Concept Plan

INTRODUCTION

The concept plan for Williams Drive is divided into two study areas, described as the Corridor Plan and Center Area Plan. The plans provide the recommendations for specific improvements within each study area.

Transportation can often be the key to unlocking the full potential of a major corridor and the surrounding community. For Williams Drive, the goal is to employ a combination of best practices in street design and land use policy to transform Williams Drive. The project team evaluated a series of alternatives for streetscape improvements, pedestrian and bicycle accommodations, and land use changes along Williams Drive before coming up with a final concept plan. The concept plan integrates both land use and transportation, aligning all recommendations with the project goals established at the beginning of the planning process. The following chapter provides details on the recommendations of the concept plan.

CENTER AREA PLAN

CREATING A VIBRANT, MIXED USE, WALKABLE ACTIVITY CENTER

KEY CENTER AREA PLAN RECOMMENDATIONS

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.

Enhance the Urban Form and Character of the Area

9. Encourage mixed-use development.
10. Strengthen subarea identity.
11. Create new open spaces within large development sites.
12. Use the amenity of the river to organize new development.
13. Develop enhanced standards for landscaping and signage.

Use Catalytic Sites to Promote a New Form of Development

14. Create a context sensitive mixed-use center that extends toward the Downtown area.
15. Promote transit-supportive development densities.
16. Widen sidewalks, add street trees and lights.
17. Pull buildings up to the street.
18. Slow traffic on Williams Drive down.

MAKE CONNECTIONS THROUGH AND WITHIN THE CENTER

WHAT WE HEARD: There are limited connections between neighborhoods and land uses on the corridor.

WHAT WE PROPOSE:

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. Fill in the sidewalk gaps.
6. Close redundant curb cuts.
7. Create transit stops.
8. Ensure traffic calming for parallel connections.

1. Improve connections between parcels

Much of the development in the Center area occurred before the City's current regulations were adopted. Today, non-residential 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.

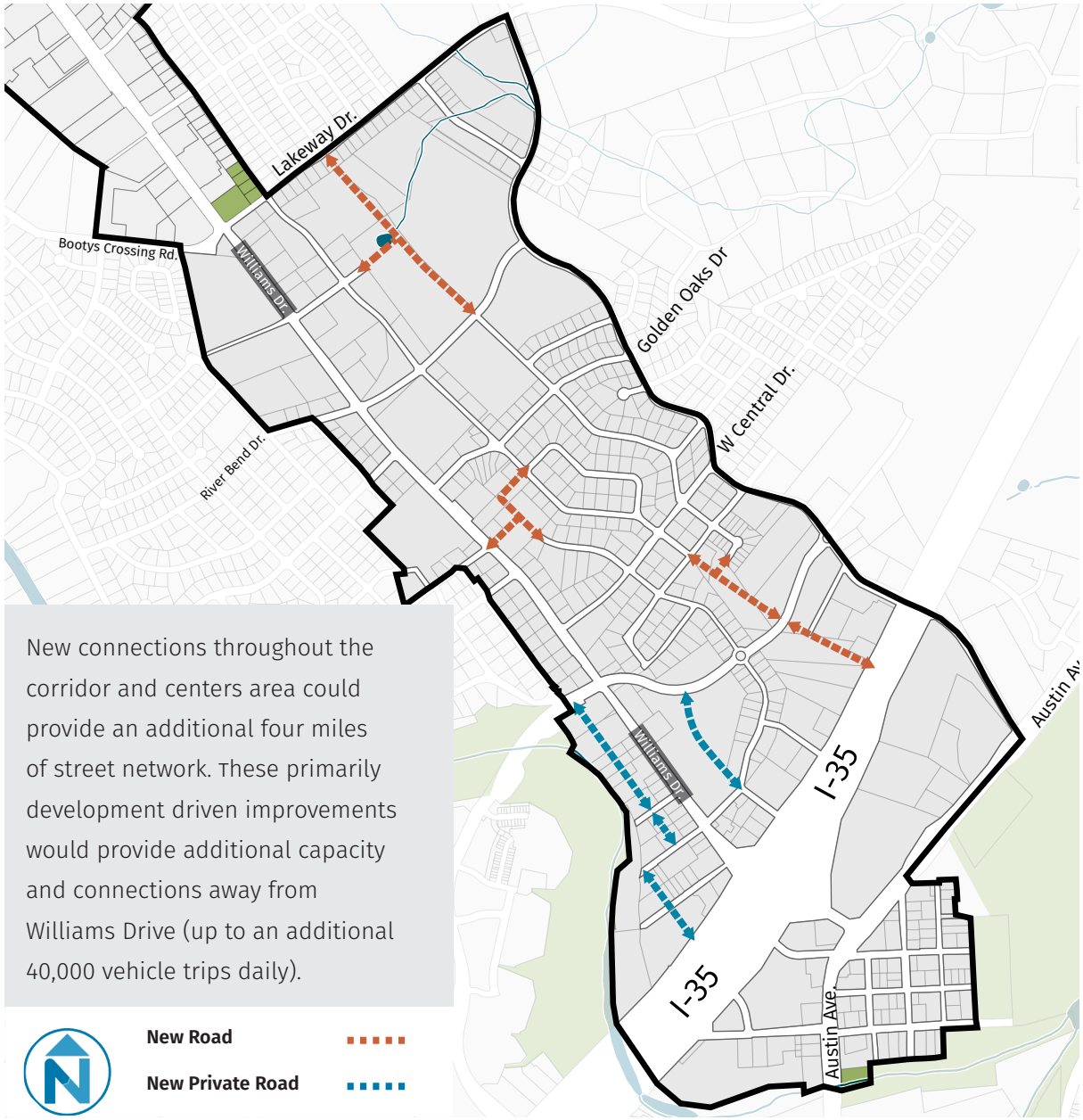
2. Use deep sites to create a network of streets (not just a corridor)

There are a limited set of large sites in single ownership within the Center area. Where these sites exceed typical urban block standards (300 to 500 feet in length), they should be required to include new internal street 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.

3. Create a safe bicycle route

The Williams Drive corridor through the Center area does not contain enough right-of-way to provide for a separated bike and pedestrian path. The safest bike routes through the Center area 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, in order to provide a bike route along the corridor through the Center Area.

FIGURE 32: PROPOSED NEW CONNECTIONS IN THE CENTERS AREA



4. Connect to the river trail

The City's investment in trails along the San Gabriel River remains underutilized by many residents of the Center area due to the inaccessibility of the trail system. Clear linkage to the trail, as well as bike facility maps illustrating how to connect to the river trails are needed.

5. Fill in the sidewalk gaps

Due to the age of development in the Center area, 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 land owners is needed to accomplish this goal.

6. Close redundant curb cuts

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

FIGURE 33: PLANNED TRANSIT ROUTES IN THE CENTERS AREA

7. Create transit stops

As the City begins to invest in its own transit system along Williams Drive, it will become important to create safe transit stops for users of the new system. In the Center area, the bus will most likely travel within the existing lanes due to limited right-of-way.

Bus stops should be well-signed, and provide shade and sitting opportunities for those awaiting the service. Further analysis of additional bus stop locations is recommended upon the beginning of the Williams Drive route.

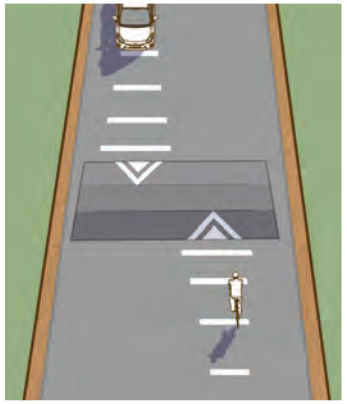
8. Ensure traffic calming for parallel connections

In the near future, Georgetown will have a new bridge over I-35 at Northwest Boulevard. This bridge is intended to 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.

The following page provides a toolkit of some of these traffic calming options that would be installed along collectors or neighborhood streets. Tools can include physical changes to the configuration of the roadway as shown on the following page, or with new roadway features such as real-time digital speed signs to inform drivers of their current speed.

Speed Management

This page presents concepts for speed management along collectors or neighborhood streets, such as along Northwest Boulevard.

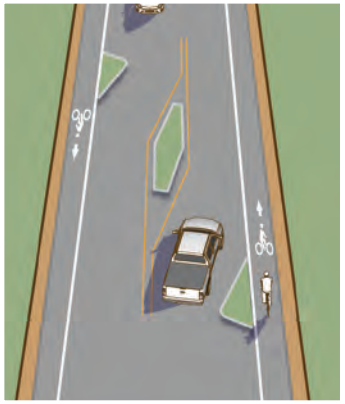


Speed Hump/Table

Speed humps and tables apply vertical deflection in the roadway that is designed to limit the speed of traffic. The main difference between humps and tables are length and profile.

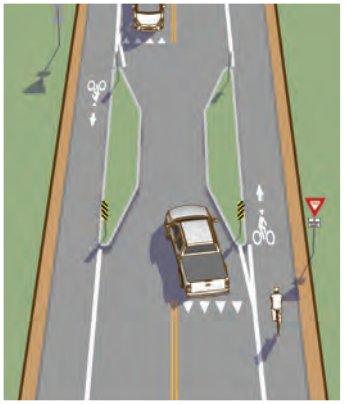
Mini Roundabout

Mini roundabouts are roundabouts with a small footprint and fully traversable central island.



Lateral Shift

Lateral shifts are realignments of an otherwise straight travel path. When multiple lateral shifts are applied to form an S-shaped curve it is called a chicane.



Pinch Point

Pinch points, also called chokers, are curb extensions or edge islands at mid-block locations which narrows the road for a short distance, forcing all motorists to merge into a single lane.

Median Island

Median island are raised islands located along the centerline of a street that narrow the travel lanes and require deflection of an otherwise straight travel path.

ENHANCE THE URBAN FORM AND CHARACTER OF THE AREA

WHAT WE HEARD: There are not enough places to hang out, where you can eat, drink and relax, within comfortable walking distance from my house.

WHAT WE PROPOSE:

9. Encourage mixed-use development.
10. Strengthen subarea identity.
11. Create new open spaces within large development sites.
12. Use the amenity of the river to organize new development.
13. Develop enhanced standards for landscaping and signage.

9. 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 in the Center area 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.

10. Strengthen subarea identity

In order to strengthen the unique character of the various segments of Williams Drive in the Center area, a series of subareas has been mapped. The intent of each subarea 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.

11. Create new open spaces within large development sites

Large development sites provide one of the few opportunities to provide new open spaces within the Center area. Development on larger sites should 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.

12. 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 at the present time. In addition to linking to the trails along the river itself, views from the bluffs along the southern edge of the Center area are spectacular. Recent development near downtown has illustrated how to line the bluff with development 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.

13. 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 Center Area, 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.

USE CATALYTIC SITES TO PROMOTE A NEW FORM OF DEVELOPMENT

WHAT WE HEARD: I love downtown, but I have to drive there. Could we get some places like downtown to extend to Williams Drive?

WHAT WE PROPOSE:

14. Create a context sensitive mixed-use center that extends toward the Downtown area.
15. Promote transit-supportive development densities.
16. Widen sidewalks, add street trees and lights.
17. Pull buildings up to the street.
18. Slow the traffic on Williams Drive down

14. Create a context sensitive mixed-use center that extends toward the Downtown area.

Downtown Georgetown has become a real hotspot 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 (the GISD site is currently in limited use primarily for bus storage) 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 should 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.

15. 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 should focus on creating transit ready intensities of development along the corridor in order to support that bus connection. Using the Center area 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 multi-family 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 Center area is not yet transit-supportive in its intensity.

16. Widen sidewalks, add street trees and lights.

As the Center area becomes more walkable (with new development adjacent to Williams Drive), it is important to ensure that each development provide the appropriate infrastructure in the adjacent right-of-way. The future 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 Center area should provide these minimum basic needs to enhance walkability, define a sense of place, and promote the corridor as a premier gateway.

