

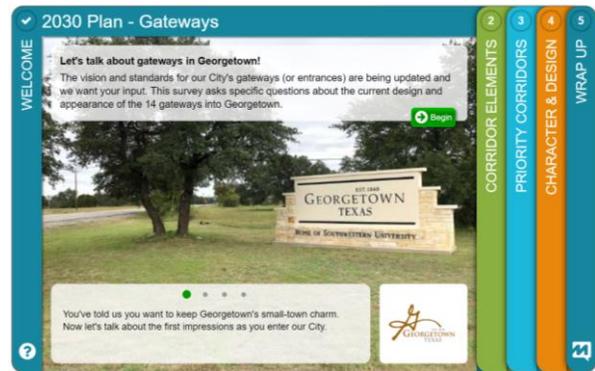
# GATEWAYS INPUT REPORT

This Input Report highlights the most common recurring comments and concerns expressed by the community in relation to gateways for the 2030 Update. Community input was gathered through a city wide survey.

## METROQUEST GATEWAYS SURVEY

### Participation Information

The City conducted an online survey from April 24 – May 15, 2019, seeking input on gateways. Of the 337 people who participated in the online survey, 38% of respondents, which was the largest group of respondents, have lived in Georgetown for five years or less and 21% of respondents, which was the next largest group, have lived in Georgetown for more than 20 years.



### Corridor Elements

#### How important are each of the following elements for each corridor type?

Highway Corridors and Scenic Corridors received similar responses, with only Building Scale/Design and Streetscape reversed. Downtown Corridors placed the strongest emphasis on walkability, which rated lowest for the other two corridor types.

Rank of Importance	Highway Corridors	Scenic Corridors	Downtown Corridors
1	Land Use	Land Use	Walkability
2	Building Scale/Design	Streetscape	Streetscape
3	Streetscape	Building Scale/Design	Land Use
4	Signs	Signs	Building Scale/Design
5	Walkability	Walkability	Signs

## Favorite Gateways

The survey asked participants to note their favorite and least favorite corridors in the City. It is interesting to note that both the favorite and least favorite lists included the same five most frequently mentioned corridors.

### Which gateway is your favorite?

The Austin Avenue corridor received the most mentions in the “favorite” category; however, it is important to note that this count also includes references to “Downtown”, which could include SH 29 or other corridors. Participants enjoy this corridor due to its unique and historic character, views of the river and trees, and land uses.

Williams Drive received the second-most mentions, with most of the positive comments relating to accessibility.

### Which gateways is your least favorite?

Williams Drive was by far the most frequently mentioned “least favorite” corridor. Participants noted that the corridor is congested and unattractive.

The next frequently mentioned corridor was SH 29, including the western, central, and eastern portions of the corridor. Participants dislike the corridor’s traffic, limited landscaping, and land uses.

Corridor	Favorite	Least Favorite
Downtown/ Austin Ave	<u>40 mentions:</u> Historic appearance Square San Gabriel River view Beautiful Courthouse Thoughtful and planned Scenic, low-level buildings Represents Georgetown Trees Urban context Charming Unique Shops and restaurants Good traffic flow Adorable homes Activity Main entrance into city Preserves the city’s character Clean and lively Good mix	<u>10 mentions:</u> Ugly oil change Bad sidewalks Could look much better
Williams Drive	<u>20 mentions:</u> Most convenient Access to Downtown Access to businesses	<u>59 mentions:</u> Looks old and run down Ugly Horrible design Looks dirty

		<p>Need to clean up                  No landscaping                  No restrictions                  Buildings                  Random buildings with no flow or plan                  Buildings too close to road                  All commercial                  Heavy traffic                  Congested                  Slow                  Too many stop lights                  Badly developed                  Too many driveways                  Dangerous</p>
SH 29	<p><u>18 mentions:</u>                  Scenic west side and east side                  East side still feels rural                  Nice mix of landscape and buildings                  Beautiful through Downtown                  Southwestern                  Central represents the Downtown feel                  Clean and well-kept                  Little bit of everything</p>	<p><u>22 mentions:</u>                  Just storage and gas stations                  Traffic                  Bridge blocks river view                  Few plantings</p>
I-35	<p><u>11 mentions:</u>                  Good visibility of entryway sign                  Businesses                  Open space                  Beautiful                  Good view of the city                  Plantings</p>	<p><u>19 mentions:</u>                  No distinction from Round Rock                  Williams Drive exit is too far away                  Too busy                  Not much character                  Dangerous trucks at quarry</p>
Leander Road	<p><u>7 mentions:</u>                  Not over developed                  Limited lights                  Convenient                  Wide roadway</p>	<p><u>8 mentions:</u>                  Land use is already set                  Looks old and dated                  Can't pass slow trucks                  Seems desolate                  Not much there                  Ugly and dirty                  Not a hometown feel</p>

## Corridor Segment Prioritization

Participants were asked to select all corridors that they consider “important”; up to all 14 corridor segments could be selected.

