



Land Use Sub-Committee

November 29, 2016
5:00-7:00pm
Planning Commission Office
230 East Main Street

Georgetown-Scott County
Comprehensive Plan Update



Time Line and Work Plan

Nov:

USB and FLU Map

- a. Review Final Draft
- b. Urban Growth Strategies:
 - Residential,
 - Commercial,
 - Neighborhood Centers,
 - Industrial
- c. Urban Growth Policies

Dec:

FLU Map Rural Areas

- a. Rural Residential Areas
- b. FLU Map recommendations

Jan:

Public Presentation of USB and FLU Map and policy text

- a. Densities and Land Use categories
- b. Policies for plan.

Residential Georgetown Statistics

Georgetown: Avg. Residential Density

4366.5 acres of residential zoned and developed land.

13099 dwelling units = Avg. gross density 2.99 du/acre.

Net density 3.8 du/acre

Vacant land planned residential on FLU Map: 3471 acres

Vacant land zoned residential: 1543 acres

Includes: R-1A,B,C: 857.82 acres;

R-2: 577.62 acres;

R-3: 108.44 acres.

Vacant platted lots Oct.2016, City of Georgetown: 517

Current Building Permit rate. 400 du per year.

2015: 335 city/71 county

Approx. 1.5 years of inventory of platted lots.

Residential Development Policy

YELLOW: Residential Areas

Text of plan will guide where higher densities should be permitted.

- A. Define the term Net Density and how it will be applied in development review.
- B. Existing low-density neighborhoods should be protected from major higher-density infill.
- C. Residential Densities should decrease as they transition to the Greenbelt and rural edge, where expansion of the USB is not intended or desired. (Southern Greenbelt, Eastern Boundary, Crumbaugh Road, Lanes Run)
- D. Low-density should be maintained in areas with constrained access or adjacent to environmentally sensitive areas, Elkhorn Creek, steep slopes, floodplain. Biwater Farm and area between US 25 North and the railroad.
- E. Higher Densities most appropriate in neighborhood center areas with good access and should decrease as they transition away from these areas.
- F. medium-density may be appropriate in other areas, with good access if open space and other ammenities, parks and connections can be provided.
- G. Standard Residential development should provide a minimum of 5% usable open space. Residential PUD's should provide a minimum of 10% usable open space.

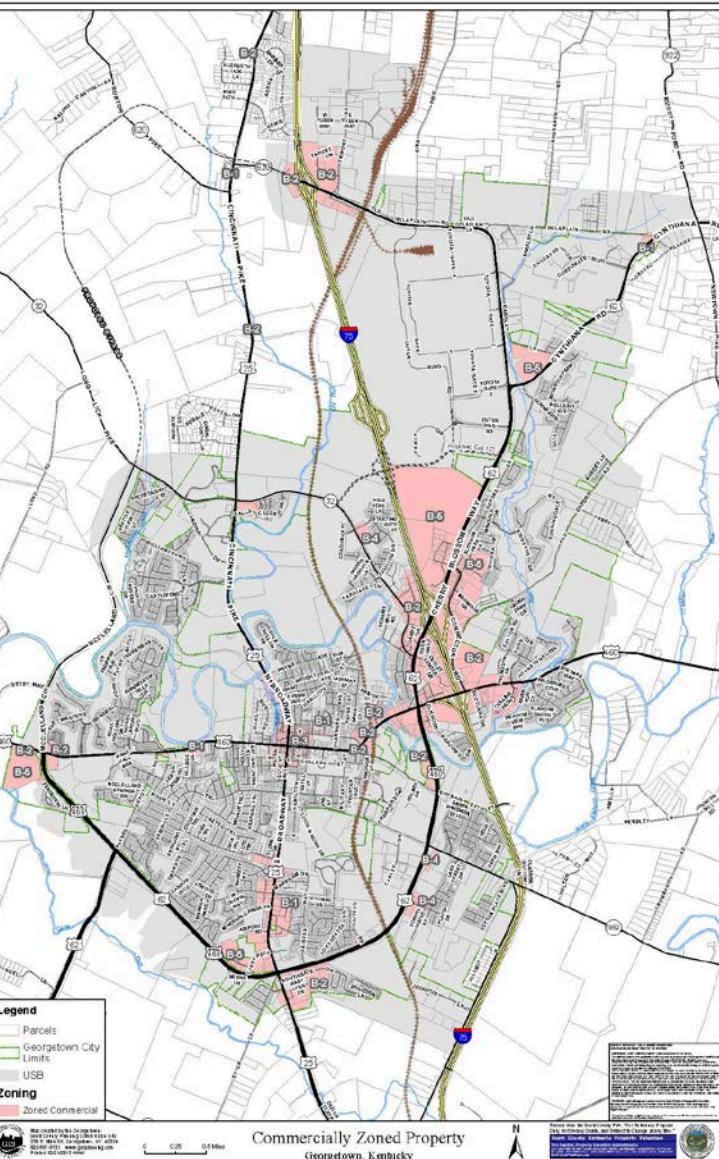
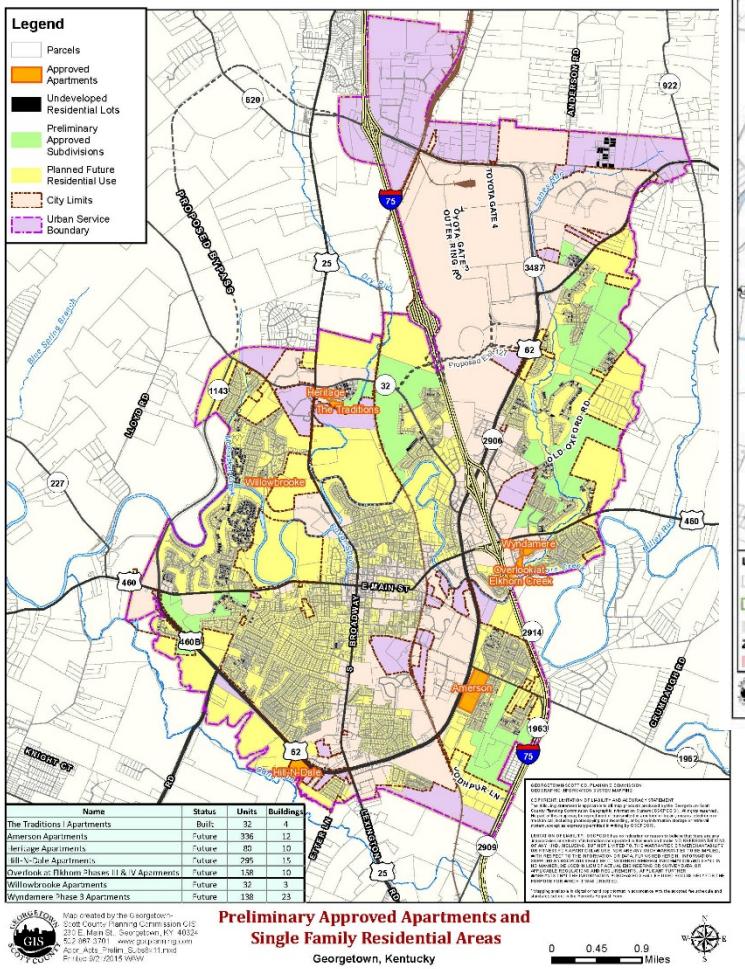
Commercial Land Use and Multi-Family Needs

