

HOW TO USE THE IMPLEMENTATION PLAN

“Term” means the period, in years, during which the initiative should begin.

0-2 Years = FY 2020-2022

3-4 Years = FY 2023-2024

5+ Years = FY 2025-2030

OG = On-Going

“Cost” means the approximated budget required to accomplish the initiative.

\$ = under \$10,000

\$\$ = \$10,000 to \$50,000

\$\$\$ = \$50,000 to \$100,000

\$\$\$\$ = \$100,000+

“Leader” means the entity responsible for championing each initiative, although the support of additional entities is often necessary.

2030 Implementation Plan

Goals, Policies, and Action Items	Term	Cost	Leader
Goal 1: Promote development patterns with balanced land uses that provide a variety of well-integrated housing and retail choices, transportation, public facilities, and recreational options in all parts of Georgetown.			
Policy LU.1 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.			
LU.1.a. Analyze and amend (if applicable) the UDC to ensure that proper transitions and buffering are required between neighborhoods and adjacent commercial areas.	0-2	\$\$\$	Planning
Policy LU.2 Promote more compact, higher density, well-connected development within appropriate infill locations.			
LU.2.a. Analyze and amend (if applicable) the UDC to ensure standards are appropriate for new residential development to allow a range and transition of density, accommodate smaller residential lots, prioritize open space, amenities and heightened connectivity.	0-2	\$\$\$	Planning
LU.2.b. Analyze and amend (if applicable) to accommodate higher density residential developments (e.g., 24+ dwelling units per acre).	0-2	\$\$\$	Planning
LU.2.c. Analyze and amend (if applicable) the UDC to support density bonuses and transfer of development rights as incentives for desirable development types and forms.	0-2	\$\$\$	Planning
Policy LU.3 Promote development of complete neighborhoods across Georgetown.			
LU.3.a. Analyze and amend (if applicable) the UDC to promote compact, well-connected neighborhoods and commercial areas pertaining to street connectivity, street design, open space, etc.	0-2	\$\$\$	Planning
Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.			
GC.1.a. Actively partner with TxDOT, Central Texas Mobility Authority and Williamson County on roadway improvements on the intersections with Williams Drive, University Ave, Leander Road and Westinghouse Road during design, construction and maintenance. Ensure design includes pedestrian connectivity (specifically for the areas between Leander Road and Lakeway Drive) and gateway features (signage, landscaping, etc.).	OG	\$	Public Works
GC.1.b. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Highway Corridors, as described in Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	0-2	\$\$\$	Planning
GC.1.c. Develop a plan (design, location, funding, coordination) to establish a gateway entry feature along southbound I-35.	0-2	\$\$\$	Facilities
GC.1.d. Identify additional highly visible locations along key corridors to emphasize branding elements (e.g., entryway signage with enhanced landscaping, branding designs on overpasses and bridges, and unique streetscape and public art features).	3-4	\$	Planning
GC.1.e. Prioritize, develop funding and install branding elements.	5+	\$\$\$\$	Facilities
GC.1.f. Coordinate the use of tree mitigation funds at key, prioritized intersections (i.e. Williams Drive and SH29-University).	3-4	\$	Parks & Rec

