

**Notice of Meeting for the
Downtown Parking Garage Stakeholder Steering Committee
of the City of Georgetown
September 17, 2019 at 3:00 PM
at City Hall Community Room located at 808 Martin Luther King Jr Street
Georgetown, TX**

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.

Legislative Regular Agenda

- A Approval of the Downtown Parking Garage Stakeholder Steering Committee Meeting minutes from the August 12, 2019 meeting - Danella Elliott, Committee Liaison
- B Provide an update from the September 10, 2019 City Council Workshop presentation - Laurie Brewer, Assistant City Manager and Michael Walton, Committee Co-Chair
- C Discussion and possible action on receiving additional feedback and finalizing the Engagement Plan process, Sofia Nelson, Planning Director
- D Provide an update on parking initiatives - Laurie Brewer, Assistant City Manager
- E Provide an update on design construction contract and timeline for construction the Downtown Parking Garage - Eric Johnson, CIP Manager

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.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Downtown Parking Garage Stakeholder Steering Committee
September 17, 2019

SUBJECT:

Approval of the Downtown Parking Garage Stakeholder Steering Committee Meeting minutes from the August 12, 2019 meeting - Danella Elliott, Committee Liaison

ITEM SUMMARY:

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Danella Elliott, Committee Liaison

ATTACHMENTS:

Description	Type
 Minutes 8.12.19	Backup Material

**Minutes of Meeting of the
Downtown Parking Garage Stakeholder Steering Committee Meeting
City of Georgetown, Texas
August 12, 2019**

The Downtown Parking Garage Stakeholder Steering Committee met on Monday, August 12, 2019 at 3:00 PM in the Community Room at City Hall, 808 Martin Luther King Jr Street, Georgetown, Texas.

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 for additional information; TTY users route through Relay Texas at 711.

Board Members Present:

Michael Walton, Co-Chair
Linda McCalla, Co-Chair
Mickie Ross
Scott Firth
Larry Olson
Shawn Hood
Kay Briggs

City Staff Present:

Wayne Reed, Assistant City Manager
Sofia Nelson, Planning Director
Eric Johnson, CIP Manager
Amanda Still, Arts & Culture Coordinator
Danella Elliott, Executive Assistant
Kim McAuliffe, Downtown Development Manager
Jackson Daly, Assistant to the City Manager
Cari Miller, Tourism/CYB Manager
Eric Lashley, Library Director
Eric Nuner, Parks & Rec Asst Director
Trish Long, Facilities Superintendent

Board Members Absent:

Chris Damon

Others present:

Justin Bohles

Legislative Regular Agenda

Michael Walton, Chair, called the meeting to order at 3:01 p.m.

A. Consideration and possible action to approve the July 22, 2019 Downtown Parking Garage Stakeholder Steering Committee Meeting minutes - Danella Elliott - Committee Liaison

Motion to approve minutes by Larry Olson; second by Linda McCalla. Approved 7-0. Chris Damon absent.

Michael informed the committee that Laurie was attending a conference today but she asked him to prepare a status report and update for the August 27th Council Workshop. The presentation will include clarification on comments from the July 22 meeting (... need to understand expectations and clarification about what is expected from this committee....) He asked everyone to send him any questions or information that they wanted to be included and he would prepare the presentation. He said that this the committee's opportunity to ask any questions, get clarification on expectations, and get Council's response.

Linda noted conversations that have come up during previous committee meetings, as well as comments from outside the committee, about the reasoning for building a parking garage in this

location when there is a bigger and better site at another location. Linda asked if this site had already been decided, and Wayne Reed said that based on previous discussions from Council, that is a fair assumption. Linda also reminded everyone that there is a finite dollar amount to do this project and reminded everyone to be mindful of what is possible when compiling wish lists and ideas. She feels that there is a definite need for this parking garage, and she sees the comments about utilizing other sites as "yes/and". If there is an opportunity to construct a garage in a location that will serve the needs of downtown, and we have the money to do it, then the time is now. Later, if there is another site and funds available for something bigger and better with more bells and whistles, then that can be discussed at a later time. The most important thing to her is that this garage is designed to be a beautiful building, noting that best practices for infill in a historic district is for the building to "not" look like a historic building, but look like a building that was built in 2020, honoring the massing scale, setbacks etc. and be architecturally compatible with the area around it.

Larry said that the neighborhood is talking a lot about it. Some of discussion he is hearing is about whether it makes sense to build a garage with the electric issues, etc. He disagrees and believes that it should be built. He has explained that it is a necessity, not a luxury project.

Wayne said that it may be a good time to educate the public by providing a site with accurate terms and facts. He explained that one reason this site was chosen was not only its proximity to the square, but the cost to construct efficiently can be supported by the Downtown Tax Increment Reinvestment Zone (TIRZ) with approximately \$3M on this project plus the use of CO's; the cost will not affect the General Fund. Larry said he talked to Laurie last week and got additional information and facts to send to those in the neighborhood that were asking questions.

Micki told Linda that her points were well-said. She noted that in reference to Larry's comments, she lives on the other side of University, and everyone she has talked to thinks it is a great idea. She said that the "facts" or FAQ's would benefit everyone. She said that this garage is not really being constructed for Georgetown residents, but for others coming from out of town. Linda said that she believes it will be used by those driving in to work downtown during the weekdays, and then used by a completely different group in the evenings and during the weekends and events.

Scott said that when he was asked to be on this committee, he asked if this site was already fully decided, and was told that it was not and that this decision would be within the scope of this committee. He feels this need to be clarified as well.

Michael said that these were all valid points, and these questions could be answered during the workshop.

B. Public Engagement Plan Presentation - Sofia Nelson, Planning Director

Sofia Nelson thanked everyone for completing the survey she sent out. She gave her presentation and said that she reviewed the minutes from the May 14 Council meeting (when this committee was created) so that she could fully understand the background and scope. She said that the main focus of this committee is to lead the public outreach and review the design of the exterior of the parking garage. Sofia showed a slide from the 2015 Downtown Parking Study that showed existing parking we had at that time. Larry suggested that this slide should indicate that it was 2015 and note that parking is much worse now.

Sofia went over the goals for engagement, which were to seek broad public input, utilize business owners as ambassadors and utilize up to date collection methods, combined with traditional meeting methods, for collecting input. Sofia reflected on previous conversations and needs for the topics, which included education (where/what/why for the garage and the goals and benefits), as well as outreach (including material influences, streetscaping, public art, mass and scale and architectural

character). She reiterated the need for providing positive interaction vs. negative, making sure that a key component is the total education factor.

Larry said that he agreed with Wayne's suggestion on providing FAQ's. Michael said that his thoughts on the outreach topics were that streetscaping should be ornamentation (plants and lighting), and activating ground level should be a separate item.

Larry said that including a pictorial survey might be helpful to clarify meaning the meaning of the questions (i.e., pictures of brick, stucco, etc.).

Sofia went over the stakeholders (those near to downtown churches, merchants, nearby residential owners, nearby community building owners, customers, people who work downtown, PG, DGA, and citywide neighborhood associations, young professionals, residential and commercial owners in the area, Downtown and Old Town Overlay, which extends out to Chautauqua Park, noting that this group might have a different prospective since they are further away from the downtown area). Larry confirmed that he will do an article to be included in Steve Fought's newsletter.

Sofia then went over the engagement strategies and clarified how the group would like the public outreach to look, including public meetings, online participation and building on existing outreach opportunities, both in person and in writing. She discussed the committee's preferences on how they wanted to engage each stakeholder group so that both education outreach and engagement strategies allow opportunity for the most productive feedback. Sofia discussed some options and asked for feedback for specific ideas about how to engage each stakeholder group:

Merchant groups - postcards by the register of downtown businesses;

Meetings - (DGA, PG, open house or meeting in a box for instant feedback); interactive and real time survey such as Mentimeter; use shortened URL's that can be easily shared to find where the information is located and utilizing Instagram polls. It was suggested to put the public in a setting where people are comfortable speaking out to get honest suggestions. Everyone thought that the HARC survey was effective and a postcard could be sent out directing the public to an online survey.

Nearby residential owners: HARC survey was effective; send postcard and directing people to go online to survey.

Merchants/anyone on the square and residents; Set up some type of scheduled meeting listing the date, time and location, such as Breakfast Bites or a meeting before HARC, in the early evening or morning. Outside business owners will want opportunity to ask questions, etc.

Breakfast Bites: September 11 (next scheduled date and possibly do a presentation)

On the Table: Allows for conversation for Young Professionals.

Neighborhood Associations: Email blasts from the neighborhood association lists

Neighborhood Night Out: First of October (good opportunity to ask those who register to distribute information).

Market Days: Mickie said that the Courthouse could provide space to provide information.

Downtown churches; all churches most likely have mailing list; some may not, but someone could go to their churches to provide information such as an in-person announcement at a service.

Newsletters.

Send an email through the County.

Cost: Questions arose about a budgeted amount and noted that mailings would be effective, but expensive. Another suggestion was a "stuffer" in utility bills.

Sofia thanked everyone for their responses/suggestions and said that she would take their suggestions and strategies, discuss with staff and come back with ideas and suggest alternatives if needed.

Timeline for Outreach:

DGA Meeting on September 20th

Market Days: 2nd Sat of October

First Fridays: October 4;

Neighborhood Night Out: October 1

Breakfast Bites: September 11

Wine and Music Festival: September 28th

Sofia asked the committee if they thought it was practical to have the survey cut-off by mid-October with the process finishing up by the end of October. Michael asked if this was enough time to get results and come up with recommendations, and Sofia said that staff would have to evaluate and see if it was feasible.

Sofia thanked everyone for their input and Michael reminded everyone to e-mail him with any information or questions that needed to be included in the August 27th presentation to Council.

Wayne asked for questions to be included in a FAQ list and said that we could start compiling the information. Some questions included:

- How many total parking spaces will be in the garage; how many "net" new parking spaces?
- Will it cost money to park in the garage?
- How is it funded? (with explanation of TIRZ vs. CO's; explaining that it was not part of past bond authorization).
- Tentative schedule.
- Why are we building at this location? (include information from Downtown Master Plan and Parking Study).
- Is this the only garage the City will ever build? (explain that this is the first phase and recognize the need for additional parking; provide update on other parking improvements and locations).
- Why are we considering a parking garage now?
- Where can I park during construction (explain parking lot will be used as staging area during old Council Chamber remodel).
- Will renovations at 101 E 7th affect parking?
- What will happen to spaces next to Galaxy Bakery?
- Provide update on surface parking lot construction north of Library?
- Why was the parking garage not built on the County property? How many spaces were available in downtown in 2015 vs 2019?

Kay said feedback she is getting is people are excited we are getting it; they like the location, close to downtown.

Sofia reminded the committee to bring their calendars to next meeting to sign up for the outreach events.

Dates were discussed, and it was decided to meet again on September 5th at 3:00 p.m.

The meeting adjourned at 4:05 p.m.

Michael Walton
Board Co-Chair

Linda McCalla
Board Co-Chair

Date

City of Georgetown, Texas
Downtown Parking Garage Stakeholder Steering Committee
September 17, 2019

SUBJECT:

Provide an update from the September 10, 2019 City Council Workshop presentation - Laurie Brewer, Assistant City Manager and Michael Walton, Committee Co-Chair

ITEM SUMMARY:

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Laurie Brewer, ACM and Michael Walton, Committee Co-Chair

ATTACHMENTS:

Description		Type
□	Council Comments	Backup Material

Downtown Parking Garage

Comments from 9.10.2019 Council Meeting Workshop Presentation

Council Member	Another Location	Smaller	Retail	Comments
Steve Fought	No	No	Yes	
Mike Triggs	Wants to increase net new spaces			
Valerie Nicholson	No	?	Yes	
Tommy Gonzalez	No	No?	Yes (doesn't want to be a landlord)	
Rachael Jonrowe	Yes	Yes	Yes	
Kevin Pitts	No	Yes (keep 150)	Yes (if we can keep retail)	

City of Georgetown, Texas
Downtown Parking Garage Stakeholder Steering Committee
September 17, 2019

SUBJECT:

Discussion and possible action on receiving additional feedback an finalizing the Engagement Plan process,
Sofia Nelson, Planning Director

ITEM SUMMARY:

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Sofia Nelson, Planning Director

ATTACHMENTS:

Description		Type
<input type="checkbox"/>	FAQ - Parking Garage	Backup Material
<input type="checkbox"/>	Parking Garage Presentation	Presentation

Downtown Parking Garage

Frequently Asked Questions

1. **How many total parking spaces will be in the garage and how many will be “net” new parking spaces?**

The total number of spaces will ultimately be determined with the final design of the garage. In this early stage of concept, we anticipate approximately 200 parking spaces in the new garage. There are 47 existing parking spaces, with 29 north of the old Municipal Court and 18 east of Galaxy Bakery. We anticipate approximately 150 “net” new parking spaces.

2. **Will it cost money to park in the garage?**

The City does not intend to charge for parking in the garage during the first few years, but may choose to charge or limit parking during special events (for example, may consider the garage being utilized for ADA parking during festivals). Future Councils may choose to change this policy if needs and demands change in the future.

3. **How is it funded?**

The garage is budgeted at \$5 million, all being funded through debt that is amortized over 20 years. The annual payments of the debt are budgeted to be split between the property tax rate for the entire city tax base at 50% and the Downtown Tax Increment Reinvestment Zone Fund (only downtown properties) at 50%. The Downtown TIRZ is already in place and the revenue comes from existing taxes.

4. **What is the tentative schedule?**

Our preliminary schedule shows:

<i>24 weeks</i>	<i>Design</i>
<i>18 weeks</i>	<i>HARC/Site/Building Plan Review</i>
<i>8-10 weeks</i>	<i>Bidding and Award</i>
<i>1 Year</i>	<i>Construction</i>

We are looking at 2 years from the time we award a design contract, which we are hoping to award by the end of this year.

5. Why are we building a garage at this location?

The 2014 Downtown Master Plan update recommended the City view parking as a utility versus a land use because it provides a service that customers use. The DMP also identified four potential parking garage locations and recommended that the City initiate a study to study the issue more closely. Of those four locations, only two are owned by the City. The Downtown Parking Study (DPS) was completed in 2015 and studied various locations, including the location currently planned at Main and 6th.

This location is owned by the City and is conveniently located close to the Square. The smaller scale provides an opportunity to improve current parking inventory as opposed to waiting ten or fifteen years to be able to afford to build the larger structure planned at 9th and Main in the future. This location also takes fewer spaces off line during construction than the future, larger location.

6. Is this the only garage the City will ever build?

The City will continue to evaluate parking needs for the downtown area, consistent with the parking study and the master plan. This garage is considered the first garage and will likely be followed by a second garage in the future when demands increase. The City is also making other parking improvements, including expanding the Sunflower lot (across from library), which is property the City leases from the County. The County retains the right to build on that lot when their facilities needs drive expansion.

7. Why are we considering a parking garage now?

The downtown parking study recommended short, mid and long term solutions. Many of the short term solutions have been implemented, including expanding and enhancing surface parking and increasing enforcement for 3 hour limited parking.

The City has seen robust development over the past four years, with 8 new businesses opening in 2019 and 11 more currently in development. As the intensity of use increases for the downtown area, parking needs increase. This garage presents a mid-term parking solution that fits the City budget and addresses parking for the Square in a convenient location. This project is expected to help address the additional parking needs due to increased activity so that visitors are not tempted to utilize on street parking in the adjacent neighborhoods.

8. Where can I park during construction of the parking garage?

We encourage visitors to the Most Beautiful Town Square in Texas to find additional parking in one of our many free parking lots downtown.

- *Red Poppy Lot at 9th and Main has 136 parking spaces available*
- *Sunflower Lot at 8th and Martin Luther King Jr. St. has 140 parking spaces available*
- *Daisy Lot at 5th and Austin has 108 parking spaces available*
- *County Parking Garage at 4th and Rock is free and available for public parking*

9. Will renovations at 101 E. Seventh St., the former Council Chamber and Municipal Court building, affect parking?

The City has agreed to provide use of a portion of the property that will become the garage for use during structural enhancements to 101 7th St. Staff is communicating regularly with the owner on project schedules. The current project schedule (as of August 2019) for those renovations has needed use of the City's ending property prior to the beginning of the City's project in early summer 2020, so no conflict is anticipated. Staff will continue to coordinate with the building owner to facilitate that schedule, and mitigate any conflicts which may arise if schedules shift.

10. What will happen to spaces next to Galaxy Bakery?

The 18 parking spaces next to Galaxy Bakery are included in the 47 total spaces for the Bluebonnet Lot. The City is considering the potential future use of this site.

11. Provide an update on surface parking lot construction north of Library. Why was a parking garage not built on the County property?

The Sunflower Lot is in the process of being expanded by 66 additional parking spaces. Recently the county buildings to the east of the existing parking lot were demolished to make way for the additional parking spaces. We anticipate awarding a construction contract for the parking lot in September and completing construction this Fall.

Fortunately the City and County were able to reach a mutually beneficial agreement for the use of the property. The buildings sat empty for a few years and a parking lot is useful for any visitor to our downtown. Since the property is owned by the County and leased by the City, we are unable to build a parking structure on the lot.

12. How many spaces were available in downtown in 2015? In 2019?

The 2015 Parking study included the Monument Café lot and the North Library parking lot and included 610 lot spaces. With the sale and development of city owned properties, 83 spots were reduced for public use. In addition, 24 spaces were utilized with the development of the Watkins building (on a non-city owned lot that was used by the public).

The expansion of the Sunflower lot (currently under construction) will net an additional 66 spaces.

The parking garage is expected to increase overall public parking by 153 spaces

<i>Sale of City Hall</i>	<i>Minus (-)</i>	<i>19 spaces</i>
<i>Development of Old Library</i>	<i>Minus (-)</i>	<i>40 spaces</i>
<i>Development of GCAT</i>	<i>Minus (-)</i>	<i>24 spaces</i>
<i>Development of Grace lot</i>	<i>Minus (-)</i>	<i>24 spaces</i>
<i>New Parking Garage</i>	<i>Minus (-)</i>	<i>47 spaces</i>
<i>New Parking Garage</i>	<i>Plus (+)</i>	<i>200 spaces</i>
<i>Sunflower Lot Expansion</i>	<i>Plus (+)</i>	<i>66 spaces</i>



Downtown Parking Garage

9.10.19

City Council Workshop

Purpose of Workshop

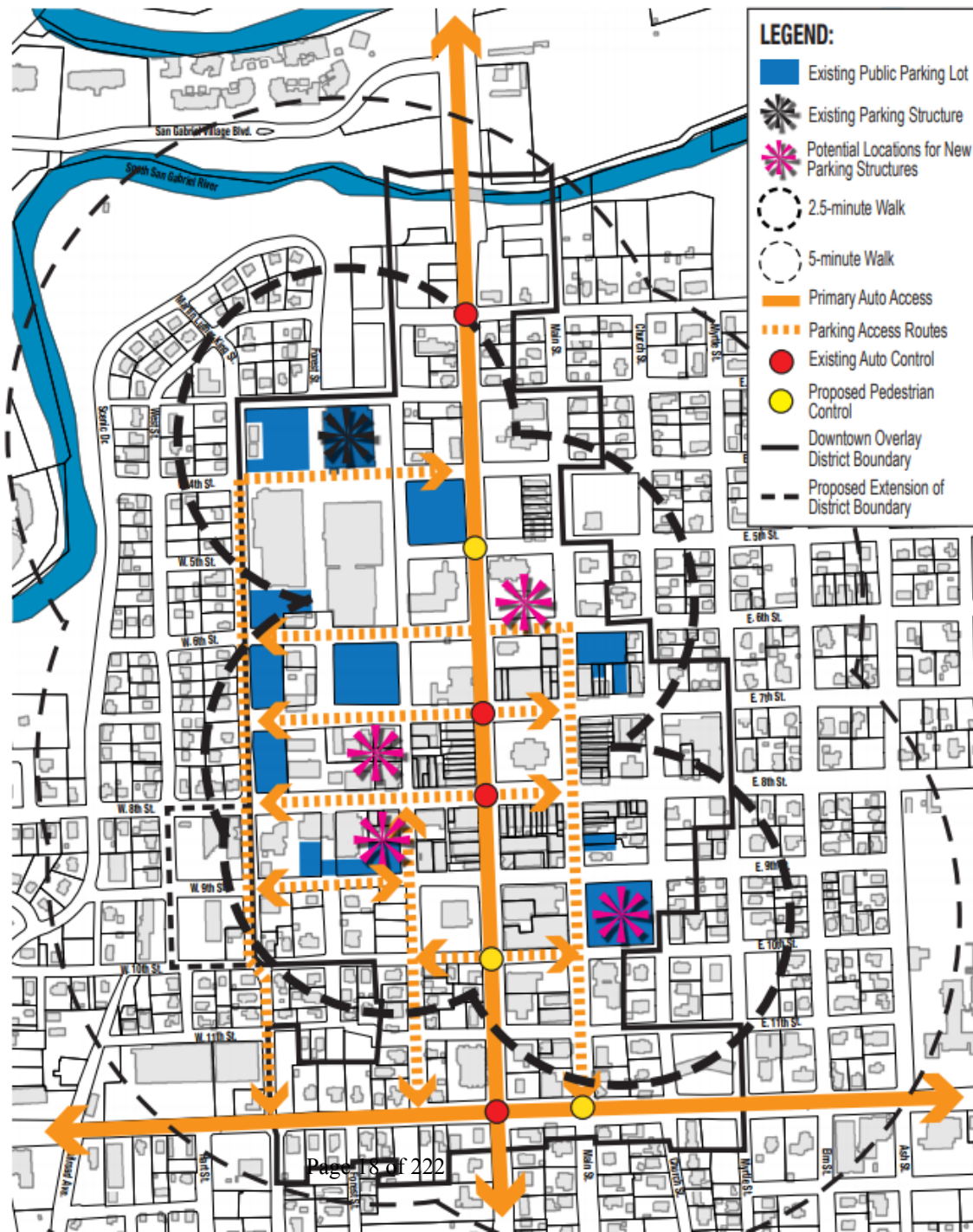
- Review background on downtown master planning for parking
- Provide update on project and plan for public outreach
- Get feedback and confirmation from council on scope of design and public outreach

Agenda

- **Background**
 - Downtown Master Plan (2014 Update)
 - Downtown Parking Study (2015)
 - Garage Planning and Funding
- **Steering Committee**
 - Plan for public outreach
 - Questions from group
- **Confirmation and Next Steps**

2014 Downtown Master Plan

- Chapter 5 – Auto Circulation and Parking
 - Consider parking a “utility”, not as a land use
 - Provides a service that customers use
 - Take a systems approach
 - Locate facilities where it will serve broad range of users
 - Contemplated multiple locations for structured parking
 - Initiate a parking study



2015 Parking Study

- Focus on the 9 block zone
 - Conducted Online Survey and Stakeholder Outreach
 - Included public workshop
 - Confirmed Existing Parking Inventory
 - Observed and Documented Existing Parking Occupancies & Turnover during:
 - Reviewed Existing Parking Policies and Management Practices
 - Developed recommendations and studied parking garage sites

Parking Study

- Location, Location, Location...
 - Downtown Parking Study shows through survey that people are willing to walk two to three blocks at most for parking



*Lot north of Monument Café not included

Parking Study Recommendations

- **Short Term**

- Enforcement
- Utilize existing assets

- **Mid Term**

- Complete surface lot expansion
- Study garage multiple locations

- **Long Term**

- Complete City Center – relocate employees
- Parking structures

Downtown Development 2015-present

- Increased demand for parking
- Increased development of dining and entertainment uses
- Sale of City facilities
- Overall economic growth in downtown
- Continued pressures for parking
- Downtown parking continued to be a priority for Council

New Construction & Building Large Renovations Projects:

Riverplace 32,000 SF
Smith Performance Center 14,500 SF

Riverbluff Multi-Family 21,000 SF
Watkins Development 9,000 SF



Riverbluff Multi-Family



Riverplace



Watkins Development



Smith Performance Center

New Construction & Building Large Renovations Projects:

Heritage Court	12,890 SF
Hitch Hall Building	11,600 SF
City Post Building	12,500 SF
Wish Well House	6,600 SF



Hitch Hall Building



Wish Well House



City Post Building



Heritage Court

Garage Planning

- 2018/19 Budget Planning process identified potential for smaller garage to address parking needs
 - Sale of City Council Chambers retained the surface parking lot
 - Smaller garage could be funded
 - Downtown Tax Increment Fund could absorb 50% of cost
 - Staff and consultant developed costs
 - \$5M

Garage Planning

- Council approved funding for budget in FY19 budget
- Bonds were issued for project in April 2019
- Staff/consultant began schematic design and testing
- Council set design committee for public input to drive design elements in June 2019

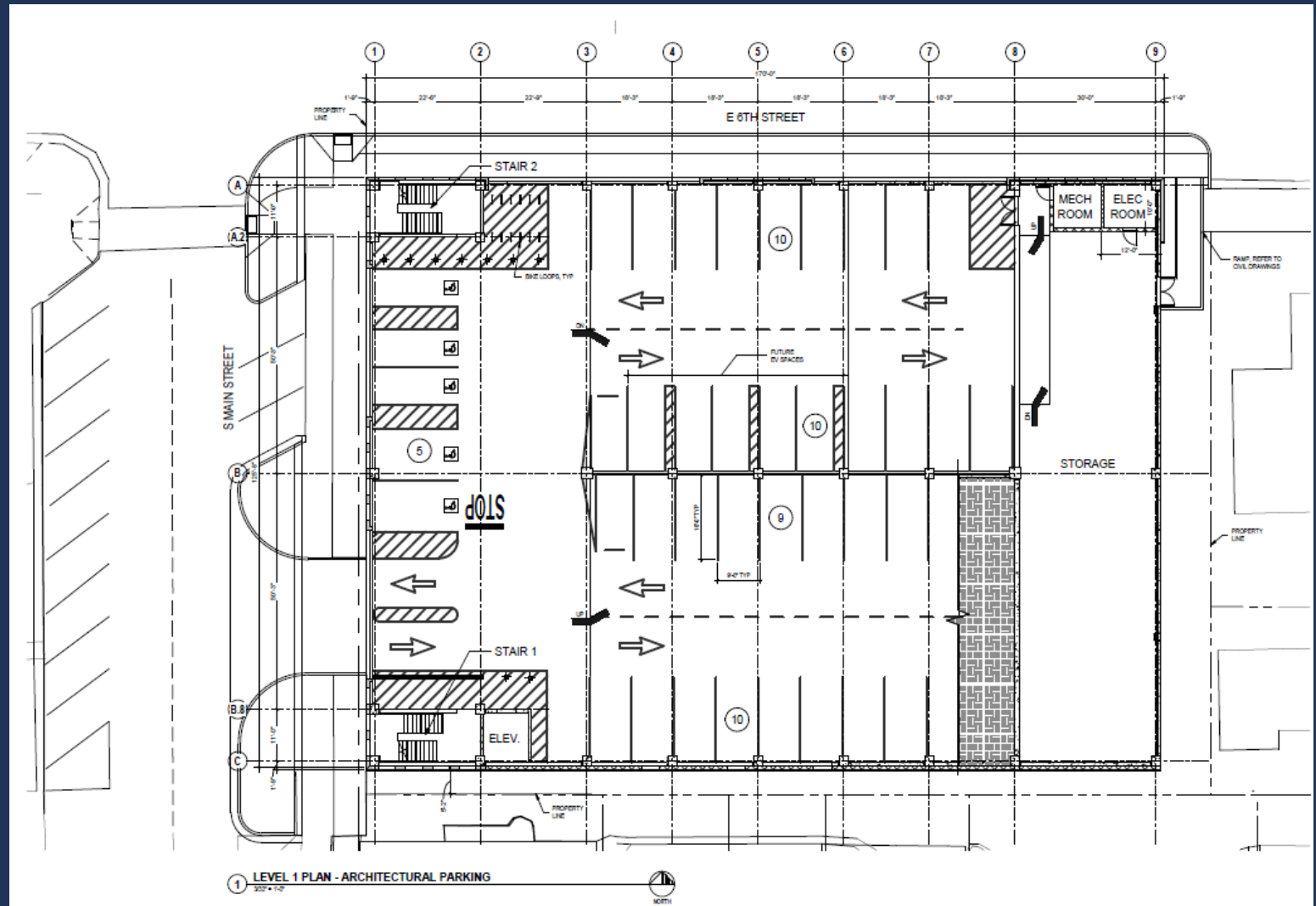
Benefits of Current Plan

- Continued support of local business investment
- Smaller garage can be funded at this time
 - Impact of additional 150 parking spaces within 2 years
 - Utilizes existing city-owned property
- Location - within 9 block downtown zone
- Provides spaces to provide alternative to parking in adjacent residential areas

Current Work in Progress

- 3 story – 4 level (44 ft)
- Approximately 200 spaces – 150 net new
- Schematic design based upon budget
- Cost per space – appx \$33K

Current Work in Progress



200 spaces

Approx 150
Additional
Parking
Spaces

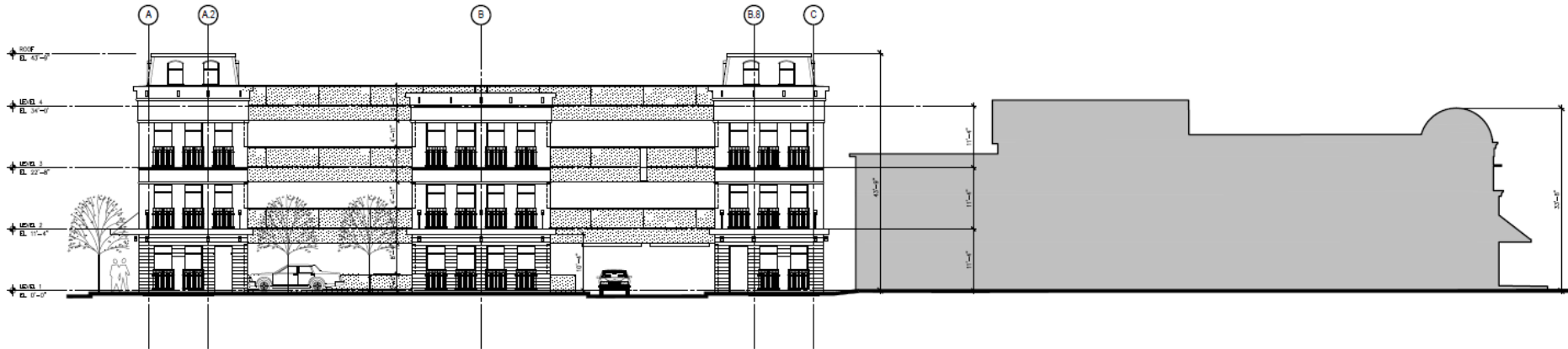
Schematic – conceptual, not design



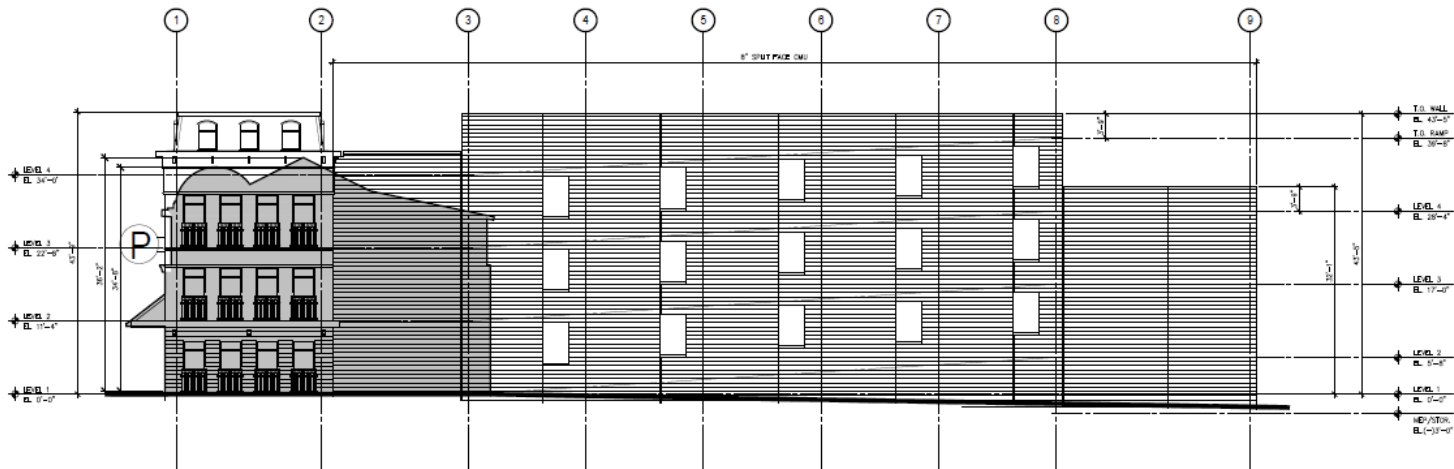
Current Work in Progress

- Utility Review
- Boring; soil samples
- Work with new council chambers owner for coordination of construction and utilities

Work with adjacent property on height



1 WEST EXTERIOR ELEVATION



2 SOUTH EXTERIOR ELEVATION

Public Engagement Plan

Goals for Engagement

- Seek as broad public input as possible.
- Utilize business owners as ambassadors of the public outreach efforts.
- Utilize up to date collection methods for collecting input combined with traditional meeting methods.

