and education signage – Install radar feedback speed signs to alert drivers they exceed the posted speed limit. Distribute educational material to the neighborhood;
- Traffic study to confirm appropriate speed limits and enforcement measures; and
- Neighborhood discussion: Community meetings and engagement with the residents through GPD Outreach Teams to improve communication and coordination.



Sign relocation/landscape trimming



Speed Awareness Signage



Enhanced Striping



Infrastructure Issues

Stormwater Management Plans and Programs

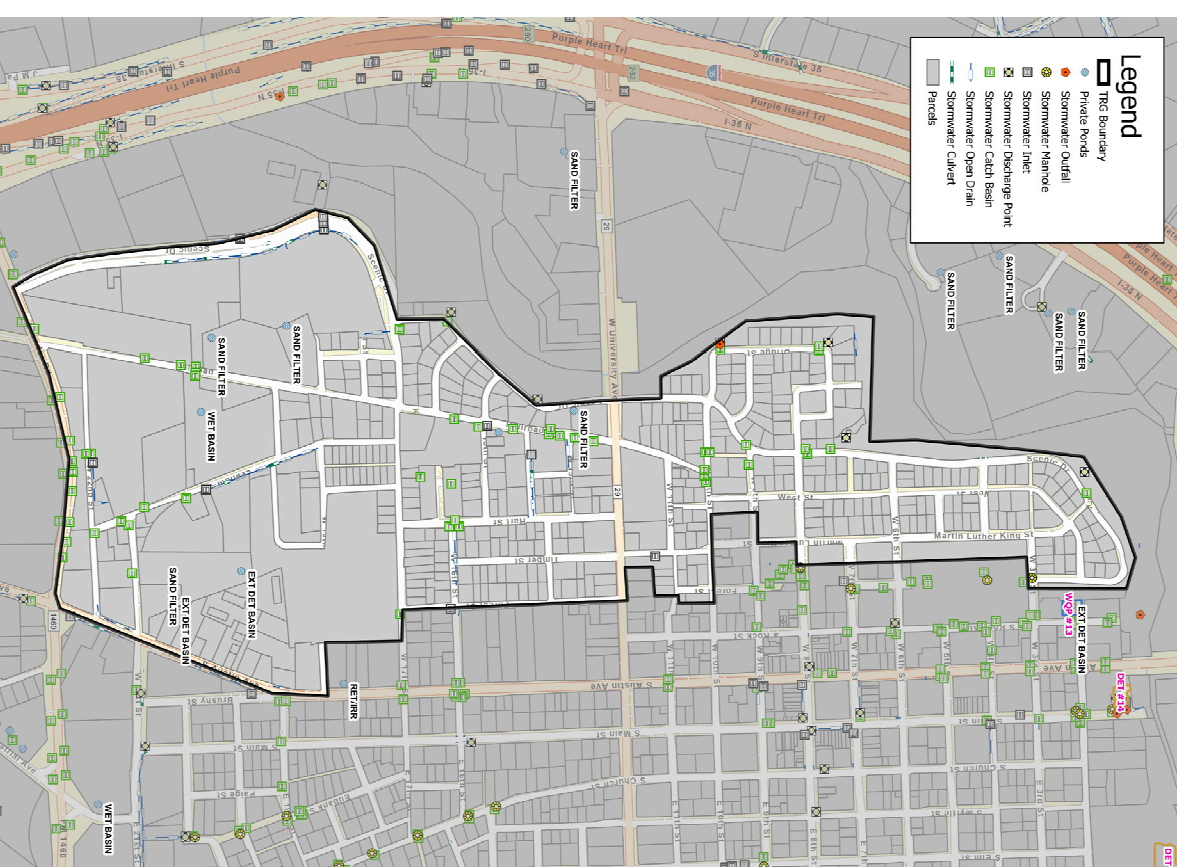
- Increased maintenance of stormwater management systems;
- Install and/or repair curb and gutter. Utilize the City program for installing and repairing curbs and gutters. Include in the Capital Improvement Program annual budget;
- Perform neighborhood road resurfacing, based on the results of the maintenance evaluation scheduled in 2022. Utilize the City process to evaluate and prioritize roadway maintenance;
- Pursue CDBG/Hazard Mitigation funds to examine infrastructure concerns within the neighborhood; and
- Perform a drainage study.



Curb and Gutter

Stormwater Infrastructure

Figure 59: Existing Stormwater Infrastructure in TRG





RESTORATION STRATEGIES

Greenspace and Recreation

Green space additions and programming should multiply the recreation opportunities in TRG, and increase connectivity to other Georgetown amenities.

- Increased lighting in parks and on trails;
- An urban garden with raised beds;
- Community festivals and events;
- Additional programming at Chautauqua Park; and
- Permanent signage to direct visitors to Blue Hole Park to appropriate parking area and additional patrol to keep people from parking on Scenic Drive.



- A neighborhood garden in the Settegast neighborhood that is supported and managed by Habitat for Humanity;
- The garden provides the neighborhood with local fresh fruit and vegetable options; and
- A farmer's Market is held every second and fourth Saturday of the month at the garden, with produce bundles costing no more than a dollar.



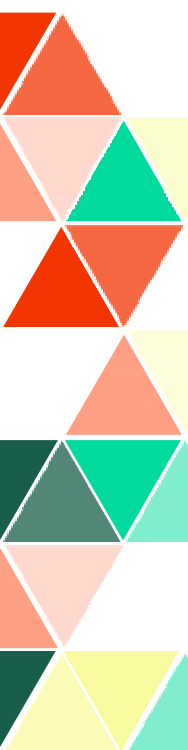
Current Parking Signs along Scenic Drive



Passive Recreation



This Page has Been Intentionally Left Blank



LAND USE FRAMEWORK RECOMMENDATIONS

Zoning recommendations for the TRG Neighborhood Plan are based upon the Georgetown 2030 future land use plan. Today, there are areas within TRG where land use and zoning are not aligned. The recommendations herein address these areas of misalignment.