Abundance of Commercially Zoned and Underutilized Land. 286 ac and over 2 million square feet of potential capacity

Demand For Multi-Family Development. 1000 units approved and planned for construction in next couple of years.

Can we introduce Multi-family into planned and underutilized Commercial areas to help foster walkable places.

Promote density of that improves its surroundings?



Commercial Center Types

Georgetown has many examples of the following Commercial Center types as well as hybrid examples. Many more have been zoned but not yet built because it is clear that from a neighborhood commercial retail perspective Georgetown does not have the household #'s to support the commercial development currently approved.

In addition, in 2015 online retail captured 7.5% of retail sales. In 2016 it was 8.4% and increasing every quarter.

Retail expansion in the US is currently being driven by concepts that don't compete with online retailers, such as food (grocery or restaurant) and service related retail.

Description of Neighborhood Business Districts

Business districts can vary in size and tenant mix, but generally fall within a retail hierarchy used by the shopping center industry. The table below summarizes the characteristics of the traditional types of shopping centers or retail concentrations from the development-oriented perspective of the Urban Land Institute (ULI).

Table 1. Urban Land Institute's Comparison of Retail Center Types

Convenience Shopping Center	
Anchors	Convenience grocery, drug store
Number of Stores	3-20 stores
Total Retail Space	10,000-30,000 square feet
Site Area	1-3 acres
Market Area Population	under 20,000
Market Area Radius	under 2 miles
Neighborhood Shopping Center	
Anchors	Supermarket and Drug Store
Number of Stores	10-40 stores
Total Retail Space	30,000-100,000 square feet
Site Area	1-3 acres
Market Area Population	10,000-30,000 people
Market Area Radius	1-3 miles
Community Shopping Center	
Anchors	Junior department or discount
Number of Stores	25-80 stores
Total Retail Space	100,000-450,000 square feet
Site Area	10-30 acres
Market Area Population	30,000-75,000 people
Market Area Radius	3-8 miles
Regional Shopping Center	
Anchors	1 or 2 full-line department stores
Number of Stores	50-100 stores
Total Retail Space	300,000-750,000 square feet
Site Area	30-50 acres
Market Area Population	100,000-250,000 people
Market Area Radius	8-15 miles
Super-Regional Shopping Center	
Anchors	3 or more full-line department stores
Number of Stores	100-300 stores
Total Retail Space	600,000-2,000,000 square feet
Site Area	40-100 acres
Market Area Population	250,000-600,000 people
Market Area Radius	12-50 miles

Commercial Areas

The average household can support 72 square feet of retail development. Of the 72 square feet per household, forty square feet are in retail categories that are found in neighborhood centers.

Table 2. Supportable Square Feet of Retail per Household

Store Type	Supportable Sq. Ft. Per Household	% Nbd.	Neighborhood Sq. Ft. Per Household
Building Material	2.6	0.0%	-
Hardware	0.5	5.0%	0.0
Department/Variety	13.4	0.0%	-
Food/Grocery	11.6	45.0%	5.2
Auto supply	2.6	5.0%	0.1
Gas Stations	5.5	0.0%	-
Apparel	4.5	17.5%	0.8
Shoe	1.3	17.5%	0.2
Furniture	3.5	5.0%	0.2
Home furnishings	1.6	5.0%	0.1
Appliance	0.5	5.0%	0.0
Radio/TV/Computer/Music	2.3	5.0%	0.1
Eating Places	12.4	45.0%	5.6
Drinking Places	1.5	45.0%	0.7
Drug	3.1	45.0%	1.4
Sporting Goods	1.4	5.0%	0.1
Book	1.0	17.5%	0.2
Hobby/Toy	1.0	17.5%	0.2
Gift	1.0	17.5%	0.2
Flower	0.5	17.5%	0.1
Total	71.8		15.1

Source: Center for Economic Development, University of Wisconsin Extension and Property Counselors

Commercial Areas

However, 15 square feet per household represents a more realistic level of sales that a neighborhood center can capture due to much of the retail market demand would be picked up in larger retail centers. Using a factor of 15 square feet of neighborhood business per household, the necessary number of households to support a Neighborhood business district would be:

	Retail (square feet)	Required Households
Corner grocery	15,000	1,000
Small neighborhood business district	30,000	2,000
Large neighborhood business district	50,000	3,300

Commercial Development Statistics

- Georgetown had 13,074 households in 2015.
- Scott County had 20,767 households in 2015
- If the average household can support **72 square feet** of retail, there should be support for **1,495,224 square feet** of retail in Scott County and **941,328 square feet** in Georgetown.
- Georgetown currently has 1064 acres of commercial zoned land outside of downtown and approximately **2,100,000 square feet** of retail buildings. Occupancy rate is not certain but likely less than 80%.
- Because of Georgetown's good access to two interstate highways and a high number of employees who work in the county but reside outside the county, and the higher per capita income, Georgetown can support a higher then average amount of retail.

