



# GATEWAYS & IMAGE CORRIDORS

# GATEWAYS & IMAGE CORRIDORS

## Introduction

Georgetown seeks design features designating entry into the City and key (target) areas. Georgetown’s gateways are located along major roadways (corridors), which strength Georgetown’s image and quality feel. Additional detail on the vision for Georgetown’s gateways and corridors is available in **Appendix C: Public Input Reports**.

Examples of urban design elements used in gateways and image corridors include:

- Themed lighting
- Increased landscaping
- Integrated signage
- Masonry features
- Public art
- Fencing and screening
- Decorative sidewalks and crosswalks
- Landform grading
- Bike, pedestrian, and transit connectivity
- Sustainable design features

Figure 62. Examples of Gateway Features



Georgetown’s image corridors design enhancements and development standards implemented to ensure a cohesive and desirable appearance along major roadways. Unlike gateways, image corridors extend the length of a given area, creating a sense of place through urban design elements used around and through the corridor.

Image corridors include public realm improvements within rights-of-way as well as private property development standards. In addition to helping create a sense of place, image corridors encourage more desirable development patterns as systems to express a community character and quality. This supports economic development by attracting targeted businesses or industries to an area.

As an example of an image corridor, the top image of **Figure 63** depicts a corridor with moderate setbacks, a meandering walkway, landscaping, branded wayfinding signs, parking located behind buildings, pedestrian-scale buildings, and understated commercial signage. The lower image of **Figure 63** depicts low-profile signage incorporating masonry materials.

Georgetown’s vision for image corridor designs are illustrated in the following pages with **Figure 69**, **Figure 71**, **Figure 73**, **Figure 75**, **Figure 79**, **Figure 78**, and **Figure 77**.

**Figure 63. Examples of Image Corridors**



# GATEWAYS & IMAGE CORRIDORS

## Existing Conditions

### Gateway Features

Georgetown has four existing gateway signs, including one major gateway located on the northbound side of I-35 to welcome passersby at Georgetown’s southern boundary, and three smaller minor gateways located along SH 29 and the I-35 frontage road. The signs utilize a consistent design and use of materials; however, the features do not include enhanced landscaping, decorative lighting, or artwork.

