

**Notice of Meeting for the
Housing Advisory Board
of the City of Georgetown
March 16, 2020 at 3:30 PM
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.

NOTICE: In light of all the changing events and focusing on the welfare of everyone in our community, we are cancelling the Housing Advisory Board meeting until further notice. We are all working to keep each other safe and ask for your patience as we work through the challenges of this time.

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 February 14, 2020 meeting. - Mirna Garcia, Management Analyst
- C Consideration and possible action to confirm the **amended bylaws** for the **Housing Advisory Board relating to membership eligibility requirements** -- Sofia Nelson, CNU-A, Planning Director
- D Nomination and selection of Vice-chair and Secretary for the 2020-21 Board. Susan Watkins, AICP, Housing Coordinator
- E Discussion and possible action to approve meeting time, date and place for 2020-21 Board. Susan Watkins, AICP, Housing Coordinator
- F Update on the 2030 Plan Update process. Susan Watkins, AICP, Housing Coordinator
- G Presentation and discussion of the Housing Advisory Board 20-21 work plan. Susan Watkins, AICP, Housing Coordinator

- H Presentation and discussion of the application process to Williamson County for CDBG funding for FY20-21. Susan Watkins, AICP, Housing Coordinator
- I 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
March 16, 2020

SUBJECT:

Consideration and possible action to approve the minutes from the February 14, 2020 meeting. - Mirna Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

Mirna Garcia, Management Analyst

ATTACHMENTS:

Description		Type
	Minutes	Backup Material

City of Georgetown, Texas
Housing Advisory Board
Minutes
February 14, 2020, at 10:30 a.m.
Historic Light and Waterworks Building, 406 W. 8th Street
Georgetown, Texas 78626

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

Staff present: Susan Watkins, AICP, Housing Coordinator; Nat Waggoner, AICP, Long Range Planning Manager; Mirna Garcia, Management Analyst; Sofia Nelson, Planning Director

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 January 27, 2020 meeting. Mirna Garcia, Management Analyst

Motion to approve Item B as presented by Snead. Second by Weimer. Approved (5-0).

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

Staff briefed 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
- Update on outreach including the public meeting on the 2030 Plan Update draft on 2/12/20 from 4:30-7pm at the Georgetown Public Library

- 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

At this meeting, staff provided 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 reviewed the full draft plan, asked questions, and made a recommendation to the City Council on the adoption of the 2030 Comprehensive Plan Update. The schedule for adoption of the update is below:

2/18: P&Z Meeting Public Hearing & Recommendation

2/25: City Council – Public Hearing and 1st Reading

3/10: City Council – Public Hearing and 2nd Reading

Recommendation of approval for adopting the 2030 Plan Housing Plan with the following remarks and condition:

- *Thankfulness for the work of the City Planning staff.*
- *The Housing Element provides a critical assessment of housing needs, both current and future.*
- *The recommendations of the Housing Element are data driven, not anecdotal.*
- *While all the policy recommendations are important, HAB emphasizes the importance of the following policies:*
 - *Addressing the need to increase and preserve housing that is affordable for low income, workers and seniors that want to live in Georgetown:*
 - H1- Preserve existing housing stock that contributes to diversity and affordability.*
 - H5 - Support and increase rental choices for low-income and workforce households unless the housing is substandard.*
 - H6 - Support rental choices for senior households.*
 - H7 - Increase homeownership choices for workforce households.*
 - H8 - 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).*
- *Due to the need present in the community the Board recommends the Implementation Plan place a higher priority in the implementation of the above policies and adjust the start date to 0-2 years ."*

Approved unanimously.

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

Staff thanked Board member Hachtel for his service to the Board.

Adjournment

Motion to Adjourn by Weimer. Second by Hachtel. Approved (5-0). The meeting was adjourned at 11 am.

Approved, Lou Snead, Chair

Attest, Randy Hachtel, Secretary

City of Georgetown, Texas
Housing Advisory Board
March 16, 2020

SUBJECT:

Consideration and possible action to confirm the **amended bylaws** for the **Housing Advisory Board relating to membership eligibility requirements** -- Sofia Nelson, CNU-A, Planning Director

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

Mirna Garcia, Management Analyst

ATTACHMENTS:

Description		Type
☐	RES 021120-X Housing Advisory Board Bylaws Signed	Backup Material

RESOLUTION NO. 021120-X

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GEORGETOWN, TEXAS APPROVING AND ADOPTING THE ATTACHED BYLAWS AS AMENDED FOR THE HOUSING ADVISORY BOARD; PROVIDING A CONFLICT CLAUSE AND SEVERABILITY CLAUSE; AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, on February 11, 2020, the City Council found it necessary to amend Title II, Chapter 2.116.010 of the Code of Ordinances related to the membership requirements of the Housing Advisory Board; and

WHEREAS, the City Council determined that the Housing Advisory Board bylaws must be amended to reflect the change to the membership requirements; and

WHEREAS, the attached Housing Advisory Board Bylaws have been revised to ensure the board ordinance and bylaws are consistent.

NOW THEREFORE BE IT RESOLVED:

SECTION ONE. The facts and recitations contained in the preamble of this Resolution are hereby found and declared to be true and correct and are incorporated by reference herein and expressly made a part hereof, as if copied verbatim.

SECTION TWO. The following Bylaws, attached to this Resolution, are approved and adopted:

Exhibit A - "Housing Advisory Board"

SECTION THREE. If any provision of this Resolution or application thereof to any person or circumstance, shall be held invalid, such invalidity shall not affect the other provisions, or application thereof, of this Resolution which can be given effect without the invalid provision or application, and to this end the provisions of this Resolution are hereby declared to be severable.

SECTION FOUR. The Mayor is hereby authorized to sign this Resolution and the City Secretary to attest. This Resolution shall become effective upon its adoption.

PASSED AND APPROVED on the 11th day of February, 2020.