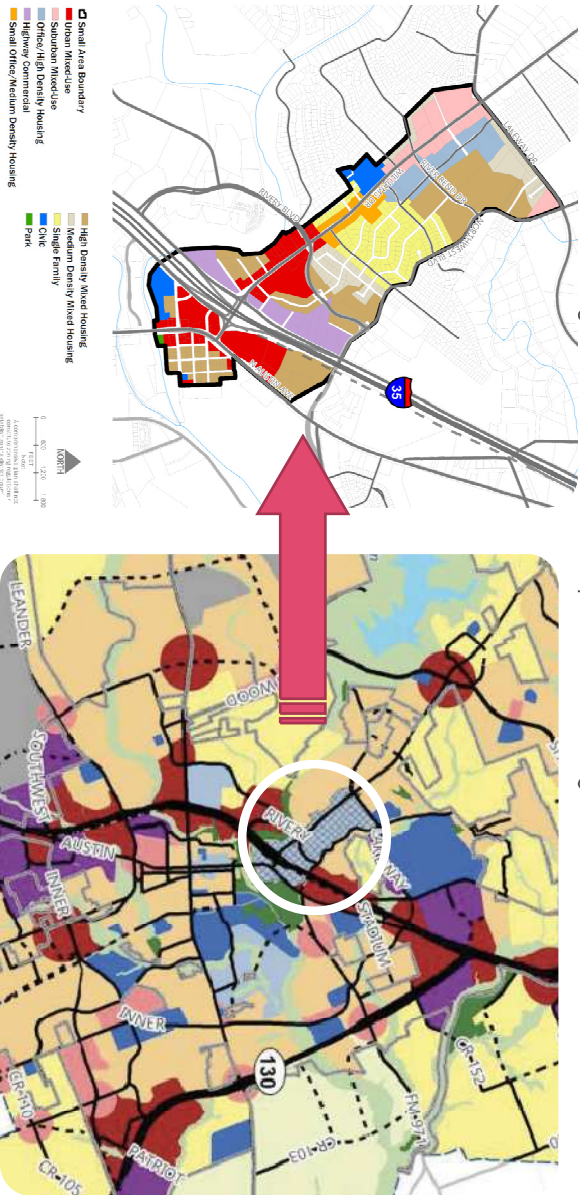
Residents of the TRG neighborhood expressed their desire to limit the encroachment of downtown commercial or higher density residential uses into the historic single-family residential core, specifically north of West 10th Street. Primary land uses for Mixed-Density Neighborhood designations include single-family homes, duplexes and townhomes. Duplexes and townhomes should be carefully analyzed for lot size and location in areas of transition. Care should be taken not to disrupt the single-family nature of the neighborhood

Additional scrutiny should be applied to parcels that are underutilized and are ripe for redevelopment, such as the former Boys & Girls Club of Georgetown (Caver Elementary School) and a myriad of existing and re-purposed industrial parcels in south TRG along South Austin Avenue.

In Georgetown, areas with plans created specifically for them, are designated as a **Special Areas** on the Future Land Use Map. A current example in Georgetown is the Williams Drive corridor (see below Figure 60). It is recommended that the TRG neighborhood be designated as a Special Area on the Future Land Use Map. The recommended land use changes will ensure that future development respects the community's vision, and will form the basis for decisions on future land use and rezoning requests.

Example of Special Area Designation

Figure 60: Williams Drive Special Area Designation



LAND USE CHARACTERISTICS

Traditional Housing

Intended primarily for single-family and conservation subdivisions. Encourages preservation of open space and environmentally sensitive areas, such as Chautauqua and Blue Hole Park, and the San Gabriel River corridor

- Secondary Uses: Limited neighborhood serving retail, office, institutional and civic uses

Civic

Provides for large civic and institutional uses that serve the surrounding neighborhood and community.

- Secondary Uses: N/A

Office/Medium Density Housing

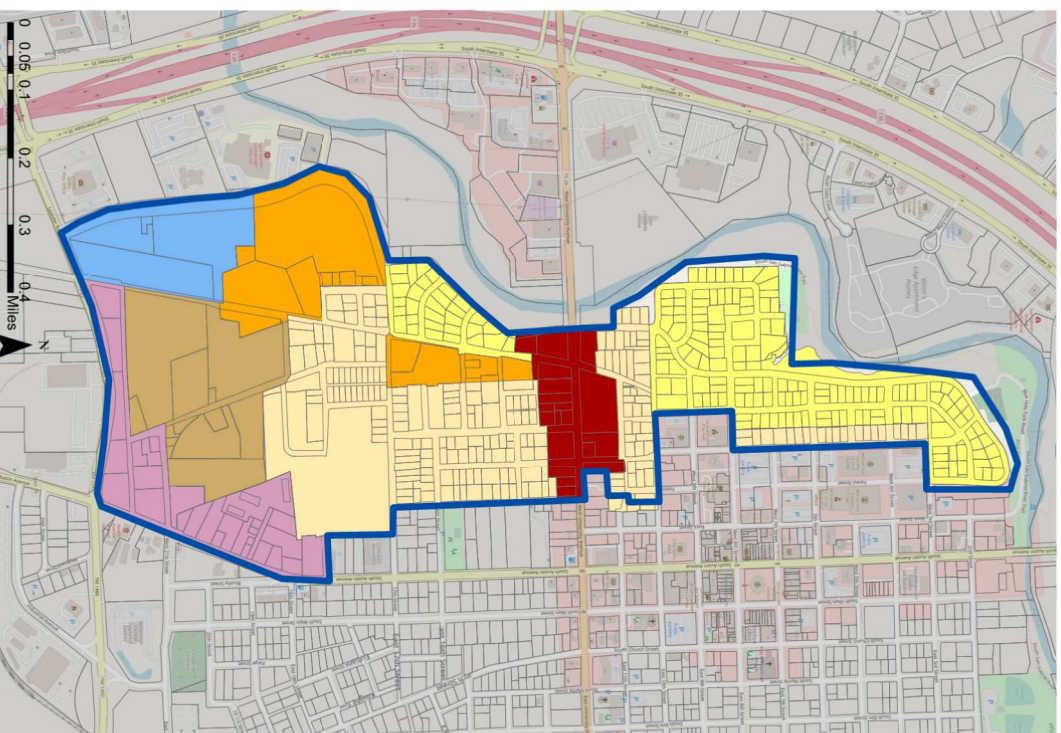
Provides a variety of medium intensity housing in a walkable environment, while allowing for office space.

- Secondary Uses: Office, neighborhood serving retail, institutional, and civic uses

Office/High Density Housing

Facilitates a pedestrian friendly livework environment, allowing for a mixture of high density residential uses and office space.

- Secondary Uses: Office, medical offices, retail, institutional, and civic uses



Updated Land Use Characteristics for TRG

Figure 61: Proposed Future Land Use Designation

Medium Density Mixed Housing

"Missing Middle" housing, compatible with traditional single-family dwellings, are appropriate for transitioning from nonresidential uses to primarily residential areas.

