

**Notice of Meeting for the  
2030 Comprehensive Plan Update Committee  
of the City of Georgetown  
September 19, 2019 at 6:00 PM  
at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626**

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.

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**Legislative Regular Agenda**

- A Consideration and possible approval of the minutes from the September 5, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. - Mirna Garcia, Management Analyst
- B Discussion and mapping exercise to solidify mapping direction/principles, key development areas, evaluation of residential (Neighborhoods category) and non-residential development areas (community and regional centers). Sofia Nelson, Planning Director.
- C Next Meeting Date/Time/Agenda
- D Public Comment

**Adjournment**

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 as required by law, on the \_\_\_\_\_ day of \_\_\_\_\_, 2019, at \_\_\_\_\_, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

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Robyn Densmore, City Secretary

City of Georgetown, Texas  
2030 Comprehensive Plan Update Committee  
September 19, 2019

**SUBJECT:**

Consideration and possible approval of the minutes from the September 5, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. - Mirna Garcia, Management Analyst

**ITEM SUMMARY:**

**FINANCIAL IMPACT:**

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**SUBMITTED BY:**

Mirna Garcia, Management Analyst

**ATTACHMENTS:**

Description		Type
□	Attachment 1 - Meeting minutes	Exhibit

Minutes of Meeting of the  
2030 Comprehensive Plan Update Steering Committee  
Hewlett Room, City Library  
402 W. 8<sup>th</sup> , St. Georgetown, Texas 78626  
Thursday, September 5, 2019 3:30 pm

In attendance: Mayor Dale Ross; Ercel Brashear; Lou Snead; Linda McCalla; Danelle Houck; Suzy Pukys; Paul Secord; Scott Stribling; Hugh Brown.

Josh Schroeder joined the meeting at 5pm. Wendy Cash joined the meeting at 6pm.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andreina Davila; Seth Gibson, Wayne Reed;

Regular Session –

Mayor Dale Ross called the meeting to order at 3:35 pm.

- A. Consideration and possible approval of the minutes from the August 1, 2019 2030 Update Steering Committee. – Mirna Garcia, Management Analyst

**Motion by Brashear to approve the minutes, second by Schroeder.**

- B. Presentation and discussion of draft land use policies – Nat Waggoner, Long Range Planning Manager

Item Summary: Wendy Shabay of Freese and Nichols provided the Steering Committee an overview of the Land Use Element Update process including a discussion on the use of the Fiscal Impact Model as it relates to the growth scenario development.

Summary of Discussion: No discussion took place.

- C. Mapping Exercise – Nat Waggoner, AICP, PMP, Long Range Planning Manager

Item Summary: The Steering Committee was divided into two tables. Each table was facilitated by a Planning staff member. Each table was asked to distribute lego blocks representing residential, commercial and employment land uses. During the distribution, the table was asked to answer the following:

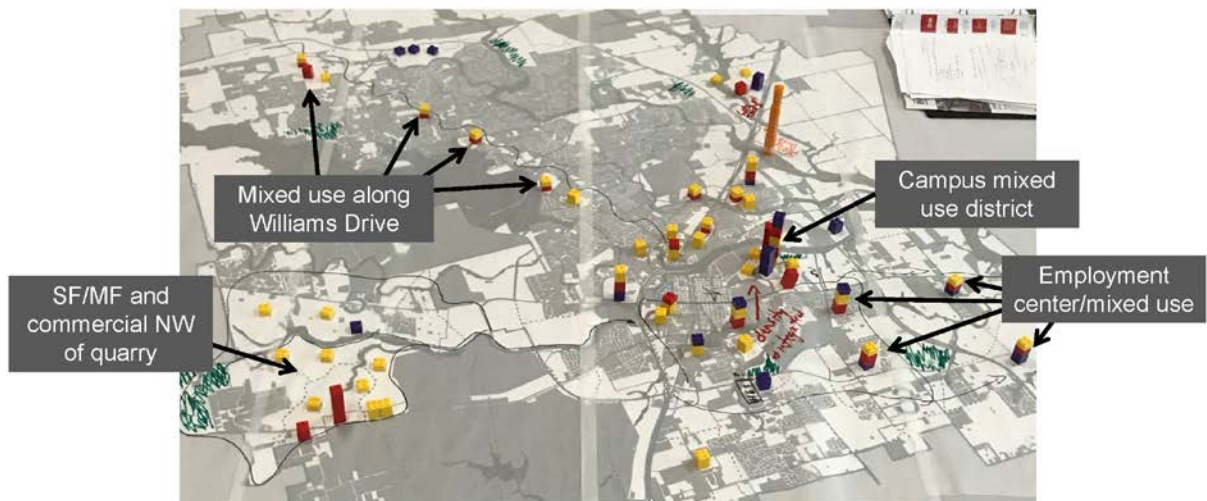
- How should we use our remaining land?
- Where are key activity centers? What makes them important?
- Where should we allocate the 7-10K future housing units based on projected population growth?
- Where should we locate supporting commercial uses? (*See Retail Merchandising Plan*)
- Where should we locate target industry uses? (*See Target Industry Analysis*)
- How will the placement of residential, commercial and industry uses support recently updated policies?

