

# Williams Drive Study

## Georgetown, Texas



### Work-In Progress Presentation

Wednesday, November 16, 2016





# THANK YOU!

- » Georgetown Health Foundation
- » City of Georgetown Staff
  - » Combined Effort - Planning + Transportation
  - » Nathaniel Waggoner, Andreina Davila, Jordan Maddox
- » CAMPO



# Tonight's Presentation

- » Project Background
- » Key Real Estate Trends
- » Public Outreach
  - » October Open House
  - » Charrette Week
- » Transportation
- » Character of Williams Drive
- » Center Area



# The Study Area



## CORRIDOR PLAN:

Development of a context-sensitive plan for Williams Drive (Lakeway Dr to Jim Hogg Rd), which addresses **access management strategies, multi-modal transportation elements, safety and operational improvement**

## CENTERS PLAN:

Development of a plan for a **vibrant mixed-use center and gateway**

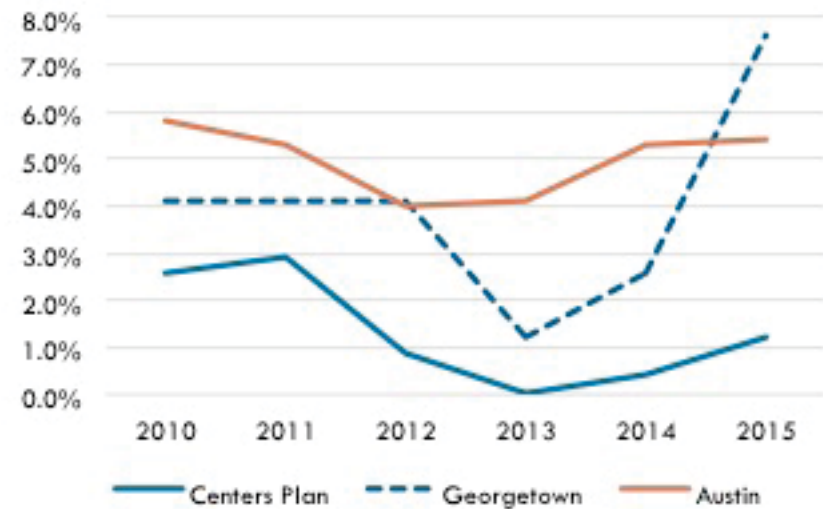


# Key Real Estate Trends

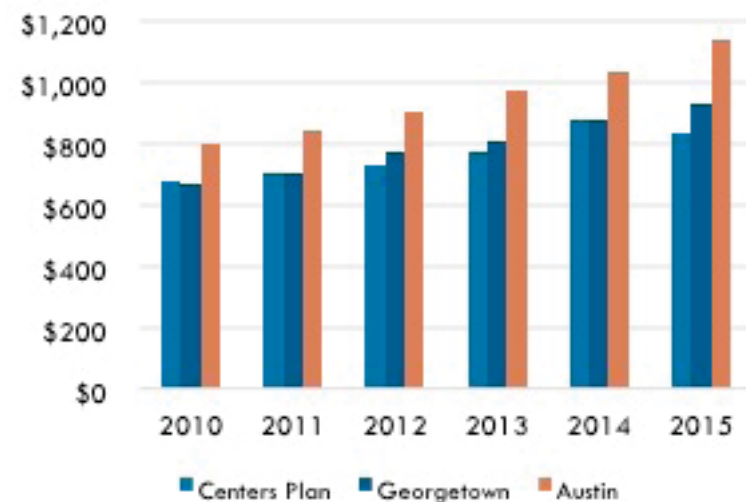
## Apartments

- » Demand for 1,200 residential units annually city-wide
- » Large number of projects under construction and in planning pipeline
- » Corridor-adjacent subdivisions have been responsible for much of the growth
- » Very limited multifamily growth in the study area itself

2010-2015 Apartment Vacancy Rates



2010-2015 Effective Apartment Rent Per Unit



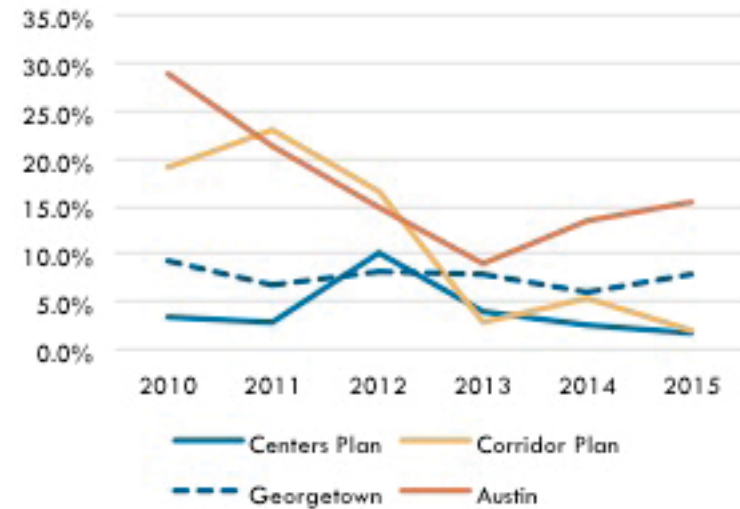


# Key Real Estate Trends

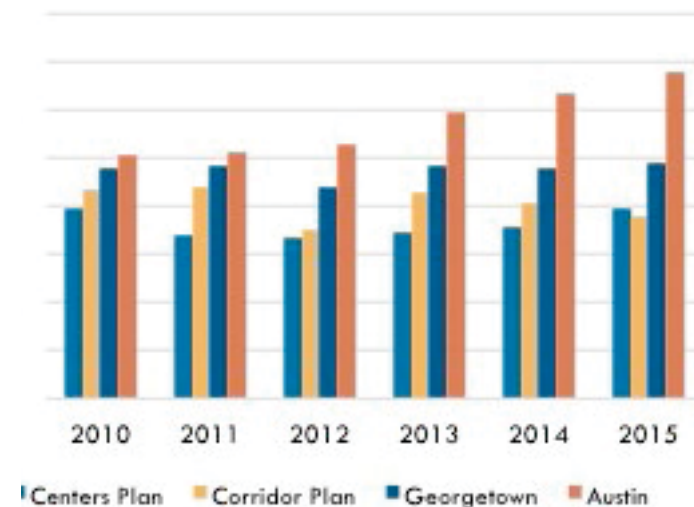
## Office

- » Office vacancies low in Georgetown and the Study Area
- » Rents are comparable to greater Austin
- » Despite these positive trends, there is limited growth in office sector; commercial space delivery is dependent on build-to-suit opportunities

