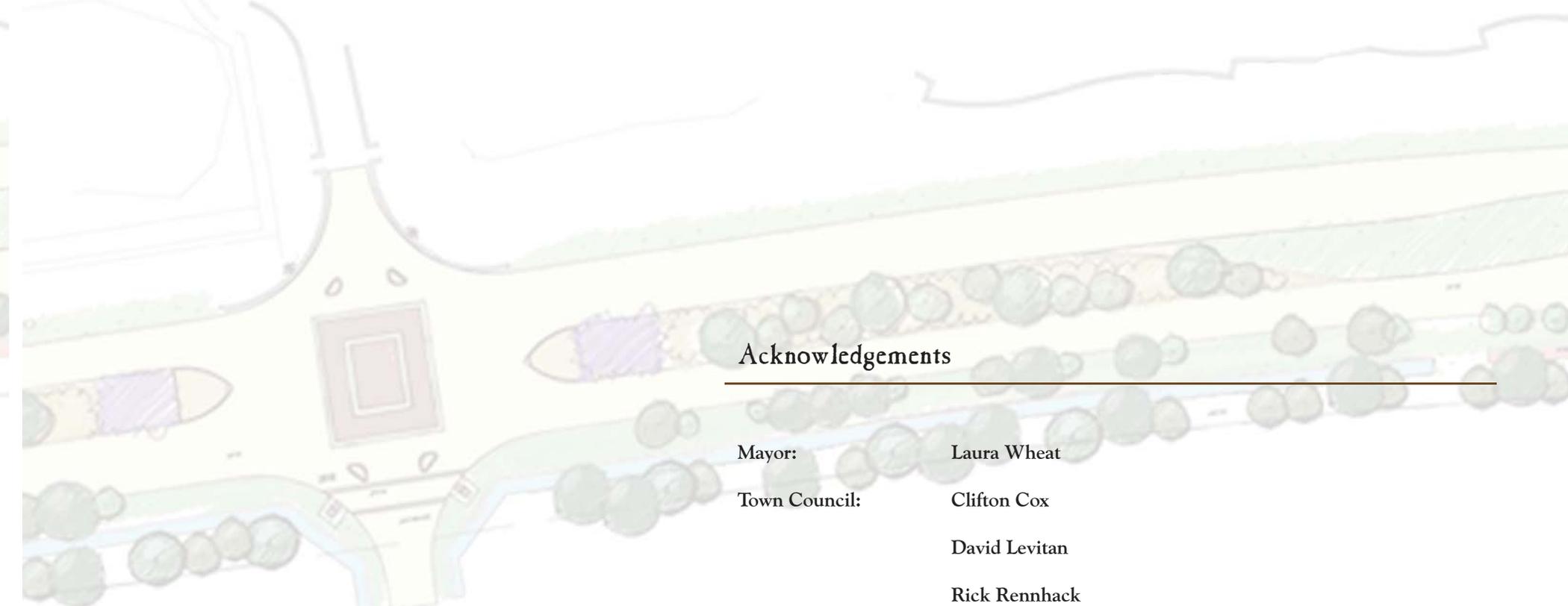




*F.M. 1938 Corridor Master Plan*  
*Town of Westlake*



9.23.2011



## Acknowledgements

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Mayor: Laura Wheat

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Staff: Thomas E. Brymer, Town Manager

