

# Williams Drive Study

## Georgetown, Texas



### Work-In Progress Presentation

Wednesday, November 16, 2016





# THANK YOU!

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



# Tonight's Presentation

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



# The Study Area



## CORRIDOR PLAN:

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

## CENTERS PLAN:

Development of a plan for a **vibrant mixed-use center and gateway**



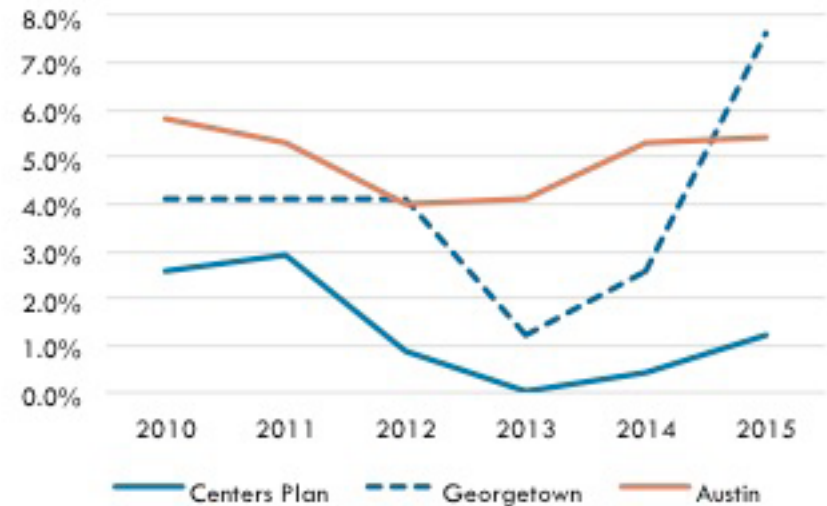


# Key Real Estate Trends

## Apartments

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

2010-2015 Apartment Vacancy Rates



2010-2015 Effective Apartment Rent Per Unit



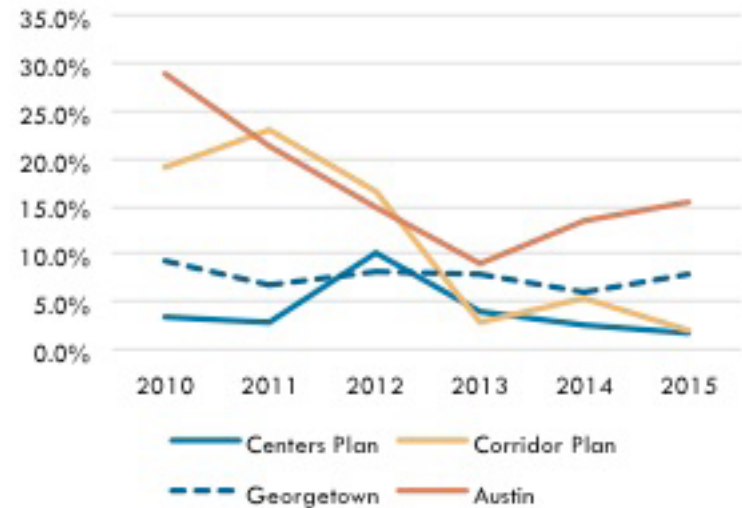


# Key Real Estate Trends

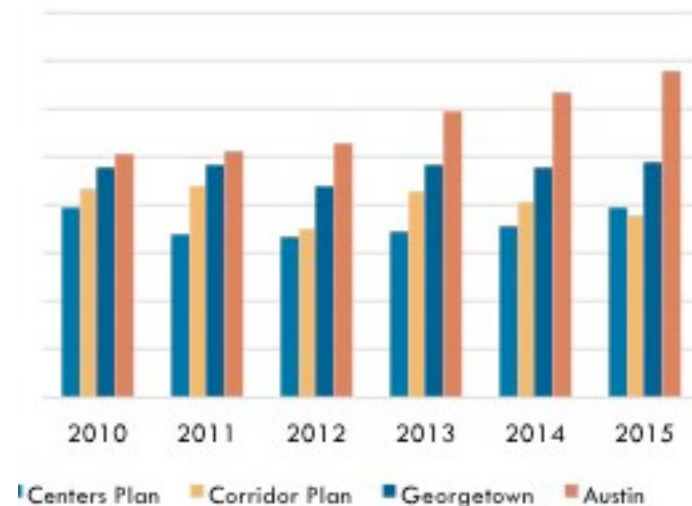
## Office

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

2010-2015 Office Vacancy Rates



2010-2015 Gross Office Rent Overall



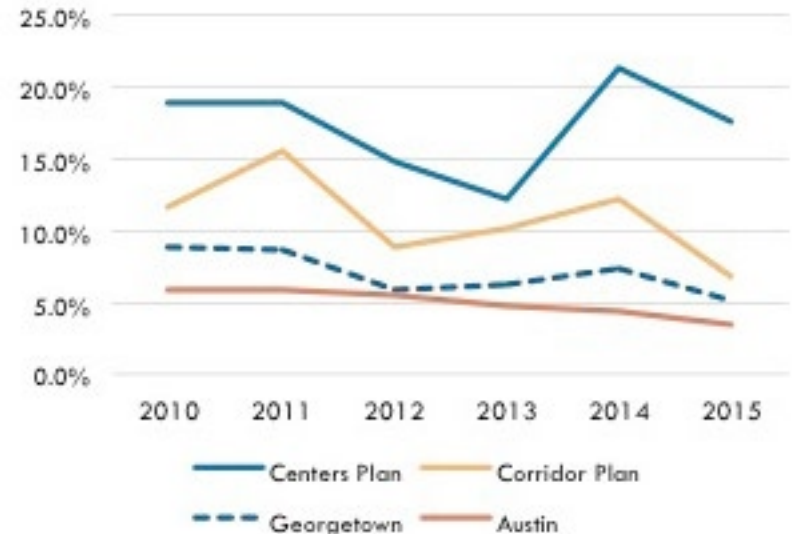


# Key Real Estate Trends

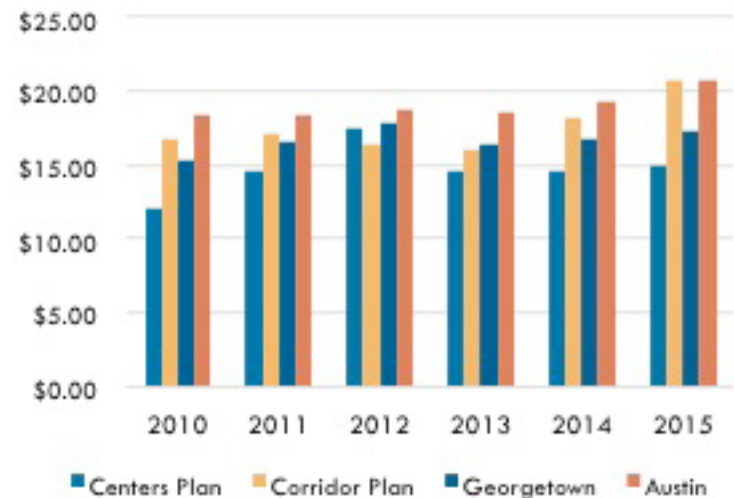
## Retail

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

2010-2015 Retail Vacancy Rates



2010-2015 Retail Rent- All Service Types





# October Open House







# October Open House

Share your vision for  
**Williams Drive**

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

Share your vision for  
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Share your vision for  
**Williams Drive**

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

**Legend**

- City Facilities
- Schools
- Williams Drive Study Area



# This Week

SATURDAY November 12	SUNDAY November 13	MONDAY November 14	TUESDAY November 15	WEDNESDAY November 16
<b>Hands-On Workshop</b> 9 am - 12:30 pm	Open Design Studio 9 am - 7 pm	Open Design Studio 9 am - 4 pm	Open Design Studio 9 am - 4 pm	Closed Design Studio
		<b>Lunch &amp; Learn Transportation</b> 12 - 2 pm	<b>Lunch &amp; Learn Commercial &amp; Market Development</b> 12 - 2 pm	
Open Design Studio 5 pm - 8 pm		<b>Drop-In Open Design Studio</b> 4 pm - 7 pm	<b>Drop-In Open Design Studio</b> 4 pm - 7 pm	<b>Work-In Progress Presentation</b> 4 pm
			<b>P&amp;Z/GTAB Joint Meeting</b> 6 pm	<b>Work-In Progress Presentation</b> 6 pm

All events will take place at:

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





# Friday Tour







# Friday Tour







# Saturday Workshop



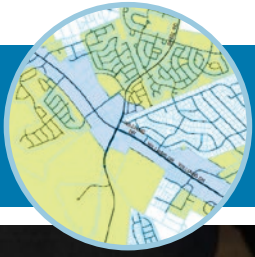




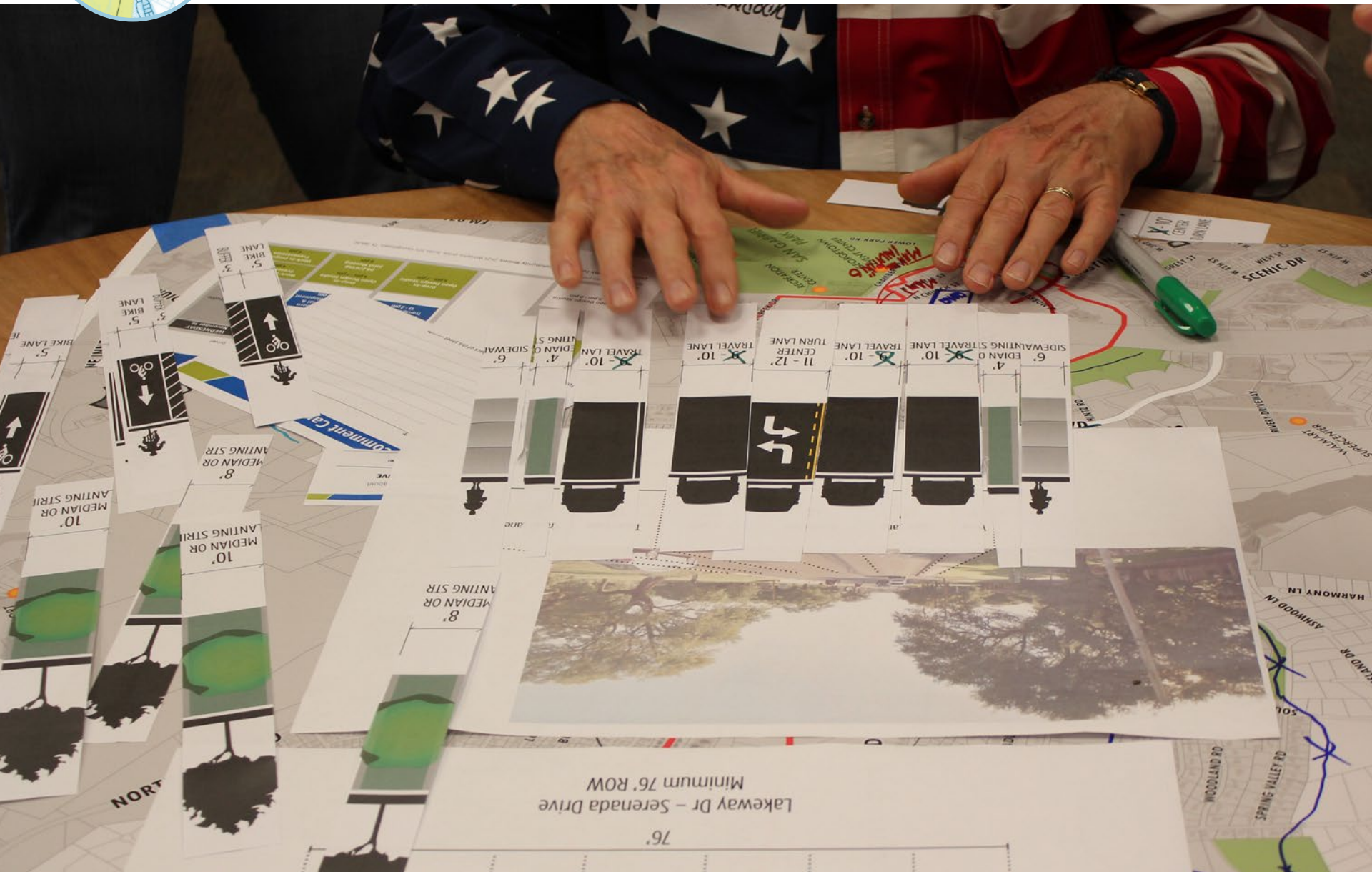
# Saturday Workshop







# Saturday Workshop







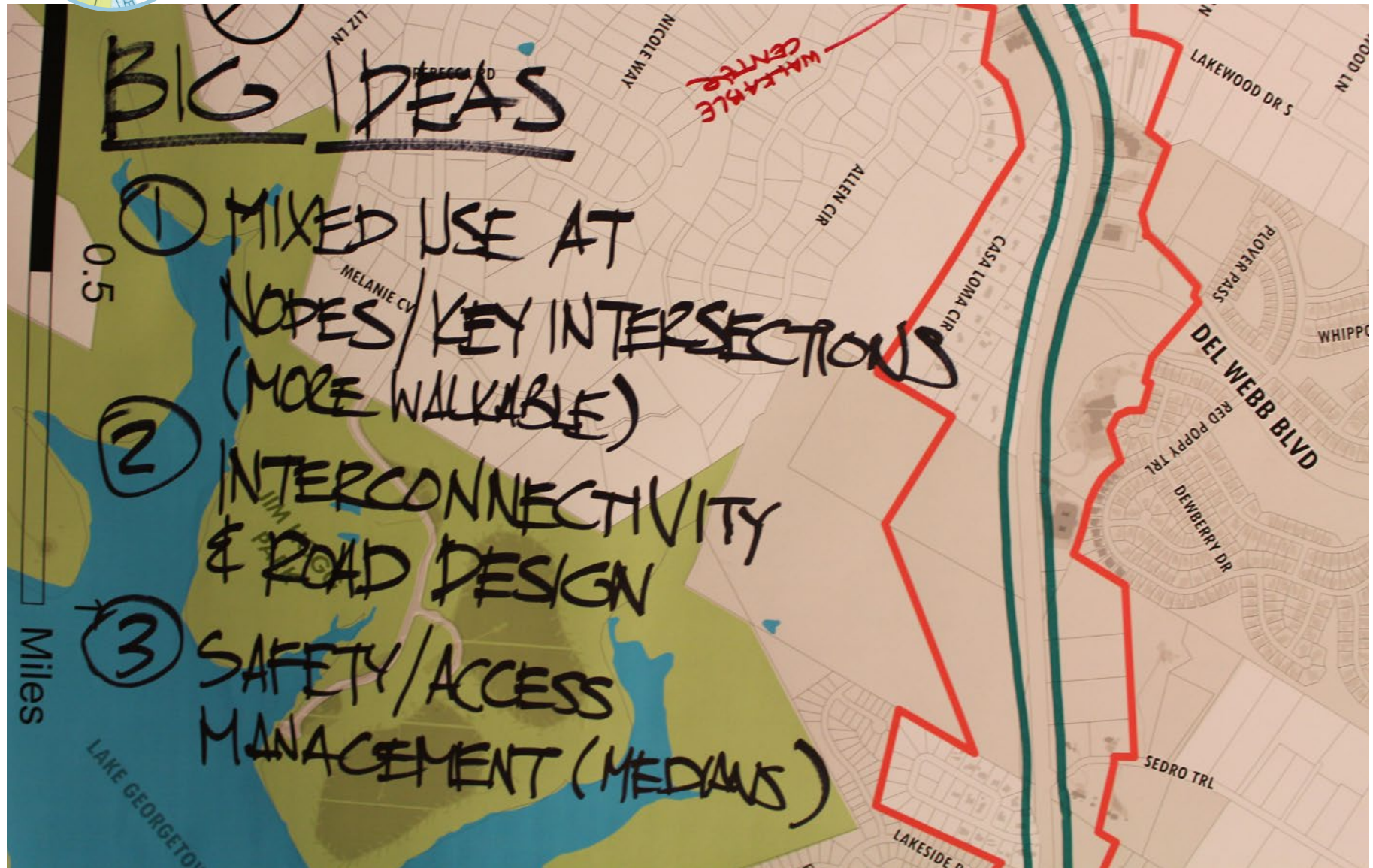




- Miles



# Saturday Workshop







# Saturday Workshop

## OUTCOMES

- Slower speed in center
- BETTER CONNECTIVITY (inter connectivity) (TO STREET AC) (TO DOWNSTADION DR)
- Put needs near where people live (BASIC SERVICES) - small centers
- Growth will come need to accommodate
- Drive traffic off corridor TO USE 195 + 79
- Need Green pockets connect to trail system



# Saturday Workshop



A few words  
that come to mind about

## **WILLIAMS DRIVE**

Now: Boring and dangerous

and in my vision for the future:

Vibrant and attractive



A few words  
that come to mind about

## **WILLIAMS DRIVE**

Now: ugly + crowded

and in my vision for the future:

beautiful + well flowing  
traffic



A few words  
that come to mind about

## **WILLIAMS DRIVE**

Now: Largely Empty Palette

and in my vision for the future:

Higher density Urban Addison/Southlake Town Center  
(Higher density than Roundtree Barnett Road)



A few words  
that come to mind about

## **WILLIAMS DRIVE**

Now: crowded

and in my vision for the future:

\_\_\_\_\_





# Saturday Afternoon: Site Analysis







# Saturday Evening: Brainstorming





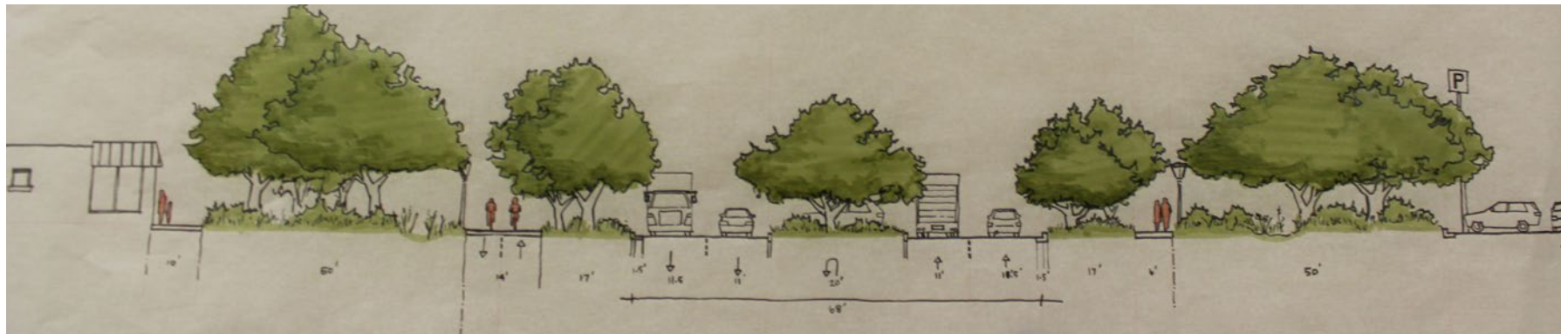


# Sunday: Staff Check-in





# Preliminary Concepts









# Feedback: Open Studio







# Feedback: Stakeholders Meetings





# Feedback: Stakeholders Meetings







# Feedback: Lunch & Learns





# Tuesday: Refinement







# Tues: P&Z/GTAB Joint Meeting





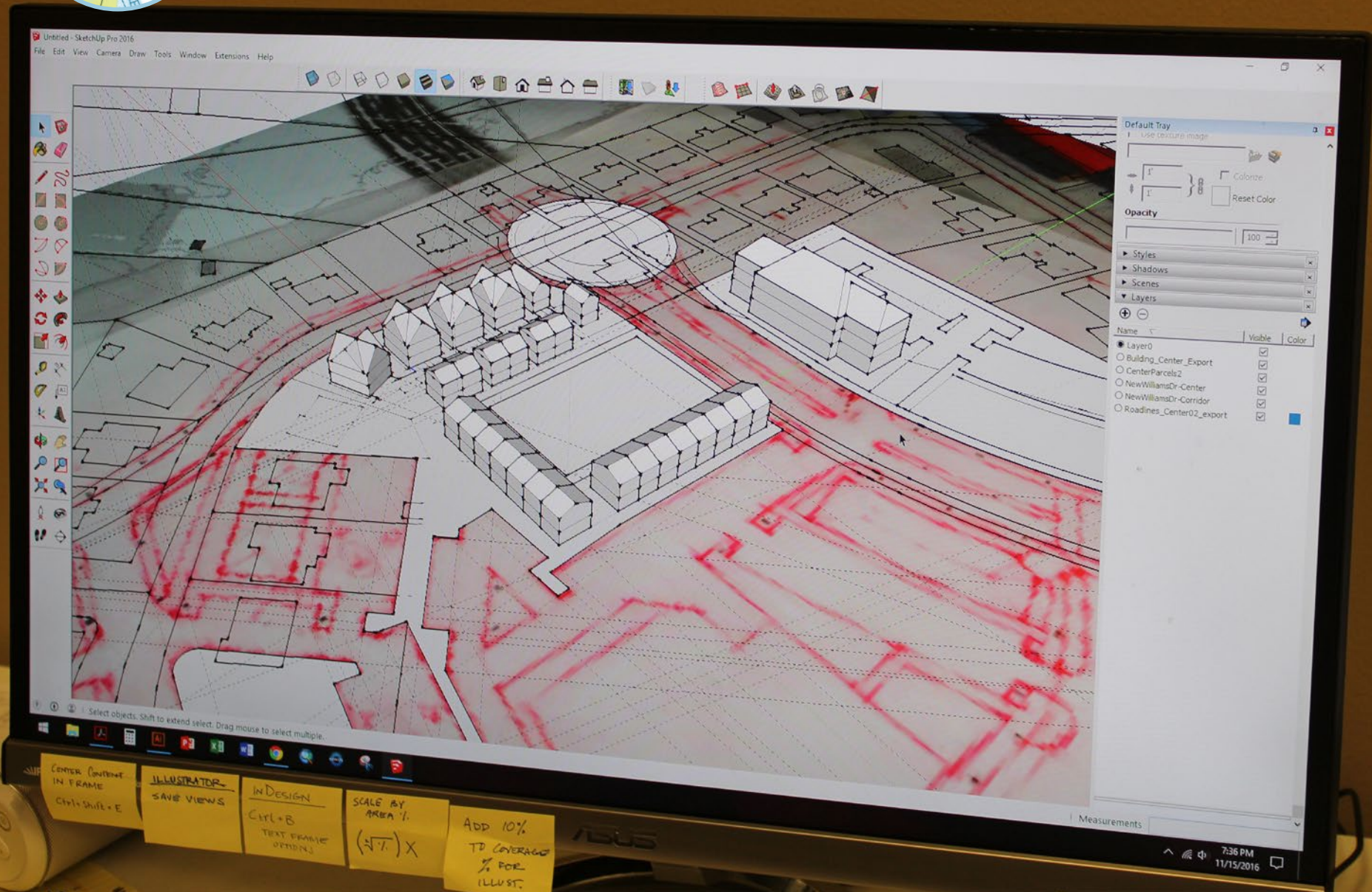
# Tues: Working Late







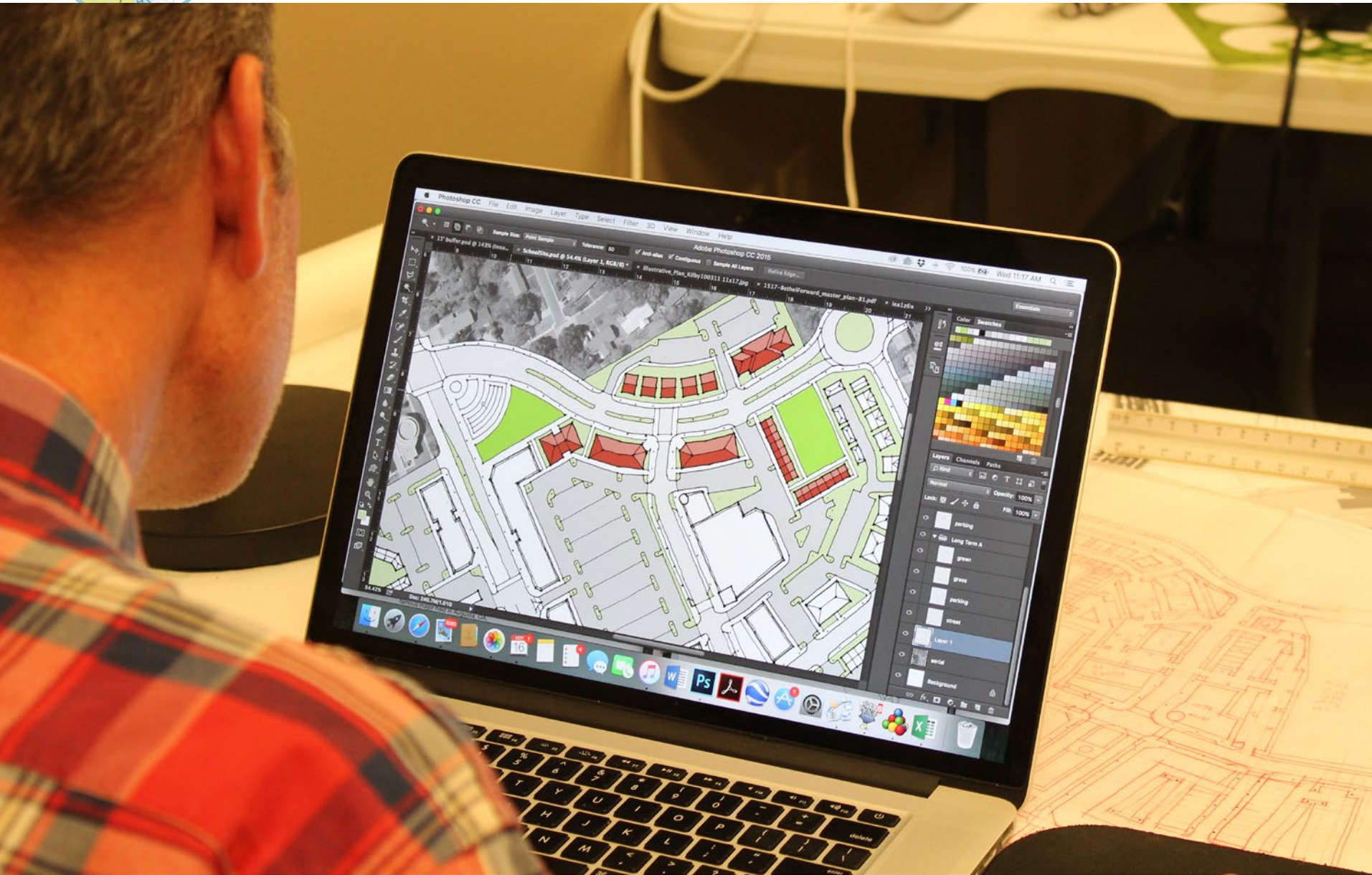
# Wed: 3D Modeling







# Wed: Rendering





# Transportation



# Williams Drive Existing Conditions Overview

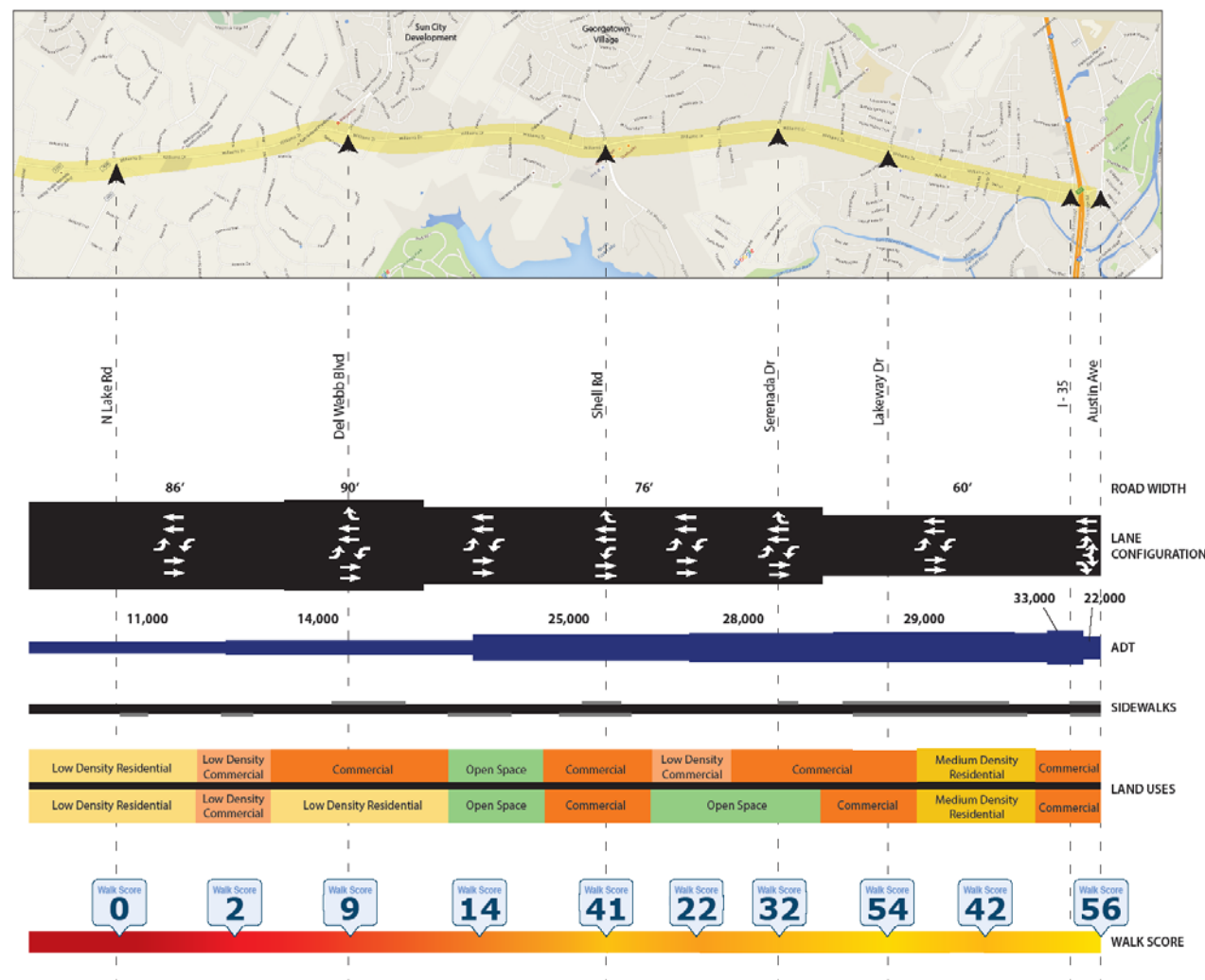
## Overview

The Williams Drive study incorporates an area over 6 miles in length with a number of different characteristics along its route.

These include:

- Varying daily vehicle volumes
- Differing road widths
- Land use densities
- Sidewalk coverage
- Walkscore\*

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





# Existing Needs

## Sidewalk Construction Policy

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



# Existing Needs

## Pedestrian Buffer

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





# Existing Needs

## Accessibility

- Aid businesses and property owners to retrofit existing facilities to ensure accessibility for all people





# Existing Needs

## Pedestrian Priority

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





# Existing Needs

## Pedestrian Priority

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



# Existing Needs

## Crosswalks

- Default is crosswalks across all legs, must demonstrate if and when not possible and impacts on pedestrian delay
- Strive for crosswalks every:
  - 600' in urban section
  - 900' (or less) in retrofit and evolving segments
  - At least every 1200' in parkway segment





# Existing Needs

## Inter-Community Connectivity

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



# Existing Needs

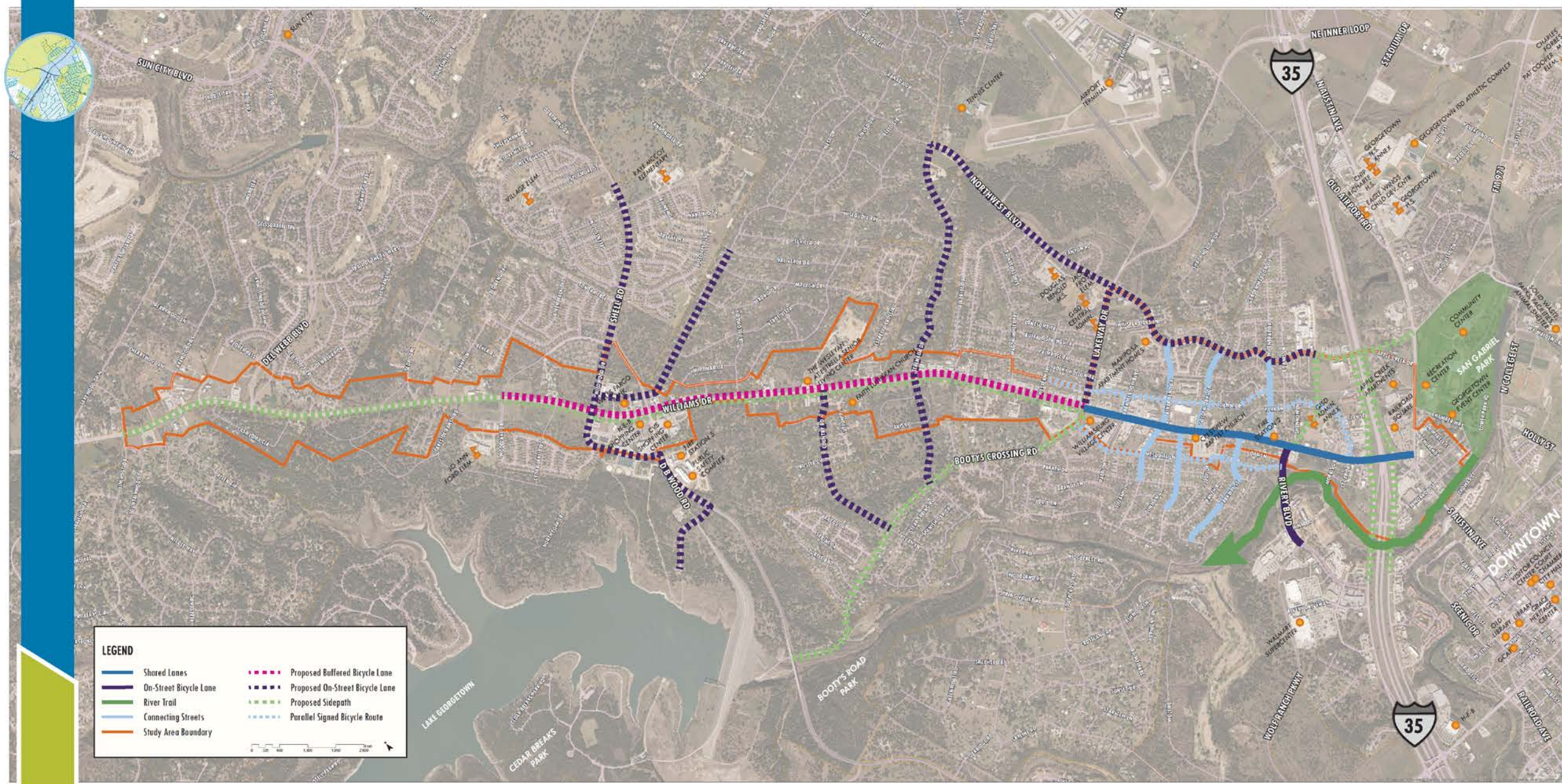
## Bicycle Facilities

- Ensure all new collector (or higher) roadways include bicycle facilities.
- Develop a City wide Bicycle Facility Map.
- Include bicycle amenities (i.e., bike racks)





# Concept Bicycle Facilities





# Sidepaths





# Buffered Bike Lanes



# Bike Lanes





# Neighborhood Bike Blvds





# Williams Drive @ Lakeway Drive - Existing





# Williams Drive @ Lakeway Drive - Interim Buffered Bike Lane





# Williams Drive @ Booty's Xing - Interim Buffered Bike Lane





# Williams Drive @ Booty's Xing - Shared Use Sidepath





**Booty's Crossing**  
**Add cycle track/trail**





**Booty's Crossing**  
**Add cycletrack/trail**





# Williams Drive @ Lakeway Drive



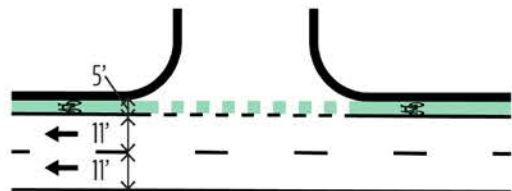


# Williams Drive @ Lakeway Drive - Interim Sidewalk Widening

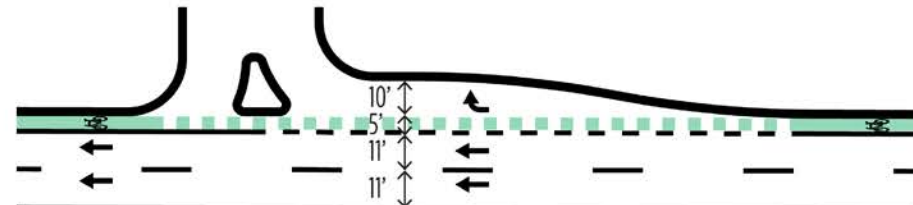




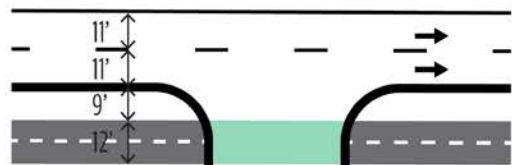
Minor driveway access



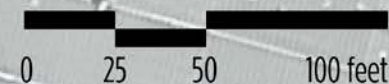
Major driveway access



Shared-use path driveway access



TYPICAL INTERSECTION TREATMENT

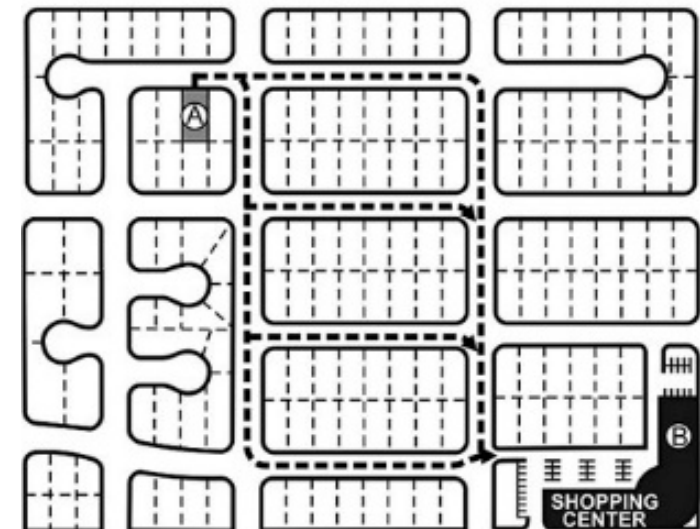
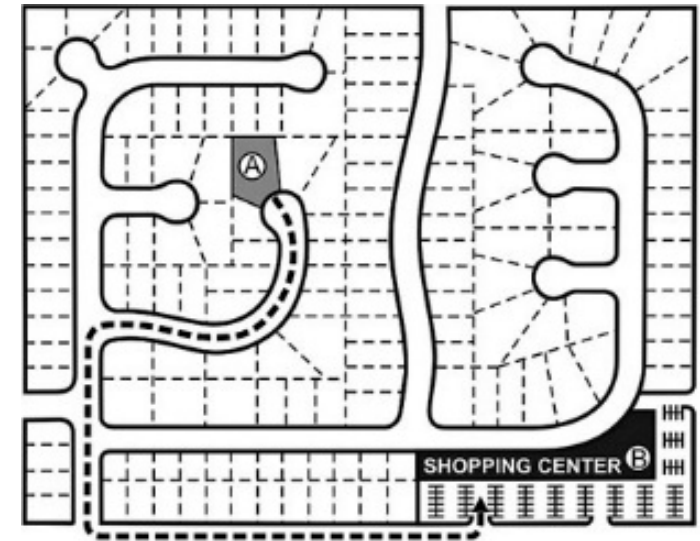




# Existing Needs

## Neighborhood Street Connectivity

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



# Existing Needs

## Local Neighborhood Traffic Management

- Maintain & improve the quality and safety of neighborhood streets.
- Protect existing neighborhood quality of life
- Implementation of traffic calming strategies.





3105 Northwest Blvd

Georgetown, Texas

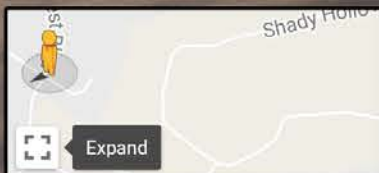
Street View - Apr 2016

**Northwest Blvd @ Whisper Oaks Lane**

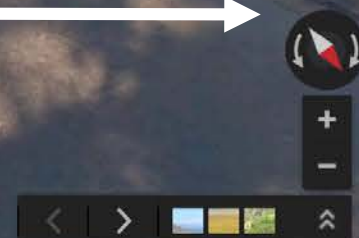
# OBJECTIVES

- Manage speeds
- Permit connection

40'



Google





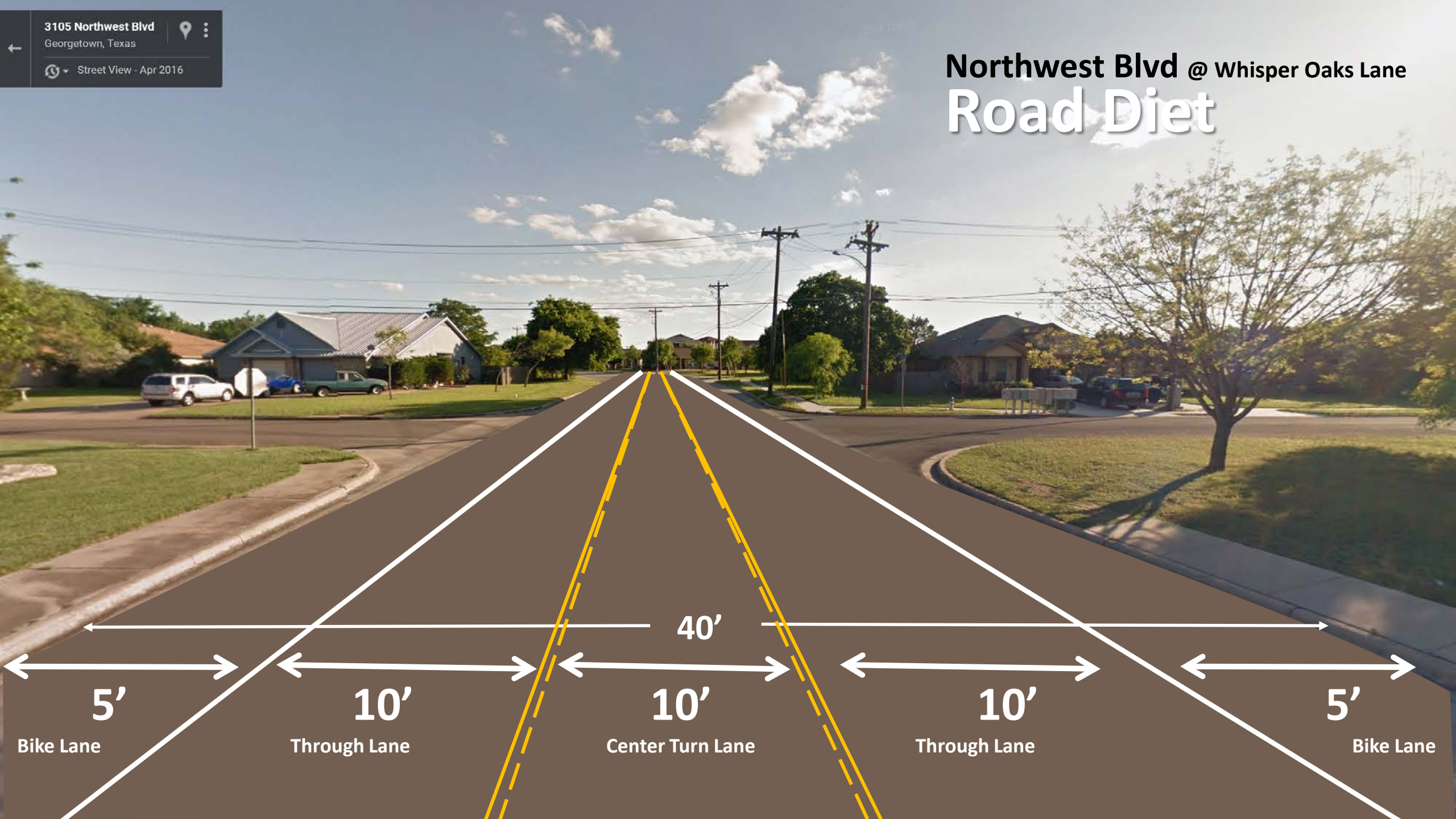
3105 Northwest Blvd

Georgetown, Texas

Street View - Apr 2016

# Northwest Blvd @ Whisper Oaks Lane

## Road Diet



5'

Bike Lane

10'

Through Lane

10'

Center Turn Lane

10'

Through Lane

5'

Bike Lane

40'



# Road Diet





3105 Northwest Blvd

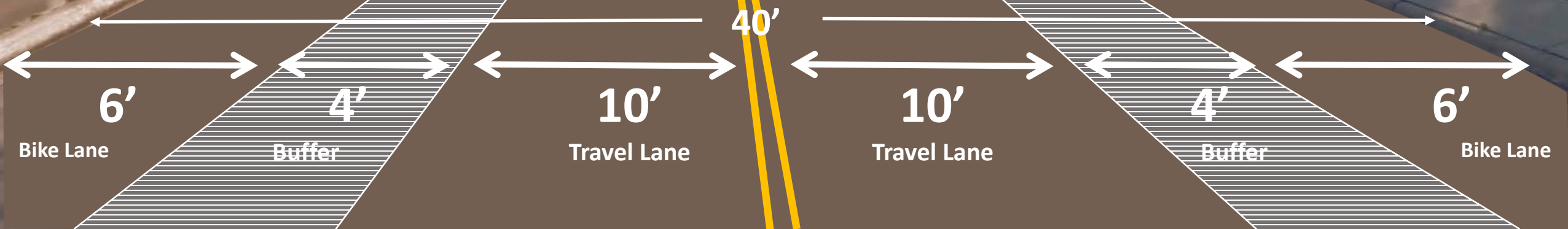
Georgetown, Texas



Street View - Apr 2016

# Northwest Blvd @ Whisper Oaks Lane

## Buffered Bike Lanes





# Curb Extensions





# Neighborhood Roundabout





3304 Northwest Blvd  
Georgetown, Texas

Street View - Apr 2011

# Northwest Blvd @ Windmill Cove

## OBJECTIVES

- Manage speeds
- Permit connection

40'



Google



3304 Northwest Blvd  
Georgetown, Texas



Street View - Apr 2011

# Northwest Blvd @ Windmill Cove Center Island



Report a problem



# Center Island





# Curbed Chicane





# Existing Needs

## Access Management

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





# Williams Drive @ Lakeway Drive - Interim Access Management





# Williams Drive @ Booty's Xing - Interim Access Management





# Williams Drive @ Lakeway Drive - Interim Access Management





# Existing Needs

## Parking Management

- Enable shared parking management practices
- Coincides with inter-parcel connectivity
- Promotes “park once” opportunities
- $< \frac{1}{2}$  the parking
- $< \frac{1}{2}$  the land area
- $\frac{1}{4}$  the roadway trips
- $\frac{1}{6}$ th the arterial turning movements
- $< \frac{1}{4}$  the vehicle miles traveled





# Existing Needs

## Speed Management

- Match speed limits to desired street activities.
  - Pedestrian areas need speed limits appropriate to the activity
  - 95% chance of pedestrian death at 40 MPH

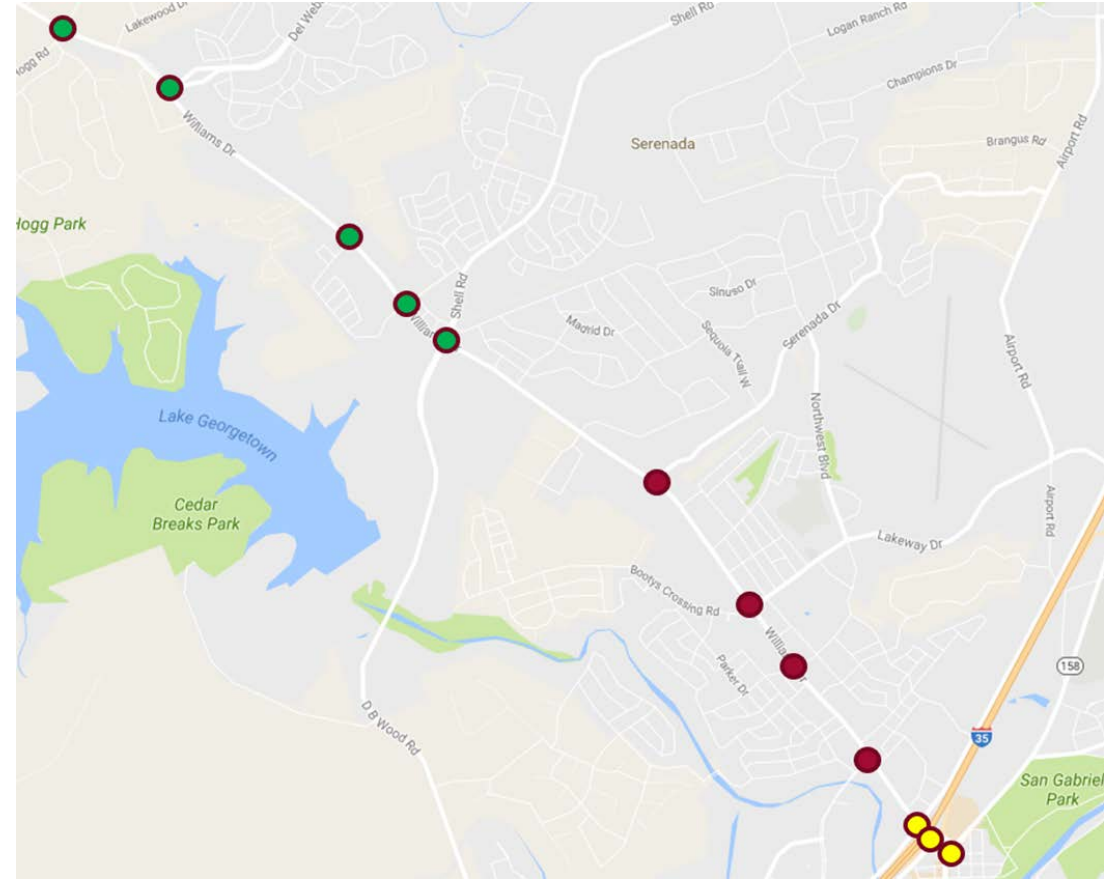




# Existing Needs

## Traffic Operations Management

- Traffic signal coordination from Austin Avenue to Jim Hogg Rd.
- Enhance efficiency of system
- Manage competing interests
  - Vehicles
  - Pedestrians
  - Bicycles





# Existing Needs

## Regional Roadway Connectivity

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





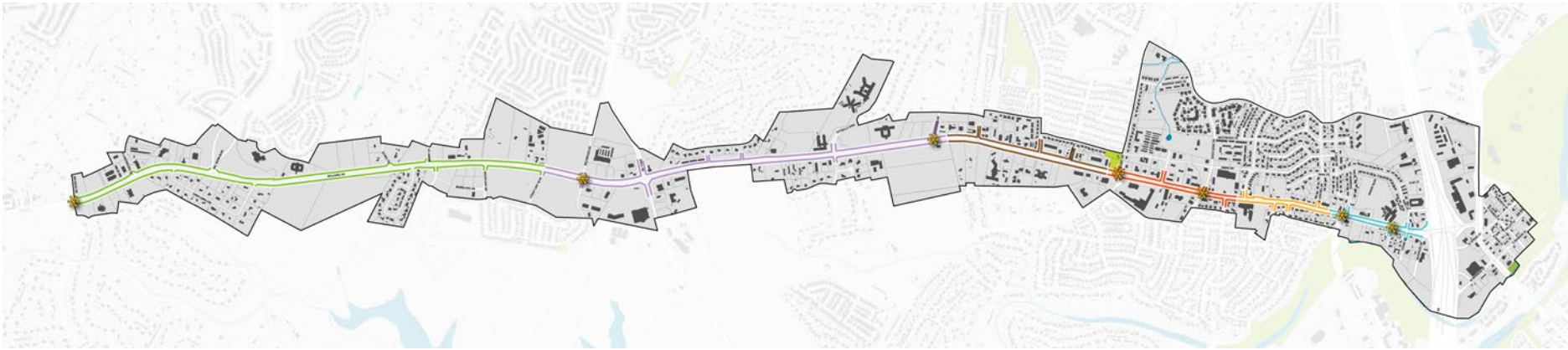
# Williams Drive





# Jim Hogg to I-35

Wms Drive





# I-35 to Rivery

Wms Drive



**ROW:** 65 to 100 feet

**Pavement Width:** 60 feet

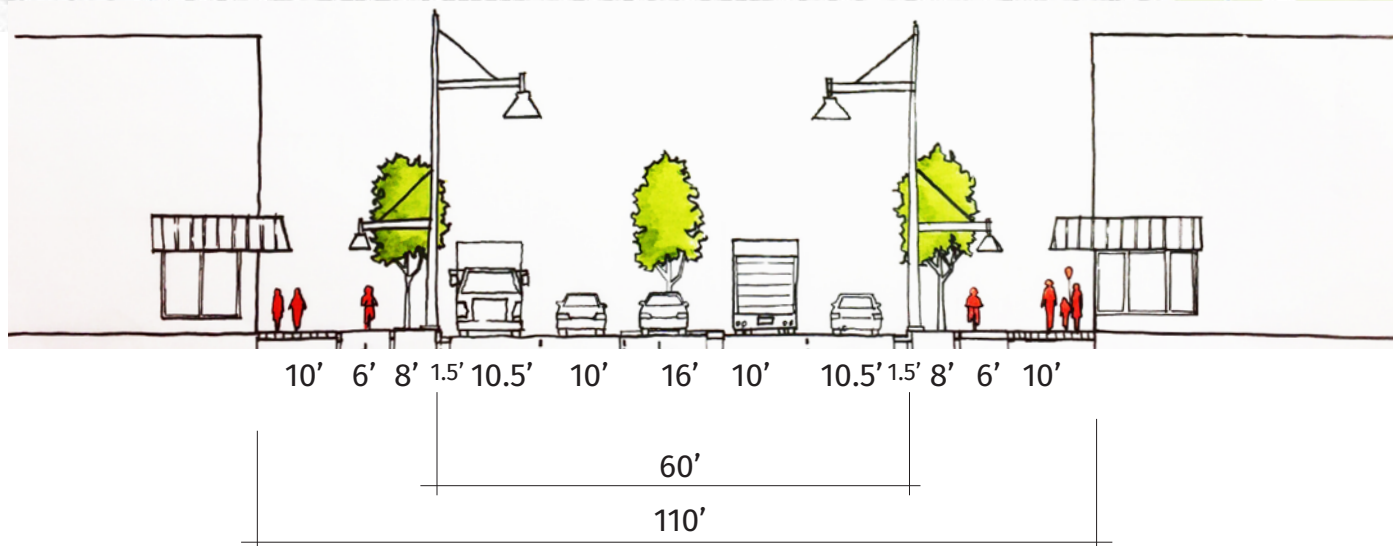
**Configuration:** 4 travel lanes, center turn lane





# I-35 to Rivery

Wms Drive





# Rivory to Golden Oaks

Wms Drive



**ROW:** 80 to 115 feet

**Pavement Width:** 60 feet

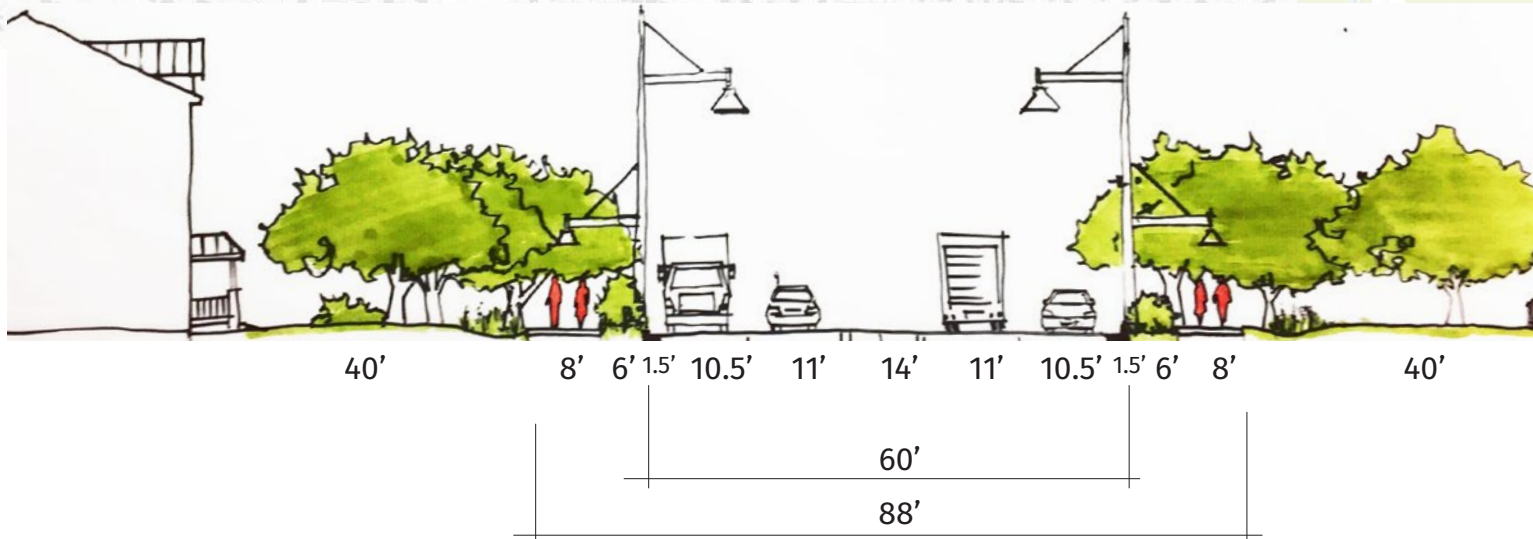
**Configuration:** 4 travel lanes, center turn lane





# Rivory to Golden Oaks

Wms Drive





# Golden Oaks to Lakeway

Wms Drive



**ROW:** 70 to 145 feet

**Pavement Width:** 60 feet

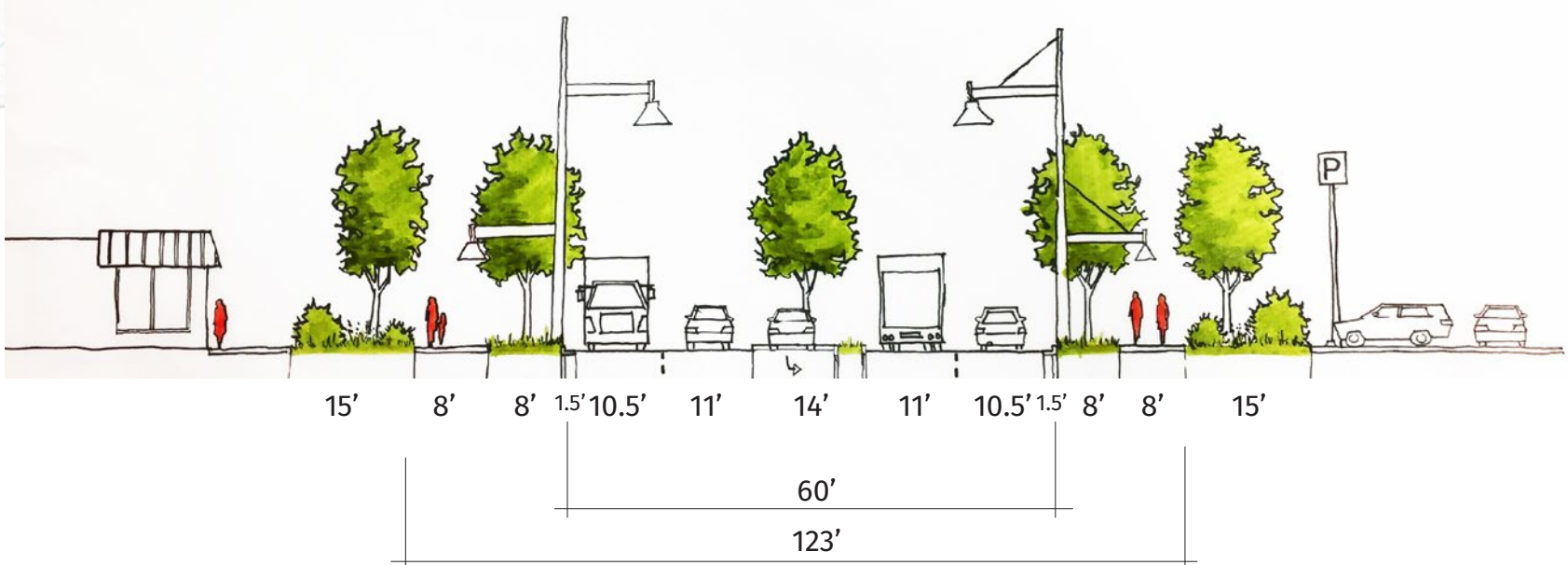
**Configuration:** 4 travel lanes, center turn lane





# Golden Oaks to Lakeway

Wms Drive





# Lakeway to Serenada

Wms Drive



**ROW:** 70 to 145 feet

**Pavement Width:** 80 feet

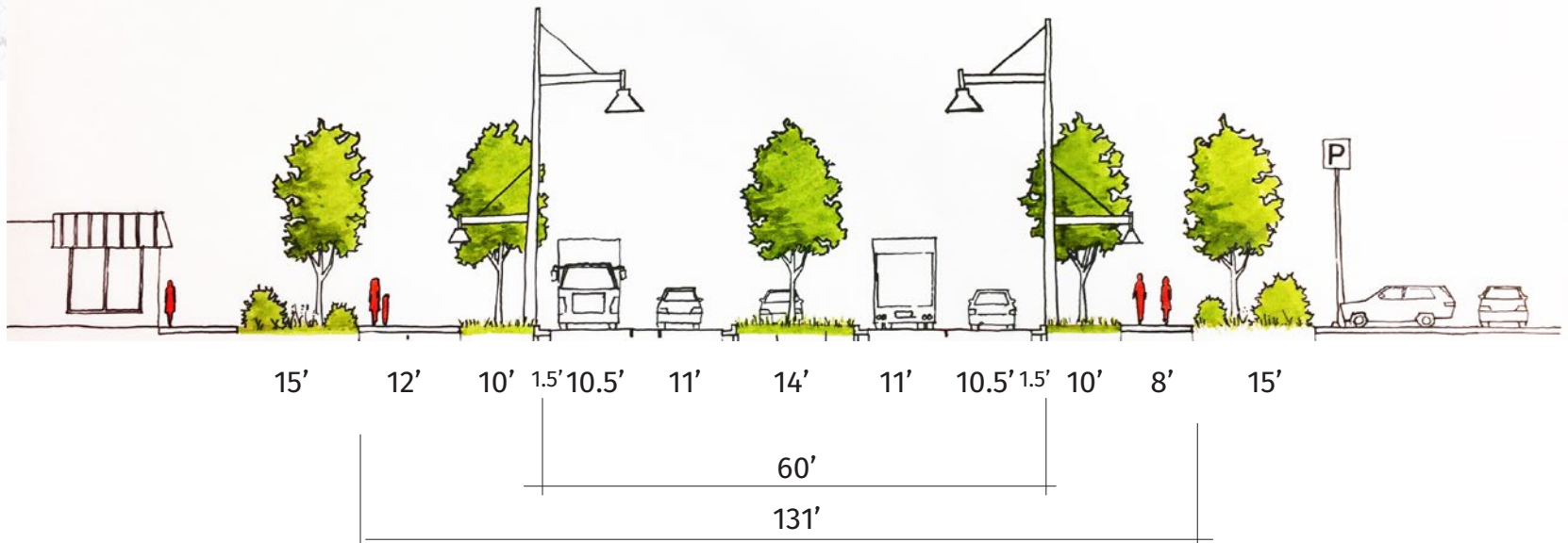
**Configuration:** Center turn lane with shoulder





# Lakeway to Serenada

Wms Drive





# Serenada to Cedar Lake

Wms Drive



**ROW:** 100 to 130 feet

**Pavement Width:** 80 feet

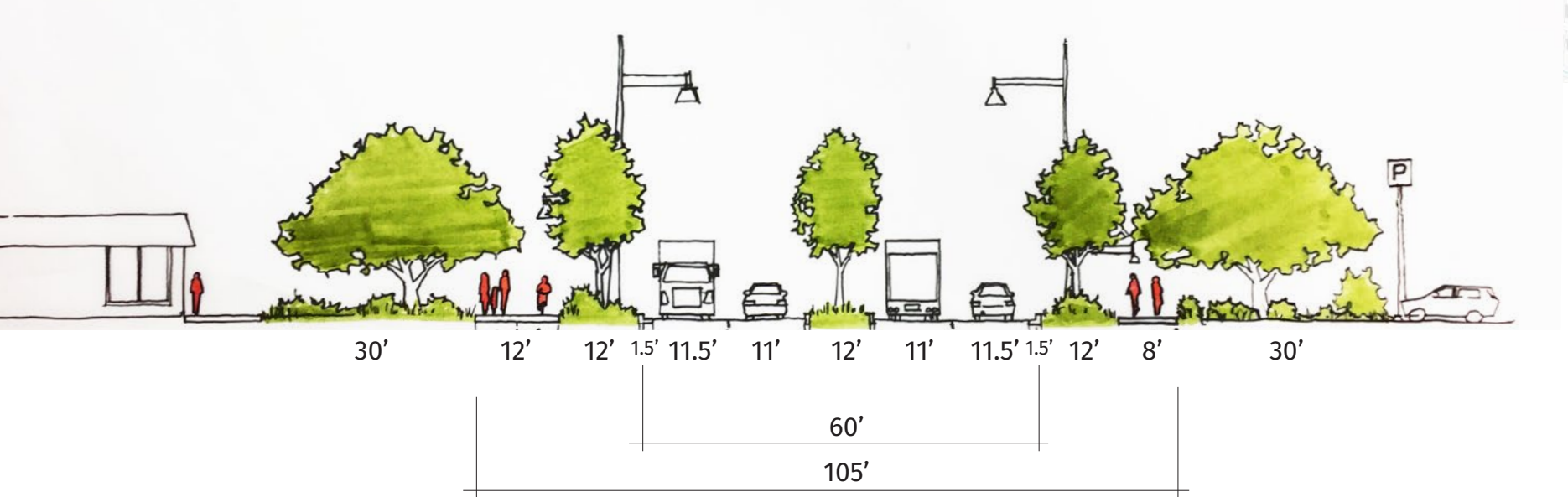
**Configuration:** Center turn lane with shoulder





# Serenada to Cedar Lake

Wms Drive





# Cedar Lake to Jim Hogg

Wms Drive



**ROW:** 100 to 135 feet

**Pavement Width:** 85 feet

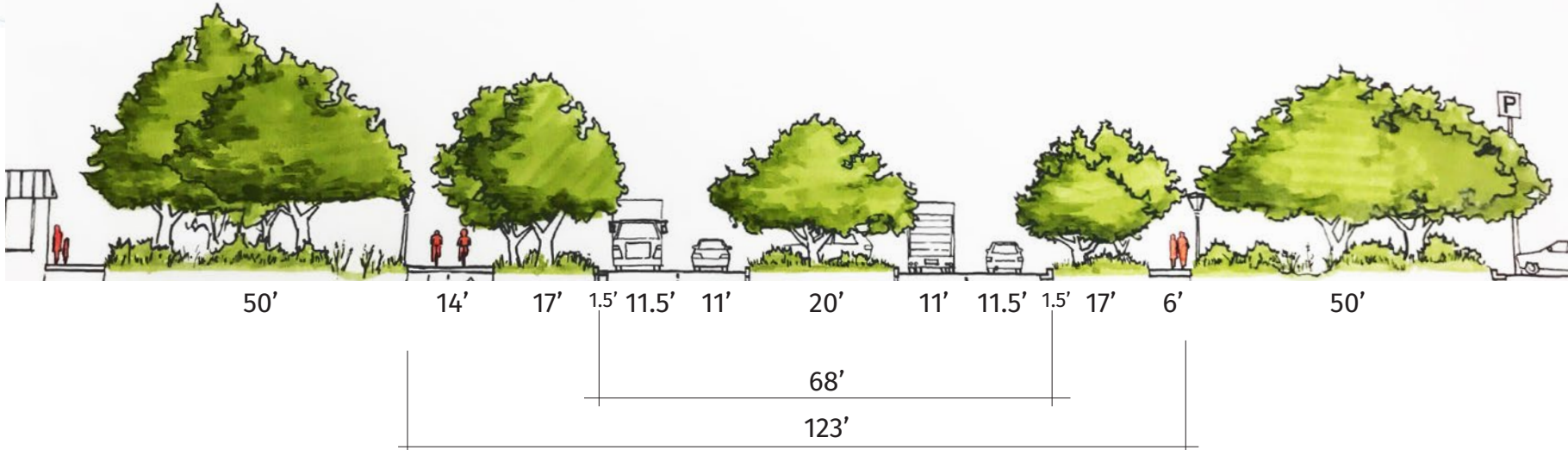
**Configuration:** Center turn lane with shoulder





# Cedar Lake to Jim Hogg

Wms Drive



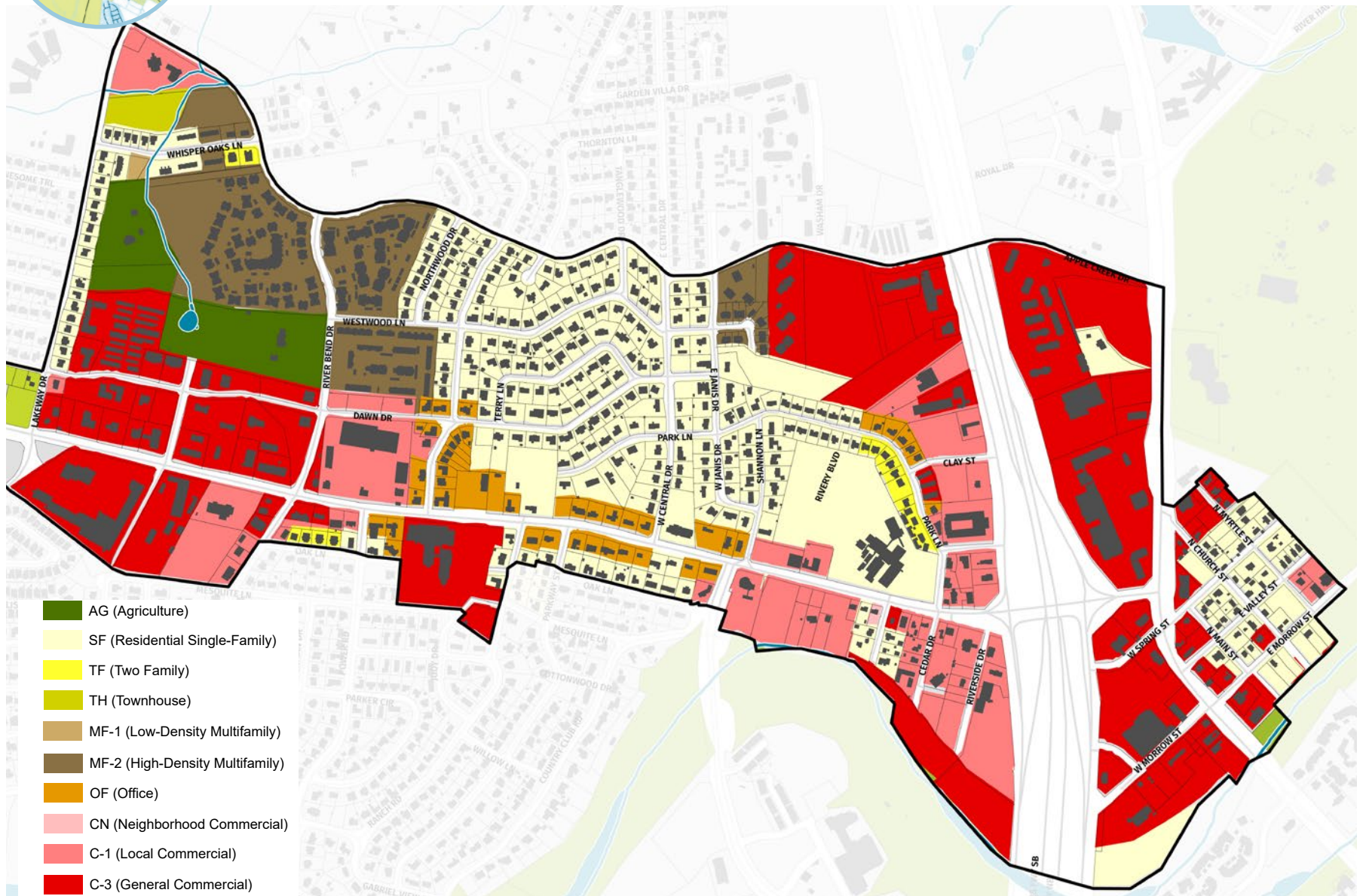


# Center Area





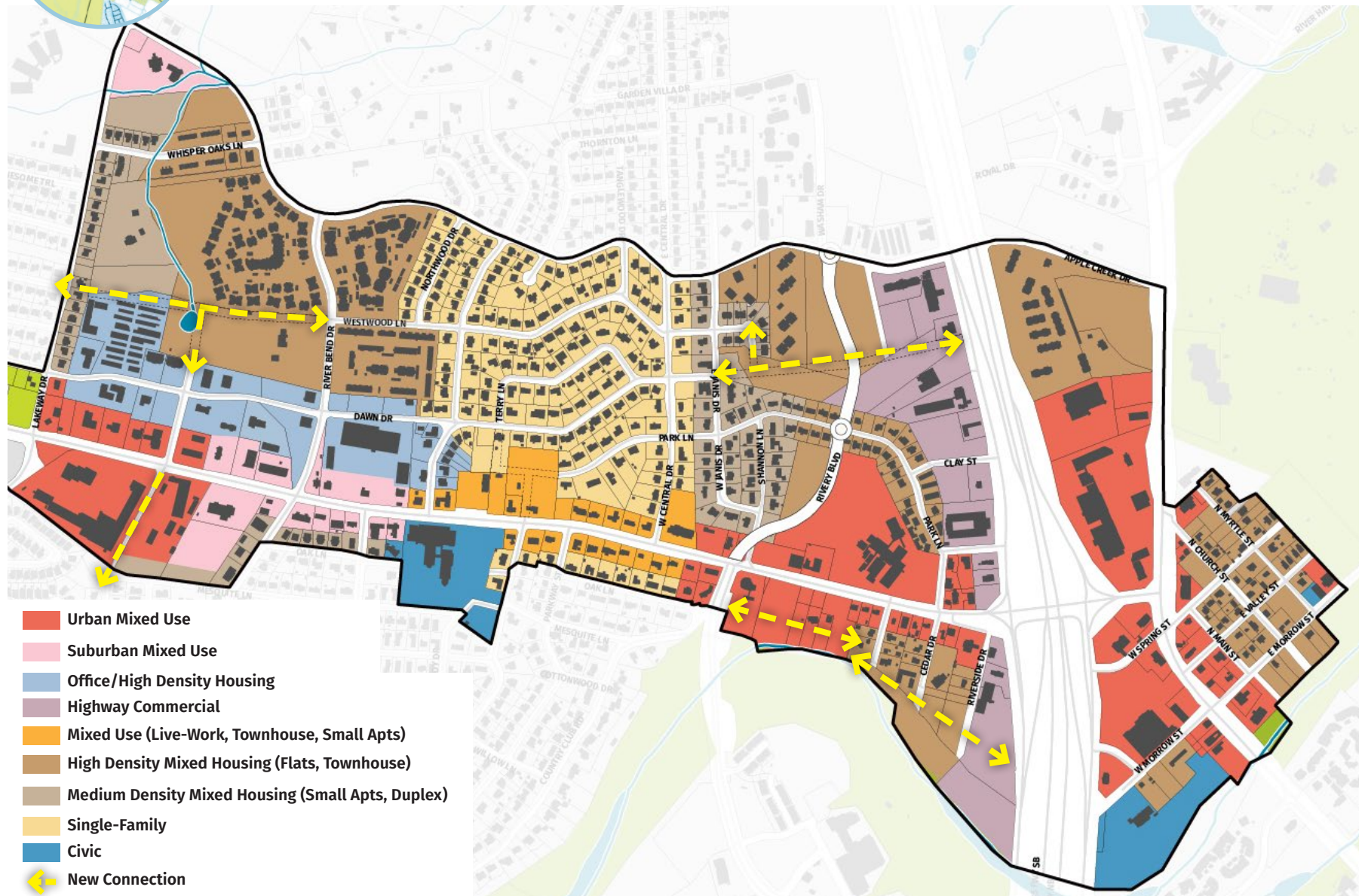
# Existing Zoning







# Future Form and Character





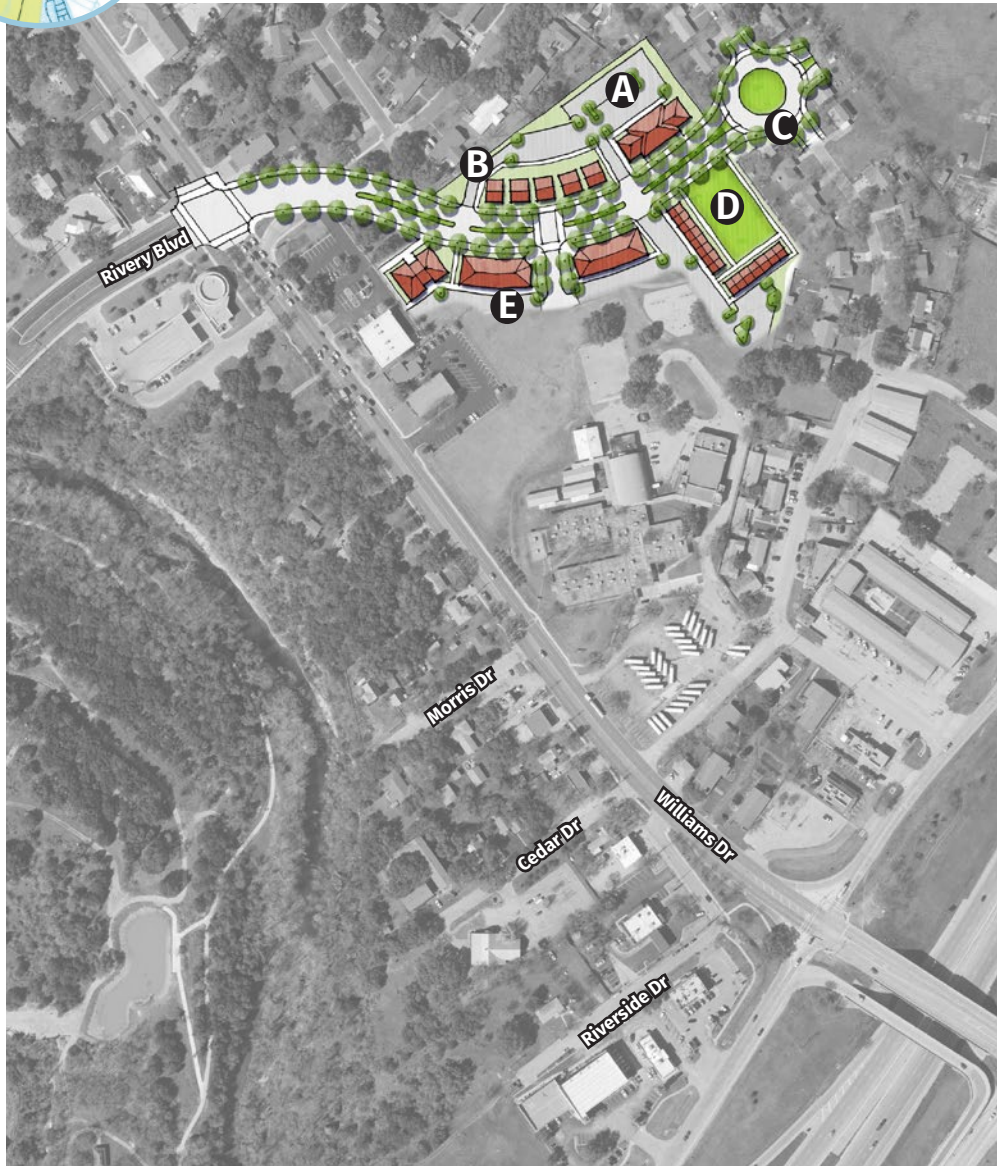


# GISD Site: Existing





# GISD Site: 0-5 years

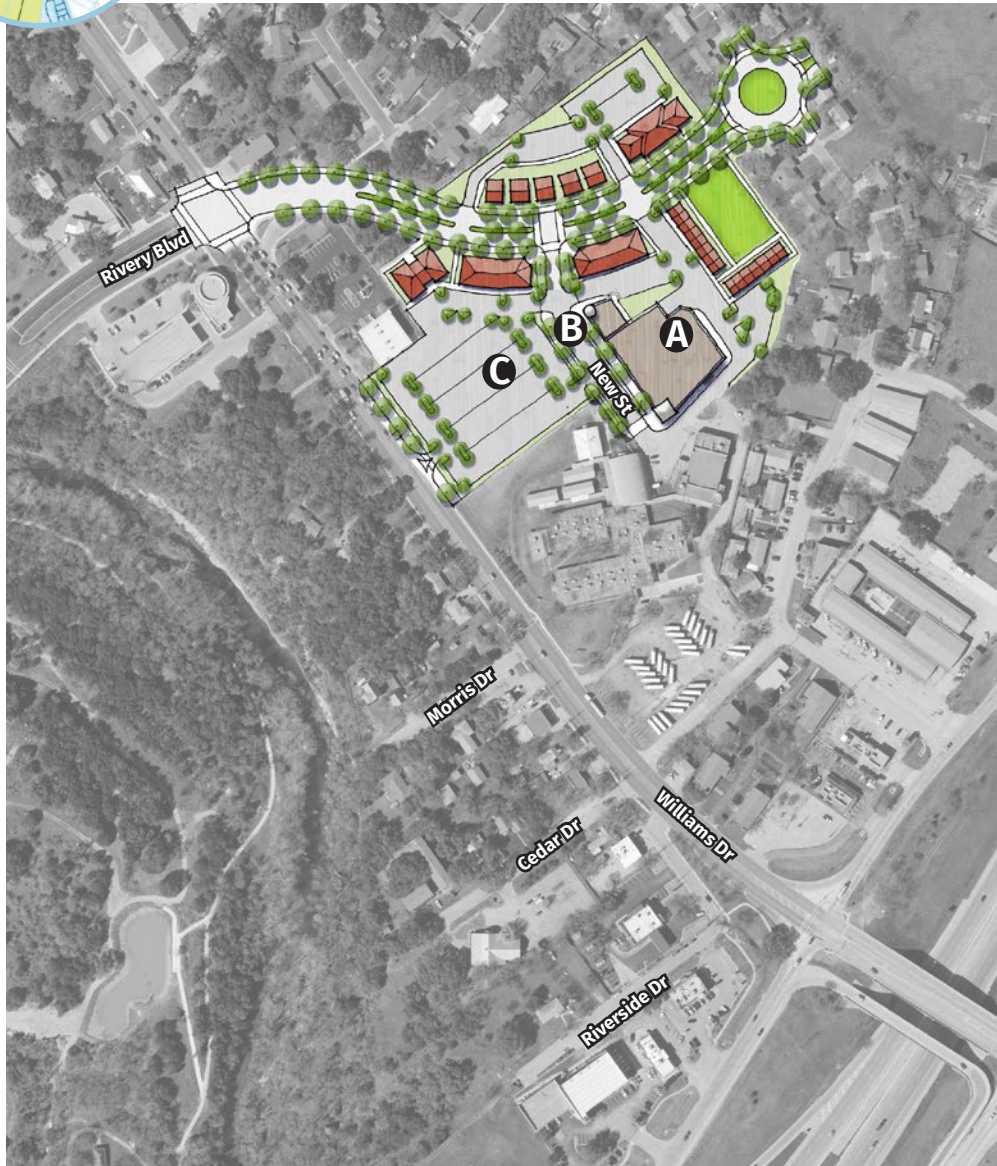


- A** 2 story flats
- B** 3 story flats/townhouses
- C** Single-family or duplexes with accessory dwelling units
- D** 2 story townhouses fronting neighborhood park
- E** 3 story flats





# GISD Site: 5 to 10 years



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



# GISD Site: 10+ years



- A** Stormwater park
- B** 2 to 3 story mixed use buildings front Williams Drive (retail with residential above)
- C** Reconfigured gas pumps with market
- D** Live/work or townhouse on bluff
- E** 2 to 3 story mixed use buildings front Williams Drive (retail with residential above)
- F** Small multi-family infill
- G** Linear green serves as gateway to new development, Morris Dr extended to Park Ln.
- H** Cedar Dr becomes a shared vehicular/pedestrian street
- I** Riverside closed at Williams Dr. Suburban commercial near I-35 frontage road





# GISD Site: 10+ years



- A** Parking garage replaces surface parking lot
- B** Parking garage allows for taller buildings on the site (5 to 6 story mixed use buildings)



# Additional Ways to Comment

1. Have you attended any charrette events this past week? If so, which ones?

☐

**Hands-On Workshop**

*Saturday, Nov. 12*

☐

**Open Design Studio**

*Saturday, Nov. 12; Sunday, Nov. 13;  
Monday, Nov 14; Tuesday, Nov. 15*

☐

**Lunch and Learn**

*Monday, Nov. 14, Tuesday, Nov. 15*

☐

**Drop-In Open Design Studio**

*Monday, Nov. 14*

☐

**Stakeholder Meeting**

*Monday, Nov. 14, Tuesday, Nov. 15*

☐

**P&Z/GTAB Joint Meeting**

*Tuesday, Nov. 15*

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

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3. Are there any ideas that were missed tonight?

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# Additional Ways to Comment

Share your vision for Williams Drive.

**Key**

- Study Area
- Planned Transit Route
- Bus Stops

**Add Route**

- New Roadway Connection
- Road Needs Improvements
- Route I'd like to bike or walk

**Add Point**

- Destination to Bike or Walk
- Intersection Improvements
- Safety Hazard
- Bus Stop

**Instructions**

**DRAW** your ideas on the map by clicking on "add route" or "add point" below.

**DESCRIBE** the point or route in the pop-up survey after drawing.

**AGREE/DISAGREE** with other users' input by clicking on their points and lines.

For detailed instructions see **"About & Help"** below.  
Use **"zoom to"** to focus comments on specific counties.

Williams Drive Study   About & Help   Routes   Points   Anonymous

[www.wikimapping.com/wikimap/Williams-Drive-Study.html](http://www.wikimapping.com/wikimap/Williams-Drive-Study.html)



# Project Website



Select Language  Home Contact | FAQs Media News

ABOUT CAMPO > MEETING AGENDAS > CALENDAR PLANS & PROGRAMS > GET INVOLVED



## Williams Drive Study

[CAMPO](#) > [Regional Transportation Plans](#) > [CAMPO 2045 Platinum Planning](#) > Williams Drive Study

Williams Drive is a transforming corridor and a critical arterial, being both a "to" place as well as a "through" place. More than 29,000 cars access the Williams Drive corridor daily, and the trend is expected to grow with the City's expanding population. Transforming Williams Drive into a safe, reliable, and vibrant multimodal corridor (multimodal corridors are the transportation facilities which accommodate auto, bus, bicycle and pedestrian travel) with defined and dynamic centers takes a multidisciplinary approach.

In conjunction with CAMPO's Platinum Planning Program, the Study will develop a plan that applies the elements of CAMPO's Program, and recommend projects and implementation plans that enhance multimodal transportation, safety, mobility, connectivity, and economic development; establishing the area as a premier gateway into Georgetown.

This study builds upon projects identified by CAMPO, the City of Georgetown, and TxDOT that will inform and impact development and mobility patterns as part of the recently approved 2015 Transportation Bond program.

Key projects that will be completed in the area as a result of the 2015 Bond include:

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

### Schedule

Project Calendar and opportunities to get involved:

Dates	Activity
Oct 6, 2016	Public Open House – Understanding Conditions & Needs – 4:30 pm to 7:00 pm – <a href="#">View flyer.</a>
Nov 12-16, 2016	Design Workshop – Developing the Plan

## Meeting Agendas

[View all agendas](#)

Recent meeting agendas:

11.14.2016 – Transportation Policy Board meeting

- [TPB Agenda November 14, 2016](#)

10.26.2016 TAC Agenda

- [TAC Agenda - October 26, 2016](#)
- [TPB Agenda October 17, 2016](#)

9.28.16 – Technical Advisory Committee meeting

- [TAC Agenda September 28 2016](#)

9.12.16 – Transportation Policy Board meeting

- [TPB Agenda September 12, 2016](#)

## Latest News



Transportation Policy Board Streamed Live 8.8.16

[More >](#)

<http://www.campotexas.org/campo-plans/campo-2045-platinum-plan/georgetown-williams-drive/>





# Next Steps

- » Refinement of draft concepts & recommendations
- » Continued public feedback
- » Wikimap (<http://wikimapping.com/wikimap/Williams-Drive-Study.html>)
- » City and CAMPO staff contacts
- » February 2017 Public Meeting on Draft Concept Plan
- » Late March/Early April Public Meeting on Final Plan