- Secondary Uses: Limited neighborhood serving retail, office, institutional and civic uses

Urban Core

Provides a dense, pedestrian-friendly urban environment with a mixture of compatible residential and nonresidential uses such as small restaurants and boutique shops

- Secondary Uses: Office, restaurants, retail, institutional, and civic uses

High Density Mixed Housing

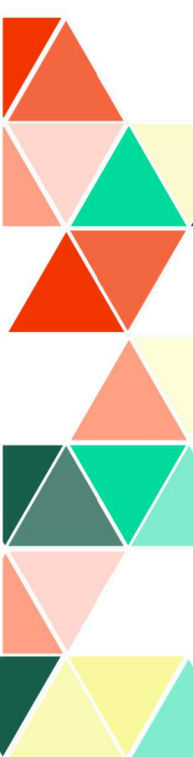
Provides a variety of higher intensity residential housing in a walkable environment, while allowing for office space.

- Secondary Uses: Office, neighborhood serving retail, institutional, and civic uses

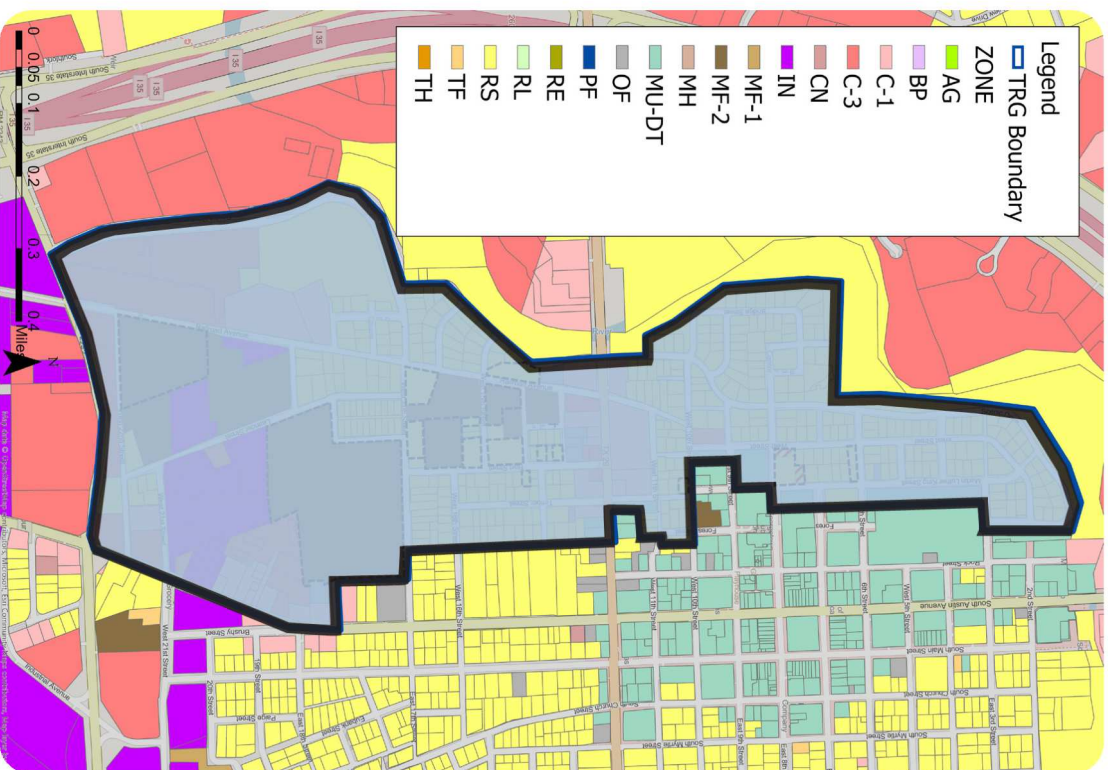
Suburban Mixed-Use

Encourages higher density housing with ground level retail; serves as a buffer to detached single-family areas.

- Secondary Uses: Office, neighborhood serving retail, institutional, and civic uses



TRG NEIGHBORHOOD OVERLAY DISTRICT



CULTURAL ARTS + HERITAGE OVERLAY DISTRICT

The Neighborhood Conservation District (NCD) Overlay for the TRG Neighborhood is a land use tool that offers the community the ability to tailor certain aspects of new development projects to fit the needs and desires of the community. Common areas of review for NCDs are exterior alterations, new construction, and demolitions.

The NCD recommendations are organized in sections, outlining design characteristics documented within the TRG neighborhood and with feedback from the TRG community. Recommendations detail the desired level of design quality to complement the historic fabric of the community, acknowledging a degree of flexibility is necessary and encouraged to achieve design excellence.

The NCD will also focus on more than the built environment. It may incorporate local history into a marketing and branding program. Intangibles, such as people and events, could elevate the area's rich cultural heritage and promote its historical significance.

TRG NEIGHBORHOOD OVERLAY DISTRICT COMPONENTS

Setbacks and Orientation

Single-family buildings should be aligned with the existing block setbacks. Consistent setbacks provide a clear sense of enclosure to streets, enabling them to function as outdoor rooms. Existing zoning in TRG requires a 20 foot front setback. Shallow setbacks are recommended for multifamily, commercial, and mixed use buildings. Buildings sited near the sidewalk edge create enclosure with a street wall, and a vibrant and interesting pedestrian realm.



Figure 62: Commercial Building Set Close to the Sidewalk

Building Height

Overall, building massing should be generally consistent with or complementary to those buildings nearby. Houses may be 1 to 1 1/2 stories in height, but should generally not exceed 1/2 story higher than adjacent buildings. Commercial buildings should not exceed 2 stories to create a human scale. Mixed use and multifamily buildings should range between 2 and 3 stories.



Figure 65: One and a Half Story Single-Family Home

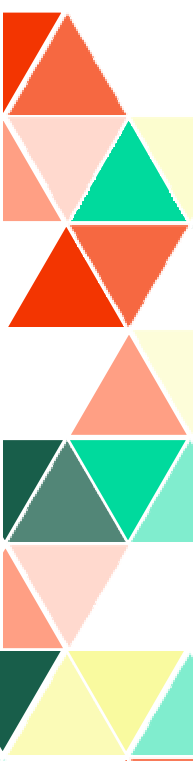
Parking/Carages

Where ever possible, garage doors should be concealed from the street. Garages or carports with side entries are ideal. Multifamily and nonresidential surface parking should be located to the side or rear of buildings to eliminate parking lots along the street wall. Parking visible from the street should be screened with plantings and landscaped walls, tall enough to screen headlights.



Figure 64: Single-family Home with Off-Street Parking





Demolitions

No demolitions within the TRG Neighborhood Overlay District shall occur without a Certificate of Appropriateness (CoA) from City of Georgetown staff. Some properties identified on the City's resources survey already require CoA.

