Steering Committee Members and interested public,

It’s February already, can you believe it?! We look forward to our next meeting on Thursday at 6 pm at the Georgetown Library. Light snacks will be served.

Since we last met, City Council and the Planning and Zoning Commission met in a Joint Session to review the recommendations the Steering Committee made on January 3rd as well as updated goals for the 2030 Plan. City Council will consider the updated goals at the February 26th meeting.

The purpose (outcome) of tonight’s meeting is to:

- **Action** Make policy and public outreach recommendations for the Williams Drive Subarea Plan.

The Williams Drive Subarea Plan provides city-adopted policy direction to guide decision-making and prioritization of development opportunities, transportation improvements and partnerships. The City is undertaking this Subarea planning effort as an implementation step of the Williams Drive Study adopted by the City Council in 2017. This effort is being incorporated into the 2030 Plan update to align overall goals for growth and development in the 2030 Plan with area specific policies and ultimately implementation and capital improvement planning.

The meeting will consist of two activities (1) formal presentation (2) interactive exercises.

1) Staff will provide the Steering Committee a formal presentation on the purpose of the Subarea Plan, why we are undertaking this work as part of the 2030 Plan Update and how the efforts of the Subarea Plan contribute to the overall development of the City. Staff will share an overview of the planning efforts have led us to this point and the progress made in the 2017 Williams Drive Study that form the basis of the draft policies of the Subarea Plan.

2) The Steering Committee will conduct an interactive exercise to evaluate the draft policies (referred to as “recommendations” in the Center Area Concept Plan of the Williams Drive Study) using the S.M.A.R.T acronym as a guideline. For the development of policy statements for the 2030 Update, staff as the Steering Committee and others to evaluate the policy in terms of Specific and Achievable.
   a. **Specific.** Is it focused?
   b. **Measurable.** Will we be able to determine when the goal has been accomplished?
   c. **Achievable.** Is the goal realistic to achieve by 2030?
   d. **Relevant.** Does the goal reflect the vision statement and public input themes?
   e. **Time-bound.** Will we be able to set a timeframe for accomplishing the goal?
In advance of the meeting, I ask that you please do the following:

- Review the Executive Summary from the 2017 Williams Drive Study which are attached to this memorandum and the Concept Plan for the Center Area which can be found online at [https://transportation.georgetown.org/williams-drive/](https://transportation.georgetown.org/williams-drive/)
- Review the recently updated 2030 Goals, particularly #1, #2, #6, #8, #10
- Consider a name for the Subarea Plan (*A common practice is to pair a cultural, historic or colloquial name that the community or neighborhood can recognize with a size or scale description, as an example: Downtown Master Plan or Old Town Neighborhood Plan*)

The feedback (challenge) we are seeking during Activity #2 is:

1) What should we name the plan?
2) Are the draft policies of the subarea plan specific? Are they achievable?
3) Will the public outreach plan achieve 2030 Goal #5, “Ensure effective communication, outreach, and opportunities for public participation and community partnerships to foster a strong sense of community.”?

The recommendations of the Steering Committee for the name and draft policies will be forwarded to a future Joint Session of the City Council and Planning and Zoning Commission. Recommendations for public outreach will be incorporated into the project schedule later this Spring.

If you have any questions about previous Committee presentations or any of the content included in the 2/7 agenda, please do not hesitate to reach out to me by phone at (512) 931-7611 or email at sofia.nelson@georgetown.org.

Sincerely,

*Sofia, Nat and Susan*

Your 2030 Update Project Team
OUR CHALLENGES TONIGHT

I. Are the draft policies of the subarea plan specific? Are they achievable?

II. Will the public outreach plan achieve 2030 Goal #5, “Ensure effective communication, outreach, and opportunities for public participation and community partnerships to foster a strong sense of community.”

III. What should we name the plan?
I. Prepare recommendations to the joint session of the City Council and Planning and Zoning Commission

II. Recommend/approve/modify the public outreach plan

III. Recommend a name for the Subarea Plan
AGENDA

• Part 1 – Recap from last meeting

• Part 2 – Setting a foundation of common understanding (Why Are We Working on a Subarea Plan now?)

