



PLAN IMPLEMENTATION

PLAN IMPLEMENTATION

Plan Amendments, Monitoring, and Updates

If a plan is to have value and remain useful over time, it is important to develop ways of monitoring progress on the many initiatives it calls for, to evaluate its effectiveness, and to keep it current as new information becomes available and as circumstances change. For this reason, comprehensive planning is thought of as an ongoing process and not as a one-time event. The plan is not an end in itself, but rather the foundation that will guide ongoing, more detailed planning. Without the evaluation and feedback loop, the plan can soon become irrelevant. For this reason, the plan must be structured to respond to changing needs and conditions.

Due to the complexity of the many initiatives called for in the City of Georgetown 2030 Comprehensive Plan, as well as the accelerating rate of growth and change, provisions for plan amendments, monitoring, and updating will be made in a timely manner, as follows.

Amendments

Plan amendments are periodic, substantive changes to the plan and its associated goals, policies, and actions along with changes to the Future Land Use Map that are necessary to accommodate changes or unforeseen circumstances in a manner consistent with the public interest. While the plan provides for reasonable flexibility in interpretation, to have relevance over time, it should not be permitted to be ignored, nor subject to continuous or arbitrary amendments to accommodate development applications, which are contrary to the plan.

Amendments should not be made without an analysis of immediate needs and consideration of the long-term effects. In considering amendments to the plan, the City should be guided by the following:

- » The need for the proposed change;
- » The effect of the proposed change on the need for City services and facilities;
- » The implications, if any, that the amendment may have for other parts of the plan; and
- » A description and analysis of unforeseen circumstances or the emergence of new information.

Annual Monitoring

The City should monitor and report upon plan implementation progress annually. At the anniversary of plan adoption, the Planning Department should submit to the Comprehensive Plan Steering Committee, Planning & Zoning Commission, and City Council an annual report indicating actions taken and progress made toward plan implementation, along with recommendations for plan amendments due to altered circumstances or in response to citizen requests, proposed rezonings, or plats. Annual reviews should also include:

- » Developing benchmarks, as part of an overall plan-monitoring program, to evaluate the effectiveness of implementation efforts and adherence to the plan; and
- » Maintaining dialogue with local citizens, municipalities, school districts, development interests, and other stakeholders and affected parties on a periodic, ongoing basis to monitor the effectiveness and continued relevance of the plan.

Plan Updates

Every five years, the City of Georgetown will initiate a process to revise and adopt an updated plan (if needed) or one or more plan element. The revision process will include the following:

- » Creation or continuation of the Comprehensive Plan Steering Committee, as appropriate, depending on the plan Element or Elements undergoing revision;
- » Updating of the plan statistical data documenting growth trends, completed projects and other factors experienced since the adoption of the current plan;
- » Preparation of an Evaluation and Appraisal Report, documenting plan effectiveness and implementation efforts, identifying constraints upon implementation, and summarizing trends and challenges that have emerged or changed in the period since plan adoption;
- » Revision of goals, strategies, and actions to reflect changing circumstances, emerging needs and opportunities, and expressed citizen priorities; and
- » Revisions to Future Land Use Map and other related maps.

Implementation Plan

The following Implementation Plan outlines the ten 2030 Plan Update goals, the associated policies, and action items to assist in measuring plan implementation. The purpose of this Implementation Plan is to provide a checklist for City leaders, City staff, the community, and other decision makers to proactively implement this plan and realize the vision of the Georgetown community. The City will use this checklist to program budgeting, staffing, development decisions, and other important decisions over the next ten years and beyond.

Key Terms

Implementation Strategies:



“**Regulatory Framework**” means the regulations and standards (“rules”) for the development of land, primarily zoning and subdivision regulations.



“**Decision Framework**” means the criteria and processes used in the decision-making process related to land development by City Council (“why”).



“**Plans, Programs, and Partnerships**” means plans that require additional work to further this 2030 Plan Update; routine activities of the City; and partnerships to maximize resources and concentrate efforts.

“**Term**” means the period in years during which the initiative will begin.

0-2 Years = FY 2020-2022

2-4 Years = FY 2022-2024

4+ Years = FY 2024-2030

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+

“**City Staff Lead**” means the City Staff member responsible for championing each initiative, although the support of additional entities is often necessary.

