



2030 Comprehensive Plan



2030 Plan Amendments and Revisions Documentation Page

The 2030 Comprehensive Plan is a long-range guide to implementing the vision of the community. The Plan should be implemented effectively and purposefully but also be able to adapt to changing circumstances as needed. The framework established in this Plan for amending and revising the plan elements, maps and related text is clearly stated and should be carefully documented through the life of the Plan.

At the 2030 Plan Annual Update, staff may recommend changes to maps, text, tables, etc. in accordance to the procedures established in this Plan. Following each Annual Update, staff will provide to the necessary parties inserts that will include any approved amendments, to be documented on this page by year. An emergency amendment or revision made outside of the Annual Update cycle will appear on this page as well. In addition, the City of Georgetown website and/or Planning office will have the official version of the Plan available to the public at any time.

2008: Plan established by Ordinance 2008-07, adopted February 26, 2008

2009: Plan amendments adopted by Ordinance 2009-27, adopted May 11, 2009

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2030 Plan Executive Summary

In 1986, the residents of Georgetown decided that an ongoing, functioning comprehensive plan was a necessity for the City, requiring it in an amendment to the City Charter. Georgetown, not unlike many small cities facing continued explosive growth in the future, has realized the value that an extensive yet practical comprehensive plan brings to the community. The first comprehensive plan, the Century Plan, was adopted in 1988 and laid the groundwork for the next twenty years and a new plan. In 2008, the Georgetown City Council passed The 2030 Comprehensive Plan, which seeks to move Georgetown further into a new century faced with new opportunities and challenges.

The 2030 Comprehensive Plan (“Plan”) is built on a community-supported Vision Statement that becomes the policy touchstone and the destination for the comprehensive plan. The long-term goals and objectives stem from the overall vision of what Georgetown strives to be in the future. The Plan helps the city push towards those goals using new policy tools and initiatives, user-friendly applications and a framework for implementation and monitoring.

The City Charter contains certain elements that should be part of any adopted comprehensive plan. These include master plans for parks/open space, transportation, housing, economic development, etc. The City has existing plans for many of these elements, although most have been done independently in the past. The new Plan provides a structure to merge these elements with the newly completed Future Land Use Plan, the first element to be updated as part of this process. The Vision Statement will be the starting point and the guide for all future elements, which should be adopted quickly to complete the Plan.

The Plan will be used by all departments in city government and the community at-large, drawing on its vision and guiding principles to create a more efficient, responsive government and a collaborative relationship between the City and the builders, designers and developers of the community. Georgetown’s residents expect first-class development and amenities and the new plan seeks to foster creativity and teamwork between those who share a desire to increase the reputation of the city with exciting new development and also protect the history and uniqueness of Georgetown.

The 2030 Comprehensive Plan puts Georgetown in an advantageous position to tackle new problems while continuing to provide superior service to its residents and customers. The new 2030 Vision can be realized with attention to the details of the new Plan, continued diligence and responsiveness, and the sustained contributions of Georgetown’s citizens.

Executive Summary

Georgetown Parks, Recreation and Trails Master Plan



"I hope to be remembered as someone who made the earth a little more beautiful."

SUPREME COURT JUSTICE WILLIAM O. DOUGLAS

BUILDING A LEGACY WITH OUR PARKS
Georgetown Parks, Recreation and Trails Master Plan



Introduction

The City of Georgetown is a very desirable place to live, work and play. In fact, Georgetown was ranked as the number two city in the nation to live and start a small business by Fortune Small Business Magazine in 2008. When residents are asked what it is that they like about Georgetown, it is invariably the beauty of the rivers and the small town feel that brought them here in the first place. The country feel is also an extremely important quality of the City that residents wish to see retained and preserved. In fact, the biggest fear of most residents is uncontrolled development causing the destruction of the City's country feel.

Parks and open spaces are one of the most visible elements of a city government at work, and can instill a strong sense of pride in the residents of a community. A great park and recreation system lets both citizens and visitors know that the leadership of the city is interested in providing the best for its citizens. The leadership in Georgetown has long recognized that recreation plays an important role in the quality of life in Georgetown, and that a strong park, recreation and trail system provides a healthier environment, improves the well being of children and young adults, and reduces the potential for crime in the City.

The purpose of this Parks, Recreation and Trails Master Plan is to provide an assessment of the current system, to allow the citizens of Georgetown the opportunity to directly voice their desires and concerns about parks and recreation, and to provide a set of recommended priorities that will guide city staff and elected officials over the next ten years in terms of parks and recreation in Georgetown. This Master Plan has two components: the first is the Parks, Recreation and Trails Master Plan which discusses the extensive public input process, provides a detailed assessment of park and recreation needs in Georgetown, and summarizes recommendations concerning parks, recreation and trail actions. The second component is the Georgetown Trails and Greenways Master Plan which is an in depth master plan of potential trail corridors throughout all of Georgetown's city limits and the extra territorial jurisdiction (ETJ).

Goals of the Parks, Recreation & Trails Master Plan

The goals of the Georgetown Parks, Recreation and Trails Master Plan were guided by The Seven Measures of an Excellent Parks System from Peter Harnik's book *The Excellent City Parks System*. Per Peter Harnik, the seven measures are:

- **A Clear Expression of Purpose** – a clear purpose for the system must be in place, expressed through a mission statement and goals that define precisely what the system is expected to provide. Georgetown's park system clearly knows who its target market is, and focuses on providing high quality facilities and programs.
- **Ongoing Planning and Community Involvement** – the excellent parks system has a plan that it follows and updates periodically. It also involves its residents in the development of the plan and major decisions undertaken by the system. Georgetown, through this plan, is clearly committed to both short term and long term planning.
- **Sufficient Assets in Land, Staffing, and Equipment to Meet the System's Goals** – the parks system must have adequate land, know how much parkland it has and where, and have adequate operating funds and "a regular infusion of capital funds for major construction and repairs and land acquisition."
- **Equitable Access** – parks should be readily accessible, no matter where residents live. Ten minutes on foot in dense areas and 10 minutes apart by bicycle in suburban areas is recommended by the author. Access



BUILDING A LEGACY WITH OUR PARKS

Georgetown Parks, Recreation and Trails Master Plan

in most parts of Georgetown is very good.

- **User Satisfaction** – citizens should fully use the park facilities and be satisfied with what they are provided with. Cities should record usership, and should periodically query their residents to determine the level of resident satisfaction. The citizens of Georgetown, through ongoing input, appreciate the system they have, but would like to see it continue to expand as the population of the City grows.
- **Safety from Physical Hazards and Crime** – park users should feel safe when they use the facilities anywhere in the city. Georgetown is considered a very safe city, and citizens feel that their parks are safe places to visit.
- **Benefits for the City Beyond the Boundaries of the Parks System** – the excellent parks system clearly provides environmental, economic, health and learning benefits for its residents. Georgetown residents have long recognized the great benefits of an excellent park system, and are calling for the resources to allow the system to flourish.

The goals of the Georgetown Parks, Recreation and Trails Master Plan are:

1. The Parks System will be Accessible

- The parks system will provide adequate parks - the City will work towards providing parks, trails, and open spaces in an adequate amount in all parts of the city.
- Facilities will be well distributed to provide equitable access - parks will be located so that every citizen of Georgetown has close access to a park. In the near future, no one in Georgetown will live further than one-half mile from a park, and ideally most residents will be within one-quarter mile from a park, green space or trail access point.
- In newly developing parts of the City, adequate parkland will be allocated from the beginning of development, so that the target levels of service of this plan are met.
- A balanced park system will be provided - a variety of park sizes and facility types are readily available. The parks system will work towards providing a mix of small and large parks, trails, open spaces, and indoor recreation facilities. The system will work towards meeting parks, trails and open space goals - in other parts of the City, appropriate steps will be initiated to come closer to the facility and service goals of this plan.

2. The System will be Well Funded and will Actively Pursue Partnership Opportunities

- The citizens of Georgetown have provided strong support in recent bond votes.
- The parks system will be adequately funded - the parks system will be funded to a level that corresponds to its importance to the citizens of Georgetown. It will be encouraged to flourish.
- The parks system will use all available land resources - every land resource in the City will be considered for its potential as a park or open space resource since there are too few available open space and suitable park sites. Schools and drainage land should be considered in the overall parks equation of the City.
- School parks must be a vital part of the parks system - parks adjacent to elementary or secondary school sites must be a vital resource for the citizens of Georgetown in the future.

3. The System will Identify and Focus First on “Core” Services

- The Department will focus on providing basic services that serve a significant portion of the population. These will be measured against five desired outcomes.
- **Livability of the Community** – provides diverse recreational opportunities and experiences for all citizens of Georgetown.



- **Health** - provides opportunities to improve the health of all residents of Georgetown.
- **Youth** – provides learning and recreational experiences for the youth of Georgetown.
- **Revenue** – provides opportunities for revenue, but only if not at the expense of the other desired outcomes. The system’s top priority should not be for-profit or to make revenue so much so that park and recreational facilities and programs are only available to an elite portion of the population. The priority should be to provide parks and recreation to all residents first, and then revenue returns second.
- **Outdoors** – provides opportunities to experience the outdoors in many different ways.

4. Parks in Georgetown will be Extraordinary and Timeless

- The parks of Georgetown will express the natural beauty and cultural diversity of Georgetown. The parks should look like they belong in Georgetown.
- Create extraordinary parks - resolve to create parks that are unusual and that stand out.
- Express the Character of Georgetown - the entire park system, with its lands and buildings, should be one of the most visible character creating features of the City.
- Use materials that fit in - develop parks that represent the natural beauty of the area, and that fit in with the scenery of the area.
- Native materials - use materials that are native to the area and that are already commonly used, such as boulders, native rock, shrubs, and trees.
- Strong, distinctive appearance for park buildings - use architectural features as the focal points of parks. Use strong architectural statements that draw attention to the parks.

5. Parks will be Community Focal Points

- Parks as focal points of the community - place parks so that they become readily visible focal points of the community around them. Encourage the development community to think of parks in this manner, and where necessary, develop ordinances that force that consideration.
- Think of parks as mini-oasis - treat parks as lush areas, but note that only a portion of each park has to have that feeling.

6. The City will Focus on Connectivity and Linkage

- Trails and linear parks will equally focus on connectivity and leisure uses - the ultimate trail system will actually link a variety of uses, especially neighborhoods to area schools and parks, to local retail and centers of government, and to indoor recreation.
- Trails and linear parks will be a vital part of the parks system - a spine system of linear parks and trails should be extended, so that the goal of one day linking all parts of the city via scenic trails and linear parks can be achieved.

7. The City will Value and Preserve Open Space

- Open Spaces - make the preservation of open space within the city a high priority in the future. Set a goal of having five times more undeveloped in-city open space within the next 10 to 20 years.
- Use drainage as opportunities to “create” open space - Use drainage channels as the “greenbelts” of an area. Run roads alongside them and add trees to create linear parkways.



Summary of Georgetown’s Demographics

Georgetown has experienced rapid growth in the past several decades. This rapid growth will continue throughout the lifetime of this master plan. According to the City of Georgetown 2030 Comprehensive Plan, the ultimate build-out population of Georgetown is expected to exceed 400,000 residents (Page 3-54 of Georgetown’s 2030 Plan). Once Georgetown reaches this population, there will be more than eight times the number of residents for the City to serve with parks and recreation facilities and programs. The projected population growth for Georgetown is shown in Table E-1 below.

Table E-1 City of Georgetown Projected Population Growth		
Year	Population	% of Growth
2000	28,339	-
2008	47,466	67.5%
2010	53,412	14.9%
2015	83,840	57.0%
2020	131,602	57.0%
Build - Out	400,000	203.9%

Source: Georgetown Planning and Development Department



Age - The age of the residents in Georgetown is shown both within a 6 mile radius of downtown Georgetown and within a 20 mile radius of downtown Georgetown. When looking at the 6 mile radius, Georgetown’s population is significantly older than that of the State of Texas, as shown in Table E-2. 36.8% of Georgetown residents are over the age of 50 and the majority of this age group is concentrated in the Sun City subdivision. The state as a whole has 25.7% of the population over the age of 50.

Conversely Georgetown only has 26.3% of the population younger than the age of 19; Texas has 29.95% of the population in this age group. Similarly only 36.9% of Georgetown residents are between the ages of 20 and 49, compared to Texas with 44.39% of the total population within this age group. Recreation facilities and programs should accommodate these population trends.

Table E-2 2005 Age Distribution			
Age	Georgetown 6 Mile - %	Georgetown 20 Mile - %	Texas Overall Percent
0 - 4	5.6%	8.2%	7.99%
5 - 9	6.2%	7.8%	7.16%
10 - 19	14.5%	14.0%	14.8%
20 - 29	11.6%	14.5%	15.2%
30 - 39	11.4%	18.3%	14.79%
40 - 49	13.9%	16.3%	14.4%
50 - 59	13.0%	11.0%	11.71%
60 - 64	6.5%	3.2%	4.07%
65 +	17.3%	6.7%	9.87%

*Source: for Georgetown, Georgetown Economic Development Corporation;
for Texas, Texas State Data Center*

Summary of the Existing Park System in Georgetown

Georgetown has established a network of both neighborhood and larger community park facilities. These parks are well placed within the neighborhoods they serve and are well maintained. With the help of the City’s parkland dedication ordinance, even the newly developed parts of the City have adequate parkland. Table E-3 below summarizes the existing park facilities in Georgetown.

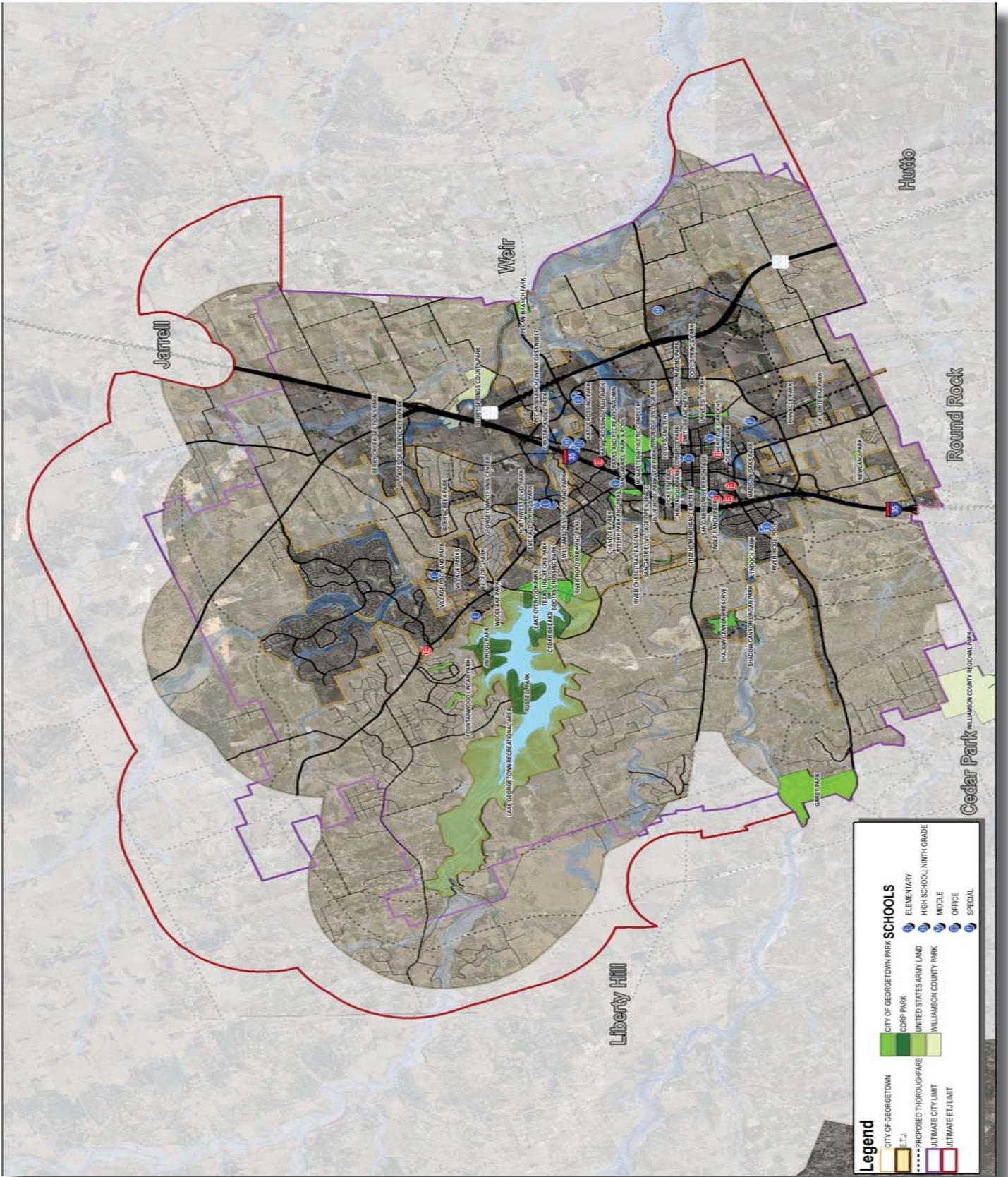


BUILDING A LEGACY WITH OUR PARKS
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Table E-3 The 2008 Parks System in Georgetown	
Total Number of Parks	55
Total Acreage	1,360.21 acres city-owned
Neighborhood Parks	29 Parks totaling 129.84 acres
Community Parks	10 Parks totaling 246.65 acres
Linear Parks and Trails	9 Parks totaling 172.54 acres
Regional Parks	3 Parks totaling 738.95 acres
Special Purpose - Sports Complex	2 Parks totaling 53.42 acres
Open Space	2 Parks totaling 18.81 acres
Largest Developed Park	San Gabriel Park, 177.95 acres
Smallest Developed Park	Founders Park, 0.09 acres
Developed vs. Undeveloped Acreage	472.84 acres vs. 887.37 acres*
*Note that 525 undeveloped acres is Garey Park	

Within the city limits of Georgetown there is an U.S. Army Corps of Engineers lake, Lake Georgetown, with four park sites and additional open space that surround it. There is also a county park, Berry Springs Park and Preserve, within Georgetown. Finally there are four private parks in Georgetown; the Shadow Canyon Preserve, Texas Traditions Park, the Georgetown Soccer Association Sports Complex, and the Village Pocket Parks. These nine park sites and open space contribute an additional 3,463.32 acres of open space to the residents of Georgetown that is not city owned. 2,446.85 acres of that additional parkland is undeveloped Army Corps of Engineers designated open space surrounding Lake Georgetown.





Summary of Public Input

This master plan incorporates an extensive amount of public input, utilizing several alternative methods. By using these methods of public input, feedback from many varying parts of the community were received, leading to a broader consensus on the direction that the master plan should take. The multiple methods that were used to generate citizen input during the planning process include:

- A citywide statistically valid telephone survey
- An online survey
- Surveys distributed to the young residents of Georgetown in the Georgetown Independent School District
- Interviews with key stakeholders, staff and elected officials of the City
- Presentations to the Parks and Recreation Advisory Board
- Citywide public meetings and hearings
- Workshops with the City Council

Overall Satisfaction with Parks in Georgetown - Georgetown has one of the highest levels of citizen satisfaction with parks statewide. 91% of those who participated in the telephone survey and 87% of those who took the online survey are satisfied or very satisfied with park in Georgetown.

When asked about **offering small neighborhood parks close to where people live**, both the telephone survey and the online survey had an importance rating of 69% (23% very important and 46% important for both surveys).

A total of 73% and 78% of Georgetown residents surveyed by telephone and online, respectively, support **funding for the development of Garey Park**.

69% of the telephone respondents and 80% of the online respondents supported the **construction of a regional park on the west side of Georgetown**.

69% of telephone respondents and 72% of online respondents said they would be **willing to pay additional taxes to see the quality of Georgetown's parks upgraded**.

92% of citizens who participated in the telephone survey and 94% of those who completed the online survey agreed that **natural areas are important and should be preserved where it is available**.



What Recreation Facility is Lacking - respondents to both the telephone survey and the online survey were asked the open ended question of what one facility they felt was lacking in the City of Georgetown. The results are shown below. For both surveys, the number one response was trails.

Telephone Survey Responses

Multi-use Trails.	14%
Park	14%
Pools	14%
Indoor Swimming Pool / Natatorium	11%

Most Important Facility to Construct (Telephone Survey Responses)

Jogging / biking trails	26%
Park restrooms	11%
Children's water spray park	11%
Amphitheater	9%
Natural habitat / nature areas	9%

Online Survey Responses

Hike and Bike Trails/Lanes	17%
Swimming Pools/Indoor/Outdoor	10%
Parks	9%
Recreation Center	6%

Most Important Facility to Construct (Online Survey Responses)

Jogging / biking trails	25%
Natural habitat / nature areas	14%
Park restrooms	12%
Amphitheater	10%
Children's water spray park	9%



Summary of the Park System Needs Assessment

Cities evolve over time. They increase in size, change direction of growth, and the population characteristics shift. These changes have a direct impact on the needs of open space and recreation. The Needs Assessment evaluates the current condition of Georgetown's parks and recreation facilities and programs, and identifies what deficiencies exist so that actions can be developed to address them. The existing conditions analysis coupled with future population projections also helps to determine future needs and develop actions to address these needs. Additionally, based on public input, the need assessment analysis identifies what facilities are most needed or desired by the residents of Georgetown, helping to prioritize those that are most important.

Three techniques were used in evaluating the City of Georgetown's current and future park needs. This methodology follows criteria developed by the Texas Parks and Wildlife Department method for local park master plans. These methods include:

- Level of Service-based assessment, using locally developed standards for facilities;
- Demand-based assessment, using participation rates and public input; and
- Resource-based assessment, using assessment of unique physical features in Georgetown.

Park acreage needs are shown on the following page.



Neighborhood Parks

Existing Level of Service

The recommended level of service for neighborhood parks is 3 acres per 1,000 residents.

City Parks Only

- 118.8 acres of city-owned parks
- Current level of service - 2.5 acres for every 1,000 residents
- Achieving 83% of recommended level of service.

All Neighborhood Parks in Georgetown

- 119.23 acres of neighborhood parks, including 118.8 acres of city parks and 0.43 acres of private neighborhood park
- Current level of service - 2.51 acres for every 1,000 residents
- Achieving 84% of recommended level of service.

Future Needs

The recommended level of service for neighborhood parks is 3 acres per 1,000 residents.

Current 2008 Need

- Estimated Population - 47,466
- Target - 142 acres
- Deficit - 23 acres

Projected 2010 Need

- Projected Population - 53,412
- Target - 160 acres
- Deficit - 41 acres

Projected 2020 Need

- Projected Population - 131,602
- Target - 395 acres
- Deficit - 276 acres

Community Parks

Existing Level of Service

The standard level of service for community parks is 5 to 8 acres per 1,000 residents (or 1 acre for every 125 to 250 residents of the city). The recommended target level of service for Georgetown is 8 acres per 1,000 residents.

City Parks Only

- 291.79 acres of city-owned parks
- Current level of service - 6.15 acres for every 1,000 residents
- Achieving 76.8% of recommended level of service.

Future Needs

The recommended level of service for community parks is 8 acres per 1,000 residents.

Current 2008 Need

- Estimated Population - 47,466
- Target - 380 acres
- Deficit - 88 acres.

Projected 2010 Need

- Projected Population - 53,412
- Target - 427 acres
- Deficit - 135 acres

Projected 2020 Need

- Projected Population - 131,602
- Target - 1,053 acres
- Deficit - 761 acres



Regional Parks

Existing Level of Service

The standard level of service for regional parks is 5 to 10 acres per 1,000 residents (or 1 acre for every 100 to 200 residents of the city). The recommended target level of service for Georgetown is 5 to 10 acres per 1,000 residents.

City Parks Only

- 344.97 acres of city-owned parks is developed, 512.94 acres is undeveloped
- Current level of service for developed acreage only - 7.27 acres for every 1,000 residents
- Achieving 73% to 146% of recommended level of service.

Corps, County, and City Parks

- 1,339.59 acres of developed regional parks
- Current level of service for developed acreage only - 24.01 acres for every 1,000 residents
- Achieving 282% to 565% of recommended level of service.

Future Needs

The recommended level of service for regional parks is 5 to 10 acres per 1,000 residents.

Current 2008 Need

- Estimated Population - 47,466
- Target - 237 acres to 475 acres
- Deficit of 130 acres to surplus of 108 acres

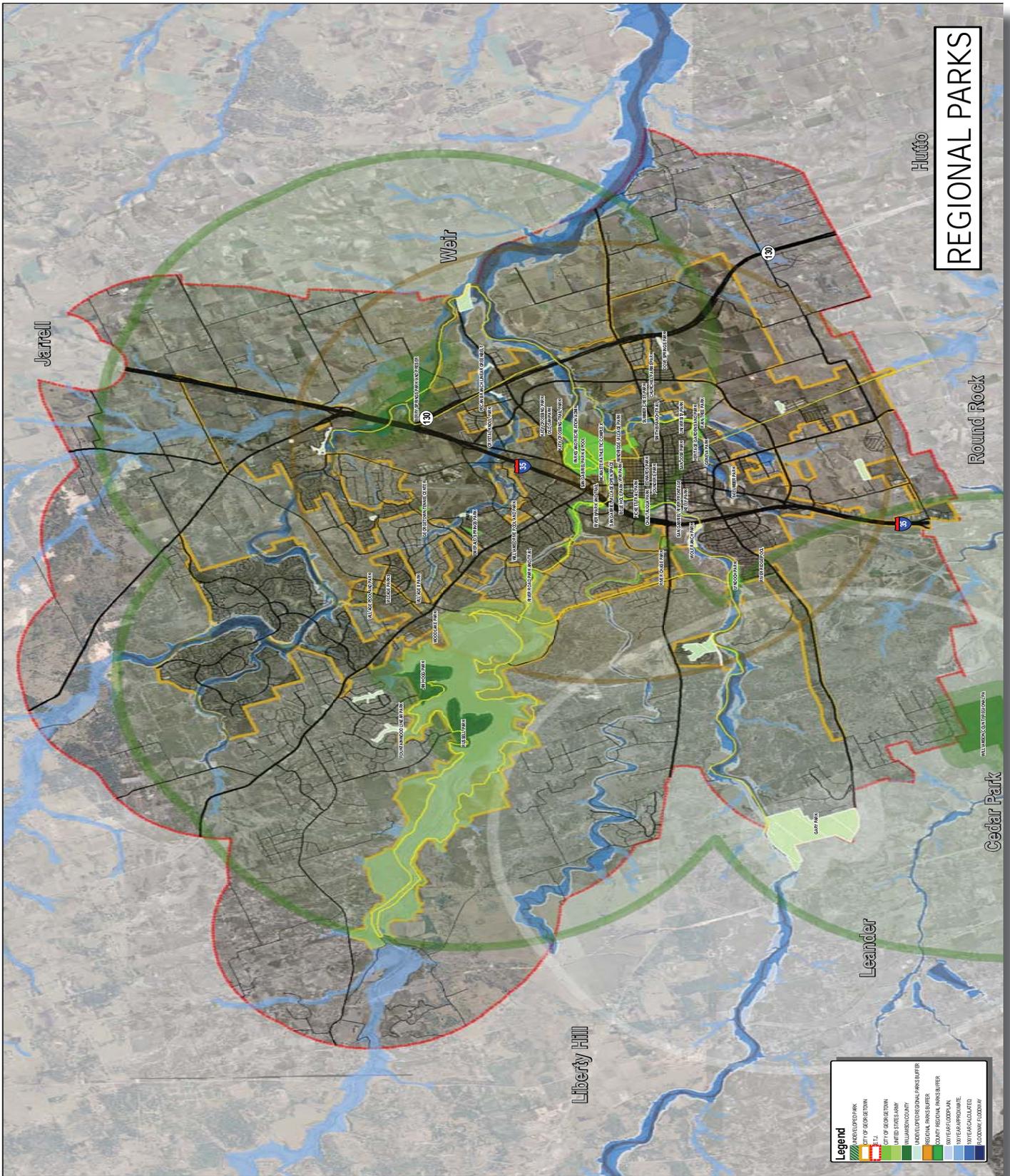
Projected 2010 Need

- Projected Population - 53,412
- Target - 267 acres to 534 acres
- Deficit of 189 acres to surplus of 78 acres

Projected 2020 Need

- Projected Population - 131,602
- Target - 658 acres to 1,316 acres
- Deficit - 313 acres to 971 acres





Facility Needs

Georgetown currently has an excellent supply of park related amenities to serve its existing population. However, as noted previously, the population of Georgetown is projected to nearly triple by the year 2020. In order for Georgetown to maintain its current level of service, more amenities and facilities will need to be added to the park and recreation system. Table E-4 below summarizes the findings from the Level of Service-based assessment of needs.

Table E-4 Summary of Facility Needs by 2020 (in alphabetical order)			
Facility	Current Amount	2020 Need Based on Future Population	Level of Need
Baseball Fields	8	33	High
Basketball Courts	11	19	High
Disc Golf Course	2 full courses	6	Moderate
Large Pavilions	26	66	Very High
Picnicking Facilities	Varies	Varies	Very High
Playscapes	31	66	Moderate
Practice Fields	4	26	Very High
Recreation Center	1	2-3	Moderate
Softball Fields	7	15	High
Soccer Fields	10	26	High
Spraygrounds	0	5	Very High
Swimming Pools	5	6	Low
Support Facilities	Varies	Varies	Very High
Tennis Courts	11	38	Moderate
Trails	6.4 miles	26.3 miles	Very High
Volleyball Courts	8	26	Moderate

Demand was also used to determine what additional facilities are needed in Georgetown. Demand is based both on actual participation in organized activities and in use of the parks, as well as by the level of use and preferences expressed by citizens through stakeholder interviews, the citizen telephone survey, and public meetings.



The Most Important Priorities for Georgetown to Pursue
(community public meeting questionnaire)

1. San Gabriel festival / farmers market venue
2. Trails
3. Downtown festival park
4. Acquire land / acquire land for a northwest park
5. Renovate / enhance San Gabriel Park
6. Preserve land, open space, floodplain
7. Water sprayground parks
8. Enhance Lake Georgetown (rowing, access, trails)

Respondents to the citizen telephone survey and the online survey were asked to indicate which facilities they thought were most needed in the city. According to the citizens, the most highly needed facilities include: park restrooms, picnic tables, playgrounds, jogging / biking trails, and natural habitat / nature areas.

A citywide public input meeting was also held in Georgetown. Residents were shown key needs throughout the community and were asked which three they thought were the most important. The results are shown below and are ranked in order of importance. In the resource based assessment, key physical features of the city that may be incorporated into recreational opportunities are assessed. Both man-made and natural features can be considered. The City of Georgetown has a number of landscape features that should be preserved and / or adapted for recreational use and open space preservation where feasible. These are the San Gabriel Rivers, Lake Georgetown, rural landscapes, historic / cultural landscapes, utility right-of-ways, and the railroad right-of-way.

During the course of this planning process, several stakeholder groups were contacted to give their input. Sixteen different groups gave a detailed discussion on what they felt were the top priority needs for their specific group and interests. Their most highly desired needs are shown in Table E-5 on the next page.



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Table E-5 Demand Based Needs Assessment by Stakeholder Groups	
Stakeholder Group	Key Needs
Aquadillos Swimming	25 yard USA Swimming competition size, indoor swimming pool
Art Committee	Art in the Park Program, public art, amphitheater
Georgetown Art Works	Art Park or Art Center in the downtown area
Corps (Lake Georgetown)	Flood control and preservation. Want to keep the lake natural
Convention and Visitors Bureau	Things to attract people to Georgetown like events, restaurants, the lake, sports, etc.
Downtown Association	Downtown festival area to get the events off the street, unique restaurants, things to do downtown
Economic Development Corporation	Preserve natural elements in Georgetown, offer something for 25-35 year olds to do
Farmers Market	Permanent venue to hold market, preferably in San Gabriel Park
Garden Club	Lighting in the Sunken Garden, proper drainage to keep run off from coming down the stairs
Pop Warner Football	Need use of the existing concession stand if they cannot build their own, bleachers, practice fields
Rowing Club	Boat storage facility at Lake Georgetown, potential for renting kayaks and boats on the river
Sheriff's Posse	Large covered arena, control of both the show barn and the arena, expanded facility
Georgetown Soccer Association	Practice fields, complex similar to Williamson County Regional Park, light fields in San Gabriel Park for practice
Williamson County Museum	Kiosks and interpretative signs throughout Georgetown
Williamson County Parks Department	Passive county parks, maybe add a nature center at Berry Springs Park
Youth Basketball	Second gym for games and practice, expand league to include teenagers



Key Actions

1 Secure funding to prepare for the development of Garey Park

Develop Garey Park within three years after the Gareys pass away

Allows for immediate movement forward to develop park

Responds to Council's commitment to develop the park

Development Cost: \$20.0 million

Garey Park Cost Summary

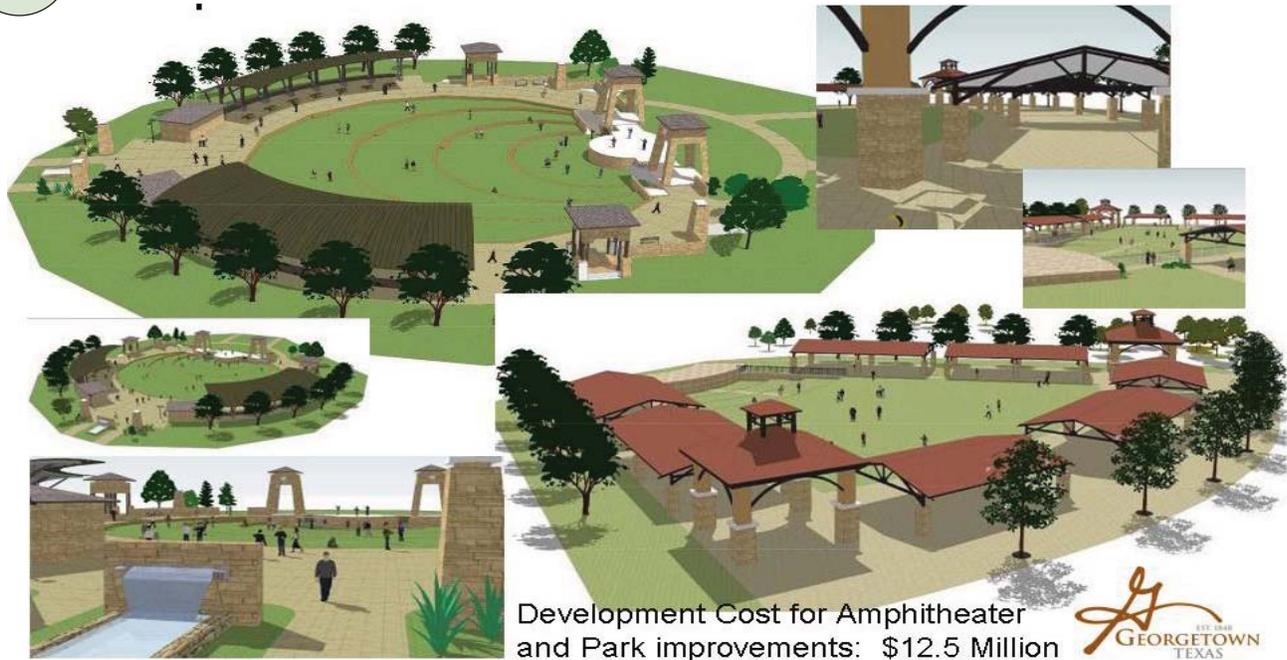
Preliminary Estimate of Probable Construction Costs - 2008-2009

PHASE	FEATURES	2008-2009 Projected Cost	5 Year Escalation
Area 1	Main Entrance, Splashpad, Fields, Playscape	\$3,500,000	\$4,258,285
Area 1a	Equestrian Facilities	\$2,000,000	\$2,433,306
Area 1b	Natural Area Trails and Access	\$1,250,000	\$1,520,816
Area 2	Home and Garden Area Improvements	\$3,150,000	\$3,832,457
Area 3	Meadow, Amphitheater and Event Area	\$3,500,000	\$4,258,285
Area 4	Cabin Area	\$1,750,000	\$2,129,143
Area 4a	Observatory Area	\$1,600,000	\$1,946,645
Area 5	Primitive and Group Camping	\$1,500,000	\$1,824,979
Area 6	River Corridor Trails	\$500,000	\$608,326
Total		\$18,750,000	\$22,812,242

Projected costs prior to detailed design. Costs will vary as more detailed design occurs.



