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 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
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
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
October Open House
October Open House
**This Week**

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

1. How do we allocate/eliminate the congestion that was circled?
2. Multi-modal transit
3. Town center/walkability

0.5 
1 Miles
Saturday Workshop

**BIG IDEAS**

1. Mixed use at nodes/key intersections (more walkable)
2. Interconnectivity & road design
3. Safety/access management (medians)
Saturday Workshop

Outcomes

- Slower speed in center
- Better connectivity (interconnectivity)
- Put needs where people live
- Basic services (small centers)

Growth will come, need to accommodate

- Drive traffic off corridor
- Need green pockets, connect to trail system

FM 971
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 and crowded
and in my vision for the future: Beautiful and well flowing

A few words that come to mind about WILLIAMS DRIVE
Now: Largely Empty Palette
and in my vision for the future:

A few words that come to mind about WILLIAMS DRIVE
Now: Crowded
Saturday Afternoon: Site Analysis
Saturday Evening: Brainstorming
Sunday: Staff Check-in
Preliminary Concepts
Feedback: Open Studio
Feedback: Open Studio
Feedback: Stakeholders Meetings
Tuesday: Refinement
Tues: Working Late
Transportation
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
Buffered Bike Lanes
Bike Lanes
Neighborhood Bike Blvds
Williams Drive @ Lakeway Drive
- Interim Buffered Bike Lane
Williams Drive @ Booty’s - Interim Buffered Bike Lane
Williams Drive @ Booty’s - Shared Use Sidewalk
Booty’s Crossing
Add cycle rack/trail
Booty’s Crossing
Add cycle track/trail