

# 6

## RECOMMENDATIONS

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# Introduction

Final recommendations for Austin Avenue were developed based on feedback received during the concept development phase of the study. The recommendations are aimed at addressing key challenges and enhancing the overall functionality, safety, and sustainability of the corridor. They are based on a thorough analysis of existing and future conditions, best practices in transportation planning and design, and consideration of local priorities and constraints.

## PROJECT PRIORITIZATION PROCESS



# Project Scoring

To develop an implementation plan with prioritized projects, recommendations were first scored based on their ability to achieve the goals of the study. Each goal is assigned objectives that are used as metrics in the scoring process.

Goal 1 was used as a fatal flaw screening to confirm the recommendations are furthering previous planning efforts.

Goals 2, 3, and 4, were given a weighted percentage based on the feedback received during the first two rounds of public engagement.

A breakdown of the scoring criteria and components of each is presented on the following page.

- GOAL 1** **Furtheres the Goals of Previous Planning Efforts**
- GOAL 2** **Multimodal, Operations and Safety Enhancements**
- GOAL 3** **Supports Economic Development**
- GOAL 4** **Enhances Corridor Character**

## COMPREHENSIVE SCORE

Each recommendation was assigned a comprehensive score based on the sum of points earned from goals 2, 3, and 4.

For example, a recommendation that earns 18.75 points in goal two, 12 points in goal three, and 18 points in goal four equals a comprehensive score of 48.75 [18.75 + 12 + 18 = 48.75].

To normalize the scoring, the scores were categorized into a low, medium, or high category based on the relative distribution of project scores. Recommendations scoring results can be found in the Recommendations Technical Memorandum (Appendix E).

**The 28 recommendations ranged in score from 14.25 on the low end of the scale and 89.75 on the high end.**

LOW	MEDIUM	HIGH
0 - 26	27 - 41	42 - 100

# SCORING METRICS

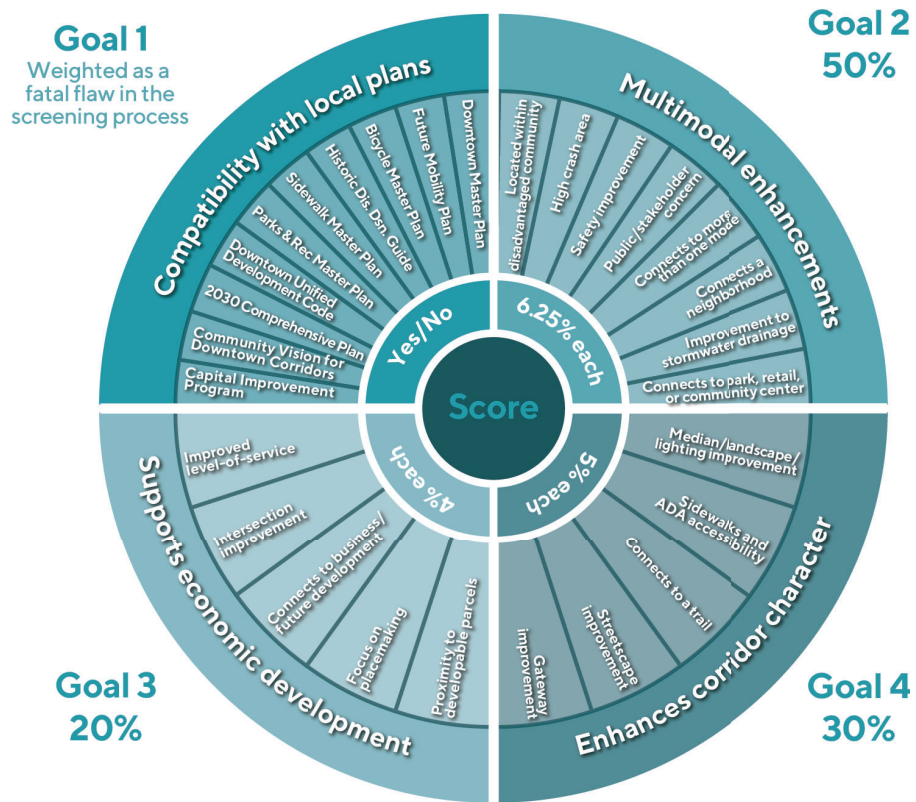
## Goal 1. Furthers the Goals of Previous Planning Efforts

Recommendations were analyzed against the goals and objectives of ten plans identified at the beginning of the Study. Recommendations that did not meet Goal 1 criteria were removed or modified to meet the criteria.

