

Appendix O: Gateways

Existing Conditions

This appendix includes a profile of existing conditions for each of the follow gateway segments:

Downtown Gateway Corridors

- Interstate 35
- State Highway 195
- State Spur 158 (Far North Austin Avenue)
- State Highway 130

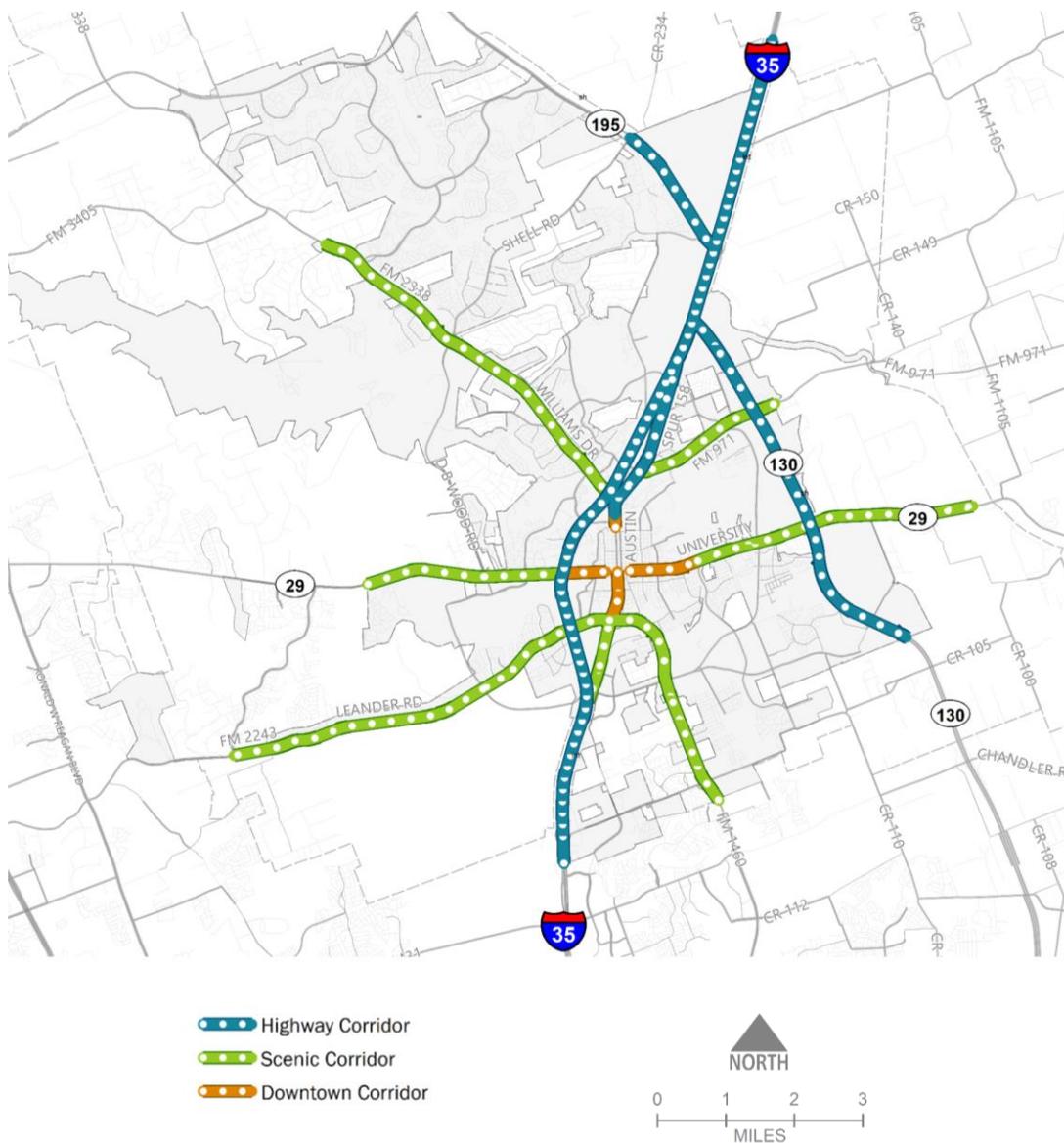
Scenic Gateway Corridors

- F.M. 2243 (Leander Road)
- State Highway 29 (Far East)
- State Highway 29 (Far West)
- State Spur 26 (Far South Austin Avenue)
- F.M. 2338 (Williams Drive)
- F.M. 971
- F.M. 1460