Sidewalks

Sidewalks should provide continuity for access to buildings and open space. Ensure that all destinations within the neighborhood are connected with sidewalks. This includes residential and non-residential uses, such as pavilions, public art spaces, and playgrounds.

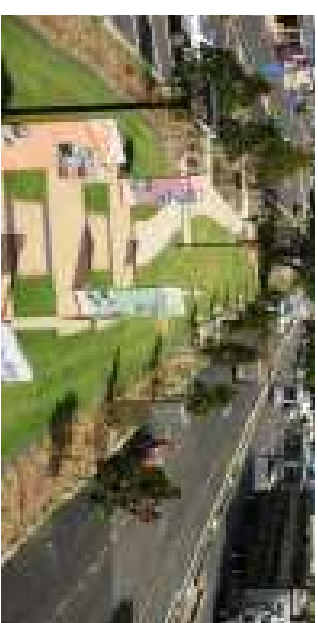


Figure 65: Sidewalks Connecting With Open Space

Lighting

Lighting is required for public safety, for all forms of transportation and to extend the usability of open space after dark. Illuminate trails, parking areas and pedestrian walkways to improve safety. Avoid spillover impacts onto adjacent properties, and coordinate with city departments on approved lighting fixtures.

Gateway Corridors/Marketing and Branding

The City of Georgetown Gateway Overlay Districts retain and enhance Georgetown's historic, small-town charm, promote economic development, and preserve the natural, rural character. University Avenue and Leander Road are designated as Downtown and Urban corridors, respectively. The TRG overlay district should utilize gateway corridors to broadcast a marketing and branding campaign, emphasizing the area's rich cultural heritage. The story of TRG's history can build a positive image, as told through branded entryway signage and street sign toppers.

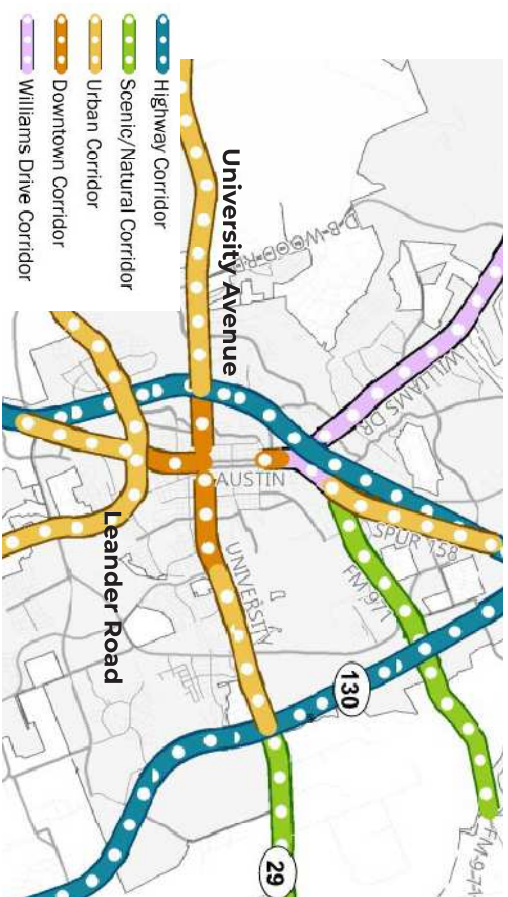


Figure 66: Georgetown Gateway Overlay Districts

MARKETING AND BRANDING PLAN

Goals

The goals of the Marketing and Branding Plan are twofold: to determine the best strategies to share the history and culture of the TRG neighborhood and to build a unique sense of place and identity. TRG has a unique history that should be shared with City of Georgetown residents and tourists. TRG's proximity to downtown provides an opportunity to share the history and culture of the neighborhood with residents and tourists who visit Georgetown's downtown square.

Story

The information shared through signage and public art should highlight the unique history and culture of TRG. Specific aspects of the neighborhood to share include the original development pattern of the three separate neighborhoods, and their coalescence into TRG. A strong community identity was fostered by the historic churches and schools, important people, their contributions to Georgetown, and the multi-generational homeownership in the neighborhood.

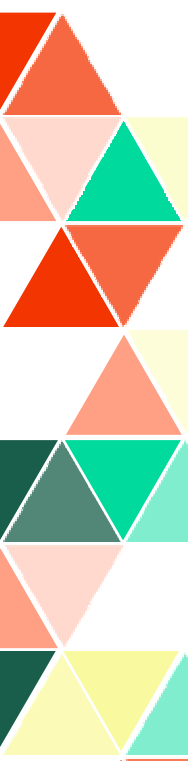
Target Audience

TRG neighborhood residents, the City of Georgetown, and visitors are the target audience for strategies. Most TRG residents are aware of the unique history of the neighborhood. A targeted marketing and branding campaign could communicate the history and culture of the neighborhood to future TRG residents, and the target audience. Residents and tourists frequent Georgetown square. TRG's proximity to the square provides an opportunity to create walking tours and other cultural enrichment opportunities to broadcast the neighborhood's history while supporting additional economic development in the core of Georgetown.

Action Steps

- Create a TRG neighborhood logo that can be used for neighborhood signage;
- Collect written and oral history of the TRG neighborhood and incorporate into local history signage;
- Collect historic images of the neighborhood to incorporate into local history signage;
- Establish consistent formatting and layout guidelines for all neighborhood signage;
- Support programming at the Shotgun House;
- Design and install gateway signage at neighborhood entrances;
- Create and install local history signage;
- Focus on creating public art that highlights the history and culture of the neighborhood; and
- Design and install street sign toppers for all street signs within TRG.





Example Imagery



Gateway Signage



Neighborhood Signage



Local History Signage



Street Sign Toppers



Local Public Art



Local Public Art

CIVIC ENGAGEMENT RECOMMENDATIONS

Continued engagement with stakeholders and the larger community during implementation is critical. Engagement will build excitement and momentum as progress is made, and will ensure the vision and goals of the TRC neighborhood continue to guide plan implementation. At the third public meeting for the TRC Neighborhood Plan attendees were asked how they would like to continue to be engaged during the implementation phase. According to attendees, the most preferred ways to keep the neighborhood informed are:

- Town hall meetings to provide updates;
- An annual meeting with Steering Committee Members; and
- The creation of a Neighborhood Association. The City of Georgetown currently offers specific guidance on how to start a neighborhood association, and can be found on the [City's Website](#).

Continued and organized engagement at the neighborhood level is a critical component of any neighborhood planning process, to champion the plan and liaise between the City and neighborhood residents.

