Georgetown Village PID

Open Space Masterplan
In 1997 the City of Georgetown approved the creation of Georgetown Village, a 1029-acre masterplanned community which was designated as a Public Improvement District (PID). Within this PID an additional tax is levied on residents which covers the costs associated with maintenance and operation of public improvements throughout the community. These improvements include, but are not limited to: benches, tables, trails, water quality ponds, and signage.

Designers, the city, and developers started this project with the intention and goal of creating a community with a mix of uses and styles that complimented one another and laid into an overall character and aesthetic of a traditional neighborhood. Front porches, street trees, shortened front yards, classic architectural elements, and a refined material palette all pointed to what neighborhoods used to be: neighborly, mature, and beautiful.

Since the creation of Georgetown PID, various developers have come and gone, styles have changed, and neighborhood design has morphed from the original intent. This masterplan proposes unified enhancements to parks, open space, and neighborhood entries to enable ‘The Return of the Neighborhood’.
Since 1997 a masterplanned community in Georgetown, Texas has had a history written by tree lined streets, classic home facades, kids riding bikes to the nearest park, couples walking on the trail system, and neighbor get-togethers in front yards. This history has led to memories being made and life being shared, in a setting that people call home. A place called Georgetown Village.

This Masterplan will explore one of the main elements that makes Georgetown Village a place that people call home: Open Spaces. This masterplan will explore the open space throughout all of Georgetown Village PID by analyzing materials, connectivity, functionality, and continuity. The masterplan will lay the building blocks for open space programming, signage, seating, and connectivity with the goal of unifying and strengthening Georgetown Village’s identity, making it a place that people will call home for generations to come.
Georgetown’s Village PID was planned with open space in mind. Integrated into the layout of the community, 17 parks accommodate picnic areas, walking trails, playgrounds, open fields, and shaded seating areas. These parks are designated into two different types: City Parks (large park) and Parklets (small park).

City Parks are one (1) acre or larger and are maintained by the City of Georgetown Parks Department. Parklets are less than one (1) acre and are maintained by the Georgetown PID.
Community
Continuity
Functionality
Maintenance
Since the initial development of Georgetown Village in 1997 there have been various influences of materials and design between different construction phases and multiple owners /developers. These varying influences have led to inconsistent aesthetics and design elements which have had a negative impact on the community’s identity.

This masterplan will analyze what works, what is not currently working, and what opportunities abound throughout all of the open spaces. The masterplan will also evaluate the materiality, style and aesthetic to help inform a recommended action for future development and renovation.
Shade Structures

- Full Support
- Some Support
- No Position
- No Support
- Absolutely Not

Survey Results

In early 2017 the Georgetown PID conducted an Enhancement Survey that encompassed open space items they felt would enhance the quality of life for all residents in both city parks and parklets.

Enhancements such as shade structures and playscapes had strong support while items like bocce ball had very little. Surveyees were able to offer other suggestions and comments to further voice their opinion on what was important to them in the open space. These suggestions were categorized into different types of improvements or maintenance items. Overall, suggestions reflect that ‘landscape improvements’ and ‘enhanced maintenance’ are the two overwhelming enhancements the community has voted as a priority.

The results and input of the enhancement survey along with feedback from monthly board meetings was a tool in the guidance for the entry and park concepts provided in the Georgetown PID 2018 Open Space Masterplan.
Primary Community Identification
Neighborhood Identification
Large Park Identification
Parklet Identification
Wayfinding/Trail Signage

Map showing relationship of open space and current wayfinding and signage locations.

Signage/Materials Analysis

Understanding the extent, location and the application of different materials throughout Georgetown Village will give basis and validity to recommendations for a new and narrowed materials palette.
Existing Entry Monumentation is located at the southern most threshold of Georgetown Village. These signs are constructed of a low sandstone wall and pin mounted aluminum letters with black backing. A weathered steel panel with aluminum ‘G’ flanks the stone wall. Each sign is set back over 40’ from Shell Rd. Due to their small size and color, the signs blend into the surrounding vegetation. The legibility of each sign suffers by a variation in the stone color and the color of the letters. Currently there is no lighting for the entry monumentation.

