# Notice of Meeting of the Governing Body of the City of Georgetown, Texas February 26, 2019

The Georgetown City Council will meet on February 26, 2019 at 3:00 PM at 101 East 7th Street - City Council Chambers

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

## Policy Development/Review Workshop -

A Presentation and discussion of the proposed Budget Calendar for the FY2020 Annual Budget and Five year CIP -- Paul Diaz, Budget Manager

B Presentation and discussion of the findings of the technical studies of the 2030 Housing Element -- Sofia Nelson, Planning Director and Susan Watkins, AICP, Housing Coordinator

C Presentation, update and discussion on the 2018/19 Unified Development Code (UDC) Amendment Review Process -- Sofia Nelson, CNU-A, Planning Director

D Presentation, discussion and direction to staff regarding waiving fees for temporary signage for 501c(3) non-profit organizations and the City of Georgetown's current Policy for Waiving Fees for Major and Minor City-Sponsored Special Events -- David Morgan, City Manager

E Presentation and discussion regarding the Convention and Visitors Bureau's (CVB) upcoming Tourism Strategic Plan -- Cari Miller, Tourism Manager

## Executive Session

In compliance with the Open Meetings Act, Chapter 551, Government Code, Vernon's Texas Codes, Annotated, the items listed below will be discussed in closed session and are subject to action in the regular session.

F **Sec. 551.071: Consultation with Attorney**
Advice from attorney about pending or contemplated litigation and other matters on which the attorney has a duty to advise the City Council, including agenda items
- Settlement Agreement related to the Berry Creek Highlands MUD
**Sec. 551.086: Certain Public Power Utilities: Competitive Matters**
- Purchase Power Update -- Jim Briggs, General Manager of Utilities
**Sec. 551.087: Deliberation Regarding Economic Development Negotiations**
- Project Deliver
**Sec. 551:074: Personnel Matters**
City Manager, City Attorney, City Secretary and Municipal Judge: Consideration of the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal
- City Attorney

## Adjournment

### Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public at all times, on the _____ day of _____, 2019, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

_____
Robyn Densmore, City Secretary

# City of Georgetown, Texas
# City Council Workshop
# February 26, 2019

SUBJECT:
Presentation and discussion of the proposed Budget Calendar for the FY2020 Annual Budget and Five year CIP -- Paul Diaz, Budget Manager

ITEM SUMMARY:
Discussion and direction relating to the FY2020 Calendar.

FINANCIAL IMPACT:
none

SUBMITTED BY:
Paul Diaz, Budget Manager

ATTACHMENTS:

Budget Calendar

# FY2020 Proposed Budget Calendar

# FY2020 Proposed Budget Calendar

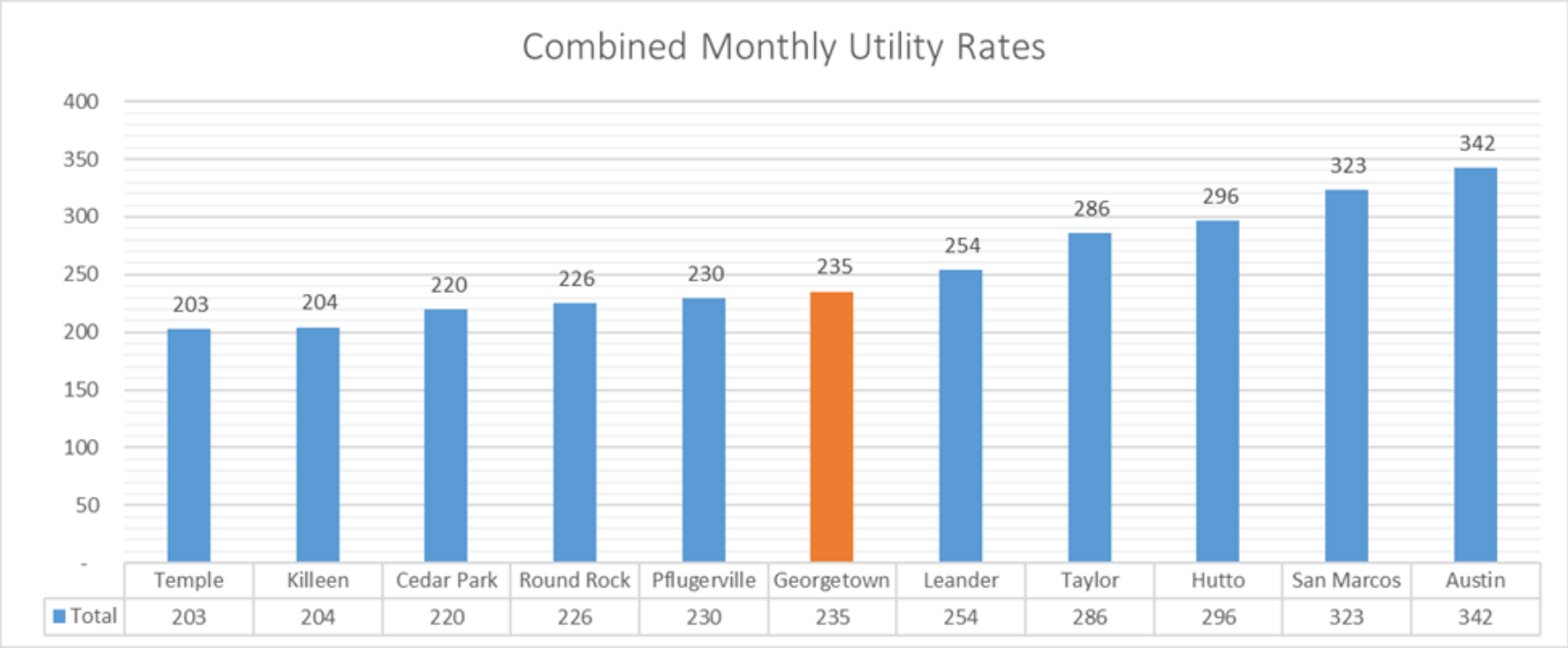
- Feb 15th – CIP Kick Off
- March 27th – Base Budget/Request Kick Off
- April 3rd – CIP Coordination Meeting
- April 19th – Base Budgets are due
- May 1st – Departmental meetings with City Manager
- May – Departmental CIP review with Boards

# FY2020 Proposed Budget Calendar

- Resource Allocations:
  - Growth
  - Major projects
- Public Safety/Body Cams/ Fire Station 6 & 7
- Electric Updates
- Solid Waste/Transfer Station
- Facilities/Space needs assessment
- CIP
- Legislative Changes (SB2 & HB2)

# FY2020 Proposed Budget Calendar

- Fee Review Across Various Service Areas
- Cost of Living Comparisons in the Region



# FY2020 Proposed Budget Calendar

- July 16th and July 17th Budget Workshops *SPECIAL MEETINGS*
- Aug 6th *SPECIAL MEETING*: City Manager's Proposed Budget
- Aug 13th: Normal Meeting (No budget item scheduled)

# FY2020 Proposed Budget Calendar

- Sep 3rd: *SPECIAL MEETING* 1st public hearing on tax rate
- Sep 10th: Normal Meeting: 2nd public hearing on tax rate , 1st reading of the budget, 1st reading of the tax rate
- Sep. 24th: Normal Meeting: 2nd reading of the budget, 2nd reading of the tax rate

# City of Georgetown, Texas
# City Council Workshop
# February 26, 2019

SUBJECT:

Presentation and discussion of the findings of the technical studies of the 2030 Housing Element -- Sofia Nelson, Planning Director and Susan Watkins, AICP, Housing Coordinator

ITEM SUMMARY:

**Background**

On May 24, 2016 City Council directed completion of an update to the Housing Element and also a Housing Feasibility Study. Council asked to evaluate the City's housing needs of three populations: low income, workforce and senior. City Council appropriated funds in the Fiscal Year 2017 budget and approved a contract for services which included an update to the Housing Element and Housing Feasibility Study, hereinafter referred to as the "Housing Toolkit" or 'Toolkit". The update to the Housing Element and the development of a Toolkit within the overall 2030 Comprehensive Plan Update will align the City's development, fiscal and land use strategies. During the December 11, 2018 City Council workshop, the project team presented Council a review of the existing land use goals and a summary of the public input to date. Council recommended that a housing specific goal be considered. At the January 3, 2019 Steering Committee meeting, after reviewing the existing land use goals, the committee found that recent public input themes related to housing were not included and therefore not reflective of recent community input.

At the January 10, 2019 Joint Session of City Council and Planning & Zoning Commission, the group arrived at consensus on a Housing specific goal:"*Ensure access to diverse housing options and amenities and preserve existing neighborhoods for residents of all ages, backgrounds and income levels*."

Included in the newly formed housing goal are three specific themes: affordability, diversity and preservation. Together, the three themes provide a fuller community housing strategy that preserves existing housing stock and accommodates future needs by creating greater consumer choice by 2030. The 2030 Housing Element uses the data from the technical study and concerns from the public input to inform the policies for each of the areas.

Community Development Strategies (CDS) was hired as a sub-consultant to Freese & Nichols, the prime consultant for the 2030 Plan Update, to complete a technical study of housing. The components of the technical study consisted of a a) Housing Inventory, b) Subarea Profiles and an c) Affordability Analysis. Additional details are outlined in the attached memorandum and exhibits.

**Requested Direction**

Staff is seeking direction on the drafted 2030 Plan Update goals and direction to the Steering Committee and Housing Advisory Board on policy statements for the Housing Element of the 2030 Plan.

FINANCIAL IMPACT:

None at this time.

SUBMITTED BY:

Susan Watkins, AICP, Housing Coordinator

ATTACHMENTS:

State of Housing Memo (Read Ahead)
Exhibit 1- Subarea Profiles
Exhibit 2 - Housing Input Report
Presentation

2/26/19
Re: State of Housing Background Materials

# Background

On May 24, 2016 Council directed completion of an update to the Housing Element and also a Housing Feasibility Study. Council asked to evaluate the City's housing needs of three populations: low income, workforce and senior. City Council appropriated funds in the Fiscal Year 2017 budget and approved a contract for services which included an update to the Housing Element and Housing Feasibility Study, hereinafter referred to as the "Housing Toolkit" or 'Toolkit". The update to the Housing Element and the development of a Toolkit within the overall 2030 Comprehensive Plan Update will align the City's development, fiscal and land use strategies.


*Figure 1 - Housing's Role in Future Land Use*

## 2030 Plan Update goal development

During the December 11, 2018 City Council workshop, the project team presented Council a review of the existing land use goals and a summary of the public input to date. Council recommended that a housing specific goal be considered. At the January 3, 2019 Steering Committee meeting, after reviewing the existing land use goals, the committee found that recent public input themes related to housing were not included and therefore not reflective of recent community input.

At the January 10, 2019 Joint Session of City Council and Planning & Zoning Commission, the group arrived at consensus on a Housing specific goal:

> "*Ensure access to diverse housing options and amenities and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.*"

## 2030 Housing Element Update

Included in the newly formed housing goal are three specific themes: affordability, diversity and preservation. Together, the three themes provide a fuller community housing strategy that preserves existing housing stock and accommodates future needs by creating greater consumer choice by 2030. The 2030 Housing Element uses the data from the technical study and concerns from the public input to inform the policies for each of the areas.

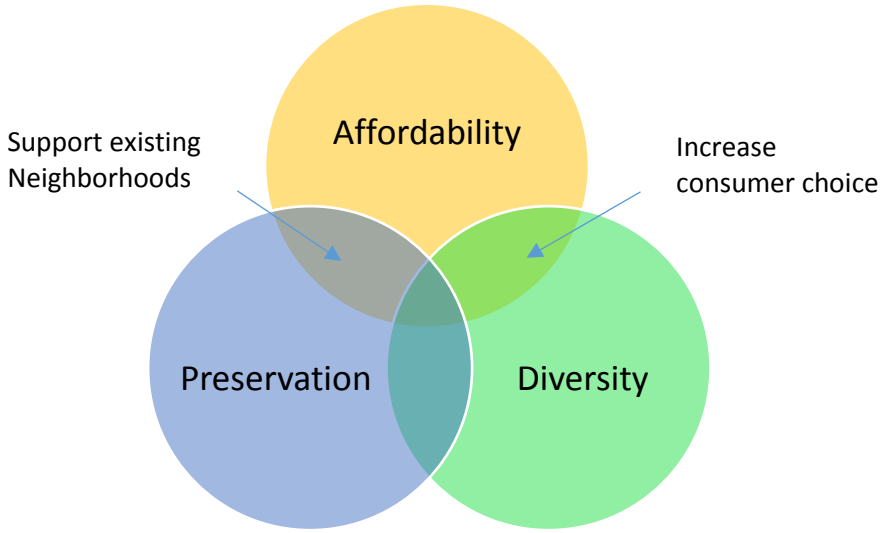



*Figure 2- Comprehensive Housing Plan*

## Key Terms Used in this Report

- Affordable housing - regardless of income level, affordable housing is housing for which all combined expenses—mortgage or rent, utilities, insurance and taxes—cost no more than 30% of gross household income.
- Area Median Income (AMI) – used by HUD to determine eligibility for housing programs. This calculation is used in this report to reflect regional conditions and the household incomes eligible for federally subsidized units. The AMI for Williamson County is used to calculate eligibility in Georgetown.

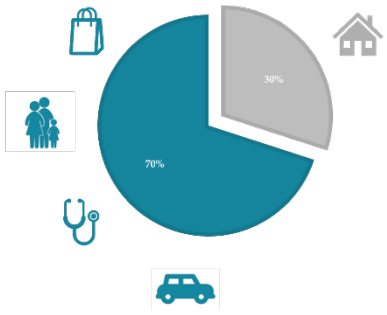



*Figure 3- Household expenses*

- Median Household Income – half of households earn below and half earn above
  - $81,818 WilCo (2016 US Census ACS 1 year estimate)
  - $67,379 Georgetown (2016 US Census ACS 1 year estimate)
- Cost Burden – paying more than 30% of gross income toward housing

- Low-income (Industry standard)- Often households that make 50% or 30% or less than AMI

- Workforce (City of Georgetown UDC) - Workforce Housing Developments are available for those whose incomes are less than or equal to 80% AMI

- Senior (Industry standards) - Can be age restricted at 55 or 62, Census data addresses 65+

- Planning Area - Geographical study area that includes the City limits of Georgetown and the extraterritorial jurisdiction (ETJ)

# Technical Studies

Community Development Strategies (CDS) was hired as a sub-consultant to Freese & Nichols, the prime consultant for the 2030 Plan Update, to complete a technical study of housing. The components of the technical study consisted of a a) Housing Inventory, b) Subarea Profiles and an c) Affordability Analysis as detailed below.

## Housing Inventory

### Purpose

The Housing Inventory serves as a full accounting of housing units and households in the City's planning area. The inventory provides the type, age, lot size, tenure, and household composition of the city's housing stock. This report tallies and catalogues the various types of housing existing in Georgetown. The Inventory has two primary data sources: (1) the Williamson Central Appraisal District (WCAD) and (2) Nielson / Claritas, a private sector provider of demographic data estimates based on recent data available from the Federal Bureau of the Census and other sources. The geographic Planning Area covered includes the entirety of the City's incorporated jurisdiction plus its extraterritorial jurisdiction (ETJ). While the Nielsen / Claritas data is ascribed generally to the year 2018, the WCAD data is specifically ascribed to a download period of June-July 2018. The inventory includes maps for comparison of the characteristics across the city. CDS delivered a Housing Inventory in July 2018. The information was presented to the Housing Advisory Board on July 23, 2018. Additional information was presented to the Comp Plan Steering Committee on November 1, 2018.

### Key Findings

The report concludes that housing product options not evenly distributed across the planning area and there are decreasing options among lower price points.
The Planning area has the following characteristics:

## Housing Unit Characteristics

- 16.6% MF/83.4% SF
- Median home size 1,994 sq ft., Average home size 2,159 sw. ft.
- Median lot size .23 acre, Average lot size 1.17
- 33,842 total units
- Median Homes Value (excluding multi-family) $269,593
- Average Value (excluding multi-family) $309,797
- $146 per sq./ft. (median 2018)
- Median Year built (all units) 2004

## Household Characteristics

- 22.4% Renters/77.6% Owners
- Average size 2.47 persons
- Homeowner average of 9 years, Renter occupied 3 years
- Median Household income is $81,219 (94% AMI), Average is $103,384

# Subarea Profiles

## Purpose

The subarea profiles provide a basis for making policy recommendations through an understanding of housing as it exists across the city. The granularity of the subarea profiles allows the City to make recommendations for specific geographies or recommendations that may apply to the entire study area:

- Housing diversity (type, lot size)
- Housing choice (square footage, price point)
- Historic cost trends (MLS sales and rental data 2008-2018)
- Existing affordable housing stock (market rate and subsidized)

The Subarea map consists of 14 areas. The map was developed using housing characteristics of housing age, type, density and value. Other considerations included well known boundaries such as neighborhoods Sun City (age-restricted), zoning overlays such as the Old Town / Downtown, Census Block Group boundaries and elementary school zones although the zones had limited impact on the subarea boundaries. The subareas are not intended to define "neighborhoods". The review of housing characteristics for the subareas included Multiple Listing Service (MLS) sales information from the Austin Board of Realtors, US Census data and field research.

The Subarea information was presented at:

- August 20, 2018 Housing Advisory Board meeting
- September 6, 2018 Steering Committee meeting #4
- September 18, 2018 Planning & Zoning Commission meeting

### Findings

- Some subareas have no or little housing product diversity or rental options. Other subareas such as those in the center city have a wide variety of housing types and ages.
- Older duplexes, four-plexes and multi-family properties play an important role in affordable housing stock.
- Neighborhood change is a concern for some existing residents.
- Household characteristics are depicted geographically and varies widely across subareas. A summary for each of the subareas is attached to this memo (Attachment 1 – Subarea Profiles).

## Affordability Analysis

### Purpose

The Affordability Analysis provides a general picture of the need for affordable rental and for-sale housing in the Georgetown Planning Area defined as the City of Georgetown City Limits and its extra-territorial jurisdiction. The report is broken into three parts: Affordable Housing Demand (including regional employment data), Affordable Housing Supply, Analysis and Recommendations.

Housing Demand and Supply information was presented at the following meetings:

- September 24, 2018 Housing Advisory Board meeting
- October 15, 2018 Housing Advisory Board meeting
- November 1, 2018 Steering Committee #5
- November 6, 2018 Planning & Zoning Commission meeting

### Findings

The bullets below represent the generalized findings of the 11/1 Steering Committee:

- Rental Demand
  - Housing is an economic development issue
  - Surprised by high renter cost burden
  - Surprised Georgetown AMI is lower than WilCo
  - Surprised that there are a significant amount of more renters are cost burdened than owners
  - The data suggests there is a segment of the population for whom Georgetown is unaffordable

- For Sale Demand
  - Do Sun City numbers skew planning area numbers?
  - Lower income is more cost burdened
  - Surprised that anyone under $20K could own a home
  - Not enough houses for $50K incomes
  - When looking at regular employment you can't afford the job
  - Income does not equal ownership

- Rental Supply
  Send to Council: Georgetown needs more 2 plex, 4 plex
  Used to be no more than 20% class A, we have 40% because of cost to build
  Lower rents for single family than expected
  Duplexes = affordability
  Surprising that more subsidized units than Class B

- For Sale Supply
  Surprised nothing under $399K west of I-35
  Townhouses/condos play a role in the market
  Density is the answer
  # of units under $275K in next 12-18 months, making some progress
  Surprised to know wages not growing as fast as housing costs
  2008-2018 Wages not growing as fast as housing costs increase UDC, increase cost

## Demand

Housing demand is influenced by regional employment trends, household income, age, ability and desire to rent or own, among other factors. CDS analyzed employment data for the region using the Williamson County geography.

## Regional Employment trends

Nearly half of all jobs (81k/165k) in Williamson County are in industry sectors with lower average wages, these sectors are exhibiting growth in overall jobs (*Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018*)

- Retail Trade
- Educational Services
- Accommodation and Food Services
- Health Care and Social Assistance

Strong growth in high-wage sectors in Williamson County (*Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018*)

- Manufacturing
- Professional and Technical Services

Life Sciences, including Health Care, has been identified as a target industry for Georgetown to pursue. While success in this pursuit would bring a number of higher-wage jobs, it will also grow the number of lower-wage jobs associated with Health Care, which has a wide range of wages for that sector. (*City of Georgetown, Target Industry And Workforce Analysis, 2017*)

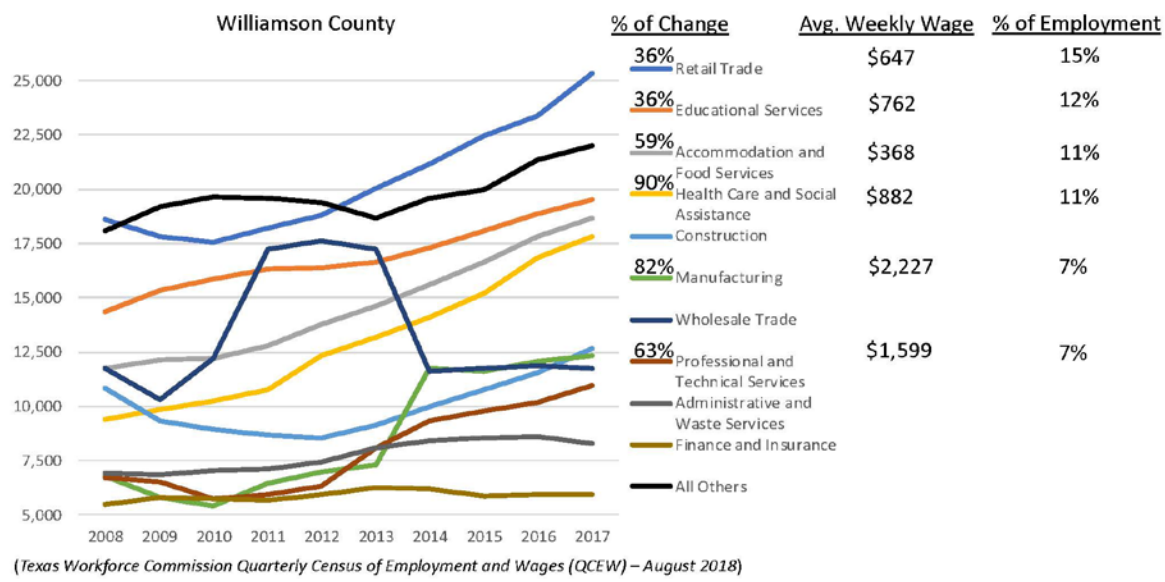



*Figure 4 – Regional industry trends, wages and percentage of employment*

## Rental Supply

The last four years since 2014 have included generally rising rents in the greater Austin region, though the increases appear to be plateauing since 2017. This may be because overall supply has been increasing with new property deliveries, nearly all of which have been considered Class A, since land and construction costs generally limit the financial feasibility of new unsubsidized development to only upscale projects. The market rate (non-subsidized or income-restricted) multifamily properties in Georgetown that supply more affordable rental units either fall into the Class "B" designation by the real estate investment community or are unrated. They tend to be older properties (the newest dates to 2001). Lease rates for one-bedroom units tends to range from $750 to $900 per month. Two-bedroom units range from approximately $900 to $1,100, with such units at a few properties slightly higher priced. The total number of units in the listed properties is 1,293.

Georgetown also has a significant supply of multifamily properties that have been publicly subsidized in some fashion (federal tax credits, public housing, etc.) and have income restrictions on tenants to remain affordable to lower income residents. Three such projects are under construction, two of which will offer market rate units. Some properties are age-restricted to seniors. The total number of units in these properties is 1,916, including the under construction properties, and of which 1,697 units are income-restricted. Multifamily apartments are not the only source of rental units in the Georgetown Planning Area. Housing consumers also look for individual or small-scale rentals. Unfortunately, comprehensive data is not available to summarize and analyze these transactions. A particular type of rental unit in Georgetown for which no large transaction or listing sample was available is the small-scale multi-unit property (mostly quadplexes) and duplexes. These are mostly concentrated in neighborhoods on just south of the historic core, just west of I-35 off Leander Road, and in

relatively older residential areas off Williams Drives also just west of I-35. A small sample of listings from field research indicates that typical rents in these properties may be comparable to Class B market rate multifamily units for the same number of bedrooms.

| Type | Percentage of Units |
|---|---|
| Class A | 37% |
| Class B | 20% |
| Rent Restricted | 27% |
| Duplex | 10% |
| Fourplex | 6% |

*Figure 5 – Multi-family rental percentages by product type*

## For Sale Supply

Market data for the Georgetown Planning Area from the MLS transactions in recent years show that there is very little excess inventory of existing homes available; this is evident from the relatively small difference between listing price and sales price, and also the short average days on market (less than 40, down from a typical 70 to 90 a few years earlier). The sales volumes in the bottom two price ranges, below $275,000 (1,230 total sales), are a dramatic drop from previous years. In the 2014-2016 period, sales in these two categories totaled 3,087. These lower price categories represent "entry level" prices for first-time buyers at or below area median income (approximately $67,000 and $82,000 for Georgetown and Williamson County respectively as of the 2016 American Community Survey – see the analysis in the next section). However, the area housing market is rapidly shrinking the available inventory of such homes.