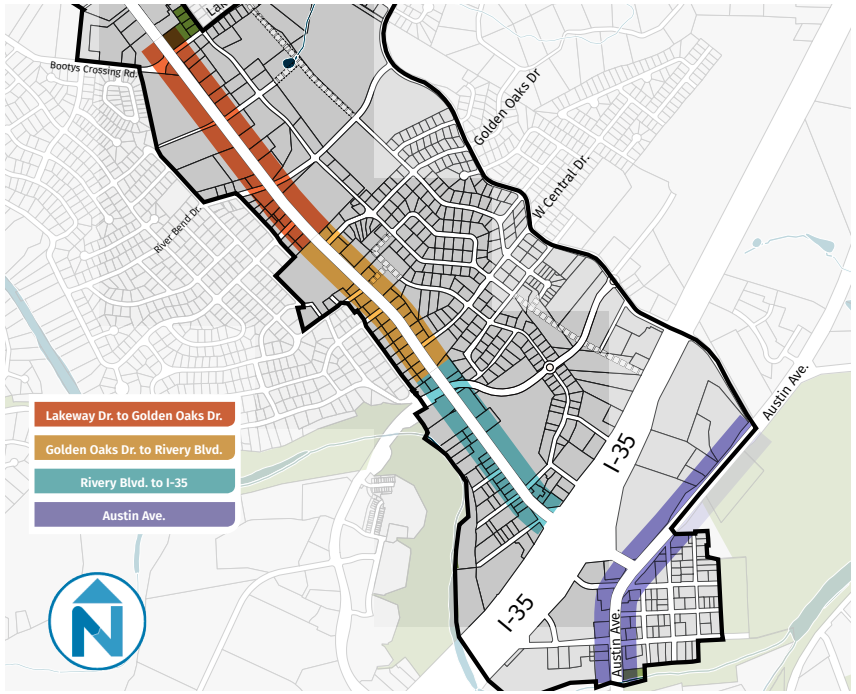
17. Pull buildings up to the street.

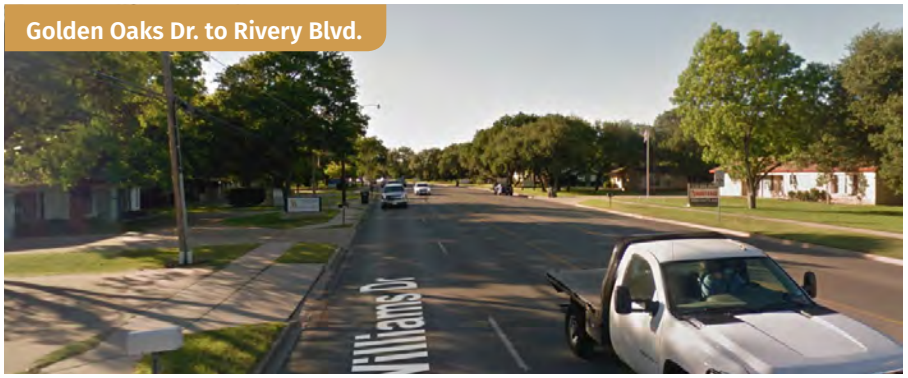
When retail development sits on the site far removed from the nearby sidewalk, every pedestrian trip past the site is a wasted opportunity for a sale. Pulling building frontages up to the street generates activity at the street edge, visual interest for pedestrians, and sales for retailers. It enhances 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 Center area becomes a mixed-use center similar to downtown, it must focus on this key element of walkability.

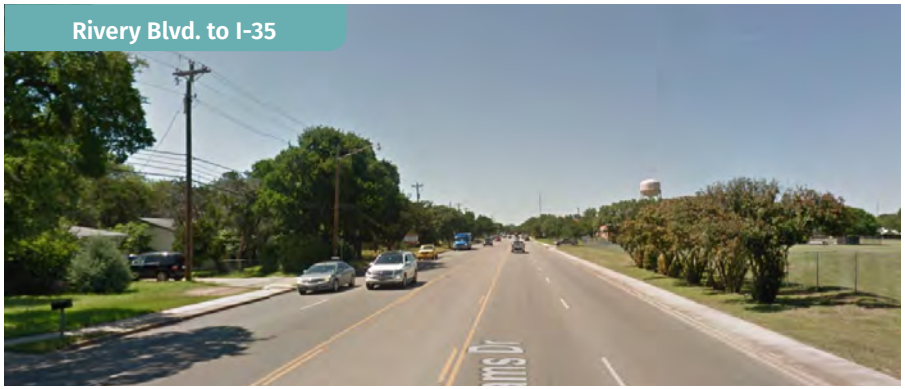
18. Slow the traffic on Williams Drive down.

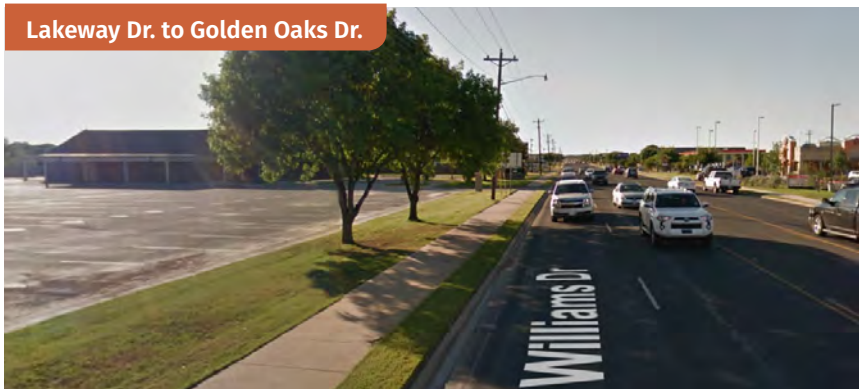
There are a variety of minor modifications to Williams Drive through the Center area that are likely to slow vehicles down to a safe speed (that more accurately matches the posted speed limit). These elements are primarily focused on changing the perception of the corridor by narrowing the lane width, 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 Center area.

PROPOSED CENTER AREA TRANSECTS



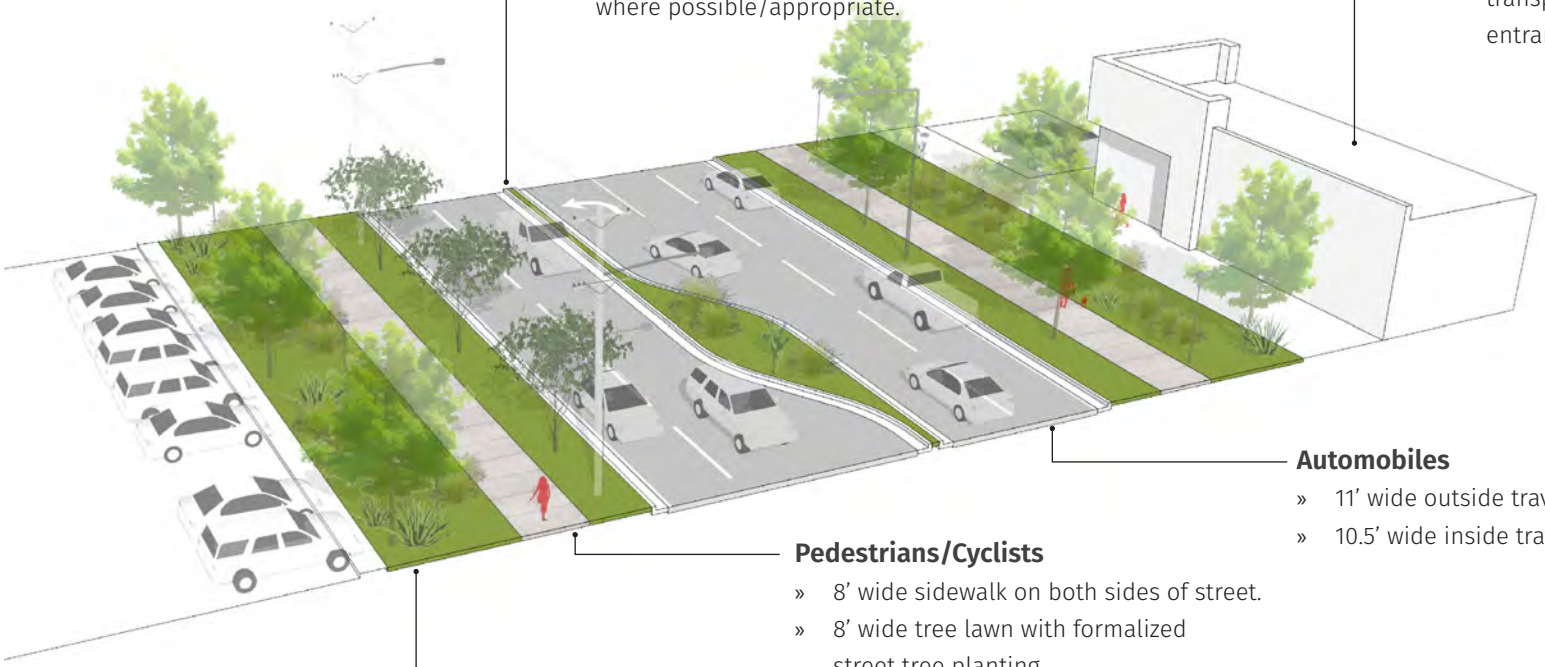






LAKEWAY TO GOLDEN OAKS

RECOMMENDATIONS



Stormwater

- 11' wide landscaped median.
- Use planted medians for conveyance of stormwater where possible/appropriate.

Buildings

- Moderate transparency and entrance spacing.

Automobiles

- 11' wide outside travel lane.
- 10.5' wide inside travel lane.

Pedestrians/Cyclists

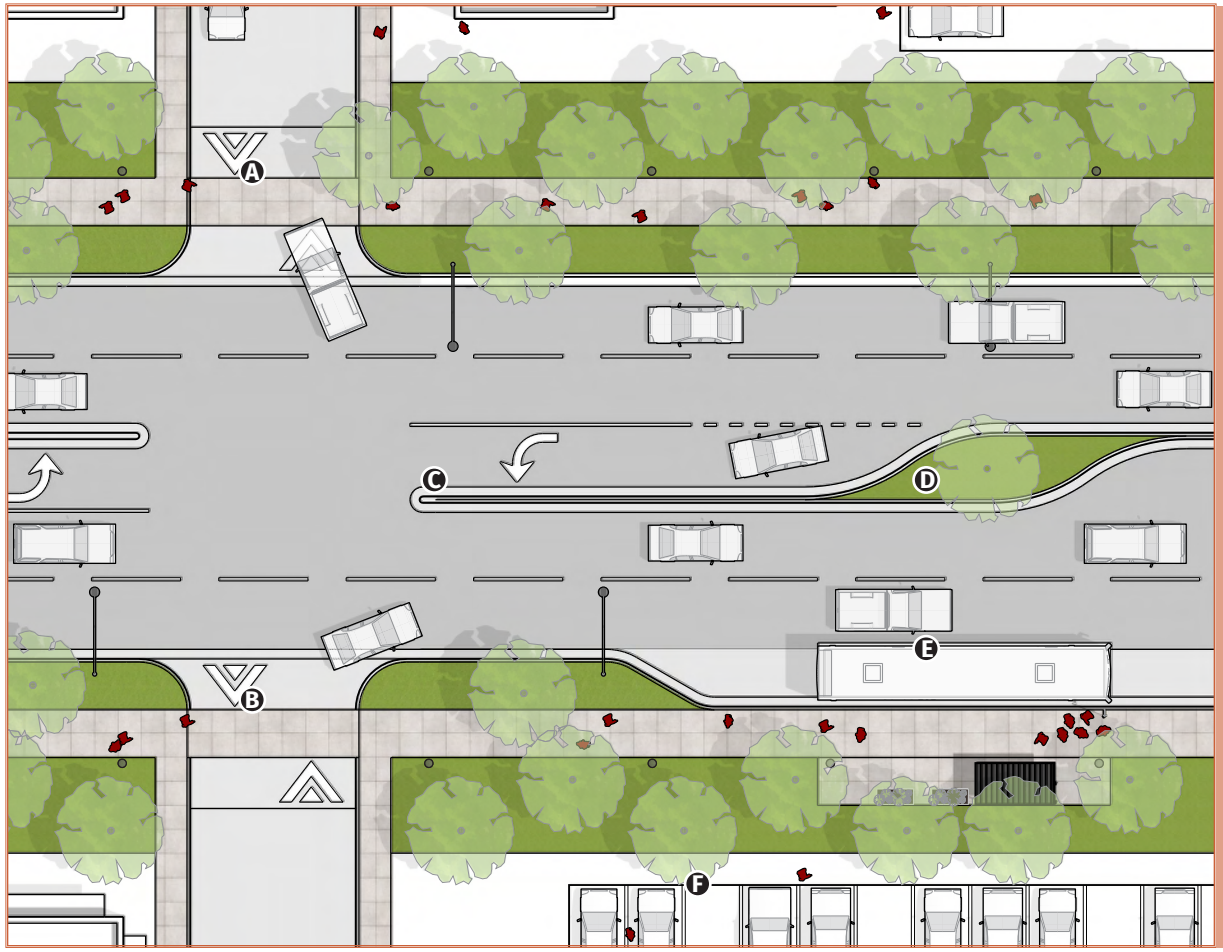
- 8' wide sidewalk on both sides of street.
- 8' wide tree lawn with formalized street tree planting.
- Primary bike route off of Williams Drive (Dawn Drive).

