

**Notice of Meeting for the
Housing Advisory Board
of the City of Georgetown
February 14, 2020 at 10:30 AM
at Historic Light and Waterworks Bldg, 406 W. 8th 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.

Public Wishing to Address the Board

On a subject that is posted on this agenda: Please fill out a speaker registration form which can be found at the Board meeting. Clearly print your name, the letter of the item on which you wish to speak, and present it to the Staff Liaison, preferably prior to the start of the meeting. You will be called forward to speak when the Board considers that item.

On a subject not posted on the agenda: Persons may add an item to a future Board agenda by filing a written request with the Staff Liaison no later than one week prior to the Board meeting. The request must include the speaker's name and the specific topic to be addressed with sufficient information to inform the board and the public. For Board Liaison contact information, please logon to <http://government.georgetown.org/category/boards-commissions/>.

A At the time of posting, no persons had signed up to speak on items not on the agenda.

Legislative Regular Agenda

- B Consideration and possible action to approve the minutes from the January 27, 2020 meeting. - Mirna Garcia, Management Analyst
- C Update on the 2030 Plan Update process. Nat Waggoner, AICP, Long Range Planning Manager
- D Discussion and possible action on a Comprehensive Plan Amendment to amend Section 1.12, Georgetown Comprehensive Plan, of the City Code of Ordinances, and adopt the 2030 Plan Update revising the the Future Land Use and Housing elements and adopting the Gateways and Image Corridors and Williams Drive Gateway Plan as elements of the 2030 Comprehensive Plan. – Susan Watkins, AICP, Housing Coordinator
- E Update from the Housing Advisory Board Chair. Lou Snead, Chairperson.

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 _____, 2020, 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
Housing Advisory Board
February 14, 2020

SUBJECT:

Consideration and possible action to approve the minutes from the January 27, 2020 meeting. - Mirna Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

ATTACHMENTS:

	Description	Type
📎	Minutes	Backup Material

City of Georgetown, Texas
Housing Advisory Board
Minutes
January 27, 2020, at 3:30 p.m.
Historic Light and Waterworks Building, 406 W. 8th Street
Georgetown, Texas 78626

Members present: Lou Snead, Chair; Bob Weimer; Randy Hachtel; Nikki Brennan

Members absent: Jeannyce Hume

Staff present: Susan Watkins, AICP, Housing Coordinator; Nat Waggoner, AICP, Long Range Planning Manager

Public Wishing to Address the Board

A. As of the deadline, no persons were signed up to speak on items other than those posted on the agenda.

Legislative Regular Agenda

B. Consideration and possible action to approve the minutes from the December 16, 2019 meeting. Mirna Garcia, Management Analyst

Motion to approve Item B as presented by Brennan. Second by Weimer. Approved (4-0).

C. Update on the 2030 Plan Update process – Nat Waggoner, AICP, Long Range Planning Manager and Susan Watkins, AICP, Housing Coordinator

Staff briefed Board members on the recent and upcoming activities related to the comprehensive plan update including:

- Update from 01/14/20 City Council workshop on the 2030 Plan Update Implementation Plan

Waggoner gave an overview of the housing related implementation actions. He reviewed the 2030 Implementation Plan goals, policies, and action items. In addition, he reviewed the cost, term (period, in years, during which the initiative should begin), and the leader (meaning the entity responsible for championing each initiative).

Chair Snead asked about the role Boards/Commissions play in the Implementation Plan. Watkins offered that the UDC revisions process will likely require the recommendations of specific Boards/Commissions. There is concern that this sends a message to the community that this effort will be staff led only, with no input from the community.

Chair Snead also asked if the City has sufficient resources to implement the Plan. Staff explained that the request for additional resources will be done during the upcoming budget review in a couple of months.

Chair Snead raised concern that there aren't many actions that create units. He also asked, 'what does support mean?' He recommended that the Implementation Plan include additional detail outlining that support.

D. Update from the Housing Advisory Board Chair. Lou Snead, Chairperson

Adjournment

Motion to Adjourn by Weimer. Second by Hachtel. Approved (4-0). The meeting was adjourned at 4:35 pm.

Approved, Lou Snead, Chair

Attest, Randy Hachtel, Secretary

City of Georgetown, Texas
Housing Advisory Board
February 14, 2020

SUBJECT:

Update on the 2030 Plan Update process. Nat Waggoner, AICP, Long Range Planning Manager

ITEM SUMMARY:

Staff will brief board members on the recent and upcoming activities related to the comprehensive plan update including:

- Update from 01/28/20 City Council workshop on the 2030 Plan Update Implementation Plan <https://georgetowntx.swagit.com/play/01282020-1266>
- Update on outreach including the public meeting on the 2030 Plan Update draft on 2/12/20 from 4:30 pm - 7 pm at the Georgetown Public Library
- Next steps

FINANCIAL IMPACT:

None at this time.

SUBMITTED BY:

Susan Watkins, AICP, Housing Coordinator

City of Georgetown, Texas
Housing Advisory Board
February 14, 2020

SUBJECT:

Discussion and possible action on a Comprehensive Plan Amendment to amend Section 1.12, Georgetown Comprehensive Plan, of the City Code of Ordinances, and adopt the 2030 Plan Update revising the the Future Land Use and Housing elements and adopting the Gateways and Image Corridors and Williams Drive Gateway Plan as elements of the 2030 Comprehensive Plan. – Susan Watkins, AICP, Housing Coordinator

ITEM SUMMARY:

At this meeting, staff will provide an overview of the draft 2030 Comprehensive Plan Update including a review of the goals and policies for Land Use, Williams Drive Gateway Plan, Gateways & Image Corridors, Housing and the Implementation Plan, with a particular focus on the update to the Housing Element.

The Board will have an opportunity to review the full draft plan, ask questions and possibly make a recommendation to the City Council on the adoption of the 2030 Comprehensive Plan Update.

The schedule for adoption of the update is below:

- 2/12 Open House from 4:30-7:00 PM at the Library, 406 W. 8th St.
- 2/18 P&Z meeting - Public Hearing and Recommendation
- 2/25 City Council - Public Hearing and 1st Reading
- 3/10 City Council - Public Hearing and 2nd Reading

Elements of the Update are attached as exhibits of this item and the plan is available for review online at **2030.georgetown.org**.

FINANCIAL IMPACT:

The Implementation Plan includes items for the FY2021 budget including a diagnostic review of the Unified Development Code, a small area plan for the Track-Ridge-Grasshopper neighborhood and funds to develop a plan for the southbound I -35 major gateway monument.

SUBMITTED BY:

Susan Watkins, AICP, Housing Coordinator

ATTACHMENTS:

	Description	Type
☐	Presentation	Presentation
☐	Chapter 1- Framework	Exhibit
☐	Chapter 2 -Land Use	Exhibit
☐	Chapter 3 - Williams Drive Gateway Plan	Exhibit
☐	Chapter 4 - Gateways and Image Corridors	Exhibit
☐	Chapter 5 - Housing	Exhibit
☐	Chapter 6 - Implementation	Exhibit



PLAN SUMMARY

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Plan Framework

- Foreword
- Purpose of the Plan
- Planning Area
- Demographics
- Community Input Process
- Georgetown's Vision Statement
- 2030 Plan Update Themes
- 2030 Plan Update Goals
- Plan Alignment

Purpose of the Plan

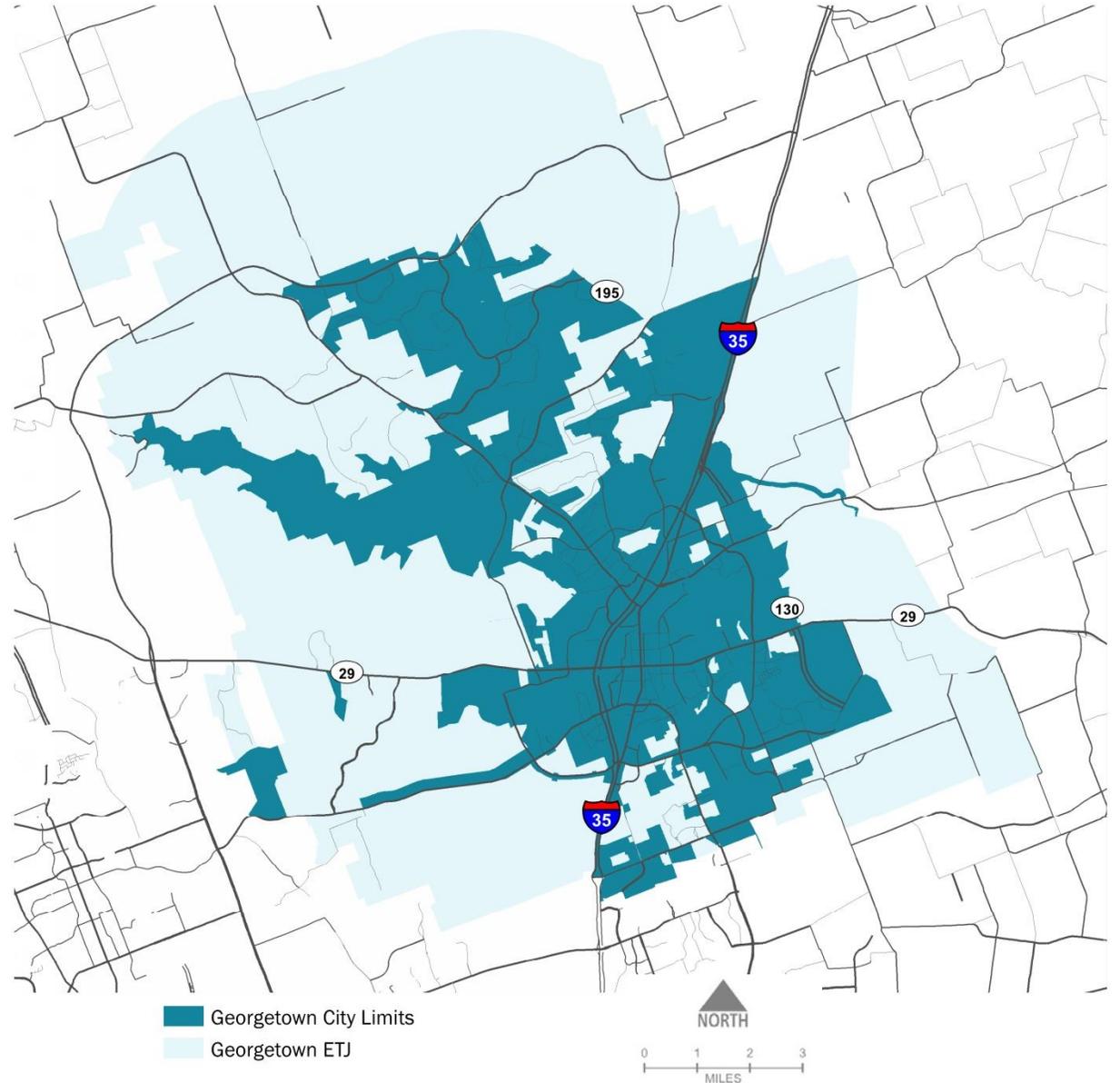
- Memorialize the growth of the past
- Prepare and cast a community vision
- Establish guidance for the future
 - Land Use (update)
 - Housing (update)
 - Williams Drive Gateway (new)
 - Gateway & Image Corridors (new)
- Enable the community to participate



“Georgetown: A caring community honoring our past and innovating for the future.”

Planning Area

City Limits + Extraterritorial Jurisdiction (ETJ)



Plan Goals

-  **Balanced land use**
-  **Reinvestment**
-  **Development framework**
-  **Historic preservation**
-  **Effective communication**
-  **Housing and neighborhoods**
-  **High quality infrastructure**
-  **Land use that enable partnerships**
-  **Integrate greenspace & recreation**
-  **Maintain levels of services as we grow**



Land Use

- Introduction
- Existing Conditions
- Population Projections
- Growth Scenarios
- Target Areas
- Future Land Use Policies
- Future Land Use Plan

Target Areas

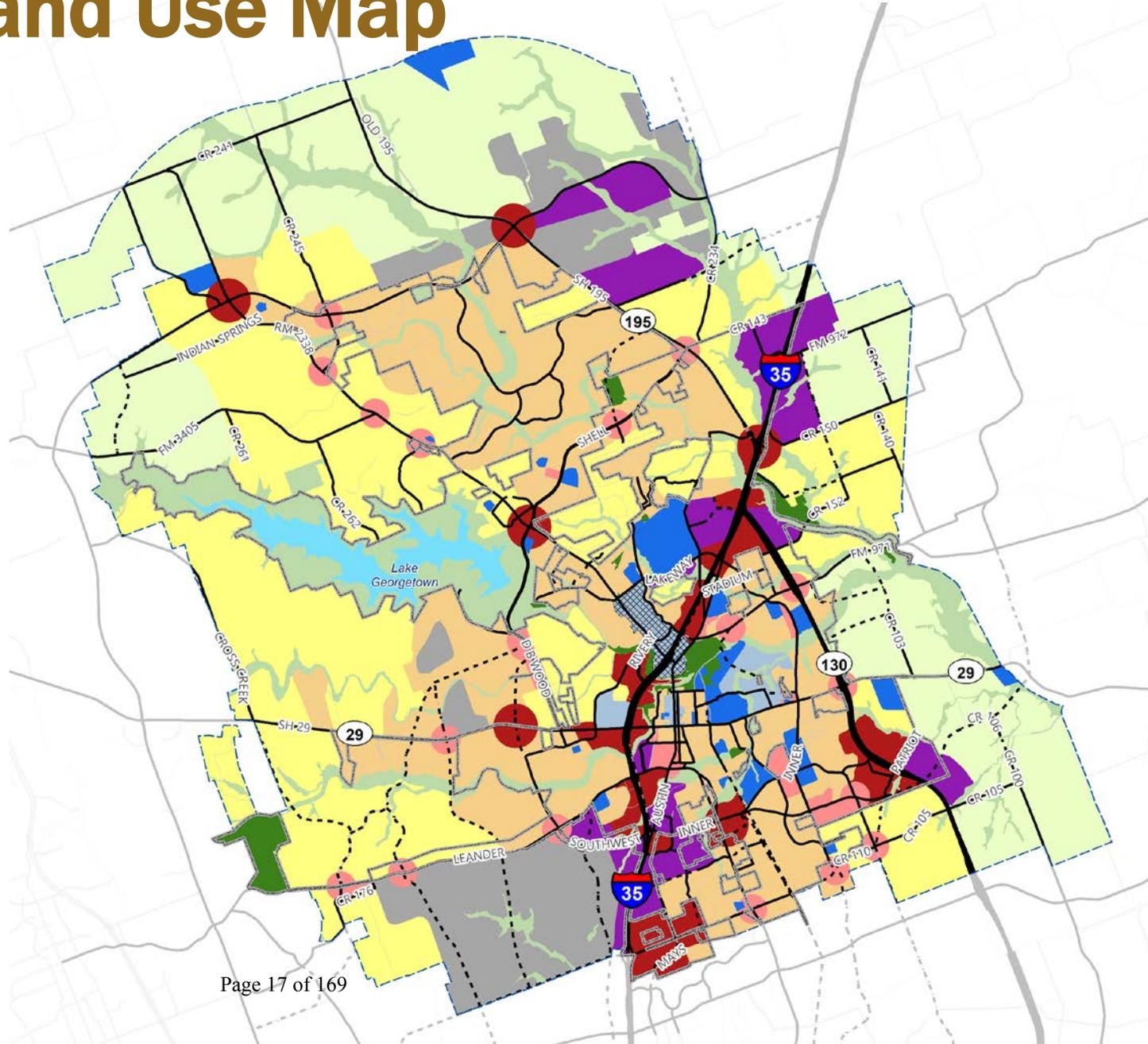
- South and North Austin Ave.
- Downtown and Neighborhood Transition Areas
- Shell Road and SH-195
- Williams Drive
- Southeast Georgetown Neighborhoods



Intentional Infrastructure

Plan for infrastructure within
targeted Employment
Centers

Future Land Use Map



- Rural Residential
- Neighborhood
- Mixed Density Neighborhood
- Community Center
- Regional Center
- Special Area
- Employment Center
- Institutional
- Parks and Recreation
- Open Space
- Mining
- Williams Drive Gateway Subarea
- Georgetown City Limits
- Georgetown ETJ
- Existing Roadway
- Proposed Roadway

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



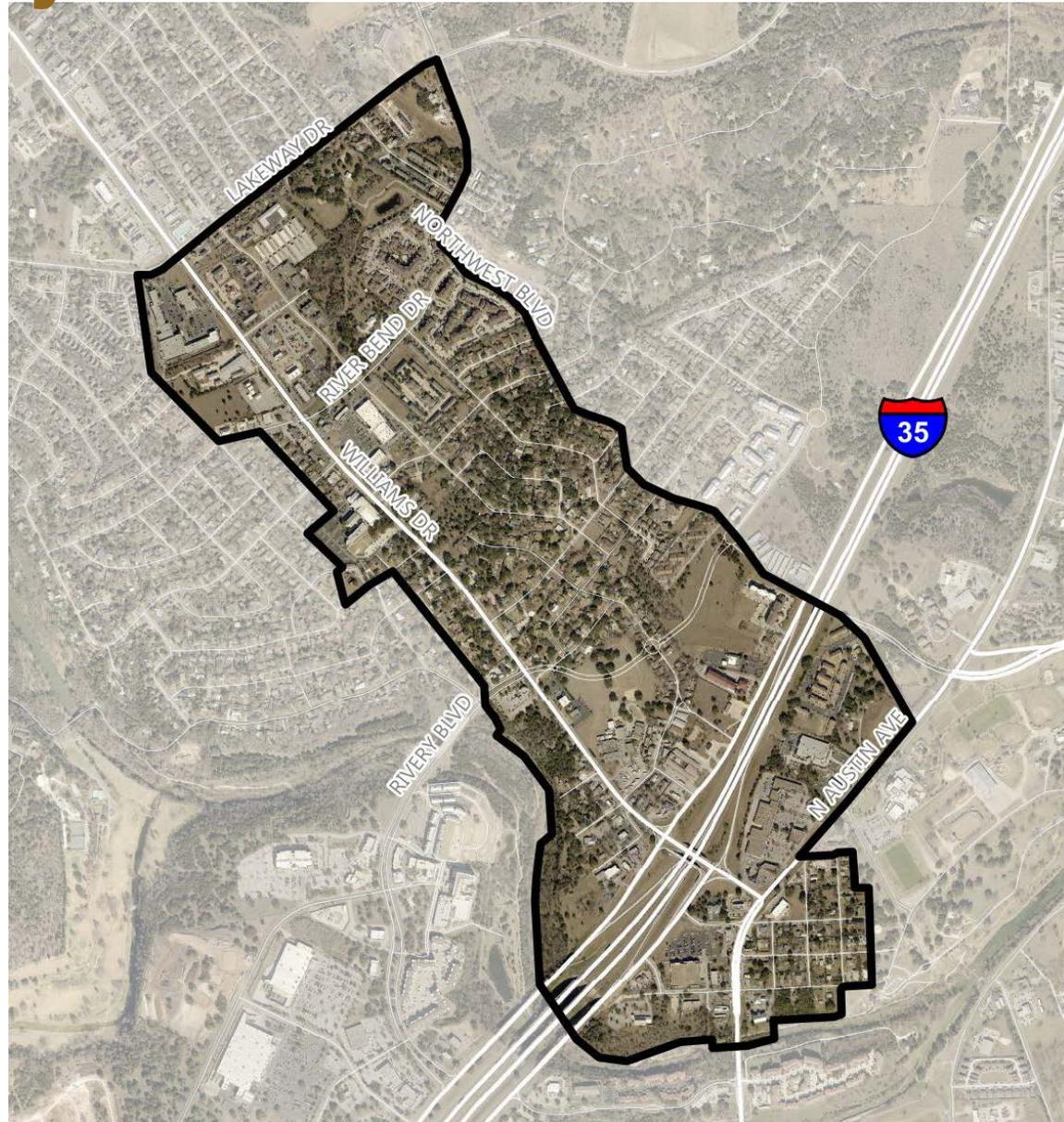


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WILLIAMS DRIVE GATEWAY PLAN

Williams Drive Gateway Plan

- Introduction
- Existing Conditions
- Policies
- Connectivity
- Land Use
- Opportunities for Partnerships



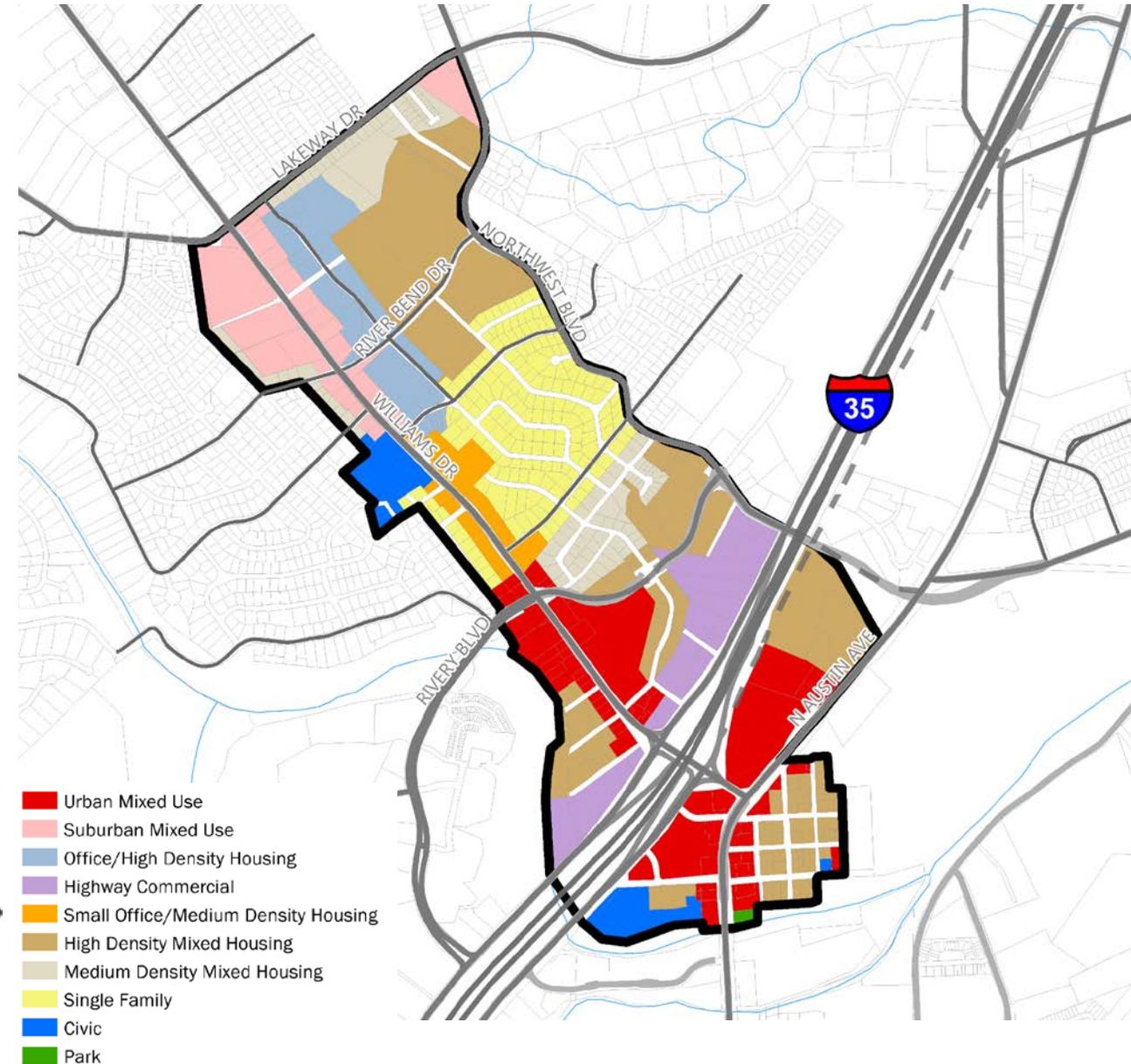
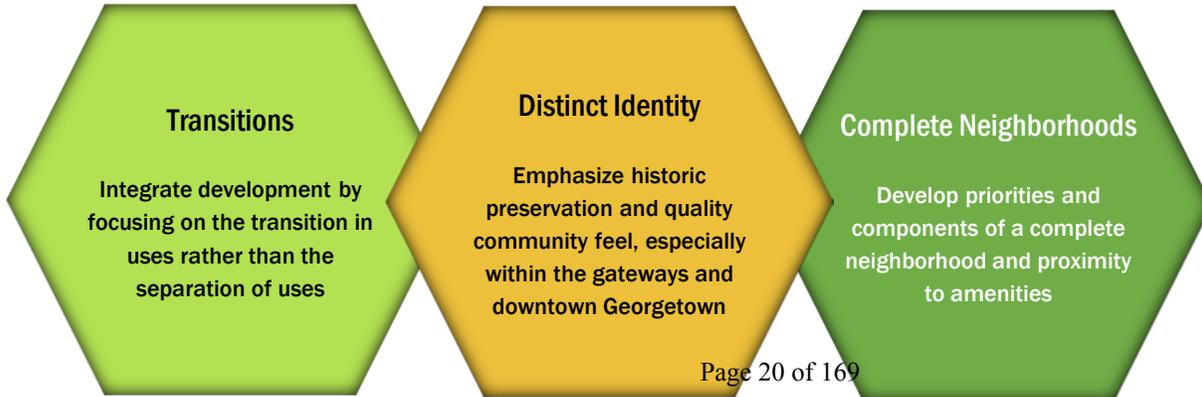
□ Subarea Boundary



0 600 1,200 1,800
FEET

Subarea

- Mixed use development
- Transit supportive
- Strengthen identity
- Enhance standards
- Linkage to River
- Creation of open space

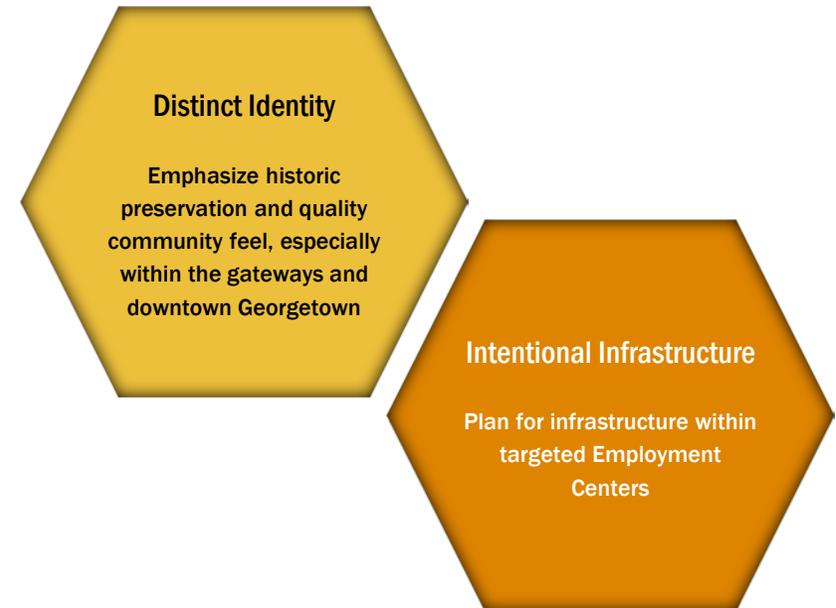




GATEWAYS & IMAGE CORRIDORS

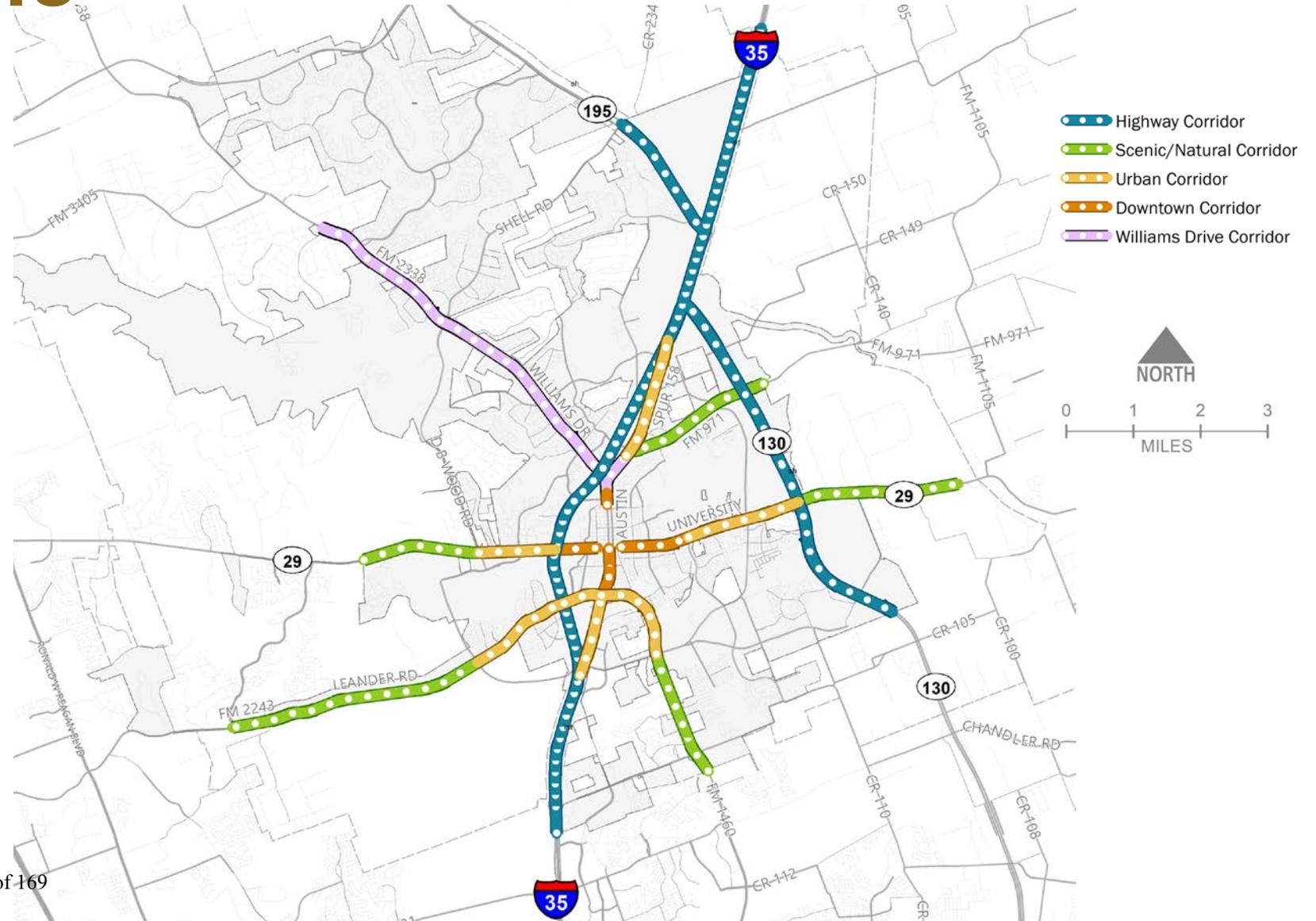
Gateway & Image Corridors

- Introduction
- Existing Conditions
- Gateway & Image Corridors Policies
- Gateway Features
- Image Corridor Vision
- Enhance Intersections
- Corridor Aesthetics Summary



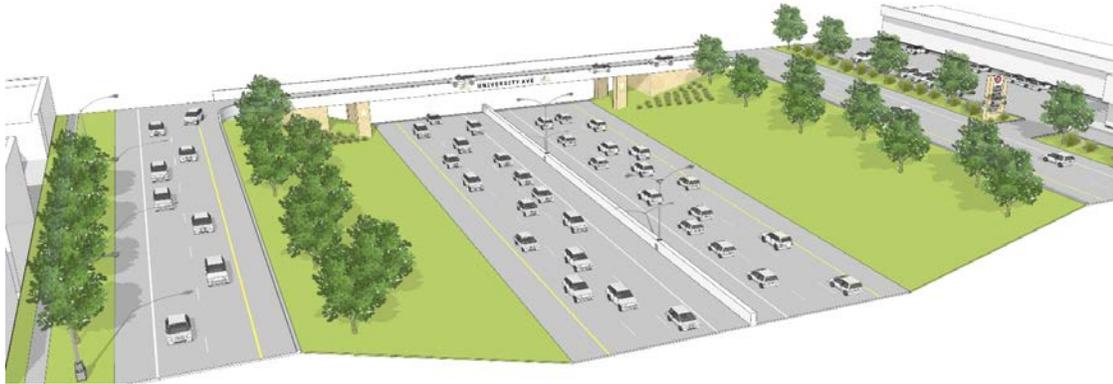
Proposed Corridors

- Highway
- Scenic/Natural
- Urban
- Downtown
- Williams Drive



Corridor Vision

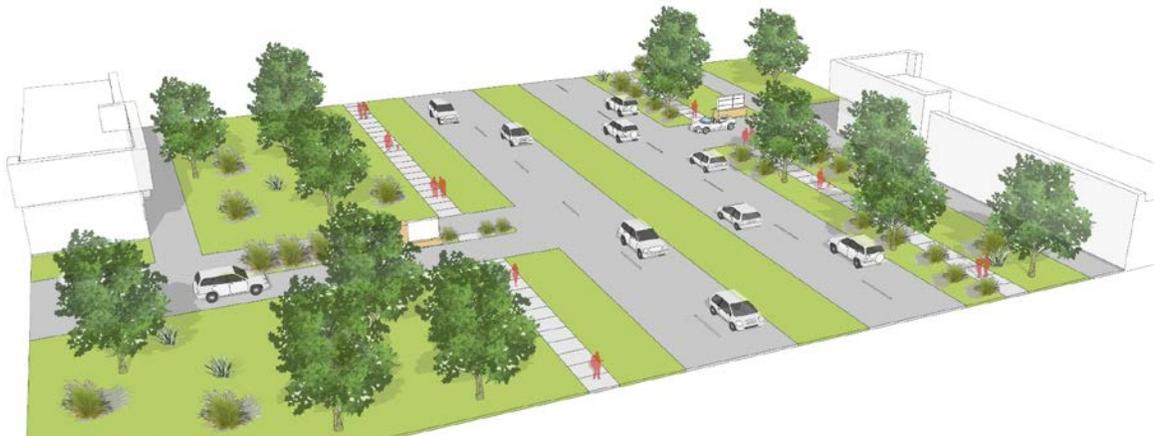
Highways



Downtown



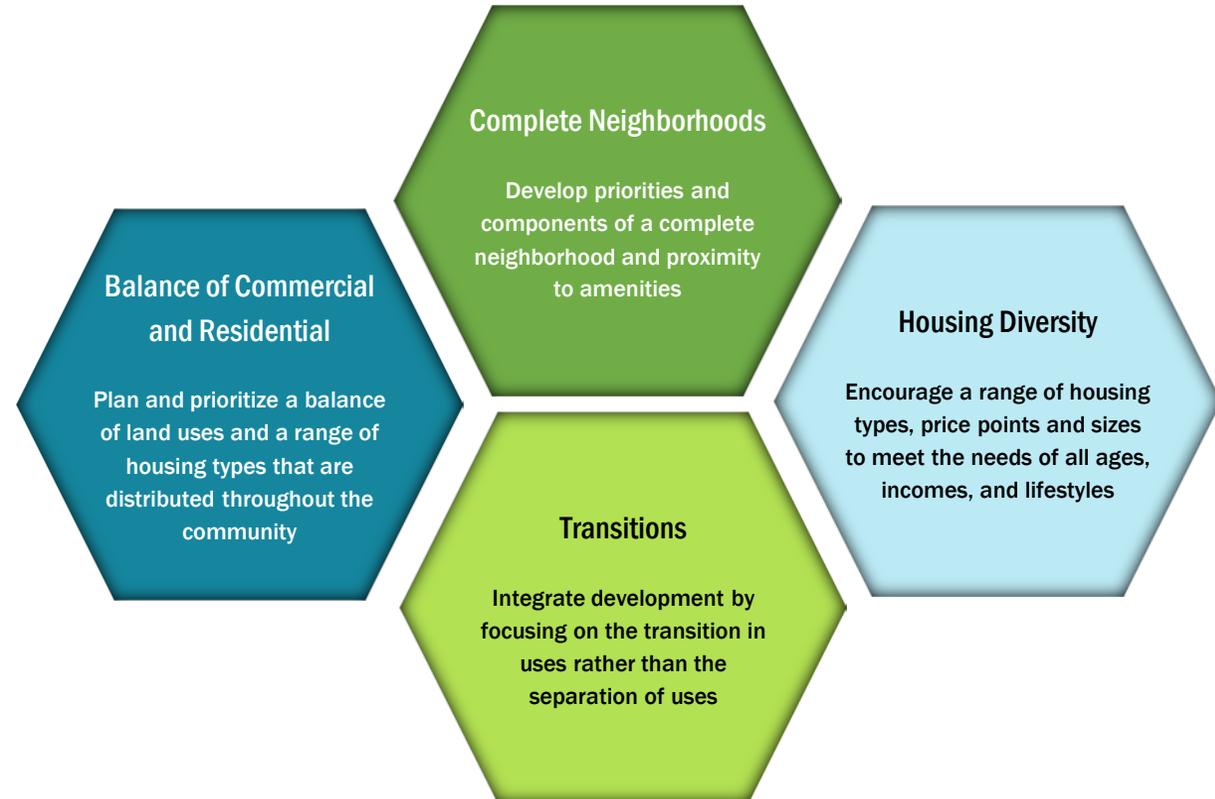
Urban





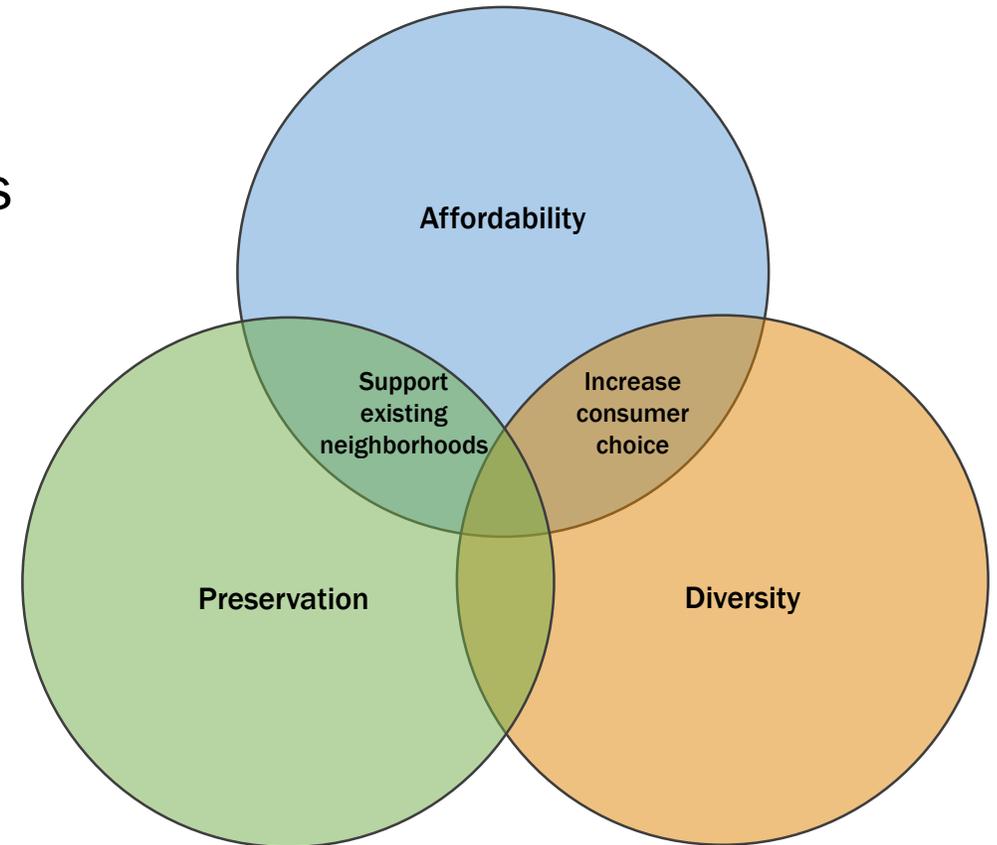
Housing

- Introduction
- Existing Conditions
- Future Housing Need
- Housing Policies



Needs

- **Affordability**
 - Options for low-income, workforce, and seniors
 - Support for community organizations
- **Diversity**
 - Increased options and distribution
 - Aging in place
- **Preservation**
 - Physical and economic preservation
 - Existing neighborhoods





PLAN IMPLEMENTATION

Implementation Plan

- Plan Amendments, Monitoring, and Updates
- Implementation actions

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 H.2 Preserve existing neighborhoods in targeted areas.				
P	H.2.f. Review feasibility and applicability of Neighborhood Empowerment Zones for preservation and reinvestment purposes.	3-4	\$	Planning
Policy WD.2 Enhance the urban form and character of the Subarea (Land Use).				
P	WD.2.a. Use tree mitigation funds for right-of-way planting materials within the Williams Drive Gateway.	OG	\$\$\$	Parks & Rec
D	WD.2.b. Guide the desired development pattern for the Williams Drive Gateway through the adoption of a mixed use, special area plan overlay, or other zoning district.	3-4	\$	Planning
P	WD.2.c. Enhance Williams Drive at I-35 intersections through landscaping and other similar improvements.	3-4	\$\$	Public Works
R	WD.2.d. Create development standards to provide open spaces within the boundaries of the Williams Drive Gateway Subarea Plan.	3-4	\$\$\$	Planning
R	WD.2.e. Create development standards to strengthen the Williams Drive Gateway unique identity through aesthetic enhancements such as landscaping, street lighting, signage and building design.	3-4	\$\$\$	Planning
Policy GC.2 Utilize the Downtown Corridors to retain and enhance Georgetown's historic, small-town charm.				
R	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	\$\$\$	Planning
R	GC.2.b. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Downtown Corridors, as described in Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	0-2	\$\$\$	Planning

Plan Adoption – Next Steps

- 📄 View the plan at 2030.georgetown.org
- 💬 Send feedback to 2030@georgetown.org

Important dates!