2A Create an amphitheater / festival area in San Gabriel Park



Development Cost for Amphitheater and Park improvements: \$12.5 Million

● ● ● | **Amphitheater/festival Area
 Projected Cost**

**Amphitheater and Festival Grounds at San Gabriel Park
 Preliminary Estimate of Probable Construction Costs**

Item No.	Type	Amount
	Demolition	\$295,000
	Site Earthwork	\$237,500
	Roads and Parking	\$637,500
	Storm Drainage	\$75,000
	Dry Utilities	\$150,000
	Buildings, Pavilions	\$2,478,000
	Hardscape	\$420,000
	Landscape and Irrigation	\$160,000
	Site Furnishings	\$89,000
	Miscellaneous	\$460,000
Subtotal - Estimated Construction Cost		\$5,002,000
Contractor Mobilization (2%)		\$100,040
Contingency at Pre-Design Level (20%)		\$1,000,400
Design, Testing, Surveying, Environmental, Project Administration (14%)		\$840,336
Estimated Cost including Escalation (2Years at 4%)		\$7,509,307



2B Begin to renovate and enhance San Gabriel Park as Georgetown's "Central Park"

Renovation and Enhancement of San Gabriel Park

Create an amphitheater/performance venue/festival area to replace older football stadium

- Amphitheater/festival area to replace old football stadium for concerts, Farmer's market, festivals, etc.
- Amphitheater/festival area cost \$7.5 Million
- Renovations to San Gabriel Park – New restrooms, pavilions, parking, improve irrigation, entrance area, better lighting along trail
- Renovation Cost - \$5.0 Million

McMASTER ATHLETIC COMPLEX

EST. 1845
GEORGETOWN
TEXAS

● ● ● | **San Gabriel Park Renovations and Improvements**

San Gabriel Park Improvements (excluding Stadium area)

Preliminary Estimate of Probable Construction Costs

Item No.	Type	Quantity	Unit	Unit Price	Amount
	Demolition				\$325,000
	Site Earthwork				\$75,000
	Roads and Parking				\$375,000
	Storm Drainage				\$150,000
	Dry Utilities				\$200,000
	Buildings, Pavilions				\$430,000
	Hardscape				\$12,000
	Site Furnishings				\$52,500
	Miscellaneous - sunken garden area, entrance, river area				\$1,637,500.00

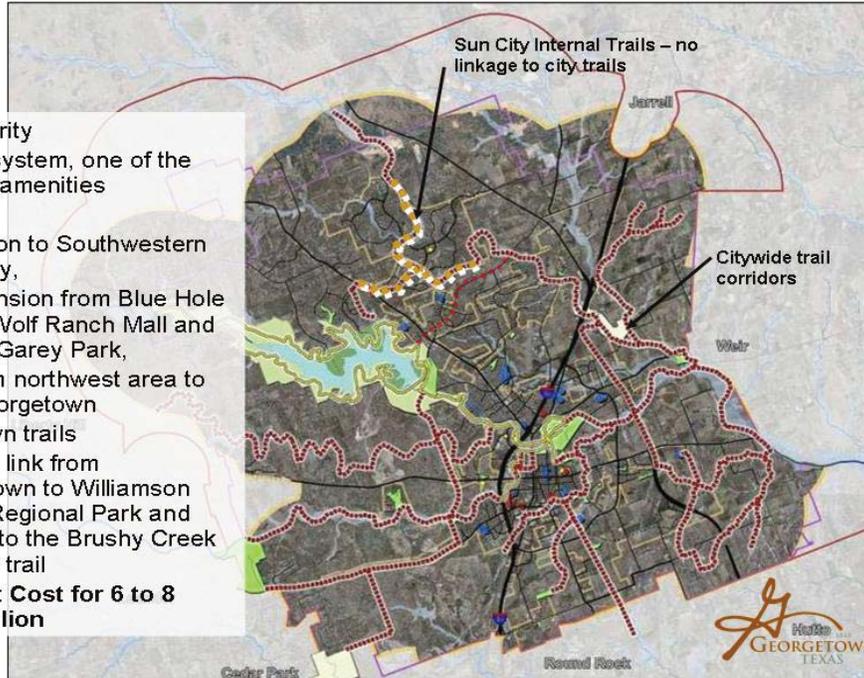
ESTIMATED CONSTRUCTION COST	\$3,257,000
CONTINGENCY (20%)	\$651,400
Design, Testing, Surveying, Environmental, Administration (14%)	\$547,176
Projected Overall Cost with 4% Escalation for 3 Years	\$5,011,917



3 **Develop trails throughout the city**



- #1 citizen priority
- Extends trail system, one of the city's premier amenities
- Can include:
 - connection to Southwestern University,
 - trail extension from Blue Hole Park to Wolf Ranch Mall and towards Garey Park,
 - Trail from northwest area to Lake Georgetown
 - Downtown trails
 - Regional link from Georgetown to Williamson County Regional Park and possibly to the Brushy Creek Regional trail
- **Development Cost for 6 to 8 miles - \$8 Million**



Trail Improvements – Potential Segments

Trail Improvements

Preliminary Estimate of Probable Construction Costs

Item No.	Type	Quantity	Unit	Amount
1	Trail extension from Blue Hole Park to Wolf Ranch	1.4	miles	\$1,050,000
2	South San Gabriel Trail from Wolf Ranch to Lyndoch Park	1.1	miles	\$825,000
3	University Drive Trail - Downtown to Smith Branch	1.3	miles	\$975,000
4	Northwest Georgetown Trail connection to Lake Georgetown	2.5	miles	\$1,875,000
6	Allowance for Easement or Right of Way Acquisition as needed			\$472,500
		6.3		
ESTIMATED CONSTRUCTION COST				\$5,197,500
CONTINGENCY (15%)				\$779,625
Design, Testing, Surveying, Environmental, Administration (12%)				\$657,255
Projected Overall Cost with 4% Escalation for 5 Years				\$8,071,738



4

Fund acquisition and/or development of a large community park in the northwest quadrant of the city.

General area for placement of NW park (excluding Sun City properties)

- No large active parks in the area
- Pursue the acquisition of a large tract, preferably 100 acres +/-
- Will serve a significant percentage of the current and future population of Georgetown
- Will not impact Sun City limits, but will provide additional amenities when developed
- Consideration will also be given to development on existing non-city parklands if feasible
- Projected Cost - \$5.0 Million

Georgetown Existing Parks
Neighborhood Park Service Areas

DRAFT FOR DISCUSSION
1 inch equals 3,000 feet

5

Fund the continuing preservation of open space and greenways throughout Georgetown (before those lands are lost)

- Acquire through purchase or by acquiring development rights
- Target lands along river corridor, key tributaries or other unique open space areas in the city.
- Allows for acquisition as opportunities arise
- May open opportunity to leverage with non-city funds
- Acquisition amount for this bond cycle - \$4.0 Million

1,200 to 1,500 acres of potential open space preserves along or near greenbelts shown in this illustration could be preserved as public open space in Georgetown. These areas, primarily along rivers, creeks and natural drainageways, will help Georgetown preserve its Hill Country appearance and sense of uniqueness.

GEORGETOWN TEXAS



BUILDING A LEGACY WITH OUR PARKS
Georgetown Parks, Recreation and Trails Master Plan

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Recently Passed Parks Bond

In November 2008, the residents of Georgetown approved \$35.5 million in bond funding for park projects. The projects that are to be developed as a result of this bond include:

- Purchasing land for a west side community park and athletic complex.
- Purchasing land for nature preserves.
- Developing new hike and bike trails.
- The development of an amphitheater/festival area in San Gabriel Park and the first phase of improvements to San Gabriel Park.
- Secure future funding for the development of Garey Park.

The residents also approved a transportation bond of \$46 million. It is important to remember that parks are valuable to the residents of Georgetown. The residents supported the park bond and are excited to see the development of the new facilities that will come out of the bond money. Continually throughout the planning process for this Master Plan, residents unanimously agreed that parks are important to the character and vitality of Georgetown, and more than that the residents are willing to pay to ensure their park system continues to be one of the best park systems in all of Texas.



Existing San Gabriel Park trails



Existing Lake Georgetown trails



BUILDING A LEGACY WITH OUR PARKS

Georgetown Parks, Recreation and Trails Master Plan



Other existing trails in Georgetown

Opportunities for Trails in Georgetown

Georgetown has many corridors that lend themselves to creating a citywide system of trails. There is Lake Georgetown, the San Gabriel River system, and the creeks that feed into the river which continue throughout the city. Enhancing trail opportunities throughout the city will not only preserve open space but also provide an alternate mode of transportation for residents of Georgetown.

Opportunities to create trails and linear parks in Georgetown have been repeatedly noted in public input efforts throughout this planning process. Citizen support and desire to continue building these facilities is very high, and points to the need to make trail building a very high priority over the next five to ten years.

The trail alignments shown are conceptual in nature and are intended to convey desired linkages between key destinations throughout Georgetown. Many potential trail alignments are on lands that may be further developed in the future, and those trails may not be implemented until that development occurs. Trails are typically shown along drainage corridors where greenbelts with trails can be created. In some cases, the development plan for those areas may suggest alternative trail corridors; if so, these can be presented to City staff for review and as changes to the overall trails plan.

Trail development to be lead by the City of Georgetown, but with potential private partnership assistance is shown in red. Trail development to be lead by non-city of Georgetown, private entities or developments are shown in blue.



Proposed Trails for Georgetown

This section presents a citywide network of trails, representing the most important trails to be built. Using prioritization criteria tailored specifically to Georgetown, those key trails are then divided into segments and prioritized. Cost projections were prepared for each of the recommended segments, allowing for the preparation of an “Action Plan” for trail implementation. These corridors were selected to meet the goals established by the planning effort, and to reflect citizen comments and desires received during the extensive public input process. Those goals included:

Connectivity – trails considered in this plan should have a purpose. They are not simply scenic walks through a park, but are intended to link destinations that would be most frequently used by residents of Georgetown. Those include schools, recreation facilities and parks, nearby retail area, civic uses, downtown, and finally major places of employment.

Planning for an entire system – these trails are intended to be key pieces that someday link all of Georgetown together.

Create meaningful segments – significant sections should be built, so that they can immediately become highly used and effective pieces of the overall system. Segments need to be built in a way that sequences connections. Individual random pieces should not be left unconnected for very long.

Create partnerships – many segments can be built by new developments. Even if planning for those developments is in an advanced stage, modifications should be considered to implement key components of this plan, so as to create an overall better final plan for the city. Homeowner Associations and other entities can also play a major role in implementing some segments.

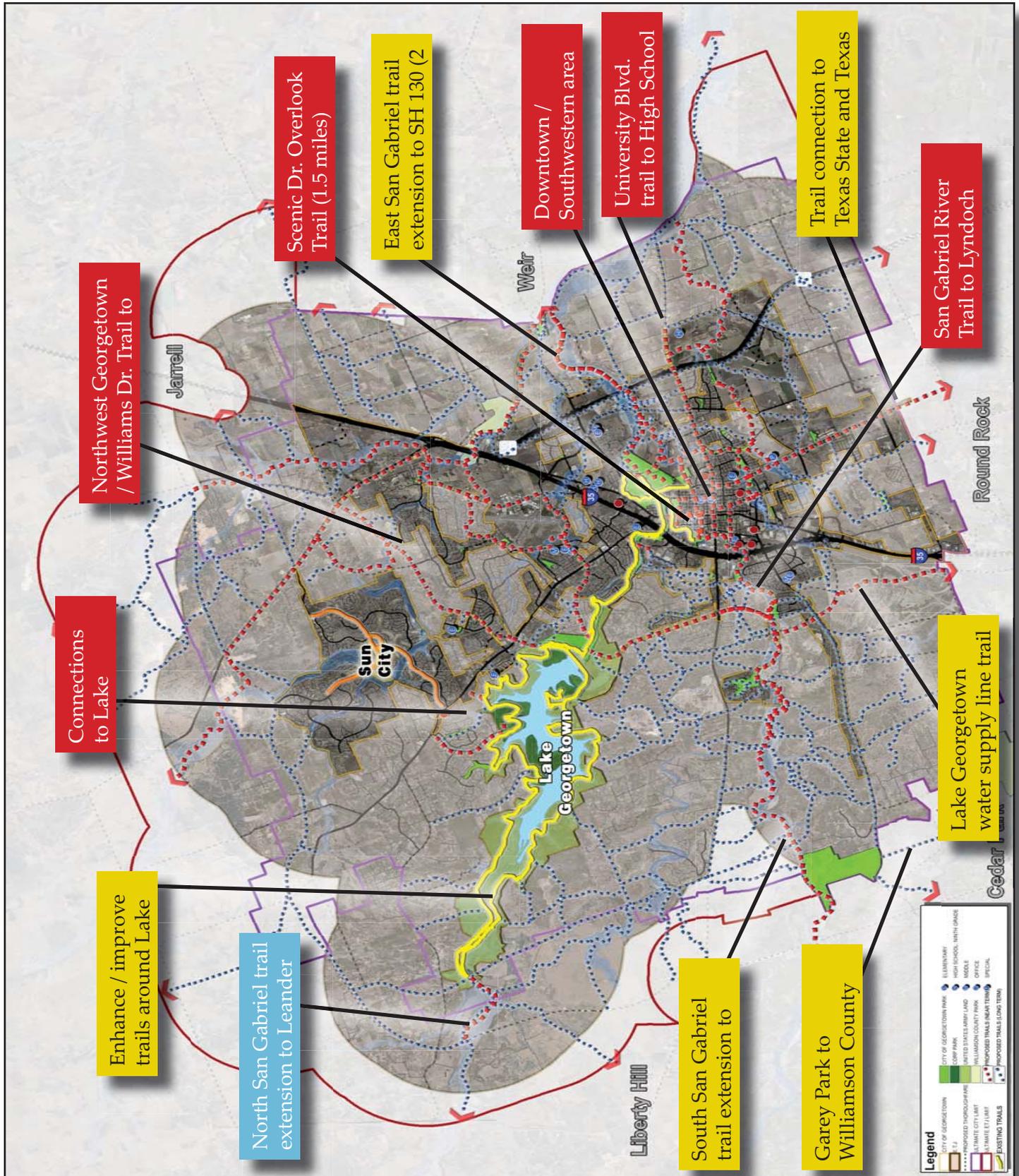
Initial prioritization on trails in the incorporated city limits – the immediate focus will be on trail segments within the city limits of Georgetown. Trails in the extra territorial jurisdiction can be implemented in the future or independently by developers or homeowners.

The major system of trails in the city is shown on this page. More detail of proposed trail corridors is given in the Trails and Greenways Master Plan.



BUILDING A LEGACY WITH OUR PARKS

Georgetown Parks, Recreation and Trails Master Plan



Summary of Recommendations

The park and recreation needs of Georgetown are described in Chapters 7, 8 and 9 of this report. The recommendations are divided into five sections: acquisition of parkland, development of new facilities, improvements to existing facilities, trail corridor development, and the San Gabriel Park plan for renovation and enhancements.

Highest Priority Needs - The prioritization is based on information received from public input as well as from the needs assessment formed from facility and acreage standards shown in Chapter 6. The criteria used to prioritize the park facilities needs in Georgetown are as follows:

- Level of need based on citizen input from a citywide telephone survey;
- Level of need based on direct citizen input from public comments;
- Level of need based on standards based needs assessments;
- Condition of existing park facilities in the city.

The priorities are shown in Table E-6 below.

Table E-6 Summary of Priority Needs in Georgetown (ranked in order of highest priority)	
<p>Additional Facilities Based on Survey Results</p> <ol style="list-style-type: none"> 1. Park Restrooms 2. Picnicking Facilities 3. Playgrounds 4. Hike and Bike Trails 5. Natural Habitat/Nature Areas 6. Large Pavilions 7. Nature Center 8. Basketball courts 	<p>Additional Facilities Based on Public Meeting</p> <ol style="list-style-type: none"> 1. San Gabriel Park Festival/Farmers Market Venue 2. Hike and Bike Trails 3. Downtown Festival Park 4. Acquire Land for a Northwest Park 5. Renovate/Enhance San Gabriel Park 6. Preserve Land, Open Space, Floodplains 7. Water Sprayground Parks 8. Enhance Lake Georgetown
<p>Additional Facilities Based on Level of Service</p> <ol style="list-style-type: none"> 1. Hike and Bike Trails 2. Water Spraygrounds 3. Practice Fields 4. Large Pavilions 5. Picnicking Facilities 6. Support Facilities 7. Baseball Fields 8. Soccer Fields 	<p>Renovate Facilities Based on Existing Condition</p> <ol style="list-style-type: none"> 1. Trails Around Lake Georgetown 2. Basketball Courts 3. Practice Fields 4. Soccer Fields 5. Neighborhood Parks 6. Picnicking Facilities 7. Sand Volleyball Courts 8. Baseball Fields



BUILDING A LEGACY WITH OUR PARKS

Georgetown Parks, Recreation and Trails Master Plan

Needs meeting all of the criteria were ranked as high priority elements and are to receive the highest level of attention over the next five years. The top twelve priorities that the City of Georgetown should accomplish are (in order of highest priority):

1. **Secure funding for the future Garey Park** - Garey Park is a 525 acre park site that was donated to the City of Georgetown by the Garey family. The Garey family also promised \$5 million to the City of Georgetown to help develop the park; however that money must be matched by the City. This master planned park will become one of the most impressive parks in all of Texas once it is built. The City of Georgetown needs to ensure that the funding for developing this park is secured once the time comes.
2. **Develop additional trails** - trails were consistently ranked as the highest priority and the one amenity almost all residents want more of. Georgetown is fortunate to have an extensive creek and river system which provides ample opportunities for trail development.
3. **Acquisition of community parkland on the westside of IH 35** - there currently is no large significant community park on the westside of the City; and the population of Georgetown is heavily growing in this sector.
4. **Develop a festival grounds area in San Gabriel Park** - Georgetown has the unique opportunity to develop a signature festival grounds and performance area in San Gabriel Park on the site of the former high school football stadium.
5. **Additional and renovated picnicking facilities in San Gabriel Park and in other parks around Georgetown** - San Gabriel Park is Georgetown's central park, and many of the picnicking facilities are older and have been heavily used. The first phase of renovations to San Gabriel Park should include upgrading and renovating the picnicking facilities and providing additional large rental pavilions. The same renovations should be considered for other smaller parks around Georgetown when necessary.
6. **Develop multiple sprayground areas around Georgetown** - the first sprayground park in Georgetown is being constructed at the recreation center and is projected to open Summer 2009. It is recommended that two of the existing pools in Georgetown be decommissioned and converted into sprayground parks so that there is adequate distribution of sprayground facilities throughout the City.
7. **Assist with enhancements to Lake Georgetown** - Georgetown is fortunate to have an asset such as Lake Georgetown within its city limits. Enhancements include improved trails, improved signage and access, improved non-motorized boating opportunities, and improved picnicking facilities.
8. **Additional and renovated soccer fields** - the current city-owned soccer fields are in adequate condition. For the City to continue to provide recreational soccer leagues for youth, additional soccer fields and the renovation of existing soccer fields will be needed.
9. **Additional and renovated baseball fields** - similar to soccer fields, as Georgetown grows rapidly in population renovated and additional baseball fields will be needed. The current baseball fields in San Gabriel Park are in an inefficient configuration. When these fields are renovated and if the fields stay in San Gabriel Park, they should be reconfigured in a more modern style similar to the softball fields at McMaster Athletic Complex.
10. **Renovated basketball courts** - a portion of the basketball courts in Georgetown are in adequate condition. Many backboards and rims are rusted and need replacing.
11. **Additional practice fields** - there is a significant deficit of practice fields in Georgetown and many of the leagues use the game fields for practice. This leads to the game fields deteriorating faster. Backstops and soccer practice facilities should be included in neighborhood parks and several practice facilities should be included in large community parks where feasible.
12. **Develop a Downtown Festival Park** - the City of Georgetown hosts several large annual events in their historic downtown. Currently there is no designated place for these events and often times the events occur on blocked-off streets. Providing a downtown festival park will ensure a proper venue for the downtown events and can increase the safety of the events' patrons.







City of Georgetown 2030 Comprehensive Plan
Chapter 1. - Introduction

1. Introduction

HISTORY OF PLANNING IN GEORGETOWN

Section 213.002 of the Texas Local Government Code grants municipalities the authority to “adopt a comprehensive plan for the long-range development of the municipality.” This section further allows the governing body of a municipality to define the content and design of the comprehensive plan, which may:

- Include but not necessarily limit provisions on land use, transportation, and public facilities;
1. Consist of a single plan or a coordinated set of plans organized by subject and geographic area; and
 2. Be used to coordinate and guide the establishment of development regulations.

Georgetown’s first two comprehensive plans, the first prepared in 1964 and the second in 1976, were predominantly analytical and either provided few policy recommendations or had little “teeth” for implementation. Both were prepared with minimal community input.

In 1979, the City initiated a community-based planning effort to supplement and update the 1976 plan, holding public hearings in each of the city’s eight sectors. The input obtained from citizens through this effort was compiled into the “Guide to Growth and Development in Georgetown, Texas.” While the guide was generally put to use, it was not intended as a long-range planning tool, focusing instead on immediate and short-term issues.

In 1986, the residents of Georgetown approved, by a wide margin, an amendment to the City Charter to require a comprehensive plan. This amendment committed the City to plan as a “continuous and ongoing governmental function,” with the common goal of enhancing and maintaining a high quality of life for the city’s residents. The Charter establishes that the comprehensive plan must contain the “Council’s policies for growth, development and beautification of the land within the corporate limits and the extraterritorial jurisdiction of the City, or for geographic portions thereof, including neighborhood, community or area-wide plans.” The Charter also prescribes that the comprehensive plan must address the following elements:

- ♦ Future land use
- ♦ Traffic circulation and public transit
- ♦ Infrastructure, including wastewater, electric, solid waste, drainage and potable water
- ♦ Conservation and environmental resources
- ♦ Recreation and open space
- ♦ Housing
- ♦ Public services and facilities, which shall include but not be limited to a capital improvement program
- ♦ Public buildings and related facilities
- ♦ Economic development
- ♦ Health and human services

- ♦ Historic preservation
- ♦ Citizen participation
- ♦ Urban design, and
- ♦ Public safety

The Charter goes on to explain that:

“The several elements of the comprehensive plan should be coordinated and be internally consistent. Each element should include policy recommendations for its implementation and should be implemented, in part, by the adoption and enforcement of appropriate land development regulations.”

Upon approval of the Charter amendment, the City’s first task in preparation for a new comprehensive plan was to develop a work program. In June 1986, staff prepared and the City Council approved “A Program Proposal for the preparation and adoption of a Comprehensive Plan for the City of Georgetown, Texas.” This program defined the process, work tasks, and schedule to be followed to meet the April 1988 deadline established in the Charter amendment for adoption of the plan. The Fiscal Year 1986-1987 and 1987-1988 budgets made significant commitments to the preparation of the comprehensive plan which later came to be known as “The Century Plan.” Two additional staff planners and a graphics technician were hired, and an extensive base mapping program was undertaken in support of the Plan. In addition, a series of studies were conducted during this period in anticipation of the comprehensive plan. The studies included a Development Impact Analysis, a Thoroughfare Plan, and a Parks and Recreation Plan. The Development Impact Analysis included a Development Plan to guide land use decisions made by the City. In 1986, the Intensity Map became the only portion of the previous studies to be adopted by the City Council.

Development of the Policy Plan proceeded through two major steps, including data collection and analysis and plan formulation. Base studies prepared by staff as part of the first step were designed to provide the various decision-making groups with a broad understanding of existing conditions, past trends, and potential future needs of the community as they relate to each of the base study subject areas. The base studies were used as the basis for development of the policies, ends, and means included in the Policy Plan.

The second major step in developing the comprehensive plan was plan formulation. The name “The Century Plan: A New Century Georgetown,” was selected from entries submitted by Georgetown school children, and became the official name for the comprehensive plan. A fifteen member Century Plan Steering Committee was established to lead the process and present recommendations to the City Council. The Steering Committee was comprised of two Council members, the Mayor, the seven Planning and Zoning Commissioners, and five citizens at-large. The citizens at-large also chaired Task Groups charged with preparing goals, objectives and policies related to specific areas of concern. The documents prepared by the Task Groups, reviewed and refined by the Steering Committee, became the basis for the Plan, which was presented to the public before City Council began their review in December of 1987.

The Century Plan was adopted in 1988. The effort garnered praise among the planning community as innovative and state-of-the art. However, a number of elements were never completed, and the plan as a whole was not systematically monitored and updated.

THE NEED FOR THE 2030 COMPREHENSIVE PLAN

Georgetown is unique among Texas communities for the importance it places on comprehensive planning. This is evidenced by the action of City Council in 1986 to amend the City Charter with the addition of Section 1.08, excerpted as follows:

...(to) establish comprehensive planning as a continuous and ongoing governmental function in order to promote and strengthen the existing role, processes and powers of the City of Georgetown to prepare, adopt and implement a comprehensive plan to guide, regulate, and manage the future development within the corporate limits and extraterritorial jurisdiction of the City to assure the most appropriate and beneficial use of land, water and other natural resources, consistent with the public interest.

This action led the City to commence the following sequence of planning activities:

- ♦ In 1988, the Century Plan – Policy Plan was adopted, which outlined the City’s policies for growth and development, created the process by which the various elements would be adopted, and created the administrative requirements by which the comprehensive plan would operate for the City.
- ♦ The Century Plan – Development Plan, which was first adopted in 1990 and amended in 1996, includes land intensity, utilities, and transportation in a combined plan element. This plan recognized and addressed the linkages between land development and the availability of services such as water, wastewater, and transportation.
- ♦ The Future Land Use Plan was approved by the City Council in April 2002. The Plan was created to provide a basis for making land use decisions. In addition, the Plan provided a basis by which the City could create growth scenarios for future utility, transportation, and facility planning. The Thoroughfare Plan (2002) was subsequently replaced with the Overall Transportation Plan in 2005.

While the City’s past planning activities continue to be a source of community pride, the Century Plan is now nearly two decades old and no longer addresses today’s challenges in managing growth and change. Since the adoption of the Policy Plan, the city has tripled in population, along with a dramatic geographic enlargement of the city limits and the area of extraterritorial jurisdiction (ETJ). The Century Plan was innovative for its time, providing tools such as the Intensity Map to help regulate development intensity based on the capacity of roads and infrastructure. However, it no longer provides an adequate policy response or the tools and strategies that can address the challenges the city will face in managing growth over the next two decades.

The 2030 Comprehensive Plan builds on the foundation established by the Century Plan and advances the state-of-the-art of planning for the city’s future in five important ways:

- ♦ First, the 2030 Comprehensive Plan establishes a definitive Vision Statement reflecting the shared values and aspirations of citizens, which becomes the policy touchstone and the destination for the comprehensive plan.

- ♦ Second, it identifies the tools that should be put in place to better manage the city's growth so as to realize the Vision. These include a tier system to stage the city's growth over time and prevent the consequences of fragmented sprawl, as well as land use categories and development standards to promote more creative and efficient development, such as mixed-use and walkable communities. It also suggests an Adequate Public Facilities Ordinance to ensure that premature development does not overburden schools, infrastructure, and public safety resources.
- ♦ Third, it depicts on its Future Land Use Map the desired patterns and locations for land use between now and 2030, including the land needed for future employment uses to strengthen the tax base and enable the city to become more economically independent.
- ♦ Fourth, as the city has grown, Georgetown has reached its potential ETJ limits to the east, south and west, creating an ultimate growth boundary in those directions. This allows the City the opportunity to begin approaching planning decisions based on the ultimate buildout, potential redevelopment, and inter-connectivity to adjacent communities without an endless horizontal growth scenario.
- ♦ Finally, it provides a framework for implementation that includes a timetable of actions along with protocols to monitor progress and make amendments thus ensuring that the plan will remain relevant to emerging challenges and changing circumstances.

THE PLANNING PROCESS

The City of Georgetown mobilized a significant effort to create the 2030 Comprehensive Plan. The first step in the planning process was the preparation of the Land Use Element, completed through a collaborative structure in which specific responsibilities were assigned as follows:

- ♦ A Comprehensive Plan Steering Committee, comprised of a broad cross-section of citizens, guided policy-making throughout the plan process, including nine monthly meetings.
- ♦ A Staff Resource Team, comprised of senior City staff, compiled necessary data and studies, provided support for all presentations and meetings and took responsibility for much of the mapping.
- ♦ A Consultant Team, led by Wallace Roberts and Todd, LLC, facilitated the planning process and drafted the land use policies and strategies for review and refinement by City staff and the Steering Committee.

The Georgetown 2030 Comprehensive Plan is the product of a careful design process that incrementally built consensus on the desired future of the city and the means to achieve that future. The Land Use Element led the way in the design of this process, in which the major steps were as follows:

Step One: Project Mobilization

The “getting ready” step consisted of meetings between City staff and consultants to review available data and design a coordination protocol, a day-long tour of Georgetown, interviews with a variety of community leaders and stakeholders to get an initial scan of issues of local concern, and a Steering Committee Kickoff Meeting to discuss the steps in the planning process, the “job description” of the Steering Committee, and their expectations about outcomes.

Step Two: Vision Statement

If a comprehensive plan is thought of as a community’s roadmap to the future, then the Vision Statement should be thought of as the community’s destination: a description of the desired future character of the community based on the shared values and aspirations of its citizens. The process to write the Vision Statement for Georgetown’s 2030 Comprehensive Plan included the following:

Community Forum Series One – “Aspirations and Concerns”

The first of three community forum series were held on November 2, 3 and 4, 2006 to measure consensus on community aspirations for the desired quality of life and community character of Georgetown, today and in the future, and the perceived impediments to realizing those aspirations. Steering Committee members were trained to facilitate small group discussions using a modified “SWOT” (Strengths, Weaknesses, Opportunities, and Threats) technique. The results were subsequently tabulated for use in articulating shared values and identifying key issues of community concern.

Issues Identification

The consultant assisted the Steering Committee in identifying issues raised through the stakeholders’ interviews and Community Forum Series One, including the identification of key themes and areas of apparent consensus.

Vision Statement

The Vision Statement, included in Chapter 2.0 of the plan, puts into words and images an expression of the community character and quality of life desired by residents. The Vision Statement is the motivation and the policy touchstone for the Land Use Element, as well as for all comprehensive plan elements to follow.

Step Three: Existing Conditions and Trends – the Dynamics of Change

In this step, a systematic investigation and analysis of existing conditions and trends was conducted in the following areas:

Existing Conditions

- ♦ Regional Context
- ♦ Natural Features
- ♦ Existing Land Use
- ♦ Zoning
- ♦ Current Land Use Policies
- ♦ Community Facilities
- ♦ Police/Fire/EMS
- ♦ Infrastructure (water and wastewater)
- ♦ Transportation/Road Network (existing and planned)

Development Trends

- ♦ Annexation History
- ♦ Development/Permitting Trends
- ♦ On-going/Planned/Proposed Developments
- ♦ Community Structure (susceptibility to change and development)
- ♦ Factors for Change (potential triggers for growth)
- ♦ Build-out Scenario

A series of meetings of the Steering Committee were facilitated to deliberate potential policy responses to the emerging development patterns and trends, with a particular focus on altering these patterns and trends to ensure that in the future they will reflect the 2030 Vision of Georgetown.

Step Four: Preliminary Goals, Policies and Strategies / Future Land Use Map

The consultant drafted a series of preliminary Land Use Goals, Policies and Strategies to address the issues that emerged from the existing conditions and trends assessment. In addition, the consultant and City Staff prepared several iterations of a Future Land Use Map, depicting the land use and development patterns reflected in the preliminary Goals, Policies and Strategies. In a sequence of monthly Steering Committee meetings, the “menu” of draft policy directions for each identified issue, along with the Future Land Use Map and proposed Growth Management Framework, were incrementally refined until the Steering Committee arrived at consensus.

Step Five: Public Review of Preliminary Goals, Policies and Strategies / Future Land Use Map

The preliminary Goals, Policies and Strategies, the Future Land Use Map and the Growth Management Framework were presented to the public at a series of events, including:

- **City Council Workshop Presentation**

At a workshop on August 13, 2007 the Consultant and City Staff presented the Preliminary Goals, Policies and Strategies and Growth Management Framework and received City Council direction to present it for public review.

- **Community Forum Series Two**

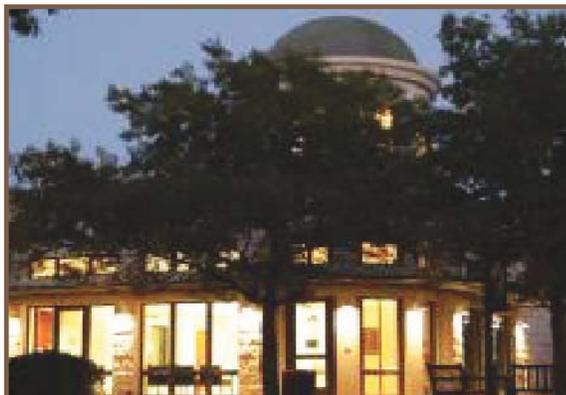
On August 23 and 24, 2007, the Consultant and City Staff presented the Preliminary Goals, Policies and Strategies and the Growth Management Framework at two community forums to answer questions, receive public comment, and refine the policy and growth management frameworks.

- **Community Forum Series Three**

On October 4 and 5, 2007, the Consultant and City Staff presented the proposed Future Land Use Map, along with the refined Goals, Policies and Strategies and the Growth Management Framework in a sequence of two community forums, with the aim of answering questions and receiving public comment.

Step Six: Comprehensive Plan Framework Document / Land Use Plan Element

The Future Land Use Element, along with the Comprehensive Plan Framework, was documented to reflect and respond to public input at the final community forums, at the direction of the Comprehensive Plan Steering Committee.





**City of Georgetown 2030 Comprehensive Plan
Chapter 2. - 2030 Plan Framework**

2. 2030 Plan Framework

INTRODUCTION

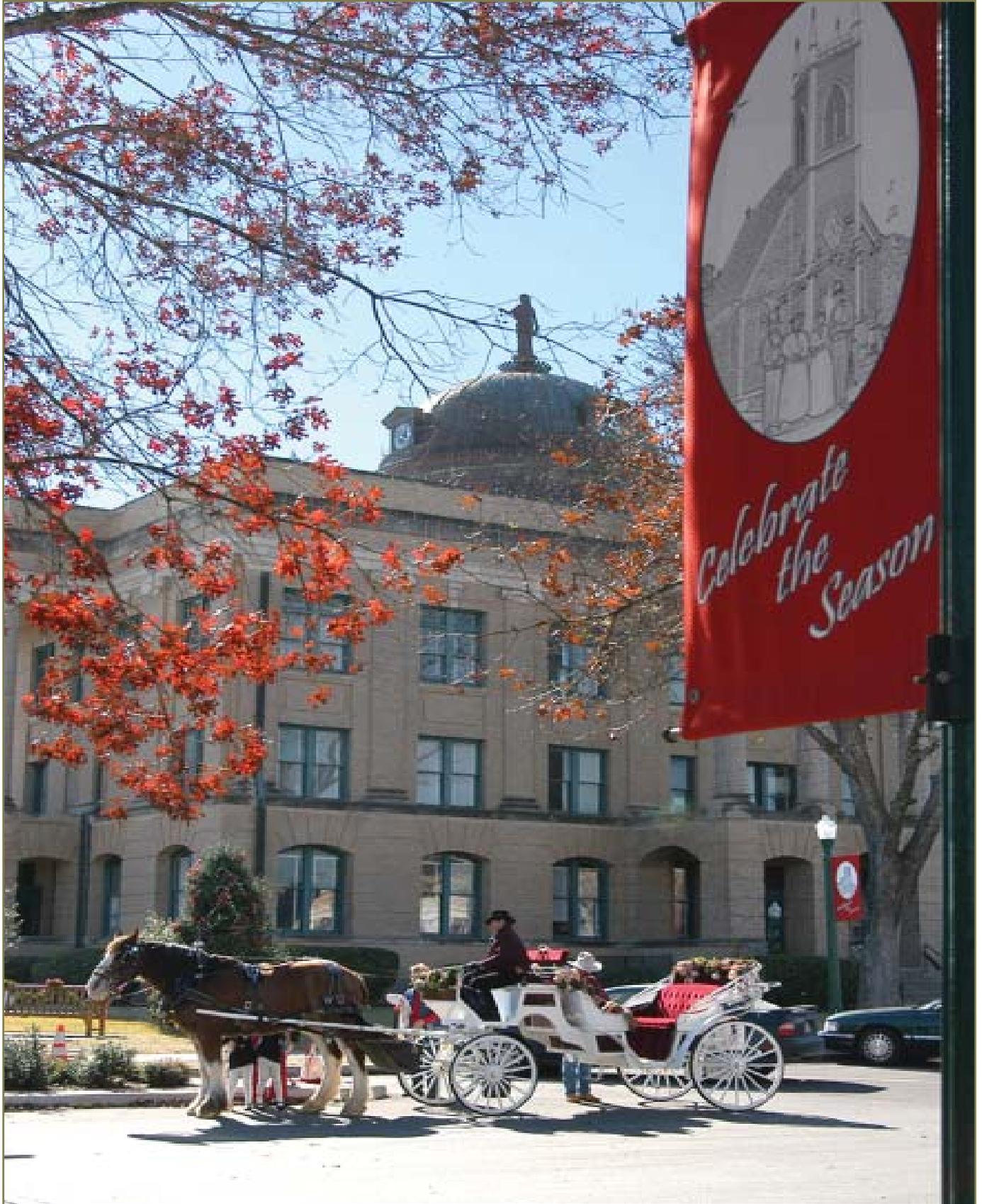
Georgetown is at a pivotal milestone in its long and rich history. On account of its strategic location, high accessibility, natural beauty, educated labor force, sense of history, and strong community identity, Georgetown finds itself facing an enviable predicament, not uncommon to many smaller, exceptional communities that are growing in the shadow of larger urban areas. Georgetown and the entire Austin region have experienced significant population growth and development over the last decade, which has led to certain “growing pains.” The dilemma is that the very factors that make this community special—the factors that are credited for the city’s appeal—are the same ones that could potentially erode with rapid growth. The city is becoming a so-called “bedroom community” for Austin due to its proximity and ease of access to the metropolis. Communities such as Georgetown—which are in the path of Austin’s northward growth surge along the I-35 corridor—must be prepared to manage this growth pressure, or run the risk of losing their unique identity and eroding their quality of life, as has been the fate of some neighboring communities. While continued pressure for growth and change is a certainty, considerable uncertainty exists about how the future may unfold for Georgetown, and what the city may be like in 10 and 20 years.

