Williams Drive Study
Georgetown, Texas

Work-In Progress Presentation
Wednesday, November 16, 2016
THANK YOU!

» Georgetown Health Foundation

» City of Georgetown Staff
  » Combined Effort - Planning + Transportation
  » Nathaniel Waggoner, Andreina Davila, Jordan Maddox

» CAMPO
Tonight’s Presentation

» Project Background
» Key Real Estate Trends
» Public Outreach
  » October Open House
  » Charrette Week
» Transportation
» Character of Williams Drive
» Center Area
The Study Area

CORRIDOR PLAN:
Development of a context-sensitive plan for Williams Drive (Lakeway Dr to Jim Hogg Rd), which addresses access management strategies, multi-modal transportation elements, safety and operational improvement.

CENTERS PLAN:
Development of a plan for a vibrant mixed-use center and gateway.
**Key Real Estate Trends**

**Apartments**

- Demand for 1,200 residential units annually city-wide
- Large number of projects under construction and in planning pipeline
- Corridor-adjacent subdivisions have been responsible for much of the growth
- Very limited multifamily growth in the study area itself
Key Real Estate Trends

Office

» Office vacancies low in Georgetown and the Study Area
» Rents are comparable to greater Austin
» Despite these positive trends, there is limited growth in office sector; commercial space delivery is dependent on build-to-suit opportunities
Key Real Estate Trends

Retail

- Retail rents are comparable to Austin and vacancy has declined.
- Greater supply and demand trends indicate that there is no organic gap in retail supply, but there is possible sales leakage outside the sales area.
- Retail supply is balanced with demand, but desire for higher quality offerings will drive future opportunities.
October Open House
October Open House

Share your vision for Williams Drive.

Instructions

Please use the dot stickers to identify areas of needs or concerns within the Williams Drive Study area.

Legend

- City Facilities
- Schools
- Williams Drive Study Area
**This Week**

| SATURDAY  
<table>
<thead>
<tr>
<th>November 12</th>
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| **Hands-On Workshop**  
| 9 am - 12:30 pm  
| ![Hands-On Workshop](image)  
| ![Hands-On Workshop](image) |
| Open Design Studio  
| 9 am - 7 pm  
| ![Open Design Studio](image)  
| ![Open Design Studio](image) |
| Open Design Studio  
| 9 am - 4 pm  
| ![Open Design Studio](image)  
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| Lunch & Learn Transportation  
| 12 - 2 pm  
| ![Lunch & Learn Transportation](image)  
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| Lunch & Learn Commercial & Market Development  
| 12 - 2 pm  
| ![Lunch & Learn Commercial & Market Development](image)  
| ![Lunch & Learn Commercial & Market Development](image) |
| Drop-In Open Design Studio  
| 4 pm - 7 pm  
| ![Drop-In Open Design Studio](image)  
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| 4 pm - 7 pm  
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| Drop-In Open Design Studio  
| 4 pm - 7 pm  
| ![Drop-In Open Design Studio](image)  
| ![Drop-In Open Design Studio](image) |
| Work-In Progress Presentation  
| 6 pm  
| ![Work-In Progress Presentation](image)  
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| 6 pm  
| ![Work-In Progress Presentation](image)  
| ![Work-In Progress Presentation](image) |

All events will take place at:

**Georgetown Health Foundation Community Rooms**, 2423 Williams Drive, Suite 101, Georgetown, TX 78628
Saturday Workshop
Saturday Workshop
Saturday Workshop
Saturday Workshop

1. **How do we alleviate/eliminate the congestion that was circled?**
2. **Multi-modal transit**
3. **Town center/walkability**
Saturday Workshop

Big Ideas

1. Mixed use at nodes/key intersections (more walkable)
2. Interconnectivity & road design
3. Safety/access management (medians)
Outcomes:

- Slower speed in center
- Better connectivity (intercommunity)
- Put needs near where people live
- Basic services - small centers
- Growth will come
- Need to accommodate
- Drive traffic off corridor
- Need green pockets
  - Connect to trail system

FM 971
Saturday Workshop

A few words that come to mind about WILLIAMS DRIVE
Now: Barren and dangerous
and in my vision for the future:
Vibrant and attractive

A few words that come to mind about WILLIAMS DRIVE
Now: ugly and crowded
and in my vision for the future:
beautiful and well flowing traffic

A few words that come to mind about WILLIAMS DRIVE
Now: Largely Empty Palette
and in my vision for the future:
Higher density Urban Fabric/Small Town Center (higher density that Redlands doesn't have)

A few words that come to mind about WILLIAMS DRIVE
Now: crowded
and in my vision for the future:
Saturday Evening: Brainstorming
Feedback: Stakeholders Meetings
Feedback: Stakeholders Meetings
Tuesday: Refinement
Tues: P&Z/GTAB Joint Meeting
Wed: 3D Modeling
Overview
The Williams Drive study incorporates an area over 6 miles in length with a number of different characteristics along its route.