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THANK YOU



PLAN FRAMEWORK

PLAN FRAMEWORK

Foreword

The Georgetown community is marking a unique and defining time in the community's history. It is one that will surely be referred to in the future, as key community conversations and growth defining decisions are setting the path for the Georgetown of 2030, 2040, and beyond.

Since the 2008 update of the Comprehensive Plan, the City has evolved in a variety of different ways. The growth of the community can be felt in our schools, churches, nonprofits, infrastructure, city services, and our cherished neighborhoods. A few key markers include:

- Since 2008, the City has experienced a 40 percent growth rate.
- Since 2014, the U.S. Census has identified Georgetown as one of the top ten fastest growth communities over 50,000 in population for over six years in a row and the fastest in 2016.
- Development and redevelopment have taken place in every quadrant of the City – with the most notable being the construction rates of single-family homes taking place in the southeast quadrant of the City, Sun City development, and Highway 29 corridor west of D.B. Woods.
- Construction of six new GISD schools have taken place, with two of the six to be open in time for the Fall 2020 school year.
- The crown jewel of the community, downtown Georgetown, built upon the good work of the past and is welcoming a new chapter in its story with construction of residential and commercial buildings that are complementary of the beauty that has existed for more than a century. Downtown not only contributed to the vibrancy and investment in Old Town but has made downtown Georgetown a regional destination.
- The City completed major infrastructure investments supported by the 2008 Roads and Parks Bond, the 2011 Public Safety Facility Bond and the City's largest road bond in history in 2014.
- The City updated major Elements of the 2030 Plan including the Parks, Recreation and Trails Master Plan (2008), the Overall Transportation Plan (2014), Airport Master Plan (2018), and the Bike Master Plan (2019).

Community Conversations

Georgetown's 2030 Plan Update focuses on six community conversations that emerged throughout the community engagement and planning process.

- Distinct identity
- Housing diversity
- Complete neighborhoods
- Transitions
- Balance of commercial and residential
- Intentional infrastructure



PLAN FRAMEWORK

Purpose of the Plan

The purpose of this Comprehensive Plan Update is to:

- Memorialize the growth of the past (learn from it, build upon it, and inspire new growth to complement the best parts of the City),
- Prepare and cast a community vision with a plan for implementing, monitoring and reporting and how the vision is being brought to fruition,
- Establish guidance for future development discussions and decisions including the evaluation of residential and commercial land use needs and resulting fiscal outcomes, and
- Enable the community to participate and guide growth with a plan the common reader can understand.

The foundation on which this plan has been built is the community's stated desire to honor the aspects of Georgetown's past that has made it great, while innovating and planning for the future. This sentiment is captured in the community's vision statement of:

Georgetown: A caring community honoring our past and innovating for the future

The community's vision statement coupled with the following key community input themes have guided each step of the goals, policies, and implementation steps included in this document:

- Maintain the family-oriented, small town feel,
- Continue to encourage quality urban design,
- Focus on housing and affordability,
- Enhance economic development opportunities,
- Enhance citizen participation and engagement,
- Maintain and add to the existing quality parks and recreation, and
- Improve and diversify the transportation network.

Updated Elements:

- Future Land Use
- Housing

New Elements:

- Williams Drive Gateway Plan
- Gateways & Image Corridors

Planning Area

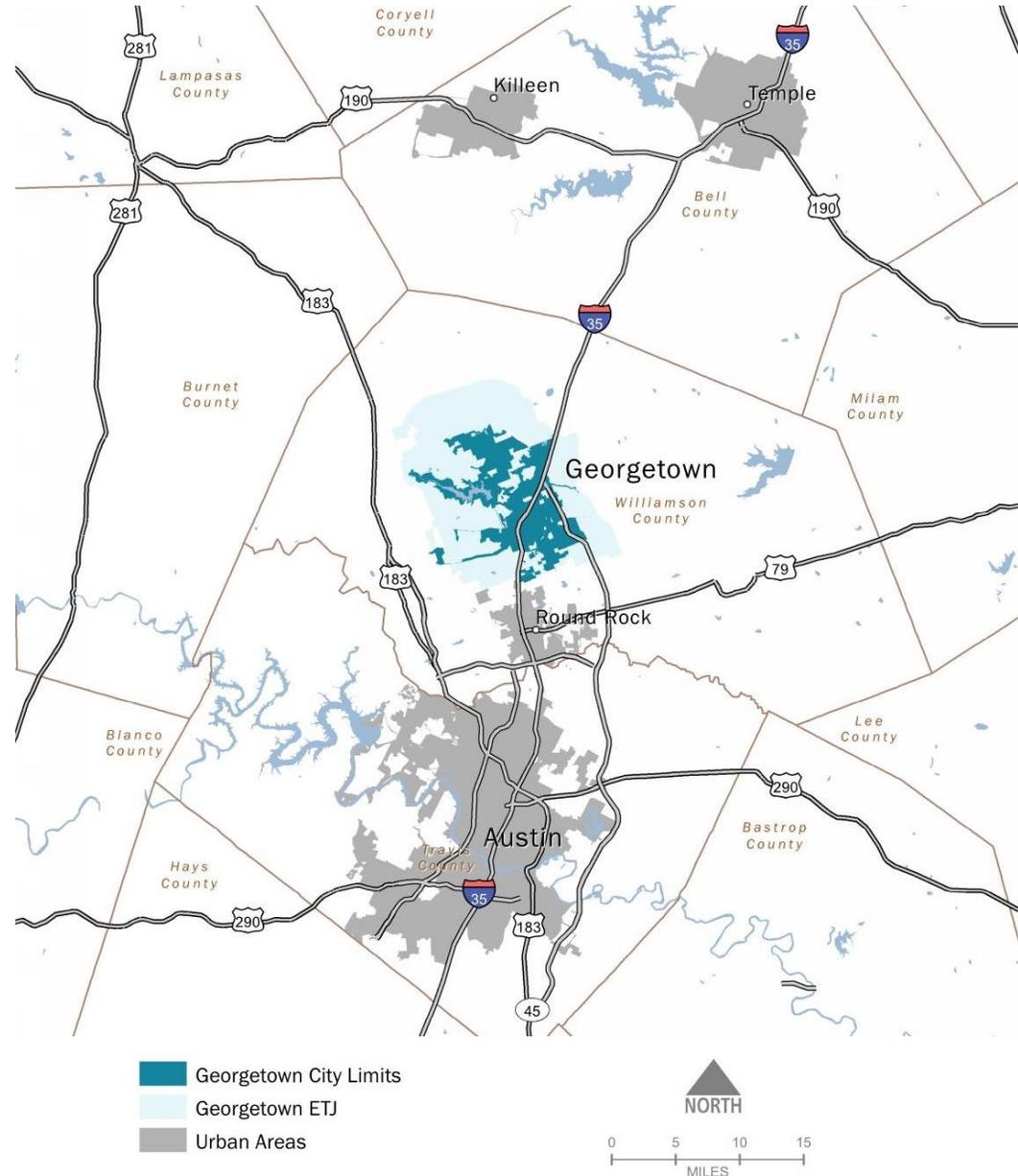
The City of Georgetown is the county seat of Williamson County. Located along two major north south freeways I-35 and SH 130. Georgetown is approximately 27 miles north of Austin, 170 miles south of Dallas, 175 west of Houston, and 115 miles north of San Antonio. The City, founded in 1848, is located within the Edwards Aquifer and is home to:

- Southwestern University, the oldest university in Texas,
- Sun City, a large retirement-oriented and age-restricted development,
- The “Most Beautiful Town Square” founded in 1848, and
- Six endangered species (three karst invertebrates, two birds, and the Georgetown Salamander)

The City of Georgetown spans 38,048 acres (over 59 square miles). Its extraterritorial jurisdiction (ETJ) extends up to 3.5 miles from the City limits, spanning an additional 78,141 acres (over 122 square miles), establishing a combined planning area of a total of 116,189 acres (over 181 square miles).

The City’s natural beauty is framed by the Texas Hill Country to the west and the rich Blackland Prairie farmland soil to the east. Meandering through the heart of Georgetown are the North Fork and the South Fork of the San Gabriel River. Along the banks of the San Gabriel River where the two forks meet, between the river and Austin Avenue, is one of the most beautiful parks in the City, San Gabriel Park.

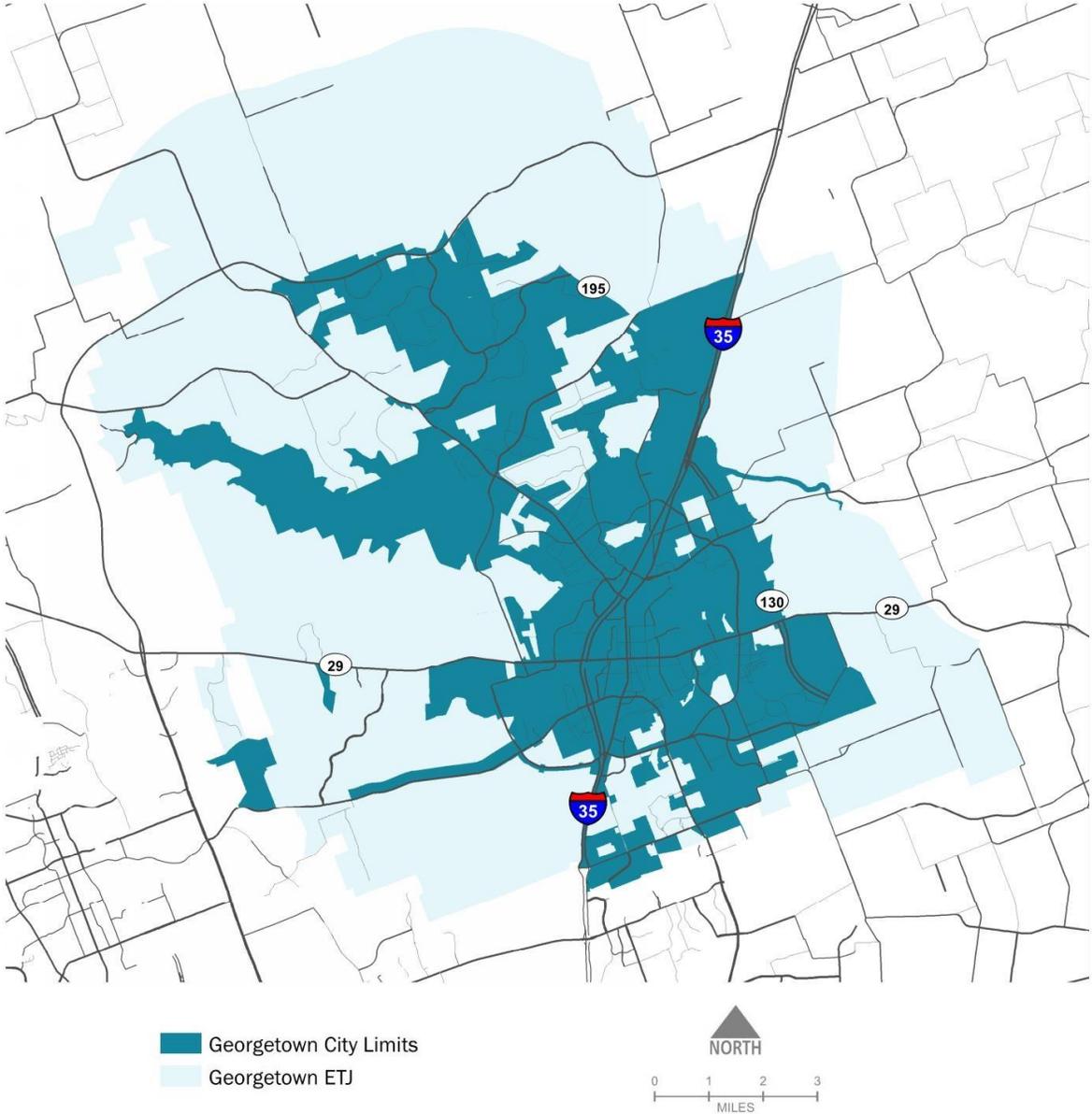
Figure 1. Planning Area and Surrounding Region



PLAN FRAMEWORK

With nearly 75,000 residents as of the writing of this plan, Georgetown is the fourth largest city in the Austin metropolitan region (which includes Austin, Round Rock, Cedar Park, Georgetown, San Marcos, and Pflugerville).

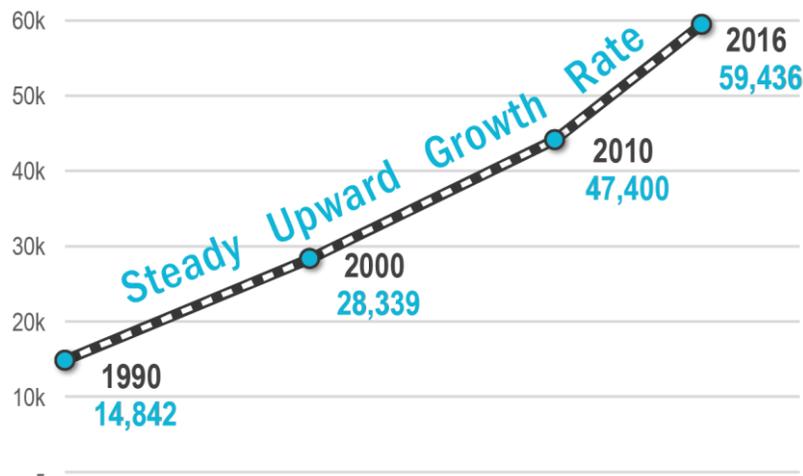
Figure 2. Georgetown City Limits and ETJ Boundaries



Demographics

The following pages outline highlights of the demographic analysis conducted at the beginning of the 2030 Plan Update process. The full report is located in Appendix J: State of the City. Knowledge of the City’s demographic composition is important to establish a foundation for the planning process. This information helps to identify certain population segments that may be traditionally underrepresented in the planning process, or understand special needs that affect certain demographic groups.

Figure 3. Historic Population



Source: U.S. Census Bureau

Figure 4. Population Change 2010-2016



Source: U.S. Census Bureau

Key Takeaways: Demographics

- 1) Georgetown has experienced steady historical growth, with more rapid growth occurring in the City since 2010 (25% increase) compared to the surrounding region.
- 2) Georgetown’s population is older than Williamson County’s or the Austin-Round Rock MSA’s. Georgetown is home to many senior citizens and the Sun City development for adults 55 years and older.
- 3) The median household income is slightly lower in comparison to Williamson County and the Austin-Round Rock MSA, likely due to the large percentage of the senior population that is retired.
- 4) The largest industry in terms of employment includes Educational services, health care, and social assistance, which reflects the presence of a large local medical industry and Southwestern University.

Figure 5. 2018 Population Estimate

At the time of adoption, the U.S. Census estimates the population of Georgetown to be

74,180

Source: U.S. Census Bureau

PLAN FRAMEWORK

Figure 6. Regional Median Age Comparison



Figure 8. Regional Age Distribution Comparison

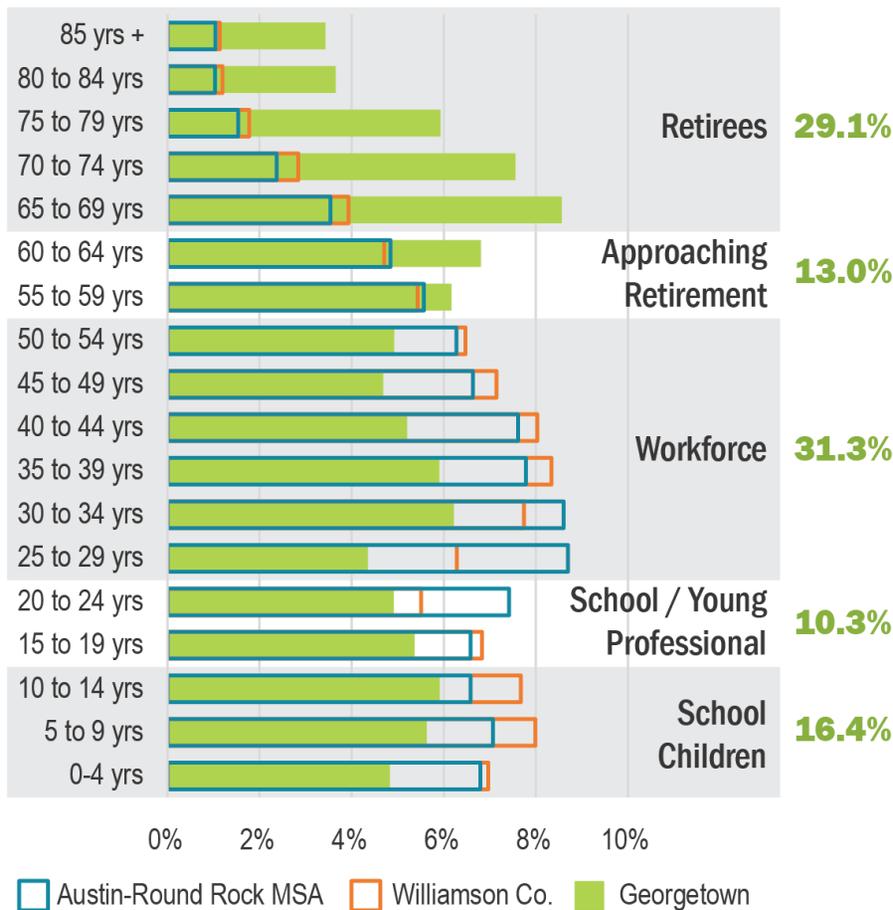


Figure 7. Race and Ethnicity

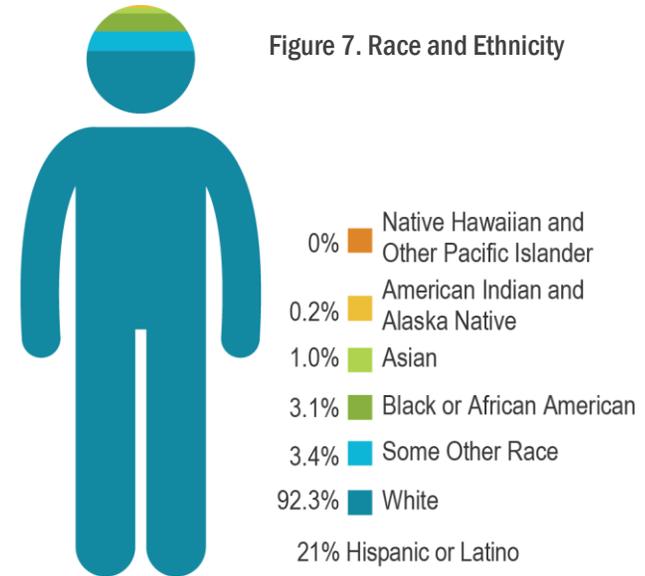
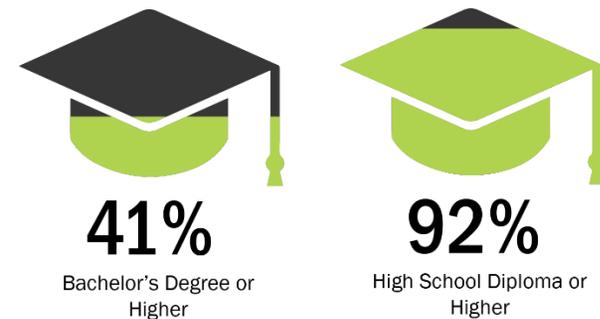
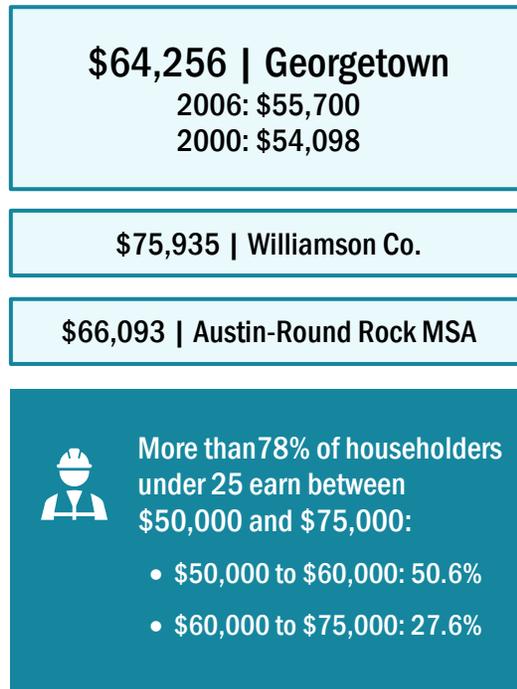


Figure 9. Highest Level of Education



Source for all Figures: U.S. Census Bureau, 2016 ACS

Figure 10. Median Household Income Statistics



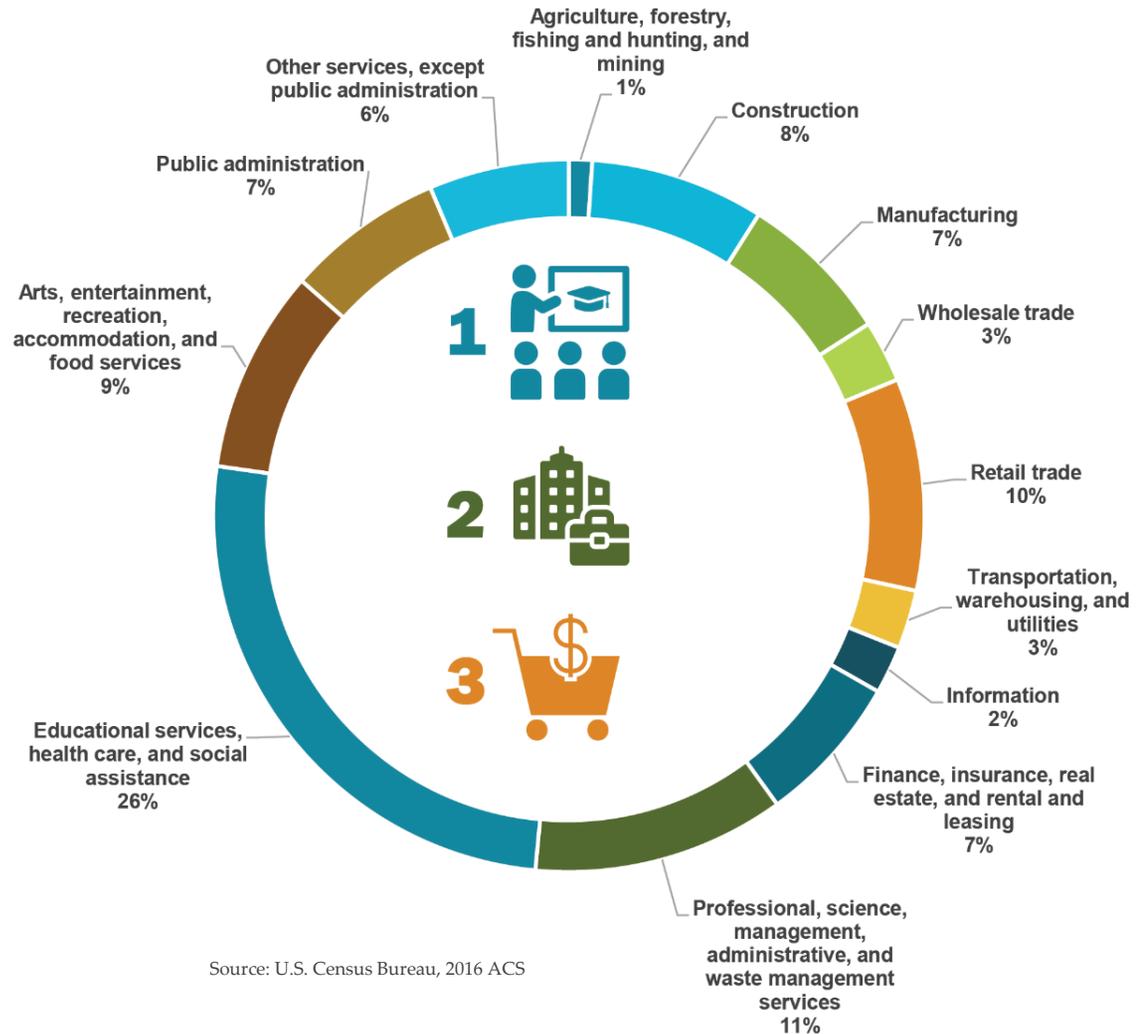
Source: U.S. Census Bureau, 2016 ACS

Figure 11. Employment Rates



Source: Avalanche, 2017

Figure 12. Employment by Industry



Source: U.S. Census Bureau, 2016 ACS

PLAN FRAMEWORK

Community Input Process

Community input was collected throughout the 22-month (June 2018-March 2020) plan development process. Outreach included three community events, 18 Steering Committee meetings, 18 meetings with the City Council, 10 meetings with the Planning & Zoning Commission, three online surveys, and numerous stakeholder outreach efforts to groups such as local realtors, property owners, *Breakfast Bites* events, Chamber of Commerce meetings, and other organizations.

Figure 13. Summary of Community Input Process

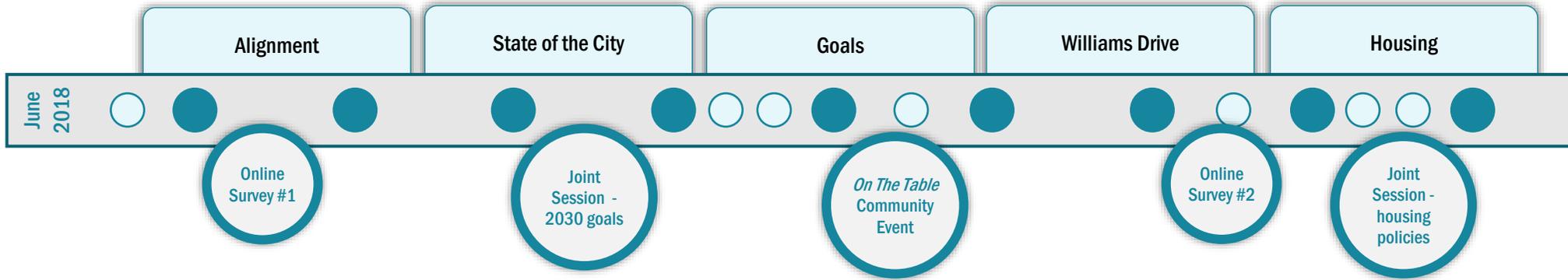
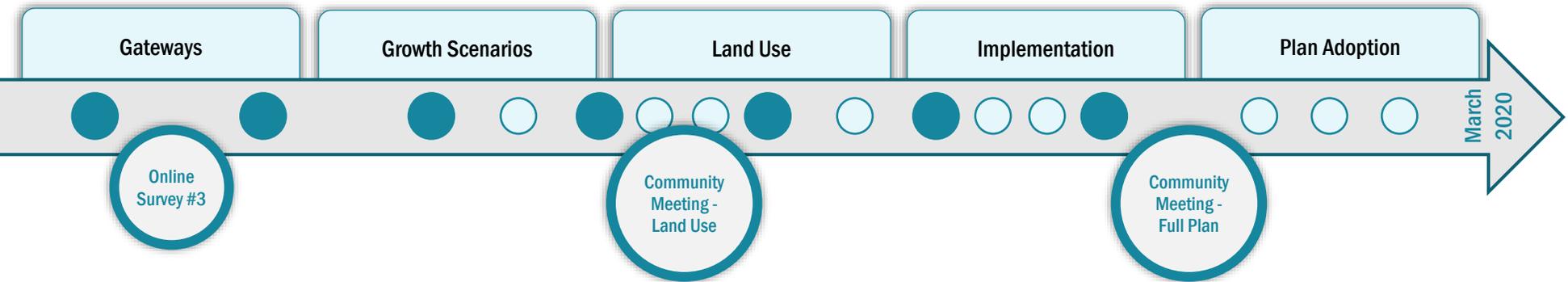


Figure 14. Photos from the *On The Table* Community Event



- Steering Committee Meeting
- City Council and/or Planning & Zoning Commission Meeting



PLAN FRAMEWORK

Georgetown's Vision Statement

In Fall 2017, the Georgetown City Council adopted a new vision statement. The statement informs the Council's goals and strategies.

**Georgetown: A
caring community
honoring our past
and innovating for
the future**

Figure 15. Flow of Community Input



2030 Plan Update Themes

Community input collected through the *On The Table* event and the first survey was organized by specific comments, and later categorized by themes. The following seven themes emerged as the most common ideas and sentiments, which were used to guide the development of this 2030 Plan Update.

Figure 16. Participation Summary of *On The Table* and Survey #1



Figure 17. *On the Table* and Survey #1 Input Highlights



PLAN FRAMEWORK

Theme 1. Maintain the Family-Oriented, Small-Town Feel

- It is crucial to preserve Georgetown's small-town feel to maintain a strong sense of community.
- Incorporate family-friendly development.
- Host and promote family-oriented events.

Theme 2. Continue to Encourage Quality Urban Design

- Residents are proud of Downtown Georgetown and its appearance. Residents love the vibrant and walkable downtown area and mentioned appreciation of the historical buildings and local shops.
- Georgetown should not reduce development standards to attract development. Instead, Georgetown should maintain high development standards while still promoting more affordable development.
- There should be more sidewalks installed around the City. In addition, current sidewalks should be improved.

Theme 3. Focus on Housing Diversity and Affordability

- Rising housing prices have aided in creating a high cost of living, increasing to the point where many feel as though they might not be able to live in Georgetown in the near future.
- Georgetown lacks a variety of housing types within the City.
- Incentives should be used to help create a more affordable community.
- Some community members are concerned regarding the provision of low-income housing and preferred to focus on middle-income housing.

Theme 4. Enhance Economic Development Opportunities

- Residents like the large variety of local businesses and restaurants throughout the community. Part of Downtown Georgetown's distinct charm involves the large amount of local businesses in the area.
- The City should improve Georgetown's efforts to attract and accommodate younger generations. More nightlife and entertainment will attract college students and other younger professionals.
- Recruit higher-paying employers such as technology companies to combat the rising cost of living.
- Develop the eastern areas of Georgetown to match the level of amenities available in other portions of the City.

Theme 5. Enhance Citizen Participation and Engagement

- Citizens desire to be notified as to when public events take place to allow for greater community participation. Combining social media with more traditional forms of advertising would notify additional people.
- The community would appreciate increased notification of public input opportunities and development happening in Georgetown. Although this information might be available to the public, it is important to advertise it in such a way that most residents in the community are made aware.
- Pursue more opportunities to engage the community where they already are, including school events and festivals.

Theme 6. Maintain and Add to the Existing Quality Parks and Recreation

- Expand the existing trail network to connect to areas throughout Georgetown and foster equitable access to nature and recreation.
- Improve access to parks and open space by allowing free entry. Garey Park is not affordable for all and all parks should be free to residents.
- Increase the amount of open space and parks throughout the community to include existing and future neighborhoods.

Theme 7. Improve and Diversify the Transportation Network

- There is a need for better public transit within the City. Some residents are unaware of GoGeo transit and feel that the service should be better advertised. Some residents would prefer the addition of a light rail system, such as a trolley.
- A commuter rail that runs to Austin and surrounding areas is desired.
- Traffic light synchronization should be improved to help alleviate traffic congestion.
- Although traffic congestion has become an issue throughout the City, many residents feel that Williams Drive needs significant improvements.

PLAN FRAMEWORK

2030 Plan Update Goals

The goal update process revisited and updated the original 2030 Plan (developed in 2008) to ensure the goals are consistent with the current community vision. The Steering Committee reviewed the goals from the original 2030 Plan to determine whether each goal was still applicable and responsive to the community input themes.



Goal 1: Promote development patterns with balanced land uses that provide a variety of well-integrated housing and retail choices, transportation, public facilities, and recreational options in all parts of Georgetown.

The City achieves a balance of land uses and densities across Georgetown by ensuring that services, amenities, and housing options are available throughout the community. Developments are well integrated (i.e., no standalone uses), particularly high-density residential and commercial developments.

The overall development pattern reflects a gradual transition from higher density urban development, to medium density suburban development, to the lowest density rural development.

Neighborhoods are *complete*, meaning a range of housing types and small-scale commercial services are included. A transition of intensities within neighborhoods minimizes impacts of adjacent land uses.

More compact, walkable infill development is encouraged within the more urban areas of Georgetown. Compact development emphasizes vertical density over horizontal sprawl, which helps to preserve the natural areas while promoting environmental sustainability, fiscal responsibility, and intentional infrastructure.

This goal is primarily implemented through measures led by the City. The Future Land Use Map and its Future Land Use categories are key implementation planning tools, which allow for flexibility in land use types. Additionally, decisions regarding development patterns are often administered through zoning decisions made by the City.

Figure 18. January 10, 2019 Joint Workshop to Review the Goals





Goal 2: Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts.

Quality of the community is maintained through support of existing business and neighborhoods, while investing in redevelopment efforts that revitalize under-performing areas. Improvements are achieved through reuse and/or rehabilitation of existing structures or through site redevelopment.

Infill areas refer to previously developed areas with infrastructure currently in place. Such areas are ideal for future development or redevelopment because of the availability of existing infrastructure, which is typically more financially beneficial for both the City and the developer. Residents and businesses in these areas benefit from diversified housing types, market access, and proximity to existing residential areas. Existing residents benefit from increased services and sense of place. Target infill areas include:

- Williams Drive
- South and North Austin Avenue
- Central Georgetown neighborhoods
- Downtown and neighborhoods in transition areas

The City's primary role in this goal includes planning of capital improvements in aging areas, small area plans, and partnering in redevelopment efforts.



Goal 3: Provide a development framework that guides fiscally responsible growth, protects historic community character, demonstrates stewardship of the environment, and provides for effective provision of public services and facilities.

Future development will be fiscally and environmentally responsible and enhance Georgetown's uniqueness and small-town feel. Development and redevelopment respect the historic character of the community.

Georgetown seeks to differentiate itself from its neighbors in the Austin metropolitan area. Distinctive branding along key corridors plays a major role in defining the City for residents, visitors, and passersby. Downtown is also a major asset for Georgetown, establishing a vibrant destination for locals and tourists alike, attracting tax revenue to the City. Historic preservation in and around Downtown builds upon this existing asset and helps to maintain Georgetown's unique identity.

Georgetown promotes high-quality commercial growth in key areas, including the Employment Centers and Regional Centers, and attracting target industries as defined in the Target Industry Analysis.

While future development – particularly employment providers – is desirable, such development should be fiscally responsible. The City's Fiscal Impact Model (FIM) is an important tool to evaluate the cost to serve a proposed development. The FIM evaluates the cost to serve a development compared to its projected revenue.

Promoting low-impact development is also important, specifically in terms of water conservation, stormwater management, renewable energy, and land/wildlife conservation.

PLAN FRAMEWORK



Goal 4: Guide, promote, and assist the preservation and rehabilitation of the City's historic resources.

The City of Georgetown has historic properties and resources that exist both within the Downtown and Old Town Historic Overlay Districts, in established areas of the City and on former agricultural land that was once well beyond the formal city boundaries. These properties and resources help tell the story of our community and play an active role in the places our residents and visitors enjoy. In order to retain these places for future generations and to protect Georgetown's built heritage, the City seeks to partner with the community to protect our identified historic resources, encourage best practices for their stewardship and support uses and policies that contribute to our ability to retain these important places for the future.



Goal 5: Ensure effective communication, outreach, and opportunities for public participation and community partnerships to foster a strong sense of community.

Georgetown's citizens are engaged and informed. The goal is to enhance communication and outreach efforts by developing community partnerships and increasing notification efforts.



Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.

This goal includes three focus areas: affordability, diversity, and preservation. This Housing Element, Housing Toolkit, and Implementation Plan employ a three-part strategy to address the needs of low-income, workforce, and senior households in Georgetown.