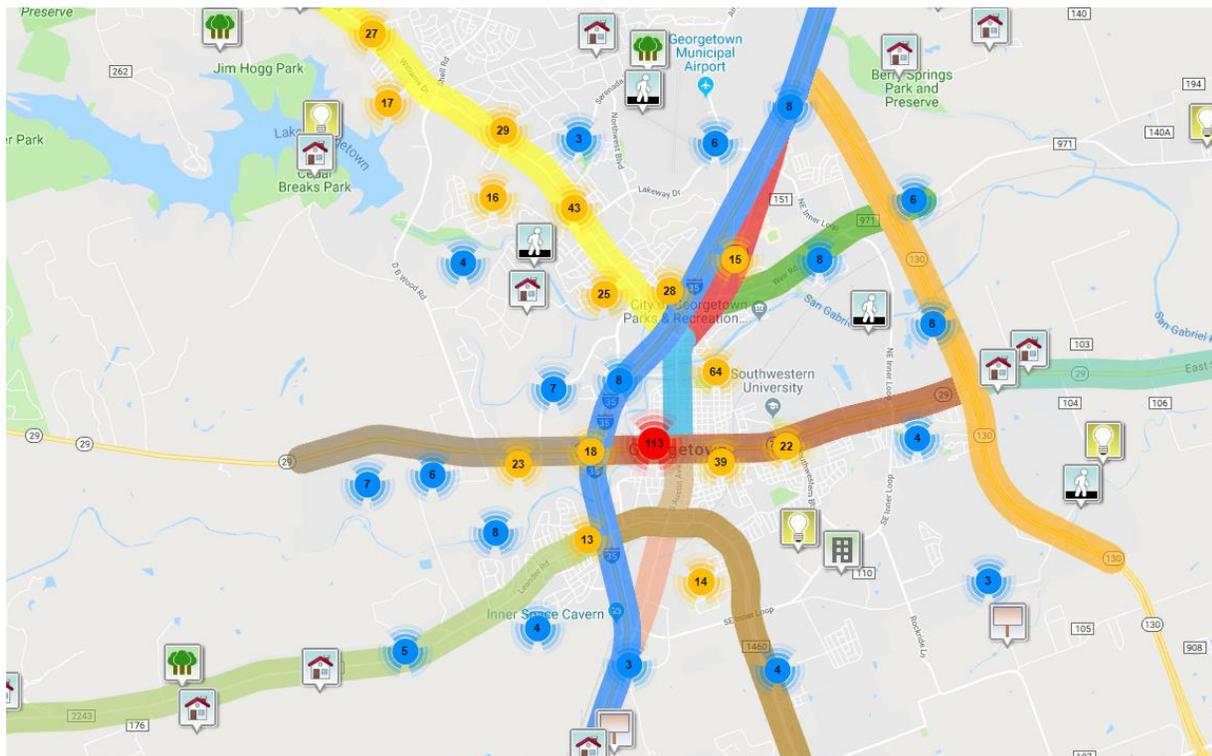
As shown, more than ¾ of respondents selected SH 29 (Central), Williams Drive, SH 29 (West), and North Austin Ave. as “important”.

Less than ½ of respondents selected SH 29 (East), Leander Road, SH 130, Weir Road, or 195 as “important”.

Corridor Segment	% Ranked as “Important”
SH 29 Univ. Ave. Central	94%
Williams Drive	92%
SH 29 Univ. Ave. West	87%
North Austin Ave.	86%
South Austin Ave.	71%
I-35	62%
Far South Austin Ave.	59%
Spur 158 North Austin Ave.	58%
SH 29 Univ. Ave. East	49%
FM 2243 Leander Road	49%
FM 1460 Leander Road	43%
SH 130	36%
FM 971 Weir Road	28%
SH 195	24%

## Character & Design

Participants were asked to identify at least three good or bad examples of design elements along Georgetown’s gateway corridors. By dragging an icon onto a location on an interactive map, participants were able to specify whether their identification was a good or bad example and had the option to include a comment relating to that identification.