2010-2015 Office Vacancy Rates



2010-2015 Gross Office Rent Overall



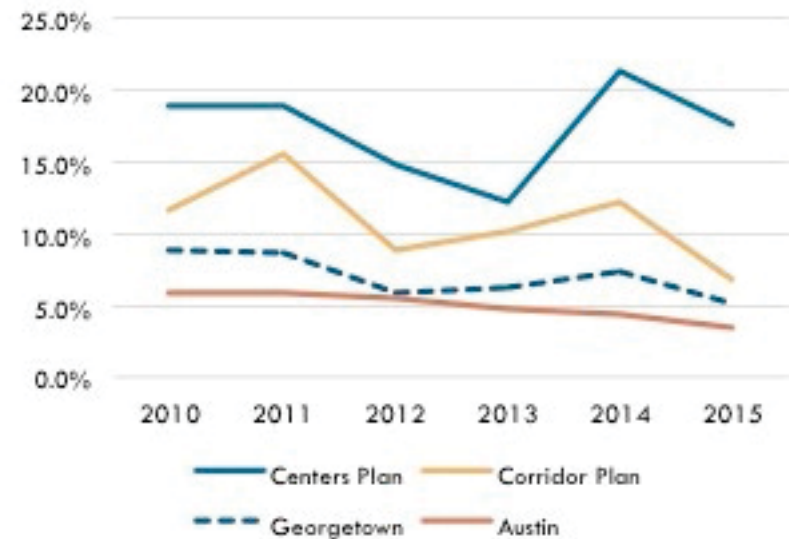


# Key Real Estate Trends

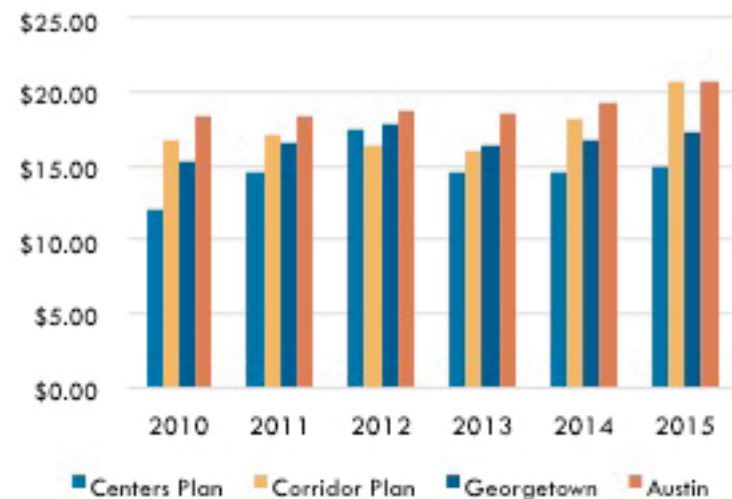
## Retail

- » Retail rents are comparable to Austin and vacancy has declined
- » Greater supply and demand trends indicate that there is no organic gap in retail supply, but there is possible sales leakage outside the sales area
- » Retail supply is balanced with demand, but desire for higher quality offerings will drive future opportunities