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 2: Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts.			
Policy LU.4 Encourage redevelopment in target areas.			
LU.4.a. Utilize the Utility Master Plan and CIP process to weight/prioritize improvements in target areas.	OG	\$\$\$	Systems Engineering
LU.4.b. Analyze and amend (if applicable) the UDC to develop a Williams Drive Gateway Overlay Zoning District (Austin Ave to Jim Hogg Rd) that supports the vision established for the corridor in the 2017 Williams Drive Study.	3-4	\$\$\$	Planning
LU.4.c. Analyze and amend (if applicable) the UDC include an Urban Gateway Overlay Zoning District to support a more intense urban design that reflects the development of established corridors such as Austin Avenue, SH29 (University).	3-4	\$\$\$	Planning
LU.4.d. Develop signage and landscaping standards for the Urban Gateway Overlay Zoning District.	3-4	\$\$\$	Planning
Policy LU.5 Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.			
LU.5.a. Develop a process to identify and develop small area plans for redevelopment in target areas.	3-4	\$\$	Planning
Policy H.2 Preserve existing neighborhoods in targeted areas.			
H.2.a. Submit a budget request to complete a small area plan for the Track-Ridge-Grasshopper Neighborhood.	0-2	\$\$	Planning
H.2.b. Develop a process to identify target neighborhoods.	0-2	\$	Planning
H.2.c. Evaluate becoming a Community Development Block Grant (CDBG) direct entitlement jurisdiction in FY21.	0-2	\$	Planning
H.2.d. Develop a dedicated funding source to support small area planning for target neighborhoods.	3-4	\$\$	Planning
H.2.e. Develop neighborhood plans for areas surrounding the downtown overlay district or transitional areas identified in the Downtown Master Plan to address key preservation issues, such as encroachment of incompatible uses.	3-4	\$\$	Planning
H.2.f. Review feasibility and applicability of Neighborhood Empowerment Zones for preservation and reinvestment purposes.	3-4	\$	Planning
Policy WD.2 Enhance the urban form and character of the Williams Drive Gateway.			
WD.2.a. Use tree mitigation funds for right-of-way planting materials within the Williams Drive Gateway.	OG	\$\$\$	Parks & Rec
WD.2.b. Guide the desired development pattern for the Williams Drive Gateway through the adoption of a mixed use, special area plan overlay, or other zoning district.	3-4	\$	Planning
WD.2.c. Enhance Williams Drive at I-35 intersections through landscaping and other similar improvements.	3-4	\$\$	Public Works
WD.2.d. Create development standards to provide open spaces within the boundaries of the Williams Drive Gateway Subarea Plan.	3-4	\$\$\$	Planning
WD.2.e. Create development standards to strengthen the Williams Drive Gateway unique identity through aesthetic enhancements such as landscaping, street lighting, signage and building design.	3-4	\$\$\$	Planning
Policy GC.2 Utilize the Downtown Corridors to retain and enhance Georgetown's historic, small-town charm.			
GC.2.a. Analyze and amend (if applicable) the UDC to ensure consistency between the Downtown/Old Town overlays and the Downtown Corridor overlay.	0-2	\$\$\$	Planning
GC.2.b. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Downtown Corridors, as described in Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	0-2	\$\$\$	Planning

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 3: Provide a development framework that guides fiscally responsible growth, protects historic community character, demonstrates stewardship of the environment, and provides for effective provision of public services and facilities.			
Policy LU.6 Continue to promote diversification of uses while strengthening the historic character and supporting the existing historic neighborhoods.			
LU.6.a. Analyze and amend (if applicable) the UDC to ensure consistency with the vision, goals and policies of the Downtown Master Plan.	0-2	\$\$\$	Planning
Policy LU.7 Strengthen Georgetown's image and quality feel within enhanced gateways and commercial corridors.			
LU.7.a. Analyze and amend (if applicable) the UDC to identify incentives (e.g., density bonus, reduced setbacks, and fee waivers, grants) to encourage high-quality building materials at key corridors and nodes including Williams Drive at I-35 and SH29 (University) at I-35.	3-4	\$\$\$	Planning
LU.7.b. Update and renew the 1965 TxDOT right-of-way maintenance agreement to ensure improved beautification, ease sidewalk improvement process and to support city standards for landscaping and gateway signs.	0-2	\$	Public Works
LU.7.c. Designate 5% of project costs of all city lead roadway improvements associated with the gateway corridors to be applied to landscape and road frontage beautification. For projects lead by TxDOT, CTRMA or Williamson County, develop funding sources to support heightened beautification that supports the vision of the Gateway Image corridors.	3-4	\$\$	Public Works
Policy LU.8 Protect and promote land uses that support Georgetown's target industries, support diversification of the City's tax base, and enhance economic development through intentional infrastructure planning, recruitment, and the land use entitlement process.			
LU.8.a. Identify key capital improvements needed in Employment Centers and utilize economic development tools (e.g., Business Improvement Districts, 4A and 4B sales tax revenues) to encourage target industries within Employment Centers identified on the Future Land Use map.	OG	\$	Economic Development
LU.8.b. Update the City's Retail Recruitment study.	3-4	\$\$	Economic Development
Policy LU.9 Adopt development practices that preserve and enhance the environment.			
LU.9.a. Analyze and amend (if applicable) the UDC to identify opportunities to reduce the impact of development without substantially increasing the cost (e.g., maximum impervious surface, natural drainage, building orientation, increased density, and enhanced pedestrian/bike connectivity).	0-2	\$\$\$	Planning
LU.9.b. Update applicable City plans and standards in the Construction Standards and Specifics Manual.	OG	\$	Systems Engineering