Neighborhood Centers (Mixed Use)

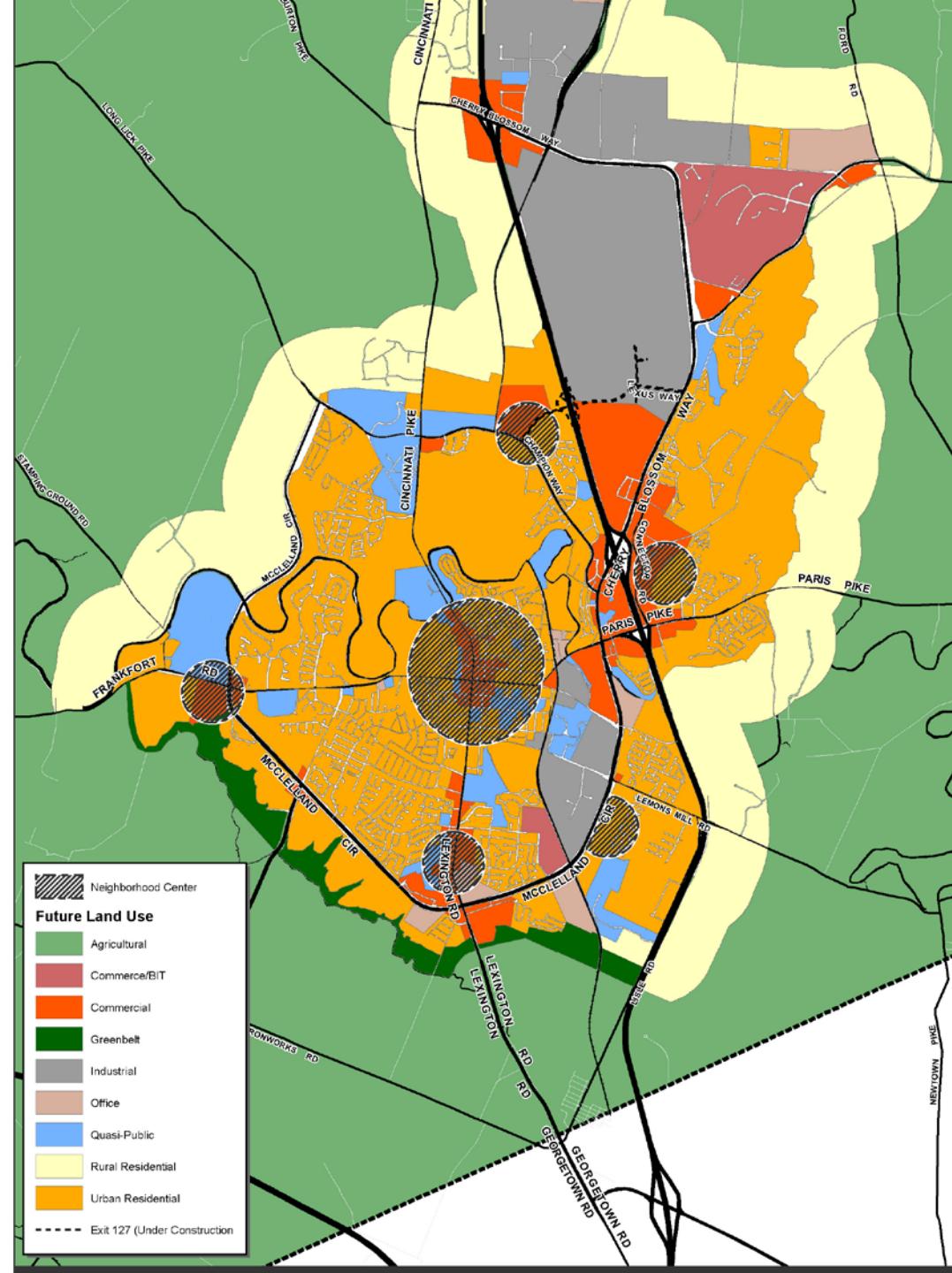
Overlay: Mixed Use Neighborhood Centers.

Appropriate for Mixed Used Commercial Retail/Office/Residential appropriately scaled and integrated into surrounding neighborhoods and streets.

These areas are more appropriate for higher density. Allow density Bonuses with pedestrian-oriented development, parks, civic uses, trail and sidewalk linkages.

These nodes are scaled to fit the pedestrian shed at $\frac{1}{4}$ mile radius. This distance has been shown to be the general distance an individual can comfortable walk in 5-10 minutes and a distance most people are willing to walk to access transit or community uses.

