### Notice of Meeting of the Governing Body of the City of Georgetown, Texas January 14, 2020

The Georgetown City Council will meet on January 14, 2020 at 2:30 PM at City Council Chambers, 510 W 9th 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.

#### Policy Development/Review Workshop -

- A Presentation and update regarding the downtown parking garage -- Laurie Brewer, Assistant City Manager
- B Presentation and update regarding the **2020 Census** and the **Georgetown Complete Count Committee** -- Keith Hutchinson, Communications Manager and Fang Fang, Partnership

  Specialist, Dallas Regional Census Center, U.S. Census Bureau
- C Presentation and update regarding the Implementation Plan for the 2030 Plan Update -- Sofia Nelson, Planning Director

#### **Executive Session**

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

#### D Sec. 551.071: Consultation with Attorney

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

- PEC Franchise
- Litigation Update

#### Sec. 551.072: Real Estate Matters

- Right of Way acquisition from Kids Kottage (Parcel 1), Old Airport Road Realignment Project Sec. 551.086: Certain Public Power Utilities: Competitive Matters

- Purchase Power Update
- QSE Agreement with Garland Power and Light
- Demand Response Joint Solution Agreement with Links EP LLC
- ISDA Agreement with Mercuria Inc.

#### Sec. 551:074: Personnel Matters

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

### Adjournment

### **Certificate of Posting**

I, Robyn Densmore, City S	secretary for the City of George	etown, Texas, do hereby certify that
this Notice of Meeting was	posted at City Hall, 808 Martin	Luther King Jr. Street,
Georgetown, TX 78626, a p	place readily accessible to the g	general public as required by law, on
the day of	, 2020, at	, and remained so posted for
at least 72 continuous hours	preceding the scheduled time of	of said meeting.
Robyn Densmore, City Sec	eretary	

### City of Georgetown, Texas City Council Workshop January 14, 2020

#### SUBJECT:

Presentation and update regarding the downtown parking garage -- Laurie Brewer, Assistant City Manager

#### ITEM SUMMARY:

Staff will present the background and context for the downtown parking garage.

#### **Purpose of Workshop:**

- Follow up with information requested at 11.26.19 City Council Meeting.
- Provide Background for Parking Garage, 2015 Parking Study and Downtown Parking Opportunities

#### **Requested Feedback:**

- Do you seek additional information regarding the parking garage?
- Do you support the opportunities for meeting downtown parking goals identified in the presentation?

#### FINANCIAL IMPACT:

N/A

#### SUBMITTED BY:

RLD for Laurie Brewer

#### ATTACHMENTS:

Downtown Parking Garage Update 01.14.2020

# Background and Update Regarding Downtown Parking Garage

January 14, 2020



## Purpose of Workshop

 Follow up from 11/26/19 Council meeting (abandonment (portion of 6<sup>th St)</sup>

Provide Background for Parking Garage,
 2015 Parking Study, Downtown Parking



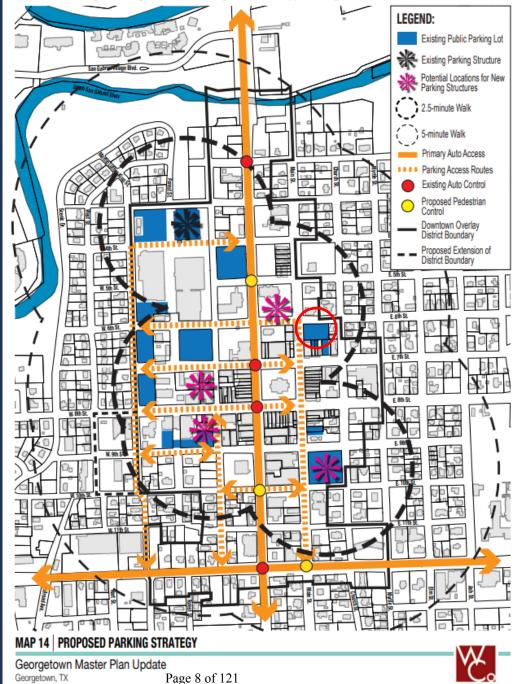
### Agenda

- Background on downtown parking
  - Downtown Master Plan
  - 2015 Parking Study
  - Site evaluation
- Update on parking initiatives
- Recent Downtown Development
  - Parking requirements for downtown
    - Area 1 vs. Area 2
    - Consistent development pattern throughout
  - Alternative Parking Plans

Partial abandonment of 6th

## Background on Downtown Parking





Excerpt from 2014 Downtown Master Plan



March 2014

## Downtown Master Plan – Parking Consideration

- Think of parking as a utility, not a land use
- Take a systems approach
- Combine other uses with new public facilities
- Design a public parking facility to be flexible in use
- Create pedestrian-friendly edges with landscaped edges and interiors

- Locate a new public parking facility where it will serve the broadest range of users
- Ensure that new public facilities have enough spaces
- Encourage workers to park in lesser-congested areas
- Seek opportunities to share parking



### Parking Study

- Initiative out of Downtown Master Plan (2013)
- Kicked off in 2015
- Emphasized parking as a utility and not a land use



### Parking Study

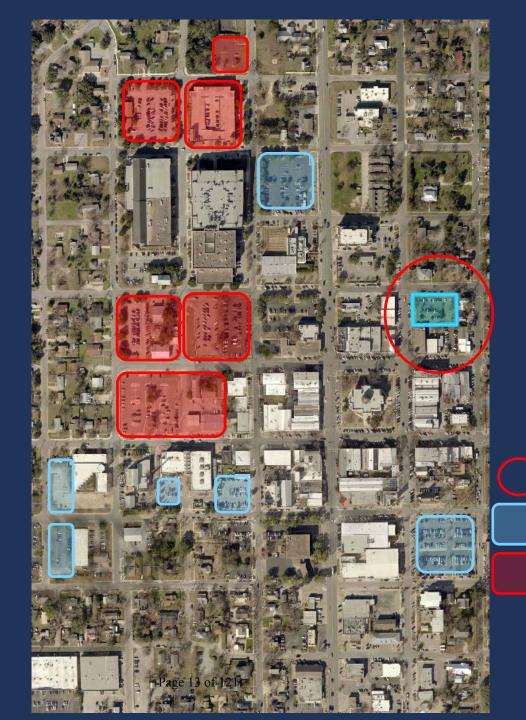
- 2015 Online Survey
  - 86% of customers willing to walk <u>one to two</u>
     <u>blocks</u>
    - 12% willing to walk more than three blocks
  - 29% of business owners willing to walk less than one block
  - 60% of business owners prefer to park onstreet



## Parking Study

- Observed parking utilization patterns
- Public lots
- On street parking





Garage Site

City-owned lot

County-owned lot



### Site

Figure 8 - Peak Parking Utilization Observed on First Friday, February 6, 2015 (6:00pm) On-Street Parking Around Square Effectively Full



Excerpt from 2015 Downtown Parking Study

### Strategies

- Short Term
  - Parking Lot at MLK and 8<sup>th</sup>
  - Increased enforcement of 3 hour zone
- Medium Term
  - Improve Pedestrian access and sidewalks
  - Lighting
  - Consolidate municipal employees
- Long Term
  - Continue to coordinate with County
  - Design garage
  - Coordinate with developers to add more public parking
- More detail of execution of strategies provided as attachment



## Parking Garage Site Review – September 2015

- Site 1 North Lot at Austin Ave. & 5th Street
- Site 2 Bank of America Lot at Rock Street & 7th Street
- Site 3 Central Lot at Main Street & 7th Street
- Site 4 Library Lot at Rock Street & 9th Street
- Site 5 South Lot at Main Street & 9th Street

 Note: In 2011, county owned site at 6<sup>th</sup> and Rock was evaluated for partnership

## Downtown Development and Parking Needs



### Changes in value downtown





67% increase in value from 2011.

### New businesses in 2019

- 1. 6 Whiskey
- 2. 18 Carrot Bakery
- 3. 309 Coffee
- 4. All Things New
- 5. Barrels & Amps
- 6. Baron's Creek Vineyards
- 7. Blue Corn Harvest (expansion)
- 8. Greenhouse Craft

  Food

- 9. The Daytripper World Headquarters
- 10. La Bella Casa Too
- 11. Lamppost Coffee
- 12. Lark and Owl Booksellers
- 13. OoLaLa
- 14. Red Bird Mercantile (expansion)

\$11 million in private investment in 2019

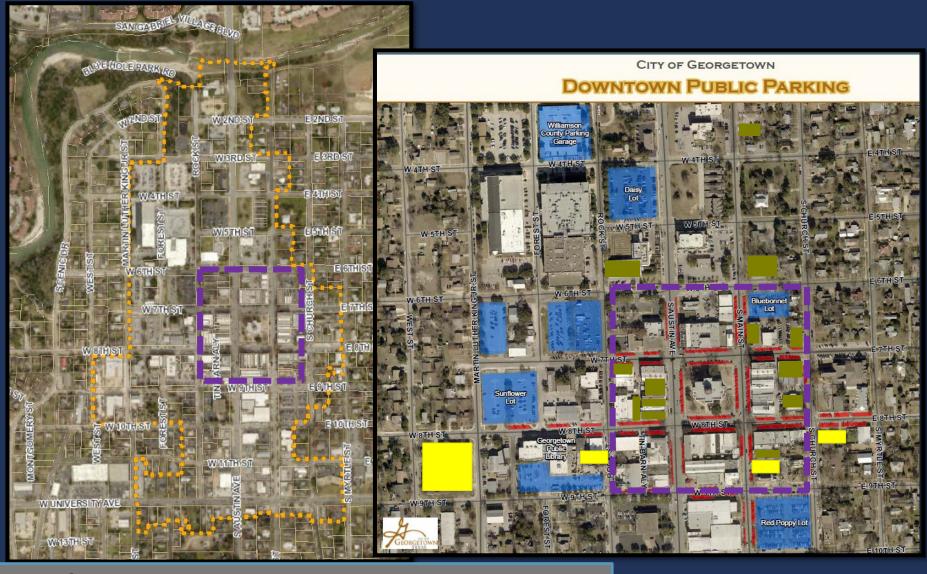
### Businesses in development

- 1. 600 Degrees Market
- 2. City Post
- 3. Golden Rule
- 4. Heritage Court
- 5. Hitch Hall
- 6. Kork Wine Bar
- 7. Mango Tango
- 8. Palace Children's Theater

- 9. To Have and To Hold
- 10. Truecore Fitness
- 11. Wag Heaven
- 12. Watkins Insurance
- 13. WBW Development
- 14. Wishwell



### **Development in Downtown**





## Downtown Parking -Coordination with Private Investment



### UDC – Parking Considerations

Use Category	Specific Use	General Requirement
Downtown Overlay District	Retail buildings greater than 20,000 square feet in Area 1	1 per 1,500 sq ft GFA
	All other uses in Area 1	No off-street parking requirement
	Residential Uses in Area 2	Based on number of bedrooms
	Non-Residential Uses in Area 2†	1 per 500 sq ft GFA



† No parking required for outdoor seating areas where a primary indoor restaurant is present.

