Steering Committee Members and interested public,

Happy holidays! We look forward to our next meeting on 1/3/2019 and beginning the work of establishing goals and forming policy recommendations in the New Year.

The purpose of the meeting is to:

- (Informational) Review the 2008 land use goals, how they are applied and progress made to date
- (Informational) Establish an understanding of how the 2017 vision statement, 2008 land use goals and recent public input serve as the foundation for goals
- (Action) Prepare a recommendation to the joint session of the City Council and Planning and Zoning Commission

Following the staff presentation on land use goal framework, the Steering Committee will evaluate how well existing land use goals address public input themes and make recommendations for changes to the land use goals. The key question we are looking to answer through this review is, “Do these goals reflect recent community dialogue and the stakeholders you represent and are they effective?” These recommendations will be considered at the joint session of the Planning and Zoning Commission and City Council which will be held on 1/10/19.

In advance of the meeting I ask that you please do the following:

- Please review the summary of the outreach themes. Please bring any themes you hearing in your areas of specialty as it relates to land use (i.e. parks is hearing the need for more regional parks and how much citizens valued programed space vs. open space; non-profit community is hearing a need for diversity in housing stock, evaluation of the southeast quadrant, etc.). The summary can be found online at https://2030.georgetown.org/files/2018/12/Georgetown-2030-Plan-Input-Report-draft-2018.12.05.pdf

- Review existing land use goals, policies and actions. The 2030 Land Use goals can be found online, beginning on page 3.57 at https://2030.georgetown.org/files/2018/09/2030-Chapter-3-Land-Use-Element-3b-rev.pdf
Below are some links you may use for reference:

- [12/11/2018 City Council land use goals workshop](#)
- [2030 Plan](#)

The specific feedback we are seeking is as follows:

1. “Do these goals reflect recent community dialogue and the stakeholders you represent? Are they effective?
2. Are there additional public input themes not captured that should influence preparation of land use goals?
3. Did we recap the November 2018 meeting accurately? Are there other needs or comments that should be documented or explored at future meetings?

Thank you for the time and expertise you extend to this effort. We look forward to meeting with you all.

If you have any questions about previous Committee presentations or any of the content included in the 1/3 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
I. Establish a familiarization of the following:
   • **2017 Vision Statement:**
     • What is it? How does it guide the updated land use goals?
   • **2008 Land Use Goals:**
     • How are they structured? Who uses them?
     • What were the measures of success established for current goals? Brief progress report.
   • **2018 Public Outreach Input:**
     • Input themes

II. Prepare a recommendation to the joint session of the City Council and Planning and Zoning Commission on the following:
   • Which land use goals should be retained, re-worked, and removed based on the public input, council direction, and based on subcommittee experience.
   • What are strengths/weaknesses of goals?
FEEDBACK WE ARE SEEKING

1. Do these goals reflect recent community dialogue and the stakeholders you represent? Are they effective?

2. Are there additional public input themes not captured that should influence preparation of land use goals?

3. Did we recap the November 2018 meeting accurately? Are there other needs or comments that should be documented or explored at future meetings?
PRESENTATION AGENDA

• Part 1 - Recap
  • Review and briefly recap previous Steering Committee Meetings

• Part 2 - Setting a foundation of common understanding
  • Presentation and discussion on the purpose and use of land use goals
  • Public input themes

• Part 3 - Direction provided
  • Review direction of City Council for the goals update

• Part 4 - Preparing technical recommendation for 1/10/19 joint session
  • Interactive polling, recommendations

• Part 5 - Preparing for meeting in February
  • Public Comment, next steps
PART 1

Review and briefly recap previous steering committee meetings
11/2 STEERING COMMITTEE MEETING

• State of Housing, Demand and Supply
• Summary included in meeting minutes
• Project team working on regional supply, Sun City
11/2 TAKEAWAYS

• Did we accurately summarize the findings?
• Any additions or modifications?
PART 2

- Presentation and discussion of the purpose and use of land use goals and progress made to date
- Presentation and discussion of 2018 public outreach themes
WHY DO WE HAVE GOALS?

Vision Statement

Statements of community aspirations for achieving the vision.

2030 Land Use Goals

Specific principles guiding public and private actions to achieve the goals.