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.

EXISTING CONDITIONS	
Right-of-Way	70' to 85'
Shoulder Width	--
Travel Lane Width (4)	11.5'
Center Turn Lane Width	12'
Total Pavement Width	60'

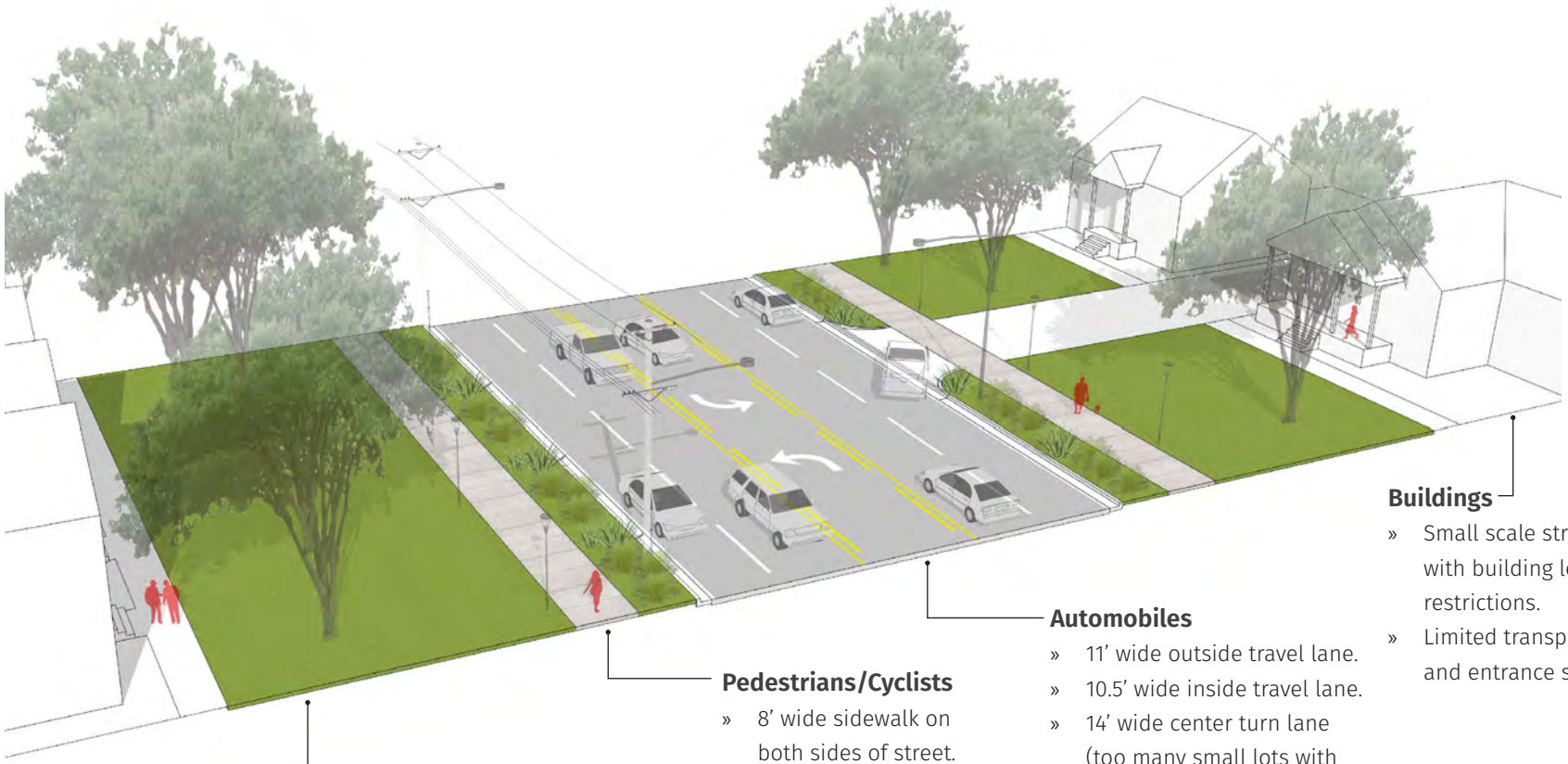
Plan View: Typical Improvement Examples (Lakeway to Golden Oaks)



- **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



Frontage

- Scenic corridor and mature tree canopy preserved.
- 40' wide frontage.
- Where practical, no parking between building and street.
- Where possible, driveways consolidated and shared.

Pedestrians/Cyclists

- 8' wide sidewalk on both sides of street.
- 6' wide tree lawn, supplement preserved front yard trees.
- Primary bike route off of Williams Drive (Dawn Drive).

Automobiles

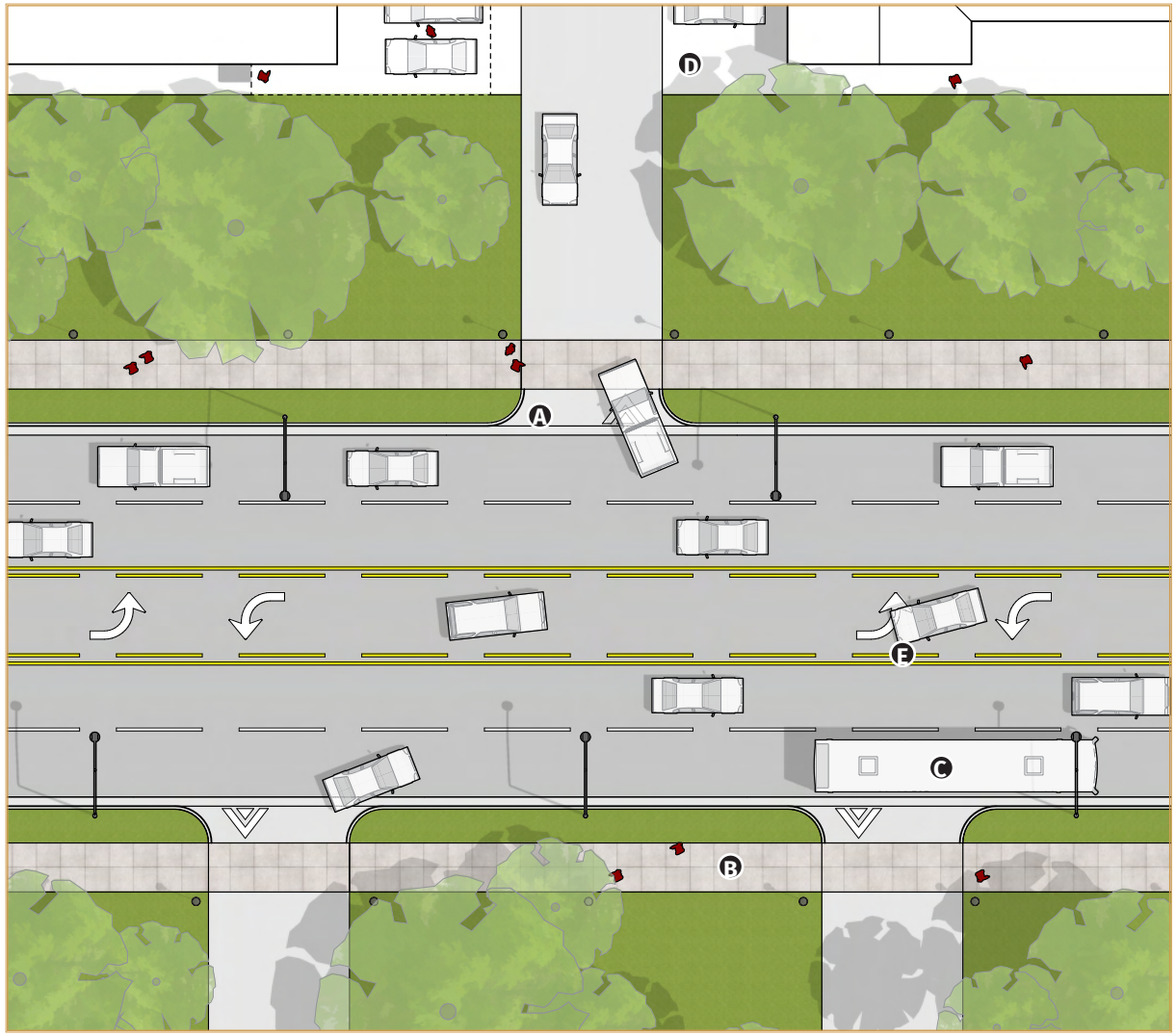
- 11' wide outside travel lane.
- 10.5' wide inside travel lane.
- 14' wide center turn lane (too many small lots with individual driveways to loose center turn lane).

Buildings

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

EXISTING CONDITIONS	
Right-of-Way	70' to 120'
Shoulder Width	--
Travel Lane Width (4)	11.5'
Center Turn Lane Width	12'
Total Pavement Width	60'

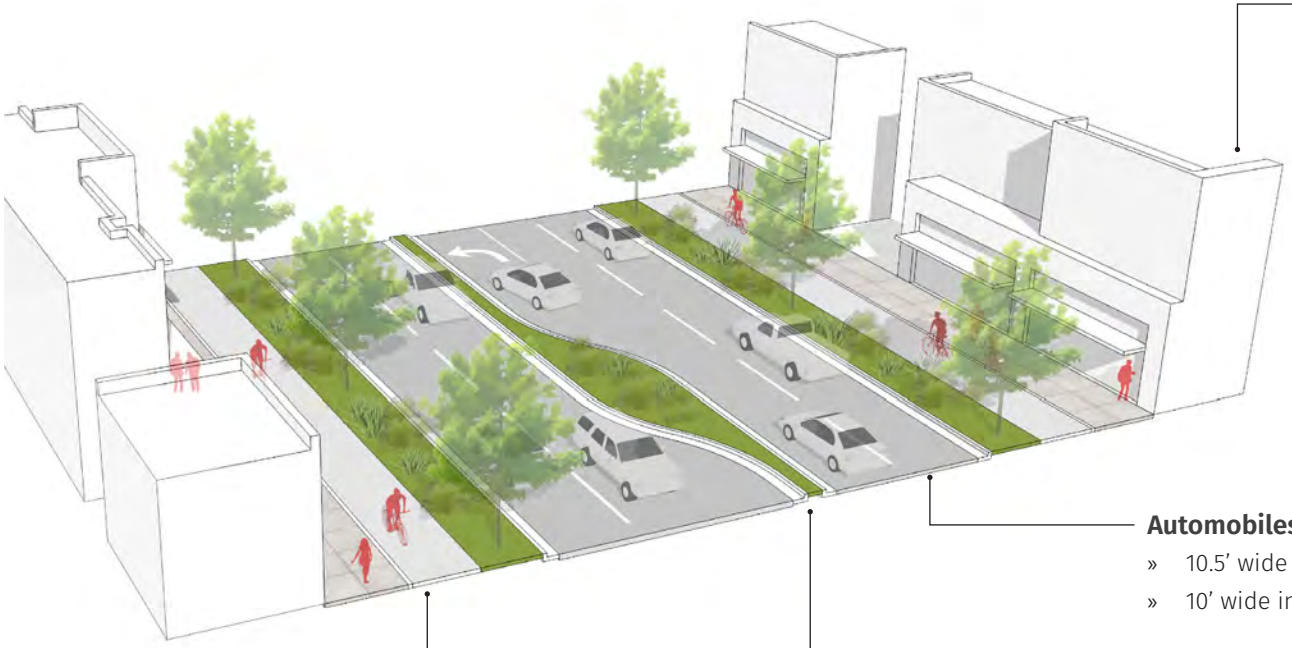
Plan View: Typical Improvement Examples (Golden Oaks to Rivery)



- **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



Frontage/Buildings

- Heavy pedestrian/cyclist environment
- Buildings pulled up to sidewalk.
- Hight transparency and entrance spacing.
- Curb cuts closed.