Goal 7: Maintain high quality infrastructure, public safety services, and community facilities.

Georgetown will ensure quality infrastructure that supports growth. Quality public services are a major contributor to quality of life, helping to ensure a community is safe, welcoming, and family friendly. Public and emergency response services are evaluated as the population and business community grows, monitoring metrics such as crime rates, response times, and staffing.

Intentional infrastructure planning is a priority for the community and City leaders. Infrastructure is a significant capital improvement cost to the City; infrastructure is also a major incentive tool to attract desirable development. Infrastructure improvements are used to encourage development and redevelopment by upgrading off-site infrastructure – either in anticipation of or in response to development interest in a targeted location.

The City will use intentional infrastructure in key target areas, such as the Employment Centers, Regional Centers, and gateways, to attract development in the areas best suited for growth.



Goal 8: Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage resources and promote innovation.

Georgetown has existing relationships with a number of partner organizations, such as Williamson County, Georgetown Independent School District (GISD), Texas Department of Transportation (TxDOT), and the Capital Area Metropolitan Planning Organization (CAMPO). These mutually beneficial partnerships enable the City to promote its image along corridors, ensure pedestrian connectivity to schools and other key locations, coordinate on potential roadway projects, and share recreational amenities. Partnerships allow the City to better serve its community, as well as to promote fiscal responsibility through pooled resources. These partnerships are critically important as the City grows. Enhancing relationships and formalizing additional partnerships leverage the City's resources to address current needs and allow for better outcomes in the future.



Goal 9: Maintain and add to the existing quality parks and recreation.

Georgetown's parks and recreation system is a major asset to the community and contributor to its quality of life. The 2030 Plan Update emphasizes the need for integration of parks and open space during land development and redevelopment through parkland dedication and connections to the regional trail system.



Goal 10: Improve and diversify the transportation network.

This 2030 Plan Update process identified the need to address future increases in traffic volumes as well as commercial diversification of transportation nodes. Community input expressed support for increasing capacity and improving the conditions of existing roadways, adding new roadway connections, and continuing to incorporate alternative modes of transportation through bike lanes, sidewalks, and the GoGeo transit system.

PLAN FRAMEWORK

Plan Alignment

The City of Georgetown has a strong history of planning. This 2030 Plan Update incorporates the key goals of elements, including lessons learned and on-going and upcoming initiatives. The purpose of this section is to highlight how key plans and studies interact with the 2030 Plan Update.

The City's home rule charter outlines distinct elements as portions of the City's overall comprehensive plan, which are in various stages of completion as outlined in **Figure 19**. The diagram on the following pages illustrates the plan elements that are required by the City charter (blue circles) as well as the supplemental or contributing plans or studies (orange circles).

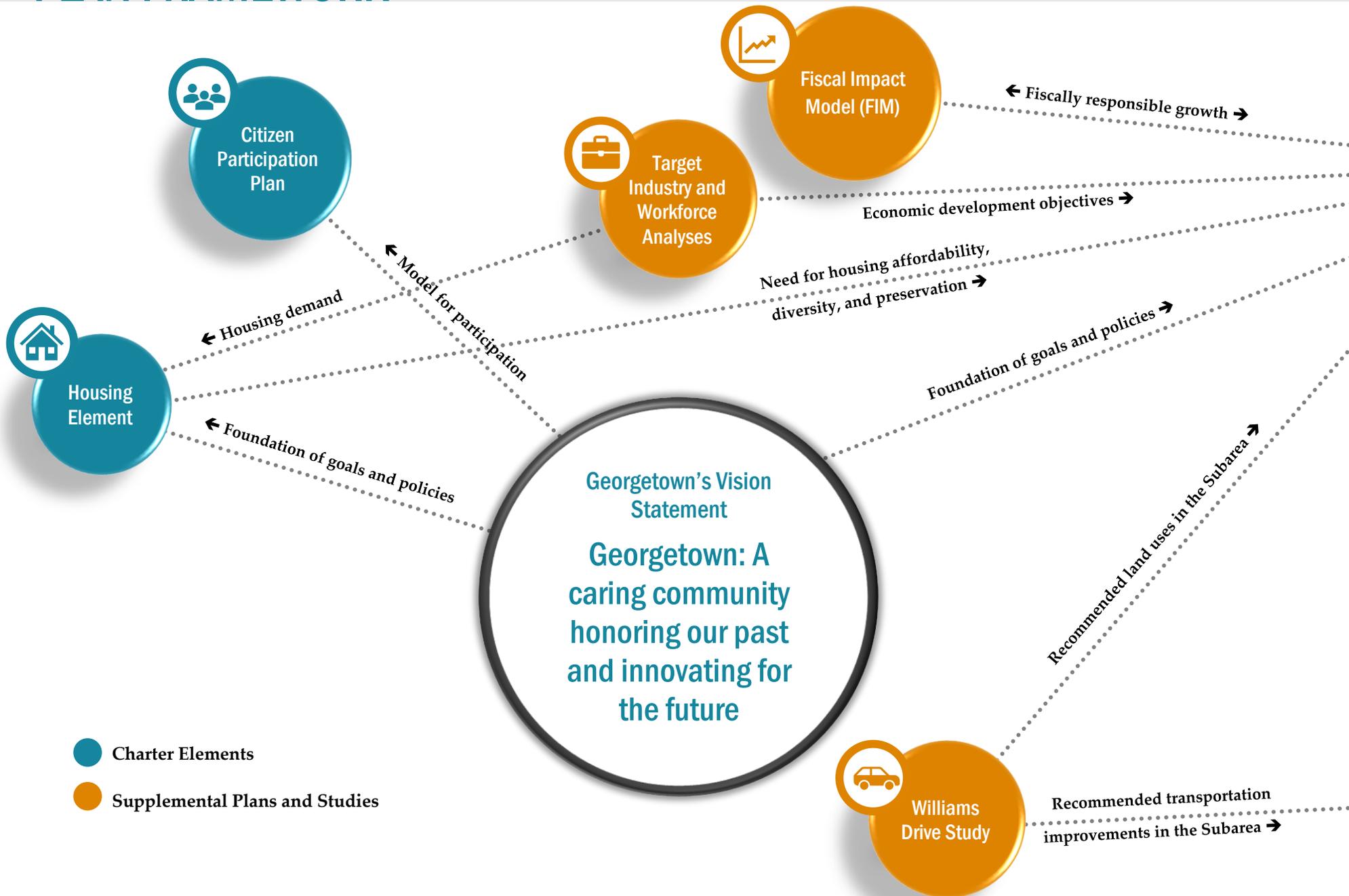
Key Takeaways: Alignment

- 1) Alignment between the 2030 Plan and the CIP is critical to plan implementation. A process to align the annual budgeting process is part of the plan's recommendations.
- 2) Alignment is important between the Target Industry/Workforce Analysis and Housing Element. Housing plays an important role in supporting economic development through affordable and desirable housing choices to accommodate the targeted workforce. This Update addresses how housing supports targeted workforce in the Housing Element.
- 3) The City has achieved success with the Downtown Master Plan, Sidewalk Master Plan, and Retail Recruitment Study.
- 4) The City has not yet completed the Health and Human Services Element and Historic Preservation Element. These items should be included within upcoming budgets and planning efforts.

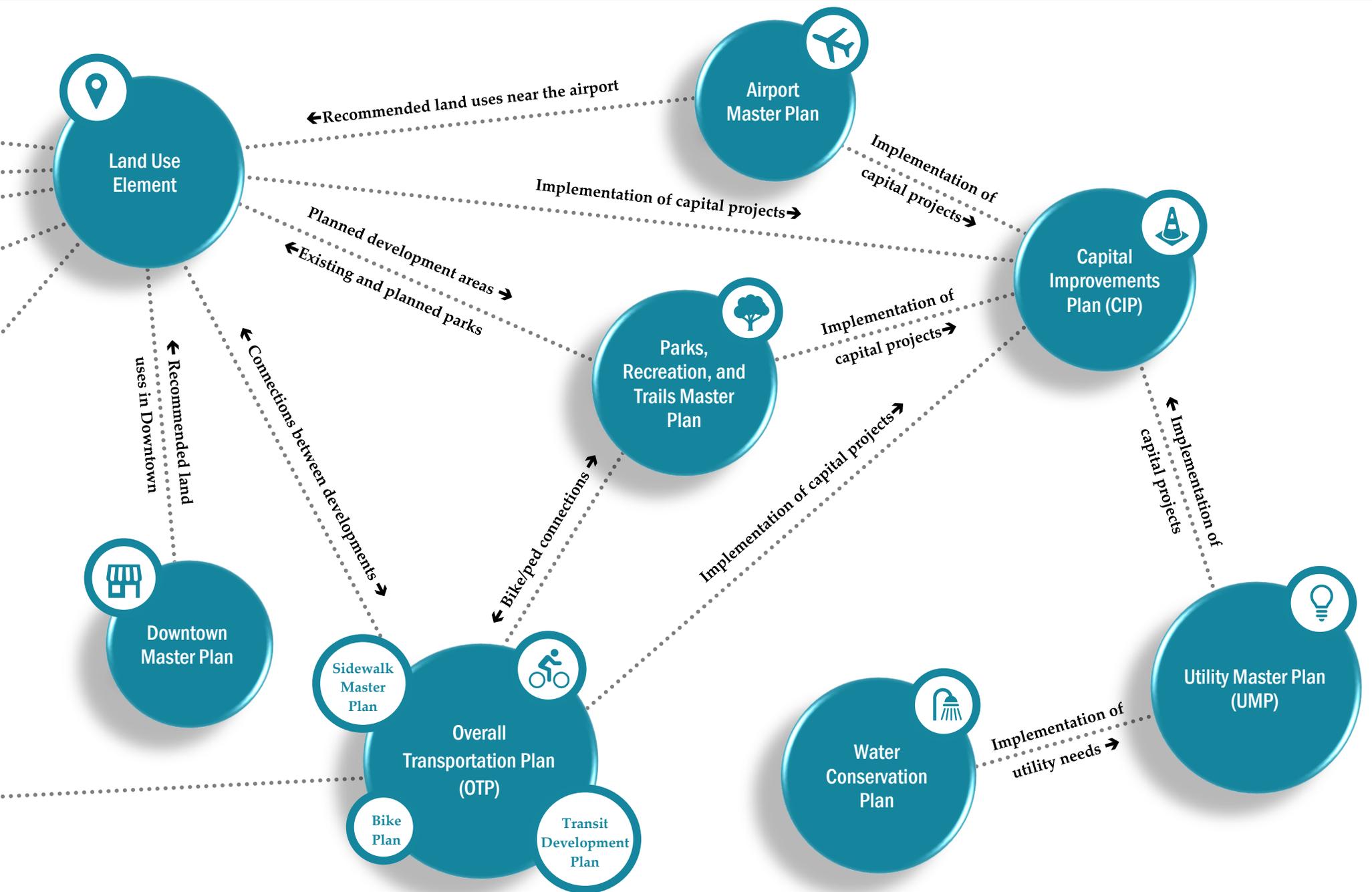
Figure 19. Charter Element Status

Charter Requirement	Corresponding City Plan	Status
Future Land Use	Land Use Element	Updated within this 2030 Plan Update
Traffic Circulation and Public Transit	Overall Transportation Plan (OTP)	2014, update coming soon
Wastewater, Electric, Solid Waste, Drainage and Potable Water	Utility Master Plan	Adopted in 2009; Updated in 2018; Update coming 2022
Conservation and Environmental Resources	Water Conservation Plan	2018
Recreation and Open Space	Parks, Recreation, and Trails Master Plan	2008, update coming soon
Housing	Housing Element	Adopted in 2012, updated within this 2030 Plan Update
Public Services and Facilities	Capital Improvements Plan	2012, updated annually
Public Buildings and Related Facilities	-	-
Economic Development and Redevelopment	Target Industry Analysis; Workforce Analysis; Retail Strategy and Recruitment Plan	2017, additional element coming soon
Health and Human Services	-	-
Historic Preservation	-	-
Citizen Participation Plan	Citizen Participation Plan	2012
Public Safety	Public Safety Plan	2012

PLAN FRAMEWORK



- Charter Elements
- Supplemental Plans and Studies





LAND USE

Introduction

The land use element is one of 14 elements within Georgetown's Comprehensive Plan required by the City charter. The major goal in completing this element is to create a useful tool for decision makers in guiding development in the community, for developers as they plan private investment, and for community members to formalize their vision of the community they seek in 2030. The land use element is the centerpiece of the 2030 Plan and provides key information for the other Comprehensive Elements such as Transportation and Parks.

The Land Use Element carries land use development guidance from the 2008 Plan as well as key community conversations that have taken place since adoption in formal settings such as City Council and the Comprehensive Plan Update process. Community conversations have also happened through the Chamber of Commerce, local government partners such as GISD and Williamson County and nonprofit groups within the City. These conversations have included:

- The proximity and distribution of commercial services to residential developments (both ensuring appropriate transition in uses while encouraging location

of neighborhood serving services when proposing new residential development);

- Reservation of land for future commercial development during periods of high demand for residential development in order to preserve commercial corridors for the future needs of tomorrow's neighborhoods;
- Intentional land use planning within the City's gateway corridors for the promotion of quality appearance;
- The strategic use and location of high density residential developments and the accommodation of smaller residential lots (historically not representative in Georgetown's community layout); and
- The need for a diversity of housing to support current and future residents.

This Element includes strategies for land development that will guide the formation of the City's development code, inform land development decision making by the City Council and the execution of plans, programs and partnerships by the City and its partners. These strategies are rooted in community feedback, focused conversations, and the best

parts of Georgetown as examples for steering future development. The guiding principles of this chapter include:

- Seeking to plan and prioritize a balance of land uses and a range of housing types that are distributed throughout the community;
- Planning for intentional infrastructure within targeted Employment Centers;
- Integration of uses (focus on transition in uses rather than separation of uses);
- Development of priorities and components of a complete neighborhood and proximity to amenities; and
- Establishing stability and investment in existing neighborhoods.

The key tool of the Land Use Element is the Future Land Use Map. The Future Land Use Map is based on multiple growth scenarios and the use of a fiscal impact model as an analysis tool to determine the impact of a potential size and location of land use patterns. The categories represented on the Future Land Use Map and further described in this Element prioritize the following priorities of the community:

- Clear intent of each category and a description of primary uses envisioned within each district;
- Target ratio of uses (percentage residential and nonresidential) to support the need for a balance of land uses through the community;
- Location and size of employment centers to support intentional infrastructure and development desired in these locations;
- The incorporation of high-density residential developments within proximity to amenities such as retail, restaurants, major transportation corridors and options; and
- Density ranges within each category with emphasis on transition of uses in support of a range of housing types.

Small area planning is another tool that is critical to the implementation of the Land Use Element. A small area plan is a detailed, long-range land-use plan that is focused on a particular size limited area. Small area plans work in conjunction with the 2030 Plan and guide future land-use expectations and with creating development standards specific to a defined area. Small area plans provide a greater level of land use analysis, building design and arrangement, and roadway connectivity than the Future Land Use Map. As part of this Update, Georgetown completed a small area Plan, the Williams Drive Gateway Subarea Plan., which begins on page 53.



Key Takeaways: Land Use

Georgetown’s small-town feel and high quality of life have helped the City remain a unique place despite rapid regional growth and change in the last 20 or more years. However, the transition between small-town Georgetown and urban/suburban Austin area communities has blurred with the outward growth in central Texas. Despite the rapid growth, Georgetown remains a predominantly low-density community with nearly half of the planning area currently vacant.

The City uses a variety of zoning tools to address special development areas, including zoning overlays and special districts. A large portion of the City limits – 30 percent – is zoned as a Planned Unit Development (PUD). Extensive use of PUDs frequently indicates that the existing zoning districts do not meet the City’s current development needs.

LAND USE

Existing Conditions

Existing Land Use

Existing land use refers to the use of every parcel at the time of this update, regardless of the underlying zoning. Existing land use is important to consider to understand the land use composition of Georgetown today and to track changes in the overall land use pattern over time. This analysis includes the City limits, extraterritorial jurisdiction (ETJ), and the planning area (i.e., the combined City limits and ETJ). Existing land use was determined by the Williamson County Appraisal District’s classifications and through aerial imagery.

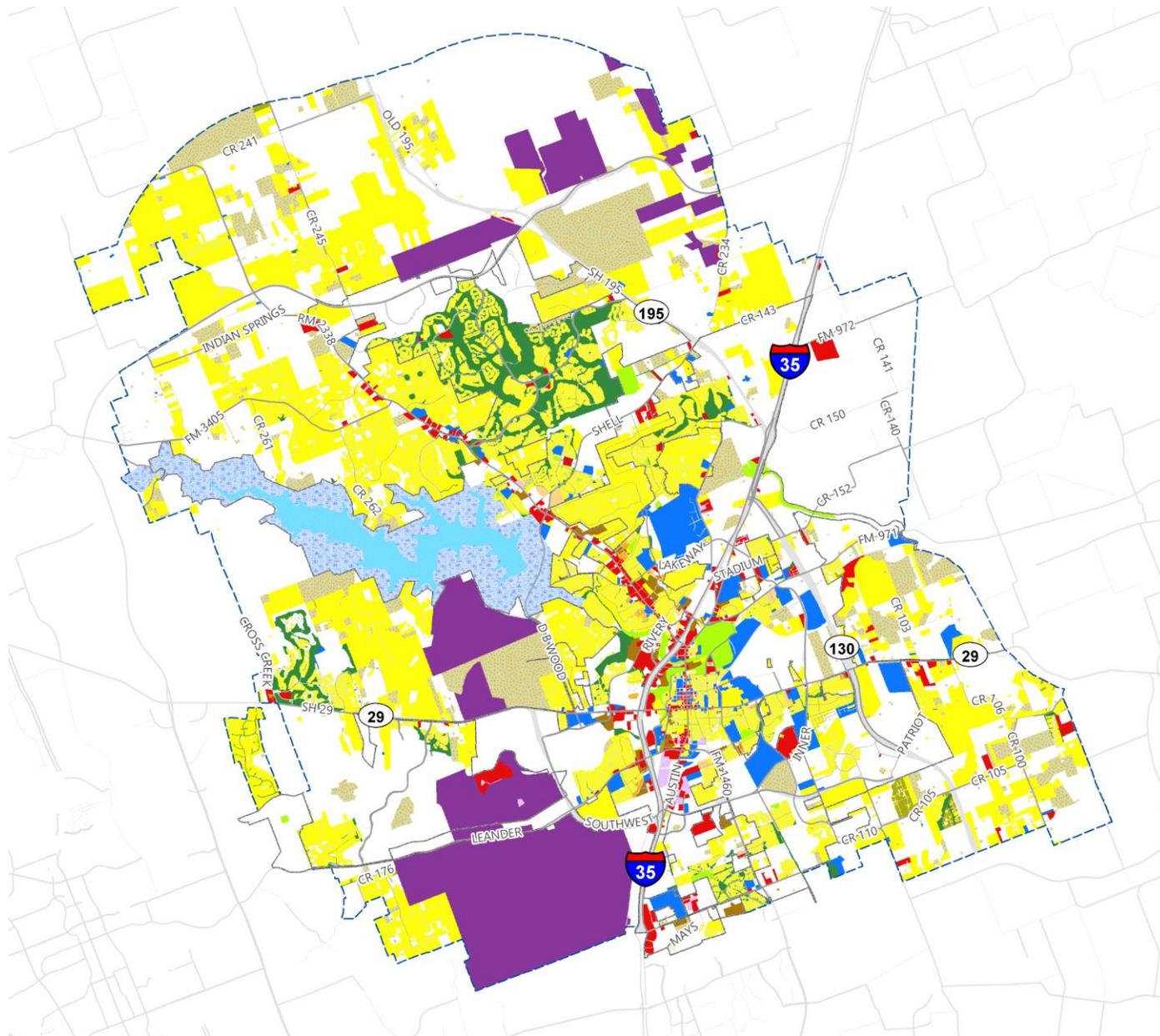
Key highlights of the existing land use analysis include the following:

- Approximately 42 percent of the total planning area is vacant.
- Within the City limits, about 66 percent is developed, including 25 percent utilized for the lake and right-of-way, 22 percent for residential uses, six percent for public uses, and four percent for nonresidential uses. The remaining 34 percent is vacant.
- Within the ETJ, about 55 percent is developed, including 36 percent residential, 13 percent nonresidential, four percent for right-of-way, and two percent for public and other similar uses. The remaining 45 percent is vacant.

Figure 20. Existing Land Use Acreage (as of 1/22/2020)

Existing Land Use	City		ETJ		Planning Area	
	Acres	%	Acres	%	Acres	%
Subtotal: Residential	8,532	22%	28,314	36%	36,846	32%
Ag./Rural Residential	963	3%	6,124	8%	7,087	6%
Single Family	6,891	18%	21,984	28%	28,875	25%
Two-Family (Duplex)	81	0.2%	4	0.01%	85	0.1%
Townhome	177	0.5%	5	0.01%	182	0.2%
Multi-Family	411	1%	0	0.0%	411	0.4%
Manufactured Home	9	0.02%	197	0.3%	206	0.2%
Subtotal: Nonresidential	1,540	4%	10,321	13%	11,861	10%
Office/Retail/Commercial	1,245	3%	852	1%	2,097	2%
Light Industrial	158	0.4%	23	0.03%	181	0.2%
Heavy Industrial	137	0.4%	9,446	12%	9,583	8%
Subtotal: Public	5,252	14%	1,200	2%	6,452	6%
Parks/Open Space	621	2%	124	0.2%	745	1%
Private Recreation	2,371	6%	739	1%	3,110	3%
Public/Semi-Public	2,260	6%	337	0.4%	2,597	2%
Subtotal: Other	9,613	25%	3,044	4%	12,657	11%
Right-of-Way	4,518	12%	2,924	4%	7,442	9%
Lake/Corps of Engineers	5,095	13%	120	0.2%	5,215	4%
All Developed	24,937	66%	42,879	55%	67,816	58%
Vacant	13,111	34%	35,262	45%	48,373	42%
TOTAL	38,048	100%	78,141	100%	116,189	100%

Figure 21. Existing Land Use Map (as of 1/22/2020)



Classification: Light vs. Heavy Industrial

Light industrial uses are typically conducted entirely inside and include uses such as light manufacturing and assembly. Such uses often generate truck traffic.

Heavy industrial uses may have outside storage or on-site excavation. Such uses may generate noise, light, dust, vibration, and other impacts.

- Agriculture/Rural Residential
- Single Family
- Two-Family (Duplex)
- Townhome
- Multi-Family
- Manufactured Home
- Office/Retail/Commercial
- Light Industrial
- Heavy Industrial
- Parks and Open Space
- Private Recreation
- Public/Semi-Public
- Right-of-way
- Lake Georgetown
- Lake/Corps of Engineers
- Vacant
- Georgetown City Limits
- Georgetown ETJ



LAND USE

Existing Zoning

Zoning refers to the classification of land into zoning districts and the prescribed land uses and development standards for each category. Georgetown is zoned in 17 zoning districts, with the largest districts being Residential Single-Family (42 percent) and Agriculture (27 percent).

The next largest zoning districts are General Commercial, Public Facility, Local Commercial, Industrial, and High-Density Multi-Family. The remaining districts each constitute one percent or less of the land area within the City limits.

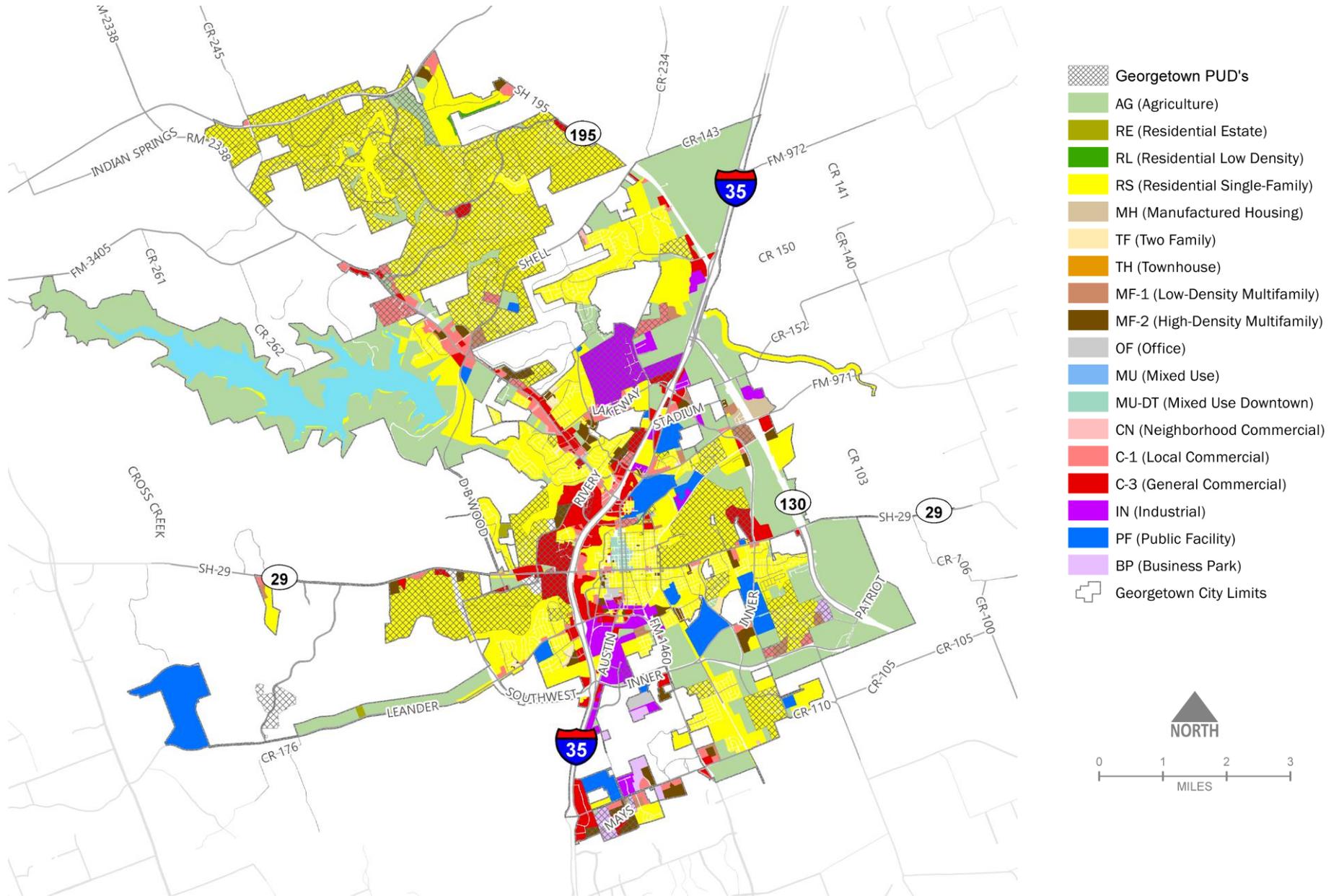
Agricultural zoning designations are located generally around the periphery of the City, with Commercial and Industrial districts concentrated along the major corridors.

Over 11,597 acres (30 percent) are zoned as a Planned Unit Development (PUD), shown with hatching in **Figure 23**. PUDs are a type of zoning district that are negotiated between the applicant and City to result in a development product that cannot otherwise be achieved through the City’s typical zoning requirements. PUDs utilize a base zoning district with specified modifications for the proposed development. (Note that the acres in **Figure 22** are based on the underlying base district.) Substantial usage of PUD zoning is often indicative of an issue with the zoning requirements in place, as they are unable to accommodate innovative and desirable development.

Figure 22. Existing Zoning Acreage (as of 1/22/2020)

Zoning Category	City	
	Acres	%
Agriculture	10,170	27%
Residential Estate	37	0.1%
Residential Low Density	30	0.1%
Residential Single-Family	16,078	42%
Manufactured Housing	82	0.2%
Two Family	88	0.2%
Townhouse	10	0.03%
Low-Density Multifamily	251	1%
High-Density Multifamily	672	2%
Office	130	0.3%
Mixed Use Downtown	69	0.2%
Neighborhood Commercial	24	0.1%
Local Commercial	1,092	3%
General Commercial	1,711	4%
Industrial	1,290	3%
Business Park	232	1%
Public Facility	1,472	4%
Total Zoned Land	33,438	88%
Acreage used as right-of-way, included for total acreage discrepancy	4,610	12%
TOTAL	38,048	100%

Figure 23. Existing Zoning Map (as of 1/22/2020)



LAND USE

Population Projections

Population projections helps Georgetown plan for future infrastructure, public safety services, recreational amenities, and many other considerations. **Figure 24** includes population projections for the City of Georgetown within city limits, through 2030 using annual growth rates based on the following:

- Williamson County projected population increase of 2.5 percent each year (Texas Demographic Center)
- Austin-Round Rock MSA projected population increase of 3.4 percent each year (Texas Demographic Center)
- Georgetown’s historic average annual growth rate from 2010-2016 of 5.1% (U.S. Census)

As shown, the projected population for 2030 ranges from nearly 84,000 to over 119,200. For future planning purposes, the City uses the 5.1 percent projected growth rate to reflect the recent growth trends and the development that is currently planned within the City.

Figure 24. Population Projection Scenarios

	Growth Rate Similar to County	Growth Rate Similar to MSA	Georgetown Recent Growth Rate
Year	2.5%	3.4%	5.1%
2016	59,436	59,436	59,436
2017	60,922	61,457	62,467
2018	62,445	63,546	65,653
2019	64,006	65,707	69,001
2020	65,606	67,941	72,520
2021	67,246	70,251	76,219
2022	68,928	72,639	80,106
2023	70,651	75,109	84,192
2024	72,417	77,663	88,485
2025	74,227	80,303	92,998
2026	76,083	83,034	97,741
2027	77,985	85,857	102,726
2028	79,935	88,776	107,965
2029	81,933	91,794	113,471
2030	83,982	94,915	119,258

Growth Scenarios

As part of the update to the Land Use Element, the City of Georgetown developed growth scenarios for 2030 to evaluate the balance of land uses in the Future Land Use Map and describe how and where Georgetown could grow over the next 10 years.

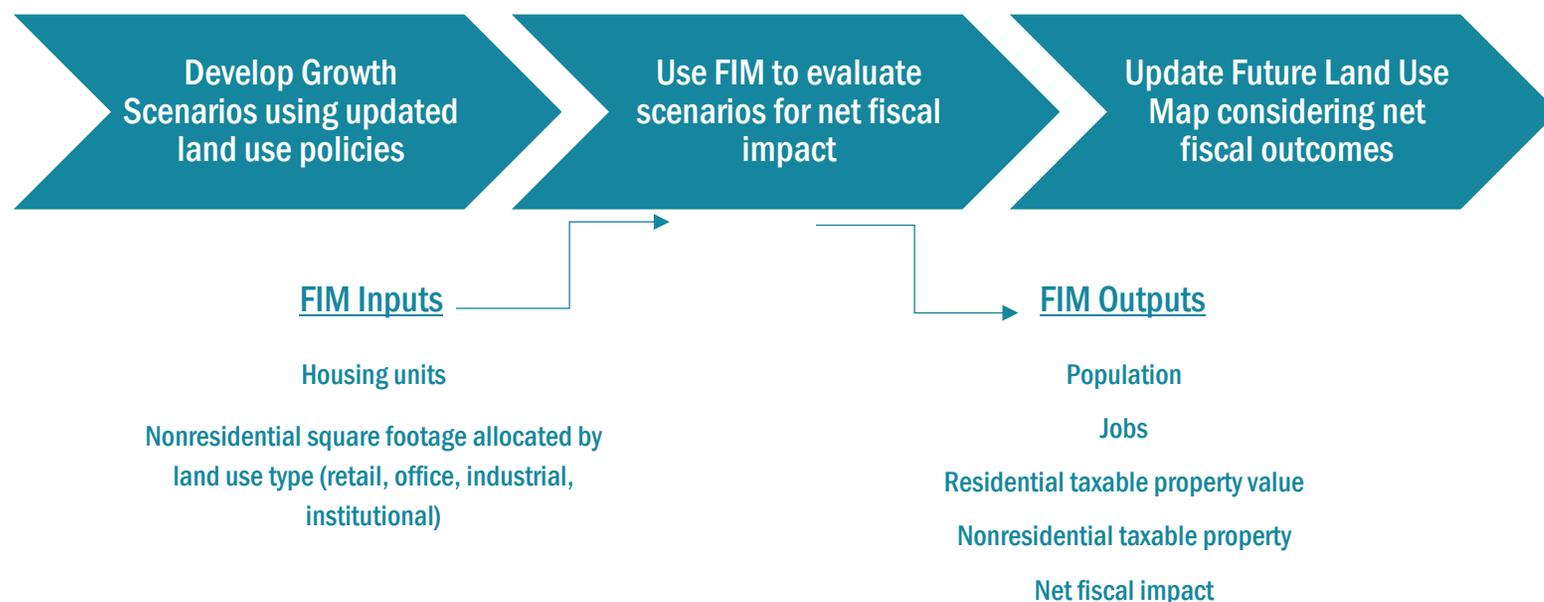
The Steering Committee considered 10 land use scenarios using physical maps and Lego building blocks. The Lego building blocks represented residential (yellow) and nonresidential (red) future land uses. The Steering Committee identified key nonresidential areas within the planning area where growth is expected or desired and to distribute the residential and nonresidential Legos accordingly.

The project team then used the Fiscal Impact Model (FIM) to project nonresidential square feet, jobs, residential and nonresidential taxable property value and a net fiscal impact for the land distribution by the Steering Committee.

Together, the map and the resulting projections represent a scenario of growth. The City then used the FIM to evaluate the net fiscal outcome of the Steering Committee growth scenarios against existing development trend and cost to serve data in the FIM. The comparison of the net fiscal outcomes of the various scenarios against existing development was a consideration of the arrangement of land uses in the final Future Land Use Map.

For additional information on the growth scenarios process, see Appendix I: Fiscal Impact/Growth Scenario Memo.

Figure 25. Growth Scenarios Process Summary



LAND USE

Target Areas

Georgetown will make land use decisions that promote the development and redevelopment of target areas, which include specifically the following areas:

South and North Austin Avenue

Development will support the character and quality feel of the downtown area. Gateway standards will assist with creating an entrance and distinct feel.

Downtown and Neighborhoods in Transition Areas

Several neighborhoods (including downtown and neighborhoods in transition areas identified in the Downtown Master Plan) are experiencing development pressures with changes in traffic and commercial development interest.

Shell Road and SH 195

Key transportation corridor and the need to promote commercial uses that serve nearby residential development.

Williams Drive

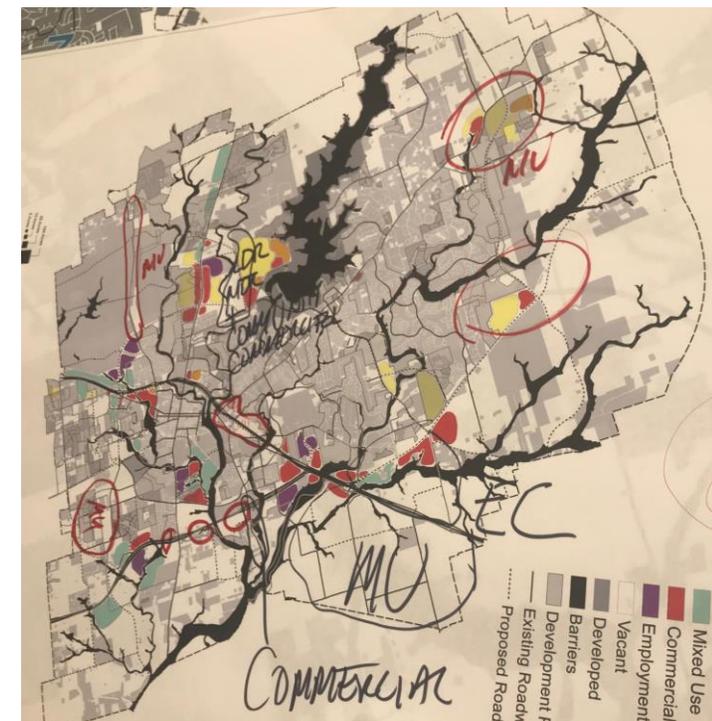
Existing utilities, major transportation corridor, established residential developments and continual redevelopment.

Southeast Georgetown Neighborhood

Residential development as boomed in the southeast quadrant of Georgetown. As development continues, a need for shared greenspace and commercial amenities is critical to the area.



Figure 26. Target Area Identification Steering Committee Exercise



Future Land Use Policies



Policy LU.1 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.

- » Creating opportunities for a balance of land uses throughout the community and access to retail and service amenities was a key feedback theme throughout the comprehensive planning process. Commercial nodes and maximum percentage of commercial development within residential future land use categories have been designed and located to help spread out commercial opportunities throughout the community. Improving the interface between residential and non-residential is a priority of this policy.
- » Balance is achieved by following the target ratios outlined in each Future Land Use category.
- » Gradual transitions in intensities may be achieved through:
 - » Site planning in which building location, orientation, and building design have been designed to be consistent with the surrounding development.
 - » Placement of more intense/dense uses near the center of the area where services and transportation networks are more established; less intense/dense uses are located towards the periphery.
 - » Utilization of multi-family development and moderate density single-family residential uses as a way to support neighborhood commercial uses and improve the transition between commercial and single-family residential uses.



Policy LU.2 Promote more compact, higher density, well-connected development within appropriate infill locations.

- » Population growth and housing affordability are placing an ever-increasing demand for alternatives to low density, single-family detached housing. Compact development can range in density but is generally supportive of a minimum of six units per acre.
- » Appropriate infill sites are surrounded by existing development with interconnected streets and utility systems to support higher density residential uses or appropriately scaled commercial uses.
- » Higher density compact development features:
 - » Proximity to amenities and open space areas.
 - » Complimentary housing opportunities that may be missing within the neighborhood.
 - » Integrates with existing development.
 - » Promoted through public-private partnerships, programs and/or tailored development standards.



Policy LU.3 Promote development of complete neighborhoods across Georgetown.

- » Georgetown has well designed and maintained neighborhoods. Well maintained and stable neighborhoods provide a high quality of life for residents. As new neighborhoods develop, they include a variety of housing forms and price-points, access to neighborhood serving commercial and recreational amenities.



Policy LU.4 Encourage redevelopment in target areas.

- » Redevelopment is the clearing of land and construction of new buildings, the conversion of existing buildings to a different use, or a combination of the two. Redevelopment in target areas is encouraged in a variety of ways and may include: small area planning, intentional infrastructure investment, and/ or specialized development standards.
- » Identified target areas include:
 - » Williams Drive, South and North Austin Avenue, and Downtown
- » Redevelopment opportunities Georgetown is seeking include:
 - » Neighborhood supporting commercial uses.
 - » Access to open space and recreational opportunities.
 - » Missing housing products.