Each table reported out key findings from their group. The results of the mapping exercise are shown in the images of Map 1A and Map 1B below:

## MAP 1A

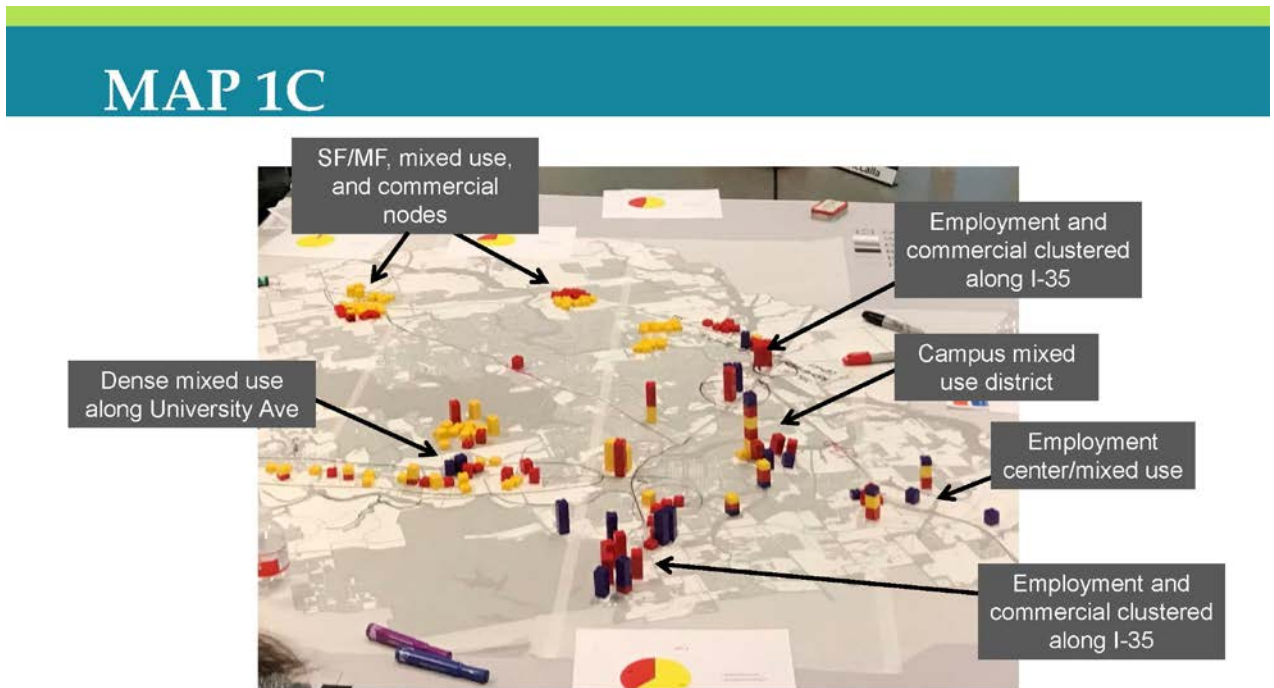


## MAP 1B



The values from the lego blocks at each table were calculated and inputted into the city's Fiscal Impact Model (a cost to serve model). Each table's scenario resulted in a positive net fiscal impact.

The two groups then worked to develop a group scenario shown in Map 1C below.



D. Public Comment

E. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Adjournment – Motion for adjournment by Brashear second by Schroeder.  
Meeting was adjourned at 6:35 pm.

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Approved, Mayor Dale Ross

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Attest,

City of Georgetown, Texas  
2030 Comprehensive Plan Update Committee  
September 19, 2019

**SUBJECT:**

Discussion and mapping exercise to solidify mapping direction/principles, key development areas, evaluation of residential (Neighborhoods category) and non-residential development areas (community and regional centers). Sofia Nelson, Planning Director.

**ITEM SUMMARY:**

The purpose of this item is to:

- Share summary results of the growth scenario exercise from the 9/5/2019 meeting; and
- Seek direction from the Steering Committee on changes to the growth scenario and land use policies as they relate to the future land use map.

The meeting will include several interactive exercises. The Steering Committee will be divided into working groups. In the first exercise, the Steering Committee will evaluate the remaining whitespaces of the growth scenario (undeveloped areas) map as well as evaluate the residential and nonresidential land use patterns emerging from the scenario created at the 9/5 meeting. During exercise 1, staff will seek the following feedback from the Committee:

- Have you achieved a balance of land uses on the SE quadrant of Georgetown?
- What do you want to do with the remaining undeveloped areas on the map?
- Are you ok with having undeveloped areas along SH130 given your intentional infrastructure discussions?
- How should high density residential be incorporated into community and regional centers
- How should neighborhood serving commercial be oriented in residential areas?

The second exercise is designed to get feedback from the Steering Committee on the draft land use policies. Feedback sought from the Committee includes: will the following policies support the desired growth scenario you are seeking?

*1A: Encourage a balanced mix of residential, commercial, and employment uses at varying densities and intensities, to reflect a gradual transition from urban to suburban to rural development.*

*1B: Promote more compact, higher density, well-connected development within appropriate infill locations.*

*2B: Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.*

*6A: Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.*

*New: Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown's target industries and that support diversification of the City's tax base and promote economic development.*

*New: Promote development of complete neighborhoods across Georgetown*

**FINANCIAL IMPACT:**

n/a

**SUBMITTED BY:**

Sofia Nelson