2010-2015 Retail Vacancy Rates



2010-2015 Retail Rent- All Service Types



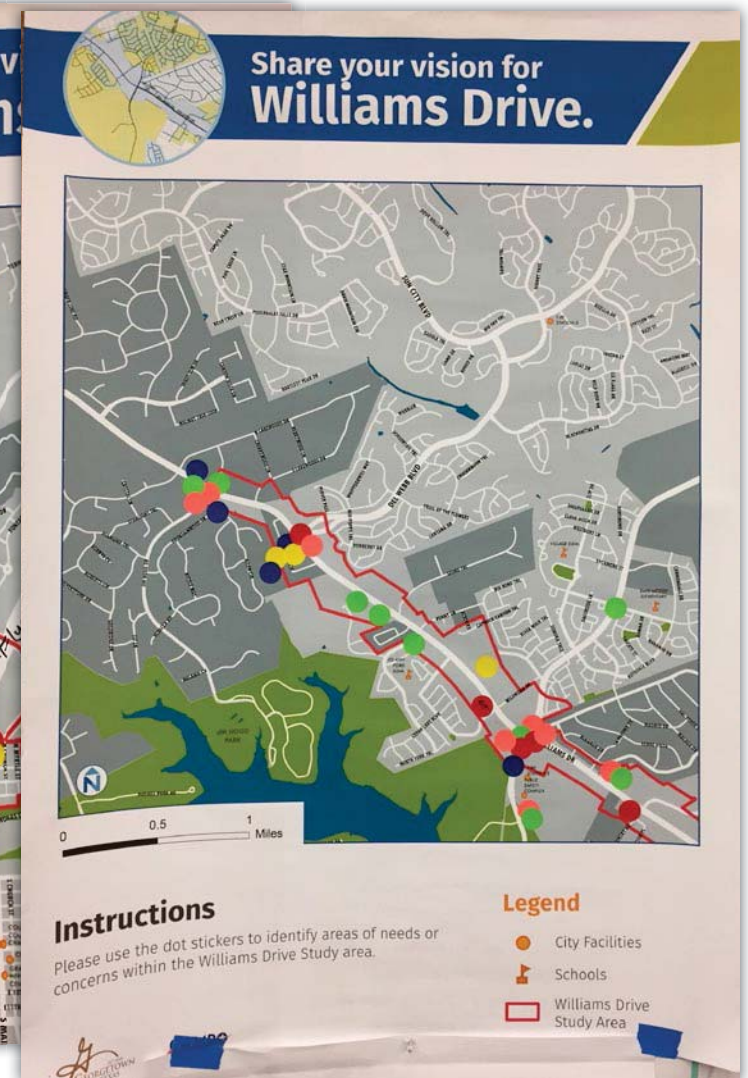


# October Open House





# October Open House





# This Week

| SATURDAY<br>November 12                     | SUNDAY<br>November 13             | MONDAY<br>November 14                                | TUESDAY<br>November 15  | WEDNESDAY<br>November 16   |
|---|-----------------------------------|--|---|--|
| <b>Hands-On Workshop</b><br>9 am - 12:30 pm | Open Design Studio<br>9 am - 7 pm | Open Design Studio<br>9 am - 4 pm                    | Open Design Studio<br>9 am - 4 pm   | Closed Design Studio   |
|   |                                   | <b>Lunch &amp; Learn Transportation</b><br>12 - 2 pm | <b>Lunch &amp; Learn Commercial &amp; Market Development</b><br>12 - 2 pm                     |  |
| Open Design Studio<br>5 pm - 8 pm           |                                   | <b>Drop-In Open Design Studio</b><br>4 pm - 7 pm     | <b>Drop-In Open Design Studio</b><br>4 pm - 7 pm<br><b>P&amp;Z/GTAB Joint Meeting</b><br>6 pm | <b>Work-In Progress Presentation</b><br>4 pm<br><b>Work-In Progress Presentation</b><br>6 pm |

All events will take place at:

Georgetown Health Foundation Community Rooms, 2423 Williams Drive, Suite 101, Georgetown, TX 78628