REGIONAL CONTEXT

The City of Georgetown is located in Central Texas, approximately 25 miles north of Austin along the I-35 corridor. The nearest city is Round Rock, with a U.S. Census estimated population of 82,311 in 2005, which adjoins Georgetown on the south side. Round Rock and Georgetown are part of the Austin-Round Rock Metropolitan Statistical Area (MSA), one of the fastest-growing MSA’s in the state of Texas. In fact, the Central Texas region as a whole, including the Waco and Killeen-Temple MSAs, is expected to add over one million people to its current estimated 1.6 million over the next 20 years.

Less than 44% of all local workers live and work within Georgetown. Georgetown is also influenced by growth that is occurring in its immediate vicinity, and, as the county seat, is a major center of government and commerce. According to numbers provided by the Texas State Data Center (based on the U.S. Census of Population and Housing 1980, 1990 and 2000 and U.S. Bureau of the Census Population Estimates for 2005), the population of Williamson County grew by over 82% between 1980 and 1990, and nearly 80% between 1990 and 2000. The population of the entire county increased nearly 34% and the city increased nearly 37% between 2000 and 2005.





*Georgetown citizens cherish the small town western charm, neighborliness, and natural beauty. **



Georgetown has been experiencing accelerated growth and faces the potential of erosion of its distinct identity due to Austin's northward surge of development along the I-35 corridor

The City of Georgetown is a member of Envision Central Texas (ECT), a non-profit regional visioning organization representing the five counties of Bastrop, Caldwell, Hays, Travis and Williamson. In 2002 ECT conducted a regional planning exercise that resulted in the creation of a regional vision and a preferred growth scenario. The vision document and growth scenario seek to guide development in the region in a way that:

- ♦ Provides for an efficient, effective, and reliable system for moving people and goods on a daily basis through a network of roads, transit, and trails;
- ♦ Conserves natural resources by minimizing the footprint of growth and avoiding environmentally sensitive areas such as streams, floodplains, and the Edwards Aquifer;
- ♦ Enhances neighborhoods by directing growth and investment to where they most improve the quality of life and economic well-being of its residents;
- ♦ Improves access to jobs for all by building on accessible employment centers and increasing the number of jobs in parts of the region where more localized options are desired.

VISION STATEMENT FRAMEWORK

In community forums held throughout Georgetown, citizens expressed concerns about the impacts of this growth on the character and quality of life of the community. Many citizens expressed a conviction that Georgetown should take a more active stance in managing growth to protect what people value in Georgetown: its small town western charm, neighborliness, natural beauty and freedom from overcrowding, pollution, crime and other urban problems.





The 2030 Plan seeks to protect the historic character of the downtown area.

Georgetown's 2030 Comprehensive Plan will be ...

A reflection of our values, aspirations and our shared vision

Just as one would not begin a trip without first identifying a destination, the planning process started by defining the community's destination: the kind of place we want Georgetown to be in 20 years. A diverse array of citizens expressed views about Georgetown; its present strengths and weaknesses, and its future opportunities and threats. In listening to what citizens are saying, areas of apparent consensus emerged concerning the kind of community we want to become, or to remain. These expressions of community values provide the basis for a shared vision of Georgetown's future. The Vision Statement articulates our expectations for the future. It frames the mandate for the comprehensive plan and it outlines the strategic framework necessary to achieve the vision.

A guide for the management of change

If our vision for Georgetown's future is to be realized, the comprehensive plan must influence the direction of growth and change and how and where public and private investments are made. To exert this influence, this comprehensive plan must be applied as a guide to the many decisions that will determine each small increment of growth and change. While Georgetown government is taking a leadership role in this effort, the comprehensive plan will call on citizens, neighborhood and civic organizations and private industry to coordinate their efforts with a shared sense of direction and a renewed spirit of partnership.

The foundation for policies, strategies and actions

Georgetown's comprehensive plan will examine policies and strategies for land use, economic development and the protection of open space and natural resources; for the management of land resources and future annexations; and for investments in roadways and other public facilities. Following comprehensive plan adoption, we can expect some adjustments to City policies, regulations and capital investment priorities.

Georgetown's 20-year "To-Do" list

The influence that the comprehensive plan will have on Georgetown's future will be a product of the vision which inspires and the actions taken to realize it. The vision will not be realized because we may agree with, or feel good about, the values it expresses. It will not be a self-fulfilling prophecy. Rather, it will be realized by steady progress in adhering to a well-defined "game plan" of effective short and long-term actions and a commitment to stay focused.

Over several days in November of 2006, 74 citizens, as well as Comprehensive Plan Steering Committee members, participated in community forums to discuss issues facing Georgetown. From this input, the following key areas of community consensus emerged from the citizen input and served as the basis for the Vision Statement.

Key Areas of Consensus

Strengths

1. Small town/historic character, which most associate with downtown Georgetown and its square and Courthouse.
2. People of Georgetown, often described as tolerant, open, friendly, and valuing diversity, as well as educated and involved in community affairs.
3. Quality growth/preparation for growth/strong economy, with specific references to “growing room,” adequate water and infrastructure capacity with fiscal responsibility, and availability of local jobs and shopping.
4. Parks and natural areas, including rivers, lakes and trails.
5. Location/Accessibility, with specific reference to the I-35 and SH-130 links to Austin, being the County seat and a strategic location in Central Texas.

** A second tier of perceived strengths included Southwestern University, Sun City Georgetown and the community's safety level.*

Weaknesses

1. Transportation, including the lack of public transportation, pedestrian, and bicycle networks; lack of roadway connectivity that makes it difficult traversing Georgetown; traffic congestion; Williams Drive; and poor traffic signalization.
2. Misconceptions of local government, including perceived lack of attention to small/downtown businesses, zoning/enforcement inconsistencies, lack of planning for economic development/industrial recruitment, lack of spending within budget, small town politics, etc.
3. Need for more economic development, a stronger tax base, and quality local jobs

** Although not considered consensus issues many participants cited community divisiveness and a lack of choice in local-serving retail (restaurants, groceries, etc.) as community weaknesses.*



Opportunities

1. Improving/diversifying educational, civic and cultural opportunities, including raising the quality of local schools, better “town-gown” engagement with Southwestern University, lower cost higher education (community college), reserving land for future libraries, supporting local artists, and building new civic and cultural facilities.
2. Retaining/strengthening unique community character/downtown, preserve small town historic character, strengthen and diversify downtown, develop San Gabriel waterfront, protect rivers, expand trails, improve gateways, apply higher standards for quality and appearance.
3. Transportation improvements, including the development of public transportation, bike trails, and sidewalks; promotion of alternative fuel vehicles; and enhancement and development of current and future major arterials.
4. Well managed growth, by means of a clear plan for future land use, preservation of green space, creation of greenbelts, promotion of sound development at variable densities, and focused attention to high growth areas such as west Georgetown and the SH-130 and Parmer corridors.
5. Economic development/tax base growth, by attracting quality industry and well-paying local jobs, promoting heritage tourism, and providing a better variety of retail.
6. Leverage the City’s ownership of public utilities to facilitate well-managed growth.

Threats

1. Unmanaged growth: the loss of small town character, uncontrolled growth in the ETJ, wasteful low density development, loss of open space and natural beauty.
2. Failure to plan and adequately fund future infrastructure capacity.
3. Public attitudes – apathy/divisiveness; lack of contact between generations and socioeconomic groups, elitism, unwillingness to accept change.
4. Transportation problems: inadequate roads, traffic gridlock, failure to reduce dependence on the automobile.
5. Failure to adequately plan for the health and social service needs of the community.

** Although they are not recorded as consensus issues, other oft-cited issues include unbalanced growth / failure to attract industry and a failure of government to act.*



Transportation, managed growth, and preservation of Georgetown’s natural features and unique character were key issues in the discussions.

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2030 VISION STATEMENT

The following Vision Statement is written from a perspective of twenty years into the future. It expresses what we envision and desire our community to be in the year 2030 and it reflects on all that we have accomplished since we launched the revision of our comprehensive plan in 2006.

In 2030, Georgetown is a growing city, recognized throughout the region and the nation as a premier community of choice by virtue of its exceptional livability; proud historic heritage; welcoming, engaging people; safe neighborhoods; variety of well-paying jobs; excellent public schools; vibrant arts and cultural offerings; and well-planned infrastructure, transportation, and public facilities.

We have taken advantage of our strategic location by embracing sound, managed growth, and harnessing and guiding it to deliberately shape Georgetown as we choose it to be. In embracing sound growth and encouraging a variety of densities and architectural styles, we have promoted sustainable development patterns that are compatible with our natural resources and historic character. We have encouraged innovation in development practices, raised quality standards for new development, re-invested in downtown and historic neighborhoods, and revitalized areas in transition. We have achieved greater economic autonomy by attracting quality employment and an array of local retail and commercial services to grow our tax base, safeguard our fiscal health and retain our talented youth. All of our neighborhoods are safe and thriving, and offer quality, affordable housing to households of all ages, lifestyles and economic means.

We have achieved our Vision by exercising leadership and by mobilizing citizens, civic and neighborhood organizations, local businesses and institutions to work together in partnership with the City of Georgetown, its elected and appointed leaders and staff.

We have crafted our Vision to articulate community values and aspirations, structured into the following four major themes:

- ♦ Quality of Life
- ♦ Sustainable Development
- ♦ Balanced Transportation / Efficient Mobility
- ♦ Effective Governance

1.0 QUALITY OF LIFE

1.1 *Community Character*

- A. The City of Georgetown is regarded throughout Central Texas and the nation as a safe, livable and beautiful “community of choice.”
- B. We have retained our unique identity and heritage by protecting the historic character of downtown and our older neighborhoods.
- C. We have raised the bar for development quality by encouraging innovation among forms of development that maintain and enhance community character and conserve land and natural resources, consistent with market demand.
- D. We have enhanced the community’s visual character through greater attention to roadway aesthetics, conservation of our tree canopy and green spaces, standards for appropriate signage and enhanced gateway corridors.
- E. We have preserved our irreplaceable natural resources, our lakes, rivers and hill country scenery. Through a variety of means - including strategic acquisition and development of park lands, trails and greenways, successful partnerships, and effective use of incentives for voluntary preservation - our open spaces are protected for future generations.
- F. We have expanded public recreational use and enjoyment of our parks and open spaces by expanding sports facilities and by enhancing our network of greenways and trails, which link major open spaces, recreational areas and our rivers and lakes.



*In 2030, our distinct Hill Country scenery has been preserved . . .and our open spaces protected for future generations . . . **

1.2 People

- A. Georgetown residents are educated, engaged, caring, diverse and committed to the community.
- B. Georgetown residents - whether long-time residents or newcomers; young households or retirees - become deeply rooted in the community and are actively involved in community service through their faith-based involvement, civic organizations and a variety of volunteer activities.
- C. Georgetown residents are well informed and engaged with local government on key issues affecting growth and change in the community.
- D. Georgetown residents recognize and embrace their diversity and respond to opportunities to come together in common purpose, overcoming generational, cultural, geographic and socio-economic barriers.
- E. Georgetown residents are tolerant, compassionate, and reach out to those in need.
- F. Georgetown residents are receptive to positive change and nurture future leaders.
- G. Georgetown residents respond to the needs of all economic levels of residents through the provision of affordable housing and adequate and accessible health and social services.



In 2030, Georgetown residents . . . become deeply rooted in the community . . .and are well informed and engaged with local government issues.

1.3 Educational and Cultural Opportunities

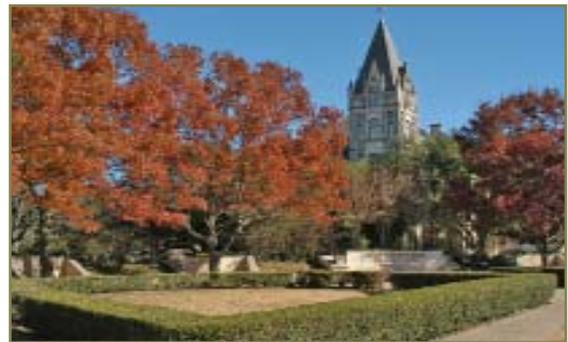
- A. Georgetown nurtures its most valuable resource—its youth—by promoting and supporting the highest level of excellence in public education and by actively engaging them in the life of the community.
- B. Southwestern University is a valued resource and a partner in community affairs. The City and University collaborate in initiatives to expand economic opportunities, to attract clean, knowledge-based employment, and to provide cultural enrichment to citizens and opportunities to engage the student body in the community.
- C. Georgetown seeks and creates partnerships to promote lifelong learning and provide affordable higher education for all, along with special venues for learning to make Georgetown an educational destination in Central Texas.
- D. Georgetown is a cultural destination in Central Texas, thanks to our vibrant community of artists and artisans, performing arts venues, and array of arts, heritage and cultural festivals and events.

1.4 Public Safety

- A. Georgetown provides honorable service and vigilant protection throughout the community so that people feel safe in their homes, businesses, and public places.
- B. Georgetown strives to provide superior, consistent, and effective public safety response capabilities through leadership, innovation and a commitment to excellence.
- C. Georgetown solidifies the relationship with the community through superior service, citizen education and collaborative partnerships in order to establish trust, empower the citizens, and meet the expectations of the community.
- D. Georgetown provides effective emergency services through comprehensive, collaborative, communicative, and efficient incident disaster management.
- E. Georgetown strives to be the standard for public safety through innovative and strategic planning, the utilization of viable emerging technologies, and the effective and efficient use of staffing, resources, and facilities.



*In 2030, Georgetown nurtures its most valuable resource - its youth . . . **



*In 2030, Southwestern University is a valued resource and a partner in community affairs . . . **

2.0 QUALITY GROWTH/SUSTAINABLE DEVELOPMENT

2.1 Throughout Georgetown we have...

- A. Attracted desired forms of balanced development, creating quality urban, suburban, and rural places that offer a choice of setting and lifestyle.
- B. Encouraged residential developments that are well connected to the larger community, are planned and designed to compliment the heritage and natural character of Georgetown, and offer a variety of housing types and price ranges.
- C. Encouraged sound, compact, quality growth, including pedestrian-friendly development patterns that incorporate mixed uses and densities, conserve resources, and accommodate public transportation, alternative fuel vehicles, biking, and walking as convenient substitutes for automobile use.
- D. Reserved well-planned and well-located sites for future employment centers, sufficient to meet our long range need for economic diversification and suitable to attract desired “clean” businesses.
- E. Maintained the quality and diversity of our housing stock in all of our neighborhoods, which are framed by safe, attractive streets.



*Throughout the city,...future employment centers ... suitable to attract desired “clean” businesses . . . **



Georgetown provides honorable service and vigilant protection throughout the community . . .

2.2 In downtown Georgetown and our older neighborhoods we have...

- A. Supported home-grown businesses and planned for an optimal mix of businesses, services, retail and entertainment suited to the scale and historic charm of downtown.
- B. Attracted or created an array of civic, arts and other cultural activities and events to expand the level of downtown activity.
- C. Promoted downtown and in-town housing including infill, mixed use and the creation of apartments and lofts over retail.



*In downtown Georgetown, there is a wide array of civic, arts, and cultural activities and events to expand the level of activity . . . **

2.3 Along our major highway corridors we have...

- A. Promoted development compatible with safe, efficient traffic circulation through sound standards for access management, limited installation of curb cuts and parking facility connectivity.
- B. Selectively determined appropriate locations and applied design standards for large commercial developments and other high traffic generating uses.
- C. Set high design standards for all commercial development and signage.
- D. Encouraged mixed-use, and “village center” development types as alternatives to conventional strip center and stand-alone “pad” sites.

2.4 In our suburban fringe we have...

- A. Exercised influence to prevent premature and incompatible development.
- B. Encouraged the staged, orderly expansion of contiguous development to coincide with the expansion of roads and infrastructure.
- C. Encouraged conservation development and other approaches that retain rural character and promote retention of open space.
- D. Provided for the City’s long range growth with strategically timed annexations.
- E. Consolidated development patterns within the city limits, where feasible, through judicious annexation and capital investments.

2.5 With our City services we will...

- A. Provide safe, reliable, efficient, and cost-effective utility services to enhance the quality of life and meet the needs of the community.
- B. Provide adequate utility capacity in a manner that encourages quality, balanced growth and development through both responsive and proactive planning.
- C. Protect the environment through a commitment to conservation, sustainable fuels and materials, regulatory compliance, and the long-term viability of community resources.
- D. Encourage innovative solutions, flexibility, and a willingness to adapt to the changing needs of the community through ongoing analysis, re-evaluation, and a long-range outlook.

- E. Use as an economic tool to incentivize business and industry, expand the tax base, create jobs, and generate sales tax collections.



*Along major highway corridors, we have promoted development compatible with safe, efficient traffic circulation . . . **



*In the suburban fringe, we have encouraged conservation development to retain rural character and retain open space . . . **

3.0 BALANCED TRANSPORTATION/EFFICIENT MOBILITY

- A. Georgetown has implemented improvements to the local road and traffic control system, including new thoroughfare linkages to enhance connectivity, improved and coordinated traffic signalization, and standards for access management to enhance traffic flow and safety.
- B. Georgetown is progressing towards a functional, well-integrated, multi-modal transportation system, which provides convenient public transportation choices within Georgetown and access to the region’s major activity centers in and around Austin.
- C. Georgetown has reduced its reliance on conventional fuels and automotive traffic by promoting alternative fuel vehicles; by retrofitting bike lanes and sidewalks in underserved areas to enhance bicycle and pedestrian mobility; by incorporating these facilities in new developments; and by encouraging compact mixed-use and other “walkable” development types.
- D. Georgetown has assisted in carefully locating employment and commercial centers, schools, and other high-traffic generators.
- E. Georgetown has promoted the private development of the Georgetown Municipal Airport by maintaining safe operation procedures and public facilities, strictly adhering to the maximum capacity of aircraft, and working to reduce aviation noise.

4.0 EFFECTIVE GOVERNANCE

- A. Our City government retains its reputation for providing a high level of responsiveness to citizens and in exercising visionary leadership in planning and investing for the future.
- B. We have created and enforced innovative, effective and fair regulatory codes and development standards to guide growth and improve development quality. We have streamlined the regulatory process, particularly for desired development types and locations.

- C. Georgetown has achieved a high level of service coordination, both internally and with County, State and other city service providers.
- D. Georgetown has anticipated and planned for the long-range need for public facilities including police, fire, recreation and libraries.
- E. The City has coordinated with the Georgetown Independent School District for the appropriate siting and timing of new school construction, consistent with the City's growth management strategy.
- F. Georgetown has maintained and improved its fiscal strength by:
 - ♦ Actively promoting sustainable economic development through recruitment of desired industries and employers.
 - ♦ Guiding a compact growth pattern, which reduces public facility costs.
 - ♦ Carefully prioritizing spending consistent with adopted capital improvement plans and budgets.
 - ♦ Judicious use of incentives and subsidies for desired development.
- G. Georgetown has taken a leadership role in the use of advanced technology to incorporate sustainable "green infrastructure," including initiatives to:
 - ♦ Conserve water resources through reduced consumption.
 - ♦ Effectively re-use treated wastewater for irrigation.
 - ♦ Encourage renewable sources of energy.
 - ♦ Promote maximum recycling.
 - ♦ Promote the use of alternative fuels.
 - ♦ Provide high speed internet access for all citizens.
- H. The City has followed through on its commitment to plan for the future, by adopting a comprehensive plan; by consistently applying it as a criterion in all decision-making; by implementing actions called for in the plan; and by periodic monitoring and updating of the plan.



*In 2030, Georgetown has anticipated and planned for the provision of long-range public facility needs including police, fire, recreation, and libraries . . . **



City of Georgetown 2030 Comprehensive Plan
Chapter 3. - Land Use Element

Land Use Element Executive Summary

The Land Use Element is the launching pad for many of the 2030 Comprehensive Plan Elements. The growth and development pattern for any city is a key determinant to the future direction of the community. Land use is directly linked to transportation patterns, open space and environmental concerns, and the needs for infrastructure, public service and economic vitality. The Land Use Element of the 2030 Plan seeks to begin an outline for new and ongoing elements to be included as part of this Plan.

Georgetown is a fast-growing community faced with many issues dealing with the growing pains of moving from a small town to one with significant population growth, economic opportunity and a growing regional importance. The existing land use is mostly single-family residential, agricultural or “undeveloped,” meaning land that is anticipated for urban and suburban development in the future. The city is blessed with an abundance of open space, historical structures, natural resources and tremendous access within the greater Austin area.

Historically, Georgetown has been a suburban residential town and this is expected to remain the development pattern for the near term, yet this has led and will continue to lead to future issues regarding infrastructure extension and costs, development pressures on transportation needs, expansion of City services, loss of open space and agricultural land, etc. As with any fast-growing city, Georgetown is confronted with an imbalance of residential to commercial land uses and the difficulty of providing municipal services to meet the needs of the current and future residents. Additionally, with anticipated changes in the growth pattern and new development, community standards for design, aesthetics and protection of natural resources will require attention and effort to maintain the community’s quality of life.

Georgetown has an opportunity to meet these coming challenges, which require preparation and a plan with the necessary tools for implementation. The Land Use Element seeks to provide a framework to meet these challenges through a growth management plan and a future land use plan that will be used to effectively prepare for the anticipated growth that will continue to strengthen and enliven the community. These plans will help guide the Utility Master Plans, work in conjunction with the Overall Transportation Plan and other important City master plans and assist the decision-making process for zoning and other land use decisions.

The Land Use Element contains specific Goals, Policies and Actions that steer the short and long-term implementation steps of the element based on the Vision Statement established in the 2030 Plan. To fully implement the vision of the community as determined by this statement, deliberate steps will be taken over the life of the Plan to develop standards, processes and incentives to encourage this growth ideal. Working in conjunction with the other City master plans, the development code and related documents will establish clear standards but offer flexibility and creativity in the design process to achieve the desired result. Annual Updates will seek to measure the progress of the implementation of the Goals and Policies and an ongoing commitment from the elected officials, City staff and, especially, the citizens themselves, will be crucial to realizing the vision.

The Land Use Categories established in this Plan seek to promote various forms of development densities, a mix of uses, transportation options and commercial opportunities for property owners and developers. The new categories offer flexibility in various uses and impact and are

endorsed by the conceptual nature of the Future Land Use Map itself. The new Future Land Use Map is not dedicated to a parcel-by-parcel slicing of land uses but it is intended to convey the direction that the City is seeking in terms of its impact on established growth patterns, transportation, open space, etc. The intent of the Plan is to allow flexibility within the market framework while establishing some certainty in the long-term planning for essential municipal services, like utilities and public safety. The land use categories allow development to potentially increase in density over time without significant changes to the infrastructure systems.

Georgetown has a tremendous opportunity to continue evolving into a first class community that balances the best of its history with its greatest ideals of the future. Together with the other necessary elements of the 2030 Comprehensive Plan, the Land Use Element will help prepare the city for future challenges and take steps necessary to accomplish the goals set forth in the community vision.

3. Land Use Element

DEMOGRAPHIC FACTORS

Through the 1990s, Georgetown's population grew by about 91 percent. The 2000 Census counted 28,339 people, 10,393 households, and 7,715 families residing in Georgetown. The racial makeup in 2000 was 85 percent White, 3 percent African American, 0.3 percent Native American, 0.6 percent Asian, 0.1 percent Pacific Islander, 8 percent from other races, and 0.02 percent from two or more races. Hispanic or Latino of any race comprised just 2 percent of the population, yet are a fast-growing segment of the population.² Most of the minority population lives on the east side of the city and particularly downtown (Figure 3.1).

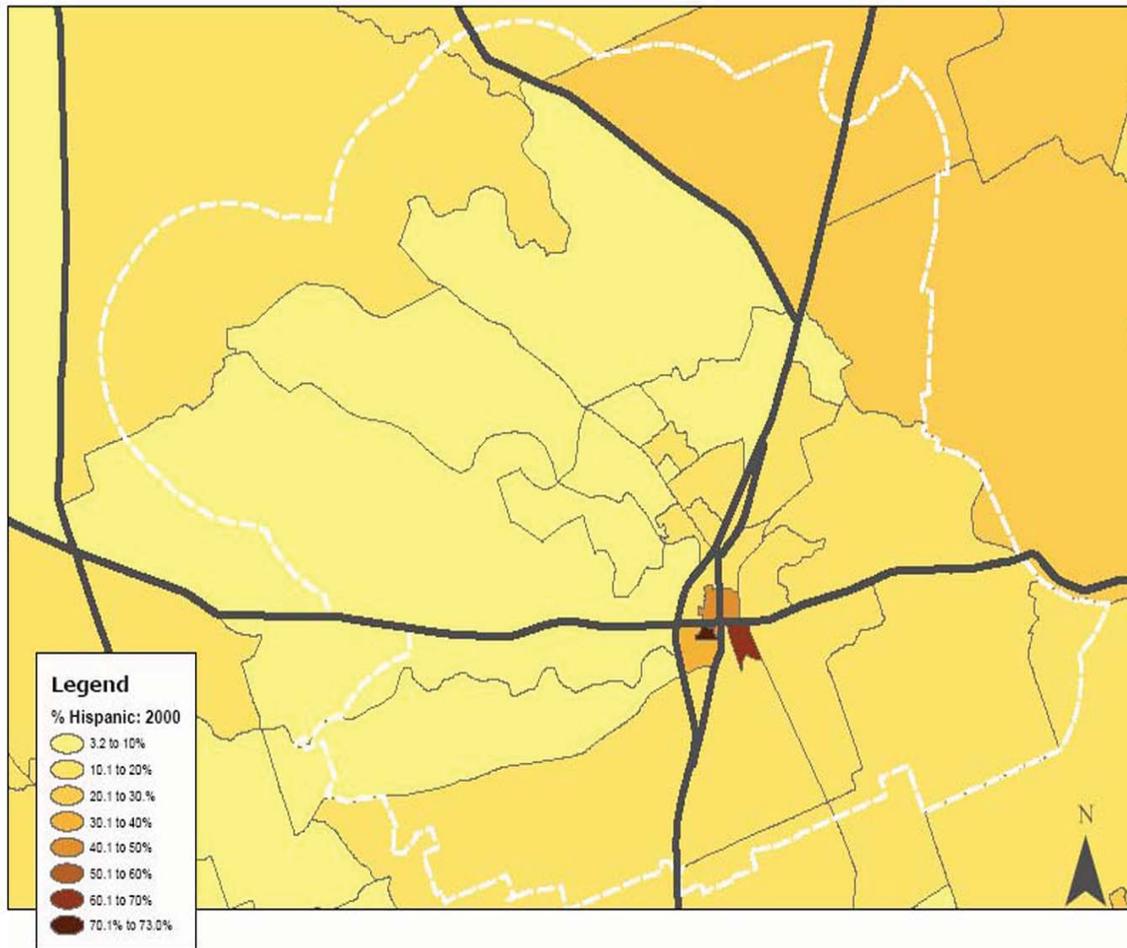


Figure 3.1: Hispanic population in the City of Georgetown in 2000, by Census Tract
Source: Census 2000

² P1, P3, P13, P15, P17, P20, P31, P33, P53, P77, P82, P87, P90, H1

10,393 housing units were counted in Georgetown in the 2000 Census. Of those counted, 32 percent had children under the age of 18 living with them; 62 percent were married couples living together; 9 percent had a female householder with no husband present; and 26 percent were non-families. 22 percent of all Georgetown households were made up of individuals, and 9 percent had someone living alone who was 65 years of age or older.

The average household size was 2.5 persons, and the average family size was 2.9 persons. The median household tends to be larger toward the southern and eastern parts of the city, where the median age tends to be lower and more families are located. The median age was 36.9 years, which is slightly older than the median age of 35 years for the U.S. Only 6 percent of the Georgetown population is comprised of children under the age of 5 years, while nearly one fifth of residents are adults 65 years of age or older. As a point of comparison, the 2000 Census population of adults 65 years or older in Williamson County was just 7 percent. Although Georgetown has long been considered by some to be a “bedroom community” for Austin, the area has been attracting retirees in significant numbers over the last decade. As might be expected, the most concentrated cluster of aging adults is in and around Sun City. This demographic shift raises additional facility and service demands that must be considered in the planning process. For example, determining how to provide transportation options for those who are unable to drive themselves will become increasingly important as the population continues to grow and age.

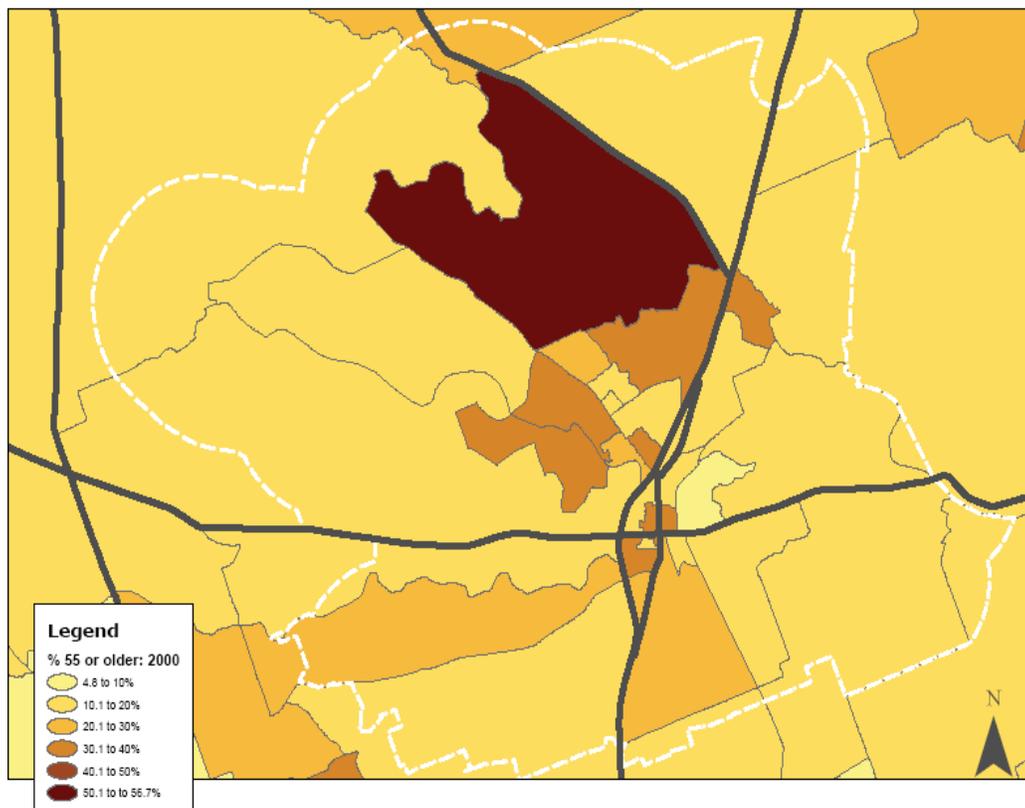


Figure 3.2: Age Distribution in 2000, by Census Tract
Source: Census 2000

The 2000 median income for a household in Georgetown was \$54,098 and the median income for a family was \$63,338, both of which were substantially lower than respective figures countywide. (\$60,642 and \$66,208, respectively, for Williamson County in the same year). In 2006, the estimated median income for a household was \$55,700 in Georgetown and \$62,494 in the County. The per capita income was \$24,287 for the city in the 2000 Census.

About 4 percent of families and 7 percent of the population were below the poverty line, including 2 percent of those under age 18 and 0.7 percent of that age 65 or over. In Figure 3.3, I-35 appears to be a clear dividing line in the city's distribution of wealth, with almost all of those households in the 50th percentile or higher for median income living on the west side of the city.

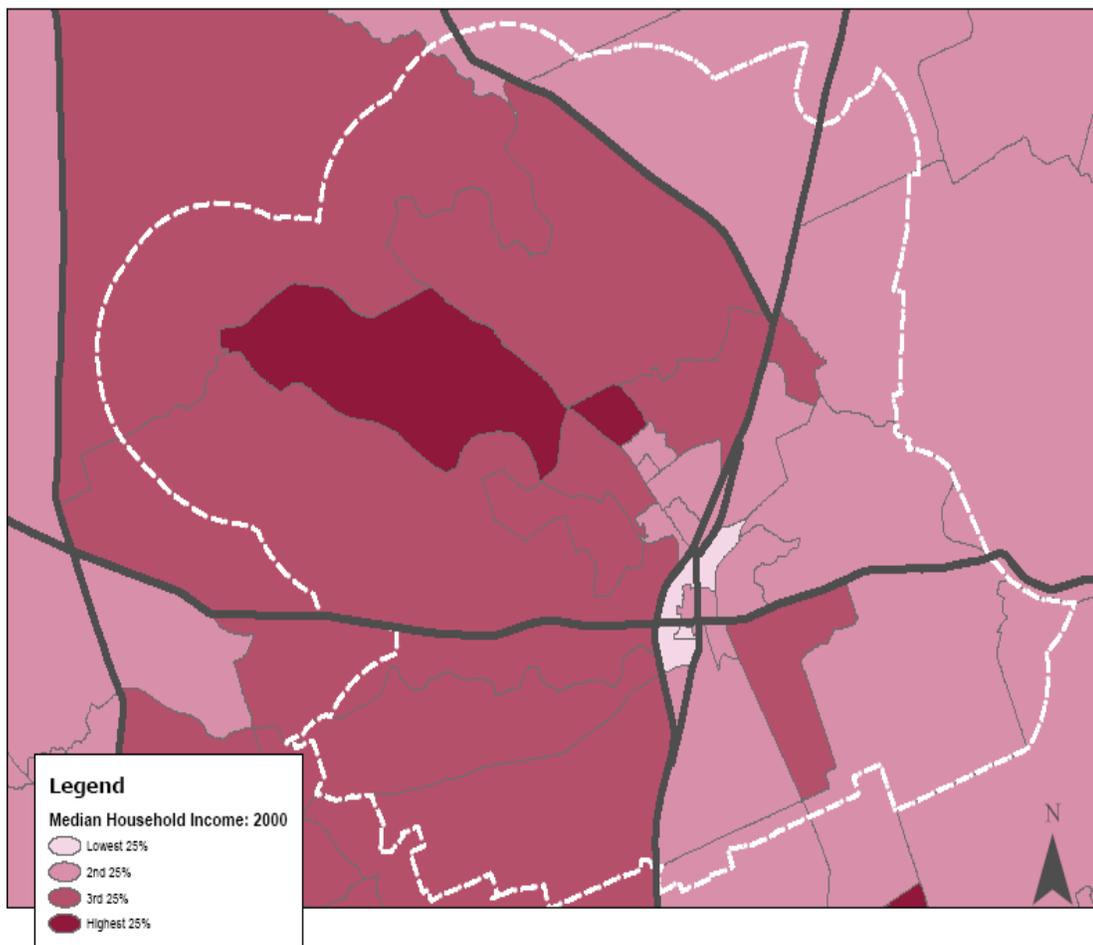


Figure 3.3: Median household income in 2000, by Census Tract
 Source: Census 2000

In January of 2008 the estimated Georgetown population was 47,380, based on projections by city staff. That figure reflects about a 6.6 percent rate of increase per year since the 2000 Census. The most recent Capital Area Metropolitan Planning Organization (CAMPO) population projections for the region indicate that population will reach over 225,000 within Georgetown's ETJ over the next twenty to twenty five years.