Neighborhood Entry Signs are defined by an entry into each neighborhood. These signs are inconsistent in materials, design and aesthetics. Many are larger and more prominent than the Entry Monumentation. Easements, R.O.W and fencing all affect the orientation, design, and effectiveness of many of these signs.

Many of these signs have plant material directly in front of the identification. This vegetation has become overgrown and has hindered legibility. Creekside entry is the only sign with lighting. As with the entry monumentation, many of these signs do not provide the contrast needed to be very legible from a vehicle.
City Park signs are the least consistent sign type throughout Georgetown Village with no two signs being identical. Throughout all the city parks, signs are constructed of different materials and designs. These materials and designs are not consistent with the rest of the aesthetic of Georgetown Village.

Locations of these signs is often times placed in the middle of the park not on visible park entry corners.

City Park Signage

Existing parklet signs are very consistent throughout Georgetown Village but are dated and have faded due to weathering. The ornate classical design of the existing signs fit in well with the original character of the neighborhood but with the influence of newer materials and character these signs are now out of place.

Parklet Signage

The location of the majority of the parklet signs are located adjacent to sidewalks along the street edges.
Existing trail signs include ‘Walking Trail’, ‘Distance/Trail Color Marker’ and ‘Trail Map’. Trail map signs are located in parks with the trail system intersecting or passing through them. The old ‘GV’ logo, only a portion of the Georgetown Village PID and weathered graphic indicate these signs are out of date.

The existing walking trail signs are typically located at easements between houses. These signs function well by their bold and legible font and size. Distance and trail color markers are inconspicuously located and are vague as to which trail each marker represents as the ‘trails’ overlap.
The trail system in Georgetown Village consists of 3 circuit type routes along concrete sidewalks. Ranging from 1 to 3 miles, the 3 trails are distinguished only by their length as they overlap each other without any clear indication of where one trail ends and the other begins.

There are multiple easement ‘pass-throughs’ between houses that add to the experience of the trail but some are broken and zig zag through alley ways which can be confusing. Several ‘pass-throughs’ have ‘Walking Trail’ indication signs. Each trail has ~25 tall wood distance markers that are color coordinated to represent trail designation and distance to the end of the trail which is at the Village Pool roundabout pavilion.

To utilize the entirety of the Red Trail the user must cross Shell Road even though the existing sidewalk does not connect or have a crosswalk.
Opportunities & Constraints
Adkins Park:
- Classification: Parklet
- Overall Analysis: Located behind the Georgetown Village community sign, this park is small and not very noticeable. More of a trail stop than actual park, there is a small park sign up in the shadows of the trees.
- Inventory:
  - Red Trail enters this park
  - 2 Benches
  - Good group of trees
  - 1 Mutt Mitt
  - 1 Trash Can
- Opportunities:
  - Entry green
  - Trail node
  - Native trees
- Constraints:
  - Location next to entry
  - Small
  - Next to busy shell road

Greenside Park:
- Classification: Parklet
- Overall Analysis: Located at the Village Commons roundabout, this park is a simple open lawn with bench and sign facing the road.
- Inventory:
  - Red Trail enters this park
  - 1 Bench
  - Open Lawn
  - 1 Mutt Mitt
  - 1 Trash Can
- Opportunities:
  - Open Lawn
  - Side walk bordering
  - Street Trees
  - Entry statement
- Constraints:
  - Location next to entry
  - Exposed
  - Bench and trash can in poor location
  - Plants in poor condition
  - Houses are in close connection
Hanover Park-
- Classification: Parklet
- Overall Analysis: Located along Village Commons, this park is a stop along the Red Trail. With a good grouping of native trees and network of sidewalks, this park is inviting and functional. Spaces are defined well and site furnishings are placed within these spaces under shade.
- Inventory:
  - Trail runs through the east side
  - 2 Benches
  - Open Lawn
  - 1 Mutt Mitt
  - 1 Trash Can
  - Sign with roses
  - Trail Sign
  - 1 Picnic Table
  - Mailbox
- Opportunities:
  - Good Seating areas
  - Sidewalk bordering
  - Shade from trees
  - Communal Park with homes fronting
  - Mulched areas under trees
  - Defined spaces
- Constraints:
  - Red and Green Trail area not a direct path through park

