

DOWNTOWN PLAN UPDATE

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GEORGETOWN, TEXAS



The Courthouse Square has historic charm and is pedestrian-friendly.



New mixed-use building with popular rooftop restaurant.



A series of community workshops helped identify key issues, goals and objectives.

Downtown Master Plan Update

The City of Georgetown recently completed updating its 2003 Downtown Master Plan. Numerous achievements have occurred in the past 10 years and great strides have been made in response to recommendations to make downtown a more vibrant place. As the community continues to grow the City has determined that it is crucial for the Downtown District to remain the economic, social and cultural center of the city.

In response, the plan is being updated. Winter & Company developed the original downtown plan, and led the update. This assignment reframes the Vision for Downtown through the year 2030. The Plan celebrates recent successes in Downtown, including new streetscapes, a new Central Library and numerous private investments.

Key emerging concepts are a new municipal center that will consolidate many services downtown, extensions of pedestrian enhancements to connect with recent commercial and residential developments along the San Gabriel River, and new gateway entry concepts. The plan focuses on new implementation strategies, including phasing of improvements, and financing options.



Rendering of new civic plaza.



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A series of diagrams are included throughout the Georgetown Master Plan document. They each relate to analysis and recommendations, which are provided in text. Examples below show Opportunity Areas, Pedestrian Priorities, Sidewalk Crosswalk Design, and Parking Strategy. The opportunity areas were selected as areas that should be targeted for new development. Winter & Company developed a series of sketch development alternatives for each area. The area surrounding the current library was studied in more detail in a subsequent feasibility study for a consolidated municipal campus, or "City Center."

SERVICES:

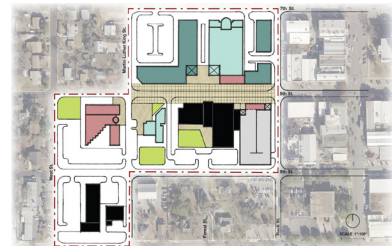
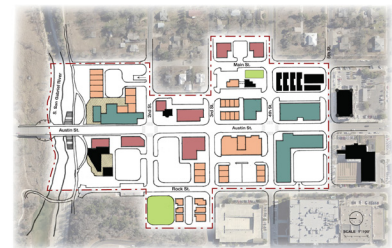
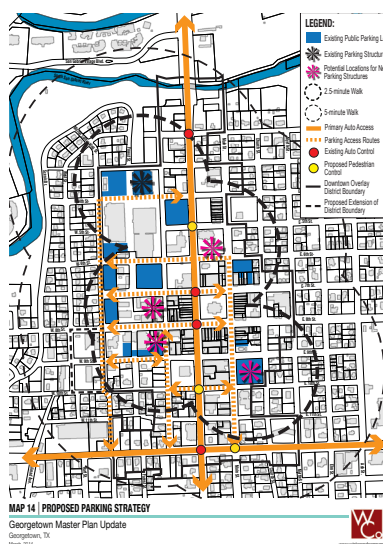
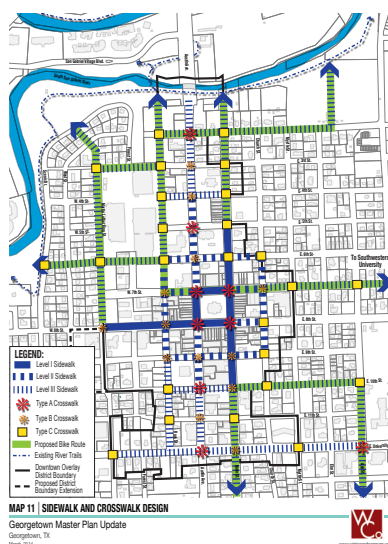
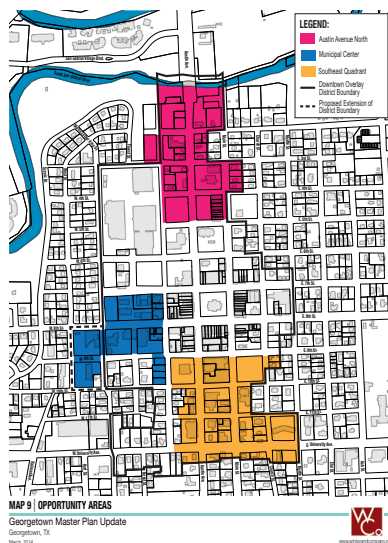
- » Updated Vision
- » Gateway Entry Concepts
- » Municipal Center Development Study
- » Updated Downtown Plan

CLIENT:

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DATE:

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Sketch development alternatives.



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