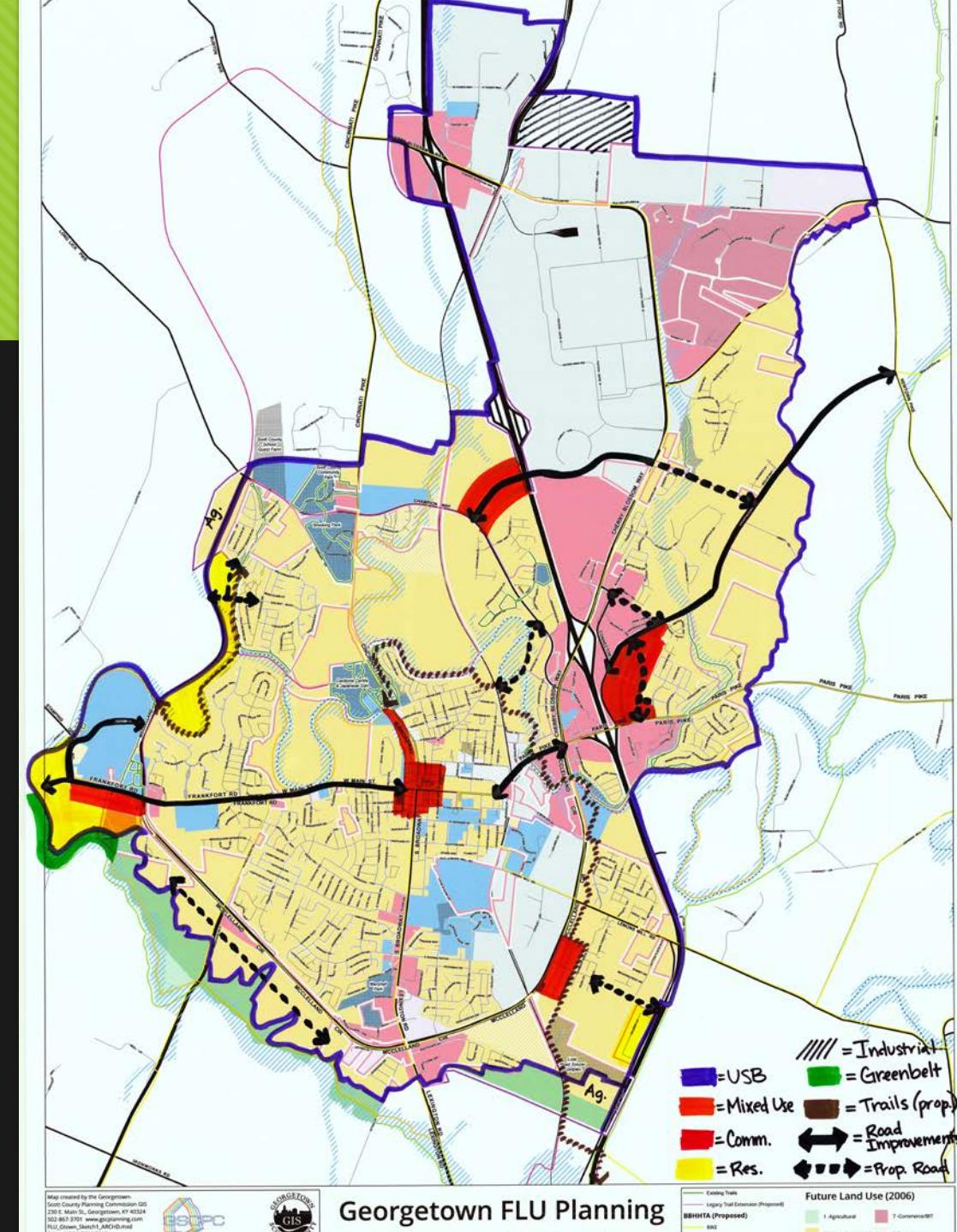
Increased this area slightly downtown to the edge of the existing walk shed due to the high quality of the built environment in the historic center of town.



Previous Draft FLUMap

Orange: Mixed Use Areas

These areas are planned for higher intensity generally highway auto-oriented commercial development.



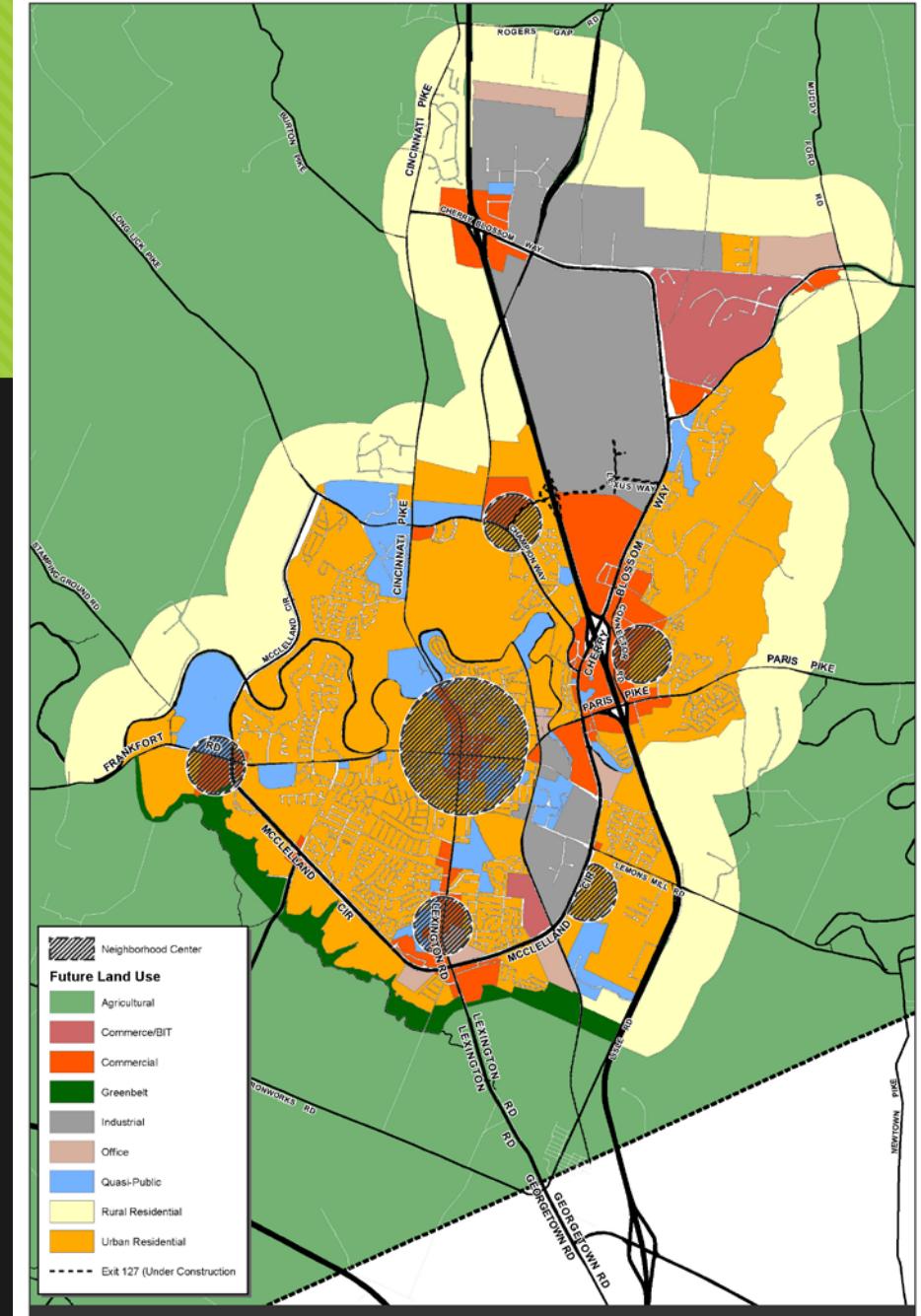
FLU Map (current draft)