Corridor Segment	Identification Count						
	Land Use	Building Design	Land-scaping	Walk-ability	Signs	Lighting	Total
SH 29 Univ. Ave. Central	16	12	8	10	3	4	53
Williams Drive	37	29	16	26	8	11	127
SH 29 Univ. Ave. West	11	4	2	2	6	2	27
North Austin Ave.	10	36	12	35	6	9	108
South Austin Ave.	3	9	4	7	0	1	24
I-35	9	5	7	7	17	6	51
Far South Austin Ave.	3	1	0	0	0	0	4
Spur 158 North Austin Ave.	2	2	4	4	0	1	13
SH 29 Univ. Ave. East	2	0	0	0	0	0	2
FM 2243 Leander Road	5	0	4	9	1	1	20
FM 1460 Leander Road	2	2	2	2	0	3	11
SH 130	2	1	3	2	2	1	11
FM 971 Weir Road	3	4	3	2	0	2	14
SH 195	2	2	1	0	1	5	11

**SH 29 (University Avenue Central)**

Within the University Avenue Central corridor segment, there were a total of 53 identifications. The largest portion of identifications concerned land use, with many noting that there is a significant amount of development in the area and that there is a concern that the corridor is getting too crowded. The second largest portion of identifications related to building design, with most comments approving of the existing character of development in the area.

**Williams Drive**

Within the Williams Drive corridor segment, there were a total of 127 identifications. The largest portion of identifications concerned land use. Like the University Avenue Central corridor segment, many expressed concerns over allowing for more development. Additionally, many felt that there are too many auto-related businesses within the corridor. Other prominent identifications include building design and walkability. Comments noted that building standards should be enhanced and that sidewalks should be continuous.

**SH 29 (University Avenue West)**

There were 27 identifications within the University Avenue West corridor segment, the largest of which was regarding land use. Many comments noted that better development standards should be implemented to ensure that quality buildings are built as the corridor grows. Other notable identifications include signage, with many comments that existing conditions are good and should be maintained.

## **North Austin Avenue**

Within the North Austin Avenue corridor segment, there were a total of 108 identifications. Of these, more than half concerned building design and walkability. Most comments relating to building design were positive, expressing that the character of the buildings in the downtown area are good. As it relates to walkability, most comments were positive and expressed how easy it is to walk around the downtown area.

## **South Austin Avenue**

A total of 24 identifications occurred within the South Austin Avenue corridor segment, with building design being the most prevalent. A mix of positive and negative comments made up the identifications, with some reiterating how much participants liked the character of the downtown core, while others complained about recent development occurring right outside the square.

## **I-35**

Within the I-35 corridor segment, there were a total of 51 identifications. Of these, signage was identified the most. Most signage identifications were negative in nature, either expressing the need for a uniform, coordinated look along the highway or the elimination of existing signage such as billboards.

## **Far South Austin Avenue**

Only four identifications occurred within the Far South Austin Avenue corridor segment, with three of them concerning land use. Most were negative in nature and expressed how the corridor segment can be best characterized as having an industrial feel.

## **Spur 158 (North Austin Avenue)**

A total of 13 identifications were made in the North Austin Avenue corridor segment, with over half relating to landscaping and walkability. Mixed responses made up the landscaping identifications, while most walkability identifications were typically negative. In general, negative comments explained the need to enhance the area as it relates to landscaping and sidewalks.

## **SH 29 (University Avenue East)**

Only two identifications were made in the University Avenue East corridor segment, both relating to land use. One was negative in nature while the other was not identified as being good or bad. No comments were attached to either identification.

## **FM 2243 (Leander Road)**

Within the FM 2243 portion of the Leander Road corridor, a total of 20 identifications were made. Most identifications dealt with walkability, citing the need for more sidewalks and crosswalks along the corridor. Other notable identifications include land use, in which some participants commented that there should be more amenities.

**FM 1460 (Leander Road)**

Only 11 identifications were made in the FM 1460 portion of the Leander Road corridor, with the most prevalent concerning lighting. Most identifications concerning lighting were negative in nature. Notable identifications include one relating to land use in which a comment explained that more commercial development should be incorporated into the corridor segment.

**SH 130**

Within the SH 130 corridor segment, 11 identifications were made. Of these, the most prevalent related to landscaping, with all being positive. Other notable identifications include signage in which a comment expressed that existing signs are appropriately set back from the road.

**FM 971 (Weir Road)**

A total of 14 identifications were made in the Weir Road corridor segment, with the most prevalent relating to building design. All building design identifications were negative in nature, with many containing comments relating to the existing manufactured home parks. Other notable comments include the desire for a soundproof wall in areas where homes abut roadways.