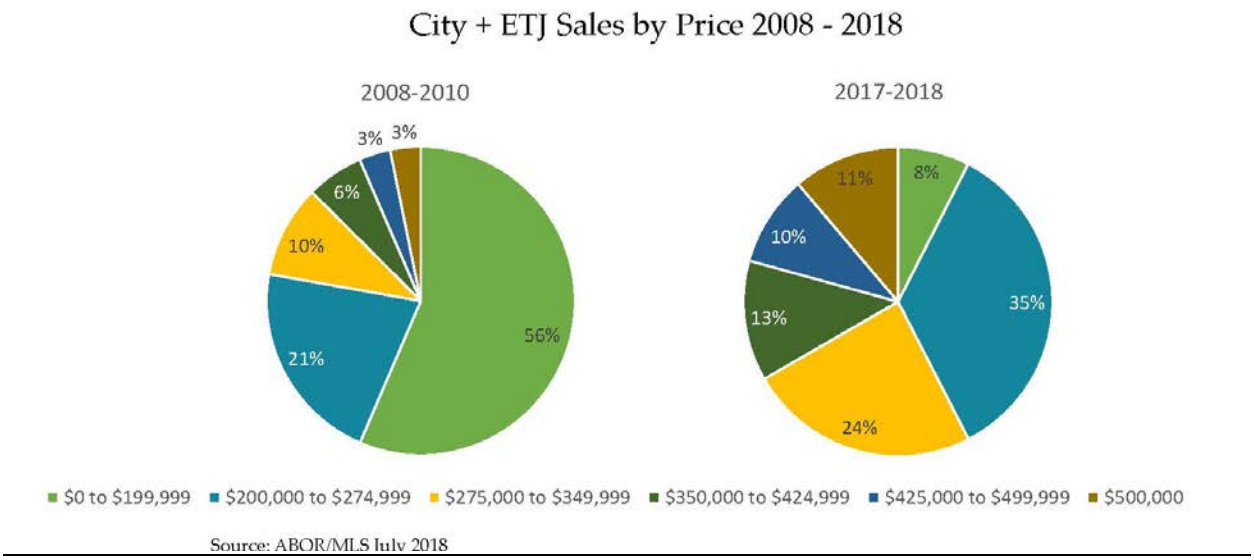



*Figure 6 – Multi-family rental percentages by product type*

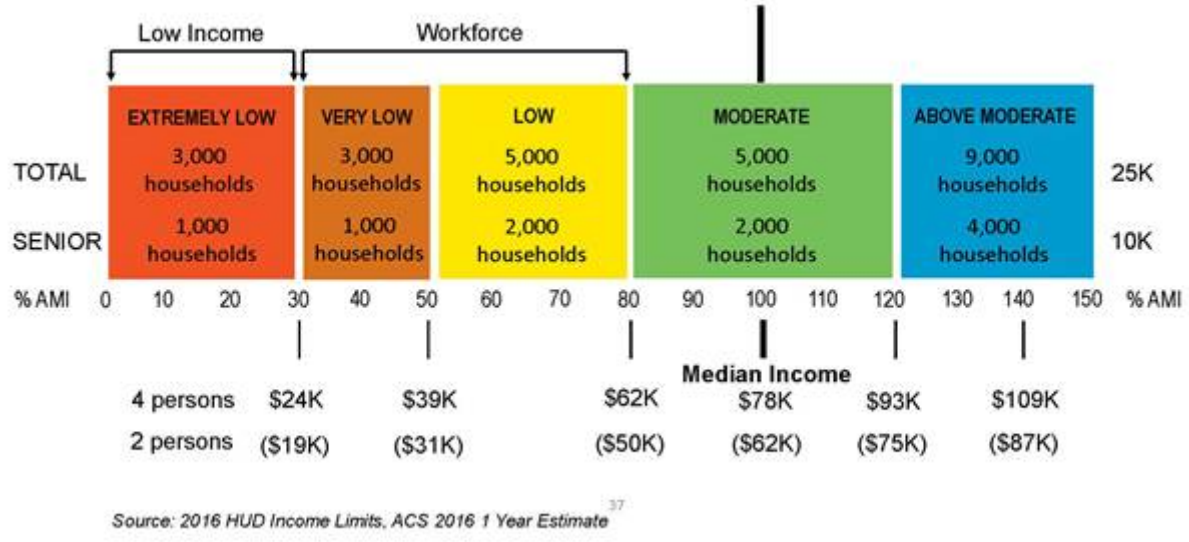
## Sun City Factor

One of the frequently asked questions when housing data was presented in 2018 was how much Sun City skewed any city wide statistics. CDS ran a report that was able to separate the geography that approximately encompasses Sun City (eight Census block groups) from the rest of Georgetown. The findings are below:

- The age restriction for living in Sun City is that one person in the household must be at least 55 years of age. Of the 7,787 households represented in the eight Census block groups, 6,419 (or 82%) of the households are headed by persons 65 years or older as of 2016.
- Included in the overall Georgetown tally, 65 and older households account for approximately 44% of total households. Removing Sun City, this share drops to approximately 25%.
- Because Sun City is dominated by owner households, its impact on renter data for the city overall is small. A similar share of total renter households in the Sun City Block Groups are cost-burdened as compared to the city excluding Sun City.
- A lower share of Sun City owner households have a mortgage than in Georgetown overall. This is likely because many Sun City residents purchased their homes with cash, having equity from previous homes they owned. Interestingly, a higher share of Sun City owner households with mortgages were estimated to be cost-burdened than in the rest of the city.
- Sun City accounted for a very high share, 69%, of all over-65 owner households in Georgetown. Of these households, a higher share were cost-burdened than in the remainder of the city – approximately 25% to 18%.

## Analysis & Recommendations

The current housing needs for the three groups requested by Council are presented below.




The chart above illustrates the number of Georgetown households at each of the HUD defined income levels using the Williamson County Area Median Income of $77,800 for 2016. The American Community Survey (ACS) conducted by the Census provides the number of households by income level for the City of Georgetown. That figure can then be apportioned to the AMI levels to provide an estimate of number of households by AMI level. The ACS 2016 1 Year estimate for the City of Georgetown was a total of 25,235 households, with 10,271 of those households headed by a householder over the age of 65.

*Low Income households*

The findings for the approximately 3,000 low income households with incomes less than 30% of the Area Median Income were that:

- 69% of renters (1,100/1,600 HHs) are cost burdened
- 68% of owners (950/1,400 HHs) are cost burdened

Possible policies to address this high cost burden include policies to increase rental inventory and preserve homeownership for low income households.

*Workforce households*

The findings for the approximately 8,000 workforce households with incomes between 30% and 80% of the Area Median Income were that:

- 80% renters (2,000/2,500 HHs) are cost burdened
- 42% owners (2,300/5,500 HHs) are cost burdened
- Limited supply for sale under $250K

Possible policies to address this high cost burden and limited supply of affordable for sale housing include policies to increase rental inventory, preserve homeownership, and increase homeownership opportunities for workforce households.

*Senior households*

The findings for the approximately 10,000 senior households with incomes between 30% and 80% of the Area Median Income were that:

- 67% renters (1,000/1,500 HHs) are cost burdened
- 24% owners (2,000/8,500 HHs) are cost burdened

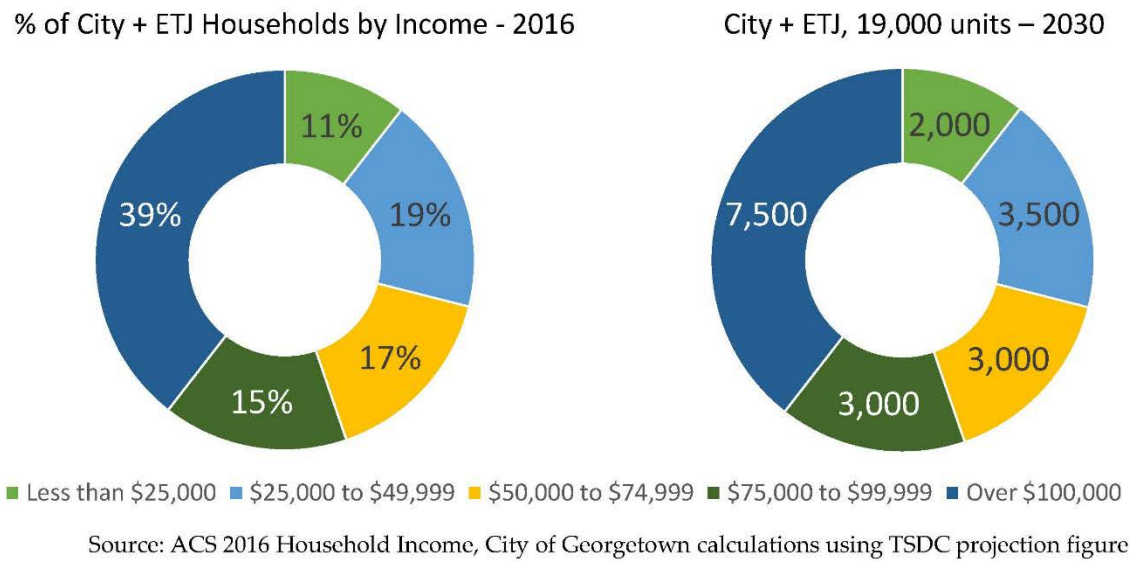
Possible policies to address this high cost burden include policies to increase rental inventory and preserve homeownership for senior households.

*Future Housing Need*

The future needs for housing are projected using the anticipated growth rate for Williamson County from the Texas State Data Center for the year 2030.

| | 2016 # Households | | 2030 WilCo Population % change (est.) | | New housing units by 2030 for estimated population growth |
|---|---|---|---|---|---|
| Williamson County | **173,125** | **x** | **55%** | **≈** | **96,000** |
| City + ETJ Area | **34,182*** | **x** | **55%** | **≈** | **19,000** |
| Georgetown | **25,235*** | **x** | **55%** | **≈** | **14,000** |

Source: Texas State Data Center, ACS 2016 1 Year Estimate
* 2016 ACS used in lieu of City of Georgetown Planning and Development counts to provide regional comparison




Source: ACS 2016 Household Income, City of Georgetown calculations using TSDC projection figure

The above chart provides a simple analysis of possible housing units needed in 2030 to accommodate the City's 2016 household population by income based a 55% growth rate, as described in the preceding figure.

## Public Input

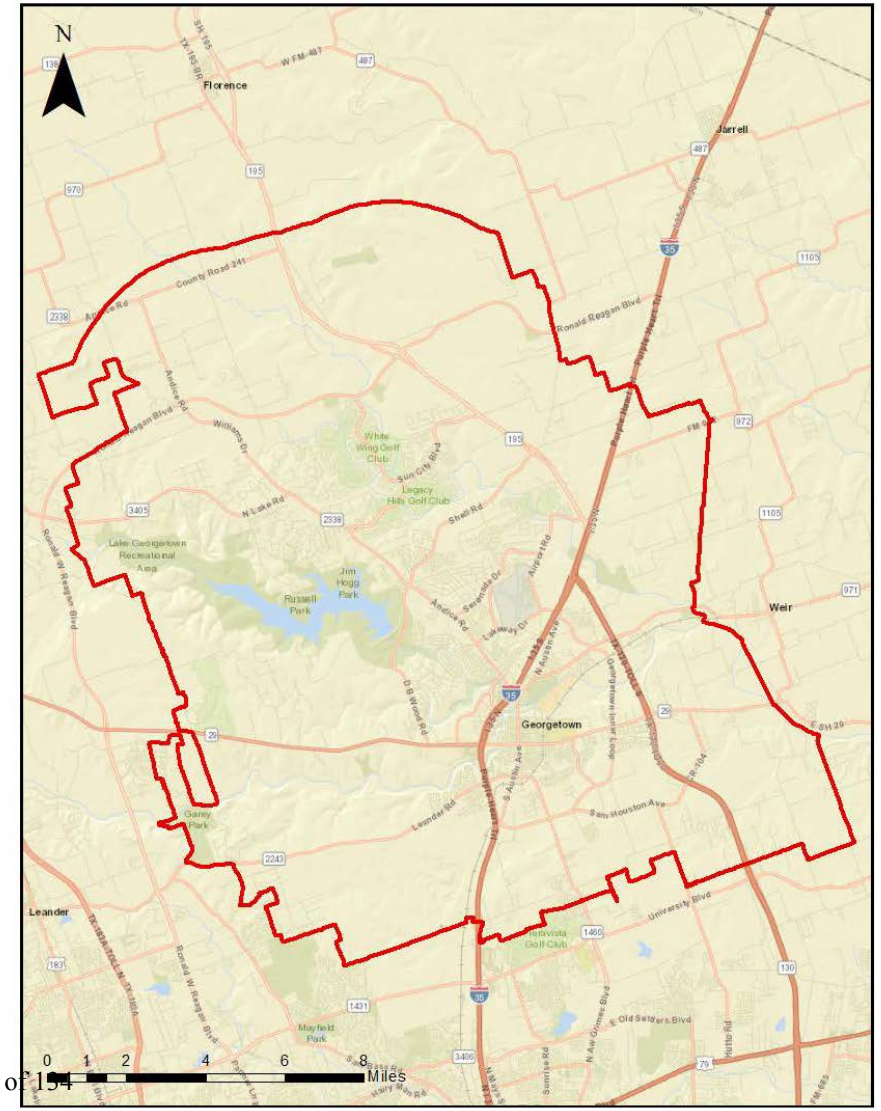
One of the seven themes that emerged from the extensive public input conducted during 2018 was to focus on housing & affordability. A summary of the public input from the various outreach opportunities can be found in the attached Housing Public Input Report (Attachment 2).

# SUBAREA PROFILES

# PURPOSE OF SUBAREA PROFILES

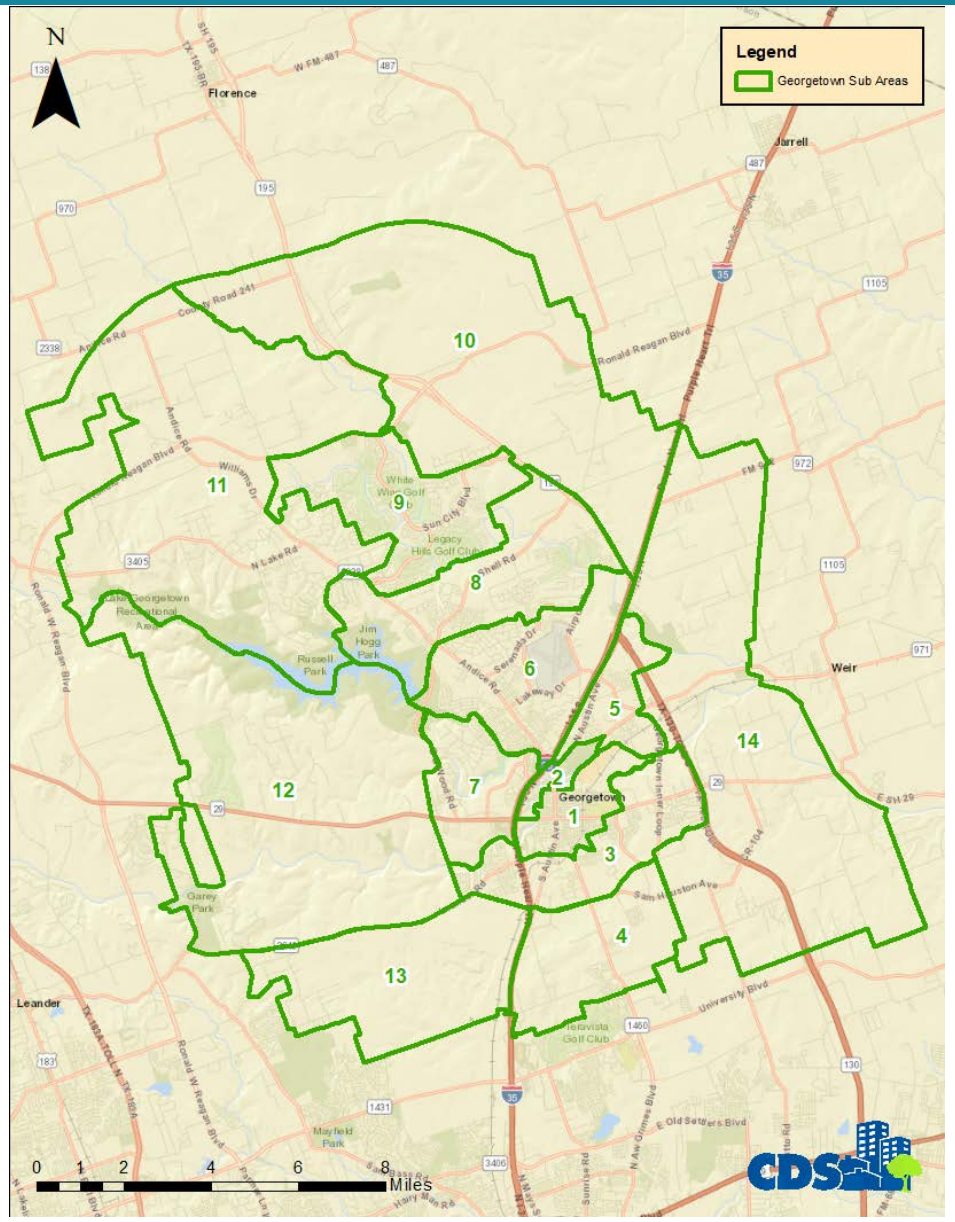
- Basis for making policy recommendations by understanding:
  - Housing diversity (type, lot size)
  - Housing choice (square footage, price point)
  - Historic trends (2008-2018)
  - Existing affordable housing stock (market rate and subsidized)

# PLANNING AREA



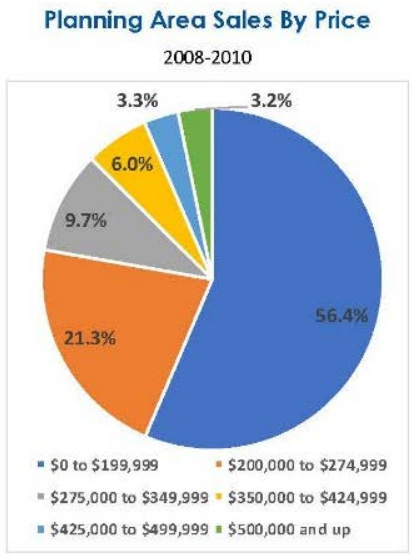
# SUBAREA MAP DEVELOPMENT

- Housing considerations
  1. Housing age
  2. Housing type / density
  3. Housing value
- Other considerations
  - Sun City (age-restricted)
  - Old Town / Downtown overlays
  - Census Block Group boundaries
  - Elementary school zones (limited impact)
- Not meant to define “neighborhoods”

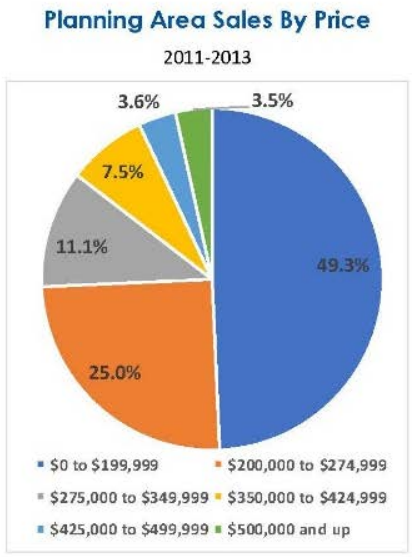


# PLANNING AREA HOUSING DATA

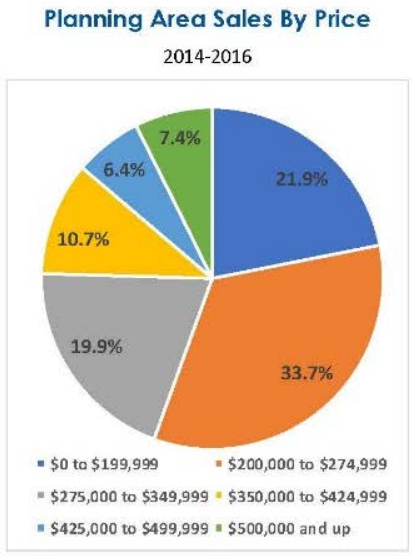
# PLANNING AREA SALES PRICES 2008-2018



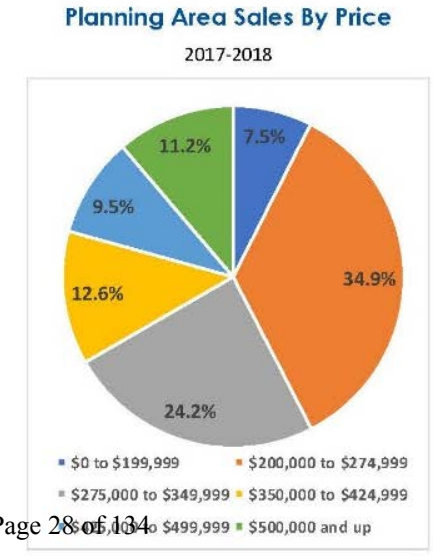

Source: ABOR/MLS July 2018




Source: ABOR/MLS July 2018




Source: ABOR/MLS July 2018




Source: ABOR/MLS July 2018

# PLANNING AREA HOUSING PRICES 2008-2018


Source: ABOR/MLS July 2018

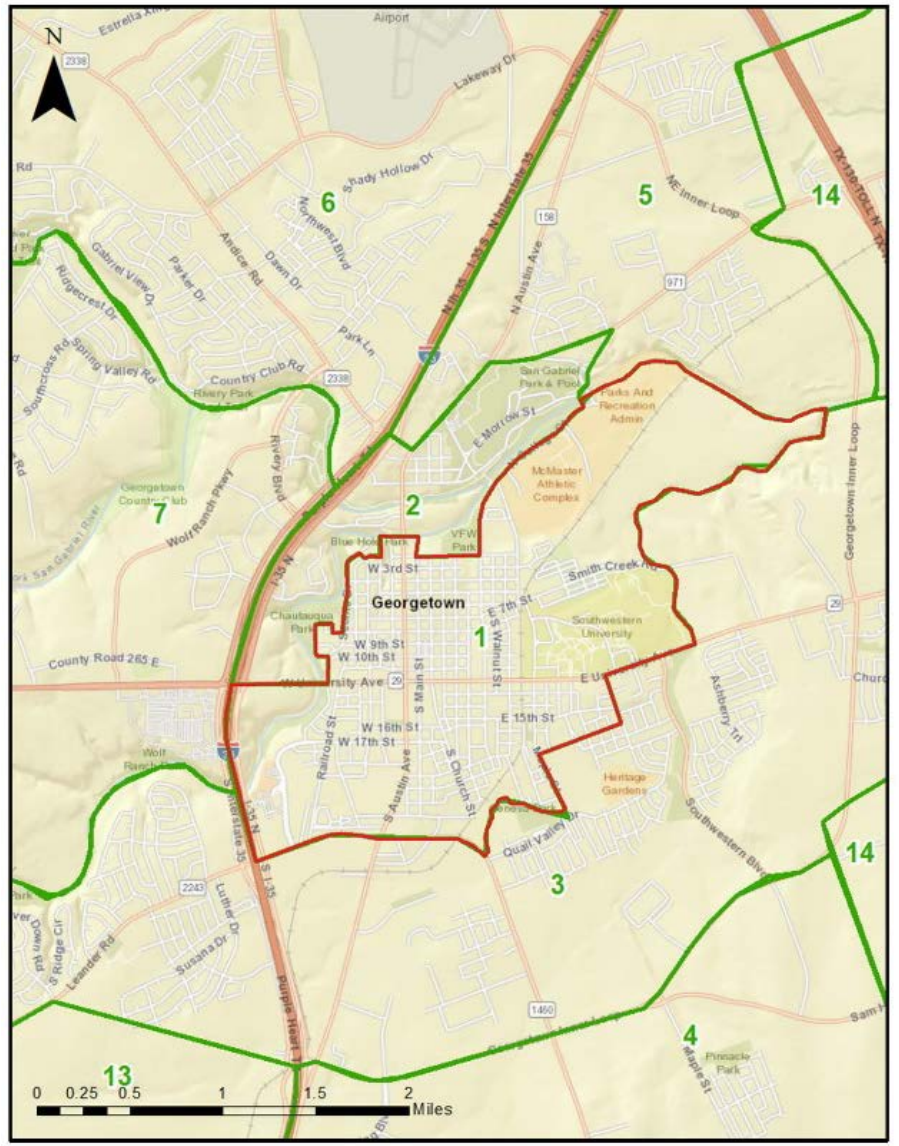
# PLANNING AREA FINDINGS

- 16.6% MF Smaller lot sizes and square footage
- $146 per sq/ft (median 2018)
- 22.4% Renters
- Median Household income is $81,219 (94% AMI)
- Homeowners average of 9 years
- Average household size 2.47 persons
- Median home size 1,994 sq ft.
- Median lot size .23 acre

# SUBAREA 1 FINDINGS

| Characteristic | Subarea 1 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 33 | ↑ | 17 |
| Renters (%) | 51 | ↑ | 22 |
| Median Household Income | $50,440 | ↓ | $81,219 |
| Area Median Income (%) | 59 | ↓ | 94 |
| Tenure – Owner | 11 | ↑ | 9 |
| Tenure - Renter | 3 | = | 3 |
| Household size | 2.40 | ↓ | 2.47 |
| Median Lot size | .19 | ↓ | .23 |
| Price per sq. ft. | $192 | ↑ | $146 |

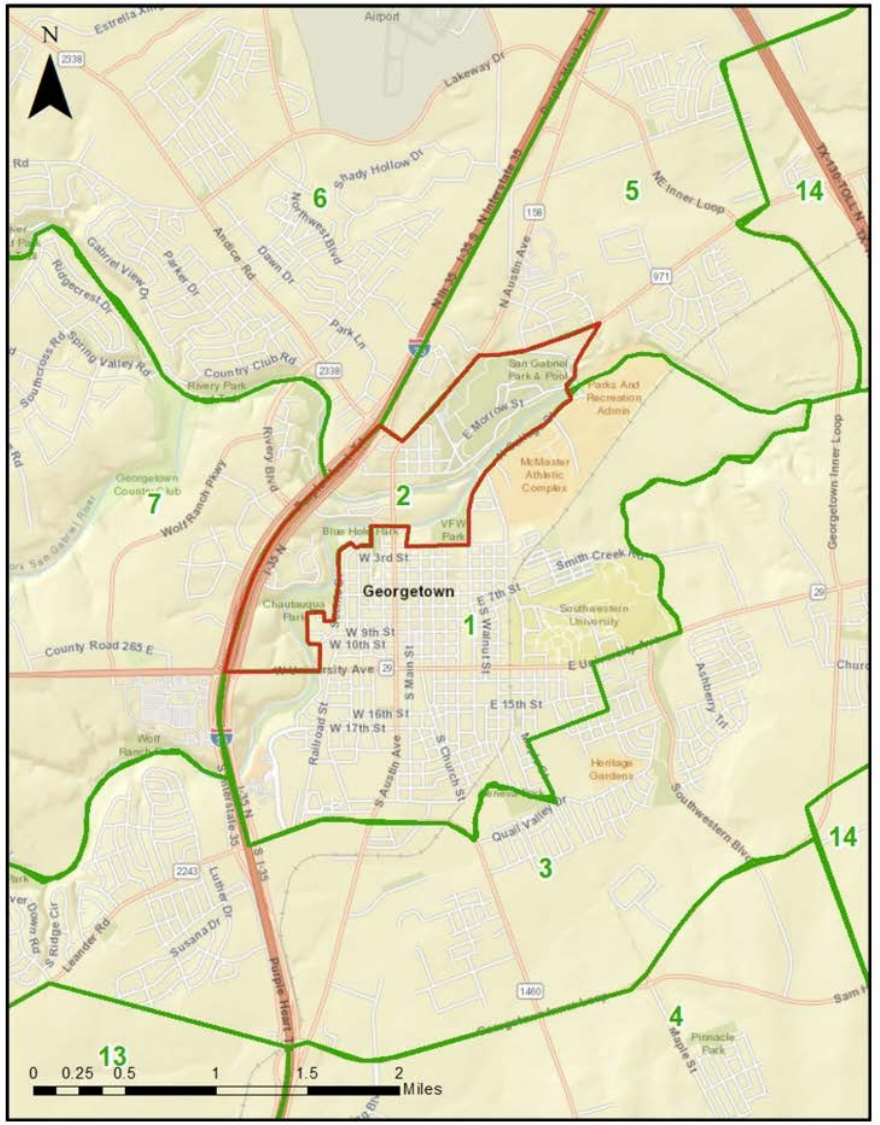
Subarea 1 Detail Map



# SUBAREA 2 FINDINGS

| Characteristic | Subarea 2 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 83 | ↑ | 17 |
| Renters (%) | 79 | ↑ | 22 |
| Median Household Income | $44,523 | ↓ | $81,219 |
| Area Median Income (%) | 52 | ↓ | 94 |
| Tenure – Owner | 24 | ↑ | 9 |
| Tenure - Renter | 3 | = | 3 |
| Household size | 1.81 | ↓ | 2.47 |
| Median Lot size | .21 | ↓ | .23 |
| Price per (sq. ft.) | $183 | ↑ | $146 |