PRESENT LAND USE PATTERN AND ZONING

Existing Land Use

A breakdown of current land uses is provided in Table 3.1, below, and shown in Map 3-1.

Table 3.1: Existing Land Use Distribution

Category	Acres	% of Total Acres within city limits
Agriculture	2,803	10.3
Commercial	1,030	3.8
Condominium	7	0.1
Golf Course	834	3.1
Industrial	217	0.8
Manufactured Housing	11	0.1
Multi-family	132	0.5
Open Space	8,840	32.4
Public Property	2,231	8.2
Residential	3,618	13.2
Triplex/ Quadplex	21	0.1
Two-family	130	0.5
Vacant	290	1.1

Source: City of Georgetown GIS

The majority of residential development in Georgetown is single-family and suburban in nature. Of the parcels designated for residential use, 4,350 acres or 94 percent (12,558 parcels) are single-family, detached residential, whereas only 268 acres or about 6 percent (467 parcels) are multi-family or duplex, evidencing an imbalanced mix of housing options. The limited mixed-use and multi-family residential that exists tends to be located in close proximity to commercial areas, particularly along I-35 and Williams Drive.

While there are pockets scattered throughout the city limits, most single-family development—particularly new construction—is north and west of downtown. The consolidation and mostly higher costs of these newer developments has led to increasing levels of segregation between the easts and west side of the city, with I-35 acting as an informal dividing line. Houses in the central and eastern portions of the city—such as downtown—tend to be older, with varying price levels. In certain established, older neighborhoods, some of the houses are renter-occupied units

inhabited by lower-income or minority tenants. In contrast, the type and price of the newer construction to the west has attracted wealthier retirees and families to primarily owner-occupied units.

Most of the commercial development in Georgetown is located either downtown or along major roadway corridors such as I-35 and Williams Drive, which is an important arterial connector between downtown, Lake Georgetown, and Sun City. Downtown commercial development is concentrated around the Square and along three major streets: Main Street, Austin Avenue, and University Avenue. According to the Downtown Master Plan, retail commercial activity and variety has flagged in recent years, giving way to more office-oriented space. Consequently, that plan seeks to attract more businesses that would draw people to downtown such as specialty retail shops and restaurants. Commercial activity along arterial roadways in other parts of town are generally auto-oriented and comprised mainly of disconnected strip plazas. The Williams Drive Corridor Study, submitted in January 2003, was a plan to transform the arterial from being 55 percent undeveloped, disjointed, and unsightly into an urban corridor with coordinated land uses, vehicle and pedestrian routes, and market development patterns.

The configuration of the transportation system, coupled with lower land costs and the presence of natural resources, led to industrial areas locating toward the northern and southern peripheries of the city. Due in large part to the location of the railroad and availability of large quantities of limestone, a handful of quarries cover over 6,250 acres of the land located west of I-35. At least one of the quarries is expected to close within the next five years (when its permits expire) bringing up a range of environmental, land use, and employment considerations. The future use of all of the quarries remain undetermined and their transition to development will pose significant challenges and opportunities for Georgetown.

While farming was a much larger part of Georgetown's economy historically than it is today, significant portions of the land within the ETJ remain pastureland and are classified as agricultural. This is particularly true north of SH 195 and east of SH 130, where soils are less suitable for development, but are nutrient-rich and particularly favorable for cotton and sorghum farming.

In addition to an abundance of open space within the ETJ, the city has a rich system of parks and recreation. At the time the Parks, Recreation and Open Space Master Plan was written in 2001, Georgetown had 19 City-owned developed parks and special use facilities. In addition, the City operates and maintains seven joint-use parks with the Georgetown Independent School (GISD) District and three cemeteries. Totalling approximately 150 acres of land, most of the park space, at that time, was concentrated in the mile and a half radius north of downtown. Among the larger facilities is San Gabriel Park, which has a range of athletic fields, hiking trails and picnic facilities, and Rivery Park, which has hiking, picnicking and a disc golf course close to commercial and retail. There are nine neighborhood parks scattered throughout the Parks Department service area, a recreation center, a tennis complex, and McMasters Athletic Complex, as well some 140 acres of undeveloped parkland owned by the City. Based on the standards established in the Parks Master Plan and feedback during the public participation process, the Parks Department estimated demand for an additional 7 acres of mini-parks; 17 acres of neighborhood parks, 107 acres of community parks, and 135 acres of metropolitan/regional parks by 2010.



Map 3-1 Current Land Use

Existing Conditions
Georgetown, TX Comprehensive Plan

Land Use Categories

- Single family
- Two Family
- Multi Family
- Manufactured housing
- Commercial
- Industrial
- Institutional
- Agricultural
- Parks and recreational
- Golf courses
- Vacant / Undeveloped

Existing Transportation Network

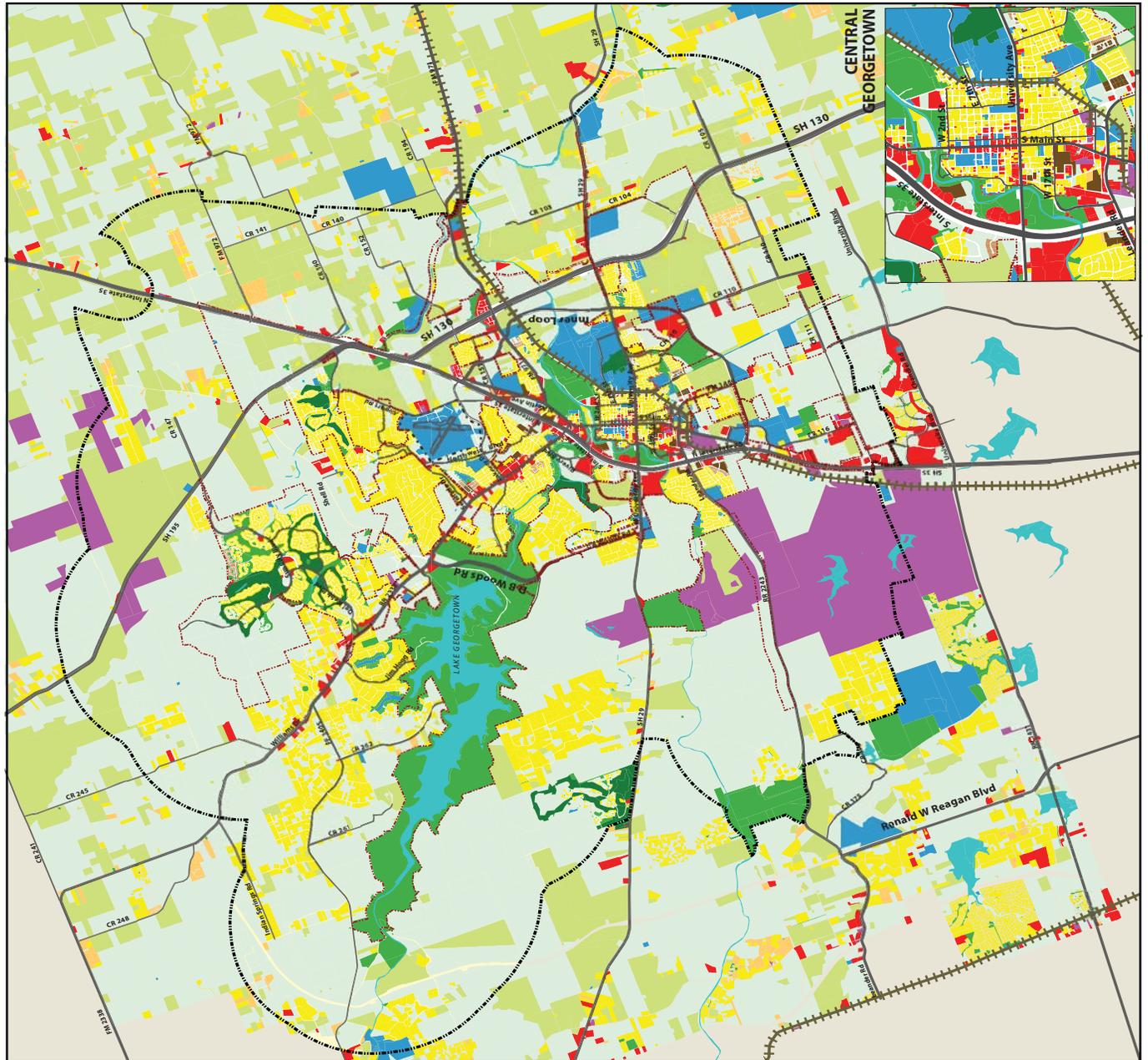
- Freeway
- Major arterial
- Minor arterial
- Collector
- Existing rail line

Boundaries

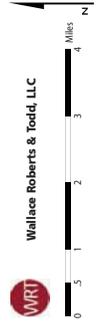
- ETJ (not zoned)
- City of Georgetown
- Downtown

Natural Features

- Lakes and rivers



Source: City of Georgetown GIS Department
Last updated: August 2007

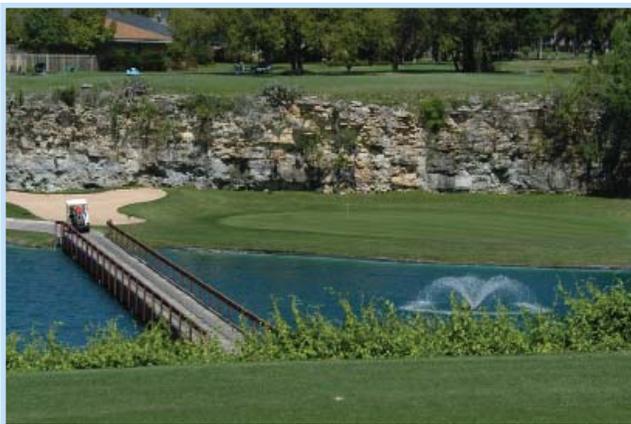


Today, public parkland covers approximately 7,145 acres of the land within the city limits and Georgetown is working toward the goals it set for itself in the Master Plan. In 2005, the City annexed 4,937 acres of land surrounding Lake Georgetown that is mostly owned and maintained by the U.S. Army Corps of Engineers. The annexed lands included Jim Hogg Park and Cedar Breaks Park (both County parks) and provide the City with additional trails and recreation opportunities within the city limits. The City has developed an award winning network of nature trails, recreational paths, and linear parks. Despite these successes, based on the adopted level of service standards and population projections, Georgetown will need to acquire additional parkland in the near future.

In addition to these public facilities, there are also several private facilities. Georgetown has over 834.5 acres of golf courses, including courses in Sun City, Cimarron Hills, and the Georgetown Country Club.

Within the city limits, over 7 percent of land is used for Institutional purposes. Southwestern University and the Georgetown Municipal Airport are the two largest facilities. The City and County government buildings in the downtown area and all of the schools in GISD are part of this category, as well.

It must be noted that several “pockets” of unincorporated land can be found within the city limits. These islands of unincorporated land have resulted from a leapfrog pattern of voluntary and involuntary annexations over the years. The pockets stemming from this pattern pose a dilemma. First, these areas are comprised primarily of large, residential lots that operate on individual septic systems. Continued development of these types of lots elsewhere could lead to a proliferation of systems that could, in some locations, jeopardize groundwater quality. In addition, City facilities such as libraries, parks, EMS, etc. tend to be utilized by these residents, putting an additional fiscal burden on the City and its taxpayers. Incorporating these areas would give the City greater latitude in preventing them from becoming pockets of obsolescence and potentially alleviate some of the aforementioned fiscal strains. However, the cost to incorporate all or even some of these areas into the city limits, provide infrastructure and services would be enormous. Moreover, the City already has incorporated much more land in the past few years than is likely needed to accommodate the projected 20-year population growth.



Georgetown has over 834 acres of golf courses, and approximately 7,145 acres of public parkland.

Zoning

There are eleven broad zoning categories in Georgetown's Unified Development Code, as shown in Table 3.2 and in Map 3-2. These categories include single-family residential, multi-family, two-family, townhouses, manufactured housing, general commercial, local commercial, office, mixed-use, industrial, and agriculture. Many of these are further subdivided with specific standards applied to the circumstances and character of each.

Table 3.2: Zoning Distribution

Category	Acres	% of Total Acres within city limits
Single-Family (RS)	10,756	39.3
Multi-Family (MF)	266	1
Two-Family (TF)	60	0.2
Townhouse (TH)	17	0.1
Manufactured	78	0.3
General Commercial	1,175	4.3
Local Commercial (C-1)	567	2.1
Office (OF)	123	0.4
Mixed-Use / Downtown	60	0.2
Industrial (IN)	1,094	4.0
Agriculture (AG)	13,196	48.2

Source: City of Georgetown GIS

The geographical and quantitative distribution of zoning designations is very different than the actual distribution of land uses. Almost 40% of the land within the city limits (excluding roads) is zoned Residential Single Family (RS). This category is intended to accommodate most housing needs (including complementary uses such as churches and schools), permit only detached dwellings and small group homes, and allow for development at a medium density by instituting a minimum lot size of 5,500 square feet. While the UDC indicates that RS may be located in close proximity to pedestrian-friendly services, it also prohibits all retail commercial, thereby removing the opportunity for mixed-use neighborhoods. Two other single-family residential zoning categories, Residential Estate District (RE) and Residential Single-Family Limited District (RL) are codified to provide for a similar array of allowable uses at lower densities, but they are not currently used.

The remaining portion of land zoned residential, about 420 acres in total, is divided into four different categories; Two-Family District (TF); Townhouse District (TH), Multi-Family District (MF); and Manufactured Housing (MH). If demand for multi-family units and the desire for a mix of housing grows as anticipated, the balance of these categories will inevitably need to increase compared to the single-family categories. TF, established for two-family categories, is a moderate

density district that may be used to separate detached single-family zones such as RE, RL, and RS from higher density residential and commercial areas. Currently, use of the district is scattered throughout a four mile radius from downtown. TH is to be used for smaller dwelling units than typically found in the RS District and is appropriate for infill development and for transition areas between residential and non-residential uses. It is only being used in one location at the moment, on the northeast side of town. MF is appropriate for higher density, multi-family development along major thoroughfares and is most common along corridors such as Williams Drive, I-35 and downtown. Lastly, MH is for manufactured housing, establishing area, design, and yard requirements. Currently it is only being used in one location, which straddles SH 130 and is closely related to the TH district.



The Agriculture District (AG) covers almost 50 percent of land within the city limits. It is intended to allow for large rural residential development and agricultural and farming uses. The Unified Development Code uses AG as the default zoning category when lands are annexed into Georgetown. While this is supposed to be an interim designation until the annexation process is complete, AG land is not typically rezoned to a more appropriate category in a proactive fashion. Thus, annexed land that is undeveloped but targeted for park and recreation use can be zoned agricultural, while lands already developed for this purpose are instead included in other designations, such as residential. The zoning code therefore lacks some critical categories that serve to better preserve land for supporting uses, such as Parks and Recreation and Institutional. Like parks, institutional facilities are allowed in residential or other zoning categories. As an exception, the Georgetown Municipal Airport is subject to industrial zoning standards.

Almost all commercial development zones are located along major corridors and, as intended by the UDC, separated from single-family residential uses. Commercial zoning is subdivided into six categories. Local Commercial District (C-1) is intended for commercial and retail areas that serve residential areas, but is not meant to be located along residential streets or collectors. The most common commercial designation, it is scattered liberally throughout downtown and along the major corridors.



Map 3-2 Zoning

Existing Conditions Georgetown, TX Comprehensive Plan

Zoning Category

- Residential
- Multi Family
- Two Family
- Town houses
- Manufactures/Homes
- General Commercial
- Local Commercial
- Office
- Mixed Use
- Industrial
- Agricultural

Existing Road Network

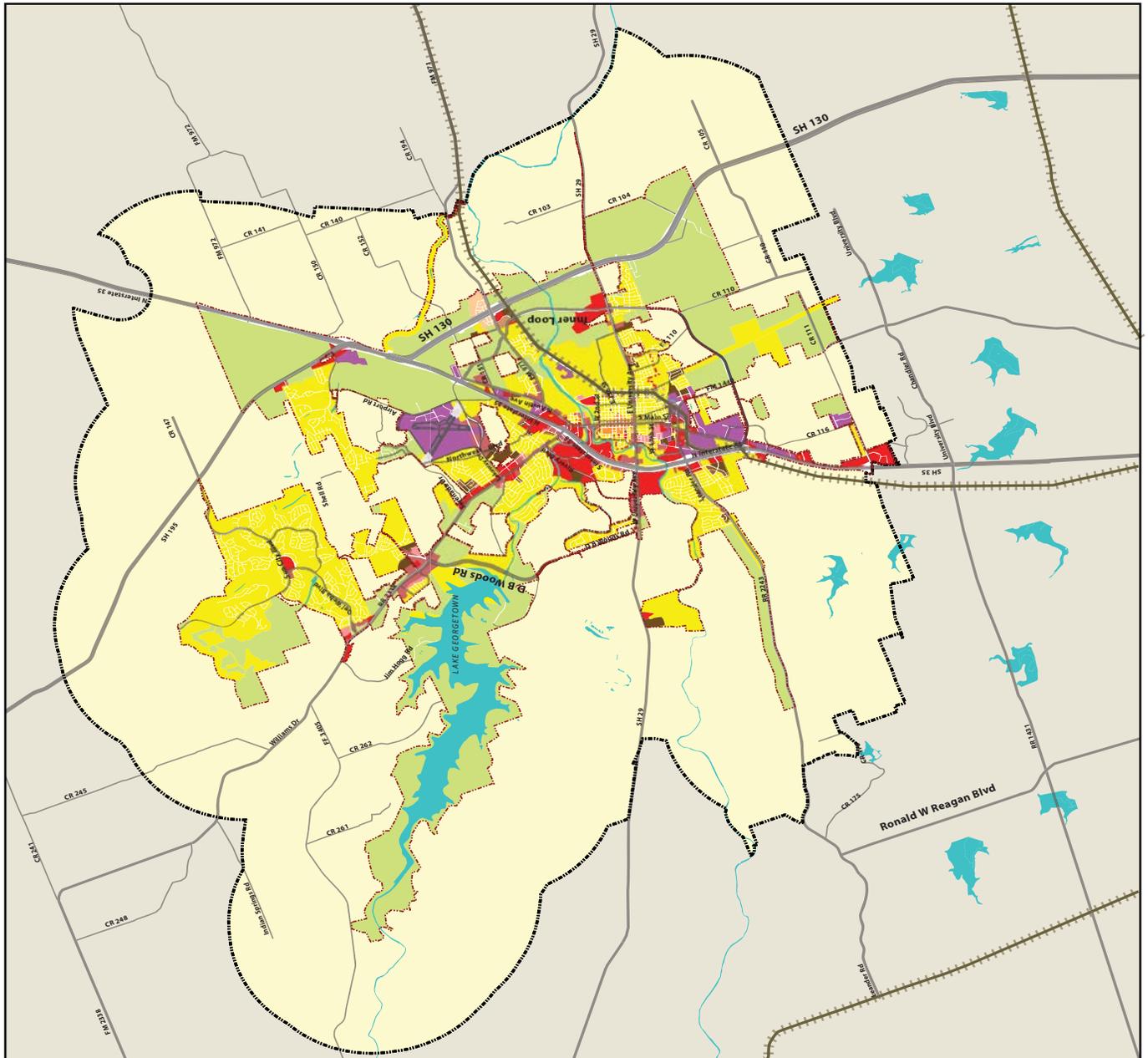
- Freeway
- Major arterial
- Minor arterial
- Collector
- Existing rail line

Boundaries

- ETJ (not zoned)
- City of Georgetown
- Downtown

Natural Features

- Lakes and rivers



Wallace Roberts & Todd, LLC

Source: City of Georgetown GIS Department
 Last updated: August 2007

General Commercial District (C-3) is for uses larger in scale, serving the community at large as well as its visitors. In most cases, it is buffered from residential uses by located C-1 or Office zoning districts. The Mixed-Use Downtown District (MU-DT) came about as part of the Downtown Master Plan and is an extension of that plan's goals. This district will allow for a mix of land uses including general commercial, office and retail activities, in addition to single and multi-family residential.

Office District (OF) is for small offices and related uses and generally occurs near or adjacent to residential uses to serve as a transition. There are two categories in the UDC that are not frequently used: Neighborhood Commercial (CN), which is targeted for uses that offer convenience goods and personal services intended to serve nearby residential areas; and Business Park District (BP), which allows office, research, and light industrial uses that generally require a large area and significant buffering.

Pockets of land north and south of downtown have Industrial District (IN) zoning designations. The IN category is intended to provide a location for low-intensity manufacturing and other light industrial activities that may generate some nuisances. Although the industrial uses are not supposed to be adjacent to any residential uses, there are some areas where it occurs, mostly due to existing industrial uses or pockets of unincorporated areas with no zoning protections.

There are some categories that have placeholders in the UDC but are not yet used, namely the Transit-Oriented Development (TOD) and Mixed-Use (MU) Districts. These categories offer the opportunity to permit development that is in alignment with the Vision Statement and will be used more readily in the future.



The Georgetown Municipal Airport is currently zoned as a PUD, with Industrial as the underlying base district. The adoption of the *Georgetown Municipal Airport Functional Plan Element* brought about this rezoning. This was completed to require appropriate buffers for residential uses near the airport.

RECENT ANNEXATIONS

In recent years, Georgetown’s city limits land area has grown at a steady rate. This expansion is due primarily to the City’s use of annexation as a tool to assert control over private development initiatives in surrounding areas and the idea that land use may be more efficiently managed through zoning. In addition to involuntary annexations, the city limits have often been extended into land formerly part of the ETJ in a piecemeal fashion as a response to development proposals and utility requests rather than as an effort to incorporate land to stimulate planned growth. In 2006, the City took a proactive approach to annexation as a means of controlling development in expected high growth areas such as the SH-130 corridor. This effort has, however, resulted in an annexation of land in excess of what is anticipated to be needed by the City to accommodate projected population growth over the next 20 years.

As depicted in Map 3-3, since 2000, nearly 15,000 acres—almost 50 percent of the city’s current size—have been annexed. This has burdened the City with the responsibility of delivering adequate services and costly infrastructure such as new roads, water and wastewater.

One result of past incremental annexations are various pockets of underserved, low density areas of the unincorporated county, which remain as isolated “islands” surrounded by the city. Thus, a major initiative in this Land Use Element is for the City of Georgetown to become more proactive in purposefully guiding and consolidating growth patterns, through its regulatory powers and decisions on infrastructure investments and annexations, so as to ensure sustainable, long-term growth opportunities.

Most developed areas of Georgetown can be expected to remain stable over time, with little change in land use. These areas will simply require protection from any impacts that could act as de-stabilizing influences, such as commercial intrusions or impacts of major highway construction. However, in other areas of the city—particularly in downtown, older neighborhoods, and along major highway corridors such as Williams Drive—land use change can be expected to occur through economic obsolescence, infill, redevelopment and revitalization. These represent opportunities to incorporate a more diverse array of development types such as mixed-use, as well as housing types that appeal to a greater variety of households.

Table 3.3: Recent Annexations

Year	Acres Annexed	% Increase in Land Area
2006	8,183	36.9%
2005	4,937	28.7%
2004	436	2.6%
2003	665	4.1%
2002	100	0.6%
2001	247	1.6%
2000	99	0.6%
1990-1999	5,907	60.4%
1980-1989	5,539	130.7%
1970-1979	1,853	77.7%
Pre 1970s	2,385	100.0%
Total	30,351	



Map 3-3 Annexation History

Georgetown, TX Comprehensive Plan

Previous Annexations

- 2006
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000
- 1990-1999
- 1980-1989
- 1970-1979
- Pre-1970s

Existing Transportation System

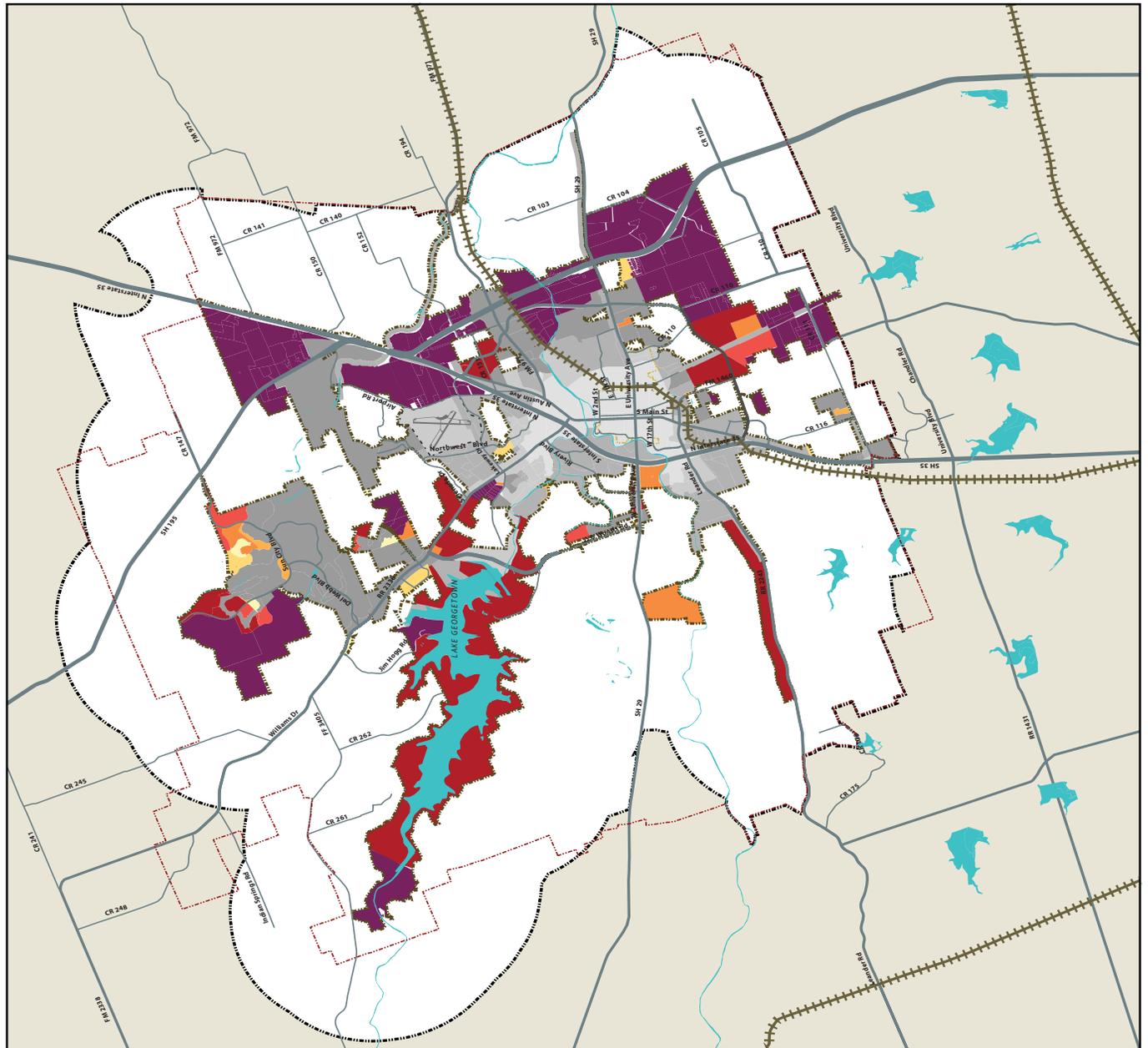
- Freeway
- Major arterial
- Minor arterial
- Collector
- Airport
- Existing rail line

Boundaries

- ETJ
- City of Georgetown
- Downtown

Natural Features

- Lakes and rivers



WRT Wallace Roberts & Todd, LLC

0 1 2 3 4 Miles

Source: City of Georgetown GIS Department
Last updated: April 2007

ONGOING, PLANNED, AND PROPOSED DEVELOPMENT

The City of Georgetown experienced an upsurge in building permit issuance in the past few years (Map 3-4), reflecting the feverish pace of development, particularly residential, in most of the country. While this activity has diminished lately, a significant number of public and private projects are still under development or in the review and approval “pipeline” in Georgetown (Map 3-5). The significance and scale of these projects will continue to influence where, how, and how fast the city grows over the next few years. As such, these projects need to be considered as key factors in the growth trend.

Capital investment projects primarily consist of transportation and infrastructure improvements. The existing transportation system will not provide adequate capacity for the development projects identified as in the “pipeline”. (Map 3-6) The *Overall Transportation Plan* for the City of Georgetown includes transportation improvements needed to accommodate travel demands through the Year 2030 (Map 3-7). The plan was prepared in 2005 and proposed an implementation program in three stages; short-range (2005 to 2010), intermediate-range (2010 to 2020), and long-range (2020 to 2030).

One of the most important projects in the *Overall Transportation Plan* is the construction of Ronald W. Reagan Boulevard that will create a connection between Leander Road and Williams Drive and provides an additional north-south connection between Georgetown and Austin. Although a large portion of this roadway lies outside the ETJ boundary, it is proposed to eventually extend eastward to I-35, which will increase accessibility for proposed developments north and east of Sun City. Another major roadway that was recently completed is SH-130, located at the eastern edge of the city, that serves the area as a toll road providing alternate access from Georgetown to Austin and, eventually, San Antonio.

East-west circulation is proposed in the intermediate-range to be improved mainly by the eastern extension of Ronald W. Reagan Blvd, CR 147, CR 143 in the northern portion of the ETJ, Westinghouse Road and its portions of CR 110, CR 111 and University Boulevard to the south, and the extension of Inner Loop (as the Southwest Bypass). Several types of improvements are proposed for these roadways: widening of the Inner Loop, potential I-35 overpasses at Northwest Blvd and Airport Road, and the Sun City Blvd/ CR 147 eastern extension to I-35. Additional collector and arterial roadways are proposed to improve north-south circulation in the same timeframe.

Long-term plans include roadway widenings for the Northeast Inner Loop and I-35 northward to SH-195, and other highway improvements connecting to surrounding cities.



Railroads are an important alternative transportation mode for Georgetown. The proposed Austin-San Antonio Rail Line is planned to connect Georgetown to Austin and San Antonio. This project is in preliminary stages of planning and multi-jurisdictional coordination, however, important first steps have been taken by the City. A planned Transit-Oriented Development (TOD) and ongoing and planned residential projects at the southern part of the city represent the terminus of the proposed passenger line in Georgetown. The potential of this rail line and the TOD could be critical for future Georgetown transportation prospects within the city and the region.

Although not fully funded at this time, the City has identified the need for two key bridges to connect parts of town and improve traffic flow. One of them will connect Northwest Blvd to FM 971 across I-35, alleviating heavy traffic at the Williams Drive / Austin Ave intersection. The other one will cross the San Gabriel River through the park from FM 971 to Southwestern University and East University Ave. These two projects can improve traffic circulation through town and provide alternative routes for residents in the nearby areas. The Northwest Blvd bridge, in particular, can also provide commercial and redevelopment opportunities for the Williams Drive Gateway area.

In addition to these thoroughfare improvements, the City is working on several infrastructure projects. A massive new wastewater line is being built in the South San Gabriel River basin and additional infrastructure is under construction south of the Inner Loop to accommodate new residential and industrial projects. The expansion of the infrastructure system will continue, in the short term, to follow planned and proposed developments.

The City has identified a number of projects to enhance and expand community facilities. Three new fire stations are proposed to serve planned developments in areas where new growth has demanded the new facilities. One station is at the intersection of Inner Loop and East University Ave, another is located in Sun City and the last one in the Water Oak at San Gabriel development

New schools are also being planned in these areas. One new elementary school will be within Water Oak, and one new high school and junior high south-east of the SH-130/SH-29 intersection. The latter are located on the east part of the city and may serve as catalysts for additional development in the area.

Garey Park is the grandest of the public investment projects. The 525-acre ranch is in the process of being donated to the City by the Garey family. The Garey Ranch borders the South San Gabriel River and the future park will accommodate conservation areas as well as playing fields, a dog park, equestrian arena and public forum/amphitheater.



Garey Park, Courtesy of Georgetown Parks



Map 3-4 Building Permits

Georgetown, TX Comprehensive Plan

Building Permits

- 2006
- 2005
- 2004
- 2003
- 2002
- 2001
- 2000

Existing Transportation System

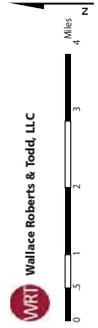
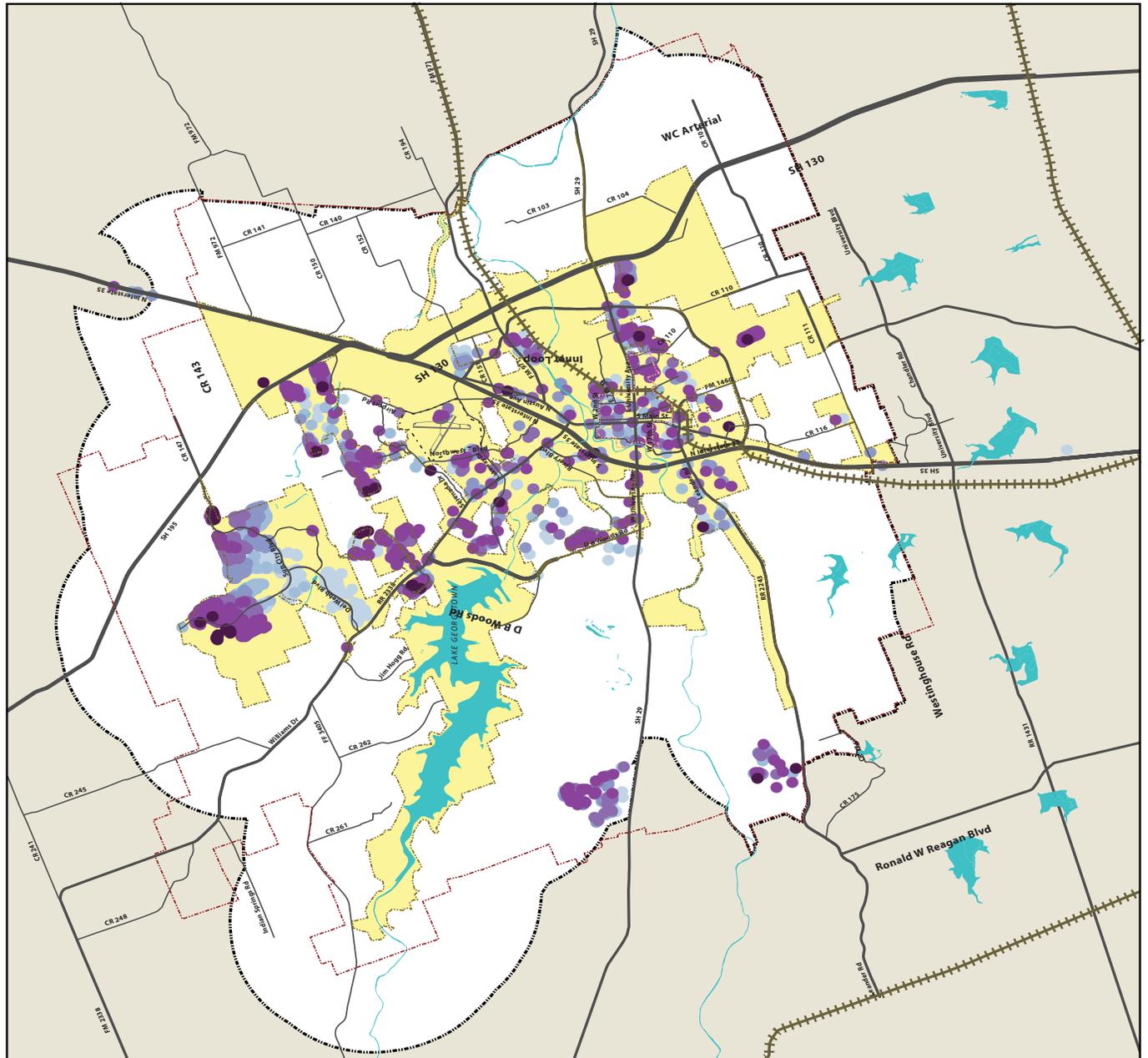
- Freeway
- Major arterial
- Minor arterial
- Collector
- Airport
- Existing rail line

Boundaries

- ETJ
- City of Georgetown
- Downtown

Natural Features

- Lakes and rivers



WRT Wallace Roberts & Todd, LLC

Source: City of Georgetown GIS Department
Last updated: April 2007

For their potential impact on the overall growth trend, eighteen private large-scale projects in various stages of development were considered in the preparation of this plan. Planned residential developments are generally scattered around the city edges primarily along the northern and southwestern fringes. Very few, however, are located in the southeast quadrant of the city, particularly in the vicinity of SH-130. Nearly all of these planned developments, being outside of the city limits, will require annexation in the future. In addition, most of them will be phased over 5 to 10 years and some have an even longer timeframe. Given current uncertain conditions of the housing market, build-out (or construction, in the case of projects not yet approved) may not be achieved in the planned schedules on some of these projects. In all, the ongoing, proposed and planned projects will consume nearly 12,000 acres of land and provide capacity for about 28,000 dwelling units or 70,000 persons in the next 5-10 years. These sites will provide for nearly half of the total land demand to accommodate projected growth over the next 20 years.