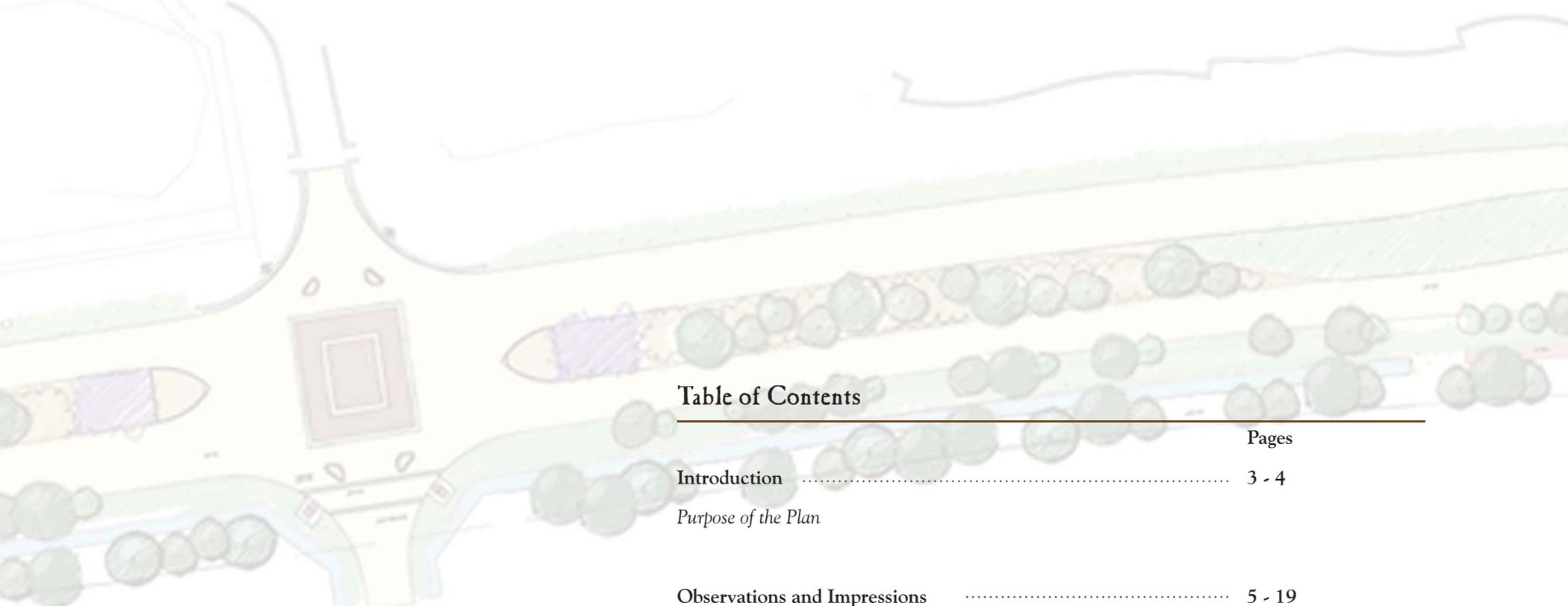
Jarrold Greenwood, Public Works Superintendent

Consultant Team: Schrickel, Rollins and Associates, Inc.

TOWNSCAPE, Inc.

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## Table of Contents

	Pages
<b>Introduction</b> .....	3 - 4
<i>Purpose of the Plan</i>	
<b>Observations and Impressions</b> .....	5 - 19
<i>Preliminary Concepts</i>	
<i>TxDOT Standards within the Corridor</i>	
<b>Public Input</b> .....	20
<b>Design Vocabulary</b> .....	21 - 27
<b>Placemaking Elements</b> .....	28 - 32
<b>Master Plan</b> .....	Inserted

## Introduction



The Town of Westlake is known for its scenic beauty of rolling hills dotted with majestic Post Oaks and quiet ponds. The Town's rural character and stewardship of its valuable natural features is recognized and honored as a model development in the State of Texas. Dedication to protecting the cities rural character, while adapting to change and growth, led to the creation of the F.M. 1938 Master Plan.

F.M. 1938, formerly Precinct Line Road, will be a regional four-lane arterial constructed by the Texas Department of Transportation (TxDOT). This road will serve as a major commuter route linking S.H.

114 through Westlake, Southlake, and Keller. The existing Precinct Line Road terminates in a cul-de-sac and has limited driveway access to the adjoining Fidelity and Solana corporate campuses and the Vaquero residential development. Traffic in the area is channeled around these large tract developments resulting in increased congestion and safety concerns on the surrounding local streets. This widening of F.M. 1938 will relieve congestion on local roadways such as Dove Road and Ottinger Road. In addition to the improved vehicular circulation, a pedestrian trail system will be added to the F.M. 1938 corridor and serve as a catalyst to the town's trail system and a

potential future pedestrian linkage to the communities of Southlake and Keller.