Policy LU.5 Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.

- » Reuse is the process of utilizing an existing building for a purpose other than which it was originally built or designed. Opportunities may include areas in need of additional infrastructure improvements, or target areas.
- » Development and reuse initiatives may be promoted through:
 - Small area plans;
 - Financial incentives; and
 - Public-private partnerships.
 - Financial incentives for reinvestment in historic properties.

LAND USE



Policy LU.6 Continue to promote diversification of uses while strengthening the historic character and supporting the existing historic neighborhoods.

- » Maintaining the small town feel of Georgetown has been one of the primary pieces of feedback we received when conducting the public outreach as part of this comprehensive plan. The historic character of downtown and old town is a key contributor to preserving and strengthening the small town feel that attracted and retained so many.
- » Uses may include commercial and other neighborhood supporting development built at a scale and intensity that complements the character of neighborhoods identified as historic resources.
- » Implementation of the Downtown Master Plan.
- » Utilizing a small area plan approach to the planning of the transition zones identified on the periphery of the downtown overlay district.



Policy LU.7 Strengthen Georgetown's image and quality feel within enhanced gateways and commercial corridors.

- » Georgetown's image is defined through heightened and tailored standards for established Image Corridors, gateways as envisioned in the Gateways and Image Corridors chapter of the Land Use Element.
- » Superior development standards that support Georgetown's image are applied to intense uses along commercial corridors when evaluating special use permits, planned unit developments and other special districts.



Policy LU.8 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.

- » Georgetown's target industries include advanced manufacturing, life sciences, and professional services, as identified by the Target Industry Analysis (2017).
- » Promotion takes place through tailored development standards and through the coordination with the City of Georgetown Economic Development Department, Georgetown Development Alliance, and other similar organizations.
- » Land uses are protected through the application of land use ratios and care taken to ensure developments include supporting services.
- » Diversify the City's tax base by ensuring developments include supporting services within the land use ratios.



Policy LU.9 Adopt development practices that preserve and enhance the environment.

- » Regulatory standards support water and energy conservation and create compact and walkable environments.



Policy LU.10 Support the City's growth and development using a decision framework that promotes fiscal health, safety, and quality of life for our current and future residents.

- » Decisions on how and where city grows are intentional and meet land use and economic development strategies.



Policy LU.11 Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.

- » Compact developments include:
 - » destinations within walking distance (typically ¼ mile)
 - » short block lengths (typically 250-500 feet)
 - » pedestrian accessible amenities such as open space for gathering, benches, lighting and landscaping
- » Housing choices meets community vision for diversity (range of housing types, price points, and lot sizes) as described in Housing Element



Policy LU.12 Support public safety services and infrastructure to ensure that Georgetown continues to be a safe, welcoming community that serves all residents.

- » Consider emergency response levels of service when evaluating requests for growth and density.



Policy LU.13 Promote development decisions that serve the needs of our interlocal government partners.

- » Coordinate with other jurisdictions through joint planning and shared use agreements in land use decisions

LAND USE



Policy LU.14 Ensure that the subdivision and development processes include consideration of the way in which residential lots relate to parks and open space, emphasizing adjacency and accessibility to parks and open space.

- » Prioritization of active and passive open space in neighborhood design.



Policy LU.15 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.

- » Provision of infrastructure as an economic development tool, incentivizing development in targeted areas.



Policy LU.16 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.

- » Provision of infrastructure as an economic development tool, incentivizing development in targeted areas.

Future Land Use

Future Land Use Distribution

Spatially, Georgetown’s planned future land use pattern is expressed as a framework of areas, major corridors, and nodes. This concept has proven effective for guiding the physical development of the city toward greater land use efficiency, land use diversity, and connectivity.

The land use concept accomplishes its goals by establishing *areas* that identify large areas of cohesive development character, which are served by supportive uses at strategic locations. Commercial development is directed to occur primarily within *nodes* at strategic locations, or along *corridors* where a pattern is established or appropriate. A node is a hub or focused center of activity of a certain scale that occurs typically at the intersection of major roadways. Nodes are located at key locations to serve the needs of the surrounding community (whether one neighborhood or a group of neighborhoods). Nodes shown on the Future Land Use Map are not intended to be exact representations of the size or configuration of development areas or buildings, but rather to convey a conceptual idea of the location and extent of a particular land use or mix of uses. Nodes can range in size, from between 30-50 acres for a *Community Center* node, to over 100 acres for a *Regional Center*.

A corridor is an area of land, typically occurring along a major transportation route, which connects two or more geographic areas of the community (e.g., two districts). Corridors may be thought of as elongated nodes of development, with similar sizing and location criteria. They tend to satisfy market needs of auto-oriented uses with frontage along major roadways. Coupled with higher development standards for siting, landscaping, access, design, minimum property size, etc., these corridors encourage greater development quality.

Areas encompass larger geographic areas—usually surrounding or adjoining nodes and corridors—including residential neighborhoods, large-scale mixed-use developments, or employment centers. The location and size of districts vary, depending on use mix, land demand, access, and adjacency requirements. For example, employment centers are typically large and located along freeways or major arterial roads.



LAND USE

A range of individual land use types are appropriate within each Future Land Use category. Arrangements are well integrated and have intentional transitions of density and intensity between uses to promote compatible development. **Figure 27** illustrates an arrangement of uses within area, corridor, and node development patterns. These development patterns are generally applied and the boundaries are meant to be interpreted based on major roadways, geographic features, geopolitical boundaries and established developments. Connectivity between uses may be achieved by vehicular, pedestrian and/or orientation of structures.

Figure 27. General Arrangement of Land Use Patterns

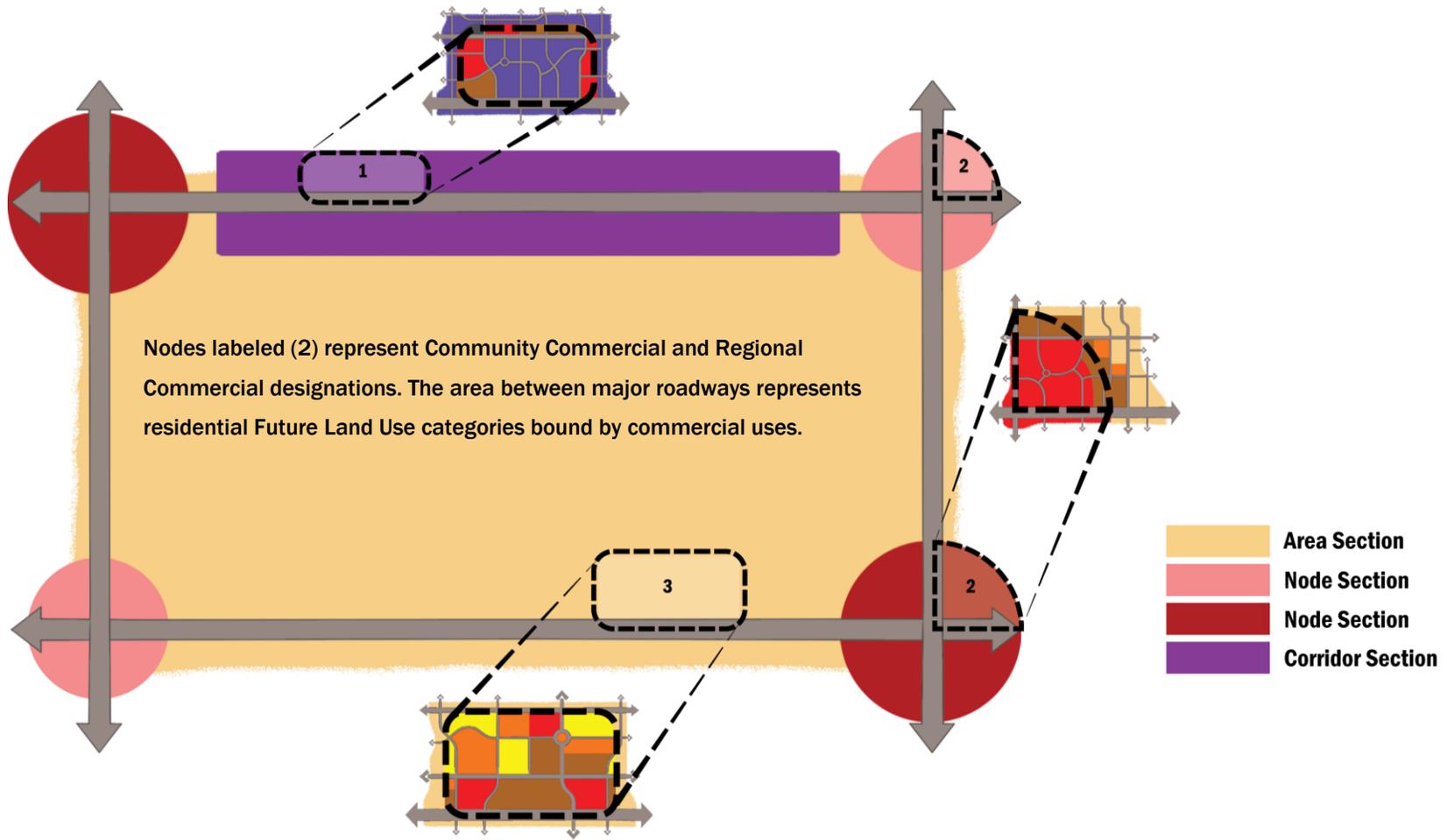
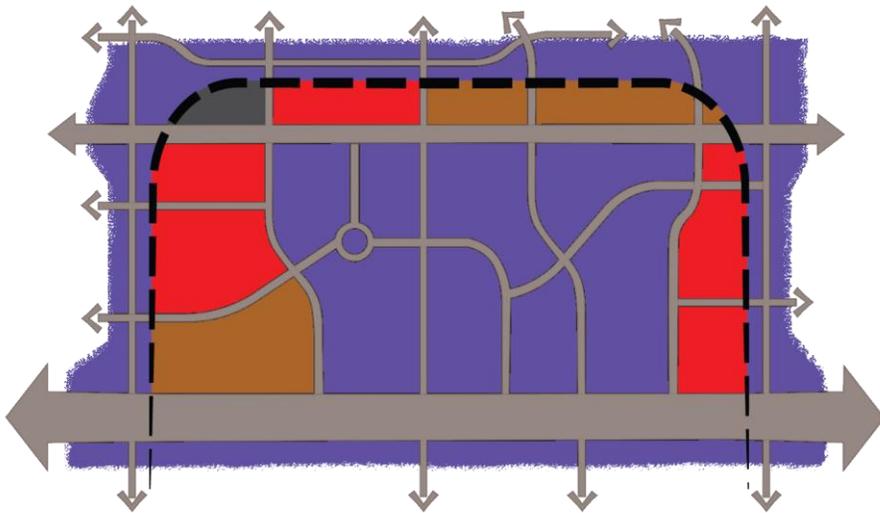


Figure 28. Corridor (Section 1)



The corridor development pattern serves as a transition between commercial and less dense residential development along a major roadway. A corridor development pattern utilizes a network of internal local streets to provide access between the commercial uses and supporting moderate to high density residential uses.

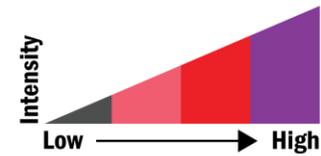
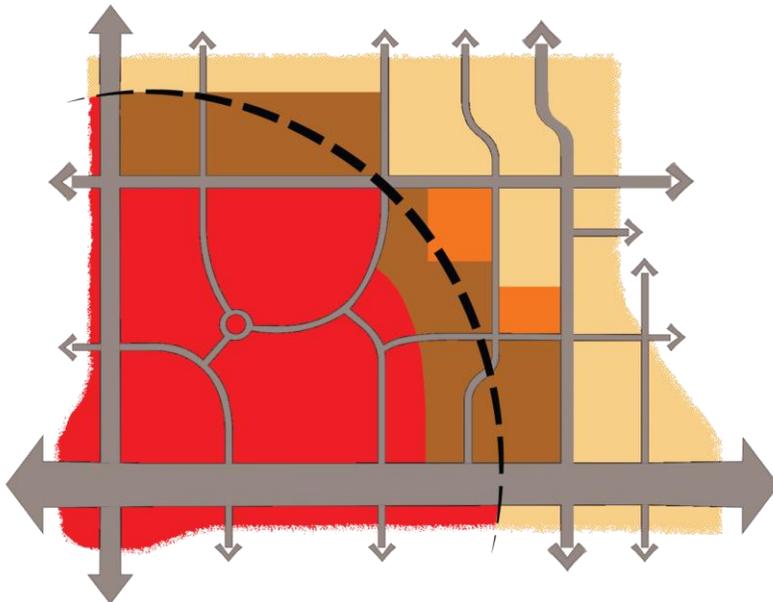


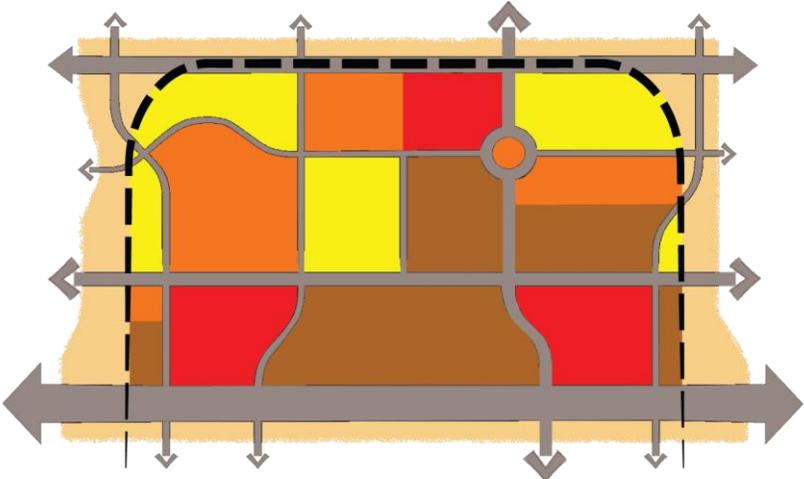
Figure 29. Node (Section 2)



The node development pattern provides a transition of high intensity commercial uses out from an intersection of major roadways to less intense commercial and moderate to high density residential uses. Lesser roadways enable moderate to high density residential uses to be integrated within or immediately adjacent to commercial activities. The size of the node is determined major roadways, geographic features, geo-political boundaries and established developments but are generally $\frac{1}{4}$ to $\frac{1}{2}$ miles from the center.

LAND USE

Figure 30. Area (Section 3)



The area development pattern illustrates the general arrangement of commercial and residential uses. Housing densities are generally arranged in decreasing densities outward from commercial uses.



Future Land Use Map

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety, and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Future Land Use Map (FLUM), shown in **Figure 43**. The FLUM serves as the City’s long-range roadmap to establish an overall framework for the preferred ultimate development pattern of the City based principally on balanced, compatible, and diversified land uses. The FLUM ultimately reflects the City’s long-range statement of public policy and should be used as a basis for future development decisions. Specifically, the plan designates various areas within the City for particular land uses, based principally on the land use strategies outlined herein.

Rural Residential

These large lot, low-density areas preserve the rural atmosphere of Georgetown. Homes are traditional, single-family residences with large front yard setbacks from roadways and large side yard setbacks separating homes to reinforce the rural openess. Supporting nonresidential uses may be located along major thoroughfares with large setbacks and natural buffers from neighboring residential.

Figure 31. Homes along County Road 100



DUA: ≤ 1

Target Ratio: 95% residential, 5% nonresidential

Primary Use: Single-family residential

Secondary Uses: Limited retail and service uses

Neighborhoods

Neighborhood character maintains a suburban atmosphere. Conservation subdivisions (also referred to as “clustering”) encourage the preservation of open space and environmentally sensitive areas. Development standards should adequate open space and efficient roadway and pedestrian connectivity to schools, neighborhood amenities and parks. Supporting nonresidential uses are similar in scale to the residential properties, include appropriate landscaping and buffering standards. Nonresidential uses are located along major thoroughfare bordering neighborhoods or on collectors leading into neighborhoods.

Figure 32. Rivers Edge Rental Homes



DUA: ≤ 5

Target Ratio: 90% residential, 10% nonresidential

Primary Use: Traditional detached single-family homes

Secondary Uses: Limited neighborhood-serving retail, office, institutional, and civic uses

LAND USE

Mixed-Density Neighborhood

Medium density housing options are consistent with and complementary to the traditional single-family neighborhood with emphasis on connectivity and access to neighborhood amenities including schools and parks. Development standards for medium density housing and any nonresidential uses are 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 nonresidential uses are located primarily at arterials and other major roadway intersections and include appropriate buffering and pedestrian orientation to support the surrounding residents.

Figure 33. Oaks at Wildwood Retirement Community



DUA: 5.1-14.0

Target Ratio: 80% residential, 20% nonresidential

Primary Use: Variety of single-family home types (detached, duplex, townhome)

Secondary Uses: Limited neighborhood-serving retail, office, institutional, and civic uses

Community Centers

These areas are typically configured as “nodes” of smaller scale at the intersection of arterial roads and other major thoroughfares. These developments provide local retail, professional office, and service-oriented businesses that serve the residents of Georgetown. While typically auto-oriented, pedestrian connections to the surrounding neighborhoods are 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 integrated and adjacent residential development, these areas emphasize quality building and site design, such as enhanced architectural features, landscaping, and prominent pedestrian facilities.

Figure 34. Service oriented businesses on Williams Drive



DUA: 14 or more

Target Ratio: 80% nonresidential, 20% residential

Primary Use: Small to mid-size retailers

Secondary Uses: Medium and high density residential, local restaurants, specialty retailers, professional office, and civic uses

Regional Centers

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 mixed use encouraged. These developments are typically automobile-oriented with convenient access from major transportation routes and highway interchanges, however internal pedestrian connectivity is maximized and includes opportunities for pedestrian activity.

Figure 36. Sheraton Hotel & Conference Center



DUA: 18 or more

Target Ratio: 75% nonresidential, 25% residential

Primary Use: Large retailers

Secondary Uses: Mixed use, high density residential, chain restaurants, specialty retailers, professional office, and civic uses

Employment Center

Centers with employment-generating uses support heightened economic activity through quality architectural design and well-integrated supporting uses such as retail, restaurants. The inclusion of moderate to 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.

Figure 35. St. David's Georgetown Hospital



DUA: 14 or more

Target Ratio: 80% nonresidential, 20% residential

Primary Use: Advanced manufacturing, life sciences, and professional services

Secondary Uses: Flex workspace, environmentally friendly manufacturing, retail, commercial, high-density residential, and mixed use

LAND USE

Special Area

Special Areas are planned areas that integrate a variety of complementary uses, with an emphasis on retail, offices, and entertainment activities. These centers are unique destinations with emphasis on building design, landscaping and the inclusion of public plazas, green spaces and areas for the public to gather. Special Areas are designed in a pattern of pedestrian-oriented, storefront-style shopping streets, with shared parking and strong pedestrian linkages to the surrounding areas.

Figure 38. Downtown Georgetown



DUA: 14 or more

Target Ratio: Development specific

Primary Use: Mixed use (high-density residential and retail)

Secondary Uses: Medium-density residential, office, commercial, recreational, and civic uses

Institutional

These facilities project a positive image of the community and are located to provide ample public access.

Figure 379. Georgetown City Hall



Target Ratio: 100% nonresidential

Primary Use: Governmental operations, educational uses, religious uses, and major healthcare facilities

Secondary Uses: N/A

Parks and Recreation

Public parks and recreational areas are integrated into and easily accessible from residential neighborhoods and developments. Regional parks are accessible from major thoroughfares.

Figure 40. Garey Park



Target Ratio: 100% nonresidential
Primary Use: Parkland, trails, and other recreational amenities
Secondary Uses: N/A

Open Space

Floodplains and other natural or environmentally sensitive areas are preserved as open space. No development is anticipated in these areas.

Figure 39. San Gabriel Riverside



Target Ratio: 100% nonresidential
Primary Use: Parkland, trails, and other recreational amenities
Secondary Uses: N/A

LAND USE

Mining

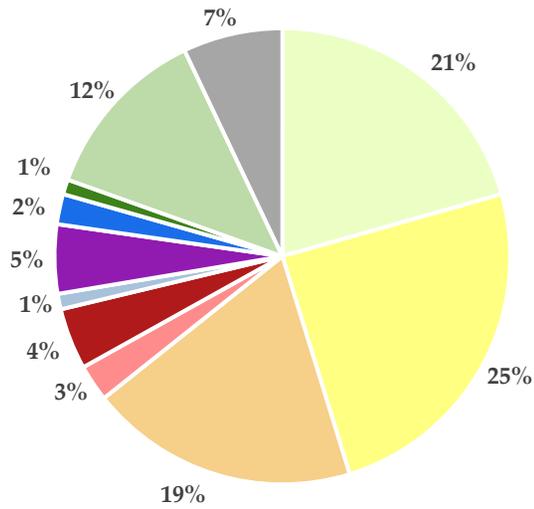
This use designation includes current mining operations. Care should be taken to protect adjacent uses from adverse impacts associated with these activities.

Figure 41. Quarry Operation



Target Ratio: 100% nonresidential
Primary Use: Mining
Secondary Uses: N/A

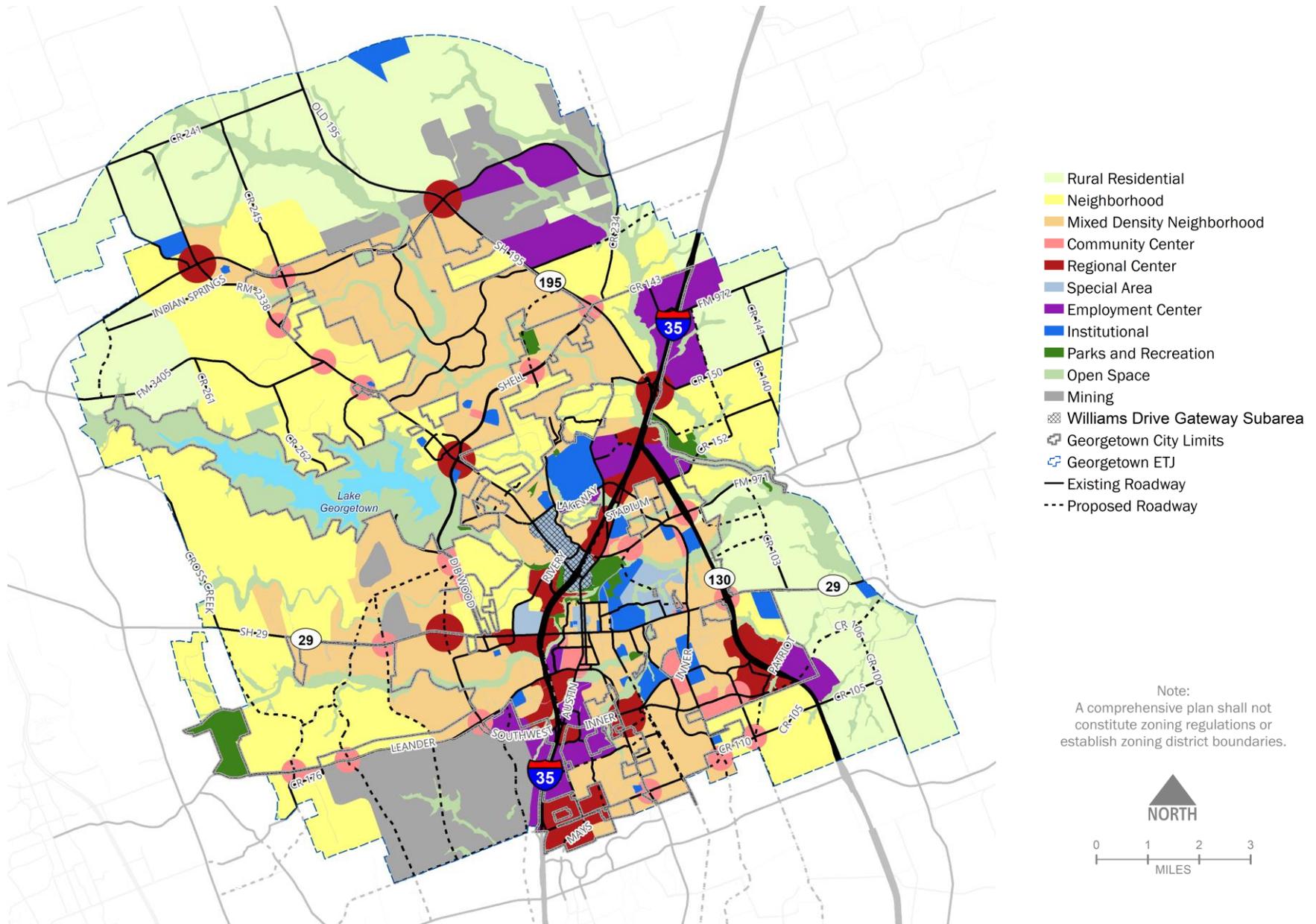
Figure 42. Future Land Use Acreage



Future Land Use Category	City		ETJ		Planning Area	
	Acres	%	Acres	%	Acres	%
Rural Residential	83	0.2%	23,853	31%	23,936	21%
Neighborhood	2,692	7%	25,915	33%	28,607	25%
Mixed Density Neighborhood	15,328	40%	6,853	9%	22,181	19%
Community Center	1,522	4%	1,500	2%	3,022	3%
Regional Center	3,974	10%	1,075	1%	5,049	4%
Special Area	1,273	3%	6	0.01%	1,279	1%
Employment Center	2,255	6%	3,434	4%	5,689	5%
Institutional	1,956	5%	532	1%	2,488	2%
Parks and Recreation	933	2%	292	0%	1,225	1%
Open Space	7,992	21%	6,507	8%	14,499	12%
Mining	40	0.1%	8,166	10%	8,206	7%
TOTAL	38,048	100%	78,133	100%	116,181	100%

LAND USE

Figure 43. Future Land Use Map





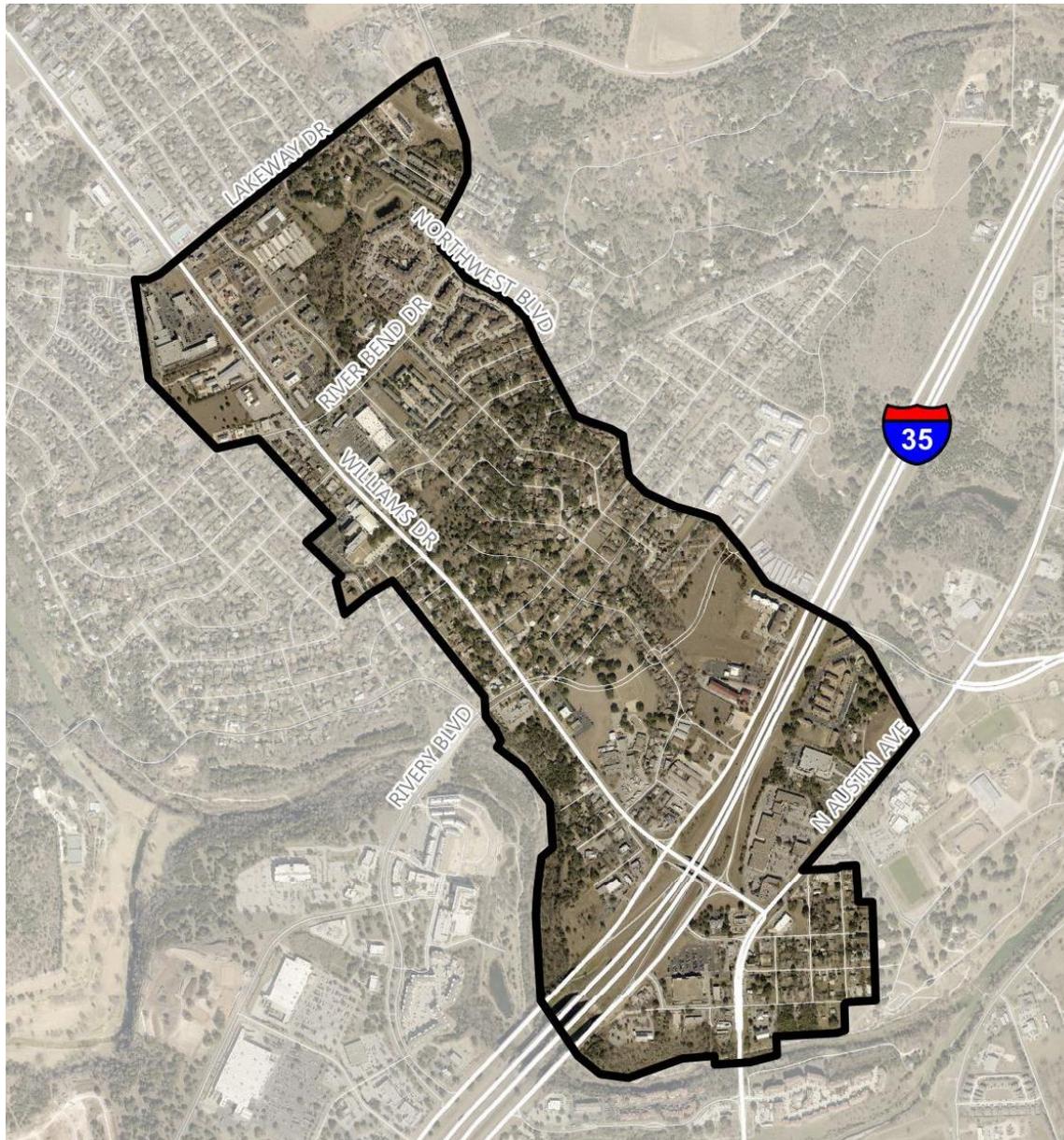
WILLIAMS DRIVE GATEWAY PLAN

WILLIAMS DRIVE GATEWAY PLAN

Introduction

The plan focuses on a 558-acre area consisting of established neighborhoods and commercial development along Williams Drive between San Gabriel Park and Lakeway Drive, along with the adjacent developments and neighborhoods. The vision of the plan is a vibrant mixed-use center and gateway, and establishes policies for future development of the area. This plan designates future land uses, desired street networks, and public and private improvements. This plan provides City-adopted policy direction to guide decision-making and prioritization of development opportunities, transportation improvements, and partnerships.

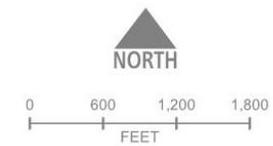
Figure 44. Subarea Aerial Imagery



Existing Conditions

Williams Drive is a critical east-west corridor in Georgetown, and its redevelopment as a corridor and gateway has been of interest to the City of Georgetown since 2003. Williams Drive begins just east of I-35 at N. Austin Avenue; serves as an above-grade crossing of I-35; and continues northwest through the City, forming key intersections at Rivery Boulevard, Bootys Crossing Road, Shell Road, and Del Webb Boulevard before exiting the City limits at Jim Hogg Road.

 Subarea Boundary



WILLIAMS DRIVE GATEWAY PLAN

Land Use

Within the Williams Drive Subarea there are several key land use patterns:

- Approximately 27 percent of the area is comprised of office/retail/commercial uses, mostly taking the form of businesses fronting Williams Drive or I-35.
- 20 percent of the area is comprised of single-family developments.
- Approximately 8 percent of the area is comprised of institutional uses including public/semi-public, parks and open space, and private recreation.
- Less than 9 percent of land within the area is vacant, meaning there are more opportunities for development.

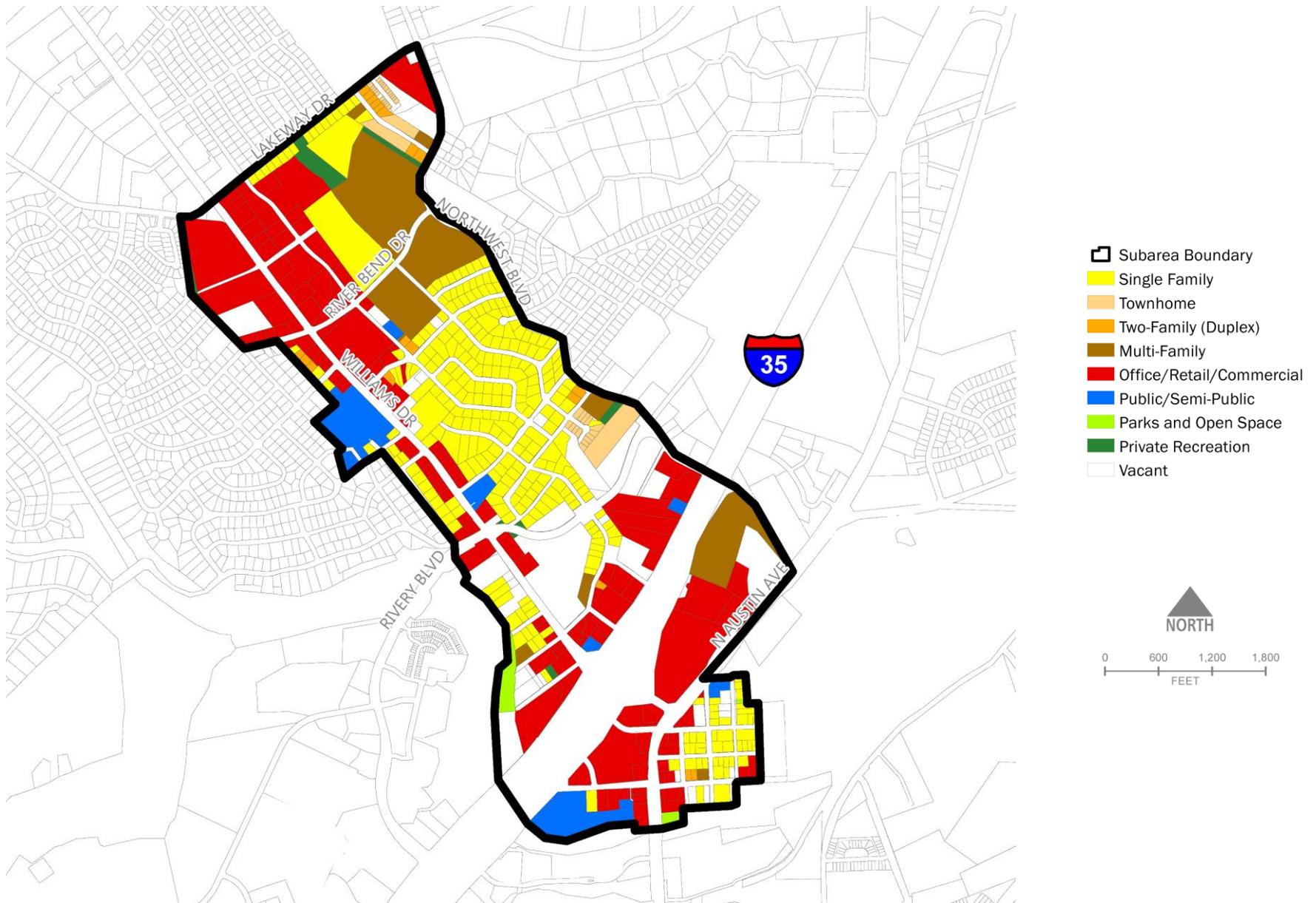
Figure 46. Vacant Lot along Williams Drive



Figure 45. Existing Land Use Acreage

Land Use	Acres	%
Office/Retail/Commercial	150.0	27%
Right-of-Way	137.5	25%
Single-Family	109.6	20%
Multi-Family	52.7	9%
Public/Semi-Public	32.9	6%
Parks and Open Space	7.3	1%
Townhome	6.8	1%
Two-Family	6.6	1%
Private Recreation	5.6	1%
Total Developed	509.0	91%
Vacant	48.8	9%
Total	557.8	100%

Figure 47. Subarea Existing Land Use



WILLIAMS DRIVE GATEWAY PLAN

Zoning

The following zoning districts are presently prescribed for the Subarea. It should be noted that this document does not control or change the City’s zoning.

- The largest zoning district designation in the Subarea is C-3 (General Commercial), covering 36 percent of the area and is primarily concentrated along I-35 and between River Bend Drive and Lakeway Drive.
- RS (Residential Single Family) comprises 29 percent of the Subarea, located mostly in a concentrated area northeast of Williams Drive.
- The next largest zoning district is C-1 (Local Commercial).
- Less than 1 percent of the land is used for TF (Two Family), MF-1 (Low-Density Multifamily), TH (Townhouse), PF (Public Facility), or CN (Neighborhood Commercial).

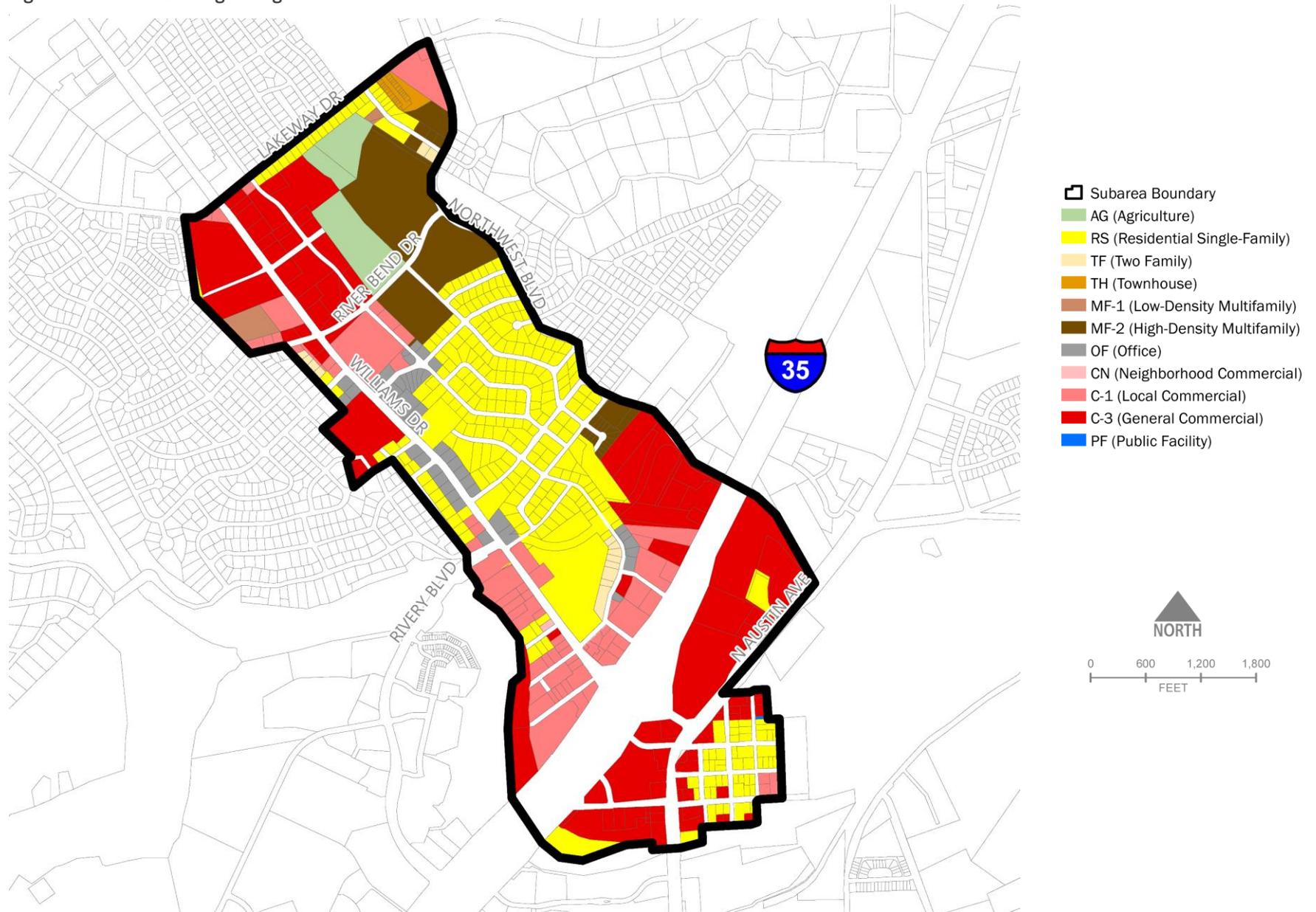
Figure 49. Shopping Center along Williams Drive



Figure 48. Existing Zoning Acreage

Zoning District	Acres	%
C-3 (General Commercial)	153.6	36%
RS (Residential Single-Family)	122.9	29%
C-1 (Local Commercial)	59.0	14%
MF-2 (High-Density Multifamily)	45.9	11%
AG (Agriculture)	18.3	4%
OF (Office)	16.5	4%
TF (Two Family)	4.3	1%
MF-1 (Low-Density Multifamily)	3.8	1%
TH (Townhouse)	2.9	1%
PF (Public Facility)	0.7	0.2%
CN (Neighborhood Commercial)	0.3	0.1%
Total	428.2	100%

Figure 50. Subarea Existing Zoning



WILLIAMS DRIVE GATEWAY PLAN

Aesthetic Features

A community's look and feel is critical to the perception of a community for residents, business owners, and visitors alike. The following section outlines the existing features that contribute to the appearance of the corridor.