{00011127 / v / / BOARDS / HOUSING / 2/4/2020}

Resolution No. 021120-X
Housing Advisory Board – Membership - Bylaw Update
Approved: February 11, 2020

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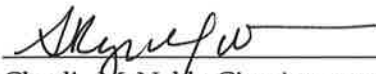
ATTEST:

CITY OF GEORGETOWN, TEXAS


Robyn Densmore, City Secretary

By: 
Dale Ross, Mayor

APPROVED AS TO FORM:


~~Charlie McNabb, City Attorney~~
Skye Masson, Asst City Atty

{00011127 / v / / BOARDS / HOUSING / 2/4/2020}

Resolution No. 021120-X
Housing Advisory Board – Membership - Bylaw Update
Approved: February 11, 2020

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CITY OF GEORGETOWN HOUSING ADVISORY BOARD BYLAWS

ARTICLE I. NAME AND PURPOSE

Section 1.1. Name. Housing Advisory Board ("Board").

Section 1.2. Purpose. The Board is established for the purpose of ensuring that the City has affordable housing for residents at all income levels. The Board is responsible for providing long-range housing research and policy recommendations with the housing element of the City's comprehensive plan. The Board is also responsible for reviewing and making recommendations regarding housing developments that request City support for state and federal funding. *See Ordinance Chapter 2.116.*

ARTICLE II. MEMBERSHIP

Section 2.1. Number of Members. The Board will be comprised of seven (7) Members.

Section 2.2. Eligibility. Whenever possible, the Members shall include the following categories: a representative from Habitat for Humanity, a representative from the Georgetown Housing Authority, a person with knowledge of the home building and/or development industry, and a person with knowledge of mortgage business. It is recommended that the other three members have knowledge of senior housing, real estate and/or social services. One of the members may be a member of the City Council.

Section 2.3. Appointment of Board Members. Members of the Board shall be appointed pursuant to and in accordance with the City Charter.

Section 2.4. Terms of Office. Generally, terms of office for each Member shall be two (2) years. Generally, a Member may serve two (2) consecutive terms. Refer to *Ordinance Section 2.36.030A* for additional provisions regarding terms of office.

Section 2.5. Vacancies. Vacancies that occur during a term shall be filled as soon as reasonably possible and in the same manner as an appointment in accordance with the City Charter. If possible, the Member shall continue to serve until the vacancy is filled. An appointment to fill a vacated term is not included as a term for purposes of counting consecutive terms.

Section 2.6. Compensation and Expenditure of Funds. Members serve without compensation. The Board and its Members have no authority to expend funds or to incur or make an obligation on behalf of the City unless authorized and approved by the City Council. Members may be reimbursed for expenses authorized and approved by the City Council and the Board.

Section 2.7. Compliance with City Policy. Members will comply with City Ordinances, Rules and Policies applicable to the Board and the Members, including but not limited to *Ethics Ordinance Chapter 2.20* and *City Commissions, Committees and Boards Ordinance Chapter 2.36*.

Section 2.8. Removal. Any Member may be removed from their position on the Board for any reason, or for no reason, by a majority vote of the City Council.

ARTICLE III. BOARD OFFICERS

Section 3.1. Officers. The Board Officers are Chairman, Vice-Chairman and Secretary. The Chairman is recommended by the Mayor and the City Council shall approve the recommendation by a vote of the majority of the Council during the annual appointment process. Should the Mayor fail to recommend a Chairman for each board, committee, or commission, and/or the Council fails to approve any Chairman recommended by the Mayor, a majority of the Council plus one may approve appointment of a Chairman to serve as Chairman without a recommendation of the Mayor. The other Board Officers are elected by a majority vote of the Members at the first meeting after the annual appointment process.

Section 3.2. Terms of Office for Board Officers. Board Officers serve for a term of one year. In the event of vacancy in the office of Chairman, the Vice-Chairman shall serve as Chairman until the City Council appoints a replacement Chairman. A vacancy in the other offices shall be elected by majority vote of the Members at the next regularly scheduled meeting, or as soon as reasonably practical for the unexpired term. If possible, a Board Officer shall continue to serve until the vacancy is filled.

Section 3.3. Duties.

- a. The Chairman presides at Board meetings. The Chairman shall generally manage the business of the Board. The Chairman shall perform the duties delegated to the Chairman by the Board.

- b. The Vice-Chairman shall perform the duties delegated to the Vice-Chairman by the Board. The Vice-Chairman presides at Board meetings in the Chairman's absence. The Vice-Chairman shall perform the duties of the Chairman in the Chairman's absence or disability.
- c. The Secretary shall perform the duties delegated to the Secretary by the Board.

ARTICLE IV. MEETINGS

Section 4.1. Time and Date of Regular Meeting. The Board shall meet once a month on the same week of the month, the same day of the week, at the same time, and at the same place. The regular date, time and place of the Board meeting will be decided by the Members at the first meeting of the Board after the annual appointment process.

Section 4.2. Agenda. Items may be placed on the agenda by the Chairman, the City Manager or designee, or at the request of a Member. The party (or individual) requesting the agenda item will be responsible for preparing an agenda item cover sheet and for the initial presentation at the meeting. Items included on the agenda must be submitted to the Staff Liaison no later than one week before the Board meeting at which the agenda item will be considered. Agenda packets for regular meetings will be provided to the Members in advance of the scheduled Board meeting. Agenda packets will contain the posted agenda, agenda item cover sheets, and written minutes of the last meeting.

Section 4.3. Special Meetings. Special meetings may be called by the Chairman or by three (3) Members.

Section 4.4. Quorum. A quorum shall consist of a majority of the Members. A quorum is required for the Board to convene a meeting and to conduct business at a meeting.

Section 4.5. Call to Order. Board meetings will be called to order by the Chairman or, if absent, by the Vice-Chairman. In the absence of both the Chairman and Vice-Chairman, the meeting shall be called to order by the Secretary, and a temporary Chairman shall be elected to preside over the meeting.

