



YOUR
GEORGETOWN
2030 PLAN UPDATE



Acknowledgements

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Foreword

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

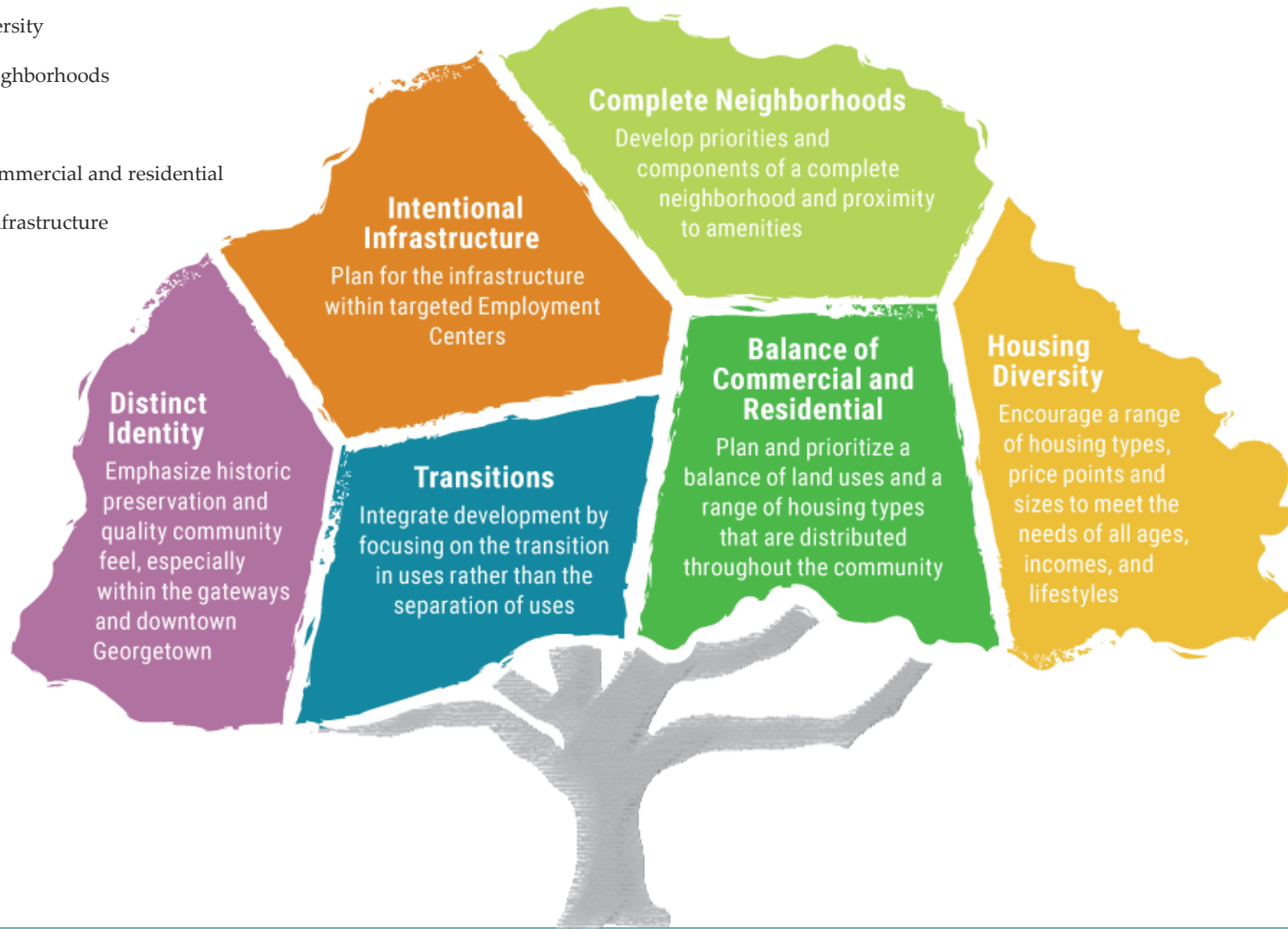
Since the 2008 update of the Comprehensive Plan, the City has evolved in terms of population, development trends, land use types, traffic volumes, and a number of other characteristics. The growth of the community can be felt in our schools, churches, nonprofits, infrastructure, city services, and our cherished neighborhoods. A few key markers include:

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

Community Conversations

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

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



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Purpose of the Plan

The purpose of this Comprehensive Plan Update is to:

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

The foundation of this Plan is the community's vision statement:

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

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

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

Updated Elements:

- Future Land Use
- Housing

New Elements:

- Williams Drive Gateway Plan
- Gateways & Image Corridors

Planning Area

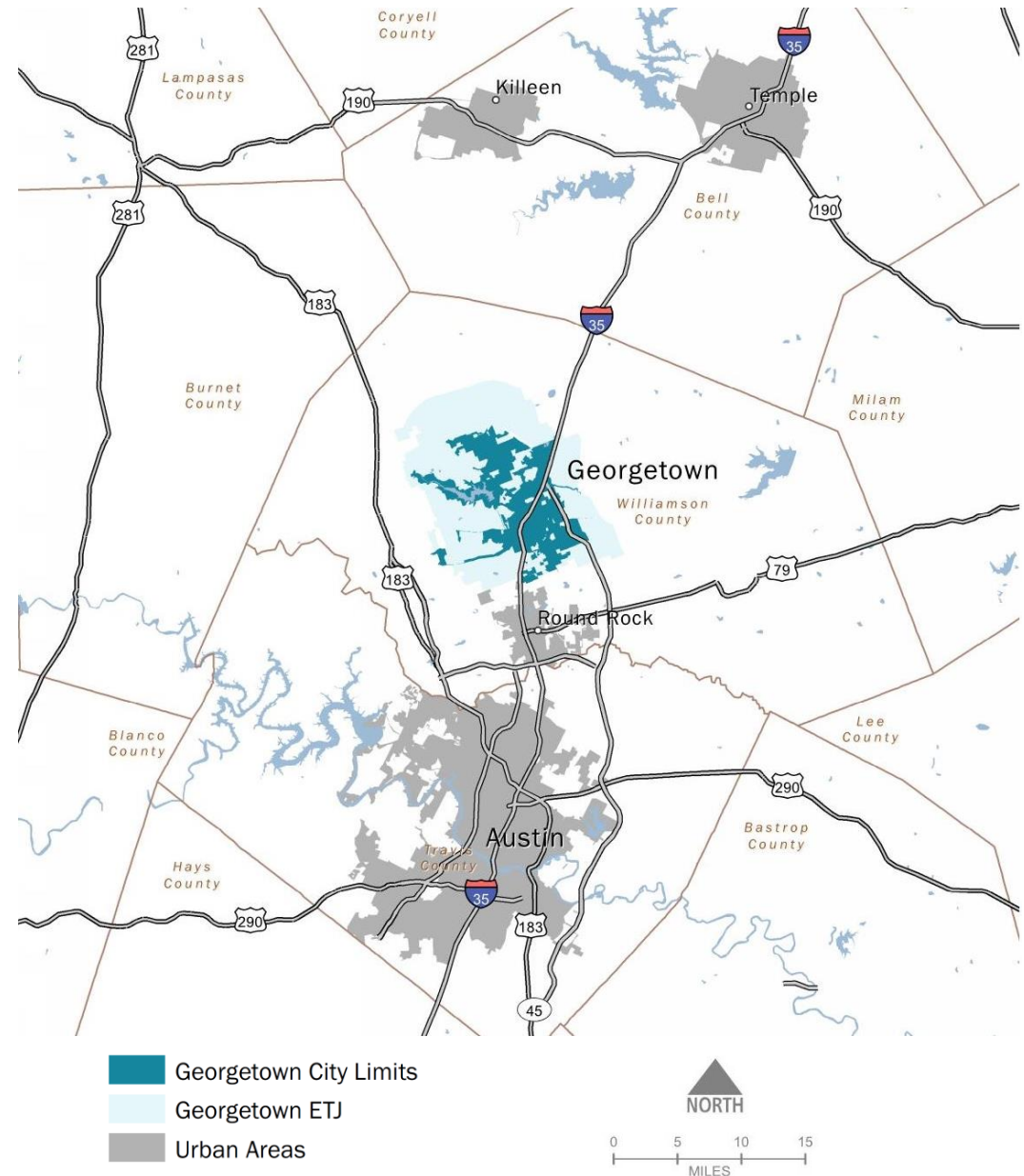
The City of Georgetown is the county seat of Williamson County. Located along two major north south freeways I-35 and SH 130. Georgetown is approximately 27 miles north of Austin, 170 miles south of Dallas, 175 west of Houston, and 115 miles north of San Antonio. The City, founded in 1848, is located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

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

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

Georgetown is located within the Edwards Aquifer. Its natural beauty is framed by the Texas Hill Country to the west and the rich Blackland Prairie farmland soil to the east. Meandering through the heart of Georgetown are the North Fork and the South Fork of the San Gabriel River. The City’s best opportunities for recreation – San Gabriel Park, Garey Park, and Lake Georgetown – sit on the banks of the river. Garey Park in the west along the South Fork and San Gabriel Park sits where the two forks meet in the center of the City.

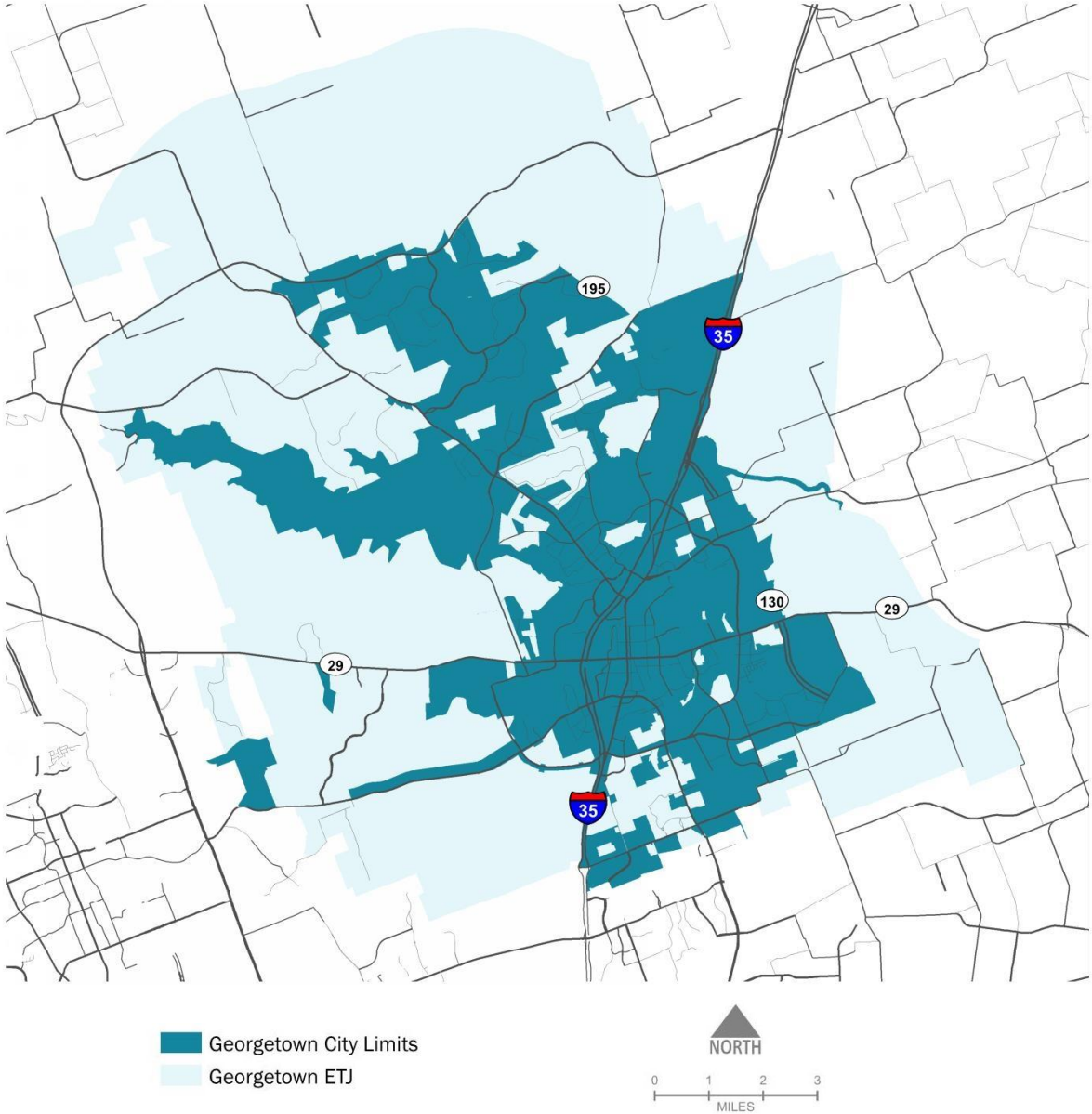
Figure 1. Planning Area and Surrounding Region



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

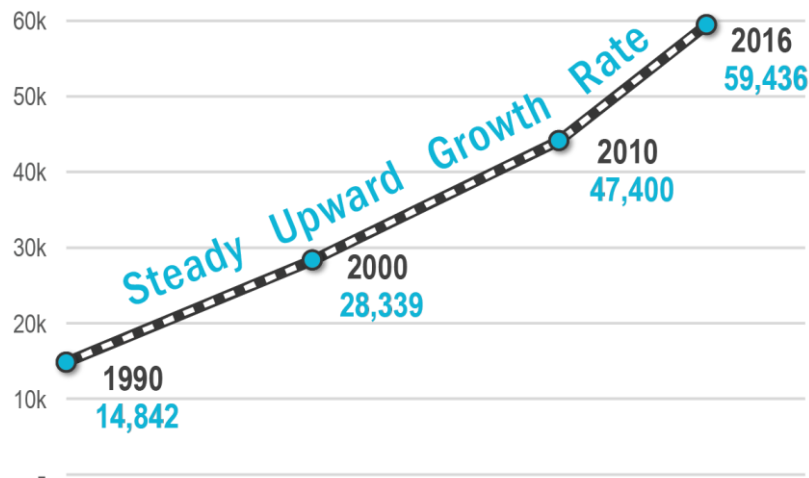
Figure 2. Georgetown City Limits and ETJ Boundaries



Demographics

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

Figure 3. Historic Population



Source: U.S. Census Bureau

Figure 4. Population Change 2010-2016



Source: U.S. Census Bureau

Key Takeaways: Demographics

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

Figure 5. 2018 Population Estimate

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

74,180

Source: U.S. Census Bureau

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Figure 6. Regional Median Age Comparison

Georgetown	Williamson Co.	Austin-RR MSA
45.8	36.2	34.4

Figure 8. Regional Age Distribution Comparison

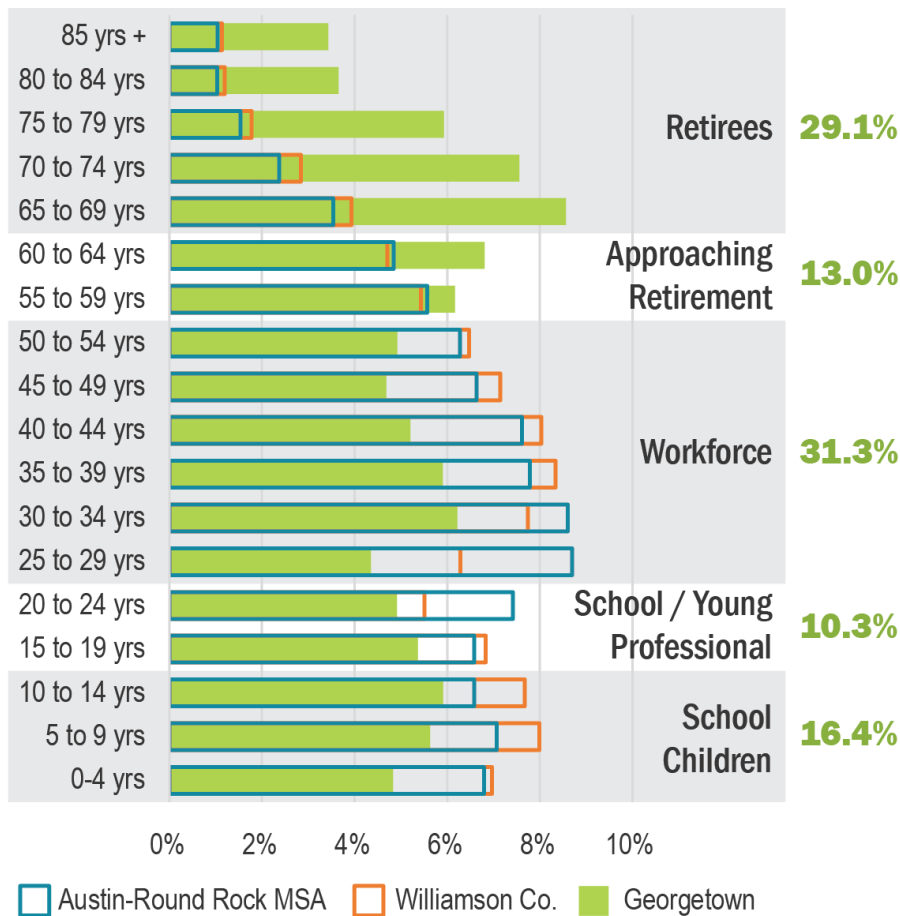


Figure 7. Race and Ethnicity

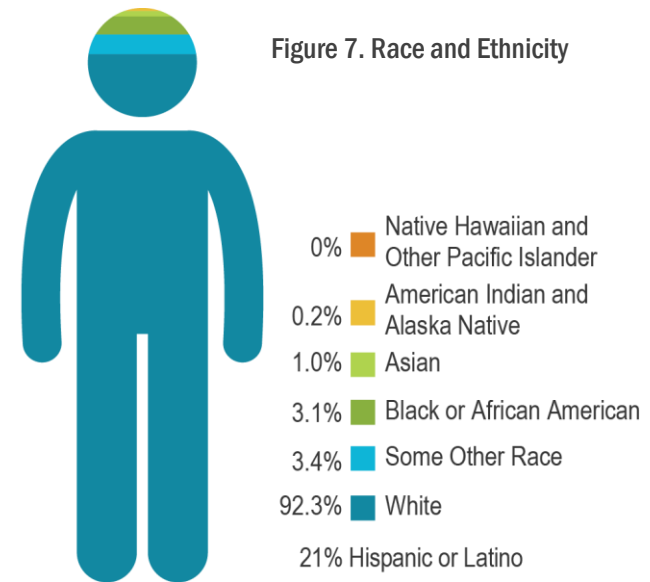
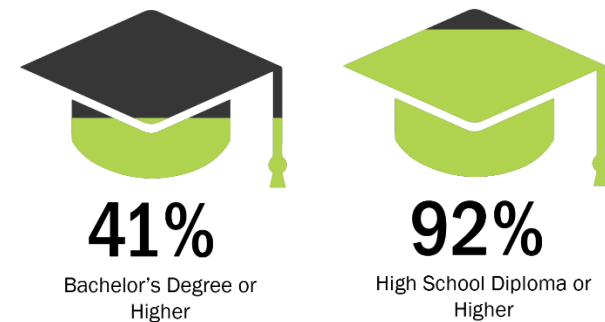
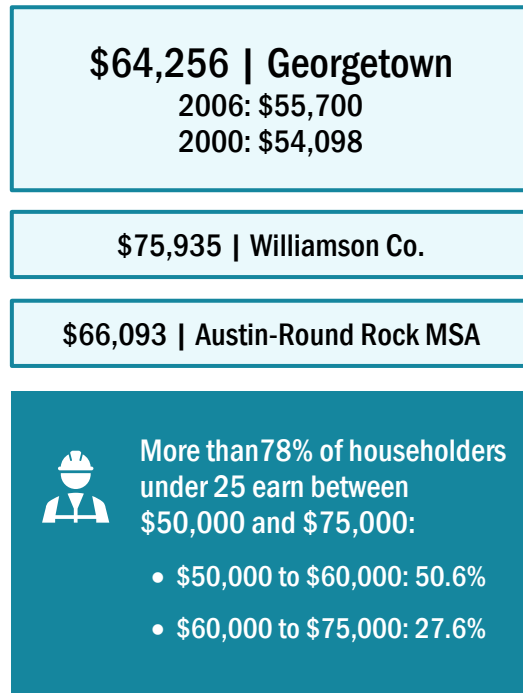


Figure 9. Highest Level of Education



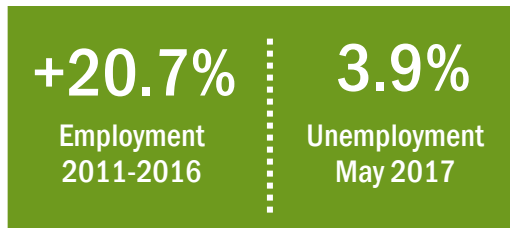
Source for all Figures: U.S. Census Bureau, 2016 ACS

Figure 10. Median Household Income Statistics



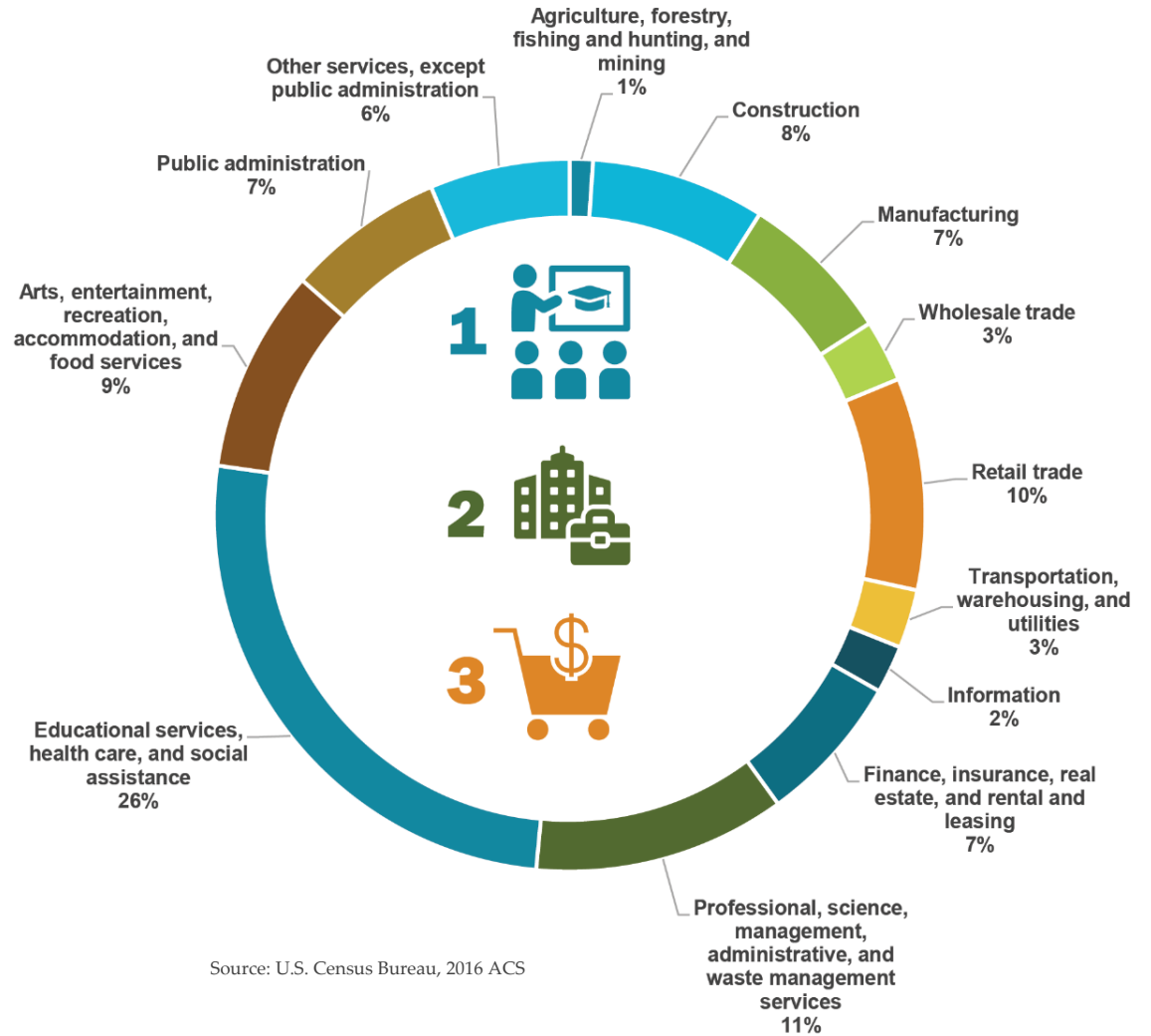
Source: U.S. Census Bureau, 2016 ACS

Figure 11. Employment Rates



Source: Avalanche, 2017

Figure 12. Employment by Industry



Source: U.S. Census Bureau, 2016 ACS

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Community Input Process

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

Figure 13. Summary of Community Input Process

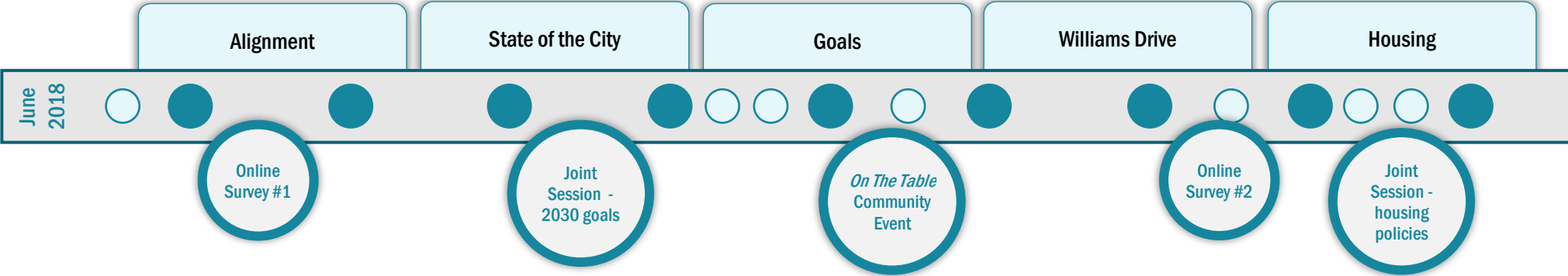
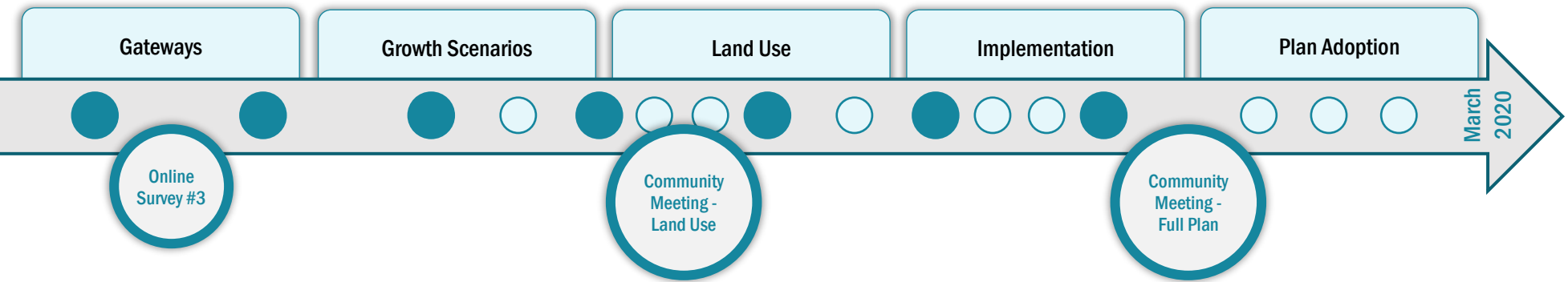


Figure 14. Photos from the *On The Table* Community Event



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



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Georgetown's Vision Statement

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

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

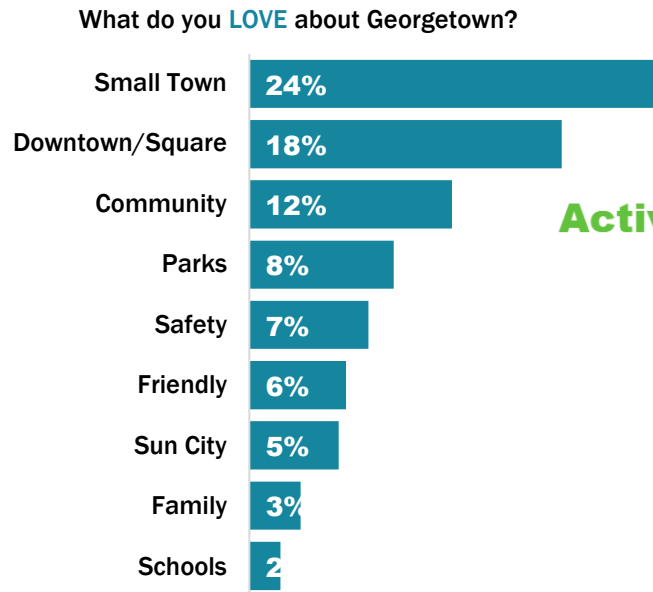
Figure 15. Flow of Community Input



2030 Plan Update Themes

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

Figure 16. *On the Table* and Survey #1 Input Highlights



What's MISSING in Georgetown?

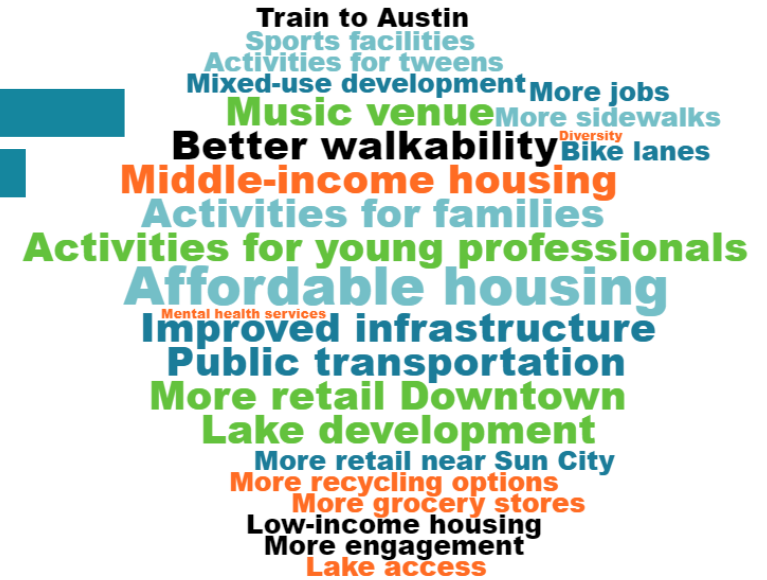


Figure 17. Participation Summary of *On The Table* and Survey #1



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

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

Theme 2. Continue to Encourage Quality Urban Design

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

Theme 3. Focus on Housing Diversity and Affordability

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

Theme 4. Enhance Economic Development Opportunities

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

Theme 5. Enhance Citizen Participation and Engagement

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

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

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

Theme 7. Improve and Diversify the Transportation Network

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

PLAN FRAMEWORK

2030 Plan Update Goals

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



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

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

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

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

More compact, walkable infill development is encouraged within the more urban areas of Georgetown. This development type places less emphasis on automobiles and on-site parking, and more emphasis on alternatives modes of transportation. Compact development focuses on vertical density over horizontal sprawl, which helps to preserve the natural areas while promoting environmental sustainability, fiscal responsibility, and intentional infrastructure.

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

Figure 18. January 10, 2019 Joint Workshop on Goal Setting





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

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

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

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

The City's primary role in this goal includes planning of capital improvements in aging areas, small area plans, and partnering in redevelopment efforts. The impact of increased land use will require the evaluation of impacts to the transportation network and adjacent uses.



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

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

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

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

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

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

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

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



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

Georgetown's citizens are engaged and informed. Developing community partnerships and increasing notification efforts for all City initiatives (e.g., land development decisions and annual performance reporting) will enhance communication and opportunities for community engagement.



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

Accommodating housing and neighborhood needs for 2030 includes three focus areas: affordability, diversity, and preservation. The Housing Element, Housing Toolkit, and Implementation Plan employ a comprehensive strategy to address the housing and neighborhood needs of current and future households in Georgetown that includes preservation of units and neighborhoods, facilitating new affordable units, and providing a diversity of housing options.



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

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

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

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



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

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



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

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



Goal 10: Improve and diversify the transportation network.

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

PLAN FRAMEWORK

Plan Alignment

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

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

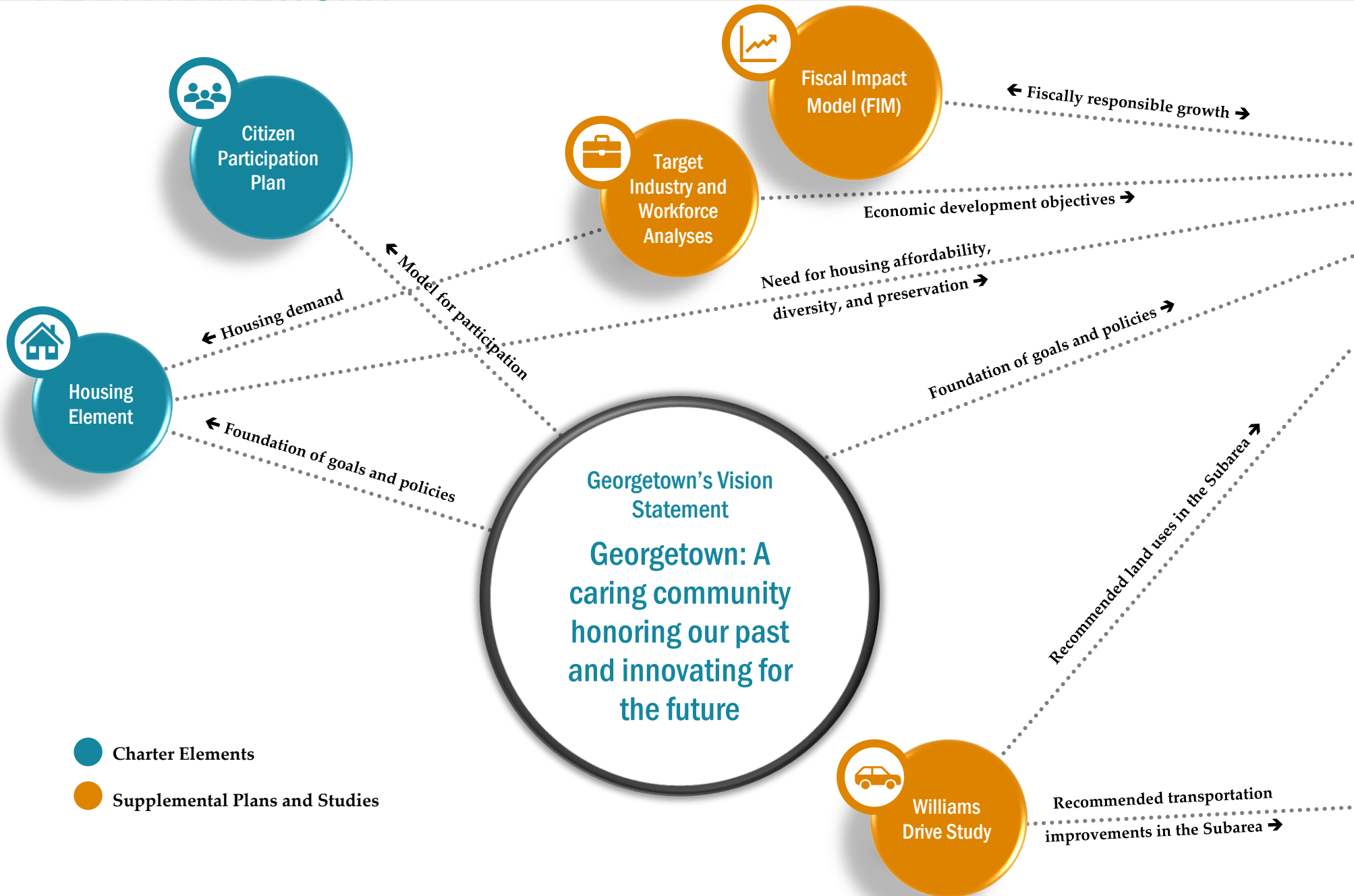
Key Takeaways: Alignment

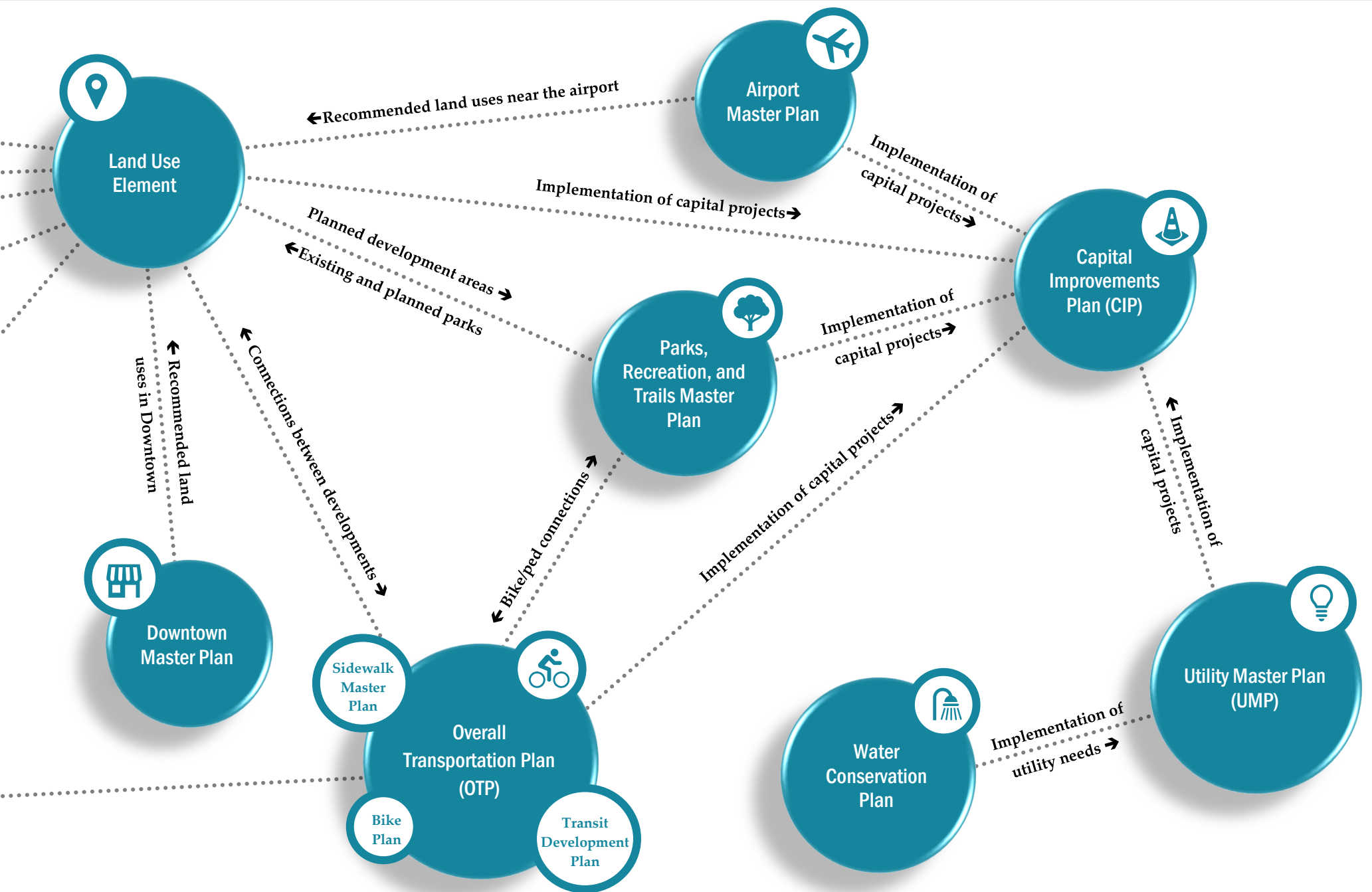
- 1) Alignment between the 2030 Plan and the CIP is critical to plan implementation. A process to align the annual budgeting process is part of the plan's recommendations.
- 2) Alignment is important between the Target Industry/Workforce Analysis and Housing Element. Housing plays an important role in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

Figure 19. Charter Element Status

Charter Requirement	Corresponding City Plan	Status
Future Land Use	Land Use Element	Updated within this 2030 Plan Update
Traffic Circulation and Public Transit	Overall Transportation Plan (OTP)	2014, update coming soon
Wastewater, Electric, Solid Waste, Drainage and Potable Water	Utility Master Plan	Adopted in 2009; Updated in 2018; Update coming 2022
Conservation and Environmental Resources	Water Conservation Plan	2018
Recreation and Open Space	Parks, Recreation, and Trails Master Plan	2008, update coming soon
Housing	Housing Element	Adopted in 2012, updated within this 2030 Plan Update
Public Services and Facilities	Capital Improvements Plan	2012, updated annually
Public Buildings and Related Facilities	Facilities Efficiency Study	2019
Economic Development and Redevelopment	Target Industry Analysis; Workforce Analysis; Retail Strategy and Recruitment Plan	2017, additional element coming soon
Health and Human Services	-	-
Historic Preservation	-	-
Citizen Participation Plan	Citizen Participation Plan	2012
Public Safety	Public Safety Plan	2012

PLAN FRAMEWORK





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LAND USE

LAND USE

Introduction

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

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

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

when proposing new residential development);

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

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

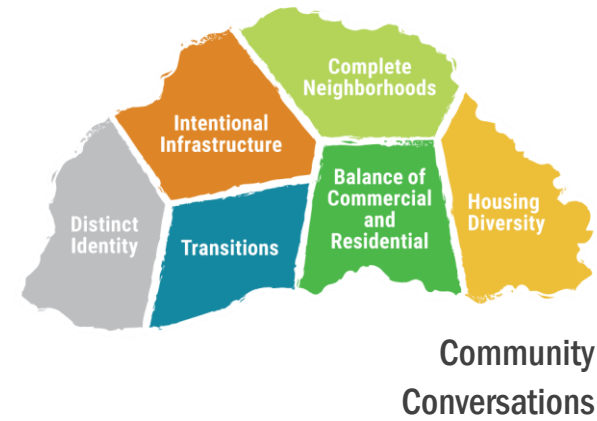
parts of Georgetown as examples for steering future development. The guiding principles of this chapter include:

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

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

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

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



Key Takeaways: Land Use

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

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

LAND USE

Existing Conditions

Existing Land Use

Existing land use refers to the function of every parcel at the time of this update, regardless of the underlying zoning. Understanding existing land use patterns and tracking changes over time are important. This analysis includes the City limits, extraterritorial jurisdiction (ETJ), and the planning area (i.e., the combined City limits and ETJ). Existing land use was determined by the Williamson County Appraisal District's classifications and through aerial imagery.

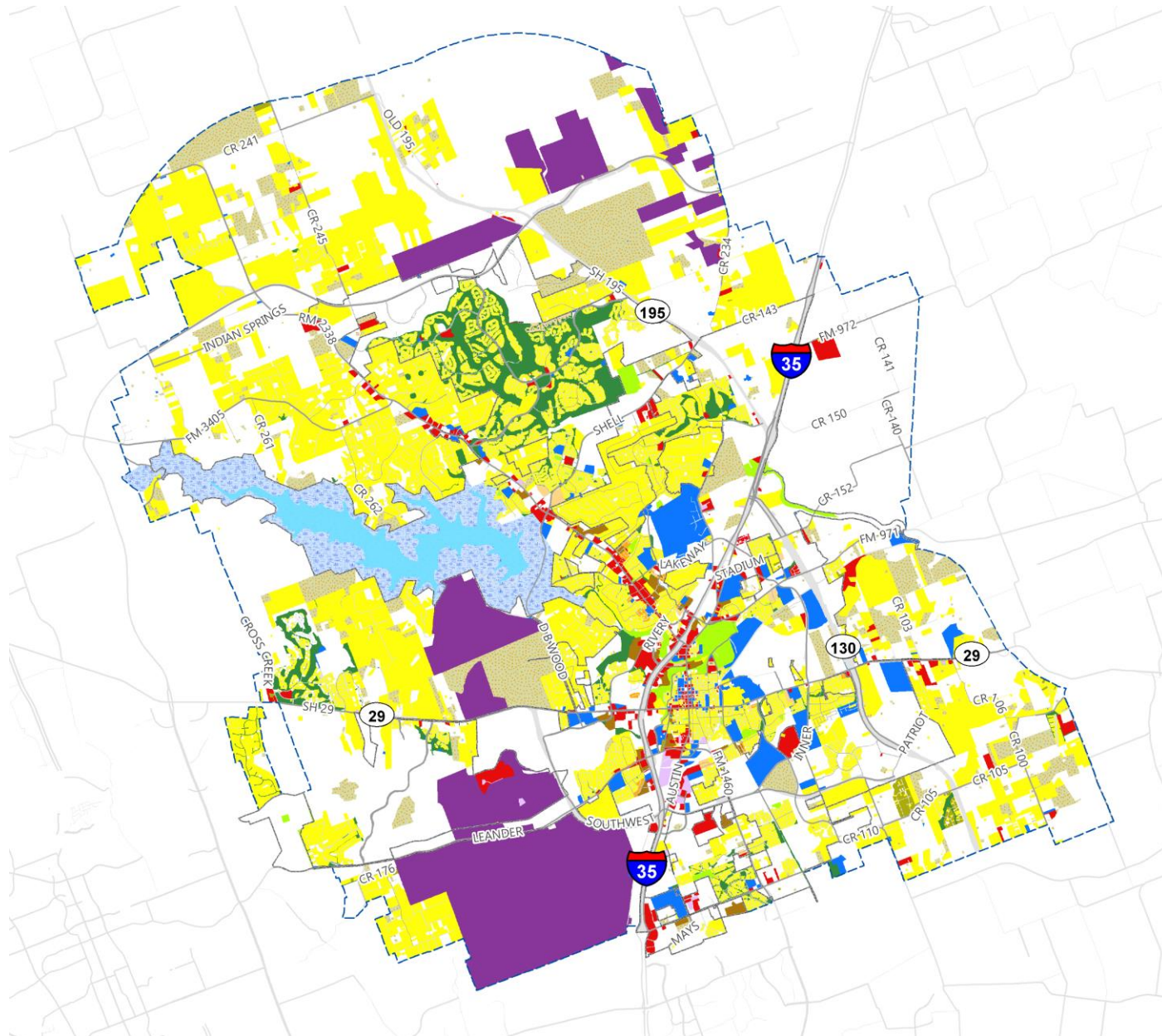
Key highlights of the existing land use analysis include the following:

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

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

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

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



Classification: Light vs. Heavy Industrial

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

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

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



Source: Williamson County Appraisal District

LAND USE

Existing Zoning

Zoning refers to the classification of land within the City limits into zoning districts and the prescribed land uses and development standards for each category. Georgetown is divided in 17 zoning districts that each allow a range of compatible land uses. The largest districts are Residential Single-Family (42 percent) and Agriculture (27 percent).

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

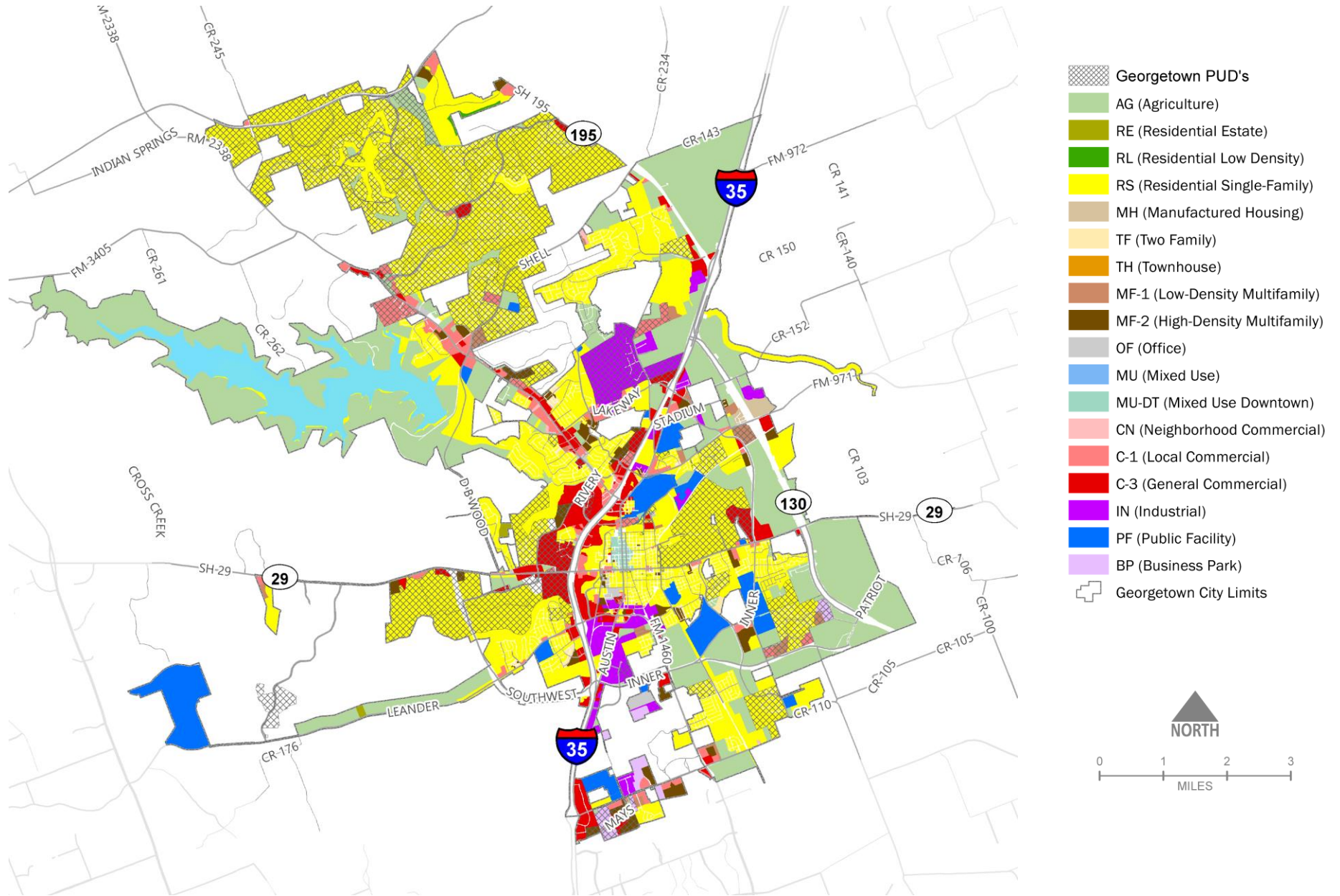
Agricultural zoning is the most common around the periphery of the City where previous City-initiated annexations have taken place. Commercial and Industrial districts are most concentrated in the center of the City.

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

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

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

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



Source: City of Georgetown GIS

Population Projections

Population projections assist Georgetown in planning for the demand for future infrastructure, public safety services, recreational amenities, and many other considerations. **Figure 24** provides a range of population growth through the combination of population projections prepared by the Texas State Data Center (TDC) and residential permitting records maintained by the City of Georgetown. Projections by the TDC were completed using a Cohort Component projection technique. As the name implies, the basic characteristics of this technique are the use of separate cohorts – persons with one or more common characteristic -- and the separate projection of each of the major components of population change -- fertility, mortality, and migration -- for each of the cohorts. Between official U.S. Census population counts, the Planning Department estimates the population within the city limits using a formula based on new residential building permits and household size. It is simply an estimate and there are many variables involved in achieving an accurate estimation of people living in a given area at a given time. The baseline population for year 2020 is the population estimated through the City of Georgetown Planning Department.

- » Austin-Round Rock MSA projected population increase of 2.5 percent each year (Texas Demographic Center)
- » Williamson County projected population increase of 3.2 percent each year (Texas Demographic Center)
- » City of Georgetown (within city limits) residential permit record, 2010-2019

Figure 24. Population Projection Scenarios

	Growth Rate Similar to MSA	Growth Rate Similar to County	Georgetown Recent Growth Rate
Year	2.5%	3.2%	4.7%
2020	69,531	69,531	69,531
2021	71,269	71,756	72,799
2022	73,051	74,052	76,221
2023	74,877	76,422	79,803
2024	76,749	78,867	83,554
2025	78,668	81,391	87,481
2026	80,635	83,996	91,592
2027	82,651	86,683	95,897
2028	84,717	89,457	100,404
2029	86,835	92,320	105,123
2030	89,006	95,274	110,064

Growth Scenarios

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

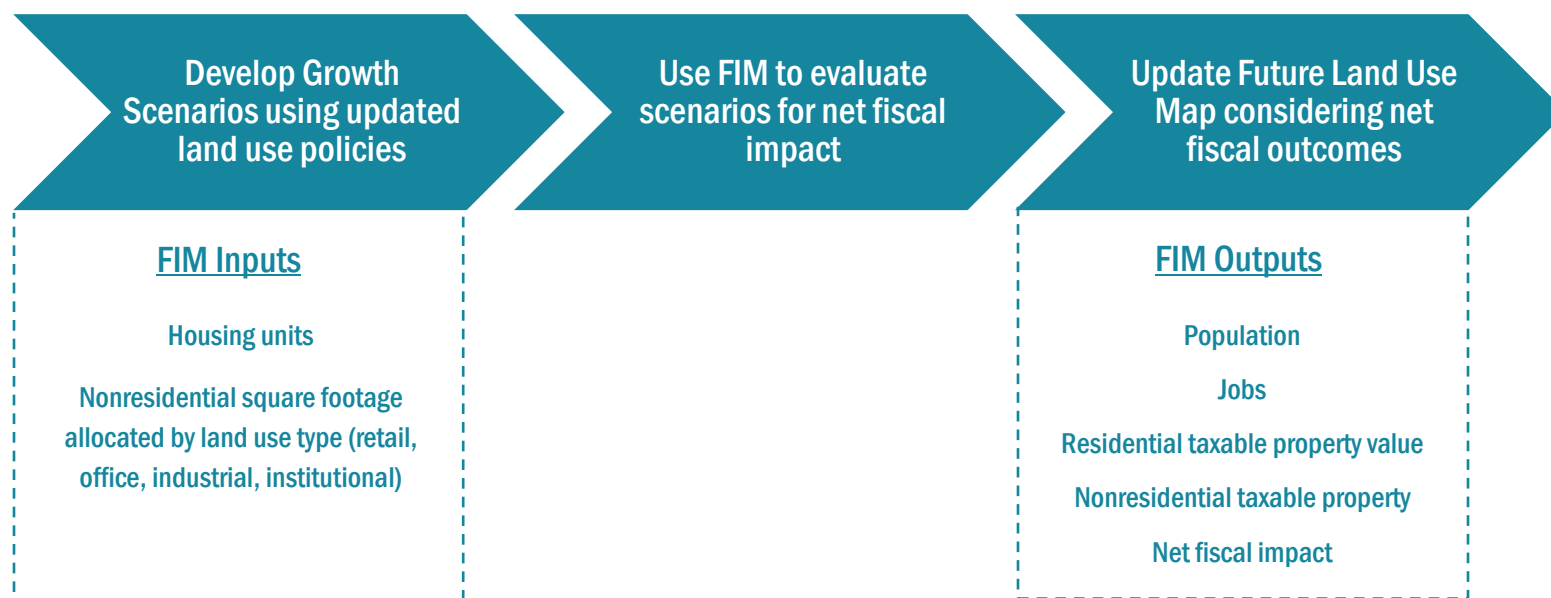
The Steering Committee considered 10 land use scenarios using physical maps and Lego building blocks. The Lego building blocks represented future residential (yellow), nonresidential (red), and target industry (purple) land uses. The Steering Committee identified key nonresidential areas within the planning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

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

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

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

Figure 25. Growth Scenarios Process Summary



LAND USE

Target Areas

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

South and North Austin Avenue

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

Downtown and Neighborhoods in Transition Areas

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

Intersection of Shell Road and SH 195

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

Williams Drive

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

Southeast Georgetown

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

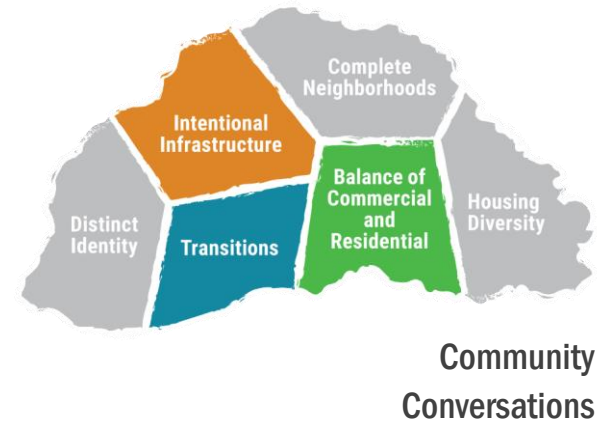


Figure 26. Target Area Identification Steering Committee Exercise



Future Land Use Policies



Policy LU.1 Encourage a balanced mix of residential, commercial, and employment uses at varying densities and intensities to reflect a gradual transition from urban to suburban to rural development.

- » Balancing land uses throughout the community and improving access to retail and service amenities was a community conversation in this Update. Commercial nodes and the ratio of non-residential uses within residential future land use categories have been designed and located to help distribute commercial development throughout the community. Improving the interface between residential and non-residential is a priority of this policy.
- » Balance is achieved by following the target ratios outlined in each Future Land Use category.
- » Gradual transitions in intensities are achieved through:
 - » Site planning during which building location, orientation, and design are similar in character with the surrounding development.
 - » Placement of more intense uses near the center of the area where services and transportation networks are more established; less intense/ uses are located towards the periphery. More intense uses may be those that generate more traffic and allow for a higher density of residential or commercial space.
 - » Utilization of lower density multi-family development and moderate density single-family residential uses to support neighborhood commercial in commercial centers and improve the transition between commercial and single-family residential uses.

LAND USE



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

- » Population growth and housing affordability are placing an ever-increasing demand for alternatives to low density, single-family detached housing. Compact development takes advantage of the typically limited site area in infill locations. Not necessarily larger in scale, but can accommodate a higher density with building form that supports a pedestrian oriented environment.
- » Appropriate infill sites are typically surrounded by existing development with interconnected streets and utility systems to support higher density residential uses, appropriately scaled commercial uses and pedestrian friendly environments.
- » Higher density compact development features:
 - » Proximity to amenities and open space areas.
 - » Housing products and opportunities that may be missing within a neighborhood.
 - » Integrates with existing development.
 - » Promoted through public-private partnerships, programs, and/or tailored development standards.



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

- » Georgetown has many well designed and maintained neighborhoods. Well maintained and stable neighborhoods provide a high quality of life for residents. New neighborhoods include a variety of housing options and price-points, access to neighborhood serving commercial, and recreational and cultural amenities.
- » Complete neighborhoods include a range of housing types or may be exclusively single-family housing types; however, a critical component is the provision of appropriately-scaled amenities and commercial services. Amenities include the provision of open space (active and passive) as well as GISD schools, retail and services.



Policy LU.4 Encourage redevelopment in target areas.

- » Redevelopment is the clearing of land and construction of new buildings, the conversion of existing buildings to a different use, or a combination of the two. Redevelopment in target areas is encouraged in a variety of ways including: small area planning, intentional infrastructure investment, and/ or specialized development standards.
- » Identified target areas include:
 - » Williams Drive, South and North Austin Avenue, and Downtown
- » When redevelopment occurs, it will provide:
 - » Neighborhood supporting commercial uses.
 - » Access to open space and recreational opportunities.
 - » Missing housing products.
 - » Methods to ensure compatibility between existing and proposed uses including appropriate landscaping, building setbacks and massing.



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

- » Redevelopment is the clearing of land and construction of new buildings, the conversion of existing buildings to a different use, or a combination of the two. Redevelopment in target areas is encouraged in a variety of ways including: small area planning, intentional infrastructure investment, and/ or specialized development standards.
- » Reuse is the process of utilizing an existing building for a purpose other than which it was originally built or designed. Opportunities may include areas in need of additional infrastructure improvements, or target areas.
- » Development and reuse initiatives may be promoted through:
 - » Small area plans;
 - » Financial incentives; and/or
 - » Public-private partnerships.
 - » Financial incentives for reinvestment in historic properties.

LAND USE



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

- » Maintaining the small town charm of Georgetown is a theme and desire identified by the public as part of this Update. The historic character of Downtown and Old Town is a key component of preserving and strengthening the small-town charm. Growth and redevelopment in these neighborhoods is compatible with their historic character.
- » Uses appropriate in historic neighborhoods may include commercial and other neighborhood supporting development built at a scale and intensity that complements the character of neighborhoods identified as historic resources.
- » Implementation of the Downtown Master Plan.
- » Utilizing a small area plan approach to the planning of the transition zones identified on the periphery of the downtown overlay district.



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

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



Policy LU.8 Protect and promote land uses that support Georgetown's target industries, support diversification of the City's tax base, and enhance economic development through intentional infrastructure planning, recruitment, and the land use entitlement process.

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



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

- » Part of the “small-town charm” characteristics documented through our outreach efforts and community conversations includes the physical proximity of the natural resources easily accessible to residents. Natural resources include:
 - » Rivers,
 - » Creeks,
 - » Wildlife in less densely populated areas, and
 - » Farmland to the east and ranchland to the west.
- » As the community grows, preserving and enhancing the natural environment is supported through:
 - » Incorporation of low impact development practices,
 - » Clustering of density with preservation of key open spaces, and
 - » Designing subdivision to save land and transfer density.



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.

- » Decision framework refers to how “rules” are applied by City Council and the Boards/Commissions that evaluate/recommend land development decisions. City staff, Council and supporting Boards and Commissions play a role in the implementation of the 2030 Plan through their analysis, recommendations and legislative actions; specifically, those legislative decisions made by the City Council that impact the expansion of the city limits and the provision of infrastructure including roads, utilities and the creation of special financial districts. Examples of
 - » Development Agreements - “An agreement approved by the City Council for a development that could not otherwise be accomplished under this Code or the Code of Ordinances. A Development Agreement may modify or delay certain requirements of this Code (including any Manuals adopted by reference in the Code) and/or any other provisions of the City Code of Ordinances.”
 - » Annexation - “The process by which a municipality expands its boundaries into adjacent areas not already incorporated into the municipality.”

- » Special Purpose Districts - “Political subdivision(s) created pursuant to Article III, Section 52, and/or Article XVI, Section 59, of the Texas Constitution and that are authorized by law to provide water, wastewater, stormwater, and other services (“Districts”), to allow development within the City’s corporate boundaries and extraterritorial jurisdiction that is generally consistent with the City’s Comprehensive Plan.”
- » Zoning Map Amendments – The process by which the official zoning map is revised with the end goal of changing the uses permitted on a property within the city limits. The zoning designation of a property also determines the manner in which a property may develop with certain dimension standards, building design requirements, or landscaping standards. A Planned Unit Development (PUD) is a special zoning district in which developers may propose alternative standards for permitted uses and design unique to their specific project.



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

- » At the time of writing this Plan the residential development within the community is largely single family detached (4 to 6 units per acre) or garden style multi-family development (14-18 units per acre). Compact development ranges in density but is generally supportive of a minimum of six units per acre and is representative of more than one housing type. The intent of this policy is to encourage the community’s vision for housing diversity as described in the Housing Element. This policy compliments LU.2 as it is specifically focused on encouraging compact, pedestrian-oriented development. Characteristics of compact development envisioned as part of this policy include:
 - » Building Form: A range of building types with small to medium sized footprints with a general width, depth and height no larger than a detached single-family home.
 - » Walkability & Pedestrian Infrastructure: within walking distance ($\frac{1}{4}$ to $\frac{1}{2}$ mile) to non-residential uses. Access to quality, safe pedestrian facilities.
 - » Subdivision: Connectivity is prioritized within a subdivision and to surrounding properties with smaller blocks through an interconnected street network.
 - » Open Space: Active open space is prioritized, pedestrian amenities (lighting and landscaping) are incorporated into sidewalk design.



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

- » Community safety and a quality of life for residents, visitors, and business owners contribute to the distinct community identity of Georgetown. Maintaining safety while responding to population growth is a community priority. This policy prioritizes the evaluation of public safety services and infrastructure levels when considering requests for growth and density. public safety services include:
 - » Traditional Public Safety Personnel and Facilities – Police, Fire, EMS
 - » Community Enhancement – Code Compliance
 - » Community Engagement – Encourage neighborhood participation to ensure that Georgetown continues to be a safe and welcoming community.



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

- » Through collaboration, this policy seeks to coordinate long range planning efforts with the City’s interlocal government and institutional partners to identify opportunities to leverage resources and make decisions that promote quality opportunities to live, work, learn and play. Interlocal government partners include:
 - » Georgetown Independent School District (GISD)
 - » Williamson County
 - » Southwestern University
 - » Texas Department of Transportation (TxDOT)
 - » Adjacent cities
- » Opportunities for collaboration include:
 - » Discussion of changes to the future land use plan should be prioritized with GISD and Williamson County to ensure proper school planning and coordination with the Overall Transportation Plan and Parks, Recreation and Open Space Master Plan.
 - » Prioritized coordination with adjacent jurisdictions on land use planning for areas abutting Georgetown should be prioritized.
 - » Opportunities for future development on the undeveloped portions of the Southwestern University campus.
 - » Coordination with TxDOT to enhance and prioritize key gateways in the community.

LAND USE



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

- » In citizen surveys, parks and open spaces consistently rank among the top amenities in Georgetown. As Georgetown has grown in population and in land area, the importance of maintaining and promoting a high quality of life through a growing parks system has been consistent. The purpose of this policy is to be intentional in the community's investment in park infrastructure, build on community conversations in which parks are prioritized as a key component of a complete neighborhood, and maximize opportunities in the development process to design neighborhoods with accessible and safe parks and open spaces. As new developments are planned, the following are key opportunities that shall be considered:
 - » Prioritize the goals and polices of the Georgetown Parks, Recreation and Trails Master Plan.
 - » Coordination of active and passive open space in neighborhood design.
 - » Prioritize the incorporation of active open space and street connectivity when density is being increased in an area.



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.

- » Traffic and growth-related pressures are consistently identified as top community concerns expressed both in city outreach efforts related to this Update, as well as annual community surveys. The intention of this policy is twofold:
 - » Active management and planning of City infrastructure to support a high level of service as the City grows.
 - » Continue the work the City is pursuing in directing significant resources to transportation efforts through our work with Williamson County and state and federal transportation agencies.

Future Land Use

Future Land Use Distribution

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

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

A corridor is an area of land, typically occurring along a major transportation route, which connects two or more geographic areas of the community (e.g., two districts).

Corridors may be thought of as elongated nodes of development, with similar sizing and location criteria. They tend to satisfy market needs of auto-oriented uses with frontage along major roadways. Coupled with higher development standards for siting, landscaping, access, design, minimum property size, etc., these corridors encourage greater development quality.

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

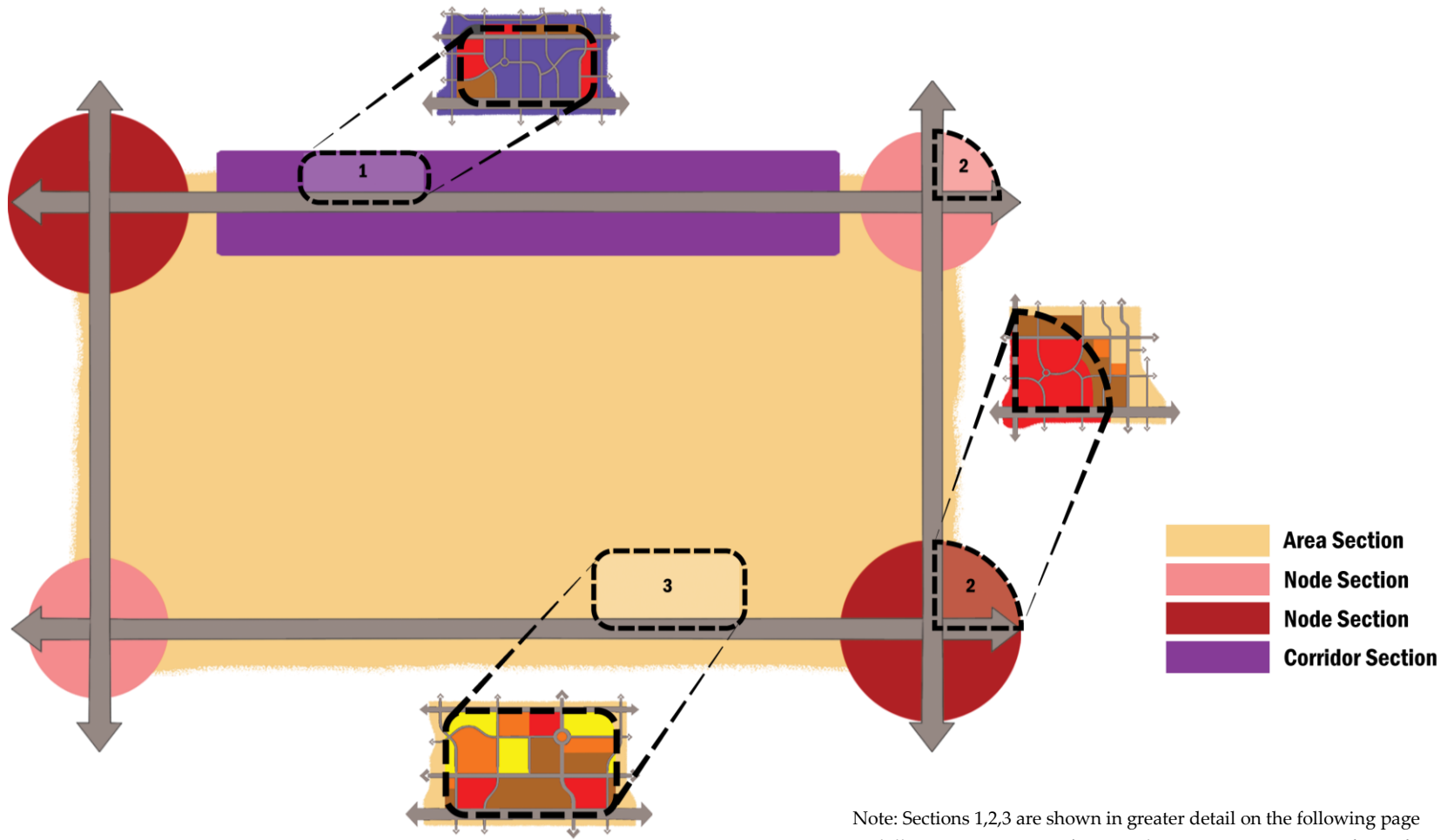


Community Conversations

LAND USE

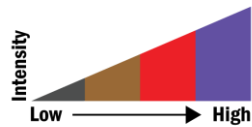
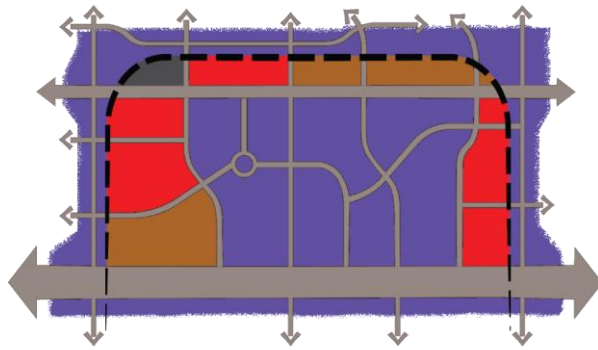
A range of individual land use types are appropriate within each Future Land Use category. Arrangements are well integrated and have intentional transitions of density and intensity between uses to promote compatible development. **Figure 27** illustrates an arrangement of uses within area, corridor,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

Figure 27. General Arrangement of Land Use Patterns



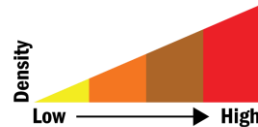
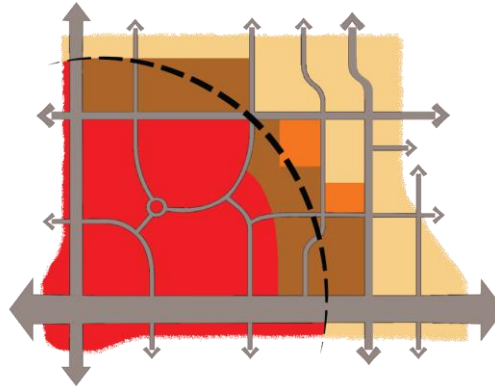
Note: Sections 1,2,3 are shown in greater detail on the following page and illustrate transitions of uses and are not representative of specific land use categories.

Figure 28. Corridor (Section 1)



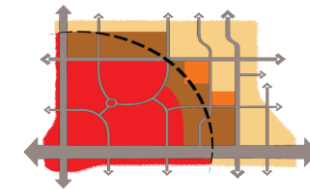
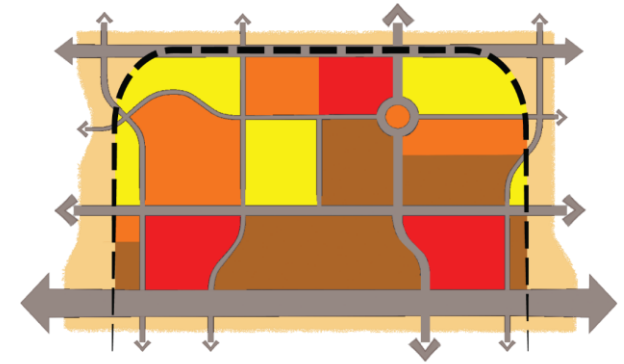
The corridor development pattern serves as a transition between commercial and less dense residential development along a major roadway. A corridor development pattern utilizes a network of internal local streets to provide access between the commercial uses and supporting moderate to high density residential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

Figure 29. Node (Section 2)



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

Figure 30. Area (Section 3)



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

LAND USE

Future Land Use Map

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety, and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Future Land Use Map (FLUM), shown in **Figure 44**. The FLUM serves as the City’s long-range roadmap to establish an overall framework for the preferred ultimate development pattern of the City based principally on balanced, compatible, and diversified land uses. The FLUM ultimately reflects the City’s long-range statement of public policy and should be used as a basis for future development decisions. Specifically, the plan designates various areas within the City for land uses, based principally on the land use strategies outlined herein.

Rural Residential (RR)

These large lot, low-density areas preserve the rural atmosphere of Georgetown. Homes are traditional single-family residences with large front yard setbacks from roadways and large side yard setbacks separating homes to reinforce the rural openness. These homes may include accessory dwelling units. Non-residential uses are recommended along major thoroughfares with large setbacks and natural buffers from neighboring residential properties to preserve a rural feel to these areas. These secondary uses will primarily serve the neighborhood. Rural Residential areas are characterized by very large lots, abundant open space, pastoral views, and vast separation between buildings. Lots are typically 2 acres or larger in size, and residential home sites are located randomly throughout the undeveloped and surrounding area. Supporting nonresidential uses are similar in scale to the residential properties, including appropriate landscaping and buffering standards.



DUA: Less than 2

Target Ratio: 70% large residential lots (2 acres or more), 25% detached residential (5 units or less per acre), 5% nonresidential

Primary Use: Single-family detached residential

Secondary Use: Limited retail and service uses, agriculture, civic, institutional, parks, and open space

Neighborhoods (NH)

Neighborhood character maintains a suburban atmosphere. Conservation subdivisions (also referred to as “clustering”) are encouraged. Development standards should ensure adequate open space and efficient roadway and pedestrian connectivity to schools, neighborhood amenities, and parks (see Objective 2.3 of the Parks and Recreation Master Plan). When the overall density of a master planned neighborhood is less than 5 units per acre, a variety of lot sizes should be supported. Supporting nonresidential uses are similar in scale to the residential properties, including appropriate landscaping and buffering standards. Nonresidential uses are located along major thoroughfares bordering neighborhoods or on collector roads leading into neighborhoods.



DUA: Less than 5

Target Ratio: 90% residential, 10% nonresidential

Primary Use: Single-family detached residential

Secondary Use: Limited retail and service uses, civic, institutional, parks, and open space

Mixed-Density Neighborhood (MDN)

This category includes a range of single-family and medium-density housing types. Medium-density housing options are consistent with and complementary to the traditional single-family neighborhood with an emphasis on connectivity. This future land use area supports a variety of different housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike or on foot with access to neighborhood amenities including schools and parks (see Objective 2.3 of the Parks and Recreation Master Plan). Development standards for medium-density housing and any nonresidential uses are in place to ensure compatibility through increased setbacks for taller buildings, architectural designs that are consistent with the neighborhood, location of more intense uses and development nearer to the edge of developments, and enhanced landscaping. Additionally, any nonresidential uses are located primarily at arterials and other major roadway intersections and include appropriate buffering and pedestrian elements to support the surrounding residents.



DUA: 5.0 Minimum

Target Ratio: 70% large residential lots (2 acres or more), 45% moderate density residential (townhomes, duplexes, cottage court), 30% nonresidential

Primary Use: Variety of single-family home types (detached, duplex, townhome), small lot, single-family detached homes, townhomes, and duplexes

Secondary Use: Limited neighborhood-serving retail and service uses, office, civic, institutional, parks, and open space

Community Centers (CC)

These areas are typically configured as “nodes” or “corridors” of smaller scale at the intersection of arterial roads and other major thoroughfares. Community Centers are often located near single-family detached residential areas. Unlike larger shopping centers that may attract regional customers, Community Center developments primarily provide services for residents of surrounding neighborhoods. These developments provide local retail, professional office, and service-oriented businesses that serve the residents of Georgetown in one area. These centers should provide a vertical mixed-use environment, blending multiple uses into one building or space that are functionally integrated, rather than a mix of standalone uses. Any rezoning requests should be reviewed for compatibility of uses and built form; where uses differ, a careful transition between uses should be provided. Residential uses in these areas should be provided at a minimum density of 14 units per acre and should be integrated as part of a vertical mixed-use design. Standalone multifamily residential is generally not a supported use in this land use district. Development should be oriented to include common spaces and outdoor amenities such as promenades, outdoor seating, and playscapes. Driveways, drive aisles, and parking facilities are provided to accommodate vehicular travel, however, Community Centers should provide prominent pedestrian connections and pathways that encourage the interaction of residents and businesses. To further promote the interaction of integrated and adjacent residential development, these areas should emphasize quality building and site design such as architectural features and landscaping.



DUA: 14 or more

Target Ratio: 80% nonresidential, 20% vertical mixed-use multifamily

Primary Use: Small to mid-size retailers, restaurants, hair and nail salons, barber shops, pharmacies, and recreation and fitness businesses (Privately run gyms, arcades, pilates, children's indoor play areas)

Secondary Use: Medium and high density residential, small scale live entertainment in shared green space, specialty retailers, professional office, civic uses, and parks and open space

LAND USE

Regional Centers (RC)

Developments may be configured as major shopping centers, standalone big-box retailers, or large-scale mixed-use developments, as well as supporting flex office space and office/warehouse development. They are typically located at high volume intersections and sometimes along both sides of a highway or arterial. These developments are typically automobile-oriented with convenient access from major transportation routes and highway interchanges; however, internal pedestrian connectivity is maximized and includes opportunities for pedestrian activity. Well-integrated residential developments, which encourage the interaction of residents and businesses, are appropriate, and vertical mixed-use is encouraged. Residential uses in these areas should be provided at a minimum density of 18 units per acre and should be integrated as part of a vertical mixed-use design. Standalone multifamily residential is generally not a supported use in this land use district.



DUA: 18 or more

Target Ratio: 75% nonresidential, 25% vertical mixed-use multifamily

Primary Use: Large retailers, urban residential, hotels, corporate office, restaurants, multi-tenant commercial, big box commercial, live/work/shop units

Secondary Use: mixed-use high-density residential, specialty retailers, professional office, civic & institutional uses

Employment Center (EC)

Centers with employment-generating uses support heightened economic activity through quality architectural design and well-integrated supporting uses such as retail and restaurants. Employment Centers are typically located near transportation corridors and logistic hubs. Employment Centers are encouraged to both support the primary and secondary uses, while retaining flexibility in building design and land planning to accommodate a change in use over time and for future employment uses. The inclusion of moderate to high-density residential is appropriate as a supporting use to these areas of commerce and employment. When incorporating residential uses, a minimum density of 14 units or more is encouraged. Transitions between uses should be carefully planned so that residential uses are not located near incompatible uses such as manufacturing, warehouses, or uses that handle and/or dispose of a range of toxins. Office space, landscaping, buffers, and increased setbacks should be utilized when planning for effective transitions in land use. Where higher intensity manufacturing or employment uses generating loud noise, smell, or activity levels, these uses should be located away from residential areas and environmentally sensitive areas.

Primary uses within Employment Centers require access to major thoroughfares. In circumstances where they are located in key community gateways, building heights, setbacks, widths, and architectural design should fit the intended character of the gateways, and site design should incorporate the necessary landscaping and pedestrian infrastructure. Uses that require outdoor storage should be avoided.



DUA: 14 or more

Target Ratio: 100% nonresidential (a minimum residential % is not required in Employment Center. Should residential uses be incorporated, location and density requirements of Employment Center should be followed.

Primary Use: Manufacturing, life sciences, professional services, office, retail, technology / data centers, flex office, warehouses, business parks

Secondary Use: Commercial, high-density residential, restaurants, hospitals, training and logistics facilities, and civic & institutional uses

Special Area (SA)

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

Figure 37. Downtown Georgetown



DUA: 14 or more

Target Ratio: Development specific

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

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

Institutional (I)

The institutional category refers to individual or concentrations of government operations and uses, including government administrative offices, libraries, police, fire and EMS services, airports, correctional facilities, and infrastructure. Schools, university and college campuses, and similar educational uses and centers are also a part of this designation, as are community institutions that are privately or semi-privately owned, such as churches and major medical and health care facilities. These facilities project a positive image of the community and are located to provide ample public access.

Figure 38. Georgetown Public Library



Target Ratio: 100% nonresidential

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

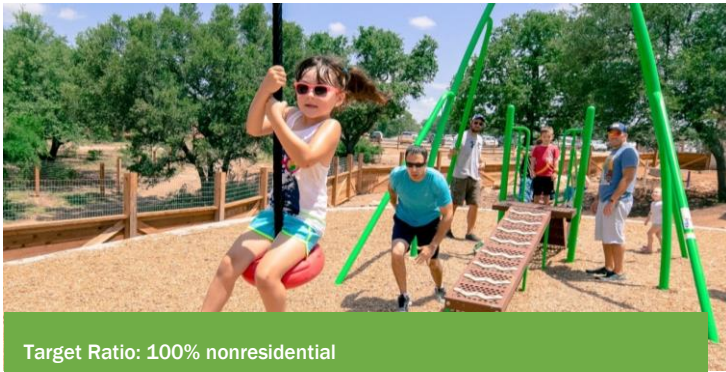
Secondary Uses: N/A

LAND USE

Parks and Recreation (PR)

Public parks and recreational areas are integrated into and easily accessible from residential neighborhoods and developments. Regional parks are accessible from major thoroughfares and can provide a variety of recreational opportunities.

Figure 39. Garey Park



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

Open Space (OS)

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

Figure 40. Fishing Area



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

Mining (M)

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

Figure 41. Quarry Operation



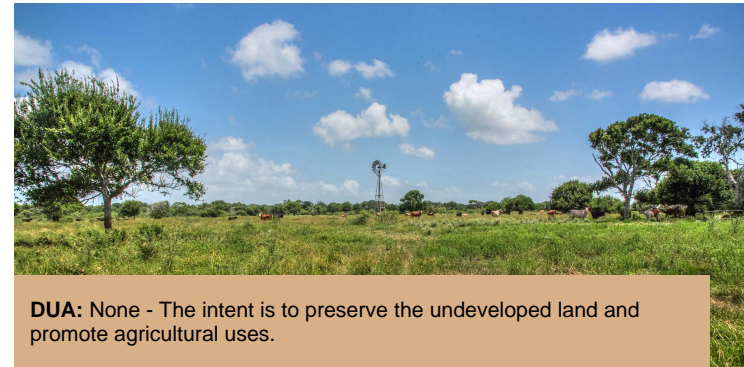
Target Ratio: 100% nonresidential

Primary Use: Mining

Secondary Uses: N/A

Agriculture/Ranching (AR)

Agricultural areas are characterized by very large tracts of undeveloped land utilized for agricultural production, wildlife management, or ranching, including livestock raising. There are opportunities for additional uses that support agriculture's character and economic viability.



DUA: None - The intent is to preserve the undeveloped land and promote agricultural uses.

Target Ratio: 85% agriculture, 15% large lot residential (2 acres or more)

Primary Use: Farming, ranching, wildlife management, and tourism related agricultural uses

Secondary Use: single-family detached homes, supporting structures, local food production.

LAND USE

Figure 43. Future Land Use Acreage

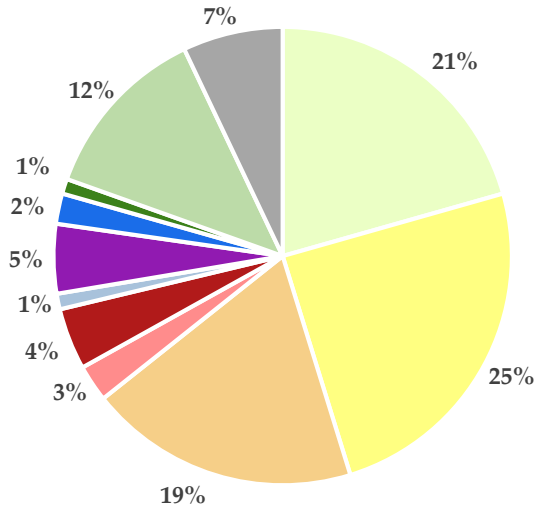
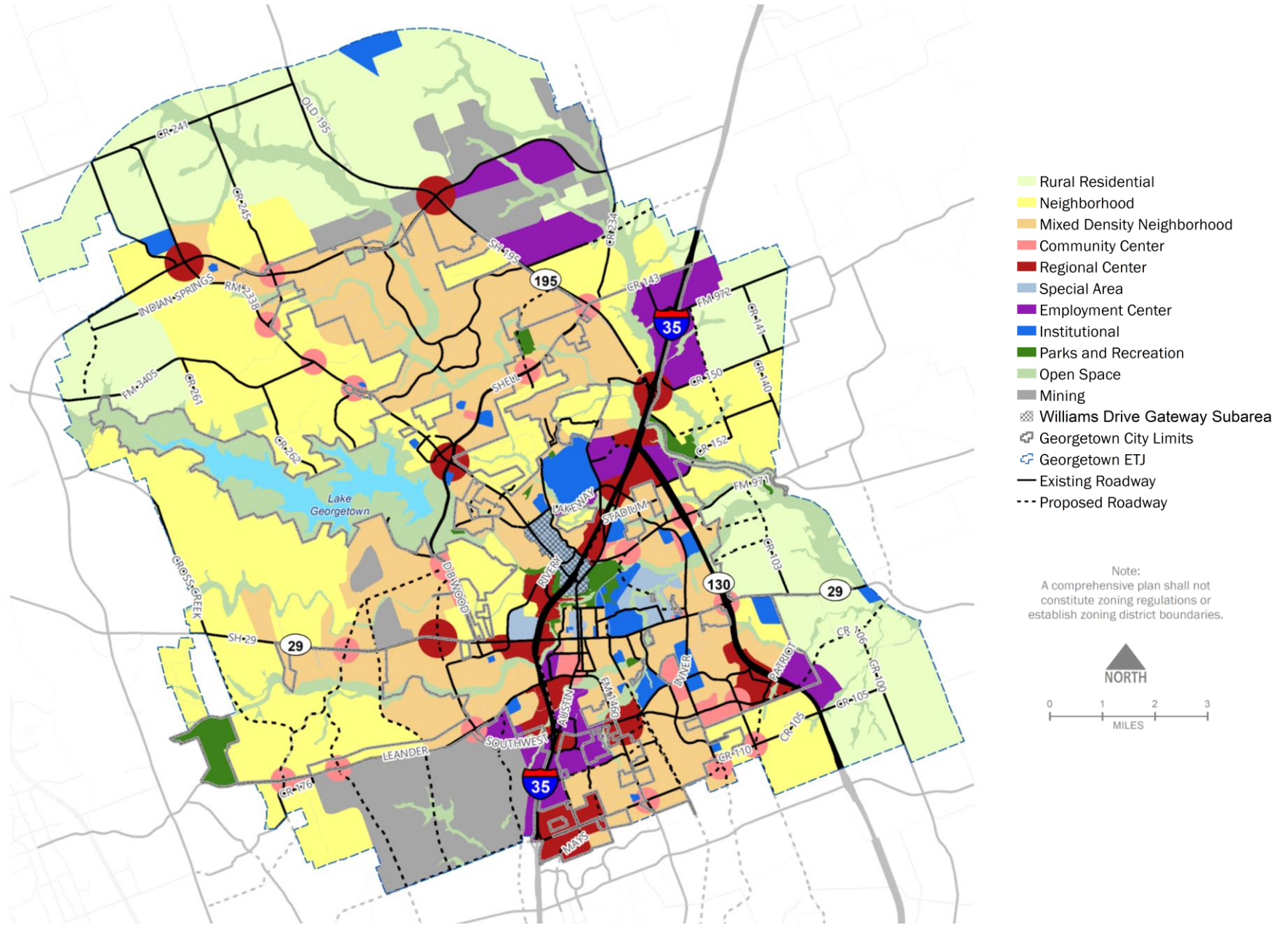


Figure 42. Future Land Use Acreage

Future Land Use Category	City		ETJ		Planning Area	
	Acres	%	Acres	%	Acres	%
Rural Residential	83	0.2%	23,853	31%	23,936	21%
Neighborhood	2,692	7%	25,915	33%	28,607	25%
Mixed Density Neighborhood	15,554	41%	6,853	9%	22,407	19%
Community Center	1,522	4%	1,500	2%	3,022	3%
Regional Center	3,749	10%	1,075	1%	4,824	4%
Special Area	1,273	3%	6	0.01%	1,279	1%
Employment Center	2,255	6%	3,434	4%	5,689	5%
Institutional	1,956	5%	532	1%	2,488	2%
Parks and Recreation	933	2%	292	0%	1,225	1%
Open Space	7,992	21%	6,507	8%	14,499	12%
Mining	40	0.1%	8,166	10%	8,206	7%
TOTAL	38,048	100%	78,133	100%	116,181	100%

Figure 44. Future Land Use Map



LAND USE

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WILLIAMS DRIVE GATEWAY PLAN

WILLIAMS DRIVE GATEWAY PLAN

Introduction

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

Figure 45. Williams Drive Gateway Subarea

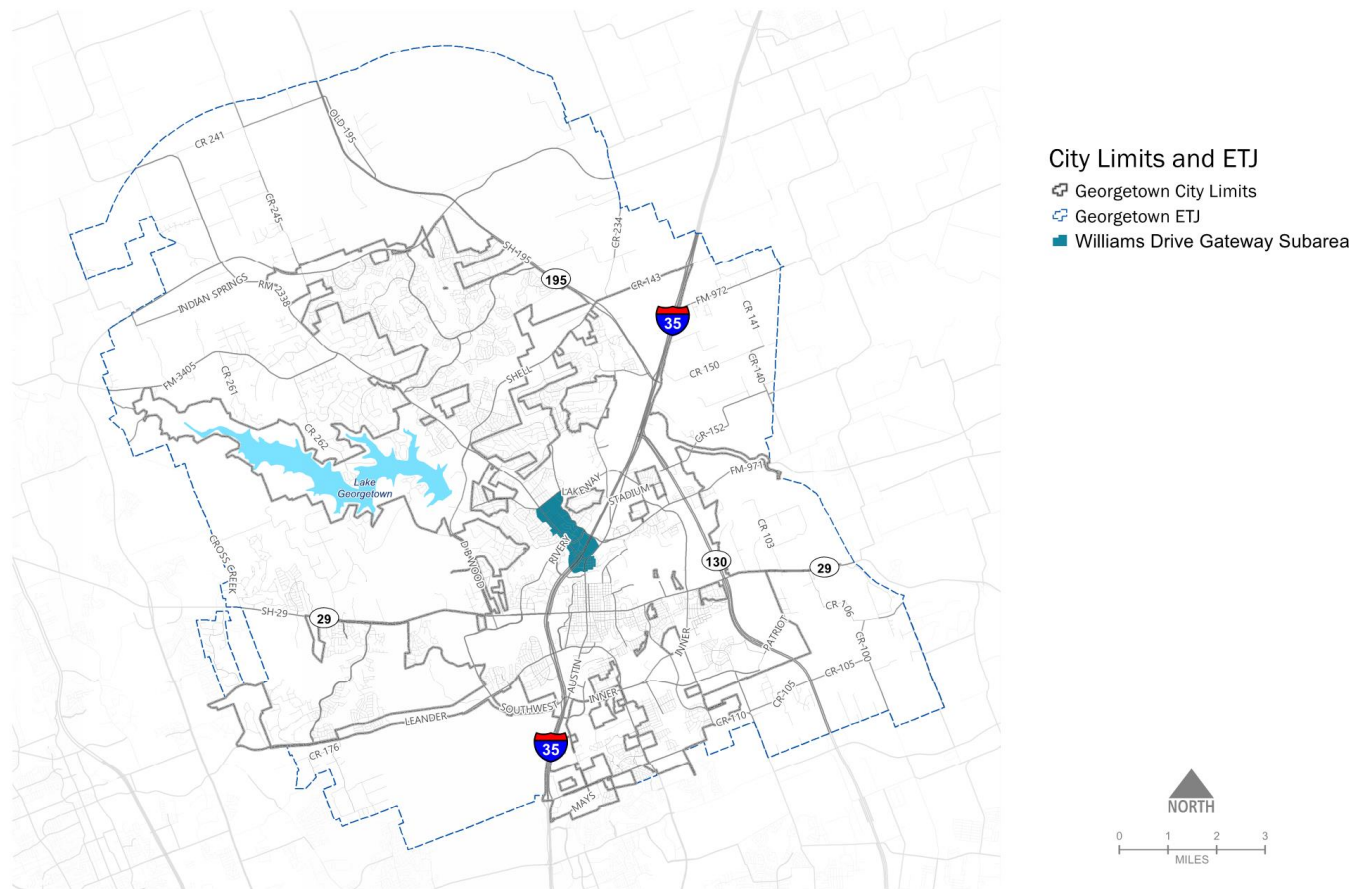
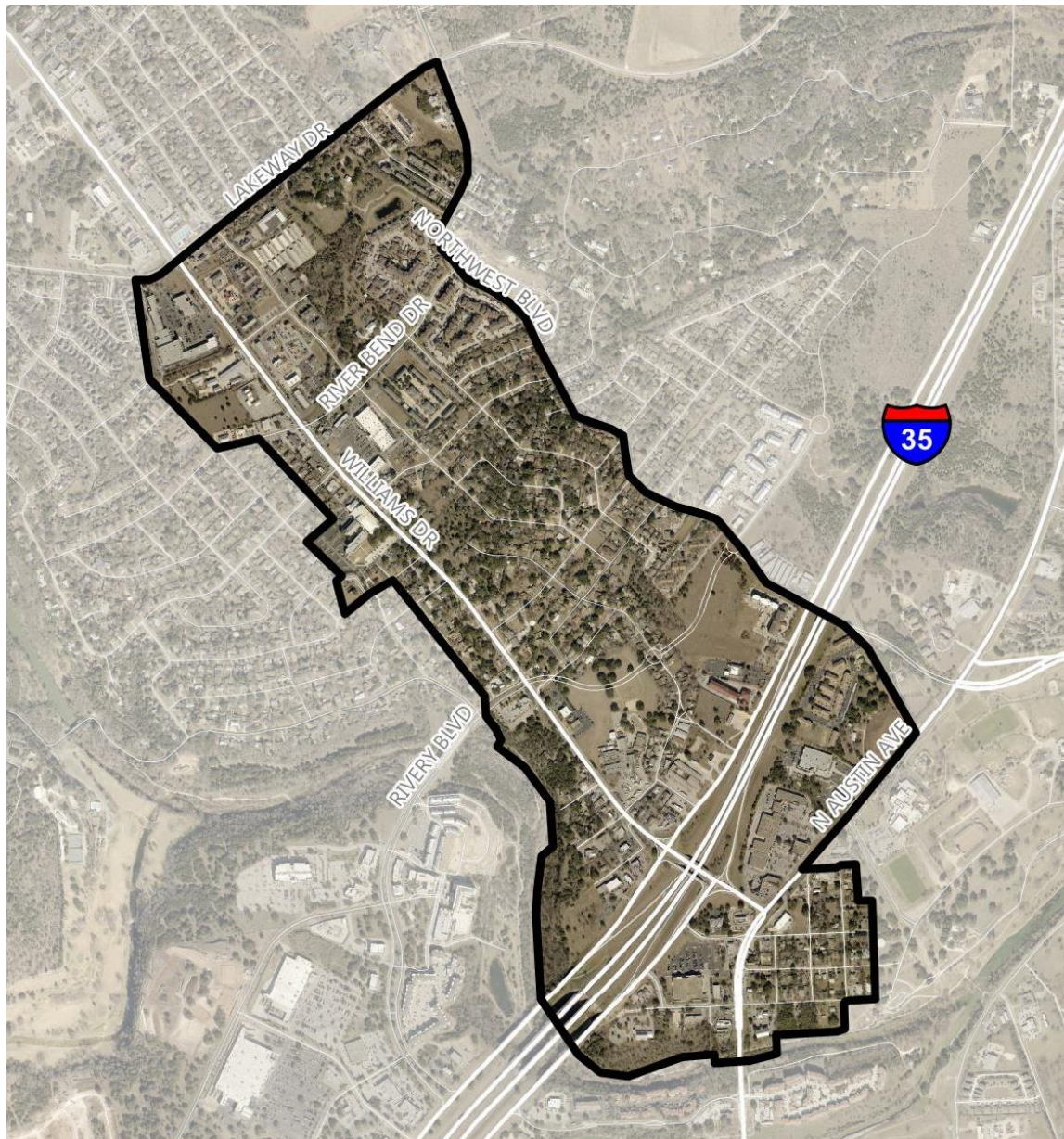


Figure 46. Subarea Aerial Imagery



Existing Conditions

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

 Subarea Boundary


NORTH

0 600 1,200 1,800
FEET

WILLIAMS DRIVE GATEWAY PLAN

Land Use

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

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

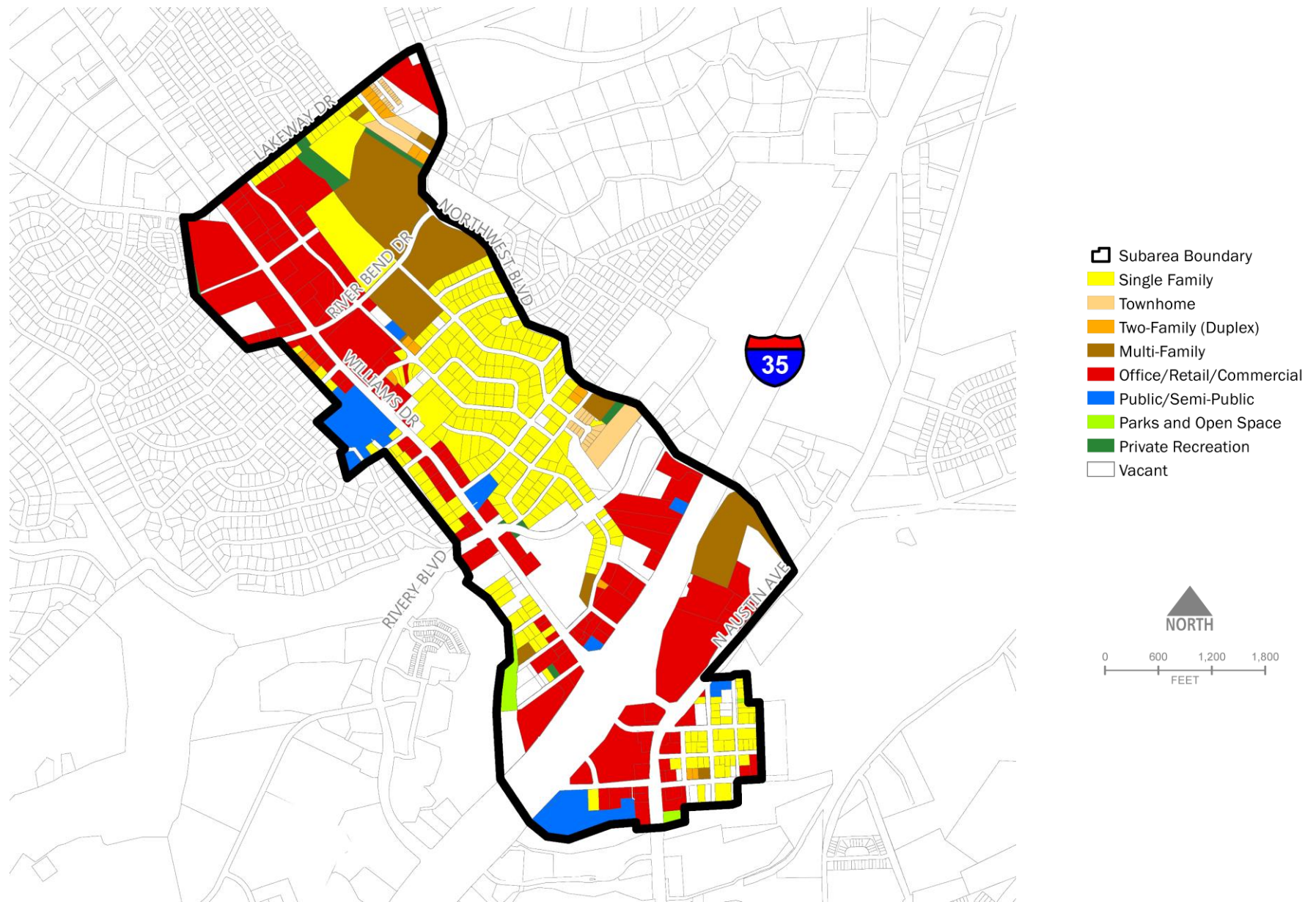
Figure 48. Public Use on Williams Drive



Figure 47. Existing Land Use Acreage

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

Figure 49. Subarea Existing Land Use



WILLIAMS DRIVE GATEWAY PLAN

Zoning

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

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

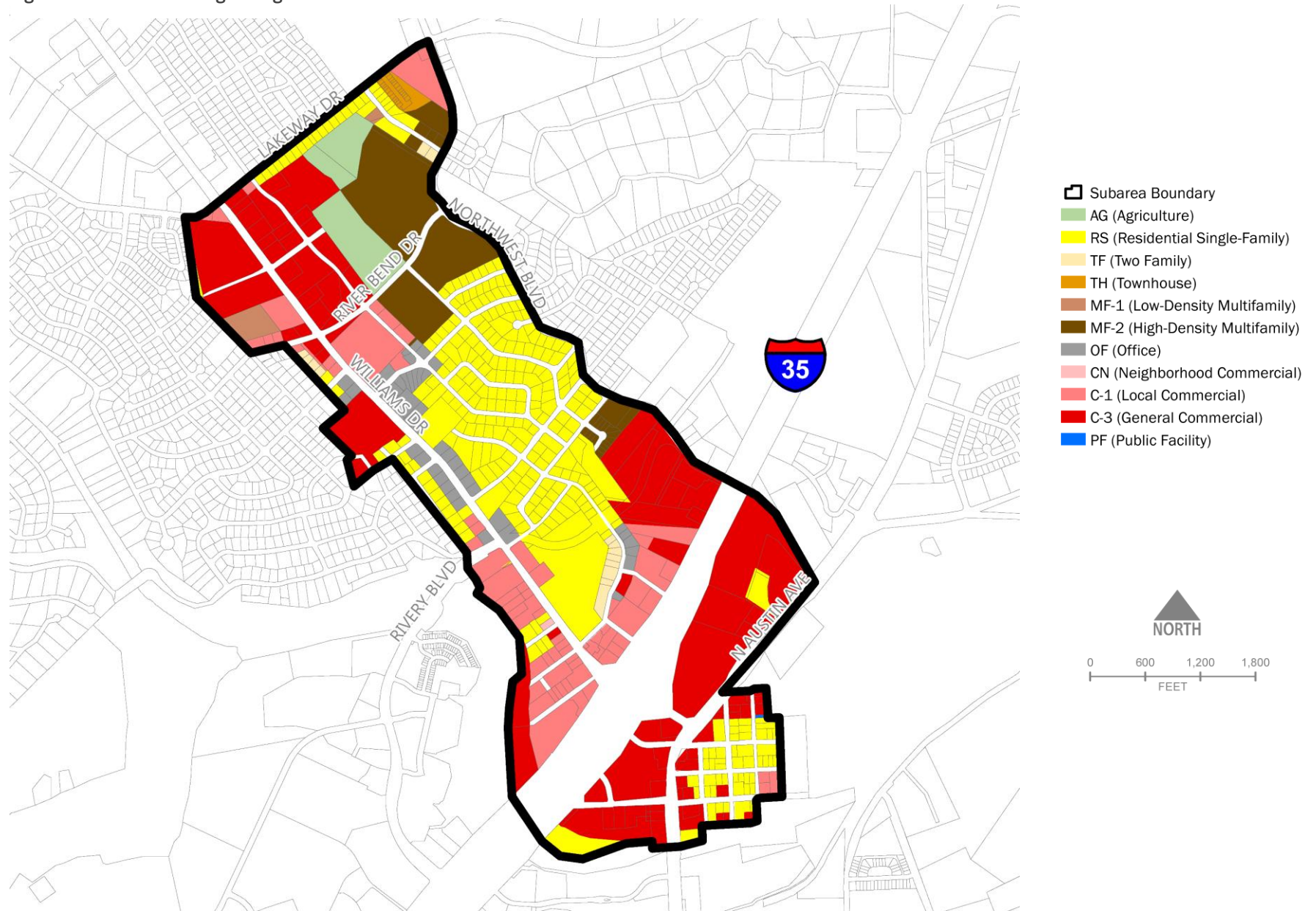
Figure 51. Shopping Center on Williams Drive



Figure 50. Existing Zoning Acreage

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

Figure 52. Subarea Existing Zoning



WILLIAMS DRIVE GATEWAY PLAN

Aesthetic Features

Georgetown's look and feel are important to residents, business owners, and visitors alike. The following section outlines the existing features that contribute to the appearance of the corridor.

