



LAND USE

LAND USE

Introduction

The land use element is one of 14 elements within Georgetown's Comprehensive Plan required by the City charter. The major goal in completing this element is to create a useful tool for decision makers in guiding development in the community, for developers as they plan private investment, and for community members to formalize their vision of the community they seek in 2030. The land use element is the centerpiece of the 2030 Plan and provides key information for the other Comprehensive Elements such as Transportation and Parks.

The Land Use Element carries land use development guidance from the 2008 Plan as well as key community conversations that have taken place since adoption in formal settings such as City Council and the Comprehensive Plan Update process. Community conversations have also happened through the Chamber of Commerce, local government partners such as GISD and Williamson County and nonprofit groups within the City. These conversations have included:

- » The proximity and distribution of commercial services to residential developments (both ensuring appropriate transition in uses while encouraging location of neighborhood serving services

when proposing new residential development);

- » Reservation of land for future commercial development during periods of high demand for residential development in order to preserve commercial corridors for the future needs of tomorrow's neighborhoods;
- » Intentional land use planning within the City's gateway corridors for the promotion of quality appearance;
- » The strategic use and location of high-density residential developments and the accommodation of smaller residential lots (historically not representative in Georgetown's community layout); and
- » The need for a diversity of housing to support current and future residents.

This Element includes strategies for land development that will guide the formation of the City's development code, inform land development decision making by the City Council and the execution of plans, programs and partnerships by the City and its partners. These strategies are rooted in community feedback, focused conversations, and the best

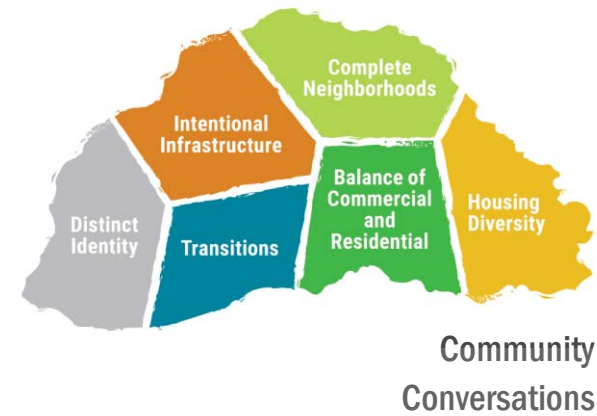
parts of Georgetown as examples for steering future development. The guiding principles of this chapter include:

- » Seeking to plan and prioritize a balance of land uses and a range of housing types that are distributed throughout the community;
- » Planning for intentional infrastructure within targeted Employment Centers;
- » Integration of uses (focus on transition in uses rather than separation of uses);
- » Development of priorities and components of a complete neighborhood and proximity to amenities; and
- » Establishing stability and investment in existing neighborhoods.

The key tool of the Land Use Element is the Future Land Use Map. The Future Land Use Map is based on multiple growth scenarios and the use of a fiscal impact model as an analysis tool to determine the impact of a potential size and location of land use patterns. The categories represented on the Future Land Use Map and further described in this Element prioritize the following priorities of the community:

- » Clear intent of each category and a description of primary uses envisioned within each district;
- » Target ratio of uses (percentage residential and nonresidential) to support the need for a balance of land uses through the community;
- » Location and size of employment centers to support intentional infrastructure and development desired in these locations;
- » The incorporation of high-density residential developments within proximity to amenities such as retail, restaurants, major transportation corridors and options; and
- » Density ranges within each category with emphasis on transition of uses in support of a range of housing types.

Small area planning is another tool that is critical to the implementation of the Land Use Element. A small area plan is a detailed, long-range plan that is focused on a size limited area. Small area plans work in conjunction with the 2030 Plan and guide future land-use expectations and application of development standards. Small area plans provide a greater level of land use analysis, building design and arrangement, and roadway connectivity than the Future Land Use Map. As part of this Update, Georgetown completed a small area plan, the Williams Drive Gateway Plan.



Key Takeaways: Land Use

Georgetown's small-town feel and high quality of life have helped the City remain a unique place despite rapid regional growth and change in the last 20 or more years. However, the transition between small-town Georgetown and urban/suburban Austin area communities has blurred with the outward growth in central Texas. Despite the rapid growth, Georgetown remains a predominantly low-density community with nearly half of the planning area currently vacant.

The City uses a variety of zoning tools to address special development areas, including zoning overlays and special districts. A large portion of the City limits – 30 percent – is zoned as a Planned Unit Development (PUD). Extensive use of PUDs frequently indicates that the existing zoning districts do not meet the City's current development needs.

LAND USE

Existing Conditions

Existing Land Use

Existing land use refers to the function of every parcel at the time of this update, regardless of the underlying zoning. Understanding existing land use patterns and tracking changes over time are important. This analysis includes the City limits, extraterritorial jurisdiction (ETJ), and the planning area (i.e., the combined City limits and ETJ). Existing land use was determined by the Williamson County Appraisal District's classifications and through aerial imagery.

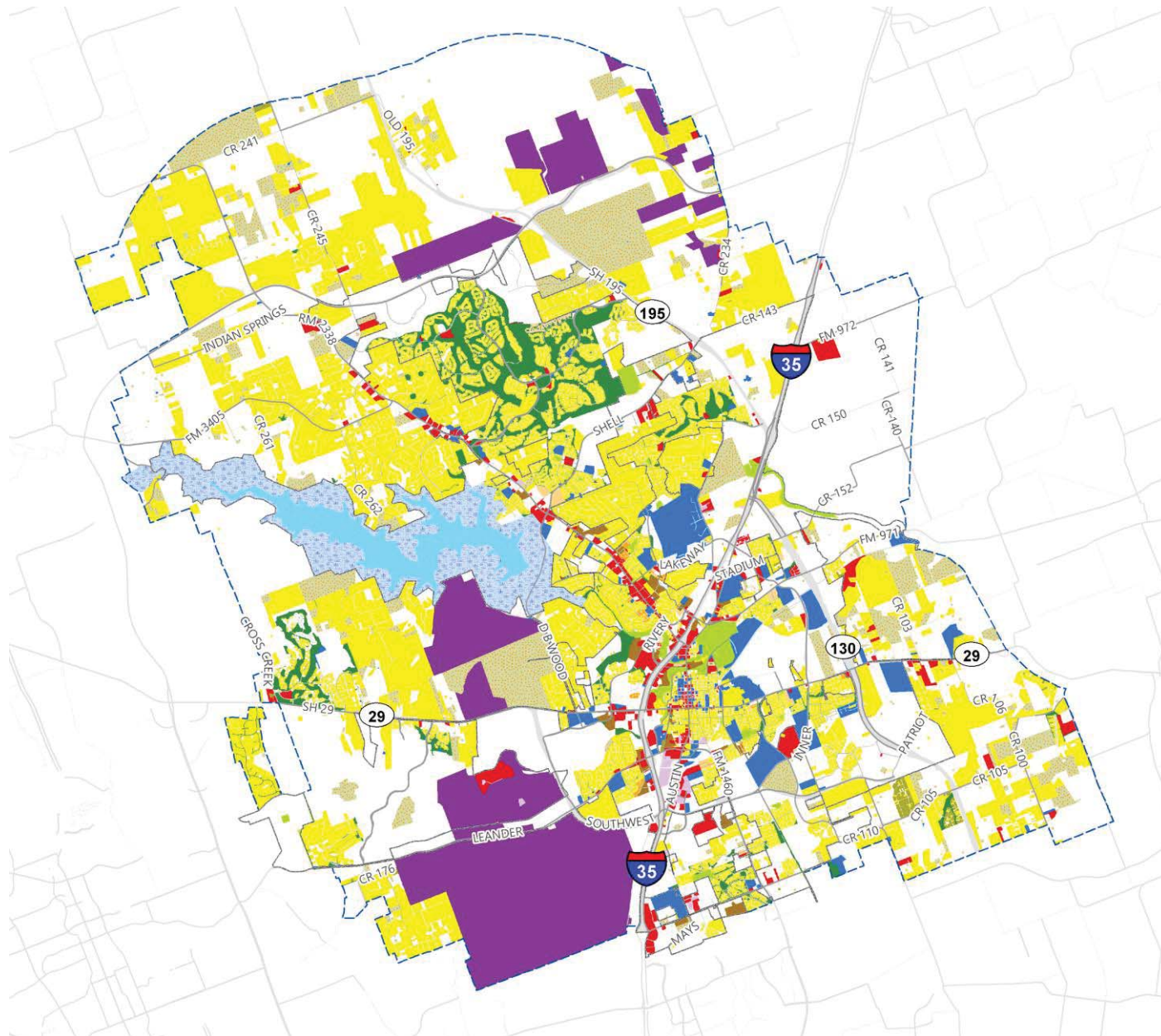
Key highlights of the existing land use analysis include the following:

- » Approximately 42 percent of the total planning area is undeveloped.
- » Within the City limits, about 66 percent is developed, including 25 percent utilized for the lake and right-of-way, 22 percent for residential uses, six percent for public uses, and four percent for nonresidential uses. The remaining 34 percent is undeveloped.
- » Within the ETJ, about 55 percent is developed, including 36 percent residential, 13 percent nonresidential, four percent for right-of-way, and two percent for public and other similar uses. The remaining 45 percent is undeveloped.

Figure 20. Existing Land Use Acreage (as of 1/22/2020)

Existing Land Use	City		ETJ		Planning Area	
	Acres	%	Acres	%	Acres	%
Subtotal: Residential	8,532	22%	28,314	36%	36,846	32%
Ag. /Rural Residential	963	3%	6,124	8%	7,087	6%
Single Family	6,891	18%	21,984	28%	28,875	25%
Two-Family (Duplex)	81	0.2%	4	0.01%	85	0.1%
Townhome	177	0.5%	5	0.01%	182	0.2%
Multi-Family	411	1%	0	0.0%	411	0.4%
Manufactured Home	9	0.02%	197	0.3%	206	0.2%
Subtotal: Nonresidential	1,540	4%	10,321	13%	11,861	10%
Office/Retail/Commercial	1,245	3%	852	1%	2,097	2%
Light Industrial	158	0.4%	23	0.03%	181	0.2%
Heavy Industrial	137	0.4%	9,446	12%	9,583	8%
Subtotal: Public	5,252	14%	1,200	2%	6,452	6%
Parks/Open Space	621	2%	124	0.2%	745	1%
Private Recreation	2,371	6%	739	1%	3,110	3%
Public/Semi-Public	2,260	6%	337	0.4%	2,597	2%
Subtotal: Other	9,613	25%	3,044	4%	12,657	11%
Right-of-Way	4,518	12%	2,924	4%	7,442	9%
Lake/Corps of Engineers	5,095	13%	120	0.2%	5,215	4%
All Developed	24,937	66%	42,879	55%	67,816	58%
Undeveloped	13,111	34%	35,262	45%	48,373	42%
TOTAL	38,048	100%	78,141	100%	116,189	100%

Figure 21. Existing Land Use Map (as of 1/22/2020)



Classification: Light vs. Heavy Industrial

Light industrial uses are typically conducted entirely inside and include uses such as light manufacturing and assembly. Such uses often generate truck traffic.

Heavy industrial uses may have outside storage or on-site excavation. Such uses may generate noise, light, dust, vibration, and other impacts.

- Agriculture/Rural Residential
- Single Family
- Two-Family (Duplex)
- Townhome
- Multi-Family
- Manufactured Home
- Office/Retail/Commercial
- Light Industrial
- Heavy Industrial
- Parks and Open Space
- Private Recreation
- Public/Semi-Public
- Right-of-way
- Lake Georgetown
- Lake/Corps of Engineers
- Vacant
- Georgetown City Limits
- Georgetown ETJ



Source: Williamson County Appraisal District

LAND USE

Existing Zoning

Zoning refers to the classification of land within the City limits into zoning districts and the prescribed land uses and development standards for each category. Georgetown is divided in 17 zoning districts that each allow a range of compatible land uses. The largest districts are Residential Single-Family (42 percent) and Agriculture (27 percent).

The next largest zoning districts are General Commercial, Public Facility, Local Commercial, Industrial, and High-Density Multi-Family. The remaining districts each constitute one percent or less of the land area within the City limits.

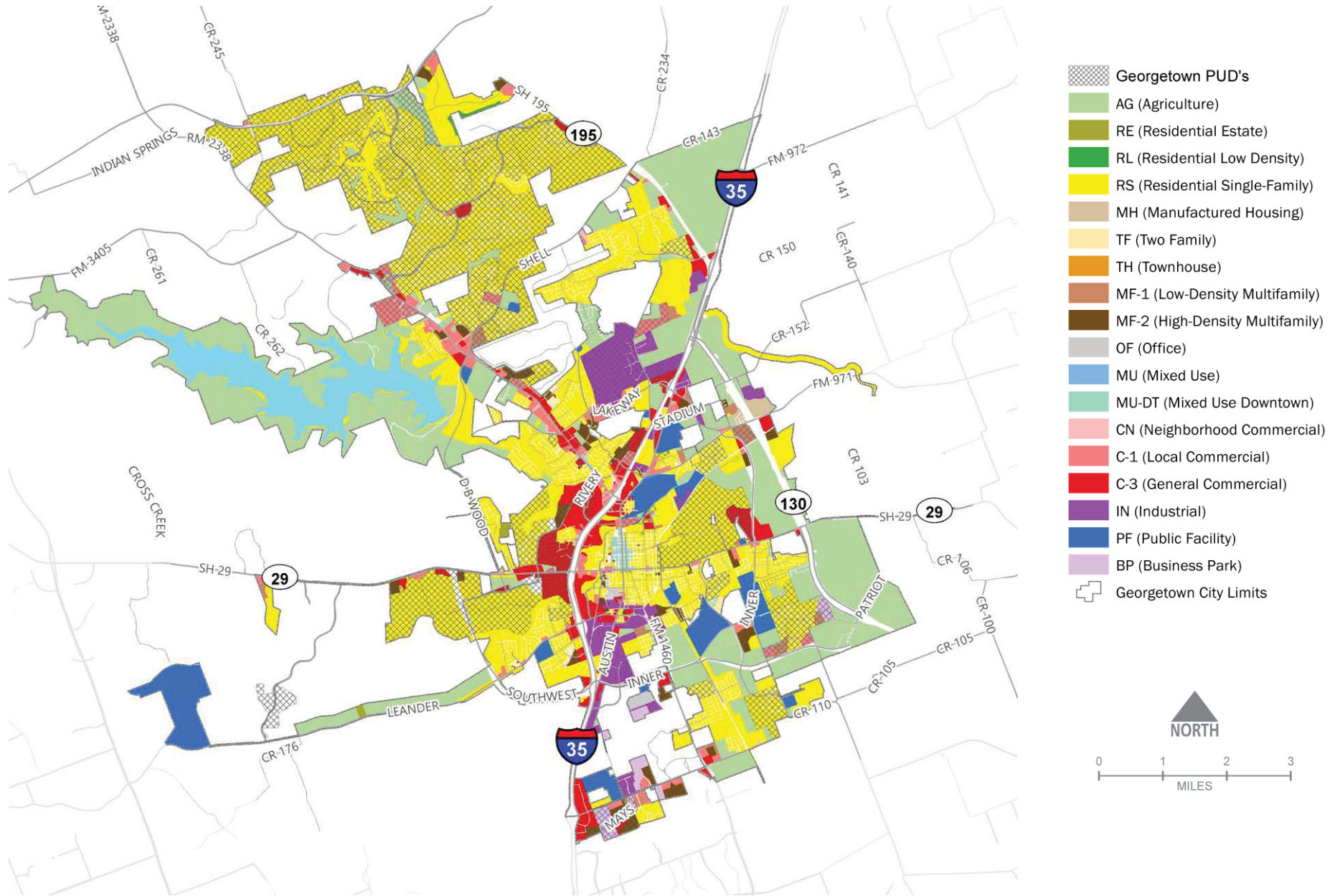
Agricultural zoning is the most common around the periphery of the City where previous City-initiated annexations have taken place. Commercial and Industrial districts are most concentrated in the center of the City.