Section 4.6. Conduct of Meeting. Board meetings will be conducted in accordance with these Bylaws and City Council Meeting Rules and Procedures, as applicable to the Board. See *Ordinance Chapter 2.24*.

Section 4.7. Voting. Each Member shall vote on all agenda items, except on matters involving a conflict of interest, substantial financial interest or substantial economic interest under state law, the City's Ethics Ordinance, or other applicable Laws, Rules and Policies. In such instances the Member shall make the required disclosures and shall refrain from participating in both the discussion and vote on the matter. The Member may remain at the dais or leave the dais, at the Member's option, while the matter is being considered and voted on by the other Board Members. Unless otherwise provided by law, if a quorum is present, an agenda item must be approved by a majority of the Board Members present at the meeting.

Section 4.8. Minutes. A recording or written minutes shall be made of all open sessions of Board meetings. The Staff Liaison is the custodian of all Board records and documents.

Section 4.9. Attendance. Members are required to attend Board meetings prepared to discuss the issues on the agenda. A Member shall notify the Chairman and the Staff Liaison if the Member is unable to attend a meeting. Excessive absenteeism will be subject to action under Council policy and may result in the Member being replaced on the Board. See *Ordinance Section 2.36.010D*. Excessive absenteeism means failure to attend at least 75% of regularly scheduled meetings, including Board meetings and Subcommittee meetings. If a Member is removed from the Board that position shall be considered vacant and a new Member shall be appointed to the Board in accordance with Section 2.5 above.

Section 4.10. Public Participation. In accordance with City policy, the public is welcome and invited to attend Board meetings and to speak on any item on the agenda. A person wishing to address the Board must sign up to speak in accordance with the policy of the Council concerning participation and general public comment at public meetings. Sign-up sheets will be available and should be submitted to the Chairman prior to the start of the meeting. If any written materials are to be provided to the Board, a copy shall also be provided to the Staff Liaison for inclusion in the minutes of the meeting. Speakers shall be allowed a maximum of three minutes to speak, but may take up to six minutes if another individual who signs up to speak yields the time to the speaker. If a person wishes to speak on an issue that is not posted on the agenda, they must file a written request with the Staff Liaison no later than one week before the

scheduled meeting. The written request must state the specific topic to be addressed and include sufficient information to inform the Board and the public. A person who disrupts the meeting may be asked to leave and be removed.

Section 4.11. Open Meetings. Public notice of Board meetings shall be provided in accordance with the provisions of the Texas Open Meetings Act. All Board meetings and deliberations shall be open to the public, except for properly noticed closed session matters, and shall be conducted in accordance with the provisions of the Texas Open Meetings Act.

Section 4.12. Closed Sessions. The Board may conduct closed sessions as allowed by law, on properly noticed closed session matters, such as consultation with attorney on legal matters, deliberation regarding the value of real property, competitive utility matters, and economic development negotiations. A recording or certified agenda shall be made of all closed sessions of Board meetings.

ARTICLE V. REPORTS TO CITY COUNCIL

The Board shall meet with City Council, as requested, to determine how the Board may best serve and assist City Council. City Council shall hear reports from the Board at regularly scheduled Council meetings.

ARTICLE VI. SUBCOMMITTEES

Section 6.1. Formation. When deemed necessary by a majority of the Board, Subcommittees may be formed for specific projects related to Board matters. Subcommittees comprised of non-Members may only be formed with the prior consent and confirmation of the City Council.

Section 6.2. Expenditure of Funds. No Subcommittee, or member of a Subcommittee, has the authority to expend funds or incur an obligation on behalf of the City or the Board. Subcommittee expenses may be reimbursed if authorized and approved by the Board or by City Council.

Section 6.3. Open Meetings. Subcommittee meetings and deliberations shall be open to the public, except for properly noticed closed session matters, and shall be conducted in accordance with the provisions of the Texas Open Meetings Act.

ARTICLE VII. BYLAW AMENDMENTS

{00011128 / v / / BOARDS / HOUSING / 2/4/2020}

Housing Advisory Board Bylaws
Revised February 2020
Page 5 of 7

These Bylaws may be amended by majority vote of the Board Members at any regular meeting of the Board. The Board's proposed amendments to the Bylaws must be approved by City Council at the next Council meeting after the Board's approval. Bylaw amendments are not effective until approved by City Council.

Approved and adopted at a meeting of the City Council on the 11th day of February, 2020.

ATTEST:

THE CITY OF GEORGETOWN



City Secretary



Mayor

Approved and adopted at a meeting of the Board on the _____ day of _____, 2020.

ATTEST:

BOARD

Board Secretary

Board Chairman

City of Georgetown, Texas
Housing Advisory Board
March 16, 2020

SUBJECT:

Nomination and selection of Vice-chair and Secretary for the 2020-21 Board. Susan Watkins, AICP, Housing Coordinator

ITEM SUMMARY:

The Board will select a Vice-chair and Secretary for the 2019/20 year.

FINANCIAL IMPACT:

None at this time.

SUBMITTED BY:

Susan Watkins, AICP, Housing Coordinator

City of Georgetown, Texas
Housing Advisory Board
March 16, 2020

SUBJECT:

Discussion and possible action to approve meeting time, date and place for 2020-21 Board. Susan Watkins, AICP, Housing Coordinator

ITEM SUMMARY:

The Board will discuss and possibly approve a new meeting time, date and place for the 2020-21 year.

FINANCIAL IMPACT:

None at this time.