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|--|--|
| 1. Capital Improvement Program             | 6. Sidewalk Master Plan                |
| 2. Community Vision for Downtown Corridors | 7. Historic District Design Guidelines |
| 3. 2030 Comprehensive Plan                 | 8. Bicycle Master Plan                 |
| 4. Georgetown Future Mobility Plan         | 9. Unified Development Code            |
| 5. Parks and Recreation Master Plan        | 10. Downtown Master Plan               |

## Goal 2. Multimodal, Operations and Safety Enhancements | 50% of Total Score

- Located within disadvantaged community
- High crash area (within 300 feet of crash hot spot)
- Safety improvement
- Public stakeholder concern
- Connects to more than one mode
- Connects to a neighborhood
- Improvements to stormwater drainage
- Connects to park, retail, or community center



## Goal 3. Supports Economic Development | 20% of Total Score

- Improved traffic level-of-service
- Intersection improvement
- Connects to business / future development
- Focus on placemaking
- Proximity to developable parcel (within 500 feet)

## Goal 4. Enhance Corridor Character | 30% of Total Score

- Median/landscape/lighting improvement
- Sidewalks and ADA accessibility
- Connects to a trail
- Streetscape improvement
- Gateway improvement





# Cost Development Considerations

## PLANNING-LEVEL COST ESTIMATES

The next step involved developing planning level cost estimates for each of the proposed recommendations. These estimates play a critical role in the city's future budgeting, project planning, and future alternative evaluation of recommendations along the Corridor. They provide essential information for decision-making and ensure the successful implementation of the Corridor's improvement projects.

The methodology to develop the planning-level cost estimates involved determining approximate length and area for each facility type and assigning unit costs to each component. Unit costs averages were utilized and are based on previous experience in Central Texas and nationwide averages. Details on unit costs can be found in Appendix E. Operational improvements, aesthetic improvements, and recommendations for a study utilized median costs based on national averages and the project team's recent experience. Estimates were developed for individual improvements, then grouped based on the location or recommendations type. For example, improvements at intersections include both operational improvements and infrastructure improvements. The recommendation for a shared use path includes the construction of the path and elements connecting to the path, such as a connection to a park. Additionally, the recommendation for a lane reduction includes intersection improvements and curb infrastructure improvements.

Cost estimates provided in the implementation plan include a comprehensive estimate that includes planning level construction costs, design and engineering costs, mobilization costs, construction contingencies, and construction inspection costs. Construction costs were based on 2024 dollars and included a percentage to account for the cost of potential property acquisition/right-of-way or utility relocation. The estimates are provided only as a guideline for planning and as an indication of scale. As projects progress to the next phase of design, further review should be conducted.





## FEASIBILITY AND LOCAL PRIORITIES

The final consideration for recommendations was a qualitative review based on feasibility and local priorities. It's essential to consider both to ensure that the study effectively addresses the needs of the community and provide actionable recommendations the city can realistically implement. The evaluation considered various factors, including physical characteristics, existing infrastructure, and engineering constraints. By gaining an understanding of the feasibility of these improvements, the study prioritized realistic and implementable solutions.

This approach not only enhances the chances of success but also fosters collaboration and support among the public and stakeholders. By incorporating community input the recommendations are prioritized to meet the needs of the community and pave the way for successful long-term transportation solutions. Results of the feasibility and local priorities review can be found in Appendix E.

## FUNDING OPPORTUNITIES

This plan outlines the necessary policies and actions to achieve the vision and goals set forth. The City will play a vital role in implementing this plan and to effectively implement these projects and policies the City will need to set aside future funding and allocate financial resources from its existing programs and policies, and potential future grant opportunities.

When opportunities arise, the City should actively seek funds through Federal, State, and local grants, and other financial resources. These sources of funding can be utilized to supplement the City's financial commitments and ensure the successful implementation of the plan. By exploring opportunities to secure external funding, the City can leverage additional resources and broaden the reach of its initiatives.

# Implementation Plan

A strategic framework for translating the findings and recommendations into actionable initiatives is outlined in the following section. Successful implementation of this study will require a collaborative, coordinated effort among various stakeholders and resource management, as well as a commitment from various departments at the City. The approach outlined in this implementation plan is intended to help achieve next steps towards further study, adoption of policies, or construction in a feasible manner.

