Appendix D: Major Milestones of Steering Committee

2018
- Meeting #1 – 5/7/2018
- Meeting #2 – 7/11/2018
- Meeting #3 – 9/28/2018
- Meeting #4 – 11/13/2018
- Meeting #5 – 12/17/2018

2019
- Meeting #6 – 1/21/2019
- Meeting #7 – 3/7/2019
- Meeting #8 – 4/14/2019
- Meeting #9 – 5/19/2019
- Meeting #10 – 6/17/2019
- Meeting #11 – 7/22/2019
- Meeting #12 – 8/12/2019
- Meeting #13 – 9/15/2019
- Meeting #14 – 10/19/2019
- Meeting #15 – 11/17/2019

- Introduced Core Team & Discussed Business
- Discussed Overlay Planning & Historic, Plan Amendments, and Demographics
- Reviewed & Discussed Housing Situation in the City
- Reviewed 2020 Land Use Goals & Recommended
- Presented the Project of the Solar Run & Completed
- Presented Housing Update, Feedback & Contingent
- Proposed Tentative Policy for
- Proposed Core Team for Land Use, Redevelopment Policies
- Discussed the Update for the Council
- Discussed City’s Land Use Policies
- Discussed Core Team Feedback & Updated Land Use Policies
- Discussed Core Team Feedback & Updated Land Use Policies
APPENDICES

Minutes of Meeting of the 2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street, Georgetown, Texas 78628
Thursday, July 12, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzales; Ana Eby; PJ Stevens; Erec Brashear; Josh Schroeder; Lou Snead; Linda McCullar; Danielle House; Suzy Pukys; Wendy Cash; Rhonda Mundhenk; Hugh Brown and Paul Secord.

Staff present: David Morgan, Sofia Nelson; Nat Waggoner; Susan Watkins; Paul Diaz; Eric Lashley; Kimberly Garrett; Andrea Davis; Kim McCullar; Seth Gilson; Chris Fassett; Madison Thomas; Rhyn Miga; Jordan Feldman; Nathan Jones; Joe Sepulveda; Wayne Reed and Karen Frost

Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:00 pm.

A. Dinner – Remarks by Mayor and City Manager

B. Introductions (Project Team and Steering Committee) The Steering Committee was asked to introduce themselves and tell their favorite aspect of living in Georgetown and to describe what they think a caring, honoring, and innovating Georgetown will look like in 2030.

C. Review purpose of the Steering Committee Sofia Nelson, Planning Director

D. Review Adopted City Vision Statement David Morgan, City Manager

E. Planning 101 – Purpose of Update, review history of comprehensive planning in Georgetown, including current 2030 Plan. What is a Comp Plan? Sofia Nelson, Planning Director and Nat Waggoner, Long Range Planning Manager

F. Review Draft Project Schedule Nat Waggoner

G. Review Draft Public Engagement Plan, including Public Meeting #1 Nat Waggoner

H. Discuss project challenges and remedies Nat Waggoner

All items were presentation items and no action was taken at this meeting.

I. Questions and Answers Sofia Nelson and Nat Waggoner

J. Next Meeting Date/Time/Agenda Karen Frost, Recording Secretary

The next meeting will be held on July 12 at 6:00 pm in the library.

Adjournment Meeting adjourned at 7:30 pm.

Approved, Mayor Dale Ross

Attends, Josh Schroeder
Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street Georgetown, Texas 78626
Thursday, August 2, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzalez; Ana Eby; PJ Stevens; Errol Brashear; Josh Schroeder; Scott Stirling; Lou Sneed; Danielle Houck; Suzy Poky; Wendy Cash; Rhonda Mundhenk; Hugh Brown and Paul Scerd.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Glenn Dishong; Wesley Wright; Joe Sepulveda; Chris Foster; James Frost, Wayne Reed and Karen Frost

Regular Session – To begin no earlier than 6:00 pm

Mayor Ross called the meeting to order at 6:00 pm.

A. Review outcomes of Steering Committee Meeting #2, including questions and answers. Sofia Nelson, Planning Director. Nelson reviewed the meeting #2 notes. No action was taken.

B. Steering Committee Feedback. Nat Waggoner, Long Range Planning Manager. Waggoner facilitated the discussion of the feedback that was given. No action was taken.

C. Education: Utility Planning, Housing. Wesley Wright, Systems Engineering Director; Susan Watkins, Housing Coordinator. Wright, Dishong and Watkins lead the discussion. Committee asked many questions. No action was taken.

D. Alignment. Nat Waggoner, Long Range Planning Manager. Alignment with other topics and discussion of expectations of outcomes from the plan. No action was taken.

E. Introduction to Demographics. Nat Waggoner, Long Range Planning Manager. Waggoner explained the use of the demographic information being gathered. No action was taken.

F. Questions and Answers. Sofia Nelson and Nat Waggoner

G. Next Meeting Date/Time/Agenda. Karen Frost, Recording Secretary.

The next meeting will be held on September 6 at 6:00 pm in the library. Nelson explained that the October event – On the Table event will be held on October 2 and the steering committee will not be meeting on October 4th.

Adjournment. Meeting was adjourned at 7:40 pm.

Approved: Mayor Dale Ross

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street Georgetown, Texas 78626
Thursday, September 6, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzalez; Ana Eby; PJ Stevens; Errol Brashear; Josh Schroeder; Scott Stirling; Doug Noble; Lou Sneed; Danielle Houck; Suzy Poky; Wendy Cash; Rhonda Mundhenk; Hugh Brown and Paul Scerd.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Michaela Dollar; Chris Foster; Ed Polasek and Wayne Reed.

Regular Session – To begin no earlier than 6:00 pm

Mayor Ross called the meeting to order at 6:00 pm.

A. Review outcomes of Steering Committee Meeting #3, including questions and answers. Sofia Nelson, Planning Director. Nelson reviewed the meeting #3 notes. No action was taken.

B. Education: Economic Development. Michaela Dollar, Economic Development Director. Dollar gave a presentation of the recent economic development studies and information on the workforce and retail needs of the city. No action was taken.

C. Demographic Findings. Nat Waggoner, Long Range Planning Manager. No action was taken.

D. Subarea Profiles. Susan Watkins, Housing Coordinator. No action was taken.

E. Public Meeting #1. Susan Watkins, Housing Coordinator. Watkins reviewed the On the Table Event and process of engaging the community. No action was taken.

F. Public Comment. Sofia Nelson and Nat Waggoner. No public comments were received.

G. Next Meeting Date/Time/Agenda. Karen Frost, Recording Secretary. The next meeting will be held on November 1 at 6:00 pm in the library. Nelson explained that the October event – On the Table will be held on October 2 and therefore the steering committee will not be meeting on October 4th.

Adjournment. Meeting was adjourned at 7:30 pm.

Approved: Mayor Dale Ross
APPENDICES

Re: Steering Committee Meeting 45 – Summary of Findings

At the meeting, the Committee reviewed the current Housing Element and the direction for housing provided by the City Council in 2016. The project team recapped the purposes of the Housing Inventory, Subarea Profiles, and State of the City.