SUBMITTED BY:

Susan Watkins, AICP, Housing Coordinator

City of Georgetown, Texas
Housing Advisory Board
March 16, 2020

SUBJECT:

Update on the 2030 Plan Update process. Susan Watkins, AICP, Housing Coordinator

ITEM SUMMARY:

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

First reading and public hearing of the Comprehensive Plan Amendment was on February 25, 2020. A recording of the meeting (Item K) can be viewed at:

<https://georgetowntx.swagit.com/play/02252020-1360>

The 2030 Plan Update was adopted by the Georgetown City Council on Tuesday, March 10, 2020. A recording of the meeting (Item AB) can be viewed at:

<https://georgetowntx.swagit.com/play/03102020-1341>

The full plan can be viewed online at <https://2030.georgetown.org/>.

FINANCIAL IMPACT:

None at this time.

SUBMITTED BY:

Susan Watkins, AICP, Housing Coordinator

City of Georgetown, Texas
Housing Advisory Board
March 16, 2020

SUBJECT:

Presentation and discussion of the Housing Advisory Board 20-21 work plan. Susan Watkins, AICP, Housing Coordinator

ITEM SUMMARY:

Staff will review the proposed board work plan for 20-21, including housing related actions from the 2030 Comprehensive Plan Implementation Plan listed with a 0-2 year term.

FINANCIAL IMPACT:

None.

SUBMITTED BY:

Susan Watkins, AICP, Housing Coordinator

ATTACHMENTS:

Description		Type
	Exhibit 1 - 2030 Plan Implementation	Exhibit



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

Implementation Strategies:



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



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



“Plans, Programs, and Partnerships” 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.

“Term” means the 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

“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+

“City Staff Lead” means the City Staff member responsible for championing each initiative, although the support of additional entities is often necessary.

PLAN IMPLEMENTATION







Plan Implementation Strategies Summary

Strategic Initiatives	Implementation Approach and Tools
<div data-bbox="86 313 142 370"></div> <p>Regulatory Framework</p> <p>Goals:</p> <ol style="list-style-type: none"> 1. Balanced land use 2. Reinvestment 3. Development framework 4. Historic Preservation 6. Housing & neighborhoods 8. Land use that enables partnerships 	<p>Perform UDC diagnostic review to implement the goals and policies of 2030 as identified below.</p> <p>Diversity and Density</p> <ul style="list-style-type: none"> • Update development standards to ensure compatibility of diverse uses including buffers, setbacks to reduce barriers to higher density development in Community Commercial Centers and support the updated residential future land use categories • Use tailored development standards including the use of transfer of development rights and density bonuses for key areas: Employment Centers, Regional Centers, Gateways, Southeast Georgetown, Williams Drive and Downtown • Preserve and incentivize the City's historic resources and reuse existing structures through tailored, flexible development standards • Allow a variety of housing types, lot sizes, and a balance of amenities • Develop incentives for inclusion of moderate density, moderately priced housing types, affordable/workforce housing creation and preservation <p>Land Uses</p> <ul style="list-style-type: none"> • Review and update rezoning approval criteria <p>Gateways</p> <ul style="list-style-type: none"> • Update boundaries of overlay districts to reflect development changes within an area (for example, once identified scenic areas have now become urbanized areas) • Identify specific locations for major gateway sign locations (I-35 northbound, SH-130) and minor gateway signs (S. Austin and SH29 entrances into historic Georgetown) • Create an Urban Corridor type • Update Scenic Corridor standards for larger setbacks, lower building heights, native landscaping and limited lighting • Update Downtown Corridor standards for building and street front design, evaluate development standards to ensure consistency with the Downtown Overlay • Prioritize building and site design (placement of buildings, materials, landscaping) when negotiating development agreements and potential incentives for I-35, SH130, SH29, SH195 in order to support Employment Centers and Regional Centers <p>Williams Drive Subarea</p> <ul style="list-style-type: none"> • Establish a Williams Drive special zoning district area that implements proposed mix of uses, density, and building form (setbacks, height, and design) • Develop an incentive program for enhancing site and buildings in compliance with the goals and policies of the Williams Drive Subarea

Strategic Initiatives	Implementation Approach and Tools
 <p>Decision Framework</p> <p>Goals:</p> <ul style="list-style-type: none"> 1. Balanced land use 3. Development framework 6. Housing & neighborhoods 	<p>Development Agreements, Annexation, Special Purpose Districts, and Intentional Infrastructure</p> <ul style="list-style-type: none"> • Review utility connection policies to ensure support of land use goals (#1, 2, 3, 6, 7, 8) of the Comprehensive Plan • Ready infrastructure for development in key, prioritized Employment Centers, Southeast Georgetown and mixed-use developments • Update approval criteria for voluntary annexation • Review approval criteria for special purpose districts (MUD, PID, TIRZ, PUD) to distinguish between types of development and identify specific criteria for meeting diversity and density goals • Evaluate development proposals (e.g. annexation, special purpose districts) using the City's Fiscal Impact Model • Develop a Comprehensive Plan checklist for use in evaluating development proposals and zoning applications for consistency with the plan's principles and direction <p>Financial assistance/incentives to housing developers and builders meeting housing policies</p> <ul style="list-style-type: none"> • Development and other incentive agreements – tailored development standards and/or contribution in infrastructure costs (including audit of existing workforce housing standard incentive to ensure its usability) • Utilize special purpose financing districts (MUDs, PIDs, TIRZs) policy (for example, to incorporate a minimum amount of workforce housing as part of the consent to utilize a special purpose financing district) • Consider utilizing fee waivers (for example parkland, development application, and building permit fees) • Create a dedicated funding source for housing development incentives and agreements
 <p>Plans, Programs, and Partnerships</p> <p>Goals:</p> <ul style="list-style-type: none"> 6. Housing and Neighborhoods 7. High quality infrastructure 8. Land use that enables partnerships 9. Integrate greenspace & recreation 10. Maintain levels of service as we grow 	<p>Small Area Planning & Neighborhoods</p> <ul style="list-style-type: none"> • Create small area plans to guide development in key locations • Explore the applicability of Neighborhood Empowerment Zones, Neighborhood Conservation Districts or Overlays • Develop Neighborhood Association Program (assist neighborhoods with education/tools for establishment) <p>Comprehensive Plan Elements</p> <ul style="list-style-type: none"> • Conduct a review of City policies and plans to identify potential conflicts and opportunities to support implementation of the 2030 Plan Update's Land Use and Housing Element policies. • Adopt a Historic Preservation Element as part of the next update to the Downtown Master Plan • Update the Parks Plan and the Overall Transportation Plan (OTP) • Revisit charter required 2030 plan elements for applicability and identify specific timeframes for update when necessary (Citizen's Participation Plan, Urban Design Element, Public Safety Element) • Coordinate Utility Master Plan with 2030 Comprehensive Plan <p>Capital Improvement Planning (CIP)</p> <ul style="list-style-type: none"> • Identify key capital improvements needed in Employment Centers to support economic development objectives • Use 4A/4B funds to support Employment Centers, Regional Centers • Dedicate 5% of project costs of all new roadway improvements within Gateway corridors for beautification