Education/ Outreach Topics

Education

- Where/What/Why of the Downtown Parking Garage
- Goals and Benefits of a parking garage

Outreach

- Material influences in the downtown area that should be considered for inclusion in this project
- Streetscaping –plants, lighting
- Activating ground level/pedestrian experience.
- Public Art- Community history exhibit incorporation
- Mass and Scale
- Architectural Character

Stakeholders

- Merchants
- Nearby residential owners
- Nearby comm. building owners
- Customers
- People who work downtown
- Preservation Georgetown
- DGA
- Neigh. Assoc. (city wide)
- Downtown Churches
- YPG
- Downtown / Old Town property owners

Engagement Strategies

Public Meetings

- Short Presentation
- Staff / Steering Committee present to address questions

Online Participation/ Meeting in a box

- Website survey- consistent survey across the community
- Opportunity for small groups to meet together and provide feedback

Building on existing outreach opportunities (in person and in writing)

- Join existing meetings and publications
- Schedule special meeting with specialized stakeholders
- Asking local businesses to promote via their social media accounts

Implementing the Engagement Plan

Stakeholder	Engagement Method
Merchants	Breakfast Bites 9/11 Meeting
Nearby Residential Owners	Postcard and in person meeting
Downtown Patrons	<ul style="list-style-type: none"> • Postcard by registers directing people to go to online survey • Market Days – table in courthouse
Nearby Commercial Building Owners	Postcard and in person meeting
People who work downtown	Breakfast Bites 9/11 meeting
Preservation Georgetown	In person meeting with opportunity to provide instant feedback

Implementing the Engagement Plan

Stakeholder	Engagement Method
Downtown Georgetown Alliance	In person meeting with opportunity to provide instant feedback
Citywide Neighborhood Associations	Email blasts from the neighborhood association lists, utilize neighborhood night out to distribute information
Downtown Churches	Meeting with email asking them to share survey link with parishioners
Young Professionals Group	On the table type conversation to solicit discussion and feedback
Downtown and Old Town Property Owners	Mailed postcard directing people to go to online survey

Downtown Parking Garage Steering Committee Update

Meetings Summary

- **June 24**
 - Introductions
 - Background - Parking study
 - Overview of design guidelines
- **July 22**
 - Art/Exterior options
 - Ground floor engagement
- **August 12**
 - Details about public outreach - the who/what/when/how
- **September 17**
 - Next Meeting

Open Questions

- Is the proposed location of the parking garage open for discussion?
- Is the size of the parking garage up for discussion?
- What are the top 3 goals for the parking garage?
- Your opinions/thoughts about including some form of retail/business on the ground floor.
- What are your expectations of the committee?

Public Input

City of Georgetown, Texas
Downtown Parking Garage Stakeholder Steering Committee
September 17, 2019

SUBJECT:

Provide an update on parking initiatives - Laurie Brewer, Assistant City Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Laurie Brewer, Assistant City Manager

ATTACHMENTS:

Description		Type
☐	Parking Study 9.2015	Backup Material
☐	Chapter 5 Auto-Circulation-Parking	Backup Material
☐	Background Info Presentation for reference	Backup Material



CITY OF GEORGETOWN, TX

DOWNTOWN PARKING STUDY

July, 2015

PREPARED BY:

Carl Walker

5136 LOVERS LANE, SUITE 200
KALAMAZOO, MI 49002
(269) 381-2222
www.carlwalker.com

Table of Contents

I.	Executive Summary.....	Page 1
II.	Introduction.....	Page 5
III.	Project Approach & Methodology.....	Page 6
IV.	Current Parking Inventory.....	Page 7
V.	Observed Parking Utilization.....	Page 10
VI.	Review of Parking Enforcement Program.....	Page 14
VII.	Summary of Stakeholder Interviews.....	Page 15
VIII.	Results of Online Parking Survey.....	Page 16
IX.	Design and Layout Issues With Existing Lots.....	Page 17
X.	Red Poppy Festival Observations.....	Page 21
XI.	Branding, Marketing & Communications.....	Page 27
XII.	Summary of Key Recommendations.....	Page 30

Exhibit A – Online Survey Summary Reports

- Customer Survey Summary Report
- Business Owner Summary Report
- Employee Summary Report

I. EXECUTIVE SUMMARY

Overview

Having some level of a "parking problem" can actually be a good thing for most downtowns because it indicates a high level of interest, vitality and commercial activity. However, if the lack of reasonably available parking becomes a major issue (whether real or perceived), it can hurt the downtown by driving away interest and economic activity. The City of Georgetown has been considering the development of structured parking in the downtown area for some time. The 2014 Downtown Master Plan Update and the Georgetown City Center Plan both identify structured parking as a key element to support the continued redevelopment of the core downtown area. Currently, the parking situation in and around the historic Town Square area is viewed by many to be particularly difficult.

Considering the above, **Carl Walker, Inc.** was retained by the City of Georgetown to analyze sites for structured parking and to develop concept designs for the preferred site identified through our site analysis. Phase one of our consulting work includes a downtown parking study and analysis. The primary purpose of this parking study is to focus specifically on short-term policy and management enhancements that can be implemented in the immediate to near term that will "buy some time" for the downtown area to improve parking conditions until structured parking can be brought online. Specifically, our analysis focuses on current parking conditions in terms of overall capacity, utilization of existing parking assets, current parking policies, physical design issues, management practices, and marketing, branding and communications.

Following is a brief summary of our primary findings that are documented and discussed in greater detail in the main report document. The summary below lists our primary findings more or less in order of importance, with the understanding that some issues may overlap. Our key recommendations to address the issues identified are included in **Section XI**.

Current Parking Supply & Utilization

Our analysis looked at all public parking within the Downtown Overlay District, but focused primarily on the nine (9) block Town Square area and adjacent public Library/City Center areas. Our field observations showed that both on-street and off-street public parking in the core Town Square area was effectively full during typical weekday lunchtime periods. The only parking within the 9-block Town Square area that was not effectively full during the peak weekday daytime period was the private Bank of America lot. All of the public City lots serving the Town Square were observed to be effectively full, operating at 95% to 100% of capacity. Likewise, on-street parking within the core 9-block area was observed to be full, with most block faces parked at 100% of effective supply.

It should be noted that the Williamson County Tax Office generates a significant amount of customer traffic during weekday daytime periods, with an average of 1,500 to 2,000 visitors per week during normal activity periods. During the peak tax season in late December and early January, as many as 1,000 customers a day are served by the County Tax Office. The City public lot at 9th and Main Streets is therefore well utilized during typical weekday daytime periods. Conversely, this 136-space public lot showed ample parking availability during evening periods that were observed during the prime holiday season on Saturday December 20th, 2014 and during

the First Friday event that was observed on February 6, 2015. On-street parking utilization within the Town Square area remained very high at 90% or greater occupancies during all of the evening events that were observed.

Location of Public Parking Lots

While the City lot at 9th and Main showed good daytime utilization, the 126-space north City lot at 4th and Austin showed relatively low utilization during all periods observed. Even during the peak daytime period at noon on February 5, 2015 the north City lot was observed to be operating at only 53% of capacity, with 55 parking spaces open and available. The north City lot was observed to be operating at an average of 33% of capacity during the evening observation periods. This low level of utilization is due primarily to the lack of proximity of the north City lot to the primary parking demand generators located within the Town Square core area. As **Figure 3** on page 8 clearly illustrates, there is a large amount of surface parking west of Austin Avenue, but a very scarce amount of off-street public parking east of Austin Avenue within the immediate Town Square area.

Lack of Dedicated Parking Enforcement

Our parking turnover analysis was performed during a weekday on February 4, 2015 and included a total of 213 on-street parking spaces within the immediate Town Square area. The results of our turnover analysis revealed that 7.5% of the on-street spaces observed had cars parked all day, with 6.1% of cars parked over five hours and 9.9% of cars parked for over four hours. This represents a total violation rate of 23.5%. This translates to 50 prime on-street parking spaces that were consumed by long-term parkers. As of June 30, 2015 there were a total of 57 parking tickets issued since the beginning of the calendar year. This an extremely low number of tickets issued, even for a relatively small downtown like Georgetown.

The lack of dedicated enforcement stems largely from the current vendor contract that has an unrealistically low manpower budget. However, the fact that there is no parking enforcement technology in place is a compounding factor. The current non-computerized paper-based ticket writing system that utilizes physical chalking of tires is extremely time consuming, inefficient and prone to abuse. The purchase of modern parking enforcement technology, revised fine structures and a more dedicated level of manpower effort are among the primary recommendations included in **Section XI** of this report.

Business Owners and Employees Parking in Prime On-Street Customer Spaces

Largely due to the lack of dedicated parking enforcement, our field observations verified that there is a high degree of business owners and employees parking on-street within the core Town Square area. In fact, we believe our turnover analysis results may have been skewed by the fact that many shop owners and employees observed our field technicians recording license plate numbers and in response moved their cars during the course of the day.

The results of the online parking survey confirmed the parking behaviors of business owners and employees to a rather startling degree. When the survey results were filtered between customers, business owners and employees, it was eye opening to see that 60% of business owners indicated that they typically park on-street. As a group, business owners also showed the lowest tolerance for walking from their parking spot to their destination, with employees showing a slightly higher

tolerance for walking more than one block. Interestingly, it was the customer group that demonstrated the highest level of tolerance for walking more than one block to their destination. These negative parking behaviors from business owners and employees can be addressed through a combination of increased parking supply, more dedicated and consistent parking enforcement, and through consistent messaging and communications.

Physical Layout Issues of Existing City Lots

One issue that we observed early in our analysis was the rather poor functional layouts and internal traffic circulation patterns of the existing public parking lots. Both the south lot and north lot contain numerous "dead end" parking bays that hamper access to end-bay parking stalls and which negatively impact internal circulation and traffic flow. The City lot at 6th and Main has a one-way traffic pattern that we believe is laid out in the wrong direction. As a result, there are "Do Not Enter" signs and no access to this lot to serve 7th Street businesses and customers. The main Library parking lot also has a one-way traffic pattern and numerous "Do Not Enter" signs that we believe are confusing and uninviting to those visiting the Central Library.

Section VIII addresses these physical design and layout issues and includes very preliminary revised layouts that we believe will result in better access and traffic flow in the existing City lots. It should be noted that the revised layouts that we are showing result in no net loss of parking.

Branding/Marketing/Communications

Main Street Georgetown and the Georgetown Convention & Visitors Bureau (CVB) do a very good job with marketing and communications material promoting the downtown. All of the printed material we reviewed was high quality, visually appealing and very professional. However, none of the printed material we examined included any information on parking. For example, the "Guide for New Downtown Business Owners" published by Main Street Georgetown includes good information on permitting through various City departments, available grant and loan programs and design assistance services - but no information about downtown parking regulations.

Likewise, the "Visit Georgetown" brochure produced by the CVB contains a wealth of information on the history, attractions, lodging, dining, retail and special event opportunities downtown - but no information or maps about downtown parking. Neither the CVB website nor the Downtown Georgetown Association website have any information about parking. The Main Street Georgetown website does have some information on directions to downtown and information on parking time limits, but there is no parking map to show specifically where public parking is located.

We believe that a more concerted effort to brand, market and communicate parking locations and regulations could help the overall parking situation. This would include naming the public parking lots, signing individual locations, installing better wayfinding signage, and preparing better web-based and hard copy parking maps. Examples of good websites and parking maps from other downtown parking programs are included in **Section X**.

Red Poppy Festival Observations

Our final Phase I trip to Georgetown was to observe the annual Red Poppy Festival, which was held this year on April 24th - 26th. We were very impressed with the quality and turnout for this

wonderful community celebration event. City, CVB and Main Street staff all did a masterful job with event planning, programming, set-up, logistics and overall coordination. However, from a parking and traffic standpoint, we observed a number of areas where we believe the festival could be enhanced in the future. In addition to some traffic re-routing recommendations and enhancements to the remote shuttle operation, our primary recommendation is to provide more active event parking management by using parking flaggers to direct parkers to fill parking areas in a more planned and organized manner.

Additional recommendations center on safety improvements to better separate pedestrians from vehicles, and nighttime lighting improvements west of Austin Avenue along Rock Street and at Williamson County surface lots that are heavily used during the Poppy Festival. Our Red Poppy Festival observations and specific recommendations for parking and traffic enhancements are included in **Section IX**.



****END OF SECTION****

II. Introduction

Downtown Georgetown is a vibrant and active destination area that features a beautiful historic Town Square that includes a variety of quality restaurants, retail shops and personal service businesses. Cultural and entertainment venues are also located downtown that include the very active Central Library and Palace Theater. The downtown and Town Square host a number of popular events and festivals such as the First Friday events, the Georgetown Swirl, Market Days, art festivals, and the very popular annual Red Poppy Festival.

The downtown area also serves as an employment center for both City and County government. Williamson County has a significant physical and employment presence in the downtown area, with most of its services concentrated in the northwest quadrant of the Downtown Overlay District. Primary County buildings include the historic Central Courthouse, the Justice Center and County Jail, the County Sheriff's Office and Emergency Medical Services. The County Tax Office is also located downtown and is served by the City public lot located at 9th and Main Streets. Aside from the Central Courthouse and Tax Office, most of the County buildings are self-contained in terms of parking, served by County-owned surface lots and the 500-space parking structure located at 4th and Rock Street.

City government is also located downtown, but is not currently centralized in a single location. Instead, City staff and services are dispersed throughout the downtown area and located in the City Hall building at 8th & Main Streets; the Municipal Court building located at 7th & Main Streets; the Georgetown Art Center building 9th & Main; and in the GCAT building located on 9th Street between MLK and West Streets. In February of 2015, the City's Department of Public Safety (DPS) moved from the Historic Light and Water Works building at 9th and MLK to a new facility constructed approximately seven blocks east of the downtown area. This move by DPS is one of the first elements of a City Center Master Plan that will centralize City services into a new campus featuring a renovated old library building that will serve as a New City Hall.

In early 2014 the City updated the Downtown Master Plan. A major element of the Update was the City Center Master Plan mentioned above. Both of these master planning documents include recommendations for creating structured parking in order to accommodate additional growth and development in the Downtown Overlay District. Recognizing this need for structured parking, **Carl Walker, Inc.** was retained by the City of Georgetown to provide site analysis and concept design services for the preliminary planning and design of a parking structure to serve the downtown and Town Square areas.

Realizing that the actual construction of a parking structure may take time to be brought online, the first phase of our consulting work involves performing a parking study of the downtown core area. Specifically, our analysis focuses on current parking conditions in terms of overall capacity, utilization of existing parking assets, current parking policies, physical design issues, management practices, and marketing, branding and communications. The desired outcome of the parking study is a set of recommendations that can be implemented in the immediate and near-term that will improve parking conditions in the downtown area, with specific emphasis on the core 9-block Historic Town Square area.

III. PROJECT APPROACH & METHODOLOGY

Our parking analysis includes observations of public parking facilities and activity patterns in the entire Downtown Overlay District, but the primary focus area for the parking study is the core 9-block Town Square and the proposed City Center campus to the immediate west of the Town Square (see **Figures 1, 2** below). The first step in our process was to document the existing parking supply and inventory. Once the parking supply was confirmed, field technicians observed and documented actual parking occupancies on-street and at all surface lots to include both public and private off-street parking facilities. These parking occupancy surveys were performed during four different time periods in an effort to document parking activity during normal daytime conditions, as well as downtown special events. Our field observations were conducted on the following dates/times:

- A Holiday season Saturday on December 20, 2014
- Two weekday daytime periods on Wednesday/Thursday February 4th & 5th, 2015
- The First Friday evening event on February 6th, 2015
- The Red Poppy Festival held April 24 - 26, 2015

The parking study field observations included an on-street parking turnover analysis on primary streets within the Town Square core three-hour parking area. For this analysis, field technicians performed hourly patrols every hour on the hour from 8:00am to 5:00pm to record partial license plate numbers of parked cars. License plate logs were then analyzed to determine how many vehicles were parked longer than the permitted time limit of three hours. The results of our parking occupancy surveys and turnover analysis are included in **Section V** below.

Stakeholder outreach was a very important element of our overall parking study work effort. Our outreach efforts included an online survey that received a very high response rate, and extensive one-on-one and small group interviews. The stakeholder interviews were conducted over the course of a full day of "office hours" where the consultant team reserved meeting space in the Central Library and allowed interested stakeholders to set up appointments to speak directly with the parking consultants. A summary of the stakeholder interviews and online survey results are included in **Section VII** and **Section VIII**. A summary of the online survey results and a brief review of some of our preliminary findings was also presented in a well-attended public workshop held at the Central Library on March 11, 2015.

One of the final elements of our analysis included a fourth field trip to Georgetown to observe parking and traffic activity during the annual Red Poppy Festival. **Section X** summarizes our observations, key findings and recommendations regarding possible enhancements and improvements that we believe can help to relieve traffic congestion and improve parking access at future Red Poppy Festivals.

Additional elements of the parking analysis that are included in the following sections of this report include a review of the parking enforcement program, commentary on the physical design and functional layout of the existing City-owned public parking lots, and observations and commentary on parking branding, marketing and communications.

Figure 1 - Downtown Overlay District Showing Parking Study Focus Area

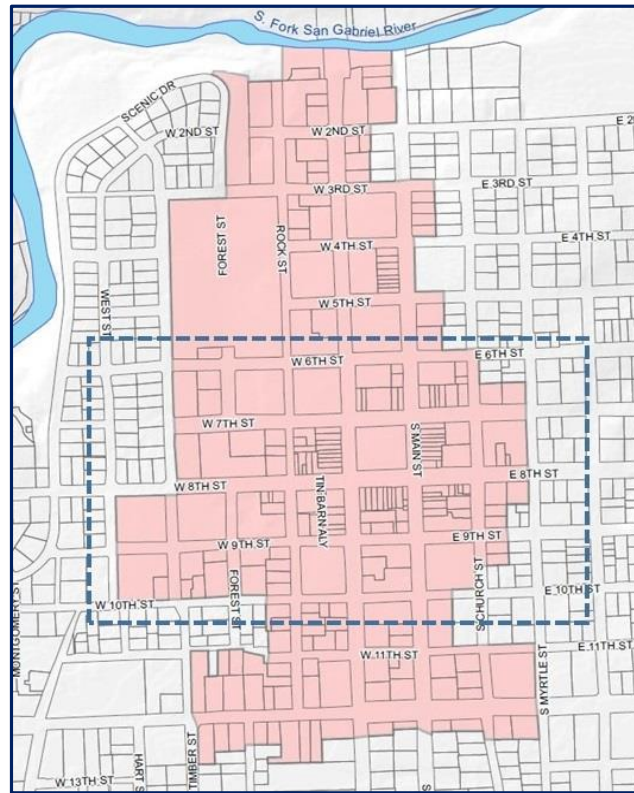


Figure 2 - Parking Study Focus Area



IV. CURRENT PARKING INVENTORY

On-Street Parking Inventory

On-street parking in the 9-block Town Square core area consists primarily of angled, pull-in parking. Side streets outside of the square and to the west of Austin are primarily parallel parking. All of the on-street parking surrounding the Town Square is free, time limited parking with a three-hour time limit. On-street parking outside of the immediate Town Square area is free, no time limit parking. It should be noted that 9th Street between Rock and Main Streets was under construction during our data collection field observations due to the construction of new sidewalks as part of the City's ongoing sidewalk improvement program. Based on our inventory counts, there were a total of 640 on-street parking spaces within the parking study focus area. **Figure 4** on the following page shows on-street parking spaces by block face, with red lines indicating no parking areas.

Off-Street Parking Inventory

Off-street parking includes public surface lots owned by the City of Georgetown, parking lots owned by Williamson County, and privately owned lots serving individual land uses. Some of the parking spaces in the County lots are reserved for police or other County employees, but most are unassigned parking that is open to the general public. As shown in **Figure 5** on the following page, there are a total of 1,069 off-street parking spaces in the parking study focus area, with a breakdown as follows:

City Public Parking Lots:	610 Spaces
County Lots:	237 Spaces
Private Lots:	222 Spaces
Total Off-Street	1,069 Spaces
Total On-Street	640 Spaces
TOTAL STUDY AREA	1,709 Spaces

As **Figure 3** below clearly illustrates, a significant parking challenge for the Town Square is the overall lack of off-street parking capacity east of Austin Avenue within the 9-block core area.

Figure 3 - Surface Parking Directly Serving the Town Square

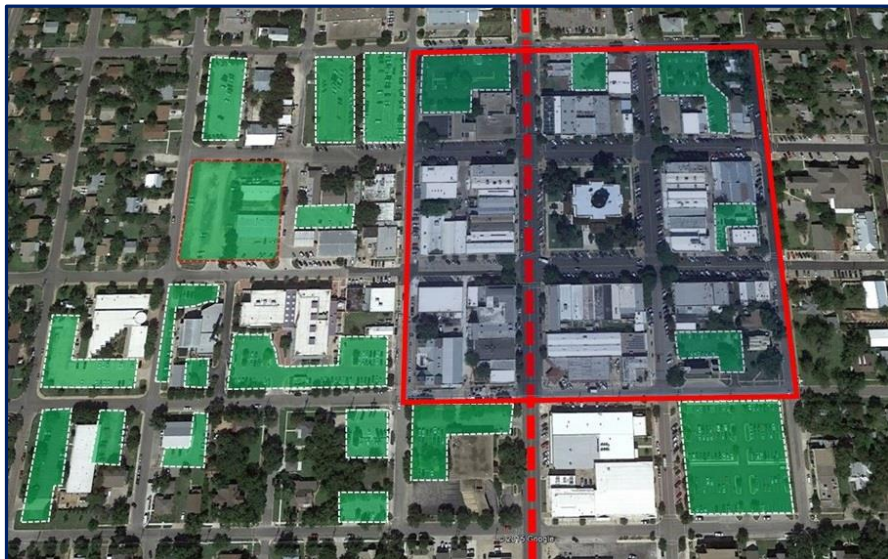


Figure 4 - On-Street Parking Inventory

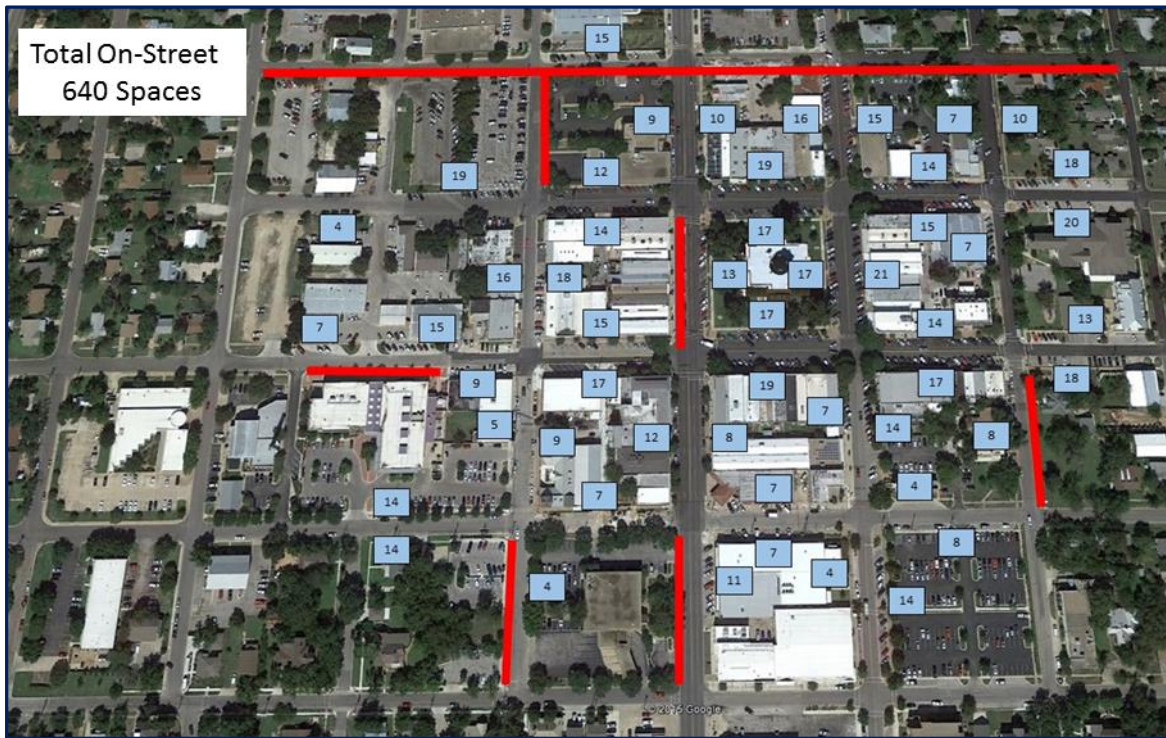
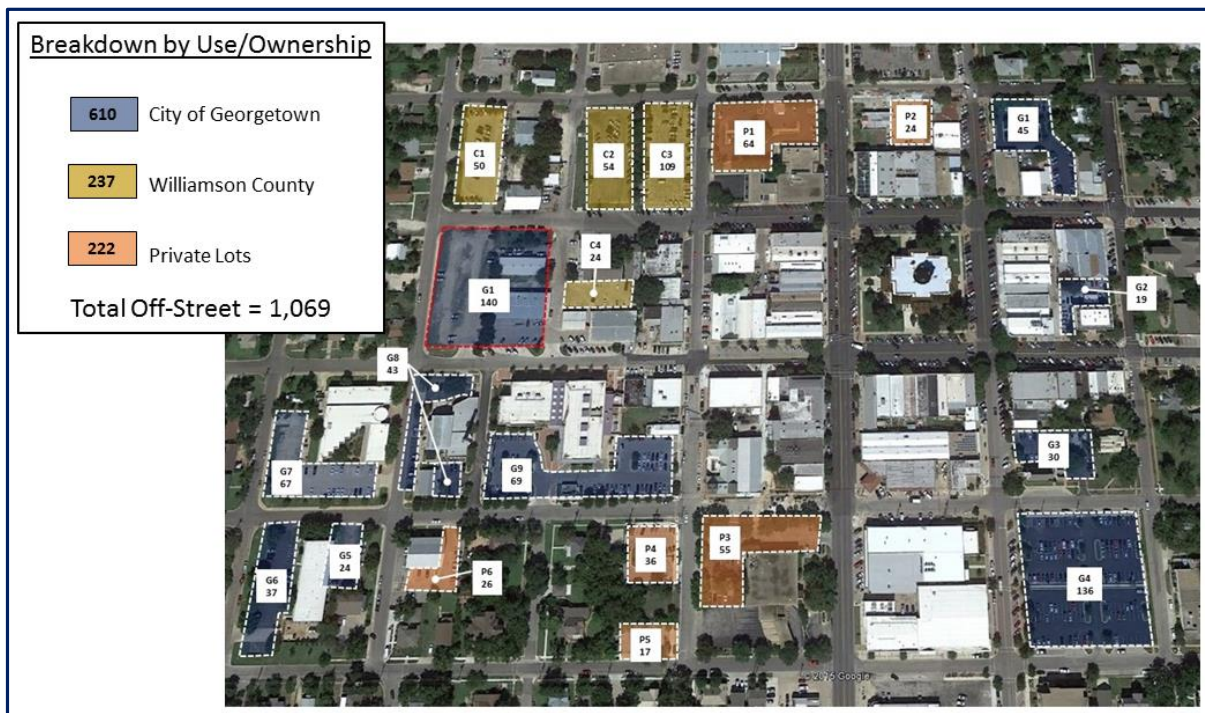


Figure 5 - Off-Street Parking Inventory

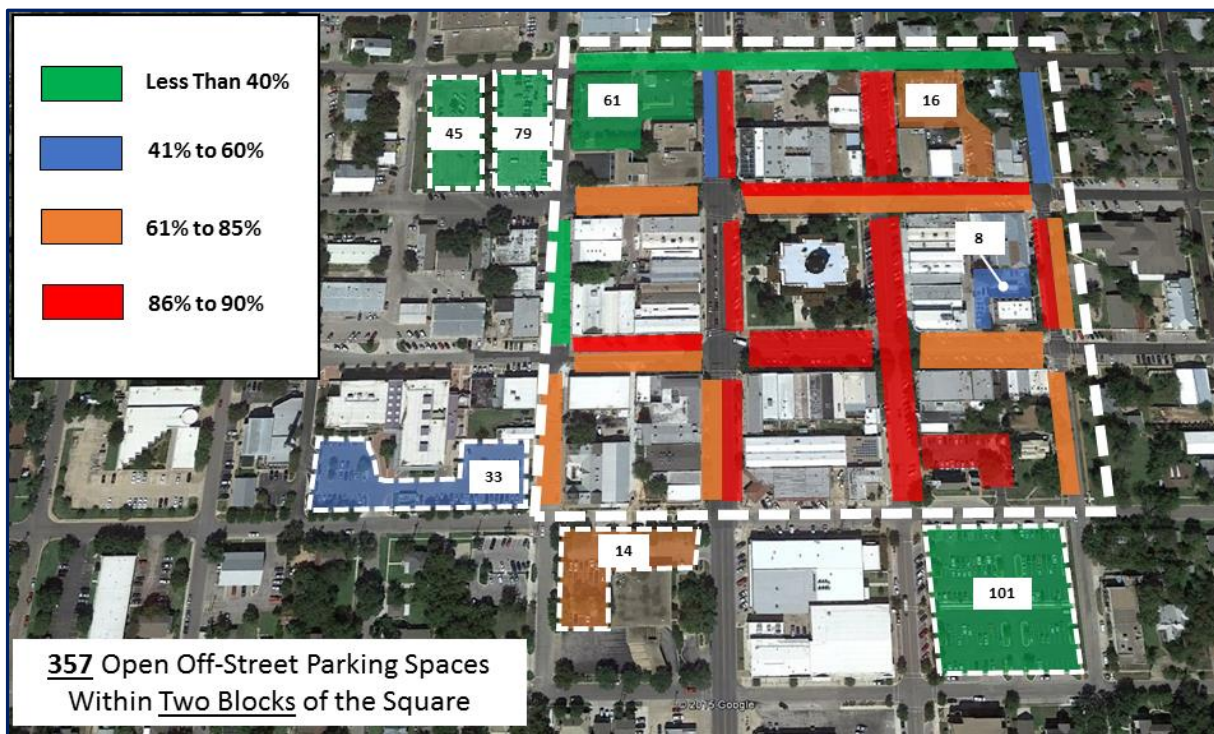


V. OBSERVED PARKING UTILIZATION & TURNOVER

As the series of "heat maps" below and on the following pages visually demonstrate, parking demand is very high within the 9-block Town Square core area. Daytime parking demand is especially high. In fact, the overall peak parking period observed at Noon on Thursday February, 5, 2015 showed that the Town Square area was effectively full, with nearly all of the public parking operating at 90% or greater utilization. The only off-street lots showing available parking capacity during this peak demand period were the private bank lots at First Texas Bank south of the Square, and at the Bank of America lot located at the northwest corner of the Square.

It should be noted that industry standards consider parking facilities to be effectively full when operating above 90% of total parking capacity. This is due to parkers getting frustrated circulating a facility looking for the few remaining open spaces. Parking facilities are considered to be operating at maximum efficiency when peak demand remains at or below 85% of total capacity.

Figure 6 - Peak Parking Utilization Observed Saturday December 20, 2014 (6:00pm)



- Numbers in text boxes indicate available/open spaces
- On-street parking shows overall high utilization during peak demand
- Some blocks parked at over 90%, but many blocks operating below maximum capacity
- Note that the City lot at 9th & Main shows ample available parking

Figure 7 - Peak Parking Utilization Observed on Thursday, February 5, 2015 (12:00pm)



- Most on-street parking in the Town Square and all City surface lots effectively full
- Some on-street availability along Church Street and Austin Avenue
- 9th & Main City lot and Central Library main lot effectively full
- Bank of America lot had 27 open spaces at Noon peak demand period
- First Texas Bank lot had 21 open spaces at Noon peak demand period

****THIS SPACE INTENTIONALLY LEFT BLANK****

Figure 8 - Peak Parking Utilization Observed on First Friday, February 6, 2015 (6:00pm)



- *Bank of America lot nearly empty with 60 open spaces at 6:00pm peak demand period*
- *First Texas Bank lot effectively full due to event at Palace Theater*
- *9th & Main City lot had 54 open spaces during peak demand period*
- *Grace Church lot had 16 open spaces during peak demand period*
- *Central Library main lot well utilized due to event at Palace Theater*
- *All County and City lots west of Rock Street were essentially unused*

Figure 9 - Existing Signage at First Texas Bank vs. Bank of America Lot

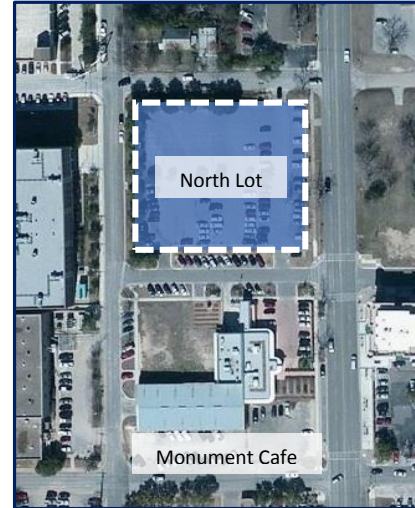


- **First Texas signs allow for open parking during non-banking hours**
- **Bank of America signs threaten 24/7 towing for non-bank parkers**

North City Lot

The City public lot located between 4th and 5th Streets along Austin Avenue was observed to operate at consistently low utilization levels. The highest utilization observed at the North Lot during the Noon peak demand period on Thursday, February 5th was 53%. This translates to 57 open and available parking spaces. The average utilization observed during the evening count periods on December 20, 2014 and the First Friday event on February 6, 2015 was 33% of total supply. This translates to a total of 84 open and available parking spaces on average during observed evening peak demand periods.

Because of its lack of proximity to the Town Square, this City lot is not in high demand. It mainly serves the Monument Café as the primary nearby land use, and provides spillover parking for Tamiro Place.



Results of On-Street Parking Turnover Analysis

The results of our parking turnover analysis indicates that there is a significant amount of abuse of the on-street three-hour parking spaces. The documented violation levels of the three-hour time limit was as follows:

Cars Parked All Day (16) =	7.5%
Cars Parked Longer Than Five Hours (13) =	6.1%
Cars Parked Longer Than Four Hours (21) =	9.9%
Total Cars in Violation of Time Limit =	23.5%

This **23.5%** of cars parked in violation of the posted time limit represents a total of fifty (50) parking spaces out of 213 total spaces that were illegally used by longer-term parkers, and likely not used by customers.