Signage

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



Branding

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



Sidewalks

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



Landscaping

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



Lighting

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



WILLIAMS DRIVE GATEWAY PLAN

Williams Drive Study

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

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

Key Features of the Center Area:

Make Connections Through and Within the Center Area

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

Use Catalytic Sites to Promote a New Form of Development

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

Enhance the Urban Form and Character of the Area

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

Williams Drive Gateway Plan Policies



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

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



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

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



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

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

WILLIAMS DRIVE GATEWAY PLAN

Connectivity

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

Improve Connections Between Parcels

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

Figure 53. Proposed Roadway Connections

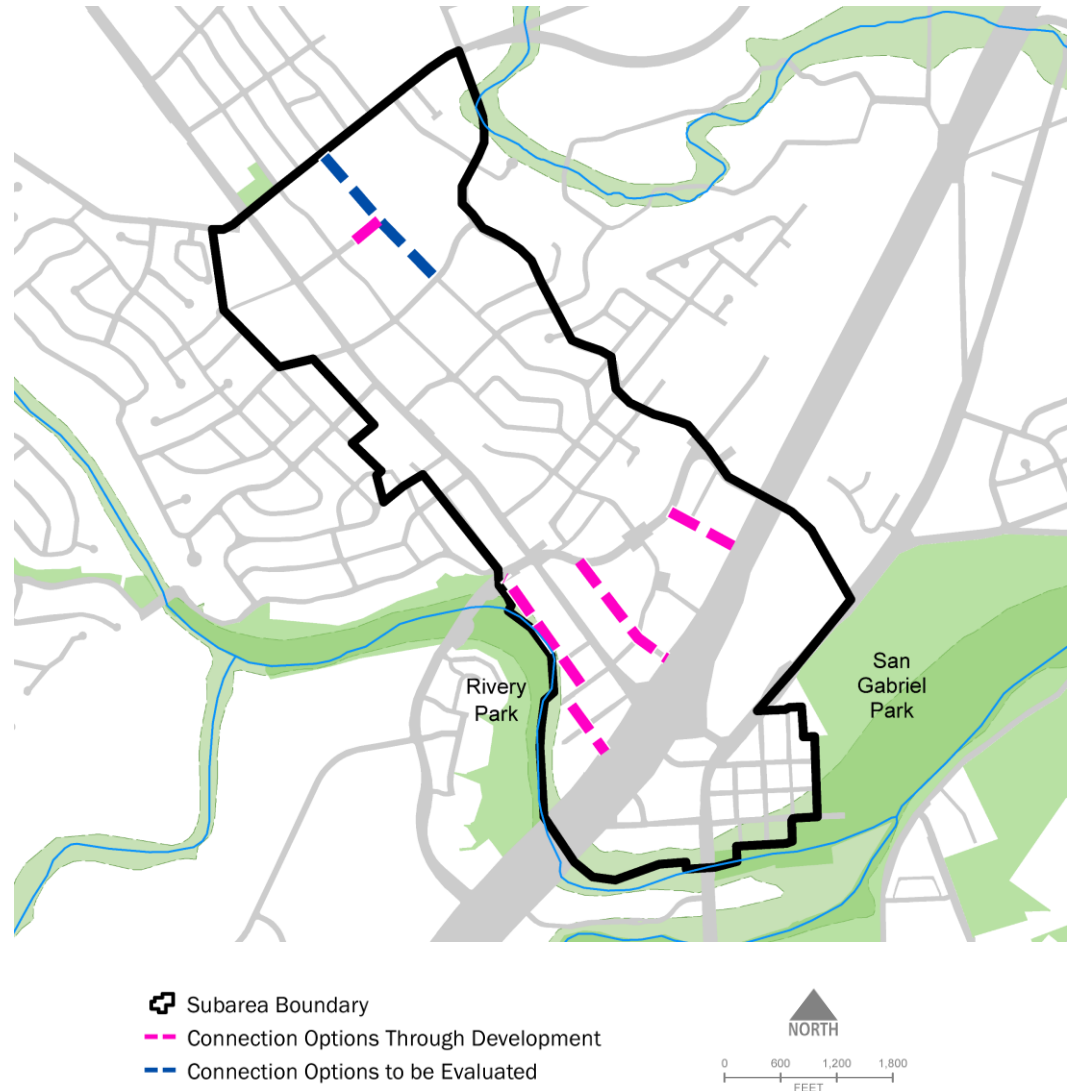
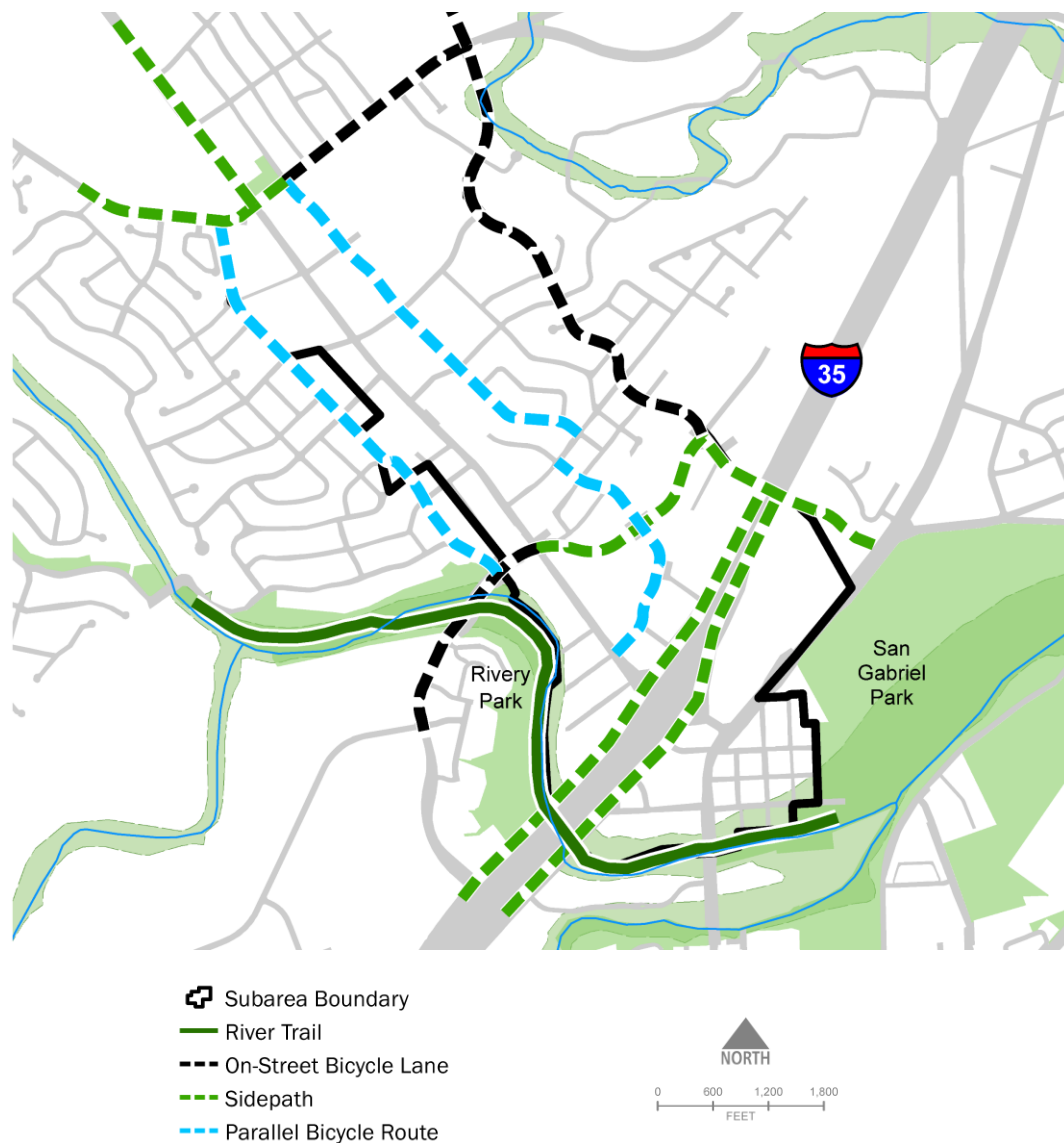


Figure 54. Proposed Bike and Pedestrian Connections



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

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

Create a Safe Bicycle Route

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

Fill in the Sidewalk Gaps

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

WILLIAMS DRIVE GATEWAY PLAN

Close Redundant Curb Cuts

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

Create Transit Stops

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

Ensure Traffic Calming for Parallel Connections

Georgetown's bridge I-35 at Northwest Boulevard will serve as a reliever facility during construction of the new diverging diamond intersection and bridge at Williams Drive. When the amount of traffic on Northwest Boulevard spikes during the construction period, it will be especially important for the City to have traffic calming options installed along that route well in advance.

Widen Sidewalks, Add Street Trees and Lights

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

Slow Down the Traffic on Williams Drive

There are a variety of speed management techniques possible within the Subarea. These techniques are primarily focused on changing the perception of the corridor by narrowing the lane width, adding a center median with turn pockets (in place of the current continuous turn lane), and street trees adjacent to the roadway. All of the elements, when combined, will help slow traffic to the posted speed limit and substantially improve pedestrian and bicycle safety throughout the Subarea.

Land Use

Plan for Future Land Uses

Figure 55 provides a detailed depiction of the planned future land uses within the Williams Drive Subarea. A key objective of this map is to be more efficient with the distribution of nonresidential uses by allowing for flexible mixed-use areas, focusing density in the most appropriate areas, and allowing for greater infill of residential uses.

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

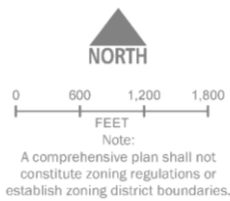
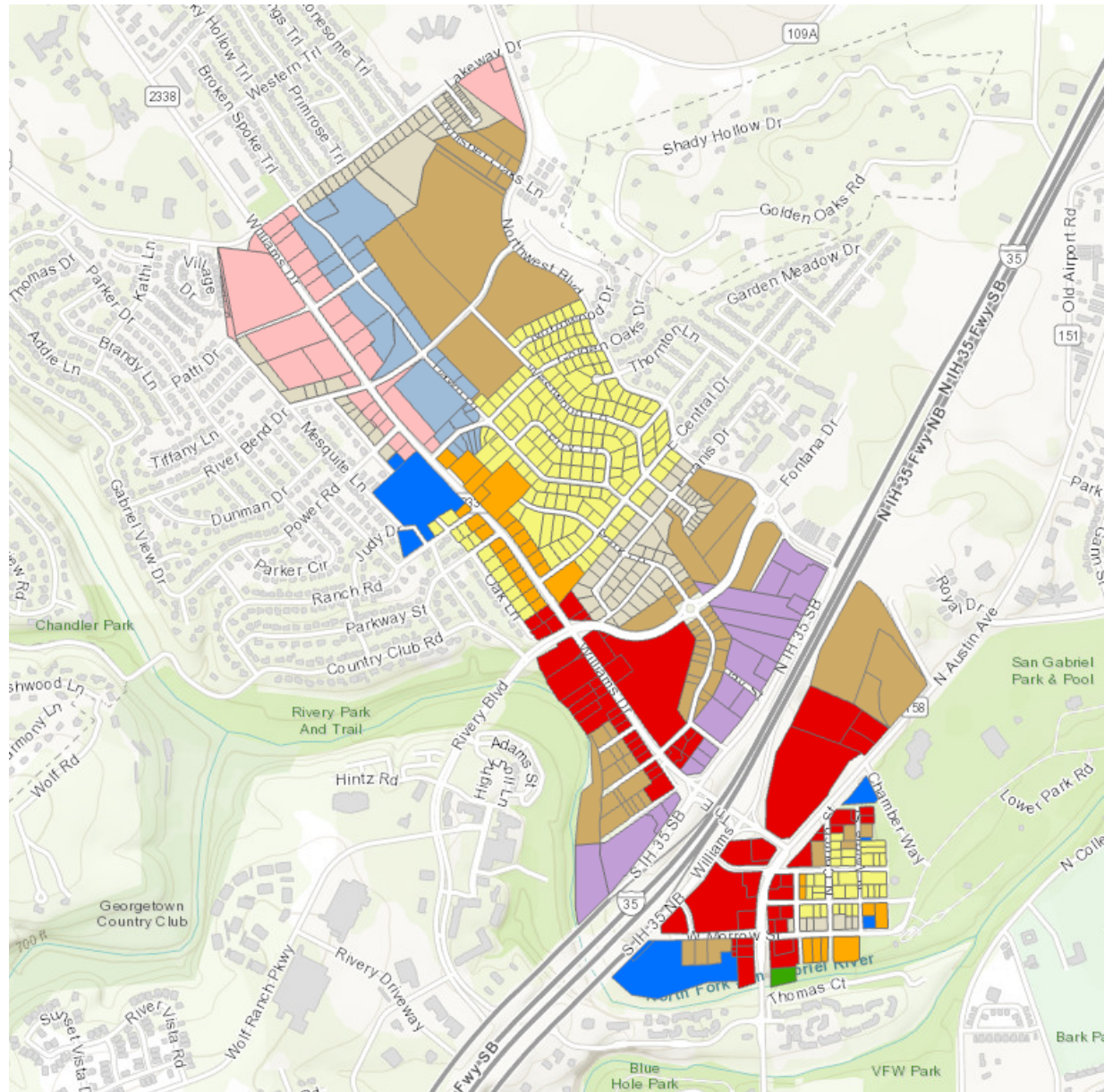


Figure 55. Williams Drive Subarea Future Land Use



WILLIAMS DRIVE GATEWAY PLAN

Urban Mixed Use

The Urban Mixed Use designation provides a dense, pedestrian-friendly urban environment that supports a mixture of residential and nonresidential uses. The designation provides for no less than 18 dwelling units per acre. Acceptable uses include townhomes, apartments, assisted living facilities, lodging, offices, medical offices, retail, and restaurants.



DUA: 18 or more

Target Ratio: 50% nonresidential, 50% residential

Primary Use: High density residential

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

Suburban Mixed Use

The Suburban Mixed Use encourages higher density housing and retail which acts as a buffer for single-family uses. The designation provides for no more than 18 dwelling units per acre. Acceptable uses include townhomes, apartments, assisted living facilities, lodging, offices, medical offices, retail, and restaurants.



DUA: Up to 18

Target Ratio: 60% residential, 40% nonresidential

Primary Use: Medium density residential

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

Office/High Density Housing

The Office/High Density Housing facilitates a pedestrian-friendly live/work environment, allowing for a mixture of high-density residential uses and office space. The designation provides for no more than 18 dwelling units per acre. Acceptable uses include townhomes, apartments, assisted living facilities, offices, and medical offices.



DUA: Up to 18

Target Ratio: 70% residential, 30% nonresidential

Primary Use: Medium density residential

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

Highway Commercial

The Highway Commercial designation provides for large-scale retail amenities while still encouraging neighborhood retail. Acceptable uses include big-box retail, lodging, offices, medical offices, retail, and restaurants.



Target Ratio: 100% nonresidential

Primary Use: Retail

Secondary Uses: Commercial, office, institutional, and civic uses

WILLIAMS DRIVE GATEWAY PLAN

Small Office/Medium Density Housing

The Small Office/Medium Density Housing designation is intended to provide a variety of medium-intensity residential housing in a walkable environment, while allowing for office space. The designation provides for no more than 12 dwelling units per acre. Acceptable uses include townhomes, multiplex units, offices, and medical offices.



DUA: Up to 12

Target Ratio: 70% residential, 30% nonresidential

Primary Use: Medium density residential

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

High Density Mixed Housing

The High Density Mixed Housing designation encourages a variety of higher-intensity residential housing in a walkable environment. The designation provides no fewer than 16 dwelling units per acre. Acceptable uses include townhomes, apartments, and assisted living facilities. Careful transitions between existing similar single-family residences and higher density residential uses are accommodated.



DUA: 16 or more

Target Ratio: 80% residential, 20% nonresidential

Primary Use: Medium density residential

Secondary Uses: High density residential, neighborhood-serving retail, office, institutional, and civic uses

Medium Density Mixed Housing

The Medium Density Mixed Housing designation encourages middle housing compatible with traditional single-family dwellings. The designation provides for no more than 8 dwelling units per acre. Acceptable uses include small-lot single-family units, duplexes, cottage courts, townhomes, and multiplex units.



DUA: Up to 8

Target Ratio: 90% residential, 10% nonresidential

Primary Use: Medium density residential

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

Single-Family

The Single-Family designation facilitates traditional suburban environment in which each residential structure is designed to be used as a single dwelling unit. The designation provides for no more than 4 dwelling units per acre. Acceptable uses include medium, single-family structures.



DUA: Up to 4

Target Ratio: 95% residential, 5% nonresidential

Primary Use:

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

WILLIAMS DRIVE GATEWAY PLAN

Civic

The Civic designation provides for large civic and institutional uses that serve the surrounding neighborhood and/or community. Acceptable uses include schools, places of worship, and city-owned facilities.



Target Ratio: 100% nonresidential

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

Secondary Uses: N/A

Park

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



Target Ratio: 100% nonresidential

Primary Use: Parkland, trails, and other recreational amenities

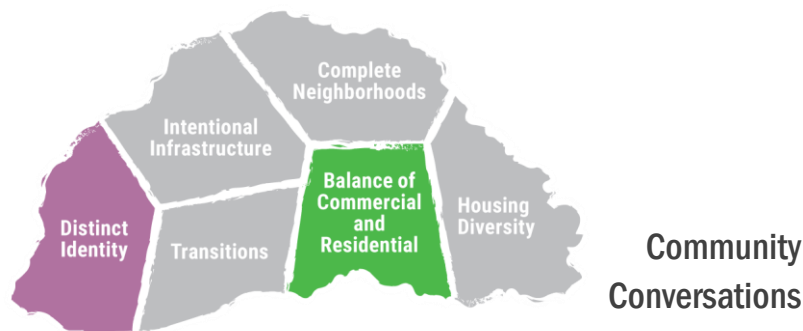
Secondary Uses: N/A

Encourage Mixed-Use Development

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

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

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



Promote Transit-Supportive Development Densities

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

Pull Buildings Up to the Street

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

Strengthen Subarea Identity

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

WILLIAMS DRIVE GATEWAY PLAN

Create New Open Spaces Within Large Development Sites

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

Use the Amenity of the River to Organize New Development

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

Develop Enhanced Standards for Landscaping and Signage

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

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

Williams Drive Corridor

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

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

See Gateways & Image Corridors Plan

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

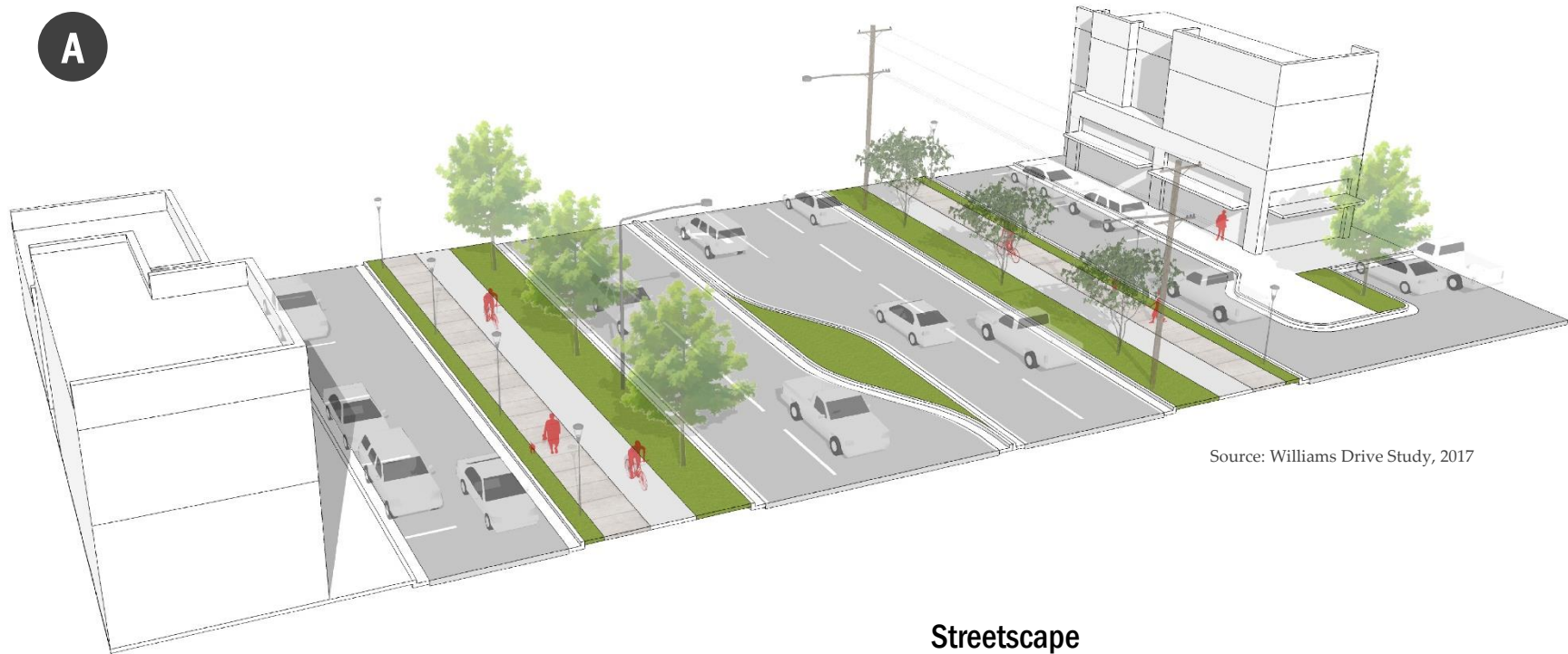
Figure 56. Williams Drive Corridor



WILLIAMS DRIVE GATEWAY PLAN

Figure 57. Austin Avenue from South Fork of San Gabriel River to Northwest Boulevard

A



Source: Williams Drive Study, 2017

Land Use and Building Design

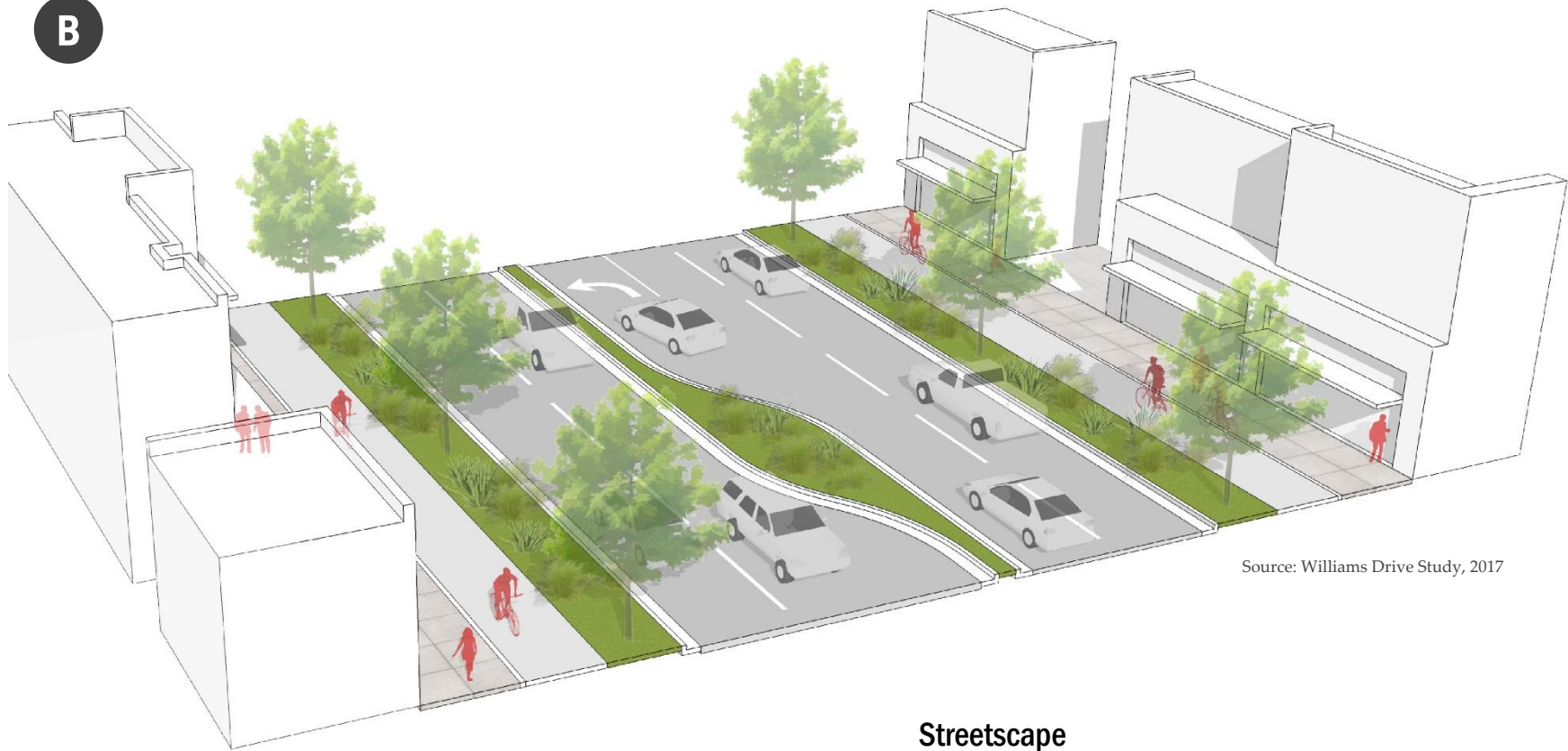
Buildings address sidewalk and access lane to create a more walkable setting
Moderate transparency and entrance spacing

Streetscape

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

Figure 58. Rivery to I-35

B



Source: Williams Drive Study, 2017

Land Use and Building Design

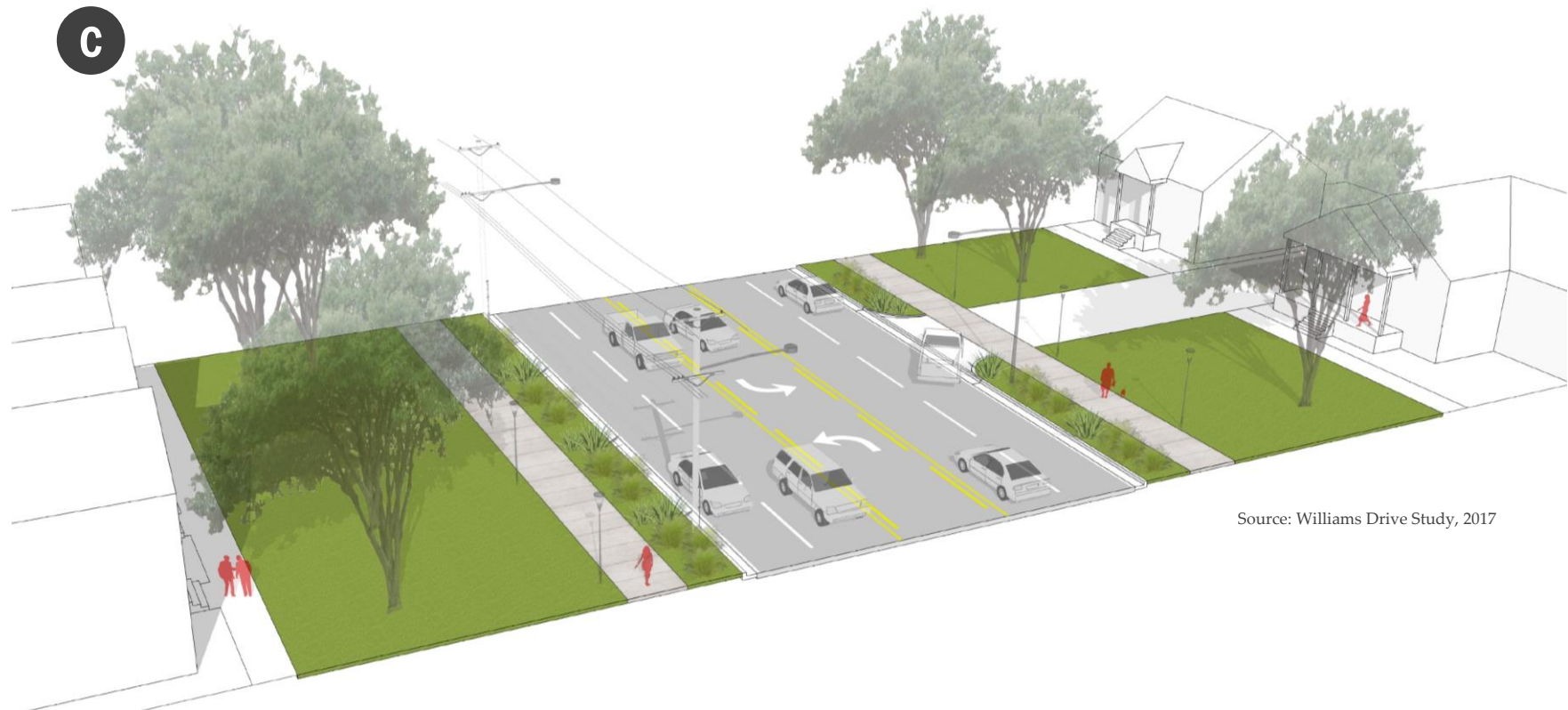
- Buildings pulled up to sidewalk
- Height transparency and entrance spacing

Streetscape

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

WILLIAMS DRIVE GATEWAY PLAN

Figure 59. Golden Oaks to Rivery



Source: Williams Drive Study, 2017

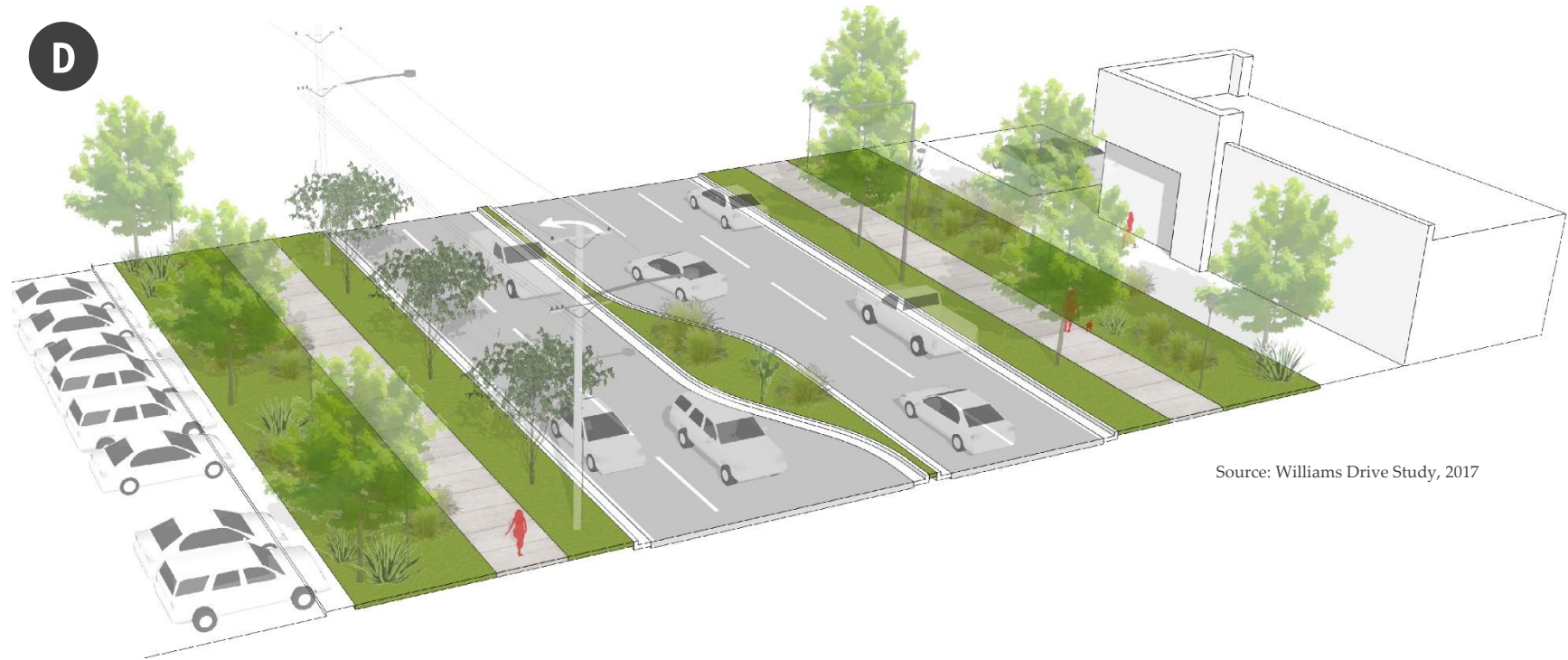
Land Use and Building Design

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

Streetscape

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

Figure 60. Lakeway to Golden Oaks



Source: Williams Drive Study, 2017

Land Use and Building Design

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

Moderate transparency and entrance spacing

Streetscape

Wide landscape buffer planted with formal vegetation

Curb cuts consolidated

Primary bike route off Williams Drive

Parkway between path and street planted with formal street tree planting

Planted medians for conveyance of stormwater

WILLIAMS DRIVE GATEWAY PLAN

Opportunities for Partnerships

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

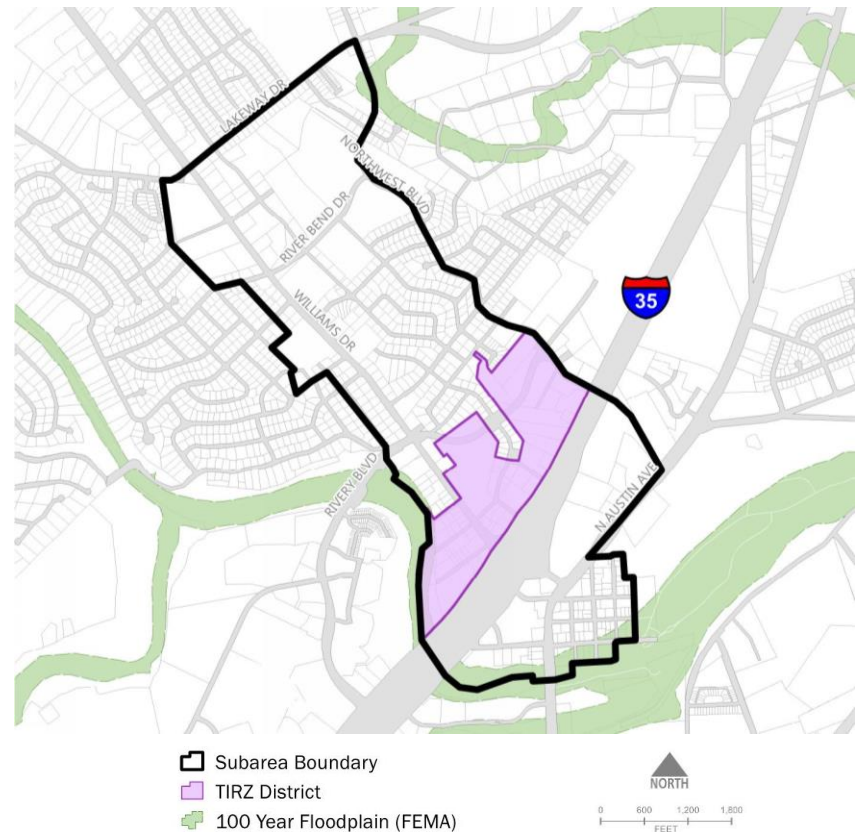
- Construct needed public infrastructure in areas with little development or lacking adequate development to attract businesses
- Encourage development, thereby increasing property values and long-term property tax collections
- Reduce the cost of private development by providing reimbursement for eligible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

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

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

The TIRZ remains active through December 31, 2031.

Figure 61. Williams Drive TIRZ Boundaries





GATEWAYS & IMAGE CORRIDORS

GATEWAYS & IMAGE CORRIDORS

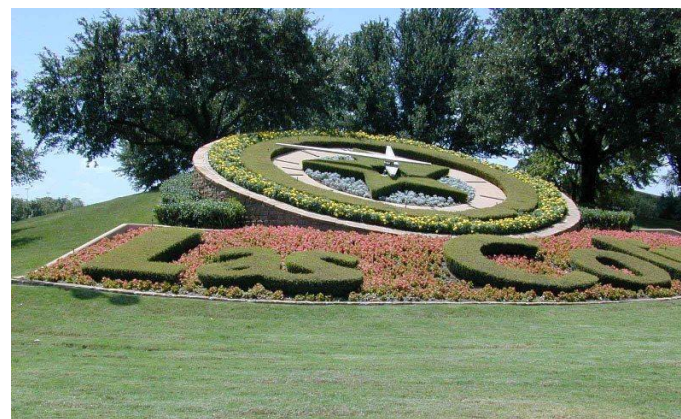
Introduction

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

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

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

Figure 62. Examples of Gateway Features



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

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

As an example of an image corridor, the top image of **Figure 63** depicts a corridor with moderate setbacks, a meandering walkway, landscaping, branded wayfinding signs, parking located behind buildings, pedestrian-scale buildings, and understated commercial signage. The lower image of **Figure 63** depicts low-profile signage incorporating masonry materials.

Georgetown’s vision for image corridor designs are illustrated in the following pages with **Figure 69**, **Figure 71**, **Figure 73**, **Figure 75**, **Figure 79**, **Figure 78**, and **Figure 77**.

Figure 63. Examples of Image Corridors



GATEWAYS & IMAGE CORRIDORS

Existing Conditions

Gateway Features

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

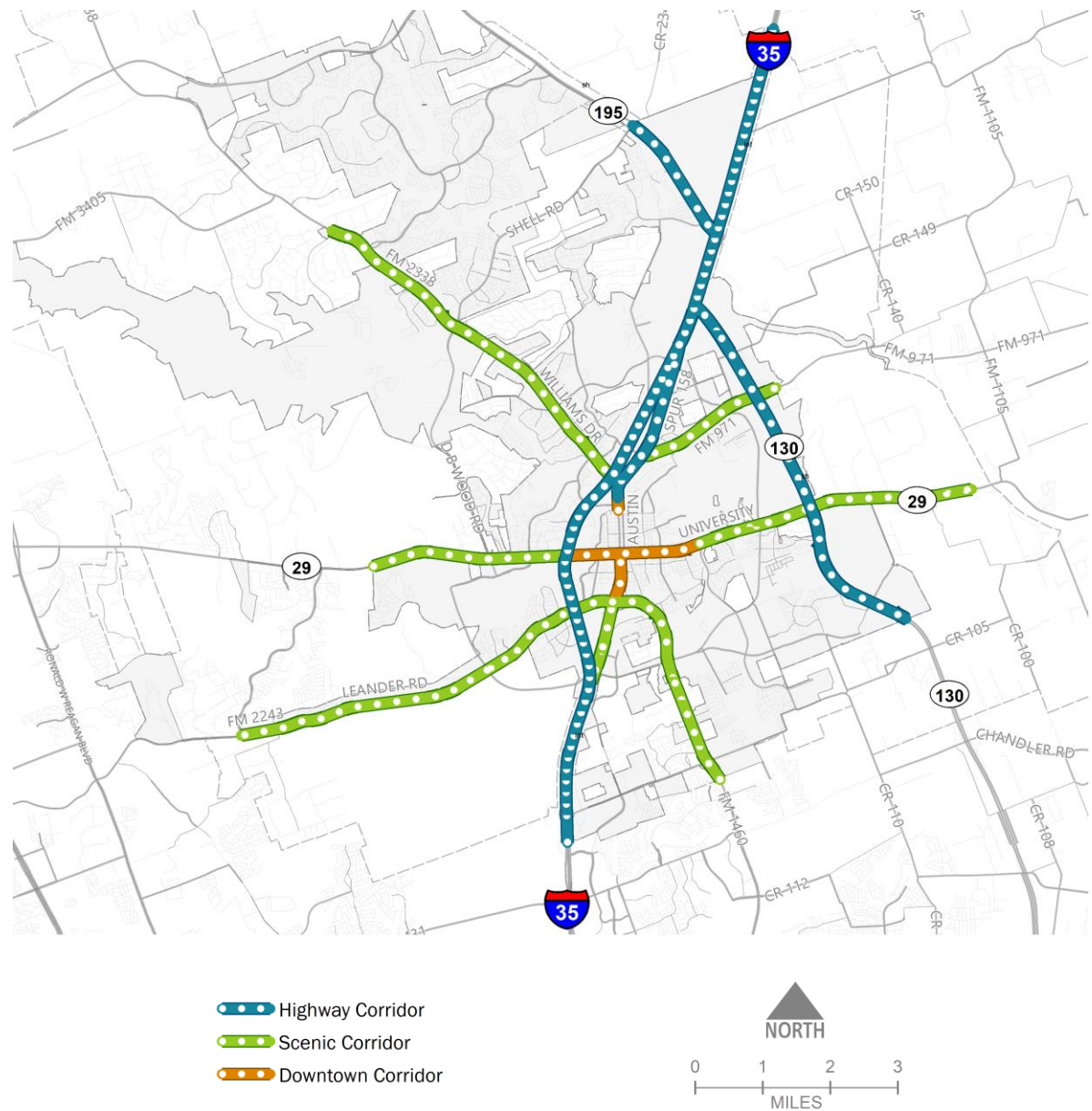
Figure 64. Existing Gateway Features



Gateway Overlay District

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

Figure 65. Existing Gateway Overlay Districts



GATEWAYS & IMAGE CORRIDORS

Gateways & Image Corridors Policies



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

- » The City's highway corridors are often the first and only impression a visitor to Georgetown has of the community. These corridors also serve as key regional commercial and employment areas. Promoting outstanding aesthetics and a welcoming appearance and spirit, in conjunction with strategically identifying opportunities for economic development, is the priority of this policy. Promotion of this policy includes:
 - » Partnering with public and private developments where feasible and supportive of economic development objectives of the city.
 - » Partner with the Texas Department of Transportation to ensure that our aesthetic goals for the IH-35 corridor are implemented.
 - » Prioritizing land use, building design, gateway landscaping, and signage consolidation when pursuing economic development partnerships.



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

- » Georgetown is said to have the “Most Beautiful Town Square in Texas”. Since 2008, investment in Downtown and Old Town Georgetown has been substantial. The downtown corridors signify entry into the crown jewel of the community. Development and redevelopment complimentary to surrounding uses preserves and enhances, the existing character of the corridor. This policy prioritizes enhancement and preservation of the character of the downtown square and beautiful homes of Old Town through architecture, open space, and streetscaping. This policy prioritizes:
 - » Extension of the traditional site development patterns of the historic downtown square to new development located along the downtown corridors outside of the downtown overlay district.
 - » Retention of the residential character as residential properties convert to commercial uses.
 - » Public improvements which support walkability and the use of sidewalks for the pedestrian experience and improves the visual appearance of the corridor through sidewalk cafés, street furniture and landscaping.

- » Transitions between surrounding residential and commercial development along a downtown corridor through building mass, scale, and form.



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

- » The City's scenic gateways are the corridors into the community that have seen the biggest impact from the new residential growth since 2008. These roadways have new residential development that flanks either side of the corridor. These roadways not only serve as major arterials into the community, but also serve as corridors to the rural farmland to the east and lower density development of the hill country to the west. The priority of this policy is to create a welcoming gateway that allows for a transition from the rural/ lower intensity development of these areas into the formally developed portions of the city. Promotion of this policy includes:
 - » Prioritizing lower intensity uses along the scenic corridors.
 - » Creating transitions in uses and streetscaping within corridors that were previously identified as scenic but have evolved into urban corridors.

GATEWAYS & IMAGE CORRIDORS

Gateway Features

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

As shown in **Figure 66**, Georgetown will develop three additional locations: a major gateway near the intersection of SH 195 and I-35, a minor gateway near the intersection of D.B. Wood Road and Williams Drive, and a minor gateway along northbound SH 130.

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

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

Figure 66. Existing and Proposed Gateway Features

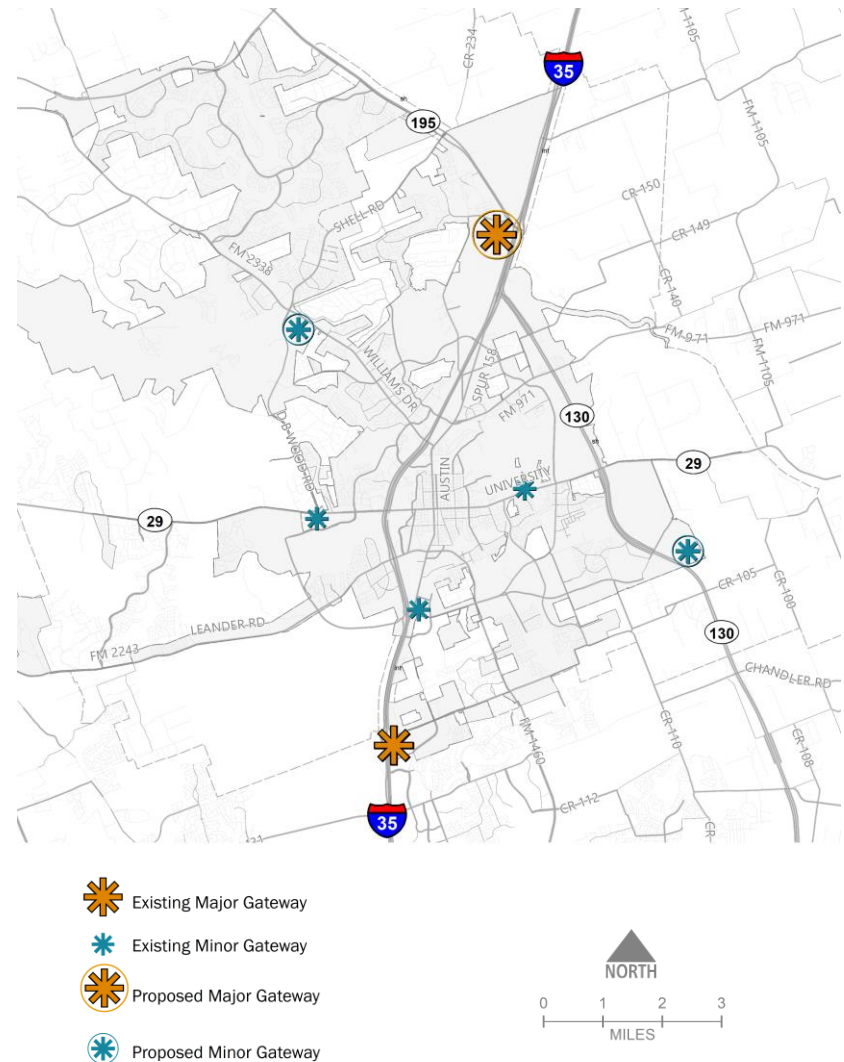
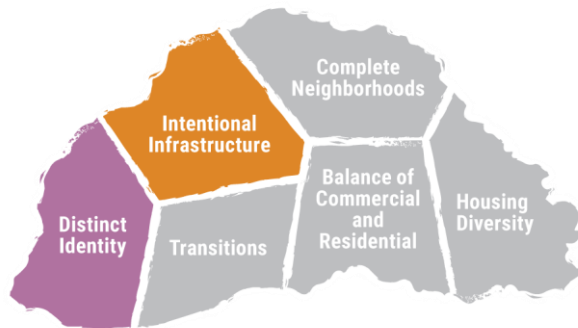


Image Corridor Vision

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

Development in the image corridors is largely shaped by the City's zoning regulations, which apply only within the City limits. As the City grows, the corridors will extend outward as shown in Figure 67.



Community Conversations

Figure 67. Proposed Gateway Overlay Districts



GATEWAYS & IMAGE CORRIDORS

Highway Corridors

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

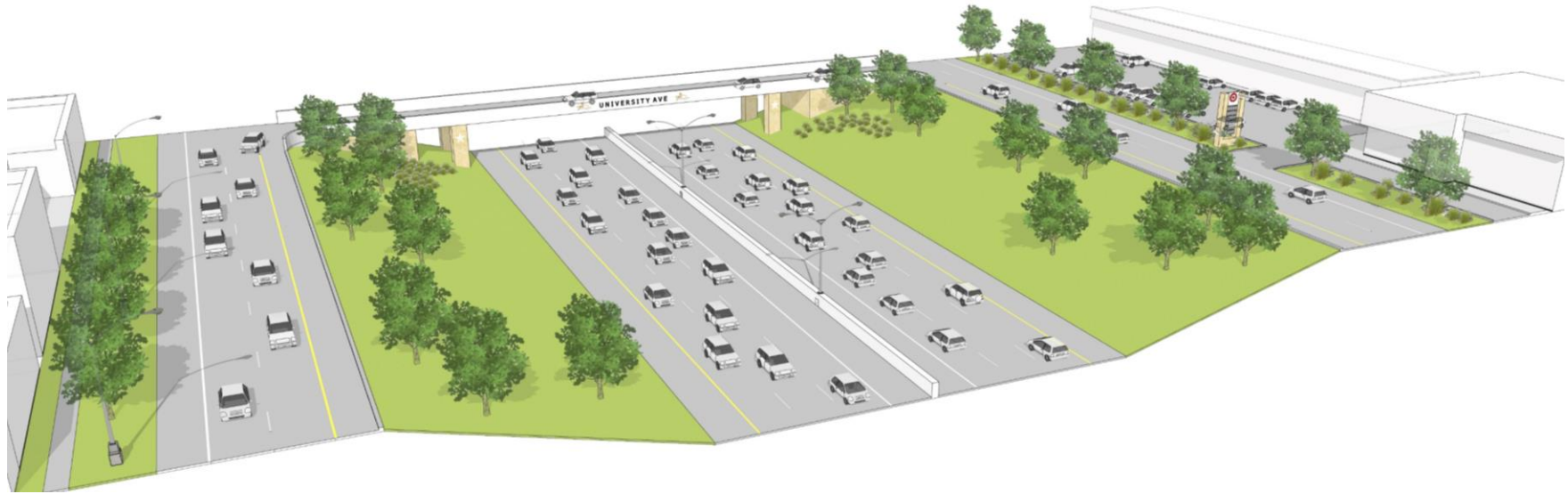
Highway corridors are the most visible to residents and visitors and project a positive image of Georgetown. Development includes a consistent appearance in terms of materials, setbacks, height, signage, and landscaping. Buildings are oriented toward the frontage roads with smaller front and side yard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

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

Figure 68. Highway Corridors



Figure 69. Highway Corridor Vision



Land Use and Building Design

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

Auto-oriented layouts with ample parking behind buildings

Streetscape

Lighting oriented for automobiles

Natural and native plantings

Focused and enhanced landscaping at intersections (see Figure 80)

Sidewalks between frontage road and buildings

Larger scale monument signs

GATEWAYS & IMAGE CORRIDORS

Urban Corridors

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

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

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

Figure 70. Urban Corridors

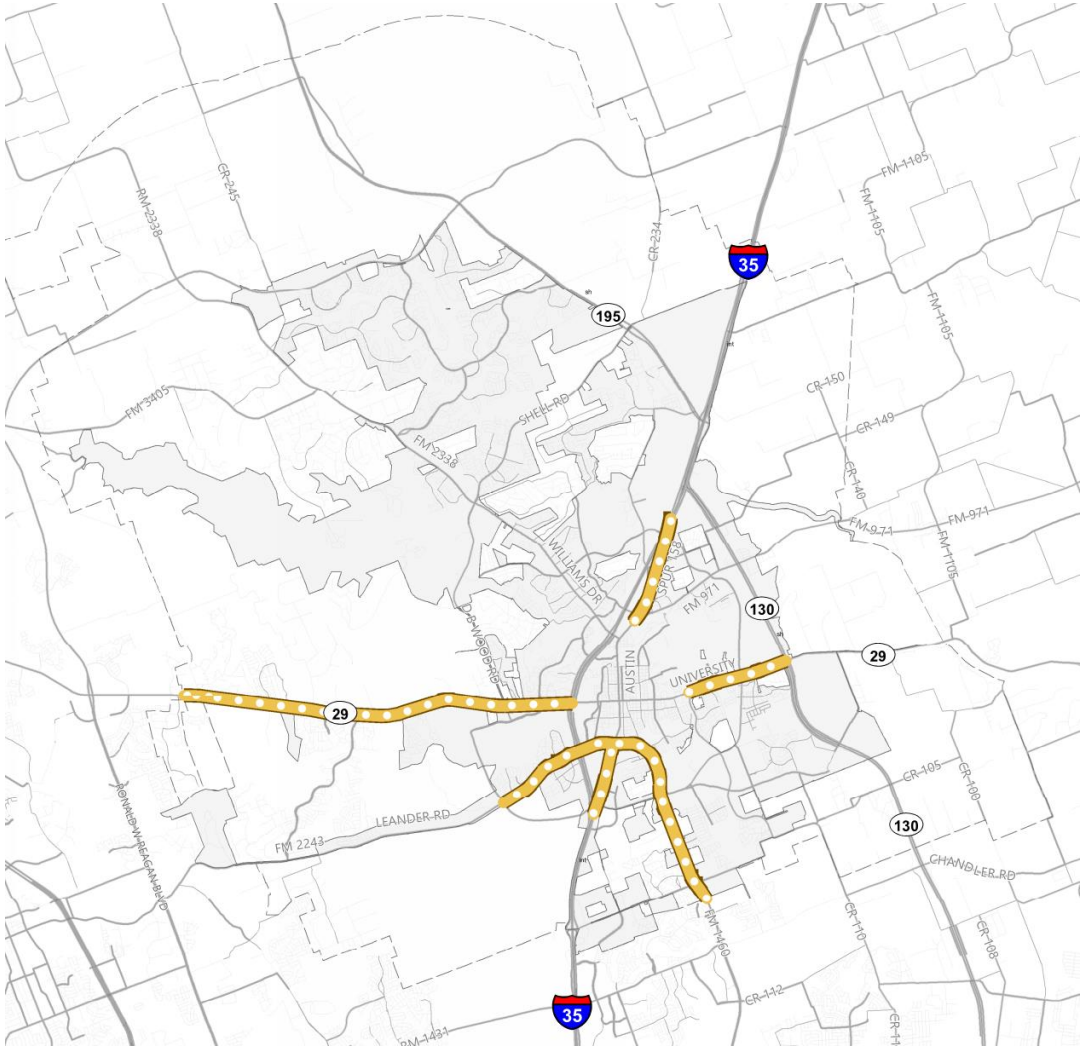


Figure 71. Urban Corridor Example



Land Use and Building Design

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

Streetscape

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

GATEWAYS & IMAGE CORRIDORS

Scenic Corridors

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

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

Figure 72. Scenic Corridors



Figure 73. Scenic Corridor Vision



Land Use and Building Design

Residential, commercial and retail

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

Lower intensity development to maintain natural
character

Streetscape

Landscaped median

Limited lighting to maintain dark night sky

Groupings of trees and native landscaping

Sidewalk and multi-purpose path set back from roadway

Smaller monument signs with native materials

GATEWAYS & IMAGE CORRIDORS

Downtown Corridors

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

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

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

Figure 74. Downtown Corridors

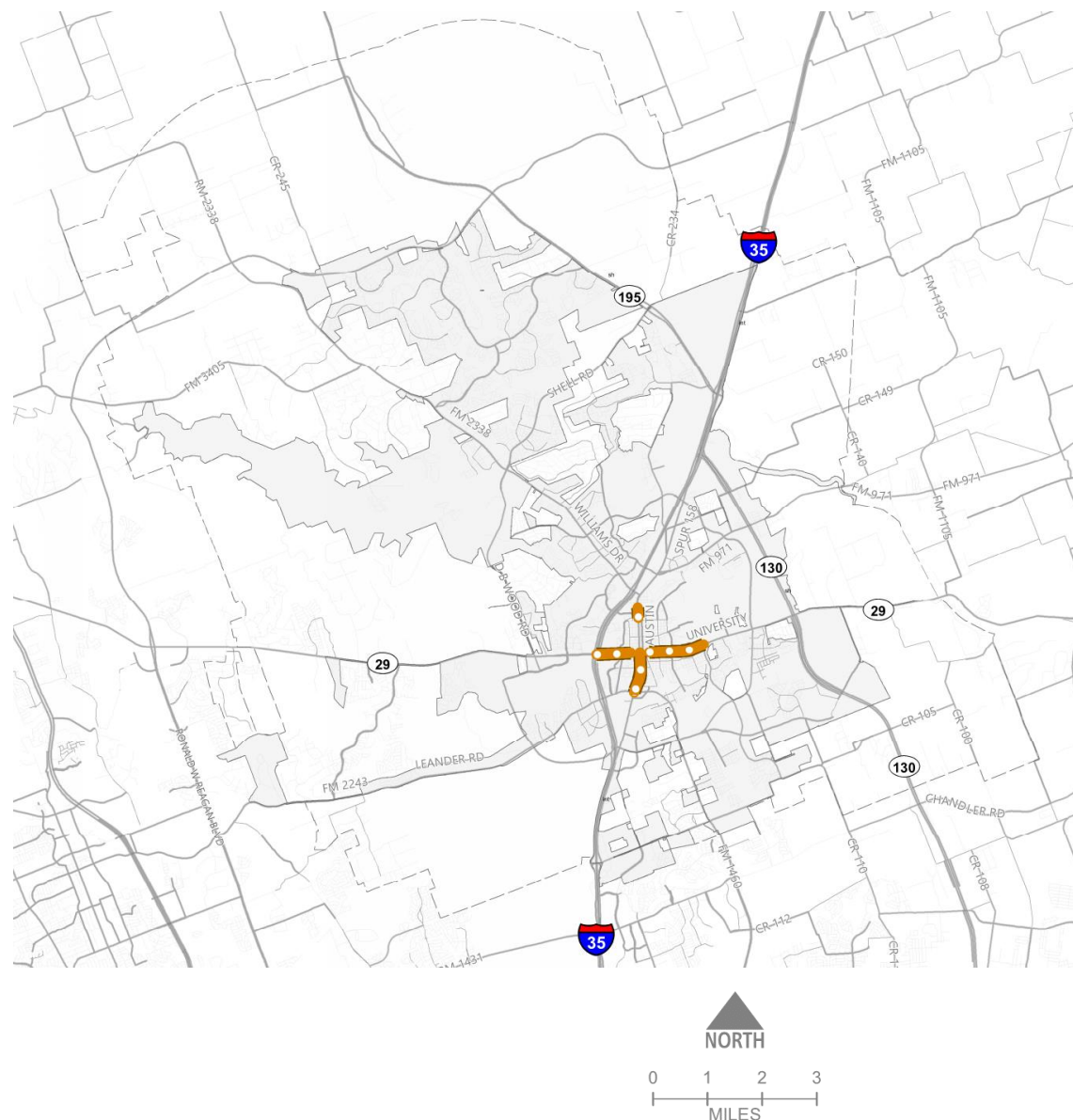


Figure 75. Downtown Corridor Vision



Land Use and Building Design

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

Streetscape

- Pedestrian-oriented lighting**
- Pedestrian amenities (seating, shade, etc.)**
- Sidewalk set back from roadway**
- No median**
- Street trees planted at regular intervals**
- Enhanced crosswalks**
- Consistent appearance of streetscape and signs**

GATEWAYS & IMAGE CORRIDORS

Williams Drive Corridor

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

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

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

Figure 76. Williams Drive Corridor



Figure 77. Vision for Williams Drive Corridor between Serenada Drive to Lakeway Drive



Source: Williams Drive Study, 2017

Land Use and Building Design

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

Streetscape

- Wide landscape buffer planted with formal vegetation
- Median planted with native vegetation
- Curb cuts consolidated, backage road provides inter-parcel connectivity
- Multi-use path on south side of Williams Drive
- Parkway between path and street planted with formalized street trees
- Planted medians for conveyance of stormwater

GATEWAYS & IMAGE CORRIDORS

Figure 78. Vision for Williams Drive Corridor between Cedar Lake Boulevard to Serenada Drive

F



Source: Williams Drive Study, 2017

Land Use and Building Design

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

Streetscape

Wide landscape buffer and median planted with native vegetation

Curb cuts consolidated, backage road provides inter-parcel connectivity

Multi-use path on south side of Williams Drive

Parkway between path and street planted with formalized street tree plantings

Planted medians for conveyance of stormwater

Figure 79. Vision for Williams Drive Corridor between Jim Hogg Road to Cedar Lane Boulevard



Source: Williams Drive Study, 2017

Land Use and Building Design

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

Streetscape

Hill Country feeling preserved

Wide landscape buffer and median planted with native vegetation

Curb cuts consolidated

Multi-use path on south side of Williams Drive

Parkway between path and street planted with native vegetation

Planted medians for conveyance of stormwater

GATEWAYS & IMAGE CORRIDORS

Enhanced Intersections

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

Figure 80. Example of Landscaping Enhancements Concentrated at Intersections



Corridor Aesthetics Summary

Figure 81 provides a generalized, at-a-glance summary of the aesthetic features recommended for each corridor type.

Figure 81. Summary of Aesthetics by Corridor Type

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

GATEWAYS & IMAGE CORRIDORS

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HOUSING

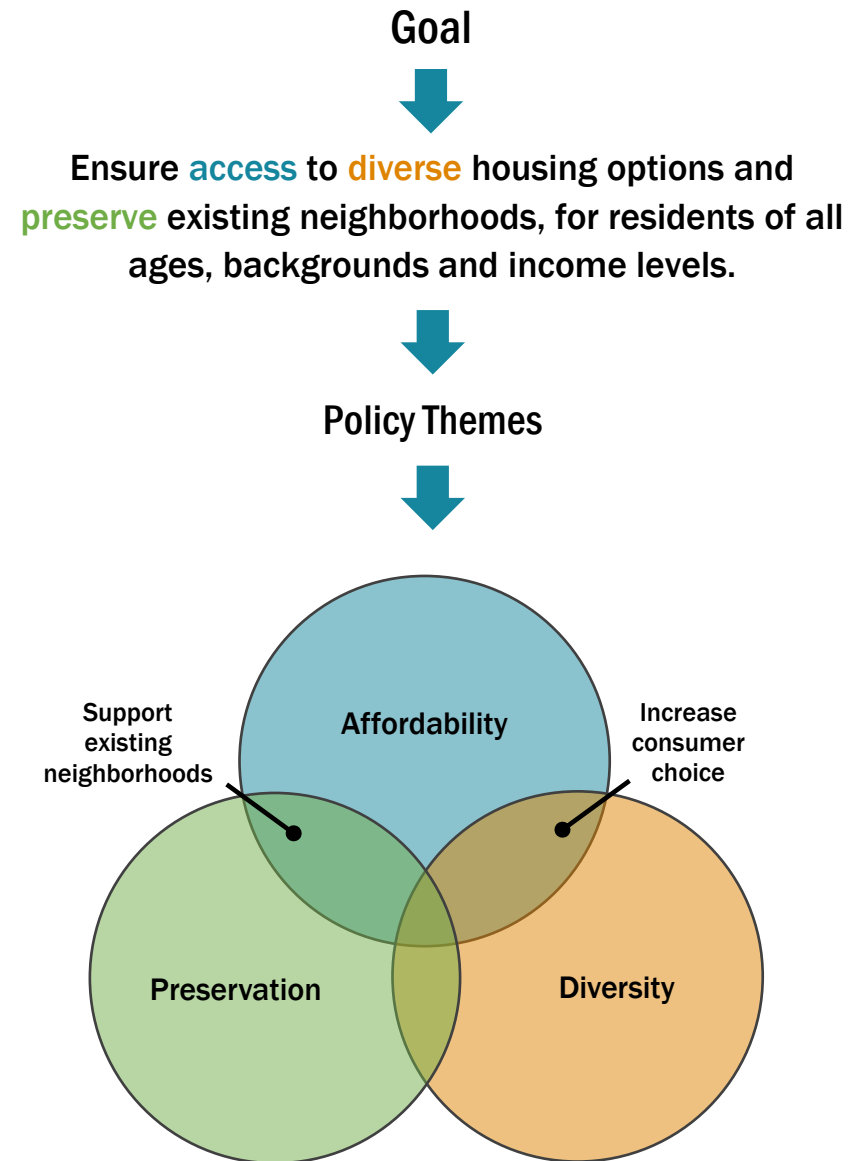
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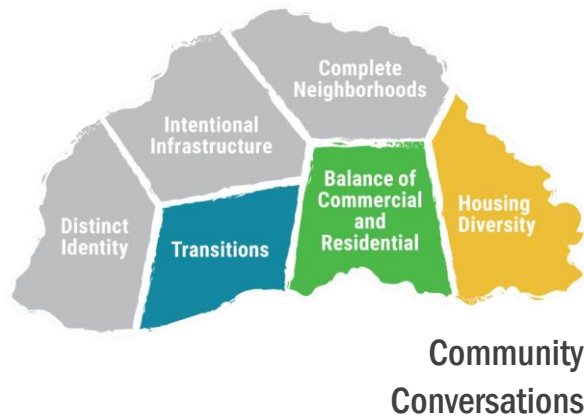
Introduction

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

The keywords of **access**, **diverse** and **preserve** represent three specific policy themes: affordability, diversity, and preservation. The existing housing conditions (see **Appendix P: Housing Inventory**, **Appendix Q: Housing Subarea Profiles**, and **Appendix S: Housing Affordability Analysis** for full study) and the public input inform the policies for each of the areas. Together, the policy themes provide a community housing strategy that preserves existing housing stock and neighborhoods and accommodates future needs by creating greater consumer choice of housing options (**Figure 82**).

Figure 82. Comprehensive Housing Strategy





Community Conversations: Housing Needs

Quotes from community members:

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

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

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

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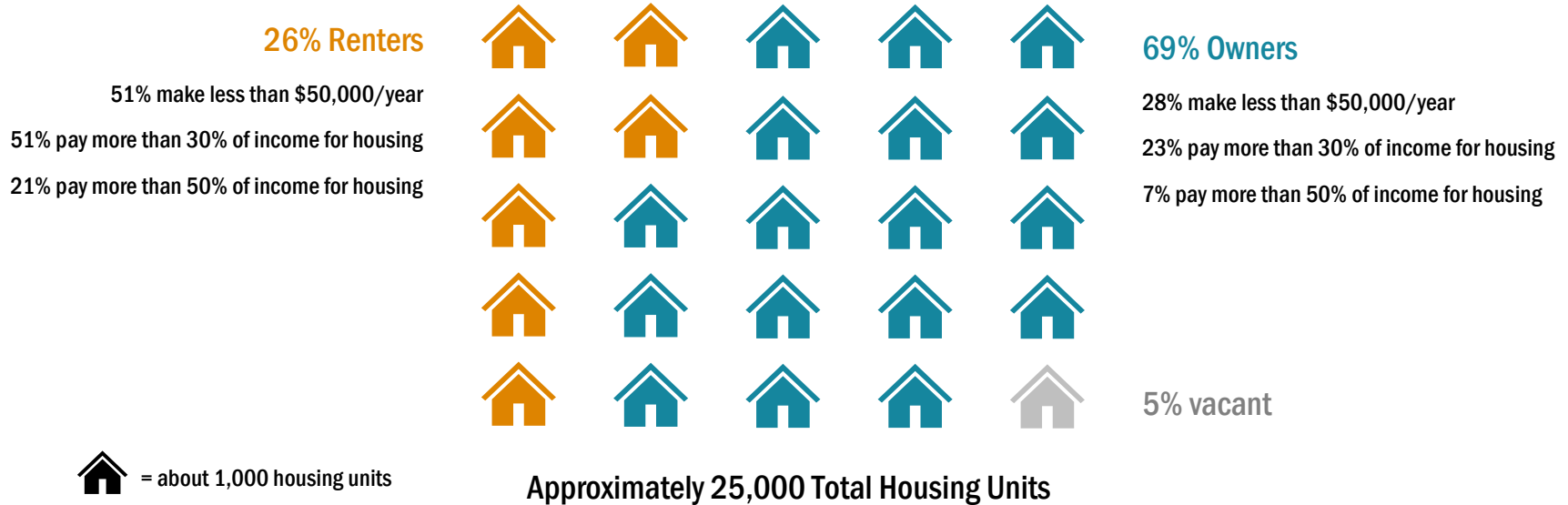
Existing Conditions

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

Key Takeaways: Households Analysis

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

Figure 83. Summary of Existing Housing and Households (2016)



Source: U.S. Census Bureau, 2016 ACS

Figure 84. Comparison of Leasing Rates by Year within the Planning Area

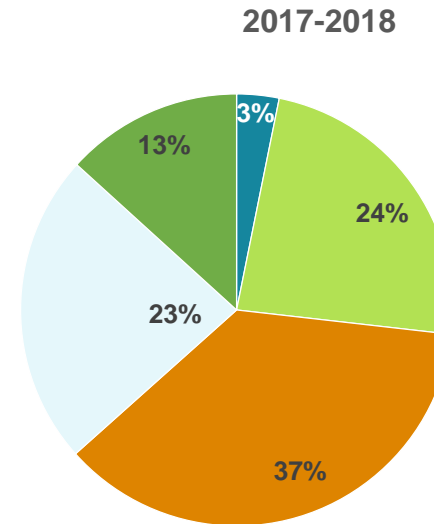
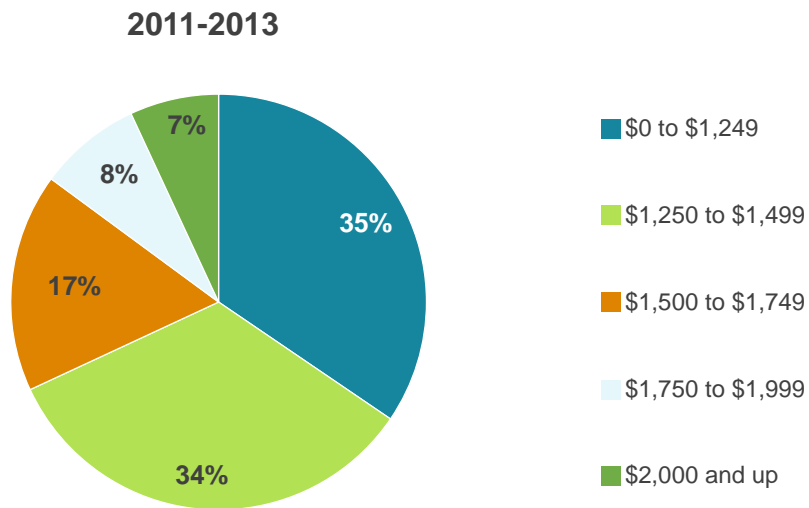
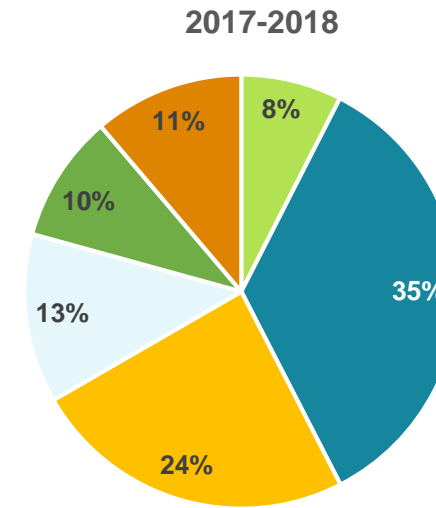
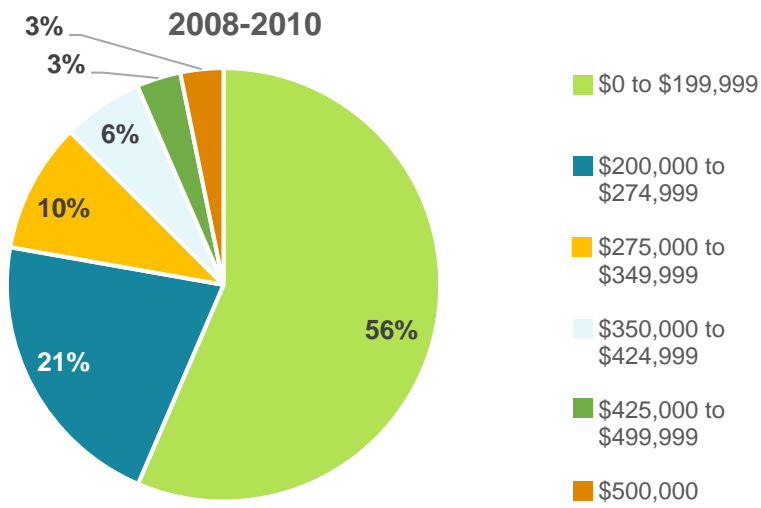


Figure 85. Comparison of Sales Price by Year within the Planning Area

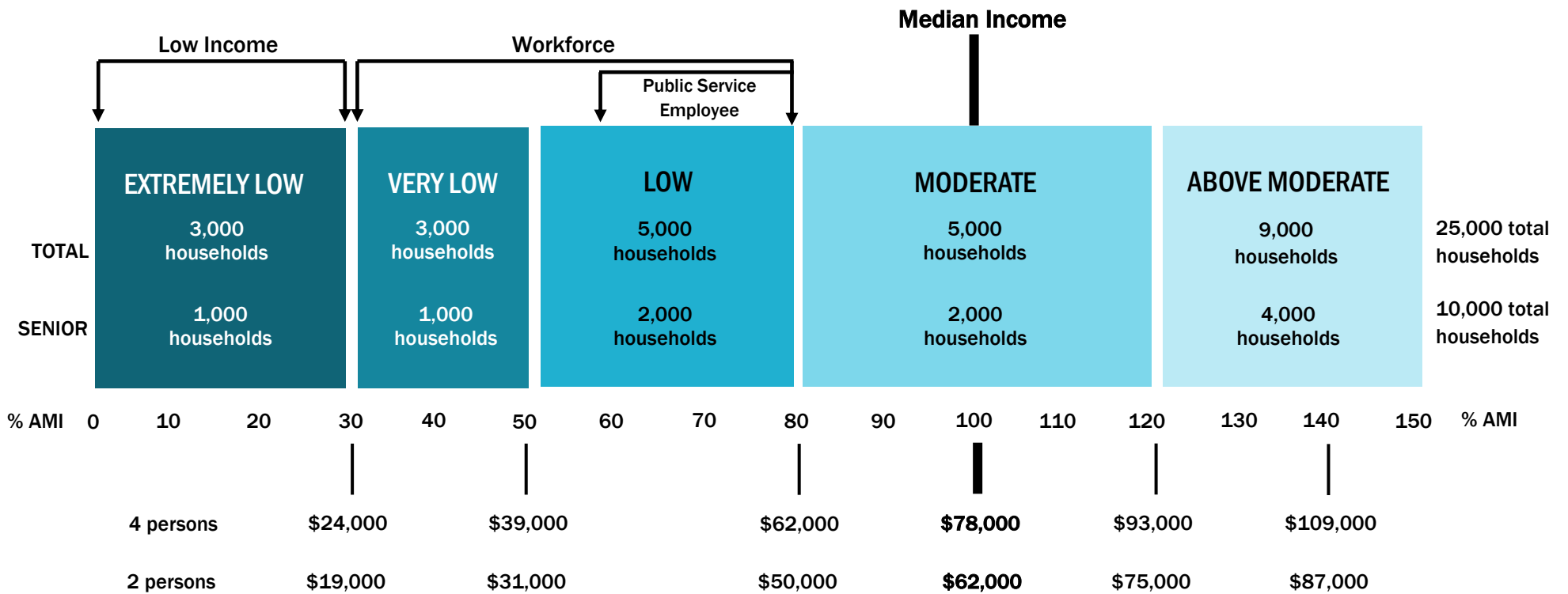


Source: Austin Board of Realtors (ABOR)/MLS July 2018

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In response to the community conversations regarding housing options for low-income, workforce, and senior population segments, the distribution of existing households in each of these classifications was evaluated. **Figure 86** illustrates the number of Georgetown households at each of the HUD-defined income levels using the Williamson County Area Median Income (AMI) of \$77,800 for 2016. As a benchmark, civil servants in Georgetown with five years of service generally earn in the 60 to 80 percent of AMI range.

Figure 86. Georgetown Households by Defined Income Levels



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

Future Housing Need

By 2030, the City of Georgetown will need 14,000 more housing units. **Figure 87** below provides a simple projection analysis using an estimated 55 percent rate of growth of Williamson County between 2020-2030 (Texas State Data Center, 2019). **Figure 88** illustrates the number of housing units needed in 2030 if the share of incomes remains the same as 2016 (assuming housing values and income growth are both held constant).

Figure 87. Projected Housing Units Needed in Georgetown by 2030

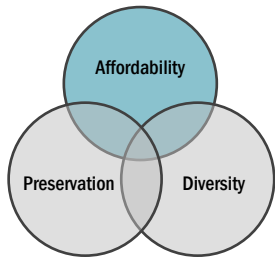
2016 Households		2030 Williamson Co. Population % Change (Est.)		New Housing Units by 2030 for Projected Population Growth
25,000	x	55%	≈	14,000

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

Figure 88. Existing Housing Units and Additional Housing Units Needed by Income Range



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Housing Affordability

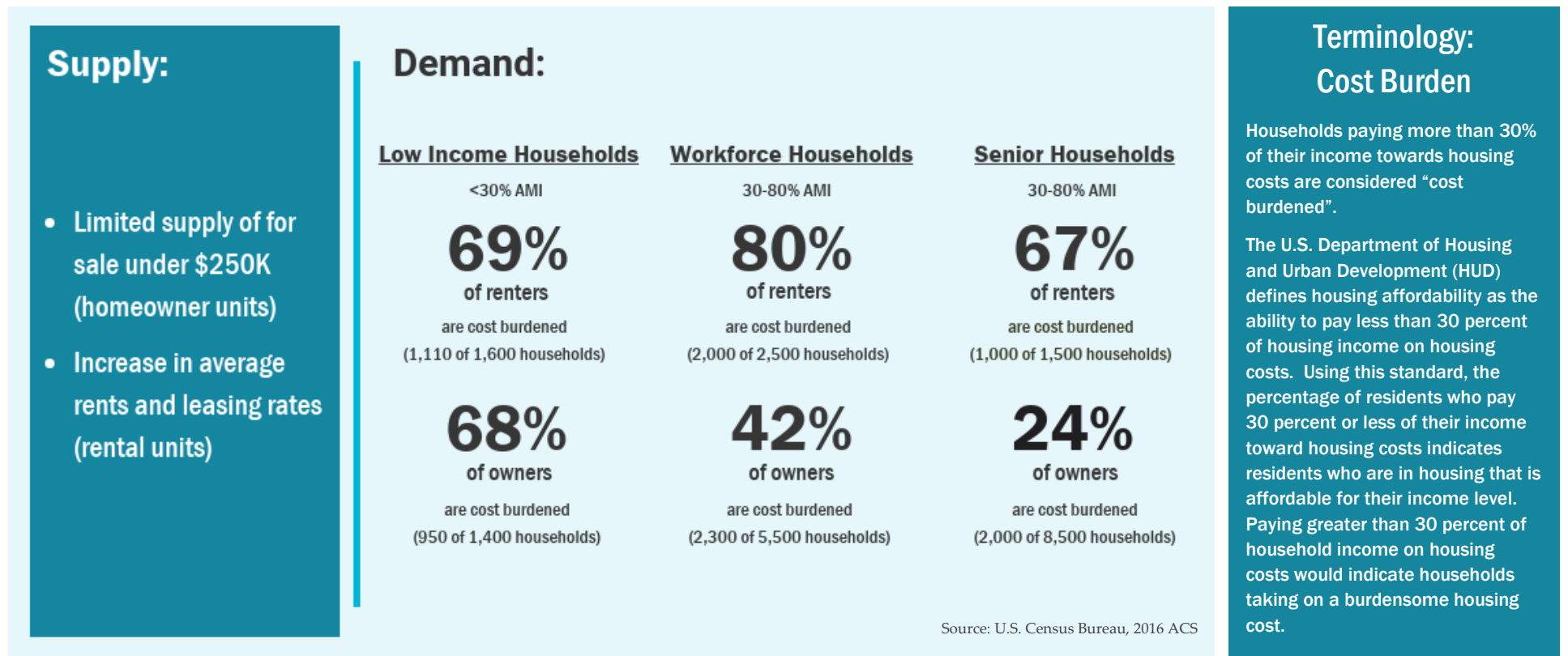
Affordability refers to overall housing costs and ensuring that a range of price options exist in the City. An analysis of supply and demand for both owner and renter households was completed using factors such as income and sales and number of units available (See **Appendix S: Housing Affordability Analysis**.) Between 2008 and 2018, home values and rents increased almost twice as much as income (**Figure 87**). As illustrated in **Figure 90**, a majority of low income, workforce, and senior renters pay more than 30 percent of their income on housing costs, exceeding the standard guidelines for housing affordability.

Figure 89. Median Income, Housing Costs, 2008-2018

	Median Income	Median Home Value	Median Rent
2008	\$60,248	\$177,900	\$830
2018	\$71,410	\$255,300	\$1,234
% Increase	19%	44%	49%

Source: U.S. Census Bureau, 2008,2018 ACS

Figure 90. Supply and Demand for Focus Groups



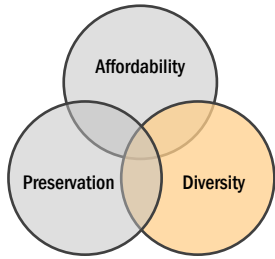
Source: U.S. Census Bureau, 2016 ACS

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

Key Takeaways: Affordability Need

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

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Housing Diversity

Georgetown defines *diversity* as the housing type (e.g., single-family home, townhouse, duplex), size, and price point. While related to affordability, diversity also considers the specific preferences or needs of the household, which often varies by life stage.

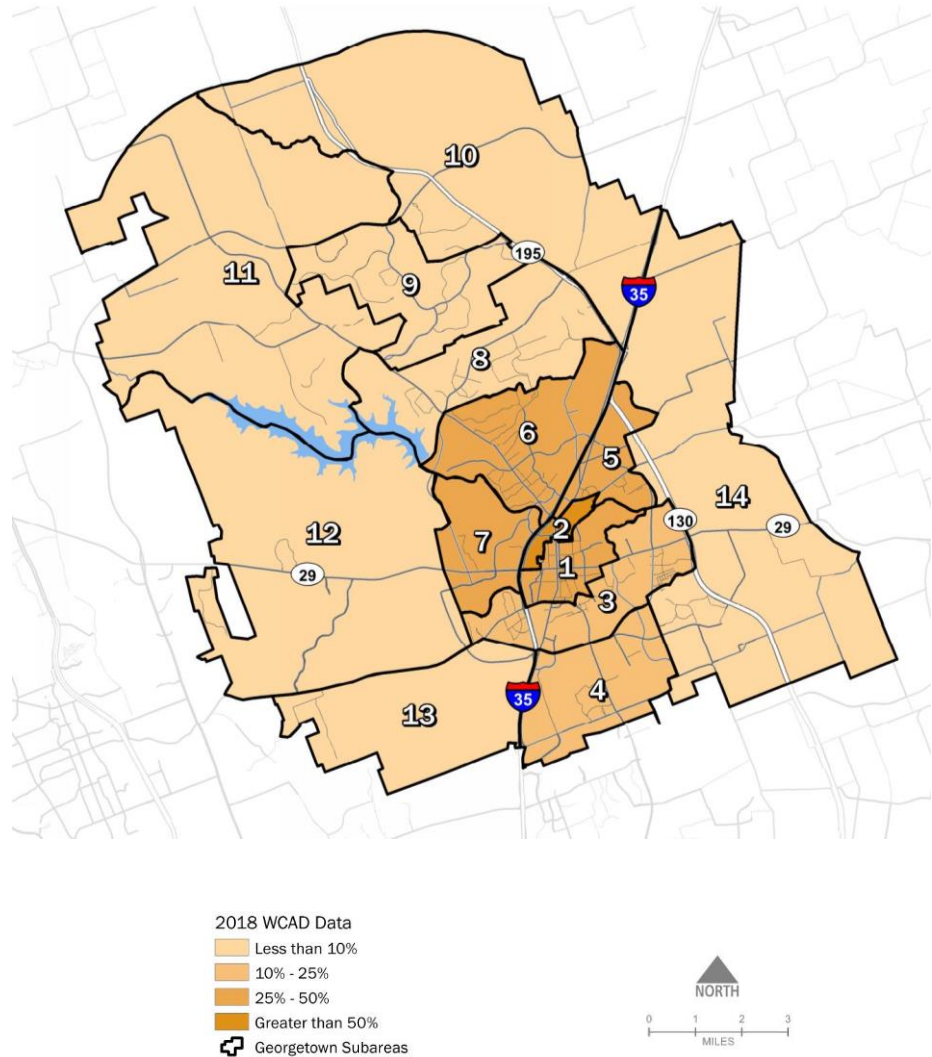
Housing unit type is an important characteristic to consider for cities to adequately understand housing challenges and issues facing their residents and workforce. Georgetown's breakdown of housing unit types has remained virtually unchanged since 2000. This may be due to the annexation of lower density areas, which would offset the increased number of multi-family units. A greater diversity of housing includes providing options for different household types and income levels.

Figure 92. Percentage of Housing Units as Single-Family Homes



Source: U.S. Census Bureau, 2016 ACS

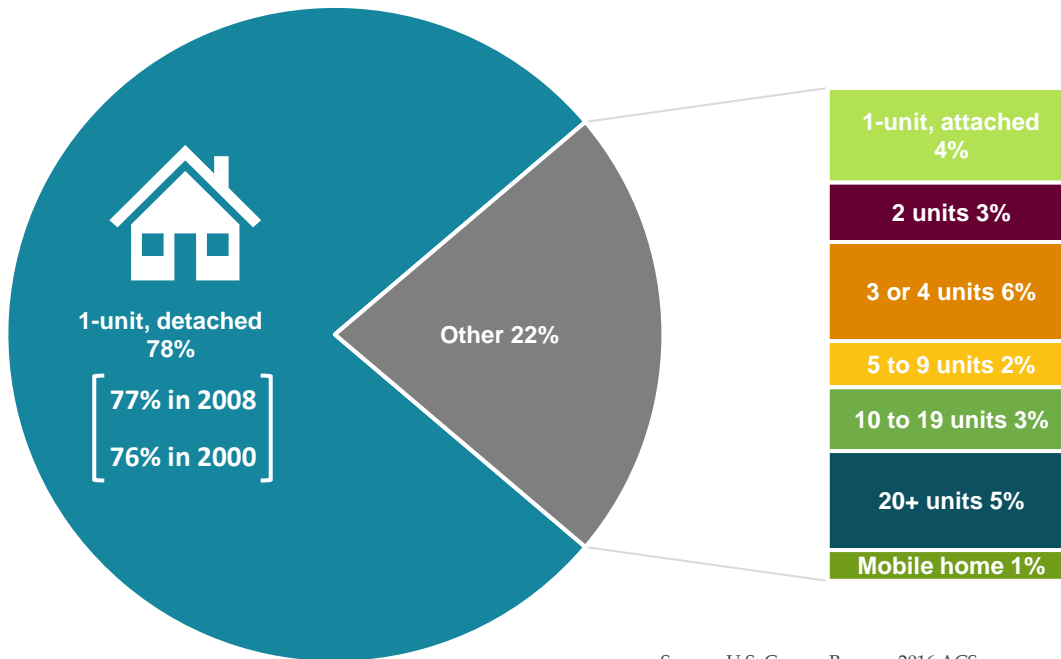
Figure 91. Share of Multi-Family Units by Subarea



Source: CDS/Nielsen/Claritas Housing Data, 2018

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

Figure 93. Housing Unit Types



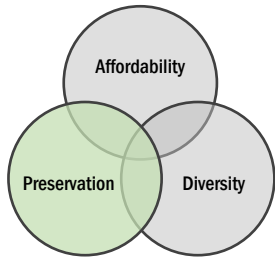
Key Takeaways: Diversity Need

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

Source: U.S. Census Bureau, 2016 ACS

*over 100% due to rounding

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Housing Preservation

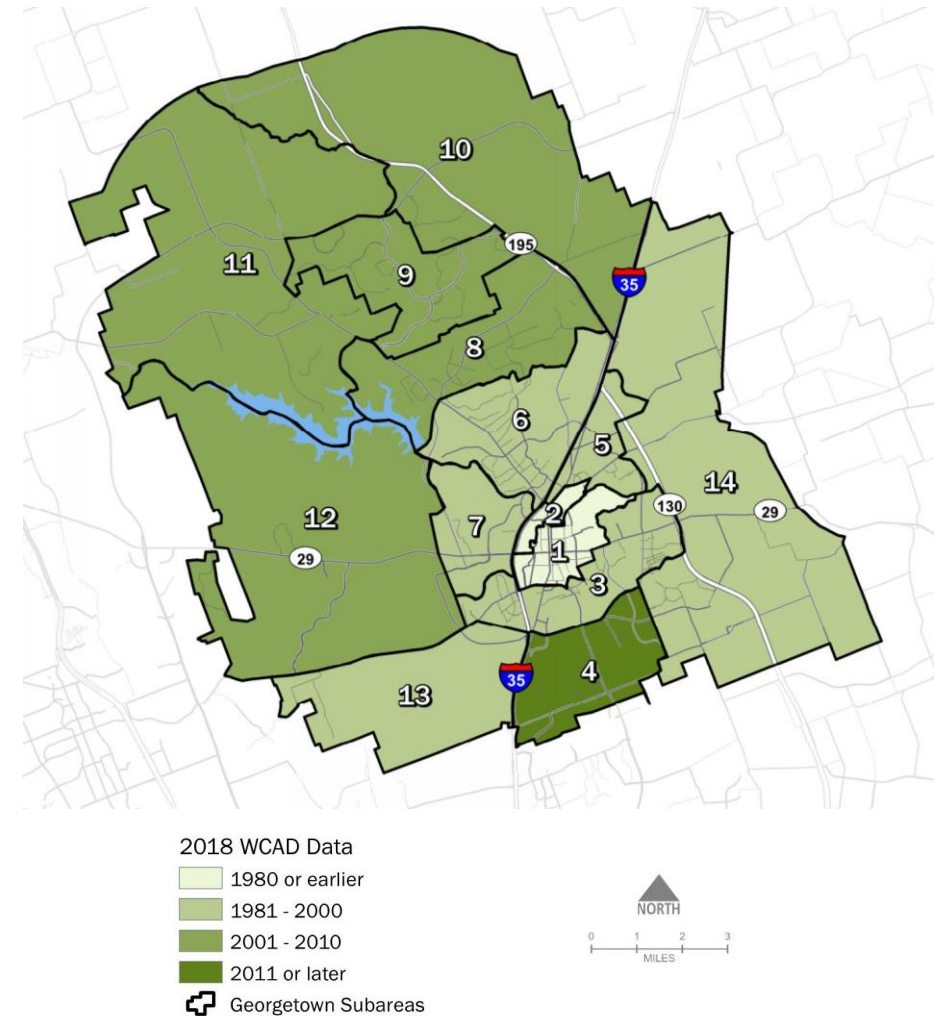
Preservation refers to the retention and maintenance of the existing homes and neighborhoods in Georgetown, as well as ensuring the ability of residents to stay in their homes over time.

Figure 94 illustrates that more homes have been constructed during the 2000 to 2009 period than any other decade, which is consistent with Williamson County overall. Much of Georgetown's newest housing is concentrated to the north and west, though new single-family home development is also occurring in the southeast portion of the City. The age of housing stock provides information for developing neighborhood programs to address housing conditions over time.

While over 45 percent of the housing stock in Georgetown has been built since 2000, older housing stock, including duplexes and fourplexes, serve an important role in providing housing to workforce renter households. Preserving this housing will assist in meeting needs for low income and workforce households as the cost of building new units is far more expensive. (See **Appendix S: Housing Affordability Analysis**.) As shown in **Figure 96**, the average cost per square foot of homes sold has gradually increased across all 14 subareas over the last decade.

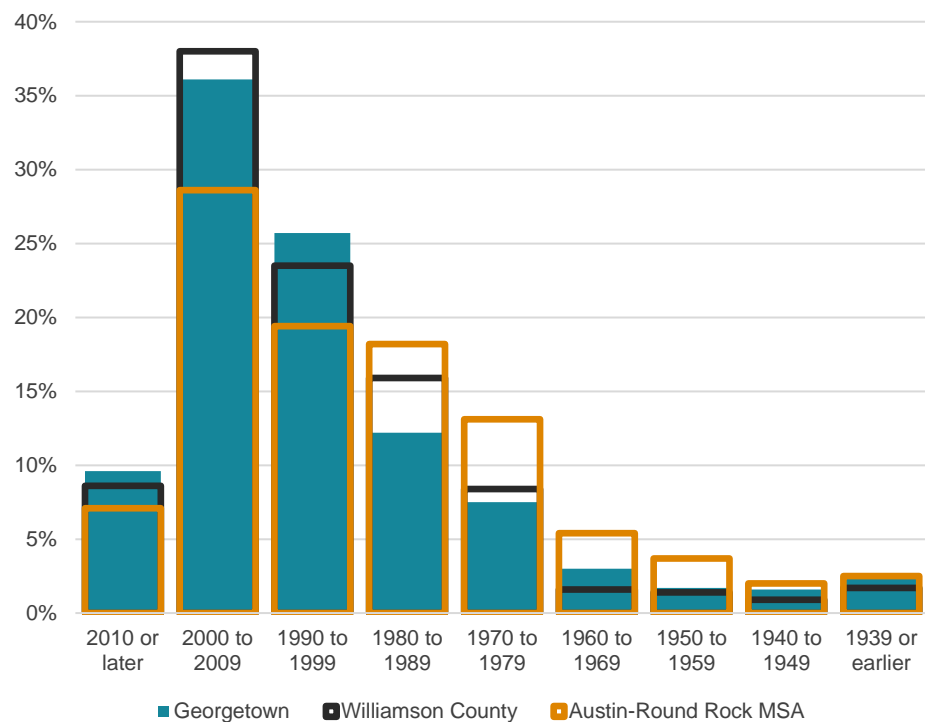
Input from the public indicated a desire to maintain established neighborhoods (See **Appendix C: Public Input Reports**), particularly in terms of the ability of residents to stay in their homes over time and encourage reinvestment in existing neighborhoods.