Signage

Signs are regulated by Chapter 10 of the City's Unified Development Code, which requires monument signs along the Williams Drive corridor; however, a variety of sign types currently exist.



Branding

No significant branding measures (City or district signage, consistent building materials, or sign materials) are present within the Subarea, except for the Georgetown "G" painted on the water tower behind Fire Station 2.



Sidewalks

Although sidewalks are installed along much of the corridor, there are numerous gaps that create challenges for pedestrians. Signaled intersections include marked crosswalks and ramps.



Landscaping

The most notable landscaping along the corridor is the presence of existing, mature trees. Landscaping provided by new developments generally includes a perimeter landscape buffer with young trees and shrubs.



Lighting

Street lighting along the roadway is provided via traditional timber utility poles. Many private parking lots utilize lighting elements for the parking areas. No pedestrian-scale lamp posts or unique designs exist.



WILLIAMS DRIVE GATEWAY PLAN

Williams Drive Study

The 2017 Williams Drive Study is one of the most comprehensive and recent efforts to enhance the mobility, land use, and appearance of Williams Drive. Prepared by the Capital Area Metropolitan Planning Organization (CAMPO) in partnership with the City of Georgetown, the study includes “specific recommendations and concepts [that] were developed within the context of CAMPO’s Platinum Planning Program, which prioritizes multimodal transportation, mixed land use, housing choices, environment, economic development, and equity.”

In the study, Williams Drive was divided into two separate zones: the Corridor Area and Center Area. The Center Area boundary defines the Subarea boundary for this 2030 Plan Update. The Williams Drive Study provides individual concept plans for different segments of Williams Drive. The Williams Drive Study envisions the Center Area as a “vibrant mixed-use center and gateway” and defines the area as Lakeway Drive to Austin Avenue including land to Northwest Boulevard. The objective for the Center Area plan is to create a vibrant, mixed-use, walkable activity center.

Key Features of the Center Area:

Make Connections Through and Within the Center Area

1. Improve connections between parcels.
2. Use deep sites to create a network of streets (not just a corridor).
3. Create a safe bicycle route.
4. Connect to the river trail.
5. Create transit stops.
6. Fill in the sidewalk gaps.
7. Close redundant curb cuts.
8. Ensure traffic calming for parallel connections.

Use Catalytic Sites to Promote a New Form of Development

9. Create a context sensitive mixed-use center that extends toward the Downtown area.
10. Promote transit-supportive development densities.
11. Widen sidewalks and add street trees and lights.
12. Pull buildings up to the street.
13. Slow traffic on Williams Drive.

Enhance the Urban Form and Character of the Area

14. Encourage mixed-use development.
15. Strengthen Subarea identity.
16. Create new open spaces within large development sites.
17. Use the amenity of the river to organize new development.
18. Develop enhanced standards for landscaping and signage.

WILLIAMS DRIVE STUDY

Final Study



WILLIAMS DRIVE GATEWAY PLAN

Williams Drive Gateway Plan Policies



Policy WD.1 Make connections through and within the Subarea (Connectivity).

- » Improve Connections Between Parcels
- » Use Deep Sites to Create a Network of Streets (Not Just a Corridor)
- » Create a Safe Bicycle Route
- » Fill in the Sidewalk Gaps
- » Close Redundant Curb Cuts
- » Create Transit Stops
- » Ensure Traffic Calming for Parallel Connections
- » Widen Sidewalks, Add Street Trees and Lights
- » Slow Down the Traffic on Williams Drive



Policy WD.2 Enhance the urban form and character of the Subarea (Land Use).

- » Encourage Mixed-Use Development
- » Create a Context Sensitive Mixed-Use Center that Extends toward the Downtown Area
- » Promote Transit-Supportive Development Densities
- » Pull Buildings Up to the Street
- » Strengthen Subarea Identity
- » Create New Open Spaces Within Large Development Sites
- » Use the Amenity of the River to Organize New Development
- » Develop Enhanced Standards for Landscaping and Signage



Policy WD.3 Use strategic public/private partnerships to promote a new form of development (Opportunities for Partnerships).

- » The vision for the Williams Drive Gateway requires coordinated investments by the City and property owners. The City has a special finance district in place within the Gateway and has identified capital improvements which support the desired development pattern of the Gateway. Through public and private partnerships, the City and interested land owners can work together to achieve the vibrant, mixed use, walkable activity center the community seeks.

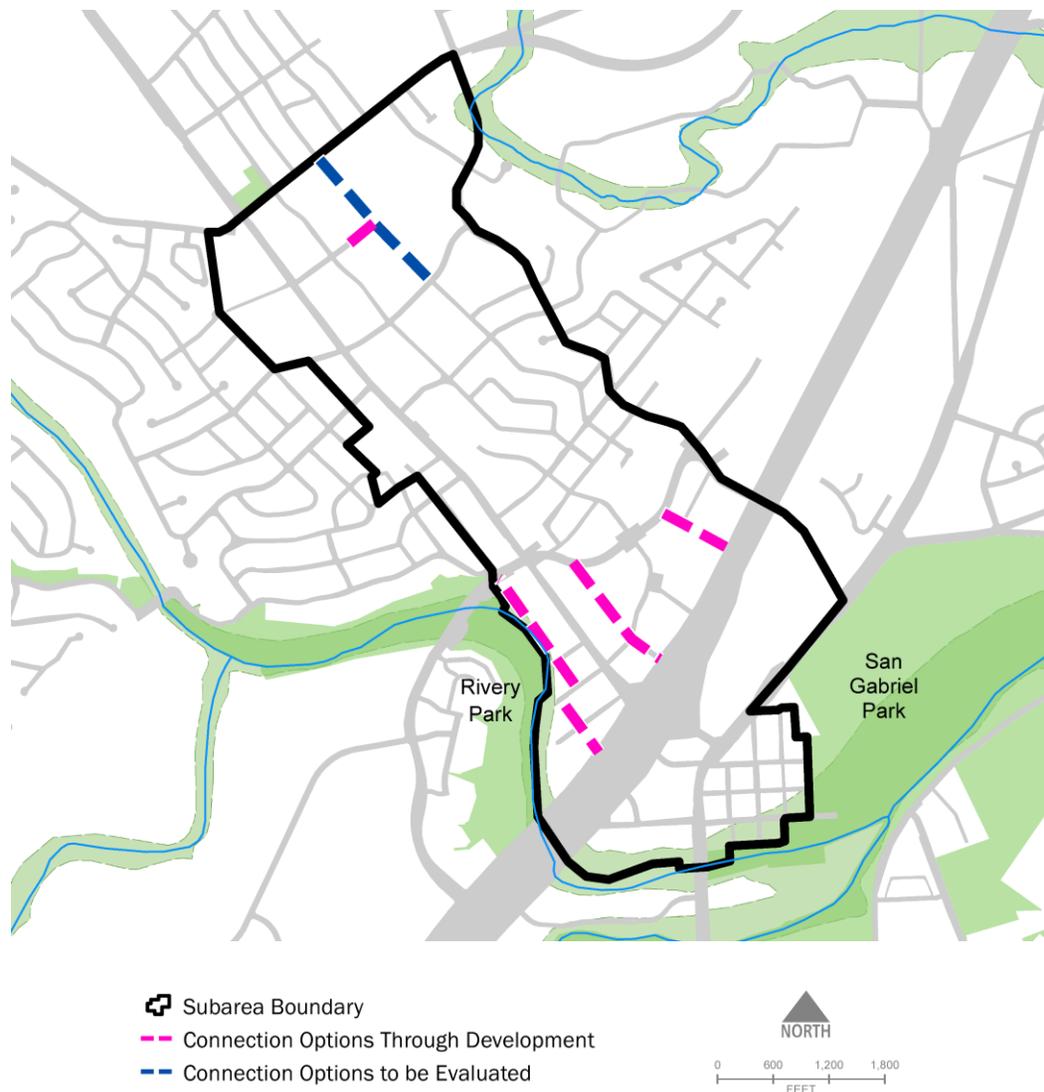
Connectivity

Transportation is a resource for the Williams Drive Subarea; proximity to transportation alternatives and location along the major east-west corridor north of the San Gabriel River are assets unique to this area. Combining the existing access and connectivity with the land use potential provides opportunity for the gateway. Providing additional, quality connectivity through the opportunity created by redevelopment will enhance the functionality of the gateway, better serve existing community assets of parks, schools and neighborhood civic uses and provide more comfortable and attractive transportation alternatives for existing and future residents.

Improve Connections Between Parcels

Much of the development in the Williams Drive Subarea occurred before the City's current regulations were adopted. Today, nonresidential redevelopment or new development would be required to connect to neighboring properties. Improving these connections helps improve the flow of Williams Drive by allowing for the reduction of the number of curb cuts and removing vehicles that need to use Williams Drive to access neighboring properties. Traveling between properties reduces trips (traffic) on Williams Drive and offers the opportunity for several properties to benefit from having a single access driveway. A motorist can travel directly to adjacent land uses without having to enter onto Williams Drive. Existing and planned sidewalks are to be extended to enhance pedestrian activity. More convenient access can attract more customers to each business and decrease the daily trips along Williams Drive.

Figure 52. Proposed Roadway Connections



WILLIAMS DRIVE GATEWAY PLAN

Figure 53. Proposed Bike and Pedestrian Connections



Use Deep Sites to Create a Network of Streets (Not Just a Corridor)

There is a limited set of large sites in single ownership within the Williams Drive Subarea. Where these sites exceed typical urban block standards (300 to 500 feet in length), they will provide internal connections. These connections must be used to create a network of streets that allows neighborhoods to travel to and from the Williams Drive corridor in a variety of ways. This will reduce the impact of traffic on any individual connection.

Create a Safe Bicycle Route

The Williams Drive corridor through the Subarea does not contain enough right-of-way to provide for a separated bike and pedestrian path. The safest bike routes through the Subarea are one block north and one block south of Williams Drive. However, a separate cycle track, located parallel to the sidewalk, is recommended for this area as well, in order to provide a bike route along the corridor through the Williams Drive Subarea.

Fill in the Sidewalk Gaps

Due to the age of development in the Williams Drive Subarea, few of the blocks have continuous sidewalks along them. It is critical to the safety of pedestrians that these gaps get filled in, with assistance from the City. Since new development may be many years away, a partnership between the City and existing landowners is needed to accomplish this goal.

Close Redundant Curb Cuts

Where side street access, rear access or connected parking lots are available, redundant curb cuts along Williams Drive are closed to reduce friction along the roadway and improve public safety both on the road and on the adjacent sidewalks.

Create Transit Stops

As the City invests in its own transit system along Williams Drive, it will become important to create safe transit stops for users. In the Subarea, the bus will most likely travel within the existing lanes due to limited right-of-way. Bus stops are to be well-signed, and provide shade and sitting opportunities for those awaiting the service.

Ensure Traffic Calming for Parallel Connections

In the near future, Georgetown will have a new bridge over I-35 at Northwest Boulevard. This bridge is intended to serve as a reliever facility during construction of the new diverging diamond intersection and bridge at Williams Drive. When the amount of traffic on Northwest Boulevard spikes during the construction period, it will be especially important for the City to have traffic calming options installed along that route well in advance. The following page provides a toolkit of some of these traffic calming options that would be installed along collectors or neighborhood streets. Tools can include physical changes to the configuration of the roadway as shown on the following page, or with new roadway features such as real-time digital speed signs to inform drivers of their current speed.

Widen Sidewalks, Add Street Trees and Lights

As the Williams Drive Subarea becomes more walkable (with new development adjacent to Williams Drive), it is important to ensure that each development provides the appropriate infrastructure in the adjacent right-of-way. The transect of these areas describes, in general, the necessary improvements. These include wide sidewalks, street trees and pedestrian lighting. All new development activity in the Subarea will provide these minimum basic needs to enhance walkability, define a sense of place, and promote the corridor as a premier gateway.

Slow Down the Traffic on Williams Drive

There are a variety of minor modifications to Williams Drive through the Subarea that are likely to slow vehicles down to a safe speed (that more accurately matches the posted speed limit). These elements are primarily focused on changing the perception of the corridor by narrowing the lane width, adding a center median with turn pockets (in place of the current continuous turn lane), and street trees adjacent to the roadway. All of the elements, when combined, will help slow traffic to the posted speed limit and substantially improve pedestrian and bicycle safety throughout the Subarea.

WILLIAMS DRIVE GATEWAY PLAN

Land Use

Plan for Future Land Uses

Figure 54 provides a detailed depiction of the planned future land uses within the Williams Drive Subarea. A key objective of this map is to be more efficient with the distribution of nonresidential uses by allowing for flexible mixed-use areas, focusing density in the most appropriate areas, and allowing for greater infill of residential uses.

- Urban Mixed Use
- Suburban Mixed Use
- Office/High Density Housing
- Highway Commercial
- Small Office/Medium Density Housing
- High Density Mixed Housing
- Medium Density Mixed Housing
- Single Family
- Civic
- Park

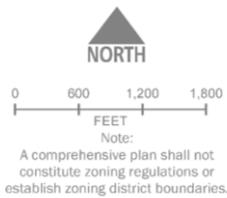
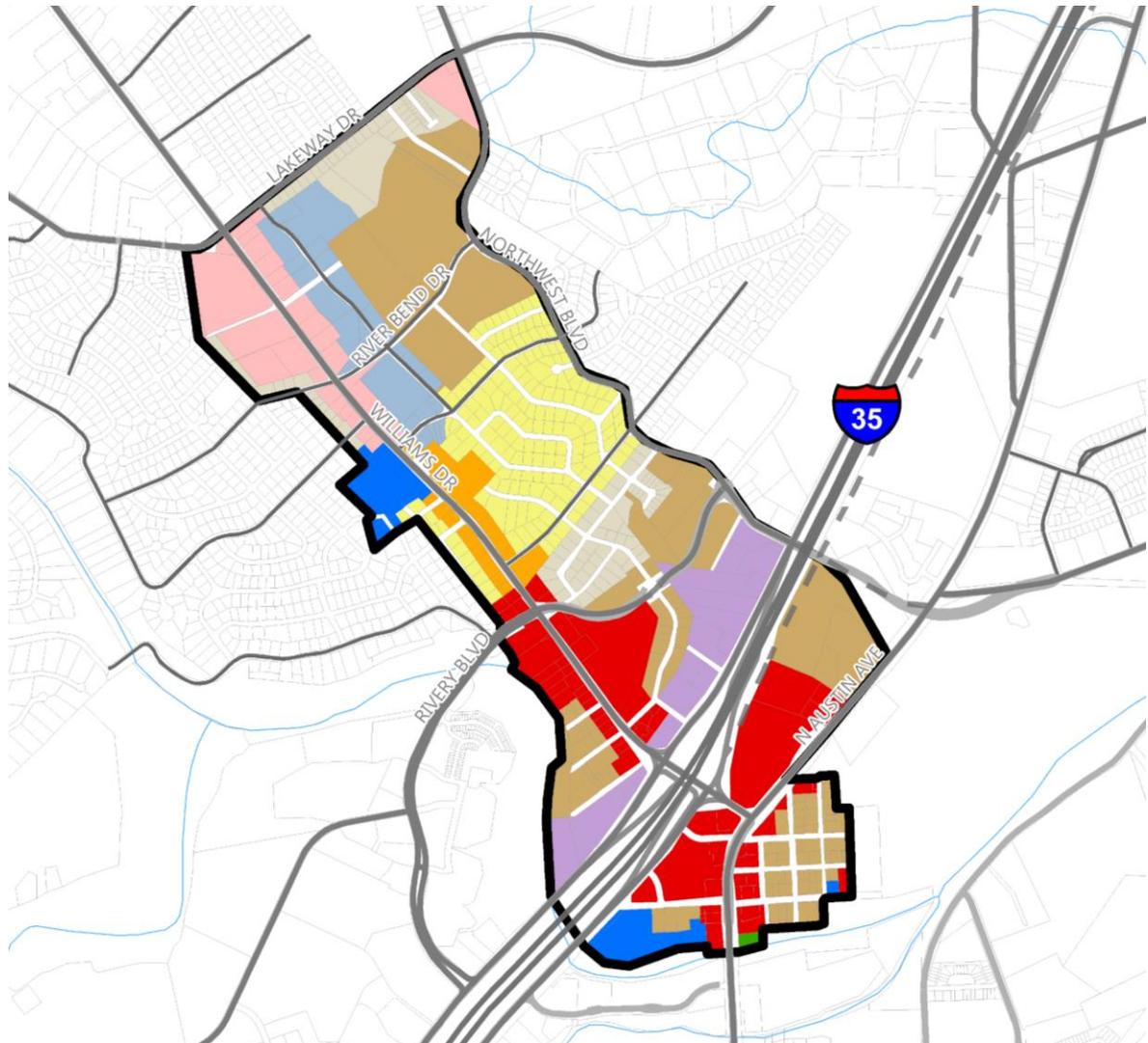


Figure 54. Williams Drive Subarea Future Land Use



Urban Mixed Use

The Urban Mixed Use designation is intended to provide for a dense, pedestrian-friendly urban environment that allows for a mixture of residential and nonresidential uses. Front setbacks range from 0 to 10 feet, with a maximum height of 6 stories (or 75 feet) for each structure.

The designation provides for no less than 18 dwelling units per acre. Acceptable uses include townhomes, apartments, assisted living facilities, lodging, offices, medical offices, retail, and restaurants.



DUA: 18 or more

Target Ratio: 50% nonresidential, 50% residential

Primary Use: High density residential

Secondary Uses: Neighborhood-serving retail, office, institutional, and civic uses

Suburban Mixed Use

The Suburban Mixed Use designation is intended to provide for higher density housing and retail which acts as a buffer for single-family uses. Front setbacks are no more than 100 feet, with a maximum height of 3 stories (or 40 feet) for each structure.

The designation provides for no more than 18 dwelling units per acre. Acceptable uses include townhomes, apartments, assisted living facilities, lodging, offices, medical offices, retail, and restaurants.



DUA: Up to 18

Target Ratio: 60% residential, 40% nonresidential

Primary Use: Medium density residential

Secondary Uses: Neighborhood-serving retail, office, institutional, and civic uses

WILLIAMS DRIVE GATEWAY PLAN

Office/High Density Housing

The Office/High Density Housing designation is intended to provide for a pedestrian-friendly live/work environment, allowing for a mixture of high-density residential uses and office space. Front setbacks ranges from 10 to 30 feet, with a maximum height of 3 stories (or 40 feet) for each structure.

The designation provides for no more than 18 dwelling units per acre. Acceptable uses include townhomes, apartments, assisted living facilities, offices, and medical offices.



DUA: Up to 18
Target Ratio: 70% residential, 30% nonresidential
Primary Use: Medium density residential
Secondary Uses: Neighborhood-serving retail, office, institutional, and civic uses

Highway Commercial

The Highway Commercial designation is intended to provide for large-scale retail amenities while still encouraging neighborhood retail. Front setbacks provides no less than 50 feet, with a maximum height of 4 stories (or 55 feet) for each structure. Acceptable uses include big-box retail, lodging, offices, medical offices, retail, and restaurants.



Target Ratio: 100% nonresidential
Primary Use: Retail
Secondary Uses: Commercial, office, institutional, and civic uses

Small Office/Medium Density Housing

The Small Office/Medium Density Housing designation is intended to provide for a variety of medium-intensity residential housing in a walkable environment, while allowing for office space. Front setbacks are no less than 40 feet, with a maximum height of 3 stories (or 35 feet) for each structure.

The designation provides for no more than 12 dwelling units per acre. Acceptable uses include townhomes, multiplex units, offices, and medical offices.



DUA: Up to 12
Target Ratio: 70% residential, 30% nonresidential
Primary Use: Medium density residential
Secondary Uses: Office, neighborhood-serving retail, institutional, and civic uses

High Density Mixed Housing

The High Density Mixed Housing designation is intended to provide for a variety of higher-intensity residential housing in a walkable environment. Front setbacks are no less than 25 feet, with a maximum height of 4 stories (or 50 feet) for each structure.

The designation provides for no more than 16 dwelling units per acre. Acceptable uses include townhomes, apartments, and assisted living facilities.



DUA: 14 or more
Target Ratio: 80% residential, 20% nonresidential
Primary Use: Medium density residential
Secondary Uses: High density residential, neighborhood-serving retail, office, institutional, and civic uses

WILLIAMS DRIVE GATEWAY PLAN

Medium Density Mixed Housing

The Medium Density Mixed Housing designation is intended to provide for middle housing compatible with traditional single-family dwellings. Front setbacks are no less than 15 feet, with a maximum height of 3 stories (or 35 feet) for each structure.

The designation provides for no more than 8 dwelling units per acre. Acceptable uses include small-lot single-family units, duplexes, cottage courts, townhomes, and multiplex units.



DUA: Up to 8

Target Ratio: 90% residential, 10% nonresidential

Primary Use: Medium density residential

Secondary Uses: Limited neighborhood-serving retail, office, institutional, and civic uses

Single-Family

The Single-Family designation is intended to provide for a traditional suburban environment in which each residential structure is designed to be used as a single dwelling unit. Front setbacks are no less than 15 feet, with a maximum height of 3 stories (or 35 feet) for each structure.

The designation provides for no more than 4 dwelling units per acre. Acceptable uses include medium, single-family structures.



DUA: Up to 4

Target Ratio: 95% residential, 5% nonresidential

Primary Use:

Secondary Uses: Limited neighborhood-serving retail, office, institutional, and civic uses

Civic

The Civic designation is intended to provide for large civic and institutional uses that serve the surrounding neighborhood and/or community. Front setbacks are no less than 15 feet, with a maximum height of 50 feet for each structure. Acceptable uses include schools, places of worship, and city-owned facilities.



Target Ratio: 100% nonresidential

Primary Use: Governmental operations, educational uses, religious uses, and major healthcare facilities

Secondary Uses: N/A

Park

The Park designation is intended for parks, open space, and other recreational amenities that are available to the public.



Target Ratio: 100% nonresidential

Primary Use: Parkland, trails, and other recreational amenities

Secondary Uses: N/A

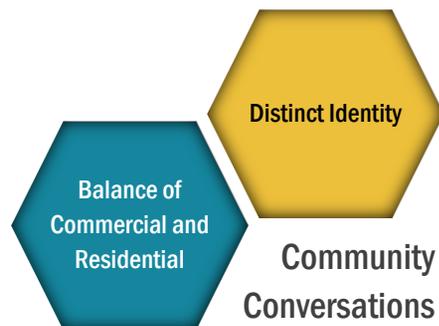
WILLIAMS DRIVE GATEWAY PLAN

Encourage Mixed-Use Development

One significant way to reduce trips as new development occurs is to ensure that they include a mix of uses. Where new residential development includes nearby retail, services and open space as well as employment opportunities, it will reduce the need for parking (due to sharing of spaces among uses). The compactness of mixed uses in the Subarea also encourages additional trips by bike and on foot. In fact, it allows for a car-free lifestyle for those who have the flexibility to live and work in the same general area.

Create a Context Sensitive Mixed-Use Center that Extends toward the Downtown Area

Downtown Georgetown has become a real hotspot over the past ten years (through significant efforts that include private development as well as the City). The most recent activity has expanded northward up Austin Avenue. With the new park planning for San Gabriel Park, the diverging diamond intersection at I-35 and Williams Drive, as well as the Northwest Boulevard bridge over I-35, it is inevitable that development will continue to move northward along Austin Avenue. The location of the Georgetown Independent School District site (the GISD site is currently in limited use primarily for bus storage) is likely to draw activity to the west side of I-35 -- opening new opportunities for other mixed-use centers similar or complimentary to the Downtown area. The City will promote and encourage this northward development, but at the same time, ensure that new activity improves the traffic challenges and enhances the look and feel of the corridor as a whole.



Promote Transit-Supportive Development Densities

In support of the recent announcement of transit running along Williams Drive as far west as the Lake Aire Center (Georgetown Health Foundation), the City will focus on creating transit ready intensities of development along the corridor in order to support that bus connection. Using the Subarea as a starting place for consideration of additional height on large parcels where it can be tapered off in height to surrounding development is one way to support the new transit opportunity. In general, most professionals consider a minimum average density of 7 units per acre to be "transit-ready." The current pattern of multifamily north of Williams Drive at Lakeway meets this definition today, as would the new multi-family development just west of I-35 and north of the GISD site. Most of the remainder of the Subarea is not yet transit-supportive in its intensity.

Pull Buildings Up to the Street

When retail development sits on the site far removed from the nearby sidewalk, every pedestrian trip past the site is a wasted opportunity for a sale. Pulling building frontages up to the street generates activity at the street edge, visual interest for pedestrians, and sales for retailers. It enhances any pedestrian environment, making it more walkable. The location of parking to the rear continues to provide easy access, but does not interrupt the relationship between pedestrians and the shop windows along the street. As the Subarea becomes a mixed-use center similar to downtown, it must focus on this key element of walkability.

Strengthen Subarea Identity

In order to strengthen the unique character of the various segments of Williams Drive in the Subarea, a series of transects has been mapped. The intent of each transect is to take existing characteristics and ensure they are followed in new development or redevelopment. This includes patterns like the depth of landscaped front yards, existing street trees and front yard trees, the placement of buildings, and the location of parking.

Create New Open Spaces Within Large Development Sites

Large development sites provide one of the few opportunities to provide new open spaces within the Subarea. Development on larger sites will include a requirement for enhancement of some portion of the site as an amenity, both for the development and the community. In many cases, these amenity spaces can serve multiple purposes, providing options for management of stormwater, in addition to passive recreation.

Use the Amenity of the River to Organize New Development

The San Gabriel River is an amenity that is underutilized by development near the river at the present time. In addition to linking to the trails along the river itself, views from the bluffs along the southern edge of the Subarea are spectacular. Recent development near Downtown has illustrated how to line the bluff with development to take advantage of the views of the river. Inviting the public to enjoy views through siting of restaurants and other community facilities along the rim of the bluff would encourage more residents to enjoy this amazing resource.

Develop Enhanced Standards for Landscaping and Signage

Landscaping is a key element of site design, and often includes buffers, parking lots and the streetscape. Landscaping along streets is often highly visible and is a key determinant of local identity. In more urban areas, streetscapes are often limited to street trees and small planting areas, while in less urban areas, streetscapes can also include berms and planting strips. Specific landscaping requirements should be developed for each transection section along Williams Drive and should include planting requirements for each frontage type. All parking lots visible from the street should be screened from view by a small hedge or low wall. New construction or additions should be required to retain existing landscaping and vegetation to the greatest extent possible.

In the Subarea, signage should be human scale and serve both pedestrians and automobiles. This may mean eliminating large freestanding signs and relying more heavily on wall signs and projecting signs that entice the pedestrian on the sidewalk and not vehicles on the street.

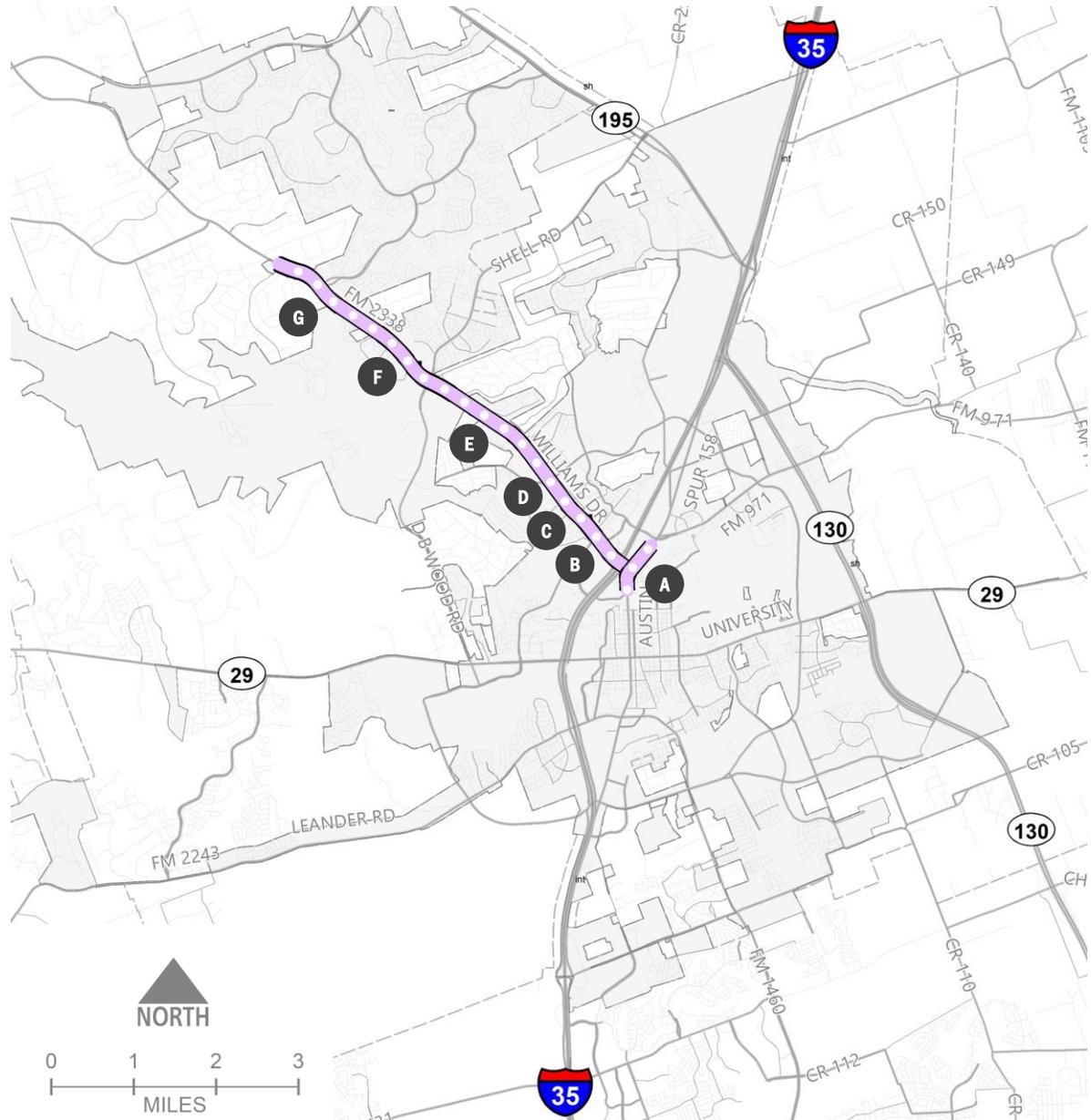
WILLIAMS DRIVE GATEWAY PLAN

Williams Drive Corridor

The Williams Drive corridor extends the entire length of Williams Drive between the ETJ boundary and I-35, and continues across I-35 along Austin Avenue. Near I-35, development is generally aging commercial development and redevelopment efforts. As the corridor extends westward toward the ETJ, development becomes less intensive and dense.

The Williams Drive Study (2017) proposed seven transects for distinctive areas along the defined corridor, which have been included herein for reference. Transects for Areas A-D are included on the following pages; transects for Areas E-F are included in the Gateways & Image Corridors portion of this document.