Subarea 2 Detail Map

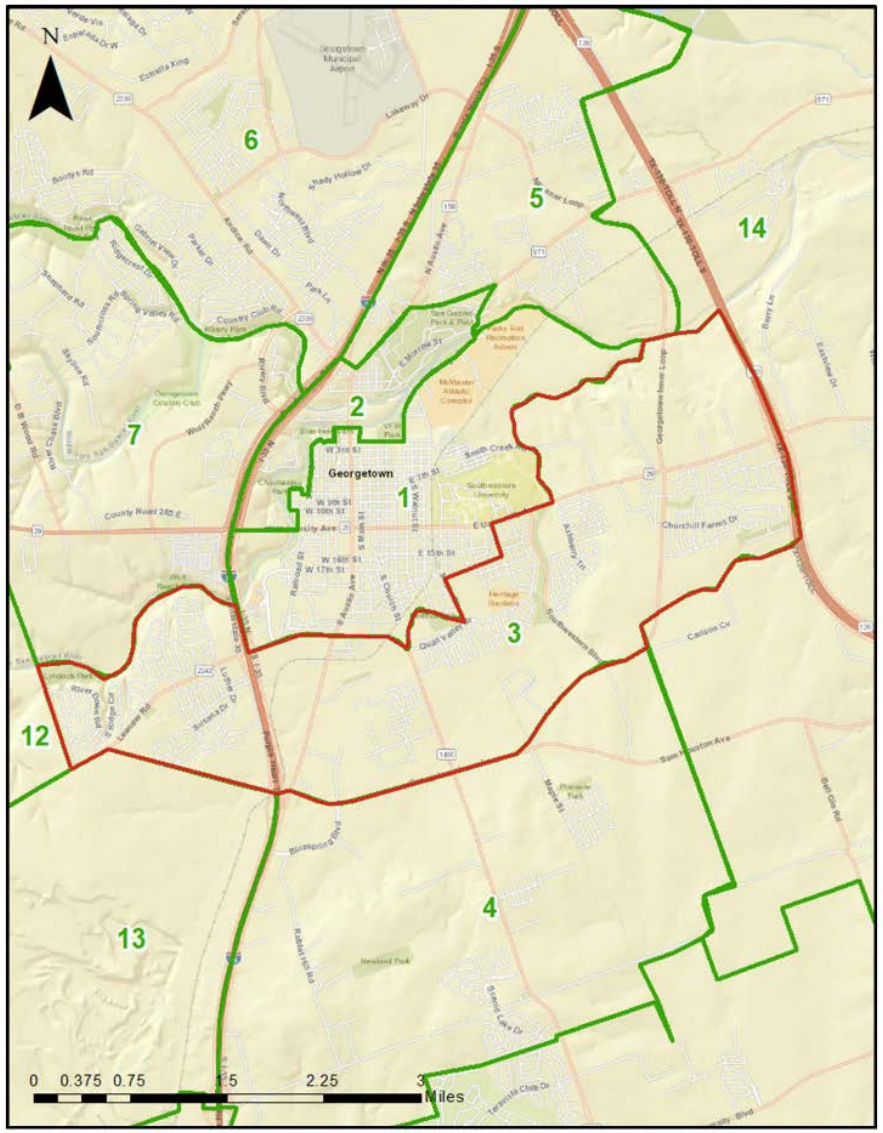


# SUBAREA 3 FINDINGS

| Characteristic | Subarea 3 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 25 | ↑ | 17 |
| Renters (%) | 29 | ↑ | 22 |
| Median Household Income | $80,982 | ↓ | $81,219 |
| Area Median Income (%) | 94 | = | 94 |
| Tenure – Owner | 10 | ↑ | 9 |
| Tenure - Renter | 3 | = | 3 |
| Household size | 2.89 | ↑ | 2.47 |
| Median Lot size | .21 | ↓ | .23 |
| Price per (sq. ft.) | $127 | ↓ | $146 |



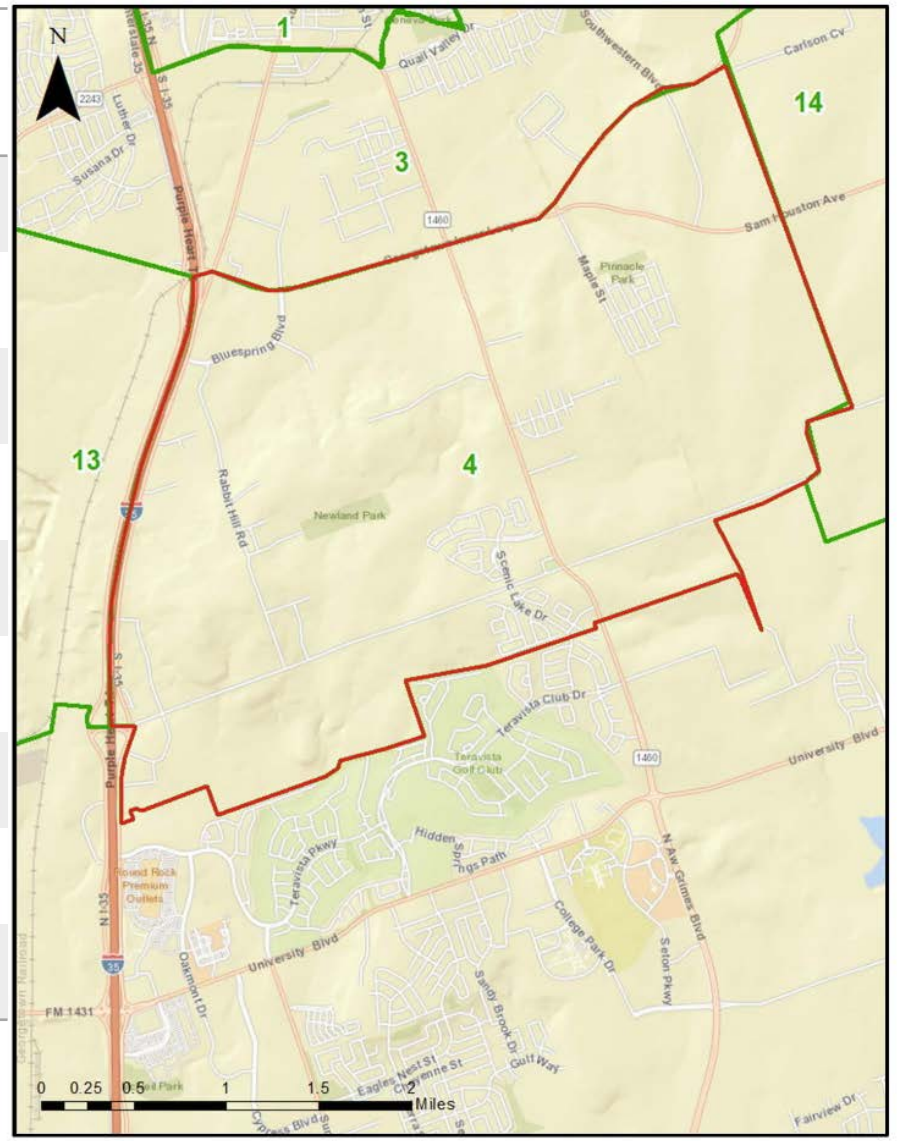
Subarea 3 Detail Map



# SUBAREA 4 FINDINGS

| Characteristic | Subarea 4 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 24 | ↑ | 17 |
| Renters (%) | 42 | ↑ | 22 |
| Median Household Income | $74,805 | ↓ | $81,219 |
| Area Median Income (%) | 87 | ↓ | 94 |
| Tenure – Owner | 5 | ↓ | 9 |
| Tenure - Renter | 2 | ↓ | 3 |
| Household size | 2.99 | ↑ | 2.47 |
| Median Lot size | .16 | ↓ | .23 |
| Price per (sq. ft.) | $132 | ↓ | $146 |

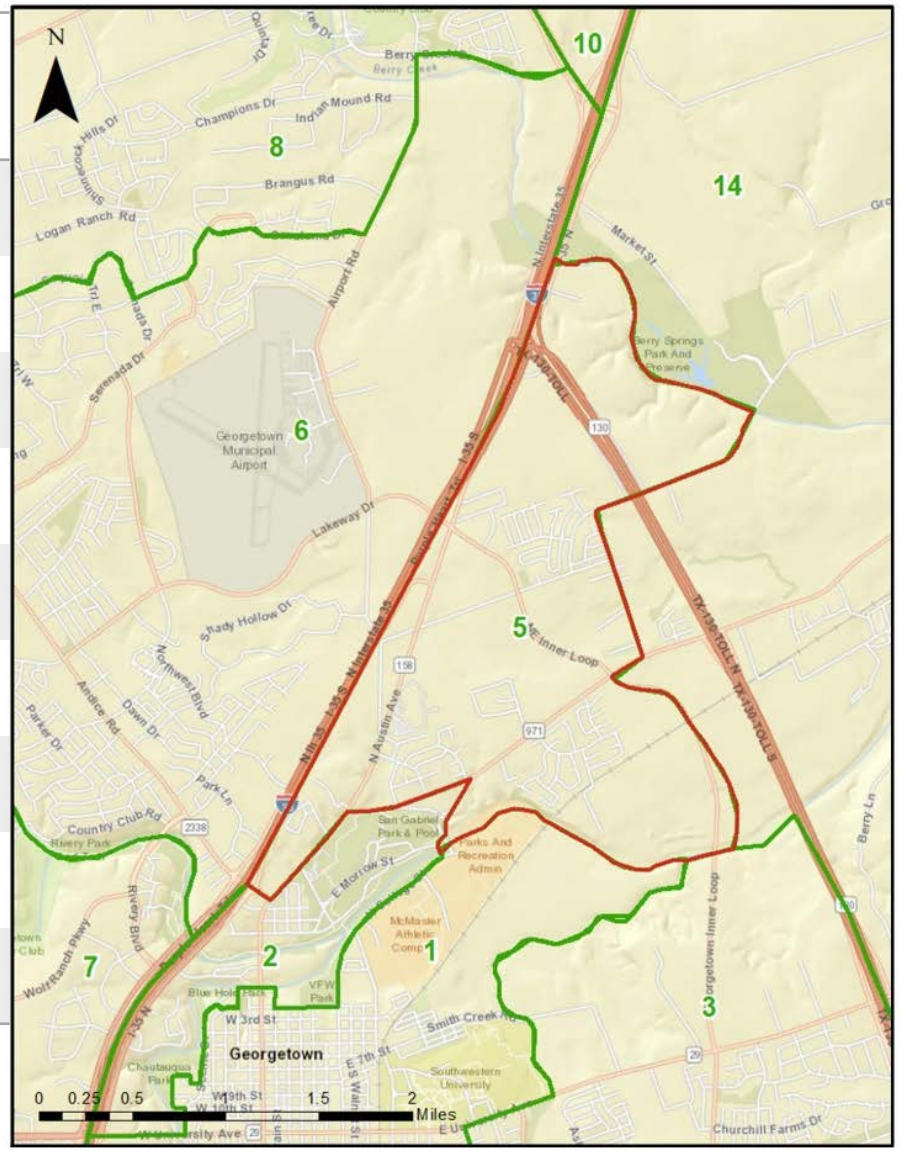
Subarea 4 Detail Map



# SUBAREA 5 FINDINGS

| Characteristic | Subarea 5 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 29 | ↑ | 17 |
| Renters (%) | 42 | ↑ | 22 |
| Median Household Income | $70,147 | ↓ | $81,219 |
| Area Median Income (%) | 82 | ↓ | 94 |
| Tenure – Owner | 11 | ↑ | 9 |
| Tenure - Renter | 3 | = | 3 |
| Household size | 2.58 | ↑ | 2.47 |
| Median Lot size | .17 | ↓ | .23 |
| Price per (sq. ft.) | $132 | ↓ | $146 |

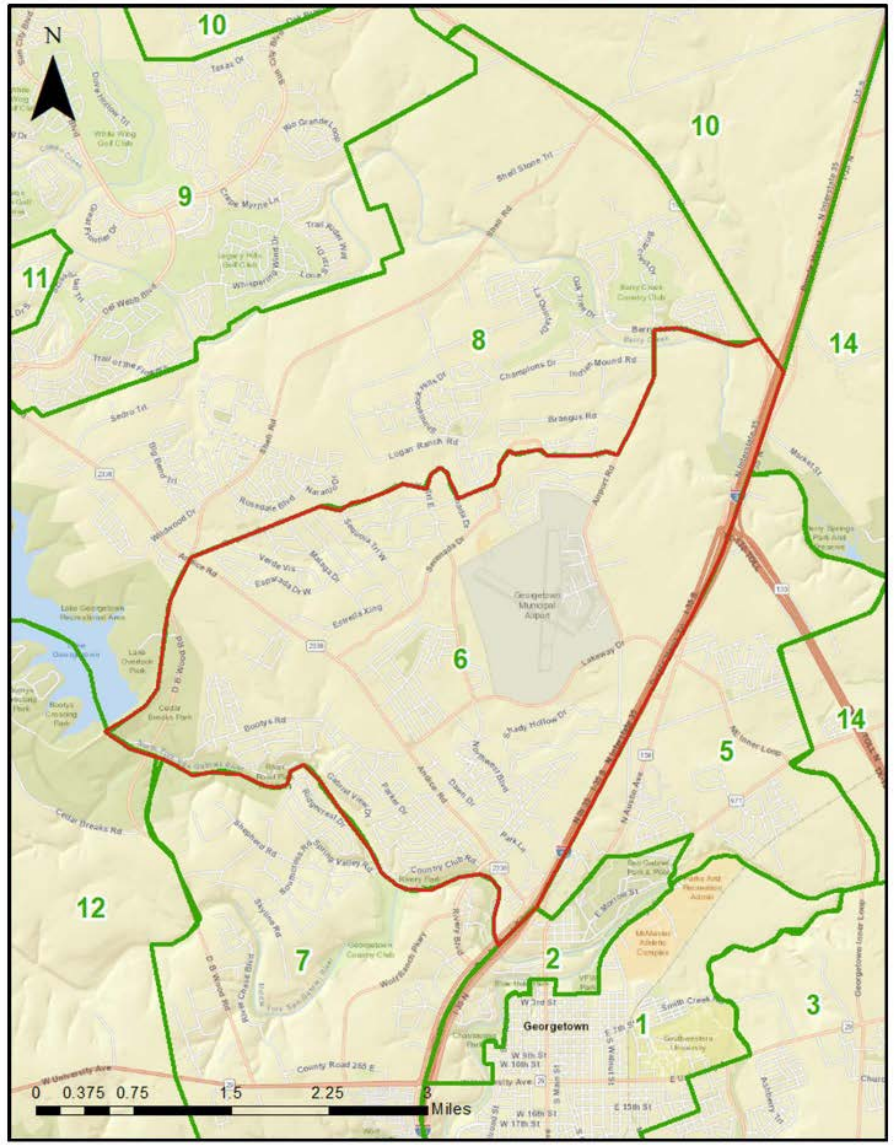
Subarea 5 Detail Map



# SUBAREA 6 FINDINGS

| Characteristic | Subarea 6 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 32 | ↑ | 17 |
| Renters (%) | 37 | ↑ | 22 |
| Median Household Income | $66,108 | ↓ | $81,219 |
| Area Median Income (%) | 77 | ↓ | 94 |
| Tenure – Owner | 9 | = | 9 |
| Tenure - Renter | 4 | ↑ | 3 |
| Household size | 2.34 | ↓ | 2.47 |
| Median Lot size | .34 | ↑ | .23 |
| Price per (sq. ft.) | $146 | = | $146 |

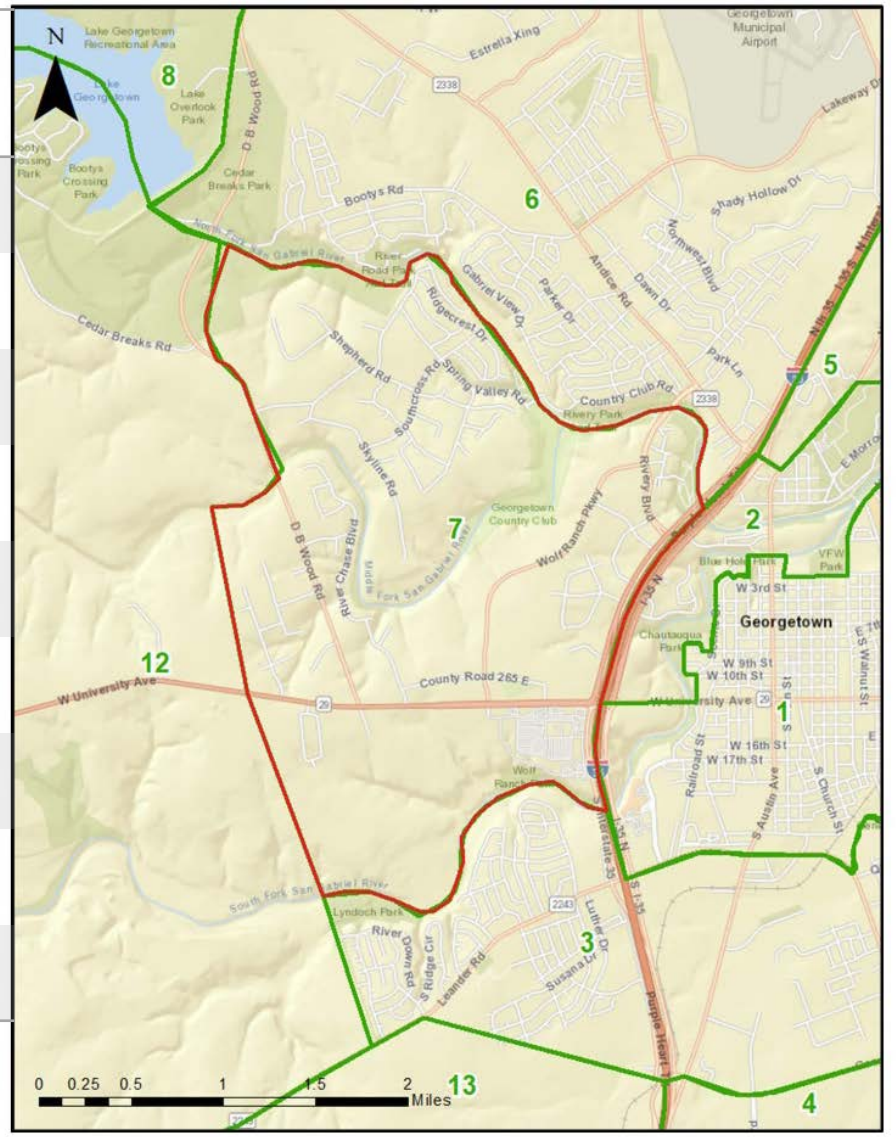
Subarea 6 Detail Map



# SUBAREA 7 FINDINGS

| Characteristic | Subarea 7 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 46 | ↑ | 17 |
| Renters (%) | 6 | ↓ | 22 |
| Median Household Income | $128,576 | ↑ | $81,219 |
| Area Median Income (%) | 150 | ↑ | 94 |
| Tenure – Owner | 7 | ↓ | 9 |
| Tenure - Renter | 2 | ↓ | 3 |
| Household size | 2.68 | ↑ | 2.47 |
| Median Lot size | 1.00 | ↑ | .23 |
| Price per (sq. ft.) | $156 | ↑ | $146 |

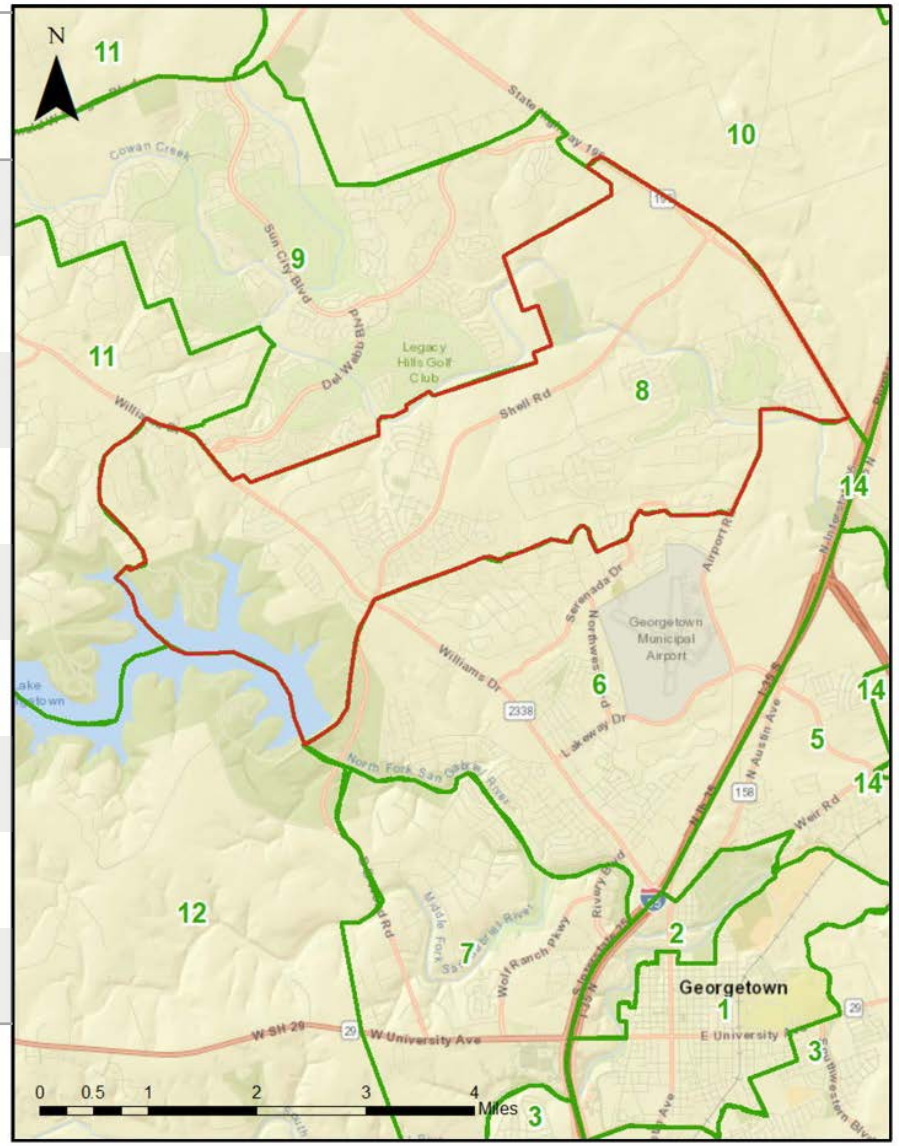
Subarea 7 Detail Map



# SUBAREA 8 FINDINGS

| Characteristic | Subarea 8 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 8 | ⬇ | 17 |
| Renters (%) | 7 | ⬇ | 22 |
| Median Household Income | $117,407 | ⬆ | $81,219 |
| Area Median Income (%) | 137 | ⬆ | 94 |
| Tenure – Owner | 9 | = | 9 |
| Tenure - Renter | 4 | ⬆ | 3 |
| Household size | 2.80 | ⬆ | 2.47 |
| Median Lot size | .23 | ⬇ | .23 |
| Price per sq. ft. | $127 | ⬇ | $146 |

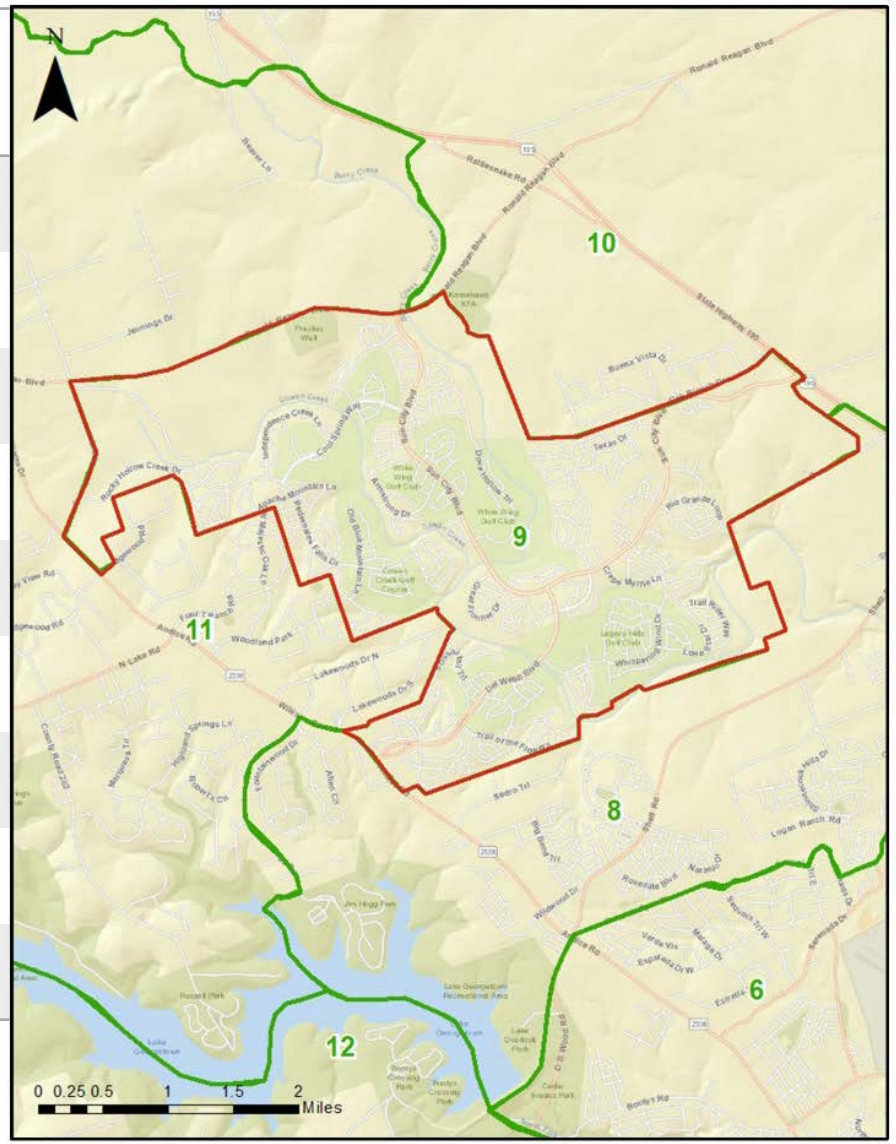
Subarea 8 Detail Map



# SUBAREA 9 FINDINGS

| Characteristic | Subarea 9 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 0 | ↓ | 17 |
| Renters (%) | 5 | ↓ | 22 |
| Median Household Income | $79,188 | ↓ | $81,219 |
| Area Median Income (%) | 92 | ↓ | 94 |
| Tenure – Owner | 10 | ↑ | 9 |
| Tenure - Renter | 4 | ↑ | 3 |
| Household size | 1.86 | ↓ | 2.47 |
| Median Lot size | .19 | ↓ | .23 |
| Price per sq. ft. | $163 | ↑ | $146 |