Over 11,597 acres (30 percent) are zoned as a Planned Unit Development (PUD), shown with hatching in **Figure 23**. PUDs are a type of zoning district that are negotiated between the applicant and City to result in a development product that cannot otherwise be achieved through the City’s typical zoning requirements. PUDs utilize a base zoning district with specified modifications for the proposed development. (Note that the acres in **Figure 22** are based on the underlying base district.) Substantial usage of PUD zoning is often indicative of an issue with the zoning requirements in place, as they are unable to accommodate innovative and desirable development.

Figure 22. Existing Zoning Acreage (as of 1/22/2020)

Zoning Category	City	
	Acres	%
Agriculture	10,170	27%
Residential Estate	37	0.1%
Residential Low Density	30	0.1%
Residential Single-Family	16,078	42%
Manufactured Housing	82	0.2%
Two Family	88	0.2%
Townhouse	10	0.03%
Low-Density Multifamily	251	1%
High-Density Multifamily	672	2%
Office	130	0.3%
Mixed Use Downtown	69	0.2%
Neighborhood Commercial	24	0.1%
Local Commercial	1,092	3%
General Commercial	1,711	4%
Industrial	1,290	3%
Business Park	232	1%
Public Facility	1,472	4%
Total Zoned Land	33,438	88%
Acreage used as right-of-way, included for total acreage discrepancy	4,610	12%
TOTAL	38,048	100%

Figure 23. Existing Zoning Map (as of 1/22/2020)



Source: City of Georgetown GIS

LAND USE

Population Projections

Population projections assist Georgetown in planning for the demand for future infrastructure, public safety services, recreational amenities, and many other considerations. **Figure 24** provides a range of population growth through the combination of population projections prepared by the Texas State Data Center (TDC) and residential permitting records maintained by the City of Georgetown. Projections by the TDC were completed using a Cohort Component projection technique. As the name implies, the basic characteristics of this technique are the use of separate cohorts – persons with one or more common characteristic -- and the separate projection of each of the major components of population change -- fertility, mortality, and migration -- for each of the cohorts. Between official U.S. Census population counts, the Planning Department estimates the population within the city limits using a formula based on new residential building permits and household size. It is simply an estimate and there are many variables involved in achieving an accurate estimation of people living in a given area at a given time. The baseline population for year 2020 is the population estimated through the City of Georgetown Planning Department.

- » Austin-Round Rock MSA projected population increase of 2.5 percent each year (Texas Demographic Center)
- » Williamson County projected population increase of 3.2 percent each year (Texas Demographic Center)
- » City of Georgetown (within city limits) residential permit record, 2010-2019

Figure 24. Population Projection Scenarios

	Growth Rate Similar to MSA	Growth Rate Similar to County	Georgetown Recent Growth Rate
Year	2.5%	3.2%	4.7%
2020	69,531	69,531	69,531
2021	71,269	71,756	72,799
2022	73,051	74,052	76,221
2023	74,877	76,422	79,803
2024	76,749	78,867	83,554
2025	78,668	81,391	87,481
2026	80,635	83,996	91,592
2027	82,651	86,683	95,897
2028	84,717	89,457	100,404
2029	86,835	92,320	105,123
2030	89,006	95,274	110,064

Growth Scenarios

As part of the update to the Land Use Element, the City of Georgetown developed growth scenarios for 2030 to evaluate the balance of land uses in the Future Land Use Map and describe how and where Georgetown could grow over the next 10 years.

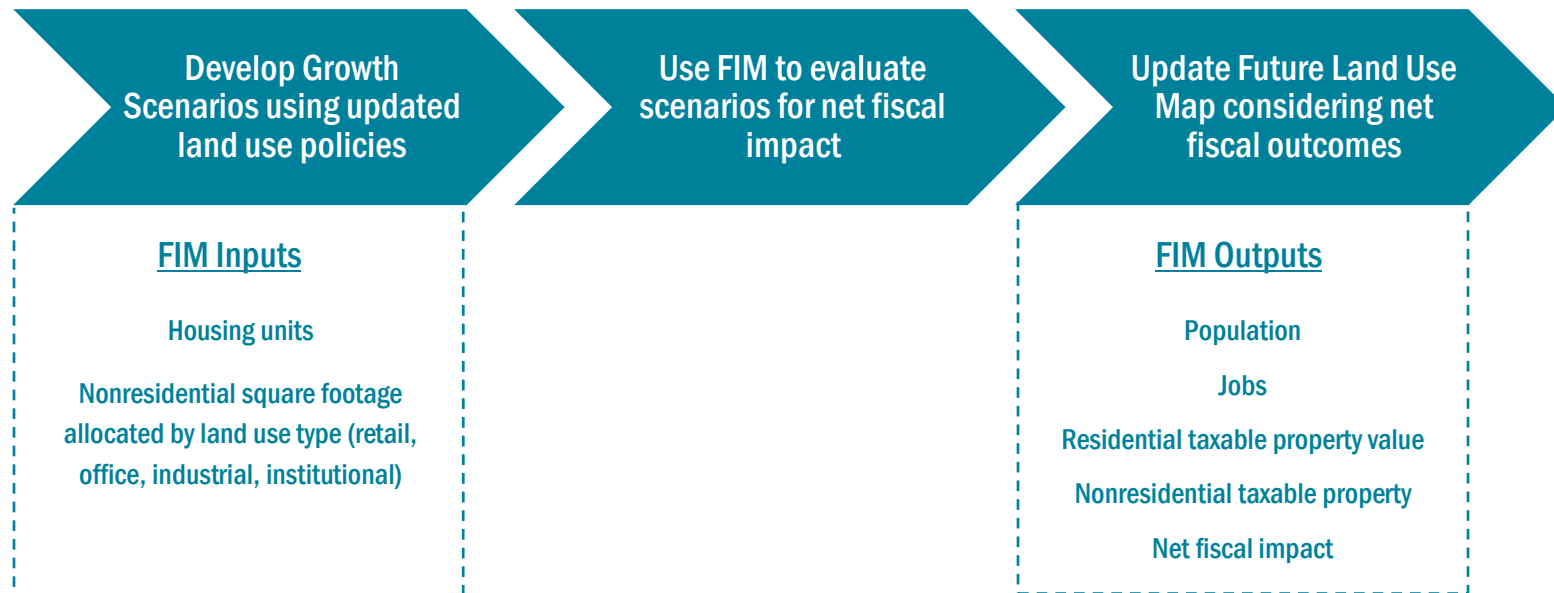
The Steering Committee considered 10 land use scenarios using physical maps and Lego building blocks. The Lego building blocks represented future residential (yellow), nonresidential (red), and target industry (purple) land uses. The Steering Committee identified key nonresidential areas within the planning area where growth is expected or desired and to distribute the residential and nonresidential Legos accordingly.