Continued engagement between the City, residents, and neighborhood stakeholders is critical to the successful implementation of the plan, especially if conditions or needs of the neighborhood evolve as time passes. Some of the goals within the plan or changing needs within the community are more urgent or more complex than others. The best outcomes from communications between the City and the community at large require different forms of outreach and involvement to match the issue at hand. Below are four key types of engagement: Inform, Consult, Involve and Collaborate. Each of these forms of engagement has its own set of tools and instances when it is most effective but all can overlap with each other when appropriate.

Inform

Identifies who should be included in ongoing engagement efforts, notifies stakeholders and residents of the intent to continue engagement, and provides necessary background information on the Plan, Plan partners, or any other relevant information. This approach to engagement is appropriate during implementation, where extensive feedback is not required. For example, it is appropriate to inform residents of TRC when a meeting on plan implementation is scheduled with the City of Georgetown. There are several outreach methods that can be used to inform residents about ongoing engagement efforts, as shown below.

Potential Tools to Inform

- Fliers;
- Postcards;
- Yard signs;
- Email announcements;
- Phone calls or text messages;
- Social media posts; and
- Door to door outreach.

Consult

Consult focuses on gathering additional information to better define issues and gather additional information. Consultations with small groups and stakeholders can be useful to confirm the initial data and issues in the



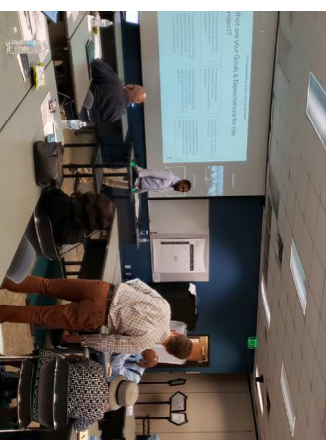
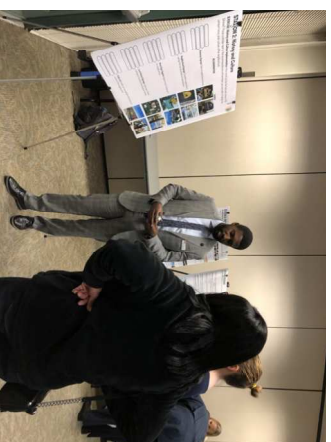
neighborhood. Consultations throughout the implementation phase also allow for a continued understanding of any specific internal or organizational issues that need to be addressed. Consultations should occur in locations, and at times, convenient to the target audience. The consult phase is appropriate when feedback from residents is required to better understand their desired outcomes and priorities. For example, consultations are appropriate to gain additional community feedback during safety studies that are conducted for Plan implementation. Potential methods to consult with stakeholders are included below.

Potential Tools to Consult

- Community workshops
- Community open houses
- Community mapping activities
- Focus groups

Involve and Collaborate

The involve and collaborate steps focus on creating solutions to issues, and implementing decisions. Involving stakeholders and the general public through the implementation phase affords them opportunity for input. Continued input from interested parties often leads to more thorough and practical recommendations. Continued engagement also allows the public to confirm their concerns and priorities are reflected in the implementation



strategies, and build public support for the TRG Neighborhood Plan. This level of engagement is appropriate when residents should play a significant role in the decision-making process. It is important where potential impacts to the neighborhood are significant, such as during the design and implementation of the Overlay District. The neighborhood should voice what is included in the Overlay District and trained to understand how the overlay district works.

Potential Tools to Consult

- A Steering Committee or neighborhood association
- Technical trainings

Other Considerations

- All future outreach conducted with the TRG neighborhood should be completed in both English and Spanish. Bilingual materials will ensure that all residents in TRG can understand the recommendations and potential programs to address their needs and concerns.
- The best way to reach residents is by email or text messages/phone calls.
- Continued engagement with TRG residents should be in person, which is the neighborhood's preference.
- A communication schedule with stakeholders and neighborhood residents should be established. Regular communication, allows for accomplishments and other implementation goals to be shared. Regular contact also provides an avenue to raise challenging issues and answer difficult questions during implementation.

Financial Analysis Models

Included below are high-level cost estimates associated with housing recommendations and community retention. These estimates will require further refinement, and illustrate a broad estimate of the financial commitment required to address the needs of existing residents in TRG.

Home Repair Program

67

The number of single-family homes in TRG with deferred maintenance issues, according to the windshield survey completed in May 2021.

\$11,000

The average amount spent per home in the City of Georgetown Home Repair Program in 2020. This average includes the value of volunteer hours and other discounts and donations.

\$871,000

The estimated cost to address the deferred maintenance issues for the 67 homes in TRG.

Property Tax Assistance

TRG North

82

The number of homeowners in TRG North with a current Homestead Exemption.

\$2,723

The average property tax increase expected for homeowners with a Homestead Exemption in TRG North by 2026.

\$223,286

The total estimated tax increase for all homeowners in TRG North with a Homestead Exemption by 2026.

TRG South

106

The number of homeowners in TRG South with a current Homestead Exemption.

\$3,386

The average property tax increase expected for homeowners with a Homestead Exemption in TRG South by 2026.

\$358,916

The total estimated tax increase for all homeowners in TRG South with a Homestead Exemption by 2026.



TRG IMPLEMENTATION PLAN

Partnerships

Partnerships are critical to implement recommendations from the TRG Neighborhood Plan. The list of partners included below are organizations from the City of Georgetown that were involved in the planning process and should continue to be involved throughout implementation. Although partner organizations will play an essential role in implementation, TRG residents will play a critical role in championing the Plan. Organized and engaged residents will ensure implementation stays on track and in line with their priorities.

- Boys and Girls Club;
- Catholic Charities of Central Texas;
- City of Georgetown;
- City of Georgetown Parks and Recreation;
- Habitat for Humanity;
- Georgetown Health Foundation;
- Georgetown Housing Initiative;
- Georgetown Public Library;
- TRG Steering Committee/Neighborhood Association;
- The Caring Place;
- Williamson County;
- Williamson Central Appraisal District; and
- YMCA.

Potential partners that may assist in implementing the TRG Neighborhood Plan include:

- Additional faith-based institutions;
- Additional local non-profits;
- Local developers; and
- Local Banks.

Implementation Matrices

The following pages include implementation matrices to guide the implementation of the TRG Neighborhood Plan. Each matrix includes:

- The priority of the action item;
- A timeframe for implementation for each action item;
- The potential cost for each action item; and
- Potential partners who can assist with implementing the action.

Implementation matrices serve as a general guide for what actions must happen to implement the TRG Plan recommendations. The matrices do not include all of the information required to implement the recommendations, but include items that should be considered, who should be responsible for specific action items, and the potential cost. As the Neighborhood Plan moves into implementation, additional analysis or detail may be required along with a change in partners and costs.