TRANSPORTATION, COMMUNITY FACILITIES AND INFRASTRUCTURE

Transportation

As shown in Map 3-6, the two major north-south and east-west roads through Georgetown and the region are I-35 and SH-29. I-35 connects Georgetown to Austin and San Antonio to the south, and Temple-Killeen, Waco, and Dallas/Fort Worth to the north. SH-29, known as University Ave. inside the city limits is the primary east-west arterial and intersects with I-35 at the center of the city. SH-29/University Ave. provides access to downtown, Southwestern University and new shopping/entertainment opportunities at the Wolf Ranch and Rivery shopping centers.

Major arterials, including Main Street, Austin Ave, and University Ave, provide accessibility in and around the inner core of the city and downtown. Austin Avenue is one of the most important routes in the city, serving destinations in “Old Town”, the Williamson County Courthouse and County offices, City of Georgetown offices, San Gabriel Park and Georgetown High School, and a growing employment center to the south. Although arterials accommodate the bulk of traffic through Georgetown, the collector road network provide alternates or “reliever” routes in addition to distributing traffic to local streets. Because of the poor connectivity of these collectors, the city is facing increasing congestion problems in certain areas. Improving connectivity of the roadway network should be a priority of the 2030 Comprehensive Plan.

The potential for expanded rail service for cargo and passengers could provide an important mode of alternative transportation to reduce congestion on the road network. Private rail transportation in Georgetown is currently provided by the Georgetown Railroad Company (GRR). In addition, Georgetown is part of the Austin-San Antonio Intermunicipal Commuter Rail District, which is working towards a public passenger rail line between San Antonio and Georgetown. Coupled with additional local employment and a more compact growth pattern, the commuter service could play an important role in reducing vehicular traffic and congestion problems.

The Georgetown Municipal Airport is considered a fundamental element of the local transportation network that can advance economic development efforts. It is owned and operated by the City of Georgetown. The Airport is included in the FAA National Plan of Integrated Airport Systems (NPIAS, 2001-2005) as a reliever airport and is in the Texas Airport System Plan Update 2002 as a transport reliever airport², principally for general aviation use to relieve congestion at

2. *A reliever airport is a general aviation airport which reduces air carrier airport congestion by providing service for the smaller aviation aircraft.*

Austin-Bergstrom International Airport. The Airport has experienced excessive growth since its last Master Plan was prepared in 1998. In two years, it doubled the number of aircrafts from 133 to 268. The Georgetown Municipal Airport Functional Plan Element has projected this number to grow to 405 in the next twenty years because of the closing of Robert Mueller Airport and Austin Executive Airpark in 1999.

Transit is a limited alternative transportation mode in Georgetown today. There is no public multi-route, daily bus service in Georgetown. Although Capital Metro, the transit system in Austin, does not service Georgetown, there is a limited transit system provided for elderly and those with disabilities by the Capital Area Rural Transportation System (CARTS). The City is currently working to create new routes for a bus system to be serviced by CARTS in the near future.

Community Facilities

Existing and planned governmental facilities that serve the community are depicted in Map 3-8. Most evident from the map, there are a wide range of parks, recreational facilities, and permanent open space that covers almost 5,000 acres within the ETJ boundary, a significant portion of which is owned by the U.S. Army Corps of Engineers.

Water bodies are one of the major elements of the open space system. Lake Georgetown and the surrounding parks—Fountainwood Linear Park, Jim Hogg Park, Russell Park, Cedar Breaks Park, and Bootys Crossing Park—not only offer water-based activities, but also provide hike and bike trails, playgrounds, gathering and picnic areas.

With the opening of the 7-mile San Gabriel River Trail in 2005, Georgetown's hike and bike trail system connects Lake Georgetown on the west side of town with trails near downtown and through San Gabriel Park, creating a network that connects most of the major parks in the city. The San Gabriel Park, meandering through the heart of the city, offers family picnics, recreation fields, event areas and water activities. Within San Gabriel Park, the Sunken Gardens and the recently renovated Community Center offer space for events and gatherings in Georgetown. Berry Springs Park and Preserve, owned by Williamson County, is located between I-35 and CR 152 on 300 acres, offering primarily passive recreation.

The success of Georgetown's parks and recreational areas has been recently recognized nationally, receiving the National Gold Medal award by the National Recreation and Parks Association and also receiving the Texas Gold Medal Award from the Texas Recreation and Park Society. The Master Plan for Garey Park, completed in 2006, played an important role in achieving this recognition. The park is a donation from the Garey Family and will be the largest municipal park in the city, at 525 acres, when it opens to the public.



Map 3-6 Existing Transportation Network

Georgetown, TX Comprehensive Plan

Road Network

- Interstate
- Major arterial
- Minor arterial
- Collector
- Local

Air and Rail

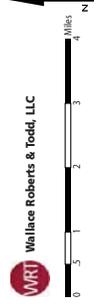
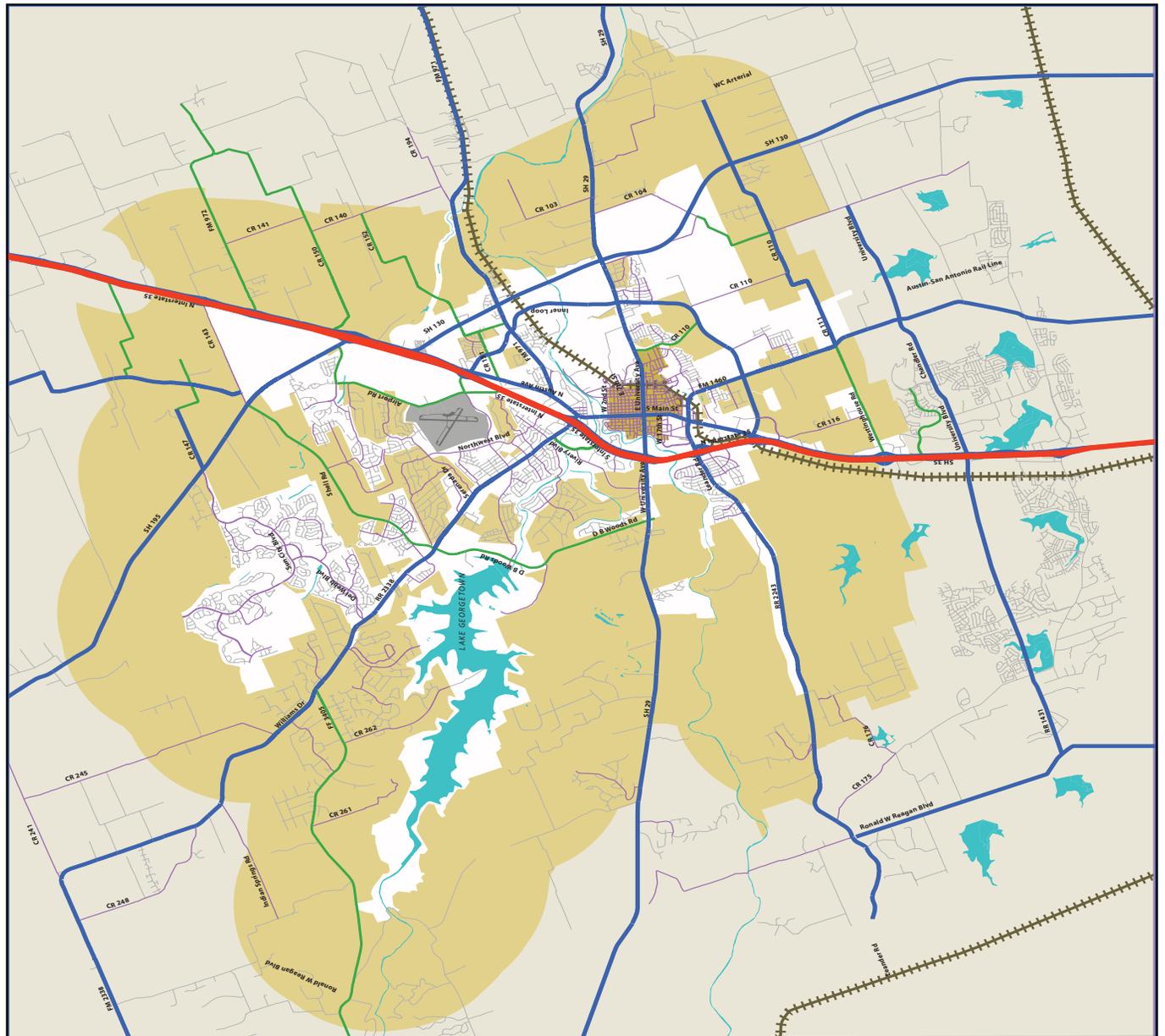
- Airport
- Existing rail line

Boundaries

- ETJ
- City of Georgetown
- Downtown

Natural Features

- Lakes and rivers

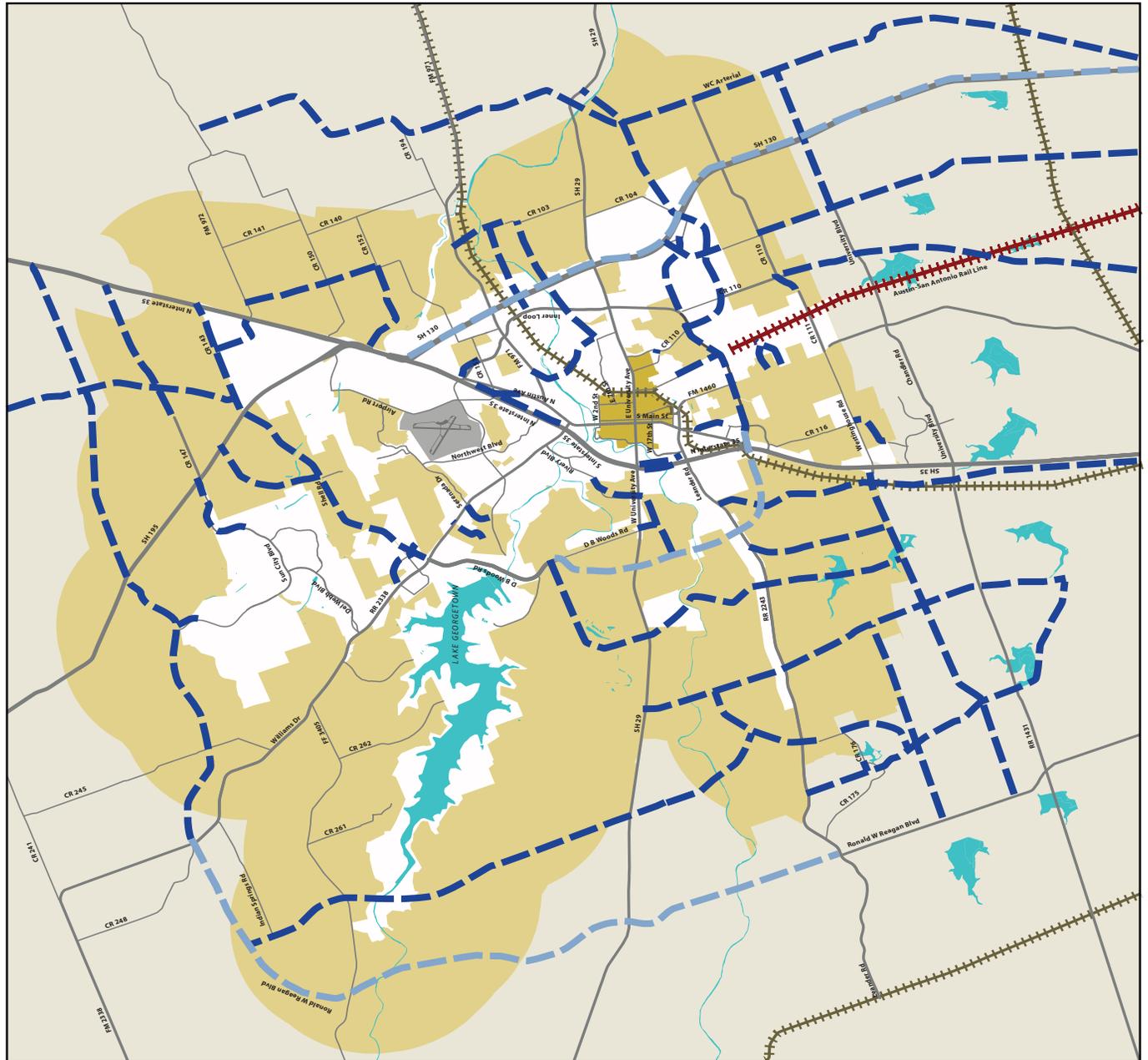


Source: City of Georgetown GIS Department
Last updated: April 2007



Map 3-7
Transportation Projects
 Georgetown, TX Comprehensive Plan

- Thoroughfare Plan Projects**
- Recently completed roadway projects
 - Proposed roadway projects
- Rail Project**
- Proposed passenger rail line
- Existing Transportation System**
- Freeway
 - Major arterial
 - Minor arterial
 - Collector
 - Airport
 - Existing rail line
- Boundaries**
- ETJ
 - City of Georgetown
 - Downtown
- Natural Features**
- Lakes and rivers




Wallace Roberts & Todd, LLC


 0 1 2 3 4 Miles

Source: City of Georgetown GIS Department
 Last updated: August 2007



Map 3-8 Community Facilities

Existing Conditions
Georgetown, TX Comprehensive Plan

Facilities

- Parks
- Golf Courses
- Hike and bike trails
- Governmental
- Southwestern University
- Schools
- Fire Stations
- Police Stations

Existing Transportation Network

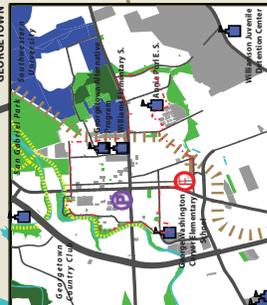
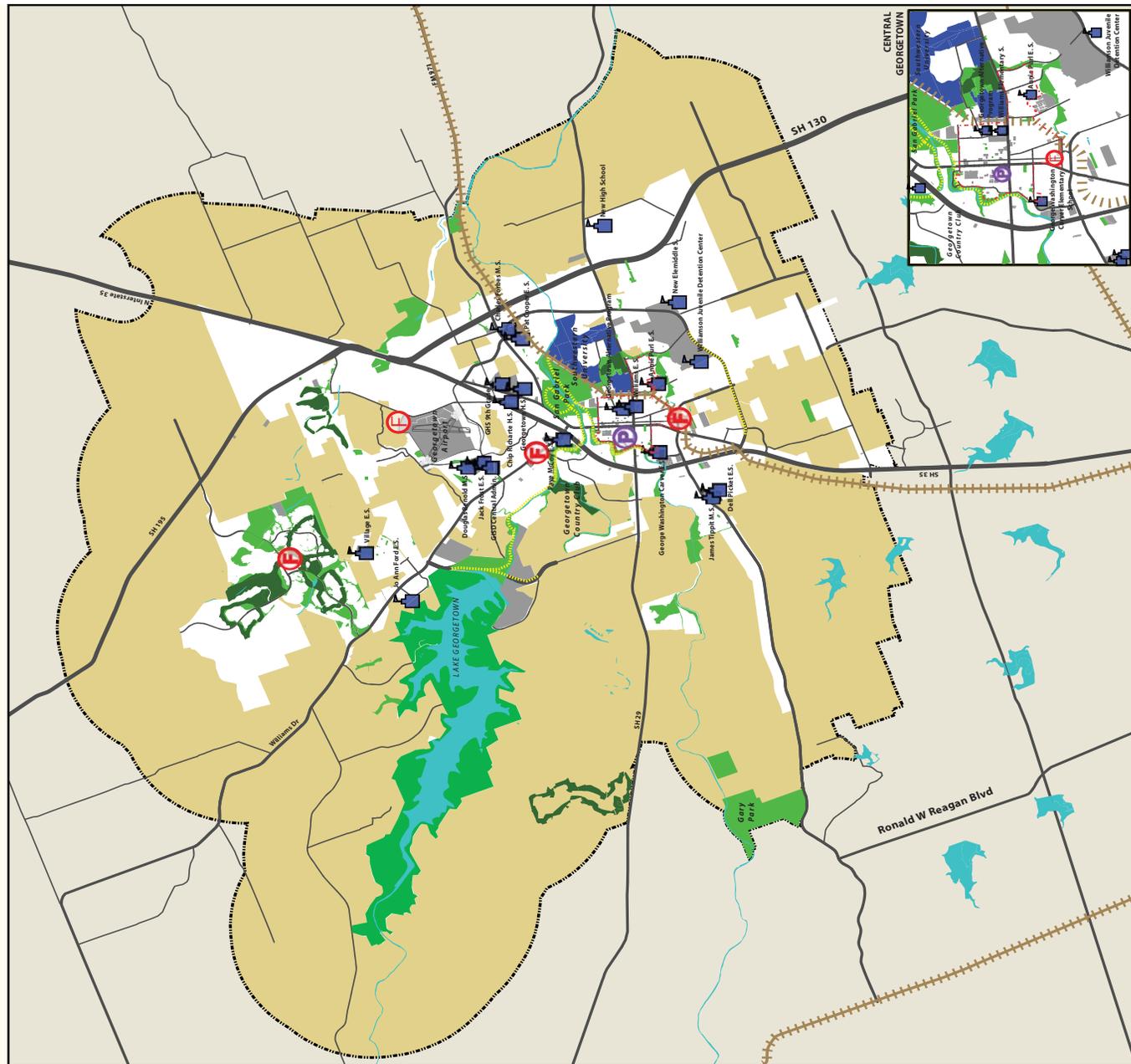
- Freeway
- Major arterial
- Minor arterial
- Collector
- Existing rail line

Boundaries

- ETJ
- City of Georgetown
- Downtown

Natural Features

- Lakes and rivers



Wallace Roberts & Todd, LLC

0 0.5 1 2 3 4 Miles

N

Source: City of Georgetown GIS Department
Last updated: April 2007

GISD serves 9,900 students at fifteen campuses in the city, including nine elementary schools, three middle schools, and currently, one high school, with another to open in Fall of 2008. Additionally, there are alternative education programs such as GISD's Richarte High School and the Georgetown Alternative Program and the Williamson County Academy that serves gifted/talented and children with behavioral disorders.

Southwestern University is a small, liberal-arts university with an enrollment of approximately 1,300 students. While enrollment at Southwestern is capped, the City would like to continue to enhance lifelong learning opportunities and the "town-gown" interface. Residents of Georgetown and the region also have higher education opportunities offered through Austin Community College, the University of Texas at Austin, Saint Edward's University, Central Texas College, University of Mary Hardin-Baylor, Temple College, Texas State University and the Round Rock Higher Education Center, all within a 50-mile radius.

Georgetown is fortunate to have a number of noteworthy historic resources located within its boundaries. Designated historic districts include Belford, the University Avenue-Elm Street Historic District, and the Williamson County Courthouse Historic District. The Williamson County Courthouse serves as the centerpiece of the late Victorian commercial architecture, whereas the University Avenue-Elm Street Historic District includes the elegant Gothic Revival style buildings of Texas' oldest university, Southwestern University. The Belford District showcases turn-of-the-century homes.

On Austin Ave, the rehabilitation of the Farmers State Bank building as the Williamson County Historical Museum is a significant success in the re-use of historic structures. The city's only example of Art Deco architecture, the Palace Theater, is another successful rehabilitation project in downtown, implemented with City assistance as a performing arts center and meeting facility. The Mood-Heritage Museum, located at Southwestern University, serves as an educational resource for community groups and institutions.



Farmers State Bank building as the Williamson County Museum and Southwestern University Mood-Heritage Museum are significant contributors to the success of Georgetown's re-use of historic structures.

Infrastructure

Rapid population growth is a challenge for the provision of infrastructure services (Map 3-9). Water service in most of the current city limits are provided through Georgetown Utility Systems (GUS). The 2005 Water Distribution System Master Plan states that water is available in sufficient quantities to meet local potable water as well as providing appropriate fire flow. That plan also indicates that the GUS water system is able to meet the minimum requirements for water supply under existing demand. Lake Georgetown and Lake Stillhouse Hollow are the primary resources for raw water for GUS, which also utilizes seven groundwater wells in the Edward's Aquifer for peak flow demands.

The San Gabriel Park water treatment plant is fed by two of these wells, which are located in the Park. The Southside Water Treatment Plant is supplied from two water wells on the treatment site and the Berry Creek Pump Station is supplied by a groundwater well that is not under the influence of surface water. The average demand for 2003 was 8.21 MGD and peak day demand was 18.07 MGD. Under the growth assumptions of the Water Distribution System Master Plan (WDSMP), water treatment plant capacity is adequate until 2010. The WDSMP makes recommendations for long-term plans and the City has already started building water line expansions according to the demand.

Wastewater lines are also provided by GUS, which prepared a master plan for wastewater service in 2006 Wastewater Master Plan (WWMP). That plan acknowledges that growth will continue to occur in the southwest and northern areas of Georgetown's ETJ. The study expects the average daily wastewater flow within the city to be 10.9 MGD, which is 50% greater than the current total permitted capacity. GUS is currently addressing concerns that were in the WWMP about the outcomes of growth is the South San Gabriel River region, where significant wastewater infrastructure is currently under construction. According to the plan, the population is expected to be 400,000 by 2060 and, over the next ten years, the majority of this growth will occur in the South and Middle Forks of the San Gabriel River and Berry Creek watersheds. These watersheds all eventually drain to the San Gabriel River watershed on the east side. As a result, there certainly is a need for growth and improvement to the wastewater system and the City is currently working towards that goal.

Septic permit data depicted on Map 3.9 was provided by the City of Georgetown GIS department, though this data set contains only permits issued in 2006. Even this one-year data set makes clear the potential impact of a continued proliferation of septic tanks in unserved areas. In 2006 alone, nearly 700 septic systems were permitted or inspected in the ETJ. Most of the new permits issued for development inside the ETJ boundary are located north of Lake Georgetown, over the Edwards Aquifer, and their presence raises concerns about long-term groundwater quality protection.





Map 3-9 Infrastructure

Existing Conditions

Georgetown, TX Comprehensive Plan

Infrastructure

- Water lines
- Waste water lines
- Water service area
- Wastewater service area
- Treatment plants
- Electric substations
- Septic permits (partially complete)

Existing Transportation System

- Freeway
- Major arterial
- Minor arterial
- Collector
- Airport
- Existing rail line

Boundaries

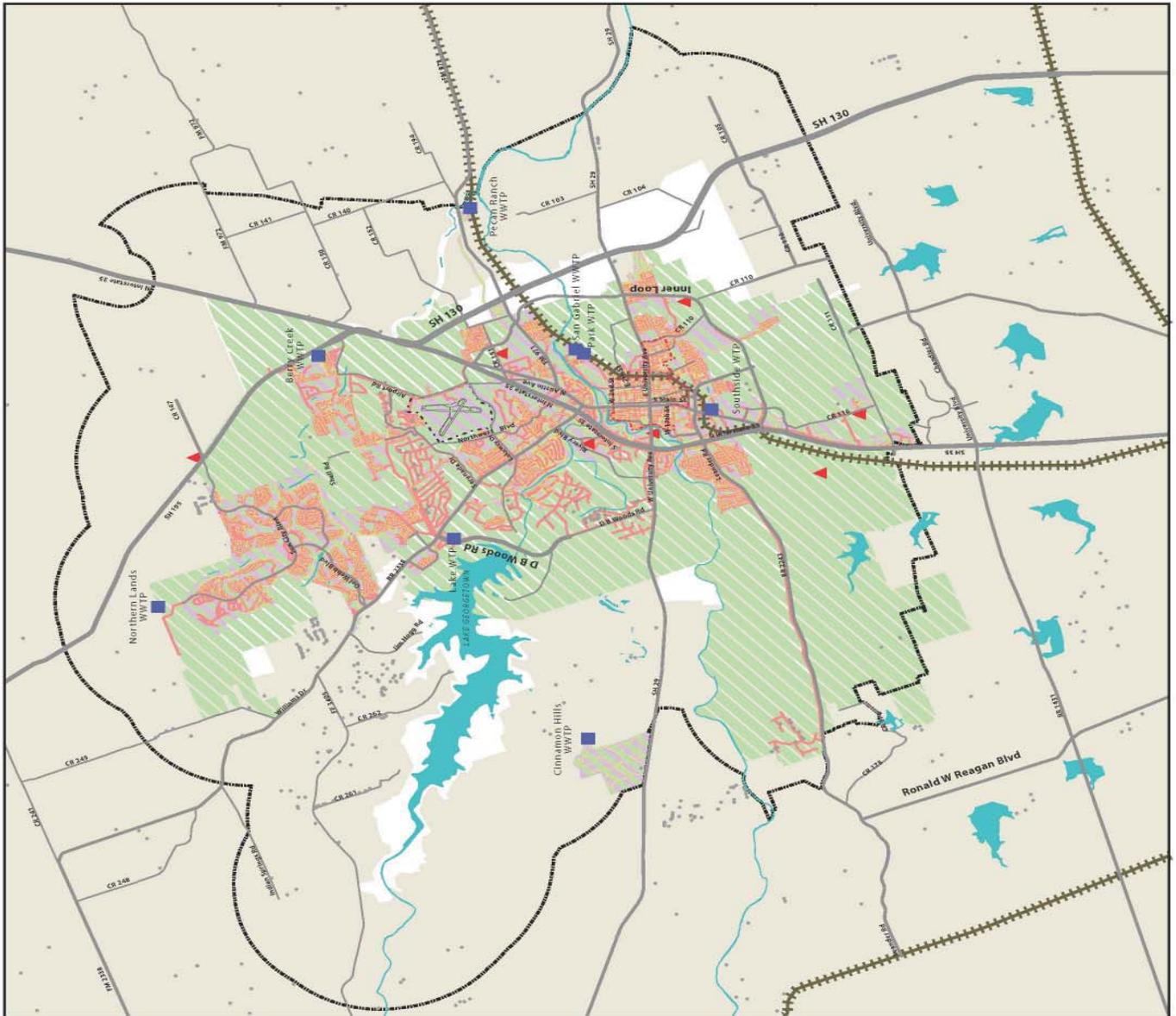
- ETI
- City of Georgetown
- Downtown

Natural Features

- Lakes and rivers



Source: City of Georgetown GIS Department
Last updated: April 2007



FACTORS FOR CHANGE

Shown in Map 3-10 are a number of natural or man-made factors that will influence Georgetown's pattern of growth. Some of them function as catalysts for growth or change and others serve as limitations, although none of them really represent true impediments or barriers to development.

For example, the prevalent soil type that lies under most of the city should be a factor of consideration in that it can add to the cost of construction, but it does not prevent development. East of I-35, containing much of "Old Town," is an extensive zone of Austin-Houston-Black-Castephen soils, which are generally considered poorly suited for development. In particular, these soils can present difficulties and additional costs for excavation for utilities, foundations, and roads, having a high potential for shrink-swell and corrodibility of underground steel pipelines.

Given the presence of several important waterways and Lake Georgetown, as well as recent flooding events, the 100-year floodplain should be considered a significant natural constraint for future development. Today, floodplain areas within the city are mostly used for parks and open space and the City should continue to support policies that add floodplains and other sensitive natural features to its park system.

Another natural impediment to development the fact that most of the city sits within the designated protection zones of the Edward Aquifer. This natural groundwater resource extends 180 miles along the narrow belt of Balcones Fault Zone and stretches from north of Georgetown to Austin, San Marcos, New Braunfels, San Antonio, Hondo, Sabinal and Uvalde to Brackettville. Of all the limiting factors, the presence of these protection zones is perhaps the most important long-term consideration for the management of future growth, in terms of both water quantity and water quality. While Georgetown draws its water from Lake Georgetown, the Edwards Aquifer provides water for many communities. San Antonio, relies heavily on the southern portion of the Edwards for its drinking water.

Most of the east side of the city is in the Transition Zone, while most of the west side is in the Recharge or Contributing Zones. The Texas Commission on Environmental Quality (TCEQ) defines the Transition Zone as including "areas where surface features such as streams may allow surface water to enter the aquifer." This zone also includes faults near the area where public water supply wells are located. As a result, water can move easily into the Aquifer through and along these faults. The Contributing Zone, which is also prevalent on the west side of Georgetown, particularly in the South Fork, "includes the drainage basin of all the creeks and rivers that eventually flow over the aquifer's recharge zone." In general, the movement of groundwater in the freshwater portion of the Aquifer is from areas of higher elevation in the southwest toward major discharge areas in the northeast.

The quarries north and southwest of the city are also limitations for future development due to noise factors, blasting, dust and general nuisance. Additional limitations include the runway protection zones over and around the Georgetown Municipal Airport, which should limit residential development in the surrounding area and, finally, the Courthouse View Protection Overlay District, which protects viewsheds toward this Georgetown landmark.

Many other factors have the potential to accelerate change or are already causing change to occur in Georgetown. These include rapid population growth extending northward from Austin; an increase in the non-anglo and retired population groups; improved accessibility throughout the Austin metropolitan area with the construction of new highways; as well as the construction of new schools, other public facilities and infrastructure.

There are four major roadway improvement projects built or anticipated that will improve access to the region and potentially open up areas in and around Georgetown to new development. One of these projects is Ronald W. Reagan Boulevard, which will circle Georgetown on the west and north and connect Leander Road/RR 2243 to I-35. The north-south segment of this project, from RR 2243 to Williams Drive, is not yet completed and operational. Another recently completed project is SH-130, also a north-south connector to Austin that runs south from I-35 down the east side of the city. SH-130 operates as a toll road, though, and has yet to trigger much development in this section of the city.

A third major project is the planned western segments of the Inner Loop/Southwest Bypass from I-35 to D.B. Woods Road, scheduled to occur within 5 to 10 years. Finally, the improvement of Westinghouse Road/CR111 connecting I-35 to SH-130 on the south side of the city, coupled with the planned passenger rail line that will terminate at the Inner Loop near FM 1460, will greatly enhance the development potential of this sector.

Dynamics of Change

The preceding analysis of existing conditions and trends suggests that all of the land within the City of Georgetown and its ETJ may be grouped into seven different categories based on their relative susceptibility to change. The groupings are spatially represented on Map 3-11. The following classifications have been developed to describe the predominant character of these groupings:

- ♦ Protected Land
- ♦ Agricultural / Large lot
- ♦ Susceptible to development
- ♦ Developing
- ♦ Developed and changing
- ♦ Developed and stable
- ♦ Underserved

Protected land is land that is not subject to development due to public ownership, environmental restrictions or park designations, including but not limited to the land immediately surrounding Lake Georgetown. As the Park, Recreation, and Open Space Element and Environmental Resources Element of the 2030 Comprehensive Plan are completed, the area designated as Protected Land will likely be expanded.

The **agricultural/large lot** category applies to the bulk of land contained in the ETJ boundary. These areas historically have been characterized by a pattern of ranches, farms or large homesteads with some continuation of rural or agricultural operations, but increasingly this pattern is being replaced by one of large lot development. Although these areas may not be necessary to meet the projected 20-year land demand, without growth controls they are vulnerable to continued fragmentation and sprawl.

Areas susceptible to development are those that are or can be expected to experience substantial growth pressures. In some of them, development projects are already ongoing or in the approval stages, or certain catalysts such as new schools or new roadways may be present. These areas generally are on the city fringe, both inside and outside the city limits. It is anticipated that these areas will be fully developed within the timeframe of this plan.

Areas classified as **developing** will likely be built out in the short- or mid-term. For this reason, it is critical to put in place the tools that will continue a rational pattern of development in these areas. These will include land uses that are compatible with the surrounding context, standards for higher development quality, and necessary infrastructure improvements.

Areas that are already **developed but changing** character include older parts of the city such as downtown, “Old Town”, and some industrial areas, as well as the southern portion of Williams Drive. Functional or economic obsolescence and evolving land use patterns and market demand are the key factors for changes in these areas.

Areas categorized as **developed and stable** are found primarily within the city limits, and are typically mature residential neighborhoods or newer commercial development that is expected to remain stable for the foreseeable future. The challenge for developed and stable areas is to preserve their stability while continuing to enhance them. Existing quarries that are anticipated to remain beyond five years also fall into this category.

Underserved areas—a critical issue for the City to address—have their own category. Many of these areas consist of the isolated pockets of unincorporated land in the County that do not receive full community services or infrastructure from the City. The area north of Lake Georgetown also falls under this category.



