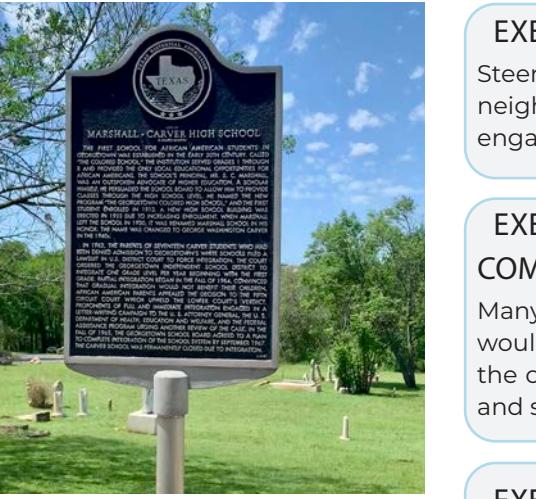




Community Outreach and Engagement

STEERING COMMITTEE KICK-OFF

The first Steering Committee meeting served as a project kick-off to educate members on the project's scope and responsibilities. Information was collected from members on stakeholders, issues, and concerns important to the TRG community. Input and findings from the meeting are summarized below.



Source: APD Urban Planning and Management



Source: APD Urban Planning and Management

EXERCISE 1: WHAT ARE YOUR GOALS & EXPECTATIONS FOR THIS PROJECT?

Steering Committee responses to this goal-related exercise focused on the desire to protect the neighborhood's legacy residents and culture, provide guidance for appropriate future growth, and engage all community members to ensure the plan benefits everyone.

EXERCISE 2: WHAT ARE YOUR GOALS FOR SUCCESSFUL OUTREACH AND COMMUNITY ENGAGEMENT DURING THIS PROJECT?

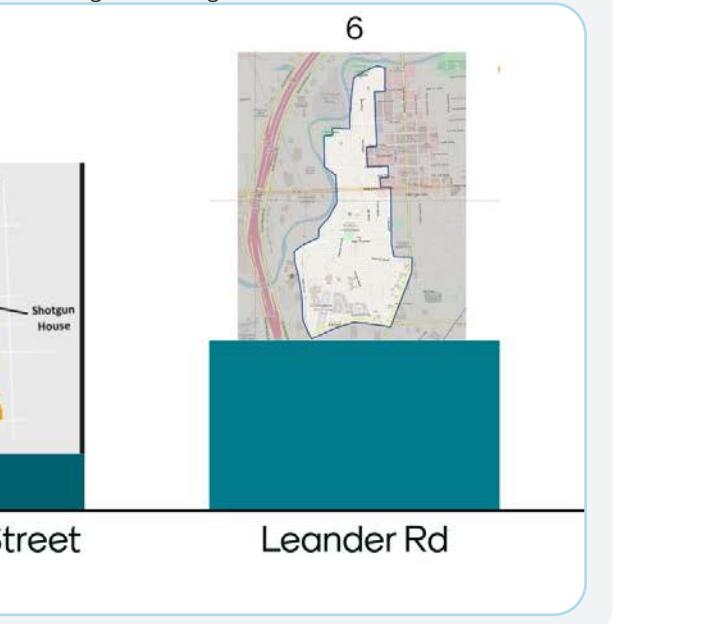
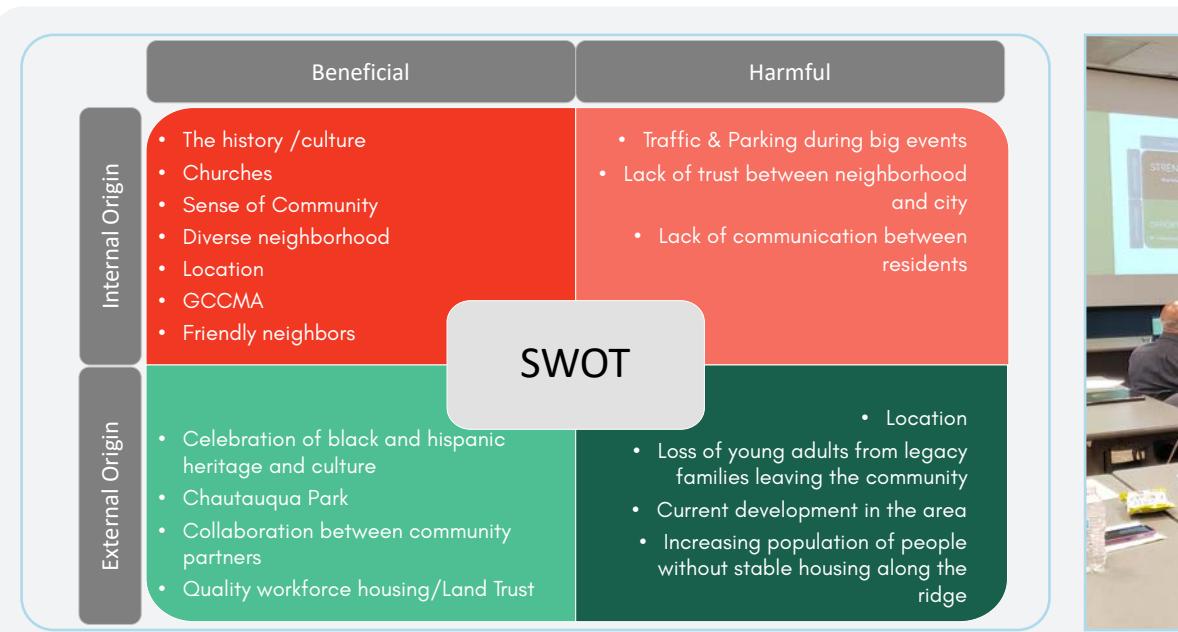
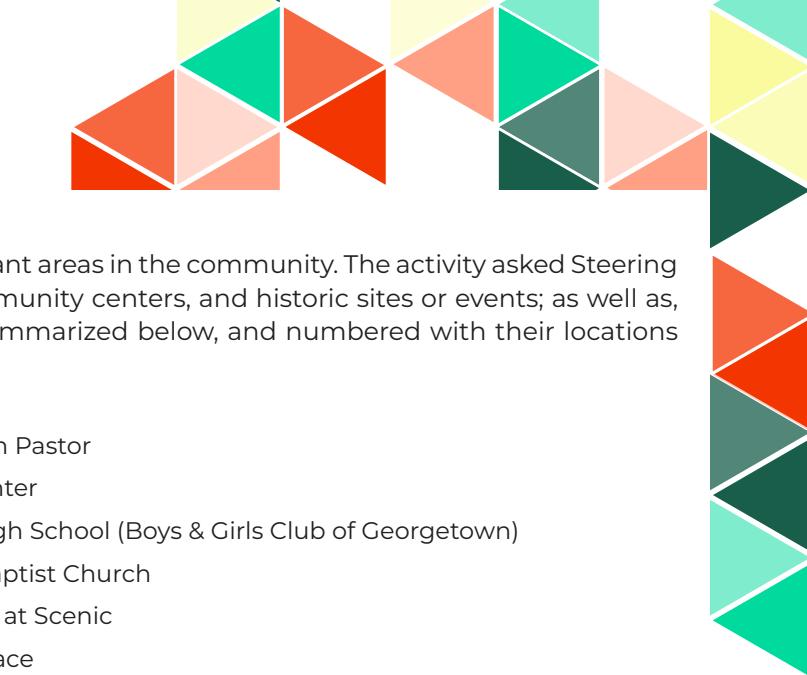
Many Steering Committee members identified successful engagement and outreach outcomes would be using all forms of communication, traditional and modern methods, to reach a majority of the community and partnering with community institutions and organizations, such as churches and schools to ensure diverse participation throughout the planning process.

EXERCISE 3: STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

Participants identified a large number of SWOTs during this exercise. The responses aided to construct a formal analysis within the SWOT section of the Final Report. Key potential opportunities and threats mentioned were the future of Blue Hole and Chautauqua Parks, enhancing partnerships and collaborations to promote the history of TRG and its residents' contributions to the City of Georgetown, and the impact of rapid development in the area, including the Downtown and Old Town districts.

EXERCISE 4: TRG BOUNDARY (POLL)

Committee members answered a simple poll question to determine the boundary of the TRG neighborhood based on the Steering Committee's understanding of the history of the area. Generally the neighborhood boundary is thought to extend from South Fork San Gabriel River in the north to Leander Road in the south with Martin Luther King Jr. Street and Forest Street forming the Eastern boundary.



STEERING COMMITTEE ASSET MAPPING ACTIVITY

Steering Committee members completed an asset mapping activity to help identify important areas in the community. The activity asked Steering Committee members to identify assets, such as places of worship, gathering spaces, community centers, and historic sites or events; as well as, concerns such as crime, litter, and traffic issues. These assets and concerns have been summarized below, and numbered with their locations provided in Figure 15.

Community Assets

1. Georgetown Cemetery
2. Blue Hole Park
3. Macedonia Baptist Church
4. Wesley African Methodist Episcopal
5. Chautauqua Park
6. Madella Hilliard Neighborhood Center
7. M.R. Gault Bail Bond
8. Reliable Bail Bond
9. St. Paul United Methodist Church
10. Law Offices of Hancock, Naylor, Wilson
11. GCCMA Shotgun House
12. Church of the Holy Spirit
13. David Collision
14. Community Resource Center
15. O'Reilly Auto, Domino's Pizza, Jackson Hewitt Tax Service
16. Jack in the Box
17. University Commons Shopping Center
18. Connie's Car Wash
19. Auto Zone
20. Austin Telco Federal Credit Union
21. Waters Real Estate and Property Management
22. Friendly Will Baptist Church
23. Iglesia Getsemani Cladic Penteosts
24. Kelly Park

Neighborhood-Wide Concerns

- A. Litter
- B. Homeless encampments
- C. Speeding
- D. Problem Properties
- E. Parking issues
- F. Traffic concerns
- G. Infrastructure problem