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 3: Provide a development framework that guides fiscally responsible growth, protects historic community character, demonstrates stewardship of the environment, and provides for effective provision of public services and facilities.			
Policy LU.10 Support the City's growth and development using a decisional framework that promotes fiscal health, safety, and quality of life for our current and future residents.			
LU.10.a. Develop a tool to assist in the evaluation of land use changes such as rezoning and comprehensive plan amendments.	0-2	\$\$	GIS
LU.10.b. Continue to use the Fiscal Impact Model to evaluate the net fiscal impact of potential developments, including PUDs, annexations, development agreements and comprehensive plan amendments.	OG	\$	Planning
LU.10.c. Analyze and amend (if applicable) the UDC criteria for voluntary annexation.	3-4	\$\$\$	Planning
Policy GC.3 Ensure that the Scenic Corridors preserve the natural, rural character as the City continues to grow.			
GC.3.a. Analyze and amend (if applicable) the UDC to ensure the Community's vision for Scenic Corridors, as described in Gateway Overlay Exhibit in the adopted Land Use Element, are reflected.	3-4	\$\$\$	Planning

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 4: Guide, promote, and assist the preservation and rehabilitation of the City's historic resources.			
4.b. Adopt a Historic Preservation Element (in conjunction with a Downtown Master Plan Update) through partnerships with businesses, nonprofits and State preservation organizations.	3-4	\$\$	Planning
4.a. Analyze and amend (if applicable) the UDC for feasibility of incentivizing preservation of existing structures through increased flexibility of development standards.	0-2	\$\$\$	Planning
Goal 5: Ensure effective communication, outreach, and opportunities for public participation and community partnerships to foster a strong sense of community.			
5.a. Publish the Comp Plan Annual Report.	OG	\$	Planning
5.b. Establish a timeframe for review and possible update to the City's 2010 Citizen Participation Element.	3-4	\$\$	City Manager's Office

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.			
Policy LU.11 Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.			
LU.11.a. Analyze and amend (if applicable) the UDC to allow more compact residential development (e.g. lot size, street width, setback, ranges in density).	0-2	\$\$\$	Planning
Policy H.1 Preserve existing housing stock that contributes to diversity and affordability.			
H.1.a. Evaluate potential funding sources, such as HOME, CDBG, sales tax revenue, housing bonds, future tax increments, the Community Reinvestment Act, and/or philanthropic partners, to incentivize the rehabilitation of existing single-family, duplex, quadplex, and multi-family homes.	OG	\$	Planning
H.1.b. Maintain home repair program for low income homeowners.	0-2	\$	Planning
H.1.c. Evaluate and catalog small scale multi-family units for preservation and multi-family rehabilitation program. Study opportunities for multi-family tax exemption programs.	3-4	\$	Planning
H.1.d. Expand homeowner home repair to workforce homeowners.	0-2	\$\$	Planning
H.1.e. Coordinate with regional partners who might preserve units in Georgetown through Impact funds.	OG	\$	Planning
H.1.f. Create dedicated and stable funding sources for home maintenance and repair programs, such as Community Reinvestment Act funds or a Tax Increment Reinvestment Zone (TIRZ).	3-4	\$\$\$	Planning
H.1.g. If need is present is H.1.c, develop a multi-family rehabilitation program to address need.	5+	\$\$\$	Planning
Policy H.3 Support owners' ability to stay in homes in neighborhoods with rapid value increases without limiting the sale of the home.			
H.3.a. Define metrics to classify "neighborhoods with rapid value increases" to consistently identify areas of focus (e.g., average annual increase of median home value).	0-2	\$	Planning
Policy H.4 Maintain and promote neighborhood character and quality.			
H.4.a. Coordinate with local organizations (e.g., faith-based, scouting, or other community service groups) to organize a neighborhood clean-up day annual calendar.	OG	\$	Planning
H.4.b. Encourage the neighborhood traffic management program to identify issues and alternatives to congestion and maintenance based on community feedback.	OG	\$	Public Works
H.4.c. Support the establishment of neighborhood associations.	0-2	\$	Planning
H4.d. Build BEST (Beautiful, Engaged, Safe, & Thriving) Neighborhoods program to promote and support neighborhoods.	3-4	\$	Planning