## Seek opportunities to share parking

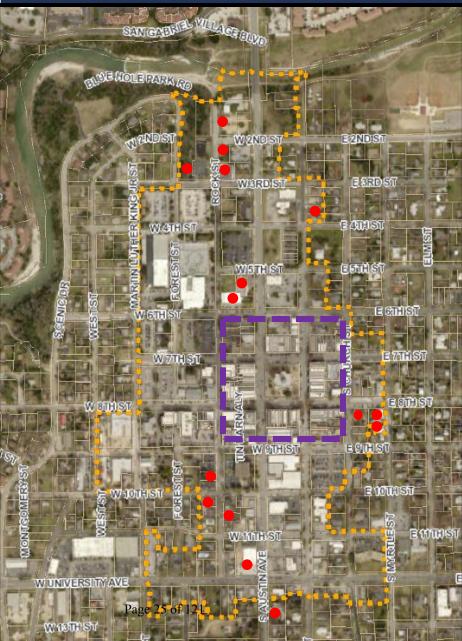
Alternative Parking \_. Plans

- On-Street Parking
- Off-Site Parking
- Shared Parking
- Fee-In Lieu of Parking
- Other Eligible
   Alternatives



Seek opportunities to share parking

Alternative Parking Plans



Approved
Alternative
Parking Plans

Downtown Overlay

Area1



## Thinking of parking as a utility, not a land use.





## Opportunities to meet downtown parking goals

### **Parking Goals**

- ✓ Think of parking as a utility, not a land use
- ✓ Take a systems approach
- Create pedestrian-friendly edges with landscaped edges and interiors
- ✓ Seek opportunities to share parking



### **Opportunities**

- ☐ Utilizing the existing alternative parking plan option to allow partial credit for proximity to public parking.
- ☐ Evaluate the required parking for Area 2.
- □ Seeking opportunities to encourage (financially or regulation) new parking lots in Area 2

## Parking Garage Site



## Previous Council Presentations and Direction

- 2015 Parking study
  - Highlighted lack of surface parking east of Austin Ave.
- Lot by Grace Heritage
  - Now developed into office/retail



Excerpt from 2015 parking study presentation

### City-owned Parking Lots

- Interest and preliminary feasibility for development of public parking lots (discussed in Executive Session 2017-2018)
- 6<sup>th</sup> and Main (Council Chambers)
- 9<sup>th</sup> and Main (Surface Lot)





## Additional Opportunities Evaluated — 2016-2018

- Reviewed proposals for sale of three city owned buildings
  - previous City Hall, previous Council
     Chambers, existing Visitors Center
- Also studied proposals for parking partnerships studied over last three years with development partners
  - Not financially feasible at this time



## Downtown Building Sales – 2017 and 2018

- City Council sold Council Chambers and City Hall
  - Downtown Building Sales (2018)
    - Utility evaluations and ROW changes based on sales
      - Council Chambers property line moved to the North
    - Approved changes based on garage at 6<sup>th</sup> and Main



## Previous Council Presentations and Direction

- June 26, 2018 Facilities and CIP Plan
- FY 2018 Budget Process
  - Aug 7 proposed budget
  - Aug 14 public hearing
  - Aug 21 public hearing
- Jan. 22, 2019 Project Update
- April 9, 2019 Public Engagement Process for the Garage



Excerpt from June 26, 2018 Council presentation



## Previous Council Presentations and Direction

- April 23, 2019 Debt Sale
- Sept. 10, 2019 Direction regarding the downtown parking garage design
- Nov. 12, 2019 Professional Services Agreement with Wantman Group, Inc.



### 9/10/19 Consensus of Council

- Located at the southeast corner of Sixth and Main streets
- Net increase of 150 parking spaces
- Consider possible retail or displays
- \$5 million budget (previous direction)



# Abandonment Ordinance – Follow Up from 11/26/19 Council Meeting



## Site



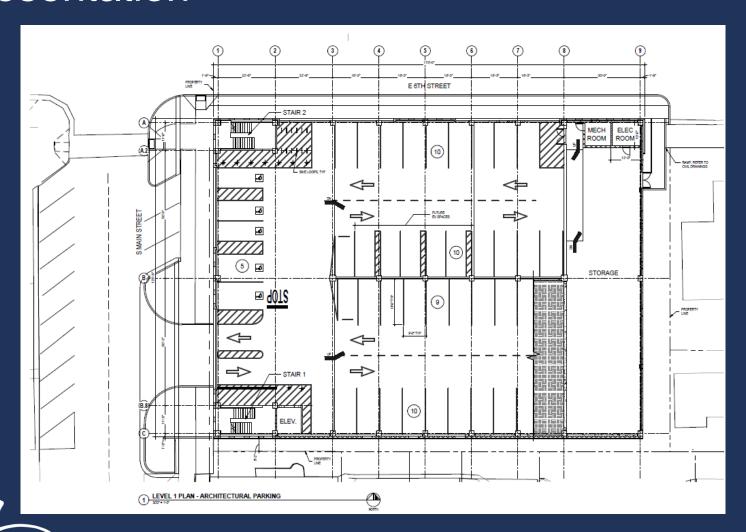


## Site

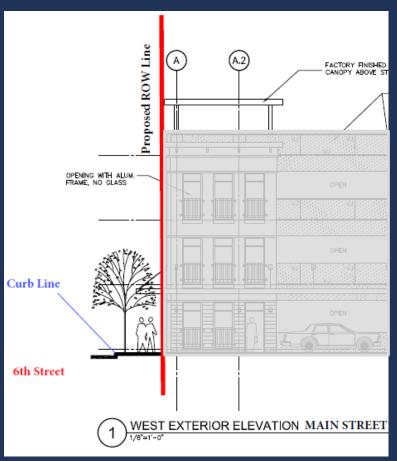




## Conceptual layout from Jan. 22 City Council Presentation



# Conceptual streetscape from Jan. 22 City Council Presentation



For purposes of illustrating streetscape only.

Exterior design elements have not been determined.



## Encroachment





## Encroachment





## Encroachment





# Challenges based on previous direction and conceptual design

- Encroachment increased by accommodating changes in property lines associated with building sale in anticipation of parking garage
- Construction of the garage to meet Council's direction will necessitate the extension of the building up to ~12.67' into the existing right of way of 6th Street.
- The designation of that area of a public roadway right of way precludes construction of the building into the right of way.
  - Additionally, construction of the building within the right of way could allow for future conflicts with franchise users of the right of way, etc.
- The City has reached out to utility providers, who have consented to the abandonment either because:
  - Their infrastructure is not impacted; or,
  - Impacted infrastructure may remain for the time being, and will be relocated at the time of construction.

## Questions from Nov 26th meeting

- What are the spaces gained? Lost?
  - Net Gain 175 spaces (estimate based on conceptual design)

Description	Existing	Concept
Parallel Parking along 6 <sup>th</sup> St.	6 spaces	0 spaces
Angled Parking along Main St.	8 spaces	3 spaces
Handicap Spaces	2 spaces	7 spaces
Purple Heart	1 space	1 space
Parking north of old Council Chambers	25 spaces	211 spaces
Private Parking behind bus on 7th	5 spaces	0 spaces
TOTAL	47 spaces	222 spaces

## Questions from Nov 26th meeting

- Size of Spaces gained?
  - -9x18
    - 19' vehicle can park in this space with 12' drive aisle remaining
  - Matches size of spaces in Sheraton Garage
  - Utilize drive aisle for maneuvering into the spot
    - 22' deep parallel spaces include space for maneuvering in and out of space

Crew cab truck at the Sheraton



Large SUVs at the Sheraton



## Questions from Nov 26th meeting

## Cost of utility relocation?

- Costs will be developed as part of the project
- Alternative sites will likely require utility relocation and realignment
- Relocation will place utilities underground, an improvement to the street scape
- Preliminary estimates are \$170,000 for electrical relocation and abandonment and \$10,000 for telecommunications relocation.

## Additional Information

- The encroachment will reduce the right of way profile to a width below that identified for this roadway in the Downtown Master Plan.
  - True. However, the major components of the Plan will continue to be met.
    - Street parking on the south side of 6<sup>th</sup> Street would not be possible. Loss would be compensated for by increased spaces provided by the garage
    - Street trees, landscaping, and sidewalks would be installed as called for in the Master Plan.