Map 3-10 Factors for Change Georgetown, TX Comprehensive Plan

Potential Development Limitations

- Edwards Aquifer Recharge Zone
- Edwards Aquifer Contributing Zone
- Edwards Aquifer Transition Zone
- 100-year floodplain
- Houston-Wilson Group soils
- Potential water quality concern
- Quarry
- Airport
- Airport: Runway protection zone
- Airport: Ultimate runway protection zone
- Courthouse view protection overlay district

Potential Development Triggers

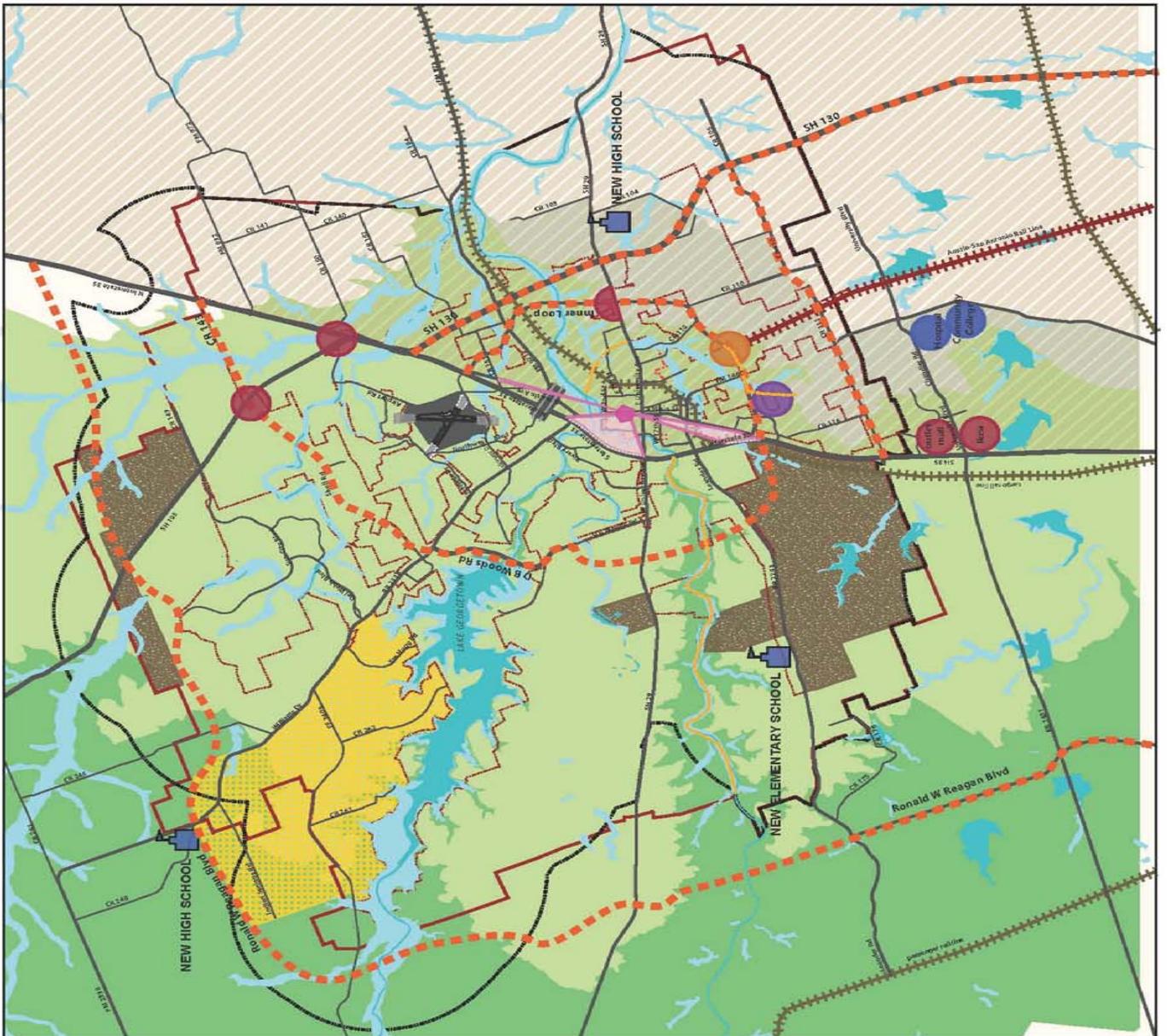
- New, improved, and proposed thoroughfares
- Proposed passenger rail line
- Bridge
- New water and wastewater lines
- Schools
- Emerging commercial node
- Emerging employment node
- Proposed TOD
- Emerging public node

Existing Transportation Network

- Freeway
- Major arterial
- Minor arterial
- Collector
- Existing rail line
- Boundaries
- ETJ
- City of Georgetown
- Downtown
- Ultimate boundary
- Natural Features
- Lakes and rivers



Source: City of Georgetown GIS Department
Last updated: April 2007





Map 3-11 Dynamics of Change

Georgetown, TX Comprehensive Plan

Susceptibility to Change

- Protected Land
- Agriculture/Large lot
- Susceptible to development
- Developing
- Developed and changing
- Developed and stable
- Underserved

Existing Transportation System

- Freeway
- Major arterial
- Minor arterial
- Collector
- Airport
- Existing rail line

Boundaries

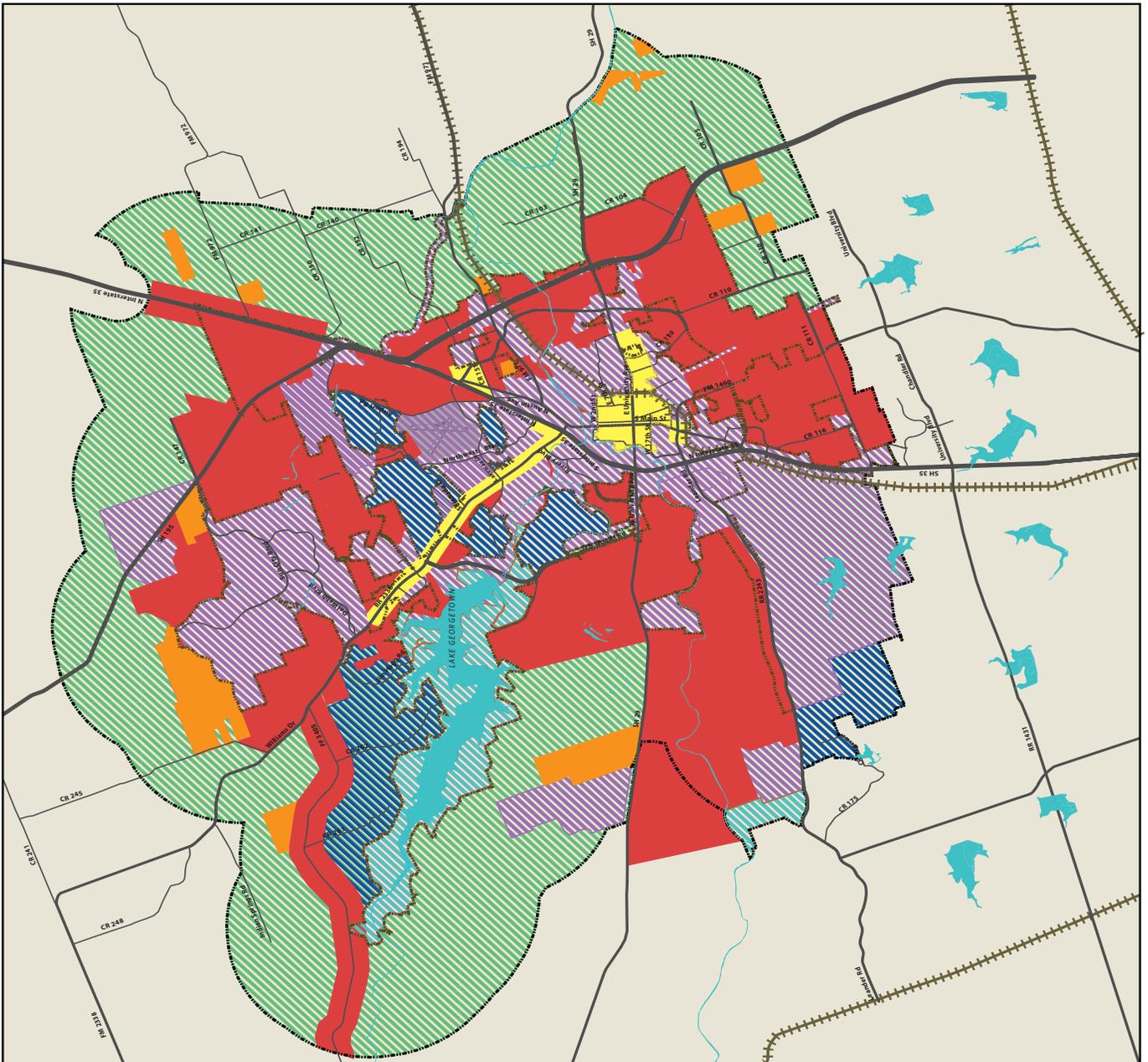
- ETJ
- City of Georgetown
- Downtown

Natural Features

- Lakes and rivers



Source: City of Georgetown GIS Department
Last updated: 2.28.07



GROWTH MANAGEMENT FRAMEWORK: TOOLS TO ACHIEVE THE VISION

Background

With the 1988 adoption of the Century Plan came the introduction of a new approach to managing growth and allocating land uses and their associated intensities. Unlike conventional comprehensive plan land use elements, which proactively establish policies for community structure, form, development scale, and intensity, the Century Plan's Intensity Plan left such determinations subject to the measurement of impacts of a development on infrastructure and road capacities. Although the Intensity Plan was considered highly innovative for its time, the 2030 Comprehensive Plan requires a new approach to the management of growth.

The 2030 Comprehensive Plan takes a proactive stance regarding where certain land uses and intensities are needed in order to realize the vision of balanced, compact development at levels of quality, which will meet citizens' expectations for quality of life and community character. This approach is in contrast to the intensity model structure, which makes development intensity determinations subject to, or reactive to, the infrastructure capacities that happen to be available at certain locations. The 2030 Comprehensive Plan creates a new approach, one that depicts appropriate future land uses on a Future Land Use Map, which will be used as a guide to future rezonings and development applications. Consistent with the vision of sustainable growth, the 2030 Comprehensive Plan Land Use Element calls for higher density infill development in and around downtown and other urban centers and also calls for proactively reserving land for higher intensity employment uses to avoid its development as less economically useful subdivisions. In the 2030 Comprehensive Plan, land use policies drive priorities for infrastructure capacity adjustments rather than the method of the former structure.

For these reasons, the effective implementation of the Land Use Goals and Policies of the 2030 Comprehensive Plan require the creation of a new, more purposeful, predictable and efficient framework of tools for the management of growth, land use, and development intensity determinations. This growth management framework consists of the following elements.

The Future Land Use Map

The Future Land Use Map depicts an array of land use types allocated geographically throughout the city and its ETJ, based on the goals and policies of the Land Use Element of the 2030 Comprehensive Plan. These land use categories do not necessarily reflect the present use of land or existing zoning district designations. Rather, the Future Land Use Map depicts the array and distribution of land uses as they are expected to exist in 2030. Therefore, the Future Land Use Map has two essential functions in the Growth Management Framework. First, the Future Land Use Map graphically portrays public policy for the locations of future land uses and development types. In the case of residential uses, density ranges are assigned to each of several residential types. Non-residential development types will have weighted utility capacities in the Capital Improvement Plan. Second, the Future Land Use Map will be used by staff, the Planning and Zoning Commission, and City Council as a guide for the consideration of rezoning requests. Except in very limited and unique circumstances, rezoning requests that are contrary to, or inconsistent with, the Future Land Use Map should not be approved until and unless amendments to the Future Land Use Map and/or associated Land Use Goals and Policies are adopted by the Planning and Zoning Commission and City Council.

New Zoning Districts / Predetermined Densities and Intensities

In contrast to the former policy of applying the Intensity Model regardless of zoning designation, the 2030 Comprehensive Plan calls for the development and application of zoning districts that specify the density as part of the development standards in the UDC. Two basic types of zoning and development standards should be considered. Conventional or Euclidian zoning will regulate development based on quantitative measures, typically numbers of dwellings permitted per acre for residential use and Floor Area Ratios (ratio of building square feet to site footprint) for non-residential use. Additionally, “form-based” standards may be developed in areas such as downtown, historic districts and special areas like the TOD, where the factors of over-riding importance are scale, architectural and urban design, and consistency with the surrounding character.

GROWTH TIERS

In order to stage contiguous, compact, and incremental growth of the city over the next two decades, the 2030 Comprehensive Plan establishes a tiered growth framework (Policy 3A.1 and Map 3-12). The Growth Tier Map is intended to guide long-term City policy regarding the delivery of municipal services and will evolve only with a continued long-term outlook. The growth tier classifications will be changed only with a Comprehensive Plan Amendment and the map will be amended only during the Annual Update cycle. Properties that are voluntarily or involuntarily annexed into the city limits will not be automatically classified as Tier 1A or Tier 1B properties. Only properties located within Tier 1A and Tier 1B will be eligible for inclusion in the Capital Improvement Plans. Zoning and development review requirements will vary by tier, as follows:

Tier 1 (Short Term Growth Area – 10 Years)

Tier 1A is that portion of the city where infrastructure systems are in place, or can be economically provided and where the bulk of the city’s growth should be guided over the near term. Within Tier 1A, the city is called on to conduct assessments of public facility conditions and capacities (Policy 2B.1) and to prioritize short and long term capital investments (Policy 2B.2) so as to ensure that infrastructure capacity is sufficient to serve development intensities as indicated on the Future Land Use Map and in the zoning districts.

Impact studies may be required for development approvals in two circumstances. Applications for rezoning to higher density of use than is depicted on the Future Land Use Map will place the burden on the applicant to demonstrate sufficient infrastructure and road capacity and/or to mitigate any public facility impacts. However, approvals of any development that are inconsistent with the Future Land Use Map are entirely discretionary and can only be approved through an amendment to the comprehensive plan. While anticipated densities are portrayed generally on the Future Land Use Map, the full extent of such densities may be limited to coincide with the timing of public improvements necessary to serve the planned development. As noted above, Policies 2B.1 and 2B.2 call for the City to plan for the development of the full array of public facilities with capacities adequate to serve the development intensities as indicated on the Future Land Use Map and in zoning districts. The Capital Improvement Program will carry out these facility improvements and likely be staged over time. Therefore, in some cases the City may need to delay development approvals until the necessary infrastructure capacity is in place.

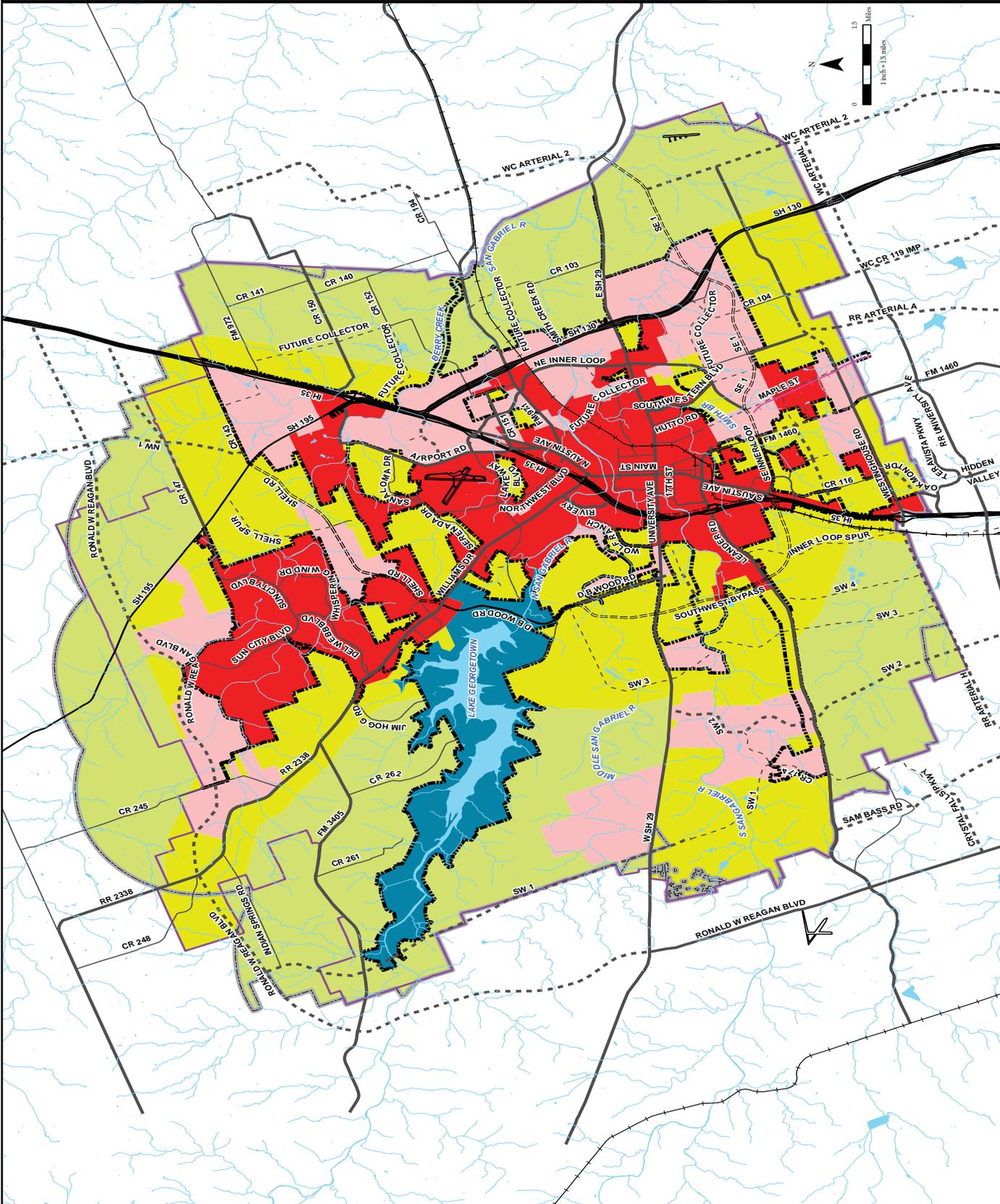


**Map 3-12
GROWTH
TIER MAP**

MAN 12.2009

The Growth Tier Map is a system of tiers in the City and ETJ that plan for a full range of City services and investment in staged time frames. The tier system is set up at 10-year intervals that commit infrastructure to Tier 1 for the short-term, Tier 2 for the intermediate term, and Tier 3 for the long term. In Tier 3, the City has discretion to deny projects unless a major infrastructure and service commitment is made by a property's developer.

- Legend**
- Tier 1 - Current Growth Area**
 - Tier 1A (Developed/ Redeveloping) ■
 - Tier 1B (Developing) ■
 - Tier 2 - Intermediate Growth Area** ■
 - Tier 3 - Long-Term Growth Area** ■
 - Protected Land** ■
 - Ultimate Boundary**
 - City Limits**
 - Extrajurisdictional Jurisdiction (E.T.J.)**
 - Existing Collector**
 - Existing Arterial**
 - Existing Freeway**
 - Existing Rail**
 - Proposed Collector**
 - Proposed Arterial**
 - Proposed Freeway**
 - Proposed Passenger Rail**
 - River/Stream** ~
 - Body of Water** ■



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City of Georgetown

Through the possible application of an *Adequate Public Facilities Ordinance* (Policy 3A.4), the City may require an impact analysis of a development project of a certain threshold size. If the impacts are found to exceed level of service standards for public services, institutional, safety road or infrastructure capacities, the City may delay project approval until planned capacity expansions are in place. Alternatively, the developer may choose to make a contribution to accelerate the planned capacity expansion, or otherwise mitigate the development impacts.

Tier 1B

Tier 1B is the area within the present city limits, or subject to a development agreement, surrounding Tier 1A that is generally under-served by infrastructure and where such service and facilities will likely be needed to meet the growth needs of the city once Tier 1A approaches build-out over the next ten years. This includes areas subject to development agreements or annexation service plans which mandate the provision of public facilities at varying levels of service. Other than these existing commitments, the City's priorities for capital improvement should focus on the development of a full array of services and facilities with adequate capacities in Tier 1A, prior to initiating additional major investments in Tier 1B.

While the City is obligated to provide infrastructure to serve future development in some of these areas, it may be fiscally and practically infeasible to do so simply on demand. For this reason, the 2030 Comprehensive Plan calls for a proactive strategy to provide infrastructure in a staged manner (Policy 3A.3), along with criteria for making decisions concerning utility extensions (Policy 3A.2). Therefore, within Tier 1B, requests for rezonings, additional infrastructure extensions, and development approvals should be accompanied by comprehensive assessments of impacts to include both capital and operating costs associated with water, wastewater, road capacity, police, fire, EMS, and schools. Developments that cannot adequately mitigate these impacts through a capital recovery fee (Policy 3A.2) which may be determined at the potential adoption of an Adequate Public Facilities Ordinance, or other means should not be approved.

Tier 2 (Intermediate Growth Area – 10-20 Years)

Tier 2 lies outside the city limits, but within the City's Extraterritorial Jurisdiction (ETJ). This area likely will be needed to serve the city's growth needs over the next 10-20 years. Until annexation occurs, City land use and development controls are limited to subdivision review and signage, and in some cases building permits where City utilities are connected to new construction. However, the City may consider requests for annexation, extension of City services, and rezonings in this area. The City should first examine such requests based on objective criteria, such as contiguity (Policy 3A.2) and then require applicants to conduct a comprehensive impact assessment demonstrating that impacts can be adequately mitigated.

Tier 3 (Long-Term Growth Area – Beyond 20 Years)

Tier 3 consists of the most remote portions of the city's ETJ, an area of land that will likely not be needed to meet the city's growth needs for the next twenty years, during which Tiers 1 and 2 will approach build-out. The broad policy of the 2030 Comprehensive Plan for this area is to reserve it to meet the city's long range expansion needs. However, requests for annexation and development can likely be anticipated in the foreseeable future. The process to be followed in considering such development requests will follow that described for Tier 2. However, because premature development in Tier 3 would likely not meet basic review criteria such as contiguity

(Policy 3A.2), development requests in Tier 3 should receive even greater scrutiny than those in Tier 2. However, the City should remain receptive to major developments in Tier 3 that can be clearly demonstrated to be in the public interest, such as the potential relocation to Georgetown of a major corporate headquarters or other major employer or contributor to the local economy.

Protected Lands

This category includes land that is not subject to development due to public ownership, environmental restrictions or public park designations, including but not limited to the land immediately surrounding Lake Georgetown. As the Park, Recreation, and Open Space Element and Environmental Resources Element of the 2030 Comprehensive Plan are completed, the area designated as Protected Lands on the map will likely be expanded.

Ultimate City Boundary Line

The Ultimate City Boundary Line represents the possible expansion of the future city limits. By virtue of agreements with, and actions taken by, adjacent communities, utility providers, or special districts regarding their intentions to expand to accommodate growth this line may change over time. It is the intent of the City of Georgetown to plan for ultimate City services and programs to serve that area. This will aide the City in long-term capital planning for community resource needs.

Focused Application of Impact Analyses/Adequate Public Facilities Requirements

The former Intensity Plan approach used assessments of impacts on public facility capacities as a basis for determining development intensities. Where undesired impacts were expected, the response was to reduce development intensity. As noted above, impact assessments will continue to be required where the impacts of a proposed development may trip level of service standards. Where such impacts are determined, the response will generally shift from reducing development intensity to delaying the timing of development to coincide with planned capacity expansions. This can best be done with the creation and application of an Adequate Public Facilities Ordinance (Policy 3A.4).

LAND USE GOALS, POLICIES, AND ACTIONS OVERVIEW

For decades, Georgetown’s pattern of land use has evolved based on a myriad of zoning, development, and annexation actions. These actions have often been triggered by individual private development initiatives, which, in turn, are often triggered by new roads, schools, highways, and other factors that influence development marketability and property values. Historically in Georgetown, actions on annexations and extensions of water and wastewater service have typically been taken to gain control over land use and development through zoning—an influence that the City cannot otherwise exercise within its ETJ. This response has led the City in recent years to annex a sizeable land area, which is likely to be considerably greater than is needed to meet the city’s growth needs through the 20-year horizon of the comprehensive plan. Another result of past incremental annexation decisions are the many existing pockets of low density, underserved areas of the unincorporated county, which remain as isolated “islands” surrounded by the city. Thus, a major initiative in this Land Use Element is for the City of Georgetown to become more proactive in purposefully guiding and consolidating growth patterns, through regulatory powers, decisions on infrastructure investments, and annexations, so as to ensure sustainable, long-term growth opportunities. Projected to accommodate several decades of “growing room,” this area represents an essential resource to sustain the city’s long-term growth. Vulnerable as it is to the many adverse impacts of sprawl and fragmentation, development in this area should be carefully planned, managed, and staged over time.

Most developed areas of Georgetown can be expected to remain stable over time, with little change in land use. These areas will simply require protection from any impacts that could act as de-stabilizing influences, such as commercial intrusions or impacts of major highway construction. However, in other areas of the city—particularly in downtown, older neighborhoods, and along major highway corridors such as Williams Drive—land use change can be expected to occur through economic obsolescence and through infill, redevelopment, and revitalization. These represent opportunities to incorporate a more diverse array of development types such as mixed-use, as well as housing types that appeal to a greater variety of households.

The following excerpts from the Vision Statement form the basis and the starting point for the development of the land use goals and policies proposed in the next section of this document.

Quality of Life

Community Character

- ♦ We have retained our unique identity and heritage by protecting the historic character of downtown and our older neighborhoods.
- ♦ We have raised the bar for development quality by encouraging innovation among forms of development that maintain and enhance community character and that conserve land and natural resources, consistent with market demand.

Quality Growth/Sustainable Development

Throughout Georgetown we have...

- ♦ Attracted desired forms of balanced development, creating quality urban, suburban, and rural places that offer a choice of setting and lifestyle;
- ♦ Encouraged residential developments that are well-connected to the larger community, planned and designed to compliment the heritage and natural character of Georgetown and offer a variety of housing types and price ranges;
- ♦ Encouraged sound, compact, quality growth, including pedestrian-friendly development patterns that incorporate mixed-uses, a variety of densities, and resource conservation while accommodating public transportation, alternative fuel vehicles, biking, and walking as convenient substitutes for automobile use;
- ♦ Reserved well-planned and well-located sites for future employment centers, sufficient to meet our long range need for economic diversification and suitable to attract desired “clean” businesses; and
- ♦ Maintained the quality and diversity of our housing stock in all our neighborhoods, which are framed by safe, attractive streets.

In downtown Georgetown and our older neighborhoods we have...

- ♦ Supported home-grown businesses and planned for an optimal mix of businesses, services, retail, and entertainment suited to the scale and historic charm of downtown; and
- ♦ Promoted downtown and in-town housing including infill, mixed-use and the creation of apartments and lofts over retail and offices.

Along our major highway corridors we have...

- ♦ Promoted development compatible with safe, efficient traffic circulation through sound standards for access management, limited installation of curb cuts, and parking facility connectivity;
- ♦ Selectively determined appropriate locations and applied design standards for large commercial developments and other high traffic generating uses;
- ♦ Set high design standards for all commercial development and signage; and
- ♦ Encouraged mixed-use, clustered and “village center” development types as alternatives to conventional strip center and stand-alone “pad” sites.

In our suburban fringe we have...

- ♦ Exercised influence to prevent premature and incompatible development;
- ♦ Encouraged the staged, orderly expansion of contiguous development to coincide with the expansion of roads and infrastructure;
- ♦ Encouraged conservation development and other approaches that retain rural character and promote retention of open space;
- ♦ Provided for the city's long-range growth with strategically timed annexations; and
- ♦ Consolidated development patterns within the city limits, where feasible, through judicious annexation and capital investments.

Balanced Transportation/Efficient Mobility

- ♦ Georgetown has reduced its reliance on conventional fuels and automotive traffic by promoting alternative fuel vehicles; retrofitting streets with bike lanes and sidewalks in underserved areas to enhance bicycle and pedestrian mobility; incorporating these facilities in new developments; and encouraging compact mixed-use and other types of "walk-able" development; and
- ♦ Georgetown has carefully located employment and commercial centers, schools, and other high-traffic generators.

Effective Governance

- ♦ We have created and enforced innovative, effective and fair regulatory codes and development standards to guide growth and improve development quality. We have streamlined the regulatory process, particularly for desired development types and locations; and
- ♦ The City has coordinated with the Georgetown Independent School District for the appropriate siting and timing of new school construction, consistent with the City's growth management strategy.

GOALS, POLICIES, AND ACTIONS*Goal 1*

Promote sound, sustainable, and compact development patterns with balanced land uses, a variety of housing choices and well-integrated transportation, public facilities, and open space amenities.

Policies and Actions

- 1.A. 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.
 1. Adjust zoning provisions to provide greater flexibility for mixed-uses, multiple housing types, compact development, and redevelopment.
 2. Reserve and rezone land ideally suited for long-term commercial and employment uses and prevent its use for residential subdivisions.
- 1.B. Promote more compact, higher density development (e.g., traditional neighborhoods, Transit-Oriented Development, mixed-use, and walkable neighborhoods) within appropriate infill locations.
 1. Establish guidelines and incentives for infill locations, including:
 - ♦ Mixed residential uses and mixed-use where appropriate.
 - ♦ Connected, pedestrian-oriented streets.
 - ♦ Conditions for edge treatment (buffers, connectivity, compatibility).
 - ♦ Flexible requirements such as dimensional criteria, impervious coverage, and parking to address local contexts.
 2. Provide density and intensity bonuses for the provision of housing and commercial components of mixed-use developments with specific reference to dwelling types (student housing, elderly, etc.), and additional bonus provisions for affordable housing (as defined by the City of Georgetown).
 3. Coordinate infrastructure investment policies to ensure that they are consistent with land uses that encourage compact development.
- 1.C. Establish standards appropriate for new residential development pertaining to lot sizes, open space, buffers, road connectivity, etc.
 1. Adjust development standards to address minimum requirements for open space and protection of natural features; park, school, and transit hub site reservations; landscaping and street design; and subdivision connectivity and accommodation of pedestrian and bicycle circulation, while providing greater flexibility for the provision and integration of multiple housing types and densities.
 2. Continue to promote and apply conservation development principles to the design of residential subdivisions in specifically designated areas.

- 1.D. Establish improved standards for commercial development.
 1. Prepare land use and zoning provisions to **discourage standard commercial “strip” development** and **encourage compact commercial and mixed-use centers** at appropriate locations.
 2. Prepare guidelines and design standards to improve the character of commercial development.
 3. Identify highway corridors for the preparation and application of corridor design and access management standards.
 4. Develop and apply standards for the location and design of “mid-box” and “big box” retail centers to improve their aesthetics, maintain appropriate commercial scale and provide for their future adaptive re-use.
- 1.E. Expand regulatory provisions and incentives to encourage innovative forms of compact, pedestrian friendly development (mixed-use, traditional neighborhood design), and a wider array of affordable housing choices.
 1. Establish standards for and actively promote new forms of compact development to include Transit-Oriented Development, as well as traditional neighborhood development (TND), mixed-use, and pedestrian-scale development.
 2. Provide **density and intensity bonuses** for the provision of housing and commercial components of **mixed-use developments** with specific reference to dwelling types (student housing, elderly, etc.), and additional bonus provisions for affordable housing, as defined by the City of Georgetown.
 3. Promote mixed-use, pedestrian-friendly **land use patterns**, including community activity centers, neighborhood activity centers, conservation subdivisions, and walkable neighborhoods:
 - ♦ Promote development of community activity centers with complementary mixed uses (e.g., neighborhood-oriented retail, higher density residential, schools, and other community facilities).
 - ♦ Encourage neighborhood centers and walkable neighborhoods with development patterns that replicate the scale and character of Georgetown’s traditional neighborhoods (compact development, interconnected streets, sidewalks, etc.).
 - ♦ Encourage forms of development that promote an interconnected street network, safe pedestrian routes, and healthy, active living.

***Narrative:** While the city's predominant single-family neighborhoods are a valuable resource that should be protected, the City should take every opportunity to encourage the introduction of new, more compact forms of development. Such opportunities include the introduction of higher density housing at appropriate locations, and smaller-unit housing types to meet the needs of a diversifying population, as well as for housing affordability.*

National demographic trends indicate that, at present, only 33% of all households include two parents and one or more children, a figure that will decline further to 27% by 2030. Conversely, the number of single adult households will increase from 26% at present to 29% by 2030.

At the same time, U.S. Census data indicates that between 1990 and 2000, certain sectors of the City of Georgetown—in particular those south and east of I-35—experienced significant growth in the number of younger families with children, with corresponding implications for housing types, sizes, and densities.

The identified policies and actions will create new incentives for a more diverse array of housing choices, and will expand opportunities for infill development beyond what is possible under conventional zoning, which tends to separate uses and limit flexibility in development siting. In addition, the "bonus" provisions proposed by Policy 1B.2 provide a tangible economic motivation to introduce mixed-use, affordable housing, and other needed development types.

While these guidelines and provisions for flexibility are necessary, they are not sufficient to fulfill the promise of greater infill investment and the introduction of higher densities. Many existing neighborhoods will tend to fear or resist the introduction of such new uses and may perceive them as threats to neighborhood stability. While some of these concerns may be misplaced, they must be addressed by carefully examining how and where such uses can be introduced in a compatible manner within neighborhoods and transitional areas, areas of blight, and along roadway corridors.

Because compatibility must be evaluated based on site specific investigation, more detailed neighborhood, corridor and sector plans will be needed to identify specific infill opportunities and create design criteria such as buffers that will ensure compatibility in particular circumstances.

Goal 2

Promote sound investment in Georgetown's older developed areas, including downtown, aging commercial and industrial areas, in-town neighborhoods, and other areas expected to experience land use change or obsolescence.

Policies/Actions

- 2.A. Remove present inadvertent impediments to infill and re-investment in older, developed areas.
1. Establish criteria that define the characteristics of desirable infill development (e.g., compatibility with adjoining uses).
 2. Revise zoning/development codes, the permitting process, and other applicable City policies by identifying and removing impediments to infill, adaptive re-use, historic preservation and redevelopment, including:
 - ♦ Application of creative code provisions to remove impediments in building/zoning codes to reuse older buildings while retaining their historic character.
 - ♦ Overlay districts (where specific requirements could be modified to allow established character to be maintained; e.g., buildings pulled up to the street, credit for on-street/shared parking, etc.).
 - ♦ Coordinated City departmental policies regarding infill (e.g., adjusting requirements for stormwater, water/wastewater, and other policies/regulations when they affect the ability to develop infill sites).
 3. Adjust the City's schedule of development fees (e.g., development review fees and costs to upgrade infrastructure) to lessen financial burdens on investments in designated areas and more accurately reflect the different costs of providing services in developed areas (where infrastructure is available), suburban areas, and fringe areas (where costly infrastructure extensions are necessary).

Narrative: *The City's code requirements were established and applied well after much of the older portions of Georgetown were originally developed. Due to constrained site and building conditions, some potential infill sites may not meet current regulatory requirements (e.g., parking, setbacks, impervious coverage, and stormwater standards), which are suited to more flexible suburban conditions.*

Policies 2A.1 to 2A.3 seek to minimize or eliminate present unintended disincentives for re-investment in infill and redevelopment throughout Georgetown's urban areas. This necessitates first identifying specific types of infill development that are compatible and desired. Once this is accomplished, the UDC must then be revised to remove unnecessary or inadvertent impediments, or to waive such requirements in designated urban areas.

- 2.B. Target capital investments to leverage private investment in designated areas.
1. Conduct **community-wide public facility** assessments to identify and prioritize corrections to deficiencies in infrastructure, including local streets and sidewalks, and other public facilities, including parks and recreation facilities.
 2. Through the City's Capital Improvement Program, **prioritize short and long-range capital investments** in designated urban areas, including, but not limited to utility replacements, capacity improvements, area-wide stormwater systems, street improvements, etc.
 3. Identify **revitalization corridors** for capital improvements (e.g., streetscape/landscaping, utility upgrades, etc.).

Narrative: Although the removal of regulatory and other constraints are necessary to promote infill and redevelopment, it may be insufficient to achieve the desired levels of re-investment. Policies 2B.1 to 2B.3 move the City's posture beyond a "regulatory" mode and into a proactive position by targeting direct investments in capital improvements as catalysts for private investment. These policies call for a comprehensive assessment of the City's facilities and infrastructure and a targeted assignment of priorities for capital improvements based, in part, on opportunities to leverage private investment.

- 2.C. Identify potential opportunities and selectively target, plan, and promote development/re-use initiatives.
1. Conduct a city-wide inventory of potential infill/reuse sites, including historic sites/buildings suitable for adaptive reuse.
 2. Based upon the city-wide inventory, as well as on neighborhood, corridor, and downtown planning initiatives, identify site-specific **development target areas and sites**.
 3. Take direct action to initiate and support **private investment**, including land assembly (via voluntary sale and purchase) and clearance, developer solicitation and selection, and construction of capital improvements.
 4. Encourage use of financial incentives for reinvestment in **historic and/or abandoned properties**.
 5. Provide incentives for the reintroduction of **neighborhood businesses and services** into **older neighborhoods** (e.g., assistance with market studies, site assembly, environmental clearances, business capital investment, employee training, etc.).
 6. In coordination with other local governments, pursue **state legislative initiatives** to make additional financial tools available for redevelopment (e.g., tax increment financing, tax abatements, differential development fee schedules, etc.).

Narrative: While preceding policies address removing impediments and creating incentives for private infill initiatives, Policies 2C. 1 to 2C.6 place the City in a proactive position in actually targeting and carrying out redevelopment and infill projects through partnerships with the private sector.

Opportunities for such direct City action in targeted redevelopment areas fall into three broad categories. One category includes sizeable areas of the city where obsolescence—coupled with fragmented property ownership and potential brownfield contamination—may present too many obstacles for the private sector to address without City assistance. Such areas will include older industrial areas, as well as obsolete commercial “strips.” A second type may include a major civic facility (for example, a ballpark, arena, or performing arts center) for which no suitable site exists. This would necessitate action by the City in assembling and preparing such a site in partnership with a private or non-profit development entity. A third category pertains to the emergence of new patterns of obsolescence, which may surface in suburban locations.