Figure 55. Williams Drive Corridor

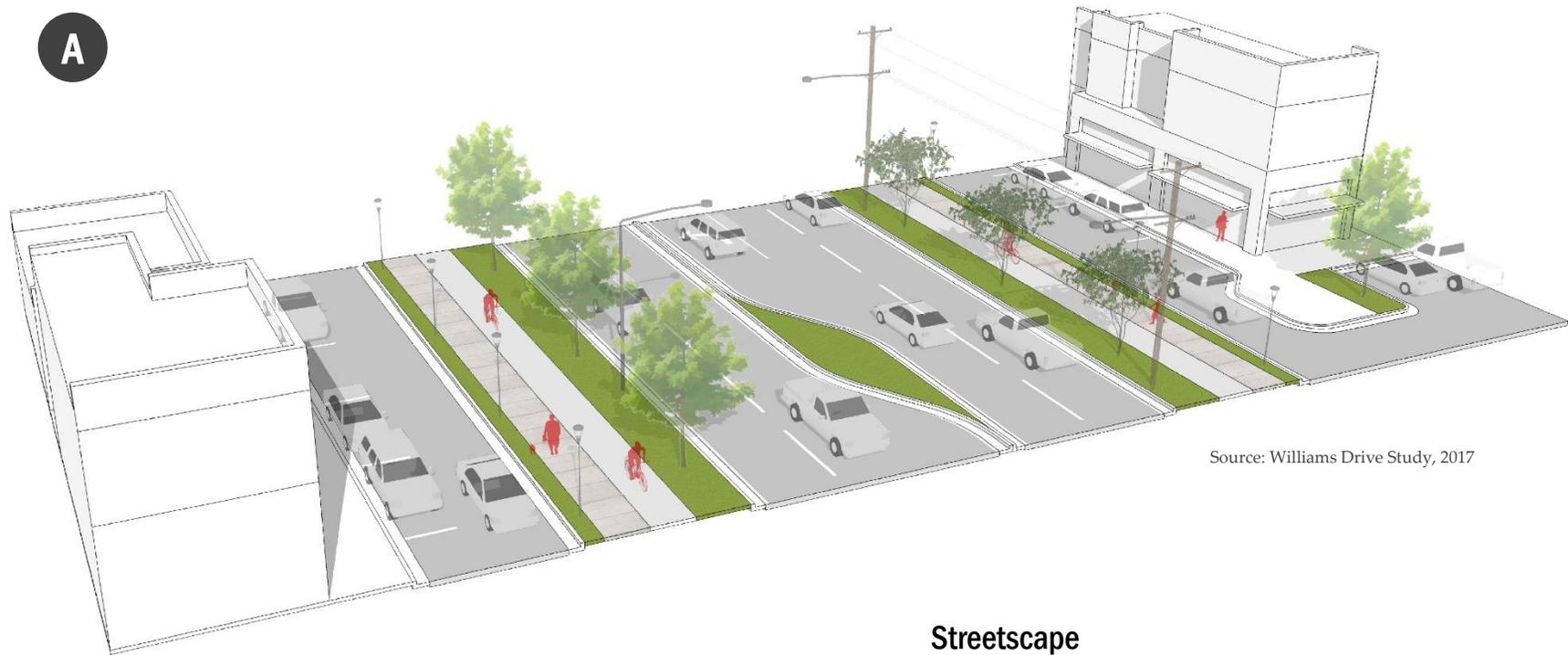


- A** Austin Avenue
- B** Rivery Boulevard to I-35
- C** Golden Oaks Drive to Rivery Boulevard
- D** Lakeway Drive to Golden Oaks Drive
- E** Serenada Drive to Lakeway Drive
- F** Cedar Lake Boulevard to Serenada Drive
- G** Jim Hogg Road to Cedar Park Boulevard

See Gateways & Image Corridors Plan

Figure 56. Austin Avenue

A



Source: Williams Drive Study, 2017

Land Use and Building Design

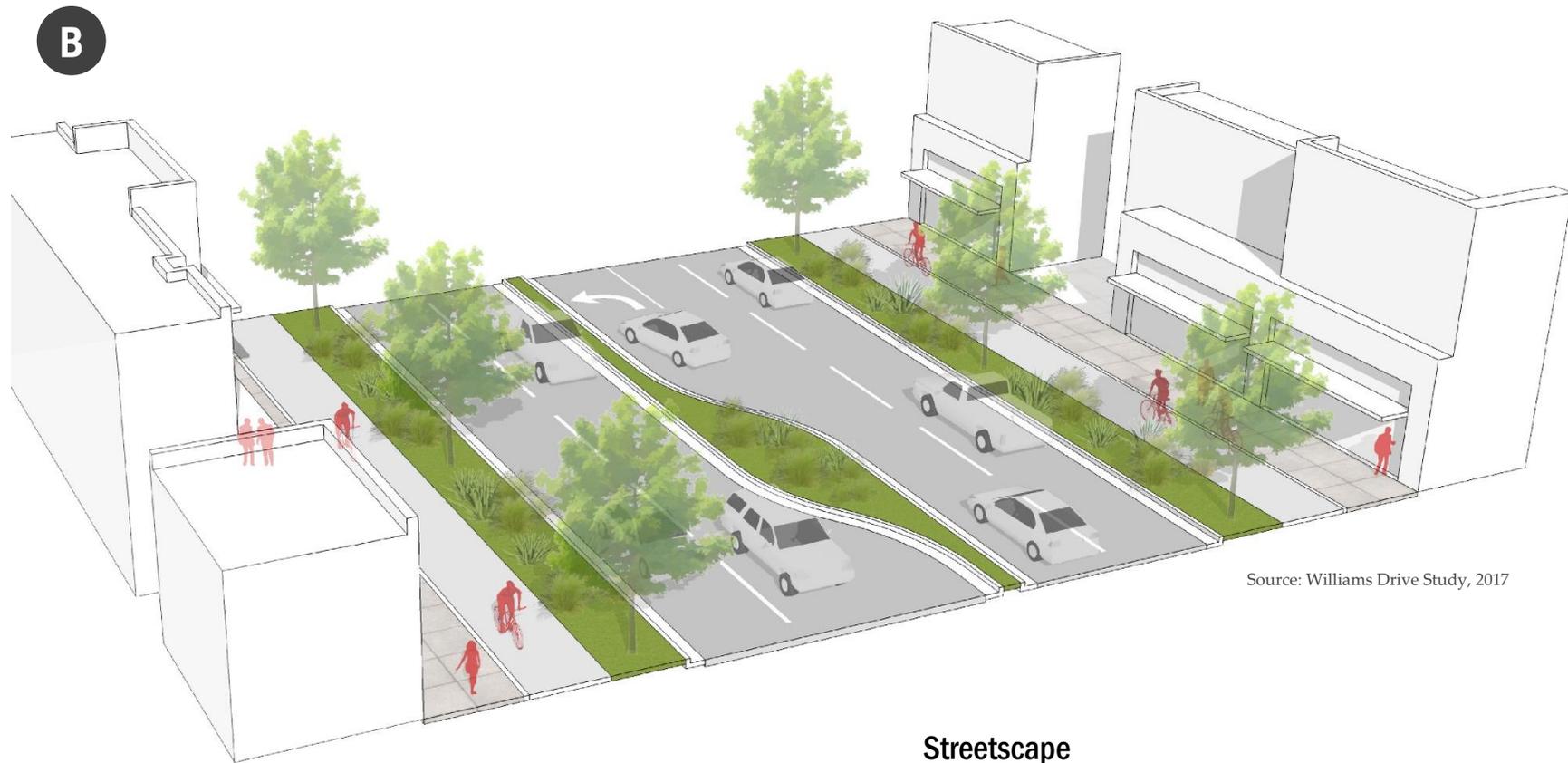
Buildings address sidewalk and access lane to create a more walkable setting
Moderate transparency and entrance spacing

Streetscape

Access lanes with parallel parking for enhanced pedestrian environment
Parkway between path and street planted with formalized street tree planting
Cycle track on both sides of the street
Sidewalk on both sides of the street

WILLIAMS DRIVE GATEWAY PLAN

Figure 57. Rivery to I-35



Source: Williams Drive Study, 2017

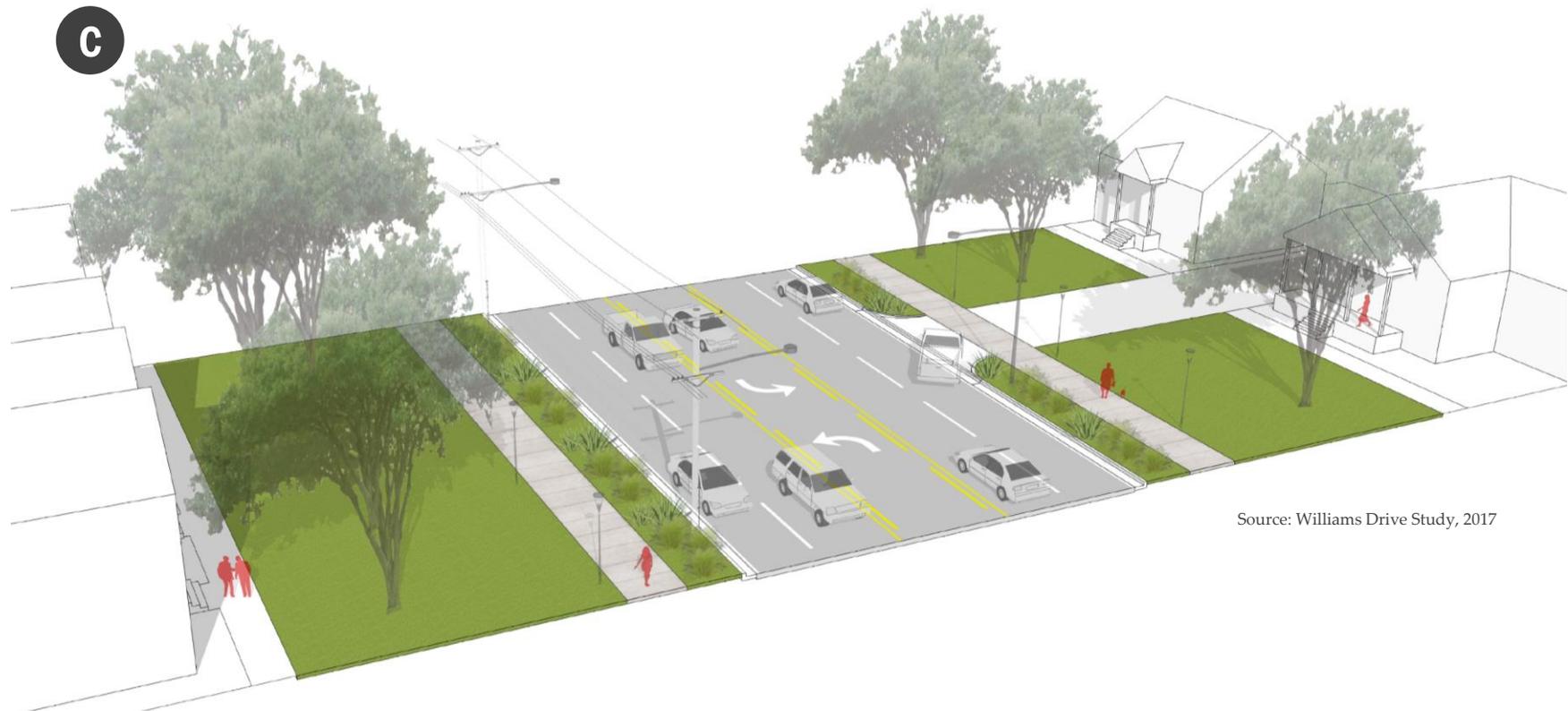
Land Use and Building Design

Buildings pulled up to sidewalk
Height transparency and entrance spacing

Streetscape

Heavy pedestrian/cyclist environment
Curb cuts closed
Wide sidewalks on both sides of the street
Parkway between path and street planted with formalized street tree planting
Planted medians for conveyance of stormwater

Figure 58. Golden Oaks to Rivery



Source: Williams Drive Study, 2017

Land Use and Building Design

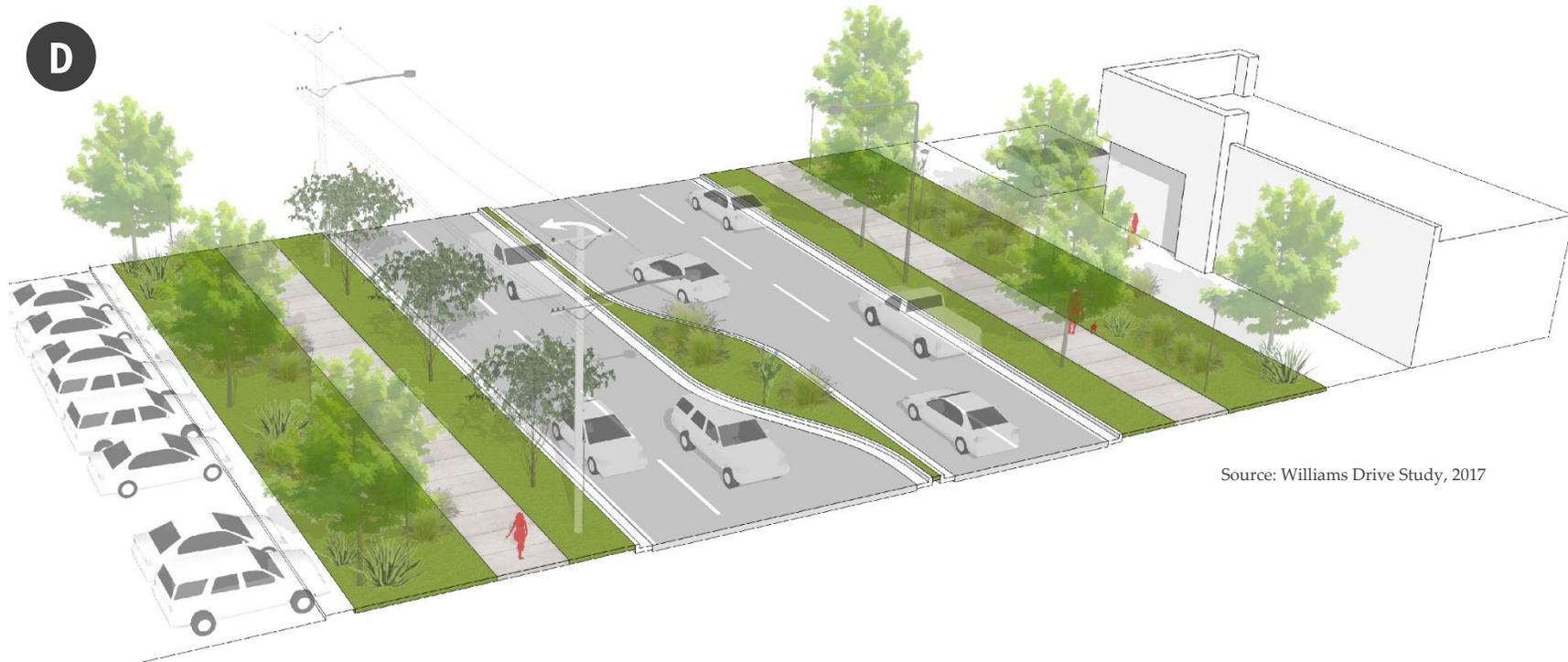
- Small scale structure with building length restrictions
- Limited transparency and entrance spacing

Streetscape

- Scenic corridor and mature tree canopy preserved
- No parking between building and street where practical
- Preserved front yard trees
- Driveways consolidated
- Sidewalk on both sides of street

WILLIAMS DRIVE GATEWAY PLAN

Figure 59. Lakeway to Golden Oaks



Source: Williams Drive Study, 2017

Land Use and Building Design

Buildings pulled up to an internal sidewalk or placed behind a double row and aisle of parking

Moderate transparency and entrance spacing

Streetscape

Wide landscape buffer planted with formal vegetation

Curb cuts consolidated

Primary bike route off Williams Drive

Parkway between path and street planted with formal street tree planting

Planted medians for conveyance of stormwater

Opportunities for Partnerships

A portion of the Subarea is located within the Williams Drive Tax Increment Reinvestment Zone (TIRZ). Established through Ordinance No. 2006-104, this area was created to “facilitate a program of public improvements to allow and encourage the development and redevelopment of the Williams Drive Gateway area into a mixed use, pedestrian oriented environment consistent with the goals of the City’s Williams Drive Gateway Redevelopment Plan.” Public improvements eligible for the TIRZ include, but are not limited to, the construction of:

- Sidewalks
- Crosswalks and pedestrian crossing systems
- Storm sewers and drainage ponds
- Sanitary sewers
- Landscaping, streetscape, fountains, works of art, and street furniture
- Plazas, squares, pedestrian malls, trails, and other public spaces
- Parking lots and roadways
- Utility line relocation and installation
- Water system improvements
- Parks and outdoor performance spaces
- Bicycle routes and facilities
- Public transportation projects
- Signage

The TIRZ remains active through December 31, 2031.

In Texas, a Tax Increment Reinvestment Zone (TIRZ) is one form of Tax Increment Financing (TIF) and is governed by [Tax Code, Chapter 311](#). Benefits of a TIRZ include:

- Construct needed public infrastructure in areas with little development or lacking adequate development to attract businesses
- Encourage development, thereby increasing property values and long-term property tax collections
- Reduce the cost of private development by providing reimbursement for eligible public improvements

Source: Texas Comptroller, 2018

Figure 60. Williams Drive TIRZ Boundaries





GATEWAYS & IMAGE CORRIDORS

Introduction

Georgetown seeks design features designating entry into the City and key (target) areas. Georgetown’s gateways are located along major roadways (corridors), which strength Georgetown’s image and quality feel. Additional detail on the vision for Georgetown’s gateways and corridors is available in Appendix C: Public Input Reports.

Examples of urban design elements used in gateways and image corridors include:

- Themed lighting
- Increased landscaping
- Integrated signage
- Masonry features
- Public art
- Fencing and screening
- Decorative sidewalks and crosswalks
- Landform grading
- Bike, pedestrian, and transit connectivity
- Sustainable design features

Figure 61. Examples of Gateway Features



GATEWAYS & IMAGE CORRIDORS

Georgetown’s image corridors design enhancements and development standards implemented to ensure a cohesive and desirable appearance along major roadways. Unlike gateways, image corridors extend the length of a given area, creating a sense of place through urban design elements used around and through the corridor.

Image corridors include public realm improvements within rights-of-way as well as private property development standards. In addition to helping create a sense of place, image corridors encourage more desirable development patterns as systems to express a community character and quality. This supports economic development by attracting targeted businesses or industries to an area.

As an example of an image corridor, the top image of **Figure 62** depicts a corridor with moderate setbacks, a meandering walkway, landscaping, branded wayfinding signs, parking located behind buildings, pedestrian-scale buildings, and understated commercial signage. The lower image of **Figure 62** depicts low-profile signage incorporating masonry materials.

Georgetown’s vision for image corridor designs are illustrated in the following pages with **Figure 68**, **Figure 70**, **Figure 72**, **Figure 74**, **Figure 78**, **Figure 77**, and **Figure 76**.

Figure 62. Examples of Image Corridors



Existing Conditions

Gateway Features

Georgetown has four existing gateway signs, including one major gateway located on the northbound side of I-35 to welcome passersby at Georgetown's southern boundary, and three smaller minor gateways located along SH 29 and the I-35 frontage road. The signs utilize a consistent design and use of materials; however, the features do not include enhanced landscaping, decorative lighting, or artwork.

Figure 63. Existing Gateway Features

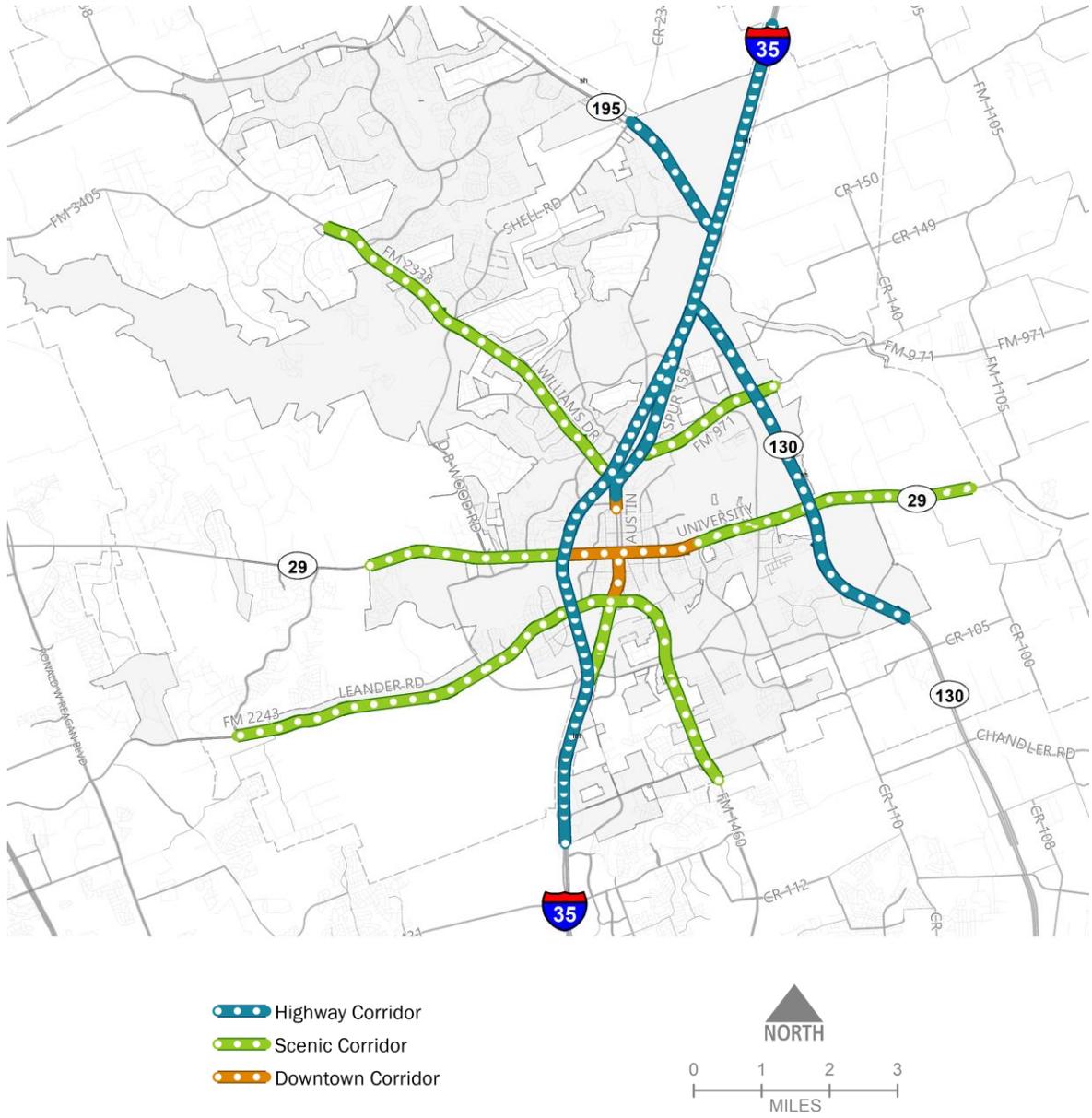


GATEWAYS & IMAGE CORRIDORS

Gateway Overlay District

The City of Georgetown currently has a Gateway Overlay District in place, which covers 14 roadway segments including most of the major roadways going through the City. The Gateway Overlay District identifies important image corridors, categorizing each as a Highway Gateway, Scenic/Natural Gateway, or Downtown Gateway. Detailed descriptions of each segment are located in Appendix O: Gateways Existing Conditions.

Figure 64. Existing Gateway Overlay Districts



Gateways & Image Corridors Policies



Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.



Policy GC.2 Utilize the Downtown Corridors to retain and enhance Georgetown's historic, small-town charm.



Policy GC.3 Ensure that the Scenic Corridors preserve the natural, rural character as the City continues to grow.

GATEWAYS & IMAGE CORRIDORS

Gateway Features

The use of monument signs, landscaping, lighting, artwork, and other design elements indicates to individuals passing on the roadway that they are entering or exiting a community. Gateways also provide the opportunity for Georgetown to distinguish ourselves from our neighbors, which is particularly important in large metropolitan areas such as the Austin-Round Rock region.

As shown in **Figure 65**, Georgetown will develop three additional locations: a major gateway near the intersection of SH 195 and I-35, a minor gateway near the intersection of D.B. Wood Road and Williams Drive, and a minor gateway along northbound SH 130.

The major gateway location identified along I-35 near the intersection of SH 195 at the City’s northern limits marks the entrance to Georgetown along I-35. This roadway carries large volumes of traffic at high speed, creating the need for a larger-scale gateway design – similar to the large monument sign along northbound I-35. The minor gateway recommended near Lake Georgetown on Williams Drive provides a gateway into the City from the west, and minor gateway along SH 130 provides a gateway from the southeast.

Georgetown’s major and minor gateways incorporate elements such as enhanced landscaping, artwork, and decorative lighting. New gateways will include additional features beyond a monument sign, and existing gateways will be enhanced with elements to highlight Georgetown’s character. Improvements to existing gateway features will focus on enhanced landscaping around the I-35 sign, and screening the utility equipment behind the western sign along University Avenue.



Figure 65. Existing and Proposed Gateway Features

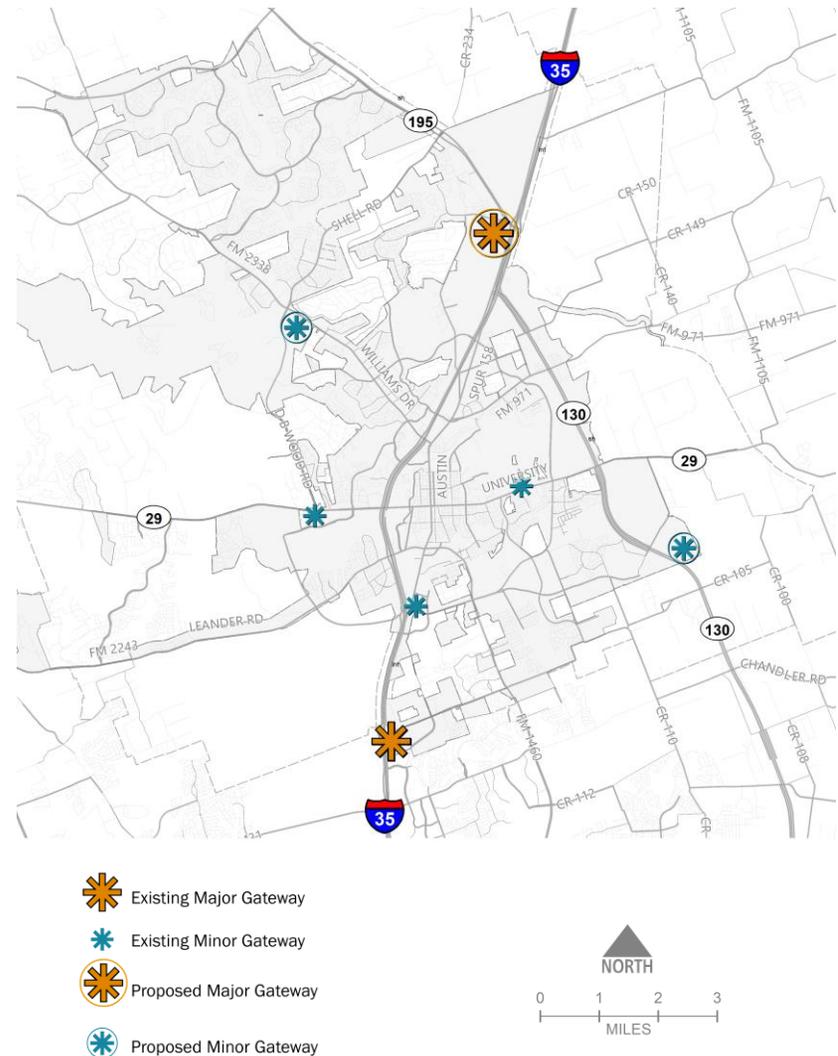
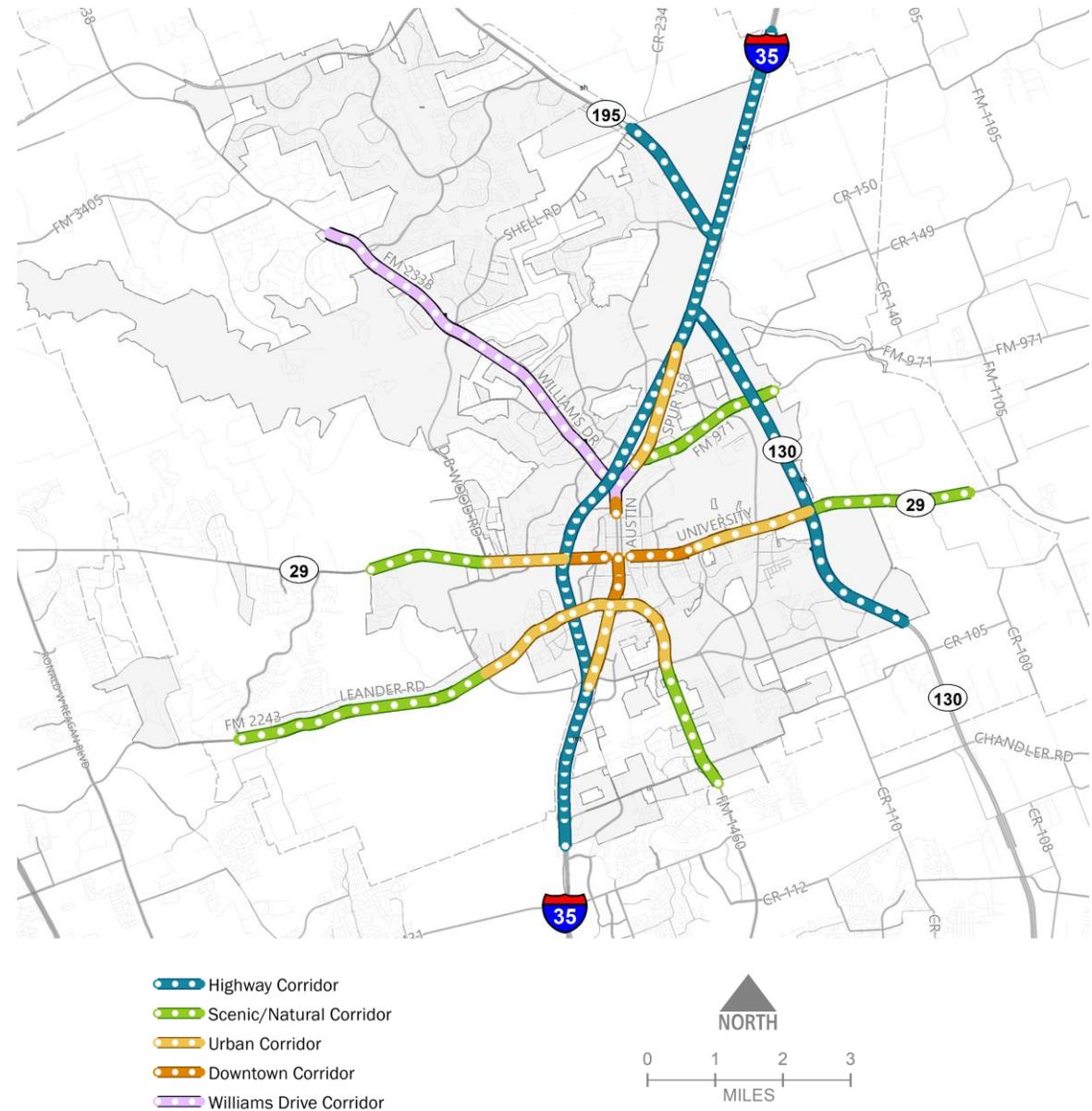


Image Corridor Vision

Georgetown’s image corridors promote economic development and strengthen our quality feel and small-town character. The five image corridor types developed through community conversations reflect the desire of the community for land use types, building form, signage design, and connectivity. Each corridor type description includes the envisioned land use types, building form, signage design, and connectivity considerations.



Figure 66. Proposed Gateway Overlay Districts



GATEWAYS & IMAGE CORRIDORS

Highway Corridors

Highway corridors are located along the City’s major roadways with the highest traffic volumes and traffic speeds. Highway corridors include primarily auto-oriented, nonresidential development such as commercial, retail, office, and mixed-use to capitalize on highway visibility and access; however, industrial development is not appropriate within these corridors without significant screening and performance standards.

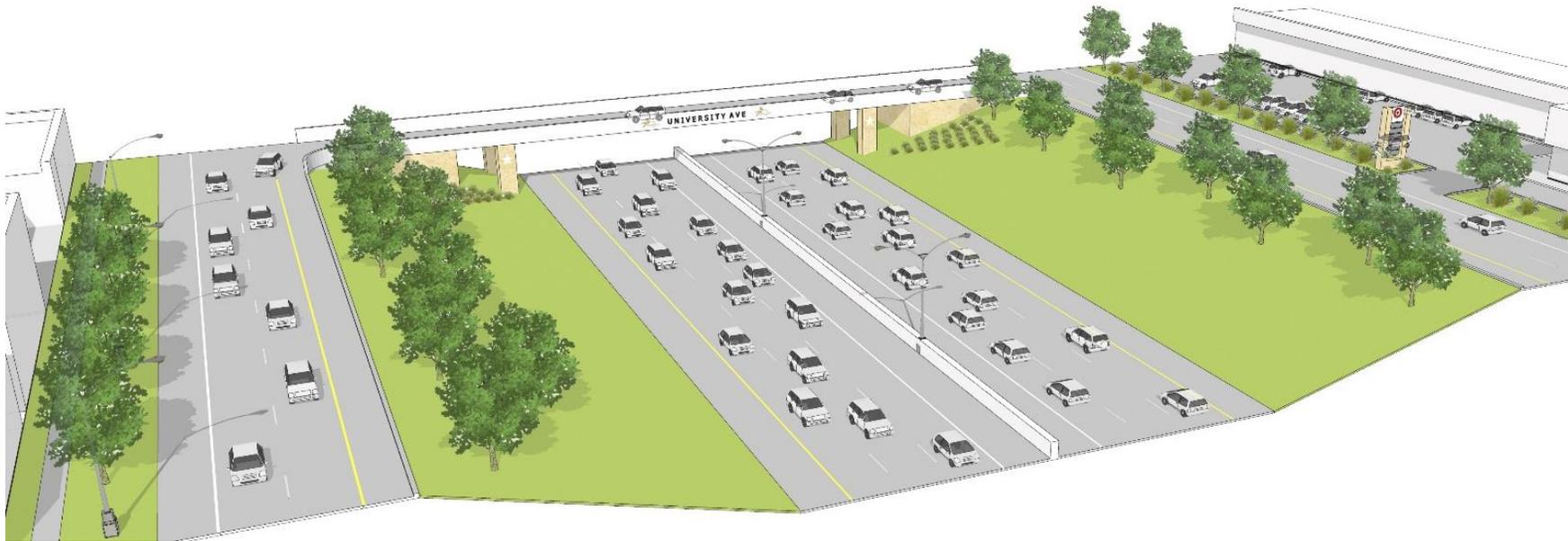
Highway corridors are the most visible to residents and visitors, and project a positive image of Georgetown. Development includes a consistent appearance in terms of materials, setbacks, height, signage, and landscaping. Buildings are oriented toward the frontage roads with smaller front and side yard setbacks to create a more urban environment. Tall monument signs – particularly shared multi-tenant signs – are appropriate along highway corridors to reduce visual clutter. Highway corridors are appropriate locations for gateway features, such as the “City of Georgetown” monument sign on northbound I-35.

Sidewalks are located along the building side of the frontage roads, set back from the pavement to increase the feeling of pedestrian safety. Access management strategies are implemented along the frontage roads to reduce stop-and-go traffic and minimize the number of pedestrian crossings.

Figure 67. Highway Corridors



Figure 68. Highway Corridor Vision



Land Use and Building Design

Commercial, retail, and mixed uses to capitalize on highway visibility (limited industrial uses)

Auto-oriented layouts with ample parking behind buildings

Streetscape

Lighting oriented for automobiles

Natural and native plantings

Focused and enhanced landscaping at intersections

Sidewalks between frontage road and buildings

Larger scale monument signs

GATEWAYS & IMAGE CORRIDORS

Urban Corridors

Urban corridors are located primarily near the core of the City along roadways with higher traffic volumes. Urban corridors encourage moderate-density commercial development while maintaining a safe and welcoming pedestrian environment. Street geometry and design support all transportation modes, particularly pedestrians and cyclists. These corridors accommodate a blend of retail, commercial, office, mixed use, medium-density residential, and a limited amount of residential subdivisions.

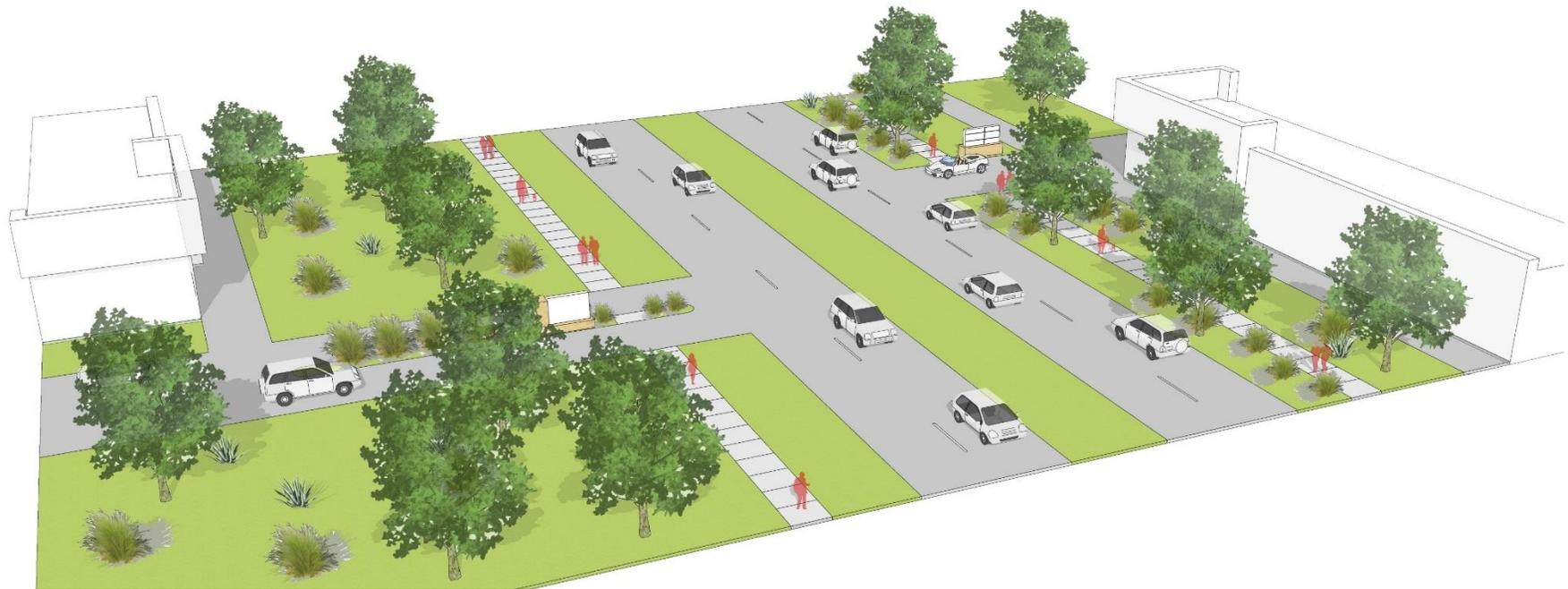
Developments are consistent appearance in terms of materials, setbacks, height, signage, and landscaping. Buildings are oriented toward the street with smaller front and side yard setbacks to create a more urban environment. Building height allow increased densities while maintaining a pedestrian scale.

Travel lanes are divided and include a landscaped median to encourage safe traffic speeds. Sidewalks are located along both sides of the roadway, set back from the pavement to increase the feeling of pedestrian safety. Enhanced crosswalks are used to alert vehicular traffic to pedestrian crossings. Both roadway and pedestrian lighting are provided.

Figure 69. Urban Corridors



Figure 70. Urban Corridor Example



Land Use and Building Design

- Retail, commercial, office, mixed use, and medium-density residential
- Low-to-moderate building height
- Buildings oriented toward streets when practical (instead of parking in front of buildings)
- Consistent appearance of buildings

Streetscape

- Pedestrian-oriented lighting
- Pedestrian amenities (seating, shade, etc.)
- Sidewalk set back from roadway
- Groupings of small trees and native landscaping
- Enhanced crosswalks
- Consistent appearance of streetscape and signs

GATEWAYS & IMAGE CORRIDORS

Scenic Corridors

Scenic corridors preserve the rural, low-intensity, natural environment that surrounds Georgetown. Appropriate uses along scenic corridors include residential, commercial, retail, and mixed-use developments.

These corridors feature significant native landscaping and large setbacks between the roadway and buildings to support the natural appearance. Lighting is limited along scenic corridors to maintain dark night skies. Signage is minimized to limit visual clutter along the corridors, and includes native materials and landscaping. Sidewalks or shared multi-purpose paths are provided along these roadways to allow for safe pedestrian travel.

Figure 71. Scenic Corridors



Figure 72. Scenic Corridor Vision



Land Use and Building Design

Residential, commercial, retail, and mixed use

Buildings oriented toward streets when practical (instead of parking in front of buildings)

Lower intensity development to maintain natural character

Streetscape

Landscaped median

Limited lighting to maintain dark night sky

Groupings of trees and native landscaping

Sidewalk and multi-purpose path set back from roadway

Smaller monument signs with native materials

GATEWAYS & IMAGE CORRIDORS

Downtown Corridors

Downtown corridors are located in the central core of the City. These corridors include a blend of retail, commercial, office, mixed use, and medium-density residential. Flexibility in land use standards supports the possible transition in use from residential to commercial with the intention of preserving existing structures to maintain corridor character.

Development reflects the historic appearance of the Downtown Square with windows along pedestrian-ways. Limited building setbacks and building heights create a dense, urban atmosphere. Clusters of native landscaping are located at intersections with mature trees located throughout. Parking areas are located behind buildings.

The pedestrian realm is emphasized in Downtown corridors. Signs and lighting are oriented toward pedestrians, with ample street furnishings to accommodate pedestrians. Sidewalks are located along both sides of the roadway, set back from the pavement to increase the feeling of pedestrian safety. Enhanced crosswalks are used to alert vehicular traffic to pedestrian crossings. Undivided roadways are appropriate due to limited right-of-way widths.