As stated earlier, we believe the results of our turnover analysis may be skewed in that a number of business owners and employees saw our field technicians recording license plate numbers and were observed to be shuffling cars within the three hour zone to avoid violations.



****END OF SECTION****

VI. REVIEW OF PARKING ENFORCEMENT PROGRAM

Parking enforcement of the three-hour free zone is performed by a private security vendor under a contract with the City of Georgetown. Main Street Georgetown administers the contract and oversees the vendor on behalf of the City. The current vendor is operating under a two-year contract that effectively began on January 1, 2015. The contract is based on total labor hours and requires the vendor to perform an "estimated 25 hours a week" of parking enforcement by an attendant, with an additional of five hours per week for a supervisor, for an annual total of \$28,600.

The contract requires the vendor to supply any parking technology to be used, which is currently a PDA (smart phone) that is used to access the spreadsheet of parking warnings and violations. Actual parking tickets are paper-based and not computerized. There is no back-end ticket management or processing technology, other than an Excel spreadsheet that is manually updated to record warnings and tickets issued per license plate. Enforcement of the three-hour parking zone is performed by enforcement patrols that physically chalk tires of parked cars.

Parking fines are established by City ordinance and include a graduated fine structure as follows (based on tickets issued by license plate per calendar year):

First Violation:	Warning Only
Second Violation:	\$20
Third Violation:	\$50
Fourth Violation:	\$100

As mentioned above, parking tickets are tracked by using an Excel spreadsheet that is accessed in the field by the enforcement officer. When a vehicle is observed to be parked over the time limit, the enforcement officer must review the spreadsheet to determine if the vehicle in violation has had any previous warnings or tickets issued to determine what type of fine or warning to issue. This process is time consuming and very inefficient. The physical chalking of tires is also very labor intensive and prone to abuse by parkers who simply wipe the chalk mark off their tires. The graphs below show the historic number of tickets issued for the past five years. (Note that the numbers for 2015 are through June 30, 2015).

These are very low enforcement statistics in terms of the number of tickets issued per year. During the course of our field work, we did not observe any active enforcement by uniformed enforcement personnel. The high level of non-compliance that was documented during our parking turnover analysis indicates that the current level of parking enforcement is insufficient. We believe the lack of dedicated and consistent parking enforcement is the most significant weakness in the Georgetown parking system at this time.

Total Tickets Issued



VII. SUMMARY OF STAKEHOLDER INTERVIEWS

Individual & Small Group Meetings

Stakeholder outreach was an important element of our overall work effort for the parking study. **Carl Walker** personnel met with key City staff as well as numerous stakeholders in both small groups and individually to gain an understanding of prevailing parking issues, attitudes and perceptions. The list of individual stakeholders/businesses/institutions interviewed is included below. With the exception of the owners of the Monument Café and El Monumento, all of the individuals interviewed expressed the belief that there is currently not enough parking to support the Town Square. Most of the individuals interviewed supported the concept of structured parking.

The most common and prevailing belief expressed by stakeholders was that County Courthouse employees are parking in the three-hour on-street spaces surrounding the Town Square for extended periods. The other most common theme was that there is little to no parking enforcement occurring. Other than these two predominate themes conveyed by most individuals, there were no other strong opinions expressed regarding the current parking situation. However, we did hear from some residents regarding concerns about building a parking structure on the south lot at 9th & Main Streets. The primary concern being the potential for increased traffic volumes in the residential neighborhood east of Myrtle Street.

List of Individuals, Businesses and Institutional Stakeholders Interviewed

Williamson County: Facilities Director & Tax Office Manager
 Central Library: Library Director
 Palace Theater: Executive Director
 Georgetown Business Association: President
 Tamiro Place: Francisco Choi
 Developer: Sam Pfister
 Gumbo's Restaurant: Chris Damon, Sarah McGrew
 Hummingbird Hollow: Erland Schulze
 Inspiration Glass: Susan Dittmar
 Monument Café: Rusty Winkstern
 Resident: Larry Olson
 The Union on 8th: Justin Bohls
 The Escape: Len Lester
 Roberts Printing: John Montgomery
 Resident: Jackie Barnett

Public Workshop Meeting

A public workshop meeting was held on March 11, 2015 at the Central Library. The workshop was well attended and focused primarily on initial observations from the consultant team and on the results of the online parking survey. While it was a common belief from most in attendance that employee and business owners display a tendency to park on-street in the three-hour spaces, the actual statistics that were shown from the survey results surprised many in attendance in terms of the number of employees and business owners who indicated that they typically park on-street.

VIII. RESULTS OF ONLINE PARKING SURVEY

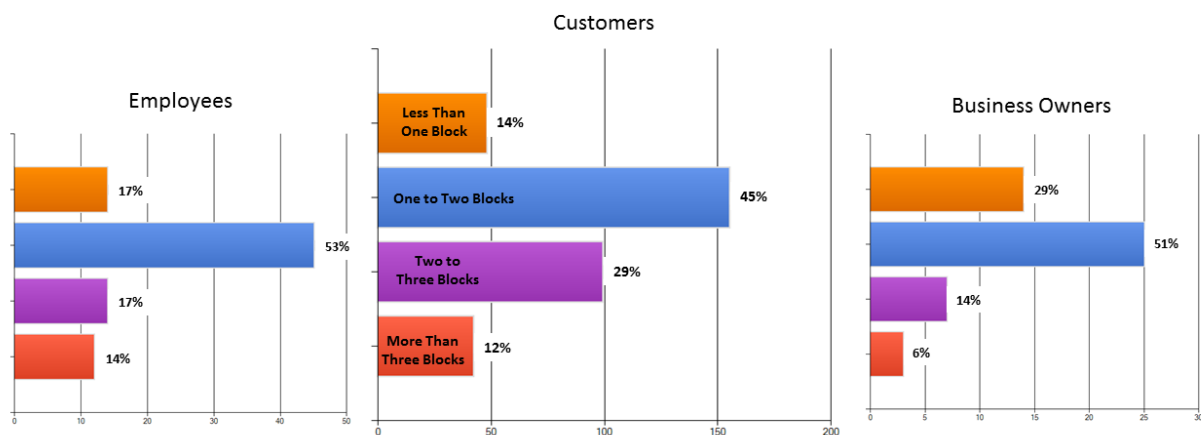
An online parking survey was conducted in February/March that was open for approximately three weeks. The survey participation rate was extremely high, with a total of 570 completed surveys. It is worth noting that the survey parameters were set up to allow for only one completed survey per computer IP address to help assure that no one individual or group could skew the survey results. The survey was able to filter responses by user group to include respondents who identified themselves as: "Customer/Visitor"; "Business Owner"; "Employee"; and "Live Downtown". The breakdown of completed survey responses by user group was as follows:

Customer/Visitor =	351
Employee =	86
Business Owner =	50
Live Downtown =	29
Other =	45

The survey results provide a wealth of information in terms of parking preferences, perceptions and attitudes of the various downtown user groups. The results also help to confirm geographic and demographic characteristics of the Georgetown customer and employment base. Some of the more eye-opening results indicate that customers appear more willing to walk a greater distance from their parking spot to their destination than business owners and employees. While it was not surprising to see that 63% of customers indicate they prefer to park on-street, it was surprising to see that 60% of the business owners and 53% of employees indicated that they typically park on-street, with many of them likely violating the three-hour time limit.

Other themes that came out of open-ended questions indicate that there is support for greater parking enforcement during the day, but not after 5:00pm; and that customers appear to be willing to pay at least some of the cost to build and maintain parking facilities through user fees. Full summary reports for each user group are included in **Exhibit A** at the end of the main report document.

**Figure 10 - Survey Response to Q#10:
"What Distance is Acceptable to You for Walking from Your Car to Your Destination?"**



IX. DESIGN AND LAYOUT ISSUES WITH EXISTING LOTS

One of the first issues we noticed at the start of our field work was the functional layout and traffic flow patterns of existing City of Georgetown public parking lots. Both the south lot at 9th & Main and the north lot at 4th & Austin have dead-end parking bays. These dead-end configurations make end-bay parking spaces difficult to maneuver into and out of, and they restrict traffic flow and ease of access within the lots.

We believe the Central Library main parking lot is confusing due to its one-way traffic configuration, over-abundance of "Do Not Enter" signs and lack of traffic directional surface arrows. Similarly, the Municipal Court public lot located along Main between 6th and 7th Streets has a one-way traffic pattern that we believe is not ideal, with "Do Not Enter" signs prohibiting access from 7th Street. We believe all of the existing surface lots have layout and traffic circulation issues that could be improved by modifying the functional designs. Very preliminary design concepts for revised traffic patterns and functional layouts are included below.

Figure 11 - Central Library Main Parking Lot



Figure 12 - Municipal Court Lot 7th Street Access



Figure 13 - North Lot Existing Layout

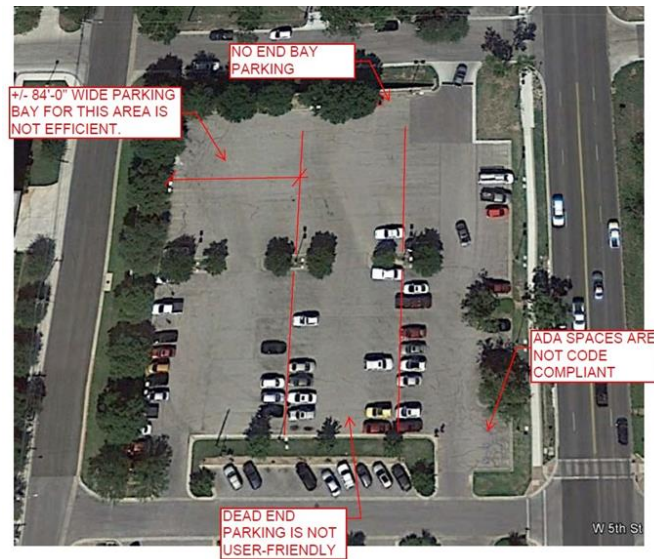
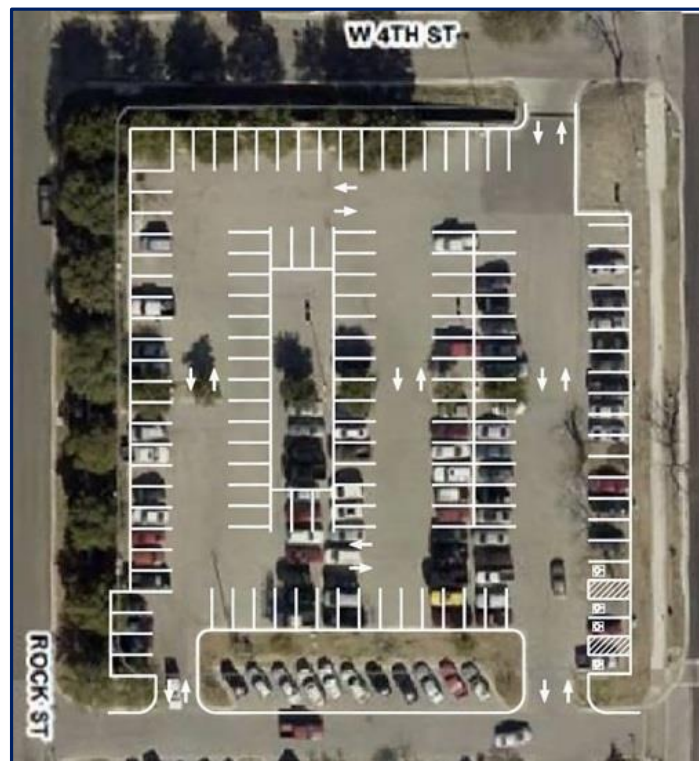


Figure 14 - North Lot Proposed Layout



Eliminates Dead-End Parking
Much Better Traffic Flow & Ease of Access
Net Gain of +2 Parking Spaces

Figure 15 - Central Lot Existing Layout**Figure 16 - Central Lot Proposed Layout**

Allows Cars to Enter From 7th Street
Eliminates "Do Not Enter" Signs
Better Internal Traffic Flow
Net Gain of +2 Spaces

Figure 17 - South Lot Existing Layout**Figure 18 - South Lot Proposed Layout**

Eliminates Dead-end Parking
Improves ADA Parking Spaces
Better Internal Traffic Flow
New Access from Main Street
Net Gain of +3 Spaces

X. RED POPPY FESTIVAL OBSERVATIONS

The Red Poppy Festival is a wonderful event that is extremely popular. The event draws thousands of people to the downtown area over the course of a three-day weekend. As mentioned in the beginning of this report, City staff and event organizers should be commended for all of the hard work that is involved in terms of pre-planning, organizing and logistical setup for this major annual community event. Based on our attending and observing this year's festival, we did observe areas where improvements could be made regarding parking and traffic management.

Our key Red Poppy Festival findings include:

- There was no active special event parking management or manual traffic directing for vehicles entering the event area and trying to park. Event attendees were left to circle Rock Street and MLK searching for a close-in parking space when there was available parking in County lots and in the County garage.
- The Williamson County Garage was observed to be under-utilized at all times during the event. There were a total of 240 open parking spaces during the peak demand period, which occurred at 11:00am on Saturday, April 25th (during the parade). During all other car counts performed in the County garage, there was an average of **325 open parking spaces** throughout the entire three-day event.
- The remote shuttle lot operation at the First Baptist Church had ample parking capacity and great volunteer/vendor support, but the shuttles were experiencing hour-long headway times due to traffic backups at the traffic lights on University Avenue west of I-35 and Austin Avenue.
- The Red Poppy webpage included some information on event parking and the remote shuttle lot, but there was no online map of parking facilities. Similarly, the webpage traffic information directed all people to the extremely busy intersection of University Avenue and Austin Avenue, with no information provided on entering downtown from the much less congested north approach.
- The printed Red Poppy Festival program was well done graphically and it included great information on the event schedule and list of vendors. However, we found the map to be very confusing because it was oriented with the east direction at the top of the map, instead of the more customary north direction at the top of the map. Also, the program map had no references to event parking.
- Rock Street and MLK were very congested with traffic caused by on-street parking. Rock Street was especially congested with pedestrian/vehicular traffic conflicts. We also observed numerous instances of illegal parking that caused public safety concerns.
- The general Rock Street/MLK area was also observed to be very dark during evening periods. Rock Street itself has few street lights and no pedestrian lighting. The north City lot had numerous light fixtures that were not functioning, and the County surface lights had no lighting at all.
- We observed unused, available parking at private lots that were remote lots, but located closer to the festival area than the First Baptist Church shuttle lot. This would include the old Albertson's lot north of downtown that was completely vacant (last year's shuttle lot), and the commercial strip mall lot south of downtown at University Ave. and Railroad St.

Figure 19 - Red Poppy Festival Webpage Information

The screenshot shows the Red Poppy Festival webpage for April 24-26, 2015, in Georgetown, TX. The page includes a navigation bar with links: HOME, ABOUT, SCHEDULE, SPONSORS, THINGS TO DO, and LODGING. A banner at the top reads "WELCOME TO THE RED POPPY FESTIVAL!".

Annotations on the left side of the page provide context for the highlighted information:

- Parking Information Listed at Top of Page:** Points to the "Parking" link under the "ABOUT" section.
- No Corresponding Parking Map:** Points to the "Free Parking Locations:" section.
- All Traffic Directed to Most Congested Intersection at Austin & Rt. 29:** Points to the "Driving Directions to Red Poppy Festival from Austin:" and "Driving Directions to Red Poppy Festival from Waco/Dallas/Fort Worth:" sections.
- Express Traffic From Both Directions Should be Directed to Enter Downtown From the North:** Points to the same driving directions sections.

The webpage content includes:

- ABOUT:** A section with a "Parking" link. The text recommends using the Red Poppy Shuttle provided on Saturday beginning at 9:00 am until after the Saturday Night Concert. It also mentions designated parking areas for guests with disabilities.
- Free Parking Locations:** Lists several locations: Williamson County Parking Garage at Rock Street & 4th Street, Austin Avenue & 5th Street on the west side of Austin Avenue near The Monument Cafe, 6th Street & Rock Street, and 10th Street and Main Street – HANDICAP PARKING AVAILABLE.
- Driving Directions to Red Poppy Festival from Austin:** Take IH35 North to exit 261. Turn right onto Highway 29. Travel east to Rock St., take a left at the traffic light. (Rock St. is a block west of the festival)
- Driving Directions to Red Poppy Festival from Waco/Dallas/Fort Worth:** Take IH35 South to exit 261. Turn left onto Highway 29, crossing IH35 bridge. Travel east to Rock St., take a left at the traffic light. (Rock St. is a block west of the festival)
- Shuttle Service:** A free shuttle service will be provided to the Red Poppy Festival on Saturday only. You can park and ride the shuttle from First Baptist Church located at 1333 W. University Avenue. The drop off location will be a block down from the Red Poppy Stage at the corner of Austin Avenue and 9th Street. The shuttle will run continuously Saturday starting at 9 a.m. until midnight.
- Driving Directions from Austin to shuttle service:** Take IH35 north to exit 261. Turn left onto State Highway 29. Drive approximately 1 mile. Turn left into First Baptist Church parking lot at 1333 W. University Avenue.
- Driving Directions from Waco/Dallas/Fort Worth to shuttle service:** Take IH35 south to exit 261. Turn right onto State Highway 29. Drive approximately 1 mile. Turn left into First Baptist Church parking lot at 1333 W. University Avenue.
- Red Poppy Festival Event Map:** A map showing the festival grounds and surrounding streets.
- Sponsors:** A section titled "BIG THANKS" listing sponsors: suddenlink, KPA ENGINEERS, DON HEWLETT TEXAS TRUE, and HEB.
- Social Media:** A section titled "FOLLOW THE FUN #RedPoppy2015" with a Twitter icon.

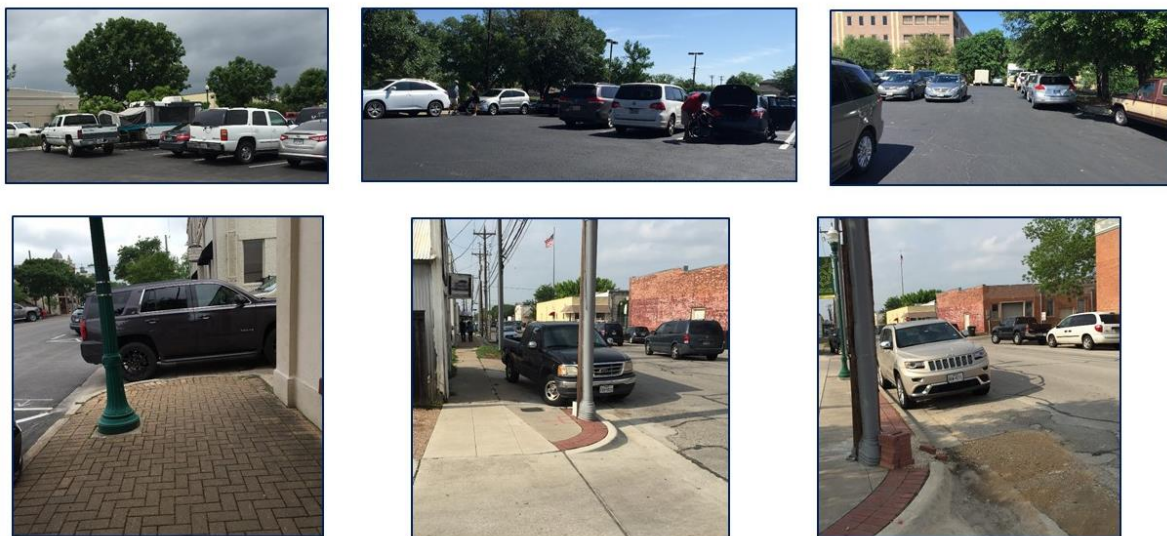
Figure 20 - Red Poppy Event Program Map



Existing Map Confusing - Oriented With East at Top of Page



Orient Map with North at Top, Show Event Parking Locations

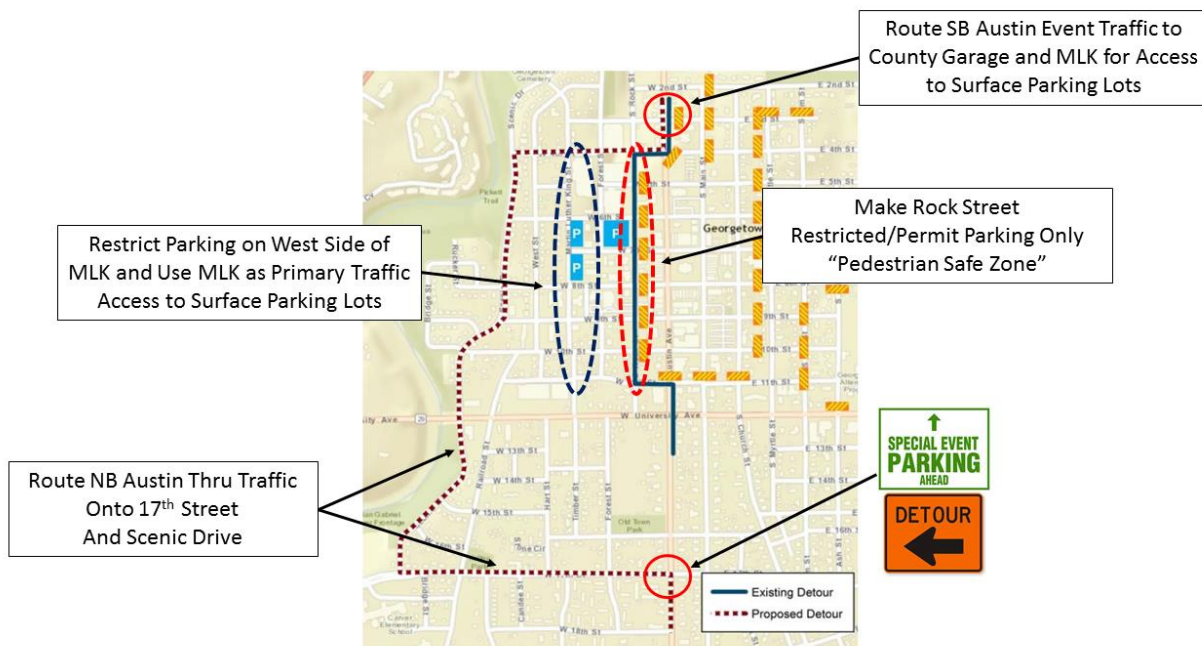
Figure 21 - Traffic, Parking, Pedestrian Issues on Rock Street and MLK**Rock Street Pedestrian/Vehicle Conflicts****MLK Street Parking Hampering Traffic Flow****Figure 22 - Illegal Parking Causing Public Safety Concerns/Restricting Access****Figure 23 - Unused Albertson's Remote Lot**

Our key Red Poppy Festival recommendations include:

Initiate street traffic and access changes as follows:

- Re-route northbound Austin Ave. thru traffic at 17th Street, use Scenic Drive as detour route
- Re-direct event traffic as much as possible to enter downtown from the north
- Restrict parking on the west side of MLK and use MLK to load parking facilities from the west
- Make Rock Street a pedestrian zone by restricting parking on-street

Figure 24 - Proposed Red Poppy Festival Traffic & Access Changes



- A more comprehensive "Traffic & Parking Management Plan" needs to be developed in advance and then staffed on event days. This would entail the use of flaggers directing traffic into parking facilities to load the facilities in a more systematic manner. A supervisor should be assigned to oversee flaggers and communications should be maintained throughout the event via two-way radios. The plan and execution should anticipate the ebb and flow of parking demand during various stages of the event.
- Create a simple, but effective parking and traffic map to be used for the festival webpage and hard copy brochures. The parking and traffic map should include written recommendations and graphics to direct event traffic to enter downtown from the north via Austin Avenue to avoid traffic on University Drive.
- Provide a higher level of parking enforcement to ticket cars that are illegally parked, particularly parked vehicles that are blocking access drives, sidewalks or causing other public safety concerns.
- Explore signalization changes for event days, or allow for manual over-rides of traffic signals along University Drive at the I-35 overpass area to enhance traffic flow and to provide for shorter headway times for shuttle busses to and from the remote lot(s).

- Attempt to gain approvals from private property owners to free up more closer-in remote parking that could be used as additional shuttle lots (Old Albertson's lot, commercial lot at Railroad & University Drive).
- Expand shuttle operations to provide smaller "circulator" shuttles running continuously along west side of festival area and serving the County garage, west lots, and the additional remote lots.
- Replace non-functioning lights at the north City lot and provide for temporary pedestrian lighting along Rock Street at the Williamson County surface lots.
- Provide better temporary directional and identification signage to guide vehicles to event parking locations (in addition to active traffic flaggers).
- Consider the use of time slots for initial vendor booth set up times to help reduce congestion. All vendors trying to unload and setup at the same time causes congestion and logistical challenges.

Figure 25 - Example of Temporary Parking Banner for County Garage



XI. BRANDING, MARKETING & COMMUNICATIONS

The City of Georgetown, the Georgetown CVB and Main Street Georgetown all have done a great job in branding the downtown and Town Square. Existing promotional material includes high quality print, website and online media. However, when reviewing existing printed brochures, we noticed there is little to no information about parking. While the Downtown Georgetown Parking Guide was recently updated, we believe the map could do a better job of graphically communicating the actual location of off-street public parking facilities and how to access parking. The other two main downtown promotional brochures: "The Guide to New Downtown Business Owners" and the "Visit Georgetown" are both professionally produced and contain good information, however, neither of these two downtown brochures have any information about parking.

The Georgetown Main Street website does have some parking information, but there is no parking map currently available online. The Georgetown CVB and the Downtown Georgetown Association have good quality websites, but neither website contains maps or information on public parking. Also, none of the existing public parking lots have "official" names - which is why we refer to the various lots as simply "north lot", "south lot", "central lot", etc. We believe efforts should be made to name the various lots and to "brand" the parking system better. Once this is done, the City, CVB and Main Street should coordinate efforts to develop a high quality parking map for the downtown area. The parking map needs to be designed to accurately communicate actual locations of parking facilities, but also be graphically appealing and easy to understand.

Once the lots are named, a downtown parking "brand" logo is developed and a high quality parking map is created, these marketing materials need to be distributed to all downtown printed, web-based and special event media sources. The parking message needs to be constantly reinforced through the various media and communication channels.

Figure 26 - Examples of Parking System Branding



NOTE: Any use of the official City of Georgetown logo must follow the official "City Branding and Logo Usage Guidelines" as published by the City of Georgetown.

Figure 29 - Existing Visit Georgetown Brochure



Great Information On:

History
Attractions
Lodging
Dining
Shopping
Special Events

BUT...

No Information on Parking?

Links to High Quality Downtown Parking Websites

<http://www.downtownkalamazoo.org/Visit/Parking.aspx/>

<http://www.pensacolaparking.com/>

<http://www.a2dda.org/transportation/>

<http://downtownprovidence.com/getting-here-parking/>

<http://www.downtowntc.com/parking/>

<http://www.parkmilwaukee.com/>

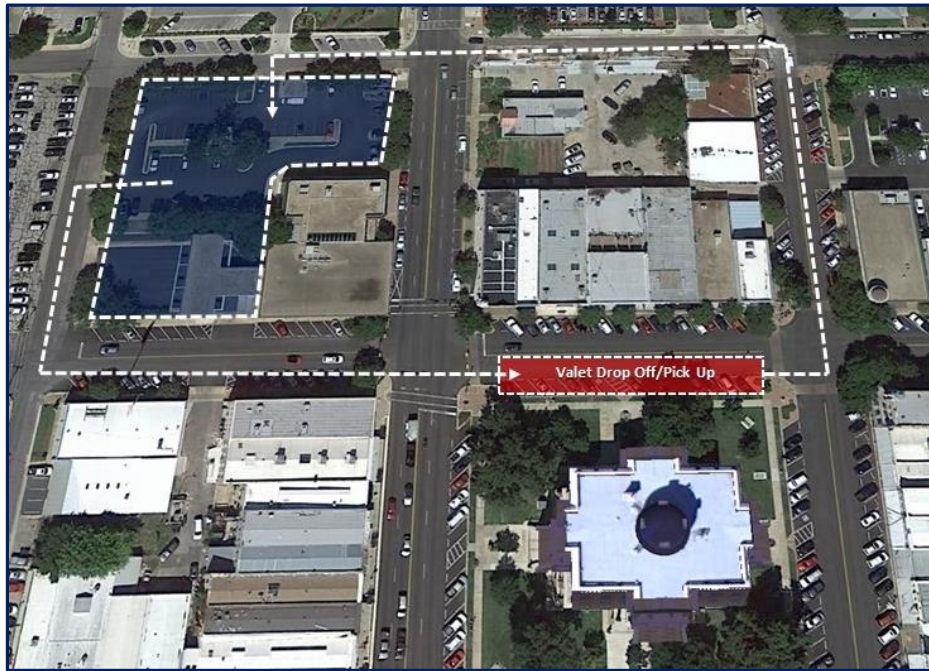
<http://parksmart.org/>

XII. SUMMARY OF KEY RECOMMENDATIONS

The following recommendations are listed more or less in order of importance, with the understanding that some issues overlap. The lists are broken down into Short-term; Mid-term; and Long-term recommendations. A number of the recommendations will require the cooperation of both public and private organizations and individuals. In particular, we believe the short-term recommendations articulated below can help to better manage existing parking resources until such time that structured parking capacity is able to be brought online.

Specific Short-Term Recommendations

- Improve parking enforcement through the purchase of new computerized parking enforcement technology and increase level of dedicated manpower for parking enforcement. Computerized "electronic chalking" is much more efficient and less prone to abuse than the manual chalking of tires. Back-end ticket processing will significantly streamline the entire parking enforcement process.
- Begin process to revise the parking fine structure to reduce penalties to be coupled with increased enforcement efforts. Keep the first violation per year a warning only, with the 2nd violation at \$10; 3rd - 5th violations at \$20; 6th + violations at \$50.
- Seek the cooperation of Bank of America (BOA) to allow their parking lot to be used by the general public after normal banking hours, and ask them to change their sign messaging to less threatening towing language. This may require the City or Downtown Georgetown Association to provide liability insurance and housekeeping services to clean the lot after evening uses.
- Create a public valet program on the north side of the Town Square on the Courthouse side of the street to be offered during busy weekend evenings and for special events. If permission is granted to use the BOA lot for evening use, this lot would serve as an ideal valet lot due to its location near the Square. The cost of the valet program should be prorated and shared, with private restaurants and retail stores helping to cover costs.
- Start now to create a Parking and Traffic Management Plan for the 2016 Red Poppy Festival. We believe a more active and robust parking management strategy and tactical plan will significantly improve the customer experience and safety of future festivals and major events. Seek out volunteer help from local service clubs or volunteer groups for manpower assistance during the actual event.
- Begin efforts to create a branding and marketing program for the public parking system. Initial first steps should be the naming of public lots, installation of lot identification and wayfinding signs and the creation of a better web-based and hard copy parking map.
- Create short term, 15-minute pick-up and drop-off spaces at convenient locations on each block face within the 9-block Town Square area. This will help to assure that at least one space per block is available for short term transactions. These short term spaces tend to be honored by customers and self-enforced by merchants and employees.
- Work with Williamson County to encourage updates to their online and published parking information for visitors and jurors and to inform the public that the County parking structure is open and safe to use.

Figure 30 - Potential Public Valet Operation

May Require Minor Revisions to existing Valet Ordinance

Should be Spear Headed by GBA or Main Street with Businesses Sharing Costs

Used for First Fridays and Other Special Events

Start as Pilot Program to Test Success and Buy-in From Downtown Businesses

Must Properly Promote Program and Give it Time to Succeed

Will Require Use Agreement with Private Lot Owner

Stuart, FL and Plymouth, MI Recent Examples of Public Valet Ordinances

****END OF SECTION****

Specific Mid-Term Recommendations

- Identify responsible City staff person to spearhead parking changes and implementation of a more defined parking management plan.
- Finalize Phase II parking structure site selection analysis and preliminary design concept plans for a public parking structure (**Carl Walker, Inc.** currently proceeding with Phase II).
- Complete construction of the Central Library overflow lot at 8th Street and MLK to provide additional parking capacity.
- Consider physical design changes to existing surface lots to eliminate dead-end parking and to improve internal traffic flow and ease of access. (We recommend budgeting \$75,000 to \$100,000 to fund these physical improvements).
- Work with Williamson County to encourage the County to improve the physical condition of County surface lots, with particular emphasis on better night lighting on the lots.
- Explore feasibility and cost of providing a smaller shuttle circulator to gain greater utilization of the western surface lots and County Garage for special events and festivals.
- Continue to develop City Center consolidation plan to relocate City employees out of the Town Square and into a New City Hall campus.
- Once MLK overflow lot is completed, target sidewalk improvements along the north side of 8th Street to improve pedestrian connection to the Town Square.

Specific Long-Term Recommendations

- Finalize designs and construct public parking structure, preferably including mixed-uses, such as commercial, retail, office and/or residential.
- Implement sidewalk master plan physical improvements to improve pedestrian sidewalks and crossings, with particular emphasis on Austin Avenue pedestrian crossings.
- Communicate with Williamson County to understand their long-term buildout plan for the downtown County campus and to explore opportunities to enhance the condition and use of County owned parking facilities.
- Implementation of the City Center Plan to consolidate City employees out of the Square and into the new campus.
- Target City north lot as a future development site and pursue development options that would include structured parking and mixed-use development, preferably with a residential component.
- Aggressively pursue downtown residential development that is within walking distance to the Town Square.
- Continue to benchmark and monitor the parking system over time to be proactive and "ahead of the curve" in supporting additional downtown development activity.

