

PURPOSE STATEMENT

Williams Drive is a critical gateway into the City of Georgetown. As such, it must strike a balance in providing mobility through an efficient, effective and reliable transportation network; moving people and goods through multiple travel options while also enhancing economic development and housing options within the neighborhoods it traverses. Proactive transportation and land use planning will assist the corridor in addressing the immediate and future mobility issues that stem from population growth and development pressures; positioning Williams Drive as a premier gateway for the City of Georgetown and the Capital region.

STUDY GOALS AND OBJECTIVES

Goals for the study area will guide the development of improvement alternatives as the study progresses. The development of these goals involves stakeholder input based upon the scope of work and CAMPO's Platinum Planning Program. Consistent with the purpose statement, the focus is to incorporate safety, efficient transportation operations, safe accommodations of all modes, and integration of smart transportation and land use, community needs, and the future economic growth of the Williams Drive corridor.

The goals developed for the corridor include:

Goal 1. Enhance multimodal movement and transportation operations.

Objective 1. Maintain reliable and efficient traffic operations.

Objective 2. Minimize delay to persons and goods movement.

Objective 3. Enhance connectivity to adjacent neighborhoods.

Objective 4. Improve intermodal and multimodal connections.

Objective 5. Develop cost-effective improvements to the existing transportation network and multimodal facilities.

Objective 6. Promote safety and security by improving multi modal transportation throughout the corridor.

Goal 2. Support corridor-wide and regional sustainable growth and economic development.

Objective 1. Enable and plan for context sensitive economic activity in the corridor.

Objective 2. Ensure consistency of transportation actions with economic development actions, relevant regional and local plans, and available municipal economic development policies.

Objective 3. Enhance connectivity and access to major residential, industrial,



commercial and recreational sites.

Objective 4. Ensure equity of transportation throughout the study area to enhance access to education, employment and recreation opportunities.

Goal 3. Protect and enhance the corridor’s quality of life.

Objective 1. Minimize adverse impacts from transportation actions and from the use of transportation facilities and services to avoid or minimize disproportionately adverse public health and environmental, social and economic effects, on vulnerable populations.

Objective 2. Provide a well-connected, multi-modal transportation network to increase people’s ability to access destinations that can influence their health and well-being, such as jobs, health care services, and parks.

Objective 3. Protect unique environmental resources, including the San Gabriel Park and San Gabriel River.

Objective 4. Support sustainable forms of development and the attainment of “Quality Communities” objectives throughout the Corridor.

Goal 4. Encourage development that creates a variety of context sensitive mixed-use services that are accessible to neighborhoods.

Objective 1. To encourage context sensitive mixed-use, multi-modal development that will increase travel options within existing urbanized areas and along the corridor as a means to accommodate new population growth, reduce land consumption, preserve valuable open space, conserve ecosystem functions, protect water quality, and improve community health.

Objective 2. To promote reinvestment in underutilized vacant properties, opportunities for context sensitive mixed-use development, and possibilities for suburban retrofits where appropriate.

Objective 3. To encourage transit-supportive land uses and complete street principles along and connecting to the Williams Drive corridor as part of the transportation system that makes up the built environment.

Objective 4. To capitalize on existing investments in infrastructure by encouraging development in areas where infrastructure is being underutilized or planned for expansion without straining fiscal budgets or creating new environmental impacts.

PROJECT OVERVIEW

Williams Drive is a transforming corridor and a critical arterial. Like many suburban arterials, Williams Drive is both a “to” place as well as a “through” place. As a corridor, Williams Drive must safely and reliably fulfill its role as a critical regional arterial. However, Williams Drive is also a destination in and of itself—a role that must be strengthened and enhanced.

Achieving the vision of Williams Drive as a vibrant, multimodal corridor with defined and dynamic centers takes a multidisciplinary approach. In conjunction with CAMPO’s Platinum



Planning Program, the Study will develop a plan that applies the elements of the program to the study area, and recommend projects and implementation plans that enhance multi-modal transportation safety, mobility and connectivity, enhance economic development potential, and establish the area as a premier gateway into Georgetown.

More than 29,000 cars access the Williams Drive corridor daily, and the trend is expected to grow with the City's expanding population. This study builds upon projects identified by the City of Georgetown and TxDOT as well as previously committed funding within the corridor before 2025 that will inform and impact development and mobility patterns as part of the recently approved 2015 Transportation Bond program. Key projects that will be completed in the area as a result of the 2015 Bond include:

- The Northwest Boulevard Bridge extension;
- The Rivery Boulevard extension;
- Improvements to the Interstate 35 southbound service road including the addition of a dedicated right-turn lane from Williams Drive; and
- Improvements to the Interstate 35 northbound service road from Williams Drive to Lakeway Drive.
- Interchange redesign at Williams Drive and I-35.

The City envisions a transportation bond election in 2025 that may include recommendations from this study. In addition, the City accepted a Master Redevelopment Plan for a portion of the Corridor in 2006, and established a TIRZ designed to further the development within the district limits in accordance with this plan. To further this effort, the City also designated this area with a Specialty Mixed Use Future Land Use designation, as well as created a new zoning district, the Mixed-Use district, with the intent of drafting and adopting a mixed-use Regulating Plan for the area.

The Williams Drive Study will recommend policy, programming, projects and an implementation plan for the study area that address and enhance mobility, safety, and livability.