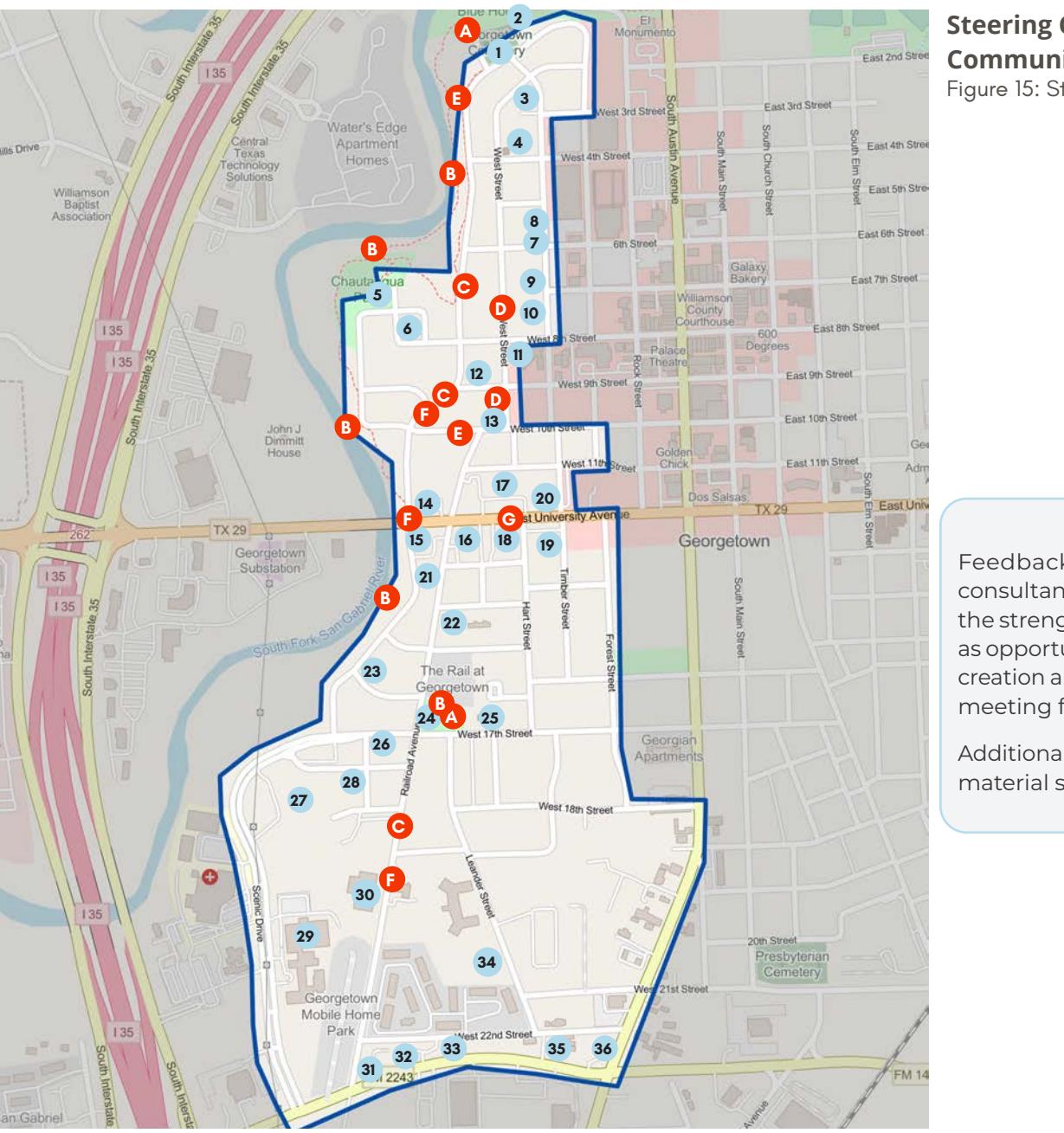
STAKEHOLDER ENGAGEMENT

An important task of the engagement process was meeting with and interviewing specific stakeholders, organizations and other individuals who live and work in the TRG community and the City of Georgetown. Both one-on-one meetings and focus groups were utilized when engaging stakeholders. The following stakeholders were engaged:

- Georgetown Health Foundation;
- Georgetown Housing Initiative;
- City Council Members;
- City of Georgetown Parks and Recreation Department;
- City of Georgetown Police Department;
- City of Georgetown Planning and Zoning;
- City of Georgetown Public Works Department;
- City of Georgetown Arts and Culture Department;
- GTX Connect;
- Local Banks;
- Local Developers;
- Local Churches;
- The Caring Place;
- Habitat for Humanity;
- Catholic Charities of Central Texas;
- Salvation Army;
- Private Property Owners;
- Boys and Girls Club;
- YMCA; and
- Georgetown Public Library.

Major Takeaways

The Steering Committee and stakeholders provided invaluable feedback throughout the planning process and helped shape the recommendations included in the final plan. As the TRG Neighborhood Plan transitions into implementation, the continued support of Steering Committee members is essential. The ultimate goal is for each member of the Steering Committee to become a champion of the plan and support its implementation.



Conclusion

Feedback from the Steering Committee helped the consultant understand the assets and concerns in TRG and the strengths and weaknesses of the neighborhood, as well as opportunities and threats. Their feedback also guided the creation and distribution of outreach material and the public meeting format.

Additionally, Steering Committee feedback was used to craft material shared at the first public meeting.

ADDITIONAL STEERING COMMITTEE MEETINGS

Steering Committee Number Two

At the second Steering Committee meeting, members reviewed the initial findings from APD-U's first visit to Georgetown, the draft Community Outreach and Engagement Guide, and the stations created for the first public meeting.

Steering Committee Number Three

At the third meeting, the TRG Steering Committee reviewed the project kick-off and the first community meeting summary, existing conditions, and the material for the upcoming community meeting number two.

Steering Committee Number Four

At the fourth Steering Committee meeting, community meeting number two results were shared, the draft vision and goals were discussed.

Steering Committee Number Five

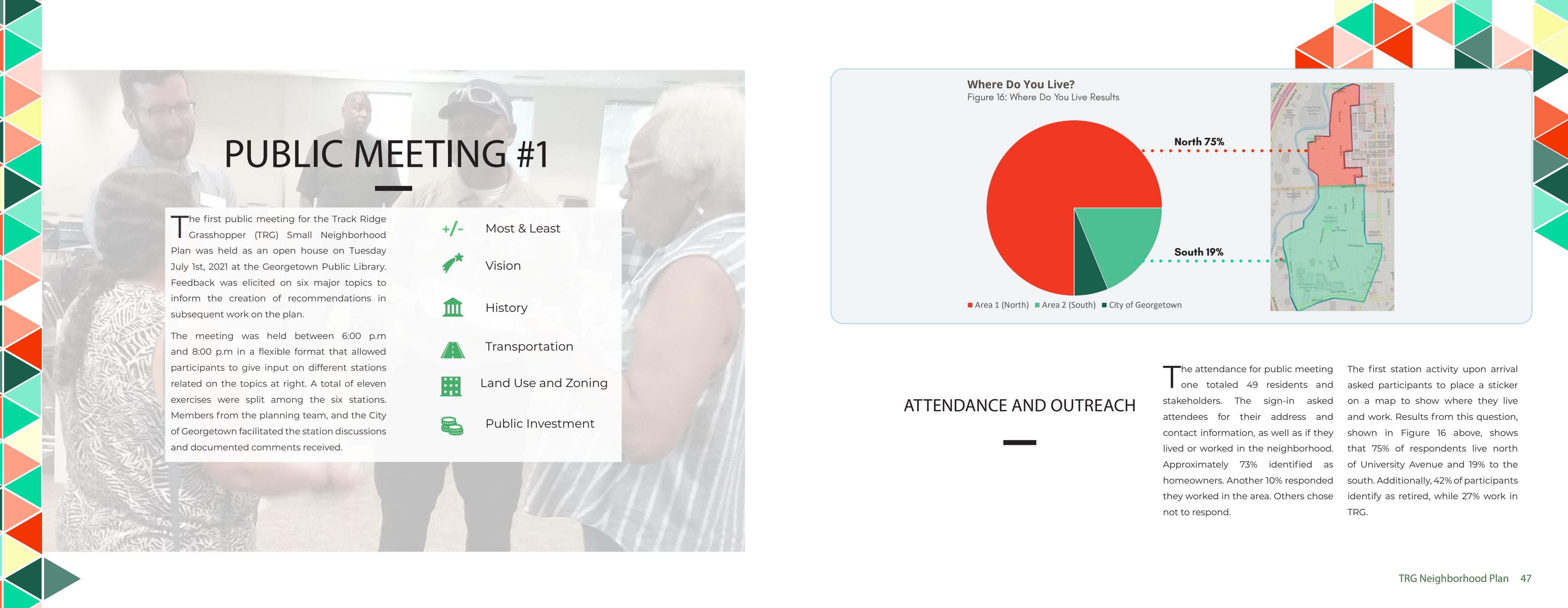
The TRG Steering Committee confirmed the vision and goals and reviewed the neighborhood's market analysis and land use and zoning recommendations.

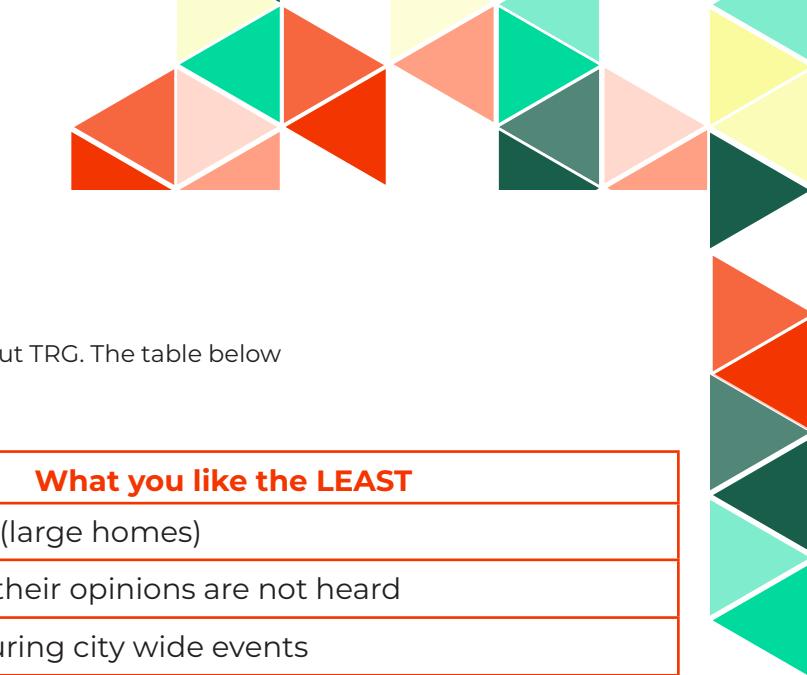
Steering Committee Number Six

The sixth Steering Committee meeting provided members with market scan updates and reviewed the material for the final public meeting. The next steps in the planning process were also reviewed.

Steering Committee Number Seven

The seventh Steering Committee meeting was a joint meeting between the TRG and the San José Steering Committees. The joint meeting provided an opportunity for the two Steering Committees to meet and discuss the planning process and learn more about the specifics of each neighborhood plan. A review of the overall planning process and a preview of the third public meeting was completed. Then, the TRG and San José committees split up and reviewed the draft recommendations and implementation plan.





+/- MOST & LEAST

The most/ least exercise asked attendees to describe what they like the most and least about TRG. The table below summarizes the results from this exercise.

What you like the MOST	What you like the LEAST
Friendly neighborhood	New buildings (large homes)
Cornerstone of community	Residents feel their opinions are not heard
Blue Hole	Recognition during city wide events
Nice area to live in	Very little minority businesses
Nice neighbors	Stop the 2-story housing that does not fit the neighborhood heritage
Churches	Need consistent sidewalks-there are too many gaps
Historical reflections-shotgun house and murals	Need more no parking signs on Scenic Dr. near Blue Hole
Access to downtown	Few protected crosswalks
The friendliness and heritage	Limited community/ neighborhood acknowledgment. For example, TRG is not listed on the Georgetown Website
Chautauqua Park	Need sidewalks/ curbs -people have to walk their dogs in the middle of the street
Community diversity	Monster homes do not fit in the neighborhood
Walkability	Lack of affordable homes
Neighbors of all ages	Speeding on the wider roads
Ability to walk to some businesses from home	Narrow parking on Scenic over the weekend
Wonderful neighbors	No crosswalk at MLK and Scenic



VISION

The **Vision** station had two different exercises. Exercise 1 Make a Wish asked attendees to make a wish for the TRG Neighborhood. The results are summarized below, into four general categories.

Housing

- Stop building homes that exceed the value of the current housing stock
- Build affordable homes for sale, rental, and multi-family
- Mixed-income residential

Community Development

- Sidewalks
- Parking issues
- Noise abatement

Recreation

- Protect legacy residents
- Historic preservation
- Trails
- Homeowners and business owners working together

Access to Goods and Services

- Community pool
- Updates to existing Chautauqua Park and Kelly Park
- Splash Pad
- Better shading in parks
- Promote San Gabriel Park not Blue Hole

Exercise 2 Vision Board, asked respondents to craft a vision statement using imagery cards that most reflect their desires for the TRG neighborhood. Thirty-six cards were displayed on a large format board with numbers. Worksheets were provided that were identical to large, tiered place mats, where the numbered stickers were placed according to the importance to the participant. The top ten phrases selected are shown below in order with the number of times selected.