Policies

The implementation of the Plan

Actions
LAND USE GOAL APPLICATION

- City Planning staff
- Planning & Zoning Commission
- City Council

• Review, analysis and approval for the following requires consistency with Comprehensive Plan:
  - Deviations from the development or zoning standards
  - Other requests that include land use and development policy changes (i.e. annexations and subdivision plats)
  - Zoning Map Amendments
  - Comprehensive Plan Amendments including changes to the Future Land Use Map and Overall Transportation Plan
  - UDC Text Amendments including annual reviews and executive amendments
COMPREHENSIVE PLAN STRUCTURE

Vision
A caring community, honoring it’s past, innovating for the future

Themes
Quality of life, sustainable development, efficient transportation, effective governance

(Land Use) Goals

Future Land Use
- Land Use Policy #1
- Land Use Policy #2
- Land Use Policy #3

Housing
- Housing Policy #1
- Housing Policy #2
- Housing Policy #3

Transportation
- Parks
- Urban Design
- Public Safety
2008 LAND USE CHAPTER GOAL STRUCTURE

1. Goal - Statements of community aspiration for achieving the vision. They are implemented through public programs, investments, and initiatives

1.A. Policy - The specification of principles guiding public and private actions to achieve the goals and objectives presented in the plan.

1.A.1 Action - The implementation section of the plan identifies commitments to carry out the plan, including actions, timeframes, responsibilities, funding sources, and provisions for plan monitoring and updating.

Goal 1

Promote sound, sustainable, and compact development patterns with balanced land uses, a variety of housing choices and well-integrated transportation, public facilities, and open space amenities.

Policies and Actions

1. Adjust zoning provisions to provide greater flexibility for mixed-use, multiple housing types, compact development, and redevelopment.

2. Reserve and rezone land ideally suited for long-term commercial and employment uses and prevent its use for residential subdivisions.
1. Promote sound, sustainable, and compact development patterns with balanced land uses, a variety of housing choices and well-integrated transportation, public facilities, and open space amenities.

2. Promote sound investment in Georgetown’s older developed areas, including downtown, aging commercial and industrial areas, in-town neighborhoods, and other areas expected to experience land use change or obsolescence.

3. Provide a development framework for the fringe that guides sound, sustainable patterns of land use, limits sprawl, protects community character, demonstrates sound stewardship of the environment, and provides for efficient provision of public services and facilities as the city expands.

4. Maintain and strengthen viable land uses and land use patterns (e.g., stable neighborhoods, economically sound commercial and employment areas, etc.).
LAND USE (POLICY) PROGRESS SINCE 2008

- Highlights interdepartmental cooperation
- Many actions are ongoing (in progress)
1. Develop a program through which workforce housing developers can receive incentives to provide new units.
   ✓ The UDC was amended to add Workforce Housing.
   • Program and marketing structures not developed.

2. Determine suitable multifamily zoning locations with sufficient services and land use compatibility for an appropriate mix of housing variety within the city.
   ✓ A map was developed by the HAB, but not adopted by Council.

3. Continue the Housing Diversity density incentives for new residential construction.
   ✓ Housing Diversity is an option included in Section 6. of the UDC.
4. Prioritize the use of HUD CDBG funds for affordable housing.
   • Deferred entitlement status, application through WilCo

5. Strengthen home buyer counseling and support services.
   • Incomplete

6. (a) Seek out County CDBG funds and State HOME funds in support of affordable housing initiatives; (b) subcontract with local nonprofits to implement projects.
   ✓ (a) 2013 wastewater line for Georgetown Project’s NEST Homeless Teen Center
   ✓ (b) Subcontract in place with Habitat for Humanity (WilCo)

7. Identify revitalization areas for concentrated investment.
   • Incomplete
PART 2b

• 2018 public input themes
2018 PUBLIC INPUT THEMES

- Maintain the family-oriented, small-town feel
- Continue to encourage high quality development
- Enhance citizen participation and engagement
- Focus on housing and affordability
- Enhance economic development opportunities
- Maintain and expand existing parks and recreation amenities
- Improve and diversify the transportation network
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<td>(chair)</td>
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<td>Anna Eby</td>
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<td>Wendy Cash</td>
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PART 2 FEEDBACK

Are there additional public input themes not captured that should influence preparation of land use goals?

Do you have good familiarization on the following?

- 2017 Vision Statement
- 2008 Land Use Goals
- 2018 Public Outreach Input
PART 3

Review direction of City Council for the goals update
Possibly break out goals (10, maybe less)

Goals do not necessarily correlate to themes

More specification, clarity

Add these three (3) goals:

1. Public safety
2. Fiscal responsibility
3. Intergovernmental partnerships
PART 4

Preparing technical recommendation for 1/10/19 joint session

Interactive polling, recommendations
GOAL & INPUT EVALUATION

1/3 Steering Committee

Review

Score

Draft

1/10 Joint Session

Revise

Recommended revisions

1/17 TAC

Publish

2/12 City Council
Goal 1

Included

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

Not Included
FEEDBACK WE ARE SEEKING

• What changes should be made to the current land use goals based on 2018 public input?
RESULTS
PART 5
Public comment, next steps
NEXT STEPS

• 1/10 Joint Session
• 2/12 Council review
• Incorporation of goals into Housing, Growth Scenarios, Future Land Use, Gateways, Williams Drive, etc.