

Downtown Master Plan Project Plan Update

City Council Workshop

August 23, 2022

Council Goals - Downtown

- Downtown Guiding Principle– The City will promote a positive economic environment to ensure an active and viable downtown and provide infrastructure and amenities to ensure safety, mobility and accessibility
 - Initiative: Update the Downtown Master Plan
- Council approved initiating the update of the Downtown Master Plan during mid-year 2022

Overview

- Update on Request for Proposals (RFP closed on August 9, 2022)
- Project Plan Management – Roles
- Next Steps
- Feedback from Council

Downtown Master Plan

UPDATE ON REQUEST FOR PROPOSALS FOR CONSULTING
SERVICES

Request for Proposals

- Request for Proposal process is outlined in City's administrative policies and follow state law requirements for procurement of services
- Outlines the expectations for the consultant and the criteria for selecting the finalist for contracting
- This process considered the following
 - Firm Background – 10 points
 - Project Experience and Qualifications – 35 points
 - Methodology and Technical Approach – 35 points
 - Cost Proposal – 20 points

Request for Proposals

- High level scope for the project was reviewed by Council on May 22
- RPFs were due August 9 at 2:00 pm
- 8 RFPs were received

Proposals Received

- Parkhill, Smith & Cooper Inc.
- Design Workshop - Austin
- Asakura Robinson Company
- DTJ DESIGN, Inc
- Mend Collaborative
- Freese and Nichols
- SWA Group
- TBG Partners (The Broussard Group, Inc.)

Downtown Master Plan

Project Management Update

Project Management & Advisory Role

- **Advisory Committee – Mayor and City Council**
 - *Role – provide policy direction on stakeholder engagement; coordination with advisory boards and other elements of the plan*
- **The purpose of the Steering Committee is**
 - Help guide the update of the Downtown Master Plan
 - Represent the community of Georgetown and encourage their participation through the stakeholder engagement.
 - Committee will meet regularly to go over progress
 - Ensure stakeholder opportunities

Project Management

- **Staff Support – Core Team**

- Executive/City Mgr Office Sponsors and Support – Laurie Brewer, Nick Woolery
 - *Role – support project with CMO and Council, remove barriers, assist with resources, ensure alignment with other work in the departments*
- Project Manager – Kim McAuliffe – Downtown Development Manager
 - *Role – coordinate project, assign tasks and follow up on progress, direct consulting on work, engage with the advisory committee*
- Technical and Planning Support – Sofia Nelson, Planning Director
 - *Role – support project through guidance on best planning practices, UDC, design guidelines and coordination of planning resources*

- **Staff Support – Technical Team**

- Public Works, Engineering, Parks, Tourism, Arts and Culture, Utilities, CMO, Library, Planning, Finance, Communications, Real Estate
 - *Role – provide technical input to plan, review feasibility of options, ensure tasks are completed*

Project Management

- **Boards and Commissions**

- Planning and Zoning
- *Role: input and guidance within commission responsibilities and oversight as well as opportunities for stakeholder engagement; recommendation for approval to Council*

- **Boards and Commissions**

- Historic and Architectural Review
- Main Street
- Arts and Culture
- Tourism
- Library
- Parks
- *Role: input and guidance within board advisory role as well as opportunities for stakeholder engagement*

Key Stakeholders

- Residents/Neighborhood Associations
- Downtown Business Owners
- Downtown Property Owners
- Downtown Georgetown Association
- Preservation Georgetown; other nonprofits
- Williamson County

Coordinating of Planning Initiatives

- Austin Avenue Bridge Design
- Austin Avenue Corridor Study
- Wayfinding Signage Plan
- Unified Development Code Diagnostic
- Event Programming Plan
- Parking Study
- Economic Development Strategic Plan

Project Breakdown Next Steps

- Staff is completing the technical review to narrow down to finalists
- Top firms will be requested to have presentations/interviews with Council – September 13
- Final selection and contract review September/October
- Kickoff of project October
 - Detail project planning to be developed and presented by consultant
- Potential site visits to benchmark downtowns

Council Feedback