June 2017

WILLIAMS DRIVE STUDY

Final Study

Acknowledgments

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Georgetown Transportation Advisory Board
Georgetown Planning and Zoning Commission
CAMPO Transportation Policy Board
Williams Drive Study Steering Committee

The Project Team also acknowledges stakeholders that participated in this study including businesses, major and non-profit organizations, property owners, developers, and real estate brokers.

Contents

Executive Summary

In recent years the City of Georgetown and its community members have undertaken a number of studies to spur the redevelopment of the Williams Drive corridor, both as a gateway and as an entire corridor. This study is the first to consider both transportation and catalytic development sites, prioritizing the safe and convenient travel of vehicles, transit riders, bicyclists, and pedestrians along with development visions. It is the culmination of a year-long community planning process. It proposes context sensitive multimodal operational improvements, streetscape changes, and mixed-use development concepts that will transform how people travel and live within and along the corridor.

PLANNING CONTEXT

The Williams Drive Study was informed by a number of local plans, policy documents, and guidelines. Specific recommendations and concepts were developed within the context of CAMPO's Platinum Planning Program that prioritizes multimodal transportation, mixed land use, housing choices, environment, economic development, and equity. Key planning documents and guidelines that were reviewed include:

- 2003 Williams Drive Corridor Study
- 2005 Williams Drive Gateway Redevelopment Study
- 2006 Williams Drive Gateway Redevelopment Master Plan
- 2030 Comprehensive Plan
- 2014 Overall Transportation Plan
- The Mobility35 Implementation Plan
- 2015 Sidewalk Master Plan
- 2040 CAMPO Regional Transportation Plan

EXISTING CONDITIONS AND OUTREACH

The existing conditions analysis yielded a number of key findings, which guided the development of concepts and recommendations.

KEY FINDINGS

Traffic Congestion/Circulation

- Traffic congestion and circulation is a significant concern. Congestion, particularly at the intersection with I-35, is a key challenge and is currently under design through a separate TxDOT initiative. The lack of alternative connections also highlights the constraints that Williams Drive operates under on a daily basis.

Traffic Operations & Safety

- Traffic Operations & Safety along the corridor is highlighted by a lack of access management, with corridor-wide center turn lanes and over 150 curb cuts. The unsynchronized traffic signal timing leads to an interrupted vehicle flow and underutilized capacity.

Redevelopment and Reinvestment Barriers

- Redevelopment and reinvestment opportunities are challenged by City and State development requirements, as well as fragmented ownership amongst neighboring parcels. The current zoning also presents barriers, as it is not tailored to suit the corridor and its land use potential.

Pedestrian/Bicycle Improvements

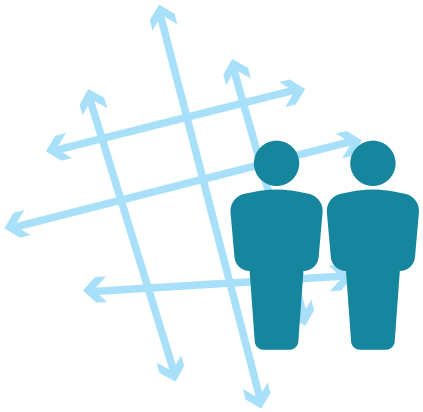
- Multimodal transportation opportunities along Williams Drive will be enhanced with transit service beginning in 2017. Transit will operate within the southeastern section of the corridor with a single route circulating from Downtown out Williams Drive on an hourly headway.
- Pedestrian activity and bicycle ridership are almost non-existent along the corridor today. Fast-moving traffic dominates the street, creating an unpleasant environment for other users. Williams Drive does not currently have any bicycle lanes, but wide shoulders are present along sections of the corridor. Sidewalks are narrow and intermittent. The vehicle-oriented design of the corridor has limited the attractiveness of biking and walking. Major barriers, such as I-35, also present both a physical and psychological obstacle.

Aesthetic Enhancements

- Development along the corridor has evolved through various iterations of zoning codes, leaving signage, landscaping, frontage usage, parking, etc. that do not conform to current code.

PEAK PERIOD CONGESTION

INFRASTRUCTURE GAPS



COMMUNITY OUTREACH PROGRAM

This study was developed around a comprehensive outreach program to capture input from the larger Williams Drive community, as well as key regional stakeholders. The input was used to confirm and refine a cohesive corridor vision, as well as provide feedback at key stages in the project to guide the development of alternatives and final recommendations. The major components of the outreach program included:

- City and CAMPO websites and project-specific collateral
- Eblasts and press releases
- Community survey and wikimap
- Week long design charrette
- Four public workshops
- Multiple presentations to City Council, Georgetown Transportation Advisory Board, and Planning and Zoning Commission

CONCEPTS AND RECOMMENDATIONS

FIGURE ES-1: WILLIAMS DRIVE PLAN AREAS

The recommended concepts for corridor improvements are expected to provide optimal benefits in terms of multimodal mobility, safety, economic vitality, and urban design along Williams Drive. For the purpose of this study, the corridor was divided into two separate zones: the Corridor and the Center Area. This enabled the creation of concept plans more tailored to the unique needs of different segments of Williams Drive.

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.**

CENTER AREA PLAN: Development of a plan for a **vibrant mixed-use center and gateway** (Lakeway Dr to Austin Ave and includes land out to Northwest Blvd).

CORRIDOR PLAN

The overriding goal for the Corridor Plan is to create a functional and usable mobility corridor. Key features include:

Improve the Functionality of the Corridor

1. Coordinate traffic signal timing.
2. Enhance roadway network connections.
3. Narrow travel lanes depending on the character of different portions of the roadway.
4. Ensure intersection design improves both vehicular and pedestrian safety and aids corridor efficiency.
5. Evaluate posted speed limits.
6. Improve sidewalk design across driveways.
7. Provide frequent pedestrian crossing locations to support a walkable environment.
8. Where feasible and context appropriate, consolidate and reduce the number of driveways and add medians along the corridor.
9. Continue to require cross-access between neighboring developments.
10. Promote shared parking opportunities.

Expand Bike and Pedestrian Options Along the Corridor

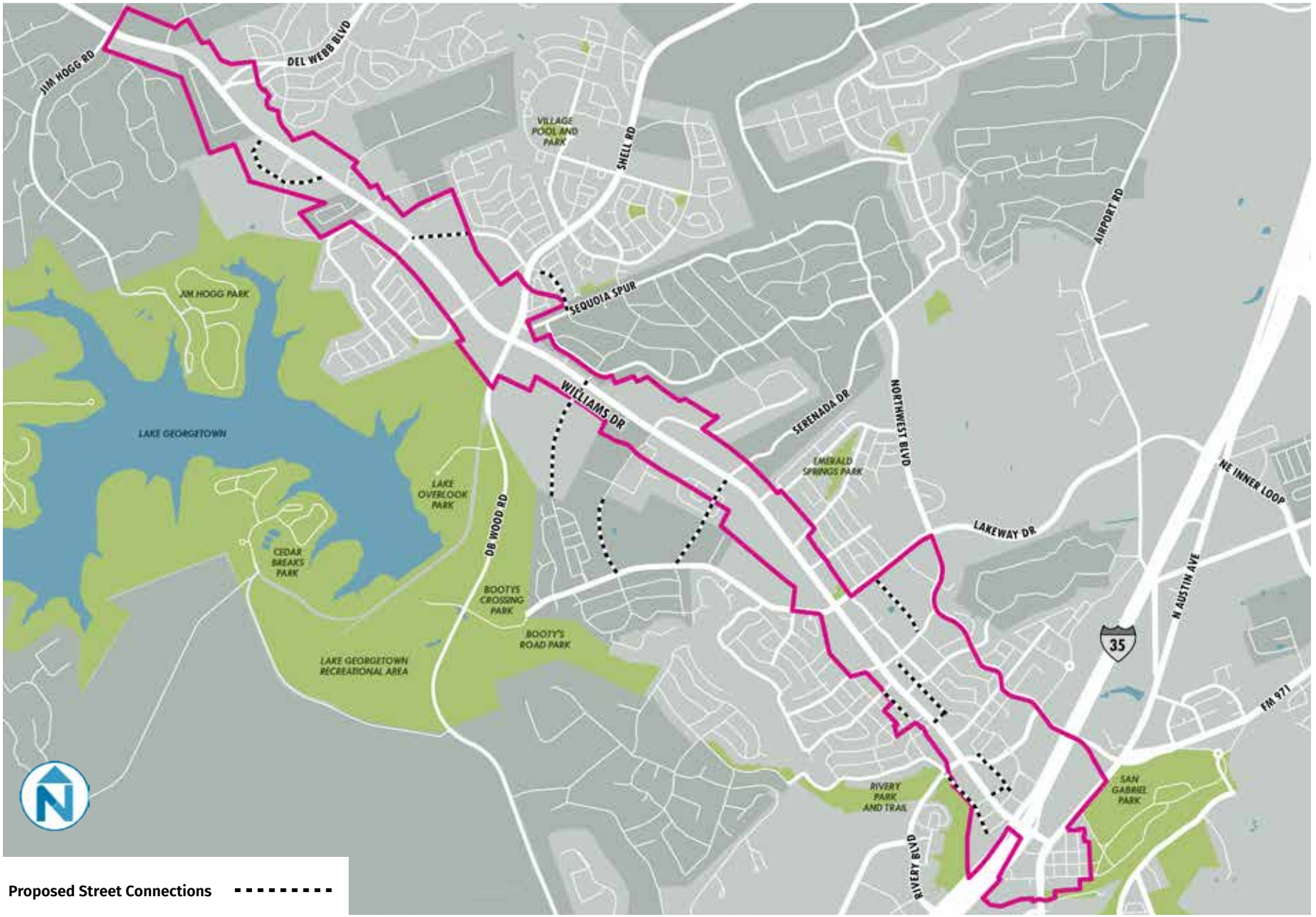
11. Fill in the gaps and complete the sidewalk system.
12. Implement a variety of bicycle facilities along the corridor and surrounding street network, as appropriate.

Enhance the Character and Aesthetics of the Corridor

13. Require enhanced landscape buffers along the edge of the public sidewalk.
14. Develop landscape buffers that are more responsive to the varying character of the roadway.
15. Require improved lighting and signage on private property.
16. Add planting strips with street trees between the sidewalk and the roadway.
17. Require parking to be placed at the rear of the parcel.

FIGURE ES-2: PROPOSED BICYCLE FACILITIES MAP

FIGURE ES-3: NEW CONNECTIONS MAP



CENTER AREA PLAN

The overriding objective for the Center Area Plan is to create a vibrant, mixed-use, walkable activity center. Key features include:

Make Connections Through and Within the Center Area

1. Improve connections between parcels.
2. Use deep sites to create a network of streets (not just a corridor).
3. Create a safe bicycle route.
4. Connect to the adjacent river trail.
5. Fill in the sidewalk gaps.
6. Close redundant curb cuts.
7. Create transit stops.
8. Implement traffic calming on parallel connections.

Enhance the Urban Form and Character of the Area

9. Encourage mixed-use development.
10. Strengthen subarea identity.
11. Create new open spaces within large development sites.
12. Use the amenity of the river to organize new development.
13. Develop enhanced standards for landscaping and signage.

Use Catalytic Sites to Promote a New Form of Development

14. Create a context sensitive, mixed-use center that extends toward the Downtown area.
15. Promote transit-supportive development densities.
16. Widen sidewalks and add street trees and lights.
17. Pull buildings up to the street.
18. Slow down the traffic on Williams Drive to enhance operations and safety.

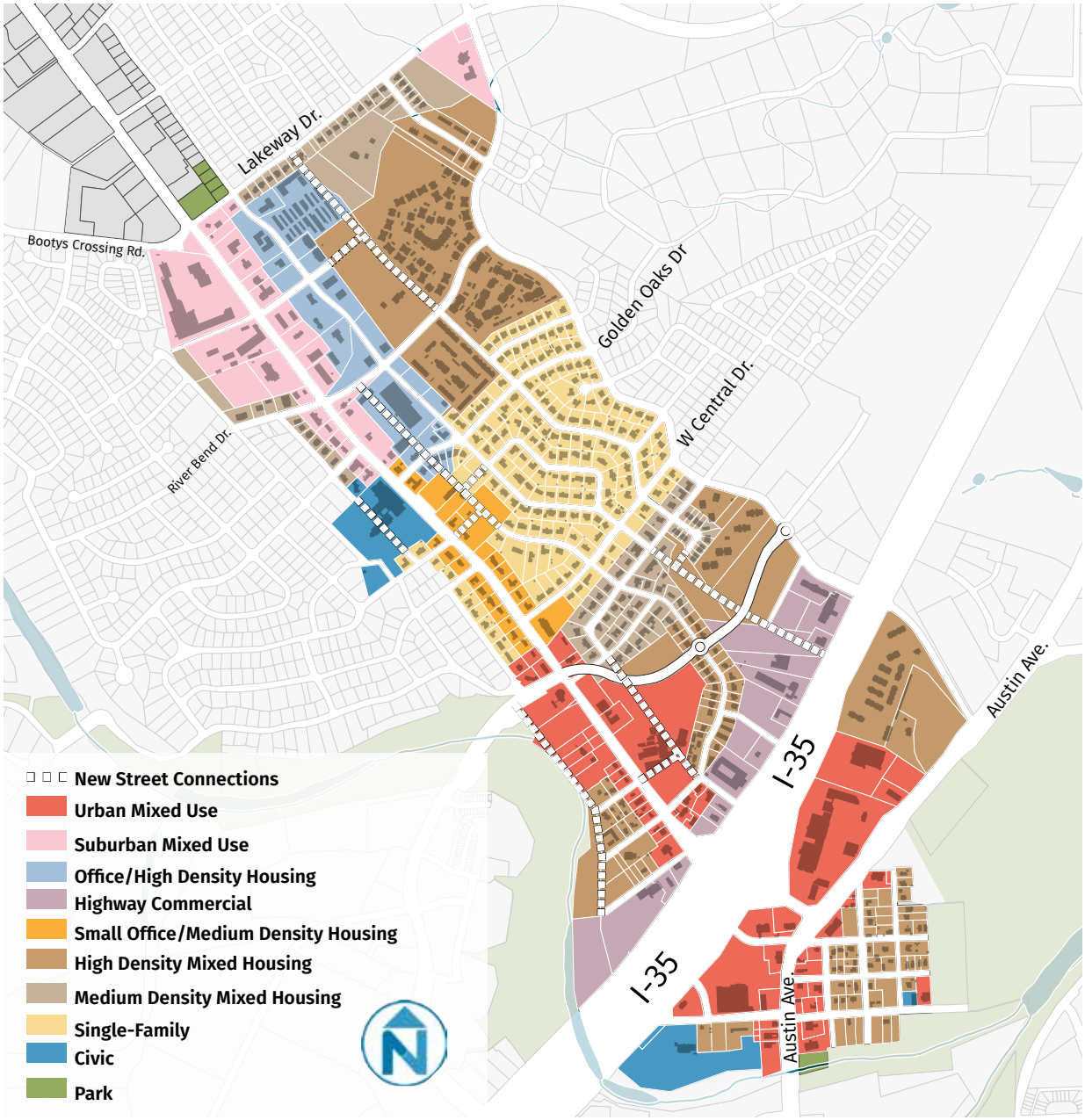
CATALYTIC SITE & FUTURE LAND USE

During the charrette week, a future land use map and corresponding proposed zoning districts were prepared based on input from citizens and analysis by the consultant team. The land use map is the basis for all land use recommendations.

It was clear that there was too much commercial zoning within the center area, especially in locations with little traffic where retail is not viable. Each of the new zoning districts establish approved building types, heights, and setbacks as well as generalized uses.

Through this process, development concepts were also advanced for the Georgetown Independent School District (ISD) site at the southeast corner of the Williams Drive/Rivery Boulevard intersection. The future development concepts for this site establish a phased, market feasible approach enabling the site to redevelop over time.

FIGURE ES-4: FUTURE LAND USE MAP



IMPLEMENTATION

Full implementation of the corridor improvements will take place over time. In some cases, designs need to be further refined and developed, and several recommendations require additional study. Nevertheless, the City is prioritizing multimodal improvements and development initiatives for Williams Drive and is planning to implement various aspects of the recommendations as soon as possible. A phased implementation plan was developed to guide this process, but the plan should be adjusted over time as conditions evolve and funding becomes available.

To this end, the City proposed a mix of priority projects for short-term implementation. This includes projects focused on improving traffic congestion and operations, reducing barriers to redevelopment, improving the streetscape along the corridor, and enhancing accommodations for bicycle and pedestrian users. The maps in Figure ES-5, Figure ES-6, and Figure ES-7 identify the locations of these priority projects. Details about each project can be found in the final chapter of this report.

FIGURE ES-5: CENTER AREA SHORT-TERM PROJECTS

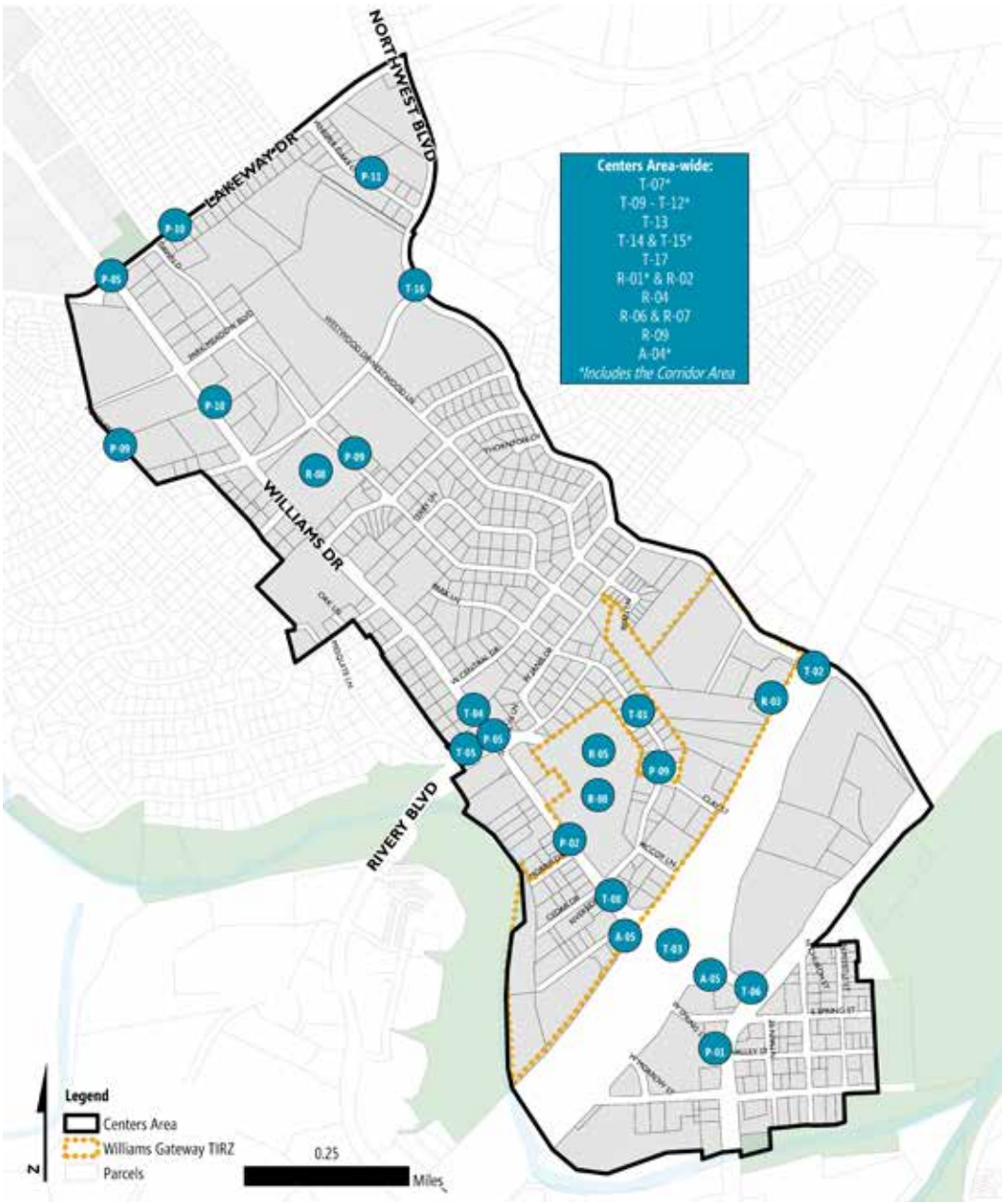


FIGURE ES-6: CORRIDOR PLAN SHORT-TERM PROJECTS - JIM HOGG RD TO SHELL / D B WOOD RD

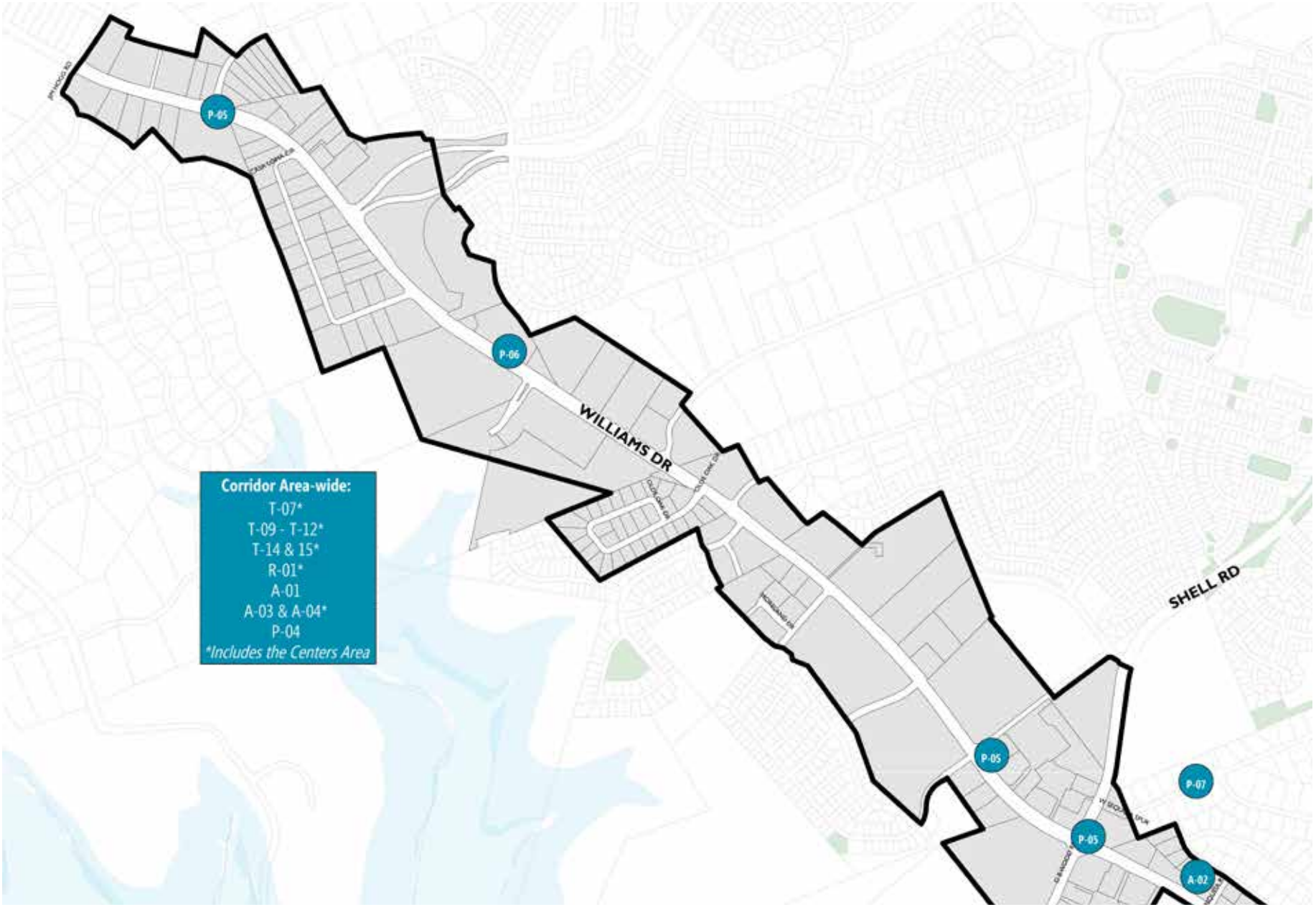
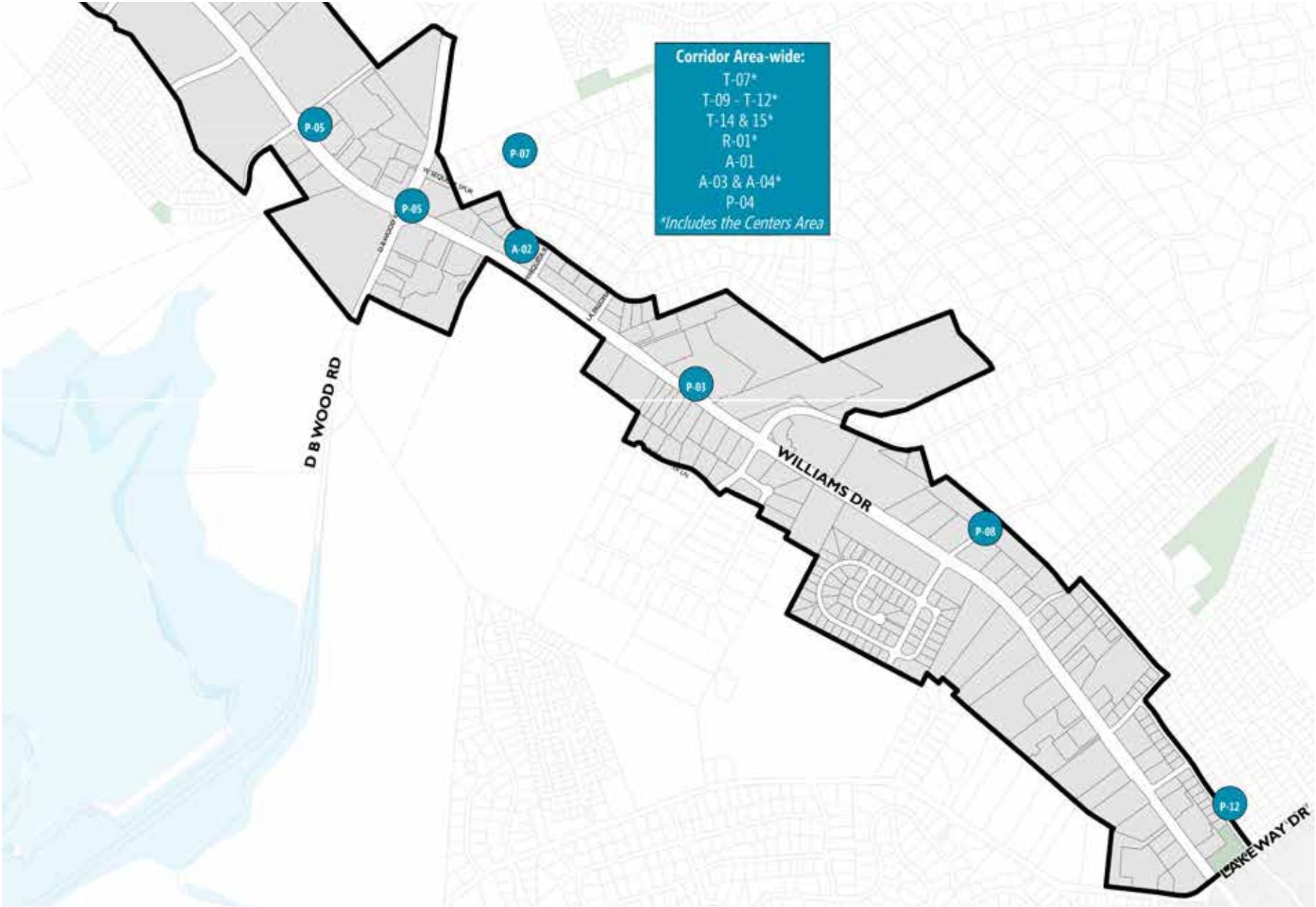


FIGURE ES-7: CORRIDOR PLAN SHORT-TERM PROJECTS - SHELL / D B WOOD RD TO LAKEWAY DR



Project Process

THE PLANNING PROCESS

The CAMPO Platinum Planning Program is the locally-driven approach for CAMPO's long-range planning projects. Recommendations from plans completed through the Platinum Planning Program may be used in CAMPO's 2045 Regional Transportation Plan and certain projects may be eligible for future CAMPO-allocated Federal funding. The Platinum Planning Program emphasizes the following elements:

- **Multimodal and Mixed-Use**
- **Housing**
- **Environment**
- **Economic Development**
- **Equity**

VISIONS, GOALS, AND OBJECTIVES

Williams Drive is an evolving corridor and a critical arterial. Like many suburban arterials, it 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 regional arterial, while also serving as a destination in and of itself. More than 29,000 vehicles access Williams Drive daily, and this number is expected to grow with the region's expanding population.

Defining Williams Drive as a vibrant, multimodal corridor with distinct and dynamic centers requires a multidisciplinary approach. The Williams Drive Study developed a plan that applies the elements of CAMPO's Platinum Planning Program, and establishes Williams Drive as a premier gateway for Georgetown and the Capital Region.

This study built upon projects identified by CAMPO, the City of Georgetown, and TxDOT, as well as previously committed funding within the corridor that will inform and impact development and mobility patterns as part of the City's approved 2015 Transportation Bond program. In 2006, the City accepted a Master Redevelopment Plan for a portion of the Corridor and established a Tax Increment Reinvestment Zone (TIRZ) designed to further the development within the district limits in accordance with this plan. At that time, the City also designated this portion of the corridor with a Specialty Mixed Use Future Land Use designation, and created a new City-wide mixed-use zoning district with the intent of drafting and adopting a mixed-use Regulating Plan for the area.

Based on these prior and envisioned events, the Williams Drive Study recommends policy, programming, projects, and an implementation plan for the study area that address and enhance mobility, safety, and livability throughout the corridor.

Goals for the study area guided the development of recommendations as the study progressed. The development of these goals involved stakeholder input and CAMPO's Platinum Planning Program. Consistent with the purpose statement, the focus was 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 Williams Drive.

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 multimodal 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, housing, and recreation.

GOAL 3. PROTECT AND ENHANCE QUALITY OF LIFE.

- **Objective 1.** Minimize adverse impacts from transportation actions and the use of transportation facilities and services to avoid or minimize disproportionately adverse environmental, public health, 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.

GOAL 4. ENCOURAGE DEVELOPMENT THAT CREATES A VARIETY OF CONTEXT SENSITIVE MIXED-USE SERVICES THAT ARE ACCESSIBLE TO NEIGHBORHOODS.

