

APPENDICES

Appendix F: Land Use Policy Guide

| # | Policy | Public Input | Technical Studies | Possible Tools | Specific Example | Solution Group | Outcome | Role |
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| <p>2030 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.</p> | | | | | | | | |
| 1.A | 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. | <p>"A well balanced mixture of housing and commercial enterprises." (2030 Plan Update Survey #1)</p> <p>"Maintain existing neighborhoods and downtown areas. Expand with mixed-use and a variety of housing types/sizes." (2030 Plan Update Survey #1)</p> | Overlays, transition zones (Downtown Master Plan), Corridor Plans (Williams Drive) | UDC amendments | Ensure proper transitions and buffering between established neighborhoods and adjacent commercial and manufacturing areas. | Flexibility in Development Patterns | Diversify tax base and concentrate development; Balance Supportive Uses | Lead |
| 1.B | Promote more compact, higher density, well-connected development within appropriate infill locations. | "Higher density, new urbanistic downtown that is walkable and fully developed..." (2030 Plan Update Survey #1) | Land Use element - FLU map and categories | Future Land Use Categories and UDC amendments - improved standards for commercial development | Establish standards appropriate for new residential development pertaining to lot sizes, open space, buffers, road connectivity, etc. Ensure that development is compatible in character with the surrounding context. UDC amendments for buffering adjacent to residential neighborhoods. Apply neighborhood conservation strategies, such as code enforcement, housing rehabilitation, and support for urban homesteading for first time buyers. | Intentional Infrastructure Transportation Mapping Strategies | Use infrastructure to promote desired development patterns | Lead |

| 2030 Goal 2: Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts. | | | | | | | | |
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| 2.A | Encourage redevelopment in target areas. | "I think current businesses should be updated, like the old HEB on University and 35 is gross, moldy, and a huge health concern." (2030 Plan Update Survey #1) | Land Use element | UDC amendments Utility Master Plan Small Area Planning Capital Improvement Planning | Review standards for impervious cover, parking, height Incentivize redevelopment in target areas through infrastructure | Intentional Infrastructure | Utilize existing infrastructure and support vibrant places | Lead |
| 2.B. | Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives. | "Revitalized neighborhoods continued, beautification and community pride increased." (2030 Plan Update Survey #1) | CIP, Williams Drive, Housing Element | Small Area Planning Special Districts (Business Improvement Districts/Tax Increment Reinvestment Zones-TIRZs) | Identified areas could qualify for additional infrastructure improvements, development/renovation incentives, additional flexibility in development regulations to encourage redevelopment. | Economic Development | Preserve and enhance existing neighborhoods | Lead |
| 3.A | Continue to promote diversification of uses while strengthening the historic character and supporting the existing historic neighborhoods. | "Keep Georgetown's historic style while improving the city." (2030 Plan Update Survey #1) "A community with diverse options for housing, transportation, and work. Maintain small town feel where possible." (2030 Plan Update Survey #1) | Downtown Master Plan; Vision Statement - "Georgetown: A caring community honoring our past and innovating for the future" | FLU categories, zoning, incentives | Review permitted uses in downtown to ensure sufficient variety | Economic Development Mapping Strategies | Support existing neighborhoods | Lead |

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| 3.B | Strengthen Georgetown's image and identity as a small town quality feel within enhanced gateways and commercial corridors. | <p>"I would hope that it still has a small town feel." (2030 Plan Update Survey)</p> <p>"If you're concerned about gateways, keep Georgetown's appearance that of a small town." (Gateways MQ)</p> | Williams Drive Study, Gateways, CIP | <p>Special Districts Development Agreements Zoning Small Area Planning</p> <p>Implement landscaping and other design regulations to improve corridor aesthetics. Increase non-residential building design standards for new development. Implement a proactive code enforcement program.</p> | <ul style="list-style-type: none"> - Add/increase funding for beautification of specific areas along Gateways through WilCo Master Gardeners, scout groups, etc. - Renegotiate TxDOT ROW beautification Agreement to ensure better maintenance and standards - Designate 5% of project cost of all new roadway improvements associated with the gateway corridors to be applied to landscape and road frontage beautification improvements - Require new projects/improvements along Gateway corridors to bring landscape and road frontage up to current standards set forth by 2030 guidelines - Provide more flexibility for pedestrian connections through better and safer bike routes, walking and transit oriented designing. - Provide credits, tax breaks, benefits for higher standards associated with landscaping and pedestrian friendly designed projects. | Economic Development Intentional Infrastructure | Support Georgetown's unique identity | Lead |
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| 3.C | 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. | <p>"...diversity of business (large and small), include industry for local employment, cater to start ups and innovative research and development..." (2030 Plan Update Survey #1)</p> <p>"I would like see Georgetown become the scouting city for major employers..." (2030 Plan Update Survey #1)</p> | Target Industry Analysis - target industries and potential partners; ED Strategic Plan - Strategic Goal 1: Support existing businesses and industries.; Strategic Goal 2: Enhance targeted recruitment of identified industries.; Strategic Goal 3: Diversify workforce development and recruitment initiatives. | Business Improvement Districts Small Area Planning Utility Master Plan 4a & 4B sales tax initiatives Capital Improvement Plan (CIP) | Coordination of Land use plan & Georgetown Economic Development Corporation (GEDCO) Strengthen relationship with Georgetown Development Alliance | Economic Development Collaboration Intentional Infrastructure | Diversify tax base and provide employment | Partner |
| 3.D | Adopt development practices that preserve and enhance the environment. | "A city that prioritizes the environment with rich renewable energy incentives (residential and commercial) and land/wildlife preservation." (2030 Plan Update Survey #1) | Water Conservation Plan - "The City of Georgetown has a long standing commitment to water conservation and the efficient use of our natural resources." | Water Conservation Plan Stormwater Master Plan Solid Waste Master Plan Construction Standards and Specs Manual Educational and incentive programs; UDC amendments | Low Impact Development Standard Water conservation, energy conservation, air/water quality, compact/walkable development, urban heat island, support existing initiatives. | Intentional Infrastructure Green Space | Reduce environmental impact | Lead |