The project team then used the Fiscal Impact Model (FIM) to project nonresidential square feet, jobs, residential and nonresidential taxable property value and a net fiscal impact for the land distribution by the Steering Committee.

Together, the map and the resulting projections represent a scenario of growth. The City then used the FIM to evaluate the net fiscal outcome of the Steering Committee growth scenarios against existing development trend and cost to serve data in the FIM. The comparison of the net fiscal outcomes of the various scenarios against existing development was a consideration of the arrangement of land uses in the final Future Land Use Map.

For additional information on the growth scenarios process, see **Appendix I: Fiscal Impact/Growth Scenario Memo**.

Figure 25. Growth Scenarios Process Summary



LAND USE

Target Areas

Georgetown will make land use decisions that promote the development and redevelopment of target areas, which include specifically the following areas:

South and North Austin Avenue

Development will support the character and quality feel of the downtown area. Gateway standards will assist with creating an entrance and distinct feel.

Downtown and Neighborhoods in Transition Areas

Several neighborhoods (including downtown and neighborhoods in transition areas identified in the Downtown Master Plan) are experiencing development pressures with changes in traffic and commercial development interest.

Intersection of Shell Road and SH 195

Key transportation corridors and the need to promote commercial uses that serve nearby residential development.

Williams Drive

Existing utilities, major transportation corridor, established residential developments and continual redevelopment.

Southeast Georgetown

Residential development has boomed in the southeast quadrant of Georgetown. As development continues, a need for shared greenspace and commercial amenities is critical to the area.

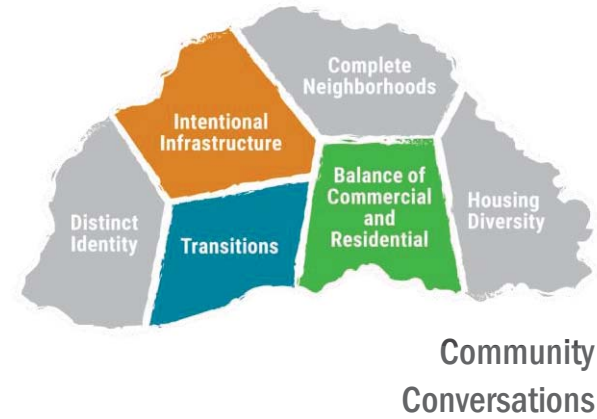


Figure 26. Target Area Identification Steering Committee Exercise



Future Land Use Policies



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.

- » Balancing land uses throughout the community and improving access to retail and service amenities was a community conversation in this Update. Commercial nodes and the ratio of non-residential uses within residential future land use categories have been designed and located to help distribute commercial development throughout the community. Improving the interface between residential and non-residential is a priority of this policy.
- » Balance is achieved by following the target ratios outlined in each Future Land Use category.
- » Gradual transitions in intensities are achieved through:
 - » Site planning during which building location, orientation, and design are similar in character with the surrounding development.
 - » Placement of more intense uses near the center of the area where services and transportation networks are more established; less intense/ uses are located towards the periphery. More intense uses may be those that generate more traffic and allow for a higher density of residential or commercial space.
 - » Utilization of lower density multi-family development and moderate density single-family residential uses to support neighborhood commercial in commercial centers and improve the transition between commercial and single-family residential uses.

LAND USE



Policy LU.2 Promote more compact, higher density, well-connected development within appropriate infill locations.

- » Population growth and housing affordability are placing an ever-increasing demand for alternatives to low density, single-family detached housing. Compact development takes advantage of the typically limited site area in infill locations. Not necessarily larger in scale, but can accommodate a higher density with building form that supports a pedestrian oriented environment.
- » Appropriate infill sites are typically surrounded by existing development with interconnected streets and utility systems to support higher density residential uses, appropriately scaled commercial uses and pedestrian friendly environments.
- » Higher density compact development features:
 - » Proximity to amenities and open space areas.
 - » Housing products and opportunities that may be missing within a neighborhood.
 - » Integrates with existing development.
 - » Promoted through public-private partnerships, programs, and/or tailored development standards.



Policy LU.3 Promote development of complete neighborhoods across Georgetown.

- » Georgetown has many well designed and maintained neighborhoods. Well maintained and stable neighborhoods provide a high quality of life for residents. New neighborhoods include a variety of housing options and price-points, access to neighborhood serving commercial, and recreational and cultural amenities.
- » Complete neighborhoods include a range of housing types or may be exclusively single-family housing types; however, a critical component is the provision of appropriately-scaled amenities and commercial services. Amenities include the provision of open space (active and passive) as well as GISD schools, retail and services.



Policy LU.4 Encourage redevelopment in target areas.

- » Redevelopment is the clearing of land and construction of new buildings, the conversion of existing buildings to a different use, or a combination of the two. Redevelopment in target areas is encouraged in a variety of ways including: small area planning, intentional infrastructure investment, and/ or specialized development standards.
- » Identified target areas include:
 - » Williams Drive, South and North Austin Avenue, and Downtown
- » When redevelopment occurs, it will provide:
 - » Neighborhood supporting commercial uses.
 - » Access to open space and recreational opportunities.
 - » Missing housing products.
 - » Methods to ensure compatibility between existing and proposed uses including appropriate landscaping, building setbacks and massing.



Policy LU.5 Identify potential opportunities and selectively target, plan, and promote development/reuse initiatives.

- » Redevelopment is the clearing of land and construction of new buildings, the conversion of existing buildings to a different use, or a combination of the two. Redevelopment in target areas is encouraged in a variety of ways including: small area planning, intentional infrastructure investment, and/ or specialized development standards.
- » Reuse is the process of utilizing an existing building for a purpose other than which it was originally built or designed. Opportunities may include areas in need of additional infrastructure improvements, or target areas.
- » Development and reuse initiatives may be promoted through:
 - » Small area plans;
 - » Financial incentives; and/or
 - » Public-private partnerships.
 - » Financial incentives for reinvestment in historic properties.

LAND USE



Policy LU.6 Continue to promote diversification of uses while strengthening the historic character and supporting the existing historic neighborhoods.

- » Maintaining the small town charm of Georgetown is a theme and desire identified by the public as part of this Update. The historic character of Downtown and Old Town is a key component of preserving and strengthening the small-town charm. Growth and redevelopment in these neighborhoods is compatible with their historic character.
- » Uses appropriate in historic neighborhoods may include commercial and other neighborhood supporting development built at a scale and intensity that complements the character of neighborhoods identified as historic resources.
- » Implementation of the Downtown Master Plan.
- » Utilizing a small area plan approach to the planning of the transition zones identified on the periphery of the downtown overlay district.



Policy LU.7 Strengthen Georgetown's image and quality feel within enhanced gateways and commercial corridors.

- » A visitor's first impression of Georgetown is defined by the entryways into the City. Georgetown's image is defined through heightened and tailored standards for established Image Corridors, gateways as envisioned in the Gateways and Image Corridors chapter of the Land Use Element.
- » Superior development standards that support Georgetown's image are applied to intense uses along commercial corridors when evaluating special use permits, planned unit developments and other special districts.