The F.M. 1938 Streetscape Master Plan has been developed as the town's plan to anticipate how this growth in the communities' infrastructure should coincide with the town's standards of aesthetics and development. This Master Plan will serve as a guide for the development of F.M. 1938 between State Highway 114 (S.H. 114) and the Westlake town limit, just south of Randol Mill Road.



The Town of Westlake hired the design team of Schrickel, Rollins and Associates, Inc. (SRA) and Townscape, Inc., to assist them in developing the streetscape master plan for the F.M. 1938 corridor. The responsibilities of the design team were to collect data, study the proposed TxDOT plans for the roadway, inventory and analyze existing conditions, collect input from stakeholders, and develop final recommendations for the corridor’s streetscape.

### **Purpose of the Plan**

The primary purpose of the Master Plan is to reinforce the “rural character” by creating a strong visual identity for the area through the implementation of intensive landscaping, signature gateways and pedestrian friendly amenities within the setting of F.M. 1938 expansion and its (4) lane divided street section. Furthermore, the document will identify the design process, observations and impressions of the town’s character, and identify elements that influence the design philosophy and contribute to the corridor’s identity and sense of place. These recommendations will be the guiding principles for all development along the F.M. 1938 corridor and will be the initial phase of a Town Corridor Plan.

Specific goals for this document include:

- Create a pedestrian realm that is safe and inviting along F.M. 1938 with the creation of a conceptual plan that addresses- public art, pedestrian amenities, hardscape, accessibility, landscape, gateway monuments, and wayfinding.
- Creating a unique identity for the corridor by drawing inspiration from the community’s natural features, colors, textures, architecture, and plant materials.
- Blending TxDOT standards with the aesthetics needs of the Town of Westlake.

## Observations and Impressions

In order to understand the Town of Westlake's character the design team became immersed in the community's landscapes, documenting its scenic features which would be the inspirational elements that would tie together a unique identity. Following is a photomontage of the architectural features, landscape, materials, textures, and colors that make up the Town of Westlake. These impressions would then inspire a Palette of forms and materials that would later develop into the corridors "design vocabulary".

### Design Palette

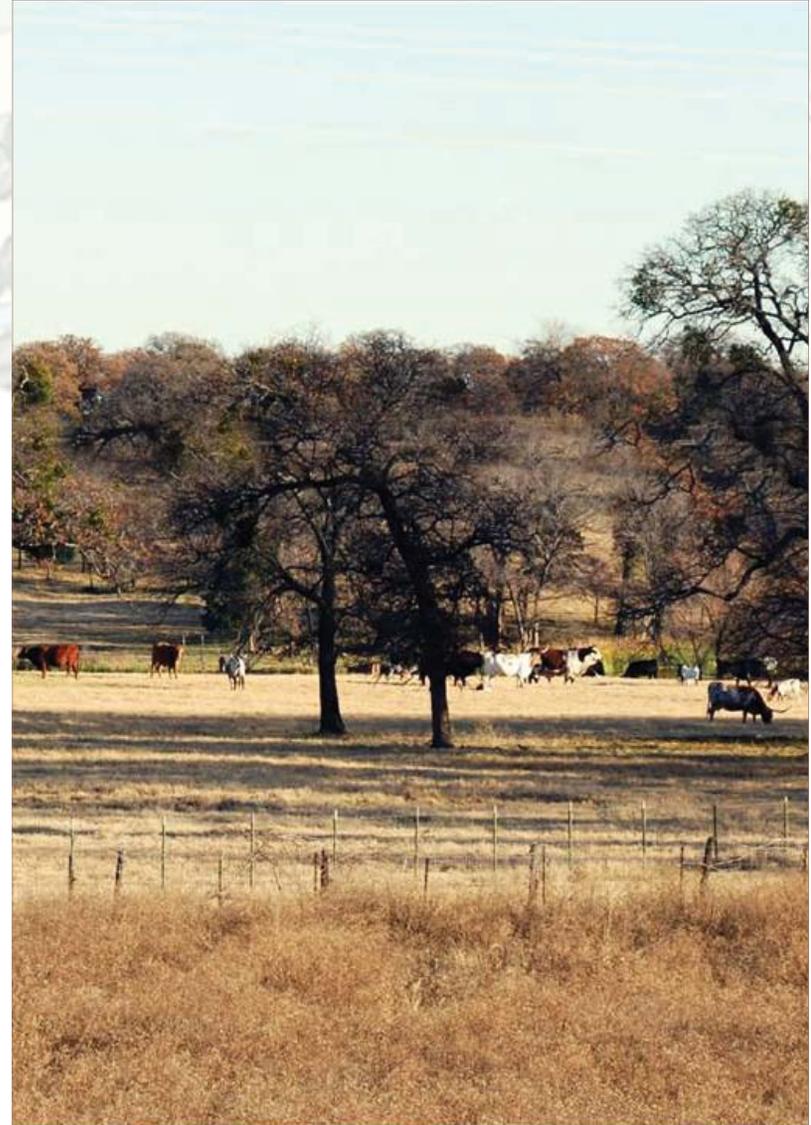
- Native sandstone
- Native fossilized limestone
- Large river cobbles
- Hand wrought iron
- Color accents
- Texas native trees, shrubs and grasses in bold rhythmic patterns
- Pure geometries- timeless classic forms
- Westlake "brand" repeated in architectural and hardscape elements