**SH 195**

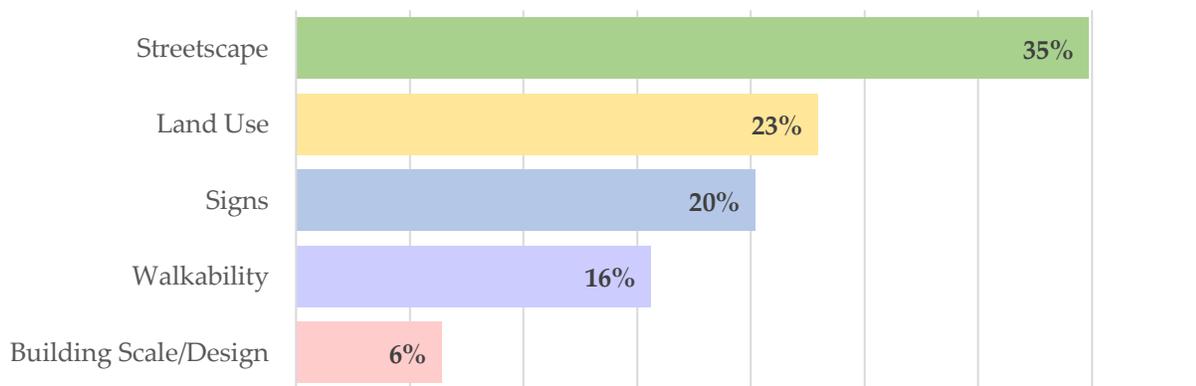
Within the SH 195 corridor segment, there were a total of 11 identifications. Most of these identifications dealt with lighting, with many comments noting that the lack of streetlights makes this road dangerous to drive on at night.

## PROFESSIONAL ROUNDTABLES

Individuals from a variety of fields were brought together to provide their professional expertise at two roundtable sessions to help further develop goals for Georgetown’s gateways. Professionals included local architects and landscape architects, TxDOT representative, an urban forester, and City Staff (planning, engineering, and parks). The first roundtable covered all gateway corridors, while the second roundtable focused specifically on downtown corridors.

Participants were asked to provide ideas for each element within each corridor. The number of ideas for each element varied greatly. As shown, the largest portion related to the streetscape element, constituting roughly 35% of all ideas. After comments were recorded, participants were asked to narrow those ideas down to two or three recommendations for each element. A table has been included at the end of this section with the top recommendations for each element.

**Comments by Design Characteristic**



Rank (MQ survey)	Element	Top Recommendations
<b>Highway Corridors</b>		
1	Land Use	Height restrictions No industrial uses
2	Building Scale/Design	No comments on this topic
3	Streetscape	Focus on intersections Natural and native plantings a) Build road through the landscape b) End goal - minimize invasion to existing landscape in look
4	Signs	Branding/ Design guidelines/ aesthetic for place-making Commercial – size & consolidation
5	Walkability	Tie into San Gabriel River corridor. Be deliberate in creating access for pedestrians/bikes for cross access Connections
<b>Scenic/Natural Corridors</b>		
1	Land Use	Address the orientation of buildings Reduce access points
2	Streetscape	Landscaped medians Landscaping Code – Require more, improve, buffer planting requirements
3	Building Scale/Design	No comments on this topic
4	Signs	Need sign guidelines per image corridor type. Commercial – billboards – signage ordinance a) Low & side orientation distinguishes signs currently b) Consolidation can work with many businesses c) Value in zone/district identification d) Other comm. w/ stricter guidelines – evokes sense of pride
5	Walkability	Require connectivity from residence to community Review sidewalk standards, sidewalks on high traffic roads a) Too close to streets, unsafe b) Build from destination out for development process (not the reverse)

Rank (MQ survey)	Element	Top Recommendations
<b>Downtown Corridors (RT #1)</b>		
1	Walkability	Connect to parks Define tree/ landscape requirements in the Downtown. Lack guidance on spacing and species requirements.
2	Streetscape	Need definition for 'Tree' in Downtown Master Plan Review planting requirements for Downtown
3	Land Use	Allow buildings to touch? Require less parking? Develop parking credits – zones, alternate parking plans
4	Building Scale/Design	Feels homey with law offices, etc. Encourage.
5	Signs	Place monuments at entries of critical zones
<b>Downtown Corridors (RT #2)</b>		
1	Walkability	Safety and Treatment of crosswalks Diagonal crossings, controlled crosswalks Sidewalk gaps, City could fill in the gaps around downtown Landscape boundaries to channel direction and flow
2	Streetscape	Transition points to downtown area Landscaping overall, more standards (ex: larger setbacks/buffers) Improving image of the bridges, make bridges more iconic Lighting for signs (ex: monument signs)
3	Land Use	Limit undesirable uses (ex: industrial and auto sales) More responsibility on developer to preserve and enhance the beautification of site Preservation of trees along the gateway, punishment for removal of landscaping
4	Building Scale/Design	Consistent feel of structures/ blend new structures into historic feel (ex: limit stories and setbacks) Focus the scale of the downtown area on the pedestrian with less stories
5	Signs	Unified signage (ex: more visible, material, look of city signage) Wayfinding and aiding with movement around the downtown (ex: develop new sign mater plan, entryway signage such as The Strand in Galveston)