## Schedule

- Design
  - Begin Nov./Dec. 2019
  - 24 weeks(Spring/Summer 2020)
- HARC/Site/Building Plan Review
  - 18 weeks (Summer 2020)
    - Delaying this item extends this timeline

- Bidding and Award
  - 10 weeks (Fall 2020)
- Construction
  - Begin Winter 2020
  - 1 year (Winter 2021)



## Questions



# Parking Study Initiatives Progress – Attachment to Presentation



## Short-term Strategies

- 210+ space lot at MLK & 8<sup>th</sup>
  - 67 spaces currently under construction
- Communication with Partners
  - DGA
  - Williamson County
    - Utilize existing garage
    - Consistent signage with City
    - Advertise parking in printed materials









## Short-term Strategies

- Increased enforcement of the 3-hour zone
  - Aligned ordinance with existing practices for Williamson County officials and hospitality passes
- Since 2015 Expanded 3-hour zone
  - 9<sup>th</sup> between Rock and Austin
  - 8<sup>th</sup> between Church and Myrtle
  - -8<sup>th</sup> between Rock and MLK
    - Main between 9th and 10th

#### **CITY OF GEORGETOWN**

#### **DOWNTOWN PARKING ZONES**



LEGEND

3 Hour Parking Zone

THIS MAP IS A REPRESENTATION OF THE INFORMATION CUNRENT HELD BY THE CHYO OF CORRECTIONN LITTLE SYSTEMS.
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## Short-term Strategies

- 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



























## 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

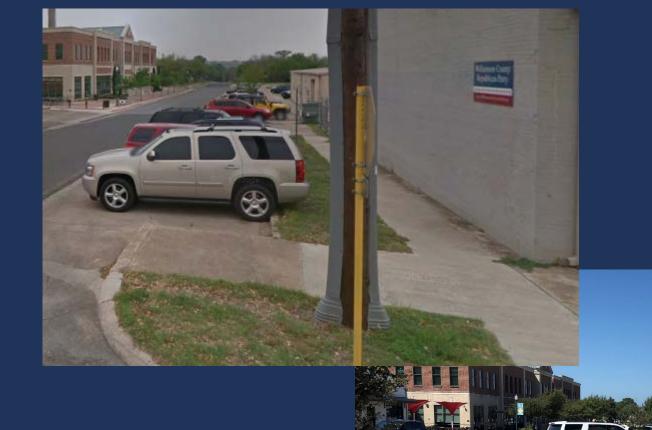














## Mid-term Strategies

- Continue to reconfigure existing parking to maximize inventory
  - Parking south of Grace
  - Blue Hole parking
  - Additional parking north of library
  - Restriping and landscaping Daisy Lot (Monument)
- 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 longterm facility plan
  - Ground lease for lot north of Library
- Structured Parking
  - Identify site
  - Develop funding model
    - No land acquisition
    - No demolition
  - Design compatible with downtown



#### City of Georgetown, Texas City Council Workshop January 14, 2020

#### SUBJECT:

Presentation and update regarding the **2020 Census** and the **Georgetown Complete Count Committee** -- Keith Hutchinson, Communications Manager and Fang Fang, Partnership Specialist, Dallas Regional Census Center, U.S. Census Bureau

#### ITEM SUMMARY:

The 2020 Census is a snapshot of all persons in the U.S. on April 1, 2020. The U.S. Constitution mandates that a census of the population be conducted every 10 years. Census statistics are used to determine the number of seats each state holds in the U.S. House of Representatives and inform how state, local and federal lawmakers will allocate billions of dollars in federal funds to local communities every year for the next 10 years.

For the first time in the 2020 Census, residents will receive a mailing and will be able to take the short survey online. Phone and mail options also will be available. Publicity about the 2020 Census has already begun.

The Georgetown Complete Count Committee formed in December with the goal of increasing the participation rate in 2020 Census in Georgetown through outreach and communications. The committee includes staff from the City of Georgetown and Georgetown ISD as well as several Georgetown nonprofit organizations.

FINANCIAL IMPACT:

ns

SUBMITTED BY:

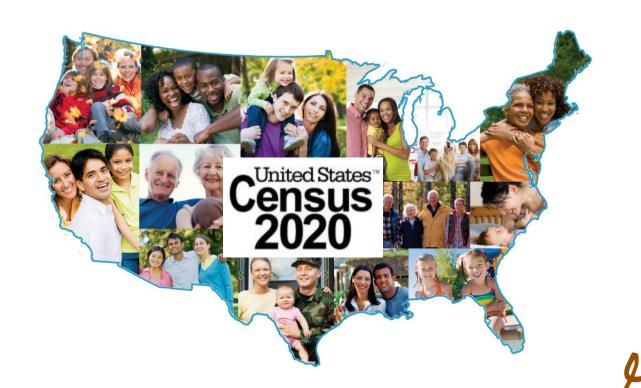
Keith Hutchinson, Communications Manager

ATTACHMENTS:

Census 2020 Presentation

## **Georgetown Complete Count Committee**

**2020** Census outreach in Georgetown



#### **Presenters**

U.S. Census Bureau
Fang Fang
Partnership Specialist
Dallas Regional Census Center

City of Georgetown

Keith Hutchinson

Communications Manager/PIO



## **OUTLINE**

- 1. Census 101: Overview of the basics
- 2. Georgetown Complete Count Committee: Understand local efforts
- 3. Data tools: Learn about our community through Census data

What, Why, When, Who, and How

## **CENSUS 101**



### **CENSUS BASICS**

- What: The Census is a snapshot of where all individuals who reside in the US live on that specific day.
- Why: Article 1, Section 2 of the U.S. Constitution
- When: Every 10 years
  - Data collection from March through May 2020
  - March-April: Self-responses
  - May: Canvassing non-responders
- Who: Georgetown Complete Count Committee will work with local and regional partners
- How: Internet, phone, paper survey, in-person interviews

## **Short Questionnaire**

- Name
- Age and Date of Birth
- Sex
- Race and Origin
- Own or Rent Home
- Relationship
- Phone Number

#### No

- Citizenship Question
- Social Security Number
- Financial info
- Donation



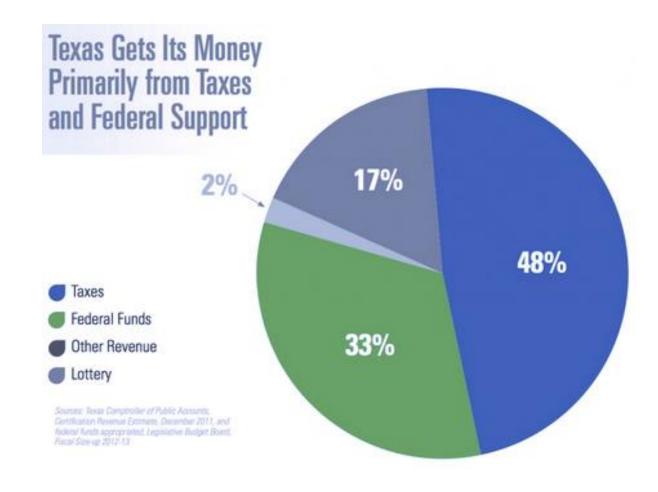
## **Keeping Data Safe**

- Title 13 protects information
- Answers will not be shared with any government agencies or law enforcement
- Answers cannot be used against people by any government agency or court
- Do not identify individuals in the data
- Can only publish statistics
- Data encryption and two forms of authentication to secure system access

## An undercount will directly affect Texas budget.

### **Uses of Census Data**

- Apportion representation among states
- Draw congressional and state legislative districts, school districts and voting precincts
- Enforce voting rights and civil rights legislation
- Distribute federal dollars to states
- Inform planning decisions of federal, tribal, state and local government
- Inform organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits





## Federal Funding for Williamson County, Georgetown

- Community Development Block Grants
- Highway funding
- Student loans
- School lunch program
- Housing loans



Understanding local efforts

## GEORGETOWN COMPLETE COUNT COMMITTEE





### **Committee role**

- Key goal: Increase participation rate in 2020 Census
- Help to identify hard-to-count people or areas in Georgetown
- Assist with development of messages to reach hard-to-count people in Georgetown
- Help to identify groups, events, communication methods to assist with outreach





## **Committee representation**

- U.S. Census Bureau, Dallas regional office
- City staff: communications, planning, library
- Georgetown ISD
- Williamson County and Cities Health District
- Georgetown Ministerial Alliance
- The Caring Place
- Southeast Georgetown Community Council
- First United Methodist Church Georgetown Getsemani Center
- Faith in Action Georgetown



## City of Georgetown staff roles

- Use existing City communication channels for 2020 Census marketing (e.g., Reporter newsletter, GTV, social media, website)
- Use Census materials to develop articles, news releases, videos
- Help to organize Census outreach
- Use available channels: No budget for advertising placement or material reproduction





## **Hard-To-Count Populations**

Housing units not in our Participation hindered by language barriers, frame and/or persons low literacy, lack of wanting to remain hidden Hard to Locate Internet access **Hard to Contact** Hard to Interview Hard to Persuade Suspicious of the Highly mobile, people government, low levels experiencing homelessof civic engagement ness, access barriers such as gated communities



## Hard-to-count areas and factors in Georgetown

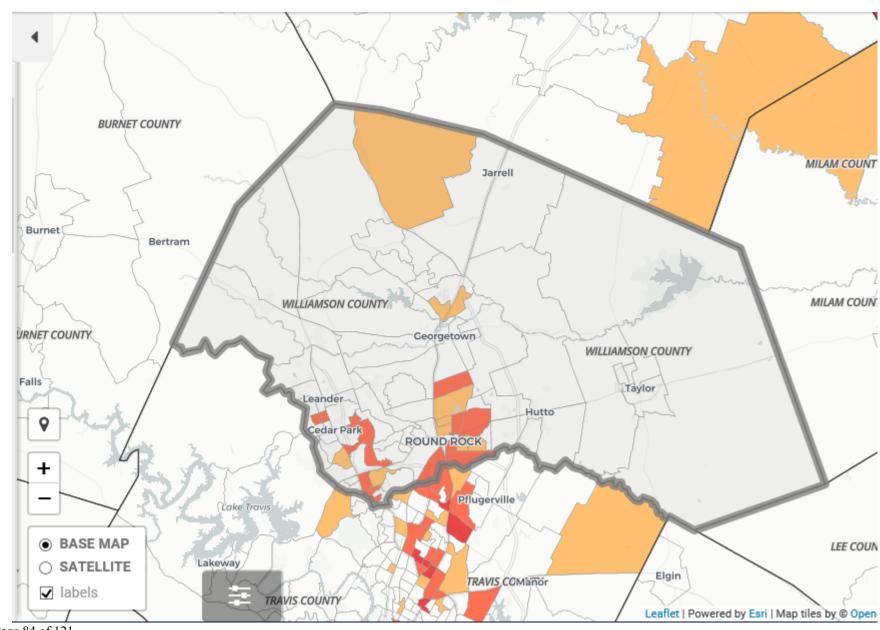
- West side of downtown area
- Area north of Williams Drive and south of Lakeway Drive
- Apartment residents





