AUSTIN AVENUE
CORRIDOR STUDY

May 2024

CAMPO
CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION
CENTRAL TEXAS

This page intentionally left blank.

Acknowledgments

LEAD AGENCIES

City of Georgetown

113 E. 8th Street
Georgetown, Texas 78626

Lead Staff
Nat Waggoner, AICP, PMP
Transportation Coordinator

Lua Saluone
Transportation Manager

Capital Area Metropolitan Planning Organization

3300 N. Interstate 35, Suite 630
Austin, Texas 78705

Lead Staff
Will Lisska, AICP
Regional Planning Manager

STAKEHOLDERS

Georgetown City Council

Georgetown Planning and Zoning Commission

CAMPO Transportation Policy Board

Austin Avenue Corridor Study Steering Committee

The Project Team also acknowledges the many stakeholders that participated in this Study including businesses, major and non-profit organizations, property owners, and area schools.

CONSULTANT TEAM

HDR Engineering, Inc.

701 Hesters Crossing Road #150
Round Rock, Texas 78681

CD&P

2233 W North Loop Boulevard
Austin, Texas 78756

Aguirre & Fields

12708 Riata Vista Circle, Suite A-109
Austin, Texas 78727

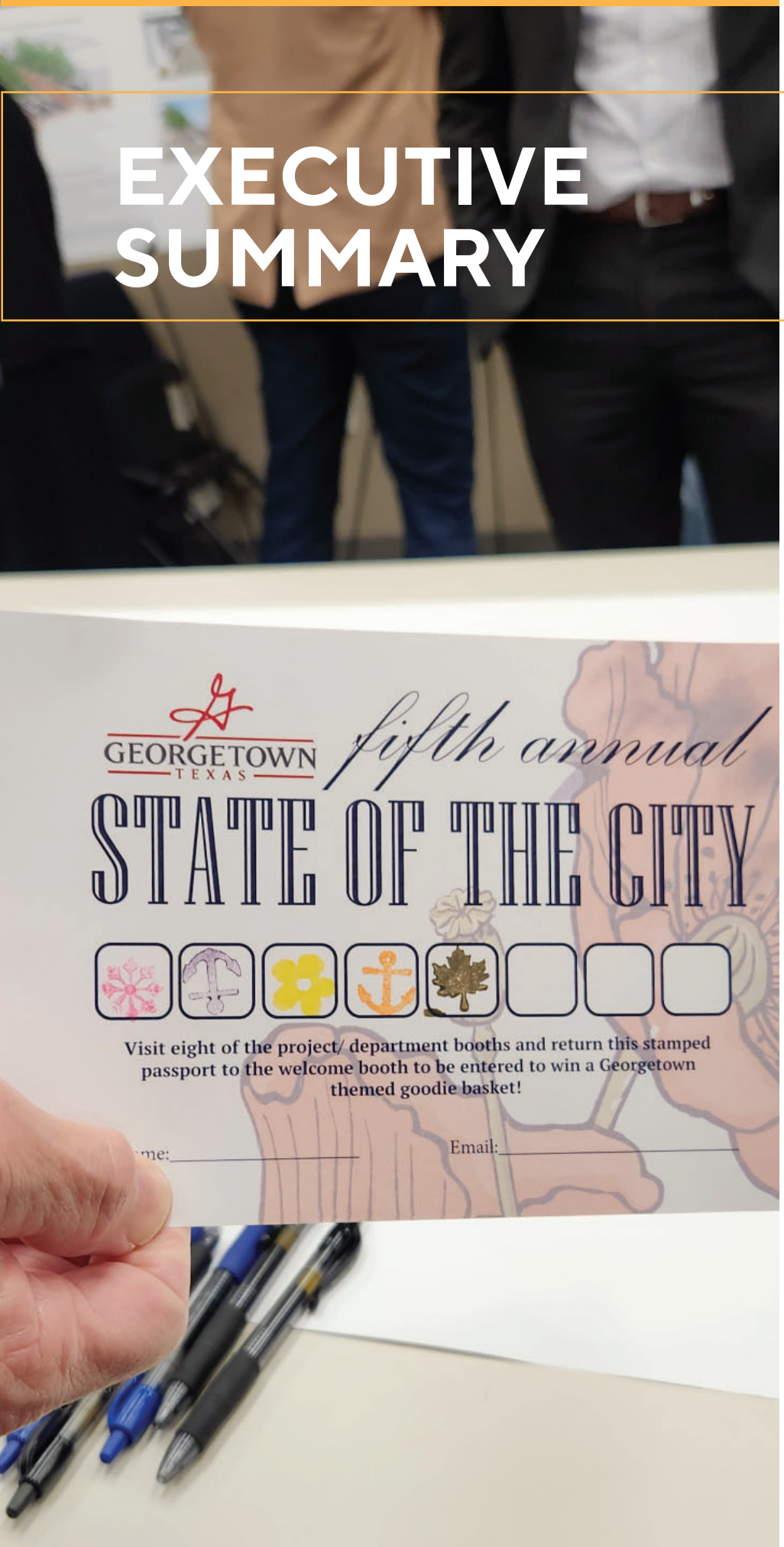
McCann Adams Studio

1905 Aldrich Street
Austin, Texas 78723 7

TABLE OF CONTENTS

This page intentionally left blank.

EXECUTIVE SUMMARY



Summary of Key Concepts

Austin Avenue is among the City of Georgetown's most significant roadways. The Corridor serves a wide range of businesses and acts as a central spine for the City's ever-growing tourism draw. Residents use the roadway daily for trips to services, jobs, schools and recreation.

Over 50 key concepts were identified as a result of the data collection, analysis and public outreach performed during this study. The corridor-wide concept improvements seek to uphold study goals while also addressing a broad range of transportation challenges and issues through implementation of effective solutions and strategies.

Key concepts are also presented at a subarea level due to variations in the Corridor's cross-section, surrounding land use context, and function.

Corridor-wide and subarea concept improvements are discussed at length in Chapter 5.

5 miles
SE Inner Loop to NE Inner Loop

1/2 mile
Study Buffer

6 subareas
Variations in Corridor character

Corridor-wide and subarea-level key concepts were developed to more effectively address safety and mobility needs.

Northern Gateway

1. **Lakeway Dr./NE Inner Loop |** Intersection improvements.
2. **IH-35 Frontage Road Exit/Apartment Drwy. |** Intersection improvements.
3. **Old Airport Rd./Stadium Dr. |** Signal warrant studies and improvements.
4. **Georgetown/Richarte High School Drwys. |** Coordinate with Georgetown ISD to improve multimodal ingress and egress.
5. **Apple Creek Dr. to Old Airport Rd. |** Gradient and embankment improvements.
6. **Weir Rd./Northwest Blvd |** Intersection improvements.

Key Concept 7 not shown on map:

Coordinate with TxDOT for implementation of improvements or utilize TxDOT's Turnback Program.

San Gabriel

1. **Chamber Way |** Traffic signal with crosswalks.
2. **N. Myrtle St. to N. Church St. |** Consolidate into one entry point.
3. **Morrow Street |** Improve traffic operations.
4. **San Gabriel Village Boulevard |** Improve safety and traffic operations with a two-lane roundabout.
5. **Apple Creek |** Catalytic site development.

Key Concepts not shown on map:

6. Coordinate with ongoing projects in the subarea
7. Coordinate with TxDOT for implementation of improvements or utilize TxDOT's Turnback Program.
8. Gateway signage

Downtown

1. **Lane reduction |** Reduce Austin Avenue from 2nd St. to University Ave. to one travel lane in each direction with a raised center median and left-turn lanes at intersections.
3. **2nd Street |** Build pedestrian and/or bike connections to hike and bike trails and Blue Hole Park.
4. Provide additional pedestrian crossings.
5. Improved separation of sidewalk and travel way.
9. **University Avenue and Main Street |** Improve traffic operations.

Key Concepts not shown on map:

2. Install gateway features as recommended in the Downtown Master Plan.
6. Add streetscape opportunities where appropriate.
7. Remove on-street parking.
8. Expand the network of safe and accessible connections by implementing improvements identified in the Sidewalk Master Plan.
10. Coordinate with ongoing projects identified in the Downtown Master Plan.
11. Address drainage issues between 7th Street and 8th Street.

Old Town

1. **Lane reduction |** Continue lane reduction to W. 18th St. with center turn lane.
2. Preservation of heritage trees with implementation of shared-use path.
3. Implement speed monitoring/management devices.
4. **Old Town Park |** Build a bicycle and pedestrian connection.
5. **16th, 17th and 18th Sts |** Provide dedicated left-turn lanes.

Southern Gateway

1. **W. 18th Street |** Tie-in to lane reduction.
3. **Brushy Street |** Improve safety and reduce conflicts caused by skewed geometry at Austin Avenue.
4. **Brushy and 21st Streets |** Catalytic site development.

Key Concept 2 not shown on map:

Expand the network of safe and accessible connections by implementing improvements identified in the Sidewalk Master Plan and shared use path connections.

Industrial and Institutional

1. **Leander Rd./FM 1460 |** Intersection and signal improvements.
2. **24th St. and Industrial Ave. |** Access management.
3. **CARTS Driveway |** Provide multimodal connection.
4. **SE Inner Loop |** Intersection improvements.

Key Concept 5 not shown on map:

Coordinate with TxDOT for implementation of improvements or utilize TxDOT's Turnback Program.

Traffic Scenarios

Three traffic model scenarios were developed based on the goals and objectives for Austin Avenue and the surrounding study area. Data collected during the study process was a key element in building realistic and reliable models. Planned projects programmed to be completed by 2045 were also built into the modeled configuration of Austin Avenue.

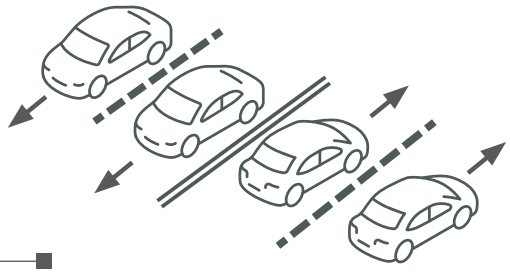
Build Scenario 2 was selected as the preferred scenario based on feedback from stakeholders, the public and City Council.

Each of the three traffic simulation scenarios analyzed future conditions for AM and PM peak hour traffic conditions for the year 2045.

Build Scenario 1

Two travel lanes in each direction between NE Inner Loop and SE Inner Loop. + Mitigations to improve intersection operations to LOS D or better where feasible.

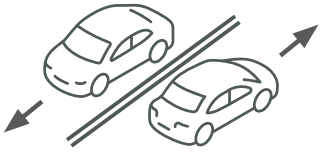
Two travel lanes both directions



Build Scenario 2

Lane reduction from four lanes to two lanes between 2nd Street and 18th Street. + Mitigations to improve intersection operations to LOS D or better where feasible.

Lane Reduction

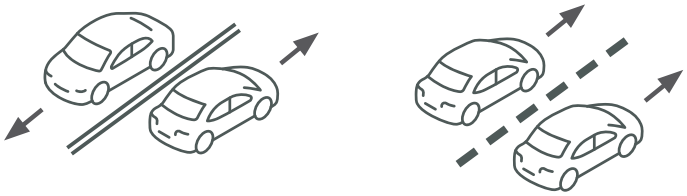


Build Scenario 3

Lane reduction from four lanes to two lanes between 2nd Street and 18th Street.

Conversion of both Austin Avenue and Main Street from two-way to one-way operations between 2nd Street and University Avenue.

Lane Reduction + One-Way Conversion



Build Scenario 3 was removed as a viable option due to the model indicating poor performance through failing level-of-service and high levels of congestion.

BUILD SCENARIO 2 SUMMARY

Travel time projections for Build Scenario 2 are shown below. Full results including intersection level of service and a side by side comparison of Scenarios 1 and 2 are discussed in Chapter 5: Corridor Concepts.

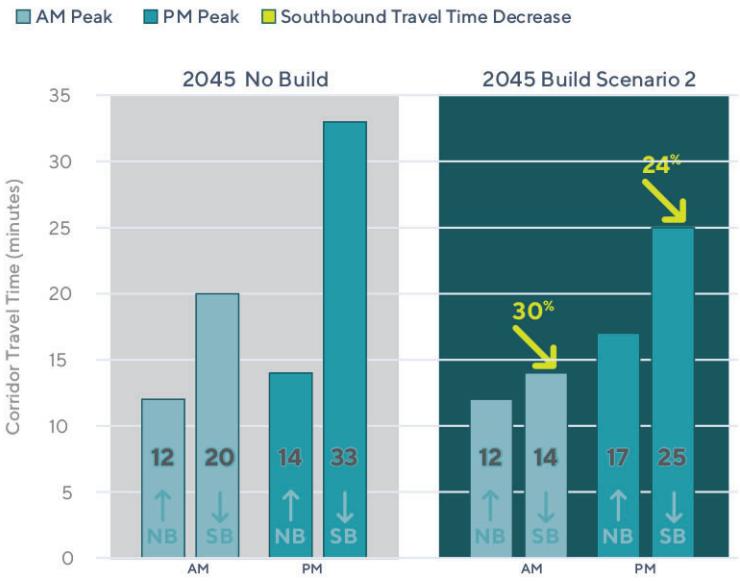
CORRIDOR TRAVEL TIME

Results of the traffic model Build Scenario 2 improves southbound travel times significantly compared to No-Build corridor travel times.

The traffic models include four new signalized intersections along Austin Avenue. Model results show the signals improve cross-street delay but slow northbound PM peak traffic on Austin Avenue by approximately three minutes.

30%
AM PEAK SB
Travel Time Reduction

24%
PM PEAK SB
Travel Time Reduction

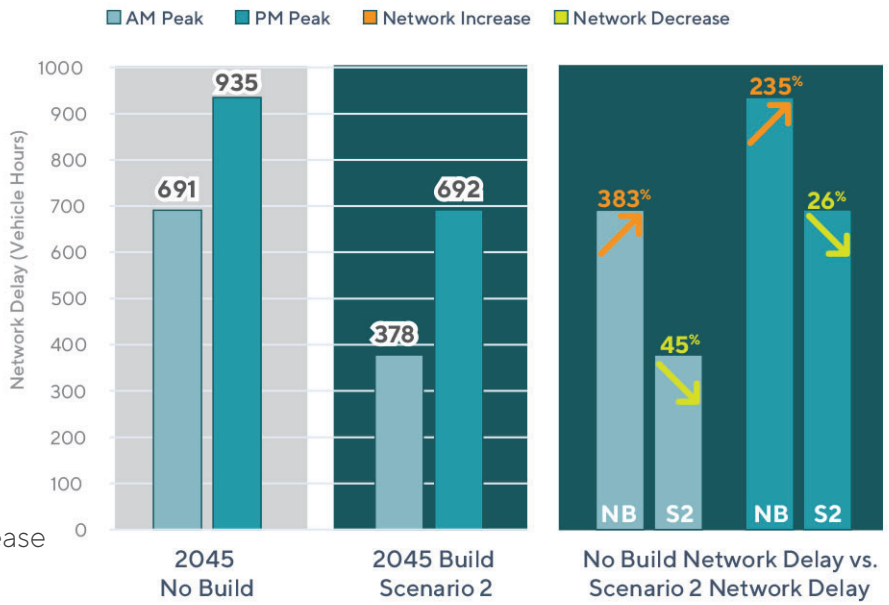


TOTAL NETWORK DELAY

Total network delay captures the amount of total delay in vehicle-hours experienced by vehicles during the peak hour traffic simulation. Build Scenario 2 improvements and lane reduction shows a significant improvement over the No-Build Scenario.

45%
AM PEAK
Network Delay Decrease

26%
PM PEAK
Network Delay Decrease



Implementation Plan

VEHICULAR IMPROVEMENTS

$24,430,000
Vehicular improvements total cost

NEAR-TERM (0-3 YEARS)

#	Action Summary	Estimated Cost
VT-1	Evaluate entries of N. Myrtle and N. Church Sts	$50,000
VT-2	Coordinate with Georgetown ISD to improve multimodal ingress and egress at Georgetown/Richarte High School driveways.	Staff Time
VT-3	Install speed (awareness) monitoring device in the Old Town Subarea	$20,000
VT-4	Traffic signal coordination and installation of signal detection equipment from NE Inner Loop to SE Inner Loop	$360,000
VT-5	Complete traffic signal warrant analysis at I-35 Exit and Old Airport Rd/Stadium Dr	$50,000
VT-6*	Install traffic signal and pedestrian improvements for Austin Ave and Chamber Way	$400,000
		$880,000

LONG-TERM (7+ YEARS)

#	Action Summary	Estimated Cost
VT-16	Leander Rd/FM 1460 intersection and operational improvements	$1.05M
VT-17	Construct raised median from NE Inner Loop to Williams Drive	$1.95M
VT-19	Construct raised median from W. 18th to Leander Rd/FM 1460	$450,000
VT-18	Perform preliminary engineering analysis for drainage improvements	$600,000
VT-19	Intersection improvements at along Northwest Blvd at Weir Rd	$600,000
VT-20	Morrow St intersection and operational improvements	$550,000
VT-21	Evaluate entries to 24th and Industrial Ave	$50,000
		$5.25M

MEDIUM-TERM (3-7 YEARS)

#	Action Summary	Estimated Cost
VT-7	Intersection improvements for Austin Ave and NE Inner Loop/ Lakeway Drive	$1M
VT-8	Preliminary engineering analysis for 30% schematic including ROW, utility conflicts and access management/driveway consolidation and on street parking evaluation.	$1.2M
VT-9	Intersection improvements for Austin Ave and SE Inner Loop	$350,000
VT-10**	Lane reduction through Downtown; intersection signal operational improvements from 2nd St to University Ave/SH 29 and potential signals at 6th and 9th Streets	$4.35M
VT-11**	Lane reduction through Old Town; intersection signal operational improvements from University Ave/SH 30 to W. 18th St.	$2.55M
VT-12**	Build two-lane roundabout for Austin Ave and San Gabriel Village Blvd	$4.85 M
VT-13	Close entrance to Brushy St	$200,000
VT-14	Signal and intersection improvements at I-35 Exit and Old Airport Rd/Stadium Dr	$1.8 M
VT-15***	Improvements for University Ave/ SH 29 at Austin Ave and Main St	$2M
		$18.3M

* To be implemented in conjunction with future development of the Georgetown Recreation Center.

**Begin project development work within the next two years (includes engineering schematic, funding identification, and ROW). Implementation and construction dates to be determined as project development work is completed.

***Austin Avenue recommendations are included in the lane reduction recommendation VT-10.

PLACEMAKING/QUALITY OF LIFE IMPROVEMENTS

$350,000
Placemaking/quality of life improvements total cost

MEDIUM-TERM (3-7 YEARS)

#	Action Summary	Estimated Cost
P-1	Implement corridor-wide aesthetic enhancements (landscaping, street lighting, signage and wayfinding) during road reconstruction and intersection improvements.	$200,000
P-2	Provide enhanced major gateways along Austin Avenue at University Avenue and 2nd Street that builds on the elevated materiality, and monument signage, as described in the 2024 Downtown Master Plan.	$50,000
P-3	Fund streetscape enhancements at key roadway transition points.	$100,000

Near-Term and Long-Term Implementation Recommendations not applicable for Placemaking/Quality of Life.

ACTIVE TRANSPORTATION IMPROVEMENTS

$9.15M
Active transportation improvements total cost

NEAR-TERM (0-3 YEARS)

#	Action Summary	Estimated Cost
A-1	Implement priority projects identified in the Sidewalk Master Plan	Staff Time
A-2	Improve separation of sidewalk and travel way between 7th and 9th Sts.	Staff Time
A-3	Build WB sidewalk on W. 4th St. between Main St. and Austin Ave.	$20,000
A-4	Build EB and WB sidewalks on E.18th St. between Main St. and Austin Ave.	$30,000
A-5	Build EB and WB sidewalks on E.19th St. between Main St. and Austin Ave.	$30,000
A-6	Build EB and WB sidewalks on E.20th St. between Main St. and Austin Ave.	$35,000
A-7	Build WB sidewalk on W. 21st St. between Main St. and Austin Ave.	$40,000
		$155,000

MEDIUM-TERM (3-7 YEARS)

#	Action Summary	Estimated Cost
A-8	Build a 10-foot shared use path SB and NB along Austin Ave. from NE Inner Loop to SE Inner Loop. Includes connections to hike and bike trails at 2nd Street, connections to Old Town park, and CARTS Park and Ride.	$8.35M
		$8.35M

LONG-TERM (7+ YEARS)

#	Action Summary	Estimated Cost
A-9	Install parklets and pocket parks where space allows.	$650,000
		$650,000

PROJECT PROCESS

1

Introduction

BACKGROUND

Austin Avenue is an important corridor for the City of Georgetown. Land use along the Corridor serves both businesses and residents and includes residential, industrial, commercial, and tourism. Development and continued growth have contributed to an increased need to improve operations along the Corridor and unify the growing west side of town with the established east side.

Planning for future transportation needs, land uses, and placemaking enhancements along Austin Avenue will help to guide growth and development.

Austin Avenue serves as a gateway for the City of Georgetown.

This section documents the existing physical, social, economic, and environmental conditions within the Study Area. This includes data on land use, transportation infrastructure, environmental features, socioeconomic factors, and other key attributes and characteristics of conditions along the Corridor. Feedback received at multiple community and stakeholder outreach events supplemented the data and helped to refine the preliminary concepts developed for improvements to Austin Avenue.

The combined assessment and public outreach process informed the development of the preferred alternatives recommended for future implementation along the Corridor.

Study Area

The Study Area established for this evaluation encompasses a half-mile buffer around the five-mile length of Austin Avenue from SE Inner Loop to NE Inner Loop. Current operations along Austin Avenue are influenced by its proximity to other major regional corridors, demands of local commercial and residential interests, and the impacts of multiple modes of transportation.

The Corridor is a primary access route for:

- Through travel
- Travel to/from Downtown
- Significant activity centers
- Residential areas

Due to variations in the character of the Corridor, the Corridor was evaluated by subarea. Six subareas were identified within the Study Area.

SUBAREAS

Northern Gateway
NE Inner Loop to
Weir Road/FM 971

San Gabriel
Weir Road/FM 971 to
South Fork San Gabriel River

Downtown
South Fork San Gabriel River
to University Avenue/SH 29

Old Town
University Avenue/SH 29
to West 18th Street

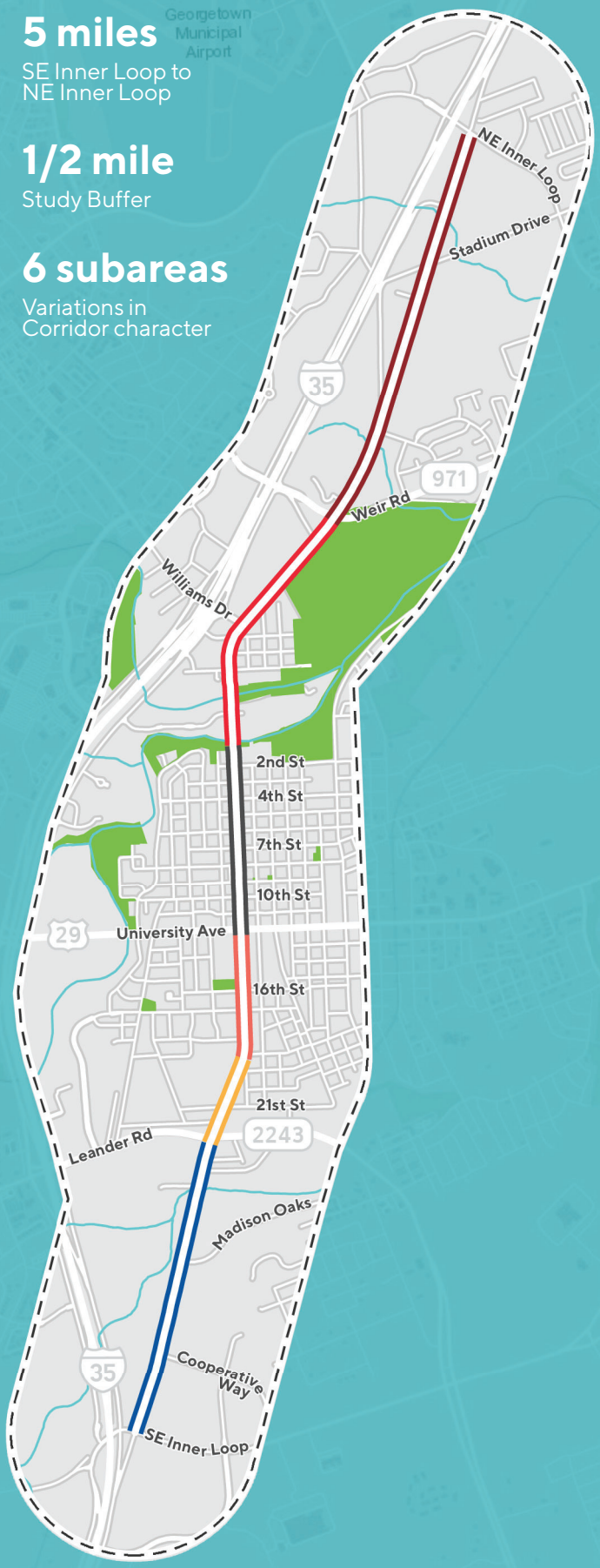
Southern Gateway
West 18th Street
to Leander Road/FM 1460

Industrial and Institutional
Leander Road/FM 1460
to SE Inner Loop

5 miles
SE Inner Loop to
NE Inner Loop

1/2 mile
Study Buffer

6 subareas
Variations in
Corridor character



Previous City Planning Initiatives

Existing plans, policies, and documents were reviewed to align Study goals and recommendations with other planning efforts.

1. Georgetown Capital Improvement Program (CIP)
2. Community Vision for University and Austin Avenue Downtown Corridors (Georgetown Neighborhood Alliance, 2011)
3. Georgetown 2030 Comprehensive Plan Williams Drive Gateway Plan
4. Georgetown Future Mobility Plan (FMP) and the Overall Transportation Plan (2014)
5. Georgetown Parks and Recreation Master Plan (2022)
6. Georgetown Sidewalk Master Plan (2014)
7. Georgetown Historic District Design Guidelines (2011)
8. Georgetown Bicycle Master Plan (2019)
9. Georgetown Unified Development Code
10. The Downtown Master Plan (2014, Chapter 4: Pedestrian and Bicycle Circulation and Streetscape Design; Chapter 5: Automobile Circulation and Parking; Chapter 6: Gateways, Wayfinding and Public Signs)

PREVIOUS CITY PLANNING INITIATIVES GOALS AND OBJECTIVES

The following goals and objectives were derived from the ten plans, policies and documents reviewed to inform the goals of the Austin Avenue Corridor Study, discussed in the following section.

Build a connected transportation network

- Incorporate a Complete Streets approach.
- Reduce reliance on single-occupant vehicles.
- Progress toward a functional, well-integrated, multi-modal transportation system that provides a variety of choices including bicycle, public transportation, and pedestrian on a local and regional level. Based on an analysis of travel demand and consideration of community costs, benefits and needs.
- Improve and diversify the transportation network.
- Improve traffic control systems and coordinate traffic signalization.
- Meet the area's long-range transportation needs. Perform transportation planning within the framework of comprehensive regional planning to support regional growth and development goals.
- Explore options of shuttle or trolley in downtown and passenger rail to Austin.

Improving the pedestrian experience through safety enhancements was identified as the most common theme across all ten plans.

Sidewalks: Improve and increase pedestrian use

- Expand sidewalk network and accessibility.
- Pedestrian safety over traffic flow.
- Crosswalks that allow groups of pedestrians to cross safely and protect cyclists.
- Sidewalks on both sides of the street and separated from arterials for safety.
- Well-marked crosswalks should be provided at all signalized intersections and intersections near schools. Crosswalks should also be installed at unsignalized intersections with arterials.
- Sidewalks can be integrated with bicycle facilities as shared use paths, where appropriate, to develop a comprehensive multi-modal network.
- Close redundant curb cuts, create transit stops, widen sidewalks, add street trees and lights, slow traffic.
- Expand the pedestrian-oriented core (extend 1/8 mile from Courthouse) and enhance experience.

Reduce high speeds on Austin Avenue

- Improve pedestrian safety.

Community Outreach

- Meet community needs.
- Provide adequate community engagement.

Bicyclists

- Enhance equity in bike access.
- Integrate with regional trails and bicycle networks.
- Improve bicycle and pedestrian access around schools.
- Prioritize bike paths that minimize conflicts with vehicle traffic.

Parks: expansion and access

- Improve opportunities to access trails, skate parks, and aquatics/water opportunities.
- Increase park usage by improving safety and other corrective measures.
- Maintain and add to the existing quality parks and recreation by improving walkable level of service and general park access.

Wayfinding and gateways

- Clear wayfinding to public parking.
- Public critique for more unique identity of signs.
- Create signs for vehicles and pedestrians.
- Provide bicycle network maps and install wayfinding signage.
- Develop gateways to the Downtown core.

Parking

- Conduct parking study.
- Encourage workers to park in less-congested areas.

Other/Street Furniture

- Consider social and environmental impacts.
- Plan for emergency services.
- Provide street trees/ improve shade.
- Preserve existing trees and native landscape by integrating into the design of open space and landscaped areas.
- Incorporate public art.
- Incorporate street furniture and bike parking at commercial destinations.
- Incorporate lighting.

Land Use: Historical preservation and maintaining City's character

- The transportation system should consider planned development patterns.
- Downtown should remain the heart of the community, with an even more vigorous economy and diversity of offerings.
- Develop Downtown with visual continuity, pedestrian friendly retail-oriented.
- Maintain the family-oriented, small-town feel.

Study Goals and Objectives

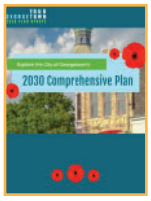
The goals and objectives developed to guide this Study are intended to be forward-looking and improve both the operations and the physical character of Austin Avenue and the policies that guide its development.

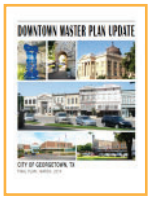
GOAL 1

Further the goals and priorities of existing plans.

Objective 1

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.





GOAL 2

Enhance multimodal movement, operations, and safety.

Objective 1

Balance transportation needs for all users of the Corridor.

Objective 2

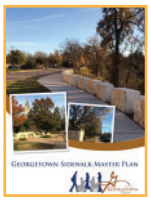
Improve safety throughout the Corridor for all modes of transportation.

Objective 3

Improve access to alternative modes of transportation, prioritizing connections with adjacent neighborhoods.

Objective 4

Enhance access to existing and planned amenities such as parks, retail, and other community centers.



GOALS DEVELOPMENT PROCESS

EXAMINE
Previous planning efforts and existing conditions within the Study Area were evaluated and documented.

INPUT
Community and stakeholder feedback helped to define goals. Goals were vetted by the Steering Committee and members of the public.

SHAPE
The City identified four goals and associated objectives based on examination of existing conditions and community and stakeholder input.

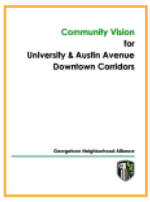
GOAL 3 Enhance the Corridor character and pedestrian experience.

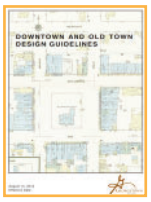
Objective 1
Consider roadway designs that incorporate median and pedestrian realm landscaping and lighting.

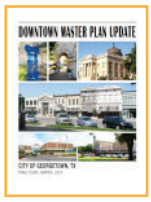
Objective 2
Prioritize sidewalk improvements to enhance walkability and increase connections to off-street trails.

Objective 3
Improve aesthetics consistent with the character of each subarea. Support local businesses by creating a streetscape that attracts customers through pedestrian-scaled lighting, landscaping, and visible access to businesses.

Objective 4
Create a sense of place and arrival/departure for the subareas and overall Study Area.



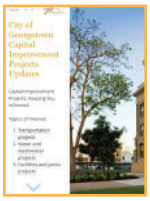




GOAL 4 Support economic development along the Corridor.

Objective 1
Improve traffic operations to create a reliable and consistent network for the movement of persons and goods along the Corridor.

Objective 2
Plan for anticipated economic redevelopment activity along the Corridor through multimodal connections to businesses and surrounding neighborhoods and by envisioning potential catalytic development.




SAN GABRIEL
Key Concepts
Cross Section
AUSTIN AVE

PUBLIC OUTREACH

2

Background

The engagement effort for the Austin Avenue Corridor Study aimed to gather public input for the development of a well-supported plan reflective of the needs and values of the Georgetown community. The strategies identified for the public involvement process were intended to provide transparency and accessible opportunities for the public to stay informed and provide input.

Engagement activities were conducted early in the process to gather feedback from stakeholders and the public. Materials were developed in multiple media formats and languages to maximize accessibility and reach. In addition to in-person events, online materials were provided for public review and feedback. Public preference surveys were made available online as well as an interactive map to capture public feedback and comments. Offering multiple feedback options promotes inclusivity and equitable engagement by broadening the range of community members who can participate and provide input on important issues. Additional information regarding engagement activities is available in the Public Involvement Technical Report (Appendix A).

Public Outreach objectives:

- Create public awareness of the study and facilitate active and collaborative participation.
- Maintain an open and transparent process throughout the engagement effort and provide timely and informative study updates.
- Engage, collect, and incorporate input from a wide range of stakeholders.
- Use public input and comments in the development and refinement of recommendations.

Stakeholder Engagement

Various public engagement strategies were employed to maximize participation across diverse audiences. The community of Georgetown includes seniors, persons with disabilities, underserved communities, zero-car households, and people with limited English proficiency (LEP). Engaging stakeholders was prioritized throughout the study and was essential for effectively identifying needs and concerns, mitigating design solutions, and ultimately recommendations. During the course of the study, multiple stakeholder interviews and events were conducted.

Stakeholders engaged included the following:

- Property Owners
- Residents
- Businesses
- Elected and Appointed Officials
- Community Groups
- HOAs
- Educational Institutions
- First Responders
- Georgetown Independent School District

Neighborhood events provided residents an opportunity to speak with City officials about the project and share their feedback.

Three open house events were conducted during the study process. Each event included a survey to gather feedback.

OPEN HOUSE 1

RED POPPY FESTIVAL

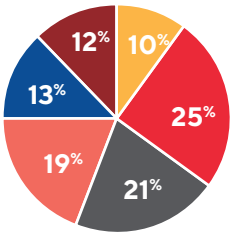
The first open house was held early in the study during the Red Poppy Festival on April 29, 2023. The public was invited to review the purpose and goals of the Study along with information detailing existing conditions along the Corridor.

62
Number of comments posted to the online Interactive Map.

544
Number of responses received from the online Public Preference Survey.

RED POPPY FESTIVAL OUTREACH RESPONSE

STUDY AREAS REGULARLY VISITED



- 12% Northern Gateway
- 25% San Gabriel
- 21% Downtown
- 19% Old Town
- 10% Southern Gateway
- 13% Industrial and Institutional

TOP CONCERNS ALONG THE CORRIDOR

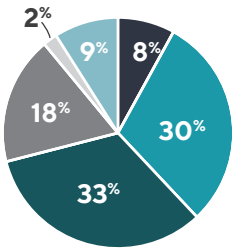
46% Congestion

33% Safety

7% Walkability

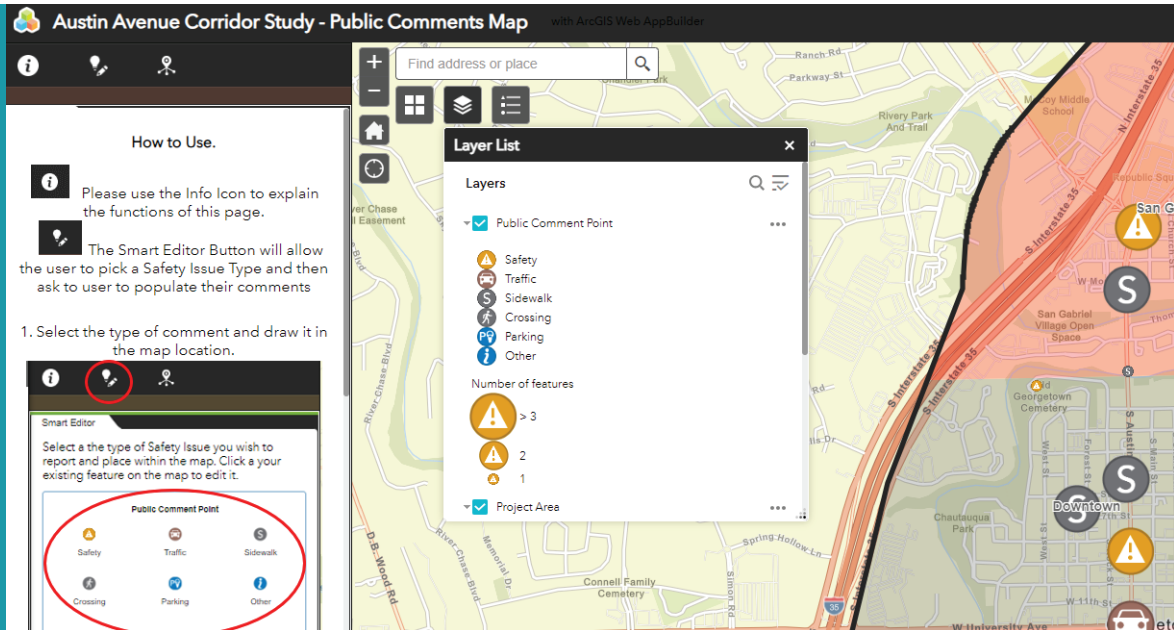
Respondents were asked to select their top three concerns along the Corridor and to rank their top three selected concerns.

ISSUES ALONG THE CORRIDOR



- 33% Safety
- 30% Sidewalks
- 18% Traffic
- 8% Crossing Austin Avenue
- 2% Parking
- 9% Other

An online interactive map captured public comments and feedback.



OPEN HOUSE 2

ART STROLL

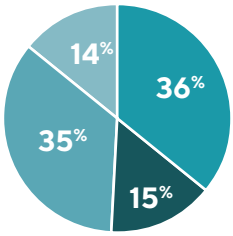
The second open house was held halfway through the study on October 19, 2023 during Georgetown Art Stroll event. The event presented preliminary recommendations and early draft concepts.

30
Number of people who attended the event.

223
Number of responses received from the online Public Preference Survey.

ART STROLL OUTREACH RESPONSE

What transportation changes do you think would improve driving conditions along Austin Avenue?



- 36% Reduce congestion and delay at intersections
- 15% Establish slower speeds through roadway design
- 35% Reduce roadway turning conflicts
- 14% Improve lighting

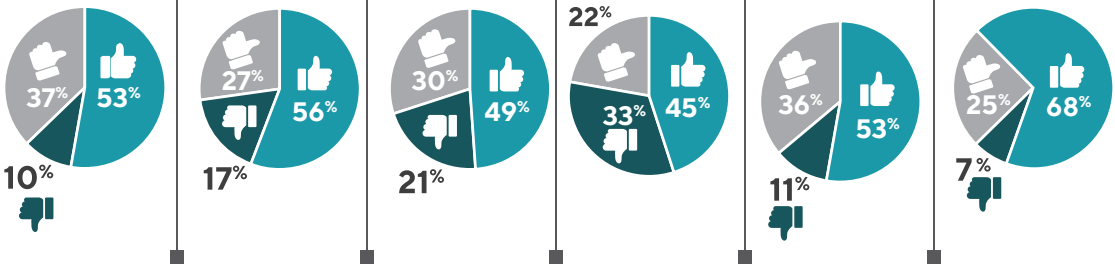
What improvements do you believe would enhance transportation for non-drivers along Austin Avenue?

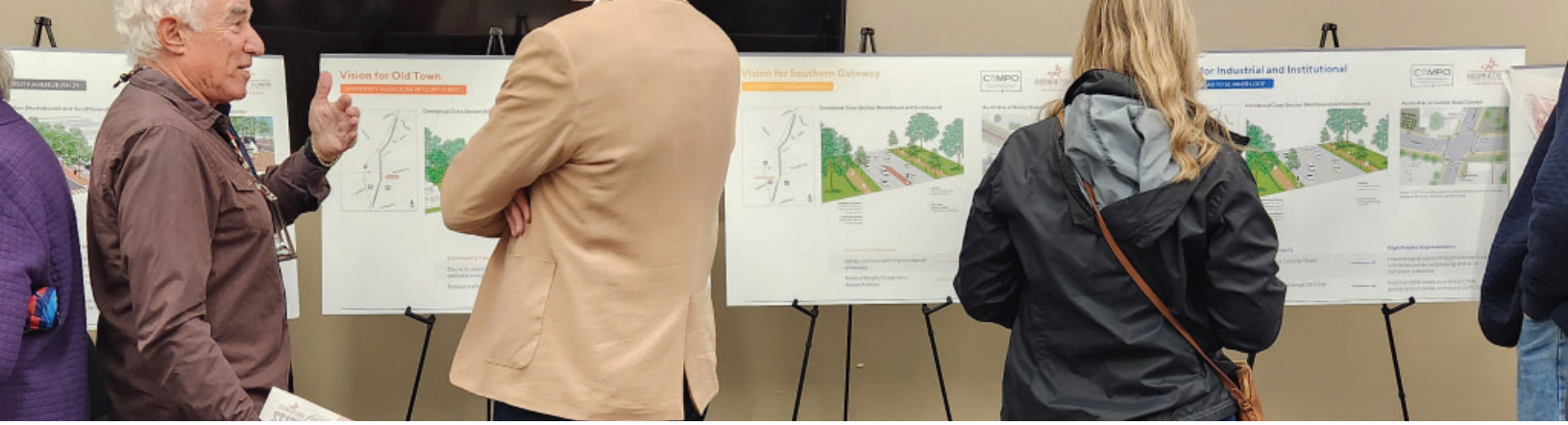
- 49% More sidewalks
- 34% Improved Lighting
- 33% More shared use paths
- 33% Slower automobile traffic
- 29% I would not bike, walk, or use transit
- 28% More bicycle lanes
- 21% More frequent transit

Percentages reflect multiple choice responses.

Do you think the concepts developed for the Corridor would address transportation needs?

YES
NO
MAYBE





OPEN HOUSE 3

STATE OF THE CITY ADDRESS

The open house was held near the end of the study at the State of the City event in March 19, 2024. The draft recommendations were provided during the event.

The open house style format allowed attendees to review project exhibits and a schematic of the corridor.

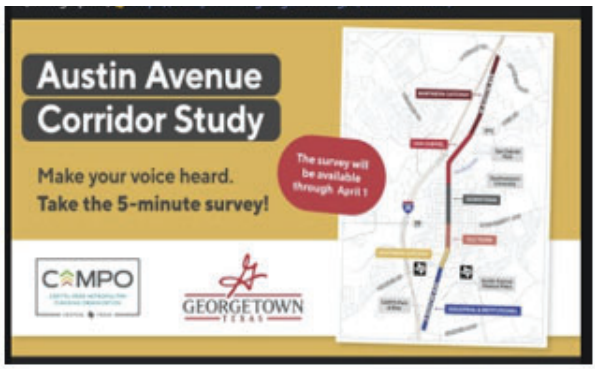
Information presented at the event included boards showing recommended concepts and street cross-sections.

Other information included:

- Project overview and timeline
- Project goals and objectives
- Previous feedback
- Placemaking improvements
- Intersection improvements

125
Number of people who attended the event.

44
Number of responses received from the online Public Preference Survey.



Social media was used to share the events and survey.

SURVEY KEY TAKEAWAYS

Respondents were most excited about Downtown concepts, dedicated turning lanes, pedestrian improvements, and the San Gabriel Village Blvd. roundabout.

Respondents noted concerns about parking near downtown and the need for protected crosswalks throughout the entire corridor.

Respondents feel additional north and south connections need to be considered and access to downtown including parking and sidewalks should be kept in mind.

Additional comments included traffic concerns on Williams Drive and the need for an increase of public transit.

Social media posts for each event helped to raise awareness of the events and directed interested people to the online project website.

AUSTIN AVENUE DOWNTOWN

STUDY AREA ASSESSMENT

3

LOOKING NORTH ON AUSTIN AVENUE AT UNIVERSITY AVENUE

Socioeconomic Conditions

Block Group data from the U.S. Census Bureau was used to analyze the socioeconomic conditions of the Study Area. Block groups are the smallest geographic area for which the Census collects data. Boundaries are defined by features such as roads, rivers, or city limits.

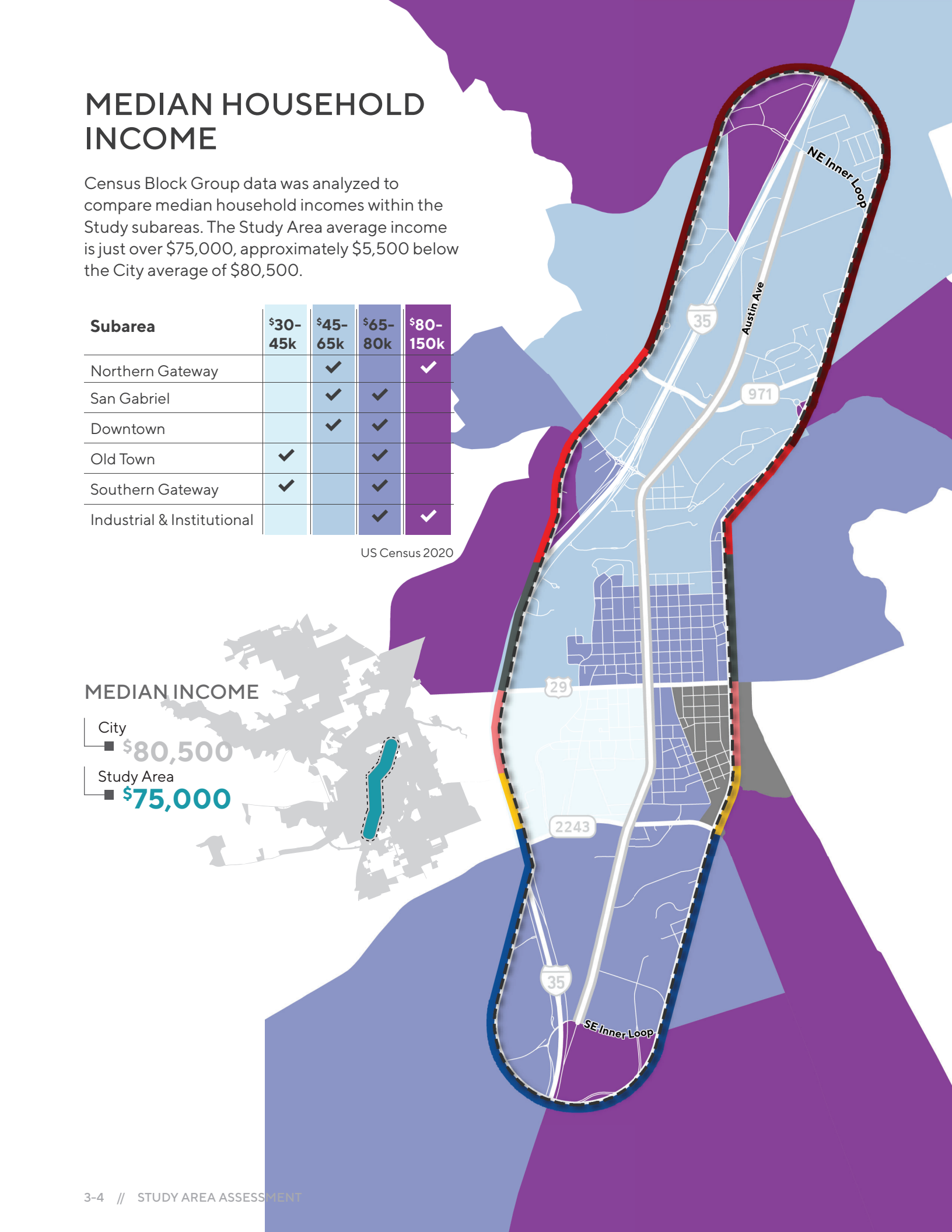
Socioeconomic data includes portions of the eighteen block groups overlapping the Study Area.

MEDIAN HOUSEHOLD INCOME

Census Block Group data was analyzed to compare median household incomes within the Study subareas. The Study Area average income is just over $75,000, approximately $5,500 below the City average of $80,500.

Subarea	$30-45k	$45-65k	$65-80k	$80-150k
Northern Gateway		✓		✓
San Gabriel		✓	✓	
Downtown		✓	✓	
Old Town	✓		✓	
Southern Gateway	✓		✓	
Industrial & Institutional			✓	✓

US Census 2020



MEDIAN INCOME

City
■ $80,500

Study Area
■ $75,000

UNDERSERVED COMMUNITIES

In January 2021, the federal government enacted **the Justice40 Initiative** to address gaps in transportation infrastructure and public services. The initiative directs **funds to disadvantage communities in an effort to help build more equitable transportation systems.**

DISADVANTAGED COMMUNITIES

Census tract #48491021402 has a concentrated number of residences meeting the Disadvantaged Communities socioeconomic threshold.

Meets the Disadvantaged Communities socioeconomic threshold.

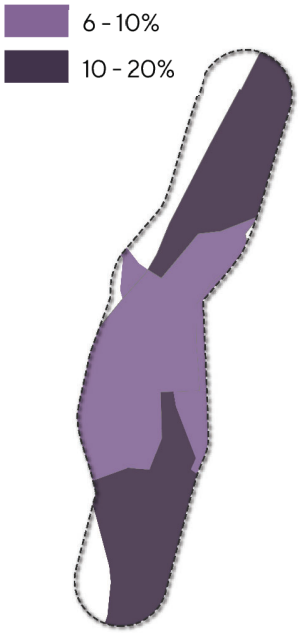
40%

Percentage of federal funds the Justice40 initiative directs to disadvantaged communities.

LIMITED ENGLISH PROFICIENCY

Per square mile, 7-11% of people residing in the Study Area have LEP. This is generally higher than the City as a whole.

Percentage of Households with Limited English Proficiency



10%

Percentage of residents with LEP living in the Study Area.

POVERTY

Households within the poverty threshold are concentrated to the south of University Avenue/SH 29 and to the north of Weir Road/FM 971.

Percentage of Households living at Poverty Level

50%

Accounts for half of the expenses in an average US household.

POPULATION

Georgetown is the fastest growing large city in the United States according to 2023 U.S. Census Data. In the ten years between 2010 and 2020 the City's population jumped 42% from 47,400 people to 67,176 people. The City grew 14.4% between 2021 - 2022.

2010-2020

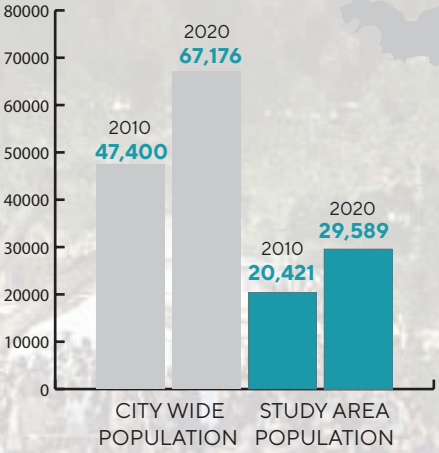
42%
CITY
Population Increase

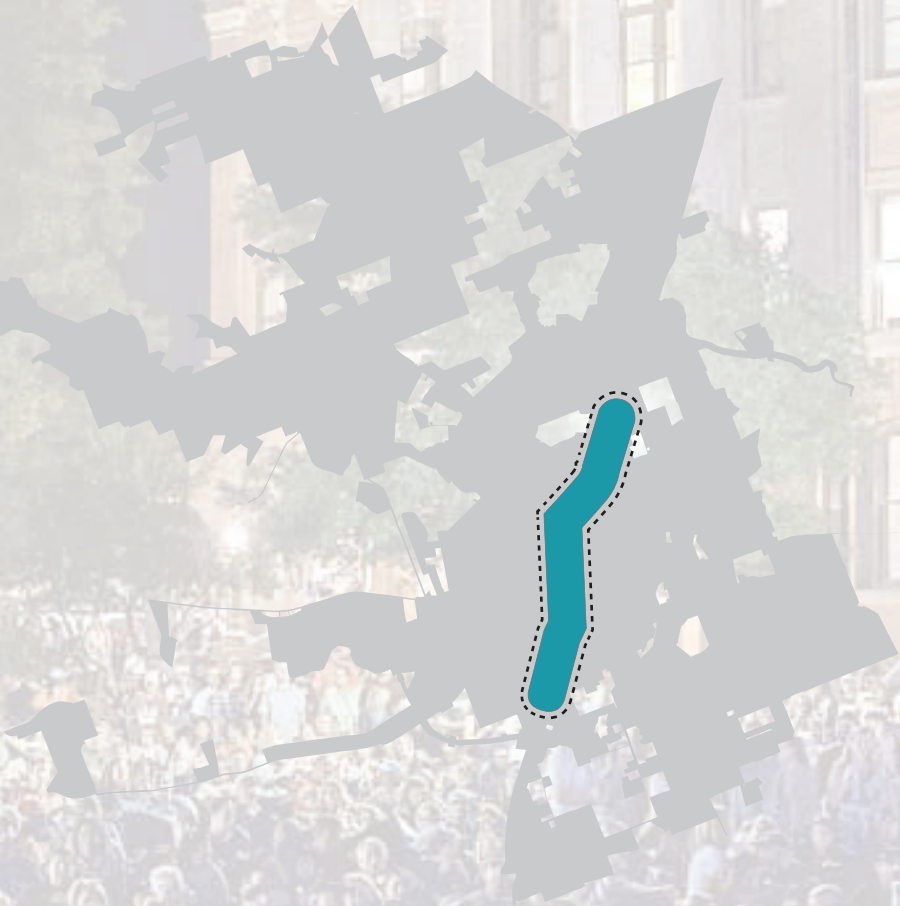
44%
STUDY AREA
Population Increase

2021-2022

14.4%
CITY
Population Increase

CITY VS. STUDY AREA





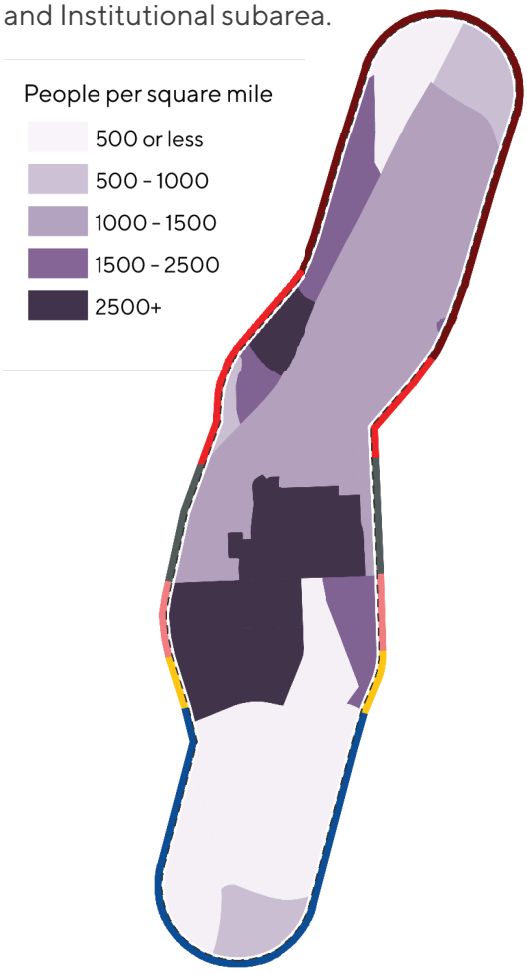
> "Of all U.S. cities and towns with 50,000 people or more, Georgetown is the fastest-growing by percent change in 2022.
>
> US Census, May 2023

Image Source: City of Georgetown Facebook

A Traffic Analysis Zone (TAZ) is a unit of geography used in transportation planning models. One or more census blocks, block groups, or census tracts often make up a TAZ. Similarly to census blocks, TAZ boundaries are predefined.*

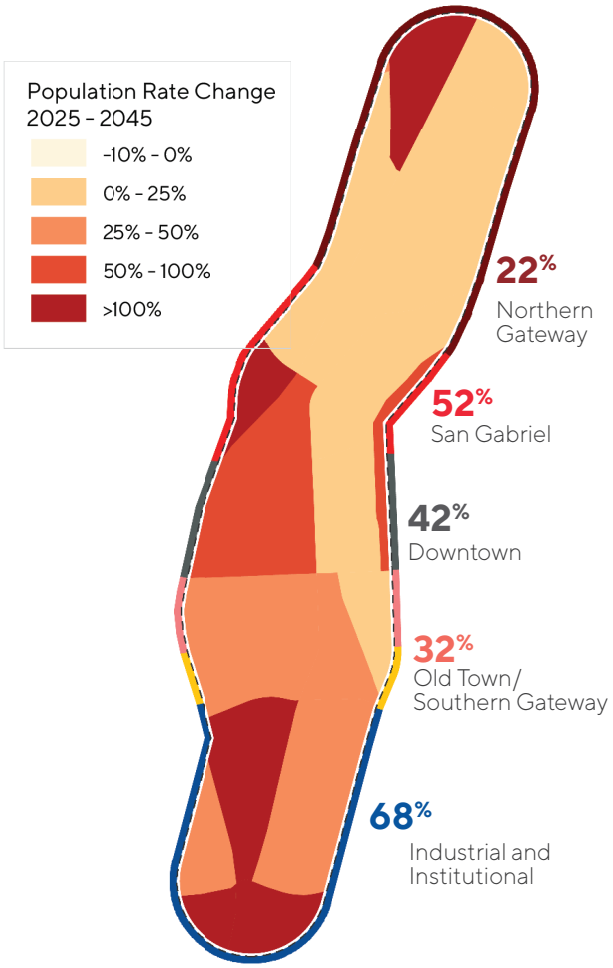
2025 POPULATION

The majority of the Study Area has a population density of 500-1,000 people per square mile. Density is higher north of University Avenue/SH 29 near Downtown and in Georgetown's historic districts. Density is lower at the southern end of the Corridor in the Industrial and Institutional subarea.



2045 POPULATION INCREASE

TAZ data was used to project the percentage of population increase along the Corridor between the years 2025 and 2045. In some cases, the percent of change shown is influenced by shifts outside the Study area, due to predefined TAZ boundaries.



33%
STUDY AREA
Projected Population Increase 2025-2045

*TAZ data from the CAMPO 2045 Regional Transportation Plan was used to compare estimated population density and growth between 2025 and 2045.

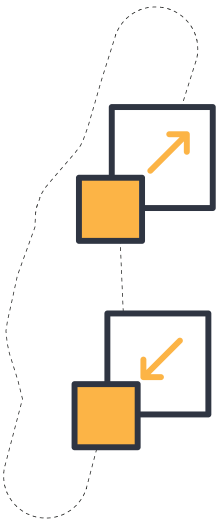
EMPLOYMENT

The number of people working within the Study Area is projected to double by 2045.

2010-2020 EMPLOYMENT ORIGIN-DESTINATION (O-D)

The O-D analysis examined the start and end locations of vehicles making trips within a defined area. Approximately 2,800 more people hold jobs in the Study Area now than in 2010. The number of people working those jobs and living in the Study Area has decreased by just over 800.

Number of people	2010	2020	CHANGE
Employed in the Study Area	9,527	12,410	2,883 ↗
People who commute in	9,006	12,016	3,010 ↗
Living in the Study Area	4,831	4,023	-808 ↘
Residents who commute out	4,310	3,629	-681 ↘



3,629
Number of people who live in the Study Area and commute to jobs outside the Area.

12,016
Number of people who live outside the Study Area and commute in.

97%
People who commute to jobs within the Study Area.

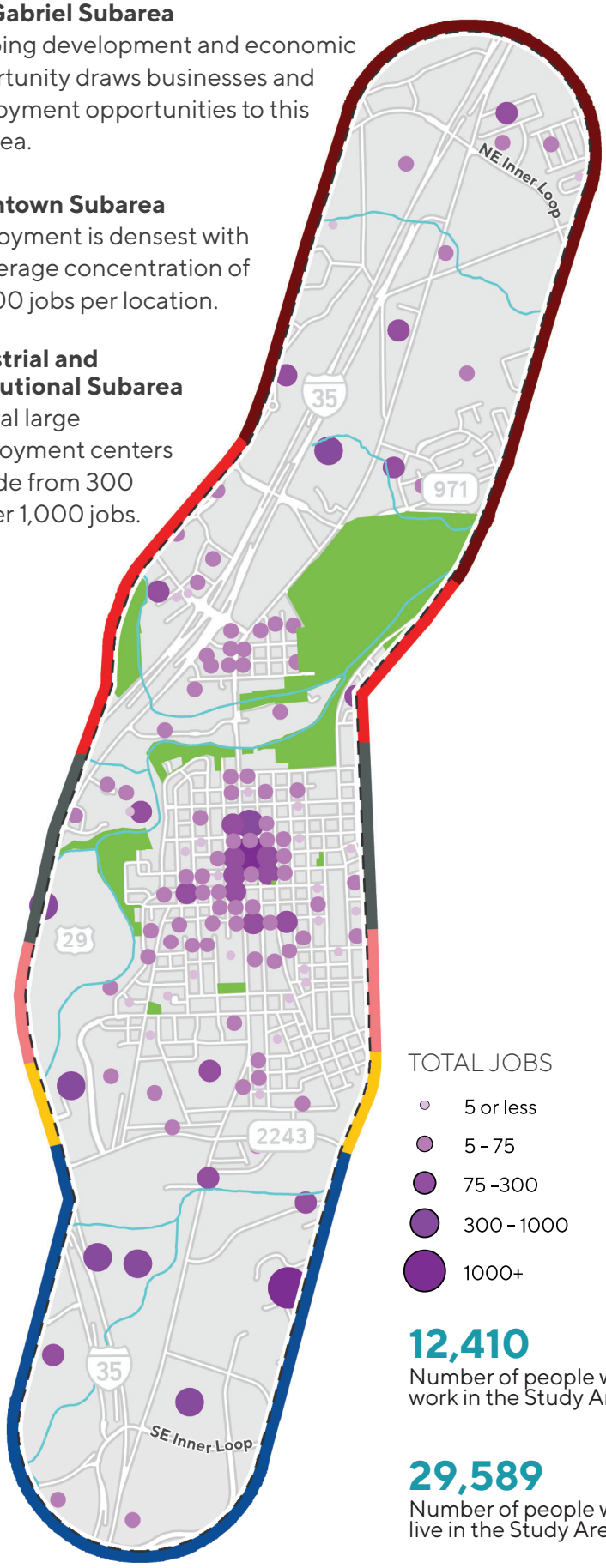
3%
People who live and work within the Study Area.

Image Source: City of Georgetown Facebook

San Gabriel Subarea
Ongoing development and economic opportunity draws businesses and employment opportunities to this subarea.

Downtown Subarea
Employment is densest with an average concentration of 75-300 jobs per location.

Industrial and Institutional Subarea
Several large employment centers provide from 300 to over 1,000 jobs.



TOTAL JOBS

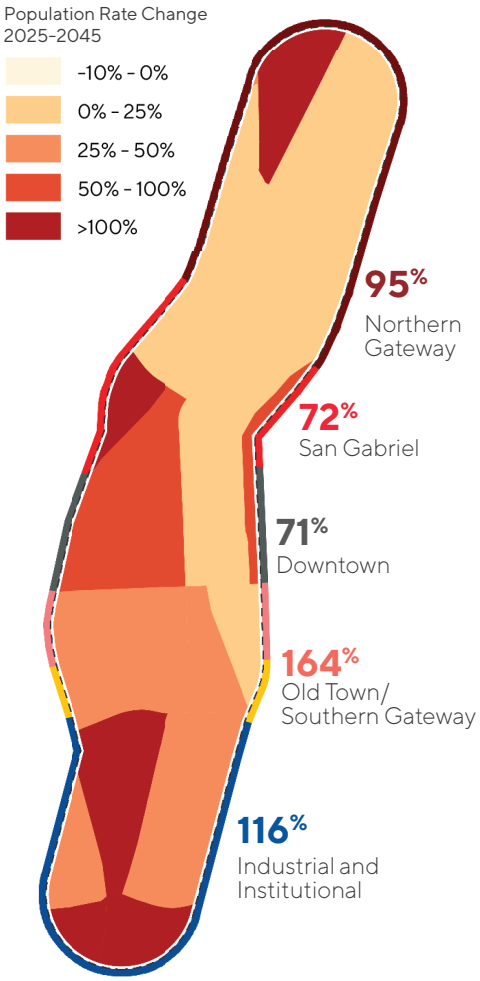
- 5 or less
- 5 - 75
- 75 -300
- 300 - 1000
- 1000+

12,410
Number of people who work in the Study Area.

29,589
Number of people who live in the Study Area.

2045 EMPLOYMENT INCREASE

The 2045-year projection TAZ data indicates the number of people working within the Study Area will increase by 104%. Similar to analysis presented for projected population increase, employment projections carry influence from TAZ areas beyond the limits of the Study Area.

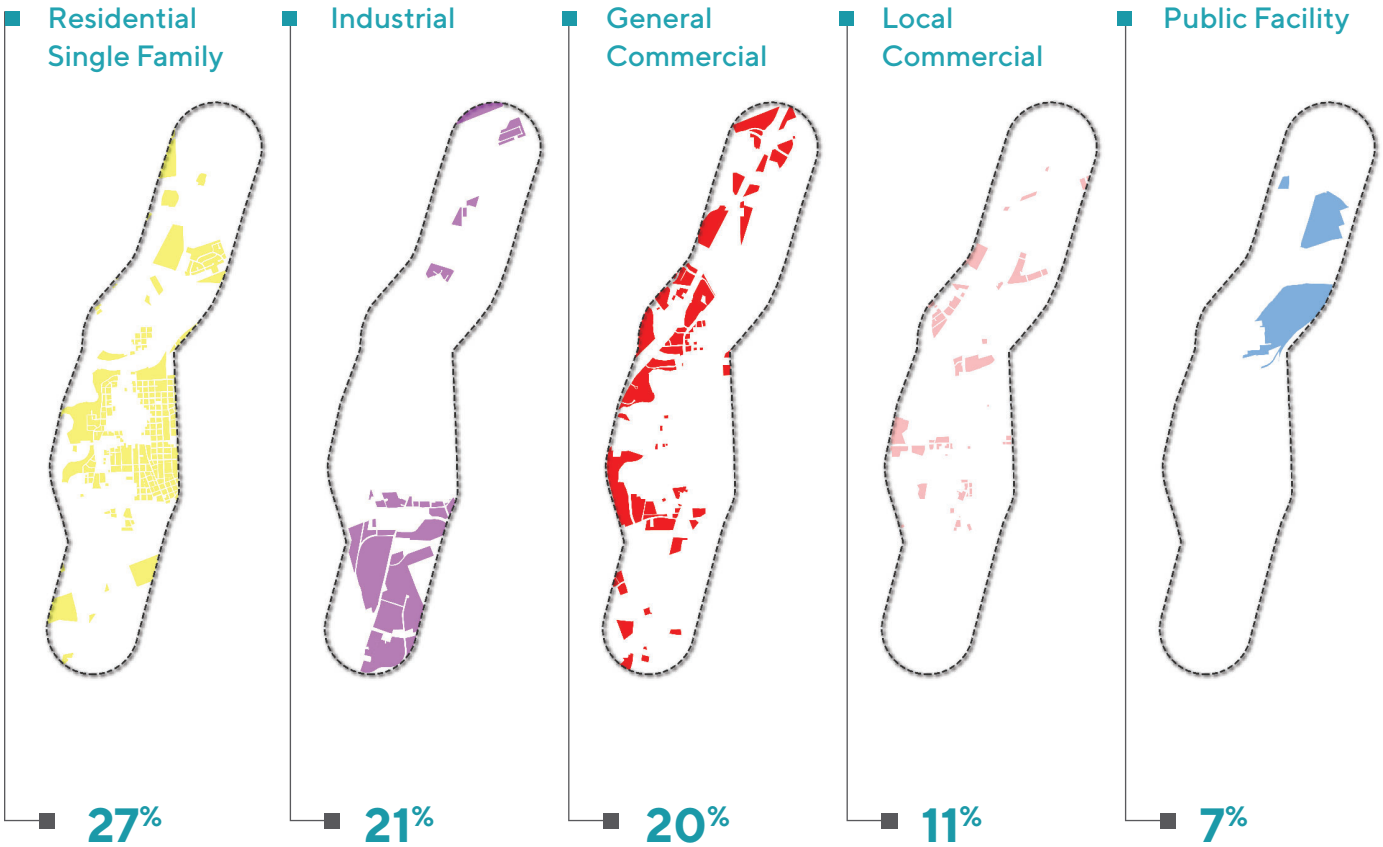


104%
STUDY AREA
Projected Employment Increase 2025-2045

Land Use

The City of Georgetown's land use development regulations include strategies for guiding development of all types and scales. Current zoning aligns with the City's Future Land Use Plan as defined in the 2030 Plan. The City's 2030 Plan also details goals and objectives to define and guide land use and development into the future. Gateway standards are desired to create an entrance to the Corridor and support the Downtown area's character.

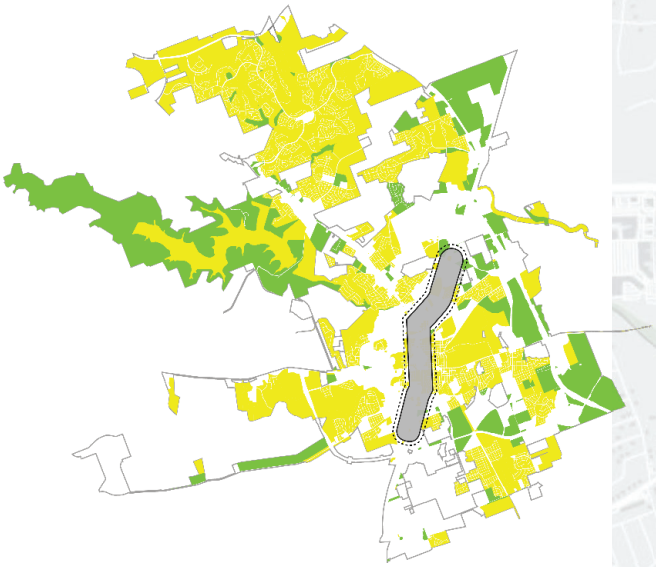
The Austin Avenue Corridor is identified as a Target Area in the City's 2030 Plan. Five zoning classifications constitute 85% of the land within the Study Area.



ZONING

The City's Unified Development Code (UDC) is the primary tool used to regulate land use. It contains zoning and subdivision regulations along with related development standards. Zoning is guided by the procedures, standards, and regulations incorporated in the UDC.

Generally speaking, industrial zoning at the southern end of the Corridor gives way to residential and mixed use through Downtown and the surrounding Historic District. North of the river, zoning categories are largely a conglomeration of commercial, industrial, and parkland.

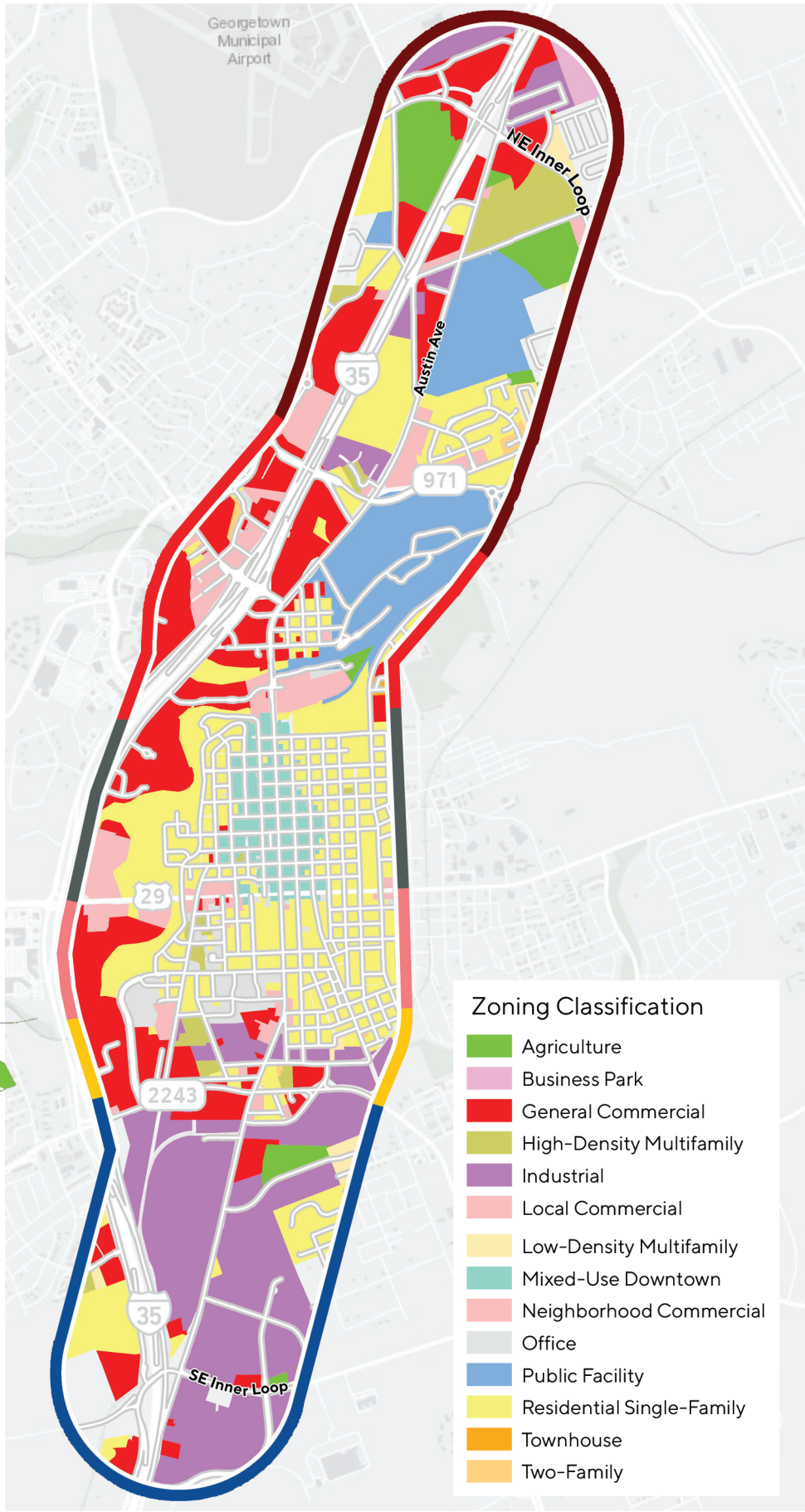


Georgetown is divided into 17 zoning districts that each allow a range of compatible land uses.

The largest districts are Residential Single-Family and Agriculture.

42%

17%



SCHOOL ZONES

Georgetown High School and Chip Richarte High School share a campus in the Northern Gateway subarea directly off Austin Avenue. The facility serves approximately 2,000 students grades 9-12. Five driveways provide access to the campus from the Corridor.

The school zone for the campus is marked at the north and south boundaries with striping and a flashing beacon. The posted speed limit within the school zone drops from 50 mph to 30 mph during active hours and cell phone use is prohibited.

PRIVATE FACILITIES*

There are several additional learning facilities in the Study Area. Consideration should be given to safe routes and network connectivity based on the community members they serve and their location within the Study Area. The Sidewalk Master Plan should be utilized to connect the network beyond the Corridor.

Driving academies

Patriot Driving Academy
Defensive Driving School

Childcare programs

Mary Bailey Head Start Center
Learning Tree Preschool
Georgetown Spanish Academy

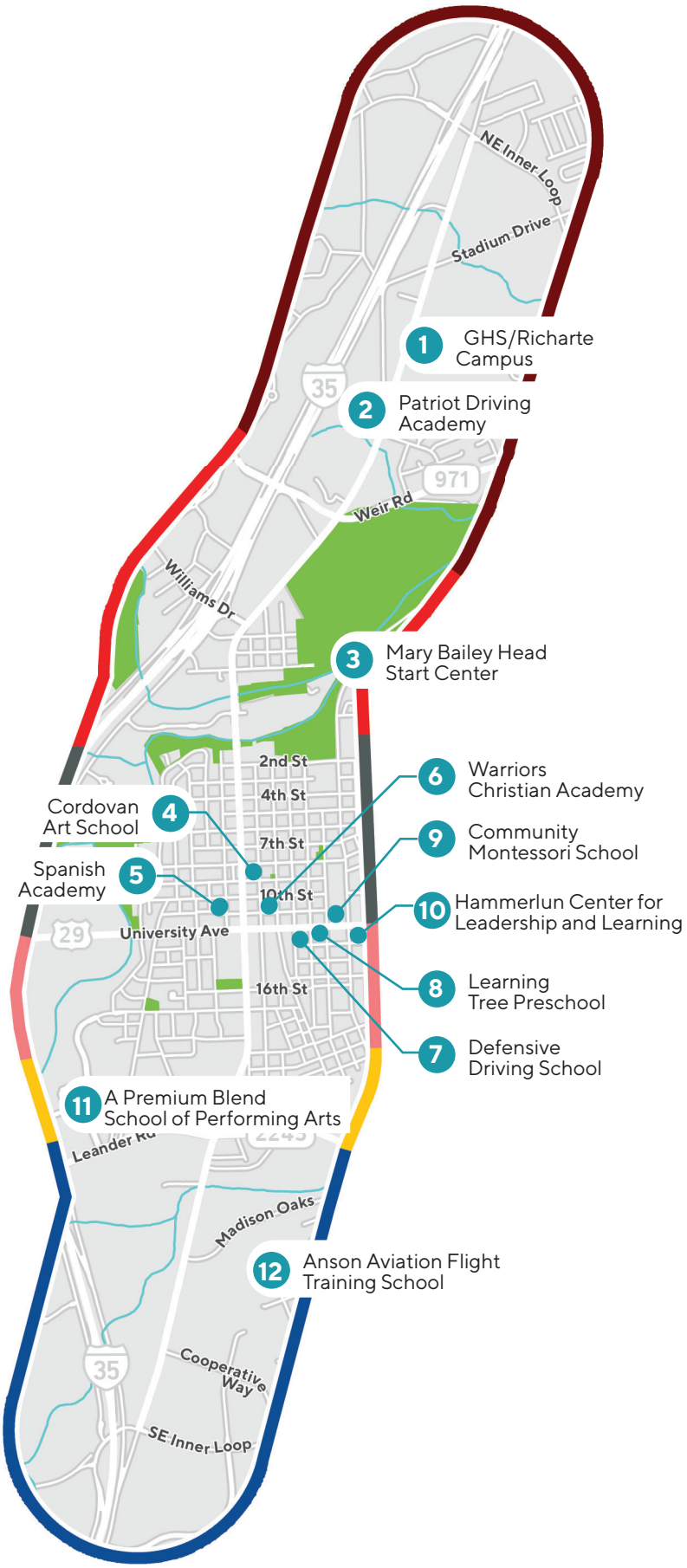
Private schools

Warriors Christian Academy
Community Montessori School

Enrichment programs

Hammerlun Center for Leadership and Learning
A Premium Blend School of Performing Arts
Anson Aviation Flight Training School
Cordovan Art School

*Schools do not have school zones.



PARKING

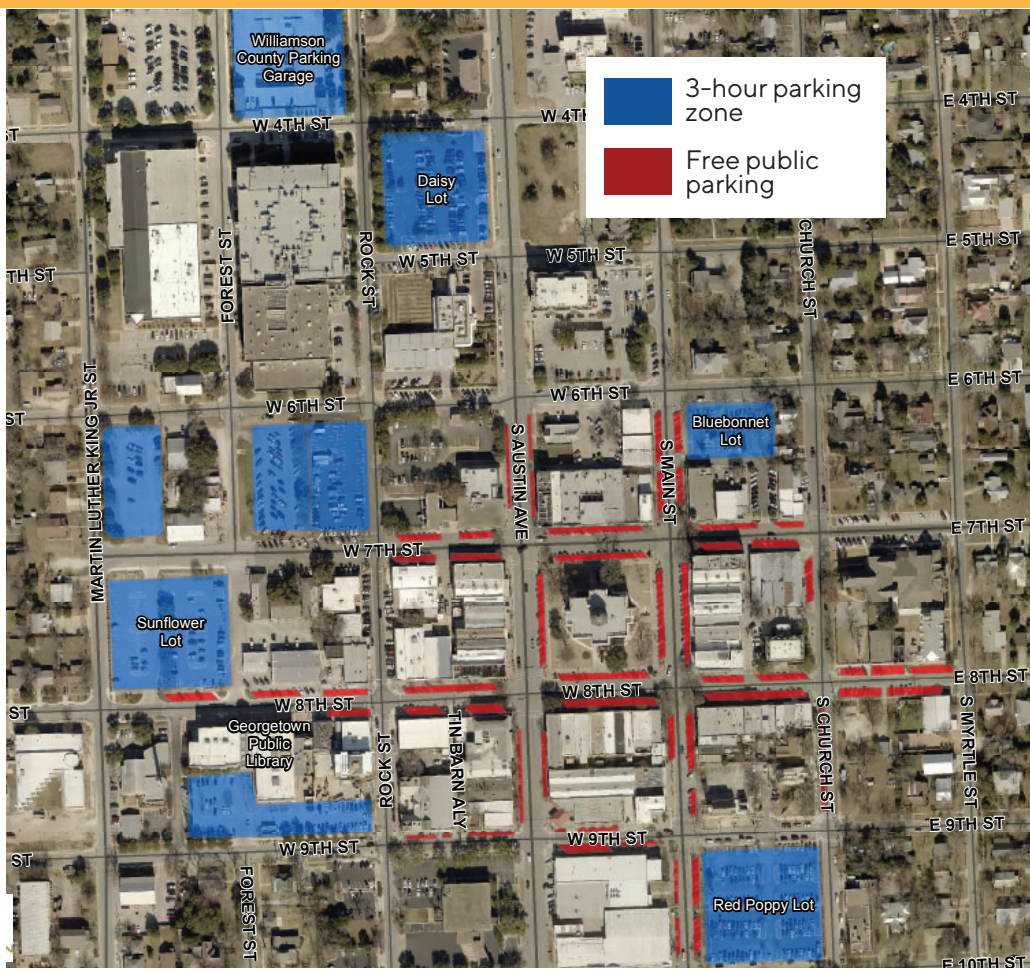
On-street parking along Austin Avenue is limited to the Downtown subarea.

In January 2023, City Council approved design concepts for a new parking garage located at the southeast corner of Austin Avenue and 5th Street. The new structure will provide 315 additional parking spaces.

50 On-street parking spaces with 3-hour time limit.

32 On-street parking spaces with unlimited time limit.

7 Downtown area surface lots with unrestricted hours.



Driveways provide access to businesses, schools, churches, services, and residences.

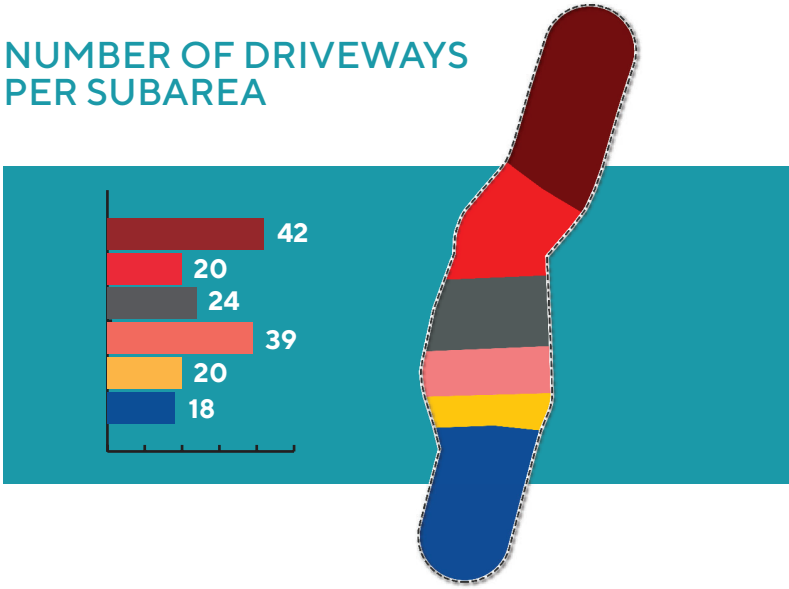
163
Total driveways along the Corridor.

ACCESS MANAGEMENT

Access management is the proactive planning and evaluation of driveways, including the width, location and density.

Austin Avenue's center lane configuration allows unrestricted turning movements along the entire Corridor. This unmanaged access increases the number of potential conflict points. Preliminary analyses indicate there are opportunities to modify access to the Corridor through driveway consolidation.

NUMBER OF DRIVEWAYS PER SUBAREA



Corridor Character

The six subareas defined in the Study Area reflect variations in the Corridor's cross-section, surrounding land use context, and function. Lane configurations, speeds, sidewalks and other defining characteristics were documented as part of the evaluation process for the Study.

THOROUGHFARE CLASSIFICATIONS

Thoroughfares, roadways, and streets, are given a classification based on the type of service the road provides to the motoring public. Design standards are tied to the classification and the designation is used for data and planning purposes.

The Texas Department of Transportation (TxDOT) defines Austin Avenue as a minor arterial between NE Inner Loop and SE Inner Loop. Minor arterials are defined as roads that provide service for trips of moderate length, serve smaller geographic areas, and offer connectivity to the greater transportation network. They may also provide intra-community continuity and carry local bus routes. Beyond the boundaries of the Study Area, TxDOT classifies the Corridor as a major collector.

The City has expanded on TxDOT's classification based on character changes throughout the Corridor. The City's thoroughfare classification is determined by the design and operations factors of the facility, including number of lanes, design speed, and average daily traffic volume.

Three classifications have been assigned to Austin Avenue.

Minor Arterial
NE Inner Loop to
Weir Road/FM 971
Leander Road/FM 1460 to
SE Inner Loop

Major Arterial
Weir Road/FM 971 to
E 2nd Street

Collector
E 2nd Street to
Leander Road/FM 1460

AUSTIN AVENUE SOUTH OF 7TH STREET

NORTHERN GATEWAY
NE INNER LOOP TO WEIR ROAD/FM 971

At the north end of the Corridor, Austin Avenue operates largely as a high-speed arterial, with limited driveway access. Apartments, trade-oriented businesses, a church and a government facility are interspersed with undeveloped parcels spread along the facility.

South of Stadium Drive, the Georgetown High School campus is located on the east side of the road, with small businesses adjacent on the west. South of the campus, density and land use remain low along the Corridor. A few small business parks, a church and other services are located on the east and abut the Parkview Estates Neighborhood. The character of the roadway remains more suburban or rural than urban as the south end of the segment ends at Weir Road/FM 971.

CHARACTER

Looking south from NE Inner Loop

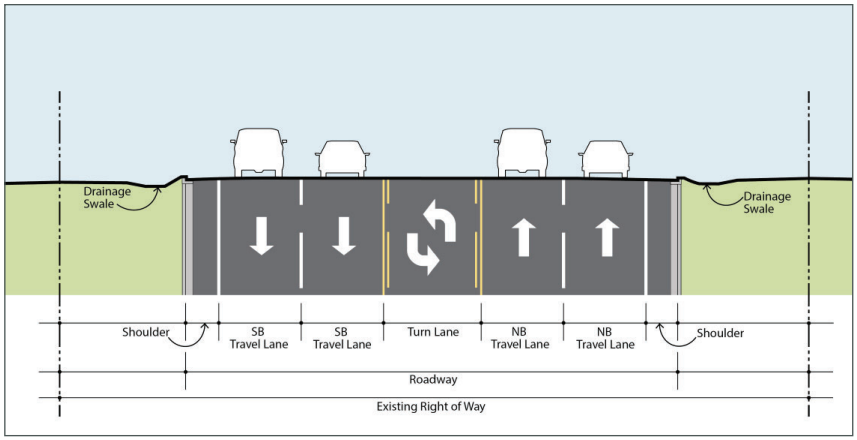
Terminus of IH-35 Exit Ramp at Austin Avenue

Georgetown High School/Richarte Campus

Weir Road/Northwest Boulevard

CROSS-SECTION

The cross-section consists of a center two-way left-turn lane, two 12-foot travel lanes and 5-foot shoulders in each direction. Overhead utilities are located along both sides of the road.



SIDEWALKS

Sidewalks are intermittent from NE Inner Loop to Stadium Drive. A continuous sidewalk is present along the east side of Austin Avenue from Weir Road/FM 971 to Stadium Drive.

A grass buffer of varying width separates the sidewalk from Austin Avenue.

SPEEDS

45 MPH	50 MPH	55 MPH	SCHOOL ZONE 30 MPH
	Southbound	Northbound	WHEN FLASHING

The reduced speed zone of 45 mph supports the 15 mph school zone speed reduction.

SUBAREA STATISTICS

10,000
Average vehicles per day (2020-2023)

99
Total Crashes (2018-2022)

3
Signalized Intersections at
NE Inner Loop
GHS Campus
Weir Road/FM 971

3
Pedestrian Crossings at
NE Inner Loop
GHS Campus
Weir Road/FM 971

42
Driveways
25 west side of Corridor
17 east side of Corridor

SAN GABRIEL

WEIR ROAD/FM 971 TO SOUTH FORK SAN GABRIEL RIVER

From Weir Road/FM 971 to Chamber Way, Austin Avenue maintains a somewhat rural character as it traverses residential areas on the on the west and parkland on the east. Just south of Chamber Way, land use increases in density with restaurants, businesses, and shopping centers lining the facility. The roadway also begins to widen as it approaches the junction with Williams Drive. The busy intersection marks the Corridor's transition from somewhat rural to urban as an increasing number of businesses line the roadway into the downtown area. Continuous sidewalks become more consistent along the Corridor as it approaches the San Gabriel River and the two bridged sections leading into Downtown.

CHARACTER

Near Williams Drive

Near San Gabriel Village Boulevard

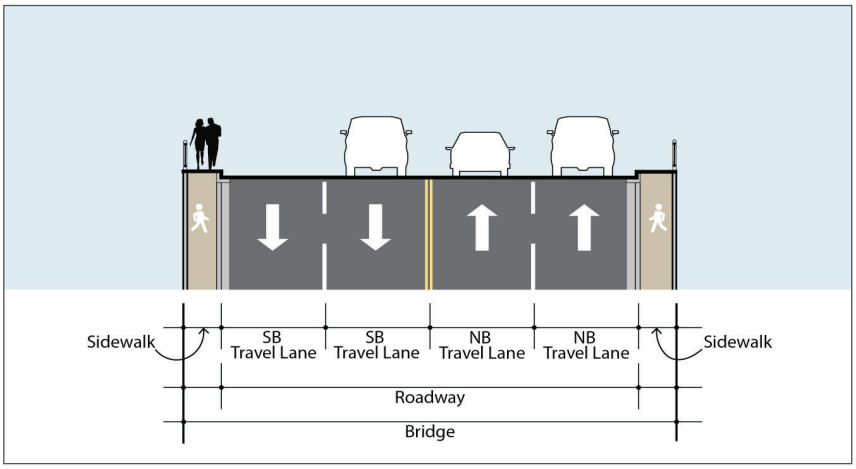
South Fork San Gabriel River Bridge

South of Weir Road/Northwest Boulevard

CROSS-SECTION

From Weir Road/FM 971 to Williams Drive, the roadway includes a center two-way left-turn lane, two 12-foot travel lanes, and 5-foot shoulders in each direction.

The two bridges over the San Gabriel River consist of two 11-foot travel lanes in each direction.



SPEEDS

35 MPH

45 MPH

SIDEWALKS

From Weir Road/FM 971 to Williams Drive sidewalks are intermittent along the east side of the street.

The two bridges have 4-foot sidewalks on both sides.

SUBAREA STATISTICS

14,000
Average vehicles per day (2020-2023)

249
Total Crashes (2018-2022)

4
Signalized Intersections at
Weir Road/FM 971
Williams Drive
Morrow Street
San Gabriel Village Blvd.

4
Pedestrian Crossings at
Weir Road/FM 971
Williams Drive
Morrow Street
San Gabriel Village Blvd.

20
Driveways
13 west side of Corridor
7 east side of Corridor

DOWNTOWN

SOUTH FORK SAN GABRIEL RIVER TO UNIVERSITY AVENUE/SH 29

Through the Downtown subarea from the South Fork San Gabriel River to University Avenue/ SH 29, Austin Avenue serves a wide variety of businesses, government facilities, and the Williamson County Courthouse.

This section also provides connectivity to the adjacent neighborhoods and some of Georgetown's popular recreational destinations, including the town square and Blue Hole Park.

CHARACTER

University Avenue

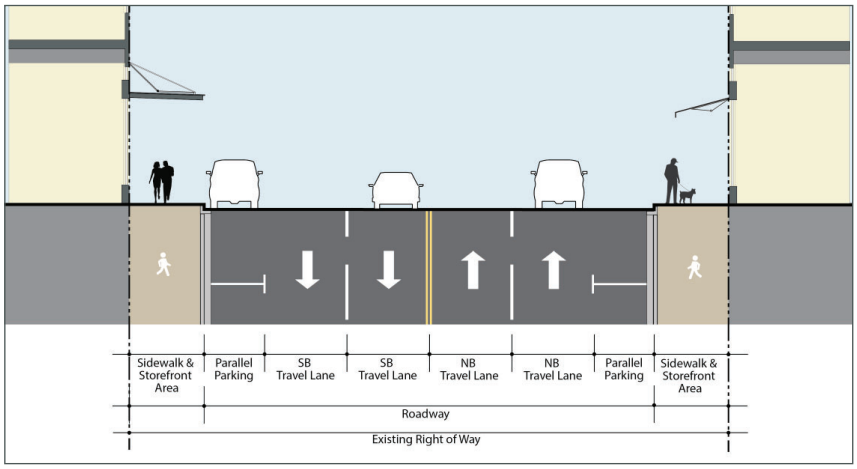
5th Street

8th Street

7th Street

CROSS-SECTION

The cross-section consists of two 11-foot travel lanes, with a combination of parallel and angled parking along Austin Avenue. Overhead utilities are located along both sides of the road.



SPEEDS

30 MPH

SIDEWALKS

Sidewalks are intermittent from 2nd Street to 5th Street, continuous from 5th Street to 9th Street and give way to drivewalks south of 9th Street . Curb ramps and pavement treatments are provided for crossings at 5th, 6th, 9th, and 11th Streets.

SUBAREA STATISTICS

16,000
Average vehicles per day (2020-2023)

103
Total Crashes (2018-2022)

4
Signalized Intersections at
2nd Street
7th Street
8th Street
University Avenue

9
Pedestrian Crossings at
2nd -10th Streets
University Avenue

24
Driveways
11 west side of Corridor
13 east side of Corridor

OLD TOWN
UNIVERSITY AVENUE/SH 29 TO W 18TH STREET

Through the Old Town subarea, south of University Avenue/SH 29, Austin Avenue shifts into a tree-lined residential street. Single family homes and Old Town Park dominate the land use until 16th Street, where density and the prevalence of commercial land use slightly increase continuing south to 18th Street.

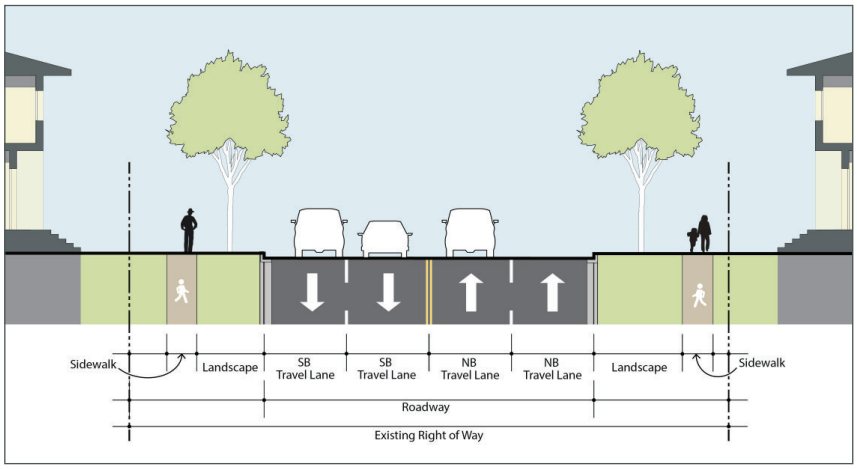
Driveways occur frequently but are largely residential and narrower than the commercial driveways elsewhere along the Corridor. Large heritage trees and utilities line both sides of the roadway.

CHARACTER

Austin Avenue south of University Avenue

CROSS-SECTION

The cross-section consists of two 11-foot travel lanes in each direction. Mature trees and paved 6-foot sidewalks on both sides of the road. Overhead electric is continuous within the right-of-way along the east side of the road.



SPEEDS

30 MPH

35 MPH

SIDEWALKS

Sidewalks are continuous throughout the Old Town subarea from SH 29/University Ave to W 18th Street.

SUBAREA STATISTICS

12,000

Average vehicles per day (2020-2023)

49

Total Crashes (2018-2022)

1

Signalized Intersection at

University Avenue

2

Pedestrian Crossings at

University Avenue

16th Street

39

Driveways

17 west side of Corridor

22 east side of Corridor

SOUTHERN GATEWAY
W 18TH STREET TO LEANDER ROAD/FM 1460

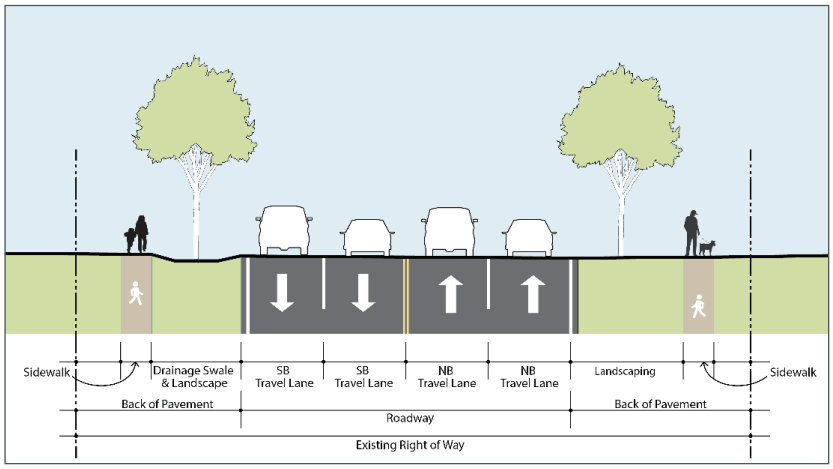
Through the Southern Gateway subarea, beginning at 18th Street, the residential character of the roadway begins to shift back to mixed use and commercial use. There is an increase in wider commercial driveways and speeds pick back up as the road resumes its arterial character. Industrial use is introduced, and the roadway assumes a more car-centric feel as it continues towards the subarea boundary at Leander Road/FM 1460.

CHARACTER

Austin Avenue south of Brushy Street

CROSS-SECTION

The cross-section maintains two travel lanes in each direction. The inner lane measures approximately 11.5-feet with the outer lane measuring 9.5-feet. Overhead utilities are shifted to the west side of the street.



SPEEDS

40 MPH

SIDEWALKS

Sidewalks are continuous along the Southern Gateway subarea measuring 6-feet in width. A grass buffer of varying width separates the sidewalk from Austin Avenue in intermittent locations.

SUBAREA STATISTICS

13,000
Average vehicles per day (2020-2023)

4
Total Crashes (2018-2022)

1
Signalized Intersections at Leander Road

1
Pedestrian Crossings at Leander Road

20
Driveways
10 west side of Corridor
10 east side of Corridor

INDUSTRIAL AND INSTITUTIONAL
LEANDER ROAD/FM 1460 TO SE INNER LOOP

The Industrial and Institutional subarea is unique to other areas along the Corridor in that most land is zoned industrial. Land use is categorized largely as employment and regional center. Freight traffic is also heavier along this section of the Corridor than other subareas.

An at-grade railroad crossing just north of Tasus Way is equipped with signal lighting and signage but lacks barriers. This section of Austin Avenue maintains the character of the frontage road that feeds it south of SE Inner Loop.

CHARACTER

Leander Road

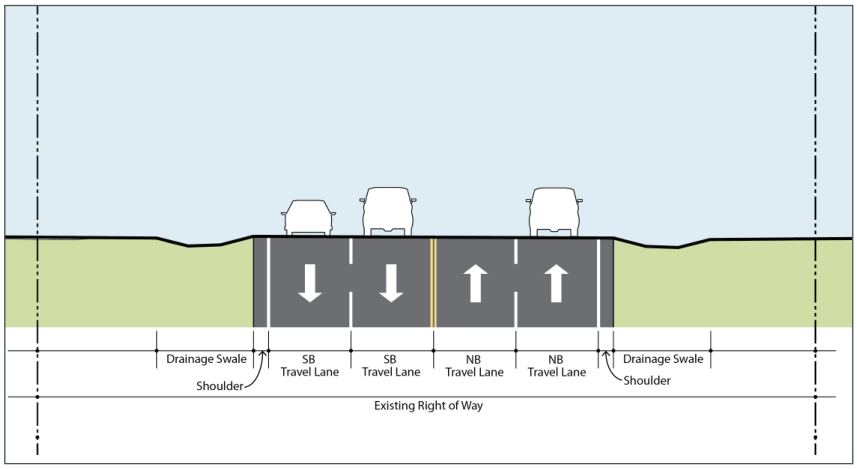
At-grade railroad crossing north of Tasus Way

CARTS (Capital Area Rural Transportation System) Station

SE Inner Loop

CROSS-SECTION

The cross-section maintains two 11-foot travel lanes in each direction with a 1-foot shoulder. Overhead electric continues along both sides of the roadway.



SPEEDS

45 MPH

55 MPH

SIDEWALKS

Sidewalks are present on the west side of the roadway from Leander Road/ FM 1460 to north of the railroad. The sidewalk begins again at Madison Oaks Drive and serves east side business facilities intermittently until it terminates again approximately 800 feet prior to SE Inner Loop.

SUBAREA STATISTICS

8,000
Average vehicles per day (2020-2023)

92
Total Crashes (2018-2022)

2
Signalized Intersections at
Leander Road
SE Inner Loop

1
Pedestrian Crossings at
Leander Road

18
Driveways
8 west side of Corridor
10 east side of Corridor

Placemaking and Streetscape Elements

The City has implemented placemaking and streetscape design strategies to improve the quality of public spaces along the Corridor. Public spaces along Austin Avenue exist primarily throughout the Downtown subarea. Urban elements that generally comprise streetscapes and foster placemaking are concentrated closer to the downtown core of the Corridor. The Northern Gateway, Southern Gateway and Industrial and Institutional subareas have minimal streetscape components and placemaking elements. Intermittent sidewalk with a varied width buffer and trees contribute to the streetscape in these areas.

DOWNTOWN

The built environment includes sidewalk cafés, bench seating, trees, planters, wide sidewalks, and lighting primarily concentrated around the Square.

From 9th Street to University Avenue/SH 29 a series of building-adjacent parking areas on the east side of the street comprises the streetscape.

OLD TOWN

Old Town Park offers the only public space along Austin Avenue in the Old Town subarea.

Continuous sidewalks through this area, historic homes and mature trees comprise the overall streetscape.

SAN GABRIEL

Sidewalks, lighting and occasional trees augment the streetscape with a high concentration of access points to a variety of businesses from Williams Drive to the San Gabriel River Bridge.

Access to Blue Hole Park can be found at the southern boundary of this subarea, with the popular park being visible to the west from the bridge.

OBSTACLES AND BARRIERS

Existing features along Austin Avenue that may detract from the quality of public space and streetscape include approximately 600' of concrete embankment on the west side of the road, north of Weir Road/FM 971 and the lack of a buffer between the sidewalk and Austin Avenue in many locations along the Corridor.

The presence of "drivewalks," business-adjacent driveways that provide vehicular access and/or parking and overlap the pedestrian walkway, may also diminish quality of the streetscape. "Drivewalks" can be found along University Avenue/SH 29 and at the Williams Drive Shopping Center.

Traffic Analysis

A traffic operations assessment of existing and future no-build conditions was performed for the Austin Avenue Corridor. Current operations are influenced by the Corridor's proximity to other regional corridors, demands of local commercial and residential interests, and the impacts of multiple modes of transportation.

STUDY AREA

The traffic analysis included 25 signalized and unsignalized intersections on Austin Avenue from NE Inner Loop to SE Inner Loop, as well as the signalized intersection of University Avenue/ SH 29 and Main Street.

Existing Conditions

The Existing Scenario considers traffic operations along the corridor using existing (2023) vehicle turning movement volumes for the AM and PM peak hours. Existing conditions (2023) geometry was modeled along the corridor from NE Inner Loop to SE Inner Loop with no additional roadway improvements or modifications.

No-Build Scenario

The 2045 No-Build Scenario assumes funded transportation projects proposed to be complete prior to 2045 will be built, including TxDOT's planned roadway widening project on South Austin Avenue from Leander Road/FM 1460 to SE Inner Loop.

The No-Build Scenario does not include recommendations developed for this Study.

INTERSECTION TURNING MOVEMENT VOLUMES

Peak hour turning movements at 25 intersections and the intersection of University Avenue/SH 29 and Main Street were analyzed to:

1. Evaluate traffic operations
2. Determine opportunities to improve intersection operations
3. Improve overall corridor performance

Turning movement volumes were collected for weekday peak hours during the morning and afternoon. The peak hours were based on the hour of highest traffic demand at each intersection.

A common AM and PM peak hour was determined for the intersections of University Avenue at Austin Avenue and at Main Street based on their proximity to each other.

Turning movement volumes for 2023 were calculated using 2020 and 2022 peak hour turning movement counts.

MAJOR INTERSECTION TURNING MOVEMENT VOLUMES

	COUNT LOCATION	Vehicles per hour AM	PM
1	NE Inner Loop	2,233	2,235
2	Williams Dr	2,216	2,670
3	San Gabriel Village Blvd	1,388	2,011
4	SH 29/University Ave	2,135	2,426
5	SH 29/University Ave at Main St	1,272	1,688
6	Leander Rd	2,348	2,782
7	SE Inner Loop	1,944	2,261

Source: Existing turning movement counts previously collected by the City of Georgetown and counts collected in April 2023 by the project team.

13,536
AM Peak Total Vehicles Per Hour at Major Intersections

16,076
PM Peak Total Vehicles Per Hour at Major Intersections

DAILY TRAFFIC VOLUMES

An analysis of congestion and total vehicles traveling the Corridor was performed to evaluate transportation operations along the corridor.

EXISTING CONDITIONS

The Corridor averages 12,000 vehicles per day (VPD) across all six subareas.

Volumes are highest north of Downtown near 2nd Street and north of Williams Drive, with approximately 18,000 VPD at both locations.

Volumes decrease at the corridor limits to approximately 10,000 VPD in the Northern Gateway subarea, and approximately 8,000 VPD in the Industrial and Institutional subarea.

FUTURE PROJECTIONS

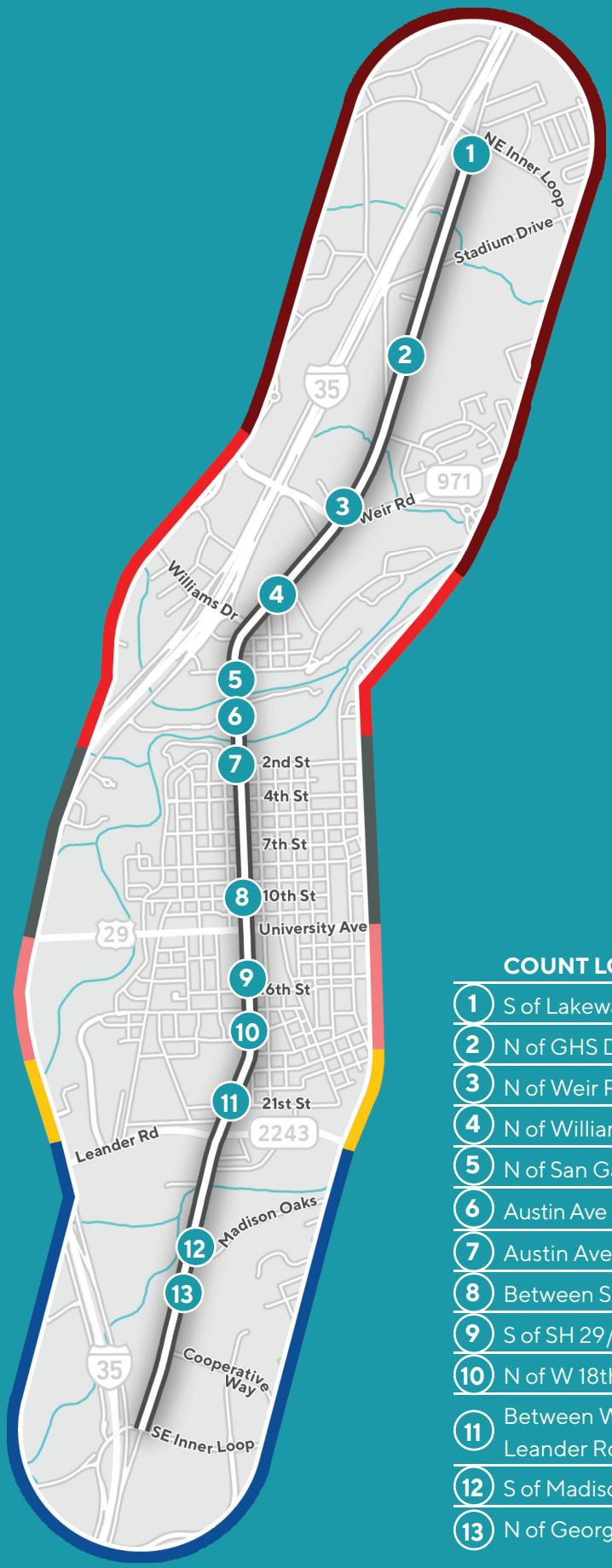
The 2045 Future daily traffic volumes were developed by applying an annual 2% exponential growth rate to existing daily volumes to approximate future demand.

The annual 2% exponential growth rate was based on an analysis of growth patterns along the corridor in the Capital Area Metropolitan Planning Organization's Travel Demand Model between the calibrated base year 2015 and future year 2045.

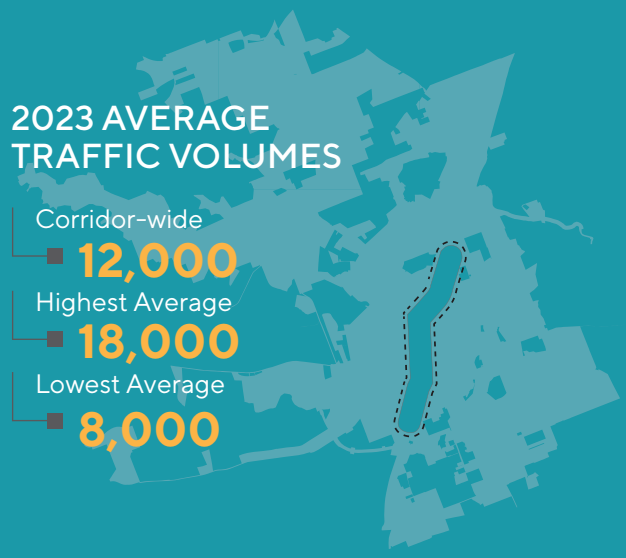
AVERAGE TOTAL VEHICLES PER DAY ACROSS ALL SIX SUBAREAS

SUBAREA	LIMITS	2023	2045
Northern Gateway	NE Inner Loop to Weir Rd/FM 971	10,000	16,000
San Gabriel	Weir Rd/FM 971 to South Fork San Gabriel River	14,000	22,000
Downtown	South Fork San Gabriel River to SH 29/University Ave	16,000	25,000
Old Town	SH 29/University Ave to W 18th Street	12,000	18,000
Southern Gateway	W 18th Street to Leander Rd	13,000	20,000
Industrial and Institutional	Leander Rd/FM 1460 to SE Inner Loop	8,000	12,000

Sources used to obtain the most current vehicle traffic volumes included counts previously collected by the City, TxDOT annual traffic counts, counts collected by the project team on Thursday April 13, 2023, and a site visit conducted on Thursday May 18, 2023. Collected traffic volume counts included peak hour turning movement counts, 24-hour volume counts, and 24-hour classification counts.



2023 AVERAGE TRAFFIC VOLUMES



Corridor-wide
12,000

Highest Average
18,000

Lowest Average
8,000

TRAFFIC VOLUMES PROJECTED INCREASE

58%
Average Corridor Daily Volume Increase 2023-2045

12,000
2023 Average Number of Vehicles per Day

19,000
2045 Average Number of Vehicles per Day

	COUNT LOCATION	2023	2045
1	S of Lakeway Drive	10,000	16,000
2	N of GHS Driveway	11,000	17,000
3	N of Weir Rd/FM 971	10,000	16,000
4	N of Williams Drive	18,000	28,000
5	N of San Gabriel River	7,000	11,000
6	Austin Ave Bridge (San Gabriel Village Blvd.)	17,000	27,000
7	Austin Ave Bridge (El Monumento)	18,000	28,000
8	Between SH 29/ University Ave and 8th St	13,000	21,000
9	S of SH 29/University Ave	11,000	17,000
10	N of W 18th St	12,000	19,000
11	Between W 18th St. and Leander Rd./FM 1460	13,000	20,000
12	S of Madison Oaks Avenue	8,000	12,000
13	N of Georgetown Medical Clinic	8,000	12,000

INTERSECTION LEVEL OF SERVICE (LOS)

Intersection LOS is a measurement of average delay. Factors like volume of traffic and geometric features ultimately influence delay. Factors such as safety, comfort, and operating cost do not impact LOS.

The delay for each approach is calculated based on several factors including lane geometrics, percentage of trucks, peak hour factor, number of lanes, signal progression, volume, signal green time to total cycle time ratio, roadway grades, parking conditions, and pedestrian flows.

Unsignalized intersection LOS is defined in terms of average control delay and, in some cases, volume to capacity (v/c) ratio. Control delay is the portion of total delay attributed to traffic control measures, either traffic signals or stop signs. Control delay includes initial deceleration delay, queue move-up time, stopped delay, and final acceleration delay.

The maps shown opposite depict overall intersection LOS for signalized intersections and critical approach LOS for unsignalized intersections.

SIGNALIZED INTERSECTIONS

	2023 Existing		2045 No-Build	
Location	**AM**	**PM**	**AM**	**PM**
Lakeway Dr/NE Inner Loop	C (22.5)	C (30.1)	C (32.9)	E (59.3)
Georgetown HS Dwy	B (11.1)	B (13.1)	B (15.8)	C (20.5)
Weir Rd/Northwest Blvd.	C (25.5)	C (30.3)	F (96.5)	F (85.7)
Austin Ave and Williams Dr	C (30.2)	C (34.2)	D (35.5)	D (52.0)
Austin Ave and Morrow St	A (5.3)	A (8.1)	A (6.7)	B (12.9)
San Gabriel Village Blvd	A (4.3)	A (5.3)	A (6.7)	B (17.7)
Austin Ave and 2nd St	A (8.0)	A (8.5)	B (15.5)	E (61.6)
Austin Ave and 7th St	B (15.9)	B (14.6)	B (19.4)	B (19.1)
Austin Ave and 8th St	A (4.3)	A (7.4)	A (5.0)	A (8.3)
SH 29/University Ave	E (56.1)	F (86.2)	F (215.4)	F (171.3)
SH 29/University Ave at Main St	D (37.4)	F (101.4)	F (89.1)	F (118.1)
Leander Rd/FM 1460	C (30.4)	D (46.3)	F (100.2)	F (146.7)
Austin Ave and SE Inner Loop	C (32.0)	D (35.1)	F (91.2)	F (96.7)

UNSIGNALIZED INTERSECTION CRITICAL APPROACH

	2023 Existing		2045 No-Build	
UNSIGNALIZED	**AM**	**PM**	**AM**	**PM**
I-35 NBFR/Apartment Dwy	E (41.7)	D (33.0)	F (392.6)	F (308.8)
Old Airport Rd/ Stadium Dr	F (86.1)	F (59.8)	F (1657.5)	F (1393.9)
Austin Ave and 3rd St	D (29.6)	D (27.8)	F (266.6)	F (183.6)
Austin Ave and 4th St	C (22.7)	D (28.2)	F (74.6)	F (134.5)
Austin Ave and 5th St	C (20.0)	D (26.2)	F (54.2)	F (235.3)
Austin Ave and 6th St	C (18.1)	D (31.2)	E (44.7)	F (800.1)
Austin Ave and 9th St	B (14.9)	C (17.1)	D (27.4)	E (43.8)
Austin Ave and 10th St	C (15.4)	C (16.3)	D (31.0)	E (39.1)
Austin Ave and 11th St	C (16.0)	C (17.0)	D (33.5)	E (40.3)
Austin Ave and 16th St	C (17.7)	C (17.3)	E (42.2)	E (45.3)
Austin Ave and 17th St	C (15.9)	C (16.3)	D (31.9)	E (36.9)
Austin Ave and W 18th St	B (12.1)	B (11.1)	C (16.5)	B (14.3)
Austin Ave and E 18th St	B (13.1)	B (12.5)	C (20.5)	C (17.3)

The shift in level of service from 2023 Existing conditions to 2045 No-Build conditions for the AM and PM peak hours is shown below. Twenty-six intersections were included in the Study.

A
Good progression and short cycle lengths.

B
Good progression and short cycle lengths, more vehicle stops.

C
Fair progression and/or longer cycle lengths, some cycle failures.

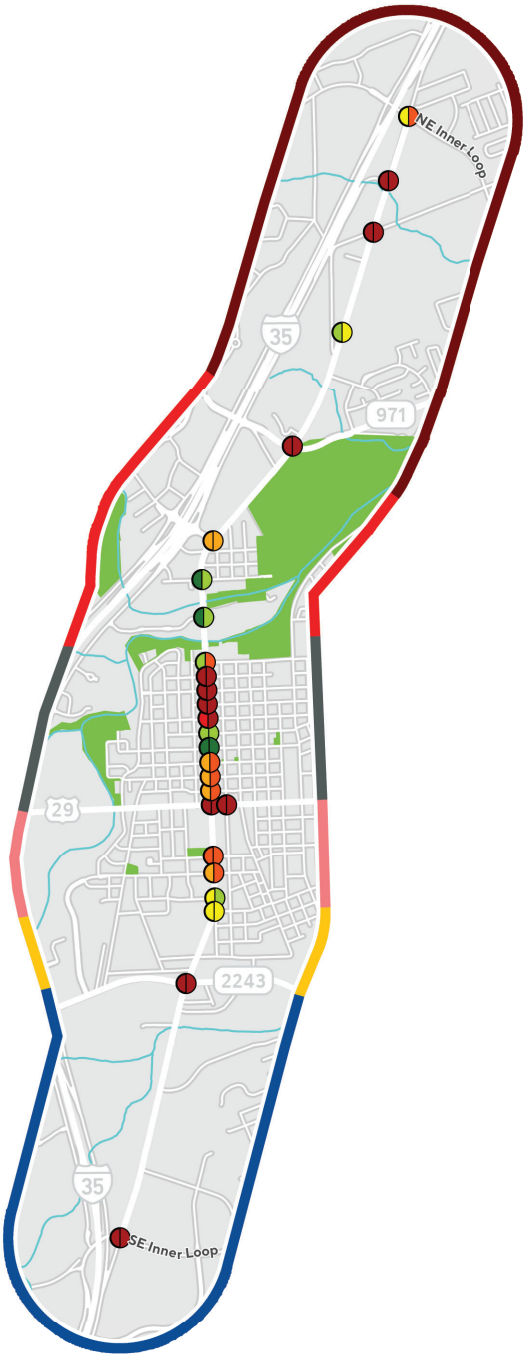
D
Congestion becomes noticeable, high volume to capacity ratio.

E
Limit of acceptable delay, poor progression, long cycles, and/or high volume.

F
Unacceptable to drivers, volume greater than capacity.

EXISTING 2023 LEVEL OF SERVICE

NO-BUILD 2045 LEVEL OF SERVICE



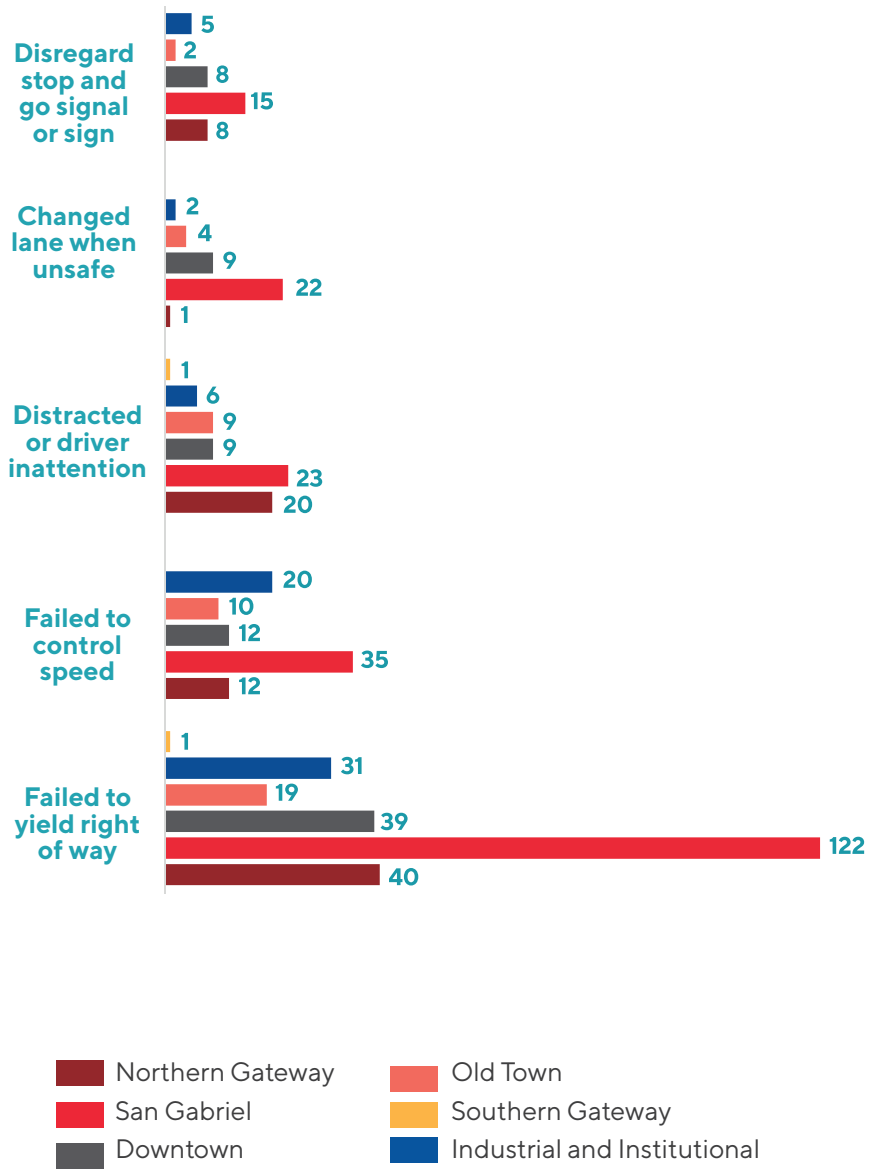
Safety Analysis

Crashes, crash hot spots, and crash rates along the Corridor were evaluated for existing hazards, patterns, and trends. Reported driver behaviors and other factors potentially contributing to unsafe conditions were also reviewed. The findings of the safety analysis were applied in the development of effective countermeasures and strategies to reduce crashes, injuries, and fatalities along the Corridor.

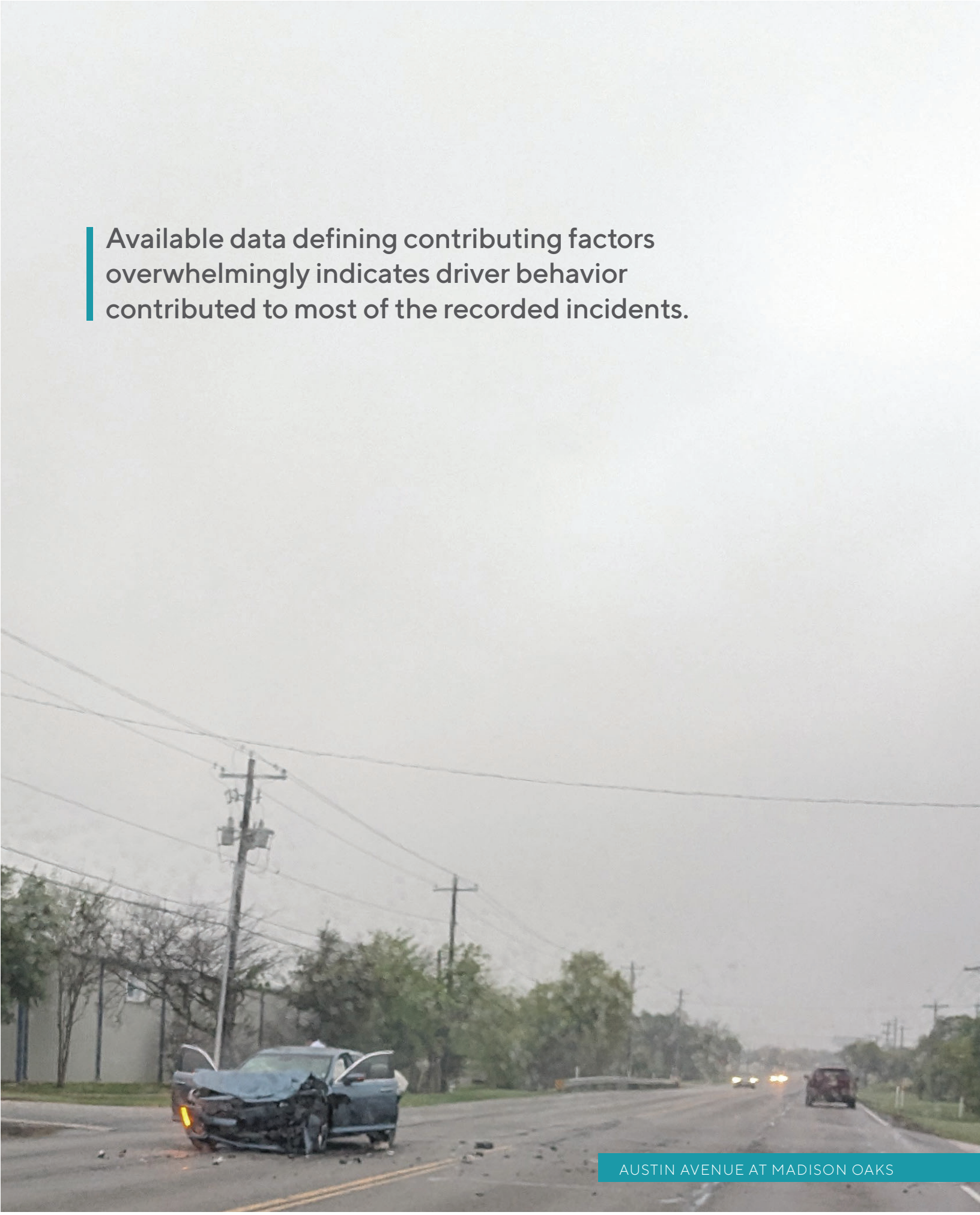
CRASHES

CONTRIBUTING FACTORS

From 2018-2022, there were 596 crashes reported within the Study Area. Five contributing factors account for 485 of the total crashes. Of the 249 crashes that occurred in the San Gabriel subarea, the driver failed to yield right-of-way in 122 incidents. The Southern Gateway subarea experiences the lowest occurrence of crashes, with only four recorded from 2018-2022.



Available data defining contributing factors overwhelmingly indicates driver behavior contributed to most of the recorded incidents.



AUSTIN AVENUE AT MADISON OAKS

VEHICLE RELATED CRASHES

Crash data for vehicles was sourced from TxDOT CRIS for 2018-2022.

596 Reported crashes in Study Area from 2018-2022

13% Rate of increase from 2018-2022

2 Fatal

9 Serious Injury

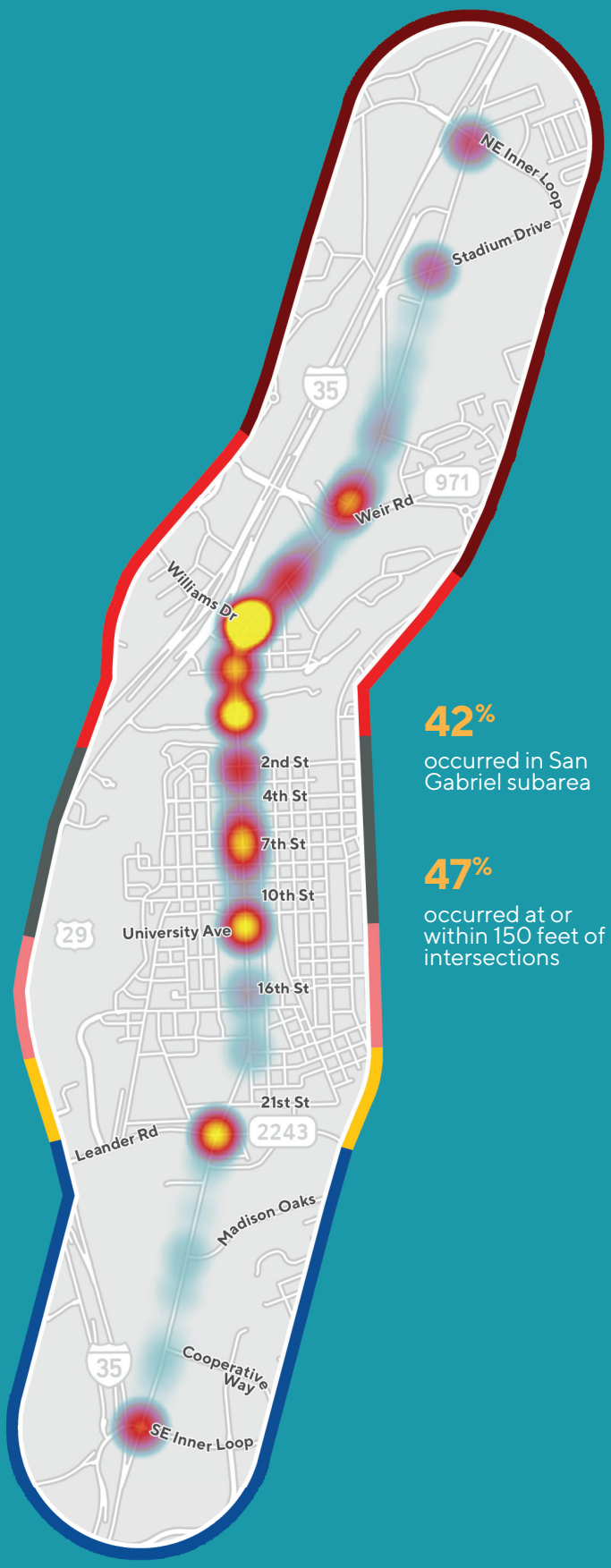
447 No Injury

VEHICLE CRASHES BY YEAR

	Reported Crashes		
YEAR	Total Crashes	Fatality	Serious Injury
2018	120	0	0
2019	127	1	0
2020	89	1	1
2021	124	0	4
2022	136	0	4
Total	**596**	**2**	**9**

VEHICLE CRASHES BY SUBAREA

	Reported Crashes		
YEAR	Total Crashes	Fatality	Serious Injury
Northern Gateway	99	1	2
San Gabriel	249	0	1
Downtown	103	1	3
Old Town	49	0	0
Southern Gateway	4	0	-
Industrial and Institutional	92	0	3
Total	**596**	**2**	**9**



42% occurred in San Gabriel subarea

47% occurred at or within 150 feet of intersections

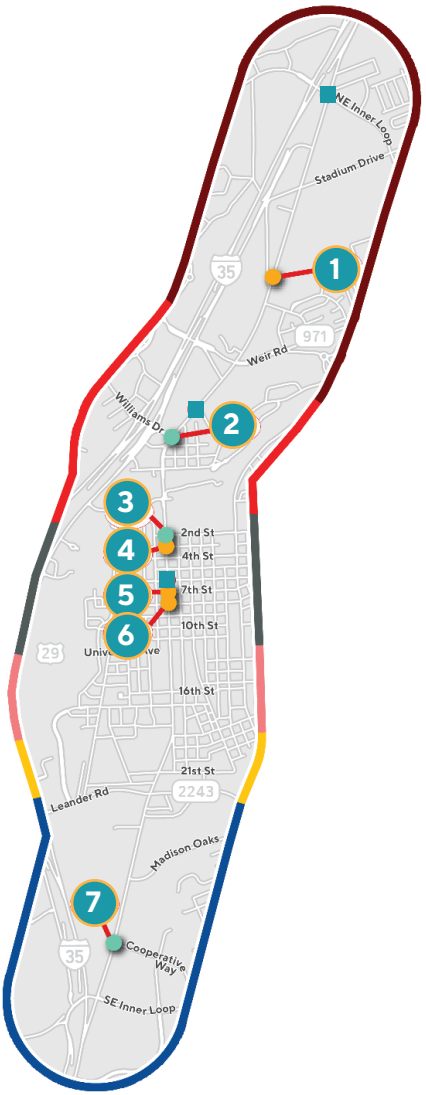
Between 2013 and 2023, three fatal crashes occurred in the Study Area. Seven incidents involving a pedestrian or bicyclist occurred between 2018 and 2022.

FATALITIES

- **2020** A motor vehicle fatality occurred when a driver failed to drive in a single lane and ran off the road at the Austin Avenue and NE Inner Loop intersection.
- **2017** A pedestrian fatality occurred at the Austin Avenue and Chamber Way intersection when an intoxicated pedestrian failed to yield right-of-way and was struck by a motor vehicle.
- **2019** A motor vehicle fatality occurred involving an intoxicated driver that was speeding and struck another vehicle at the Austin Avenue and W. 6th Street intersection.

PEDESTRIAN AND BICYCLIST RELATED CRASHES

1. **Pedestrian involved incident at Georgetown High School Campus.** A vehicle failed to yield right of way to a pedestrian at GHS Campus.
2. **Bicyclist incident at Williams Drive.** Wrong side approach or intersection, bicycle involved crash with suspected minor injury.
3. **Bicyclist hit at 2nd Street.** Stop control at the intersection was disregarded, suspected serious injury.
4. **Pedestrian hit at 4th Street.** Possible injury occurred when pedestrian failed to yield right of way to vehicle.
5. **Pedestrian hit at 8th Street.** Possible injury occurred when pedestrian failed to yield right of way to vehicle.
6. **Pedestrian hit at 9th Street.** Suspected minor injury occurred when pedestrian failed to yield right of way to vehicle.
7. **Bicyclist hit at Cooperative Way.** Suspected minor injury, no contributing factor available.



Source: TxDOT CRIS Data 2018-2022

Active Transportation

Any type of mobility that is powered by human energy, such as walking and biking.

BICYCLE FACILITIES

In 2019, the City of Georgetown updated the Georgetown Bicycle Master Plan to create a vision for the City's cycling environment. During the planning process, the City sought input to aid in selecting a primary north-south bicycle route through Downtown. A bicycle level-of-stress analysis was conducted to identify areas where bicyclists felt safest in relation to vehicle traffic. The test used a rating system of 1-4 to gauge the willingness of people to bike on a proposed facility. Due to high vehicle speeds and traffic volumes, Austin Avenue received a 4, the 'most stressful' rating. As a result, South Main Street was selected as the main north-south bicycle route through Downtown.

PARKS AND TRAILS

The City has 53 established parks and a series of connected trails along the San Gabriel River and through San Gabriel Park. The San Gabriel subarea holds the highest concentration of parks and trails. San Gabriel Park is Georgetown's largest park and connects to the City's hike and bike trail system. The Blue Hole Park along with recreational areas along the San Gabriel River also offer connections to the hike and bike trail system.

The Downtown subarea is home to the VFW Park and the Pickett Trail, both with connections to the hike and bike trail system. Founders Park is located east of Austin Avenue. The Old Town subarea holds the 2-acre Old Town Park. The 4-acre undeveloped Madison Oaks Park is in the Industrial and Institutional subarea south of Leander Road/FM 1460.

PARKS, TRAILS AND BICYCLE FACILITIES

Currently, there are no designated bicycle facilities along Austin Avenue. An off-street bike and trail network extends along the San Gabriel River.

PEDESTRIAN FACILITIES

The 2014 Sidewalk Master Plan details a city-wide assessment of pedestrian infrastructure to help prioritize where to improve and connect the network. The 2014 Sidewalk Plan will be updated for 2024. Data collected in 2023 during the update was utilized for a preliminary review in the Study Area.

The San Gabriel, Downtown, Old Town, and Southern Gateway subareas generally have continuous sidewalk with curb ramps, however conditions in many areas are considered substandard. The Northern Gateway and Industrial and Institutional subareas lack of continuous sidewalk leaves large gaps in the network. Where sidewalk exists, there are curb cuts for pedestrian access.

A few key areas that are missing sidewalk infrastructure include the following:

Georgetown High School

No sidewalks present on the west side of the Corridor and surrounding neighborhoods.

Georgetown Recreation Center

No sidewalks present on the west side of the Corridor, portions of Chamber Way, and Morrow Street.

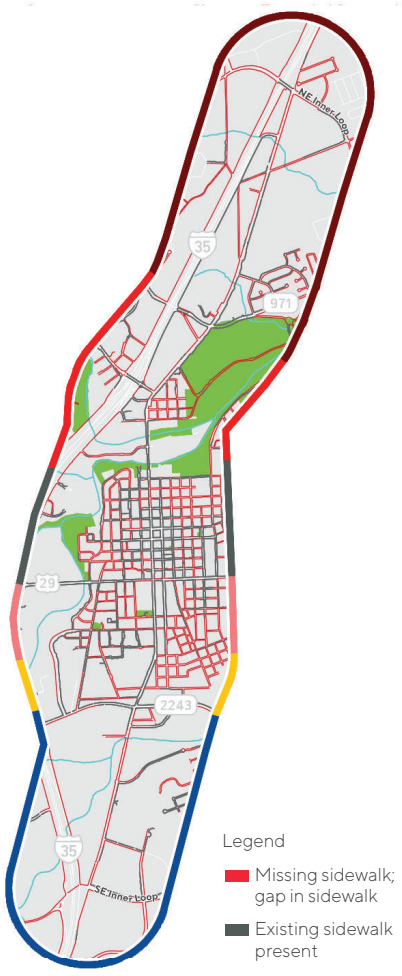
Downtown

No sidewalk present on the east side of the Corridor between W. 2nd Street and W. 5th Street.

Industrial and Institutional Subarea

Lacking sidewalks along the majority of the Corridor in this subarea.

EXISTING SIDEWALK CONDITIONS



Areas with failing or missing sidewalks create gaps that present access and connectivity challenges for pedestrians wishing to travel to the Corridor and the surrounding areas.

Transit

The City adopted the Transit Development Plan in 2016, which sought to develop a plan to serve transit needs within the city limits and to connect to the regional transit network. The City currently offers fixed route service, on-demand ride services, and connection to regional bus services via a Greyhound connection.

CARTS

Capital Area Rural Transportation System (CARTS) is a rural/urban transit network serving nine Central Texas counties, including Williamson and Travis. CARTS provides fixed route and on-demand transit services varying in frequency.

The on-demand service, GoGeo is a limited paratransit service for people with limited mobility or over age 65. GoGeo provides curb-to-curb service Monday through Friday 7 am - 7 pm.

The Interurban 1511 Red Route provides service between Georgetown and Austin four times a day. Stops include CARTS Georgetown Station, Georgetown Library, Ikea/University Oaks, Round Rock Transit Center, Metro Ridge, and the Eastside Bus Plaza. The CARTS Georgetown Station is located near the intersection of SE Inner Loop.

GREYHOUND BUS

Greyhound Lines provides intercity and interstate bus service from the CARTS Georgetown station. From Georgetown, passengers can make a transfer at the Eastside Bus Plaza in Austin to additional regional services offered by CARTS and Greyhound, and to intracity transit services offered by Capital Metro.

RIDE SERVICES

Faith in Action is a non-profit agency providing door-through-door rides to Georgetown seniors (65+) twice a week.

Freight

In Georgetown, goods are primarily transported over long distances by interstates and state highways, such as I-35 and University Avenue/SH 29. Other roadways are often used to complete the first and last miles of delivery trips. Freight trucks are not currently restricted on Georgetown streets, however the Austin Avenue bridges over the San Gabriel River are load zoned. Heavy truck trips occur throughout all six subareas of the Corridor but are more prevalent in the Industrial and Institutional subarea.

The Georgetown Railroad Company operates rail freight within the City, primarily transporting stone and occasionally ammonium nitrate, lumber, and grain. GRR runs through southeast Georgetown and bisects Austin Avenue at Tasus Way, connecting to Kerr and Granger via the Union Pacific tracks.


OMNIA
OUTDOORS
POOLS PATIOS LANDSCAPES
Custom
HAT BAR
&
Boutique
now
open!

NEEDS ASSESSMENT 4

Corridor Issues and Needs

A comprehensive assessment of the corridor identified current and future issues and needs through data collection, field evaluations, analysis, public input and stakeholder engagement. Issues relating to multimodal safety, traffic operations, connectivity, infrastructure deficiencies, quality of life, placemaking, design barriers, and land use compatibility were identified.

ISSUE 1

Improve equity for disadvantaged and impoverished communities.

Needs

- Improve connectivity and multi-modal infrastructure in historically lower income areas, near parks, and downtown.
- Expand the network of safe and accessible connections by implementing improvements identified in the Sidewalk Master Plan, Bike Master Plan and shared-use path connections.
- Invest in a well-connected, reliable public transit system with frequent service to connect disadvantaged areas to jobs and services as recommended in the City's future Transit Development Plan.

Supports Goals 1, 2 & 3

ISSUE 2

Address occurrences of stormwater ponding along the Corridor.

Needs

- Identify improvements to resolve ponding in problem areas.
- Prevent debris from blocking stormwater inlets.
- Improve drainage infrastructure in areas where stormwater ponding occurs.

Supports Goal 2

ISSUE 3

Implement access management strategies to reduce vehicle and pedestrian conflicts.

Needs

- Reduce the number of non-residential driveways.
- Reconfigure poorly designed driveways.
- Regulate access and reduce conflict points along the corridor.

Supports Goal 2

This need assessment informs the concept recommendations related to planning, infrastructure development, and resource allocation.

ISSUE 4

Correct inconsistent sidewalk continuity and ADA compliance through the network.

Needs

- Connect the sidewalk network along the corridor and throughout the Study Area based on priority recommendations from the Sidewalk Master Plan.
- Improve failing or substandard sidewalk, ramps, and pedestrian crossings.
- Bring all pedestrian facilities into ADA compliance.
- Ensure all new pedestrian infrastructure improvements are constructed to ADA standards.
- Improve safety of crossings for mobility-impaired users.

Supports Goals 1, 2, 3 & 4

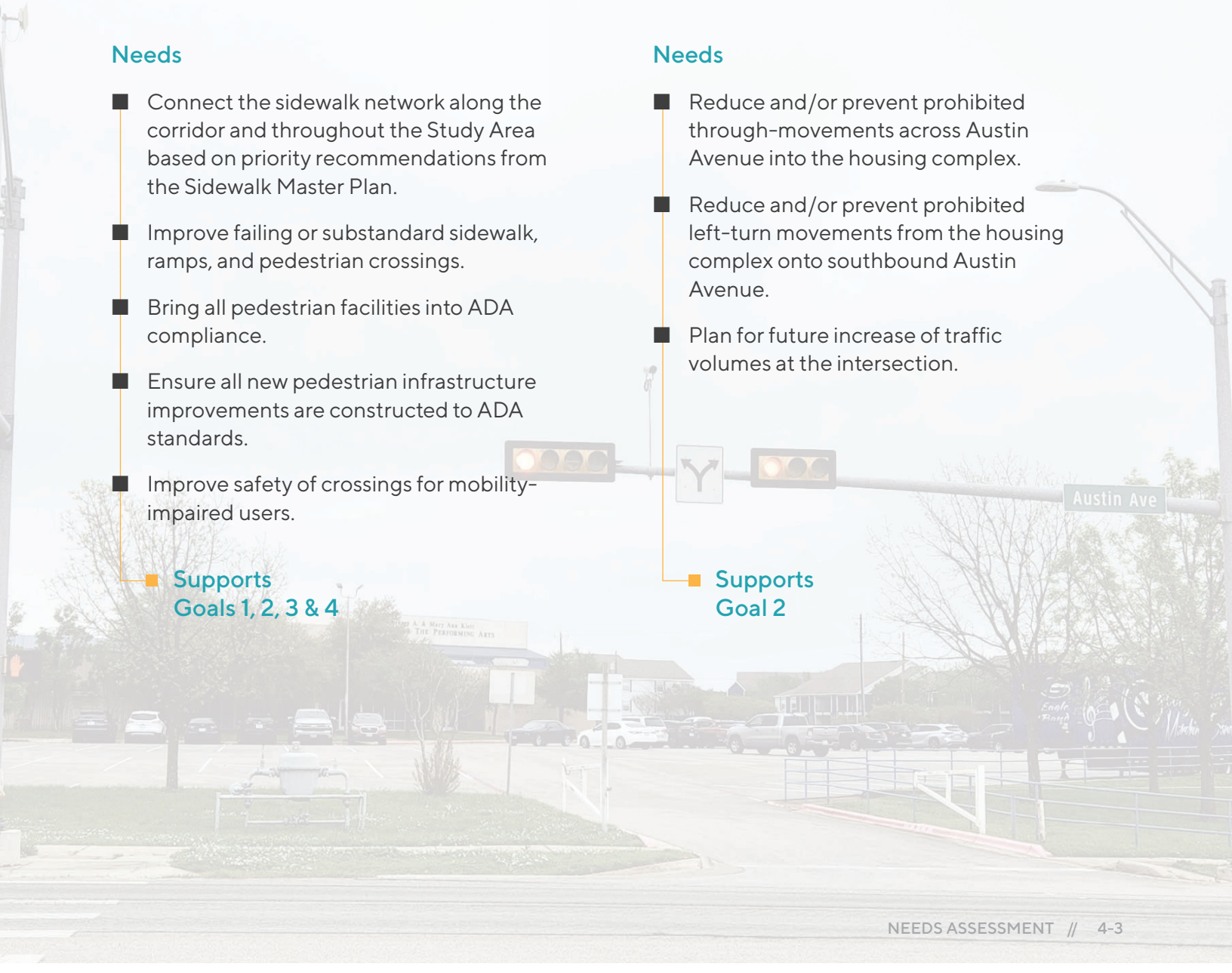
ISSUE 5

Unsafe maneuvering at Austin Avenue and I-35 NB Service Road Exit.

Needs

- Reduce and/or prevent prohibited through-movements across Austin Avenue into the housing complex.
- Reduce and/or prevent prohibited left-turn movements from the housing complex onto southbound Austin Avenue.
- Plan for future increase of traffic volumes at the intersection.

Supports Goal 2



GOAL 1

Further the goals and priorities of existing plans.

GOAL 2

Enhance multimodal movement, operations, and safety.

ISSUE 6

Lack of protected pedestrian crossing at Austin Avenue and Chamber Way.

Needs

- Address unsafe midblock crossing of Austin Avenue at and near Chamber Way.
- Improve sidewalk connectivity and pedestrian infrastructure near Chamber Way.
- Perform analysis to determine the most effective traffic control infrastructure for the location.

Supports Goals 2 & 3

ISSUE 7

Safety concerns at Austin Avenue and San Gabriel Village Boulevard.

Needs

- Improve overall safety at the intersection.
- Reduce conflict points for turning vehicles.
- Reduce high crash rates at the intersection.
- Address speeding issues along this section of the corridor.

Supports Goals 2 & 3

ISSUE 8

Downtown pedestrian midblock crossings.

Needs

- Address unsafe midblock crossings throughout Downtown.
- Improve safety of pedestrian crossings.
- Increase lighting and visibility where midblock crossings occur.

Supports Goals 1, 2 & 3

ISSUE 9

Traffic impacts to leisure and dining activities between 7th and 8th Streets.

Needs

- Improve the comfort and safety along sidewalks and sidewalk patio areas at Downtown businesses.
- Address traffic speeds and proximity of vehicles to multi-use spaces adjacent to Austin Avenue.

Supports Goals 1, 2, 3 & 4

GOAL 3

Enhance the Corridor character and pedestrian experience.

GOAL 4

Support economic development along the Corridor.

ISSUE 10

Congestion at Austin Avenue and University Avenue/ SH 29.

Needs

- Address congestion causing traffic queues and long delays.
- Develop mitigation to prevent unsafe turning movements.
- Reduce unsafe driver behaviors.
- Plan for future increase of traffic volumes at the intersection.

Supports Goals 1 & 2

ISSUE 11

Traffic speeds in the Old Town neighborhood.

Needs

- Reduce incidences of speeding throughout Old Town.
- Increase driver awareness to the presence of pedestrians and driving in a residential area.
- Improve safety for pedestrians and residents.

Supports Goals 2 & 3

ISSUE 12

Intersection alignment of Austin Avenue and Brushy Street.

Needs

- Improve safety and reduce conflicts caused by skewed geometry at Brushy Street and Austin Avenue.
- Address unsafe maneuvering required to transition between Brushy Street to Austin Avenue.

Supports Goal 2

ISSUE 13

High crash rate at Austin Avenue and Leander Road/FM 1460.

Needs

- Improve overall safety at the intersection.
- Reduce the number of crashes and conflicts occurring at and near the intersection.
- Address safety issues caused by vehicles accessing nearby cross streets.
- Address congestion causing traffic queues and delays.

Supports Goal 2


CVS

CORRIDOR CONCEPTS

5

Introduction

The concept development process for improvement recommendations for Austin Avenue aimed to be inclusive, transparent, and data driven.

The process included a series of steps to gather relevant information, including engaging the public through open house meetings, multiple stakeholder meetings and online surveys. Alternative solutions and options were developed, evaluated, and refined so that concepts that were ultimately selected offered the most effective and feasible solutions for the Corridor.

The recommended concepts for Austin Avenue are described in two sections.

- The Corridor-Wide Concept Improvements present recommendations and best practices applicable to the full extent of Austin Avenue.
- The Subarea Concept Improvements focus on each of the six subareas and present concepts applicable to needs and issues unique to the subarea.

These recommendations uphold the goals identified at the beginning of the Study process, align with the goals of previous plans and studies, and correspond with initiatives outlined in the Downtown Master Plan. The final concepts will be presented as recommendations to carry forward to preliminary engineering, design and construction.

Methodology

The concept development methodology involved a systematic approach to identify, evaluate, and refine potential solutions to improve multimodal efficiency, accessibility, and sustainability along Austin Avenue.

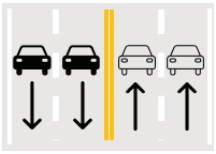
Drawing upon the existing and future conditions analyses, preliminary recommendations were generated across a variety of strategies and alternatives for improving multimodal connectivity and user experience along the Corridor. Conceptual renderings of preliminary improvements for each of the six subareas were presented to the public during open house events. Feedback received from the events was then presented to City Council as an update to the Corridor Study. Refinements to the concepts were made based on the public and Council feedback.

The refined concepts were then further evaluated based on feedback from the project's Steering Committee and predetermined criteria, such as effectiveness, feasibility, equity, environmental impact, and cost-effectiveness. In this process, continuous engagement with stakeholders and interdisciplinary collaboration with the Steering Committee ensured that the concept development met the needs of stakeholders, regulatory requirements, and followed best practices in multimodal transportation planning and design. A variety of recommendations are outlined in these concepts, including infrastructure enhancements, incentive programs to encourage modal shifts, policy reforms, and operational improvements.

Traffic Scenarios

Three traffic model scenarios were developed to analyze Future Year 2045 traffic operations along Austin Avenue. Projects and improvements programmed to be built by 2045 were assumed completed and included in the scenarios. Based on feedback, Build Scenario 2 was selected as the preferred scenario.

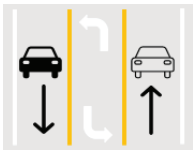
Feedback from the public, stakeholders and Council supported Build Scenario 2 as the preferred scenario.



Build Scenario 1

This 2045 Scenario analyzed two travel lanes in each direction along Austin Avenue, along with mitigations to improve intersection operations to LOS D or better where feasible.

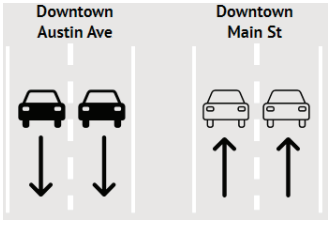
Traffic operations along the corridor were modeled under Future 2045 AM and PM peak hour traffic conditions.



Build Scenario 2

This 2045 Scenario analyzed a lane reduction on Austin Avenue from four lanes to two lanes between 2nd Street and 18th Street as well as mitigations to improve intersection operations to LOS D or better where feasible.

Traffic operations along the corridor were modeled under Future 2045 AM and PM peak hour traffic conditions.



Build Scenario 3

This 2045 Scenario analyzed a lane reduction on Austin Avenue from four lanes to two lanes between 2nd Street and 18th Street and conversion of both Austin Avenue and Main Street from two-way to one-way operations between 2nd Street and University Avenue. The model indicated poor performance through failing level-of-service and high levels of congestion. As a result, Build Scenario 3 was removed from the concept consideration process.

2045 SCENARIO KEY DECISIONS AND TRADEOFFS

DOWNTOWN

Build Scenario 1

PROS	
OPERATIONS	Provides additional through capacity
SAFETY	Left-turn lanes provided at intersections
CONS	
ACTIVE TRANSPORTATION (OR)	Limited ROW for back-of-curb options (pedestrian / bicycle)
PARKING	Limited ROW for on-street parking

Build Scenario 2

PROS	
SAFETY	Left-turn lanes provided at intersections
ACTIVE TRANSPORTATION (AND)	Sufficient ROW for back-of-curb options (pedestrian / bicycle)
PARKING	ROW for on-street parking
CONS	
OPERATIONS	Lower capacity; minor operational issues projected

UNIVERSITY DRIVE

Build Scenario 1

PROS	
OPERATIONS	Provides additional capacity on Austin Ave and University Drive and improves intersection operations
CONS	
COSTS/PUBLIC ENGAGEMENT	ROW required on Austin Ave and University Drive

Build Scenario 2

PROS	
OPERATIONS	Provides additional capacity on University Drive and improves intersection operations
CONS	
COSTS/PUBLIC ENGAGEMENT	ROW required on University Drive

OLD TOWN

Build Scenario 1

PROS	
OPERATIONS	Provides additional through capacity
CONS	
ACTIVE TRANSPORTATION (OR)	Limited ROW for back-of-curb options (pedestrian / bicycle)
SAFETY	Insufficient ROW to provide left-turn lanes at unsignalized intersections

Build Scenario 2

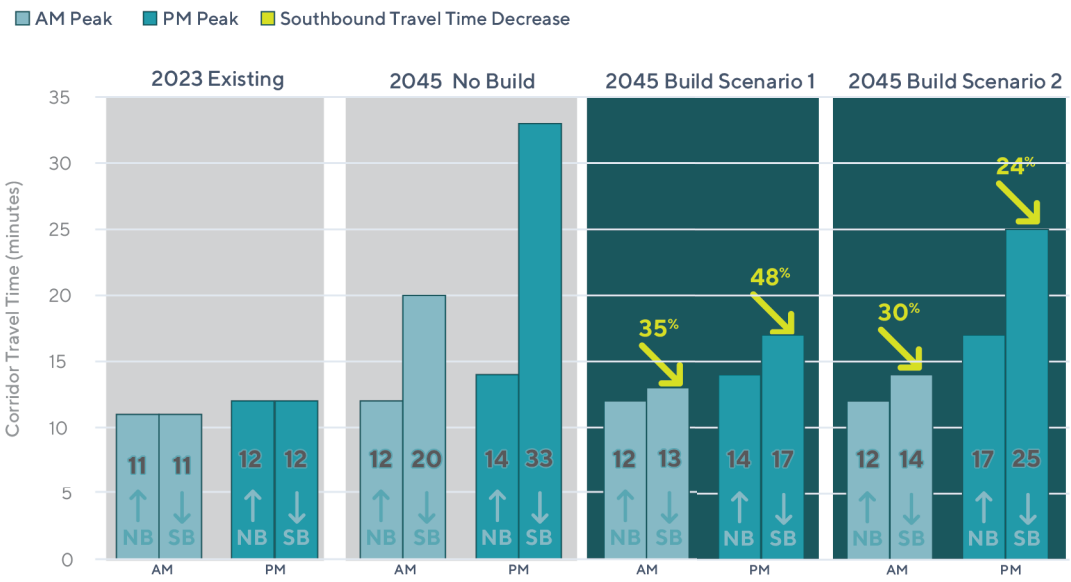
PROS	
SAFETY	Left-turn lanes provided at intersections
ACTIVE TRANSPORTATION (AND)	Sufficient ROW for back-of-curb options (pedestrian / bicycle)
CONS	
OPERATIONS	Lower capacity; minor operational issues projected

TRAVEL TIME PROJECTIONS

CORRIDOR TRAVEL TIME

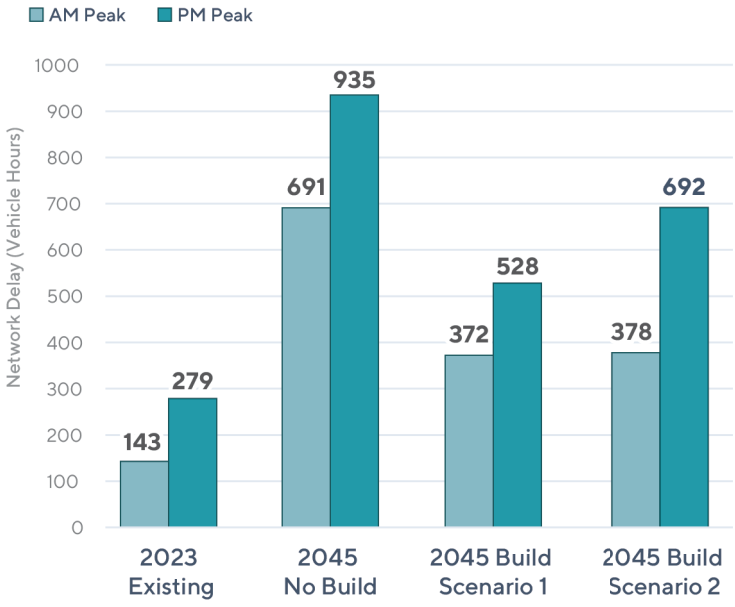
Southbound
Build Scenarios 1 and 2 significantly improve upon No-Build corridor travel time.

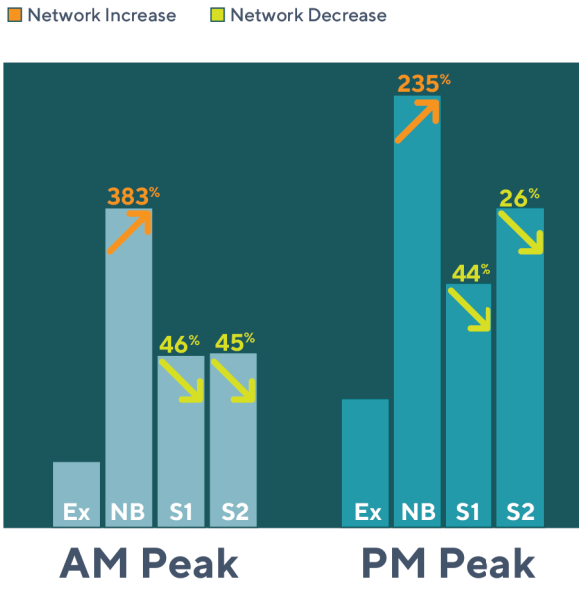
Northbound
Build Scenarios 1 and 2 generally maintain the same travel time as the No-Build scenario; a three-minute increase was projected due to new signalized intersections in the network.



TOTAL NETWORK DELAY

Total network delay captures the amount of total delay in vehicle-hours experienced by vehicles during the peak hour traffic simulation. Both Build Scenarios significantly improve upon No-Build total network delay. Build Scenario 2 is expected to have more total network delay than Build Scenario 1 due to the proposed lane reduction.





2045 INTERSECTION LEVEL OF SERVICE

SIGNALIZED INTERSECTIONS

Stop controlled in No-Build Scenario. Critical Approach LOS shown for No-Build Scenario.

	LOCATION	NO-BUILD AM	NO-BUILD PM	SCENARIO 1 AM	SCENARIO 1 PM	SCENARIO 2 AM	SCENARIO 2 PM
1	Lakeway Dr/NE Inner Loop	C (32.9)	E (59.3)	C (33.8)	D (47.4)		
2	I- 35 NB FR/Apt Drwy	F (392.6)	F (308.8)	B (18.5)	C (31.2)		
3	Old Airport Rd/Stadium Dr	F (1,657.5)	F (1,393.9)	B (13.6)	B (19.2)		
4	Georgetown HS Drwy	B (15.8)	C (20.5)	B (15.7)	C (20.5)	NO CHANGE FROM SCENARIO 1	
5	Weir Rd/Northwest Blvd.	F (96.5)	F (85.7)	F (80.7)	F (85.1)		
6	Austin Ave and Williams Dr	D (35.5)	D (52.0)	D (35.5)	D (52.0)		
7	Austin Ave and Morrow St	A (6.7)	B (12.9)	B (14.5)	C (20.9)		
8	San Gabriel Village Blvd	A (6.7)	B (17.7)	F (94.6)	B (14.2)		
9	Austin Ave and 2nd St	B (15.5)	E (61.6)	B (13.3)	B (19.5)	C (30.6)	F (83.7)
10	Austin Ave and 6th St	E (44.7)	F (800.1)	B (18.7)	B (15.2)	A (6.7)	C (23.8)
11	Austin Ave and 7th St	B (19.4)	B (19.1)	A (2.8)	A (8.0)	A (4.9)	B (15.7)
12	Austin Ave and 8th St	A (5.0)	A (8.3)	A (3.0)	B (10.1)	A (5.0)	A (8.2)
13	Austin Ave and 9th St	D (27.4)	E (43.8)	C (20.7)	A (7.8)	A (7.0)	A (9.4)
14	SH 29/University Ave	F (215.4)	F (171.3)	C (27.5)	C (27.5)	D (52.2)	D (46.4)
15	SH 29/University Ave/Main St	F (89.1)	F (118.1)	A (9.4)	B (19.1)	NO CHANGE FROM SCENARIO 1	
16	Leander Rd/FM 1460	F (100.2)	F (146.7)	C (28.5)	D (42.8)		
17	SE Inner Loop	F (91.2)	F (96.7)	D (38.1)	E (69.6)		
	San Gabriel Village Roundabout			A (7.2)	B (13.1)	NO CHANGE	

UNSIGNALIZED INTERSECTIONS CRITICAL APPROACH

All unsignalized intersections are two-way stop controlled (right-of-way given to Austin Avenue).

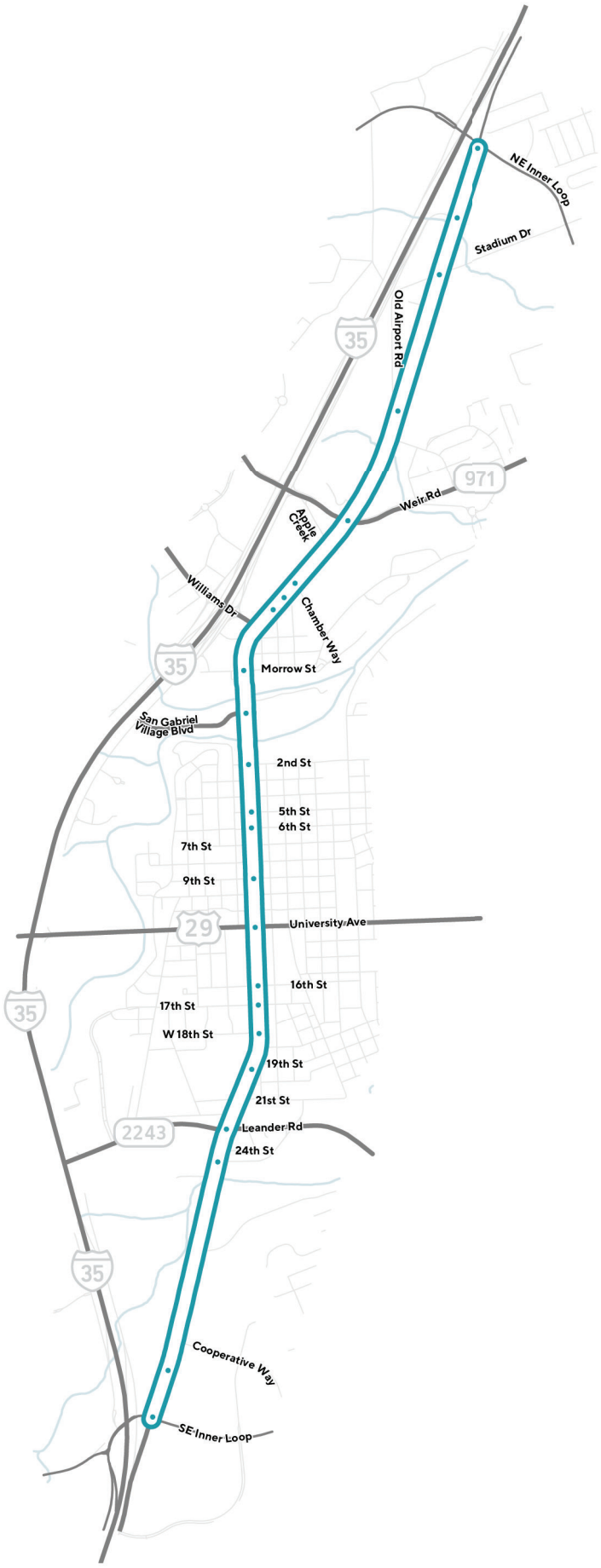
Rectangular Rapid Flashing Beacon

	LOCATION	NO-BUILD AM	NO-BUILD PM	SCENARIO 1 AM	SCENARIO 1 PM	SCENARIO 2 AM	SCENARIO 2 PM
1	Austin Ave and 3rd St	F (266.6)	F (183.6)	F (232.5)	F (161.3)	F (117.6)	F (143.2)
2	Austin Ave and 4th St	F (74.6)	F (134.5)	F (73.4)	F (126.8)	E (48.7)	F (96.0)
3	Austin Ave and 5th St	F (54.2)	F (235.3)	F (51.1)	F (161.8)	E (39.0)	F (147.9)
4	Austin Ave and 10th St ◇	D (31.0)	E (39.1)	D (30.1)	E (37.0)	D (26.1)	D (31.7)
5	Austin Ave and 11th St	D (33.5)	E (40.3)	D (32.2)	E (37.7)	D (30.9)	E (35.5)
6	Austin Ave and 16th St ◇	E (42.2)	E (45.3)	E (42.2)	E (45.3)	E (41.8)	E (39.8)
7	Austin Ave and 17th St	D (31.9)	E (36.9)	D (31.9)	E (36.9)	D (26.3)	D (31.4)
8	Austin Ave and W 18th St	C (16.5)	B (14.3)	C (16.5)	B (14.3)	C (16.7)	C (16.5)
9	Austin Ave and E 18th St	C (20.5)	C (17.3)	C (20.5)	C (17.3)	C (22.3)	C (18.7)

Corridor-Wide Concept Improvements

The corridor-wide concept improvements address access management strategies, multimodal transportation elements, safety and operational improvements, and recommendations for improved connectivity projects that support a variety of transportation modes, transportation equity, and a sense of place.

The six subareas defined for this Study reflect variations in the Corridor's cross-section, surrounding land use context, and function. Street cross-sections and other defining characteristics for the subareas are discussed in the following sections.



KEY CORRIDOR CONCEPT RECOMMENDATIONS

Several overarching concepts can be applied to the entire corridor to enhance its multimodal functionality and improve overall transportation efficiency

Improve the Functionality of the Corridor.

- Reduce the number of non-residential driveways along the corridor, when feasible and contextually appropriate.
- Coordinate traffic signal timing along Austin Avenue.
- Address drainage issues and implement improvements.
- Add raised median with left-turn lanes where appropriate.
- Evaluate speed limits on Austin Avenue.

Foster a Sense of Placemaking.

- Create a sense of place with lighting, public art and creative use of urban space.
- Incorporate enhanced landscape buffers and planting strips.
- Develop policy for development for pedestrian zones.
- Install parklets and pocket parks where space allows.

Improve Equity for Disadvantaged and Impoverished Communities

- Improve connectivity and multimodal infrastructure in historically lower income areas, near parks, and downtown.
- Expand the network of safe and accessible connections to existing bicycle and pedestrian networks.
- Build infrastructure adaptable and supportive of all modes.

Improve Sidewalk Continuity and ADA Compliance

- Construct a shared use path along Austin Avenue.
- Connect the sidewalk network along the corridor and throughout the Study Area.
- Improve failing or substandard sidewalk, ramps, and pedestrian crossings.
- Bring all existing pedestrian facilities into ADA compliance.
- Implement the City's existing policy to construct new infrastructure to ADA standards.

IMPROVE THE CORRIDOR FUNCTIONALITY

REDUCE THE NUMBER OF NON-RESIDENTIAL DRIVEWAYS.

Preliminary engineering analysis is recommended to determine where safety and operations improvements could be achieved through driveways consolidation or closure. It's also recommended to incorporate access management policies where new development occurs to avoid introducing new conflicts into the transportation network in the future. The reduction in access points along the corridor will help to improve traffic flow, reduce crashes, and improve safety for all modes.

COORDINATE TRAFFIC SIGNAL TIMING.

Traffic signal management can be one of the most cost-effective ways of reducing traffic and improving safety and operations. Signal timing is recommended along the full length of Austin Avenue to optimize the operation of signalized intersections to improve congestion and better respond to the demands of all modes. FHWA recommends signals be retimed every two to three years. Some traffic signal management programs are eligible for federal funding.

ADDRESS DRAINAGE ISSUES.

Public and stakeholder feedback indicated standing water accumulates at several locations along the Corridor during rainfall events. Water ponding at intersections can be especially hazardous as vehicles may need greater distances to stop.

ADD RAISED MEDIANS WITH LEFT-TURN LANES WHERE APPROPRIATE.

Raised medians help to manage vehicle traffic and provide openings for dedicated left-turn lanes at designated access points and intersections. Raised medians are also beneficial to other modes, such as serving as a refuge island for pedestrians, especially where crossings are longer. Design accommodations can be made to construct medians that maintain access for larger vehicles and emergency vehicles, such as fire trucks. Aesthetic treatments such as landscaping and stamped colored concrete can be applied to raised medians.

EVALUATE SPEED LIMITS ON AUSTIN AVENUE.

Evaluating speed limits on Austin Avenue is recommended to ensure speed limits are appropriately set and adjusted to meet the needs of all road users while balancing the goals of safety, mobility, and livability recommended as part of this study. Based on the findings of the study, recommendations can be developed for adjusting speed limits, if necessary.

Pilot projects or temporary speed limit changes can be utilized to assess their effectiveness before making permanent adjustments. Once implemented it's important to continuously monitor the Corridor after implementing any changes to speed limits to assess their impact on safety, traffic flow, and overall corridor performance.

FOSTER A SENSE OF PLACEMAKING

CREATE A SENSE OF PLACE WITH LIGHTING, PUBLIC ART AND CREATIVE USE OF URBAN SPACE.

Placemaking fosters a unique character that sets target locations apart as a distinctive destination and promotes a sense of connection among residents. Urban design elements along Austin Avenue can promote a unique sense of place that distinguish the Corridor and its subareas. There are opportunities for the City to build on existing efforts and build on the recent Downtown Master Plan to incorporate elements such as public art, creative spaces, and lighting throughout the Corridor.

Austin Avenue has lighting that varies throughout the Corridor. Lighting is recommended in locations where there is increased pedestrian activity such as the Downtown and Old Town subareas where there may be sight distance concerns. It's also recommended to increase lighting at locations that experience high crash rates or previous fatal crashes, including the intersections of San Gabriel Village Boulevard, NE Inner Loop, Chamber Way, Williams Drive.

INSTALL PARKLETS AND POCKET PARKS WHERE SPACE ALLOWS.

Parklet programs and pocket parks are a placemaking tool that supports the development of small-scale parks in urban environments. Parklets can be temporary, lasting a few hours to one day or longer, or they can be permanent year-around features. Extending the sidewalk space through temporary means and installing barriers, seating, tables, planters, and shade structures is a common method of creating parklets. Potential locations to consider include areas in San Gabriel subarea near Republic Square and the Big Café and Shop; Downtown near the Monument Café and near the courthouse between 7th and 9th Streets; and in the Southern Gateway subarea near Brushy Street and the intersection of Leander Road.

INCORPORATE ENHANCED LANDSCAPE BUFFERS AND PLANTING STRIPS.

Landscaped buffers along roadways elevate the built environment aesthetic and improve the multimodal experience for users. Street trees and plantings provide separation from the roadway and shade for users while also supporting other goals such as stormwater management and economic appeal and in some cases noise reduction and improved air quality. They also provide a sense of enclosure that can help achieve the Corridor's speed management goals.

Landscaping along the Corridor should take the character of the roadway into consideration in order to further develop Austin Avenue's sense of place. For example, a landscaped buffer through Downtown may call for street trees that offer more shade while more rural subareas would be better suited to xeriscaped buffers with drought tolerant native plantings. It's recommended to implement buffers throughout Austin Avenue where feasible and incorporate elements identified in the Downtown Master Plan, such as planters and street trees. Examples of landscaped buffers can be viewed in Appendix D.

IMPROVE EQUITY FOR DISADVANTAGED AND IMPOVERISHED COMMUNITIES

IMPROVE CONNECTIVITY AND MULTIMODAL INFRASTRUCTURE IN HISTORICALLY LOWER INCOME AREAS, NEAR PARKS, AND DOWNTOWN.

Inclusion of disadvantaged and underserved areas within the corridor are part of the prioritization process of this Study. Multimodal improvements were given local priority and prioritized given their proximity to areas of low income and underserved communities. This initiative will help addresses needs of these areas, upholds objectives of this Study and is also equitable. Connectivity zones around parks and the Downtown area should also be identified and included in the prioritization process of any future projects.

EXPAND THE NETWORK OF SAFE AND ACCESSIBLE CONNECTIONS TO EXISTING BICYCLE AND PEDESTRIAN NETWORKS.

The Georgetown Sidewalk Master Plan vision "promotes a safe, walkable city which accommodates all users." The Bike Master Plan Vision Statement calls for a "safe, well-connected bicycle network that is accessible to all ages, abilities, and backgrounds, supports the local economy, and promotes a bicycle friendly culture". Recommendations to construct a 10-foot sidepath include connections to Old Town Park and Blue Hole Park, as well as parks and bike networks on adjacent facilities.

BUILD INFRASTRUCTURE ADAPTABLE AND SUPPORTIVE OF ALL MODES.

Provide infrastructure to support transit service by designing the road to accommodate planned/desired transit service and providing amenities and safe walking/biking connections for riders.

Source: parks.georgetown.org

IMPROVE SIDEWALK CONTINUITY AND ADA COMPLIANCE

CONSTRUCT SHARED USE PATHS ALONG AUSTIN AVENUE.

Providing a sidepath, or shared use path, has many benefits for communities, individuals, and the environment. These paths accommodate a variety of users, including pedestrians, cyclists, joggers, and people using mobility devices. Shared use paths can provide a lower stress environment due to their physical separation from motor vehicle traffic, and therefore attract a wider range of users compared to conventional on-street bicycle lanes. Proposed cross-sections for Austin Avenue call for a continuous, ADA accessible 10-foot shared use path along both sides of the roadway from NE Inner Loop to SE Inner Loop, with connections to the bike path on Main Street, to Old Town Park and Blue Hole Park. This aligns with City goals to build a safe and connected network as well as the Study goals and objectives .

Source: parenting.firstcry.com

CONNECT THE SIDEWALK NETWORK ALONG THE CORRIDOR AND THROUGHOUT THE STUDY AREA.

To address gaps in sidewalks in the transportation network connecting to the Austin Avenue Corridor, it is recommended the City utilize the recommendations from the recent Sidewalk Master Plan. Connecting to priority projects adjacent to Austin Avenue will improve connections along the Corridor. Additionally, a program of projects could be developed by utilizing the sidewalks gap analysis in this study's Existing and Future Conditions Report (Appendix B) along with the prioritization results of the Sidewalk Master Plan.

IMPROVE FAILING OR SUBSTANDARD SIDEWALK, RAMPS, AND PEDESTRIAN CROSSINGS.

As improvements are implemented along the Austin Avenue Corridor, locations of failing and substandard infrastructure should be prioritized for repair as funding and opportunity allow. The 2024 Sidewalk Master Plan also provides a comprehensive evaluation process to identify where resources should be focused to eliminate existing design deficiencies and infrastructure gaps that compromise mobility, connectivity, and pedestrian safety.

BRING ALL PEDESTRIAN FACILITIES INTO ADA COMPLIANCE.

The Sidewalk Master Plan establishes ADA repairs and compliance as a top priority and emphasizes Downtown as a priority area. The Plan recommends existing pedestrian curb ramps and crosswalks at signalized intersections be brought to ADA compliance as traffic signals are updated. Other intersection improvements and initiatives recommended in this Study such as the shared use path and connecting the sidewalk network should be constructed in compliance with ADA regulations.

IMPLEMENT POLICY TO ENSURE NEW INFRASTRUCTURE IS CONSTRUCTED TO ADA STANDARDS.

In compliance with ADA's Title II, the City's 2016 Transition Plan calls for new construction to be built in accordance with the applicable ADA Standards for Accessible Design and for the maintenance of required equipment and features that provide access to individuals with disabilities. Public pedestrian rights-of-way include sidewalks and curb ramps in front of City-owned facilities and City-owned parking lots.


8TH
TURNING VEHICLES

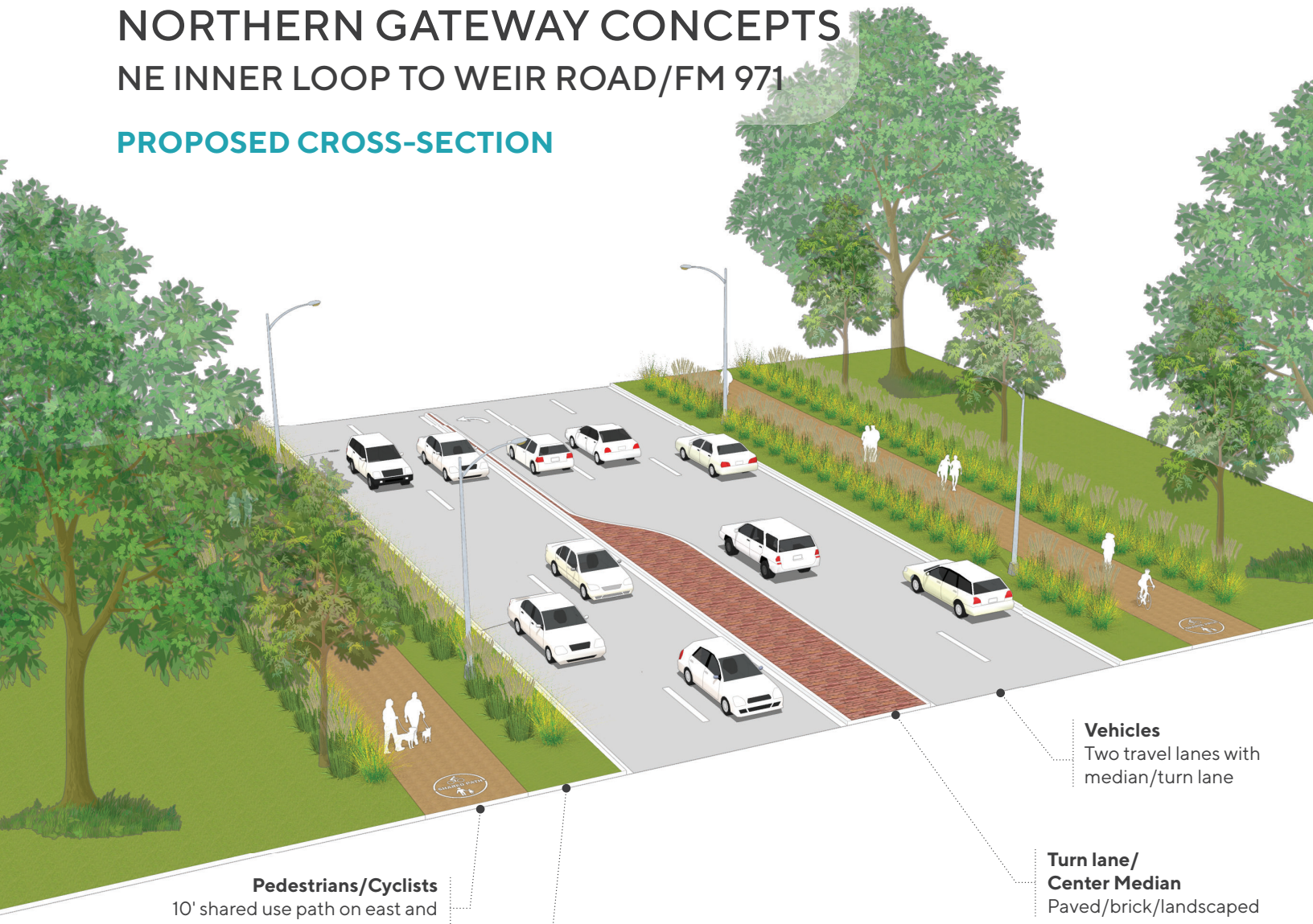
Subarea Concept Improvements

The six subareas defined for this Study reflect variations in the character, surrounding land use, and function of Austin Avenue. Issues and needs vary as the Corridor shifts between rural, suburban, and urban settings. The following proposed recommendations address issues identified in each subarea during the Study process.

NORTHERN GATEWAY CONCEPTS

NE INNER LOOP TO WEIR ROAD/FM 971

PROPOSED CROSS-SECTION



Vehicles
Two travel lanes with median/turn lane

Turn lane/ Center Median
Paved/brick/landscaped

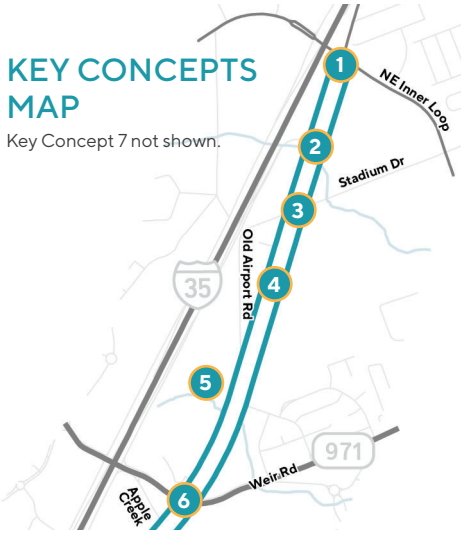
Pedestrians/Cyclists
10' shared use path on east and west sides of Austin Avenue

Landscaped Buffer
Street trees, lighting, native plantings

The proposed cross-section maintains two travel lanes in each direction. A raised median with left-turn lanes will improve safety, reduce conflicts and maintain connectivity at key intersections and locations. A 10-foot shared use path with a landscaped buffer is recommended to provide a safe and enhanced facility for pedestrians and bicycles on both sides of the roadway.

KEY CONCEPTS MAP

Key Concept 7 not shown.



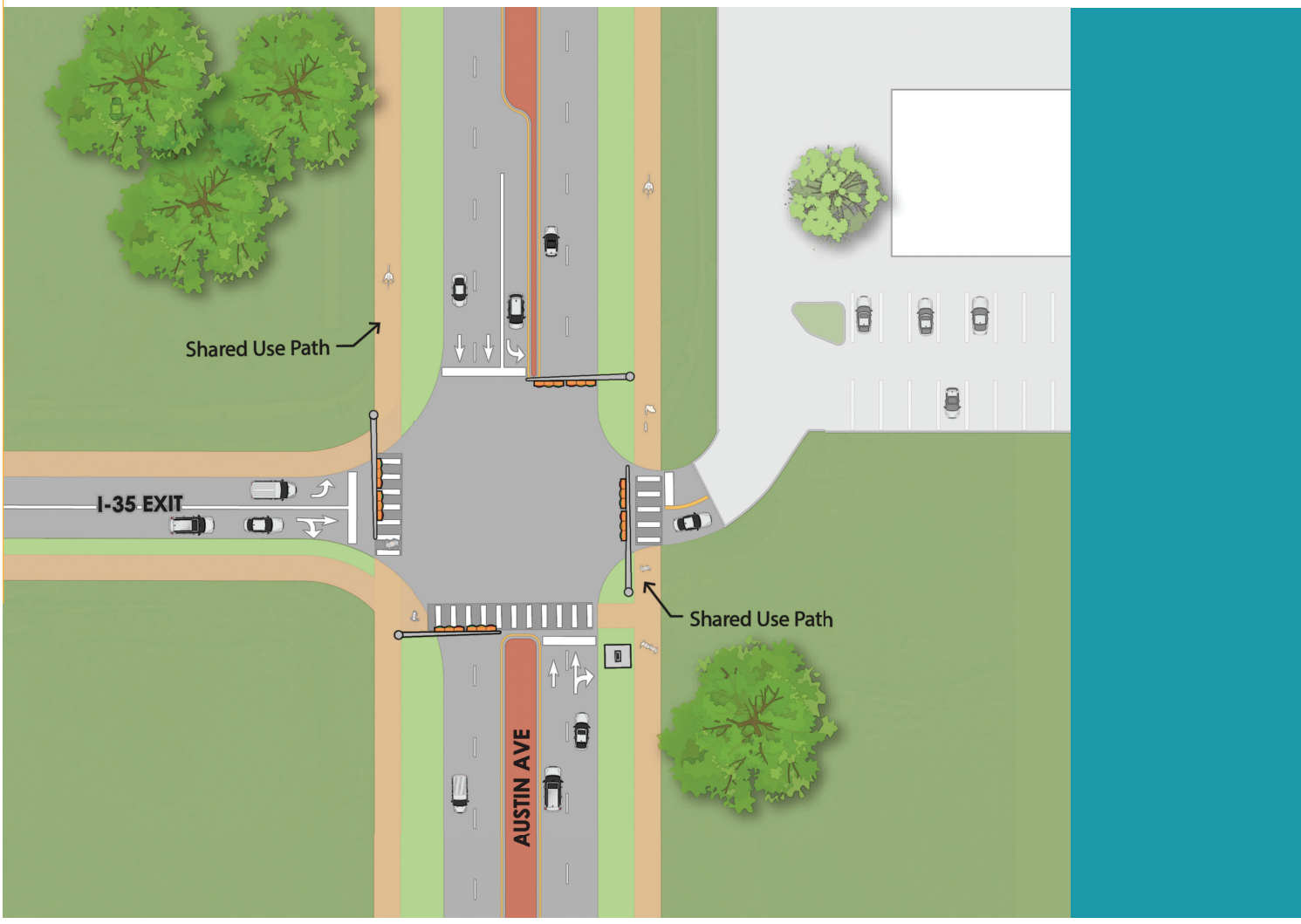
KEY CONCEPT 1 | **Intersection improvements at NE Inner Loop.**

Constructing dual left-turn lanes at the northbound approach of NE Inner Loop will help to improve future traffic level-of-service by providing additional storage for queued vehicles. Dual left-turn lanes can accommodate a higher volume of left-turning vehicles compared to a single lane, reducing congestion and minimizing delays during peak traffic periods. They can also enhance safety by reducing the risk of rear-end collisions caused by abrupt stops in single left-turn lanes and by providing dedicated space for turning vehicles, minimizing conflicts with through traffic.

KEY CONCEPT 2 | **Intersection improvements at I-35 Frontage Road Exit.**

Alternatives were developed to address safety issues and high-risk maneuvering at this location. The recommended improvement includes a traffic signal with ADA compliant pedestrian crossings and dedicated left-turn lanes.

A traffic signal will help regulate the flow of traffic and reduce the risk of collisions with clearly defined phasing for each movement and enhanced safety facilities for pedestrians.



NORTHERN GATEWAY CONCEPTS

KEY CONCEPT 3 |

Signal warrant studies and improvements at Stadium Drive.

A traffic signal warrant analysis is recommended at the intersection of Austin Avenue and Stadium Drive. If warranted it is recommended to build dedicated left-turn lanes at all approaches and ADA compliant pedestrian facilities.

KEY CONCEPT 4 |

Coordinate with Georgetown ISD to improve multimodal ingress and egress at Georgetown/Richarte High School driveways.

The portion of Austin Avenue adjacent to the Georgetown/Richarte High School Campus is indicated with school zone signage and reduced speeds; however, only one of the four Corridor-adjacent driveways is signalized, and all four lack adequate signage and striping to provide a safe enhanced crossing for multimodal users, such as students walking or biking to school.

KEY CONCEPT 5 |

Embankment improvements from Old Airport Road to Apple Creek Drive.

The concrete embankment on the west side of Austin Avenue creates a walkability barrier. Constructing underground drainage and additional modifications could allow for sidepaths and multimodal connectivity between Old Airport Road and Apple Creek Drive.

KEY CONCEPT 6 |

Intersection improvements at Weir Road/ Northwest Blvd.

Although recent improvements were completed at the intersection, future growth indicates a likelihood of reduced level-of-service. To help mitigate the congestion, it is recommended to extend northbound left and right-turn lanes along Austin Avenue and extend the eastbound left-turn lane along Northwest Boulevard.

KEY CONCEPT 7

TxDOT turnback analysis and implementation recommendations.

Austin Avenue through the Northern Gateway subarea is owned by TxDOT. Improvements along this portion of the corridor will require coordination with TxDOT for implementation or the use of TxDOT's Turnback Program.

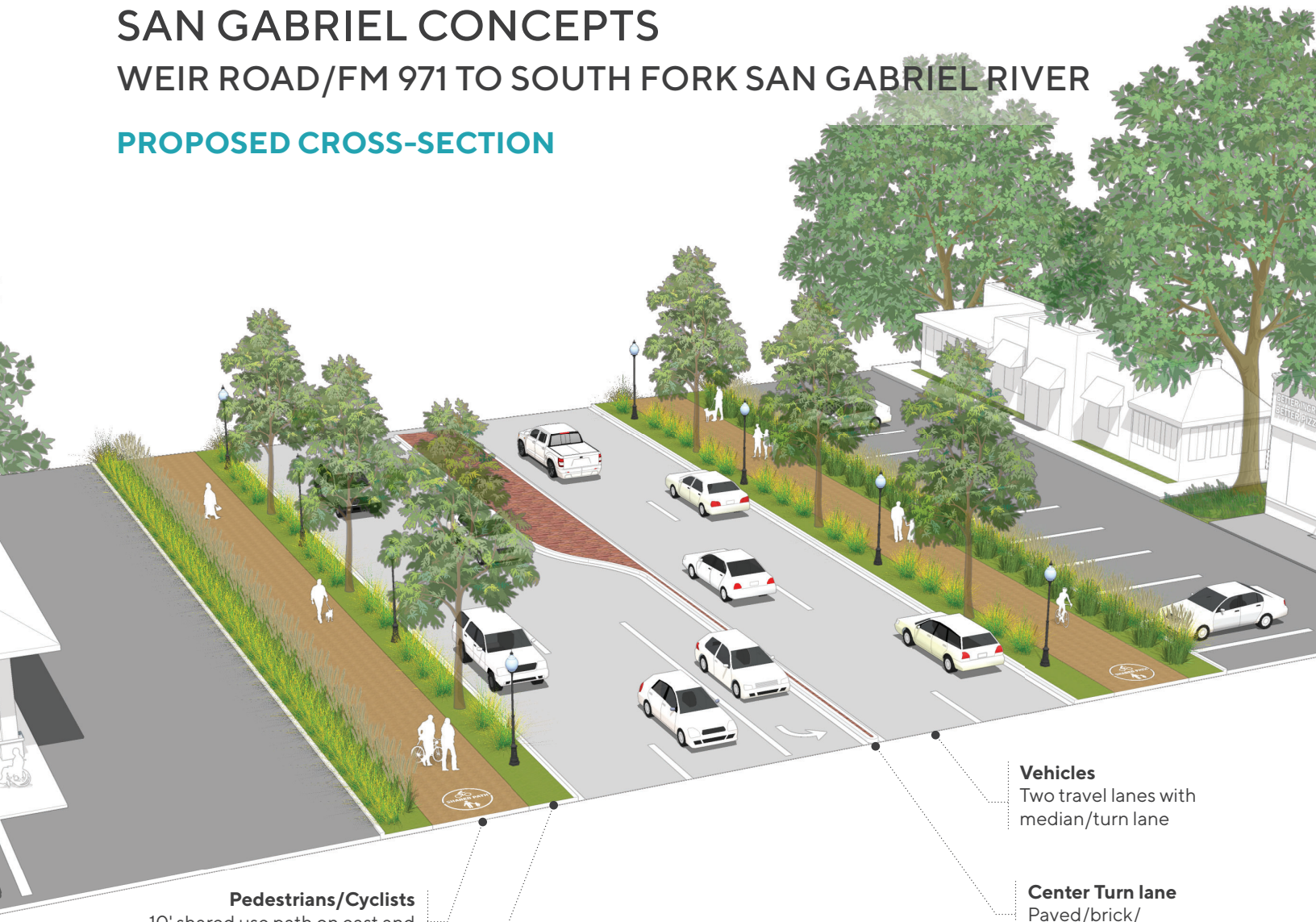
It's recommended that the City continue to evaluate this option to progress improvements identified in this study and future studies. Additional details on the TxDOT Turnback Program can be found in Appendix D.


Austin Ave

SAN GABRIEL CONCEPTS

WEIR ROAD/FM 971 TO SOUTH FORK SAN GABRIEL RIVER

PROPOSED CROSS-SECTION



Vehicles
Two travel lanes with median/turn lane

Center Turn lane
Paved/brick/ landscaped

Pedestrians/Cyclists
10' shared use path on east and west sides of Austin Avenue

Landscaped Buffer
Street trees, lighting, native plantings

The proposed cross-section maintains two travel lanes in each direction with a raised median to improve safety and reduce conflicts. Proposed median breaks will provide left-turn lanes to maintain connectivity while promoting access management throughout the subarea. A 10-foot shared use path with a landscaped buffer provides an enhanced facility for pedestrians and bicycles.

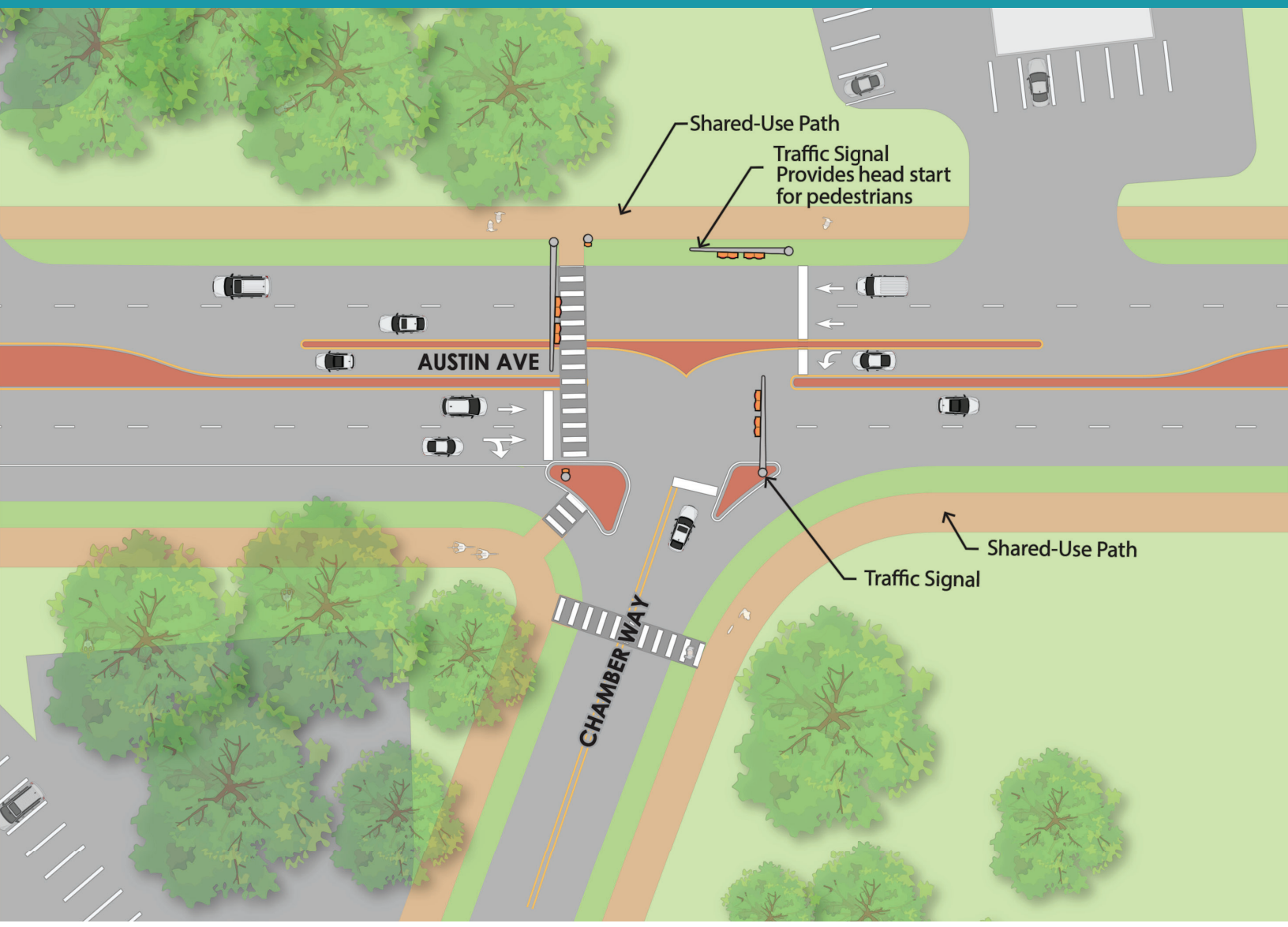
KEY CONCEPTS MAP

Key Concepts 5, 6 and 7 not shown.

KEY CONCEPT 1 | Traffic signal with crosswalks at Chamber Way.

A high number of pedestrians cross Austin Avenue near Chamber Way. The closest marked pedestrian crossing is over 1,000 feet north at Northwest Blvd./Weir Road. A recent signal warrant analysis performed by the City confirmed the need for a traffic signal. Due to the pedestrian activity and increased activities during events at San Gabriel Park, provision of a signal and marked pedestrian crossing at this location is recommended to improve safety.

Based on the speed limit and configuration of Chamber Way, a design that provides continuous flow for southbound Austin Avenue is recommended. For the free flowing through lanes, dedicated turn lanes provide access into and out of Chamber Way. For northbound travel along Austin Avenue, access into and out of Chamber Way operates similarly to a conventional T- intersection. The traffic signal will include enhanced pedestrian crosswalks and ADA compliant equipment. A Leading Pedestrian Interval (LPI) in the signal phasing will provide pedestrians with a 3-7 second head start when entering the intersection. When a green light is given to vehicles, through and turning traffic must yield to pedestrians already in the crosswalk.

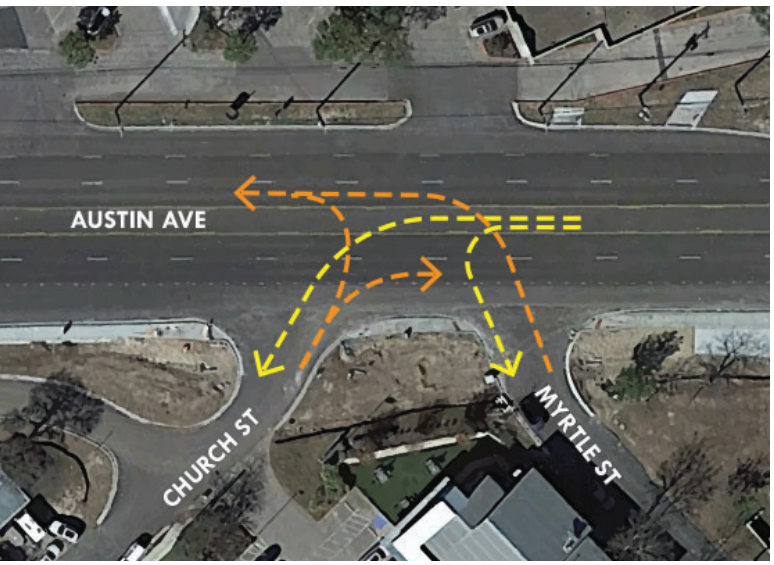


SAN GABRIEL CONCEPTS

KEY CONCEPT 2 | **Evaluate entry points of Church Street and Myrtle Street from Austin Avenue.**

Just north of Williams Drive, Church Street and Myrtle Street connect to Austin Avenue with less than 100 feet between the two intersections. This introduces multiple conflict points to the network at a location already under high demand due to high volumes at the Williams Drive intersection and the Williams Drive Shopping Center. It is recommended to evaluate consolidating entry to the two streets to remove these high-risk turning movements from the network and improve safety for both the drivers and the pedestrians in this location. Other options could include closing access to one of the two streets, or enforcing right-in, right-out access at one or both locations.

These efforts should be done in coordination with a planned drainage utility capital improvement in the area to address stormwater inundating the properties along N. Myrtle street between Austin Ave and San Gabriel Park. The proposed project includes new curb, an improved underground storm drainage system, inlets, regrading, and a trench drain.



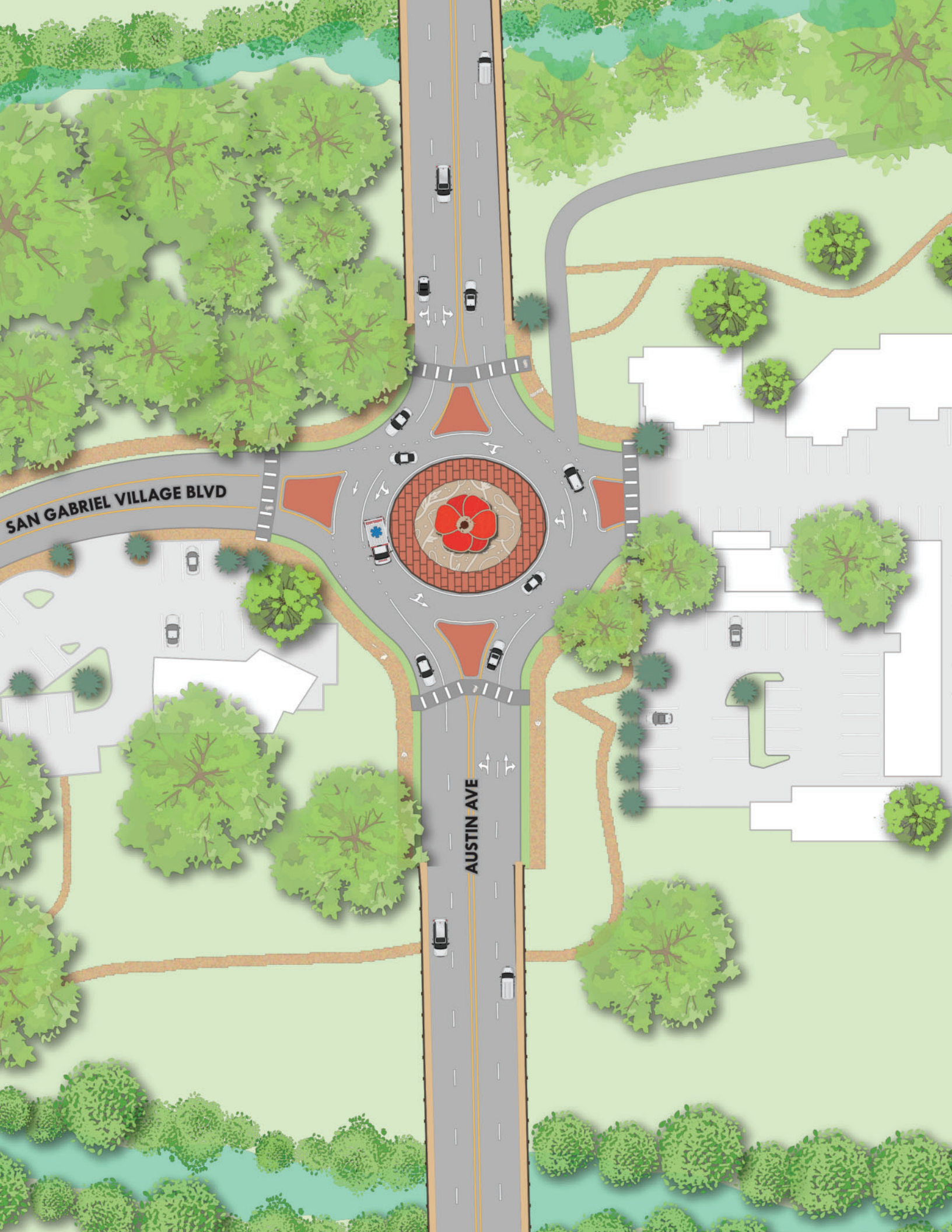
KEY CONCEPT 3 | **Improve traffic operations at Morrow Street.**

Improvements at the intersection of Morrow Street include signal timing optimization and modification to provide dedicated-approach phasing and left-turns at all approaches. Recommended modifications include an extended left-turn lane on the northbound approach with eastbound and westbound left-turn lanes.

KEY CONCEPT 4 | SAN GABRIEL VILLAGE BLVD.

Improve safety and traffic operations at San Gabriel Village Boulevard by constructing a two-lane roundabout.

To improve safety and operations a two-lane roundabout is recommended at the intersection. Modeling scenarios determined two lanes would be required to maintain operations. A two-lane roundabout with a raised center island with differentiating, textured truck apron, and raised splitter islands at all entry points was the preferred alternative at San Gabriel Village Boulevard. Accessible pedestrian crossings, a landscaped buffer and shared use path will enhance safety and multimodal connectivity.


SAN GABRIEL VILLAGE BLVD
AUSTIN AVE

SAN GABRIEL CONCEPTS

KEY CONCEPT 5 | Catalytic Site Development at Apple Creek.

Strategic planning for the ongoing development of Austin Avenue includes the consideration of catalytic site redevelopment at potentially suitable locations along the Corridor.

The undeveloped 5.7 acre site at the southeast corner of Apple Creek Drive and Austin Avenue is designated as high-density mixed housing in the Williams Drive Subarea Plan. Currently zoned as C-3 General Commercial, the Austin Avenue frontage has existing utility poles and a steep elevation change of approximately 20 feet. The 302 North Apartments to the west of the site create a boundary from Apple Creek Drive. A single-family residence to the south, currently zoned RS, has a shared access driveway adjacent to the site.

The Concept Plan envisions a high-density residential development that includes possible retail and amenities for residents. The development would also promote connectivity to San Gabriel Park and the preservation of existing trees. Potential redevelopment could be implemented through a phased approach. In Scenario/Phase 1, the site is developed for multi-family residential and maintains a shared access driveway with the adjacent residence. In Scenario/Phase 2 the site is consolidated with the adjacent residence or that residence is redeveloped in the future.

Scenario/Phase 1 **Scenario/Phase 2**

1. 2 or 3-story Apartments (Phase ~140 dwelling units) (Phase 2 ~ 180 du = 140 +40)
2. Tuck-under and surface parking (1.5 spaces per dwelling unit)
3. On-street parking
4. Amenity area with preservation of existing trees
5. Leasing office
6. Potential connection to Apple Creek Drive
7. Maintain existing shared access driveway
8. Potential connection to 302 North Apartments

KEY CONCEPT 6 | **Coordinate with ongoing projects in the subarea.**

Several adjacent projects are in progress along the Corridor. As the city continues to move forward with these projects, it's important to continue with coordinating activities for the outreach, design, and implementation of each. The Williams Drive project and the Austin Avenue Bridges Project were underway and included in the development of concept recommendations for this study.

KEY CONCEPT 7 | **TxDOT turnback analysis and implementation recommendations.**

Austin Avenue north of Williams Drive is owned by TxDOT. Improvements along this portion of the corridor will require coordination with TxDOT for implementation or the use of TxDOT's Turnback Program.

It's recommended that the City continue to evaluate this option to progress improvements identified in this study and future studies. Additional details on the TxDOT Turnback Program can be found in Appendix D.

KEY CONCEPT 8 | **Gateway signage and other pedestrian improvements.**

Gateways are often the first point of entry for visitors and travelers into a corridor or neighborhood. They serve as the initial impression of the area and can significantly impact perceptions of the city's attractiveness, safety, and quality of life. The proposed roundabout at San Gabriel Village Boulevard is a potential location for a gateway feature.

It is also recommended to evaluate walkability and necessary pedestrian improvements as this subarea continues to grow. This includes the development around the Williams Drive intersection and the connections into the San Gabriel bridges.

Source: Georgetown Downtown Master Plan

DOWNTOWN CONCEPTS

SOUTH FORK SAN GABRIEL RIVER TO UNIVERSITY AVENUE/SH 29

PROPOSED CROSS-SECTION

Pedestrians
Increased sidewalk space with barrier

Safer crossings with high-visibility crosswalk

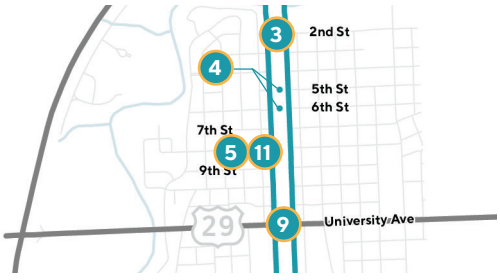
Vehicles
One travel lane with median/turn lane

Pedestrians/Cyclists
10' shared use path provides connectivity

The preferred cross-section for Downtown consists of one lane of travel in each direction, a raised median with breaks for left-turn lanes and a 10-foot shared use path on both sides of the roadway.

KEY CONCEPTS MAP

Key Concepts 1, 2, 6, 7, 8 and 10 not shown.



KEY CONCEPT 1 | LANE REDUCTION

Modify roadway to one travel lane in each direction with a raised center median with left-turn lanes at intersections.

A lane reduction is recommended for the Downtown subarea, beginning near the north end of Downtown continuing to University Avenue and through Old Town to 18th Street. Further engineering analysis will be required to determine precise limits of the lane reduction. The street configuration would include one travel lane in each direction and a raised center median with dedicated turn lanes at cross streets and/or intersections. The lane reduction creates opportunity to meet the growing need of balancing increasingly heavy foot traffic with vehicular access and helps to foster a more pedestrian friendly Downtown.

Driver speeds will be more likely to follow posted speed limits, the raised center median will offer access management while also serving as a pedestrian refuge while crossing Austin Avenue. Reclaimed right-of-way can be utilized for installation of pedestrian-friendly amenities and placemaking treatments to improve the overall quality of the built environment along this stretch of the Corridor.

> **The proposed cross-section offers many benefits and addresses public concerns captured during the Study process.**

DOWNTOWN CONCEPTS

KEY CONCEPT 2 | **Install gateway features as recommended in the Downtown Master Plan.**

The 2024 Downtown Master Plan identifies locations for gateway feature along Austin Avenue south of the San Gabriel River and near the intersection of University Avenue. These gateways would strengthen Georgetown's image and quality feel as you approach Downtown and the change in Corridor character and the change in cross-section from two travel lanes to one.

Source: Georgetown Downtown Master Plan

KEY CONCEPT 3 |

Build pedestrian and/or bike connections at 2nd Street to hike and bike trails and Blue Hole Park.

Connections from the proposed shared use path along Austin Avenue to existing hike and bike trails via 2nd Street are recommended to enhance connectivity and to build a more complete multimodal network. Providing a multimodal facility that connects to Georgetown's trail system promotes multimodal connectivity and adheres to the goals defined at the beginning of this Study.

KEY CONCEPT 4 |

Provide additional pedestrian crossings.

Increasing development and foot traffic in the Downtown area has led to a need for additional enhanced pedestrian crossings. Recommendations in the Downtown Master Plan call for the installation of traffic signals with ADA compliant pedestrian equipment and crosswalks at 9th and 6th Streets. Enhancing the crossing at 5th Street with upgraded and ADA compliant facilities for pedestrians is also recommended.

KEY CONCEPT 5 | **Improved separation of sidewalk and travel way.**

A selection of businesses offer sidewalk dining and contribute to the streetscape along Austin Avenue between 7th and 8th Streets. The proposed lane reduction through this section would facilitate the installation of a more substantial barrier between the travel way and the sidewalk, improving both safety and comfort for patrons and business owners alike. It's recommended to adhere to Downtown Master Plan's recommendations for pedestrian Right-of-Way Zones, street trees, planters and sidewalk hierarchy to maintain connectivity and cohesion. Additional protection measures include bollards, bulb-outs, streetscaping and planters, and public art. The proposed barrier could be designed in such a way to enhance the Downtown area sense of place by incorporating placemaking treatments.

KEY CONCEPT 6 |

Add streetscape opportunities where appropriate.

Intentional and well-designed streetscape techniques would contribute to the unique character of the Downtown subarea. Pedestrian-friendly elements, such as widened sidewalks, parklets, and greenery, encourage foot traffic and create a vibrant and lively atmosphere. The inclusion of public art, street furniture, and decorative lighting adds cultural richness and can serve as focal points for community gatherings.

KEY CONCEPT 7 |

Remove on-street parking.

Elimination of on-street parking can improve visibility at intersections and driveways, reduce the risk of conflicts. Removal of on-street parking along Austin Avenue can help foster a more pedestrian-focused environment, improve safety and create opportunity for placemaking amenities and infrastructure more conducive to an area with high pedestrian activity.

DOWNTOWN CONCEPTS

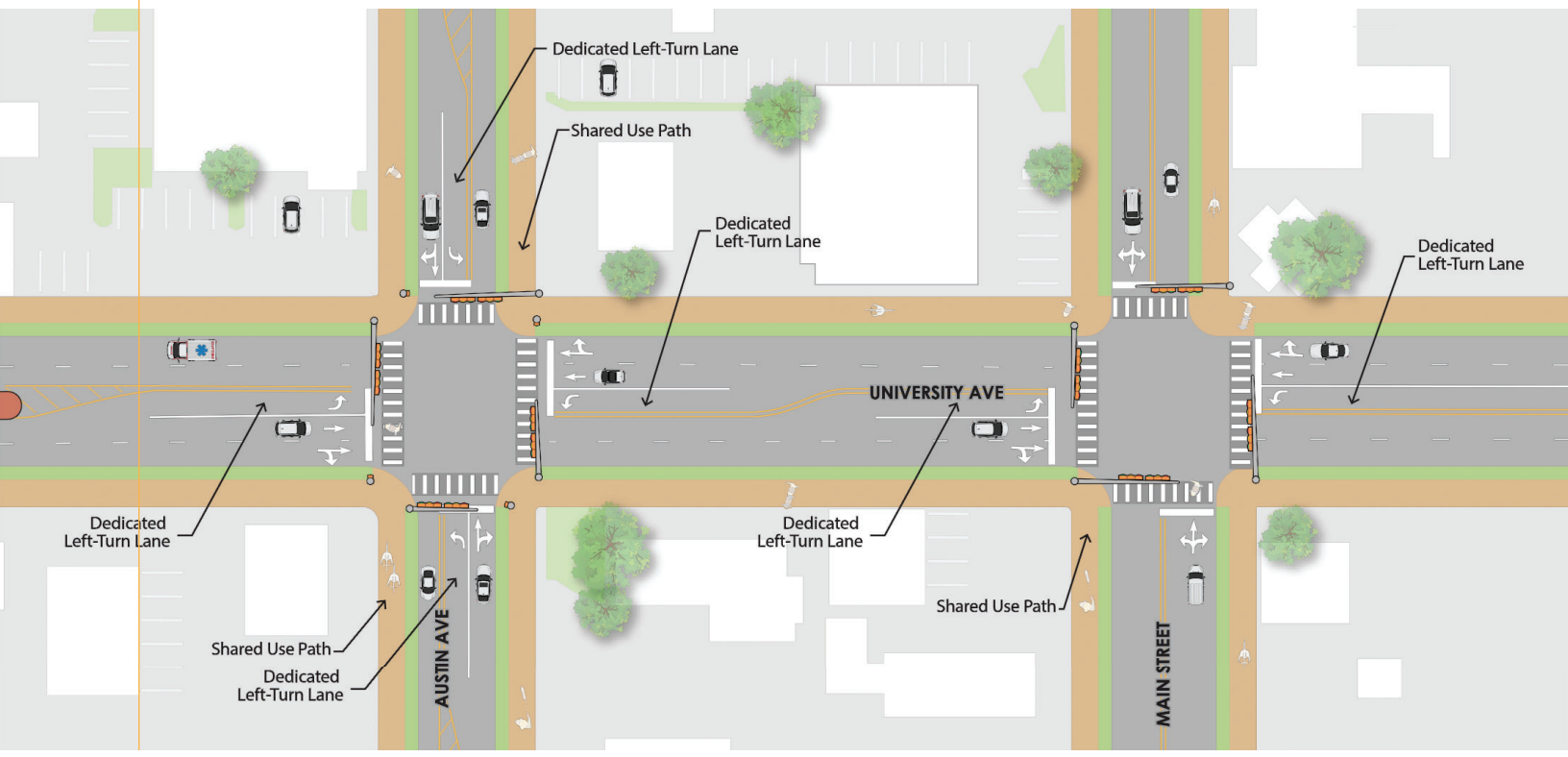
KEY CONCEPT 8 | Expand the network of safe and accessible connections by implementing improvements identified in the Sidewalk Master Plan and shared use path connections.

The Georgetown Sidewalk Master Plan vision "promotes a safe, walkable city which accommodates all users." The Prioritization Plan recommends constructing a sidewalk on both sides of East 4th Street between S. Church Street and Main Street. Continuing the sidewalks to connect to Austin Avenue should also be considered. It is also recommended to construct a 10 foot side path with connections to Blue Hole Park and any existing or future bicycle networks on adjacent facilities on Main Street.

KEY CONCEPT 9 | Improve traffic operations at Austin Avenue and University Avenue and Main Street and University.

Recommendations for Austin Avenue at University Avenue extend to the intersection of University Avenue and Main Street due to their close proximity. At approximately 300 feet apart, operations at one location are often affected by the other, usually due to queuing and heavy traffic along University Avenue/SH 29.

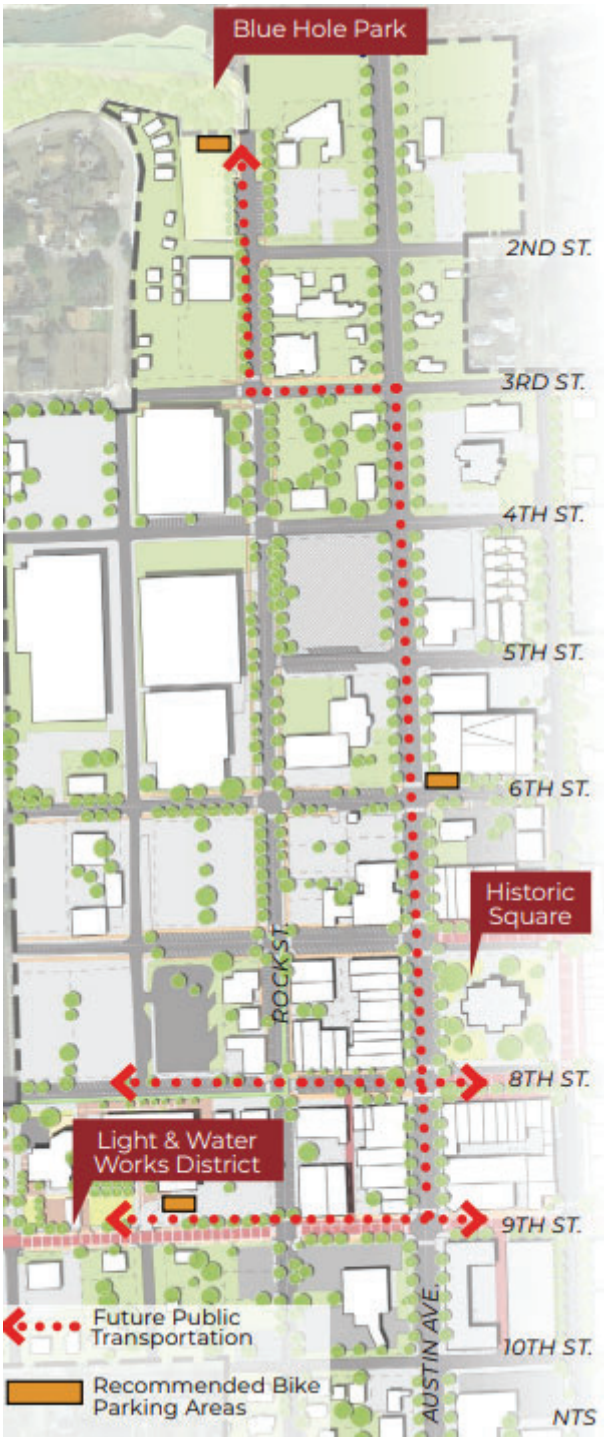
The recommended modifications provide dedicated left-turn lanes along University Avenue and on Austin Avenue, a dedicated left-turn signal phase to improve operations and improved signal timing synchronization to alleviate congestion. Wider corner radii or bollards ease right-turns and help direct turning vehicles. Lane reduction and shared use path promote traffic calming and multimodal connectivity.



KEY CONCEPT 10 | **Coordinate with ongoing projects identified in the Downtown Master Plan.**

It's important for the City to coordinate improvements identified in this study with ongoing projects identified in the recent Downtown Master Plan. Coordination will optimize outcomes of each study by leveraging synergies, avoiding duplication of efforts and conflicts, and integrating diverse perspectives. These efforts can lead to more effective solutions that address the needs of the community while minimizing negative impacts. A few key recommendations from The Downtown Master Plan identified along Austin Avenue include:

- Enhance the pedestrian experience of Austin Avenue.
- Traffic signals at 6th Street and 9th Street.
- Optimize and prioritize pedestrian crossing and connectivity through Downtown.
- Consider the application of enhanced lighting, bollards and other street elements to increase pedestrian safety.
- Consider studying existing driveways to improve access management along the corridor.
- Explore public transportation options for moving people to and from the south and eastern portions of Downtown and Blue Hole Park.
- Consider future development of the City-owned Daisy Lot, County Tax Office, and Old County Jail.



Source: Georgetown Downtown Master Plan

KEY CONCEPT 11 | **Address drainage issues between 7th Street and 8th Street.**

As described in the corridor-wide improvements, there are several actions that can be undertaken to improve drainage at problematic locations along the Corridor. Stakeholder feedback indicated standing water and poor drainage along Austin Avenue between 7th Street and 8th Street. To identify the most effective solution in this location it is recommended that preliminary engineering analyses be performed.

OLD TOWN CONCEPTS

UNIVERSITY AVENUE/SH 29 TO W. 18TH STREET

PROPOSED CROSS-SECTION

Vehicles
One travel lane with turn lane

Center Turn lane
Paved/brick/landscaped median where appropriate

Pedestrians/Cyclists
10' shared use path on east and west sides of Austin Avenue

Landscaped Buffer
Street trees, lighting, native plantings

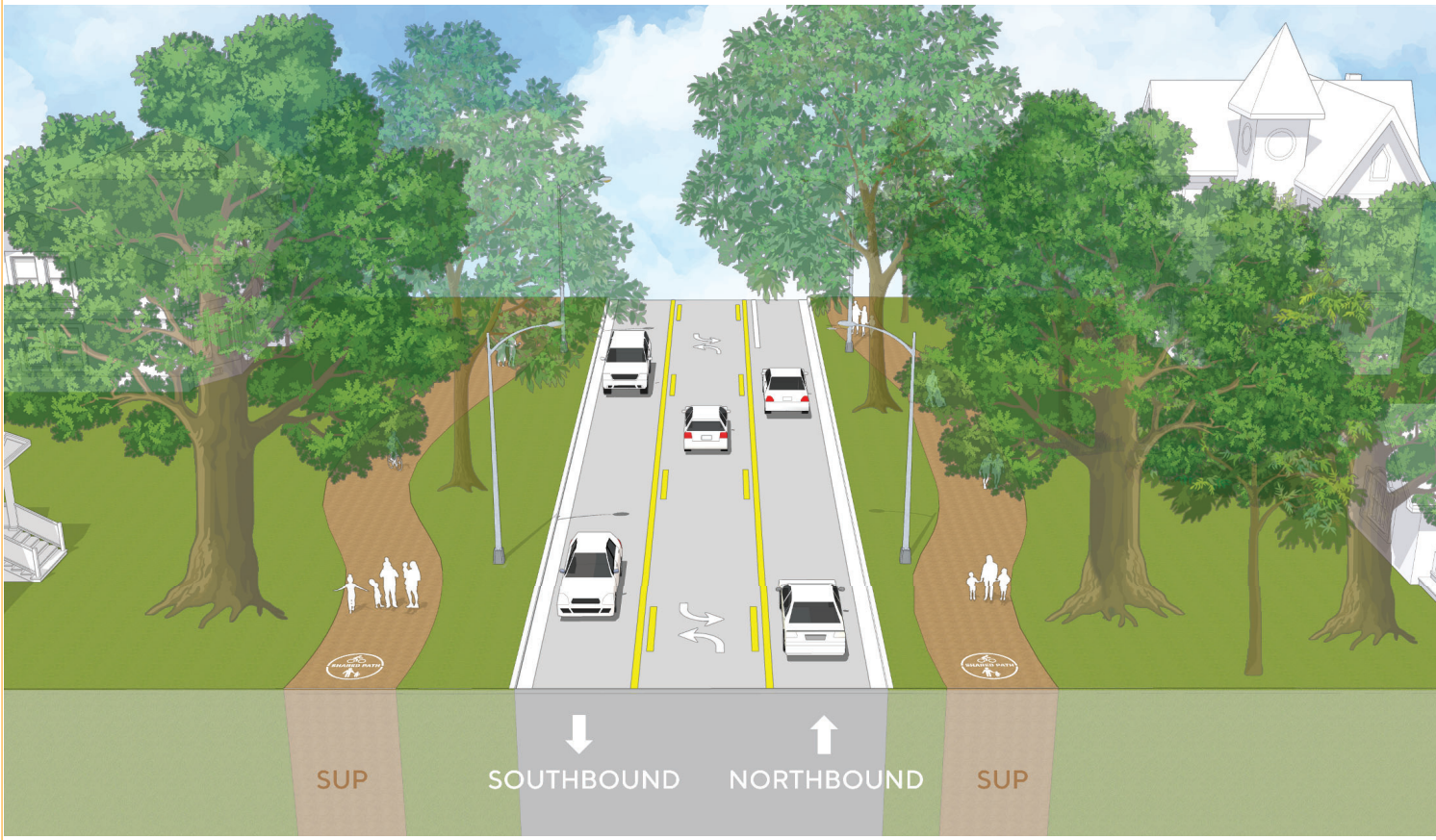
The lane reduction is proposed to continue through Old Town with one travel lane in each direction and a center turn-lane. To support preservation of heritage and old growth trees design of the shared use path should include curvatures and reduction in width from 10 feet to 8 feet as needed.

KEY CONCEPTS MAP

Key Concepts 1 and 2 not shown.

KEY CONCEPT 1 | **Lane reduction with center turn lane.**

Lane reductions from four lanes to three lanes provide many benefits. Passing maneuvers and lane changing are generally not supported by this configuration, helping to reduce speeds. Slower traffic speeds and fewer lanes create a more pedestrian friendly environment. When refuge islands are used, pedestrians can cross one lane of traffic at a time rather than navigating two-way traffic. The addition of left turn lanes has also been shown to reduce the number of crashes compared to a four-lane undivided roadway section.



KEY CONCEPT 2 | **Preservation of heritage trees with implementation of shared-use path.**

The shared-use path recommended for Austin Avenue supports multimodal connectivity and the vision of this Study. Preserving the character of the Corridor is another important goal that can be achieved by building the shared-use path in such a way that preserves the heritage and old growth trees lining Austin Avenue.

In order for this high-level concept to move forward, preliminary engineering and schematic design would have to occur. A tree survey should also be performed. A desktop review of a typical section through Old Town indicates a shared-use path is feasible if care is taken to curve the alignment to avoid trees and reducing the width from 10 feet to 8 feet in more constrained locations. Low-impact building techniques such as sand-bridging can also be utilized to lessen impacts to root zones.

In the event preliminary engineering design identifies challenges or constraints that would prevent implementation of a shared use path narrower than 8 feet, a parallel bike route should be planned for Main Street.

OLD TOWN CONCEPTS

KEY CONCEPT 3 |
Implement speed monitoring and management devices to reduce driver speeds.

Speed monitoring or management devices can help to raise a driver's awareness of their own speed, thereby encouraging safer driving and improved observation of speed limits. Speed monitoring and management devices also provide helpful data to the City. It is recommended the City perform a speed study through Old Town. Other improvements to consider include adding pavement markings noting the speed limit and raised crosswalks at midblock pedestrian crossings.

KEY CONCEPT 4 |
Build a bicycle and pedestrian connection to Old Town Park.

Old Town Park is a 2-acre City owned neighborhood park with recreational amenities and approximately 10 parking spaces. Currently, there are no connections from other trail systems and the existing sidewalk from Austin Avenue is incomplete. It is recommended to build an accessible ADA compliant connection on 16th Street from the proposed shared use path to the primary sidewalk leading to the park's core.

KEY CONCEPT 5 |
Dedicated left-turn lanes at 16th, 17th and 18th Streets.

The recommended cross-section through Old Town consists of one travel lane in each direction with a center-turn lane. Dedicated left-turn lanes will be provided at these streets to help maintain safe traffic operations and flow.

OLD TOWN, AUSTIN AVENUE SOUTH OF UNIVERSITY AVENUE

SOUTHERN GATEWAY CONCEPTS

W. 18TH STREET TO LEANDER ROAD/FM 1460

PROPOSED CROSS-SECTION

Turn lane/ Center Median
Paved/brick/landscaped

Pedestrians/Cyclists
10' shared use path on east and west sides of Austin Avenue

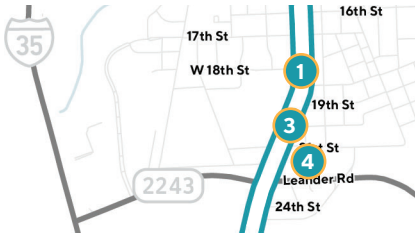
Vehicles
Two travel lanes with median/turn lane

Landscaped Buffer
Street trees, lighting, native plantings

The proposed cross-section for the Southern Gateway subarea maintains two travel lanes in each direction and a raised center median with left-turn breaks. A 10-foot shared use path along both sides of Austin Avenue separated by a landscaped buffer is also proposed for this section.

KEY CONCEPTS MAP

Key Concept 2 not shown.



KEY CONCEPT 1 | **W. 18th Street tie-in to lane reduction.**

Intersection modifications at W. 18th Street will be required as the corridor transitions into and out of the lane reduction through Old Town. The recommendation is to modify geometry to provide one through and one dedicated right-turn lane for the NB approach, and one through and dedicated left-turn lane for the SB approach.

KEY CONCEPT 2 | **Expand the network of safe and accessible connections by implementing improvements identified in the Sidewalk Master Plan and shared use path connections.**

The Georgetown Sidewalk Master Plan vision "promotes a safe, walkable city which accommodates all users." The Prioritization Plan recommends a sidewalk be constructed along Main Street from West 21st Street to East 18th Street. Connections to Austin Avenue should be provided by constructing eastbound and westbound sidewalks along East 18th, 19th and 20th with a westbound sidewalk on East 21st Street.

KEY CONCEPT 3 | **Improve safety and reduce conflicts caused by skewed geometry at Brushy Street and Austin Avenue.**

Brushy Street intersects Austin Avenue at a severe skew, causing site distance issues and increasing risk of conflict for maneuvering vehicles. It is recommended to close the entrance to Brushy Street at Austin Avenue and implement a successful placemaking strategy to reclaim the space for future development opportunities.

SOUTHERN GATEWAY CONCEPTS

KEY CONCEPT 4 | Catalytic Site Development at Brushy Street, 21st Street and Leander Road.

A potential site for catalytic redevelopment identified in the Southern Gateway subarea includes the combined sites of the Old Monument Cafe and the adjacent industrial sites to the south. Located between Brushy Street and Austin Avenue south of E. 18th Street, the Old Monument Cafe is zoned C-1 Local Commercial and designated as Community Center land use in the Future Land Use map. The adjacent factory buildings, silos and the associated parking areas have potential for adaptive reuse and additional commercial buildings.

With the proposed closure of Brushy Street at Austin Avenue, key concepts further envision a pedestrian scale development that includes business and retail use with gateway placemaking such as landscaping and signage. The City's 2016 Historic Resource Survey identified medium and high priority resources at these locations that should consider adaptive re-use and preservation of existing historic resources within the catalytic sites. The site has potential to include other adjacent properties should redevelopment opportunity occur.

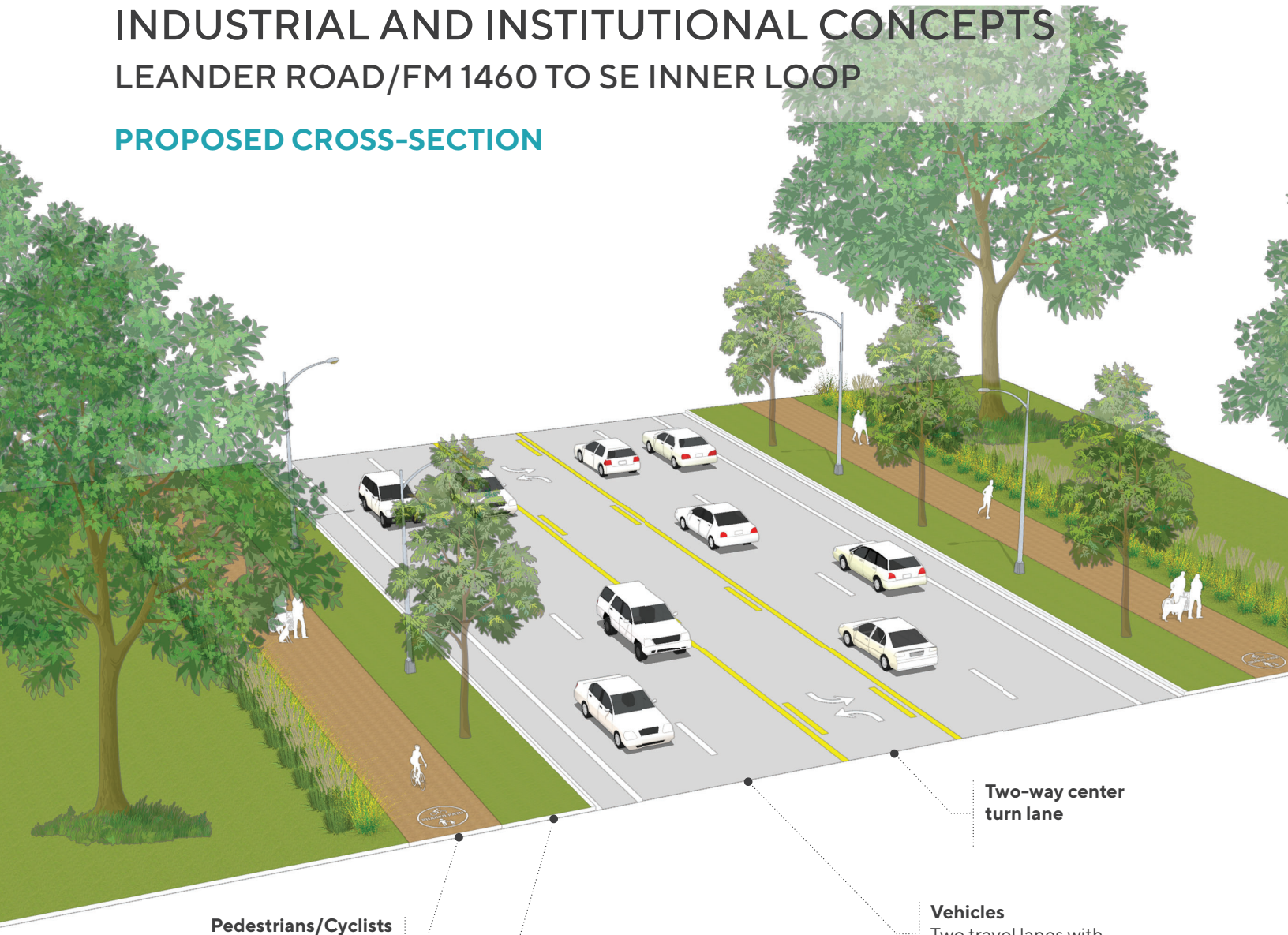
Example Commercial Land Use and Adaptive Reuse

1. Potential park or placemaking improvements
2. Preservation and adaptive reuse of Old Monument Cafe
3. Mixed-use residential buildings (2-3 story)
4. Adaptive reuse of old factory buildings
5. Retail or office buildings (1 or 2-story)
6. Surface parking
7. Brushy Street with enhanced pedestrian sidewalks and pavement treatments
8. Enhanced intersection with traffic calming design
9. Pedestrian plaza and placemaking at southern terminus of Brushy Street
10. Preservation or adaptive reuse of historic building
11. New street
12. Gateway signage and enhance landscaping

INDUSTRIAL AND INSTITUTIONAL CONCEPTS

LEANDER ROAD/FM 1460 TO SE INNER LOOP

PROPOSED CROSS-SECTION



Two-way center turn lane

Vehicles
Two travel lanes with median/turn lane

Pedestrians/Cyclists
10' shared use path on east and west sides of Austin Avenue

Landscaped Buffer
Street trees, lighting, native plantings

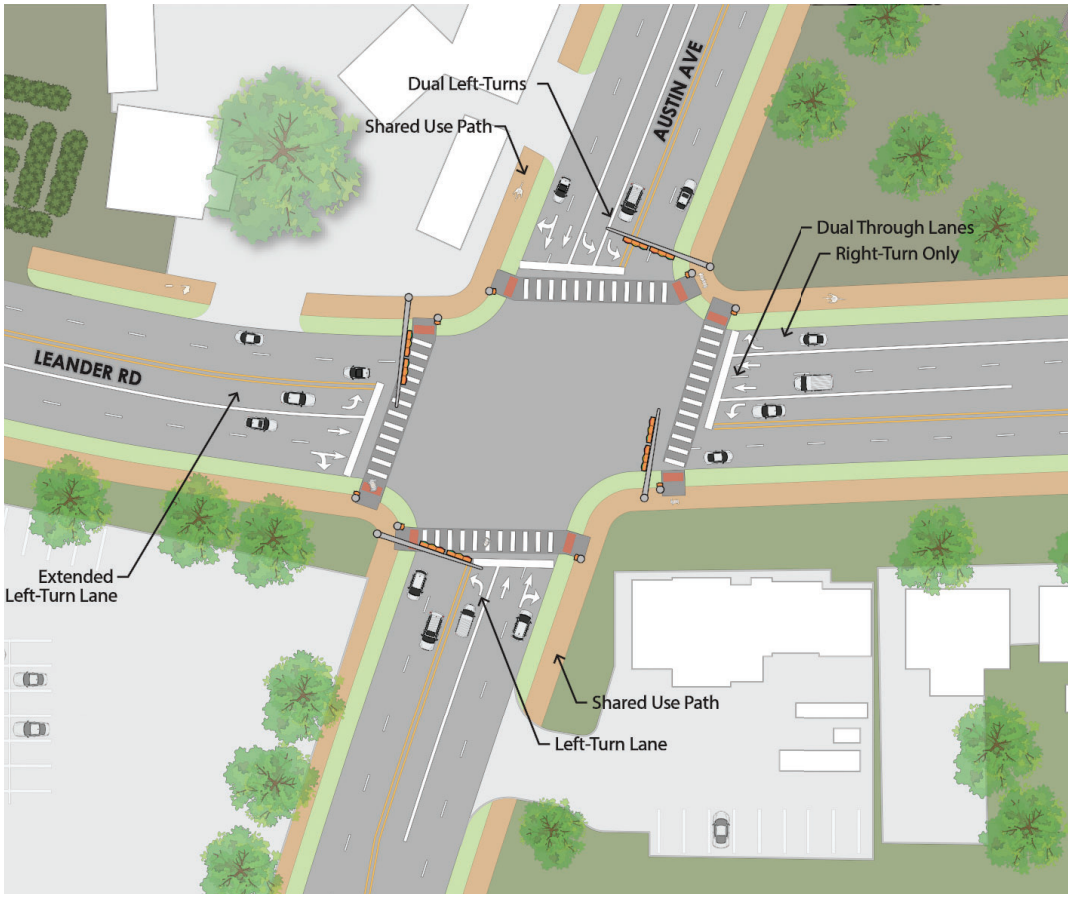
The proposed cross-section for the Industrial and Institutional subarea maintains two travel lanes in each direction and a two-way center turn lane. A 10-foot shared use path along both sides of Austin Avenue separated by a landscaped buffer is also proposed for this section.

KEY CONCEPTS MAP

Key Concept 5 not shown.

KEY CONCEPT 1 | **Intersection and signal improvements at Leander Road/FM 1460.**

Recommended signal updates and intersection modifications include dedicated north and southbound left-turn lanes on Austin Avenue, a westbound right-turn lane, and extending the eastbound left-turn lane. An adjacent TxDOT project will include addition of a northbound left-turn lane. The new configuration of left-turn lanes at all approaches allows for a Dallas permitted/protected left turn signal phase for vehicles. These improvements will help to improve overall traffic operations, as well as improving safety and congestion.



KEY CONCEPT 2 | **Access management at 24th Street and Industrial Avenue.**

The ingress and egress points of Industrial Avenue and 24th Street often conflict with peak time queuing from Leander Road. This increases risk of conflict and introduces safety issues into the network. Implementing access management strategies or consolidating access of 24th Street and Industrial Avenue to one point is recommended to improve safety at this location.

KEY CONCEPT 3 | **CARTS Driveway multimodal connection.**

Extending an accessible, ADA compliant connection from the shared use path will enhance multimodal connectivity at the transit center.

KEY CONCEPTS 4 | **Intersection improvements at SE Inner Loop.**

Recommended improvements include building an eastbound through lane, extending the westbound through lane and retiming signal operations to provide overlap phasing for the southbound right turn. It's also recommended to add pedestrian crossing features on the north and east legs and make connections to existing sidewalks.

KEY CONCEPT 5 | **TxDOT turnback analysis and implementation recommendations.**

Austin Avenue through the Industrial and Institutional subarea is owned by TxDOT. Improvements along this portion of the corridor will require coordination with TxDOT for implementation or the use of TxDOT's Turnback Program.

It's recommended that the City continue to evaluate this option to progress improvements identified in this study and future studies. Additional details on the TxDOT Turnback Program can be found in Appendix D.

This page intentionally left blank.

6

RECOMMENDATIONS

Introduction

Final recommendations for Austin Avenue were developed based on feedback received during the concept development phase of the study. The recommendations are aimed at addressing key challenges and enhancing the overall functionality, safety, and sustainability of the corridor. They are based on a thorough analysis of existing and future conditions, best practices in transportation planning and design, and consideration of local priorities and constraints.

PROJECT PRIORITIZATION PROCESS

- **Project Scoring**
- **Planning-Level Cost Estimates**
- **Feasibility and Local Priorities**
- **Implementation Plan**

Project Scoring

To develop an implementation plan with prioritized projects, recommendations were first scored based on their ability to achieve the goals of the study. Each goal is assigned objectives that are used as metrics in the scoring process.

Goal 1 was used as a fatal flaw screening to confirm the recommendations are furthering previous planning efforts.

Goals 2, 3, and 4, were given a weighted percentage based on the feedback received during the first two rounds of public engagement.

A breakdown of the scoring criteria and components of each is presented on the following page.

GOAL 1 Furthers the Goals of Previous Planning Efforts

GOAL 2 Multimodal, Operations and Safety Enhancements

GOAL 3 Supports Economic Development

GOAL 4 Enhances Corridor Character

COMPREHENSIVE SCORE

Each recommendation was assigned a comprehensive score based on the sum of points earned from goals 2, 3, and 4.

For example, a recommendation that earns 18.75 points in goal two, 12 points in goal three, and 18 points in goal four equals a comprehensive score of 45.75 [18.75 + 12 + 18 = 45.75].

To normalize the scoring, the scores were categorized into a low, medium, or high category based on the relative distribution of project scores. Recommendations scoring results can be found in the Recommendations Technical Memorandum (Appendix E).

The 28 recommendations ranged in score from 14.25 on the low end of the scale and 89.75 on the high end.

LOW	MEDIUM	HIGH
0 - 26	27 - 41	42 - 100

SCORING METRICS

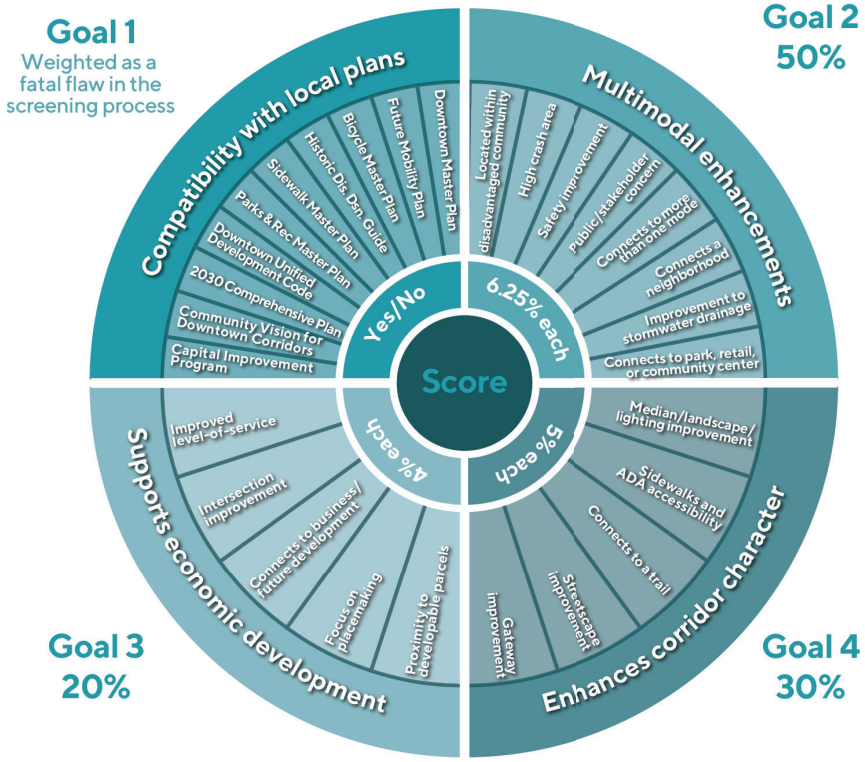
Goal 1. Furthers the Goals of Previous Planning Efforts

Recommendations were analyzed against the goals and objectives of ten plans identified at the beginning of the Study. Recommendations that did not meet Goal 1 criteria were removed or modified to meet the criteria.

1. Capital Improvement Program
2. Community Vision for Downtown Corridors
3. 2030 Comprehensive Plan
4. Georgetown Future Mobility Plan
5. Parks and Recreation Master Plan
6. Sidewalk Master Plan
7. Historic District Design Guidelines
8. Bicycle Master Plan
9. Unified Development Code
10. Downtown Master Plan

Goal 2. Multimodal, Operations and Safety Enhancements | 50% of Total Score

- Located within disadvantaged community
- High crash area (within 300 feet of crash hot spot)
- Safety improvement
- Public stakeholder concern
- Connects to more than one mode
- Connects to a neighborhood
- Improvements to stormwater drainage
- Connects to park, retail, or community center



Goal 3. Supports Economic Development | 20% of Total Score

- Improved traffic level-of-service
- Intersection improvement
- Connects to business / future development
- Focus on placemaking
- Proximity to developable parcel (within 500 feet)

Goal 4. Enhance Corridor Character | 30% of Total Score

- Median/landscape/lighting improvement
- Sidewalks and ADA accessibility
- Connects to a trail
- Streetscape improvement
- Gateway improvement

Cost Development Considerations

PLANNING-LEVEL COST ESTIMATES

The next step involved developing planning level cost estimates for each of the proposed recommendations. These estimates play a critical role in the city's future budgeting, project planning, and future alternative evaluation of recommendations along the Corridor. They provide essential information for decision-making and ensure the successful implementation of the Corridor's improvement projects.

The methodology to develop the planning-level cost estimates involved determining approximate length and area for each facility type and assigning unit costs to each component. Unit costs averages were utilized and are based on previous experience in Central Texas and nationwide averages. Details on unit costs can be found in Appendix E. Operational improvements, aesthetic improvements, and recommendations for a study utilized median costs based on national averages and the project team's recent experience. Estimates were developed for individual improvements, then grouped based on the location or recommendations type. For example, improvements at intersections include both operational improvements and infrastructure improvements. The recommendation for a shared use path includes the construction of the path and elements connecting to the path, such as a connection to a park. Additionally, the recommendation for a lane reduction includes intersection improvements and curb infrastructure improvements.

Cost estimates provided in the implementation plan include a comprehensive estimate that includes planning level construction costs, design and engineering costs, mobilization costs, construction contingencies, and construction inspection costs. Construction costs were based on 2024 dollars and included a percentage to account for the cost of potential property acquisition/right-of-way or utility relocation. The estimates are provided only as a guideline for planning and as an indication of scale. As projects progress to the next phase of design, further review should be conducted.

FEASIBILITY AND LOCAL PRIORITIES

The final consideration for recommendations was a qualitative review based on feasibility and local priorities. It's essential to consider both to ensure that the study effectively addresses the needs of the community and provide actionable recommendations the city can realistically implement. The evaluation considered various factors, including physical characteristics, existing infrastructure, and engineering constraints. By gaining an understanding of the feasibility of these improvements, the study prioritized realistic and implementable solutions.

This approach not only enhances the chances of success but also fosters collaboration and support among the public and stakeholders. By incorporating community input the recommendations are prioritized to meet the needs of the community and pave the way for successful long-term transportation solutions. Results of the feasibility and local priorities review can be found in Appendix E.

FUNDING OPPORTUNITIES

This plan outlines the necessary policies and actions to achieve the vision and goals set forth. The City will play a vital role in implementing this plan and to effectively implement these projects and policies the City will need to set aside future funding and allocate financial resources from its existing programs and policies, and potential future grant opportunities.

When opportunities arise, the City should actively seek funds through Federal, State, and local grants, and other financial resources. These sources of funding can be utilized to supplement the City's financial commitments and ensure the successful implementation of the plan. By exploring opportunities to secure external funding, the City can leverage additional resources and broaden the reach of its initiatives.

Implementation Plan

A strategic framework for translating the findings and recommendations into actionable initiatives is outlined in the following section. Successful implementation of this study will require a collaborative, coordinated effort among various stakeholders and resource management, as well as a commitment from various departments at the City. The approach outlined in this implementation plan is intended to help achieve next steps towards further study, adoption of policies, or construction in a feasible manner.

State and regional agencies such as CAMPO and TxDOT, will provide valuable support and partnership during implementation of the recommendations. These entities bring expertise and resources that can complement the efforts of the City. By working together, the City can leverage collective resources and achieve greater results. The private sector also plays a vital role in implementation. By collaborating with the City and regional entities, the private sector can contribute to the successful implementation of specific actions and policies. This collaboration may involve joint funding partnerships or other forms of financial support.

Recommendations were categorized into three key categories and three timelines.

1. Placemaking/Quality of Life
2. Active Transportation, and
3. Vehicular Transportation

Near-term (0-3 years): 2026 - 2029
Medium-term (3-7 years): 2030-2037
Long-term (7+ years): 2037+

PLACEMAKING/QUALITY OF LIFE | MEDIUM-TERM (3-7 YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
P-1	Implement corridor-wide aesthetic enhancements (landscaping, street lighting, signage and wayfinding) during road reconstruction and intersection improvements	Capital	$200,000	Systems Engineering	1, 2, 3, 4
P-2	Provide enhanced major gateways along Austin Avenue at University Avenue and 2nd Street that builds on the elevated materiality, and monument signage, as described in the 2024 Downtown Master Plan	Capital	$50,000	Downtown and Tourism	1, 2, 3 ,4
P-3	Fund streetscape enhancements at key roadway transition points	Capital	$100,000	Systems Engineering	1, 2, 3, 4
	Total Cost		**$350,000**		

Near-Term and Long-Term Implementation Recommendations not applicable for Placemaking/Quality of Life.

ACTIVE TRANSPORTATION | NEAR-TERM (0-3 YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
A-1	Implement priority projects in the study area identified in the Sidewalk Master Plan	Capital	Staff Time	Systems Engineering	1, 2, 3, 4
A-2	Improve separation of sidewalk and travel way between 7th and 9th Streets by implementing the Downtown Master Plans recommended pedestrian Right-of-Way Zones, street trees, planters and elements of sidewalk hierarchy.	Policy	Staff Time	Downtown and Tourism	1, 2, 4
A-3	Construct a westbound sidewalk on W. 4th Street between Main Street and Austin Avenue	Capital	$20,000	Systems Engineering	1, 2, 3, 4
A-4	Construct an eastbound and westbound sidewalk on E.18th Street between Main Street and Austin Avenue	Capital	$30,000	Systems Engineering	1, 2, 3, 4
A-5	Construct an eastbound and westbound sidewalk on E.19th Street between Main Street and Austin Avenue	Capital	$30,000	Systems Engineering	1, 2, 3, 4
A-6	Construct an eastbound and westbound sidewalk on E.20th Street between Main Street and Austin Avenue	Capital	$35,000	Systems Engineering	1, 2, 3, 4
A-7	Construct a westbound sidewalk on W.21st Street between Main Street and Austin Avenue	Capital	$40,000	Systems Engineering	1, 2, 3, 4
	Total Cost		**$155,000**		

ACTIVE TRANSPORTATION | MEDIUM-TERM (3-7 YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
A-8	Construct a 10-foot shared use path along the full length of Austin Avenue southbound and northbound from NE Inner Loop to SE Inner Loop. Includes connections to hike and bike trails at 2nd Street, connections to Old Town park, and CARTS Park and Ride	Capital	$8,350,000	Systems Engineering	1, 2, 3, 4
	Total Cost		**$8,350,000**		

ACTIVE TRANSPORTATION | LONG-TERM (7+ YEARS)

Action #	Action Summary	Action Type	Cost Estimate	Department Lead	Study Goals
A-9	Install parklets and pocket parks where space allows.	Capital	$650,000	Systems Engineering	1, 2, 3, 4
	Total Cost		**$650,000**		

ACTIVE TRANSPORTATION IMPROVEMENTS TOTAL COST **$9,155,000**

IMPLEMENTATION PLAN

VEHICULAR TRANSPORTATION | NEAR-TERM (0-3 YEARS)

Action #	Action Summary	Action Type	Estimated Cost	Department Lead	Study Goals
VT-1	Evaluate entries of N. Myrtle and N. Church Sts	Study	$50,000	Systems Engineering	1, 2, 4
VT-2	Coordinate with Georgetown ISD to improve multimodal ingress and egress at Georgetown/ Richarte High School driveways.	Study	Staff Time	Planning Department	1, 2, 3, 4
VT-3	Install speed (awareness) monitoring device in the Old Town Subarea	Capital	$20,000	Police Department	1, 2, 4
VT-4	Traffic signal coordination and installation of signal detection equipment from NE Inner Loop to SE Inner Loop.	Operation-al Change	$360,000	Systems Engineering	1, 2, 3, 4
VT-5	Complete traffic signal warrant analysis for Austin Ave at I-35 Exit and Old Airport Rd/ Stadium Dr	Capital	$50,000	Systems Engineering	1, 2, 4
VT-6*	Install traffic signal and pedestrian improve-ments for Austin Ave and Chamber Way	Capital	$400,000	Systems Engineering	1, 2, 3, 4
	Total Cost		**$880,000**		

VEHICULAR TRANSPORTATION | MEDIUM-TERM (3-7 YEARS)

Action #	Action Summary	Action Type	Estimated Cost	Department Lead	Study Goals
VT-7	Intersection improvements for Austin Ave and NE Inner Loop/Lakeway Drive	Capital	$1,000,000	TxDOT	1, 2, 4
VT-8	Perform preliminary engineering analysis to develop a 30% schematic including ROW, utility conflicts and access management/driveway consolidation and on street parking evalua-tion. Develop access management policies and construction plans to encourage consolidation of driveways.	Study	$1,200,000	Systems Engineering	1, 2, 4
VT-9	Intersection improvements for Austin Ave and SE Inner Loop	Capital	$350,000	TxDOT	1, 2, 4
VT-10**	Reconstruction of Austin Ave through Down-town to reduce to a one lane NB and SB with raised median and center left-turn pockets. Includes intersection signal operational improve-ments from 2nd St to University Ave/SH 29 and potential signals at 6th and 9th Streets	Capital	$4,350,000	Systems Engineering	1, 2, 3, 4

Medium-Term Recommendations continued on next page.

* To be implemented in conjunction with future development of the Georgetown Recreation Center.
**Begin project development work within the next two years (includes engineering schematic, funding identification, and ROW). Implementation and construction dates to be determined as project development work is completed.

Medium-Term Recommendations continued from previous page

VEHICULAR TRANSPORTATION | MEDIUM-TERM (3-7 YEARS)

Action #	Action Summary	Action Type	Estimated Cost	Department Lead	Study Goals
VT-11**	Reconstruction of Austin Ave through Old Town to reduce to one lane NB and SB with center turn lanes. Install raised medians at intersection only with center left-turn pockets and intersection signal operational improvements from University Ave/SH 30 to W. 18th St.	Capital	$2,550,000	Systems Engineering	1, 2, 3, 4
VT-12**	Build two-lane roundabout for Austin Ave and San Gabriel Village Blvd	Capital	$4,850,000	Systems Engineering	1, 2, 3, 4
VT-13	Close entrance to Brushy St	Capital	$200,000	Systems Engineering	1, 2, 3, 4
VT-14	Install traffic signal and intersection improvements for Austin Ave at I35 Exit and Old Airport Rd/Stadium Dr	Capital	$1,800,000	Systems Engineering	1, 2, 4
VT-15***	Intersection and operational improvements for University Ave/SH 29 at Austin Ave and Main St	Capital/ Operational Change	$2,000,000	Systems Engineering	1, 2, 4
	Total Cost		**$18,300,000**		

**Begin project development work within the next two years (includes engineering schematic, funding identification, and ROW). Implementation and construction dates to be determined as project development work is completed.

***Austin Avenue recommendations are included in the lane reduction recommendation VT-10.

VEHICULAR TRANSPORTATION | LONG-TERM (7+ YEARS)

Action #	Action Summary	Action Type	Estimated Cost	Department Lead	Study Goals
VT-16	Intersection and operational improvements for Austin Ave and Leander Rd/FM 1460	Capital/ Operational Change	$1,050,000	Systems Engineering	1, 2, 4
VT-17	Construct raised median from NE Inner Loop to Williams Drive	Capital	$1,950,000	TxDOT	1, 2, 3, 4
VT-18	Construct raised median from W. 18th to Leander Rd/FM 1460	Capital	$450,000	Systems Engineering	1, 2, 3, 5
VT-19	Perform preliminary engineering analysis for drainage improvements	Study	$600,000	Public Works	1, 2, 4
VT-20	Intersection improvements for Austin Ave and Weir Rd/Northwest Blvd (along Northwest Blvd)	Capital	$600,000	Systems Engineering	1, 2, 4
VT-21	Intersection and operational improvements for Austin Ave and Morrow St	Capital/ Operational Change	$550,000	Systems Engineering	1, 2, 4
VT-22	Evaluate entries to 24th and Industrial Ave	Study	$50,000	Systems Engineering	1, 2, 4
	Total Cost		**$5,250,000**		

VEHICULAR IMPROVEMENTS TOTAL COST **$24,430,000**

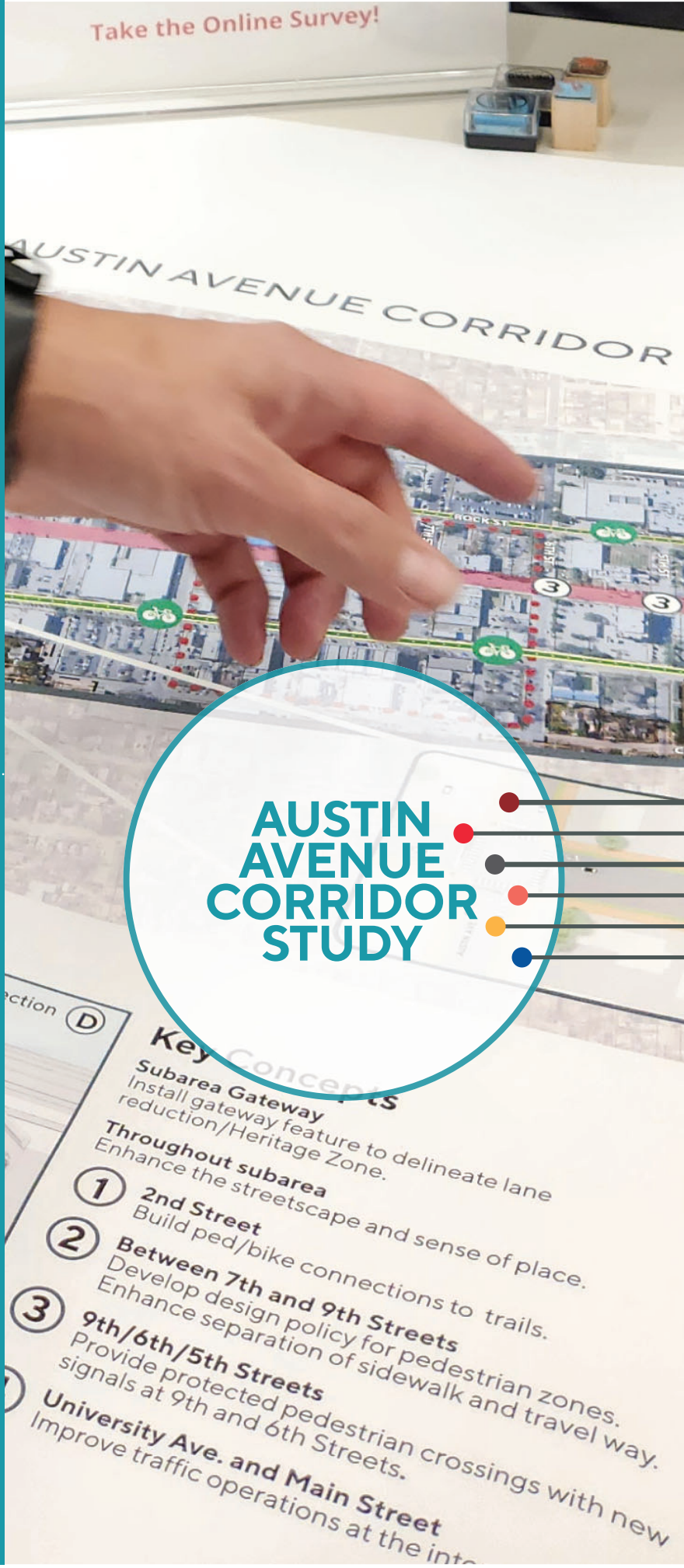
Study Conclusion

The Austin Avenue Corridor Study accomplishes critical first steps towards implementing the goals and vision developed to help guide change and development along Austin Avenue. Through the lens of analysis and public feedback, high level concepts were created and refined to improved safety and mobility in the Study Area. The concepts also enabled the project identification process and early feasibility analyses.

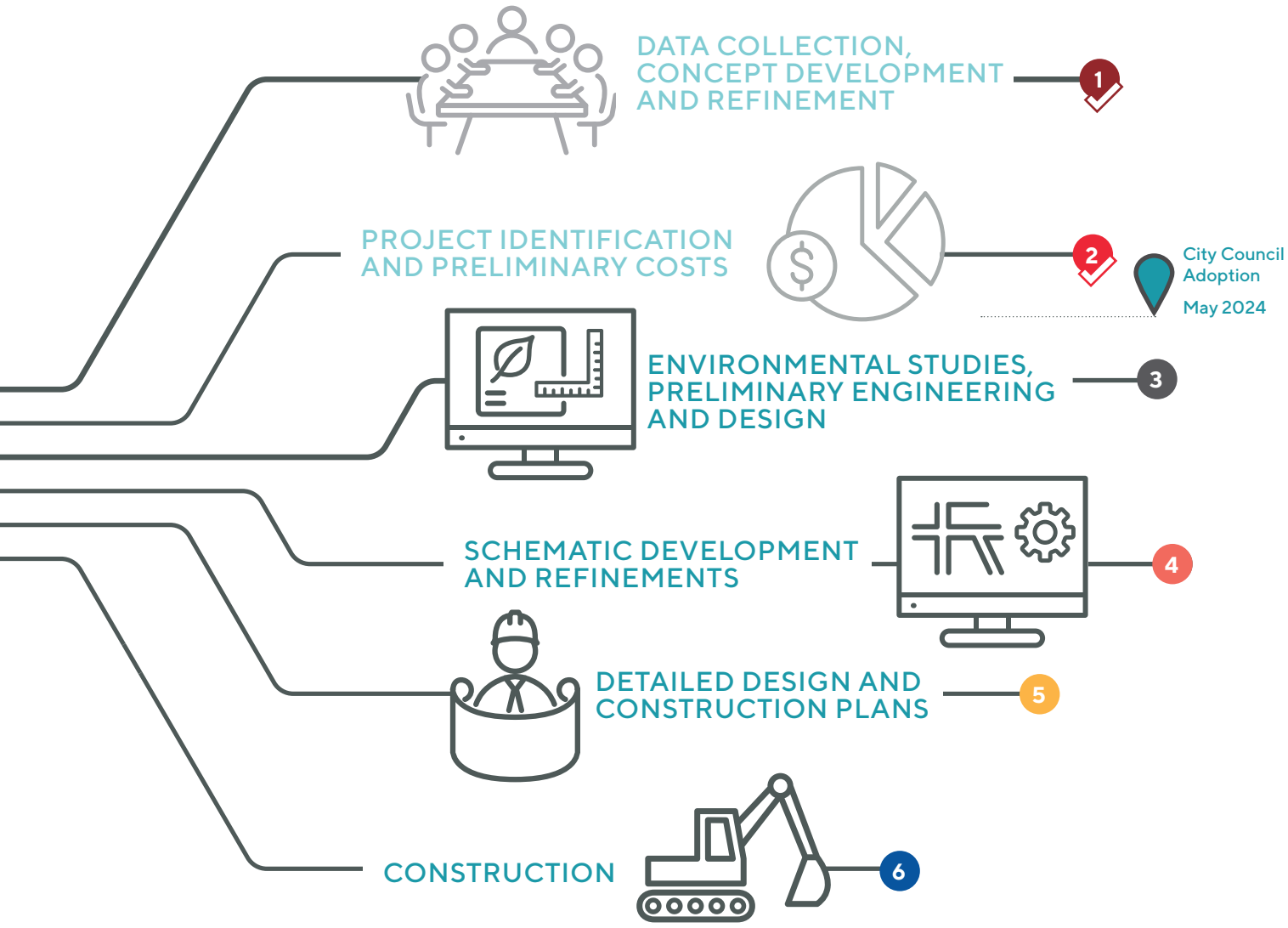
City government's adoption of this plan in Spring 2024 will be another crucial step in the Study process.

However, several essential steps remain before the recommendations and improvements for Austin Avenue are ready to be implemented. As funds are identified to carry the recommendations of the Austin Avenue Corridor Study forward, the City will need to begin coordination and management of next steps, including environmental studies, preliminary engineering and design, right-of-way acquisition, and utility coordination prior to construction.

As the process moves forward in the months and years ahead, public engagement and feedback will remain an important part of the process.



The Study begins a bottom-up process that recognizes a need to foster the character of, and improve the safety and mobility, along Austin Avenue. It is a critical first step on the roadmap to infrastructure improvements.



AUSTIN AVENUE
CORRIDOR STUDY

CAMPO

Prepared By: HDR Engineering, Inc.