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.

- » Georgetown's target industries include advanced manufacturing, life sciences, and professional services, as identified by the Target Industry Analysis (2017).
- » Promotion takes place through tailored development standards and through the coordination with the City of Georgetown Economic Development Department, Georgetown Development Alliance, and other similar organizations.
- » Land suitable for these uses is protected through the application of land use ratios and care taken to ensure developments include supporting services during the land use entitlement and development review process.

- » Diversify the City’s tax base by ensuring developments include supporting services within the land use ratios.



Policy LU.9 Adopt development practices that preserve and enhance the environment.

- » Part of the “small-town charm” characteristics documented through our outreach efforts and community conversations includes the physical proximity of the natural resources easily accessible to residents. Natural resources include:
 - » Rivers,
 - » Creeks,
 - » Wildlife in less densely populated areas, and
 - » Farmland to the east and ranchland to the west.
- » As the community grows, preserving and enhancing the natural environment is supported through:
 - » Incorporation of low impact development practices,
 - » Clustering of density with preservation of key open spaces, and
 - » Designing subdivision to save land and transfer density.



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.

- » Decision framework refers to how “rules” are applied by City Council and the Boards/Commissions that evaluate/recommend land development decisions. City staff, Council and supporting Boards and Commissions play a role in the implementation of the 2030 Plan through their analysis, recommendations and legislative actions; specifically, those legislative decisions made by the City Council that impact the expansion of the city limits and the provision of infrastructure including roads, utilities and the creation of special financial districts. Examples of
 - » Development Agreements - “An agreement approved by the City Council for a development that could not otherwise be accomplished under this Code or the Code of Ordinances. A Development Agreement may modify or delay certain requirements of this Code (including any Manuals adopted by reference in the Code) and/or any other provisions of the City Code of Ordinances.”

LAND USE

- » Annexation - “The process by which a municipality expands its boundaries into adjacent areas not already incorporated into the municipality.”
- » Special Purpose Districts - “Political subdivision(s) created pursuant to Article III, Section 52, and/or Article XVI, Section 59, of the Texas Constitution and that are authorized by law to provide water, wastewater, stormwater, and other services (“Districts”), to allow development within the City’s corporate boundaries and extraterritorial jurisdiction that is generally consistent with the City’s Comprehensive Plan.”
- » Zoning Map Amendments – The process by which the official zoning map is revised with the end goal of changing the uses permitted on a property within the city limits. The zoning designation of a property also determines the manner in which a property may develop with certain dimension standards, building design requirements, or landscaping standards. A Planned Unit Development (PUD) is a special zoning district in which developers may propose alternative standards for permitted uses and design unique to their specific project.



Policy LU.11 Encourage innovative forms of compact, pedestrian friendly development and a wider array of affordable housing choices through provisions and incentives.

- » At the time of writing this Plan the residential development within the community is largely single family detached (4 to 6 units per acre) or garden style multi-family development (14-18 units per acre). Compact development ranges in density but is generally supportive of a minimum of six units per acre and is representative of more than one housing type. The intent of this policy is to encourage the community’s vision for housing diversity as described in the Housing Element. This policy compliments LU.2 as it is specifically focused on encouraging compact, pedestrian-oriented development. Characteristics of compact development envisioned as part of this policy include:
 - » Building Form: A range of building types with small to medium sized footprints with a general width, depth and height no larger than a detached single-family home.
 - » Walkability & Pedestrian Infrastructure: within walking distance (¼ to ½ mile) to non-residential uses. Access to quality, safe pedestrian facilities.
 - » Subdivision: Connectivity is prioritized within a subdivision and to surrounding properties with smaller blocks through an interconnected street network.
 - » Open Space: Active open space is prioritized, pedestrian amenities (lighting and landscaping) are incorporated into sidewalk design.



Policy LU.12 Support public safety services and infrastructure to ensure that Georgetown continues to be a safe, welcoming community that serves all residents.

- » Community safety and a quality of life for residents, visitors, and business owners contribute to the distinct community identity of Georgetown. Maintaining safety while responding to population growth is a community priority. This policy prioritizes the evaluation of public safety services and infrastructure levels when considering requests for growth and density. public safety services include:
 - » Traditional Public Safety Personnel and Facilities – Police, Fire, EMS
 - » Community Enhancement – Code Compliance
 - » Community Engagement – Encourage neighborhood participation to ensure that Georgetown continues to be a safe and welcoming community.



Policy LU.13 Promote development decisions that serve the needs of our interlocal government partners.

- » Through collaboration, this policy seeks to coordinate long range planning efforts with the City’s interlocal government and institutional partners to identify opportunities to leverage resources and make decisions that promote quality opportunities to live, work, learn and play. Interlocal government partners include:
 - » Georgetown Independent School District (GISD)
 - » Williamson County
 - » Southwestern University
 - » Texas Department of Transportation (TxDOT)
 - » Adjacent cities
- » Opportunities for collaboration include:
 - » Discussion of changes to the future land use plan should be prioritized with GISD and Williamson County to ensure proper school planning and coordination with the Overall Transportation Plan and Parks, Recreation and Open Space Master Plan.
 - » Prioritized coordination with adjacent jurisdictions on land use planning for areas abutting Georgetown should be prioritized.
 - » Opportunities for future development on the undeveloped portions of the Southwestern University campus.
 - » Coordination with TxDOT to enhance and prioritize key gateways in the community.

LAND USE



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.

- » In citizen surveys, parks and open spaces consistently rank among the top amenities in Georgetown. As Georgetown has grown in population and in land area, the importance of maintaining and promoting a high quality of life through a growing parks system has been consistent. The purpose of this policy is to be intentional in the community's investment in park infrastructure, build on community conversations in which parks are prioritized as a key component of a complete neighborhood, and maximize opportunities in the development process to design neighborhoods with accessible and safe parks and open spaces. As new developments are planned, the following are key opportunities that shall be considered:
 - » Prioritize the goals and polices of the Georgetown Parks, Recreation and Trails Master Plan.
 - » Coordination of active and passive open space in neighborhood design.
 - » Prioritize the incorporation of active open space and street connectivity when density is being increased in an area.



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.

- » Traffic and growth-related pressures are consistently identified as top community concerns expressed both in city outreach efforts related to this Update, as well as annual community surveys. The intention of this policy is twofold:
 - » Active management and planning of City infrastructure to support a high level of service as the City grows.
 - » Continue the work the City is pursuing in directing significant resources to transportation efforts through our work with Williamson County and state and federal transportation agencies.

Future Land Use

Future Land Use Distribution

Spatially, Georgetown’s planned future land use pattern is expressed as a framework of areas, major corridors, and nodes. This concept has proven effective for guiding the physical development of the city toward greater land use efficiency, land use diversity, and connectivity.

The land use concept accomplishes its goals by establishing *areas* that identify large areas of cohesive development character, which are served by supportive uses at strategic locations. Commercial development is directed to occur primarily within *nodes* at strategic locations, or along *corridors* where a pattern is established or appropriate. A node is a hub or focused center of activity of a certain scale that occurs typically at the intersection of major roadways. Nodes are located at key locations to serve the needs of the surrounding community (whether one neighborhood or a group of neighborhoods). Nodes shown on the Future Land Use Map are not intended to be exact representations of the size or configuration of development areas or buildings, but rather to convey a conceptual idea of the location and extent of a particular land use or mix of uses. Nodes can range in size, from between 30-50 acres for a *Community Center* node, to over 100 acres for a *Regional Center*.

