| I | DINNER- REVIEW OUTCOMES OF S/C MEETING #1 INCLUDING Q&A, INTRODUCTION OF CONSULTING TEAM | S. NELSON |
|   | SUBCOMMITTEE FEEDBACK (PUBLIC ENGAGEMENT) | N. WAGGONER |
| II | MASTER PLAN ALIGNMENT OVERVIEW | FNI |
|    | EDUCATION: LAND USE, ZONING, OVERLAYS | FNI |
| III | INTRODUCE THE HOUSING ELEMENT AND TOOLKIT | S. WATKINS/CDS |
|    | QUESTION AND ANSWER | S. NELSON, N. WAGGONER |
|    | NEXT MEETING DATE/TIME/AGENDA | K. FROST |
Part I
PROJECT ADMINISTRATION
6/7 RECAP OF Q&A
• Most respondents agreed with goals and strategies of the Public Engagement Plan

• Recommendations for additional stakeholders include:
  • Chamber of Commerce
  • Development Alliance
  • Southwestern College Town Meetings
  • Downtown Georgetown Association
  • Homeowners Associations or Neighborhood Organizations
  • Social service agencies and non-profits serving people in need
• Recommendations for additional engagement opportunities:
  • Parks and Recreation events
    • Sunset movie series
    • K9 Kerplunk
  • Georgetown Development Alliance
  • Articles in the Williamson County Sun
<table>
<thead>
<tr>
<th>Element Title</th>
<th>Last Update</th>
<th>Dept</th>
<th>Key Goals/Policies</th>
<th>Coordination Considerations</th>
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</thead>
<tbody>
<tr>
<td>Housing Element</td>
<td>2012</td>
<td>Housing</td>
<td>Workforce housing</td>
<td>Future Land Use map</td>
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<td>Housing diversity</td>
<td>Ties to Workforce and Target Industry studies</td>
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<td>Community diversity</td>
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<td>Economic Stability</td>
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<td>Areas for multi-family homes</td>
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<td>Targeted investment areas</td>
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<td>Williams Drive Study</td>
<td>2017</td>
<td>Transportation, Planning</td>
<td>Economic development</td>
<td>Informs land use planning along the corridor</td>
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<td>Multi-modal</td>
<td>Gateway strategies</td>
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<td>Accessibility</td>
<td>FLUM</td>
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<td>Environmental resource protection</td>
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<td>Mixed use development</td>
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<td>Cost effective</td>
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<td>Overall Transportation Plan</td>
<td>2014</td>
<td>Transportation</td>
<td>Multi-modal, Safe and accessible, Flexibility to accommodate land use changes, Cost effective, Social and environmental impacts</td>
<td>Consider planned roadways/improvements in land use plan; Informed by 2030 Plan densities and land use Consider sub elements of OTP Bike Plan - (FLUM) Sidewalk Master Plan – (FLUM) Transit Development Plan – (FLUM)</td>
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<tr>
<td>Parks, Recreation, and Trails Master Plan</td>
<td>2008</td>
<td>Parks &amp; Recreation</td>
<td>Equitable access, Value and preserve open space, Connectivity, Partnerships, Health Parks as focal points</td>
<td>Reflect planned park locations in land use plans Future regional and community park locations Trails connectivity</td>
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<td>Target Industry Analysis</td>
<td>2017</td>
<td>Economic Development</td>
<td>Target advanced manufacturing, life sciences, and professional services industries</td>
<td>Informs land use planning FLUM- manufacturing, industrial, professional services</td>
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<td>Downtown Master Plan</td>
<td>2014</td>
<td>Planning</td>
<td>Pedestrian-oriented A key economic center of the business community Expand pedestrian orientation Establish gateways and expand wayfinding Diversity and density of uses Anchors of activity Activate public realm Economic development and tourism</td>
<td>Informs land use planning and urban design in Downtown Transition Zones surrounding Downtown Overlay</td>
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<td>Citizen Participation Plan</td>
<td>2010</td>
<td>Communications, Planning</td>
<td>Expand outreach, Work with local organizations, Engage citizens directly</td>
<td>Guides 2030 Plan Update public outreach efforts</td>
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<td>Plan implementation and evaluation framework</td>
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<td>Utility Master Plan</td>
<td>2009</td>
<td>GUS, Water Services</td>
<td>N/A</td>
<td>Informed by 2030 Plan</td>
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<td>Capital Improvement Plan</td>
<td>2012</td>
<td>GUS, Water Services, Transportation, Planning, Parks &amp; Rec, Airport</td>
<td>N/A</td>
<td>Informed by 2030 Plan</td>
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<td>Airport Master Plan</td>
<td>2005 (in progress)</td>
<td>Airport</td>
<td>Safe and efficient airport management Support aircraft parking, storage, and maintenance</td>
<td>Informs land use planning around the airport</td>
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<td>City Council Annexation Direction</td>
<td>2017</td>
<td>Planning</td>
<td>N/A</td>
<td>Informs land use planning in key commercial corridors and gateways into community</td>
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<td>Solid Waste Master Plan</td>
<td>2018 (in progress)</td>
<td>Public Works</td>
<td>In progress</td>
<td>In progress</td>
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Part II
PLANNING PROCESSES
Session II – Land Use, Zoning
FUTURE LAND USE vs ZONING