1. Affordability (15)
2. Heritage (15)
3. Community (15)
4. Diversity (14)
5. Family (14)
6. Multigenerational (13)
7. Historic Preservation (13)
8. Parks (13)
9. Walkable (12)
10. Safety (12)

Affordability (26): A green house icon on a seesaw balanced with a large gold dollar sign, symbolizing financial balance.

Heritage (28): A woman in a pink shirt and floral skirt dancing in front of a mural of a woman's face.

Community (13): A group of diverse people standing together outdoors.

Diversity (2): A group of people of various ages and ethnicities standing together.

Family (30): A family sitting together outdoors.

Multigenerational (1): A family of four smiling together.

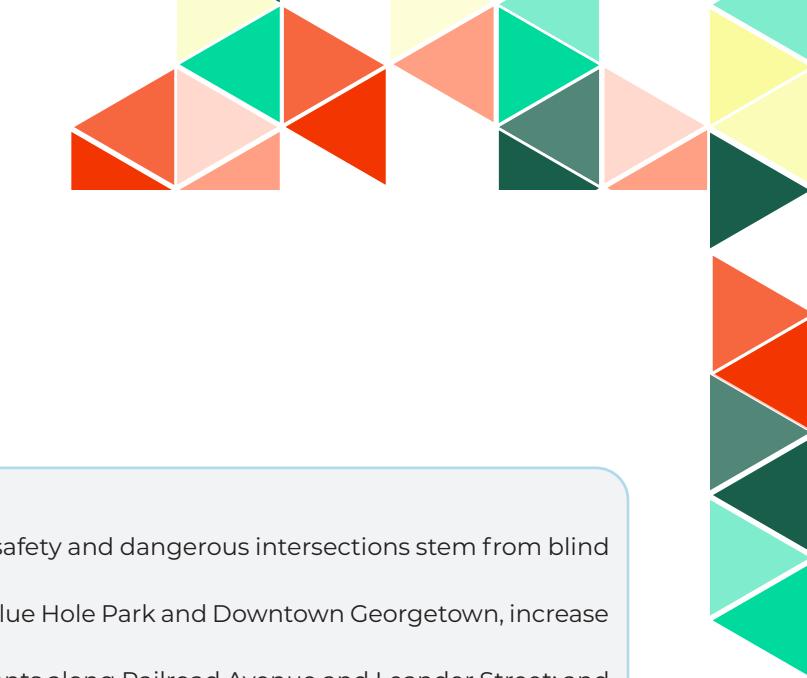
Historic Preservation (25): A brick building under construction or renovation.

Parks (33): A park with playground equipment and people walking.

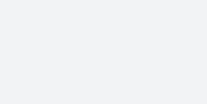
Walkable (27): A long line of people walking along a path.

Safety (7): Children with backpacks walking together.

Major Takeaways: Both exercises at station 1, allowed for residents to depict what they want the TRG Neighborhood of the future to be. These results will be used to develop a vision statement and goals for the TRG Neighborhood Plan that will guide the creation of future recommendations for the community. Common themes were affordability, historic preservation of existing heritage, and park enhancements.



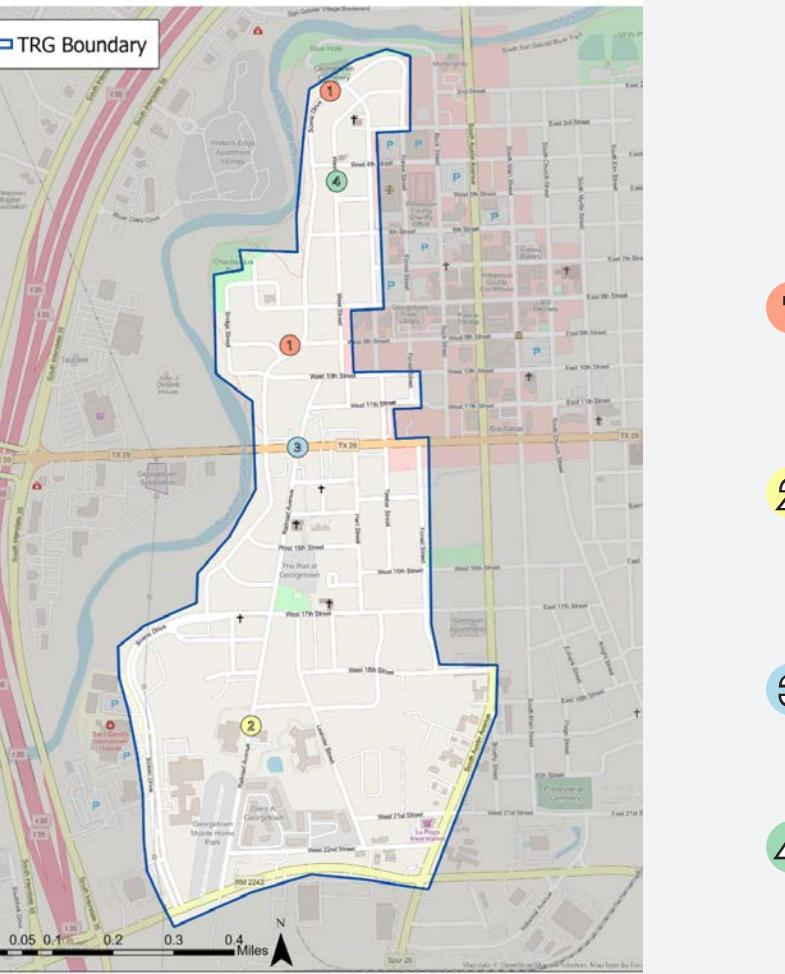
TRANSPORTATION



The **Transportation** station provided attendees with the opportunity to give input on areas of concern within the TRG community and where and what type of improvements they would want to see.

Transportation Concerns in TRG

Figure 17: Transportation Concerns



SAFETY CONCERN

The exercise asked participants to locate areas within the TRG Neighborhood transportation systems where they had specific safety concerns. Four areas stood out as shown in Figure 17 and outlined in this section. The number of instances the safety concern was identified is shown in parenthesis.

1 Scenic Drive Corridor

- Speeding (6)
- Dangerous Pedestrian Crossing (5)
- Blind Spots (4)
- Dangerous Intersections (2)

2 Railroad Avenue Corridor

- Speeding (8)
- Blind Spots (3)
- Dangerous Pedestrian Crossing (2)
- Dangerous Intersections (1)

3 W. University Avenue & Railroad Avenue Intersection

- Dangerous Intersections (4)
- Dangerous Pedestrian Crossing (3)
- Speeding (1)

4 West Street Corridor

- Speeding (4)
- Dangerous Intersections (2)
- Dangerous Pedestrian Crossing (1)

Major Takeaways

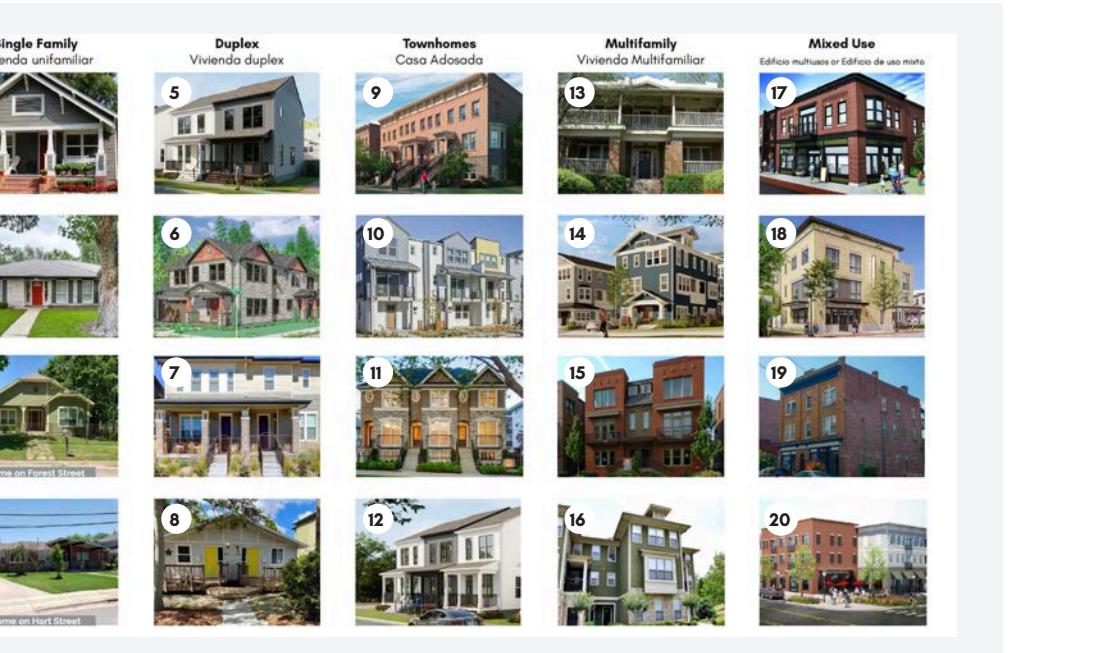
- The majority of transportation concerns along Scenic Drive that focus on pedestrian safety and dangerous intersections stem from blind spots created by the design of the street network north of University Avenue;
- The neighborhood's adjacency to attractions that draw visitors from all over, such as Blue Hole Park and Downtown Georgetown, increase the potential for hazardous incidents. Likely from visitors unfamiliar with the area;
- South of University Avenue, speeding is the most common concern cited by participants along Railroad Avenue and Leander Street; and
- Another issue noted throughout the TRG neighborhood was the lack of adequate parking for visitors during specific events such as festivals or during church services.



HOUSING TYPOLOGIES & LAND USE

Single-family Homes is the Preferred Housing Typology

Figure 18: Housing Typologies



The Housing Typologies and Land Use station had three separate activities designed to understand participants' specific preferences and concerns around housing and preferences for commercial use in the neighborhood.

The **Housing Typology** exercise asked participants to rank their preferred housing density and style. Five different housing typology options were given, each with four distinct architectural styles. The five typologies on the board were single-family, duplex, townhomes, multifamily and mixed use and are shown in Figure 18. Participants ranked their housing typology preferences 1 – 6 with housing type they

most preferred as number one and the housing type they least preferred with sticker six.

Points were allocated by rank. For example, a typology with a 1st priority vote would receive 10 points. The scores for each ranking are shown in Table 6.

Overall, attendees overwhelmingly prefer single-family typology, with image one earning both the highest number of points and the highest number of votes overall, as indicated in Figure 19. Image three received the second-highest votes overall but earned fewer points votes than image number two, which received the second-highest number of first priority votes.