Downtown Gateway Corridors

- South Austin Ave
- North Austin Ave
- State Highway 29 (East)
- State Highway 29 (West)

Figure 96. Existing Gateway Corridors



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Existing Land Use and Zoning within the Gateway Corridors

| Existing Land Use | Acreage within Gateway Overlay | Total Acreage in City Limits | % in Gateway |
|-------------------------------|--------------------------------|------------------------------|--------------|
| Office/Retail/ Commercial | 821.6 | 1140.7 | 72% |
| Townhome | 10.6 | 14.8 | 72% |
| Single Family | 664.1 | 969.6 | 68% |
| Manufactured Homes | 22.7 | 35.1 | 65% |
| Two-Family (Duplex) | 32.8 | 51.5 | 64% |
| Light Industrial | 79.5 | 155.8 | 51% |
| Private Recreation | 40.6 | 93.1 | 44% |
| Public/Semi-Public | 394.3 | 955.3 | 41% |
| Multi-Family | 69.2 | 186.5 | 37% |
| Parks and Open Space | 109.1 | 388.9 | 28% |
| Vacant | 2689.4 | 10817.8 | 25% |
| Heavy Industrial | 161.6 | 734.4 | 22% |
| Agriculture/Rural Residential | 131.8 | 1140.5 | 12% |

| Zoning Designation | Acreage within Gateway Overlay | Total Acreage in City Limits | % in Gateway |
|---------------------------|--------------------------------|------------------------------|--------------|
| Manufactured Housing | 44.3 | 82.1 | 54% |
| Local Commercial | 509.6 | 1082.2 | 47% |
| General Commercial | 791.6 | 1681.4 | 47% |
| Neighborhood Commercial | 7.2 | 21.4 | 34% |
| Office | 41.9 | 129.2 | 32% |
| Townhouse | 8.7 | 27.6 | 32% |
| Two Family | 18.4 | 88.1 | 21% |
| Industrial | 244.4 | 1267.8 | 19% |
| Agriculture | 1192.9 | 10495.7 | 11% |
| High-Density Multifamily | 66 | 676.3 | 10% |
| Public Facility | 116.3 | 1473.4 | 8% |
| Business Park | 13.4 | 252.5 | 5% |
| Residential Single-Family | 822.7 | 15719.8 | 5% |
| Low-Density Multifamily | 9.1 | 181.8 | 5% |
| Mixed Use Downtown | 0.04 | 69 | 0% |

Downtown Gateway Corridors

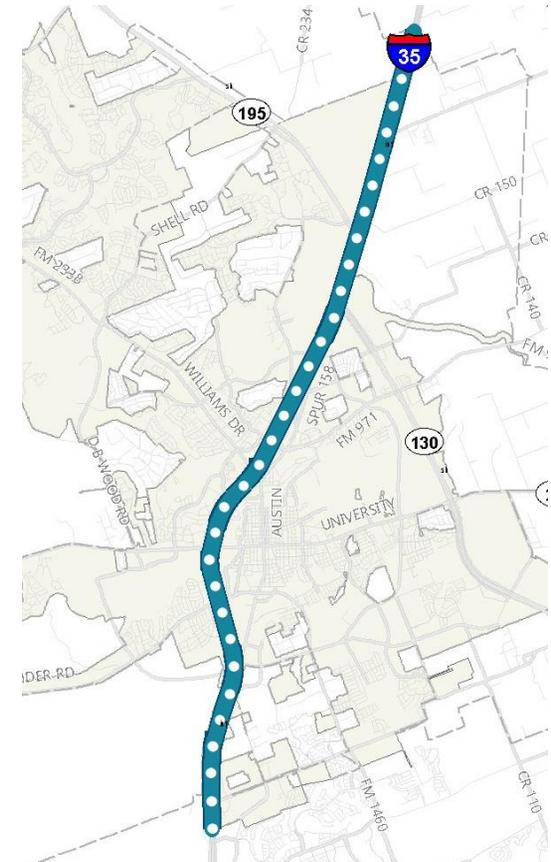
Interstate 35

Interstate 35 is the only interstate highway passing through the City of Georgetown. Extending roughly 12 miles, I-35 is the largest roadway in the City, comprised of three lanes with frontage roads. The entirety of I-35 within City limits is classified as a Highway Gateway.