Wooded Parkway: SH114 to Dove Road



Ranch Savannah: Dove Road to Randol Mill

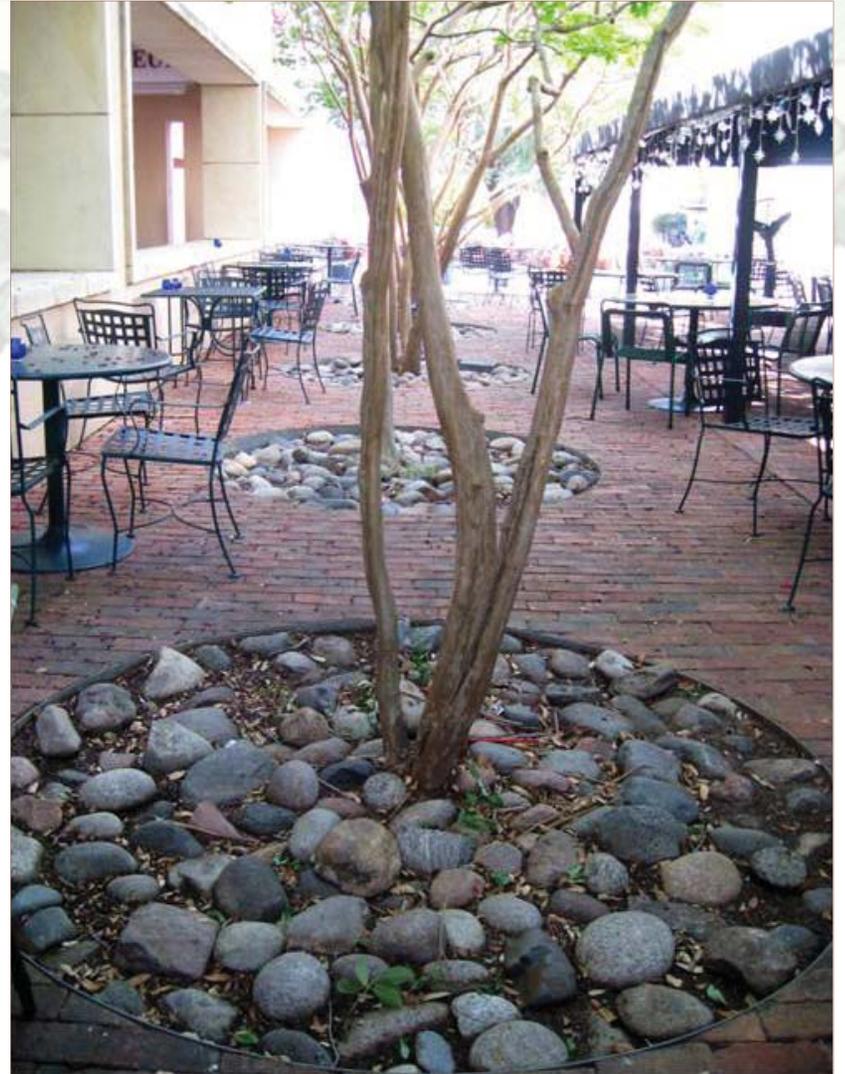


Ranch Savannah: Dove Road to Randol Mill





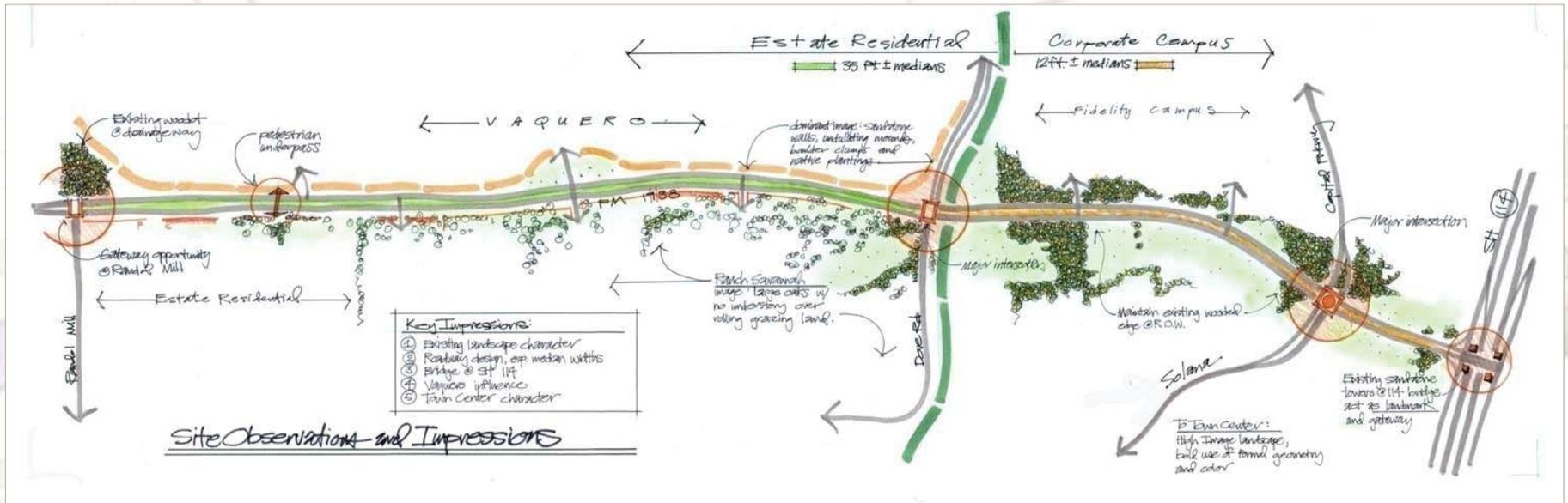












### Preliminary Concept

The preliminary concept was used to determine how to introduce color, texture, and enhancements into the TxDOT four-lane divided boulevard design. These simple graphics were used to develop points of interest or “pulse points” by gradually building up the level of visual interest as a pedestrian or vehicle neared an intersection. This rhythm of elements can be experienced in the use of enhanced paving in the sidewalks and crosswalks, the use of plant materials, and other site elements that give indicators of the approaching intersection. This repetition throughout the corridor helps to communicate to its user a sense of design and cohesiveness to the roadway that is subtle yet perceivable.