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.			
Policy H.5 Support and increase rental choices for low-income and workforce households unless the housing is substandard.			
H.5.a. Evaluate the needs of the Georgetown Housing Authority's programs and identify potential support the City can provide including, but not limited to, the use of CDBG funds, and energy efficiency upgrades.	OG	\$	Planning
H.5.b. Support the Low-Income Housing Tax Credit (LIHTC) developments that meet the City's defined process.	OG	\$	Planning
H.5.c. Analyze and amend (if applicable) the UDC to identify opportunities to improve Workforce Housing Development standards (e.g., lot size, setbacks, density, parking and coverage) to support low income and workforce renters.	0-2	\$\$\$	Planning
H.5.d. Evaluate city policies for inclusion of workforce housing incentives, including special districts (MUD, PID) and special finance districts (TIRZ).	0-2	\$	Planning
H.5.e. Incentivize multi-bedroom rental housing options for families with children or seniors (multi-generational housing).	3-4	\$\$	Planning
Policy H.6 Support rental choices for senior households.			
H.6.a. Evaluate the needs of the Georgetown Housing Authority's programs and identify potential support the City can provide including, but not limited to, the use of CDBG funds, and energy efficiency upgrades.	OG	\$	Planning
Policy H.7 Increase homeownership choices for workforce households.			
H.7.a. Support non-profit developers to increase homeownership choices for workforce households.	OG	\$	Planning
H.7.b. Analyze and amend (if applicable) the UDC to identify opportunities to improve Workforce Housing Development standards (e.g., lot size, setbacks, density, parking and coverage) to support workforce homeownership opportunities.	0-2	\$\$\$	Planning
H.7.c. Identify potential revenue sources for creating a housing fund for use in development agreements and programming.	0-2	\$	Planning
H.7.d. Establish down payment assistance program for workforce homebuyers.	5+	\$\$\$	Planning
Policy H.8 Support the non-profit community to create housing opportunities for the most vulnerable residents (including but not limited to homeless, seniors, youth aging out of the foster care system, and people with disabilities).			
H.8.a. Develop a Health and Human Services Element for the comprehensive plan, as required by City Charter.	3-4	\$\$	Fire

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.			
Policy H.9 Encourage and incentivize new housing and reinventions or additions to existing housing to provide a mixture of housing types, sizes, and price points .			
H.9.a. Update MUD/PID and residential PUD policies with definition of housing diversity.	0-2	\$	Planning
H.9.b. Analyze and amend (if applicable) the UDC Housing Diversity Development standards to strengthen incentives.	0-2	\$\$\$	Planning
H.9.c. Analyze and amend (if applicable) the UDC requirements and development standards for accessory dwelling units (ADUs).	0-2	\$\$\$	Planning
Policy H.10 Ensure land use designations and other policies allow for and encourage a mixture housing types and densities across the community.			
H.10.a. Analyze and amend (if applicable) the UDC Special District Policy to build on the existing requirement for diversity in housing stock to include a portion of the development that addresses affordability for the 60-120% Area Median Income (AMI) segment.	3-4	\$\$\$	Planning
Policy H.11 Promote aging in place opportunities by aligning land use policies and transportation policies that promote a housing market capable of accommodating residents throughout all stages of life.			
H.11.a. Pursue Strategic Partnership grants focused on agencies that promote aging in place/community.	OG	\$	Planning
Policy H.12 Actively seek and build public and private partnerships to leverage resources and promote innovation.			
H.12.a. Continue regular coordination with local nonprofit organizations, Williamson County, Georgetown ISD, Texas Department of Housing and Community Affairs, and local major employers.	OG	\$	Planning
Policy H.13 Align housing goals with other city policies and strategic plans.			
H.13.a. Conduct a review of City policies and plans to identify potential conflicts and opportunities to support implementation of the 2030 Plan Update's Housing Element policies.	3-4	\$	Planning
Policy H.14 Provide opportunity for community engagement through outreach and communication.			
H.14.a. Expand community education and outreach programs to inform residents of available support, such as homebuyer education services, home rehabilitation grants, utility billing assistance, homestead exemptions, nonprofit partnerships for home maintenance and City Georgetown Housing programs.	0-2	\$	Planning