Automobiles

- 10.5' wide outside travel lane.
- 10' wide inside travel lane.

Stormwater

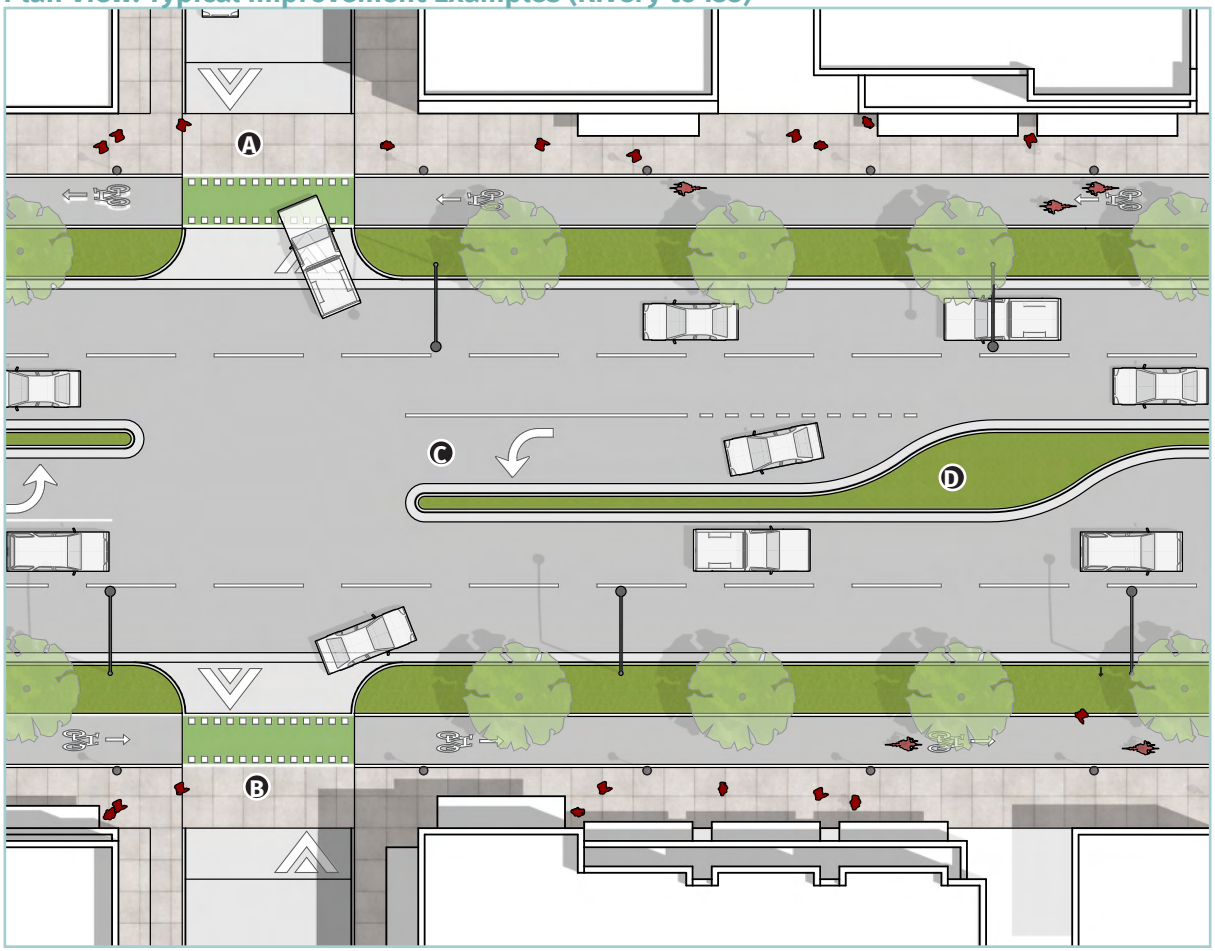
- 13' wide landscaped median.
- Use planted medians for conveyance of stormwater where possible/appropriate.

Pedestrians/Cyclists

- 6' wide designated cycle track on both sides of street.
- 8' wide tree lawn with formalized street tree planting.
- 10' wide sidewalk on both sides of street.

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'

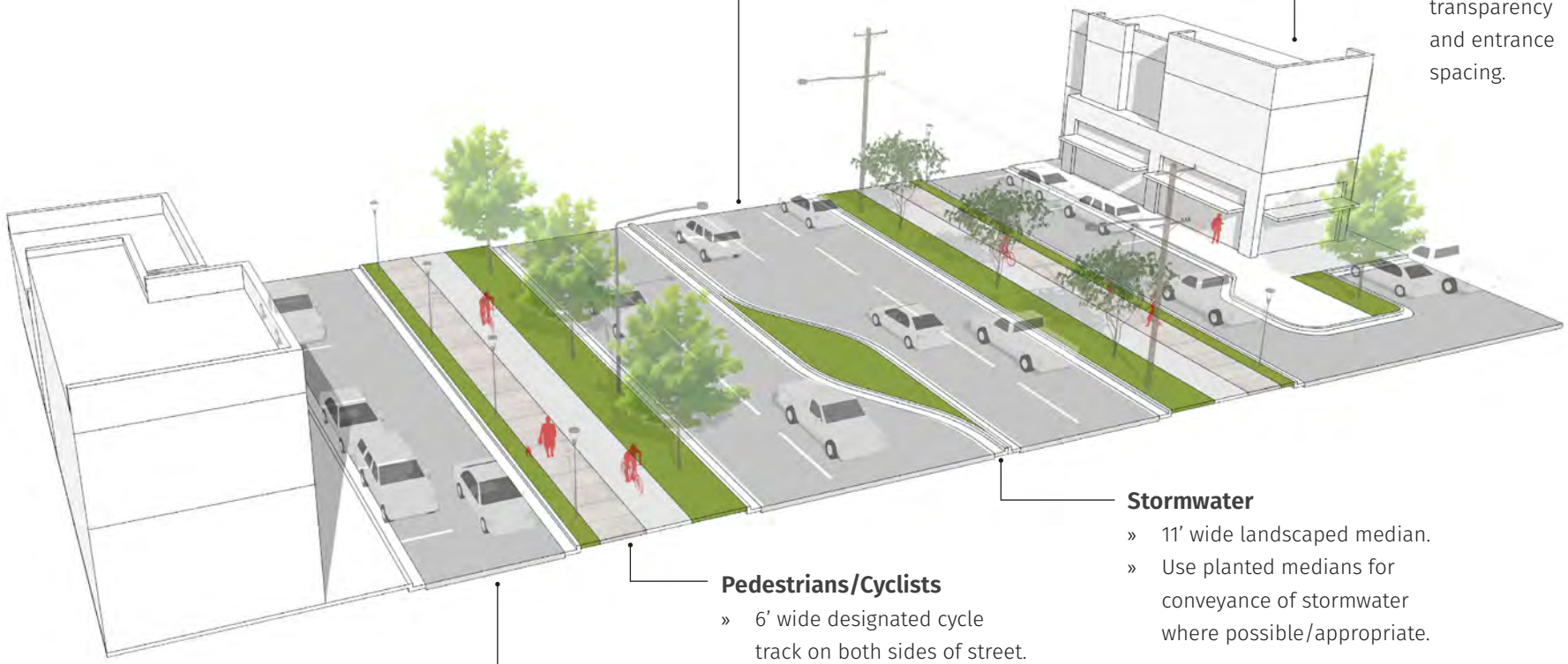
Plan View: Typical Improvement Examples (Rivery to I35)



- **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



Automobiles

» 11' wide outside travel lane.

» 10.5' wide inside travel lane.

Buildings

» Moderate transparency and entrance spacing.

Stormwater

» 11' wide landscaped median.

» Use planted medians for conveyance of stormwater where possible/appropriate.

Pedestrians/Cyclists

» 6' wide designated cycle track on both sides of street.

» 8' wide tree lawn with formalized street tree planting.

» 6' wide sidewalk on both sides of street.

Frontage

» Access lanes with parallel parking allows for enhanced pedestrian environment.

» Buildings address sidewalk and access lane to create a more walkable setting,

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'

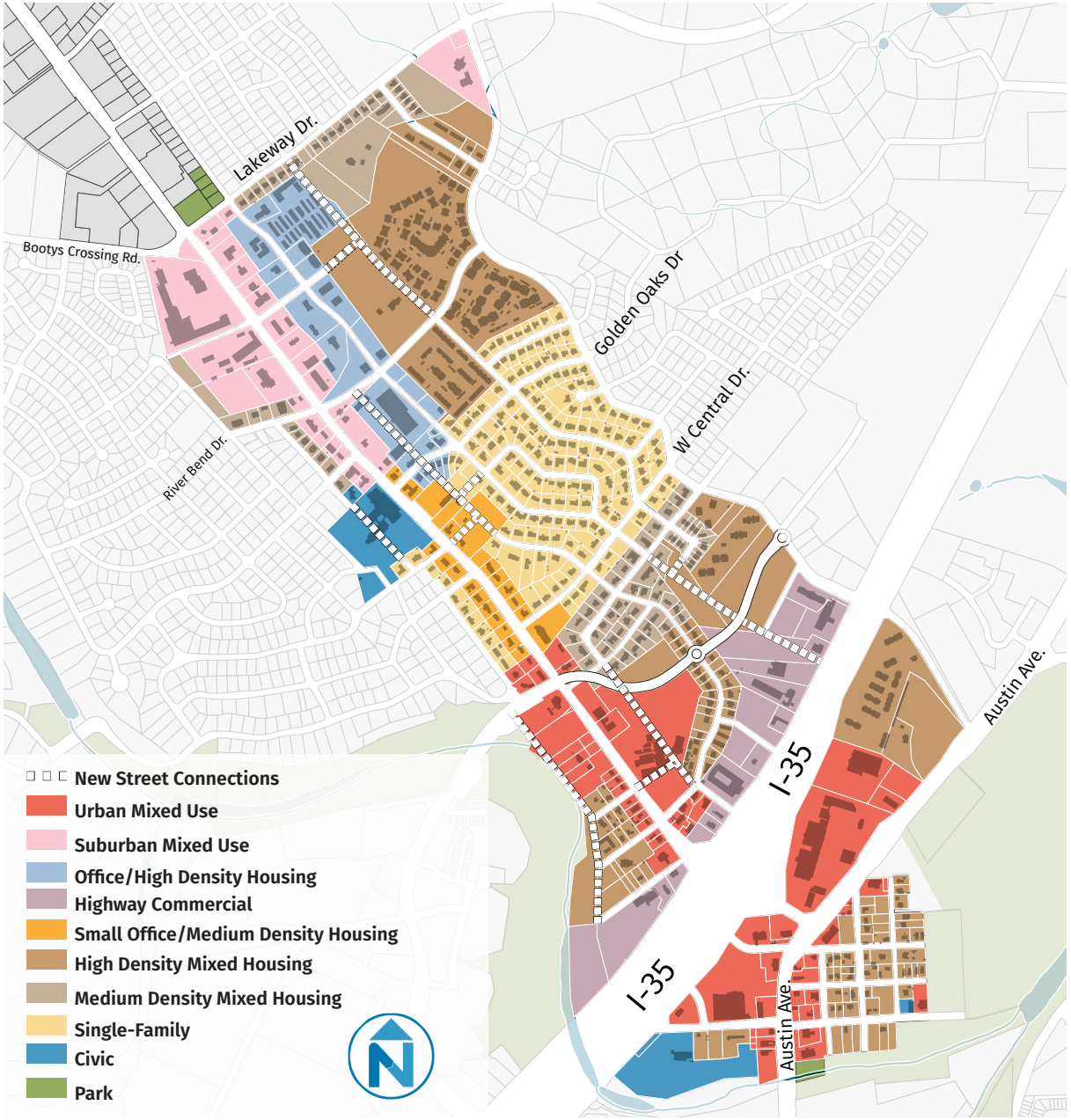
FUTURE LAND USE

During the charrette week, a future land use map and corresponding proposed zoning districts were prepared based on input from citizens and analysis by the consultant team. The land use map shown in Figure 34 is the basis for land use recommendations and proivdes the underlying foundation for the development of future zoning districts.