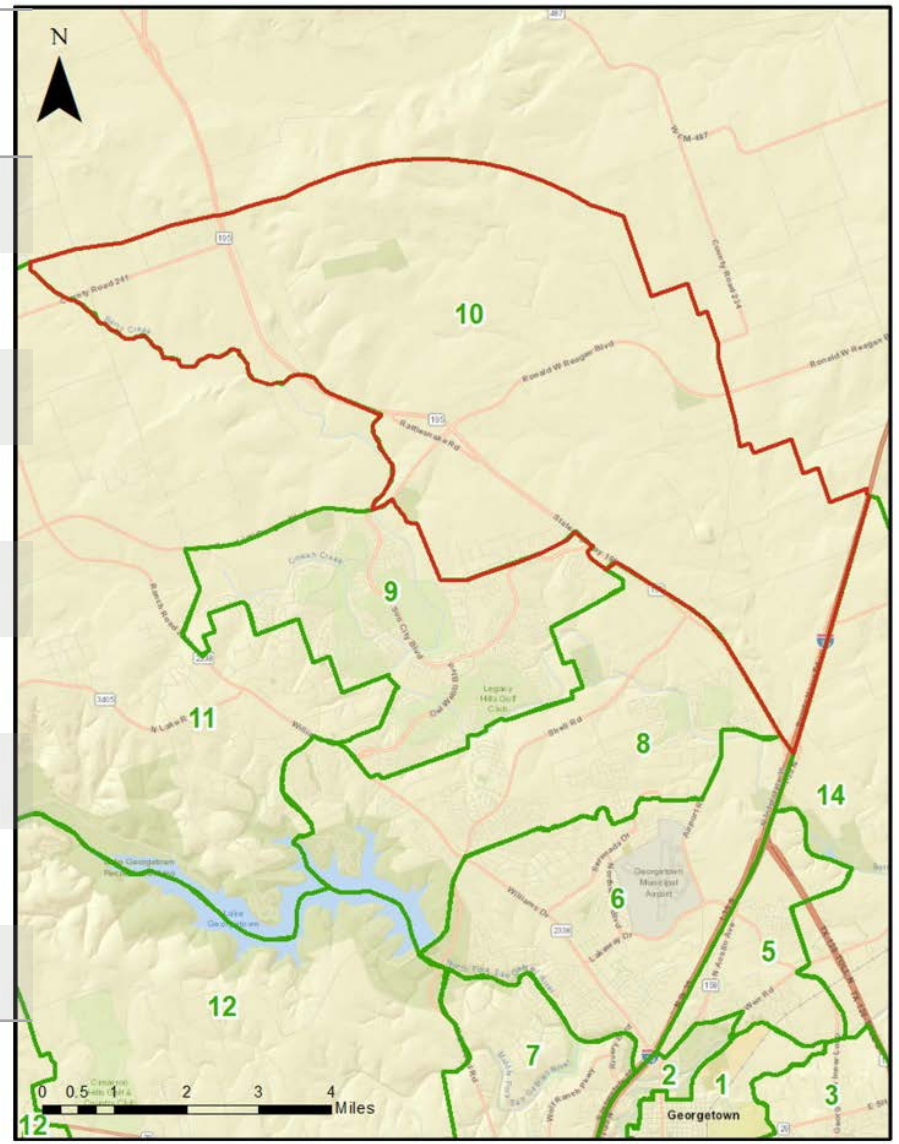
Subarea 9 Detail Map



# SUBAREA 10 FINDINGS

| Characteristic | Subarea 10 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 0 | ⬇ | 17 |
| Renters (%) | 16 | ⬇ | 22 |
| Median Household Income | $69,809 | ⬇ | $81,219 |
| Area Median Income (%) | 81 | ⬇ | 94 |
| Tenure – Owner | 10 | ⬆ | 9 |
| Tenure - Renter | 4 | ⬆ | 3 |
| Household size | 2.16 | ⬇ | 2.47 |
| Median Lot size | 1.22 | ⬆ | .23 |
| Price per (sq. ft.) | $170 | ⬆ | $146 |

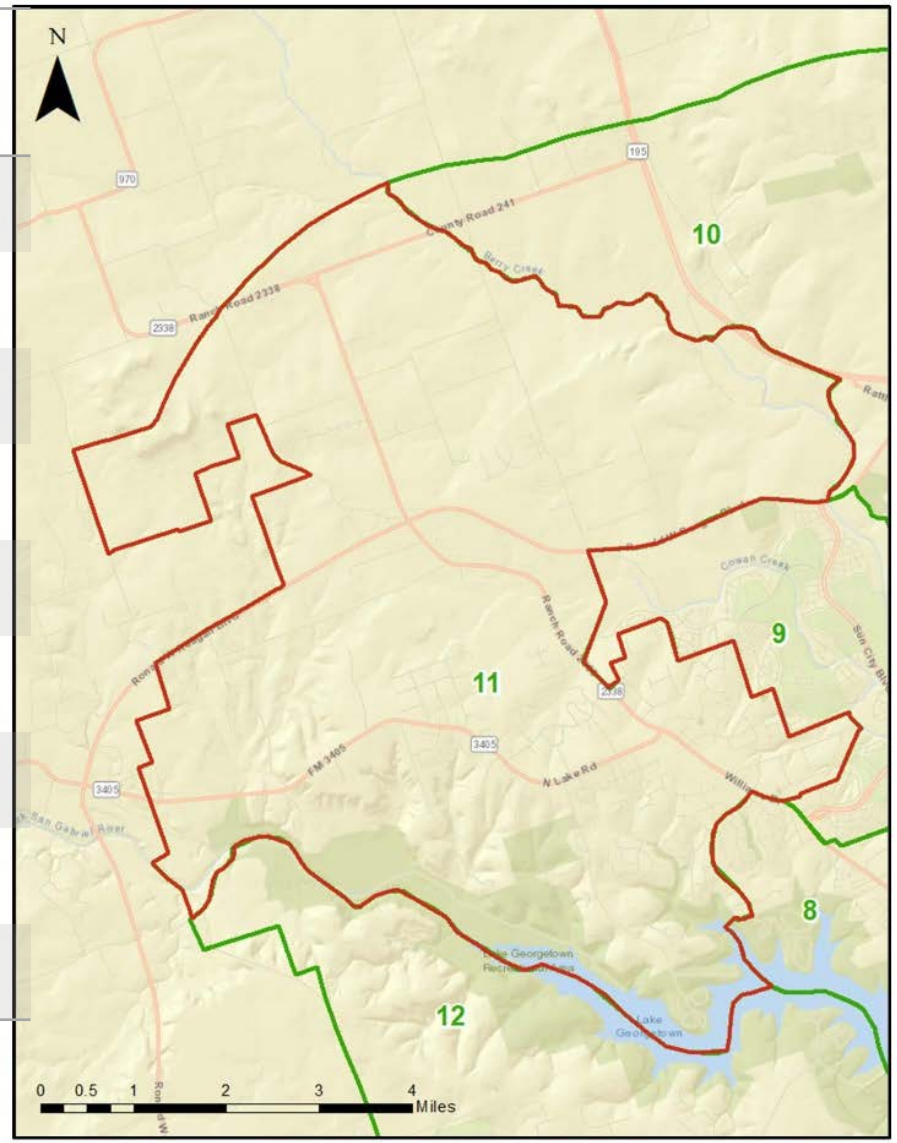
Subarea 10 Detail Map



# SUBAREA 11 FINDINGS

| Characteristic | Subarea 11 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 0 | ↓ | 17 |
| Renters (%) | 5 | ↓ | 22 |
| Median Household Income | $106,641 | ↑ | $81,219 |
| Area Median Income (%) | 124 | ↑ | 94 |
| Tenure – Owner | 7 | ↓ | 9 |
| Tenure - Renter | 7 | ↑ | 3 |
| Household size | 2.75 | ↑ | 2.47 |
| Median Lot size | 1.17 | ↑ | .23 |
| Price per (sq. ft.) | $170 | ↑ | $146 |

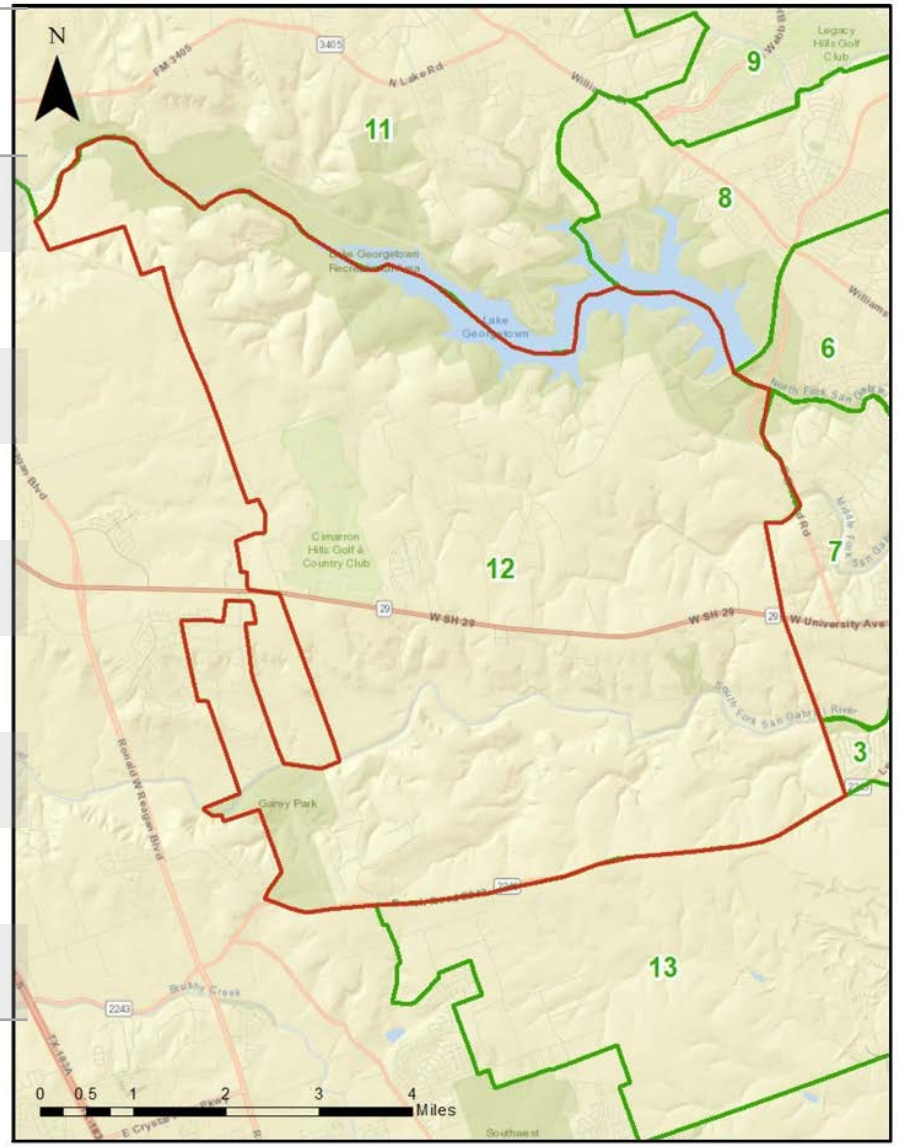
Subarea 11 Detail Map



# SUBAREA 12 FINDINGS

| Characteristic | Subarea 12 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 0 | ↓ | 17 |
| Renters (%) | 6 | ↓ | 22 |
| Median Household Income | $124,799 | ↑ | $81,219 |
| Area Median Income (%) | 145 | ↑ | 94 |
| Tenure – Owner | 3 | ↓ | 9 |
| Tenure - Renter | 2 | ↓ | 3 |
| Household size | 2.46 | = | 2.47 |
| Median Lot size | 1.07 | ↑ | .23 |
| Price per (sq. ft.) | $149 | ↑ | $146 |

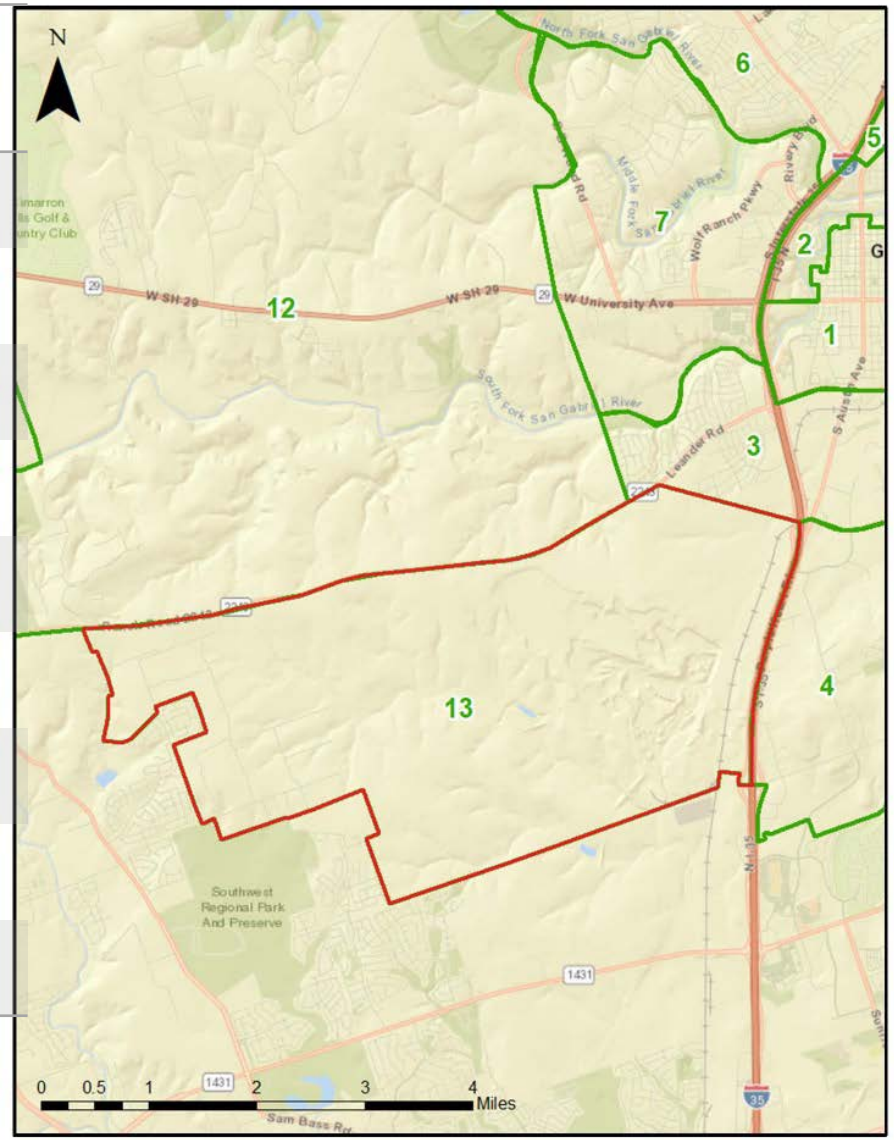
Subarea 12 Detail Map



# SUBAREA 13 FINDINGS

| Characteristic | Subarea 13 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 0 | ↓ | 17 |
| Renters (%) | 46 | ↑ | 22 |
| Median Household Income | $77,446 | ↓ | $81,219 |
| Area Median Income (%) | 90 | ↓ | 94 |
| Tenure – Owner | 11 | ↑ | 9 |
| Tenure - Renter | 3 | = | 3 |
| Household size | 2.56 | ↑ | 2.47 |
| Median Lot size | 3.01 | ↑ | .23 |
| Price per (sq. ft.) | $261 | ↑ | $146 |

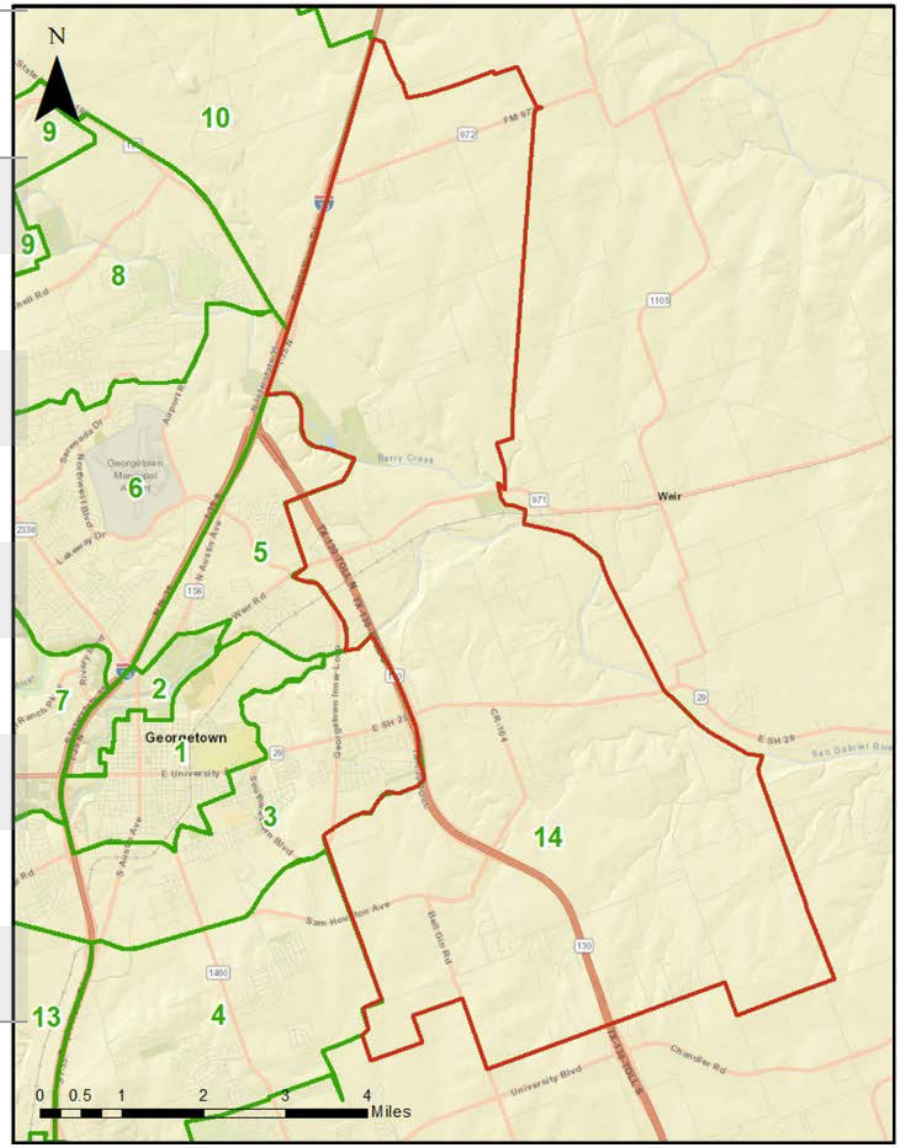
Subarea 13 Detail Map



# SUBAREA 14 FINDINGS

| Characteristic | Subarea 14 | | Planning Area |
|---|---|---|---|
| Multi-family (%) | 2 | ⬇ | 17 |
| Renters (%) | 18 | ⬇ | 22 |
| Median Household Income | $72,385 | ⬇ | $81,219 |
| Area Median Income (%) | 84 | ⬇ | 94 |
| Tenure – Owner | 10 | ⬆ | 9 |
| Tenure - Renter | 2 | ⬇ | 3 |
| Household size | 2.85 | ⬆ | 2.47 |
| Median Lot size | 1.00 | ⬇ | .23 |
| Price per (sq. ft.) | $143 | ⬇ | $146 |

Subarea 14 Detail Map



**Public Input Report – Housing**

Community input related to housing has been gathered through a city wide survey and engagement day, two real estate professional specific events and from the Steering Committee of the 2030 Plan Update. The input is summarized by event below. Future opportunities for additional input on housing will be available.

**On the Table Georgetown**

The City hosted a citywide Engagement Day on Tuesday, October 2, 2018, which coincided with National Night Out to provide residents an opportunity to give their ideas about the future of Georgetown's growth and development. Facilitated discussion groups were planned throughout the day across the city so that individuals could participate at their convenience. Materials were also made available online so that people could host discussions at their home or business. Each discussion table was asked to consolidate their ideas into a one page summary sheet. Of the 858 total comments collected, 71 addressed housing and affordability. A sample of the housing related comments are below categorized by the three Housing Element themes.

Affordability

- A need for affordable housing in Georgetown.
- Rising housing prices have aided in creating a high cost of living, increasing to the point where many residents feel they might not be able to live in Georgetown in the near future.
- Use of incentives to help create a more affordable community.
- Providing incentives to developers to provide more affordable housing.
- Providing incentives to City employees to encourage and allow them to live in the City.
- Affordable housing with rental and home buying is not only affecting low income but also medium income individuals and families
- Hard to live in Georgetown on a single income.

Preservation

- Gentrification is creating affordability issues
- Gentrification has impacted current residents in a negative manner
- Cost of living is increasing in town and it is difficult for people who have been here to stay.
- Concerned too expensive to live here for much longer

Diversity

- Not enough variety of housing types within the City.
- Townhomes and apartments are housing developments that could be implemented in the City.
- More diverse housing types are needed.
- There is slow growth of multi-resident/high density residential buildings. Need more of these.

**Survey #1 – Question #5**

The City conducted an online survey as initial outreach of the 2030 Plan Update asking participants what Georgetown should look like in the year 2030. This question allowed an open field for the respondent to enter their own comments. A sample of the housing related comments are below categorized by the three themes addressed by the Housing Element. Of the 1,323 open ended comments, 18 addressed housing and affordability directly.

Affordability

- Affordable housing needed to make sure everyone feels welcome, not the case currently
- Affordability has changed in 10-15 years

Preservation

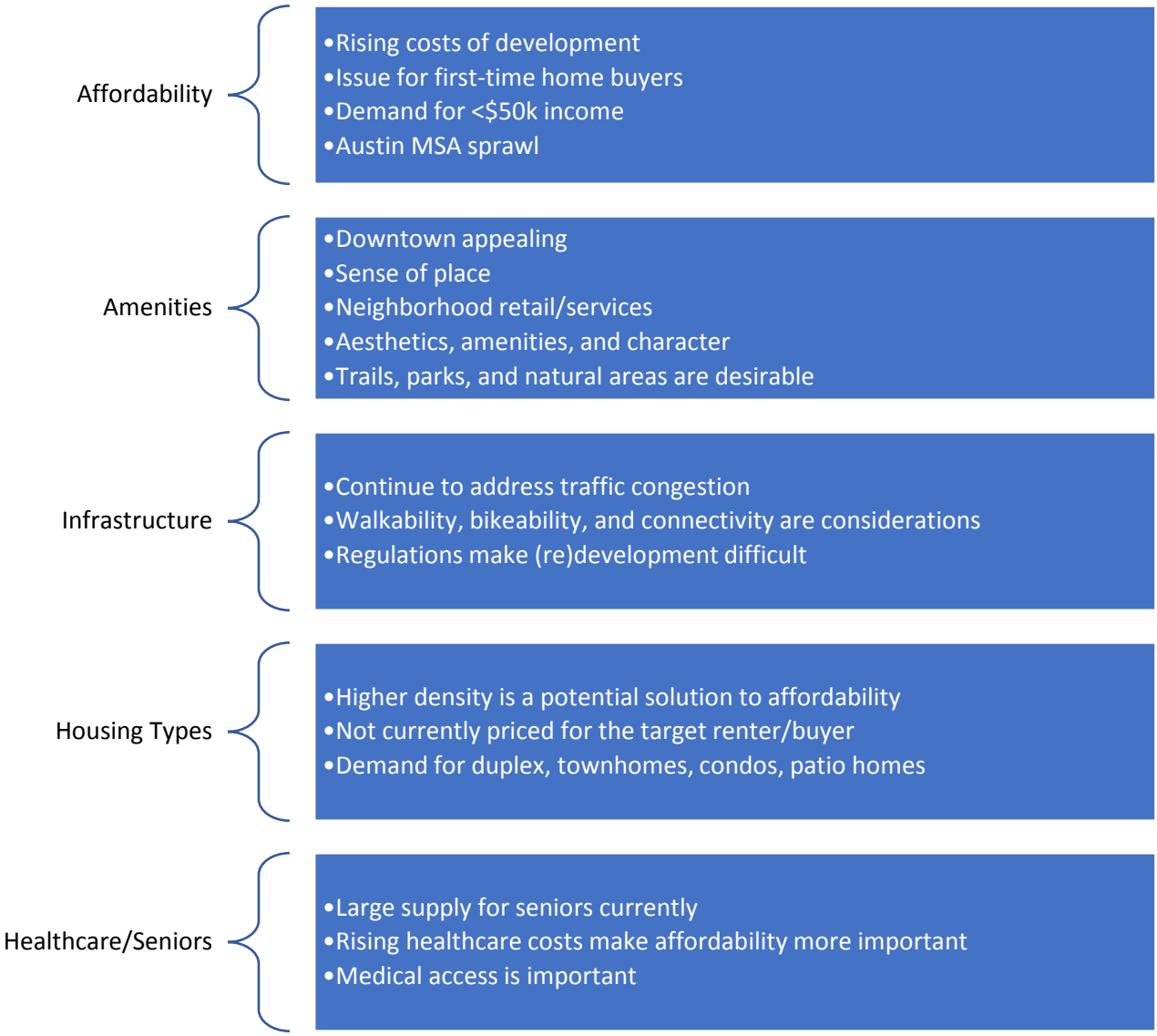
- Maintain existing core neighborhoods and downtown areas. Infill and expansion construction should be compatible with neighboring properties.