Fairfield Park-
- Classification: Parklet
- Overall Analysis: A formal, court style park located near the Westbury entry. This park has a gravel pathway running through the site with a paved seating area in the middle. Red oaks shade this seating area with bi-color iris screening it.
- Inventory:
  - Seating Node
  - 2 Benches
  - Lawn on edges
  - 1 Mail box
  - 1 Trash Can
  - 1 sign
  - 1 Picnic Table
  - Crepe Myrtle Street Trees
- Opportunities:
  - Seating node
  - Large size
  - Communal Atmosphere
  - Close to neighborhood entry
- Constraints:
  - Small seating area
  - Close to neighborhood entry
Westbury Park

- Classification: Parklet
- Overall Analysis: A passive park on the north side of Westbury lane between 2 homes, this space boasts native oak trees that give ample shade along the sidewalk.

- Inventory:
  - 2 Benches
  - 1 Mail box
  - 1 Trash Can
  - 1 sign
  - 2 Picnic Tables

- Opportunities:
  - Shade from trees
  - Sidewalk runs the length
  - Natural aesthetic

- Constraints:
  - Benches are not accessible
  - Exposed to Senior Living to the north
  - Grass is hard to grow under oaks
  - Random placement of tables and benches

Shell Park

- Classification: Parklet
- Overall Analysis: A small, passive park that sits opposite of Westbury Park. Shell Park offers a backyard setting for adjacent homes. With a pass through connection to the Red Trail from Rosebud Lane, this park is a great trail node park.

- Inventory:
  - Corner Stand of trees
  - 2 Benches
  - 1 Trash Can
  - 1 sign
  - Open Lawn
  - Red Trail

- Opportunities:
  - Shade from trees
  - Trail connection
  - Intimate, passive park

- Constraints:
  - Benches are not accessible
  - No walk from alley to trail
  - Houses are close for the size
  - Backs to alley
Green Grove -
- Classification: Parklet
- Overall Analysis: This large, open park has small clusters of trees with benches and tables grouped around the shade of the trees. The walking trail intersects this park with a connection heading north to the Village Pool.
- Inventory:
  - Large open lawn
  - 2 Benches
  - 1 Trash Can
  - 1 sign
  - 1 Mutt Mitt
  - 2 Tables
  - Mailboxes
  - Walking Trails
- Opportunities:
  - Open lawn
  - Large Size
  - Connection to trail and Village Pool
  - Tree groupings
- Constraints:
  - Benches/tables are not accessible
  - No crosswalk
  - Only one accessible walk across the park
  - Not enough shade

Spring Court Park -
- Classification: Parklet
- Overall Analysis: A gently sloping park that has connection to the Village Pool via walking trail. With mature trees along the western edge this park offers a nice setting for passive gathering and ability to act as a trail node.
- Inventory:
  - 1 Sign with roses
  - 2 Benches
  - 1 Trash Can
  - 1 Table
  - 1 Mutt Mitt
  - Mailboxes
  - Mulch under some trees
  - Trail Sign
- Opportunities:
  - Good stands of trees
  - Trail connection
  - Connection to all trails and school
  - Tree groupings
- Constraints:
  - Benches/tables are not accessible
  - Slope
  - Scattered site furnishings
Village Glen Grove-
- Classification: Parklet
- Overall Analysis: Adjacent to the westbury roundabout, this park has a large Live Oak in the west corner with lawn surrounding it. Under the tree is compacted dirt indicating grass doesn’t grow and that it is potentially a heavily used area in the park.
- Inventory:
  - 1 Sign with roses
  - 2 Benches
  - 1 Trash Can
  - 1 Mutt Mitt
  - 1 Table
  - Mailboxes
  - Large oak
- Opportunities:
  - Large oak for gathering space
  - Open lawn
  - Adjacent round about slows traffic
- Constraints:
  - Benches/ tables are not accessible
  - Plants around sign need maintenance