State and regional agencies such as CAMPO and TxDOT, will provide valuable support and partnership during implementation of the recommendations. These entities bring expertise and resources that can complement the efforts of the City. By working together, the City can leverage collective resources and achieve greater results. The private sector also plays a vital role in implementation. By collaborating with the City and regional entities, the private sector can contribute to the successful implementation of specific actions and policies. This collaboration may involve joint funding partnerships or other forms of financial support.

**Recommendations were categorized into three key categories and three timelines.**

- 1. Placemaking/Quality of Life**
- 2. Active Transportation, and**
- 3. Vehicular Transportation**

- Near-term (0-3 years): 2026 - 2029**
- Medium-term (3-7 years): 2030-2037**
- Long-term (7+ years): 2037+**

## PLACEMAKING/QUALITY OF LIFE | MEDIUM-TERM (3-7 YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
P-1	Implement corridor-wide aesthetic enhancements (landscaping, street lighting, signage and wayfinding) during road reconstruction and intersection improvements	Capital	\$200,000	Systems Engineering	1, 2, 3, 4
P-2	Provide enhanced major gateways along Austin Avenue at University Avenue and 2nd Street that builds on the elevated materiality, and monument signage, as described in the 2024 Downtown Master Plan	Capital	\$50,000	Downtown and Tourism	1, 2, 3, 4
P-3	Fund streetscape enhancements at key roadway transition points	Capital	\$100,000	Systems Engineering	1, 2, 3, 4
<b>Total Cost</b>			<b>\$350,000</b>		

Near-Term and Long-Term Implementation Recommendations not applicable for Placemaking/Quality of Life.

## ACTIVE TRANSPORTATION | NEAR-TERM (0-3 YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
A-1	Implement priority projects in the study area identified in the Sidewalk Master Plan	Capital	Staff Time	Systems Engineering	1, 2, 3, 4
A-2	Improve separation of sidewalk and travel way between 7th and 9th Streets by implementing the Downtown Master Plans recommended pedestrian Right-of-Way Zones, street trees, planters and elements of sidewalk hierarchy.	Policy	Staff Time	Downtown and Tourism	1, 2, 4
A-3	Construct a westbound sidewalk on W. 4th Street between Main Street and Austin Avenue	Capital	\$20,000	Systems Engineering	1, 2, 3, 4
A-4	Construct an eastbound and westbound sidewalk on E.18th Street between Main Street and Austin Avenue	Capital	\$30,000	Systems Engineering	1, 2, 3, 4
A-5	Construct an eastbound and westbound sidewalk on E.19th Street between Main Street and Austin Avenue	Capital	\$30,000	Systems Engineering	1, 2, 3, 4
A-6	Construct an eastbound and westbound sidewalk on E.20th Street between Main Street and Austin Avenue	Capital	\$35,000	Systems Engineering	1, 2, 3, 4
A-7	Construct a westbound sidewalk on W.21st Street between Main Street and Austin Avenue	Capital	\$40,000	Systems Engineering	1, 2, 3, 4
<b>Total Cost</b>			<b>\$155,000</b>		

## ACTIVE TRANSPORTATION | MEDIUM-TERM (3-7 YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
A-8	Construct a 10-foot shared use path along the full length of Austin Avenue southbound and northbound from NE Inner Loop to SE Inner Loop. Includes connections to hike and bike trails at 2nd Street, connections to Old Town park, and CARTS Park and Ride	Capital	\$8,350,000	Systems Engineering	1, 2, 3, 4
<b>Total Cost</b>			<b>\$8,350,000</b>		

## ACTIVE TRANSPORTATION | LONG-TERM (7+ YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
A-9	Install parklets and pocket parks where space allows.	Capital	\$650,000	Systems Engineering	1, 2, 3, 4
<b>Total Cost</b>			<b>\$650,000</b>		

# IMPLEMENTATION PLAN

## VEHICULAR TRANSPORTATION | NEAR-TERM (0-3 YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
VT-1	Evaluate entries of N. Myrtle and N. Church Sts	Study	\$50,000	Systems Engineering	1, 2, 4
VT-2	Coordinate with Georgetown ISD to improve multimodal ingress and egress at Georgetown/Richarte High School driveways.	Study	Staff Time	Planning Department	1, 2, 3, 4
VT-3	Install speed (awareness) monitoring device in the Old Town Subarea	Capital	\$20,000	Police Department	1, 2, 4
VT-4	Install traffic signal detection equipment at the intersection of Austin Ave at Town Square Floors Driveway and Austin Ave at Williams Dr	Operational Change	\$60,000	Systems Engineering	1, 2, 3, 4
VT-5	Complete traffic signal warrant analysis for Austin Ave at I-35 Exit and Old Airport Rd/Stadium Dr	Capital	\$50,000	Systems Engineering	1, 2, 4
<b>Total Cost</b>			<b>\$180,000</b>		

