

APPENDICES

Appendix H: Gateways Policy Guide

#	Policy	Possible Actions/Tools (* indicates current tool)	Stakeholder Input	Technical Studies	Intent/Outcome
<p><i>Goal: 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.</i></p>					
New	Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.	<p>Actively partner with TxDOT, Central Texas Mobility Authority and Williamson County on roadway improvements during design, construction and maintenance.</p> <p>*TxDOT Right of Way Maintenance Agreement (1965) *TxDOT - My35 Program *TxDOT- Greenway Program *2015 Road Bond *Williams Drive Study *Review and improve Streetscape standards</p> <p>Dedicate percentage (%) of overall roadway construction budget for gateway and corridor improvements</p> <p>Partner w/ nonprofits that volunteer on beautification projects</p>	<p>RT1 - Consider increasing participation in My35 and Greenway Program.</p> <p>RT1 - After 2020 Census, TXDOT roadways within City limits will be transferred to CoG for operations/maintenance.</p> <p>Survey #3 - "S IH 35 - there is no distinction between RR and G"</p> <p>Survey #3 - "Good strong signs with flowers on I-35 is good advertisement for the City."</p> <p>Survey #3 - "I am thrilled that gateway signage is a priority in the master plan. It can tie a city together and help it become more of a destination."</p> <p>Survey #3 (least favorite corridor) -</p>	<p>TxDOT My35 Program encourages opportunity for City participation and will affect Williams Dr, Leander Rd, University and Westinghouse.</p> <p>OTP - Locating major and minor gateways along appropriate roadway types; Identify appropriate corridors for enhancements such as roadway treatments, complete streets, and right-of-way beautification</p>	<p>Positive and cohesive image of Georgetown for visitors and residents.</p> <p>Support commercial/economic development.</p>
		Evaluate boundaries/designations			

		Streetscape - balancing visibility with dark skies	"35 doesn't show much character"		
		Land uses - promote positive image, highway access; no industrial uses; promote Class A Office parks	Survey #3 (favorite corridor) - "North side of town on I35. Plantings"		
		Landscaping - clustered at entryway features and intersections; focus on native treatments	Survey #3 (favorite corridor) - "IH-35 North bound, good visibility of sign"		
		Building scale/design - positive image, larger scale	Survey #3 (favorite corridor) - "I-35 from the north---nice landscaping, visually"		
		Signs - lower height but visible to fast-moving traffic	Survey #3 (favorite corridor) - "approaching from south along IH35 - monument sign"		
		Branding - new and enhanced entryway signs, overpass/bridge design, Streetscape features, public art			

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Goal: Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts.					
New	Utilize the Downtown Corridors to retain and enhance Georgetown's historic, small-town charm.	Emphasize walkability within the Downtown Corridors.	Survey #3 - Walkability #1 importance in Downtown Corridors	OTP - Bike Plan; Sidewalk Master Plan	Protect Georgetown's most significant asset and expand its positive characteristics.
		*Revise non-conforming section of UDC to require improvements for nonconforming sites, buildings	OTT - "The town square should be created into a pedestrian-only area."	OTP - Locating major and minor gateways along appropriate roadway types; Identify appropriate corridors for enhancements such as roadway treatments, complete streets, and right-of-way beautification	
		*Accelerate 2015 Road Bond Downtown Sidewalk projects to be completed before 2025	OTT - "Walkability should be increased throughout the City."	WDS - Fill in the gaps and complete the sidewalk system; Provide frequent pedestrian crossing locations to support a walkable environment; Gateway strategies, including urban design and corridor aesthetics	
		Evaluate boundaries/designations	OTT - "Make Downtown pedestrian friendly"	Parks - Consider opportunities to use greenspace or plazas as gateways or district	
		Streetscape - pedestrian safety/scale	Survey #1 - "Invest in sidewalks in old town"		
		Land uses - pedestrian uses/scale	Survey #1 - "a walkable city with connected sidewalks and trails"		
		Landscaping - lush/native, pedestrian realm	Survey #1 - "Hopefully plenty of sidewalks and crosswalks will be added all over town."		
		Building scale/design - no setback, pedestrian features (windows, shade)	Survey #1 - "A walkable town with access to small stores and local vendors. Wide sidewalks and the ability to cross streets safely. Interconnected hike and bike trails		
Signs - pedestrian-oriented					

		<p>Branding - continue banners, wayfinding signage</p>	<p>city wide (including the forsaken areas in southeast Gtown.)"</p> <p>RT1 - Inner Loop west should be downtown</p> <p>RT1 - Downtown Gateway should extend north to Inner Loop, south to Leander Rd, west along University to Wolf Ranch Pkwy, east to Hutto Rd (edge of the Old Town Overlay)</p> <p>RT1 - Leander Rd should be downtown east to FM 1460</p> <p>RT1 - Williams Drive should be Downtown from DB Wood to Austin Ave</p> <p>Survey #3 - "The Square deserves better entries from Hwy. 35 and 29 and North Austin Ave."</p> <p>Survey #3 - "I LOVE living in Old Town largely b/c of the beauty of the town. Thanks for all you do!"</p>	<p>enhancements</p> <p>Downtown Master Plan - Incorporation of gateway, wayfinding, and signage strategies</p>	
<p><i>Goal: 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.</i></p>					

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New	Ensure that the Scenic Corridors preserve the natural, rural character as the City continues to grow.	Evaluate boundaries/designations	RT1 - FM971 can be scenic from Inner Loop East	<p>OTP - Locating major and minor gateways along appropriate roadway types; Identify appropriate corridors for enhancements such as roadway treatments, complete streets, and right-of-way beautification</p> <p>Parks - Consider opportunities to use greenspace or plazas as gateways or district enhancements</p> <p>WDS - Gateway strategies, including urban design and corridor aesthetics</p>	Distinguish Georgetown from the surrounding areas, and keep the rural, low-density feel.
		Streetscape - encourage dark sky lighting strategies	RT1 - Leander Rd should be scenic west of Southwest Bypass		
		Land uses - low impact, highway access; no industrial	RT1 - FM1460 should be scenic south to University		
		Landscaping - natural, native	RT1 - Williams Drive should be scenic from Jim Hogg east to DB Wood Rd		
		Building scale/design - large setbacks, lower height, stone facades	Survey #3 - "I'm in favor of improving and growth, but we need to be smart. Pay close attention to density! Let's not become a concrete jungle!!!!"		
		Signs - monument signs, stone materials	Survey #3 - "Start a program for dark skies. Too much signage and bright lights around town is killing the valuable night sky views."		
		Branding - consistent materials/landscaping, understated/minor entryway features	Survey #3 - "keep Georgetowns appearance that of a small town. We dont want it to look like Round Rock, Austin on any other city around Austin."		