# Hard-to-count areas in Williamson County

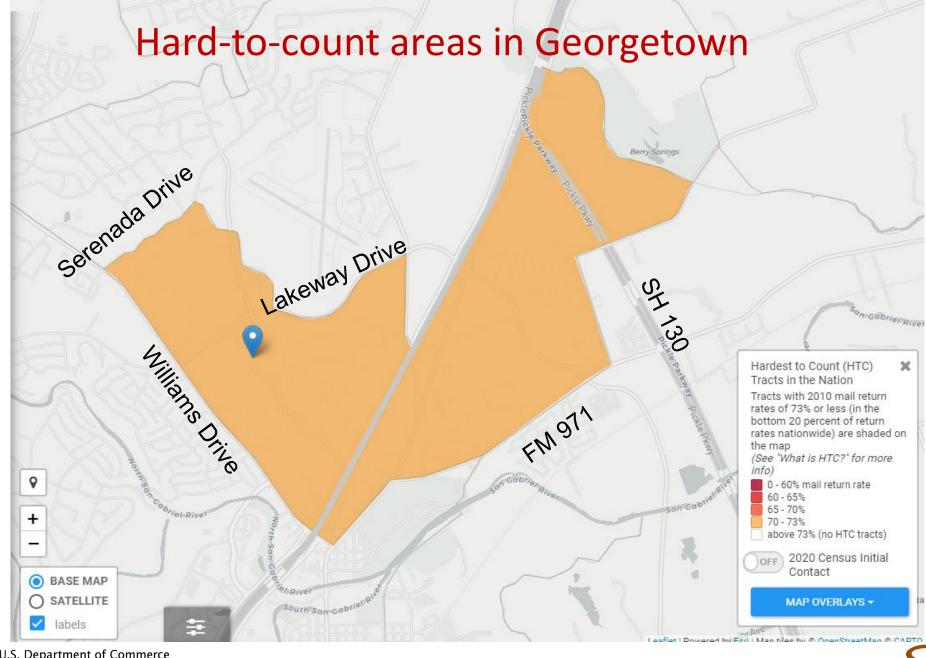
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U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU Page 84 of 121

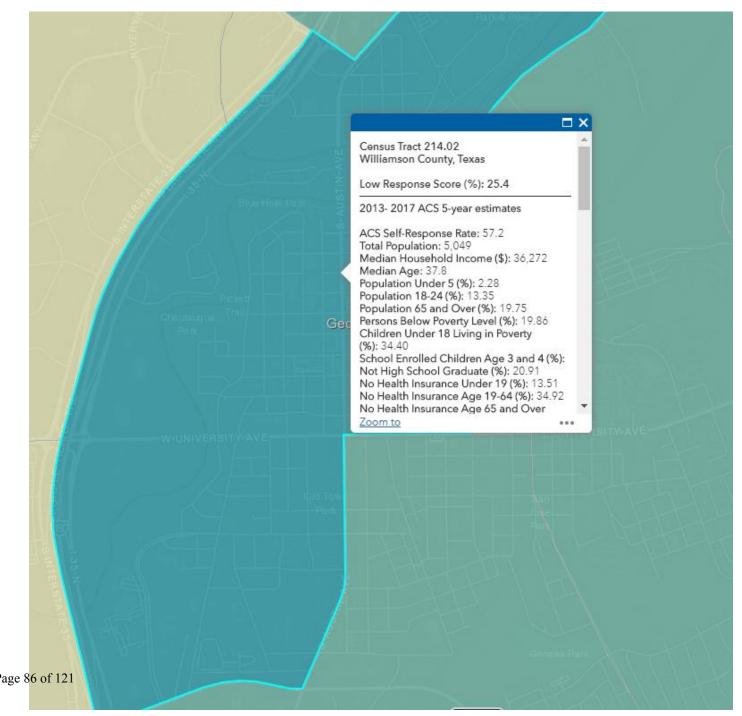
census.gov





## West side of downtown, Apts along I-35

census.gov/roam





## West side of downtown, Apartments along I-35

Low Response Score (%): 25.4 2013- 2017 ACS 5-year estimates

**ACS Self-Response Rate:** 57.2

Total Population: 5.049

**Median Household Income** 

(\$): 36,272

Median Age: 37.8

Population Under 5 (%): 2.28

**Population 18-24 (%):** 13.35

Population 65 and Over (%): 19.75

**Persons Below Poverty Level** 

(%): 19.86

Low Response Score (%): 25.4 2013- 2017 ACS 5-year estimates

**Children Under 18 Living in Poverty** 

(%): 34.40

Not High School Graduate (%): 20.91

No Health Insurance Age 19-64 (%): 34.92

Non-Hispanic, Black (%): 10.36

Non-Hispanic, White (%): 52.70

Hispanic (%): 36.15

Renter Occupied Housing Units (%): 72.94

**Households with No Internet Access** 

(%): 25.63

No One in Household Age 14+ Speaks

English "Very Well" (%): 7.29



## Feedback and questions?

For more information: 2020census.gov wilco.org/2020census

#### **Contacts**

#### **US Census Bureau**

Fang Fang
Partnership Specialist
Dallas Regional Census Center
fang.fang@2020census.gov
+1(956)-562-9505

#### **Georgetown Complete Count Committee**

Keith Hutchinson
Communications Manager/PIO
Keith.Hutchinson@Georgetown.org
512-930-3690





#### City of Georgetown, Texas City Council Workshop January 14, 2020

#### SUBJECT:

Presentation and update regarding the Implementation Plan for the 2030 Plan Update -- Sofia Nelson, Planning Director

#### ITEM SUMMARY:

**Background**: While the City of Georgetown 2030 Comprehensive Plan is fundamentally a "policy document," the goals, policies, and actions identified in it will only become a reality by concerted, consistent attention to implementation. This requires that the City administration, departments, and present and future Planning and Zoning Commissions and City Councils to actively and continuously use the 2030 Comprehensive Plan as a key reference for all decisions and actions. **Presentation Purpose**: Present specific implementation action steps for implementing the City's 2030 Plan. This is the second of two workshops on the implementation of the 2030 plan. Prior to sharing the implementation action steps and drafted 2030 plan in its entirety with the community staff would like to confirm the proposed action steps will support the drafted 2030 goals and the implementation strategy presented at the 12/10/19 workshop.

#### Feedback Requested:

- Do you support the implementation action steps outlined in this presentation?
- Is there additional information needed in advance of holding public outreach efforts on the action steps and the 2030 plan in its entirety?

#### FINANCIAL IMPACT:

n/a

#### SUBMITTED BY:

Sofia Nelson, Planning Director

#### ATTACHMENTS:

Draft Implementation Plan v10.0

Top 3 Implementation Strategies
summary of steering committee strategy review
Comp Plan Implementation Presentation

Goals, Policies, and Action Items	Term	Cost	Leader
Goal 1: Promote development patterns with balanced land uses that provide a variety of well-integrated housing and retail cho	ices, transporta	ntion, public facilit	ies, and
recreational options in all parts of Georgetown.			
Policy LU.1 Encourage a balanced mix of residential, commercial, and employment uses at varying densities and intensities to	reflect a gradua	al transition from	urban to
suburban to rural development.			
LU.1.a. Analyze and amend (if applicable) the UDC to ensure that proper transitions and buffering are required between	0-2	\$\$\$	Planning
neighborhoods and adjacent commercial areas.			
Policy LU.2 Promote more compact, higher density, well-connected development within appropriate infill locations.			
LU.2.a. Analyze and amend (if applicable) the UDC to ensure standards are appropriate for new residential development to	0-2	\$\$\$	Planning
allow a range and transition of density, accommodate smaller residential lots, prioritize open space, amenities and			
neightened connectivity.			
LU.2.b. Analyze and amend (if applicable) to accommodate higher density residential developments (e.g., 24+ dwelling units	0-2	\$\$\$	Planning
per acre).			
LU.2.c. Analyze and amend (if applicable) the UDC to support density bonuses and transfer of development rights as	0-2	\$	Planning
ncentives for desirable development types and forms.			
Policy LU.3 Promote development of complete neighborhoods across Georgetown.	2.2	<b>A A A</b>	DI : .
LU.3.a. Analyze and amend (if applicable) the UDC to promote compact, well-connected neighborhoods and commercial	0-2	\$\$\$	Planning
areas pertaining to street connectivity, street design, open space, etc.			
Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.	OG	\$	Dublic Works
GC.1.a. Actively partner with TxDOT, Central Texas Mobility Authority and Williamson County on roadway improvements on the intersections with Williams Drive, University Ave, Leander Road and Westinghouse Road during design, construction and	OG	Φ	Public Works
maintenance. Ensure design includes pedestrian connectivity (specifically for the areas between Leander Road and			
Lakeway Drive) and gateway features (signage, landscaping, etc.).			
GC.1.b. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Highway Corridors, as described in	0-2	\$\$\$	Planning
Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	<u> </u>	***	1 13.11.11.19
GC.1.c. Develop a plan (design, location, funding, coordination) to establish a gateway entry feature along southbound I-35.	0-2	\$\$\$	Facilities
GC.1.d. Identify additional highly visible locations along key corridors to emphasize branding elements (e.g., entryway	3-4	\$	Planning
signage with enhanced landscaping, branding designs on overpasses and bridges, and unique streetscape and public art			
features).			
GC.1.e. Prioritize, develop funding and install branding elements.	5+	\$\$\$\$	Facilities
GC.1.f. Coordinate the use of tree mitigation funds at key, prioritized intersections (i.e. Williams Drive and SH29-University).	3-4	\$	Parks & Rec

