



PROJECT PROCESS

1

- 1-2** Introduction
- 1-3** Study Area
- 1-4** Previous City Planning Initiatives
- 1-6** Study Goals and Objectives



Introduction

BACKGROUND

Austin Avenue is an important corridor for the City of Georgetown. Land use along the Corridor serves both businesses and residents and includes residential, industrial, commercial, and tourism. Development and continued growth have contributed to an increased need to improve operations along the Corridor and unify the growing west side of town with the established east side.

Planning for future transportation needs, land uses, and placemaking enhancements along Austin Avenue will help to guide growth and development.

Austin Avenue serves as a gateway for the City of Georgetown.

This section documents the existing physical, social, economic, and environmental conditions within the Study Area. This includes data on land use, transportation infrastructure, environmental features, socioeconomic factors, and other key attributes and characteristics of conditions along the Corridor. Feedback received at multiple community and stakeholder outreach events supplemented the data and helped to refine the preliminary concepts developed for improvements to Austin Avenue.

The combined assessment and public outreach process informed the development of the preferred alternatives recommended for future implementation along the Corridor.

Study Area

The Study Area established for this evaluation encompasses a half-mile buffer around the five-mile length of Austin Avenue from SE Inner Loop to NE Inner Loop. Current operations along Austin Avenue are influenced by its proximity to other major regional corridors, demands of local commercial and residential interests, and the impacts of multiple modes of transportation.

The Corridor is a primary access route for:

- Through travel
- Travel to/from Downtown
- Significant activity centers
- Residential areas

Due to variations in the character of the Corridor, the Corridor was evaluated by subarea. Six subareas were identified within the Study Area.

SUBAREAS

- Northern Gateway**
NE Inner Loop to Weir Road/FM 971
- San Gabriel**
Weir Road/FM 971 to South Fork San Gabriel River
- Downtown**
South Fork San Gabriel River to University Avenue/SH 29
- Old Town**
University Avenue/SH 29 to West 18th Street
- Southern Gateway**
West 18th Street to Leander Road/FM 1460
- Industrial and Institutional**
Leander Road/FM 1460 to SE Inner Loop

