



PLAN FRAMEWORK

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Foreword

The City of Georgetown is marking a unique and defining time in the community's history. It is one that will surely be referred to in the future, as key community conversations and growth defining decisions are setting the path for the Georgetown of 2030, 2040, and beyond.

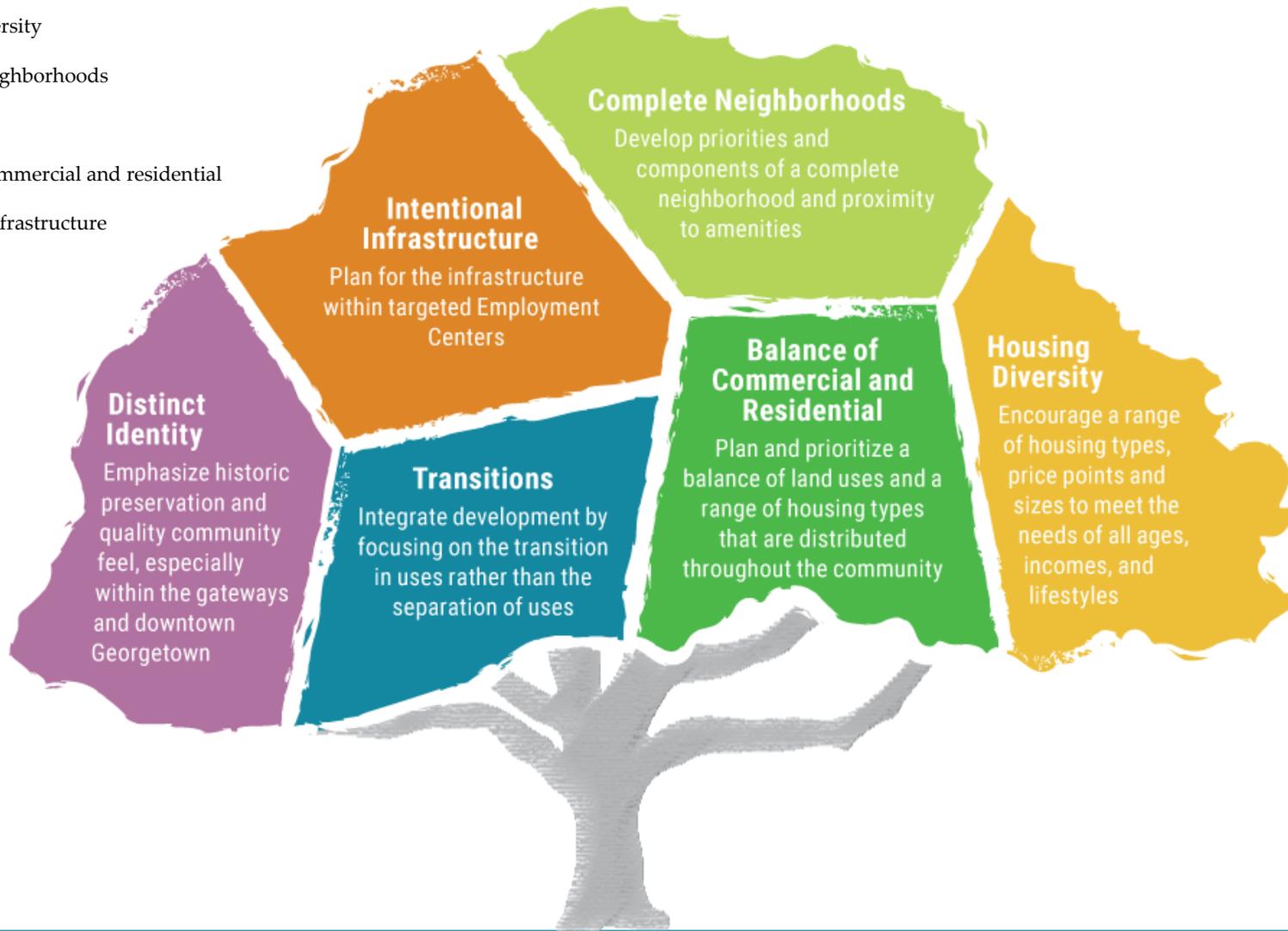
Since the 2008 update of the Comprehensive Plan, the City has evolved in terms of population, development trends, land use types, traffic volumes, and a number of other characteristics. The growth of the community can be felt in our schools, churches, nonprofits, infrastructure, city services, and our cherished neighborhoods. A few key markers include:

- » Since 2008, the City has experienced a 40 percent growth rate.
- » Since 2014, the U.S. Census has identified Georgetown as one of the top ten fastest growth communities over 50,000 in population for over six years in a row and the fastest in 2016.
- » Development and redevelopment have taken place in every quadrant of the City – with the most notable being the construction rates of single-family homes taking place in the southeast quadrant of the City, Sun City development, and Highway 29 corridor west of D.B. Woods.
- » Construction of six new GISD schools have taken place, with two of the six to be open in time for the Fall 2020 school year.
- » The crown jewel of the community, downtown Georgetown, built upon the good work of the past and is welcoming a new chapter in its story with construction of residential and commercial buildings that are complementary of the beauty that has existed for more than a century. Downtown not only contributed to the vibrancy and investment in Old Town but has made downtown Georgetown a regional destination.
- » The City completed major infrastructure investments supported by the 2008 Roads and Parks Bond, the 2011 Public Safety Facility Bond and the City's largest road bond in history in 2014.
- » The City updated major Elements of the 2030 Plan including the Parks, Recreation and Trails Master Plan (2008), the Overall Transportation Plan (2014), Airport Master Plan (2018), and the Bike Master Plan (2019).

Community Conversations

Georgetown's 2030 Plan Update focuses on six community conversations that emerged throughout the community engagement and planning process.