Diversity

- Afford to purchase a home and stay their whole life
- Mixed use development like Mueller
- Embrace everyone
- Expand with mixed-use and a variety of housing types/sizes.
- More dense but still a welcoming community. Pride for historic assets, and a place for people of all ages.

**Real Estate Roundtable**

On June 26, 2018, the City of Georgetown met with members of the local real estate, development and finance community to discuss housing trends in the City and region. The following five topic areas emerged from their discussions:



**WilCo Realtors Association**

On September 18, 2018, the City of Georgetown met with 67 members of the Williamson County Association of Realtors to discuss relevant elements of the 2030 Plan, present key trends from the State of the City, and solicit input on existing conditions within the real estate market. About half (49%) of the participants have been in the real estate industry for at least 10 years, and over a third (35%) have worked in the Georgetown market for at least 10 years.

Participants were asked to identify the top three characteristics that their clients request from a list of eight options. The most requested characteristics include:

1. Affordability (47%)
2. Schools (37%)
3. Regional access (jobs and medical) (26%)
4. Neighborhood aesthetics and "character"
5. Neighborhood retail and services

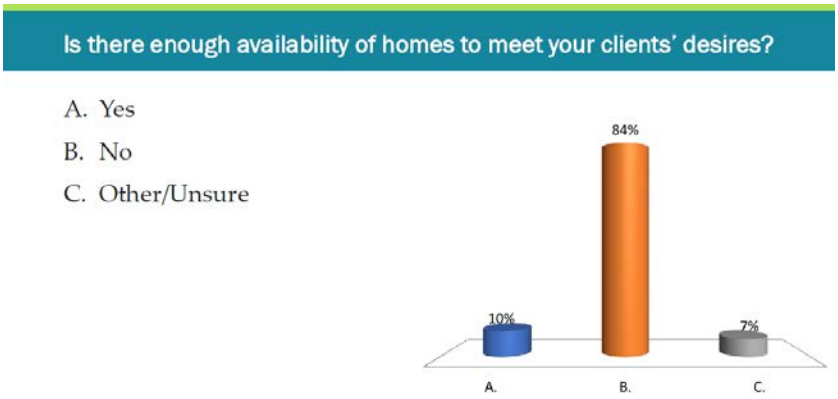
Affordability

The price points with the highest demand in Georgetown are $200,000 to 250,000 (41%) and $250,000-300,000 (32%). When desirable housing options cannot be found within Georgetown, clients most frequently turn to Hutto and Jarrell.

Diversity

The most difficult housing product to find in Georgetown is condominiums (63%), while 18% of realtors said townhomes are the most difficult to find.

- 84% said there is not enough housing to meet demand
- 79% said Georgetown's housing quality meets client expectations



Preservation
The realtors were not asked questions related to preservation of existing neighborhoods.

**Steering Committee #5**

Following a presentation of the supply and demand of for-sale and rental housing, the Steering Committee was asked to note their findings and key takeaways. Many of the findings from the rental demand data related to affordability.

Affordability

- Surprised by high renter cost burden
- Surprised Georgetown AMI is lower than WilCo
- Surprised that there are a significant amount of more renters are cost burdened than owners.
- Regional demand cannot be completely addressed by local supply
- The data suggests there is a segment of the population for whom Georgetown is unaffordable
- Lower income is more cost burdened.
- Surprised that anyone under $20K could own a home
- Not enough houses for $50K incomes
- Income does not equal ownership
- Lower rents for single family than expected
- 2008-2018 Wages not growing as fast as housing costs
- Surprised to know wages not growing as fast as housing costs

Preservation
- Duplexes = affordability

Diversity
- Send to Council: Georgetown needs more duplex, fourplex
- Surprising that more subsidized units than Class B
- Townhouses/condos play a role in the market
- Density is the answer
- Housing is an economic development issue
- Surprised nothing under $399K west of I-35
- # of units under $275K in next 12-18 months, making some progress
- increase UDC, increase cost


Rental Demand
For Sale Demand
Surprised by high renter cost burden
Housing is an economic dev
No live no job


# 2030 PLAN UPDATE

YOUR GEORGETOWN 2030 PLAN UPDATE

# PURPOSE

**Challenge**:

1. Confirm ten 2030 Plan Update goals.
2. Distinguish between 2030 Housing Element Update and Housing Toolkit.
3. Inform Council on state of housing and housing related public input.

**Outcome:**

Direction on the key elements of our 2030 housing goal (*diversity, preservation and affordability*) to enable policy drafting.

# FEEDBACK WE ARE SEEKING

- **Direction on the drafted 2030 Plan Update goals**.
  - Confirm goals
  - Provide direction on needed changes
- **Direction to Steering Committee and Housing Advisory Board on policy statements for the Housing Element of the 2030 Plan.**
  - Does the City Council seek policy statements encouraging a diversity in housing product options?
  - Does the City Council seek policy statements with the identified elements of preservation (aging in place, naturally occurring affordable housing, home rehabilitation)?
  - Direction on the focus of the affordability component of the Housing Element.
    - Which of the following do you seek further focused policies to address a particular population?
      - Low income
      - Workforce
      - Senior

# AGENDA

- Part 1 – Confirming Goals Prepared in Joint Session
- Part 2 – 2030 Plan Update
- Part 3 – State of Housing
- Part 4 - Feedback
- Part 5 - Next Steps

# PART 1

## Confirming Goals Prepared in Joint Session

# 1.10.2019 JOINT SESSION RECAP

- Joint meeting of City Council and Planning & Zoning
- Consensus on ten draft goals

# GOALS PREPARED IN JOINT SESSION

- Promote development patterns with balanced land uses that provide a variety of well-integrated housing and retail choices, transportation, public facilities, and recreational options in all parts of Georgetown.
- Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts.
- Provide a development framework that guides fiscally responsible growth, protects historic community character, demonstrates stewardship of the environment, and provides for effective provision of public services and facilities.
- Guide, promote, and assist the preservation and rehabilitation of the City's historic resources.

# GOALS PREPARED IN JOINT SESSION

- Ensure effective communication, outreach, and opportunities for public participation and community partnerships to foster a strong sense of community.
- Ensure access to diverse housing options and preserve existing neighborhoods, for residents of all ages, backgrounds and income levels.
- Maintain high quality infrastructure, public safety services, and community facilities.
- Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage resources and promote innovation.
- Maintain and add to the existing quality parks and recreation.
- Improve and diversify the transportation network.

# ADDITIONAL FEEDBACK

- Do you have any additional feedback on the draft goals?

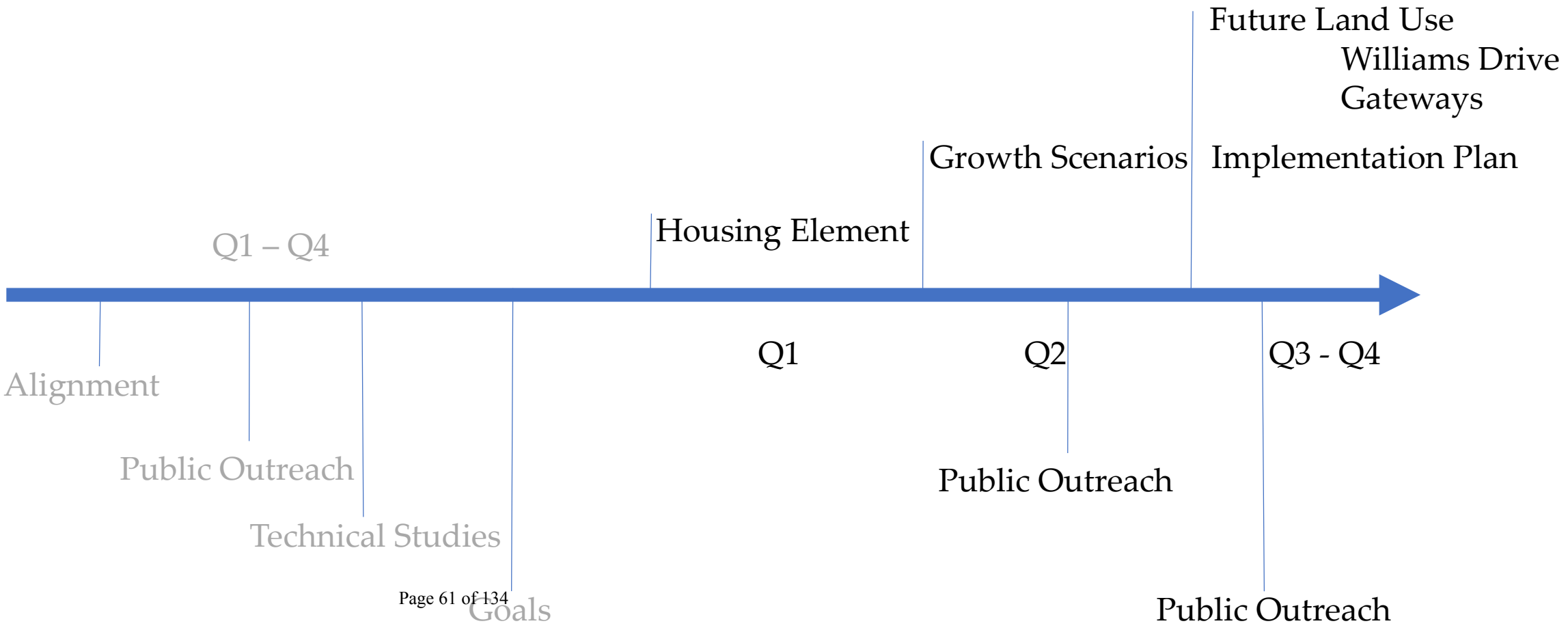
# PART 2

- **General 2030 Plan Update**
- **Housing Element Update**
    - City Council Direction, Community Input,  Housing Element Components

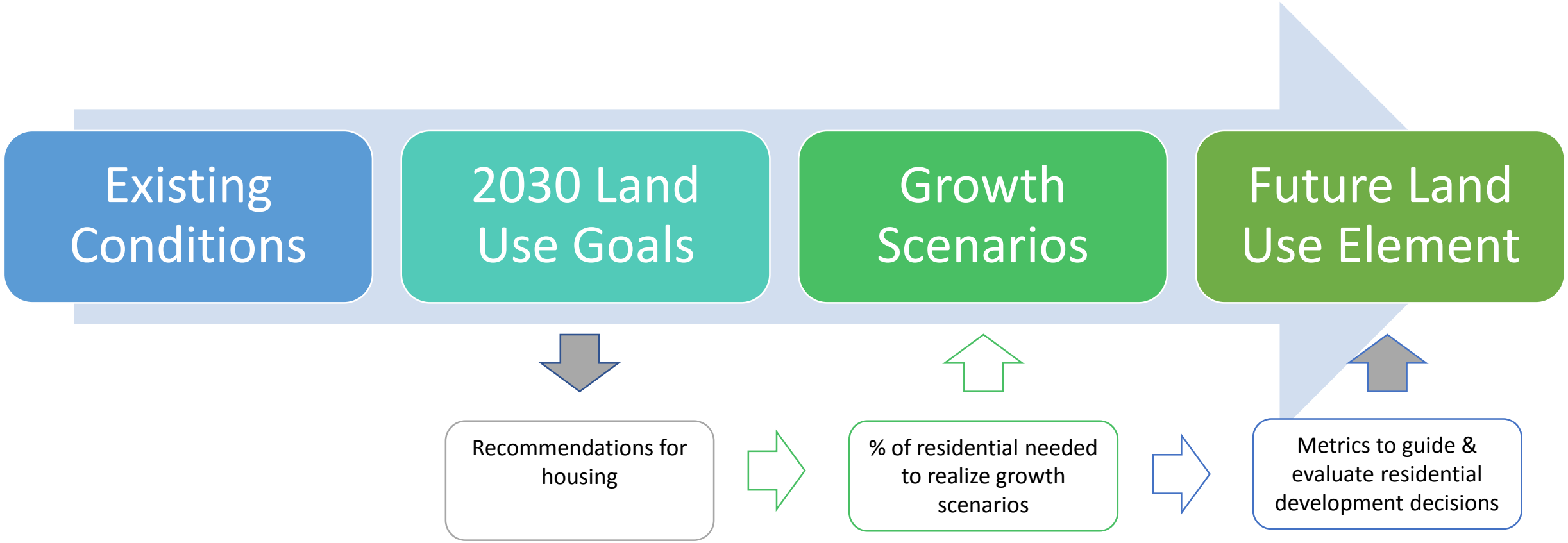
# 2030 COMP PLAN UPDATE

2018
Existing Conditions & Technical Studies

2019
Policies, Scenario Development, Implementation



# HOUSING'S ROLE IN FUTURE LAND USE ELEMENT



# CITY COUNCIL DIRECTION 05/24/16

Council directed the completion of:

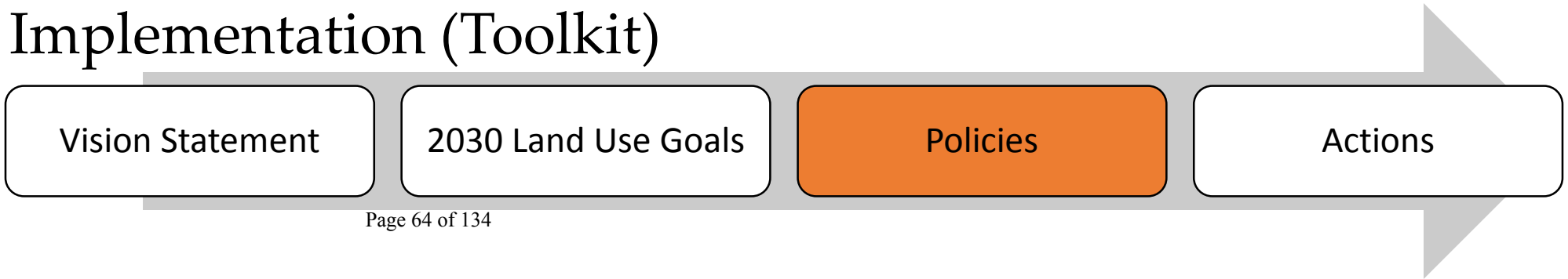
1. 2030 Housing Element Update (Element)
2. Housing Feasibility Study (Toolkit)

Desire to evaluate housing needs in 3 parts:

- ❑ Senior (range of housing)
- ❑ Workforce
- ❑ Low Income

# ACTIONS SINCE 05/24/16

- ✓ Contract approval, kick off (4/2018)
- ✓ Technical study on housing (Summer 2018)
- ✓ Public input (Summer 2018)
- ✓ Joint session for 2030 Plan Update goals
  - Housing specific goal
- ❑ Policies
- ❑ Implementation (Toolkit)



# COMMUNITY INPUT

- On the Table Georgetown
  - Affordability is a community issue
  - Concern over neighborhood change
- 2030 Plan Update Survey #1
  - Desire to see more affordable options by 2030
  - Preserve existing neighborhoods
- Real Estate Roundtable/Wilco Realtors Association
  - Inventory not meeting demand

# BOARD & COMMISSION INPUT

- Housing Advisory Board
  - Reviewed Housing Element recommendations adopted in 2012
- Steering Committee
  - 11/1 reviewed housing supply and demand
- Joint Session = Housing specific goal:
  - Ensure access to diverse housing options and preserve existing neighborhoods, for residents of all ages, backgrounds and income levels.

# 2030 HOUSING ELEMENT UPDATE

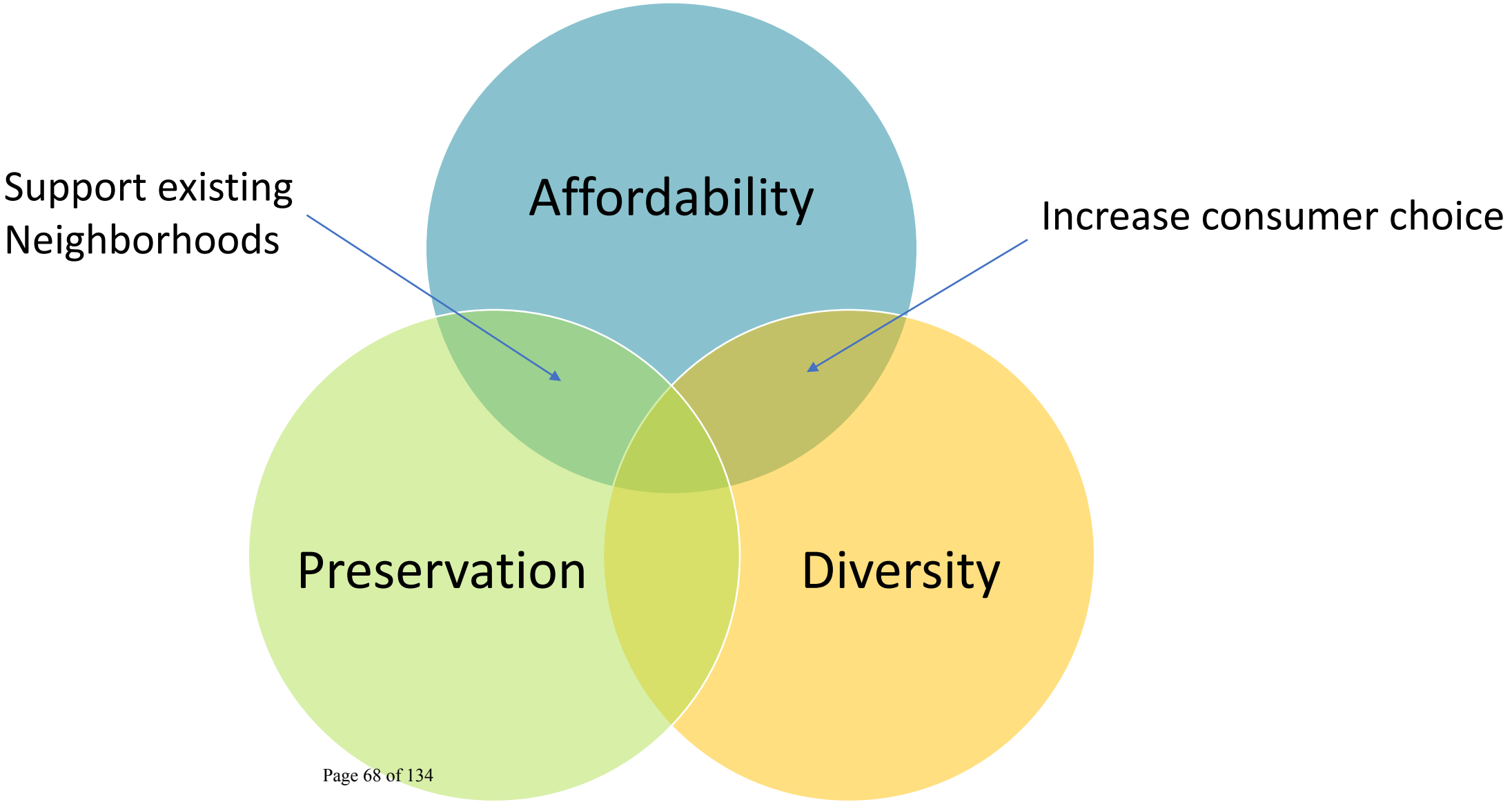
I. Introduction
   - Vision/Themes
   - 2030 Plan Update goals

II. State of Housing
   - Inventory - Diversity
   - Subareas - Existing neighborhoods
   - Housing Analysis
   - Needs/gaps for affordability, diversity, and preservation

III. Public input

**IV. Policies**
   - **Affordability**
   - **Diversity**
   - **Preservation**

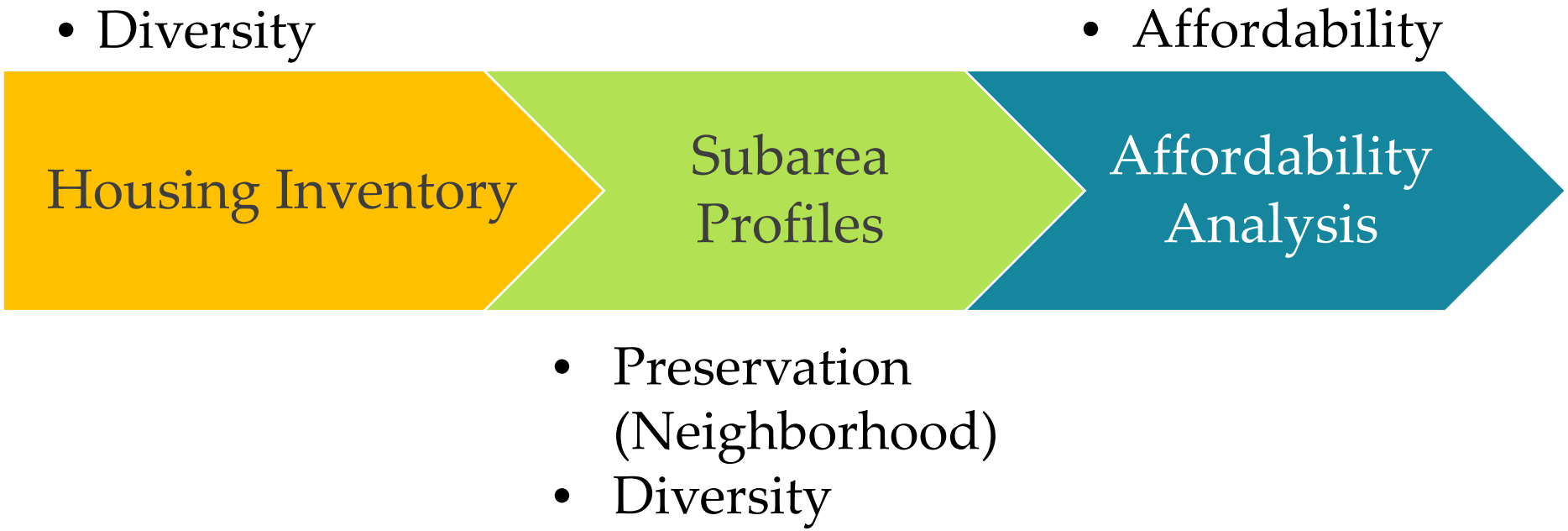
# COMPREHENSIVE HOUSING STRATEGY



# PART 3

## State of Housing- Diversity, Preservation, and Affordability

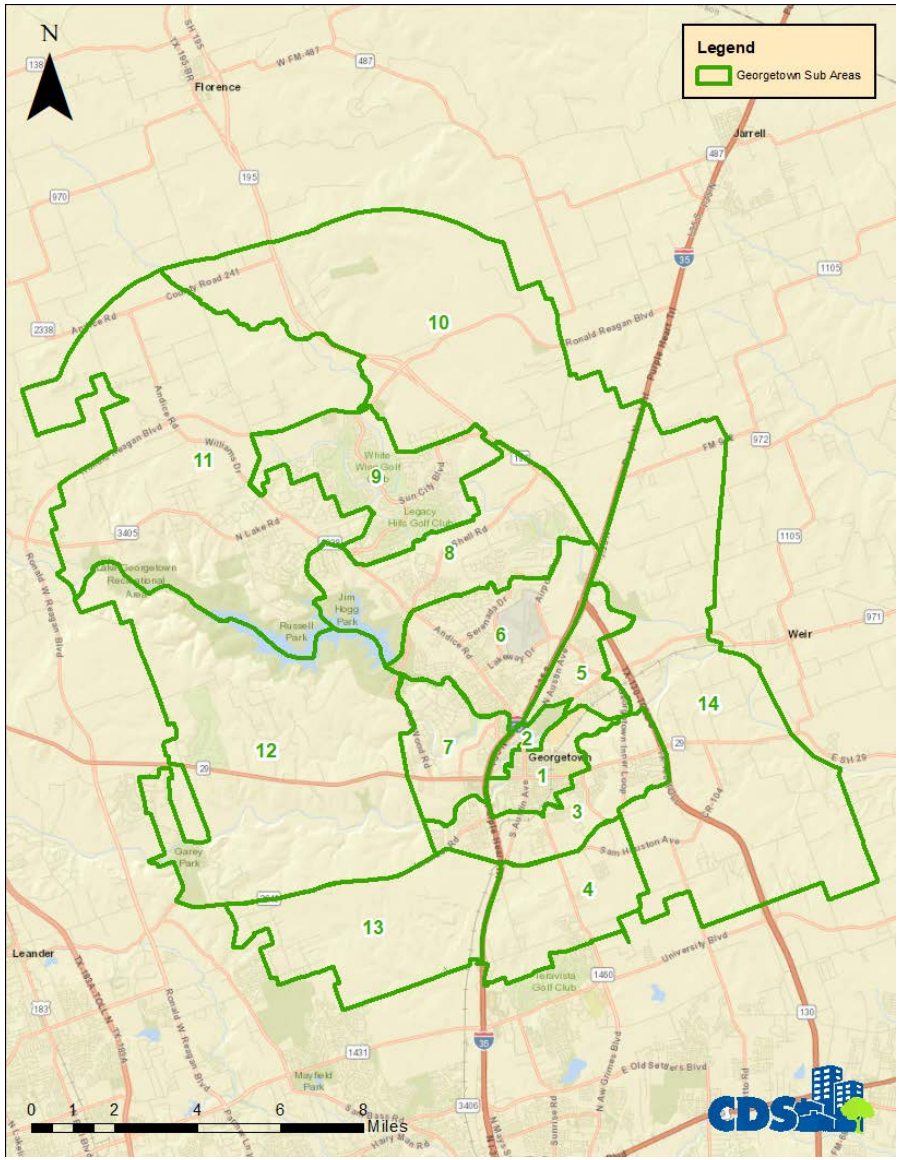
# TECHNICAL STUDY



# DIVERSITY

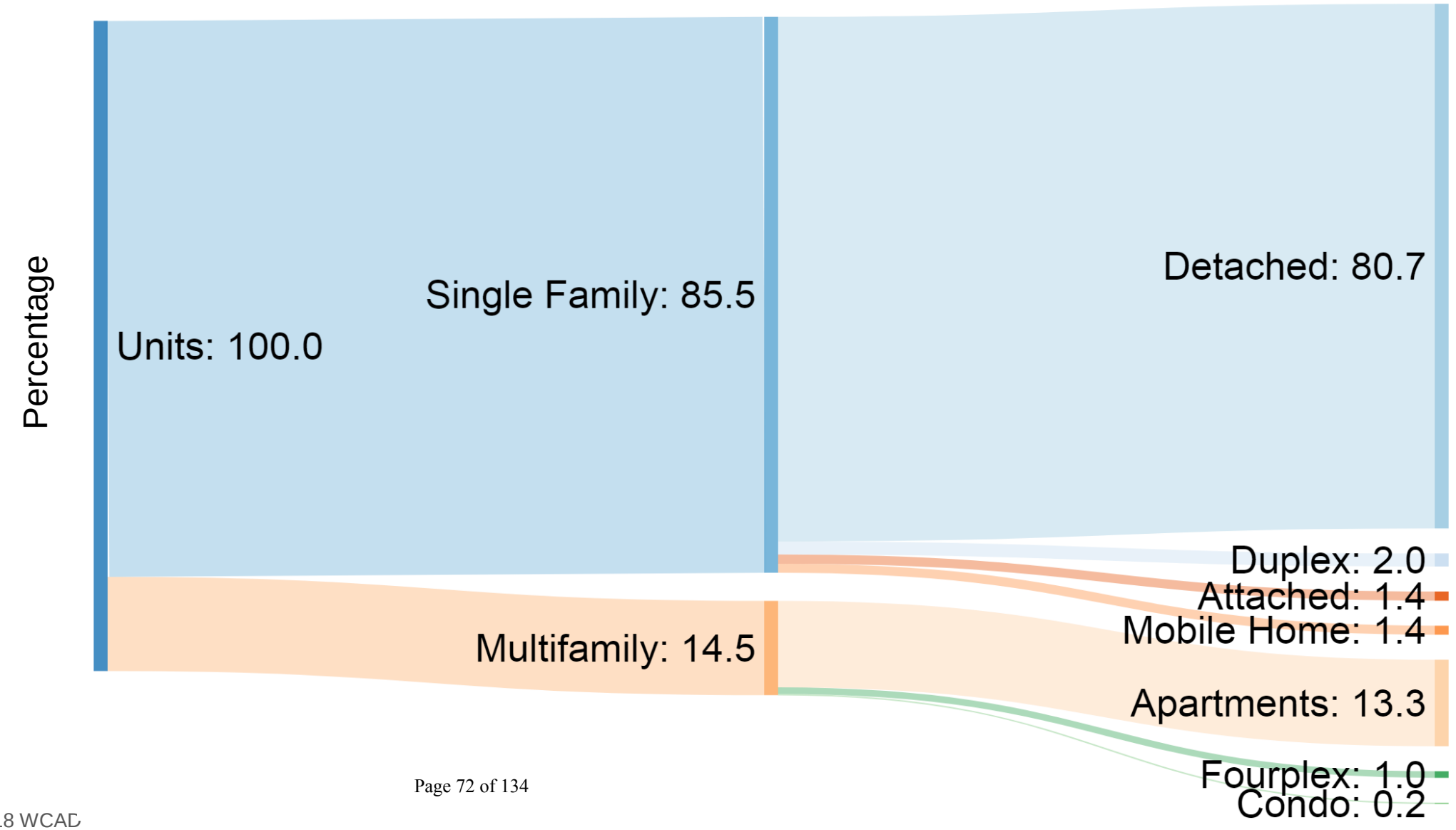


- Planning area (City + ETJ) wide
- Data points for each area:
  - Housing products
  - Unit counts
  - Lot size
  - Household composition
  - Household income
  - Tenure
  - Value
  - Sales trend