EXHIBIT 'A'

ONLINE SURVEY SUMMARY REPORTS


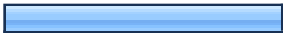
Customer Survey Summary Report

Business Owner Summary Report







Employee Summary Report

Customer Survey Summary Report



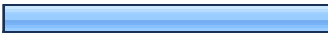

1. Please describe yourself:

		Response Percent	Response Count
Female		58.6%	204
Male		41.4%	144
answered question			348
skipped question			3


2. Please indicate which best describes your age group:

		Response Percent	Response Count
17 or Under		0.0%	0
18 - 24		1.7%	6
25 - 34		7.1%	25
35 - 44		14.0%	49
45 - 54		12.5%	44
55 - 64		19.1%	67
65 or Older		45.6%	160
answered question			351
skipped question			0

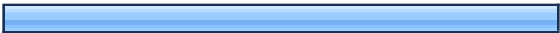











3. Please indicate your postal zip code.

		Response Percent	Response Count
78626		18.9%	66
78628		28.9%	101
78633		49.0%	171
Other (please fill in your zip code)		3.2%	11
answered question			349
skipped question			2





4. Please check the category below that best describes your interest in downtown Georgetown.

		Response Percent	Response Count
I am a Visitor/Customer		100.0%	351
I live Downtown		0.0%	0
I own a Business/Property		0.0%	0
I work Downtown		0.0%	0
Other (explain)		0.0%	0
answered question			351
skipped question			0





5. Typically, what is your main purpose for visiting downtown Georgetown? (Check all that apply)

		Response Percent	Response Count
Shopping		83.7%	292
Personal Services (Salon/Spa)		22.1%	77
Attorney/CPA/Insurance/Finance		7.4%	26
I work Downtown		0.6%	2
Restaurants		90.8%	317
City/Government		38.7%	135
Doctor/Dentist		5.4%	19
Parks/Recreation Facilities		25.2%	88
Bars/Entertainment		40.7%	142
Public Library		61.6%	215
Festival/Special Event		75.6%	264
Other (explain)		7.7%	27
answered question			349
skipped question			2





6. How often do you visit downtown Georgetown?

		Response Percent	Response Count
Daily (5 times per week)		4.3%	15
Infrequently (a few times per month)		37.9%	132
Frequently (1-4 times per week)		54.3%	189
Not often (a few times per year)		3.4%	12
answered question			348
skipped question			3






7. How important is parking as it relates to your decision to visit downtown Georgetown?

		Response Percent	Response Count
Parking does not impact my decision to visit downtown		20.2%	70
Parking is somewhat important in my decision to visit downtown		39.8%	138
Parking is very important in my decision to visit downtown		34.9%	121
I avoid going downtown because of the parking		5.2%	18
answered question			347
skipped question			4

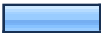



8. If you drive to visit downtown, where do you prefer to park?

		Response Percent	Response Count
On-Street		62.8%	216
Off-Street Public Lot		32.3%	111
Private Lot		0.9%	3
Other (please explain)		4.1%	14
answered question			344
skipped question			7



9. What is the length of stay during your typical visit to downtown?

		Response Percent	Response Count
Less than one hour		4.7%	16
Four to six hours		2.3%	8
One to two hours		45.9%	158
Six to eight hours		0.3%	1
Two to four hours		46.8%	161
Greater than eight hours		0.0%	0
answered question			344
skipped question			7




10. What distance is acceptable to you for walking to your destination from where you park?

		Response Percent	Response Count
Less than one block		14.0%	48
One to two blocks		45.1%	155
Two to three blocks		28.8%	99
Three blocks or more		12.2%	42
answered question			344
skipped question			7



11. Are you aware that there are posted three-hour time limits for on-street parking in the Town Square area?

		Response Percent	Response Count
Yes, I am aware of posted time limits		82.7%	283
No, I am not aware of posted time limits		17.3%	59
answered question			342
skipped question			9

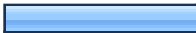



12. Do you believe that parking time limits should be enforced more strictly?

		Response Percent	Response Count
Yes		42.2%	144
No		44.6%	152
Other (please explain)		13.2%	45
answered question			341
skipped question			10






13. Are you aware that there is free parking available in City public lots, with no posted time limits?

		Response Percent	Response Count
Yes		77.7%	265
No		22.3%	76
answered question			341
skipped question			10






14. In your opinion, who should pay the cost of building and maintaining public parking facilities? (Check all that apply)

		Response Percent	Response Count
Parking Users/Customers		28.8%	98
City Tax Dollars		79.4%	270
Property Owners/Business Owners		31.8%	108
Other (please explain)		5.0%	17
answered question			340
skipped question			11






15. How would you characterize your ability to find a parking spot downtown on a typical weekday/workday?

		Response Percent	Response Count
Convenient & Easy		13.0%	44
Somewhat easy		48.4%	164
Somewhat difficult		28.6%	97
Difficult and inconvenient		8.0%	27
I usually do not drive to go downtown		2.1%	7
answered question			339
skipped question			12






16. How would you characterize your ability to find a parking spot downtown on a typical lunchtime?

		Response Percent	Response Count
Convenient & Easy		6.0%	20
Somewhat easy		26.3%	87
Somewhat difficult		36.3%	120
Difficult and inconvenient		25.7%	85
I usually do not drive to go downtown		5.7%	19
answered question			331
skipped question			20



17. How would you characterize your ability to find a parking spot downtown on a typical evening/weekend?

		Response Percent	Response Count
Convenient & Easy		12.5%	42
Somewhat easy		37.1%	125
Somewhat difficult		33.8%	114
Difficult and inconvenient		13.6%	46
I usually do not drive to go downtown		3.0%	10
answered question			337
skipped question			14

18. How would you characterize your ability to find a parking spot downtown for a festival/special event (Red Poppy Festival/Downtown Stroll)?

		Response Percent	Response Count
Convenient & Easy		0.6%	2
Somewhat easy		5.3%	18
Somewhat difficult		22.8%	77
Difficult and inconvenient		67.5%	228
I usually do not drive to go downtown		3.8%	13
answered question			338
skipped question			13

19. Does the availability of parking influence your decision to visit downtown Georgetown?

		Response Percent	Response Count
No		51.6%	175
Yes (please explain)		48.4%	164
answered question			339
skipped question			12

20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

	Response Count
	143
answered question	143
skipped question	208

Page 3, Q3. Please indicate your postal zip code.

1	78605	Mar 1, 2015 7:57 PM
2	78613	Feb 20, 2015 3:20 PM
3	78681	Feb 20, 2015 12:24 PM
4	78641	Feb 19, 2015 6:47 AM
5	78759	Feb 19, 2015 4:28 AM
6	78660	Feb 18, 2015 1:26 PM
7	76527	Feb 17, 2015 4:59 PM
8	75244	Feb 15, 2015 7:44 PM
9	78665	Feb 13, 2015 4:12 PM
10	78759	Feb 13, 2015 12:51 PM
11	78641	Feb 13, 2015 9:52 AM

Page 5, Q5. Typically, what is your main purpose for visiting downtown Georgetown? (Check all that apply)

1	Ambiance	Feb 27, 2015 3:36 PM
2	Viewing/buying/framing Art	Feb 26, 2015 2:33 AM
3	Banking	Feb 23, 2015 7:29 AM
4	quilt guild meetings	Feb 20, 2015 2:34 PM
5	visitor center	Feb 20, 2015 11:57 AM
6	museums	Feb 19, 2015 7:52 PM
7	Palace Theatre Patron	Feb 19, 2015 8:40 AM
8	For the scenery /ambiance	Feb 19, 2015 8:04 AM
9	county govt	Feb 19, 2015 6:48 AM
10	Palace Theater	Feb 19, 2015 4:43 AM
11	Palace Theatre	Feb 19, 2015 3:12 AM
12	Palace Theatre	Feb 19, 2015 3:12 AM
13	bicycling, walking around the square and sitting on the benches	Feb 18, 2015 10:37 PM
14	Theater	Feb 18, 2015 9:50 PM
15	Theatre	Feb 18, 2015 8:56 PM
16	Palace Theater	Feb 18, 2015 8:48 PM
17	Palace Theater	Feb 18, 2015 8:43 PM
18	Palace Theatre	Feb 18, 2015 8:17 PM
19	Art Center	Feb 16, 2015 3:05 PM
20	My wife works downtown & My son attends pre-school there	Feb 15, 2015 11:04 AM
21	museum	Feb 15, 2015 9:46 AM
22	The Palace	Feb 14, 2015 8:40 PM
23	volunteer	Feb 14, 2015 2:02 PM
24	Signs & printing needs	Feb 14, 2015 7:33 AM
25	wineries & events	Feb 13, 2015 5:35 PM
26	library	Feb 13, 2015 1:06 PM
27	Volunteer work	Feb 13, 2015 7:50 AM

Page 8, Q8. If you drive to visit downtown, where do you prefer to park?

1	Wherever I can find a place to park....	Feb 27, 2015 2:12 PM
2	Wherever I am able	Feb 25, 2015 6:43 PM
3	Handi capped must park close or can not shop etc	Feb 20, 2015 11:24 AM
4	Doesn't matter, where ever I can find a spot.	Feb 20, 2015 11:18 AM
5	As close to my destination as possible	Feb 18, 2015 8:48 PM
6	Where ever I can find a spot durig street closures that can be far away and I am disabled.	Feb 13, 2015 8:55 PM
7	Free. On street or off street public lot that is easy walk to destination	Feb 13, 2015 7:07 PM
8	Mkaes no differene to me where I park	Feb 13, 2015 2:53 PM
9	On the square in front of the business	Feb 13, 2015 1:54 PM
10	On-Street for everything except the Library	Feb 13, 2015 1:39 PM
11	all of the above depending on purpose.	Feb 13, 2015 1:31 PM
12	Disabled Parking	Feb 13, 2015 1:13 PM
13	library lot	Feb 13, 2015 1:07 PM
14	Any of the above as long as it is within close proximity (less than a block away)	Feb 13, 2015 11:31 AM

Page 12, Q12. Do you believe that parking time limits should be enforced more strictly?

1	I don't park in the limited spots, so I have no opinion on it.	Mar 1, 2015 7:59 PM
2	shop owners should not park in customer parking on the square	Feb 27, 2015 4:27 PM
3	Depends on time of year and day	Feb 27, 2015 3:37 PM
4	Do not have enough information about current	Feb 27, 2015 2:22 PM
5	I am not aware of the impact of the current policy on parking downtown	Feb 27, 2015 2:13 PM
6	N/A	Feb 27, 2015 1:49 PM
7	The city won't enforce it anyway! Never have.	Feb 25, 2015 9:33 PM
8	this hasn't impacted me and I follow the 3 hour time limit	Feb 23, 2015 9:30 PM
9	It should be on your honor	Feb 22, 2015 12:12 PM
10	not sure how strictly they are enforced at this time. would be in favor of some monitoring and issuing of warnings for those staying between 3 and 5 hours - fines for those over 5 hours in same spot.	Feb 21, 2015 8:34 PM
11	No opinion	Feb 21, 2015 8:36 AM
12	only day time	Feb 20, 2015 12:48 PM
13	stop enforcing after 5pm	Feb 20, 2015 12:31 PM
14	Discourages staying longer if there are unexpected delays in accomplishing what you went downtown for.	Feb 20, 2015 11:21 AM
15	I don't know how strict it is now, but it should be monitored to keep parking moving	Feb 20, 2015 11:20 AM
16	Shop downtown often because parking is easy	Feb 20, 2015 5:47 AM
17	didn't know there was a problem...	Feb 19, 2015 7:55 PM
18	Do not know level of abuse.	Feb 19, 2015 8:32 AM
19	yes if the person works downtown and no if the person is just shopping	Feb 19, 2015 7:43 AM
20	I believe all laws should be enforced. Whether this is a good law i another question.	Feb 19, 2015 6:45 AM
21	need a better system. Too many people park on the street that could park off the street	Feb 19, 2015 5:21 AM
22	It depends on the time of day	Feb 19, 2015 4:30 AM
23	Yes, but only during 8:00AM - 5:00PM, Mon-Fri	Feb 18, 2015 10:41 PM
24	i haven't noticed time limits being abused.	Feb 18, 2015 10:40 PM

Page 12, Q12. Do you believe that parking time limits should be enforced more strictly?

25	Yes during gov't business hours ... No during evening entertainment hours	Feb 18, 2015 8:51 PM
26	Not sure	Feb 18, 2015 8:30 PM
27	Are they enforced now	Feb 18, 2015 7:54 PM
28	Yes, but with 'Reminders', not tickets!	Feb 17, 2015 3:35 PM
29	I thought they were.	Feb 17, 2015 8:47 AM
30	If you have time limits then they should be enforced strictly	Feb 14, 2015 8:41 PM
31	No opinion	Feb 14, 2015 6:42 PM
32	During busy times, yes. When there is little contention, plenty of available, don't worry too much about it unless it gets abused.	Feb 13, 2015 7:10 PM
33	I am a rule follower, but not always. Sometimes a hair appointment runs over the limit but I am busy at downtown business. Strict enforcement is more worrisome than walking and being late!	Feb 13, 2015 6:53 PM
34	During events	Feb 13, 2015 5:03 PM
35	It depends on the date. If there is a holiday/activity like Poppy Fest, I think time limits should apply.	Feb 13, 2015 4:23 PM
36	Don't know if it is an issue.	Feb 13, 2015 2:44 PM
37	no opinion	Feb 13, 2015 1:19 PM
38	Don't know how well they are enforced now	Feb 13, 2015 1:15 PM
39	theres no parking anyhow	Feb 13, 2015 1:07 PM
40	Don't know how much of a problem it is. I usually park in the public lot.	Feb 13, 2015 12:57 PM
41	unfriendly law.. repeal it	Feb 13, 2015 12:55 PM
42	during peak times, yes so that there are spaces available for others	Feb 13, 2015 12:55 PM
43	during high volume times, yes.	Feb 13, 2015 12:54 PM
44	no idea how often they check	Feb 13, 2015 12:38 PM
45	During busy times, yes, otherwise no	Feb 13, 2015 11:32 AM

**Page 14, Q14. In your opinion, who should pay the cost of building and maintaining public parking facilities?
(Check all that apply)**

1	Combination of Parking Users/Customers and City Tax Dollars	Feb 27, 2015 2:23 PM
2	City/Businesses get benefit	Feb 27, 2015 1:49 PM
3	Both customers and tax dollars	Feb 27, 2015 7:24 AM
4	City tax dollars	Feb 25, 2015 9:33 PM
5	To achieve desired density & walkability costs should be shared equitably	Feb 24, 2015 10:19 AM
6	Business owners, not home owners. Businesses reap the benefits of having parking that suits prospective customer needs, and therefore are likely to invest in it.	Feb 22, 2015 12:15 PM
7	This can be a plan that involves all three groups....all three benefit	Feb 20, 2015 1:10 PM
8	I think the free parking is an asset to downtown, pay to park by customers will keep people from going downtown. However that is accomplished.	Feb 20, 2015 11:23 AM
9	shared % between property owners & city	Feb 19, 2015 6:06 AM
10	All of the above	Feb 18, 2015 8:10 PM
11	meters would help pay costs	Feb 18, 2015 1:29 PM
12	combination	Feb 13, 2015 9:02 PM
13	Owners should provide space commensurate with their needs, but city should provide areas to accomodate peak times, events, supplement business clusters that don't have adequate space.	Feb 13, 2015 7:13 PM
14	ALL OF THE ABOVE	Feb 13, 2015 4:47 PM
15	U collect a city tax in the sales tax.	Feb 13, 2015 1:56 PM
16	Combination of tax dollars and business owners	Feb 13, 2015 1:22 PM
17	I do not see that there is a parking problem to begin with.	Feb 13, 2015 12:56 PM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

1	Need more garage space	Mar 2, 2015 11:07 AM
2	I don't go to festivals sometimes because of the parking hassle.	Mar 1, 2015 9:05 PM
3	we have a family of 5 w/ young children. Not good to walk a long ways with the kids	Mar 1, 2015 7:24 PM
4	I usually avoid downtown festivals.	Mar 1, 2015 7:07 PM
5	If parking is not readily available downtown, I will find other merchants, etc. where parking is readily available.	Feb 28, 2015 3:01 PM
6	on festival days -I really have to think aboutthe difficult parking	Feb 28, 2015 8:56 AM
7	I may decide not to go downtown.	Feb 28, 2015 6:26 AM
8	If it's tough to find a spot then I will find other options outside of downtown Georgetown to go	Feb 28, 2015 5:04 AM
9	I will go to restaurants elsewhere	Feb 28, 2015 4:26 AM
10	Won't go if too crowded	Feb 27, 2015 6:59 PM
11	One of the dumbest things I have ever seen was to remove the on-street parking on Austin Avenue.	Feb 27, 2015 3:47 PM
12	If there is no convenient parking I will go elsewhere. There are plenty of other options.	Feb 27, 2015 3:43 PM
13	As one ages, they develop mobility issues even if not handicapped	Feb 27, 2015 3:40 PM
14	I often drive, look for parking, give up, and return home.	Feb 27, 2015 2:30 PM
15	Don't attend Festivals anymore as it is impossible to find parking within reasonable distance of events	Feb 27, 2015 2:25 PM
16	Old Georgetown cannot support proposed growth - No place to expand/improve infrastructure	Feb 27, 2015 1:51 PM
17	If walkin	Feb 27, 2015 1:16 PM
18	I would eat downtown more if parking were better, and believe that is the reason additional restaurants have had trouble surviving. Wolf Creek, stand alone spots on I-35 much easier to find parking.	Feb 27, 2015 7:55 AM
19	Only on very high density occasions such as Red Poppy	Feb 26, 2015 2:43 AM
20	Get real on the last question. Parking during Stroll or Poppy Fest is f****no impossible.	Feb 25, 2015 9:36 PM
21	If I couldnot easily find a spot I'd take my business else where. I don't want to spent a lot of time driving around looking for parking.	Feb 25, 2015 8:43 PM
22	Uncertainty about parking availability is a deterrence to visiting downtown during	Feb 24, 2015 10:21 AM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

	high use times	
23	If I can't find a convenient place to park I won't go downtown.	Feb 24, 2015 8:07 AM
24	I have 3 small children so I need parking within one to two blocks of where I am going with easy sidewalk access	Feb 23, 2015 9:31 PM
25	I do not want to park in front of someones house in a tight street and have my family walk 5 blocks away. I would rather stay home.	Feb 23, 2015 11:17 AM
26	If I think that parking is going to be inconvenient or difficult, I do not go downtown.	Feb 23, 2015 7:35 AM
27	KEEPS US AWAY.	Feb 22, 2015 9:55 AM
28	For major events, as parking is not good	Feb 22, 2015 12:48 AM
29	For special events only	Feb 21, 2015 4:42 PM
30	We are both handicapped	Feb 21, 2015 10:22 AM
31	Too much of a hassle. Do not like having to spend a lot of time looking for a parking spot.	Feb 21, 2015 9:49 AM
32	Only at times of big events...otherwise even on weekend evenings in the summer it is still somewhat easy. However it is attracting more and more people so it will become more difficult.	Feb 21, 2015 7:25 AM
33	Need more convient handicapp parking locations.	Feb 21, 2015 5:34 AM
34	Just not enough spots to park. You need more Parking lots with lights and a parking garage would help also	Feb 20, 2015 8:50 PM
35	I try NOT to go on the Square unless I have to - even if the restaurant I would prefer is there - and I'm hesitant to go to festivals	Feb 20, 2015 3:32 PM
36	If you don't offer ample parking that is convenient, then patrons will take their \$\$ & business elsewhere.	Feb 20, 2015 3:15 PM
37	If I can't find a spot in one of the lots, I will leave downtown.	Feb 20, 2015 2:53 PM
38	during special events it is really hard to find good parking so sometimes I don't bother to come	Feb 20, 2015 2:36 PM
39	sometimes	Feb 20, 2015 2:17 PM
40	Without parking available near the business/restaurant, I will not drive around looking for a parking spot. I will go to a business/restaurant in Wolf Ranch or some location that has ample parking available.	Feb 20, 2015 2:14 PM
41	I try to time my downtown visits to make parking as easy as possible...arrive early for a lunch...have meetings at coffee shops/bakery during mid afternoon less busy times...	Feb 20, 2015 1:12 PM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

42	Can't find a parking spot, then we go home	Feb 20, 2015 1:09 PM
43	If I cannot park within 2 blocks I go elsewhere to spend my \$\$	Feb 20, 2015 1:00 PM
44	Won't shop/visit if no parking!	Feb 20, 2015 12:58 PM
45	but just for special events	Feb 20, 2015 12:50 PM
46	If too difficult or too far to walk will tend to avoid	Feb 20, 2015 12:48 PM
47	safety of parking in a lighted area	Feb 20, 2015 12:36 PM
48	If a cannot park near the restaurant or retailer, I will not visit.	Feb 20, 2015 12:33 PM
49	I tend to avoid weekends	Feb 20, 2015 12:00 PM
50	We have skipped Red Poppy the last few years- too big of a pain to park. Would have skipped Stroll if our kids weren't in the parade.	Feb 20, 2015 11:36 AM
51	I have skipped festivals when I had limited time (less than 3-4 hours) because of parking	Feb 20, 2015 11:32 AM
52	If I drive around twice if there is no parking I go home or I go to another city or part of town to go out for dinner or drinks	Feb 20, 2015 11:32 AM
53	Handi capped	Feb 20, 2015 11:29 AM
54	Frequent visitors of the library - terrible parking. Always try to come at "non peak times". Same with restaurants. Would visit more for shopping but parking is limited. Library should have been built on outer loop with plenty of parking - especially sufficient handicap parking and large spaces for SUV's, trucks, and vans. Love Georgetown Square but frustrating with parking limitations. Love the wide sidewalks that have been built - makes for easy walking, browsing and shopping.	Feb 20, 2015 11:26 AM
55	I go some place else, Round Rock, Leander, Cedar Park, Evan Austin.	Feb 20, 2015 11:22 AM
56	Not at present, but if it was a long distance ot walk I would not go	Feb 20, 2015 11:06 AM
57	If I am unable to find a parking place on or near the square, I simply go elsewhere.	Feb 20, 2015 6:55 AM
58	Go there often due to easy and inexpensive parking	Feb 20, 2015 5:48 AM
59	for special events, terrible time finding a place, long walk of blocks, cars squeezing past cars parked in streets	Feb 19, 2015 6:55 PM
60	If parking were difficult, I would reconsider my options. I would, for instance, go and have dinner where I can easily find parking space.	Feb 19, 2015 2:41 PM
61	Usually during the Poppy Festival. End up walking as much as a mile to downtown Square from where we park.	Feb 19, 2015 1:28 PM
62	i try to avoid going downtown on the second saturday of the month because of	Feb 19, 2015 1:14 PM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

	the unavailability of parking	
63	If I can't find a suitable parking place, I leave and go elsewhere...	Feb 19, 2015 10:24 AM
64	Can't get around the crowds and the the blocked-off streets.	Feb 19, 2015 9:56 AM
65	If I think I will have to park blocks away and walk to the event, I am more likely not to go OR I will make arrangements to attend first thing in the morning.	Feb 19, 2015 9:30 AM
66	No longer attend some events because could find no place even in residential & returned home	Feb 19, 2015 9:14 AM
67	I have limited mobility - won't visit if parking not convenient.	Feb 19, 2015 8:59 AM
68	Avoid going downtown during events on the square because of restricted parking.	Feb 19, 2015 8:45 AM
69	The Festival and Special Event weekends are impossible for me to attend. It is also difficult if one is going through town to another area location and forgets that these events are occurring!	Feb 19, 2015 8:36 AM
70	If I can't park conveniently, why would I go downtown?	Feb 19, 2015 8:01 AM
71	Wolf Ranch has easy parking so if downtown parking is sparse then shoppers will be sparse. Downtown needs to decide if they want to be a destination eating location or a multi-purpose shopping.	Feb 19, 2015 7:47 AM
72	parking at library is very difficult!! Parking spots in library lot are too narrow!!	Feb 19, 2015 7:37 AM
73	I often do not attend downtown events because of the poor parking options. Shuttles from the mall would be an option.	Feb 19, 2015 7:00 AM
74	If the weather is not good the number of blocks I have to walk to get to a festival, for instance, may discourage me from attending.	Feb 19, 2015 6:48 AM
75	We often go to Round Rock or Austin instead.	Feb 19, 2015 6:42 AM
76	I have post polio and cannot walk long distances.	Feb 19, 2015 6:34 AM
77	I go with visitors, to appointments, or when I absolutely must. Otherwise I stay away.	Feb 19, 2015 6:08 AM
78	when parking was eliminated in front of stores, I stopped going downtown	Feb 19, 2015 6:00 AM
79	If I can't find a close place to park and walk to the shops, or have to drive around and around to find one, I might not stop and shop.	Feb 19, 2015 6:00 AM
80	I don't go to festivals and other high traffic events.	Feb 19, 2015 5:42 AM
81	Why go downtown where parking is hard to find at various times	Feb 19, 2015 5:24 AM
82	During festivals or other special events we tend to avoid downtown, unless we're somehow involved	Feb 19, 2015 4:51 AM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

83	I don't visit Austin for much of anything because of crappy parking and expensive parking	Feb 19, 2015 4:47 AM
84	We usually don't go to the event	Feb 19, 2015 4:34 AM
85	sometimes we have decided not to visit downtown because of no easily available parking. Many times we have thought how convenient it would be to have a parking garage where the public parking lot is to the south of downtown!	Feb 19, 2015 3:43 AM
86	If Public Parking is not available near the square, I would probably not come downtown as often as I do.	Feb 18, 2015 10:45 PM
87	only during festivals when it is far away because i can't walk very far easily and the streets/sidewalks;curbs don't accommodate a walker very well.	Feb 18, 2015 10:45 PM
88	avoid festivals even though we would enjoy attending	Feb 18, 2015 9:05 PM
89	I don't like to go to big festivals because parking is very difficult.	Feb 18, 2015 9:04 PM
90	I try to avoid festivals and First Friday's	Feb 18, 2015 8:54 PM
91	If not available, then we have to give the event up.	Feb 18, 2015 8:32 PM
92	Difficult to find parking	Feb 18, 2015 8:20 PM
93	I avoid all major events because of difficult parking problems	Feb 18, 2015 8:18 PM
94	If too difficult prefer not to bother going to events particularly not at night or during bad weather.	Feb 18, 2015 8:17 PM
95	I do not attend events or festivals because of parking	Feb 18, 2015 8:12 PM
96	Don't want to drive around looking for parking then have to walk a long ways. The spots ate too small snd trucks stick out on street way too far	Feb 18, 2015 8:04 PM
97	Do not like to continue to drive in circles to look for parking	Feb 18, 2015 8:04 PM
98	hard to find, street parking usually not convenient, time limits	Feb 18, 2015 7:58 PM
99	I hate worrying about not finding a spot that is in comfortable walking distance for me	Feb 18, 2015 7:57 PM
100	I appreciate the free parking. It's one of the reasons Georgetown is special.	Feb 18, 2015 7:54 PM
101	It is difficult to find untimed parking during evening and weekend hours so I feel rushed and avoid downtown, but I really enjoy the area.	Feb 18, 2015 1:32 PM
102	Go less	Feb 18, 2015 7:44 AM
103	If I spend more time looking for parking than I do going to a shop/appointment, I'll either change the time or look for alternate choices elsewhere	Feb 17, 2015 8:58 PM
104	Have turned around and left when couldn't find parking for events	Feb 17, 2015 7:21 PM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

105	I would be much more likely to visit downtown more often if parking was easier and it took less time to find a spot.	Feb 17, 2015 5:07 PM
106	I'd almost rather find something more convenient / comparable "in town" than mess with traffic and finding parking spot downtown.	Feb 17, 2015 4:45 PM
107	Don't need the aggravation & hassle of driving around hunting for a space & then hoping to find your car later.	Feb 17, 2015 3:37 PM
108	Depends on weather, time I have to do things, physical well being, patience	Feb 16, 2015 10:08 PM
109	Time of day - Is need that great - Would eat downtown more often	Feb 16, 2015 7:14 AM
110	If it's too inconvenient, I'll choose to go elsewhere	Feb 15, 2015 8:03 PM
111	handicap	Feb 15, 2015 2:23 PM
112	No parking means I usually don't come downtown.	Feb 15, 2015 1:35 PM
113	Only special events create such a mess that it keeps me away	Feb 15, 2015 11:10 AM
114	Sometimes we bring the grandkids. Long walks are hard on all of us.	Feb 15, 2015 5:04 AM
115	I wish to attend the events in downtown but I usually don't because there is no parking.	Feb 14, 2015 9:32 PM
116	Time consuming sometimes. Major events is sometimes near impossible particularly for older adults.	Feb 14, 2015 7:47 AM
117	sometimes, it is very frustrating so I will go somewhere where parking is easier. I feel more wanted by the shops if I can park and not struggle. if I find a shop owner downtown parking in front of their shop I will REFUSE to shop there cause they obviously do not want me or care enough to make sure I can park in order to shop with them!	Feb 14, 2015 6:38 AM
118	If I couldn't find a place to park downtown, we'd go elsewhere to eat/shop.	Feb 14, 2015 5:50 AM
119	During festivals I try to arrive early to avoid the parking headache	Feb 13, 2015 10:22 PM
120	I will avoid downtown during festivals because I cannot walk the distance to get a space.	Feb 13, 2015 9:09 PM
121	We pick our times to visit to minimize experiencing parking shortfalls	Feb 13, 2015 7:15 PM
122	Unable to walk much distance so don't attend events	Feb 13, 2015 7:08 PM
123	If I can't find a convenient parking place I go somewhere else.	Feb 13, 2015 6:33 PM
124	try not to go during big events	Feb 13, 2015 6:08 PM
125	may decide not to stop if convenient parking is not available	Feb 13, 2015 5:39 PM
126	sometimes. bigger event definitely	Feb 13, 2015 5:13 PM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

127	When hot	Feb 13, 2015 5:13 PM
128	Only during festival	Feb 13, 2015 5:10 PM
129	Sometimes I won't attend festivals because of not finding a parking spot	Feb 13, 2015 5:05 PM
130	ALL TOO OFTEN THIS YEAR I'VE ELECTED NOT TO GO TO AN EVENT BECAUSE OF THE LACK OF PARKING.	Feb 13, 2015 4:49 PM
131	Having a "walkable" downtown is nice but most of us live well outside a walking distance to downtown and being a senior citizen makes it even more difficult.	Feb 13, 2015 4:33 PM
132	Depending on the event, it could factor into our decision as to whether or not we attend .	Feb 13, 2015 4:31 PM
133	I choose to go downtown when I think there will be enough parking. At events, I am willing to park a little farther away. But sometimes I cannot find any parking at all.	Feb 13, 2015 4:26 PM
134	I've not gone to events because of the challenge of parking.	Feb 13, 2015 4:18 PM
135	I will frequent downtown more often as long as parking is available and free.	Feb 13, 2015 4:17 PM
136	Sometimes there are times we cannot find a spot in the evenings near a particular restaurant so we leave the downtown area.	Feb 13, 2015 4:17 PM
137	Square is easy. Courthouse annex/library side very inconvenient, so I don't go there much.	Feb 13, 2015 4:15 PM
138	Inadequate parking convenient to shops and restaurants and increased traffic congestion.	Feb 13, 2015 4:10 PM
139	If I can't easily park downtown, I can't visit downtown.	Feb 13, 2015 3:39 PM
140	Shopping more in Cedar Park, Liberty Hill, Round Rock (Hassle Factor)	Feb 13, 2015 2:45 PM
141	Sometimes	Feb 13, 2015 2:23 PM
142	If it gets unmanageable and not cost effective. Also I don't want to pay higher taxes for workers availability to park.	Feb 13, 2015 1:59 PM
143	I visit BECAUSE it is easy and free to park. It makes Georgetown very attractive.	Feb 13, 2015 1:42 PM
144	There have been times when we intended to dine downtown but found no parking and went elsewhere.	Feb 13, 2015 1:41 PM
145	During large events I usually go very early if possible or avoid them.	Feb 13, 2015 1:39 PM
146	I only go when I have to but I wish I could go more often and I would if I didn't feel parking was so hard!!!	Feb 13, 2015 1:23 PM
147	I don't like the hassle of finding one of a few spaces that may or may not be reasonable to use because of others poorly parked.	Feb 13, 2015 1:22 PM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

148	I do not go to some things that I would like to attend because of parking	Feb 13, 2015 1:21 PM
149	I answered yes, but what really deters me on event weekends are the crowds. Too many people, then parking eliminated where I prefer to park.	Feb 13, 2015 1:19 PM
150	Don't go if I think it will be overly busy	Feb 13, 2015 1:18 PM
151	Usually avoid downtown altogether, unless absolute necessary....because of parking	Feb 13, 2015 1:11 PM
152	Walking 8 blocks through a residential neighborhood is unacceptable.	Feb 13, 2015 1:09 PM
153	why bother	Feb 13, 2015 1:08 PM
154	I do not like having to drive around to find parking. I have sometimes just left because of parking difficulties.	Feb 13, 2015 12:59 PM
155	We sometimes decide not to go downtown during special events bc herding the family (kids, paraphernalia) is a pain when we have to park so far away	Feb 13, 2015 12:55 PM
156	time of day	Feb 13, 2015 12:55 PM
157	Sometimes we skip events	Feb 13, 2015 12:45 PM
158	i like to park near where i am going	Feb 13, 2015 12:41 PM
159	if i expect it to be bust i wont go	Feb 13, 2015 12:11 PM
160	Parking is doable, but if it wasn't, I wouldn't go.	Feb 13, 2015 12:06 PM
161	I have two small children that walk with me and physical issues that will deter me from visiting any place that I have to walk great distances for. I will just go elsewhere.	Feb 13, 2015 11:43 AM
162	Can't find parking during festivals.	Feb 13, 2015 11:35 AM
163	During special events (Red Poppy, Christmas Stroll, etc) diffululty parking is a deterrent to my attending	Feb 13, 2015 9:44 AM
164	Parking would be less of an issue if Georgetown had a public mass transit system (buses). Park and ride lots could be established further out from downtown to reduce close in parking needs.	Feb 13, 2015 9:39 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