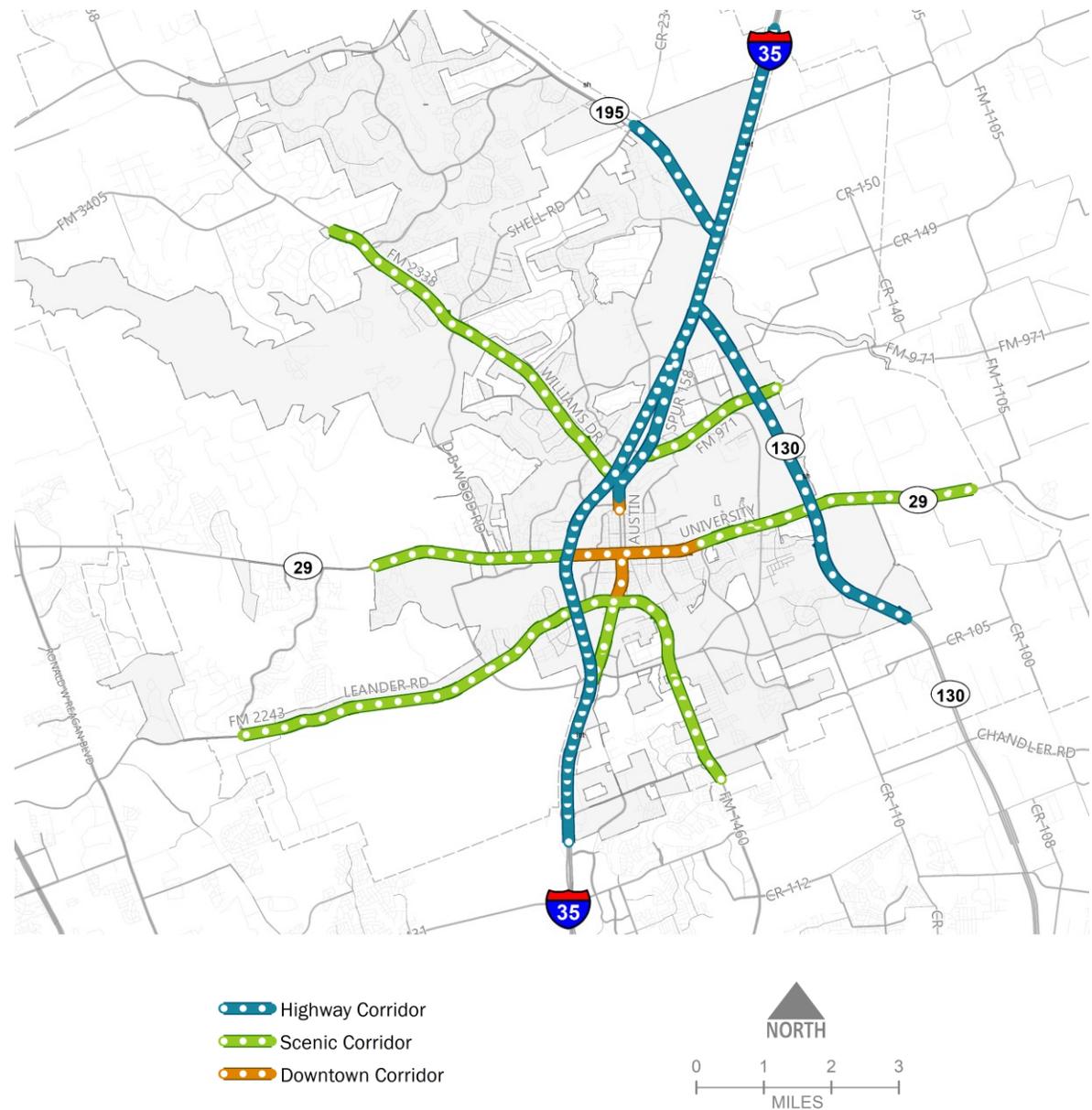
Figure 64. Existing Gateway Features



## Gateway Overlay District

The City of Georgetown currently has a Gateway Overlay District in place, which covers 14 roadway segments including most of the major roadways going through the City. The Gateway Overlay District identifies important image corridors, categorizing each as a Highway Gateway, Scenic/Natural Gateway, or Downtown Gateway. Detailed descriptions of each segment are in **Appendix O: Gateways Existing Conditions**.

Figure 65. Existing Gateway Overlay Districts



# GATEWAYS & IMAGE CORRIDORS

## Gateways & Image Corridors Policies



### Policy GC.1 Leverage the Highway Corridors to promote economic development and an inviting, positive image of Georgetown.

- » The City's highway corridors are often the first and only impression a visitor to Georgetown has of the community. These corridors also serve as key regional commercial and employment areas. Promoting outstanding aesthetics and a welcoming appearance and spirit, in conjunction with strategically identifying opportunities for economic development, is the priority of this policy. Promotion of this policy includes:
  - » Partnering with public and private developments where feasible and supportive of economic development objectives of the city.
  - » Partner with the Texas Department of Transportation to ensure that our aesthetic goals for the IH-35 corridor are implemented.
  - » Prioritizing land use, building design, gateway landscaping, and signage consolidation when pursuing economic development partnerships.



### Policy GC.2 Utilize the Downtown Corridors to retain and enhance Georgetown's historic, small-town charm.

- » Georgetown is said to have the “Most Beautiful Town Square in Texas”. Since 2008, investment in Downtown and Old Town Georgetown has been substantial. The downtown corridors signify entry into the crown jewel of the community. Development and redevelopment complimentary to surrounding uses preserves and enhances, the existing character of the corridor. This policy prioritizes enhancement and preservation of the character of the downtown square and beautiful homes of Old Town through architecture, open space, and streetscaping. This policy prioritizes:
  - » Extension of the traditional site development patterns of the historic downtown square to new development located along the downtown corridors outside of the downtown overlay district.
  - » Retention of the residential character as residential properties convert to commercial uses.
  - » Public improvements which support walkability and the use of sidewalks for the pedestrian experience and improves the visual appearance of the corridor through sidewalk cafés, street furniture and landscaping.

- » Transitions between surrounding residential and commercial development along a downtown corridor through building mass, scale, and form.



### **Policy GC.3 Ensure that the Scenic Corridors preserve the natural, rural character as the City continues to grow.**

- » The City's scenic gateways are the corridors into the community that have seen the biggest impact from the new residential growth since 2008. These roadways have new residential development that flanks either side of the corridor. These roadways not only serve as major arterials into the community, but also serve as corridors to the rural farmland to the east and lower density development of the hill country to the west. The priority of this policy is to create a welcoming gateway that allows for a transition from the rural/ lower intensity development of these areas into the formally developed portions of the city. Promotion of this policy includes:
  - » Prioritizing lower intensity uses along the scenic corridors.
  - » Creating transitions in uses and streetscaping within corridors that were previously identified as scenic but have evolved into urban corridors.