# Friday Tour





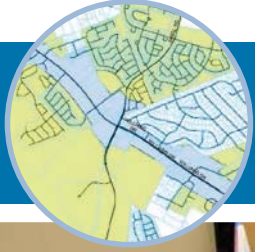
# Friday Tour





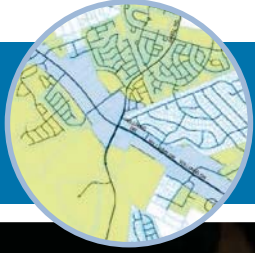
# Saturday Workshop



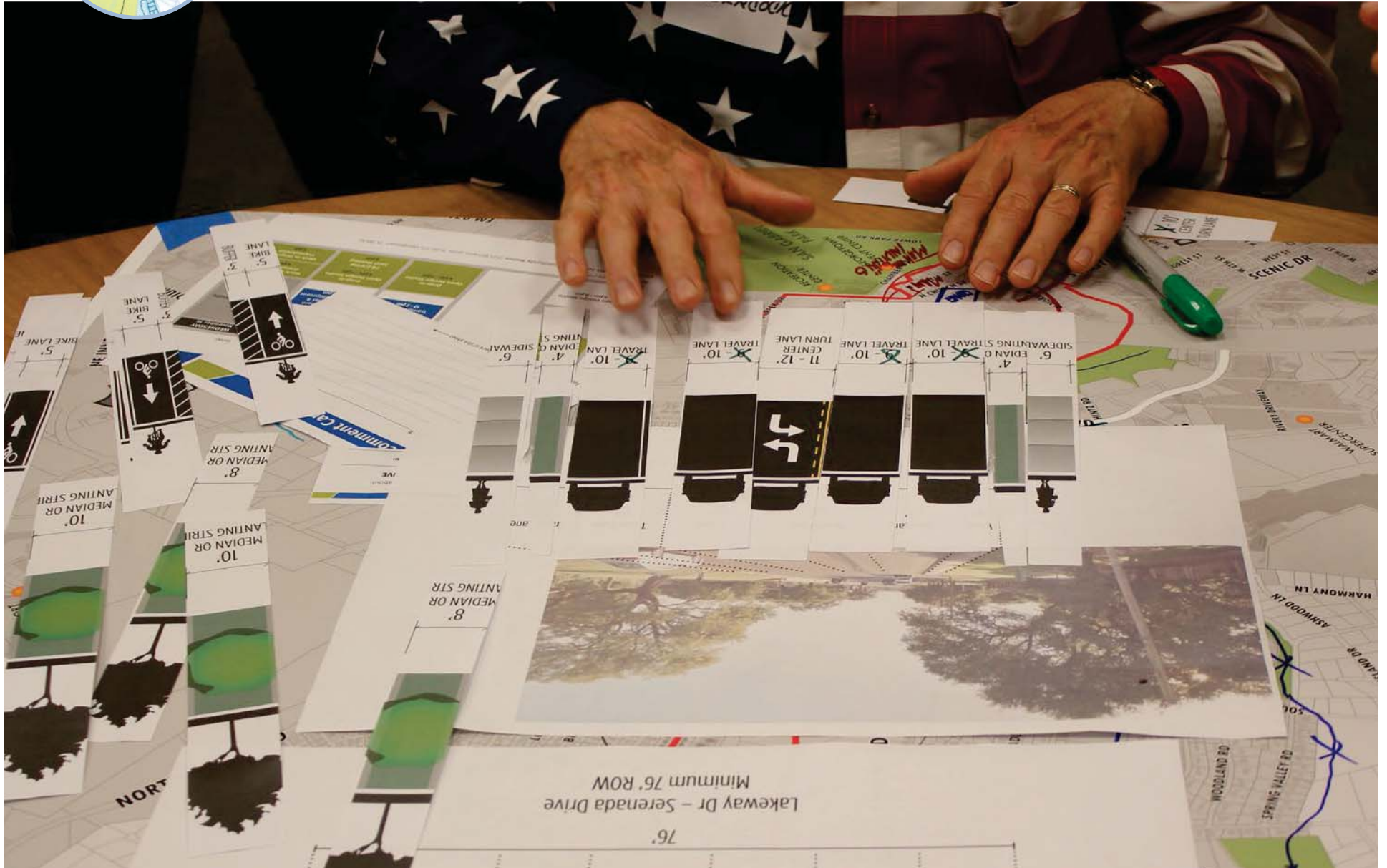


# Saturday Workshop





# Saturday Workshop



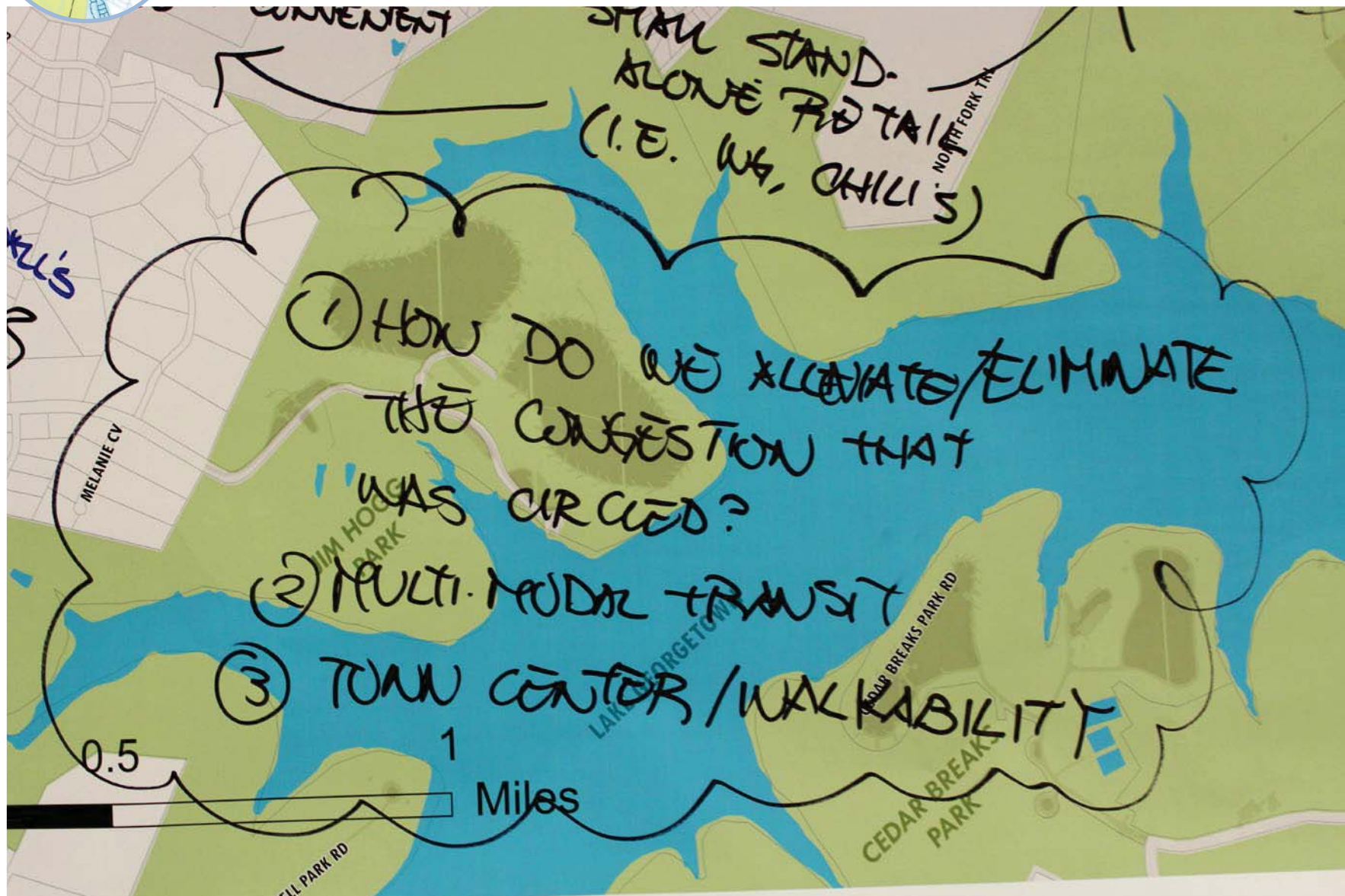


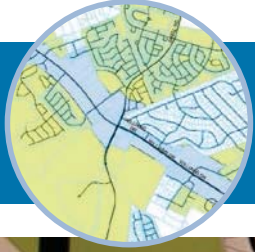
# Saturday Workshop



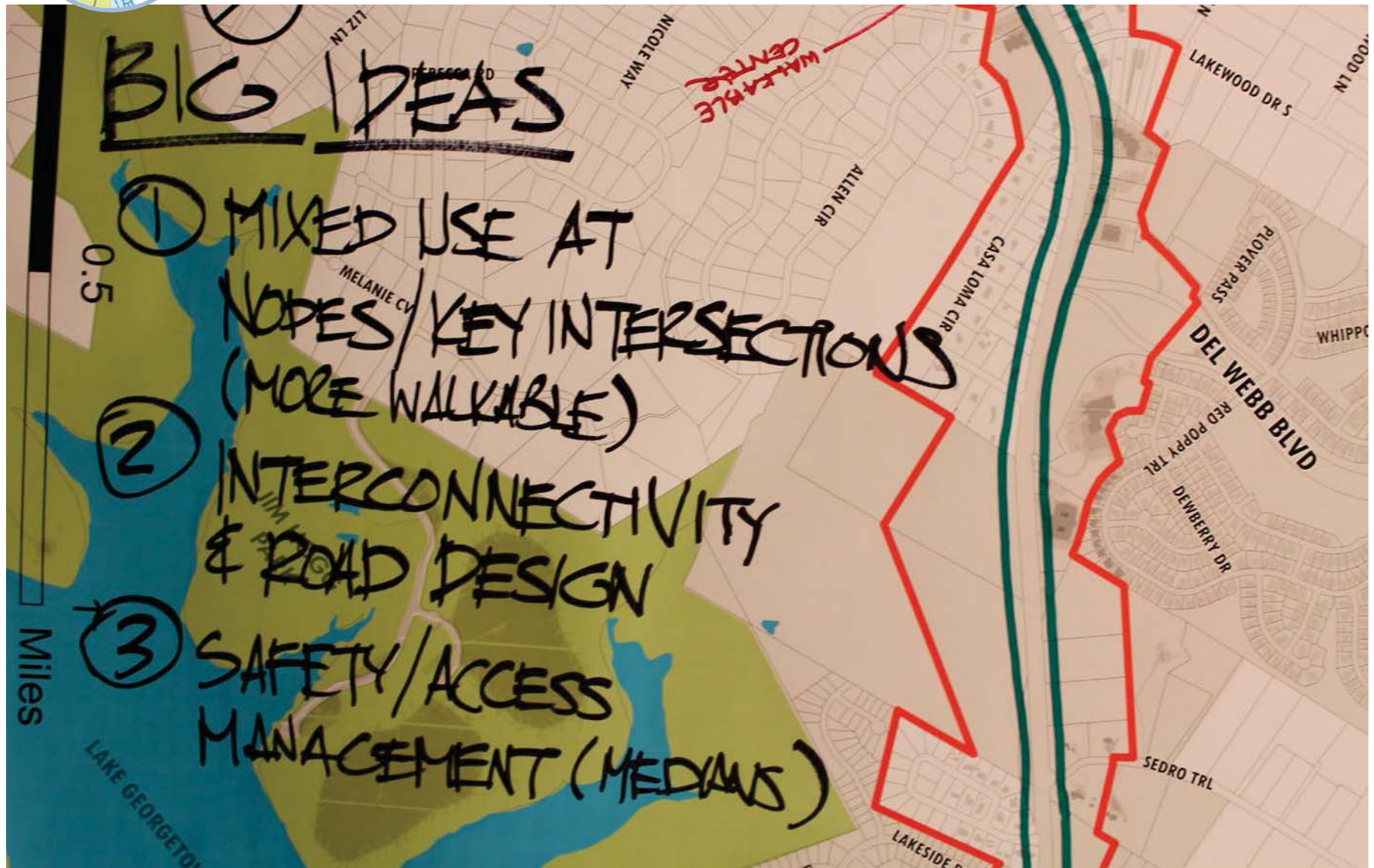


# Saturday Workshop





# Saturday Workshop





- NE INNER LOOP

GEORGETOWN ISD ATHLETIC COMPLEX

MEDA ST

HAVERLAND L

DIE DR

**FM 971**



# Saturday Workshop



A few words  
that come to mind about

## **WILLIAMS DRIVE**

Now:

Boring and dangerous

and in my vision for the future:

Vibrant and attractive



A few words  
that come to mind about

## **WILLIAMS DRIVE**

Now:

ugly + crowded

and in my vision for the future:

beautiful + well flowing traffic



A few words  
that come to mind about

## **WILLIAMS DRIVE**

Now:

Largely Empty Palette

and in my vision for the future:

higher density Urban Addison/Southlake Town Center  
(higher density than Roundtree BARNET ROAD)



A few words  
that come to mind about

## **WILLIAMS DRIVE**

Now:

crowded

and in my vision for the future:

\_\_\_\_\_



## Saturday Afternoon: Site Analysis





# Saturday Evening: Brainstorming



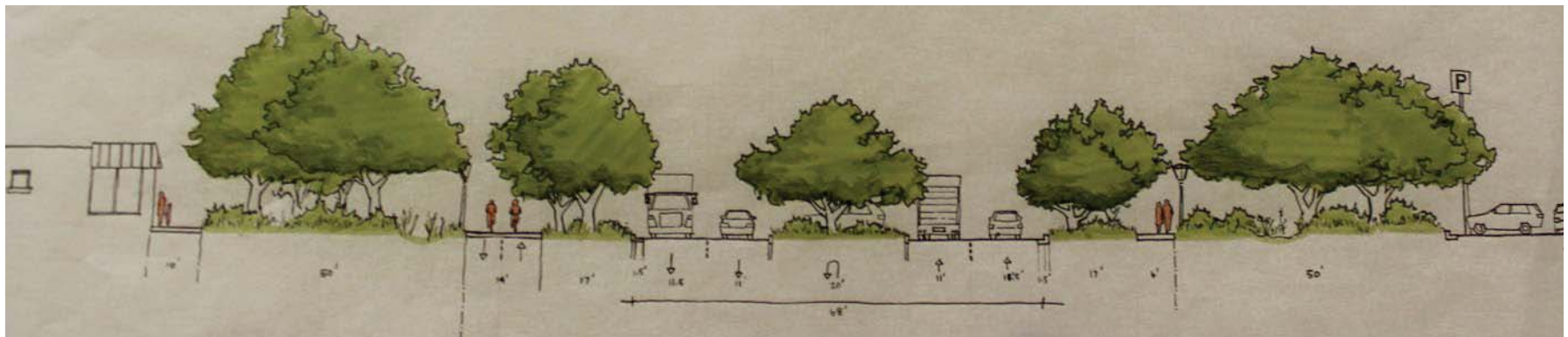
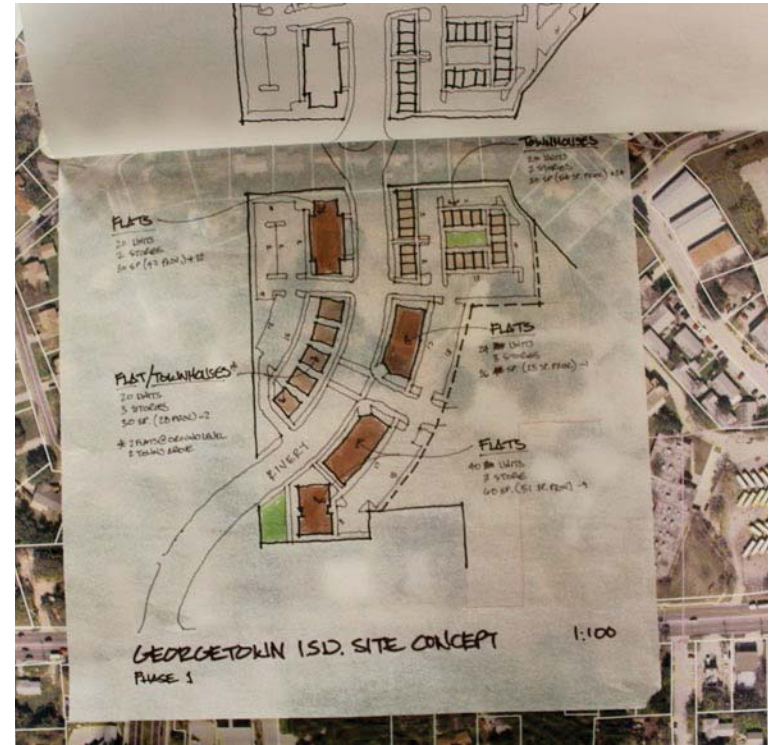