Chestnut Park-
- Classification: Parklet
- Overall Analysis: This park is connected to the northwest side of the school site. With a gently sloping lawn this park offers ample open space for active, unprogrammed play. This park is one of the only parks without exposed footing for the benches.
- Inventory:
  - 1 Sign with roses
  - 2 Benches (one with gravel pad around it)
  - 2 Trash Cans
  - 1 Table
  - 1 Mutt Mitt
  - Mailboxes
- Opportunities:
  - Large mailbox hub
  - Open lawn
  - Connection to School
- Constraints:
  - Not very many homes adjacent to park
  - Enlarge the seating area around both benches
  - Very few trees
Cedar Elm Park

- Classification: Parklet

- Overall Analysis: Acting as more of a trailway than a park this elongated space offers a sidewalk and open lawn on each side. Benches are placed along the walkway that ends at a large mailbox kiosk. Running north, the park slopes down the entire length of the site.

- Inventory:
  - 2 Signs (one at each end - tall, black signs)
  - 3 Benches
  - 2 Trash Cans
  - 2 Mutt Mitts
  - 1 Table
  - Mailboxes

- Opportunities:
  - Quiet, enclosed area
  - Access to large mailbox kiosk
  - Ample benches

- Constraints:
  - Minimal trees
  - Backyards are in close proximity
  - Grade change across the entire site
  - Sidewalk does not connect to anything except mailboxes
**Summers Green**

- **Classification:** City Park
- **Overall Analysis:** A centrally located city park with home fronts lining all 4 sides. The park has a formal, traditional park orientation and size. With its size, the park offers good flexibility for programming and uses. Possibly under-programmed for a park this large.

- **Inventory:**
  - Red Trail runs through this park
  - 4 Benches
  - Open Lawn
  - 2 Mail boxes - one on each end
  - 2 Trash Cans
  - Only one sign on Southwest corner

- **Opportunities:**
  - Open Lawn
  - Trail goes through park
  - Large size
  - Communal Atmosphere

- **Constraints:**
  - Poor Signage
  - Poor Condition of benches trash cans
  - Bench and trash can in poor location
  - Plants in poor condition
  - No sidewalk for Trail
  - Not enough program for park this size

**Village Pool**

- **Classification:** City Park
- **Overall Analysis:** This large City Park offers amenities such as a pool, pool house, nature trail and playground all encompassed in a natural, wooded setting. With close proximity to the school, centrally located and the hub of the neighborhood walking trail, this park acts as the heart of the neighborhood’s open space.

- **Inventory:**
  - Paved nature trail, through a wooded environment
  - 1 Bench
  - 4 Benches in Pavilion round about
  - 1 Trash Can
  - 2 Trash cans in Pavilion round about
  - 3 Tables
  - 3 Grills
  - Bike Rack
  - Pool
  - Pool house
  - Playground (ages 4+)
  - Mailboxes
  - Parking (both - road and 2 flanking lots)

- **Opportunities:**
  - Centrally located
  - Large size
  - Connection to all trails and school
  - Tree groupings
  - Pool
  - Playground
  - Parking
  - Sidewalks

- **Constraints:**
  - Benches tables are not accessible
  - No Signage except on building
  - No benches around playground
  - Not enough shade
  - Style and architecture
Creekside Park

- Classification: City Park

- Overall Analysis: One of the newest parks in the community, Creekside offers a balance of passive and active play through an open lawn, playground, and covered pavilion. With lush plantings, mature trees, meandering sidewalks, and enhanced site elements, this park is inviting, engaging, and usable.