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Plan Implementation Strategies Summary

Strategic Initiatives	Implementation Approach and Tools
 <p>Regulatory Framework</p> <p>Goals:</p> <ol style="list-style-type: none"> 1. Balanced land use 2. Reinvestment 3. Development framework 4. Historic Preservation 6. Housing & neighborhoods 8. Land use that enables partnerships 	<p>Perform UDC diagnostic review to implement the goals and policies of 2030 as identified below.</p> <p>Diversity and Density</p> <ul style="list-style-type: none"> • Update development standards to ensure compatibility of diverse uses including buffers, setbacks to reduce barriers to higher density development in Community Commercial Centers and support the updated residential future land use categories • Use tailored development standards including the use of transfer of development rights and density bonuses for key areas: Employment Centers, Regional Centers, Gateways, Southeast Georgetown, Williams Drive and Downtown • Preserve and incentivize the City’s historic resources and reuse existing structures through tailored, flexible development standards • Allow a variety of housing types, lot sizes, and a balance of amenities • Develop incentives for inclusion of moderate density, moderately priced housing types, affordable/workforce housing creation and preservation <p>Land Uses</p> <ul style="list-style-type: none"> • Review and update rezoning approval criteria <p>Gateways</p> <ul style="list-style-type: none"> • Update boundaries of overlay districts to reflect development changes within an area (for example, once identified scenic areas have now become urbanized areas) • Identify specific locations for major gateway sign locations (I-35 northbound, SH-130) and minor gateway signs (S. Austin and SH29 entrances into historic Georgetown) • Create an Urban Corridor type • Update Scenic Corridor standards for larger setbacks, lower building heights, native landscaping and limited lighting • Update Downtown Corridor standards for building and street front design, evaluate development standards to ensure consistency with the Downtown Overlay • Prioritize building and site design (placement of buildings, materials, landscaping) when negotiating development agreements and potential incentives for I-35, SH130, SH29, SH195 in order to support Employment Centers and Regional Centers <p>Williams Drive Gateway Small Area</p> <ul style="list-style-type: none"> • Establish a Williams Drive special zoning district area that implements proposed mix of uses, density, and building form (setbacks, height, and design) • Develop an incentive program for enhancing site and buildings in compliance with the goals and policies of the Williams Drive Gateway Small Area

Strategic Initiatives	Implementation Approach and Tools
 <p>Decision Framework</p> <p>Goals:</p> <ol style="list-style-type: none"> 1. Balanced land use 3. Development framework 6. Housing & neighborhoods 	<p>Development Agreements, Annexation, Special Purpose Districts, and Intentional Infrastructure</p> <ul style="list-style-type: none"> • Review utility connection policies to ensure support of land use goals (#1, 2, 3, 6, 7, 8) of the Comprehensive Plan • Ready infrastructure for development in key, prioritized Employment Centers, Southeast Georgetown and mixed-use developments • Update approval criteria for voluntary annexation • Review approval criteria for special purpose districts (MUD, PID, TIRZ, PUD) to distinguish between types of development and identify specific criteria for meeting diversity and density goals • Evaluate development proposals (e.g. annexation, special purpose districts) using the City’s Fiscal Impact Model • Develop a Comprehensive Plan checklist for use in evaluating development proposals and zoning applications for consistency with the plan’s principles and direction <p>Financial assistance/incentives to housing developers and builders meeting housing policies</p> <ul style="list-style-type: none"> • Development and other incentive agreements – tailored development standards and/or contribution in infrastructure costs (including audit of existing workforce housing standard incentive to ensure its usability) • Utilize special purpose financing districts (MUDs, PIDs, TIRZs) policy (for example, to incorporate a minimum amount of workforce housing as part of the consent to utilize a special purpose financing district) • Consider utilizing fee waivers (for example parkland, development application, and building permit fees) • Create a dedicated funding source for housing development incentives and agreements
 <p>Plans, Programs, and Partnerships</p> <p>Goals:</p> <ol style="list-style-type: none"> 6. Housing and Neighborhoods 7. High quality infrastructure 8. Land use that enables partnerships 9. Integrate greenspace & recreation 10. Maintain levels of service as we grow 	<p>Small Area Planning & Neighborhoods</p> <ul style="list-style-type: none"> • Create small area plans to guide development in key locations • Explore the applicability of Neighborhood Empowerment Zones, Neighborhood Conservation Districts or Overlays • Develop Neighborhood Association Program (assist neighborhoods with education/tools for establishment) <p>Comprehensive Plan Elements</p> <ul style="list-style-type: none"> • Conduct a review of City policies and plans to identify potential conflicts and opportunities to support implementation of the 2030 Plan Update’s Land Use and Housing Element policies. • Adopt a Historic Preservation Element as part of the next update to the Downtown Master Plan • Update the Parks Plan and the Overall Transportation Plan (OTP) • Revisit charter required 2030 plan elements for applicability and identify specific timeframes for update when necessary (Citizen’s Participation Plan, Urban Design Element, Public Safety Element) • Coordinate Utility Master Plan with 2030 Comprehensive Plan <p>Capital Improvement Planning (CIP)</p> <ul style="list-style-type: none"> • Identify key capital improvements needed in Employment Centers to support economic development objectives • Use 4A/4B funds to support Employment Centers, Regional Centers • Dedicate 5% of project costs of all new roadway improvements within Gateway corridors for beautification