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 2: Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts.			
Policy LU.4 Encourage redevelopment in target areas.			
LU.4.a. Utilize the Utility Master Plan and CIP process to weight/prioritize improvements in target areas.	OG	\$\$\$	Systems
			Engineering
LU.4.b. Analyze and amend (if applicable) the UDC to develop a Williams Drive Gateway Overlay Zoning District (Austin Ave to	3-4	\$\$\$	Planning
Jim Hogg Rd) that supports the vision established for the corridor in the 2017 Williams Drive Study.			
LU.4.c. Analyze and amend (if applicable) the UDC include an Urban Gateway Overlay Zoning District to support a more	3-4	\$\$\$	Planning
intense urban design that reflects the development of established corridors such as Austin Avenue, SH29 (University).			
LU.4.d. Develop signage and landscaping standards for the Urban Gateway Overlay Zoning District.	3-4	\$\$\$	Planning
Policy LU.5 Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.			
LU.5.a. Develop a process to identify and develop small area plans for redevelopment in target areas.	3-4	\$\$	Planning
Policy H.2 Preserve existing neighborhoods in targeted areas.			
H.2.a. Submit a budget request to complete a small area plan for the Track-Ridge-Grasshopper Neighborhood.	0-2	\$\$	Planning
H.2.b. Develop a processs to identify target neighborhoods.	0-2	\$	Planning
H.2.c. Evaluate becoming a Community Development Block Grant (CDBG) direct entitlement jurisdiction in FY21.	0-2	\$	Planning
H.2.d. Develop a dedicated funding source to support small area planning for target neighborhoods.	3-4	\$\$	Planning
H.2.e. Develop neighborhood plans for areas surrounding the downtown overlay district or transitional areas identified in the	3-4	\$\$	Planning
Downtown Master Plan to address key preservation issues, such as encroachment of incompatible uses.			
H.2.f. Review feasibility and applicability of Neighborhood Empowerment Zones for preservation and reinvestment	3-4	\$	Planning
purposes.			
Policy WD.2 Enhance the urban form and character of the Williams Drive Gateway.			1
WD.2.a. Use tree mitigation funds for right-of-way planting materials within the Williams Drive Gateway.	OG	\$\$\$	Parks & Rec
WD.2.b. Guide the desired development pattern for the Williams Drive Gateway through the adoption of a mixed use, special	3-4	\$	Planning
area plan overlay, or other zoning district.		**	
WD.2.c. Enhance Williams Drive at I-35 intersections through landscaping and other similar improvements.	3-4	\$\$	Public Works
WD.2.d. Create development standards to provide open spaces within the boundaries of the Williams Drive Gateway	3-4	\$\$\$	Planning
Subarea Plan.	3-4	\$\$\$	Diamaine
WD.2.e. Create development standards to strengthen the Williams Drive Gateway unique identity through aesthetic	3-4	\$\$\$	Planning
enhancements such as landscaping, street lighting, signage and building design.			
Policy GC.2 Utilize the Downtown Corridors to retain and enhance Georgetown's historic, small-town charm.	0-2	\$\$\$	Dlanning
GC.2.a. Analyze and amend (if applicable) the UDC to ensure consistency between the Downtown/Old Town overlays and the Downtown Corridor overlay.	0-2	ΦΦΦ	Planning
GC.2.b. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Downtown Corridors, as described	0-2	\$\$\$	Planning
in Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	U-Z	ΦΦΦ	ridillillig
in dateway Overlay Exhibit in the adopted Land Ose Element, are reflected.			

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 3: Provide a development framework that guides fiscally responsible growth, protects historic community character, de provides for effective provision of public services and facilities.	monstrates stewa	rdship of the envi	ironment, and
Policy LU.6 Continue to promote diversification of uses while strengthening the historic character and supporting the existing	g historic neighbor	hoods.	
LU.6.a. Analyze and amend (if applicable) the UDC to ensure consistency with the vision, goals and policies of the Downtown Master Plan.	0-2	\$\$\$	Planning
Policy LU.7 Strengthen Georgetown's image and quality feel within enhanced gateways and commercial corridors.			
LU.7.a. Analyze and amend (if applicable) the UDC to identify incentives (e.g., density bonus, reduced setbacks, and fee waivers, grants) to encourage high-quality building materials at key corridors and nodes including Williams Drive at I –35 and SH29 (University) at I–35.	3-4	\$\$\$	Planning
U.7.b. Update and renew the 1965 TxDOT right-of-way maintenance agreement to ensure improved beautification, ease sidewalk improvement process and to support city standards for landscaping and gateway signs.	0-2	\$	Public Works
LU.7.c. Designate 5% of project costs of all city lead roadway improvements associated with the gateway corridors to be applied to landscape and road frontage beautification. For projects lead by TxDOT, CTRMA or Williamson County, develop unding sources to support heightened beautification that supports the vision of the Gateway Image corridors.	3-4	\$\$	Public Works
Policy LU.8 Protect and promote l <mark>and</mark> uses that s <mark>upp</mark> ort Ge <mark>org</mark> etown's targe <mark>t ind</mark> ustries, s <mark>upport di</mark> versificatio <mark>n o</mark> f the City's t through intentional infrastructure <mark>pla</mark> nning, recruit <mark>men</mark> t, an <mark>d th</mark> e land use entitlement process.	ax base, and <mark>en</mark> ha	ance economic de	evelopment
LU.8.a. Identify key capital improvements needed in Employment Centers and utilize economic development tools (e.g., Business Improvement Districts, 4A and 4B sales tax revenues) to encourage target industries within Employment Centers dentified on the Future Land Use map.	OG	\$	Economic Development
LU.8.b. Update the City's Retail Recruitment study.	3-4	\$\$	Economic Development
Policy LU.9 Adopt development practices that preserve and enhance the environment.			•
LU.9.a. Analyze and amend (if applicable) the UDC to identify opportunities to reduce the impact of development without substantially increasing the cost (e.g., maximum impervious surface, natural drainage, building orientation, increased density, and enhanced pedestrian/bike connectivity).	0-2	\$\$\$	Planning
.U.9.b. Update applicable City plans and standards in the Construction Standards and Specifics Manual.	OG	\$	Systems Engineering

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 3: Provide a development framework that guides fiscally responsible growth, protects historic community character, do provides for effective provision of public services and facilities.	emonstrates stewa	rdship of the envir	onment, and
Policy LU.10 Support the City's growth and development using a decisional framework that promotes fiscal health, safety, a	nd quality of life fo	or our current and t	future residents.
LU.10.a. Develop a tool to assist in the evaluation of land use changes such as rezoning and comprehensive plan	0-2	\$\$	GIS
amendments.			
LU.10.b. Continue to use the Fiscal Impact Model to evaluate the net fiscal impact of potential developments, including	OG	\$	Planning
PUDs, annexations, development agreements and comprehensive plan amendments.			
LU.10.c. Analyze and amend (if applicable) the UDC criteria for voluntary annexation.	3-4	\$	Planning
Policy GC.3 Ensure that the Scenic Corridors preserve the natural, rural character as the City continues to grow.		•	•
GC.3.a. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Scenic Corridors, as described in	3-4	\$\$\$	Planning
Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.			



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Goals, Policies, and Action Items		Cost	Leader
Goal 4: Guide, promote, and assist the preservation and rehabilitation of the City's historic resources.			
.b. Adopt a Historic Preservation Element (in conjunction with a Downtown Master Plan Update) through partnerships with usinesses, nonprofits and State preservation organizations.		\$\$	Planning
4.a. Analyze and amend (if applicable) the UDC for feasibility of incentivizing preservation of existing structures through ncreased flexibility of development standards.		\$\$\$	Planning
Goal 5: Ensure effective communication, outreach, and opportunities for public participation and community partnerships to	o foster a strong se	nse of community.	
5.a. Publish the Comp Plan Annual Report.	OG	\$	Planning
5.b. Estalish a timeframe for review and possible update to the City's 2010 Citizen Partricipation Element.	3-4	\$\$	City Manager's Office