- Inventory:
  - 1 Sign
  - 3 Benches around playground
  - 1 Trash Can
  - 4 Tables under pavilion
  - Pavilion (Octagon shaped with dark metal roof)
  - Open Lawn
  - Landscape walls
  - Pocket planting throughout site
  - Cedar tree buffer
  - Mulch under trees
  - Playground with concrete edging

- Opportunities:
  - Great gathering space
  - Shade from existing trees
  - Playground tucked in the trees for shade
  - Open Lawn
  - Natural setting
  - Paved areas for benches and tables

- Constraints:
  - No Mutt Mitt
  - Possible maintenance issues with existing plantings
  - Different site furnishings than rest of neighborhood

Bedford Park

- Classification: City Park

- Overall Analysis: Tucked away in the corner, this park is hindered by its access and its visibility from the neighborhood. Hidden at the end of a winding trail, this park has benches and a playground that are surrounded by detention ponds and back of homes.

- Inventory:
  - 1 Sign (at the end of the sidewalk)
  - 6 Benches
  - 3 Trash Cans
  - 2 Mutt Mitts
  - 4 Tables
  - Mailboxes
  - Playscape
  - Swingset
  - Detention ponds
  - Open Lawn

- Opportunities:
  - Quiet, enclosed area
  - 3 access points from Red Trail
  - Ample benches
  - Large oak at the end of the park
  - Playground
  - Open Lawn
  - Walking trail
  - Connection opportunity to neighboring community

- Constraints:
  - No directional signage at access points to park
  - Detention areas are intrusive to site
  - No shade at playground
  - Tucked behind houses and detention

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Madrone Park

- Classification: City Park
- Overall Analysis: Anchoring the northeast corner of Section 9, this park offers a good location as a gateway to the neighborhood. With a pavilion and lots of seating opportunity this has potential as a great gathering area. With low scrubby trees and native grass this park has a natural but slightly unkempt feel.

- Inventory:
  - 1 Sign
  - Steel fence
  - 1 Trash Can (out by itself)
  - 1 Mutt Mitts
  - 3 Tables
  - Mailboxes
  - 1 Grill
  - Gabion river rock seating walls
  - Long limestone wall
  - Sidewalk going through site
  - Open lawn
  - Pavilion (Hexagon with metal roof)

- Opportunities:
  - Good gathering space
  - Access from both corners of park
  - Proximity to school
  - Connection to future amenity area
  - Seating walls
  - Natural aesthetic

- Constraints:
  - Low shrubby trees do not offer much shade
  - No turf grass just native/weeds
  - Gathering space is in the middle of site
  - Very unprogrammed for such a large space
  - Very mixed material usage

Rowan Park

- Classification: City Park
- Overall Analysis: Boasting the most programed amenities of any park in the neighborhood, Madrone offers basketball, large shaded playgrounds, swing set, pavilions, open lawns, and connecting sidewalks. With homes fronting all sides this is a very active and visible park.

- Inventory:
  - 1 Sign (in the middle)
  - 3 Trash Cans
  - 1 Mutt Mitt
  - 5 Tables (2 in each pavilion, one by itself)
  - 2 Grills (One at each pavilion)
  - Gabion river rock seating walls
  - Half court Basketball
  - 2 Playgrounds (different ages?)
  - Open lawn
  - 2 Pavilions (Square with metal roof)
  - Stained concrete walks

- Opportunities:
  - Large open space
  - Access from all 4 corners of park
  - All the active amenities
  - Seating walls

- Constraints:
  - No shade on perimeter sidewalks
  - No planting material
  - Sign off all to itself in the middle
  - Different Site furnishings than rest of neighborhood
  - No irrigation