Potential funding sources from the “Funding and Financial Strategies” report section, are also included in the implementation table, where applicable.

FUNDING AND FINANCIAL STRATEGIES

Funding sources are required to fully implement the TRG Neighborhood Plan. A list of potential funding sources is included below, along with a brief summary, source and goals and a link to additional information where applicable. The sources listed on these pages correlate with the “Potential Funding” column in the following implementation tables.

1. Telling the Full History Preservation Fund

Philanthropic Funding: National Trust for Historic Preservation

Summary: Supports the research, planning and implementation of interpretation programs.

Goals: To preserve the history of places of importance in underrepresented communities.

[Click Here to Learn More](#)

2. Historic Resource Survey & Oral History

Philanthropic Funding: Texas Historical Commission

Summary: Funds architectural and archaeological surveys in communities.

Goals: To document and preserve historic and cultural resources across communities in Texas.

[Click Here to Learn More](#)

3. Community Reinvestment Act

Philanthropic Funding: Local Banks

Summary: Encourage banks to help rebuild and revitalize communities.

Goals: To ensure banks meet the credit needs of communities where they do business.

[Click Here to Learn More](#)

4. City of Georgetown Electric, Water and Conservation Funds

Public Funding: City of Georgetown

Summary: Special funding through the City of Georgetown that can be used to fund specific recommendations.

Goals: To provide financial support for needed improvements in the City of Georgetown.

5. Stormwater Revenue Fund

Public Funding: City of Georgetown

Summary: Special funding through the City of Georgetown.

Goals: To support stormwater and drainage improvements in the City of Georgetown. These funds can fund a drainage study as well as curb and gutter improvements.

6. 2021 Road Bond

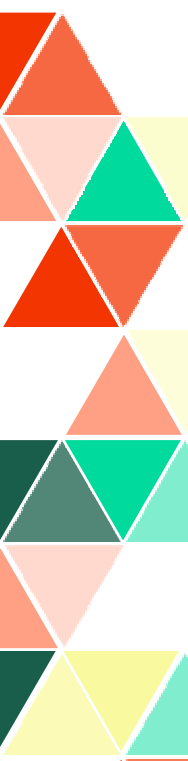
Public Funding: City of Georgetown

Summary: Bond financing through the City of Georgetown.

Goals: To support transportation improvements such as sidewalks and physically protected bike lanes.

[Click Here to Learn More](#)





7. Community Development Block Grants

Public Funding: Williamson County

Summary: Federal CDGB and HOME funds managed by Williamson County.

Goals: To support community development and affordable housing efforts.

[Click Here to Learn More](#)

10. National Philanthropic Funding

Public Funding: Foundations and Endowments

Summary: Endowments that focus on housing, youth recreation and economic development.

Goals: To support community development, affordable housing, and youth recreation.

13. Local Philanthropic Funding

Public Funding: Foundations and Endowments

Summary: Local non-profits and foundations that focus on housing, recreation and youth programming.

Goals: Support community retention, development and capacity building.

8. Recreational Trails Program

Public Funding: U.S. Department of Transportation

Summary: Provides funds to develop and maintain recreational trails.

Goals: To support improved access to outdoor recreational amenities.

[Click Here to Learn More](#)

11. Georgetown Arts and Culture Grants

Philanthropic Funding: City of Georgetown

Summary: Grant funding that supports arts and culture development in Georgetown.

Goals: Support the development of arts and cultural heritage events and programs in the City.

[Click Here to Learn More](#)

15. Weatherization Assistance Program

Philanthropic Funding: Texas Department of Housing and Community Affairs

Summary: Funds to support weatherization improvements.

Goals: Reduce the energy cost burden of low income households.

[Click Here to Learn More](#)

9. Community Development Financial Institutions (CDFI)

Private Funding

Summary: CDFI's provide capital in low wealth communities.

Goals: Offers affordable finance options for individuals and small businesses.

[Click Here to Learn More](#)

12. Trail Grants

Philanthropic Funding: Rails to Trails Conservancy

Summary: Provides grants to support trail development.

Goals: Support local organizations that are dedicated to creating and maintaining trails.

[Click Here to Learn More](#)

Table 18: TRG Implementation Table

Implementation Strategies		Key: ● = Highest Priority ■ = Priority □ = On Going		Time Frame (Years)				Implementation	
Conservation Strategies									
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Potential Funding	Partners	Previous Plans
Housing	CS1. Increase funding for the existing Home Repair Program	●				\$\$	8,11,14,15	CoG	GT2030
	CS2. Complete a feasibility study for the creation of an Anti-Displacement Tax Relief Fund	●				\$	3,11,14	CoG, TRGSC, GHI	TPD, GT2030
	CS3. Establish a program to assist homeowners with the creation of a will	■				\$	3,8,11,14	CoG, COCT, GPL	GT2030
	CS4. Provide education to homeowners on existing housing programs in the City of Georgetown	●				\$	14	CoG, TRGSC, GHI	TPD
	CS5. Educate residents on what improvements impact property assessments	●				\$	N/A	CoG, WCAD, TRGSC	TPD
	CS6. Establish a TRG Neighborhood Association	●				\$	11,14	TRGSC, CoG	TPD, GT2030
	CS7. Complete a historic resource survey, including oral history	●				\$\$	1,2	CoG, GCCMA, THC	TPD, GT2030
	CS8. Design and implement a cultural heritage trail to provide residents and tourists with an easy to follow path of neighborhood landmarks	■				\$\$\$	1,2,9,13,	CoG, TRGSC	GDMP
	CS9. Incorporate neighborhood history into the naming of trails and park amenities	■				\$	N/A	CoG	
	CS10. Create signs for neighborhood entryways that align with the established marketing and branding strategy	■				\$	N/A	CoG, TRGSC	
	CS11. Design and install street sign toppers	●				\$	N/A	CoG, TRGSC	
	CS12. Create a TRG Neighborhood logo	■				\$	N/A	TRGSC	
	CS13. Design unique neighborhood signage that can be placed on home exteriors	●				\$	12	TRGSC	
	CS14. Prioritize the creation and preservation of minority owned businesses and jobs	■				\$	7	CoG	
	CS15. Focus on creating public art that highlights the history and culture of the neighborhood	●				\$	12	TRGSC, CoG	
	CS16. Create exhibits highlighting the neighborhoods history in open space and parks	●				\$	12	CoG, TRGSC	
CS16. Support programming at the Shotgun House	■				\$\$	12	CoG, GCCMA		