Table 6: Ranking Points

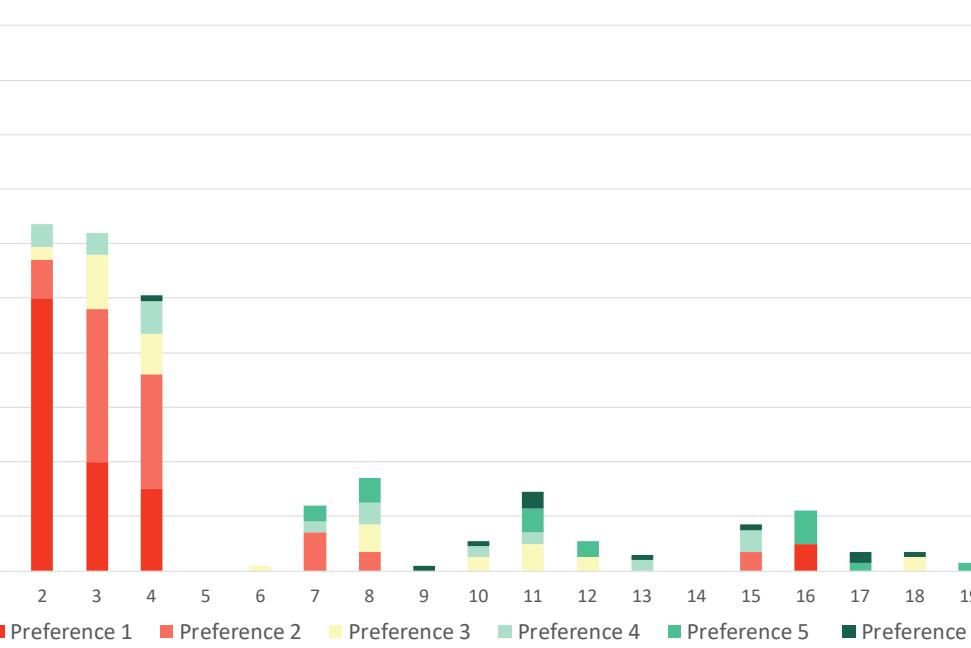
Preference Rank	Points
1st	10
2nd	7
3rd	5
4th	4
5th	3
6th	2

Major Takeaways

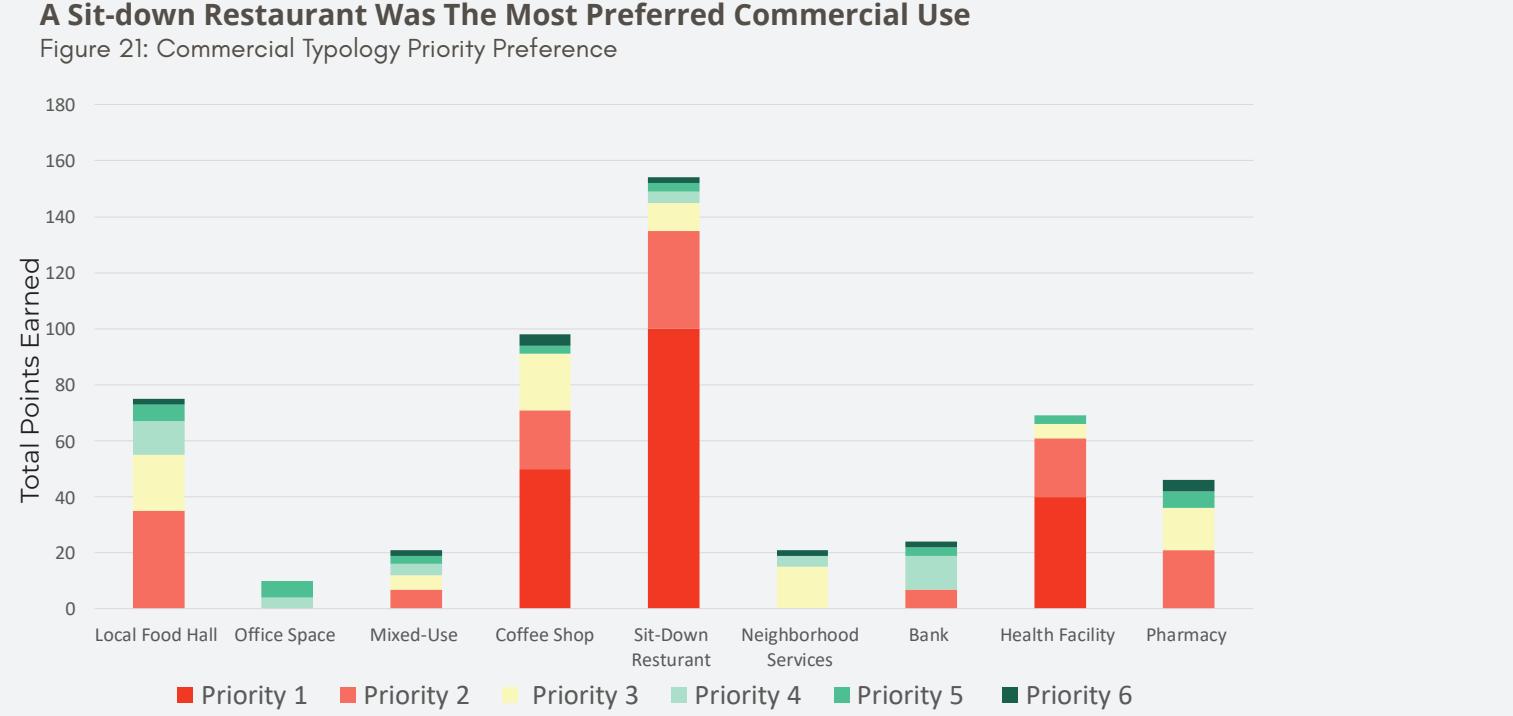
- 75% of all points awarded went to single-family typologies;
 - Typology option #1 was the top choice;
 - Options #2 - 4 were the highest ranked in their respective order;
- The duplex typology was a distant second with only 8% of the overall vote;
 - The highest ranked Duplex option was #8; and
- An outlier was the townhome typology option #11.

Single-family Homes is the Preferred Housing Typology

Figure 19: Housing Typologies Priority Preference







The **Commercial Typologies** board was designed to understand participants preference for future commercial options in the TRG neighborhood. Participants were allowed to choose from ten categories (Figure 22) and rank them by priority 1 (most preferred) to 6 (least preferred). Points were allocated by rank.

Major Takeaways

The most preferred commercial typologies were:

- Sit down restaurant;
- Coffee Shop;
- Food hall; and
- Health Facility.

Office Space was Least Preferred

Figure 22: Commercial Typology Imagery

Local Food Hall/ Creative Space



Mixed Use



Office Space



Coffee Shop



Bank



Health Facility



Sit-down Restaurant

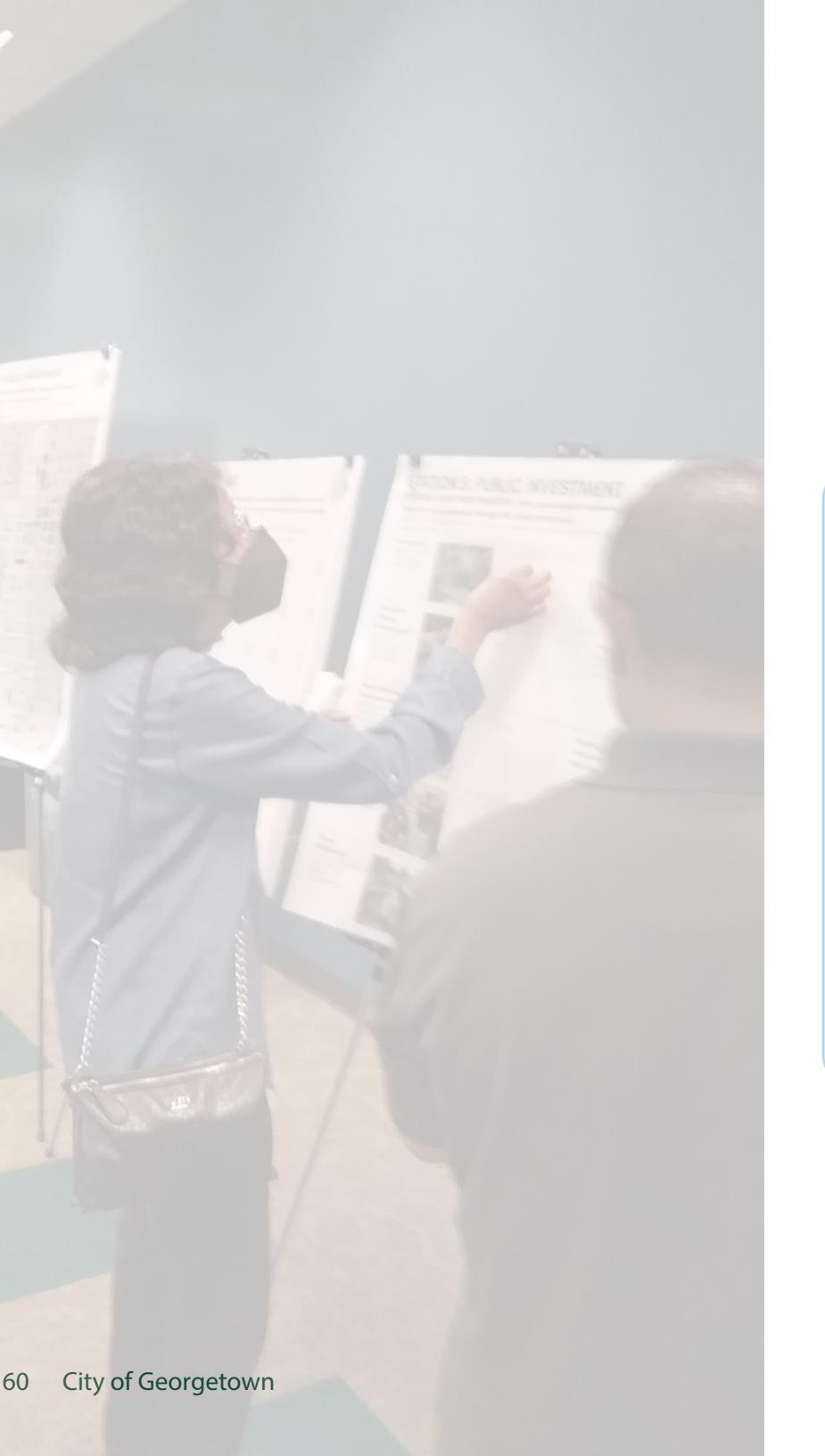


Neighborhood Services (Laundry, Salon, etc.)



Pharmacy







CONCLUSION

The findings from the community open house form the basis for the recommendations section of this study, where policy and implementation recommendations are outlined that directly impact existing residents. The input received on the vision and goals for the neighborhood will be used to draft a vision statement to guide the plan's priorities. The feedback received during the most/ least, transportation, housing typologies, housing concerns, and public investment exercises help the project team determine critical opportunities for action.

Community input is an essential component of the neighborhood plan. Community input provides a ground-level view of the study area's conditions and frames the desires of San Jose's residents and stakeholders firmly into the planning process.



PUBLIC MEETING #2

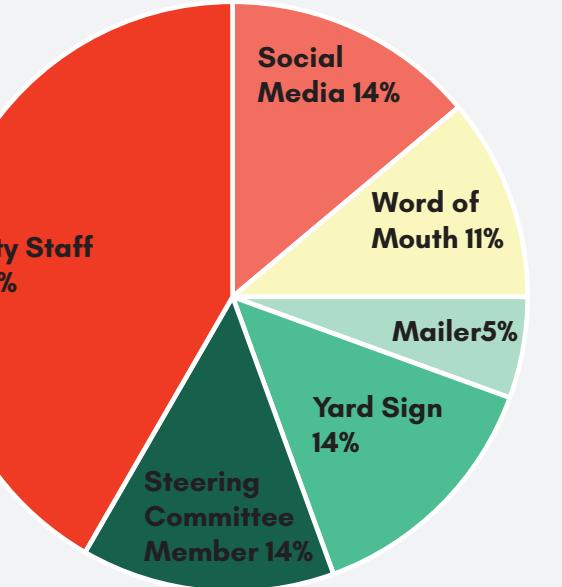
The second public meeting for the TRG Neighborhood Plan was a hybrid meeting held on Wednesday, September 2nd, 2021. Attendees had the option to attend the public meeting in person at the Georgetown Public Library, where they could listen to a virtual presentation and provide feedback on station boards. Others who could not attend the meeting in person had the opportunity to listen to the virtual presentation and provide input via an online survey. Questions focused on six major categories that built upon feedback received from the first public meeting. The information garnered from participants helped inform the recommendations for the Neighborhood Plan.

APD-U conducted a virtual presentation for both in-person and virtual attendees. The virtual presentation and in-person portion of the meeting were held between 6:30 p.m. and 8:30 p.m. in a flexible format that allowed participants to give input on stations related to topics. The Staff from the City of Georgetown facilitated the station discussions and documented comments. An online survey was shared during the virtual presentation and in-person meeting and posted on the City of Georgetown's website. The survey was open from September 1st, 2021, to September 8th, 2021. Results from both the station boards and the online survey were combined and shared in this report section.