FLU Base Map:

Still retain Base Map along with Policy Guidance. But identify more generally Neighborhood Centers in the location where future concentrated, walkable mixed use development should be encouraged or required. This can be refined with future small area studies that will provide recommendations on future development mix.

Supplemental Maps:

- A. More detailed Transportation Master Plan
- B. Community Facilities Master Plan
- C. Parks, Greenways and Trails Master Plan.

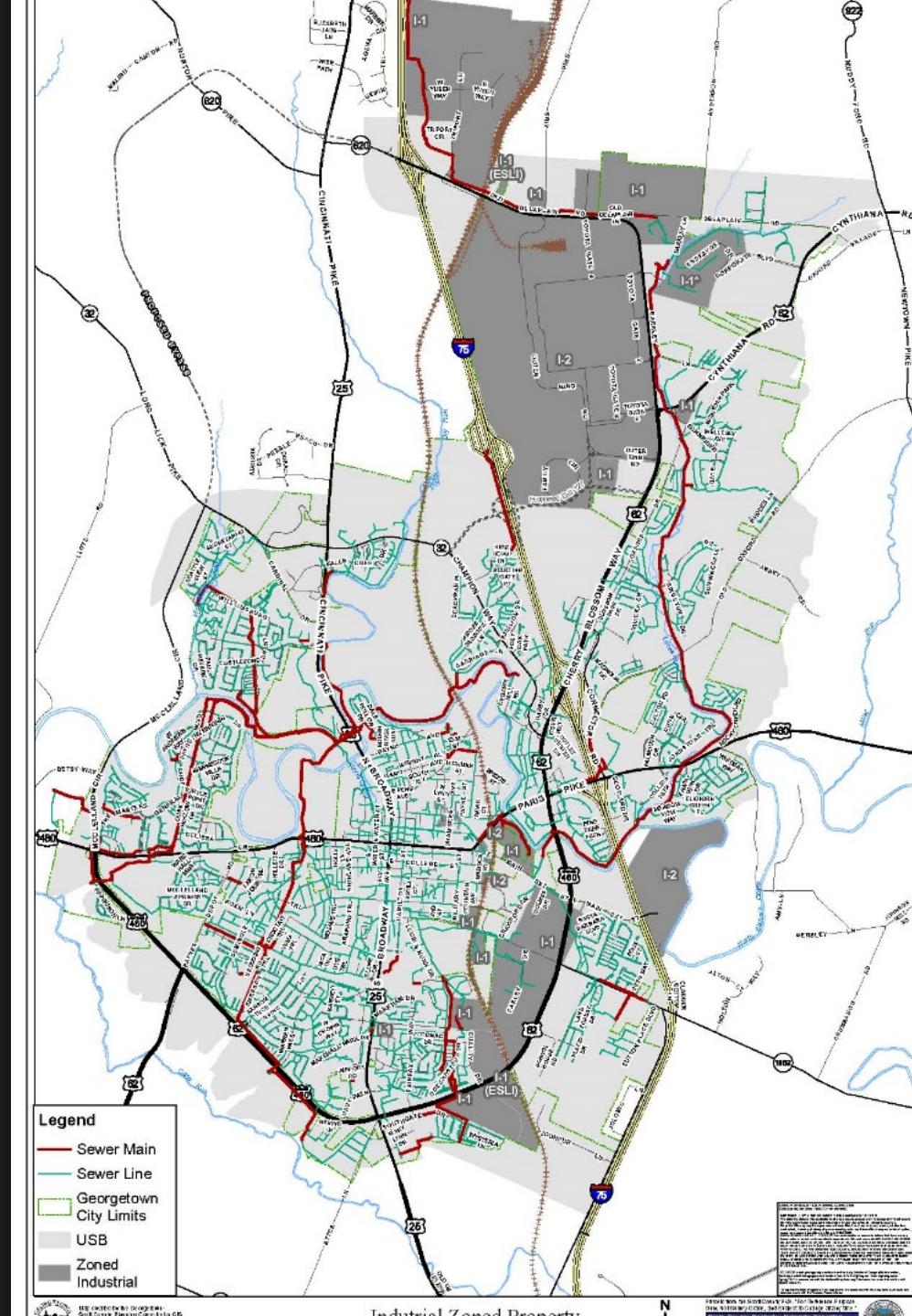


Georgetown Neighborhood Centers (Proposed)

Industrial Land Use

Adequate Supply of Land Planned for Industrial Uses.

Infrastructure upgrades needed to northern Industrial areas and Lanes Run Business Park.