- » Distinct identity
- » Housing diversity
- » Complete neighborhoods
- » Transitions
- » Balance of commercial and residential
- » Intentional infrastructure



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Purpose of the Plan

The purpose of this Comprehensive Plan Update is to:

- » Memorialize the growth of the past (learn from it, build upon it, and inspire new growth to complement the best parts of the City),
- » Prepare and cast a community vision with a plan for implementing, monitoring and reporting and how the vision is being brought to fruition,
- » Establish guidance for future development discussions and decisions including the evaluation of residential and commercial land use needs and resulting fiscal outcomes, and
- » Enable the community to participate and guide growth with a plan the common reader can understand.

The foundation of this Plan is the community's vision statement:

Georgetown: A caring community honoring our past and innovating for the future

The community's vision statement coupled with the following key community input themes have guided each step of the goals, policies, and implementation steps included in this document:

- » Maintain the family-oriented, small town feel,
- » Continue to encourage high quality development,
- » Focus on housing and affordability,
- » Enhance economic development opportunities,
- » Enhance citizen participation and engagement,
- » Maintain and add to the existing quality parks and recreation, and
- » Improve and diversify the transportation network.

Updated Elements:

- Future Land Use
- Housing

New Elements:

- Williams Drive Gateway Plan
- Gateways & Image Corridors

Planning Area

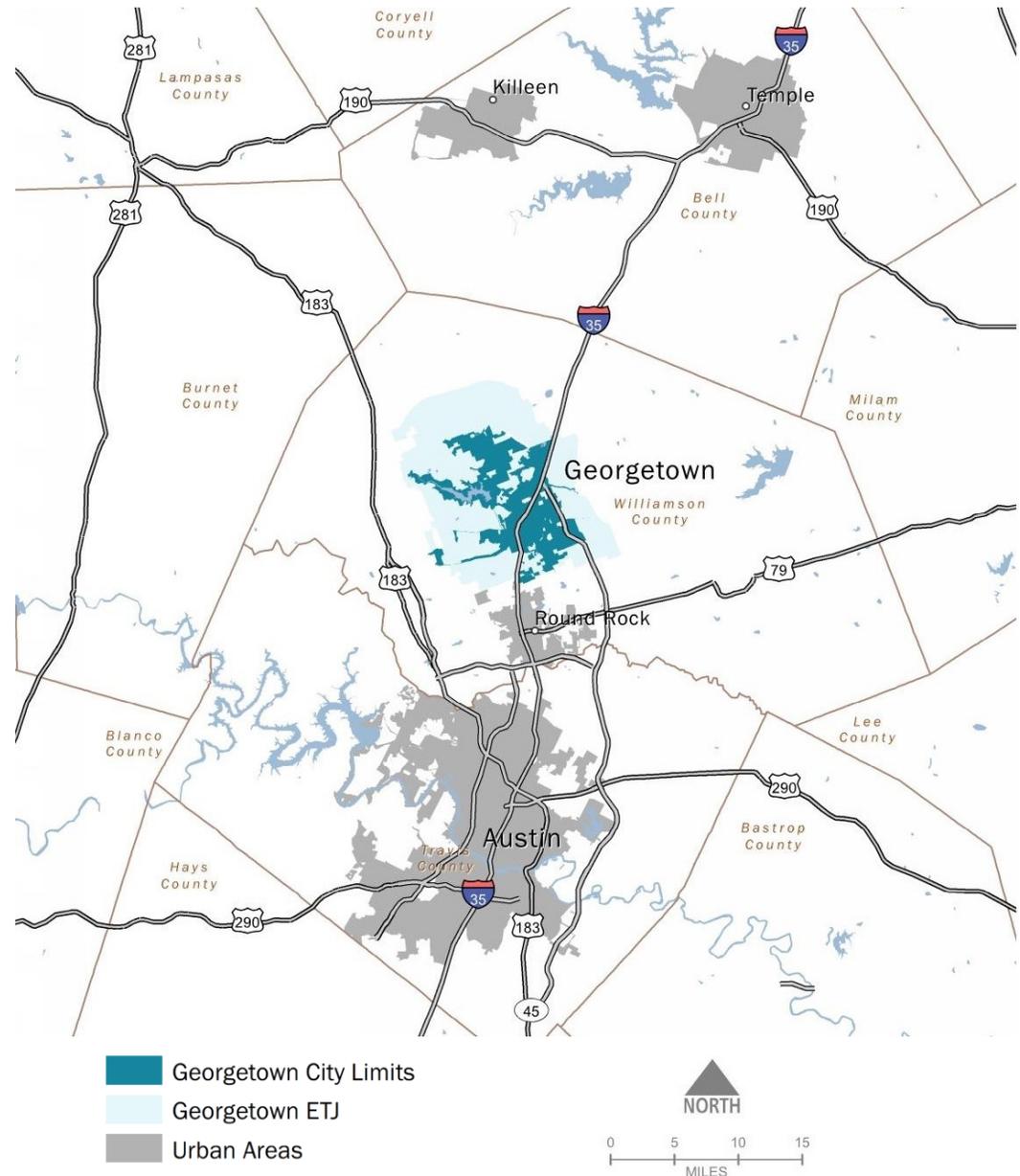
The City of Georgetown is the county seat of Williamson County. Located along two major north south freeways I-35 and SH 130. Georgetown is approximately 27 miles north of Austin, 170 miles south of Dallas, 175 west of Houston, and 115 miles north of San Antonio. The City, founded in 1848, is located within the Edwards Aquifer and is home to:

- » Southwestern University, the oldest university in Texas,
- » Sun City, a large retirement-oriented and age-restricted development,
- » The “Most Beautiful Town Square in Texas”, and
- » Six endangered species (three karst invertebrates, two birds, and the Georgetown Salamander)

The City of Georgetown spans 38,048 acres (over 59 square miles). Its extraterritorial jurisdiction (ETJ) extends up to 3.5 miles from the City limits, spanning an additional 78,141 acres (over 122 square miles), establishing a combined planning area of a total of 116,189 acres (over 181 square miles).