Of particular concern is the long term viability of “big box” commercial centers that could succumb to ever-changing consumer patterns and preferences. In these circumstances, the City should be prepared to intervene by preparing small area or “focal” plans and various implementing actions to rebuild and reuse these sites for higher value uses. Similarly, the City should apply development standards to properly locate such developments and to influence their design to improve their aesthetics and provide for their adaptation to other uses.

- 2.D. Continue to promote diversification and strengthening of downtown Georgetown and its in-town historic neighborhoods.
1. Maintain a proactive program of City initiatives to promote downtown development through:
 - ♦ Capital investments to streets, streetscapes, infrastructure, and parking.
 - ♦ Establishment of site-specific downtown redevelopment and reinvestment areas.
 - ♦ Use of existing City powers (eminent domain, land assembly, bonding, etc.) to execute designated redevelopment projects.
 - ♦ Additional cultural, civic, and entertainment initiatives.
 2. Actively support private initiatives consistent with the City’s policies to promote downtown investment by:
 - ♦ Creating density bonuses and other incentives for mixed-use, downtown housing, and the creation of new centers of activity in downtown (employment, specialty retail, entertainment, dining, etc.).
 - ♦ Adjusting capital improvement programs to target streets, infrastructure, and parking as necessary to promote and support desired private investment.
 3. Ensure that public and private initiatives preserve and enhance historic downtown resources.

Narrative: Comparable to Policies 2C.1 to 2C.6, these policies situate the City in a more proactive stance to promote its vision of downtown—one in which new development and re-investment are actively pursued to strengthen and diversify the land use and activity mix of downtown.

The City will continue to be supportive of, and responsive to private initiatives through incentives, public parking, and capital improvements. In addition, these policies call for the City to develop its own “action agenda” for downtown, including the identification of redevelopment areas and plans for area-wide improvements to streets, parking, and urban design amenities.

Goal 3

Provide a development framework for the fringe that guides sound, sustainable patterns of land use, limits sprawl, protects community character, demonstrates sound stewardship of the environment, and provides for efficient provision of public services and facilities as the city expands.

Policies/Actions

- 3.A. Initiate a fringe area growth management framework comprising the following elements.
1. Establish a tiered growth framework, as follows:

TIER 1 (Short Term Growth Area – 10 Years):

- ♦ **Tier 1A:** Area within the current city limits where infrastructure systems are in place, can be economically provided and/or will be proactively extended, and where consolidation of the city’s development pattern is encouraged over the next 10 years.
- ♦ **Tier 1B:** Area within the present city limits that were recently annexed or subject to development agreements, which are presently underserved by infrastructure. Tier 1B will require the provision of public facilities to meet the city’s growth needs as Tier 1A approaches build-out, over the next 10 years.

TIER 2 (Intermediate Growth Area - 10-20 Years):

- ♦ **Tier 2:** Area within the ETJ where growth and the provision of public facilities are anticipated beyond the next 10 years and where premature, fragmented, leapfrog, or inefficient development is discouraged by the City.

TIER 3 (Long-Term Growth Area – Beyond 20 Years):

- ♦ **Tier 3:** Area within the ETJ where growth, annexation, and the extension of public facilities are anticipated beyond 20 years, and premature, fragmented, leapfrog, or inefficient development is discouraged by the City.

Narrative: Georgetown is expected to grow by an estimated 100,000 people during the next 20 years. Under current policies, a significant share of this growth would likely occur in areas—both within and outside the present city boundary—that are not currently (or only partially) served by infrastructure and community facilities.

Growth tiers are the areas where development, annexation, and extension of public facilities will be staged over the 20+ year horizon of the Comprehensive Plan. The purpose of the tiered growth concept area is threefold:

- * To promote contiguous, compact and incremental expansion of the city's edge.*
- * To avoid excessive public expenditure on new facilities and services associated with fragmented, leapfrog development patterns.*
- * To protect land that the city will need to sustain its long-term growth from premature development.*

Although growth areas located outside the present city limits remain largely outside of City regulatory authority until annexation occurs, their designation as a growth area for the city helps communicate Georgetown's intent and policies governing the locations, patterns, and types of uses for which requests for water and wastewater extensions and annexations are likely to be approved.

The tiered growth system does not stop growth or prohibit development in the outer tiers during the initial 10-year timeframe. Instead, the strategy endeavors to influence the timing, location, and pattern of growth, slowing it when necessary to prevent overload of public facilities and services, or shifting it to locations where the City is best able to serve it in a manner that is fiscally sustainable. It also transfers some of the cost burden to serve new growth from existing taxpayers, making new development "pay for itself" to a greater extent than it does at present.

2. Define specific criteria for water and wastewater extensions and annexations, to include:
 - ◆ Contiguity with development patterns and present city limits.
 - ◆ Location within appropriate growth area.
 - ◆ Availability of infrastructure capacity.
 - ◆ Consistency with City development standards.
 - ◆ Fiscal impact assessment and mechanisms for the allocation of public facility costs through a capital recovery fee.
 - ◆ Future annexations shall avoid the creation of additional unincorporated pockets.

3. Establish a proactive plan to provide infrastructure (water, wastewater, roads, etc.) in advance of development (to provide City infrastructure where development is desired, with the developer bearing the responsibility of providing adequate infrastructure outside of transitional growth areas).
4. Consider development of an Adequate Public Facilities Ordinance to provide for the timing of development concurrent with the availability of adequate road and public facility capacity.

Narrative: Although the Tiered Growth concept provides a rational framework for staging fringe area development and annexations, the City is under no obligation to accept any or all development in Tiers 2 and 3. This policy encourages the City to carefully examine each development application, based on consistency with land use policies and careful assessment of impacts, public costs to be incurred, and the revenues that will accrue to offset those costs. As noted previously, public costs incurred to support fringe area "green-field" development are often of an order of magnitude greater than that for comparable infill development, where all or most public facilities and services are already in place. Policy options to address this issue include the creation of a "capital recovery fee" to more equitably assign costs, as well as an Adequate Public Facilities Ordinance, which would only permit development that can be accommodated at a given time, without imposing unacceptable impacts on road or public facility capacity. These policies are not intended to suggest that fiscal assessment and a capital recovery fee should be applied so as to allow only those developments that fully "pay their own way." However, such tools will allow both citizens and elected officials to make decisions based on a thorough knowledge of their fiscal consequences.

- 3.B. Establish criteria, targets and timetables for the annexation of unincorporated "pockets" into the city. Criteria may include:
 - ◆ Location within appropriate growth area.
 - ◆ Availability of infrastructure capacity.
 - ◆ Annexation timing so that infrastructure availability is concurrent with need.
 - ◆ Positive or neutral fiscal impact or other overriding public benefit.
 - ◆ Compliance with all applicable Comprehensive Plan policies.
 - ◆ Facilities brought up to City standard prior to or concurrent with annexation.
 - ◆ Mechanism in place to relieve fiscal burdens on the City and its taxpayers through (self-pay) tools such as special taxing districts.

Narrative: Within the present city limits are significant “pockets” of unincorporated land, some in the heart of the city. Rationalizing the city map is not however, the reason for annexing these “islands.” Land development and building standards in effect in these areas are different than those applied within the city limits.

Unincorporated areas also pose special service delivery and governance problems. In most cases, the County is not able to keep up with the service demands of these areas, whose residents often have urban expectations. As unincorporated communities continue to develop, the standard of living may decline, leading to deteriorating housing, limited public services, and crime.

On the other hand, with annexation the City becomes responsible for providing public services to these residents. While it is likely that many City services already are being used by nonresidents who live in unincorporated pockets of land within the city boundaries, the fiscal implications of assuming this responsibility must be fully understood.

Goal 4

Maintain and strengthen viable land uses and land use patterns (e.g., stable neighborhoods, economically sound commercial and employment areas, etc.).

Policies / Actions

- 4.A. Minimize impacts and encroachments of incompatible land uses (e.g., commercial intrusions into healthy residential neighborhoods).
- 4.B. Revise the UDC to ensure development that is compatible in character with the surrounding context.
- 4.C. Develop and apply neighborhood conservation strategies, such as code enforcement, housing rehabilitation, and support for urban homesteading for first time buyers.
- 4.D. Revise the UDC to ensure proper transitions and buffering between established neighborhoods and adjacent commercial and manufacturing areas.

Narrative: While much of the city is developed with stable neighborhoods and commercial areas, the emergence of obsolescence in some older industrial uses and shopping centers will lead to market-driven redevelopment. This set of policies/actions will ensure that as such redevelopment occurs in a manner that minimizes any adverse impacts on nearby stable neighborhoods and commercial uses.

FUTURE LAND USE PATTERN

The desired pattern of future land uses is depicted in Map 3-13. When compared to the Existing Land Use Map (Map 3-1), it becomes evident that the planned land uses reflect new patterns designed not only to accommodate the projected growth in population, but also to do so in new, creative ways that result in a more sustainable Georgetown.

The purpose of the Future Land Use Map is twofold: first, to identify the intended long-term pattern and character of residential, commercial, employment, and other supporting land uses, as articulated through the Vision Statement and through the land uses goals, policies, and actions; and second, to identify the need for adjustments to zoning, land use, and subdivision regulations, development review procedures and other tools, to achieve the desired pattern and quality of development and finally, guide utility planning in order to insure proper sizing of infrastructure and anticipation of facilities needed for short-term and long-term growth.

The Future Land Use Map, however, does not constitute zoning, nor does it establish zoning district boundaries. Nor is it appropriate for application on a parcel-by-parcel basis. Instead, the 2030 Comprehensive Plan Future Land Use Map reflects the Plan's broad policy for future distribution of land uses to be achieved over a 20+ year period. Unlike the map, the revisions to zoning and other regulations required to implement these policies will be based upon detailed, site-scale considerations that are beyond the scope and intent of a comprehensive plan.

The Future Land Use Map is also the primary guide for the establishment of utility infrastructure. The Georgetown Utility System anticipates growth and development in certain areas of the city based on existing infrastructure, planned facilities, and the range of densities suggested by the land use categories of this Plan. The Growth Management Framework and Future Land Use Plan contribute to the development of the Utility Master Plans, which focus the decision-making process for the 5 and 10-year CIP. The Annual Update for this Plan, established in the Plan Administration chapter, will coincide, when necessary, with the formulation of the Utility Master Plans, the CIP and Impact Fee Review to ensure the coordination and timeliness crucial to each plan.

The utility infrastructure for all land use categories is not planned for ultimate density before 2030. Each land use category may be assigned an anticipated density level for master planning purposes based on the Future Land Use Plan. The cost of improvements above and beyond the planned density will be evaluated on a case-by-case basis but the additional costs may be borne by the improver.

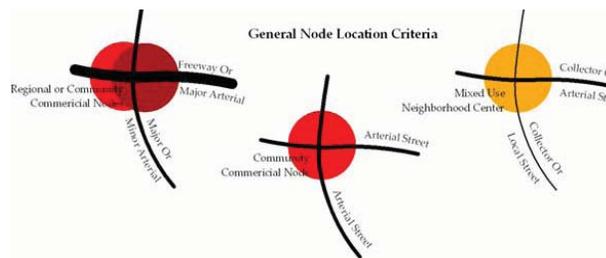
The proposed land use pattern seeks to achieve the following development principles, derived from the Vision Statement:

- ♦ Improve the balance of land uses by emphasizing employment;
- ♦ Expand the variety of housing types;
- ♦ Promote contiguous growth and connectivity;
- ♦ Encourage compact, mixed-use development;
- ♦ Establish a land use hierarchy;
- ♦ Incentivize urban area infill and redevelopment, where appropriate;

- ♦ Promote greater flexibility within zoning districts; and
- ♦ Preserve/create natural or man-made features that help create form and structure (e.g., waterways, scenic corridors, topographic features, etc).

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

The land use concept accomplishes its goals by establishing “districts” 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 as small as five acres for a “Mixed-Use Neighborhood Center,” to between 30-50 acres for a “Community Commercial” node, to over 100 acres for a “Regional Commercial Destination.”



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 by encompassing frontage along major roadways. However, their extent is limited and their placing strategic. Coupled with higher development standards for siting, landscaping, access, design, minimum property size, etc., these corridors will help limit the proliferation of unsightly small strip center and encourage greater development quality





Map 3-13

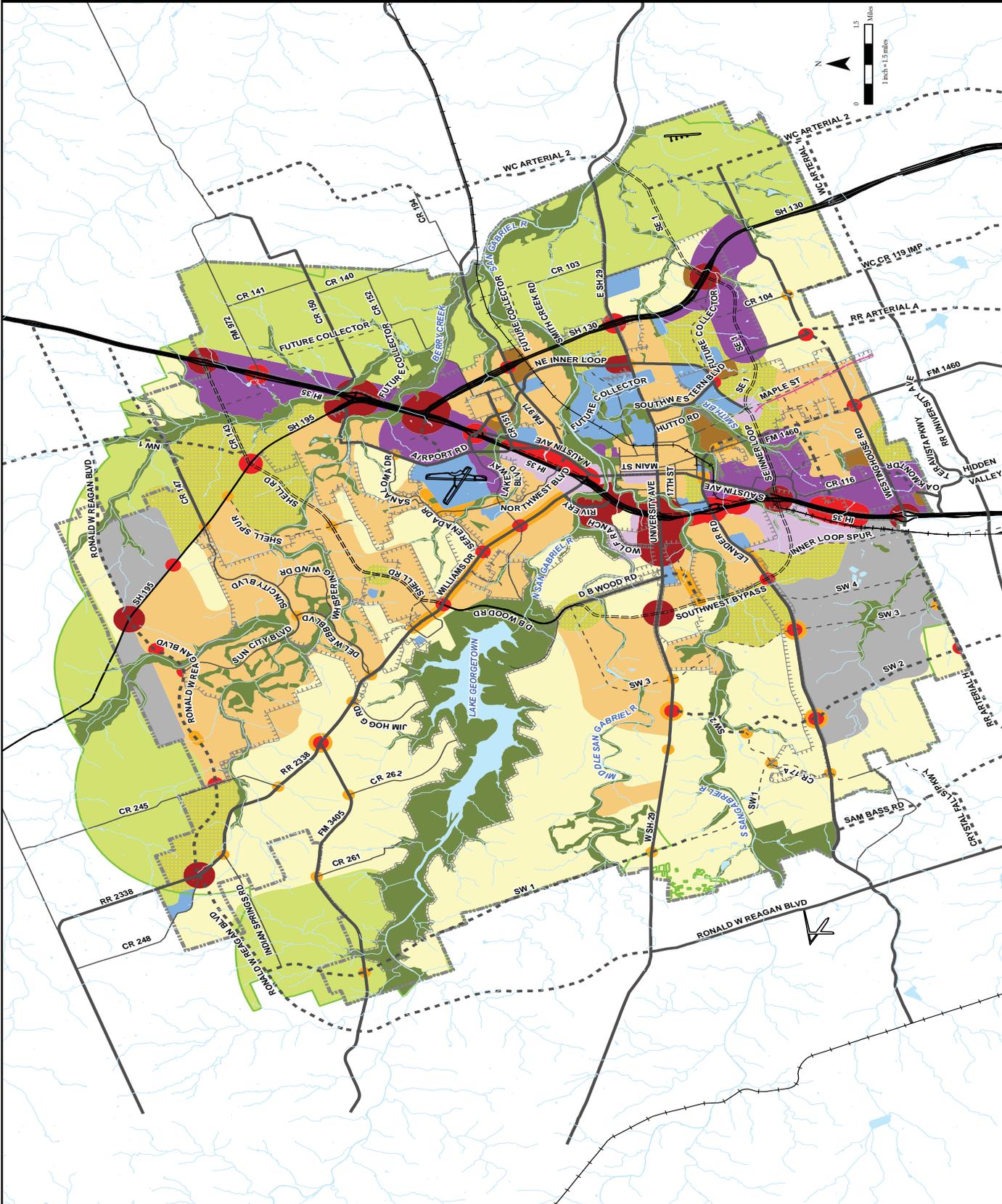
FUTURE LAND USE PLAN

MAY 12, 2009
 The Future Land Use Plan represents a conceptual vision of desired land use patterns for the next 30 years. It is used as a guide for decision making and, per Texas law, does not constitute zoning.

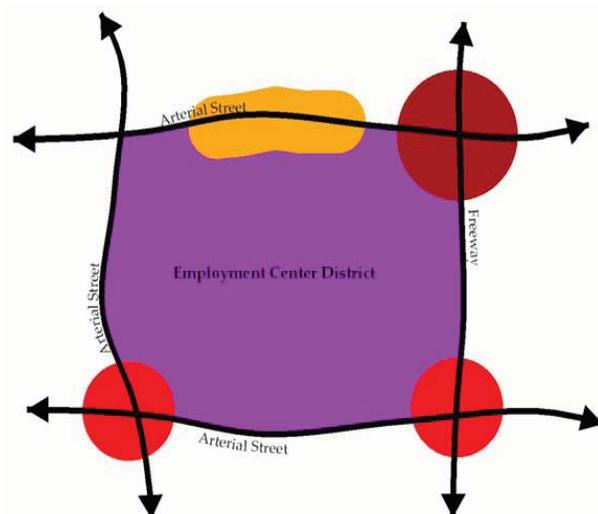
Ordinance No. 2008-07
 Approved February 26, 2008

Legend

- Agricultural / Rural Residential
- Low Density Residential
- Moderate Density Residential
- High Density Residential
- Community Commercial
- Regional Commercial
- Mixed Use Community
- Mixed Use Neighborhood Center
- Specialty Area Mixed Use
- Employment Center
- Institutional
- Parks, Recreation, Open Space
- Mining
- City Limits
- Extraterritorial Jurisdiction (E.T.J.)
- Ultimate City Boundary
- Existing Collector
- Existing Arterial
- Existing Freeway
- Existing Rail
- Proposed Collector
- Proposed Arterial
- Proposed Freeway
- Proposed Passenger Rail
- River/Stream
- Body of Water



Districts 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 CATEGORIES

Residential Use

The residential land use categories on the Future Land Use Map designate areas that are intended to be used in the future for residential development. While, in some cases, residential uses may already exist—and will remain in the future—in other cases the land is presently undeveloped and subject to future rezonings for residential development. The residential categories defined below are intended to accommodate a variety of housing types, the variety of household types and sizes, housing preferences, and income levels among the population. These housing types include single-family detached and attached dwellings (such as duplexes and townhomes), and various forms of multi-family housing, both rental units and condominiums. Rural residential developments are also included under this heading, since the land is primarily committed to residential use.

The density ranges in these land use categories are provided in terms of dwelling units per gross acre. It is recommended that the City similarly adopt a density-based zoning system to regulate residential concentrations in the zoning districts corresponding to these land use categories, instead of imposing lot size requirements as the zoning structure does today.

These categories typically include supportive uses such as schools, churches, parks and may include neighborhood-serving commercial uses that are not depicted on the Future Land Use Map. An important consideration for these uses is to ensure that they are as compatible as possible with the adjacent residential use.

Agricultural / Rural Residential

This broad land use designation is intended to accommodate very low levels of population, retain rural character and require a very limited array of public services.

This category applies in areas that are located outside the present city limits and are part of the proposed Tier Growth 3 (Long-Term Growth Area). Generally, such designations represent a “holding zone” for land areas prior to their future development for more intense urban development following annexation. Rural subdivisions, particularly conservation developments that protect open space in perpetuity, may be considered permanent uses in some circumstances.

This land use designation is regulated, to some extent, by the UDC, as granted by the State of Texas. The more limited “agricultural” designation is intended to retain the viability of agricultural areas and uses involving grazing of livestock or crop production, while accommodating minimal levels of population growth consistent with agricultural operations. The “rural residential” designation, on the other hand, is intended to permit low density residential uses, consistent with rural character, but not necessarily retaining agriculture.



Conservation subdivision



Rural commercial use

In such areas, conservation developments which preserve substantial open space by clustering development in smaller lots are strongly encouraged here over conventional “large lot” development. In addition, for new subdivisions created adjacent to agricultural operations that use generally acceptable management practices, a “right-to-farm” easement should be considered to require acknowledgement by new residents that nearby agricultural operations will generate noise, odors, light, dust, and other impacts.

Some commercial uses are anticipated to occur in this district. Such uses, however, should be limited to retail and service functions that meet the needs of a rural population and the operational needs of agriculture.

Low-Density Residential



Single family home

This category includes the city’s predominantly single-family neighborhoods that can be accommodated at a density between 1.1 and 3 dwelling units per gross acre. Conservation subdivisions are also encouraged in this land use district. Modifications to development standards applicable to this category could address minimum open space requirements, public facility impacts, and greater roadway connectivity.

This category may also support complementary non-residential uses along arterial roadways such as neighborhood-serving retail, office, institutional, and civic uses, although such uses may not be depicted on the Future Land Use Map. Standards should be established to maximize compatibility of these uses with adjacent land uses, minimize traffic congestion and overloading of public infrastructure, and also ensure a high standard of site, landscape, and architectural design.



Small lot residential

Moderate-Density Residential



Townhomes

This land use category comprises single family neighborhoods that can be accommodated at a density ranging between 3.1 and 6 dwelling units per gross acre, with housing types including small-lot detached and attached single-family dwellings (such as townhomes).

As in the preceding category, the Moderate-Density Residential category may also support complementary non-residential uses along arterial roadways such as neighborhood-serving retail, office, institutional, and civic uses, although such uses may not be depicted on the Future Land Use Map. Standards should be established to maximize

compatibility of these uses with adjacent land uses, minimize traffic congestion and overloading of public infrastructure, and also ensure a high standard of site, landscape, and architectural design.

This category includes most of the land area known as “Old Town.” This area is planned to remain predominantly residential and, although this Plan calls for greater density and infill in Old Town over time, the utility plans for the area are currently anticipated for mostly moderate-density development. The reason Old Town is in the Moderate Density Residential category is because it fits the historic pattern of the area. The Plan does not seek widespread increases in density or changes in land use that differ from present-day Old Town. Yet Old Town, like the Downtown area, is expected to face some increase in density, provide a greater mix of uses in the future and redevelop completely in certain areas. The historic nature of the buildings, street patterns, natural resources, etc. will continue to be an important part of Georgetown and a concerted effort to increase the utility capacity in this area would have to take place for any significant changes to occur.

High-Density Residential

This category provides for residential uses developed at a minimum density of 6.1 dwelling units per gross acre. These higher density areas provide opportunities to diversify the housing stock by accommodating dwelling types that still maintain a compatible neighborhood scale and character, such as patio homes and townhomes, yet respond to the demographic shift toward smaller households looking for alternatives to the large-lot single family home and younger families looking for affordability.

This category accommodates duplexes, triplexes, fourplexes, apartments, condominiums, life care and other forms of multi-family housing types. As with the preceding land use category, creating opportunities for diverse types of housing will become increasingly important to respond to demographic shifts and the continued need for affordable housing within Georgetown. This land use classification is ideally suited near major activity and employment centers and in areas suitable for future transit service.

The High-Density Residential category may also support complementary non-residential uses along arterial roadways such as neighborhood-serving retail, office, institutional, and civic uses, although such uses may not be depicted on the Future Land Use Map. Standards should be established to maximize compatibility of these uses with adjacent land uses, minimize traffic congestion and overloading of public infrastructure, and also ensure a high standard of site, landscape, and architectural design.



Duplexes



Apartments / condominiums

Commercial Use

Commercial areas are those where the predominant activities involve the production, distribution, and/or sale of goods and services. The land use categories described below accommodate a range of such existing and future commercial activities, consistent with the Future Land Use Map. These areas strengthen the city’s commercial base and create employment opportunities for the community. As with the commercial services allowed in the preceding Residential categories, standards in the Commercial designations should be established to maximize compatibility of these uses with adjacent land uses, minimize traffic congestion and overloading of public infrastructure systems, and ensure a high standard of site, landscape, and architectural design.

Community Commercial



Community commercial

This category applies to areas that accommodate retail, professional office, and service-oriented business activities that serve more than one residential neighborhood. These areas are typically configured as “nodes” of varying scales at the intersection of arterial roads, or at the intersection of arterials and collectors. Community commercial areas typically will include some neighborhood-serving commercial uses as well as larger retail uses including restaurants, specialty retail, mid-box stores, and smaller shopping centers. They may also include churches, governmental branch offices, schools, parks, and other civic facilities.

Regional Commercial Destination



*Regional commercial destination
(Wolf Ranch)*

This category applies to large concentrations of commercial uses that serve or draw a regional market, such as major shopping centers, stand-alone big-box retail, tourist attractions and supporting accommodations, and automobile-oriented commercial uses that rely on convenient access from major transportation routes and highway interchanges. Such properties are often configured in a manner or located in areas that may not be suitable for the introduction of mixed-uses.

Mixed-Use

The various mixed-use categories refer to areas that combine retail, service, and other commercial uses with office and/or residential use in the same building or on the same site. Mixed-use areas can create vibrant pedestrian-oriented urban environments by bringing complementary activities and public amenities together in one location at various scales. As a historic city, Georgetown retains mixed-use characteristics in some areas, such as the downtown. New mixed-use areas are intended to create similar higher density, pedestrian-friendly environments where the variety of uses enables people to live, work, play, and shop in one place. The proximity of diverse uses and pedestrian orientation of these areas make it possible to reduce vehicular trips and to encourage the use of transit. Some of the larger-scale or more intensely developed areas can become destinations for the city or even the region.

Mixed-uses can be integrated vertically in a single structure, with the upper floors used for office or residential use and the ground floor for retail or service uses. They can also be integrated horizontally; for example, when a single structure provides retail or service uses in the portion fronting the public street and office uses or residential behind. Mixed-use development can also be horizontally integrated if two or more structures are developed on one site to provide retail, service, office, and even light industrial uses in part of the structure, usually fronting the public or private street, and lower intensity uses such as residential in separate structures.

To support new land use policies aimed at promoting more compact, sustainable development patterns—reducing auto trips, increasing connectivity, encouraging walking and the use of transit, and expanding the supply of higher density, affordable housing near employment and activity centers—the Future Land Use Map contains significant amounts of land for a variety of mixed-use forms throughout the city. These land use categories differ primarily in the scale and intensity of development encouraged in them, and all of them should be implemented through the application of zoning and development standards that encourage appropriate form and character.

Mixed-Use Community

This category is intended for large tracts of undeveloped land, which are appropriate for larger scale, creatively planned communities, where a mix of residential types and densities are complemented by supporting retail, small to medium-scale office development, and integrated open spaces, where appropriate. Compatibility among these various uses will be maintained through design standards that address the locations, character and relationships between uses, while affording greater development flexibility than provided by standard zoning district classifications.



Planned development communities

Instead of specifying a range of allowable residential densities, the residential mixed-use designation encourages a balanced mixture of residential types as the predominant use in this category, at densities consistent with those provided for each housing type in the base residential categories described previously. Development in this category is best served in planned unit development form or specific mixed-use zoning standards.

Mixed-Use Neighborhood Center



Neighborhood-serving commercial uses

This designation applies to smaller areas of mixed commercial use within existing and new neighborhoods. These areas are primarily proposed adjacent to, or as part of, larger residential neighborhoods. Neighborhood-serving mixed-use areas abut roadway corridors or are located at key intersections. They often function as gateways into the neighborhoods they serve.

These compact and often “walk-to” centers provide limited retail goods and services to a local customer base, while having minimal impact on the surrounding residential uses. They accommodate (but do not require) mixed-use buildings with neighborhood-serving retail, service, and other uses on the ground floor, and offices or residential units above. They may also include stand-alone high density residential development.



Neighborhood commercial mixed-use area

Uses in these areas might include a corner store, small grocery, coffee shops, hair salons, dry cleaners and other personal services, as well as small professional offices and upper story apartments. They may also include non-commercial uses such as churches, schools, or small parks. In new neighborhoods, in particular, the exact size, location, and design of these areas should be subject to a more specific approval process, to ensure an appropriate fit with the surrounding residential pattern

Specialty Mixed-Use Area

This designation accommodates large-scale mixed-use developments that are mostly commercial and usually near intense regional commercial uses and the I-35 corridor. This category encourages the creation of well planned “centers” designed to integrate a variety of complementary uses, with an emphasis on retail, offices, and entertainment activities. These centers may also include civic facilities and parks or other green spaces. Housing, in the form of apartments, townhomes, condominiums, and live-work spaces, is also encouraged in these mixed-use areas, generally in higher densities. These areas should be designed in a pattern of pedestrian-oriented, storefront-style shopping streets, with shared parking and strong pedestrian linkages to the surrounding areas.



Regional mixed-use development

This category also applies to downtown Georgetown, reflecting its role as a regional destination for services, cultural, and civic functions. This emphasizes the urban character and the mix and intensity of uses uniquely suited to this center of activity. The designation is intended to permit a true mix of uses (except industrial and mining), with unique development standards tailored to the character of the area, such as the downtown area or TOD site(s). As promoted by the Downtown Master Plan, the intent is to move the downtown area towards becoming a center of activity not only in the day, but also at night and on weekends, by promoting a mix of commercial, entertainment, residential, and civic uses. Creative forms of housing are encouraged, such as attached homes, “lofts,” and live-work units. To protect the historic character of downtown, the Land Use Element recommends maintaining the maximum building height in this district, while allowing maximum residential densities to be controlled by the building height, setback, landscape, impervious coverage, and other regulatory limitations.



Downtown activity center

This land use category will accommodate development that supports light rail and other forms of transit and is best accommodated by a planned unit development or specific mixed-use zoning standards.

Employment Center

This designation is intended for tracts of undeveloped land located at strategic locations, which are designated for well planned, larger scale employment and business activities, as well as supporting uses such as retail, services, hotels, and high density residential development (stand-alone or in mixed-use buildings) as a conditional use.



Business park

Many Employment Center designations will include undeveloped properties identified by the City as opportunity sites for centers of commerce or employment. These sites may be acquired and developed through public-private partnerships. Primary uses include offices, flex



Office

offices, and technology research and development, as well as environmentally friendly manufacturing. These uses should be encouraged to develop in a campus-like setting with generous, linked open space to maximize value, promote visual quality, and encourage pedestrian activity between employment areas and areas of supporting uses such as retail, restaurants, and residential.

These areas often act as a transition between more intensely developed commercial uses and residential neighborhoods. For this reason, standards should be developed to ensure that development of these activities is compatible with the character of the surrounding area.



Light industrial

Industrial uses that already exist or are anticipated to continue for the foreseeable future are a part of this designation. Such uses include light industrial uses like manufacturing, assembly, wholesale, and distribution activities. Care should be taken to protect adjacent uses from adverse impacts potentially associated with these uses (truck traffic, outside storage, etc.), using buffering and/or performance-based development standards.

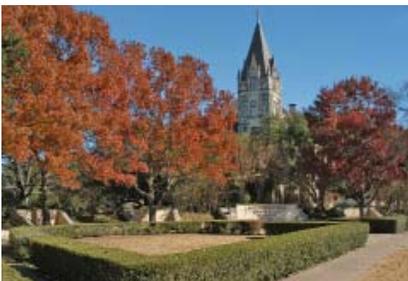
Mining



Quarrying / mining activities

This category accommodates existing activities that involve land excavation for the extraction of minerals and similar substances. They are primarily located in the northern and southern fringes of the city along SH 195 and Leander Road. In most cases, these activities are anticipated to continue for the foreseeable future. Care should be taken to protect adjacent uses from adverse impacts associated with these activities. There are some current mining uses not shown on the map, as they will cease operations in the short-term.

Institutional Use



*Educational uses
(Southwestern University)*

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.

Parks, Recreation and Protected Open Space

This designation applies to existing public parks, golf courses, and protected open spaces of city-wide significance, which are expected to remain as open space in perpetuity. Potential future large-scale park acquisitions, as well as smaller neighborhoods parks and recreational uses are shown in the Parks and Open Space Master Plan.



Public parks (San Gabriel Park)

Ultimate City Boundary Line

The Ultimate City Boundary Line represents the planned expansion boundary of the city limits, by virtue of agreements with, and actions taken by, adjacent communities regarding their intentions to expand to accommodate growth. The Ultimate City Boundary Line is not set in stone but a guide to plan for future infrastructure and growth.

Table 3.4: Land Allocation by Use (ETJ + ultimate city boundary area)

Future Land Use	Acres	% of Total Acres
Residential		
Agricultural/ Rural Resid.	24,528.2	22.1%
Low Density Residential	22,381.2	20.2%
Moderate Density Resid.	21,518.0	19.4%
High Density Residential	589.7	0.5%
<i>Subtotal</i>	<i>46,712.3</i>	<i>62.3%</i>
Commercial		
Community Commercial	1,607.7	1.5%
Regional Commercial	2,139.4	1.9%
<i>Subtotal</i>	<i>3,747.1</i>	<i>3.4%</i>
Mixed-Use		
Mixed-Use Community	6,434.5	5.8%
Mixed-Use Neighborhood Ctr	1,564.3	1.4%
Special Area Mixed-Use	1,602.04	1.4%
Employment Center	4,669.8	4.2%
<i>Subtotal</i>	<i>14,270.6</i>	<i>12%</i>
Parks, Recreation, Open Space	16,353.7	14.8%
Institutional	2,156.0	1.9%
Mining	5,203.16	4.7%
<i>Total</i>	<i>110,747.8</i>	<i>100%</i>

Source: City of Georgetown GIS and WRT as of 2/26/08

**Table 3:5a Estimated Population Capacity within Ultimate City Boundary
(based on land use allocation)**

Future Land Use	Acreage	% of Total Acreage	Total Dwelling Unit Capacity	Total Population Capacity
Residential				
Agricultural/ Rural Resid.	12,080.7	13.6%	2,416	6,089
Low Density Residential	19,838.5	22.3%	39,677	99,986
Moderate Density Resid.	20,442.9	22.9%	122,657	309,096
High Density Residential	589.7	0.7%	7,077	17,833
<i>Subtotal</i>	<i>52,951.8</i>	<i>59.4%</i>	<i>171,827</i>	<i>433,044</i>
Commercial				
Community Commercial	1,431.3	1.6%		
Regional Commercial	1,762.5	2.0%		
<i>Subtotal</i>	<i>3,193.8</i>	<i>4.1%</i>		
Mixed-Use				
Mixed-Use Community	4,888.4	5.5%	23,465	59,131
Mixed-Use Neighborhood Ctr	924.4	1.0%	2,219	5,591
Special Area Mixed-Use	1,596.8	1.8%	7,665	19,315
Employment Center	4,669.8	5.2%	5,604	14,121
<i>Subtotal</i>	<i>12,079.5</i>	<i>13.6%</i>	<i>38,952</i>	<i>21,074</i>
Parks, Recreation, Open Space	15,218.5	17.1%		
Institutional	1,987.3	2.2%		
Mining	3,698.7	4.1%		
<i>Total</i>	<i>89,129.5</i>	<i>100%</i>	<i>210,778.7</i>	<i>531,162.2</i>

Source: City of Georgetown GIS and WRT as of 2/26/08

**Table 3.5b Estimated Population Capacity within Current ETJ
and Ultimate City Boundary (based on land use allocation)**

Future Land Use	Acreage	% of Total Acreage	Total Dwelling Unit Capacity	Total Population Capacity
Residential				
Agricultural/ Rural Resid.	24,528.2	22.1%	4,906	12,362
Low Density Residential	22,381.2	20.2%	44,762	112,801
Moderate Density Resid.	21,518.0	19.4%	129,108	325,352
High Density Residential	589.7	0.5%	7,076.7	17,833.2
<i>Subtotal</i>	<i>46,712.3</i>	<i>62.3%</i>	<i>185,853</i>	<i>468,349</i>
Commercial				
Community Commercial	1,607.7	1.5%		
Regional Commercial	2,139.4	1.9%		
<i>Subtotal</i>	<i>3,747.1</i>	<i>3.4%</i>		
Mixed-Use				
Mixed-Use Community	6,434.5	5.8%	30,882.8	77,832.1
Mixed-Use Neighborhood Ctr	1,564.3	1.4%	3,754.4	9,461.1
Special Area Mixed-Use	1,602.04	1.4%	7,689.8	19,378.3
Employment Center	4,669.8	4.2%	5,603.7	14,121.4
<i>Subtotal</i>	<i>14,270.6</i>	<i>12%</i>	<i>47,934</i>	<i>120,793</i>
Parks, Recreation, Open Space	16,353.7	14.8%		
Institutional	2,156.0	1.9%		
Mining	5,203.16	4.7%		
<i>Total</i>	<i>110,747.8</i>	<i>100%</i>	<i>233,786.5</i>	<i>589,141.9</i>

Source: City of Georgetown GIS and WRT as of 2/26/08

Table 3.6: Land Use Allocation and Estimated Population Capacity by Growth Tier**Tier 1A**

Future Land Use	Acreage	% of Total Acreage	Dwelling Unit Capacity	Population Capacity
Residential				
Agricultural/ Rural Resid.	0.0	0.0%	0	0
Low Density Residential	694.3	4.0%	2,083	5,249
Moderate Density Resid.	7,785	45.2%	46,701	117,686
High Density Residential	286.6	1.7%	3,439	8,666
<i>Subtotal</i>	<i>8,764.4</i>	<i>50.9%</i>	<i>52,223</i>	<i>131,601</i>
Commercial				
Community Commercial	677.5	3.9%		
Regional Commercial	924.7	5.4%		
<i>Subtotal</i>	<i>1,602.2</i>	<i>9.3%</i>		
Mixed-Use				
Mixed-Use Community	586.9	3.4%	2,817	7,099
Mixed-Use Neighborhood Ctr	736.8	4.3%	1,768	4,456
Special Area Mixed-Use	597.1	3.5%	2,866	7,223
Employment Center	759.4	4.4%	911	2,296
<i>Subtotal</i>	<i>1,324.1</i>	<i>15.6%</i>	<i>8,363</i>	<i>21,074</i>
Parks, Recreation, Open Space	2,848.6	16.5%		
Institutional	1,324.1	7.7%		
Mining	10.8	0.1%		
Total	17,231.8	100%	60,586	152,675

Source: City of Georgetown GIS and WRT as of 2/26/08

Table 3.6: Land Use Allocation and Estimated Population Capacity by Growth Tier

Tier 1B

Future Land Use	Acreage	% of Total Acreage	Dwelling Unit Capacity	Population Capacity
Residential				
Agricultural/ Rural Resid.	108.5	0.8%	109	273
Low Density Residential	1,555.4	10.9%	4,666	11,759
Moderate Density Resid.	4,793.6	33.4%	28,761	72,478
High Density Residential	305.6	2.1%	3,667.5	9,242
<i>Subtotal</i>	<i>6,763.1</i>	<i>47.2%</i>	<i>37,203</i>	<i>93,753</i>
Commercial				
Community Commercial	445.3	3.1%		
Regional Commercial	402.8	2.8%		
<i>Subtotal</i>	<i>848.1</i>	<i>5.9%</i>		
Mixed-Use				
Mixed-Use Community	1,897.8	13.2%	9,109.3	22,955
Mixed-Use Neighborhood Ctr	241.0	1.7%	578.4	1,457
Special Area Mixed-Use	128.3	0.9%	615.6	1,551
Employment Center	2,206.3	15.4%	2,647.6	6,672
<i>Subtotal</i>	<i>4,473.3</i>	<i>31.2%</i>	<i>12,951</i>	<i>32,636</i>
Parks, Recreation, Open Space	1,914.9	13.4%		
Institutional	332.5	1.7%		
Mining	2.7	2.1%		
<i>Total</i>	<i>14,334.6</i>	<i>100.0%</i>	<i>50,154</i>	<i>126,389</i>

Source: City of Georgetown GIS and WRT as of 2/26/08

Table 3.6: Land Use Allocation and Estimated Population Capacity by Growth Tier**Tier 2**

Future Land Use	Acreage	% of Total Acreage	Dwelling Unit Capacity	Population Capacity
Residential				
Agricultural/ Rural Resid.	992.8	3.4%	993	2,502
Low Density Residential	9,233.9	31.6%	27,702	69,808
Moderate Density Resid.	8,034.5	27.5%	48,207	121,481
High Density Residential	12.4	0.0%	149.2	376
<i>Subtotal</i>	<i>18,273.6</i>	<i>62.5%</i>	<i>77,051</i>	<i>197,167</i>
Commercial				
Community Commercial	423.1	1.4%		
Regional Commercial	734.3	2.5%		
<i>Subtotal</i>	<i>1,157.4</i>	<i>3.9%</i>		
Mixed-Use				
Mixed-Use Community	3,505.1	12.0%	16,824.7	42,398
Mixed-Use Neighborhood Ctr	430.2	1.5%	1,032.5	2,602
Special Area Mixed-Use	827.4	2.8%	3,971.4	10,008
Employment Center	1,645.4	5.6%	1,974.5	4,976
<i>Subtotal</i>	<i>6,408.2</i>	<i>21.9%</i>	<i>23,803</i>	<i>59,984</i>
Parks, Recreation, Open Space	2,284.6	7.8%		
Institutional	488.3	1.7%		
Mining	613.3	2.1%		
Total	29,216.8	100%	100,854	254,151

Source: City of Georgetown GIS and WRT as of 2/26/08

Table 3.7: Implementation Schedule – Land Use Element (Summary Action Schedule)

High Priority/Short-Term Actions (0-2 years)	Type	Mid-Term Actions (2-5 years)	Type	Ongoing/Continuing Actions	Type
<ul style="list-style-type: none"> Action 1A.1: Within one (1) year of Element adoption, adjust zoning provisions to provide greater flexibility for mixed-use, multiple housing types, and compact suburban development. 	Regulation	<ul style="list-style-type: none"> Action 1B.3: Coordinate infrastructure investment policies to ensure that they are consistent with compact development designations. (Coordinate this action with preparation of Infrastructure Element and/or update of infrastructure master plans). 	Regulation	<ul style="list-style-type: none"> Action 1C.2: Continue to promote and apply conservation development principles to the design of residential subdivisions in specifically designated areas. 	Regulation/Program
<ul style="list-style-type: none"> Action 1A.2: Within one (1) year of Element adoption, identify reserve and rezone land ideally suited for long-term commercial and employment uses to prevent its use for residential subdivisions. 	Regulation	<ul style="list-style-type: none"> Action 1D.3: Identify highway corridors for the preparation and application of corridor design and access management standards. 	Program	<ul style="list-style-type: none"> Action 1E.3: Promote mixed-use, pedestrian-friendly land use patterns, including community activity centers. 	Regulation/Program
<ul style="list-style-type: none"> Action 1B.1: Establish guidelines and incentives for infill locations, including: <ul style="list-style-type: none"> Mixed residential uses/mixed-use where appropriate. Connected, pedestrian-oriented streets. Conditions for edge treatment (buffers, connectivity, compatibility). Flexible dimensional criteria, impervious coverage, and parking requirements that address local contexts. 	Regulation/Program	<ul style="list-style-type: none"> Action 2A.2: Revise zoning/development codes, the permitting process and other applicable City policies to identify and remove impediments to infill, adaptive re-use, historic preservation, and redevelopment, including: <ul style="list-style-type: none"> Application of creative code provisions to remove impediments to re-use older buildings while retaining their historic character Creation of overlay districts Coordinated City departmental policies regarding infill 	Regulation	<ul style="list-style-type: none"> Action 2B.2: Through the City's Capital Improvement Program, prioritize short- and long-range capital investments in designated urban areas, including but not limited to utility replacements, capacity improvements, area-wide stormwater systems, street improvements, etc. (Coordinate this action with preparation of Infrastructure Element and/or update of infrastructure master plans). 	Program/Capital
<ul style="list-style-type: none"> Action 1E.1: Establish standards for and actively promote new forms of compact development to include Transit-Oriented Development, as well as Traditional Neighborhood Development (TND), mixed-use, and pedestrian scale development 	Regulation/Program	<ul style="list-style-type: none"> Action 2B.1: Conduct community wide-public facility assessments to identify and prioritize corrections to deficiencies in infrastructure, including local streets and sidewalks, and other public facilities, including parks and recreation facilities. (Coordinate this action with preparation of other Plan elements, including Infrastructure, Transportation, and Open Space and Recreation). 	Program/Capital	<ul style="list-style-type: none"> Action 2C.3: Take direct action to initiate and support private investment, including land assembly (via voluntary sale and purchase) and clearance, developer solicitation and selection, and construction of capital improvements. 	Program
<ul style="list-style-type: none"> Actions 1B.2 and 1E.2: Provide density and intensity bonuses for the provision of housing and commercial components of mixed-use developments with specific reference to special dwelling types (student housing, elderly housing, etc.), and additional bonus provisions for affordable housing. (Coordinate this action with the preparation of Housing Element). 	Regulation	<ul style="list-style-type: none"> Action 2B.3: Identify revitalization corridors for capital improvements (e.g., streetscape/landscaping, utility upgrades, etc.) 	Program/Capital	<ul style="list-style-type: none"> Action 2C.4: Encourage use of financial incentives for reinvestment in historic and/or abandoned properties. 	Program

Table 3.6: Land Use Allocation and Estimated Population Capacity by

High Priority/Short-Term Actions (0-2 years)	Type	Mid-Term Actions (2-5 years)	Type	Ongoing/Continuing Actions	Type
<ul style="list-style-type: none"> Action 1C1: Adjust development standards to address minimum requirements for open space retention/protection of natural features; park, school, and transit hub site reservations; landscaping and street design; and subdivision connectivity and accommodation of pedestrian and bicycle circulation, while providing greater flexibility for the provision and integration of multiple housing types and densities. Action 1D.1 Prepare land use and zoning provisions to discourage standard commercial "strip" development and encourage compact commercial and mixed-use centers at appropriate locations. Action 1D.2: Prepare guidelines and design standards to improve the character of commercial development. Action 1D.4: Develop and apply standards for the location and design of "mid-box and "big-box" retail centers to improve their aesthetics and maintain appropriate commercial scale, while providing for their future adaptive re-use. Action 2A.1: Establish criteria that define the characteristics of desirable infill development (e.g., compatibility with adjoining uses) 	Regulation	<ul style="list-style-type: none"> Action 2C.1: Conduct a city-wide inventory of potential infill/re-use sites, including history sites and buildings suitable for adaptive re-use. Action 2C.2: Based on the city-wide inventory, as well as on neighborhood, corridor, and downtown planning initiatives, identify site-specific development target areas and sites. Action 3A.3: Establish a proactive plan to provide infrastructure in advance of development. Action 3B: Establish criteria, targets, and timetables for the annexation of unincorporated "pockets" of land into the city. 	Program	<ul style="list-style-type: none"> Action 2C.5: Provide incentives for the reintroduction of neighborhood businesses and services into older neighborhoods (e.g., assistance with market studies, site assembly, etc.). Action 2C.6: In coordination with other local governments, pursue state legislation to make additional financial tools available for redevelopment (e.g., tax increment financing, tax abatements, etc.) Action 2D.1: Maintain a proactive program of City initiatives to promote downtown development through: <ul style="list-style-type: none"> Capital investment to streets, streetscapes, infrastructure, and parking. Establishment of site-specific downtown redevelopment and reinvestment areas. Use of existing City powers to execute designated redevelopment projects. Introduction of additional cultural, civic, and entertainment activities. Action 2D.2: Actively support private initiatives consistent with City policies to promote downtown investment by: <ul style="list-style-type: none"> Creating density bonuses and other incentives for mixed-use, downtown housing, and the creation of new centers of activity in downtown. Adjusting capital improvement programs to target streets, infrastructure, and parking as necessary to promote and support desired private investment. Action 2D.3: Ensure that public and private initiatives preserve and enhance historic downtown resources. 	Program
<ul style="list-style-type: none"> Action 2A.1: Establish criteria that define the characteristics of desirable infill development (e.g., compatibility with adjoining uses) 	Regulation	<ul style="list-style-type: none"> Policy 4C: Develop and apply neighborhood conservation strategies such as code enforcement, house rehabilitation programs, and support for urban homesteading for first-time buyers. 	Program	<ul style="list-style-type: none"> Action 2D.3: Ensure that public and private initiatives preserve and enhance historic downtown resources. 	Program

Growth Tier

High Priority/Short-Term Actions (0-2 years)	Type	Mid-Term Actions (2-5 years)	Type	Ongoing/Continuing Actions	Type
<ul style="list-style-type: none"> Action 2A.3: Adjust the City's schedule of development fees to lessen financial burdens on investment in designated areas and to more accurately reflect the different costs of providing services in developed areas, suburban areas, and fringe areas. (Coordinate this action with preparation of Infrastructure Element and/or update of infrastructure master plans). Action 3A.1: Draft and adopt ordinance establishing the following growth tiers, consistent with the framework described in the Comprehensive Plan: <ul style="list-style-type: none"> TIER 1 (Short Term Growth Area – 10 Years): <ul style="list-style-type: none"> Tier 1A Area within the current city limits where infrastructure systems are in place, can be economically provided and/or will be proactively extended, and where consolidation of the city's development pattern is encouraged over the next 10 years. Tier 1B: Area within the present city limits that were recently annexed or subject to development agreements which are presently underserved by infrastructure. Tier 1B will require the provision of public facilities to meet the city's growth needs as Tier 1A approaches build-out, over the next 10 years. TIER 2 (Intermediate Growth Area - 10-20 Years): <ul style="list-style-type: none"> Tier 2: Area within the ETJ where growth and the provision of public facilities are anticipated beyond the next 10 years, and where premature, fragmented, leapfrog, or inefficient development is discouraged by the City. TIER 3 (Long-Term Growth Area – Beyond 20 Years): <ul style="list-style-type: none"> Tier 3: Area within the ETJ where growth, annexation, and the extension of public facilities are anticipated beyond 20 years, and premature, fragmented, leapfrog, or inefficient development is discouraged by the City. 	Program			<ul style="list-style-type: none"> Policy 4A: Minimize impacts of encroachments by incompatible land uses 	Regulation/Program

Tier 3

High Priority/Short-Term Actions (0-2 years)	Type	Mid-Term Actions (2-5 years)	Type	Ongoing/Continuing Actions	Type
<ul style="list-style-type: none"> ▪ Action 3A.2: Define specific criteria for water and wastewater extensions and annexations, to include: <ul style="list-style-type: none"> ○ Contiguity with development patterns and city limits. ○ Location within appropriate growth area. ○ Availability of infrastructure capacity. ○ Consistency with City development standards. ○ Fiscal impact assessment and mechanisms for allocation of public facility costs through a capital recovery fee. 	Regulation				
<ul style="list-style-type: none"> ▪ Action 3A.4: Consider development of an Adequate Public Facilities Ordinance to provide for the timing of development concurrent with the availability of adequate road and public facility capacity. 	Regulation/Program				
<ul style="list-style-type: none"> ▪ Policy 4B: Revise UDC/enact standards to ensure development that is compatible in character with the surrounding context. 	Regulation				
<ul style="list-style-type: none"> • Policy 4D: Revise UDC to ensure proper transitions and buffering between established neighborhoods and adjacent nonresidential areas. 	Regulation				

City of Georgetown 2030 Comprehensive Plan

Future Land Use	Acreage	% of total acreage	Dwelling Unit Capacity	Population Capacity
Residential				
Agricultural/ Rural Resid.	23,324.6	53.0%	23,325	58,778
Low Density Residential	10,844.6	24.6%	32,534	81,985
Moderate Density Resid.	319.2	0.7%	1,915	4,827
High Density Residential	0.0	0.0%	0	1
<i>Subtotal</i>	<i>34,488.5</i>	<i>78.3%</i>	<i>57,774</i>	<i>145,591</i>
Commercial				
Community Commercial	62.0	0.1%		
Regional Commercial	81.2	0.2%		
<i>Subtotal</i>	<i>143.2</i>	<i>0.3%</i>		
Mixed-Use				
Mixed-Use Community	439.9	1.0%	2,111.4	5,321
Mixed-Use Neighborhood Ctr	146.0	0.3%	350.3	883
Special Area Mixed-Use	44.7	0.1%	214.4	540
Employment Center	58.1	0.1%	69.8	176
<i>Subtotal</i>	<i>688.6</i>	<i>1.6%</i>	<i>2,746</i>	<i>6,920</i>
Parks, Recreation, Open Space	4,083.1	9.3%		
Institutional	11.1	0.0%		
Mining	4,575.2	10.4%		
Total	44,022.2	99.9%	60,250	152,510

Source: City of Georgetown GIS and WRT as of 2/26/08



**City of Georgetown 2030 Comprehensive Plan
Chapter 4. - Plan Administration**

4. Plan Administration

OVERVIEW

While the City of Georgetown 2030 Comprehensive Plan is fundamentally a “policy document,” the goals, policies, and actions identified in it will only become a reality by concerted, consistent attention to implementation. This requires that the City administration, departments, and present and future Planning and Zoning Commissions and City Councils actively and continuously use the 2030 Comprehensive Plan as a key reference for all decisions and actions, consistent with the strategic initiatives and policies contained in the Plan.

Texas law provides basic guidance to municipalities for developing and applying comprehensive plans. Chapter 219 of the Local Government Code grants powers to municipalities for promoting sound development and the public health, safety and welfare, with broad local government discretion to define the content and organization of a comprehensive plan. Further, Chapter 211.004 requires that zoning regulations (as well as rezonings) be adopted in accordance with a comprehensive plan, while Chapter 212.010 requires that the approval of development plats also must be consistent with an adopted comprehensive plan.

Consistent with this broad mandate of Texas state law for compliance with a comprehensive plan, the City of Georgetown Charter was amended in 1986 with the addition of Section 1.08, to articulate the City’s commitment to comprehensive planning, as excerpted below.

Purpose and Intent

...(to) establish comprehensive planning as a continuous and ongoing governmental function in order to promote and strengthen the existing role, processes and powers of the City of Georgetown to prepare, adopt and implement a comprehensive plan to guide, regulate, and manage the future development within the corporate limits and extraterritorial jurisdiction of the City to assure the most appropriate and beneficial use of land, water and other natural resources, consistent with the public interest.

Contents

The comprehensive plan shall contain the council’s policies for growth, development and beautification of the land within the corporate limits and the extraterritorial jurisdiction of the City...The comprehensive plan should include but not be limited to:

1. A future land use element
2. A traffic circulation and public transit element
3. A wastewater, electric, solid waste, drainage and potable water element
4. A conservation and environmental resources element
5. A recreation and open space element
6. A housing element
7. A public services and facilities element, which shall include but not be limited to a capital improvement program

8. A public building and related facilities element
9. An economic element for commercial and industrial development and re-development
10. Health and human service element
11. Historic preservation element
12. Citizen participation element
13. Urban design element
14. Public safety element

Legal Effect

Upon adoption of a comprehensive plan or element or portion thereof by the City Council, all land development regulations, including zoning and map, subdivision regulations, roadway plan, all public improvements, public facilities, public utilities projects and all City regulatory actions relating to land use, subdivision and development approval, should be consistent with the adopted plan or element.

Following the incorporation of Section 1.08 into the City Charter in 1986, the City commenced a planning process that led to the adoption of the award-winning Century Plan. In the accompanying Policy Plan, the City established an elaborate protocol for plan adoption, revision and amendment. Although the Policy Plan reflects positively on the City's commitment to faithfully carry out the Century Plan, some of its provisions lack clarity, as exemplified by the absence of distinction between a "plan revision" and a "plan amendment". Other provisions of the Policy Plan placed too great a burden on staff, with an ambitious, but often ill-defined, implementation work program that included such requirements as "...an annual operating plan...(to) include one and two year budgets and revenue projections, and one, two and five year project plans...(with) multiple time horizons to ensure that the activities, programs and projects required by the ends, means, and functional plan elements of the Century Plan are included with both the short and long range work programs of the appropriate City Division."

This chapter seeks to confirm the City's commitment to plan implementation by replacing the provisions for plan implementation contained in the Policy Plan with a simple, clear, and streamlined protocol for the comprehensive plan adoption, compliance, amendments, monitoring, and plan updating and revisions. First, the basic principles that determine plan compliance are established.

Principles of Comprehensive Plan Compliance

Principle 1: Zoning districts and related development standards in the Unified Development Code (UDC) shall be revised to maintain consistency with the 2030 Comprehensive Plan (Plan).

The various Plan elements identify both specific revisions to standards and ordinances, such as the need for new design standards and guidelines and incentives for mixed-use and conservation development. This principle does *not* suggest that, upon Plan adoption, the Zoning Map, UDC and its various zoning districts must undergo a wholesale revision. The Future Land Use Map is not intended to become or replace present zoning district designations on the Zoning Map. Rather, the Future Land Use Map conceptually depicts relatively broad categories of land use, and will serve as a guide for considering future rezonings. Because the Future Land Use Map depicts development patterns 20+ years into the future, in some areas of the city and the ETJ, land use designations are considerably greater in intensity than existing zoning and current land use. Except where necessary to reserve certain parcels for future employment use, “correct” clearly inappropriate prior zoning designations, or to otherwise make a legitimate policy determination based on the public interest—the City of Georgetown will not initiate changes in present zoning designations.

Principle 2: Requested rezonings shall be reviewed for consistency with the Plan and shall not be approved if found contrary to the Plan.

Because the Future Land Use Map and its policies are considerably broader than present zoning and development regulations, many development applications that are consistent with present zoning will also be consistent with the Plan. In many cases, particularly those involving rezoning, the Plan review process will provide additional flexibility in the development review process. This will be particularly true for those areas designated for mixed-use, where underlying zoning is more rigid or limited than that provided for in the Plan. However, in cases where a proposed development is in clear conflict with the Plan, such approvals may not be granted unless and until the Plan is amended. The City Council shall make such amendments upon findings of fact, based on designated criteria.

Specific Provisions

The following is a recommended “checklist” for the development of a more specific protocol for Plan compliance, to be established within three months of Plan adoption:

- ♦ Identify specific task schedules, resources, and responsibilities to enact revisions to the UDC and associated development standards to be in conformance with the 2030 Comprehensive Plan, consistent with the priorities and timeframes in the Future Land Use Element.
- ♦ Establish provisions for the review of all development applications, rezonings, and plats to be consistent with the 2030 Comprehensive Plan.

PLAN ADOPTION, AMENDMENTS, MONITORING AND REVISION

Completion of Plan Elements

No later than six months after the completion of the first element, the Planning and Development Department and/or the Planning and Zoning Commission shall recommend to the City Council a set of criteria for the preparation and adoption of the remaining Plan elements, including a prioritized sequence for completion.

Plan Adoption

The Plan shall be adopted by the City Council, either by individual Plan element, by groups of elements, or as a whole. Per the comprehensive plan terms of the City Charter, a Revision to the Plan shall require a super-majority of the City Council only if the revision occurs more than once every five (5) years. A Revision is defined as the adoption or deletion of Plan Element(s). An Amendment, as defined in the Charter, is a minor change to the comprehensive plan. For the purposes of this Plan, as further defined in this chapter, an Amendment shall be any non-Element change made by ordinance of the City Council.

Plan Adoption, Revision and Amendment shall follow the protocol below:

- ♦ Transmittal to Planning and Zoning Commission: The Comprehensive Plan Steering Committee, or staff of the appropriate City department, will transmit the entire Plan or individual Plan elements, as they are completed, to the Planning and Zoning Commission or to the appropriate City-appointed board or commission for their review.
- ♦ Recommendation to City Council: The Planning and Zoning Commission, or other appropriate board or commission, shall hold a public hearing to recommend, by a majority vote, the Plan or Plan element to the City Council for adoption, with specific reference to any maps and other descriptive material intended as a part of the Plan. The resolution must be recorded in the minutes of the Planning and Zoning Commission or other board or commission.
- ♦ Transmittal to City Council: The recommended Plan or Plan element must be transmitted to the City Council.
- ♦ Public Hearing: Before adopting the Plan or Plan element, the City Council must hold a public hearing, advertised at least 30 days in advance.
- ♦ Ordinance: City Council will adopt the Plan or Plan element by ordinance.

Plan Amendments

Plan amendments are periodic, substantive changes to the Plan and its associated goals, policies, and actions along with changes to the Future Land Use Map that are necessary to accommodate changed or unforeseen circumstances in a manner consistent with the public interest. While the Plan provides for reasonable flexibility in interpretation, to have relevance over time, it should not be permitted to be ignored, nor subject to continuous or arbitrary amendments to accommodate development applications, which are contrary to the Plan. Therefore, Plan amendments will not be made more than once per calendar year, except for the rare circumstance where the City Council feels it necessary to make a change with a super-majority vote. Plan amendments will be

processed as part of the Annual Update and require only a majority vote of the City Council at such update. Plan amendments shall be recommended by the Planning and Zoning Commission or other appropriate board or commission, and adopted by City Council in the same manner as per Plan adoption. However, the following deviations shall not be considered to require Plan amendments. As such, these exceptions may be considered administratively and are not subject to the public hearing process.

Emergency situations requiring immediate actions or development approvals necessary to protect public health, safety or welfare, as determined by the City Council;

- ♦ Small scale developments, involving minor deviations, interpretations or adjustments to the Future Land Use Map, generally 10 acres or less; or
- ♦ Corrections of errors, clarifications of intent, and updating of data that do not alter the substance or intent of Plan policies or actions.

Specific Provisions

The following is a recommended checklist for the development of a more specific protocol for Plan amendments, to be established within three months of Plan adoption:

1. Package proposed Plan amendments annually for review and recommendation by the Planning and Zoning Commission, and forward their recommendations to City Council for their consideration following a public hearing.
2. Specific amendments may be considered more often than once a year when approved by a super-majority vote of all members of City Council.
3. Plan amendments may include text modifications to goals, strategies, and actions, or modifications to the Future Land Use Map that will accommodate rezonings or development applications that are inconsistent with the adopted Plan.
4. Amendments should not be made without an analysis of immediate needs and consideration of the long-term effects. In considering amendments to the Plan, the City should be guided by the following:
 - ♦ The need for the proposed change;
 - ♦ The effect of the proposed change on the need for City services and facilities;
 - ♦ The implications, if any, that the amendment may have for other parts of the Plan; and
 - ♦ A description and analysis of unforeseen circumstances or the emergence of new information (such as a significant economic development opportunity in Tier 2 or 3).

The City's annual budget shall not be adopted as an element of the Plan. However, specific annual budget priorities, as may be adopted separately by the City Council, should be consistent with the 2030 Vision Statement and with existing policies in the adopted Plan or Plan elements.

Plan Monitoring and Updating

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

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

- ♦ City of Georgetown shall monitor and report upon Plan implementation progress annually.
- ♦ City of Georgetown shall conduct a thorough update, revision, and adoption of the Plan every five (5) years.

Specific Provisions

The following is a checklist for the development of a more specific protocol for Plan monitoring and updating, to be established within three months of the Plan adoption.

Annual Monitoring

- ♦ At the anniversary of Plan adoption, the Planning and Development Department shall submit to the Planning and Zoning Commission and City Council an annual report indicating actions taken and progress made toward Plan implementation, along with recommendations for Plan amendments due to altered circumstances or in response to citizen requests, proposed rezonings, or plats.
- ♦ Include policies to provide a process for monitoring implementation progress and adopting Plan amendments, including consideration of an ongoing role for the Comprehensive Plan Steering Committee.
- ♦ Develop benchmarks, as part of an overall Plan-monitoring program, to evaluate the effectiveness of implementation efforts and adherence to the Plan.
- ♦ Maintain dialogue with local citizens, municipalities, school districts, development interests, and other stakeholders and affected parties on a periodic, ongoing basis to monitor the effectiveness and continued relevance of the Plan.
- ♦ Before amendments are considered for adoption, citizens should be provided with effective ways for participating in the decision-making process, in addition to the required public hearing.

Updating / Plan Revision

Every five (5) years, the City of Georgetown shall initiate a process to revise and adopt an updated Plan or one or more Plan elements. The revision process shall include the following:

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



**City of Georgetown 2030 Comprehensive Plan
Chapter 5. - Appendices**

5. Appendices

GLOSSARY OF TERMS/DEFINITIONS

Amendment: A change in the wording, context, substance or a change in the district boundaries of the official plan.

Annexation: The act or process of adding land to a governmental unit, usually an incorporated place, by an ordinance, a court order, or other legal action.

Capital Improvements: A permanent addition to the city's physical assets including structures, infrastructure (sewer and water lines, streets), and other facilities such as parks and playgrounds. May include new construction, reconstruction or renovation that extends the useful life of these assets. The cost of land acquisition, design, construction, renovation, demolition, and equipment are all included when calculating capital expenditures.

Capital Improvements Program (CIP): A multi-year (usually 5-6 year period) scheduling of public physical improvements, based on studies of available fiscal resources.

Community-Based Planning: A planning method that allows communities to be responsible of planning, managing, and implementing developmental change with little, if any, intervention from governments, non-governmental organization, or other external actors.

Community Character: The distinguishing identity or elements of a place, neighborhood, or any other part of the city. See also "Sense of Place".

Community Facility: A non-commercial use established primarily for the benefit and service of the population of the community in which it is located. Shall include schools, police and fire protection, on-site pedestrian and bicycle facilities in the public right-of-way, etc.

Comprehensive Plan: Refers to a plan, or any portion thereof, as adopted by a local government, to manage the quantity, type, cost, location, timing, and quality of development and redevelopment in the community

Conservation Development: An innovative form of residential development that reduces lot sizes so as to set aside a substantial amount of the property as permanently protected open space.

Density: Gross: The average number of families, persons or housing units allocated per gross unit of land. Net – The maximum density permitted to be developed per unit of land after deducting any required open space, easements and publicly dedicated rights-of-way.

Development Pattern: The configuration or organization of the built environment.

Dwelling Unit: One or more rooms physically arranged to create a housekeeping establishment for occupancy by one family only.

Economic Development: A development that provides a service, produces a good, retails a commodity, or emerges in any other use or activity for the purpose of making financial gain.

Future Land Use Plan: The long-range plan for the desirable use of land in the city as officially adopted and as amended from time to time by the Planning and Zoning Commission and City Council. The purpose of such plan includes serving as a guide in the zoning and progressive changes in the zoning of land and to meet the changing needs of the community, in the subdividing and use of undeveloped land, and in the acquisition of rights-of-way or sites for public purposes such as streets, parks, schools, and public buildings.

Goal: Refers to a concise but general statement of a community's aspirations in addressing a problem or an opportunity, in terms of a desired state or process toward which implementation programs are oriented.

Growth Management: A framework developed to address the provision of public facilities and services to support development.

Historic District: An area containing buildings or places in which historic events have occurred or which have special public value because of notable architectural or other features relating to the cultural or artistic heritage of the community which warrant conservation and preservation.

Historic Preservation: The adaptive use, conservation, protection, reconstruction, rehabilitation, restoration, or stabilization of an historic resource.

Household: A household includes all the persons who are current residents of a housing unit. The occupants may be a single family, one person living alone, two or more families living together, or a group of related or unrelated persons who share living arrangements.

Housing Unit: A house, an apartment, a mobile home or trailer, a group of rooms or a single room occupied as separate living quarters or, if vacant, intended for occupancy as separate living quarters.

Infrastructure: The basic facilities and equipment necessary for the effective functioning of the city, such as the means of providing water service, sewage disposal, electric and gas connections, and the street network.

Intensity: The degree to which land is used, generally measured by a combination of the type of land use and the amount of land devoted to that use.

Land Development Regulations: The city's regulations controlling the development of land, e.g., zoning, subdivision, building, etc.

Land Use: A description and classification of how land is occupied or utilized, e.g., residential, office, parks, industrial, commercial, etc.

Level of Service: The quality and quantity of existing and planned public services and facilities, rated against an established set of standards to compare actual or projected demand with the maximum capacity

of the public service or facility in question.

Lot: A parcel of land occupied or intended for occupancy by an individual use, including a principal structure and any ancillary/accessory structures.

Median Income: Income distribution that is divided into two exactly equal parts, one having incomes above the median and the other having incomes below the median. For households and families, the median income is based on the distribution of the total number of units including those with no income.

Mixed-Use: Refers to development projects or zoning classifications that provide for more than one use or purpose within a shared building or development area. Mixed-use allows the integration of commercial, retail, office, medium to high-density housing, and in some cases light industrial uses. These uses can be integrated either horizontally, or vertically in a single building or structure.

Objective: A clear and specific statement of planned results, derived from a goal, to be achieved within a stated time period.

Open Space: Land devoted to uses characterized by vegetative cover or water bodies, such as agricultural uses, pastures, meadows, parks, recreational areas, lawns, gardens, cemeteries, ponds, streams, etc.

Parcel: Any quantity of land and water capable of being described with such definiteness that its location and boundaries may be established and identified.

Platted Lot: A lot which is identified on a plat approved by the local government and duly recorded in the municipality's public records.

Policy: The specific approach through which objectives are achieved.

Public Land: Refers to land owned by the City of Georgetown, Williamson County, or any other governmental entity or agency thereof.

Public Transit: Public transport systems that consist of the means and equipment necessary for the movement of passengers.

Public Safety: The protection of the general population from all manner of significant danger, injury, damage, or harm, such as may occur in a natural disaster. Such protection is typically provided by emergency services organizations such as police, fire, EMS.

Redevelopment: Refers to public and/or private investment made to re-create the fabric of an area which is suffering from physical, social or economic problems related to the age, type, and condition of existing development. Redevelopment can help to meet market needs for residential and/or commercial development in older parts of the city.

Rezoning: Process by which the authorized uses of a property are changed or modified.

CITY OF GEORGETOWN HOME RULE CHARTER***Section 1.08. Comprehensive plan.***

(1) Purpose and Intent. It is the purpose and intent of this Article that the City Council establish comprehensive planning as a continuous and ongoing governmental function in order to promote and strengthen the existing role, processes and powers of the City of Georgetown to prepare, adopt and implement a comprehensive plan to guide, regulate, and manage the future development within the corporate limits and extraterritorial jurisdiction of the City to assure the most appropriate and beneficial use of land, water and other natural resources, consistent with the public interest. Through the process of comprehensive planning and the preparation, adoption and implementation of a comprehensive plan, the City intends to preserve, promote, protect and improve the public health, safety, comfort, order, appearance, convenience and general welfare; prevent the overcrowding of land and avoid undue concentration or diffusion of population or land uses; facilitate the adequate and efficient provision of transportation, water, wastewater, schools, parks, recreational facilities, housing and other facilities and services; and conserve, develop, utilize and protect natural resources.

It is further the intent of this Article that the adopted comprehensive plan shall have the legal status set forth herein, and that all public and private development should be in conformity with such adopted comprehensive plan or element or portion thereof.

(2) The Comprehensive Plan. The Council shall adopt by ordinance a revised comprehensive plan within two (2) years from the date the amended Charter is adopted, which shall constitute the master and general plan. The comprehensive plan shall contain the Council's policies for growth, development and beautification of the land within the corporate limits and the extraterritorial jurisdiction of the City, or for geographic portions thereof including neighborhood, community or area-wide plans. The comprehensive plan should include but not be limited to:

- A. A future land-use element;
- B. A traffic circulation and public transit element;
- C. A wastewater, electric, solid waste, drainage and potable water element;
- D. A conservation and environmental resources element;
- E. A recreation and open space element;
- F. A housing element;
- G. A public services and facilities element, which shall include but not be limited to a capital improvement program;
- H. A public buildings and related facilities element;
- I. An economic element for commercial and industrial development and redevelopment;
- J. Health and human service element;
- K. Historic preservation element;
- L. Citizen participation element;

- M. Urban design element; and
- N. Public safety element.

The several elements of the comprehensive plan should be coordinated and be internally consistent. Each element should include policy recommendations for its implementation and should be implemented, in part, by the adoption and enforcement of appropriate land development regulations. The comprehensive plan shall be amended only once per year and revised not more than once every five (5) years unless such amendment or revision is adopted by a majority plus one of the City Council. An amendment is defined as a minor change in the plan. A revision is defined as a substantial change to the plan.

(3) Legal Effect of Comprehensive Plan. Upon adoption of a comprehensive plan or element or portion thereof by the City Council, all land development regulations, including zoning and map, subdivision regulations, roadway plan, all public improvements, public facilities, public utilities projects and all city regulatory actions relating to land use, subdivision and development approval, should be consistent with the adopted comprehensive plan, element or portion thereof.

(4) Legal Effect of Prior Comprehensive Plan. Any comprehensive plan or element or portion thereof adopted pursuant to law, but prior to the effective date of this Charter shall continue to have such force and effect as it had at the date of its adoption, until further action pursuant to this section is taken by the City Council.

(Res. No. 050603-B, 5-3-03; Amended by voters in the May 1994 General Election; Ord. No. 880170, Amend. No. 1, 5-10-88; Ord. No. 86-12, Amend. No. 3, 2-25-86)

This Section reserved for future elements.