5 miles

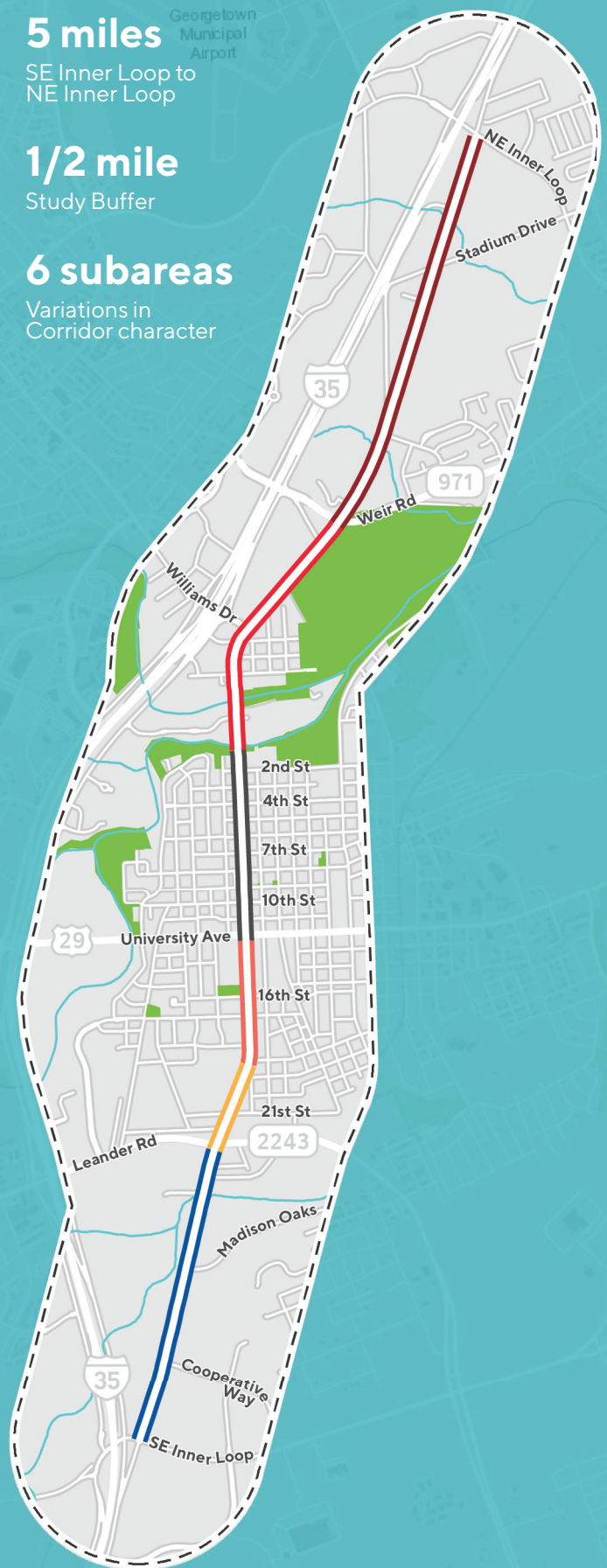
SE Inner Loop to NE Inner Loop

1/2 mile

Study Buffer

6 subareas

Variations in Corridor character



Previous City Planning Initiatives

Existing plans, policies, and documents were reviewed to align Study goals and recommendations with other planning efforts.

1. Georgetown Capital Improvement Program (CIP)
2. Community Vision for University and Austin Avenue Downtown Corridors (Georgetown Neighborhood Alliance, 2011)
3. Georgetown 2030 Comprehensive Plan Williams Drive Gateway Plan
4. Georgetown Future Mobility Plan (FMP) and the Overall Transportation Plan (2014)
5. Georgetown Parks and Recreation Master Plan (2022)
6. Georgetown Sidewalk Master Plan (2014)
7. Georgetown Historic District Design Guidelines (2011)
8. Georgetown Bicycle Master Plan (2019)
9. Georgetown Unified Development Code
10. The Downtown Master Plan (2014, Chapter 4: Pedestrian and Bicycle Circulation and Streetscape Design; Chapter 5: Automobile Circulation and Parking; Chapter 6: Gateways, Wayfinding and Public Signs)



PREVIOUS CITY PLANNING INITIATIVES GOALS AND OBJECTIVES

The following goals and objectives were derived from the ten plans, policies and documents reviewed to inform the goals of the Austin Avenue Corridor Study, discussed in the following section.

Build a connected transportation network

- ⊙ Incorporate a Complete Streets approach.
- ⊙ Reduce reliance on single-occupant vehicles.
- ⊙ Progress toward a functional, well-integrated, multi-modal transportation system that provides a variety of choices including bicycle, public transportation, and pedestrian on a local and regional level. Based on an analysis of travel demand and consideration of community costs, benefits and needs.
- ⊙ Improve and diversify the transportation network.
- ⊙ Improve traffic control systems and coordinate traffic signalization.
- ⊙ Meet the area's long-range transportation needs. Perform transportation planning within the framework of comprehensive regional planning to support regional growth and development goals.
- ⊙ Explore options of shuttle or trolley in downtown and passenger rail to Austin.

Improving the pedestrian experience through safety enhancements was identified as the most common theme across all ten plans.

Sidewalks: Improve and increase pedestrian use

- ⊙ Expand sidewalk network and accessibility.
- ⊙ Pedestrian safety over traffic flow.
- ⊙ Crosswalks that allow groups of pedestrians to cross safely and protect cyclists.
- ⊙ Sidewalks on both sides of the street and separated from arterials for safety.
- ⊙ Well-marked crosswalks should be provided at all signalized intersections and intersections near schools. Crosswalks should also be installed at unsignalized intersections with arterials.
- ⊙ Sidewalks can be integrated with bicycle facilities as shared use paths, where appropriate, to develop a comprehensive multi-modal network.
- ⊙ Close redundant curb cuts, create transit stops, widen sidewalks, add street trees and lights, slow traffic.
- ⊙ Expand the pedestrian-oriented core (extend 1/8 mile from Courthouse) and enhance experience.

Reduce high speeds on Austin Avenue

- ⊙ Improve pedestrian safety.

Community Outreach

- ⊙ Meet community needs.
- ⊙ Provide adequate community engagement.

Bicyclists

- ⊙ Enhance equity in bike access.
- ⊙ Integrate with regional trails and bicycle networks.
- ⊙ Improve bicycle and pedestrian access around schools.
- ⊙ Prioritize bike paths that minimize conflicts with vehicle traffic.

Parks: expansion and access

- ⊙ Improve opportunities to access trails, skate parks, and aquatics/water opportunities.
- ⊙ Increase park usage by improving safety and other corrective measures.
- ⊙ Maintain and add to the existing quality parks and recreation by improving walkable level of service and general park access.