PLAN IMPLEMENTATION

Strategic Initiatives	Implementation Approach and Tools
<div data-bbox="79 298 151 358"></div> <p>Plans, Programs, and Partnerships</p> <p>Goals:</p> <ul style="list-style-type: none"> 6. Housing and Neighborhoods 7. High quality infrastructure 8. Land use that enables partnerships 9. Integrate greenspace & recreation 10. Maintain levels of service as we grow 	<p>Annual Reporting (2030 Plan)</p> <ul style="list-style-type: none"> • Convene the 2030 Steering Committee annually to review and approve the annual report • Prepare an annual community report card on comprehensive plan progress • Develop a comprehensive plan checklist for use in evaluating development proposals and zoning applications for consistency with the Plan's principles and direction <p>Partnerships</p> <ul style="list-style-type: none"> • Coordinate with Williamson County on land use, transportation and infrastructure planning • Partner with GSD for planning of future school sites and infrastructure • Adopt a Health and Human Services Element • Support Georgetown Housing Authority (GHA) preservation of units • Support housing non-profits, banks with Community Revitalization Act initiatives, and other community organizations • Partner with TxDOT & the Capital Area Metropolitan Planning Organization (CAMPO) in the development of Gateways and Image Corridors • Provide opportunity for community engagement through outreach and communication. <p>Home Repair</p> <ul style="list-style-type: none"> • Expand home repair programs to reach moderate income workforce owner-occupied households and small-scale rental properties • Create a dedicated funding source eligible to be used for both workforce and lower income housing rehabilitation








Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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.				
	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.				
	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
	LU.2.b. Analyze and amend (if applicable) to accommodate higher density residential developments (e.g., 24+ dwelling units per acre).	0-2	\$\$\$	Planning
	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.				
	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
Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.				
	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







PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	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
	GC.1.c. Develop a plan (design, location, funding, coordination) to establish a gateway entry feature along southbound I-35.	0-2	\$\$\$	Facilities
	GC.1.d. Identify additional highly visible locations along key corridors to emphasize branding elements (e.g., entryway signage with enhanced landscaping, branding designs on overpasses and bridges, and unique streetscape and public art features).	3-4	\$	Planning
	GC.1.e. Prioritize, develop funding and install branding elements.	5+	\$\$\$\$	Facilities
	GC.1.f. Coordinate the use of tree mitigation funds at key, prioritized intersections (i.e. Williams Drive and SH29-University).	3-4	\$	Parks & Rec
Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Goal 2: Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts.				
Policy LU.4 Encourage redevelopment in target areas.				
	LU.4.a. Utilize the Utility Master Plan and CIP process to weigh/prioritize improvements in target areas.	OG	\$\$\$	Systems Engineering
	LU.4.b. Analyze and amend (if applicable) the UDC to develop a Williams Drive Gateway Overlay Zoning District (Austin Ave to Jim Hogg Rd) that supports the vision established for the corridor in the 2017 Williams Drive Study.	3-4	\$\$\$	Planning
	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







Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	LU.4.d. Develop signage and landscaping standards for the Urban Gateway Overlay Zoning District.	3-4	\$\$\$	Planning
Policy LU.5 Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.				
	LU.5.a. Develop a process to identify and develop small area plans for redevelopment in target areas.	3-4	\$\$	Planning
Policy H.2 Preserve existing neighborhoods in targeted areas.				
	H.2.a. Submit a budget request to complete a small area plan for the Track-Ridge-Grasshopper Neighborhood.	0-2	\$\$	Planning
	H.2.b. Develop a process to identify target neighborhoods.	0-2	\$	Planning
	H.2.c. Evaluate becoming a Community Development Block Grant (CDBG) direct entitlement jurisdiction in FY21.	0-2	\$	Planning
	H.2.d. Develop a dedicated funding source to support small area planning for target neighborhoods.	3-4	\$\$	Planning
	H.2.e. Develop neighborhood plans for areas surrounding the downtown overlay district or transitional areas identified in the Downtown Master Plan to address key preservation issues, such as encroachment of incompatible uses.	3-4	\$\$	Planning
Policy H.2 Preserve existing neighborhoods in targeted areas.				
	H.2.f. Review feasibility and applicability of Neighborhood Empowerment Zones for preservation and reinvestment purposes.	3-4	\$	Planning







PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Policy WD.2 Enhance the urban form and character of the Subarea (Land Use).				
	WD.2.a. Use tree mitigation funds for right-of-way planting materials within the Williams Drive Gateway.	OG	\$\$\$	Parks & Rec
	WD.2.b. Guide the desired development pattern for the Williams Drive Gateway through the adoption of a mixed use, special area plan overlay, or other zoning district.	3-4	\$	Planning
	WD.2.c. Enhance Williams Drive at I-35 intersections through landscaping and other similar improvements.	3-4	\$\$	Public Works
	WD.2.d. Create development standards to provide open spaces within the boundaries of the Williams Drive Gateway Subarea Plan.	3-4	\$\$\$	Planning
	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.				
	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
	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










Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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.6 Continue to promote diversification of uses while strengthening the historic character and supporting the existing historic neighborhoods.				
	LU.6.a. Analyze and amend (if applicable) the UDC to ensure consistency with the vision, goals and policies of the Downtown Master Plan.	0-2	\$\$\$	Planning
Policy LU.7 Strengthen Georgetown's image and quality feel within enhanced gateways and commercial corridors.				
	LU.7.a. Analyze and amend (if applicable) the UDC to identify incentives (e.g., density bonus, reduced setbacks, and fee waivers, grants) to encourage high-quality building materials at key corridors and nodes including Williams Drive at I -35 and SH29 (University) at I-35.	3-4	\$\$\$	Planning
	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
	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.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.				
	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
	LU.8.b. Update the City's Retail Recruitment study.	3-4	\$\$	Economic Development










PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Policy LU.9 Adopt development practices that preserve and enhance the environment.				
	LU.9.a. Analyze and amend (if applicable) the UDC to identify opportunities to reduce the impact of development without substantially increasing the cost (e.g., maximum impervious surface, natural drainage, building orientation, increased density, and enhanced pedestrian/bike connectivity).	0-2	\$\$\$	Planning
	LU.9.b. Update applicable City plans and standards in the Construction Standards and Specifics Manual.	OG	\$	Systems Engineering
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.				
	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
	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
	LU.10.c. Analyze and amend (if applicable) the UDC criteria for voluntary annexation.	3-4	\$\$\$	Planning
Policy GC.3 Ensure that the Scenic Corridors preserve the natural, rural character as the City continues to grow.				
	GC.3.a. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Scenic Corridors, as described in Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	3-4	\$\$\$	Planning









Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Goal 4: Guide, promote, and assist the preservation and rehabilitation of the City's historic resources.				
	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
	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
Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Goal 5: Ensure effective communication, outreach, and opportunities for public participation and community partnerships to foster a strong sense of community.				
	5.a. Publish the Comp Plan Annual Report.	OG	\$	Planning
	5.b. Establish a timeframe for review and possible update to the City's 2010 Citizen Participation Element.	3-4	\$\$	City Manager's Office
Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.				
Policy LU.11 Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.				
	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.				
	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





PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	H.1.b. Maintain home repair program for low income homeowners.	0-2	\$	Planning
	H.1.c. Evaluate and catalog small scale multi-family units for preservation and multi-family rehabilitation program. Study opportunities for multi-family tax exemption programs.	3-4	\$	Planning
	H.1.d. Expand homeowner home repair to workforce homeowners.	0-2	\$\$	Planning
Policy H.1 Preserve existing housing stock that contributes to diversity and affordability.				
	H.1.e. Coordinate with regional partners who might preserve units in Georgetown through Impact funds.	OG	\$	Planning
	H.1.f. Create dedicated and stable funding sources for home maintenance and repair programs, such as Community Reinvestment Act funds or a Tax Increment Reinvestment Zone (TIRZ).	3-4	\$\$\$	Planning
	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.				
	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.				
	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
	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







Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	H.4.c. Support the establishment of neighborhood associations.	0-2	\$	Planning
	H4.d. Build BEST (Beautiful, Engaged, Safe, & Thriving) Neighborhoods program to promote and support neighborhoods.	3-4	\$	Planning
Policy H.5 Support and increase rental choices for low-income and workforce households, unless the housing is substandard.				
	H.5.a. Evaluate the needs of the Georgetown Housing Authority's programs and identify potential support the City can provide including, but not limited to, the use of CDBG funds, and energy efficiency upgrades.	OG	\$	Planning
	H.5.b. Support the Low-Income Housing Tax Credit (LIHTC) developments that meet the City's defined process.	OG	\$	Planning
	H.5.c. Analyze and amend (if applicable) the UDC to identify opportunities to improve Workforce Housing Development standards (e.g., lot size, setbacks, density, parking and coverage) to support low income and workforce renters.	0-2	\$\$\$	Planning
	H.5.d. Evaluate city policies for inclusion of workforce housing incentives, including special districts (MUD, PID) and special finance districts (TIRZ).	0-2	\$	Planning
	H.5.e. Incentivize multi-bedroom rental housing options for families with children or seniors (multi-generational housing).	3-4	\$\$	Planning
Policy H.6 Support rental choices for senior households.				
	H.6.a. Evaluate the needs of the Georgetown Housing Authority's programs and identify potential support the City can provide including, but not limited to, the use of CDBG funds, and energy efficiency upgrades.	OG	\$	Planning
Policy H.7 Increase homeownership choices for workforce households.				
	H.7.a. Support nonprofit developers to increase homeownership choices for workforce households.	OG	\$	Planning









PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	H.7.b. Analyze and amend (if applicable) the UDC to identify opportunities to improve Workforce Housing Development standards (e.g., lot size, setbacks, density, parking and coverage) to support workforce homeownership opportunities.	0-2	\$\$\$	Planning
	H.7.c. Identify potential revenue sources for creating a housing fund for use in development agreements and programming.	0-2	\$	Planning
	H.7.d. Establish down payment assistance program for workforce homebuyers.	5+	\$\$\$	Planning
Policy H.8 Support the 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).				
	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.				
	H.9.a. Update MUD/PID and residential PUD policies with definition of housing diversity.	0-2	\$	Planning
	H.9.b. Analyze and amend (if applicable) the UDC Housing Diversity Development standards to strengthen incentives.	0-2	\$\$\$	Planning
	H.9.c. Analyze and amend (if applicable) the UDC requirements and development standards for accessory dwelling units (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.				
	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






Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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.				
	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.				
	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.				
	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.				
	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

PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Goal 7: Maintain high quality infrastructure, public safety services, and community facilities.				
Policy LU.12 Support public safety services and infrastructure to ensure that Georgetown continues to be a safe, welcoming community that serves all residents.				
	LU.12.a. Establish a time frame for review and possible update to the Public Safety Element.	3-4	\$\$	City Manager's Office
Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.				
	GC.1.g. Develop a budget to support increased landscape maintenance along the Gateway Image Corridors.	3-4	\$\$	Facilities
Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Goal 8: Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage resources and promote innovation.				
Policy LU.13 Promote development decisions that serve the needs of our interlocal government partners.				
	LU.13.a. Annually present the Future Land Use Map to GISD and Williamson County for feedback and coordination on future development planning.	OG	\$	Planning
	LU.13.b. Seek opportunities for shared recreation facilities when new schools are planned.	OG	\$	Parks & Rec
	LU.13.c. Coordinate with the school district demographer to partner on housing projections.	OG	\$	Planning
Policy WD.3 Use strategic public/private partnerships to promote a new form of development (Opportunities for Partnerships).				
	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

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	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
	WD.3.c. Work with Georgetown Independent School District (GISD) on the potential redevelopment of a catalytic site.	0-2	\$	Planning
Goal 9: Maintain and add to the existing quality parks and recreation.				
Policy LU.14 Ensure that the 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.				
	LU.14.a. Update the City's 2009 Parks, Recreation, and Open Space Master Plan.	0-2	\$\$\$\$	Parks & Rec
Goal 10: Improve and diversify the transportation network.				
Policy WD.1 Make connections through and within the Subarea (Connectivity).				
	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
	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
	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
	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
	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

PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	WD.1.f. Evaluate (model) proposed roadways in the Subarea during the next update of the Overall Transportation Plan (OTP).	3-4	\$	Public Works
	WD.1.g. Undertake speed study on Williams Drive.	3-4	\$\$	Public Works
Goal 10: Improve and diversify the transportation network.				
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.				
	LU.15.a. Adopt a new Overall Transportation Plan.	3-4	\$\$\$	Public Works
	LU.15.b. Support transportation infrastructure improvements using 4A and 4B type funds that support economic development in key locations.	OG	\$	City Manager's Office
	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
March 16, 2020

SUBJECT:

Presentation and discussion of the application process to Williamson County for CDBG funding for FY20-21. Susan Watkins, AICP, Housing Coordinator

ITEM SUMMARY:

Williamson County (WilCo) is accepting application for the FY20-21 Community Development Block Grant (CDBG) program. At this meeting, staff will provide a short overview of WilCo's Community Development Block Grant (CDBG) program and recommended projects for Georgetown.

Staff is proposing the following projects for City Council's consideration:

1) Water/waste water utility development funding support for 8-12 units of for sale units for homeowners making 80% or below the Area Median Income. This project supports the recently adopted 2030 Plan Update Housing Element Policy H.7. *"Increase home ownership choices for workforce households."*

2) Home rehabilitation funds. The recently adopted 2030 Plan Update Housing Element policy H.1 *"Preserve existing housing stock that contributes to affordability. Home rehabilitation for low income homeowners supports the preservation of that housing"*. If awarded, the City intends to partner with Habitat for Humanity to serve eligible households.

The deadline to submit an application for CDBG FY20-21 funding is April 16, 2020. Eligible activities include:

- Acquisition of property
- Housing and housing rehabilitation
- Public facilities and improvements
- Homeownership assistance

FINANCIAL IMPACT:

None at this time.

SUBMITTED BY:

Susan Watkins, AICP, Housing Coordinator

ATTACHMENTS:

Description	Type
□ Presentation	Presentation

Community Development Block Grant (CDBG) Application FY21

March 16, 2020

Purpose of Presentation

- Inform on applications for proposed projects to Williamson County

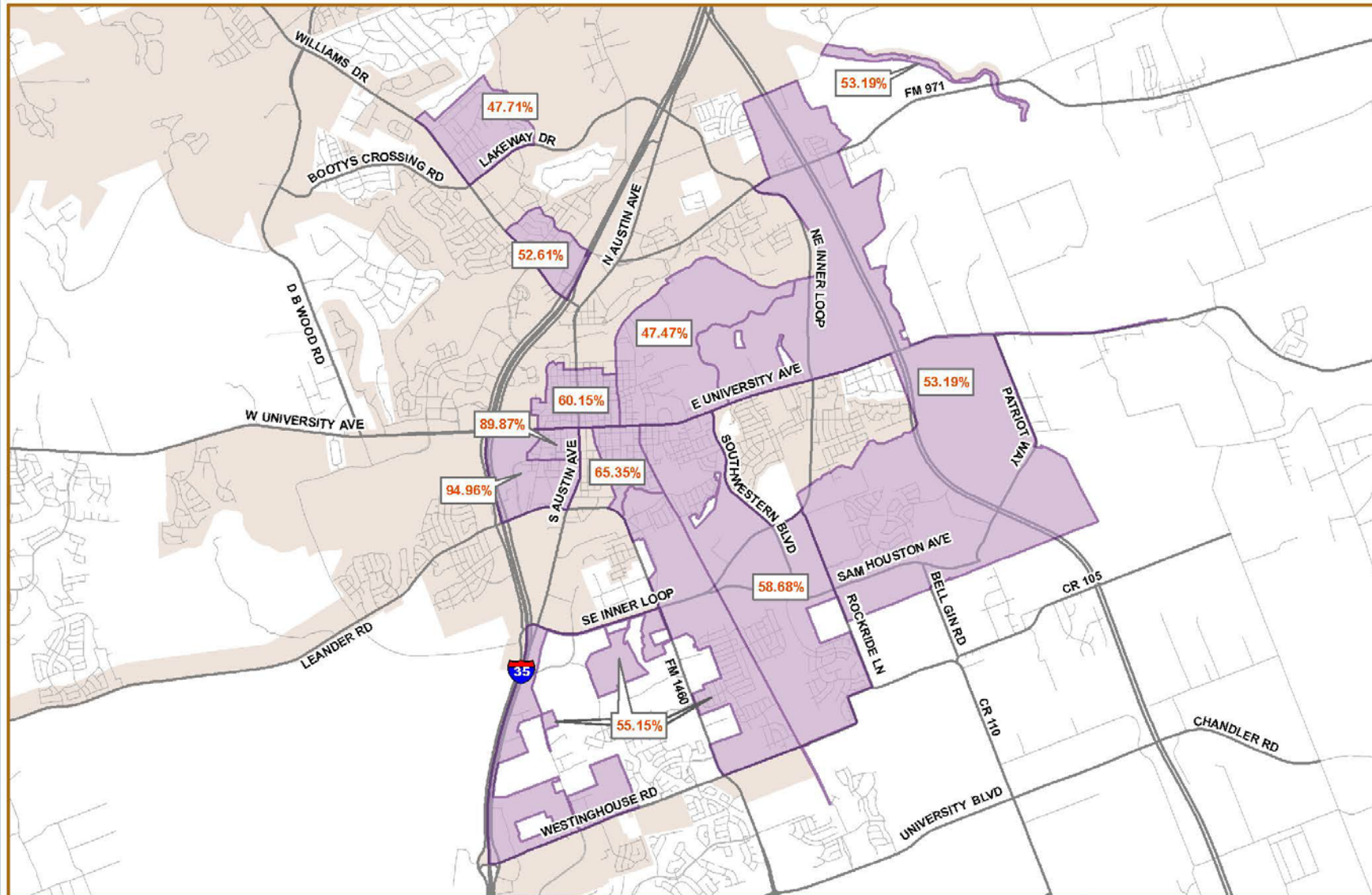
Agenda

- CDBG program overview
- Past use of funds
- 2030 Plan goals and policies
- Proposed FY21 applications

CDBG overview

- Entitlement communities
 - Non entitlement communities can be sub-recipients
- Low to Moderate Income (LMI) areas
 - At least 47% of households have incomes at or below 80% of the area median income (AMI)
- Meet Wilco goals as outlined in 2019-2023 Consolidated Plan
 - Public Facility and Infrastructure Improvements
 - Increase Access to Affordable Housing
 - Decrease Homelessness
 - Public Services
 - Affirmatively Further Fair Housing
- Funding that can be spent within a year

ELIGIBLE CENSUS BLOCK GROUPS FOR CDBG APPLICATION



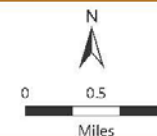
Eligible Block Groups



Georgetown City Limits

CDBG funding is eligible to census block groups that have more than 47% low to moderate income households.

Percentage of low to moderate income households in red.



Past use of funds

- 2013
 - \$79,400 Wastewater line for Georgetown Project's NEST Homeless Teen Center (completed 2014)
 - \$38,000 Engineering for sidewalks along MLK/3rd and 2nd Street
- 2014
 - \$160,000 Sidewalk along the south side of E. 2nd Street from Austin Avenue to College Street
- 2015
 - \$87,120 Sidewalk along MLK/3rd Street from Scenic to Austin
- 2016
 - \$135,500 Scenic Drive Sidewalk
- 2018
 - \$206,824 17th Street Sidewalk and bus shelters
- 2019
 - \$75,000 Home Repair program

Past use of funds



FY2018 17th Street & Railroad bus shelter



FY2019 Home Repair – window replacement and roof repair



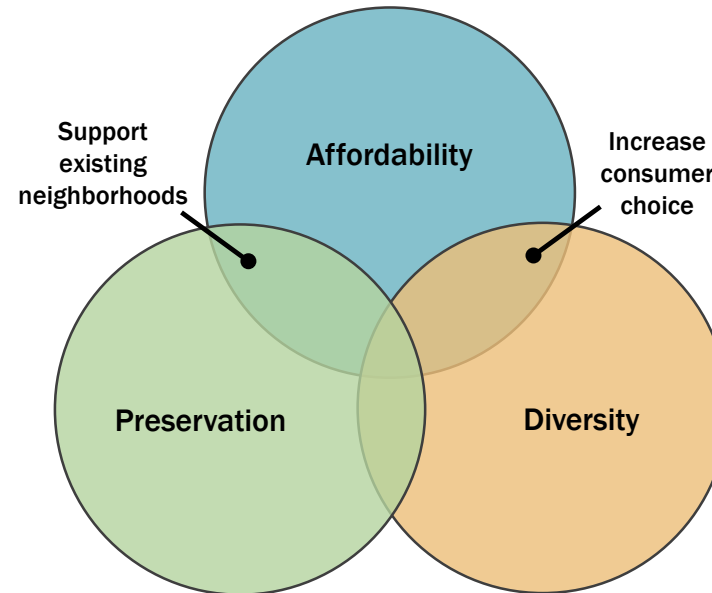
2030 Plan – Housing goal and policies

Goal

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



Policy Themes



Proposed FY21 projects

- Project 1 – Infrastructure support for 8-12 units on 21st St developed by Habitat for Humanity of Williamson County
- Project 2 –Home repair

Project 1 – Infrastructure support



Project 2 - Home Repair

- Serves eligible City of Georgetown homeowners
- Program goals
 - Preservation of neighborhoods
 - Energy conservation
 - Housing affordability
 - Support homeownership
 - Support homeowners with Historic requirements for rehabilitation
- Building partnerships with the non-profit community

Next Steps

- 03/24/20 – Council workshop
- 04/14/20 – Council item for grant applications per city grant policy
- 04/16/20 - App due to Williamson County 04/16/20

City of Georgetown, Texas
Housing Advisory Board
March 16, 2020

SUBJECT:

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

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

Mirna Garcia, Management Analyst