



Williams Drive Study

Welcome!

Learn and ask questions about the Williams Drive study.

Review preliminary improvement concepts and ideas for Williams Drive.

Consider and ask questions about the preliminary concepts and ideas.

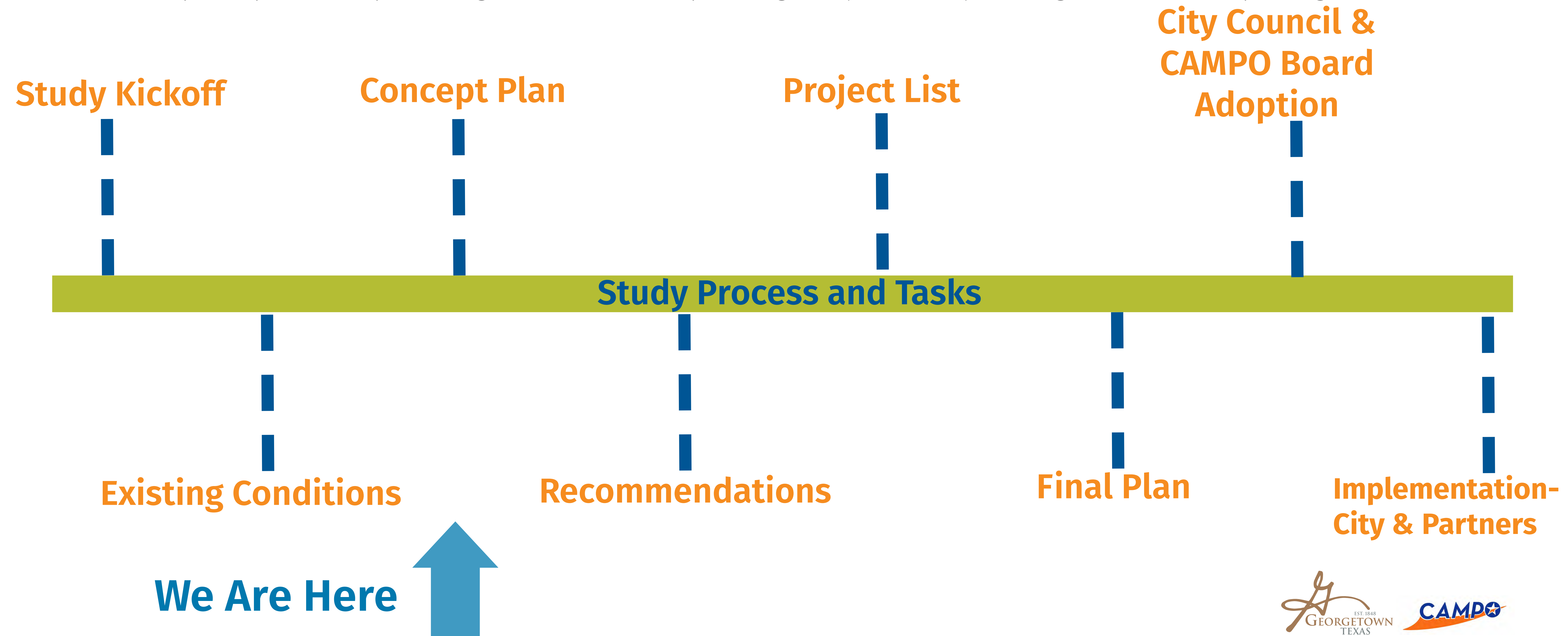
Provide feedback and comments about the preliminary concepts and ideas.

Stay involved by attending future meeting and providing input.



Williams Drive Study Purpose and Process

Study Purpose: 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.





<https://transportation.georgetown.org/williams-drive>

33,000 printed copies





Williams Drive Study Corridor Wide Improvements

Access Management

- Eliminate multiple curb cuts **1**
- Consolidate driveways **2**
- Encourage interparcel connections **3**
- Raised medians **4**

Parking Management

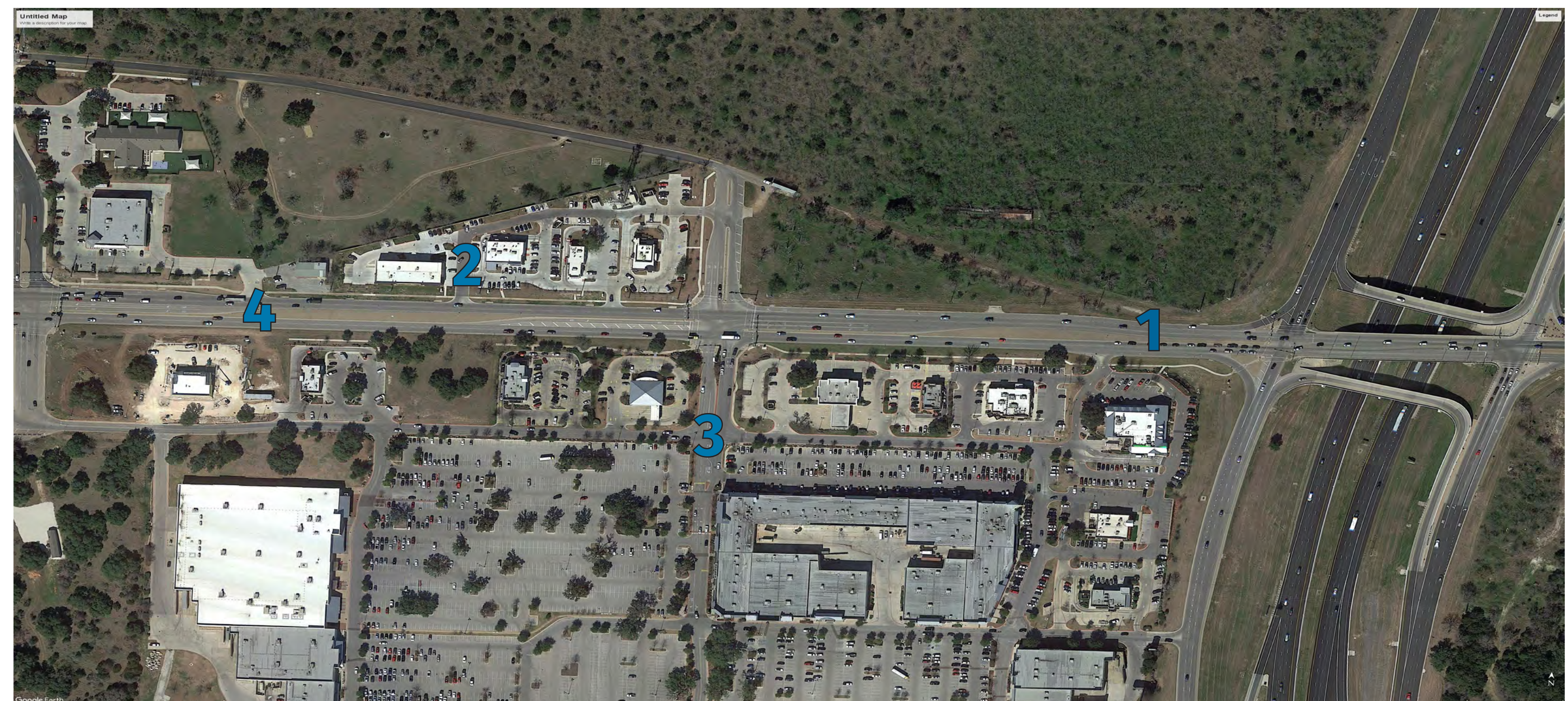
- Enable shared parking management practices
- Promotes “park once” opportunities



Before



After



Each number corresponds to a corridor improvement treatment



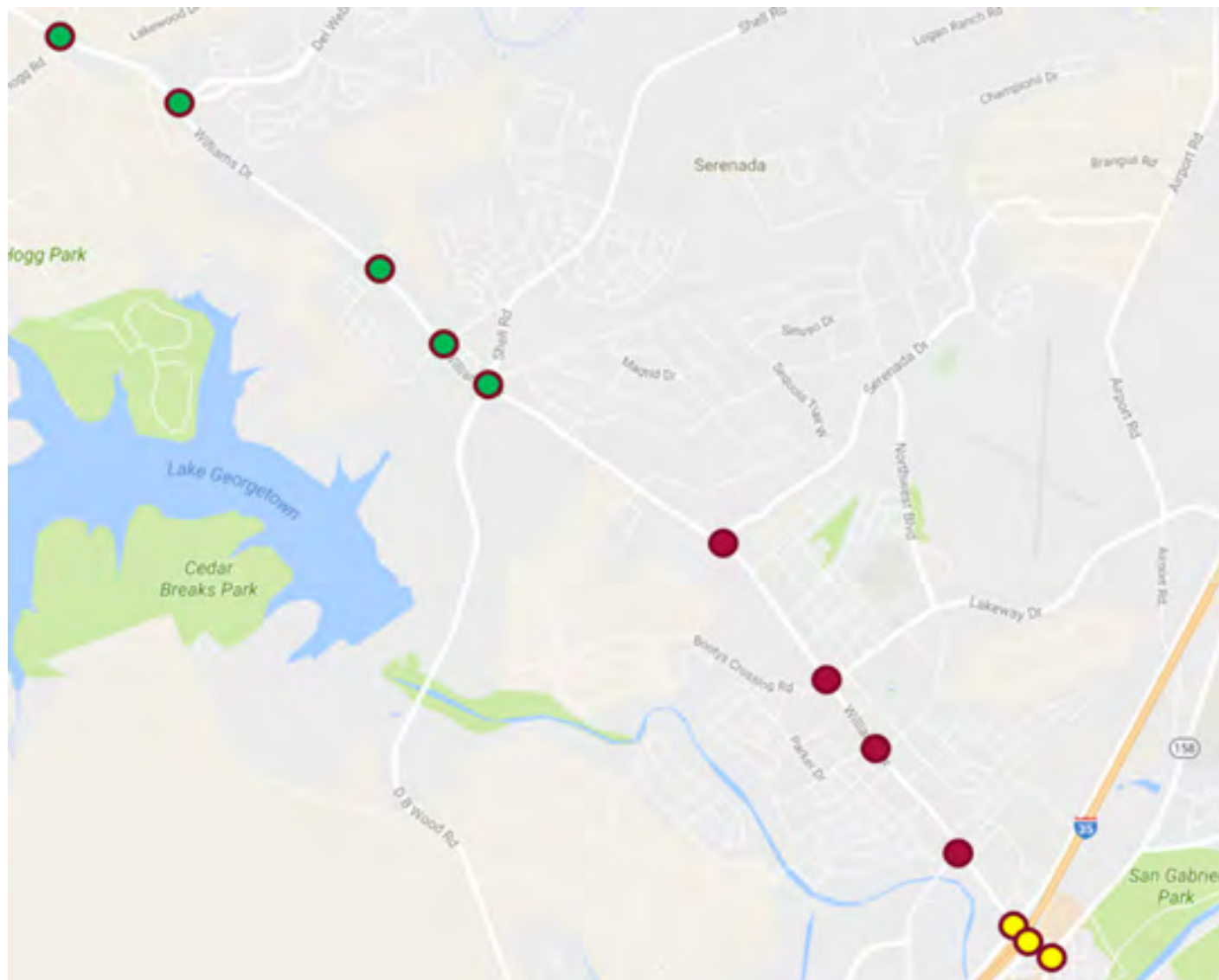
Williams Drive Study

Corridor Wide Improvements

Traffic Operations Management

- Synchronize traffic lights to improve trip reliability
- Include operational improvements such as bike signals, signage, and pedestrian beacons
- Improve safety and performance at intersections
- Added capacity through operational enhancements
- Implementation of traffic calming strategies
- Addition of bus pullouts

Traffic Operations Management



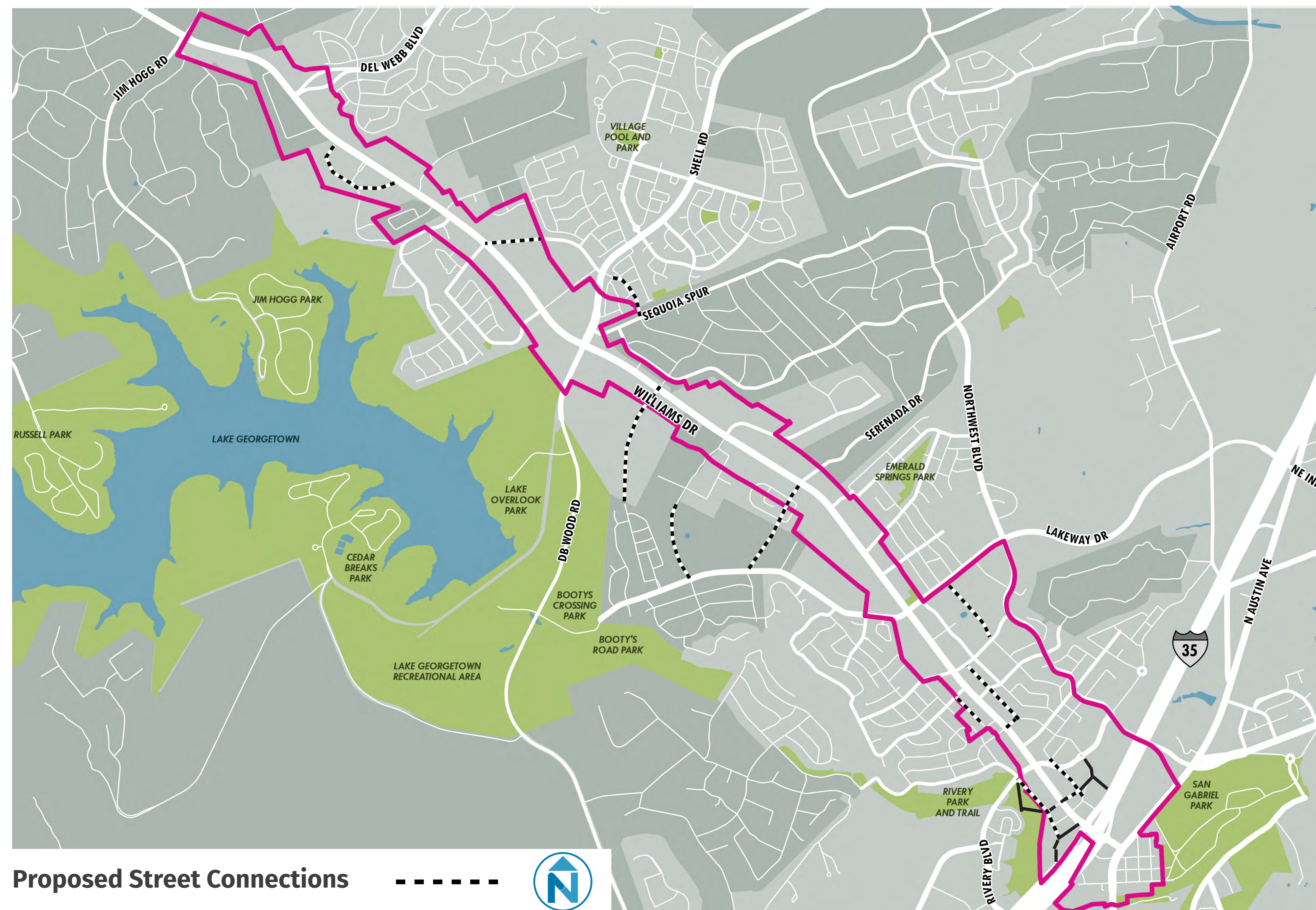
Corridor Travel Time Factors	Corridor Travel Time (Minutes) - Jim Hogg to Austin Ave			
	Morning		Evening	
	Eastbound	Westbound	Eastbound	Westbound
Existing Timing	11.1	13.7	12.5	14.7
With Concept Improvements	10.3 (-7.7%)	9.8 (-39.8%)	10.4 (-20.2%)	10.0 (-47.0%)



Williams Drive Study Proposed Network Connections

Local Street Network

- Additional streets can handle **48,000** cars per day compared with **29,000** on Williams Drive alone
- Lack of parallel routes to Williams Drive increases pressure on the corridor
- A better connected network of streets provide alternate routes, may decrease travel time, and improve capacity in the corridor
- While the Williams Drive corridor access is somewhat bound by Lake Georgetown to the northwest, this map outlines vehicular connections that would provide additional network connectivity on both a local and regional level





Williams Drive Study Bicycle Facilities



Legend

— Study Area Boundary

Existing Facilities

- On-Street Bicycle Lane
- River Trail
- Connecting Streets

Proposed Facilities

- Cycle Track
- On-Street Bicycle Lane
- Sidepath
- Parallel Bicycle Route
- Shared Lanes

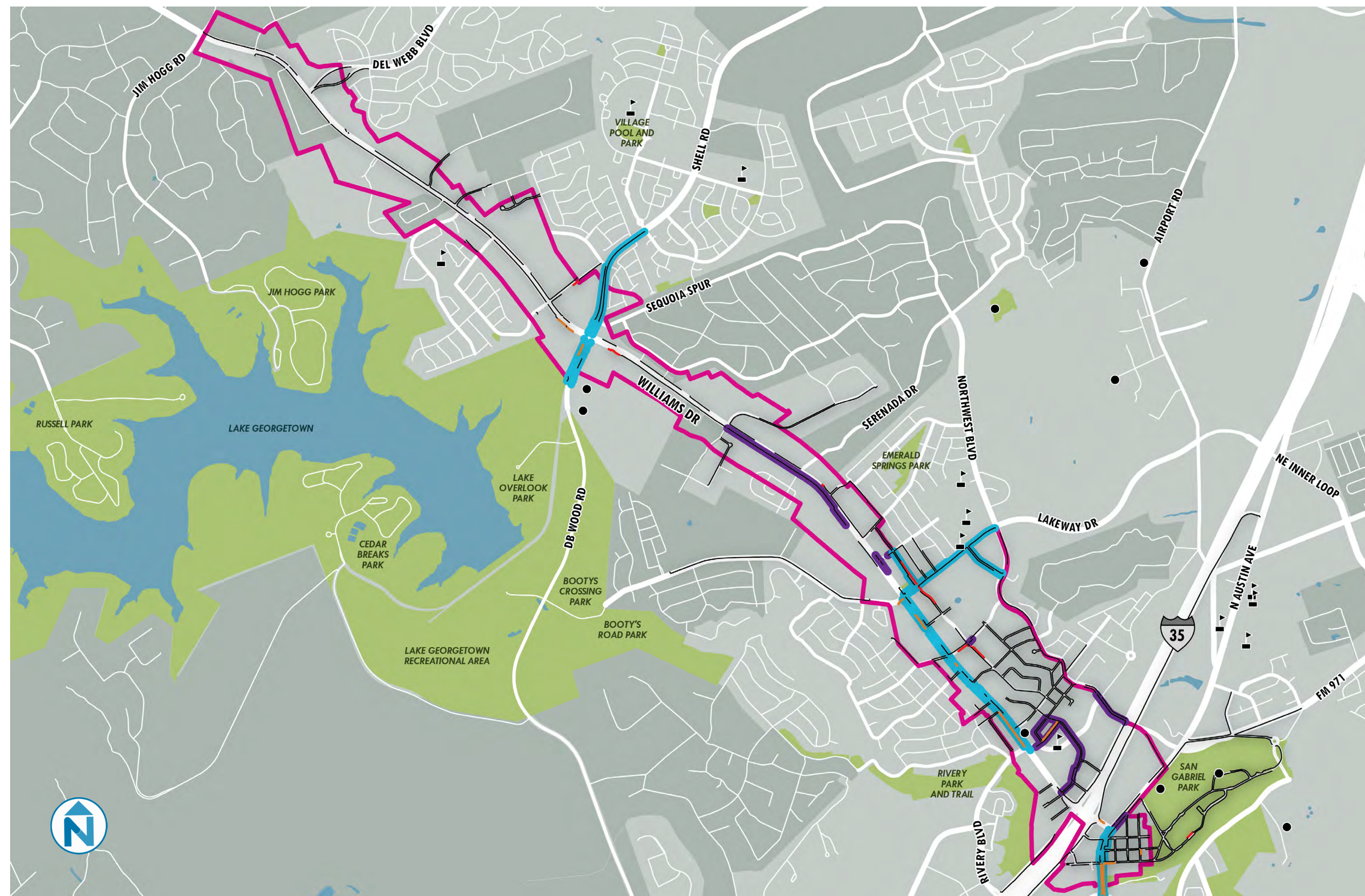


Additional 17 miles of bikeways



Williams Drive Study Pedestrian Facilities

Pedestrian Priority



Legend

Sidewalk Conditions

— Limited Failure

— Failing

— No Sidewalk

Master Plan Priority Tiers

— Priority Two

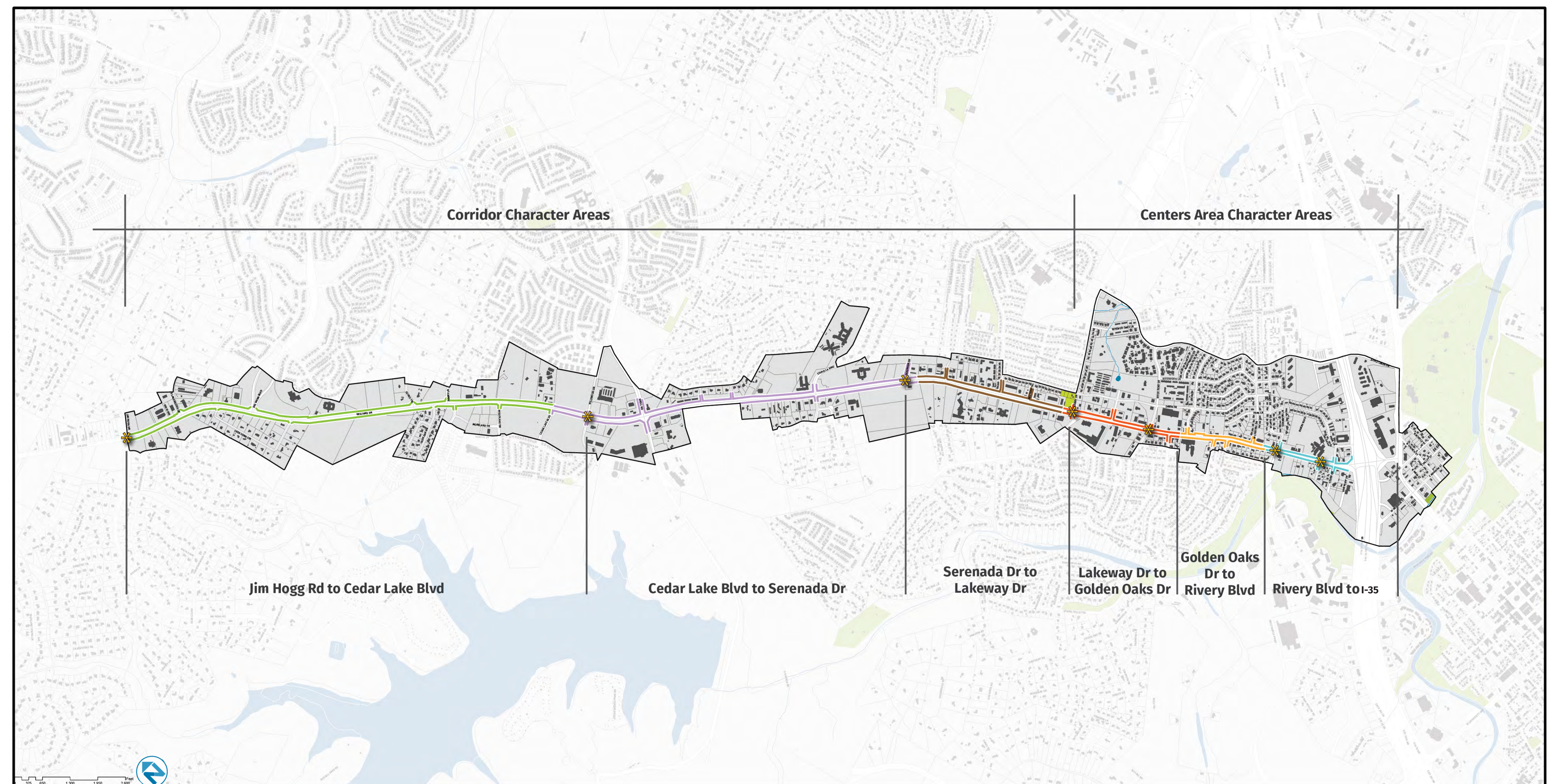
— Priority Three



Williams Drive Character Areas

Character Areas

- Williams Drive transverses 6 areas with distinctly different character
- Each area differs in width of pavement, posted traffic speed, and in the use and form of adjacent development
- These characteristics contribute to each area's identity and the experience of visiting, or traveling through it
- Each area was used to designate the different conditions and approach to transportation infrastructure and the way development would interface with Williams Drive





Williams Drive - Corridor Concept Jimm Hogg Rd. to Cedar Lake Blvd.

Form & Character

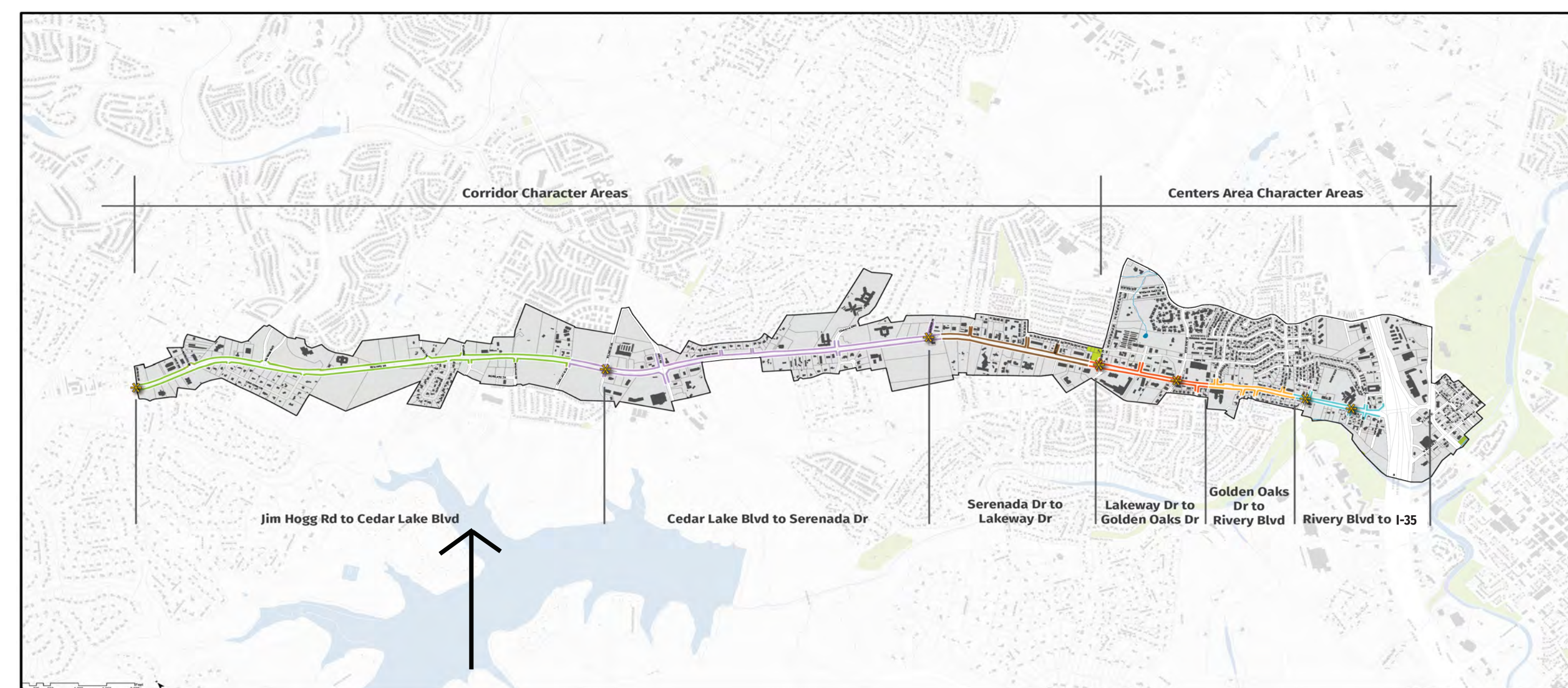
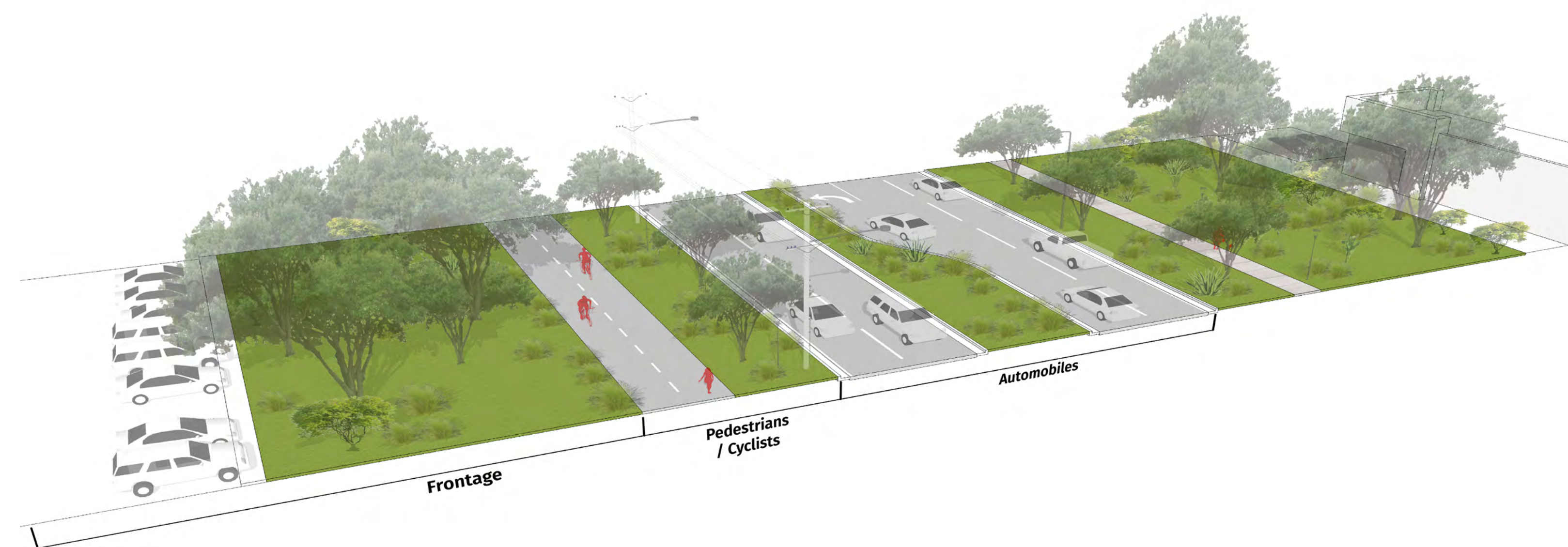
- Preserved hill-country landscape buffer from sidewalk
- Buildings pulled up to internal sidewalk or set behind a double row and aisle of parking

Travel Lanes

- Two vehicle travel lanes in either direction with inner lanes and outer lanes incorporating a curb and gutter
- A planted center median with left hand turn pockets would be provided throughout enabling access management

Pedestrian & Bicycle

- Sidewalk along the north side of the corridor
- Pedestrian space along the building frontage on the southern side of the corridor
- Two planted pedestrian buffers on either side of the street separating the sidepath and sidewalk from vehicle traffic
- Two planted pedestrian buffers on either side of the street separating the sidepath and sidewalk from parking lots and building frontages as appropriate
- Sidepath along the south side of the corridor





Williams Drive - Corridor Concept Cedar Lake Blvd. to Serenada Dr.

Form & Character

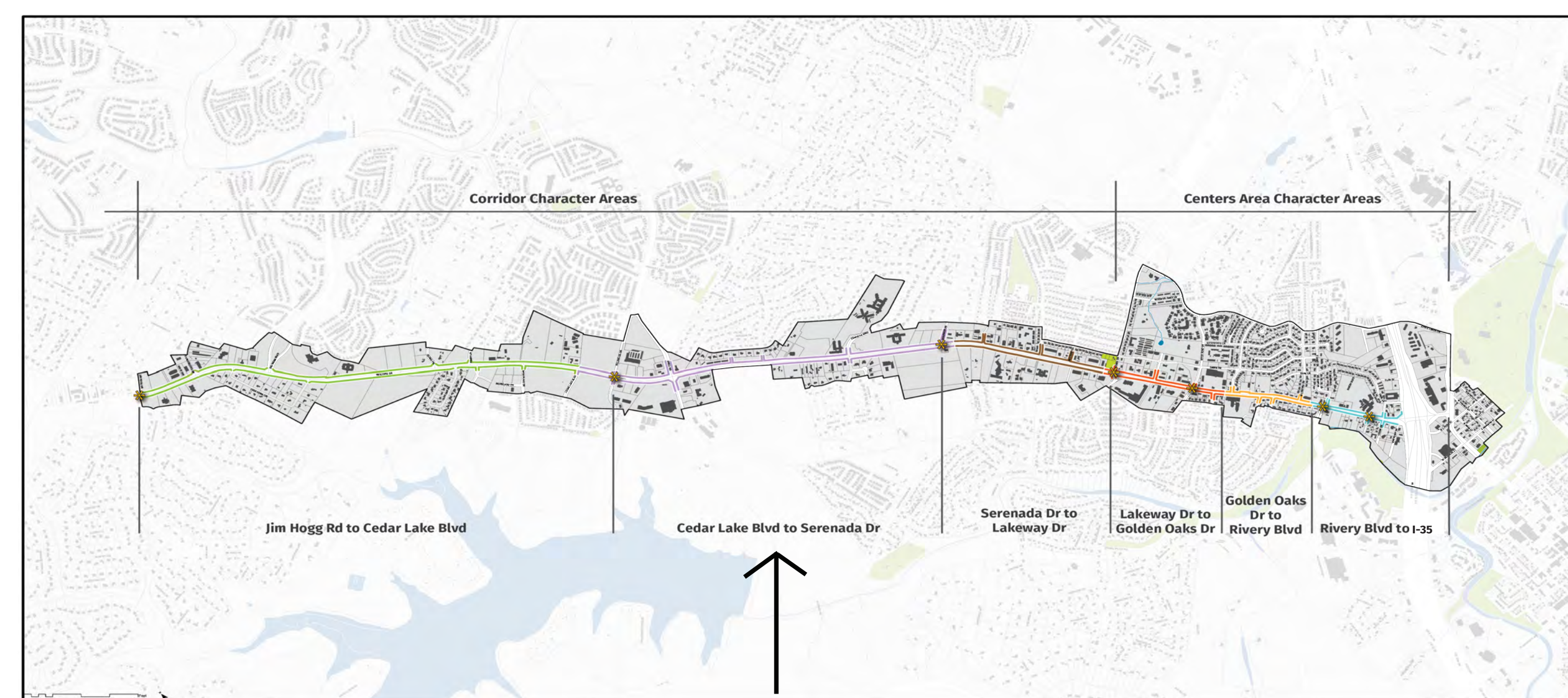
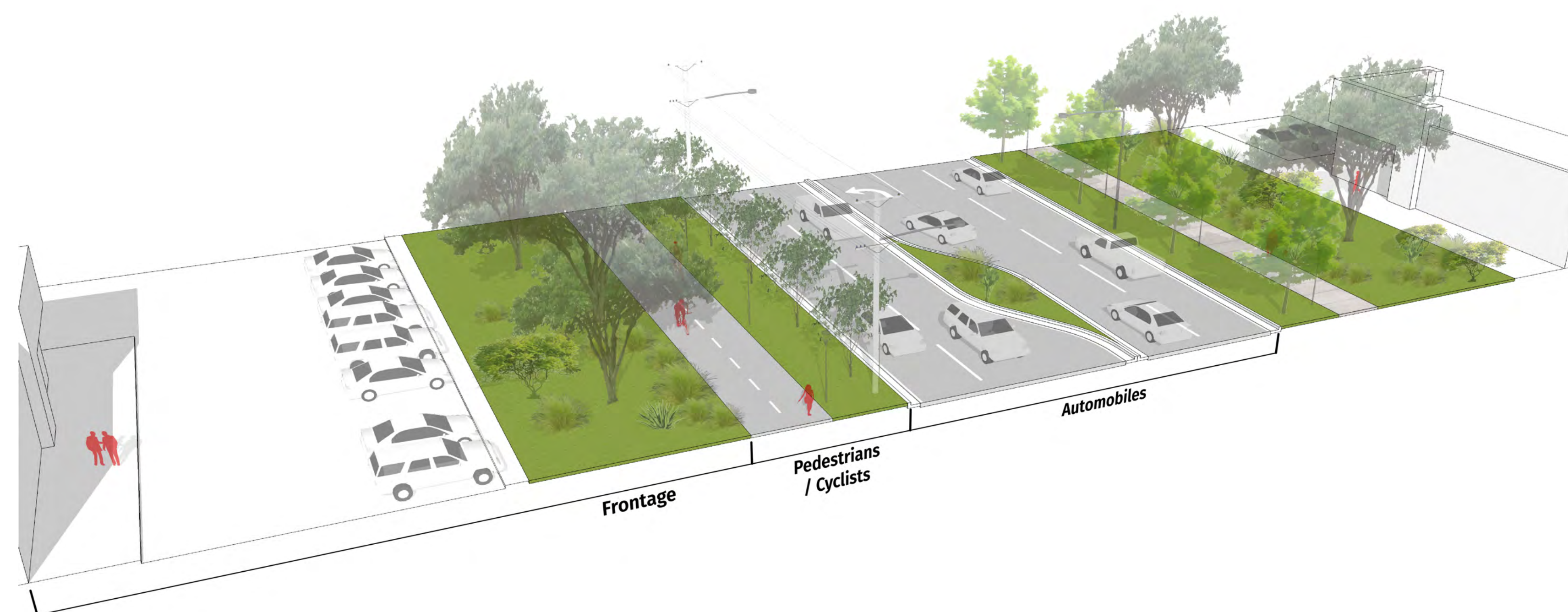
- Wide landscaped buffer from sidewalk
- Buildings pulled up to internal sidewalk or set behind a double row and aisle of parking

Travel Lanes

- Two vehicle travel lanes in either direction with curb and gutter for drainage
- Planted center median with left-turn pockets

Pedestrian & Bicycle

- Sidewalk along the north side of the corridor
- Sidepath along the south side of the corridor
- Pedestrian space along the building frontage on the southern side of the corridor
- Planted pedestrian buffers on both sides of the street to separate pedestrians from traffic and parking lots





Williams Drive - Corridor Concept Serenada Dr. to Lakeway Dr.

Form & Character

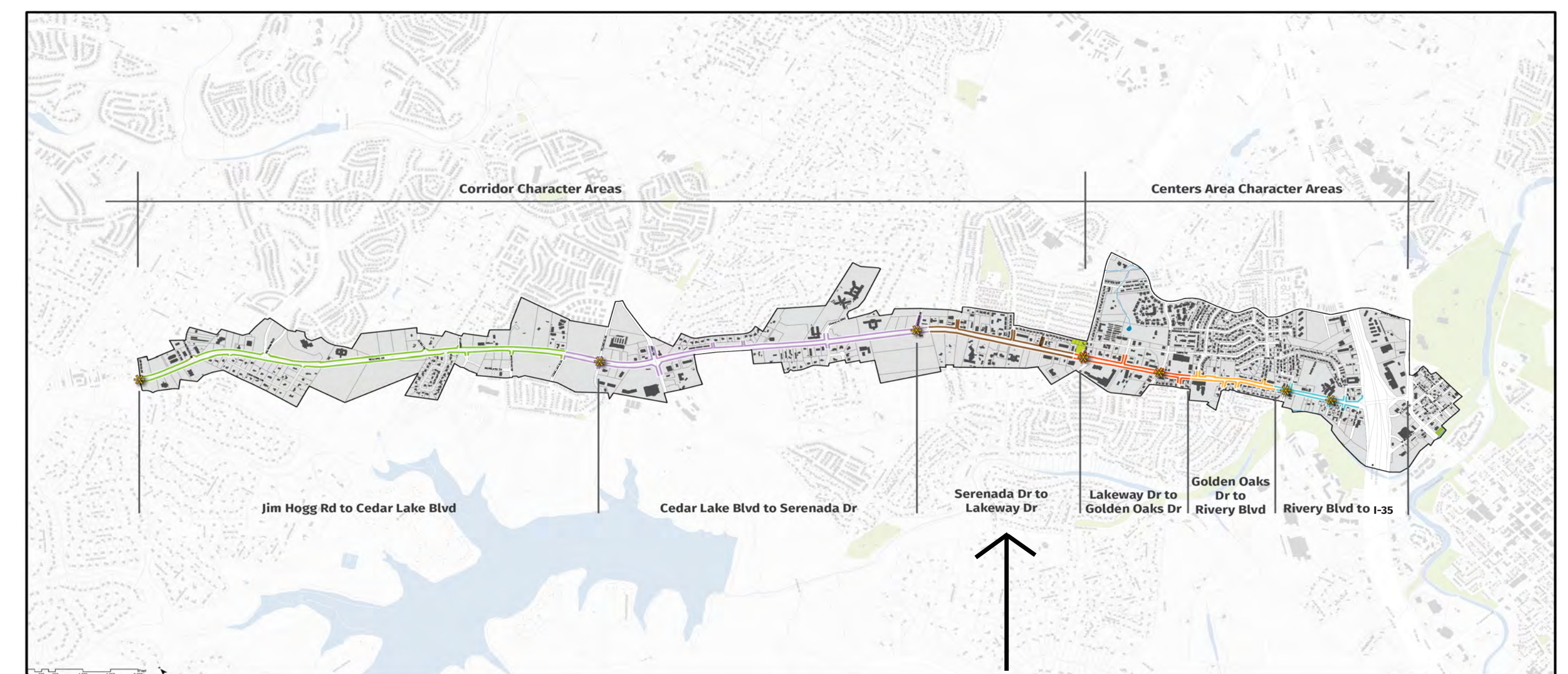
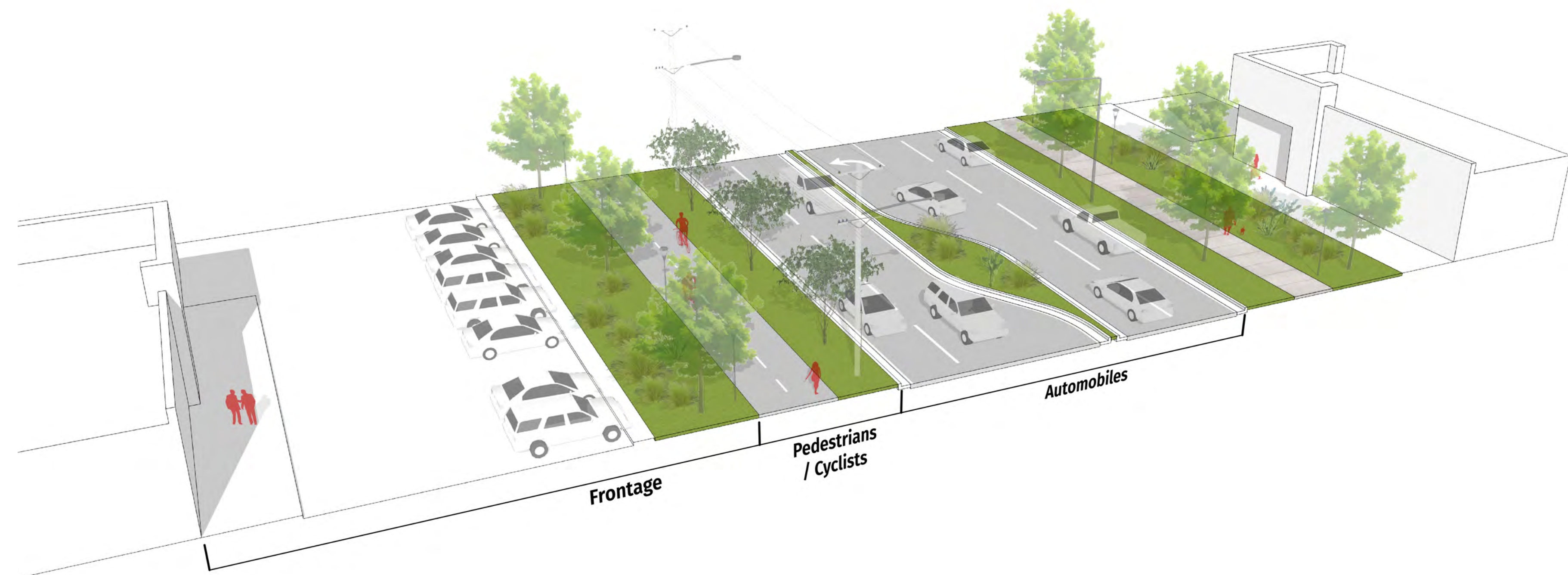
- Remove and consolidate driveways
- Landscaped buffer from sidewalk with buildings pulled up to internal sidewalk or set

Travel Lanes

- Vehicle travel lanes in either direction with curb and gutter for drainage
- Planted center median with left-turn pockets

Pedestrian & Bicycle

- Sidewalk along the north side of the corridor
- Sidepath along the south side of the corridor
- Pedestrian space along the building frontage on the southern side of the corridor
- Planted pedestrian buffers on both sides of the street to separate pedestrians from traffic and parking lots
- Sidepath along the south side of the corridor





Williams Drive Centers Area

Centers Area Plan

The Centers Area plan is a plan for a vibrant mixed-use center and gateway along Williams Drive from an area south of Austin Avenue to Lakeway Drive, consistent with the City's 2030 Comprehensive Plan, special taxing district, and land use overlays.

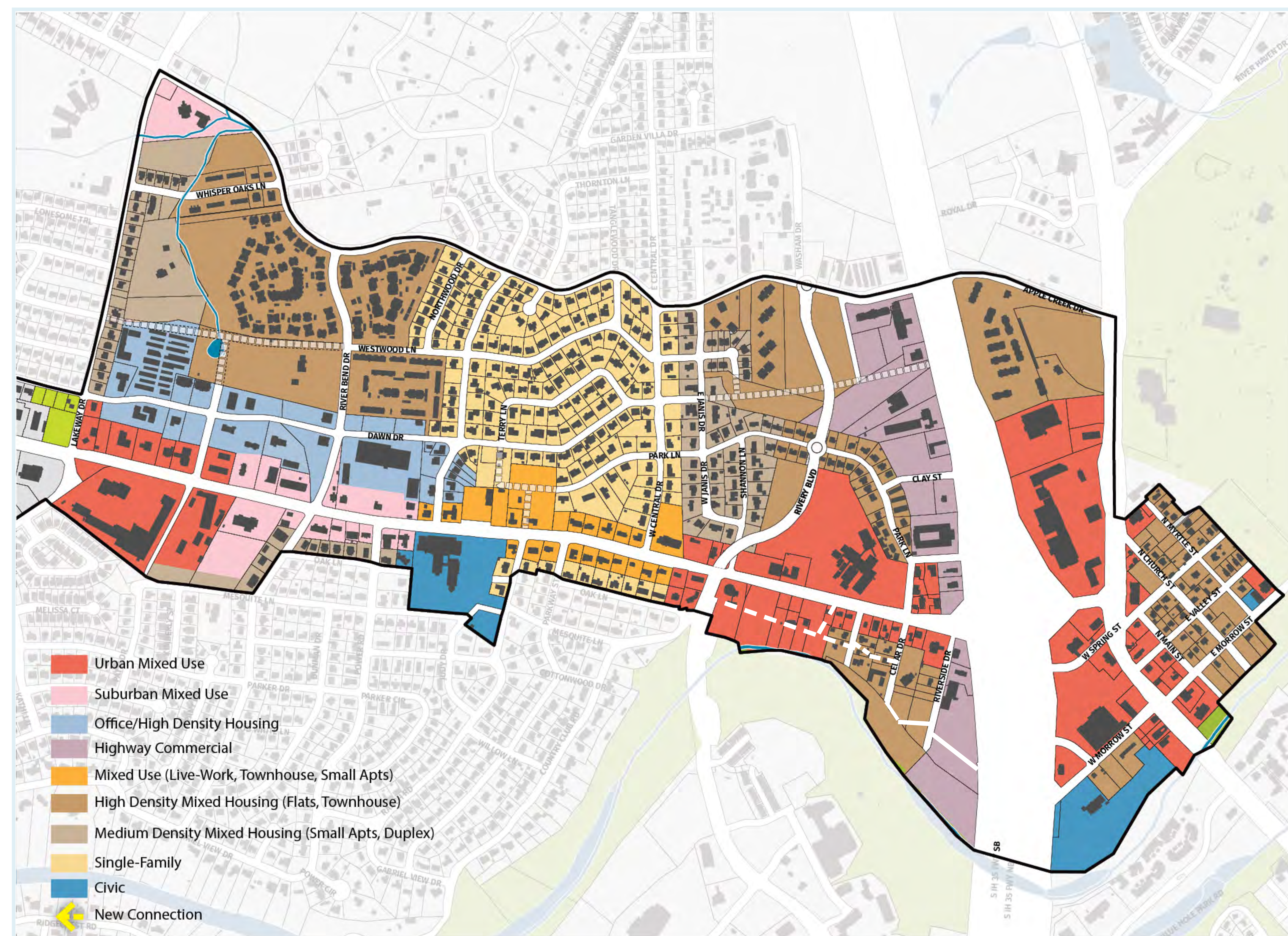
Land Use & Built Form

Based on input from residents and analysis by the consultant team, this map provides land use recommendations for the Centers Area.

These recommendations advocate for greater diversity in uses which creates a vibrant Centers Area.

Proposed new zoning districts recommending new building types, generalized uses, height and setbacks will create an attractive and appealing Centers Area.

Future Land Use Map





Williams Drive - Corridor Concept Lakeway Dr. to Golden Oaks Dr.

Form & Character

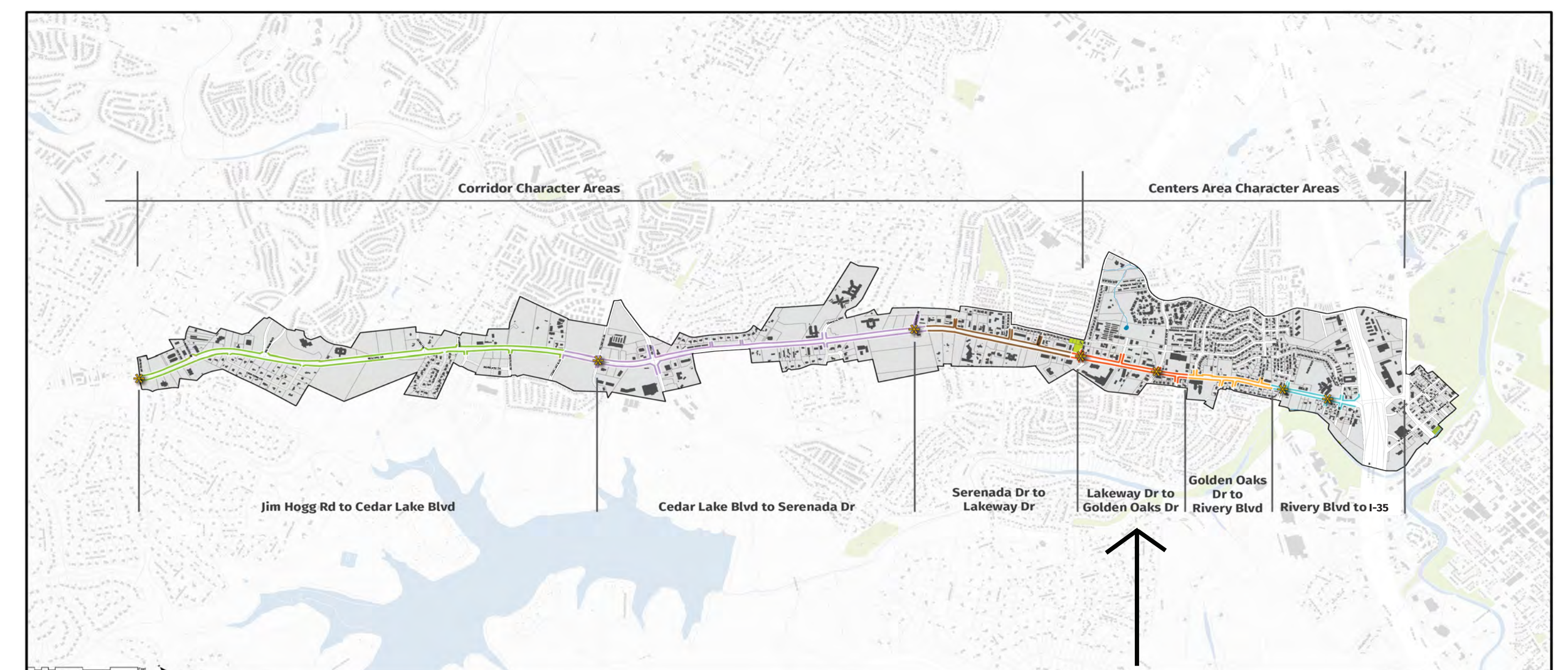
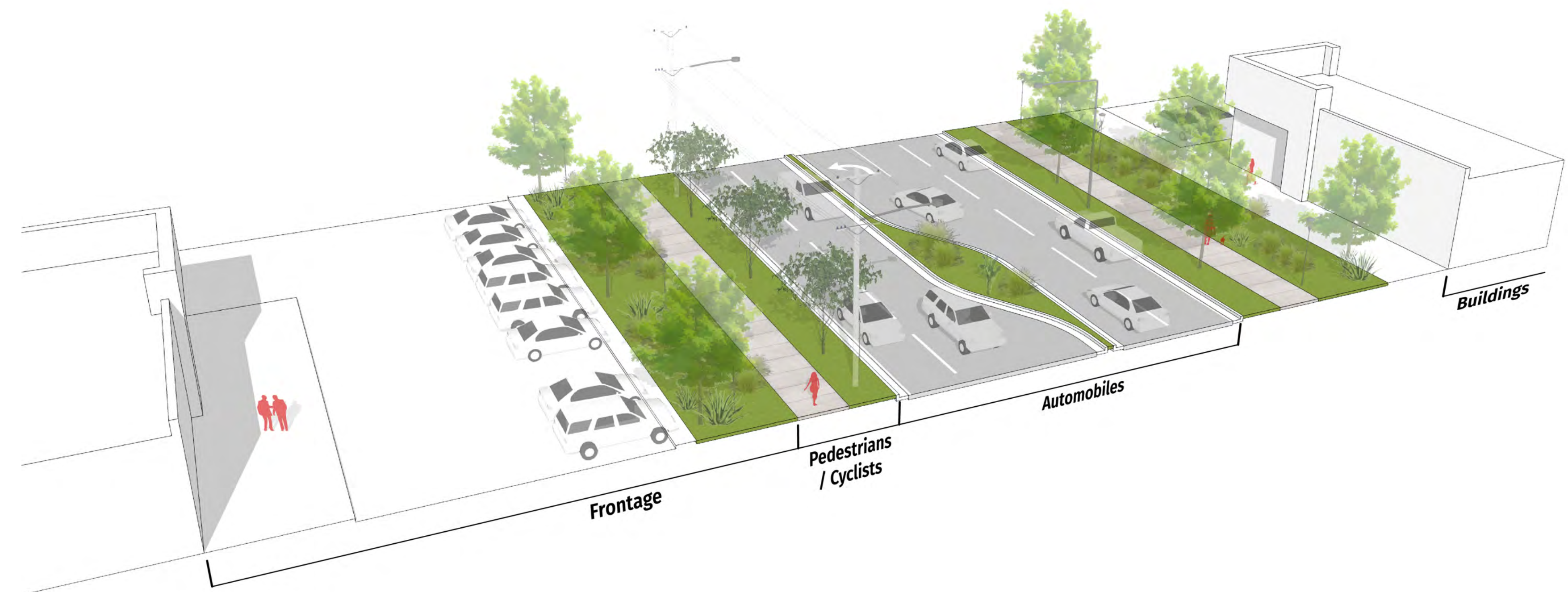
- Remove and consolidate driveways
- Landscaped buffer from sidewalk with buildings pulled up to internal sidewalk or set behind a double row and aisle of parking

Travel Lanes

- Vehicle travel lanes in either direction with curb and gutter for drainage
- Planted center median with left-turn pockets

Pedestrian & Bicycle

- Sidewalks on either side of the corridor
- Pedestrian space along the building frontage on the southern side of the corridor
- Two planted pedestrian buffers on either side of the street separating the sidepath and sidewalk from vehicle traffic
- Two planted pedestrian buffers on either side of the street separating the sidewalk from parking lots and building frontages as appropriate
- No dedicated on-street bike facility
- Shared bicycle and vehicles lanes on either side of the corridor
- Signed bicycle routes on parallel neighborhood streets





Williams Drive - Corridor Concept Golden Oaks Dr. to Rivery Blvd.

Form & Character

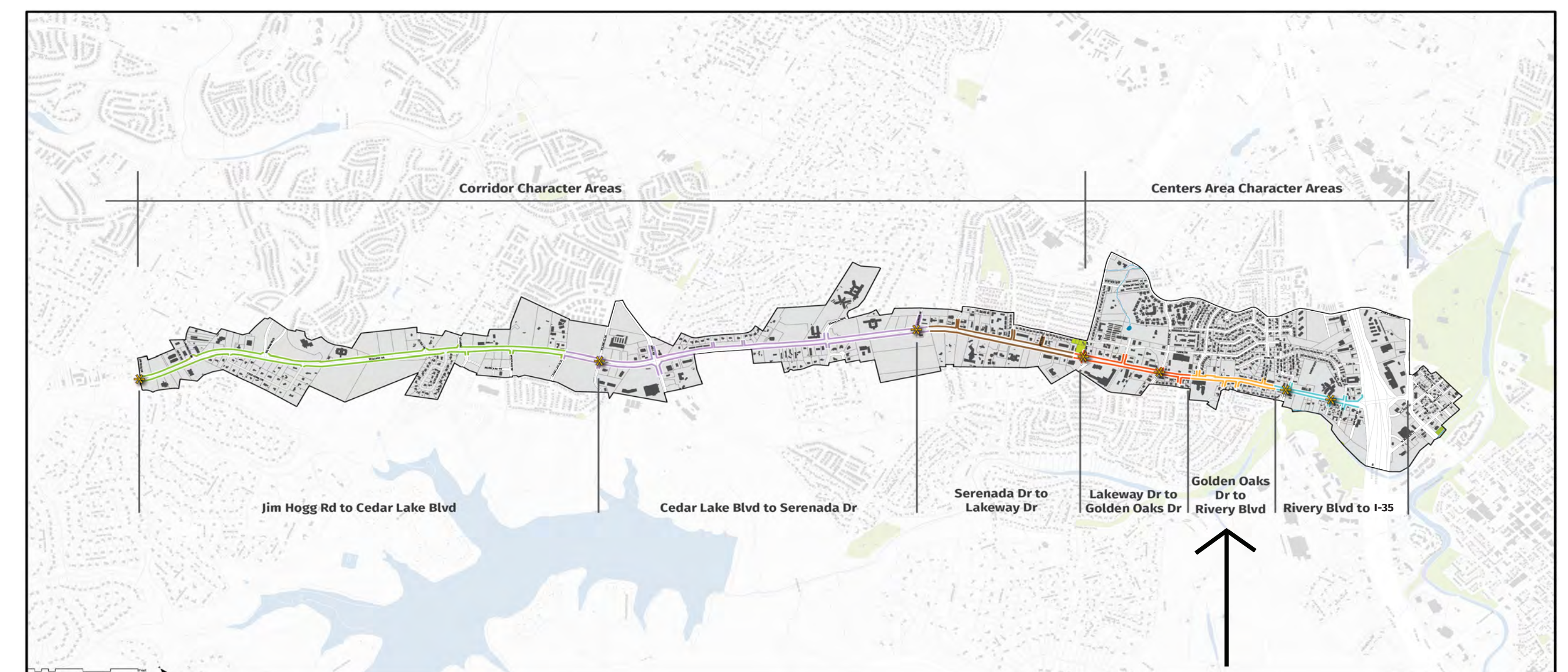
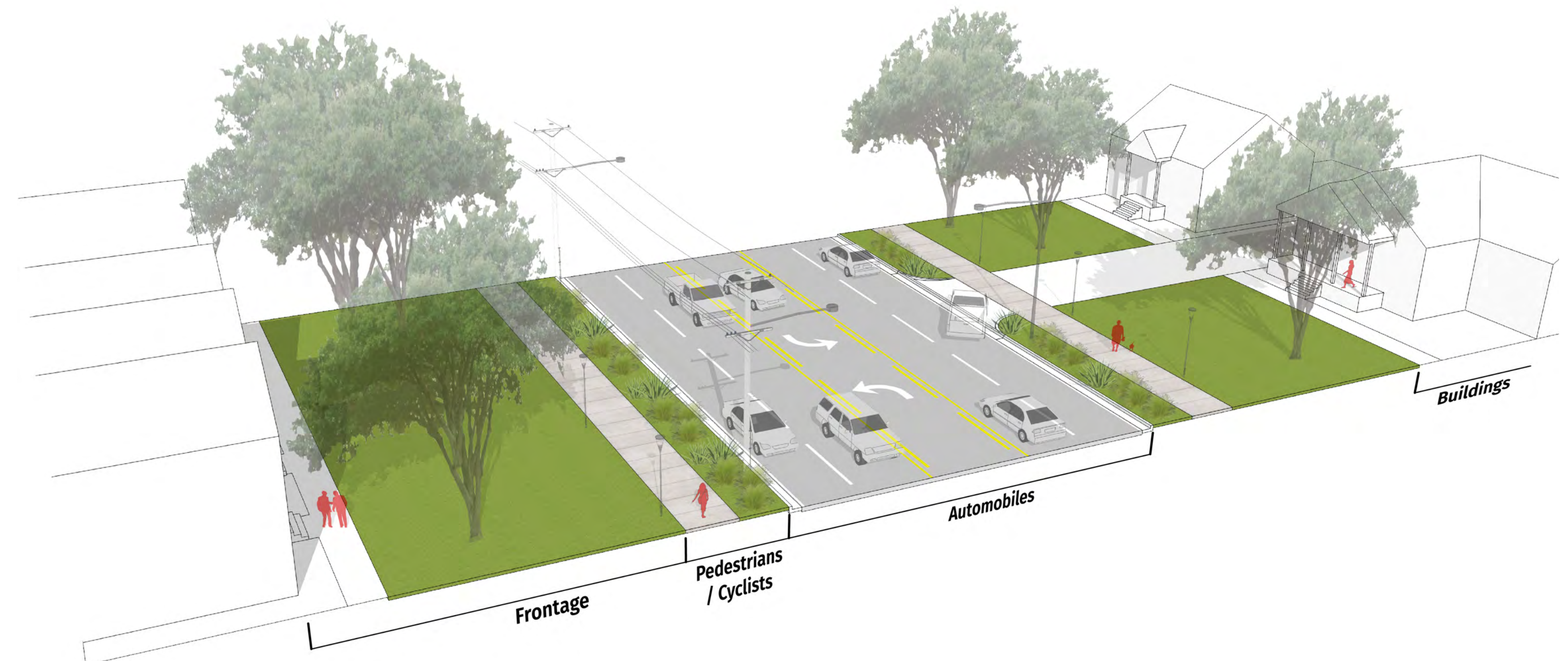
- Wide landscaped buffer from sidewalk
- Buildings pulled up to internal sidewalk or set behind a double row and aisle of parking

Travel Lanes

- Two vehicle travel lanes in either direction with curb and gutter for drainage
- Planted center median with left-turn pockets

Pedestrian & Bicycle

- Sidewalk along the north side of the corridor
- Sidepath along the south side of the corridor
- Pedestrian space along the building frontage on the southern side of the corridor
- Planted pedestrian buffers on both sides of the street to separate pedestrians from traffic and parking lots





Williams Drive - Centers Concept Rivery Blvd. to I-35

Form & Character

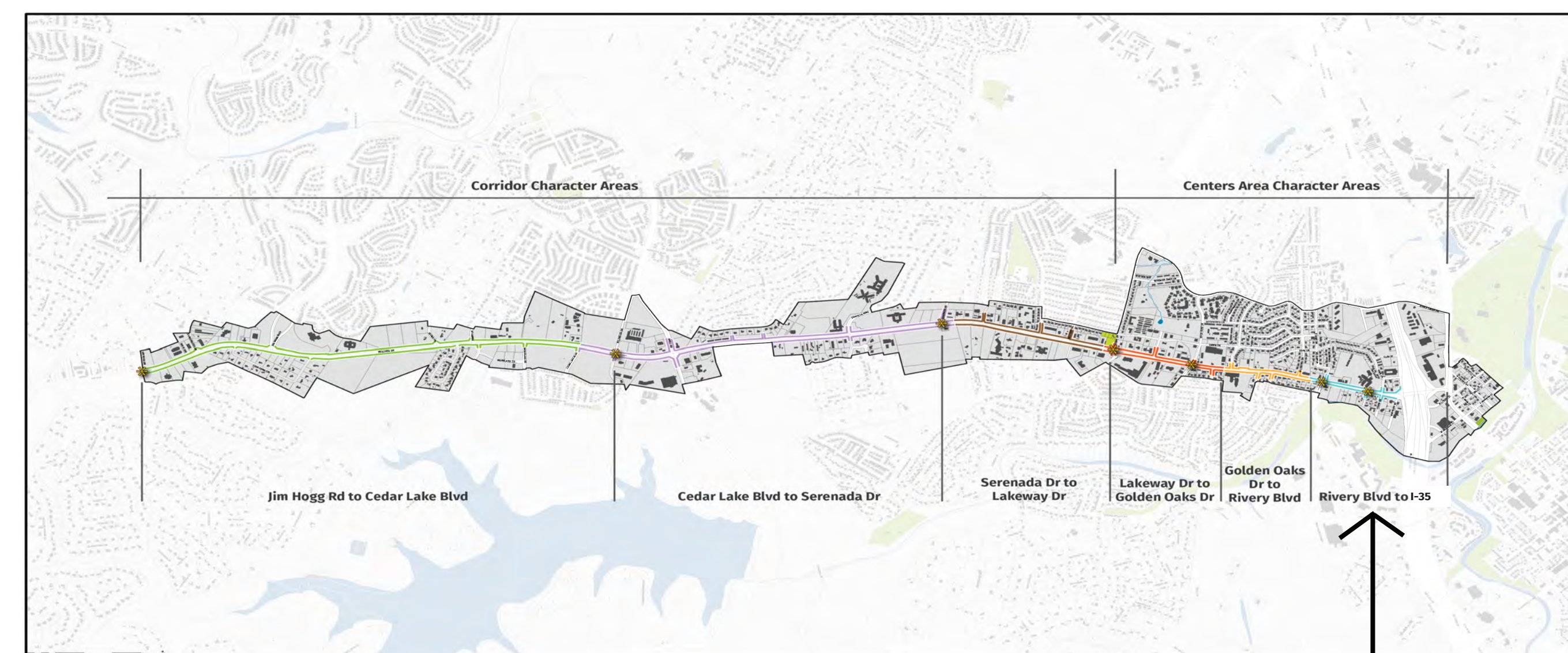
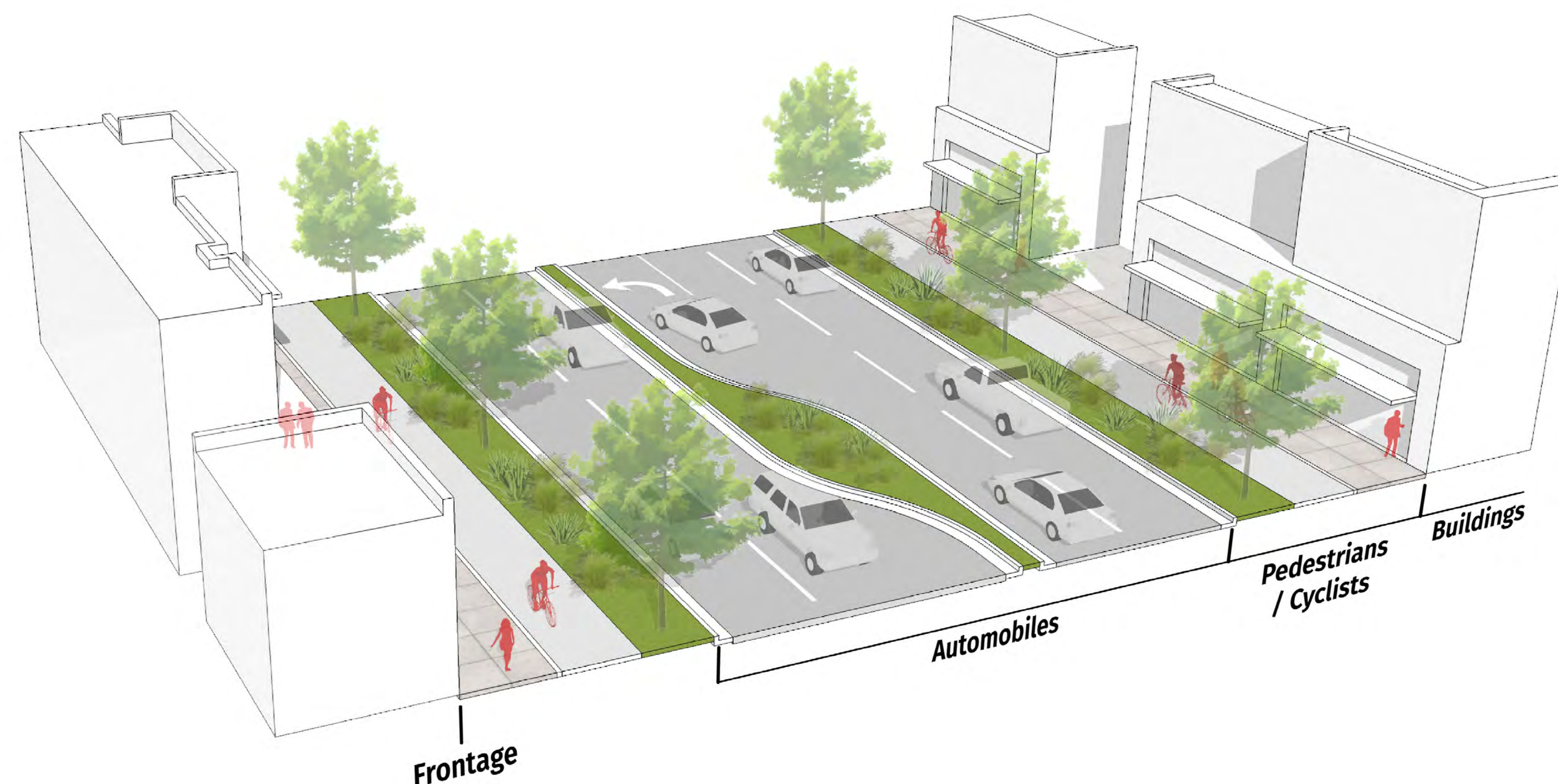
- Store fronts with windows
- Pulled up to the sidewalk
- Frequent entrances

Travel Lanes

- Two vehicle travel lanes in either direction with inner lanes and outer lanes incorporating a curb and gutter for drainage
- Planted center median with left-turn pockets
- Potential for future use of curb lane for off-peak parking usage

Pedestrian & Bicycle

- Sidewalks on either side of the corridor adjacent to the building frontages
- Bike accommodations on either side of the street, adjacent to the sidewalk and separated from the travel lanes with a planted buffer





Williams Drive - Centers Concept Austin Avenue

Form & Character

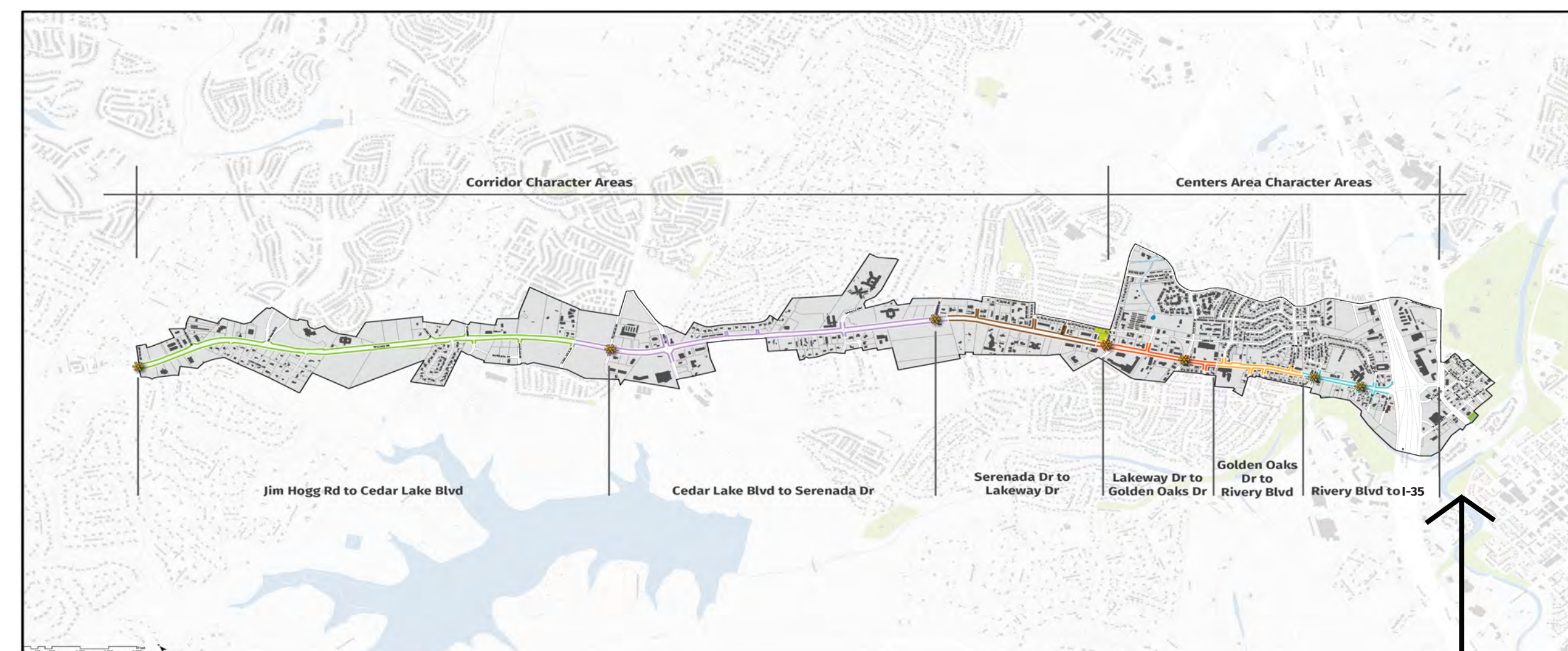
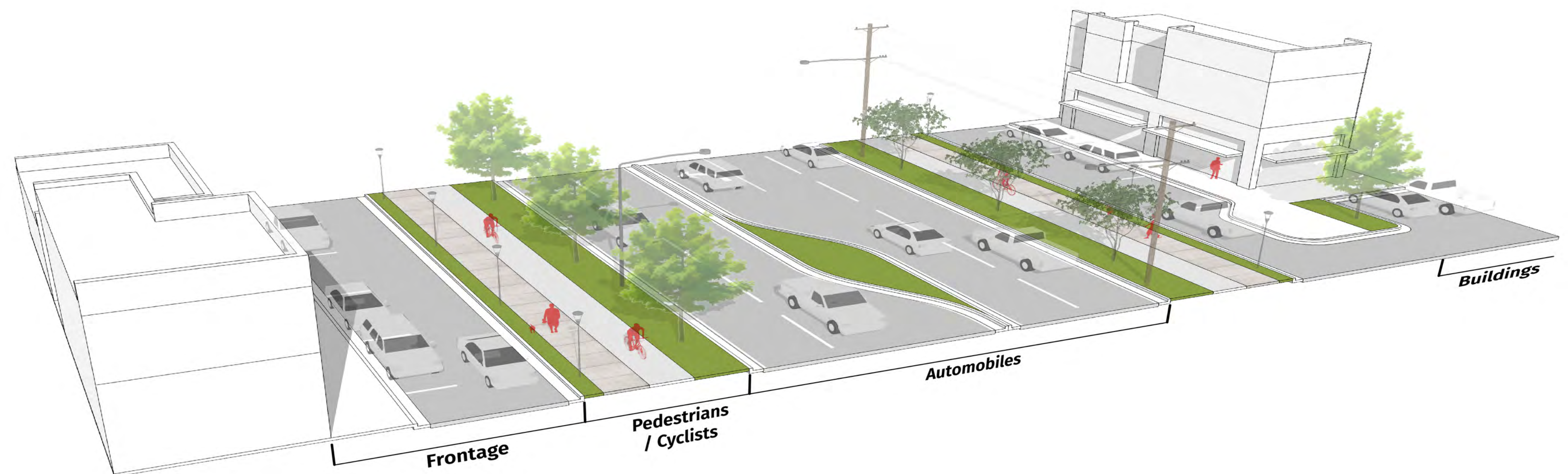
- Creation of urban street wall
- Side access drive with parking
- Gateway character to Downtown

Travel Lanes

- Two vehicle travel lanes in either direction with curb and gutter for drainage
- Planted center median with left-turn pockets
- Access drive on either side of roadway with a travel lane and parking lane

Pedestrian & Bicycle

- Sidewalks on either side of the corridor
- Two planted pedestrian buffers on either side of the street separating the sidewalk from vehicle traffic and the access drive
- Bike accommodations on either side of the street, adjacent to the sidewalk and separated from the travel lanes with a planted buffer





Williams Drive Lake Aire Center

Form & Character

- Mixed-use development of frontage parcels with existing building to remain short-term
- Long-term development to increase development incorporating residential and office uses

Parking

- Reduction in overall parking numbers to incorporate shared-use parking strategies

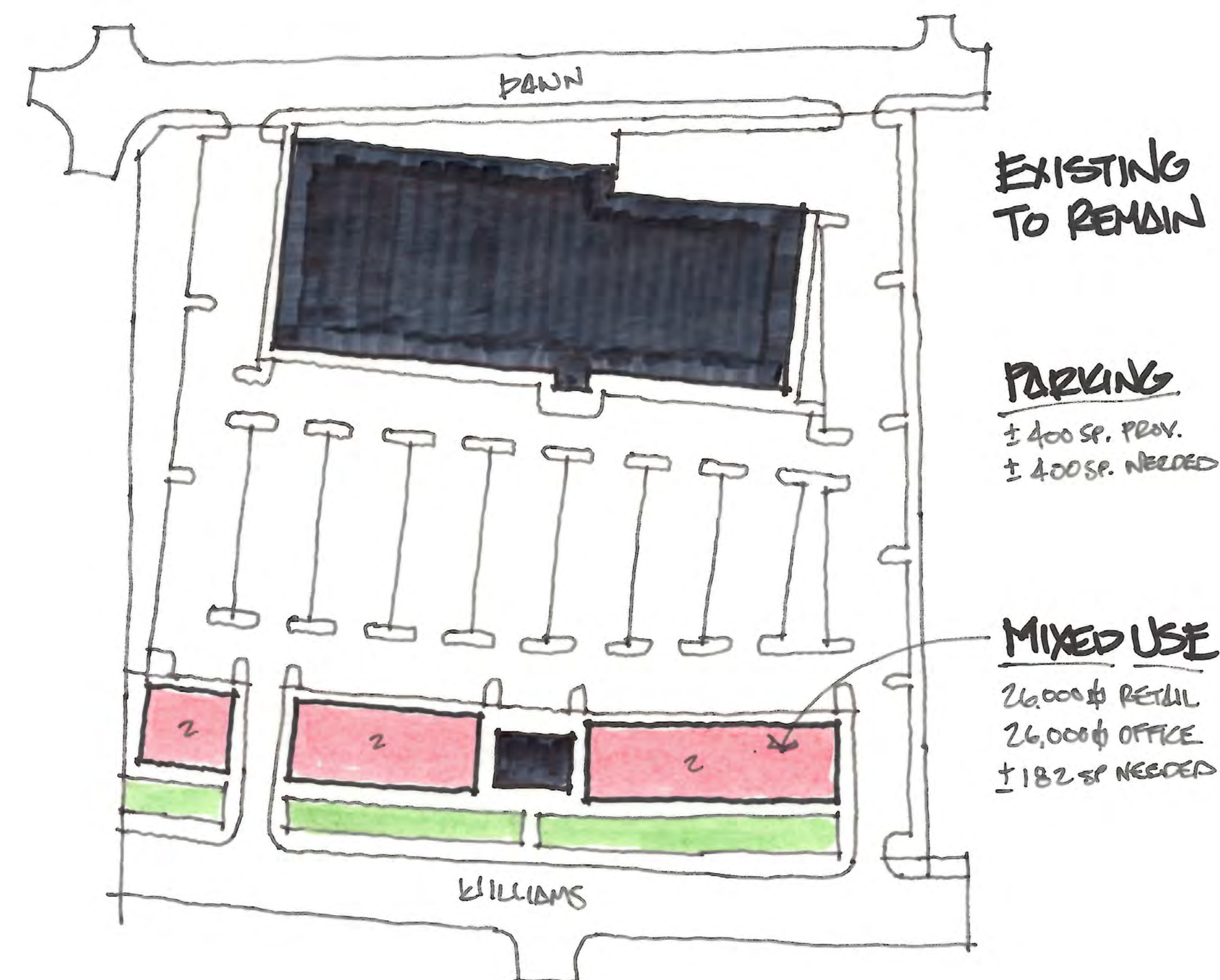
Pedestrian

- Sidewalks on either side of the corridor
- Sidewalk along the north side of the corridor
- Pedestrian space along the building frontage on the southern side of the corridor
- Planted pedestrian buffers on both sides of the street to separate pedestrians from traffic and parking lots
- Sidepath along the south side of the corridor

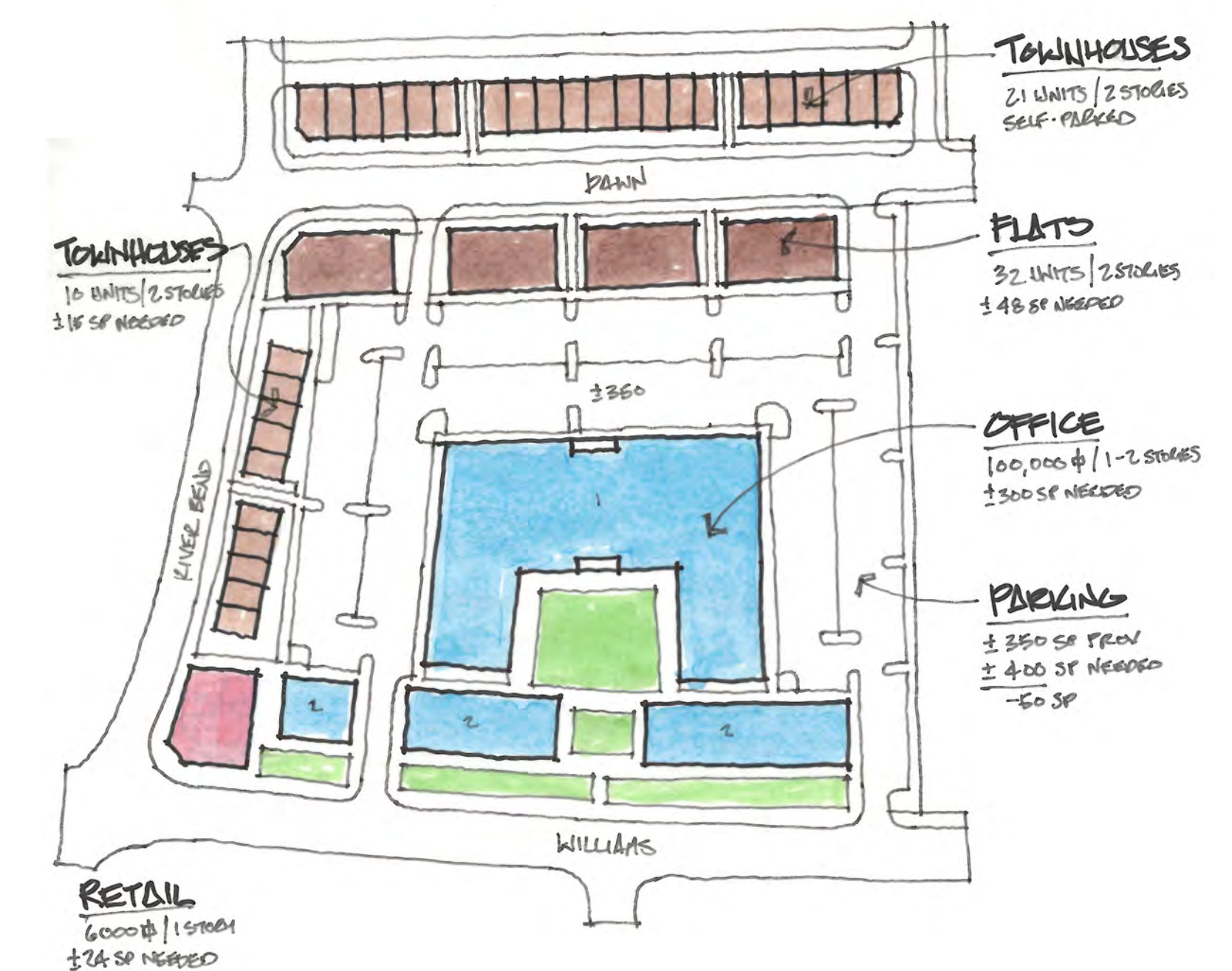
Bicycle

- No dedicated on street facility
- Shared bicycle and vehicles lanes on either side of the corridor
- Signed bicycle routes on parallel neighborhood streets

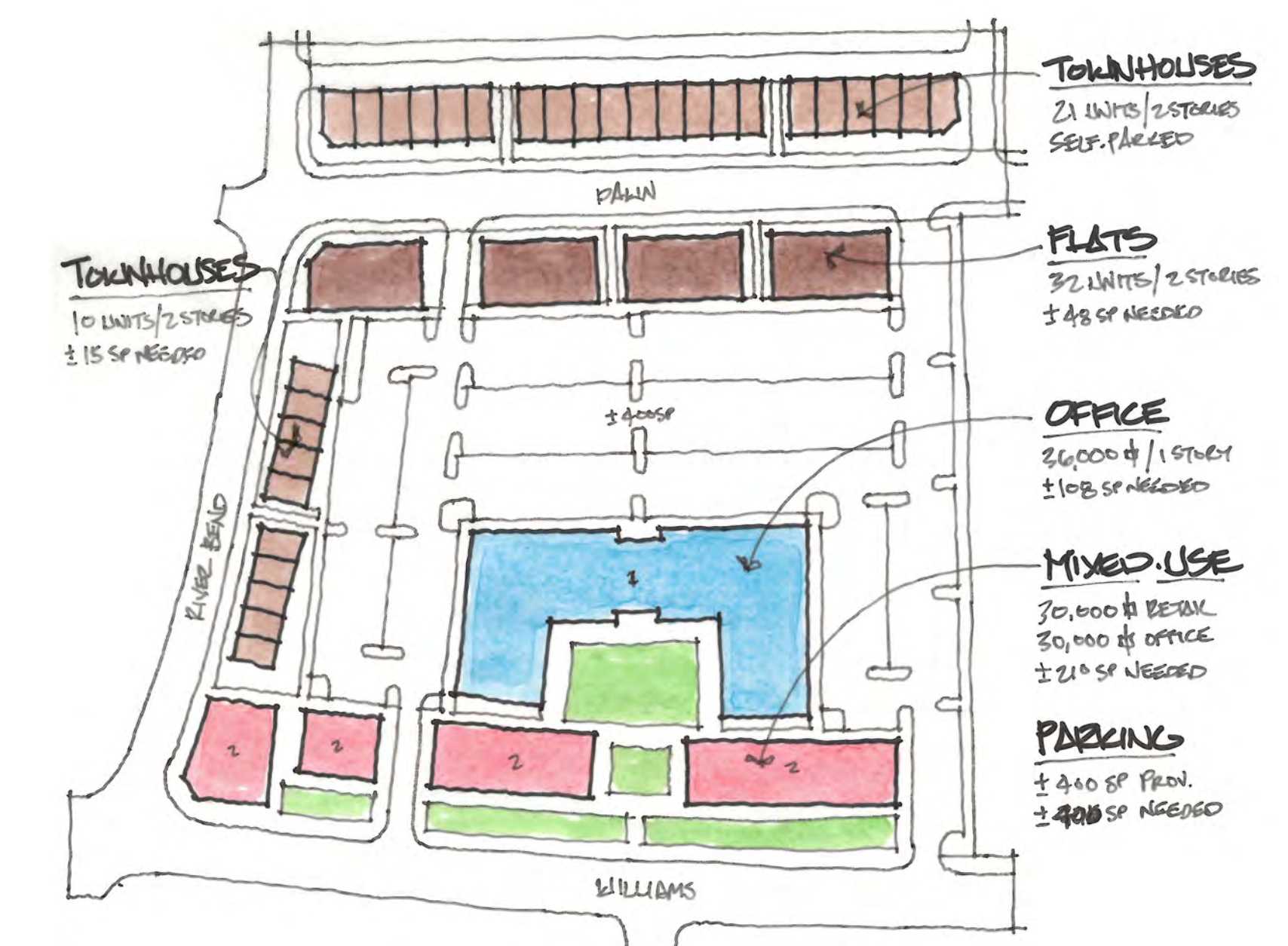
Short Term



Long Term Option A



Option B





Williams Drive - Centers Concept GISD Catalytic Site

Phase I

- Potential development on the GISD site along the new Rivery Blvd.
- A developer could provide residential units, both multifamily and attached single family, on the portion of the site that would not require any demolition
- A developer could test the market, providing returns without making large investments developing the site

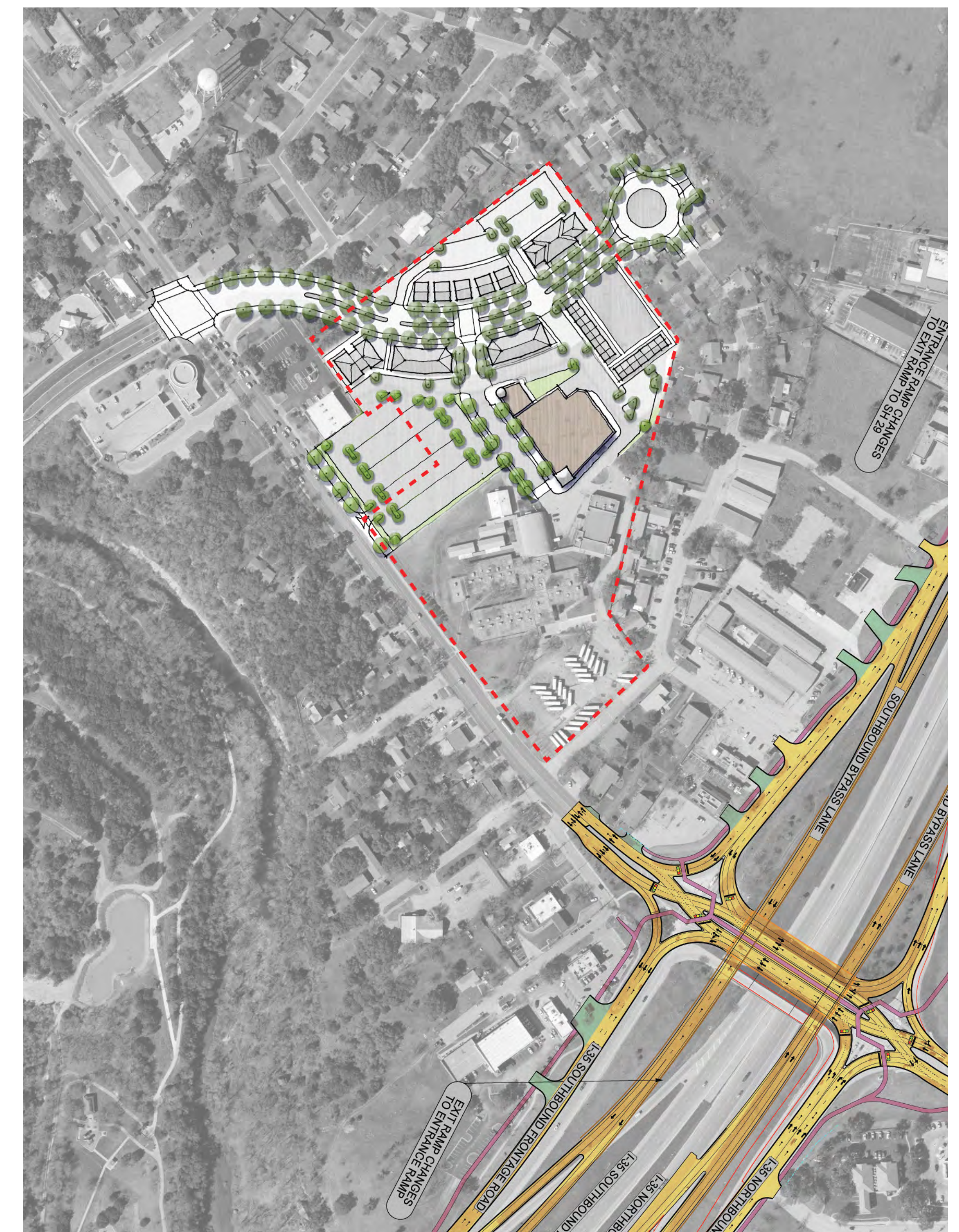
Phase II

- A developer could build on their investment with modest improvements to the site using a conventional suburban development model
- The site could support a small grocery store and single story retail, while preserving the rest of the site to develop as a mixed-use center in future phases
- Small medical offices could be acquired and demolished to a develop surface parking, while keeping the school structures intact to producing rental income

Phase I: 0-5 Years



Phase II: 6-10 Years





Williams Drive - Centers Concept GSD Catalytic Site

Phase III

- Enough momentum could generate around the site to change the development market
- A developer could demolish the school buildings and begin to establish the center of a walkable district
- The site could support a set of mixed-use buildings with ground floor retail, establishing a new walkable destination built around Williams Drive and a central boulevard

Phase IV

- Future development of properties adjacent to the GSD site could help complete the transformation of the school site into a walkable district
- This plan represents what could happen if two additional parcels on Williams Drive were acquired and redeveloped to include a 3-story mixed-use building and district stormwater facilities
- Parking in the back improves the walkability of this section of Williams Drive

Phase III: 10+ Years



Phase IV: Site Expansion



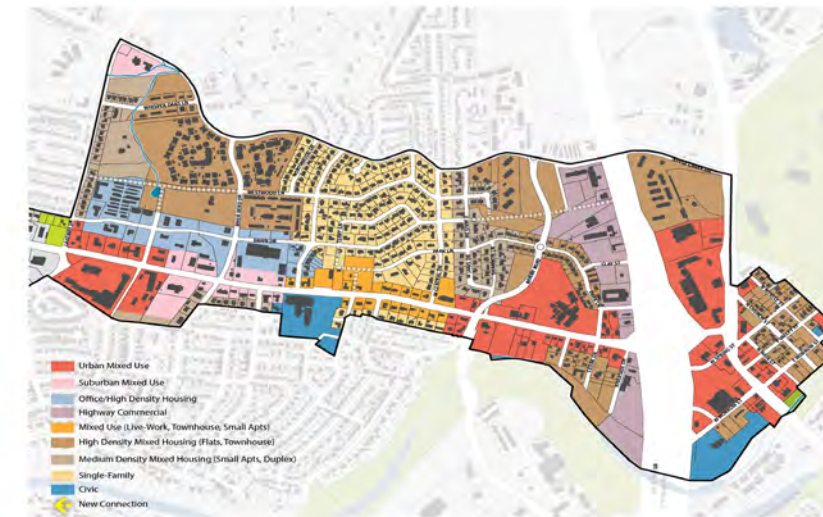


Williams Drive Study Potential Implementation Projects

Short Term 0-4 Years



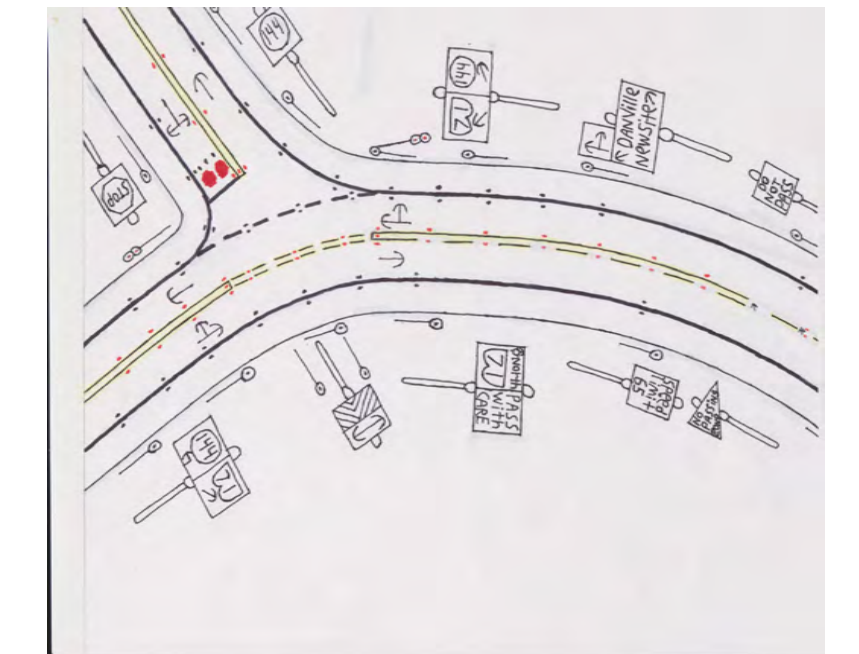
Signal Timing



Land Use Code Changes



Sidwalk Improvements

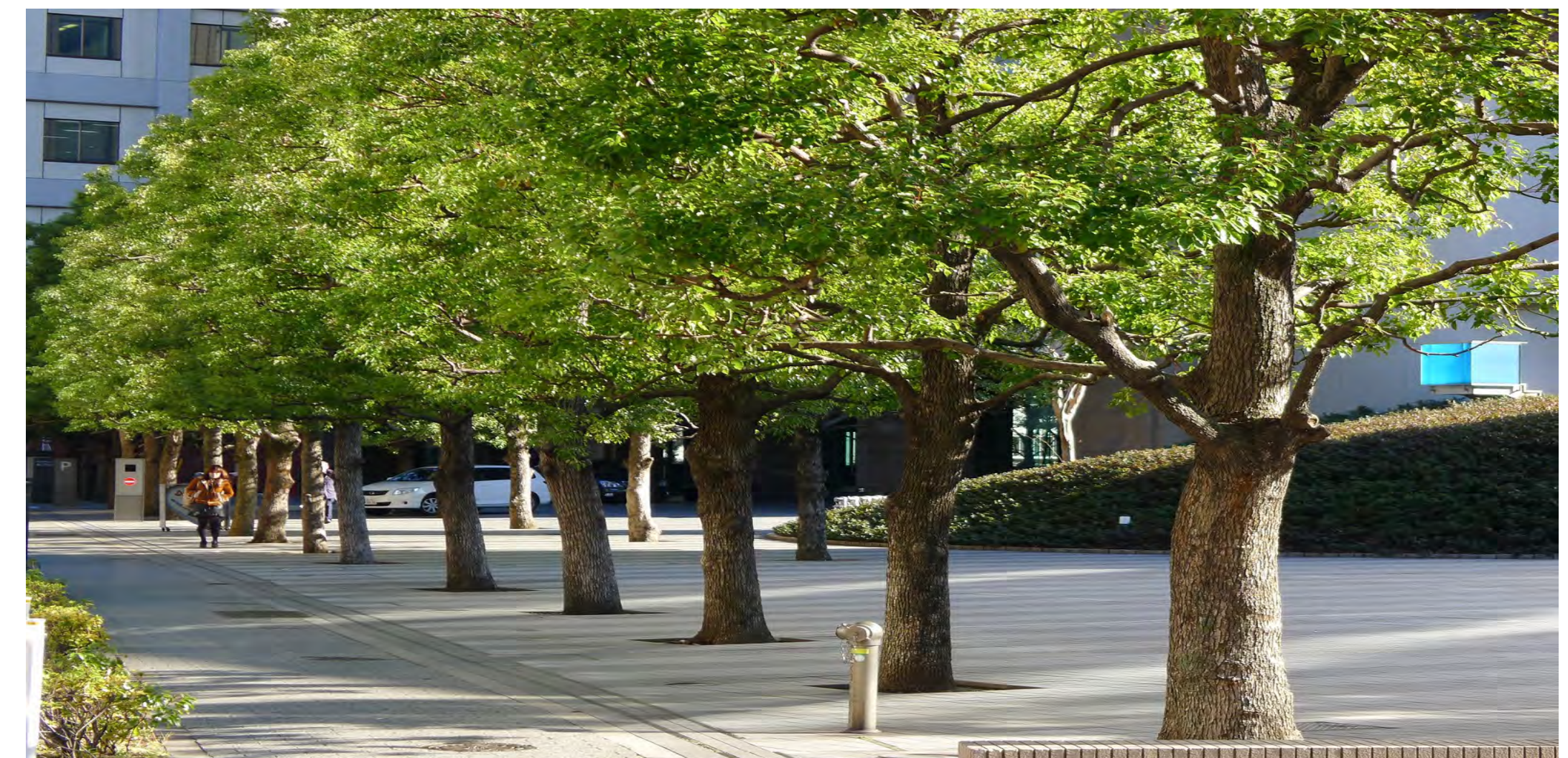


Engineering Studies

Mid Term 5-10 Years



Bike Facilities Parallel



Landscaping

Long Term 11+ Years



Redevelopment



Enhanced Transit Service



Rebuilt Williams Drive



Williams Drive Study

Next Steps

We Are Here



DISCOVER

Solicit community input and ideas and evaluate City of Georgetown plans and existing network and conditions.

RECOMMEND

Use community input and City of Georgetown plans to recommend options and improvements that align with community ideas and character.

REPORT

Use community input to report on and make final study recommendations to Georgetown City Council.

IMPLEMENT

City works with agency partners and the public to implement and codify projects.