Georgetown is located within the Edwards Aquifer. Its natural beauty is framed by the Texas Hill Country to the west and the rich Blackland Prairie farmland soil to the east. Meandering through the heart of Georgetown are the North Fork and the South Fork of the San Gabriel River. The City’s best opportunities for recreation – San Gabriel Park, Garey Park, and Lake Georgetown – sit on the banks of the river. Garey Park in the west along the South Fork and San Gabriel Park sits where the two forks meet in the center of the City.

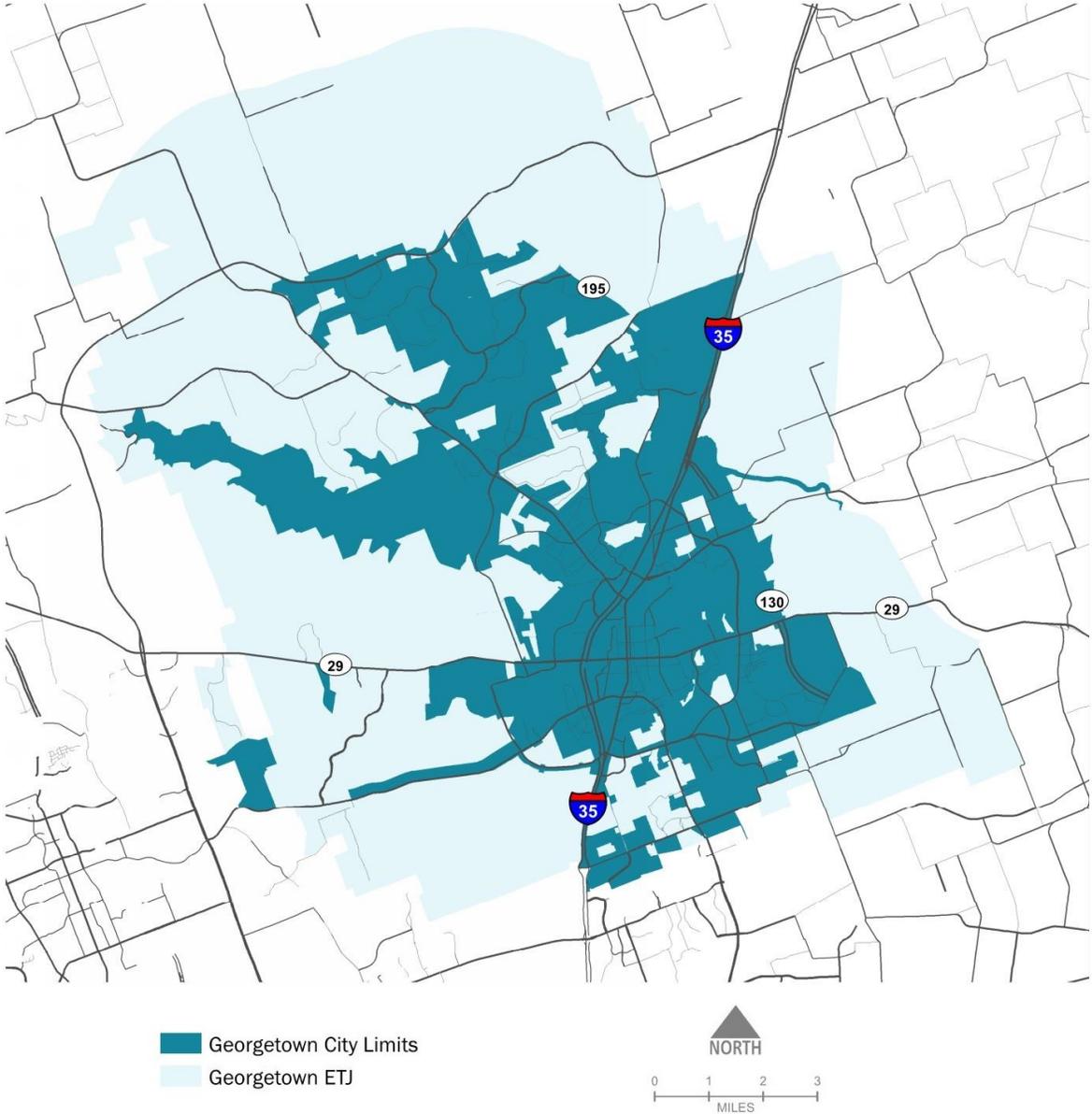
Figure 1. Planning Area and Surrounding Region



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With nearly 75,000 residents as of the writing of this plan, Georgetown is the fourth largest city in the Austin metropolitan region (which includes Austin, Round Rock, Cedar Park, Georgetown, Pflugerville, and San Marcos).

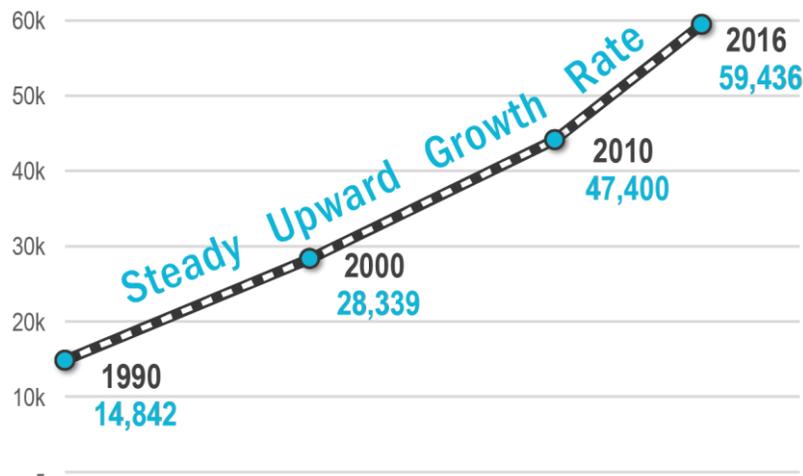
Figure 2. Georgetown City Limits and ETJ Boundaries



Demographics

The following pages outline highlights of the demographic analysis conducted at the beginning of the 2030 Plan Update process. The full report is located in **Appendix J: State of the City**. Knowledge of the City’s demographic composition is important to establish a foundation for the planning process. This information helps to identify certain population segments that may be traditionally underrepresented in the planning process or understand special needs that affect certain demographic groups.