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Goals, Policies, and Action Items	Term	Cost	Leader
ioal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds	and income leve	ls.	
olicy LU.11 Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housin	d choices through	nrovisions and i	ncentives
only Ed. II Encourage innovative forms of compact, pedestrian mentaly development and a wider array of anortable nodesin	g choices through	i provisions and	nochaves.
U.11.a. Analyze and amend (if applicable) the UDC to allow more compact residential development (e.g. lot size, street	0-2	\$\$\$	Planning
vidth, setback, ranges in density).			
Policy H.1 Preserve existing housing stock that contributes to diversity and affordability.			
H.1.a. Evaluate potential funding sources, such as HOME, CDBG, sales tax revenue, housing bonds, future tax increments,	OG	\$	Planning
he Community Reinvestment Act, and/or philanthropic partners, to incentivize the rehabilitation of existing single-family,			
duplex, quadplex, and multi-family homes.			
H.1.b. Maintain home repair program for low income homeowners.	0-2	\$	Planning
H.1.c. Evaluate and catalog small scale multi-family units for preservation and multi-family rehabilitation program. Study	3-4	\$	Planning
opportunities for multi-family tax exemption programs.			
H.1.d. Expand homeowner home repair to workforce homeowners.	0-2	\$\$	Planning
H.1.e. Coordinate with regional partners who might preserve units in Georgetown through Impact funds.	OG	\$	Planning
H.1.f. Create dedicated and stable funding sources for home maintenance and repair programs, such as Community	3-4	\$\$\$	Planning
Reinvestment Act funds or a Tax Increment Reinvestment Zone (TIRZ).			
H.1.g. If need is present is H.1.c, <mark>dev</mark> elop a multi-f <mark>ami</mark> ly reh <mark>abili</mark> tation progra <mark>m to</mark> address <mark>nee</mark> d.	5+	\$\$\$	Planning
Policy H.3 Support owners' ability <mark>to</mark> stay in homes <mark>in n</mark> eigh <mark>bor</mark> hoods with ra <mark>pid</mark> value inc <mark>rea</mark> ses <mark>with</mark> out limiti <mark>ng t</mark> he sale of th	e home.		
H.3.a. Define metrics to classify "neighborhoods with rapid value increases" to consistently identify areas of focus (e.g.,	0-2	\$	Planning
overage annual increase of median home value).			
Policy H.4 Maintain and promote <mark>nei</mark> ghborhood c <mark>hara</mark> cter a <mark>nd</mark> quality.			
H.4.a. Coordinate with local organ <mark>izations (e.g., faith-based, sco</mark> uting, or other community service groups) to organize a	OG	\$	Planning
neighborhood clean-up day annual calendar.			
I.4.b. Encourage the neighborhood traffic management program to identify issues and alternatives to congestion and	OG	\$	Public Work
naintenance based on community feedback.			
H.4.c. Support the establishment of neighborhood associations.	0-2	\$	Planning
14.d. Build BEST (Beautiful, Engaged, Safe, & Thriving) Neighborhoods program to promote and support neighborhoods.	3-4	\$	Planning

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Goals, Policies, and Action Items	Term	Cost	Leader
ioal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds	and income leve	ls.	
Policy H.5 Support and increase rental choices for low-income and workforce households unless the housing is substandard.			
H.5.a. Evaluate the needs of the Georgetown Housing Authority's programs and identify potential support the City can provide including, but not limited to, the use of CDBG funds, and energy efficiency upgrades.	OG	\$	Planning
H.5.b. Support the Low-Income Housing Tax Credit (LIHTC) developments that meet the City's defined process.	OG	\$	Planning
H.5.c. Analyze and amend (if applicable) the UDC to identify opportunities to improve Workforce Housing Development standards (e.g., lot size, setbacks, density, parking and coverage) to support low income and workforce renters.	0-2	\$\$\$	Planning
H.5.d. Evaluate city policies for inclusion of workforce housing incentives, including special districts (MUD, PID) and special inance districts (TIRZ).	0-2	\$	Planning
H.5.e. Incentivize multi-bedroom rental housing options for families with children or seniors (multi-generational housing).	3-4	\$\$	Planning
Policy H.6 Support rental choices for senior households.		!	
H.6.a. Evaluate the needs of the Georgetown Housing Authority's programs and identify potential support the City can provide including, but not limited to, the use of CDBG funds, and energy efficiency upgrades.	OG	\$	Planning
Policy H.7 Increase homeownership choices for workforce households.			
H.7.a. Support non-profit developers to increase homeownership choices for workforce households.	OG	\$	Planning
H.7.b. Analyze and amend (if applicable) the UDC to identify opportunities to improve Workforce Housing Development standards (e.g., lot size, setbacks, density, parking and coverage) to support workforce homeownership opportunities.	0-2	\$\$\$	Planning
H.7.c. Indentify potential revenue sources for creating a housing fund for use in development agreements and programming.	0-2	\$	Planning
H.7.d. Establish down payment assistance program for workforce homebuyers.	5+	\$\$\$	Planning
Policy H.8 Support the non-profit community to create housing opportunities for the most vulnerable residents (including but he foster care system, and people with disabilities).	not limited to hor	neless, seniors, yo	outh aging out of
H.8.a. Develop a Health and Human Services Element for the comprehensive plan, as required by City Charter.	3-4	\$\$	Fire

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Goals, Policies, and Action Items	Term	Cost	Leader
ioal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds	and income leve	ls.	
Policy H.9 Encourage and incentivize new housing and reinventions or additions to existing housing to provide a mixture of ho	using types, size:	s, and price points	
H.9.a. Update MUD/PID and residential PUD policies with definition of housing diversity.	0-2	\$	Planning
H.9.b. Analyze and amend (if applicable) the UDC Housing Diversity Development standards to strengthen incentives.	0-2	\$\$\$	Planning
H.9.c. Analyze and amend (if applicable) the UDC requirements and development standards for accessory dwelling units	0-2	\$\$\$	Planning
ADUs).			
Policy H.10 Ensure land use designations and other policies allow for and encourage a mixture housing types and densities a	cross the commu	nity.	•
H.10.a. Analyze and amend (if applicable) the UDC Special District Policy to build on the existing requirement for diversity in	3-4	\$\$\$	Planning
nousing stock to include a portion of the development that addresses affordability for the 60-120% Area Median Income			
AMI) segment.			
Policy H.11 Promote aging in place opportunities by aligning land use policies and transportation policies that promote a hou	sing market capa	ble of accommoda	ting residents
hroughout all stages of life.			
H.11.a. Pursue Strategic Partnership grants focused on agencies that promote aging in place/community.	OG	\$	Planning
Policy H.12 Actively seek and buil <mark>d public and priva</mark> te partn <mark>erships to leverage</mark> resources a <mark>nd pr</mark> omote innova <mark>tion.</mark>			
H.12.a. Continue regular coordina <mark>tio</mark> n with local n <mark>onpr</mark> ofit o <mark>rgan</mark> izations, Will <mark>iam</mark> son Count <mark>y, Georget</mark> own ISD, <mark>Tex</mark> as	OG	\$	Planning
Department of Housing and Com <mark>mun</mark> ity Affairs, and <mark>loc</mark> al m <mark>ajor</mark> employers.			
Policy H.13 Align housing goals with other city polic <mark>ies</mark> and strategic plans.			
oney three tailing found with other only policion and other of policion		Φ.	
	3-4	\$	Planning
H.13.a. Conduct a review of City policies and plans to identify potential conflicts and opportunities to support mplementation of the 2030 Plan Update's Housing Element policies.	3-4	\$	Planning
H.13.a. Conduct a review of City policies and plans to identify potential conflicts and opportunities to support implementation of the 2030 Plan Update's Housing Element policies.	3-4	*	Planning
H.13.a. Conduct a review of City policies and plans to identify potential conflicts and opportunities to support	0-2	\$	Planning
H.13.a. Conduct a review of City policies and plans to identify potential conflicts and opportunities to support implementation of the 2030 Plan Update's Housing Element policies.  Policy H.14 Provide opportunity for community engagement through outreach and communication.		Ť	

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 7: Maintain high quality infrastructure, public safety services, and community facilities.			
Policy LU.12 Support public safety services and infrastructure to ensure that Georgetown continues to be a safe, welcoming of	community that s	erves all resident	is.
LU.12.a. Establish a time frame for review and possible update to the Public Safety Element.	3-4	\$\$	City Manager's
Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown	n		Office
GC.1.g. Develop a budget to support increased landscape maintanence along the Gateway Image Corridors.	3-4	\$\$	Facilities
Goal 8: Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage reso	ources and promo	te innovation.	
Policy LU.13 Promote development decisions that serve the needs of our interlocal government partners.			
LU.13.a. Annually present the Future Land Use map to GISD and Williamson County for feedback and corrdination on future	OG	\$	Planning
development planning.			
LU.13.b. Seek opportunities for shared recreation facilities when new schools are planned.	OG	\$	Parks & Rec
LU.13.c. Coordinate with the school district demographer to partner on housing projections.	OG	\$	Planning
Policy WD.3 Use strategic public/private partnerships to promote a new form of development.			•
WD.3.a. Draft and adopt a grant program to incentivize or assist in signage, street frontage landscaping and other	3-4	\$\$\$	Planning
streetscape improvements.			
WD.3.b. Evaluate the adjustment of the Tax Increment Reinvestment Zone (TIRZ) boundary to include the entirety of the	0-2	\$	Finance
Subarea and develop a TIRZ spending plan.			
WD.3.c. Work with Georgetown Independent School District (GISD) on the potential redevelopment of a catalytic site.	0-2	\$	Planning
Goal 9: Maintain and add to the existing quality parks and recreation.			
Policy LU.14 Ensure that the sub <mark>divi</mark> sion and development <mark>pro</mark> cess include <mark>s co</mark> nsid <mark>erat</mark> ion of the way in whic <mark>h re</mark> sidential lots	s relate to pa <mark>rks</mark> a	and open space,	emphasizing
adjacency and accessibility to parks and open space.			
LU.14.a. Update the City's 2009 Parks, Recreation, and Open Space Master Plan.	0-2	\$\$\$\$	Parks & Rec

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 10: Improve and diversify the transportation network.			
Policy WD.1 Make connections through and within the Williams Drive Gateway.			
WD.1.a. Create transit stops to improve access to GoGeo and evaluate feasibility of a bus pull-in lane within the Williams	3-4	\$\$	Public Works
Drive Gateway.			
WD.1.b. Fill in the sidewalk gaps to increase pedestrian connectivity, including the improvements in the Implementation	3-4	\$\$\$\$	Public Works
Plan of the Williams Drive Study for the Centers Area.			
WD.1.c. Ensure traffic calming on parallel connections to reduce cut-through traffic and promote public education efforts	5+	\$\$\$	Public Works
regarding alternate routes.			
WD.1.d. Improve connections between parcels and create a network of street, including the connections and system	5+	\$\$\$\$	Public Works
improvements as described in the Implementation Plan of the Williams Drive Study for the Centers Area.			
WD.1.e. Improve traffic flow and access management through improvements in the Implementation Plan of the Williams	5+	\$\$\$\$	Public Works
Drive Study for the Centers Area.			
WD.1.f. Evaluate (model) proposed roadways in the Subarea during the next update of the Overall Transportation Plan	3-4	\$	Public Works
(OTP).			
WD.1.g. Undertake speed study on Williams Drive.	3-4	\$\$	Public Works
Policy LU.15 Proactively plan investments in transportation and other infrastructure to leverage partnerships with the busine	ess community an	d interested neig	hborhood
organizations and maintain the le <mark>vel</mark> of service as the City c <mark>ontinues to grow.</mark>			
LU.15.a. Adopt a new Overall Transportation Plan.	3-4	\$\$\$	Public Works
LU.15.b. Support transportation infrastructure improvements using 4A and 4B type funds that support economic	OG	\$	City Manager's
development in key locations.			Office
LU.15.c. Re-evaluate and confirm priority of segme <mark>nts</mark> ident <mark>ifie</mark> d in the Sidewalk Maste <mark>r Plan through a</mark> n Upda <mark>te t</mark> o the Plan	3-4	\$	Public Works
and secure potential funding for out years.			