Since I-35 carries a large volume of traffic at high speeds, much of the development along the highway includes big box retailers, fast-food restaurants, and hotels. These businesses frequently use tall pole signs to successfully grab the attention of individuals traveling on the roadway.

The landscaping associated with the highway is limited in certain areas; on the periphery of the City, wide, expansive views dominate the streetscape. Traveling into more developed areas, trees and smaller vegetation screen large parking lots from vehicular traffic.

A large masonry entryway sign is located on the southern City limits, but a similar sign does not exist at the northern City limits.



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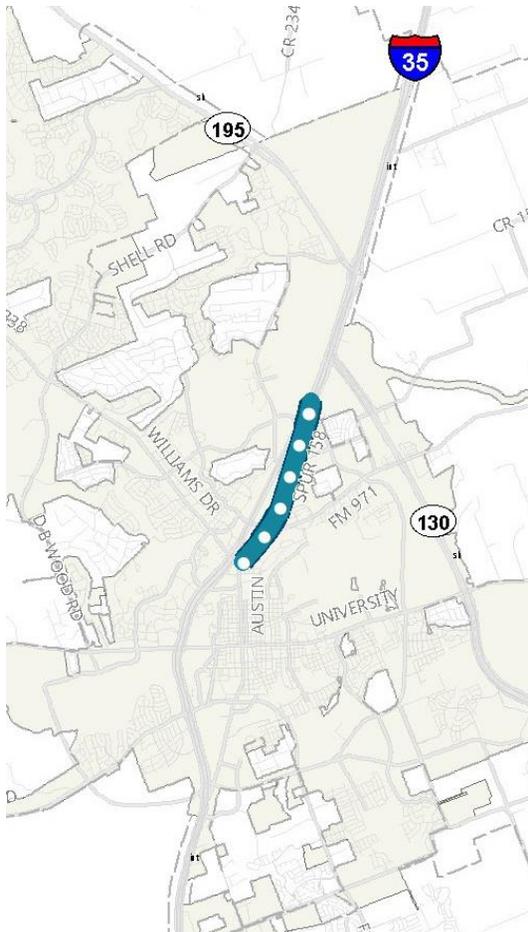
State Highway 195

Located in the northwestern portion of the City, the segment of State Highway 195 designated as a Highway Gateway generally begins at Shell Road, ending at the intersection of I-35. Totalling about two miles in length, this segment of roadway is comprised of four lanes with a grassy median of 50 feet in most areas.

SH 195 contains minimal commercial use within City limits, giving this segment of roadway an expansive, rural feel; however, where development does exist, landscaping has been implemented in the form of small trees and vegetation to shield parking lots from vehicular traffic. Pole signs are common along the corridor to accommodate traffic moving at high speeds.

Currently, there are no distinctive gateways or branding markers along this image corridor.





State Spur 158 (Far North Austin Avenue)

The portion of State Spur 158 designated as a Highway Gateway parallels I-35 between Williams Drive and Lakeway Drive. This segment, roughly two miles in length, contains two lanes on either side and a central turn lane.

This corridor includes a wide range of land use types, including a high school, community recreational center, and apartments.

A sidewalk is located on the east side of the roadway to accommodate pedestrian activity generated by the high school. The sidewalk is lined with trees and smaller vegetation.

Traffic lights are located on the roadway at key intersections, breaking up the expansive views evident in other Highway Gateway segments. Signage is mostly in the form of attached wall signs (i.e., signs located on the façades of buildings).

Currently, there are no distinctive gateways or branding markers along this image corridor.

Landscaping and a sidewalk separate many adjacent businesses from State Spur 158



Recreational amenities exist adjacent to much of State Spur 158



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State Highway 130

Located in the eastern portion of Georgetown, the segment of State Highway 130 that is considered a Highway Gateway is roughly one mile in length. The segment travels southeast from I-35 to the intersection of F.M. 971. This roadway is generally composed of four lanes with a 120-foot grassy median.