# GATEWAYS & IMAGE CORRIDORS

## Gateway Features

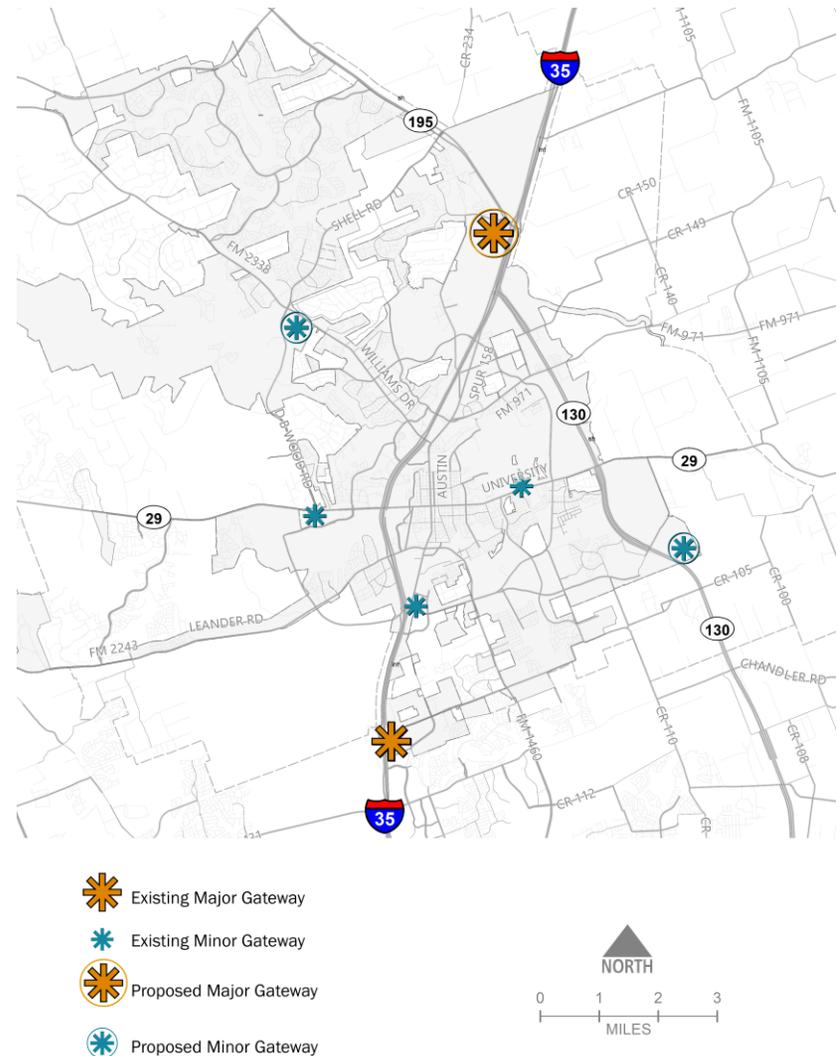
The use of monument signs, landscaping, lighting, artwork, and other design elements indicates to individuals passing on the roadway that they are entering or exiting a community. Gateways also provide the opportunity for Georgetown to distinguish ourselves from our neighbors, which is particularly important in large metropolitan areas such as the Austin-Round Rock region.

As shown in **Figure 66**, Georgetown will develop three additional locations: a major gateway near the intersection of SH 195 and I-35, a minor gateway near the intersection of D.B. Wood Road and Williams Drive, and a minor gateway along northbound SH 130.

The major gateway location identified along I-35 near the intersection of SH 195 at the City's northern limits marks the entrance to Georgetown along I-35. This roadway carries large volumes of traffic at high speed, creating the need for a larger-scale gateway design – similar to the large monument sign along northbound I-35. The minor gateway recommended near Lake Georgetown on Williams Drive provides a gateway into the City from the west, and minor gateway along SH 130 provides a gateway from the southeast.

Georgetown's major and minor gateways incorporate elements such as enhanced landscaping, artwork, and decorative lighting. New gateways will include additional features beyond a monument sign, and existing gateways will be enhanced with elements to highlight Georgetown's character. Improvements to existing gateway features will focus on enhanced landscaping around the I-35 sign and screening the utility equipment behind the western sign along University Avenue.

Figure 66. Existing and Proposed Gateway Features



## Image Corridor Vision

Georgetown's image corridors promote economic development and strengthen our quality feel and small-town character. The five image corridor types developed through community conversations reflect the desire of the community for land use types, building form, signage design, and connectivity. Each corridor type description includes the envisioned land use types, building form, signage design, and connectivity considerations.

Development in the image corridors is largely shaped by the City's zoning regulations, which apply only within the City limits. As the City grows, the corridors will extend outward as shown in **Figure 67**.



**Community Conversations**

**Figure 67. Proposed Gateway Overlay Districts**



# GATEWAYS & IMAGE CORRIDORS

## Highway Corridors

Highway corridors are located along the City’s major roadways with the highest traffic volumes and traffic speeds. Highway corridors include primarily auto-oriented, nonresidential development such as commercial, retail, office, and mixed-use to capitalize on highway visibility and access; however, industrial development is not appropriate within these corridors without significant screening and performance standards.

Highway corridors are the most visible to residents and visitors and project a positive image of Georgetown. Development includes a consistent appearance in terms of materials, setbacks, height, signage, and landscaping. Buildings are oriented toward the frontage roads with smaller front and side yard setbacks to create a more urban environment. Tall monument signs – particularly shared multi-tenant signs – are appropriate along highway corridors to reduce visual clutter. Highway corridors are appropriate locations for gateway features, such as the “City of Georgetown” monument sign on northbound I-35.

Sidewalks are located along the building side of the frontage roads, set back from the pavement to increase the feeling of pedestrian safety. Access management strategies are implemented along the frontage roads to reduce stop-and-go traffic and minimize the number of pedestrian crossings.