A corridor is an area of land, typically occurring along a major transportation route, which connects two or more geographic areas of the community (e.g., two districts). Corridors may be thought of as elongated nodes of development, with similar sizing and location criteria. They tend to satisfy market needs of auto-oriented uses with frontage along major roadways. Coupled with higher development standards for siting, landscaping, access, design, minimum property size, etc., these corridors encourage greater development quality.

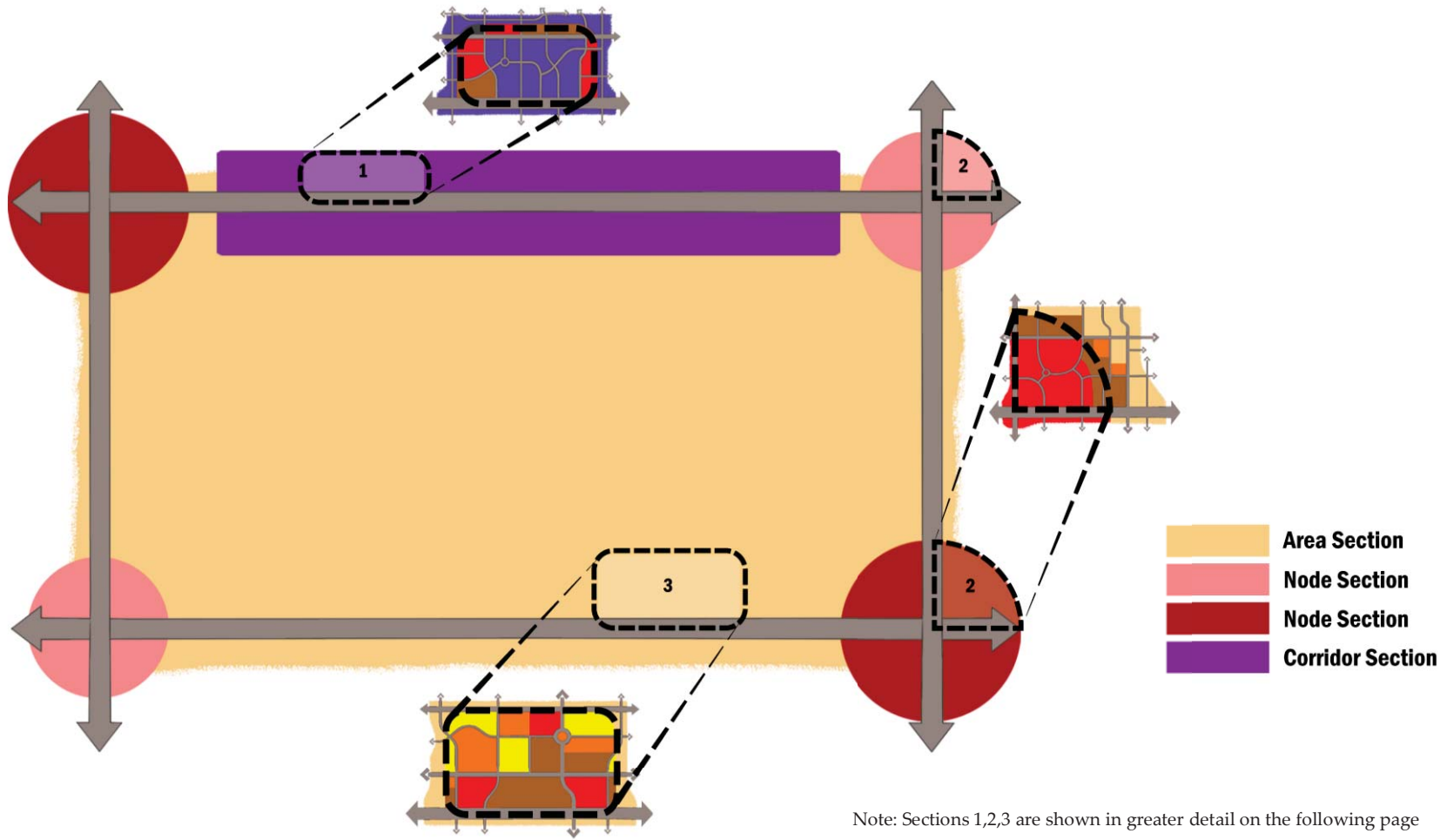
Areas encompass larger geographic areas—usually surrounding or adjoining nodes and corridors—including residential neighborhoods, large-scale mixed-use developments, or employment centers. The location and size of districts vary, depending on use mix, land demand, access, and adjacency requirements. For example, employment centers are typically large and located along freeways or major arterial roads.



LAND USE

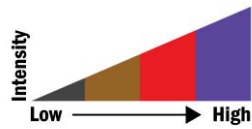
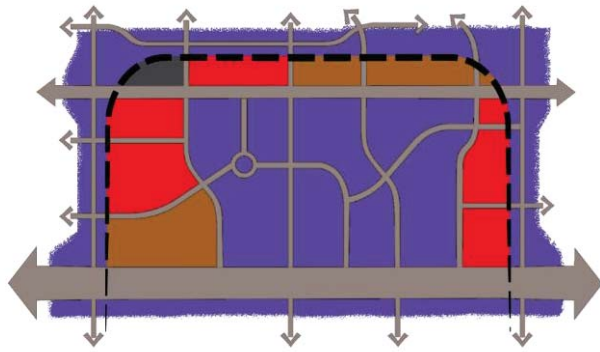
A range of individual land use types are appropriate within each Future Land Use category. Arrangements are well integrated and have intentional transitions of density and intensity between uses to promote compatible development. **Figure 27** illustrates an arrangement of uses within area, corridor, and node development patterns. These development patterns are generally applied, and the boundaries are meant to be interpreted based on major roadways, geographic features, geo-political boundaries and established developments. Connectivity between uses may be achieved by vehicular, pedestrian and/or orientation of structures.

Figure 27. General Arrangement of Land Use Patterns



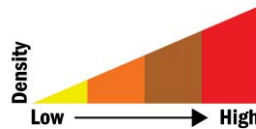
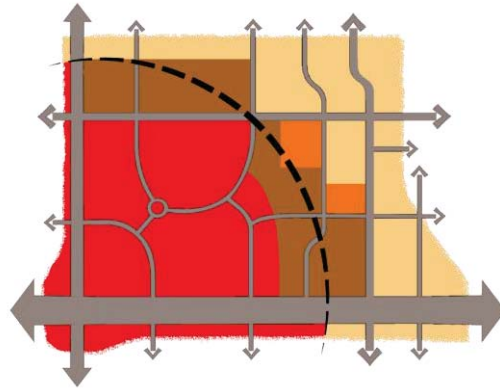
Note: Sections 1,2,3 are shown in greater detail on the following page and illustrate transitions of uses and are not representative of specific land use categories.

Figure 28. Corridor (Section 1)



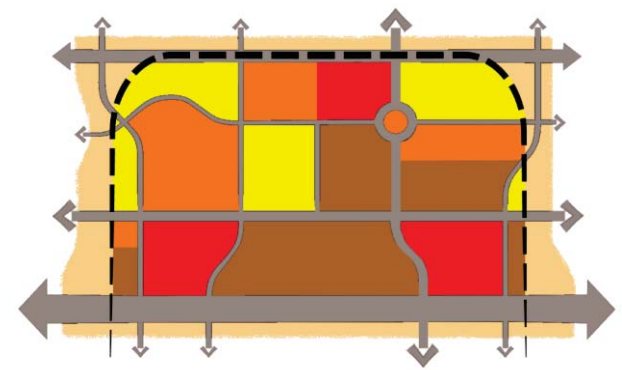
The corridor development pattern serves as a transition between commercial and less dense residential development along a major roadway. A corridor development pattern utilizes a network of internal local streets to provide access between the commercial uses and supporting moderate to high density residential uses.