Cost Legend
 \$ Less than \$100k
 \$\$ \$101k-\$250k
 \$\$\$ \$250k-\$500k
 \$\$\$\$ \$501k-1M
 \$\$\$\$\$ Greater than \$1M

Partners Legend

Public
 CoG - City of Georgetown
 COCT - Catholic Charities of Central Texas
 GSD - Georgetown Independent School District
 GPL - Georgetown Public Library
 TRGSC - TRG Steering Committee
 WCAD - Williamson Central Appraisal District
 WC - Williamson County
 THC - Texas Historical Commission

Nonprofits/Faith-Based
 BGC - Boys and Girls Club
 GHI - Georgetown Housing Initiative
 GHF - Georgetown Health Foundation
 GCCMA - Georgetown Cultural Citizen Memorial Association
 H - Habitat
 TCP - The Caring Place
 Y - YMCA

Private
 LB - Local Banks
 PO - Property Owners
 PD - Private Developers

Previous Plans
 PRAP - Parks and Trails Master Plans
 SMP - Sidewalks Master Plans
 OIP - Overall Transportation Plan
 GT2030 - Georgetown 2030 Plan
 TPD - Tools for Preventing Displacement
 GDMP - Georgetown Downtown Master Plan



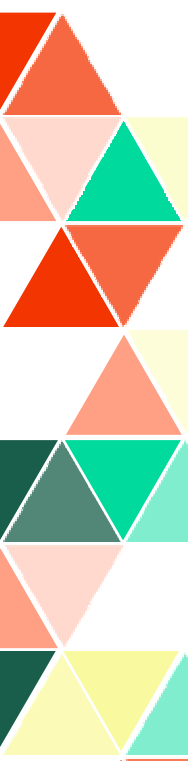


Table 19: TRG Implementation Table

Restoration Strategies	Action Item	Priority	Time Frame (Years)				Funding Contribution	Potential Funding	Implementation	
			<1	1-5	5-10	Partners			Previous Plans	
Youth Programming	RS1. Partner with local libraries or technical colleges to support literacy education and college preparedness	■	■			\$	11,14	CoG, GPL		
	RS2. Outdoor recreation opportunities, including outdoor educational opportunities	■		■		\$	11,14	CoG, Y, BGC		
	RS3. Social gatherings focused on youth	●	■			\$	11	TRGJSC, Y, BGC		
	RS4. Job training	■		■		\$	10,11,14	CoG		
	RS5. Programming for youth that ties activities to the history and culture of TRG	●		■		\$	14	CoG, TRGSC		
Greenspace and Recreation	RS6. More lighting in parks and on trails	■		■		\$\$\$\$	13	CoG		
	RS7. An urban garden with raised beds	■		■		\$	11,14	TRGSC	PTMP	
	RS8. Additional programming at Chautauqua Park	■		■		\$	14	CoG, Y		
	RS8. Designated parking for blue Hole Park	●		■		\$\$\$	N/A	CoG		
	RS9. Community festivals and events (i.e. Juneteenth Festival)	●		■		\$	N/A	TRGSC		
Land Use and Urban Design	RS10. A passive park, that connects South San Gabriel River Trail to Downtown	■		■		\$\$\$\$\$	9,13	CoG		
	RS11. Adjust the future land use to align with recommended changes	●		■		\$	N/A	CoG	GT2030	
	RS12. Complete the recommended rezonings on specific properties within TRG	●		■		\$	N/A	CoG	GT2030	
	RS13. Establish a TRG Neighborhood Overlay District	●		■		\$	N/A	CoG	GT2030, TPD	

Key: ● = Highest Priority ■ = Priority □ = On Going

Cost Legend
 \$ Less than \$100k
 \$\$ \$101k-\$250k
 \$\$\$ \$250k-\$500k
 \$\$\$\$ \$501k-1M
 \$\$\$\$\$ Greater than 1M

Partners Legend
Public
 CoG - City of Georgetown
 GISD - Georgetown Independent District
 GPL - Georgetown Public Library
 TRGSC - TRG Steering Committee
 WCAD - Williamson Central Appraisal District
 WC - Williamson County
 THC - Texas Historical Commission

Nonprofits/Faith-Based
 BGC - Boys and Girls Club
 CCCC - Catholic Charities of Central Texas
 GHF - Georgetown Health Foundation
 GH - Georgetown Housing Initiative
 GCCMA - Georgetown Cultural Citizen Memorial Association
 H - Habitat
 TCP - The Caring Place
 Y - YMCA

Private
 LB - Local Banks
 LSB - Local Small Businesses
 PO - Property Owners
 PD - Private Developers
Previous Plans
 PTMP - Parks and Trails Master Plans
 SMP - Sidewalks Master Plans
 OTP - Overall Transportation Plan
 GT2030 - Georgetown 2030 Plan

TPD - Tools for Preventing Displacement
 GDMP - Georgetown Downtown Master Plan

Table 20: TRG Implementation Table

Implementation Strategies		Key: ● = Highest Priority ■ = Priority □ = On Going				Implementation			
Accessibility Strategies		Time Frame (Years)							
Strategy	Action Item	Priority	<1	1-5	5-10	Funding Contribution	Potential Funding	Partners	Previous Plans
Transportation	AS1. Sidewalks on all residential streets in TRG	●		■		\$\$\$	6	CoG	SMP
	AS2. Perform a traffic study to confirm appropriate physical improvements	●	■			\$	6	CoG	
	AS3. Shared or protected bike lanes	●		■		\$\$\$\$	6	CoG	
	AS4. Permitted residential parking for specific areas in TRG	■	■			\$	N/A	CoG	
	AS5. Sign relocation/tree trimming	■	■			\$	N/A	CoG	
	AS6. Perform a safety study to confirm appropriate improvements to Pedestrian Crossings	●	■			\$	N/A	CoG	
	AS7. Install bulb outs	■	■			\$\$\$	N/A	CoG	
	AS8. Streetlights for areas lacking visibility	■	■			\$\$\$	N/A	CoG	
	AS9. Increase police enforcement	■	■			\$	N/A	CoG,	
	AS10. Install speed awareness and educational signage	●	■			\$	N/A	CoG	
	AS11. Facilitate neighborhood discussion	■	■			\$	N/A	CoG	
	AS12. Reduce speed limits	■	■			\$	N/A	CoG	
	AS13. Increased maintenance	■	■			\$	5	CoG	
	AS14. Install curb and gutter	●	■		■	\$\$\$\$	5	CoG	
	AS15. Complete a drainage study	●	■		■	\$\$	5	CoG	
Stormwater Infrastructure									

