“The Gateway Master Plan”
The Concept Presentation for the
Williams Drive Gateway Redevelopment Plan

City of Georgetown, Texas

Civic Design Associates | Land Design Studio, LP
Tonight’s Presentation

- Introduction - The Charrette Process
- Summary of Public Input
- The Williams Drive Master Plan
- Phasing and Staging
- Development Program
- Market Conditions
- Growth Issues
- Discussion
Williams Drive Gateway

- Total Area: 70 acres
- 0.72 miles N-S
- Highway Frontage Road
- Key location, but with underdeveloped potential
The Assignment:

- Redevelopment Plan
- Access and Circulation
- Preferred Mix of Uses
- Design and Character
- Image or Market Niche
The Charrette: Sequence of Events

Data Gathering Phase

Public Workshops and Design Studio

• Opening Presentation - Thursday, 1 December
• Public Design Workshop - Saturday, 3 December
• On-site Design Studio

• Presentation of Charrette Results - Tonight

Documentation and Refinement of Redevelopment Plan
The Community Image Survey

Rate a series of images of city and street scenes

• Score from -10 (strong dislike) to +10 (strong like)

• All participants scores are averaged

• Introduces basic principles of urban planning
The Community Image Survey
The Community Image Survey
The Community Image Survey: Summary

+ human scale
+ pedestrian activity
+ pleasant landscaping
+ coherent design

- too much paving
- made for cars
- visually chaotic
- garish signage
The Charrette

Saturday Workshop

On-site Design Studio
Concepts from the Public Workshop

- Need greater connectivity
  - North-south access through site
  - Bridge across I-35 at Northwest Boulevard
  - Free right onto I-35 from Williams
  - Signalized intersection at Morris
  - Southbound off-ramp from I-35
The Gateway Master Plan

- Make North-South Connection between Williams and Northwest
- Bridge across I-35 at Northwest Blvd.
- Connect to FM971 and SH130
- Simplify frontage road and Williams Drive access points
Concepts from the Public Workshop

• Better mix of uses
  - Make district a destination
  - Less “highway oriented” uses
  - Higher density residential (townhome, condo)
  - Retail in mixed-use “main street” form
  - Restaurant, entertainment, art center, “things to do”
  - Encourage office uses/employment
  - Consider better use of school property
  - High $ residential on river bluff
Concepts from the Public Workshop

• Context and Environment
  - Buffer/transition to adjacent residential
  - Landscape buffer at I-35 frontage
  - “Sunset Ridge” walk/drive along river bluff
  - Tree-lined streets, pedestrian-friendly
  - Landscaped median along Williams
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- Concept Diagram
The Gateway Master Plan

- Eventual Build-out
The Gateway Master Plan

- Existing Conditions
The Gateway Master Plan

- Existing Development
The Gateway Master Plan

- Initial Phase
The Gateway Master Plan

- Phase 2
The Gateway Master Plan

- Phase 3
The Gateway Master Plan

• Phase 4
The Gateway Master Plan

- Phase 5
The Gateway Master Plan

- Phase 6
The Gateway Master Plan

• Initial Phase - The North End
  - Northwest Boulevard Bridge
  - Main Street
  - Denser Residential
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Northwest Boulevard Bridge
The Gateway Master Plan

Main Street
The Gateway Master Plan

Townhome Mews
The Gateway Master Plan

Overall Development Intensity
The Gateway Master Plan

- Reconfiguration of McCoy Campus
  - Civic Square
  - New school facilities
  - Health/Fitness facility
  - Main Street connection to Williams at Morris
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Williams Drive Square
The Gateway Master Plan

• Sunset Ridge
  - High $ residential
  - Public walk/drive along bluff
  - Residential infill
  - Destination restaurant
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View along Sunset Ridge
The Gateway Master Plan

- Eventual Build-out
Proposed Development Program

- 250,000 SF Retail
- 60,000 SF Restaurant/Meeting
- 80,000 SF Health/Fitness
- 75,000 SF Office
- 40,000 SF GISD
- 800 units Residential for sale and rent
- 200 beds Full-service hotel
The Gateway Master Plan

- Program Alternatives
The Gateway Master Plan

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- Program Alternatives
Georgetown Market Snapshot

• Mean Household Income is $83,000
• Average value of townhouse or condo is $112,000
• Average rent for neighborhood retail is $18.00 /SF per year
• Average rent for office space is $14.00 /SF per year
• Average hotel room rate is $75 per night
• Average rent for apartment is $0.77 /SF per month
Growth in Texas, 1990 - 2000

• population grew from 17 million to 20.8 million
• 22.8% increase - 8th among 50 states
• 2nd after California in added population
• passed New York to become 2nd in total population
Growth in Texas, 1990-2000

Population Change
1990 - 2000

- 50% + Growth
- 25 - 50% Growth
- 0 - 25% Growth
- 0 - 40% Decline
Growth in Williamson County, 1990-2000

- Population grew from 139,000 to 250,000
- Increase of 79.1% (No. 2 among Texas counties)
- Georgetown area has seen consistent 7-8% annual growth rates in recent past
Growth of the Georgetown Region

- Georgetown will double in population in the next 10 to 12 years
- At the current pattern of development this growth will require:
  - 7000 acres of land for housing
  - 200 acres for shopping
  - 300 acres for schools and parks
Growth of the Georgetown Region
Benefits of Dense, Mixed Use Infill Development

• Efficient land use
• Conservation of rural land
• Efficient use of existing infrastructure
• Tax Balance
• Synergy between uses
• Walkability
• Internal capture of auto trips
• “Park once” district
Issues with Gateway Site

- Outlined program will not fit on site at suburban density
- Structured parking is required to achieve market driven density
- Market rates do not support structured parking
- Land value is higher than greenfield suburban site
- Ownership of land is highly fragmented
- Transportation network is disconnected and difficult to understand
The Gateway Master Plan