• Not parcel specific
• Provides guidance for intensity and type of uses
• Growth framework

• Parcel by parcel
• Regulates intensity and type of use
• Must be adopted in accordance with a comprehensive plan
FUTURE LAND USE PLAN
2030 FLU MAP

Created to follow Node Concept for commercial development

- Concept is tiered along Intersections of Freeways, Arterials and Collectors

Emphasizes protection of Future Employment Centers

- Identifies areas for future employment growth opportunities

Mixed Use categories promote greater innovation in land uses

- The ability to integrate work, shopping and residential opportunities in higher density development/re-development

Residential categories reflective of utility provision

- Ag/Rural Residential in long term growth area
- Low Density Residential outside of Water CCN
- Moderate Density Residential represents most residential growth
ZONING

- Agricultural, 34%
- Single Family, 47%
- Duplex, Townhouse, <1%
- Multifamily, 3%
- Commercial, Mixed, 9%
- Industrial, BP, 5%
- Public Facilities, 3%
- Commercial, 9%
- Industrial, 5%
- Public Facilities, 3%
OVERLAY DISTRICTS

Gateway Overlay
Downtown Overlay
Old Town Overlay
Courthouse View Protection
Part III
WORK SESSION
Session II – Housing Element & Toolkit Introduction
Council directed:

1. Housing Element Update
2. Housing Feasibility Study

Desire to evaluate housing needs in three parts:
- Senior
- Workforce
- Low Income
HOUSING ELEMENT

• Neighborhood and housing inventories
• Future need based on growth projections
• Goals and policies
Housing situations

Key questions/Goals

Applicable Tools
### Housing Situation

- **Rents are rising**

### Key Questions/Goals

- **How do we keep the lower-cost housing options from disappearing?**

### Applicable Tools

- Acquisition & Rehabilitation
- Extension of Affordability Terms
HOUSING TOOLKIT

• Land Use Tools
  • Development policies

• Preservation Strategies
  • Acquisition Funds/Tax exemptions

• Funding Affordable Housing
  • Revenue sources
CDS COMMUNITY DEVELOPMENT STRATEGIES

• Formed in 1971, headquartered in Houston

• Over 3,500 research and planning studies
  • Mixed use, condos, apartments, retail, office, student housing, single family, specialty and industrial
  • U.S., Mexico, and Canada

• Specialties:
  • Real estate analysis and economic development
  • Urban planning and market feasibility
  • Community housing analysis
SUBAREA MAP DEVELOPMENT

• Housing considerations
  1. Housing age
  2. Housing type / density
  3. Housing value

• Other considerations
  • Sun City (age-restricted)
  • Old Town / Downtown overlays
  • Census Block Group boundaries
  • Elementary school zones (limited impact)

• Not meant to define “neighborhoods”
INITIAL OUTREACH AND RESEARCH

• Discussion groups June 26
  • Realtors
  • Developers and builders
  • Lenders

• Some things we heard
  • Tightness of market
  • Recognition of need for affordability
  • Infrastructure challenges
  • Regulatory challenges
  • Perception of schools
QUESTIONS & ANSWERS
NEXT STEPS

• Feedback opportunity
• Next Meeting is 08/02
  • Review and discuss alignment matrix
  • Review demographics
  • Discuss first public meeting