These include:
- Varying daily vehicle volumes
- Differing road widths
- Land use densities
- Sidewalk coverage
- Walkscore*

* Walkscore measures the walkability of an area based on access to amenities and pedestrian friendliness. A score of 100 is a walkers paradise.
Existing Needs
Sidewalk Construction Policy

• Sidewalks need to connect (to corner at least)
• Sidewalks cannot be deferred
• Temporary materials may be used such as asphalt or crushed stone (as approved by the City)
Existing Needs
Pedestrian Buffer

• Pedestrian buffer should increase with volume and speed
  • Minimum 2’ buffer on low-speed, low-volume residential streets
  • Minimum 6’ buffer on low-speed (25 MPH), higher volume corridors
  • Minimum 10’ buffer on higher speed segments
Existing Needs

Accessibility

• Aid businesses and property owners to retrofit existing facilities to ensure accessibility for all people
Existing Needs
Pedestrian Priority

• Continue pedestrian travel ways over and across access drives.
• Sidewalk material should carry across driveway visually cuing drivers to yield
Existing Needs
Pedestrian Priority

• Continue pedestrian travel ways over and across access drives.
• Sidewalk material should carry across driveway visually cuing drivers to yield
Existing Needs
Crosswalks

• Default is crosswalks across all legs, must demonstrate if and when not possible and impacts on pedestrian delay

• Strive for crosswalks every:
  • 600’ in urban section
  • 900’ (or less) in retrofit and evolving segments
  • At least every 1200’ in parkway segment
Existing Needs
Inter-Community Connectivity

• Encourage greater connectivity between developments – at minimum provide non-motorized connections
Existing Needs

Bicycle Facilities

• Ensure all new collector (or higher) roadways include bicycle facilities.

• Develop a City wide Bicycle Facility Map.

• Include bicycle amenities (i.e., bike racks)
Concept Bicycle Facilities
Sidepaths
Buffered Bike Lanes
Bike Lanes
Neighborhood Bike Blvds
Williams Drive @ Booty’s Xing
- Shared Use Sidewalk
Booty’s Crossing
Add cycletrack/trail
Williams Drive @ Lakeway Drive
- Interim Sidewalk Widening
Existing Needs

Neighborhood Street Connectivity

- Encourage connected network of roads and non-motorized facilities.
- Aids distribution of local traffic for everyday trips.
- Can play a positive role in reducing congestion on the street network.
- Achieved by providing connections within & between developments, and by having a well planned collector road network.
Existing Needs
Local Neighborhood
Traffic Management

• Maintain & improve the quality and safety of neighborhood streets.

• Protect existing neighborhood quality of life

• Implementation of traffic calming strategies.
OBJECTIVES

• Manage speeds
• Permit connection
Northwest Blvd @ Whisper Oaks Lane

Buffered Bike Lanes

- 6' Bike Lane
- 4' Buffer
- 10' Travel Lane
- 4' Travel Lane
- 6' Buffer
- 4' Bike Lane
OBJECTIVES

- Manage speeds
- Permit connection
Existing Needs
Access Management

• Eliminate multiple curb cuts
• Consolidate where possible
• Pursue interparcel connectivity
• Restrict access to/from secondary streets where available
• Raised medians reduce crashes by over 40 percent in urban areas
Existing Needs
Parking Management

• Enable shared parking management practices
• Coincides with inter-parcel connectivity
• Promotes “park once” opportunities
• <½ the parking
• <½ the land area
• ¼ the roadway trips
• 1/6th the arterial turning movements
• <¼ the vehicle miles traveled
Existing Needs
Speed Management

• Match speed limits to desired street activities.
  • Pedestrian areas need speed limits appropriate to the activity
  • 95% chance of pedestrian death at 40 MPH
Existing Needs
Traffic Operations Management

• Traffic signal coordination from Austin Avenue to Jim Hogg Rd.
• Enhance efficiency of system
• Manage competing interests
  • Vehicles
  • Pedestrians
  • Bicycles
Existing Needs
Regional Roadway Connectivity

• Provide connected network of regional roads.
• Aids distribution of traffic and reduces travel distances and times.
• Provides access to the region and locally.
• Achieved by providing multiple connections from developments.
I-35 to Rivery

ROW: 65 to 100 feet
Pavement Width: 60 feet
Configuration: 4 travel lanes, center turn lane
Rivery to Golden Oaks

**ROW:** 80 to 115 feet

**Pavement Width:** 60 feet

**Configuration:** 4 travel lanes, center turn lane
Rivery to Golden Oaks

Wms Drive

40'  40'  8'  8'  10.5'  10.5'  11'  14'  60'  88'  11'  6'  6'  1.5'  1.5'
Golden Oaks to Lakeway

ROW: 70 to 145 feet
Pavement Width: 60 feet
Configuration: 4 travel lanes, center turn lane
Lakeway to Serenada

ROW: 70 to 145 feet
Pavement Width: 80 feet
Configuration: Center turn lane with shoulder
Serenada to Cedar Lake

**ROW:** 100 to 130 feet

**Pavement Width:** 80 feet

**Configuration:** Center turn lane with shoulder
Cedar Lake to Jim Hogg

**ROW:** 100 to 135 feet

**Pavement Width:** 85 feet

**Configuration:** Center turn lane with shoulder
Future Form and Character

- Urban Mixed Use
- Suburban Mixed Use
- Office/High Density Housing
- Highway Commercial
- Mixed Use (Live-Work, Townhouse, Small Apts)
- High Density Mixed Housing (Flats, Townhouse)
- Medium Density Mixed Housing (Small Apts, Duplex)
- Single-Family
- Civic
- New Connection
GISD Site: 0-5 years

A 2 story flats

B 3 story flats/townhouses

C Single-family or duplexes with accessory dwelling units

D 2 story townhouses fronting neighborhood park

E 3 story flats
GISD Site: 5 to 10 years

A Single-story retail (small-scale grocery 36K SF)

B New street provides access to retail and existing school

C Surface parking supports new retail
GISD Site: 10+ years

A Stormwater park

B 2 to 3 story mixed use buildings front Williams Drive (retail with residential above)

C Reconfigured gas pumps with market

D Live/work or townhouse on bluff

E 2 to 3 story mixed use buildings front Williams Drive (retail with residential above)

F Small multi-family infill

G Linear green serves as gateway to new development, Morris Dr extended to Park Ln.

H Cedar Dr becomes a shared vehicular/pedestrian street

I Riverside closed at Williams Dr. Suburban commercial near I-35 frontage road
GISD Site: 10+ years

A Parking garage replaces surface parking lot

B Parking garage allows for taller buildings on the site (5 to 6 story mixed use buildings)
1. Have you attended any charrette events this past week? If so, which ones?

- [ ] Hands-On Workshop  
  *Saturday, Nov. 12*

- [ ] Lunch and Learn  
  *Monday, Nov. 14, Tuesday, Nov. 15*

- [ ] Stakeholder Meeting  
  *Monday, Nov. 14, Tuesday, Nov. 15*

- [ ] Open Design Studio  
  *Saturday, Nov. 12; Sunday, Nov. 13; Monday, Nov. 14; Tuesday, Nov. 15*

- [ ] Drop-In Open Design Studio  
  *Monday, Nov. 14*

- [ ] P&Z/GTAB Joint Meeting  
  *Tuesday, Nov. 15*

2. Of the many ideas you heard this evening, which ones deserve further study and refinement? Why?

3. Are there any ideas that were missed tonight?
Williams Drive Study

CAMPO > Regional Transportation Plans > CAMPO 2045 Platinum Planning > Williams Drive Study

Williams Drive is a transforming corridor and a critical arterial, being both a “feeder” place as well as a “through” place. More than 29,000 cars access the Williams Drive corridor daily, and the trend is expected to grow with the City’s expanding population. Transforming Williams Drive into a safe, reliable, and vibrant multimodal corridor (multimodal corridors are the transportation facilities which accommodate auto, bus, bicycle and pedestrian travel 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 CAMPO’s Platinum Program, and recommended projects and implementation plans that enhance multimodal transportation, safety, mobility, connectivity, and economic development; establishing the area as a premier gateway into Georgetown.

This study builds upon projects identified by CAMPO, the City of Georgetown, and TxDOT 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 Rotary 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.

Schedule

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<tr>
<th>Dates</th>
<th>Activity</th>
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<tr>
<td>Oct 6, 2016</td>
<td>Public Open House – Understanding Conditions &amp; Needs – 6:30 pm to 7:00 pm – View flyer.</td>
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<tr>
<td>Nov 12-18, 2016</td>
<td>Design Workshop – Developing the Plan</td>
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</tbody>
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http://www.campotexas.org/campo-plans/campo-2045-platinum-plan/georgetown-williams-drive/
Next Steps

» Refinement of draft concepts & recommendations

» Continued public feedback

» Wikimap (http://wikimapping.com/wikimap/Williams-Drive-Study.html)

» City and CAMPO staff contacts

» February 2017 Public Meeting on Draft Concept Plan

» Late March/Early April Public Meeting on Final Plan