## VEHICULAR TRANSPORTATION | MEDIUM-TERM (3-7 YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
VT-6	Traffic signal coordination from NE Inner Loop to SE Inner Loop	Operational Change	\$300,000	Systems Engineering	1, 2, 4
VT-7	Install traffic signal and pedestrian improvements for Austin Ave and Chamber Way	Capital	\$400,000	Systems Engineering	1, 2, 3, 4
VT-8	Intersection improvements for Austin Ave and NE Inner Loop/Lakeway Drive	Capital	\$1,000,000	TxDOT	1, 2, 4
VT-9	Perform preliminary engineering analysis to develop a 30% schematic including RoW, utility conflicts and access management/driveway consolidation and on street parking evaluation. Develop access management policies and construction plans to encourage consolidation of driveways.	Study	\$1,200,000	Systems Engineering	1, 2, 4
VT-10	Intersection improvements for Austin Ave and SE Inner Loop	Capital	\$350,000	TxDOT	1, 2, 4
VT-11*	Reconstruction of Austin Ave through Downtown to reduce to a one lane NB and SB with raised median and center left-turn pockets. Includes intersection signal operational improvements from 2nd St to University Ave/SH 29 and potential signals at 6th and 9th Sts	Capital	\$4,350,000	Systems Engineering	1, 2, 3, 4

Medium-Term Recommendations continued on next page.

\*Begin project development work within the next two years (includes engineering schematic, funding identification, and ROW). Implementation and construction dates to be determined as project development work is completed.



## VEHICULAR TRANSPORTATION | MEDIUM-TERM (3-7 YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
VT-12*	Reconstruction of Austin Ave through Old Town to reduce to one lane NB and SB with center turn lanes. Install raised medians at intersection only with center left-turn pockets and intersection signal operational improvements from University Ave/SH 30 to W. 18th St.	Capital	\$2,550,000	Systems Engineering	1, 2, 3, 4
VT-13*	Build two-lane roundabout for Austin Ave and San Gabriel Village Blvd	Capital	\$4,850,000	Systems Engineering	1, 2, 3, 4
VT-14	Close entrance to Brushy St	Capital	\$200,000	Systems Engineering	1, 2, 3, 4
VT-15	Install traffic signal and intersection improvements for Austin Ave at I35 Exit and Old Airport Rd/Stadium Dr	Capital	\$1,800,000	Systems Engineering	1, 2, 4
VT-16**	Intersection and operational improvements for University Ave/SH 29 at Austin Ave and Main St	Capital/Operational Change	\$2,000,000	Systems Engineering	1, 2, 4
<b>Total Cost</b>			<b>\$19,000,000</b>		

\*Begin project development work within the next two years (includes engineering schematic, funding identification, and ROW). Implementation and construction dates to be determined as project development work is completed.

\*\*Austin Avenue recommendations are included in the lane reduction recommendation VT-11.

## ACTIVE TRANSPORTATION | LONG-TERM (7+ YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
VT-17	Intersection and operational improvements for Austin Ave and Leander Rd/FM 1460	Capital/Operational Change	\$1,050,000	Systems Engineering	1, 2, 4
VT-18	Construct raised median from NE Inner Loop to Williams Drive	Capital	\$1,950,000	TxDOT	1, 2, 3, 4
VT-19	Construct raised median from W. 18th to Leander Rd/FM 1460	Capital	\$450,000	Systems Engineering	1, 2, 3, 5
VT-20	Perform preliminary engineering analysis for drainage improvements	Study	\$600,000	Public Works	1, 2, 4
VT-21	Intersection improvements for Austin Ave and Weir Rd/Northwest Blvd (along Northwest Blvd)	Capital	\$600,000	Systems Engineering	1, 2, 4
VT-22	Intersection and operational improvements for Austin Ave and Morrow St	Capital/Operational Change	\$550,000	Systems Engineering	1, 2, 4
VT-23	Evaluate entries to 24th and Industrial Ave	Study	\$50,000	Systems Engineering	1, 2, 4
<b>Total Cost</b>			<b>\$5,250,000</b>		