Figure 3. Historic Population



Source: U.S. Census Bureau

Figure 4. Population Change 2010-2016



Source: U.S. Census Bureau

Key Takeaways: Demographics

- 1) Georgetown has experienced steady historical growth, with more rapid growth occurring in the City since 2010 (25% increase) compared to the surrounding region.
- 2) Georgetown’s population is older than Williamson County’s or the Austin-Round Rock MSA’s. Georgetown is home to many senior citizens and the Sun City development for adults 55 years and older.
- 3) The median household income is slightly lower in comparison to Williamson County and the Austin-Round Rock MSA, likely due to the large percentage of the senior population that is retired.
- 4) The largest industry in terms of employment includes Educational services, health care, and social assistance, which reflects the presence of a large local medical industry and Southwestern University.

Figure 5. 2018 Population Estimate

At the time of adoption, the U.S. Census estimates the population of Georgetown to be

74,180

Source: U.S. Census Bureau

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Figure 6. Regional Median Age Comparison

Georgetown	Williamson Co.	Austin-RR MSA
45.8	36.2	34.4

Figure 8. Regional Age Distribution Comparison

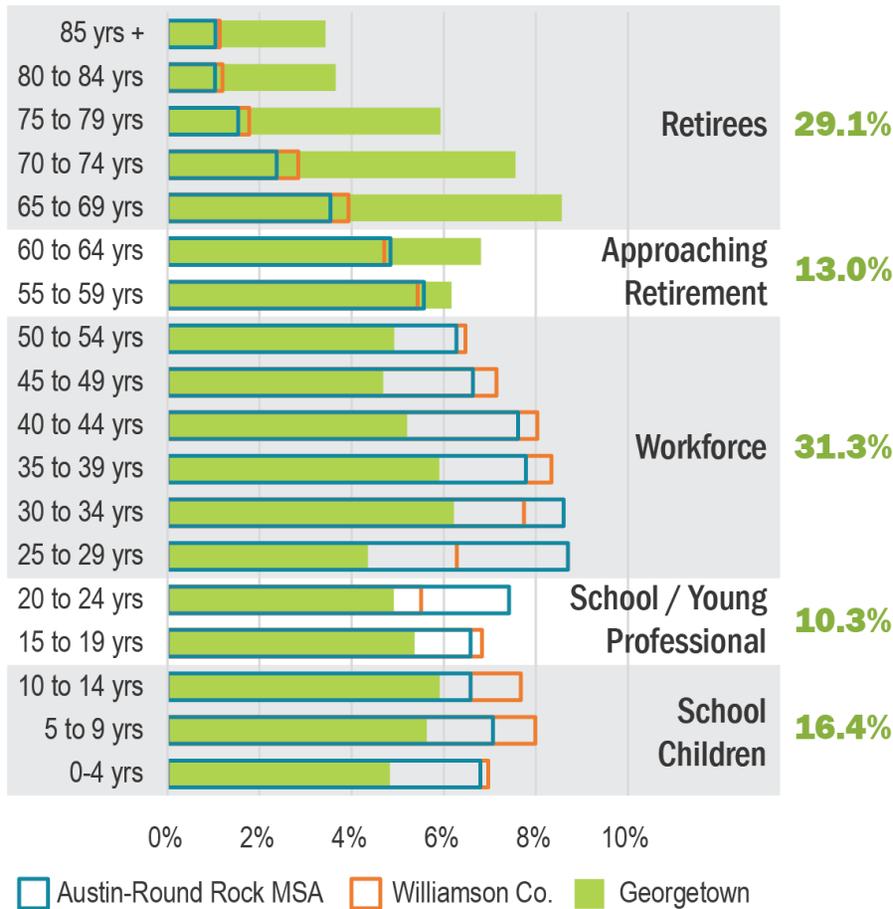


Figure 7. Race and Ethnicity

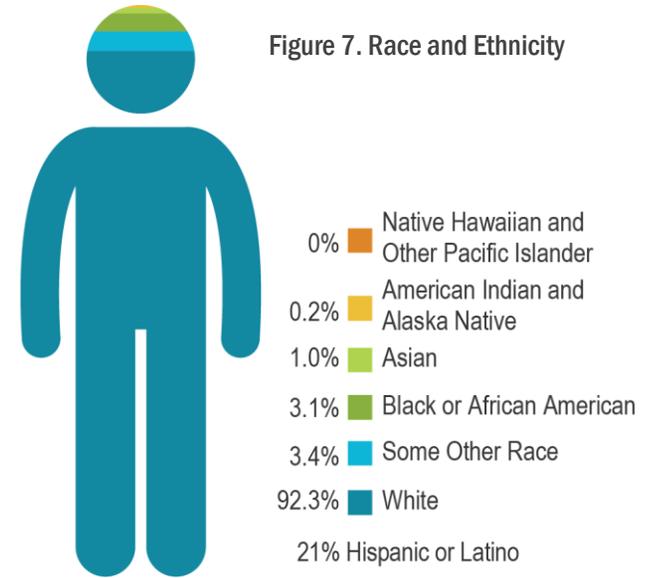
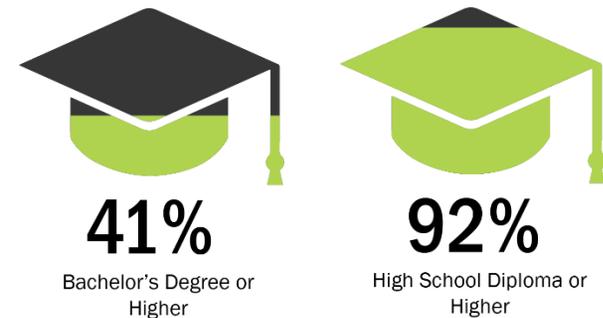
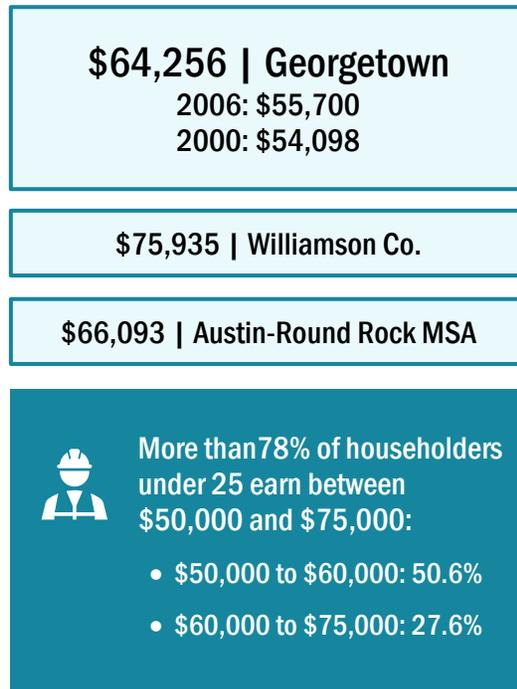


Figure 9. Highest Level of Education



Source for all Figures: U.S. Census Bureau, 2016 ACS

Figure 10. Median Household Income Statistics



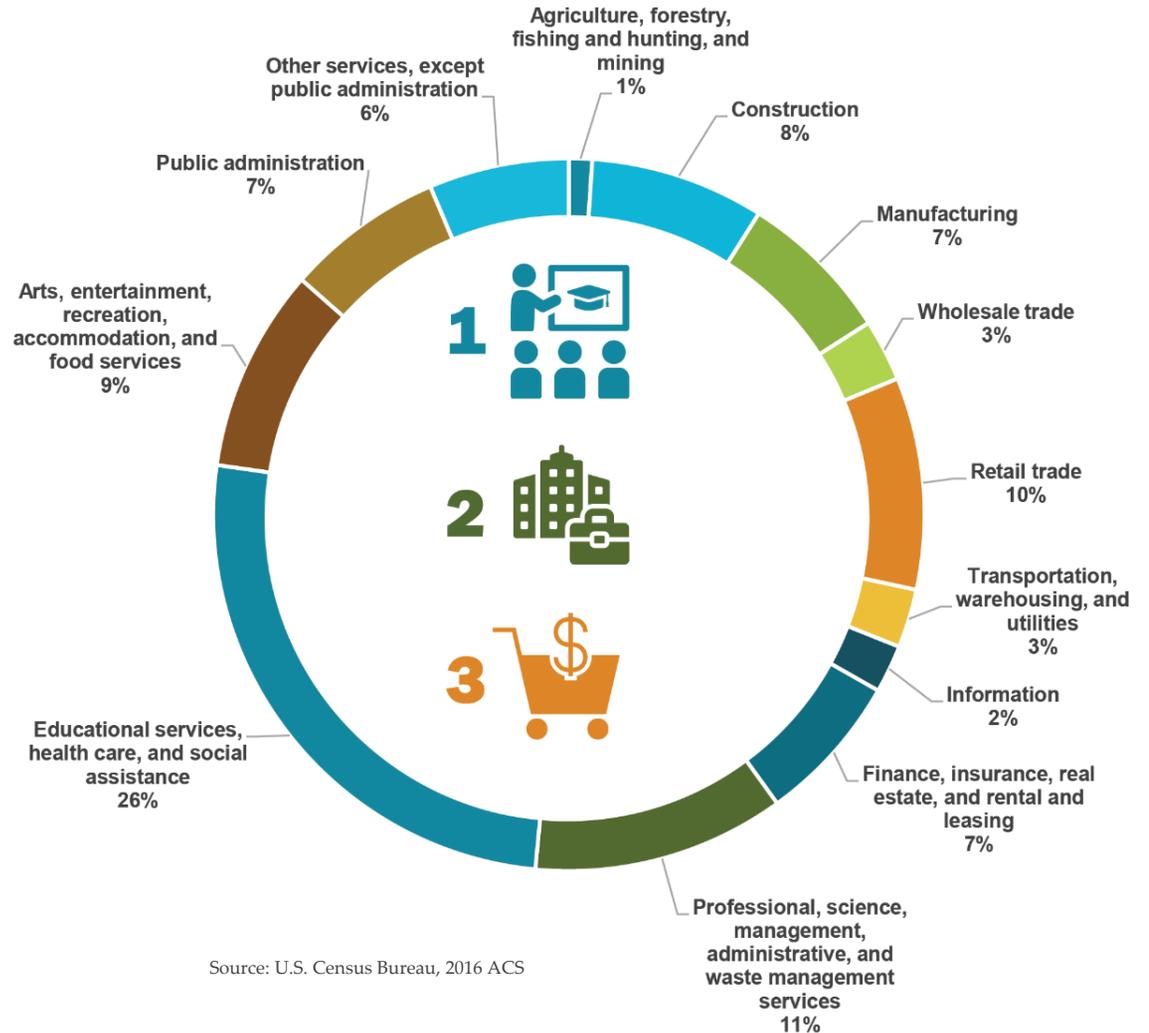
Source: U.S. Census Bureau, 2016 ACS

Figure 11. Employment Rates



Source: Avalanche, 2017

Figure 12. Employment by Industry



Source: U.S. Census Bureau, 2016 ACS

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Community Input Process

Community input was collected throughout the 22-month (June 2018-March 2020) plan development process. Outreach included three community events, 18 Steering Committee meetings, 18 meetings with the City Council, 10 meetings with the Planning & Zoning Commission, three online surveys, and numerous stakeholder outreach efforts to groups such as local realtors, property owners, *Breakfast Bites* events with Downtown Georgetown business owners, Chamber of Commerce meetings, and other organizations.