-  Vision & Goals
-  History
-  Transportation
-  Urban Design
-  Public Investment

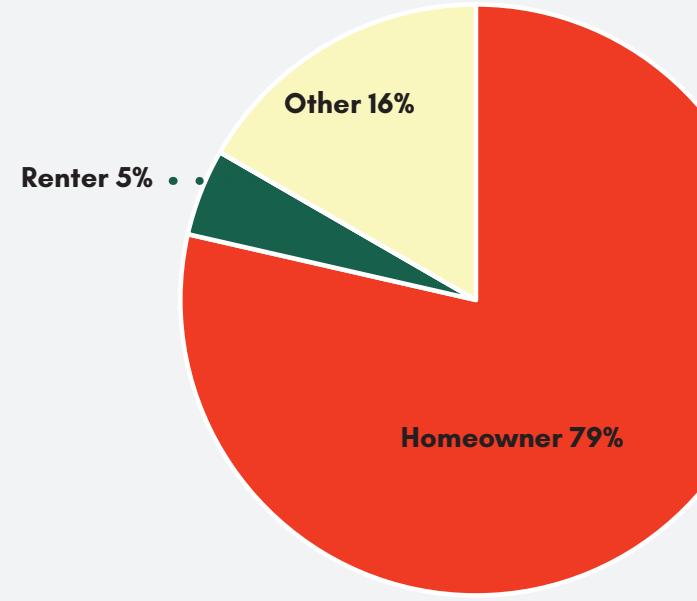
Most Respondents Heard About the Meeting/Survey Through City Staff

Figure 24: How Did you Hear About the Meeting/Survey?



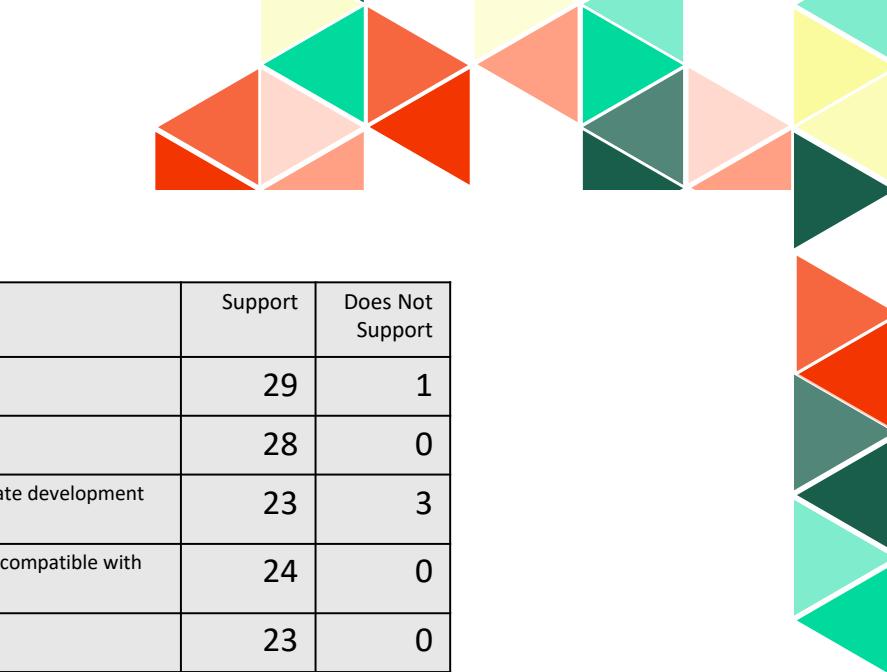
Most Respondents Are Homeowners in TRG

Figure 25: In TRG Are You A...



ATTENDANCE AND OUTREACH

The attendance for public meeting two totaled forty five residents and stakeholders. Thirty one people signed in at the library meeting, and fourteen people registered for the online meeting. Most people heard about the meeting via City of Georgetown staff (Figure 24). Another successful outreach method that several respondents mentioned was a flyer or direct mailer. A majority of the participants were homeowners in TRG, as indicated in Figure 25.



VISION

Input received from meetings conducted with the TRG Steering Committee, and from the first public meeting helped create two draft **Vision** statements and draft **Goals** for the Neighborhood Plan. Exercise 1 asked respondents to vote on their preferred vision statement.

The first vision statement option received eleven votes, and the second vision statement received twenty votes. Participants were allowed to provide additional recommendations for the vision statement. One additional response was received and garnered one vote. The TRG Steering Committee reviewed the second vision statement and confirmed that it would serve as the preferred vision statement for the TRG Neighborhood Plan.

Second Vision Statement was Most Preferred

Figure 26: TRG Draft Vision Statements

The future of the TRG will continue to be a diverse and accessible community with a rich heritage, celebrated cultural assets and historic character, beautiful parks and natural amenities, and multigenerational residents and their families that live, enjoy, and thrive as part of preserved Historic Georgetown.	11
The TRG neighborhood will be a safe, healthy and diverse multigenerational community that promotes and protects its rich and varied heritage, residential character, and cultural community assets for future generations and all citizens of Georgetown.	20
Additional Responses If you do not like either vision statement, please write your own below. <i>The future of the TRG neighborhood will continue to be diverse, safe, healthy & a multigenerational community where its cultural history of the original residents will be honored, respected & protected from developers coming in & taking advantage by building huge expensive homes that are as much as \$600,000</i>	1

Retaining Legacy Residents is Critical to the Neighborhood

Figure 27: Goals Attendees Most Want to See Realized

GOALS	Support	Does Not Support
Protection of legacy homeowners from displacement	29	1
Invest in and preserve historic and cultural assets that highlight the TRG	28	0
Create and preserve affordable housing options for sale, rental, and multi-family where appropriate development can occur	23	3
Identify and preserve key character defining building components to ensure new development is compatible with the existing neighborhood	24	0
Address parking issues in the neighborhood	23	0
Improve sidewalks and pedestrian access to and through the neighborhood	25	0
Increase safety and access to and through the community by addressing traffic concerns	27	0
Bring together TRG residents, organizations, and businesses to collaborate for the betterment of their community	26	0
Enhance the development of parks and trail amenities in the neighborhood	25	1
Create solutions to support people without stable housing to uplift neighborhood safety and wellbeing.	24	3

Exercise 2 asked respondents to select goals for the TRG neighborhood they most want to see realized from the Neighborhood Plan. Input from the kickoff meeting with the Steering Committee and from the first public meeting identified issues that concerned TRG. Figure 27 shows the results of this exercise. Responses were well-distributed across all goals. The highest rated goals were focused on protecting legacy residents and preserving the historic culture of the community.

Major Takeaways

Overall, there was positive feedback for both the draft vision statements and the goals. The first vision statement includes language that aligns with the existing Georgetown Cultural Citizen Memorial Association's vision, which stakeholders liked. All goals presented received majority support votes. The responses on the final vision statement and project goals helped guide the remaining planning process.

HISTORY



Feedback from the Steering Committee and from the first public meeting about the History of the neighborhood was used to create a list of historic places, people, events, and religious institutions. These assets were shared at the second public meeting. Two boards asked participants to provide information. Their content is seen below and included on the maps on the following page, Figure 28. Respondents also had the opportunity to include any additional information about the history of the neighborhood.

1. Blue Hole Park/Historic Carver School

- Limited amount of people should be allowed at park at specific times. Should be required to park at parking garage not neighborhood;
- Carver was a segregated school & Blue Hole was always a naturally beautiful place, but it is more so now;
- DON'T TEAR DOWN CARVER THAT MEANS MORE TO US THEN YOU WILL EVER KNOW, YOU DESTROYED EVERY HISTORIC SCHOOL IN TOWN, SAVE CARVER!!!;
- Blue hole is where many black locals were baptized...I believe my great grandma attended Historic Carver; and
- Our family enjoys this park daily.

2. Chautauqua Park

- Great park to visit;
- It is a nice quiet little park; and
- Childhood park for me and my friends growing up.

3. Madella Hilliard Community Center

- Meetings are often held at the center; they do breakfast & Meals on Wheels.

4. GCCMA Shotgun House

- A gem in our neighborhood;
- A small museum that house photographs, cultural artifacts, they sometimes exhibit the work of black artists; and
- Historic museum that showcases local history.

5. Boy & Girls Club/ Old Carver School / Juneteenth Park Celebrations

- Before the school the park was there & the Juneteenth celebrations included a lot of the surrounding towns, there were baseball games (adult & children) men/women & children, free BBQ as well as food being sold, games (cards,

dominos, cake walk, apple dunking), basketball & a dance at the end of the celebration;

- DON'T TEAR DOWN CARVER THAT MEANS MORE TO US THEN YOU WILL EVER KNOW, YOU DESTROYED EVERY HISTORIC SCHOOL IN TOWN, SAVE CARVER!!!; and
- Where Juneteenth was held...black high school during segregation...safe haven for current local youth.

6. Willie Hall Center

- The meeting place of the GCCMA, they also did have tutoring & other programs for children; and
- Safe haven growing up, various summer camps and youth enrichment programs, tutoring.

7. Stonehaven Apartments

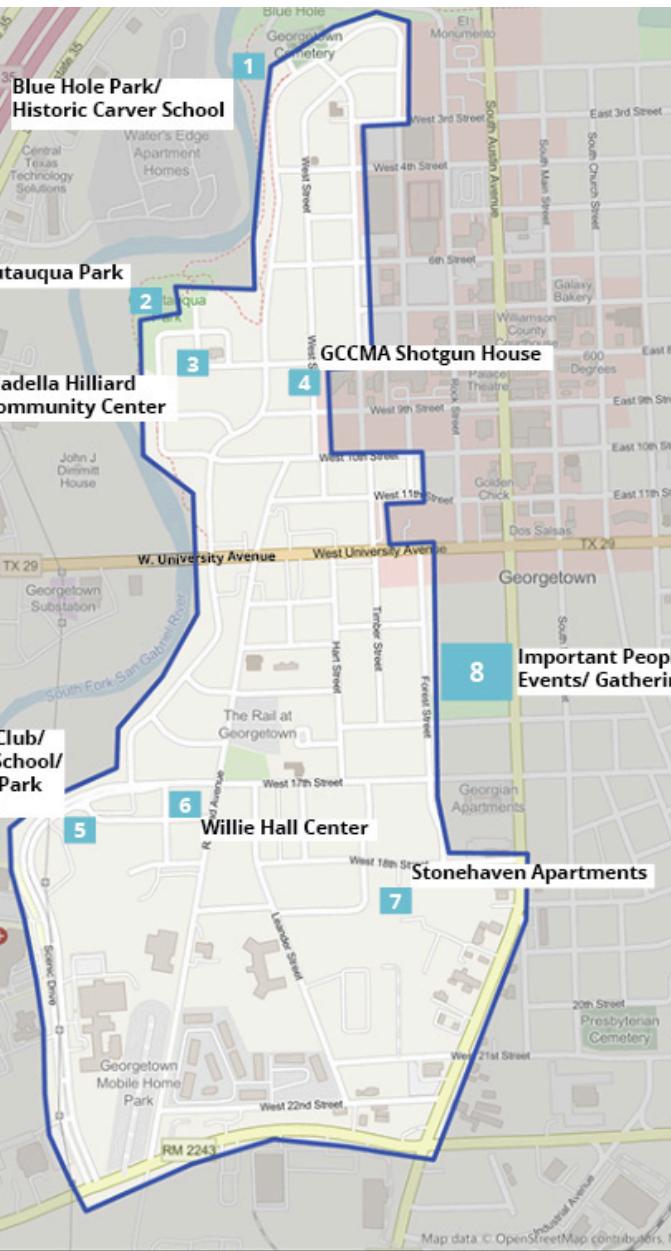
- Low-income apartments;
- Section off 18th Street as well as Hart;
- More people live in the 18th Street section, but neighborhood families live in both sections; and
- "The Circle".