• Part 3 – Goals and Policies

• Part 4 – Preparing technical recommendation for future Joint Session

• Part 5 – Prepare for meeting in March
PART 1

Recap from previous meetings
11.1 STEERING COMMITTEE MEETING

• State of Housing, Demand and Supply
  • Summary included in meeting minutes
  • Project team working on regional supply, Sun City
1.3.2019 MEETING #6

• Part 2 - Setting a foundation of common understanding
  • Presentation and discussion on the purpose and use of land use goals
  • Public input themes
  • Review direction of City Council for the goals update

• Part 3 - Preparing technical recommendation for 1/10/19 joint session
  • Interactive polling, recommendations
1.10.2019 JOINT SESSION RECAP

Purpose: Review and refine the draft plan goals

Activity 1 – Ice breaker questions, group discussion

Activity 2 – Review goals | 75 minutes
   Review each goal & determine SMART responses
   Report back to the group & discuss by goal
   Break

Activity 3 – Group polling and revising
GOALS PREPARED IN JOINT SESSION

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.

Reinvest in Georgetown’s existing neighborhoods and commercial areas to build on previous City efforts.

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.

Guide, promote, and assist the preservation and rehabilitation of the City’s historic resources.
GOALS PREPARED IN JOINT SESSION

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

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

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

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

Maintain and add to the existing quality parks and recreation.

Improve and diversify the transportation network.
• Do you have any additional feedback on the draft goals?
PART 2

Setting a foundation for common understanding
WHY NOW

• Council approved short term implementation step – “Update the City’s Comprehensive Plan to incorporate Williams Dr. recommendations”

• Opportunity to align overall goals for growth and development in the 2030 Plan with area specific objectives.

• The community has told us this area is special and it should develop in a unique way.
PURPOSE OF SUBAREA PLAN

• The Plan establishes a vision and objectives for the development and future of the Williams Drive area with unique character.

• Public and private agencies will use this plan in coming years for many purposes and actions that affect the form and function of the area.

• The Plan provides city-adopted policy direction to guide decision-making and prioritization of development opportunities, transportation improvements and partnerships.
• By 2030, the Williams Drive Subarea will provide a balance of land uses that create a vibrant mixed-use center and gateway to the City of Georgetown.
What has led us here?
PREVIOUS PLANNING EFFORTS

- 2003 Williams Drive Corridor Study
- 2005 Williams Drive Gateway Redevelopment Study
- 2006 Williams Drive Gateway Redevelopment Master Plan
- 2017 Williams Drive Study
“Creating a vibrant, mixed use, walkable activity center”
New connections throughout the corridor and centers area could provide an additional four miles of street network. These primarily development driven improvements would provide additional capacity and connections away from Williams Drive (up to an additional 40,000 vehicle trips daily).
BUILT FORM AND TRANSPORTATION

Plan View: Typical Improvement Examples (River to I-35)

- Existing curbs cut consolidated and reduced. Adjacent parking and circulation areas are linked behind buildings away from Willows Drive.
- Sidewalk and cycle track at grade, materials placed across driveway to reinforce visual cues that pedestrians and cyclists have right-of-way.
- To maintain traffic flow, new medians include left turn lanes at major intersections and key driveways.
- Stormwater management features incorporated into center medians.

EXISTING CONDITIONS

- Right-of-Way: 79’ to 160’
- Shoulder Width
- Pavement Width (L): 11.8’
- Center Turn Lane Width: 12’
- Total Pavement Width: 60’

Frontage/Buildings
- Heavy pedestrian/cyclist environment.
- Buildings pulled up to sidewalk.
- Height transparency and entrance splicing.
- Curb cuts closed.

Automobiles
- 13’ wide outside travel lane.
- 10’ wide inside travel lane.