Figure 13. Summary of Community Input Process

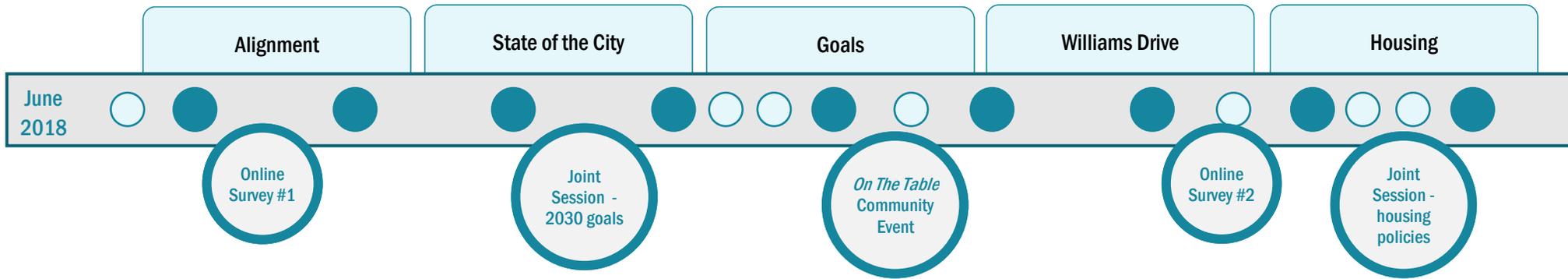
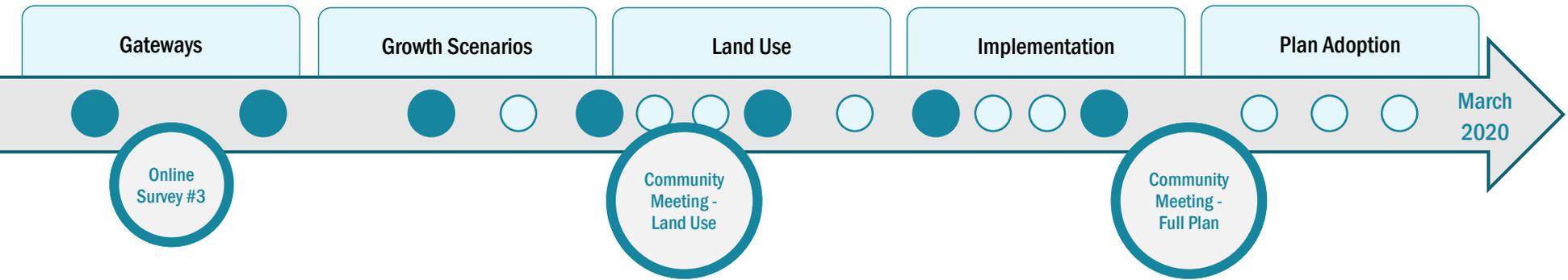


Figure 14. Photos from the *On The Table* Community Event



- Steering Committee Meeting
- City Council and/or Planning & Zoning Commission Meeting



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Georgetown's Vision Statement

In Fall 2017, the Georgetown City Council adopted a new vision statement. The statement informs the Council's goals and strategies.

Georgetown: A caring community honoring our past and innovating for the future

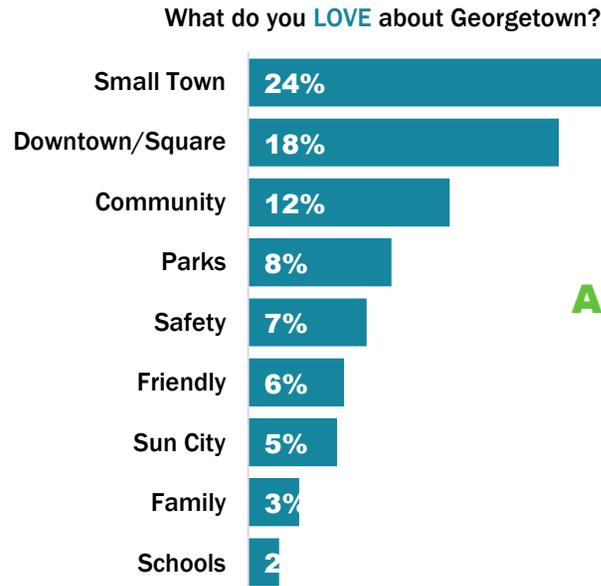
Figure 15. Flow of Community Input



2030 Plan Update Themes

Community input collected through the *On The Table* event and the first survey was organized by specific comments, and later categorized by themes. The following seven themes emerged as the most common ideas and sentiments, which were used to guide the development of this 2030 Plan Update.

Figure 16. *On the Table* and Survey #1 Input Highlights



What's MISSING in Georgetown?



Figure 17. Participation Summary of *On The Table* and Survey #1



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Theme 1. Maintain the Family-Oriented, Small-Town Feel

- » It is crucial to preserve Georgetown's small-town feel to maintain a strong sense of community.
- » Incorporate family-friendly development.
- » Host and promote family-oriented events.

Theme 2. Continue to Encourage High Quality Development

- » Residents are proud of Downtown Georgetown and its appearance. Residents love the vibrant and walkable downtown area and mentioned appreciation of the historical buildings and local shops.
- » Georgetown should not reduce development standards to attract development. Instead, Georgetown should maintain high development standards while still promoting more affordable development.
- » There should be more sidewalks installed around the City. In addition, current sidewalks should be improved.