It was clear that there was too much commercial zoning in the center area, especially in areas with little traffic, where retail is not viable.

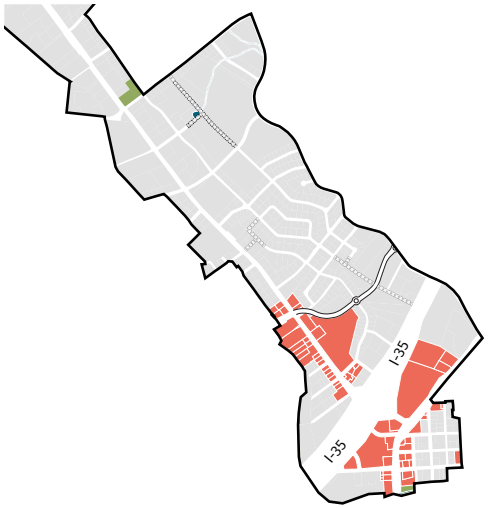
Each district proposes allowed building types, generalized uses, height, and setbacks. The following pages illustrate each character area and explain in text and pictures the form and character of each area. The number listed with the character area name represents the suggested maximum building height to be allowed.

FIGURE 34: PROPOSED LAND USE MAP



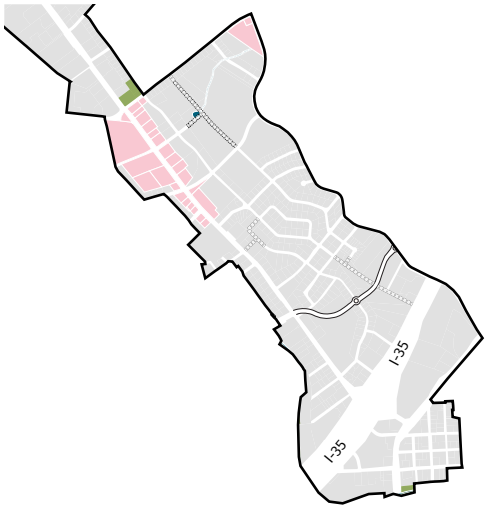
Urban Mixed Use

Description:	Mixed-use, walkable, urban area that allows for a variety of uses.
Use:	Townhouse, apartment, assisted living, lodging, office, medical office, retail, service, restaurant, civic.
Front setback:	0 feet min to 10 feet
Height:	6 stories/75 feet.



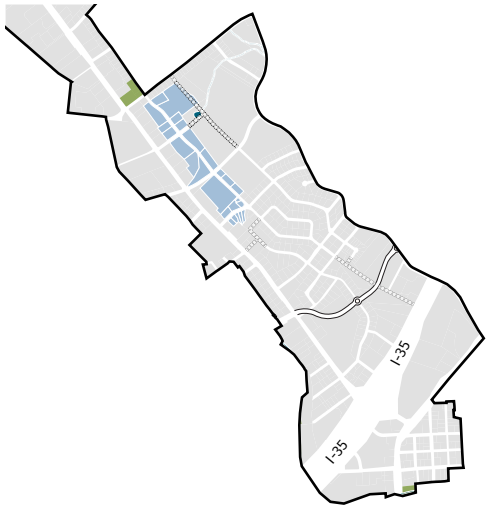
Suburban Mixed Use

Description:	Buildings setback from street behind a double row of parking.
Uses:	Townhouse, apartment, assisted living, lodging, office, medical office, retail, service, restaurant, civic.
Front Setback:	100 feet max.
Height:	3 stories/40 feet.



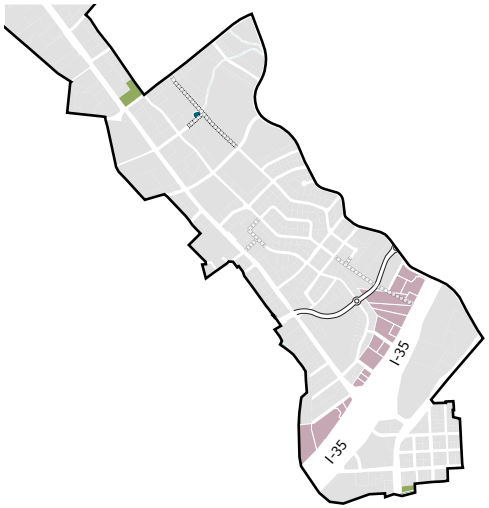
Office/High Density Housing

Description:	Mixed residential and employment adjacent to commercial services.
Use:	Townhouse, apartments, assisted living, office, medical office, civic.
Front Setback:	10 feet min to 30 feet max.
Height:	3 stories/40 feet.



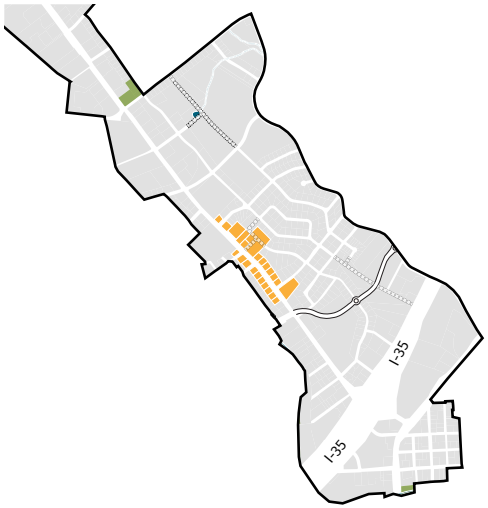
Highway Commercial

Description:	Large-scale highway-oriented commercial developments (also encouraging neighborhood retail).
Use:	Big box, lodging, office, medical office, retail, service, restaurant, civic.
Front Setback:	50 feet min.
Height:	4 stories/55 feet.



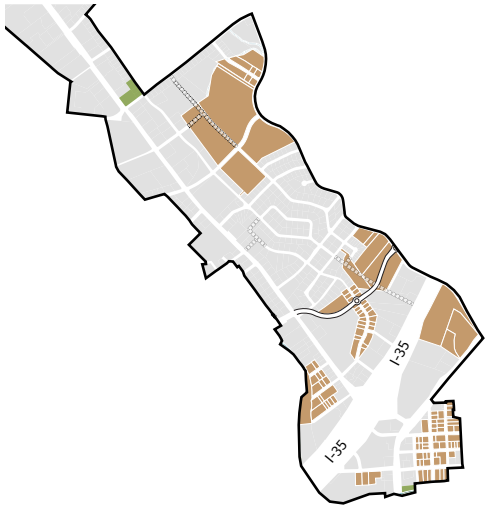
Small Office/Medium Density Housing

Description:	Small office or residential buildings with parking in rear where practical.
Use:	Townhouse, multiplex, office, medical office.
Front setback:	40 feet min.
Height (max):	3 stories/35 feet.



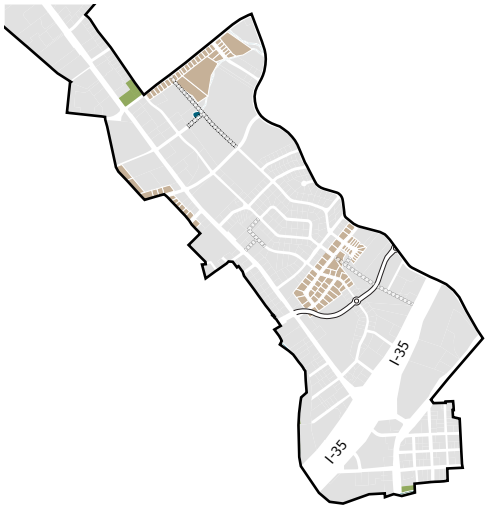
High Density Mixed Housing

Description:	Variety of higher intensity residential housing.
Use:	Townhouse, apartment, assisted living.
Front Setback:	25 feet min.
Height:	4 stories/50 feet.



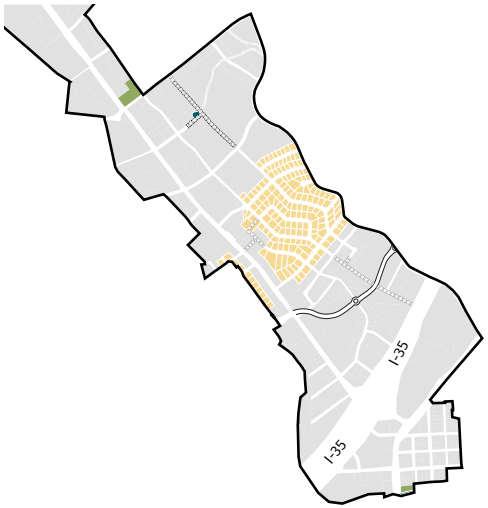
Medium Density Mixed Housing

Description:	Missing middle housing compatible with conventional single-family.
Use:	Small-lot single-family, duplexes, cottage courts, townhouses, multiplexes.
Front Setback:	15 feet min.
Height:	3 stories/35 feet.



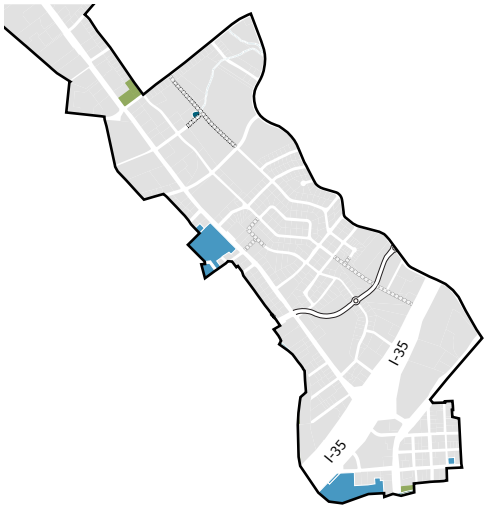
Single Family

Description:	Single-family
Use:	Single-family
Front Setback:	15 feet min.
Height:	3 stories/35 feet.