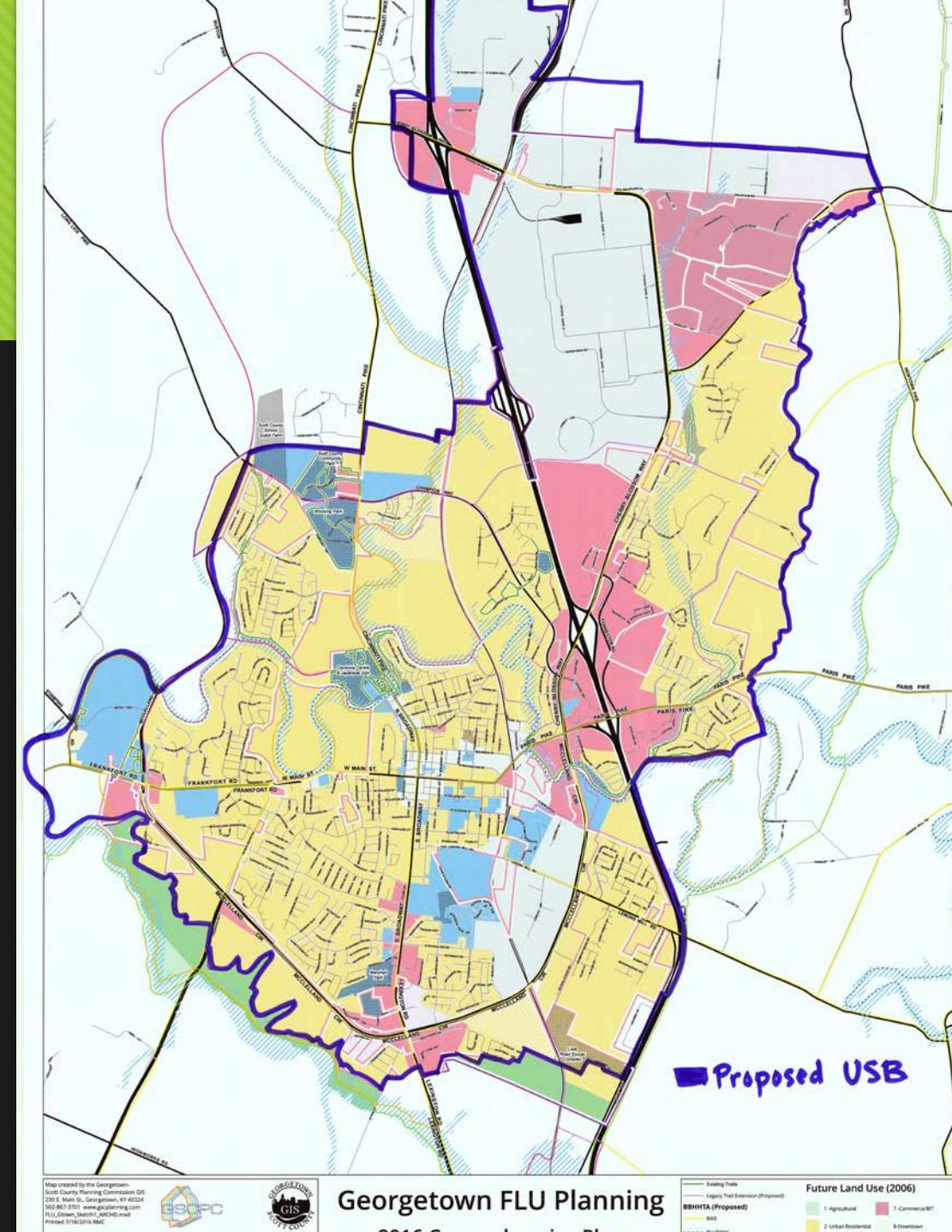
USB Modifications

South: Support Greenbelt Concept.

- A. Add policy on modifying proposed greenbelt buffer as property is zoned. Residential should transition to Lower-density at Greenbelt.
- B. Extend Greenbelt across US 25 following US 25 Study recommendation.
- C. Show Greenbelt outside USB, Risk Farm to I-75.

East: Protect Rural Communities.

- A. Maintain USB at eastern edge of Lanes Run watershed with minor modifications to follow parcel lines.
- B. Include Cassidy Heights subdivision to allow access to sewer for subdivision and maintain line at I-75 in area.