1	There is a lot of space near the Library.	Mar 2, 2015 11:07 AM
2	Free shuttles during events. Lots of place to park farther away. GHS. recreation center. Walmart. Wolf ranch.	Mar 1, 2015 7:28 PM
3	Have downtown employees park off site, and keep parking for visiting/paying customers.	Feb 28, 2015 8:28 PM
4	double deck the city surface parking -parking garage on land in front to Library - merchants need to be able to park all day & not in front of their business so customers can get in-shuttles from large parking areas on festival weekends-	Feb 28, 2015 8:58 AM
5	A multi-level parking garage.	Feb 28, 2015 6:26 AM
6	Need more close by parking lots.	Feb 27, 2015 7:00 PM
7	The City needs more parking on the west side of the square, especially at the library!	Feb 27, 2015 4:13 PM
8	Put the parking back on Austin Avenue. Build a parking garage within one block of the square. If you put in a parking garage more than one block from the square it will be useless.	Feb 27, 2015 3:48 PM
9	We need a parking garage near the square. My first preference would be across from the Williamson County tax office, near THUNDERCLOUD SUBS. The idea of more parking down around the library is stupid -- us senior citizens would have to walk too far and it would be uphill. I would never use it and I would oppose building it.	Feb 27, 2015 3:45 PM
10	There is space available for a parking garage near the library.	Feb 27, 2015 2:30 PM
11	Using a combination of City Tax funds for initial build plus moderate parking fees, I believe a parking garage(s) should be build on/near the Square that blends in with the existing architecture of the Square area. During high volume usage periods, customers should not have to drive around looking for a place to park and/or having to walk long distances to get to the Square.	Feb 27, 2015 2:28 PM
12	The city should build a parking garage on some current parking lot, such as the one across the street from the old Grace church. Rates should encourage longer-term parkers (perhaps through mag-strip cards) to park there, freeing up spaces for shoppers, diners and other casual visitors.	Feb 27, 2015 2:20 PM
13	Stop the growth.	Feb 27, 2015 1:51 PM
14	Communicate to residents via community impact or email	Feb 27, 2015 1:17 PM
15	We need to develop parking -- a garage, perhaps -- down 8th St. in the library vicinity.	Feb 27, 2015 8:42 AM
16	Better marking/pr on what are free lots, county parking, city parking, etc., might help and not cost a lot of money.	Feb 27, 2015 7:55 AM
17	Remember ... Visitor to downtown are very important! Please do NOT install	Feb 27, 2015 7:29 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

	parking meters as they tend to suggest visitors are NOT welcome unless they pay to be welcomed. The downtown businesses and offices workers are what keeps a downtown alive. Without them the downtown will die. Parking is a big part of keeping people visiting and using the downtown. If you need an example of a prosperous downtown, check out Missoula, MT.	
18	It might be time to think about a second story at Main and 9th	Feb 26, 2015 2:47 AM
19	Pave and light lots on MLK and provide sidewalks to downtown, and maybe merchant - funded troll on weekends.	Feb 25, 2015 9:38 PM
20	Move away from surface parking lots. They are a tremendous waste of space. As a user of parking lots, I am willing, able and expected to pay for parking in a garage. It's high time to be rid of the notion that somehow parking should be free. Walking should be free, as should locking a bicycle. Time to think density and a nudging away from car culture.	Feb 25, 2015 6:49 PM
21	Downtown needs at least 2-3 multi-story parking garages to accommodate surge attendance and encourage more activity in and around downtown.	Feb 24, 2015 10:23 AM
22	Can't think of anything. I just go there when it isn't busy. Busy times are too hard.	Feb 24, 2015 8:08 AM
23	thank you for getting community input	Feb 23, 2015 9:32 PM
24	I have suggested before that the City should build a parking garage on the existing parking lot (1 block South of the square). That way many more cars could be parked closer to the square and it would be less inconvenience for people and the City to handle such a broad area of parking issues that occur during Poppy Festival and all the other events that we have. The City could pay for the project with tax payer funds and charge a small fee for parking in it and that money could go back to the general fund. I'm a City of Georgetown tax payer and I wouldn't mind help funding something that will give back to a very important part of the City's traditions of having multiple events downtown. I would also leave an area available for some larger trucks/trailers to park during events to accommodate the space they need. I would leave the square and the surrounding parking areas free as long as possible. I know many people that say they will come to the square to shop, attend events or just walk around because the parking is free. Adding the parking garage will not turn people away, because if they see that something big is happening and they can park one block away, they will most likely not mind paying a few bucks or so.	Feb 23, 2015 11:32 AM
25	I think we need a parking garage. It is okay to charge to park in it.	Feb 23, 2015 7:36 AM
26	Keep the open public parking lots. If you can find some empty space -- build another street-level open parking lot -- even if you have to charge for parking. Do not build a parking ramp downtown. I have a lot of experience using parking ramps. Most parking ramps are confusing to navigate and you end up walking farther through the ramp, down the stairs, and around the building...than if you had parked on the street. Parking ramps are an eyesore, dirty, and attract crime. Senior citizens prefer not to park in ramps for the above reasons. Any Georgetown city staff and local merchants that are responsible for making	Feb 23, 2015 6:27 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

	parking decisions for downtown Georgetown, should travel to Austin and try parking in various ramps. Time how long it takes to navigate in the ramp, park, and get out of the ramp on foot to a nearby attraction. Evaluate how attractive and pleasant is the ramp experience. THEN decide if a parking ramp is a quality addition to downtown Georgetown.	
27	If you do not get a good response from this survey, please consider placing hard copies for patrons in business. It is important that a wide variety of response are received for an accurate assessment on public opinion with regard to downtown parking. Please do not consider parking meters on the square. This will greatly reduce the small town atmosphere.	Feb 22, 2015 12:20 PM
28	Theater parking takes up too much public space when there is a performance. Hard to find parking for dinner at local establishments.	Feb 22, 2015 12:49 AM
29	Having low cost parking within the Square and adjoining streets would not stop me from visiting the downtown area. Low cost, like \$.25 per hour and only between 10 AM and 4 PM Mon - Sat would not be a burden. Free parking could be given on certain big shopping days, holidays and during events/festivals. It doesn't bother me to pay for parking in downtown Austin, but I do believe their parking fees are high and certainly too high for Georgetown.	Feb 21, 2015 8:46 PM
30	Areas of public parking should be better marked so visitors can locate public parking lots.	Feb 21, 2015 9:16 AM
31	One multilevel garage on Main Street where the parking lot is today would solve a lot of parking issues for years to come.	Feb 21, 2015 7:49 AM
32	The diagonal parking around downtown is very efficient. Public parking lot by Main and 9th is good. Enforce disabled drivers. So often I see these spaces unoccupied or taken by people that walk as well as anyone.....there is abuse in this which is unfair to others. Perhaps at peak times more parking along the side streets surrounding the square.....pros and cons with this for safety and home owners but consider.....please don't consider parking meters or pay to park.....Georgetown is spectacular and this will just ruin it.	Feb 21, 2015 7:36 AM
33	Build more lots with lights . Your new security is not doing the job .	Feb 20, 2015 8:51 PM
34	Please be careful in considering building a parking ramp in downtown Georgetown. I have lived previously in a city(Iowa City, IA) with 4 downtown parking ramps, with more being built. Our family stopped visiting downtown because the only available parking was in parking ramps with expensive hourly fees. The parking ramps were filthy and frequented by homeless persons & criminals. The parking ramps became a blight on the downtown atmosphere, and we don't want to see this happen in Georgetown!!!	Feb 20, 2015 4:19 PM
35	If downtown attracts the new and better shops and restaurants that it wants, the parking situation will surely get tighter more often.	Feb 20, 2015 3:27 PM
36	Why were the parking spaces removed on Austin Avenue, across from the courthouse and in front of businesses? Bad decision because those spaces were valuable to patrons of restaurants, The Palace Theater and the courthouse.	Feb 20, 2015 3:17 PM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

37	More free lots!!!!!!	Feb 20, 2015 2:54 PM
38	more open parking lots instead of looking for parking on side streets away from the square	Feb 20, 2015 2:37 PM
39	The downtown area has been revitalized, but with the surge of people visiting, more parking is necessary. Without good/convenient parking, the downtown are will "die" again because visitors will opt to areas that have ample parking in the outlining parts of Georgetown. Even Round Rock had this same parking problems 15 to 20 years ago, but did something about the problem.	Feb 20, 2015 2:19 PM
40	Enforce the parking time limits...in the past too many employees/ owners park at on street parking ... not smart. Build a parking structure and perhaps shuttle service to take visitors back and forth especially with new convention center coming on line ...	Feb 20, 2015 1:14 PM
41	Definitely need more parking spots, but I don't know how to resolve the issue.	Feb 20, 2015 1:09 PM
42	The 3 hour parking needs to be done away with. That is ridiculous to rush me when I am shopping/eating etc. I have seen tourist come in and even make comments that we are only welcome here for 3 hours or they will give us a ticket. Way to go City of Gtown. That's what we want to be known as. Seriously get rid of it.	Feb 20, 2015 1:02 PM
43	Invest in "MORE PARKING THIS WAY" signs that can be placed strategically around downtown	Feb 20, 2015 12:55 PM
44	I am in favor of a large public parking garage, under or above ground, very near the square.	Feb 20, 2015 12:34 PM
45	I don't have any suggestions for improvement but I do have a comment. My husband plays in a band. When the band members come to set up, it is hard to find a place to park to unload their equipment. A designated place to unload during special events would be helpful. We sometimes have to double park while unloading. We do not mind unloading in one place then park and walk back in another.	Feb 20, 2015 12:27 PM
46	Convince store owners and employees who work downtown to park somewhere other than in front of their businesses.	Feb 20, 2015 12:13 PM
47	Large trucks make parking and driving down town very difficult. You can't see around them to back out of a parking space and they extend into the street when parked making driving difficult.	Feb 20, 2015 12:01 PM
48	Try to include angled parking vs paralleled parking	Feb 20, 2015 11:57 AM
49	Educate the public concerning parking availability.	Feb 20, 2015 11:50 AM
50	Would like to see the streets immediately surrounding the Courthouse blocked off and made a pedestrian only area. Take a look at Fort Worth for example and what a difference in downtown foot traffic. Sundance Square has added significantly to commerce for downtown Fort Worth.	Feb 20, 2015 11:48 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

51	Offsite parking at the old Albertson's lot, or somewhere else close by with a shuttle to festivals would be nice. The parking at Christmas Stroll is made worse by street shutdowns for the parade. Parking is such a nightmare during festivals I can't believe anyone goes to them at all anymore. Parking at lunch time is sometimes a problem, so we don't lunch on the square as often as we would like. Need more parking like the big lot down by the library.	Feb 20, 2015 11:38 AM
52	Better signage on public lots, opening private lots at night/weekends, incentives for businesses to welcome public parking on nights/weekends, shuttle service between off-square garages or lots and downtown.	Feb 20, 2015 11:34 AM
53	Parking garage perhaps close to the library. Close enough for shopping on the square and convenient for library patrons. Eliminate street parking on Austin Avenue and continue with the wide sidewalks - so attractive and encourages an easy walking environment. Safe for all ages. Shouldn't be trying to get into driver side of car on Austin Avenue - very dangerous with traffic and the door of the car opening. Yesterday a parent had the front door open and the back door open trying to unbuckle a small child....very dangerous.	Feb 20, 2015 11:30 AM
54	Might need more in the future. The current parking lots are kept beautiful, great landscaping and clean. Like parking in a park. Free is good for business downtown and I don't mind tax dollars spent on landscaped lots. Good job so far.	Feb 20, 2015 11:26 AM
55	Right now parking is fine because there isn't a lot of activity during the evenings. I would LOVE more restaurants and bars in the downtown area, so it would be nice to have parking planned for these additions. I do love the free parking lots though, I think that could be a definite advantage compared to other cities, but probably need a time limit if it remains free.	Feb 20, 2015 11:18 AM
56	shuttles during the festivals?	Feb 20, 2015 11:07 AM
57	Golf car rides from parking lots would be nice for special events and even major shopping days such as those around holidays and special downtown events. Consideration might be given to making the streets all one way around the square which might help traffic flow. Also, left turn lights would be a great improvement in the downtown area.	Feb 20, 2015 7:00 AM
58	Love downtown...maybe some pay to park lot option	Feb 19, 2015 6:56 PM
59	Perhaps limiting the parking to two hours instead of three as well as monitoring the parking so that there is more turnover in the parking spaces.	Feb 19, 2015 1:15 PM
60	I love the large open lots; especially the large lots on Main St. across from the Property Assessors Office. I would not want to see a large, multi-level parking garage built in the downtown area.	Feb 19, 2015 12:55 PM
61	I have an electric car but there are always people parked in the designated places who do not have one. I think they should get a ticket and you should enforce the use of the electric meters.	Feb 19, 2015 12:06 PM
62	Not surde why on street parling along Austin Ave Town Squace Block was	Feb 19, 2015 10:42 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

	eliminated	
63	Build a multi-level garage.	Feb 19, 2015 9:57 AM
64	I love downtown Georgetown and want accessibility to the attractions to be easier. It is only going to grow faster with more and more visitors, so I think a low rise parking garage should be constructed west of downtown - no more than a block off Austin Ave. Parking should be free, especially for big event attractions. If a fee is to be paid, there should be the 3 hour free parking that currently exists on street.	Feb 19, 2015 9:34 AM
65	Public parking garage. Large pickups should have designated streets or areas for diagonal parking. On many of the streets, the parked trucks extend far into the driving lanes making it difficult for a moving vehicle to stay in proper lane. Must drive across center line to avoid hitting a truck which in turn may cause vehicle to hit an opposing vehicle. Widening sidewalks has been detrimental to the width of driving lanes. Downtown workers should park in remote lots if retail and restaurants want customers.	Feb 19, 2015 9:26 AM
66	Library needs more spaces.	Feb 19, 2015 9:18 AM
67	1. additional handicap street/public lot parking, 2. improved shuttle service from remote lots with handicap access, and 3. additional close-in parking; ie: parking decks	Feb 19, 2015 8:53 AM
68	Love Georgetown. Value it's "old Texas town" aspect. Know it wants to grow as a destination. Only concern is perhaps traffic management during events as opposed to parking issues. It was quite a while ago when we did try to attend one of the events. The traffic jam was so bad that we have not tried again. People get frustrated and angry in the middle of trying to get around, which is never a good thing. Try satellite parking with buses to event (if you have not done so).	Feb 19, 2015 8:42 AM
69	I have no specific ideas.	Feb 19, 2015 7:51 AM
70	If we wish to be a friendly city we must remove the three hour parking limit but yet prevent the Courthouse workers from utilizing many of the choice parking spaces. I suggest we use a system similar to Galveston's that charges for parking but not with parking meters.	Feb 19, 2015 7:32 AM
71	I actually ride my bike downtown just as much as driving. Please continue to look for more alternative transportation options too.	Feb 19, 2015 7:25 AM
72	Overall, I (and my family) think the parking situation is very good in downtown. We normally find street parking and if not, we use the public lot which is in a convenient location. We attend all the festivals and know that we may need to park farther out and walk in. No problems. As long as personal safety is not an issue, we don't mind walking the extra distance during events.	Feb 19, 2015 7:17 AM
73	Special events should have shuttle options coming in from 1) the mall, 2) GHS, 3) the old elementary school on Williams. Advertise it, have it free.	Feb 19, 2015 7:04 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

74	Some multi-level parking garage(s) are needed.	Feb 19, 2015 6:43 AM
75	Build a 2 to 3 story parking garage within a block or two of the square. Charge a reasonable fee for using the facility. Use that money to pay for the garage. You don't need another "consultant" to tell you that you need parking downtown. We've been telling you for years that Georgetown needs parking downtown! Georgetown is about to choke on its success, similar to what happened in Sacramento CA's Old Town district and Folsom CA's historical Main Street district on the riverfront. Act now.	Feb 19, 2015 6:38 AM
76	City/county should build additional parking lots or garages.	Feb 19, 2015 6:14 AM
77	Provide mass transit from outside areas like Sun City!	Feb 19, 2015 6:09 AM
78	clear signage for use of bank parking - 3 hr limit inforced -	Feb 19, 2015 6:09 AM
79	Keep the head-in parking...I can't parallel park. I can usually find a head-in spot on the Square pretty quickly and park there since I usually don't stay over 2-3 hours. I like the shuttles when the festivals are going on.	Feb 19, 2015 6:02 AM
80	Fix and maintain sidewalks all around downtown so when parking situation requires farther walking that it is safe, easy, attractive and available without having to stumble all over yourself, dodge debris, etc. In all new construction require wide sidewalks along the street - everywhere in town, everywhere.	Feb 19, 2015 4:49 AM
81	Build a parking garage or garages!!!!!!	Feb 19, 2015 3:44 AM
82	Build parking garages so that more cars can park on the same ground area of a lot.	Feb 19, 2015 3:40 AM
83	Many of us are over 65 and have walking difficulties. So a parking facility too far away would be a problem. Expanding (upward) the current free parking would be expensive and would not help those of us heading to the Palace & Wildfire.. You have such limited space I cannot envision where you might be considering a parking facility. As downtown now exists I think the biggest problem is festivals & parking. Have you considered off site parking and shuttle service. Would that be more cost effective?	Feb 19, 2015 3:21 AM
84	Quit tearing up the streets ...	Feb 19, 2015 12:26 AM
85	i love the curbside parking and usually am able to find SOMETHING except during festivals when it is shut down. It is hard for one of us to walk for more than a block without a spot to sit down so offsite parking is not workable. I don't have ideas though unfortunately	Feb 18, 2015 10:48 PM
86	I really don't have a problem finding public parking close to the square. Only during festivals when streets are blocked have I had difficulty -- and now I normally avoid downtown during that time.	Feb 18, 2015 10:47 PM
87	I think downtown parking is a non-problem.	Feb 18, 2015 9:54 PM
88	It's a puzzle to me.	Feb 18, 2015 9:05 PM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

89	I would favor construction of parking garages that look like the historic buildings and have shops, restaurants, etc. on the first floor or front of the building. Cost of construction and maintenance could be off set by rental of the retail space in the building.	Feb 18, 2015 8:57 PM
90	None	Feb 18, 2015 8:32 PM
91	Build a garage one block west of Austin Ave.	Feb 18, 2015 8:18 PM
92	We really appreciate the free parking. What a great asset to the City of Georgetown. Great forward thinking. And your electric recharging for autos is REALLY forward thinking. We moved recently from Houston so we really appreciate your efforts!!!!	Feb 18, 2015 8:03 PM
93	I'm not sure where the parking garage is in relation to the square. Maybe signage to off street parking needs to be improved. An interactive map added to the Georgetown app. I would be willing to pay for parking if it was convenient. Don't know if the lot that was closed for so long is now open.	Feb 18, 2015 8:01 PM
94	Why hasn't the vacant 7-11 building located on Main/University (across from Dos Salsas) been torn down and made into a public parking lot? This is currently wasted valuable space that would make for a perfect public parking lot. This would help parking issues at Dos Salsas and during Red Poppy, Christmas stroll, etc. This is an eye sore to our beautiful downtown area and needs a solution, in which I feel parking makes the best logical solution. I am a native (born and raised) Georgetown resident and would love to see this happen.	Feb 18, 2015 1:40 PM
95	There needs to be plans at some point for small buses to get people around as we grow. Something like what the airport has to and from your vehicle. Now this could be purchased as a monthly ticket or as-you-need-it depending on your use downtown. With the layout of the town, there will have to be parking on the outskirts where this would come in handily. Rain, cold, bad weather doesn't help when you have to walk 2,3 or 5 blocks to your vehicle.	Feb 17, 2015 9:01 PM
96	Signage!	Feb 17, 2015 3:37 PM
97	Enforce parking limits and provide more signage to city parking lots.	Feb 16, 2015 2:31 PM
98	I like the shuttle service option when there are large events going on so please do not take that away. There does need to be more parking in/around downtown but I have no suggestions as to where.	Feb 16, 2015 9:47 AM
99	I understand there is parking concerns but as a fit adult without small children I do not mind walking to get to various stores. However I do understand there are older, less ambulatory individuals or young moms with strollers that will not feel the same. It would be nice to put parking garages just 1-2 blocks from the core area so those two groups would not have to walk too far. We would need to have that type of parking on all sides of the courthouse not more than a couple of blocks from core area. Not sure if that's possible.	Feb 16, 2015 7:19 AM
100	Need no more than 3 level garage (ground - middle - uncovered top floor) - to keep cost and height down. The corner of 9th & Main would be an excellent	Feb 16, 2015 7:16 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

	location!	
101	Do away with the 3 hour limit.	Feb 16, 2015 7:02 AM
102	Multiple parking garages would help.	Feb 15, 2015 5:06 AM
103	provide traffic free zones	Feb 14, 2015 2:27 PM
104	Additional parking will be helpful. Business employee parking needs to be monitored. Thanks for studying this need for downtown.	Feb 14, 2015 7:49 AM
105	Enforce the parking law! Business owners THINK about your customers. Park in the public lot and MAKE sure your employees are too. You want customers then give us spaces to park in! After all if we can't park to shop then you do not make money. Think about it.	Feb 14, 2015 6:43 AM
106	I like the electric vehicle charging stations. While I don't currently own an electric vehicle, these make me more interested in getting one. Like recycling, the charging spots seem like a progressive and responsible service for the city to provide in the interest of cleaner air, less dependence on oil, etc.	Feb 14, 2015 5:52 AM
107	Parking garage in the empty lot across from the library.	Feb 13, 2015 10:23 PM
108	During festivals turn more of the spaces to handicapped.	Feb 13, 2015 9:11 PM
109	We have season tickets to the Palace Theater. We park in the Bank parking lot when attending on Friday or Saturday night. It becomes much more difficult when there is an event on the Square. For example, the live music during the summer.	Feb 13, 2015 7:55 PM
110	Keep it free. The downtown is truly a bright spot of Georgetown. Don't spoil it by over crowding and making parking a hassle and expense. I'd rather spend money with the businesses I visit. We used to love going to Austin, but don't do that anymore because everything is an additional/variable charge.	Feb 13, 2015 7:18 PM
111	Please do not remove more parking spots like was done on the west side of the Square....	Feb 13, 2015 6:42 PM
112	Doing a good job. Keep it free and accessible please.	Feb 13, 2015 5:40 PM
113	I would be okay with all street parking being handicapped. I think as a community we should embrace walking a few blocks as part of a healthy lifestyle	Feb 13, 2015 5:12 PM
114	Get rid of the parallel parking by the Palace Theater. It's very dangerous passing parked cars so closely when travelling in the right side lane going south on Austin Ave.	Feb 13, 2015 5:07 PM
115	Parking meters on the Square would be helpful. MORE off street lots...especially around the library. Multi-story parking garage close to the Square.	Feb 13, 2015 4:51 PM
116	Make the streets in the immediate downtown area one way with angled parking. Some of the longtime citizens might not like it but I've been here 40 years and I	Feb 13, 2015 4:35 PM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

would have no problem with it.


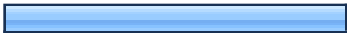
117	I believe off square public parking is a viable option and I like the idea of having the parking lot be multi user pay parking facilities that also contain commercial outlets/shops, etc as part of the ground floor of the multi story parking facility. These facilities really look good and fit in with the theme of the downtown area.	Feb 13, 2015 4:34 PM
118	Why have we not fixed the many level parking garage that was built, but not made available because of structural issues? I think a close parking garage of many levels would be perfect for the downtown area.	Feb 13, 2015 4:27 PM
119	Having available, free parking is just one of the perks that tax payers should have in order to frequent the downtown businesses and events.	Feb 13, 2015 4:18 PM
120	Providing city parking lots with easy access to the downtown area is essential to keeping residents willing to patronize local businesses. Parking on Austin or Main streets creates congestion. City should look for alternatives for these two areas.	Feb 13, 2015 4:15 PM
121	During Christmas I could not find a place to park and went to the public lot across or east of the license bureau, and about one third was roped for dodge and a gentleman told me to move on. It seemed strange that a company would be granted such a privilege and a tax paying citizen could not park there.	Feb 13, 2015 3:26 PM
122	Parking, traffic congestion etc. impact the downtown. Personally, the only reason that would overcome that would be one store (Diva) and most importantly better food. La Monumento is consistently good; Wildfire is OK, but not as good of "Prep" as it use to be. A lot of "average" eating and the surrounding areas are providing better variety and "worth a shot" quality. I personally think the growth will ultimately kill the downtown area without some irresistible shops. Will take both parking and desire to succeed long term.	Feb 13, 2015 2:52 PM
123	If you decide to build please find a construction company with a excellent history of building skills.	Feb 13, 2015 2:24 PM
124	I haven't had any problems getting a space in front of the business I'm frequenting. Parking should focus on paying customers frequenting businesses. I don't shop in downtown Austin for a reason. Horrible parking.	Feb 13, 2015 2:01 PM
125	The block on 8th street, just east Of Main, is a bottle neck when trucks and longer vehicles are parked on both sides. Very difficult for cars going in opposite directions to pass each other.	Feb 13, 2015 1:45 PM
126	I really enjoy the public lots and use them often. Could we have more of these?	Feb 13, 2015 1:41 PM
127	Lots for larger vehicles is needed.	Feb 13, 2015 1:33 PM
128	I am aware that people think there is a parking problem because they have to park in a spot other than right in front of where they want to go. They do not realize that they park farther away when they are visiting WalMart or Target than when they are getting a coffee in downtown. I usually park away from the square so that others can park there - those that need closer access. I would love to see	Feb 13, 2015 1:26 PM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.






	more public lots and I believe we will be getting more down by the library.	
129	need parking garages, not just lots	Feb 13, 2015 1:21 PM
130	Need more disabled parking. Some how you need a new parking garage, but where is the question. Needs to be very central.	Feb 13, 2015 1:21 PM
131	Yes, get the construction and maintenance repairs done more quickly. 9th street has been a mess for over a year!	Feb 13, 2015 1:20 PM
132	I am fine with the current set-up. I don't think we need more parking lots. I would, however, like to see more parking along the street. Seems like there are no parking signs everywhere on residential streets.	Feb 13, 2015 1:19 PM
133	Build a garage nearby and rent out the ground floor.	Feb 13, 2015 1:10 PM
134	need more of a reason to go DT in the first place	Feb 13, 2015 1:09 PM
135	I am downtown very frequently and never have a problem finding a parking spot. Move on to something else.	Feb 13, 2015 12:57 PM
136	An actual parking structure like the one in Round Rock near main street would be fabulous. Possibly in the lot that has parking caddy-corner to where the fire station used to be and a/c from the utility office	Feb 13, 2015 12:56 PM
137	The shuttles are a good idea for festival times	Feb 13, 2015 12:46 PM
138	Let a business buy the Albertsons building and pay taxes, use that and other city money to build parking garage or parking solution	Feb 13, 2015 12:12 PM
139	We all enjoy downtown, but when it takes 20 minutes just to find a parking spot to pick up a to-go order at a restaurant then things are getting out of hand. Employee & "Long-term" (over 2 hours?) parking lots might be a good idea and maps of dedicated parkings lots should be available online for special events, such as Red Poppy Festival. If they already are they have not been well-advertised as I have gone to look for them and haven't been successful.	Feb 13, 2015 11:50 AM
140	Build a parking garage near the library.	Feb 13, 2015 11:35 AM
141	Avoid barricading so many streets in the vicinity of the square and making parking unavailable on nearly every street in that area.	Feb 13, 2015 9:45 AM
142	I feel like this really isn't that big of an issue except for big events. I rarely have an issue finding parking downtown and am there several times a week at various times of day. I'm willing to drive the block a few times, just don't make me drive and find parking IN Austin!	Feb 13, 2015 9:41 AM
143	Hurry, this place is growing and we need our tourists and visitors to be happy!	Feb 13, 2015 7:52 AM

Business Owner Survey Summary Report





1. Please describe yourself:

		Response Percent	Response Count
Female		49.0%	24
Male		51.0%	25
answered question			49
skipped question			1


2. Please indicate which best describes your age group:

		Response Percent	Response Count
17 or Under		0.0%	0
18 - 24		0.0%	0
25 - 34		10.2%	5
35 - 44		18.4%	9
45 - 54		30.6%	15
55 - 64		22.4%	11
65 or Older		18.4%	9
answered question			49
skipped question			1

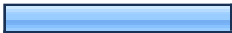











3. Please indicate your postal zip code.

		Response Percent	Response Count
78626		61.2%	30
78628		24.5%	12
78633		8.2%	4
Other (please fill in your zip code)		6.1%	3
answered question			49
skipped question			1





4. Please check the category below that best describes your interest in downtown Georgetown.

		Response Percent	Response Count
I am a Visitor/Customer		0.0%	0
I live Downtown		0.0%	0
I own a Business/Property		100.0%	50
I work Downtown		0.0%	0
Other (explain)		0.0%	0
answered question			50
skipped question			0





5. Typically, what is your main purpose for visiting downtown Georgetown? (Check all that apply)

		Response Percent	Response Count
Shopping		34.0%	17
Personal Services (Salon/Spa)		18.0%	9
Attorney/CPA/Insurance/Finance		10.0%	5
I work Downtown		74.0%	37
Restaurants		50.0%	25
City/Government		18.0%	9
Doctor/Dentist		2.0%	1
Parks/Recreation Facilities		14.0%	7
Bars/Entertainment		28.0%	14
Public Library		34.0%	17
Festival/Special Event		42.0%	21
Other (explain)		10.0%	5
answered question			50
skipped question			0





6. How often do you visit downtown Georgetown?

		Response Percent	Response Count
Daily (5 times per week)		78.0%	39
Infrequently (a few times per month)		2.0%	1
Frequently (1-4 times per week)		18.0%	9
Not often (a few times per year)		2.0%	1
answered question			50
skipped question			0







7. How important is parking as it relates to your decision to visit downtown Georgetown?

		Response Percent	Response Count
Parking does not impact my decision to visit downtown		32.0%	16
Parking is somewhat important in my decision to visit downtown		16.0%	8
Parking is very important in my decision to visit downtown		46.0%	23
I avoid going downtown because of the parking		6.0%	3
answered question			50
skipped question			0

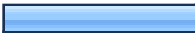



8. If you drive to visit downtown, where do you prefer to park?

		Response Percent	Response Count
On-Street		59.2%	29
Off-Street Public Lot		22.4%	11
Private Lot		10.2%	5
Other (please explain)		8.2%	4
answered question			49
skipped question			1



9. What is the length of stay during your typical visit to downtown?

		Response Percent	Response Count
Less than one hour		4.1%	2
Four to six hours		14.3%	7
One to two hours		14.3%	7
Six to eight hours		28.6%	14
Two to four hours		24.5%	12
Greater than eight hours		14.3%	7
answered question			49
skipped question			1

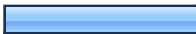


10. What distance is acceptable to you for walking to your destination from where you park?

		Response Percent	Response Count
Less than one block		28.6%	14
One to two blocks		51.0%	25
Two to three blocks		14.3%	7
Three blocks or more		6.1%	3
answered question			49
skipped question			1



11. Are you aware that there are posted three-hour time limits for on-street parking in the Town Square area?

		Response Percent	Response Count
Yes, I am aware of posted time limits		89.8%	44
No, I am not aware of posted time limits		10.2%	5
answered question			49
skipped question			1





12. Do you believe that parking time limits should be enforced more strictly?

		Response Percent	Response Count
Yes		28.6%	14
No		59.2%	29
Other (please explain)		12.2%	6
answered question			49
skipped question			1

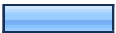



13. Are you aware that there is free parking available in City public lots, with no posted time limits?

		Response Percent	Response Count
Yes		93.9%	46
No		6.1%	3
answered question			49
skipped question			1





14. In your opinion, who should pay the cost of building and maintaining public parking facilities? (Check all that apply)

		Response Percent	Response Count
Parking Users/Customers		10.2%	5
City Tax Dollars		87.8%	43
Property Owners/Business Owners		10.2%	5
Other (please explain)		4.1%	2
answered question			49
skipped question			1





15. How would you characterize your ability to find a parking spot downtown on a typical weekday/workday?

		Response Percent	Response Count
Convenient & Easy		16.3%	8
Somewhat easy		40.8%	20
Somewhat difficult		20.4%	10
Difficult and inconvenient		22.4%	11
I usually do not drive to go downtown		0.0%	0
answered question			49
skipped question			1






16. How would you characterize your ability to find a parking spot downtown on a typical lunchtime?

		Response Percent	Response Count
Convenient & Easy		6.3%	3
Somewhat easy		10.4%	5
Somewhat difficult		37.5%	18
Difficult and inconvenient		45.8%	22
I usually do not drive to go downtown		0.0%	0
answered question			48
skipped question			2



17. How would you characterize your ability to find a parking spot downtown on a typical evening/weekend?

		Response Percent	Response Count
Convenient & Easy		10.6%	5
Somewhat easy		38.3%	18
Somewhat difficult		19.1%	9
Difficult and inconvenient		31.9%	15
I usually do not drive to go downtown		0.0%	0
answered question			47
skipped question			3

18. How would you characterize your ability to find a parking spot downtown for a festival/special event (Red Poppy Festival/Downtown Stroll)?

		Response Percent	Response Count
Convenient & Easy		0.0%	0
Somewhat easy		0.0%	0
Somewhat difficult		18.8%	9
Difficult and inconvenient		77.1%	37
I usually do not drive to go downtown		4.2%	2
answered question			48
skipped question			2

19. Does the availability of parking influence your decision to visit downtown Georgetown?

		Response Percent	Response Count
No		58.3%	28
Yes (please explain)		41.7%	20
answered question			48
skipped question			2

20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

	Response Count
	25
answered question	25
skipped question	25

Page 3, Q3. Please indicate your postal zip code.

1	78664	Feb 20, 2015 11:46 AM
2	78665	Feb 15, 2015 6:56 PM
3	78726	Feb 13, 2015 5:05 PM

Page 5, Q5. Typically, what is your main purpose for visiting downtown Georgetown? (Check all that apply)

1	To visit our business	Feb 16, 2015 6:34 AM
2	I Also live and eat	Feb 16, 2015 6:27 AM
3	own business downtown	Feb 14, 2015 8:55 AM
4	Mortgage Banker	Feb 14, 2015 7:09 AM
5	live work and shop	Feb 13, 2015 3:54 PM

Page 8, Q8. If you drive to visit downtown, where do you prefer to park?

1	WE need a parking garage! Corner of main and 9th would be great! 4 levels! Needed this for years!	Feb 23, 2015 11:38 AM
2	A block off of the square on the street	Feb 17, 2015 5:52 AM
3	in front of destination	Feb 16, 2015 6:12 AM
4	i wish we had parking garages and covered parking like domain	Feb 13, 2015 3:05 PM

Page 12, Q12. Do you believe that parking time limits should be enforced more strictly?

1	My clients all hate the 3 hour limit. We should not have this	Feb 23, 2015 11:39 AM
2	NEVER a Customer Friendly action, it scares off shoppers.	Feb 20, 2015 11:59 AM
3	NEVER a Customer Friendly thing to do!	Feb 20, 2015 11:50 AM
4	I eat, drink and shop dtown. 3 hrs makes me hurry and leave dtown. get rid of the 3 hr. why rush me.	Feb 13, 2015 3:56 PM
5	Perhaps for repeat violators, so as to address local businesses/employees using "visitor" spaces.	Feb 13, 2015 3:39 PM
6	I think they are enforced great now.	Feb 13, 2015 11:02 AM

**Page 14, Q14. In your opinion, who should pay the cost of building and maintaining public parking facilities?
(Check all that apply)**

1	A collabrative effort from everyone mentioned would be fair	Feb 14, 2015 6:11 AM
2	why would business owners pay or expected to pay. they pay property taxes and you sales tax. don't get greedy city gtown. really	Feb 13, 2015 3:58 PM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

1	3 hour limits are terrible. not enough parking lots. no parking garage. It is terrible. My clients all tell me how they wish I was located out Williams drive instead of on the square. I will be changing locations as soon as possible.	Feb 23, 2015 11:42 AM
2	I there is not an available place to park during inclement weather or my short breaks, I choose to delay my visit to that location or go somewhere else.	Feb 21, 2015 10:47 AM
3	As a foe mail I don't like to walk by myself long distances	Feb 20, 2015 3:37 PM
4	Rather go elsewhere	Feb 20, 2015 3:13 PM
5	If I cannot park conveniently...I go elsewhere to shop and/or eat	Feb 17, 2015 1:58 PM
6	But I can walk	Feb 16, 2015 6:30 AM
7	If I know parking will be difficult , I will avoid Downtown	Feb 15, 2015 8:35 PM
8	Usually avoid going downtown when I know that it will be crowded (events and festivals)	Feb 15, 2015 7:15 AM
9	go home at times	Feb 15, 2015 4:18 AM
10	want to have a place to park or why go?	Feb 14, 2015 6:41 PM
11	Yes, only for special events, not typically.	Feb 14, 2015 3:11 PM
12	when 8th st was closed last summer for 3 mos, business was extremely decreased	Feb 14, 2015 8:59 AM
13	When I leave work and see insufficient parking available for dining out, it influences my decision to done elsewhere	Feb 14, 2015 7:13 AM
14	Sometimes I spent over 20 minutes looking for a parking during christmas stroll or busy weekend nights.	Feb 14, 2015 6:13 AM
15	At certain times, yes.	Feb 13, 2015 8:24 PM
16	i get dropped off during festivals because there is no parking	Feb 13, 2015 6:49 PM
17	City blocks off way to many spots for events. you need to consider parking brings more tax dollars. why limit and fine your tax paying customers. only ones that violate is the Sun and courthouse employees. tan Chevy truck - yes we see u everyday	Feb 13, 2015 4:02 PM
18	Hard for older people to get to the businesses.	Feb 13, 2015 3:32 PM
19	we need real parking infrastructure. it is embarassing to invite out of town guests.	Feb 13, 2015 3:09 PM
20	If it is a family outing and I have my little kids then yes	Feb 13, 2015 11:03 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.



1	Please consider something other than a monolithic parking garage at Main and 9th. The mixed usage plan with retail, residential, and parking would be much better.	Feb 27, 2015 12:13 PM
2	The downtown square is a destination for everyone in Georgetown. As a business owner I can tell you my clients are inconvenienced just by coming down to the square and then when they arrive it takes them a long time to find parking. There are not enough city lots and we have no parking garage. The city needs to pay to put one in even if they need to raise taxes to do it. We also need to eliminate the 3 hour parking limit. I haven't met a single resident, client or business owner that wants it.	Feb 23, 2015 11:46 AM
3	Build a multi story parking garage over the existing city lots!	Feb 21, 2015 10:48 AM
4	If it is too hard to get to a business. I will not go there. Construction is frustrating and will be avoided at all costs. This will influence my decision to shop or eat downtown.	Feb 20, 2015 3:39 PM
5	GET RID OF POCKET PARKS & ADD MORE PARKING. CLOSE STREETS AROUND SQUARE & DOWNTOWN ON A RARE BASES. HAVE GOVT EMPLOYEES PARK IN GOVT PARKING LOTS.	Feb 20, 2015 1:22 PM
6	Double deck the lots that you already own...in particular the large one across from Grace Church at Main & 9-10th streets	Feb 20, 2015 12:02 PM
7	Pull down the Bank of America on Austin and replace with ground floor retail and upper floor parking.	Feb 20, 2015 11:30 AM
8	The layout of the public lot on 9th at Main could use review. It is a very congested layout.	Feb 18, 2015 6:46 AM
9	We need more parking....on festivals...we need to make sure there is sufficient parking for business owners and employees so we can keep our stores open during festival. Right now it is very difficult for our employees to find spots during festivals/big events downtown.	Feb 17, 2015 1:59 PM
10	I am in favor of a parking garage.	Feb 17, 2015 7:51 AM
11	Leave lights up all year round	Feb 16, 2015 6:31 AM
12	I think that the time has come for a parking garage but feel strongly that it should be designed to contribute to the character of downtown and be a mixed use facility with retail space not the ground floor.	Feb 15, 2015 7:16 AM
13	The full-lot parking south of Old Grace Church is beginning to be well-used. It may be time to either build a parking deck over it or find another block or partial block near the square.	Feb 14, 2015 3:12 PM
14	Enforcing 3 hour parking would help. I have classes and students who are caring their projects have to park several blocks away. I have a lot of elderly patrons who are buying glass which can be heavy so we have to leave the shop in order to carry their supplies to their cars especially during lunches Wednesday-Friday. Maybe it would help if there were 1-2 parking spaces	Feb 14, 2015 9:04 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.





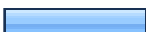

	designated for individual businesses in front of their business for short term parking like 30 minutes to 1 hour. People who work downtown need to park outside of the 3 hour zone!!	
15	Encourage the city government to at least pretend they care about downtown.	Feb 14, 2015 7:37 AM
16	build more shaded 8' wide sidewalks!	Feb 14, 2015 7:33 AM
17	If you want downtown to be a destination, three-hour parking is insufficient. Resources are wasted on enforcement. Replace the current system with parking meters.	Feb 14, 2015 7:16 AM
18	Build a multi level parking structure as close to the square as possible. Build ample spaces for years to come, not for the present.	Feb 14, 2015 6:18 AM
19	I would like to see some sort of a system that provided accountability parking I see business owners and their employees park on the square and take up all customer parking I work on the square I own a business on the squareevery day other business owners and their employees take up available customers parking spots instead of using the public parking ...there should be a way to monitor and ticket and remove violators	Feb 13, 2015 6:52 PM
20	A parking garage is needed, before parking becomes an issue as georgetown grows quickly. Visitors and residence need to also realize they can't expect to park in front of most businesses and that walking is required in a down town area.	Feb 13, 2015 6:03 PM
21	Develop diagonal parking 2 plus blocks in every direction. Or build parking garages.	Feb 13, 2015 5:22 PM
22	Parking like in alley at city hall "old post office". Why is these spots be reserved for there employees. Let them fight for parking like we do. That is city property and should be open to the public. Also again 3 hr parking is a NOT good. Get rid of it NOW.	Feb 13, 2015 4:04 PM
23	Shelly H rocks! Give her a raise!	Feb 13, 2015 3:38 PM
24	People are just going to have to realize that as Downtown continues to grow that the ability to park right in front of their destination isn't always going to be an option but that there are convenient, and always nearly empty, parking lots within a couple blocks of the Square.	Feb 13, 2015 3:25 PM
25	Need more parking around the Dos Salsas/Little Caesars area.	Feb 13, 2015 11:06 AM

Employee Survey Summary Report

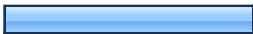



1. Please describe yourself:

		Response Percent	Response Count
Female		73.3%	63
Male		26.7%	23
answered question			86
skipped question			0


2. Please indicate which best describes your age group:

		Response Percent	Response Count
17 or Under		0.0%	0
18 - 24		2.3%	2
25 - 34		16.3%	14
35 - 44		22.1%	19
45 - 54		27.9%	24
55 - 64		20.9%	18
65 or Older		10.5%	9
answered question			86
skipped question			0

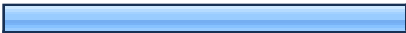











3. Please indicate your postal zip code.

		Response Percent	Response Count
78626		37.2%	32
78628		27.9%	24
78633		23.3%	20
Other (please fill in your zip code)		11.6%	10
answered question			86
skipped question			0




4. Please check the category below that best describes your interest in downtown Georgetown.

		Response Percent	Response Count
I am a Visitor/Customer		0.0%	0
I live Downtown		0.0%	0
I own a Business/Property		0.0%	0
I work Downtown		100.0%	86
Other (explain)		0.0%	0
answered question			86
skipped question			0





5. Typically, what is your main purpose for visiting downtown Georgetown? (Check all that apply)

		Response Percent	Response Count
Shopping		60.5%	52
Personal Services (Salon/Spa)		24.4%	21
Attorney/CPA/Insurance/Finance		5.8%	5
I work Downtown		96.5%	83
Restaurants		73.3%	63
City/Government		31.4%	27
Doctor/Dentist		3.5%	3
Parks/Recreation Facilities		14.0%	12
Bars/Entertainment		47.7%	41
Public Library		39.5%	34
Festival/Special Event		62.8%	54
Other (explain)		2.3%	2
answered question			86
skipped question			0





6. How often do you visit downtown Georgetown?

		Response Percent	Response Count
Daily (5 times per week)		88.4%	76
Infrequently (a few times per month)		1.2%	1
Frequently (1-4 times per week)		10.5%	9
Not often (a few times per year)		0.0%	0
answered question			86
skipped question			0







7. How important is parking as it relates to your decision to visit downtown Georgetown?

		Response Percent	Response Count
Parking does not impact my decision to visit downtown		25.9%	22
Parking is somewhat important in my decision to visit downtown		25.9%	22
Parking is very important in my decision to visit downtown		43.5%	37
I avoid going downtown because of the parking		4.7%	4
answered question			85
skipped question			1

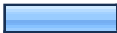



8. If you drive to visit downtown, where do you prefer to park?

		Response Percent	Response Count
On-Street		51.8%	44
Off-Street Public Lot		40.0%	34
Private Lot		4.7%	4
Other (please explain)		3.5%	3
answered question			85
skipped question			1



9. What is the length of stay during your typical visit to downtown?

		Response Percent	Response Count
Less than one hour		1.2%	1
Four to six hours		15.3%	13
One to two hours		5.9%	5
Six to eight hours		35.3%	30
Two to four hours		17.6%	15
Greater than eight hours		24.7%	21
answered question			85
skipped question			1

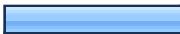


10. What distance is acceptable to you for walking to your destination from where you park?

		Response Percent	Response Count
Less than one block		16.5%	14
One to two blocks		52.9%	45
Two to three blocks		16.5%	14
Three blocks or more		14.1%	12
answered question			85
skipped question			1



11. Are you aware that there are posted three-hour time limits for on-street parking in the Town Square area?

		Response Percent	Response Count
Yes, I am aware of posted time limits		96.5%	82
No, I am not aware of posted time limits		3.5%	3
answered question			85
skipped question			1

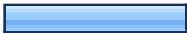



12. Do you believe that parking time limits should be enforced more strictly?

		Response Percent	Response Count
Yes		26.2%	22
No		61.9%	52
Other (please explain)		11.9%	10
		answered question	84
		skipped question	2

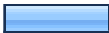



13. Are you aware that there is free parking available in City public lots, with no posted time limits?

		Response Percent	Response Count
Yes		97.6%	83
No		2.4%	2
		answered question	85
		skipped question	1





14. In your opinion, who should pay the cost of building and maintaining public parking facilities? (Check all that apply)

		Response Percent	Response Count
Parking Users/Customers		27.1%	23
City Tax Dollars		78.8%	67
Property Owners/Business Owners		29.4%	25
Other (please explain)		10.6%	9
answered question			85
skipped question			1






15. How would you characterize your ability to find a parking spot downtown on a typical weekday/workday?

		Response Percent	Response Count
Convenient & Easy		15.3%	13
Somewhat easy		38.8%	33
Somewhat difficult		27.1%	23
Difficult and inconvenient		18.8%	16
I usually do not drive to go downtown		0.0%	0
answered question			85
skipped question			1





16. How would you characterize your ability to find a parking spot downtown on a typical lunchtime?

		Response Percent	Response Count
Convenient & Easy		6.0%	5
Somewhat easy		16.9%	14
Somewhat difficult		36.1%	30
Difficult and inconvenient		41.0%	34
I usually do not drive to go downtown		0.0%	0
answered question			83
skipped question			3


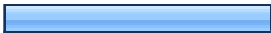
17. How would you characterize your ability to find a parking spot downtown on a typical evening/weekend?

		Response Percent	Response Count
Convenient & Easy		15.3%	13
Somewhat easy		29.4%	25
Somewhat difficult		38.8%	33
Difficult and inconvenient		11.8%	10
I usually do not drive to go downtown		4.7%	4
answered question			85
skipped question			1

18. How would you characterize your ability to find a parking spot downtown for a festival/special event (Red Poppy Festival/Downtown Stroll)?

		Response Percent	Response Count
Convenient & Easy		1.2%	1
Somewhat easy		0.0%	0
Somewhat difficult		15.7%	13
Difficult and inconvenient		79.5%	66
I usually do not drive to go downtown		3.6%	3
answered question			83
skipped question			3

19. Does the availability of parking influence your decision to visit downtown Georgetown?

		Response Percent	Response Count
No		60.2%	50
Yes (please explain)		39.8%	33
answered question			83
skipped question			3

20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

	Response Count
	37
answered question	37
skipped question	49

Page 3, Q3. Please indicate your postal zip code.

1	78681	Feb 23, 2015 7:15 AM
2	78681	Feb 21, 2015 9:31 AM
3	78665	Feb 20, 2015 1:50 PM
4	78642	Feb 20, 2015 12:46 PM
5	78664	Feb 20, 2015 11:55 AM
6	78641	Feb 20, 2015 11:33 AM
7	78626	Feb 18, 2015 1:07 PM
8	78757	Feb 17, 2015 7:49 AM
9	78729	Feb 16, 2015 11:50 AM
10	78758	Feb 13, 2015 12:23 PM

Page 5, Q5. Typically, what is your main purpose for visiting downtown Georgetown? (Check all that apply)

1	REALTOR, office downtown	Feb 22, 2015 8:19 AM
2	Touring out of towns guests	Feb 14, 2015 6:43 AM

Page 8, Q8. If you drive to visit downtown, where do you prefer to park?

1	anywhere I can find	Feb 20, 2015 5:58 PM
2	In front of my office---courthouse. I don't want to be wrecked from the walk to the building from the lot. It sucks to be wet and cold all day because you aren't supposed to park on te square!!!	Feb 17, 2015 9:28 AM
3	parallel spots on street or non 3-hour spots	Feb 15, 2015 5:44 PM

Page 12, Q12. Do you believe that parking time limits should be enforced more strictly?

1	Allow more handicap parking in every block with ramps.	Mar 2, 2015 7:37 AM
2	Not for those who work downtown. I think employees should be able to have a parking pass	Feb 25, 2015 11:01 AM
3	there should not be time limits	Feb 22, 2015 8:21 AM
4	there is no enforcement...thus no one follows	Feb 20, 2015 5:59 PM
5	Yes, and have parking decals for merchants & employees	Feb 20, 2015 11:57 AM
6	I work at a shop for n the square. If a customer ever gets a ticket, we will NEVER see them again	Feb 20, 2015 11:42 AM
7	It's not clear to me how that would impact things - so, I don't know.	Feb 20, 2015 11:22 AM
8	Bring back the parking meters instead of time limits	Feb 14, 2015 6:36 AM
9	Should NOT be 3 hour parking on 9th between Austin & Main - businesses there are not retail!	Feb 13, 2015 1:24 PM
10	just make sure dt employees are not using the space	Feb 13, 2015 1:00 PM

**Page 14, Q14. In your opinion, who should pay the cost of building and maintaining public parking facilities?
(Check all that apply)**

1	all of the above - combine all for the best benefit to all	Feb 23, 2015 7:19 AM
2	All of the above as a partnership.	Feb 20, 2015 1:48 PM
3	County and City sharing because of the county taxi building, courts...	Feb 20, 2015 12:24 PM
4	combination of all	Feb 20, 2015 11:35 AM
5	Build Parking Garages (city or private business) and charge those who park there a fee	Feb 20, 2015 11:23 AM
6	I would not paying at a meter if it was over 3 hours stay	Feb 17, 2015 7:52 AM
7	Ctiy and Users; owners make the downtown and pay their taxes. I am not a property or business owner.	Feb 16, 2015 6:29 AM
8	Parking meters would give extra revenue to maintain	Feb 14, 2015 6:37 AM
9	not sure if there really is a need for more spaces (just special events time is when it gets stretched)	Feb 13, 2015 1:01 PM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

1	The city does not want handicap individuals to visit or parking would be available to visit each and every business.	Mar 2, 2015 7:41 AM
2	Sometimes with big events such as Poppy.	Feb 27, 2015 2:08 PM
3	I have been known to skip an activity due to the parking.	Feb 24, 2015 1:26 PM
4	If an event is happening, I might just skip it. I know I will have to walk several blocks away unless I am extremely lucky.	Feb 23, 2015 11:42 PM
5	for activities other than work	Feb 22, 2015 8:25 AM
6	We don't go to as many downtown events (market days, red poppy, etc) as we would like to, due to parking	Feb 21, 2015 8:13 PM
7	I only come downtown because I have to!	Feb 20, 2015 6:00 PM
8	I'll avoid festivals and special events if the parking lots and streets are full.	Feb 20, 2015 1:54 PM
9	During major community events, ex. Red Poppy, when I know parking will be an issue I avoid downtown at all costs	Feb 20, 2015 1:12 PM
10	I work during the week so I have to come downtown, but I don't come on the weekends because parking is usually difficult.	Feb 20, 2015 12:11 PM
11	I like the festivals, but don't come because there is no convenient parking	Feb 20, 2015 11:56 AM
12	Parking sucks. If I don't HAVE to come here, I don't	Feb 20, 2015 11:44 AM
13	When not working I really don't go downtown bc of the parking. Not enough spaces	Feb 19, 2015 12:36 PM
14	only on the special occasion days like poppyfest, etc.	Feb 19, 2015 7:37 AM
15	Only when special events are occurring. If I am not attending the event, I avoid downtown altogether	Feb 19, 2015 4:43 AM
16	I work here and our spots are hard to get because of Laurie's Cafe, most of the customers park in the city lot where employees park, they are here briefly and we have to be here all day. I do volunteer work during my lunch for the Mentor program and it is very difficult when I return most days when Laurie's is open to re park and people tend to go the wrong direction at times and I fear it will cause a collision. I would also suggest the Wounded Warrior new slot be placed on the street close to the door where the veteran comes and goes rather than in the back lot, same is the same for the handicapped parking, it seems these folks have a long way to walk if they are eating or shopping downtown. The electric car slots are almost always empty, these too should be located on the street parking. I shop and participate in many events outside of work and during events it is very difficult to park close by. A garage parking would be awesome, but not sure where it could be located. I would also like to see some private slots for employees to be able to park while attending work, only during work hours.	Feb 18, 2015 1:20 PM
17	I often avoid visiting the downtown area restaurants, as I have no desire to walk	Feb 17, 2015 11:02 AM

Page 19, Q19. Does the availability of parking influence your decision to visit downtown Georgetown?

	several blocks to and from my destination	
18	I ONLY come to the square because I work here. I don't come on the weekends or during festivals. If I didn't work here I wouldn't come at all.	Feb 17, 2015 9:31 AM
19	I work downtown and don't mind parking at the parking lots, but when it is very cold and/or raining I prefer to park close to the courthouse, I am 66 years old and sometimes difficult during these times.	Feb 17, 2015 7:56 AM
20	If it became more difficult, that might discourage me. As is, I think it is very reasonable.	Feb 16, 2015 7:42 AM
21	For special events, I avoid going downtown for parking if i can. Second saturday is also really bad. I usually avoid downtown altogether	Feb 16, 2015 4:04 AM
22	Only during festivals	Feb 15, 2015 5:46 PM
23	If you can't park, or are with others who cannot walk as far, then the entire visit is worthless. Exluding a member of your group to essentially chaffeur you around is unfair and awkward.	Feb 15, 2015 7:02 AM
24	during special events	Feb 14, 2015 9:51 AM
25	If I have to park more than 3-4 blocks away I will go somewhere else for dinner, etc	Feb 14, 2015 8:31 AM
26	If I'm not able to go early, I do not go to festivals because parking is an issue.	Feb 14, 2015 7:23 AM
27	I have driven around the block several times before deciding to go eat somewhere else not located downtown	Feb 14, 2015 6:47 AM
28	I try to get to work early to get a parking space--then have to move within 3 hours--parking meters would solve that issue	Feb 14, 2015 6:38 AM
29	Due to the recent changes I have been visiting resturants and bars much less often	Feb 13, 2015 9:21 PM
30	I HAVE to work downtown because that's where my job is. But downtown infrastructure is underserved and neglected. Too many people fighting over too few spaces. It should NEVER have been allowed to get this bad. Shamfeful city planning	Feb 13, 2015 3:17 PM
31	Tdgsa	Feb 13, 2015 3:15 PM
32	While I work downtown during the week, I actively avoid driving there on the weekends due to bad parking.	Feb 13, 2015 1:43 PM
33	If the Square is full from the market days or a festival, I don't go anywhere downtown.	Feb 13, 2015 9:00 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

1	Expand the Handicap Parking to each block around the square downtown and identified which street are consider as downtown street.	Mar 2, 2015 7:44 AM
2	Any additional parking and or consideration of multi-story parking needs to be on the west side of Austin Ave to protect the residential character of our Old Town Neighborhood. Church is already a big cut through street and we don't want any additional traffic put onto Myrtle. The areas to the west of the square are already mixed use and would accommodate this type of structure.	Feb 26, 2015 2:03 PM
3	I find it annoying that my clients have to go so far to park to visit my office.	Feb 24, 2015 1:27 PM
4	A large multi level parking garage across from the library where the warehouses stood (now removed) or even closer where existing ugly metal buildings still stand would be excellent! Could some of the road maintenance funds generated in the additional sales tax paid be used for maintenance? And could some of the economic development money for roads be allocated for construction?	Feb 23, 2015 11:49 PM
5	do away with time limits, it affects customers decision to spend time eating and shopping, not to mention look for real estate. Open more public parking, that we have been waiting for , for years.	Feb 22, 2015 8:28 AM
6	Build a parking garage...maybe bank of America site!	Feb 20, 2015 6:01 PM
7	The parking is normally fine unless new building construction and road construction have completely blocked a whole section of parking. The lack of crosswalks are also concerning when the public parking lots are a block or two away and you have to cross intersections.	Feb 20, 2015 2:55 PM
8	A multi-story parking garage east of Austin Avenue.	Feb 20, 2015 1:55 PM
9	Make sure business owners/employees do not take up available spaces around the square.	Feb 20, 2015 1:50 PM
10	Having sidewalks from approaches that are off-Square would be a huge help. It's not safe to have people (and children) walking in the street. We offer bike check-out at the visitor center and the library, and that is great. However, without bike lanes or sidewalks this is not easily navigable either.	Feb 20, 2015 12:28 PM
11	Parking meters would be great	Feb 20, 2015 12:22 PM
12	There are a number of parking lots that are just a single level of parking, adding a couple of 2 to 3 level ramps would be beneficial, especially near the library and the Square.	Feb 20, 2015 12:13 PM
13	I would like more (visible, painted) crosswalks from the public lots to the sidewalks.	Feb 20, 2015 12:11 PM
14	Merchants and there employees to have a window sticker or something to show they work downtown and for them to park in parking lot or on side street. Unless they are loading or unloading. To many merchants and employees are taking up customer parking.	Feb 20, 2015 12:02 PM
15	parking garage by the Monument? or in front of the tax office?	Feb 20, 2015 11:57 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

16	Build it. Build it where the people are.	Feb 20, 2015 11:46 AM
17	Remove the 3 hour time limits.	Feb 20, 2015 11:29 AM
18	Build parking garages and charge a fee. Or implement a San Francisco type experiment where highly prized spaces cost more and spaces further away cost less or are free. Pay per hour and stop worrying about the 3 hour limit.	Feb 20, 2015 11:26 AM
19	Thank you for this survey, the lot behind the council chambers has been a problem for a while. People go the wrong direction when entering, there is not enough parking for employees that are working and I would like to suggest putting the specialized parking on the street. The new Wounded Warrior Parking (which is always empty), the handicap and electric car. The handicapped parking is used a lot during lunch for Laurie's but most of the time these slots remain empty and that is a shame. Maybe some type of lot behind Laurie's and the other buildings would be great or some more parking lots for downtown all together. It's also very very dangerous when leaving the lot behind the council chambers, when people are taking a left, so dangerous, needs to have a mirror there on the corner or a no left turn sign. My fear is for public safety. I would also like to suggest that this lot is lighted better. It is very dark back there especially with the bushes and that is a safety concern of it's own. Thanks again for the opportunity for an opinion.	Feb 18, 2015 1:25 PM
20	There are only so many things you can do to improve the parking because there's not room for expansion. As a County employee I feel that we get the short end of the stick on parking. The City of Georgetown doesn't work in any with County employees---in more ways than just parking. But the City is the first to holler when they need something from the county---the lawn, the building, the electrical conduits etc... The City also continues to reserve parking places---for electric cars and war heroes so that lessens spots for others all the time. I personally haven't ever seen the spaces for electric cars used for that purpose. The new spots that are reserved for war heroes will probably be used just as much as (little as) the spots for electric cars. It's a joke. I think that the City could be more considerate of County employees and the parking issues. The City offices have parking RIGHT OUTSIDE their offices. The County doesn't have that option anymore due to the City. The weather plays a factor on where I park. On cold, rainy days I try to park on the square because I don't want to be cold and wet all day from walking to and from my car. If the County offices are ever moved from down town I won't come down here for anything. Yall can have it all City of Georgetown. You all don't play well with others.	Feb 17, 2015 9:46 AM
21	I feel if you work downtown and are 65+ years we should (I would not mind paying something for a parking permit, esp. when it is very cold or raining, I fear falling). thank you...a courthouse worker	Feb 17, 2015 7:58 AM
22	During Festivals, downtown Georgetown employees should have better parking options available to them.	Feb 15, 2015 5:48 PM
23	business owners and employees of the city and country and business's and service companies, ie lawyers, insurance, real estate should be encouraged to park in a city lot or hopefully in a coming parking garage. Mybe it is time to consider 8am to 5pm parking meters.	Feb 15, 2015 2:08 PM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

24	Finishing the lot at 8th and MLK would be a nice improvement. The library lot is always full, so having spaces for those of us who want to visit the library instead of the square would be more convenient. At 8 AM on a Monday morning (before the library is even open!) half the spots are taken. Opening up spots to the public at the old library and the old police station would be good as well.	Feb 15, 2015 7:04 AM
25	Parking meters would be great. It would bring in revenue for the City and cover the cost of the meters and personnel to maintain them. Sometimes we just need to run in to pick up something quickly and the lack of available parking makes it more difficult to run in and out...	Feb 14, 2015 8:34 AM
26	Install parking meters	Feb 14, 2015 7:23 AM
27	I don't mind parking away from the downtown area, but a shuttle would be nice to get people downtown	Feb 14, 2015 6:47 AM
28	I think parking meters would bring in extra revenue & you wouldn't have to pay someone to watch for the 3 hour parking offenders. Free lots could still be across from the tax office for those who didn't want to pay for parking.	Feb 14, 2015 6:40 AM
29	I love the Christmas lights. I would like to see them stay on all year long, if not (due to expense) perhaps on Friday, Saturday and Sundays. It adds to our already charming square. Enjoy!	Feb 14, 2015 5:09 AM
30	More on street parking - please don't get rid of the parking spaces you have planned- downtown is growing and there is far too few spaces as it is!!!	Feb 13, 2015 9:22 PM
31	Please build an ENORMOUS parking garage that is capable of meeting the needs of this growing and vibrant business district for decades to come. Please take the parking "scarcity" issue off the table once and for all, so that businesses and customers alike no longer have the excuse of not investing their time and money downtown. Thank you! (interestingly, I read that the City is building a multi-million dollar parking garage for a hotel that doesn't even yet exist while downtown businesses have been promised a garage for over 20 years. Please do it for God's sake.	Feb 13, 2015 3:21 PM
32	Build a parking garage. Have shuttle buses available for special events.	Feb 13, 2015 3:20 PM
33	Parking penalties should not be enforced throughout the week, as most people who park downtown are working and there are less visitors. Tickets should be passed out only on the weekends. There could be signs placed at each corner of the Square that let people know parking is free Monday through Friday, and after five on the weekends.	Feb 13, 2015 1:48 PM
34	Lots with open spaces are within a couple of blocks of the square almost all the time. NOt convinced its an issue	Feb 13, 2015 1:03 PM
35	Compared to Austin, parking in Georgetown is a breeze.	Feb 13, 2015 12:30 PM
36	Parking passes for Downtown business owners and employees during Festivals/Events and/or a shuttle from the new parking garage to downtown. Some employees are seniors and can't walk as far.	Feb 13, 2015 10:21 AM

Page 20, Q20. Thank You! Please provide any suggestions you may have to improve parking in downtown Georgetown.

- | | | |
|----|--|----------------------|
| 37 | There is plenty of parking in the downtown area for the large majority of the time. Parking spots get scarce around lunch time and in the early afternoon on weekdays. Paid parking and/or a structured parking garage will probably be needed in the next few years to help manage the parking supply with the increasing demand in the next few years. | Feb 13, 2015 9:05 AM |
|----|--|----------------------|

5-AUTOMOBILE CIRCULATION & PARKING

Parking and automobile circulation are always popular topics for downtowns. Citizen concerns in Georgetown have to do with high traffic volumes and speeds, specifically along Austin and University Avenues, and proper designation of and access to public parking. Many community members were unaware that so many public parking lots exist downtown, as they are not properly designated as such with signage. The community also thought that pedestrian safety and comfort should not be compromised for traffic flow.

In many ways, auto traffic and some level of congestion is a good sign that downtowns are thriving. There needs to be a balance between healthy levels of automobile traffic and the ability and appeal to walk along it at the same time. Automobile access should focus on being efficient and convenient to bring people into downtown. A hierarchy for streets should be established, just as it was for sidewalks, in order to direct automobile traffic most efficiently.