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#### 2030 PLAN IMPLEMENTATION STRATEGIES SUMMARY



Strategic Initiatives	Implementation Approach and Tools
Regulatory Framework  Goals: 1. Balanced land use 2. Reinvestment 3. Development framework 4. Historic Preservation 6. Housing & neighborhoods 8. Land use that enables partnerships	Diversity and Density  Update development standards to ensure compatibility of diverse uses including buffers, setbacks to reduce barriers to higher density development in Community Commercial Centers and support the updated residential future land use categories  Use tailored development standards for key areas: Employment Centers, Regional Centers, Gateways, Southeast Georgetown, Williams Drive and Downtown  Preserve and incentivize the City's historic resources and reuse existing structures through tailored, flexible development standards  Allow a variety of housing types, lot sizes, and a balance of amenities  Develop incentives for inclusion of moderate density, moderately priced housing types, affordable/workforce housing creation  Land Uses  Perform UDC diagnostic review of allowed uses, density and subdivision requirements to implement Comp Plan  Review and update rezoning approval criteria  Gateways  Update boundaries of overlay districts to reflect development changes within an area (for example, once identified scenic areas have now become urbanized areas)  Identify specific locations for major gateway sign locations (I-35 northbound, SH-130) and minor gateway signs (S. Austin and SH29 entrances into historic Georgetown)  Create an Urban Corridor type  Update Scenic Corridor standards for larger setbacks, lower building heights, native landscaping and limited lighting  Update Downtown Corridor standards for buildings and street front design  Prioritize building and site design (placement of buildings, materials, landscaping) when negotiating development agreements and potential incentives for I-35, SH130, SH29, SH195 that support Employment Centers and Regional Centers  Williams Drive Subarea  Establish a Williams Drive special zoning district area that implements proposed mix of uses, density, and building form (setbacks, height, and design)  Develop an incentive program for enhancing site and buildings in compliance with the goals and policies of the Williams Drive Subarea
Decision Framework  Goals: 1. Balanced land use 3. Development framework 6. Housing & neighborhoods	<ul> <li>Development Agreements, Annexation, Special Purpose Districts and Intentional Infrastructure</li> <li>Review utility connection policies to ensure support of land use goals (#1, 2, 3, 6, 7, 8) of the Comprehensive Plan</li> <li>Ready infrastructure for development in key, prioritized Employment Centers, Southeast Georgetown and mixed-use developments</li> <li>Update approval criteria for voluntary annexation</li> <li>Review approval criteria for special purpose districts (MUD, PID, TIRZ, PUD) to distinguish between types of development and identify specific criteria for meeting diversity and density goals</li> <li>Evaluate annexation requests and special purpose districts using the City's Fiscal Impact Model</li> <li>Develop a Comprehensive Plan checklist for use in evaluating development proposals and zoning applications for consistency with the plan's principles and direction</li> </ul>



Strategic Initiatives	Implementation Approach and Tools
	<ul> <li>Financial assistance/incentives to housing developers and builders meeting housing policies</li> <li>Development and other incentive agreements – tailored development standards and/or contribution in infrastructure costs (including audit of existing workforce housing standard incentive to ensure its usability)</li> <li>Utilize special purpose financing districts (MUDs, PIDs, TIRZs) policy (for example, to incorporate a minimum amount of workforce housing as part of the consent to utilize a special purpose financing district)</li> <li>Consider utilizing fee waivers (for example parkland, development application, and building permit fees)</li> <li>Create a dedicated funding source for housing development incentives and agreements</li> </ul>
Plans, Programs, and Partnerships  Goals:	<ul> <li>Small Area Planning &amp; Neighborhoods</li> <li>Create small area plans to guide development in key locations</li> <li>Explore the applicability of Neighborhood Empowerment Zones, Neighborhood Conservation Districts or Overlays</li> <li>Develop Neighborhood Association Program (assist neighborhoods with education/tools for establishment)</li> </ul>
7. High quality infrastructure	Comprehensive Plan Elements  Adopt a Historic Preservation Element as part of the next update to the Downtown Master Plan  Historic Preservation Element as part of the next update to the Downtown Master Plan  Historic Preservation Element as part of the next update to the Downtown Master Plan
8. Land use that enables partnerships	<ul> <li>Update the Parks Plan and the Overall Transportation Plan (OTP)</li> <li>Revisit charter required 2030 plan elements for applicability and identify specific timeframes for update when necessary (Citizen's Participation Plan, Urban Design Element, Public Safety Element)</li> <li>Coordinate Utility Master Plan with 2030 Comprehensive Plan</li> </ul>
<ul><li>9. Integrate greenspace &amp; recreation</li><li>10. Maintain levels of service as we grow</li></ul>	<ul> <li>Capital Improvement Planning (CIP)</li> <li>Identify key capital improvements needed in Employment Centers to support economic development objectives</li> <li>Use 4A/4B funds to support Employment Centers, Regional Centers</li> <li>Dedicate 5% of project costs of all new roadway improvements within Gateway corridors for beautification</li> </ul>
, and the second	<ul> <li>Annual Reporting (2030 Plan)</li> <li>Convene the 2030 Steering Committee annually to review and approve the annual report</li> <li>Prepare an annual community report card on comprehensive plan progress</li> <li>Develop a comprehensive plan checklist for use in evaluating development proposals and zoning applications for consistency with the plan's principles and direction</li> </ul>
	<ul> <li>Partnerships</li> <li>Partner with GISD for planning of future school sites and infrastructure</li> <li>Adopt a Health and Human Services Element</li> <li>Support Georgetown Housing Authority (GHA) preservation of units</li> <li>Support housing non-profits, banks with Community Revitalization Act initiatives, and other community organizations</li> </ul>
	<ul> <li>Home Repair</li> <li>Expand home repair programs to reach moderate income workforce owner-occupied households and small-scale rental properties</li> <li>Create a dedicated funding source eligible to be used for both workforce and lower income housing rehabilitation</li> </ul>

#### What changes are needed to the 2020 Plan Implementation Stratogies?

What is your first impression?	What are the benefits of the strategies?	What are concerns?	What are the options to address the concerns?	What changes are needed, if any?
<ul> <li>I like it</li> <li>Digestible, organized</li> <li>Real, implementable things</li> <li>Measurable goals &amp; tools to track</li> <li>No goal 5</li> <li>A lot to do, a lot of effort</li> <li>Some easy, others really big</li> <li>Ambitious, but achievable</li> <li>Nothing new, reflects Steering Committee conversations, consistent with what's been talking about</li> <li>Detailed, specific</li> <li>Good synopsis</li> <li>A lot of stuff, questions</li> <li>Generic overview of what long range planning should be</li> <li>Suggestions for updating, a lot of updating</li> </ul>	<ul> <li>Hit the nail on the head on all implementation priorities</li> <li>Good balance of achieving goals Not telling people no and not giving away everything</li> <li>Succinct</li> <li>Partnership with GISD is written down</li> <li>Provides a measuring stick for success</li> <li>Can draw direct connections to goal and policy work</li> <li>Creating something everyone can use</li> <li>Everyone has the same sheet to work with</li> <li>Start from common spot</li> <li>Plan, vision of what we want city to look like in 2030</li> <li>Specific enough to have teeth</li> <li>Strategic initiatives narrow it down</li> <li>Corridors well defined earlier in process</li> <li>Good variety of tools and timeline</li> <li>Future Georgetown needs these procedures</li> <li>Defines what our culture and future is, what we've known in, character</li> </ul>	<ul> <li>Using the plan         <ul> <li>What process will this be applied to, when someone wants to build something?</li> <li>Common interpretation?</li> <li>Residential vs. nonresidential % for future land use districts can possibly be too hard to balance and enforce</li> <li>Do we have enough criteria to make discretional decisions? Is there enough detail for staff analysis?</li> </ul> </li> <li>Keeping the plan off the shelf and alive         <ul> <li>Bandwidth of City staff to keep plan alive with current staffing levels.</li> <li>Is this a plan that will be on the shelf?</li> <li>Hate to do the work and it go unused</li> <li>Commitment to annual meeting</li> </ul> </li> <li>Incentives         <ul> <li>Incentives</li> <li>Incentives for single family residential historic properties need to be listed.</li> <li>Who is developing the standards/incentives</li> <li>Development incentives – clarify, political</li> </ul> </li> <li>Home Repair         <ul> <li>Minimal dedicated funds limit its effectiveness</li> <li>Use of a Multi-family rehab strategy could lead to landlords abusing money for improvements and lead to raising rents.</li> </ul> </li> <li>Misc.         <ul> <li>Balancing the vision of the plan with property owner rights and the City making decisions</li> </ul> </li> </ul>	<ul> <li>Using the Plan</li> <li>Pay attention to detailed implementation, keep the big picture in mind</li> <li>Keeping the Plan Alive</li> <li>Annual reviews and reports to evaluate progress – "so that's what you did with that idea"</li> <li>Invest in resources to get the work done</li> <li>Checklist when developers come in preapplication, possible scoring</li> <li>Creating checklist is a way of keeping plan alive (keeps it in the forefront)</li> <li>Quarterly evaluations of 2030 Plan</li> <li>Incentives</li> <li>Dedicated funding resource for incentives to encourage housing goals.</li> <li>Define what an incentive is.</li> <li>Utilize cheapest incentives, such as funding others are providing (example grants, LIHTC.)</li> <li>Specifically initiate (tax abatement for historic downtown, residential incentives)</li> <li>Home Repair</li> <li>Rent control, other tools to not take advantage of renters</li> <li>Education, ensuring that people know about homestead exemptions to stay in homes</li> <li>Misc.</li> <li>Start working with County early</li> <li>Stay connected to national innovation</li> </ul>	<ul> <li>Key areas should be identified for targeted development and the use intentional infrastructure.</li> <li>Dedicated funding source for implementation of housing goals should be identified.</li> <li>Keep the plan alive through identified solutions and additional staff resources to prioritize the implementation of the plan.</li> <li>Define incentives to include financial and development standard incentives including historic preservation (ex. density bonuses, height increase, impervious bonuses, etc.)</li> </ul>