Figure 94. Median Year Built by Subarea



Source: CDS/Nielsen/Claritas Housing Data, 2018

Figure 95. Year of Structure Construction



Source: U.S. Census Bureau, 2016 ACS

Figure 96. Change in For-Sale Cost Per Square Foot (2008-2018)

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

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

Key Takeaways: Preservation Need

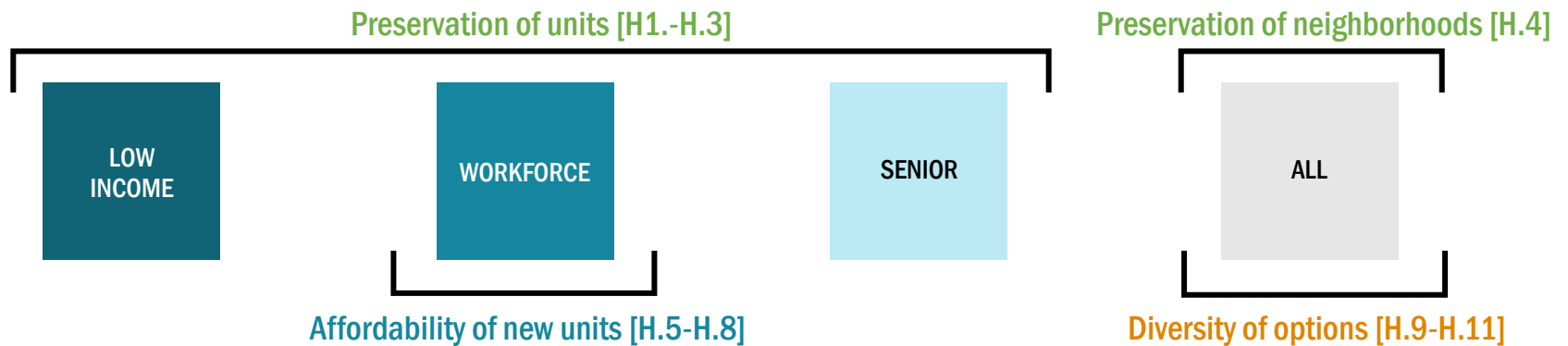
- Physical preservation of non-subsidized housing stock and economic preservation of existing affordable/workforce housing.
- Preservation of existing neighborhoods is critical to providing homes for workforce households and residents who desire to stay in their homes over time.

Comprehensive Strategy to Address Needs

The comprehensive strategy of addressing housing affordability, preservation and diversity will work to meet the current and future housing needs of Georgetown residents. The policies on the following pages address each part of the strategy as illustrated in **Figure 97**.

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

Figure 97. Addressing Community Housing Needs



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Housing Policies



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

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



Policy H.2 Preserve existing neighborhoods in targeted areas.

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



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

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



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

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



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

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



Policy H.6 Support rental choices for senior households.

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



Policy H.7 Increase homeownership choices for workforce households.

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



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

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

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

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



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

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



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

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



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

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



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

- » Aligning all plans supports effective and efficient governance.
- » This policy acknowledges that housing is an integral land use and the decisions related to the services the City provides include the consideration of housing policies.



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

- » Ensure the community has the opportunity to understand and participate in housing plans and decisions.
- » Provide opportunities for engagement in the community where residents are already gathered.

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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
 <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> <ol style="list-style-type: none"> Balanced land use Development framework 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> <ol style="list-style-type: none"> Housing and Neighborhoods High quality infrastructure Land use that enables partnerships Integrate greenspace & recreation 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
<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 GISD 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.a. 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.b. 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 in 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



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- Appendix F: Land Use Policy Guide
- Appendix G: Housing Policy Guide
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Appendix A: Glossary

Acronyms

ADU – Accessory Dwelling Unit

AMI – Area Median Income

CDBG – Community Development Block Grant

ETJ – Extraterritorial Jurisdiction

LIHTC – Low Income Housing Tax Credit

Low-Income – Household income less than 30% of the AMI

MUD – Municipal Utility District

NOAH – Naturally Occurring Affordable Housing

PID – Public Improvement District

PUD – Planned Unit Development

SMART – Specific, Measurable, Achievable, Relevant, and Time-Bound Goals

TIF – Tax Increment Financing

TIRZ – Tax Increment Reinvestment Zone

UDC – Unified Development Code

Terms

Accessory Dwelling Unit: Also known as ADUs or granny flats, accessory dwelling units are any unit added onto a single-family home where an additional person or family could live. These can take the form of a garage that is converted into its own small unit; or a separate cottage built in the yard of a homeowner.

Affordable Housing: As a general rule, housing where occupants pay no more than 30% of his or her income for gross housing costs, including utilities. This standard is set by the U.S. Department of Housing and Urban Development (HUD).

Age Restricted: 55 or older, except for LIHTC units that are 62 or older.

Amendment: A change in the wording, context, substance or a change in the district boundaries of the official plan.

Annexation: The act or process of adding land to a governmental unit, usually an incorporated place, by an ordinance, a court order, or other legal action.

Area Median Income: This is the median income of all households in a community. In other words, if you lined up all the incomes of residents in a row, this one is the midpoint, and it's used to determine who qualifies for certain subsidized affordable housing options like public housing and Housing Choice Vouchers.

Typically, these qualifications are expressed as a percentage of AMI. For instance, you might hear about a new apartment going up in your neighborhood that has a portion of units set aside for affordable "below market rate" housing (for example, a 1 bedroom costs \$600 a month instead of the \$800 a 1 bedroom typically goes for in your neighborhood), and those units will be listed as available to anyone whose household income is 80% of AMI. The AMI is [determined by the U.S. Department of Housing and Urban Development](#) (HUD) on an annual basis.

Capital Improvements: A permanent addition to the city's physical assets including structures, infrastructure (sewer and water lines, streets), and other facilities such as parks and playgrounds. May include new construction, reconstruction or renovation that extends the useful life of these assets. The cost of land acquisition, design, construction, renovation, demolition, and equipment are all included when calculating capital expenditures.

Capital Improvements Program (CIP): A multi-year (usually 5-6 year period) scheduling of public physical improvements, based on studies of available fiscal resources.

Character: Look, feel, scale of a neighborhood.

Classes of Multi-Family Apartments:

Class A properties are luxury [apartments](#). They are usually less than 10 years old and are often new, upscale apartment buildings.

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Average rents are high, and they are generally located in desirable geographic areas. White-collar workers live in them.

Class B properties can be 10 to 25 years old. They are generally well maintained and have a middle-class resident base of both white and blue-collar workers. Some are renters by choice, and others by necessity.

Class C properties were built within the last 30 to 40 years. They generally have blue-collar and low- to moderate-income residents, and the rents are typically below market. This is where you'll find many residents that are renters "for life." On the other hand, some of their residents are just starting out. And as they get better jobs, they work their way up the rental scale.

Class D properties are generally positioned in lower socioeconomic areas.

Community Character: The distinguishing identity or elements of a place, neighborhood, or any other part of the city. See also "Sense of Place".

Community Development Block Grant: A Federal program created under the Housing and Community Development Act of 1974. This program provides annual grants on a formula basis to be used for a wide range of community development activities directed toward neighborhood revitalization, economic

development, and improved community facilities and services.

Complete Neighborhoods: A mix of housing types and land uses, affordable housing and transportation options, and access to healthy food, schools, retail, employment, community services, and parks and recreation options.

Comprehensive Plan: Refers to a plan, or any portion thereof, as adopted by a local government, to manage the quantity, type, cost, location, timing, and quality of development and redevelopment in the community

Conservation Development: An innovative form of residential development that reduces lot sizes to set aside a substantial amount of the property as permanently protected open space.

Corridor: A usually densely populated region characterized by one or more well-traveled routes used by railroad, airline, or other carriers.

Cost-burdened: Households paying more than 30 percent of their income on housing costs.

Density, Gross: The average number of families, persons or housing units allocated per gross unit of land.

Density, Net: The maximum density permitted to be developed per unit of land after deducting any required open space, easements and publicly dedicated rights-of-way.

Development Pattern: The configuration or organization of the built environment.

Development Regulations: The city's regulations controlling the development of land, e.g., zoning, subdivision, building, etc.

Diversity: Variety of housing unit types, sizes, densities and prices.

Dwelling Unit: One or more rooms physically arranged to create a housekeeping establishment for occupancy by one family only.

Economic Development: A development that provides a service, produces a good, retails a commodity, or emerges in any other use or activity for the purpose of making financial gain.

Existing Land Use: A description and classification of how land is occupied or utilized, e.g., residential, office, parks, industrial, commercial, etc.

Future Land Use Plan: The long-range plan for the desirable use of land in the city as officially adopted and as amended from time to time by the Planning and Zoning Commission and City Council. The purpose of such plan includes serving as a guide in the zoning and progressive changes in the zoning of land and to meet the changing needs of the community, in the subdividing and use of undeveloped land, and in the acquisition of rights-of-way or sites for public purposes such as streets, parks, schools, and public buildings.

Gateway: A collector level street that serves as the entrance or main point of access to a

neighborhood, subdivision, or commercial development, district or area.

Georgetown Housing Authority: The Georgetown Housing Authority (GHA) currently has three housing programs: Public Housing, Section 8 New Construction, and the [Housing Choice Voucher Program](#) (known as Section 8). Stonehaven Apartments is the only public housing property in Georgetown. It was built between 1967 and 1973, and has 158 one-, two-, three- and four-bedroom units and is a mix of elderly residents, disabled residents, and families. Currently, the GHA maintains a 99 percent occupancy rate. The waiting list is approximately 18 to 24 months long.

Goal: Refers to a concise but general statement of a community's aspirations in addressing a problem or an opportunity, in terms of a desired state or process toward which implementation programs are oriented.

Growth Management: A framework developed to address the provision of public facilities and services to support development.

Historic District: An area containing buildings or places in which historic events have occurred or which have special public value because of notable architectural or other features relating to the cultural or artistic heritage of the community which warrant conservation and preservation.

Historic Preservation: The adaptive use, conservation, protection, reconstruction,

rehabilitation, restoration, or stabilization of an historic resource.

Household: A household includes all the persons who are current residents of a housing unit. The occupants may be a single family, one person living alone, two or more families living together, or a group of related or unrelated persons who share living arrangements.

Housing Unit: A house, an apartment, a mobile home or trailer, a group of rooms or a single room occupied as separate living quarters or, if vacant, intended for occupancy as separate living quarters.

Infrastructure: The basic facilities and equipment necessary for the effective functioning of the city, such as the means of providing water service, sewage disposal, electric and gas connections, and the street network.

Intensity: The degree to which land is used, generally measured by a combination of the type of land use and the amount of land devoted to that use.

Land Use Designations: Future Land Use categories in Comprehensive plan. Visual depiction of what is planned for future development.

Land Use: A description and classification of how land is occupied or utilized, e.g., residential, office, parks, industrial, commercial, etc.

Landscape Buffer: An area planted and maintained to promote visual aesthetics and/or reduce and ease potential incompatibility between and among different uses of land in proximity to each other.

Level of Service: The quality and quantity of existing and planned public services and facilities, rated against an established set of standards to compare actual or projected demand with the maximum capacity of the public service or facility in question.

Lot: A parcel of land occupied or intended for occupancy by an individual use, including a principal structure and any ancillary/accessory structures.

Low Income Housing Tax Credit (LIHTC): LIHTC is a Federal housing assistance program that provides tax incentives to owners of affordable housing. The program does not provide direct assistance to renters and is strictly used to finance the construction (not the operation) of rental properties. Usually, LIHTC properties have units available for families earning 60% or less of the Area Median Income (AMI). The rental properties are usually classified as Class A development.

Low-Income: Household income less than 30% of the AMI.

Market Rate Housing: Market rate housing is housing that is available on the private market,

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not subsidized or limited to any specific income level.

Median Income: Income distribution that is divided into two exactly equal parts, one having incomes above the median and the other having incomes below the median. For households and families, the median income is based on the distribution of the total number of units including those with no income.

Missing Middle Housing: Missing middle refers to housing that accommodates more people than a single-family home but does not come in the form of a large apartment building. Typically it means anything from a duplex to a small apartment building but, significantly, it is housing that would blend in in a residential neighborhood dominated by single-family homes. It's called "missing" middle because many communities do not have very much of this sort of mid-range housing.

Mixed Use: Refers to development projects or zoning classifications that provide for more than one use or purpose within a shared building or development area. Mixed use allows the integration of commercial, retail, office, medium to high-density housing, and in some cases light industrial uses. These uses can be integrated either horizontally, or vertically in a single building or structure.

Monument Sign: Means a low-profile freestanding sign supported by a structural base

or other solid structural features other than support poles and may contain signage on more than one side.

Municipal Utility District (MUD): A MUD is one of several types of special districts that function as independent, limited governments. The purpose of a MUD is to provide a developer an alternate way to finance infrastructure, such as water, sewer, drainage, and road facilities. Managed by a Board elected by property owners within the MUD, a MUD may issue bonds to reimburse a developer for authorized improvements and the MUD will utilize property tax revenues and user fees received from water and sewer services operated by the MUD to repay the debt.

Naturally Occurring Affordable Housing (sometimes referred to as NOAH): Housing that is available on the regular market, open to anyone and not subsidized by a government or nonprofit, but which happens to be within the budget of many families within our community. [Most affordable housing in America falls into this category.](#)

Neighborhood Empowerment Zone: A municipality may create a neighborhood empowerment zone covering a part of the municipality if the municipality determines the creation of the zone would promote:

(1) the creation of affordable housing, including manufactured housing, in the zone;

(2) an increase in economic development in the zone;

(3) an increase in the quality of social services, education, or public safety provided to residents of the zone; or

(4) the rehabilitation of affordable housing in the zone.

Objective: A clear and specific statement of planned results, derived from a goal, to be achieved within a stated time period.

Open Space: Land devoted to uses characterized by vegetative cover or water bodies, such as agricultural uses, pastures, meadows, parks, recreational areas, lawns, gardens, cemeteries, ponds, streams, etc.

Parcel: Any quantity of land and water capable of being described with such definiteness that its location and boundaries may be established and identified.

Planned Unit Development (PUD) – A PUD is intended for large or complex developments under unified control planned as a single continuous project, to allow single or multi-use projects within its boundaries and provide greater design flexibility for development proposed within the PUD. Use of a PUD district will result in development superior to that which would occur using conventional zoning regulations. PUD zoning is appropriate if the PUD enhances preservation of the natural environment; encourages high quality and

innovative design and ensures adequate public facilities and services for development within the PUD.

Planning Area: City limits and extraterritorial jurisdiction.

Policy: The specific approach through which objectives are achieved.

Public Improvement District (PID): A PID is a defined geographical area established to provide specific types of improvements or maintenance which are financed by assessments against the property owners within the area. PIDs provide a development tool that allocates costs according to the benefits received. A PID can provide a means to fund supplemental services and improvements to meet community needs which could not otherwise be constructed or provided.

Public Facility: A non-commercial use established primarily for the benefit and service of the population of the community in which it is located. Shall include schools, police and fire protection, on-site pedestrian and bicycle facilities in the public right-of-way, etc.

Public Land: Refers to land owned by the City of Georgetown, Williamson County, or any other governmental entity or agency thereof.

Public Safety: The protection of the general population from all manner of significant danger, injury, damage, or harm, such as may occur in a natural disaster. Such protection is

typically provided by emergency services organizations such as police, fire, EMS.

Public Transit: Public transport systems that consist of the means and equipment necessary for the movement of passengers.

Quality: Home condition and maintenance, infrastructure condition.

Rapid Value Increases: A certain percentage over a specified time period.

Redevelopment: Refers to public and/or private investment made to re-create the fabric of an area which is suffering from physical, social or economic problems related to the age, type, and condition of existing development. Redevelopment can help to meet market needs for residential and/or commercial development in older parts of the city.

Reinventions: Repurposing and redevelopment of existing improvements.

Rezoning: Process by which the authorized uses of a property are changed or modified.

Right of Way: A strip of land taken or dedicated for use as a public way. It normally incorporates the streets, curbs, lawn strips, sidewalks, lighting, and drainage facilities.

Scenario: A plausible description of how the future may develop based on a coherent and internally consistent set of assumptions about key relationships and driving forces. Scenarios are images of the future deliberately crafted for

planning purposes; while they are rooted in identifiable trends or emerging issues, they are neither predictions nor forecasts.

Senior Household: Householder aged 65 years or older.

Sense of Place: The sum of attributes of a locality, neighborhood, or property that give it a unique and distinctive character.

Setback: A measurable distance, dictated by zoning district, from any property line to an invisible parallel plan, within which certain buildings and structures are prohibited. A setback is separate and distinct from, but is usually included within, a yard, as that term is defined under Street Setback.

Solid Waste: Refers to garbage, refuse, sludge, and other discarded materials.

Sprawl: Refers to the unplanned or uncontrolled development of open/vacant land.

Subsidized Affordable Housing: Housing that is made to be affordable, not through the private market, but by nonprofit or government subsidies. It can take the form of anything from Housing Choice Vouchers to units created through Low Income Housing Tax Credits to apartments managed and sponsored by nonprofit organizations.

Sustainable Development: Development that maintains or enhances economic opportunity and community well-being while protecting and

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restoring the natural environment upon which people and economies depend. Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.

Targeted Areas: Areas identified by defined process.

Thoroughfare Plan: A portion of the comprehensive plan that indicates the general locations of expressway, arterial, collector, and local thoroughfares within limits of the study area.

Transit Oriented Development (TOD): A dense development around mass transit stations that provides a range of destinations within walking distance, usually including multi-family homes, shops and workplaces.

Ultimate City Boundary: The Ultimate City Boundary Line represents the largest possible expansion of the city limits, by virtue of agreements with, and actions taken by, adjacent communities regarding their intentions to expand to accommodate growth. This boundary, which is subject to change, is used in the 2030 Comprehensive Plan primarily for planning the provision of municipal infrastructure and services.

Unified Development Code (UDC): The combination of development regulations and procedures. It includes zoning, subdivision codes, sign and floodplain regulations, historic

preservation provisions, administrative and hearings procedures, etc.

Urban Design: A disciplinary subset of urban planning, landscape architecture and architecture that concerns the arrangement, appearance and functionality of towns and cities.

Use: The specific activity or function for which land, a building, or a structure is designated, arranged, occupied or maintained.

Vision Statement: A vision statement outlines what the plan concentrates on for the future. It is a source of inspiration and it provides clear decision-making criteria.

Wastewater: Water that has been adversely affected in quality by anthropogenic influence. It comprises liquid waste discharged by domestic residences, commercial properties, industry, and/or agriculture and can encompass a wide range of potential contaminants and concentrations. In the most common usage, it refers to the municipal wastewater that contains a broad spectrum of contaminants resulting from the mixing of wastewaters from different sources.

Workforce: Annual household income between 30-80 percent AMI.

Zoning: Regulatory mechanism through which the city regulates the location, size, and use of properties and buildings. Zoning regulations are intended to promote the health, safety and general welfare of the community, and to lessen

congestion, prevent overcrowding, avoid undue concentration of population, and facilitate the adequate provision of transportation, water, sewage, schools, parks, and other public services.

Appendix B: Public Engagement Plan

2030 PLAN UPDATE

Public Engagement Plan



The purpose of the Public Engagement Plan is to achieve valuable public involvement and input during the 2030 Plan update. This public engagement plan acts as a preliminary *guideline* on how to:

- Engage the public and stakeholders,
- Convey project information, and
- Obtain input from the public, stakeholders, organizations and other interested groups in Georgetown.

Goals of the Public Engagement Plan are to:

1. Provide participation opportunities where people are already gathered
2. Maximize existing networks (private and public domains)
3. Facilitate as much meaningful input as possible
4. Gain representative participation (every zip code, council district, demographic group)
5. Remove/lower barriers to participation
6. Organize and demonstrate incorporation of feedback

Engagement Opportunities

The public will be given opportunities to provide input and feedback through various methods including:

Public meetings

- Citywide, one day engagement event (Fall 2018)
- 3 public meetings (Winter, Spring and Summer 2019)
- 16 steering committee meetings (First Thursday of the month at 6 pm)
- Joint Planning & Zoning/City Council meetings
- Planning & Zoning Commission meeting during the adoption process
- City Council meeting during adoption process

Virtual participation

- Dedicated Email - 2030@georgetown.org
- Website - 2030.Georgetown.org
- City Reporter- at least 2 articles (1 Fall, 1 Spring)
- Social media - Use existing citywide platforms (Facebook, Twitter, NextDoor, Instagram, survey questions, awareness of events)

1

2030 PLAN UPDATE

Public Engagement Plan



Meetings-to-go

- Three types available (Host, Family, Students & Youth) for pickup or print off the website

Staff presentations

- City Board and Commission meetings
- For and Non-Profit Organizations
- Request/schedule Staff to speak at your organization meeting

Survey questions (once a month)

- Rotating survey questions on the website or via MetroQuest

Idea boards

- Maps or vision boards at library or rec center, refreshed by Phase of the Update

Outreach events

- Music on the Square
- Organization/club presentations on request
- Chamber of Commerce Event (Development Alliance)
- Retail centers
- Downtown Breakfast Bites (Quarterly Update)
- Georgetown Project
- PTA meetings/GISD
- Recreation center/Library events
- Realtor outreach event in February
- Senior Expo sponsored by the Commission on Aging
- Local athletic activities
- GISD flyer for parents
- National Night Out

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2030 PLAN UPDATE

Public Engagement Plan



Engagement Strategies

The following strategies will be used to ensure the goals of the public engagement plan are met.

Goals Supported	Strategy
1, 3, 6	1. Provide convenient and innovative ways to document project progress online. <ol style="list-style-type: none"> a. Meeting agendas and presentations will be available on the project website.
2, 4, 5	2. Leverage partners for broader audience communication. <ol style="list-style-type: none"> a. Representative community stakeholders will be reached throughout the process to leverage communication through partner networks. <ul style="list-style-type: none"> • GISD • Georgetown Health Foundation • Chamber of Commerce/Leadership Georgetown • Ministerial Alliance • Georgetown Young Professionals • SEGCC • Boards/Commissions • Business Retention visits • Property managers association
6	3. Acknowledge feedback through visible incorporation of public comments. <ol style="list-style-type: none"> a. Staff will promptly respond to comments or concepts suggested during development of the 2030 Plan update. Online feedback will be collected and presented during the relevant policy discussions for consideration by the Steering Committee and joint meetings of the City Council and the Planning & Zoning Commission.
3, 4, 5	4. Provide translation services for print materials, website and presentations. <ol style="list-style-type: none"> a. Identify groups in need of outreach in a language other than English.

3

Appendix C: Public Input Reports



This Input Report highlights the most common recurring comments and concerns expressed by the community during the goal setting phase of the 2030 Update through two community wide events. Additional input related to housing, gateways and growth scenarios will be considered later in the comprehensive planning process. The first event, “On the Table”, was held October 2, 2018 and the 2nd event was an online survey open from July to October 2018. Seven distinct themes have emerged from the input, which will be used to guide the development of the 2030 Plan Update. Those themes that address issues not being updated in this effort will be considered during future element updates.

- 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 add to the existing quality parks and recreation
- Improve and diversify the transportation network

OUTREACH EFFORTS

At the beginning of the Update, a Public Engagement Plan was adopted which outlines goals, strategies and opportunities for the community to be involved with the Update. The On the Table Georgetown and an online survey were developed to meet the following goals of the Public Engagement Plan:

- Provide participation opportunities where people are already gathered
- Maximize existing networks
- Facilitate as much meaningful input as possible
- Gain representative participation
- Remove/lower barriers to participation

The flexible format of On the Table Georgetown allowed existing networks to facilitate their own discussions about the future of Georgetown. The online survey allowed the city to gain representative participation from each zip code in the planning area. Both opportunities lowered barriers to participation by allowing residents to take the survey at their convenience or host a discussion at their own homes or place of business. The next section of the report provides details of each input opportunity, the input received and the methods used to analyze the input and develop themes.

1

INPUT REPORT

“ON THE TABLE” EVENT AND INPUT OVERVIEW

The City of Georgetown reviewed best practices for public engagement and implemented the “On the Table” community engagement strategy created by The Chicago Community Trust¹, a nonprofit organization that has worked to increase meaningful civic engagement. Instead of one traditional public meeting hosted by the City, the On the Table model allows participants to host discussions at their own home or office with friends, family, coworkers, neighborhoods, church members, or other groups of approximately 8 to 12 people, and report the information back to the City via photo, email or drop-off.

The small group discussions were intended to occur all on the same day, throughout the city for a citywide public engagement day. The City hosted the citywide Engagement Day on Tuesday, October 2, 2018, which coincided with National Night Out. While community members were encouraged to participate in the exercise during that day, the toolkits were also available for input through October.



To maximize existing networks, the City partnered with six key community groups:

- Georgetown Independent School District
- Chamber of Commerce
- Southeast Georgetown Community Council
- Southwestern University
- Georgetown Ministerial Alliance
- Georgetown Health Foundation.

A representative from each organization met in the months before the event to plan and reached out to their members to promote event participation. Each organization acted as a “Super Host” by offering meeting space to the public for discussions at certain times throughout the day at various locations.

Residents were able to register to participate on the 2030 Plan Update website, which listed the times and locations of discussions open to the public. A promotional video was made and posted to the City’s social media sites. Neighborhood representatives who signed up for National Night Out were contacted and offered information about the event. Planning staff spoke at several civic group meetings and provided details about the input opportunity. A training was held a week before the event on September 26, 2018 for any resident to get more information and for registered groups to pick up discussion materials.

on the table
Georgetown
REGISTER HERE

¹ More information about the development of the initiative at: <http://onthetable.com/>. Reports available from research partner University of Illinois at Chicago’s Institute for Policy and Civic Engagement at: <http://2017.onthetablereport.com/>

2

INPUT REPORT

"Toolkits", or handouts, to facilitate group discussions were developed and made available at the Planning Department office, via email, and download via the City's website. "Host" and "Youth" toolkits were customized for the intended participants. Each toolkit included an introduction to the comprehensive planning process, tips for facilitating a constructive meeting, a step-by-step checklist, a sign-in sheet, a list of conversation starters, and a notes page to record input.



on the table
Georgetown

HOST TOOLKIT



NOTES

Use this page to jot down a few ideas you want to share from your table.

What were the most important things discussed at your table?

What are your group's big ideas?

Other notes:

Our goal is to have one sheet of notes per table. Please submit this sheet to the City of Georgetown Planning Department at 4840 W. 37th St. or info@georgetown.org no later than October 3, 2016. This form is available electronically at: www.georgetown.org/online-forms

Full Name (Optional): _____ #148267486@georgetown

Meeting Location: _____ #148267486@georgetown

Meeting Date: _____

Number of Guests: _____

[f](#) [t](#) [@](#)

Participants were prompted to discuss a series of conversation starters, which included questions such as:

- What are the biggest issues our community faces?
- What would you say if you were bragging on Georgetown?
- What are your favorite cities and why?
- What aspect of Georgetown is most important to preserve as we grow?

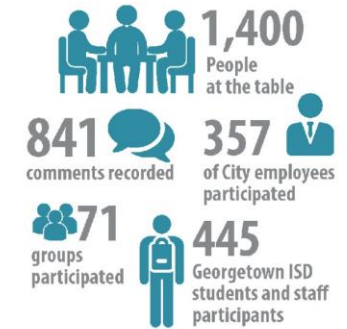
Following a group discussion, a notetaker documented the most important takeaways and ideas from the discussion on the Notes page that was then sent back to the city via email or drop off. The notetaker was also able to enter the information digitally through an online survey tool.

3

INPUT REPORT

On the Table Community Response

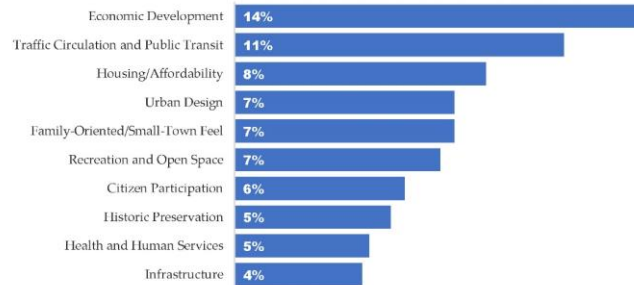
In all, over 1,400 people participated in On the Table discussions throughout the city, collaborating in 71 groups and providing 841 unique comments. Almost half of the over 700 total city employees participated in sharing ideas for 2030. Volunteers from many departments led discussion groups throughout the day. The school district was able to facilitate discussions across grade levels, including second grade, middle school and high school classes, and also facilitated discussions with faculty and staff. Southwestern University had over 60 students participate in discussions in an effort led by the University Communications department and Student Government Association. Several large neighborhood groups in Sun City were able to host discussions during their National Night Out activities. The collective input results are shown in the following charts and graphics.



4

INPUT REPORT

Top TEN most frequently-mentioned categories



What do you BRAG about Georgetown?



What are your CONCERNS for Georgetown?



5

INPUT REPORT

What's MISSING in Georgetown?



6

INPUT REPORT

On the Table Input Analysis

To quantitatively analyze the results, the responses returned to the City were collected and entered into a spreadsheet, which coded each individual comment with a corresponding category derived from the fourteen elements of the comprehensive plan prescribed in the City's charter (e.g., economic development or housing). Five additional categories were added based on the volume of comments related to that idea. These categories were: education, general growth, family-oriented/small-town feel, diversity and events/festivals.

Each comment also received a score for a general positive (+1), neutral (0), or negative (-1) connotation. The responses were tallied through an overall count of references (top ten), the most positive comments (brags), and the most negative comments (concerns). A fourth type of comment received was the identification of desirable activities or developments (what's missing), which are organized generally by the font size representing the frequency of comment. The full listing of comments can be found as an appendix to this report.

ONLINE SURVEY AND RESPONSES OVERVIEW

The City conducted an online survey, which was open from July 20, 2018 to October 31, 2018. The survey was provided as a link on the City website's front page and advertised on social media, in weekly city news emails, and the Georgetown Reporter that went out in utility bills. The survey was also available to be taken on iPad kiosks that were placed in the Georgetown Recreation Center, Georgetown Public Library, and Georgetown Municipal Center. Survey participation was available through both kiosks and paper surveys taken to outreach events including the Music on the Square event in Downtown Georgetown, the Words on Wheels mobile library and at multiple speaking engagements.

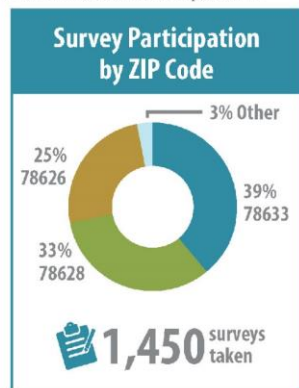
The online survey questions included:

- Why did you choose to live in Georgetown?
- What do you like most about living in Georgetown?
- Which places do you visit most in Georgetown?
- What is your connection to Georgetown?
- If you live here, for how long?

The online survey asked participants what Georgetown should look like in the year 2030. This question allowed an open field for the respondent to enter their own comments.

Online Survey Community Response

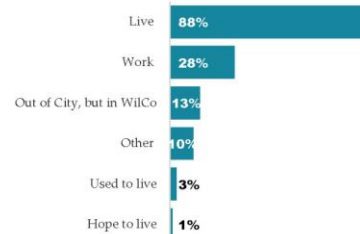
The online survey received a total of 1,455 responses, which included 1,322 online responses and 133 responses from survey kiosks and printed paper surveys. The results of the input are shown in the charts below.



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INPUT REPORT

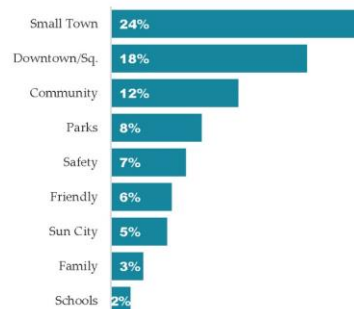
Connection to Georgetown



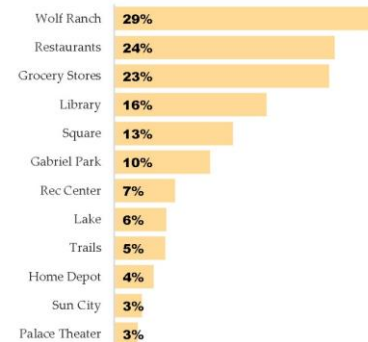
Why did you choose to live here?

1. Small Town
2. Sun City
3. Family
4. Schools
5. Proximity to Austin
6. Quality of Life
7. Employment
8. Affordable
9. Round Rock
10. Low crime

What do you like most about living in Georgetown?



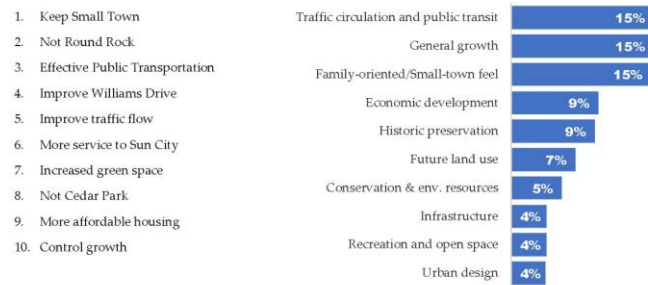
Which places do you visit most?



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INPUT REPORT

In 2030, what should Georgetown look like?



*Top ten most frequently mentioned categories

Online Survey Input Analysis

The online survey was created using the Survey Monkey online survey tool. Features of the tool include analyzing the most frequently used phrases to open ended questions. Bar charts and numbered lists were created to represent answers to the questions based on the Survey Monkey analysis. Survey Monkey provided a quantitative analysis of the questions except for the question, "In 2030, what should Georgetown look like?" The City ran the responses to this question through the software application WordStat that produced the most frequently occurring phrases. To provide consistency and basis for comparison, the comments were also coded in the same manner as the On the Table comments: the recorded responses were collected and entered into a spreadsheet, which coded each individual comment with a corresponding category to the fourteen elements of the comprehensive plan prescribed in the City's charter (e.g., economic development or recreation and open space). Each comment also received a score for a general positive (+1), neutral (0), or negative (-1) connotation. Five additional categories were added based on the volume of comments related to that idea. These categories were: education, general growth, family-oriented/small-town feel, diversity and events/festivals.

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INPUT REPORT

INPUT THEMES

The following themes emerged from the public input gathered from the two input opportunities. These themes, in conjunction with additional public input received throughout the comprehensive planning process, will guide the development of this 2030 Plan Update.



Maintain the family-oriented, small-town feel

1. Given the inevitable growth of the community, it is crucial for the City to preserve this small-town feel to maintain a strong sense of community.
2. It should be a goal of the City to promote the incorporation of family-friendly development.
3. Host and promote family-oriented events.



Continue to encourage high-quality development

1. Residents are proud of Downtown Georgetown and its appearance. Residents love how vibrant and walkable the downtown area is and mentioned how they like the historical buildings and local shops.
2. Many residents felt that Georgetown should not reduce development standards to attract development. Instead, they felt Georgetown should maintain high development standards while still promoting more affordable development.
3. Many felt that there should be more sidewalks implemented around the City. In addition, many felt that current sidewalks should be improved.



Enhance citizen participation and engagement

1. Residents noted that it would be beneficial to the community to be notified as to when public events take place, allowing for greater community participation. Combining social media with more traditional forms of advertising would allow for more people to know about opportunities to provide their input.
2. Citizens explained that they would like to be better notified of the results of events involving public input. Although this information might be available to the public, residents explained that it is important to advertise it in such a way that most residents in the community are made aware.
3. Pursue more opportunities to engage the community, including utilizing school events and festivals.
4. Communicate better on future and current development happening in the community, including utilizing social media.

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INPUT REPORT



Focus on housing and affordability

1. Rising housing prices have aided in creating a high cost of living, increasing to the point where many residents feel as though they might not be able to live in Georgetown in the near future.
2. There is not enough variety of housing types within the City. For example, developments could be permitted in more areas of the City.
3. Many residents suggested the use of incentives to help create a more affordable community.
4. Some participants expressed concern regarding the provision of low-income housing and preferred to focus on middle-income housing.



Enhance economic development opportunities

1. Residents like the large variety of local businesses and restaurants throughout the community. Many noted that part of Downtown Georgetown's distinct charm involves the large amount of local businesses in the area.
2. Improve Georgetown's efforts to attract and accommodate younger generations. More nightlife and entertainment in Georgetown will attract college students and other younger professionals.
3. Recruit higher-paying employers/tech companies to combat the rising cost of living.
4. Develop the eastern areas of Georgetown to match the level of amenities available in other portions of the City.



Maintain and add to the existing quality parks and recreation

1. Expand the existing trail network to connect to areas throughout Georgetown.
2. Improve access to parks and open space by allowing free entry. Many explained that Garey Park is not affordable and that all parks should be free to residents.
3. Many residents suggested an increase in the amount of open space throughout the community. More specifically, many liked the idea of adding parks to existing and future neighborhoods.



Improve and diversify the transportation network

1. Many residents expressed the need for better public transit within the City. Some residents are unaware of GoGeo transit and feel that the service should be better advertised. Conversely, others explained that they would prefer the addition of a light rail system, such as a trolley.
2. Residents desire some sort of commuter rail that runs to Austin and surrounding areas.
3. Traffic light synchronization should improve to help alleviate traffic congestion.
4. Although traffic congestion has become an issue throughout the City, many residents have explained that Williams Drive needs significant improvements.



This Input Report highlights the most common recurring comments and concerns expressed by the community in relation to housing and affordability for the 2030 Update. Community input was gathered through a city wide survey and engagement day, two real estate professional specific events, and from the Steering Committee of the 2030 Plan Update.

COMMUNITY INPUT

On the Table Georgetown

The City hosted a citywide Engagement Day on Tuesday, October 2, 2018, which coincided with National Night Out to provide residents an opportunity to give their ideas about the future of Georgetown's growth and development. Facilitated discussion groups were planned throughout the day across the city so that individuals could participate at their convenience. Materials were also made available online so that people could host discussions at their home or business. Each discussion table was asked to consolidate their ideas into a one page summary sheet. Of the 858 total comments collected, 71 addressed housing and affordability. A sample of the housing related comments are below categorized by the three Housing Element themes.

Affordability

- A need for affordable housing in Georgetown.
- Rising housing prices have aided in creating a high cost of living, increasing to the point where many residents feel they might not be able to live in Georgetown in the near future.
- Use of incentives to help create a more affordable community.
- Providing incentives to developers to provide more affordable housing.
- Providing incentives to City employees to encourage and allow them to live in the City.
- Affordable housing with rental and home buying is not only affecting low income but also medium income individuals and families.
- Hard to live in Georgetown on a single income.

Preservation

- Gentrification is creating affordability issues
- Gentrification has impacted current residents in a negative manner
- Cost of living is increasing in town and it is difficult for people who have been here to stay.
- Concerned too expensive to live here for much longer

Diversity

- Not enough variety of housing types within the City.
- Townhomes and apartments are housing developments that could be implemented in the City.

1

HOUSING INPUT REPORT

SURVEY #2

- More diverse housing types are needed.
- There is slow growth of multi-resident/high density residential buildings. Need more of these.

Survey #1 - Question #5

The City conducted an online survey as initial outreach of the 2030 Plan Update asking participants what Georgetown should look like in the year 2030. This question allowed an open field for the respondent to enter their own comments. A sample of the housing related comments are below categorized by the three themes addressed by the Housing Element. Of the 1,323 open ended comments, 18 addressed housing and affordability directly.

Affordability

- Affordable housing needed to make sure everyone feels welcome, not the case currently
- Affordability has changed in 10-15 years

Preservation

- Maintain existing core neighborhoods and downtown areas. Infill and expansion construction should be compatible with neighboring properties

Diversity

- Afford to purchase a home and stay their whole life
- Mixed use development like Mueller
- Embrace everyone
- Expand with mixed-use and a variety of housing types/sizes.
- More dense but still a welcoming community. Pride for historic assets, and a place for people of all ages.

Metroquest Housing Survey

The City conducted an online survey from March 1 – March 29, 2019, seeking input on housing. Of the 566 people who participated in the online survey, 94% live in traditional single-family detached home, 9% rent their homes, 43% have lived in Georgetown at least 11 years, and 34% have lived in Georgetown five years or less.

Housing Affordability

What are housing challenges for owners?

Property tax (by a large margin)

What are housing challenges for renters?

Rent prices and housing availability (note that many homeowners also responded to this question)

Who could benefit from additional housing options?

Mid-income people, families, and young professionals

What types of housing affordability support are needed?

Focusing on providing a range of housing prices, particularly lower housing prices



2

Housing Preservation

What might cause you to leave your neighborhood?

Participants were asked to select their top five concerns from a list of eight choices. The following table indicates how many times each concern was selected as a priority, and how high each concern was ranked.

Housing Diversity

Which housing types are needed?

Single-family homes, townhomes, mixed-use development are needed. Less preference for apartments or condos. No clear conclusion on duplexes.

Which densities are needed?

Low density rural lots, small homes on small lots are needed. Less preference for large homes on small lots, medium to high density, or accessory dwellings.

What is needed to support aging-in-place?

All options were highly rated – support services, accessibility, healthcare, transportation, and range of housing types

Number of Times Ranked	Highest Ranking
Property tax increases	Property tax increases
Cost to maintain	Public safety
Public safety	Inability to age in place
Walkability and access	New development
Inability to age in place	Walkability and access
New development	Cost to maintain
Variety of housing types	Variety of housing types
Not enough amenities	Not enough amenities

STEERING COMMITTEE INPUT

Following a presentation of the supply and demand of for-sale and rental housing, the Steering Committee was asked to note their findings and key takeaways. Many of the findings from the rental demand data related to affordability.

Affordability

- Surprised by high renter cost burden
- Surprised Georgetown AMI is lower than WilCo
- Surprised that there are a significant amount of more renters are cost burdened than owners.
- Regional demand cannot be completely addressed by local supply
- The data suggests there is a segment of the population for whom Georgetown is unaffordable
- Lower income is more cost burdened.
- Surprised that anyone under \$20K could own a home
- Not enough houses for \$50K incomes
- Income does not equal ownership
- Lower rents for single family than expected
- 2008-2018 Wages not growing as fast as housing costs
- Surprised to know wages not growing as fast as housing costs



Preservation

- Duplexes = affordability

Diversity

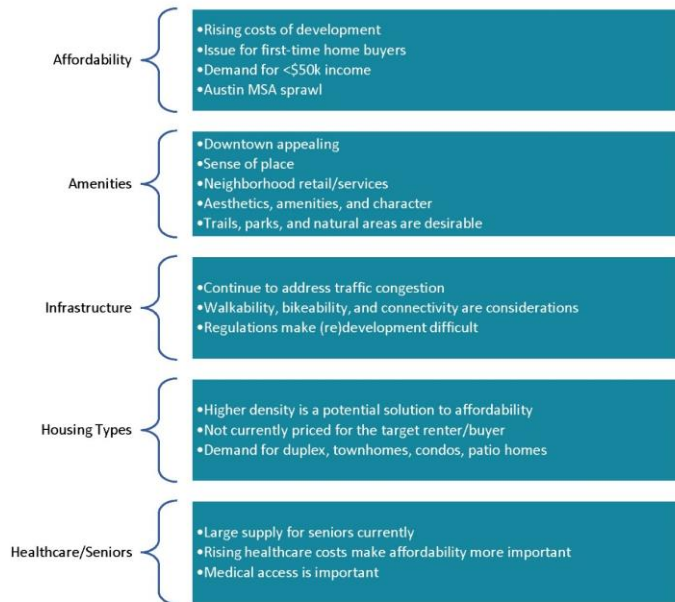
- Send to Council: Georgetown needs more duplex, fourplex.
- Surprising that more subsidized units than Class B
- Townhouses/condos play a role in the market
- Density is the answer
- Housing is an economic development issue
- Surprised nothing under \$399K west of I-35
- # of units under \$275K in next 12-18 months, making some progress
- Increase UDC, increase cost



REAL ESTATE PROFESSIONALS INPUT

Real Estate Roundtable

On June 26, 2018, the City of Georgetown met with members of the local real estate, development and finance community to discuss housing trends in the City and region. The following five topic areas emerged from their discussions:



WilCo Realtors Association

On September 18, 2018, the City of Georgetown met with 67 members of the Williamson County Association of Realtors to discuss relevant elements of the 2030 Plan, present key trends from the State of the City, and solicit input on existing conditions within the real estate market. About half (49%) of the participants have been in the real estate industry for at least 10 years, and over a third (35%) have worked in the Georgetown market for at least 10 years.

Participants were asked to identify the top three characteristics that their clients request from a list of eight options. The most requested characteristics include:

1. Affordability (47%)
2. Schools (37%)
3. Regional access (jobs and medical) (26%)
4. Neighborhood aesthetics and "character"
5. Neighborhood retail and services

Affordability

The price points with the highest demand in Georgetown are \$200,000 to 250,000 (41%) and \$250,000-300,000 (32%). When desirable housing options cannot be found within Georgetown, clients most frequently turn to Hutto and Jarrell.

Diversity

The most difficult housing product to find in Georgetown is condominiums (63%), while 18% of realtors said townhomes are the most difficult to find.

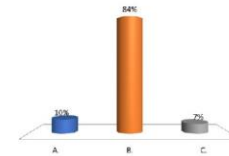
- 84% said there is not enough housing to meet demand
- 79% said Georgetown's housing quality meets client expectations

Preservation

The realtors were not asked questions related to preservation of existing neighborhoods.

Is there enough availability of homes to meet your clients' desires?

- A. Yes
- B. No
- C. Other/Unsure



APPENDICES



GATEWAYS INPUT REPORT

This Input Report highlights the most common recurring comments and concerns expressed by the community in relation to gateways for the 2030 Update. Community input was gathered through a city wide survey.

METROQUEST GATEWAYS SURVEY

Participation Information

The City conducted an online survey from April 24 – May 15, 2019, seeking input on gateways. Of the 337 people who participated in the online survey, 38% of respondents, which was the largest group of respondents, have lived in Georgetown for five years or less and 21% of respondents, which was the next largest group, have lived in Georgetown for more than 20 years.



Corridor Elements

How important are each of the following elements for each corridor type?

Highway Corridors and Scenic Corridors received similar responses, with only Building Scale/Design and Streetscape reversed. Downtown Corridors placed the strongest emphasis on walkability, which rated lowest for the other two corridor types.

Rank of Importance	Highway Corridors	Scenic Corridors	Downtown Corridors
1	Land Use	Land Use	Walkability
2	Building Scale/Design	Streetscape	Streetscape
3	Streetscape	Building Scale/Design	Land Use
4	Signs	Signs	Building Scale/Design
5	Walkability	Walkability	Signs

1

GATEWAYS INPUT REPORT

SURVEY #3

Favorite Gateways

The survey asked participants to note their favorite and least favorite corridors in the City. It is interesting to note that both the favorite and least favorite lists included the same five most frequently mentioned corridors.

Which gateway is your favorite?

The Austin Avenue corridor received the most mentions in the “favorite” category; however, it is important to note that this count also includes references to “Downtown”, which could include SH 29 or other corridors. Participants enjoy this corridor due to its unique and historic character, views of the river and trees, and land uses.

Williams Drive received the second-most mentions, with most of the positive comments relating to accessibility.

Which gateways is your least favorite?

Williams Drive was by far the most frequently mentioned “least favorite” corridor. Participants noted that the corridor is congested and unattractive.

The next frequently mentioned corridor was SH 29, including the western, central, and eastern portions of the corridor. Participants dislike the corridor’s traffic, limited landscaping, and land uses.

Corridor	Favorite	Least Favorite
Downtown/ Austin Ave	<p>40 mentions:</p> <ul style="list-style-type: none"> Historic appearance Square San Gabriel River view Beautiful Courthouse Thoughtful and planned Scenic, low-level buildings Represents Georgetown Trees Urban context Charming Unique Shops and restaurants Good traffic flow Adorable homes Activity Main entrance into city Preserves the city’s character Clean and lively Good mix 	<p>10 mentions:</p> <ul style="list-style-type: none"> Ugly oil change Bad sidewalks Could look much better
Williams Drive	<p>20 mentions:</p> <ul style="list-style-type: none"> Most convenient Access to Downtown Access to businesses 	<p>39 mentions:</p> <ul style="list-style-type: none"> Looks old and run down Ugly Horrible design Looks dirty

2

		Need to clean up No landscaping No restrictions Buildings Random buildings with no flow or plan Buildings too close to road All commercial Heavy traffic Congested Slow Too many stop lights Badly developed Too many driveways Dangerous
SH 29	18 mentions: Scenic west side and east side East side still feels rural Nice mix of landscape and buildings Beautiful through Downtown Southwestern Central represents the Downtown feel Clean and well-kept Little bit of everything	22 mentions: Just storage and gas stations Traffic Bridge blocks river view Few plantings
I-35	11 mentions: Good visibility of entryway sign Businesses Open space Beautiful Good view of the city Plantings	19 mentions: No distinction from Round Rock Williams Drive exit is too far away Too busy Not much character Dangerous trucks at quarry
Leander Road	7 mentions: Not over developed Limited lights Convenient Wide roadway	8 mentions: Land use is already set Looks old and dated Can't pass slow trucks Seems desolate Not much there Ugly and dirty Not a hometown feel

Corridor Segment Prioritization

Participants were asked to select all corridors that they consider "important"; up to all 14 corridor segments could be selected.

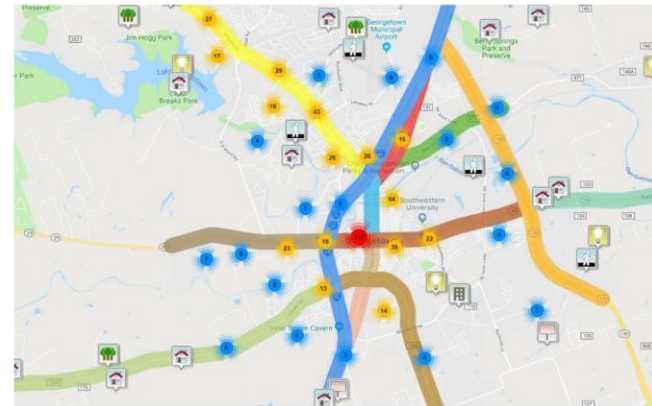
As shown, more than 3/4 of respondents selected SH 29 (Central), Williams Drive, SH 29 (West), and North Austin Ave. as "important".

Less than 1/2 of respondents selected SH 29 (East), Leander Road, SH 130, Weir Road, or 195 as "important".

Corridor Segment	% Ranked as "Important"
SH 29 Univ. Ave. Central	94%
Williams Drive	92%
SH 29 Univ. Ave. West	87%
North Austin Ave.	86%
South Austin Ave.	71%
I-35	62%
Far South Austin Ave.	59%
Spur 158 North Austin Ave.	58%
SH 29 Univ. Ave. East	49%
FM 2243 Leander Road	49%
FM 1460 Leander Road	43%
SH 130	36%
FM 971 Weir Road	28%
SH 195	24%

Character & Design

Participants were asked to identify at least three good or bad examples of design elements along Georgetown's gateway corridors. By dragging an icon onto a location on an interactive map, participants were able to specify whether their identification was a good or bad example and had the option to include a comment relating to that identification.



SURVEY #3

GATEWAYS INPUT REPORT

Corridor Segment	Identification Count						Total
	Land Use	Building Design	Land-scaping	Walk-ability	Signs	Lighting	
SH 29 Univ. Ave. Central	16	12	8	10	3	4	53
Williams Drive	37	29	16	26	8	11	127
SH 29 Univ. Ave. West	11	4	2	2	6	2	27
North Austin Ave.	10	36	12	35	6	9	108
South Austin Ave.	3	9	4	7	0	1	24
I-35	9	5	7	7	17	6	51
Far South Austin Ave.	3	1	0	0	0	0	4
Spur 158 North Austin Ave.	2	2	4	4	0	1	13
SH 29 Univ. Ave. East	2	0	0	0	0	0	2
FM 2243 Leander Road	5	0	4	9	1	1	20
FM 1460 Leander Road	2	2	2	2	0	3	11
SH 130	2	1	3	2	2	1	11
FM 971 Weir Road	3	4	3	2	0	2	14
SH 195	2	2	1	0	1	5	11

SH 29 (University Avenue Central)

Within the University Avenue Central corridor segment, there were a total of 53 identifications. The largest portion of identifications concerned land use, with many noting that there is a significant amount of development in the area and that there is a concern that the corridor is getting too crowded. The second largest portion of identifications related to building design, with most comments approving of the existing character of development in the area.

Williams Drive

Within the Williams Drive corridor segment, there were a total of 127 identifications. The largest portion of identifications concerned land use. Like the University Avenue Central corridor segment, many expressed concerns over allowing for more development. Additionally, many felt that there are too many auto-related businesses within the corridor. Other prominent identifications include building design and walkability. Comments noted that building standards should be enhanced and that sidewalks should be continuous.

SH 29 (University Avenue West)

There were 27 identifications within the University Avenue West corridor segment, the largest of which was regarding land use. Many comments noted that better development standards should be implemented to ensure that quality buildings are built as the corridor grows. Other notable identifications include signage, with many comments that existing conditions are good and should be maintained.

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GATEWAYS INPUT REPORT

SURVEY #3

North Austin Avenue

Within the North Austin Avenue corridor segment, there were a total of 108 identifications. Of these, more than half concerned building design and walkability. Most comments relating to building design were positive, expressing that the character of the buildings in the downtown area are good. As it relates to walkability, most comments were positive and expressed how easy it is to walk around the downtown area.

South Austin Avenue

A total of 24 identifications occurred within the South Austin Avenue corridor segment, with building design being the most prevalent. A mix of positive and negative comments made up the identifications, with some reiterating how much participants liked the character of the downtown core, while others complained about recent development occurring right outside the square.

I-35

Within the I-35 corridor segment, there were a total of 51 identifications. Of these, signage was identified the most. Most signage identifications were negative in nature, either expressing the need for a uniform, coordinated look along the highway or the elimination of existing signage such as billboards.

Far South Austin Avenue

Only four identifications occurred within the Far South Austin Avenue corridor segment, with three of them concerning land use. Most were negative in nature and expressed how the corridor segment can be best characterized as having an industrial feel.

Spur 158 (North Austin Avenue)

A total of 13 identifications were made in the North Austin Avenue corridor segment, with over half relating to landscaping and walkability. Mixed responses made up the landscaping identifications, while most walkability identifications were typically negative. In general, negative comments explained the need to enhance the area as it relates to landscaping and sidewalks.

SH 29 (University Avenue East)

Only two identifications were made in the University Avenue East corridor segment, both relating to land use. One was negative in nature while the other was not identified as being good or bad. No comments were attached to either identification.

FM 2243 (Leander Road)

Within the FM 2243 portion of the Leander Road corridor, a total of 20 identifications were made. Most identifications dealt with walkability, citing the need for more sidewalks and crosswalks along the corridor. Other notable identifications include land use, in which some participants commented that there should be more amenities.

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FM 1460 (Leander Road)

Only 11 identifications were made in the FM 1460 portion of the Leander Road corridor, with the most prevalent concerning lighting. Most identifications concerning lighting were negative in nature. Notable identifications include one relating to land use in which a comment explained that more commercial development should be incorporated into the corridor segment.

SH 130

Within the SH 130 corridor segment, 11 identifications were made. Of these, the most prevalent related to landscaping, with all being positive. Other notable identifications include signage in which a comment expressed that existing signs are appropriately set back from the road.

FM 971 (Weir Road)

A total of 14 identifications were made in the Weir Road corridor segment, with the most prevalent relating to building design. All building design identifications were negative in nature, with many containing comments relating to the existing manufactured home parks. Other notable comments include the desire for a soundproof wall in areas where homes abut roadways.

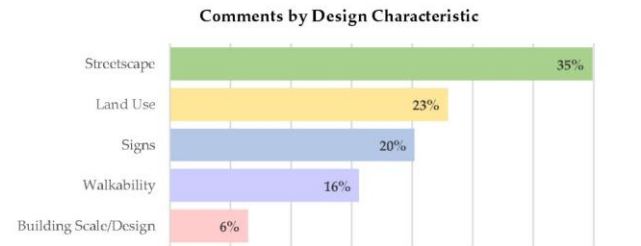
SH 195

Within the SH 195 corridor segment, there were a total of 11 identifications. Most of these identifications dealt with lighting, with many comments noting that the lack of streetlights makes this road dangerous to drive on at night.

PROFESSIONAL ROUNDTABLES

Individuals from a variety of fields were brought together to provide their professional expertise at two roundtable sessions to help further develop goals for Georgetown's gateways. Professionals included local architects and landscape architects, TxDOT representative, an urban forester, and City Staff (planning, engineering, and parks). The first roundtable covered all gateway corridors, while the second roundtable focused specifically on downtown corridors.

Participants were asked to provide ideas for each element within each corridor. The number of ideas for each element varied greatly. As shown, the largest portion related to the streetscape element, constituting roughly 35% of all ideas. After comments were recorded, participants were asked to narrow those ideas down to two or three recommendations for each element. A table has been included at the end of this section with the top recommendations for each element.

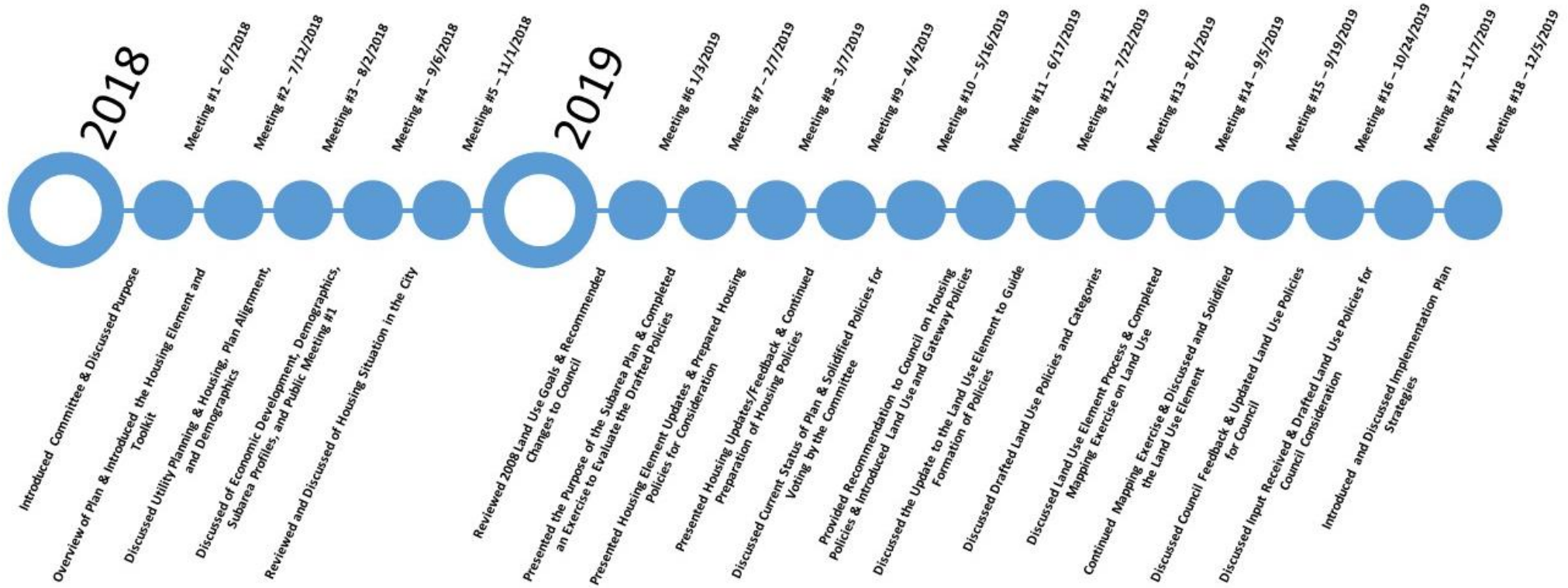


APPENDICES

SURVEY #3		GATEWAYS INPUT REPORT	
Rank (MQ survey)	Element	Top Recommendations	
Highway Corridors			
1	Land Use	Height restrictions No industrial uses	
2	Building Scale/Design	No comments on this topic	
3	Streetscape	Focus on intersections Natural and native plantings a) Build road through the landscape b) End goal - minimize invasion to existing landscape in look	
4	Signs	Branding/ Design guidelines/ aesthetic for place-making Commercial – size & consolidation	
5	Walkability	Tie into San Gabriel River corridor. Be deliberate in creating access for pedestrians/bikes for cross access Connections	
Scenic/Natural Corridors			
1	Land Use	Address the orientation of buildings Reduce access points	
2	Streetscape	Landscaped medians Landscaping Code – Require more, improve, buffer planting requirements	
3	Building Scale/Design	No comments on this topic	
4	Signs	Need sign guidelines per image corridor type. Commercial – billboards – signage ordinance a) Low & side orientation distinguishes signs currently b) Consolidation can work with many businesses c) Value in zone/district identification d) Other comm. w/ stricter guidelines – evokes sense of pride	
5	Walkability	Require connectivity from residence to community Review sidewalk standards, sidewalks on high traffic roads a) Too close to streets, unsafe b) Build from destination out for development process (not the reverse)	

GATEWAYS INPUT REPORT		SURVEY #3	
Rank (MQ survey)	Element	Top Recommendations	
Downtown Corridors (RT #1)			
1	Walkability	Connect to parks Define tree/ landscape requirements in the Downtown. Lack guidance on spacing and species requirements.	
2	Streetscape	Need definition for "Tree" in Downtown Master Plan Review planting requirements for Downtown	
3	Land Use	Allow buildings to touch? Require less parking? Develop parking credits – zones, alternate parking plans	
4	Building Scale/Design	Feels homey with law offices, etc. Encourage.	
5	Signs	Place monuments at entries of critical zones	
Downtown Corridors (RT #2)			
1	Walkability	Safety and Treatment of crosswalks Diagonal crossings, controlled crosswalks Sidewalk gaps, City could fill in the gaps around downtown Landscape boundaries to channel direction and flow	
2	Streetscape	Transition points to downtown area Landscaping overall, more standards (ex: larger setbacks/buffers) Improving image of the bridges, make bridges more iconic Lighting for signs (ex: monument signs)	
3	Land Use	Limit undesirable uses (ex: industrial and auto sales) More responsibility on developer to preserve and enhance the beautification of site Preservation of trees along the gateway, punishment for removal of landscaping	
4	Building Scale/Design	Consistent feel of structures/ blend new structures into historic feel (ex: limit stories and setbacks) Focus the scale of the downtown area on the pedestrian with less stories	
5	Signs	Unified signage (ex: more visible, material, look of city signage) Wayfinding and aiding with movement around the downtown (ex: develop new sign mater plan, entryway signage such as The Strand in Galveston)	

Appendix D: Major Milestones of Steering Committee



APPENDICES

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street Georgetown, Texas 78626
Thursday, June 7, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzales; Ana Eby; PJ Stevens; Ercel Brashear; Josh Schroeder; Lou Snead; Linda McCalla; Danielle Houck; Suzy Pukys; Wendy Cash; Rhonda Mundhenk; Hugh Brown and Paul Secord.

Staff present: David Morgan, Sofia Nelson; Nat Waggoner; Susan Watkins; Paul Diaz; Eric Lashley; Kimberly Garrett; Andreina Davila; Kim McAuliffe; Seth Gipson; Chris Fusco; Madison Thomas; Robyn Miga; Jordan Feldman; Nathan Jones; Joe Sepulveda; Wayne Reed and Karen Frost

Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:00 pm.

- A. Dinner – Remarks by Mayor and City Manager
- B. Introductions (Project Team and Steering Committee) The Steering Committee was asked to introduce themselves and tell their favorite aspect of living in Georgetown and to describe what they think a caring, honoring, and innovating Georgetown will look like in 2030.
- C. Review purpose of the Steering Committee Sofia Nelson, Planning Director
- D. Review Adopted City Vision Statement David Morgan, City Manager
- E. Planning 101 – Purpose of Update, review history of comprehensive planning in Georgetown, including current 2030 Plan. What is a Comp Plan? Sofia Nelson, Planning Director and Nat Waggoner, Long Range Planning Manager
- F. Review Draft Project Schedule Nat Waggoner
- G. Review Draft Public Engagement Plan, including Public Meeting #1 Nat Waggoner
- H. Discuss project challenges and remedies Nat Waggoner
All items were presentation items and no action was taken at this meeting.
- I. Questions and Answers Sofia Nelson and Nat Waggoner
- J. Next Meeting Date/Time/Agenda Karen Frost, Recording Secretary
The next meeting will be held on July 12 at 6:00 pm in the library.

Adjournment Meeting was adjourned at 7:32 pm.


Approved, Mayor Dale Ross


Attest, Josh Schroeder

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Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street Georgetown, Texas 78626
Thursday, July 12, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzales; Ana Eby; PJ Stevens; Linda McCalla; Danielle Houck; Suzy Pukys; Wendy Cash; Rhonda Mundhenk; Scott Stribling; Hugh Brown and Paul Secord.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Ed Polasek; Laurie Brewer; Wayne Reed and Karen Frost

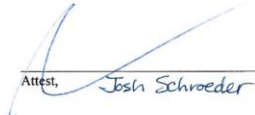
Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:00 pm.

- A. Review outcomes of Steering Committee Meeting #1, including questions and answers. Sofia Nelson, Planning Director
- B. Introduction of Consulting Team, Freese and Nichols Inc. Nat Waggoner, Long Range Planning Manager
- C. Master Plan Alignment Overview Freese & Nichols
- D. Education: Land Use, Zoning, Overlays Freese & Nichols
- E. Introduction of the Housing Element and Toolkit Susan Watkins, Housing Coordinator and Community Development Strategies
All items were presentation items for discussion and no action was taken at this meeting.
- F. Questions and Answers Sofia Nelson and Nat Waggoner
- G. Next Meeting Date/Time/Agenda Karen Frost, Recording Secretary

The next meeting will be held on August 2 at 6:00 pm in the library.

Adjournment
Meeting was adjourned at 7:40 pm.


Approved, Mayor Dale Ross


Attest, Josh Schroeder

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Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street Georgetown, Texas 78626
Thursday, August 2, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzales; Ana Eby; PJ Stevens; Ercel Brashear; Josh Schroeder; Scott Stribling; Lou Snead; Danielle Houck; Suzy Pukys; Wendy Cash; Rhonda Mundhenk; Hugh Brown and Paul Secord.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Glenn Dishong; Wesley Wright; Joe Sepulveda; Chris Foster; James Foutz, Wayne Reed and Karen Frost


Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:00 pm.

- A. Review outcomes of Steering Committee Meeting #2, including questions and answers. Sofia Nelson, Planning Director
Nelson reviewed the meeting #2 notes. No action was taken.
- B. Steering Committee Feedback Nat Waggoner, Long Range Planning Manager
Waggoner facilitated the discussion of the feedback that was given. No action was taken.
- C. Education: Utility Planning, Housing Wesley Wright, Systems Engineering Director; Susan Watkins, Housing Coordinator
Wright, Dishong and Watkins lead the discussion. Committee asked many questions. No action was taken.
- D. Alignment Nat Waggoner, Long Range Planning Manager
Alignment with other topics and discussion of expectations of outcomes from the plan. No action was taken.
- E. Introduction to Demographics Nat Waggoner, Long Range Planning Manager
Waggoner explained the use of the demographic information being gathered. No action was taken
- F. Questions and Answers Sofia Nelson and Nat Waggoner
- G. Next Meeting Date/Time/Agenda Karen Frost, Recording Secretary

The next meeting will be held on September 6 at 6:00 pm in the library. Nelson explained that the October event – On the Table will be held on October 2 and the steering committee will not be meeting on October 4th.

Adjournment
Meeting was adjourned at 7:40 pm.


Approved, Mayor Dale Ross

Attest 
Josh Schroeder

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Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street Georgetown, Texas 78626
Thursday, September 6, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzalez; Ana Eby; PJ Stevens; Ercel Brashear; Josh Schroeder; Scott Stribling; Doug Noble; Lou Snead; Danielle Houck; Suzy Pukys; Wendy Cash; Rhonda Mundhenk; Hugh Brown and Paul Secord.


Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Michaela Dollar; Chris Foster; Ed Polasek and Wayne Reed

Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:00 pm.

- A. Review outcomes of Steering Committee Meeting #3, including questions and answers. Sofia Nelson, Planning Director
Nelson reviewed the meeting #3 notes. No action was taken.
- B. Education: Economic Development, Michaela Dollar, Economic Development Director Dollar gave a presentation of the recent economic development studies and information on the workforce and retail needs of the city. No action was taken.
- C. Demographic Findings Nat Waggoner, Long Range Planning Manager
No action was taken.
- D. Subarea Profiles, Susan Watkins, Housing Coordinator
No action was taken
- E. Public Meeting #1, Susan Watkins, Housing Coordinator
Watkins reviewed the On the Table Event and process of engaging the community. No action was taken.
- F. Public Comment Sofia Nelson and Nat Waggoner
No public comments were received.
- G. Next Meeting Date/Time/Agenda Karen Frost, Recording Secretary

The next meeting will be held on November 1 at 6:00 pm in the library. Nelson explained that the October event – On the Table will be held on October 2 and therefore the steering committee will not be meeting on October 4th.

Adjournment
Meeting was adjourned at 7:30 pm.


Approved, Mayor Dale Ross

Attest 
Josh Schroeder

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APPENDICES



Re: Steering Committee Meeting #5 – Summary of Findings

At the meeting, the Committee reviewed the current Housing Element and the direction for housing provided by the City Council in 2016. The project team recapped the purposes of the Housing Inventory, Subarea Profiles, and State of the City.

Following the recap of the Steering Committee discussions to date, the project team shared housing supply and demand information through a series of four (4) short, formal presentations. In between those presentations, the project team facilitated small group discussions with the Committee in order to collect key findings related to local housing supply and regional demand.

- Presentation #1: Regional employment, housing demand (rental units)
- Presentation #2: Housing demand (for sale units)
- Presentation #3: Supply (rental units)
- Presentation #4: Supply (for sale units)



Included in the above photo and summarized below is a summary of the comments shared during the group reporting period. The findings will be considered in the recommendations portion of the Housing Element.

Rental Demand

- Housing is an economic development issue
- Surprised by high renter cost burden
- Surprised Georgetown AMI is lower than WilCo
- Surprised that there are a significant amount of more renters are cost burdened than owners.
- The data suggests there is a segment of the population for whom Georgetown is unaffordable

For Sale Demand

- Do Sun City numbers skew planning area numbers?
- Lower income is more cost burdened.
- Surprised that anyone under \$20K could own a home
- Not enough houses for \$50K incomes
- When looking at regular employment you can't afford the job
- Income does not equal ownership

Rental Supply

- Send to Council: Georgetown needs more 2 plex, 4 plex
- Used to be no more than 20% class A, we have 40% because of cost to build
- Lower rents for single family than expected
- Duplexes = affordability
- Surprising that more subsidized units than Class B

For Sale Supply

- Surprised nothing under \$399K west of I-35
- Townhouses/condos play a role in the market
- Density is the answer
- # of units under \$275K in next 12-18 months, making some progress
- Surprised to know wages not growing as fast as housing costs
- 2008-2018 Wages not growing as fast as housing costs increase UDC, increase cost

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street Georgetown, Texas 78626
Thursday, January 3, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzalez; Ercel Brashear; Josh Schroeder; Doug Noble; Lou Snead; Hugh Brown; Suzy Pukys; Linda McCalla; PJ Stevens; Anna Eby; Scott Stribling

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; David Morgan; Wayne Reed

Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:06 pm.

- A. Consideration and possible approval of the minutes of the Steering Committee meetings of November 1, 2018 meeting. Karen Frost, Recording Secretary.

Minutes approved.

- B. Presentation and discussion of the 2008 land use goals, 2017 vision statement and public input. Sofia Nelson and Nat Waggoner

No action was taken.

- C. Discussion and possible recommendation to the Joint Session of the City Council and Planning and Zoning Commission of changes to the 2008 Land Use Goals. Sofia Nelson and Nat Waggoner

Attached is a summary of findings by the Steering Committee.

- D. Public Comment Sofia Nelson and Nat Waggoner

No public comments were received.

- E. Next Meeting Date/Time/Agenda Karen Frost, Recording Secretary

The next meeting will be held on February 7 at 6:00 pm in the library.

Adjournment

Meeting was adjourned at 8:07 pm.

Approved, Mayor Dale Ross

Attest,

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street Georgetown, Texas 78626
Thursday, November 1, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzalez; Ercel Brashear; Josh Schroeder; Doug Noble; Lou Snead; Danielle Houck; Suzy Pukys; Linda McCalla

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; David Morgan; Wayne Reed

Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:05 pm.

- A. Consideration and possible approval of the minutes of the Steering Committee meetings of June 7, July 12, August 2 and September 6 meetings. Karen Frost, Recording Secretary

Minutes approved.

- B. During the meeting, the project team reviewed the components which define the housing situation in Georgetown. These components will ultimately become sections of the updated Housing Element (Housing Inventory, Subarea Profiles and Affordability Analysis). The project team shared housing supply and demand information through a series of four (4) short, formal presentations. In between those presentations, the project team facilitated small group discussions with the Committee in order to collect key findings related to local housing supply and regional demand.

Presentation #1: Regional employment, housing demand (rental units)

Presentation #2: Housing demand (for sale units)

Presentation #3: Supply (rental units)

Presentation #4: Supply (for sale units)

A summary of findings is included as an attachment to these minutes.

- C. Public Comment Sofia Nelson and Nat Waggoner

No public comments were received.

- D. Next Meeting Date/Time/Agenda Karen Frost, Recording Secretary

The next meeting will be held on January 3 at 6:00 pm in the library.

Adjournment

Meeting was adjourned at 8:05 pm.

Approved, Mayor Dale Ross

Attest,

APPENDICES

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Large Conference Room
808 Martin Luther King, Jr., St. Georgetown, Texas 78626
Thursday, March 7, 2019 6:00 pm

In attendance: Mayor Dale Ross; Ercel Brashear; Josh Schroeder; Doug Noble; Lou Snead; Linda McCalla; PJ Stevens; Anna Eby; Danielle Houck; Wendy Cash; Suzy Pukys; Paul Secord

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Ethan Harwell; David Morgan; Jim Briggs

Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:02 pm.

- A. Consideration and possible approval of the minutes of the Steering Committee meetings of January 3, 2019 and February 7, 2019. Nat Waggoner, Recording Secretary

Minutes were approved.

- B. Staff presentation and discussion on the 2030 Plan housing element update. Sofia Nelson and Nat Waggoner

No action was taken.

- C. The Steering Committee will conduct a series of interactive exercises to prepare housing policy statements for consideration by the City Council. Sofia Nelson and Nat Waggoner

Attached is a summary of findings by the Steering Committee.

- D. Public Comment. Sofia Nelson and Nat Waggoner

No speakers.

- E. Next Meeting Date/Time/Agenda Karen Frost, Recording Secretary

The next meeting will be held on April 4th at 6:00 pm in the Community Room of the new City Hall at 808 MLK.

Adjournment

Meeting was adjourned at 7:45 pm.


Approved, Mayor Dale Ross


Attest,

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Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr., St. Georgetown, Texas 78626
Thursday, April 4, 2019 6:00 pm

In attendance: Tommy Gonzales; Ercel Brashear; Josh Schroeder; Lou Snead; Linda McCalla; Danelle Houck; Wendy Cash; Suzy Pukys; Paul Secord; Hugh Brown

Staff present: Sofia Nelson; Nat Waggoner; Susan W. Watkins; Steve McKeown; Michael Patroski; Wayne Reed; David Morgan

Regular Session – To begin no earlier than 6:00 pm

Tommy G. Gonzalez called the meeting to order at 6:02 pm.

- A. Consideration and possible approval of the minutes of the Steering Committee meeting of March 7, 2019. - Nat Waggoner, Long Range Planning Manager

Motion to approve by Ercel Brashear, 2nd by Josh Schroeder. 10-0 in favor.

- B. Staff presentation and discussion on the 2030 Plan Housing Element Update. - Nat Waggoner, Long Range Planning Manager

Item Summary: Staff provided the Steering Committee a recap of the Council direction on the updated 2030 goals related to housing as well as a summary of the recommendations from the March 7, 2019 Steering Committee meeting on the draft Housing Element policies related to housing diversity and coordinated housing program management. The presentation included a summary of the technical studies completed for the Housing Element, a summary of findings of the review of draft policies by the Housing Advisory Board (HAB) and the Commission on Aging. Lastly, the presentation concluded with an overview and discussion of the draft housing policies for preservation and affordability.

Summary of Discussion: The discussion on this topic generally included the evaluation of the housing policies and discussion on support, sustain/maintain, or increase efforts by the city. Discussion regarding housing changes and economic values change due to time/modern upgrades and their impact on preserving neighborhood character.

- C. The Steering Committee conducted a series of interactive exercises to prepare housing policy statements for consideration by the Joint Session. - Nat W. Waggoner, Long Range Planning Manager

Item Summary: The Steering Committee conducted a series of interactive exercises to evaluate the recently drafted policies using the S.M.A.R.T acronym as a guideline. For the development of policy statements for the 2030 Housing Element Update, the Steering Committee evaluated the policies using the terms Specific and Achievable.

- a. *Specific.* Is the policy focused?
b. *Measurable.* Will we be able to determine when the policy has been accomplished?

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- c. *Achievable.* Is the policy realistic to achieve by 2030?
- d. *Relevant.* Does the policy reflect the vision statement and public input themes?
- e. *Time-bound.* Will we be able to set a timeframe for accomplishing the policy?
- f. The group will also evaluate, in terms of level of involvement, does this Steering Committee seek to:
 - i. Support
 - ii. Sustain/maintain
 - iii. Increase
 the themes included in these draft policies?

Steering Committee discussion points included the following: cities change and evolve and are not static; the purpose of a preservation goal; general positivity was expressed regarding recent survey results residents indicating they liked their current neighborhood. Discussion points also included defining what is not achievable and the level of support currently being provided by community. The steering committee expressed concern that additional information regarding current efforts is needed prior to being able to evaluate and provide a recommendation on sustain/ increase/ support. Discussion also included the ability to measure why people are leaving Georgetown. Discussion included that there is overlap between some policy points. A question presented to staff included are we able to isolate homes that made less than 25k. Additionally, the committee requested getting good number of homes off inner loop under 250K for starter home. The committee expressed a desire to have focused policies that support and build on current city and general community efforts. The committee shared concern regarding the cost of implementing policies. Staff remind the committee that the current step is establishing policies and the implementation/tool kit is a later stage in the comprehensive planning process. The committee sought specific action items that would lead to affordability, preservation and diversity.

The following are the finding of the steering committee on each policy.

Policy Number	Policy	Specific	Achievable
Preservation			
P1	Preserve existing housing stock that contributes to diversity and affordability.	X	X
P2	Preserve existing neighborhoods.	X	Not
P3	Support owner ability to stay in their home in neighborhoods with rapid value increases.	X	Not
P4	Maintain and promote neighborhood character and quality.	X	X

Affordability			
A1	Support existing rental choices for low-income households.	X	X
A2	Increase rental choices for workforce households.	X	X
A3	Increase rental choices for senior households.	X	X
A4	Increase homeownership choices for workforce households.	X	X
A5	Support community housing choices for all residents.	Not	X
Coordinated Housing Programming (global policies)			
C1	Actively seek and build partnerships to leverage resources and promote innovation.	X	X
C2	Align housing goals with other city policies and strategic plans.	X	X
C3	Ensure opportunity for stakeholder community engagement through outreach and communication.	X	X


D. Public Comment - Nat Waggoner, Long Range Planning Manager
Affordability topic and slides:

Tyler Mattos: Public speaker – commended the group on their progress. He shared he is considered low income. He stated there are a lot of aspects that contribute to the cost of living in Georgetown that need be examined. He expressed that quality of a neighborhood is not just measured in the quality of housing but also access to resources. He shared that having a one website to share his and anyone else’s knowledge on community resources would be a great help.

Next Meeting Date/Time/Agenda - Sofia Nelson, Planning Director – Next meeting in May

Adjournment – Motion for adjournment (Josh S.), second (Lou S.)

Meeting was adjourned at 8:28 pm.


Approved, Tommy Gonzalez


Attest,

APPENDICES

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr., St. Georgetown, Texas 78626
Thursday, May 16, 2019 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzales; Ercel Brashear; Josh Schroeder; Lou Snead; Linda McCalla; Danielle Houck; Wendy Cash; Suzy Pukys; Paul Secord; Anna Eby; Rhonda Mundhenk; Scott Stribling

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andreina Dávila-Quintero; Ethan Harwell; Wayne Reed; David Morgan; Mirna Garcia

Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:02 pm.

- A. Consideration and possible approval of the minutes of the Steering Committee meeting of April 4, 2019. – Mirna Garcia, Management Analyst

Minutes were not attached. They will be presented at the next Steering Committee meeting for consideration and approval.

- B. Presentation and discussion of the purpose of the Steering Committee, the completed schedule, and the remaining tasks of the Steering Committee. – Sofia Nelson, Planning Director

Item Summary: Staff provided the Steering Committee a current status of the 2030 Plan Update. Staff discussed how we have reached each step and how/why each step is needed to build on the next step. Additionally, staff discussed the role of the steering committee, how staff can best support the committee's work, and discussed the results of the steering committee survey. The presentation included an overview and discussion of the draft housing policies.

Summary of Discussion: The discussion on this topic generally included comments relating to identifying goals for the Committee to work towards, and questions about decision making and presenting the final product to City Council. Nelson provided clarification for Committee members on the process, remaining tasks to be completed and implementation.

- C. Presentation and discussion of the inputs which led to the formation of the draft Housing Element policies. - Nat Waggoner, Long Range Planning Manager and Susan Watkins, Housing Coordinator

Item Summary: Since the last steering committee meeting on April 4, 2019, staff conducted a joint session of the Planning and Zoning Commission and City Council to discuss the steering committee's assessment of the draft housing policies. The housing policies have been updated to reflect the assessment by the steering committee and the joint session. Additionally, on April 23, staff reviewed the work of the steering committee and the joint session with the City council. The City Council directed staff to take the housing policies back to the steering committee for a vote on each policy prepared via the steering committee work and the joint session of the Planning

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and Zoning Commission and City Council. The item is intended to review the steps that lead to the draft policies, answer questions, and take an inventory of information that the committee may need in advance of a vote on the housing policies. The feedback and needs for information will direct the schedule for a vote on the housing policies.

Summary of Discussion: Staff provided background information and clarification of intent for the policies that Committee members indicated needed more information/education. Waggoner provided an overview of the C2, D1, and D2 policies. General discussion related to these policies included: aligning housing goals with City goals, existing policies, and comments that the Committee should define certain terminology to ensure all members have the same understanding (C2). Members commented that for the policy about encouraging and incentivizing new housing and additions to existing housing, there should be a clear definition for the terms diversity and affordability, a target number to help achieve the Committee's goal should possibly be identified, and had a discussion of demographics and trends that may affect housing inventory in the future (D1). Members discussed future land use and identifying barriers to allowing a housing mix for policy D2.

Watkins provided an overview of the P1, P2, P3, and A3 policies. Discussion related to these policies included preserving existing housing inventory by enabling incentives/programs for property owners to participate in and be required to maintain a specified percentage of affordable rents (P1). The committee discussed preserving existing neighborhoods and understanding resident concerns. There were questions from Committee members about who will subsidize homeowners for additional regulations, discussion about City Council decisions, and price points relating to affordability (P2). The policy about the ability to stay in their home when there are value increases is at the individual home owner/unit scale. Possible tools to assist homeowners include City programs and partnerships with other nonprofits/organizations (P3). Public input regarding the affordability policy to increase home ownership choices for workforce households included comments that said affordability doesn't just affect low income but also medium income and workforce households. The policy is intended to enhance incentives provided to increase home ownership (A3).

After the staff presentation, Committee members' written questions were addressed. Questions addressed were related to identifying affordability of the current housing inventory; which neighborhoods in the City are to be targeted in policy P1; what are identified barriers to people staying in neighborhoods; what are the price points assumed in D1 policy; what can/should the city do to mitigate against existing housing market forces? Staff will provide written responses to the questions posed and any others submitted by May 23, 2019.

- D. Public Comment - Nat Waggoner, Long Range Planning Manager

Joe: Public speaker – Vice President of a HOA management community for Austin, Cedar Park, Round Rock, Georgetown and Pflugerville. He commented on his experience working with cities, previous experience working on comprehensive master plans and glad that Georgetown is doing this.

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Next Meeting Date/Time/Agenda - Sofia Nelson, Planning Director – Next meeting June 6, 2019
Adjournment – Motion for adjournment (Mayor Ross)
Meeting was adjourned at 8:23 pm.



Approved, Mayor Dale Ross



Attest,

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr., St. Georgetown, Texas 78626
Monday, June 17, 2019 6:00 pm

In attendance: Tommy Gonzales; Ercel Brashear; Josh Schroeder; Lou Snead; Linda McCalla; Danielle Houck; Wendy Cash; Suzy Pukys; Paul Secord; Anna Eby; Doug Noble

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Wayne Reed; Mirna Garcia

Regular Session – To begin no earlier than 6:00 pm
Anna Eby called the meeting to order at 6:03 pm.

- A. Consideration and possible approval of the minutes of the Steering Committee meetings of April 4, 2019 and May 16, 2019. – Mirna Garcia, Management Analyst

Motion by Brashear to approve the minutes, second by Gonzales. Approved (10-0).

- B. Consideration and possible action on the Housing Element policies. – Sofia Nelson, Planning Director and Susan Watkins, Housing Coordinator

Item Summary: In January, the Steering Committee was provided an overview of the 2008 Land Use Goals and made recommendations for the revision and creation of new land use goals. Those recommendations were later evaluated by a joint session of the City Council and Planning & Zoning Commission on January 10, 2019 and new Land Use Goals were confirmed by City Council on February 26, 2019. At their March and April meetings, the Steering Committee evaluated draft housing policies on the council directed themes of preservation, diversity and affordability. The recommendations of the Steering Committee were forwarded to a Joint Session of the Planning & Zoning Commission and City Council on April 10, 2019. The recommendations of the Joint Session were then presented to City Council at the April 23, 2019 workshop. City Council directed staff to give the Steering Committee an opportunity to vote on the proposed housing policies. The Steering Committee was provided additional information on the draft policies at their May 16, 2019 meeting and an opportunity to request any additional information.

Summary of Discussion: Steering Committee members voted on individual policies as presented. The outcome is to provide the City Council a recommendation for each of the draft housing policies for their review at their 6/25/2019 workshop.

The discussion on this topic generally included comments and questions relating to further clarification of the policies, purpose of the policies, and questions about decision making and presenting the final product to City Council. Nelson provided clarification for Committee members on the process and implementation. Nelson also sought feedback from Committee members regarding their voting decisions and asked members to provide comments for recommended modifications to the policies.

APPENDICES

C. Presentation and discussion of Land Use and Gateway policies. - Nat Waggoner, Long Range Planning Manager

Item Summary: Waggoner provided a brief overview of the analysis completed to date, and asked the Committee members the following; 1)What development trends should be addressed in the Land Use Element update? 2)Are there current policies that do not support or conflict with the land use goals? 3)Is there additional data/information you seek? Waggoner reviewed the stakeholder outreach plan and sought feedback from the Committee members to determine goals and priorities for outreach in advance of providing recommendations on policies.

Summary of Discussion: Staff provided background information on the process to update the 2030 Land Use Element, including Gateway policies and strategies. There was also discussion of the Future Land Use map, and guidance sought from Committee members regarding future uses and recognizing limitations. Staff also provided further clarification for Committee members related to zoning, and development patterns.

Committee members expressed interest in additional information regarding policies 4C, 4D, 2B.

Waggoner explained the additional material that was discussed during the meeting will be provided to Committee members for their review at the end of the meeting.

D. Public Comment - Nat Waggoner, Long Range Planning Manager

No public speakers signed up for public comment.

E. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Next meeting July 10, 2019

Adjournment – Motion for adjournment (Anna Eby)

Meeting was adjourned at 8:15 pm.


Approved, Mayor Dale Ross


Attest,

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr., St. Georgetown, Texas 78626
Monday, July 22, 2019 6:00 pm

In attendance: Mayor Dale Ross; Excel Brashear; Josh Schroeder; Lou Snead; Linda McCalla; Danelle Houck; Suzy Pukys; Paul Secord; Doug Noble; Hugh Brown; Rhonda Mundhenk

Staff present: David Morgan; Wayne Reed; Sofia Nelson; Nat Waggoner; Andreina Davila-Quintero; Mirna Garcia; Michael Patroski; Ethan Harwell; Patrick Bauer; Steve McKeown

Regular Session –

Mayor Dale Ross called the meeting to order at 6:00 pm.

- A. Consideration and possible approval of the minutes of the Steering Committee meeting on June 17, 2019. – Mirna Garcia, Management Analyst

Motion by Mayor Ross to approve the minutes, second by Brashear. Approved unanimously (11-0).

- B. Presentation and feedback on the Update to the Land Use Element – Sofia Nelson, Planning Director and Nat Waggoner, Long Range Planning Manager

Item Summary: Staff provided the Steering Committee a summary of the 7/5 survey results, shared recent feedback from the Planning and Zoning Commission and led a general discussion of land use issues and development trends since 2008. As part of this item, staff sought feedback from the Committee on land use issues related to the 2030 Goals, specifically asking: “Are there additional land use issues you think need to be addressed in the update which have not been previously identified? If so, with what goal does this issue belong? What actions should/could the city take to address these land use issues? What does success look like?”

Summary of Discussion: Davila-Quintero led an activity to obtain feedback from Steering Committee members on issues and solutions for 2030 goals related to land use. Members provided answers to those questions, and the responses from each member were displayed and reviewed. Those responses were grouped together based on similar topics and were then designed a common theme. These responses will be used to develop strategies which will be incorporated into land use policies.

The discussion during the activity consisted of further explanation on Committee members’ responses, comments and questions relating to the policies. Staff provided clarification for Committee members on the rest of the process and implementation of the Land Use Element. Nelson also discussed three options for Committee members to vote on regarding frequency of the meetings. Mayor Ross recommended option two, where the Committee will meet twice a month. Committee members agreed.

C. Public Comment - Nat Waggoner, Long Range Planning Manager

No public speakers signed up for public comment.

D. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Next meeting August 1, 2019

Adjournment – Motion for adjournment

Meeting was adjourned at 7:35 pm.



Approved, Mayor Dale Ross



Attest,

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr., St. Georgetown, Texas 78626
Thursday, August 1, 2019 6:00 pm

In attendance: Mayor Dale Ross; Ercel Brashear; Josh Schroeder; Lou Snead; Linda McCalla; Danelle Houck; Suzy Pukys; Paul Secord; Doug Noble; Tommy Gonzalez; Scott Stribling; Wendy Cash

Staff present: Sofia Nelson; Nat Waggoner; David Morgan; Wayne Reed; Mirna Garcia; Michael Patroski; Chelsea Irby; Seth Gipson

Regular Session –

Mayor Dale Ross called the meeting to order at 6:00 pm.

- A. Consideration and possible approval of the minutes of the Steering Committee meeting on July 22, 2019. – Mirna Garcia, Management Analyst

Motion by Gonzalez to approve the minutes, second by Brashear. Approved unanimously (12-0).

- B. Presentation and discussion of draft land use policies – Nat Waggoner, Long Range Planning Manager

Item Summary: At the 7/22/2019 meeting, staff led the 2030 Committee through an interactive exercise to generate solutions to address land use challenges. The Steering Committee was first asked, "What are the things we can do as a City to address the issues you identified?" Like solutions were grouped and then named. Seven (7) solution groups emerged: Green Space, Collaboration, Flexibility in Development Patterns, Transportation, Housing Diversity, Economic Development, Intentional Infrastructure. At this meeting, the staff presented a draft of the land use policies based on the input of the Steering Committee and asked members: Does the draft policy capture your idea?; Do that draft land use policies accomplish these goals?; Is there anything you said which we did not capture?; Are there any missing policies?

Summary of Discussion: Waggoner provided an overview of how the policies were drafted. With input from the Steering Committee, and revision of the policies created in 2008, staff evaluated the draft policies against 2030 goals. Waggoner explained the goals and draft policies created for each goal.

The discussion consisted of further defining terms in the policies, to better capture the intent of the policies. As each goal was reviewed, Waggoner asked for the Committee's feedback and whether staff accurately captured their thoughts with the draft policies. Committee members provided input on making changes to verbiage of the policies.

- C. Presentation and discussion on land use categories. – Nat Waggoner, AICP, PMP, Long Range Planning Manager

APPENDICES

Irby presented on the land use categories and provided an overview to the Steering Committee of the feedback staff is seeking. She also discussed upcoming steps and action items regarding the land use element. Irby reviewed residential, nonresidential, and mixed-use categories of land use, and asked the Committee for their thoughts on how to better define these categories.

Nelson reminded Committee members about the next steps. The following meeting will be on August 15th.

D. Public Comment

Larry Olson made a comment regarding the land use map and needing transition areas between residential and commercial areas and looking at this issue city-wide.

Michael Spano also made a comment regarding mining land use. He lives near a quarry, and when there are issues, the residents in the area have to contact the federal government because the county and State of Texas do not regulate quarries. He asks the Committee and staff to keep this in mind when working on mining land use.

E. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Next meeting August 15, 2019

Adjournment – Motion for adjournment by Gonzalez, second by Stribling.
Meeting was adjourned at 7:32pm.



Approved, Mayor Dale Ross



Attest,

Page 2 of 2

Page 4 of 69

**Notice of Meeting for the
2030 Comprehensive Plan Update Committee
of the City of Georgetown
September 19, 2019 at 6:00 PM
at City Hall, 808 Martin Luther King Jr 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.

Legislative Regular Agenda

- A Consideration and possible approval of the minutes from the September 5, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. - Mima Garcia, Management Analyst
- B Discussion and mapping exercise to solidify mapping direction/principles, key development areas, evaluation of residential (Neighborhoods category) and non-residential development areas (community and regional centers). Sofia Nelson, Planning Director.
- C Next Meeting Date/Time/Agenda
- D Public Comment

Adjournment

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 _____, 2019, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

Page 1 of 6

City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
September 19, 2019

SUBJECT:

Consideration and possible approval of the minutes from the September 5, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. - Mirna Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Mirna Garcia, Management Analyst

ATTACHMENTS:

	Description	Type
D	Attachment 1 - Meeting minutes	Exhibit

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Hewlett Room, City Library
402 W. 8th St. Georgetown, Texas 78626
Thursday, September 5, 2019 3:30 pm

In attendance: Mayor Dale Ross; Ercel Brashear; Lou Snead; Linda McCalla; Danelle Houck; Suzy Pukys; Paul Secord; Scott Stribling; Hugh Brown.

Josh Schroeder joined the meeting at 5pm. Wendy Cash joined the meeting at 6pm.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andreina Davila; Seth Gibson, Wayne Reed;

Regular Session –

Mayor Dale Ross called the meeting to order at 3:35 pm.

- A. Consideration and possible approval of the minutes from the August 1, 2019 2030 Update Steering Committee. – Mirna Garcia, Management Analyst

Motion by Brashear to approve the minutes, second by Schroeder.

- B. Presentation and discussion of draft land use policies – Nat Waggoner, Long Range Planning Manager

Item Summary: Wendy Shabay of Freese and Nichols provided the Steering Committee an overview of the Land Use Element Update process including a discussion on the use of the Fiscal Impact Model as it relates to the growth scenario development.

Summary of Discussion: No discussion took place.

- C. Mapping Exercise – Nat Waggoner, AICP, PMP, Long Range Planning Manager

Item Summary: The Steering Committee was divided into two tables. Each table was facilitated by a Planning staff member. Each table was asked to distribute lego blocks representing residential, commercial and employment land uses. During the distribution, the table was asked to answer the following:

- How should we use our remaining land?
- Where are key activity centers? What makes them important?
- Where should we allocate the 7-10K future housing units based on projected population growth?
- Where should we locate supporting commercial uses? (*See Retail Merchandising Plan*)
- Where should we locate target industry uses? (*See Target Industry Analysis*)
- How will the placement of residential, commercial and industry uses support recently updated policies?

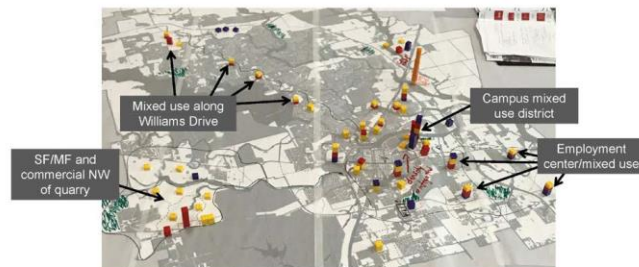
APPENDICES

Each table reported out key findings from their group. The results of the mapping exercise are shown in the images of Map 1A and Map 1B below:

MAP 1A



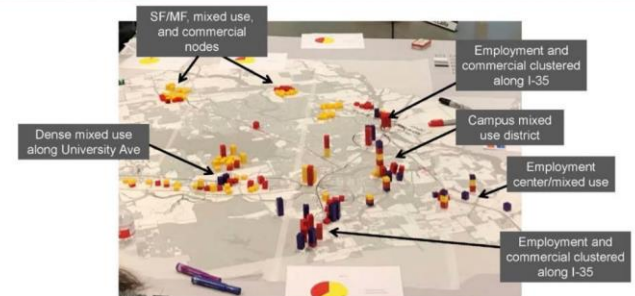
MAP 1B



The values from the lego blocks at each table was calculated and inputted into the city's Fiscal Impact Model (a cost to serve model). Each table's scenario resulted in a positive net fiscal impact.

The two groups then worked to develop a group scenario shown in Map 1C below.

MAP 1C



D. Public Comment

E. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Adjournment – Motion for adjournment by Brashear second by Schroeder.
Meeting was adjourned at 6:35 pm.

Approved, Mayor Dale Ross

Attest,

City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
September 19, 2019

SUBJECT:

Discussion and mapping exercise to solidify mapping direction/principles, key development areas, evaluation of residential (Neighborhoods category) and non-residential development areas (community and regional centers). Sofia Nelson, Planning Director.

ITEM SUMMARY:

The purpose of this item is to:

- Share summary results of the growth scenario exercise from the 9/5/2019 meeting; and
- Seek direction from the Steering Committee on changes to the growth scenario and land use policies as they relate to the future land use map.

The meeting will include several interactive exercises. The Steering Committee will be divided into working groups. In the first exercise, the Steering Committee will evaluate the remaining whitespaces of the growth scenario (undeveloped areas) map as well as evaluate the residential and nonresidential land use patterns emerging from the scenario created at the 9/5 meeting. During exercise 1, staff will seek the following feedback from the Committee:

- Have you achieved a balance of land uses on the SE quadrant of Georgetown?
- What do you want to do with the remaining undeveloped areas on the map?
- Are you ok with having undeveloped areas along SH130 given your intentional infrastructure discussions?
- How should high density residential be incorporated into community and regional centers
- How should neighborhood serving commercial be oriented in residential areas?

The second exercise is designed to get feedback from the Steering Committee on the draft land use policies. Feedback sought from the Committee includes: will the following policies support the desired growth scenario you are seeking?

1A: 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.

1B: Promote more compact, higher density, well-connected development within appropriate infill locations.

2B: Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.

6A: Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.

New: Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown's target industries and that support diversification of the City's tax base and promote economic development.

New: Promote development of complete neighborhoods across Georgetown

FINANCIAL IMPACT:

n/a

SUBMITTED BY:

Sofia Nelson

Notice of Meeting for the
2030 Comprehensive Plan Update Committee
of the City of Georgetown
October 3, 2019 at 6:00 PM
at City Hall, 808 Martin Luther King Jr 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.