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Strategic Initiatives	Implementation Approach and Tools
<p data-bbox="86 302 373 358">  Plans, Programs, and Partnerships </p> <p data-bbox="86 402 142 423">Goals:</p> <ul style="list-style-type: none"> <li data-bbox="86 444 396 466">6. Housing and Neighborhoods <li data-bbox="86 487 373 508">7. High quality infrastructure <li data-bbox="86 529 474 550">8. Land use that enables partnerships <li data-bbox="86 571 457 592">9. Integrate greenspace & recreation <li data-bbox="86 613 445 667">10. Maintain levels of service as we grow 	<p data-bbox="504 302 806 324">Annual Reporting (2030 Plan)</p> <ul style="list-style-type: none"> <li data-bbox="554 350 1495 371">• Convene the 2030 Steering Committee annually to review and approve the annual report <li data-bbox="554 380 1354 401">• Prepare an annual community report card on comprehensive plan progress <li data-bbox="554 409 2011 462">• Develop a comprehensive plan checklist for use in evaluating development proposals and zoning applications for consistency with the Plan’s principles and direction <p data-bbox="504 480 636 503">Partnerships</p> <ul style="list-style-type: none"> <li data-bbox="554 529 1507 550">• Coordinate with Williamson County on land use, transportation and infrastructure planning <li data-bbox="554 558 1308 579">• Partner with GISD for planning of future school sites and infrastructure <li data-bbox="554 587 1052 609">• Adopt a Health and Human Services Element <li data-bbox="554 617 1266 638">• Support Georgetown Housing Authority (GHA) preservation of units <li data-bbox="554 646 1766 667">• Support housing non-profits, banks with Community Revitalization Act initiatives, and other community organizations <li data-bbox="554 675 1976 696">• Partner with TxDOT & the Capital Area Metropolitan Planning Organization (CAMPO) in the development of Gateways and Image Corridors <li data-bbox="554 704 1373 725">• Provide opportunity for community engagement through outreach and communication. <p data-bbox="504 743 638 766">Home Repair</p> <ul style="list-style-type: none"> <li data-bbox="554 792 1902 813">• Expand home repair programs to reach moderate income workforce owner-occupied households and small-scale rental properties <li data-bbox="554 821 1734 842">• Create a dedicated funding source eligible to be used for both workforce and lower income housing rehabilitation

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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

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Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	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
Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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 weigh/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

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	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
Policy H.2 Preserve existing neighborhoods in targeted areas.				
	H.2.f. Review feasibility and applicability of Neighborhood Empowerment Zones for preservation and reinvestment purposes.	3-4	\$	Planning

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Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Policy WD.2 Enhance the urban form and character of the Williams Drive Gateway Small Area (Land Use).				
	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 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

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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 five percent 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

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Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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
Policy LU.10 Support the City's growth and development using a decision 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

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
Goal 4: Guide, promote, and assist the preservation and rehabilitation of the City's historic resources.				
	4.a. 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.b. Analyze and amend (if applicable) the UDC for feasibility of incentivizing preservation of existing structures through increased flexibility of development standards.	0-2	\$\$\$	Planning
Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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
Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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

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Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	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
Policy H.1 Preserve existing housing stock that contributes to diversity and affordability.				
	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

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	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
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 nonprofit developers to increase homeownership choices for workforce households.	OG	\$	Planning

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Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	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 nonprofit community in creating 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
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 of 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 percent Area Median Income (AMI) segment.	3-4	\$\$\$	Planning

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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	City Staff Lead
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
Goals, Policies, and Action Items		Term	Cost	City Staff Lead
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 (Opportunities for Partnerships).				
	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

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	WD.3.b. Evaluate the adjustment of the Tax Increment Reinvestment Zone (TIRZ) boundary to include the entirety of the Small Area 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 processes include 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
Goal 10: Improve and diversify the transportation network.				
Policy WD.1 Make connections through and within the Williams Drive Gateway Small Area (Connectivity).				
	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

PLAN IMPLEMENTATION

Goals, Policies, and Action Items		Term	Cost	City Staff Lead
	WD.1.f. Evaluate (model) proposed roadways in the Small Area 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
Goal 10: Improve and diversify the transportation network.				
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