Signage within this image corridor is non-existent; except for an RV park, no businesses are located adjacent to this portion of SH 130. Furthermore, given the large median size and lack of development, views are rural and expansive in nature, with little evidence of added landscaping throughout.

Currently, there are no distinctive gateways or branding markers along this image corridor.



Scenic Gateway Corridors

F.M. 2243 (Leander Road)

Extending about 5 miles, the part of F.M. 2243 designated as a Scenic/Natural Gateway is located in the southwestern portion of the City. Beginning at the City limit boundary on F.M. 2243, the image corridor extends eastward, crossing I-35 and ending at the intersection of South Austin Avenue. F.M. 2243 begins as one lane each direction with a central turn lane. As the roadway progresses to the center of the City, lanes are expanded to two lanes each direction.

This portion of F.M. 2243 has seen limited development, particularly at its western extents. This area is primarily used for agricultural purposes and contains fences that back up to the buffer zone of the roadway, lined with clusters of trees. Traveling eastward, the roadway expands with the introduction of single-family homes and commercial development. Schools exist south of the roadway, near I-35.

Traffic lights have been implemented at key intersections along the roadway.

With the existence of homes and schools, sidewalks have been installed within the image corridor. These sidewalks are located consistently around the schools but appear more sporadically along residential and commercial development. Near the school, a drainage gutter separates the sidewalk from the roadway.

Monument signs are utilized by businesses on the roadway.

Currently, there are no distinctive gateways or branding markers along this image corridor.



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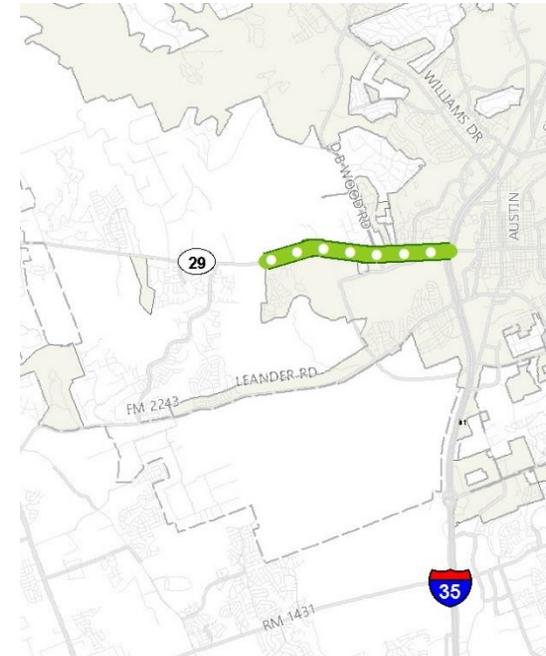
State Highway 29 (Far West University Avenue)

The portion of SH 29 designated as a Scenic/Natural Gateway begins at the intersection of I-35 and SH 29 and proceeds westward until ending at the City limit boundary. This image corridor is about three miles in length and is a four-lane undivided roadway with a central turn lane. Closer to the center of Georgetown, a red-brick median is present, and at certain points an additional lane is added.

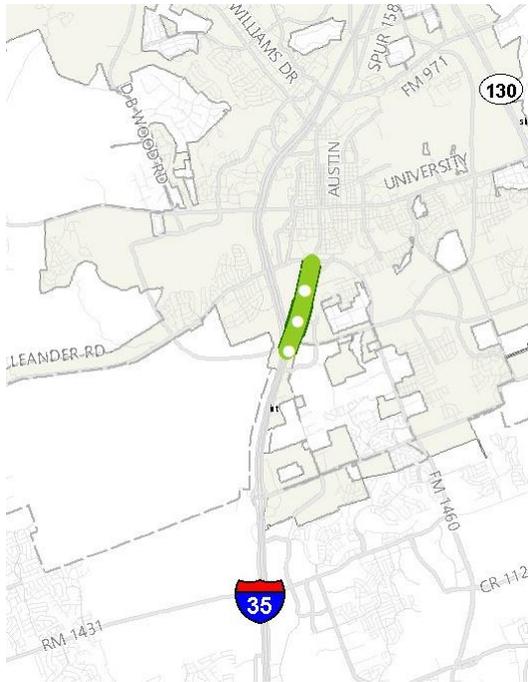
Similar to Leander Road, much of the corridor remains undeveloped. Of the development present, churches and a small number of single-family homes exist. Crossing D.B. Wood Road, big-box retail development begins to emerge to the south of the roadway.

Prior to turning into West University Avenue at the intersection of D.B. Wood Road, fences back up to the buffer zone lined with clusters of trees. As development emerges, the streetscape of the image corridor transforms dramatically. On both sides, exposed sidewalks exist within the landscape buffer. Directly behind these sidewalks is landscaping in the form of large trees and smaller vegetation used to screen large big-box parking lots. Pedestrian islands are incorporated into median designs at signaled intersections.

A monument sign is located at the intersection of D.B. Wood Road and SH 29. This sign is most evident to drivers traveling eastbound into the center of Georgetown. The gateway sign indicates entry into the City of Georgetown, which was established in 1848 and that it is the “home of Southwestern University”. No landscaping is present, but decorative stone has been used in the design of the gateway.



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State Spur 26 (Far South Austin Avenue)

Beginning at the intersection of Southeast Inner Loop and South Austin Avenue, this portion of the roadway is designated as a Scenic Gateway. It is a four-lane undivided roadway with no central median or turn lane.

Land use within the corridor is diverse, including uses such as industrial, retail, park, commercial, hospital, single-family, and multi-family uses exist. At the southern end of the segment, industrial uses are apparent primarily to the east of the roadway. From West 21st Street to West 18th Street, commercial uses become more predominant. Traveling farther north, single-family homes and one apartment complex line the road.

Landscaping differs at different points along the image corridor. At the southern end of the roadway, landscaping is inconsistent, leaving parking lots exposed to vehicular traffic.

Sidewalks are inconsistent from parcel to parcel. Traveling north into residential uses, large trees line the landscape buffer, screening pedestrians from vehicular traffic while providing shade.

Signage throughout the corridor includes attached wall signs and small monument signs.

A monument sign is located at the intersection of Southeast Inner Loop and South Austin Avenue. This sign is most evident to drivers traveling northbound into the center of Georgetown. The sign informs drivers that they are entering Georgetown and that it is the “home of Southwestern University”. No landscaping is present, but decorative stone is used in the design of the gateway.





F.M. 2338 (Williams Drive)

Comprising roughly 5.5 miles within City limits, the portion of F.M. 2338 designated as a Scenic/Natural Gateway begins at the intersection of Interstate 35, traveling northwest until ending at the City limit boundary. Also referred to as Williams Drive, this image corridor is a four-lane undivided roadway with a central turn lane.

Significant development exists adjacent to the road closer to Downtown Georgetown. Traveling northwest from I-35, commercial and retail development lines the roadway. Additionally, a substantial amount of single-family homes and multi-family development is scattered between businesses. Towards the northwestern end of the image corridor, land is undeveloped or used for subdivisions.

Consistent sidewalks are present closer towards Downtown Georgetown where development is more concentrated. Areas where sidewalks exist contain landscaping at different points, screening various businesses and homes with large trees and smaller vegetation. Moving away from Downtown, landscaping and pedestrian facilities are less common.

Currently, there are no distinctive gateways or branding markers along this image corridor.



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F.M. 971 (Weir Road)

Extending from the intersection of F.M. 971 and State Spur 158 to the intersection of F.M. 971 and SH 130, the portion of the roadway designated as a Scenic/Natural Gateway is roughly 1.5 miles in length. Often referred to as Weir Road, the portion of F.M. 971 within the gateway is a two-lane undivided roadway with no median or turn lane; however, at key intersections, turn lanes are added to keep a consistent flow of traffic.

Single-family development dominates land use adjacent to the roadway, specifically to its south. Immediately north of the roadway past Parque Vista Drive, undeveloped land or rural homes exist that are currently used for agricultural purposes. An elementary school and middle school exist to the south of the roadway near the intersection of Northeast Inner Loop and F.M. 971.

Landscaping within this image corridor is limited to several businesses. Much of this section of the roadway contains residential fences that back up to the landscape buffer.

There is little to no signage within the image corridor due the lack of commercial development in the area.

Pedestrian infrastructure is lacking throughout the entire image corridor as there are no existing sidewalks, except for connections to several businesses.

Currently, there are no distinctive gateways or branding markers along this image corridor.





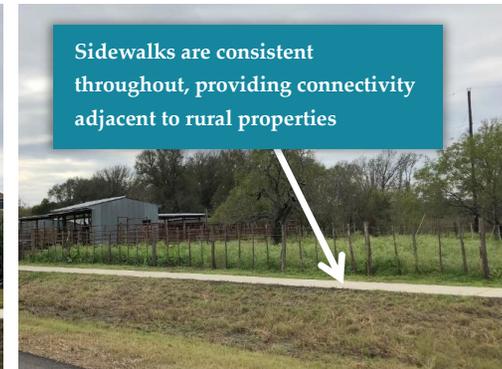
F.M. 1460

Roughly three miles in length, the portion of F.M. 1460 designated as a Scenic/Natural Gateway is in the southwestern portion of the City. Beginning at the intersection of South Austin Avenue, the gateway follows F.M. 1460 south until ending at City limits near Westinghouse Road. It is a four-lane undivided facility with a central turn lane at various points along the corridor.

Development is sprinkled throughout the image corridor, primarily in the form of single-family subdivisions and apartments, as well as different land uses such as George Washington Carver Elementary School, churches, storage businesses, and Chisholm Trail Pediatrics.

The streetscape of the image corridor is consistent throughout. Sidewalks have been recently installed on both sides of the roadway. Traffic signals are in place at key intersections, creating safer travel for those utilizing the sidewalks. Pedestrians have little to no coverage from landscaping while utilizing sidewalks; however, much of the landscaping is clustered within developments that are set back from the roadway, which results in views are expansive and rural in nature.

Currently, there are no distinctive gateways or branding markers along this image corridor.



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Downtown Gateway Corridors

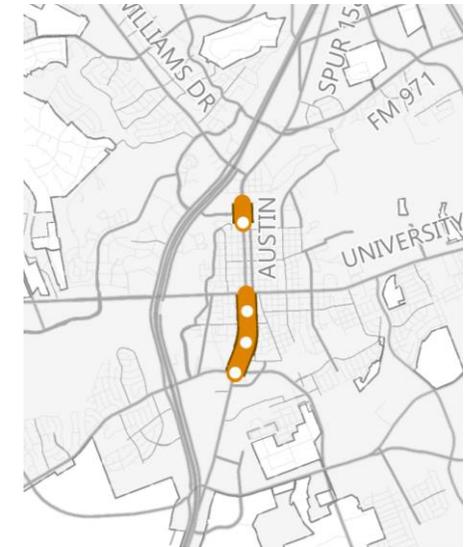
North and South Austin Avenue

The portions of North and South Austin Avenue designated as a Downtown Gateway extend between FM 1460 and Spur 158 near I-35, with the exception of the Downtown Overlay Zoning District. The roadway is a four-lane undivided facility with turn lanes at intersections.

Land use along the roadway includes a variety of operations, including retail, commercial, light industrial, and single-family homes. Landscaping is limited along the road, with few trees within the buffer zone as most businesses have parking lots opening to the roadway. Sidewalks are inconsistent on both sides of the road.

Signage is relatively limited, with some businesses use attached wall signs while others use smaller pole signs.

Currently, there are no distinctive gateways or branding markers along these image corridors.



State Highway 29 (East and West)

The portions of SH 29 designated as Downtown Gateways begins at the intersection of I-35 and SH 29, extending eastward to Southwestern Boulevard, with the exception of the Downtown Overlay Zoning District.

A variety of different land uses exist within this corridor. In the western portion, commercial and retail uses exist near I-35. Passing the San Gabriel River, commercial and retail uses are mixed with large churches. At the center of this portion of the gateway, Southwestern University dominates the northern side of the roadway. In addition, south of East University Avenue, large residential homes exist with a mixture of churches. The eastern portion of the corridor contains undeveloped land north of the road. South of the road, single-family subdivisions exist.

The streetscape differs greatly at different points along the image corridor. The western portion of the image corridor contains a continuous sidewalk on either side of the road beginning at the intersection of I-35. At the center of the image corridor, dense tree cover shields pedestrians on a continuous sidewalk located on both sides. Landscaping has been added to retail development to screen large parking lots. Moving away from the highway, many businesses have been converted from homes. Southwestern University features large, decorative buildings, dominating the streetscape.