Policy Development/Review Workshop

A Public Comment

Legislative Regular Agenda

B Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. - Mirna Garcia, Management Analyst

C **Discussion and possible recommendations** for Gateway policies for the 2030 Land Use Element update - Sofia Nelson, Planning Director

D Next Meeting Date/Time/Agenda. - Sofia Nelson, Planning Director

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 _____, 2019, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

APPENDICES

City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
October 3, 2019

SUBJECT:

Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. - Mirna Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

.

SUBMITTED BY:

Mirna Garcia, Management Analyst

ATTACHMENTS:

	Description	Type
D	Attachment 1 - Meeting minutes	Cover Memo

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr. St. Georgetown, Texas 78626
Thursday, September 19, 2019 6:00 pm

In attendance: Mayor Dale Ross; Ercel Brashear; Lou Snead; Linda McCalla; Danelle Houck; Suzy Pukys; Hugh Brown; Josh Schroeder; Tommy Gonzalez; PJ Stevens; Wendy Cash

Linda McCalla joined the meeting at approximately 6:45pm. Lou Snead left the meeting at approximately 7pm.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andreina Davila; Wayne Reed; David Morgan; Michael Patroski; Ethan Harwell; Chelsea Irby; Wayne Reed

Regular Session –

Mayor Dale Ross called the meeting to order at 6 pm.

- A. Consideration and possible approval of the minutes from the September 5, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. – Mirna Garcia, Management Analyst

Motion by Brashear to approve the minutes, second by Schroeder.

- B. Discussion and mapping exercise to solidify mapping direction/principles, key development areas, evaluation of residential (Neighborhoods category) and non-residential development areas (community and regional centers). – Sofia Nelson, Planning Director

Item Summary: The Steering Committee was divided into working groups. The Steering Committee evaluated the remaining whitespaces of the growth scenario (undeveloped areas) map, evaluated the residential and nonresidential land use patterns emerging from the scenario created at the 9/5 meeting and discussed how neighborhoods can support a range of housing types and supporting commercial land uses. During the exercise, staff sought the following feedback from the Committee:

- Have you achieved a balance of land uses on the SE quadrant of Georgetown?
- What do you want to do with the remaining undeveloped areas on the map?
- Are you ok with having undeveloped areas along SH130 given your intentional infrastructure discussions?
- How should high density residential be incorporated into community and regional centers?
- How should neighborhood serving commercial be oriented in residential areas?

The exercise also gathered feedback from the Steering Committee on the draft land use policies.

- 1A: 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.

- 1B: Promote more compact, higher density, well-connected development within appropriate infill locations.
- 2B: Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.
- 6A: Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.
- New: Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown's target.
- New: Promote development of complete neighborhoods across Georgetown.

Summary: Committee members identified the following:

- Table 1: Future Land Use map is a tool for conversation; Intentional infrastructure can be limiting; CC and RC designations are good. Are commercial lots meant to serve neighborhoods or community?
- Table 2: The Village is an example of 'proximity' to commercial. Is there a scale to model a complete neighborhood? Setting percentages is a challenge because we can't guarantee products and also due to increasing/decreasing costs. Complete neighborhood depends on willingness of residents. Complete neighborhoods should be able to get people where they need to be.
- Table 3: Mixed Use is based on area and should strive for a percentage of residential and commercial equals balance; limit rezones until percentage is met? Integrate and incentivize mix of uses and diversity.

C. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

D. Public Comment

Adjournment – Motion for adjournment by Brashear second by Schroeder.
Meeting was adjourned at 7:30 pm.

Approved, Mayor Dale Ross

Attest,

City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
October 3, 2019

SUBJECT:

Discussion and possible recommendations for Gateway policies for the 2030 Land Use Element update
- Sofia Nelson, Planning Director

ITEM SUMMARY:

The Steering Committee will be divided into working groups and will include several interactive exercises. The purpose (outcome) of the meeting is to:

- **(Inform)** Share summary results of public input related to corridors and gateways including Council direction
- **(Action)** Develop recommendations for corridors and gateways including vision, location and supporting policies. Efforts to develop recommendations for the Williams Drive Corridor will not be made this work session. Key policy recommendations for the Corridor were adopted by Council in 2017. These recommendations will be folded into the overall Gateway section of the Land Use Element during this Update. Those key recommendations can be reviewed here: <https://transportation.georgetown.org/files/2019/02/Concept-Plan-Corridor-reduced.pdf>

A summary of the public input received on gateways is found in the Gateways Public Input Report (Attachment 2).

The Council direction/discussion on Gateways can be found at the link below:
<https://georgetowntx.swagit.com/play/08272019-1254>

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Nat Waggoner, Long Range Planning Manager, PMP, AICP

ATTACHMENTS:

	Description	Type
D	Attachment 1 - Presentation	Presentation
D	Attachment 2 - Gateways Public Input Report	Cover Memo

APPENDICES

**Notice of Meeting for the
2030 Comprehensive Plan Update Committee
of the City of Georgetown
October 24, 2019 at 6:00 PM
at City Hall, 808 Martin Luther King Jr 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.

Legislative Regular Agenda

- A Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. - Mirna Garcia, Management Analyst
- B Presentation and possible recommendation of updates to the Land Use Element - Nat Waggoner, PMP, AICP
- C Public Comment
- D Next Meeting Date/Time/Agenda. - Sofia Nelson, Planning Director

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 _____, 2019, 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
2030 Comprehensive Plan Update Committee
October 24, 2019**

SUBJECT:

Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. - Mirna Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

-

SUBMITTED BY:

Mirna Garcia, Management Analyst

ATTACHMENTS:

	Description	Type
D	Minutes	Backup Material

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr. St. Georgetown, Texas 78626
Thursday, September 19, 2019 6:00 pm

In attendance: Mayor Dale Ross; Ercel Brashear; Lou Snead; Linda McCalla; Danelle Houck; Suzy Pukys; Hugh Brown; Josh Schroeder; Tommy Gonzalez; PJ Stevens; Wendy Cash

Linda McCalla joined the meeting at approximately 6:45pm. Lou Snead left the meeting at approximately 7pm.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andreina Davila; Wayne Reed; David Morgan; Michael Patroski; Ethan Harwell; Chelsea Irby; Wayne Reed

Regular Session –

Mayor Dale Ross called the meeting to order at 6 pm.

- A. Consideration and possible approval of the minutes from the September 5, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. – Mirna Garcia, Management Analyst

Motion by Brashear to approve the minutes, second by Schroeder.

- B. Discussion and mapping exercise to solidify mapping direction/principles, key development areas, evaluation of residential (Neighborhoods category) and non-residential development areas (community and regional centers). – Sofia Nelson, Planning Director

Item Summary: The Steering Committee was divided into working groups. The Steering Committee evaluated the remaining whitespaces of the growth scenario (undeveloped areas) map, evaluated the residential and nonresidential land use patterns emerging from the scenario created at the 9/5 meeting and discussed how neighborhoods can support a range of housing types and supporting commercial land uses. During the exercise, staff sought the following feedback from the Committee:

- Have you achieved a balance of land uses on the SE quadrant of Georgetown?
- What do you want to do with the remaining undeveloped areas on the map?
- Are you ok with having undeveloped areas along SH130 given your intentional infrastructure discussions?
- How should high density residential be incorporated into community and regional centers?
- How should neighborhood serving commercial be oriented in residential areas?

The exercise also gathered feedback from the Steering Committee on the draft land use policies.

- 1A: 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.

Page 1 of 2

Page 3 of 13

- 1B: Promote more compact, higher density, well-connected development within appropriate infill locations.
- 2B: Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.
- 6A: Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.
- New: Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown's target.
- New: Promote development of complete neighborhoods across Georgetown.

Summary: Committee members identified the following:

- **Table 1:** Future Land Use map is a tool for conversation; Intentional infrastructure can be limiting; CC and RC designations are good. Are commercial lots meant to serve neighborhoods or community?
- **Table 2:** The Village is an example of 'proximity' to commercial. Is there a scale to model a complete neighborhood? Setting percentages is a challenge because we can't guarantee products and also due to increasing/decreasing costs. Complete neighborhood depends on willingness of residents. Complete neighborhoods should be able to get people where they need to be.
- **Table 3:** Mixed Use is based on area and should strive for a percentage of residential and commercial equals balance; limit rezones until percentage is met? Integrate and incentivize mix of uses and diversity.

C. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

D. Public Comment

Adjournment – Motion for adjournment by Brashear second by Schroeder.
Meeting was adjourned at 7:30 pm.

Approved, Mayor Dale Ross

Attest,

Page 4 of 13

Page 2 of 2

APPENDICES

City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
October 24, 2019

SUBJECT:

Presentation and possible recommendation of updates to the Land Use Element - Nat Waggoner, PMP, AICP

ITEM SUMMARY:

The purpose of this meeting is to:

- **(Inform)** Share summary results of the updates to the land use policies, categories and the land use map. Share a summary of the direction from the 10/22 workshop and inform the Steering Committee of future public input opportunities.
- **(Action)** Confirm drafted policies and review changes to land use categories and land use map. The outcome of this meeting is for the Steering Committee to provide sufficient direction on the recommended changes for Council and the public consideration at meetings in October and November.

At the meeting, the Steering Committee will be asked:

- Do the updated categories support our land use/housing policies and the community's input? How could they be more supportive?
- Does the updated map reflect the changes you recommended? Are additional changes needed?
- Are there additional stakeholders we should consult in the land use update process?

The agenda for the meeting includes:

- 6:00pm - 6:15pm Presentation
- 6:15pm - 7:30pm Land use policies, categories & map recommendations

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Nat Waggoner, PMP, AICP

ATTACHMENTS:

	Description	Type
D	Exhibit 1 - Draft Land Use Policies	Exhibit
D	Exhibit 2- Draft Land Use Categories	Exhibit
D	Exhibit 3- Draft Future Land Use Map	Exhibit

Notice of Meeting for the
2030 Comprehensive Plan Update Committee
of the City of Georgetown
November 7, 2019 at 6:00 PM
at City Hall, 808 Martin Luther King Jr 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.

Legislative Regular Agenda

- A Consideration and possible action to approve the minutes from the October 24, 2019 regular meeting of the Steering Committee. - Mirna Garcia, Management Analyst
- B Presentation and possible action on the of updates to the 2030 Land Use Element - Nat Waggoner, PMP, AICP
- C Public Comment
- D Next Meeting Date/Time/Agenda. - Sofia Nelson, Planning Director

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 _____, 2019, 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
2030 Comprehensive Plan Update Committee
November 7, 2019

SUBJECT:

Consideration and possible action to approve the minutes from the October 24, 2019 regular meeting of the Steering Committee. - Mima Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

.

SUBMITTED BY:

Mima Garcia, Management Analyst

City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
November 7, 2019

SUBJECT:

Presentation and possible action on the of updates to the 2030 Land Use Element - Nat Waggoner, PMP, AICP

ITEM SUMMARY:

The purpose of this meeting is to:

- (Inform) Share summary results of the updates and public comment. The City will continue to take public comment on the draft map through the 2030 website until Sunday, November 3rd at 5pm.
- (Action) The outcome of this meeting is for the Steering Committee to provide a recommendation to City Council of the proposed updates.

At the meeting, the Steering Committee will be asked:

- Do the updated categories support our land use/housing policies and the community's input? How could they be more supportive?
- Does the updated map reflect the changes you recommended? Are additional changes needed?
- Are there additional stakeholders we should consult in the land use update process?

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Nat Waggoner, PMP, AICP

ATTACHMENTS:

	Description	Type
D	Exhibit 1 - Draft Land Use Policies	Exhibit
D	Exhibit 2 - Draft Future Land Use Categories	Exhibit
D	Exhibit 3- Draft Future Land Use Map	Exhibit

APPENDICES

**Notice of Meeting for the
2030 Comprehensive Plan Update Committee
of the City of Georgetown
December 5, 2019 at 4:00 PM
at Georgetown Health Foundation, 2425 Williams Dr # 101, Georgetown, TX 78628**

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.

Legislative Regular Agenda

- A Consideration and possible action to approve the minutes from the October 24 and November 7, 2019 regular meetings of the Steering Committee. - Mirna Garcia, Management Analyst
- B Presentation and discussion of the 2030 Implementation Plan Strategies - Sofia Nelson, Planning Director
- C Public Comment
- D Next Meeting Date/Time/Agenda. - Sofia Nelson, Planning Director

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 _____, 2019, 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
2030 Comprehensive Plan Update Committee
December 5, 2019**

SUBJECT:

Consideration and possible action to approve the minutes from the October 24 and November 7, 2019 regular meetings of the Steering Committee. - Mirna Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

-

SUBMITTED BY:

Mirna Garcia, Management Analyst

ATTACHMENTS:

	Description	Type
D	Minutes 10.24.19	Backup Material
D	Minutes 11.7.2019	Exhibit

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr. St. Georgetown, Texas 78626
Thursday, October 24, 2019 6:00 pm

In attendance: Mayor Dale Ross; Ercel Brashear; Lou Snead; Linda McCalla; Danelle Houck; Suzy Pukys; Hugh Brown; Josh Schroeder; Tommy Gonzalez; PJ Stevens; Wendy Cash

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins

Regular Session –

Mayor Dale Ross called the meeting to order at 6 pm.

- A. Consideration and possible approval of the minutes from the September 19, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. – Mirna Garcia, Management Analyst

Motion by Brashear to approve the minutes, second by Schroeder.

- B. Presentation and possible recommendation of updates to the Land Use Element – Nat Waggoner, PMP, AICP

The purpose of this meeting is to:

- **Inform:** Share summary results of the updates to the land use policies, categories and the land use map. Share a summary of the direction from the 10/22 workshop and inform the Steering Committee of future public input opportunities.
- **Action:** Confirm drafted policies and review changes to land use categories and land use map. The outcome of this meeting is for the Steering Committee to provide sufficient direction on the recommended changes for Council and the public consideration at meetings in October and November.

At the meeting, the Steering Committee will be asked:

- Do the updated categories support our land use/housing policies and the community's input? How could they be more supportive?
- Does the updated map reflect the changes you recommended? Are additional changes needed?
- Are there additional stakeholders we should consult in the land use update process?

The agenda for the meeting includes:

- 6:00pm – 6:15pm: Presentation
- 6:15pm – 7:30pm: Land use policies, categories & map recommendations

Waggoner began the discussion with an overview of land use policies established by the Committee, and review of these policies to determine how they match with current development patterns, how those pattern match with compatible uses and existing uses. Waggoner also presented changes that have been made as a result of the Committee's feedback and engaged in discussion with the Committee members on modifications to regional nodes and consolidation

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of the nodes, employment centers that were added to the map and shifting of existing employment centers, and density changes. The Committee members participated in mapping activities and discussed the teams' recommendations with staff.

C. Public Comment

D. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Adjournment – Motion for adjournment by Brashear second by Schroeder.

Meeting was adjourned at 7:30 pm.

Approved, Mayor Dale Ross

Attest,

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Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr. St. Georgetown, Texas 78626
Thursday, November 7, 2019 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzalez; Josh Schroeder; Doug Noble; Danelle Houck; Suzy Pukys; Linda McCalla; Wendy Cash; Paul Secord

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins

Regular Session –

Mayor Dale Ross called the meeting to order at 6:00 pm.

- A. Consideration and possible approval of the minutes from the October 24, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. – Mirna Garcia, Management Analyst

The minutes were not included in the agenda packet and will be on the next meeting's agenda.

- B. Presentation and possible action on the updates to the 2030 Land Use Element – Nat Waggoner, PMP, AICP

The purpose of this meeting is to:

- **Inform:** Share summary results of the updates and public comment. The City will continue to take public comment on the draft map through the 2030 website until Sunday, November 3rd at 5pm.
- **Action:** The outcome of this meeting is for the Steering Committee to provide a recommendation to City Council of the proposed updates.

At the meeting, the Steering Committee will be asked:

- Do the updated categories support our land use/housing policies and the community's input? How could they be more supportive?
- Does the updated map reflect the changes you recommended? Are additional changes needed?
- Are there additional stakeholders we should consult in the land use update process?

Staff discussed the input received from the Planning and Zoning discussion, as well as the October 30 Public Meeting and the Georgetown Development Alliance. There was discussion on the land use percent share evaluation, FLUP categories, and the key updates for residential and non-residential uses. The Committee broke into groups and participated in an activity to review land use policies, categories and the FLU map.

- C. Public Comment

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Mayor Ross opened the Public Hearing. Tim Haynie commented on employment centers. Mayor Ross closed the Public Hearing.

- D. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Adjournment – Motion for adjournment by Mayor Ross. Second by Gonzalez.
Meeting was adjourned at 7:24 pm.

Approved, Mayor Dale Ross

Attest,

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2030 Update Steering Committee

November 7, 2019



What work have you done to update the FLUM?

- Renamed and refined land use categories
- Divided parks and recreation and open space into separate categories
- Adjusted densities within categories
- Created Community Commercial and Regional Center categories
- Planned for land use with the use of legos
- Added residential and non-residential ratios
- Utilized the fiscal impact model

What are the benefits of the updates to FLUM?

- It helps citizens and developers understand the vision for the city as they plan for development of their property
- Expansion of mixed density opportunities
- Greater integration of MF & Commercial
- Addresses concerns of too much MF development
- Increased and spread out opportunities for commercial nodes- this will help with trafZic node and opportunities for amenities nearby
- Outlines possible densities
- Created Regional Commercial and Community Commercial nodes
- Included ratios for non-residential and residential development
- Helps to plan out infrastructure

What concerns you about the updates to the FLUM?

- Does the map reflect current infrastructure? Infrastructure drives development
- Clarity needed on how residential ratio were developed
- Understanding how the FLUM will be implemented
- Within nodes how will ratios be implemented?
- What is guidance vs. what will require a map amendment?

What concrete changes are needed, if any?

- Clarify language regarding mix density residential
- Establish a priority land use for each category

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City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
December 5, 2019

SUBJECT:

Presentation and discussion of the 2030 Implementation Plan Strategies - Sofia Nelson, Planning Director

ITEM SUMMARY:

The draft **Your Georgetown** 2030 Implementation Plan is organized into three (3) strategies. The purpose of this meeting is to discuss these strategies and provide a recommendation to the City Council which will be presented to the City Council at their December 10, 2019 workshop.

The **Your Georgetown** 2030 Implementation Plan's strategies are:

1. Regulatory Framework – the “Rules” for land development
2. Decision Framework – how “Rules” are applied by City Council and the Boards/Commissions that evaluate/recommend land development decisions
3. Plans, Programs and Partnerships – work plans needed to achieve goals, recurring City functions and coordination with other local governments and non-profits.

For a deeper understanding on how each strategy will be implemented, to include a summary of the associated action items. The three attached documents will be the basis of the discussion at the meeting:

1. Top 3 Implementation Strategies for 2030 Plan Memorandum (summary of recommended actions)
2. Draft Housing Toolkit (full listing of all tools available to the City)
3. Executive Summary of the Housing Toolkit (set of recommended Tools for inclusion in the 2030 Implementation Plan)

Also attached for your reference, if needed are:

1. Housing Technical Study Summary Memo, which outlines the key findings of the Housing Element
2. Steering Committee Land Use Recommendations, a graphic representation of the solutions needed to meet the 2030 Goals for land use

FINANCIAL IMPACT:

None

SUBMITTED BY:

Nat Waggoner, PMP, AICP

ATTACHMENTS:

	Description	Type
D	2030 Implementation Strategies	Cover Memo
D	Housing Toolkit Executive Summary	Cover Memo
D	Draft Housing Toolkit	Exhibit
D	Housing Technical Study Executive Summary	Cover Memo
D	Land Use Recommendations	Exhibit



2030 Update Steering Committee

December 5, 2019



What is your first impression?

- Ambitious, but achievable
- Digestible, organized, detailed, implementable
- A lot to do, a lot of effort
- Some easy, others really big
- Nothing new, reflects Steering Committee conversations
- Suggestions for updating, a lot of updating
- Generic overview of what long range planning should be

What are the benefits of the strategies?

- Provides a measuring stick for success
- Can draw direct connections to goal and policy work
- Creating something that everyone can use
- Plan, vision of what we want the city to look like in 2030
- Specific enough to have teeth
- Good balance of achieving goals, not telling people no and not giving away everything
- Good variety of tools and timeline

What are concerns?

- *Using the plan*
 - What process will this be applied to, when someone wants to build something?
 - Residential vs. non-residential % for future land use can possibly be too hard to balance and enforce
 - Do we have enough criteria to make discretionary decisions? Is there enough detail for staff analysis?
- *Keeping the Plan Alive*
 - Bandwidth of City staff to keep plan alive with current staffing levels
 - Is this a plan that will be on the shelf? Hate to do the work and it go unused
- *Incentives*
 - Development incentives - clarify, political, who is developing the standards/incentives?
 - Incentives for single family residential historic properties need to be listed
- *Home Repair*
 - Minimal dedicated funds limit its effectiveness
 - Multi-family rehab strategy usage could lead to landlords abusing improvement funds and raising rents
- *Miscellaneous*
 - Balancing the visions of the plan with property owner rights and the City making decisions
 - Appears to be a lot of plans in the implementation strategies and not many partnerships or programs
 - County should be an identified partner

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2030 Update Steering Committee

December 5, 2019



What are the options to address the concerns?

- *Using the Plan*
 - Pay attention to detailed implementation, keep the big picture in mind
- *Keeping the Plan Alive*
 - Annual reviews and reports to evaluate progress, quarterly evaluations of 2030 Plan
 - Use checklist as a way of keeping plan alive
 - Invest in resources to get the work done
- *Incentives*
 - Define what an incentive is
 - Dedicated funding resources for incentives to encourage housing goals
 - Utilize cheapest incentives
 - Specifically initiate (tax abatement for historic downtown, residential incentives)
- *Home Repair*
 - Rent control and usage of other tools to not take advantage of renters
 - Educate to ensure that people know about homestead exemptions to stay in homes
- *Miscellaneous*
 - Start working with County early
 - Stay connected to national innovation

What changes are needed, if any?

- Key areas should be identified for targeted development and the use intentional infrastructure
- Dedicated funding source for implementation of housing goals should be identified
- Keep the plan alive through identified solutions and additional staff resources to prioritize implementation
- Define incentives to include financial and development standard incentives including historic preservation

Appendix E: Goal Development Crosswalk

Steering Committee findings of input theme	2008 goal and Steering Committee feedback	Revised/New goal	Vision Statement
Integrated land use (alignment), balance of land uses, high quality development, small town feel			
	<p>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.</p>	<p>Promote development patterns with balanced land uses, a variety of housing choices, well-integrated transportation, public facilities, and recreational options.</p>	<ul style="list-style-type: none"> • Innovating for the future • Honoring our past
Redevelopment			
	<p>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.</p>	<p>Re-invest in Georgetown’s established neighborhoods and commercial areas to build on previous City efforts.</p>	<ul style="list-style-type: none"> • Honoring our past

APPENDICES

Growth, Cost to serve, development (*special districts*) that support City initiatives, fiscal responsibility



Provide a development framework 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.

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

- Caring community
- Innovating for the future

Preservation



Maintain and strengthen viable land uses and land use patterns (e.g., stable neighborhoods, economically sound commercial and employment areas, etc.).

Guide and promote the preservation and rehabilitation of the City's historic resources in a manner that enhances and is compatible with the unique community character of Georgetown.

- Honoring our past

Citizen Participation



Foster a strong sense of community through effective communication, outreach, opportunities for public participation and community partnerships.

- Caring community
- Innovating for the future

Housing



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

- Caring community
- Innovating for the future

Public Safety



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

- Caring community

Intergovernmental Partnerships



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

- Caring community
- Innovating for the future

Parks



Maintain and add to the existing quality parks and recreation.

- Caring community
- Innovating for the future

Transportation



Improve and diversify the transportation network.

Innovating for the future.

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Appendix F: Land Use Policy Guide

#	Policy	Public Input	Technical Studies	Possible Tools	Specific Example	Solution Group	Outcome	Role
<p>2030 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.</p>								
1.A	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.	<p>"A well balanced mixture of housing and commercial enterprises." (2030 Plan Update Survey #1)</p> <p>"Maintain existing neighborhoods and downtown areas. Expand with mixed-use and a variety of housing types/sizes." (2030 Plan Update Survey #1)</p>	Overlays, transition zones (Downtown Master Plan), Corridor Plans (Williams Drive)	UDC amendments	Ensure proper transitions and buffering between established neighborhoods and adjacent commercial and manufacturing areas.	Flexibility in Development Patterns	Diversify tax base and concentrate development; Balance Supportive Uses	Lead
1.B	Promote more compact, higher density, well-connected development within appropriate infill locations.	"Higher density, new urbanistic downtown that is walkable and fully developed..." (2030 Plan Update Survey #1)	Land Use element - FLU map and categories	Future Land Use Categories and UDC amendments - improved standards for commercial development	Establish standards appropriate for new residential development pertaining to lot sizes, open space, buffers, road connectivity, etc. Ensure that development is compatible in character with the surrounding context. UDC amendments for buffering adjacent to residential neighborhoods. Apply neighborhood conservation strategies, such as code enforcement, housing rehabilitation, and support for urban homesteading for first time buyers.	Intentional Infrastructure Transportation Mapping Strategies	Use infrastructure to promote desired development patterns	Lead

2030 Goal 2: Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts.								
2.A	Encourage redevelopment in target areas.	"I think current businesses should be updated, like the old HEB on University and 35 is gross, moldy, and a huge health concern." (2030 Plan Update Survey #1)	Land Use element	UDC amendments Utility Master Plan Small Area Planning Capital Improvement Planning	Review standards for impervious cover, parking, height Incentivize redevelopment in target areas through infrastructure	Intentional Infrastructure	Utilize existing infrastructure and support vibrant places	Lead
2.B.	Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.	"Revitalized neighborhoods continued, beautification and community pride increased." (2030 Plan Update Survey #1)	CIP, Williams Drive, Housing Element	Small Area Planning Special Districts (Business Improvement Districts/Tax Increment Reinvestment Zones-TIRZs)	Identified areas could qualify for additional infrastructure improvements, development/renovation incentives, additional flexibility in development regulations to encourage redevelopment.	Economic Development	Preserve and enhance existing neighborhoods	Lead
3.A	Continue to promote diversification of uses while strengthening the historic character and supporting the existing historic neighborhoods.	"Keep Georgetown's historic style while improving the city." (2030 Plan Update Survey #1) "A community with diverse options for housing, transportation, and work. Maintain small town feel where possible." (2030 Plan Update Survey #1)	Downtown Master Plan; Vision Statement - "Georgetown: A caring community honoring our past and innovating for the future"	FLU categories, zoning, incentives	Review permitted uses in downtown to ensure sufficient variety	Economic Development Mapping Strategies	Support existing neighborhoods	Lead

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3.B	Strengthen Georgetown's image and identity as a small town quality feel within enhanced gateways and commercial corridors.	<p>"I would hope that it still has a small town feel." (2030 Plan Update Survey)</p> <p>"If you're concerned about gateways, keep Georgetown's appearance that of a small town." (Gateways MQ)</p>	Williams Drive Study, Gateways, CIP	<p>Special Districts Development Agreements Zoning Small Area Planning</p> <p>Implement landscaping and other design regulations to improve corridor aesthetics. Increase non-residential building design standards for new development. Implement a proactive code enforcement program.</p>	<ul style="list-style-type: none"> - Add/increase funding for beautification of specific areas along Gateways through WilCo Master Gardeners, scout groups, etc. - Renegotiate TxDOT ROW beautification Agreement to ensure better maintenance and standards - Designate 5% of project cost of all new roadway improvements associated with the gateway corridors to be applied to landscape and road frontage beautification improvements - Require new projects/improvements along Gateway corridors to bring landscape and road frontage up to current standards set forth by 2030 guidelines - Provide more flexibility for pedestrian connections through better and safer bike routes, walking and transit oriented designing. - Provide credits, tax breaks, benefits for higher standards associated with landscaping and pedestrian friendly designed projects. 	Economic Development Intentional Infrastructure	Support Georgetown's unique identity	Lead
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3.C	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.	<p>"...diversity of business (large and small), include industry for local employment, cater to start ups and innovative research and development..." (2030 Plan Update Survey #1)</p> <p>"I would like see Georgetown become the scouting city for major employers..." (2030 Plan Update Survey #1)</p>	Target Industry Analysis - target industries and potential partners; ED Strategic Plan - Strategic Goal 1: Support existing businesses and industries.; Strategic Goal 2: Enhance targeted recruitment of identified industries.; Strategic Goal 3: Diversify workforce development and recruitment initiatives.	Business Improvement Districts Small Area Planning Utility Master Plan 4a & 4B sales tax initiatives Capital Improvement Plan (CIP)	Coordination of Land use plan & Georgetown Economic Development Corporation (GEDCO) Strengthen relationship with Georgetown Development Alliance	Economic Development Collaboration Intentional Infrastructure	Diversify tax base and provide employment	Partner
3.D	Adopt development practices that preserve and enhance the environment.	"A city that prioritizes the environment with rich renewable energy incentives (residential and commercial) and land/wildlife preservation." (2030 Plan Update Survey #1)	Water Conservation Plan - "The City of Georgetown has a long standing commitment to water conservation and the efficient use of our natural resources."	Water Conservation Plan Stormwater Master Plan Solid Waste Master Plan Construction Standards and Specs Manual Educational and incentive programs; UDC amendments	Low Impact Development Standard Water conservation, energy conservation, air/water quality, compact/walkable development, urban heat island, support existing initiatives.	Intentional Infrastructure Green Space	Reduce environmental impact	Lead

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3.E	Support the City's growth and development using a decisional framework that promotes fiscal health, safety and quality of life for our current and future residents.	"Please do not listen to the naysayer, and do not limit growth! Be progressive in your growth, but use good zoning in the process." – Survey 1 "I know that we are going to grow, but I don't want that growth to eclipse the character that we enjoy now." – Survey 1 "Strongly continue this small town environment, not to grow so large with what appears to be adhoc development like Round Rock and Cedar Park." – Survey 1 "It's growing so fast. Hate to lose the small town feel." – Survey 1 "While growth is inevitable, I'd like to see it balanced with larger considerations of overall quality of life. My biggest concern is seeing Georgetown become just another Round Rock, all suburban sprawl and infrastructure in constant need of attention. Georgetown should look at growth with an eye to preservation of the quality of life that a "small town" atmosphere provides." – Survey 1	State of the City - expansion of city limits & ETJ acreage since 2008	Fiscal Impact Model (Cost to serve)MUD/PI D PoliciesUtility Master Plan - waste water requirementU DC Criteria for Annexation	Outside of existing development pattern, are we accepting annexation proposals that meet specific City objectives?Density and development cannot happen without utility provision, primarily waste water.	Intentional Infrastructure Collaboration	Intentional growth that meets land use and economic development strategies	Lead
2030 Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods, for residents of all ages, backgrounds and income levels.								
6.A	Encourage innovative forms of compact,	"Enhance walkability with wider sidewalks or	Williams Drive Study, Land Use	Mixed uses in FLU	Adopt ratios of preferred land use mixes	Housing Diversity	Provide more	Lead

	pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.	independent bike trail integration." (RoundTable - Stakeholder Feedback) "We have a need for affordable housing. People are moving here and we need to ensure everyone is welcome. Right now, that is not the case." (2030 Plan Update Survey #1)	Element, Housing Element	categories Zoning standards (UDC amendments) Sidewalk Master Plan Small Area Planning		Intentional Infrastructure Green Space	housing options and support vibrant places	
2030 Goal 7: Maintain high-quality infrastructure, public safety services, and community facilities.								
7.A	Support public safety services and infrastructure to ensure that Georgetown continues to be a safe, welcoming community that serves all residents.	"Continue providing safety thru the fire and police departments." (2030 Plan Update Survey #1)	OTP - pedestrian and bike planning; GUS mission statement - "To provide safe, reliable, efficient and cost-effective utility services to customers in order to enhance the quality of life of the community"	Georgetown Americans with Disabilities Act (ADA) Plan Public Safety Plan Emergency Management Plan Stormwater Master Plan CIP/annual budget; ensure that public safety services funding increases with population growth	Update Emergency Management Plan to reflect new organizational structure, update to meet new community needs Complete a So Evaluate emergency response staffing as a function of growth	Intentional Infrastructure	Maintain quality of life	Lead

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2030 Goal 8: Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage resources and promote innovation.								
8.A	Promote development decisions that serve the needs of our interlocal government partners.	"Wider sidewalks near Gtown high school leading into downtown (6-8 ft.)" (Downtown RoundTable)	Alignment; GISD Strategic Plan - "Collaborative environments that give voice and offer ownership to stakeholders are essential to meeting current and future needs."; Citizen Participation Plan: "Goal 3: Enhance our relationships and communication with community organizations"	Incorporate Institutional Facilities on FLU. Include in special districts and development agreements. Trigger for coordinated discussion with GISD (see San Antonio for subdivisions of 200 lots or greater)	Joint Use Agreements, connectivity to/from the school	Collaboration Intentional Infrastructure	Maximize resources and foster effective partnerships	Partner
2030 Goal 9: Maintain and add to the existing quality parks and recreation.								
9.A	Ensure that the subdivision and development process includes consideration of the way in which residential lots relate to parks and open space, emphasizing adjacency and accessibility to parks and open space.	"Strong, robust parks system for families to enjoy." (2030 Plan Update Survey #1) "Walkable, lots of trails connecting parks and neighborhoods, access to shopping for walkers and bicyclists, great schools, prioritizing green space." (2030 Survey #1)	Parks, Rec, and Trails Master Plan - incorporate in future update	UDC amendments	Prohibit lots from backing to public/shared open space; single-loaded streets are more desirable for access and to reduce risk of creek erosion into private property.	Green Space Intentional Infrastructure	Maximize parks and open spaces and support property values	Lead

2030 Goal 10: Improve and diversify the transportation network.

10. A	Proactively plan investments in transportation and other infrastructure to leverage partnerships with the business community and interested neighborhood organizations and maintain the level of service as the City continues to grow.	<p>"I would love to see much improvement and planning of traffic patterns." (2030 Plan Update Survey #1)</p> <p>"With the expected growth in Georgetown there needs to be related expansion of the transportation infrastructure . Continue to bring in restaurants, larger hotels and entertainment." (2030 Plan Update Survey #1)</p> <p>"Roads will need to support the major growth which is currently underway." (2030 Plan Update Survey #1)</p> <p>"There should be enough drinking water! That's the biggest concern." (2030 Plan Update Survey #1)</p>	<p>ED Strategic Plan - Strategic Goal 4: Encourage speculative development</p> <p>OTP, Utilities Master Plan, CIP; GUS mission statement - "To provide safe, reliable, efficient and cost-effective utility services to customers in order to enhance the quality of life of the community."</p>	CIP/annual budget	Project funding prioritized in targeted areas/ED purposes	Intentional Infrastructure Transportation	Utilize infrastructure as an economic development tool	Lead
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Appendix G: Housing Policy Guide

	Policy	Possible Tools (* indicates current tool)	Specific example	Intent/ Council Direction	Outcome	Role	Definitions/Council Direction
Preservation							
P1	Preserve existing housing stock that contributes to diversity and affordability.	<ul style="list-style-type: none"> • Multi-Family/home rehabilitation for small scale multi-family, quad and duplexes. • Multi-Family energy efficiency rebate and incentive programs • Support GHA's maintenance of units/infrastructure. • Affordability term extensions for existing tax credits - support property owners with renovations that use Low Income Housing Tax Credit. 	Olde Georgian (1700 S Austin Ave), Apple Creek (302 Apple Creek Dr), Cedar Ridge (1500 Northwest Blvd) unsubsidized affordable multi-family	Preservation Affordability Diversity	Protect existing affordable housing stock/prevent loss of naturally occurring affordable housing (NOAH). Existing units remain available to residents.	Partner or Support	
P2	Preserve existing neighborhoods in targeted areas.	<ul style="list-style-type: none"> • Zoning and Future Land Use Map • Policies to ensure compatibility, transition zones (Old Town and Downtown Design Guidelines) • Defined set of criteria to identify areas to target (ex: using data of age of units or percentage of renters) • Small area, neighborhood plans 	TRG, Rivery and San Jose neighborhood residents have attended several P&Z hearings regarding development requests in the neighborhood but lack formal policies in the Comprehensive Plan and Downtown Master Plan to address redevelopment.	Preservation	Enable P&Z and Council to preserve character of targeted neighborhoods. Particular aging neighborhoods may need special protections as redevelopment occurs.	Lead	<p>City could create process, residents would need to self elect neighborhood (ex. Traffic Neighborhood Management Program)</p> <p>Specific criteria might be laid out in toolkit for qualifying neighborhoods (age,</p>

							maintenance, vulnerability to change)
P3	Support owners ability to stay in homes in neighborhoods with rapid value increases without limiting the sale of the home.	<ul style="list-style-type: none"> • Home Rehabilitation* • Utility billing assistance* • Homestead exemption education • Partnerships with nonprofits that assist existing home owners with maintenance • Property tax abatement for reinvestment areas for homeowners meeting specific criteria • Neighborhood Empowerment Zones 	Ridge, San Jose, Railroad neighborhoods have seen construction of homes that raise property values. A Neighborhood Empowerment Zone, state enabled city-created zone for purpose of rehabilitation or creation of affordable housing, could be established for specific geographies.	Preservation Affordability	Support homeowners experiencing property value increase due to development in established neighborhoods to preserve homeownership.	Partner or Support	
P4	Maintain and promote neighborhood character and quality.	<ul style="list-style-type: none"> • CDBG for capital improvements (lighting, sidewalks)* • Neighborhood traffic management program, street maintenance* • Promote neighborhood capacity (vitality, services) building - HOA training/education • Partner with banks to meet Community Reinvestment Act requirements • Education/outreach. Neighborhood registration program* • Identify opportunities for small area plans • Neighborhood cleanup day • Urban park programs for infill 	Deer Haven or River Chase concern about proximity of commercial and impact to adjacent single family subdivisions; roadway planning. Parkview Estates desire to have neighborhood amenities to build neighborhood brand.	Preservation	Ensure neighborhoods are maintained and valued. Neighborhood viability/maintenance/enhancement	Partner or Support	

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Affordability							
A1	Support and increase rental choices for low-income and workforce households unless the housing is substandard.	<ul style="list-style-type: none"> • Development incentives* (Workforce Housing standards in UDC- impervious cover, setbacks, # of units/building, smaller lot size) • Support GHA programs (landlord outreach and education to accept vouchers to maximize available units, CDBG funds, energy efficiency upgrades through GUS) • Support LIHTC development that meet City defined process • Define metrics for affordability goals • Development agreements • TIF/TIRZ • Affordability term extensions for existing tax credits • Review of multi-family development standards to encourage infill development • Incentivize multi-bedroom housing options for families with children or aging parents 	<p>Stone Haven is almost 50 years old and in need of infrastructure and structural improvements to continue to safely house its residents. The Housing Authority will need to pursue revenue sources to make the improvements. The City can support the HA in this effort to retain the asset that serves households with incomes less than 30% of the AMI through improvements using CDBG or energy efficiency funds.</p> <p>Three tax credit properties are over 20 years old and their affordability term will expire after 35 years.</p>	Affordability Preservation Diversity	<p>Maintain rental housing stock available to low-income households.</p> <p>Greater rental housing choice for workers.</p>	Support or partner	Workforce is defined as 60-80% AMI
A2	Support rental choices for senior households.	<ul style="list-style-type: none"> • Define metrics for affordability goals • Support GHA programs • Support LIHTC development • TIF/TIRZ 	At no cost to City, a LIHTC resolution of support or no objection for age restricted housing.	Affordability Preservation	<p>Maintain available age and income restricted units.</p> <p>Rental choices for seniors who need them.</p>	Support or partner	

A3	Increase homeownership choices for workforce households.	<ul style="list-style-type: none"> • Development incentives* (Workforce Housing standards in UDC) • Development fee exemptions • Development agreements • Development regulations (density bonus on a per acre basis) • Municipal Utility Districts • Public Improvement Districts • Land Bank or Land Trust like tool • Down payment assistance 	Mueller: Development agreement - public private partnership with publicly owned land, mixed use community with affordability terms on approximately 25% of units (owner and rental options)	Affordability Diversity	Have workforce housing units as an incentive tool available for negotiation opportunities. Greater owner housing choice for workers.	Lead	Workforce is defined as 60-80% AMI
A4	Support the nonprofit community to create 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).	<ul style="list-style-type: none"> • Health and Human services element in the Comprehensive Plan as required by City Charter • Needs assessment • County point in time count 	Support or partner for development of a needs assessment.	Affordability	Acknowledge and define community housing need for vulnerable residents.	Support or partner	
Diversity							
D1	Encourage and incentivize new housing and reinventions or additions to existing housing to provide a mixture of housing types, sizes and price points.	<ul style="list-style-type: none"> • Incentives for diversity of housing products* • Low Income Housing Tax Credit process* • Promote and evaluate existing incentives for diversity of housing products • Define metrics for diversity goals • Incentives for density (density bonus) • TIF/TIRZ • Incentivize multi-bedroom housing 	Establish outcomes for diversity of housing in Municipal Utility District policy or development agreements.	Diversity Affordability	Tools for greater housing diversity. During negotiation opportunities, consider producing various housing types for new and infill development as option.	Lead	

APPENDICES

		options for families with children and aging parents					
D2	Ensure land use designations and other policies allow for and encourage a mixture housing types and densities across the community.	<ul style="list-style-type: none"> • Evaluate regulatory barriers to density • Review regulations to improve diverse housing options (such as ADUs). • Development regulations (zoning standards (density bonus will be the most effective)) , subdivision standards, building standards) while maintaining compatibility. • Create a zoning district that allows tri-plexes and four-plexes 	<p>Unified Development Code requires Special Use Permit by City Council for accessory dwelling unit (ADU).</p> <p>Development Code is not equipped to handle condo regime.</p>	Diversity	UDC supports and allows diversity of housing types and densities. Lower/evaluate regulatory barriers to housing diversity.	Lead	
D3	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.	<ul style="list-style-type: none"> • Support services (transportation, healthcare, food service, utility billing assistance) • Strategic Partnership grants focused on agencies that promote aging in place/community • Health and human services 	Increased diversity of housing product may allow someone to stay in community if aging causes need for different housing product.	Diversity	Accommodate diverse housing needs through development code and connection to services. More people have choice to stay in home/community as they age.	Partner	

Coordinated Housing Programming (global policies)							
C1	Actively seek and build public and private partnerships to leverage resources and promote innovation.	<ul style="list-style-type: none"> Partnerships with nonprofits, county, school district* Comm. Development Block Grant (WilCo and/or HUD)* HOME (TDHCA) - down payment assistance Housing Trust Fund (TDHCA + HUD) Health and Human Services element of Comprehensive Plan Point in Time count (County effort) Partnerships with employers 	CDBG funds through County to partner with HFHWC for Home Repair for neighborhood preservation.	Preservation Affordability Diversity	Secure outside funding and partnerships to maximize results. Should be used for all policies where possible.	Partner	
C2	Align housing goals with other city policies and strategic plans.	<ul style="list-style-type: none"> Land use policies* Economic development strategies involve housing discussion with employers. Public works - Overall Transportation Plan 	Housing diversity policies coordinated with land use policies, economic development strategic studies	Preservation Affordability Diversity	Coordinate plans and policies. Applies to all policies. Effective and efficient governance.	Lead	
C3	Provide opportunity for community engagement through outreach and communication.	<ul style="list-style-type: none"> Education and promotion of available housing programs and incentives. Communication about housing options for residents. 	Surveys, open house and speaking in community about 2030 Plan update. Development community outreach.	Preservation Affordability Diversity	Involve public/community in planning and decision making. Applies to all policies. Residents can provide input on neighborhood and city planning process.	Lead	

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Appendix H: Gateways Policy Guide

#	Policy	Possible Actions/Tools (* indicates current tool)	Stakeholder Input	Technical Studies	Intent/Outcome
<p><i>Goal: 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.</i></p>					
New	Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.	<p>Actively partner with TxDOT, Central Texas Mobility Authority and Williamson County on roadway improvements during design, construction and maintenance.</p> <p>*TxDOT Right of Way Maintenance Agreement (1965) *TxDOT - My35 Program *TxDOT- Greenway Program *2015 Road Bond *Williams Drive Study *Review and improve Streetscape standards</p> <p>Dedicate percentage (%) of overall roadway construction budget for gateway and corridor improvements</p> <p>Partner w/ nonprofits that volunteer on beautification projects</p>	<p>RT1 - Consider increasing participation in My35 and Greenway Program.</p> <p>RT1 - After 2020 Census, TXDOT roadways within City limits will be transferred to CoG for operations/maintenance.</p> <p>Survey #3 - "S IH 35 - there is no distinction between RR and G"</p> <p>Survey #3 - "Good strong signs with flowers on I-35 is good advertisement for the City."</p> <p>Survey #3 - "I am thrilled that gateway signage is a priority in the master plan. It can tie a city together and help it become more of a destination."</p> <p>Survey #3 (least favorite corridor) -</p>	<p>TxDOT My35 Program encourages opportunity for City participation and will affect Williams Dr, Leander Rd, University and Westinghouse.</p> <p>OTP - Locating major and minor gateways along appropriate roadway types; Identify appropriate corridors for enhancements such as roadway treatments, complete streets, and right-of-way beautification</p>	<p>Positive and cohesive image of Georgetown for visitors and residents.</p> <p>Support commercial/economic development.</p>
		Evaluate boundaries/designations			

		Streetscape - balancing visibility with dark skies	"35 doesn't show much character"		
		Land uses - promote positive image, highway access; no industrial uses; promote Class A Office parks	Survey #3 (favorite corridor) - "North side of town on I35. Plantings"		
		Landscaping - clustered at entryway features and intersections; focus on native treatments	Survey #3 (favorite corridor) - "IH-35 North bound, good visibility of sign"		
		Building scale/design - positive image, larger scale	Survey #3 (favorite corridor) - "I-35 from the north--nice landscaping, visually"		
		Signs - lower height but visible to fast-moving traffic	Survey #3 (favorite corridor) - "approaching from south along IH35 - monument sign"		
		Branding - new and enhanced entryway signs, overpass/bridge design, Streetscape features, public art			

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Goal: Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts.					
New	Utilize the Downtown Corridors to retain and enhance Georgetown's historic, small-town charm.	Emphasize walkability within the Downtown Corridors.	Survey #3 - Walkability #1 importance in Downtown Corridors	OTP - Bike Plan; Sidewalk Master Plan	Protect Georgetown's most significant asset and expand its positive characteristics.
		*Revise non-conforming section of UDC to require improvements for nonconforming sites, buildings	OTT - "The town square should be created into a pedestrian-only area."	OTP - Locating major and minor gateways along appropriate roadway types; Identify appropriate corridors for enhancements such as roadway treatments, complete streets, and right-of-way beautification	
		*Accelerate 2015 Road Bond Downtown Sidewalk projects to be completed before 2025	OTT - "Walkability should be increased throughout the City."	WDS - Fill in the gaps and complete the sidewalk system; Provide frequent pedestrian crossing locations to support a walkable environment; Gateway strategies, including urban design and corridor aesthetics	
		Evaluate boundaries/designations	OTT - "Make Downtown pedestrian friendly"	Parks - Consider opportunities to use greenspace or plazas as gateways or district	
		Streetscape - pedestrian safety/scale	Survey #1 - "Invest in sidewalks in old town"		
		Land uses - pedestrian uses/scale	Survey #1 - "a walkable city with connected sidewalks and trails"		
		Landscaping - lush/native, pedestrian realm	Survey #1 - "Hopefully plenty of sidewalks and crosswalks will be added all over town."		
		Building scale/design - no setback, pedestrian features (windows, shade)	Survey #1 - "A walkable town with access to small stores and local vendors. Wide sidewalks and the ability to cross streets safely. Interconnected hike and bike trails		
Signs - pedestrian-oriented					

		<p>Branding - continue banners, wayfinding signage</p>	<p>city wide (including the forsaken areas in southeast Gtown.)"</p> <p>RT1 - Inner Loop west should be downtown</p> <p>RT1 - Downtown Gateway should extend north to Inner Loop, south to Leander Rd, west along University to Wolf Ranch Pkwy, east to Hutto Rd (edge of the Old Town Overlay)</p> <p>RT1 - Leander Rd should be downtown east to FM 1460</p> <p>RT1 - Williams Drive should be Downtown from DB Wood to Austin Ave</p> <p>Survey #3 - "The Square deserves better entries from Hwy. 35 and 29 and North Austin Ave."</p> <p>Survey #3 - "I LOVE living in Old Town largely b/c of the beauty of the town. Thanks for all you do!"</p>	<p>enhancements</p> <p>Downtown Master Plan - Incorporation of gateway, wayfinding, and signage strategies</p>	
<p><i>Goal: 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.</i></p>					

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New	Ensure that the Scenic Corridors preserve the natural, rural character as the City continues to grow.	Evaluate boundaries/designations	RT1 - FM971 can be scenic from Inner Loop East	<p>OTP - Locating major and minor gateways along appropriate roadway types; Identify appropriate corridors for enhancements such as roadway treatments, complete streets, and right-of-way beautification</p> <p>Parks - Consider opportunities to use greenspace or plazas as gateways or district enhancements</p> <p>WDS - Gateway strategies, including urban design and corridor aesthetics</p>	Distinguish Georgetown from the surrounding areas, and keep the rural, low-density feel.
		Streetscape - encourage dark sky lighting strategies	RT1 - Leander Rd should be scenic west of Southwest Bypass		
		Land uses - low impact, highway access; no industrial	RT1 - FM1460 should be scenic south to University		
		Landscaping - natural, native	RT1 - Williams Drive should be scenic from Jim Hogg east to DB Wood Rd		
		Building scale/design - large setbacks, lower height, stone facades	Survey #3 - "I'm in favor of improving and growth, but we need to be smart. Pay close attention to density! Let's not become a concrete jungle!!!!"		
		Signs - monument signs, stone materials	Survey #3 - "Start a program for dark skies. Too much signage and bright lights around town is killing the valuable night sky views."		
		Branding - consistent materials/landscaping, understated/minor entryway features	Survey #3 - "keep Georgetown's appearance that of a small town. We don't want it to look like Round Rock, Austin on any other city around Austin."		

Appendix I: Fiscal Impact/Growth Scenario Memo

MEMORANDUM

Subject: Growth Scenario Development and the Future Land Use Map

From: City of Georgetown Planning Department Staff

Date: 1/22/2020

Purpose: Growth Scenario Development

Introduction

As part of the update to the 2030 Comprehensive Plan Land Use Element, the City of Georgetown developed growth scenarios for the year 2030 to evaluate the balance of land uses in the Future Land Use map and describe how and where Georgetown could grow over the next 11 years.

The project team facilitated the development of multiple land use scenarios by the 2030 Comprehensive Plan Steering Committee using physical maps and Lego building blocks (directions for the activity are shown in the handout at the end of this memo). The Lego building blocks represented residential and commercial future land uses. The Steering Committee was asked to identify key areas within the planning area (City limits + ETJ) where growth is expected or desired and to distribute the residential and non-residential Legos accordingly. The project team used the Fiscal Impact Model (FIM) to calculate (project) nonresidential square feet, jobs, residential and nonresidential taxable property value and a net fiscal impact for the land distribution by the Steering Committee. Together, the map and the resulting projections represent a scenario of growth. The City then used the FIM to evaluate the net fiscal outcome of the Steering Committee growth scenarios against existing development trend and cost to serve data in the FIM. The comparison of the net fiscal outcomes of the various scenarios against existing development was a consideration of the arrangement of land uses in the final Land Use Map.



A total of ten scenarios were developed and evaluated. Scenario 1 evaluates the full build out of the 2030 Plan Future Land Use Map adopted in 2008. Scenarios 8 and 8.1 evaluate the full build out of the 2030 Plan Future Land Use Map developed in 2019. These scenarios should only be compared to each other due the scale of development implied by full buildout. Scenario 2 represents development based on development current trends. Scenarios 3-5.1 were developed through an activity with the 2030 Plan Steering Committee. Scenarios 6 and 7 were used as controls to understand the individual impacts of increased residential and commercial development respectively.

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Growth Scenario Development

The development of the growth scenarios answered key questions:

- 1) What are key development areas in the planning area?
 - a. Are there certain types of development each key area should include?
- 2) Will this scenario help achieve the City's land use policies:
 1. A - *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.*
 - 1.B - *Promote more compact, higher density, well-connected development within appropriate infill locations.*
 - 2.B - *Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.*
 - 3.C - *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.*
 - 6.B - *Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.*
- 3) How many residential units result from this scenario?
- 4) How much commercial sq. footage results from this scenario?
- 5) What is the net fiscal impact?

Scenario 1) 2008 Future Land Use Map Full Build Out

This scenario uses the land use assumptions from the 2030 Comprehensive Plan as amended since adoption in 2008.

Scenario Assumptions

- All acreage within a land use category will develop with densities associated with that land use category outlined in Table 1 at the end of this memo.
- No changes to the land use category allocation (i.e. Comprehensive Plan Amendments) beyond 2019

Scenario Constraints

- Does not include absorption rates, nor market feasibility; assumes full buildout of all developable land using the estimated building coverage allowances

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- Land use categories do not reflect current development trends in terms of residential unit density
- Land use pattern has varied significantly than what was forecast in 2008, particularly in the southeast and southwest portions of the City based on utility improvements
- Nonresidential land uses allow for residential and the land use category does not have a preferred mix from which it can project future incorporation of residential. Generalized mixes of land uses were developed based on current development trend and depicted in table 1.

Scenario Opportunities

- Reflects desires of Community in 2008

Scenario 2) Citywide Trends (Existing 2019 FIM)

The Default Scenario is based on existing development patterns and development trends. This scenario distributes future growth in the same places Georgetown has seen growth over the past 6 years. This scenario utilizes 2010 Census data and City of Georgetown residential permitting data (2013-2019).

Scenario Assumptions

- All platted residential lots will be fully developed
- Single Family = single family detached, single family attached, duplex
- Multi-family = three units or more in a structure

Scenario Constraints

- No net new development – this model does not account for land that could be developed by 2030, only land that is platted
- Some correlation to 2030 Comprehensive Plan, reflects actual development pattern

Scenario Opportunities

- Reflects recent development trends

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Scenarios 3-5.1) Projected Housing Unit Distribution and Economic Development Strategies

This scenario is based upon direction from the Steering Committee through the land use activity at the 9/5/2019 meeting. Scenarios 3 – 5.1 utilized a large version of the map below which did not include areas with geographic constraints (shown in gray and black) and highlights areas that are available for future development (shown in white). To develop these scenarios, Steering Committee members were asked to place Lego blocks on the map to indicate future development, focusing on the developable (white) areas. Scenario 5.1 combines the housing units and commercial square footage of scenario 2 and scenario 5.

Scenario Assumptions

- Model buildout year is 2030
- 12K housing units will be built by 2030 (*Development Pipeline Map March 2019, City of Georgetown*)
- 7K-10K additional housing units projected by 2030 (*2019, TX State Data Center*)
- Absorption rate of 1,200 to 1,300 units/year

Scenario Constraints

1. Removed barriers to development (lake, floodplain, roadways, and right-of-way).
2. Removed land that is currently developed and is unlikely to redevelop soon.

Scenario Opportunities:

1. Target industries identified (*Target Industry Analysis, 2017, City of Georgetown*)
2. Approximately 1,016,000 square feet of unmet retail demand (*Market Assessment, 2016, City of Georgetown*)

Scenario 6) 20% Increased Residential Development Over Citywide Trends

This scenario was developed to evaluate the net fiscal impact and ratio of revenue to expenditures by increasing residential development and maintaining commercial development trends.

Scenario Assumptions

- Model buildout year is 2030
- Residential development (# of housing units) will increase by 20% over Scenario 2
- Nonresidential development (sq.ft) will maintain development trends of Scenario 2
- 2019 Levels of Service for residential and nonresidential

Scenario Constraints

1. Does not consider market feasibility of demand for 20% additional housing units over current development trends

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Scenario Opportunities:

1. Test impact of additional residential costs to serve and property tax revenues while maintaining current levels of revenues and expenditures of commercial development.

Scenario 7) 15% Increased Nonresidential Development Over Citywide Trends

This scenario was developed to evaluate the net fiscal impact and ratio of revenue to expenditures by increasing non residential development and maintaining residential development trends.

Scenario Assumptions

- Model buildout year is 2030
- Residential development (# of housing units) will maintain growth trend of Scenario 2
- Nonresidential development (sq.ft) will increase by %15 over Scenario 2
- 2019 Levels of Service for residential and nonresidential

Scenario Constraints

1. Does not consider market feasibility of demand for 15% additional nonresidential square footage over current development trends

Scenario Opportunities:

2. Test impact of additional revenue and expenses generated by commercial development while maintaining current levels of revenues and expenditures of residential development.

Scenario 8, 8.1) 2019 Future Land Use Map Full Build Out

Two scenarios were considered from the Future Land Use Map updated in 2019. These scenarios evaluate the land use assumptions from the draft Future Land Use Map and draft Future Land Use categories. The only difference between these scenarios is the allocation of single family to multi-family for the Mixed Density Neighborhood category.

Scenario Assumptions

- All acreage within a land use category will develop with densities associated with that land use category outlined;
- No changes to the land use category allocation (i.e. Comprehensive Plan Amendments) beyond 2019

Scenario Constraints

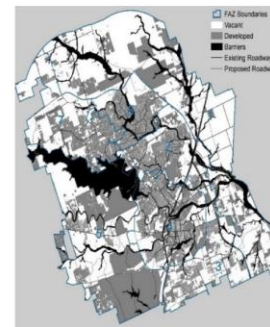
- Does not include absorption rates, nor market feasibility; assumes full buildout of all developable land using the estimated building coverage allowances

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Scenario Opportunities

- Helps model residential densities



Fiscal Impact Model (FIM)

The FIM as used to quantitatively compare the growth scenarios is the City's Fiscal Impact Model (FIM). This tool is a cost to serve model that considers the land use pattern in each development scenario and provides a net fiscal impact (positive/negative) for each scenario.

The FIM allows the City to measure projected revenues (i.e., property tax, sales tax, etc.), expenditures, capital improvement programming (i.e., streets, public safety, parks and recreations, etc.), levels of service changes, and operational and maintenance budgets as a result of new residential and commercial development.

Within the FIM, the Planning Area (ETJ + City Limits) is divided in seven Fiscal Analysis Zones (FAZs). The FIM is calibrated to measure the demand and contribution of each land use type depending on its location in the planning area.

The FIM uses the number and location of proposed residential units, future population and employment, which are based on the land uses on the map. The resulting fiscal impacts are measured by revenues versus expenditures. The FIM is not an economic development tool.

FIM Inputs

- Housing Units
- Jobs
- Population
- Nonresidential sq. footage. Nonresidential future land use types allocated across 4 categories
 1. Retail
 2. Office
 3. Industrial
 4. Institutional

FIM Outputs (aka Growth Scenario Performance Measures)

- Nonresidential square feet
- Residential taxable property value

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- Nonresidential taxable property
- Net Fiscal Impact
- Ratio of Revenue to Expenditure

Growth Scenario Results

Steering Committee Results

1. Increasing residential densities is possible without resulting in a negative fiscal outcome to the City
2. Increasing commercial development, maintain residential trends results in greater net positive fiscal outcomes

Results of Scenarios 2, 5.1, 6 and 7

Characteristic	Citywide Trends (Scenario 2)	Steering Committee (Scenario 5.1)	+20% Residential (Scenario 6)	+15% Commercial (Scenario 7)
Housing Units	19,370	↑	↑	
Population	109,206	↑	↑	
Jobs	32,335	↑		↑
Commercial sq. footage	5.9M	↑		↑
Net Fiscal Impact	\$16.5M	+	+	+
Ratio of Revenue to Expenditure	\$1.04	↑\$1.05	↓\$1.01	= \$1.04

Full buildout Results

Scenarios 1, 8 and 8.1 represent the impact of full build out of the planning area. An increase in total units is shown in Scenarios 8 and 8.1 when compared with Scenario 1 reflecting the increase in densities for the residential future land use categories in the 2019 update of the 2030 Plan (see Table 1. 2008 and 2019 Land Use Characteristics (Full build out)). Additionally, an increase in total commercial square footage is seen in Scenarios 8 and 8.1 as additional acreage was added to employment center and community commercial in the 2019 update.

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2008 LULU Characteristics	GND	DKA	Low-Cost Ratio		Housing Coverage	Total Planning Area			Total Planning Area	
			Tot	Comm		Total Acres	Total Units	Total Sq. Ft.	Housing/Working unit	% Share of total acreage
Agricultural/ Rural Residential	100% SP	1.0	0.95	0.05	1%	29,643	78,160	645,403	23	24%
Low Density Residential	100% SP	3.0	0.90	0.10	5%	25,987	70,315	5,659,869	81	21%
Moderate Density Residential	100% SP	4.0	0.90	0.10	20%	14,076	29,811	12,258,777	161	11%
High Density Residential	100% MP	14.0	0.80	0.20	10%	614	6,877	534,917	78	1%
Mixed Use Community	100% SP	4.0	0.70	0.30	20%	5,308	14,862	13,872,989	933	5%
Mixed Use Neighborhood Center	100% SP	12.0	0.30	0.70	20%	4,339	13,526	24,660,954	1,696	4%
Special Area Mixed Use	100% SP	2.0	0.30	0.70	30%	1,209	1,209	7,899,606	634	1%
Community Commercial	100% MP	12.0	0.20	0.80	20%	1,544	3,802	11,039,844	2904	1%
Regional Commercial	100% MP	18.0	0.15	0.75	20%	2,115	9,098	14,000,776	1,851	2%
Employment Center	100% MP	12.0	0.20	0.80	15%	4,885	11,274	25,534,872	2,178	4%
Institutional	0.0	0.00	0.00	0.00	15%	2,085	0	0	0	2%
Mixing	0.0	0.00	0.00	0.00	5%	5,545	0	0	0	6%
Parks, Recreation, Open Space						16,743	0	0	0	14%
Area not covered in last plan						999	0	0	0	1%
						116,174	237,527	117,960,306	498	100%

2019 LULU Characteristics	GND	DKA	Low-Cost Ratio		Housing Coverage	Total Planning Area			Total Planning Area	
			Tot	Comm		Total Acres	Total Units	Total Sq. Ft.	Housing/Working unit	% Share of total acreage
Rural Residential	SP	1.0	0.95	0.05	1%	24,063	22,858	524,069	23	21%
Neighborhood (Low Density Residential)	SP	5.0	0.90	0.10	5%	28,643	328,894	6,238,445	48	25%
Mixed Density Neighborhood (Moderate Density Residential)	95% SP, 5% MP	14.0	0.80	0.20	20%	21,567	241,556	37,578,341	156	19%
Community Center (Mixed Use Community)	100% MP									
Mixed Use Neighborhood Center (Community Center)		14.0	0.25	0.75	15%	4,034	14,119	19,768,437	1,400	3%
Community Commercial (Community Center)										
High Density Residential (Community Center)										
Special Area (Special Area Mixed Use)	100% MP	14.0	0.40	0.60	30%	1,284	7,190	10,057,587	1,400	1%
Regional Center (Regional Commercial and High Density Residential)	100% MP	14.0	0.25	0.75	20%	4,841	16,945	33,470,298	1,847	4%
Employment Center	100% MP	14.0	0.30	0.70	15%	5,023	15,739	29,345,093	1,867	5%
Institutional	0.00	0.00	0.00	0.00	15%	2,187	0	14,289,854	0	2%
Mixing	0.00	0.00	0.00	0.00	5%	6,257	0	17,984	0	7%
Parks and Recreation (Parks, Recreation, Open Space)						16,236	0	0	0	1%
Open Space (Parks, Recreation, Open Space)						14,439	0	0	0	12%
						116,175	487,315	149,537,270	334	100%

Table 1 - 2008 and 2019 Land Use Characteristics (Full build out)

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Growth Scenario Mapping Exercise

Comp Plan Steering Committee Meeting #14

1. Identify areas to plan for in the next 10 years.



2. Distribute residential and non-residential



3. Identify areas for target industry

KEY/LEGEND

- Yellow—Residential 100 units/block
- Red—Commercial 5,000 sq ft/block
- Purple—Target Industry 30,000 sq ft/block
- Mixed Use—yellow on top of red

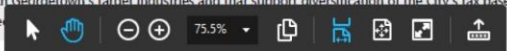
ASSUMPTIONS

- Projected growth of approx. 19,000 housing units in the next 10 years (approx. 12,000 in pipeline currently)
- Unmet retail demand of 1M sq. ft. from 2016 Market Assessment remains unchanged

KEEP IN MIND...

Does the scenario achieve these policies?

- 1A: 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.
- 1B: Promote more compact, higher density, well-connected development within appropriate infill locations.
- 2B: Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.
- 6A: Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.
- New: Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown's target industries and that support diversification of the City's tax base and promote e



APPENDICES

Appendix J: State of the City

The purpose of this report is to provide a summary of population, demographics, economic characteristics, and housing that will influence future growth and community needs.

Demographics and Housing

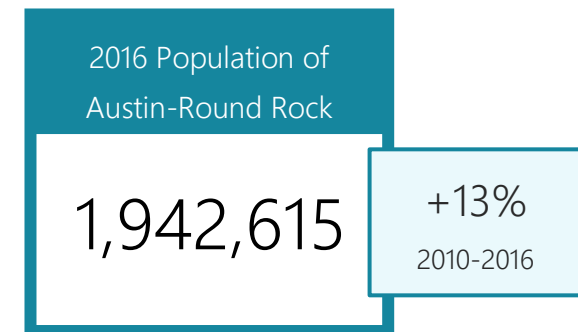
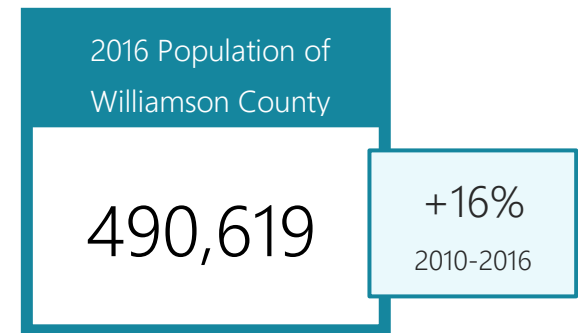
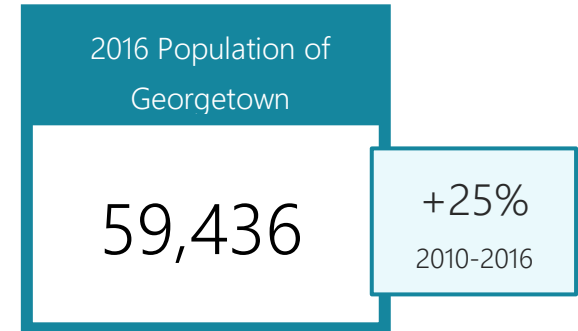
Demographics are characteristics that describe population, including age, sex, race, ethnicity, employment, and economics. Housing and household characteristics describe dwellings and the profile of the people residing in those households.

This report utilizes the most recent American Community Survey (ACS) to establish general trends in the City. Maintained by the U.S. Census Bureau, the ACS is conducted annually during non-decennial Census years and provides estimates regarding a range of demographic, economic, and housing factors. Although there are many different sources for demographic information as it pertains to Georgetown, the ACS is updated annually at the local, county, and state levels, which allows for more accurate comparisons over time and against other communities.

Population Trends

Based on data collected from through the U.S. Census Bureau, Georgetown has experienced steady growth, with the most rapid growth occurring since the early 1990s. Georgetown’s growth has outpaced growth of Williamson County, with growth of 25 percent and 16 percent respectively between 2010 and 2016. As of 2016, Georgetown’s population approached 60,000 residents and accounted for roughly 12 percent of the population of Williamson County. It should be noted that all historical population estimates and counts consider only residents inside of the City limits at that time. **Understanding population growth is critical to making informed land use decisions and maintaining the City’s level of service to residents as the community grows.**

Located just north of the City of Austin and Travis County, Georgetown’s rapid growth is reflective of growth trends occurring throughout central Texas. The Austin-Round Rock Metropolitan Statistical Area (MSA) grew by over 37 percent from 2000 to 2010, and another 13 percent between 2010 and 2016. The MSA’s population surpassed 2 million people in 2015 (Austin Chamber of Commerce).



Source: U.S. Census Bureau, 2016 ACS

Changing Demographics in Georgetown:

Population:	Median Age:	Median Household Income:
• 2000: 28,339*	• 2000: 36.9*	• 2000: \$54,098*
• 2010: 47,400*	• 2010: 44.0*	• 2010: \$60,888***
• 2016: 59,436**	• 2016: 45.8**	• 2016: \$64,256**

Sources:

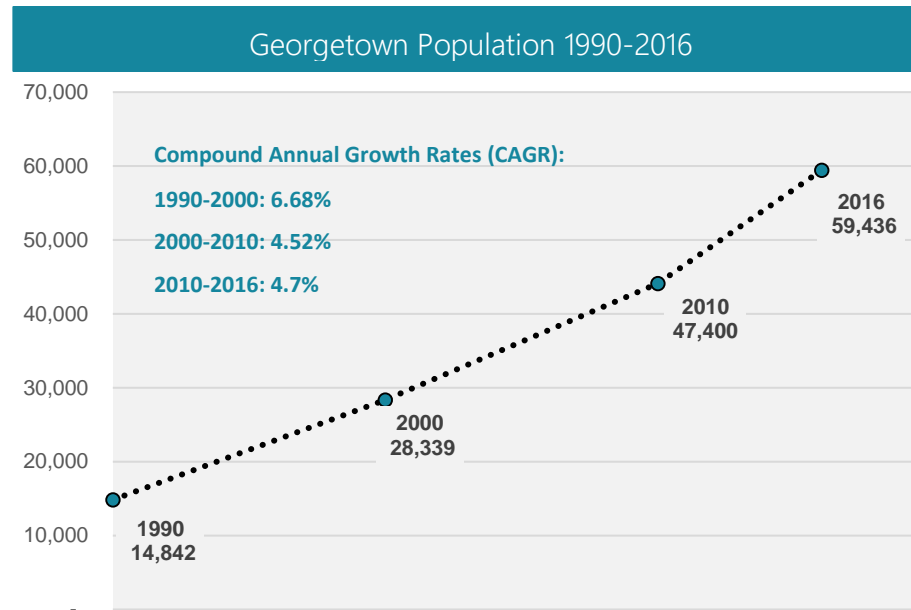
*Decennial Census; Plan 2030

**U.S. Census Bureau, 2016 ACS

***U.S. Census Bureau, 2010 ACS

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Georgetown's population at any given time is an estimate. The decennial census, which occurs every 10 years, is the only time that a door-to-door population count occurs. Georgetown estimates population based on the most decennial Census count – currently 2010 – and calculates additional population added by the residential single-family water permits that have been issued since that time.



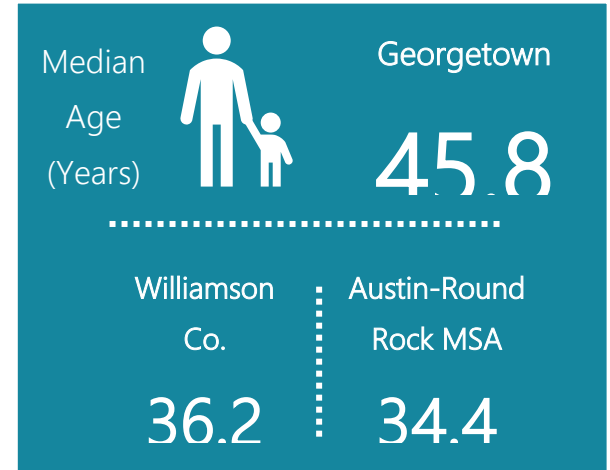
Source: U.S. Census Bureau, Decennial Census

Age and Sex

The Age and Sex Pyramid below shows the age distribution by sex for Georgetown compared to Williamson County. Typically, a population pyramid takes the general shape of a triangle pointing upwards, which would indicate that the population has a steady flow of young people to fill the workforce as older people age out of it. Georgetown's pyramid is somewhat unusual in shape with the largest concentration at the top, representing generally retired people. The next largest groups within Georgetown are families, including school-age children and adults in their late 20s to 40s. This differs significantly from Williamson County, which, while heaviest in the middle, is less top-heavy than Georgetown. Williamson County's largest groups are workforce and school children.

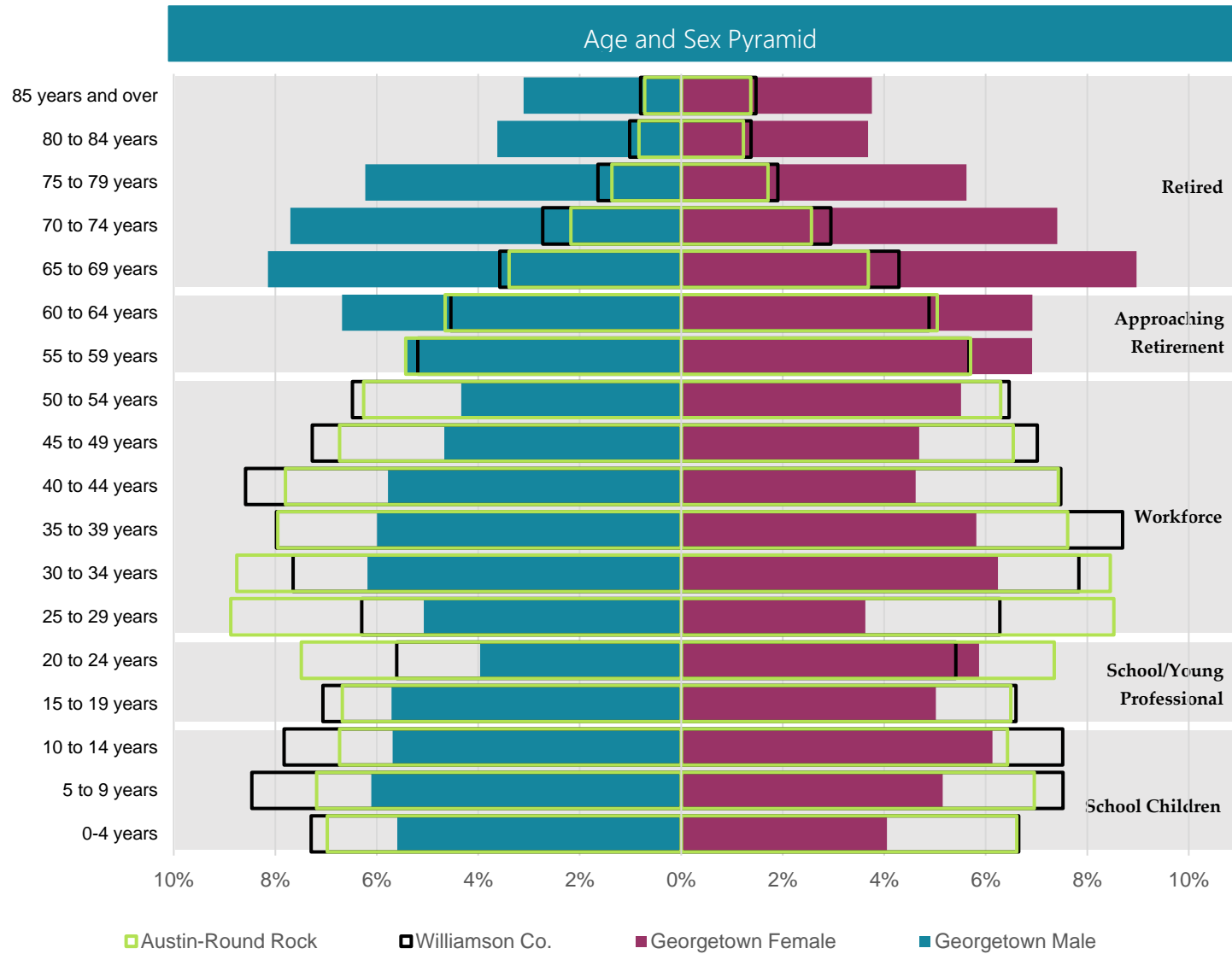
There are several apparent trends that are important to consider in this Plan:

- Both Georgetown and Williamson County have a relatively small population of children, though the County's distribution is larger. Although population growth will undoubtedly increase this number, it is unclear if it will increase the distribution of children relative to other groups. This group is increased by attracting new families into the City and providing housing options for existing families to move into as they grow.
- Both Williamson County and Georgetown have a shortage of college-age adolescents and young professionals. These groups tend to cluster around universities and employment centers, especially in cities with affordable housing, strong connectivity, and amenities that support an active lifestyle.
- Georgetown has a lower distribution of workforce adults, which correlates to the City's lower distribution of children. In addition to adequate and desirable housing for families, workforce adults are attracted by availability of high-paying jobs.
- Georgetown has a high distribution of retirees and adults approaching retirement, which is unsurprising given the size and popularity of Sun City. A key component of the Housing Element will be to identify if the City has sufficient housing for this group, from active living seniors to those in assisted living.



Source: U.S. Census Bureau, 2016 ACS

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Source: U.S. Census Bureau, 2016 ACS

Impact on Georgetown

This Plan strives to address the needs of Georgetown's growing and changing population. The following are potential policy considerations associated with demographic changes:



Housing

A community with a growing economy and population must provide a wide range of housing choices with regards to location, price, density, and type.



City Services

Cities provide a wide range of services to citizens. Understanding population trends is critical to providing the right services and maintaining (or enhancing) the existing level of service.



Healthcare

From children to seniors, access to medical offices, hospitals, and healthy food are important considerations of growing and changing communities.



Amenities and Services

Amenities and services play three key roles: they provide citizens with commodities, provide employment opportunities, and improve the quality of life by providing retail and entertainment for residents of all ages.



Connectivity

Whether for exercise or as a form of transportation, it is important that cities be well connected pedestrians and bicyclists as well as cars.



Employment

A community with a growing economy and population must provide a wide range of employment opportunities for part-time employees, young professionals, and career adults.

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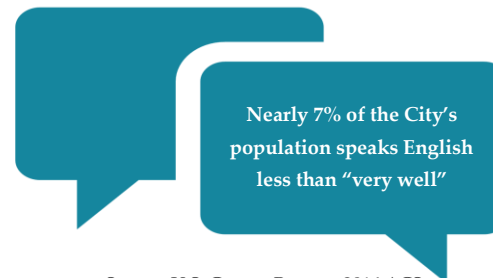
Race and Ethnicity

Racial and ethnic composition can help the City to ensure that its public is well represented in the decision-making process.

The population of Georgetown is predominately White, making up 92.3 percent of the total population, which is higher than that of the County. The next largest group are residents who identify as Black or African American (3.1 percent), some other race (2.1 percent), and two or more races (1.4 percent). Measured separately from race, Georgetown is more ethnically diverse than racially, with approximately 21 percent of the population identifying as Hispanic or Latino.

Nearly seven percent of the City’s population speak English less than “very well”, many of whom are fluent in Spanish. This is important to consider because outreach strategies targeted for non-native speakers often differ from more traditional approaches; such efforts could include emphasizing community, advocacy, leveraging and engaging local places of worship, and involving neighborhood schools for distribution of materials and information. This can be an important consideration for the City when distributing information, collecting input, conducting meetings, or hiring future employees.

Over time, Georgetown’s ethnic diversity has remained largely unchanged. However, the City has become more racially diverse since 2000. It is important that Georgetown understand and consider its changing demographics as the City continues to grow in order to continue to meet the needs and desires of all residents.



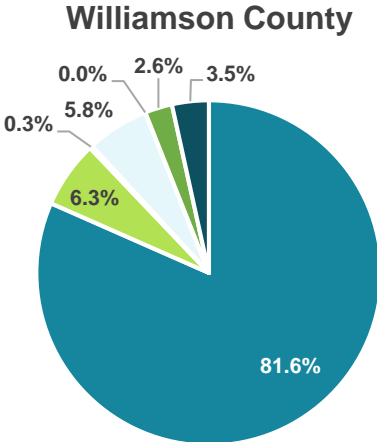
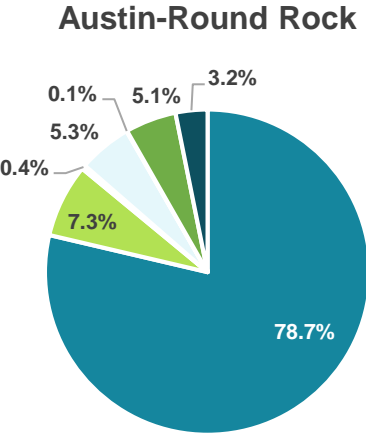
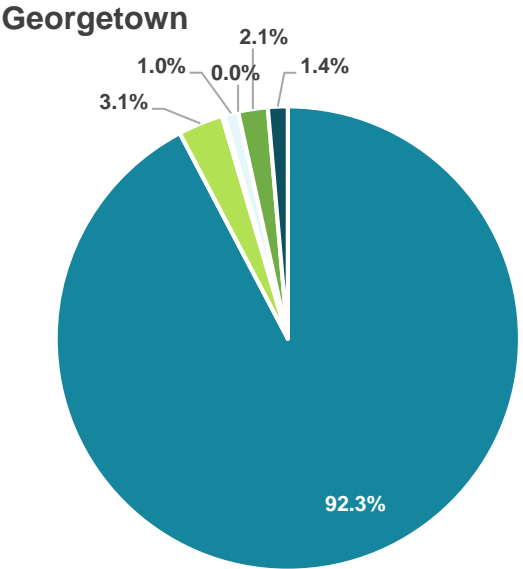
Source: U.S. Census Bureau, 2016 ACS

Race	Census Year	
	2000	2010
<i>One race</i>	98.2%	97.8%
White	85.4%	86.2%
Black or African American	3.4%	3.7%
American Indian or Alaska Native	0.4%	0.6%
Asian	0.7%	1.0%
Native Hawaiian and Pacific Islander	0.1%	0.1%
Some Other Race	8.3%	6.2%
<i>Two or More Races</i>	1.8%	2.2%
Ethnicity	2000	2010
Hispanic or Latino (of any race)	18.1%	21.8%
Not Hispanic or Latino	81.9%	78.2%

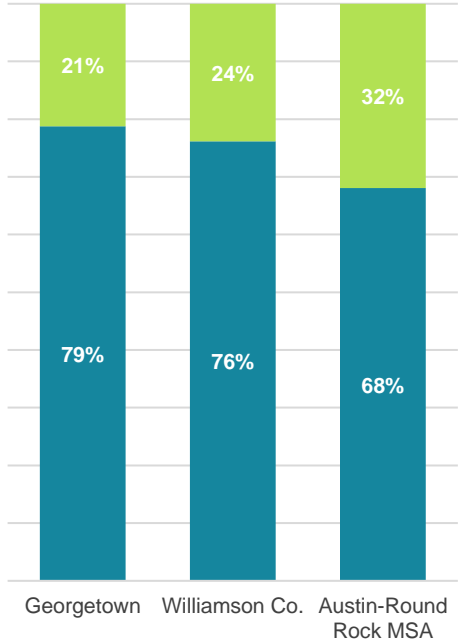
Source: U.S. Census Bureau, 2000, 2010 Decennial Census

Race

- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some other race
- Two or more races



Ethnicity



■ Not Hispanic or Latino ■ Hispanic or Latino

Source: U.S. Census Bureau, 2016 ACS

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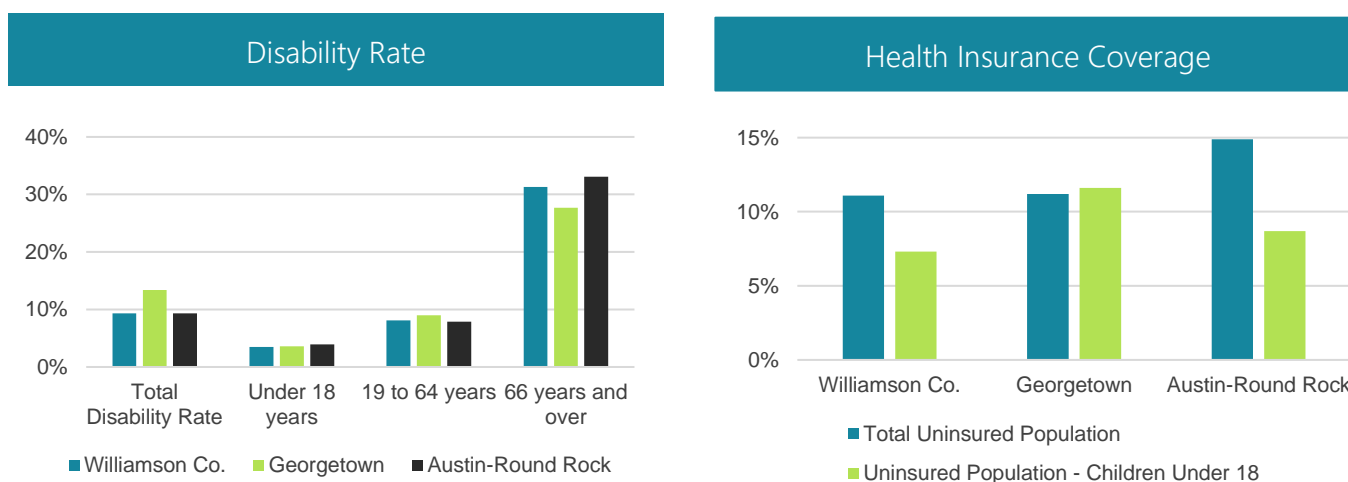
Social Indicators

Health and social trends within the community can be indicative of current or future need for social services, healthcare, or mobility options. Georgetown's overall rate of uninsured residents is on par with State and County averages. However, the City has a higher than average rate of uninsured children under 18 years of age. Georgetown also has a higher disability rate than the State and County. However, no individual group stands out as an outlier and the City's distribution of disabled seniors is below average.

Health indicators as a measure of social resiliency are already being assessed by Williamson County. The Community Health Assessment, part of Williamson County and Cities Health District, aims to address health issues within the community with a focus on building community partnerships and utilizing resources across agencies and groups. The assessment investigates numerous health-related policy areas, and ultimately recommends a focus on:

- Mental Health: Prevention, early intervention, support, and treatment for mental illness
- Access to Healthcare: Basic, affordable healthcare available for all residents
- Awareness of Healthcare Resources: Available information and communication channels for resources
- Active Living: Resources, access, and awareness for physical activity opportunities
- Chronic Disease: Prevention, treatment, and management of chronic diseases

This Assessment is implemented through the 2017-2019 Community Health Improvement Plan (CHIP), which provides an action plan for each of the five priority topic areas and aims to create a regional continuous process of improvement involving assessment, action planning, and reviews. The current 2017-2019 Plan is currently in the review process and is set to reenter the assessment process in 2019. These are important topics in public policy and city administration, which will likely warrant further study at a municipal level.

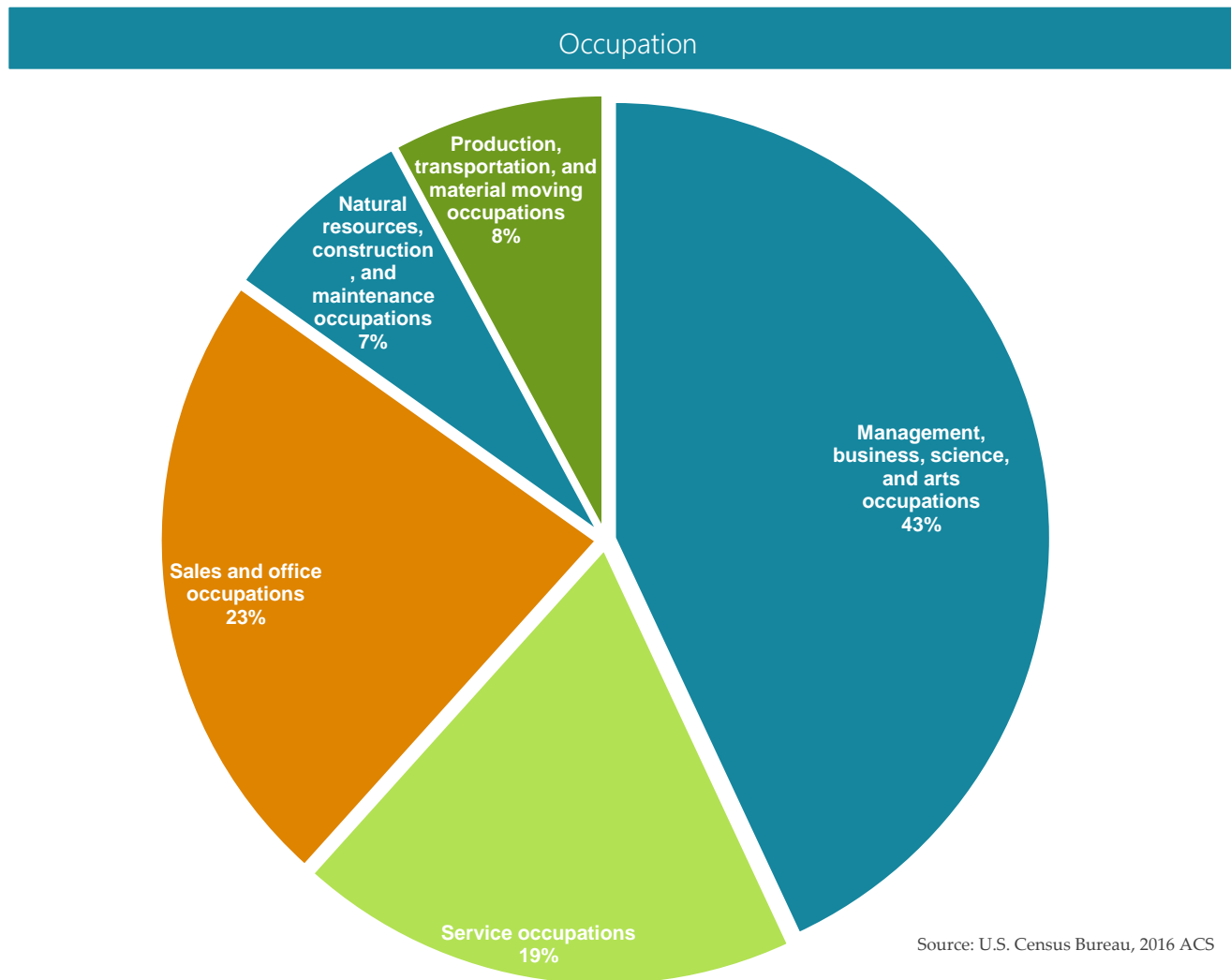


Source: U.S. Census Bureau, 2016 ACS

Employment and Economics

Knowledge of Georgetown's economic conditions is critical to understanding the community's needs regarding jobs and housing. The following data reflects the U.S. Census Bureau's 2016 American Community Survey. Note that this data corresponds to the residents of Georgetown, not the businesses of Georgetown.




"Occupation" describes the particular job roles held by employed members of the community regardless of whether such jobs are located within the community or region. Georgetown's largest occupations are 'management, business, science, and arts' followed by 'sales and office' and 'service'.



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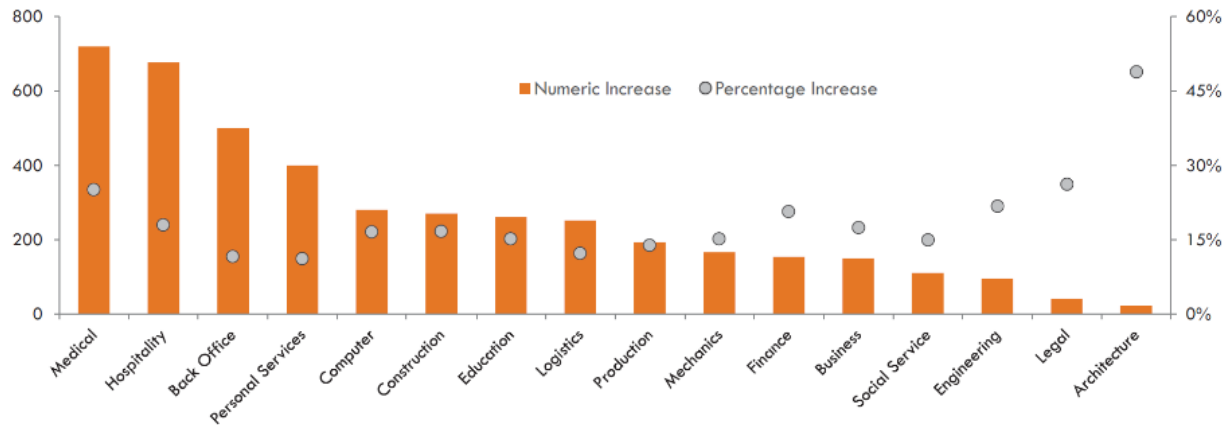
The term “industry” describes the grouping of similar economic activities. It is a measure of the distribution of employment sectors within a community. The largest industry employing Georgetown residents is ‘educational services, healthcare, and social assistance’. This is also the largest industry for Williamson County, though Georgetown maintains an even higher distribution. The City’s second largest industries are ‘professional, science, management, administrative, and waste management services’ and ‘retail trade’. **These trends support the City’s recent target workforce and industry studies, which identified advanced manufacturing, life sciences, and professional services as target industries.**

The 2017 Workforce Analysis report identified the projected employment growth of major industries that are located within Georgetown. Many prominent existing industries are expected to continue to grow, including medical and hospitality. Conversely, these are some industries that are very limited presently but are expected to see growth in the future, such as engineering, legal, and architectural fields.

TARGET INDUSTRY	NICHE SECTORS
 Advanced Manufacturing	Aerospace & Aviation Clean Energy Technology Electronics & Component Manufacturing
 Life Sciences	Healthcare Services Medical Technology Pharmaceuticals
 Professional Services	Creative Design Engineering Services Software & Information Technology

Source: Target Industry Analysis, Avalanche, 2017

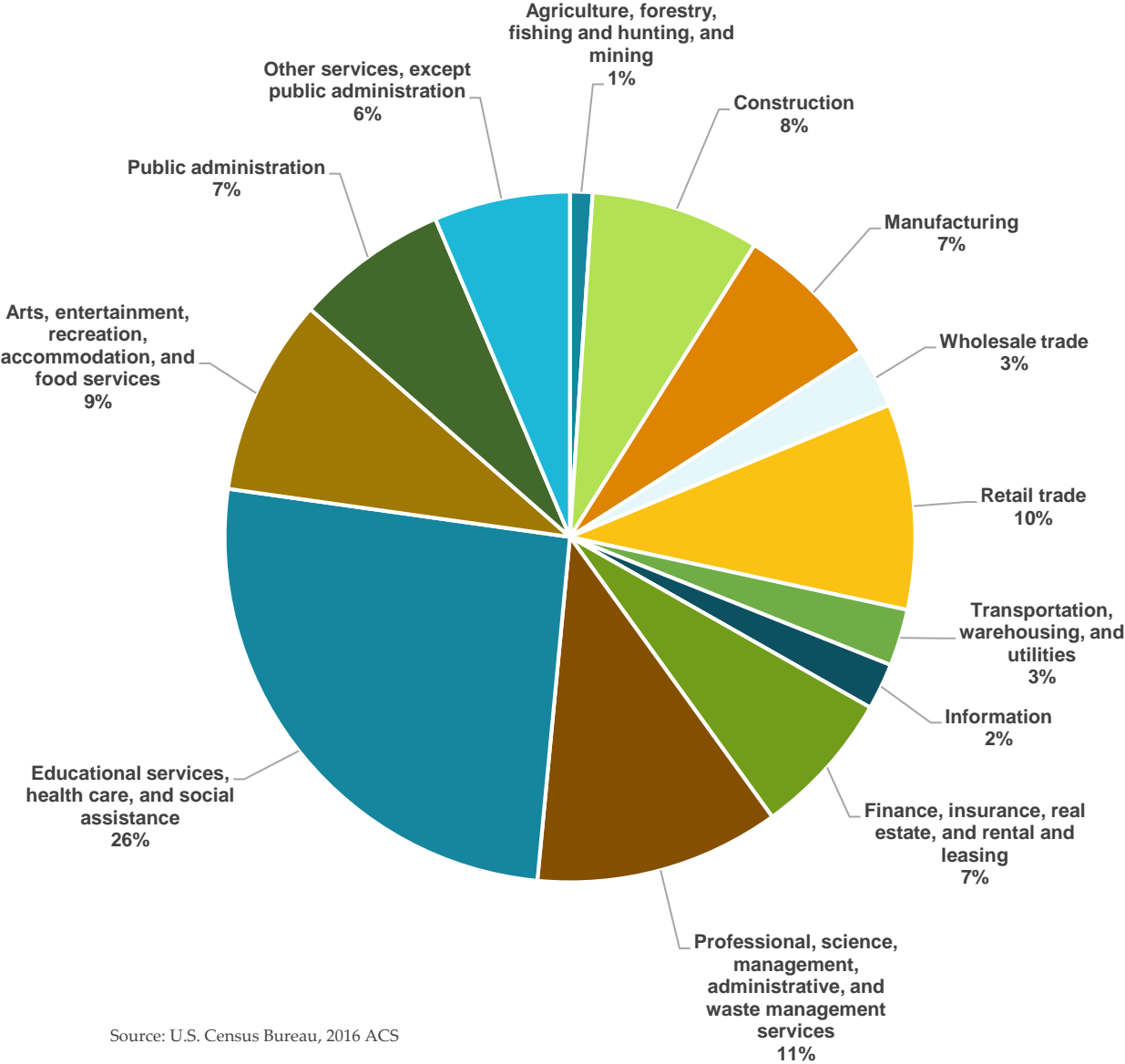
Projected Employment Growth by Industry Cluster (2016-2021)



*Clusters with projected employment growth of 20 or more are displayed

Source: EMSI/Avalanche Consulting

Industry



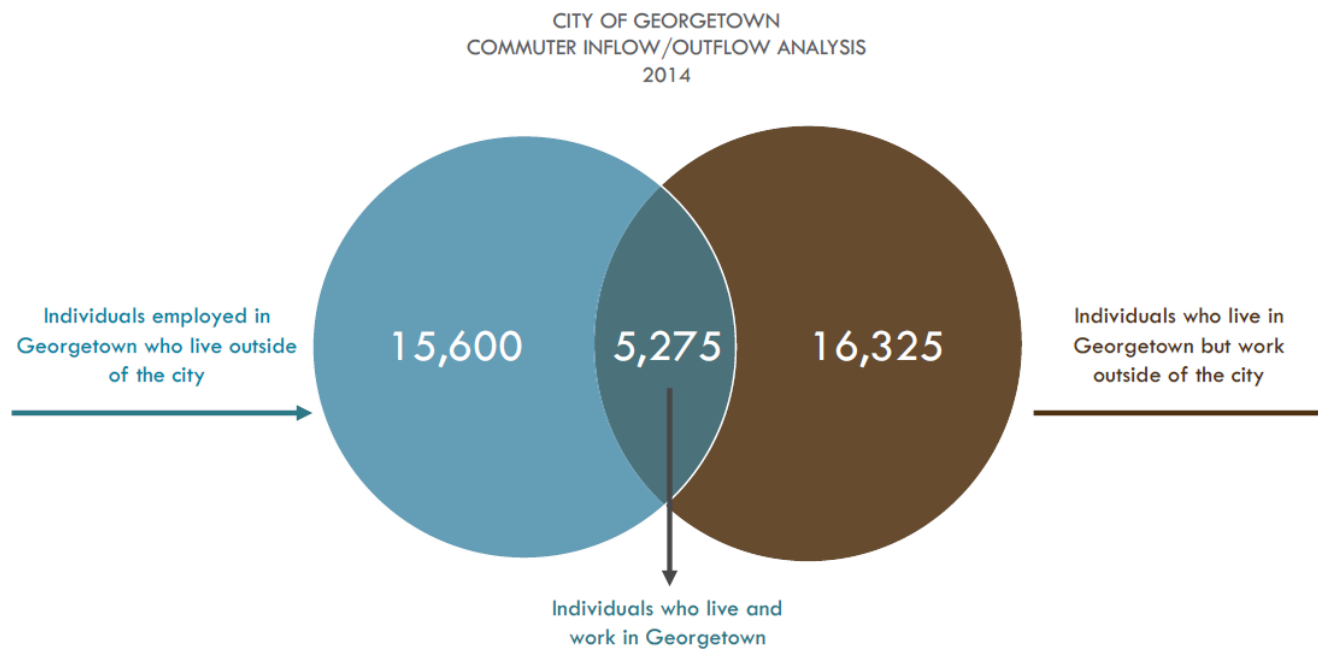
Source: U.S. Census Bureau, 2016 ACS

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Georgetown's population has grown by more than 30 percent in the last five years. This growth has facilitated industry and economic activity that benefits both the immediate community and greater Austin-Round Rock Metropolitan Statistical Area (MSA). From 2011 to 2016, overall employment within the Georgetown and the MSA grew by over 20 percent. (Avalanche, 2017). This increase in employment within Georgetown and the Austin-Round Rock Area indicates an increase in overall economic health.

