

**Community Vision**  
**for**  
**University & Austin Avenue**  
**Downtown Corridors**

**Georgetown Neighborhood Alliance**

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February 7, 2021

Rachael Jonrowe  
Georgetown City Council, District 6  
808 Martin Luther King, Jr., St.  
Georgetown, Texas 78626

Dear Council Member Jonrowe,

The Georgetown Neighborhood Alliance (GNA) is proud to submit the University and Austin Avenue Corridors Study. We appreciate your request to explore the future of these important Mobility Corridors.

The Study provides realistic recommendations of how the University and Austin Avenue corridors can be transformed into Complete Streets that safely and effectively support pedestrians, cars, bicycles, and other modes of transportation.

GNA has documented the process and methodology used to complete this report in Section 1 – Scope and Process. GNA hopes this section can be used as a template for other neighborhoods around Georgetown.

Our volunteer team of 9 talented Georgetown residents was led by Larry Olson. The team interviewed 26 downtown business owners, corridor residents, and Southwestern University faculty and students. They also published an online Community Survey that garnered 182 participants.

Again, we thank you for this opportunity to serve Georgetown and support our neighborhoods.

Sincerely,

The Georgetown Neighborhood Alliance



The Georgetown Neighborhood Alliance (GNA) was asked by District 6 City Council Member Rachael Jonrowe to develop a community vision to maximize the mobility potential of University & Austin Avenues Downtown Corridors. The University & Austin Avenues Downtown Corridor Study aligns with GNA's mission to *"support and enhance the quality and character of the city's neighborhoods and community life by influencing how and where we grow"*.

GNA's Community Vision Study (the Study) synthesized conceptual ideas and designs, resulting in realistic recommendations to make the University and Austin Avenue corridors a facilitator, not a barrier, to the development of unique community passages intersecting the heart of Georgetown. The goals of the Study are to increase walkability, traffic calming, and most importantly, community support for our local businesses.

GNA was been asked by a number of other Georgetown neighborhoods, outside of Old Town and Downtown, to develop a shareable template that they could use to develop their own community visions. This Study, especially the section on "Scope and Process", will hopefully provide that community resource.

GNA used volunteers and local contributions to cover all expenses associated with the Study. No City funds were requested or used.

### **Community-Driven Approach**

GNA relied heavily on the input, ideas, challenges, and suggestions from our one-on-one community interviews and the online Community Survey. This input drove GNA's research and recommendations. Georgetown's community input laid the groundwork for the direction of this Study.

Section 8 - Appendix includes the actual written comments received from our Survey. GNA felt it was vital to not only use summarized Community Survey input in this Study, but to document all written comments from the community to ensure the final Study was open and transparent.

### **Realistic Recommendations.**

GNA worked hard to ensure the recommendations made in this Study are realistic and doable. Making unreasonable and cost prohibitive recommendations would be a waste of time and rightfully dismissed by City leadership.

Our recommendations range from quick, low-cost enhancements to staggered, long-term investments in our future.



#### Shared Research

During the research phase, GNA researched documents, reports and case studies that proved to be a significant resource in producing this Study. We have included these documents in Section 7. Attachments, and we encourage the community to explore them.

#### GNA Report: University and Austin Avenue Downtown Corridor Study

The report is divided in to 8 sections. The following is a high-level synopsis of each Section.

Section 1 – Scope and Process, A Community Template. In this section, GNA documents the scope of the Study and the process and methodology used to complete the Study and finalize our report. This process can serve as a template for other Georgetown neighborhoods. GNA is willing to guide other neighborhoods in developing their own community studies.

Section 2 – Pedestrian Crosswalks. GNA documents several proven solutions to improve pedestrian safety at Corridor crosswalks, including the key design factor of increasing the visibility of the crosswalks to motorist. GNA provides several low-cost recommendations to improve existing crosswalks and lay out best practices for future crosswalks.

Section 3 – Innovative Transportation Solutions. GNA researched Intelligent Transportation Systems, Smart City Strategies and Active Traffic Managements concepts. GNA's recommendations focused on developing a vision and direction in the use and implementation of these new smart applications.

Section 4 – Complete Streets. This section Roadway Design case studies and best practices and introduced the proven strategy of implementing Complete Street policies. According to Secretary Pete Buttigieg, US Department of Transportation, we need to *“make sure anytime we're doing a street design that it enables cars, and bicycles, and pedestrians and any other modes — and businesses — to co-exist in a positive way, and we should be putting funding behind that.”* GNA's recommendations based on a proven framework that can enhance the livability and economic vitality of the Corridors.

Section 5 – Downtown Georgetown, An Urban Village. In this section, GNA takes ideas for the future of Downtown from discussions during our community Interviews and creates a vision of how our Corridors can be transformed into making Downtown Georgetown a vibrant Urban Village.



Sections 6 – Consolidated List of Recommendations. GNA documents all the recommendations made in Sections 2-5.

Section 7 – Attachments. We have documented GNA's research, case studies, and best practices used in creating this report.

Section 8 – Appendix. This section includes the questions and participant list of our community Interviews. It also includes the online Community Survey Report.

### **GNA Project Team**

GNA would like to recognize the efforts of all the community volunteers who worked on the Study during the Covid 19 Pandemic. Their time, input and knowledge was key to producing the Community Vision for the University & Austin Avenue Downtown Corridors.

#### **Project Team Members**

Jud Harris  
Glenn Holzer  
Ross Hunter  
Pam Mitchell  
Anna W. McAuley  
Larry Olson  
Ann Seaman  
Michael Spano  
Christina Woodall

The Community Vision Study is now available to the public on the GNA website at [www.alliancegeorgetown.org/corridor-report/](http://www.alliancegeorgetown.org/corridor-report/)



1. Scope and Process, a Community Template
  - The Scope
  - The Process
2. Pedestrian Crosswalks
  - Community Input
  - Research
  - Recommendations
3. Innovative Transportation Solutions
  - Community Input
  - Research
  - Recommendations
4. Complete Streets
  - Community Input
  - Research
    - Complete Streets Mobility Tools
    - Existing Traffic Impact on Secondary Residential Streets
    - Local Roadway Infrastructure Projects
  - Recommendations
5. Downtown Georgetown, An Urban Village
  - Community Input
  - Research
    - Corridor Transformation
    - Downtown Mobility
    - Downtown Parking
  - Recommendations
6. Consolidated List of Recommendations
  - Pedestrian Crosswalks
  - Innovative Transportation Solutions
  - Complete Streets
  - Downtown Georgetown, An Urban Village
7. Attachments
  - Research Case Studies and Documentation
8. Appendix
  - Corridor One-on-One Zoom Interviews
  - Online Community Survey Report