Following the recap of the Steering Committee discussions to date, the project team shared housing supply and demand information through a series of four (4) short, formal presentations. In between those presentations, the project team facilitated small group discussions with the Committee in order to collect key findings related to local housing supply and regional demand.

Presentation 1: Regional employment, housing demand (rental units)
Presentation 2: Housing demand (for sale units)
Presentation 3: Supply (rental units)
Presentation 4: Supply (for sale units)

Included in the above photo and summarized below is a summary of the comments shared during the group reporting period. The findings will be considered in the recommendations portion of the Housing Element.

Rental Demand

- Housing is an economic development issue
- Surprised by high renter cost burden
- Surprised that the Georgetown AMI is lower than Waco
- Surprised that there are a significant amount of more renters are cost burdened than owners
- The data suggests there is a segment of the population for whom Georgetown is unaffordable

For Sale Demand

- Do Sun City numbers skew planning area numbers?
- Lower income is more cost burdened.
- Surprised that anyone under H3K could own a home
- Not enough houses for H3K incomes
- When looking at regular employment you can’t afford the job
- Income does not equal homeownership

Rental Supply

- Send to Council: Georgetown needs more 2 plex, 4 plex
- Used to be no more than 20% of Class A, we have 40% because of cost to build
- Lower rents for single family than expected
- Duplexes = affordability
- Surprising that more subsidized units than Class B

For Sale Supply

- Surprised nothing under $399K west of I-35
- Townhouses/condos play a role in the market
- Density is the answer
- 40 units under $275K in next 12-18 months, making some progress
- Surprised to know wages not growing as fast as housing costs
- 2008-2016: Wages not growing as fast as housing costs increase, increase cost
Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street
Georgetown, Texas 78626
Thursday, January 3, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzalez; Ezel Branhor; Josh Schroeder; Doug Noble; Lois Sneed; Hugh Brown; Suzie Puky; Linda McCalla; FJ Steven; Anna Eby; Scott Struble.
Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; David Morgan; Wayne Reed.

Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:00 pm.

A. Consideration and possible approval of the minutes of the Steering Committee meetings of November 1, 2017 meeting. Karen Frost, Recording Secretary.
Minutes approved.

No action was taken.

C. Discussion and possible recommendation to the Joint Session of the City Council and Planning and Zoning Commission of changes to the 2018 Land Use Goals. Sofia Nelson and Nat Waggoner.
Attached is a summary of findings by the Steering Committee.

No public comments were received.

E. Next Meeting Date/Time/Agenda. Karen Frost, Recording Secretary.
The next meeting will be held on February 7 at 6:00 pm in the library.

Adjournment
Meeting was adjourned at 8:07 pm.

Approved, Mayor Dale Ross

Attest,

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Georgetown Public Library, Friends Room
402 W. 8th Street
Georgetown, Texas 78626
Thursday, November 1, 2018 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzalez; Ezel Branhor; Josh Schroeder; Doug Noble; Lois Sneed; Danielle Hoxeck; Suzie Puky; Linda McCalla.
Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; David Morgan; Wayne Reed.

Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:05 pm.

A. Consideration and possible approval of the minutes of the Steering Committee meetings of June 7, July 12, August 2 and September 6 meetings. Karen Frost, Recording Secretary.
Minutes approved.

B. During the meeting, the project team reviewed the components which define the housing situation in Georgetown. These components will ultimately become sections of the updated Housing Element (Housing Inventory, Subarea Profiles and Affordability Analysis). The project team shared housing supply and demand information through a series of four (4) short, formal presentations. In between those presentations, the project team facilitated small group discussions with the Committee in order to collect key findings related to local housing supply and regional demand.

Presentation #1: Regional employment, housing demand (rental units)
Presentation #2: Housing demand (for sale units)
Presentation #3: Supply (rental units)
Presentation #4: Supply (for sale units)

A summary of findings is included as an attachment to these minutes.

No public comments were received.

D. Next Meeting Date/Time/Agenda. Karen Frost, Recording Secretary.
The next meeting will be held on January 3 at 6:00 pm in the library.

Adjournment
Meeting was adjourned at 8:05 pm.

Approved, Mayor Dale Ross

Attest,
APPENDICES

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Large Conference Room
808 Martin Luther King, Jr. St. Georgetown, Texas 78626
Thursday, March 7, 2019 6:02 pm

In attendance: Mayor Dale Ross; Erol Brashear; Josh Schroeder; Doug Noble; Lou Sneed; Linda McCollum; PJ Stevens; Anna Ely; Danielle Houch; Wendy Cash; Suzy Puky; Paul Severson
Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Ethan Harwell; David Morgan; Jim Briggs
Regular Session – To begin no earlier than 6:00 pm
Mayor Ross called the meeting to order at 6:02 pm.

A. Consideration and possible approval of the minutes of the Steering Committee meetings of January 3, 2019 and February 7, 2019. Nat Waggoner, Recording Secretary
Minutes were approved.

B. Staff presentation and discussion on the 2000 Plan housing element update. Sofia Nelson and Nat Waggoner
No action was taken.

C. The Steering Committee will conduct a series of interactive exercises to prepare housing policy statements for consideration by the City Council. Sofia Nelson and Nat Waggoner
Attached is a summary of findings by the Steering Committee.

D. Public Comment. Sofia Nelson and Nat Waggoner
No speakers.

E. Next Meeting Date/Time/Agenda. Karen Frost, Recording Secretary
The next meeting will be held on April 4th at 6:00 pm in the Community Room of the new City Hall at 808 MLK.

Adjournment
Meeting was adjourned at 7:45 pm.

Approved, Mayor Dale Ross

[Signature]

Attest,

[Signature]

Page 3 of 3
c. Achievable. Is the policy realistic to achieve by 2030?

d. Relevant. Does the policy reflect the vision statement and public input themes?

e. Time-bound. Will we be able to set a timeframe for accomplishing the policy?

f. The group will also evaluate, in terms of level of involvement, does this Steering Committee seek to

i. Support

ii. Sustain/maintain

iii. Increase

the themes included in these draft policies?

Steering Committee discussion points included the following: cities change and evolve and are not static; the purpose of a preservation goal; general positivity was expressed regarding recent survey results residents indicating they liked their current neighborhood. Discussion points also included defining what is not achievable and the level of support currently being provided by community. The steering committee expressed concern that additional information regarding current efforts is needed prior to being able to evaluate and provide a recommendation on sustain/ increase/ support. Discussion also included the ability to measure why people are leaving Georgetown. Discussion included that there is overlap between some policy points. A question presented to staff included are we able to isolate homes that made less than 50K. Additionally, the committee requested getting good number of homes off inner loop under 50K for starter home. The committee expressed a desire to have focused policies that support and build on current city and community goals. The committee shared concern regarding the cost of implementing policies. Staff reminded the committee that the current step in establishing policies and the implementation/ tool kit is a later stage in the comprehensive planning process. The committee sought specific action items that would lead to affordability, preservation and diversity.