The relocation of many prominent corporations into the Austin-Round Rock MSA is a key driver behind the region's population and employment boom; these include Apple, Dell Technologies, and IBM Corporation, as well as healthcare entities such as Seton Healthcare Family and St. David's Healthcare Partnership and a steady stream of highly educated young people graduating from the region's many universities.

Regional growth is important because it is estimated that over half of all Georgetown residents work outside of the City (a 2014 estimate pegged this number at approximately 75 percent). By contrast, approximately 75 percent of all jobs within Georgetown were filled by individuals living outside of the City (Avalanche, 2017).

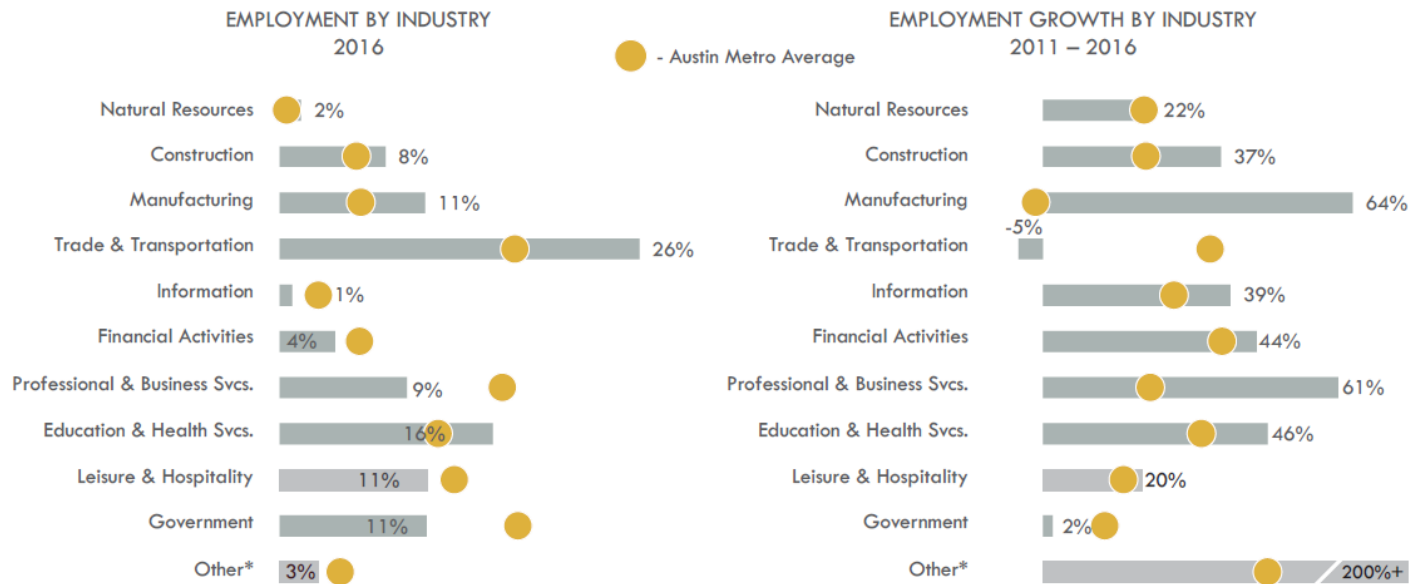


In the case of Georgetown and the Austin-Round Rock MSA, job growth is also a strong indicator of regional industry strength. From 2011 to 2016, the manufacturing industry within Georgetown increased by nearly 64 percent. In addition, professional and business services grew by 61 percent while educational and health services grew by 46 percent. **As of 2016, Georgetown's major industries were trade and transportation (26 percent), education and health services (16 percent), leisure and hospitality (11 percent), government (11 percent), and manufacturing (11 percent)** (Avalanche, 2017).

Source: Target Industry Analysis, Avalanche, 2017

During the same five-year time period in the Austin-Round Rock MSA, manufacturing decreased by five percent, totaling six percent of all jobs in the region (Avalanche, 2017). This decrease in the MSA coupled with an increase experienced by Georgetown indicates that Georgetown might be capturing regional industry growth.

Overall, Georgetown’s industrial composition remains very different from that of the Austin-Round Rock MSA; government makes up a large portion of the region’s economy primarily due to Austin’s position as the State capital and County seat of government. In addition, professional and business services, financial activities, and leisure and hospitality make up a larger portion of the MSA’s economy compared to Georgetown (Avalanche, 2017).

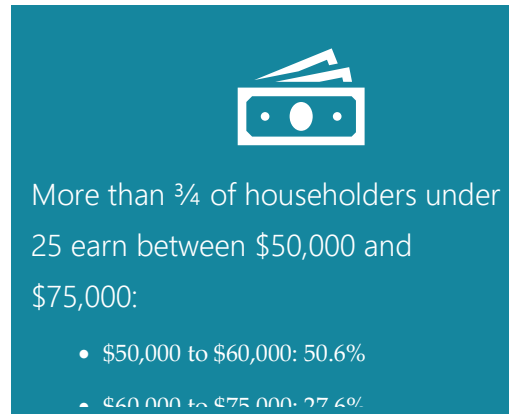


Source: Target Industry Analysis, Avalanche, 2017

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Commuter time is directly impacted by many factors that are central to this Plan, including corridor design and function relative to adjacent uses and distance between employment centers and residential development. The average commute time in both Georgetown and Williamson County is approximately 27 minutes. According to the Workforce Analysis report, about 75 percent of Georgetown’s residents work outside the City; about 75 percent of the jobs within the City are staffed by commuters living outside the City (Avalanche, 2017).

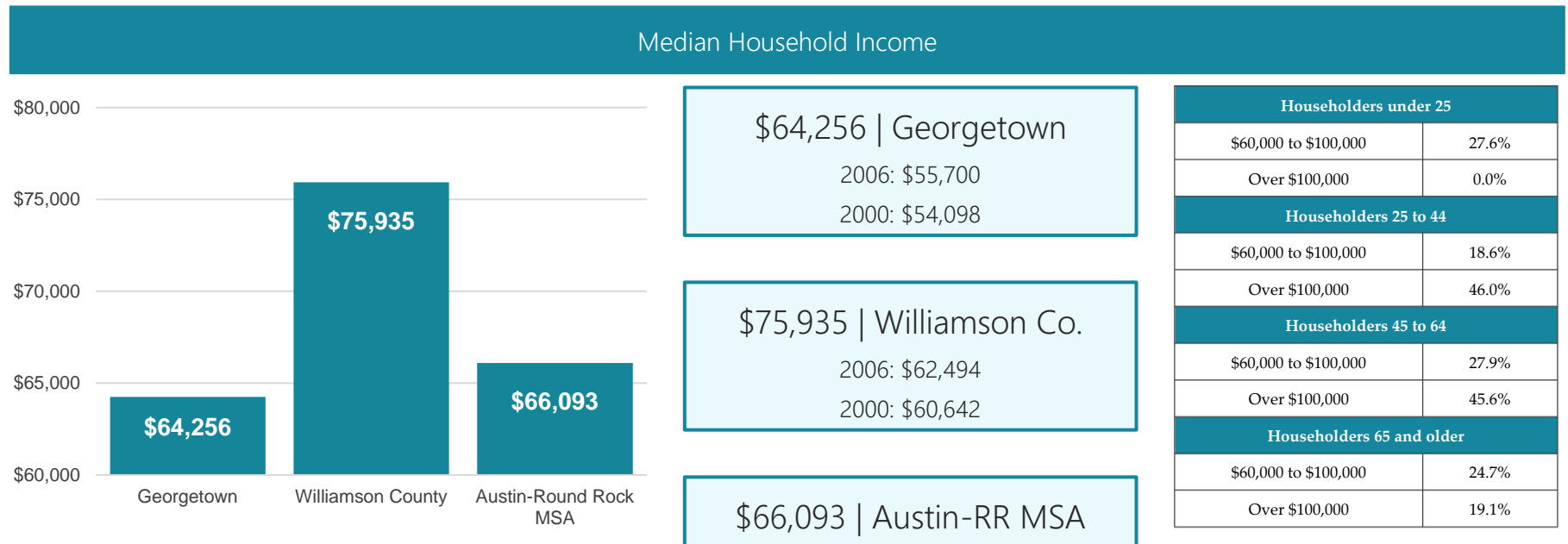
Income is an indicator of buying power and is important to understand when identifying the kinds of goods and services that are needed and desired in the community. The median household income in Georgetown is approximately \$64,000, compared to over \$75,000 in Williamson County and over \$66,000 in the Austin-Round Rock MSA.



Source: U.S. Census Bureau, 2016 ACS



Source: U.S. Census Bureau, 2016 ACS



Source: U.S. Census Bureau, 2016 ACS

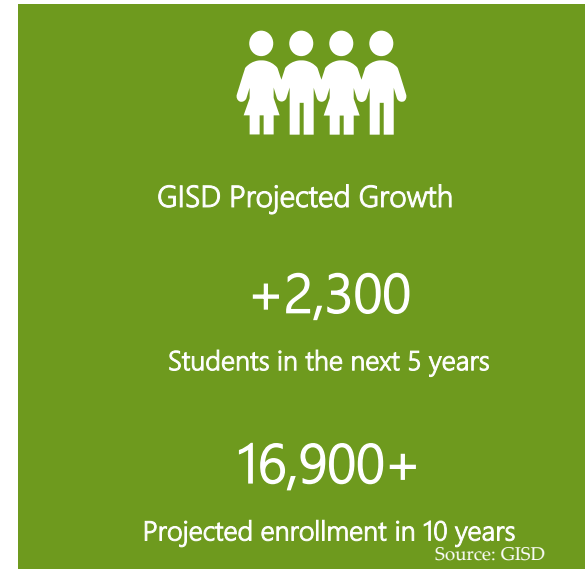
Employment is an important factor because it provides insight into the strength of the job market, which is tied to the community’s ability to attract employers and create hubs of industries.

Employment growth in Georgetown has steadily increased at a rate of 20.7% between 2011 and 2016; correspondingly, the unemployment rate has steadily decreased in recent years with a rate of 3.9 percent in May 2017 (Avalanche, 2017).

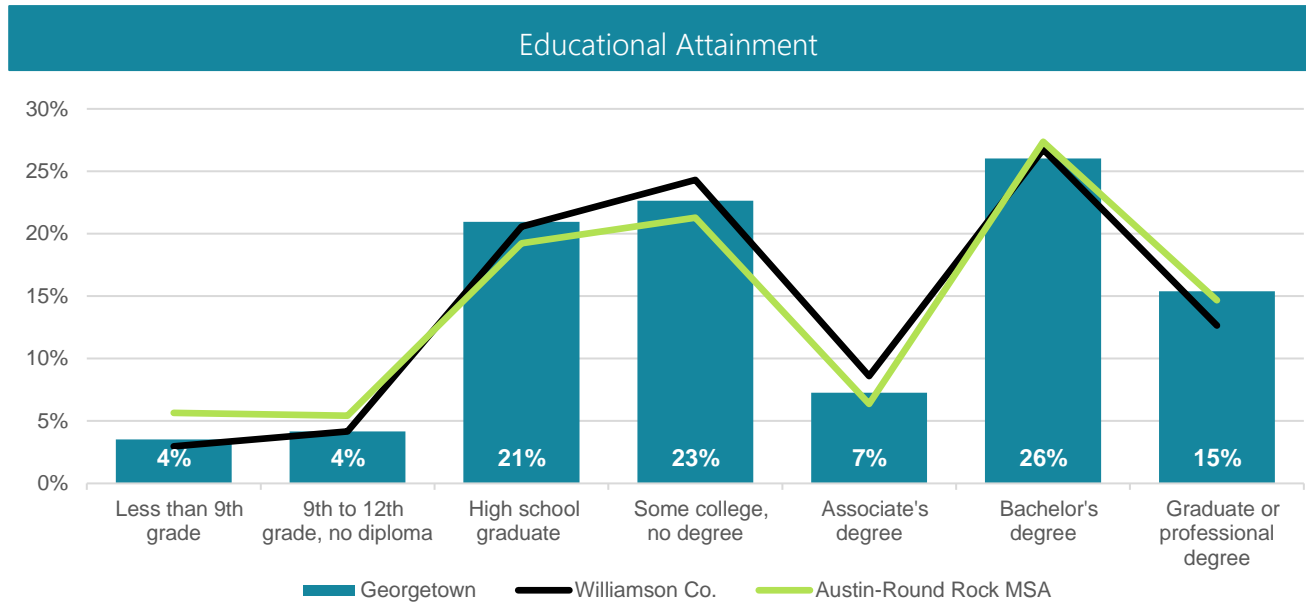
Georgetown’s educational attainment trends are very similar to Williamson County, with more than 70 percent of the population having at least some college education; however, Georgetown has a notably higher percentage of people with a graduate or professional degree.



	GISD	Texas
Total students	11,395	N/A
Students per teacher	14.5	15.1 students
Avg. teacher experience	12.7 years	10.9 years
Four-year graduation rate	97.7%	89.1%
At-risk students	45.3%	50.3%
Economically disadvantaged	43.3%	59%
Bilingual/ESL	13.6%	18.8%
Career and Technical	25.8%	25%
Gifted and Talented	7.1%	7.8%
Special Education	9.2%	8.8%



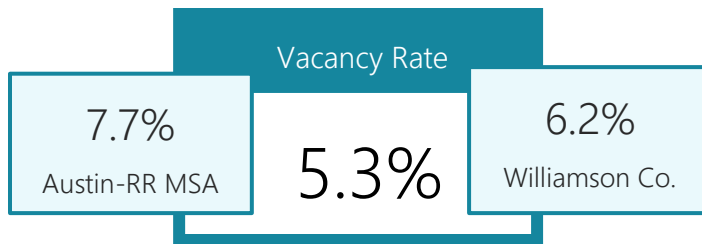
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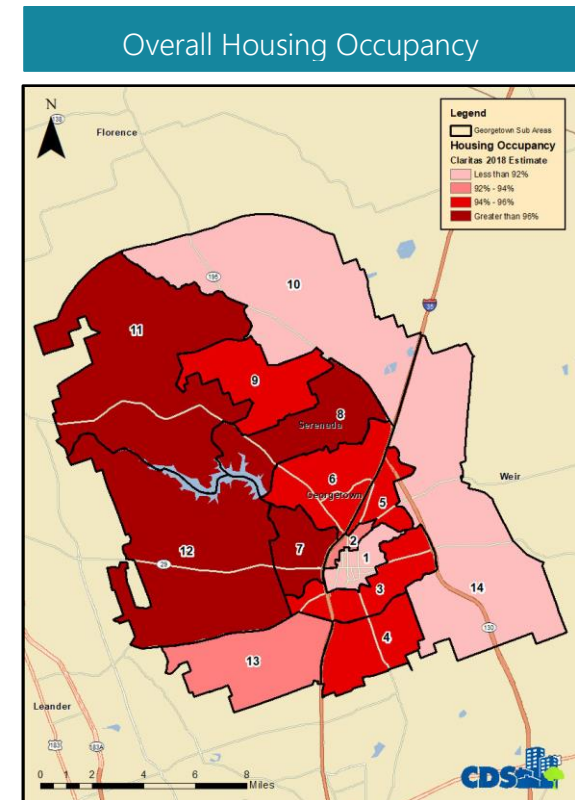
Source: U.S. Census Bureau, 2016 ACS

Housing and Household Characteristics

Vacancy rates can indicate desirability of a particular location or housing stock. Georgetown has a slightly lower overall vacancy rate compared to the County and MSA – five percent versus six and nearly eight percent. Among owner-occupied housing units (regardless of type), the vacancy rate in both Georgetown and Williamson County is 1.6; among rental units, the vacancy rate is 6.2 and 6.8 percent respectively. While these measures do not consider housing type, vacancy rates in the single digits often correspond to a tight housing market.



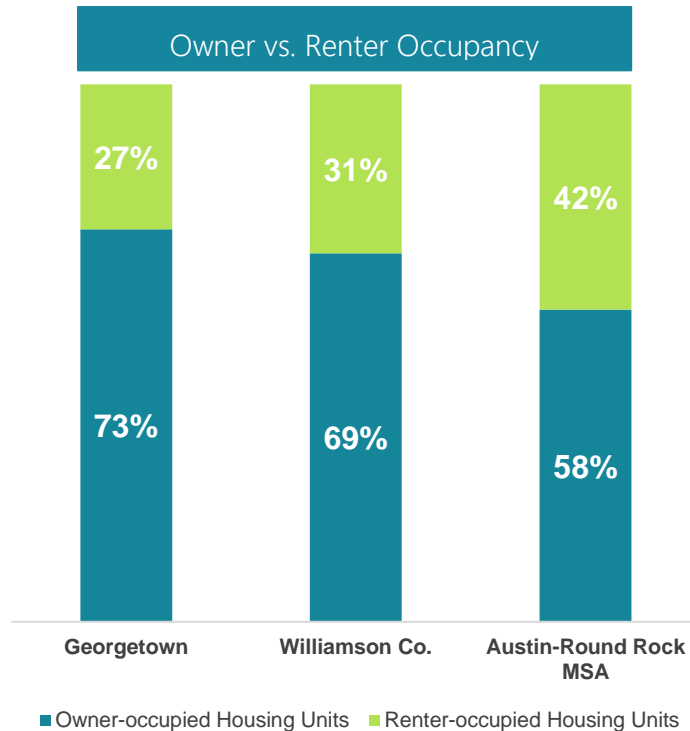
Source: U.S. Census Bureau, 2016 ACS



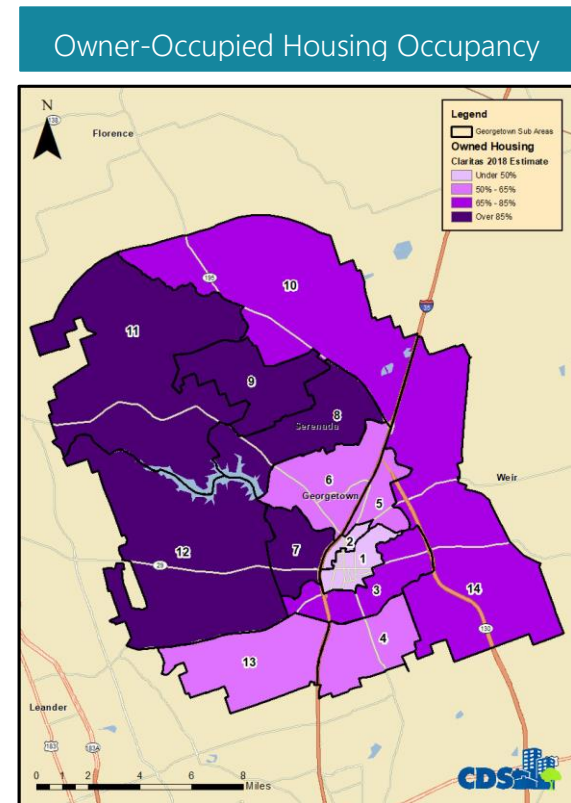
Source: CDS/Nielsen/Claritas Housing Data, 2018

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Georgetown also has a lower percentage of renters than Williamson County – 27 percent versus 31 percent. Both the lowest vacancy rates and highest owner-occupancy rates are located in the western portion of the City and its extraterritorial jurisdiction (ETJ), which could suggest a low supply of rental units relative to owner-occupied units and/or a growing demand for rental units in this area.



Source: U.S. Census Bureau, 2016 ACS



Source: CDS/Nielsen/Claritas Housing Data, 2018

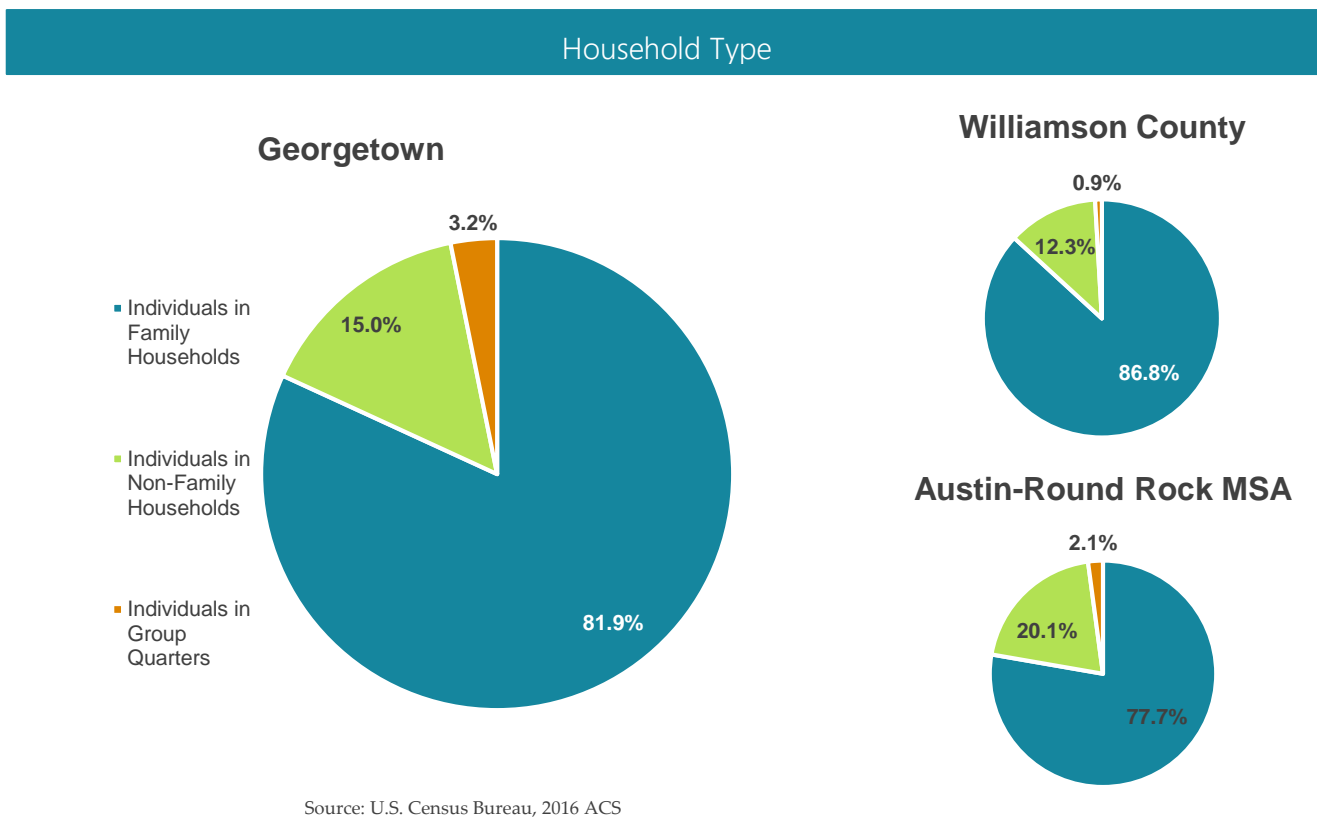
Georgetown has a lower average household size for both owner- and renter-occupied units compared to the County. This is primarily due to the large senior population without children living at home and partially due to the Southwestern University student population. Applied to housing, this trend could indicate demand for smaller units (e.g., studios or one bedrooms) or diversified housing types (e.g., patio homes or townhomes).

Average Household Size			
	Georgetown	Williamson Co.	Austin-Round Rock
Owner-Occupied	2.46	3.07	2.87
Renter-Occupied	2.45	2.66	2.45

Source: U.S. Census Bureau, 2016 ACS

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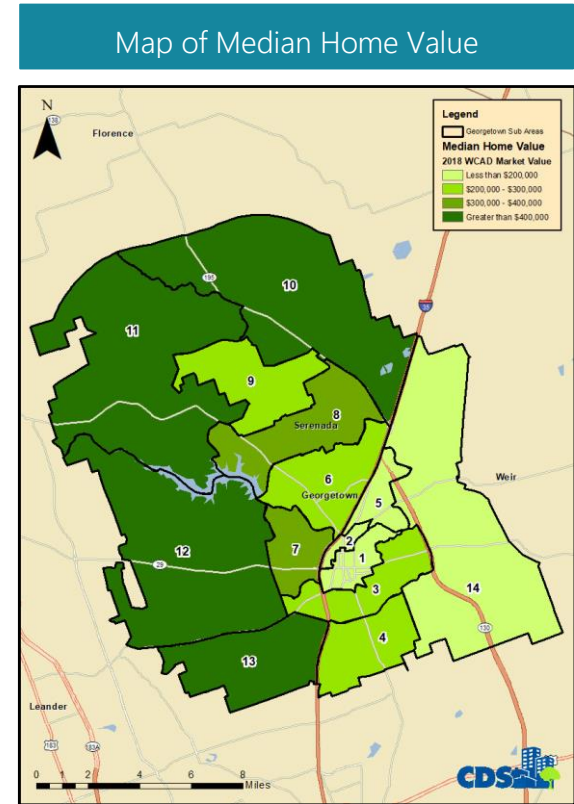
Compared to Williamson County, Georgetown has a slightly higher percentage of Individuals in Non-Family Households, which means that the householder either lives alone or with others who are unrelated to the householder. Georgetown also has a higher percentage of Individuals in Group Quarters, which includes those who live in dormitories or nursing homes, among other institutions. This trend likely correlates with Georgetown's household size and could similarly provide insight into preferences for future housing types.



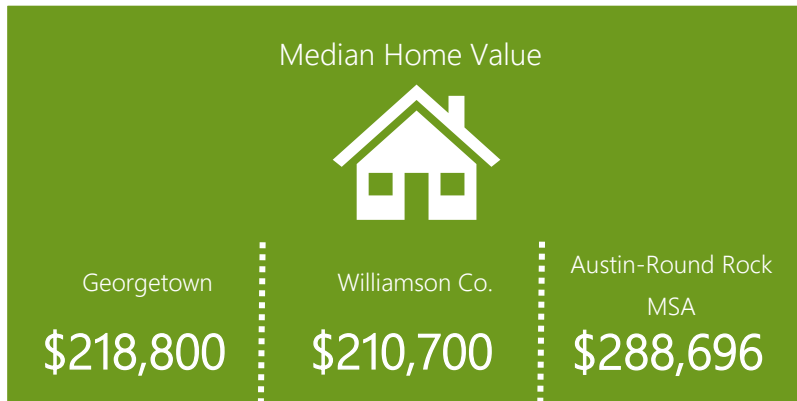
Home value is important to consider in evaluating the affordability of homes within a community – especially when considering future resident populations and location of industries.

According to the U.S. Census Bureau, Georgetown’s 2016 median home value of \$218,800 is \$8,100 higher than Williamson County’s. Updated information compiled in the Housing Element from the Williamson County Appraisal District (WCAD) shows that the estimated 2018 median home value in the City of Georgetown as \$269,593, which indicates that the availability of affordable housing may become a more significant issue in the near future (CDS/Nielsen/Claritas Housing Data, 2018). Note that the discrepancy between the median home values over this two-year period is related to differences in data collection methodologies; the ACS data is collected as a self-reported response to a sample survey, which is likely to be less accurate than the WCAD appraised value.

The highest value homes are located in the western and northern areas of the City’s extraterritorial jurisdiction (ETJ). The Housing Element contains a more in-depth analysis and recommendations for Georgetown’s housing conditions and needs, specifically regarding affordable housing, senior housing, and workforce housing.



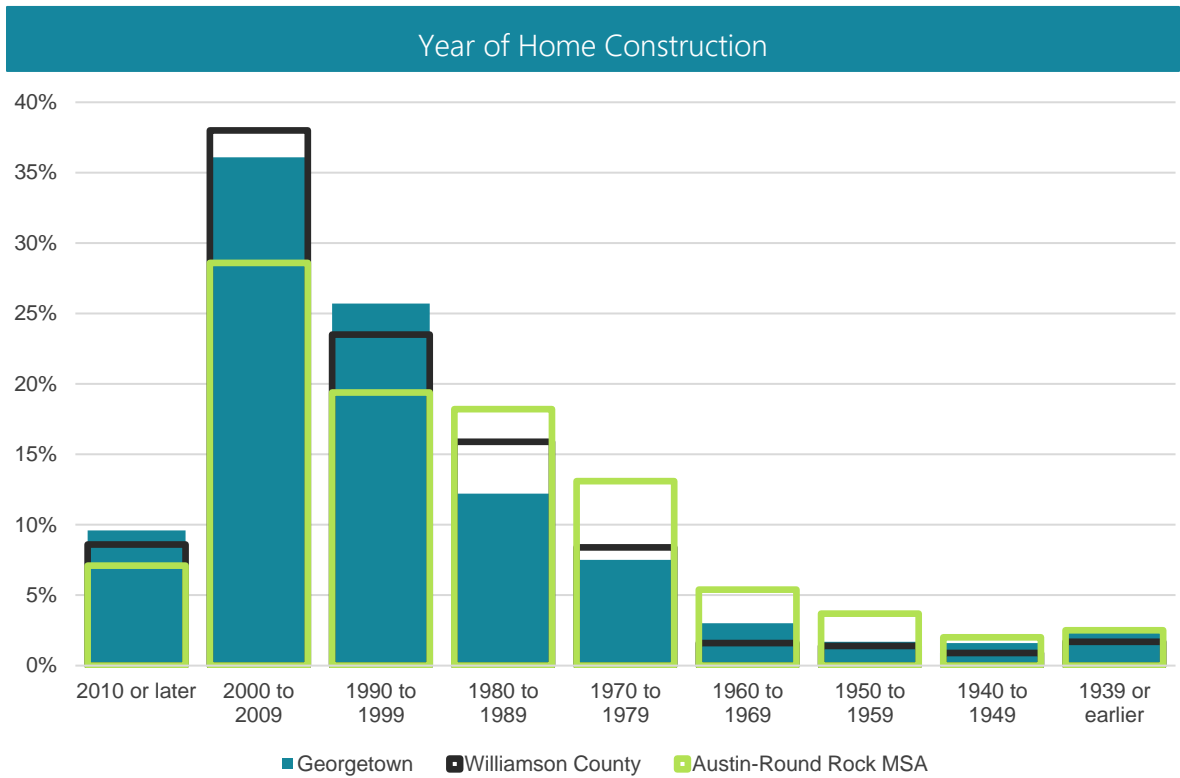
Source: CDS/Nielsen/Claritas Housing Data, 2018



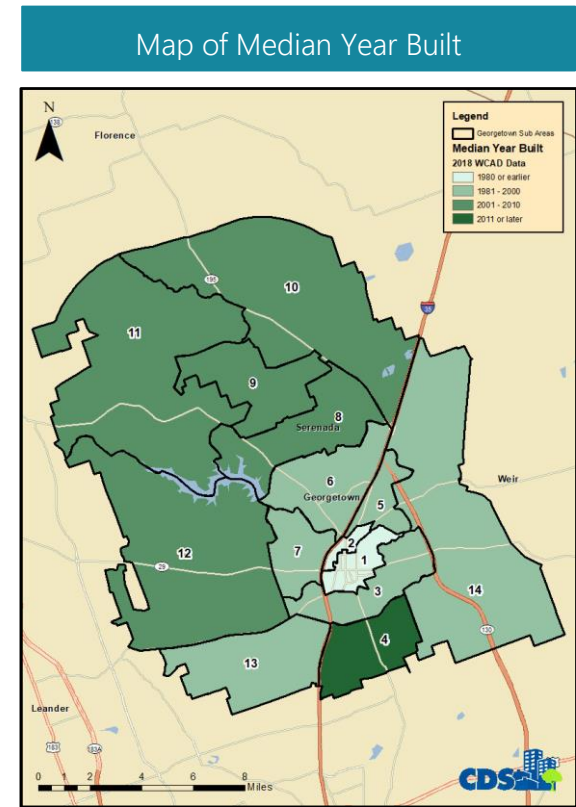
Source: U.S. Census Bureau, 2016 ACS

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The Year of Home Construction graph below illustrates that more homes have been constructed during the 2000 to 2009 period than any other decade, which is consistent with Williamson County overall. The median year of construction is 2001. Much of Georgetown’s newest housing is concentrated to the north and west, though the Teravista development in the far southern portion of the City is home to the newest housing. **The age of housing stock provides information related to housing diversity and planning for neighborhood programs relative to housing conditions over time.**

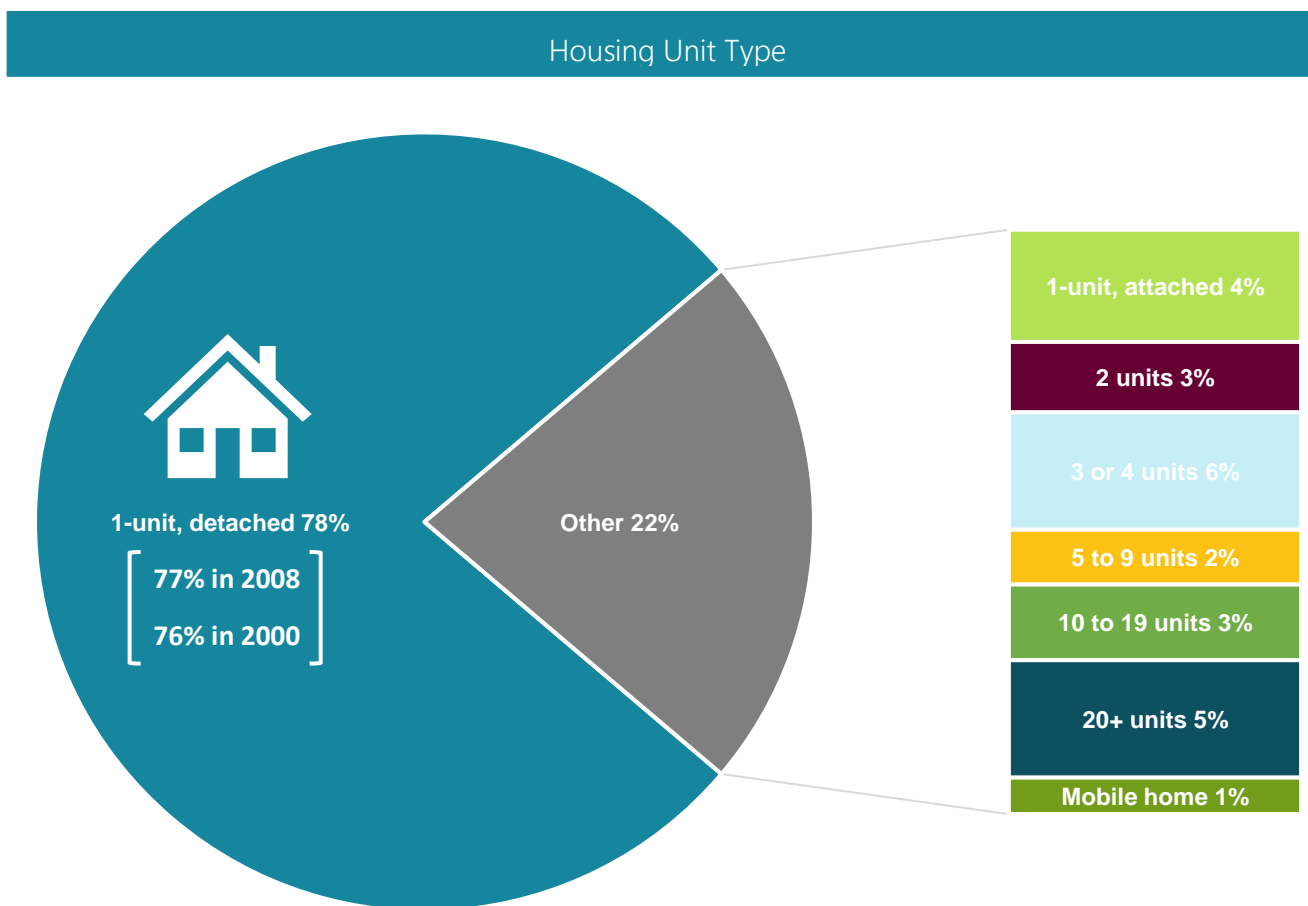


Source: U.S. Census Bureau, 2016 ACS



Source: CDS/Nielsen/Claritas Housing Data, 2018

Housing unit type is an important characteristic to consider so that cities can adequately understand housing challenges and issues facing their residents and workforce. The majority of the housing units in Georgetown – 78 percent – are traditional single-family detached homes. Williamson County has 74 percent single-family homes and the Austin-Round Rock Metropolitan Statistical Area (MSA) has 60 percent. Georgetown’s breakdown of housing unit types has remained virtually unchanged. This may be due to the annexation of lower density areas, which would offset the increased number of multi-family units.



Source: U.S. Census Bureau, 2016 ACS

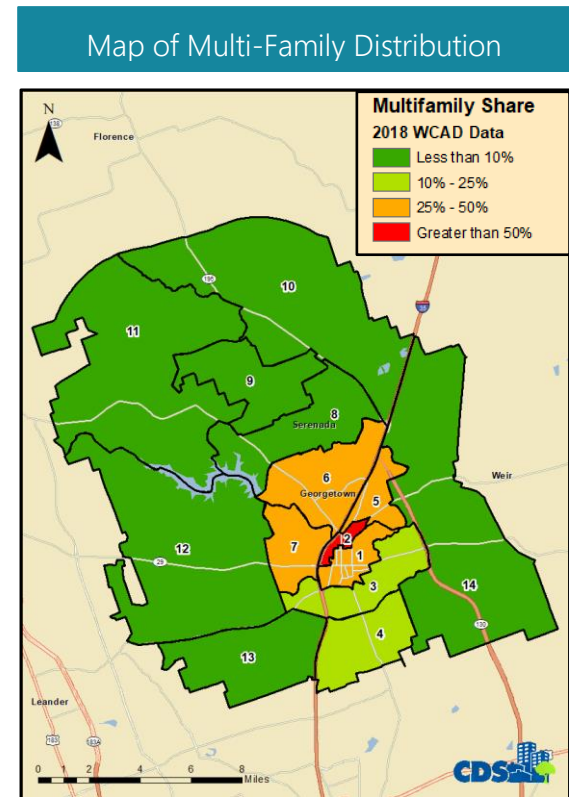
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In Georgetown, about four percent of all housing units are townhomes (1-unit attached), three percent are duplexes (2 units), seven percent are smaller apartments (3 to 9 units), and eight percent are larger apartments (10 or more units). The City’s multi-family units are clustered near the core of the Georgetown, particularly along the east side of Interstate 35.

Unit Type	Georgetown	Williamson Co.	Austin-RR MSA
1-unit detached	78%	74%	60%
1-unit attached	4%	2%	3%
2 units	3%	2%	3%
3 or 4 units	5%	2%	3%
5 to 9 units	2%	3%	4%
10 to 19 units	3%	5%	8%
20+ units	5%	8%	14%
Mobile home	1%	3%	5%
Boat, RV, van, etc.	0%	0%	0%

Source: U.S. Census Bureau, 2016 ACS

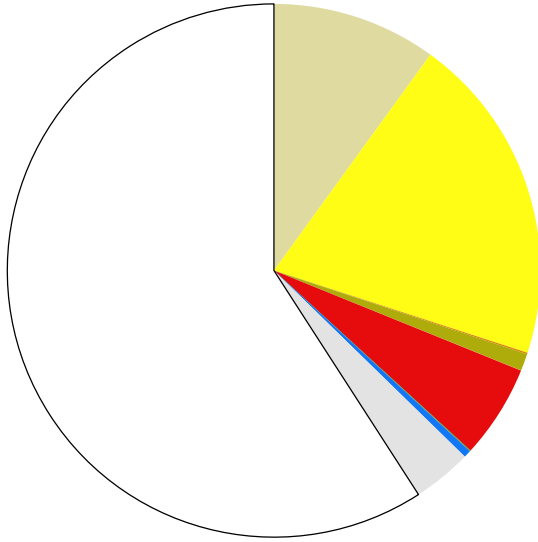
Compared to Williamson County, Georgetown’s composition of residential unity types is fairly similar. Overall, Georgetown has slightly more single family and lower density multifamily units as a percentage. However, Georgetown’s distribution is, expectedly, significantly different from that of the Austin-Round Rock MSA, which almost three times more higher density multifamily units by percentage and 18 percentage points less single family.



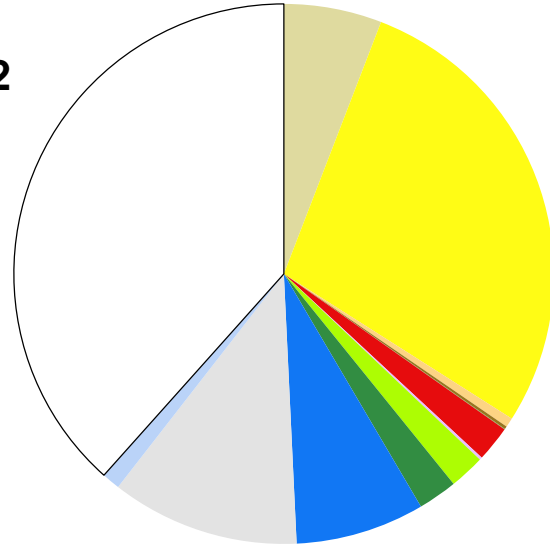
Source: CDS/Nielsen/Claritas Housing Data, 2018

Appendix K: Existing Land Use by FAZ

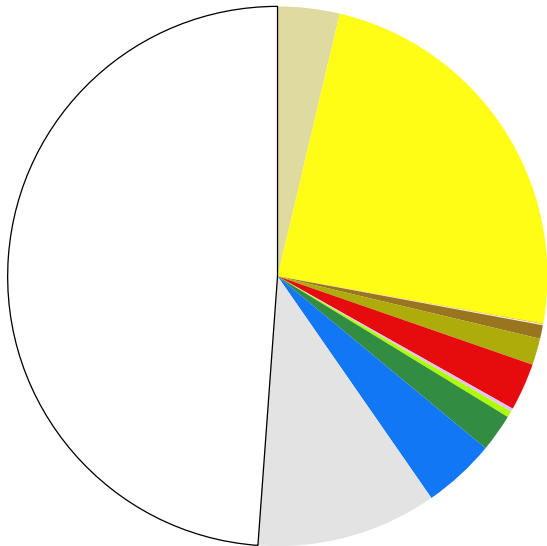
FAZ 1



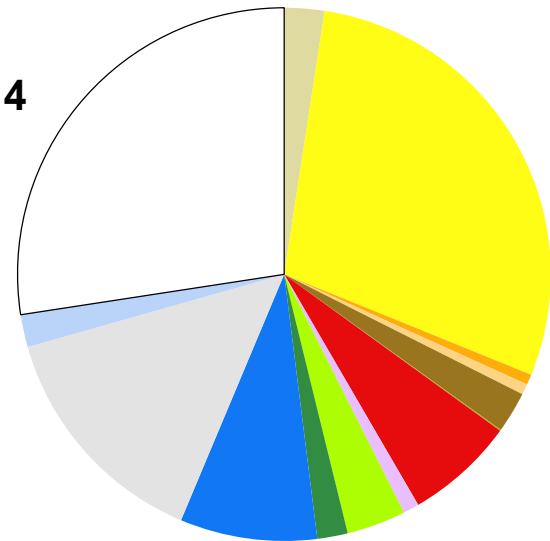
FAZ 2



FAZ 3

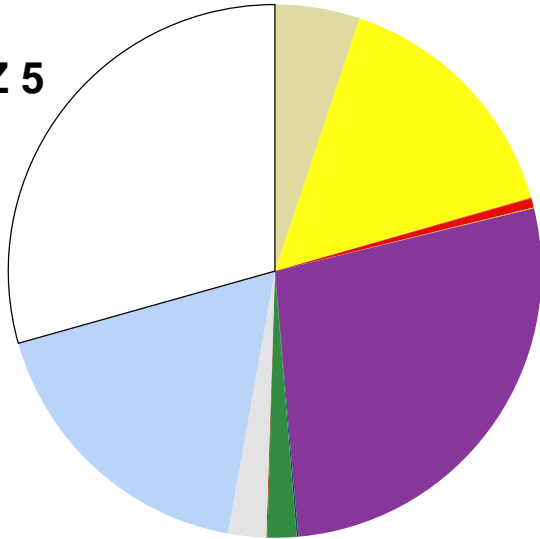


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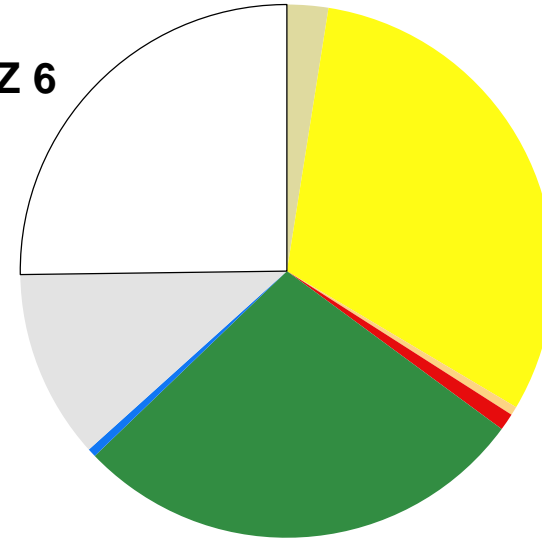


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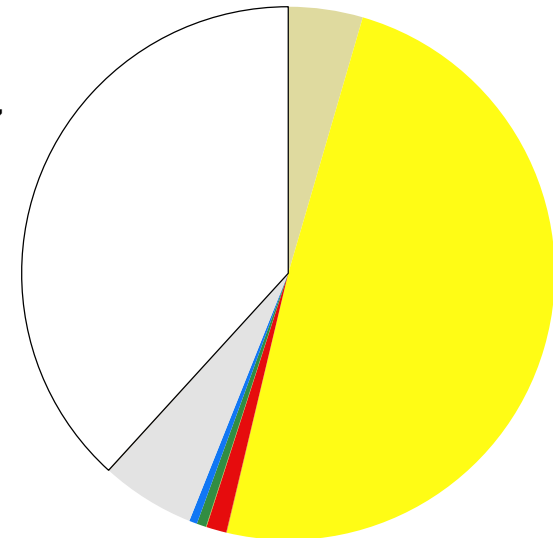
FAZ 5



FAZ 6



FAZ 7



Legend

Agriculture/Rural Residential	Office/Retail/Commercial	Right-of-way
Single Family	Light Industrial	Lake Georgetown
Two-Family (Duplex)	Heavy Industrial	Lake/Corps of Engineers
Townhome	Parks and Open Space	Vacant
Multi-Family	Private Recreation	Georgetown City Limits
Manufactured Home	Public/Semi-Public	Etj2019October

Appendix L: Density Analysis Memo

Residential Dwelling Units per Acre (DUA) Analysis

The purpose of this memo is to describe the residential density analysis conducted during technical study #7- Future Land Use (FLU) portion of the 2030 Plan Update. The memo highlights some of the key tools and findings used to determine the appropriate lot sizes and densities for future residential and mixed-use developments in Georgetown.

Residential Data Points

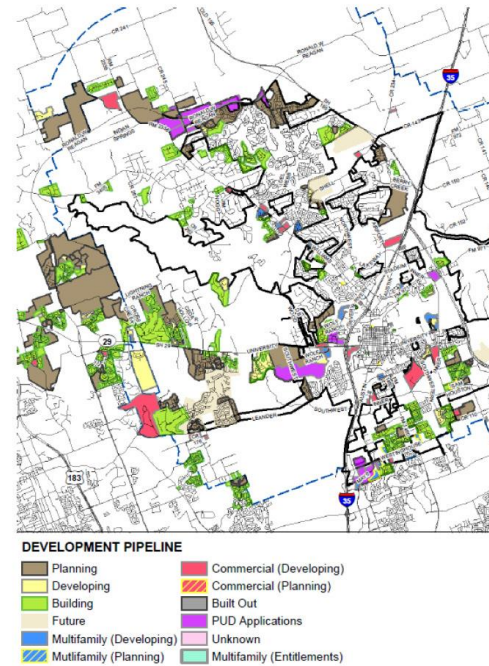
DUA	DUA Equivalent Lot Size	FLU Categories (SF only)					Existing Land Use (SF only)	
		Agricultural/Rural Residential	Low Density Residential	Moderate Density Residential	High Density Residential	Mixed Use Community		
		<1 DUA	1-3 DUA	3-6 DUA	6+ DUA	N/A		
10+ DUA	0 to 4,355 sqft	-	4	90	-	4	106	0.3%
6-10 DUA	4,356 to 7,259 sqft	-	444	6,667	190	696	8,260	24.8%
3-6 DUA	7,260 to 14,519 sqft	8	750	11,994	183	461	13,809	41.4%
1-3 DUA	14,520 sqft to 1 acre	420	1,427	2,552	3	-	4,700	14.1%
0.20-1 DUA	1.1 to 5 acres	645	3,247	503	1	81	4,770	14.3%
<0.20 DUA	5.1+ acres	549	677	193	-	104	1,689	5.1%

The project team analyzed the City’s open address point data used by Georgetown Police/Fire and lot size data to determine how existing residential lots fit within the DUA ranges recommended in the 2008 FLU categories of the 2008 Comprehensive Plan. This method does not evaluate the actual number of units on a residential lot, rather, the above table translates DUA to equivalent lot sizes and denotes the number of single-family lots that fall into the lot size range, sorted by FLU category. The red cells highlight the number of lots that are smaller than the recommended DUA for the FLU category in which the lot is located. It is important to note that this analysis considers only single-family development and evaluates individual lot sizes rather than the average density of a neighborhood.

Findings:

As shown, many existing lots are smaller than the DUA recommended by the 2008 FLU – particularly in the Low-Density Residential and Moderate-Density Residential categories. This information indicates that the 2008 FLU’s recommended densities may be too low to accommodate the type of development that exists and is trending in Georgetown today.

Development Pipeline (March 2019)



APPENDICES

Rural Residential

≤1 DUA

0.19 DUA | 28 units on 142 acres | East of 130



Example



Aerial Image Source: Williamson County Appraisal District

Neighborhood

≤5 DUA

2.6 DUA | 240 units on 90 acres | River Ridge



Example



4.67 DUA | 467 units on 100 acres | Pinnacle



Mixed-Density Neighborhood

≤14 DUA

5.25 DUA | 84 units on 16 acres | Oaks at Wildwood



Example



12.6 DUA | 128 units on 10.1 acres | Indian Creek Apartments



Community/Regional/Employment Center

14+ DUA

15 DUA | 60 units on 4 acres | Cedar Ridge Apartments



18.3 DUA | 192 units on 10.5 acres | Oaks at Georgetown



Example



23 DUA | 331 units on 14.2 acres | Hillstone at Wolf Ranch



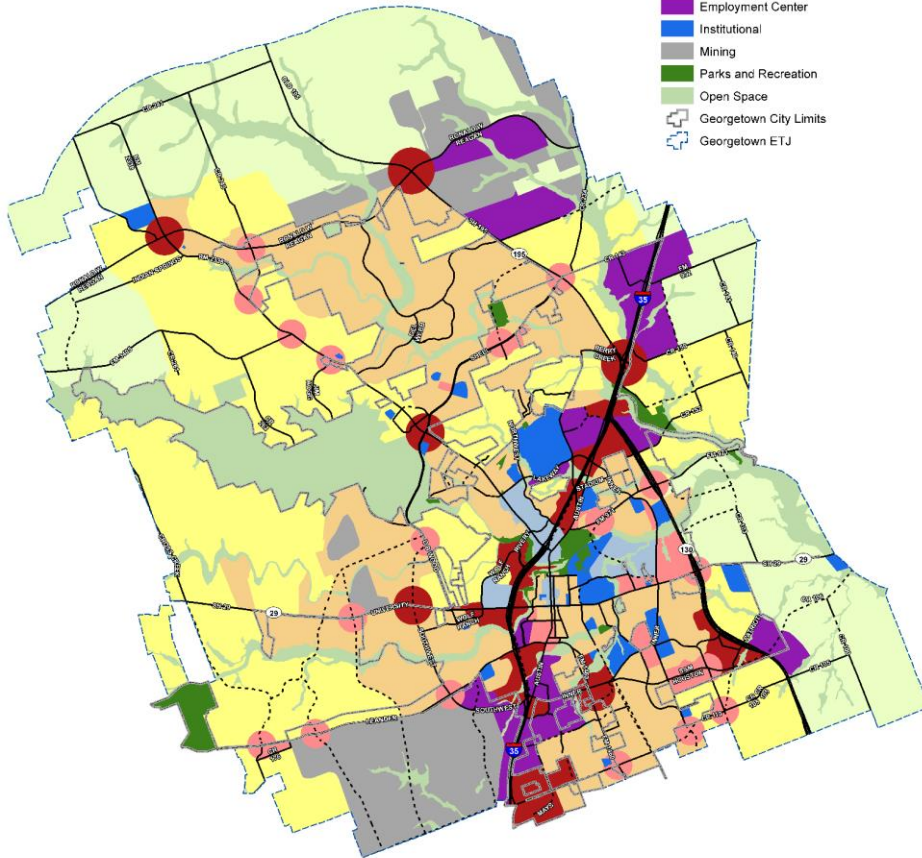
APPENDICES

Appendix M: Future Land Use Map Iterations

EST. 1848
GEORGETOWN
TEXAS

Working Future Land Use Map
November 7, 2019 | V 7.0

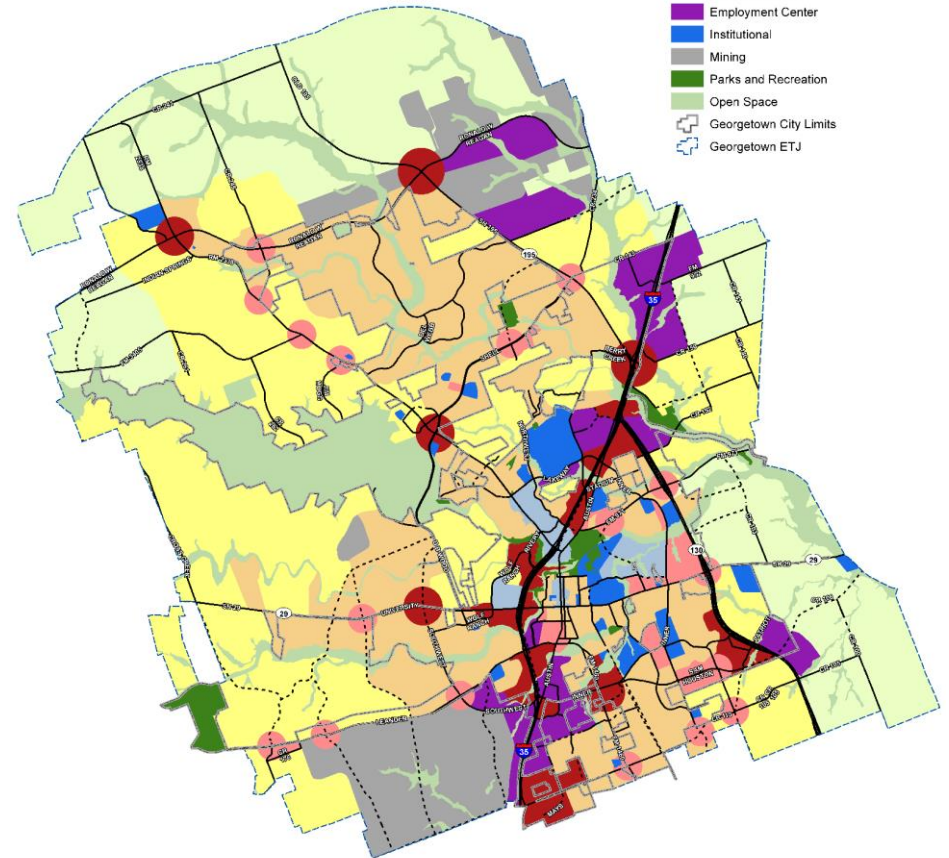
- Land Uses**
- Rural Residential
 - Neighborhood
 - Mixed Density Neighborhood
 - Community Center
 - Special Area
 - Regional Center
 - Employment Center
 - Institutional
 - Mining
 - Parks and Recreation
 - Open Space
 - Georgetown City Limits
 - Georgetown ETJ



EST. 1848
GEORGETOWN
TEXAS

Working Future Land Use Map
November 6, 2019

- Land Uses**
- Rural Residential
 - Neighborhood
 - Mixed Density Neighborhood
 - Community Center
 - Special Area
 - Regional Center
 - Employment Center
 - Institutional
 - Mining
 - Parks and Recreation
 - Open Space
 - Georgetown City Limits
 - Georgetown ETJ

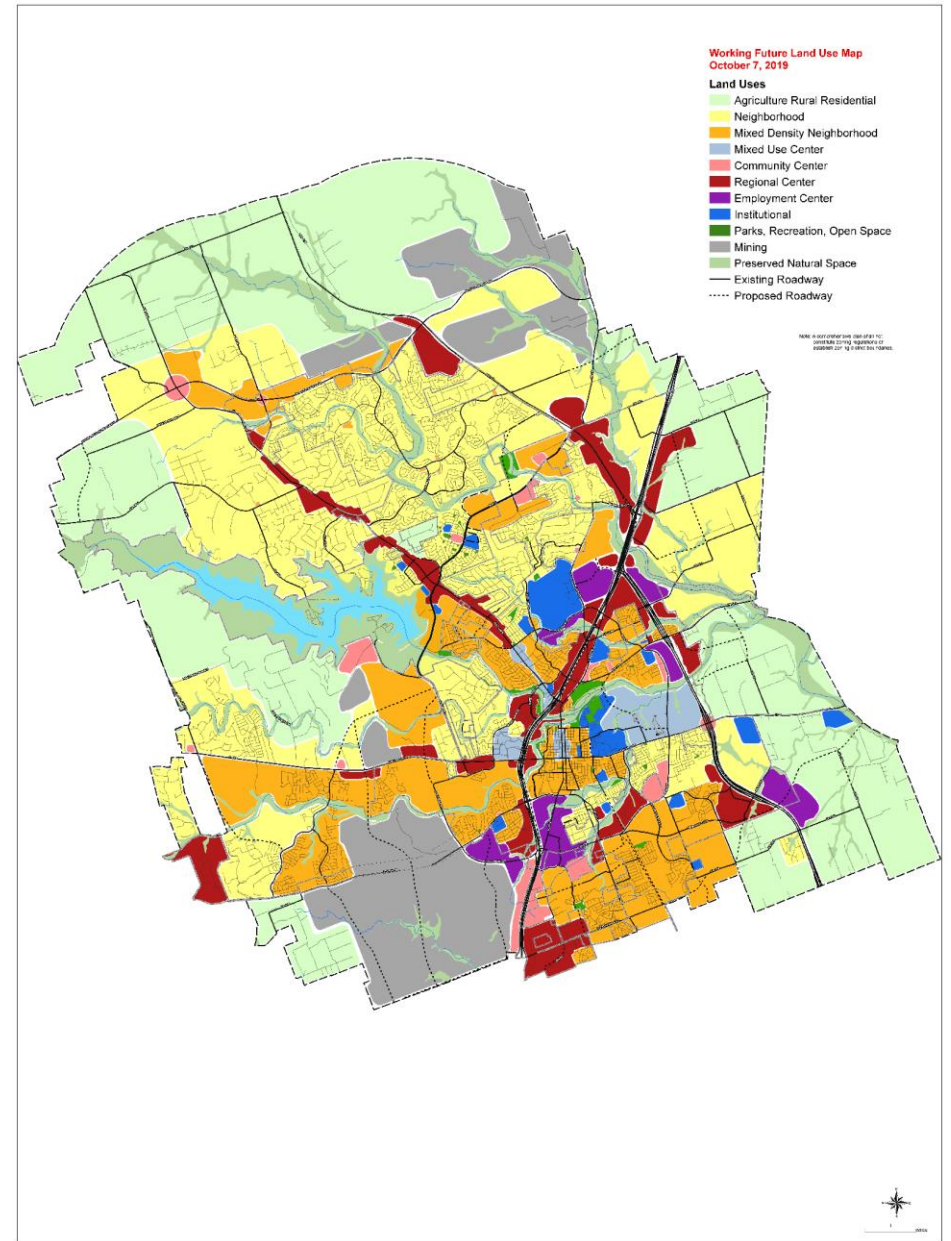
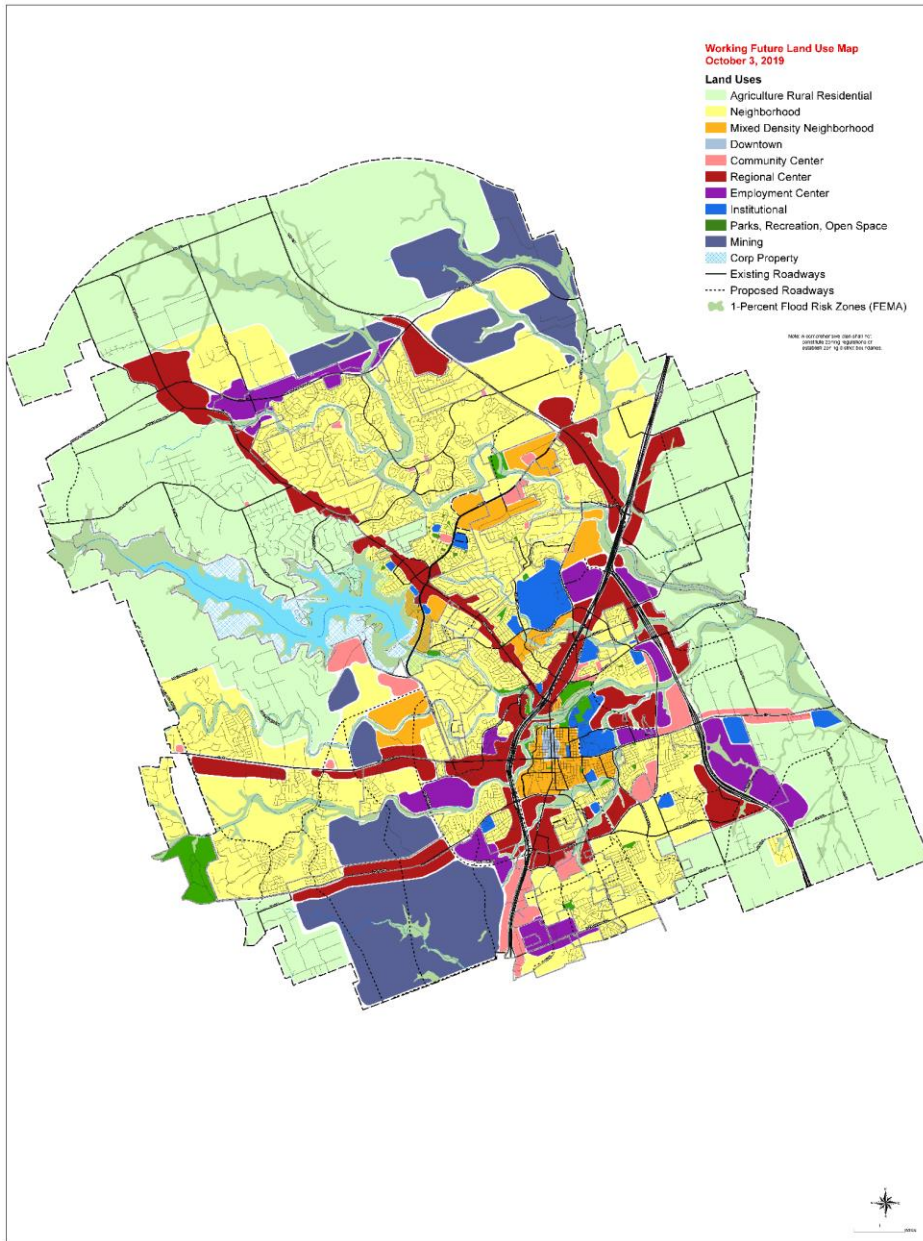


NOTE:
A comprehensive plan shall not constitute zoning, regulations or standards governing related land uses.

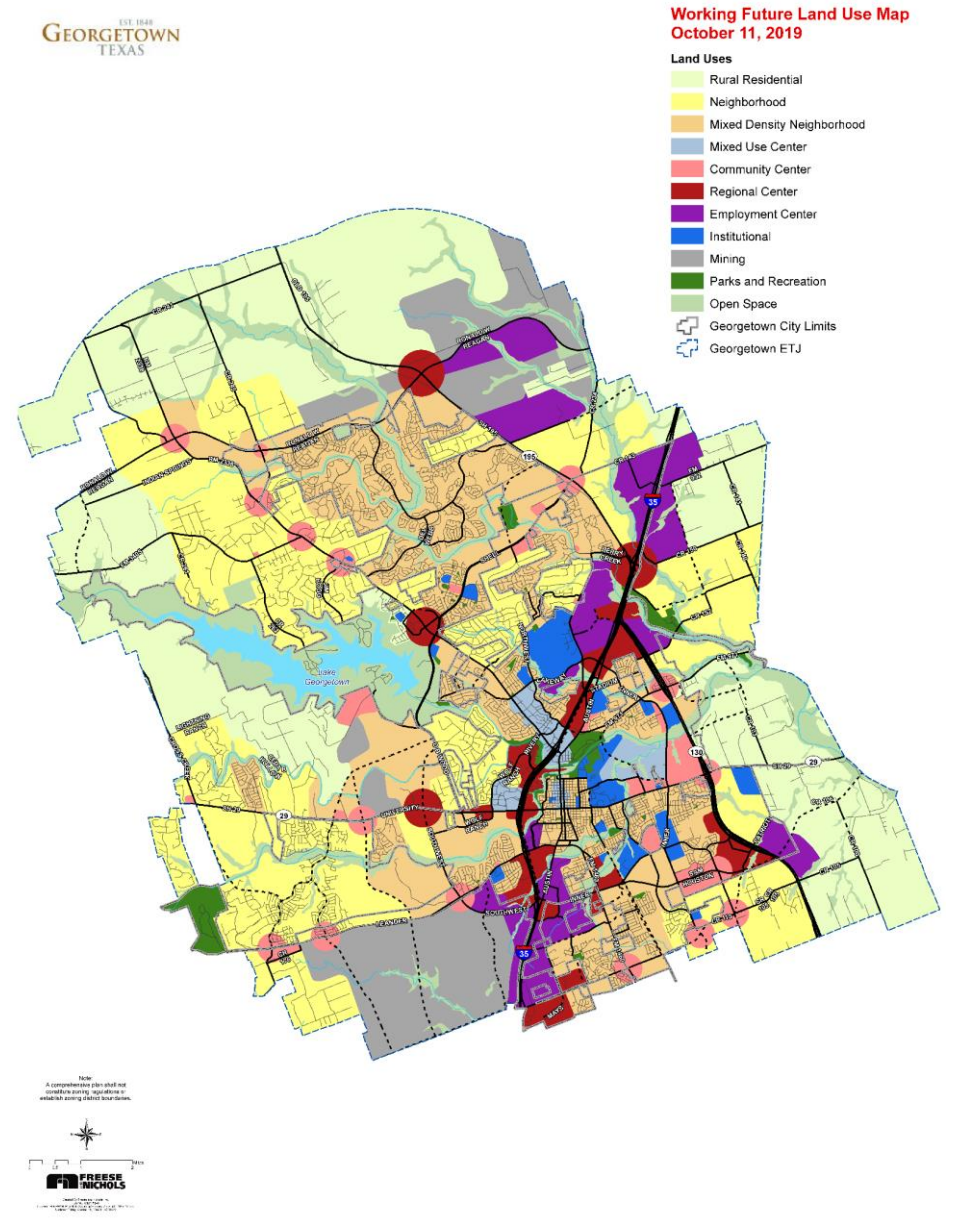
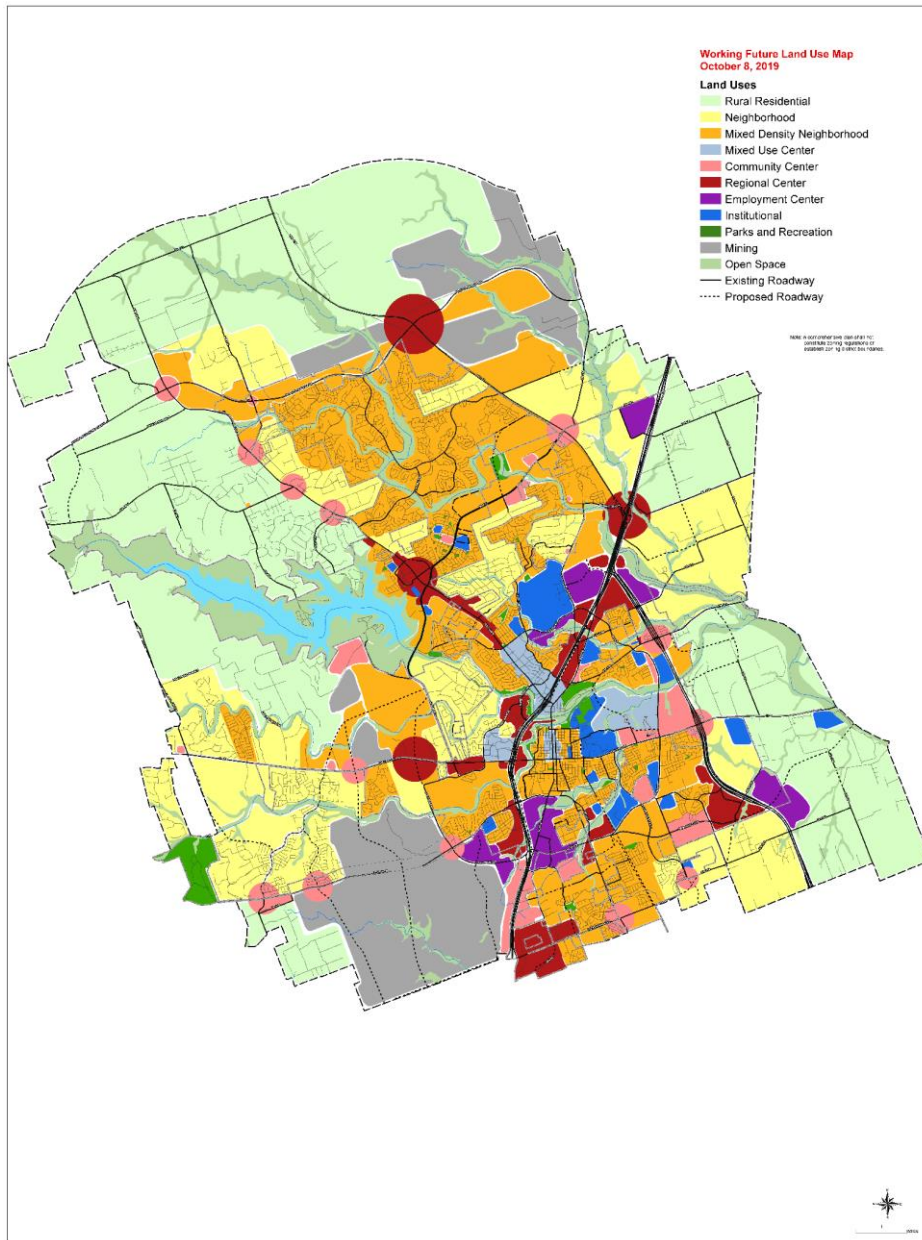


NOTE:
A comprehensive plan shall not constitute zoning, regulations or standards governing related land uses.



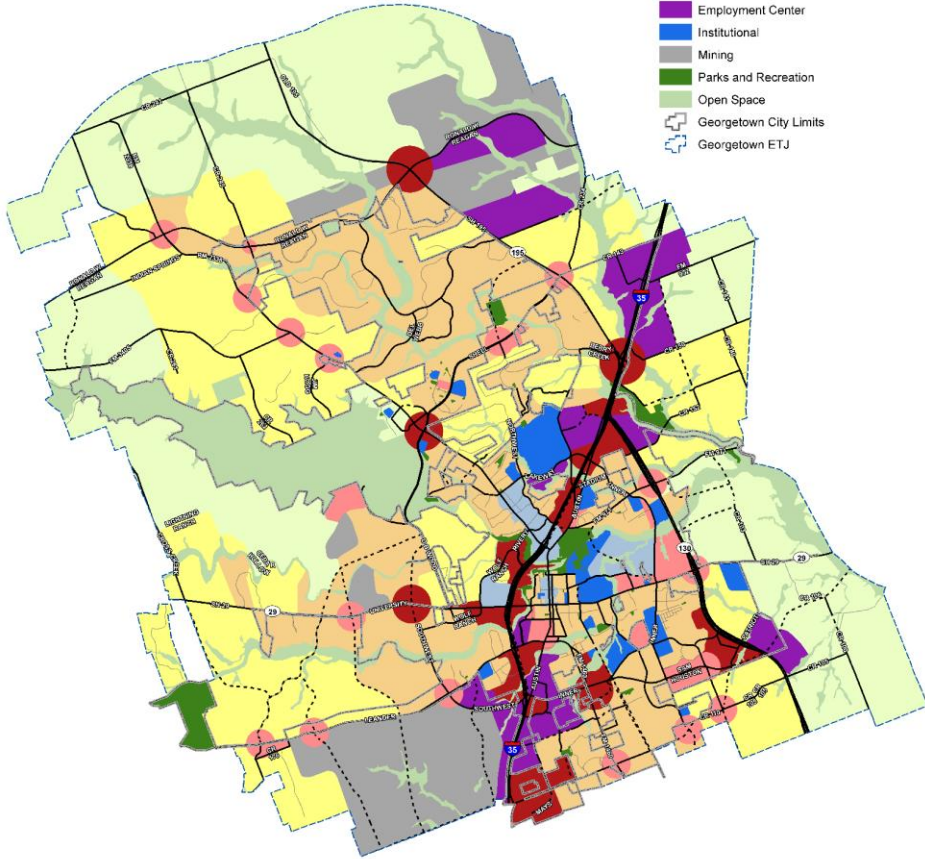


APPENDICES



Working Future Land Use Map
 October 29, 2019

- Land Uses**
- Rural Residential
 - Neighborhood
 - Mixed Density Neighborhood
 - Community Center
 - Special Area
 - Regional Center
 - Employment Center
 - Institutional
 - Mining
 - Parks and Recreation
 - Open Space
 - Georgetown City Limits
 - Georgetown ETJ



Note:
 A comprehensive plan shall not constitute zoning regulations or establish any zoning ordinances.

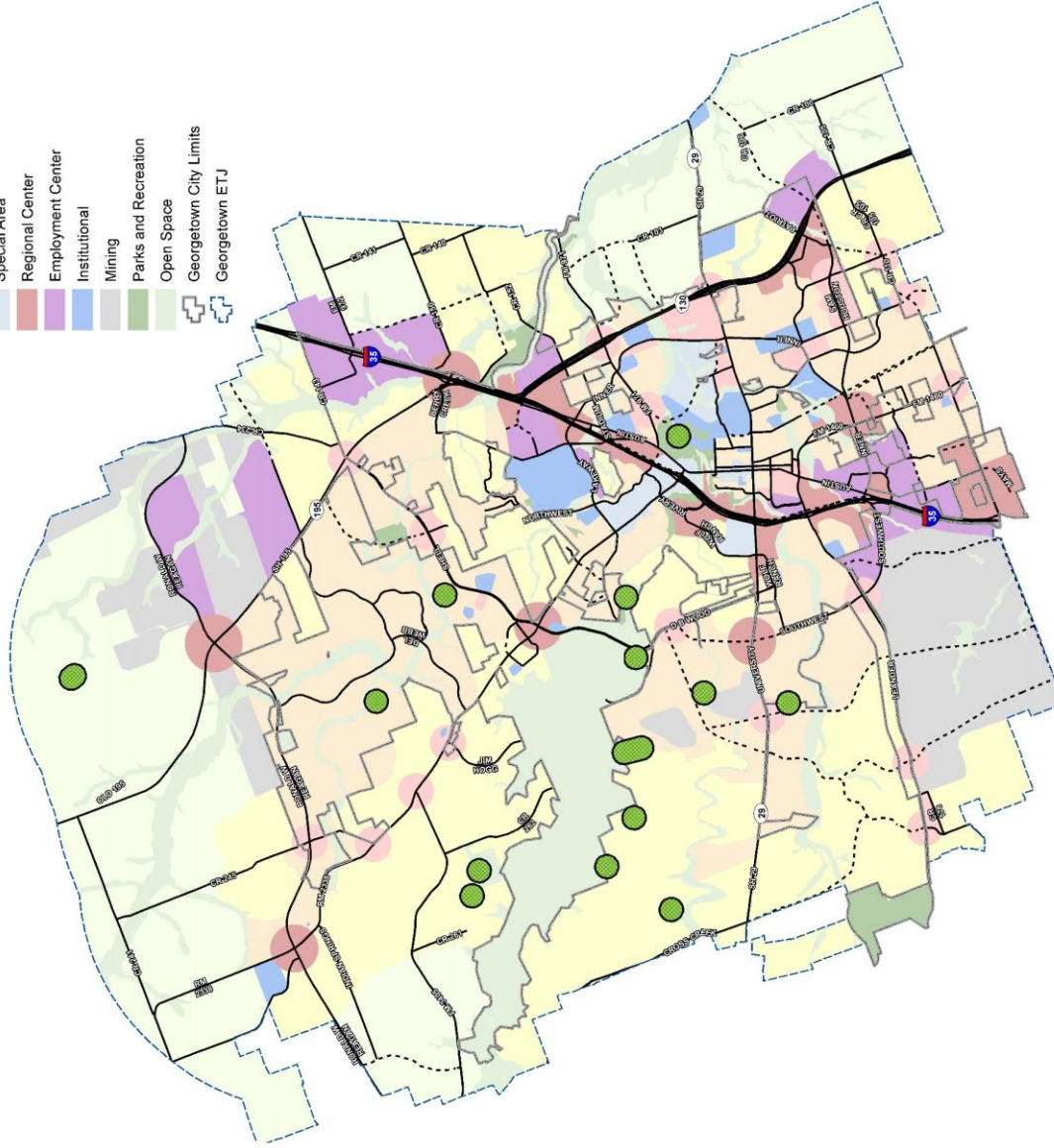


APPENDICES

Appendix N: Sensitive Areas Map

**Working Future Land Use Map/
Salamander Habitats
November 7, 2019**

-  Salamander Habitat
- Land Uses**
-  Rural Residential
-  Neighborhood
-  Mixed Density Neighborhood
-  Community Center
-  Special Area
-  Regional Center
-  Employment Center
-  Institutional
-  Mining
-  Parks and Recreation
-  Open Space
-  Georgetown City Limits
-  Georgetown ETJ



EST. 1848
GEORGETOWN
TEXAS

Notes:
A comprehensive plan shall not
be adopted until the following
conditions are met:



**FRIESE
NICKOLS**
PLANNING & CONSULTING, INC.
1000 WEST 10TH STREET, SUITE 100
GEORGETOWN, TEXAS 78626
737.261.1111
www.friese-nickols.com

APPENDICES

Existing Land Use and Zoning within the Gateway Corridors

Existing Land Use	Acreage within Gateway Overlay	Total Acreage in City Limits	% in Gateway
Office/Retail/ Commercial	821.6	1140.7	72%
Townhome	10.6	14.8	72%
Single Family	664.1	969.6	68%
Manufactured Homes	22.7	35.1	65%
Two-Family (Duplex)	32.8	51.5	64%
Light Industrial	79.5	155.8	51%
Private Recreation	40.6	93.1	44%
Public/Semi-Public	394.3	955.3	41%
Multi-Family	69.2	186.5	37%
Parks and Open Space	109.1	388.9	28%
Vacant	2689.4	10817.8	25%
Heavy Industrial	161.6	734.4	22%
Agriculture/Rural Residential	131.8	1140.5	12%

Zoning Designation	Acreage within Gateway Overlay	Total Acreage in City Limits	% in Gateway
Manufactured Housing	44.3	82.1	54%
Local Commercial	509.6	1082.2	47%
General Commercial	791.6	1681.4	47%
Neighborhood Commercial	7.2	21.4	34%
Office	41.9	129.2	32%
Townhouse	8.7	27.6	32%
Two Family	18.4	88.1	21%
Industrial	244.4	1267.8	19%
Agriculture	1192.9	10495.7	11%
High-Density Multifamily	66	676.3	10%
Public Facility	116.3	1473.4	8%
Business Park	13.4	252.5	5%
Residential Single-Family	822.7	15719.8	5%
Low-Density Multifamily	9.1	181.8	5%
Mixed Use Downtown	0.04	69	0%

Downtown Gateway Corridors

Interstate 35

Interstate 35 is the only interstate highway passing through the City of Georgetown. Extending roughly 12 miles, I-35 is the largest roadway in the City, comprised of three lanes with frontage roads. The entirety of I-35 within City limits is classified as a Highway Gateway.

Since I-35 carries a large volume of traffic at high speeds, much of the development along the highway includes big box retailers, fast-food restaurants, and hotels. These businesses frequently use tall pole signs to successfully grab the attention of individuals traveling on the roadway.

The landscaping associated with the highway is limited in certain areas; on the periphery of the City, wide, expansive views dominate the streetscape. Traveling into more developed areas, trees and smaller vegetation screen large parking lots from vehicular traffic.

A large masonry entryway sign is located on the southern City limits, but a similar sign does not exist at the northern City limits.



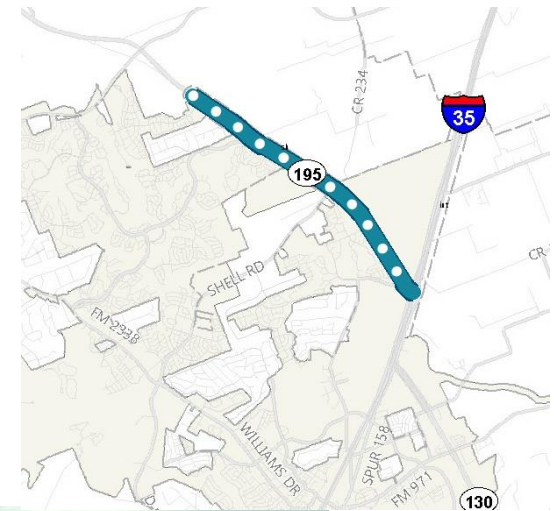
APPENDICES

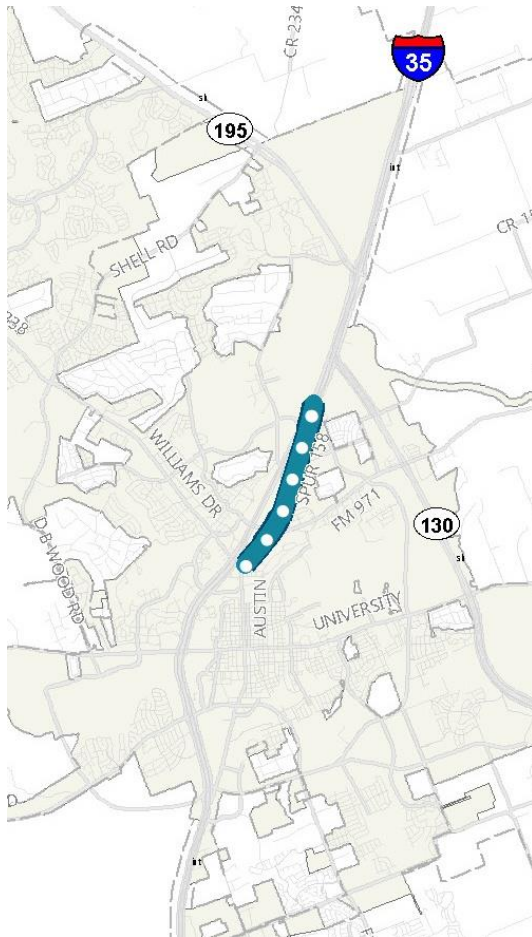
State Highway 195

Located in the northwestern portion of the City, the segment of State Highway 195 designated as a Highway Gateway generally begins at Shell Road, ending at the intersection of I-35. Totalling about two miles in length, this segment of roadway is comprised of four lanes with a grassy median of 50 feet in most areas.

SH 195 contains minimal commercial use within City limits, giving this segment of roadway an expansive, rural feel; however, where development does exist, landscaping has been implemented in the form of small trees and vegetation to shield parking lots from vehicular traffic. Pole signs are common along the corridor to accommodate traffic moving at high speeds.

Currently, there are no distinctive gateways or branding markers along this image corridor.





State Spur 158 (Far North Austin Avenue)

The portion of State Spur 158 designated as a Highway Gateway parallels I-35 between Williams Drive and Lakeway Drive. This segment, roughly two miles in length, contains two lanes on either side and a central turn lane.

This corridor includes a wide range of land use types, including a high school, community recreational center, and apartments.

A sidewalk is located on the east side of the roadway to accommodate pedestrian activity generated by the high school. The sidewalk is lined with trees and smaller vegetation.

Traffic lights are located on the roadway at key intersections, breaking up the expansive views evident in other Highway Gateway segments. Signage is mostly in the form of attached wall signs (i.e., signs located on the façades of buildings).

Currently, there are no distinctive gateways or branding markers along this image corridor.

Landscaping and a sidewalk separate many adjacent businesses from State Spur 158



Recreational amenities exist adjacent to much of State Spur 158



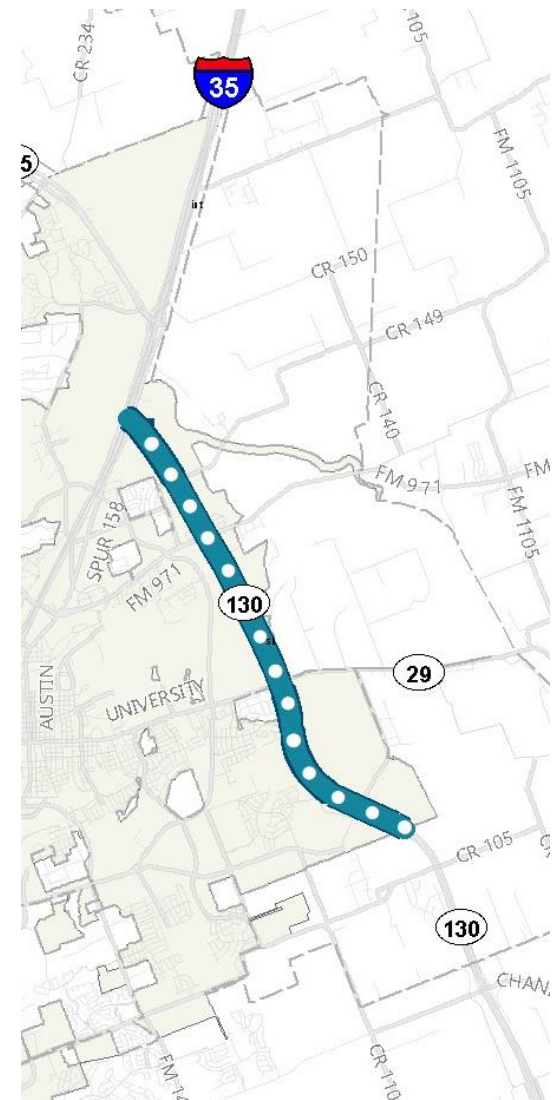
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State Highway 130

Located in the eastern portion of Georgetown, the segment of State Highway 130 that is considered a Highway Gateway is roughly one mile in length. The segment travels southeast from I-35 to the intersection of F.M. 971. This roadway is generally composed of four lanes with a 120-foot grassy median.

Signage within this image corridor is non-existent; except for an RV park, no businesses are located adjacent to this portion of SH 130. Furthermore, given the large median size and lack of development, views are rural and expansive in nature, with little evidence of added landscaping throughout.

Currently, there are no distinctive gateways or branding markers along this image corridor.



Scenic Gateway Corridors

F.M. 2243 (Leander Road)

Extending about 5 miles, the part of F.M. 2243 designated as a Scenic/Natural Gateway is located in the southwestern portion of the City. Beginning at the City limit boundary on F.M. 2243, the image corridor extends eastward, crossing I-35 and ending at the intersection of South Austin Avenue. F.M. 2243 begins as one lane each direction with a central turn lane. As the roadway progresses to the center of the City, lanes are expanded to two lanes each direction.

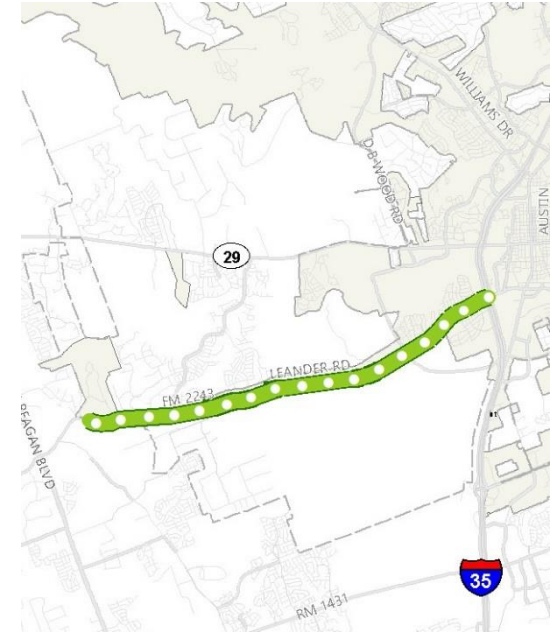
This portion of F.M. 2243 has seen limited development, particularly at its western extents. This area is primarily used for agricultural purposes and contains fences that back up to the buffer zone of the roadway, lined with clusters of trees. Traveling eastward, the roadway expands with the introduction of single-family homes and commercial development. Schools exist south of the roadway, near I-35.

Traffic lights have been implemented at key intersections along the roadway.

With the existence of homes and schools, sidewalks have been installed within the image corridor. These sidewalks are located consistently around the schools but appear more sporadically along residential and commercial development. Near the school, a drainage gutter separates the sidewalk from the roadway.

Monument signs are utilized by businesses on the roadway.

Currently, there are no distinctive gateways or branding markers along this image corridor.



APPENDICES

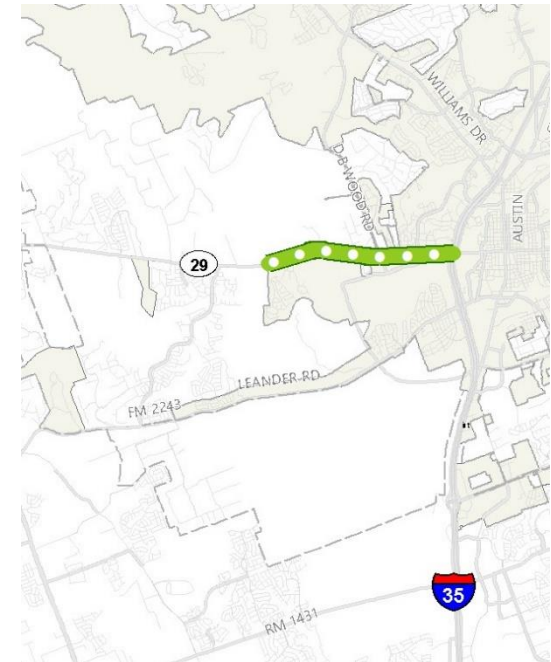
State Highway 29 (Far West University Avenue)

The portion of SH 29 designated as a Scenic/Natural Gateway begins at the intersection of I-35 and SH 29 and proceeds westward until ending at the City limit boundary. This image corridor is about three miles in length and is a four-lane undivided roadway with a central turn lane. Closer to the center of Georgetown, a red-brick median is present, and at certain points an additional lane is added.

Similar to Leander Road, much of the corridor remains undeveloped. Of the development present, churches and a small number of single-family homes exist. Crossing D.B. Wood Road, big-box retail development begins to emerge to the south of the roadway.

Prior to turning into West University Avenue at the intersection of D.B. Wood Road, fences back up to the buffer zone lined with clusters of trees. As development emerges, the streetscape of the image corridor transforms dramatically. On both sides, exposed sidewalks exist within the landscape buffer. Directly behind these sidewalks is landscaping in the form of large trees and smaller vegetation used to screen large big-box parking lots. Pedestrian islands are incorporated into median designs at signaled intersections.

A monument sign is located at the intersection of D.B. Wood Road and SH 29. This sign is most evident to drivers traveling eastbound into the center of Georgetown. The gateway sign indicates entry into the City of Georgetown, which was established in 1848 and that it is the “home of Southwestern University”. No landscaping is present, but decorative stone has been used in the design of the gateway.



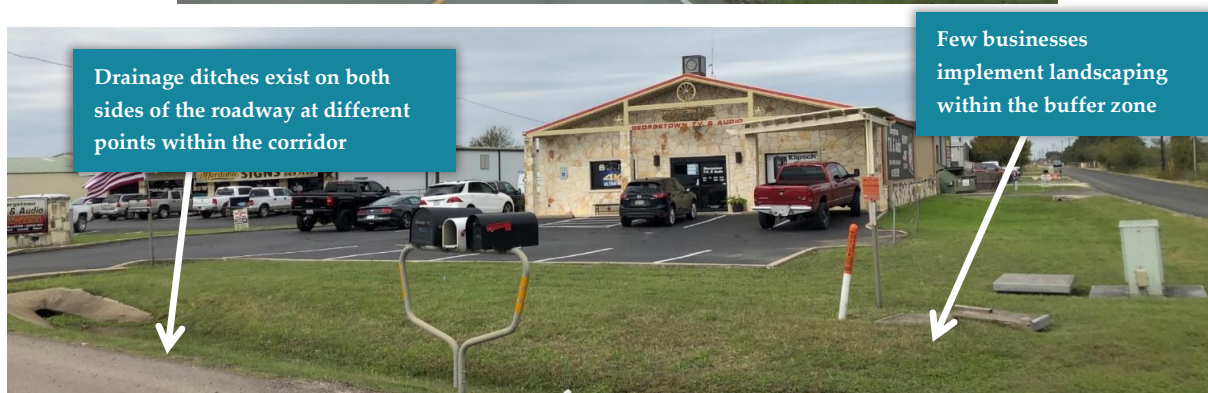
State Highway 29 (Far East University Avenue)

The Scenic Corridor portion of SH 29 extends between Southwestern Boulevard to the easternmost ETJ boundary. The roadway is a two-lane undivided facility with added turn lanes at certain intersections.

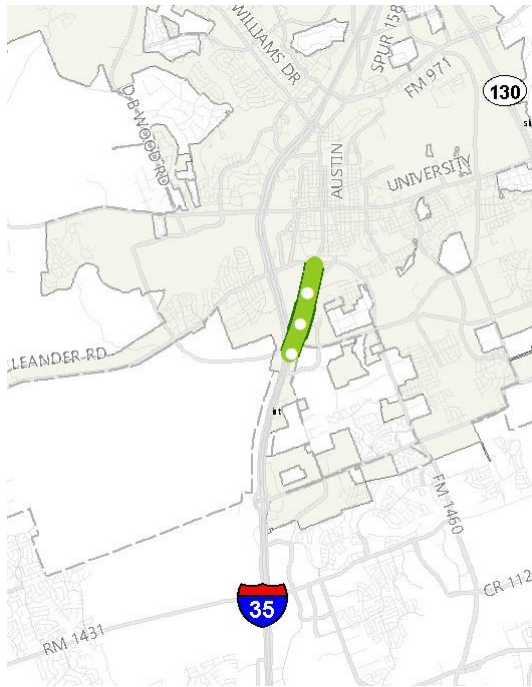
Land use within the image corridor is fairly consistent. Although there are commercial uses north of the roadway, most of the image corridor is made up of large, single-family lots zoned for agricultural use. East View High School is located south of the roadway.

The image corridor's streetscape is rural, with expansive views throughout. No sidewalks exist outside of those currently around East View High School. No plantings exist within the landscape buffer.

A monument sign is located near the intersection of Summercrest Drive and SH 29. This sign is most evident to drivers traveling westbound into the center of Georgetown. The sign is elevated within the buffer zone, allowing individuals to more easily recognize it as they pass. The sign informs that they are entering Georgetown and that it is the "home of Southwestern University". No landscaping is present, but decorative stone has been used in the design of the gateway.



APPENDICES



State Spur 26 (Far South Austin Avenue)

Beginning at the intersection of Southeast Inner Loop and South Austin Avenue, this portion of the roadway is designated as a Scenic Gateway. It is a four-lane undivided roadway with no central median or turn lane.

Land use within the corridor is diverse, including uses such as industrial, retail, park, commercial, hospital, single-family, and multi-family uses exist. At the southern end of the segment, industrial uses are apparent primarily to the east of the roadway. From West 21st Street to West 18th Street, commercial uses become more predominant. Traveling farther north, single-family homes and one apartment complex line the road.

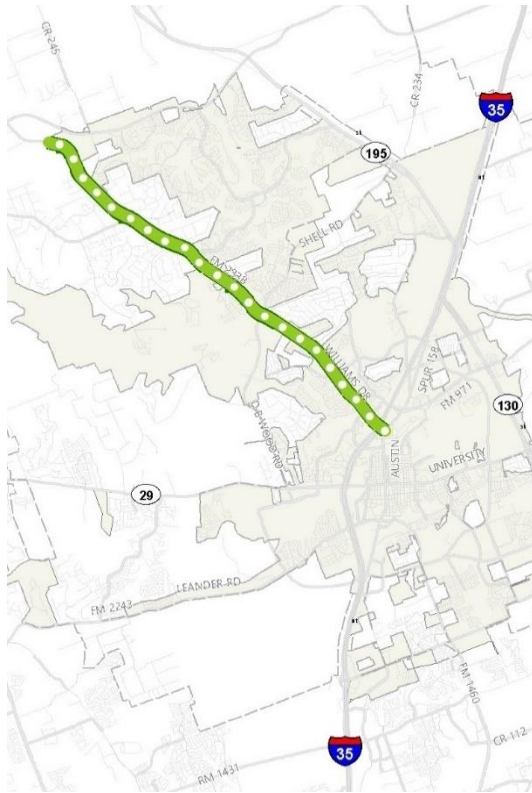
Landscaping differs at different points along the image corridor. At the southern end of the roadway, landscaping is inconsistent, leaving parking lots exposed to vehicular traffic.

Sidewalks are inconsistent from parcel to parcel. Traveling north into residential uses, large trees line the landscape buffer, screening pedestrians from vehicular traffic while providing shade.

Signage throughout the corridor includes attached wall signs and small monument signs.

A monument sign is located at the intersection of Southeast Inner Loop and South Austin Avenue. This sign is most evident to drivers traveling northbound into the center of Georgetown. The sign informs drivers that they are entering Georgetown and that it is the “home of Southwestern University”. No landscaping is present, but decorative stone is used in the design of the gateway.





F.M. 2338 (Williams Drive)

Comprising roughly 5.5 miles within City limits, the portion of F.M. 2338 designated as a Scenic/Natural Gateway begins at the intersection of Interstate 35, traveling northwest until ending at the City limit boundary. Also referred to as Williams Drive, this image corridor is a four-lane undivided roadway with a central turn lane.

Significant development exists adjacent to the road closer to Downtown Georgetown. Traveling northwest from I-35, commercial and retail development lines the roadway. Additionally, a substantial amount of single-family homes and multi-family development is scattered between businesses. Towards the northwestern end of the image corridor, land is undeveloped or used for subdivisions.

Consistent sidewalks are present closer towards Downtown Georgetown where development is more concentrated. Areas where sidewalks exist contain landscaping at different points, screening various businesses and homes with large trees and smaller vegetation. Moving away from Downtown, landscaping and pedestrian facilities are less common.

Currently, there are no distinctive gateways or branding markers along this image corridor.