# UNIT BREAKDOWN



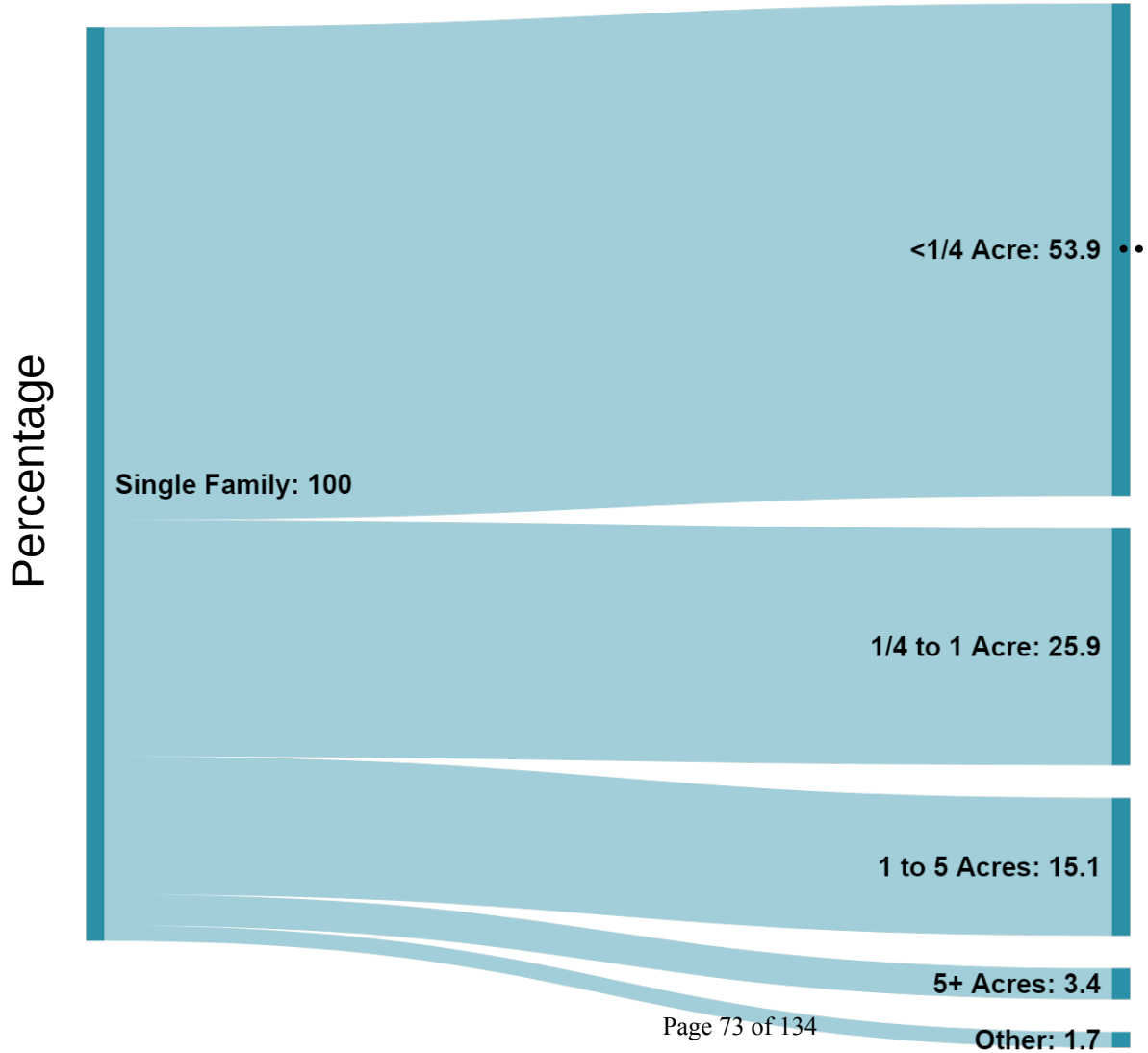





Source: 2018 WCAD

# LOT SIZES








Source: 2016 5-Year ACS

# TRENDS



- Smaller lot sizes for detached single family – 35’, 40’, 45’
- 7-14 units/acre for attached (The Grove, Rivery) for attached single family.
- Density caps set at total number of units, moving away from unit/acre maximums in recent agreement with Wolf Lakes.
- Most class A apartments are seeking 24 units/acre for high density multi-family (Whitney Crossing).
- Detached multi-family condominium regime developments (Gardens at Verde Vista)

# DIVERSITY



The Grove @ Georgetown = 7 units/acre
Townhomes 25’-45’ wide lots

The Summit @ Rivery = 18 units/acre
Townhomes 24’-30’ wide lots

# COMMUNITY INPUT



- More diverse housing types are needed.
- Demand for duplex, townhomes, condos, patio homes.
- Higher density is a potential solution to affordability.
- Not enough availability of housing to meet demand.

# KEY FINDINGS

Housing Inventory ☆ | Subarea Profiles ☆ | Affordability Analysis

- Housing product options not evenly distributed across subareas.
- Decreasing options among lower price points.

# FEEDBACK



- Do you support policy statements encouraging a diversity in housing product options?

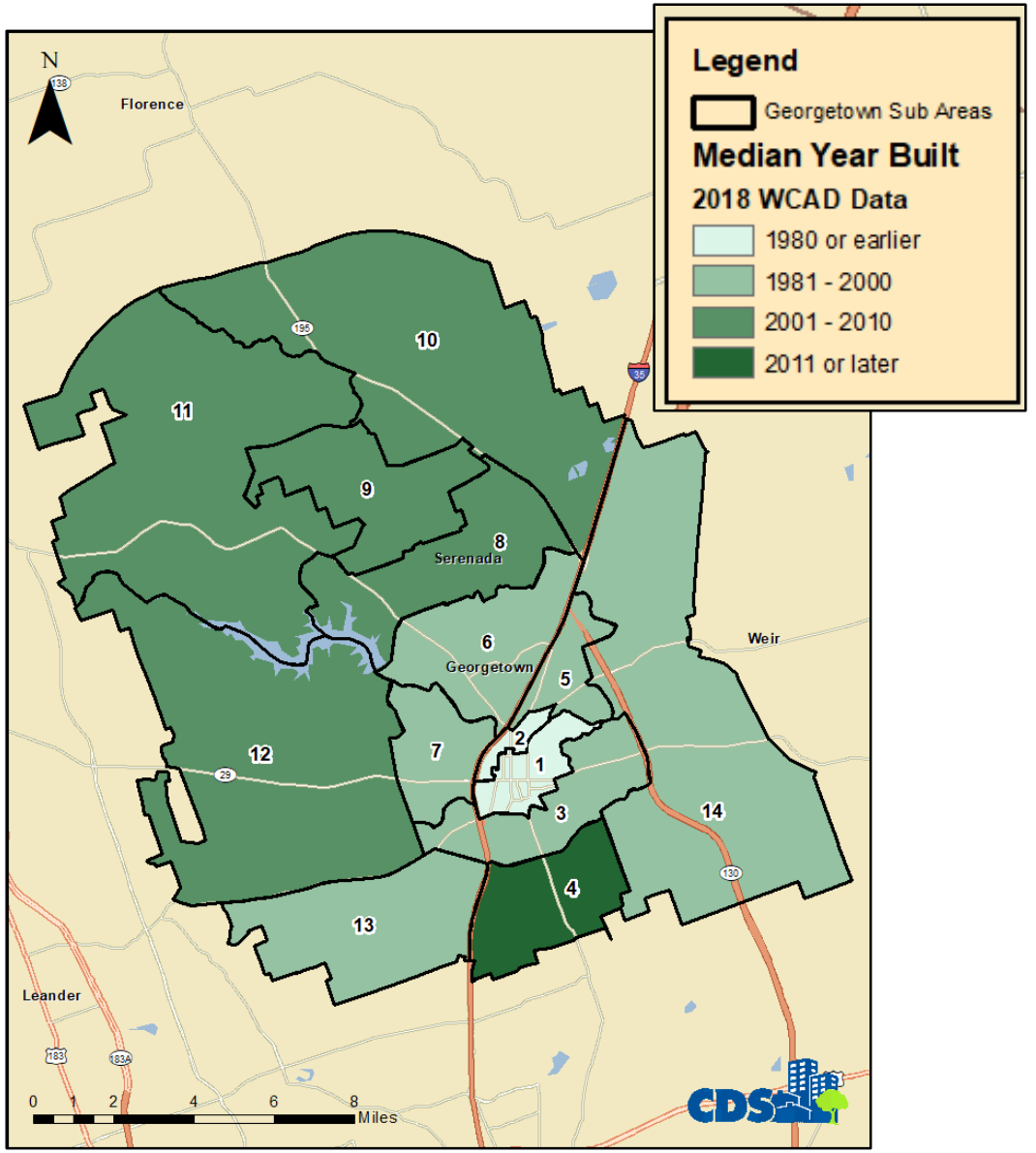
- Do you support policy statements encouraging a range of density for residential products at key locations?

- What other elements of diversity do you seek additional information or policy to be included?

# PRESERVATION



- Subarea Profiles
  - Year built
  - Household characteristics
    - Tenure – how long owner/renters have lived in home
  - Neighborhood change
    - Sales trends



# PRESERVATION



- Protect existing neighborhoods and long time residents ability to age in place.
- Preserve naturally occurring affordable housing (NOAH)
- Home rehabilitation

# COMMUNITY INPUT



- Cost of living is increasing in town and it is difficult for people who have been here to stay.
- Maintain existing core neighborhoods and downtown areas. Infill and expansion construction should be compatible with neighboring properties.

# KEY FINDINGS



- Older duplexes, four-plexes and multi-family properties play an important role in affordable housing stock.
- Neighborhood change is a concern for some existing residents.

# FEEDBACK



- Do you agree with the identified elements of preservation (aging in place, naturally occurring affordable housing, home rehabilitation)?
- What other elements of preservation do you seek additional information or policy statements to be included?

# AFFORDABILITY

Housing Inventory | Subarea Profiles | Affordability Analysis ★

- **Defining Key Terms**
- **Housing Analysis**
  - Factors of Demand
  - Household profiles – home owners and renters
  - Supply - for sale and rental
- **Housing Need by group**
  - Low Income
  - Workforce
  - Senior

# KEY TERMS

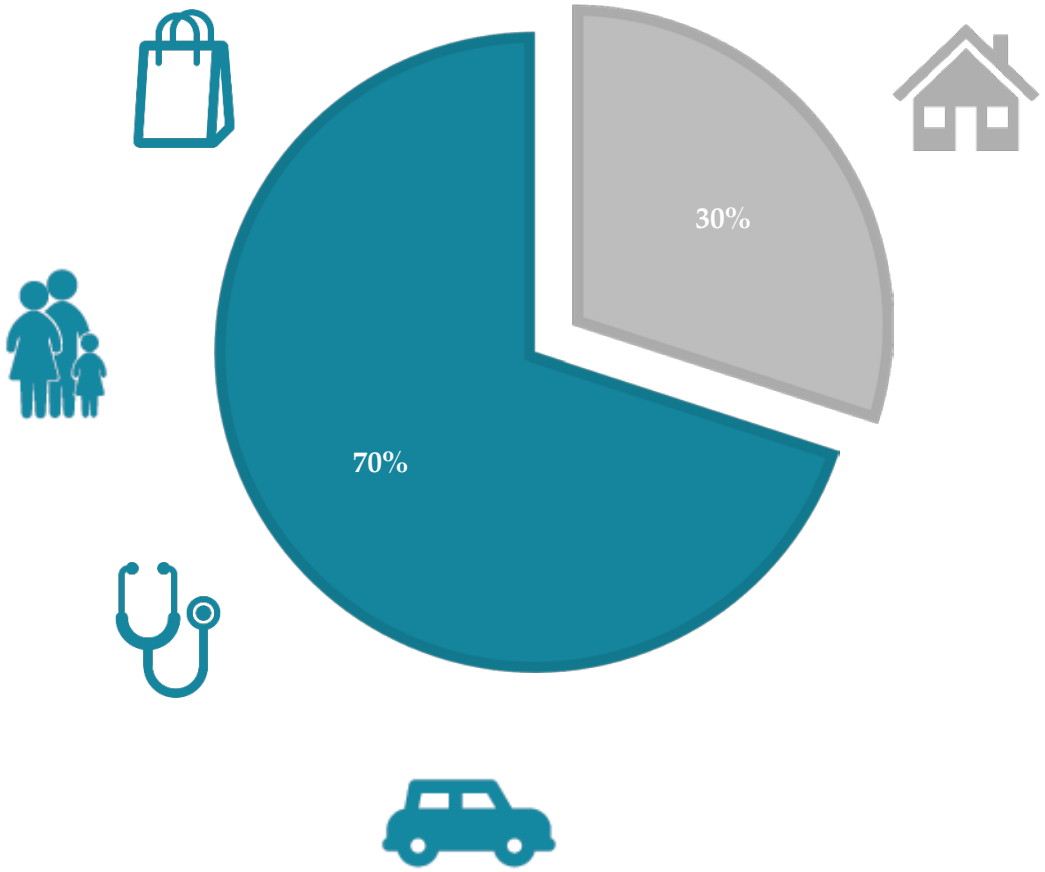


- **Area Median Household Income** – half of households earn below and half earn above
- **Cost Burden** – paying more than 30% of gross income toward housing
- **Senior** – Census uses 65 and better for data provision

# Affordability



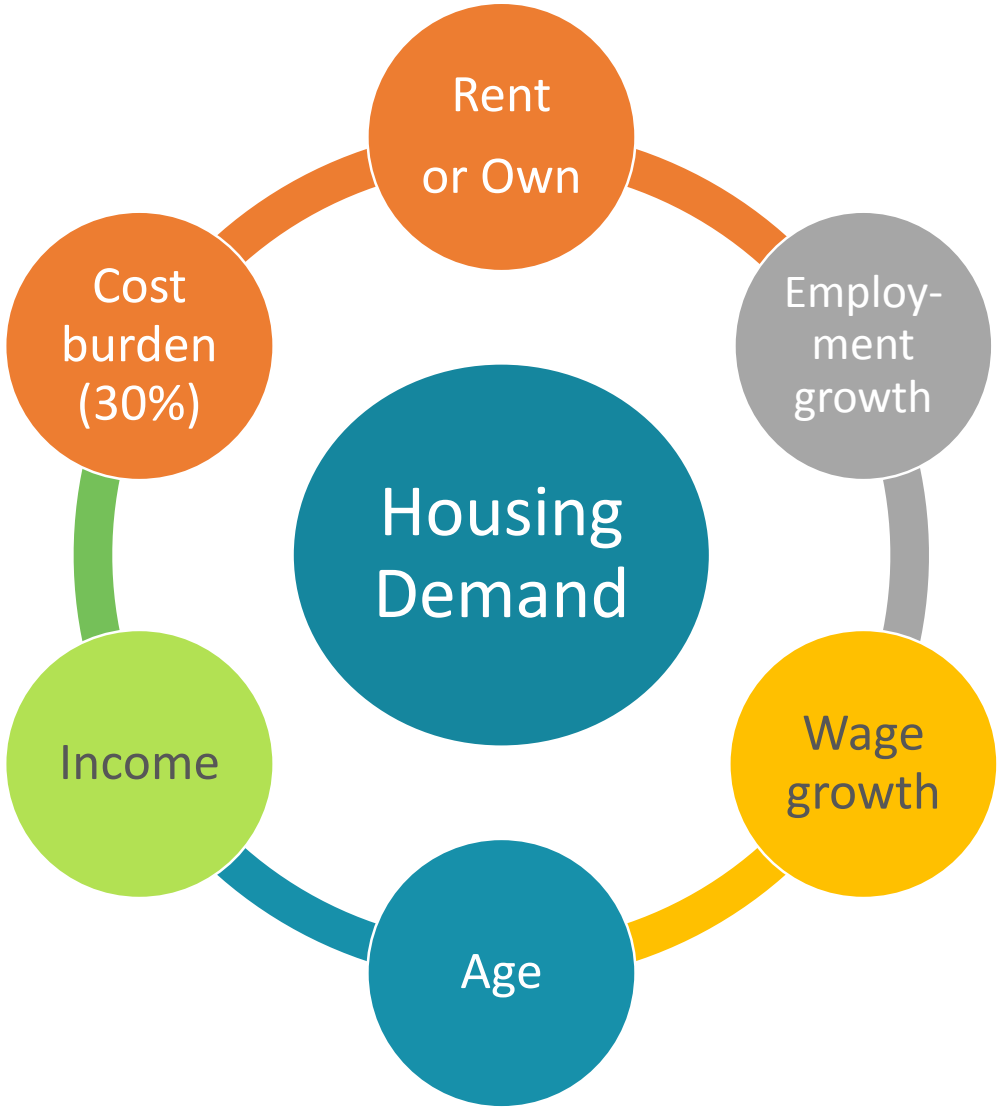
**Affordable housing,** regardless of income level, is housing for which all combined expenses—mortgage or rent, utilities, insurance and taxes—cost no more than 30% of gross household income.



# MARKET ANALYSIS

Housing Inventory | Subarea Profiles | Affordability Analysis ★

- **Community Housing Demographic Profile**
  - Renters
  - Home owners
  - Cost Burden
- **Economic Conditions**
- **Housing Market**
  - Multi-family
  - Home sales
- **Requested Areas of Study**
  - Low Income
  - Workforce
  - Senior



# HOUSEHOLD PROFILES



Renters (27%) Owners (73%)

| Renters | Owners | |
|---|---|---|
| 51% | 28% | Make less than $50,000/year |
| 51% | 23% | Pay more than 30% income for housing |
| 21% | 7% | Pay more than 50% income for housing |

# RENTAL SUPPLY PRICE TREND

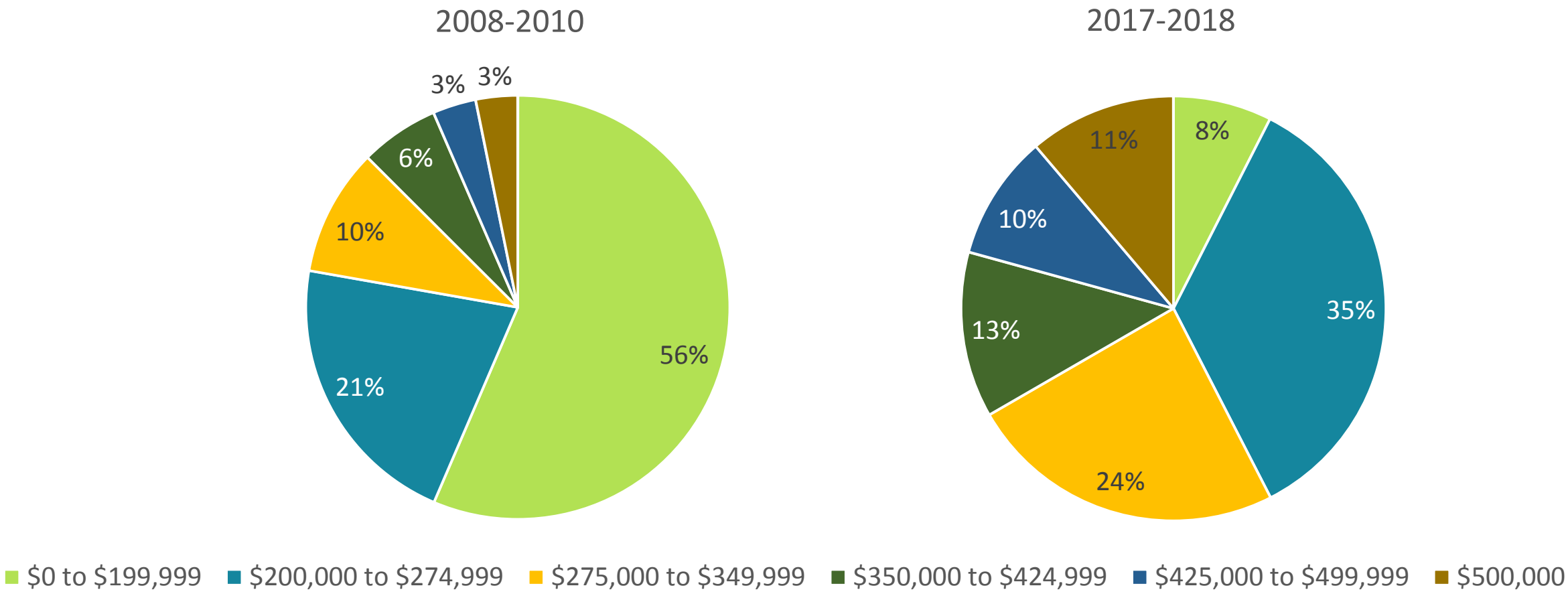


- Existing multi-family rents are increasing
- New market rate multi-family construction is high-end

# FOR SALE SUPPLY PRICE TREND



## City + ETJ Sales by Price 2008 - 2018






Source: ABOR/MLS July 2018

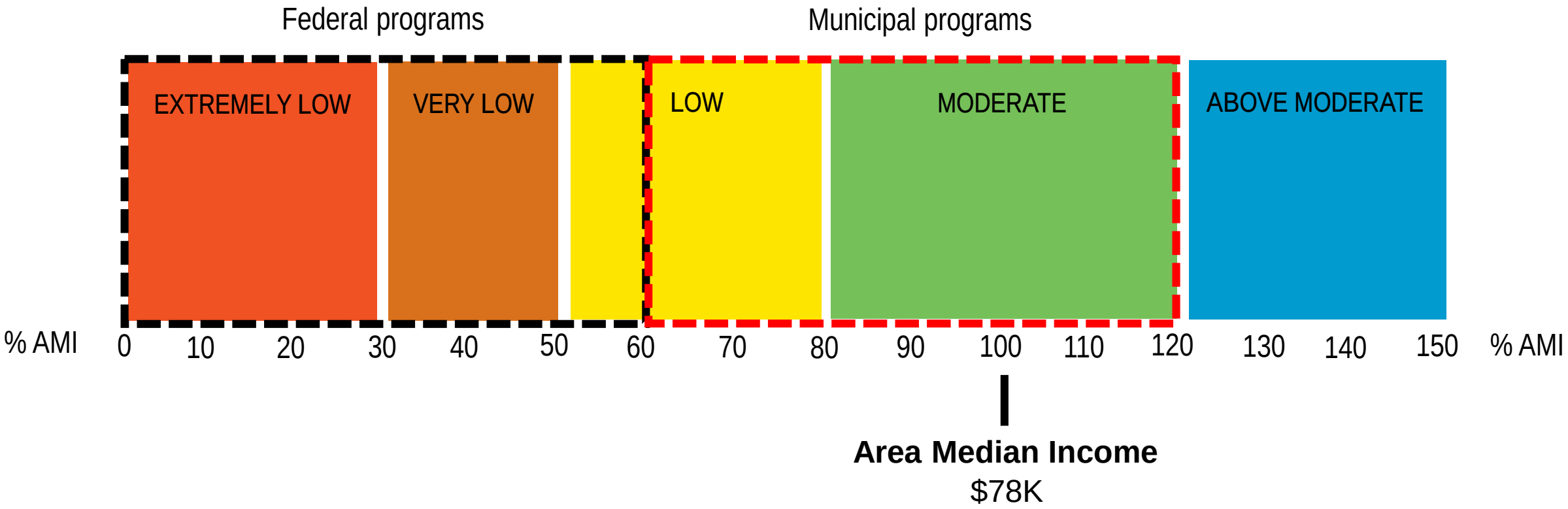
# COUNCIL AREAS OF STUDY

Housing Inventory | Subarea Profiles | Affordability Analysis

- Low-income (Industry standard)
  - Often households that make 50% or 30% or less than AMI
- Workforce (City of Georgetown UDC)
  - Workforce Housing Developments are available for those whose incomes are less than or equal to 80% AMI
- Senior (Industry standards)
  - Can be age restricted at 55 or 62, Census data addresses 65+