Cost Legend
 \$ Less than \$100k
 \$\$ \$101k-\$250k
 \$\$\$ \$250k-\$500k
 \$\$\$\$ \$501k-1M
 \$\$\$\$\$ Greater than \$1M

Partners Legend
Public
 CoG - City of Georgetown
 GISD - Georgetown Independent School District
 GPL - Georgetown Public Library
 TRGSC - TRG Steering Committee
 WCAD - Williamson Central Appraisal District
 WC - Williamson County
 THC - Texas Historical Commission

Nonprofits/Faith-Based
 BGC - Boys and Girls Club
 COCT - Catholic Charities of Central Texas
 GHF - Georgetown Health Foundation
 GHI - Georgetown Housing Initiative
 GCCMA - Georgetown Cultural Citizen Memorial Association
 H - Habitat
 TCP - The Caring Place
 Y - YMCA

Private
 LB - Local Banks
 LSB - Local Small Businesses
 PO - Property Owners
 PD - Private Developers

Previous Plans
 PTMP - Parks and Trails Master Plans
 SMP - Sidewalks Master Plans
 OTP - Overall Transportation Plan

GT2030 - Georgetown 2030 Plan
 IPD - Tools for Preventing Displacement
 GDMP - Georgetown Downtown Master Plan



TRG NEIGHBORHOOD PLAN NEXT STEPS

The initial step is for City Council to adopt the TRG Neighborhood Plan. The following steps should occur following plan adoption. The following strategies and recommendations should be prioritized during the first year of transitioning the plan from adoption to implementation.

community retention

- Work with the TRG Steering Committee to establish a TRG Neighborhood Association;
- Partner with the City and Williamson Central Appraisal District to educate residents on what improvements impact property assessments;
- Work with local funding partners to determine ways to increase funding for the existing Home Repair Program; and
- Determine a funding source for an Anti-Displacement Tax Relief Fund feasibility study.

Neighborhood protection

- Work with the City of Georgetown Planning Department to establish a TRG Neighborhood Overlay District;
- Align zoning of office use designated parcels with current single-family residential use;
- Work with the City of Georgetown to determine the feasibility study for transportation enhancements; and
- Execute “low-hanging fruit” such as sign relocation and landscape trimming.

TABLE OF TABLES AND TABLE OF FIGURES

Figure 1: 1916 Sanborn Fire Insurance Map	12
Figure 2: Demographic Profile	20
Figure 3: Household Size	21
Figure 4: Rent Distribution	21
Figure 5: Income Distribution.....	22
Figure 6: Existing Zoning Map	25
Figure 7: Future Land Use Map	27
Figure 8: Existing Land Use Map	29
Figure 9: Existing Condition Map	31
Figure 10: Building Occupancy Map	33
Figure 11: Roof Style Examples	34
Figure 12: Exterior Building Material Examples	35
Figure 13: Existing Sidewalk Map	36
Figure 14: Parking Options Map	37
Figure 15: Steering Committee Mapping Activity	44
Figure 16: Where Do You Live Results.....	47
Figure 17: Transportation Concerns	52
Figure 18: Housing Typologies	54
Figure 19: Housing Typologies Priority Preference.....	55
Figure 20: Housing Concerns Summary	57
Figure 21: Commercial Typology Priority Preference	58
Figure 22: Commercial Typology Imagery	59
Figure 23: Public Investment Priority Preference	61
Figure 24: How Did you Hear About the Meeting/Survey?	65



Figure 25: In TRG Are You A.....	65
Figure 26: TRG Draft Vision Statements	66
Figure 27: Goals Attendees Most Want to See Realized	67
Figure 28: Historic Assets Map	69
Figure 29: Historic Assets Map	71
Figure 30: Physical Improvements Survey Results	73
Figure 31: Educational Improvements Survey Result	73
Figure 32: Housing Design Results.....	74
Figure 33: Urban Design Preferences	74
Figure 34: Land Use Results	75
Figure 35: Land Use Areas in TRG	75
Figure 36: How Did you Hear About the Meeting?	81
Figure 37: Historic Preservation Implementation Preferences	82
Figure 38: Continued Engagement Preferences	83
Figure 39: Study Area Map.....	87
Figure 40: Population Trend By Subarea	88
Figure 41: City of Georgetown Population Projections	88
Figure 42: New Construction and Rehabilitation Permits from 2015 to March 2021	88
Figure 43: Demolition Permits from 2015 to March 2021	89
Figure 44: Median Home Values	93
Figure 45: Single-family Home Value in Georgetown.....	93
Figure 46: Percent Growth Change by Zip Code	94
Figure 47: Sales Trends in TRG	95
Figure 48: Recent Residential Home Sales	96
Figure 49: Neighborhood Appraisal Boundaries	97
Figure 50: TRG North Appraisal Values	99
Figure 52: TRG South Appraisal Value	99

Figure 51: TRG North Appraisal Value Percent Increase	99
Figure 53: TRG South Appraisal Value Percent Changes.....	99
Figure 54: Average Rents by Zip Code	101
Figure 55: Percent Change in Average Rents by Zip Code.....	102
Figure 56: Recommendations are Organized by Neighborhood Goals	114
Figure 57: Atlanta Displacement Tax Fund Geography	117
Figure 58: Transportation Focus Areas	120
Figure 59: Existing Stormwater Infrastructure in TRG	122
Figure 60: Williams Drive Special Area Designation	125
Figure 61: Proposed Future Land Use Designation	126
Figure 62: Commercial Building Set Close to the Sidewalk	128
Figure 63: One and a Half Story Single-family Home	128
Figure 64: Single-family Home with Off-Street Parking	128
Figure 66: Georgetown Gateway Overlay Districts	129
Figure 65: Sidewalks Connecting With Open Space.....	129



Table of Tables

Table 1: Demographic Summary	21
Table 2: Building Conditions	30
Table 3: Building Occupancy.....	32
Table 4: Roof Style.....	34
Table 5: Building Materials.....	35
Table 6: Ranking Points	55
Table 7: Demographic Information	90
Table 8: Gap in Higher Incomes	91
Table 9: Sales Data	94
Table 10: Recent Sales Data.....	96
Table 11: Current Exemption Definitions	98
Table 12: Current Rent Averages by Housing Product	102
Table 13: TRG North Tax Projections	104
Table 15: TRG South Tax Projections.....	105
Table 14: Rent Projections	105
Table 16: TRG Retail Demand in 2017	108
Table 17: TRG Retail Supply	109
Table 18: TRG Implementation Table	138
Table 19: TRG Implementation Table	139

Prepared for the City of Georgetown by:

