## Notice of Meeting for the 2030 Comprehensive Plan Update Committee of the City of Georgetown October 17, 2019 at 6:00 PM at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626

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

## Legislative Regular Agenda

- A This agenda has been Revised since the original posting.
- B Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. Mirna Garcia, Management Analyst
- C Presentation and possible recommendation of updates to the Land Use Element Nat Waggoner, PMP, AICP
- D Public Comment
- E Next Meeting Date/Time/Agenda. Sofia Nelson, Planning Director

## 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 2030 Comprehensive Plan Update Committee October 17, 2019

## **SUBJECT:**

Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. - Mirna Garcia, Management Analyst

## **ITEM SUMMARY:**

## **FINANCIAL IMPACT:**

**<u>SUBMITTED BY:</u>** Mirna Garcia, Management Analyst

## **ATTACHMENTS:**

Description

D Minutes

**Type** Backup Material

Page 2 of 13

Minutes of Meeting of the 2030 Comprehensive Plan Update Steering Committee City Hall, Community Room 808 Martin Luther King, Jr. St. Georgetown, Texas 78626 Thursday, September 19, 2019 6:00 pm

In attendance: Mayor Dale Ross; Ercel Brashear; Lou Snead; Linda McCalla; Danelle Houck; Suzy Pukys; Hugh Brown; Josh Schroeder; Tommy Gonzalez; PJ Stevens; Wendy Cash

Linda McCalla joined the meeting at approximately 6:45pm. Lou Snead left the meeting at approximately 7pm.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andreina Davila; Wayne Reed; David Morgan; Michael Patroski; Ethan Harwell; Chelsea Irby; Wayne Reed

Regular Session -

Mayor Dale Ross called the meeting to order at 6 pm.

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

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

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

Item Summary: The Steering Committee was divided into working groups. The Steering Committee evaluated the remaining whitespaces of the growth scenario (undeveloped areas) map, evaluated the residential and nonresidential land use patterns emerging from the scenario created at the 9/5 meeting and discussed how neighborhoods can support a range of housing types and supporting commercial land uses. During the exercise, staff sought the following feedback from the Committee:

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

The exercise also gathered feedback from the Steering Committee on the draft land use policies.

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

- 1B: Promote more compact, higher density, well-connected development within appropriate infill locations.
- 2B: Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.
- 6A: Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.
- New: Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown's target.
- New: Promote development of complete neighborhoods across Georgetown.

Summary: Committee members identified the following:

- <u>Table 1:</u> Future Land Use map is a tool for conversation; Intentional infrastructure can be limiting; CC and RC designations are good. Are commercial lots meant to serve neighborhoods or community?
- <u>Table 2:</u> The Village is an example of 'proximity' to commercial. Is there a scale to model a complete neighborhood? Setting percentages is a challenge because we can't guarantee products and also due to increasing/decreasing costs. Complete neighborhood depends on willingness of residents. Complete neighborhoods should be able to get people where they need to be.
- <u>Table 3:</u> Mixed Use is based on area and should strive for a percentage of residential and commercial equals balance; limit rezones until percentage is met? Integrate and incentivize mix of uses and diversity.
- C. Next Meeting Date/Time/Agenda Sofia Nelson, Planning Director
- D. Public Comment

Adjournment – Motion for adjournment by Brashear second by Schroeder. Meeting was adjourned at 7:30 pm.

Approved, Mayor Dale Ross

Attest,

## City of Georgetown, Texas 2030 Comprehensive Plan Update Committee October 17, 2019

#### **SUBJECT:**

Presentation and possible recommendation of updates to the Land Use Element - Nat Waggoner, PMP, AICP

#### **ITEM SUMMARY:**

The purpose of this meeting is to:

- (Inform) Share summary results of the updates to the land use policies, categories and the land use map. Inform the Steering Committee of future public input opportunities.
- (Action) Confirm drafted policies and review changes to land use categories and land use map. The outcome of this meeting is for the Steering Committee to provide sufficient direction on the recommended changes for Council and the public consideration at meetings in October and November.

At the meeting, the Steering Committee will be asked:

- Do the updated categories support our land use/housing policies and the community's input? How could they be more supportive?
- Does the updated map reflect the changes you recommended? Are additional changes needed?
- Are there additional stakeholders we should consult in the land use update process?

The agenda for the meeting includes:

6:00pm - 6:15pm Presentation 6:15pm - 7:30pm Land use policies, categories & map recommendations

## **FINANCIAL IMPACT:**

N/A

## **SUBMITTED BY:**

Nat Waggoner, PMP, AICP

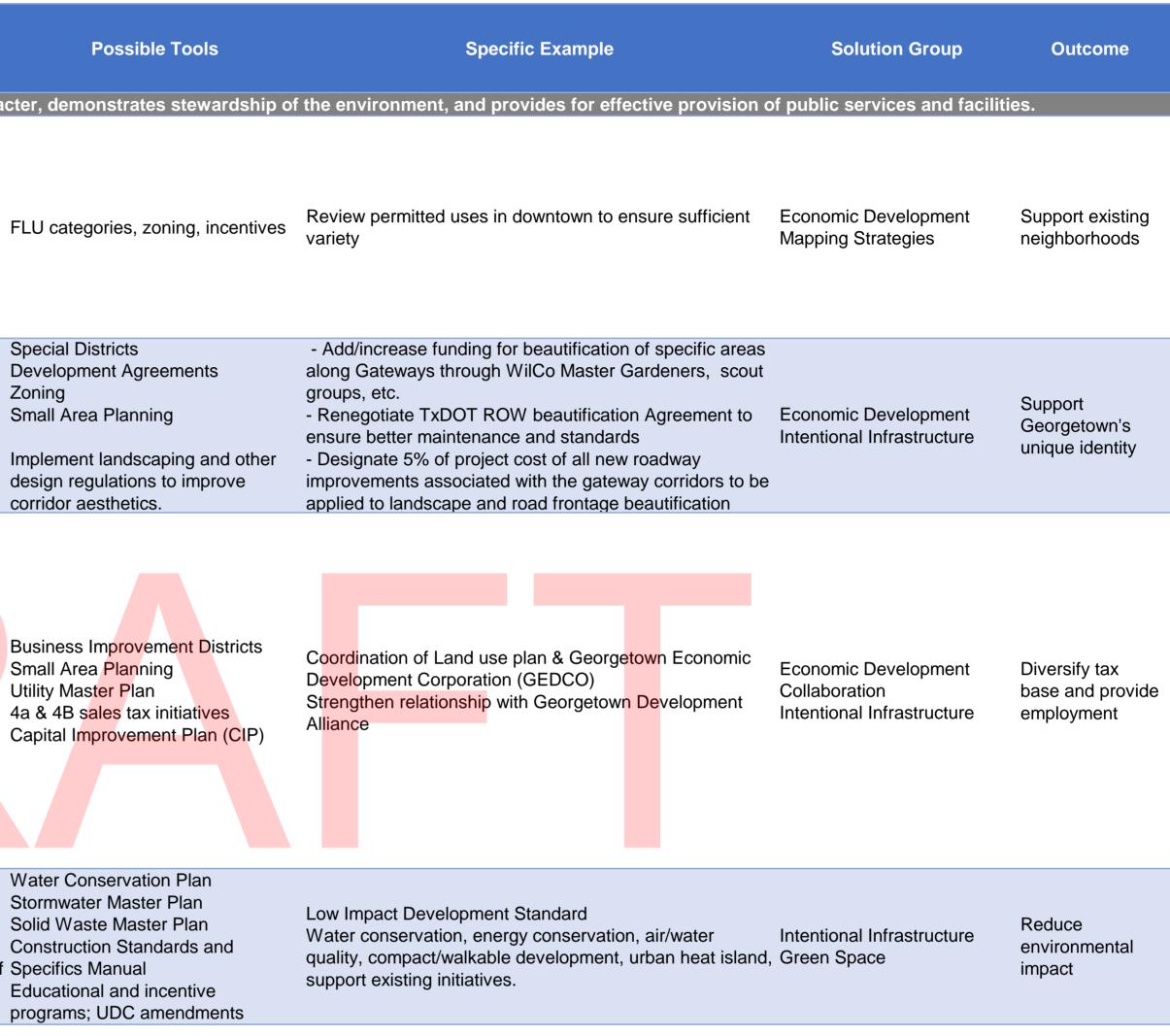
## **ATTACHMENTS:**

	Description	Туре
۵	Exhibit 1 - Draft Land Use Policies	Exhibit
۵	Exhibit 2- Draft Land Use Categories	Exhibit
D	Exhibit 3- Draft Future Land Use Map	Exhibit

#		Policy	Public Input	Technical Studies	Possible Tools	Specific Example	Solution Group	Outcome
20	030 Go	bal 1: Promote development patterns with bala	anced land uses that provide a vari	ety of well-integrated housing and	retail choices, transportation, pub	lic facilities, and recreational options in all parts of Geor	getown.	
	1.A.	Encourage a balanced mix of residential, commercial, and employment uses at varying densities and intensities, to reflect a gradual transition from urban to suburban to rural development.	"A well balanced mixture of housing and commercial enterprises." (2030 Plan Update Survey #1) "Maintain existing neighborhoods and downtown areas. Expand with mixed-use and a variety of housing types/sizes." (2030 Plan Update Survey #1)	Overlays, transition zones (Downtown Master Plan), Corridor Plans (Williams Drive)	UDC amendments	Ensure proper transitions and buffering between established neighborhoods and adjacent commercial and manufacturing areas.	Flexibility in Development Patterns	Diversify tax base and concentrate development; Balance Supportive Uses
	1.B.	Promote more compact, higher density, well- connected development within appropriate infill locations.	"Higher density, new urbanistic downtown that is walkable and fully developed" (2030 Plan Update Survey #1)	Land Use element - FLU map and categories	Future Land Use Categories and UDC amendments - improved standards for commercial development	Establish standards appropriate for new residential development pertaining to lot sizes, open space, buffers, road connectivity, etc. Ensure that development is compatible in character with the surrounding context. UDC amendments for buffering adjacent to residential neighborhoods. Apply neighborhood conservation strategies, such as code enforcement, housing rehabilitation, and support for urban homesteading for first time buyers.	Transportation Mapping Strategies	Use infrastructure to promote desired development patterns
2	)30 Gc	oal 2: Reinvest in Georgetown's existing neig	hborhoods a <mark>nd c</mark> ommercial areas t	o build on previous City efforts.				
	2.A.	Remove barriers to Encourage redevelopment in target areas.	"I think current businesses should be updated, like the old HEB on University and 35 is gross, moldy, and a huge health concern." (2030 Plan Update Survey #1)	e Land Use element	UDC amendments Utility Master Plan Small Area Planning Capital Improvement Planning	Review standards for impervious cover, parking, height Incentivize redevelopment in target areas through infrastructure	Intentional Infrastructure	Utilize existing infrastructure and support vibrant places
	<del>2.C.</del> 2.B.	Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.	"Revitalized neighborhoods continued, beautification and community pride increased." (2030 Plan Update Survey #1)	CIP, Williams Drive, Housing Element	Small Area Planning Special Districts (Business Improvement Districts/Tax Increment Reinvestment Zones- TIRZs)	Identified areas could qualify for additional infrastructure improvements, development/renovation incentives, additional flexibility in development regulations to encourage redevelopment.	Economic Development	Preserve and enhance existing neighborhoods

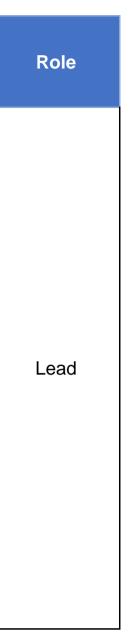
Role
Lead
Lead
Lead
Lead

#	Policy	Public Input	Technical Studies
2030 G	ioal 3: Provide a development framework that g	guides fiscally responsible growth,	protects historic community charac
<del>2.D.</del> 3.A <del>.</del>	Continue to promote diversification of uses while strengthening the historic character and supporting the existing historic neighborhoods.	"Keep Georgetown's historic style while improving the city." (2030 Plan Update Survey #1) "A community with diverse options for housing, transportation, and work. Maintain small town feel where possible." (2030 Plan Update Survey #1)	Downtown Master Plan; Vision Statement - "Georgetown: A caring community honoring our past and innovating for the future"
New 3.B	Strengthen Georgetown's image and indentity- as a small town quality feel within enhanced gateways and commercial corridors.	"I would hope that it still has a small town feel." (2030 Plan Update Survey) "If you're concerned about gateways, keep Georgetown's appearance that of a small town." (Gateways MQ)	Williams Drive Study, Gateways, CIP
New 3.C	Proactively support existing and recruit new- employers and incentivize development that is- consistent with Georgetown's target industries and that support diversification of the City's tax- base and promote economic development. Protect and promote land uses that support Georgetown's target industries, support diversification of the City's tax base and enhance economic development through intentional infrastructure planning, recruitment and the land use entitlement process.	small), include industry for local	Target Industry Analysis - target industries and potential partners; ED Strategic Plan - Strategic Goal 1: Support existing businesses and industries.; Strategic Goal 2: Enhance targeted recruitment of identified industries.; Strategic Goal 3: Diversify workforce development and recruitment initiatives.
New 3.D	Adopt development practices that promote- economic development and preserve and enhance the environment.	"A city that prioritizes the environment with rich renewable energy incentives (residential and commercial) and land/wildlife preservation." (2030 Plan Update Survey #1)	Water Conservation Plan - "The City of Georgetown has a long standing commitment to water conservation and the efficient use of sour natural resources."



Role
Lead
Lead
Partner
Lead

#	Policy	Public Input	Technical Studies	Possible Tools	Specific Example	Solution Group	Outcome
New 3.E		<ul> <li>"Please do not listen to the naysayer, and do not limit growth! Be progressive in your growth, but use good zoning in the process." – Survey 1</li> <li>"I know that we are going to grow, but I don't want that growth to eclipse the character that we enjoy now." – Survey 1</li> <li>"Strongly continue this small town environment, not to grow so large with what appears to be adhoc development like Round Rock and Cedar Park." – Survey 1</li> <li>"It's growing so fast. Hate to lose the small town feel." – Survey 1</li> </ul>	State of the City - expansion of city limits & ETJ acreage since 2008	Fiscal Impact Model (Cost to serve) MUD/PID Policies Utility Master Plan - waste water requirement UDC Criteria for Annexation	Outside of existing development pattern, are we acceptin annexation proposals that meet specific City objectives? Density and development cannot happen without utility provision, primarily waste water.	g Intentional Infrastructure Collaboration	Intentional growth that meets land use and economic development strategies
		"While growth is inevitable, I'd like to see it balanced with larger considerations of overall quality of	)				



#	Policy	Public Input	Technical Studies	Possible Tools	Specific Example	Solution Group	Outcome	Role
2030 Go	oal 6: Ensure access to diverse housing optio	ns and preserve existing neighborh	noods, for residents of all ages, bac	ckgrounds and income levels.				
<del>1.E.</del> 6. A	Expand regulatory provisions and incentives to Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.	"Enhance walkability with wider sidewalks or independent bike trail integration." (RoundTable - Stakeholder Feedback) "We have a need for affordable housing. People are moving here and we need to ensure everyone is welcome. Right now, that is not the case." (2030 Plan Update Survey #1)	Williams Drive Study, Land Use Element, Housing Element	Mixed uses in FLU categories Zoning standards (UDC amendments) Sidewalk Master Plan Small Area Planning	Adopt ratios of preferred land use mixes	Housing Diversity Intentional Infrastructure Green Space	Provide more housing options and support vibrant places	Lead
2030 Go	oal 7: Maintain high-quality infrastructure, pul	olic safety services, and community	r facilities.					
New 7.A	Support public safety services and <del>community facilities</del> infrastructure to ensure that Georgetown continues to be a safe, family-friendly welcoming community which that serves all residents.	"Continue providing safety thru the fire and police departments." (2030 Plan Update Survey #1)	OTP - pedestrian and bike planning; GUS mission statement - "To provide safe, reliable, efficient and cost-effective utility services to customers in order to enhance the quality of life of the community"	Georgetown Americans with Disabilities Act (ADA) Plan Public Safety Plan Emergency Management Plan Stormwater Master Plan CIP/annual budget; ensure that public safety services funding increases with population growth	Update Emergency Management Plan to reflect new organizational structure, update to meet new community needs Complete a So Evaluate emergency response staffing as a function of growth	Intentional Infrastructure	Maintain quality of life	Lead
2030 Go	oal 8: Actively partner with GISD, Williamson	County, other governmental agenci	es, and lo <mark>cal organizations to leve</mark> r	age resources and promote innova	ation.			
New 8.A	Promote development decisions that serve the needs of Georgetown Independent School- District and Williamson County-our interlocal government partners.	"Wider sidewalks near Gtown high school leading into downtown (6-8 ft.)" (Downtown RoundTable)	stakeholders are essential to	Incorporate Institutional Facilities on FLU. Include in special districts and development agreements. Trigger for coordinated discussion with GISD (see San Antonio for subdivisions of 200 lots or greater)	Joint Use Agreements, connectivity to/from the school	Collaboration Intentional Infrastructure	Maximize resources and foster effective partnerships	Partner
2030 Go	oal 9: Maintain and add to the existing quality	parks and recreation.						
New 9.A	Ensure that the subdivision and development process includes consideration of the way in which residential lots relate to parks and open space, emphasizing adjacency and accessibility to parks and open space.	"Strong, robust parks system for families to enjoy." (2030 Plan Update Survey #1) "Walkable, lots of trails connecting parks and neighborhoods, access to shopping for walkers and bicyclists, great schools, prioritizing green space." (2030 Plan Update Survey #1)	Parks, Rec, and Trails Master Plan - incorporate in future update	UDC amendments	Prohibit lots from backing to public/shared open space; single-loaded streets are more desirable for access and to reduce risk of creek erosion into private property.	Green Space Intentional Infrastructure	Maximize parks and open spaces and support property values	Lead
2030 Go	oal 10: Improve and diversify the transportation	on network.						
<del>2.B.</del> 10.A	Proactively plan investments in transportation and other infrastructure to leverage partnerships with the business community and interested neighborhood organizations and maintain the level of service as the City continues to grow.	improvement and planning of traffic patterns." (2030 Plan Update Survey #1) "With the expected growth in Georgetown there needs to be related expansion of the transportation infrastructure . Continue to bring in restaurants, larger hotels and entertainment." (2030 Plan Update Survey #1)	4: Encourage speculative development	CIP/annual budget	Project funding prioritized in targeted areas/ED purposes	Intentional Infrastructure Transportation	Utilize infrastructure as an economic development tool	ad

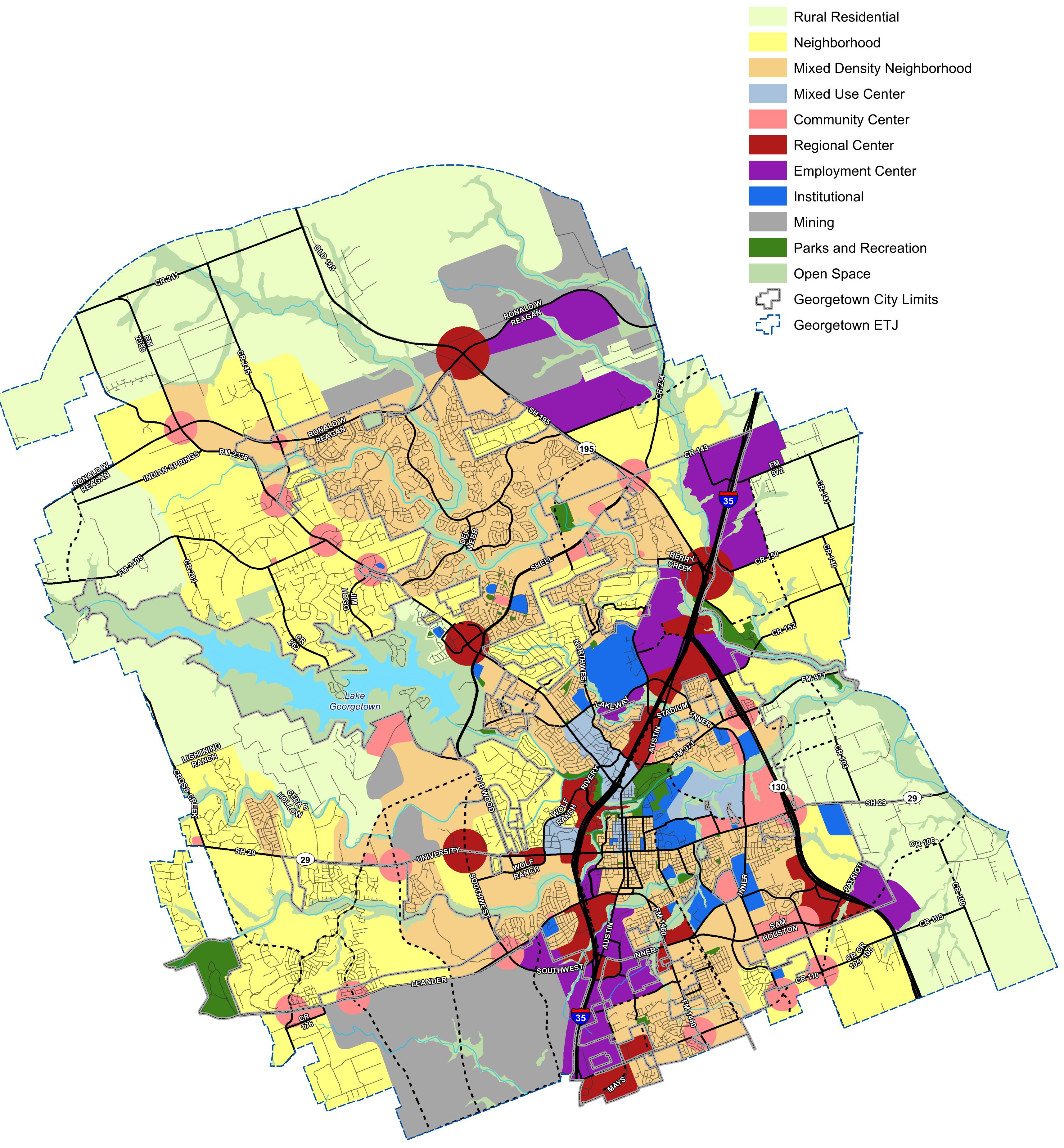
2008 FLU Categories (existing)	2030 Plan Update Categories (proposed)	Intent	Character	Target Ratio of Land Use Mix	Example Image	Considerations
Agricultural Rural Residential	Rural Residential	≤1.0 DUA Retain rural character and "small town feel" Facilitate low-intensity development in areas where utilities do not exist and are not planned	These large lot, low-density areas should preserve the rural atmosphere of Georgetown. Homes should be traditional, single-family residences with large front yard setbacks from roadways and large side yard setbacks separating homes to reinforce the rural openness. Supporting non-residential uses may be located along major thoroughfares with large setbacks and natural buffers from neighboring residential.	5% non-residential, 95% residential		No major changes recommended.
Low Density Residential	Neighborhood	1.0-5.0 DUA Facilitate traditional single-family development.	Neighborhood character should focus on maintaining a suburban atmosphere. Conservation subdivisions (also referred to as "clustering") should be encouraged to preserve open space and environmentally-sensitive areas. Development standards should ensure adequate open space and efficient roadway and pedestrian connectivity to schools, neighborhood amenities and parks. Supporting non-residential uses should be similar in scale to the residential properties, include appropriate landscaping and buffering, and be located on major thoroughfares and designed to discourage neighborhood cut-through traffic.			Pro: Increased density (from 1.1-3.0 DUA) better reflects recent development trends (18% of lots are smaller than the current 3.0 DUA). Supports policies of housing variety and more compact development. Con: Potential for community pushback on increased densities. 7 DUA = 4,500 sqft lots, may not be appropriate in all neighborhoods.
Moderate Density Residential	Mixed-Density Neighborhood	<ul> <li>5.1-14.0 DUA</li> <li>Enable a variety of low and medium density housing types and supporting nonresidential uses.</li> <li>Create flexibility in residential land uses to accommodate City housing policies. Use zoning regulations to ensure compatability.</li> </ul>	Medium density housing options should be consistent with and complementary to the traditional single-family neighborhood with emphasis on connectivity and access to neieghborhood amenities including schools and parks. Development standards for medium density housing and any non-residential uses should be in place to ensure this compatibility through increased setbacks for taller buildings, architectural designs that are consistent with the neighborhood, and enhanced landscaping. Additionally, any non-residential uses should be located primarily at larger intersections, designed to discourage neighborhood cut-through traffic, and should include appropriate buffering and pedestrian orientation to support the surrounding residents.	s 20% pop-residential 80%		Pro: Increased density (from 3.1-6.0 DUA) better aligns with actual density of mixed density neighborhoods, since townhomes can often be closer to 16 DUA.Increased density supports policies through allowing a mix of single-family, duplexes, and townhomes. Con: Duplexes and townhomes may not be appropriate or desirable in all neighborhoods designated as MDN. Potential for land use incompatibility or conflicts with traditional single- family homes.
Special Area Mixed Use	Mixed Use Center	Accommodate traditional mixed-use developments that create a center of activity not only in the day, but also at night and on weekends.	This category encourages the creation of planned areas that integrate a variety of complementary uses, with an emphasis on retail, offices, and entertainment activities. These centers should be unique destinations with emphasis on building design, landscaping and the inclusion of public plazas, green spaces and areas for the public to gather. As the most walkable land use category, these areas should be designed in a pattern of pedestrian-oriented, storefront-style shopping streets, with shared parking and strong pedestrian linkages to the surrounding areas. Consideration should be given to adjacent residential uses to ensure compatibility and minimize impacts on neighborhoods.	<sup>2</sup> 60% non-residential, 40% residential		No major changes recommended.
Mixed Use Community		14.0+ DUA	These areas are typically configured as "nodes" of smaller scale at the intersection of arterial roads, or at the intersection of arterials and collectors. These developments provide local retail, professional office, and service-oriented businesses that serve the			
Mixed Use Neighborhood Center Community Commercial	Community Center	Create areas which accommodate local retail, professional office, and service-oriented businesses that serve the residents of Georgetown. Moderate and high density residential is appropriate if/when	residents of Georgetown. While typically auto-oriented, pedestrian connections to the surrounding neighborhoods should be provided. Well integrated residential developments, which encourage the interaction of residents and businesses, are appropriate and vertical mixed use encouraged. To promote the interaction of	80% non-residential, 20% residential		Note that these categories now include high- density residential/multi-family.
High Density Residential		supporting existing commercial or as part of a planned development.	intergrated and adjacent residential development, these areas should emphasize quality building and site design, such as enhanced architectural features, landscaping, and prominent pedestrian facilities.			Pro: Encourages reservation & integration of MF into commercial developments, supports policies
High Density Residential	Regional Center	14.0+ DUA Accomodate commercial uses that serve or draw regional market. Moderate and high density	Developments may be configured as major shopping centers, stand-alone big-box retailers, or large-scale mixed-use developments, as well as supporting flex office space and office/warehouse development. Well integrated residential developments, which encourage the interaction of residents and businesses, are appropriate and vertical	75% non-residential, 25%		of housing variety and compactness. Con: May need to limit amount of MF to avoid losing key potential retail locations.
Regional Commercial	Regional Center	residential is appropriate if/when supporting existing commercial or as part of a planned development.	mixed use encouraged. These developments are typically automobile-oriented with convenient access from major transportation routes and highway interchanges, however internal pedestrian connectivity should be maximized and include opportunities for pedestrian activity.	residential		