- There appears to be a lot of plans in the implementation strategies and not many

- County should be a identified partner

partnerships or programs

Participants: Mayor Dale Ross, Ercel Brashear, Suzy Pukys, Hugh Brown, Josh Schroeder, Scott Stribling, Linda McCalla, Wendy Cash, Doug Noble, Danelle

Houck



## PURPOSE OF PRESENTATION

Goals

2/26/2019

**Policies** 

7/2019

Implementation Strategy

12/2019

Action Plan 1/2020

## FEEDBACK REQUESTED

Will this action plan achieve the 2030 Goals?

Is there additional information you need before finalizing the actions and beginning public engagement on the Implementation Plan?

## **WORKSHOP PRESENTATION OUTLINE**

I. Implementation Action Plan

II. Public Engagement and Next Steps

III. Council Feedback

## Part I. Implementation Action Plan

## STEERING COMMITTEE TAKEAWAYS

- Identify key areas, partner in development through intentional infrastructure.
- Dedicated funding source for implementation of housing goals should be identified.
- Keep the plan alive through identified solutions and additional staff resources to prioritize the implementation of the plan
- Incentives should be defined to include financial and development standard incentives (ex. density bonuses, height increase, impervious bonuses, etc.)

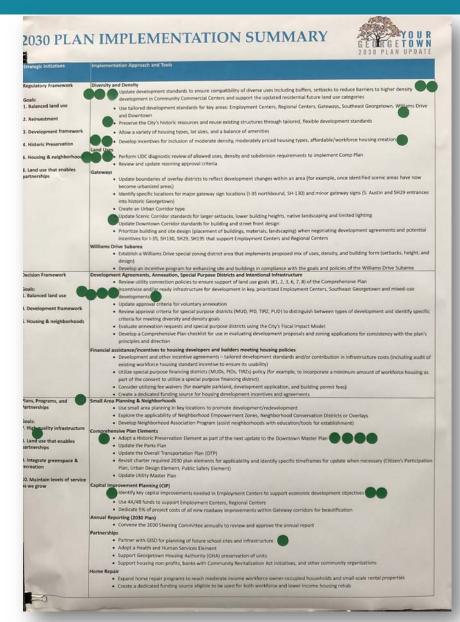




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## **PRIORITIES**

- Update development standards
- Review utility connection policies
- Adopt a Historic Preservation Element
- UDC diagnostic review
- Employment Center capital improvements
- Incentives for moderate density and moderate priced housing types



## HERE'S HOW TO USE THE FULL PLAN

"<u>Term</u>" means the period, in years, during which the initiative should begin.

$$0-2 \text{ Years} = FY 2020-2022$$

$$3-4 \text{ Years} = FY 2023-2024$$

"Cost" means the approximated budget required to accomplish the initiative.

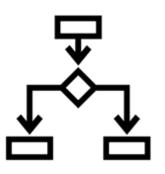
"Leader" means the entity responsible for championing each initiative, although the support of additional entities is often necessary.

## 3 MAJOR STRATEGIES



### **Regulatory Framework:**

Regulations and standards ("rules") for the development of land primarily zoning and subdivision



#### **Decision Framework**

Criteria and processes used in the decision-making process related to land development by City Council ("why")



### Plans, Programs, Partnerships

Plans require additional work to further 2030

Programs are routine activities of the City

Partnerships allow us to maximize resources and concentrate efforts

## SUMMARY – REGULATORY FRAMEWORK

2020-2022 (0-2)	2023-2024 (3-4)	2025+ (5+)
<ul> <li>UDC:         <ul> <li>Overall UDC review to ensure the UDC is implementing the vision established for 2030.</li> <li>Yr. 0-1: Complete review of UDC</li> <li>Yr. 1-2: Code rewrite</li> </ul> </li> </ul>	Establish development standards that support the implementation of the Williams Drive Gateway Subarea Plan.	• None
<ul> <li>Housing:         <ul> <li>Update existing Workforce</li> <li>Development standards to</li> <li>identify specific opportunities</li> <li>to improve usability of existing</li> <li>program.</li> </ul> </li> </ul>		

## SUMMARY – PLANS, PROGRAMS, PARTNERSHIPS

	2020-2022 (0-2)	2023-2024 (3-4)	2025+ (5+)
•	<ul> <li>Gateways:</li> <li>Develop a plan for a gateway feature at City entrance on southbound I-35.</li> </ul>	<ul> <li>Gateways:         <ul> <li>Identify and program minor gateway improvements</li> <li>Establish an incentive program for use of high quality building material.</li> </ul> </li> </ul>	<ul> <li>Gateways:</li> <li>Prioritize, develop funding and install branding elements.</li> </ul>
•	<ul> <li>Comprehensive Plan Element:</li> <li>Parks Plan Update</li> </ul>	<ul> <li>Designate % of project costs to beautification.</li> <li>Comp Plan Elements         <ul> <li>Historic Preservation Element and update to the Downtown Master Plan</li> <li>Health and Human Services Plan</li> </ul> </li> </ul>	
	Page 113	Overall Transportation Plan	

## SUMMARY – PLANS, PROGRAMS, PARTNERSHIPS (cont.)

2020-2022 (0-2)

- Housing:
  - Identify potential public/private/non-profit partnership opportunities to create a dedicated housing fund.
  - Expand home repair program to workforce homeowners
- Small Area Planning:
  - Submit a budget request to complete a small area plan for the neighborhood Track-Ridge-Grasshopper Neighborhood.

2023-2024 (3-4)

- Housing
  - Home Repair Evaluate Multifamily opportunities
  - Neighborhood program to promote and support the city's great neighborhoods.
- Small Area Planning:
  - Establish small area plan program to support potential redevelopment opportunities and neighborhood driven requests to review land use concerns.

2025+ (5+)

- Housing
  - Establish down payment assistance program.
  - Should evaluation show a need, evaluate the opportunity to establish a Multi-family rehabilitation program.

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## SUMMARY – DECISION FRAMEWORK

		DECISION TIME	VILVIOITI
	2020-2022 (0-2)	2023-2024 (3-4)	2025+ (5+)
	Evaluate special district policy for workforce housing opportunities.	<ul> <li>Analyze and amend (if applicable) the UDC criteria for voluntary annexation.</li> </ul>	• None
C	Evaluate the opportunity of density bonuses and transfer of development rights as incentives or desirable development.	<ul> <li>Create dedicated and stable funding sources for home maintenance and repair programs.</li> </ul>	
iı	Define metrics to classify neighborhoods with rapid value ncreases" to consistently evaluate neighborhoods over time.	<ul> <li>Guide the desired development pattern for the Williams Drive Gateway through the adoption of a mixed use, special area plan</li> </ul>	
F	Jpdate MUD/PID and residential PUD policies with definition of nousing diversity.	overlay, or other zoning district.	

## SUMMARY - ON-GOING ACTION STEPS

Regulatory Framework	Plans, Programs, Partnerships	Decision Framework
• None	<ul> <li>Actively partner with TxDOT, Central Texas Mobility Authority and Williamson County on roadway improvements.</li> <li>Publish the Comp Plan Annual Report.</li> <li>Evaluate the needs of the Georgetown Housing Authority's programs and identify potential support the City can provide including, but not limited to, the use of CDBG funds, and energy efficiency upgrades.</li> <li>Pursue Strategic Partnership grants focused on agencies that promote aging in place/community.</li> <li>Partnership with GISD on school site identification, annual future land use map review, use of district property, and shared recreation facilities.</li> </ul>	<ul> <li>Utilize the Utility Master Plan and CIP process to weight/prioritize improvements in target areas.</li> <li>Identify key capital improvements needed in Employment Centers and utilize economic development tools (e.g., Business Improvement Districts, 4A and 4B sales tax revenues) to encourage target industries within Employment Centers identified on the Future Land Use map.</li> <li>Support the Low-Income Housing Tax Credit (LIHTC) developments that meet the City's defined process.</li> </ul>

# Part II. PUBLIC ENGAGEMENT

## PUBLIC ENGAGEMENT

- 1/14 Implementation workshop
- After 1/28 City Council Workshop
  - Full Plan posted online, email
  - Traditional Public Meeting
  - Office Hours and community partner events
  - Boards and Commissions

## NEXT STEPS

- □1/21 P&Z
  - □Overview of Implementation
- □1/28 Council Workshop
  - □Overview of Full Plan
- □2/4 P&Z
  - □Overview of Full Plan
- □2/18 P&Z
  - □ Public Hearing and Recommendation
- □2/25 City Council
  - □Public Hearing and 1st Reading
- □3/10 City Council
  - □ Public Hearing and 2<sup>nd</sup> Reading

# Part III. Feedback

# Feedback Requested

- Will this action plan achieve the 2030 Goals?
- Is there additional information you need before finalizing the actions and beginning public engagement on the Implementation Plan?