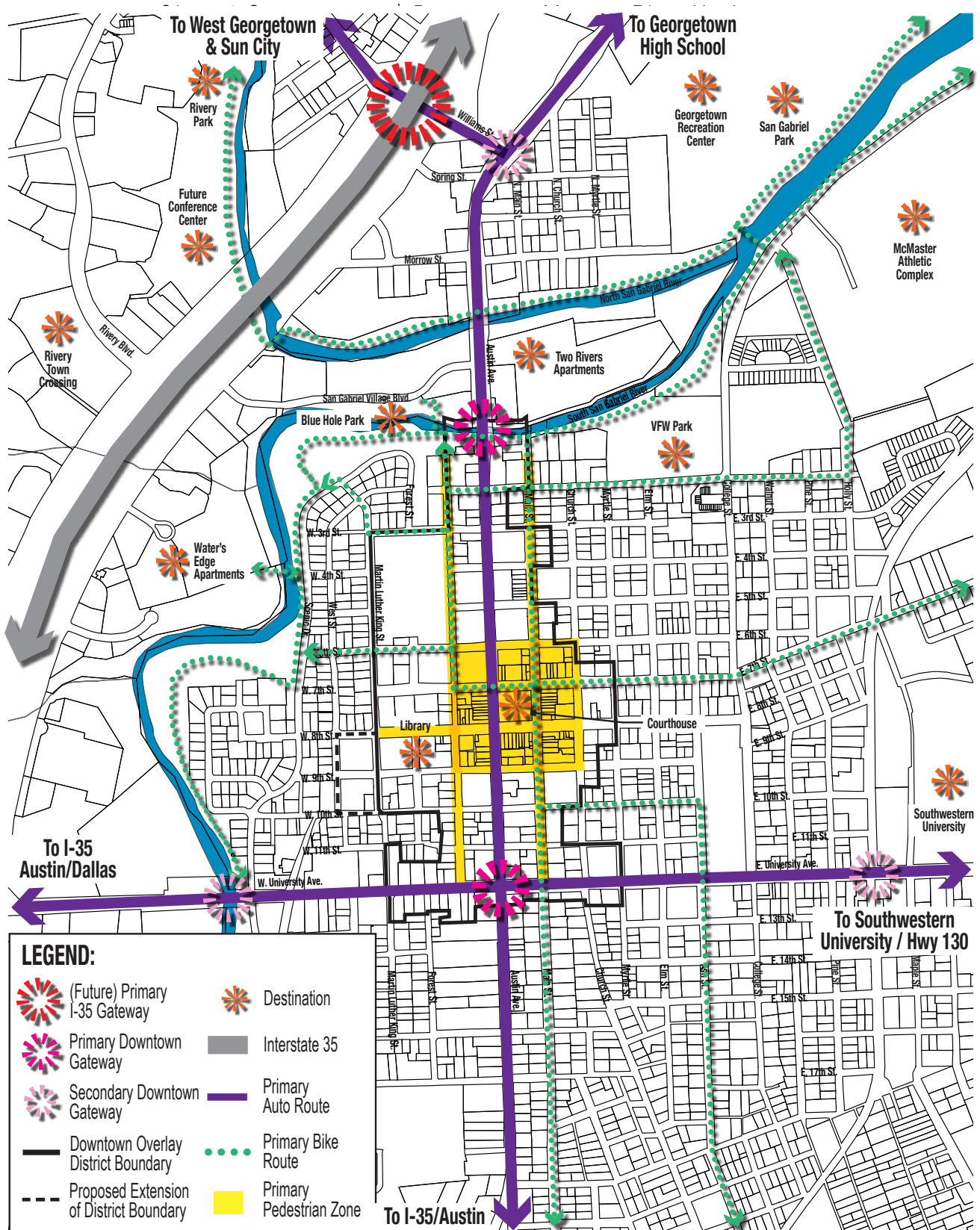
Parking should also be convenient, as congestion is often caused by people driving around looking for places to park. While several locations are shown for potential parking structures (see Map #12,) it is important to remember that it is not necessary that they all get built. This study provides several possible locations for structures as they relate to the overall proposed urban design framework so that the city has options to consider. Any parking structure should happen in conjunction with other future development.

AUTO CIRCULATION

The network of streets should be well organized and hierarchical. On-street parking configurations, curbs and sidewalks should be consistent to help organize the street system and therefore help the flow of auto circulation. A few street designs and layouts are proposed on the following pages for the most common street right-of-ways in downtown. In general, improvements should follow the same prioritization as sidewalks from Chapter 4.

AUSTIN AVENUE

Downtown Georgetown is bisected by Austin Avenue. While much effort has been put into turning it from a state highway to a local street, it still is seen as a barrier. Traffic flow has improved, especially because interstate business route traffic is diverted, including large trucks. However, the character along the corridor is still auto-dominated along some portions and does not lend itself to foot traffic. Instead, pedestrians use other routes or hop in their cars to cross it.



MAP 13 | OVERALL CIRCULATION

Georgetown Master Plan Update

Georgetown, TX

March, 2014



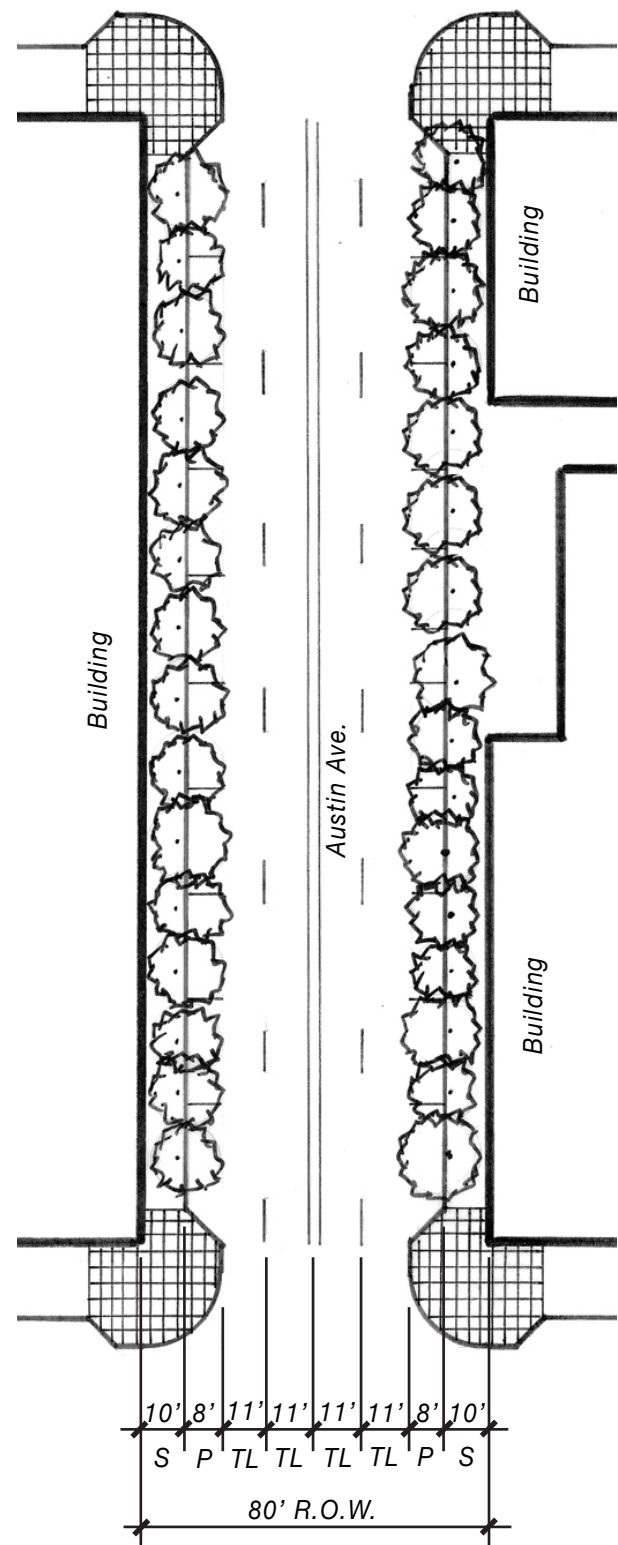
www.winterandcompany.net

The historic bridges crossing the North and South San Gabriel Rivers should be modified to accommodate pedestrians better. These bridges are assets that fit into an overall heritage tourism opportunity that would have positive benefits to the city's economy if properly promoted as part of a historic tour experience.

The primary role of Austin Avenue should be to serve downtown circulation. This includes pedestrians as well as motorists. First and foremost, Austin Avenue should be engineered to support the vision for development of the downtown as outlined in this plan. This includes wide sidewalks, streetscape designs, on-street parking and pedestrian crossings. As an initial action, pedestrian crossing problems should be minimized by providing better signs, installing pedestrian-controlled crossing signals and constructing "textured" crosswalks in prominent locations that encourage slower speeds.

Recommendations for Austin Avenue (80' ROW):

- Two narrow (11') travel lanes in each direction
- Parallel on-street parking (8') on either side of the street (except between 7th and 8th streets where the existing condition - diagonal parking along the courthouse side - should be kept.)
- 10' sidewalks on either side of the street
- Consistent placement of street trees in grates, decorative lighting, streetscape clusters and signage.
- New buildings should be built to the property line, as the UDC suggests.
- Textured crosswalks at key intersections
- Downtown-sensitive speed limits



TL = Travel Lane
P = Parking
S = Sidewalk

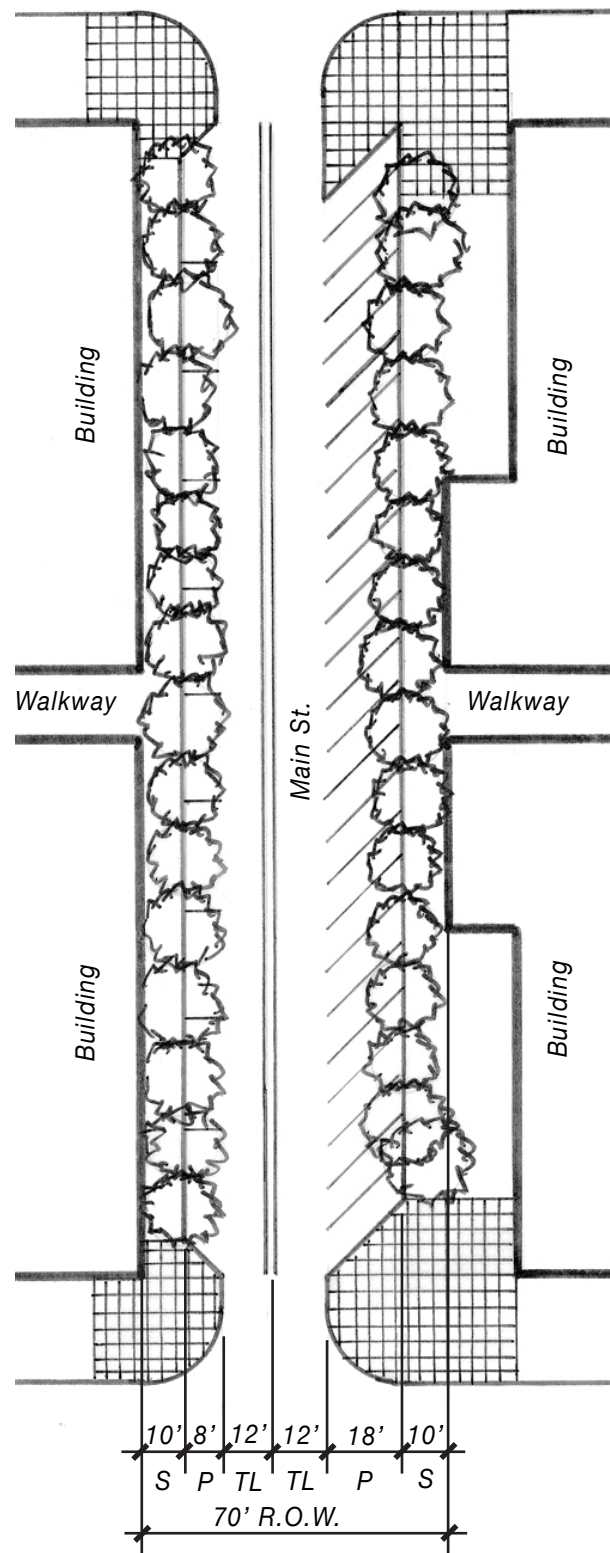
MAIN STREET

Main Street curb, gutter and sidewalk has been recently upgraded from University to 9th Street. The following design recommendations build off of the work that has already been completed. Main Street should therefore include two travel lanes (one in each direction) and an asymmetrical on-street parking configuration with one side being diagonal and the other side being parallel. The diagonal parking should be placed in the northbound direction from University Avenue to the Square and in the southbound direction from 2nd Street to the Square. If residential uses exist on both sides of Main Street, then the traditional neighborhood street configuration (parallel parking on both sides) should be used.

Street trees should be placed consistently and depending on the adjacent building form and use, could either be placed in grates, or in a tree lawn. Main Street lends itself to smaller scale buildings than Austin Avenue and therefore could include mid-block pedestrian walkways to break up the rhythm of the block and offer additional pedestrian access points.

Recommendations for Main Street (70' ROW):

- One travel lane (12') in each direction
- Parallel on-street parking on one side and diagonal parking on the other side.
- 10' sidewalks on either side of the street
- Consistent placement of street trees in grates or a tree lawn.
- Decorative lighting, streetscape clusters and signage as needed.
- Textured crosswalks at key intersections (refer to Chapter 4.)



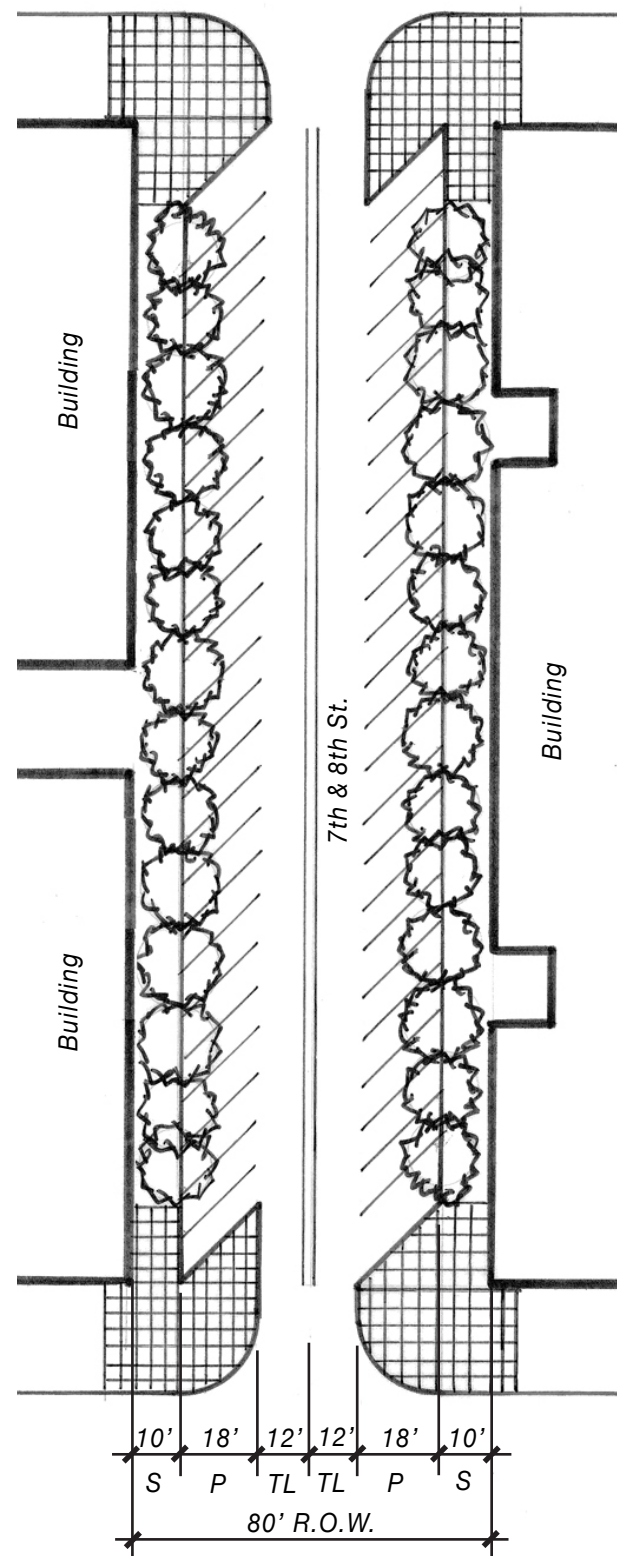
7TH & 8TH STREET (FROM CHURCH TO ROCK)

One unique street section includes diagonal parking on both sides of the street. This condition should occur on 7th and 8th Streets within the historic district from Church to Rock Streets where the right-of-way supports this configuration. This additional parking will help support the downtown retail core. This configuration already exists, for the most part, but sidewalk conditions are sub-par in this location and need upgraded.

The street should be redesigned with new curb, gutter and sidewalks. Sidewalks should be upgraded and grade issues resolved. A wide, 10-foot sidewalk should be provided and street trees should be placed consistently in grates. Refer to Map #11 for actual sidewalk design recommendations.

Recommendations for 7th & 8th Streets (80' ROW):

- One travel lane (12') in each direction.
- Diagonal parking on both sides of the street.
- 10' sidewalks on either side of the street.
- Consistent placement of street trees in grates.
- Decorative lighting, streetscape clusters and signage as needed.
- Textured crosswalks at key intersections (refer to Chapter 4.)



TL = Travel Lane
P = Parking
S = Sidewalk

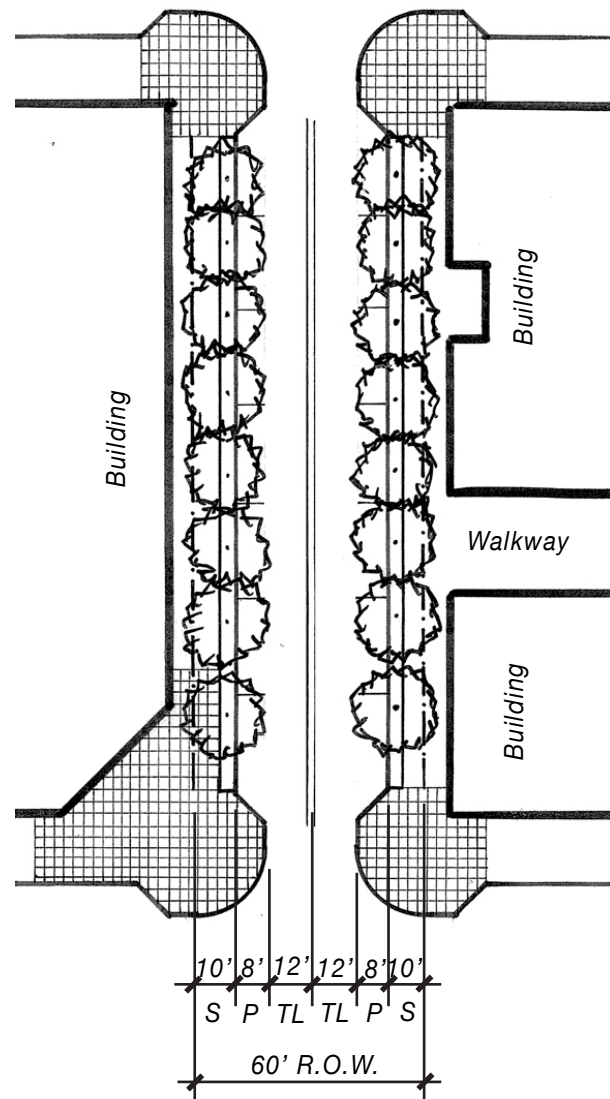
NEIGHBORHOOD STREET

Another common street configuration in downtown includes a 60-foot right-of-way. This is typical of a neighborhood street. Uses along these streets could be commercial or residential.

The configuration includes a 12-foot travel lane in each direction and parallel parking on either side of the street. Street trees should be placed consistently and mainly in a tree lawn, although if a more urban condition is desired for commercial uses, tree grates could be used as well. Refer to Chapter 4 and Map #11 for actual sidewalk design recommendations.

Recommendations for Neighborhood Streets (60' ROW):

- One travel lane (12') in each direction.
- Parallel parking on both sides of the street.
- Either a 6' sidewalk with a 4' tree lawn or a 10' sidewalk with trees in grates.
- Decorative lighting, streetscape clusters and signage as needed.



TL = Travel Lane
P = Parking
S = Sidewalk

PARKING

There is some perception that more parking is needed downtown. However, truly successful downtowns are ones in which parking spaces are in high demand because the activities there attract large numbers of users. That means that parking demand is related to the quality of businesses, services and amenities in the area that attract users. Parking strategies for downtown also must be carefully considered in terms of the image they convey. The “urban” experience involves walking, albeit with limitations of climatic conditions in mind. Nonetheless, if Georgetown’s downtown is to be the preferred choice in the region, parking must be subordinate to the mix of uses that is envisioned.

When considering the need for more parking, the first step is to assure that the existing parking resources are being used to their maximum efficiency. The variables to consider are:

- **current number** of spaces available,
- **convenience** of their location,
- **ability** of users **to find them** and
- **policies** used **to manage** turnover, including charging a fee for parking.

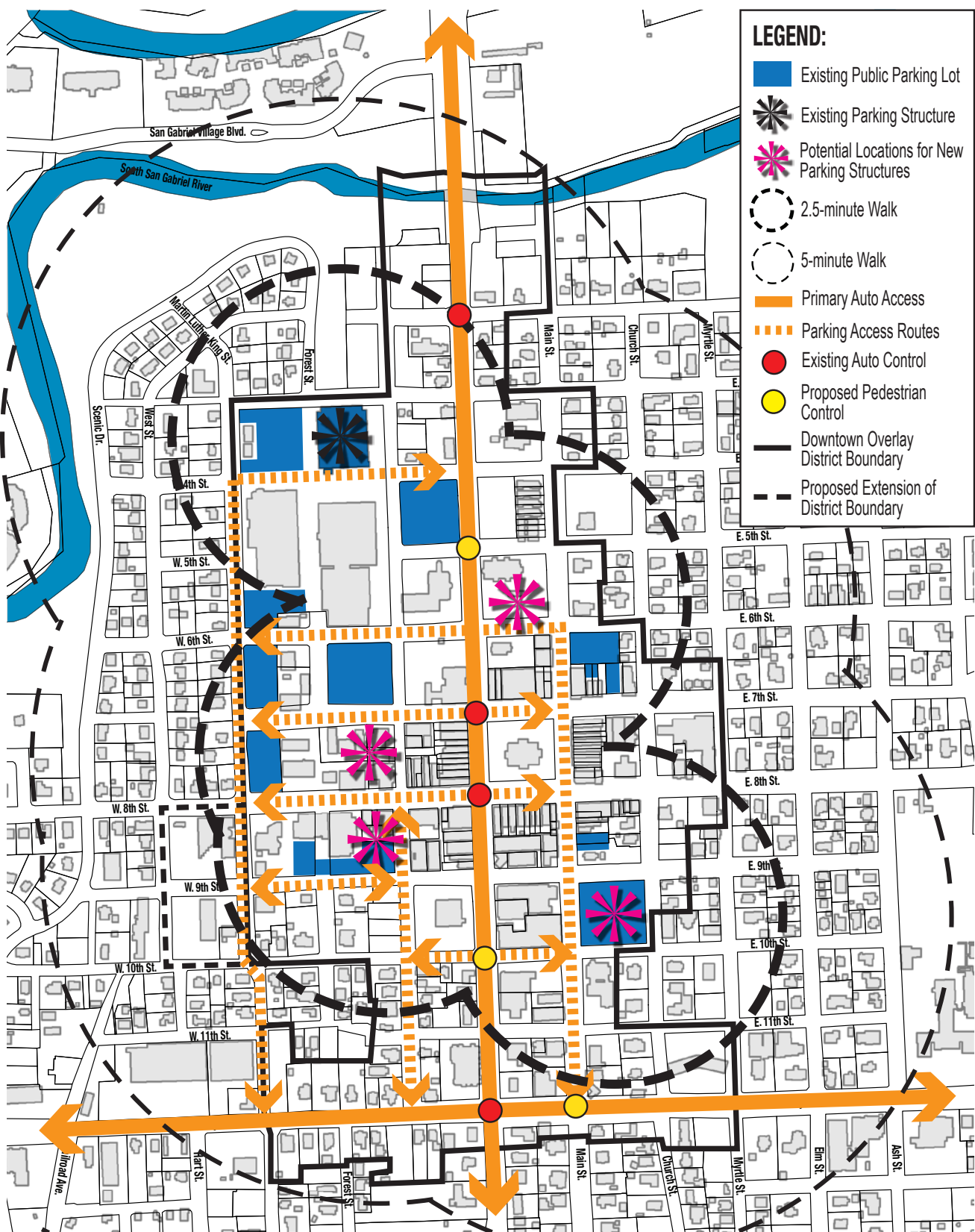
While there are a number of existing parking lots in Georgetown (see Map #5), the connections between them and points of activity are weak. In addition, little has been done to mitigate their visual impact (except for the city lots along Main Street at 9th and 6th.) They should be buffered from the public right-of-way with landscaping or other appropriate design elements, per the adopted design guidelines.

The public parking lots at 6th/9th and Main Street are examples of improved surface lot design. **Landscaping** make them more attractive, and in combination with the **streetscape improvements** that enhance the connections to them and **signage** to direct users to them, has resulted in downtown parking resources that are much more actively used.



Attractive landscaping, improved streetscapes and signage make using public parking lots more attractive.

Not having a policy for downtown employee parking is a problem. Without designated employee parking, or a charge for on-street parking, employees take prime on-street spaces which reduces spots available for patrons.



MAP 14 | PROPOSED PARKING STRATEGY

Georgetown Master Plan Update

Georgetown, TX

March 2014



www.winterandcompany.net

On-street parking also plays an important role. Most on-street parking in the downtown is provided in both diagonal and parallel layouts. In many places, these have generous time limits and are not monitored diligently. For example, the area bounded by 6th and 9th Streets and Rock and Church Streets includes a 3-hour maximum time limit for on-street spaces. With these permissive policies, it is difficult to shift employee parking to outlying areas.

Map #14 shows the locations of existing parking lots and the one county parking structure that is available for public use. Potential locations for a new parking structure are also illustrated. Perhaps one or two of these might get built over time in conjunction with new development; this plan does not assume a need for four or more public parking structures in downtown. A detailed parking study would be helpful to examine existing needs and ideal locations.

PARKING FACILITIES

In general, there are three basic types of parking facilities that may be considered in downtown Georgetown: surface lots, parking decks and parking structures. Each type of facility has features that are appropriate for different applications.

SURFACE LOT

Surface lots can be stand-alone parking facilities (e.g., the City block-sized, asphalt-covered lot), or parking lots attached to a specific commercial building (e.g., beside an office building). They are used when expense is a concern, visual aesthetic expectations are low, or when the dedication to parking is not long-term.

PARKING DECK

A parking deck is a simple structure of only two levels, with the lower level constructed into the grade of the site. This will frequently allow the two levels of the deck to be accessed from the street by separate access points, if the topography slopes sufficiently to do so (as is the case for many blocks in downtown.) This alleviates the added expense of constructing ramps to connect the levels. The fundamental design principle for a deck is that the street edge be designed to provide interest to pedestrians. In the simplest model, the edge of the deck would be screened with decorative railings or plantings. In more elaborate models, the perimeter of the deck is animated with commercial space.

PARKING STRUCTURE

Parking structures generally have two to four levels of parking with at least one ingress and one egress point. Also, many communities now require a parking structure, which is otherwise an unattractive addition to the streetscape, to be “wrapped” with retail spaces to activate important street edges.



Parking structures should be “wrapped” with active ground floor uses on prominent streets to activate the sidewalk and street.

PARKING MANAGEMENT

A **parking district** is a tool used by many communities to provide for an adequate supply of well-managed parking in a cost-effective manner. In a district, funds are generated by a dedicated mechanism, usually an assessment program or a tax increment financing action. (These methods are described in Appendix A.)

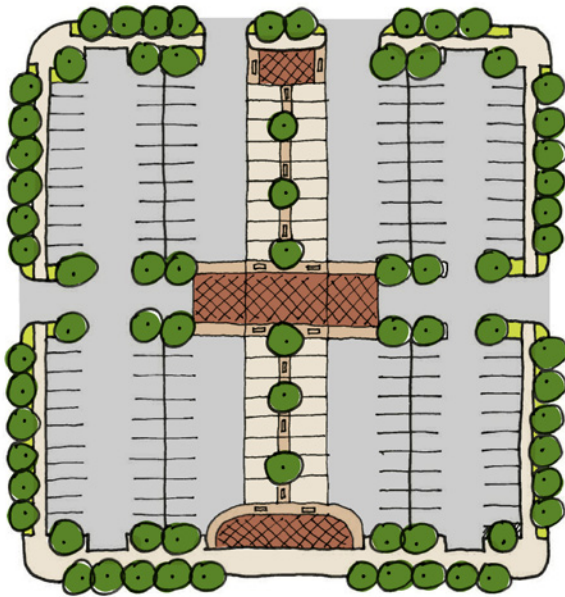
In either case, an income stream is established that can be used to finance construction, maintenance and operations of parking facilities. Parking districts are particularly useful in small cities for the financing of structured parking, which otherwise would not be cost effective to build. By voting to establish a parking district, businesses and property owners within the boundary of the district are able to create public parking facilities that make more efficient use of land, thereby facilitating redevelopment of individual parcels. Having a parking district is also a useful promotional tool, in that users understand that major public parking facilities exist and that a reasonable supply will be available. In a parking district, enforcement can be managed in a focused manner. Issues of employee parking and time limits can be addressed as well. Modern-day technology can also be used to support programs such as a parking district, where a phone application could be developed to identify parking locations and availability.

PARKING CONSIDERATIONS

There are a number of considerations that should be factored into parking planning and development.

- **Think of parking as a utility, not a land use** (i.e., it provides a service that customers use.) Viewing parking from this perspective makes one ask the question of “where should parking be located to best serve demand?” This also means setting limits on its use, either through time limits or charging for this service.
- **Take a systems approach** to viewing parking decisions. This requires that all parking structures, lots and on-street spaces be viewed holistically to evaluate how well they are serving overall demand. A systems approach evaluates how well the facilities function together, and whether they are integrated so that customers know where to go to find the next lot if the first one they go to is full. Parking facilities should be located so that they form a loop within the downtown such that traffic around the courthouse square itself is avoided when accessing parking. It also should be well marked and be accessible. Signage that notes the location of additional nearby lots also should be installed.
- **Combine other uses with new public facilities** whenever possible. Multiple-use parking facilities that include parking are preferred from an urban design perspective because they are more attractive than just a single-use parking facility. They are desirable from the public’s point of view because they can often park closer to their destination.

- **Design a public parking facility to be flexible in use** so that it might serve as a temporary event space for downtown festivals or events. Designing a surface parking lot as an “event space” is an example.



Parking lots can be designed to serve as temporary event spaces for downtown.

- **Create pedestrian-friendly edges with landscaped edges and interiors** of lots to better encourages the use of these parking facilities. See also the *Design Guidelines for the Downtown Overlay District*.
- **Locate a new public parking facility where it will serve the broadest range of users** and not just one specific commercial site.
- **Ensure that new public facilities have enough spaces** not only to meet the expected demand from the commercial or civic uses the facility is expected to support but also to provide “extra” parking spaces for use by other developments in the area.

- **Encourage workers to park in less-congested areas**, to free up close-in parking in the more intensively used areas for customers. If this is too much of an inconvenience, then the City or County should consider an employee satellite lot with shuttle service.
- **Seek opportunities to share parking.** For example church parking lots sometimes lie vacant much of the time that businesses are open. Sharing these spaces is more efficient and can result in cost savings to all.

RECOMMENDED ACTIONS

While there are a number of significant parking projects being discussed for development in the downtown, it is not necessarily clear that three (or more) separate parking structures are currently needed for a community the size of Georgetown. When it does become clear that additional off-street parking is needed in the downtown, the following concepts should be considered.

ESTABLISH PARKING IN THE FOUR QUADRANTS

City and County planners should resist the temptation to put surface lots randomly throughout the downtown area, since they do little to enhance the urban landscape. Instead, parking facilities should be concentrated in the four quadrants of downtown to service the entire area. One way to illustrate this concept is by drawing circles around proposed parking locations that represent a distance that a pedestrian can comfortably walk - generally 2 to 5 minutes (see Map #13.)

An initial surface parking lot should be constructed as soon as possible in the lot across from the library at **8th & MLK**. This land is currently owned by the County and would need to be leased. This lot should be constructed much like the one at 9th & Main, with attractive landscaping and streetscape improvements, and should consider being designed to accommodate flexible uses such as events.

New developments around parking facilities should be comprehensive, with initiatives to revitalize the area. The strategy should be to stimulate activity with a mix of uses, including retail and office and residential functions.

COORDINATE A WAYFINDING AND SIGNAGE SYSTEM

Clearly identify routes to parking with a comprehensive wayfinding and signage system that minimize potential conflicts with primary pedestrian routes. This should have a distinctive image that is unique to downtown and should be easily readable. See also Chapter 6: Wayfinding & Public Signs.

INITIATE A PARKING STUDY

Additional parking is likely to be needed in the downtown as development increases the density of uses. While this plan identifies possible locations for new parking structures, the estimates of required new parking need to be refined as the plans for new development and redevelopment downtown materialize. As an initial step, the city should confirm the current quantity and distribution of parking in order to determine projected parking needs and whether a parking structure is feasible, as well as its location.

ESTABLISH A PARKING DISTRICT

A district would help manage parking as a “utility” that is provided by the City and County, as well as some private sources. It should be regularly inventoried and its use should be managed and monitored. This includes the use of metered or time-limited parking spaces. It will also help fund construction of a parking structure.

TRANSIT OPPORTUNITIES

Currently there are no public transit facilities in Georgetown. Community members are interested in a number of different transit opportunities. These range from a shuttle or trolley that circulates through the downtown, to the possibility of a passenger rail line being established between Georgetown and Austin.

These opportunities should be kept in consideration during the development of the plan recommendations. Potential transit stops are not located on the framework map, but could be integrated into the plan on an as-needed basis. Future stops should be located by activity centers and at key sites. New street designs, especially along Austin Avenue, should take into consideration the long-term possibility of incorporating bus stops. If a rail line were to be developed, links between the depot or end point of the train and the downtown would need to be investigated further.

Downtown Parking Garage Stakeholder Meeting June 24, 2019



Downtown Parking Study Council - August 25, 2015

Background

- **Carl Walker has:**
 - Conducted Online Survey and Stakeholder Outreach
 - Confirmed Existing Parking Inventory
 - Observed and Documented Existing Parking Occupancies & Turnover during:
 - Holiday Season Saturday (December 20th)
 - Typical Weekday Daytime (February 4th, 5th)
 - First Friday (February 6th)
 - Red Poppy Festival (April 24th, 25th)
 - Reviewed Existing Parking Policies and Management Practices

Background

- June 9, 2015 Carl Walker, Inc. provided an overview of their parking study plan, as well as recommendations on short-term management solutions.
- Currently developing preliminary design concepts for structured parking, which will be presented at a later date.