Figure 30. Node (Section 2)



The node development pattern provides a transition of high intensity commercial uses out from an intersection of major roadways to less intense commercial and moderate to high density residential uses. Lesser roadways enable moderate to high density residential uses to be integrated within or immediately adjacent to commercial activities. The size of the node is determined major roadways, geographic features, geo-political boundaries and established developments but are generally $\frac{1}{4}$ to $\frac{1}{2}$ miles from the center.

Figure 29. Area (Section 3)



The area development pattern illustrates the general arrangement of commercial and residential uses. Housing densities are generally arranged in decreasing densities outward from commercial uses.

LAND USE

Future Land Use Map

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety, and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Future Land Use Map (FLUM), shown in **Figure 43**. The FLUM serves as the City’s long-range roadmap to establish an overall framework for the preferred ultimate development pattern of the City based principally on balanced, compatible, and diversified land uses. The FLUM ultimately reflects the City’s long-range statement of public policy and should be used as a basis for future development decisions. Specifically, the plan designates various areas within the City for land uses, based principally on the land use strategies outlined herein.

Rural Residential (RR)

These large lot, low-density areas preserve the rural atmosphere of Georgetown. Homes are traditional, single-family residences with large front yard setbacks from roadways and large side yard setbacks separating homes to reinforce the rural openness. Supporting nonresidential uses are located along major thoroughfares with large setbacks and natural buffers from neighboring residential. These uses are typically located around the periphery of the planning area and are often not connected to public water/wastewater utilities.

Figure 31. Homes along County Road 100



DUA: ≤ 1

Target Ratio: 95% residential, 5% nonresidential

Primary Use: Single-family residential

Secondary Uses: Limited retail and service uses

Neighborhoods (NH)

Neighborhood character maintains a suburban atmosphere. Conservation subdivisions (also referred to as “clustering”) encourage the preservation of open space and environmentally sensitive areas. Development standards ensure adequate open space and efficient roadway and pedestrian connectivity to schools, neighborhood amenities and parks. Supporting nonresidential uses are similar in scale to the residential properties, include appropriate landscaping and buffering standards. Nonresidential uses are located along major thoroughfare bordering neighborhoods or on collector roads leading into neighborhoods.

Figure 32. Georgetown Village



DUA: ≤ 5

Target Ratio: 90% residential, 10% nonresidential

Primary Use: Traditional detached single-family homes

Secondary Uses: Limited neighborhood-serving retail, office, institutional, and civic uses

Mixed-Density Neighborhood (MDN)

This category includes a blend of single-family and medium-density housing types. Medium density housing options are consistent with and complementary to the traditional single-family neighborhood with emphasis on connectivity and access to neighborhood amenities including schools and parks. Development standards for medium density housing and any nonresidential uses are in place to ensure compatibility through increased setbacks for taller buildings, architectural designs that are consistent with the neighborhood, location of more intense uses and development nearer to the edge of developments, and enhanced landscaping. Additionally, any nonresidential uses are located primarily at arterials and other major roadway intersections and include appropriate buffering and pedestrian orientation to support the surrounding residents.

Figure 34. Old Town Overlay District



DUA: 5.1-14.0

Target Ratio: 80% residential, 20% nonresidential

Primary Use: Variety of single-family home types (detached, duplex, townhome)

Secondary Uses: Limited neighborhood-serving retail, office, institutional, and civic uses

Community Centers (CC)

These areas are typically configured as “nodes” of smaller scale at the intersection of arterial roads and other major thoroughfares. These developments provide local retail, professional office, and service-oriented businesses that serve the residents of Georgetown. While typically auto-oriented, pedestrian connections to the surrounding neighborhoods are provided. Well integrated residential developments, which encourage the interaction of residents and businesses, are appropriate and vertical mixed use encouraged. To promote the interaction of integrated and adjacent residential development, these areas emphasize quality building and site design, such as enhanced architectural features, landscaping, and prominent pedestrian facilities.

Figure 33. Service Oriented Businesses on Williams Drive



DUA: 14 or more

Target Ratio: 80% nonresidential, 20% residential

Primary Use: Small to mid-size retailers

Secondary Uses: Medium and high density residential, local restaurants, specialty retailers, professional office, and civic uses

LAND USE

Regional Centers (RC)

Developments may be configured as major shopping centers, stand-alone big-box retailers, or large-scale mixed-use developments, as well as supporting flex office space and office/warehouse development. These developments are typically automobile-oriented with convenient access from major transportation routes and highway interchanges, however internal pedestrian connectivity is maximized and includes opportunities for pedestrian activity. Well integrated residential developments, which encourage the interaction of residents and businesses, are appropriate and vertical mixed use encouraged.

Figure 35. Sheraton Hotel & Conference Center



DUA: 18 or more

Target Ratio: 75% nonresidential, 25% residential

Primary Use: Large retailers

Secondary Uses: Mixed use, high density residential, chain restaurants, specialty retailers, professional office, and civic uses

Employment Center (EC)

Centers with employment-generating uses support heightened economic activity through quality architectural design and well-integrated supporting uses such as retail, restaurants. The inclusion of moderate to high density residential is appropriate as a supporting use to these areas of commerce and employment. Because these areas often act as a transition between more intensely developed industrial uses and residential neighborhoods, standards should be developed to ensure that development of these activities is compatible with the character of the surrounding area. Care should be taken to protect adjacent uses from adverse impacts potentially associated with existing industrial uses (commercial traffic, outside storage, etc.), using buffering and/or performance-based development standards.

Figure 36. St. David's Georgetown Hospital



DUA: 14 or more

Target Ratio: 80% nonresidential, 20% residential

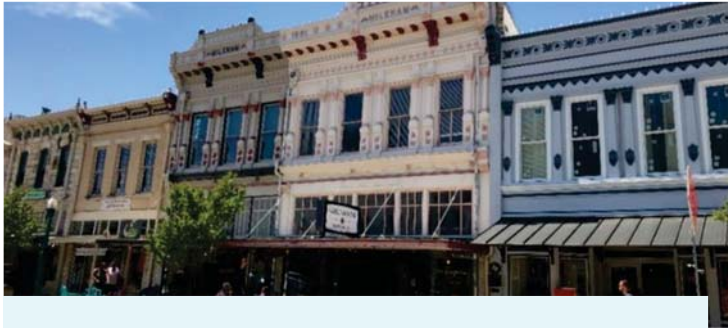
Primary Use: Advanced manufacturing, life sciences, and professional services

Secondary Uses: Flex workspace, environmentally friendly manufacturing, retail, commercial, high-density residential, and mixed use

Special Area (SA)

Special Areas are planned areas that integrate a variety of complementary uses, with an emphasis on retail, offices, and entertainment activities. These centers are unique destinations with emphasis on building design, landscaping and the inclusion of public plazas, green spaces and areas for the public to gather. Special Areas are designed in a pattern of pedestrian-oriented, storefront-style shopping streets, with shared parking and strong pedestrian linkages to the surrounding areas.