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F.M. 971 (Weir Road)

Extending from the intersection of F.M. 971 and State Spur 158 to the intersection of F.M. 971 and SH 130, the portion of the roadway designated as a Scenic/Natural Gateway is roughly 1.5 miles in length. Often referred to as Weir Road, the portion of F.M. 971 within the gateway is a two-lane undivided roadway with no median or turn lane; however, at key intersections, turn lanes are added to keep a consistent flow of traffic.

Single-family development dominates land use adjacent to the roadway, specifically to its south. Immediately north of the roadway past Parque Vista Drive, undeveloped land or rural homes exist that are currently used for agricultural purposes. An elementary school and middle school exist to the south of the roadway near the intersection of Northeast Inner Loop and F.M. 971.

Landscaping within this image corridor is limited to several businesses. Much of this section of the roadway contains residential fences that back up to the landscape buffer.

There is little to no signage within the image corridor due the lack of commercial development in the area.

Pedestrian infrastructure is lacking throughout the entire image corridor as there are no existing sidewalks, except for connections to several businesses.

Currently, there are no distinctive gateways or branding markers along this image corridor.





F.M. 1460

Roughly three miles in length, the portion of F.M. 1460 designated as a Scenic/Natural Gateway is in the southwestern portion of the City. Beginning at the intersection of South Austin Avenue, the gateway follows F.M. 1460 south until ending at City limits near Westinghouse Road. It is a four-lane undivided facility with a central turn lane at various points along the corridor.

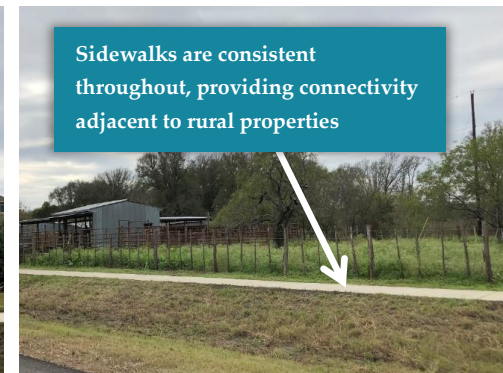
Development is sprinkled throughout the image corridor, primarily in the form of single-family subdivisions and apartments, as well as different land uses such as George Washington Carver Elementary School, churches, storage businesses, and Chisholm Trail Pediatrics.

The streetscape of the image corridor is consistent throughout. Sidewalks have been recently installed on both sides of the roadway. Traffic signals are in place at key intersections, creating safer travel for those utilizing the sidewalks. Pedestrians have little to no coverage from landscaping while utilizing sidewalks; however, much of the landscaping is clustered within developments that are set back from the roadway, which results in views are expansive and rural in nature.

Currently, there are no distinctive gateways or branding markers along this image corridor.



Landscaping exists within gateway elements of existing subdivisions



Sidewalks are consistent throughout, providing connectivity adjacent to rural properties



Rural, expansive views

APPENDICES

Downtown Gateway Corridors

North and South Austin Avenue

The portions of North and South Austin Avenue designated as a Downtown Gateway extend between FM 1460 and Spur 158 near I-35, with the exception of the Downtown Overlay Zoning District. The roadway is a four-lane undivided facility with turn lanes at intersections.

Land use along the roadway includes a variety of operations, including retail, commercial, light industrial, and single-family homes. Landscaping is limited along the road, with few trees within the buffer zone as most businesses have parking lots opening to the roadway. Sidewalks are inconsistent on both sides of the road.

Signage is relatively limited, with some businesses use attached wall signs while others use smaller pole signs.

Currently, there are no distinctive gateways or branding markers along these image corridors.



State Highway 29 (East and West)

The portions of SH 29 designated as Downtown Gateways begins at the intersection of I-35 and SH 29, extending eastward to Southwestern Boulevard, with the exception of the Downtown Overlay Zoning District.

A variety of different land uses exist within this corridor. In the western portion, commercial and retail uses exist near I-35. Passing the San Gabriel River, commercial and retail uses are mixed with large churches. At the center of this portion of the gateway, Southwestern University dominates the northern side of the roadway. In addition, south of East University Avenue, large residential homes exist with a mixture of churches. The eastern portion of the corridor contains undeveloped land north of the road. South of the road, single-family subdivisions exist.

The streetscape differs greatly at different points along the image corridor. The western portion of the image corridor contains a continuous sidewalk on either side of the road beginning at the intersection of I-35. At the center of the image corridor, dense tree cover shields pedestrians on a continuous sidewalk located on both sides. Landscaping has been added to retail development to screen large parking lots. Moving away from the highway, many businesses have been converted from homes. Southwestern University features large, decorative buildings, dominating the streetscape.



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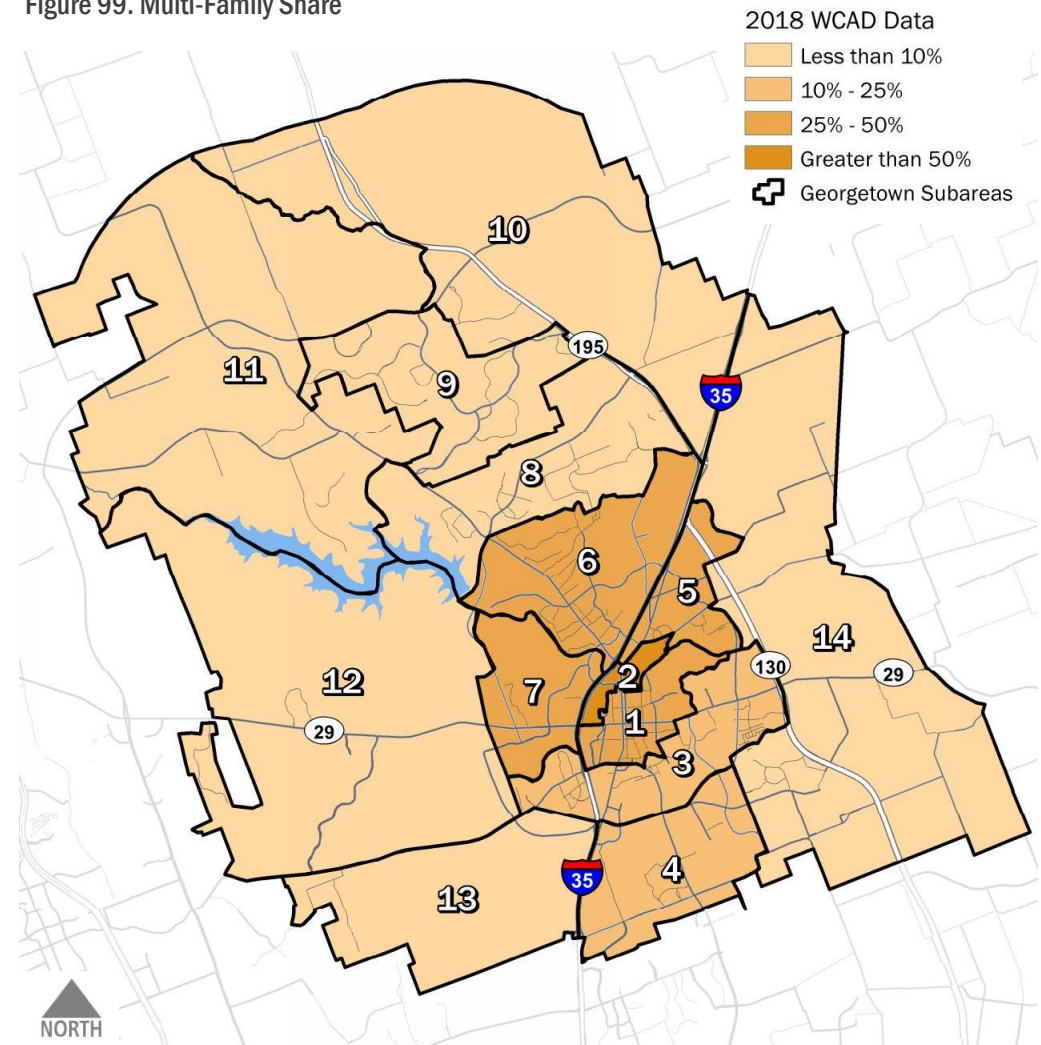
Appendix P: Housing Inventory

This appendix includes maps of existing housing characteristics, grouped by 14 subareas. The following maps are included:

- Multi-Family Share
- Median Home Value
- Year of Home Construction
- Median Lot Size
- Median Home Size
- Percent of Owner-Occupied Housing
- Percent of Units Occupied

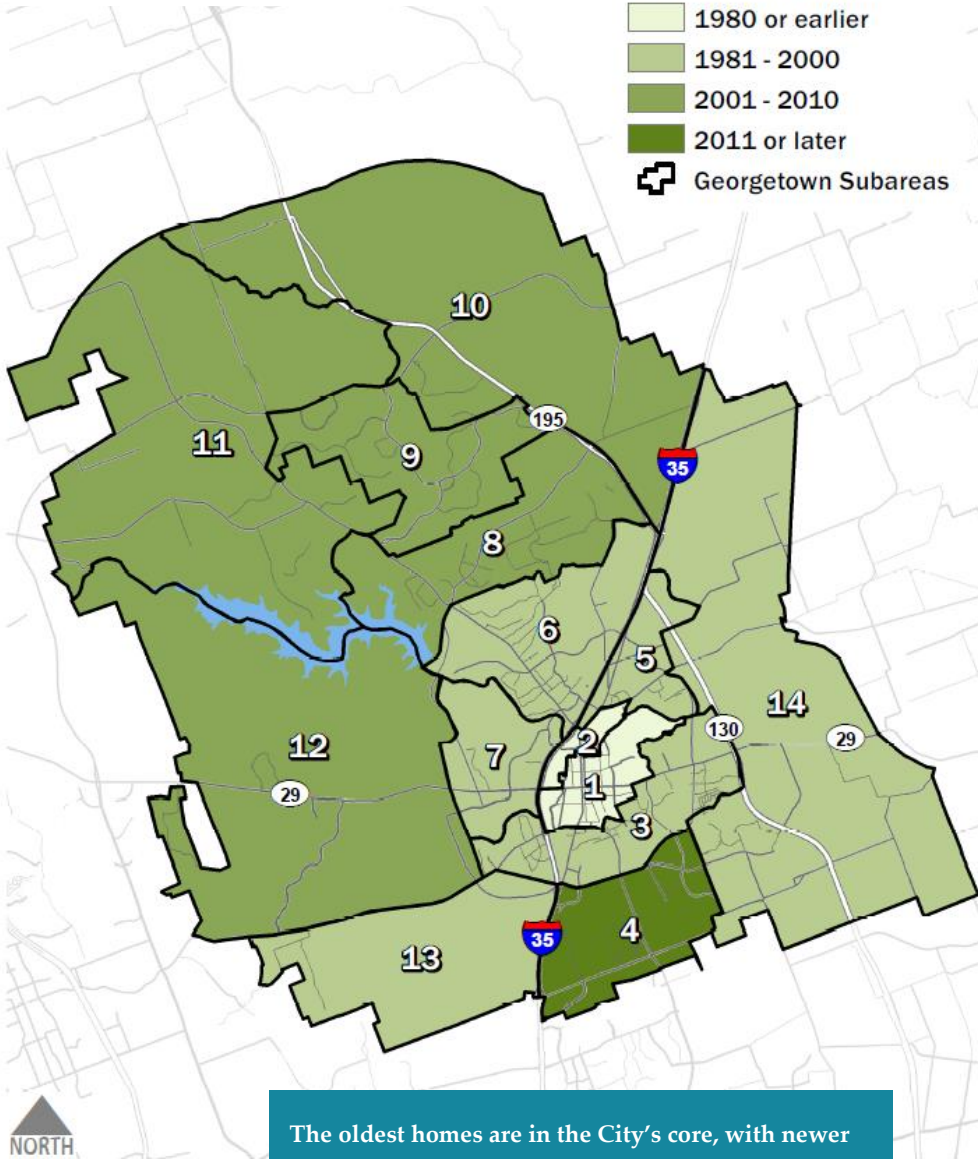
The full inventory document, including tables on housing and household characteristics, can be found at <https://housing.georgetown.org/2030-plan-housing-element/>.

Figure 99. Multi-Family Share



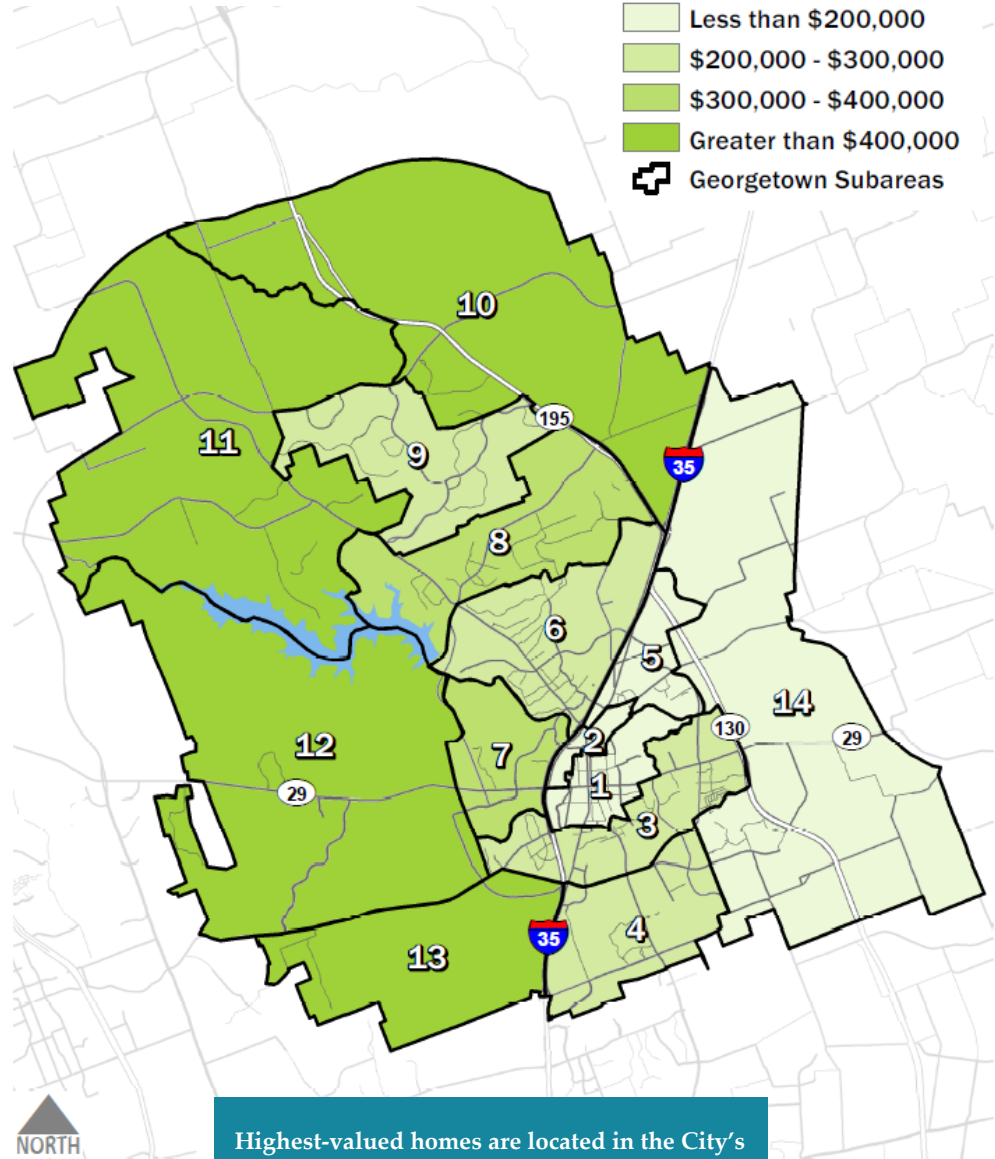
Multi-family dwellings are concentrated in the core of Georgetown, specifically in the Downtown area.

Figure 100. Year of Home Construction



The oldest homes are in the City's core, with newer construction radiating outward. The newest housing is in the south central area of the City.

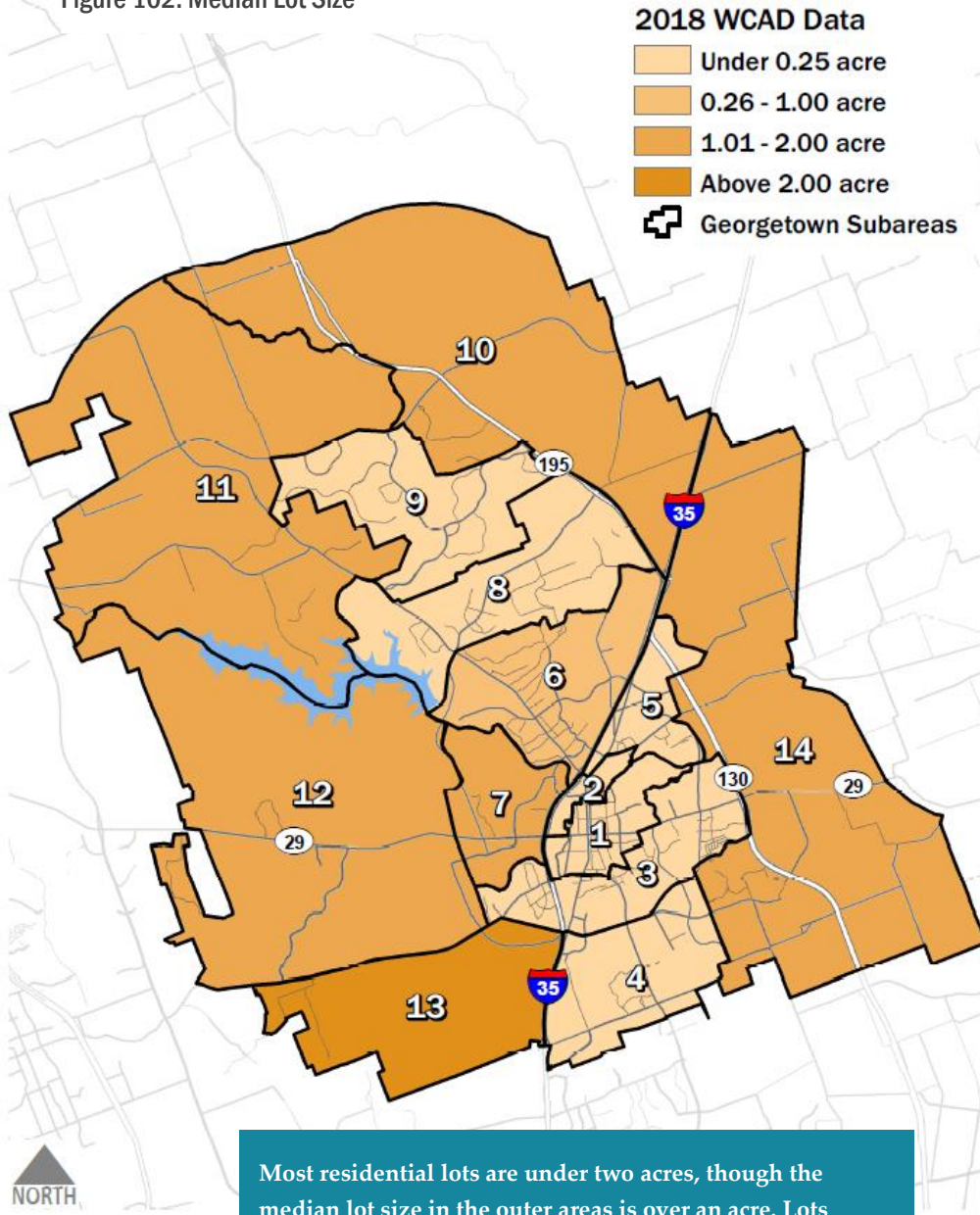
Figure 101. Median Home Value



Highest-valued homes are located in the City's periphery, with the lower values located in the core and eastern portions of the City.

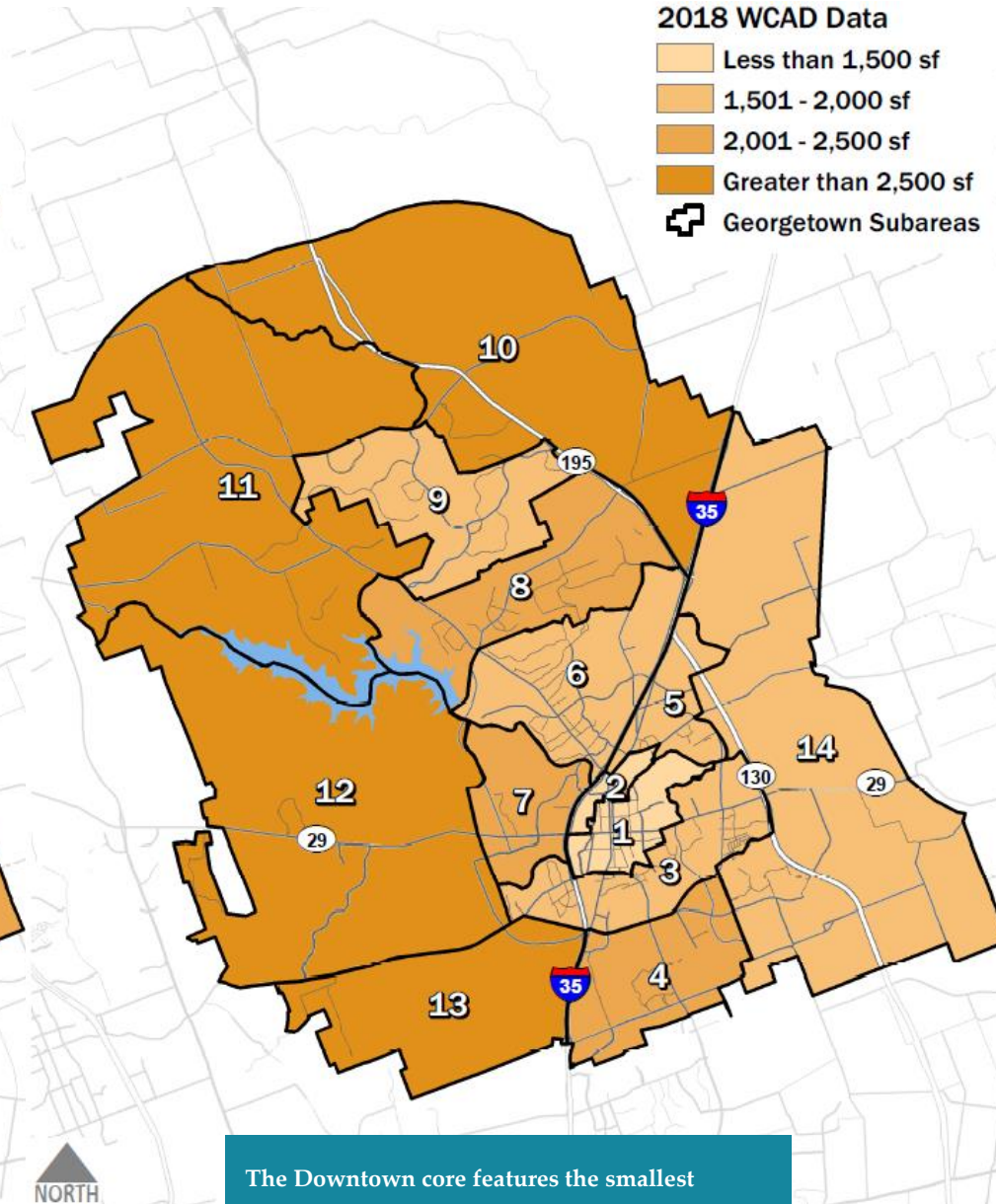
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Figure 102. Median Lot Size



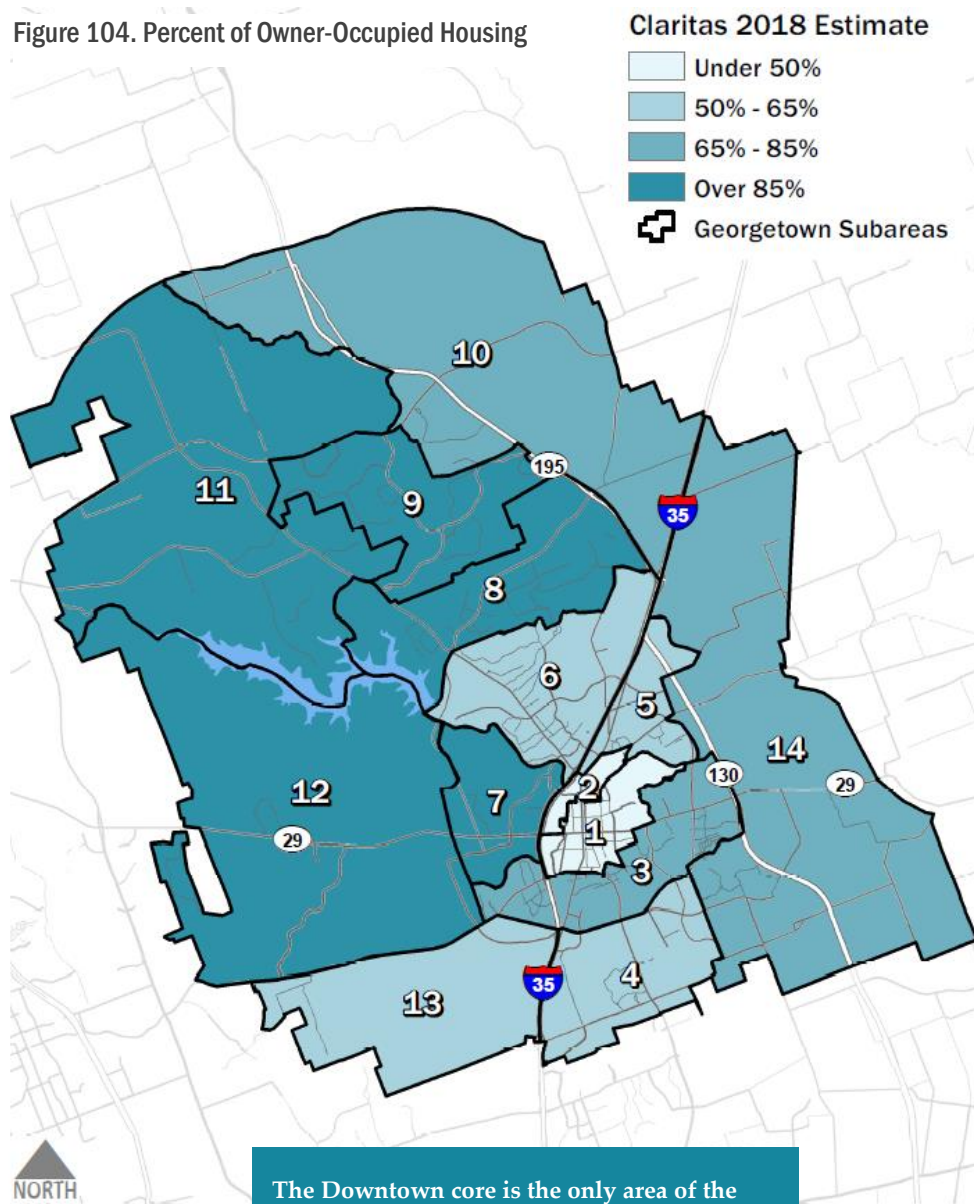
Most residential lots are under two acres, though the median lot size in the outer areas is over an acre. Lots between I-35 and SH 130, and those adjacent to the west side of 195, are typically among the smallest.

Figure 103. Median Home Size



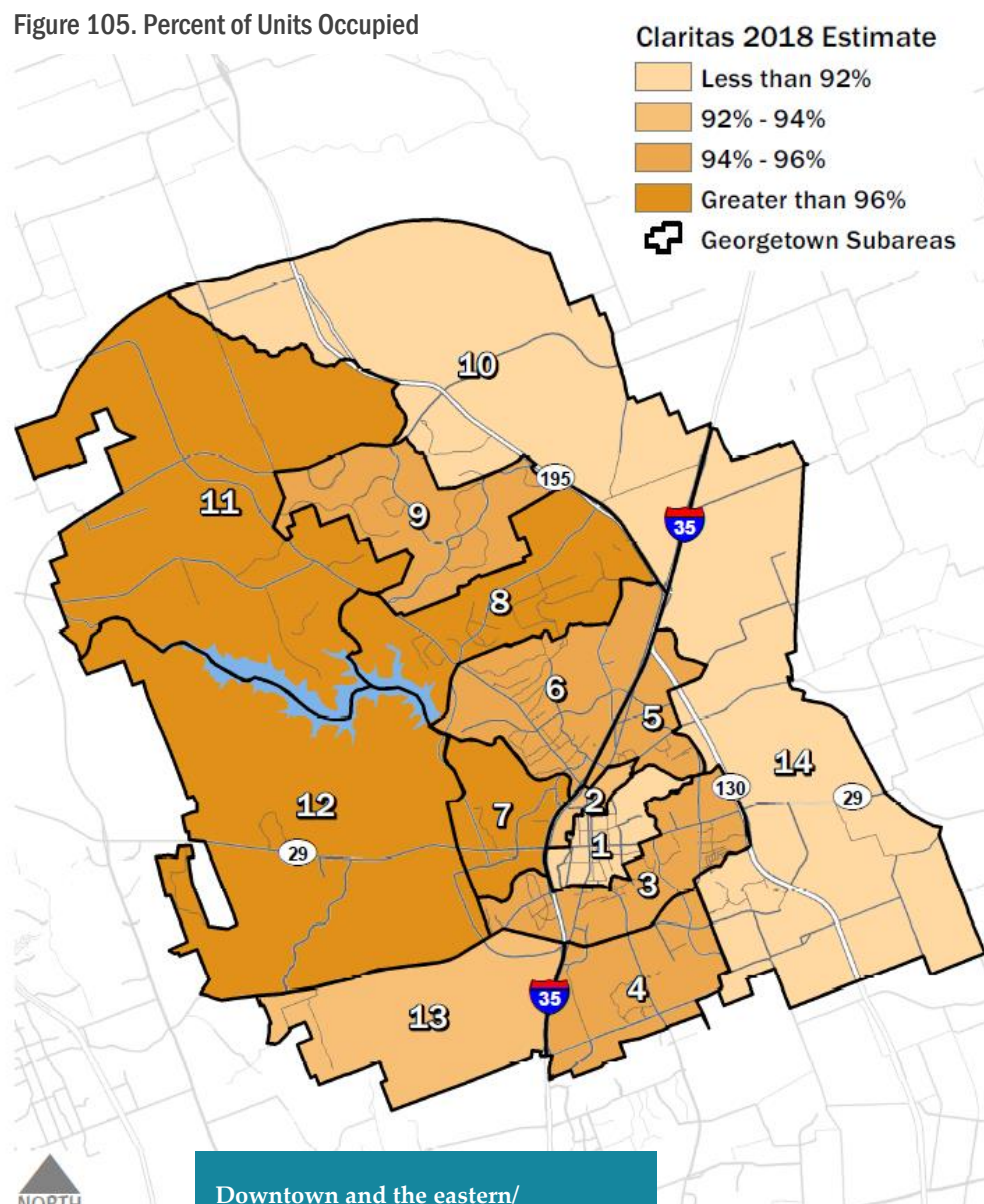
The Downtown core features the smallest median home sizes, followed other older areas of the City. Newer areas and those further out in the City feature the largest median home sizes.

Figure 104. Percent of Owner-Occupied Housing



The Downtown core is the only area of the City where the majority of housing units are rentals. Western areas of the City have the highest rates of owner occupancy at over 85%.

Figure 105. Percent of Units Occupied



Downtown and the eastern/northeastern areas of the City have the lowest occupancy rate; western areas of the City are some of the highest.

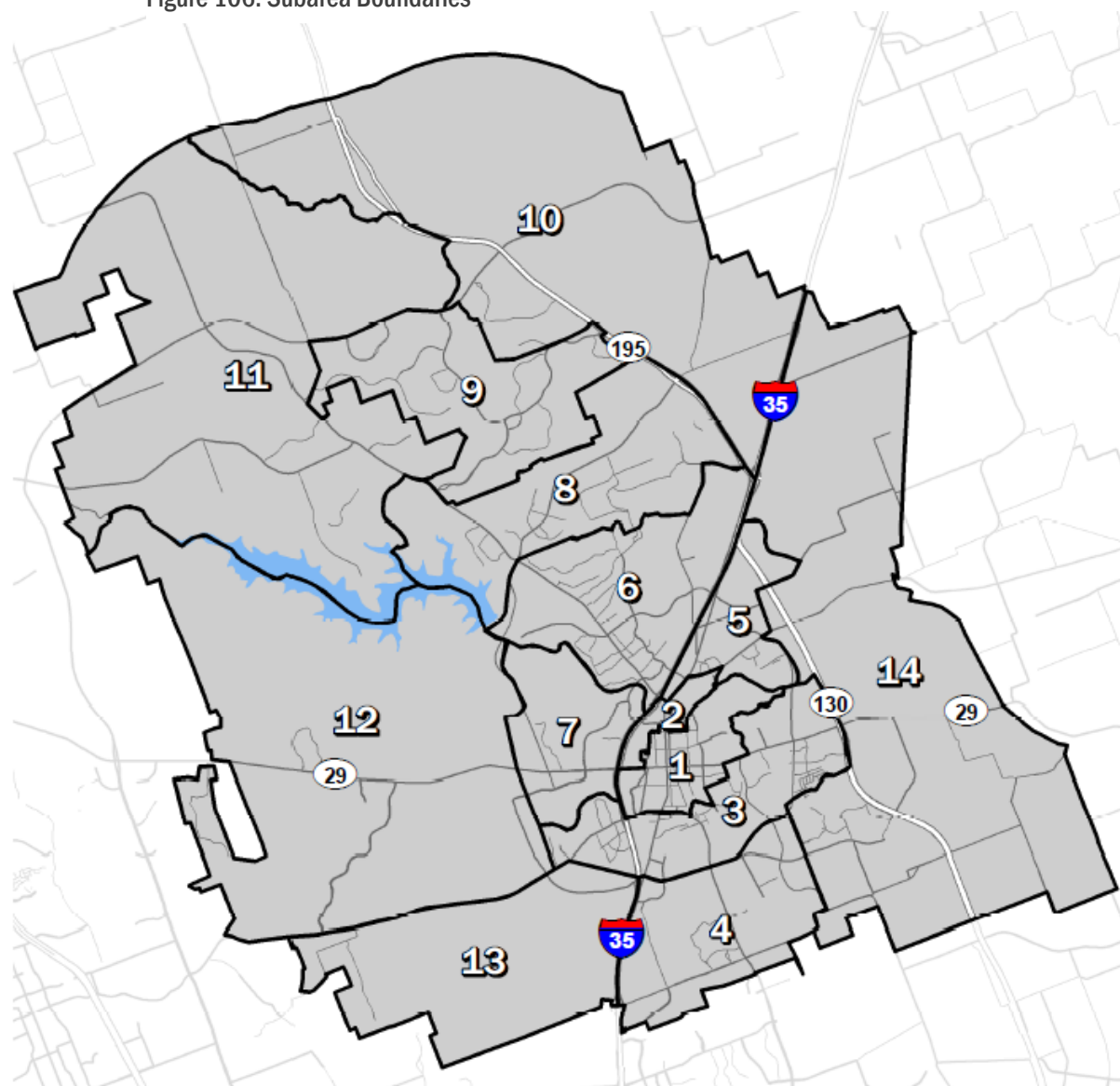
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Appendix Q: Housing Subarea Profiles

The following subarea profiles serve as the basis for making policy recommendations by understanding the housing diversity and choices currently available within various areas of Georgetown. These profiles are not intended to identify housing needs, but rather to establish a baseline for understanding the existing conditions within the City and its extraterritorial jurisdiction. The subareas provide defined areas for more focused analysis by grouping areas of similar housing characteristics, as well as evaluating U.S. Census tract boundaries and elementary school boundaries.

The full inventory document, including tables on housing and household characteristics can be found at <https://housing.georgetown.org/2030-plan-housing-element/>.

Figure 106. Subarea Boundaries



Subarea 1

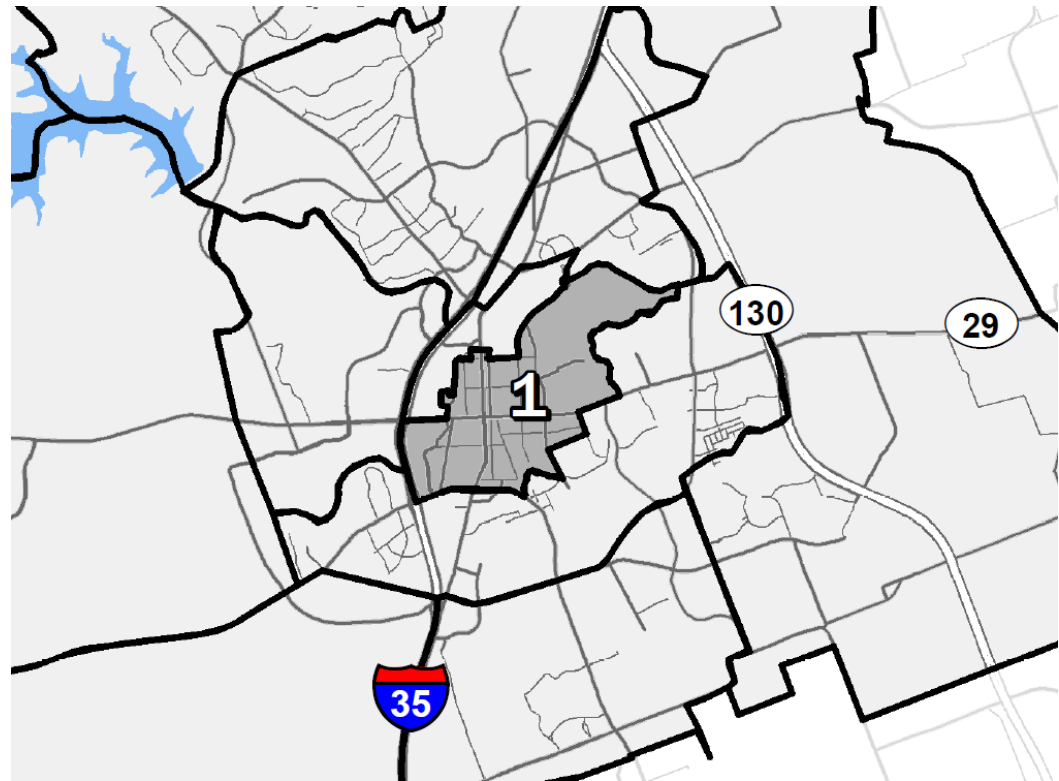
Subarea 1 is east of I-35 and is primarily made up of Downtown, Old Town, and Southwestern University. The largest land use type is single-family and public/semi-public, with most of the City of Georgetown and Williamson County offices located in this subarea. There are approximately 2,185 total units, according to the Williamson County Appraisal District (WCAD). The original town survey was in this subarea; therefore, Subarea 1 is home to some of the oldest structures in the City. The City administers a Downtown Overlay District and an Old Town Overlay District to guide the character of the buildings. Houses in these overlay districts are subject to more stringent guidelines and restrictions compared to the rest of the City.

Figure 107. Subarea 1 Housing Profile

Vacant Land Analysis		
Vacant acres		375
Vacant acres outside floodplain		272
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	33	17
Renters (%)	51	22
Median household income	\$50,440	\$81,219
Area median income (%)	59	94
Tenure - owner	11	9
Tenure - renter	3	3
Household size	2.40	2.47
Median lot size	0.19	0.23
Price per sq. ft.	\$192	\$146



Figure 108. Subarea 1 Boundaries



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Subarea 2

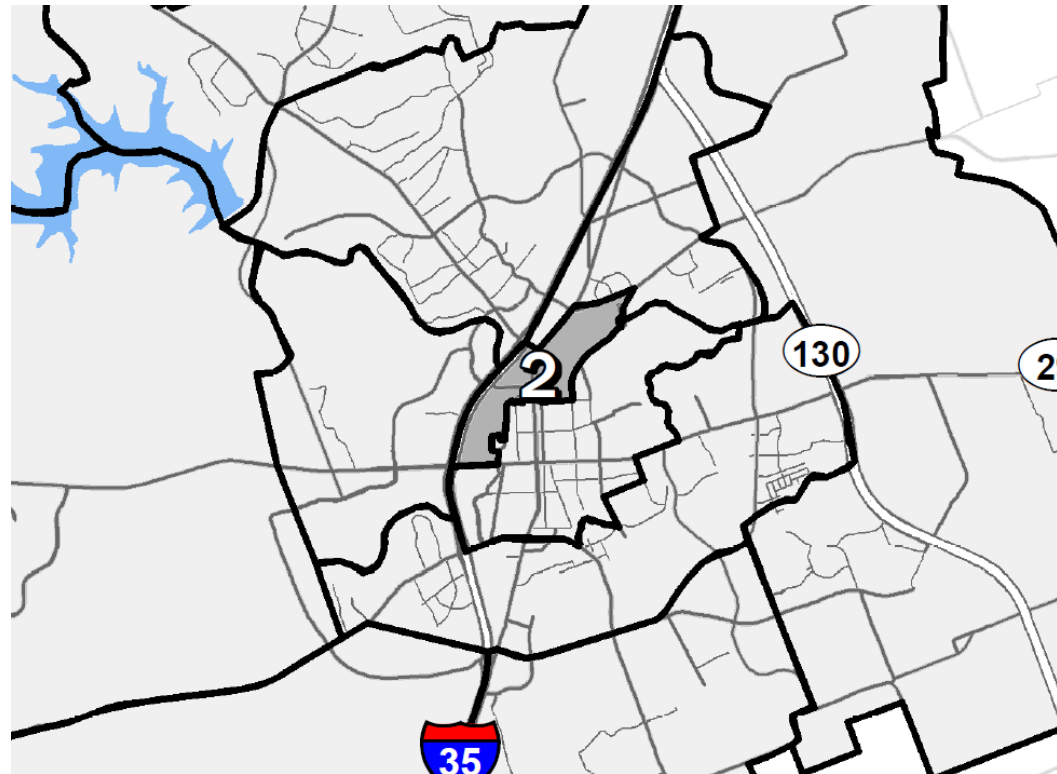
This subarea is east of I-35 and is generally associated with Downtown, as it is located just to the north. It contains San Gabriel Park and Blue Hole Park, making parks and open space the largest land use type.



Figure 109. Subarea 2 Housing Profile

Vacant Land Analysis		
Vacant acres		15
Vacant acres outside floodplain		13
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	83	17
Renters (%)	79	22
Median household income	\$44,523	\$81,219
Area median income (%)	52	94
Tenure - owner	24	9
Tenure - renter	3	3
Household size	1.81	2.47
Median lot size	0.21	0.23
Price per sq. ft.	\$183	\$146

Figure 110. Subarea 2 Boundaries



Subarea 3

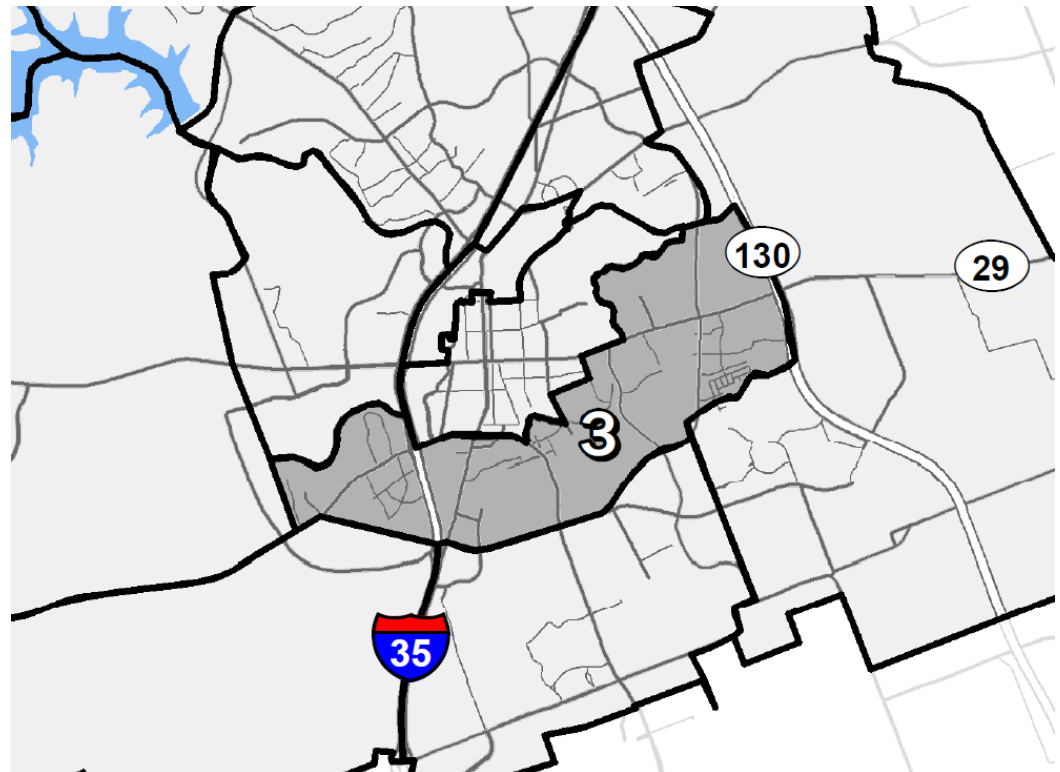
Subarea 3 is a large area south of Downtown that spans from west of I-35 to the 130-toll road. The area is approximately 25% vacant, but many developments are planned or underway. The largest land use type is single-family.



Figure 111. Subarea 3 Housing Profile

Vacant Land Analysis		
Vacant acres		1,292
Vacant acres outside floodplain		1,005
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	25	17
Renters (%)	29	22
Median household income	\$80,982	\$81,219
Area median income (%)	94	94
Tenure - owner	10	9
Tenure - renter	3	3
Household size	2.89	2.47
Median lot size	0.21	0.23
Price per sq. ft.	\$127	\$146

Figure 112. Subarea 3 Boundaries



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Subarea 4

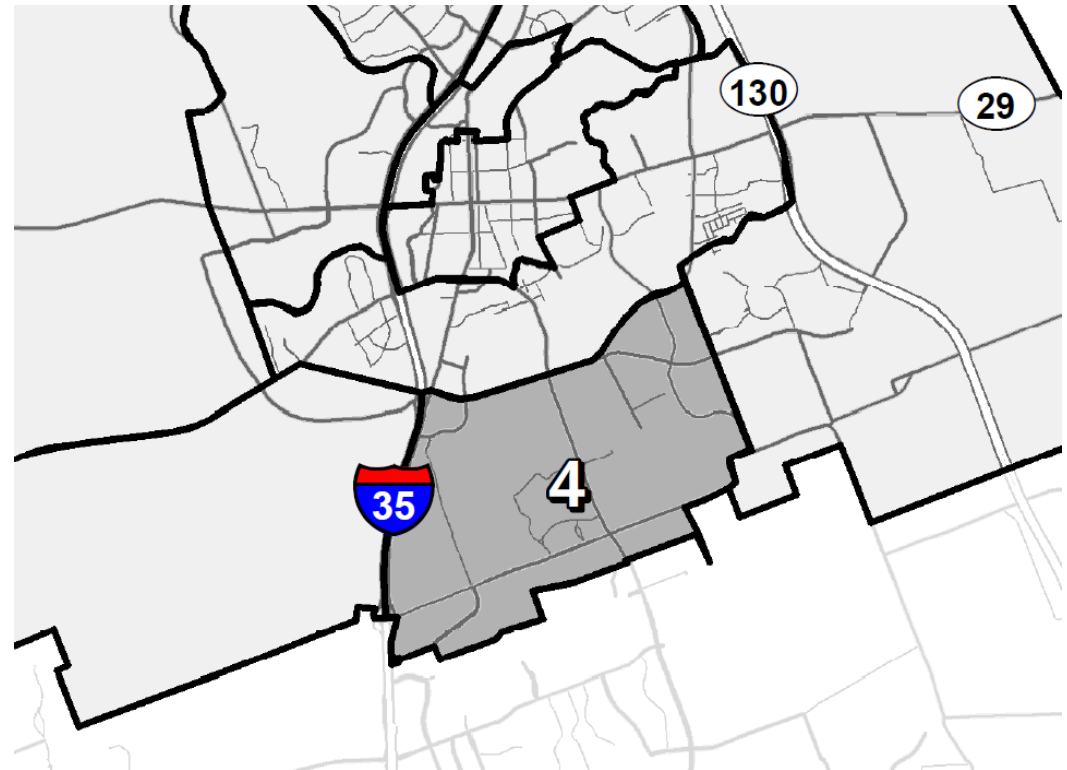
Subarea 4 is in the southern portion of the planning area, just to the east of I-35 and south of the Inner Loop. Over 50% of this area is vacant.



Figure 113. Subarea 4 Housing Profile

Vacant Land Analysis		
Vacant acres		2,465
Vacant acres outside floodplain		2,422
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	24	17
Renters (%)	42	22
Median household income	\$74,805	\$81,219
Area median income (%)	87	94
Tenure - owner	5	9
Tenure - renter	2	3
Household size	2.99	2.47
Median lot size	0.16	0.23
Price per sq. ft.	\$132	\$146

Figure 114. Subarea 4 Boundaries



Subarea 5

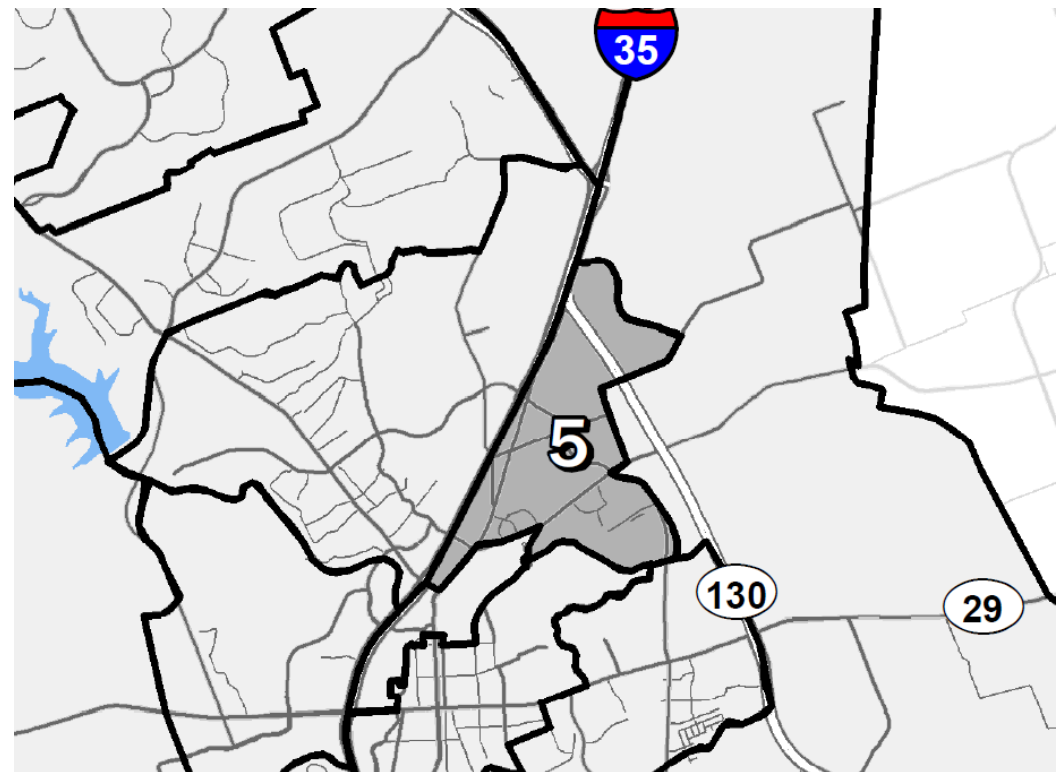
Subarea 5 is in the northern portion of the planning area, just to the east of I-35 and south of the intersection of I-35 and the 130-toll road.



Figure 115. Subarea 5 Housing Profile

Vacant Land Analysis		
Vacant acres		844
Vacant acres outside floodplain		715
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	29	17
Renters (%)	42	22
Median household income	\$70,147	\$81,219
Area median income (%)	82	94
Tenure - owner	11	9
Tenure - renter	3	3
Household size	2.58	2.47
Median lot size	0.17	0.23
Price per sq. ft.	\$132	\$146

Figure 116. Subarea 5 Boundaries



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Subarea 6

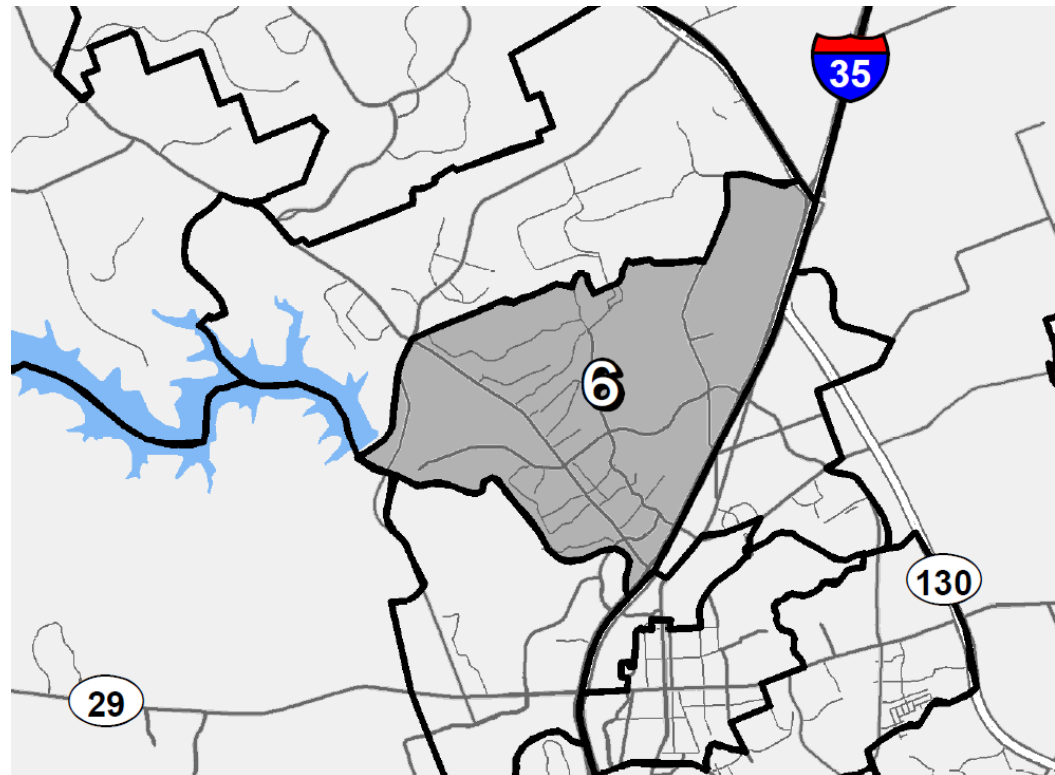
Subarea 6 is to the west of I-35 in the northern portion of the planning area. The Georgetown Municipal Airport is located here.



Figure 117. Subarea 6 Housing Profile

Vacant Land Analysis		
Vacant acres		1,173
Vacant acres outside floodplain		999
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	32	17
Renters (%)	37	22
Median household income	\$66,108	\$81,219
Area median income (%)	77	94
Tenure - owner	9	9
Tenure - renter	4	3
Household size	2.34	2.47
Median lot size	.34	0.23
Price per sq. ft.	\$146	\$146

Figure 118. Subarea 6 Boundaries



Subarea 7

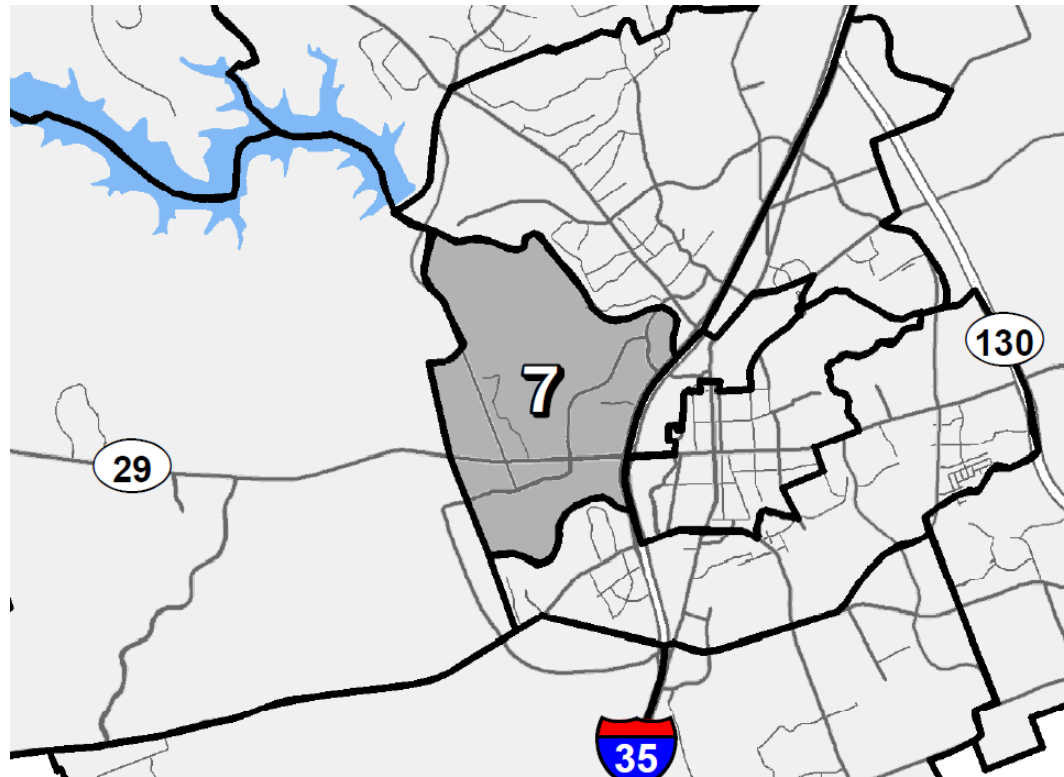
Subarea 7 is west of I-35 and north of W University Avenue. The largest land use type is single-family. This area includes Wolf Ranch, a high-end residential area, and The Summit at Rivery Park, a mixed-used, high-density area. The San Gabriel River also runs through center of this subarea.



Figure 119. Subarea 7 Housing Profile

Vacant Land Analysis		
Vacant acres	1,035	
Vacant acres outside floodplain	968	
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	46	17
Renters (%)	6	22
Median household income	\$128,576	\$81,219
Area median income (%)	150	94
Tenure - owner	7	9
Tenure - renter	2	3
Household size	2.68	2.47
Median lot size	1.00	0.23
Price per sq. ft.	\$156	\$146

Figure 120. Subarea 7 Boundaries



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Subarea 8

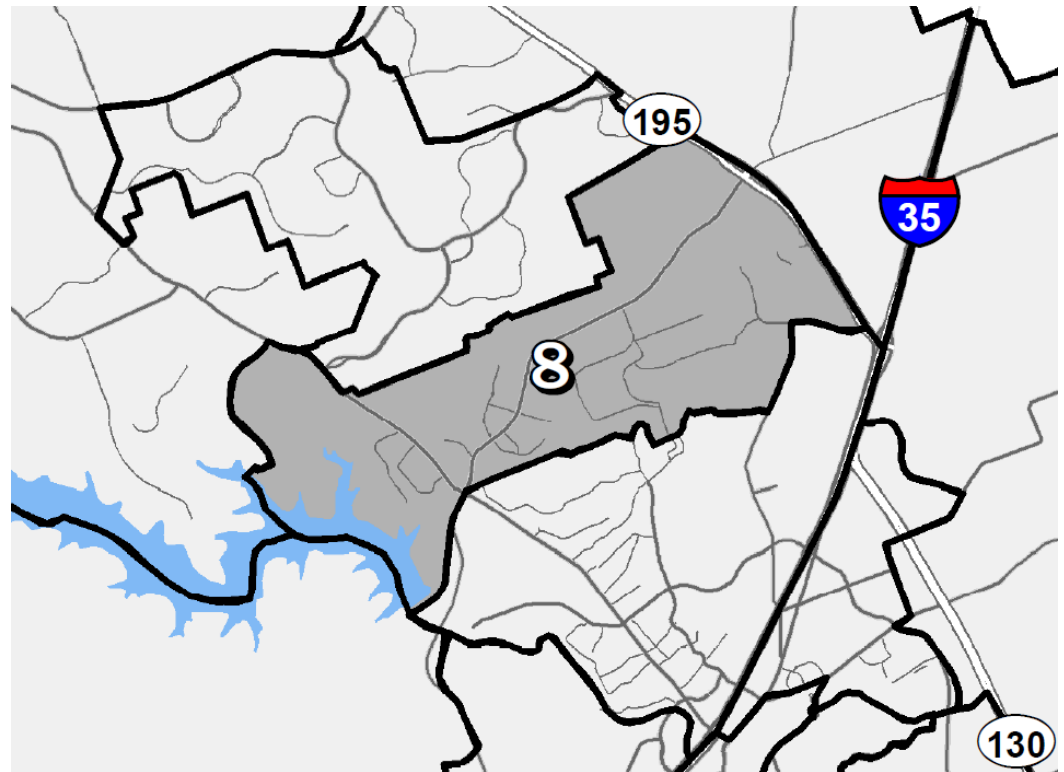
Subarea 8 is west of I-35 and north of the Georgetown Municipal Airport. Shell Road runs through the center of the subarea. Single-family is the largest land use. This subarea includes the Serenada and Berry Creek subdivisions.



Figure 121. Subarea 8 Housing Profile

Vacant Land Analysis		
Vacant acres		1,856
Vacant acres outside floodplain		1,758
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	8	17
Renters (%)	7	22
Median household income	\$117,407	\$81,219
Area median income (%)	137	94
Tenure - owner	9	9
Tenure - renter	4	3
Household size	2.80	2.47
Median lot size	0.23	0.23
Price per sq. ft.	\$127	\$146

Figure 122. Subarea 8 Boundaries



Subarea 9

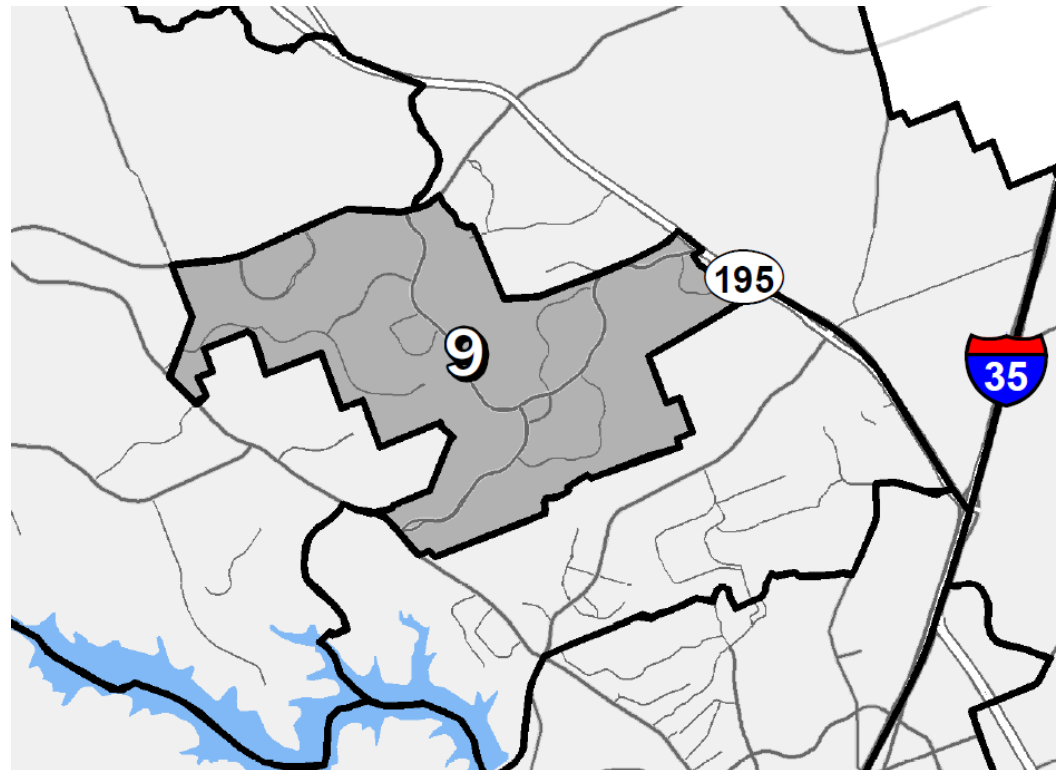
Subarea 9 is in the far west portion of the planning area, north of Georgetown Lake. This area is primarily made up of Sun City, an age-restricted single-family residential community.



Figure 123. Subarea 9 Housing Profile

Vacant Land Analysis		
Vacant acres		1,077
Vacant acres outside floodplain		987
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	0	17
Renters (%)	5	22
Median household income	\$79,188	\$81,219
Area median income (%)	92	94
Tenure - owner	10	9
Tenure - renter	4	3
Household size	1.86	2.47
Median lot size	0.19	0.23
Price per sq. ft.	\$163	\$146

Figure 124. Subarea 9 Boundaries



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Subarea 10

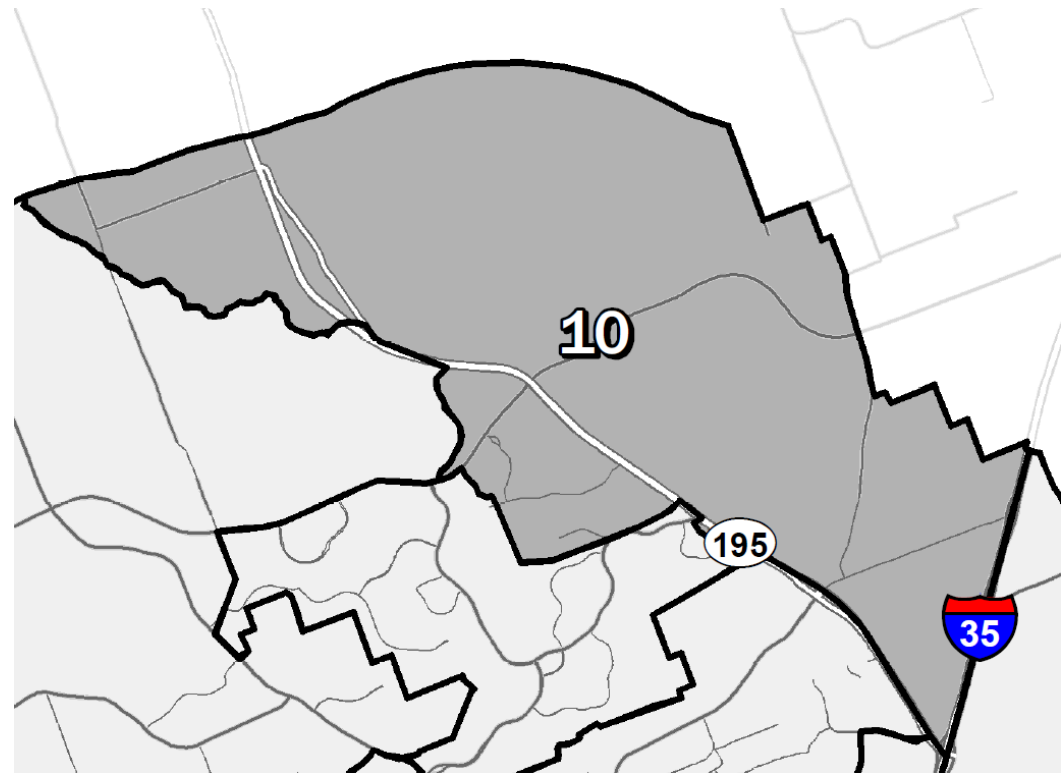
Subarea 10 is in the far north portion of the planning area, west of I-35. The subarea is primarily vacant, with agricultural and heavy industrial as the next largest land use.



Figure 125. Subarea 10 Housing Profile

Vacant Land Analysis		
Vacant acres		12,270
Vacant acres outside floodplain		10,865
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	0	17
Renters (%)	16	22
Median household income	\$69,809	\$81,219
Area median income (%)	81	94
Tenure - owner	10	9
Tenure - renter	4	3
Household size	2.16	2.47
Median lot size	1.22	0.23
Price per sq. ft.	\$170	\$146

Figure 126. Subarea 10 Boundaries



Subarea 11

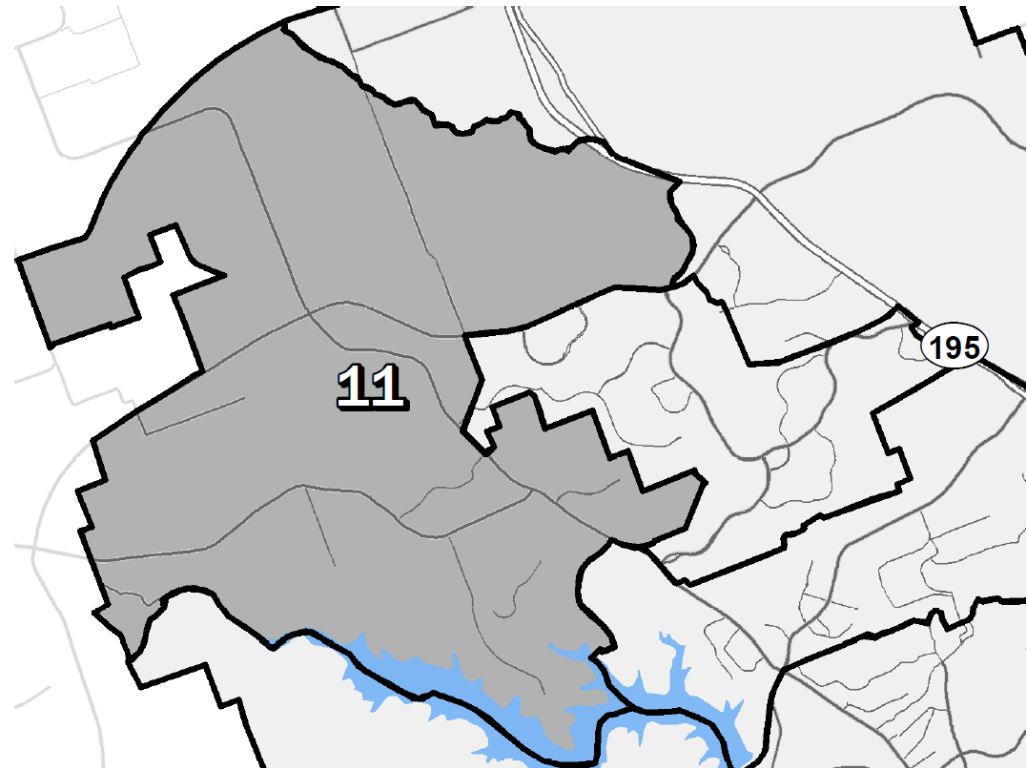
Subarea 11 is in the far northwest portion of the planning area. The area is approximately 50 percent vacant, with single-family as the next largest land use.



Figure 127. Subarea 11 Housing Profile

Vacant Land Analysis		
Vacant acres		10,914
Vacant acres outside floodplain		10,114
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	0	17
Renters (%)	5	22
Median household income	\$106,641	\$81,219
Area median income (%)	124	94
Tenure - owner	7	9
Tenure - renter	7	3
Household size	2.75	2.47
Median lot size	1.17	0.23
Price per sq. ft.	\$170	\$146

Figure 128. Subarea 11 Boundaries



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Subarea 12

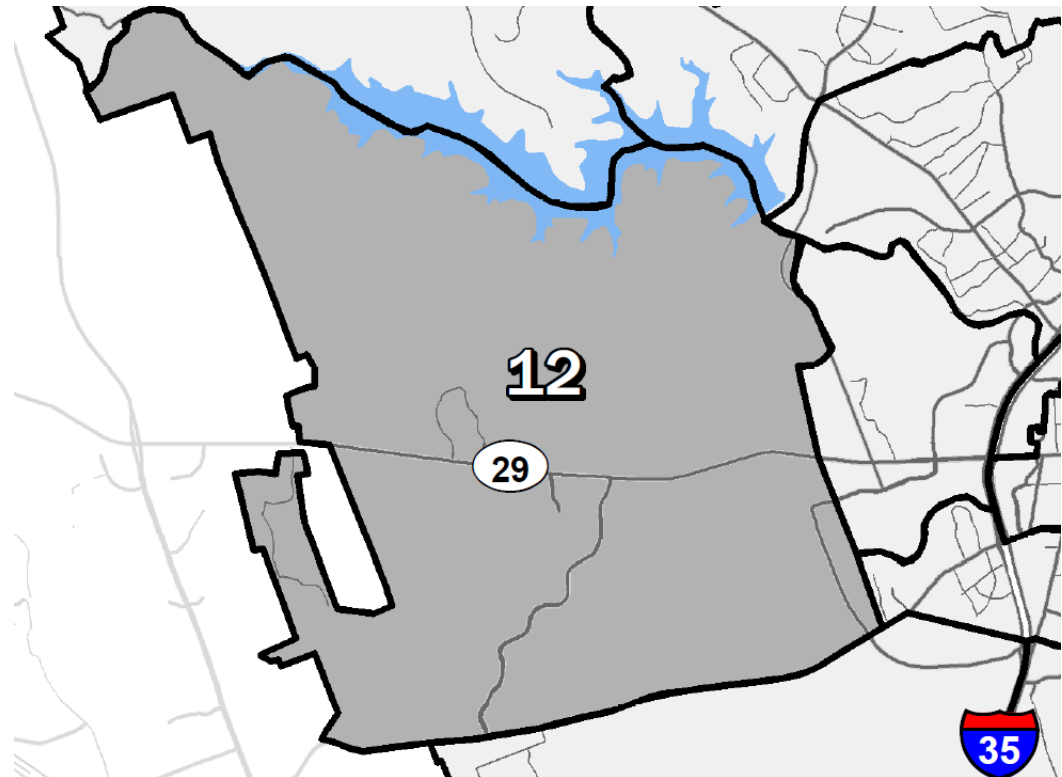
Subarea 12 is in the far west portion of the planning area, south of Georgetown Lake. Highway 29 runs through the center of the subarea. Heavy industrial is the largest land use type due to the large quarries.



Figure 129. Subarea 12 Housing Profile

Vacant Land Analysis		
Vacant acres		8,906
Vacant acres outside floodplain		8,121
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	0	17
Renters (%)	6	22
Median household income	\$124,799	\$81,219
Area median income (%)	145	94
Tenure - owner	3	9
Tenure - renter	2	3
Household size	2.46	2.47
Median lot size	1.07	0.23
Price per sq. ft.	\$149	\$146

Figure 130. Subarea 12 Boundaries



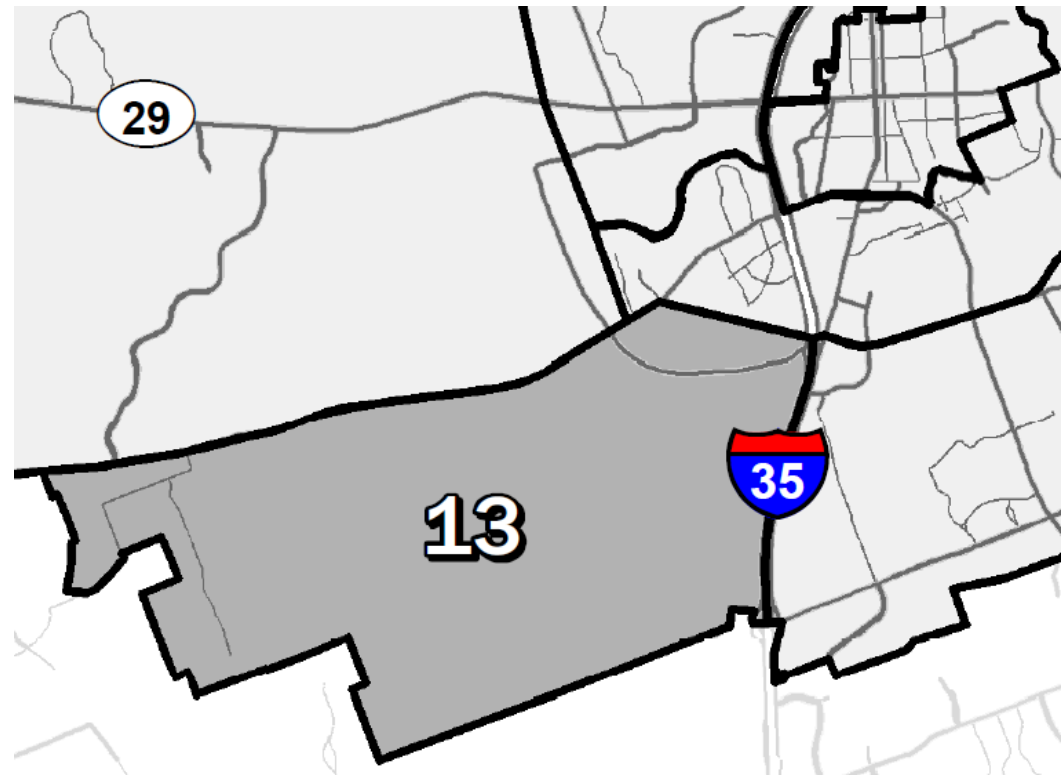
Subarea 13

Subarea 13 is west of I-35 and south of Leander Road (FM 2243). The area is primarily vacant and heavy industrial, mainly rock quarries.

Figure 131. Subarea 13 Housing Profile

Vacant Land Analysis		
Vacant acres	3,300	
Vacant acres outside floodplain	3,078	
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	0	17
Renters (%)	46	22
Median household income	\$77,446	\$81,219
Area median income (%)	90	94
Tenure - owner	11	9
Tenure - renter	3	3
Household size	2.56	2.47
Median lot size	3.01	0.23
Price per sq. ft.	\$261	\$146

Figure 132. Subarea 13 Boundaries



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Subarea 14

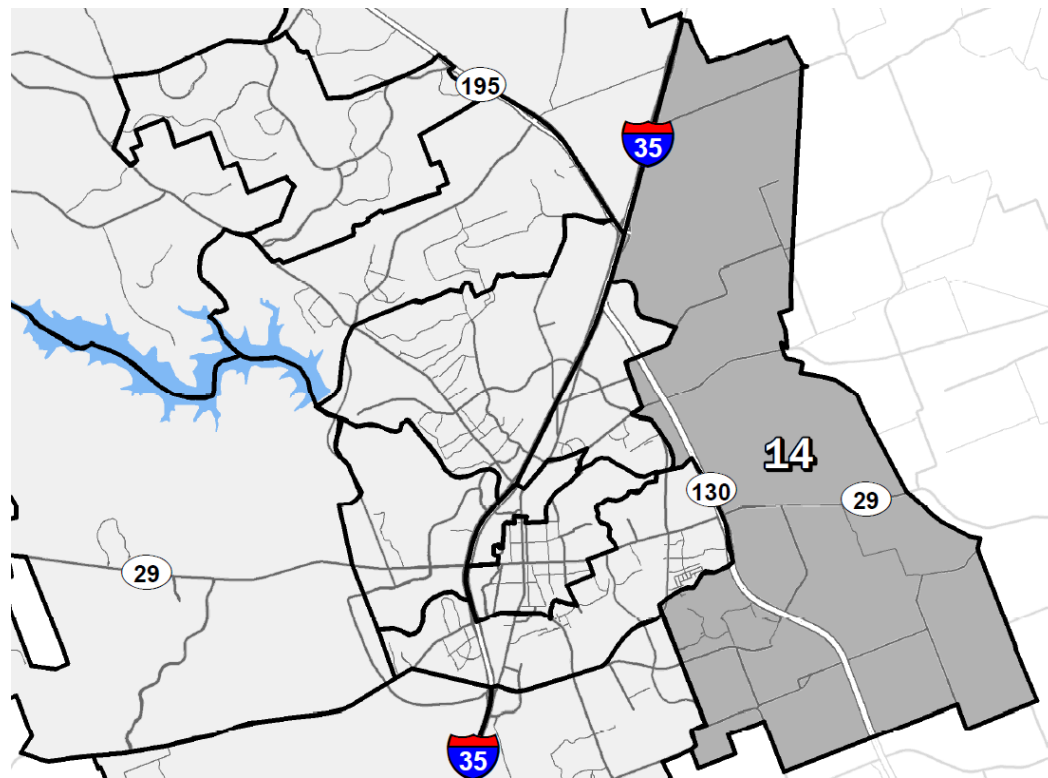
Subarea 14 is in the far east portion of the planning area east of I-35. The 130-toll road runs through the subarea. This subarea is over 50 percent vacant, with the largest land use types being agricultural and single-family.



Figure 133. Subarea 14 Housing Profile

Vacant Land Analysis		
Vacant acres		13,413
Vacant acres outside floodplain		11,913
Housing and Household Characteristics		
	Subarea	Planning Area
Multi-family (%)	2	17
Renters (%)	18	22
Median household income	\$72,385	\$81,219
Area median income (%)	84	94
Tenure - owner	10	9
Tenure - renter	2	3
Household size	2.85	2.47
Median lot size	1.00	0.23
Price per sq. ft.	\$143	\$146

Figure 134. Subarea 14 Boundaries



Appendix R: Housing Toolkit

HOUSING IMPLEMENTATION SUMMARY prepared by CDS (11/25/19)

Issues from Housing Study		Implementation Approach and Tools
1a	Assure physical preservation of existing affordable / workforce housing <i>The study found that much of the existing non-subsidized moderately priced housing stock is over 40 years old</i>	Housing rehab incentives <ul style="list-style-type: none"> Expand home repair programs to reach moderate income workforce owner-occupied households and small-scale rental properties
1b	Assure economic preservation of existing affordable / workforce housing <i>The study showed that the stock of for-sale existing housing priced under \$250,000 has been rapidly decreasing, while rental rates in existing units have also been creeping upward</i>	Housing rehab incentives <ul style="list-style-type: none"> Create dedicated funding source eligible to be used for both workforce and lower income housing rehab Add long term pricing / income restrictions to rehabbing incentives for workforce / moderate-priced housing
2	Address increasing lack of affordability for low to moderate income residents and workers <i>Employment data from the study showed that the number of low to moderate income jobs in Georgetown and Williamson County is increasing, while the supply of housing affordable to such workers is limited relative to demand; 51% of renter households in Georgetown were cost-burdened in 2016;</i>	Direct assistance to homebuyers <ul style="list-style-type: none"> Down payment assistance programs Create dedicated funding source eligible to be used by both workforce and lower income home purchasers Tax abatements (via NEZs for example) Assist supply expansion of lower-priced housing <ul style="list-style-type: none"> Encourage more quality LIHTC development Density bonuses for affordable / workforce housing creation Financial assistance for lower-priced housing development (special financing districts, development agreements) Work toward creation or expansion of new organizations, funding entities, and partnerships <ul style="list-style-type: none"> Housing finance corporation Public facilities corporation Partnerships with nonprofits, impact funds Community land trust
3	Continue increasing the diversity of new housing development types <i>Many of the more affordable housing types documented in the study were moderate-density or niche types such as duplexes, fourplexes, attached townhome / rowhouses, manufactured homes, and small-lot detached</i>	Increase flexibility of development regulations <ul style="list-style-type: none"> Allow greater variety of housing types and lot sizes in UDC Density bonuses for inclusion of moderate density, moderately priced housing types
4	Mitigate increasing costs of developing and delivering new housing <i>Interviewees in the housing and development industry described how development costs such as infrastructure are high and rising, and some are attempting to reach lower price points with smaller lots and attached product; however, no new rental housing for moderate prices is being produced</i>	Financial assistance to housing developers and builders <ul style="list-style-type: none"> Development agreements Special financing districts Fee waivers and tax abatements Create dedicated funding source for housing development incentives and agreements

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Top 3 Strategies for Housing Implementation

Strategies	Actions
Decisional Framework	<p>Financial assistance/incentives to housing developers and builders</p> <ul style="list-style-type: none"> • Development agreements • Special financing districts • Fee waivers and tax abatements • Create dedicated funding source for housing development incentives and agreements
Development Framework	<p>Increase flexibility of development regulations</p> <ul style="list-style-type: none"> • Allow greater variety of housing types and lot sizes in UDC • Density bonuses for inclusion of moderate density, moderately priced housing types, affordable / workforce housing creation
Plans & Programs	<p>Neighborhood Services</p> <ul style="list-style-type: none"> • Neighborhood plans (possibly Neighborhood Empowerment Zones, Conservation Districts or Overlays) • Neighborhood association program (assist neighborhoods with education/tools for establishment) <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 dedicated funding source eligible to be used for both workforce and lower income housing rehab

Housing Toolkit Matrix

Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/ Programs
Policy H.1: Preserve existing housing stock that contributes to diversity and affordability.										
Home Repair	Grant program for low income homeowners to rehabilitate homes for eligible repairs. Type of Action (program, policy, study): Existing Program	HOME/CDBG, economic development sales tax, housing bonds, future tax increment, Community Reinvestment Act. Federal funds are available through HOME and CDBG programs (specifically for properties with low-income occupants), but local funds and private / nonprofit sector resources are also available. 4B sales tax funds have been used (San Angelo). Local housing bond proceeds can also be used, as can TIRZ set-asides for affordable housing. For rehabilitation expected to significantly increase the assessed value of the property, reimbursement from future property tax increment is another option that does not require immediate disbursement of funds on hand. Some non-profits such as Habitat for Humanity also contribute funds, material, administration and/or labor toward rehabilitation. HUD also does direct rehabilitation lending to eligible homeowners through the FHA and has other lending programs for rental property owners.	Maintain current funding (\$\$)	Maintain current program for low income homeowners (50% AMI and below).	Low income ownership; Affordability Analysis showed 733 owner HH under \$20K income 2016 and 2,152 owner HH \$20K - \$35K in 2016	# of homes rehabbed	Pros: Helps remove emerging blight; usually cheaper than new construction; potential to assure longer term affordability depending on requirements, helps stabilize neighborhoods	Cons: Usually limited in number of units assisted (especially single family); tradeoff between cosmetic (low cost, low administration) and structural / system improvements (higher costs, more administration); federal funds involve extra paperwork and process, and likely limit recipient properties to low-income occupancy and other requirements; history of difficulties with single family and quality assurance (recent Austin controversies); without recipient post-rehab residency requirement, can potentially sell home and lose affordable SF unit	Yes, but rapid housing price increases as documented in Housing Study (sales under \$200K fallen to 7.5% in 2017-18) mean that fewer low-income HH will be owning homes, though seniors may be continue to be eligible	Rehab programs are frequent in cities around Texas including the Austin area, often using HOME and CDBG funds or proceeds from housing bonds. An effective program in San Angelo has an exterior rehab program with the exterior siding replacement funded through CDBG, equipment and supplies with 4B funds, paint donated through the Habitat for Humanity Valspar program, and labor donated by community volunteers;

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/ Programs
Policy H.1: Preserve existing housing stock that contributes to diversity and affordability.										
Home Repair for Workforce Homeowners	Grant program for workforce homeowners to rehabilitate homes for eligible repairs (possible match component).Type of Action (program, policy, study): Program	Involvement of federal funds or programs will necessarily require the subject housing to serve occupants of lower income levels (usually maximum of 80% of AMI and often 50% or 30%). Some kinds of local funds are more flexible in terms of the income levels of occupants to be served and the length of term of affordability. The City should consider requiring a minimum affordability level and period for programs that are not already bound by federal or other restrictions, and should consider homes priced to moderate-income households (for example, 60% to 120% of AMI) and minimum compliance terms (5, 10, 15 years for example) as well in such cases.	Possible one-time payment (see Richardson example) or future reimbursement or abatement of increased City tax due to assessed value increase. (\$-\$\$)	Expand existing housing rehabilitation programs to target workforce demographic, for owner occupied rehabilitation, major repairs and minor repairs.	Physically preserve existing affordable and moderately priced housing structures; link to preservation of affordable pricing. Preserve homeownership (owner ability to stay in home) ; Required property owner matches for either grants or loans make public funds stretch farther and assure more commitment from recipients. Reimbursement from future incremental property tax revenues best suited for property owners making substantial (beyond cosmetic) improvements and more middle-income occupancy (less need for immediate funding assistance).	# homes rehabbed	Housing study identified rapid decrease in lower-priced homes, especially below \$200K; homes \$200K - \$275K also important to preserve (34.9% of 2017-18 sales); program not dependent on HUD-type income restrictions to lower-income homeowners will be more appropriate for Georgetown going forward as low-income homebuyers will be unlikely to buy homes as prices increase; also will address supply of older single family in subareas 3, 6 and 7.	Loss of potential future tax revenue if grant is structured in form of reimbursement to homeowner based on increase in assessed value.	Yes, very good proposal well-suited to Georgetown's market situation	The City of Richardson Home Improvement Incentive Program uses only future incremental City property tax increases and thus does not have occupant income limits such as what HUD would require, making it a good example for Georgetown (though Georgetown could still apply a limit at its own discretion).

Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/ Programs
Policy H.1: Preserve existing housing stock that contributes to diversity and affordability.										
Multi-family Rehabilitation	Loan or grant program to assist Multi-family property owners with property rehabilitation for eligible repairs. Type of Action (program, policy, study): Program and Study	HOME/CDBG, economic development sales tax, housing bonds, future tax increment, Community Reinvestment Act. Federal funds are available through HOME and CDBG programs (specifically for properties with low-income occupants), but local funds and private/nonprofit sector resources are also available. 4B sales tax funds should be eligible. Local housing bond proceeds can also be used, as can TIRZ set-asides for affordable housing. For rehabilitation expected to significantly increase the assessed value of the property, reimbursement from future property tax increment is another option that does not require immediate disbursement of funds on hand. HUD also does direct rehabilitation lending to eligible homeowners through the FHA and has other lending programs for rental property owners. Could be capitalized as revolving loan program to have one-time funding up front.	Community Reinvestment Act funds. Set up fund of approx. \$500K if can allow tenant income restrictions of 80% AMI or higher (\$-\$-\$)	1. Study the locations and physical deterioration of existing housing stock. 2. Based on study findings, develop a program that encourages rehabilitation of small scale multi-family units.	Small-scale rental properties documented as important element of supply for workforce in several subareas (1, 3, 6, 7) - 660 duplexes and 352 fourplexes in total planning area per Housing Study; Affordability Analysis indicated they are serving primarily moderate-rent households (not low-income)	# of units rehabbed and # of units price-restricted per year for future period	Can preserve small-scale workforce rental units for middle-income renters	Voluntary program so property owners must find terms attractive and income restrictions not too severe; HUD funds may not allow rehabbing units for workforce income / rent levels	Yes if can be made available to moderate income / workforce housing units (as opposed to low income)	Plano has a rehab program for small-scale rental properties, though it uses HUD funding which requires 51% of rehabbed units to be allocated to low-moderate income HH.

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
Policy H.1: Preserve existing housing stock that contributes to diversity and affordability.										
Regional Partnerships	Partnerships with entities that acquire properties for preservation of affordable housing stock.Type of Action (program, policy, study): Program	Impact Funds (\$ - funded primarily by private equity investors, to purchase and preserve affordable multifamily rental properties), Housing Finance Corporation (\$\$\$) can provide financial assistance for single family and multi-family housing development. The Capital Area Housing Finance Corporation (CAHFC) serves Williamson County.	Likely little up-front City funding required; consider policy for future tax abatements or incremental property tax reimbursements (\$-\$\$\$ (deal / agreement-specific))	1. Develop and leverage regional partnerships to maintain existing affordable housing stock. Invite outside private sector / nonprofit partners to facilitate affordable housing development and preservation of a scale and long term effectiveness beyond what the City could accomplish directly.	The housing study identifies older single family and especially multifamily as a key affordability resource to preserve, which is difficult without acquisition by preservation-focused entities. Subareas 1, 3, 5, 6 of the study were particularly notable for the presence of potential preservation priority housing.	Impact funds and HFCs contacted. Formalized relationships created.	Creates mechanisms to lessen the organizational and funding constraints of the City; increases long term affordability and awareness of available opportunities for housing developers / builders and consumers	Property acquisition for impact funds may be difficult and slow; will likely need to seek relationships with organizations not specific to Georgetown (regional or national); potentially long lead time before implementation.	YES though each organization or fund will have to be considered on its own	Work with the Strategic Housing Finance Corporation that currently serves only Travis County communities, where it acquires and preserves affordable housing, but perhaps could expand into Williamson County if Georgetown leaders seek partnerships. Some nonprofit housing developers (CDCs / CHDOs) are very experienced and offer educational services for housing consumers (homebuyer education) as well as their housing development activities; Examples: Williamson County joined the regional Texas Housing Foundation in 2018. The Southeast Texas Housing Finance Corporation serves multiple counties and communities near Houston. Avenue CDC in Houston develops low-price homes and affordable rentals in addition to homebuyer education programs, housing rehabilitation, and community development activities. The Turner Impact Fund purchases multifamily properties around the United States, including the Austin area, to preserve as workforce housing. The Austin Housing Conservancy was recently formed, initiated by the City of Austin but funded primarily by private equity investors, to purchase and preserve affordable multifamily rental properties.

Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
Policy H.1: Preserve existing housing stock that contributes to diversity and affordability.										
Affordability term extensions	Preservation of existing affordable units, often tax credit units. Type of Action (program, policy, study): Program	General fund/staff time/in exchange for other program participation or development incentive	Staff time (\$)	1. Catalog developments to identify expiring affordability terms. 2. Develop program to provide support to property owners with renovations that use Low Income Housing Tax Credit.	Preserves LIHTC units nearing end of affordability term.	# of units preserved with extended terms	Low cost tool	Not many LIHTC units are yet at risk of affordability terms expiring.	Yes	Texas Housing Foundation - Public Housing Authority with agreements in five county central Texas region.
Community Reinvestment Act funds	Partnerships with banks to meet Community Reinvestment Act requirements Type of Action (program, policy, study): Program	Bank grants	Bank grants (\$-\$\$)	0. Roundtable of interested banks 1. Programming 2. Execution	Maintain neighborhoods for low income/workforce households.	Repairs made/neighborhood improvements	Promotes partnerships. Banks meet CRA requirements while advancing community policies.	Marketing/outreach time needed to develop program/partnerships.	Yes	City of Allen Home Repair for non-CDBG eligible activities like fences

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
Policy H.2: Preserve existing neighborhoods in targeted areas.										
Small area/neighborhood plans	Plans developed through community outreach for areas of historical stability that are transitioning in use and density. Type of Action (program, policy, study): Program	General Fund	General Fund (\$\$)	1. Establish annual funding for small area/neighborhood plans. 2. Identify areas and neighborhoods for plan development. 3. Create process for neighborhoods to nominate themselves for small area plan.	The subarea profiles show historic sales price trend data with significant increases in some subareas in price/square foot. Preservation of existing neighborhoods.	One plan per year	Focused analysis on defined areas; support for neighborhood preservation and compatibility	Potential community concern on any transitions in use/density	Yes	City of San Antonio City of College Station City of Sugar Land Fort Worth Urban Villages (http://fortworthtexas.gov/PlanningandDevelopment/urbanvillages/)
Development Regulations	Use of Zoning, Overlay Districts, Conservation Districts to preserve existing neighborhoods. Type of Action (program, policy, study): Policy	General Fund	General Fund (\$)	1. Review and update UDC next budget cycle	Housing Study documented both need for entry-level single family below \$275K and current (and implied potential) role of moderate density rental properties in serving a middle income market; having flexibility in development regulations to facilitate housing diversity can help achieve additional development of these types and serve market segments of different resident ages and life stages as well as incomes.	Document diversity in type and price of new housing development	Will make it easier to develop moderate-density housing through increasing the diversity of housing types and lot sizes (for SF)	Will need to determine which areas of the City are reasonable candidates for strategy	Yes	City of Austin, City of Leander, City of Conroe recently reduced minimum lot sizes to allow single family homes at a lower price point in a master planned community. The City of Kerrville through the updates to the zoning code, revised an existing district to include more housing types. The biggest road block of the previous district was the different levels of approvals required for anything that was not traditional single family. In the “newer version” these secondary and tertiary approval processes were removed. The new district now allows for a variety of housing types within the same district. Single family (on slightly reduced lot size – 4500 sq. ft.), duplexes, townhomes, patio homes, and small lot single family (3300 sq. ft. lot with separate alley access). To address the variety of housing types, building codes, and property values, we limited each block face to one consistent housing type.

Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/ Programs
Policy H.3: Support owners ability to stay in homes in neighborhoods with rapid value increases without limiting the sale of the home.										
Home Repair	Grant program for low income homeowners to rehabilitate homes for eligible repairs. Type of Action (program, policy, study): Existing Program	HOME/CDBG, economic development sales tax, housing bonds, future tax increment, Community Reinvestment Act. Federal funds are available through HOME and CDBG programs (specifically for properties with low-income occupants), but local funds and private / nonprofit sector resources are also available. 4B sales tax funds have been used (San Angelo). Local housing bond proceeds can also be used, as can TIRZ set-asides for affordable housing. For rehabilitation expected to significantly increase the assessed value of the property, reimbursement from future property tax increment is another option that does not require immediate disbursement of funds on hand. Some non-profits such as Habitat for Humanity also contribute funds, material, administration and/or labor toward rehabilitation. HUD also does direct rehabilitation lending to eligible homeowners through the FHA and has other lending programs for rental property owners.	Continue current \$25,000 level (\$-\$)	Maintain current program for low income homeowners (50% AMI and below).	Low income ownership; Affordability Analysis showed 733 owner HH under \$20K income 2016 and 2,152 owner HH \$20K - \$35K in 2016	# of homes rehabbed	Pros: Helps remove emerging blight; usually cheaper than new construction; potential to assure longer term affordability depending on requirements, helps stabilize neighborhoods	Cons: Usually limited in number of units assisted (especially single family); tradeoff between cosmetic (low cost, low administration) and structural / system improvements (higher costs, more administration); federal funds involve extra paperwork and process, and likely limit recipient properties to low-income occupancy and other requirements; history of difficulties with single family and quality assurance (recent Austin controversies); without recipient post-rehab residency requirement, can potentially sell home and lose affordable SF unit	YES but rapid housing price increases as documented in Housing Study (sales under \$200K fallen to 7.5% in 2017-18) mean that fewer low-income HH will be owning homes, though seniors may be eligible	Rehab programs are frequent in cities around Texas including the Austin area, often using HOME and CDBG funds or proceeds from housing bonds. An effective program in San Angelo has an exterior rehab program with the exterior siding replacement funded through CDBG, equipment and supplies with 4B funds, paint donated through the Habitat for Humanity Valspar program, and labor donated by community volunteers;

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/ Programs
Policy H.3: Support owners ability to stay in homes in neighborhoods with rapid value increases without limiting the sale of the home.										
Home Repair for Workforce Homeowners	Grant program for workforce homeowners to rehabilitate homes for eligible repairs.Type of Action (program, policy, study): Program	Involvement of federal funds or programs will necessarily require the subject housing to serve occupants of lower income levels (usually maximum of 80% of AMI and often 50% or 30%). Some kinds of local funds are more flexible in terms of the income levels of occupants to be served and the length of term of affordability. The City should consider requiring a minimum affordability level and period for programs that are not already bound by federal or other restrictions, and should consider homes priced to moderate-income households (for example, 60% to 120% of AMI) and minimum compliance terms (5, 10, 15 years for example) as well in such cases.	Possible one-time payment (see Richardson example) or future reimbursement or abatement of increased City tax due to assessed value increase. (\$-\$)	Expand existing housing rehabilitation programs to target workforce demographic, for owner occupied rehabilitation, major repairs and minor repairs.	Physically preserve existing affordable and moderately priced housing structures; link to preservation of affordable pricing. Preserve homeownership (owner ability to stay in home) ; Required property owner matches for either grants or loans make public funds stretch farther and assure more commitment from recipients. Reimbursement from future incremental property tax revenues best suited for property owners making substantial (beyond cosmetic) improvements and more middle-income occupancy (less need for immediate funding assistance).	# homes rehabbed and # of units price-restricted per year for future period	Housing study identified rapid decrease in lower-priced homes, especially below \$200K; homes \$200K - \$275K also important to preserve (34.9% of 2017-18 sales); program not dependent on HUD-type income restrictions to lower-income homeowners will be more appropriate for Georgetown going forward as low-income homebuyers will be unlikely to buy homes as prices increase; also will address supply of older single family in subareas 3, 6 and 7	Loss of potential future tax revenue	YES, very good proposal well-suited to Georgetown's market situation	The City of Richardson Home Improvement Incentive Program uses only future incremental City property tax increases and thus does not have occupant income limits such as what HUD would require, making it a good example for Georgetown (though Georgetown could still apply a limit at its own discretion).