Civic

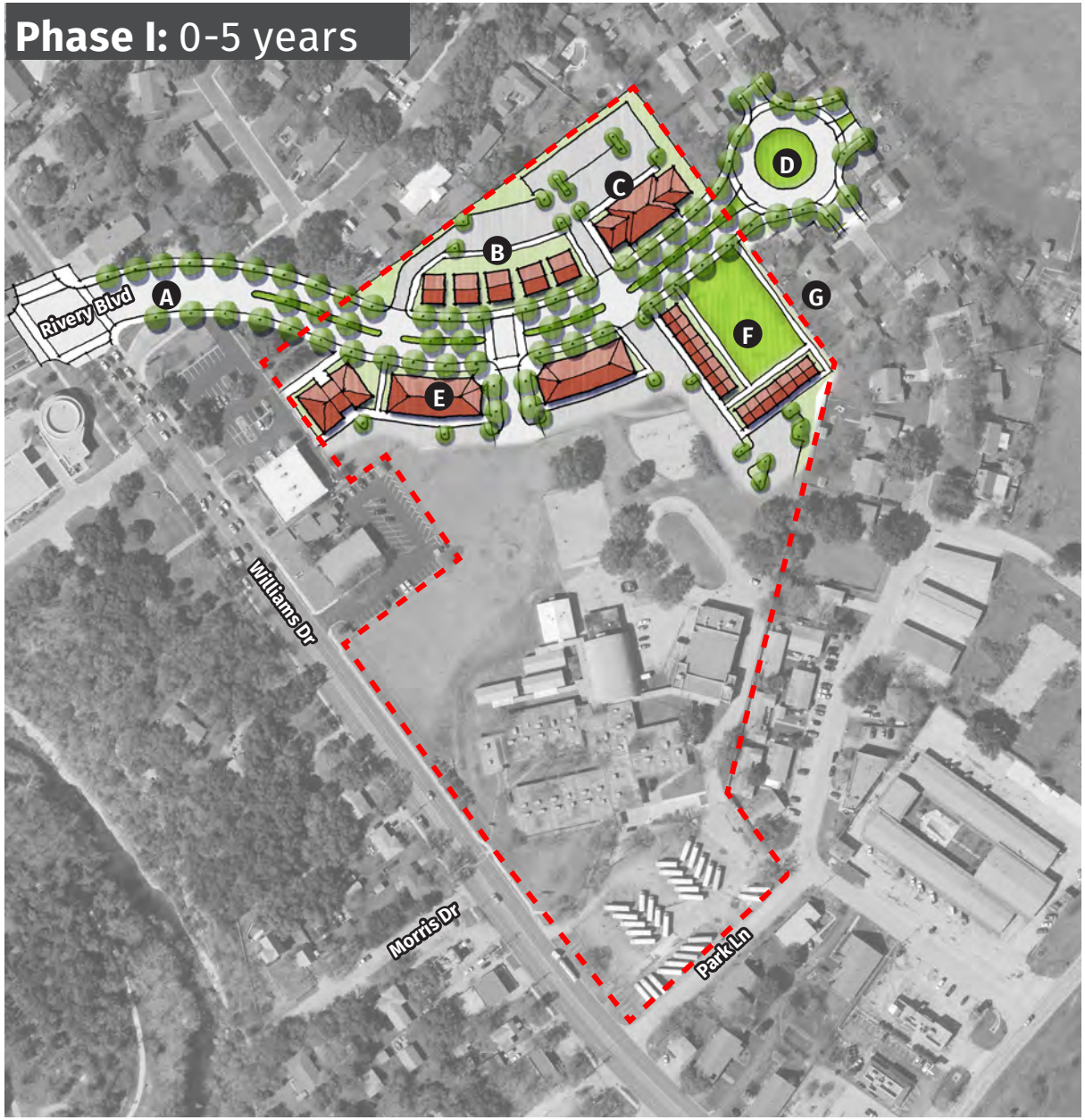
Description:	Intended for large civic and institutional uses that serve the surrounding neighborhood.
Use:	Schools, places of worship, public facilities such as regional fire stations and city-owned facilitates.
Front Setback:	15 feet min.
Height:	50 feet.



CATALYTIC SITE

During the charrette, a phased conceptual plan was produced for the Georgetown ISD site representing how the site may develop as a catalyst for change in the area.

The following is an illustrative concept that represents how the site could potentially redevelop over time. This plan phases market-feasible development on the GISD site in 5-year increments and then describes how the site could build momentum and inspire development in the surrounding area.

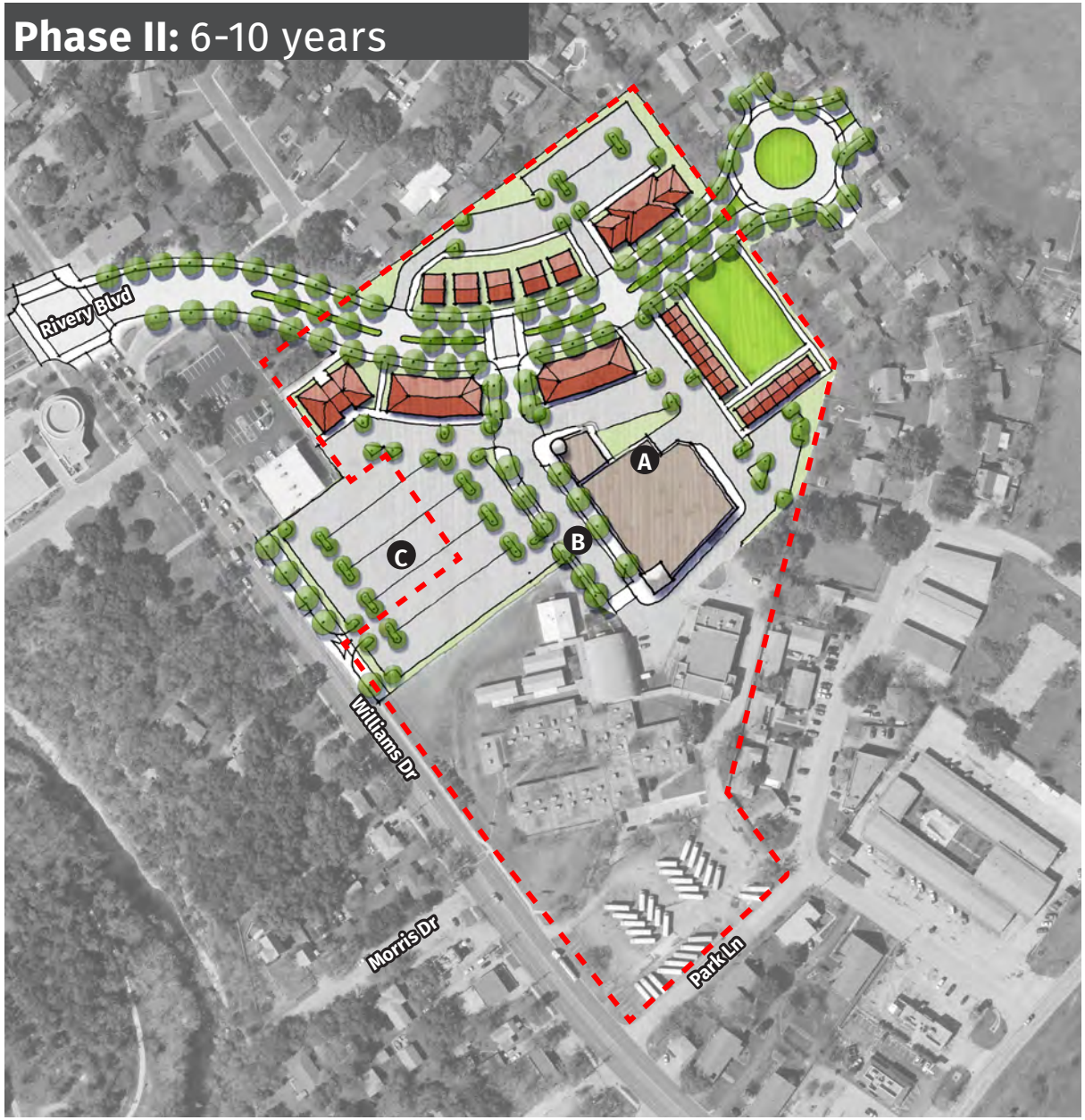


In the first 5 years, development will likely occur along the new extension of Rivery Boulevard. Rivery Boulevard will provide significant access to the underdeveloped portion of the school site allowing a developer to forgo investments in infrastructure and demolition in the first phase of redevelopment. In this phase, the developer is able to test the market by supplying a variety of in-demand housing types while building momentum for higher intensity development in future phases. The existing school buildings remain intact through this phase, and can continue to be used by the school district for administrative purposes.

- **A** New alignment of Rivery Blvd.
- **B** 3 story townhouses/apartments
- **C** 3 story apartments
- **D** New Rivery Blvd roundabout
- **E** 3 story apartments
- **F** 2 story townhouses fronting new neighborhood park
- **G** Existing houses with accessory dwelling units fronting new park

Approximately 6 acres of development

Phase II: 6-10 years

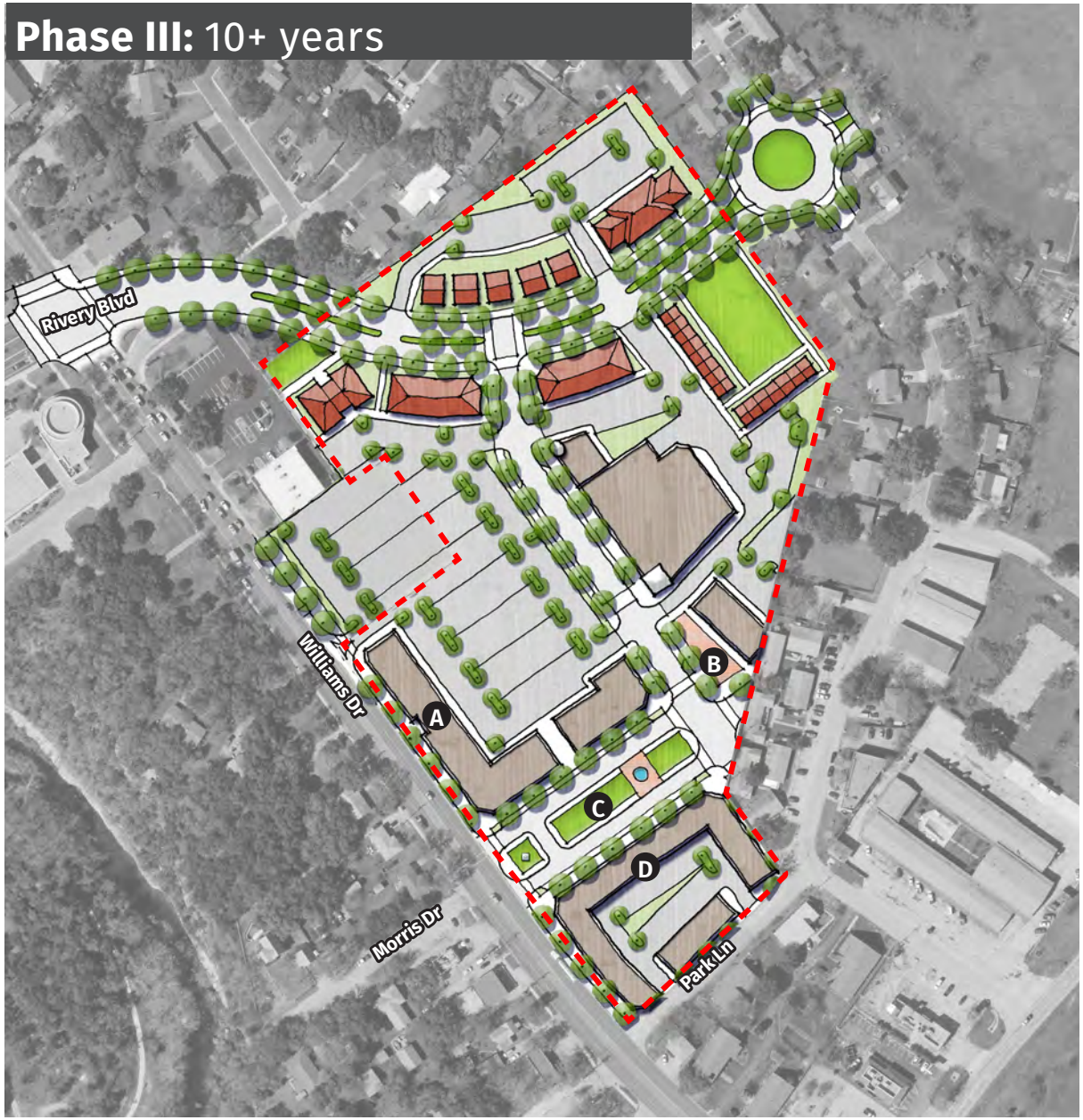


In Phase II (6-10 years out), the GISD site could support a small grocery store and single-story retail while preserving potential on the rest of the site to develop as an urban mixed use center in future phases. This phase suggests the acquisition and demolition of the small medical offices along Williams Drive and for the development of a surface parking lot to service the grocery store. The existing school buildings remain intact, and can continue to be used by the school district or could be adapted to be used as creative office space or multi-family housing.