Figure 73. Downtown Corridors

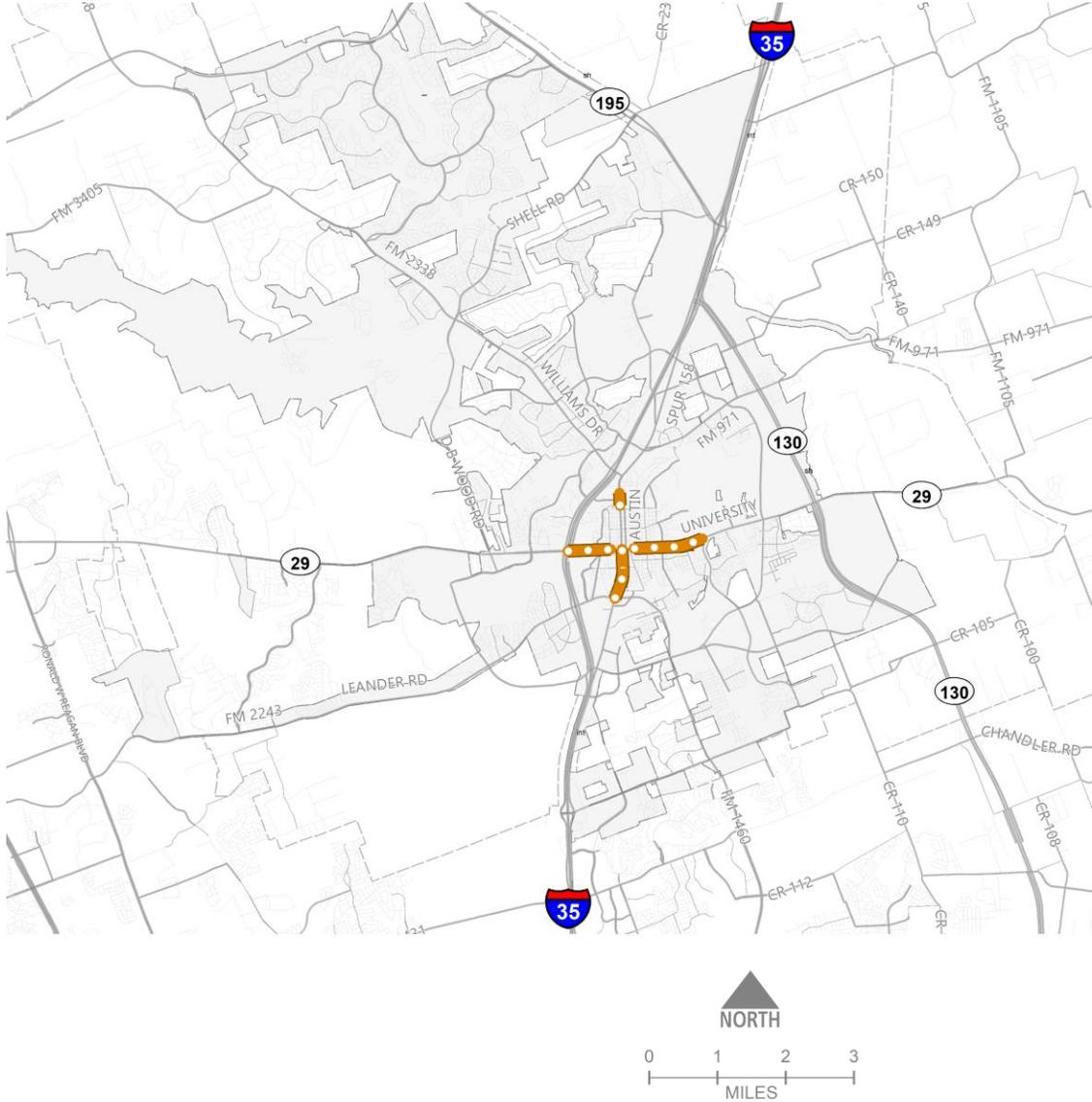


Figure 74. Downtown Corridor Vision



Land Use and Building Design

- Retail, mixed use, office, and medium-density residential**
- Limited height to maintain pedestrian scale**
- Buildings oriented toward streets (instead of parking in front of buildings)**
- Traditional building appearances and elements to reflect those found in Downtown**
- Transition between existing single-family structures to businesses, and retain residential character when residential properties convert to commercial**

Streetscape

- Pedestrian-oriented lighting**
- Pedestrian amenities (seating, shade, etc.)**
- Sidewalk set back from roadway**
- No median**
- Groupings of small trees and native landscaping**
- Enhanced crosswalks**
- Consistent appearance of streetscape and signs**

GATEWAYS & IMAGE CORRIDORS

Williams Drive Corridor

The Williams Drive corridor extends the entire length of Williams Drive between the City limits and I-35, and continues across I-35 along Austin Avenue. Near I-35, development is generally aging commercial development and redevelopment efforts. As the corridor extends westward toward the ETJ, development becomes less intensive and dense.

The Williams Drive Study (2017) proposed seven transects for distinctive areas along the defined corridor, which have been included herein for reference. Transects for Areas E-G are included on the following pages; transects for Areas A-D are included in the Williams Drive Gateway Subarea portion of this document.

- See the Williams Drive Gateway Subarea Plan
- A** Austin Avenue
 - B** Rivery Boulevard to I-35
 - C** Golden Oaks Drive to Rivery Boulevard
 - D** Lakeway Drive to Golden Oaks Drive
 - E** Serenada Drive to Lakeway Drive
 - F** Cedar Lake Boulevard to Serenada Drive
 - G** Jim Hogg Road to Cedar Park Boulevard

Figure 75. Williams Drive Corridor

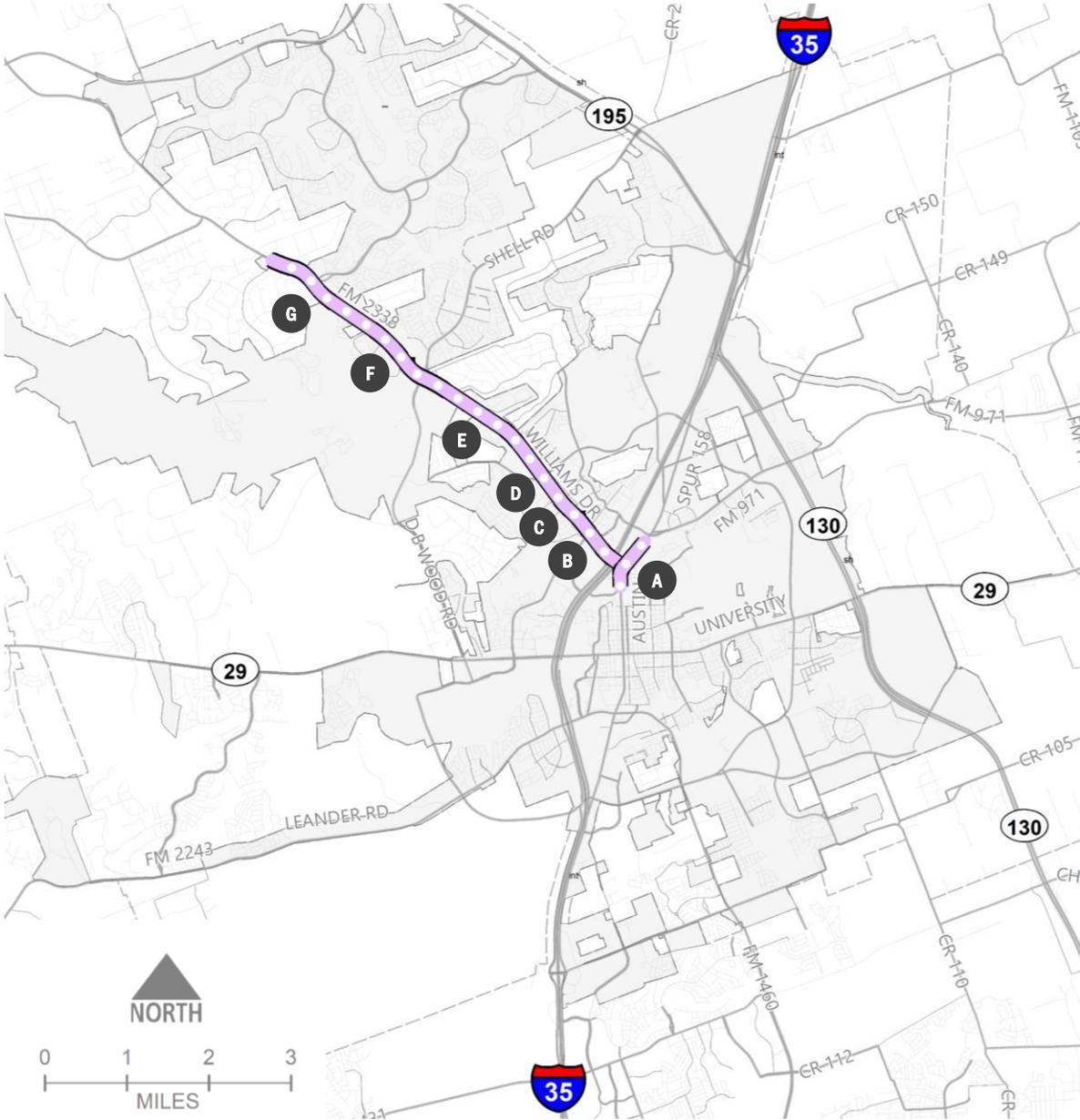


Figure 76. Vision for Williams Drive Corridor between Serenada Drive to Lakeway Drive



Source: Williams Drive Study, 2017

Land Use and Building Design

Buildings pulled up to an internal sidewalk or placed behind a double row and aisle of parking

Streetscape

Wide landscape buffer planted with formal vegetation

Median planted with native vegetation

Curb cuts consolidated, backage road provides inter-parcel connectivity

Multi-use path on south side of Williams Drive

Parkway between path and street planted with formalized street trees

Planted medians for conveyance of stormwater

GATEWAYS & IMAGE CORRIDORS

Figure 77. Vision for Williams Drive Corridor between Cedar Lake Boulevard to Serenada Drive

F



Source: Williams Drive Study, 2017

Land Use and Building Design

Buildings pulled up to an internal sidewalk or placed behind a double row and aisle of parking

Streetscape

Wide landscape buffer and median planted with native vegetation

Curb cuts consolidated, backage road provides inter-parcel connectivity

Multi-use path on south side of Williams Drive

Parkway between path and street planted with formalized street tree plantings

Planted medians for conveyance of stormwater

Figure 78. Vision for Williams Drive Corridor between Jim Hogg Road to Cedar Lane Boulevard



Source: Williams Drive Study, 2017

Land Use and Building Design

Buildings pulled up to an internal sidewalk or placed behind a double row and aisle of parking

Streetscape

Hill Country feeling preserved

Wide landscape buffer and median planted with native vegetation

Curb cuts consolidated

Multi-use path on south side of Williams Drive

Parkway between path and street planted with native vegetation

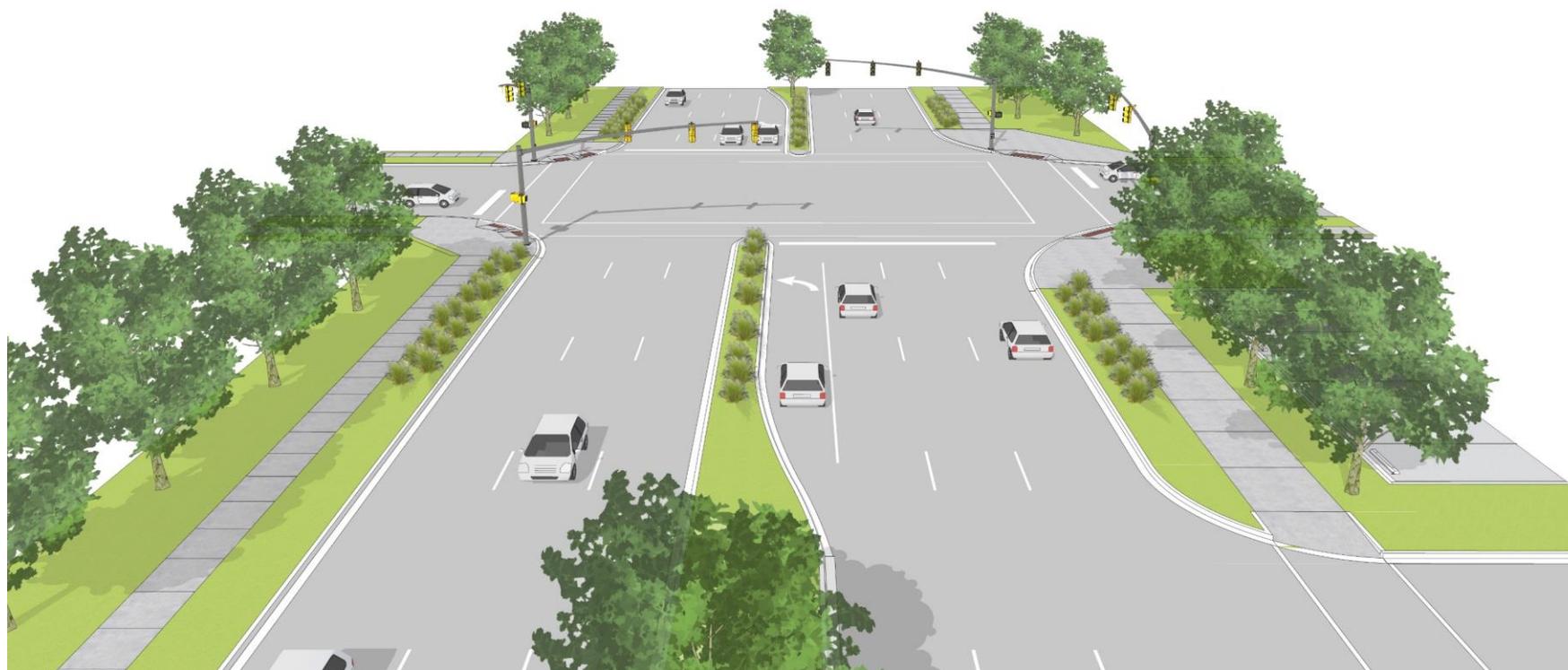
Planted medians for conveyance of stormwater

GATEWAYS & IMAGE CORRIDORS

Enhanced Intersections

Georgetown seeks to improve street intersections to provide additional placemaking and enhanced aesthetics along the Highway Corridors (i.e., Policy GC.1). The addition of street trees, low maintenance native plantings, wayfinding signage and branding elements (where appropriate) helps to create a positive, memorable image of the community. Minor enhancements could include mast arm signals, signage and branding, and stamped concrete intersections. Each intersection will have unique opportunities and constraints based on geometry, infrastructure and adjacent uses. The designs will consider how best to maximize the visibility and visual impact of the enhancements (e.g., through plant and material selection) as well as sight visibility for the safety of pedestrians and motorists.

Figure 79. Example of Landscaping Enhancements Concentrated at Intersections



Corridor Aesthetics Summary

Figure 80 provides a generalized, at-a-glance summary of the aesthetic features recommended for each corridor type.

Figure 80. Summary of Aesthetics by Corridor Type

Feature	Highway	Urban	Scenic	Downtown	Williams Drive
Building Design	Larger scale	Medium scale		Increased building heights desired	Medium scale
Site Design	Buildings set back from roadway		Buildings set back significantly from roadway	Buildings pulled up to sidewalks	Buildings pulled up to an internal sidewalk or placed behind a double row and aisle of parking
Parking	Parking behind buildings				
Signs	Tall monument signs, multi-tenant signs encouraged	Low monument signs constructed of native masonry materials		Pedestrian-oriented signs	Varies by transect; generally low monument signs
Landscaping	Large scale mature landscaping	Smaller scale landscaping	Large-scale mature landscaping with an emphasis on native plantings	Native landscaping concentrated at intersections	Varies by transect
Lighting	Auto-oriented	Auto- and pedestrian-oriented lighting	Limited lighting, with pedestrian-oriented lighting along sidewalks/paths	Pedestrian-oriented lighting	Varies by transect
Pedestrian Amenities	Sidewalks along building frontage	Sidewalks along both sides of the roadway	Sidewalks and/or multi-purpose path	Sidewalks and enhanced pedestrian features	Varies by transect
Gateway Branding	Major gateway features with signage and enhanced landscaping	Banner signs and minor gateway features			



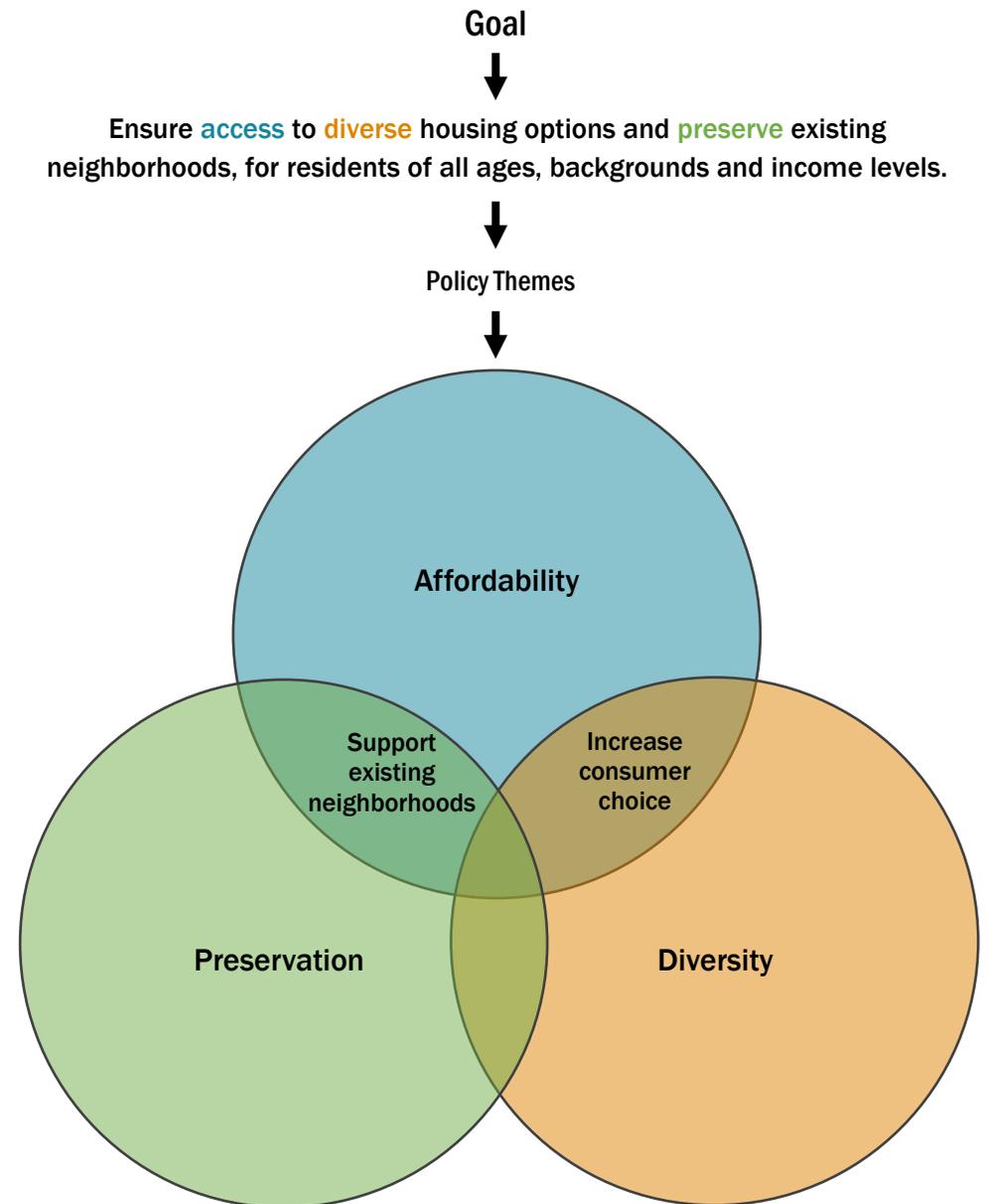
HOUSING

Introduction

Community conversations highlighted the need to address housing and affordability in Georgetown. Residents mentioned rising housing costs, availability of housing options and changing neighborhoods as concerns. (See Appendix C: Public Input Reports for an additional summary of public input.) Community input led to development of a housing specific goal for 2030.

The keywords of **access**, **diverse** and **preserve** represent three specific policy themes: affordability, diversity, and preservation. The existing housing conditions (see Appendix P: Housing Inventory, Appendix Q: Housing Subarea Profiles, and Appendix S: Housing Affordability Analysis for full study) and the public input inform the policies for each of the areas. Together, the policy themes provide a community housing strategy that preserves existing housing stock and neighborhoods and accommodates future needs by creating greater consumer choice of housing options (**Figure 80**).

Figure 80. Comprehensive Housing Strategy





Community Conversations: Housing Needs

Quotes from community members:

- Concerned too expensive to live here for much longer.
- Maintain existing core neighborhoods and downtown areas. Infill and expansion construction should be compatible with neighboring properties.
- Many want a better variety of housing types in the City.
- Apartments are clustered into the same areas. Spread them around.
- There is a need to have better walkability and possibly smaller, affordable grocery stores.

Respondents to the online survey that focused on housing issues said:

- The most important factors affecting housing preservation and the ability for residents to stay in their homes is property tax increases, public safety, and the inability to age in place.
- The most desired housing types are single-family homes, followed by townhomes and mixed-use development.

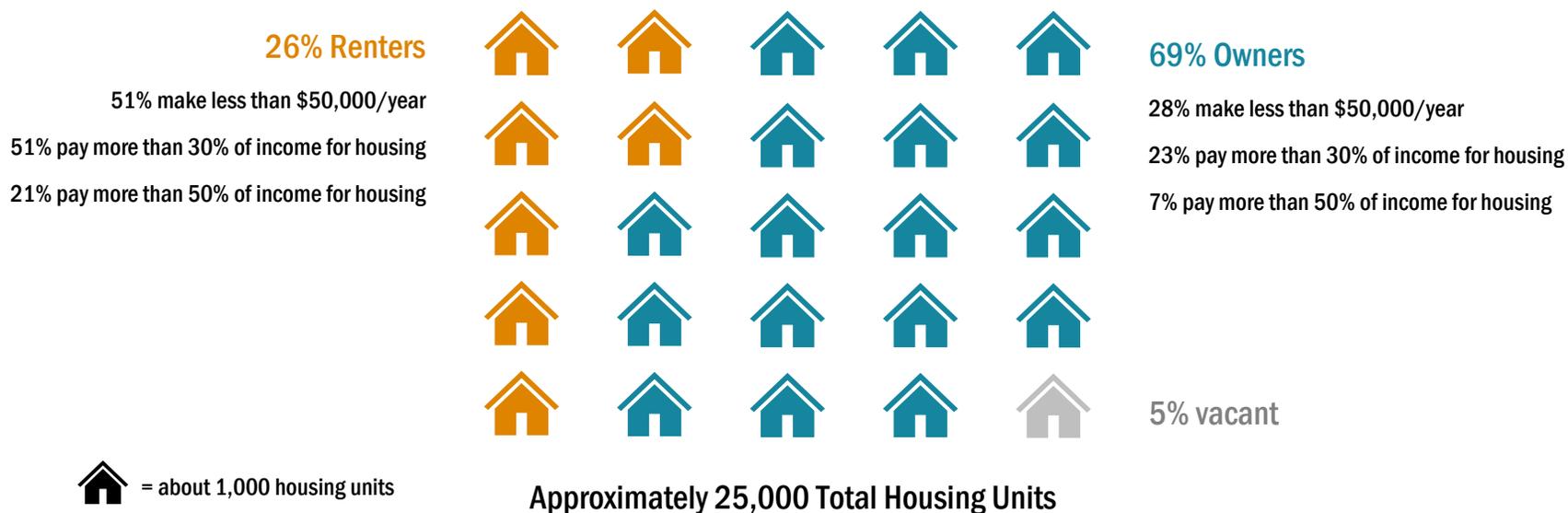
Existing Conditions

The state of housing was studied for the planning area of the 2030 Plan Update (i.e., City limits and ETJ) to establish a baseline for the development of housing policies. This analysis included a profile of housing types, densities, and cost, along with an evaluation of historic trends (see Appendix P: Housing Inventory, Appendix Q: Housing Subarea Profiles, and Appendix S: Housing Affordability Analysis for full study). The analysis was conducted by *subarea* – 14 smaller geographies identified for individual evaluation. This analysis identified the need for housing affordability, diversity, and preservation of existing housing.

Key Points: Households Analysis

- Over twice as many owners as renter households
- Majorities of renter households earning less than \$50,000/year have housing expenses exceeding 30 percent of gross income
- Prices have increased for both leases and sales in the planning area over the past decade

Figure 81. Summary of Existing Housing and Households (2016)



Source: U.S. Census Bureau, 2016 ACS

HOUSING

Figure 82. Comparison of Leasing Rates by Year within the Planning Area

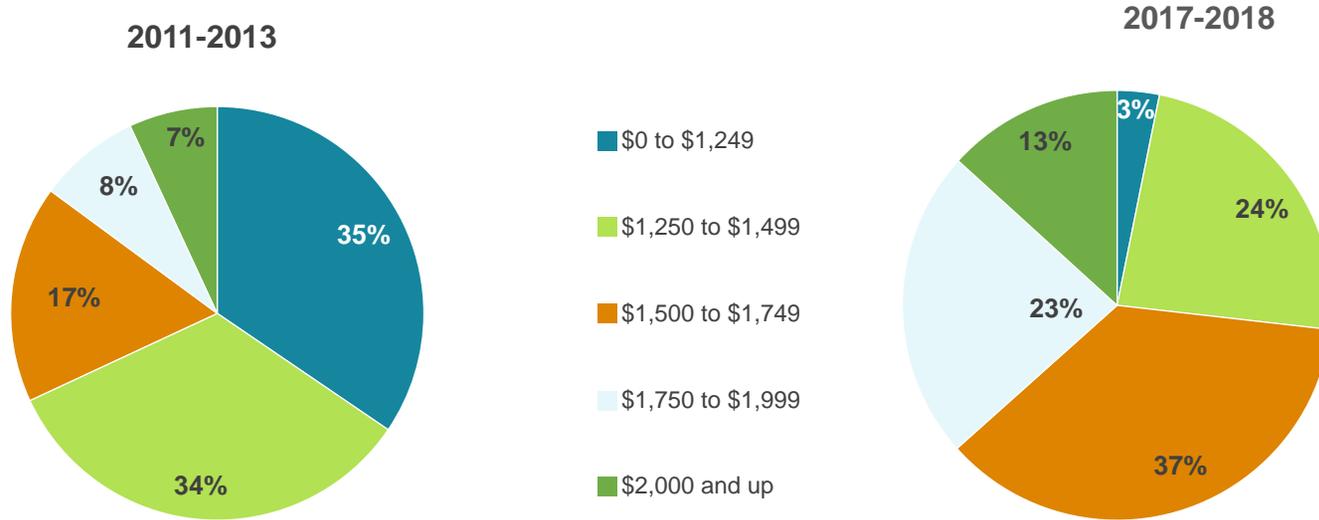


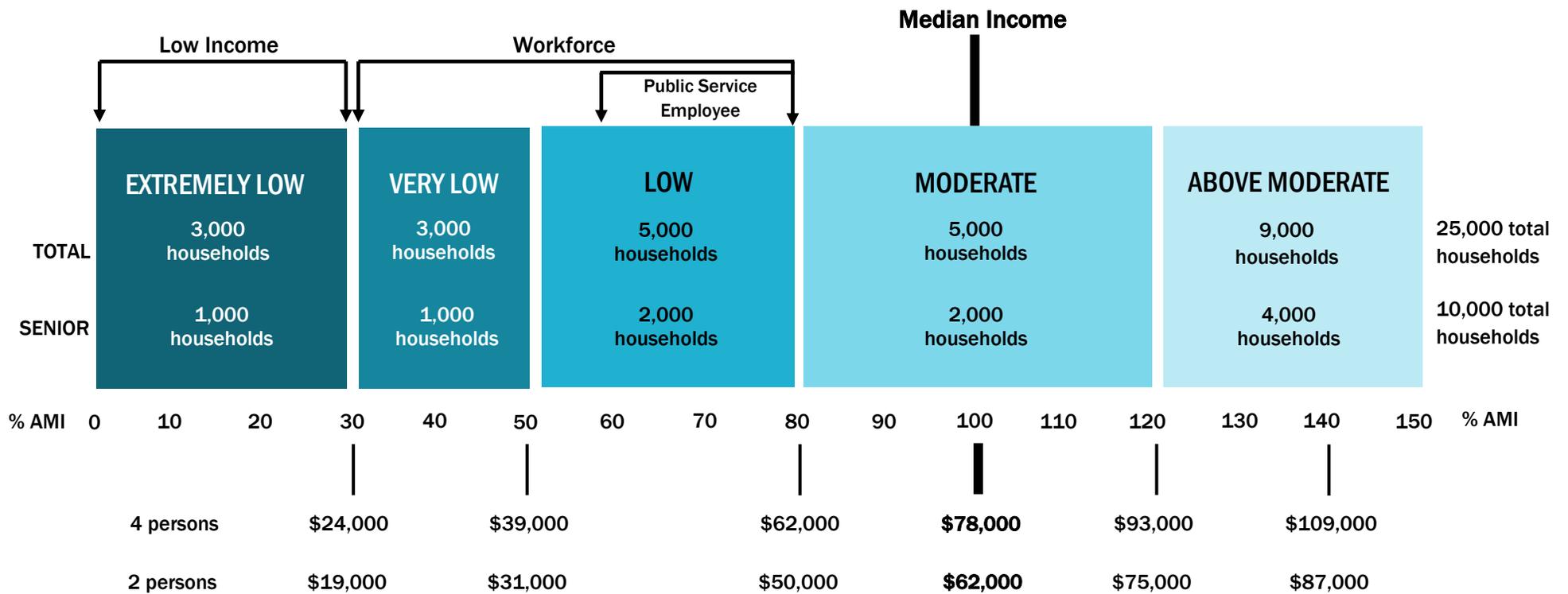
Figure 83. Comparison of Sales Price by Year within the Planning Area



Source: Austin Board of Realtors (ABOR)/MLS July 2018

In response to the community conversations regarding housing options for low-income, workforce, and senior population segments, the distribution of existing households in each of these classifications was evaluated. **Figure 84** illustrates the number of Georgetown households at each of the HUD-defined income levels using the Williamson County Area Median Income (AMI) of \$77,800 for 2016. Public service employees with five years of service earn in the 60 to 80 percent of AMI range.

Figure 84. Georgetown Households by Defined Income Levels



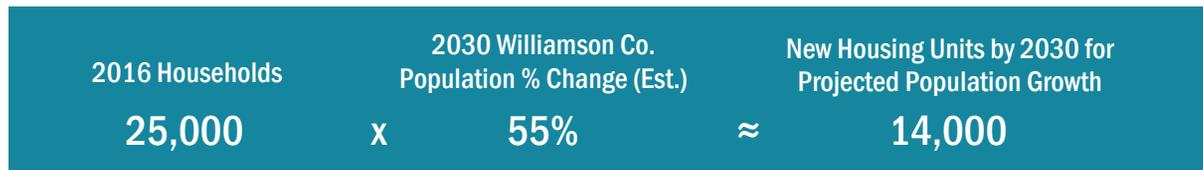
Source: 2016 HUD Income Limits, ACS 2016 1 Year Estimate

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Future Housing Need

By 2030, the City of Georgetown will need 14,000 more housing units. **Figure 85** below provides a simple projection analysis using an estimated 55 percent rate of growth of Williamson County between 2020-2030 (Texas State Data Center, 2019). **Figure 86** illustrates the number of housing units needed in 2030 if the share of incomes remains the same as 2016 (assuming housing values and income growth are both held constant).

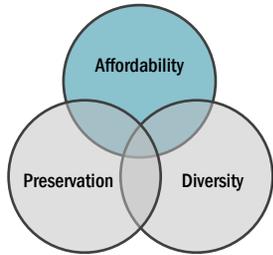
Figure 85. Projected Housing Units Needed in Georgetown by 2030



Source: Texas State Data Center, U.S. Census Bureau, 2016 ACS

Figure 86. Existing Housing Units and Additional Housing Units Needed by Income Range





Housing Affordability

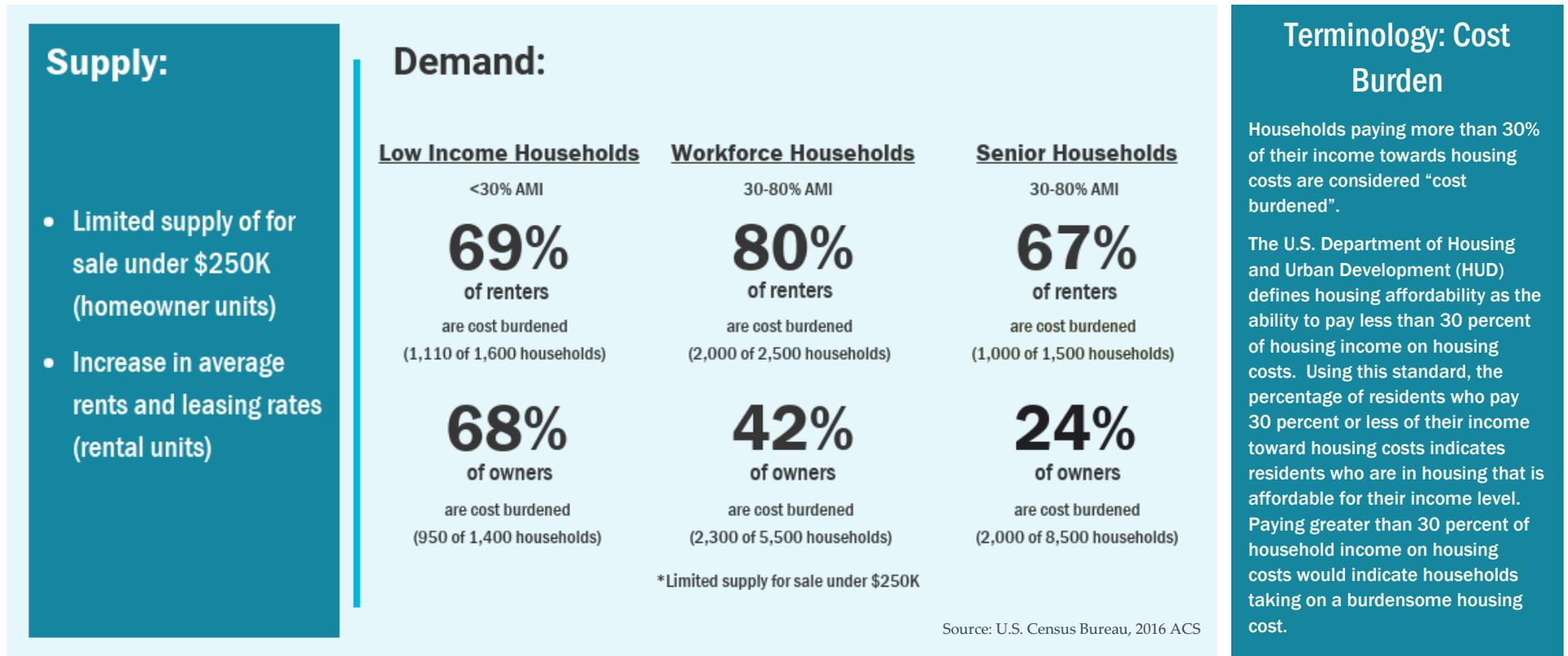
Affordability of the Georgetown housing market is evaluated using factors such as income (demand) and sales and number of units available (supply). *Affordability* refers to the overall housing costs and ensuring that a range of price options exist in the City. Affordability was studied by comparing supply and demand for both owner and renter households.

Figure 87. Median Home Value



Source: U.S. Census Bureau, 2016 ACS

Figure 88. Supply and Demand for Focus Groups

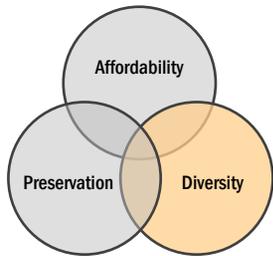


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	Population Segment	Challenges	What We Want to Achieve
Low Income	Households earning less than 30 percent of the local median income	<ul style="list-style-type: none"> • Cost of living has increased significantly. • Building low income housing in a community like Georgetown, can be difficult, especially because central, well-connected housing tends to represent high value land. • Providing affordable rental housing that is well-connected to transportation options as well as goods and services. 	<ul style="list-style-type: none"> • Preservation of existing rental housing units • Support and education for homeowners • Support completion of needs assessment for vulnerable residents
Workforce	Households earning between 30 and 80 percent of the local median income	<ul style="list-style-type: none"> • Lack of affordable rental options for low to moderate income residents and workers • The number of low- to moderate-income jobs is increasing, while housing supply is limited relative to demand. • Increasing costs of developing and delivering new housing • Development costs are high and rising; however, no new rental housing for moderate prices is being produced and homeownership opportunities for workforce households are limited. 	<ul style="list-style-type: none"> • Assist supply expansion of workforce housing • Partner to build on the successful housing work being done locally and regionally • Review UDC requirements • Provide financial assistance to housing developers and builders
Senior	Households over the age of 65	<ul style="list-style-type: none"> • Availability of rental options for low income senior households 	<ul style="list-style-type: none"> • Preservation of existing rental units

Key Takeaways: Affordability Need

- Options for low-income, workforce and senior renters and workforce homeowners
- Support for community organizations providing housing for vulnerable populations.



Housing Diversity

Georgetown defines *diversity* as the housing type (e.g., single-family home, townhouse, duplex) and ownership structure (i.e., owned vs. rented). While related to affordability, diversity also considers the specific preferences or needs of the household, which often

varies by life stage. Housing unit type is an important characteristic to consider for cities to adequately understand housing challenges and issues facing their residents and workforce. Georgetown's breakdown of housing unit types has remained virtually unchanged since 2000. This may be due to the annexation of lower density areas, which would offset the increased number of multi-family units.