# HOUSING POLICY

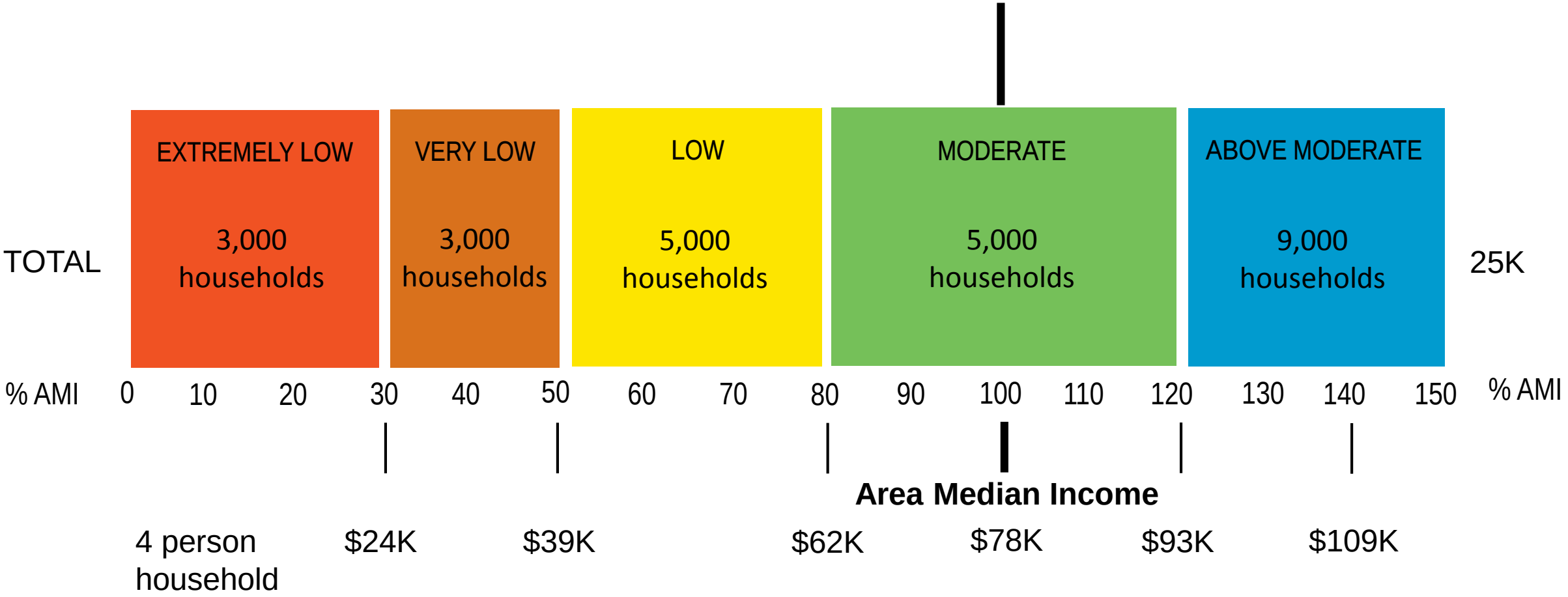





*Source: HUD Income Limits 2016: Williamson County*

# ALL HOUSEHOLDS



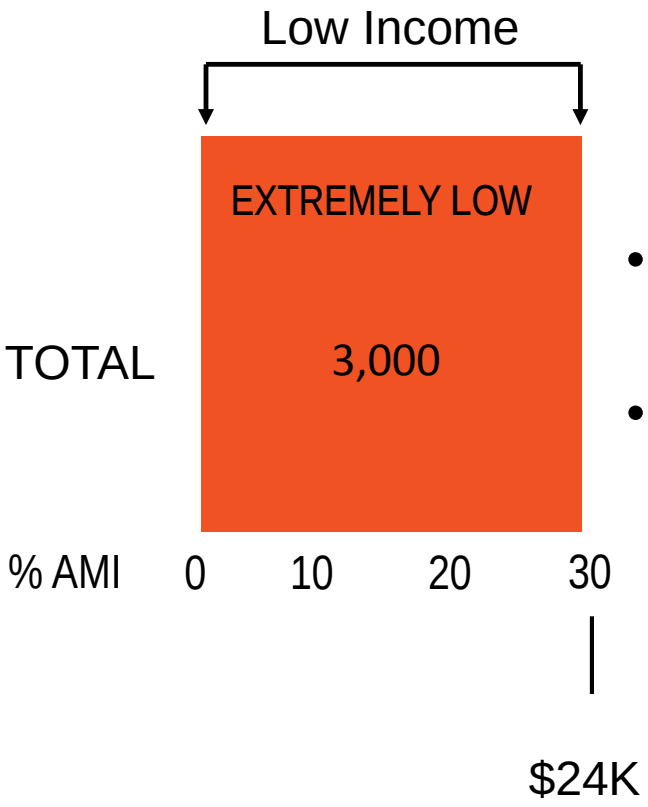





*Source: 2016 HUD Income Limits: Williamson County, ACS 2016 1 Year Estimate*

# LOW INCOME HOUSEHOLDS





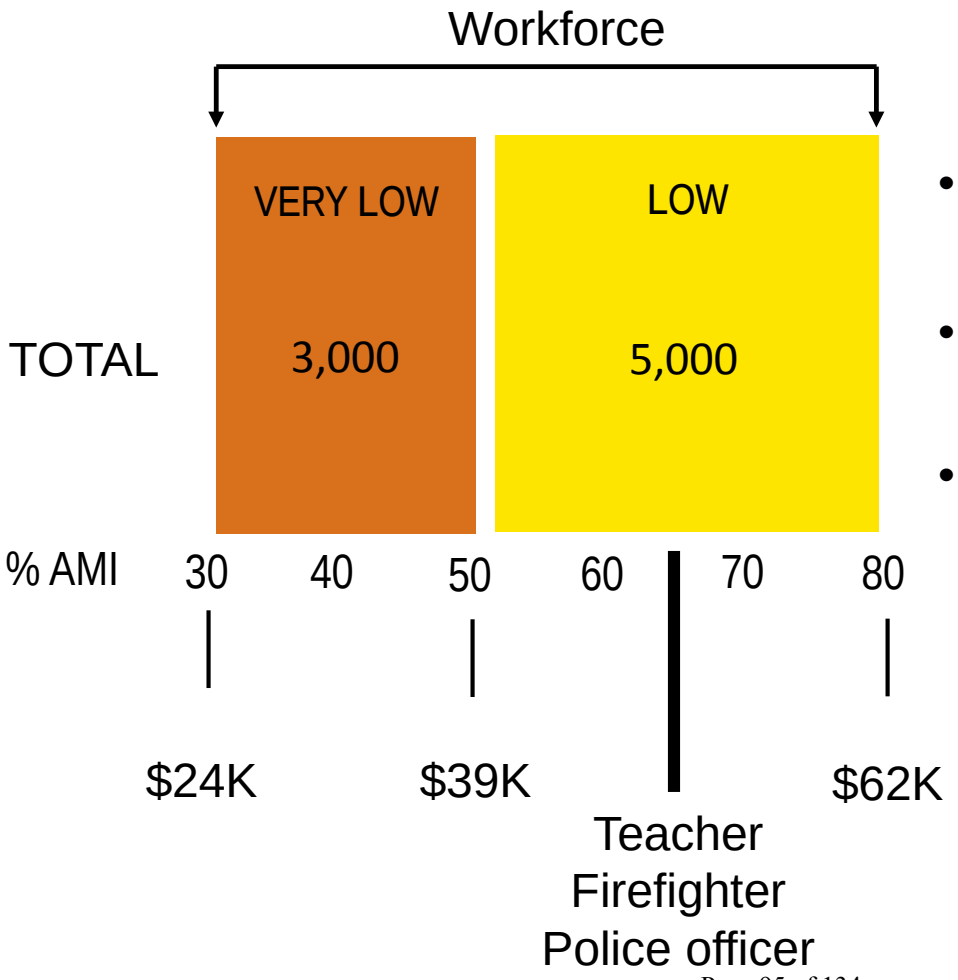

- 69% of renters are cost burdened → policies to increase rental inventory
- 68% of owners are cost burdened → policies to preserve homeownership



*Source: 2016 HUD Income Limits, ACS 2016 1 Year Estimate, *ACS Table 25063*

# WORKFORCE HOUSEHOLDS



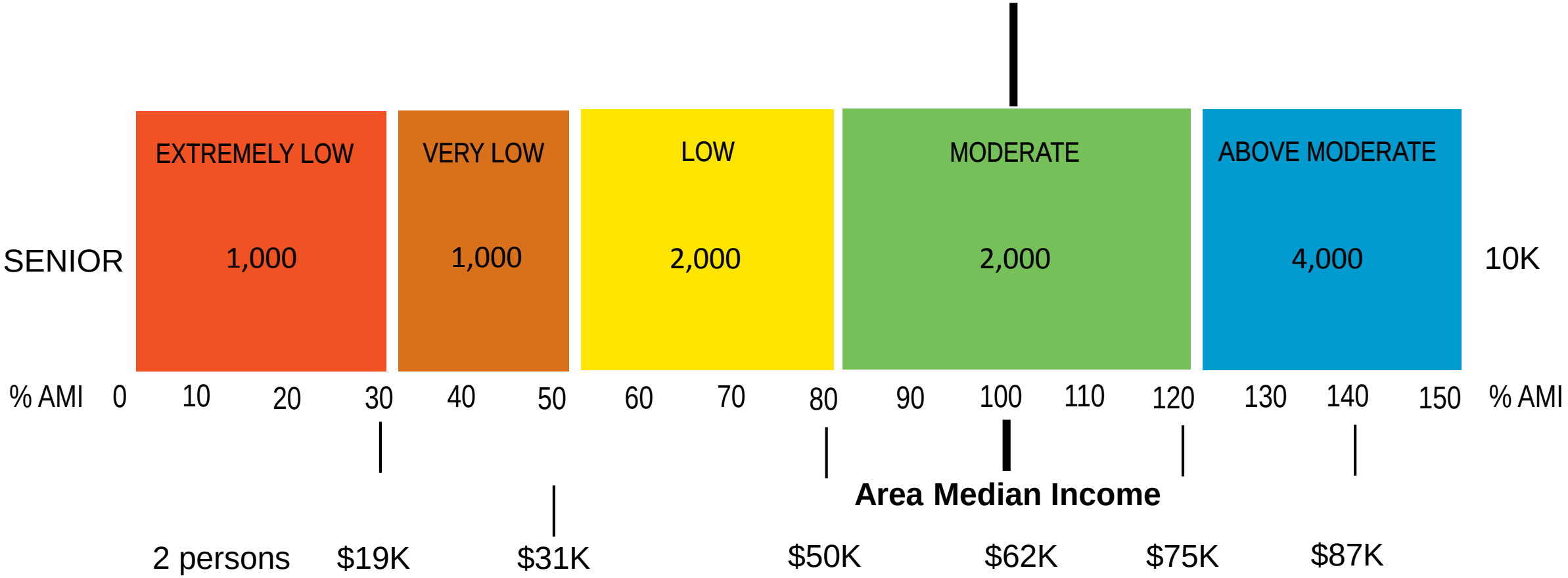



- 80% renters are cost burdened → policies to increase rental inventory
- 42% owners are cost burdened → policies to preserve homeownership
- Limited supply for sale under $250K → policies to increase homeownership opportunities

*Source: 2016 HUD Income Limits, ACS 2016 1 Year Estimate*

# SENIOR HOUSEHOLDS






- 67% renters are cost burdened → policies to increase rental inventory



*Source: 2016 HUD Income Limits, ACS 2016 1 Year Estimate*

# COMMUNITY INPUT



- Affordability has changed in 10-15 years.
- Affordable housing with rental and home buying is not only affecting low income but also medium income individuals and families.
- Hard to live in Georgetown on a single income.
- Rising costs of development.
- Issue for first-time home buyers.
- Realtors said affordability was top requested characteristic.

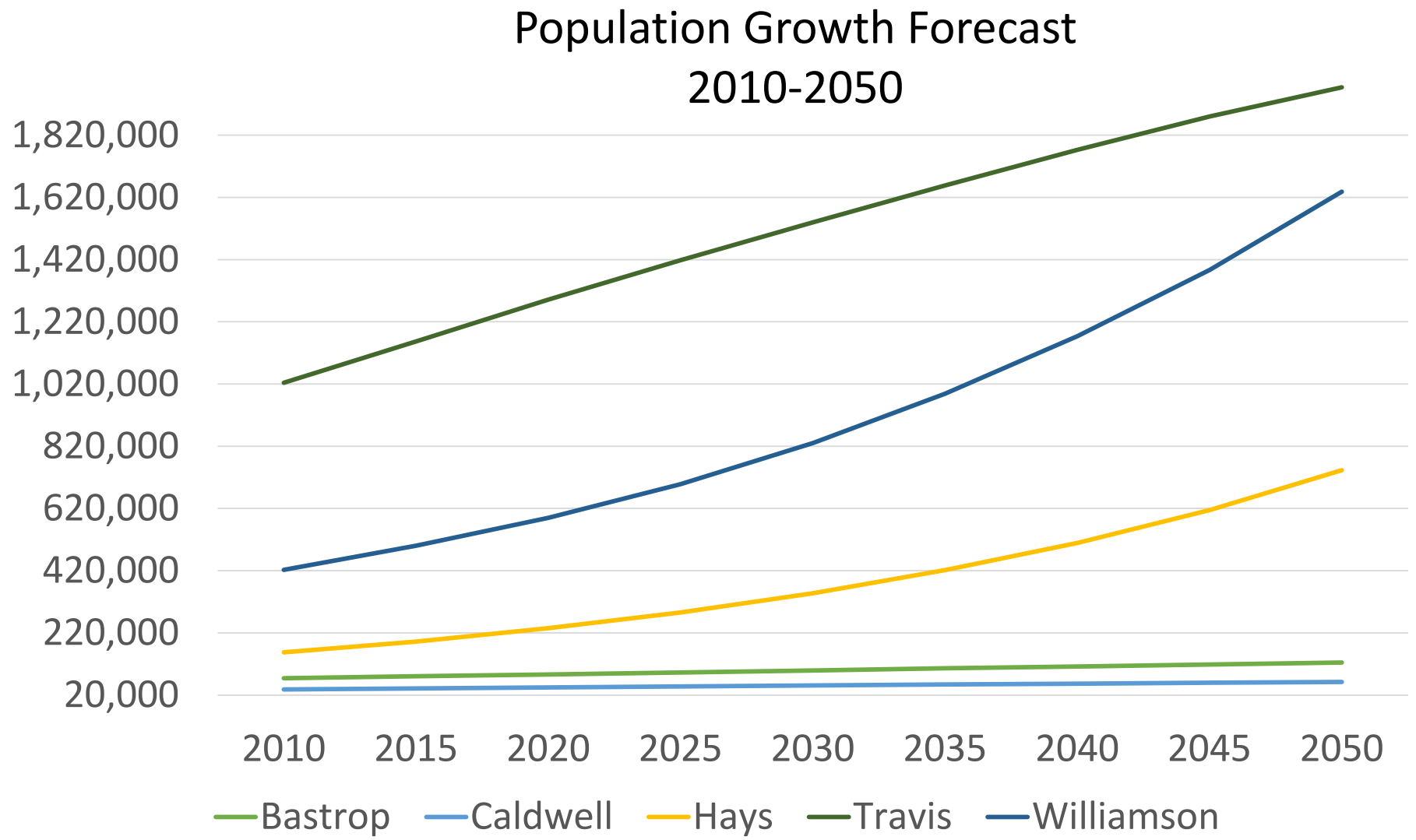
# KEY FINDINGS



- Limited supply of rental options for low income renters
- Limited supply of rental options for workforce households
- Limited supply of for sale options for workforce households
- Limited supply of options for Senior renters

# GROWTH BY COUNTY








Source: Texas State Data Center

# FUTURE HOUSING UNITS ANTICIPATED



| | 2016 # Households | | 2030 WilCo Population % change (est.) | | New housing units by 2030 for estimated population growth |
|---|---|---|---|---|---|
| Williamson County | **173,125** | **x** | **55%** | **≈** | **96,000** |
| City + ETJ Area | **34,182*** | **x** | **55%** | **≈** | **19,000** |
| Georgetown | **25,235*** | **x** | **55%** | **≈** | **14,000** |

Source: Texas State Data Center, ACS 2016 1 Year Estimate

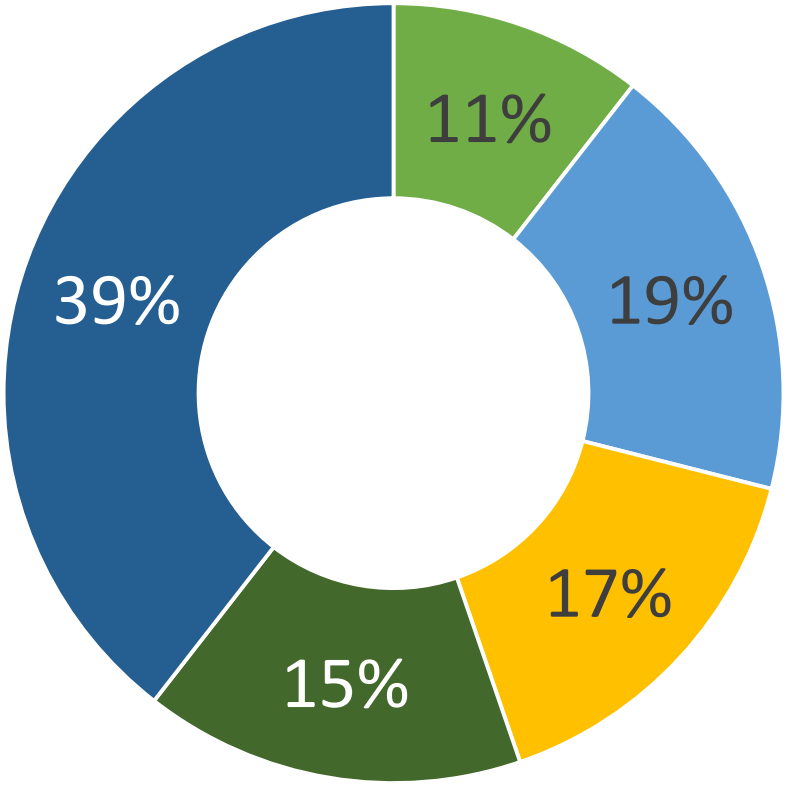


* 2016 ACS used in lieu of City of Georgetown Planning and Development counts to provide regional comparison

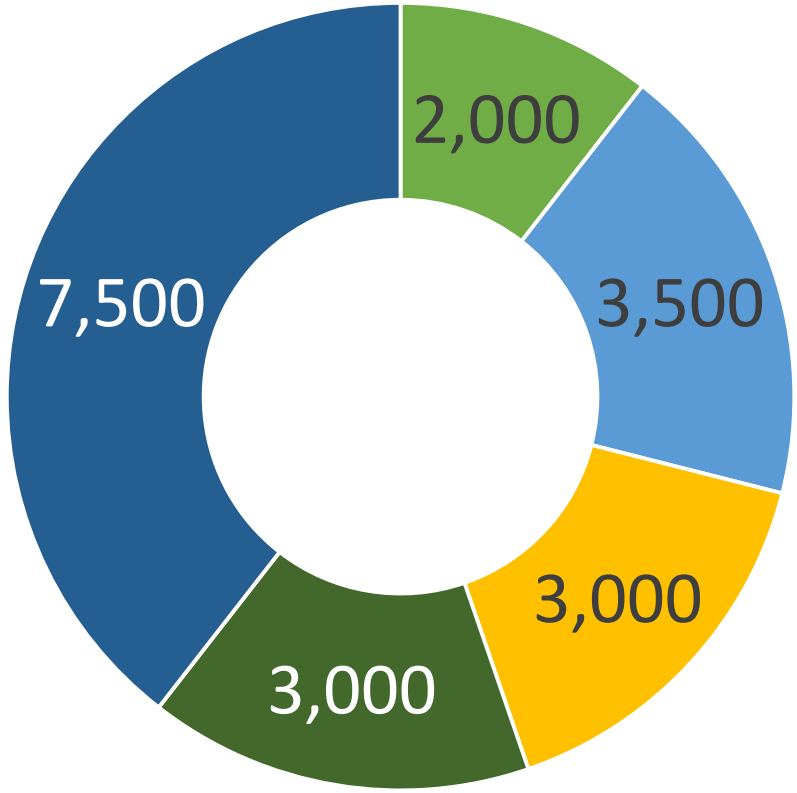
# CURRENT HOUSEHOLDS, FUTURE HOUSING UNITS



## % of City + ETJ Households by Income - 2016




## City + ETJ, 19,000 units – 2030



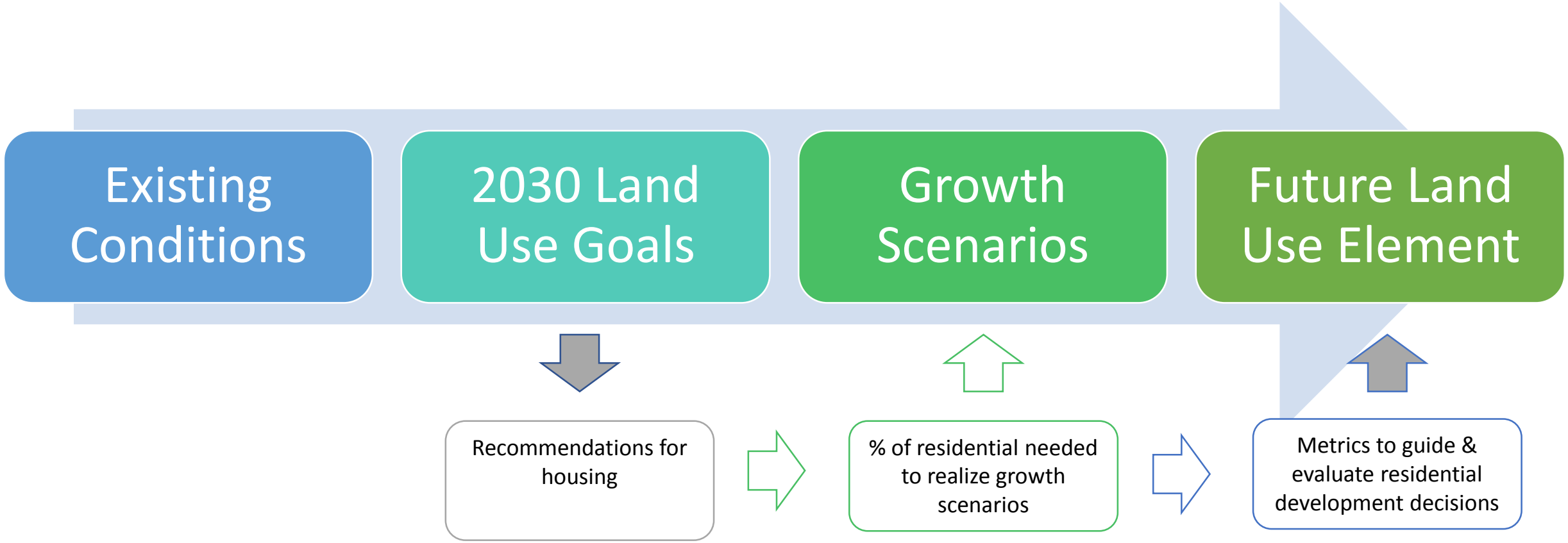

Less than $25,000 | $25,000 to $49,999 | $50,000 to $74,999 | $75,000 to $99,999 | Over $100,000



Source: ACS 2016 Household Income, City of Georgetown calculations using TSDC projection figure

# HOUSING'S ROLE IN FUTURE LAND USE ELEMENT

Housing Inventory → Subarea Profiles → Affordability Analysis ★



# FEEDBACK

Housing Inventory | Subarea Profiles | Affordability Analysis ★

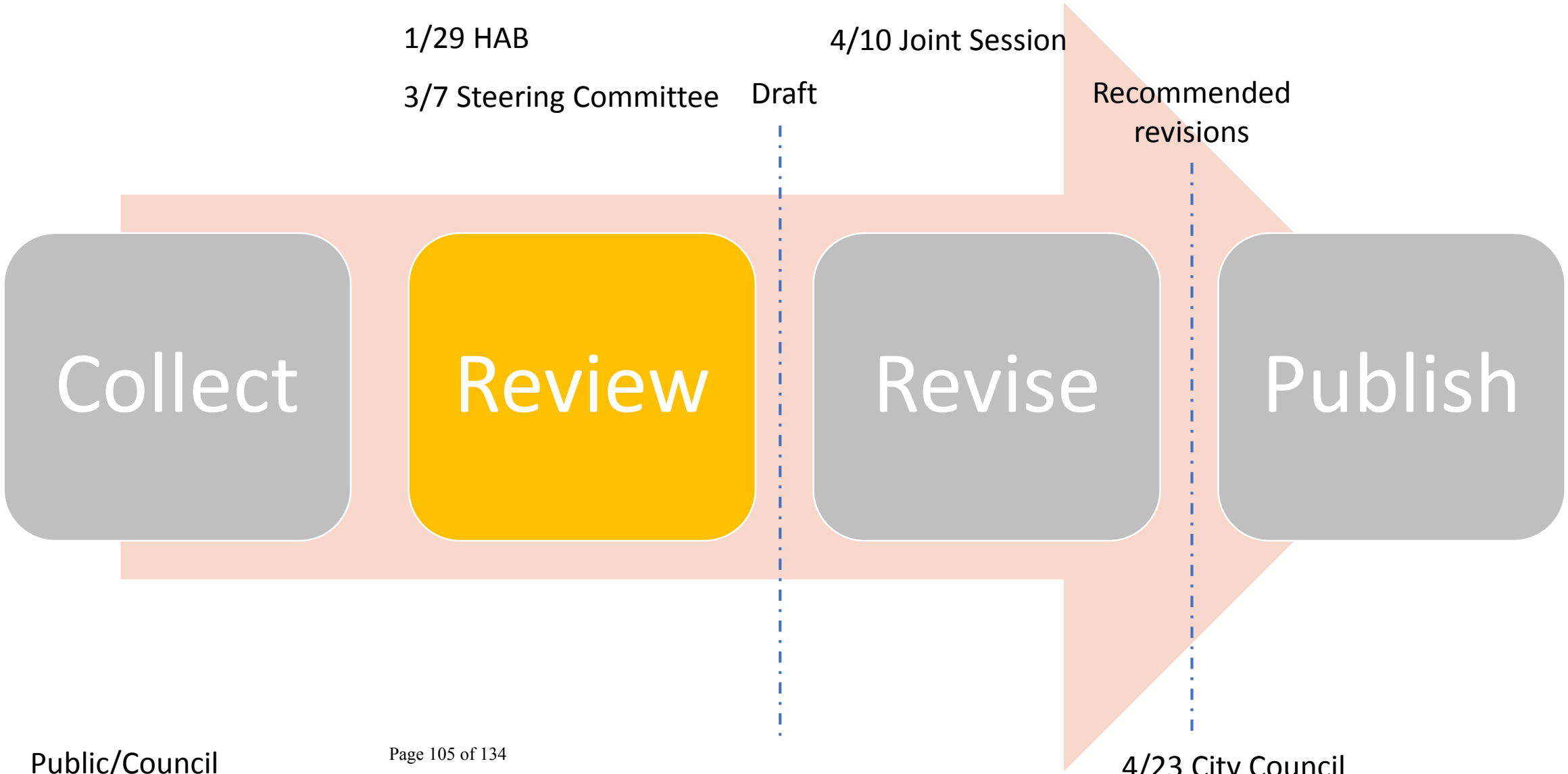
- Direction on the focus of the affordability component of the Housing Element.
    - Which of the following do you seek further focused policies to address a particular population?
        - Low income,
        - Workforce,
        - Senior

- What other elements of affordability do you seek additional information or policy to be included?