Wayfinding and gateways

- ⊙ Clear wayfinding to public parking.
- ⊙ Public critique for more unique identity of signs.
- ⊙ Create signs for vehicles and pedestrians.
- ⊙ Provide bicycle network maps and install wayfinding signage.
- ⊙ Develop gateways for the Downtown core.

Parking

- ⊙ Conduct parking study.
- ⊙ Encourage workers to park in less-congested areas.

Other/Street Furniture

- ⊙ Consider social and environmental impacts.
- ⊙ Plan for emergency services.
- ⊙ Provide street trees/improve shade.
- ⊙ Preserve existing trees and native landscape by integrating into the design of open space and landscaped areas.
- ⊙ Incorporate public art.
- ⊙ Incorporate street furniture and bike parking at commercial destinations.
- ⊙ Incorporate lighting.

Land Use: Historical preservation and maintaining City's character

- ⊙ The transportation system should consider planned development patterns.
- ⊙ Downtown should remain the heart of the community, with an even more vigorous economy and diversity of offerings.
- ⊙ Develop Downtown with visual continuity, pedestrian friendly retail-oriented.
- ⊙ Maintain the family-oriented, small-town feel.

Study Goals and Objectives

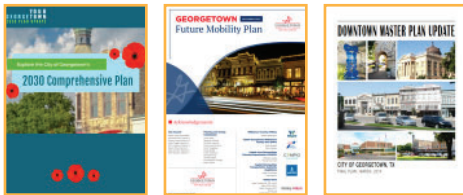


The goals and objectives developed to guide this Study are intended to be forward-looking and improve both the operations and the physical character of Austin Avenue and the policies that guide its development.

GOAL 1 Further the goals and priorities of existing plans.

Objective 1

Apply solutions that address immediate and future multimodal transportation needs as they relate to the land use patterns and other priorities encouraged in existing plans.



GOAL 2 Enhance multimodal movement, operations, and safety.

Objective 1

Balance transportation needs for all users of the Corridor.

Objective 2

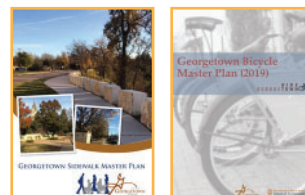
Improve safety throughout the Corridor for all modes of transportation.

Objective 3

Improve access to alternative modes of transportation, prioritizing connections with adjacent neighborhoods.

Objective 4

Enhance access to existing and planned amenities such as parks, retail, and other community centers.



GOALS DEVELOPMENT PROCESS



EXAMINE
Previous planning efforts and existing conditions within the Study Area were evaluated and documented.

INPUT
Community and stakeholder feedback helped to define goals. Goals were vetted by the Steering Committee and members of the public.

SHAPE
The City identified four goals and associated objectives based on examination of existing conditions and community and stakeholder input.

GOAL 3 Enhance the Corridor character and pedestrian experience.

Objective 1

Consider roadway designs that incorporate median and pedestrian realm landscaping and lighting.

Objective 2

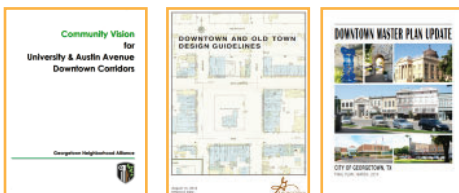
Prioritize sidewalk improvements to enhance walkability and increase connections to off-street trails.

Objective 3

Improve aesthetics consistent with the character of each subarea. Support local businesses by creating a streetscape that attracts customers through pedestrian-scaled lighting, landscaping, and visible access to businesses.

Objective 4

Create a sense of place and arrival/departure for the subareas and overall Study Area.



GOAL 4 Support economic development along the Corridor.

Objective 1

Improve traffic operations to create a reliable and consistent network for the movement of persons and goods along the Corridor.

Objective 2

Plan for anticipated economic redevelopment activity along the Corridor through multimodal connections to businesses and surrounding neighborhoods and by envisioning potential catalytic development.





Key Concepts

- ① The plan is a conceptual plan and is not intended to be a final plan.
- ② The plan is a conceptual plan and is not intended to be a final plan.
- ③ The plan is a conceptual plan and is not intended to be a final plan.
- ④ The plan is a conceptual plan and is not intended to be a final plan.
- ⑤ The plan is a conceptual plan and is not intended to be a final plan.

SAN GABRIEL

Cross Section E