Figure 89. Share of Multi-Family Units by Subarea

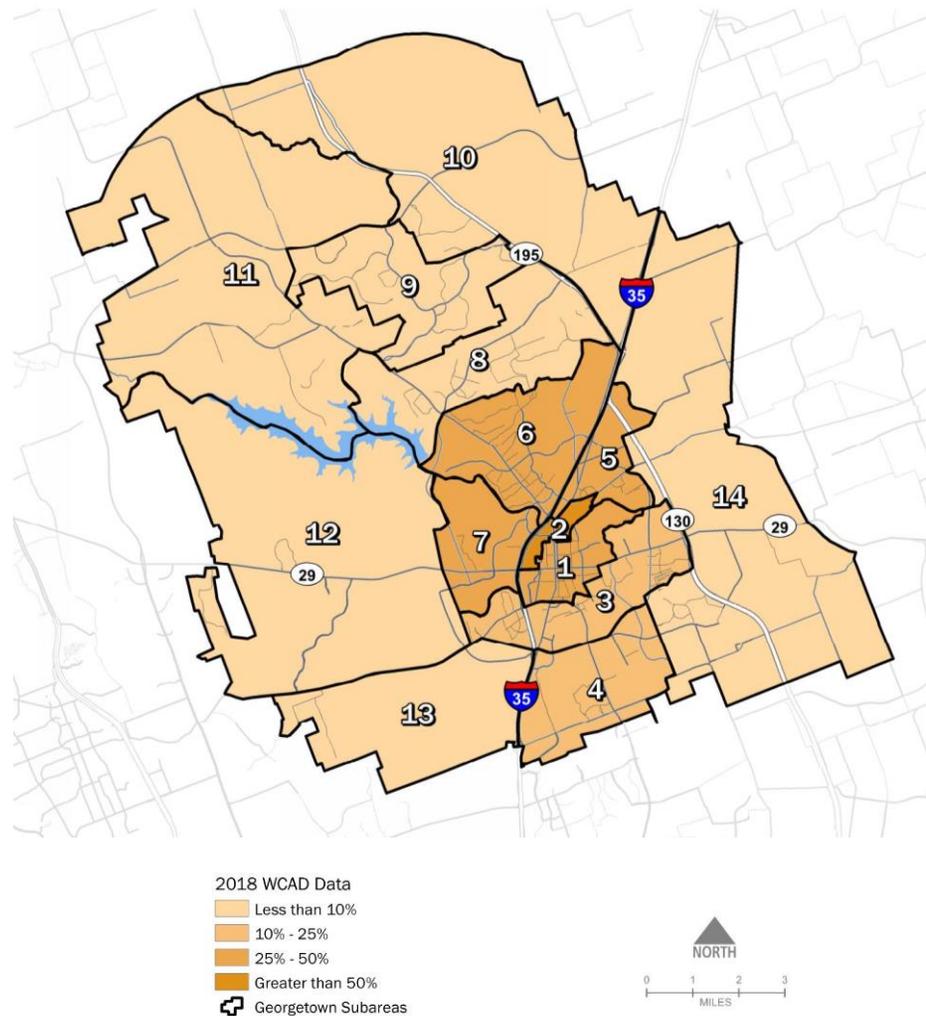


Figure 90. Percentage of Housing Units as Single-Family Homes



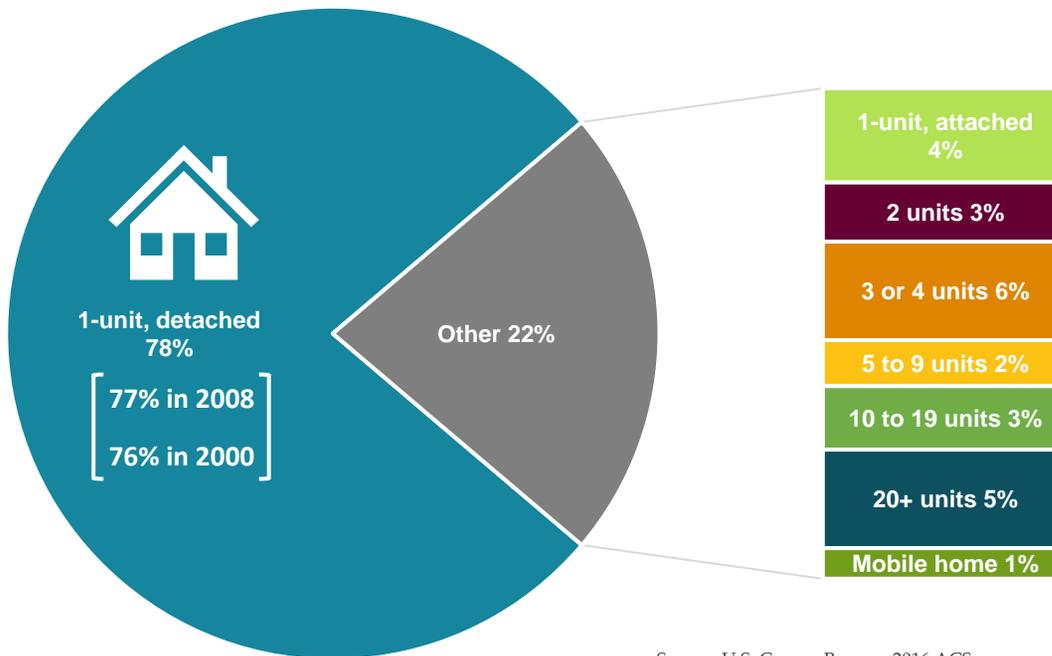
Source: U.S. Census Bureau, 2016 ACS

Source: CDS/Nielsen/Claritas Housing Data, 2018

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Challenges	What We Want to Achieve
<ul style="list-style-type: none"> • Two main housing options available (traditional single-family and apartment units) • Current regulations (i.e., SUP for ADU), increasing the diversity of new housing development types • Aging in place, including transportation and support services 	<ul style="list-style-type: none"> • Promote additional housing types to accommodate a range of ages, incomes, and lifestyles • Evaluate regulations and amend as necessary, create development incentives • Accessibility home improvements and coordination with nonprofits

Figure 91. Housing Unit Types

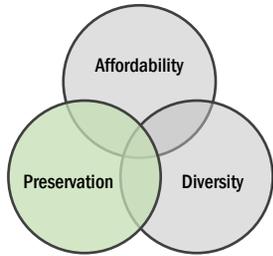


Source: U.S. Census Bureau, 2016 ACS

*over 100% due to rounding

Key Takeaways: Diversity Need

- Increased options and distribution of housing development types.
- Opportunities and coordination of services to support aging in place.



Housing Preservation

Preservation refers to the preservation of the existing homes and neighborhoods in Georgetown, as well as ensuring the ability of residents to stay in their homes over time.

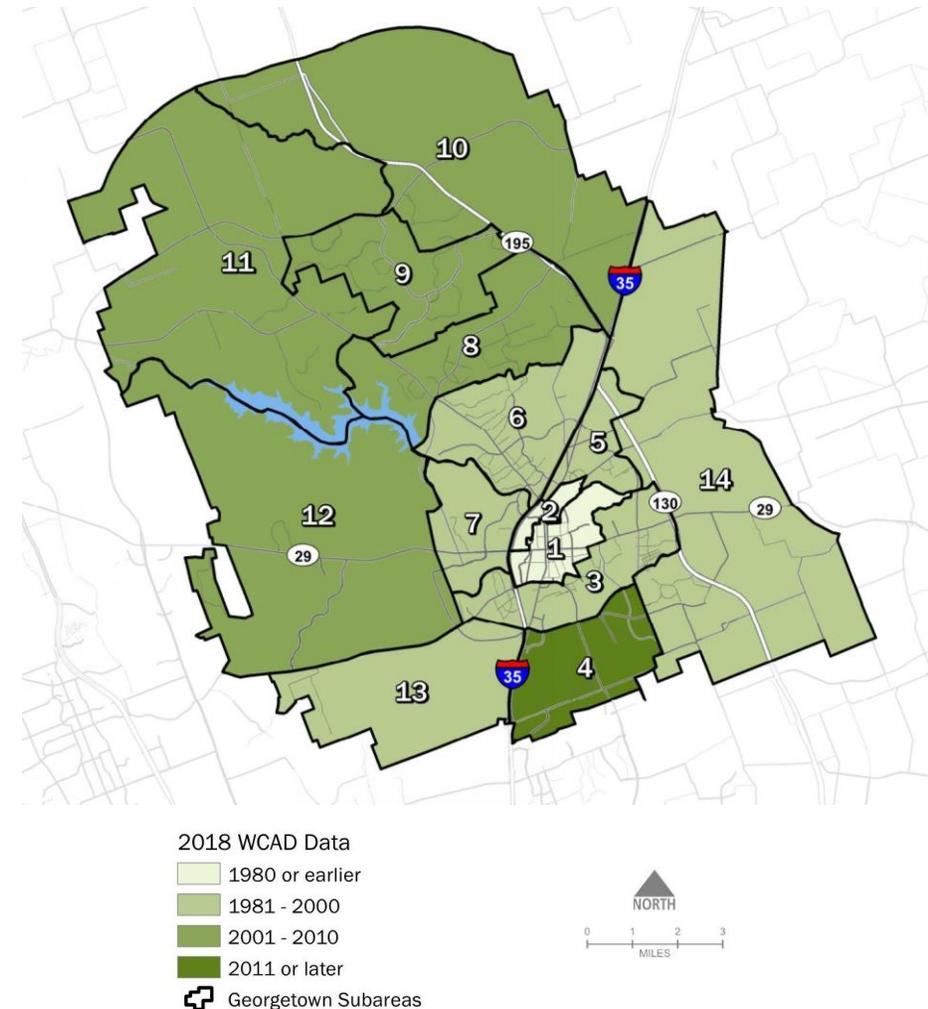
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illustrates that more homes have been constructed during the 2000 to 2009 period than any other decade, which is consistent with Williamson County overall. The median year of construction is 2001. Much of Georgetown’s newest housing is concentrated to the north and west, though new single-family home development is also occurring in the southeast portion of the City. The age of housing stock provides information related to housing diversity and planning for neighborhood programs to address housing conditions over time.

While over 45 percent of the housing stock in Georgetown has been built since 2000, older housing stock, including duplexes and fourplexes, serve an important role in providing housing to workforce renter households. As shown in Figure 94, the average cost per square foot of homes sold has gradually increased across all 14 subareas over the last decade.

Input from the public indicated a desire to maintain established neighborhoods (See Appendix C: Public Input Reports), particularly in terms of the ability of residents to stay in their homes over time and encourage reinvestment in existing neighborhoods.

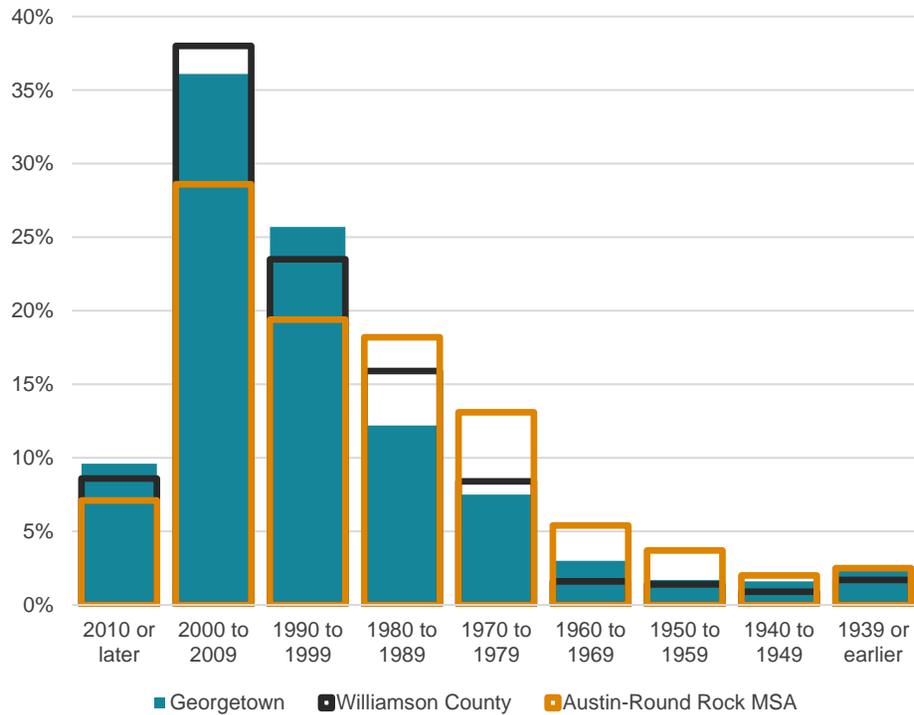
Figure 92. Median Year Built by Subarea



Source: CDS/Nielsen/Claritas Housing Data, 2018

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Figure 93. Year of Structure Construction



Source: U.S. Census Bureau, 2016 ACS

Figure 94. Change in For-Sale Cost Per Square Foot (2008-2018)

Year	2008	2018	Percent Increase
Planning Area	\$ 101	\$ 146	45%
Subarea 13	\$ 143	\$ 261	82%
Subarea 1	\$ 112	\$ 192	72%
Subarea 4	\$ 84	\$ 132	58%
Subarea 14	\$ 92	\$ 144	56%
Subarea 3	\$ 82	\$ 127	54%
Subarea 9	\$ 109	\$ 164	50%
Subarea 6	\$ 99	\$ 147	49%
Subarea 5	\$ 93	\$ 132	43%
Subarea 7	\$ 111	\$ 156	41%
Subarea 11	\$ 127	\$ 170	34%
Subarea 10	\$ 131	\$ 171	31%
Subarea 8	\$ 99	\$ 127	28%
Subarea 2	\$ 153	\$ 183	20%
Subarea 12	\$ 144	\$ 150	4%

Challenges	What We Want to Achieve
<ul style="list-style-type: none"> Established neighborhoods experiencing change 	<ul style="list-style-type: none"> Neighborhood plans and programs
<ul style="list-style-type: none"> Physical preservation of existing affordable/workforce housing Much of the existing non-subsidized moderately priced housing stock is over 40 years old 	<ul style="list-style-type: none"> Housing rehabilitation
<ul style="list-style-type: none"> Economic preservation of existing affordable/workforce housing Rental rates in non-subsidized existing units have been increasing 	<ul style="list-style-type: none"> Rental Housing Preservation: <ul style="list-style-type: none"> Small-scale, multi-unit rental structures (primarily duplexes and quadplexes) Older, non-subsidized, income restricted apartment complexes Subsidized properties serving very low income and low-income residents
<ul style="list-style-type: none"> For-sale existing housing priced under \$250,000 has been rapidly decreasing, The opportunity to preserve for-sale housing under \$200,000 has nearly passed in Georgetown; keeping the existing stock at those prices would require rapid and significant action. 	<ul style="list-style-type: none"> Preservation of housing in the \$200,000 to \$275,000 range, both in terms of existing older housing (especially east of I-35) and sites for new housing development (primarily east of I-35).

Key Takeaways: Preservation Need

- Physical preservation of non-subsidized housing stock and economic preservation of existing affordable/workforce housing.
- Preservation of existing neighborhoods is critical to providing homes for workforce households and residents who desire to stay in their homes over time.

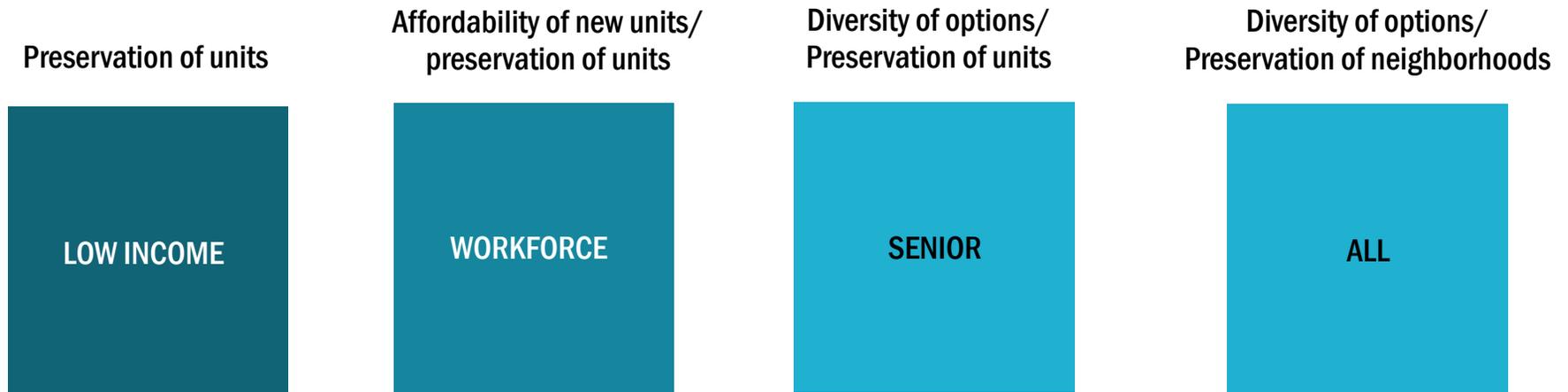
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Comprehensive Strategy to Address Needs

The comprehensive strategy of addressing housing affordability, preservation and diversity will work to meet the current and future housing needs of Georgetown residents.

The Housing Toolkit is intended to be a reference guide for programs, policies, and regulations that could be implemented, as needed to address housing needs as they arrive. As annual reporting takes place, the Toolkit will provide a reference for additional tools that may be utilized to support housing goals and policies. The complete Toolkit is available in Appendix R: Housing Toolkit.

Figure 95. Addressing Community Housing Needs



Housing Policies



Policy H.1 Preserve existing housing stock that contributes to diversity and affordability.

- » Protect existing housing stock that provides a range of housing types, price points and sizes to overall inventory.



Policy H.2 Preserve existing neighborhoods in targeted areas.

- » Certain neighborhoods require consideration of development impacts to ensure character and compatibility are protected.
- » Preservation efforts may be defined through small area planning.



Policy H.3 Support owners' ability to stay in homes in neighborhoods with rapid value increases without limiting the sale of the home.

- » Homeowners may be priced out of their existing homes and neighborhoods due to drastic increases in property values, as shown in the housing subarea profile analysis (Appendix R), that result in property tax increases.



Policy H.4 Maintain and promote neighborhood character and quality.

- » Neighborhood vitality is maintained and promoted through neighborhood empowerment, enhancements and beautification efforts.
- » Character and quality may be defined and promoted through small area planning or creation of neighborhood conservation districts.

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Policy H.5 Support and increase rental choices for low-income and workforce households unless the housing is substandard.

- » Support existing rental choices for low-income households and workforce households as identified in the housing inventory (**Appendix P: Housing Inventory**).
- » Increase rental choices for workforce households through support of LIHTC development and providing incentives in development regulations, agreements and negotiated standards.
- » Substandard housing is defined through coordination with Code Enforcement and Chief Building Official.



Policy H.6 Support rental choices for senior households.

- » Maintain age-restricted units to provide rental choices for cost-burdened senior renters.



Policy H.7 Increase homeownership choices for workforce households.

- » Homeownership opportunities are targeted for workforce households earning between 60 to 80 of the Area Median Income (AMI).



Policy H.8 Support the nonprofit community in creating housing opportunities for the most vulnerable residents (including but not limited to homeless, seniors, youth aging out of the foster care system, and people with disabilities).

- » Maintain and continue to develop community partnerships to assess community need.
- » Assist non-profits through Strategic Partnership grants.



Policy H.9 Encourage and incentivize new housing and reinventions or additions to existing housing to provide a mixture of housing types, sizes, and price points.

- » Ensure development regulations support and include incentives for diverse housing options.
- » Negotiation during Municipal Utility District (MUD), Planned Unit Development (PUD), and other similar initiatives can provide opportunities to include various housing options



Policy H.10 Ensure land use designations and other policies allow for and encourage a mixture of housing types and densities across the community.

- » Land use and special district policies are regularly reviewed to support housing diversity.
- » Application of land use ratios and care taken to ensure developments include supporting uses.



Policy H.11 Promote aging in place opportunities by aligning land use policies and transportation policies that promote a housing market capable of accommodating residents throughout all stages of life.

- » Aging in place means that a person can comfortably spend their entire life within the community if desired – and possibly within the same home.
- » Coordinated services and land use decisions support aging in place.



Policy H.12 Actively seek and build public and private partnerships to leverage resources and promote innovation.

- » Coordinate city's housing goal and policy through engagement with entities such as Williamson County, local financial institutions and non-profits.

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Policy H.13 Align housing goals with other city policies and strategic plans.

- » Aligning all plans supports effective and efficient governance.



Policy H.14 Provide opportunity for community engagement through outreach and communication.

- » Provide opportunities for engagement in the community where residents are already gathered.



PLAN IMPLEMENTATION

PLAN IMPLEMENTATION

Plan Amendments, Monitoring, and Updates

If a plan is to have value and remain useful over time, it is important to develop ways of monitoring progress on the many initiatives it calls for, to evaluate its effectiveness, and to keep it current as new information becomes available and as circumstances change. For this reason, comprehensive planning is thought of as an ongoing process and not as a one-time event. The plan is not an end in itself, but rather the foundation that will guide ongoing, more detailed planning. Without the evaluation and feedback loop, the plan can soon become irrelevant. For this reason, the plan must be structured to respond to changing needs and conditions.

Due to the complexity of the many initiatives called for in the City of Georgetown 2030 Comprehensive Plan, as well as the accelerating rate of growth and change, provisions for plan amendments, monitoring, and updating will be made in a timely manner, as follows.

Amendments

Plan amendments are periodic, substantive changes to the plan and its associated goals, policies, and actions along with changes to the Future Land Use Map that are necessary to accommodate changes or unforeseen circumstances in a manner consistent with the public interest. While the plan provides for reasonable flexibility in interpretation, to have relevance over time, it should not be permitted to be ignored, nor subject to continuous or arbitrary amendments to accommodate development applications, which are contrary to the plan.

Amendments should not be made without an analysis of immediate needs and consideration of the long-term effects. In considering amendments to the plan, the City should be guided by the following:

- The need for the proposed change;
- The effect of the proposed change on the need for City services and facilities;
- The implications, if any, that the amendment may have for other parts of the plan; and
- A description and analysis of unforeseen circumstances or the emergence of new information.

Annual Monitoring

The City should monitor and report upon plan implementation progress annually. At the anniversary of plan adoption, the Planning Department should submit to the Comprehensive Plan Steering Committee, Planning & Zoning Commission, and City Council an annual report indicating actions taken and progress made toward plan implementation, along with recommendations for plan amendments due to altered circumstances or in response to citizen requests, proposed rezonings, or plats. Annual reviews should also include:

- Developing benchmarks, as part of an overall plan-monitoring program, to evaluate the effectiveness of implementation efforts and adherence to the plan; and
- Maintaining dialogue with local citizens, municipalities, school districts, development interests, and other stakeholders and affected parties on a periodic, ongoing basis to monitor the effectiveness and continued relevance of the plan.

Plan Updates

Every five years, the City of Georgetown will initiate a process to revise and adopt an updated plan (if needed) or one or more plan element. The revision process will include the following:

- Creation or continuation of the Comprehensive Plan Steering Committee, as appropriate, depending on the plan Element or Elements undergoing revision;
- Updating of the plan statistical data documenting growth trends, completed projects and other factors experienced since the adoption of the current plan;
- Preparation of an Evaluation and Appraisal Report, documenting plan effectiveness and implementation efforts, identifying constraints upon implementation, and summarizing trends and challenges that have emerged or changed in the period since plan adoption;
- Revision of goals, strategies, and actions to reflect changing circumstances, emerging needs and opportunities, and expressed citizen priorities; and
- Revisions to Future Land Use Map and other related maps.

Implementation Plan

The following Implementation Plan outlines the ten 2030 Plan Update goals, the associated policies, and action items to assist in measuring plan implementation. The purpose of this Implementation Plan is to provide a checklist for City leaders, City staff, the community, and other decision makers to proactively implement this plan and realize the vision of the Georgetown community. The City will use this checklist to program budgeting, staffing, development decisions, and other important decisions over the next ten years and beyond.

Key Terms

“Term” means the time period in years during which the initiative will begin.

0-2 Years = FY 2020-2022

2-4 Years = FY 2022-2024

4+ Years = FY 2024-2030

OG = On-Going

“Regulatory Framework” (R) means the regulations and standards (“rules”) for the development of land, primarily zoning and subdivision regulations.

“Decision Framework” (D) means the criteria and processes used in the decision-making process related to land development by City Council (“why”).

“Plans, Programs, and Partnerships” (P) means plans that require additional work to further this 2030 Plan Update; routine activities of the City; and partnerships to maximize resources and concentrate efforts.

“Cost” means the approximated budget required to accomplish the initiative.

\$ = under \$10,000

\$\$ = \$10,000 to \$50,000

\$\$\$ = \$50,000 to \$100,000

\$\$\$\$ = \$100,000+

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

PLAN IMPLEMENTATION

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 choices, transportation, public facilities, 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 gradual transition from urban to suburban to rural development.				
R	LU.1.a. Analyze and amend (if applicable) the UDC to ensure that proper transitions and buffering are required between neighborhoods and adjacent commercial areas.	0-2	\$\$\$	Planning
Policy LU.2 Promote more compact, higher density, well-connected development within appropriate infill locations.				
R	LU.2.a. Analyze and amend (if applicable) the UDC to ensure standards are appropriate for new residential development to allow a range and transition of density, accommodate smaller residential lots, prioritize open space, amenities and heightened connectivity.	0-2	\$\$\$	Planning
D	LU.2.b. Analyze and amend (if applicable) to accommodate higher density residential developments (e.g., 24+ dwelling units per acre).	0-2	\$\$\$	Planning
R	LU.2.c. Analyze and amend (if applicable) the UDC to support density bonuses and transfer of development rights as incentives for desirable development types and forms.	0-2	\$\$\$	Planning
Policy LU.3 Promote development of complete neighborhoods across Georgetown.				
R	LU.3.a. Analyze and amend (if applicable) the UDC to promote compact, well-connected neighborhoods and commercial areas pertaining to street connectivity, street design, open space, etc.	0-2	\$\$\$	Planning

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 choices, transportation, public facilities, and recreational options in all parts of Georgetown.				
Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.				
P	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 maintenance. Ensure design includes pedestrian connectivity (specifically for the areas between Leander Road and Lakeway Drive) and gateway features (signage, landscaping, etc.).	OG	\$	Public Works
R	GC.1.b. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Highway Corridors, as described in Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	0-2	\$\$\$	Planning
P	GC.1.c. Develop a plan (design, location, funding, coordination) to establish a gateway entry feature along southbound I-35.	0-2	\$\$\$	Facilities
P	GC.1.d. Identify additional highly visible locations along key corridors to emphasize branding elements (e.g., entryway signage with enhanced landscaping, branding designs on overpasses and bridges, and unique streetscape and public art features).	3-4	\$	Planning
P	GC.1.e. Prioritize, develop funding and install branding elements.	5+	\$\$\$\$	Facilities
P	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

PLAN IMPLEMENTATION

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.5 Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.				
D	LU.4.a. Utilize the Utility Master Plan and CIP process to weight/prioritize improvements in target areas.	OG	\$\$\$	Systems Engineering
R	LU.4.b. Analyze and amend (if applicable) the UDC to develop a Williams Drive Gateway Overlay Zoning District (Austin Ave to Jim Hogg Rd) that supports the vision established for the corridor in the 2017 Williams Drive Study.	3-4	\$\$\$	Planning
R	LU.4.c. Analyze and amend (if applicable) the UDC include an Urban Gateway Overlay Zoning District to support a more intense urban design that reflects the development of established corridors such as Austin Avenue, SH29 (University).	3-4	\$\$\$	Planning
R	LU.4.d. Develop signage and landscaping standards for the Urban Gateway Overlay Zoning District.	3-4	\$\$\$	Planning
Policy LU.6 Continue to promote diversification of uses while strengthening the historic character and supporting the existing historic neighborhoods.				
P	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.				
P	H.2.a. Submit a budget request to complete a small area plan for the Track-Ridge-Grasshopper Neighborhood.	0-2	\$\$	Planning
P	H.2.b. Develop a process to identify target neighborhoods.	0-2	\$	Planning
P	H.2.c. Evaluate becoming a Community Development Block Grant (CDBG) direct entitlement jurisdiction in FY21.	0-2	\$	Planning
P	H.2.d. Develop a dedicated funding source to support small area planning for target neighborhoods.	3-4	\$\$	Planning
P	H.2.e. Develop neighborhood plans for areas surrounding the downtown overlay district or transitional areas identified in the Downtown Master Plan to address key preservation issues, such as encroachment of incompatible uses.	3-4	\$\$	Planning

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 H.2 Preserve existing neighborhoods in targeted areas.				
P	H.2.f. Review feasibility and applicability of Neighborhood Empowerment Zones for preservation and reinvestment purposes.	3-4	\$	Planning
Policy WD.2 Enhance the urban form and character of the Subarea (Land Use).				
P	WD.2.a. Use tree mitigation funds for right-of-way planting materials within the Williams Drive Gateway.	OG	\$\$\$	Parks & Rec
D	WD.2.b. Guide the desired development pattern for the Williams Drive Gateway through the adoption of a mixed use, special area plan overlay, or other zoning district.	3-4	\$	Planning
P	WD.2.c. Enhance Williams Drive at I-35 intersections through landscaping and other similar improvements.	3-4	\$\$	Public Works
R	WD.2.d. Create development standards to provide open spaces within the boundaries of the Williams Drive Gateway Subarea Plan.	3-4	\$\$\$	Planning
R	WD.2.e. Create development standards to strengthen the Williams Drive Gateway unique identity through aesthetic enhancements such as landscaping, street lighting, signage and building design.	3-4	\$\$\$	Planning
Policy GC.2 Utilize the Downtown Corridors to retain and enhance Georgetown's historic, small-town charm.				
R	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	\$\$\$	Planning
R	GC.2.b. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Downtown Corridors, as described in Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	0-2	\$\$\$	Planning

PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	Leader
Goal 3: Provide a development framework that guides fiscally responsible growth, protects historic community character, demonstrates stewardship of the environment, and provides for effective provision of public services and facilities.				
Policy LU.7 Strengthen Georgetown's image and quality feel within enhanced gateways and commercial corridors.				
R	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.8 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.				
R	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
P	LU.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
R	LU.7.c. Designate five percent 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 funding sources to support heightened beautification that supports the vision of the Gateway Image corridors.	3-4	\$\$	Public Works
Policy LU.9 Adopt development practices that preserve and enhance the environment.				
D	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 identified on the Future Land Use Map.	OG	\$	Economic Development
P	LU.8.b. Update the City's Retail Recruitment study.	3-4	\$\$	Economic Development

Goals, Policies, and Action Items		Term	Cost	Leader
Goal 3: Provide a development framework that guides fiscally responsible growth, protects historic community character, demonstrates stewardship of the environment, and provides for effective provision of public services and facilities.				
Policy LU.10 Support the City's growth and development using a decision framework that promotes fiscal health, safety, and quality of life for our current and future residents.				
R	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
D	LU.9.b. Update applicable City plans and standards in the Construction Standards and Specifics Manual.	OG	\$	Systems Engineering
Policy LU.11 Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.				
P	LU.10.a. Develop a tool to assist in the evaluation of land use changes such as rezoning and comprehensive plan amendments.	0-2	\$\$	GIS
P	LU.10.b. Continue to use the Fiscal Impact Model to evaluate the net fiscal impact of potential developments, including PUDs, annexations, development agreements and comprehensive plan amendments.	OG	\$	Planning
D	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.				
R	GC.3.a. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Scenic Corridors, as described in Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	3-4	\$\$\$	Planning

PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	Leader
Goal 4: Guide, promote, and assist the preservation and rehabilitation of the City's historic resources.				
P	4.b. Adopt a Historic Preservation Element (in conjunction with a Downtown Master Plan Update) through partnerships with businesses, nonprofits and State preservation organizations.	3-4	\$\$	Planning
R	4.a. Analyze and amend (if applicable) the UDC for feasibility of incentivizing preservation of existing structures through increased flexibility of development standards.	0-2	\$\$\$	Planning
Goal 5: Ensure effective communication, outreach, and opportunities for public participation and community partnerships to foster a strong sense of community.				
P	5.a. Publish the Comp Plan Annual Report.	OG	\$	Planning
P	5.b. Establish a timeframe for review and possible update to the City's 2010 Citizen Participation Element.	3-4	\$\$	City Manager's Office
Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.				
Policy LU.12 Support public safety services and infrastructure to ensure that Georgetown continues to be a safe, welcoming community that serves all residents.				
R	LU.11.a. Analyze and amend (if applicable) the UDC to allow more compact residential development (e.g. lot size, street width, setback, ranges in density).	0-2	\$\$\$	Planning
Policy H.1 Preserve existing housing stock that contributes to diversity and affordability.				
D	H.1.a. Evaluate potential funding sources, such as HOME, CDBG, sales tax revenue, housing bonds, future tax increments, the Community Reinvestment Act, and/or philanthropic partners, to incentivize the rehabilitation of existing single-family, duplex, quadplex, and multi-family homes.	OG	\$	Planning
P	H.1.b. Maintain home repair program for low income homeowners.	0-2	\$	Planning
P	H.1.c. Evaluate and catalog small scale multi-family units for preservation and multi-family rehabilitation program. Study opportunities for multi-family tax exemption programs.	3-4	\$	Planning
P	H.1.d. Expand homeowner home repair to workforce homeowners.	0-2	\$\$	Planning

Goals, Policies, and Action Items		Term	Cost	Leader
Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels				
Policy H.1 Preserve existing housing stock that contributes to diversity and affordability.				
P	H.1.e. Coordinate with regional partners who might preserve units in Georgetown through Impact funds.	OG	\$	Planning
D	H.1.f. Create dedicated and stable funding sources for home maintenance and repair programs, such as Community Reinvestment Act funds or a Tax Increment Reinvestment Zone (TIRZ).	3-4	\$\$\$	Planning
P	H.1.g. If need is present is H.1.c, develop a multi-family rehabilitation program to address need.	5+	\$\$\$	Planning
Policy H.3 Support owners' ability to stay in homes in neighborhoods with rapid value increases without limiting the sale of the home.				
D	H.3.a. Define metrics to classify "neighborhoods with rapid value increases" to consistently identify areas of focus (e.g., average annual increase of median home value).	0-2	\$	Planning
Policy H.4 Maintain and promote neighborhood character and quality.				
P	H.4.a. Coordinate with local organizations (e.g., faith-based, scouting, or other community service groups) to organize a neighborhood clean-up day annual calendar.	OG	\$	Planning
P	H.4.b. Encourage the neighborhood traffic management program to identify issues and alternatives to congestion and maintenance based on community feedback.	OG	\$	Public Works
P	H.4.c. Support the establishment of neighborhood associations.	0-2	\$	Planning
P	H4.d. Build BEST (Beautiful, Engaged, Safe, & Thriving) Neighborhoods program to promote and support neighborhoods.	3-4	\$	Planning

PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	Leader
Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.				
Policy H.5 Support and increase rental choices for low-income and workforce households unless the housing is substandard.				
P	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
D	H.5.b. Support the Low-Income Housing Tax Credit (LIHTC) developments that meet the City's defined process.	OG	\$	Planning
R	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
D	H.5.d. Evaluate city policies for inclusion of workforce housing incentives, including special districts (MUD, PID) and special finance districts (TIRZ).	0-2	\$	Planning
D	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.				
P	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.				
P	H.7.a. Support nonprofit developers to increase homeownership choices for workforce households.	OG	\$	Planning
R	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

Goals, Policies, and Action Items		Term	Cost	Leader
Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.				
Policy H.7 Increase homeownership choices for workforce households.				
D	H.7.c. Identify potential revenue sources for creating a housing fund for use in development agreements and programming.	0-2	\$	Planning
P	H.7.d. Establish down payment assistance program for workforce homebuyers.	5+	\$\$\$	Planning
Policy H.8 Support the nonprofit community in creating housing opportunities for the most vulnerable residents (including but not limited to homeless, seniors, youth aging out of the foster care system, and people with disabilities).				
P	H.8.a. Develop a Health and Human Services Element for the comprehensive plan, as required by City Charter.	3-4	\$\$	Fire
Policy H.9 Encourage and incentivize new housing and reinventions or additions to existing housing to provide a mixture of housing types, sizes, and price points.				
D	H.9.a. Update MUD/PID and residential PUD policies with definition of housing diversity.	0-2	\$	Planning
R	H.9.b. Analyze and amend (if applicable) the UDC Housing Diversity Development standards to strengthen incentives.	0-2	\$\$\$	Planning
R	H.9.c. Analyze and amend (if applicable) the UDC requirements and development standards for accessory dwelling units (ADUs).	0-2	\$\$\$	Planning
Policy H.10 Ensure land use designations and other policies allow for and encourage a mixture of housing types and densities across the community.				
R	H.10.a. Analyze and amend (if applicable) the UDC Special District Policy to build on the existing requirement for diversity in housing stock to include a portion of the development that addresses affordability for the 60-120 percent Area Median Income (AMI) segment.	3-4	\$\$\$	Planning

PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	Leader
Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.				
Policy H.11 Promote aging in place opportunities by aligning land use policies and transportation policies that promote a housing market capable of accommodating residents throughout all stages of life.				
P	H.11.a. Pursue Strategic Partnership grants focused on agencies that promote aging in place/community.	OG	\$	Planning
Policy H.12 Actively seek and build public and private partnerships to leverage resources and promote innovation.				
P	H.12.a. Continue regular coordination with local nonprofit organizations, Williamson County, Georgetown ISD, Texas Department of Housing and Community Affairs, and local major employers.	OG	\$	Planning
Policy H.13 Align housing goals with other city policies and strategic plans.				
P	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
Policy H.14 Provide opportunity for community engagement through outreach and communication.				
P	H.14.a. Expand community education and outreach programs to inform residents of available support, such as homebuyer education services, home rehabilitation grants, utility billing assistance, homestead exemptions, nonprofit partnerships for home maintenance and City Georgetown Housing programs.	0-2	\$	Planning
Goal 7: Maintain high quality infrastructure, public safety services, and community facilities.				
Policy LU.13 Promote development decisions that serve the needs of our interlocal government partners.				
P	LU.12.a. Establish a time frame for review and possible update to the Public Safety Element.	3-4	\$\$	City Manager's Office

Goals, Policies, and Action Items		Term	Cost	Leader
Goal 7: Maintain high quality infrastructure, public safety services, and community facilities.				
Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.				
P	GC.1.g. Develop a budget to support increased landscape maintenance along the Gateway Image Corridors.	3-4	\$\$	Facilities
Goal 8: Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage resources and promote innovation.				
Policy LU.14 Ensure that the subdivision and development processes include consideration of the way in which residential lots relate to parks and open space, emphasizing adjacency and accessibility to parks and open space.				
P	LU.13.a. Annually present the Future Land Use Map to GISD and Williamson County for feedback and coordination on future development planning.	OG	\$	Planning
P	LU.13.b. Seek opportunities for shared recreation facilities when new schools are planned.	OG	\$	Parks & Rec
P	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 (Opportunities for Partnerships).				
P	WD.3.a. Draft and adopt a grant program to incentivize or assist in signage, street frontage landscaping and other streetscape improvements.	3-4	\$\$\$	Planning
D	WD.3.b. Evaluate the adjustment of the Tax Increment Reinvestment Zone (TIRZ) boundary to include the entirety of the Subarea and develop a TIRZ spending plan.	0-2	\$	Finance
P	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.15 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.				
P	LU.14.a. Update the City's 2009 Parks, Recreation, and Open Space Master Plan.	0-2	\$\$\$\$	Parks & Rec

PLAN IMPLEMENTATION

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 Subarea (Connectivity).				
P	WD.1.a. Create transit stops to improve access to GoGeo and evaluate feasibility of a bus pull-in lane within the Williams Drive Gateway.	3-4	\$\$	Public Works
P	WD.1.b. Fill in the sidewalk gaps to increase pedestrian connectivity, including the improvements in the Implementation Plan of the Williams Drive Study for the Centers Area.	3-4	\$\$\$\$	Public Works
P	WD.1.c. Ensure traffic calming on parallel connections to reduce cut-through traffic and promote public education efforts regarding alternate routes.	5+	\$\$\$	Public Works
P	WD.1.d. Improve connections between parcels and create a network of street, including the connections and system improvements as described in the Implementation Plan of the Williams Drive Study for the Centers Area.	5+	\$\$\$\$	Public Works
P	WD.1.e. Improve traffic flow and access management through improvements in the Implementation Plan of the Williams Drive Study for the Centers Area.	5+	\$\$\$\$	Public Works
P	WD.1.f. Evaluate (model) proposed roadways in the Subarea during the next update of the Overall Transportation Plan (OTP).	3-4	\$	Public Works
P	WD.1.g. Undertake speed study on Williams Drive.	3-4	\$\$	Public Works
Policy LU.16 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.				
P	LU.15.a. Adopt a new Overall Transportation Plan.	3-4	\$\$\$	Public Works
D	LU.15.b. Support transportation infrastructure improvements using 4A and 4B type funds that support economic development in key locations.	OG	\$	City Manager's Office
P	LU.15.c. Re-evaluate and confirm priority of segments identified in the Sidewalk Master Plan through an update to the plan and secure potential funding for out years.	3-4	\$	Public Works

City of Georgetown, Texas
Housing Advisory Board
February 14, 2020

SUBJECT:

Update from the Housing Advisory Board Chair. Lou Snead, Chairperson.

ITEM SUMMARY:

Chair Update to the Board

FINANCIAL IMPACT:

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SUBMITTED BY:

Mirna Garcia, Management Analyst