# Sunday: Staff Check-in





# Preliminary Concepts







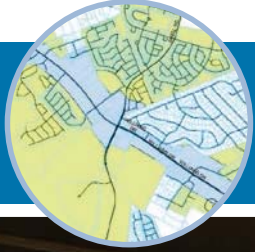
# Feedback: Open Studio





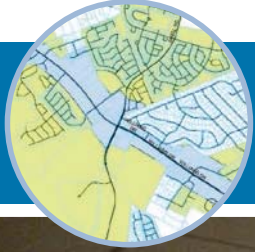
# Feedback: Stakeholders Meetings





# Feedback: Stakeholders Meetings





# Feedback: Lunch & Learns





# Tuesday: Refinement





## Tues: P&Z/GTAB Joint Meeting



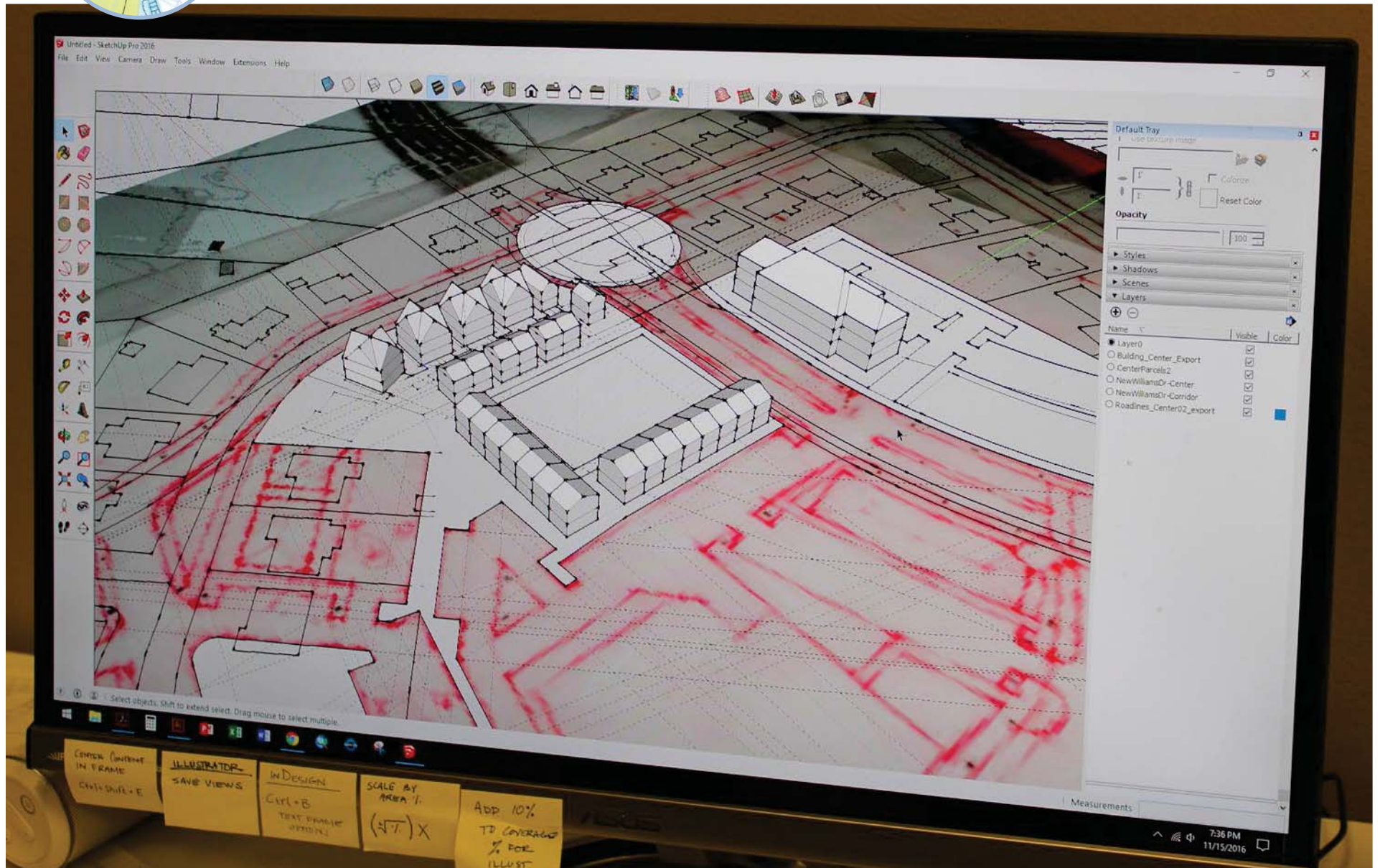