Figure 68. Highway Corridors

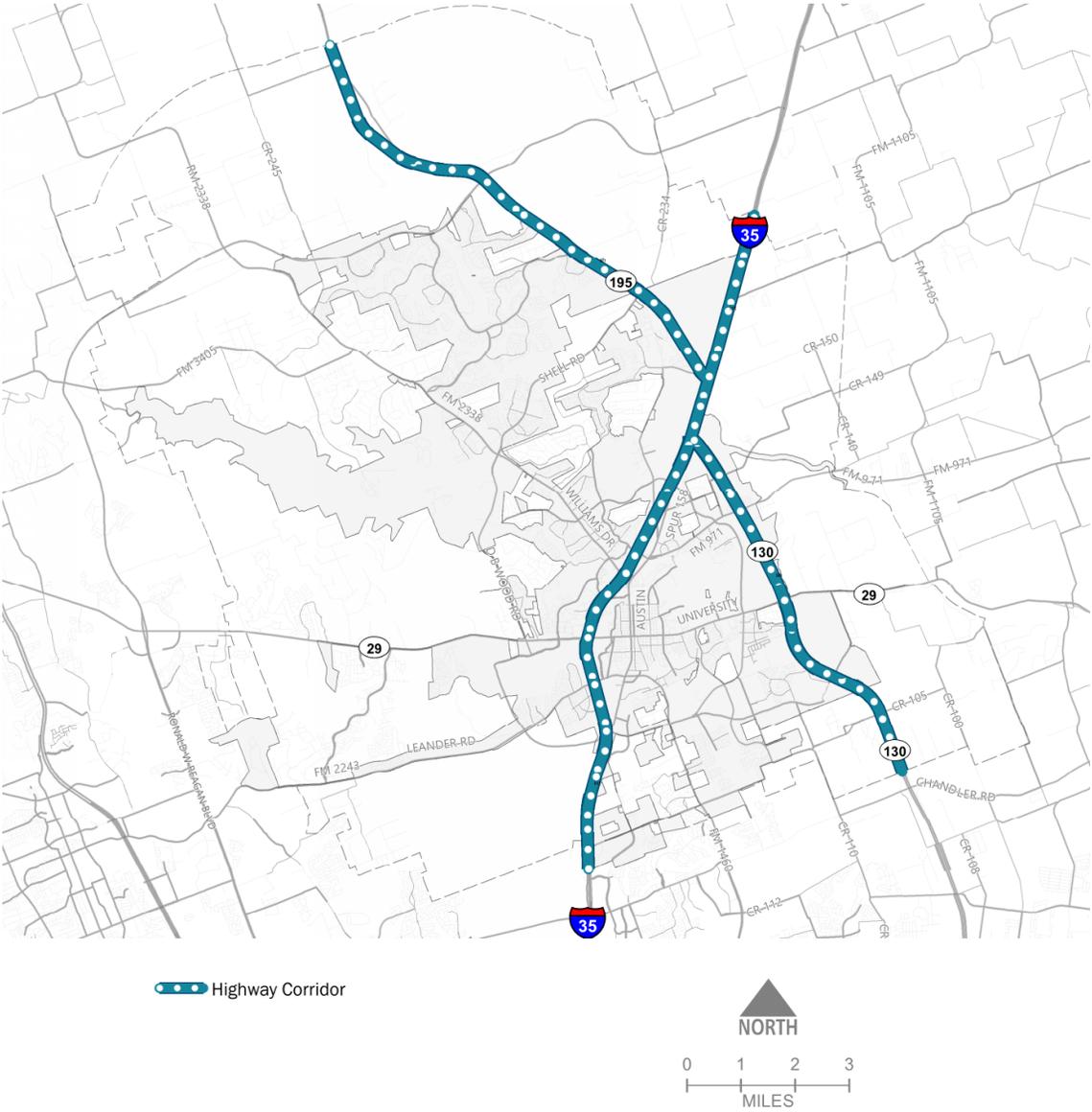
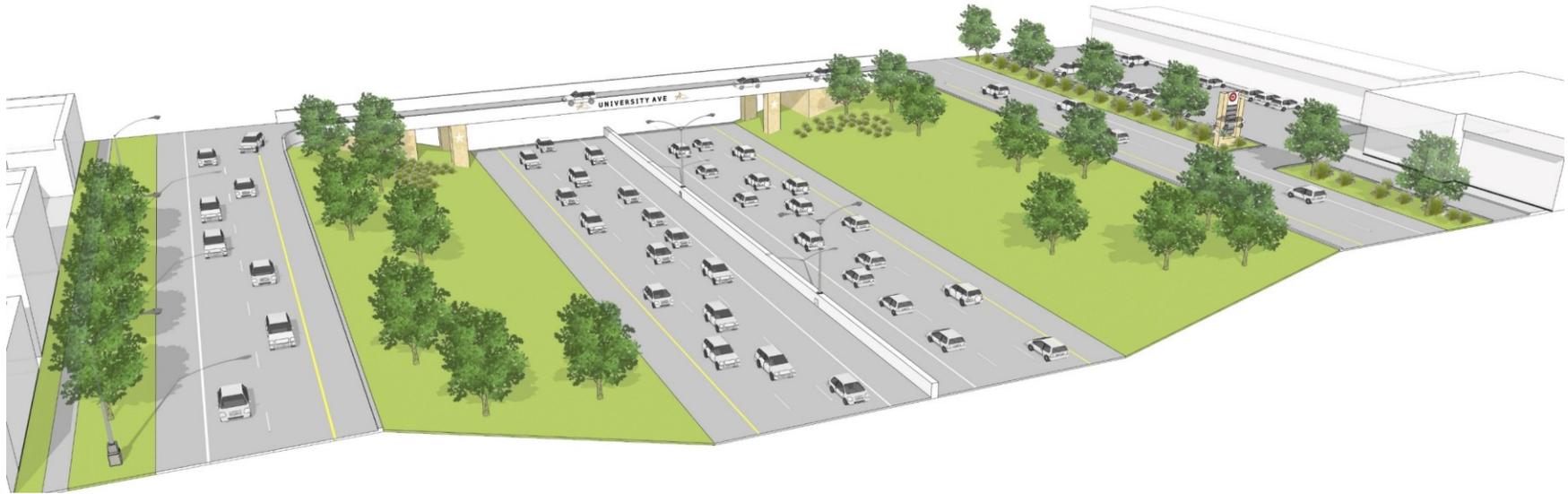


Figure 69. Highway Corridor Vision



### Land Use and Building Design

Commercial, retail, and mixed uses to capitalize on highway visibility (limited industrial uses)

Auto-oriented layouts with ample parking behind buildings

### Streetscape

Lighting oriented for automobiles

Natural and native plantings

Focused and enhanced landscaping at intersections (see Figure 80)

Sidewalks between frontage road and buildings

Larger scale monument signs

# GATEWAYS & IMAGE CORRIDORS

## Urban Corridors

Urban corridors are located primarily near the core of the City along roadways with higher traffic volumes. Urban corridors encourage moderate-density commercial development while maintaining a safe and welcoming pedestrian environment. Street geometry and design support all transportation modes, particularly pedestrians and cyclists. These corridors accommodate a blend of retail, commercial, office, mixed-use, medium-density residential, and a limited amount of residential subdivisions.

Developments are consistent in appearance in terms of materials, setbacks, height, signage, and landscaping. Buildings are oriented toward the street with smaller front and side yard setbacks to create a more urban environment. Building height allow increased densities while maintaining a pedestrian scale.

Travel lanes are divided and include a landscaped median to encourage safe traffic speeds. Sidewalks are located along both sides of the roadway, set back from the pavement to increase the feeling of pedestrian safety. Enhanced crosswalks are used to alert vehicular traffic to pedestrian crossings. Both roadway and pedestrian lighting are provided.

Figure 70. Urban Corridors

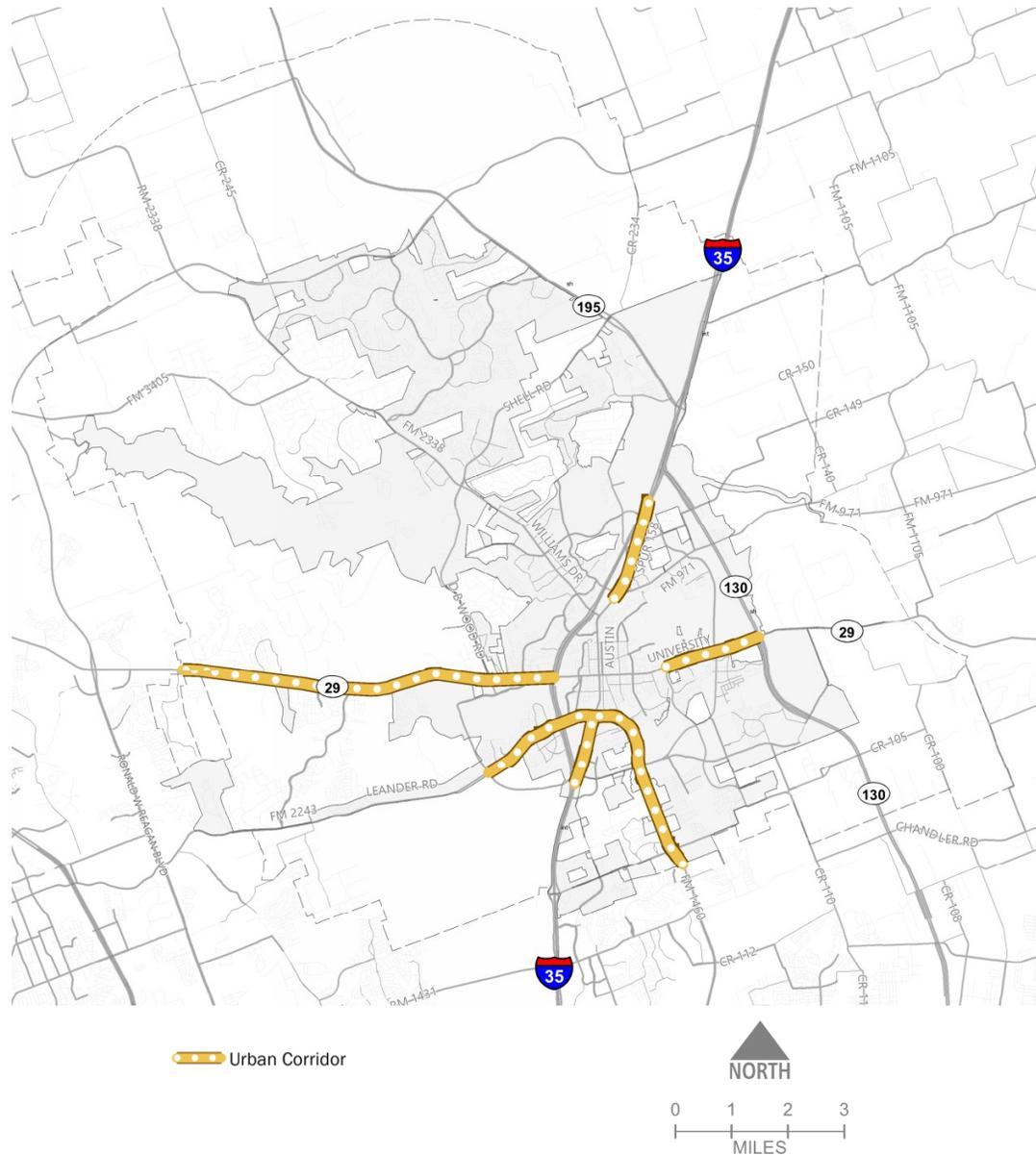


Figure 71. Urban Corridor Example



### Land Use and Building Design

- Retail, commercial, office, mixed-use, and medium-density residential
- Low-to-moderate building height
- Buildings oriented toward streets when practical (instead of parking in front of buildings)
- Consistent appearance of buildings

### Streetscape

- Pedestrian-oriented lighting
- Pedestrian amenities (seating, shade, etc.)
- Sidewalk set back from roadway
- Groupings of small trees and native landscaping
- Enhanced crosswalks
- Consistent appearance of streetscape and signs

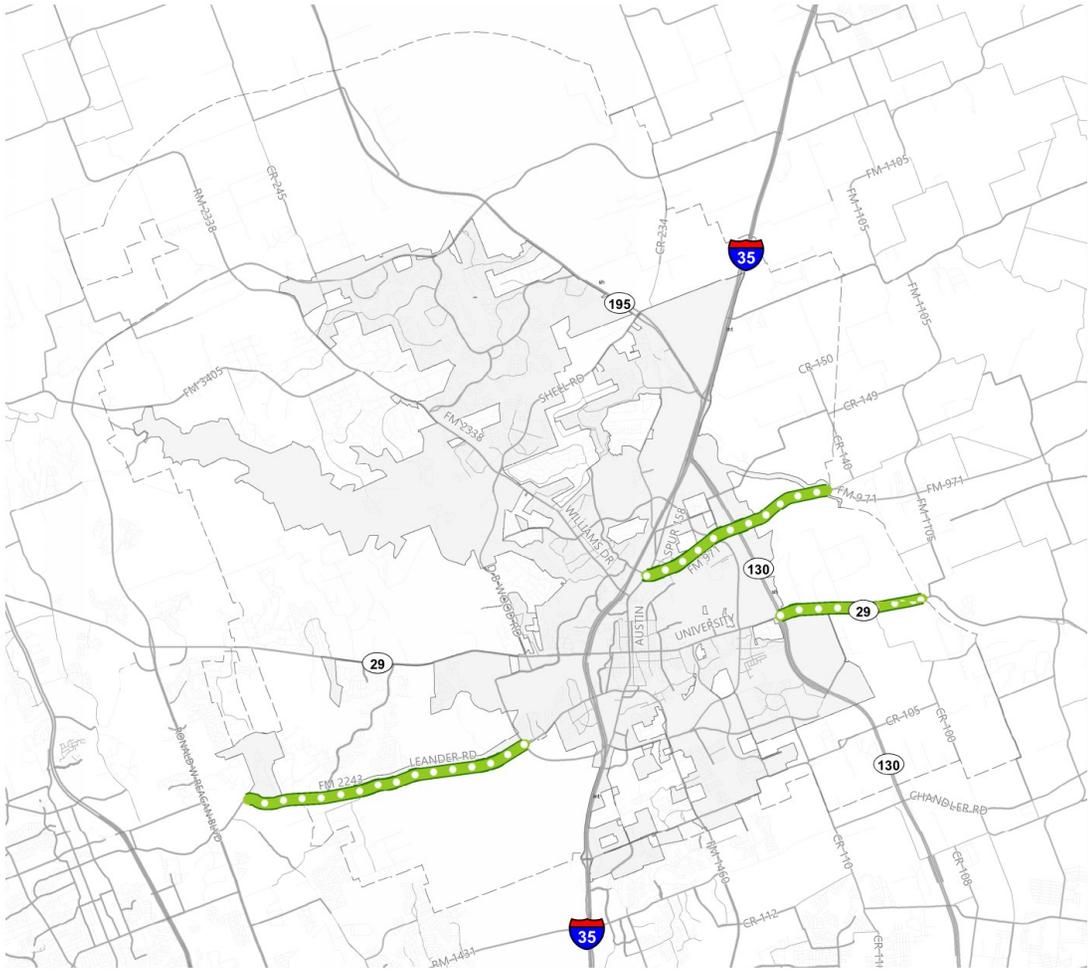
# GATEWAYS & IMAGE CORRIDORS

## Scenic Corridors

Scenic corridors preserve the rural, low-intensity, natural environment that surrounds Georgetown. Appropriate uses along scenic corridors include residential, commercial, retail.

These corridors feature significant native landscaping and large setbacks between the roadway and buildings to support the natural appearance. Lighting is limited along scenic corridors to maintain dark night skies. Signage is minimized to limit visual clutter along the corridors and includes native materials and landscaping. Sidewalks or shared multi-purpose paths are provided along these roadways to allow for safe pedestrian travel.

Figure 72. Scenic Corridors



Scenic/Natural Corridor



Figure 73. Scenic Corridor Vision



### **Land Use and Building Design**

Residential, commercial and retail

Buildings oriented toward streets when practical  
(instead of parking in front of buildings)

Lower intensity development to maintain natural  
character

### **Streetscape**

Landscaped median

Limited lighting to maintain dark night sky

Groupings of trees and native landscaping

Sidewalk and multi-purpose path set back from roadway

Smaller monument signs with native materials

# GATEWAYS & IMAGE CORRIDORS

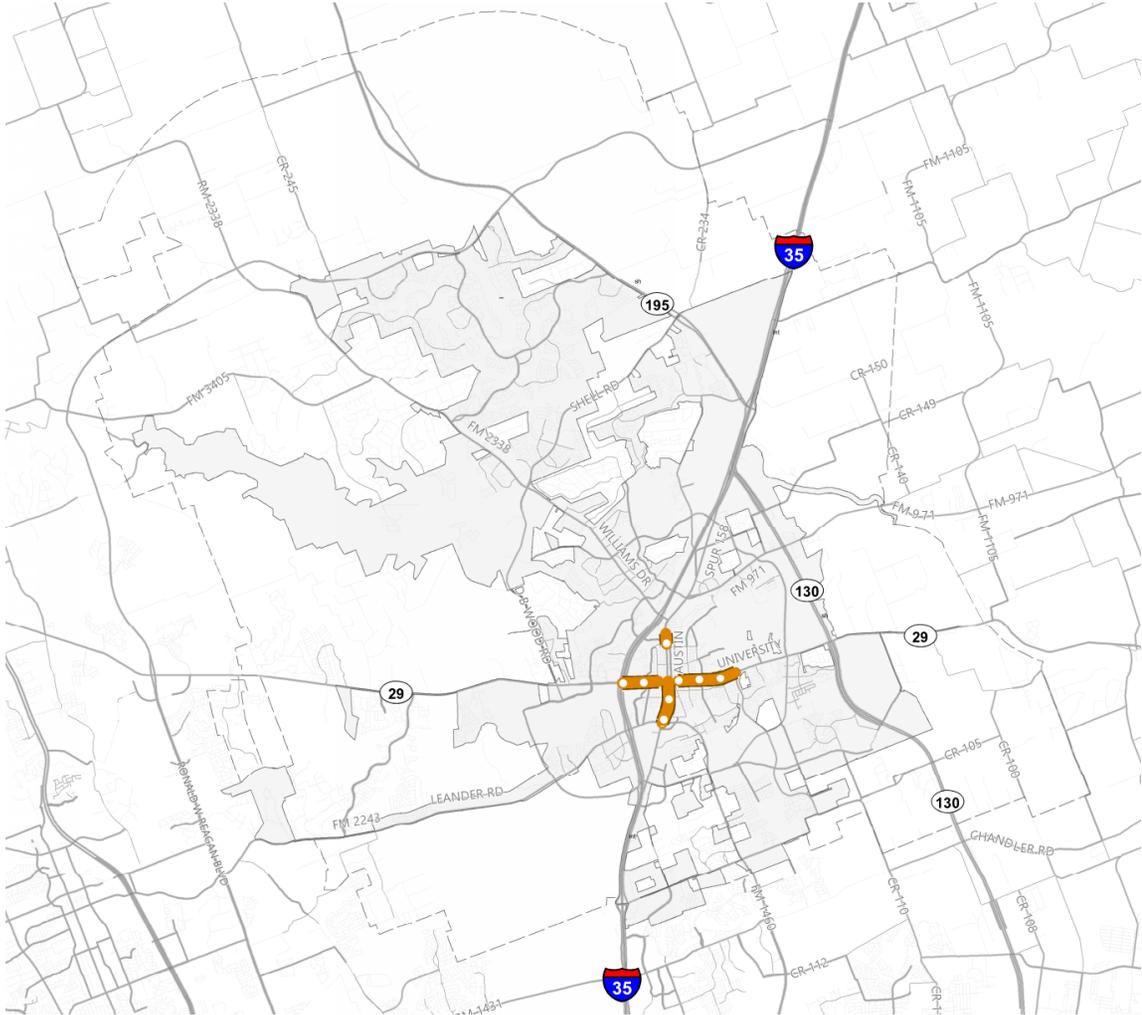
## Downtown Corridors

Downtown corridors are in the central core of the City. These corridors include a blend of retail, commercial, office, mixed-use, and medium-density residential. Flexibility in land use standards supports the possible transition in use from residential to commercial with the intention of preserving existing structures to maintain corridor character.

Development reflects the historic appearance of the Downtown Square with windows along pedestrian-ways. Limited building setbacks and building heights create a dense, urban atmosphere. Clusters of native landscaping are located at intersections with mature trees located throughout. Parking areas are located behind buildings.

The pedestrian realm is emphasized in Downtown corridors. Signs and lighting are oriented toward pedestrians, with ample street furnishings. Sidewalks are located along both sides of the roadway, set back from the pavement to increase the feeling of pedestrian safety. Enhanced crosswalks are used to alert vehicular traffic to pedestrian crossings. Undivided roadways are appropriate due to limited right-of-way widths.

Figure 74. Downtown Corridors



●●● Downtown Corridor



Figure 75. Downtown Corridor Vision



### Land Use and Building Design

- Retail, mixed-use, office, and medium-density residential
- Limited height to maintain pedestrian scale
- Buildings oriented toward streets (instead of parking in front of buildings)
- Traditional building appearances and elements to reflect those found in Downtown
- Transition between existing single-family structures to businesses, and retain residential character when residential properties convert to commercial

### Streetscape

- Pedestrian-oriented lighting
- Pedestrian amenities (seating, shade, etc.)
- Sidewalk set back from roadway
- No median
- Street trees planted at regular intervals
- Enhanced crosswalks
- Consistent appearance of streetscape and signs

# GATEWAYS & IMAGE CORRIDORS

## Williams Drive Corridor

The Williams Drive corridor extends the entire length of Williams Drive between the City limits and I-35 and continues across I-35 along Austin Avenue. Near I-35, development is generally aging commercial development and redevelopment efforts. As the corridor extends westward toward the ETJ, development becomes less intensive and dense.

The Williams Drive Study (2017) proposed seven transects for distinctive areas along the defined corridor, which have been included herein for reference. Transects for Areas E-G are included on the following pages; transects for Areas A-D are included in the Williams Drive Gateway Subarea portion of this document.

Figure 76. Williams Drive Corridor



- A** Austin Avenue
- B** Rivery Boulevard to I-35
- C** Golden Oaks Drive to Rivery Boulevard
- D** Lakeway Drive to Golden Oaks Drive
- E** Serenada Drive to Lakeway Drive
- F** Cedar Lake Boulevard to Serenada Drive
- G** Jim Hogg Road to Cedar Park Boulevard

See the Williams Drive Gateway Subarea Plan

Williams Drive Corridor  
Williams Drive Gateway Subarea



Figure 77. Vision for Williams Drive Corridor between Serenada Drive to Lakeway Drive



Source: Williams Drive Study, 2017

### Land Use and Building Design

Buildings pulled up to an internal sidewalk or placed behind a double row and aisle of parking

### Streetscape

Wide landscape buffer planted with formal vegetation

Median planted with native vegetation

Curb cuts consolidated, backage road provides inter-parcel connectivity

Multi-use path on south side of Williams Drive

Parkway between path and street planted with formalized street trees

Planted medians for conveyance of stormwater

# GATEWAYS & IMAGE CORRIDORS

Figure 78. Vision for Williams Drive Corridor between Cedar Lake Boulevard to Serenada Drive

F



Source: Williams Drive Study, 2017

### Land Use and Building Design

Buildings pulled up to an internal sidewalk or placed behind a double row and aisle of parking

### Streetscape

- Wide landscape buffer and median planted with native vegetation
- Curb cuts consolidated, backage road provides inter-parcel connectivity
- Multi-use path on south side of Williams Drive
- Parkway between path and street planted with formalized street tree plantings
- Planted medians for conveyance of stormwater

Figure 79. Vision for Williams Drive Corridor between Jim Hogg Road to Cedar Lane Boulevard



Source: Williams Drive Study, 2017

### Land Use and Building Design

Buildings pulled up to an internal sidewalk or placed behind a double row and aisle of parking

### Streetscape

Hill Country feeling preserved

Wide landscape buffer and median planted with native vegetation

Curb cuts consolidated

Multi-use path on south side of Williams Drive

Parkway between path and street planted with native vegetation

Planted medians for conveyance of stormwater

# GATEWAYS & IMAGE CORRIDORS

## Enhanced Intersections

Georgetown seeks to improve street intersections to provide additional placemaking and enhanced aesthetics along the Highway Corridors (i.e., Policy GC.1). The addition of street trees, low maintenance native plantings, wayfinding signage and branding elements (where appropriate) helps to create a positive, memorable image of the community. Minor enhancements could include mast arm signals, signage and branding, and stamped concrete intersections. Each intersection will have unique opportunities and constraints based on geometry, infrastructure and adjacent uses. The designs will consider how best to maximize the visibility and visual impact of the enhancements (e.g., through plant and material selection) as well as sight visibility for the safety of pedestrians and motorists.

Figure 80. Example of Landscaping Enhancements Concentrated at Intersections



## Corridor Aesthetics Summary

Figure 81 provides a generalized, at-a-glance summary of the aesthetic features recommended for each corridor type.

Figure 81. Summary of Aesthetics by Corridor Type

Feature	Highway	Urban	Scenic	Downtown	Williams Drive
Building Design	Larger scale	Medium scale		Increased building heights desired	Medium scale
Site Design	Buildings set back from roadway		Buildings set back significantly from roadway	Buildings pulled up to sidewalks	Buildings pulled up to an internal sidewalk or placed behind a double row and aisle of parking
Parking	Parking behind buildings				
Signs	Tall monument signs, multi-tenant signs encouraged	Low monument signs constructed of native masonry materials		Pedestrian-oriented signs	Varies by transect; generally low monument signs
Landscaping	Large scale mature landscaping	Smaller scale landscaping	Large-scale mature landscaping with an emphasis on native plantings	Native landscaping concentrated at intersections	Varies by transect
Lighting	Auto-oriented	Auto- and pedestrian-oriented lighting	Limited lighting, with pedestrian-oriented lighting along sidewalks/paths	Pedestrian-oriented lighting	Varies by transect
Pedestrian Amenities	Sidewalks along building frontage	Sidewalks along both sides of the roadway	Sidewalks and/or multi-purpose path	Sidewalks and enhanced pedestrian features	Varies by transect
Gateway Branding	Major gateway features with signage and enhanced landscaping	Banner signs and minor gateway features	Minor gateway features	Banner signs and minor gateway features	