8. Other – Important People, Events, Gathering Spaces

- This is more a question than a fact, was the location of the Belford Lumber company (1891-1967) physically located all or partially in the TRG neighborhood? Is so, that is a historical asset. I had heard that Timber and Forest Streets were named because of their proximity to the lumber company;
- Masonic lodge. Hispanic school on w 10th. Montgomery park;
- Boundaries of recognized historic areas to include TRG & San Jose neighborhoods; and
- Used to be "RGT" in that order.

Historic Assets in TRG

Figure 28: Historic Assets Map





A second board included religious institutions, which played a very strategic role in the establishment of the TRG community. The institutions are shown below and located on the map in Figure 29. Respondents also had the opportunity to include any additional information about the history of the neighborhood.

1. Macedonia Baptist Church

- It's now a new building but the church is one of the historical black churches that is over 100 years old; and
- Historic black church.

2. Wesley Chapel African Methodist Episcopal Church

- Is the only existing historical black church that has its original structure and is also over a hundred years old;
- Historic black church—connected to AME'ism which is historic;
- 152 YEARS OLD. OLDEST BLACK CHURCH; and
- Celebrates its 152nd church anniversary. Has been a staple to the neighborhood.

3. St. Paul United Methodist Church

- It also has a new building but it is one of the historical black churches that is well over a 140 years old; and
- Historic black church.

4. Church of the Holy Spirit

- Is mainly a Hispanic church, but they have hosted other minority churches as well as let them have church there; and
- Historic Latino church.

5. Iglesia El Buen Pastor

- I don't really know anything about this church other than I think it is a Hispanic church;
- Historic Latino church; and
- Historic museum that showcases local history.

6. Friendly Will Missionary Baptist Church

- The meeting place of the GCCMA, they also did have tutoring & other programs for children; and
- Safe haven growing up, various summer camps and youth enrichment programs, tutoring.

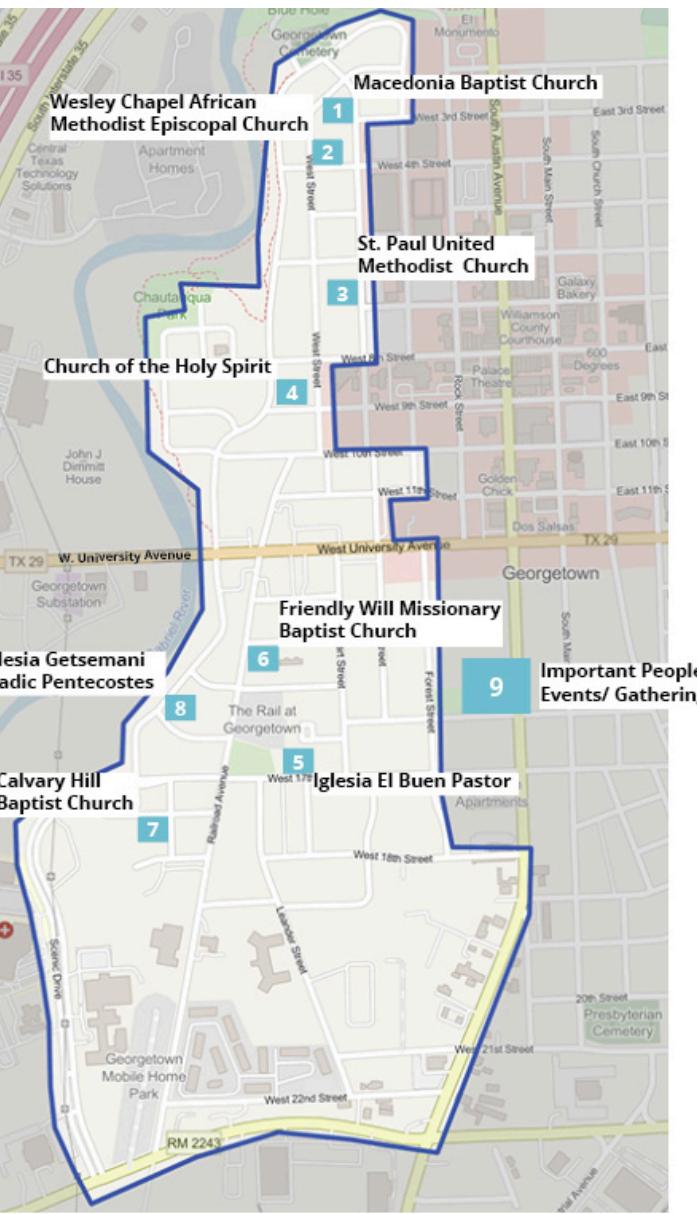
7. Calvary Hill Baptist Church

- Is another historical black church, again not in its original building but I believe it is over a hundred years old and it is a family church; and
- Historic black church—great grandpa pastored there.

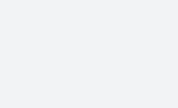
8. Iglesia Getsemani Cladie Pentecostes

Religious Institutional Assets

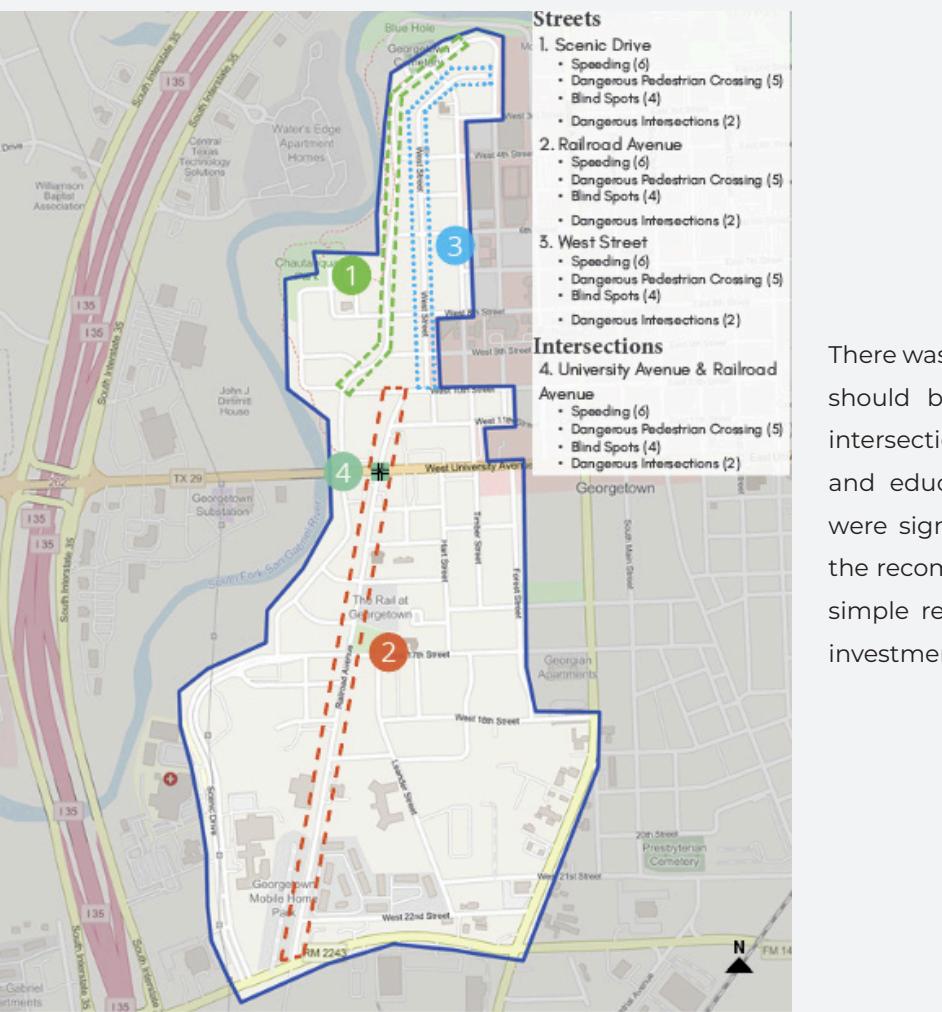
Figure 29: Historic Assets Map



TRANSPORTATION



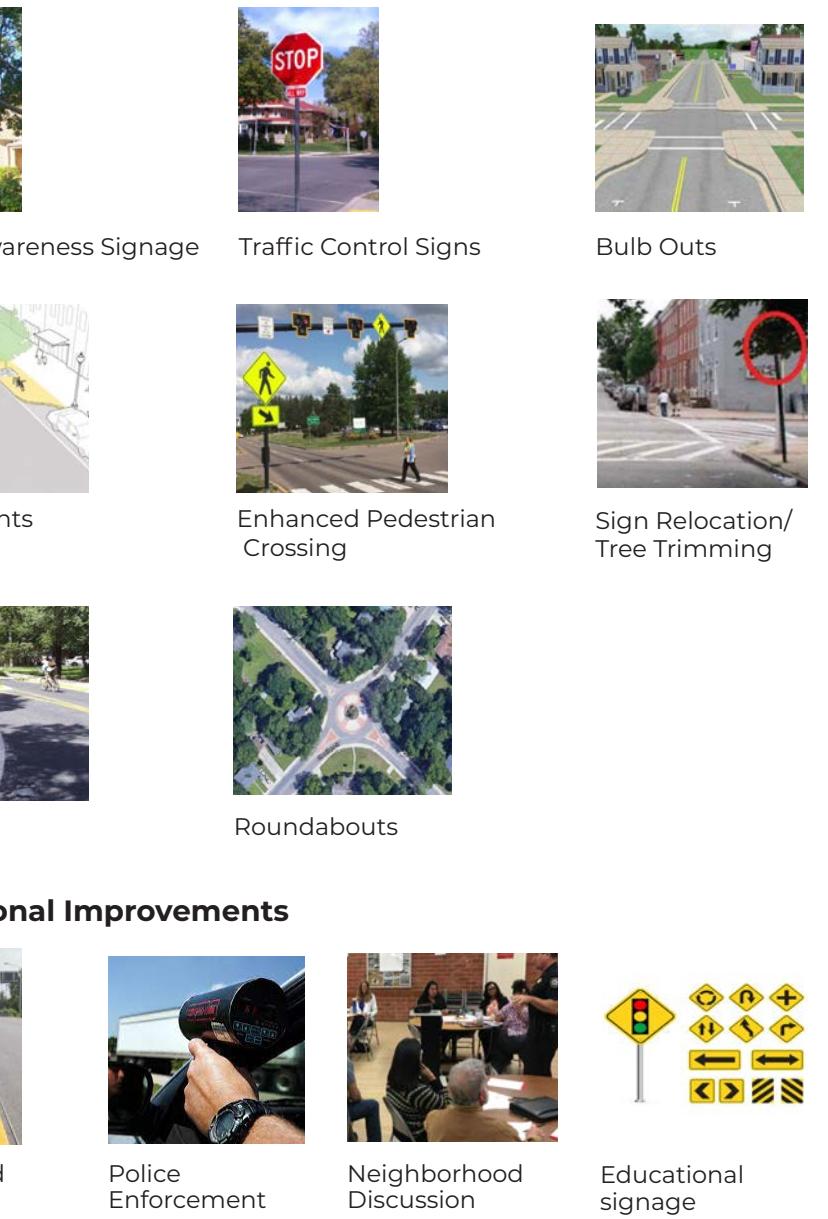
The **transportation** station consisted of two exercises, the first was to confirm input from the first public meeting on which streets and intersections have major issues that the Plan should address. The second exercise presented respondents with an initial list of recommendations that could be implemented to address the issues raised in the first public meeting. It asked participants to select the recommendations they think would work best in TRG.