Pedestrians/cyclists
- 6’ wide designated cycle track on both sides of street.
- 8’ wide lane with formalized street tree planting.
- 13’ wide sidewalk on both sides of street.

Stormwater
- 10’ wide landscaped median.
- Use planted medians for conveyance of stormwater where possible/appropriate.
PART 3

Goals and Policies
GOAL, POLICIES STRUCTURE

Goal (objective)

Creating a vibrant, mixed use, walkable activity center

Policies (recommendations)

Make connections through and within the Center Area

Enhance the urban form and character

Use catalytic sites to promote new form of development
Public input: There are limited connections between neighborhoods and land uses on the corridor.

Proposal:

- Improve connections between parcels.
- Use deep sites to create a network of streets.
- Create a safe bicycle route.
- Connect to the river trail.
- Create transit stops.
- Fill in the sidewalk gaps.
- Close redundant curb cuts.
- Ensure traffic calming for parallel connections.
RECOMMENDATION 2- ENHANCE THE URBAN FORM AND CHARACTER OF THE AREA

Public input: There are not enough places to hang out, where you can eat, drink and relax, within comfortable walking distance from my house.

Proposal:

• Encourage mixed-use development.
• 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.
RECOMMENDATION 3- USE STRATEGIC PUBLIC/PRIVATE PARTNERSHIPS TO PROMOTE A NEW FORM OF DEVELOPMENT

Public input: *I love downtown, but I have to drive there. Could we get some places like downtown to extend to Williams Drive?*

Proposal:

- Create a context sensitive, mixed-use center that extends toward the Downtown area.
- Promote transit-supportive development densities.
- Widen sidewalks and add street trees and lights.
- Pull buildings up to the street.
- Slow down the traffic on Williams Drive to enhance operations and safety.
<table>
<thead>
<tr>
<th>2030 Goal</th>
<th>2017 Williams Drive Study Recommendation</th>
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<td><strong>Goal 1:</strong> 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.</td>
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<td><strong>Goal 10:</strong> Improve and diversify the transportation network.</td>
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PHASED PUBLIC OUTREACH

• Phase 1 – Direct (Spring/Summer)
  • Outcome: Awareness & purpose of connection, timing (development driven)
  • Mailed letter to property owners adjacent to proposed connections
  • Roundtable and/or office hours

• Phase 2 – Indirect (Summer)
  • Outcome: Progress made to date on Study, purpose of this Subarea, future subarea(s)
  • Establish website with FAQ and opportunity to request additional information
  • Public Meeting #3 as part of Future Land Use, Growth Scenarios, Gateways
PART 4

Preparing technical recommendation for Joint Session

Interactive polling, recommendations
SUBAREA ADOPTION PROCESS

- Vision
- Goals
- Policies

Proposed

Evaluate
- Steering Committee #7

Confirm
- Stakeholder engagement
- Joint Workshop #3

Establish
- Public Meeting #3
- Council workshop
FEEDBACK WE ARE SEEKING

• Are these goals SMART?

  Specific. Is it focused?

  Measurable. Will we be able to determine when the goal has been accomplished?

  Achievable. Is the goal realistic to achieve by 2030?

  Relevant. Does the goal reflect the vision statement and public input themes?

  Time-bound. Will we be able to set a timeframe for accomplishing the goal?
MENTIMETER EXERCISE

Go to www.menti.com and use the code 67 40 75

1. Grab your phone
2. Go to www.menti.com
3. Enter the code 67 40 75 and vote!
• Staff will tally the polls
• Please feel free to stretch you legs, grab a snack
• We will be back in 5 minutes to review and discuss the results
## ACTIVITY 1 RESULTS

### Top 3 Names for Plan

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ACTIVITY 2 DISCUSSION

What aspect of the policy requires more specificity?

What aspect of the policy is not achievable?
PART 5

Public comment, next steps
NEXT STEPS OVERALL

• 2/26 Council review of 2030 Goals
• Next Steering Committee Meeting 3/7 to discuss the Housing Element
• Phase 1 Outreach
• Joint Session #2