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| 3.E | 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. | "Please do not listen to the naysayer, and do not limit growth! Be progressive in your growth, but use good zoning in the process." – Survey 1 "I know that we are going to grow, but I don't want that growth to eclipse the character that we enjoy now." – Survey 1 "Strongly continue this small town environment, not to grow so large with what appears to be adhoc development like Round Rock and Cedar Park." – Survey 1 "It's growing so fast. Hate to lose the small town feel." – Survey 1 "While growth is inevitable, I'd like to see it balanced with larger considerations of overall quality of life. My biggest concern is seeing Georgetown become just another Round Rock, all suburban sprawl and infrastructure in constant need of attention. Georgetown should look at growth with an eye to preservation of the quality of life that a "small town" atmosphere provides." – Survey 1 | State of the City - expansion of city limits & ETJ acreage since 2008 | Fiscal Impact Model (Cost to serve)MUD/PI D PoliciesUtility Master Plan - waste water requirementU DC Criteria for Annexation | Outside of existing development pattern, are we accepting annexation proposals that meet specific City objectives?Density and development cannot happen without utility provision, primarily waste water. | Intentional Infrastructure Collaboration | Intentional growth that meets land use and economic development strategies | Lead |
| 2030 Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods, for residents of all ages, backgrounds and income levels. | | | | | | | | |
| 6.A | Encourage innovative forms of compact, | "Enhance walkability with wider sidewalks or | Williams Drive Study, Land Use | Mixed uses in FLU | Adopt ratios of preferred land use mixes | Housing Diversity | Provide more | Lead |

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| | pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives. | independent bike trail integration." (RoundTable - Stakeholder Feedback) "We have a need for affordable housing. People are moving here and we need to ensure everyone is welcome. Right now, that is not the case." (2030 Plan Update Survey #1) | Element, Housing Element | categories Zoning standards (UDC amendments) Sidewalk Master Plan Small Area Planning | | Intentional Infrastructure Green Space | housing options and support vibrant places | |
| 2030 Goal 7: Maintain high-quality infrastructure, public safety services, and community facilities. | | | | | | | | |
| 7.A | Support public safety services and infrastructure to ensure that Georgetown continues to be a safe, welcoming community that serves all residents. | "Continue providing safety thru the fire and police departments." (2030 Plan Update Survey #1) | OTP - pedestrian and bike planning; GUS mission statement - "To provide safe, reliable, efficient and cost-effective utility services to customers in order to enhance the quality of life of the community" | Georgetown Americans with Disabilities Act (ADA) Plan Public Safety Plan Emergency Management Plan Stormwater Master Plan CIP/annual budget; ensure that public safety services funding increases with population growth | Update Emergency Management Plan to reflect new organizational structure, update to meet new community needs Complete a So Evaluate emergency response staffing as a function of growth | Intentional Infrastructure | Maintain quality of life | Lead |

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| 2030 Goal 8: Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage resources and promote innovation. | | | | | | | | |
| 8.A | Promote development decisions that serve the needs of our interlocal government partners. | "Wider sidewalks near Gtown high school leading into downtown (6-8 ft.)" (Downtown RoundTable) | Alignment; GISD Strategic Plan - "Collaborative environments that give voice and offer ownership to stakeholders are essential to meeting current and future needs."; Citizen Participation Plan: "Goal 3: Enhance our relationships and communication with community organizations" | Incorporate Institutional Facilities on FLU. Include in special districts and development agreements. Trigger for coordinated discussion with GISD (see San Antonio for subdivisions of 200 lots or greater) | Joint Use Agreements, connectivity to/from the school | Collaboration Intentional Infrastructure | Maximize resources and foster effective partnerships | Partner |
| 2030 Goal 9: Maintain and add to the existing quality parks and recreation. | | | | | | | | |
| 9.A | 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. | "Strong, robust parks system for families to enjoy." (2030 Plan Update Survey #1) "Walkable, lots of trails connecting parks and neighborhoods, access to shopping for walkers and bicyclists, great schools, prioritizing green space." (2030 Survey #1) | Parks, Rec, and Trails Master Plan - incorporate in future update | UDC amendments | Prohibit lots from backing to public/shared open space; single-loaded streets are more desirable for access and to reduce risk of creek erosion into private property. | Green Space Intentional Infrastructure | Maximize parks and open spaces and support property values | Lead |

2030 Goal 10: Improve and diversify the transportation network.

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| 10. A | 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. | <p>"I would love to see much improvement and planning of traffic patterns." (2030 Plan Update Survey #1)</p> <p>"With the expected growth in Georgetown there needs to be related expansion of the transportation infrastructure . Continue to bring in restaurants, larger hotels and entertainment." (2030 Plan Update Survey #1)</p> <p>"Roads will need to support the major growth which is currently underway." (2030 Plan Update Survey #1)</p> <p>"There should be enough drinking water! That's the biggest concern." (2030 Plan Update Survey #1)</p> | <p>ED Strategic Plan - Strategic Goal 4: Encourage speculative development</p> <p>OTP, Utilities Master Plan, CIP; GUS mission statement - "To provide safe, reliable, efficient and cost-effective utility services to customers in order to enhance the quality of life of the community."</p> | CIP/annual budget | Project funding prioritized in targeted areas/ED purposes | Intentional Infrastructure Transportation | Utilize infrastructure as an economic development tool | Lead |
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