

Austin Avenue Corridor Study



PROJECT OVERVIEW

The Capital Area Metropolitan Planning Organization (CAMPO) and the City of Georgetown are conducting the Austin Avenue Corridor Study between Southeast Inner Loop and Northeast Inner Loop. The study will be multimodal in nature meaning it will consider various transportation modes such as driving, walking, and biking.

In addition to transportation recommendations, land use recommendations and placemaking opportunities will also be included. The study will build upon existing local and regional plans, guide recommendations for the City’s Downtown Master Plan Update and Future Mobility Plan, and be incorporated into CAMPO’s long-range Regional Transportation Plan. Community involvement and input is a key part of this study and public comment opportunities and open houses will take place throughout the study.

Why the Study is Needed

Austin Avenue serves as a gateway for the City of Georgetown. This corridor supports residential, industrial, commercial, and tourism uses. As Georgetown continues to grow, it’s important to begin planning for future transportation needs, land uses and placemaking options along Austin Avenue.

What the Study Will Accomplish

The study will identify transportation needs and develop a vision and recommendations for areas along the corridor. Study recommendations will be organized into topic areas such as transportation, placemaking, etc. Recommendations will also be broken into short-, mid-, and long-term improvement projects.



PROCESS & TIMELINE

WE ARE HERE →

SPRING
2023

Assess Current and Future Conditions

- Review previous plans and studies as they relate to Austin Avenue
- Compile and analyze data such as existing and future connections along the corridor, travel patterns, traffic numbers, and current land uses
- Identify transportation needs along the corridor using public feedback



Public Meeting 1

Develop Concept Plan

- Establish a conceptual plan based on public and stakeholder feedback, project goals, and transportation needs
- Identify relevant transportation and land use projects and policies to address mobility, safety, connectivity, and multimodal travel options
- Support economic development with land use and placemaking opportunities



Public Meeting 2

Draft Recommendation and Project Prioritization

- Incorporate public feedback and data gathered from the draft concept plan to create study recommendations
- Draft and prioritize projects based on short, medium, and long term goals
- Present draft recommendations to the City of Georgetown, regional transportation agencies, elected officials, property owners, and the public



Public Meeting 3

Final Report and Implementation Plan

- Develop final report and implementation plan using input gathered on the draft recommendations
- Use the implementation plan as guidance for project decisions, stakeholder partnerships, and investment strategies
- As funding is available, implement recommendations based on short, medium, and long term goals

CONTACT:



Nat Waggoner, City of Georgetown

nat.waggoner@georgetown.org



(512) 930-6597



Will Lisska, CAMPO

william.lisska@campotexas.org



(737) 218-3847

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LEGEND

- Northern Gateway**
(NE Inner Loop to FM 971)
- San Gabriel**
(FM 971 to South Fork of the San Gabriel River)
- Downtown**
(South Fork of the San Gabriel River to SH 29)

- Old Town**
(SH 29 to 18th St.)
- Southern Gateway**
(18th St. to Leander Road)
- Industrial & Institutional**
(Leander Road to SE Inner Loop)



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PRELIMINARY GOALS AND OBJECTIVES

1

Further the goals and priorities of existing plans including the City's 2030 Comprehensive Plan, specifically the Future Land Use Plan, Downtown Master Plan, and Future Mobility Plan.

Objectives:

- Apply solutions that address immediate and future multimodal transportation needs as they relate to the land use patterns and other priorities encouraged in existing plans.



2

Enhance multimodal movement, operations, and safety.

Objectives:

- Balance transportation needs for all users of the corridor.
- Improve safety throughout the corridor for all modes of transportation.
- Improve access to alternative modes of transportation, prioritizing connections with adjacent neighborhoods.
- Enhance access to existing and planned amenities such as parks, retail, and other community centers.

3

Enhance the corridor character and pedestrian experience.

Objectives:

- Consider roadway designs that incorporate median and pedestrian landscaping and lighting.
- Prioritize sidewalk improvements to enhance walkability and increase connections to off-street trails.
- Improve aesthetics consistent with the character of each sub-area. Support local businesses by creating a streetscape that attracts customers through pedestrian-scaled lighting, landscaping, and visible access to businesses.
- Create a sense of place and arrival/departure for the sub-areas and overall study area.



4

Support economic development along the corridor.

Objectives:

- Improve traffic operations to create a reliable and consistent network for the movement of persons and goods along the corridor.
- Plan for anticipated economic redevelopment activity along the corridor through multimodal connections to businesses and surrounding neighborhoods and by envisioning potential catalytic development.