The following are the finding of the steering committee on each policy:

<table>
<thead>
<tr>
<th>Policy Number</th>
<th>Policy</th>
<th>Specific</th>
<th>Achievable</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>Preserve existing housing stock that contributes to diversity and affordability.</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>P2</td>
<td>Preserve existing neighborhoods.</td>
<td>X</td>
<td>Not</td>
</tr>
<tr>
<td>P3</td>
<td>Support owner ability to stay in their home in neighborhoods with rapid value increases.</td>
<td>X</td>
<td>Not</td>
</tr>
<tr>
<td>P4</td>
<td>Maintain and promote neighborhood character and quality.</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

| Affordability | Support existing rental choices for low-income households. | X | X |
|---------------| Increase rental choices for workforce households. | X | X |
|               | Increase rental choices for senior households. | X | X |
|               | Increase homeownership choices for workforce households. | X | X |
|               | Support community housing choices for all residents. | Not | X |

<table>
<thead>
<tr>
<th>Coordinated Housing Programming (global policies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
</tr>
<tr>
<td>C2</td>
</tr>
<tr>
<td>C3</td>
</tr>
</tbody>
</table>

D. Public Comment - Nat Waggoner, Long Range Planning Manager
Affordability topic and slides:

Tyler Mattos: Public speaker – commended the group on their progress. He shared he is considered low income. He stated there are a lot of aspects that contribute to the cost of living in Georgetown that need be examined. He expressed that quality of a neighborhood is not just measured in the quality of housing but also access to resources. He shared that having a one website to share his and anyone else’s knowledge on community resources would be a great help.

Next Meeting Date/Time/Agenda - Sofia Nelson, Planning Director – Next meeting in May
Adjournment - Notice for adjournment (Josh S), second (Lou S.)
Meeting was adjourned at 8:28 pm.

Approved, Tommy Gonzales.

Attest,
APPENDICES

Minutes of Meeting of the 2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
838 Martin Luther King, Jr. St, Georgetown, Texas 78626
Thursday, May 16, 2019 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gossiaux; Excel Brashear; Josh Schweeder; Lou Semel; Linda McCauley; Danielle Huopp; Wendy Cash; Suzyn Pakys; Paul Secord; Anna Ivey; Rhonda Mundhenk; Scott Strickling

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andrea Devilla-Quintana; Ehab Hawsawi; Wayne Reed; David Morgan; Mima Garcia

Regular Session – To begin no earlier than 6:00 pm

Mayor Ross called the meeting to order at 6:02 pm.

A. Consideration and possible approval of the minutes of the Steering Committee meeting of April 4, 2019. – Mima Garcia, Management Analyst

Minutes were not attached. They will be presented at the next Steering Committee meeting for consideration and approval.

B. Presentation and discussion of the purpose of the Steering Committee, the completed schedule, and the remaining tasks of the Steering Committee. – Sofia Nelson, Planning Director

Dem Summary: Staff provided the Steering Committee a current status of the 2030 Plan Update. Staff discussed how we have reached each step and how each step is needed to build on the next step. Additionally, staff discussed the role of the steering committees, how staff can best support the committee’s work, and discussed the results of the steering committee survey. The presentation included an overview and discussion of the draft housing policies.

Summary of Discussion: The discussion on this topic generally included comments relating to identifying goals for the Committee to work towards, and questions about decision making and presenting the final product to City Council. Nelson provided clarification for Committee members on the process, remaining tasks to be completed and implementation.

C. Presentation and discussion of the inputs which led to the formation of the draft Housing Element policies. – Nat Waggoner, Long Range Planning Manager and Susan Watkins, Housing Coordinator

Dem Summary: Since the last steering committee meeting on April 4, 2019, staff conducted a joint session of the Planning and Zoning Commission and City Council to discuss the steering committee’s assessment of the draft housing policies. The housing policies have been updated to reflect the assessment by the steering committee and the joint session. Additionally, on April 23, staff reviewed the work of the steering committee and the joint session with the City council. The City Council directed staff to take the housing policies back to the steering committee for a vote on each policy prepared via the steering committee work and the joint session of the Planning and Zoning Commission and City Council. The item is intended to review the steps that lead to the draft policies, answer questions, and take an inventory of information that the committee may need in advance of a vote on the housing policies. The feedback and needs for information will direct the schedule for a vote on the housing policies.

Summary of Discussion: Staff provided background information and clarification of intent for the policies that Committee members indicated needed more information/education. Waggoner provided an overview of the C2, D1, and D2 policies. General discussion related to these policies included aligning housing goals with City goals, existing policies, and comments that the Committee should define certain terminology to ensure all members have the same understanding (C2). Members commented that for the policy about encouraging and incentivizing new housing and additions to existing housing, there should be a clear definition for the terms density and affordability, a target number to help achieve the Committee’s goal should possible be identified, and had a discussion of demographics and trends that may affect housing inventory in the future (D1). Members discussed future land use and identifying barriers to allowing a housing mix for policy D2.

Watkins provided an overview of the P1, P2, P3, and A3 policies. Discussion related to these policies included preserving existing housing inventory by enabling incentives/programs for property owners to participate in and be required to maintain a specified percentage of affordable rents (P1). The committee discussed preserving existing neighborhoods and understanding resident concerns. There was a question from Committee members about who will subsidize homeowners for additional regulations, discussion about City Council decisions, and price points relating to affordability (P2). The policy about the ability to stay in their home when there are value increases at the individual home owner/inidv % scale. Possible tools to assist homeowners include City programs and partnerships with other nonprofit/organizations (P3). Public input regarding the affordability policy to increase home ownership choices for workforce households included comments that affordability doesn’t just affect low income but also medium income and workforce households. The policy is intended to enhance incentives provided to increase home ownership (A3).

After the staff presentation, Committee members’ written questions were addressed. Questions addressed were related to identifying affordability of the current housing inventory; which neighborhoods in the City are to be targeted in policy P1; what are identified barriers to people staying in neighborhoods; what are the price points assumed in D1 policy; what can/should the City do to mitigate against existing housing market forces? Staff will provide written responses to the questions posed and any others submitted by May 23, 2019.

D. Public Comment – Nat Waggoner, Long Range Planning Manager

Joe: Public speaker – Vice President of a HOA management community for Austin, Cedar Park, Round Rock, Georgetown and Pflugerville. He commented on his experience working with clients, previous experience working on comprehensive master plans and that Georgetown is doing this.
Minutes of the Meeting of the 2020 Comprehensive Plan Update Steering Committee
City Hall, Community Room
501 Martin Luther King, Jr., St. Georgetown, Texas 78626
Monday, June 17, 2019 6:00 p.m.