Theme 3. Focus on Housing Diversity and Affordability

- » Rising housing prices have aided in creating a high cost of living, increasing to the point where many feel as though they might not be able to live in Georgetown in the near future.
- » Georgetown lacks a variety of housing types within the City.
- » Incentives should be used to help create a more affordable community.
- » Some community members are concerned regarding the provision of low-income housing and preferred to focus on middle-income housing.

Theme 4. Enhance Economic Development Opportunities

- » Residents like the large variety of local businesses and restaurants throughout the community. Part of Downtown Georgetown's distinct charm involves the large amount of local businesses in the area.
- » The City should improve Georgetown's efforts to attract and accommodate younger generations. More nightlife and entertainment will attract college students and other younger professionals.
- » Recruit higher-paying employers such as technology companies to combat the rising cost of living.
- » Develop the eastern areas of Georgetown to match the level of amenities available in other portions of the City.

Theme 5. Enhance Citizen Participation and Engagement

- » Citizens desire to be notified as to when public events take place to allow for greater community participation. Combining social media with more traditional forms of advertising would notify additional people.
- » The community benefits from increased notification of public input opportunities and development happening in Georgetown. Although this information might be available to the public, it is important to advertise it in such a way that most residents in the community are made aware.
- » Pursue more opportunities to engage the community where they already are, including school events and festivals.

Theme 6. Maintain and Add to the Existing Quality Parks and Recreation

- » Expand the existing trail network to connect to areas throughout Georgetown and foster equitable access to nature and recreation.
- » Improve access to parks and open space by allowing free entry. Garey Park is not affordable for all and all parks should be free to residents.
- » Increase the amount of open space and parks in our existing neighborhoods and plan for it in our future neighborhoods.

Theme 7. Improve and Diversify the Transportation Network

- » There is a need for better public transit within the City. Some residents are unaware of GoGeo transit and feel that the service should be better advertised. Some residents would prefer the addition of a light rail system, such as a trolley.
- » A commuter rail that runs to Austin and surrounding areas is desired.
- » Traffic light synchronization should be improved to help alleviate traffic congestion.
- » Although traffic congestion has become an issue throughout the City, many residents feel that Williams Drive needs significant improvements.

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2030 Plan Update Goals

The goal update process revisited and updated the original 2030 Plan (developed in 2008) to ensure the goals are consistent with the current community vision. The Steering Committee reviewed the goals from the original 2030 Plan to determine whether each goal was still applicable and responsive to the community input themes.



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.

By ensuring that services, amenities, and housing options are available throughout the community, the City achieves a balance of land uses and densities across Georgetown. Developments are well integrated (i.e., no standalone uses), particularly high-density residential and commercial developments.

The overall development pattern reflects a gradual transition from higher density urban development, to medium density suburban development, to the lowest density rural development.

Neighborhoods are *complete*, meaning a range of housing types and small-scale commercial services are included. A transition of intensities within neighborhoods minimizes impacts of adjacent land uses.

More compact, walkable infill development is encouraged within the more urban areas of Georgetown. This development type places less emphasis on automobiles and on-site parking, and more emphasis on alternatives modes of transportation. Compact development focuses on vertical density over horizontal sprawl, which helps to preserve the natural areas while promoting environmental sustainability, fiscal responsibility, and intentional infrastructure.

This goal is primarily implemented through measures led by the City. The Future Land Use Map and its Future Land Use categories are key implementation planning tools, which allow for flexibility in land use types. Additionally, decisions regarding development patterns are often administered through development decisions made by the City, such as zoning, development agreements, service agreements, and MUD agreements.

Figure 18. January 10, 2019 Joint Workshop on Goal Setting





Goal 2: Reinvest in Georgetown's existing neighborhoods and commercial areas to build on previous City efforts.

The quality of the community is maintained through support of existing business and neighborhoods, while investing in redevelopment efforts that revitalize under-performing areas. Improvements are achieved through reuse and/or rehabilitation of existing structures or through site redevelopment.

Infill areas refer to previously developed areas with infrastructure currently in place. Such areas are ideal for future development or redevelopment because of the availability of existing infrastructure, which is typically more financially beneficial for both the City and the developer. Residents and businesses in these areas benefit from diversified housing types, market access, and proximity to existing residential areas. Existing residents benefit from increased services and sense of place. Target infill areas include:

- » Williams Drive
- » South and North Austin Avenue
- » Central Georgetown neighborhoods
- » Downtown and neighborhoods in transition areas

The City's primary role in this goal includes planning of capital improvements in aging areas, small area plans, and partnering in redevelopment efforts. The impact of increased land use will require the evaluation of impacts to the transportation network and adjacent uses.



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.

Future development will be fiscally and environmentally responsible and enhance Georgetown's uniqueness and small-town feel. Development and redevelopment respect the historic character of the community.

Georgetown seeks to differentiate itself from its neighbors in the Austin metropolitan area. Distinctive branding along key corridors plays a major role in defining the City for residents, visitors, and passersby. Downtown is also a major asset for Georgetown, establishing a vibrant destination for locals and tourists alike, attracting tax revenue to the City. Historic preservation in and around Downtown builds upon this existing asset and helps to maintain Georgetown's unique identity.

Georgetown promotes high-quality commercial growth in key areas, including the Employment Centers and Regional Centers, and attracting target industries as defined in the Target Industry Analysis.

While future development – particularly employment providers – is desirable, such development should be fiscally responsible. The City's Fiscal Impact Model (FIM) is an important tool to evaluate the cost to serve a proposed development. The FIM evaluates the cost to serve a development compared to its projected revenue.

Promoting low-impact development is also important, specifically in terms of water conservation, stormwater management, renewable energy, and land/wildlife conservation.

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Goal 4: Guide, promote, and assist the preservation and rehabilitation of the City's historic resources.