Major Takeaways

There was general consensus that three streets and one intersection should be prioritized. Recommendations for these streets and intersections were prioritized in the TRG Neighborhood Plan. Physical and educational improvements most supported by participants were sign relocation and enhanced pedestrian crossings. Overall, the recommendations that received the highest votes are relatively simple recommendations that do not require a significant initial investment to begin to implement.

Physical Improvements



Educational Improvements



Figure 30: Physical Improvements Survey Results

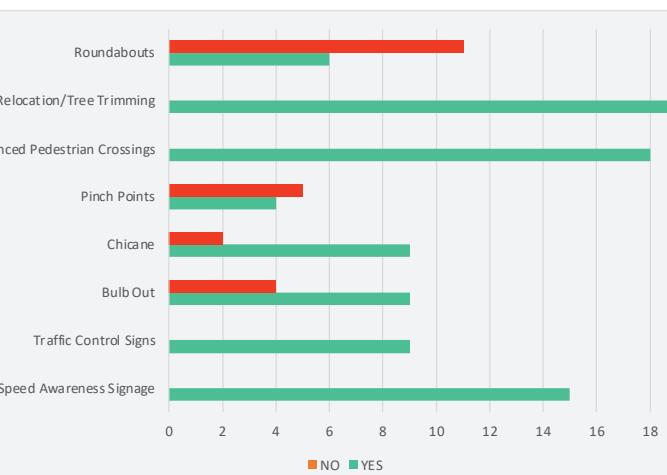
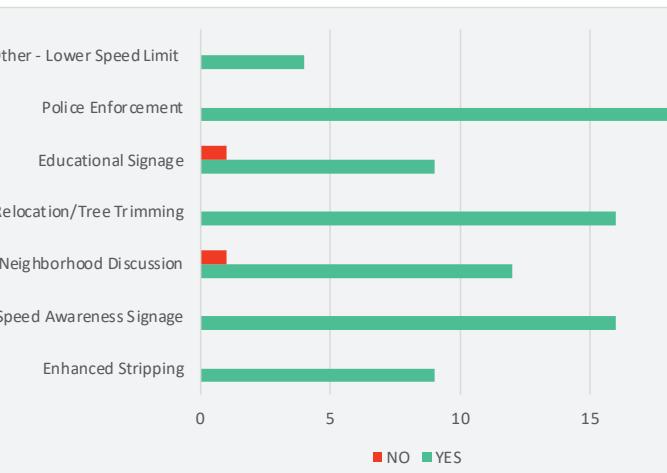


Figure 31: Educational Improvements Survey Result



URBAN DESIGN & LAND USE

The Housing Typologies and Land Use stations used two separate activities designed to gain a better understanding of housing preferred by residents of TRG, particularly as homes are renovated and built. Participants were also asked to map where housing typologies should be built in the neighborhood.

The **Housing Design** exercise built upon input from the first public meeting by asking participants to select their preferred housing building materials and style. This helps identify how future new and renovated single-family homes can align with the current design character found in the TRG.

Figure 33: Urban Design Preferences

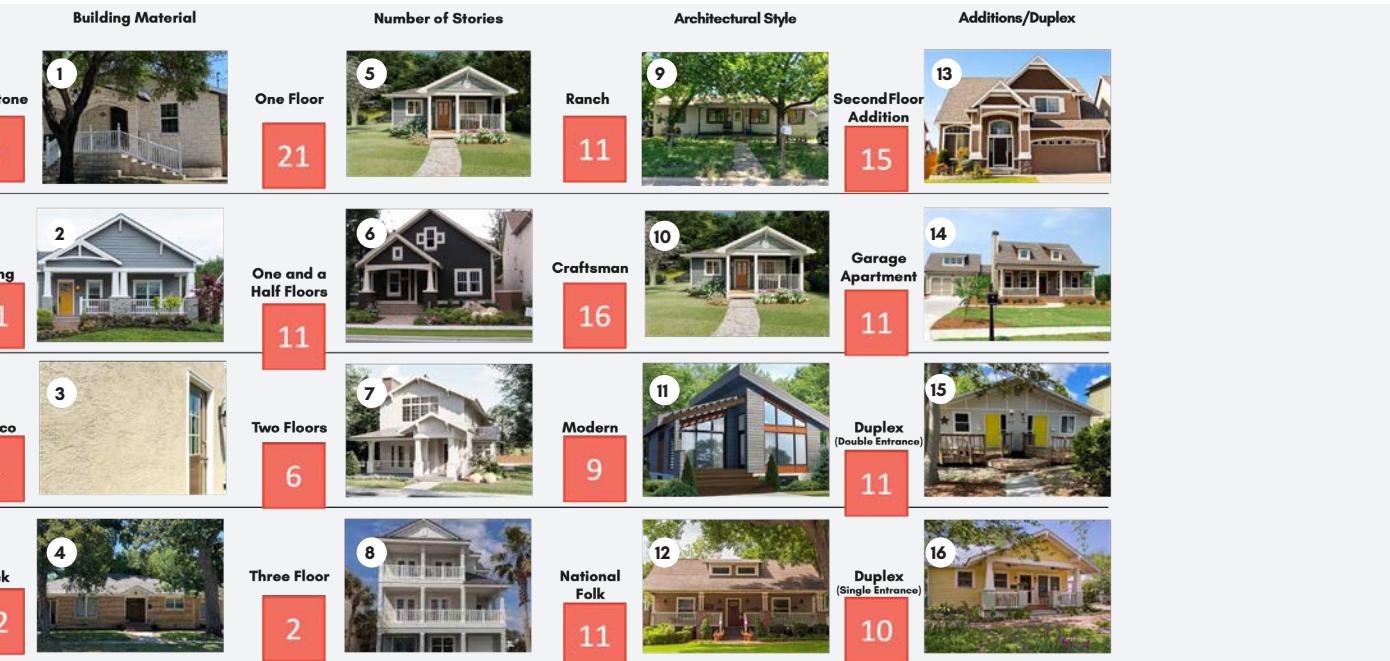


Figure 32: Housing Design Results

TRG is a large neighborhood with a range of current uses.

The **Land Use** exercise, Figures 34 and 35, allowed participants to give their input on where specific residential and non-residential uses could be developed and introduced in the community. Land use preferences were selected by attendees at the first public meeting and confirmed by the steering committee.

Major Takeaways

- Respondents preferred siding and brick exterior materials for single-family homes. Craftsman was the preferred architectural style. Residents favored second floor additions as the most desired renovation for homes; and
- Attendees supported commercial and mixed-use developments in the southern most portion (Area C) of TRG, and along major corridors such as University Avenue, Figure 18. Single-family detached homes were the preferred land use north of University Avenue (Area A) and mid-TRG region (Area B). Area B was also the most preferred location for Dining and Entertainment uses.

Figure 35: Land Use Areas in TRG

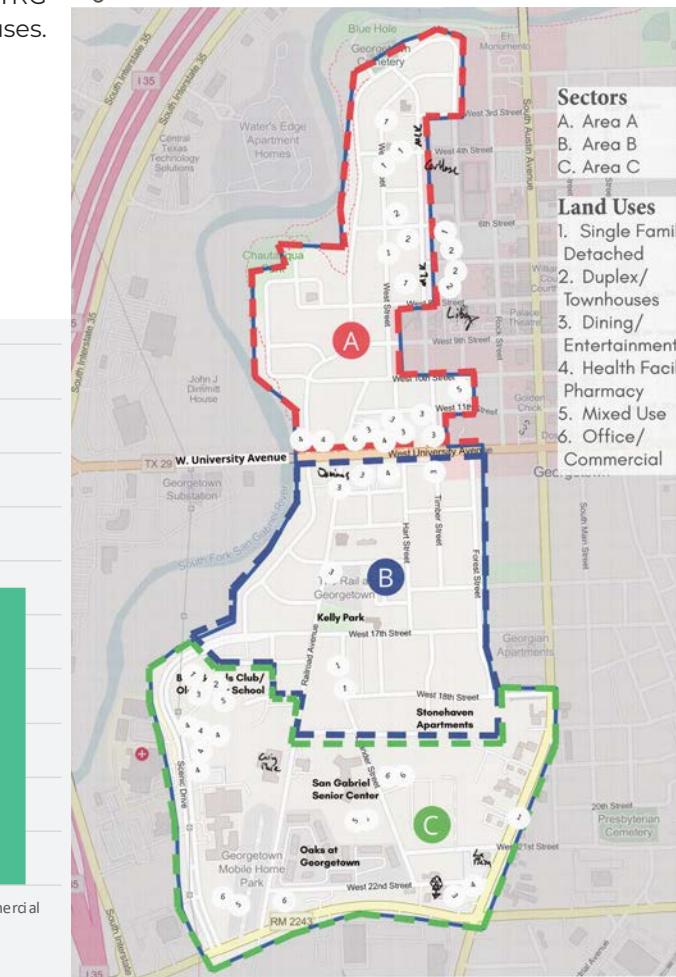
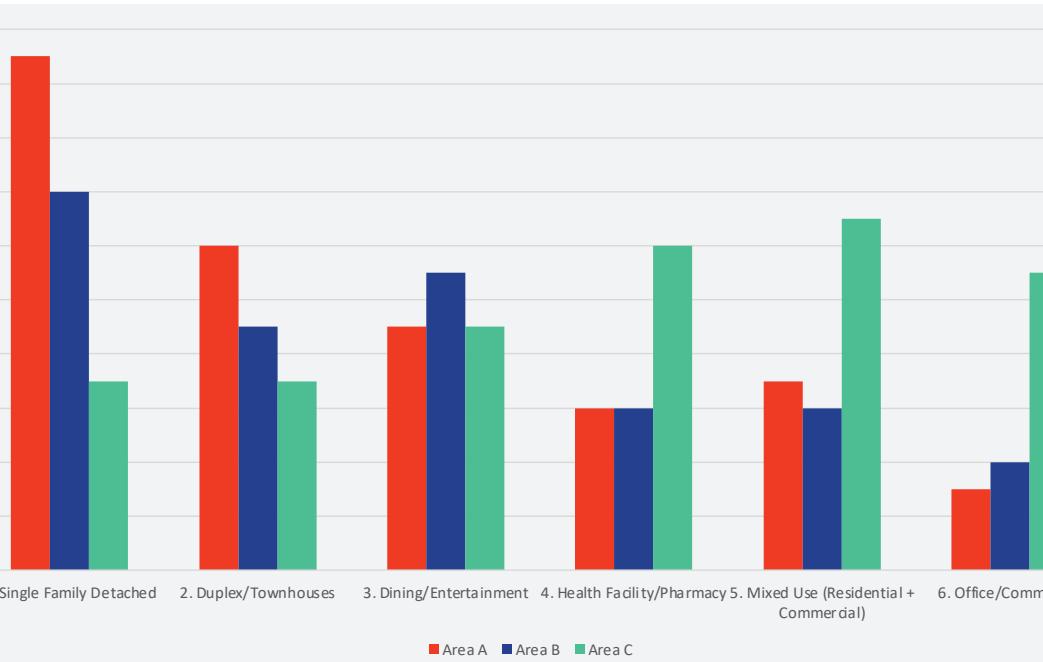


Figure 34: Land Use Results





PROGRAMS

An initial list of potential recommendations were presented to address issues raised by the Steering Committee and the community. Attendees selected the recommendations preferred. Respondents were not limited in the number of responses provided, but they could only vote once for each goal.

Major Takeaways

- The recommendation with the most votes was a homeowner rehabilitation program, with twenty four votes;
- Two recommendations tied with the second most votes of support: design and implementation of a cultural heritage trail, and programs that focus on college readiness; both receiving twenty votes;
- In third with nineteen votes were property tax assistance, homeowner education, job training, and incorporate TRG history into the naming of park and trail amenities;
- Since these recommendations received the most support from the community, their implementation is prioritized in the TRG Neighborhood Plan; and
- Recommendations receiving the least support include hosting exhibits in parks and open space, and roundabouts at certain intersections, with six votes each.