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 7: Maintain high quality infrastructure, public safety services, and community facilities.			
Policy LU.12 Support public safety services and infrastructure to ensure that Georgetown continues to be a safe, welcoming community that serves all residents.			
LU.12.a. Establish a time frame for review and possible update to the Public Safety Element.	3-4	\$\$	City Manager's Office
Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.			
GC.1.g. Develop a budget to support increased landscape maintenance along the Gateway Image Corridors.	3-4	\$\$	Facilities
Goal 8: Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage resources and promote innovation.			
Policy LU.13 Promote development decisions that serve the needs of our interlocal government partners.			
LU.13.a. Annually present the Future Land Use map to GISD and Williamson County for feedback and coordination on future development planning.	OG	\$	Planning
LU.13.b. Seek opportunities for shared recreation facilities when new schools are planned.	OG	\$	Parks & Rec
LU.13.c. Coordinate with the school district demographer to partner on housing projections.	OG	\$	Planning
Policy WD.3 Use strategic public/private partnerships to promote a new form of development.			
WD.3.a. Draft and adopt a grant program to incentivize or assist in signage, street frontage landscaping and other streetscape improvements.	3-4	\$\$\$	Planning
WD.3.b. Evaluate the adjustment of the Tax Increment Reinvestment Zone (TIRZ) boundary to include the entirety of the Subarea and develop a TIRZ spending plan.	0-2	\$	Finance
WD.3.c. Work with Georgetown Independent School District (GISD) on the potential redevelopment of a catalytic site.	0-2	\$	Planning
Goal 9: Maintain and add to the existing quality parks and recreation.			
Policy LU.14 Ensure that the subdivision and development process includes consideration of the way in which residential lots relate to parks and open space, emphasizing adjacency and accessibility to parks and open space.			
LU.14.a. Update the City's 2009 Parks, Recreation, and Open Space Master Plan.	0-2	\$\$\$\$	Parks & Rec

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Goals, Policies, and Action Items	Term	Cost	Leader
Goal 10: Improve and diversify the transportation network.			
Policy WD.1 Make connections through and within the Williams Drive Gateway.			
WD.1.a. Create transit stops to improve access to GoGeo and evaluate feasibility of a bus pull-in lane within the Williams Drive Gateway.	3-4	\$\$	Public Works
WD.1.b. Fill in the sidewalk gaps to increase pedestrian connectivity, including the improvements in the Implementation Plan of the Williams Drive Study for the Centers Area.	3-4	\$\$\$\$	Public Works
WD.1.c. Ensure traffic calming on parallel connections to reduce cut-through traffic and promote public education efforts regarding alternate routes.	5+	\$\$\$	Public Works
WD.1.d. Improve connections between parcels and create a network of street, including the connections and system improvements as described in the Implementation Plan of the Williams Drive Study for the Centers Area.	5+	\$\$\$\$	Public Works
WD.1.e. Improve traffic flow and access management through improvements in the Implementation Plan of the Williams Drive Study for the Centers Area.	5+	\$\$\$\$	Public Works
WD.1.f. Evaluate (model) proposed roadways in the Subarea during the next update of the Overall Transportation Plan (OTP).	3-4	\$	Public Works
WD.1.g. Undertake speed study on Williams Drive.	3-4	\$\$	Public Works
Policy LU.15 Proactively plan investments in transportation and other infrastructure to leverage partnerships with the business community and interested neighborhood organizations and maintain the level of service as the City continues to grow.			
LU.15.a. Adopt a new Overall Transportation Plan.	3-4	\$\$\$	Public Works
LU.15.b. Support transportation infrastructure improvements using 4A and 4B type funds that support economic development in key locations.	OG	\$	City Manager's Office
LU.15.c. Re-evaluate and confirm priority of segments identified in the Sidewalk Master Plan through an Update to the Plan and secure potential funding for out years.	3-4	\$	Public Works