- **A** Single-story retail (small-scale, approximately 36K square feet)
- **B** New street provides access to retail and existing school
- **C** Surface parking supports new retail

Approximately 10.5 acres of development

Phase III: 10+ years

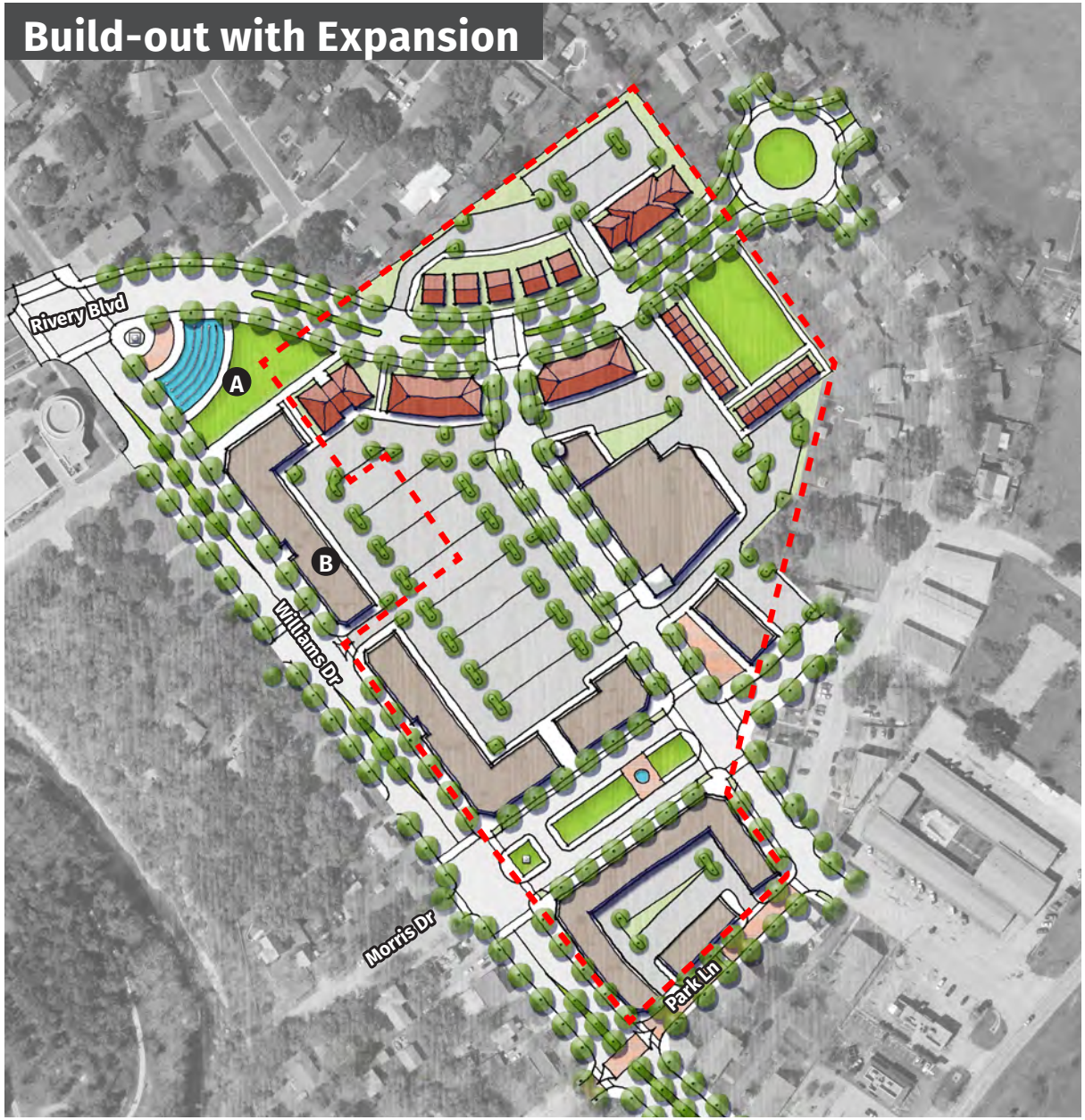


Phase III (10+ years) illustrates how the site could be transformed into a mixed use, walkable activity center, establishing a new destination along Williams Drive. The existing school buildings are demolished.

- **A** 2 or 3-story surface-parked mixed use buildings fronts Williams Drive (ground floor retail with residential above)
- **B** Plaza with retail or restaurants on ground floor
- **C** Linear green serves as gateway to new development (Morris Dr. extended to Park Ln.)
- **D** 2 or 3-story mixed use buildings with tuck-under parking (ground floor retail with residential above)

Approximately 17 acres of development

Build-out with Expansion



Future development of properties adjacent to the GISD site would help complete the transformation of the school site into a walkable urban district.

This illustration represents what could happen if the two additional parcels on Williams Drive were acquired and redeveloped to include a 3-story mixed use building and a new stormwater facility that would also serve an area amenity. Hiding parking in the rear improves the walkability of this key portion of Williams Drive.

A New park captures additional runoff and serves an outdoor gathering space for the area.

B 2 or 3-story mixed use buildings screen parking, creating a continuous walkable environment along this key portion of Williams Drive.

Approximately 18.2 acres of development

Build-out with Structured Parking

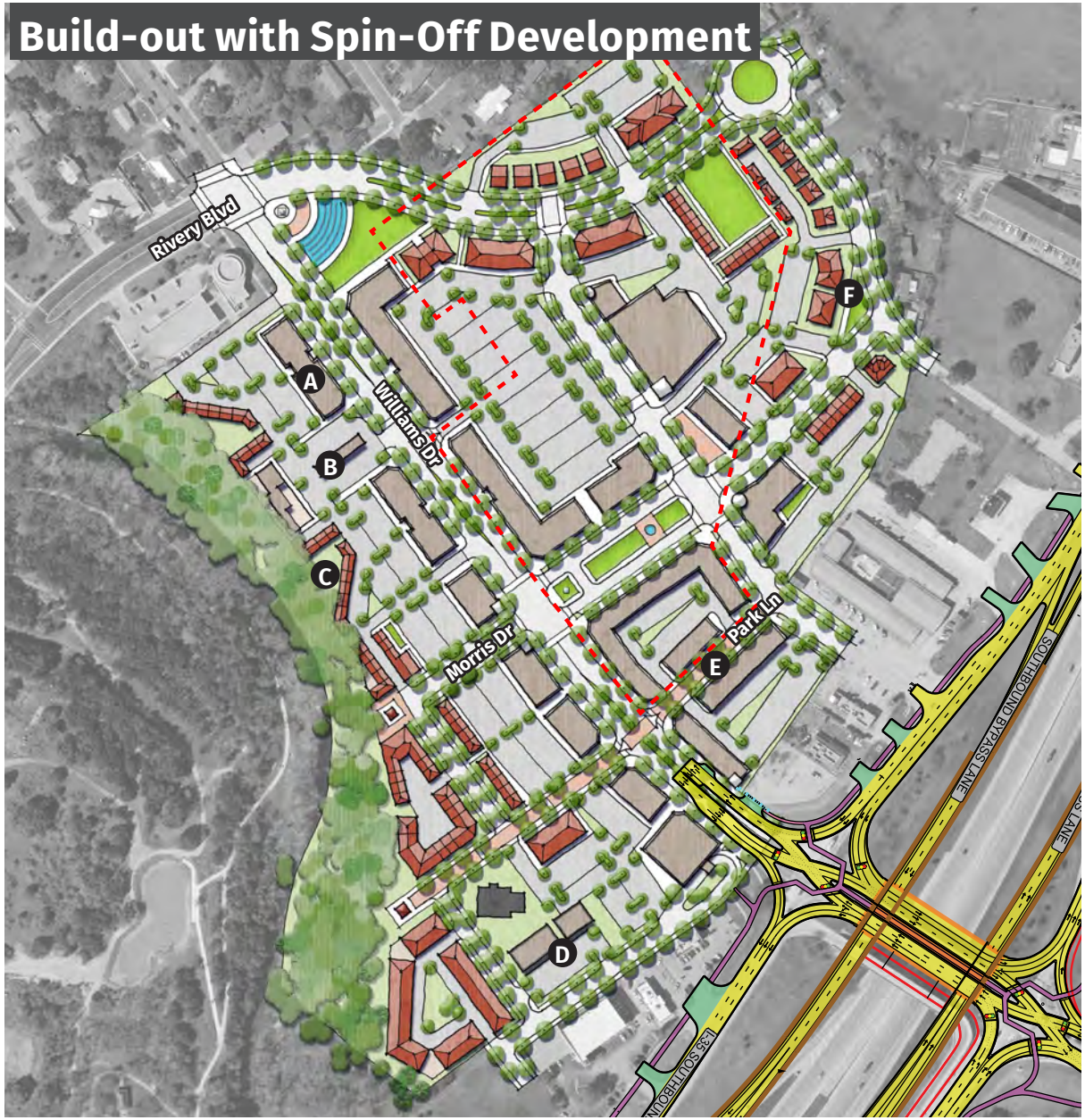
Replacing the surface parking with structured parking would allow for more intensity on the site. The increased density would help support more retail and residential activity in the area.

However, even in 10 years, the market is unlikely to support the cost of structured parking. A public-private partnership to split the cost may be needed.

- **A** A 5-story apartment building and 6-story mixed use building share a semi-private courtyard
- **B** Structured parking replaces surface parking
- **C** Parking garage allows for taller buildings (5-6 story mixed use buildings)