In attendance: Tommy Gonzales; Brashhe; Josh Schroeder; Lou Sneed; Linda McCulla; Danielle Houck; Wendy Cash; Sarah Pull; Paul Seed; Anna Eby; Doug Noble
Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Wayne Reed; Mima Garcia
Regular Session – To begin no earlier than 6:00 p.m.
Anna Eby called the meeting to order at 6:03 p.m.

A. Consideration and possible approval of the minutes of the Steering Committee meetings of April 4, 2019 and May 16, 2019. – Mima Garcia, Management Analyst

Motion by Brashhear to approve the minutes, second by Gonzales. Approved (10-4).

B. Consideration and possible action on the Housing Element policies. – Sofia Nelson, Planning Director and Susan Watkins, Housing Coordinator

Item Summary: In January, the Steering Committee was provided an overview of the 2008 Land Use Goals and made recommendations for the revision and creation of new land use goals. Those recommendations were later evaluated by a joint session of the City Council and Planning & Zoning Commission on January 10, 2019 and new Land Use Goals were confirmed by City Council on February 26, 2019. At their March and April meetings, the Steering Committee evaluated draft housing policies on the council directed themes of preservation, diversity and affordability. The recommendations of the Steering Committee were forwarded to a Joint Session of the Planning & Zoning Commission and City Council on April 16, 2019. The recommendations of the Joint Session were then presented to City Council at the April 23, 2019 workshop. City Council directed staff to give the Steering Committee an opportunity to vote on the proposed housing policies. The Steering Committee was provided additional information on the draft policies at their May 16, 2019 meeting and an opportunity to request any additional information.

Summary of Discussion: Steering Committee members voted on individual policies as presented. The outcome is to provide the City Council a recommendation for each of the draft housing policies for their review at their 6/25/2019 workshop.

The discussion on this topic generally included comments and questions relating to further clarification of the policies, purpose of the policies, and questions about decision-making and presenting the final product to City Council. Nelson provided clarification for Committee members on the process and implementation. Nelson also sought feedback from Committee members regarding their voting decisions and asked members to provide comments for recommended modifications to the policies.
C. Presentation and discussion of Land Use and Gateway policies - Nat Waggoner, Long Range Planning Manager

Item Summary: Waggoner provided a brief overview of the analysis completed to date, and asked the Committee members the following: 1) What development trends should be addressed in the Land Use Element update? 2) Are these current policies that do not support or conflict with the land use goals? 3) Is there additional data/information you seek? Waggoner reviewed the stakeholder outreach plan and sought feedback from the Committee members to determine goals and priorities for outreach in advance of providing recommendations on policies.

Summary of Discussion: Staff provided background information on the process to update the 2030 Land Use Element, including Gateway policies and strategies. There was also discussion of the Future Land Use map, and guidance sought from Committee members regarding future uses and recognizing limitations. Staff also provided further clarification for Committee members related to zoning, and development patterns.

Committee members expressed interest in additional information regarding policies 4G, 4D, 2B.

Waggoner explained the additional material that was discussed during the meeting will be provided to Committee members for their review at the end of the meeting.

D. Public Comment - Nat Waggoner, Long Range Planning Manager

No public speakers signed up for public comment.

E. Next Meeting Date/Time/Agenda - Sofia Nelson, Planning Director

Next meeting July 10, 2019
Adjournment - Motion for adjournment (Anna Eby)
Meeting was adjourned at 8:35 pm.

Approved, Mayor Dale Ross

Attest, [Signature]

Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr., St. Georgetown, Texas 78626
Monday, July 15, 2019 6:00 pm

In attendance: Mayor Dale Ross; Erol Baysan; Jordan Schroeder; Lou Slaus; Linda McCullum; Danielle Hovack; Suzi Pakus; Paul Second; Doug Noble; Hugh Brown; Rhonda Mundilson

Staff present: David Morgan; Wayne Reed; Sofia Nelson; Nat Waggoner; Andeena Davila-Quintero; Mima Garcia; Michael Patrnoki; Ethan Harwell; Patrick Bacon; Steve McKeown

Regular Session –
Mayor Dale Ross called the meeting to order at 6:00 pm.

A. Consideration and possible approval of the minutes of the Steering Committee meeting on June 17, 2019. – Mima Garcia, Management Analyst

Motion by Mayor Ross to approve the minutes, second by Baysan. Approved unanimously (11-0).

B. Presentation and feedback on the Update to the Land Use Element – Sofia Nelson, Planning Director and Nat Waggoner, Long Range Planning Manager

Item Summary: Staff provided the Steering Committee a summary of the survey results, shared recent feedback from the Planning and Zoning Commission, and led a general discussion of land use issues and development trends since 2008. As part of this item, staff sought feedback from the Committee on land use issues related to the 2030 Goals, specifically asking: “Are there additional land use issues you think need to be addressed in the update which have not been previously identified? If so, with what goal does this issue belong? What actions should/could the city take to address these land use issues? What does success look like?”

Summary of Discussion: Davila-Quintero led an activity to obtain feedback from Steering Committee members on issues and solutions for 2030 goals related to land use. Members provided answers to those questions, and the responses from each member were displayed and reviewed. These responses were grouped together based on similar topics and were then designed a common theme. These responses will be used to develop strategies which will be incorporated into land use policies.

The discussion during the activity consisted of further explanation on Committee members’ responses, comments and questions relating to the policies. Staff provided clarification for Committee members on the rest of the process and implementation of the Land Use Element. Nelson also discussed three options for Committee members to vote on regarding frequency of the meetings. Mayor Ross recommended option two, where the Committee will meet twice a month. Committee members agreed.

Approved, Mayor Dale Ross

Attest, [Signature]
In attendance: Mayor Dale Ross; Ecel Brashear; Josh Schroeder; Lou Seead; Linda McColl; Danielle Howe; Sunny Polus; Paul Second; Doug Noble; Tommy Gonzalez; Scott Stribling; Wendy Cash
Staff present: Sofia Nelson; Nat Waggoner; David Morgan; Wayne Rob; Mirna Garcia; Michael Patroksi; Chelsea Ibrzy; Seth Gipson

Regular Session – Mayor Dale Ross called the meeting to order at 6:00 pm.

A. Consideration and possible approval of the minutes of the Steering Committee meeting on July 23, 2019. – Mirna Garcia, Management Analyst

Motion by Gonzalez to approve the minutes, second by Brashear. Approved unanimously (12-0).

B. Presentation and discussion of draft land use policies – Nat Waggoner, Long Range Planning Manager

Item Summary: At the 7/22/2019 meeting, staff led the 2030 Committee through an interactive exercise to generate solutions to address land use challenges. The Steering Committee was first asked, “What are the things we can do as a City to address the issues you identified?” Like solutions were grouped and then named. Seven (7) solution groups emerged: Green Space, Collaboration, Flexibility in Development Patterns, Transportation, Housing Diversity, Economic Development, Intentional Infrastructure. At this meeting, the staff presented a draft of the land use policies based on the input of the Steering Committee and asked members: Does the draft policy capture your idea? Does that draft land use policy accomplish those goals? Is there anything you said which we did not capture? Are there any missing policies?

