

Downtown Master Plan Georgetown, Texas

Services:

- Downtown Master Plan
- Wayfinding system

Client:

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City of Georgetown

Date: 2003, 2013 Update



Proposed gateway concept.



The Town Square conveys a distinct identity in downtown Georgetown.

Georgetown is a community of more than 30,000 people located 26 miles north of Austin. Known for its rich history, Georgetown has over 180 homes and buildings listed on the National Register of Historic Places. It was the recipient of the Great American Main Street Award in 1997, the first Texas city ever so recognized.

The City engaged in a planning process with Winter & Company to identify ways in which the downtown as a whole can be seen as a successful pedestrian-oriented regional center for shopping, dining, entertainment, work, and living. The plan analyzed both physical and commercial/economic visions for Georgetown. All of the recommendations in the plan are designed to work together in a cohesive urban design system which will enhance the community.

Winter & Company devised a public participation process that included the general public and a steering committee. A series of special focus groups with property owners, developers and designers provided additional guidance in defining the vision for the plan.

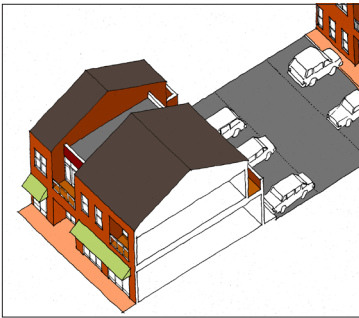
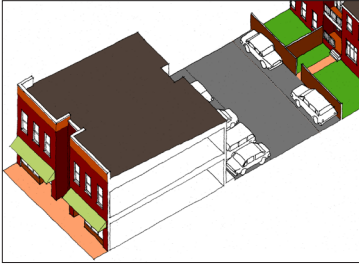
Georgetown's Downtown Master Plan links several key resources and illustrates opportunities for long-range improvements. Special redevelopment sites are also identified. These include rehabilitation of select buildings and construction of compatible new infill.



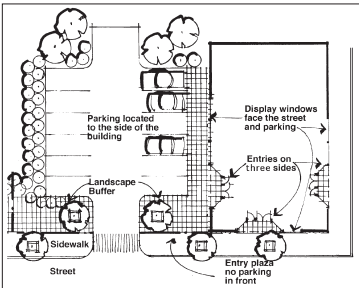
The Downtown Master Plan includes recommendations for circulation, civic facilities, wayfinding, streetscape improvements, parking facilities and appropriate infill.

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Downtown Master Plan Georgetown, Texas (continued)



A series of architectural models were developed in order to show the desired mass and scale of potential infill projects. They also demonstrate the application of traditional design principles for mixed use projects, with buildings defining the street edge.



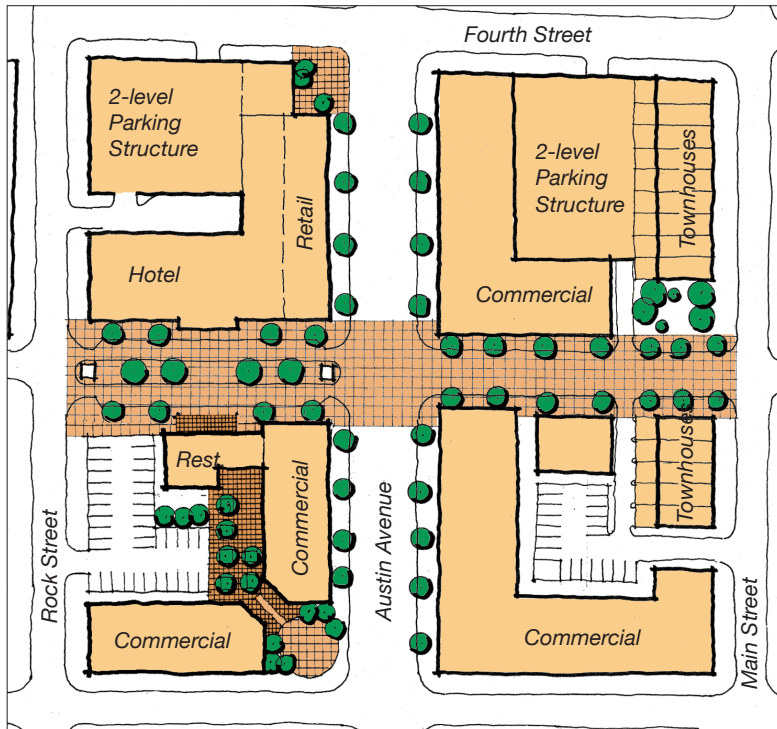
Consider the evolution of the "double-fronted" commercial building that orients itself to both pedestrians walking on a sidewalk and to automobiles with parking and entrances located to the rear.

Entry corridors into Georgetown are highlighted with a special wayfinding system of streetscape elements and custom-designed signs.

Winter & Company is currently working with the city on an update to the 2003 plan.



New medical offices building, constructed on the site of a former automobile dealership, is consistent with illustrative proposals in the downtown plan.



Draeger Property Opportunity Site — Scenario A

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Downtown Master Plan Georgetown, Texas (continued)



The wayfinding system incorporates a custom-designed graphics system that highlights the different land use Character Areas of downtown Georgetown.



The Civic Center opportunity site lies along West 8th Street and is framed by Rock Street on the east and Martin Luther King Boulevard on the west. It is envisioned as a new civic center for city government and related services.

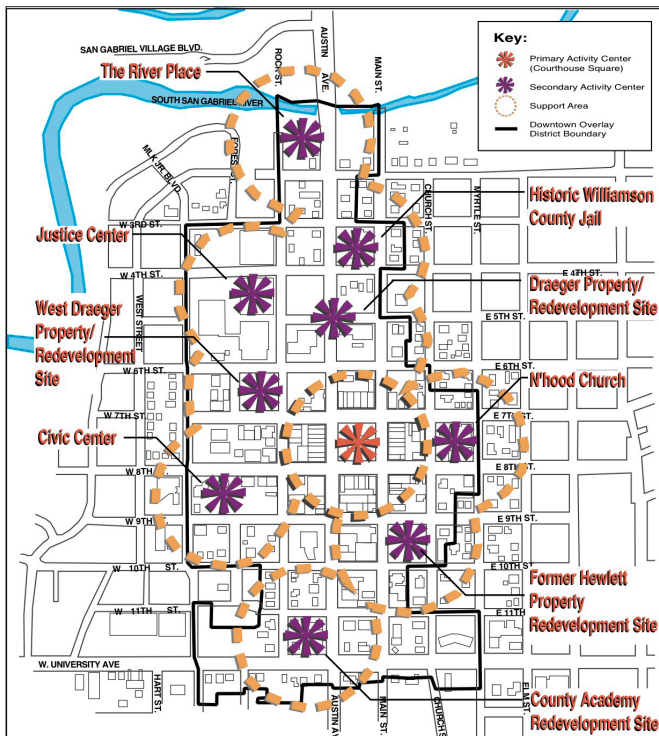


Before: Library site



After: The public library was constructed in 2007.

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Walkability analysis