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Policy H.3: Support owners ability to stay in homes in neighborhoods with rapid value increases without limiting the sale of the home.										
Neighborhood Empowerment Zones	Explore the creation of a neighborhood empowerment zone and other tools to provide targeted neighborhood support. Type of Action (program, policy, study): Policy/Program	No up front funding required.	Designate NEZs for areas of the City where certain types of housing are desired - permitting fees can be waived and tax abatements offered to enhance affordability; note that tax abatements not compatible with TIRZ (\$)	Short term (review and political process) 1. Propose NEZ incentive concept – fee waivers and / or tax abatements 2. Define criteria and standards for NEZ – what kind of housing, pricing or income ranges served, level of incentive offered (can be graduated) 3. Define process for selecting NEZ areas (older housing, areas near employment or services, etc.) 4. Propose NEZ incentive process, undergo public and stakeholder feedback process, Council policy adoption 5. Propose NEZ areas, undergo public and stakeholder feedback process 6. Formal NEZ designations by Council	Can address either for-sale or rental housing, including development of ADUs and moderate density multifamily	# of housing units permitted or granted abatements that fit NEZ criteria	No up front investment required	City gives up a portion of fee or tax revenue	Yes, if areas of city identified where new / more affordable housing development is desired	Fort Worth has 6 NEZs, all in CDBG-eligible areas. Plano designated its downtown as an NEZ to encourage affordable housing development.
Utility billing assistance	Grant funds for paying utility bills. Type of Action (program, policy, study): Program	Good Neighbor Fund	Good Neighbor Fund (\$-\$)	Provide information regarding resource.	Low-income and workforce homeownership	# of households assisted.	Lower utility cost can assist homeowners to remain in homes.	May not assist with root cause of high utility costs	Yes, existing program.	City of Georgetown

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/ Programs
Policy H.3: Support owners ability to stay in homes in neighborhoods with rapid value increases without limiting the sale of the home.										
Homestead exemption education	Provide education to eligible homeowners on how to obtain a homestead exemption. Type of Action (program, policy, study): Program	Non-profits, Staff time	Staff time (\$)	Package information and provide through available city communication channels.	Low-income and workforce homeownership	# of homes with exemption	Low cost action	Unknown number of homeowners in need of education	Yes	Some real estate associations have education materials.
Support partnerships	Partnerships with non-profits that assist existing homeowners with maintenance. Type of Action (program, policy, study): Program	Staff time	Staff time (\$)	Identify existing assistance and partner.	Low-income and workforce homeownership	# of homes repaired, homeowners retained	Low cost action	Dependent on availability of non-profit resources.	Yes	Faith in Action Georgetown
Policy H.4: Maintain and promote neighborhood character and quality.										
Neighborhood Capacity Building	Promote neighborhood capacity (vitality, services) building - HOA training/education/outreach. Assist neighborhoods with neighborhood association creation. Type of Action (program, policy, study): Program	General fund	General fund (\$)	Short term/ongoing	Preservation	Number of neighborhood meetings/attendees	Build neighborhood relationships; support for neighborhood preservation	Additional staffing	Yes	Tulsa, OK Neighborhood Liaisons (https://www.cityoftulsa.org/government/departments/working-in-neighborhoods/neighborhoods/)

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Policy H.4: Maintain and promote neighborhood character and quality.										
Small area/neighborhood plans	Plans developed through community outreach for areas of historical stability that are transitioning in use and density. Type of Action (program, policy, study): Program	General fund	General fund (\$\$)	1. Establish annual funding for small area/neighborhood plans. 2. Identify areas and neighborhoods for plan development. 3. Create process for neighborhoods to nominate themselves for small area plan.	The subarea profiles show historic sales price trend data with significant increases in some subareas in price/square foot. Preservation of existing neighborhoods.	One plan per year	Focused analysis on defined areas; support for neighborhood preservation and compatibility	Potential community concern on any transitions in use/density.	Yes	College Station Sugar Land Fort Worth Urban Villages (http://fortworthtexas.gov/PlanningandDevelopment/urbanvillages/)
BEST Neighborhoods	(Beautiful, Engaged, Safe and Thriving) Neighborhood promotion, recognition and grant program Type of Action (program, policy, study): Program	General fund	General fund (\$)	Develop a program for neighborhoods to be recognized for beautification and quality of life efforts. Neighborhoods nominate themselves.	Preservation of existing neighborhoods.	Neighborhood participation is document by year.	Capitalizes and incentivizes neighborhoods to take action.	Less resourced neighborhoods may have limited ability to participate.	Yes	City of Plano created this program and reports success for cost. Plano has a pop-up trailer they take out to neighborhoods.
Neighborhood traffic management program, street maintenance*	Expand or encourage current traffic management program. Type of Action (program, policy, study): Existing Program	General fund	General fund (\$)	1. Continue current traffic management program. 2. Outreach to neighborhoods who might benefit from program.	Preservation of existing neighborhoods.	Reported neighborhood improvement		Existing program	Yes	Current COG program.
Neighborhood cleanup day*	Organize regular clean up day for neighborhood beautification. Type of Action (program, policy, study): Program	Public works, Solid waste, partnerships with private resource recovery companies	Public works, Solid waste, partnerships with private resource recovery companies (\$)	1. Work with Code Enforcement to Identify neighborhoods for clean up. 2. Coordinate departments and funding. 3. Select date and conduct outreach to inform neighborhoods.	Preservation of existing neighborhoods.	metrics around items disposed, number of blocks impacted.	Code enforcement reports clean up day is effective for getting rid of many undesired uses and potential violations.	limited resources to perform more than once or twice a year. Usually only one or two blocks during event.	Yes	COG has conducted in the past.
Neighborhood registration program*	Expand current program. Type of Action (program, policy, study): Program	General fund	General fund (\$)	1. Continue to promote neighborhood registration program. 2. Create outreach program based on interest topics submitted by neighborhoods during registration.	Preservation of existing neighborhoods.	# of neighborhoods registered	low cost method to distribute information, self organizing potential	not all neighborhoods are currently organized	Yes	Current COG program.

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/ Programs
Policy H.5: Support and increase rental choices for low-income and workforce households unless the housing is substandard.										
Development agreements	<p>Negotiations with developers that might include land provision or direct financial assistance in exchange of furthering city policy.</p> <p>Type of Action (program, policy, study): Policy</p>	Depends on structure of agreement; up-front financial assistance (grant or loan) will require source of funding (General Fund, TIRZ, 4B), while reimbursement can use future tax increment or cut of property sales revenue; some incentive items may not involve a financial cash flow (relaxed zoning, for ex.)	TBD (\$-\$-\$-\$)	1. Identify and establish a special housing revenue fund to use for development negotiations.	Helping developers fund infrastructure, land costs, materials can help deliver housing in this price range; could also help deliver new rental housing at rents lower than new Class A (under \$1,300/month per Affordability Analysis) for Moderate / middle income HH (\$70K and below)	# new homes subject to development agreement built with price <\$275K; # units affordable to low and middle income renters up to \$50K income	Incentive-based approaches more palatable than hard regulation; can very directly address financial issues that discourage more affordable new housing development	Requires monitoring and clawback provisions; certain tools can reduce City revenues; requires extra negotiation processes	YES, pursue such agreements as part of a housing incentive policy	City of Houston Developer Participation Contracts; Clute Chapter 380 agreements providing below-market loan for housing subdivision infrastructure construction
Development incentives	<p>Policies that incentivize developers to voluntarily increase rental housing supply through building rental units. (Workforce Housing Standards, Housing Diversity Standards, Density Bonus)</p> <p>Type of Action (program, policy, study): Policy</p>	General Fund	General Fund (\$)	<1 year	Potential method to gain incremental amounts of lower-priced units (most likely rental housing) for middle- and low-income workforce (retail, hospitality, government, health care, etc.)	# low-to-moderate-priced units produced	No direct fiscal outlay by City except administration	Developers may not be familiar with particular housing types desired or how to incorporate affordable units into their projects; density may increase certain kinds of service costs per acre	YES though effectiveness will have inverse relationship to strictness of overall regulation	Downtown Austin

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Policy H.5: Support and increase rental choices for low-income and workforce households unless the housing is substandard.										
Development Regulations	Zoning, Overlay Districts, Conservation Districts, Diverse Housing Options Type of Action (program, policy, study): Policy	General Fund	General Fund (\$)	Next budget cycle	Housing Study documented both need for entry-level single family below \$275K and current (and implied potential) role of moderate density rental properties in serving a middle income market; having flexibility in development regulations to facilitate housing diversity can help achieve additional development of these types and serve market segments of different resident ages and life stages as well as incomes.	Document diversity in type and price of new housing development	Will make it easier to develop moderate-density housing through increasing the diversity of housing types and lot sizes (for SF)	Will need to determine which areas of the City are reasonable candidates for strategy	YES	Conroe recently reduced minimum lot sizes to allow single family homes at a lower price point in a master planned community. The City of Kerrville through the updates to the zoning code, revised an existing district to include more housing types. The biggest road block of the previous district was the different levels of approvals required for anything that was not traditional single family. In the "newer version" these secondary and tertiary approval processes were removed. The new district now allows for a variety of housing types within the same district. Single family (on slightly reduced lot size – 4500 sq. ft.), duplexes, townhomes, patio homes, and small lot single family (3300 sq. ft. lot with separate alley access). To address the variety of housing types, building codes, and property values, we limited each block face to one consistent housing type.
TIF/TIRZ	TIRZ policy might include provision for units available to certain AMI groups or fee-in-lieu Type of Action (program, policy, study): Policy	Always City General Fund; potential to include WilCo property tax also	Designate TIRZs for larger projects or multi-owner districts with significant public infrastructure, facilities, or amenity needs to assure market viability (\$-\$-\$-\$)	Need to create zones when base year assessed value is low (Jan. 1 value of creation year)	Could be used to enhance affordability for either for-sale or rental; Moderate / middle income HH (\$70K and below) need for-sale homes <\$275K (from Housing Study); helping developers fund infrastructure, land costs, materials can help deliver housing in this price range; could also help deliver new rental housing at rents lower than new Class A (under \$1,300/month per Affordability Analysis)	# units created within the zone, especially within targeted sale / rent price ranges; amount and timing of tax increment generated to fund public improvements	No additional fees / taxes imposed on zone properties; can issue debt	Additional administrative and legal costs to run TIRZ; City gives up portion of property tax revenue during life of zone	YES if project or area fits creation criteria; participation of WilCo potentially makes it very attractive	Dallas and Houston have required TIRZs to either include development of affordable units or have TIRZ funds set aside for affordable housing development.

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Policy H.5: Support and increase rental choices for low-income and workforce households unless the housing is substandard.										
Public Facilities Corporation	A public entity that can acquire sites and partner with multifamily developers to create tax-exempt mixed-income housing. Type of Action (program, policy, study): Program	Funding required to acquire properties - could be General Fund, developer equal lease agreement, land acquisition fund, housing short term debt or notes of obligation; note that deals can be structured for developer to pay land cost back; City would have lost tax revenue from qualified projects since property becomes tax exempt.	Developer pay land cost back (\$-\$\$\$\$)	1. Create a PFC to acquire sites and partner with multifamily developers to create tax-exempt mixed-income housing.	Provides affordable multifamily rental - tax exempt status requires 50% of units to be restricted to <=80% AMI tenants; restrictions can be placed on remaining units also if financially feasible; Housing Study identified increased job growth for moderate-income local workers (<\$50K income) who cannot afford new Class A rental properties, (low income and workforce rental units)	# rental units created within targeted rent ranges / income restrictions	Creation of affordable rentals without more restrictive requirements of LIHTC or HOME / CDBG funding; potential to also create middle-income rental housing	Loss of potential future tax revenue	YES create PFC - city-owned land might be low/no cost acquisition strategy	San Antonio has constructed several affordable multifamily projects through PFC partnerships; new workforce rentals in Cibolo created through PFC partnership
Affordability term extensions	Support preservation of existing affordable units, often tax credit units. Type of Action (program, policy, study): Program	General fund/staff time/in exchange for other program participation or development incentive	Staff time (\$)	1. Catalog developments to identify expiring affordability terms. 2. Develop program to provide support to property owners with renovations that use Low Income Housing Tax Credit.	Preserves LIHTC units nearing end of affordability term.	Number of units preserved with extended terms	Low cost	Not many LIHTC units are yet at risk of affordability terms expiring.	Yes	Texas Housing Foundation
Support GHA programs	Support GHA through CDBG funds, energy efficiency upgrades through GUSType of Action (program, policy, study): Policy	General fund/staff time/CDBG	General fund/staff time/CDBG (\$)	1. Understand support needed from GHA. 2. Work with GHA to support current capital improvements.	low income renters	# of units available, change in percentage of cost burdened renters	supports some of only renter housing available for low income households.	Not many units overall.	Yes	
Low Income Housing Tax Credit process* Support LIHTC development (workforce) that meet City defined process	Development using LIHTC for general population as proposed by developers. Type of Action (program, policy, study): Policy	General fund/staff time	General fund/staff time (\$)	Build on existing policy	workforce renters	# of units available, change in percentage of cost burdened renters	No cost to city. Some of only funding available to build volume of workforce housing units	9% tax credit developments unlikely to be competitive in Georgetown	Yes	various around Texas including Georgetown

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Policy H.5: Support and increase rental choices for low-income and workforce households unless the housing is substandard.										
Multi-family Tax Exemption	Tax exemption program in exchange for on-site affordability Type of Action (program, policy, study): Program	Texas Comptroller exemption for low-income housing (https://comptroller.texas.gov/taxes/property-tax/docs/96-1740.pdf) Texas State Affordable Housing Corporation bonds for affordable rental housing (https://www.tsahc.org/public/upload/files/general/MF_Bonds_Brochure.pdf)	N/A (\$)	Short term	Affordability	Number of affordable units added to housing stock	Support for affordability; protect vulnerable populations	Reduced tax revenue; potential community pushback on increasing affordable housing supply	Yes	McKinney, TX (https://www.mckinneytexas.org/1948/Low-Income-Housing-Tax-Credit); https://www.mckinneytexas.org/241/Mortgage-Certificate-Credit-Program)
Policy H.6: Support rental choices for senior households.										
Low Income Housing Tax Credit process* Support LIHTC development (senior specific) that meet City defined process	Development using LIHTC for seniors as proposed by developers. Type of Action (program, policy, study): Policy	General fund/staff time	General fund/staff time (\$)	Build on existing policy	low income senior renters	# of units available, change in percentage of cost burdened senior renters	serves severely cost burdened population	Not as many senior renters as non-senior renters.	Yes	various around Texas including Georgetown
Support GHA programs	Support GHA through CDBG funds, energy efficiency upgrades through GUS Type of Action (program, policy, study): Policy	General fund/staff time/CDBG	General fund/staff time/CDBG (\$)	1. Understand support needed from GHA. 2. Work with GHA to support current capital improvements.	low income senior renters	# of units available, change in percentage of cost burdened senior renters	supports some of only renter housing available for low income seniors.	Not many units overall.	Yes	

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
Policy H.7: Increase homeownership choices for workforce households.										
Down Payment Assistance	<p>Down payment assistance and home buyer counseling programs by supporting public-private partnerships with financial institutions and major employers.</p> <p>Type of Action (program, policy, study): Program</p>	<ul style="list-style-type: none"> • DPA - Potential funding sources (HOME, housing bonds, General Fund, TIRZ, 4B sales tax, nonprofit/private sector partners) Up-front down payment assistance, which can be provided by the City, a local housing finance corporation, or major employers (less common). • Housing education / navigation program (include financial and realtor communities) <p>A more involved strategy would be to work with employers, nonprofits, mortgage finance firms, realtors, developers, and builders to set up an ongoing program that would work to prepare first-time buyers for home ownership through improving credit profile, managing savings, and helping them with mortgage qualification. This program might be City-initiated but not City-run.</p>	The least-restricted funds are the most desirable for DPA - TIRZ and 4B are better than HOME and housing bonds because the City can choose to serve more middle-income HH. Education / navigation - mostly same sources in combination with partners (\$-\$-\$)	Establish down payment assistance and expand home buyer counseling programs by supporting public-private partnerships with financial institutions and major employers. Next budget cycle (General Fund, 4B); partnerships may take longer to develop	Increase the ability of middle-income households to purchase a home in Georgetown by lower down payment amounts or ongoing costs such as property taxes; the housing study documented dramatic loss of available homes under \$200K, so middle income buyers (\$50K - \$70K income) will need increasing help to purchase homes up to \$275K, which is becoming the new bottom price tier	# buyers of target income range (\$70K and below) assisted	Incentivizes middle-income households to consider buying in Georgetown when they might otherwise have moved elsewhere.	Does nothing to provide more moderately-priced for-sale housing in Georgetown, and may even help drive up prices; loses effectiveness as home prices and interest rates rise; up-front assistance may be limited in number of households helped.	YES but rapid housing price increases as documented in Housing Study mean that assistance may need to focus more on moderate to middle income HH and larger per-HH assistance will likely be needed over time	: The City of Houston has a generous down payment assistance grant program, with some restricted to recipients of certain income levels, and other funds coming from TIRZ affordable housing set asides and available to middle-income home buyers. The program has had to improve its bureaucratic process to be better able to work with realtors and builders, and has lessened in effectiveness as urban core home prices have risen. The City of Austin also offers one as a 0% deferred payment loan to homebuyers whose incomes do not exceed federal limits.
Development agreements	<p>Negotiations with developers that might include land provision or direct financial assistance in exchange of furthering city policy.</p> <p>Type of Action (program, policy, study): Policy</p>	Depends on structure of agreement; up-front financial assistance (grant or loan) will require source of funding (General Fund, TIRZ, 4B), while reimbursement can use future tax increment or cut of property sales revenue; some incentive items may not involve a financial cash flow (relaxed zoning, for ex.)	TBD (\$-\$-\$-\$)	1. Identify and establish a special housing revenue fund to use for development negotiations.	Moderate / middle income HH (\$70K and below) need for-sale homes <\$275K (from Housing Study); helping developers fund infrastructure, land costs, materials can help deliver housing in this price range;	# new homes subject to development agreement built with price <\$275K; # units rental housing affordable to low and middle income renters up to \$50K income	Incentive-based approaches more palatable than hard regulation; can very directly address financial issues that discourage more affordable new housing development	Requires monitoring and clawback provisions; certain tools can reduce City revenues; requires extra negotiation processes	YES, pursue such agreements as part of a housing incentive policy	Clute Chapter 380 agreements providing below-market loan for housing subdivision infrastructure construction; City of Houston Developer Participation Contracts

Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
Policy H.7: Increase homeownership choices for workforce households.										
Development incentives	Workforce Housing*, Housing Diversity*, Density Bonus Type of Action (program, policy, study): Policy	General Fund	General Fund (\$)	<1 year	Potential method to gain incremental amounts of lower-priced units (most likely rental housing) for middle- and low-income workforce (retail, hospitality, government, health care, etc.)	# low-to-moderate-priced units produced	No direct fiscal outlay by City except administration; existing program	Developers may not be familiar with particular housing types desired or how to incorporate affordable units into their projects; density may increase certain kinds of service costs per acre	YES though effectiveness will have inverse relationship to strictness of overall regulation	Existing program, Downtown Austin
Comm. Development Block Grant (Wilco and/or HUD)	Land acquisition and infrastructure Type of Action (program, policy, study): Program	Williamson County or become entitlement jurisdiction	Williamson County until evaluation (\$)	1. Continue to apply for grants from Williamson County to support affordable housing for households under 80%. 2. Evaluate cost benefit to becoming entitlement jurisdiction.	Workforce	# of homes available due to investment	Funding for capital improvements; neighborhood reinvestment	Effort/resources to apply for grant	Yes	Waco, TX (https://www.waco-texas.com/housing-cdbg.asp)
Publicly owned lands/tax delinquent properties	Leverage publicly owned lands for diverse affordable housing developments by taking a comprehensive inventory of land and its suitability for affordable housing development.Type of Action (program, policy, study): Policy	Revenue from sale of properties. Evaluate agreement WCAD for sale of delinquent properties to determine best/highest use. To create a special revenue fund.	Special Revenue Fund (\$)	1. Evaluate agreement with WCAD. 2. Estimate/project fund. 3. Structure parameters. Evaluate delinquent property tax sale (https://mvbalaw.com/wp-content/TaxUploads/1119_Williamson.pdf)	Workforce	# of revenue generated from property sold.	Leverage, public private partnerships, recognizes demand	Offset general revenue, long time to build funds		

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
Policy H.7: Increase homeownership choices for workforce households.										
380 Agreements	Chapter 380 of the Local Government Code authorizes municipalities to offer incentives designed to promote economic development such as commercial and retail projects. Specifically, it provides for offering loans and grants of city funds or services at little or no cost to promote state and local economic development and to stimulate business and commercial activity. In order to provide a grant or loan, a city must establish a program to implement the incentives.	Depends on structure of agreement; up-front financial assistance (grant or loan) will require source of funding (General Fund, TIRZ, 4B), while reimbursement can use future tax increment or cut of property sales revenue; some incentive items may not involve a financial cash flow (relaxed zoning, for ex.)	TBD	<ol style="list-style-type: none"> 1-2 years 1. Propose Ch. 380 Housing Incentive concept – grants / loans / reimbursements for housing 2. Define criteria and standards for Ch. 380 agreement – what kinds of housing, pricing or income ranges served, determining factors for potential incentive amount (examples: public infrastructure or amenity costs, extra costs for including affordable units, land costs over financially feasible level, etc.) 3. Determine extent of potential incentive eligible for applicants – developments serving lowest income range might be eligible for 100% of potential incentive while higher priced housing maybe 50% eligibility; also structure of incentive can be graduated, such as up-front grants or loans for most affordable housing vs. future reimbursements from lot sales or tax increment for higher-priced housing 4. Undergo public and stakeholder feedback process 5. Adoption of incentive policy by Council 6. Marketing of incentive to developers 	Moderate / middle income HH (\$70K and below) need for-sale homes <\$275K (from Housing Study); helping developers fund infrastructure, land costs, materials can help deliver housing in this price range; could also help deliver new rental housing at rents lower than new Class A (under \$1,300/month per Affordability Analysis)	# new homes subject to development agreement built with price <\$275K; # units affordable to low and middle income renters up to \$50K income	Requires monitoring and clawback provisions; certain tools can reduce City revenues; requires extra negotiation processes	Incentive-based approaches more palatable than hard regulation; can very directly address financial issues that discourage more affordable new housing development	YES, pursue such agreements as part of a housing incentive policy	City of Plano uses 380 agreements for housing incentives by including housing as a community benefit for economic development in resolutions authorizing 380 agreements. Clute Chapter 380 agreements providing below-market loan for housing subdivision infrastructure construction; City of Austin Chapter 380 for affordable housing within the new Domain complex

Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
Policy H.7: Increase homeownership choices for workforce households.										
Community Land Trust	Create a Community Land Trust or other forms of Shared Equity Ownership. Transition suitable land bank properties to permanently affordable housing through a public/private partnership with builders and a shared equity model Type of Action (program, policy, study): Program	However, though after formation these tools can act quickly and at a large scale, getting them setup would be a major effort. Since Georgetown is not a large city (compared to Austin), Georgetown may have to work with other area communities to pool resources needed to create these tools or find organizations using them already on a regional basis. While ideally operational expenses should be covered by real estate sales of improvements, there may be additional funds (General Fund) or partnership needed to fund administration	Funding options to be explored. (\$-\$-\$-\$)	Likely at least 2 years unless existing CLT can expand to Georgetown. 1. Look at possible regional CLTs for expansion into Georgetown. 2. Identify if any philanthropic or institutional entities might provide land to land trust.	Create high-capacity tools to better address the magnitude of affordable and workforce housing issues in Georgetown; The housing study highlighted the need to preserve as much of the current moderately-priced rental housing (both smaller and larger properties) as possible. It also documented the rapid for-sale home price appreciation that is occurring, implying the need for mechanisms to preserve affordability for longer periods or permanently.	# long term housing units placed into long term / permanent affordability	Can bring much larger funding and organization to “move the needle” on creating and preserving desired housing. Addressing affordable and workforce housing primarily through federally-funded or sponsored mechanisms such as HUD funding (HOME, CDBG) is ultimately a small-scale approach to a large issue. Creating tools with the organizational and financial resources to execute larger-scale activities in a quicker time frame may be needed in order to keep up with the Austin metro’s ongoing housing price appreciation.	Cons: Will take considerable time and effort to initiate and, for certain tools, acquire properties.	YES, if existing CLT can expand to Georgetown or if a third party is willing to donate land.	Examples: Austin and Houston have started community land trusts. The Houston Land Bank and Houston Community Land Trust have been formed act in concert to acquire sites for new affordable for-sale homes and create permanent affordability. Houston’s receives land from the Houston Land Bank when a prospective homeowner chooses the Land Trust option.

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
Policy H.8: Support the non-profit community to create 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).										
Health and Human Service Element	The City Charter lists a Health and Human Services element in the Comprehensive Plan. A needs assessment of vulnerable populations can inform the element. Type of Action (program, policy, study): Study	Potential partnering opportunity with WilCo and/or surrounding cities for needs assessment	Partnerships for assessment/ General fund for element (\$\$)	1. Support a needs assessment of potentially vulnerable populations to refine the scope and focus of the Health and Human Services Element. 2. Develop a Health and Human Services Element for the comprehensive plan, as required by City Charter.	Seniors, Low-Income	Completion of plan; measure through homelessness rates, foreclosures	Meet charter requirement; protect vulnerable populations	Cost/effort	Yes	City of San Antonio's Accomplishments by the Number to track progress (https://www.sanantonio.gov/humanservices/about#26863346 9-children)
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.										
TIF/TIRZ	TIRZ policy might include provision for units available to certain AMI groups or fee-in-lieu Type of Action (program, policy, study): Policy	Always City General Fund; potential to include WilCo property tax also	Designate TIRZs for larger projects or multi-owner districts with significant public infrastructure, facilities, or amenity needs to assure market viability (\$-\$\$\$\$)	Need to create zones when base year assessed value is low (Jan. 1 value of creation year)	Could be used to enhance affordability for either for-sale or rental; Moderate / middle income HH (\$70K and below) need for-sale homes <\$275K (from Housing Study); helping developers fund infrastructure, land costs, materials can help deliver housing in this price range; could also help deliver new rental housing at rents lower than new Class A (under \$1,300/month per Affordability Analysis)	# units created within the zone, especially within targeted sale / rent price ranges; amount and timing of tax increment generated to fund public improvements	No additional fees / taxes imposed on zone properties; can issue debt	Additional administrative and legal costs to run TIRZ; City gives up portion of property tax revenue during life of zone	YES if project or area fits creation criteria; participation of WilCo potentially makes it very attractive	Dallas and Houston have required TIRZs to either include development of affordable units or have TIRZ funds set aside for affordable housing development.

Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
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.										
Municipal Utility Districts	Special purpose finance district. MUDs help offset up-front infrastructure costs to the developer who would otherwise have to recoup them through lot/home sale prices; helps keep home sale prices more affordable in projects outside city limits	N/A	N/A	1. Evaluate policies for potential housing diversity.	MUDs help offset up-front infrastructure costs to the developer who would otherwise have to recoup them through lot/home sale prices; helps keep home sale prices more affordable in projects outside city limits	Successful development completion and absorption; rapidity of developer reimbursements	Can be applied outside city limits (in ETJ)	MUD tax can be higher than City tax, so lower sale price somewhat offset by higher PITI	Consider on case-by-case analysis; no precedent for consent contingent upon certain price range of homes, but may be possible	Georgetown ETJ has existing MUDs; no precedent available regarding requirements for affordability
Public Improvement Districts	Special purpose finance district. MUDs help offset up-front infrastructure costs to the developer who would otherwise have to recoup them through lot/home sale prices; helps keep home sale prices more affordable in projects outside city limits.	N/A	N/A	1. Evaluate policies for potential housing diversity.	MUDs help offset up-front infrastructure costs to the developer who would otherwise have to recoup them through lot/home sale prices; helps keep home sale prices more affordable in projects outside city limits	Successful development completion and absorption; rapidity of developer reimbursements	City controls; wide range of improvements can be funded	PID assessments are on top of City property tax, so property owner has higher ongoing payment burden (unless offset with City tax abatement)	Consider on case-by-case analysis; no precedent for consent contingent upon certain price range of homes, but may be possible	PIDs have been used extensively in the DFW metro; Travis County also has PIDs; not know if any PIDs or PID policies have been created specifically for housing with some affordability restriction
Low Income Housing Tax Credit process* Support LIHTC development (workforce) that meet City defined process	Development using LIHTC for general population as proposed by developers. Type of Action (program, policy, study): Policy	General fund/staff time	General fund/staff time (\$)	Build on existing policy	workforce renters	# of units available, change in percentage of cost burdened renters	No cost to city. Some of only funding available to build volume of workforce housing units	9% tax credit developments unlikely to be competitive in Georgetown	Yes	various around Texas including Georgetown

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Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
Policy H.10: Ensure land use designations and other policies allow for and encourage a mixture housing types and densities across the community.										
Development Regulations	Revise development regulations (Zoning, Overlay Districts, Conservation Districts, Diverse Housing Options) Type of Action (program, policy, study): Policy	General Fund	General Fund (\$)	Begin next budget cycle	Housing Study documented both need for entry-level single family below \$275K and current (and implied potential) role of moderate density rental properties in serving a middle income market; having flexibility in development regulations to facilitate housing diversity can help achieve additional development of these types and serve market segments of different resident ages and life stages as well as incomes.	Document diversity in type and price of new housing development	Will make it easier to develop moderate-density housing through increasing the diversity of housing types and lot sizes (for SF)	Will need to determine which areas of the City are reasonable candidates for strategy	YES	Conroe recently reduced minimum lot sizes to allow single family homes at a lower price point in a master planned community. The City of Kerrville through the updates to the zoning code, revised an existing district to include more housing types. The biggest road block of the previous district was the different levels of approvals required for anything that was not traditional single family. In the “newer version” these secondary and tertiary approval processes were removed. The new district now allows for a variety of housing types within the same district. Single family (on slightly reduced lot size – 4500 sq. ft.), duplexes, townhomes, patio homes, and small lot single family (3300 sq. ft. lot with separate alley access). To address the variety of housing types, building codes, and property values, we limited each block face to one consistent housing type.

Potential Tool	Description	Potential Funding Options	Recommended Funding	Implementation Steps (Year or Steps Required in Advance)	Potential Impact to Housing Need (low income/workforce) (ownership/rental)	How is performance managed? How is success measured?	Pro	Con	Appropriate for Georgetown (Yes or No)	Example Texas Cities/Programs
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.										
Health and Human Service Element	The City Charter lists a Health and Human Services element in the Comprehensive Plan. A needs assessment of vulnerable populations can inform the element. Type of Action (program, policy, study): Study	Potential partnering opportunity with WilCo and/or surrounding cities for needs assessment	Partnerships for assessment/General fund for element (\$\$)	1. Support a needs assessment of potentially vulnerable populations to refine the scope and focus of the Health and Human Services Element. 2. Develop a Health and Human Services Element for the comprehensive plan, as required by City Charter.	Seniors, Low-Income	Completion of plan; measure through homelessness rates, foreclosures	Meet charter requirement; protect vulnerable populations	Cost/effort	Yes	City of San Antonio's Accomplishments by the Number to track progress (https://www.sanantonio.gov/human-services/about#268633469-children)
Support services to support aging in place	Aging at home often requires integrated services including transportation, healthcare, food service, and possibly utility billing assistance. Type of Action (program, policy, study): Program	Texas Department of Housing and Community Affairs - Comprehensive Energy Assistance Program utility assistance program (https://www.tdhca.state.tx.us/community-affairs/ceap/)	General fund (\$\$\$)	Evaluate opportunities to build an enhanced support services program to provide transportation, healthcare, food services, and utility billing assistance to seniors, which should be addressed through the Health and Human Services Element.	Seniors	Number of seniors participating in program; annual survey of seniors to evaluate awareness and participating	Support for Georgetown's sizable senior population; protect vulnerable populations	Additional cost	Yes	Houston's Home Repair Program requires single-family projects accommodate aging-in-place (https://houstontx.gov/housing/home_repair_programs.html) Dallas' Office of Senior Affairs (https://dallascityhall.com/departments/community-care/Pages/seniorservices.aspx)

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Appendix S: Housing Affordability Analysis

AFFORDABILITY ANALYSIS - GEORGETOWN COMPREHENSIVE PLAN GEORGETOWN, TEXAS

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Affordability Analysis

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INTRODUCTION

This report seeks to give a general picture of the need for affordable rental and for-sale housing in the Georgetown Planning Area (the City of Georgetown and its extraterritorial jurisdiction). It will use demographic data gathered and estimated by the Bureau of the Census for Williamson County and employment data from the Texas Workforce Commission to quantify the size of the housing consumer population that needs lower-price housing based on household incomes and local wage profiles. It will then examine the supply of rental and for-sale housing in the north Austin metropolitan market and within Georgetown itself. It concludes with an analysis of income levels and the associated housing prices needed to be able for individual consumers to afford to rent or buy, and translates this into a quantification of the levels of undersupply in the Planning Area.

Throughout this report, “affordable housing” is defined as housing that is priced to not exceed 30% of the gross income of a household. Thus, the exact definition of affordability varies with the individual household, which will have different levels of income and different housing needs or wants depending upon household and family size, age, and life situation. Because households with higher incomes generally still have a reasonable amount of affordable housing choices in the greater Austin metropolitan area, the principal focus of the research and analyses in this report will be households of moderate and lower incomes, generally below the median household income for Williamson County (estimated to be approximately \$82,000 per year as of 2016). It should be noted that federal guidelines (usually promulgated through the Department of Housing and Urban Development, or HUD) use a graduated income scale based on family size and the associated local area income levels. Where appropriate, HUD thresholds and income levels will be noted in the findings and analyses.

Housing, like any consumer good or service, has a demand curve and supply curve. Rental and for-sale housing have distinctive demand and supply curves which differ somewhat between rental and for-sale housing products. In growing, economically thriving, increasingly expensive markets such as the Austin metro area, a picture of affordable housing demand and (market rate, unsubsidized) supply can be pictured as thus:

Affordable Rental Housing Dynamics



This diagram shows that the quantity of rentals demanded increases quickly at lower lease rates, corresponding to demand from lower-wage workers or others who have limited income (non-wealthy seniors, disabled persons, etc.). As lease rates increase, the quantity demanded starts to decrease, both because households

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leave the rental market to buy homes and there are generally fewer total households in upper income ranges that could afford higher-priced rentals. On the supply side, there are generally very few units available at the lowest lease rates, because they are so difficult to operate and maintain profitably. Then, in markets such as Georgetown which have a stock of older rental units, there is a supply of units with moderate lease rates. Such rates, however, are lower than rates needed for financial feasibility in new construction. Once rates reach that feasibility level, developers can add supply.

What this means in terms of unmet affordable rental housing needs is that there is generally a significant affordability “gap” at lower lease rate, with relatively large consumer demand exceeding the supply the market provides. In contrast, above the minimum new construction lease rates, there is more likely to be some excess inventory from newly constructed properties and the general level of stabilized vacancy in the market. The extent of the “gap” or shortage will depend on the factors such as the growth in lower-wage jobs, the impact of rent appreciation on older or legacy rental units, and the land and development prices for new construction.



The for-sale market tends to be somewhat different. In this case, there is essentially no consumer demand for the lowest price ranges, for two principal reasons: households with the lowest incomes usually cannot afford to purchase a home (even a low-priced one) as they lack funds for down payment and cannot qualify for a mortgage; and, extremely low-priced for-sale housing is often in poor condition (usually destined to be either demolished or at best rented) or in very undesirable locations. Once households reach an income threshold where they have a sufficient down payment and can qualify for a mortgage, they will demand “entry-level” for-sale homes. In most cases, such housing will be existing older homes, as price levels needed for developers’ and builders’ new construction feasibility are higher than what such households can afford. In economically strong markets such as greater Austin with rapid population growth, there is usually going to be insufficient supply to meet this demand because the existing supply experiences price appreciation.

Above the feasible new construction price, builders can increase supply to meet demand. Their business models discourage excessive new construction inventory and the sophistication of the existing home sales system (through realtors and the Multiple Listing Service) means that the excess supply of built housing tends to be relatively limited in a growth market. Economic slowdowns can lead to increases in this excess supply.

AFFORDABLE HOUSING DEMAND

This section endeavors to provide a quantitative perspective on the potential demand for affordable housing. To do this, CDS has employed a standard of housing costs not exceeding 30% of gross household income. This is a commonly used standard in the U.S., though it not always sufficient to convey the extent to which housing costs may constitute a burden to a particular household.

Because Georgetown’s housing market operates in a larger market context for both demand and supply, CDS has included county-level data for most topics. Williamson County represents a reasonable approximation of the general north Austin metro market.

Williamson County Employment Data

The following section contains employment data for Williamson County from the Texas Workforce Commission’s Quarterly census of Employment and Wages (QCEW), which had been issued for the final quarter of 2017 at the time that this report was completed. CDS examined 10 years of data from the QCEW, yearly averages from 2008 through the end of 2017, for employment, establishments, and average weekly wages. The data presented in this section of the report is divided by industry using the North American Industry Classification System (NAICS) Code. It is also sorted by code unless otherwise noted. It should be noted that this data involves jobs located within Williamson County, not the employment of Williamson County residents. Many County residents do stay in the County for their employment but many travel elsewhere. It should also be noted that QCEW data covers payroll employment and does not monitor personal individual employment. Also, many do travel into the County to work. The following three tables contain the raw data taken from the QCEW that is analyzed later in the section.

Employees by Industry – Yearly Average – Williamson County
In Order of 2017 Largest to Smallest

Code	Industry	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
44-45	Retail Trade	18,593	17,839	17,545	18,218	18,813	20,020	21,178	22,469	23,390	25,313
61	Educational Svc	14,378	15,315	15,890	16,346	16,375	16,634	17,289	18,080	18,896	19,494
72	Accommodation and Food Svc	11,761	12,142	12,212	12,798	13,749	14,650	15,610	16,622	17,809	18,655
62	Health Care and Social Assist	9,411	9,841	10,254	10,785	12,333	13,173	14,137	15,232	16,861	17,857
23	Construction	10,825	9,332	8,965	8,669	8,535	9,116	9,980	10,779	11,543	12,681
31-33	Manufacturing	6,769	5,807	5,423	6,459	6,961	7,286	11,753	11,615	12,064	12,310
42	Wholesale Trade	11,756	10,343	12,234	17,221	17,638	17,256	11,592	11,760	11,872	11,749
54	Professional and Technical Svc	6,714	6,526	5,734	5,912	6,317	8,070	9,339	9,787	10,184	10,947
56	Administrative and Waste Svc	6,894	6,847	7,052	7,134	7,458	8,093	8,436	8,532	8,644	8,299
52	Finance and Insurance	5,472	5,838	5,770	5,713	5,944	6,253	6,216	5,882	5,938	5,918
81	Other Svc	4,673	4,900	4,990	4,810	4,951	5,183	5,017	5,377	5,610	5,780
92	Public Administration	3,624	4,141	4,420	4,058	3,844	3,846	3,877	3,896	4,045	4,222
71	Arts	1,943	2,044	2,214	2,563	2,379	2,501	2,594	2,763	2,859	2,869
48-49	Transportation and Warehousing	2,354	2,864	2,912	3,034	3,020	2,054	2,142	1,899	2,121	2,128

Georgetown, TX

Affordability Analysis

53	Real Estate, Rental, and Leasing	1,687	1,526	1,294	1,211	1,280	1,314	1,365	1,548	1,806	2,007
51	Information	1,270	1,277	1,293	1,374	1,367	1,504	1,583	1,573	1,885	1,721
22	Utilities	646	707	713	711	728	736	1,382	1,392	1,441	1,502
21	Mining	816	699	716	766	887	1,046	1,136	1,035	969	978
55	Management of Companies	892	867	970	953	808	356	349	346	381	475
99	Unclassified	53	37	49	22	20	31	30	54	93	207
11	Agriculture	122	116	116	114	117	119	125	123	118	139
Total		120,650	119,005	120,762	128,868	133,518	139,240	145,128	150,761	158,525	165,247

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

Establishments by Industry – Yearly Average – Williamson County
In Order of 2017 Largest to Smallest

Code	Industry	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
54	Professional and Technical Svc	951	978	995	1,046	1,136	1,192	1,283	1,393	1,531	1,635
62	Health Care and Social Assist	661	697	740	784	843	957	1,058	1,142	1,231	1,291
44-45	Retail Trade	943	953	976	1,004	1,012	1,046	1,092	1,144	1,172	1,250
23	Construction	873	880	857	839	829	858	915	982	1,061	1,139
81	Other Svc	601	651	672	693	725	740	776	809	841	872
72	Accommodation and Food Svc	531	560	584	602	629	645	676	725	779	818
52	Finance and Insurance	473	463	477	490	514	537	579	621	623	646
56	Administrative and Waste Svc	438	437	439	448	476	498	510	529	567	597
42	Wholesale Trade	410	412	413	437	470	499	516	537	537	547
53	Real Estate, Rental, and Leasing	341	336	326	337	349	340	360	381	435	491
31-33	Manufacturing	306	297	290	306	324	331	335	335	351	376
61	Educational Svc	98	101	114	126	139	152	168	178	194	205
48-49	Transportation and Warehousing	152	154	156	157	153	163	184	193	193	201
51	Information	120	120	119	125	111	126	143	144	157	162
71	Arts	79	85	91	96	100	108	119	120	129	134
99	Unclassified	29	26	30	20	21	28	25	36	53	120
92	Public Administration	73	75	77	78	77	76	76	74	75	77
11	Agriculture	37	38	37	37	38	39	38	38	39	45
22	Utilities	30	32	34	31	31	30	32	30	32	32
55	Management of Companies	23	22	25	24	24	22	20	22	26	31
21	Mining	30	31	31	31	33	35	34	35	33	28
Total		7,197	7,346	7,480	7,710	8,033	8,420	8,936	9,465	10,057	10,693

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

Georgetown, TX

Affordability Analysis

Average Weekly Wages by Industry – Williamson County
In Order of 2017 Largest to Smallest

Code	Industry	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
55	Management of Companies	\$833	\$871	\$917	\$975	\$1,090	\$1,741	\$5,684	\$5,693	\$5,091	\$4,639
31-33	Manufacturing	\$1,040	\$1,016	\$1,039	\$2,303	\$2,344	\$2,176	\$2,069	\$2,158	\$2,027	\$2,227
42	Wholesale Trade	\$2,172	\$2,196	\$1,954	\$1,983	\$1,988	\$1,852	\$1,800	\$1,827	\$1,743	\$1,983
22	Utilities	\$827	\$878	\$869	\$898	\$898	\$908	\$1,453	\$1,539	\$1,575	\$1,630
54	Professional and Technical Svc	\$1,223	\$1,171	\$1,102	\$1,129	\$1,164	\$1,202	\$1,297	\$1,344	\$1,499	\$1,599
52	Finance and Insurance	\$1,130	\$1,097	\$1,136	\$1,185	\$1,236	\$1,246	\$1,249	\$1,355	\$1,336	\$1,441
92	Public Administration	\$867	\$914	\$888	\$948	\$965	\$1,000	\$1,038	\$1,093	\$1,104	\$1,159
51	Information	\$1,032	\$1,019	\$1,062	\$1,044	\$1,026	\$1,077	\$1,053	\$1,199	\$1,112	\$1,083
23	Construction	\$837	\$841	\$809	\$824	\$869	\$908	\$954	\$988	\$1,025	\$1,075
53	Real Estate, Rental, and Leasing	\$760	\$780	\$794	\$780	\$823	\$955	\$1,049	\$1,070	\$1,033	\$1,056
21	Mining	\$813	\$819	\$739	\$750	\$847	\$941	\$1,149	\$934	\$1,027	\$1,044
48-49	Transportation and Warehousing	\$985	\$884	\$855	\$866	\$880	\$807	\$827	\$1,005	\$1,000	\$1,000
62	Health Care and Social Assist	\$718	\$767	\$767	\$793	\$804	\$791	\$816	\$814	\$843	\$882
99	Unclassified	\$639	\$594	\$476	\$585	\$671	\$590	\$725	\$846	\$797	\$765
61	Educational Svc	\$688	\$697	\$713	\$709	\$711	\$728	\$733	\$737	\$745	\$762
56	Administrative and Waste Svc	\$620	\$626	\$652	\$672	\$690	\$705	\$712	\$757	\$808	\$733
81	Other Svc	\$696	\$705	\$712	\$755	\$739	\$771	\$643	\$660	\$675	\$722
44-45	Retail Trade	\$509	\$507	\$522	\$535	\$549	\$557	\$579	\$596	\$602	\$647
11	Agriculture	\$436	\$445	\$475	\$497	\$573	\$560	\$593	\$601	\$568	\$601
71	Arts	\$322	\$331	\$336	\$354	\$364	\$366	\$376	\$395	\$405	\$416
72	Accommodation and Food Svc	\$283	\$287	\$299	\$307	\$316	\$322	\$333	\$345	\$356	\$368
Total		\$830	\$831	\$815	\$903	\$931	\$962	\$1,197	\$1,236	\$1,208	\$1,230

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

APPENDICES

Growing Industry Sectors

The largest employment sector in Williamson County is Retail, followed by Education, Accommodation, and Health Care. Combined, these four industries make up nearly half of all jobs in the County. Even so, the County's employment profile is relatively diverse, with 8 industries employing greater than 10,000 people and 9 industries that employ at least 5% of all people working in the County. A total of 165,247 jobs are located in Williamson County, along with 10,693 establishments.

Industries Ranked by 2017 Employment – Williamson County

Rank	Industry	Employees	Share	Establishments
1	Retail Trade	25,313	15.3%	1,250
2	Educational Services	19,494	11.8%	205
3	Accommodation and Food Services	18,655	11.3%	818
4	Health Care and Social Assistance	17,857	10.8%	1,291
5	Construction	12,681	7.7%	1,139
6	Manufacturing	12,310	7.4%	376
7	Wholesale Trade	11,749	7.1%	547
8	Professional and Technical Services	10,947	6.6%	1,635
9	Administrative and Waste Services	8,299	5.0%	597
10	Finance and Insurance	5,918	3.6%	646
11	Other Services, Except Public Administration	5,780	3.5%	872
12	Public Administration	4,222	2.6%	77
13	Arts, Entertainment, and Recreation	2,869	1.7%	134
14	Transportation and Warehousing	2,128	1.3%	201
15	Real Estate and Rental and Leasing	2,007	1.2%	491
16	Information	1,721	1.0%	162
17	Utilities	1,502	0.9%	32
18	Mining, Quarrying, and Oil and Gas Extraction	978	0.6%	28
19	Management of Companies and Enterprises	475	0.3%	31
20	Unclassified	207	0.1%	120
21	Agriculture, Forestry, Fishing and Hunting	139	0.1%	45

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

Industries have generally grown over the last 10 years in Williamson County, and on the whole have grown consistently. Individually, however, growth rates vary significantly, and some industries have even shrunk their employment. The table below illustrates growth and change by industry over the periods covering the last 3, 5, and 10 years. The largest growth rates were seen in industries with low overall employment, so total employment growth is important to examine as well. The largest numbers of employees were added in Health Care, Accommodation, Retail, Manufacturing, and Education. Among major industries, the most impressive growth rates were found in Health Care, Manufacturing, Professional Services, and Accommodation. Wholesale trade saw employment rise and fall during this period, resulting stagnation when comparing beginning and end point years. Construction and Finance also saw limited growth among the largest industries.

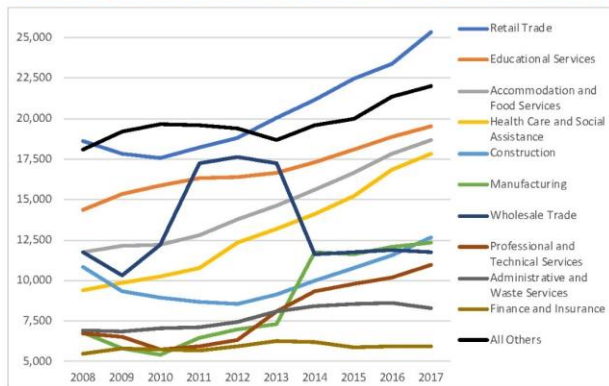
The graphs on the following page illustrate total employment change and cumulative growth rate for the 10 largest industries in the County.

Employment Growth by Industry – Williamson County In Order of 2008-2017 Largest Total Growth

Industry	Total Growth			Growth Rate		
	2015-2017	2013-2017	2008-2017	2015-2017	2013-2017	2008-2017
Health Care and Social Assistance	2,625	4,684	8,446	17.20%	35.60%	89.70%
Accommodation and Food Services	2,033	4,005	6,894	12.20%	27.30%	58.60%
Retail Trade	2,844	5,293	6,721	12.70%	26.40%	36.10%
Manufacturing	695	5,024	5,541	6.00%	68.90%	81.90%
Educational Services	1,414	2,860	5,116	7.80%	17.20%	35.60%
Professional and Technical Services	1,160	2,877	4,233	11.90%	35.70%	63.00%
Construction	1,902	3,565	1,856	17.60%	39.10%	17.10%
Administrative and Waste Services	-233	207	1,405	-2.70%	2.60%	20.40%
Other Services, Except Public Administration	403	597	1,107	7.50%	11.50%	23.70%
Arts, Entertainment, and Recreation	106	368	926	3.80%	14.70%	47.60%
Utilities	109	765	856	7.80%	103.90%	132.40%
Public Administration	327	376	598	8.40%	9.80%	16.50%
Information	148	217	451	9.40%	14.40%	35.50%
Finance and Insurance	36	-335	446	0.60%	-5.30%	8.20%
Real Estate and Rental and Leasing	458	692	320	29.60%	52.70%	19.00%
Mining, Quarrying, and Oil and Gas Extraction	-57	-68	163	-5.50%	-6.50%	19.90%
Unclassified	153	176	154	286.40%	566.90%	291.90%
Agriculture, Forestry, Fishing and Hunting	17	20	17	13.40%	17.00%	13.90%
Wholesale Trade	-12	-5,507	-8	-0.10%	-31.90%	-0.10%
Transportation and Warehousing	229	74	-227	12.00%	3.60%	-9.60%
Management of Companies and Enterprises	128	118	-417	37.00%	33.20%	-46.80%
Total	14,486	26,007	44,597	9.6%	18.7%	37.0%

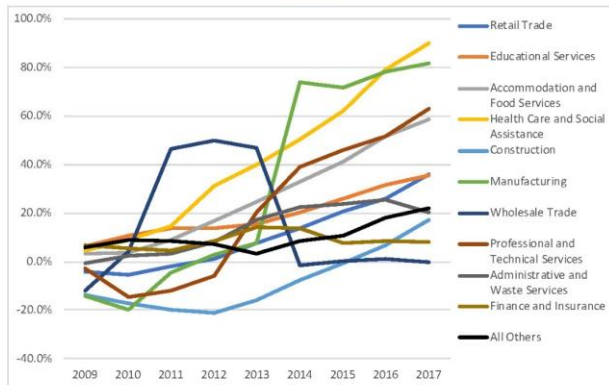
Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

Total Employment Growth in Top Ten Industries – Williamson County



Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

Cumulative Employment Growth Rate in Top Ten Industries – Williamson County



Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

For most industries, their share of Williamson County's total employment fluctuated little over the past 10 years. Exceptions include Health Care, Manufacturing, Accommodation, and Professional Services on the positive side and Wholesale Trade, Construction, and Finance on the negative side. Health Care and Accommodation rose above 10% of total employment during this time while Wholesale Trade fell below 10% after being very near it in 2008 and above it in 2013. It is notable that the largest employment sector in the County, Retail, saw its share of employment decline very slightly despite adding large numbers of employees over the past 10 years.

**Employment by Industry Share of Total Employment – Williamson County
In Order of 2017 Largest to Smallest**

	2017	2015	2013	2008	2017-2008 Change
Retail Trade	15.30%	14.90%	14.40%	15.40%	-0.10%
Educational Services	11.80%	12.00%	11.90%	11.90%	-0.10%
Accommodation and Food Services	11.30%	11.00%	10.50%	9.70%	1.50%
Health Care and Social Assistance	10.80%	10.10%	9.50%	7.80%	3.00%
Construction	7.70%	7.10%	6.50%	9.00%	-1.30%
Manufacturing	7.40%	7.70%	5.20%	5.60%	1.80%
Wholesale Trade	7.10%	7.80%	12.40%	9.70%	-2.60%
Professional and Technical Services	6.60%	6.50%	5.80%	5.60%	1.10%
Administrative and Waste Services	5.00%	5.70%	5.80%	5.70%	-0.70%
Finance and Insurance	3.60%	3.90%	4.50%	4.50%	-1.00%
Other Services, Except Public Administration	3.50%	3.60%	3.70%	3.90%	-0.40%
Public Administration	2.60%	2.60%	2.80%	3.00%	-0.40%
Arts, Entertainment, and Recreation	1.70%	1.80%	1.80%	1.60%	0.10%
Transportation and Warehousing	1.30%	1.30%	1.50%	2.00%	-0.70%
Real Estate and Rental and Leasing	1.20%	1.00%	0.90%	1.40%	-0.20%
Information	1.00%	1.00%	1.10%	1.10%	0.00%
Utilities	0.90%	0.90%	0.50%	0.50%	0.40%
Mining, Quarrying, and Oil and Gas Extraction	0.60%	0.70%	0.80%	0.70%	-0.10%
Management of Companies and Enterprises	0.30%	0.20%	0.30%	0.70%	-0.50%
Agriculture, Forestry, Fishing and Hunting	0.10%	0.10%	0.10%	0.10%	0.00%
Unclassified	0.10%	0.00%	0.00%	0.00%	0.10%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

APPENDICES

Georgetown, TX

Affordability Analysis

Wage Profile and Projected Growth

Greater than half of the industries in Williamson County pay over \$1,000 per week and the average for all industries combined is \$1,230. Among large industries, Manufacturing, Wholesale Trade, and Professional Services pay well above average. Health Care, Education, Retail, and especially Accommodation pay well below the average weekly wage. Multiplying these average wages by the number of employees provides an interesting perspective on the economic impact of these different industries. No industry pays more wages in total than Manufacturing, even though it ranks sixth in total employment. Manufacturing, Wholesale Trade, and Professional services all pay out more in total wages than the Retail sector despite each having fewer than half of the employees that Retail does.

Industries Ranked by 2017 Average Weekly Wages – Williamson County

Rank	Industry	Wages	Employees	Establishments	Wages x Employees (in 000s)
1	Management of Companies and Enterprises	\$4,639	475	31	\$2,201
2	Manufacturing	\$2,227	12,310	376	\$27,410
3	Wholesale Trade	\$1,983	11,749	547	\$23,295
4	Utilities	\$1,630	1,502	32	\$2,447
5	Professional and Technical Services	\$1,599	10,947	1,635	\$17,498
6	Finance and Insurance	\$1,441	5,918	646	\$8,529
7	Public Administration	\$1,159	4,222	77	\$4,892
8	Information	\$1,083	1,721	162	\$1,863
9	Construction	\$1,075	12,681	1,139	\$13,632
10	Real Estate and Rental and Leasing	\$1,056	2,007	491	\$2,118
11	Mining, Quarrying, and Oil and Gas Extraction	\$1,044	978	28	\$1,021
12	Transportation and Warehousing	\$1,000	2,128	201	\$2,127
13	Health Care and Social Assistance	\$882	17,857	1,291	\$15,750
14	Unclassified	\$765	207	120	\$158
15	Educational Services	\$762	19,494	205	\$14,844
16	Administrative and Waste Services	\$733	8,299	597	\$6,081
17	Other Services, Except Public Administration	\$722	5,780	872	\$4,172
18	Retail Trade	\$647	25,313	1,250	\$16,365
19	Agriculture, Forestry, Fishing and Hunting	\$601	139	45	\$84
20	Arts, Entertainment, and Recreation	\$416	2,869	134	\$1,193
21	Accommodation and Food Services	\$368	18,655	818	\$6,856
	Total	\$1,230	165,247	10,693	\$203,228

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

Georgetown, TX

Affordability Analysis

Manufacturing and Management saw enormous increases in wages over the last ten years, but those increases have not been consistent and have slowed considerably when looking at the more recent 3 and 5 year periods. Total wage growth in the county has actually declined slightly over the past 3 years, a stagnation after significant overall growth over the 7 years prior to that. Wholesale Trade, Professional Services, and Mining have seen consistent wage increases across all time periods.

Average Weekly Wage Growth by Industry – Williamson County In Order of 2008-2017 Total Growth Largest to Smallest

Industry	Total Growth			Growth Rate		
	2015-2017	2013-2017	2008-2017	2015-2017	2013-2017	2008-2017
Management of Companies and Enterprises	(\$1,055)	\$2,898	\$3,806	-18.50%	166.40%	457.20%
Manufacturing	\$69	\$51	\$1,187	3.20%	2.30%	114.20%
Utilities	\$90	\$72	\$803	5.90%	79.50%	97.20%
Professional and Technical Services	\$255	\$397	\$376	18.90%	33.00%	30.70%
Finance and Insurance	\$87	\$196	\$312	6.40%	15.70%	27.60%
Real Estate and Rental and Leasing	(\$14)	\$101	\$296	-1.30%	10.60%	39.00%
Public Administration	\$66	\$159	\$292	6.10%	15.90%	33.70%
Construction	\$88	\$167	\$238	8.90%	18.40%	28.50%
Mining, Quarrying, and Oil and Gas Extraction	\$110	\$103	\$231	11.80%	10.90%	28.50%
Agriculture, Forestry, Fishing and Hunting	(\$1)	\$41	\$165	-0.10%	7.40%	37.80%
Health Care and Social Assistance	\$69	\$92	\$164	8.40%	11.60%	22.90%
Retail Trade	\$51	\$90	\$137	8.60%	16.20%	27.00%
Unclassified	(\$81)	\$175	\$126	-9.50%	29.70%	19.70%
Administrative and Waste Services	(\$24)	\$28	\$113	-3.20%	3.90%	18.20%
Arts, Entertainment, and Recreation	\$21	\$50	\$94	5.40%	13.70%	29.30%
Accommodation and Food Services	\$22	\$46	\$85	6.40%	14.10%	30.10%
Educational Services	\$24	\$34	\$74	3.30%	4.70%	10.70%
Information	(\$116)	\$6	\$51	-9.70%	0.50%	4.90%
Other Services, Except Public Administration	\$62	(\$49)	\$26	9.30%	-6.40%	3.70%
Transportation and Warehousing	(\$5)	\$193	\$15	-0.50%	23.90%	1.50%
Wholesale Trade	\$156	\$131	(\$190)	8.50%	7.10%	-8.70%
Total	-\$6	\$268	\$400	-0.5%	27.9%	48.2%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

While average wages have stagnated over the past three years, total wages paid out has increased as employment has grown significantly in Williamson County. Among major industries, Professional Services, Construction, and Health Care have seen the most impressive combination of both total employment and average wage growth. Most industries have grown by at least 10% over the past 3 years in total wages paid out.

Total Average Weekly Wages Paid Growth by Industry – Williamson County In Order of 2008-2017 Total Growth Largest to Smallest

Industry	Total Growth (in 000s)			Growth Rate		
	2015-2017	2013-2017	2008-2017	2015-2017	2013-2017	2008-2017
Manufacturing	\$2,351	\$11,556	\$20,372	9.40%	72.90%	289.50%
Professional and Technical Services	\$4,345	\$7,801	\$9,287	33.00%	80.40%	113.10%
Health Care and Social Assistance	\$3,359	\$5,337	\$8,995	27.10%	51.30%	133.20%
Retail Trade	\$2,985	\$5,224	\$6,897	22.30%	46.90%	72.80%
Educational Services	\$1,515	\$2,743	\$4,953	11.40%	22.70%	50.10%
Construction	\$2,988	\$5,357	\$4,574	28.10%	64.70%	50.50%
Accommodation and Food Services	\$1,117	\$2,138	\$3,533	19.50%	45.30%	106.30%
Finance and Insurance	\$561	\$740	\$2,349	7.00%	9.50%	38.00%
Utilities	\$304	\$1,778	\$1,913	14.20%	266.10%	358.30%
Administrative and Waste Services	(\$375)	\$374	\$1,807	-5.80%	6.60%	42.30%
Public Administration	\$636	\$1,048	\$1,751	15.00%	27.30%	55.70%
Management of Companies and Enterprises	\$230	\$1,581	\$1,459	11.70%	254.90%	196.60%
Other Services, Except Public Administration	\$622	\$175	\$918	17.50%	4.40%	28.20%
Real Estate and Rental and Leasing	\$462	\$864	\$837	27.90%	68.90%	65.30%
Arts, Entertainment, and Recreation	\$103	\$279	\$568	9.40%	30.50%	90.90%
Information	(\$23)	\$243	\$553	-1.20%	15.00%	42.20%
Mining, Quarrying, and Oil and Gas Extraction	\$55	\$37	\$358	5.70%	3.70%	54.10%
Unclassified	\$113	\$140	\$124	249.60%	765.10%	369.00%
Agriculture, Forestry, Fishing and Hunting	\$10	\$17	\$30	13.30%	25.60%	56.90%
Transportation and Warehousing	\$219	\$470	(\$192)	11.50%	28.40%	-8.30%
Wholesale Trade	\$1,812	(\$8,659)	(\$2,243)	8.40%	-27.10%	-8.80%
Total	\$23,388	\$39,243	\$68,845	15.7%	29.4%	66.4%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

When examining industries by their share of the total wages paid out in the County, two industries particularly stand out. Manufacturing has grown 9.1 percentage points over the past 10 years, while Wholesale Trade has lost 11.1 points. Only three industries pay out greater than 10% of the County's wages, Manufacturing, the stagnating Wholesale Trade industry, and Professional Services. In 2008, Wholesale trade accounted for nearly one quarter of the County's wages.

Total Average Weekly Wages Paid Shares by Industry – Williamson County In Order of 2017 Shares Largest to Smallest

	2017	2015	2013	2008	2017-2008 Change
Manufacturing	15.90%	16.80%	11.90%	6.80%	9.10%
Wholesale Trade	13.50%	14.40%	24.00%	24.60%	-11.10%
Professional and Technical Services	10.10%	8.80%	7.30%	7.90%	2.20%
Retail Trade	9.50%	9.00%	8.40%	9.10%	0.40%
Health Care and Social Assistance	9.10%	8.30%	7.80%	6.50%	2.60%
Educational Services	8.60%	8.90%	9.10%	9.50%	-0.90%
Construction	7.90%	7.10%	6.20%	8.70%	-0.80%
Finance and Insurance	4.90%	5.30%	5.80%	6.00%	-1.00%
Accommodation and Food Services	4.00%	3.80%	3.50%	3.20%	0.80%
Administrative and Waste Services	3.50%	4.30%	4.30%	4.10%	-0.60%
Public Administration	2.80%	2.90%	2.90%	3.00%	-0.20%
Other Services, Except Public Administration	2.40%	2.40%	3.00%	3.10%	-0.70%
Utilities	1.40%	1.40%	0.50%	0.50%	0.90%
Management of Companies and Enterprises	1.30%	1.30%	0.50%	0.70%	0.60%
Transportation and Warehousing	1.20%	1.30%	1.20%	2.20%	-1.00%
Real Estate and Rental and Leasing	1.20%	1.10%	0.90%	1.20%	0.00%
Information	1.10%	1.30%	1.20%	1.30%	-0.20%
Arts, Entertainment, and Recreation	0.70%	0.70%	0.70%	0.60%	0.10%
Mining, Quarrying, and Oil and Gas Extraction	0.60%	0.60%	0.70%	0.60%	0.00%
Unclassified	0.10%	0.00%	0.00%	0.00%	0.10%
Agriculture, Forestry, Fishing and Hunting	0.00%	0.00%	0.00%	0.10%	0.00%

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Projecting average weekly wages into the future is a challenge, but it can be useful to examine scenarios based on recent trends. The forecast below looks 3, 5, and 10 years ahead from 2017 using the growth rates seen in each industry from the most recent 3, 5, and 10 year historical periods. Over a 10 year period, this could result in an average weekly wage increase of \$400, equivalent to the one seen from 2008-2017.

Projected Average Weekly Wage Growth by Industry – Williamson County In Order of Forecast Growth by 2026 Largest to Smallest

Forecast Year	2017	2020	2022	2026	Historic Growth Rates		
	2015-2017	2013-2017	2008-2017	2015-2017	2013-2017	2008-2017	
Forecast Growth Historical Base							
Management of Companies and Enterprises	\$4,639	\$3,584	\$7,536	\$8,445	-18.50%	166.40%	457.20%
Manufacturing	\$2,227	\$2,296	\$2,278	\$3,414	3.20%	2.30%	114.20%
Utilities	\$1,630	\$1,720	\$2,351	\$2,433	5.90%	79.50%	97.20%
Professional and Technical Services	\$1,599	\$1,853	\$1,995	\$1,974	18.90%	33.00%	30.70%
Wholesale Trade	\$1,983	\$2,139	\$2,114	\$1,793	8.50%	7.10%	-8.70%
Finance and Insurance	\$1,441	\$1,528	\$1,637	\$1,753	6.40%	15.70%	27.60%
Public Administration	\$1,159	\$1,225	\$1,318	\$1,451	6.10%	15.90%	33.70%
Real Estate and Rental and Leasing	\$1,056	\$1,042	\$1,157	\$1,352	-1.30%	10.60%	39.00%
Construction	\$1,075	\$1,163	\$1,242	\$1,313	8.90%	18.40%	28.50%
Mining, Quarrying, and Oil and Gas Extraction	\$1,044	\$1,154	\$1,147	\$1,275	11.80%	10.90%	28.50%
Information	\$1,083	\$967	\$1,089	\$1,134	-9.70%	0.50%	4.90%
Health Care and Social Assistance	\$882	\$951	\$974	\$1,046	8.40%	11.60%	22.90%
Transportation and Warehousing	\$1,000	\$995	\$1,193	\$1,015	-0.50%	23.90%	1.50%
Unclassified	\$765	\$684	\$940	\$891	-9.50%	29.70%	19.70%
Administrative and Waste Services	\$733	\$709	\$760	\$846	-3.20%	3.90%	18.20%
Educational Services	\$762	\$786	\$796	\$835	3.30%	4.70%	10.70%
Retail Trade	\$647	\$698	\$737	\$784	8.60%	16.20%	27.00%
Agriculture, Forestry, Fishing and Hunting	\$601	\$600	\$642	\$766	-0.10%	7.40%	37.80%
Other Services, Except Public Administration	\$722	\$783	\$673	\$747	9.30%	-6.40%	3.70%
Arts, Entertainment, and Recreation	\$416	\$437	\$466	\$510	5.40%	13.70%	29.30%
Accommodation and Food Services	\$368	\$390	\$413	\$453	6.40%	14.10%	30.10%
Total	\$1,230	\$1,224	\$1,498	\$1,630	-0.5%	27.9%	48.2%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW) – August 2018

Georgetown Workforce Analysis and Target Industries Analysis

In 2017, the City of Georgetown finalized two consultant reports (by Avalanche Consulting from Austin): a Workforce Analysis and a Target Industries Analysis. These reports were intended, among other things, to help the city focus its economic development efforts on attainable and desirable industry sectors best suited to the city's location, labor market characteristics, and other factors.

- Georgetown's workforce tends toward lower education levels in its younger age groups.
- The reports highlighted the growth in Manufacturing in Georgetown in recent years. The Target Industries Analysis recommends that the City pursue additional growth in this sector. A key point regarding manufacturing is that it is associated with reasonably high wages.
- A second recommended target industry is Life Sciences. This includes Health Care, which has a wide range of wage levels associated with it, from low-wage service workers to affluent doctors and nurses.
- The third industry sector recommended in the reports is Professional Services. This sector has already been growing rapidly in Williamson County and features relatively higher wages.

Key Points – Employment

1. Several industry sectors with lower average wages, including Retail Trade, Educational Services, Accommodation and Food Services, and Health Care and Social Assistance, have the greatest shares of employment in Williamson County. Together these sectors account for over 81,000 jobs out of a total of 165,000 as of year-end 2017, or nearly half of all jobs.
2. Some high-wage industry sectors have exhibited strong growth in Williamson County, including Manufacturing and Professional and Technical Services.
3. However, the four lower-wage industry categories mentioned above are also growing strongly in number of jobs, which is expected given that they serve the local population and should increase as the local population increases.
4. Life Sciences, including Health Care, has been identified as a target industry for Georgetown to pursue. While success in this pursuit would bring a number of higher-wage jobs, it will also grow the number of lower-wage jobs associated with Health Care, which results in a relatively low average wage for that sector.

Existing Williamson County and Georgetown Households

Overall Household Income Profiles

In both Williamson County and Georgetown, there is a considerable split in the income profile between home owners and those who rent. Georgetown has a higher share of home owners, but incomes are lower across the board when compared with the County. The median income of Georgetown renters is much closer to the County's than it is for home owners.

One notable difference between the county-level and city-level data is that lower-income households are skewed more heavily toward owner households in Georgetown. For example, of all households earning less than \$50,000 annually, 52% are renters county-wide, but just 40% are renters in the City of Georgetown. This likely due at least in part to the large number of retiree-headed households in Georgetown.

2016 Household Income by Tenure

	Williamson County, Texas		Georgetown city, Texas	
	Count	Share	Count	Share
Total Households	173,125		25,235	
Median Income	\$81,818		\$67,379	
Owner-Occupied	117,637	67.9%	18,525	73.4%
Less than \$25,000	6,920	5.9%	1,402	7.6%
\$25,000 to \$49,999	15,453	13.1%	3,744	20.2%
\$50,000 to \$74,999	19,178	16.3%	3,454	18.6%
\$75,000 to \$99,999	17,156	14.6%	2,755	14.9%
\$100,000 to \$149,999	33,975	28.9%	4,616	24.9%
\$150,000 or more	24,955	21.2%	2,554	13.8%
Median Income	\$100,090		\$80,084	
Renter-Occupied	55,488	32.1%	6,710	26.6%
Less than \$25,000	10,068	18.1%	1,670	24.9%
\$25,000 to \$49,999	14,328	25.8%	1,776	26.5%
\$50,000 to \$74,999	13,680	24.7%	1,558	23.2%
\$75,000 to \$99,999	7,156	12.9%	629	9.4%
\$100,000 to \$149,999	6,645	12.0%	593	8.8%
\$150,000 or more	3,611	6.5%	484	7.2%
Median Income	\$53,914		\$48,833	

Source: US Census Bureau American Community Survey 2016 1-Year Data

In both Williamson County and Georgetown, the 25-44 and 45-64 age ranges have significantly higher incomes than the Under 25 and 65 and Over age ranges. Incomes within each of these ranges are comparable between the City and County; the median income differences seen the previous table can be attributed to the fact that 45.4% of Georgetown households are headed by someone in the lower-income 65 years and older bracket compared to just 19.4% in the whole County.

Nevertheless, within the age group 25-44, Georgetown has a significantly higher share of lower-income households than county-wide. In Georgetown, 29.8% of these households earn less than \$50,000 annually, while that number is 22.4% for the county overall.

2016 Household Income by Age of Householder

	Williamson County, Texas		Georgetown city, Texas	
	Count	Share	Count	Share
Total Households	173,125		25,235	
Median Income	\$81,818		\$67,379	
Under 25 Years	4,438	2.6%	555	2.2%
Less than \$25,000	772	17.4%	121	21.8%
\$25,000 to \$49,999	1,196	26.9%	0	0.0%
\$50,000 to \$74,999	1,390	31.3%	434	78.2%
\$75,000 to \$99,999	674	15.2%	0	0.0%
\$100,000 to \$149,999	163	3.7%	0	0.0%
\$150,000 or more	243	5.5%	0	0.0%
Median Income	\$57,042		\$58,892	
25-44 Years	69,894	40.4%	5,631	22.3%
Less than \$25,000	4,327	6.2%	494	8.8%
\$25,000 to \$49,999	11,342	16.2%	1,185	21.0%
\$50,000 to \$74,999	14,121	20.2%	850	15.1%
\$75,000 to \$99,999	9,119	13.0%	513	9.1%
\$100,000 to \$149,999	17,610	25.2%	1,357	24.1%
\$150,000 or more	13,375	19.1%	1,232	21.9%
Median Income	\$90,708		\$91,035	
45-64 Years	65,197	37.7%	7,601	30.1%
Less than \$25,000	5,240	8.0%	455	6.0%
\$25,000 to \$49,999	8,524	13.1%	956	12.6%
\$50,000 to \$74,999	10,174	15.6%	1,613	21.2%
\$75,000 to \$99,999	9,710	14.9%	1,108	14.6%
\$100,000 to \$149,999	18,808	28.8%	2,262	29.8%
\$150,000 or more	12,741	19.5%	1,207	15.9%
Median Income	\$96,534		\$94,088	
65 Years and Older	33,596	19.4%	11,448	45.4%
Less than \$25,000	6,649	19.8%	2,002	17.5%
\$25,000 to \$49,999	8,719	26.0%	3,379	29.5%
\$50,000 to \$74,999	7,173	21.4%	2,115	18.5%
\$75,000 to \$99,999	4,809	14.3%	1,763	15.4%
\$100,000 to \$149,999	4,039	12.0%	1,590	13.9%
\$150,000 or more	2,207	6.6%	599	5.2%
Median Income	\$55,115		\$52,210	

Source: US Census Bureau American Community Survey 2016 1-Year Data

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Georgetown, TX

Affordability Analysis

Generally owing to their ability to have multiple income-earners, family households have significantly high incomes than non-family households. Non-family households in Georgetown have a significantly lower median income than in the county as a whole, which may be influenced by the off-campus student population at Southwestern University or single retirees: two-thirds of non-family households in Georgetown earned less than \$50,000 in 2016, compared to just over half of such households in Williamson County overall.

2016 Household Income by Household Type

	Williamson County, Texas		Georgetown city, Texas	
	Count	Share	Count	Share
Total Households	173,125		25,235	
Median Income	\$81,818		\$67,379	
Family Households	127,064	73.4%	18,247	72.3%
Less than \$25,000	6,710	5.3%	1,592	8.7%
\$25,000 to \$49,999	16,381	12.9%	2,364	13.0%
\$50,000 to \$74,999	23,462	18.5%	3,739	20.5%
\$75,000 to \$99,999	19,683	15.5%	3,125	17.1%
\$100,000 to \$149,999	35,130	27.6%	4,505	24.7%
\$150,000 or more	25,698	20.2%	2,922	16.0%
Non-Family Households	46,061	26.6%	6,988	27.7%
Less than \$25,000	10,278	22.3%	1,480	21.2%
\$25,000 to \$49,999	13,400	29.1%	3,156	45.2%
\$50,000 to \$74,999	9,396	20.4%	1,273	18.2%
\$75,000 to \$99,999	4,629	10.0%	259	3.7%
\$100,000 to \$149,999	5,490	11.9%	704	10.1%
\$150,000 or more	2,868	6.2%	116	1.7%

Source: US Census Bureau American Community Survey 2016 1-Year Data

Georgetown, TX

Affordability Analysis

Housing Cost-Burdened Households

As one would expect, lower-income households pay a high percentage of their income for housing at higher rates than higher-income households. A majority of home owners earning less than \$50,000 pay greater than 30% of their income in housing costs. This drops considerably as incomes increase from there, with very few home owners making more than \$75,000 paying greater than 30% of their income for housing.

2016 Housing Costs as a Percentage of Household Income – Owner-Occupied Housing by Income

	Williamson County, Texas		Georgetown city, Texas	
	Count	Share	Count	Share
Total Housing Units	173,125		25,235	
Owner-Occupied housing units	117,637	67.9%	18,525	73.4%
Less than \$20,000	4,494	3.8%	733	4.0%
Less than 20 percent	235	5.2%	51	7.0%
20 to 29 percent	356	7.9%	57	7.8%
30 percent or more	3,903	86.8%	625	85.3%
\$20,000 to \$34,999	8,024	6.8%	2,152	11.6%
Less than 20 percent	1,510	18.8%	327	15.2%
20 to 29 percent	2,073	25.8%	687	31.9%
30 percent or more	4,441	55.3%	1,138	52.9%
\$35,000 to \$49,999	9,473	8.1%	2,191	11.8%
Less than 20 percent	2,355	24.9%	427	19.5%
20 to 29 percent	2,125	22.4%	821	37.5%
30 percent or more	4,993	52.7%	943	43.0%
\$50,000 to \$74,999	19,178	16.3%	3,454	18.6%
Less than 20 percent	7,039	36.7%	1,173	34.0%
20 to 29 percent	6,236	32.5%	1,097	31.8%
30 percent or more	5,903	30.8%	1,184	34.3%
\$75,000 or more	76,086	64.7%	9,925	53.6%
Less than 20 percent	54,066	71.1%	7,730	77.9%
20 to 29 percent	17,982	23.6%	1,861	18.8%
30 percent or more	4,038	5.3%	334	3.4%
Zero or negative income	382	0.3%	70	0.4%

Source: US Census Bureau American Community Survey 2016 1-Year Data

As with home owners, low income renters tend to be considerably more cost-burdened than higher-income renters. However, the burden is even more pronounced for renters at all but the highest incomes, especially in Williamson County as a whole.

It should be stated that the margin of error for this particular Census sampling program is quite high. However, a review of the 5-Year sample, which has a lower margin of error, indicates nearly as high a share of cost-burdened renters in this income group.

Note that greater than 90% of renters in the two lower income ranges pay greater than 30% of their income in housing costs while those figures are lower than 90% for home owners. As this data is divided into income brackets, this suggests that renting is generally more expensive than owning in Williamson County and Georgetown.

2016 Housing Costs as a Percentage Of Household Income – Renter-Occupied Housing by Income

	Williamson County, Texas		Georgetown city, Texas	
	Count	Share	Count	Share
Total Housing Units	173,125		25,235	
Renter-Occupied housing units	55,488	32.1%	6,710	26.6%
Less than \$20,000	6,043	10.9%	836	12.5%
Less than 20 percent	28	0.5%	0	0.0%
20 to 29 percent	125	2.1%	111	13.3%
30 percent or more	5,890	97.5%	725	86.7%
\$20,000 to \$34,999	7,905	14.2%	1,324	19.7%
Less than 20 percent	0	0.0%	0	0.0%
20 to 29 percent	746	9.4%	0	0.0%
30 percent or more	7,159	90.6%	1,324	100.0%
\$35,000 to \$49,999	8,813	15.9%	1,045	15.6%
Less than 20 percent	176	2.0%	0	0.0%
20 to 29 percent	2,738	31.1%	346	33.1%
30 percent or more	5,899	66.9%	699	66.9%
\$50,000 to \$74,999	13,311	24.0%	1,505	22.4%
Less than 20 percent	1,648	12.4%	40	2.7%
20 to 29 percent	7,126	53.5%	851	56.5%
30 percent or more	4,537	34.1%	614	40.8%
\$75,000 or more	17,038	30.7%	1,706	25.4%
Less than 20 percent	12,083	70.9%	1,046	61.3%
20 to 29 percent	4,646	27.3%	611	35.8%
30 percent or more	309	1.8%	49	2.9%
Zero or negative income	779	1.4%	0	0.0%
No cash rent	1,599	2.9%	294	4.4%

Source: US Census Bureau American Community Survey 2016 1-Year Data

Older households, especially older households that rent pay the largest shares of their income for housing in Williamson County, even greater than younger households that tend to be lower income and have a very high concentration of renters. This may be for a variety of reasons, including the declining or fixed incomes for older households, the demand that older renters may have for newer and more expensive properties, and a need for some older renters to be in a property that provides some level of assistance beyond that typically found in a rented housing unit.

2016 Housing Costs As A Percentage of Household Income – Williamson County Only by Age

	Owner-Occupied		Renter-Occupied	
	Count	Share	Count	Share
Total	117,637		55,488	
Householder 15 to 24 years	547	0.5%	3,891	7.0%
Less than 20.0 percent	433	79.2%	778	20.0%
20.0 to 24.9 percent	98	17.9%	504	13.0%
25.0 to 29.9 percent	0	0.0%	688	17.7%
30.0 to 34.9 percent	0	0.0%	665	17.1%
35.0 percent or more	16	2.9%	1,216	31.3%
Not computed	0	0.0%	40	1.0%
Householder 25 to 34 years	12,272	10.4%	16,463	29.7%
Less than 20.0 percent	7,076	57.7%	5,031	30.6%
20.0 to 24.9 percent	1,635	13.3%	3,523	21.4%
25.0 to 29.9 percent	831	6.8%	1,790	10.9%
30.0 to 34.9 percent	1,357	11.1%	2,146	13.0%
35.0 percent or more	1,373	11.2%	3,092	18.8%
Not computed	0	0.0%	881	5.4%
Householder 35 to 64 years	78,247	66.5%	28,109	50.7%
Less than 20.0 percent	43,498	55.6%	7,199	25.6%
20.0 to 24.9 percent	13,760	17.6%	4,605	16.4%
25.0 to 29.9 percent	6,072	7.8%	3,375	12.0%
30.0 to 34.9 percent	3,694	4.7%	3,370	12.0%
35.0 percent or more	10,911	13.9%	8,521	30.3%
Not computed	312	0.4%	1,039	3.7%
Householder 65 years and over	26,571	22.6%	7,025	12.7%
Less than 20.0 percent	14,198	53.4%	927	13.2%
20.0 to 24.9 percent	3,511	13.2%	376	5.4%
25.0 to 29.9 percent	2,865	10.8%	520	7.4%
30.0 to 34.9 percent	1,096	4.1%	706	10.0%
35.0 percent or more	4,831	18.2%	4,078	58.0%
Not computed	70	0.3%	418	6.0%

Source: US Census Bureau American Community Survey 2016 1-Year Data

Key Points of Households Analysis

1. In Williamson County, and for the most part also in the City of Georgetown, majorities of households earning less than \$50,000 per year are consider cost-burdened by housing, with expenses exceed 30% of gross income.
2. The cost burden is particularly severe for renters in the low to moderate income ranges. The vast majority of these renter households exceed the 30% share of housing cost - to - gross income ratio.
3. The prevalence of housing cost burden applies to households headed by all adult age ranges, including both those headed by young adults and middle-aged residents that should be in the "prime earning years."

Defining Housing Affordability

In this section, we will examine housing affordability using the common standard of 30% of household income. The ability to pay less than this share of household income would indicate that residents are in housing that is affordable for their income level. Paying greater than 30% of household income on housing costs would indicate households taking on a burdensome housing cost.

Owners

Home owners pay greater than 30% of their income on housing costs at modest rates in both Georgetown and Williamson County. For those without a mortgage, housing costs rarely exceed 30% as what is typically the largest cost for owned housing is no longer a concern. A majority of home owners with a mortgage pay less than 25% of their income in housing costs. For those without a mortgage, a majority pay less than 15% of their income in housing costs.

2016 Monthly Owner Costs as a Percentage Of Household Income

	Williamson County, Texas		Georgetown city, Texas	
	Count	Share	Count	Share
Total	117,637		18,525	
Housing units with a mortgage	87,071	74.0%	12,005	64.8%
Less than 10.0 percent	4,949	5.7%	1,326	11.0%
10.0 to 14.9 percent	14,531	16.7%	1,587	13.2%
15.0 to 19.9 percent	21,739	25.0%	2,182	18.2%
20.0 to 24.9 percent	16,289	18.7%	1,924	16.0%
25.0 to 29.9 percent	8,600	9.9%	1,424	11.9%
30.0 to 34.9 percent	5,445	6.3%	902	7.5%
35.0 to 39.9 percent	4,652	5.3%	930	7.7%
40.0 to 49.9 percent	3,672	4.2%	669	5.6%
50.0 percent or more	6,977	8.0%	1,061	8.8%
Not computed	217	0.2%	0	0.0%
30.0 percent or more	20,963	24.1%	3,562	29.7%
Housing units without a mortgage	30,566	26.0%	6,520	35.2%
Less than 10.0 percent	15,125	49.5%	2,339	35.9%
10.0 to 14.9 percent	5,333	17.4%	1,234	18.9%
15.0 to 19.9 percent	3,528	11.5%	1,040	16.0%
20.0 to 24.9 percent	2,715	8.9%	786	12.1%
25.0 to 29.9 percent	1,168	3.8%	389	6.0%
30.0 to 34.9 percent	702	2.3%	174	2.7%
35.0 to 39.9 percent	382	1.2%	164	2.5%
40.0 to 49.9 percent	301	1.0%	124	1.9%
50.0 percent or more	1,147	3.8%	200	3.1%
Not computed	165	0.5%	70	1.1%
30.0 percent or more	2,697	8.8%	732	11.2%

Source: US Census Bureau American Community Survey 2016 1-Year Data

The share of home owners who pay greater than 30% of their income on housing is relatively consistent across all three age ranges with a significant number of home owners. Young home owners make a very low share of total home owners.

As one would expect, the share of home owners paying greater than 30% of income for housing falls as household incomes increase. Those making less than \$10,000 pay above 30% of their income on housing slightly less than those in the next income range up, which may be due to those in the bottom income bracket being retired and living in housing without a mortgage.

2016 Monthly Owner Costs Greater Than 30% Percent of Household Income by Income

	Williamson County, Texas	
	Count	Share
Total	117,637	
Total In Income Range		
Less than \$10,000	1,987	1.7%
\$10,000 to \$19,999	2,889	2.5%
\$20,000 to \$34,999	8,024	6.8%
\$35,000 to \$49,999	9,473	8.1%
\$50,000 to \$74,999	19,178	16.3%
\$75,000 to \$99,999	17,156	14.6%
\$100,000 to \$149,999	33,975	28.9%
\$150,000 or more	24,955	21.2%
Greater Than 30% of Income		
Less than \$10,000	1,559	78.5%
\$10,000 to \$19,999	2,344	81.1%
\$20,000 to \$34,999	4,441	55.3%
\$35,000 to \$49,999	4,993	52.7%
\$50,000 to \$74,999	5,903	30.8%
\$75,000 to \$99,999	1,914	11.2%
\$100,000 to \$149,999	1,914	11.2%
\$150,000 or more	240	1.0%

Source: US Census Bureau American Community Survey 2016 1-Year Data

2016 Monthly Owner Costs Greater Than 30% Percent of Household Income by Age

	Williamson County, Texas	
	Count	Share
Total	117,637	
Total In Age Range		
Householder 15 to 24 years	547	0.5%
Householder 25 to 34 years	12,272	10.4%
Householder 35 to 64 years	78,247	66.5%
Householder 65 years and over	26,571	22.6%
Greater Than 30% of Income		
Householder 15 to 24 years	16	2.9%
Householder 25 to 34 years	2,730	22.2%
Householder 35 to 64 years	14,605	18.7%
Householder 65 years and over	5,927	22.3%

Source: US Census Bureau American Community Survey 2016 1-Year Data

Renters

Compared to home owners, renters pay greater than 30% of their income on housing costs at a significantly higher rate. The rate is 18.8 percentage points higher in the whole County and 21.1 points higher in the City of Georgetown. Greater than 15% of households spend 50% or more of their income on housing in both geographies, something well under 10% of home owners do. While the median gross rent as a share of income for the County is below 30%, in Georgetown it is 31.5%.

2016 Gross Rent as a Percentage Of Household Income

	Williamson County, Texas		Georgetown city, Texas	
	Count	Share	Count	Share
Total	55,488		6,710	
Less than 10.0 percent	2,576	4.6%	292	4.4%
10.0 to 14.9 percent	3,969	7.2%	294	4.4%
15.0 to 19.9 percent	7,390	13.3%	500	7.5%
20.0 to 24.9 percent	9,008	16.2%	1,339	20.0%
25.0 to 29.9 percent	6,373	11.5%	580	8.6%
30.0 to 34.9 percent	6,887	12.4%	700	10.4%
35.0 to 39.9 percent	2,759	5.0%	275	4.1%
40.0 to 49.9 percent	5,405	9.7%	1,016	15.1%
50.0 percent or more	8,743	15.8%	1,420	21.2%
Not computed	2,378	4.3%	294	4.4%
30.0 percent or more	23,794	42.9%	3,411	50.8%
Median gross rent as a percentage of household income	27.8%		31.5%	

Source: US Census Bureau American Community Survey 2016 1-Year Data

Unlike with home owners, the share of renters paying greater than 30% of their income on housing costs varies by age. Over two-thirds of renters age 65 and over pay more than 30% of their income in rent. Nearly half of the youngest renters do as well.

Much like with home owners, as incomes rise so too the share of renters paying greater than 30% of their income in rent falls. The same exception seen with home owners, where those in the lowest income band buck the trend and pay greater than 30% at a lower rate than those in the second lowest income band is present and notably more prominent among renters. Much like with homeowners, those making greater than \$50,000 pay greater than 30% of their income toward housing costs at significantly lower rates than those below.

2016 Monthly Renter Costs Greater Than 30% Percent of Household Income by Income

	Williamson County, Texas	
	Count	Share
Total	117,637	
Total In Income Range		
Less than \$10,000	2,405	4.3%
\$10,000 to \$19,999	4,700	8.5%
\$20,000 to \$34,999	8,260	14.9%
\$35,000 to \$49,999	9,031	16.3%
\$50,000 to \$74,999	13,680	24.7%
\$75,000 to \$99,999	7,156	12.9%
\$100,000 or more	10,256	18.5%
Greater Than 30% of Income		
Less than \$10,000	1,626	67.6%
\$10,000 to \$19,999	4,264	90.7%
\$20,000 to \$34,999	7,159	86.7%
\$35,000 to \$49,999	5,899	65.3%
\$50,000 to \$74,999	4,537	33.2%
\$75,000 to \$99,999	237	3.3%
\$100,000 or more	72	0.7%

Source: US Census Bureau American Community Survey 2016 1-Year Data

2016 Monthly Renter Costs Greater Than 30% Percent of Household Income by Age

	Williamson County, Texas	
	Count	Share
Total	55,488	
Total In Age Range		
Householder 15 to 24 years	3,891	7.0%
Householder 25 to 34 years	16,463	29.7%
Householder 35 to 64 years	28,109	50.7%
Householder 65 years and over	7,025	12.7%
Greater Than 30% of Income		
Householder 15 to 24 years	1,881	48.3%
Householder 25 to 34 years	5,238	31.8%
Householder 35 to 64 years	11,891	42.3%
Householder 65 years and over	4,784	68.1%

Source: US Census Bureau American Community Survey 2016 1-Year Data

Key Points of Defining Affordability

1. As of 2016, though less than one-fifth of owner-occupied households in Williamson County had incomes less than \$50,000 per year, over half of them were estimated to pay over 30% of their gross income in housing costs. Even for owner-occupied households that earned between \$50,000 and \$75,000, approximately 31% were similarly cost-burdened. It is estimated that over 19,000 owner-occupied households in 2016 were cost-burdened in Williamson County.
2. For renters, the problem was even more severe in 2016. Approximately 43% of all renter households, or nearly 24,000, in Williamson County were estimated to be housing-cost-burdened. Approximately 13,000 of these households earned less than \$35,000 in annual income, and another nearly 6,000 earned between \$35,000 and \$50,000.

AFFORDABLE HOUSING SUPPLY

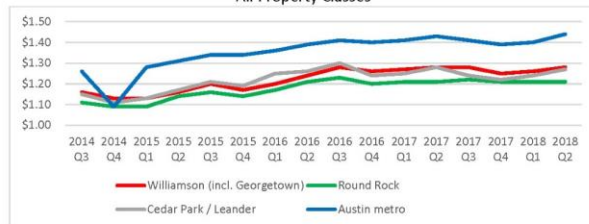
The increases in housing prices in the greater Austin metro since emerging from the recessionary period of 2009-2010 have impacted the Georgetown area as well. This section provides an overview of the supply of housing in the Georgetown Planning Area that is priced at levels that are possibly accessible to lower and moderate income households in Williamson County.

Housing price Overview

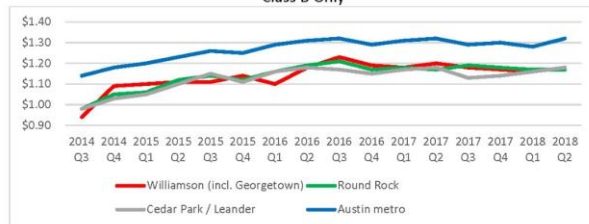
Rents

The last four years since 2014 have included generally rising rents in the greater Austin region, though the increases appear to be plateauing since 2017. This may be because overall supply has been increasing with new property deliveries, nearly all of which have been considered Class A, since land and construction costs generally limit the financial feasibility of new unsubsidized development to only upscale projects. The submarkets covering Williamson County have generally lower average lease rates per square foot than for the metro overall, due to the very high (by historical Texas standards) rates in central Austin. The total inventory tracked by Transwestern (which itself uses Austin Investor Interests as a data source) has risen from approximately 154,000 apartment units in 2014 to nearly 188,000 units as of mid-year 2018.

Multifamily Apartments Average Lease Rate per Square Foot, 2014 – 2018
All Property Classes



Class B Only



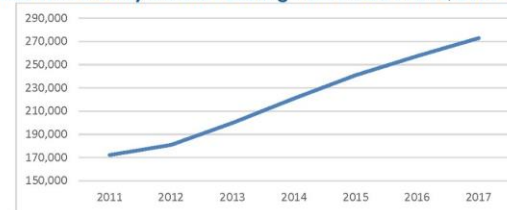
Sources: Transwestern and CDS Community Development Strategies

It is worth noting that Class B lease rates in Williamson County had surpassed \$1.00 per sq.ft. by 2014, somewhat of a milestone in rent appreciation and a challenge to affordability for moderate income workers. This level of rents means that a 900 square foot apartment (usually a two-bedroom) will typically cost over \$1,000 per month.

For Sale

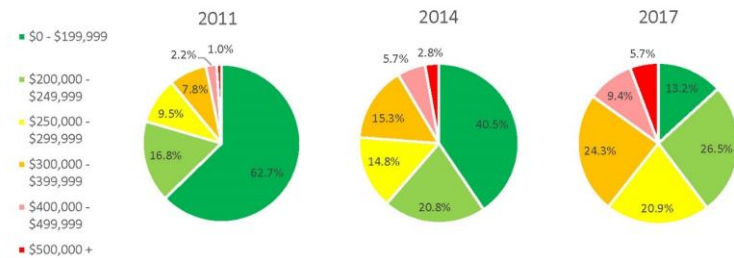
While apartment lease rates in the Austin metro and Williamson County have leveled off, if at considerably higher rates than the early 2010s, for-sale home prices have continued to increase at a pace which is particularly rapid by historical standards. Whereas only seven years ago sales under \$200,000 constituted a majority of all sales, they have rapidly diminished to the point of being only approximately 13% of countywide sales in 2017.

Williamson County Median Existing Home Sale Prices, 2011 – 2017



Source: The Real Estate Center at Texas A&M University

Shares of Williamson County Existing Homes Sales by Price Ranges



Source: The Real Estate Center at Texas A&M University

APPENDICES

Georgetown, TX

Affordability Analysis

Rental Supply – Units in Affordable Price Ranges

Georgetown Multifamily Apartment Properties

The market rate (non-subsidized or income-restricted) multifamily properties in Georgetown that supply more affordable rental units either fall into the Class “B” designation by the real estate investment community or are unrated. They tend to be older properties (the newest dates to 2001). Lease rates for one-bedroom units tends to range from \$750 to \$900 per month. Two-bedroom units range from approximately \$900 to \$1,100, with such units at a few properties slightly higher priced. The total number of units in the listed properties is 1,293.

Georgetown Class B / Unrated Multifamily Properties

#	Street	Property Name	Class	Yr Built	Total Units	Occ. %	Monthly Lease Rates		
							1 BD	2 BD	3 BD
708	W. 15th St.	Rail At Georgetown	B	1986	112	86%	\$815-\$875	\$1,100	
1700	S Austin Ave	Olde Georgian Apartments		N/A	40	100%	\$750-\$950		
806	E 13th St	Alpine Apartments		1979	18	94%	\$800+	\$1,000	
900	E 13th St	Mid-Century Park		1965	18	100%	\$800	\$875	
804	E 7th St			1982	8	N/A		\$900-\$950	
600	Luther Dr	Indian Creek Apartments	B	1986-94	240	96%	\$810-\$860	\$915-\$1,095	\$1,300-\$1,350
805	Quail Valley Dr.	Georgetown Place	B	2001	176	97%		\$1,040	\$1,195
209	Luther Dr.	Georgetown Park	B	1983	160	94%	\$744-\$799	\$889-\$1,009	
2719	E University Ave			1971	8		N/A	N/A	N/A
2111	N. Austin Ave.	Parkview Place	B	1998	176	N/A	N/A	N/A	N/A
302	Apple Creek Dr.	302 North	B	1985	176	96%	\$775-\$925	\$950-\$1,150	
200	Riverbend Dr	Westwood Townhomes		1996	110	100%	\$895	\$1,095-\$1,195	\$1,410-\$1,450
1500	Park Lane			1974	28	N/A	N/A	N/A	N/A
509	Cedar Dr			1973	16	N/A	N/A	N/A	N/A
3110	Whisper Oaks Ln			1984	7	N/A	N/A	N/A	N/A
Total					1,293				

Source: ALN, EnrichedData, and CDS Community Development Strategies

Georgetown also has a significant supply of multifamily properties that have been publicly subsidized in some fashion (federal tax credits, public housing, etc.) and have income restrictions on tenants to remain affordable to lower income residents. Three such projects are under construction, two of which will offer market rate units. Some properties are age-restricted to seniors. The total number of units in these properties is 1,916, including the under construction properties, and of which 1,697 units are income-restricted.

Georgetown, TX

Affordability Analysis

Georgetown Subsidized / Income-Restricted Multifamily Apartment Properties

#	Street Name	Property Name	Class	Yr Built	Total Units	Total Income-Restricted Units	Property Type
550	W. 22nd St.	Oaks at Georgetown	B	1997	192	192	LIHTC
210	W 18th St	Stonehaven Apartments		1968	158	158	GHA
2101	Railroad St	San Gabriel Senior Village	B	2007	100	100	Sr LIHTC
805	Quail Valley Dr.	Georgetown Place	B	2001	176	105	LIHTC + Mkt
1100	Leander Rd	San Gabriel Apartments		1979-82	136	136	LIHTC + USDA
206	Royal Dr	Georgetown Square Apartments		1973	55	54	LIHTC
121	River Bend Drive	Mariposa Apartment Homes	B	2006	201	201	Sr LIHTC
120	River Bend Dr	Cypress Creek at River Bend	B	2006	180	180	LIHTC
1617	Northwest Boulevard	Gateway Northwest		2014	180	177	LIHTC
4121	Williams Dr	Live Oak Apartments		U/C	108	108	LIHTC
501	E Janis Dr	Shady Oaks Apartments	C	1968	60	60	GHA & LIHTC
1622	Northwest Blvd	Northwest Apartments		1976	24	24	LIHTC
	SEC Williams Dr. / Woodlake	Merritt Heritage		U/C	244	122	Sr LIHTC + Mkt
	4900 block of Williams Dr	Kaia Pointe		U/C	102	80	LIHTC + Mkt
Total					1,916	1,697	

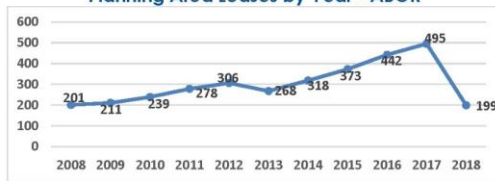
Source: ALN, EnrichedData, City of Georgetown, and CDS Community Development Strategies

Other Georgetown Rental Housing Supply

Multifamily apartments are not the only source of rental units in the Georgetown Planning Area. Housing consumers also look for individual or small-scale rentals. Unfortunately, comprehensive data is not available to summarize and analyze these transactions. There is, however, a sample of leasing data that is worth of examination through the Multiple Listing Service (MLS) database of the Austin Board of Realtors (ABOR). Many residential realtors also use the MLS to advertise leasable units or homes on behalf of the landlords they represent. Rental units could be single family homes, townhomes, or condominiums. Realtors will not normally handle leasing in apartment complexes.