Summary of Discussion: Waggoner provided an overview of how the policies were drafted. With input from the Steering Committee, and revision of the policies created in 2008, staff evaluated the draft policies against 2030 goals. Waggoner explained the goals and draft policies created for each goal.

The discussion consisted of further defining terms in the policies, to better capture the intent of the policies. As each goal was reviewed, Waggoner asked for the Committee’s feedback and whether staff accurately captured their thoughts with the draft policies. Committee members provided input on making changes to wording of the policies.

C. Presentation and discussion on land use categories – Nat Waggoner, AICP, PMP, Long Range Planning Manager
Ihey presented on the land use categories and provided an overview to the Steering Committee of the feedback staff is seeking. She also discussed upcoming steps and action items regarding the land use element. Ihey reviewed residential, nonresidential, and mixed-use categories of land use, and asked the Committee for their thoughts on how to better define these categories.

Nelson reminded Committee members about the next steps. The following meeting will be on August 15th.

D. Public Comment

Larry Olson made a comment regarding the land use map and needed transition areas between residential and commercial areas and looking at this issue city-wide.

Michael Spano also made a comment regarding mining land use. He lives near a quarry, and when there are issues, the residents in the area have to contact the federal government because the county and State of Texas do not regulate quarries. He asks the Committee and staff to keep this in mind when working on mining land use.

E. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Next meeting August 15, 2019
Adjournment – Motion for adjournment by Gonzalez, second by Stribling.

Meeting was adjourned at 7:02pm.

Approved, Mayor Dale Ross

Attest,

Certificate of Posting

I, Robyn Denesmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the day of , 2019, at , and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Denesmore, City Secretary
City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
September 19, 2019

SUBJECT:
Consideration and possible approval of the minutes from the September 5, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. - Mima Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:
Mima Garcia, Management Analyst

ATTACHMENTS:

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Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
Howlett Room, City Library
402 W. 3rd, St. Georgetown, Texas 78626
Thursday, September 5, 2019 3:30 pm

In attendance: Mayor Dale Ross; Excel Brashear; Lou Snead; Linda McCaffie; Danielle Hauke; Suzy Puksy; Paul Sieverd; Scott Strickling; Hugh Brown.
Josh Schroeder joined the meeting at 5pm. Wendy Cash joined the meeting at 6pm.
Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andrea Davi; Seth Gibson, Wayne Reed;
Regular Session
Mayor Dale Ross called the meeting to order at 3:35 pm.

A. Consideration and possible approval of the minutes from the August 1, 2019 2030 Update Steering Committee. – Mima Garcia, Management Analyst

Motion by Brashear to approve the minutes, second by Schroeder.

B. Presentation and discussion of draft land use policies – Nat Waggoner, Long Range Planning Manager

Item Summary: Wendy Shabay of Freese and Nichols provided the Steering Committee an overview of the Land Use Element Update process including a discussion on the use of the Fiscal Impact Model as it relates to the growth scenario development.

Summary of Discussion: No discussion took place.

C. Mapping Exercise – Nat Waggoner, AICP, PMP, Long Range Planning Manager

Item Summary: The Steering Committee was divided into two tables. Each table was facilitated by a Planning staff member. Each table was asked to distribute lego blocks representing residential, commercial and employment land uses. During the distribution, the table was asked to answer the following:

- How should we use our remaining land?
- Where are key activity centers? What makes them important?
- Where should we allocate the 7-10K future housing units based on projected population growth?
- Where should we locate supporting commercial uses? (See Retail Merchandising Plan)
- Where should we locate target industry uses? (See Target Industry Analysis)
- How will the placement of residential, commercial and industry uses support recently updated policies?
Each table reported out key findings from their group. The results of the mapping exercise are shown in the images of Map 1A and Map 1B below:

MAP 1A

MAP 1B

The values from the lego blocks at each table was calculated and inputted into the city’s Fiscal Impact Model (a cost to serve model). Each table’s scenario resulted in a positive net fiscal impact.

The two groups then worked to develop a group scenario shown in Map 1C below.

MAP 1C

D. Public Comment

E. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Adjournment – Motion for adjournment by Brashear second by Schroeder. Meeting was adjourned at 6:35 pm.

Approved, Mayor Dale Ross

Attest,
City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
September 19, 2019

SUBJECT:
Discussion and mapping exercise to solidify mapping direction/principles, key development areas, evaluation of residential (Neighborhood) and non-residential development areas (community and regional centers). Sofia Nelson, Planning Director.

ITEM SUMMARY:
The purpose of this item is to:
- Share summary results of the growth scenario exercise from the 9/5/2019 meeting; and
- Seek direction from the Steering Committee on changes to the growth scenario and land use policies as they relate to the future land use map.

The meeting will include several interactive exercises. The Steering Committee will be divided into working groups. In the first exercise, the Steering Committee will evaluate the remaining white spaces of the growth scenario undeveloped areas map as well as evaluate the residential and nonresidential land use patterns emerging from the scenario created at the 9/5 meeting. During exercise 1, staff will seek the following feedback from the Committee:
- Have you achieved a balance of land uses on the SE quadrant of Georgetown?
- What do you want to do with the remaining undeveloped areas on the map?
- Are you ok with having undeveloped areas along SH130 given your informational infrastructure discussions?
- How should high density residential be incorporated into community and regional centers?
- How should neighborhood serving commercial be oriented in residential areas?

The second exercise is designed to get feedback from the Steering Committee on the draft land use policies. Feedback sought from the Committee includes: will the following policies support the desired growth scenarios you are seeking?

1A: Encourage a balanced mix of residential, commercial, and employment uses at varying densities and intensities, to reflect a gradual transition from urban to suburban to rural development.
1B: Promote more compact, higher density, well-connected development within appropriate infill locations.
2A: Identify potential opportunities and selectively target, plan, and promote development/zone initiatives.
6A: Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through incentives and incentives.
New: Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown’s strategic industry and emerging new development.
New: Promote development of complete neighborhoods across Georgetown.

FINANCIAL IMPACT:

SUBMITTED BY:
Sofia Nelson

Notice of Meeting for the
2030 Comprehensive Plan Update Committee
of the City of Georgetown
October 3, 2019 at 6:00 PM
at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary’s Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr Street, Georgetown, TX 78626 for additional information. TTY users route through Relay Texas at 711.

Policy Development/Review Workshop
A Public Comment

Legislative Regular Agenda
B Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. - Mirta Garcia, Management Analyst
C Discussion and possible recommendations for Gateway policies for the 2030 Land Use Element update - Sofia Nelson, Planning Director
D Next Meeting Date/Time/Agenda - Sofia Nelson, Planning Director

Adjournment

Certificate of Posting
I, Robyn Denenre, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the day of October, 2019, at __________ and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

__________________________
Robyn Denenre, City Secretary
APPENDICES

City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
October 3, 2019

SUBJECT:
Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. - Mirna Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:
Mirna Garcia, Management Analyst

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Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
801 Martin Luther King, Jr. St., Georgetown, Texas 78626
Thursday, September 19, 2019 6:00 pm

In attendance: Mayor Dale Ross; Erol Branshear; Lou Sneed; Linda McCaffie; Danielle Hsuie; Suzey Pekary; Hugh Brown; Josh Schroeder; Tommy Gonzalez; PJ Stevens; Wendy Cash
Linda McCaffie joined the meeting at approximately 6:45 pm. Lou Sneed left the meeting at approximately 7 pm.

Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andrea Deval; Wayne Reed; David Morgan; Michael Patrosski; Ethan Harwell; Chelsea Irby; Wayne Reed

Regular Session –
Mayor Dale Ross called the meeting to order at 6 pm.

A. Consideration and possible approval of the minutes from the September 5, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. - Mirna Garcia, Management Analyst

Motion by Branshear to approve the minutes, second by Schroeder.

B. Discussion and mapping exercise to solidify mapping direction/principles, key development areas, evaluation of residential (Neighborhoods category) and non-residential development areas (community and regional centers). - Sofia Nelson, Planning Director

Item Summary: The Steering Committee was divided into working groups. The Steering Committee evaluated the remaining whitespaces of the growth scenario (undeveloped areas) map, evaluated the residential and nonresidential land uses patterns emerging from the scenarios created at the 95% meeting and discussed how neighborhoods can support a range of housing types and supporting commercial land uses. During the exercise, staff sought the following feedback from the Committee:

- Have you achieved a balance of land uses on the SE quadrant of Georgetown?
- What do you want to do with the remaining undeveloped areas on the map?
- Are you ok with having undeveloped areas along SW MBM given your intentions infrastructure discussions?
- How should high density residential be incorporated into community and regional centers?
- How should neighborhood serving commercial be oriented in residential areas?

The exercise also gathered feedback from the Steering Committee on the draft land use policies:

- IA: Encourage a balanced mix of residential, commercial, and employment uses at varying densities and intensities, to reflect a gradual transition from urban to suburban to rural development.
- 1B: Promote more compact, higher density, well-connected development within appropriate infill locations.
- 2B: Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.
- 6A: Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.
- New: Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown’s target.
- New: Promote development of complete neighborhoods across Georgetown.

Summary: Committee members identified the following:

- **Table 1:** Future Land Use map is a tool for conversation, Intentional infrastructure can be limiting; CC and SC designations are good. Are commercial lots meant to serve neighborhoods or community?
- **Table 2:** The Village is an example of ‘proximity’ to commercial. Is there a scale to model a complete neighborhood? Setting percentages is a challenge because we can’t guarantee products and also due to increasing/decreasing costs. Complete neighborhood depends on willingness of residents. Complete neighborhoods should be able to get people where they need to be.
- **Table 3:** Mixed Use is based on area and should strive for a percentage of residential and commercial equals balance; limit reasons until percentage is met? Integrate and incentivize mix of uses and diversity.

C. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

D. Public Comment

Adjournment – Motion for adjournment by Brashear second by Schroeder.
Meeting was adjourned at 7:30 pm.

Approved, Mayor Dale Ross
Attest,
APPENDICES

Notice of Meeting for the
2030 Comprehensive Plan Update Committee
of the City of Georgetown
October 24, 2019 at 6:00 PM
at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary’s Office at least three (3) days prior to the scheduled meeting date, at 512-930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information. TTY users route through Relay Texas at 711.

Legislative Regular Agenda
A Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. - Mina Garcia, Management Analyst
B Presentation and possible recommendation of updates to the Land Use Element - Nat Waggoner, PMP, AICP
C Public Comment
D Next Meeting Date/Time/Agenda. - Sofia Nelson, Planning Director

Adjournment

Certificate of Posting
I, Robyn Denson, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626, a place readily accessible to the general public, as required by law, on the ______ day of ______, 2019, at ______, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Denson, City Secretary

City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
October 24, 2019

SUBJECT:
Consideration and possible approval of the minutes of the Steering Committee meeting of September 19, 2019. - Mina Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:
Mina Garcia, Management Analyst

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Minutes of Meeting of the 2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
818 Martin Luther King Jr. St., Georgetown, Texas 78626
Thursday, September 19, 2019 6:30 pm

In attendance: Mayor Dale Ross; Erol Brashear; Lou Snod; Linda McCalla; Danielle Houck; Suzy Pako; Hugh Brown; Josh Schroeder; Tommy Gonzalez; PJ Stevens; Wendy Cash;
Linda McCalla joined the meeting at approximately 6:30pm. Lou Snod left the meeting at approximately 7pm.
Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins; Andrea Davila; Wayne Reed; David Morgan; Michael Pateroski; Ethan Harwell; Chelsea Ibray; Wayne Reed.

Regular Session –
Mayor Dale Ross called the meeting to order at 6 pm.

A. Consideration and possible approval of the minutes from the September 5, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. – Mirna Garcia, Management Analyst

Motion by Brashear to approve the minutes, second by Schroeder.

B. Discussion and mapping exercise to solidify mapping direction/principles, key development areas, evaluation of residential (Neighborhoods category) and non-residential development areas (community and regional centers). – Sofia Nelson, Planning Director

Item Summary: The Steering Committee was divided into working groups. The Steering Committee evaluated the remaining white spaces of the growth scenario (undeveloped areas) map, evaluated the residential and nonresidential land use patterns emerging from the scenario created at the 9/5 meeting and discussed how neighborhoods can support a range of housing types and supporting commercial land uses. During the exercise, staff sought the following feedback from the Committee:

- Have you achieved a balance of land uses on the SE quadrant of Georgetown?
- What do you want to do with the remaining undeveloped areas on the map?
- Are you ok with having undeveloped areas along SH130 given your intentional infrastructure discussions?
- How should high density residential be incorporated into community and regional centers?
- How should neighborhood serving commercial be oriented in residential areas?

The exercise also gathered feedback from the Steering Committee on the draft land use policies.

- 1A: Encourage a balanced mix of residential, commercial, and employment uses at varying densities and intensities, to reflect a gradual transition from urban to suburban to rural development.

- 1B: Promote more compact, higher density, well-connected development within appropriate infill locations.
- 2B: Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.
- 4A: Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.
- New: Proactively support existing and recruit new employers and incentivize development that is consistent with Georgetown’s target.
- New: Promote development of complete neighborhoods across Georgetown.

Summary: Committee members identified the following:

- Table 1: Future Land Use map is a tool for conversation. Intentional infrastructure can be limiting; CC and RC designations are good. Are commercial lots meant to serve neighborhoods or community?
- Table 2: The Village is an example of ‘proximity’ to commercial. Is there a scale to model a complete neighborhood? Setting percentages is a challenge because we can’t guarantee products and also due to increasing/decreasing costs. Complete neighborhood depends on willingness of residents. Complete neighborhoods should be able to get people where they need to be.
- Table 3: Mixed Use is based on area and should strive for a percentage of residential and commercial equals balance; limit rezone until percentage is met? Integrate and incentivize mix of uses and diversity.

C. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

D. Public Comment

Adjournment – Motion for adjournment by Brashear second by Schroeder.
Meeting was adjourned at 7:30 pm.

Approved, Mayor Dale Ross

Attest,
APPENDICES

City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
October 24, 2019

SUBJECT:
Presentation and possible recommendation of updates to the Land Use Element - Nat Waggoner, PMP, AICP

ITEM SUMMARY:
The purpose of this meeting is to:
- Inform Share summary results of the updates to the land use policies, categories and the land use map. Share a summary of the direction from the 1/22 workshop and inform the Steering Committee of future public input opportunities.
- Action Confirm drafted policies and review changes to land use categories and land use map. The outcome of this meeting is for the Steering Committee to provide sufficient direction on the recommended changes for Council and the public consideration at meetings in October and November.

At the meeting, the Steering Committee will be asked:
- Do the updated categories support our land use housing policies and the community’s input? How could they be more supportive?
- Does the updated map reflect the changes you recommended? Are additional changes needed?
- Are there additional stakeholders we should consult in the land use update process?

The agenda for the meeting includes:
6:00pm - 6:15pm Presentation
6:15pm - 7:30pm Land use policies, categories & map recommendations

FINANCIAL IMPACT:
N/A

SUBMITTED BY:
Nat Waggoner, PMP, AICP

ATTACHMENTS:

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<td>Exhibit II: Draft Land Use Categories</td>
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<td>Exhibit III: Draft Future Land Use Map</td>
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Notice of Meeting for the
2030 Comprehensive Plan Update Committee
of the City of Georgetown
November 7, 2019 at 6:00 PM
at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary’s Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3632 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Legislative Regular Agenda
A Consideration and possible action to approve the minutes from the October 24, 2019 regular meeting of the Steering Committee - Mídia Garcia, Management Analyst
B Presentation and possible action on the updates to the 2030 Land Use Element - Nat Waggoner, PMP, AICP
C Public Comment
D Next Meeting Date/Time/Agenda - Sofia Nelson, Planning Director

Adjournment

Certificate of Posting
1. Robyn Denenw, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the day of , 2019, at , and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Denenw, City Secretary
City of Georgetown, Texas  
2030 Comprehensive Plan Update Committee  
November 7, 2019

SUBJECT:
Consideration and possible action to approve the minutes from the October 24, 2019 regular meeting of the Steering Committee. - Mira García, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:
.

SUBMITTED BY:
Mira Garcia, Management Analyst.

City of Georgetown, Texas  
2030 Comprehensive Plan Update Committee  
November 7, 2019

SUBJECT:
Presentation and possible action on the of updates to the 2030 Land Use Element - Nat Waggoner, PMP, AICP

ITEM SUMMARY:
The purpose of this meeting is to:
• (Inform) Share summary results of the updates and public comment. The City will continue to take public comment on the draft map through the 2030 website until Sunday, November 3rd at 5pm.
• (Action) The outcome of this meeting is for the Steering Committee to provide a recommendation to City Council of the proposed updates.

At the meeting, the Steering Committee will be asked:
• Do the updated categories support our land use/housing policies and the community's input? How could they be more supportive?
• Does the updated map reflect the changes you recommended? Are additional changes needed?
• Are there additional stakeholders we should consult in the land use update process?

FINANCIAL IMPACT:
N/A

SUBMITTED BY:
Nat Waggoner, PMP, AICP

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<td>Exhibit 2: Draft Economic Land Use Categories</td>
<td>Exhibit</td>
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<tr>
<td>Exhibit 3: Draft Future Land Use Map</td>
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Notice of Meeting for the
2030 Comprehensive Plan Update Committee
of the City of Georgetown
December 5, 2019 at 4:00 PM
at Georgetown Health Foundation, 2425 Williams Dr # 101, Georgetown, TX 78628

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating in a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary’s Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3632 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Legislative Regular Agenda
A  Consideration and possible action to approve the minutes from the October 24 and November 7, 2019 regular meetings of the Steering Committee. - Mina Garcia, Management Analyst
B  Presentation and discussion of the 2030 Implementation Plan Strategies - Sofia Nelson, Planning Director
C  Public Comment
D  Next Meeting Date/Time/Agenda - Sofia Nelson, Planning Director

Adjournment

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the __ day of __, 2019, at __ and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary
Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr. St. Georgetown, Texas 76626
Thursday, October 24, 2019 6:00 pm

In attendance: Mayor Dale Ross; Enoe Brazheau; Lou Smed; Linda McCull; Danielle Houck; Suzy Puky; Hugh Brown; Josh Schroeder; Tommy Gonzalez; PJ Stevens; Wendy Cash
Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins

Regular Session –
Mayor Dale Ross called the meeting to order at 6 pm.

A. Consideration and possible approval of the minutes from the September 19, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee – Mirta Garcia, Management Analyst

Motion by Brazheau to approve the minutes, second by Schroeder.

B. Presentation and possible recommendation of updates to the Land Use Element – Nat Waggoner, FMP, AICP

The purpose of this meeting is to:
- Inform: Share summary results of the updates to the land use policies, categories and land use map. Share a summary of the direction from the 10/22 workshop and inform the Steering Committee of future public input opportunities.
- Action: Confirm draft policies and review changes to land use categories and land use map. The outcome of this meeting is for the Steering Committee to provide sufficient direction on the recommended changes for Council and the public consideration at meetings in October and November.

At the meeting, the Steering Committee will be asked:
- Do the updated categories support our land use/housing policies and the community’s input? How could they be more supportive?
- Does the updated map reflect the changes you recommended? Are additional changes needed?
- Are there additional stakeholders you should consult in the land use update process?

The agenda for the meeting includes:
- 6:00pm – 6:15pm: Presentation
- 6:15pm – 7:30pm: Land use policies, categories & map recommendations

Waggoner began the discussion with an overview of land use policies established by the Committee, and review of these policies to determine how they match with current development patterns, how those patterns match with compatible uses and existing uses. Waggoner also presented changes that have been made as a result of the Committee’s feedback and engaged in discussion with the Committee members on modifications to regional nodes and consolidation of the nodes, employment centers that were added to the map and shifting of existing employment centers, and density changes. The Committee members participated in mapping activities and discussed the teams’ recommendations with staff.

C. Public Comment

D. Next Meeting Date/Time/Agenda – Sofia Nelson, Planning Director

Adoption – Motion for adjournment by Brazheau second by Schroeder.
Meeting was adjourned at 7:30 pm.

Approved, Mayor Dale Ross

Attest,
Minutes of Meeting of the
2030 Comprehensive Plan Update Steering Committee
City Hall, Community Room
808 Martin Luther King, Jr. St., Georgetown, Texas 78626
Thursday, November 7, 2019, 6:00 pm

In attendance: Mayor Dale Ross; Tommy Gonzales; Josh Schroeder; Doug Noble; Danielle House; Suzy Pakys; Linda McCall; Wendy Cade; Paul Seedorf
Staff present: Sofia Nelson; Nat Waggoner; Susan Watkins

Regular Session –
Mayor Dale Ross called the meeting to order at 6:09 pm.