## Tues: Working Late



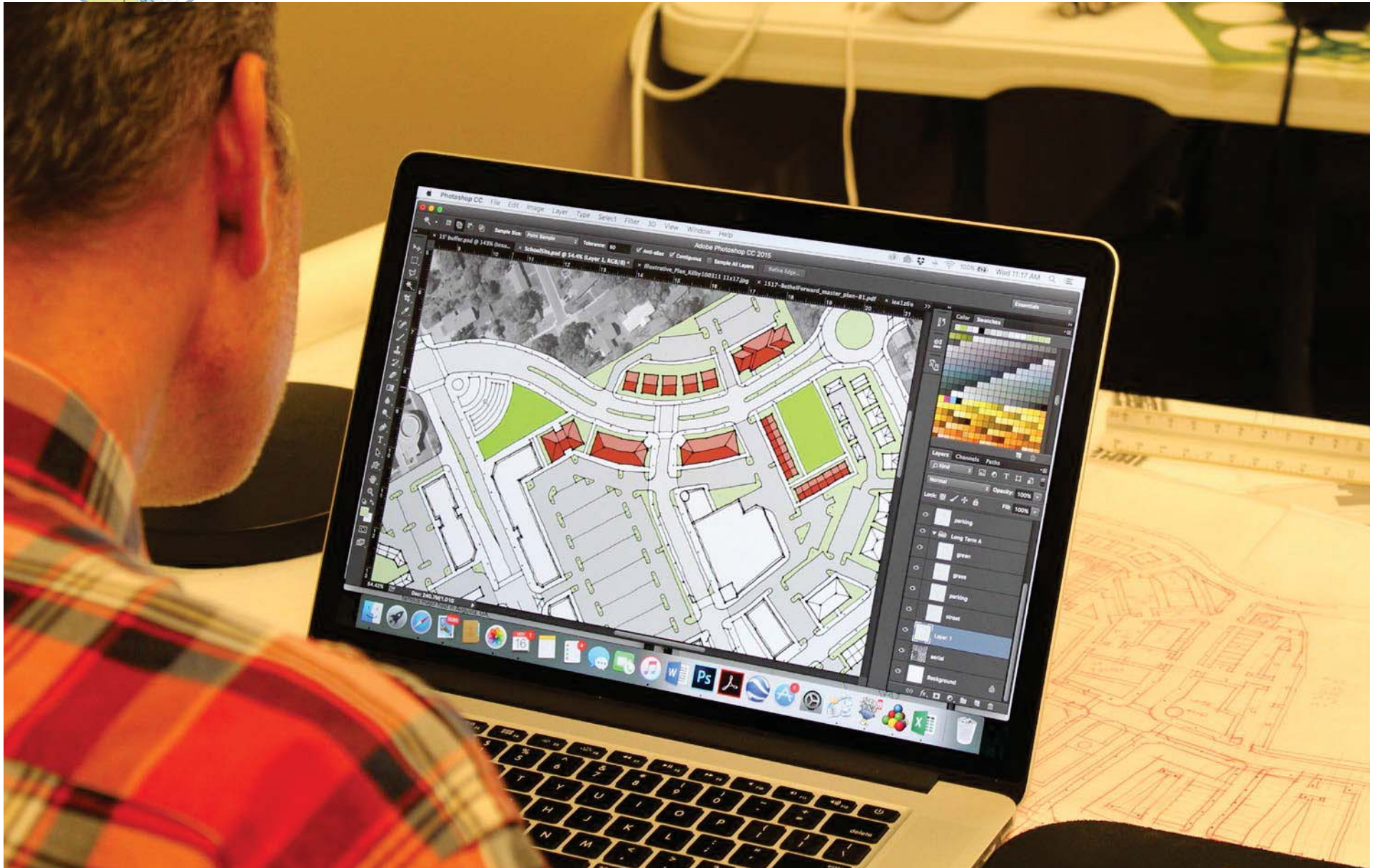


# Wed: 3D Modeling





# Wed: Rendering





# Transportation



# Williams Drive Existing Conditions Overview

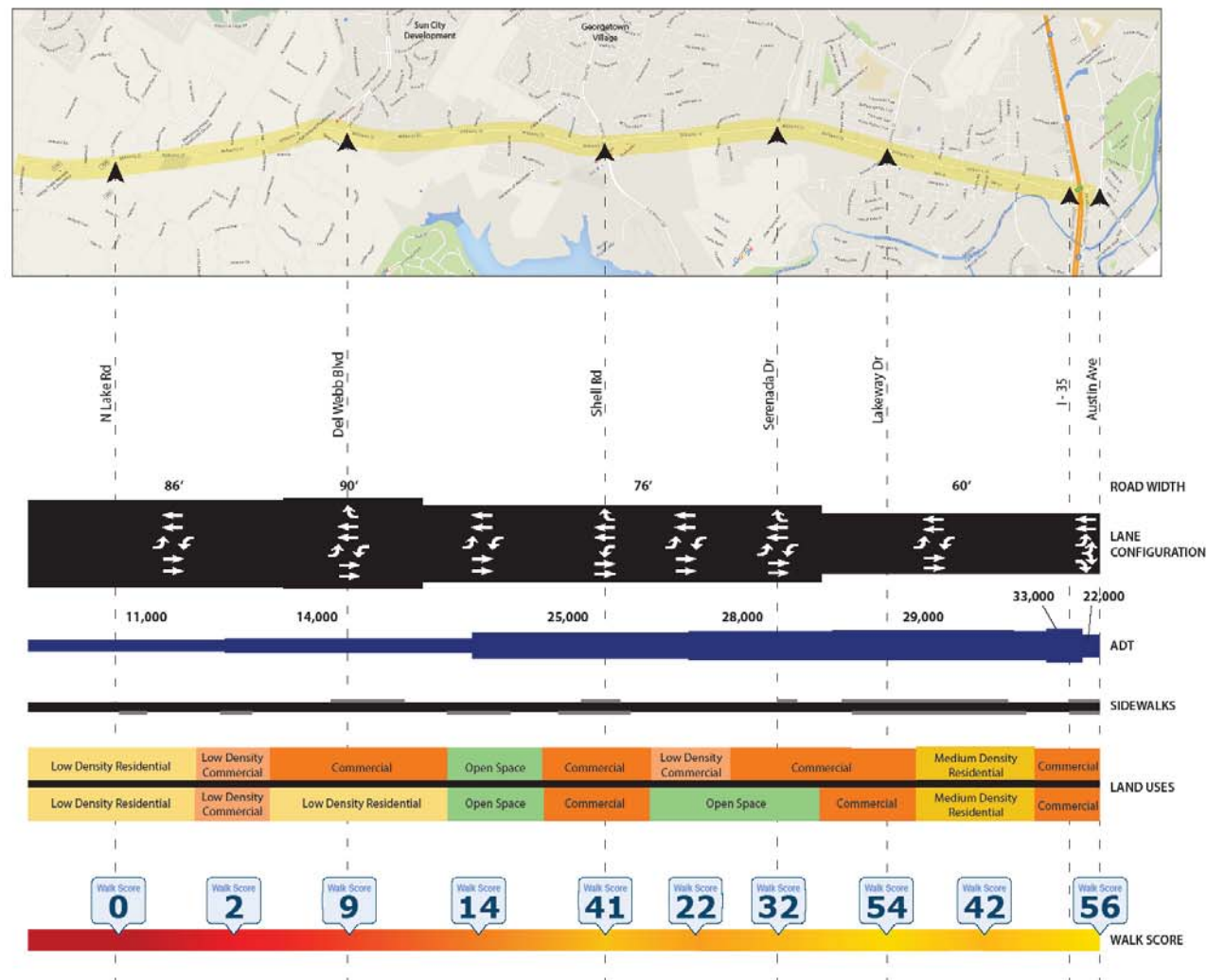
## Overview

The Williams Drive study incorporates an area over 6 miles in length with a number of different characteristics along its route.