The number of these transactions has been steadily rising, reaching nearly 500 for the year 2017. It is impossible to know how large a sample this constitutes since the statistics on the full universe of residential lease transactions are not compiled by any source; transactions may also occur due to posting signs, word of mouth, and online forums such as Craigslist. Units rented through these avenues may supply greater affordability within the market, since they are typically not having to recover extensive landlord overhead and management expenses through rent revenue as a larger multifamily property does.

Planning Area Leases by Year - ABOR



Source: ABOR/MLS July 2018

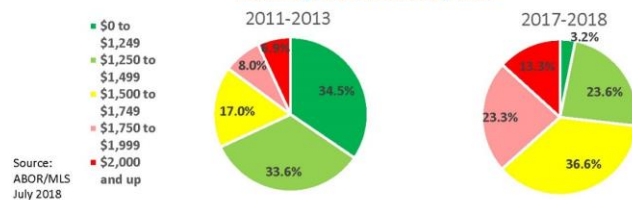
Planning Area Leasing Data

Lease Year	Lease Price	Median SF	Median Year
2008	\$1,200	1,671	2000
2009	\$1,195	1,791	2000
2010	\$1,200	1,708	1999
2011	\$1,295	1,758	2001
2012	\$1,363	1,822	2001
2013	\$1,350	1,694	2001
2014	\$1,500	1,786	2002
2015	\$1,595	1,775	2003
2016	\$1,600	1,769	2004
2017	\$1,650	1,769	2003
2018	\$1,675	1,176	2006

Source: ABOR/MLS July 2018

The relatively recent Median Year indicates that many of these leases are happening in recently built housing developments, likely with investor purchases who intended to rent them. A ten-year historical review shows that rents have had to rise as dramatically as home prices, which is financially necessary for investors to earn a satisfactory return as well as a sign of general demand. The lease rate per unit square footage is lower than for multifamily apartments, which is expected because of the larger unit sizes of the ABOR-facilitated rentals. These lease rates are comparable to many of the new class A apartments, though usually for larger units (especially in the case of single family rentals). Their role in providing affordable housing to lower-income renters is minimal.

Planning Area Leases by Rate



Source: ABOR/MLS July 2018

A particular type of rental unit in Georgetown for which no large transaction or listing sample was available is the small-scale multi-unit property (mostly quadplexes) and duplexes. These are mostly concentrated in neighborhoods on just south of the historic core, just west of I-35 off Leander Road, and in relatively older residential areas off Williams Drives also just west of I-35. A small sample of listings from field research indicates that typical rents in these properties may be comparable to Class B market rate multifamily units for the same number of bedrooms. While they usually lack some of the common amenities available in the multifamily properties, such as swimming pools and playgrounds, they can offer more interior square footage and sometimes semi-private yard space, which may be more appealing to families.

Unit Size, Location, Quality, Amenities / Services Considerations

The vast majority of both market-rate / unsubsidized and subsidized / income-restricted multifamily properties are observed to be in acceptable condition. Most are located in central Georgetown or close to I-35, which is helpful for accessibility to jobs and services. It should be noted that the three properties under construction will be located in the Williams Drive corridor at a further distance from central Georgetown or I-35 than existing properties, but in relatively close proximity to retail and health care jobs and services. The newer Class A, non-affordable properties that have recently been developed in Georgetown have considerably more expansive and appointed on-site amenities, which is creating a substantial qualitative contrast with the older more affordable properties (both market rate and older subsidized / income-restricted). Newer properties developed through the Low Income Housing Tax Credit (LIHTC) program tend to be of high quality aesthetically, though on-site amenities may not be as extravagant as newer Class A market rate properties.

For-Sale Supply – Homes in Affordable Price Ranges

Existing housing

Market data for the Georgetown Planning Area from the MLS transactions in recent years show that there is very little excess inventory of existing homes available; this is evident from the relatively small difference between listing price and sales price, and also the short average days on market (less than 40, down from a typical 70 to 90 a few years earlier). Thus the number of closed sales represent a fairly good approximation of supply for 2017-18.

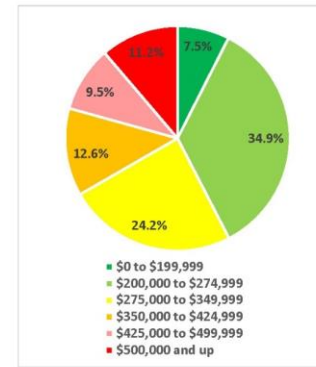
In the January 2017 to July 2018 period, there were the following volume of sales in the three lowest price ranges:

Planning Area Sales Volumes in Lowest Price Ranges, 2017-2018

Price Range	# of Sales
\$0 to \$199,999	217
\$200,000 to \$274,999	1,013
\$275,000 to \$349,999	703

Source: ABOR/MLS July 2018

Planning Area Sales By Price 2017-2018



Source: ABOR/MLS July 2018

The sales volumes in the bottom two price ranges, below \$275,000 (1,230 total sales), are a dramatic drop from previous years. In the 2014-2016 period, sales in these two categories totaled 3,087. These lower price categories represent “entry level” prices for first-time buyers at or below area median income (approximately \$67,000 and \$82,000 for Georgetown and Williamson County respectively as of the 2016 American Community Survey – see the analysis in the next section). However, the area housing market is rapidly shrinking the available inventory of such homes.

New developments

At present, I-35 creates a dividing line of significant price difference between new for-sale housing developments to the east and west. West of the freeway, higher development costs and appeal to affluent home buyers lead to new homes that are predominately in “move-up” price ranges. East of the freeway, by contrast, new homes under \$275,000 (all above \$200,000 however) are being offered at several developments. Also, the on the west side of I-35, the new southern phase of Wolf Ranch will offer at least one section of homes likely to be at under \$300,000.

CDS did not have access to data that summed all current new development in these price ranges, so exact quantification of this new supply is not strictly possible. Also, large numbers of single family lots are in the planning stage. Developers are attempting to continue offering homes in entry-level price ranges by shrinking lot sizes (most notable lot front width), below what had been typical in modern suburban subdivisions. Lot widths of 50 feet and narrower in new subdivisions in southern Georgetown may indicate developer attempts to offer more affordable products. In some cases, such as Old Mill Crossing and the Villas at Teravista, developers are offering attached product (in the case of the former, in a condominiumized townhome format) to further increase affordability.

It should be noted that initial creation of smaller lots in a new development does not assure that their pricing will remain constant even during buildout; prices can rise as market pressure advances or construction costs escalate. Also, some products for small lots intentionally target higher price points and a different, more affluent market by including higher levels of design, finishes, construction materials, and access to in-development amenities. The Gardens at Verde Vista, a garden home and villa development near Shell Road and Williams Drive, is an example of this.

A review of recent plats for new single family developments in Georgetown indicates that smaller lots are a key component of current development plans. Plats for Teravista Sections 401 and 402, Saddlecreek, and La Conterra North showed 720 lots of under 50 feet in width. Totals were not available for Westhaven and Stillwater, but those projects of 371 and 230 lots respectively appear to have majorities of lots below 55 feet in width. (Several of these developments are currently actively building and selling now.) Also, Pecan Branch, which allows manufactured or pre-fabricated home structures, is providing another option for affordable lot ownership northeast of the existing city limits.

Housing Location, Quality, Amenities / Services Considerations

As previously mentioned, older existing lower-priced housing is rapidly appreciating. This is housing located predominately in 1960s to 1990s era neighborhoods on the outskirts of central Georgetown. In contrast, the new entry-level housing tends to be at greater distance from Old Town and not in proximity to the recreational amenities the city is known for. Most of these developments include some in-project amenities (Saddlecreek will have a large recreational center) but are otherwise somewhat disconnected from popular destinations. The lower-quality construction and finishes that help make these new homes affordable may bring value retention challenges in the long run, though other factors such as quality of schools and nearby amenities and services can serve to encourage needed reinvestments and upkeep if they are perceived as desirable.

ANALYSIS AND RECOMMENDATIONS – RENTAL HOUSING

Magnitude of Affordable Demand / Supply Gaps

Estimating the magnitude of affordable housing demand requires the establishment of standards for affordable rent levels and home purchase prices. This is relatively straightforward for rental housing, as household income levels can be directly translated into affordable monthly rents at a maximum of 30% of gross income. It should be noted that considerations such as security deposits, incarceration records, credit scores, family size, willingness to share with roommates, and other household expenses (medical payments, car-related expenses, student loan payments, etc.) are obviously important in determining the affordability levels for individual households, but are beyond the basic analysis provided in this report as summarized in the table below.

The corresponding HUD income limit classifications for 2018 are included in the analysis table for reference purposes, as the City and developers must adhere to the rules attached to these classifications if using federally funded subsidies to produce affordable housing.

Affordable Rent Calculation

Annual Income	\$15,000	\$20,000	\$25,000	\$30,000	\$35,000	\$40,000	\$45,000	\$50,000	\$55,000	\$60,000	\$65,000	\$70,000	\$75,000
Hourly wage rate	\$7.21	\$9.62	\$12.02	\$14.42	\$16.83	\$19.23	\$21.63	\$24.04	\$26.44	\$28.85	\$31.25	\$33.65	\$36.06
Weekly wage	\$288	\$385	\$481	\$577	\$673	\$769	\$865	\$962	\$1,058	\$1,154	\$1,250	\$1,346	\$1,442
Monthly income	\$1,250	\$1,667	\$2,083	\$2,500	\$2,917	\$3,333	\$3,750	\$4,167	\$4,583	\$5,000	\$5,417	\$5,833	\$6,250
Max. rent	\$375	\$500	\$625	\$750	\$875	\$1,000	\$1,125	\$1,250	\$1,375	\$1,500	\$1,625	\$1,750	\$1,875
HUD Family Income Classification (2018):													
2-person family	ELI	ELI	VLI	VLI	LI	LI	LI	LI	LI				
3-person family	ELI	ELI	VLI	VLI	VLI	LI	LI	LI	LI	LI			
4-person family	ELI	ELI	ELI	VLI	VLI	VLI	LI	LI	LI	LI	LI		

Notes:

(1) Hourly wage rate based on 2,080 hours/yr.

(2) HUD derives its income limits from median family income (MFI) for a given area (Williamson County). Family income considers only households with at least two persons related by birth, marriage, or adoption living in the same housing unit; it does not include 1-person households or households of two or more unrelated people. ELI = Extremely Low Income, VLI = Very Low Income (50% MFI), LI = Low Income (80% MFI).

The most relevant estimate of affordable rental housing need in Williamson County is from the 2016 American Community Survey data as related in the first section of this report. Those data showed very high levels (over 80%) of housing cost burden for renter households earning less than \$35,000 of annual income, which is less than 50% of the county’s median income and includes many who work in low-skill, low-rank positions in industries such as Retail, Health Care, and Accommodation and Food Services. High burden levels were also estimated for households earning between \$35,000 and \$50,000 per year, which likely includes large shares of lower skill or lower ranking employees across a wide range of industries; approximately two-thirds of such households were estimated to be cost-burdened. Even one-third of renter households earning between \$50,000 and \$75,000 fell into the rent-burdened category.

Based on the Affordable Rent Calculation table above, a summary of the total cost-burdened renter households as of 2016, and the maximum rent they should pay to avoid being cost-burdened, is as follows:

Estimated Williamson County Affordable Rental Housing Need by Income Range, 2016

Income Range	# Cost-Burdened Households	Monthly Rent Range Needed
Less than \$20,000	5,890	Under \$500
\$20,000 to \$34,999	7,159	\$500 to \$875
\$35,000 to \$49,999	5,899	\$875 to \$1,250
\$50,000 to \$74,999	4,537	\$1,250 to \$1,875

Sources: American Community Survey (1-Year) 2016; CDS Community Development Strategies

These estimates may be understated or insufficient because:

- Some households may have other expenses (notably children) which lowers the range of rent needed to have a truly manageable household budget; thus their needed monthly rent range is lower than what is reported in the table.
- Some renter households are not classified as cost-burdened because they are “doubling up” with other renters in a situation more crowded than they would prefer, but necessary to avoid being cost-burdened.
- These figures are based on the 2016 1-Year ACS. Given the fast growth in the county, the current numbers for 2018 are likely higher than those shown in the table.

Alternatively, there could be an element of overstatement in these estimates of households due to retirees who have low incomes but have sufficient wealth to tap into for rent payments.

Georgetown Role in Supply Provision

The previous estimates of affordable housing need represent Williamson County-wide totals. Georgetown is one of several large and fast-growing suburbs within the county, with others being Round Rock, Cedar Park, and Leander. So, Georgetown should not be obligated to bear the responsibility of providing affordable rental housing for the whole county.

However, given that Georgetown already has a substantial and growing base of industries such as Retail and Health Care which generate households in the analyzed income ranges, the community could consider having some amount of responsibility to provide reasonable housing for these employees. Georgetown is already providing approximately 3,200 units of rental housing in multifamily properties known to be “Naturally Occurring Affordable Housing” (NOAH) or subsidized and income-restricted to lower wage level renters. While occupancy data was not available for all of these properties, research found them to be generally either full or with low vacancy rates, indicating strong demand.

The lowest income groups are served by subsidized and income-restricted multifamily properties, including the public housing properties of the Georgetown Housing Authority. There are approximately 1,700 such units in Georgetown; however the need for rental housing reasonably affordable to households earning less than \$35,000 was very high at over 13,000 as of 2016, and is likely considerably higher now. It is likely that not all of these households are employed; some may be receiving Disability assistance from the government. However, there are likely still many employees in this income range that are working at Georgetown employers, or who are independent contract workers in Georgetown.

Because Georgetown’s supply of independently rented housing (as opposed to larger multifamily complexes or homes rented through realtors) is not easily quantified, its role in affordable housing provision is definite but of uncertain magnitude.

Preservation analysis

Market data on Georgetown rental housing indicates a significant increase in lease rates since the early 2010s, though rate increases have slowed in the last two years for multifamily apartments. However, based on the research on current rents at existing properties, it appears that the stock of NOAH in Georgetown has appreciated to the point where it is devoted to renters with wages above \$35,000 – basically the lower middle class. Continued appreciation would shrink the affordability role this housing stock plays. As noted in the previous section of this report, the homes rented through realtors have already appreciated to the point where they no longer play a meaningful role in affordable housing provision.

Three general classes of units appear to be candidates for preservation as affordable housing stock:

1. **Small-scale multi-unit rental structures (primarily duplexes and quadplexes):** Data on rents in Georgetown’s stock of small-scale rental multifamily structures was limited, but it appears that these units are generally comparable to Class B multifamily apartment complexes. Their unit size may be slightly larger than conventional apartments and have some semi-private yard space, making them more suitable for families. Three principal clusters of such units were identified: the Quail Valley area on the near-south side of the city; an area south of Leander Road just west of I-35; and some clusters off Williams Road between I-35 and Serenada Drive. Condition appears to vary, but there was no observation of any extensive deterioration. In fact, units in Quail Valley appeared to be received rehab or upgrades during field research.
2. **Older, Class B and unrated apartment complexes:** Currently, older apartment properties serve as the key reservoir of rental units for semi-skilled and “service class” workers in what might be termed the “lower middle class.” The target income ranges for these properties are households with incomes from \$35,000 per year to \$50,000 and slightly higher. Employment growth trends and the identified target industries for Georgetown indicate that the prospects for increased demand in this rent range are strong. It is important that the existing properties, other than some very small properties with potential condition issues, not be lost to redevelopment or other change of use.
3. **Subsidized properties serving very low income and low income residents.** Rental households with incomes under \$35,000 have virtually no choice for affordability except to either “double up” with roommates or family or seek units at subsidized properties whose income limits are meant to specifically serve households in this income group. The large estimated demand from households in this income class means that Georgetown will need to examine possibilities for further increasing the stock of such units (which is happening with three tax-credit projects under construction). The City should encourage existing income-restricted properties to remain as such when required income restriction periods ends.

ANALYSIS AND RECOMMENDATIONS – FOR-SALE HOUSING

Magnitude of affordable demand / supply gaps by income level

Estimation of affordable home purchase prices is more involved than for rental housing, and requires additional assumptions regarding the type of mortgage, interest rates, property taxes, and other expenses such as property insurance. As of 2018, the vast majority of first-time home buyers in moderate price categories are utilizing programs such as Federal Housing Administration (FHA) mortgage insurance, which reduces the required down payment to as low as 3.5% of purchase price. The following tables describe an FHA mortgage scenario and other assumptions to arrive at the income levels needed for an estimated monthly housing cost below the 30% standard. The calculations indicate that a first-time home purchase for households with incomes under \$40,000 is likely unrealistic.

Affordable For-Sale Home Price Calculation

Assumptions

Tax Rates

Williamson County	0.426529	
City of Georgetown	0.420000	
Georgetown ISD	<u>1.409000</u>	
Total	2.255529	
Down payment	3.50%	of home price
Closing costs	4.00%	of home price
FHA UFMIP	1.75%	of loan amount
Annual mortgage insurance	0.85%	of loan amount
Mortgage rate	4.625%	per year
Mortgage term	30	years
Insurance	\$1,500	per year
Affordability standard	30%	of gross income

Home price	\$150,000	\$175,000	\$200,000	\$225,000	\$250,000	\$275,000	\$285,000	\$300,000	\$325,000	\$350,000
Down payment	5,250	6,125	7,000	7,875	8,750	9,625	9,975	10,500	11,375	12,250
Closing costs	6,000	7,000	8,000	9,000	10,000	11,000	11,400	12,000	13,000	14,000
Total up-front costs	\$ 11,250	\$ 13,125	\$ 15,000	\$ 16,875	\$ 18,750	\$ 20,625	\$ 21,375	\$ 22,500	\$ 24,375	\$ 26,250
FHA Loan amount	\$ 147,283	\$ 171,830	\$ 196,378	\$ 220,925	\$ 245,472	\$ 270,019	\$ 279,838	\$ 294,566	\$ 319,113	\$ 343,661
Monthly mortgage	764	891	1,018	1,146	1,273	1,400	1,451	1,527	1,655	1,782
Monthly MIP	104	122	139	156	174	191	198	209	226	243
Monthly home insurance	125	125	125	125	125	125	125	125	125	125
Monthly taxes	28	33	38	42	47	52	54	56	61	66
Total PITI with MIP	\$ 1,021	\$ 1,171	\$ 1,320	\$ 1,469	\$ 1,619	\$ 1,768	\$ 1,828	\$ 1,917	\$ 2,067	\$ 2,216
Required MGI	\$ 3,404	\$ 3,902	\$ 4,400	\$ 4,898	\$ 5,396	\$ 5,893	\$ 6,093	\$ 6,391	\$ 6,889	\$ 7,387
Required annual income	\$40,848	\$46,823	\$52,797	\$58,772	\$64,746	\$70,721	\$73,111	\$76,696	\$82,670	\$88,645
Weekly wage	\$786	\$900	\$1,015	\$1,130	\$1,245	\$1,360	\$1,406	\$1,475	\$1,590	\$1,705
Hourly wage equivalent	\$19.64	\$22.51	\$25.38	\$28.26	\$31.13	\$34.00	\$35.15	\$36.87	\$39.75	\$42.62
HUD Family of 4 Classification	VLI	LI	LI	LI	LI					

Note: Hourly wage rate based on 2,080 hours/yr. VLI = Very Low Income (50% MFI); LI = Low Income (80% MFI)

It should be noted that the FHA price / income model does not include other likely housing-related expenses such as maintenance, utilities, and homeowners association dues.

Lastly, while this model may provide a reasonable estimate of required household income, it does not include other financial constraints such as other personal and student loan debt, car-related expenses, health care expenses, etc. The model also assumes the buyers have the needed up-front costs, which is a common affordability challenge for entry-level and first-time buyers.

The 2016 ACS 1-Year data provided in the first section of the report showed that households earning under \$35,000 annually constitute only an estimated 10.6% of total owner-occupied households in Williamson County; also, the above FHA model shows that such income levels would be very difficult to qualify as first-time buyers, because the attainable purchase price of homes would be an unrealistically low level. The ACS data also showed that for households over \$75,000, only 5.3% would be considered cost-burdened at the 30% standard. So, an estimate of the magnitude of affordable for-sale housing needs will focus on households with incomes from \$35,000 to \$75,000 annually, who constitute the bulk of the lower half of the "middle class" (median income in Williamson County in 2016 was estimated to be approximately \$82,000).

It should be noted that less conventional models such as small-unit low-rise condominiums, the manufactured home and mixed-tenure model of Pecan Branch (still proving its concept at the present time), and mixed owner-renter duplexes (where the rental unit income can count toward mortgage qualification) could be residential development products that provide a more feasible pathway into affordable home ownership for households under \$35,000 in income. Their market feasibility in Georgetown is as yet unknown for these products, so they are not a focus of this analysis, though further investigation of them as a future affordable option may be warranted.

The ACS estimated that the number of cost-burdened households in 2016 in Williamson County was as follows, associated with the maximum home price these households could pursue without being cost-burdened:

Estimated Williamson County Affordable For-Sale Housing Need by Income Range, 2016

Income Range	# Cost-Burdened Households	Home Price Range Needed
\$35,000 to \$49,999	4,993	Under \$200,000
\$50,000 to \$74,999	5,903	\$200,000 - \$290,000

These estimates would likely be underestimated for 2018 and the near future, for the following reasons:

- Home prices continued escalating after 2016, while incomes likely did not keep pace.
- The overall population of Williamson County also continued to rapidly increase since 2016.

The analyzed income ranges cover typical job positions in a wide range of industries in Williamson County, including some of its fastest-growing like Health Care and Construction, so growth of those sectors will further increase demand for housing priced in those ranges.

Georgetown Role in Supply Provision

The most obvious issue with the output of the county-level for-sale housing needs analysis is that the availability of homes priced under \$200,000 in the Planning Area has shrunk drastically since 2016, with only 217 sales in that price range in 2017-18. There has been no newly developed conventional single family housing in that price range either. Thus whether to target the \$35,000 to \$50,000 income range for for-sale housing options in Georgetown becomes a major affordable housing policy decision. Even if Georgetown does decide to do so, land and development costs will be a challenge that likely limits the potential quantity of conventional single family homes to a small share of the amount needed.

Homes priced to be affordable to households in the \$50,000 to \$75,000 income range are being built today in Georgetown. The overview of housing supply in the previous section discussed the near term positive outlook for more of such single family (detached and attached) being produced, primarily east of I-35: the number of lots likely to accommodate such housing numbered well over 1,000 (some of that has been built as of summer 2018). The question becomes whether future developments in the middle and long term will continue to add to supply.

One other aspect to meeting affordable for-sale housing needs is that many potential buyers who qualify for a mortgage in terms of income may not be able to pay the needed up-front costs (also estimated in the above analysis), even with programs such as FHA. (It should be noted that VA and USDA loan programs offer 0% down options.) Whether or not to address this element of demand becomes another policy decision that would be focused equally on housing supply and buyer assistance.

Preservation analysis

The opportunity to preserve for-sale housing under \$200,000 is nearly gone in Georgetown; keeping the existing stock at those prices would require rapid and significant action. Such housing is most likely to be found in the very few older small attached condominium complexes in the city or in areas with 1960s to 1980s-era homes that are not seeing infill or tear-downs and redevelopment.

Preservation of housing in the \$200,000 to \$275,000 range has greater opportunities, both in terms of existing older housing (especially east of I-35) and sites for new housing development (again, primarily east of I-35).

- Neighborhoods built in the 1960s to 1980s, and possibly into the 1990s, on conventional suburban-sized lots likely provide the greatest preservation opportunity in this price range.
- Preservation of sites for future affordable for-sale housing development will entail (at a minimum) examination of infrastructure provision, development fees, and the approval process to ensure that the City is not counteracting or removing the conditions that are allowing such housing to be produced today. As exogenous costs such as land and construction costs continue to rise, these elements of the development process can be examined for potential ways to mitigate those costs to preserve the current housing delivery system and financial model.



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APPENDICES

Appendix T: Senior Housing Memo

MEMORANDUM



DATE: December 20, 2018
TO: Susan Watkins, City of Georgetown
 Nathaniel Waggoner, City of Georgetown
CC: Erica Craycraft-Bartlett, Freese & Nichols
FROM: Steve Spillette, CDS Community Development Strategies (CDS)
RE: Georgetown Housing Element – Seniors Affordable Housing findings

The recently completed Affordability Analysis report covers all major segments of demand for various types of affordable housing as a collective force, but its major focus regarding the outlook for demand growth was on workforce housing needs driven by local employment growth. This memo is a follow-up to that report which shifts the focus to the housing affordability needs of seniors in the Georgetown area.

An important point to make is that seniors are technically only defined by age group (generally 65 and over); other characteristics can be highly disparate. Their wealth and income levels can vary drastically, and may not be closely related between those two measurements; retirees with moderate annual incomes can still possess considerable wealth. Though stereotypically retired, some seniors continue working by necessity or by choice. Most have been homeowners, but a portion of senior households have always been renters; and some senior homeowners choose to become renters. Their physical condition and health are also highly variable. Their cultural and lifestyle tastes are also highly variable, from laid-back recreational living (for example, on a golf course) to increasing urban social activities (volunteering and cultural organizations) to shifting toward greater involvement with their children and grandchildren (sometimes as unpaid child care workers).

The remainder of this memo will document the size and housing consumption characteristics of the area senior population and the housing supply in the Georgetown Planning Area that is limited or targeted to seniors. It will conclude with some findings and recommendations to specifically address seniors' affordable housing needs. Also, a concluding addendum will illustrate the impacts Sun City has on various demographic measurements for Georgetown.

Georgetown is a somewhat unique housing market in the Austin metro, and even in Texas, because of its strong connection to the middle class and affluent retiree market, driven by Sun City. This can have a distorting effect on the overall profile of demand for seniors housing. Nevertheless, many of the same basic issues driving the seniors' housing market are still present, with affordability an ongoing concern.

DEMAND AND DEMOGRAPHICS REVIEW

The senior population of the northern Austin metropolitan area, as represented by Williamson County, has been growing rapidly. Census data shows that from 2010 to 2016, Williamson County gained nearly 26,000 residents over age 65. Furthermore, the population between the ages of 55 and 65 increased by approximately 14,000, representing another large population cohort that will move into over-65 status during the following 10 years.

Williamson County Population Trends – Age 55 and Over

Age Group	Population		
	2010	2016	Change 2010-2016
55 to 59 years	21,724	28,022	6,298
60 to 64 years	18,199	25,907	7,708
65 to 69 years	13,515	24,321	10,806
70 to 74 years	9,208	15,333	6,125
75 to 79 years	6,494	9,517	3,023
80 to 84 years	4,482	6,873	2,391
85 years and over	3,982	7,402	3,420
65 years and over	37,681	63,446	25,765

Sources: 2010 Decennial Census and 2016 ACS 1-Year

Care must be taken when reviewing household income data for the senior population. As noted earlier, retired seniors may have relatively low or moderate incomes but have sufficient savings to fund a middle class lifestyle.

In the case of Williamson County and the City of Georgetown, a large share of households headed by seniors continue to have middle class incomes – the median household income for both geographies is over \$50,000. That still leaves nearly half of senior households that fall into a low to moderate income category; a significant portion of these households are likely to face housing spending constraints that could truly make them cost-burdened.

2016 Household Income by Age of Householder

	Williamson County, Texas		Georgetown city, Texas	
	Count	Share	Count	Share
Households Headed by 65 Years and Older	33,596	19.4%	11,448	45.4%
Less than \$25,000	6,649	19.8%	2,002	17.5%
\$25,000 to \$49,999	8,719	26.0%	3,379	29.5%
\$50,000 to \$74,999	7,173	21.4%	2,115	18.5%
\$75,000 to \$99,999	4,809	14.3%	1,763	15.4%
\$100,000 to \$149,999	4,039	12.0%	1,590	13.9%
\$150,000 or more	2,207	6.6%	599	5.2%
Median Income	\$55,115		\$52,210	

Source: US Census Bureau American Community Survey 2016 1-Year Data

**2016 Housing Costs As A Percentage of Household Income
– Williamson County by Age**

	Owner-Occupied		Renter-Occupied	
	Count	Share	Count	Share
Householder 65 years and over	26,571		7,025	
Less than 20.0 percent	14,198	53.4%	927	13.2%
20.0 to 24.9 percent	3,511	13.2%	376	5.4%
25.0 to 29.9 percent	2,865	10.8%	520	7.4%
30.0 to 34.9 percent	1,096	4.1%	706	10.0%
35.0 percent or more	4,831	18.2%	4,078	58.0%
Not computed	70	0.3%	418	6.0%

Source: US Census Bureau American Community Survey 2016 1-Year Data

Estimates of the share of housing spending by senior-headed households in 2016 indicated that over two-thirds of senior renter households are cost burdened. However, the largest share of senior households by far are home owners, and slightly fewer than one-fifth of them households are in the same position. One advantage that home-owning seniors may have, if they have been in their home for a long period, is that their mortgage (if they had one to begin with) has been paid off, removing that element of their housing expenses.

HOUSING SUPPLY FOR SENIORS IN GEORGETOWN

Seniors choose to live in a wide variety of housing. Apart from the obvious choice to own or rent, seniors may select detached or attached homes, one-story or two-story, and age-restricted or not, all subject to their maximum affordable price. Those with particular health or medical conditions who no longer qualify as “active adults” need various types of assisted living and continuing care facilities.

So, identifying the supply housing for seniors in the Georgetown Planning Area is not a straightforward task. There is a set of properties, both rental and for-sale, that are explicitly limited to older residents (over 55 or 62), most notably the Del Webb Sun City development. Beyond those developments, seniors are scattered over other housing types, some of which are not age-restricted, but which generally cater to seniors in their market positioning.

Age-Restricted Active-Adult Rental Housing

There are three active-adult multifamily properties (one is under construction) that have some or all of their units restricted to renters aged 55 and over. All are Low Income Housing Tax Credit projects.

Georgetown Age-Restricted, Active-Adult Multifamily Rental Properties

#	Street Name	Property Name	Class	Year Built	Total Units	Total Income-Restricted Units	Occ. %	Property Type
2101	Railroad St	San Gabriel Senior Village	B	2007	100	100	96%	Sr LIHTC
121	River Bend Drive	Mariposa Apartment Homes	B	2006	201	201	99%	Sr LIHTC
	SEC Williams Dr. / Woodlake	Merritt Heritage		U/C	244	122	N/A	Sr LIHTC + Mkt

Source: ALN, EnrichedData, City of Georgetown, and CDS Community Development Strategies

The two existing income- and age-restricted properties have very high occupancy, which is not surprising given the general high occupancy of moderately-priced multifamily rental properties in Georgetown. Rent increases over time at these properties are controlled by HUD guidelines for percentage of Area Median Income (AMI), which has been increasing in Williamson County thus gradually increasing LIHTC lease rates.

Other multifamily rental properties, though not age-restricted or even income-restricted, may cater to older renters by virtue of unit size, rental prices, and word of mouth. For example, the Olde Georgian Apartments on S. Austin Avenue are almost exclusively rented over-55 households, with rents under \$1,000 per month for 1-bedroom units.

Age-Restricted For-Sale Housing

CDS is aware of three existing for-sale housing areas that are age-restricted to older buyers. The most significant is Sun City Georgetown by Del Webb, a division of Pulte Group. Having started home construction within Sun City in the 1990s, the community now exceeds 7,500 homes accommodating an estimated 14,000 residents. A new section on the north side of the existing development is planned. All homes in Sun City are one-story single family detached. Existing homes there have experienced appreciating prices since 2012, when the median resale price was \$195,000; during the first half of 2018 it was nearly \$280,000. New homes are available from less than \$250,000 for smaller plans (under 1,500 square feet) to the upper \$300,000s for homes in excess of 2,500 square feet.

With such a large development of a single housing type restricted to older homeowners, Sun City naturally creates a reservoir of ongoing demand for housing to serve seniors who eventually need to find other options, sometimes because of their health or physical limitations. This creates demand for various types of assisted living and continuum of care facilities (discussed below).

The two other existing areas are the adjacent developments of Heritage Oaks and Oaks at Wildwoods, near the intersection of Shell Road and Williams Drive. In the former, which are 398 detached homes built in the 2000s mostly between 2,000 and 2,500 square feet, average sales prices have risen from approximately \$268,000 in 2008 to the vicinity of \$330,000 - \$340,000 at the present time. Oaks at Wildwoods, which consists of 86 attached units built in the late 2000s and mostly under 2,000 square feet, have not risen at quite the same pace during that time – from under \$240,000 in 2012 to nearly \$260,000 in 2016.

One new age-restricted for-sale residential development is underway on Booty’s Crossing Road south of Williams Drive. Oakmont will have 72 lots and homes starting in the \$380,000s.

Other For-Sale Housing

Some developments essentially target retirees and seniors through the type of physical product offered. Products that offer smaller lots and one-story plans tend to be appealing to older buyers. Developments can further target this market, without age restrictions, by offering amenities and services that are valued by such buyers, such as shared yard maintenance, and leaving out others that are more children-focused, such as playgrounds.

A good example of such a development currently underway in Georgetown is Gardens at Verde Vista, near Shell Road and Williams Drive. Its 149 homes (partially built as of summer 2018) offer HOA-provided yard maintenance, an adult-oriented amenity center, and eventually a gated entrance. Open yard space is minimal with zero-lot-line site plans with the focus on private courtyards and patios.

Second floors are optional on many plans. A number of plans are under 2,000 square feet. While not age-restricted, the market orientation of the development is clearly toward older buyers, and sales people reported that interest has been exclusively from that market segment. The level of amenities and the quality of architecture and finishes means that Gardens at Verde Vista is not “affordable” for buyers of more modest means, however – its prices start in the low \$300,000s.

Sales offices at other developments throughout Georgetown also reported having older buyers. New home developments east I-35 typically offer lower prices. Some reported retired military buyers (often from Fort Hood), who have access to Veterans Administration mortgage loan programs that offer down payment assistance.

Group Living, Assisted Living and Continuum of Care Facilities

A number of “group quarters” facilities (to use the Bureau of the Census terminology) have been built in Georgetown that serve seniors who want or need daily services and assistance with various activities, often due to impaired health / mental / mobility or other conditions. These facilities may be limited to simple services through community dining and housekeeping services (otherwise allowing the residents to live “independently”), or may include facilities to provide light nursing, memory care and skilled nursing (hence the “continuum of care” label). There are also facilities exclusively focusing on the latter two specialties.

Examples of independent and assisted group living (with or without continuum of care) include:

- Brookdale Georgetown
- The Wesleyan at Estrella
- The Oaks Gracious Retirement Living
- The Delaney at Georgetown Village

For all such facilities, the ability of seniors to afford them is dependent upon their own financial resources (income and/or savings), financial resources from other family members, and perhaps most importantly for the various types of assisted living, coverage available through their health insurance.

FINDINGS AND RECOMMENDATIONS

From all indications, the over-65 population in Georgetown and Williamson County will continue to grow rapidly, partly because the overall population (all age ranges) is growing rapidly and concurrently aging, and partly because Georgetown is a destination for retiree living. This means that demand for all types of housing which caters to seniors will likely also increase. Furthermore, as seniors move through their own latter life stages, they will need options for making housing transitions and adaptations.

Senior Renters

The most serious issue with affordable housing for the over-65 population in Georgetown is the lack of needed rental housing. Existing income-restricted properties are nearly full. One LIHTC development is under construction with a portion reserved for seniors, but this will address only a small share of senior households needing moderately priced housing. In 2016, 68% of senior renter households (approximately 4,800) were cost-burdened under the traditional measurement of this designation; even if accounting for the possible misinterpretation of this variable for retirees which might overstate the reality of the problem, there is undoubtedly a shortage of affordable renter units for seniors in Williamson County, most likely numbering in the thousands.

Given the inevitable growth in affordable seniors rental housing needs, the City of Georgetown will need to examine ways to both:

- **Preserve existing affordable rental stock.** Current LIHTC age-restricted properties may eventually reach the end of their compliance period, and other rental housing will face the pressure of rising property taxes and expenses. Market-rate but moderately-priced rental properties that cater to seniors (no stairs, smaller units) should be identified and targeted for affordability preservation.
- **Promote new age-restricted affordable rental units.** A major benefit of age-restricted properties for seniors is that non-senior households do not have to compete for the affordable units. Plus, on-site programming can better target seniors’ needs and preferences.

Senior Home Owners

The large majority of senior households in Williamson County are home owners. (Sun City alone likely accounts for at least 15% of Williamson County’s over-65 population.) Such residents will be able to use home equity for their next purchase (or as an endowment to fund rent payment should they choose to go that direction). Senior home owners living in other areas of Georgetown should be in a similar situation, especially if they have completely or mostly paid off their mortgage. For the most part, then, this is not a population that will have severe affordability issues barring unusual health costs or problems.

Some home owning and home buying seniors, or soon-to-be seniors, in Georgetown may have already been living locally and need to transition to more compact or single-level space. If they are in an older home and have lived there for a number of years, they should obtain some benefit from price appreciation that will help them obtain their next residence. However, as development and construction costs rise in the Georgetown area, such senior housing consumers may have difficulty finding different housing that is the same or lower price, unless it is older construction; new mortgage debt may be required.

For this reason, to minimize the potential burden on senior home buyers while increasing the available housing type options, the City should allow or even promote new seniors-compatible for-sale housing at moderate prices. This may be one-story single family attached units with minimal amenities requiring high HOA fees, small-lot detached homes, or even multistory condo flats with low monthly fees. The objective should be to offer new age-restricted or seniors-compatible housing at prices that reduce the need for seniors to take on substantial mortgage debt.

ADDENDUM: SUN CITY DEMOGRAPHIC IMPACTS

The City of Georgetown, knowing that Sun City accounts for both a significant share of total population and a very large share of the senior population, requested CDS to examine the impacts Sun City has on the profile of Georgetown regarding housing-related demographic variables used in the Affordability Analysis – in other words, if Sun City was excluded from the data, how would Georgetown’s profile be different.

Due to limitations in data availability, CDS was not able to reproduce the analysis for every examined demographic variable. Also, the analysis used data from the American Community Survey at the Block Group level, and Sun City’s boundaries do not exactly correspond to Block Group boundaries. However, CDS determined that a set of eight Block Groups provided enough of a coincidental coverage of Sun City that they could reasonably represent Sun City’s demographic data, which permitted the Sun City exclusion analysis for Georgetown as a whole. The results are presented below.

2016 Household Income by Age of Householder

Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total Households	165,425		23,460		7,787		157,638		15,673	
Under 25 Years	4,945	3.0%	799	3.4%	0	0.0%	4,945	3.1%	799	5.1%
Less than \$25,000	1,306	26.4%	407	50.9%	0	-	1,306	26.4%	407	50.9%
\$25,000 to \$49,999	1,916	38.7%	179	22.4%	0	-	1,916	38.7%	179	22.4%
\$50,000 to \$74,999	1,018	20.6%	183	22.9%	0	-	1,018	20.6%	183	22.9%
\$75,000 to \$99,999	343	6.9%	9	1.1%	0	-	343	6.9%	9	1.1%
\$100,000 to \$149,999	205	4.1%	21	2.6%	0	-	205	4.1%	21	2.6%
\$150,000 or more	157	3.2%	0	0.0%	0	-	157	3.2%	0	0.0%
25-44 Years	68,066	41.1%	5,650	24.1%	162	2.1%	67,904	43.1%	5,488	35.0%
Less than \$25,000	5,679	8.3%	545	9.6%	0	0.0%	5,679	8.4%	545	9.9%
\$25,000 to \$49,999	12,157	17.9%	1,413	25.0%	0	0.0%	12,157	17.9%	1,413	25.7%
\$50,000 to \$74,999	13,072	19.2%	1,093	19.3%	11	6.8%	13,061	19.2%	1,082	19.7%
\$75,000 to \$99,999	11,939	17.5%	843	14.9%	32	19.8%	11,907	17.5%	811	14.8%
\$100,000 to \$149,999	15,020	22.1%	1,070	18.9%	44	27.2%	14,976	22.1%	1,026	18.7%
\$150,000 or more	10,199	15.0%	686	12.1%	75	46.3%	10,124	14.9%	611	11.1%
45-64 Years	63,048	38.1%	6,740	28.7%	1,206	15.5%	61,842	39.2%	5,534	35.3%
Less than \$25,000	6,039	9.6%	1,017	15.1%	139	11.5%	5,900	9.5%	878	15.9%
\$25,000 to \$49,999	9,836	15.6%	976	14.5%	111	9.2%	9,725	15.7%	865	15.6%
\$50,000 to \$74,999	11,120	17.6%	1,078	16.0%	207	17.2%	10,913	17.6%	871	15.7%
\$75,000 to \$99,999	9,938	15.8%	938	13.9%	192	15.9%	9,746	15.8%	746	13.5%
\$100,000 to \$149,999	14,549	23.1%	1,564	23.2%	329	27.3%	14,220	23.0%	1,235	22.3%
\$150,000 or more	11,566	18.3%	1,167	17.3%	228	18.9%	11,338	18.3%	939	17.0%
65 Years and Older	29,366	17.8%	10,271	43.8%	6,419	82.4%	22,947	14.6%	3,852	24.6%
Less than \$25,000	5,650	19.2%	1,719	16.7%	925	14.4%	4,725	20.6%	794	20.6%
\$25,000 to \$49,999	7,890	26.9%	2,718	26.5%	1,565	24.4%	6,325	27.6%	1,153	29.9%

Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Income Ranges										
\$50,000 to \$74,999	5,838	19.9%	2,120	20.6%	1,497	23.3%	4,341	18.9%	623	16.2%
\$75,000 to \$99,999	4,208	14.3%	1,660	16.2%	1,113	17.3%	3,095	13.5%	547	14.2%
\$100,000 to \$149,999	3,519	12.0%	1,412	13.7%	883	13.8%	2,636	11.5%	529	13.7%
\$150,000 or more	2,261	7.7%	642	6.3%	436	6.8%	1,825	8.0%	206	5.3%

Source: 5-Year American Community Survey 2016

- The Sun City area’s households headed by persons at least 65 years old numbered an estimated 6,419 as of 2016. Included in the overall Georgetown tally, 65 and older households account for approximately 44% of total households. Removing Sun City, this share drops to approximately 25%.
- The shares of Sun City area over-65 households in the lowest income groups (under \$50,000 per year) are somewhat smaller than those for over-65 households in the remainder of the city.

Renters

2016 Housing Costs As A Percentage of Household Income – Renters

Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total Households	51,965		6,335		539		51,426		5,796	
Under 25 Years	4,465	8.6%	716	11.3%	0	0.0%	4,465	8.7%	716	12.4%
Less than 20.0 percent	755	16.9%	57	8.0%	0	-	755	16.9%	57	8.0%
20.0 to 24.9 percent	673	15.1%	68	9.5%	0	-	673	15.1%	68	9.5%
25.0 to 29.9 percent	660	14.8%	117	16.3%	0	-	660	14.8%	117	16.3%
30.0 to 34.9 percent	419	9.4%	68	9.5%	0	-	419	9.4%	68	9.5%
35.0 percent or more	1,702	38.1%	297	41.5%	0	-	1,702	38.1%	297	41.5%
Not computed	256	5.7%	109	15.2%	0	-	256	5.7%	109	15.2%
25-34 Years	14,460	27.8%	1,182	18.7%	24	4.5%	14,436	28.1%	1,158	20.0%
Less than 20.0 percent	3,860	26.7%	331	28.0%	0	0.0%	3,860	26.7%	331	28.6%
20.0 to 24.9 percent	2,580	17.8%	204	17.3%	24	100.0%	2,556	17.7%	180	15.5%
25.0 to 29.9 percent	2,149	14.9%	205	17.3%	0	0.0%	2,149	14.9%	205	17.7%
30.0 to 34.9 percent	1,368	9.5%	138	11.7%	0	0.0%	1,368	9.5%	138	11.9%
35.0 percent or more	4,129	28.6%	253	21.4%	0	0.0%	4,129	28.6%	253	21.8%
Not computed	374	2.6%	51	4.3%	0	0.0%	374	2.6%	51	4.4%
35-64 Years	27,531	53.0%	2,899	45.8%	121	22.4%	27,410	53.3%	2,778	47.9%
Less than 20.0 percent	7,968	28.9%	672	23.2%	26	21.5%	7,942	29.0%	646	23.3%
20.0 to 24.9 percent	3,946	14.3%	443	15.3%	11	9.1%	3,935	14.4%	432	15.6%

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Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
25.0 to 29.9 percent	3,807	13.8%	264	9.1%	25	20.7%	3,782	13.8%	239	8.6%
30.0 to 34.9 percent	2,435	8.8%	257	8.9%	0	0.0%	2,435	8.9%	257	9.3%
35.0 percent or more	8,263	30.0%	1,147	39.6%	39	32.2%	8,224	30.0%	1,108	39.9%
Not computed	1,112	4.0%	116	4.0%	20	16.5%	1,092	4.0%	96	3.5%
65 Years and Older	5,509	10.6%	1,538	24.3%	394	73.1%	5,115	9.9%	1,144	19.7%
Less than 20.0 percent	713	12.9%	193	12.5%	44	11.2%	669	13.1%	149	13.0%
20.0 to 24.9 percent	440	8.0%	134	8.7%	73	18.5%	367	7.2%	61	5.3%
25.0 to 29.9 percent	469	8.5%	119	7.7%	26	6.6%	443	8.7%	93	8.1%
30.0 to 34.9 percent	585	10.6%	161	10.5%	33	8.4%	552	10.8%	128	11.2%
35.0 percent or more	2,925	53.1%	865	56.2%	183	46.4%	2,742	53.6%	682	59.6%
Not computed	377	6.8%	66	4.3%	35	8.9%	342	6.7%	31	2.7%

Source: 5-Year American Community Survey 2016

- The vast majority of Sun City residents are owner-occupiers of their homes – only an estimated 539 households in those Block Groups were renters. Thus the impact of Sun City on overall renter data for Georgetown is small.
- That said, over half of Sun City renter households were estimated to spend at least 30% of their income on rent, classifying them as cost-burdened. This is a substantially lower share than over-65 renter households in the remainder of the city, where the share of cost-burdened households was approximately 71%.

2016 Gross Rent as a Percentage Of Household Income

Gross Rent Share of Income	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total	51,965		6,335		539		51,426		5,796	
Less than 10.0 percent	1,641	3.2%	276	4.4%	0	0.0%	1,641	3.2%	276	4.8%
10.0 to 14.9 percent	4,432	8.5%	345	5.4%	52	9.6%	4,380	8.5%	293	5.1%
15.0 to 19.9 percent	7,223	13.9%	632	10.0%	18	3.3%	7,205	14.0%	614	10.6%
20.0 to 24.9 percent	7,639	14.7%	849	13.4%	108	20.0%	7,531	14.6%	741	12.8%
25.0 to 29.9 percent	7,085	13.6%	705	11.1%	51	9.5%	7,034	13.7%	654	11.3%
30.0 to 34.9 percent	4,807	9.3%	624	9.9%	33	6.1%	4,774	9.3%	591	10.2%
35.0 to 39.9 percent	3,253	6.3%	442	7.0%	0	0.0%	3,253	6.3%	442	7.6%
40.0 to 49.9 percent	5,055	9.7%	684	10.8%	38	7.1%	5,017	9.8%	646	11.1%
50.0 percent or more	8,711	16.8%	1,436	22.7%	184	34.1%	8,527	16.6%	1,252	21.6%
Not computed	2,119	4.1%	342	5.4%	55	10.2%	2,064	4.0%	287	5.0%
30.0 percent or more	21,826	42.0%	3,186	50.3%	255	47.3%	21,571	41.9%	2,931	50.6%

Source: 5-Year American Community Survey 2016

- Again, because Sun City is dominated by owner households, its impact on renter data for the city overall is small. A similar share of total renter households in the Sun City Block Groups are cost-burdened as compared to the city excluding Sun City.

2016 Monthly Renter Costs Greater Than 30% Percent of Household Income by Age

Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total	51,965		6,335		539		51,426		5,796	
Total In Age Range										
15 to 24 years	4,465	8.6%	716	11.3%	0	0.0%	4,465	8.7%	716	12.4%
25 to 34 years	14,460	27.8%	1,182	18.7%	24	4.5%	14,436	28.1%	1,158	20.0%
35 to 64 years	27,531	53.0%	2,899	45.8%	121	22.4%	27,410	53.3%	2,778	47.9%
65 years and over	5,509	10.6%	1,538	24.3%	394	73.1%	5,115	9.9%	1,144	19.7%
> 30% of Income										
15 to 24 years	2,121	47.5%	365	51.0%	0	-	2,121	47.5%	365	51.0%
25 to 34 years	5,497	38.0%	391	33.1%	0	0.0%	5,497	38.1%	391	33.8%
35 to 64 years	10,698	38.9%	1,404	48.4%	39	32.2%	10,659	38.9%	1,365	49.1%
65 years and over	3,510	63.7%	1,026	66.7%	216	54.8%	3,294	64.4%	810	70.8%

Source: 5-Year American Community Survey 2016

- When examining renter households in different age groups, removing Sun City increases the share of over-65 households in Georgetown that were estimated to be cost-burdened, from approximately 67% to 71%.

2016 Monthly Renter Costs Greater Than 30% Percent of Household Income by Income

Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total	51,965		6,335		539		51,426		5,796	
Total In Income Range										
Less than \$10,000	2,728	5.2%	485	7.7%	18	3.3%	2,710	5.3%	467	8.1%
\$10,000 to \$19,999	4,743	9.1%	916	14.5%	61	11.3%	4,682	9.1%	855	14.8%
\$20,000 to \$34,999	9,643	18.6%	1,346	21.2%	80	14.8%	9,563	18.6%	1,266	21.8%
\$35,000 to \$49,999	9,283	17.9%	1,233	19.5%	79	14.7%	9,204	17.9%	1,154	19.9%
\$50,000 to \$74,999	11,534	22.2%	1,088	17.2%	111	20.6%	11,423	22.2%	977	16.9%
\$75,000 to \$99,999	6,496	12.5%	486	7.7%	112	20.8%	6,384	12.4%	374	6.5%
\$100,000 or more	7,538	14.5%	781	12.3%	78	14.5%	7,460	14.5%	703	12.1%
> 30% of Income										

Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Gross Rent Share of Income										
Less than \$10,000	1,831	67.1%	334	68.9%	18	100.0%	1,813	66.9%	316	67.7%
\$10,000 to \$19,999	4,249	89.6%	738	80.6%	61	100.0%	4,188	89.4%	677	79.2%
\$20,000 to \$34,999	8,328	86.4%	1,164	86.5%	64	80.0%	8,264	86.4%	1,100	86.9%
\$35,000 to \$49,999	4,748	51.1%	639	51.8%	79	100.0%	4,669	50.7%	560	48.5%
\$50,000 to \$74,999	2,390	20.7%	247	22.7%	33	29.7%	2,357	20.6%	214	21.9%
\$75,000 to \$99,999	260	4.0%	56	11.5%	0	0.0%	260	4.1%	56	15.0%
\$100,000 or more	20	0.3%	8	1.0%	0	0.0%	20	0.3%	8	1.1%

Source: 5-Year American Community Survey 2016

- Sun City has very little impact on data for renter households when examining cost burden by income range.

Owners

2016 Housing Costs As A Percentage of Household Income – Owners

Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total Households	113,460		17,125		7,248		106,212		9,877	
Under 25 Years	480	0.4%	83	0.5%	0	0.0%	480	0.5%	83	0.8%
Less than 20.0 percent	196	40.8%	19	22.9%	0	-	196	40.8%	19	22.9%
20.0 to 24.9 percent	97	20.2%	61	73.5%	0	-	97	20.2%	61	73.5%
25.0 to 29.9 percent	74	15.4%	0	0.0%	0	-	74	15.4%	0	0.0%
30.0 to 34.9 percent	0	0.0%	0	0.0%	0	-	0	0.0%	0	0.0%
35.0 percent or more	113	23.5%	3	3.6%	0	-	113	23.5%	3	3.6%
Not computed	0	0.0%	0	0.0%	0	-	0	0.0%	0	0.0%
25-34 Years	12,837	11.3%	1,151	6.7%	28	0.4%	12,809	12.1%	1,123	11.4%
Less than 20.0 percent	5,960	46.4%	584	50.7%	0	0.0%	5,960	46.5%	584	52.0%
20.0 to 24.9 percent	2,796	21.8%	162	14.1%	28	100.0%	2,768	21.6%	134	11.9%
25.0 to 29.9 percent	1,244	9.7%	119	10.3%	0	0.0%	1,244	9.7%	119	10.6%
30.0 to 34.9 percent	1,122	8.7%	168	14.6%	0	0.0%	1,122	8.8%	168	15.0%
35.0 percent or more	1,674	13.0%	118	10.3%	0	0.0%	1,674	13.1%	118	10.5%
Not computed	41	0.3%	0	0.0%	0	0.0%	41	0.3%	0	0.0%
35-64 Years	76,286	67.2%	7,158	41.8%	1,195	16.5%	75,091	70.7%	5,963	60.4%
Less than 20.0 percent	40,147	52.6%	3,831	53.5%	647	54.1%	39,500	52.6%	3,184	53.4%
20.0 to 24.9 percent	13,036	17.1%	1,031	14.4%	152	12.7%	12,884	17.2%	879	14.7%

Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Housing Cost Share of Income										
25.0 to 29.9 percent	7,877	10.3%	699	9.8%	122	10.2%	7,755	10.3%	577	9.7%
30.0 to 34.9 percent	4,360	5.7%	417	5.8%	31	2.6%	4,329	5.8%	386	6.5%
35.0 percent or more	10,341	13.6%	1,091	15.2%	230	19.2%	10,111	13.5%	861	14.4%
Not computed	525	0.7%	89	1.2%	13	1.1%	512	0.7%	76	1.3%
65 Years and Older	23,857	21.0%	8,733	51.0%	6,025	83.1%	17,832	16.8%	2,708	27.4%
Less than 20.0 percent	13,376	56.1%	4,838	55.4%	3,301	54.8%	10,075	56.5%	1,537	56.8%
20.0 to 24.9 percent	2,825	11.8%	1,119	12.8%	654	10.9%	2,171	12.2%	465	17.2%
25.0 to 29.9 percent	1,906	8.0%	774	8.9%	549	9.1%	1,357	7.6%	225	8.3%
30.0 to 34.9 percent	1,103	4.6%	329	3.8%	294	4.9%	809	4.5%	35	1.3%
35.0 percent or more	4,540	19.0%	1,655	19.0%	1,209	20.1%	3,331	18.7%	446	16.5%
Not computed	107	0.4%	18	0.2%	18	0.3%	89	0.5%	0	0.0%

Source: 5-Year American Community Survey 2016

- The impact of Sun City on data for owner households is much, much greater – the Sun City Block Groups accounted for an estimated 42% of all owner households in the City.
- Even so, the shares of housing cost-burdened over-65 households in Sun City were not dramatically different from the over-65 households in the city overall – just a slightly higher share of households in Sun City were cost-burdened at over 30% of income. Again, it is worth noting that Sun City over-65 households, as with over-65 households elsewhere, may have financial resources to pay for housing costs that are not recorded as household income, leaving a question as to how many of such households are truly cost-burdened.

2016 Monthly Owner Costs as a Percentage Of Household Income

Presence of Mortgage	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total Households	113,460		17,125		7,248		106,212		9,877	
With a mortgage	83,803	73.9%	10,269	60.0%	3,286	45.3%	80,517	75.8%	6,983	70.7%
Less than 10.0 percent	4,611	5.5%	628	6.1%	127	3.9%	4,484	5.6%	501	7.2%
10.0 to 14.9 percent	13,056	15.6%	1,417	13.8%	322	9.8%	12,734	15.8%	1,095	15.7%
15.0 to 19.9 percent	19,269	23.0%	2,091	20.4%	536	16.3%	18,733	23.3%	1,555	22.3%
20.0 to 24.9 percent	16,582	19.8%	1,819	17.7%	593	18.0%	15,989	19.9%	1,226	17.6%
25.0 to 29.9 percent	9,858	11.8%	1,300	12.7%	458	13.9%	9,400	11.7%	842	12.1%
30.0 to 34.9 percent	5,745	6.9%	689	6.7%	194	5.9%	5,551	6.9%	495	7.1%
35.0 to 39.9 percent	3,681	4.4%	562	5.5%	268	8.2%	3,413	4.2%	294	4.2%
40.0 to 49.9 percent	3,858	4.6%	538	5.2%	255	7.8%	3,603	4.5%	283	4.1%
50.0 percent or more	6,852	8.2%	1,186	11.5%	527	16.0%	6,325	7.9%	659	9.4%

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Presence of Mortgage	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Housing Cost Share of Income										
Not computed	291	0.3%	39	0.4%	6	0.2%	285	0.4%	33	0.5%
30.0 percent or more	14,391	17.2%	2,286	22.3%	1,050	32.0%	13,341	16.6%	1,236	17.7%
Without a mortgage	29,657	26.1%	6,856	40.0%	3,962	54.7%	25,695	24.2%	2,894	29.3%
Less than 10.0 percent	13,013	43.9%	2,582	37.7%	1,409	35.6%	11,604	45.2%	1,173	40.5%
10.0 to 14.9 percent	6,336	21.4%	1,684	24.6%	964	24.3%	5,372	20.9%	720	24.9%
15.0 to 19.9 percent	3,394	11.4%	870	12.7%	590	14.9%	2,804	10.9%	280	9.7%
20.0 to 24.9 percent	2,172	7.3%	554	8.1%	241	6.1%	1,931	7.5%	313	10.8%
25.0 to 29.9 percent	1,243	4.2%	292	4.3%	213	5.4%	1,030	4.0%	79	2.7%
30.0 to 34.9 percent	840	2.8%	225	3.3%	131	3.3%	709	2.8%	94	3.2%
35.0 to 39.9 percent	461	1.6%	138	2.0%	128	3.2%	333	1.3%	10	0.3%
40.0 to 49.9 percent	566	1.9%	153	2.2%	87	2.2%	479	1.9%	66	2.3%
50.0 percent or more	1,250	4.2%	290	4.2%	174	4.4%	1,076	4.2%	116	4.0%
Not computed	382	1.3%	68	1.0%	25	0.6%	357	1.4%	43	1.5%
30.0 percent or more	2,277	7.7%	581	8.5%	389	9.8%	1,888	7.3%	192	6.6%

Source: 5-Year American Community Survey 2016

- A lower share of Sun City owner households have a mortgage than in Georgetown overall. This is likely because many Sun City residents purchased their homes with cash, having equity from previous homes they owned. Interestingly, a higher share of Sun City owner households with mortgages were estimated to be cost-burdened than in the rest of the city.
- There was fairly minimal difference in the shares of owner households without mortgages that are cost-burdened, with the level of burden relatively low. Sun City households had a slightly higher share of cost burden, around 10%, compared to the rest of the city at approximately 7%.

2016 Monthly Owner Costs Greater Than 30% Percent of Household Income by Age

Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total	113,460		17,125		7,248		106,212		9,877	
Total In Age Range										
15 to 24 years	480	0.4%	83	0.5%	0	0.0%	480	0.5%	83	0.8%
25 to 34 years	12,837	11.3%	1,151	6.7%	28	0.4%	12,809	12.1%	1,123	11.4%
35 to 64 years	76,286	67.2%	7,158	41.8%	1,195	16.5%	75,091	70.7%	5,963	60.4%
65 years and over	23,857	21.0%	8,733	51.0%	6,025	83.1%	17,832	16.8%	2,708	27.4%
> 30% of Income										
15 to 24 years	113	23.5%	3	3.6%	0	-	113	23.5%	3	3.6%
25 to 34 years	2,796	21.8%	286	24.8%	0	0.0%	2,796	21.8%	286	25.5%

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Age of Householder	Williamson County, Texas		Georgetown city, Texas		Sun City 8 Block Groups		Williamson County less Sun City		Georgetown less Sun City	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Gross Rent Share of Income										
35 to 64 years	14,701	19.3%	1,508	21.1%	261	21.8%	14,440	19.2%	1,247	20.9%
65 years and over	5,643	23.7%	1,984	22.7%	1,503	24.9%	4,140	23.2%	481	17.8%

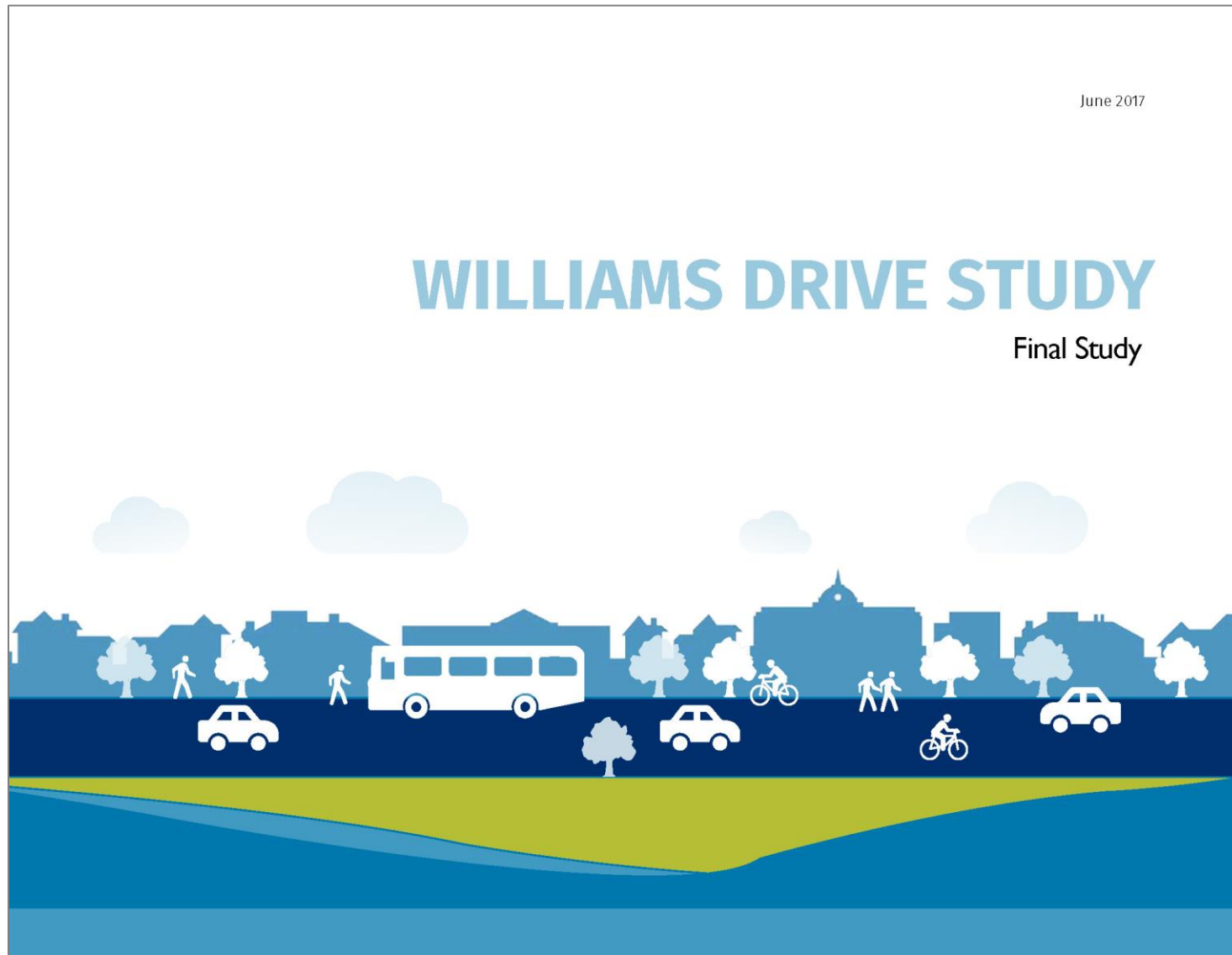
Source: 5-Year American Community Survey 2016

- Sun City accounted for a very high share, 69%, of all over-65 owner households in Georgetown. Of these households, a higher share were cost-burdened than in the remainder of the city – approximately 25% to 18%.

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Appendix U: Williams Drive Study Transects

The full Williams Drive Study document can be found at <https://transportation.georgetown.org/williams-drive/>.



Acknowledgments

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STAKEHOLDERS

Georgetown City Council
Georgetown Transportation Advisory Board
Georgetown Planning and Zoning Commission
CAMPO Transportation Policy Board
Williams Drive Study Steering Committee

The Project Team also acknowledges stakeholders that participated in this study including businesses, major and non-profit organizations, property owners, developers, and real estate brokers.

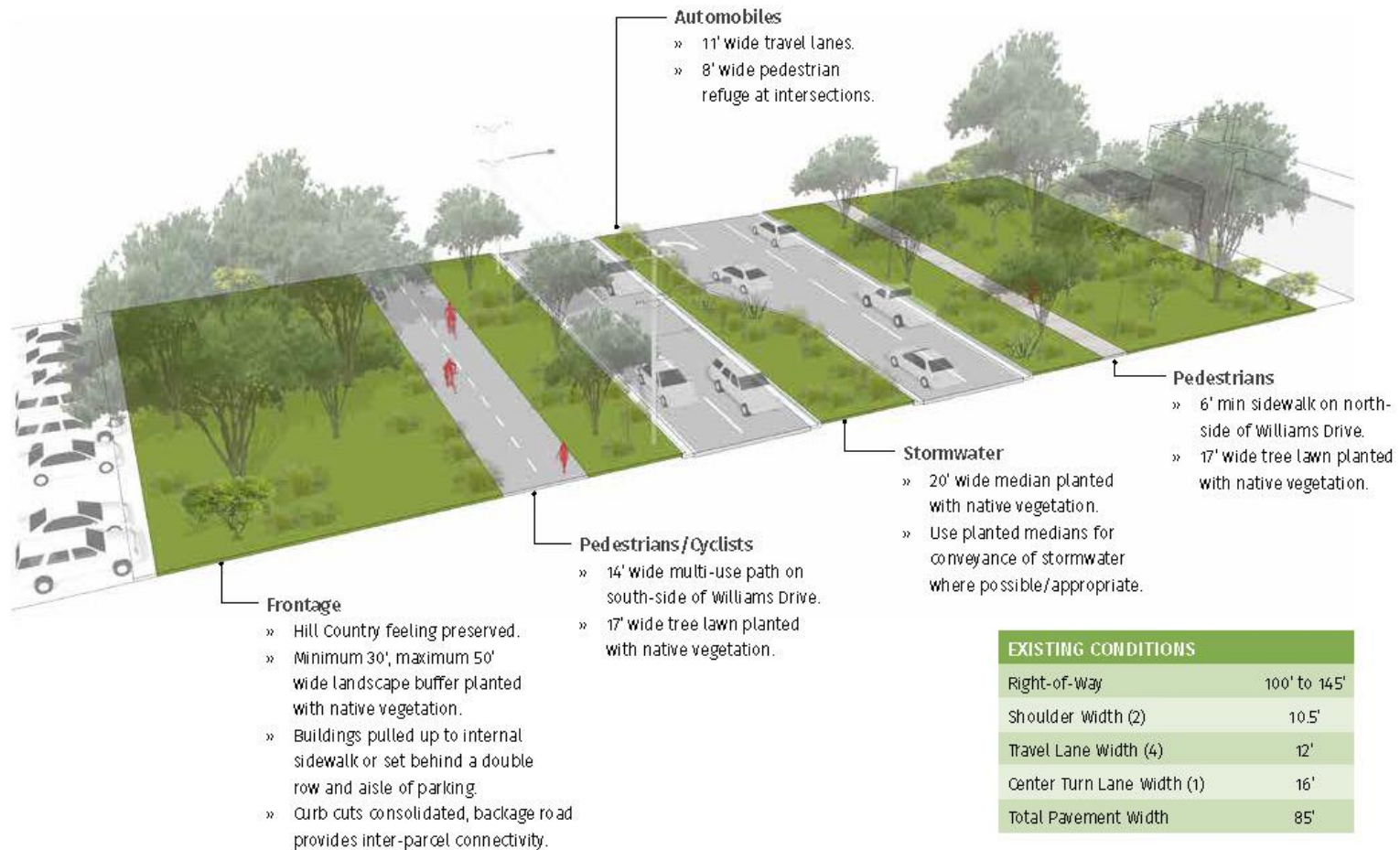
FIGURE 31: RECOMMENDED CORRIDOR TRANSECTS



APPENDICES

JIM HOGG TO CEDAR LAKE

RECOMMENDATIONS

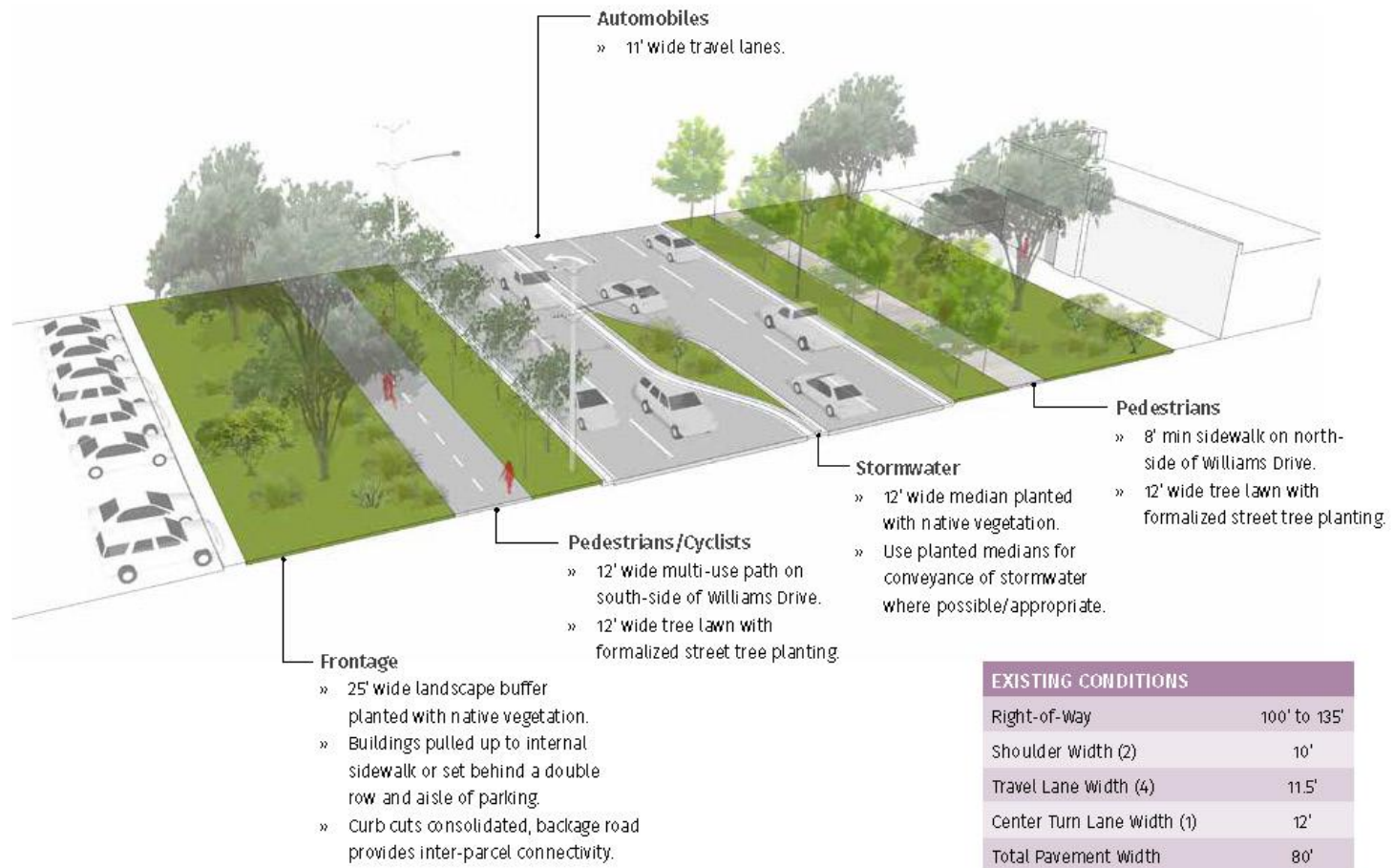


June 19, 2017

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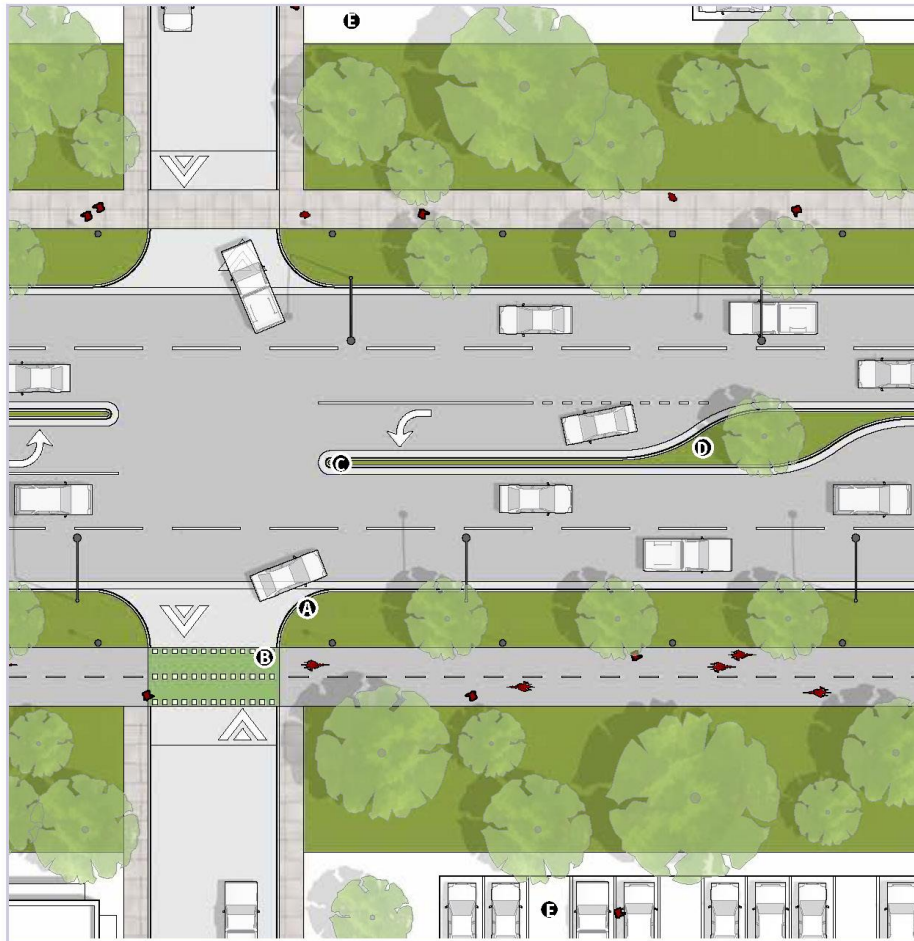
CEDAR LAKE TO SERENADA

RECOMMENDATIONS



APPENDICES

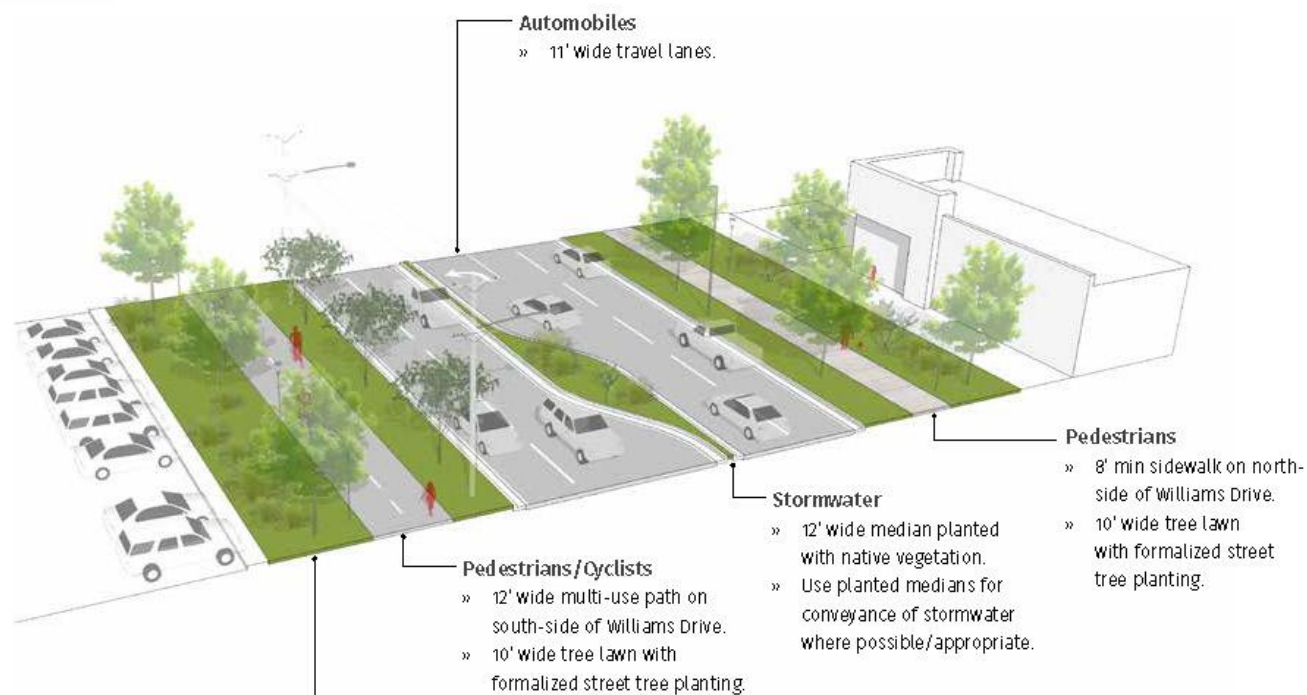
Plan View: Typical Improvement Examples (Cedar Lake to Serenada)



- A** Existing curb cuts consolidated and reduced. Adjacent parking and circulation areas are linked away from Williams Drive.
- B** Side path at grade, materials carried across driveway to reinforce visual cues that pedestrians and cyclists have right-of-way.
- C** To maintain traffic flow, new medians include left turn lanes at major intersections and key driveways.
- D** Stormwater management features incorporated into center medians.
- E** Shared parking lot serves multiple destinations. Destinations either share patrons, so that people park once and visit multiple destinations, or have different periods when parking demand is highest.
- F** Parking located at the rear of buildings where appropriate contributes to increased aesthetic appeal of the corridor.

SERENADA TO LAKEWAY

RECOMMENDATIONS



EXISTING CONDITIONS

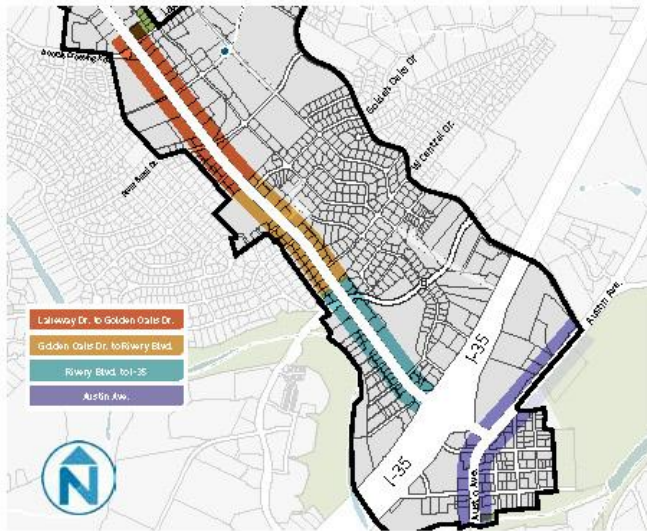
Right-of-Way	85' to 145'
Shoulder width (2)	10'
Travel Lane Width (4)	11.5'
Center Turn Lane Width (1)	12'
Total Pavement width	80'

Frontage

- » 15' wide landscape buffer planted with formal vegetation.
- » Buildings pulled up to internal sidewalk or set behind a double row and aisle of parking.
- » Curb cuts consolidated, backage road provides inter-parcel connectivity.

APPENDICES

PROPOSED CENTER AREA TRANSECTS



Lakeway Dr. to Golden Oaks Dr.



Golden Oaks Dr. to Rivery Blvd.



Rivery Blvd. to I-35



Austin Ave



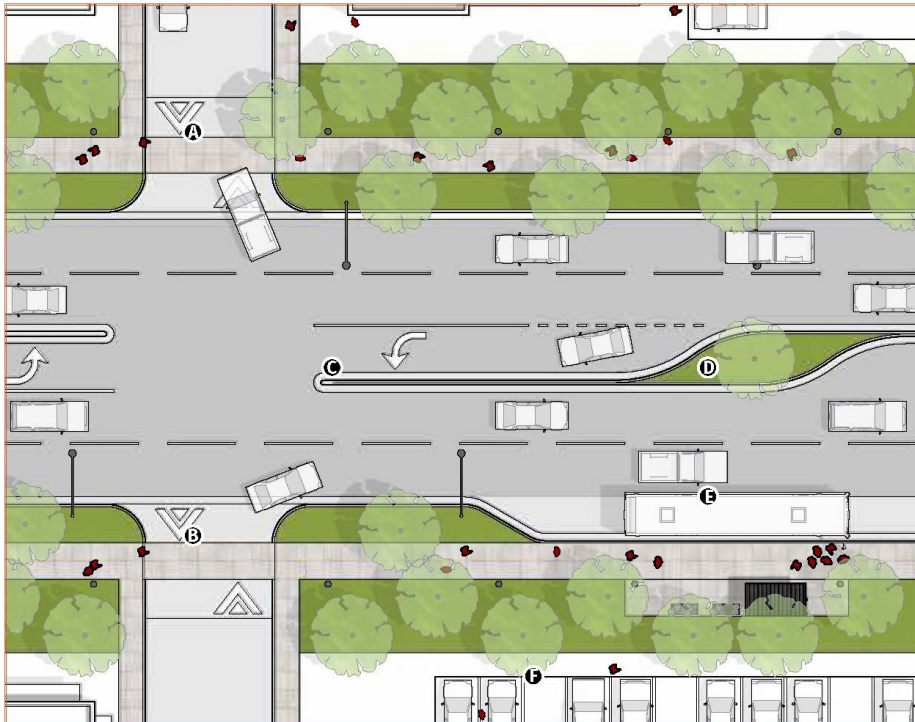
LAKEWAY TO GOLDEN OAKS

RECOMMENDATIONS



APPENDICES

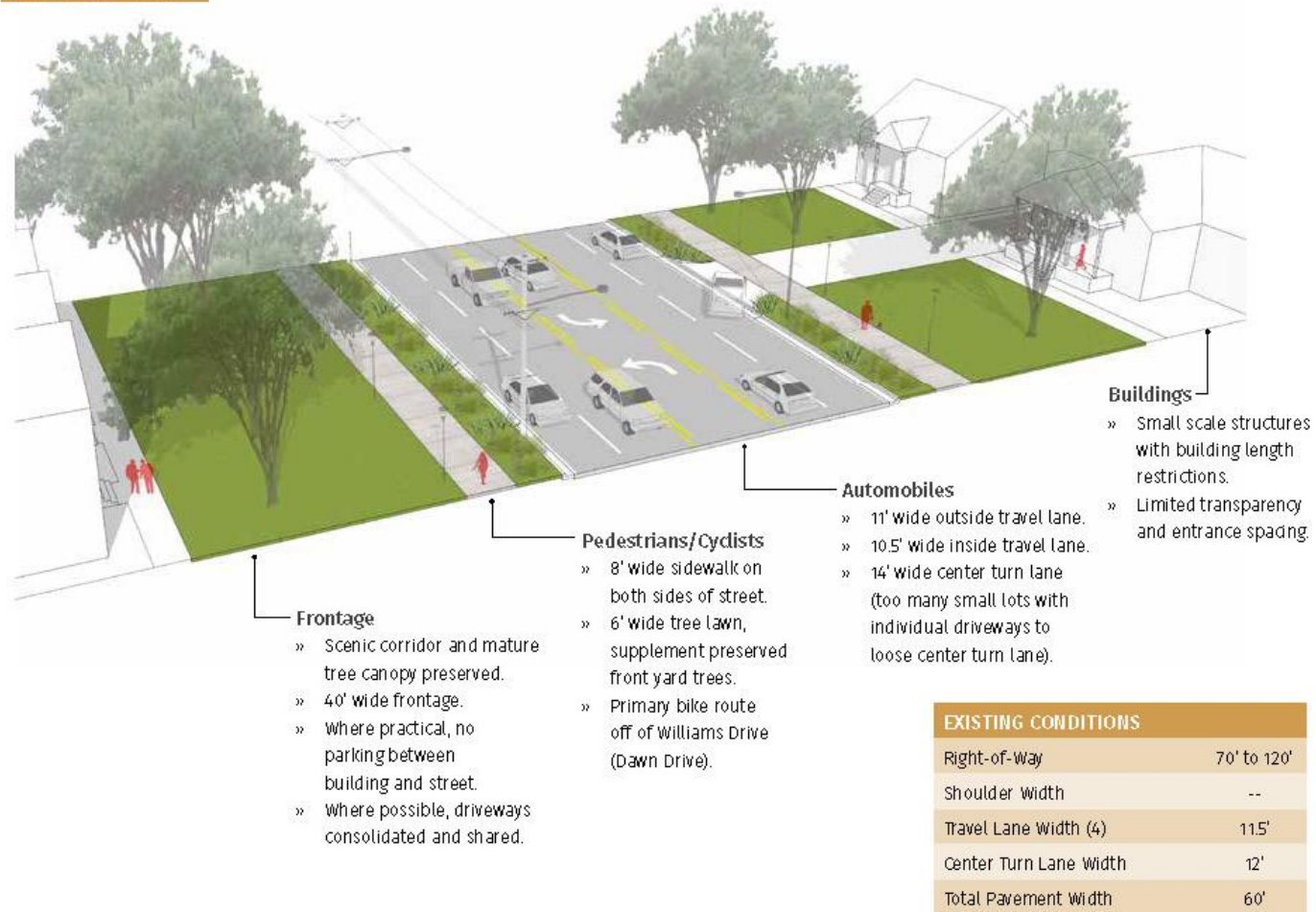
Plan View: Typical Improvement Examples (Lakeway to Golden Oaks)



- A** Existing curb cuts consolidated and reduced. Adjacent parking and circulation areas are linked behind buildings away from Williams Drive.
- B** Sidewalk and cycle track at grade, materials carried across driveway to reinforce visual cues that pedestrians and cyclists have right-of-way.
- C** To maintain traffic flow, new medians include left turn lanes at major intersections and key driveways.
- D** Stormwater management features incorporated into center medians.
- E** Curbside pull-out bus facility. Bus exits travel lane completely for passenger boarding and alighting, and then merges back into the flow of traffic.
- F** Shared parking lot serves multiple destinations. Destinations either share patrons, so that people park once and visit multiple destinations, or have different periods when parking demand is highest.

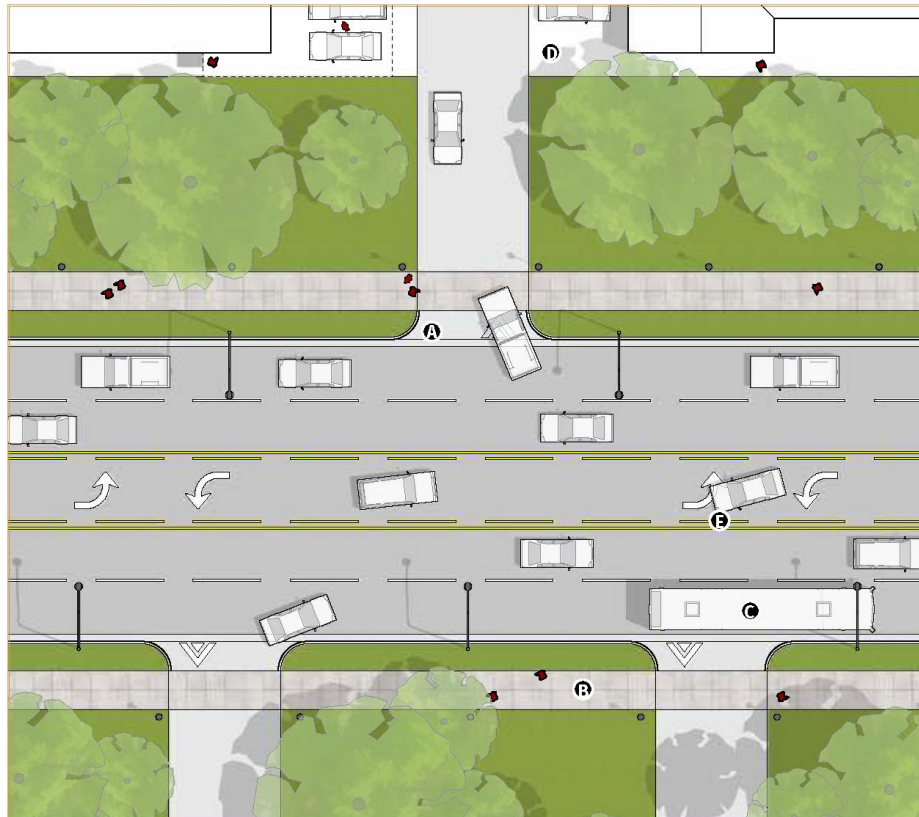
GOLDEN OAKS TO RIVERY

RECOMMENDATIONS



APPENDICES

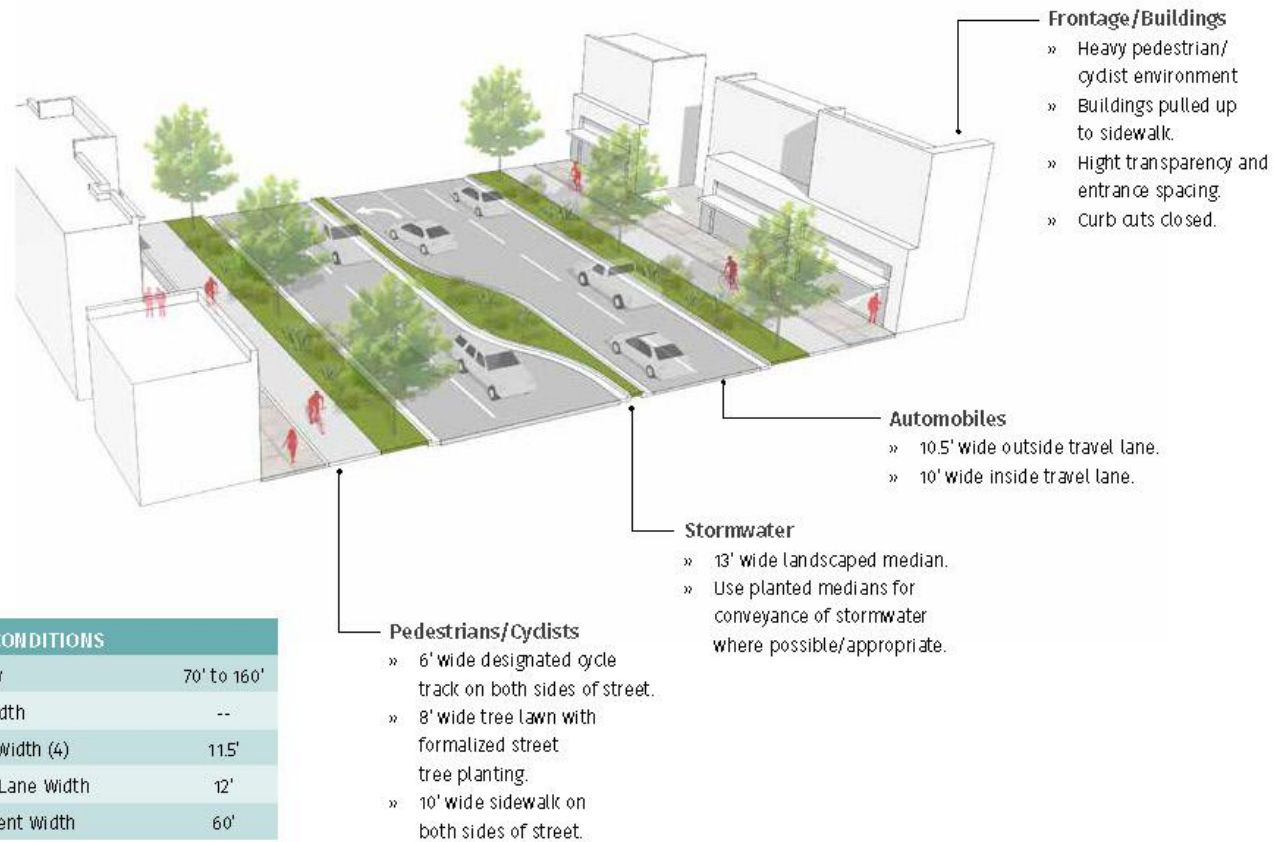
Plan View: Typical Improvement Examples (Golden Oaks to Rivery)



- A Existing curb cuts consolidated and reduced. Adjacent parking and circulation areas are linked behind buildings away from Williams Drive.
- B Sidewalk and cycle track at grade, materials carried across driveway to reinforce visual cues that pedestrians and cyclists have right-of-way.
- C In-lane bus facility with adjacent covered bus shelter cut into tree lawn. Bus stays in travel lane for passenger boarding and alighting.
- D Shared parking lot serves multiple destinations. Destinations either share patrons, so that people park once and visit multiple destinations, or have different periods when parking demand is highest.

RIVERY TO I-35

RECOMMENDATIONS

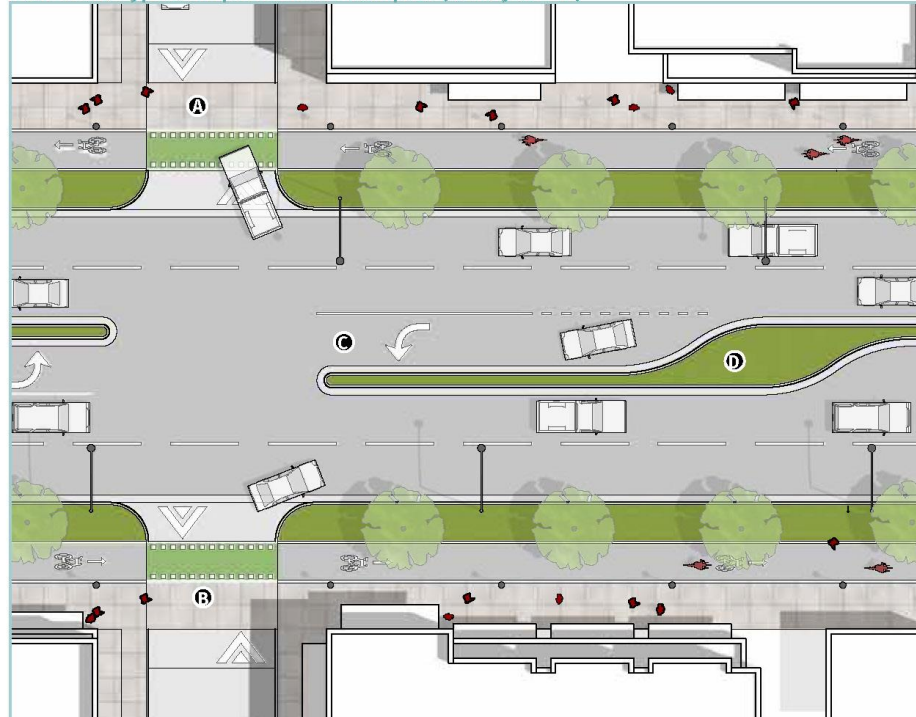


EXISTING CONDITIONS

Right-of-Way	70' to 160'
Shoulder Width	--
Travel Lane Width (4)	11.5'
Center Turn Lane Width	12'
Total Pavement Width	60'

APPENDICES

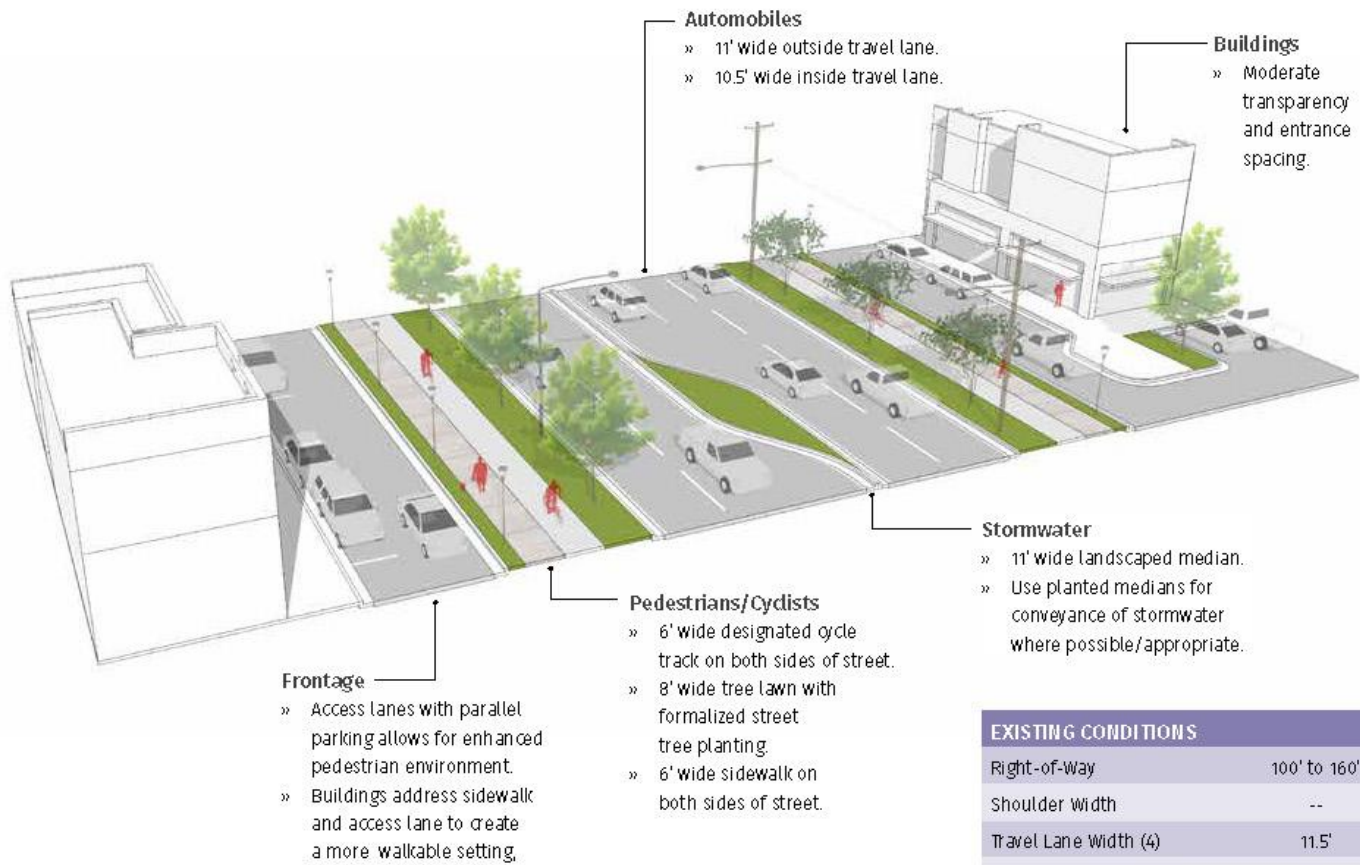
Plan View: Typical Improvement Examples (Rivery to I35)



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

AUSTIN AVENUE

RECOMMENDATIONS



EXISTING CONDITIONS	
Right-of-way	100' to 160'
Shoulder Width	--
Travel Lane Width (4)	11.5'
Center Turn Lane Width	12'
Total Pavement Width	60'