Approximately 18.2 acres of development

Build-out with Spin-Off Development

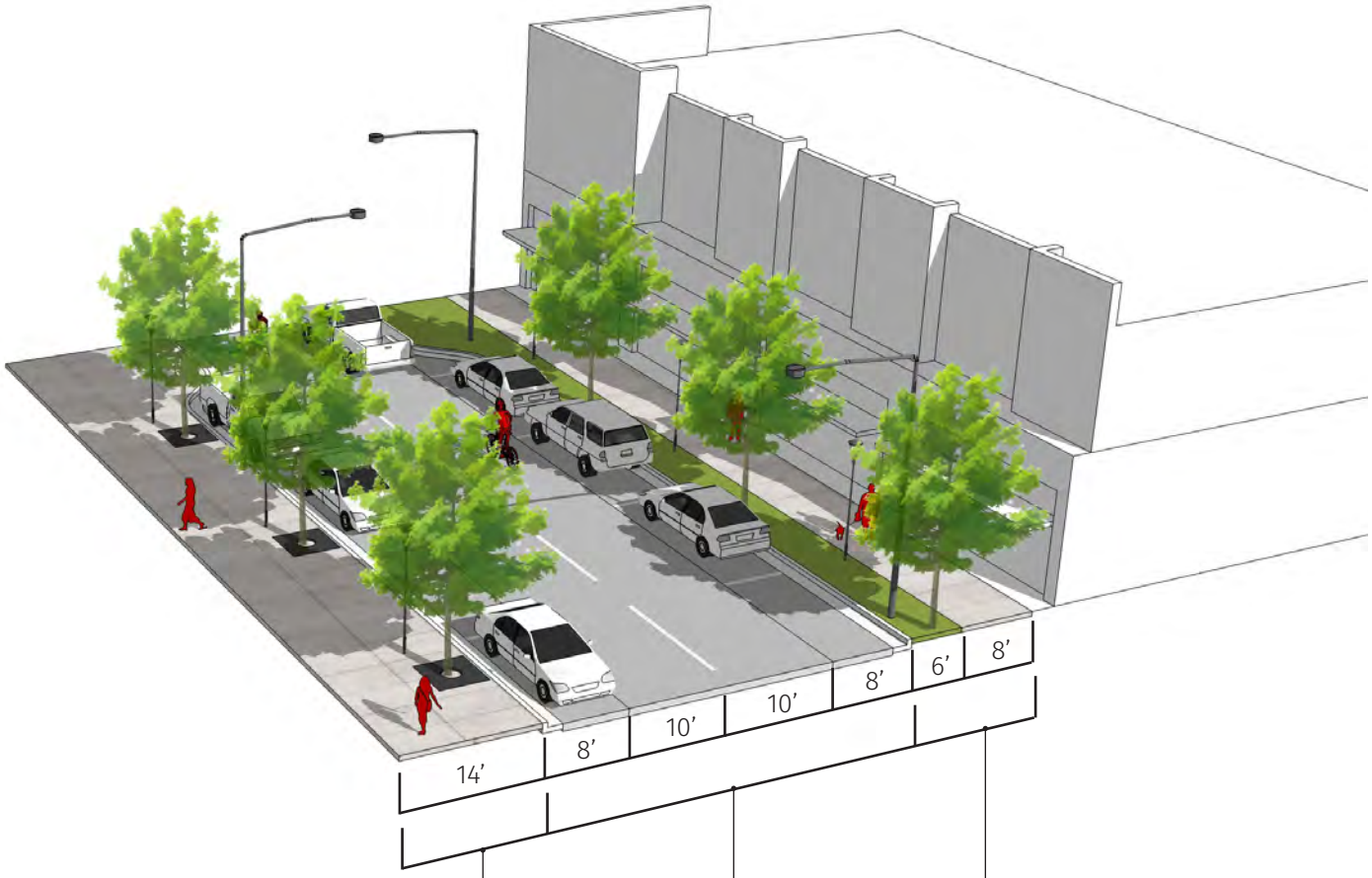


The establishment of a walkable center at the GISD site could serve as a catalyst to development on the surrounding parcels. The land on the south side of Williams Drive could redevelop as a continuation of the urban center. Mixed use development would front Williams Drive and urban residential development would front the bluff over the San Gabriel River. Additional spin-off development would likely occur along the I-35 Frontage Road and north of Northwest Blvd.

- **A** 2 or 3-story mixed use buildings front Williams Drive (ground floor retail with residential above)
- **B** Reconfigured gas pumps with market
- **C** Live/work or townhouses overlook bluff
- **D** Riverside closed at Williams Drive with highway oriented commercial along I-35 frontage road
- **E** Park Lane becomes shared street lined with 3-story mixed use or live/work buildings
- **F** Small multi-family infill

Approximately 18.2 acres of development plus spin-off development

Typical Secondary Street Configuration of Catalytic Site



Pedestrians

» 14’ sidewalk with street trees in grates.

Automobiles

» 8’ wide on-street parking lane.

» 10’ wide travel lane.

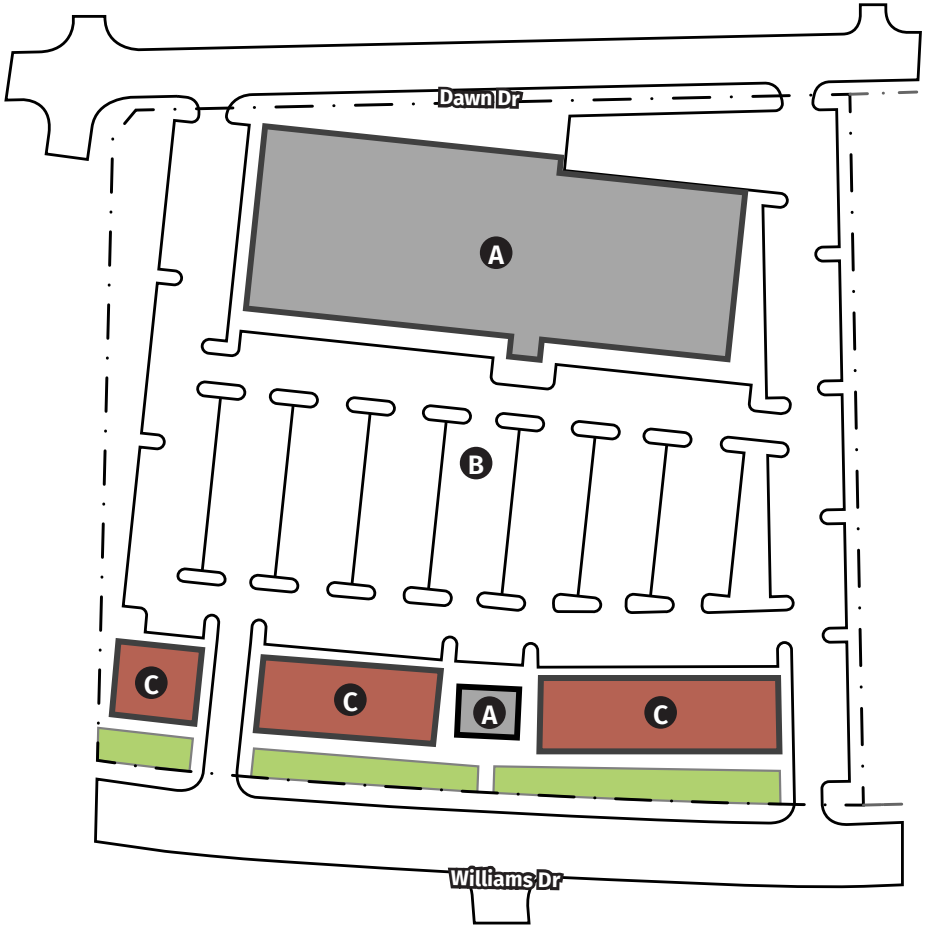
» Bikes/cars share travel lane.

Pedestrians

» Alternatively, there could be a 6’ tree lawn with an 8’ sidewalk.

GEORGETOWN HEALTH FOUNDATION

Short-Term



The Lake Aire Medical Center provides another opportunity to illustrate future redevelopment concepts, especially how phasing might occur on an existing site with substantial tenants remaining in place during redevelopment.

The Center is currently underutilized, a large surface parking lot takes up the majority of land between Williams Drive and the main building on the site. In the short-term, a portion of the parking lot could be replaced with three 2-story mixed use buildings that front Williams Drive. These new buildings could contain 2 stories of medical office or they could contain ground floor retail with medical office above. There are still approximately 400 parking spaces remaining on the site - plenty to serve both the existing and the new development.

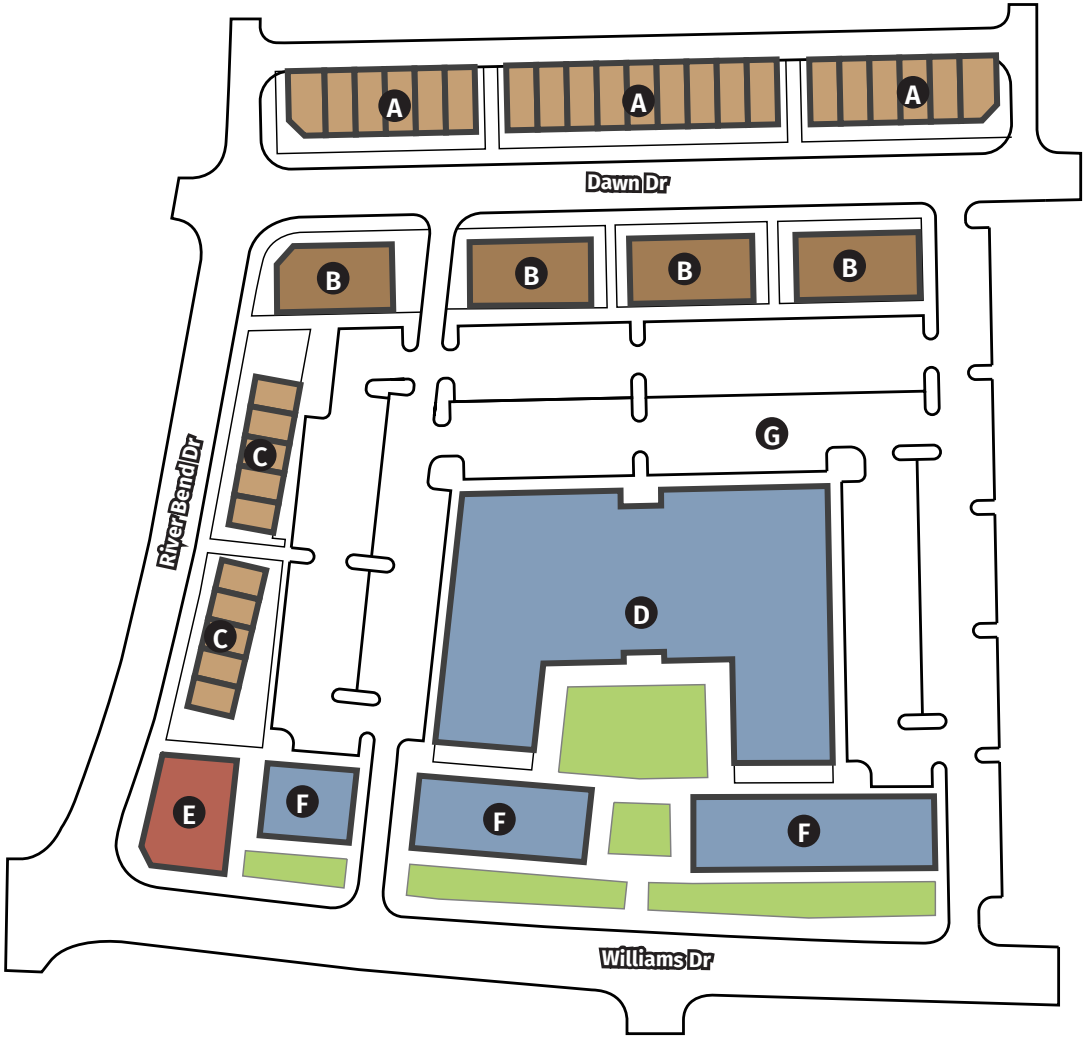
- **A** Existing buildings retained
- **B** Approximately 400 spaces retained
- **C** Three new 2-story infill buildings - ground floor retail with medical office above

Long-Term with Mixed Use Emphasis

Looking slightly further out (10+ years), the Center could be extensively redeveloped. A new set of townhouses could be built on vacant land that fronts Dawn Drive - adding more “missing middle” housing options to the area. A series of new apartments and townhouses could replace existing buildings on the site - adding residential units that could be targeted to seniors who may like to live within walking distance of key medical services. A new multi-story medical facility could be added to the core of the site, serving as the new focal point of the Center. Mixed use retail buildings continue to line Williams Drive.

- **A** New townhouses
- **B** Four new 2- or 3-story apartment buildings
- **C** New townhouses
- **D** New single-story medical office building
- **E** Four new 2-story infill buildings - ground floor retail with medical office above
- **F** Approximately 400 parking spaces

Long-Term With Office Emphasis



Alternatively, the Center could be redeveloped with more of a focus on medical office. The proposed residential remains; however, a more substantial medical facility could anchor the Center. And the mixed use retail along Williams Drive could be prepositioned to focus more on the medical/wellness industry. A small amount retail could be maintained at the key intersection of River Bend Drive and Williams Drive.

- **A** New townhouses
- **B** Four new 2- or 3-story apartment buildings
- **C** New townhouses
- **D** Larger multi-story medical office facility
- **E** Single-story retail building
- **F** Three new 2-story medical office buildings
- **G** Approximately 350 parking spaces