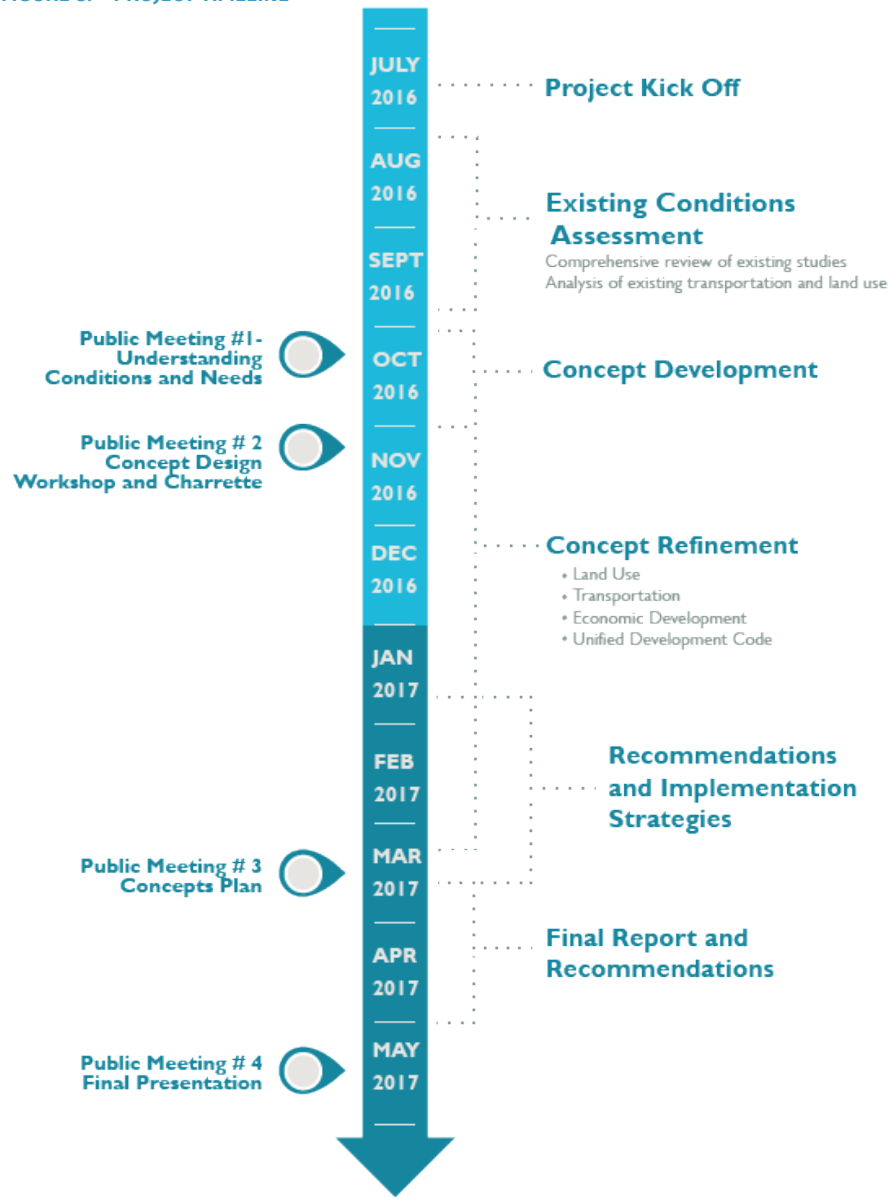
- **Objective 1.** To encourage context sensitive mixed-use, multi-modal development that will increase travel options within existing urbanized areas and along the corridor as a means to accommodate new population growth, reduce land consumption, preserve valuable open space, conserve ecosystem functions,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

The Williams Drive Study was a year long collaborative planning effort. The graphic in Figure 8 illustrates the project timeline with dates for each phase of the project and the related public meetings. Four public meetings were held throughout the process, one during each phase of the project.

This document is the Final Report and represents the culmination of the final phase of the study, the compilation of recommendations and implementation strategies that have been developed in response to the conditions identified in the Existing Conditions assessment. These recommendations and implementation strategies evolved out of a significant public involvement process that is described in the following section.

FIGURE 8: PROJECT TIMELINE



APPROACH - CONCEPT SUMMARY

CORRIDOR CONCEPT

The corridor concept addresses transportation performance, streetscape and character, and area connectivity to provide a vital corridor in a growing region. The transportation element of the corridor concept will include recommended typical sections; treatments at critical intersections; enhancements to the secondary and tertiary network; and recommended supportive policies, such as parking and transportation demand management strategies and lane or access management policies. The land use corridor element will address the built form and transitions along the corridor and identify key potential opportunity sites for development.

CENTER CONCEPT

The center area concept plan provides a more detailed strategy for this section of the study area. The center area plan will provide recommendations for circulation within the focus area and connectivity to local and regional assets and networks. It will also include proposals to enhance pedestrian and bicycle mobility and will contemplate designs and facilities to accommodate new mobility options. From a land use and market perspective, the center area component will address general concepts for the built form, green spaces and green infrastructure, vertical and horizontal mix of uses, and housing types and locations that provide for and promote an inclusive and diverse community.

GEORGETOWN ISD SITE CONCEPT

The team also developed a market-driven concept for the Georgetown ISD site with the intention that this project serve as a catalyst for early implementation. The site concept will include recommended mix of uses, massing, access, parking, and site design.

Public Outreach

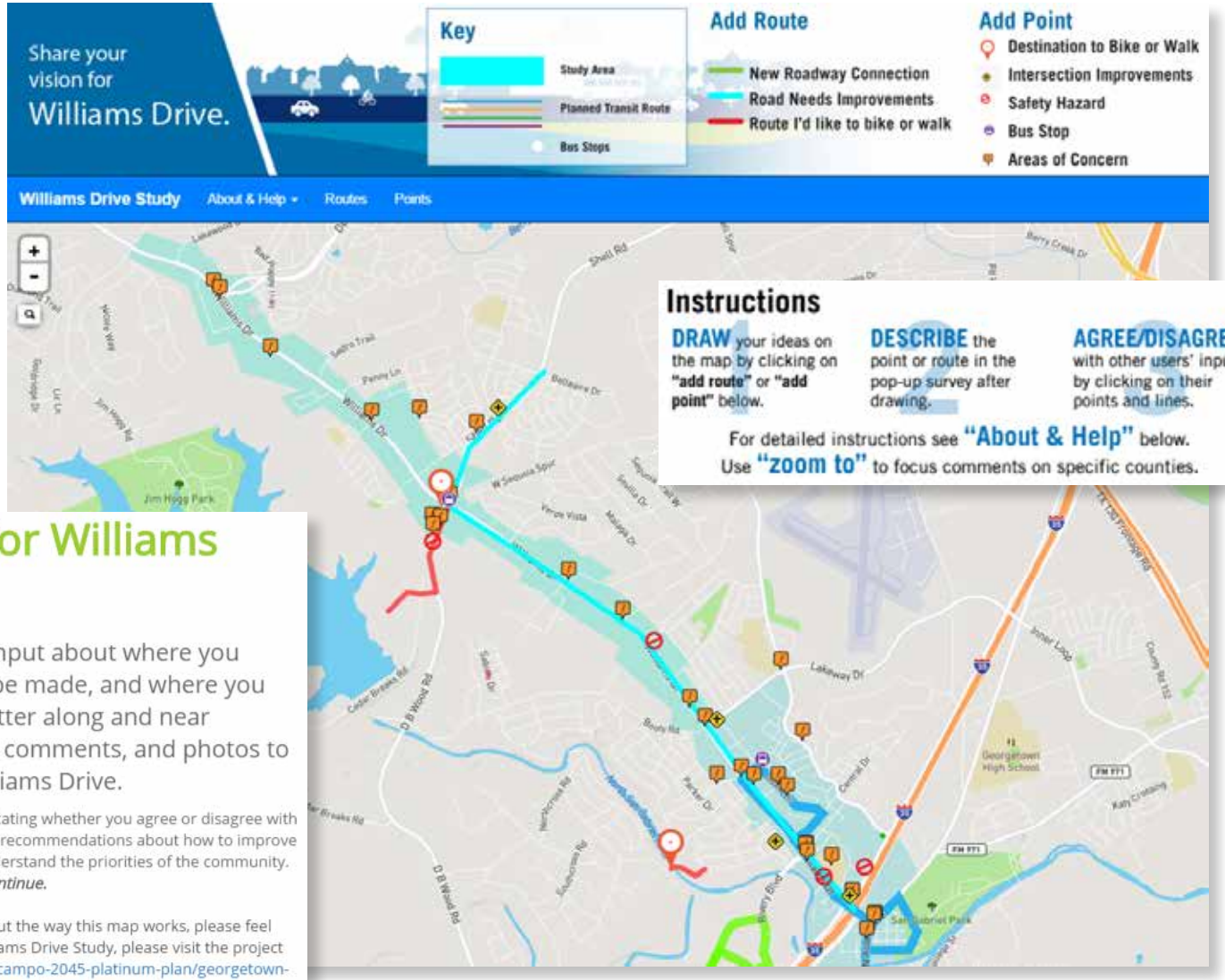
OUTREACH PROCESS

A comprehensive public involvement process was developed to reach the growing number of stakeholders within the study area, and involve them in the planning process. The insights gathered through the public involvement process were critical to developing the recommendations and strategies for implementation that are outlined in this report.

The City of Georgetown engaged in a public involvement campaign as part of the planning process for the Williams Drive corridor to better understand the needs, desires, and aspirations of residents and stakeholders within the study area. The public involvement process included a series of public meetings framed around each phase of the project.

In addition to the public open houses, the project team met with individual stakeholders and small groups to dig into more specific concerns. Information and activities were also available online to collect input beyond what was gathered at the public meetings. A project website was used to distribute meeting information, project schedule updates, and all materials developed throughout the process. An online interactive map was also used as a means for collecting specific community concerns within the study area, as shown in Figure 9.

FIGURE 9: ONLINE INTERACTIVE MAP FOR PUBLIC INPUT



Share your vision for Williams Drive.

Using this map, you can provide input about where you travel, where improvements can be made, and where you might travel if conditions were better along and near Williams Drive. Please add points, comments, and photos to tell us about conditions along Williams Drive.

You can also comment on previous comments, indicating whether you agree or disagree with their suggestion. This input will help planners make recommendations about how to improve the Williams Drive corridor for everyone, and to understand the priorities of the community. *Select "Continue to Map" when you are ready to continue.*

If you have any questions, issues, or comments about the way this map works, please feel free to contact us For more information on the Williams Drive Study, please visit the project website (http://www.campotexas.org/campo-plans/campo-2045-platinum-plan/georgetown-williams-drive/) or email us (Kelly.Porter@campotexas.org) .

Thanks for adding your voice to the Study!

PARTICIPANTS COMMENTED ANONYMOUSLY THROUGH COMMENT CARDS AND WORD CARDS

PARTICIPANTS IDENTIFIED ISSUES AND OPPORTUNITIES ON MAPS AND STREET SECTIONS

WHAT WE HEARD

Input Summary

Public meeting participants were invited to draw on maps of the study area, write ideas that describe Williams Drive today as well as desires for the future, and create their own preferred cross-sections for the corridor. These activities helped to highlight issues and assets, and provided ideas on how Williams Drive should change for the better.

The word cloud shown here illustrates the words and phrases that were heard most often through the comments received from meeting participants and through the various online outlets used to engage the public.

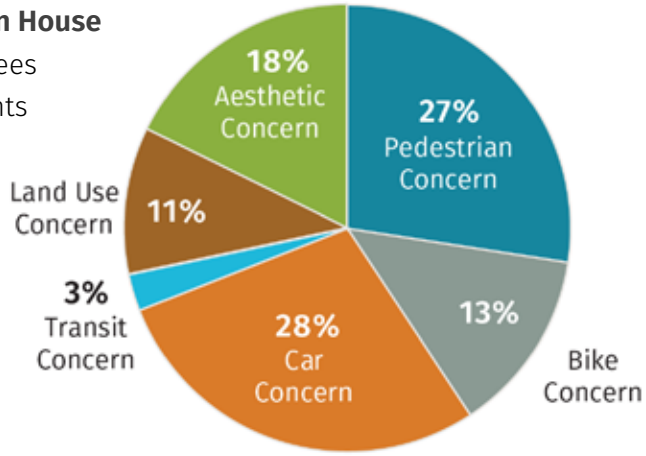
Main Concepts

- Mixed-use, walkable nodes across key intersections
- Walkable town center
- Improve street connectivity
- Improve safety with medians and managing access
- Multi-modal transportation options
- Improve connections to trail system

KEY PUBLIC CONCERNS

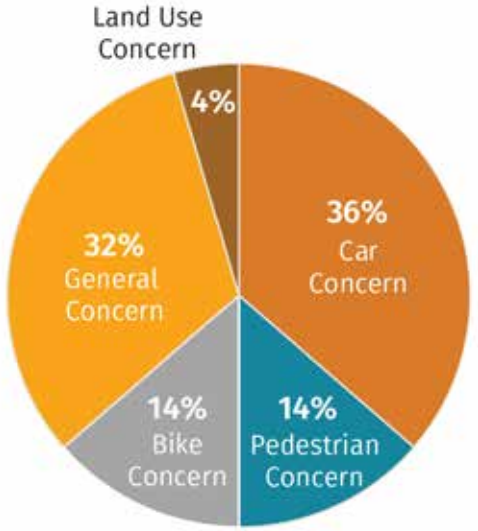
October Open House

- 105 Attendees
- 71 Comments



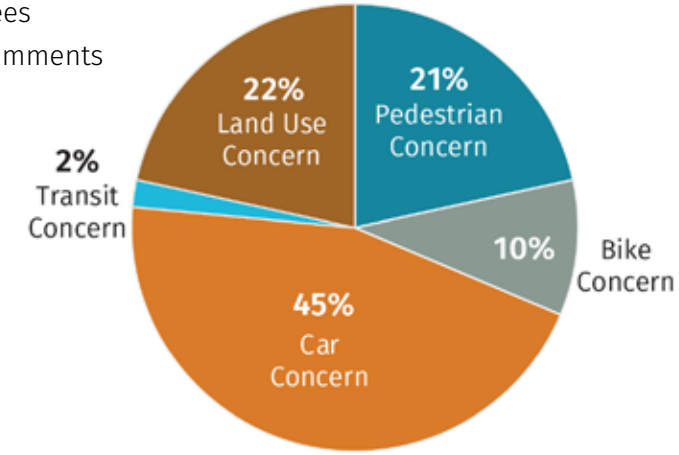
March Open House

- 72 Attendees
- 21 Comments



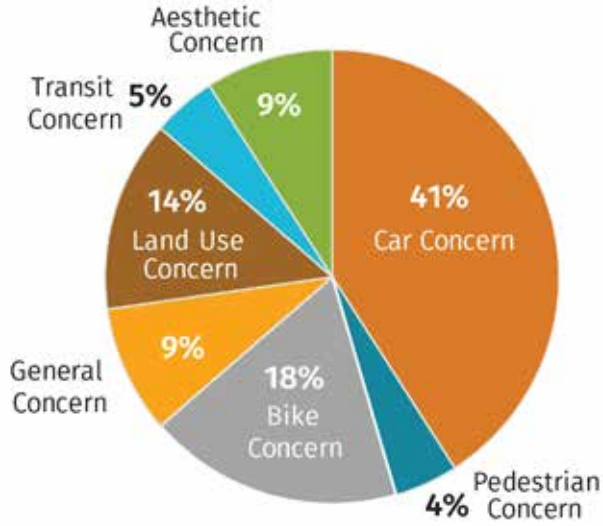
November Charrette Events

- 86 Attendees
- Over 50 Comments



Public Meeting #4

- 58 Attendees
- 22 Comments



Outreach Efforts

1,300 member email list

8,100 views

5,500 views

33,000 newspaper readers

400+ phone calls

The goal of the public participation process was to help stakeholders understand how the Williams Drive Study will affect their lives, why participation is important to the process, and encourage their involvement through the multiple implementation phases and corridor maturity.

To gather feedback, the Outreach Team engaged the community using the following tactics:

» Public Meetings

» Design Charrette

» Stakeholder Meetings

» Online Survey

» Wikimap Tool

» Outreach List

» Website and Social Media

» Earned (traditional) Media

Through the various outreach tactics listed above, the Project Team, community members, and stakeholders engaged in a variety of activities to identify areas of transportation concern and envision the future of Williams Drive.

Input received from the meetings, online surveys, wikimap tool, general comment cards, and through direct communication were used by the Project Team to inform the final Williams Drive Study and shape the concepts presented in the following chapters.

Existing Conditions

DEMOGRAPHIC AND MARKET CHARACTERISTICS

The following highlights represent the key existing conditions that characterize the Williams Drive study area and impact future opportunities.

Demographics

Significant population growth -
Both Georgetown and Williams Drive have experienced significant population growth, especially since 2010. Because of this recent rapid expansion, and expected growth, it is important to review the capacity and functionality of Williams Drive in terms of traffic management, residential housing supply, the establishment of new utility networks, and other related considerations which enable future growth.

Expansion of the retiree population -
Because the retiree population will continue to expand over time, it is crucial to tailor Williams Drive transportation design, real estate offerings, and related services towards aging in place.

Income disparities between Corridor Area and Center Area residents -
Compared to the rest of Texas, Georgetown is predominantly white, older, educated, and wealthier. Residents within the Corridor Area earn significantly more than the rest of Georgetown (and Texas overall). In contrast, there is a higher concentration of poverty within the Center Area.

Economy

Commuting workers -
Many residents commute in and out of Georgetown for work. In 2014, approximately 80% of the labor force living in Georgetown commuted to other cities for work. Approximately 79% of the labor force lived outside of Georgetown while commuting into the city, and 21% lived and worked within Georgetown.

Public service focus -
The top employers in Georgetown are Williamson County government, Georgetown Independent School District (GISD), the City of Georgetown, St. David's Georgetown Hospital, and Southwestern University.

Williamson County industry concentrations -
Williamson County is distinguished by high concentrations of employment in Trade, Transportation, Utilities, Leisure and Hospitality, and Professional/Business Services.

Real Estate

Ongoing residential demand -
Because the Williams Drive area has been experiencing a population boom, a significant amount of new residential product is under construction or in pre-development. Rents have increased over time and demonstrate a strong demand for multifamily residential real estate well into the future. However, even as rents have risen, there has been a rise in multifamily vacancy rates, indicating that there has been turnover as new product has come to market and people have traded older stock for new.

Driving residential demand through new policies and incentives -
Although Georgetown's population is expected to continue growing into the future, the Corridor Area Plan will only receive a small portion of this population growth unless there is a targeted strategy to drive residential growth in the area.

Variety of residential product options along Williams Drive -
Although residential demand is anticipated to remain strong in the coming years, it is important to review the types of housing products that are prioritized and developed. The older demographic has led to a population whose preferences are for single family homes on larger tracts of land. While overall residential demand is strong and the corridor is an attractive location for residents, demand for smaller units that are integrated into a mixed-use development might be limited.

Correlation with Austin's commercial real estate market -
While Austin's office inventory and rents are rapidly increasing, Georgetown's office inventory has not grown significantly over the past 5 years and rents remain stagnant. Many Georgetown residents commute to Round Rock and Austin for work. In this way, real estate strategies need to be targeted to Georgetown and the Corridor's specific context.

KEY MARKET FINDINGS: GEORGETOWN AND STUDY AREA

City of Georgetown	Williams Drive (Corridor Area)
Georgetown's population has expanded at almost twice the rate of the state of Texas and is expected to continue growing into the future. Overall, Georgetown's population is primarily white, middle class, educated, and older in comparison to the rest of Texas. There has already been an expansion of residential development around Williams Drive and residential demand will continue into the near future.	Greater concentrations of wealth lie along the Corridor Area in comparison to the Centers Area. Residents along the Williams Drive corridor are primarily home-owners with home values well above the state median value. In contrast, residents within the Centers Area are typically renters and more racially diverse with lower median incomes than the rest of Georgetown.
Georgetown's economy is focused on public service-oriented jobs in local government, education, and healthcare sectors. A significant portion of Georgetown's population commutes to work in nearby cities such as Round Rock and Austin. Along Williams Drive, there has been little office development activity in recent years.	It does not appear that office demand will substantially increase over time and, therefore, office products may not be a lucrative use of space along Williams Drive. Additionally, because of a sizeable commuting population, it is important to consider personal vehicles and road/highway accessibility as a key design priority for Williams Drive.
Based on conversations with local realtors and brokers, many Georgetown residents prefer a small town, suburban lifestyle with traditional, single-family homes.	As new residential development is planned for Williams Drive, it will be crucial to provide a range of residential options that cater to these suburban preferences.
To drive residential demand, especially along the Corridor Area, the City of Georgetown should consider developing a targeted set of policies and economic incentives.	Based on projected population growth and current real estate prices, among other data points, estimated demand for new housing in the study area will be less than 100 units annually in the near future. In this way, there is not expected to be a significant amount of organic residential demand in these areas.

Conclusions:

- The capacity and functionality of Williams Drive in terms of traffic management, residential housing supply, and the establishment of new utility networks will be critical considerations to mitigate the pressures of a rapidly growing city.
- The tailoring of Williams Drive transportation design, real estate offerings, and related services will need to suit all demographics ranging across ages and races.
- Future residential growth as part of mixed-use developments within the current environment may not be seen as opportunities by developers. Development policies and economic incentives may be needed to spur activity.

MOBILITY CHARACTERISTICS

Roadway Dimensions

Right-of-way along the Williams Drive corridor varies significantly. The corridor's right-of-way (lot line to lot line) ranges from 66 feet on the east end of the corridor to 135 feet on the west end of the corridor.

Curb-to-curb roadway width ranges between 60 feet from I-35 to Lakeway Drive with a 5-lane cross-section to 80-ft at Jim Hogg Road with the same 5-lane cross-section and 10-ft shoulders. Although travel lane widths of 12-ft typically remain unchanged for the entire corridor, sidewalk widths expand and narrow almost on a block-by-block basis with numerous blocks missing sidewalk altogether.

Lane Configurations

Williams Drive is a five lane cross section with two travel lanes in each direction and a constant two-way left-turn lane. There are no medians along the corridor's length.

Crash Corridor

Within the Williams Drive study area there were 1,313 reported crashes from 2010 to 2015 with the highest number occurring at or near Shell Road and Williams Drive.

Traffic Volumes

Daily traffic volumes (ADT) along the corridor range between 32,697 just west of I-35 and 13,700 west of Shell Road.

Signalized Intersections

There are 12 signalized intersections within the Williams Drive study area: five (5) west of Shell Road are within a coordinated system while the remaining seven (7) are uncoordinated, with the exception of the two I-35 frontage road intersections. The limited number of signalized crossings increases effective block distances for those only willing or able to cross at signalized intersections.

Distance Between Signals

From Austin Avenue west to Serenada Drive, the average distance between traffic signals is approximately a third of a mile (1,700 feet). However, further west from Shell Road to Jim Hogg Road the spacing extends to just under a half mile (2,500 feet) as commercial activity lessens.

Driveways

The number and length of driveways creates conflicts for pedestrians, bicyclists, and automobile traffic flow. Along the corridor between I-35 and Jim Hogg Road, there over 150 driveways providing business and residential access. This equates to approximately 25 driveways per mile.

Sidewalk Conditions

Sidewalks throughout the corridor vary in the quality with many of the facilities substandard or missing. Along the corridor, sidewalk pavement quality is poor due to widths being predominantly narrow (<5 feet in width) and obstructions like sign posts, utility poles, and driveway slopes being more prevalent.

Marked Crossings

Marked crosswalks are primarily located at signalized intersections, with one unsignalized marked crossing on the corridor at the GISD site at Morris Drive.

Cycling on Williams Drive

Bicycle facilities along Williams Drive are limited to 10-ft wide shoulders west of Lakeway Drive but are not signed as formal bicycle facilities. Subsequently, many cyclists choose to ride on the sidewalk or use indirect neighborhood connections.

Transit Service

The Williams Drive corridor is currently not served by fixed-route transit. However, demand response services are offered by CARTS that serve the study area. In 2017, a four-route transit system will bring fixed route services to the eastern portion of Williams Drive at 60 minute headways with complimentary paratransit service.

Mode Split

According to American Community Survey data collected by the U.S. Census Bureau, travel behavior in the Williams Drive corridor is similar to Citywide averages. The mode share for commute trips on the corridor is primarily single-occupancy vehicles at around 81%. Approximately 1% of trips are made by foot, 8% are carpools, and nearly 8% of people work from home.

LAND USE CHARACTERISTICS

Williams Drive supports a diverse mix of land uses, including residential neighborhoods and a variety of commercial uses fronting Williams Drive, including a large number of retailers.

Existing Zoning

The predominant zoning along Williams Drive are General Commercial (C-3) and Local Commercial (C-1), supporting a wide range of commercial activities.

Single-family residential zoning (RS) incorporates approximately 20% of the land-area, multi-family zoning represents 8% of the total land area. The Center Area has a greater percentage of general commercial in proximity to the I-35 facility with the Corridor Area having more local commercial zoning. Both local and general commercial zoning uses enable upper story residential uses.

Future Land Use

The City's Comprehensive Plan illustrates a pattern of community commercial activity surrounding the major intersection nodes supported by a band of mixed-use neighborhoods along the corridor. The area adjacent to the I-35 interchange is designated as a mixed-use gateway area which could support additional community commercial uses.

Susceptibility to Change

Development within the study area will occur at different points in time. However, some parcels are more susceptible to change than others, based on factors such as age of property, impact of future projects (i.e., roadways, adjacent development) and property owner willingness to change.

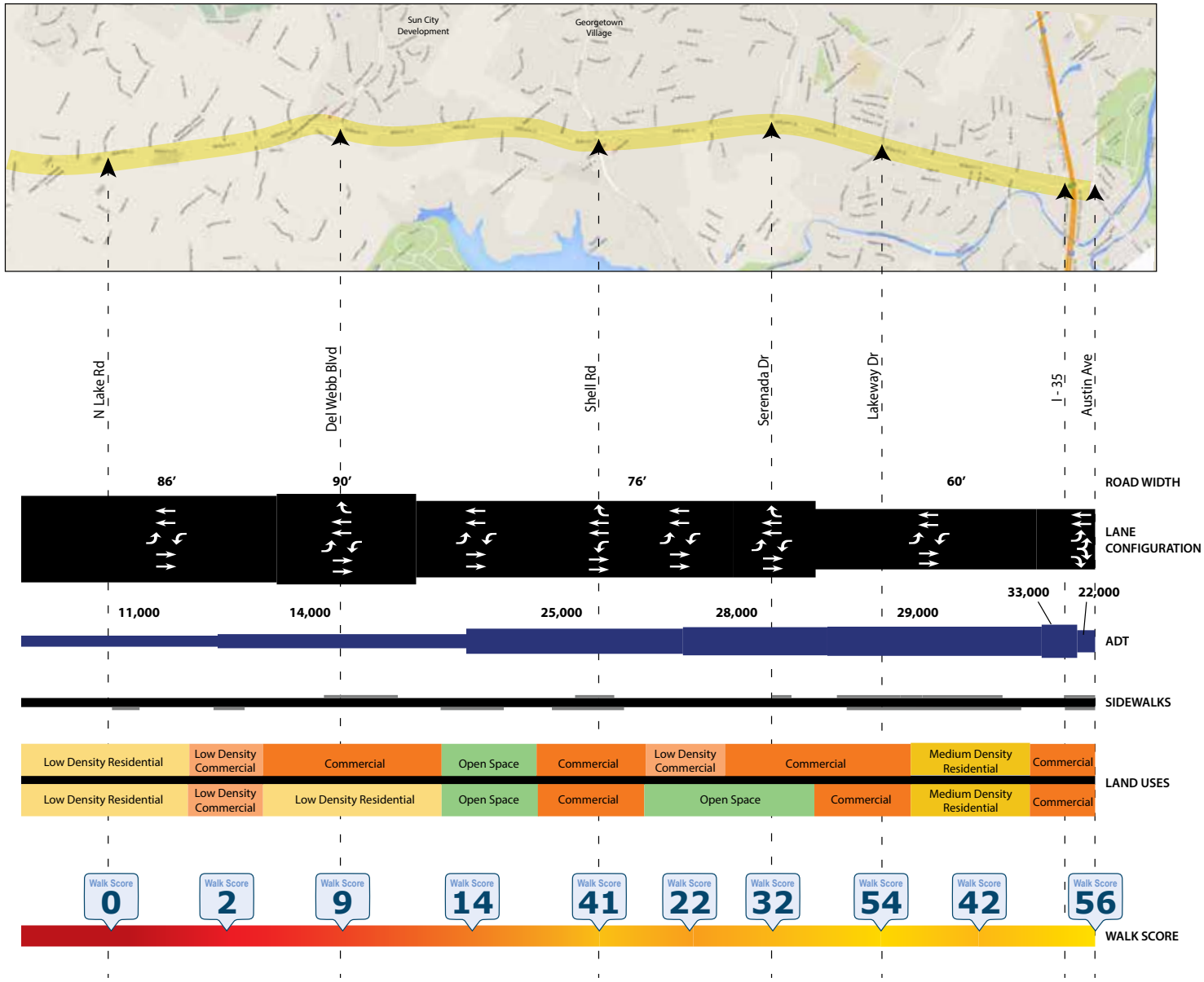
INTEGRATED PLANNING

Coordinating (or integrating) land use and transportation planning and development is a key element of "smart growth," sustainable development, and other similar concepts such as CAMPO's Platinum Planning program. These concepts all incorporate policies, principles, and strategies intended to preserve and enhance valued natural and cultural resources and facilitate healthy, sustainable communities and neighborhoods. These approaches along Williams Drive will enable a balance of mixed uses (including housing, educational, employment, recreational, retail, and service opportunities) which recognize the importance of spatial or geographic proximity, form, and design of those uses.

As such, the consideration of land use and transportation through the Williams Drive study enables the community to assess and evaluate how land use decisions effect the transportation system and can increase viable options for people to access and develop opportunities, goods, services, and other resources to improve the quality of their lives. In turn, the transportation planning elements are evaluating the effects that the existing and future transportation systems may have on land use development demand, choices, and patterns.

The graphic in Figure 10 represents a quick summary of some of the existing conditions along Williams Drive. The graphic illustrates changes in both the physical cross-section of the roadway as well as the character along Williams Drive. Between North Lake Road and I-35, the width of the roadway (curb to curb) changes from 90 feet wide to only 60 feet wide. The widest portion of the roadway is also the segment with the least amount of traffic volume, while the segment with the highest traffic volume has the most narrow measurement. The Walk Score numbers are from an online index that analyzes walkability based on nearby pedestrian amenities. A score between 50-69 indicates that an area is "somewhwat walkable" and some errands can be accomplished on foot. A score between 25-49 indicates that an area is "car-dependent" and most errands require a car. A score between 0-24 indicates that all errands require a car.

FIGURE 10: WILLIAMS DRIVE EXISTING CONDITIONS



THE FOLLOWING CHART DESCRIBES THE PRIMARY CHALLENGES IDENTIFIED WITHIN THE STUDY AREA AND INCLUDES POTENTIAL SOLUTIONS TO MITIGATE THOSE CHALLENGES.

	WILLIAMS DRIVE - PRIMARY CHALLENGES	
	Traffic Congestion / Circulation	Traffic Operations & Safety
ISSUE	• 29,000 vehicles use Williams Drive on a daily basis • 7,000 area residents commute outside of study area • 95% of area residents own at least 1 vehicle; 80% drive alone to work • Lack of alternative routes to I-35 and major destinations	• 150+ curb cuts (and increasing) along the corridor • Lack of alternative streets and network connectivity • Unsynchronized traffic signals • Heavy traffic volumes at intersections • Continuous two-way center left turn lanes throughout the corridor
CAUSES		
POTENTIAL FIX	• Improve traffic flow • Recognize the importance of land use decisions on traffic volume, street design, and access management • Create alternative routes and improve connectivity • Consider plans for additional future traffic capacity in the area	• Develop an access management plan for the corridor • Set block standards for street/ driveway connection • Establish a unified signal management plan • Establish new street design criteria

WILLIAMS DRIVE - PRIMARY CHALLENGES

Redevelopment and Reinvestment Barriers	Aesthetic Enhancements	Pedestrian/Bicycle Improvements
• Redevelopment of older parcels challenging due to new development requirements • Fragmented ownership and smaller, disjointed parcels • Zoning districts & land uses not customized to corridor	• Older developments built without zoning codes or through iterations of codes • Landscaping, signage, parking lots, front yard/gateway treatments – nonconforming to today's standards	• Sidewalks are neither continuous nor comfortable • Lack of dedicated bicycle paths and lanes • Existing and new driveways, speeds, and site design are not conducive to non-vehicular modes of transport

• Create development strategy that is not "one-size-fits-all"
  • Land Use
  • Development Standards
  • Utilities/Public Improvements
• Partner with landowners of catalytic sites
• Recruit retailers
	• Consider new Gateway design standards
	• Consider zoning solutions for older properties to offer flexibility for redevelopment
	• Adjust non-conforming site requirements to ensure incremental improvements and upgrades
		• Focus attention through Capital Improvement Program (CIP) planning
		• Provide incentives/grants
		• Consider on- and off-street bicycle facility improvements where appropriate

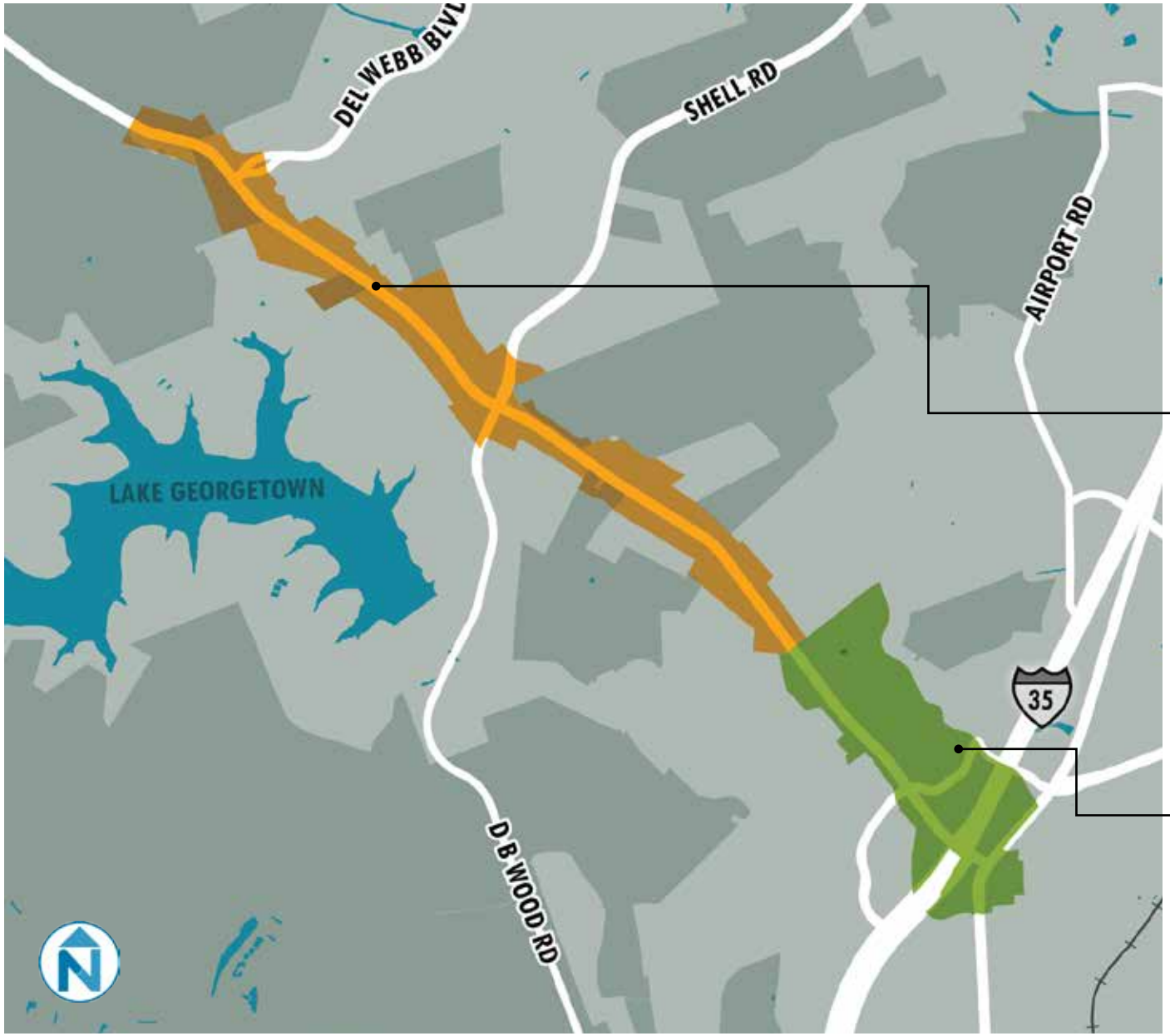
Concept Plan

INTRODUCTION

The concept plan for Williams Drive is divided into two study areas, described as the Corridor Plan and Center Area Plan. The plans provide the recommendations for specific improvements within each study area.

Transportation can often be the key to unlocking the full potential of a major corridor and the surrounding community. For Williams Drive, the goal is to employ a combination of best practices in street design and land use policy to transform Williams Drive. The project team evaluated a series of alternatives for streetscape improvements, pedestrian and bicycle accommodations, and land use changes along Williams Drive before coming up with a final concept plan. The concept plan integrates both land use and transportation, aligning all recommendations with the project goals established at the beginning of the planning process. The following chapter provides details on the recommendations of the concept plan.

FIGURE 11: WILLIAMS DRIVE STUDY AREAS



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**

CENTER AREA PLAN:
Development of a plan for a **vibrant mixed-use center and gateway** (Lakeway Dr to Austin Ave and includes land out to Northwest Blvd).

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CORRIDOR PLAN

CREATING A FUNCTIONAL, USABLE MOBILITY CORRIDOR

KEY CORRIDOR PLAN RECOMMENDATIONS

Improve the Functionality of the Corridor

1. Coordinate traffic signal timing.
2. Enhance raodway network connections.
3. Narrow travel lanes depending on the character of different portions of the roadway.
4. Ensure intersection design improves both vehicular and pedestrian safety and aids corridor efficiency.
5. Evaluate posted speed limits.
6. Improve sidewalk design across driveways.
7. Add medians to the corridor.
8. Provide frequent, pedestrian road crossing locations to support a walkable environment.
9. Where feasible and context appropriate, consolidate and reduce the number of driveways.
10. Continue to require cross-access between neighboring developments.
11. Promote shared parking opportunities.

Expand Bike and Pedestrian Options Along the Corridor

12. Fill in the gaps and complete the sidewalk system.
13. Implement a variety of bicycle facilities within the corridor.

Enhance the Character and Aesthetics of the Corridor

14. Require enhanced landscape buffers along the edge of the public sidewalk.
15. Develop landscape buffers that are more responsive to the varying character of the roadway.
16. Require improved lighting and signage on private property.
17. Add planting strips with street trees between the sidewalk and the roadway.
18. Require parking to be placed at the rear of the parcel.

CORRIDOR PLAN POLICY FRAMEWORK

The corridor plan is a context-sensitive plan for the approximate four miles of Williams Drive, between Jim Hogg Road and Lakeway Drive. The plan addresses access management strategies, multi-modal transportation elements, safety and operational improvements, and recommendations for a private realm built-form that supports different modes of transportation and a sense of place.

The typical configuration of Williams Drive consists of four lanes (two in each direction) with a continuous center turn lane (Figure 12). In some areas a wide shoulder exists along the corridor, while in other places the road is tightly constrained to travel lanes only. The largest intersection along Williams Drive is with D B Wood/Shell Road (Figure 13). At this intersection, Williams Drive nearly doubles in travel width to add right and left turn lanes on each leg of the intersection, in addition to sidewalks with a grass buffer. Throughout the corridor, the existing right of way dimension varies significantly from 75 ft near the I-35 intersection, to over 135 ft. On average, the right of way measures 100 feet.

FIGURE 12: WILLIAMS DRIVE TYPICAL CONFIGURATION

FIGURE 13: WILLIAMS DRIVE AT D B WOOD/SHELL ROAD

Projected Future Traffic Growth

It is standard practice among many transportation agencies to assume traffic will continue to grow at a roughly consistent rate for the foreseeable future.

This introduces some real and philosophical challenges: Do we assume traffic will grow over 25 years? If so, how can we ever accommodate it and what does it mean for the preservation and accommodation of other modes?

Typically, a 1% annual growth in traffic volumes is assumed and acceptable designs must meet this projected growth rate. Williams Drive, however, introduces a conundrum for this policy as the corridor experienced a 5% annual increase in traffic volumes during the period 2012-2014.

It is recommended that the City and State contemplate managing vehicular capacity of the Williams Drive corridor at current levels and focus instead on corridor operations and access management. At present, the Corridor is well below the theoretical capacity. It is only at the peak of the peak that congestion issues prompt consideration of capacity expansion or operational decisions that favor vehicle movements over alternative modes (i.e., traffic signal optimization and capacity expansion through the adjacent roadway network).

The recommended concept plan comfortably accommodates current traffic demands, but is not sustainable if unmitigated traffic growth is allowed on the corridor. This concept strives to enable the transfer of vehicular trips into the more space-efficient pedestrian, bicycle, and transit options. If successful, allowing the satisfaction of local trips via these alternate modes will free up capacity on the corridor for trips originating outside of the immediate area and allow more efficient trip chaining that does not necessitate an arterial trip for every errand.

Design Vehicles

Roadway designers often utilize the most conservative (largest) design vehicle (WB 50 to WB 67 – semi tractor trailers) regardless of their frequency. The predominant vehicle type on Williams Drive is the passenger vehicle (P). Larger design vehicles require larger curb radii (min 45' as opposed to 24' for autos turning at 10 mph). These larger radii result in faster travel speeds and turns by drivers of passenger vehicles, and longer crossing times for pedestrians. This can result in increased safety risks for drivers, pedestrians, and bicyclists.

Heavy vehicles (trucks and buses) constitute approximately 2% of vehicle volumes along the Williams Drive corridor during the peak periods. This is a typical number for an arterial and requires that geometries be appropriately designed for these larger vehicles where they are reasonably anticipated to be turning. However, given the concerns above, the radius of each intersection and curb cut should be individually designed with the objective of providing the minimum acceptable radius for reasonably anticipated vehicles.

In keeping with the goals to revitalize the corridor as a multimodal corridor, there should also be a second "design vehicle" – the pedestrian - specifically a youth or older pedestrian. The facility design should concurrently be reviewed and evaluated for ease of use and safety for this "design vehicle" together with the more traditional wheeled vehicle and the consequences to the safety and operation of the pedestrian vehicle if a larger wheeled design vehicle is used (i.e., longer pedestrian crosswalks, wider travel lanes, expanded intersections).

Key Policy Recommendations

The following key policy recommendations and best practices have been identified specifically for improvements to the Williams Drive corridor. These include overarching street design principles and standards that should be applied throughout the entire Williams Drive study area.

Achieving the recommended Corridor Plan will require reexamination and potential modification or amendment of three policies that typically govern planning and design on major arterials such as Williams Drive. These include:

- Access mangement;
- Assuming and designing for future traffic growth;
- Design vehicle; and
- Posted and design speeds.

IMPROVE THE OVERALL FUNCTIONALITY OF THE CORRIDOR

WHAT WE HEARD: The traffic signal timing isn't coordinated along the entire corridor.

WHAT WE PROPOSE:

1. Coordinate traffic signal timing.
2. Enhance roadway network connections.

FIGURE 14: EXISTING TRAFFIC SIGNAL TIMING CONDITIONS ON WILLIAMS DRIVE

Signal currently timed Signal not currently timed Signal replaced with new interchange

1. Coordinate traffic signal timing.

Traffic signals are one of the primary constraints on corridor capacity. The extent to which through traffic is impeded is heavily dependent on the quality of the signal timing. Poor signal timing can result in significant congestion that could otherwise be avoided, or, at the very least, minimized. The Williams Drive corridor is currently split into two primary signal systems. West of DB Wood Road to Jim Hogg Road, the signal system is coordinated to enable synchronization and allow "platooning" of vehicles. This segment of the corridor was last retimed in 2012. East of DB Wood Road to Austin Avenue, the signal system along the corridor is uncoordinated and the signals operate independently from each other, which minimizes the platooning effect and increases travel time. Signal retiming is one of the most cost-effective ways to impact corridor performance.

2. Enhance roadway network connections. Providing a strong connected network of roads and pedestrian facilities can help distribute traffic, reduce travel distances and times, improve routing for transit and reduce walking distances. Good connectivity also provides better routing opportunities for emergency and delivery (solid waste, recycling, mail) vehicles. All of these effects can play a positive role in reducing congestion on the street network.

Connectivity is achieved by providing connections within individual developments, between developments and by having a well-planned local and collector road network to compliment the arterial highway network. New connections within the Corridor and Center Areas, as shown on the map in Figure 15, could add up to four miles of streets to the network and provide alternative routing opportunities for vehicles, pedestrians and bicyclists.

FIGURE 15: PROPOSED ROADWAY NETWORK CONNECTIONS

FIGURE 16: ANALYSIS OF COORDINATED TRAFFIC SIGNAL TIMING

Scenario	Williams Drive Travel Time - Austin Avenue to Jim Hogg							
	AM				PM			
	Eastbound		Westbound		Eastbound		Westbound	
	Minutes	%	Minutes	%	Minutes	%	Minutes	%
Existing Timing	11.1	n/a	13.7	n/a	12.5	n/a	14.7	n/a
Improved Signal Timing	10.5	-5.6%	10.5	-23.9%	12.3	-1.5%	10.6	-27.5%
Add FYA	10.3	-6.8%	10.5	-23.9%	11.9	-5.0%	10.4	-28.8%
Add Geometric Improvements	10.3	-7.4%	9.8	-28.4%	10.4	-16.4%	10.0	-31.6%

Recommendations along the corridor include the following to be provided over a phased timeline:

Short Term:

- Corridor retiming

Mid Term:

- Add Flashing Yellow Arrows to enable left-turn phases
- Geometric intersection improvements (to enable traditional phases at Wildwood and Lakeway/Booty's Crossing intersections)

Analysis of these improvements has shown substantial travel time improvements along the corridor. As illustrated by the chart in Figure 16, the greatest improvements occur during the afternoon peak period. This is to be expected, since the heaviest travel demand is during the afternoon. Re-timing the corridor has the biggest impact, with a 27.5% reduction in travel times. Adding the Flashing Yellow Arrow and making geometric improvements at the Wildwood and Lakeway/ Bootys Crossing intersections provide additional benefit, reducing travel times by 31.6% when compared to existing timings.

WHAT WE HEARD: I don't walk along Williams Drive because of inadequate pedestrian facilities.

WHAT WE PROPOSE:

3. Narrow travel lanes depending on the character of different portions of the roadway.
4. Ensure intersection design improves both vehicular and pedestrian safety and aids corridor efficiency.
5. Evaluate posted speed limits.
6. Improve sidewalk design across driveways.

3. Narrow travel lanes depending on the character of different portions of the roadway.

Travel lane widths should match the desired vehicle speed and the most frequent design vehicle on the road. Passenger vehicles can operate safely at speeds of up to 35 mph in travel lanes that are 10 feet wide, while vehicles such as buses and tractor-trailers may require slightly wider lanes. Buses can be as wide as 10.5 feet from mirror to mirror and can operate more comfortably in a travel lane that is 11 feet wide, particularly on roadways with target speeds of 30 to 35 mph.

While it is acknowledged that the standard TxDOT lane width is 12 feet, a narrower 11-foot lane width is recommended to minimize pedestrian crossing distances and help manage speeds. This is justified by the fact that much of the Williams Drive study area is not a free flowing rural arterial, but is rather an interrupted-flow (e.g., signalized) suburban corridor. The AASHTO Green Book confirms that for signalized, lower speed (e.g., 45 mph or less) arterials, narrower lane widths are sufficient and often advantageous.[1]

11-foot lanes retain or enhance the safety performance of the street as research has found that "lane width effects [on safety]... were generally either not statistically significant or indicated that narrower lanes were associated with lower rather than higher crash frequencies."[3] Narrower lanes are a common traffic calming device used to slow driver speeds. FHWA advises that, "Narrower lane widths may be chosen to manage or reduce speed and shorten crossing distances for pedestrians... without a design exception."[3]

Capacity of the corridor will also be maintained with narrower lane widths. The Highway Capacity Manual (HCM) provides for a capacity reduction factor of 3.33 percent per foot for lane width less than 12 feet.[4] However, a 2007 literature review of research found that, "so long as all other geometric and traffic signalization conditions remain constant, there is no measurable decrease in urban street capacity when through-lane widths are narrowed from 12 feet to 10 feet."[5] [6]

4. Ensure intersection design improves both vehicular and pedestrian safety and aids corridor efficiency.

Intersections are a critical component to the street network. As the location where all of the different users and uses of the street combine and interact, intersections can be the most challenging element of the street to design.

The design of intersection corners directly impacts the speed at which a vehicle is able to turn, as well as the location and length of crosswalks at the intersection. The curb radius refers to the arc of the built curb at the corner of an intersection, which determines the effective turning radius of a vehicle (Figure 17).

Curb radii should be kept as tight as possible. Wide radii encourage sweeping turns, which put pedestrians at risk. Shorter curb radii encourage stopping at the corner before turning, enhancing pedestrian safety.

Where two receiving lanes are available for a single turning lane, the turning radius of trucks should be calculated allowing vehicles to track into the outer (second) lane. In some cases, the stop bar in the oncoming traffic lane can be shifted back from the intersection to accommodate the turning radius of larger vehicles (Figure 18). Turning speeds for any vehicle should not exceed 15 mph, which may mean that truck turning speeds (on green) be reduced even more. Channelized right turn lanes with raised islands (e.g., pork chops) must be designed for larger vehicle templates (WB 50 to WB 60) in areas where those vehicles are expected.

FIGURE 17: TURNING RADIUS OF A CAR COMPARED TO TURNING RADIUS OF A TRUCK

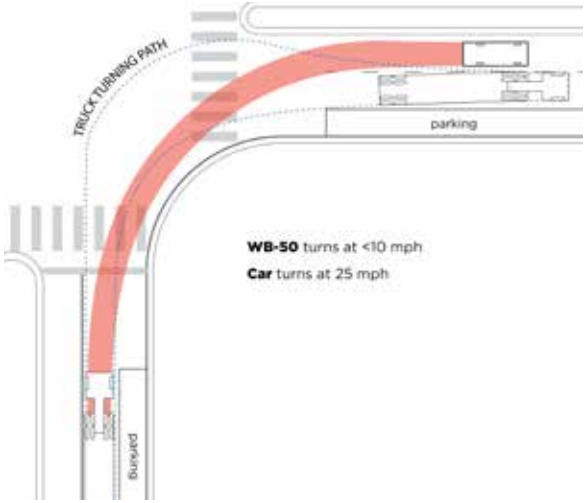
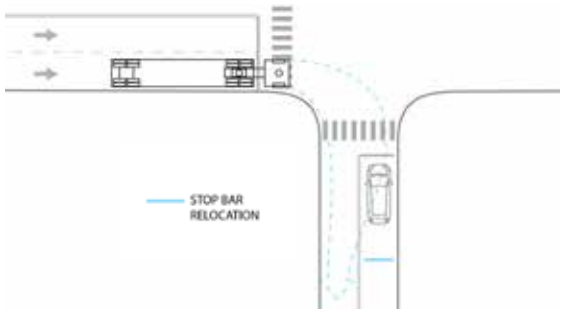


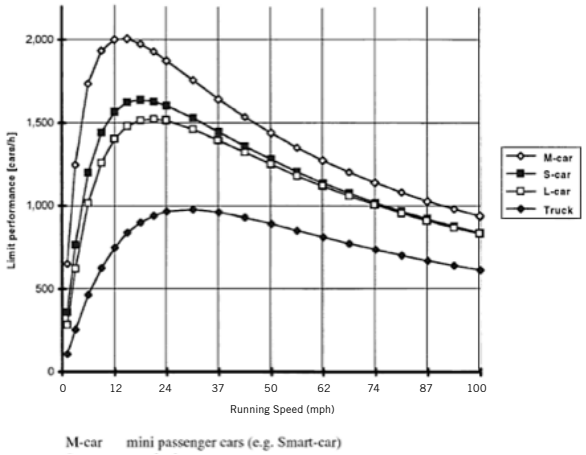
FIGURE 18: RECESSED STOP BAR TO ACCOMMODATE TRUCKS AND OTHER LARGE VEHICLES



5. Evaluate posted speed limits.

Posted speeds on the corridor vary from 50 mph in the corridor (western) portion to 35 mph in the center (eastern) portion of the study area. It is recommended that upon concurrence of an engineering study the segment between River Bend Drive and Lakeway Drive currently posted at 45 mph be reduced to 35 mph. Additionally, the segment between Lakeway Drive and Wildwood Drive currently posted at 50 mph should also be reduced to 35 mph upon concurrence of an engineering study. This reduction would create a uniform speed expectation through the corridor's activity nodes, improve safety and could potentially increase vehicle throughput (Figure 19).

FIGURE 19: TRAVEL SPEED AND VEHICLE THROUGHOUT



M-car mini passenger cars (e.g. Smart-car)

FIGURE 20: RELATIONSHIP BETWEEN SPEED AND SEVERITY OF INJURY FOR A PEDESTRIAN

There is a direct correlation between vehicle speed and injury severity for a pedestrian hit by a car (Figure 20). The faster a vehicle is traveling, the greater the probability of death for a pedestrian when hit.

As a vehicle increases speed, the cone of vision for the driver is decreased, reducing their ability to see, respond to, or enjoy events in their surroundings (Figure 21).

The speed that motorists travel along a roadway is directly related to the design of that roadway. The design of the roadway is based on a "design speed" that, by current standards, accommodates the fastest group of motorists. The actual posted speed is based upon the 85th percentile, meaning the road, by its very nature, encourages speeding.

FIGURE 21: DRIVER'S CONE OF VISION SHRINKS AS VEHICLE SPEED INCREASES

According to the Texas Department of Transportation (TxDOT) Road Design Manual, the selected design speed for a roadway should be influenced primarily by the character of terrain, economic considerations, extent of roadside development (i.e., urban or rural), and highway type.[7]

The TxDOT Road Design Manual also states that on level arterials, a design speed of 60 mph should be used[8] (Figure 22). This design criteria is in opposition to the other principles that the design speed should:

» be logical with respect to topography, anticipated operating speed, adjacent land use, and functional classification

» be as high as practicable to attain a desired degree of safety, mobility and efficiency [and]

» be consistent with the speed a driver is likely to expect. Drivers do not adjust their speeds to the importance of the highway, but to their perception of the physical limitations and traffic

Given these considerations, it is recommended that the posted speed (50 mph or 35 mph depending on location) be used as the design speed to maintain safety and reduce risk for all travelers – particularly non-motorized ones. A design speed that matches the posted speed conveys the appropriate environmental cues to drivers to travel at the posted speed.

FIGURE 22: TXDOT GEOMETRIC DESIGN STANDARDS

(US Customary)			
Item	Functional Class	Desirable	Minimum
Design Speed (mph)	All	Up to 60	30
Minimum Horiz. Radius	All	See Tables 2-3 and 2-4, Figure 2-2	
Maximum Gradient (%)	All	See Table 2-9	
Stopping Sight Distance	All	See Table 2-1	
Width of Travel Lanes (ft)	Arterial Collector Local	12 12 11-12	11[1] 10[2] 10[2,3]
Curb Parking Lane Width (ft)	Arterial Collector Local	12 10 9	10[4] 7[5] 7[5]
Shoulder Width[6] (ft), Uncurbed Urban Streets	Arterial Collector Local	10 8 --	4 3 2
Width of Speed Change Lanes (ft)	Arterial and Collector Local	11-12 10-12	10 9
Offset to Face of Curb (ft)	All	2	1
Median Width	All	See Medians	
Border Width (ft)	Arterial Collector	20 20	15 15
Right-of-Way Width	All	Variable [7]	
Clear Sidewalk Width (ft)[10]	All	6-8[8]	5
On-Street Bicycle Lane Width	All	See Chapter 6, Bicycle Facilities	
Superelevation	All	See Chapter 2, Superelevation	
Horizontal Clearance Width	All	See Table 2-11	
Vertical Clearance for New Structures (ft)	All	16.5	16.5[9]
Turning Radii	-	See Chapter 7, Minimum Designs for Truck and Bus Turns	

FIGURE 23: EXAMPLE OF SIDEWALK DESIGN ACCROSS DRIVEWAY

6. Improve sidewalk design across driveways.

To the maximum practical extent, driveways should be oriented at a 90-degree angle to Williams Drive. Anticipated entry speeds for driveways should be no more than 15 mph for all vehicles. Exiting vehicles should be controlled via stop signs and associated stop bars protecting the sidewalk area.

Driveways must be designed so that the pedestrian path is kept at grade, while vehicles must change grade to ramp up to the pedestrian way, prioritizing pedestrian and bicycle through movements over vehicle driveways.

Sidewalk and cycle track materials should carry across the driveway to reinforce the visual cues that pedestrians have the right of way.

WHAT WE HEARD: It is unsafe to cross Williams Drive.

WHAT WE PROPOSE:

7. Add medians to the corridor.
8. Provide frequent, pedestrian road crossing locations to support a walkable environment.

7. Add medians to the corridor.

Throughout the study area, the center of Williams Drive is a continuous two-way center left-turn lane (often called a "chicken lane"). There are no existing medians along the corridor.

Medians serve multiple purposes along a roadway. They support calming traffic by visually narrowing the roadway, impacting the speeds at which motorists feel comfortable traveling. At pedestrian crossing locations, medians serve as a refuge island and help to reduce the overall length of the crossing. Medians can also be designed with turn pockets that reduce potential conflicts between pedestrians and turning vehicles. Landscaped medians also improve the aesthetic value of a roadway, and can reduce the heat island generated by unshaded pavement.

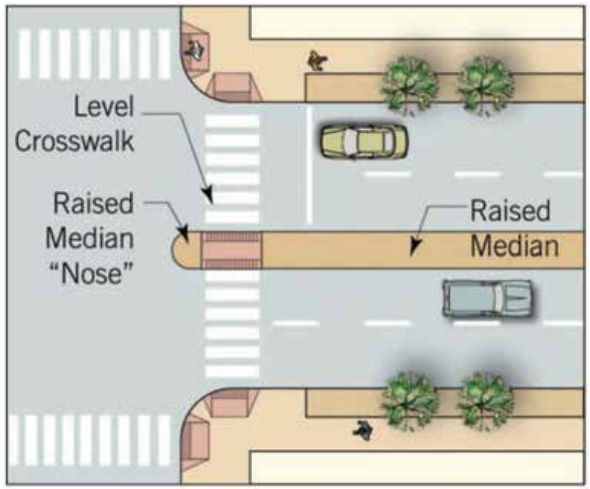
8. Provide frequent, pedestrian road crossing locations to support a walkable environment.

Pedestrians cross Williams Drive at a variety of locations. Marked pedestrian crossings provide a safe, designated space for pedestrians to cross the street. Marked crossings also alert motorists that a pedestrian may be present. More frequent, well-designed crossing locations support a walkable environment and encourage more people to walk.

Cross streets where pedestrian crossings are in excess of 40 feet should be evaluated for methods to introduce dividers between the inbound and outbound traffic flows. Dividers should be a minimum of 4 feet wide, and protected by curbs, to provide a sufficient pedestrian refuge when crossing intersections or wide curb cuts or access points.

Medians should extend beyond the pedestrian crossing to provide a protected "nose" between the intersection area and the crosswalk (Figure 24). The crosswalk should remain flush with the road, while the curbed median should be raised on either side of the crosswalk.

FIGURE 24: PROTECTED PEDESTRIAN CROSSING

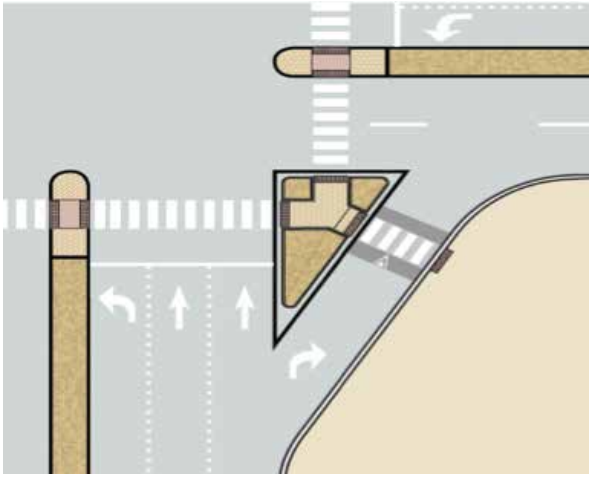


Pedestrian crossings across Williams Drive should be designated only at signalized intersections. Crossings that serve youth or senior facilities (such as the YMCA and senior housing developments) should have high visibility markings. Designated crosswalks should be provided across all legs of signalized intersections, and they should be aligned to minimize crossing distances.

Pedestrian refuge islands should be provided at intersections with channelized right turns, (also known as “pork chops”) to shorten the crossing distance (Figure 25).

Two perpendicular curb ramps should be located on each corner at all intersections with crosswalks across all approaches. Returned curb design is recommended to help channelize bicycles and pedestrians into the crosswalk and maintain planting area all the way to the curb at intersections.

FIGURE 25: PORK CHOP WITH PEDESTRIAN CROSSING



WHAT WE HEARD: There are too many curb cuts along the corridor, which inhibit traffic operations and safety.

WHAT WE PROPOSE:

9. Where feasible and context appropriate, consolidate and reduce the number of driveways.
10. Continue to require cross-access between neighboring developments.
11. Promote shared parking opportunities.

9. Where feasible and context appropriate, consolidate and reduce the number of driveways.

Wherever possible and practical, curb cuts should be consolidated and reduced through a corridor-wide driveway reduction strategy.

There are approximately 150 driveways along the Williams Drive corridor within the study area, with many of the driveways accessing commercial and retail land uses. Large-scale retail development in centers creates internal circulation along a corridor, as customers may visit several establishments on one trip to the area. This reduces the impact on the adjacent roadway. A driveway study should be conducted to identify locations where driveways can be removed.

Smaller, individual parcels add short trips to the corridor that would be better served by connections between adjacent parcels and a supporting local street network.

10. Continue to require cross-access between neighboring developments.

The City currently requires cross-access between adjacent non-residential parcels at the time of initial development or complete redevelopment. Unfortunately, a variety of locations on the Williams Drive corridor are still dominated by individual parcels with no connection to adjacent development. This land use pattern slows traffic on the adjacent roadway during peak hour periods.

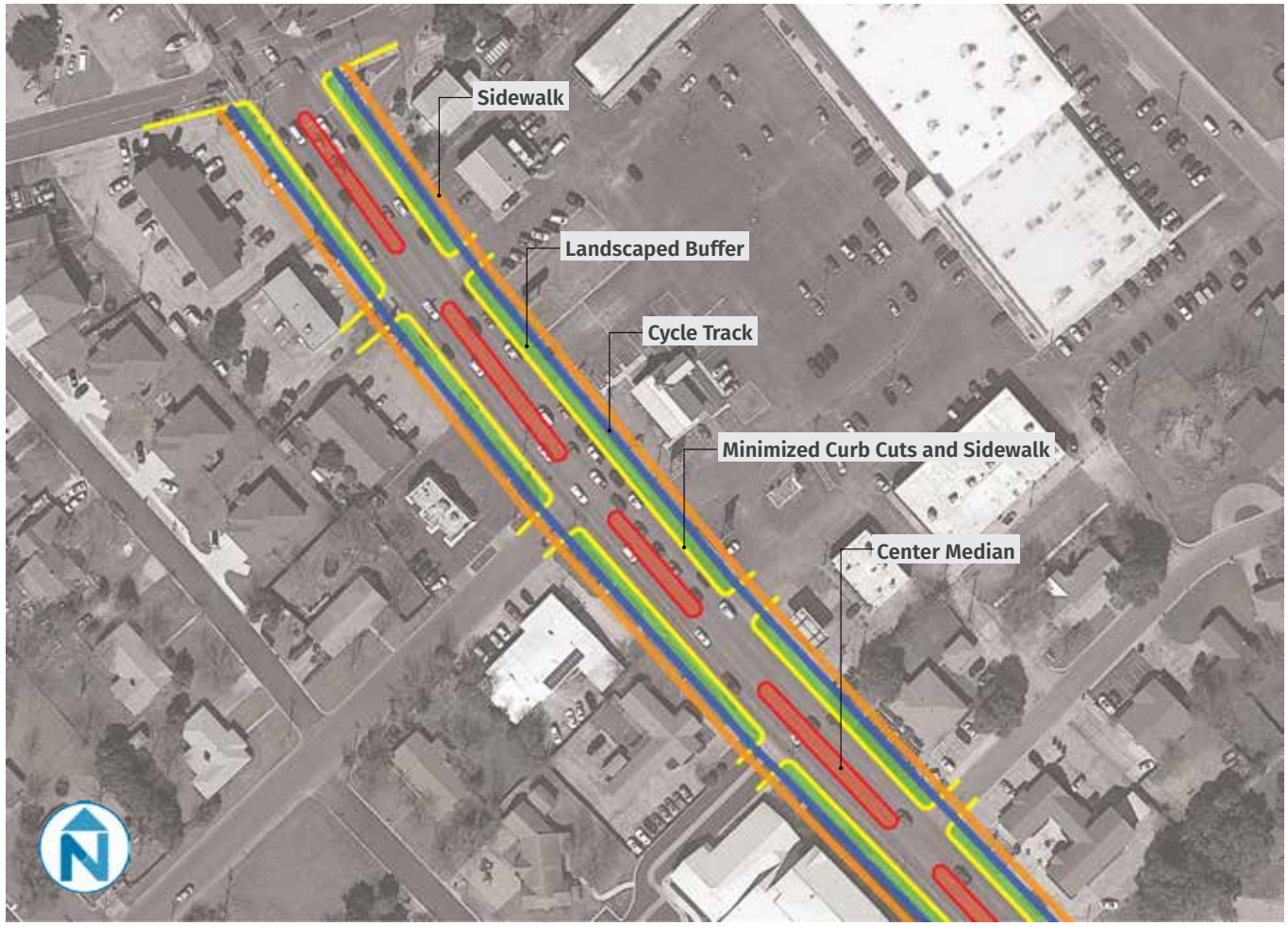
Wherever possible and practical, curb cuts should be consolidated and reduced. Single properties should have no more than two curb cuts on any frontage. Curb cut width should also be reduced to the minimum necessary to service the type of vehicles anticipated for the adjacent development. Where a property has frontage on both Williams Drive and a side street, access onto Williams Drive should be limited to one two-way access point or two one-way driveways.

Adjacent properties are encouraged to link parking and circulation areas behind buildings where appropriate and away from Williams Drive, thereby allowing circulation not dependent on Williams Drive itself. This may require cross-access easements between properties to maintain cross-access throughout the life of the property.

The minimum distance between curb cuts for driveways and intersections should be no more than the design standards set forth in Section 12.03.020 of the Universal Development Code, as measured in a straight-line along the curb between the curved portions of the curb.

The introduction of regularly-spaced public streets should be supported and encouraged as a means to provide multiple routes of access for vehicles, cyclists and pedestrians, introducing redundancy and relieving the burden on the main line arterial.

FIGURE 26: ACCESS MANAGEMENT CONCEPT FOR WILLIAMS DRIVE



Note: Concept drawing only. No engineering completed to date.

11. Promote shared parking opportunities.

Shared parking means that a parking facility/ lot serves multiple destinations. This requires multiple destinations within walking distance of the same parking lot, and is most effective when those destinations either share patrons, so that people park once and visit multiple destinations, or have different periods when parking demand is highest. Along Williams Drive with the promotion of cross-access between abutting developments shared parking can be an effective tool when there is a mix of uses on a single site or when sites with different uses are located suitably close together.

EXPAND BIKE AND PEDESTRIAN OPTIONS ALONG THE CORRIDOR

WHAT WE HEARD: I can't walk along Williams Drive because there are too many sections without any sidewalks.

WHAT WE PROPOSE:

12. Fill in the gaps and complete the sidewalk system.

12. Fill in the gaps and complete the sidewalk system.

Sidewalks in the study area are used by people of all ages and abilities and for a variety of purposes. Well-designed sidewalks support and enable walking as an appealing form of urban transportation. Sidewalks must, at a minimum, provide a clear, unobstructed pathway sufficient to accommodate persons with disabilities. Sidewalks should be inviting places, with adequate light and shade to create a more comfortable pedestrian environment. The best sidewalk design is wide enough to enable two people to walk side-by-side, engaging in conversation, and pass one individual in the oncoming direction.

There should be no street furniture or other obstructions (utility boxes or poles, trees or other plants) located within the sidewalk, and all sidewalks should connect to intersection corners.

FIGURE 27: EXISTING SIDEWALK CONDITIONS AND PRIORITY PROJECTS

Businesses and property owners, with assistance from the City, should retrofit any existing non-compliant facilities to ensure accessibility for all users.

Existing developments should also retrofit improved connections to at least allow non-motorized users to connect through to other development or adjacent streets. Future development should be required to establish these non-motorized connections.

WHAT WE HEARD: I can't ride my bike along Williams Drive because there are no dedicated bicycle facilities.

WHAT WE PROPOSE:

13. Implement a variety of bicycle facilities within the corridor.

13. Implement a variety of bicycle facilities within the corridor.

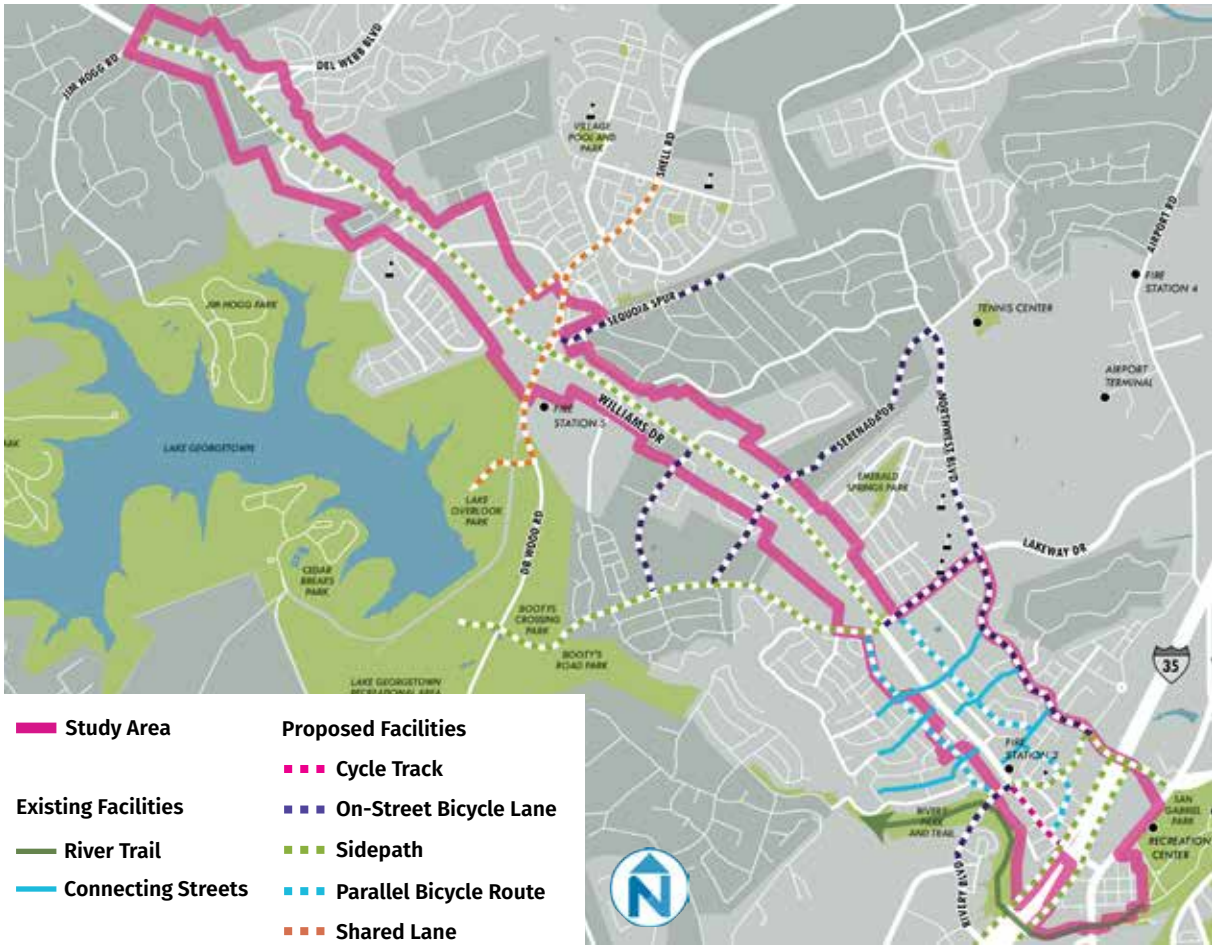
Bicycle facilities must respond to the surrounding land uses and transportation environment. When designing streets, traffic volumes, traffic speeds, and land use should influence the selected type of bicycle facility. A high quality facility feels safe and is separated from vehicles and results in minimal conflicts with pedestrians.

A separate, shared bike and pedestrian path should be created along the entire segment of Williams Drive from Jim Hogg to Lakeway.

Bicycle amenities, including bike racks and a City-wide bicycle facility map should also be prioritized as facilities are developed, to further support and encourage bicycling in the community. All new development and redevelopment should include bike facilities.

Linkages to adjacent neighborhoods can be made through a network of bicycle facilities as shown in Figure 28.

FIGURE 28: PROPOSED WILLIAMS DRIVE BICYCLE CONNECTIONS



BICYCLE FACILITY “TOOLKIT”

Side Path

A sidepath, also known as a shared use path or multiuse path, is a paved off-street facility shared by both bicyclists and pedestrians. These facilities are generally wider than a typical sidewalk and are most suitable in areas that have lower levels of concentrated pedestrian and business activity. Shared use paths may be used as an alternative to on-street bicycle facilities for streets with higher volumes and/or higher speeds. Intersections, driveways, and other points of conflict between vehicles and path users must be limited and carefully designed to ensure safety.

Cycle Track

Cycle tracks are on-street bicycle facilities with physical separation between the bicycle facility and the roadway, often through a curb, parked vehicles, planted median, or flexible post.

Buffered Bicycle Lane

Buffered bicycle lanes are dedicated bicycle facilities with separation between the bicycle lane and other roadway uses. Buffering is provided by a flush, painted zone between the bicycle facility and adjacent vehicle lanes. Buffered bicycle lanes increase the distance between vehicles and cyclists, increasing the comfort level for cyclists over standard bicycle lanes. Buffers should be 2 feet wide, and can be used between both parked and moving vehicles. Buffered bike lanes are preferred over standard bike lanes on streets with higher traffic speeds.

Bicycle Lane

Bicycle lanes are dedicated bicycle facilities delineated by striping, signage, and pavement markings. A standard bicycle lane is typically located between the right-most travel lane and the curb, running in the same direction as all other vehicle traffic, though alternative configurations are possible. On-street bicycle lanes provide people on bicycles with designated space and establish a space where motorists can expect bicyclists. The National Association of City Transportation Officials (NACTO) recommends a bicycle lane width of 6 feet, within a minimum of 4 feet in constrained conditions (though not adjacent to parking).

Signed Bicycle Route

Signed bicycle routes are designed to encourage slow vehicular traffic and ensure low volume streets are comfortable for people walking and bicycling. These streets should feature traffic calming design elements to help maintain slower traffic and limit volumes.

ENHANCE THE CHARACTER AND AESTHETICS OF THE CORRIDOR

WHAT WE HEARD: There is a lack of identity and sense of place along Williams Drive.

WHAT WE PROPOSE:

14. Require enhanced landscape buffers along the edge of the public sidewalk.
15. Develop landscape buffers that are more responsive to the varying character of the roadway.
16. Require improved lighting and signage on private property.
17. Add planting strips with street trees between the sidewalk and the roadway.
18. Require parking to be placed at the rear of the parcel.

14. Require enhanced landscape buffers along the edge of the public sidewalk.
The separation of the sidewalk from the active travel lanes improves pedestrian safety and enhances walkability. The Williams Drive corridor, especially west of Shell Road, has a substantial landscaped or natural feel that should be continued. The placement of landscaping between the sidewalk and main lanes yields a more pleasant walking experience.

FIGURE 29: EXAMPLE OF A SIDEWALK BUFFER

15. Develop landscape buffers that are more responsive to the varying character of the roadway.
Retaining a natural buffer closer to Jim Hogg will serve to send the message that the corridor is serving as a "gateway" to the Hill Country. As you travel in towards downtown, the landscaped area diminishes in available width (based on recent development activity), and it makes the retention of a natural buffer unacceptable (it would look too thin and sparse), therefore a more landscaped look is recommended for these segments.

16. Require improved lighting and signage on private property.

When the impacts of private development, such as glaring light or haphazard signage, spill over into the adjacent roadway, they have the potential to serve as distractions for drivers. In order to improve public safety, minimizing private development impacts on adjacent roadways should be a primary goal.

Generating a consistent look and feel for signs and other site elements such as lighting fixtures also enhances the overall look and feel of the corridor. With additional landscaping at the street, entry signs at driveways become more important, although sight lines at these turning points must also be considered.

17. Add planting strips with street trees between the sidewalk and the roadway.

Currently, the streetscape (sidewalk and landscape planting area) on Williams Drive does not adequately accommodate pedestrian or bike activity. It is very auto-oriented and walking or biking is unappealing. The lack of amenities makes pedestrians feel uncomfortable. Adding planting strips between the sidewalk and the roadway along the entire length of the corridor will help make pedestrians feel safer walking on the sidewalk (where one exists).

FIGURE 30: EXAMPLE OF AN ENHANCED PLANTING STRIP WITH STREET TREES

18. Require parking to be placed to the rear of the parcel.

The location of parking lots to the rear of properties enables the concentration of people and places along the street, creating an environment that is more accessible, interesting, and safe for walkers and bicyclists. However, parking must be as visible as possible and accessible otherwise it could be avoided by motorists to the detriment of the commercial uses. In conjunction with cross access shared parking opportunities would be promoted.

PROPOSED CORRIDOR TRANSECTS

Within the Corridor Plan area from Jim Hogg Drive to Lakeway, Williams Drive transverses three areas with distinctly different characters. The sections differ in width of pavement, the speed of traffic, as well as in the use and form of adjacent development. These characteristics contribute to each section's identity and the experience of visiting, or traveling through.

During the charrette, community members identified a lack of identity and sense of place along Williams Drive. The following character areas have been identified based on existing changes in character along Williams Drive.

» Jim Hogg Rd. to Cedar Lake Blvd.

» Cedar Lake Blvd. to Serenada Dr.

» Seranada Dr. to Lakeway Dr.

Frontage

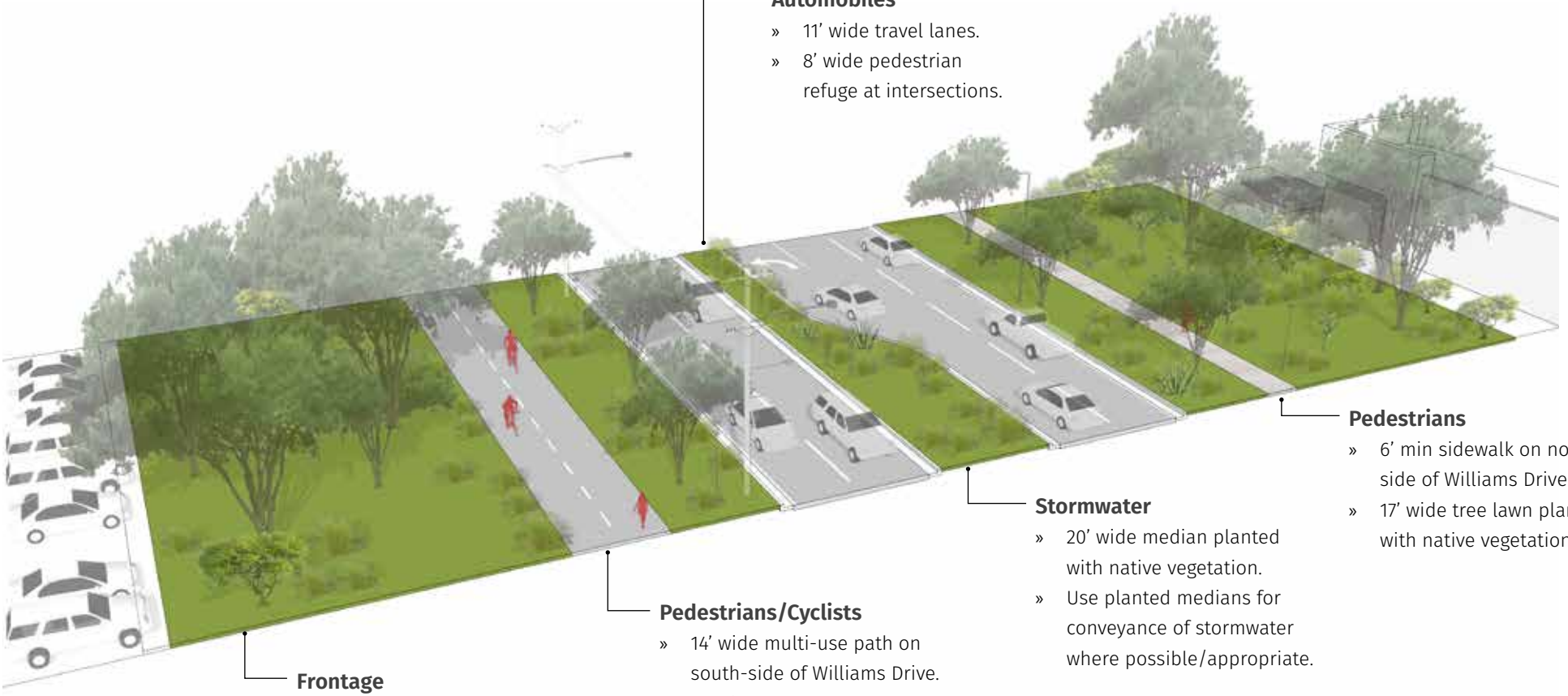
Frontages establish the way development addresses the street. The proposed frontages work to improve the safety and aesthetics along the length of the study area and strengthen the differences and identity of each section of the corridor.

Proposed frontages range from a deep buffer of preserved hill country landscape, to a more typical landscaped buffer on the eastern end of the Corridor Plan area. Frontages would be placed within the existing right-of-way or shared between the right-of-way and private property where appropriate.

FIGURE 31: RECOMMENDED CORRIDOR TRANSECTS

JIM HOGG TO CEDAR LAKE

RECOMMENDATIONS



Automobiles

- 11’ wide travel lanes.
- 8’ wide pedestrian refuge at intersections.

Pedestrians

- 6’ min sidewalk on north-side of Williams Drive.
- 17’ wide tree lawn planted with native vegetation.

Stormwater

- 20’ wide median planted with native vegetation.
- Use planted medians for conveyance of stormwater where possible/appropriate.

Pedestrians/Cyclists

- 14’ wide multi-use path on south-side of Williams Drive.
- 17’ wide tree lawn planted with native vegetation.

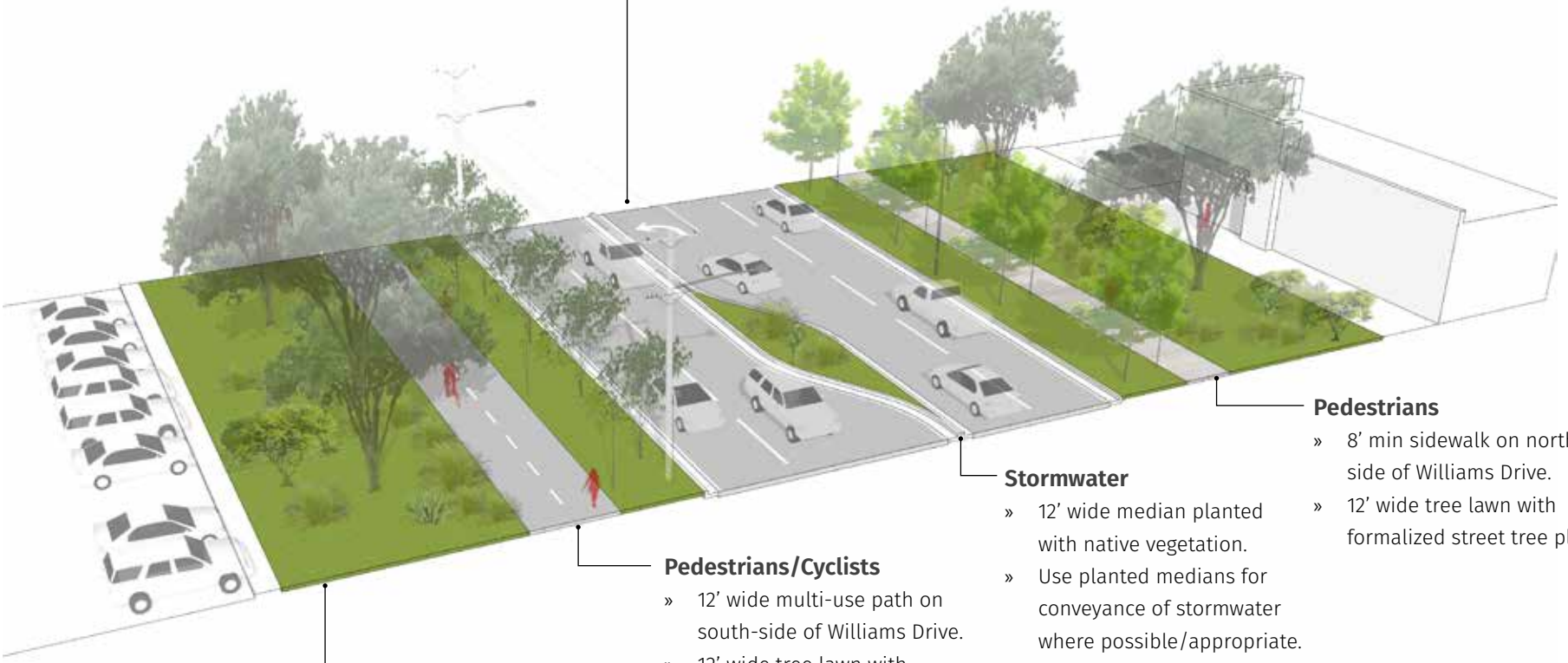
Frontage

- Hill Country feeling preserved.
- Minimum 30', maximum 50’ wide landscape buffer planted with native vegetation.
- Buildings pulled up to internal sidewalk or set behind a double row and aisle of parking.
- Curb cuts consolidated, backage road provides inter-parcel connectivity.

EXISTING CONDITIONS	
Right-of-Way	100’ to 145’
Shoulder Width (2)	10.5’
Travel Lane Width (4)	12’
Center Turn Lane Width (1)	16’
Total Pavement Width	85’

CEDAR LAKE TO SERENADA

RECOMMENDATIONS



Automobiles
- 11’ wide travel lanes.

Pedestrians
- 8’ min sidewalk on north-side of Williams Drive.
- 12’ wide tree lawn with formalized street tree planting.

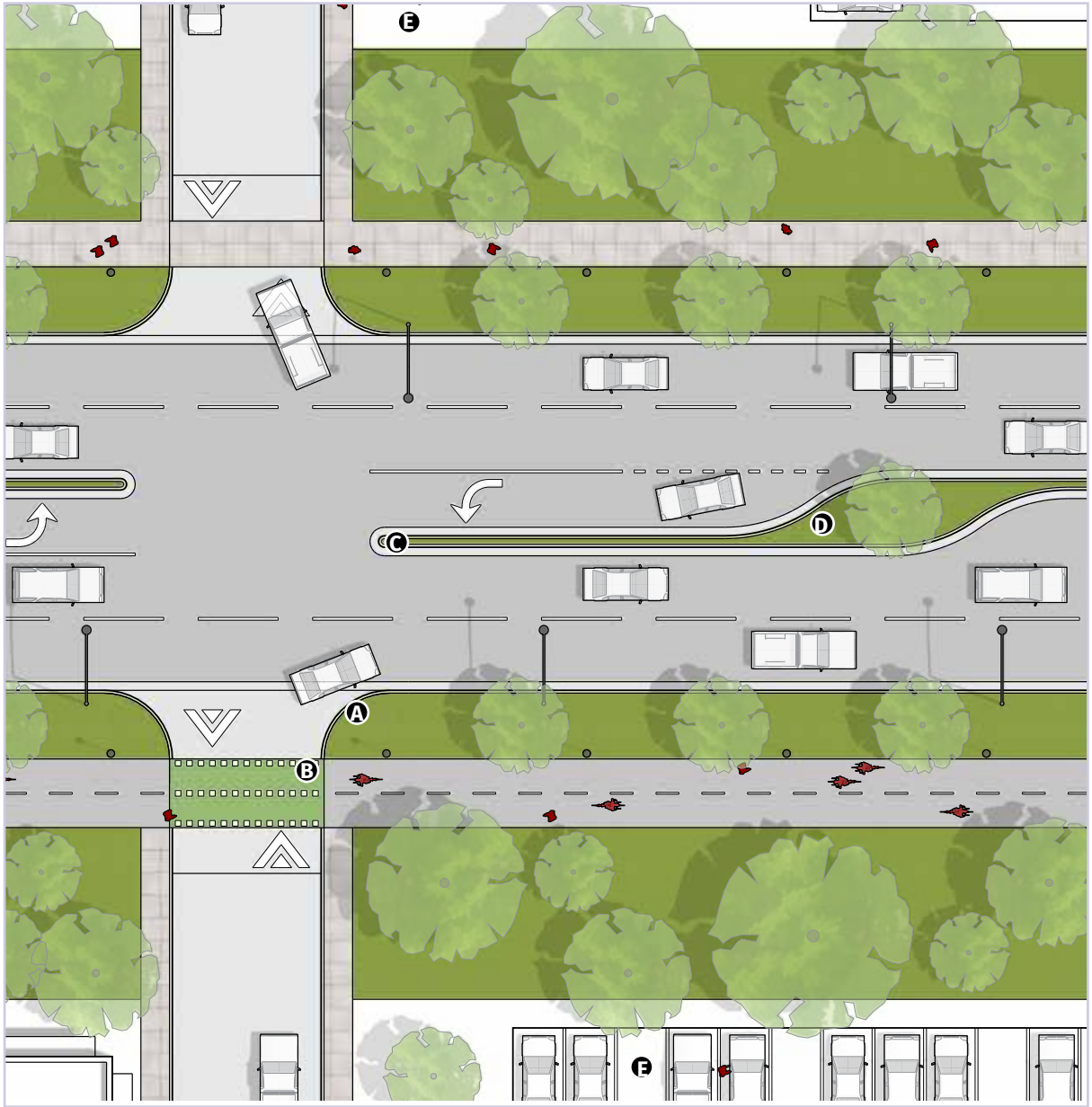
Stormwater
- 12’ wide median planted with native vegetation.
- Use planted medians for conveyance of stormwater where possible/appropriate.

Pedestrians/Cyclists
- 12’ wide multi-use path on south-side of Williams Drive.
- 12’ wide tree lawn with formalized street tree planting.

Frontage
- 25’ wide landscape buffer planted with native vegetation.
- Buildings pulled up to internal sidewalk or set behind a double row and aisle of parking.
- Curb cuts consolidated, backage road provides inter-parcel connectivity.

EXISTING CONDITIONS	
Right-of-Way	100’ to 135’
Shoulder Width (2)	10’
Travel Lane Width (4)	11.5’
Center Turn Lane Width (1)	12’
Total Pavement Width	80’

Plan View: Typical Improvement Examples (Cedar Lake to Serenada)



- **A** Existing curb cuts consolidated and reduced. Adjacent parking and circulation areas are linked away from Williams Drive.
- **B** Side path at grade, materials carried across driveway to reinforce visual cues that pedestrians and cyclists have right-of-way.
- **C** To maintain traffic flow, new medians include left turn lanes at major intersections and key driveways.
- **D** Stormwater management features incorporated into center medians.
- **E** Shared parking lot serves multiple destinations. Destinations either share patrons, so that people park once and visit multiple destinations, or have different periods when parking demand is highest.
- **E** Parking located at the rear of buildings where appropriate contributes to increased aesthetic appeal of the corridor.

SERENADA TO LAKEWAY

RECOMMENDATIONS

Automobiles

» 11’ wide travel lanes.

Pedestrians

» 8’ min sidewalk on north-side of Williams Drive.

» 10’ wide tree lawn with formalized street tree planting.

Stormwater

» 12’ wide median planted with native vegetation.

» Use planted medians for conveyance of stormwater where possible/appropriate.

Pedestrians/Cyclists

» 12’ wide multi-use path on south-side of Williams Drive.

» 10’ wide tree lawn with formalized street tree planting.

Frontage

» 15’ wide landscape buffer planted with formal vegetation.

» Buildings pulled up to internal sidewalk or set behind a double row and aisle of parking.

» Curb cuts consolidated, backage road provides inter-parcel connectivity.

EXISTING CONDITIONS	
Right-of-Way	85’ to 145’
Shoulder Width (2)	10’
Travel Lane Width (4)	11.5’
Center Turn Lane Width (1)	12’
Total Pavement Width	80’

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CENTER AREA PLAN

CREATING A VIBRANT, MIXED USE, WALKABLE ACTIVITY CENTER

KEY CENTER AREA PLAN RECOMMENDATIONS

Make Connections Through and Within the Center Area

1. Improve connections between parcels.
2. Use deep sites to create a network of streets (not just a corridor).
3. Create a safe bicycle route.
4. Connect to the river trail.
5. Create transit stops.
6. Fill in the sidewalk gaps.
7. Close redundant curb cuts.
8. Ensure traffic calming for parallel connections.

Enhance the Urban Form and Character of the Area

9. Encourage mixed-use development.
10. Strengthen subarea identity.
11. Create new open spaces within large development sites.
12. Use the amenity of the river to organize new development.
13. Develop enhanced standards for landscaping and signage.

Use Catalytic Sites to Promote a New Form of Development

14. Create a context sensitive mixed-use center that extends toward the Downtown area.
15. Promote transit-supportive development densities.
16. Widen sidewalks, add street trees and lights.
17. Pull buildings up to the street.
18. Slow traffic on Williams Drive down.

MAKE CONNECTIONS THROUGH AND WITHIN THE CENTER

WHAT WE HEARD: There are limited connections between neighborhoods and land uses on the corridor.

WHAT WE PROPOSE:

1. Improve connections between parcels.
2. Use deep sites to create a network of streets (not just a corridor).
3. Create a safe bicycle route.
4. Connect to the river trail.
5. Fill in the sidewalk gaps.
6. Close redundant curb cuts.
7. Create transit stops.
8. Ensure traffic calming for parallel connections.

1. Improve connections between parcels

Much of the development in the Center area occurred before the City's current regulations were adopted. Today, non-residential redevelopment or new development would be required to connect to neighboring properties. Improving these connections helps improve the flow of Williams Drive by allowing for the reduction of the number of curb cuts and removing vehicles that need to use Williams Drive to access neighboring properties.

Traveling between properties reduces trips (traffic) on Williams Drive and offers the opportunity for several properties to benefit from having a single access driveway. A motorist can travel directly to adjacent land uses without having to enter onto Williams Drive. Existing and planned sidewalks are to be extended to enhance pedestrian activity. More convenient access can attract more customers to each business and decrease the daily trips along Williams Drive.

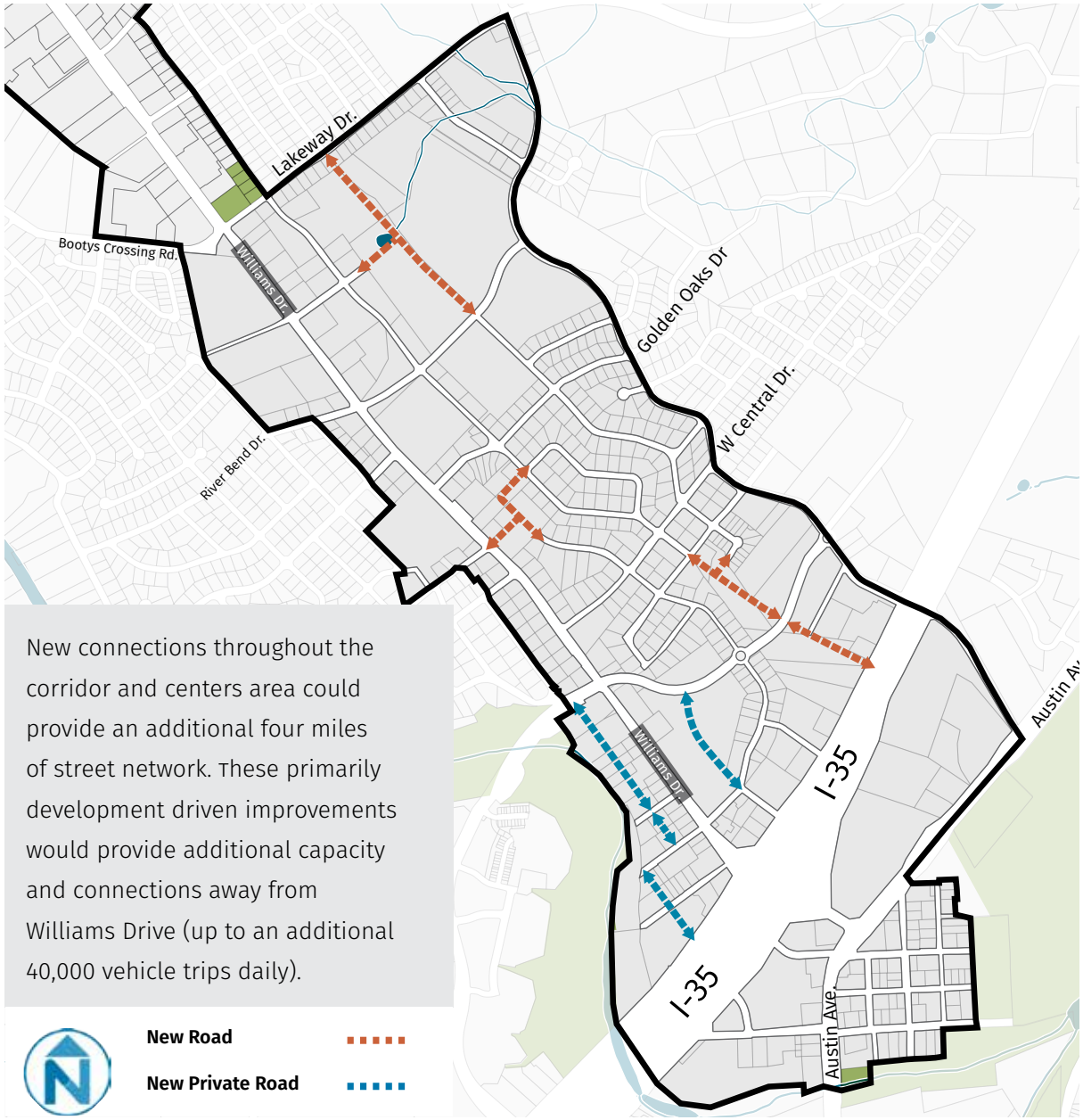
2. Use deep sites to create a network of streets (not just a corridor)

There are a limited set of large sites in single ownership within the Center area. Where these sites exceed typical urban block standards (300 to 500 feet in length), they should be required to include new internal street connections. These connections must be used to create a network of streets that allows neighborhoods to travel to and from the Williams Drive corridor in a variety of ways. This will reduce the impact of traffic on any individual connection.

3. Create a safe bicycle route

The Williams Drive corridor through the Center area does not contain enough right-of-way to provide for a separated bike and pedestrian path. The safest bike routes through the Center area are one block north and one block south of Williams Drive. However, a separate cycle track, located parallel to the sidewalk, is recommended for this area as well, in order to provide a bike route along the corridor through the Center Area.

FIGURE 32: PROPOSED NEW CONNECTIONS IN THE CENTERS AREA



4. Connect to the river trail

The City's investment in trails along the San Gabriel River remains underutilized by many residents of the Center area due to the inaccessibility of the trail system. Clear linkage to the trail, as well as bike facility maps illustrating how to connect to the river trails are needed.

5. Fill in the sidewalk gaps

Due to the age of development in the Center area, few of the blocks have continuous sidewalks along them. It is critical to the safety of pedestrians that these gaps get filled in, with assistance from the City. Since new development may be many years away, a partnership between the City and existing land owners is needed to accomplish this goal.

6. Close redundant curb cuts

Where side street access, rear access or connected parking lots are available, redundant curb cuts along Williams Drive should be closed to reduce friction along the roadway and improve public safety both on the road and on the adjacent sidewalks.

FIGURE 33: PLANNED TRANSIT ROUTES IN THE CENTERS AREA

7. Create transit stops

As the City begins to invest in its own transit system along Williams Drive, it will become important to create safe transit stops for users of the new system. In the Center area, the bus will most likely travel within the existing lanes due to limited right-of-way.

Bus stops should be well-signed, and provide shade and sitting opportunities for those awaiting the service. Further analysis of additional bus stop locations is recommended upon the beginning of the Williams Drive route.

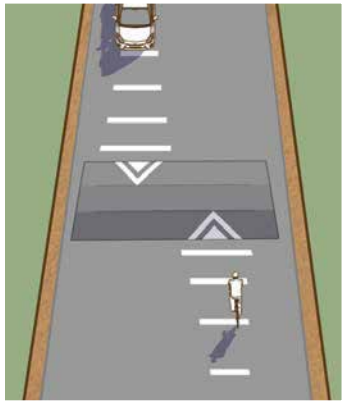
8. Ensure traffic calming for parallel connections

In the near future, Georgetown will have a new bridge over I-35 at Northwest Boulevard. This bridge is intended to serve as a reliever facility during construction of the new diverging diamond intersection and bridge at Williams Drive. When the amount of traffic on Northwest Boulevard spikes during the construction period, it will be especially important for the City to have traffic calming options installed along that route well in advance.

The following page provides a toolkit of some of these traffic calming options that would be installed along collectors or neighborhood streets. Tools can include physical changes to the configuration of the roadway as shown on the following page, or with new roadway features such as real-time digital speed signs to inform drivers of their current speed.

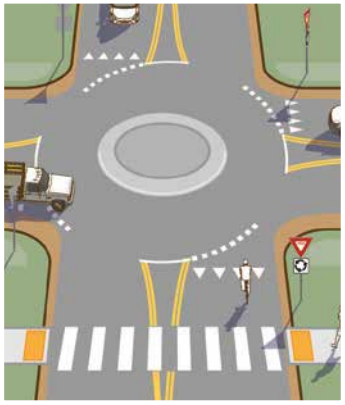
Speed Management

This page presents concepts for speed management along collectors or neighborhood streets, such as along Northwest Boulevard.



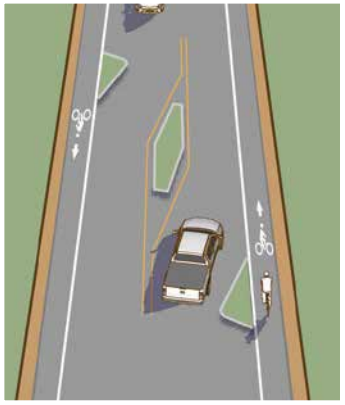
Speed Hump/Table

Speed humps and tables apply vertical deflection in the roadway that is designed to limit the speed of traffic. The main difference between humps and tables are length and profile.



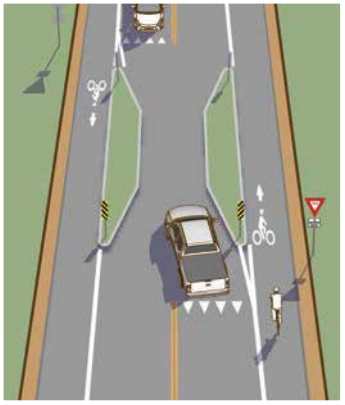
Mini Roundabout

Mini roundabouts are roundabouts with a small footprint and fully traversable central island.



Lateral Shift

Lateral shifts are realignments of an otherwise straight travel path. When multiple lateral shifts are applied to form an S-shaped curve it is called a chicane.



Pinch Point

Pinch points, also called chokers, are curb extensions or edge islands at mid-block locations which narrows the road for a short distance, forcing all motorists to merge into a single lane.

Median Island

Median island are raised islands located along the centerline of a street that narrow the travel lanes and require deflection of an otherwise straight travel path.

ENHANCE THE URBAN FORM AND CHARACTER OF THE AREA

WHAT WE HEARD: There are not enough places to hang out, where you can eat, drink and relax, within comfortable walking distance from my house.

WHAT WE PROPOSE:

9. Encourage mixed-use development.
10. Strengthen subarea identity.
11. Create new open spaces within large development sites.
12. Use the amenity of the river to organize new development.
13. Develop enhanced standards for landscaping and signage.

9. Encourage mixed-use development

One significant way to reduce trips as new development occurs is to ensure that they include a mix of uses. Where new residential development includes nearby retail, services and open space as well as employment opportunities, it will reduce the need for parking (due to sharing of spaces among uses).

The compactness of mixed in the Center area also encourages additional trips by bike and on foot. In fact, it allows for a car-free lifestyle for those who have the flexibility to live and work in the same general area.

10. Strengthen subarea identity

In order to strengthen the unique character of the various segments of Williams Drive in the Center area, a series of subareas has been mapped. The intent of each subarea is to take existing characteristics and ensure they are followed in new development or redevelopment. This includes patterns like the depth of landscaped front yards, existing street trees and front yard trees, the placement of buildings, and the location of parking.

11. Create new open spaces within large development sites

Large development sites provide one of the few opportunities to provide new open spaces within the Center area. Development on larger sites should include a requirement for enhancement of some portion of the site as an amenity, both for the development and the community. In many cases, these amenity spaces can serve multiple purposes, providing options for management of stormwater, in addition to passive recreation.

12. Use the amenity of the river to organize new development

The San Gabriel River is an amenity that is underutilized by development near the river at the present time. In addition to linking to the trails along the river itself, views from the bluffs along the southern edge of the Center area are spectacular. Recent development near downtown has illustrated how to line the bluff with development to take advantage of the views of the river. Inviting the public to enjoy views through siting of restaurants and other community facilities along the rim of the bluff would encourage more residents to enjoy this amazing resource.

13. Develop enhanced standards for landscaping and signage.
Landscaping is a key element of site design, and often includes buffers, parking lots and the streetscape. Landscaping along streets is often highly visible and is a key determinant of local identity. In more urban areas, streetscapes are often limited to street trees and small planting areas, while in less urban areas streetscapes can also include berms and planting strips. Specific landscaping requirements should be developed for each transection section along Williams Drive and should include planting requirements for each Frontage type. All parking lots visible from the street should be screened from view by a small hedge or low wall. New construction or additions should be required to retain existing landscaping and vegetation to the greatest extent possible.

In the Center Area, signage should be human scale and serve both pedestrians and automobiles. This may mean eliminating large freestanding signs and relying more heavily on wall signs and projecting signs that entice the pedestrian on the sidewalk and not vehicles on the street.

USE CATALYTIC SITES TO PROMOTE A NEW FORM OF DEVELOPMENT

WHAT WE HEARD: I love downtown, but I have to drive there. Could we get some places like downtown to extend to Williams Drive?

WHAT WE PROPOSE:

14. Create a context sensitive mixed-use center that extends toward the Downtown area.
15. Promote transit-supportive development densities.
16. Widen sidewalks, add street trees and lights.
17. Pull buildings up to the street.
18. Slow the traffic on Williams Drive down

14. Create a context sensitive mixed-use center that extends toward the Downtown area.

Downtown Georgetown has become a real hotspot over the past ten years (through significant efforts that include private development as well as the City). The most recent activity has expanded northward up Austin Avenue. With the new park planning for San Gabriel Park, the diverging diamond intersection at I-35 and Williams Drive, as well as the Northwest Boulevard bridge over I-35, it is inevitable that development will continue to move northward along Austin Avenue. The location of the Georgetown Independent School District site (the GISD site is currently in limited use primarily for bus storage) is likely to draw activity to the west side of I-35 -- opening new opportunities for other mixed-use centers similar or complimentary to the Downtown area.

The City should promote and encourage this northward development, but at the same time, ensure that new activity improves the traffic challenges and enhances the look and feel of the corridor as a whole.

15. Promote transit-supportive development densities

In support of the recent announcement of transit running along Williams Drive as far west as the Lake Aire center (Georgetown Health Foundation), the City should focus on creating transit ready intensities of development along the corridor in order to support that bus connection. Using the Center area as a starting place for consideration of additional height on large parcels where it can be tapered off in height to surrounding development is one way to support the new transit opportunity.

In general, most professionals consider a minimum average density of 7 units per acre to be “transit-ready.” The current pattern of multi-family north of Williams Drive at Lakeway meets this definition today, as would the new multi-family development just west of I-35 and north of the GISD site. Most of the remainder of the Center area is not yet transit-supportive in its intensity.

16. Widen sidewalks, add street trees and lights.

As the Center area becomes more walkable (with new development adjacent to Williams Drive), it is important to ensure that each development provide the appropriate infrastructure in the adjacent right-of-way. The future transect of these areas describes, in general, the necessary improvements. These include wide sidewalks, street trees and pedestrian lighting. All new development activity in the Center area should provide these minimum basic needs to enhance walkability, define a sense of place, and promote the corridor as a premier gateway.

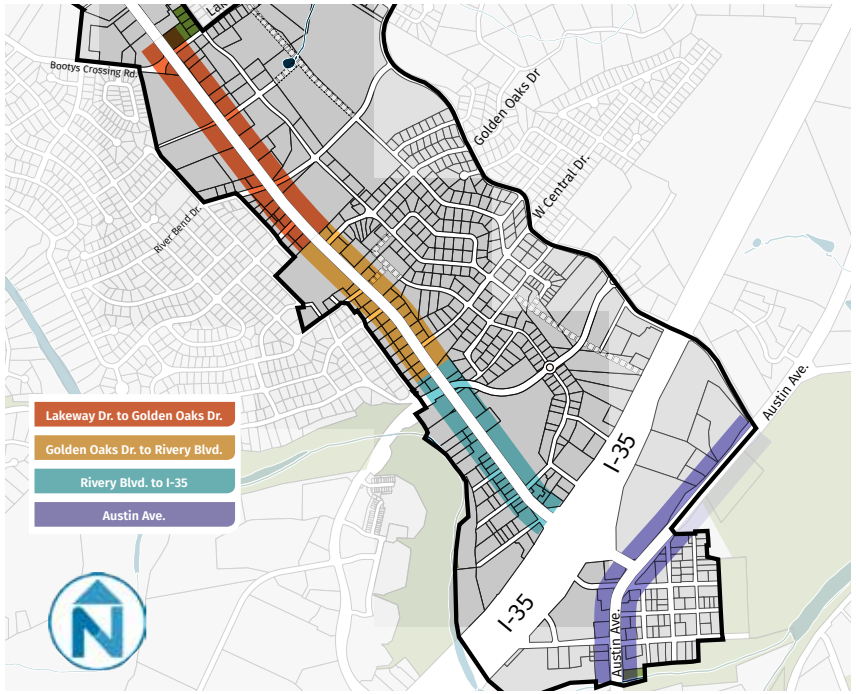
17. Pull buildings up to the street.

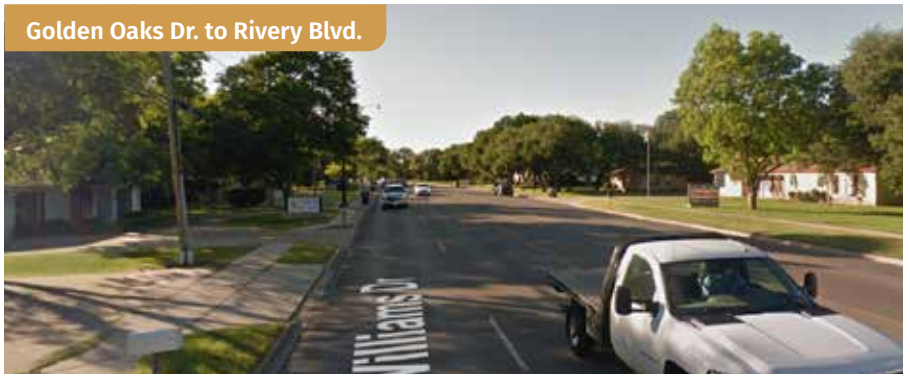
When retail development sits on the site far removed from the nearby sidewalk, every pedestrian trip past the site is a wasted opportunity for a sale. Pulling building frontages up to the street generates activity at the street edge, visual interest for pedestrians, and sales for retailers. It enhances any pedestrian environment, making it more walkable. The location of parking to the rear continues to provide easy access, but does not interrupt the relationship between pedestrians and the shop windows along the street. As the Center area becomes a mixed-use center similar to downtown, it must focus on this key element of walkability.

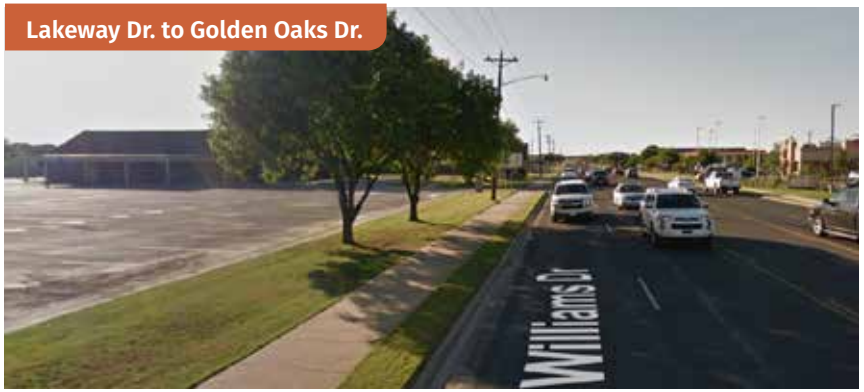
18. Slow the traffic on Williams Drive down.

There are a variety of minor modifications to Williams Drive through the Center area that are likely to slow vehicles down to a safe speed (that more accurately matches the posted speed limit). These elements are primarily focused on changing the perception of the corridor by narrowing the lane width, adding a center median with turn pockets (in place of the current continuous turn lane), and street trees adjacent to the roadway. All of the elements, when combined, will help slow traffic to the posted speed limit and substantially improve pedestrian and bicycle safety throughout the Center area.

PROPOSED
CENTER AREA TRANSECTS







LAKEWAY TO GOLDEN OAKS

RECOMMENDATIONS

Stormwater
- 11’ wide landscaped median.
- Use planted medians for conveyance of stormwater where possible/appropriate.

Buildings
- Moderate transparency and entrance spacing.

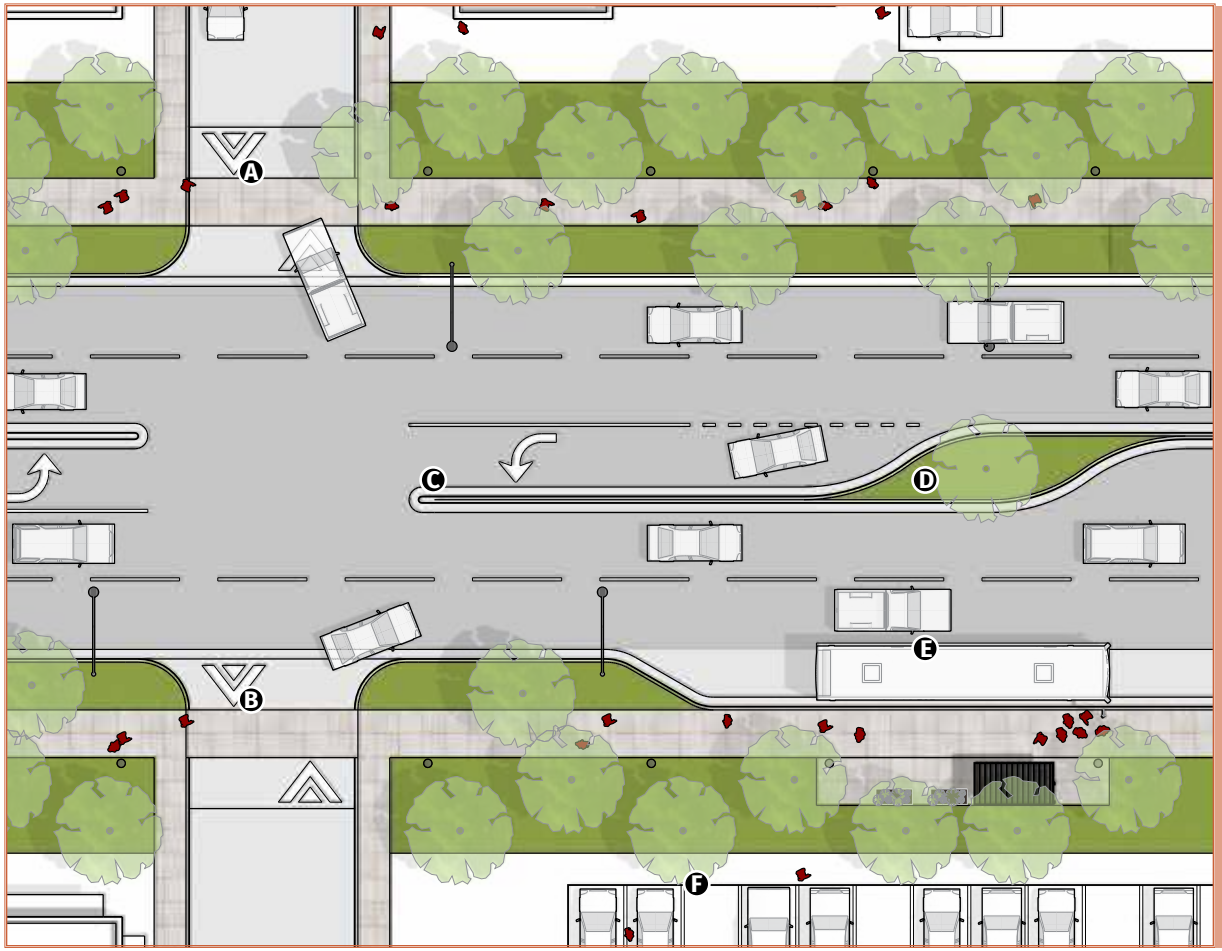
Automobiles
- 11’ wide outside travel lane.
- 10.5’ wide inside travel lane.

Pedestrians/Cyclists
- 8’ wide sidewalk on both sides of street.
- 8’ wide tree lawn with formalized street tree planting.
- Primary bike route off of Williams Drive (Dawn Drive).

Frontage
- 15’ wide landscape buffer planted with formal vegetation.
- Buildings pulled up to internal sidewalk or set behind a double row and aisle of parking.
- Curb cuts consolidated, backage road provides inter-parcel connectivity.

EXISTING CONDITIONS	
Right-of-Way	70’ to 85’
Shoulder Width	--
Travel Lane Width (4)	11.5’
Center Turn Lane Width	12’
Total Pavement Width	60’

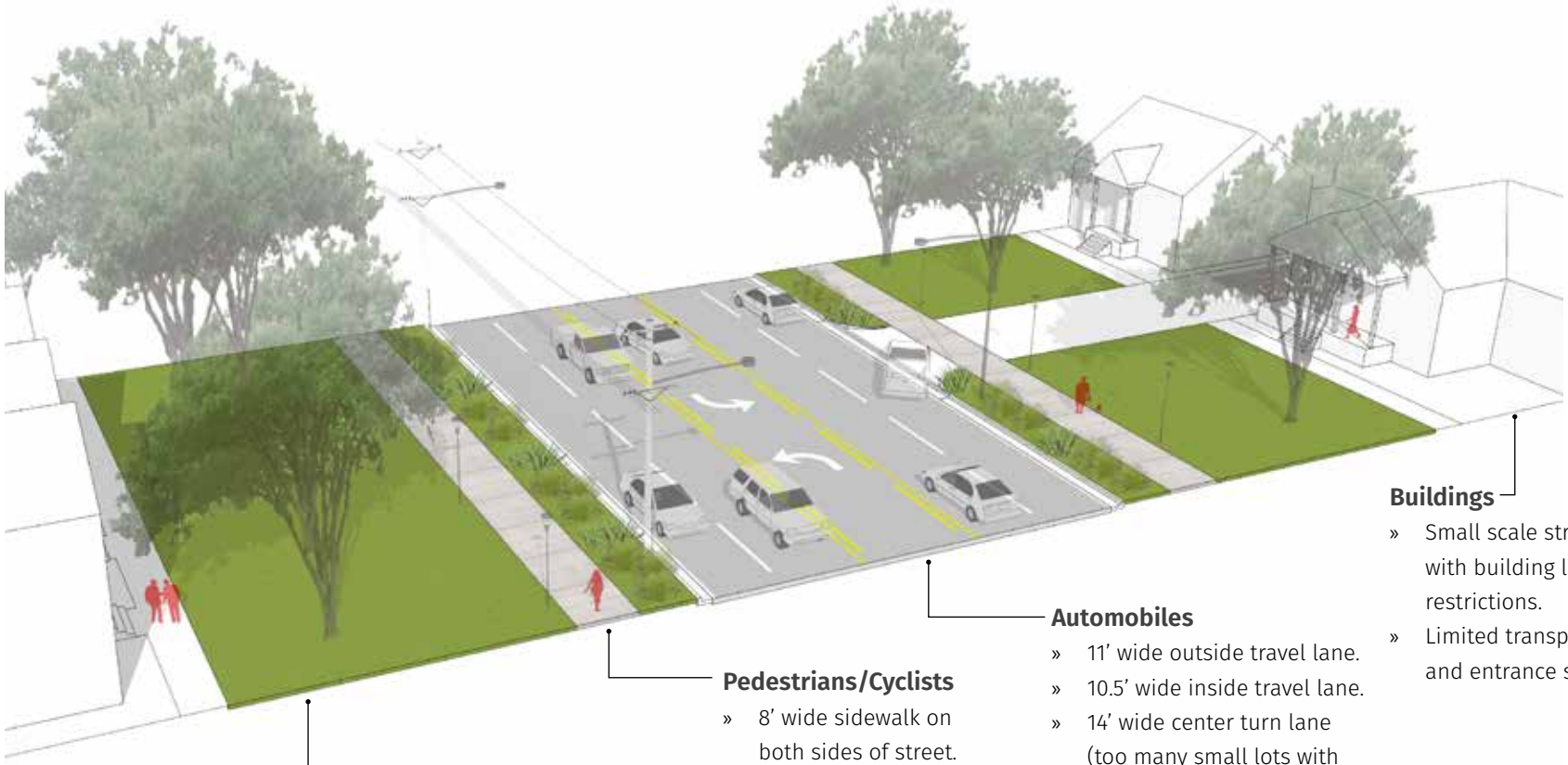
Plan View: Typical Improvement Examples (Lakeway to Golden Oaks)



- **A** Existing curb cuts consolidated and reduced. Adjacent parking and circulation areas are linked behind buildings away from Williams Drive.
- **B** Sidewalk and cycle track at grade, materials carried across driveway to reinforce visual cues that pedestrians and cyclists have right-of-way.
- **C** To maintain traffic flow, new medians include left turn lanes at major intersections and key driveways.
- **D** Stormwater management features incorporated into center medians.
- **E** Curbside pull-out bus facility. Bus exits travel lane completely for passenger boarding and alighting, and then merges back into the flow of traffic.
- **F** Shared parking lot serves multiple destinations. Destinations either share patrons, so that people park once and visit multiple destinations, or have different periods when parking demand is highest.

GOLDEN OAKS TO RIVERY

RECOMMENDATIONS



Frontage

- Scenic corridor and mature tree canopy preserved.
- 40’ wide frontage.
- Where practical, no parking between building and street.
- Where possible, driveways consolidated and shared.

Pedestrians/Cyclists

- 8’ wide sidewalk on both sides of street.
- 6’ wide tree lawn, supplement preserved front yard trees.
- Primary bike route off of Williams Drive (Dawn Drive).

Automobiles

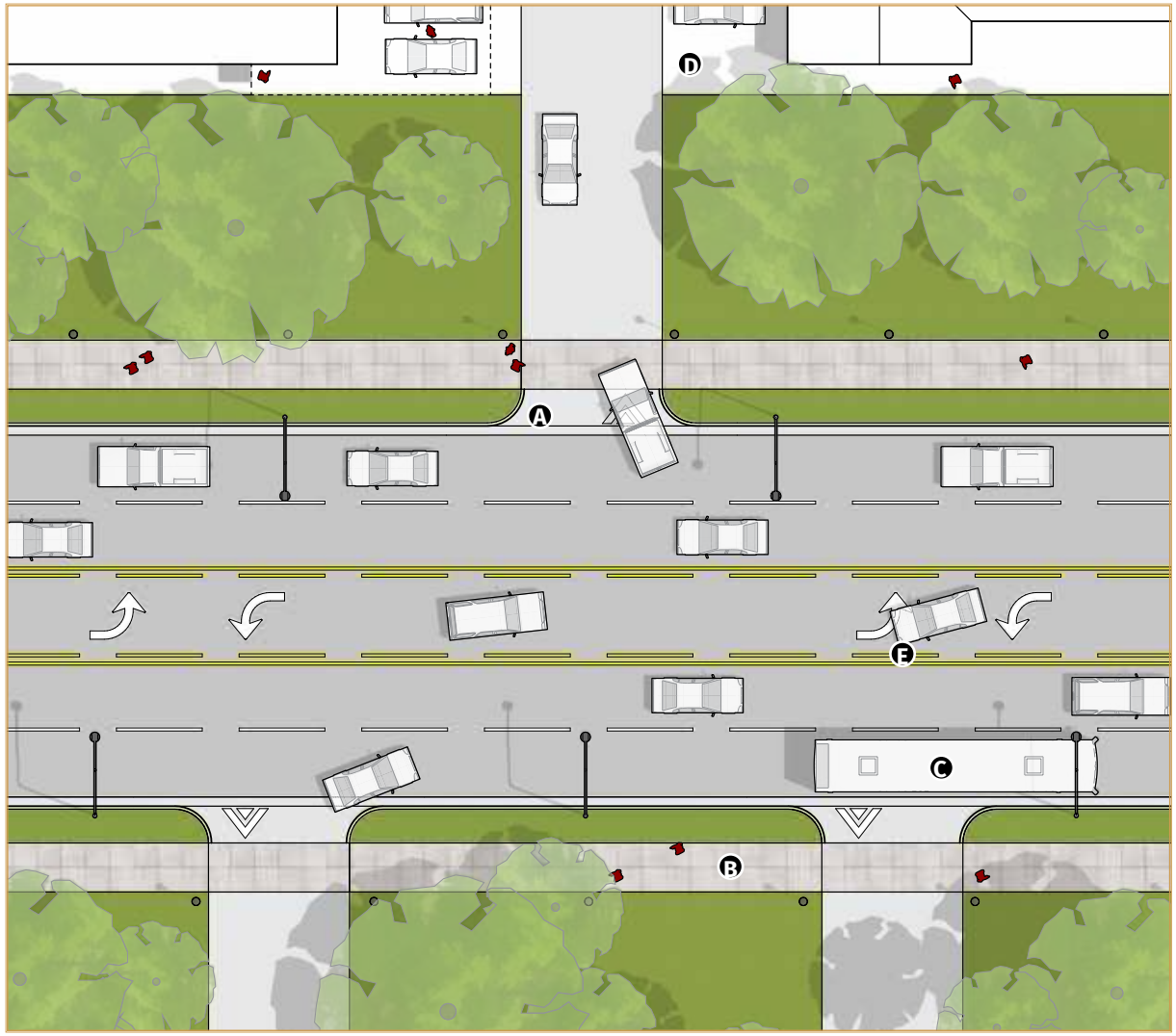
- 11’ wide outside travel lane.
- 10.5’ wide inside travel lane.
- 14’ wide center turn lane (too many small lots with individual driveways to loose center turn lane).

Buildings

- Small scale structures with building length restrictions.
- Limited transparency and entrance spacing.

EXISTING CONDITIONS	
Right-of-Way	70’ to 120’
Shoulder Width	--
Travel Lane Width (4)	11.5’
Center Turn Lane Width	12’
Total Pavement Width	60’

Plan View: Typical Improvement Examples (Golden Oaks to Rivery)



A Existing curb cuts consolidated and reduced. Adjacent parking and circulation areas are linked behind buildings away from Williams Drive.

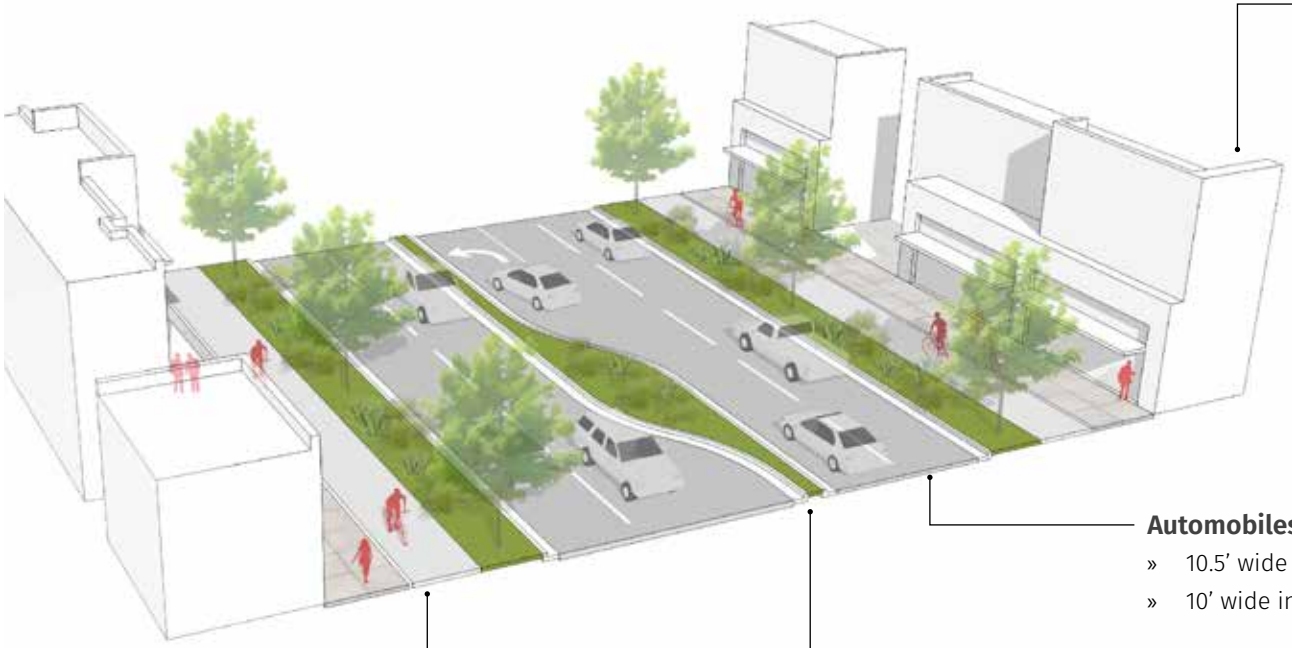
B Sidewalk and cycle track at grade, materials carried across driveway to reinforce visual cues that pedestrians and cyclists have right-of-way.

C In-lane bus facility with adjacent covered bus shelter cut into tree lawn. Bus stays in travel lane for passenger boarding and alighting.

D Shared parking lot serves multiple destinations. Destinations either share patrons, so that people park once and visit multiple destinations, or have different periods when parking demand is highest.

RIVERY TO I-35

RECOMMENDATIONS



Frontage/Buildings

- » Heavy pedestrian/ cyclist environment
- » Buildings pulled up to sidewalk.
- » Hight transparency and entrance spacing.
- » Curb cuts closed.

Automobiles

- » 10.5’ wide outside travel lane.
- » 10’ wide inside travel lane.

Stormwater

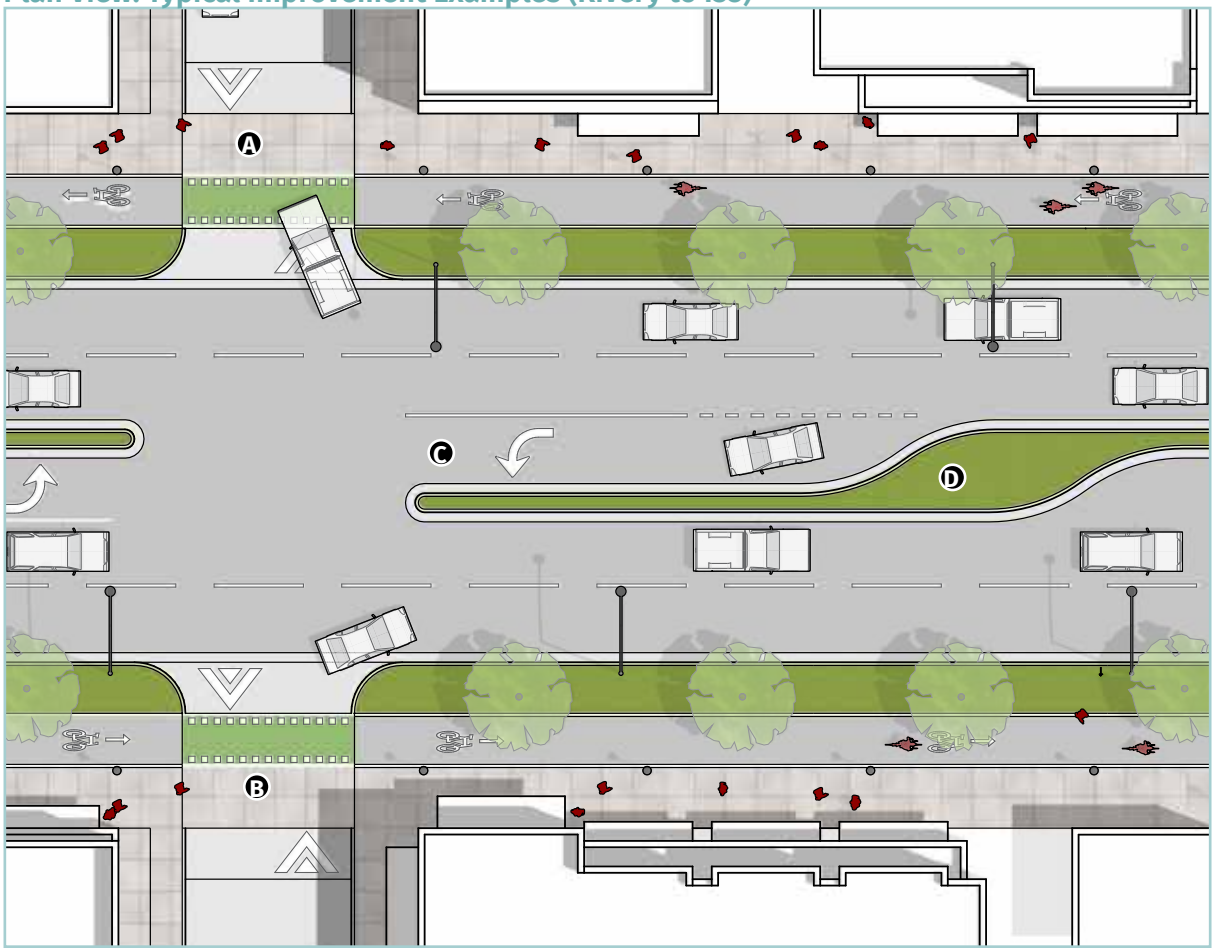
- » 13’ wide landscaped median.
- » Use planted medians for conveyance of stormwater where possible/appropriate.

Pedestrians/Cyclists

- » 6’ wide designated cycle track on both sides of street.
- » 8’ wide tree lawn with formalized street tree planting.
- » 10’ wide sidewalk on both sides of street.

EXISTING CONDITIONS	
Right-of-Way	70’ to 160’
Shoulder Width	--
Travel Lane Width (4)	11.5’
Center Turn Lane Width	12’
Total Pavement Width	60’

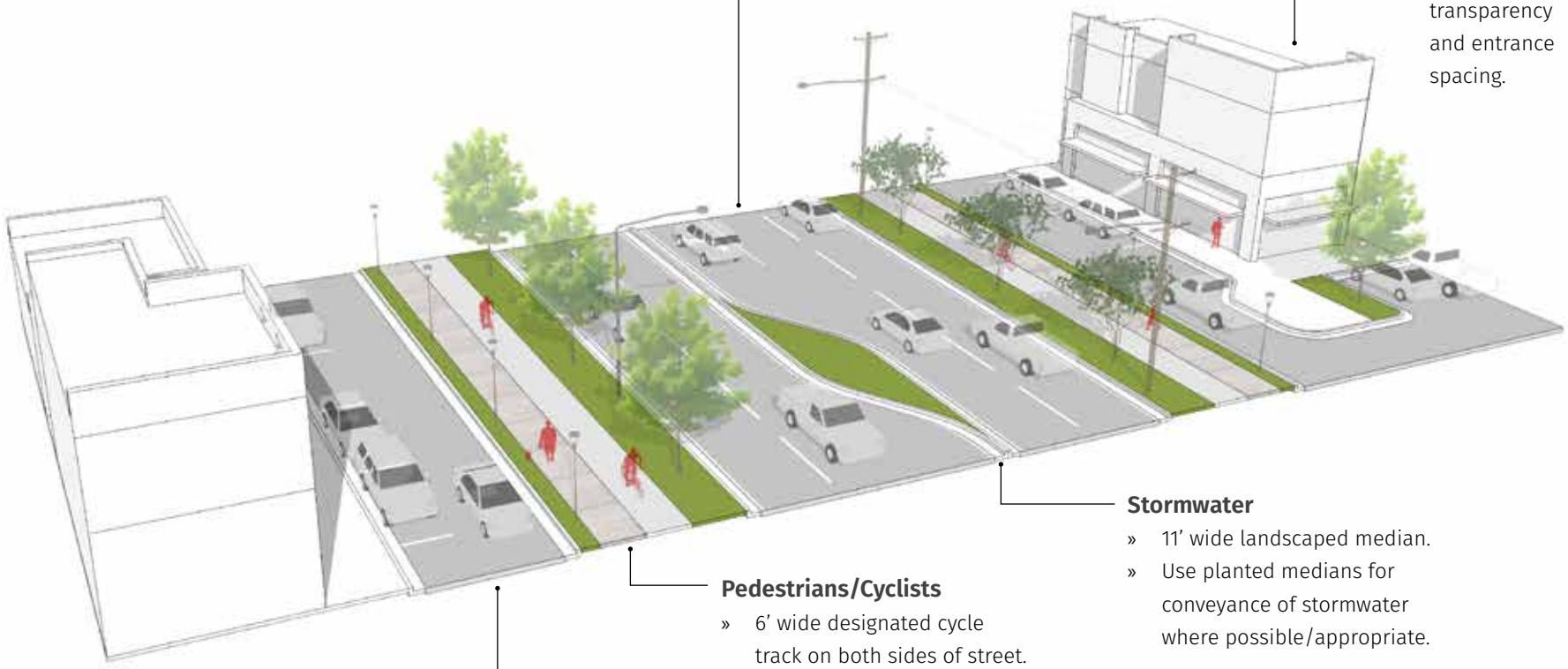
Plan View: Typical Improvement Examples (Rivery to I35)



- **A** Existing curb cuts consolidated and reduced. Adjacent parking and circulation areas are linked behind buildings away from Williams Drive.
- **B** Sidewalk and cycle track at grade, materials carried across driveway to reinforce visual cues that pedestrians and cyclists have right-of-way.
- **C** To maintain traffic flow, new medians include left turn lanes at major intersections and key driveways.
- **D** Stormwater management features incorporated into center medians.

AUSTIN AVENUE

RECOMMENDATIONS



Automobiles

» 11’ wide outside travel lane.

» 10.5’ wide inside travel lane.

Buildings

» Moderate transparency and entrance spacing.

Stormwater

» 11’ wide landscaped median.

» Use planted medians for conveyance of stormwater where possible/appropriate.

Pedestrians/Cyclists

» 6’ wide designated cycle track on both sides of street.

» 8’ wide tree lawn with formalized street tree planting.

» 6’ wide sidewalk on both sides of street.

Frontage

» Access lanes with parallel parking allows for enhanced pedestrian environment.

» Buildings address sidewalk and access lane to create a more walkable setting,

EXISTING CONDITIONS	
Right-of-Way	100’ to 160’
Shoulder Width	--
Travel Lane Width (4)	11.5’
Center Turn Lane Width	12’
Total Pavement Width	60’

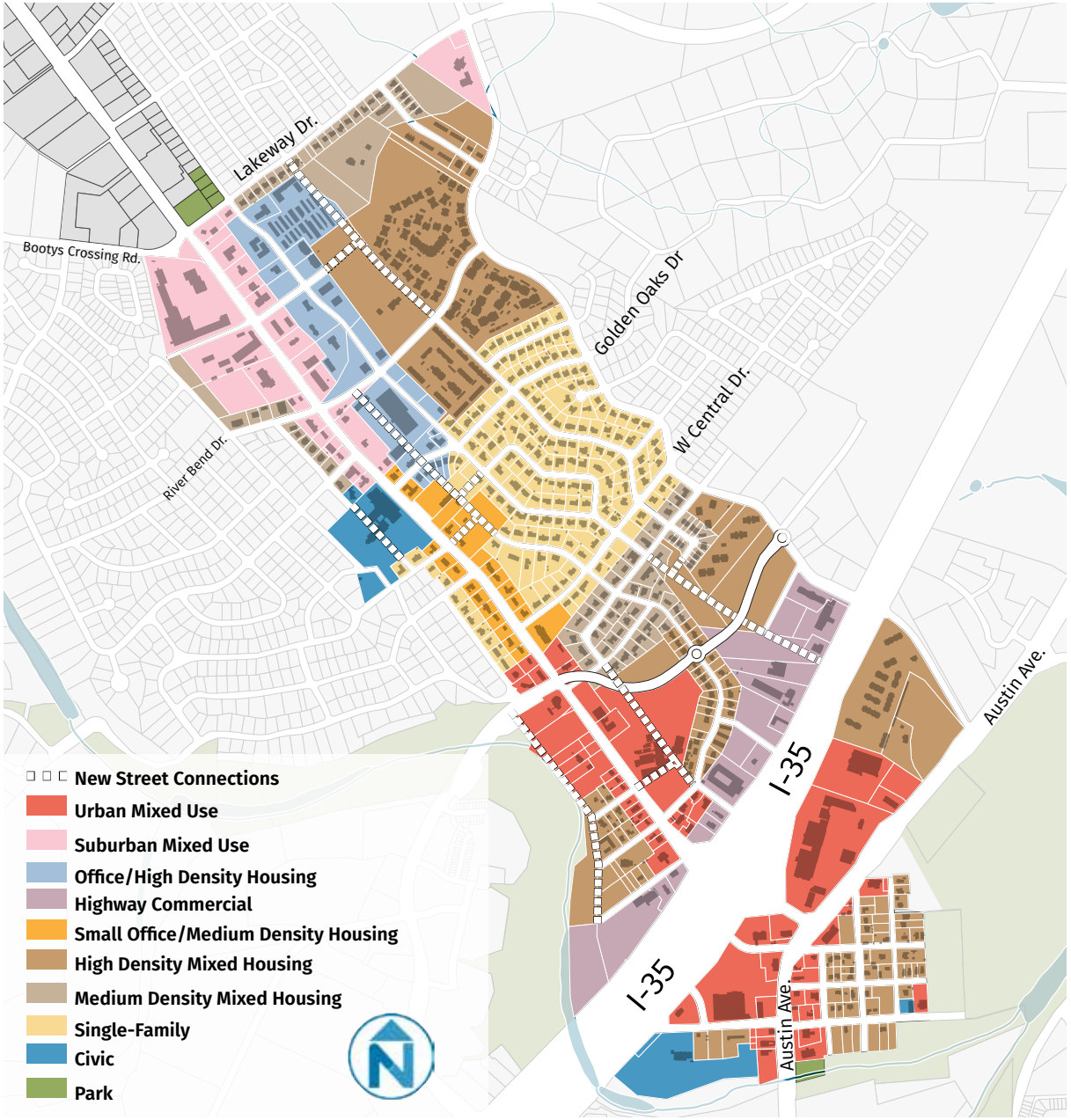
FUTURE LAND USE

During the charrette week, a future land use map and corresponding proposed zoning districts were prepared based on input from citizens and analysis by the consultant team. The land use map shown in Figure 34 is the basis for land use recommendations and proivdes the underlying foundation for the development of future zoning districts.

It was clear that there was too much commercial zoning in the center area, especially in areas with little traffic, where retail is not viable.

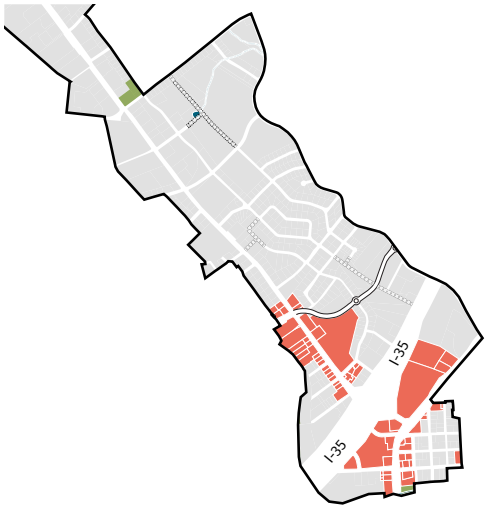
Each district proposes allowed building types, generalized uses, height, and setbacks. The following pages illustrate each character area and explain in text and pictures the form and character of each area. The number listed with the character area name represents the suggested maximum building height to be allowed.

FIGURE 34: PROPOSED LAND USE MAP



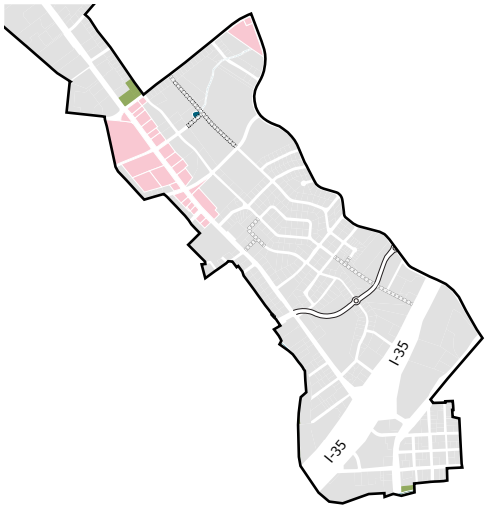
Urban Mixed Use

Description:	Mixed-use, walkable, urban area that allows for a variety of uses.
Use:	Townhouse, apartment, assisted living, lodging, office, medical office, retail, service, restaurant, civic.
Front setback:	0 feet min to 10 feet
Height:	6 stories/75 feet.



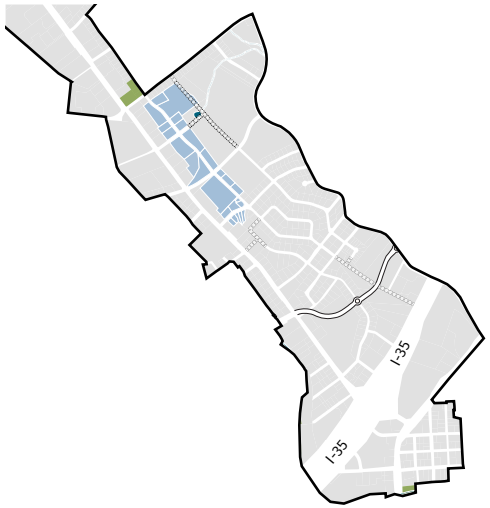
Suburban Mixed Use

Description:	Buildings setback from street behind a double row of parking.
Uses:	Townhouse, apartment, assisted living, lodging, office, medical office, retail, service, restaurant, civic.
Front Setback:	100 feet max.
Height:	3 stories/40 feet.



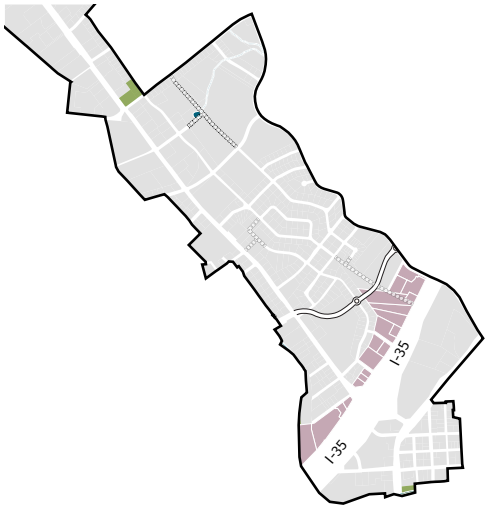
Office/High Density Housing

Description:	Mixed residential and employment adjacent to commercial services.
Use:	Townhouse, apartments, assisted living, office, medical office, civic.
Front Setback:	10 feet min to 30 feet max.
Height:	3 stories/40 feet.



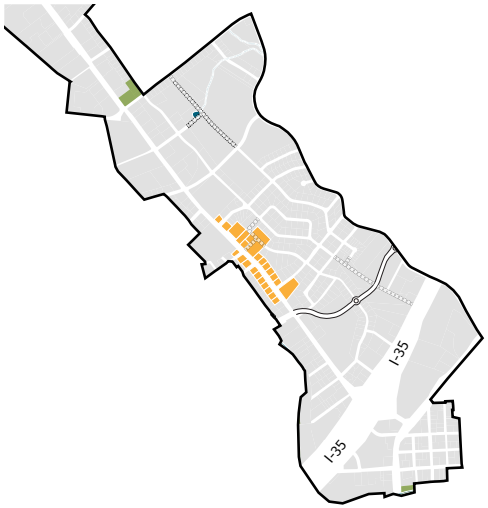
Highway Commercial

Description:	Large-scale highway-oriented commercial developments (also encouraging neighborhood retail).
Use:	Big box, lodging, office, medical office, retail, service, restaurant, civic.
Front Setback:	50 feet min.
Height:	4 stories/55 feet.



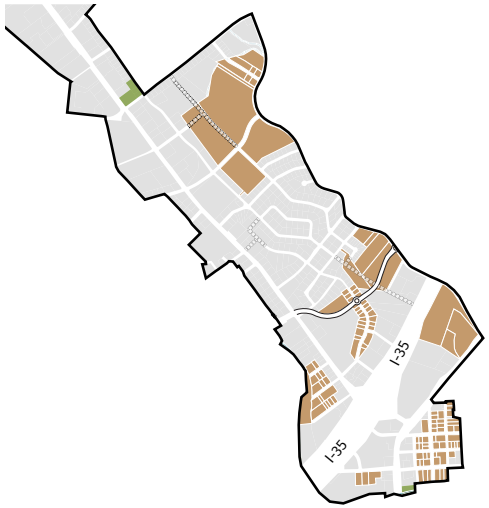
Small Office/Medium Density Housing

Description:	Small office or residential buildings with parking in rear where practical.
Use:	Townhouse, multiplex, office, medical office.
Front setback:	40 feet min.
Height (max):	3 stories/35 feet.



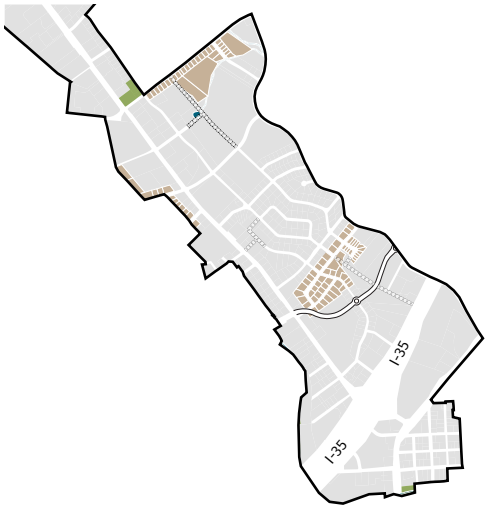
High Density Mixed Housing

Description:	Variety of higher intensity residential housing.
Use:	Townhouse, apartment, assisted living.
Front Setback:	25 feet min.
Height:	4 stories/50 feet.



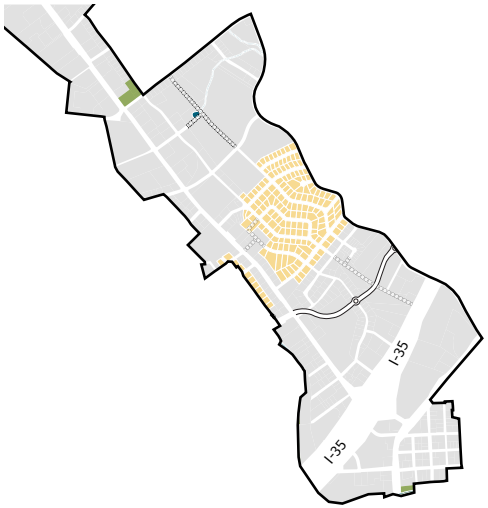
Medium Density Mixed Housing

Description:	Missing middle housing compatible with conventional single-family.
Use:	Small-lot single-family, duplexes, cottage courts, townhouses, multiplexes.
Front Setback:	15 feet min.
Height:	3 stories/35 feet.



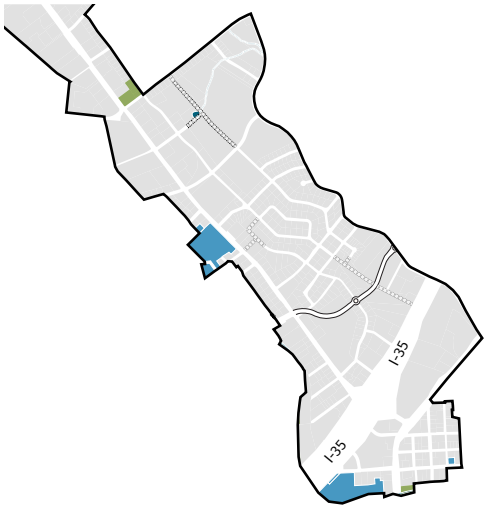
Single Family

Description:	Single-family
Use:	Single-family
Front Setback:	15 feet min.
Height:	3 stories/35 feet.



Civic

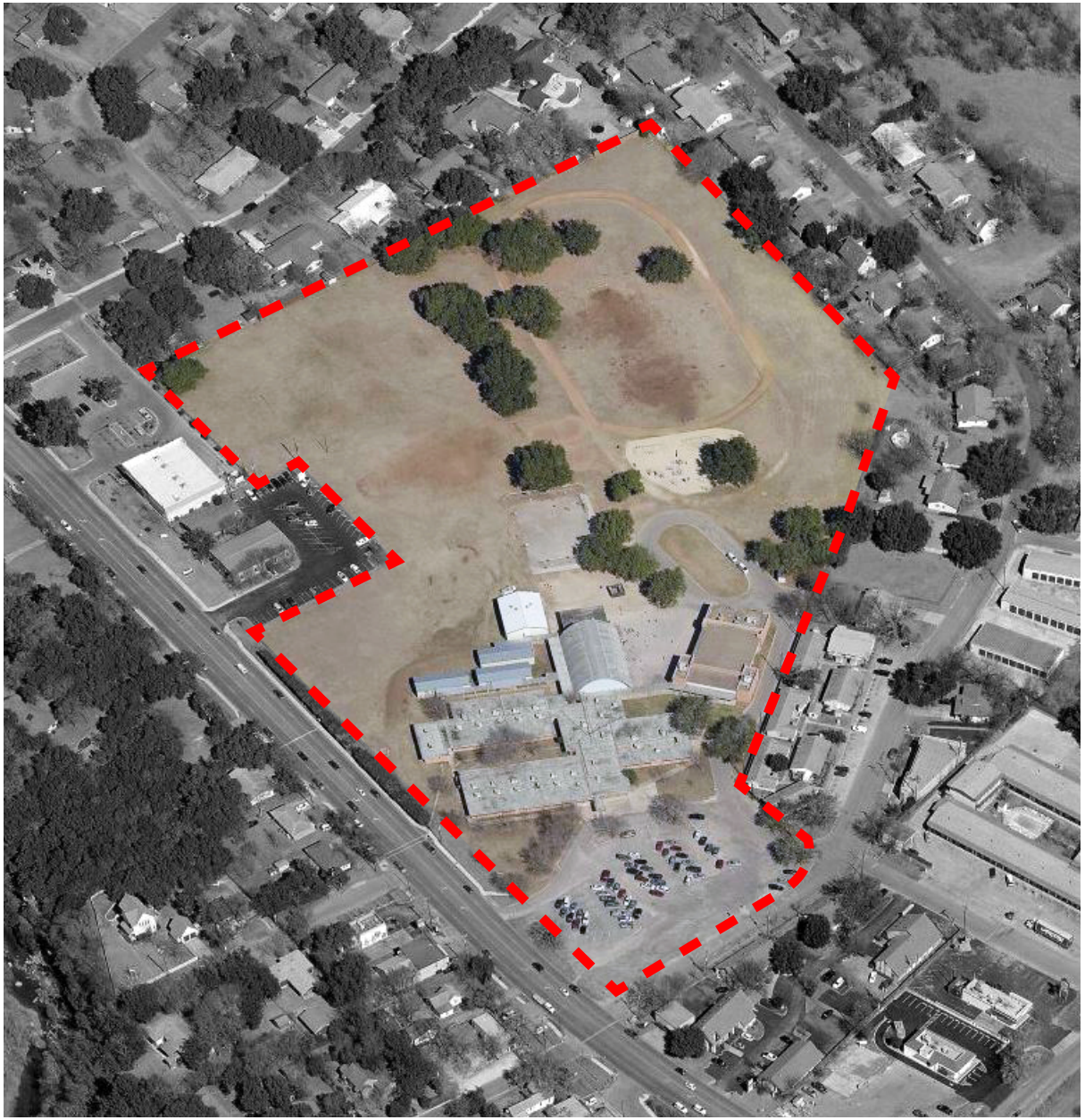
Description:	Intended for large civic and institutional uses that serve the surrounding neighborhood.
Use:	Schools, places of worship, public facilities such as regional fire stations and city-owned facilitates.
Front Setback:	15 feet min.
Height:	50 feet.

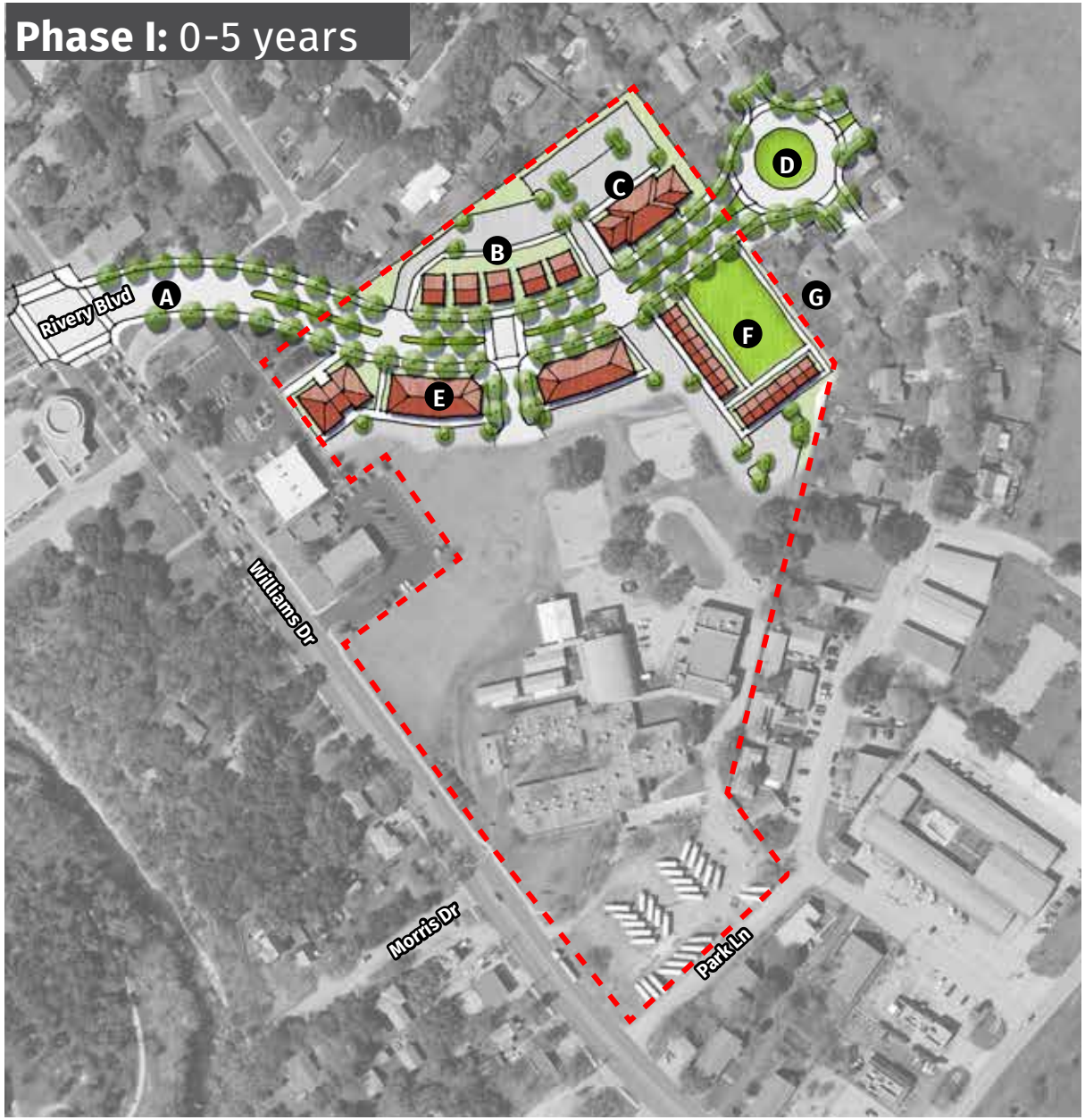


CATALYTIC SITE

During the charrette, a phased conceptual plan was produced for the Georgetown ISD site representing how the site may develop as a catalyst for change in the area.

The following is an illustrative concept that represents how the site could potentially redevelop over time. This plan phases market-feasible development on the GISD site in 5-year increments and then describes how the site could build momentum and inspire development in the surrounding area.



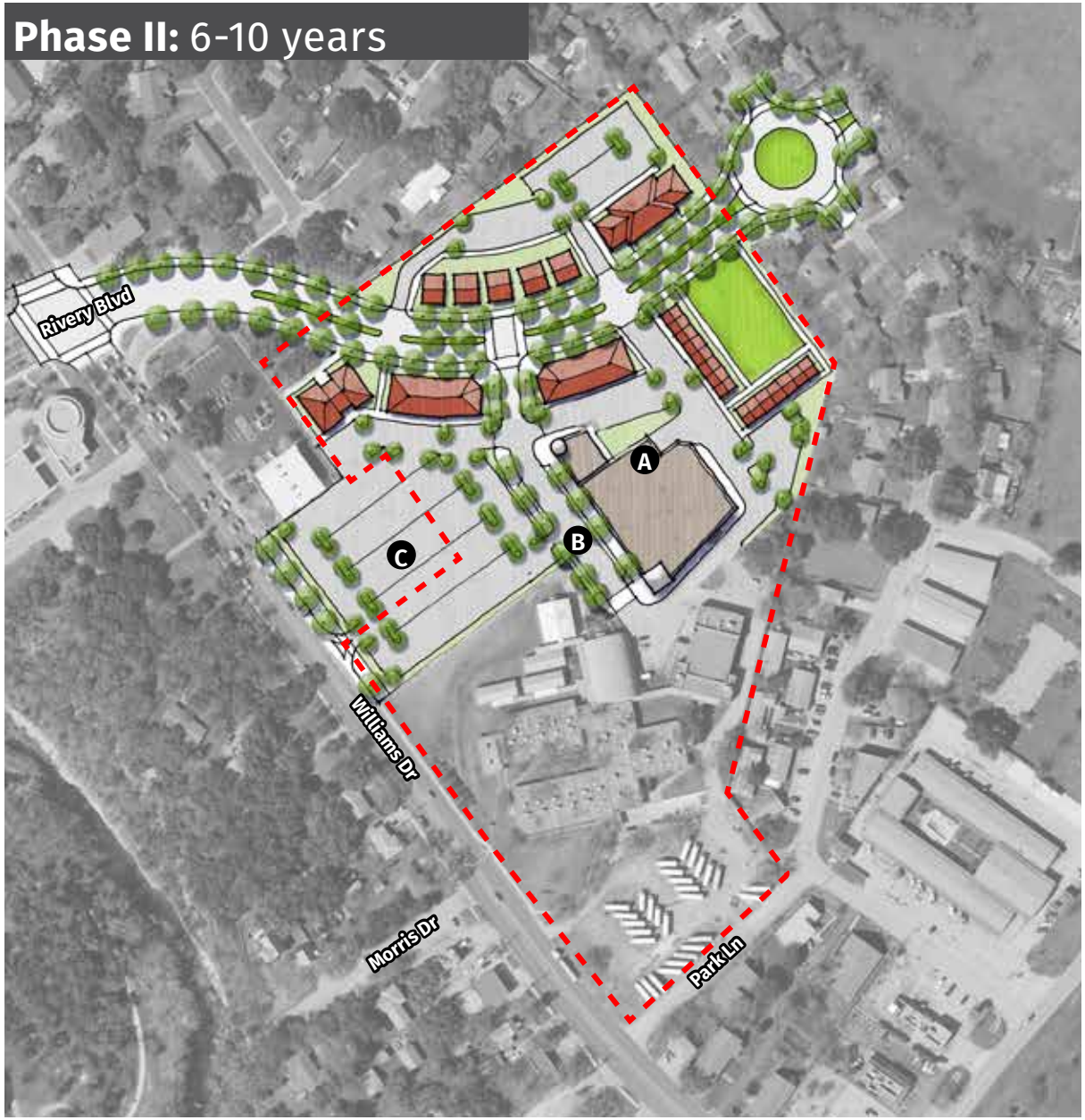


In the first 5 years, development will likely occur along the new extension of Rivery Boulevard. Rivery Boulevard will provide significant access to the underdeveloped portion of the school site allowing a developer to forgo investments in infrastructure and demolition in the first phase of redevelopment. In this phase, the developer is able to test the market by supplying a variety of in-demand housing types while building momentum for higher intensity development in future phases. The existing school buildings remain intact through this phase, and can continue to be used by the school district for administrative purposes.

- **A** New alignment of Rivery Blvd.
- **B** 3 story townhouses/apartments
- **C** 3 story apartments
- **D** New Rivery Blvd roundabout
- **E** 3 story apartments
- **F** 2 story townhouses fronting new neighborhood park
- **G** Existing houses with accessory dwelling units fronting new park

Approximately 6 acres of development

Phase II: 6-10 years

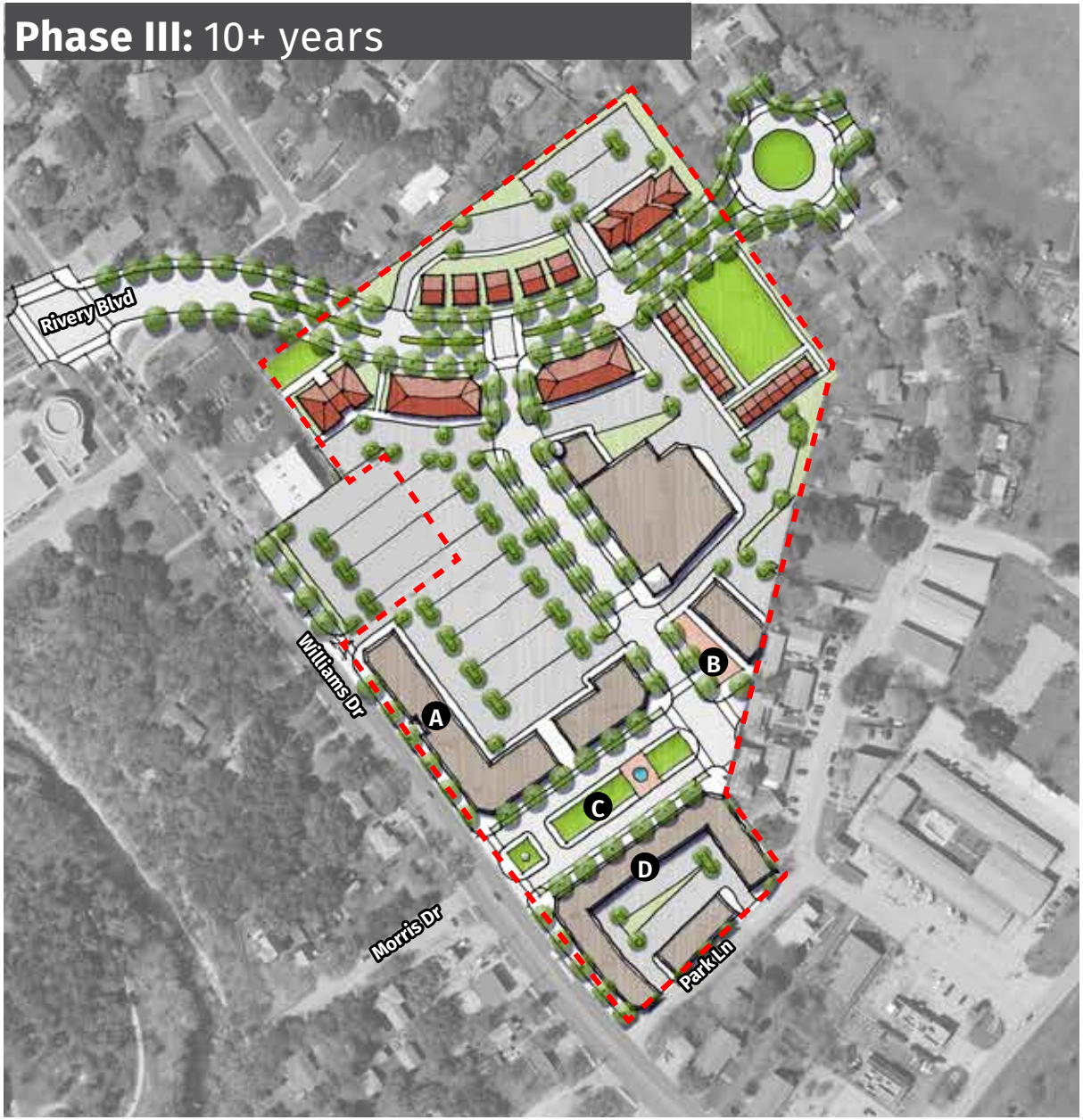


In Phase II (6-10 years out), the GISD site could support a small grocery store and single-story retail while preserving potential on the rest of the site to develop as an urban mixed use center in future phases. This phase suggests the acquisition and demolition of the small medical offices along Williams Drive and for the development of a surface parking lot to service the grocery store. The existing school buildings remain intact, and can continue to be used by the school district or could be adapted to be used as creative office space or multi-family housing.

- **A** Single-story retail (small-scale, approximately 36K square feet)
- **B** New street provides access to retail and existing school
- **C** Surface parking supports new retail

Approximately 10.5 acres of development

Phase III: 10+ years

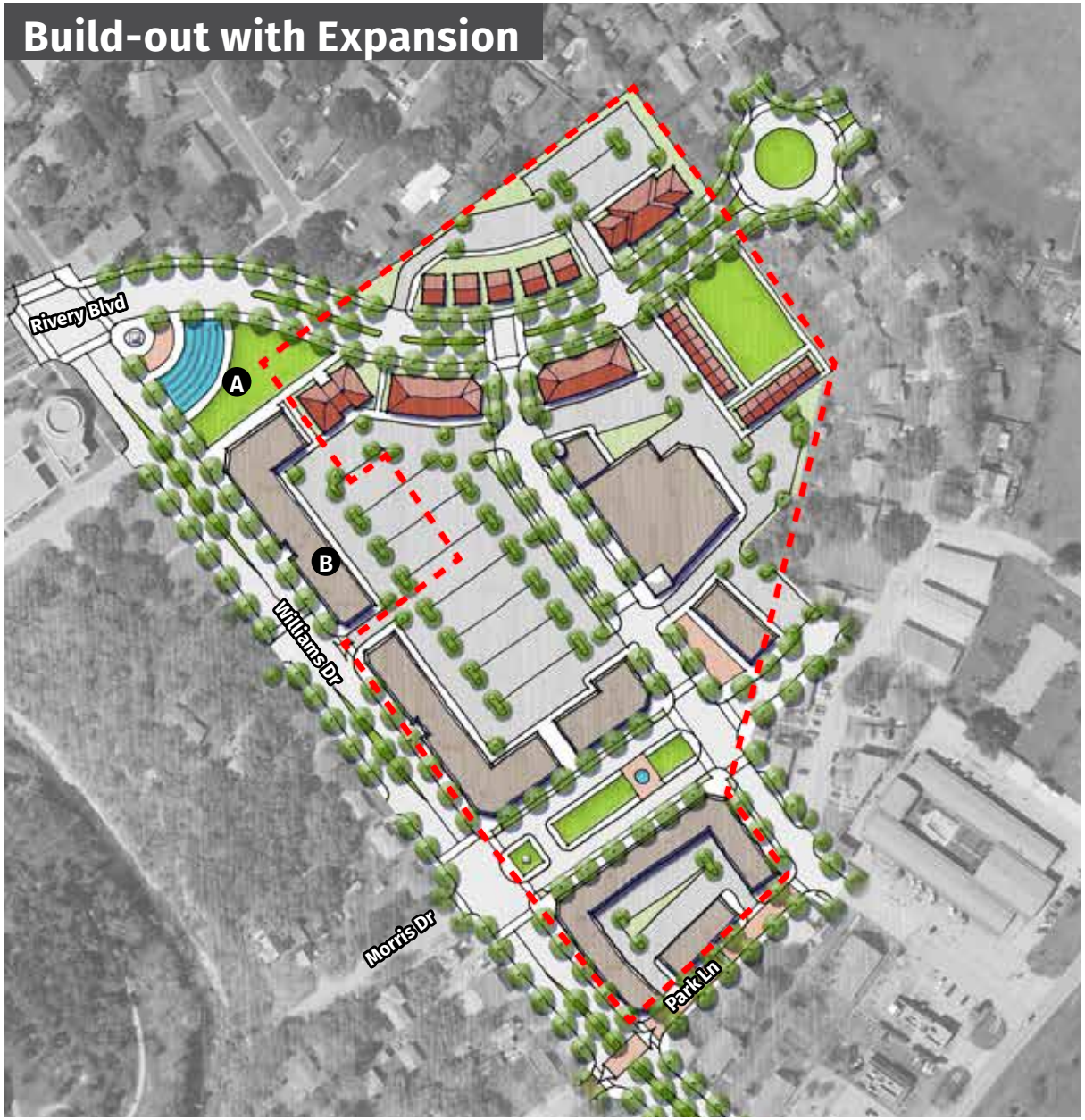


Phase III (10+ years) illustrates how the site could be transformed into a mixed use, walkable activity center, establishing a new destination along Williams Drive. The existing school buildings are demolished.

- **A** 2 or 3-story surface-parked mixed use buildings fronts Williams Drive (ground floor retail with residential above)
- **B** Plaza with retail or restaurants on ground floor
- **C** Linear green serves as gateway to new development (Morris Dr. extended to Park Ln.)
- **D** 2 or 3-story mixed use buildings with tuck-under parking (ground floor retail with residential above)

Approximately 17 acres of development

Build-out with Expansion



Future development of properties adjacent to the GISD site would help complete the transformation of the school site into a walkable urban district.

This illustration represents what could happen if the two additional parcels on Williams Drive were acquired and redeveloped to include a 3-story mixed use building and a new stormwater facility that would also serve an area amenity. Hiding parking in the rear improves the walkability of this key portion of Williams Drive.

A New park captures additional runoff and serves an outdoor gathering space for the area.

B 2 or 3-story mixed use buildings screen parking, creating a continuous walkable environment along this key portion of Williams Drive.

Approximately 18.2 acres of development

Build-out with Structured Parking

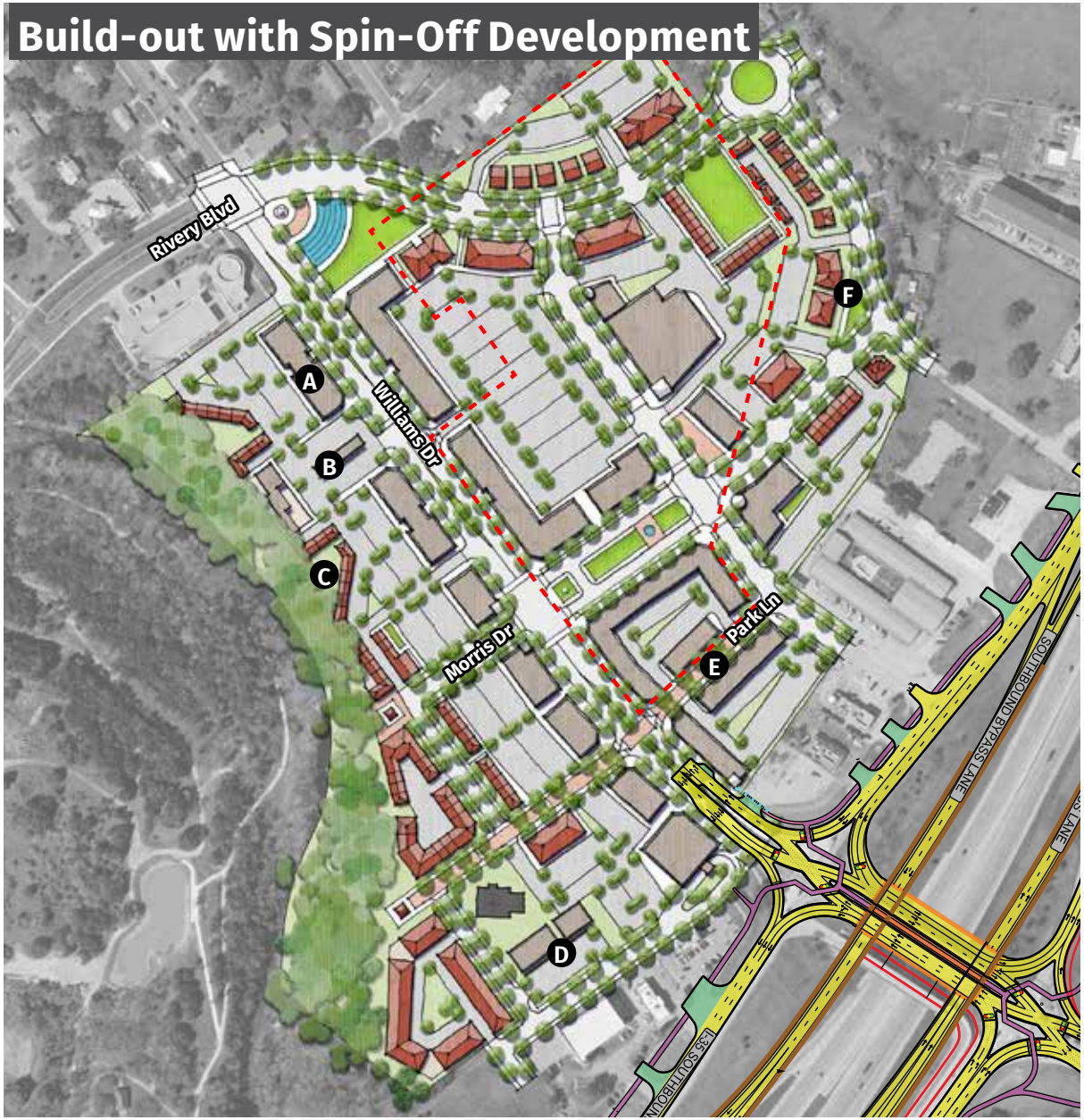
Replacing the surface parking with structured parking would allow for more intensity on the site. The increased density would help support more retail and residential activity in the area.

However, even in 10 years, the market is unlikely to support the cost of structured parking. A public-private partnership to split the cost may be needed.

- **A** A 5-story apartment building and 6-story mixed use building share a semi-private courtyard
- **B** Structured parking replaces surface parking
- **C** Parking garage allows for taller buildings (5-6 story mixed use buildings)

Approximately 18.2 acres of development

Build-out with Spin-Off Development

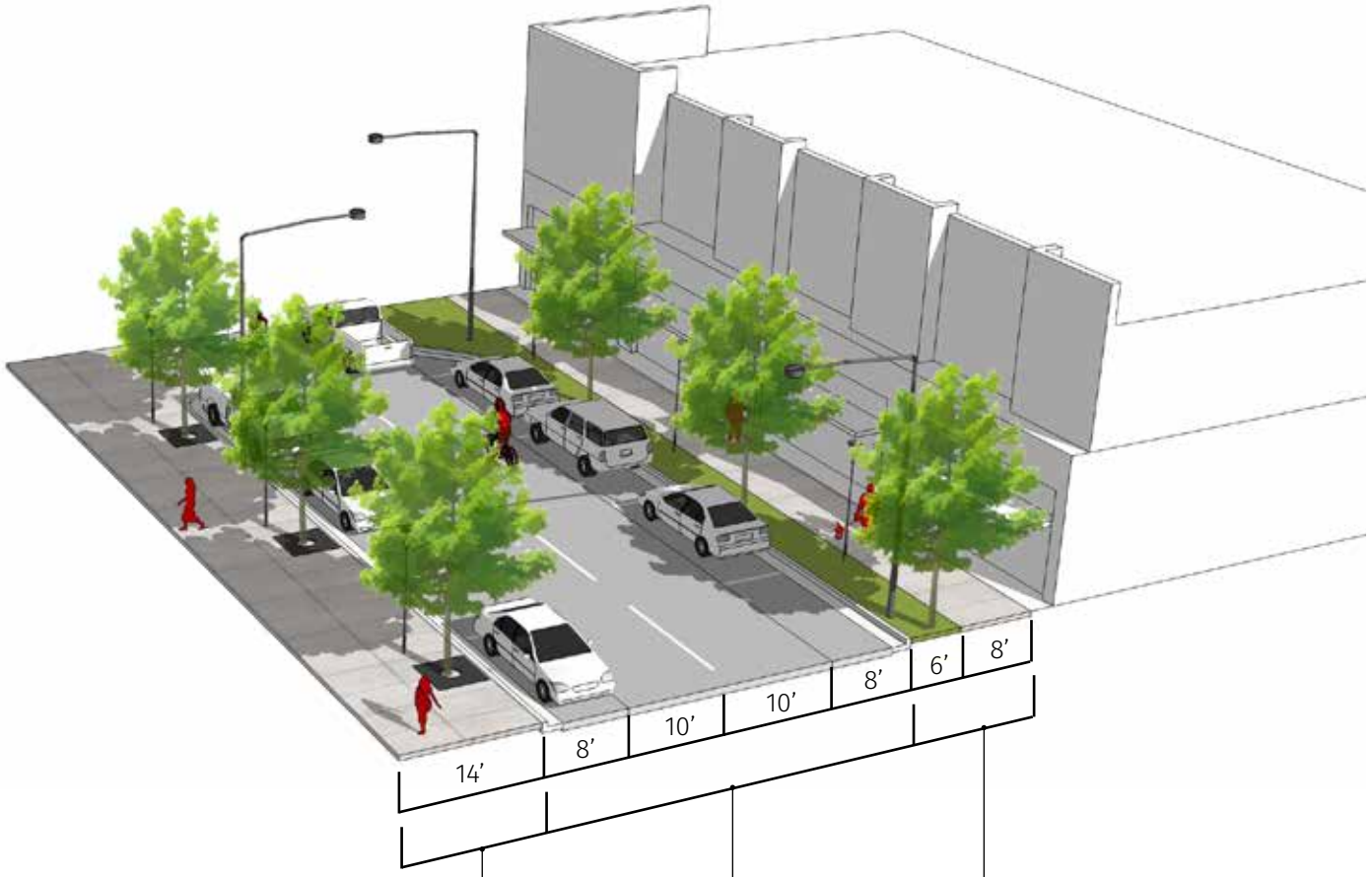


The establishment of a walkable center at the GISD site could serve as a catalyst to development on the surrounding parcels. The land on the south side of Williams Drive could redevelop as a continuation of the urban center. Mixed use development would front Williams Drive and urban residential development would front the bluff over the San Gabriel River. Additional spin-off development would likely occur along the I-35 Frontage Road and north of Northwest Blvd.

- **A** 2 or 3-story mixed use buildings front Williams Drive (ground floor retail with residential above)
- **B** Reconfigured gas pumps with market
- **C** Live/work or townhouses overlook bluff
- **D** Riverside closed at Williams Drive with highway oriented commercial along I-35 frontage road
- **E** Park Lane becomes shared street lined with 3-story mixed use or live/work buildings
- **F** Small multi-family infill

Approximately 18.2 acres of development plus spin-off development

Typical Secondary Street Configuration of Catalytic Site



Pedestrians

» 14’ sidewalk with street trees in grates.

Automobiles

» 8’ wide on-street parking lane.

» 10’ wide travel lane.

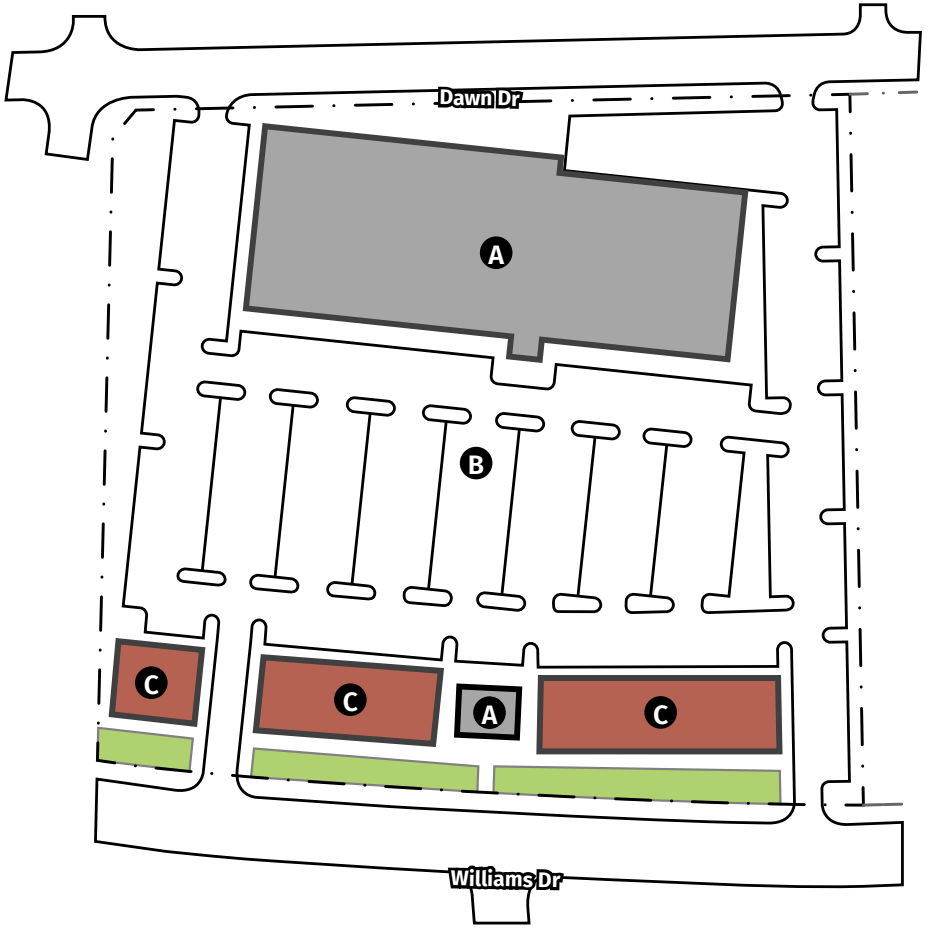
» Bikes/cars share travel lane.

Pedestrians

» Alternatively, there could be a 6’ tree lawn with an 8’ sidewalk.

GEORGETOWN HEALTH FOUNDATION

Short-Term

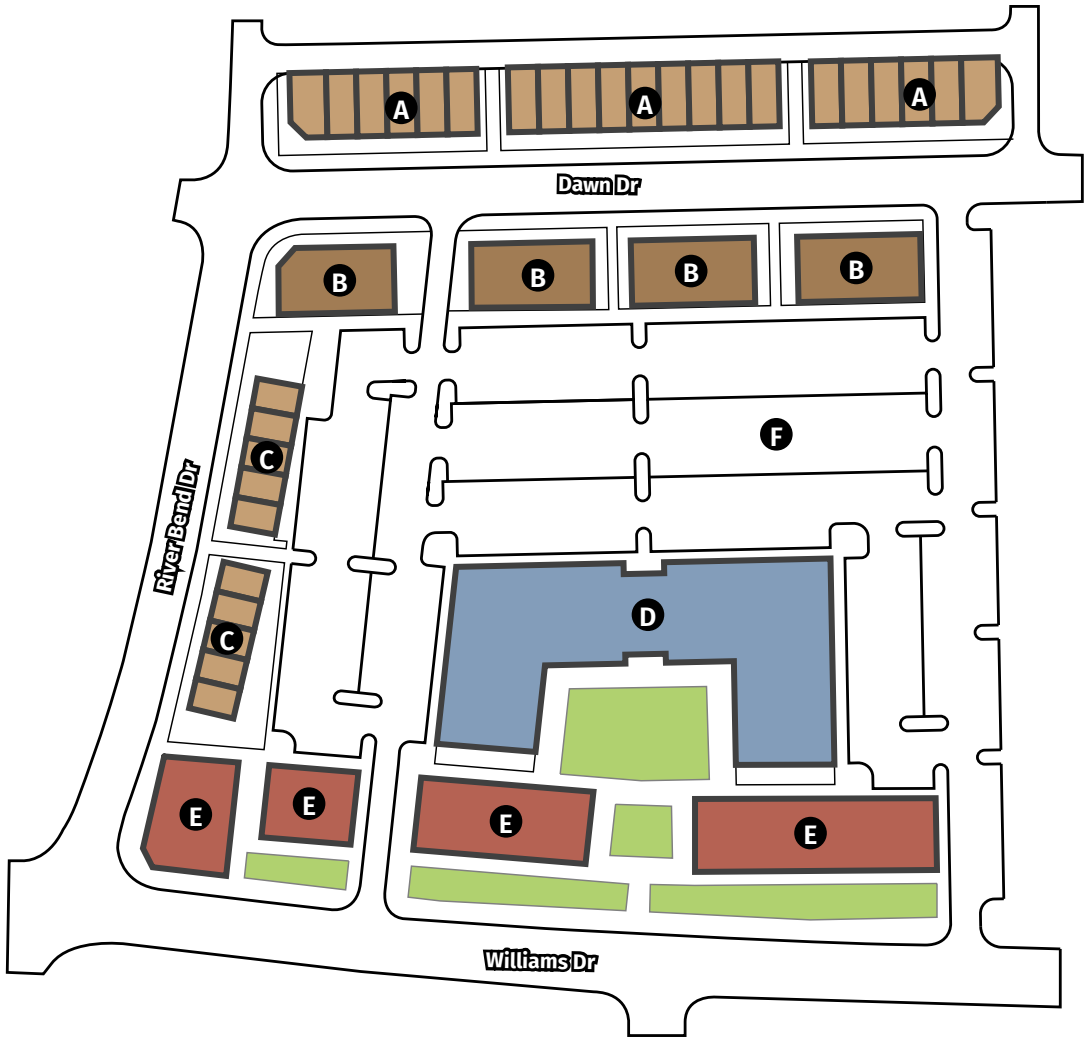


The Lake Aire Medical Center provides another opportunity to illustrate future redevelopment concepts, especially how phasing might occur on an existing site with substantial tenants remaining in place during redevelopment.

The Center is currently underutilized, a large surface parking lot takes up the majority of land between Williams Drive and the main building on the site. In the short-term, a portion of the parking lot could be replaced with three 2-story mixed use buildings that front Williams Drive. These new buildings could contain 2 stories of medical office or they could contain ground floor retail with medical office above. There are still approximately 400 parking spaces remaining on the site - plenty to serve both the existing and the new development.

- **A** Existing buildings retained
- **B** Approximately 400 spaces retained
- **C** Three new 2-story infill buildings - ground floor retail with medical office above

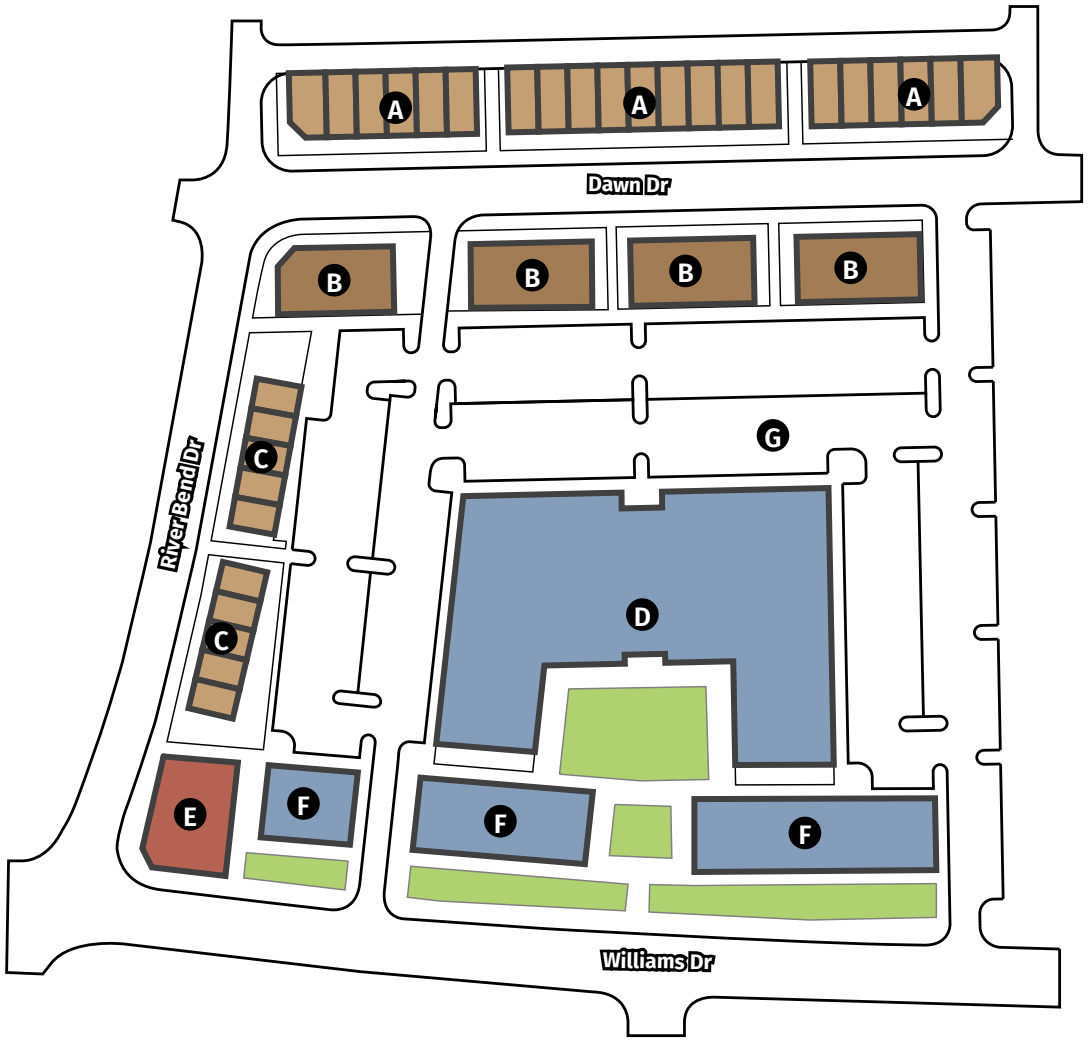
Long-Term with Mixed Use Emphasis



Looking slightly further out (10+ years), the Center could be extensively redeveloped. A new set of townhouses could be built on vacant land that fronts Dawn Drive - adding more “missing middle” housing options to the area. A series of new apartments and townhouses could replace existing buildings on the site - adding residential units that could be targeted to seniors who may like to live within walking distance of key medical services. A new multi-story medical facility could be added to the core of the site, serving as the new focal point of the Center. Mixed use retail buildings continue to line Williams Drive.

- **A** New townhouses
- **B** Four new 2- or 3-story apartment buildings
- **C** New townhouses
- **D** New single-story medical office building
- **E** Four new 2-story infill buildings - ground floor retail with medical office above
- **F** Approximately 400 parking spaces

Long-Term With Office Emphasis



Alternatively, the Center could be redeveloped with more of a focus on medical office. The proposed residential remains; however, a more substantial medical facility could anchor the Center. And the mixed use retail along Williams Drive could be prepositioned to focus more on the medical/wellness industry. A small amount retail could be maintained at the key intersection of River Bend Drive and Williams Drive.

- **A** New townhouses
- **B** Four new 2- or 3-story apartment buildings
- **C** New townhouses
- **D** Larger multi-story medical office facility
- **E** Single-story retail building
- **F** Three new 2-story medical office buildings
- **G** Approximately 350 parking spaces

Implementation Plan

IMPLEMENTATION

The adoption of this Study is the first step in the implementation process. It is the product of considerable effort on the part of City and CAMPO elected and appointed officials, the Steering Committee, the Public Works and Planning Department, community leaders, and involved citizens.

Moving the Study's Concept Plan from its long-term vision to reality is critical. It is a deliberate process accomplished through sound transportation and development decisions, policy-based decisions, land-regulation tools, coordination and partnerships, and special projects and studies.

MONITORING

A planning process does not have a defined beginning and end. It is an on-going process that responds to new information and circumstances, and incorporates changing conditions into decisions. Circumstances that may change include physical conditions of infrastructure, economic climate, the natural environment, and social and community goals.

Once the Study is adopted, it will need to be revised from time to time to ensure that it stays consistent and relevant to current conditions. It is best that the City continue in the same partnership manner it has to undertake the creation of the Williams Drive Study.

Periodically and prior to preparing the annual City operating budget, City staff should undertake an assessment that documents the impacts of the project implementation activities. This could be accomplished with preparing the update to that year's CIP.

The purpose of the update is to re-evaluate the goals, policies, and projects contained within this Study and to develop new policies, if necessary, to make sure that it is effective.

The update process is further described in the next section.

FISCAL CONSIDERATIONS

The implementation of the plan will require the City's financial commitment along with partnering and support from local and regional entities such as CAMPO, TxDOT and the private development community to carry out the policies and achieve the vision and goals set forth herein. These financial commitments should include existing programs and policies the City currently has in place. Although it is the City's intent to administer this plan with the current financial resources available, funds may need to be set aside in future budgets and from joint funding partnerships (i.e., private development) to carry out some of the recommended actions.

In many cases, funding may be available from outside sources. When opportunities become available, the City should seek these funds through Federal, State or local grants, loans and other financial resources through collaboration with CAMPO and TxDOT amongst others. In order to take advantage of these resources and be well positioned when they become available, it is important for the City to keep the plan and CIP updated.

PROJECT IMPLEMENTATION

This plan is a long-term document meaning that not all of the recommendations can and should be implemented immediately.

The projects and action items have been broken into three time frames; short term (0 to 4 years), medium term (5 to 10 years), and long term (11+ years). The implementation matrix on the following pages contains key information about the project including action item, planning level costs, possible funding sources, time frame and project driver.

TRAFFIC CONGESTION AND OPERATIONS IMPLEMENTATION PLAN

Time-frame	No.	Action Item	Length	Project Cost Estimate	Potential Funding Source	Funded / Committed	Partners
Short (0 - 4 years)	T-01	Rivery Blvd extension from Williams Dr to Northwest Blvd (build)	.42 miles	$10,500,000	2015 Road Bond	X	
	T-02	Reconstruction and new construction of Northwest Blvd from Fondana Dr to Austin Ave, including proposed bridge over IH 35 (build)	.42 miles	$11,150,000	2015 Road Bond	X	
	T-03	Intersection improvement at Williams Dr and IH-35	.27 miles	$52,000,000	TxDOT My35	X	TxDOT
	T-04	Eastbound right-turn lane Williams Dr to SB Rivery Blvd	.04 miles	$345,959	Developer/City of Georgetown	X	Rivery TIA
	T-05	Northbound right-turn Rivery Blvd to eastbound Williams Dr	.034 miles	$284,000	Developer/City of Georgetown	X	Rivery TIA
	T-06	Intersection operation improvements for Austin Ave and Williams Dr	.04 miles	$500	Developer/City of Georgetown		TxDOT
	T-07	Preliminary Engineering analysis for access management/ driveway consolidation, intersection improvements, network connections, capacity, speed, and utilities	7 miles	$515,000	TIA Funds/TIRZ Fund/City General Fund		
	T-08	Install a painted median and center left hand turn pockets along one of the character areas of the Williams Dr corridor (pilot program)	1 mile	$18,303	City General Fund		
	T-09	Traffic Signal Coordination from Austin Avenue to Jim Hogg Rd	5.8 miles	$24,000	City General Fund	X	
	T-10	"Inventory existing traffic signal infrastructure and identify standard operating systems/upgrades, limited implementation"	5.8 miles	$24,000	City General Fund	X	
	T-11	Promote Go-Geo		$5,000	City General Fund		
	T-12	Communication/Public Education about alternate routes, best practices/suggestions during peak hours.		$10,000			
	T-13	Work with the Post Office to relocate individual mail boxes			USPS		USPS
	T-14	Establish Traffic Management Center (TMC) and appropriate staffing	6 miles	$200,000	Bonds		
	T-15	Work with Police Department for enforcement and traffic control		$25,000	TIA Funds, Bonds		
	T-16	Stripe Northwest Blvd to accommodate a 10 foot center turn lane, two 10 foot through lanes, and two 5-foot bike lanes on either side off the roadway	1.2 miles	$304,128	Street Maintenance		
	T-17	Install raised, planted center medians with left hand turn pockets in the Centers Area	1.25 miles	$2,376,000	Bonds, GTEC, Street Maintenance		

Time-frame	No.	Action Item	Length	Project Cost Estimate	Potential Funding Source	Funded / Committed	Partners
Mid (5 - 10 years)	T-18	Reconfigure Northwest Blvd's 40 foot wide roadway to accommodate a 10 foot center turn lane, two 10 foot through lanes, and two 5-foot bike lanes on either side off the roadway	1.2 miles	$4,093,056	City General Fund		
	T-19	New Roadway to connect Rivery Blvd to Riverside Dr	0.40 miles	$4,224,000	TIRZ Funds		
	T-20	Implement a center island on Northwest Blvd at Windmill Cove	N/A	$38,016	City General Fund		
	T-21	Implement shared streets within the Georgetown Independent School District site	N/A	N/A	Developer Funds		GISD
	T-22	Extend Apple Creek Dr to connect to Northwest Blvd	0.10 miles	$1,056,000	Developer/Bonds		Developer
	T-23	Install raised, planted center medians with left hand turn pockets in the Corridor Area (Lakeway Dr to DB Wood Blvd)	2.3 miles	$4,324,320	Bonds		
	T-24	New construction of frontage road on northbound IH 35 from Williams Dr to Lakeway Bridge (build)	1.90 miles	$7,000,000	2015 Road Bond	X	
	T-25	Reconstruction of DB Wood Dr from Oak Ridge Dr To Lake Overlook Dr (Plan)	1.46 miles	$8,000,000	2015 Road Bond	X	
	T-26	Reconstruction of Shell Rd from Williams Dr to Shell Spur Rd (Plan)	2.45 miles	$18,480,000	2015 Road Bond	X	
	T-27	Reconstruction of IH 35 SB Frontage Rd from Williams Dr To Rivery Blvd (plan)	.54 miles	$4,436,000	2015 Road Bond	X	
	T-28	Intersection improvements along Williams Dr from Rivery Blvd to IH 35 Frontage Rd (plan)	.38 miles	$1,894,000	2015 Road Bond	X	
Long (Beyond 10 years)* *Timeframe to be Development Driven	T-29	New Roadway connecting Limestone Lake Dr to Williams Dr	0.5 miles	$5,280,000	Developer/Bonds		Developer
	T-30	New Roadway connecting Verde Vista Dr to Williams Dr at Woodlake Dr	0.25 miles	$2,640,000	Developer/Bonds		Developer
	T-31	New Roadway to connect La Paloma Dr to Sabine Dr	0.50 miles	$5,280,000	Developer/Bonds		Developer
	T-32	New Roadway to connect Country Rd to Pecan Lane at Booty's Crossing Rd	0.40 miles	$4,224,000	Developer/Bonds		Developer
	T-33	New Roadway to connect Serenada Dr to Oak Crest Lane at Booty's Crossing Rd	0.50 miles	$5,280,000	Developer/Bonds		Developer
	T-34	New Roadway to connect Lakeway Dr to River Bend Dr at Westwood Lane	0.40 miles	$4,224,000	Developer/Bonds		Developer
	T-35	New Roadway to connect River Bend Lane to Park Lane	0.30 miles	$3,168,000	Developer/Bonds		Developer
	T-36	New Roadway to connect Oak Lane Circle between Ranch Rd and Parkway Street	0.06 miles	$633,600	Developer/Bonds		Developer
	T-37	New Roadway to connect W Janis Dr to Park Lane	0.25 miles	$2,640,000	Developer/Bonds		Developer
	T-38	Install raised, planted center medians with left hand turn pockets in the Corridor Area (DB Wood Blvd to Jim Hogg Rd)	2.3 miles	$4,324,320	Bonds		

Total Costs: **$169,021,202**

BARRIERS TO REDEVELOPMENT IMPLEMENTATION PLAN

Time-frame	No.	Action Item	Length	Project Cost Estimate	Potential Funding Source	Funded / Committed	Partners
Short (0 - 4 years)	R-01	Update the City's Comprehensive Plan to incorporate Williams Dr recommendations		Staff Time	Funded - FY2017 Budget	X	
	R-02	Amend the FLU map to include a subarea plan for the Centers Area		$24,500	TIRZ Funds	X	
	R-03	Adjust the TIRZ boundary to include the entirety of the GISD site and adjacent sites and develop TIRZ spending plan		Staff Time			
	R-04	Engineering studies for water, wastewater, drainage/stormwater/ water quality		$200,000	City General Fund, Utility Fund		
	R-05	Work with GISD on potential redevelopment of catalytic site		N/A			GISD
	R-06	Review and update the development standards applicable to properties in the Williams Dr Centers Area, specifically regulations pertaining to block/lot standards, landscaping, signage, and streetscape improvements		Staff Time			
	R-07	Adopt a MU district/SP overlay district/Rezoning for the Centers Area		Staff Time			
	R-08	Adopt a MU district/SP overlay district/Rezoning for the Catalytic Site(s)		Staff Time			
	R-09	Create a special assessment/financial district to fund these recommended public projects		Staff Time			
			Total Costs:	**$224,500, plus Staff Time**			

AESTHETICS ENHANCEMENTS IMPLEMENTATION PLAN

Time-frame	No.	Action Item	Length	Project Cost Estimate	Potential Funding Source	Funded / Committed	Partners
Short (0 - 4 years)	A-01	Update City's Comprehensive Plan to incorporate Williams Dr recommendations, specifically as it applies to gateways		Staff Time	Funded - FY2017 Budget	X	
	A-02	Remove empty telephone poles on the north side of Williams Dr between Shell Rd and La Paloma		$500	City of Georgetown Electric Fund		
	A-03	Update the City's UDC relating to the Gateway Overlay district standards as these apply to the Williams Dr Corridor. This may include new regulations pertaining to signage, front building façade and parking in addition to landscaping.		Staff Time			
	A-04	Undertake corridor wide signage and wayfinding study		$40,000	TIRZ Funds, City General Fund		
	A-05	Intersection demonstration gardens at the intersection of Williams Dr and I-35		$5,000	TDS		TDS/Wilco Master Naturalists
Mid (5 - 10 years)	A-06	Draft and adopt a grant program to incentivize or assist in signage, street frontage landscaping and other streetscape improvements		Staff Time			CAMPO/TxDOT
	A-07	Implement corridor wide aesthetic enhancements (landscaping, street lighting, signage and wayfinding)		$100,000	TIRZ Funds, GTEC, City General Fund		TxDOT
			Total Costs:	**$145,500, plus Staff Time**			

PEDESTRIAN/BICYCLE FACILITIES IMPLEMENTATION PLAN

Time-frame	No.	Action Item	Length	Project Cost Estimate	Potential Funding Source	Funded / Committed	Partners
Short (0 - 4 years)	P-01	Design and construction of sidewalk along the west side of Austin Ave from Morrow St to Williams Dr	.16 miles	$20,000	2015 Bonds	X	TxDOT
	P-02	Remove mid-block pedestrian crossing on Williams Dr between I-35 and Rivery Blvd	0.01 miles	$1,000	Street Maintenance		
	P-03	Preliminary Engineering analysis and schematic design for bikeways along and parallel to Williams Dr	7 miles	$5,000	TIRZ Fund/City General Fund		
	P-04	Undertake a Citywide Bicycle Master Plan	N/A	$65,000	City General Fund		
	P-05	APS Signal Upgrades at Williams Dr and Lakeway Dr, Williams Dr and Shell/DB Wood Rd, Williams Dr and Wildwood Dr, Williams Dr and Lakewood Dr, and Williams Dr and Rivery Blvd	5 signals	$250,000	2015 City Bonds	X	
	P-06	Implement buffered bike lanes along both sides of Williams Dr between Jim Hogg Rd and Lakeway Dr	5 miles	$409,500	Street Maintenance		
	P-07	Implement an on-street bicycle lane along W Sequoia Spur from Shell Rd to Val Verde Dr	0.7 miles	$49,379	Street Maintenance, Parks		
	P-08	Implement on-street bicycle lanes along Serenada Dr between Booty's Crossing and Northwest Blvd, continuing east along Northwest Blvd to just east of E. Janis Dr	1.6 miles	$112,865	Street Maintenance, Parks		
	P-09	Implement parallel signed bicycle routes along Park Lane between Williams Dr and W Central Dr, along Dawn Dr between Park Lane and Western Trail, and along Mesquite Lane between Booty's Crossing and Rivery Blvd	3.6 miles	$215,931	City General Fund		
	P-10	Install and repair sidewalks and curb ramps along Williams Dr between Lakeway Dr and Rivery Blvd, and Lakeway Dr between Williams Dr and Northwest Blvd	1 mile of sidewalk	$316,800	City General Fund		
	P-11	Install and repair sidewalks and curb ramps along Whisper Oaks Dr between Lakeway Dr and Northwest Blvd	.17 mile of sidewalk	$52,560	City General Fund		
	P-12	Install and repair sidewalks and curb ramps along Broken Spoke Trl between Western Trail and Lakeway Dr	.19 mile of sidewalk	$60,000	City General Fund		

Time-frame	No.	Action Item	Length	Project Cost Estimate	Potential Funding Source	Funded / Committed	Partners
Mid (5 - 10 years)	P-13	Install and repair sidewalks and curb ramps along Williams Dr between Estrella Crossing and Lakeway Dr	2 miles of sidewalk	$633,600	City General Fund		
	P-14	Implement on-street bicycle lanes along Shell Rd and DB Wood Rd between Westbury Lane and Cedar Breaks Rd	3.4 miles	$239,839	City General Fund		
	P-15	Install and repair sidewalks and curb ramps along Shell/ DB Wood Rd between Lake Overlook Rd and the city limit at approximately Westbury Lane	3 miles of sidewalk	$950,400	City General Fund, PID		Developer
	P-16	Implement on-street bicycle lanes along Country Rd from Williams Dr to the proposed sidepath at Booty's Crossing Rd	0.42 miles	$29,627	City General Fund		
	P-17	Implement a sidepath on I-35 south Frontage Rd from Northwest Blvd to Rivery Blvd	1 mile	$2,756,160	TxDOT My35		TxDOT
	P-18	Implement a sidepath from Apple Creek Dr along the north side of I-35 to the I-35 north Frontage Rd and extending to San Gabriel Village Blvd	1 mile	$1,378,080	TxDOT My35		TxDOT
	P-19	Implement a sidepath along Booty's Crossing Rd between Williams Dr and DB Wood Rd	1.9 miles	$5,236,704	City General Fund, Future Bond Election, Private Development		
	P-20	Implement a sidepath on Rivery Blvd Extended from Northwest Blvd to Williams Dr	0.5 miles	$1,378,080	City General Fund/ Private Development		Developer
Long (Beyond 10 years)* *Timeframe to be Development Driven	P-21	Install and repair sidewalks and curb ramps along streets surrounding Georgetown Independent School District site including Park Lane, Shannon Lane, and Janis Dr	2 miles of sidewalk	$1,193,914	Site Development		GISD
	P-22	Implement a cycle track along both sides of Williams Dr between Rivery Blvd and I-35	1 mile	$2,756,160	Private Development		Developer
	P-23	Implement a sidepath along Williams Dr between Jim Hogg Rd and Lakeway Dr	4.3 miles	$11,851,488	City General Fund, Future Bond Election, Private Development		Developer
	P-24	Implement a sidepath along Northwest Blvd from just east of E. Janis Dr, across I-35, to San Gabriel Park	1 mile	$2,756,160	City General Fund, Future Bond Election, Private Development		Developer
		Total Costs:		**$32,718,247**			

PERFORMANCE MEASURES

Goal	Metric	Target	Current Benchmark
Support corridor-wide and regional sustainable growth and economic development.	20-minute neighborhood (residential units within 3,500 feet of mixed use district via street or trail network)	100% of residential units	57%
	15-minute walk to nature (1,250 feet of park or trail via street network)	100% of residential units	56%
	10-minute walk to transit (1,250 feet of a transit stop via street or trail network)	50% of residential units	35%
	Increase housing diversity types to promote greater opportunities to live and work in the study area	Increase	19%
Protect and enhance quality of life.	Miles of missing sidewalk (excluding trails) within the corridor	Decrease	6.7 miles
	Miles of bicycle facilities (dedicated on-street facilities + trails) within the corridor	Increase	< 1 mile
	Pedestrian and bicyclist volumes on city trails	Increase	TBD (annual manual counts)
Enhance multimodal movement and transportation operations.	Non-drive alone mode share by residents and workers	Increase	20%
	Crashes on major and minor arterials involving pedestrians and bicycles	Decrease	7 (2010-2015)
	Crashes of all types on major and minor arterials	Decrease	837 (2010-2015) (Georgetown Police)
	Transit travel time reliability – on-time performance	TBD	TBD
	Corridor travel time – vehicle hours delay	Decrease	192 hrs (AM), 267 hrs (PM)
Encourage development that creates a variety of context sensitive, mixed-use services that are accessible to neighborhoods.	Increase percentage of desirable uses as defined by the Retail and Recruitment Strategies Report	Increase (adjusted for inflation)	% as defined by R&R report
	Change in property tax revenue within the study area	Increase (adjusted for inflation)	$1.05 million (Corridor) $1.16 million (Centers)
	Change in sales tax revenue within the study area	Increase (adjusted for inflation)	TBD
	Pedestrian counts at key crossing locations	Increase	Annual Counts Needed

FOOT NOTE REFERENCES

1 American Association of State Highway and Transportation Officials. (2004). A policy on geometric design of highways and streets (5th ed.). Washington, DC: AASHTO. Pp. 473

2 Potts, I.B., Harwood, D.W., & Richard, K.R. (2007). Relationship of lane width to safety for urban and suburban arterials. Geometric design and the effects on traffic operations 2007. Washington, DC: Transportation Research Board. Pp. 63-82

3 FHWA Mitigation Strategies for Design Exceptions Chapter 3 "The 13 Controlling Criteria" (July 2007) http://safety.fhwa.dot.gov/geometric/pubs/mitigationstrategies/chapter3/3_lanewidth.htm

4 Transportation Research Board. (2000). Highway Capacity Manual. Washington, DC: Transportation Research Board

5 Florida Department of Transportation (2007). Appendix A-P and Appendix Q. Conserve By Bicycle Program Study Final Report. Tallahassee, FL: FDOT. www.mpo-swfl.org/content/PR/Conserve_By_Bicycle_Program_Study.pdf P. A152

6 "The Truth about Lane Widths." Pedestrian and Bicycle Information Center. http://www.walkinginfo.org/library/details.cfm?id=4348 (accessed October 26, 2012)

7 Texas Department of Transportation Road Design Manual, State of Texas (2014). Pp. 2-5

8 Texas Department of Transportation Road Design Manual, State of Texas (2014) Chapter 3-3