Results from this section influenced the final recommendations included in the TRG Neighborhood Plan.

HOUSING STRATEGIES	
Homeownership Rehab Program: Examples include financial assistance for emergency repairs, and potential code violations to promote safety. These programs would focus on promoting safe structures for long-term homeowners.	24
Property Tax Assistance: These programs address any increases in property taxes to ensure homeowners can stay in their homes.	19
Will Creation for Property Disposition: Connecting residents to low-cost services to create a will for property owners who do not currently have one.	16
Homeowner Education: Providing education on the existing housing programs in the City of Georgetown, such as homestead exemptions, and the Home Repair Program.	19
New Development: Through regulation, ensure new development is like the existing character of the neighborhood.	17
Neighborhood Association: Assist in creating a TRG neighborhood association.	17

HISTORIC PRESERVATION	
The design and implementation of a cultural heritage trail would provide residents and tourists with an easy-to-follow path of neighborhood landmarks.	20
Incorporate local history into a marketing and branding campaign that emphasizes the area's rich cultural heritage.	12
Investment in public art that highlights the history and Hispanic culture of the neighborhood.	12
Incorporate neighborhood history into the naming of trails and park amenities.	19
Host exhibits in open space and parks.	6
Create policies/programs that link historic preservation and economic development by prioritizing the creation and preservation of minority owned businesses and jobs.	17
OTHER – Cemetery/History/i.e. Blue Hole	3

GREEN SPACE AND RECREATION	
A passive park, that connects South San Gabriel River Trail to Downtown	11
An urban garden with raised beds	14
Additional programming at Chautauqua Park	10
Community festivals and events	13
Designated parking for Blue Hole Park	10
More lighting in parks and on trails	16

MOBILITY & PEDESTRIAN IMPROVEMENTS	
Shared lanes and/or protected bike lanes	10
Roundabouts at certain intersections	6
Permitted residential parking for specific areas	8
Traffic calming along Scenic Drive	17
Streetlights for areas lacking visibility	13
Sidewalks on all residential streets in TRG	18

YOUTH PROGRAMMING	
Programs that focus on college readiness	20
Job training	19
Outdoor educational opportunities	9
Social gatherings focused on youth	14
Programming for youth that ties fun activities to the history and culture of the TRG	13

CONCLUSION

The findings from the second public meeting helped form the basis for the recommendations section of the TRG Neighborhood Plan. The recommendations outline policy and implementation strategies to directly impact existing residents. The input received created a consensus neighborhood vision for TRG to guide the Plan priorities. Feedback from the transportation, urban design, land use and programming exercises will help the consultant team determine critical opportunities for action.



Source: APPD Urban Planning and Management

PUBLIC MEETING #3

The third and final public meeting for the TRG Neighborhood Plan was on Thursday, November 11th, 2021, at the Georgetown Public Library. The meeting shared the final vision and goals for TRG and the final recommendations of the TRG Neighborhood Plan. Attendees were asked to provide input at two stations, focused on sharing the history and culture of the neighborhood and civic engagement recommendations.

The meeting started with a presentation summarizing the work completed on the TRG Neighborhood Plan and explained how community input generated throughout the planning process led to the recommendations included in the station. Six stations were set up, four shared draft recommendations, and two asked for specific input on implementation strategies. The four stations that included information on draft recommendations were:

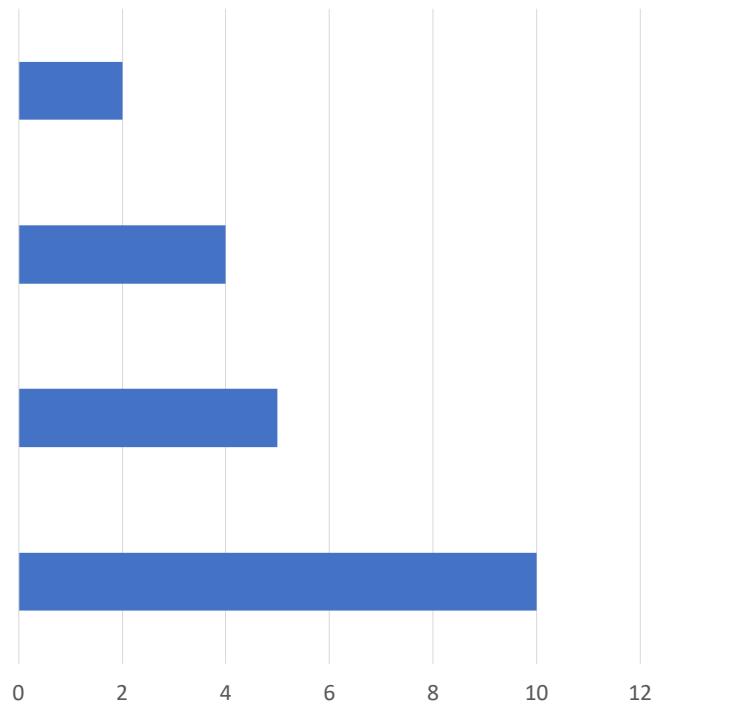
- Vision and Goals;
- Transportation;
- Land Use and Urban Design; and
- Policy Recommendations.

The two stations where attendees were asked to provide input were:

- History Implementation; and
- Civic Engagement Recommendations

Most Attendees Heard About the Meeting Through Direct Mail

Figure 36: How Did you Hear About the Meeting?



ATTENDANCE AND OUTREACH



Source: APD Urban Planning and Management

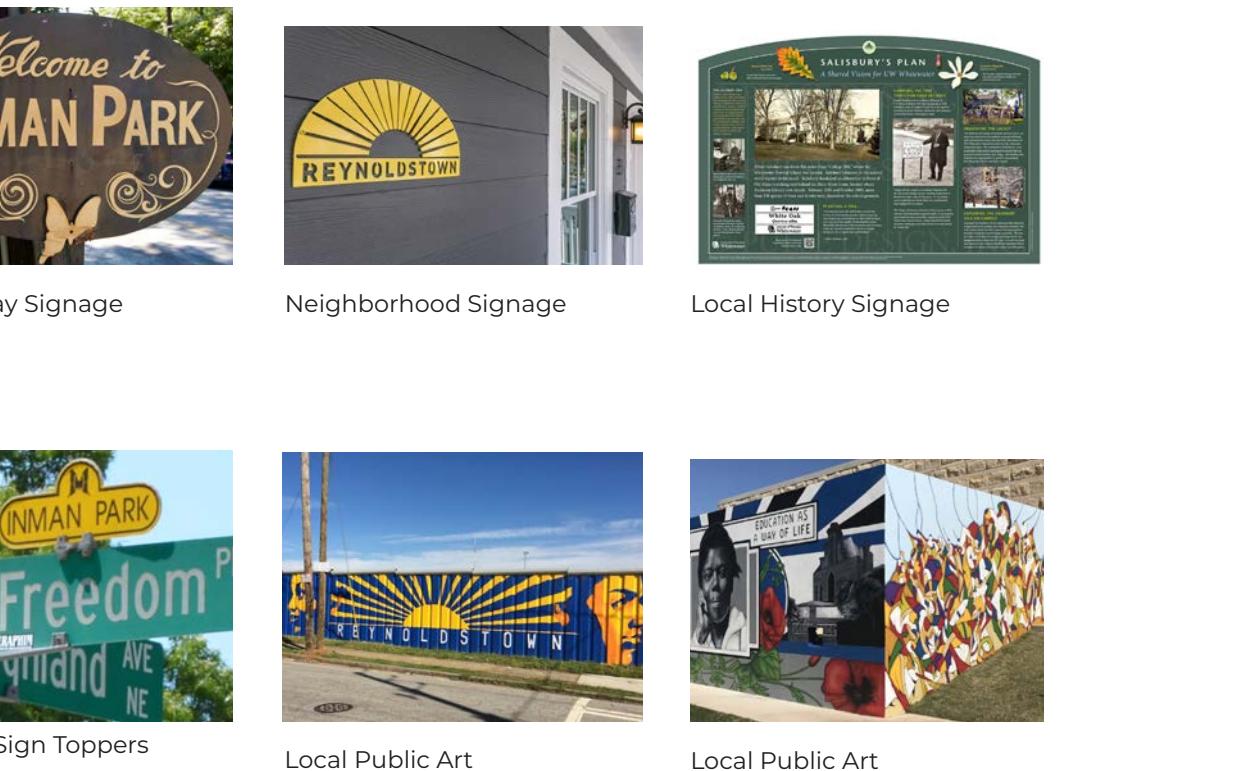
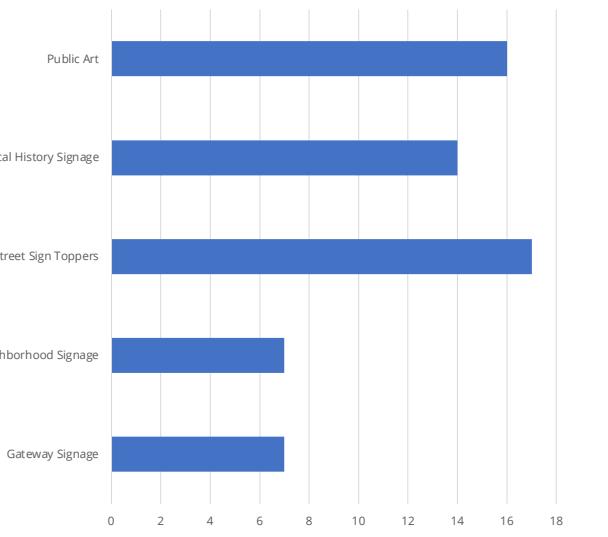
Thirty four people signed in at the Georgetown Public Library for the third TRG public meeting. Attendees heard about the meeting from various sources, including emails, postcards, yard signs, and Steering Committee Members. Figure 36 summarizes how attendees learned of the meeting. Direct mail and word of mouth were the most reported ways attendees heard about the community meeting.

HISTORY IMPLEMENTATION

Participants shared how they would like the history and culture of TRG to be broadcast by choosing three out of five implementation options. Figure 37 summarizes the results from the History Implementation Station. Street sign toppers received seventeen votes, the most votes overall. Public art received sixteen votes, and local history signage received fifteen votes.

Local History Signage

Figure 37: Historic Preservation Implementation Preferences



Major Takeaways

- Attendees most prefer street sign toppers, and public art as a way to share the history and culture of the neighborhood;
- Gateway and neighborhood signage was the least preferred way to share the history and culture of the neighborhood; and

CIVIC ENGAGEMENT RECOMMENDATIONS

The Civic Engagement Station asked attendees how the City of Georgetown should communicate implementation updates with the neighborhood. Attendees selected how they would prefer to be engaged about implementation updates from ten different options. There was no limit to the number of options attendees could choose. However, they were only allowed to place one sticker per recommendation option.

Town hall meetings to update the community, annual steering committee meetings and the creation of a neighborhood association received sixteen, twelve, and ten votes respectively. Updates through Nextdoor and through an email listserv received the least amount of votes overall.

Town Hall Meetings Scored the Highest

Figure 38: Continued Engagement Preferences



Major Takeaway

- Online engagement received the least support overall and should be avoided when possible.
- Attendees most preferred methods that would allow for direct communication between the City and residents. Considering current health guidelines the use of electronic or online tools still provide an option for resident and stakeholder engagement.

CONCLUSION

The third and final public meeting for the TRG Neighborhood Plan shared the final Vision and Goals for the Neighborhood and the final recommendations included in the plan. Feedback from attendees on the history implementation and civic engagement were incorporated into the final recommendations for these topics.