# PART 4

## Next steps

# POLICY EVALUATION



# NEXT STEPS

- Survey on housing diversity and preservation
- 3/7 Steering Committee to review 2012 Housing Element recommendations evaluation from HAB and draft policies
- 4/10 Joint Session with City Council and Planning & Zoning Commission to discuss housing policies
- Public input (speaking to community groups)

# City of Georgetown, Texas
# City Council Workshop
# February 26, 2019

SUBJECT:

Presentation, update and discussion on the 2018/19 Unified Development Code (UDC) Amendment Review Process -- Sofia Nelson, CNU-A, Planning Director

ITEM SUMMARY:

**Background:**

In accordance with Section 3.05.020 of the Unified Development Code (UDC), the UDC shall be reviewed on an annual basis. The purpose of the review and amendments process is to establish and maintain sound, stable, and desirable development within the City's jurisdiction, correct errors in the text, or due to changing conditions in the UDC. The list of amendments to be reviewed on an annual basis shall be reviewed and approved by the City Council ("General Amendments List"), after review and consideration by the Unified Development Code Advisory Committee (UDCAC) and Planning and Zoning Commission.

The following direction was provided at 2/12/2019 city council workshop:

- Review of setbacks for Multi-family and non-residential development when adjacent to ETJ single family residential property.
- Update UDC to increase notice requirements to 300' rather than the state mandated 200' for rezoning requests.
- Update UDC to identify notice shall be provided to ETJ residents if located within the prescribed notice area.
- Review automotive uses to require a special use permit in a local commercial (C-1) zoning district.
- Allow council members the opportunity to review the UDC amendment list and return to a workshop session to discuss UDC amendments that may be processed outside the annual review process.

**Purpose**

The purpose of this item is to obtain feedback and direction from the City Council on UDC General Amendments List that City staff will work on for the year 2019. Every year City Staff and the UDCAC revise a list of items in the UDC that need to be replaced or updated due to difficulties with the language or outdated provisions. Items identified as Priority 1 in the attached General Amendments List are those items that the UDCAC, Planning and Zoning Commission, and staff have identified should be reviewed in this next round of amendments. Some of these may be determined by City Council to be on a different time frame, such as items to be considered outside the Annual Review process and that would not be reviewed by the UDCAC.

**Direction Requested**

Please provide direction on which of the listed UDC amendments you would like staff to review through the annual review process, the executive amendment process, or the emergency amendment process.

FINANCIAL IMPACT:

Review setbacks applicable to multi family and nonresidential developments when adjacent to ETJ single family developments

SUBMITTED BY:

Sofia Nelson, Planning Director

ATTACHMENTS:

UDC amendment list

Types of UDC Amendments

## UDC Annual Review 2018/19 Schedule ***DRAFT***

| General Topic Group | Status | Amendment No. | Requested Amendment | UDC Chapter/ Section* | Research and Recommendations | Draft Language | UDCAC Review | CC Workshop | Open House Meeting | Draft Ordinance Language | UDC and other Boards discussion | Finalize Ordinance Language | Post Ordinance on Website for Public Review | UDCAC Public Hearing & Recommendation | P&Z Public Hearing & Recommendation | CC1 Public Hearing & Consideration | CC2 Final Action | Effective Date |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Application Processes and Requirements | Complete | 8 | Expand development agreement language establishing clear requirements and processes. | Ch. 3, Sec 3.20 & Ch. 13, Sec 13.10 | | | 13-Jun | 12-Jun | | July | UDC Aug Discussion | July | Aug-Sep | 14-Nov-18 | 4-Dec-18 | 11-Dec-18 | 8-Jan-19 | Q1 2019 |
| Nonresidential Standards | Complete | 4 | Consider revising the minimum district size for the BP zoning district (**Executive Amendment**). | Ch. 7, Sec 7.02 | | | N/A | N/A | | | N/A | | | N/A | 3-Apr-18 | 10-Apr-18 | 24-Apr-18 | Q2 2018 |
| Land Uses | Complete | 1 | Acknowledge mobile food trailers as a use within the UDC and outline appropriate regulations governing mobile food vendors. | Ch. 3 & Ch. 5 | | | 10-Jan-18 | 8-May-18 | | | UDC July Discussion | | Jul-Aug | 8-Aug-18 | 4-Sep-18 | 25-Sep-18 | 9-Oct-18 | Q4 2018 |
| Historic Districts | **In Review** | 2 | Review the standards pertaining to historic districts and structures based on the revised Historic Resource Survey | Ch. 3, Sec 3.13 & Ch. 16, Sec 16.02 | Nov-19 | | **13-Feb-19** | Nov 18<br>Dec 18<br>Jan 19 | Jan-19 | Feb-19 | | Feb-19 | | 13-Mar-19 | 19-Mar-19 | 26-Mar-19 | 9-Apr-19 | **Q1 2019** |
| Parkland | **In Review** | 3 | Update provisions governing parkland dedication based on forthcoming recommendations by the Parks & Recreation Board subcommittee review. | Ch. 13, Sec 13.08 | | Jan-19 | **13-Feb-19** | | Feb-19 | Jan-19 | Mar-19 | Mar-19 | Mar-19 | 10-Apr-19 | 16-Apr-19 | 23-Apr-19 | 14-May-19 | **Q2 2019** |
| Residential Standards | **In Review** | 14 | Review the maximum number of units required per building, and building separation requirements for MF districts | Ch. 6, Sec 6.02 | Jan-19 | Feb-19 | **13-Feb-19** | | Feb-19 | Feb-19 | Mar-19 | Mar-19 | Mar-19 | 10-Apr-19 | 16-Apr-19 | 23-Apr-19 | 14-May-19 | **Q2 2019** |
| Application Processes and Requirements | **In Review** | 17 | Review the rezoning public review requirements to require neighborhood meetings for certain rezoning cases. | Ch. 3, Sec 3.06 | Jan-19 | Feb-19 | **13-Feb-19** | | Feb-19 | Mar-19 | Mar-19 | Mar-19 | Mar-19 | 10-Apr-19 | 16-Apr-19 | 23-Apr-19 | 14-May-19 | **Q2 2019** |
| Residential Standards | **In Review** | 15 | Consider masonry requirements for residential development | Ch. 6 | Jan/Feb 19 | Q2 2019 | **13-Feb-19** | Q2 2019 | Q2 2019 | Q2 2019 | Q2 2019 | Q2 2019 | Q2 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q3 2019 | **Q4 2019** |
| Land Uses | **In Review** | 11, 12, 13 | Review and update Permitted Use tables:<br>- Consider changes to the zoning districts various Specific Uses may be permitted in (in general)<br>- Consider updating the list of Specific Uses in Chapter 5 to include various uses that are not currently listed (i.e. self service machines (ice) and storage yards; commercial vehicle sales, micro-distillery).<br>- Consider changes to the zoning districts various Specific Uses may be permitted in ("Contractor Services Limited", "Contractor Services General", and "Office Warehouse" Specific Uses in the C-3 zoning district); Food Establishment Services in IN with SUP | Ch. 5 | Jan/Feb 19 | Q2 2019 | Q2 2019 | Q2 2019 | Q2 2019 | Q2 2019 | Q2 2019 | Q2 2019 | Q2 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q3 2019 | **Q4 2019** |

## UDC Annual Review 2018/19 Schedule ***DRAFT***

| General Topic Group | Status | Amendment No. | Requested Amendment | UDC Chapter/ Section* | Research and Recommendations | Draft Language | UDCAC Review | CC Workshop | Open House Meeting | Draft Ordinance Language | UDC and other Boards discussion | Finalize Ordinance Language | Post Ordinance on Website for Public Review | UDCAC Public Hearing & Recommendation | P&Z Public Hearing & Recommendation | CC1 Public Hearing & Consideration | CC2 Final Action | Effective Date |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Administrative Clean-Up: Federal and State law compliance | **In Review** | 7, 9, 10 | Revisions to standards and requirements to ensure compliance with Federal and State Law: Review Authority; Subdivision Regulations: When a plat is required; Subdivision Regulations: Replat approval w/out vacating preceding plat; Subdivision Regulations: Plat Exemptions; Wastewater connection requirements in ETJ; TUPs (portable classrooms); Definitions: Household; Definitions: Portable Signs; Impervious Cover credit for Places of Worship. Clean-Ups: Permits and Processes; ZBA 45-day review timeline; Model Homes; Accessory Structures (size limitations); Definitions; Conflicting and outdated cross-references and sub/section numbers | Ch. 2, Ch. 3, Ch. 5, Ch. 11, Ch. 13 & Ch. 16 | Jan-19 | Q2 2019 | Q2 2019 | Q2 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q4 2019 | Q4 2019 | Q4 2019 | Q4 2019 | **Q4 2019** |
| Signage | **Not Started** | 18 | Review of Ch. 10 including signage for bus stops, transit vehicles and others (portable signs); sign variance process | Ch. 10 and Ch. 16, Sec 16.02 | | Q2 2019 | Q2 2019 | Q2 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q4 2019 | Q4 2019 | Q4 2019 | Q4 2019 | **Q4 2019** |
| Application Processes and Requirements | **Not Started** | 5, 6, 18 | New/revise processes:<br>- Create a process to address requests for vesting determinations.<br>- Create a process to address requests for appeals.<br>- Sign variances | Ch. 3, Sec 3.14 and 3.15 | | Q2 2019 | Q2 2019 | Q2 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q3 2019 | Q4 2019 | Q4 2019 | Q4 2019 | Q4 2019 | **Q4 2019** |
| Application Processes and Requirements | **On Hold** | 16 | Clarify what triggers the requirement for a Traffic Impact Analysis (TIA) and when an appeal may be made and review the improvements that are considered or required. | Ch. 12, Sec 12.09 | | | | | | | | | | | | | | **TBD** |

* The UDC Chapter or Section referenced in this column provides the regulation subject to this amendment. However, please note that other sections may need to be amended to address any conflicts and ensure consistency throughout the document.

# Types of UDC Amendments

## SECTION 3.05. - UNIFIED DEVELOPMENT CODE TEXT AMENDMENT

# Types of UDC Amendments- UDC Sec. 3.05.030.

**Executive**

- Separate from the annual review process if the amendment is nondiscretionary, mandatory, or legislative in nature and:
  - 1. Is necessary in order to address state statutes or case laws;
  - 2. Is necessary in order to ratify a published Director interpretation;
  - 3. Is necessary in order to incorporate recently approved Council ordinances; or
  - 4. Addresses revisions otherwise determined necessary by legal counsel.

Emergency Amendment

- City Council may, by super-majority vote, determine that a potential revision to the UDC is an emergency and instruct the Director to process the revision to be processed as an executive amendment separate from the annual review process:
- The potential amendment is immediately necessary to protect the health, safety or general welfare of the City and the safe, orderly, and healthful development of the City;
- 2. The City Council determines that waiting for the annual UDC review process is not in the best interest of the City; and
- 3. The UDC does not provide other avenues to address the proposed revision.

# Annual UDC Review and Amendment. UDC Sec. 3.05.020.

A. The UDC shall be reviewed on an annual basis as provided for within this Section. A citizen or property owner may request at any time that a proposed text amendment be considered within the review process, in a manner provided by the Director. The City Council shall have final approval of an amendment list identifying those items warranting review.

B. The Director, or designee, shall prepare and the Unified Development Code Advisory Committee shall review language addressing those items identified on the amendment list. The Unified Development Code Advisory Committee shall hold a public hearing on the proposed amendments and forward a recommendation to the Planning and Zoning Commission and the City Council.

C. The Planning and Zoning Commission shall hold a public hearing on the proposed amendments and forward a recommendation to the City Council.

D. The City Council shall then hold a public hearing and take final action on the proposed amendments to the UDC.

E. All public hearings shall be scheduled in following public notice in accordance with Section 3.03 of this Code.

F. The amendment shall become effective in the manner provided by the City Charter or State Law.

# City of Georgetown, Texas
# City Council Workshop
# February 26, 2019

SUBJECT:
Presentation, discussion and direction to staff regarding waiving fees for temporary signage for 501c(3) non-profit organizations and the City of Georgetown's current Policy for Waiving Fees for Major and Minor City-Sponsored Special Events -- David Morgan, City Manager

ITEM SUMMARY:
Councilmember Fought sponsored an item on the February 12, 2019 City Council Meeting Agenda regarding fee waiver requests for signage for non-profit organizations. The Council requested that this item be brought back for a more comprehensive workshop discussion.
Prior to 2018, the City had a practice of waiving signage fees for non-profit organizations. It was a practice, not a Council approved policy. The City discontinued that practice in 2018. Since that time, the City continues to receive requests for signage fee waivers such as the recent request for the Georgetown National Day of Prayer event.
Councilmember Fought inquired in his agenda item whether or not some sort of fee adjustment, or perhaps a total waiver of signage fees, would reasonable as long as: (1) the non-profit organization is aware of, and follows, the City's signage regulations; (2) the City's costs are covered; (3) the event for which the signage is requested benefits a substantial part of the City's population and is open to all residents; and (4) the non-profit does not make excessive use of the waivers.
City staff is requesting City Council direction on whether the City Council would like to have guidelines to exempt 501c(3) non-profit organizations from temporary signage fees for temporary events, and if so, direct staff to develop an ordinance in coordination with the City Attorney's Office for City Council consideration.

On a broader scope, on February 13, 2007, the City Council approved Resolution No. 021307-EE to approve the City of Georgetown's current Policy for Waiving Fees for Special Events Sponsored by the City of Georgetown. The purpose and intent of the policy was to establish a systematic, fair, and consistent policy and process for waiving fees for special events sponsored by the City of Georgetown. The policy outlines criteria for determining major and minor events in the community as defined below:

- In order for an event to be considered for eligibility in the Major City Sponsored Event category by the City Council, the event should meet at least two (2) or more of the following criteria:
  - Attracts tourists and visitors from outside the city.
  - Utilizes City property, facilities, streets, parks, equipment, and personnel.
  - Directly brings sales tax to the community.
  - Contributes motel/hotel tax to the community by overnight stays.
  - Encourages the promotion of the City's historical, natural, arts, or cultural assets.
  - All Major City Sponsored Events shall be approved by the City Council to be designated as such.

Major City Sponsored Events will have all fees, charges, and costs of the City waived. The sponsors of the event are required to complete and process a Special Event Permit in order to coordinate the usage of facilities and/or other resources such as personnel, barricades, refuse containers, amplified noise, utilities, or other special requirements.

- Minor City Sponsored Events may also have their fees reduced by application and approval of the City Manager. The sponsors of the event are required to complete and process a Special Event Permit with the City.

The City Attorney's Office has indicated that this policy needs to be approved through an ordinance and not just by resolution.
City staff is requesting that the City Council provide direction whether to continue this policy for city-sponsored major and special events, whether there should be more parameters around minor city sponsored events, and if so to direct staff deve ordinance in coordination with the City Attorney's Office for City Council consideration.

FINANCIAL IMPACT:
This is a workshop discussion.

SUBMITTED BY:
Shirley J. Rinn on behalf of David Morgan, City Manager

ATTACHMENTS:

PowerPoint Presentation
Resolution No. 021307-EE

# Temporary Event Signage & Policy for City Sponsored Events

City Council Workshop

February 26, 2019

# Purpose

Provide background previously requested by Council on temporary event signage for non-profit entities

# Agenda

- UDC background
- Historical information
- Direction and next steps

# Unified Development Code

- 10.07.040 – Temporary Signs for Temporary Events
  - Outlines location, size and height restrictions, duration allowed, spacing, etc

EST. 1848 GEORGETOWN TEXAS

# Current Practice

- Signage for temporary event
  - Defined as a public gathering held on private or public property
  - Do not include promotional sales events for existing commercial uses
- Fees
  - $31 for the first five signs, $5 each for additional signs

EST. 1848 GEORGETOWN TEXAS

# Historical Information on Temporary Event Signs

- 1/1/2017 – 12/31/2017
  - 12 permits
  - 4 estimated non-profits ($124 in fees)
    - Master Gardeners – event in San Gabriel Park
    - CTFF- National Day of Prayer Rock Bible Church
    - First United Methodist Church – Pumpkin Patch
    - Kiwanis Club – Holiday Home Tour

EST. 1848 GEORGETOWN TEXAS

# Information on Temporary Event Signs

- 1/1/2018 – 12/31/2018
  - 15 permits
  - 10 estimated non-profit permits ($258 in fees)
    - Williamson County Gem and Mineral Society - Gemboree
    - Georgetown Family YMCA – Open House Youth Enrichment
    - Master Gardeners – Garden Fair and Plant Sale
    - CTFF National Day of Prayer; River Rock Bible Church (3 permits)
    - The Georgetown Project - Sun City Home Tour
    - Faith in Action
    - Preservation Georgetown
    - Sun City Horticulture Club

EST. 1848 GEORGETOWN TEXAS

# Direction and Next Steps

- Council Direction on exempting non-profits from temporary sign fees for temporary events
  - Fee exempted for 501c3 status organizations
  - All other guidelines would apply
  - Legal – what would be needed to accomplish this – fees are not set by ordinance

EST. 1848 GEORGETOWN TEXAS

# CITY SPONSORED EVENTS (MAJOR & MINOR)

# Background

- In February 2007 the City Council adopted by resolution a policy to waive fees and costs for certain major and minor city sponsored events.

# Major City Sponsored Event

In order for an event to be considered a Major City Sponsored Event, the event should meet at least two (2) or more of the following criteria:

- Attracts tourists and visitors from outside the city.
- Utilizes City property, facilities, streets, parks, equipment, and personnel.
- Directly brings sales tax to the community.
- Contributes motel/hotel tax to the community by overnight stays.
- Encourages the promotion of the City's historical, natural, arts, or cultural assets.

# Major City Sponsored Event

- Current Major City Sponsored Events Include
  - Red Poppy Festival
  - The Sertoma 4th of July Celebration
  - The Christmas Stroll
  - The Georgetown Swirl
- These events have all fees, charges, and costs of the City waived. This includes traffic management, public safety staffing, permit fees, and other expenses.
- Adding additional Major City Sponsored Events shall be approved by the City Council.

# Minor City Sponsored Events

- Minor City Sponsored Events may also have their fees reduced by application and approval of the City Manager.
- Current Minor City Sponsored Events include:
  - The Garden Club Arbor Day Celebration and Garden Show
    - Waive rental fee for the Community Center ($500)
  - The Scouts – Summer Camp In San Gabriel Park
    - Waive rental fee for San Gabriel Park amenities ($750)
  - Project Graduation
    - Waive rental fees for Rec Center and Community Center ($750)

# Direction & Next Steps

- The City Attorney's Office indicates this policy needs to be approved through ordinance and not just by resolution.
- Council Direction:
  - Does the City Council want to direct staff to develop an ordinance to continue the policy on Major City Sponsored Events as well as Minor City Sponsored Events?
  - Should there be more parameters around Minor City Sponsored Events
    - Eligibility Criteria, Type of Fee Waivers, Limits on the amount of fee waivers

RESOLUTION NO. 021307-EE

**A Resolution of the City Council of the City of Georgetown, Texas Establishing Special Event Guidelines for Major and Minor City Sponsored Events.**

**WHEREAS,** the City Council wishes to adopt a written policy for waiving fees for special events sponsored by the City of Georgetown; and

**WHEREAS,** it is the policy of this Council and the City of Georgetown to establish a systematic, fair and consistent procedure for the waiving of fees for special events sponsored by the City of Georgetown.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GEORGETOWN, TEXAS THAT:**

SECTION 1. The facts and recitations contained in the preamble of this resolution are hereby found and declared to be true and correct, and are incorporated by reference herein and expressly made a part hereof, as if copied verbatim. The City Council hereby finds that this resolution implements the following policies of the Century Plan - Policy Plan Element:

8.0 Policy Statement, which states: *Parks, open space, recreation facilities and services, and social and cultural activities contribute to an enhanced quality of life for the citizens of Georgetown.*

SECTION 2. That the attached City of Georgetown Policy for waiving fees for special events sponsored by the City of Georgetown, attached hereto as Exhibit "A" and incorporated herein, is hereby approved and adopted.

The City Council hereby finds and declares that written notice of the date, hour, place and subject at which this Resolution was adopted was posted and that such meeting was open

to the public as required by law at all times during which this Resolution and the subject matter hereof were discussed, considered and formally acted upon, all as required by the Open Meetings Act, Chapter 551, Texas Government Code, as amended.

RESOLVED this 13th of February, 2007.

**APPROVED:**

Gary Nelon
Mayor

**ATTEST:**

Sandra D. Lee
City Secretary

**APPROVED AS TO FORM:**

Patricia E. Carls
City Attorney

CITY OF GEORGETOWN
POLICY FOR WAIVING FEES FOR
SPECIAL EVENTS SPONSORED BY THE
CITY OF GEORGEOTWN

## I. PURPOSE AND INTENT

The purpose and intent of this policy is to establish a systematic, fair, and consistent policy and process for waiving for waiving fees for special events sponsored by the City of Georgetown.

## II. OBJECTIVES

The policy of the City of Georgetown waiving fees for events will be categorized by two (2) areas:

1. Major City Sponsored Events, and
2. Minor City Events.

## III. CRITERIA

### B. MAJOR CITY SPONSORED EVENTS

In order for an event to be considered for eligibility in the Major City Sponsored Event category by the City Council, the event should meet at least two (2) or more of the following criteria:

- Attracts tourists and visitors from outside the city.
- Utilizes City property, facilities, streets, parks, equipment, and personnel.
- Directly brings sales tax to the community.
- Contributes motel/hotel tax to the community by overnight stays.

- Encourages the promotion of the City's historical, natural, arts, or cultural assets.
- All Major City Sponsored Events shall be approved by the City Council to be designated as such.

Major City Sponsored Events that have been approved in the past by the City Council are:

- Red Poppy Festival
- The Sertoma 4th of July Celebration
- The Georgetown Music Festival (no longer held)
- The Williamson County Sheriff's Posse Rodeo Parade
- The Christmas Stroll
- Hill Country Wine and Food Festival
- The Festival of the Arts
- Up the Chisholm Trail

Major City Sponsored Events will have all fees, charges, and costs of the City waived. The sponsors of the event are required to complete and process a Special Event Permit in order to coordinate the usage of facilities and/or other resources such as personnel, barricades, refuse containers, amplified noise, utilities, or other special requirements.

## B. MINOR CITY SPONSORED EVENTS

Minor City Sponsored Events may also have their fees reduced by application and approval of the City Manager. The sponsors of the event are required to complete and process a Special Event Permit with the City.

Minor City Sponsored Events that have been approved in the past include:

- Texas Mission of Mercy
- Project Graduation
- The Downtown Georgetown Association's Art Walk
- The Garden Club's Arbor Day Celebration and Flower Show.

# City of Georgetown, Texas
# City Council Workshop
# February 26, 2019

SUBJECT:
Presentation and discussion regarding the Convention and Visitors Bureau's (CVB) upcoming Tourism Strategic Plan -- Cari Miller, Tourism Manager

ITEM SUMMARY:
Since 2014, Georgetown's hotel occupancy tax has increased by 111%. Due to the rapid growth of Georgetown, and the continued increase in hotel occupancy tax, there is a desire to develop a Tourism Strategic Plan that identifies goals and action steps to achieve these goals. The Tourism Strategic Plan will ensure that the CVB staff and advisory board focus their energy, resources, and time in advancing the City Council's current goal to *Become a Destination for Unique Experiences* and aligns with the City Council's vision, goals, and strategies for Georgetown.
The Tourism Strategic Plan will include a visitor's experience assessment, consumer awareness and perception study, key stakeholder workshops, analysis of current tourism program, and strategy development sessions with CVB staff and advisory board.

Work on the Tourism Strategic Plan will begin in early March and conclude in August.

FINANCIAL IMPACT:
The Tourism Strategic Plan will cost $50,000.

SUBMITTED BY:
Cari Miller

# City of Georgetown, Texas
# City Council Workshop
# February 26, 2019

SUBJECT:

**Sec. 551.071: Consultation with Attorney**

Advice from attorney about pending or contemplated litigation and other matters on which the attorney has a duty to advise the City Council, including agenda items

- Settlement Agreement related to the Berry Creek Highlands MUD

**Sec. 551.086: Certain Public Power Utilities: Competitive Matters**

- Purchase Power Update -- Jim Briggs, General Manager of Utilities

**Sec. 551.087: Deliberation Regarding Economic Development Negotiations**

- Project Deliver

**Sec. 551:074: Personnel Matters**

City Manager, City Attorney, City Secretary and Municipal Judge: Consideration of the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal

- City Attorney

ITEM SUMMARY:

FINANCIAL IMPACT:

NA

SUBMITTED BY:

Shelley Nowling, City Secretary