These include:

- Varying daily vehicle volumes
- Differing road widths
- Land use densities
- Sidewalk coverage
- Walkscore\*

\* Walkscore measures the walkability of an area based on access to amenities and pedestrian friendliness. A score of 100 is a walkers paradise.



# Existing Needs

## Sidewalk Construction Policy

Sidewalks need to connect (to corner at least)

Sidewalks cannot be deferred

Temporary materials may be used such as asphalt or crushed stone (as approved by the City)



# Existing Needs

## Pedestrian Buffer

Pedestrian buffer should increase with volume and speed

- Minimum 2' buffer on low-speed, low-volume residential streets
- Minimum 6' buffer on low-speed (25 MPH), higher volume corridors
- Minimum 10' buffer on higher speed segments



# Existing Needs

## Accessibility

Aid businesses and property owners to retrofit existing facilities to ensure accessibility for all people



# Existing Needs

## Pedestrian Priority

Continue pedestrian travel ways over and across access drives.

Sidewalk material should carry across driveway visually cuing drivers to yield



# Existing Needs

## Pedestrian Priority

Continue pedestrian travel ways over and across access drives.

Sidewalk material should carry across driveway visually cuing drivers to yield



# Existing Needs

## Crosswalks

Default is crosswalks across all legs, must demonstrate if and when not possible and impacts on pedestrian delay

Strive for crosswalks every:

- 600' in urban section
- 900' (or less) in retrofit and evolving segments
- At least every 1200' in parkway segment



# Existing Needs

## Inter-Community Connectivity

Encourage greater connectivity between developments – at minimum provide non-motorized connections



# Existing Needs

## Bicycle Facilities

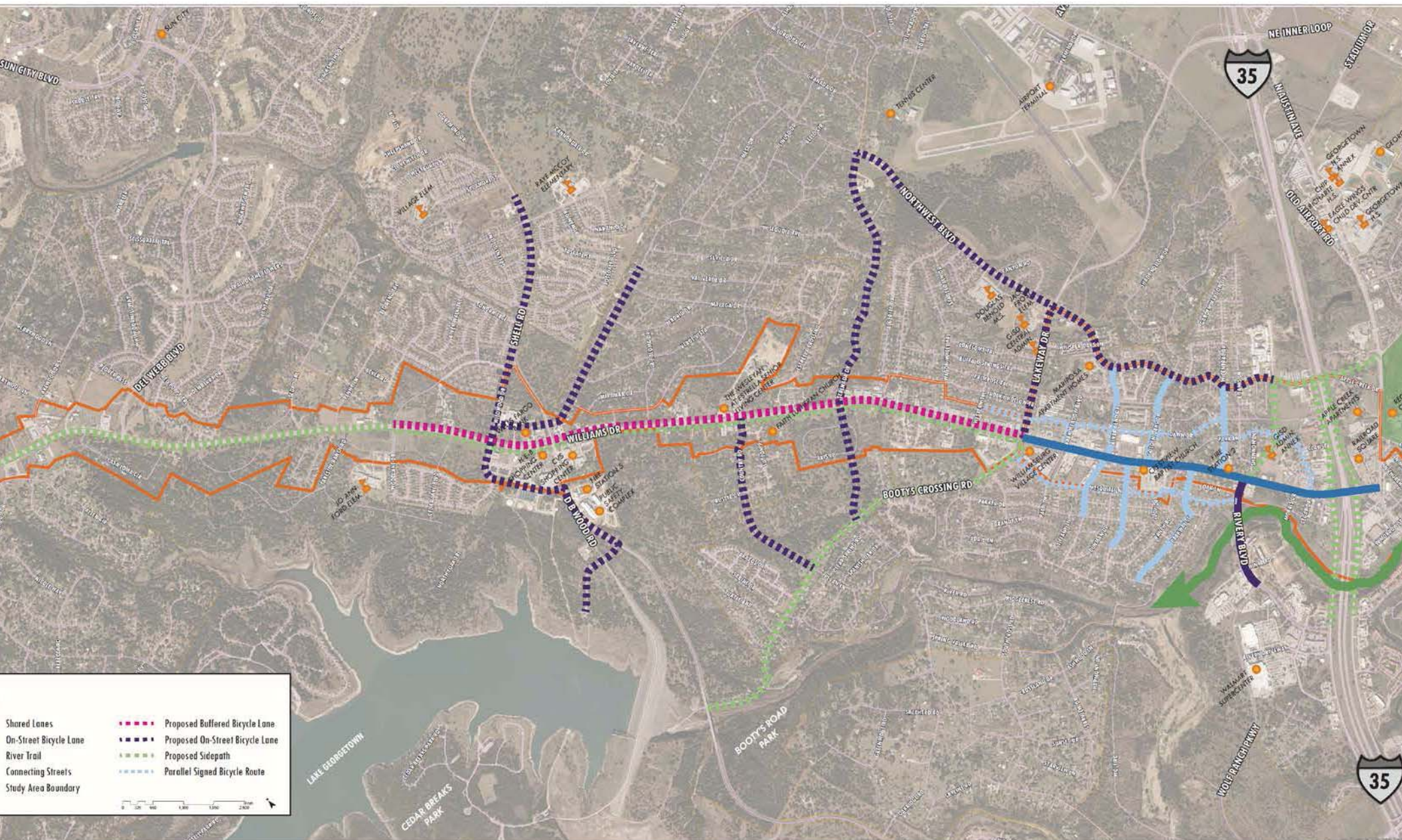
Ensure all new collector (or higher) roadways include bicycle facilities.

Develop a City wide Bicycle Facility Map.

Include bicycle amenities (i.e., bike racks)



# Concept Bicycle Facilities



# Sidepaths



# Buffered Bike Lanes



# Bike Lanes



# Neighborhood Bike Blvds



**Williams Drive @ Lakeway Drive  
- Existing**



# Williams Drive @ Lakeway Drive - Interim Buffered Bike Lane



# Williams Drive @ Booty's - Interim Buffered Bike Lane



# Williams Drive @ Booty's - Shared Use Sidepath



**Booty's Crossing**  
**Add cycle track/trail**



**Booty's Crossing**  
**Add cycle track/trail**