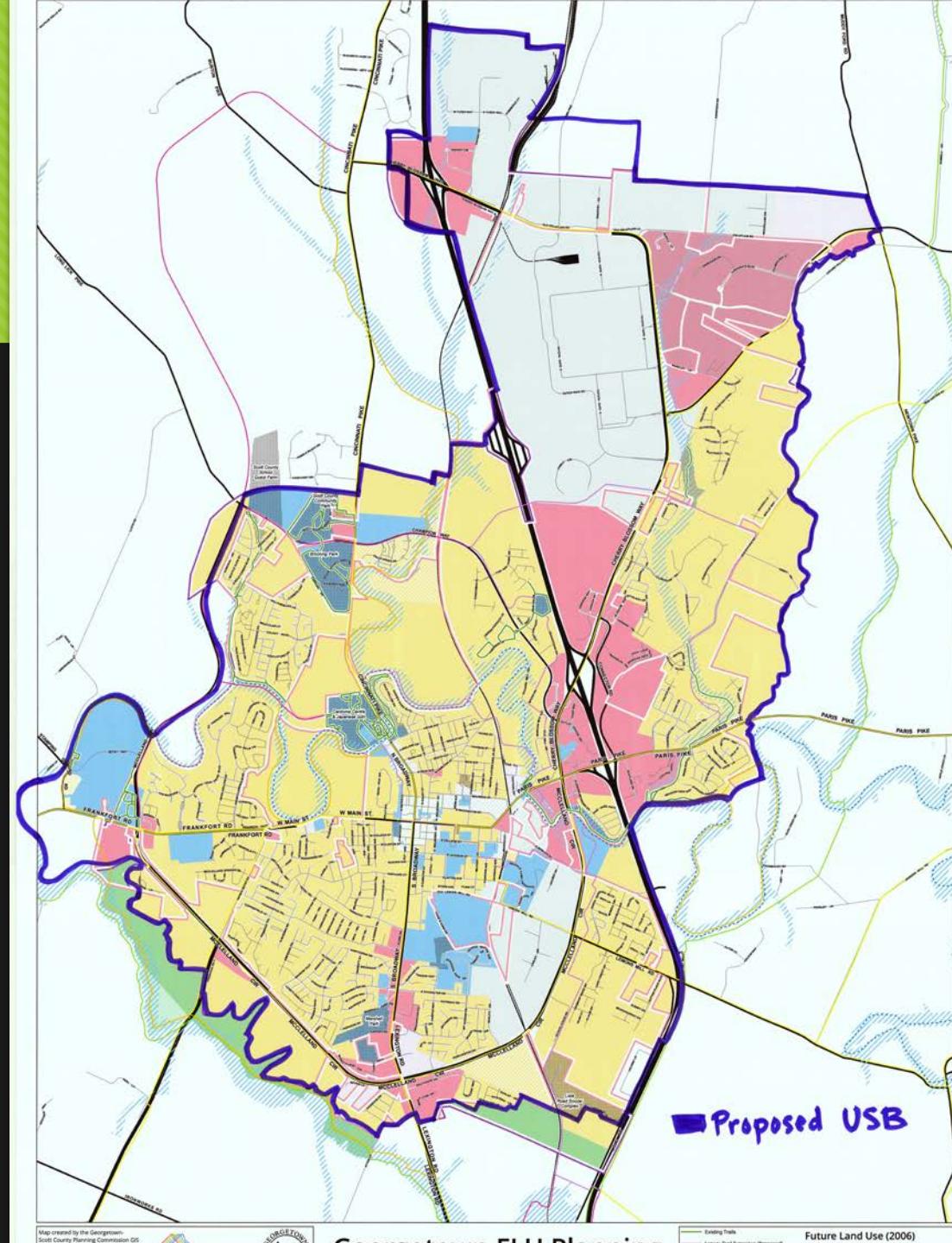
USB Modifications

North: Promote Industrial Consolidation.

- A. Extend USB to parcel boundaries behind Industry Road and behind Triport/Toyota Tsusho property.
- B. Recommend road and sewer improvements and area-wide annexation of Triport Industrial area. Simms and Industry Roads could be looped and improved. Delaplain area needs to be redeveloped for additional trucking/warehousing Industrial land not appropriate for Lanes Run Industrial Park.
- C. Modify boundary to remove PACE Conservation Farm and follow parcel boundaries west of exit 129.

West: Road Improvements

- A. Include inside bypass. Remove strip outside bypass.
- B. Extend Greenbelt. Include area inside Elkhorn/Cane Run convergence.



USB Modifications Georgetown

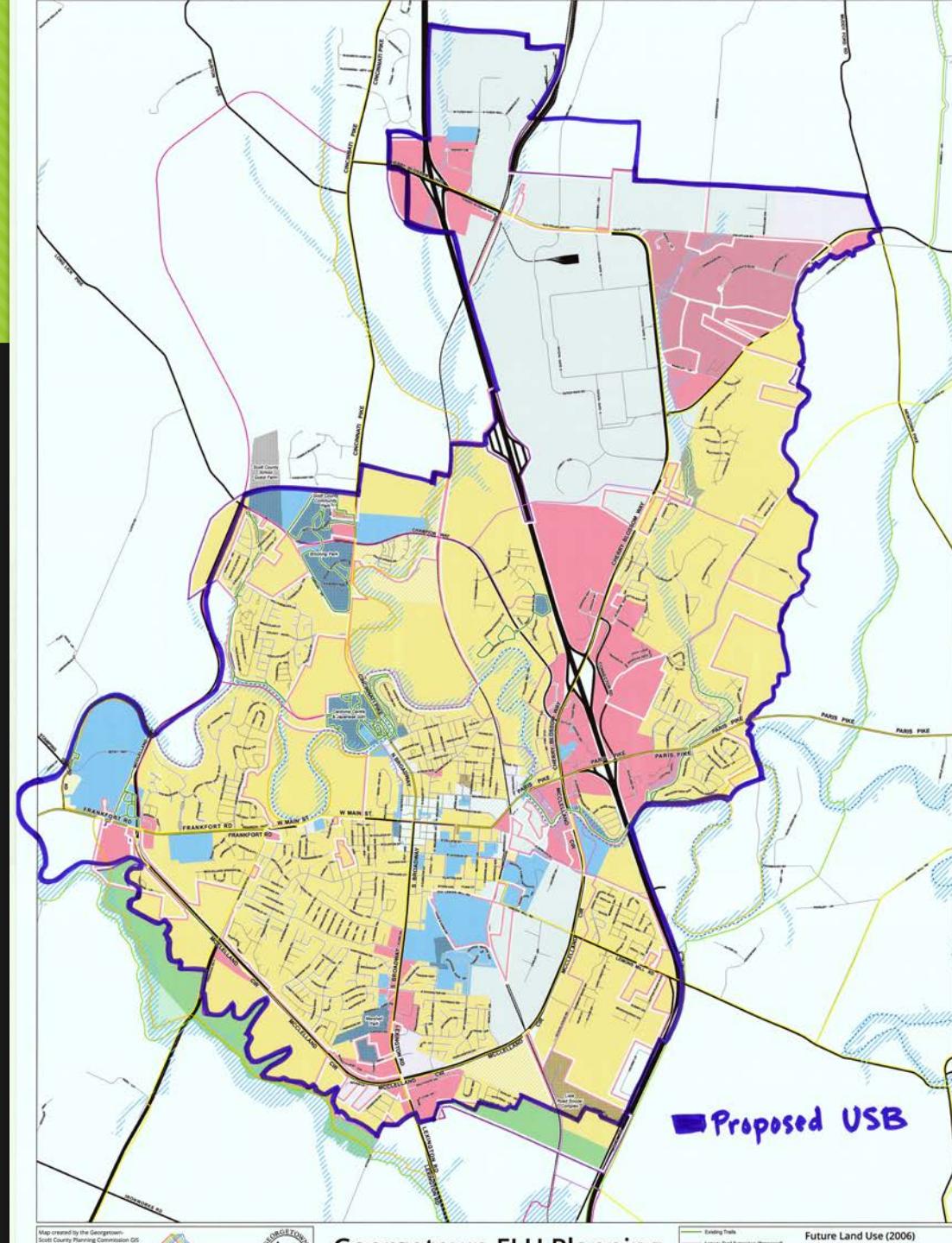
Current USB Boundary 15,003.01 acres
Proposed USB Boundary 15,825.58 acres

FLU Designation changes:

Overall + 822.57 acres
Urban Residential + _____ acres
Commercial + _____ acres
Industrial + _____ acres

Georgetown USB: 15,825.58 acres
Georgetown City Limits: 11,025.46 acres
Unannexed Land in USB: 3,977.61 acres

Total Undeveloped land within USB: 7,231.36 acres
Zoned and Used Agricultural: 4,175.04 acres
Total undeveloped land zoned other: 3,056.32 acres



Georgetown USB Statistics

Undeveloped Land – Georgetown

Zones	Total Ac.	Undeveloped Ac.
B-1-5	1664.68	792.20
R-1-3	5910.20	1544.20
I and BP-1	2809.41	422.11
P-1	167.13	29.41

Existing Georgetown Average residential density
2.88 dwelling units/acre

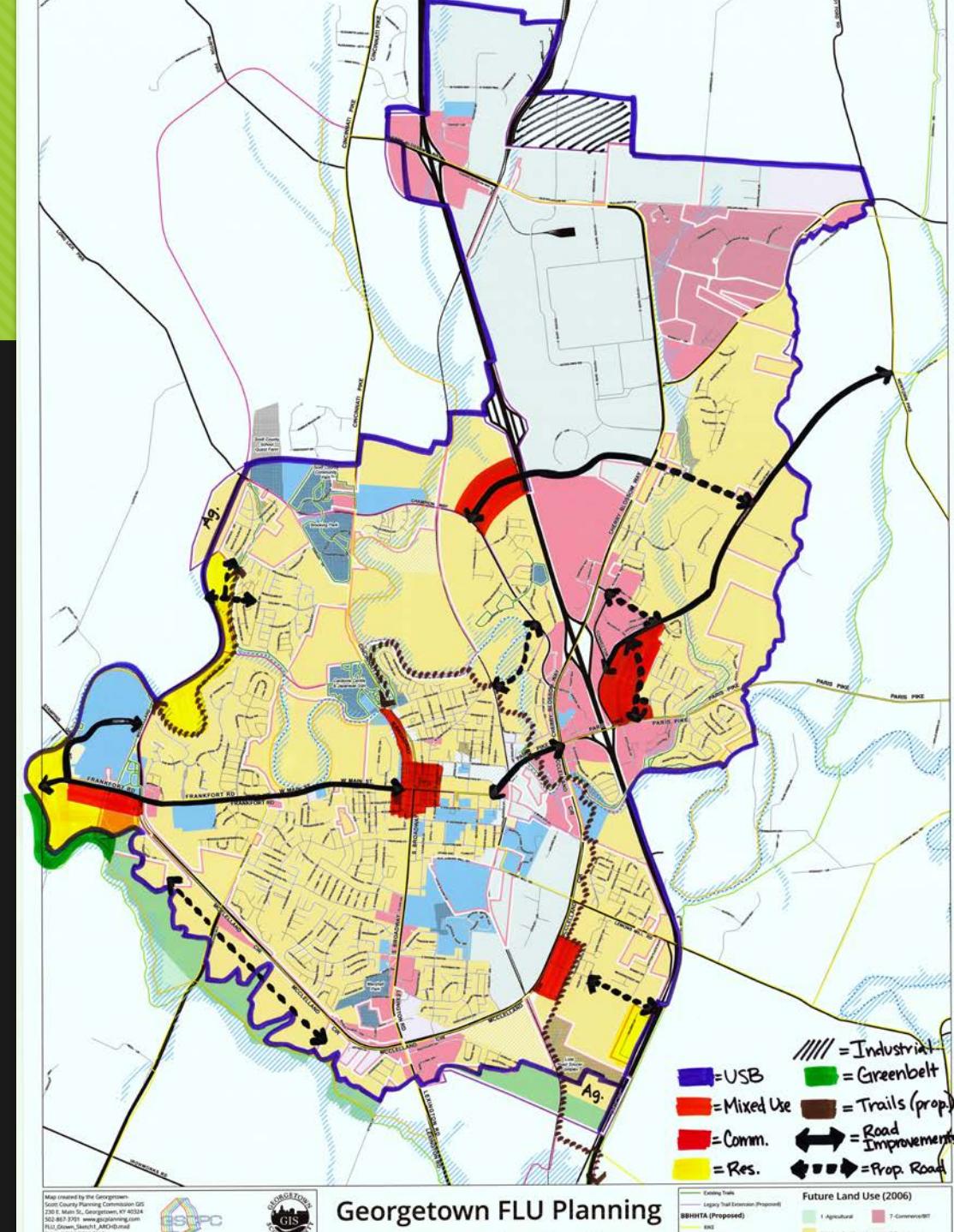
FLU Map (last draft)

FLU Base Map:

Base Map along with Policy Guidance and/or future small area studies will provide recommendations on future development.

Supplemental Maps:

- More detailed Transportation Master Plan
- Community Facilities Master Plan
- Parks, Greenways and Trails Master Plan.



What happens next?

Next Sub-Committee Meeting

- **Monday, December 19th (?)**
- 5:00-7:00pm
- Planning Commission Office,
230 East Main Street