Figure 37. Downtown Georgetown



DUA: 14 or more

Target Ratio: Development specific

Primary Use: Mixed use (high-density residential and retail)

Secondary Uses: Medium-density residential, office, commercial, recreational, and civic uses

Institutional (I)

The institutional category refers to individual or concentrations of government operations and uses, including government administrative offices, libraries, police, fire and EMS services, airports, correctional facilities, and infrastructure. Schools, university and college campuses, and similar educational uses and centers are also a part of this designation, as are community institutions that are privately or semi-privately owned, such as churches and major medical and health care facilities. These facilities project a positive image of the community and are located to provide ample public access.

Figure 38. Georgetown Public Library



Target Ratio: 100% nonresidential

Primary Use: Governmental operations, educational uses, religious uses, and major healthcare facilities

Secondary Uses: N/A

LAND USE

Parks and Recreation (PR)

Public parks and recreational areas are integrated into and easily accessible from residential neighborhoods and developments. Regional parks are accessible from major thoroughfares and can provide a variety of recreational opportunities.

Figure 39. Garey Park



Target Ratio: 100% nonresidential
Primary Use: Parkland, trails, and other recreational amenities
Secondary Uses: N/A

Open Space (OS)

Floodplains and other natural or environmentally sensitive areas are preserved as open space. No development is anticipated in these areas.

Figure 40. Fishing Area



Target Ratio: 100% nonresidential
Primary Use: Parkland, trails, and other recreational amenities
Secondary Uses: N/A

Mining (M)

This use designation includes current mining operations. Care should be taken to protect adjacent uses from adverse impacts associated with these activities.

Figure 41. Quarry Operation



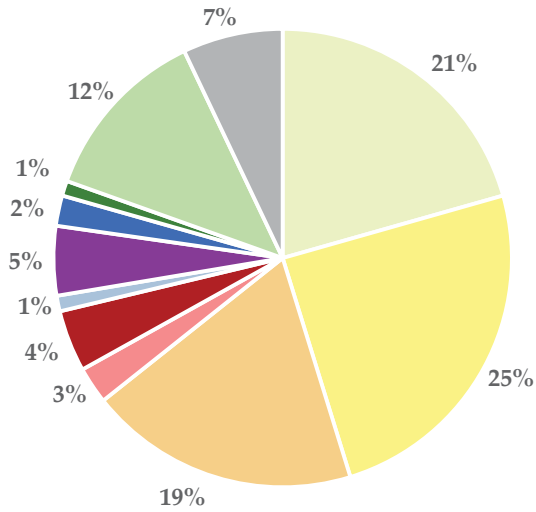
Target Ratio: 100% nonresidential

Primary Use: Mining

Secondary Uses: N/A

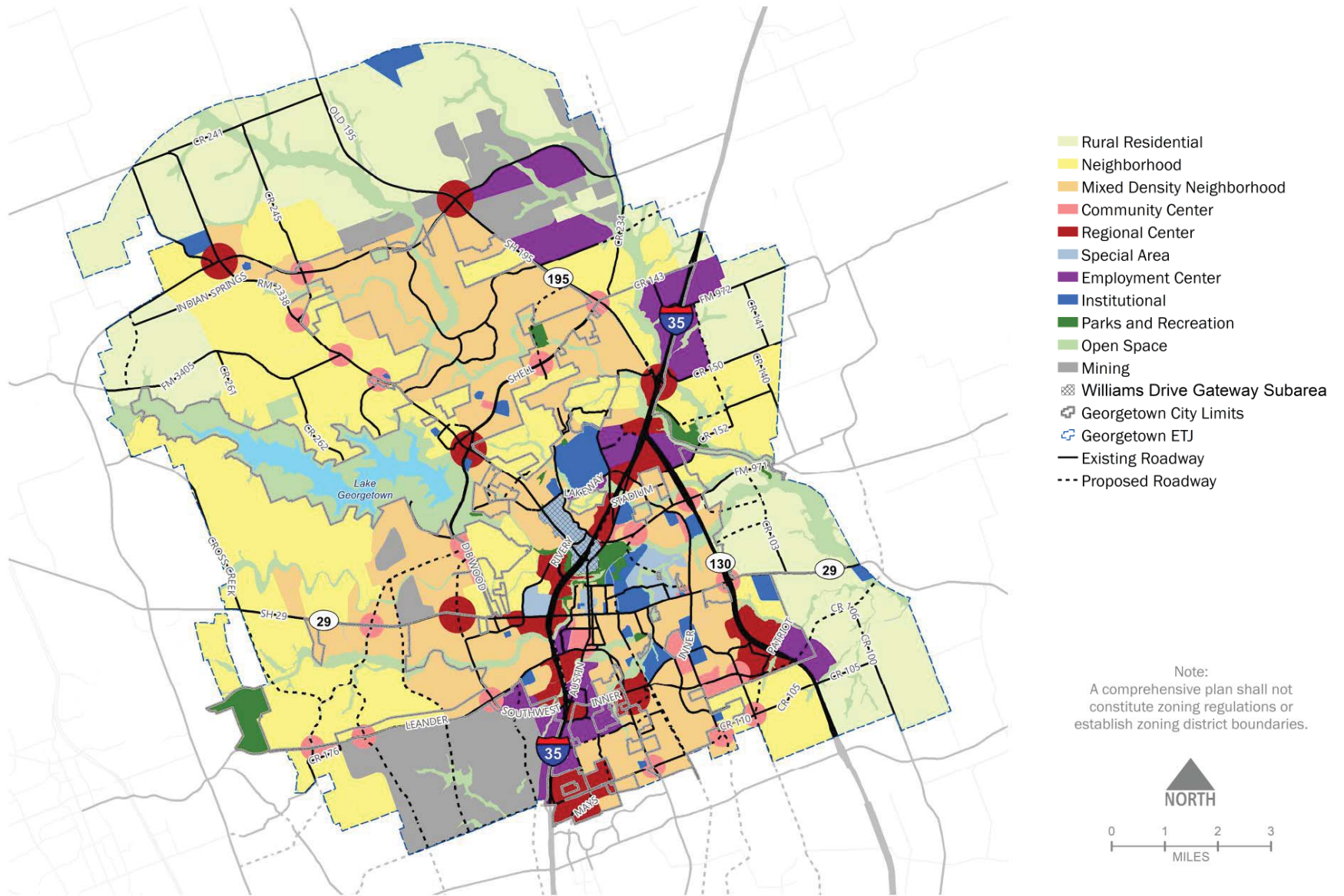
LAND USE

Figure 42. Future Land Use Acreage



Future Land Use Category	City		ETJ		Planning Area	
	Acres	%	Acres	%	Acres	%
Rural Residential	83	0.2%	23,853	31%	23,936	21%
Neighborhood	2,692	7%	25,915	33%	28,607	25%
Mixed Density Neighborhood	15,328	40%	6,853	9%	22,181	19%
Community Center	1,522	4%	1,500	2%	3,022	3%
Regional Center	3,974	10%	1,075	1%	5,049	4%
Special Area	1,273	3%	6	0.01%	1,279	1%
Employment Center	2,255	6%	3,434	4%	5,689	5%
Institutional	1,956	5%	532	1%	2,488	2%
Parks and Recreation	933	2%	292	0%	1,225	1%
Open Space	7,992	21%	6,507	8%	14,499	12%
Mining	40	0.1%	8,166	10%	8,206	7%
TOTAL	38,048	100%	78,133	100%	116,181	100%

Figure 43. Future Land Use Map



LAND USE

[this page intentionally left blank]