A. Consideration and possible approval of the minutes from the October 24, 2019 meeting of the 2030 Comprehensive Plan Update Steering Committee. – Mirna Garcia, Management Analyst

The minutes were not included in the agenda packet and will be on the next meeting’s agenda.

B. Presentation and possible action on the updates to the 2030 Land Use Element – Nat Waggoner, PMP, AICP

The purpose of this meeting is to:
- Inform: Share summary results of the updates and public comment. The City will continue to take public comment on the draft map through the 2030 website until Sunday, November 3rd at 5pm.
- Action: The outcome of this meeting is for the Steering Committee to provide a recommendation to City Council of the proposed updates.

At the meeting, the Steering Committee will be asked:
- Do the updated categories support our land use/housing policies and the community’s input? How could they be more supportive?
- Does the updated map reflect the changes you recommended? Are additional changes needed?
- Are there additional stakeholders we should consult in the land use update process?

Staff discussed the input received from the Planning and Zoning discussion, as well as the October 30 Public Meeting and the Georgetown Development Alliance. There was discussion on the land use percent share evaluation, FLUP categories, and the key updates for residential and non-residential uses. The Committee broke into groups and participated in an activity to review land use policies, categories and the FLU map.

C. Public Comment
What work have you done to update the FLUM?

- Renamed and refined land use categories
- Divided parks and recreation and open space into separate categories
- Adjusted densities within categories
- Created Community Commercial and Regional Center categories
- Planned for land use with the use of legos
- Added residential and non-residential ratios
- Utilized the fiscal impact model

What are the benefits of the updates to FLUM?

- It helps citizens and developers understand the vision for the city as they plan for development of their property
- Expansion of mixed density opportunities
- Greater integration of MF & Commercial
- Addresses concerns of too much MF development
- Increased and spread out opportunities for commercial nodes - this will help with traffic node and opportunities for amenities nearby
- Outlines possible densities
- Created Regional Commercial and Community Commercial nodes
- Included ratios for non-residential and residential development
- Helps to plan out infrastructure

What concerns you about the updates to the FLUM?

- Does the map reflect current infrastructure? Infrastructure drives development
- Clarity needed on how residential ratio were developed
- Understanding how the FLUM will be implemented
- Within nodes how will ratios be implemented?
- What is guidance vs. what will require a map amendment?

What concrete changes are needed, if any?

- Clarify language regarding mix density residential
- Establish a priority land use for each category
City of Georgetown, Texas
2030 Comprehensive Plan Update Committee
December 5, 2019

SUBJECT:
Presentation and discussion of the 2030 Implementation Plan Strategies - Sofia Nelson, Planning Director

ITEM SUMMARY:
The draft Your Georgetown 2030 Implementation Plan is organized into three (3) strategies. The purpose of this meeting is to discuss these strategies and provide a recommendation to the City Council, which will be presented to the City Council at their December 10, 2019 workshop.
The Your Georgetown 2030 Implementation Plan’s strategies are:
1. Regulatory Framework – the “Rules” for land development
2. Decision Framework – how “Rules” are applied by City Council and the Boards/Commissions that evaluate/mandate land development decisions
3. Plans, Programs, and Partnerships – work plans needed to achieve goals, reorienting City functions and coordination with other local governments and non-profits.
For a deeper understanding on how each strategy will be implemented, include a summary of the associated action items. The three attached documents will be the basis of the discussion at the meeting:
1. Top 3 Implementation Strategies for 2030 Plan Memorandum (summary of recommended actions)
2. Draft Housing Toolkit (full listing of all tools available to the City)
3. Executive Summary of the Housing Toolkit (set of recommended Tools for inclusion in the 2030 Implementation Plan)
Also attached for your reference, if needed are:
1. Housing Technical Study Summary Memo, which outlines the key findings of the Housing Element
2. Steering Committee Land Use Recommendations, a graphic representation of the solutions needed to meet the 2030 Goals for land use

FINANCIAL IMPACT:
None

SUBMITTED BY:
Nat Wagner, PMP, AICP

ATTACHMENTS:

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<th>Description</th>
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<td>Housing Toolkit Executive Summary</td>
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2030 Update Steering Committee
December 5, 2019

What is your first impression?
- Ambitious, but achievable
- Digestable, organized, detailed, implementable
- A lot to do, a lot of effort
- Some easy, others really big
- Nothing new, reflects Steering Committee conversations
- Suggestions for updating, a lot of updating
- Generic overview of what long range planning should be

What are the benefits of the strategies?
- Provides a measuring stick for success
- Can draw direct connections to goal and policy work
- Creating something that everyone can use
- Plan, vision of what we want the city to look like in 2030
- Specific enough to have teeth
- Good balance of achieving goals, not telling people no and not giving away everything
- Good variety of tools and timeline

What are concerns?
- Using the plan
- What process will this be applied to, when someone wants to build something?
- Residential vs. non-residential % for future land use can possibly be too hard to balance and enforce
- Do we have enough criteria to make discretionary decisions? Is there enough detail for staff analysis?
- Keeping the Plan Alive
- Bandwidth of City staff to keep plan alive with current staffing levels
- Is this a plan that will be on the shelf? Hate to do the work and it go unused
- Incentives
- Development incentives - clarify, political, who is developing the standards/incentives?
- Incentives for single family residential historic properties need to be listed
- Home Repair
- Minimal dedicated funds limit its effectiveness
- Multi-family rehab strategy usage could lead to landlords abusing improvement funds and raising rents
- Miscellaneous
- Balancing the visions of the plan with property owner rights and the City making decisions
- Appears to be a lot of plans in the implementation strategies and not many partnerships or programs
- County should be an identified partner
2030 Update Steering Committee
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What are the options to address the concerns?

- Using the Plan
  - Pay attention to detailed implementation, keep the big picture in mind
- Keeping the Plan Alive
  - Annual reviews and reports to evaluate progress, quarterly evaluations of 2030 Plan
  - Use checklist as a way of keeping plan alive
  - Invest in resources to get the work done
- Incentives
  - Define what an incentive is
  - Dedicated funding resources for incentives to encourage housing goals
  - Utilize cheapest incentives
  - Specifically initiate (tax abatement for historic downtown, residential incentives)
- Home Repair
  - Rent control and usage of other tools to not take advantage of renters
  - Educate to ensure that people know about homestead exemptions to stay in homes
- Miscellaneous
  - Start working with County early
  - Stay connected to national innovation

What changes are needed, if any?

- Key areas should be identified for targeted development and the use intentional infrastructure
- Dedicated funding source for implementation of housing goals should be identified
- Keep the plan alive through identified solutions and additional staff resources to prioritize implementation
- Define incentives to include financial and development standard incentives including historic preservation