The City of Georgetown has historic properties and resources that exist within the Downtown and Old Town Historic Overlay Districts, in established areas of the City and on former agricultural land that was once well beyond the formal city boundaries. These properties and resources help tell the story of our community and play an active role in the places our residents and visitors enjoy. To retain these places for future generations and to protect Georgetown's built heritage, the City seeks to partner with the community to protect our identified historic resources, encourage best practices for their stewardship and support uses and policies that contribute to our ability to retain these important places for the future.



Goal 5: Ensure effective communication, outreach, and opportunities for public participation and community partnerships to foster a strong sense of community.

Georgetown's citizens are engaged and informed. Developing community partnerships and increasing notification efforts for all City initiatives (e.g., land development decisions and annual performance reporting) will enhance communication and opportunities for community engagement.



Goal 6: Ensure access to diverse housing options and preserve existing neighborhoods for residents of all ages, backgrounds and income levels.

Accommodating housing and neighborhood needs for 2030 includes three focus areas: affordability, diversity, and preservation. The Housing Element, Housing Toolkit, and Implementation Plan employ a comprehensive strategy to address the housing and neighborhood needs of current and future households in Georgetown that includes preservation of units and neighborhoods, facilitating new affordable units, and providing a diversity of housing options.



Goal 7: Maintain high quality infrastructure, public safety services, and community facilities.

Georgetown will ensure quality infrastructure that supports growth. Quality public services are a major contributor to quality of life, helping to ensure a community is safe, welcoming, and family friendly. Public and emergency response services are evaluated as the population and business community grows, monitoring metrics such as crime rates, response times, and staffing.

Intentional infrastructure planning is a priority for the community and City leaders. Infrastructure is a significant capital improvement cost to the City; infrastructure is also a major incentive tool to attract desirable development. Infrastructure improvements are used to encourage development and redevelopment by upgrading off-site infrastructure – either in anticipation of or in response to development interest in a targeted location.

The City will use intentional infrastructure in key target areas, such as the Employment Centers, Regional Centers, and gateways, to attract development in the areas best suited for growth.



Goal 8: Actively partner with GISD, Williamson County, other governmental agencies, and local organizations to leverage resources and promote innovation.

Georgetown has existing relationships with several partner organizations, such as Williamson County, Georgetown Independent School District (GISD), Texas Department of Transportation (TxDOT), and the Capital Area Metropolitan Planning Organization (CAMPO). These mutually beneficial partnerships enable the City to promote its image along corridors, ensure pedestrian connectivity to schools and other key locations, coordinate on potential roadway projects, and share recreational amenities. Partnerships allow the City to better serve its community, as well as to promote fiscal responsibility through pooled resources. These partnerships are critically important as the City grows. Enhancing relationships and formalizing additional partnerships leverage the City's resources to address current needs and allow for better outcomes in the future.



Goal 9: Maintain and add to the existing quality parks and recreation.

Georgetown's parks and recreation system is a major asset to the community and contributor to its quality of life. The 2030 Plan Update emphasizes the need for integration of parks and open space during land development and redevelopment through parkland dedication and connections to the regional trail system.



Goal 10: Improve and diversify the transportation network.

This 2030 Plan Update process identified the need to address future increases in traffic volumes as well as diversification of transportation nodes. Community input expressed support for increasing capacity and improving the conditions of existing roadways, adding new roadway connections, and continuing to incorporate alternative modes of transportation through bike lanes, sidewalks, and the GoGeo transit system.

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Plan Alignment

The City of Georgetown has a strong history of planning. This 2030 Plan Update incorporates the key goals of elements, including lessons learned and on-going and upcoming initiatives. The purpose of this section is to highlight how key plans and studies interact with the 2030 Plan Update.

The City's home rule charter outlines distinct elements as portions of the City's overall comprehensive plan, which are in various stages of completion as outlined in **Figure 19**. The diagram on the following pages illustrates the plan elements that are required by the City charter (blue circles) as well as the supplemental or contributing plans or studies (orange circles).

Key Takeaways: Alignment

- 1) Alignment between the 2030 Plan and the CIP is critical to plan implementation. A process to align the annual budgeting process is part of the plan's recommendations.
- 2) Alignment is important between the Target Industry/Workforce Analysis and Housing Element. Housing plays an important role in supporting economic development through affordable and desirable housing choices to accommodate the targeted workforce. This Update addresses how housing supports targeted workforce in the Housing Element.
- 3) The City has successfully implemented the Downtown Master Plan in concert with the Sidewalk Master Plan and their coordination is an illustrative example of combined capital improvements and strategic planning efforts.
- 4) The City has not yet completed the Health and Human Services Element and Historic Preservation Element. These items should be included within upcoming budgets and planning efforts.

Figure 19. Charter Element Status

Charter Requirement	Corresponding City Plan	Status
Future Land Use	Land Use Element	Updated within this 2030 Plan Update
Traffic Circulation and Public Transit	Overall Transportation Plan (OTP)	2014, update coming soon
Wastewater, Electric, Solid Waste, Drainage and Potable Water	Utility Master Plan	Adopted in 2009; Updated in 2018; Update coming 2022
Conservation and Environmental Resources	Water Conservation Plan	2018
Recreation and Open Space	Parks, Recreation, and Trails Master Plan	2008, update coming soon
Housing	Housing Element	Adopted in 2012, updated within this 2030 Plan Update
Public Services and Facilities	Capital Improvements Plan	2012, updated annually
Public Buildings and Related Facilities	Facilities Efficiency Study	2019
Economic Development and Redevelopment	Target Industry Analysis; Workforce Analysis; Retail Strategy and Recruitment Plan	2017, additional element coming soon
Health and Human Services	-	-
Historic Preservation	-	-
Citizen Participation Plan	Citizen Participation Plan	2012
Public Safety	Public Safety Plan	2012

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