Employment Center	Employment Center	14.0+ DUA Facilitate development of well planned, large-scale employment and business activities, as well as supporting secondary uses, which may include moderate and high density residential options.	These uses should support high quality employment uses with environments that support heightened economic activity through quality architectural design and well- integrated supporting uses such as retail, restaurants. The inclusion of high density residential is appropriate as a supporting use to these areas of commerce and employment. Because these areas often act as a transition between more intensely developed industrial uses and residential neighborhoods, standards should be developed to ensure that development of these activities is compatible with the character of the surrounding area. Care should be taken to protect adjacent uses from adverse impacts potentially associated with existing industrial uses (commercial traffic, outside storage, etc.), using buffering and/or performance-based development standards.	90% non-residential, 10% residential	No major changes recommended, except adding limited amount of MF.
Institutional	Institutional	Uses that serve the community	These facilities should project a positive image of the community and should be located to provide ample public access.	100% non-residential	No major changes recommended.
Parks, Recreation, Open	Parks and Recreation	Public parks and recreational areas	Parks, trails, and other recreational amenities should be integrated into and easily accessible from residential neighborhoods and developments.	100% non-residential	No major changes recommended.
Space	Open Space	Preserved natural areas	Floodplains and other natural areas that are preserved as open space.	100% non-residential	No major changes recommended.
Mining	Mining	Current mining operations	Care should be taken to protect adjacent uses from adverse impacts associated with these activities.	1 <mark>00% n</mark> on-residential	No major changes recommended.

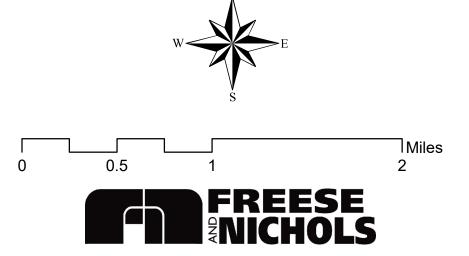


# Working Future Land Use Map October 11, 2019

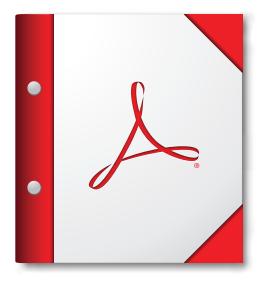
## Land Uses



Note: A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.



Created By Freese and Nichols, Inc. Job No.: GEO18240 Location: H:\URBAN\_PLANNING\working\PlanningMapFlup2019Oct11.mxd Updated: Friday, October 11, 2019 11:45:59 AM



## For the best experience, open this PDF portfolio in Acrobat X or Adobe Reader X, or later.

Get Adobe Reader Now!

Page 13 of 13