Parking Study

- Stakeholder Interviews
 - 14 Different Individuals One-on-One
 - Two Developers
 - Two County Staff
 - Three Restaurant Owners
 - Three Retailers/Resident
- Public Workshop March 11, 2015
 - Reviewed results of online survey

Parking Study

- Online survey
 - 561 completed surveys
 - Customer/Visitor = 351
 - Employee = 86
 - Business Owner = 50
 - Live Downtown = 29
 - Other = 45

Parking Study

- Online Survey

- 86% of customers willing to walk one to two blocks
 - 12% willing to walk more than three blocks
- 29% of business owners willing to walk less than one block
- 60% of business owners prefer to park on-street

Parking Study

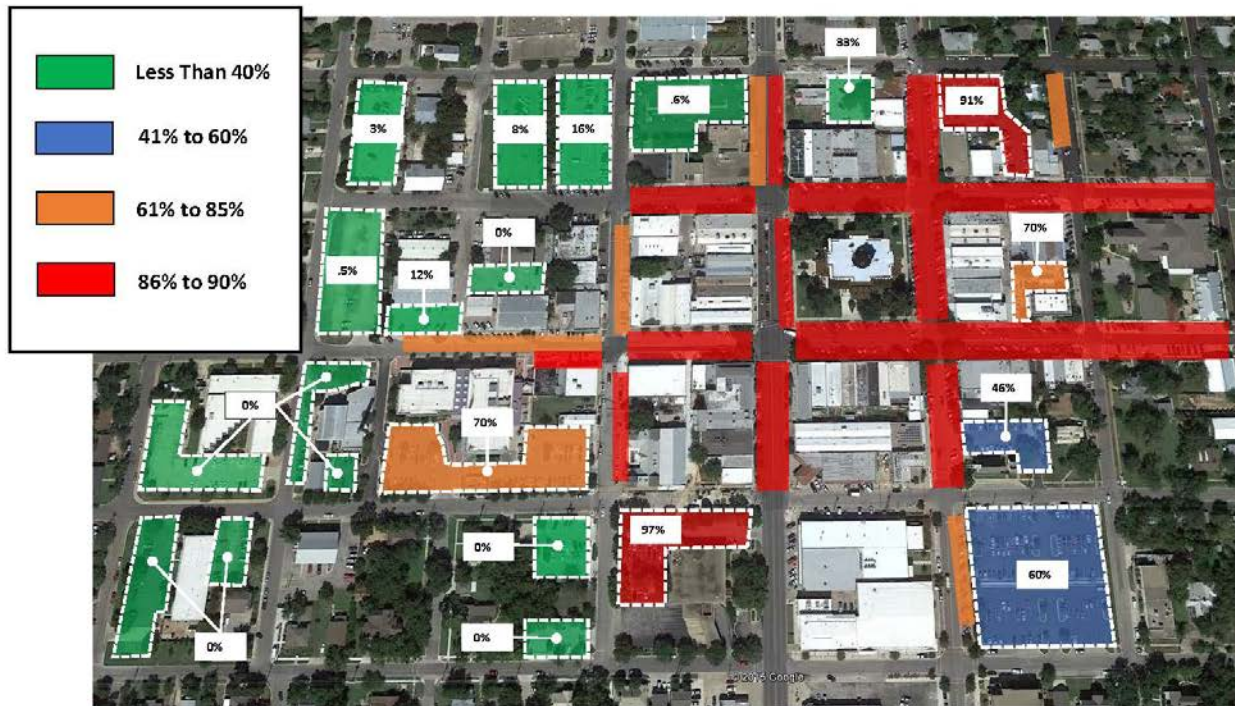


*Lot north of Monument Café not included

Parking Study

With Observed On-Street Occupancies

First Friday Event, February 6, 2015 (6:00pm Peak)



*Lot north of Monument Café usually at under 50% occupancy

Short-term Strategies

- 150 space lot at MLK & 8th
- Increased enforcement of the 3-hour zone
 - Electronic chalking
 - Graduated fine system
 - Loading zones
 - Expanding 3-hour zone to include Grace Lot
- Communication with Partners
 - DGA
 - Williamson County
 - Utilize existing garage
 - Consistent signage with City
 - Advertise parking in printed materials

Short-term Strategies

- Reconfigure existing parking to maximize utilizations
- Unified and consistent wayfinding
- Partnership with privately held parking lots to allow public parking after 5PM
- Marketing
 - Naming of Parking Lots
 - Visitor Guides, Parking Guides, New Business Guides should all include maps of available parking
 - Prominently display parking options online

Short-term Strategies

Branding, Signage & Wayfinding



Short-term Strategies

- **Parking and Traffic Management for Festivals**

- Include prominent parking information in printed materials and website
- Continue and expand shuttle service (circulator)
- Active parking management
 - Signage
 - Address illegal parking
 - Restrict on-street parking along Rock and MLK to alleviate pedestrian safety concerns
 - Ample lighting at public lots
- Maximize existing parking
 - 325 open spaces in garage
 - Empty city-owned lots west of Austin Ave.
 - Privately held lots along both University to the east and Austin Ave. to the north

Mid-term Strategies

- Pedestrian access and safety to west side of Austin Ave.
- Improved sidewalks along 8th Street
- Improved lighting on sidewalks and in lots
- Shuttle to western lots during smaller special events



Mid-term Strategies

- Continue to reconfigure existing parking to maximize inventory
- Consolidate City employees on west side of downtown
 - Approximately 57 employees currently in Municipal Court and City Hall



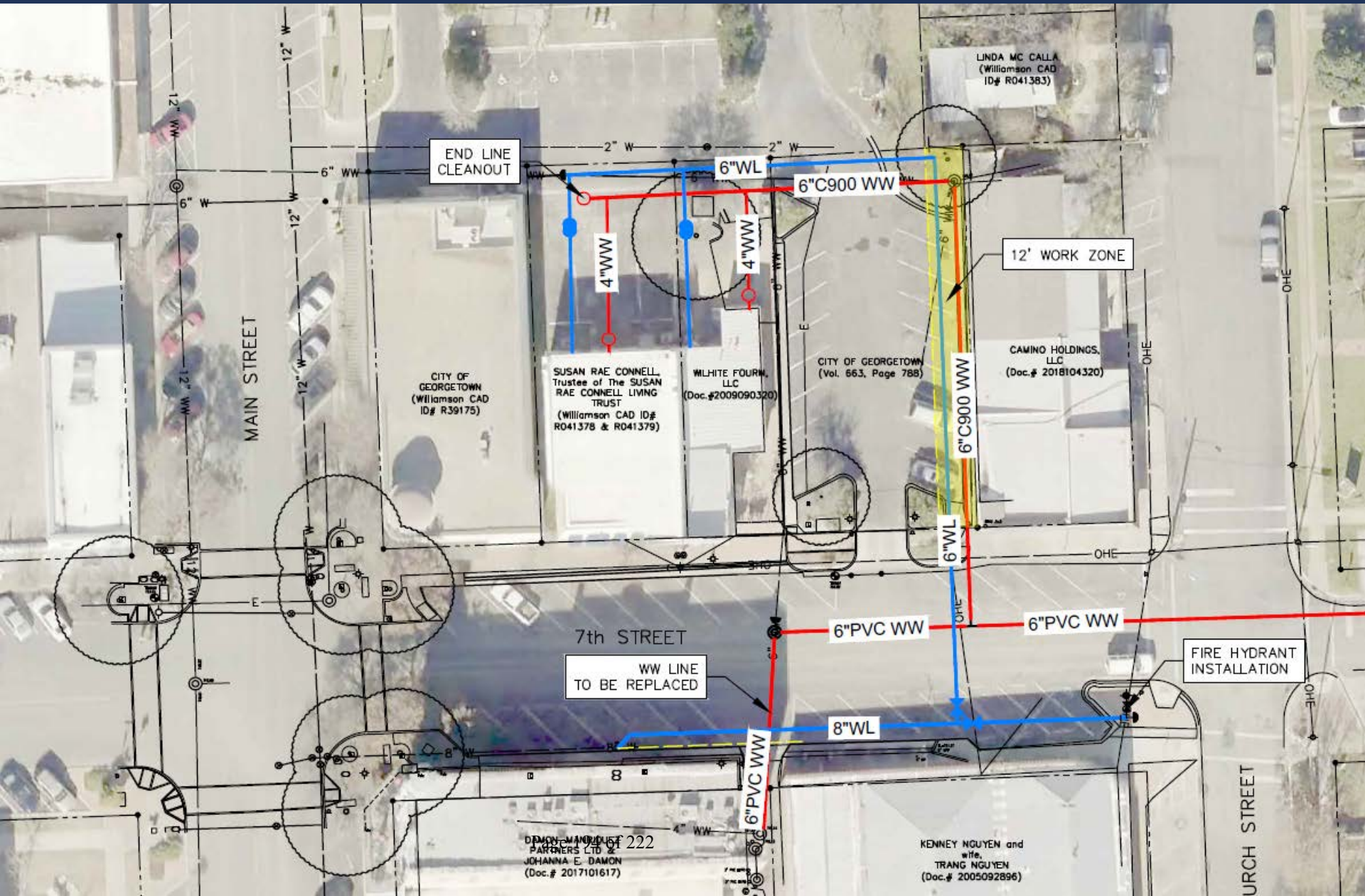
Long-term Strategies

- Partner with County to understand long-term facility plan
- Structured Parking
 - Identify site
 - Develop funding model (approximately \$11M)
 - No land acquisition
 - No demolition
 - Design compatible with downtown (mixed use, retail, and/or residential)

Next Steps

- Formal adoption of parking study and recommendations (September)
- Developing preliminary design concepts, site selection, and funding strategy for structured parking, which will be presented at a later date.

Utility Relocates



Downtown Parking: Garage @ 7th and Main Update

January 22, 2019

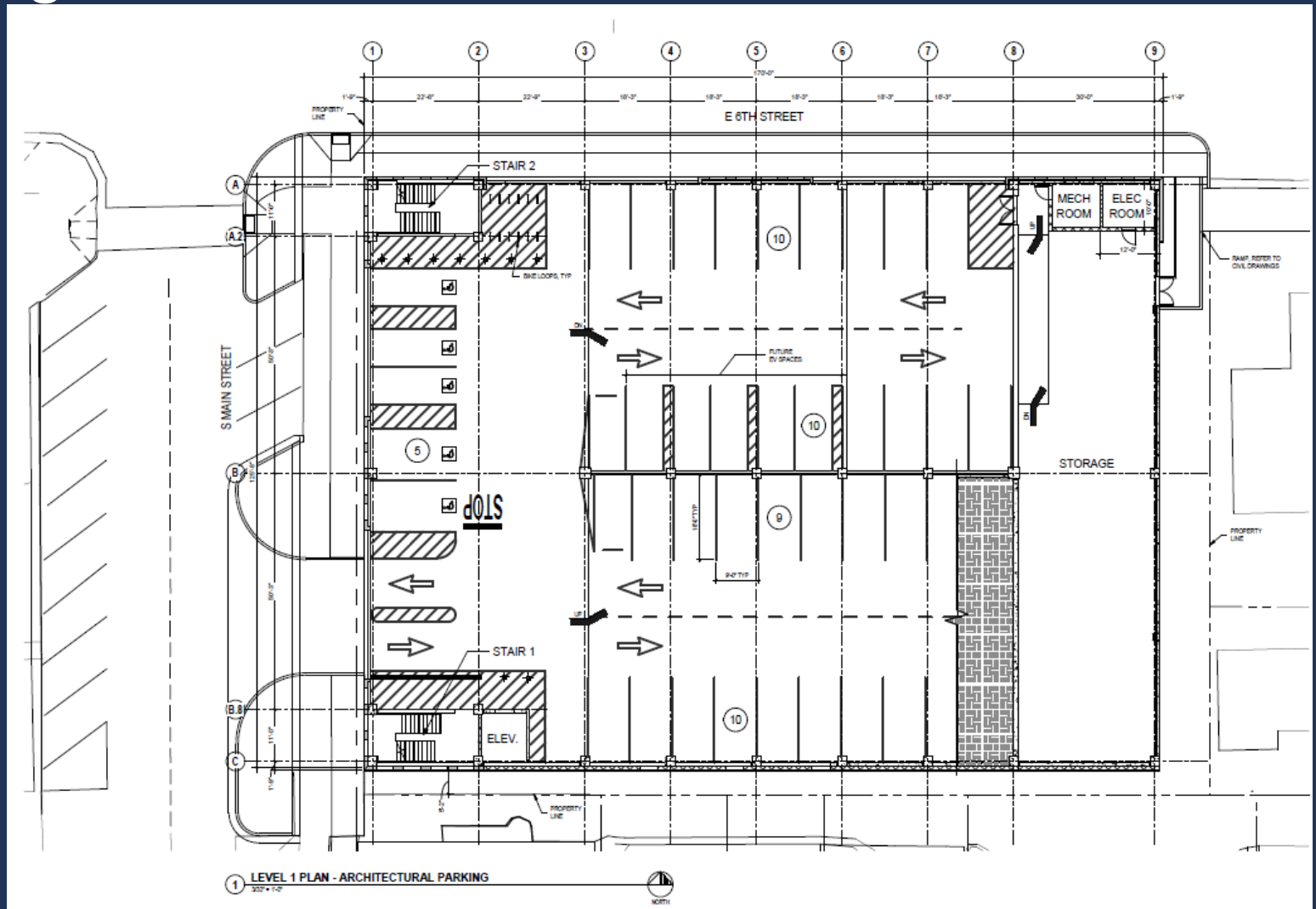
Garage



Parking

200 spaces

Approx 150
Additional
Parking
Spaces



Conceptual Renderings



Conceptual Structure



Art
















Art



101 E 7th St Addition and Renovation

HARC Approved
January 28, 2019

- 1  STANDING SEAM METAL ROOFING DOVE GRAY
- 2  EXTRUDED METAL TRELLIS KAWNEER PERMAFLUOR DOVE GRAY
- 3  METAL COLUMN KAWNEER MILITARY BLUE
- 4  ZINC METAL FLASHING 18 GA
- 6  METAL WINDOW FRAME KAWNEER ANODIZED BRONZE
- 6  CAST STONE CORNICE ADVANCED CAST STONE CLASSIC WHITE
- 7  SHERIDAN 3034L (13) STUCCO PAREX USA LAHABRA
- 8  METAL WALL PANEL
- 9  EXISTING LIMESTONE TO REMAIN
- 10  EXISTING METAL CANOPY (TRIM ONLY) TO BE REPAINTED MILITARY BLUE
- 11  1 X 2 WOOD SLAT ON STL FRAME W/ 1/2" PACING. SLATS PAINTED MILITARY BLUE
- 12  MISC. ROOFTOP EQUIPMENT SCREENING KAWNEER PERMAFLUOR DOVE GRAY
- 13  NEW LIMESTONE TO MATCH EXISTING



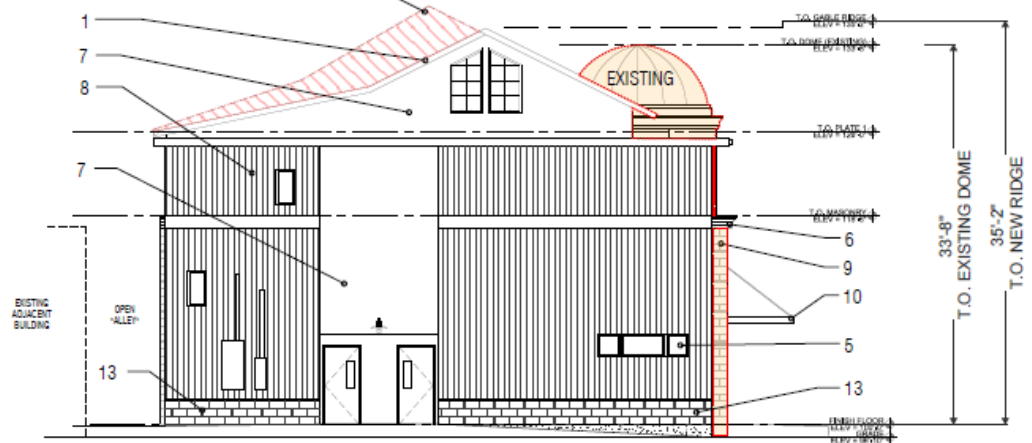
2 | EXTERIOR ELEVATION - PROPOSED
SCALE: 3/16" = 1'-0"
SOUTH



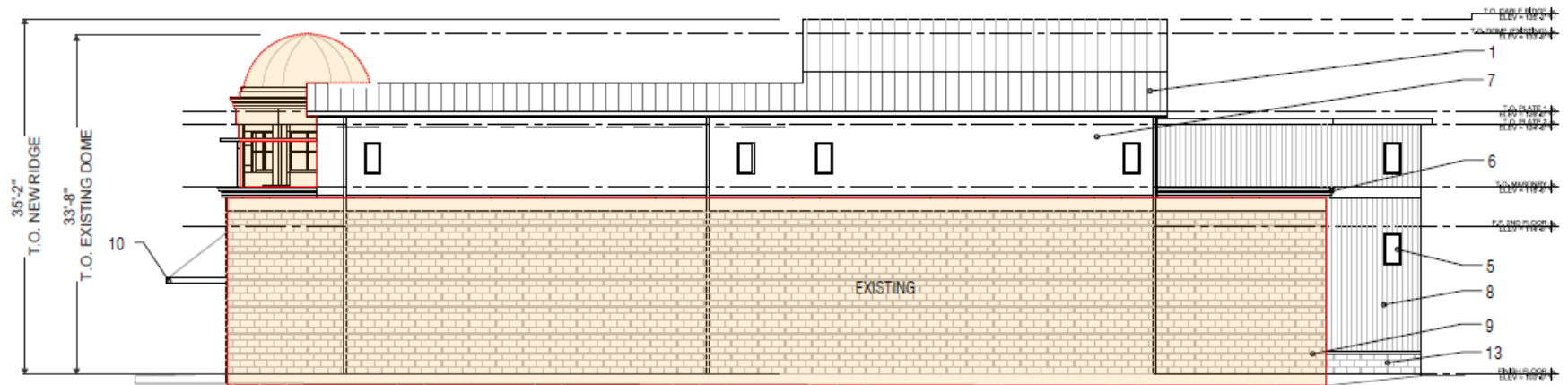
1 | EXTERIOR ELEVATION - PROPOSED
SCALE: 3/16" = 1'-0"
WEST

- 1 STANDING SEAM METAL ROOFING DOVE GRAY
- 2 EXTRUDED METAL TRELLIS KAWNEER PERMAFLUOR DOVE GRAY
- 3 METAL COLUMN KAWNEER MILITARY BLUE
- 4 ZINC METAL FLASHING 18 GA
- 6 METAL WINDOW FRAME KAWNEER ANODIZED BRONZE
- 6 CAST STONE CORNICE ADVANCED CAST STONE CLASSIC WHITE
- 7 SHERIDAN 3034L (13) STUCCO PAREX USA LAHABRA
- 8 METAL WALL PANEL
- 9 EXISTING LIMESTONE TO REMAIN
- 10 EXISTING METAL CANOPY (TRIM ONLY) TO BE REPAINTED MILITARY BLUE
- 11
- 12 MISC. ROOFTOP EQUIPMENT SCREENING KAWNEER PERMAFLUOR DOVE GRAY
- 13 NEW LIMESTONE TO MATCH EXISTING

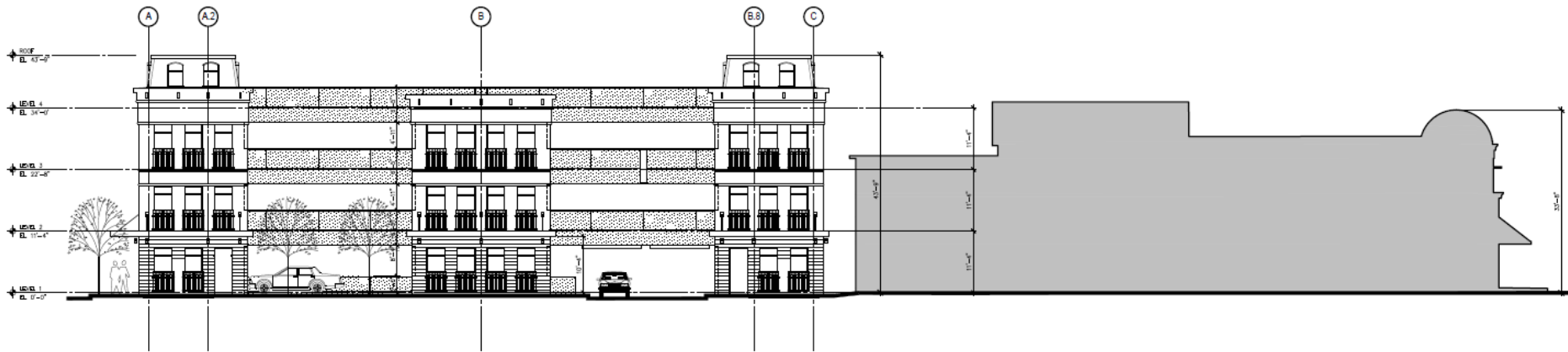
PREVIOUS RIDGE HEIGHT AS
PRESENTED TO HARC
SEPTEMBER, 2018



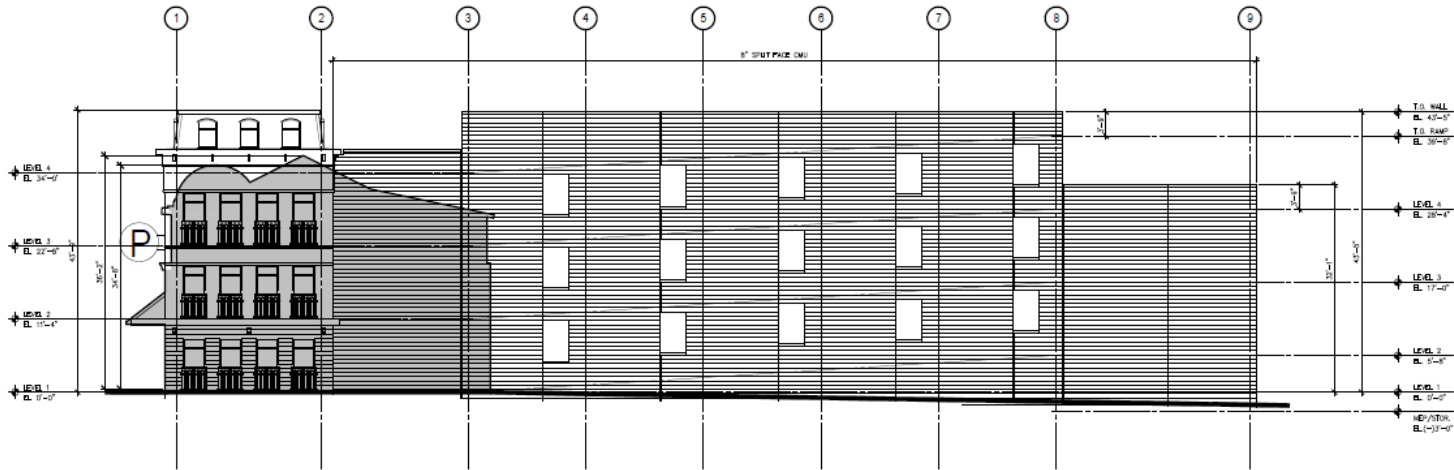
2 | EXTERIOR ELEVATION - PROPOSED
SCALE: 3/16" = 1'-0"



1 | EXTERIOR ELEVATION - PROPOSED
SCALE: 3/16" = 1'-0"



1 WEST EXTERIOR ELEVATION



2 SOUTH EXTERIOR ELEVATION

Downtown and Old Town Design Guidelines

PRESENTATION OUTLINE

Chapter 1: Purpose of the Design Guidelines

Chapter 12: Design Guidelines for Infill
Construction in Area 1

Chapter 13: Design Guidelines for Infill
Construction in Area 2

BACKGROUND

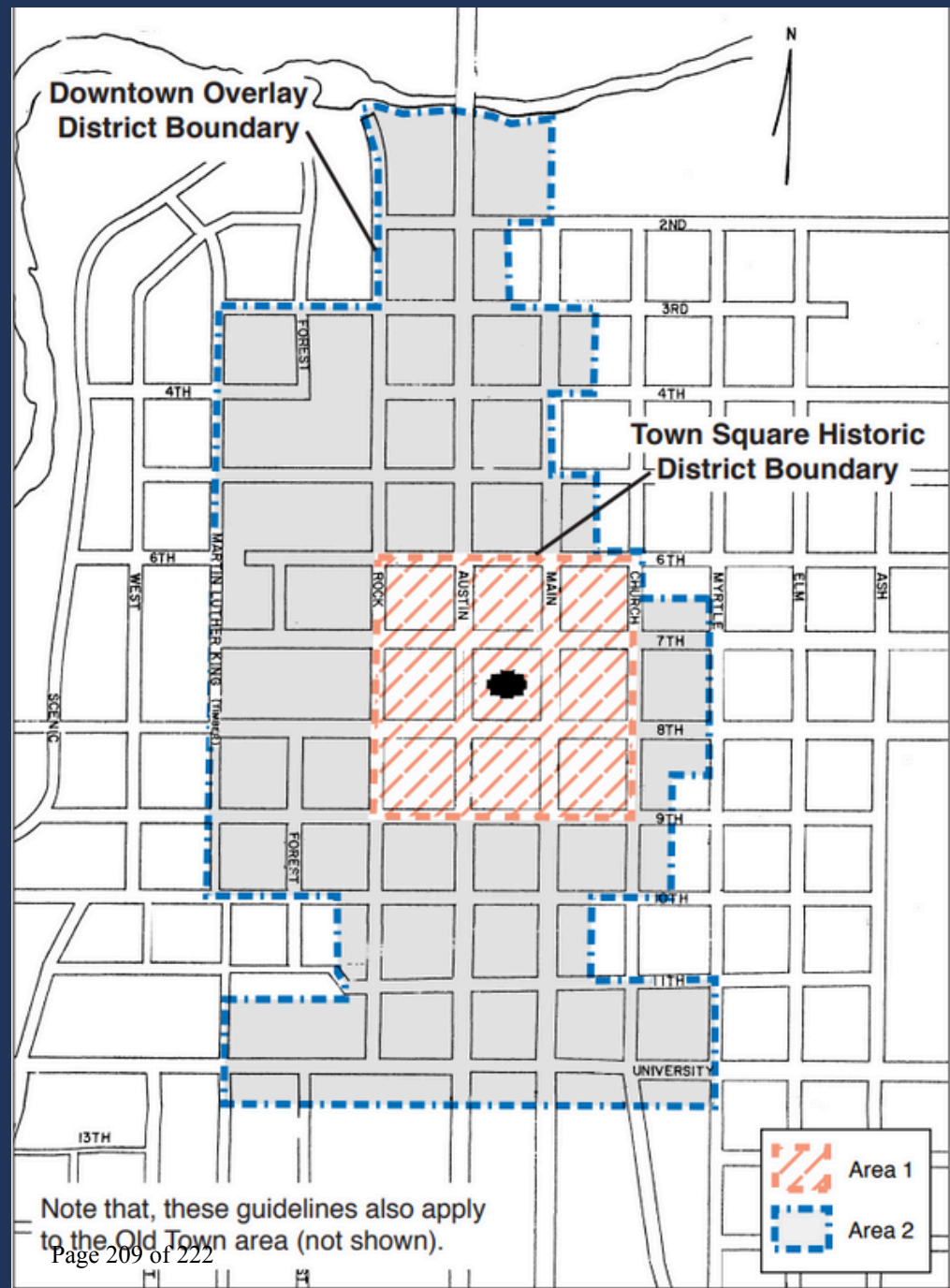
- Town Square Historic District Est. (Area 1) 1975
- Expanded to include Area 2 in 2000
- 2001 First Design Guidelines Publication

PURPOSE OF THE DESIGN GUIDELINES

- Not a rigid set of rules.
- They do not require that buildings be restored to an historical period or style.
- Guidance to property owners and tenants about buildings, their distinctive characteristics, and how to maintain them;
- Various appropriate ways to address design, repair, and rehabilitation issues;
- Good maintenance practices; and,
- Appropriate ways to design new, compatible infill buildings and site layouts.



AREA 1 & AREA 2



Design in Area 1

DESIGN GOALS



- To rehabilitate existing historic commercial buildings;
- To continue the use of traditional building materials found in the area;
- To maintain the traditional mass, size, and form of buildings seen along the street (i.e., a building should be a rectangular mass that is one- to three-stories in height.);
- To design commercial buildings with storefront elements similar to those seen traditionally (i.e., a commercial building should include: recessed entries, display windows, kick plates, transom windows, midbelt cornices, cornices or pediments, and vertically-oriented upper-story windows.);
- To design a project that reinforces the retail-oriented function of the street and enhances its pedestrian character;
- To promote friendly, walkable streets (i.e., projects that support pedestrian activity and contribute to the quality of life are encouraged.); and
- To provide site amenities—such as benches, lights, waste receptacles, landscaping, etc.— to enhance the pedestrian clean, uncluttered experience.

Chapter 12 – Infill Construction in Area 1

BUILDING SETBACKS

- Buildings aligned immediately at the inside edge of the sidewalk
- Primary entrance oriented to the street, evenly spaced, recessed from the sidewalk

BUILDING FORM

- Simple rectangular solids, deeper than they are wide, flat commercial roof forms

MASS AND SCALE

- Repetition of similarly-sized building elements such as uniform facade widths

MATERIALS

- Similar to those seen traditionally; brick and stone are the dominant materials

ARCHITECTURAL CHARACTER

- First floors are predominantly fixed plate glass with a small percentage of opaque materials
- Upper floors have opaque materials dominate, and windows appear as smaller, vertically oriented openings puncturing the solid walls.
- Floor-to-floor height on the street level is also generally taller than the upper floors.

CHAPTER 12 – INFILL CONSTRUCTION IN AREA 1

Mass and Scale

- Two and three story structures

Building Form

- Rectangular with short facade widths

Building Setbacks

- Aligned with the sidewalk

Materials

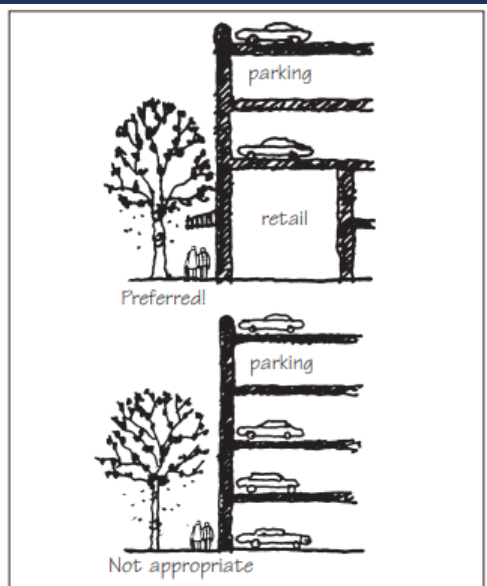
- Siding, limestone, stucco, brick

Architectural Character

- Transoms, large storefront windows, visually taller 1st floor, cornice band, etc.



Parking structures should be designed to enhance activity of the street level. At a minimum, a parking structure should help to animate the street and be compatible with the surroundings. The visual impact of the cars themselves should be minimized.



The ground level of a parking structure should be wrapped by retail, office, or some other active use along the street edge.



New parking facilities should be designed to be attractive, compatible additions to a commercial area. Using high quality materials, providing a sense of scale in architectural details and providing active uses at the sidewalk edge are methods that can mitigate the potentially negative impacts of new parking facilities. (Lexington, KY)

8.33 Design a parking structure so that it creates a visually attractive and active street edge.

- When feasible, a parking structure in the area should be wrapped with retail, commercial, or another active use along the street edge to shield the cars from the street and to add activity to the street.
- Other methods of accomplishing this include, but are not limited to:
 - Retail/commercial wrap
 - Murals or public art
 - Landscaping
 - Product display cases/show windows



A part of this infill building is a parking structure that is set back from the front and sides of a retail wrap. The openings in the parking section reflect window proportions similar to those seen historically in the area. (Boulder, CO)

8.34 In the Downtown Overlay District, a parking structure shall be compatible with traditional buildings in the surrounding area.

- Respect the regular window pattern and other architectural elements of adjacent buildings.
- Maintain the alignments and rhythms of architectural elements, as seen along the street.
- Continue the use of similar building materials.
- Avoid multiple curb cuts. These complicate turning movements and disrupt the sidewalk.
- Express the traditional widths of buildings in the area.



This parking structure incorporates a wrap of retail stores along the street edge. The storefronts are contemporary interpretations of the historic downtown context. (Boulder, CO)



This single infill building is divided into smaller building modules that reflect traditional building widths. Upper floors step back from the front, thus maintaining the traditional two-story scale of the street.

City of Georgetown, Texas
Downtown Parking Garage Stakeholder Steering Committee
September 17, 2019

SUBJECT:

Provide and update on design construction contract and timeline for construction the Downtown Parking Garage - Eric Johnson, CIP Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Eric Johnson, CIP Manager

ATTACHMENTS:

Description		Type
□	Parking Garage Construction Timeline	Presentation

Downtown Parking Garage Stakeholder Meeting September 17, 2019

Timeline

- Design
 - 24 weeks
- HARC/Site/Building Plan Review
 - 18 weeks
- Bidding and Award
 - 10 weeks
- Construction
 - 1 year

Design Contract Scope

- Take a step back in the schematic design
 - Use public input to drive design
- Design should consider:
 - Aesthetics
 - Size and massing
 - Art opportunities
 - Streetscaping
 - Street level activation (including commercial opportunities)

Design Contract Scope

- Schematic Design
- Design Development
- Construction Documents
- Bidding/Negotiation
- Construction Phase Services

Budget

- ½ TIRZ
- ½ Bonds
- Budget
 - \$5M
 - Current OPC \$5.4M

Next Steps

- GGAF
 - October 23, 2019
- City Council
 - November 11, 2019
- Begin Design
 - November/December 2019
- Complete Construction
 - December 2021

City of Georgetown, Texas
Downtown Parking Garage Stakeholder Steering Committee
September 17, 2019

SUBJECT:

ITEM SUMMARY:

FINANCIAL IMPACT:

.

SUBMITTED BY: