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WILLIAMS DRIVE, GATEWAY AND REDEVELOPMENT MASTER PLAN

The Williams Drive Gateway area occupies about 70 acres along the frontage road of IH-35. The study area is lightly developed, mostly with aging highway-oriented uses such as motels, gas stations, and fast food restaurants. The recent explosive growth in the region has neglected the area, although it forms the key connection between the old downtown area and the strongest area of recent suburban growth.

The redevelopment plan for the area recognizes that the predominant role of the area should be as the "new town" area, serving the local neighborhoods rather than the highway traffic. A new mixed-use Main Street is introduced to improve the congested conditions and the lack of connectivity. The development program focuses on providing new alternatives to housing not currently found in Georgetown, such as townhomes, mid-rise condominiums, and live/work units. The resulting mixed-use, pedestrian friendly environment is oriented away from the highway frontage road, thereby improving the access management and traffic flow.

The success of this project hinged on forming a consensus between the City, the local school district, which had an obsolete 15-acre elementary school in the area, and the Texas Department of Transportation. The development model proposes a public-private partnership with the City making a substantial investment in infrastructure and public parking.