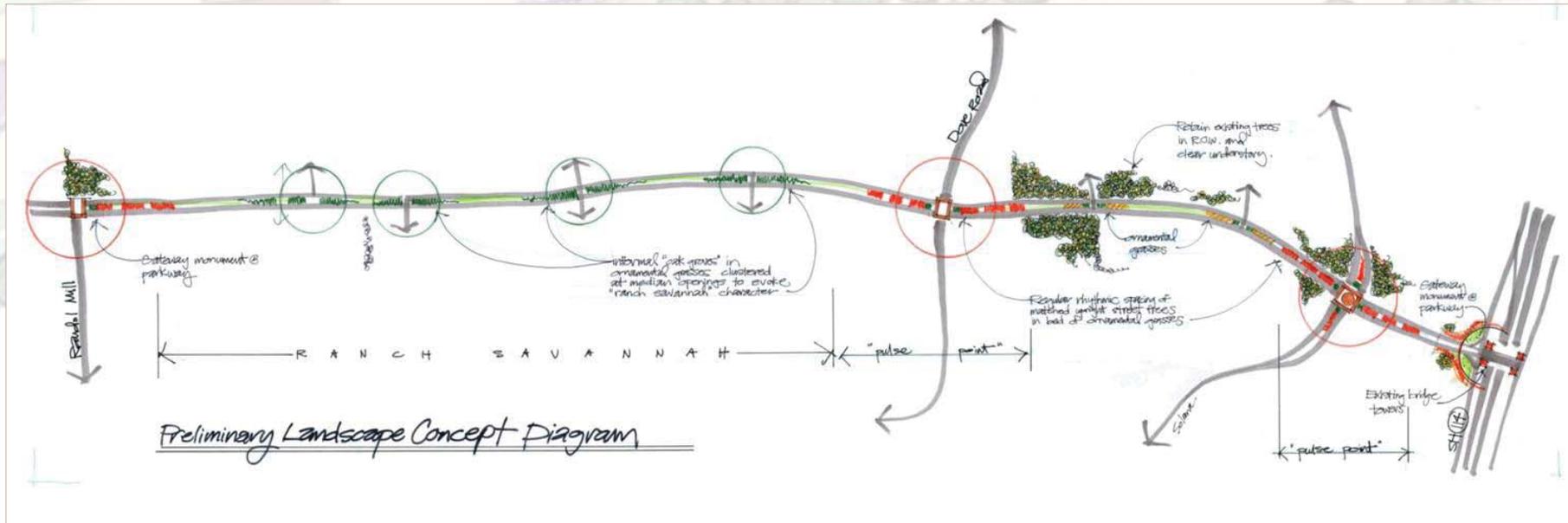
### TxDOT Standards within the Corridor

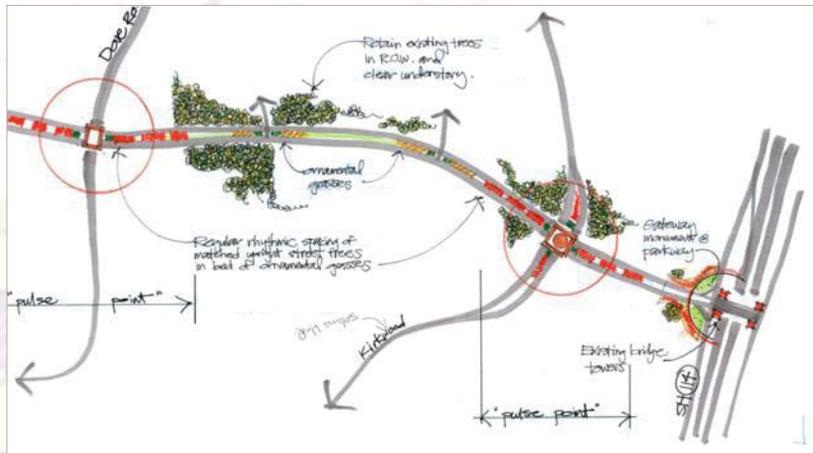
Any enhancements to a state roadway must comply with the requirements set forth by the Texas Department of Transportation. TxDOT has a series of standards that apply to all project enhancements that encompass- planting, lighting, paving, signage, signalization, and vertical elements along the roadway. These items are identified in the Landscape Aesthetics Design Manual that was adopted by TxDOT in 2009. Following is a condensed list of items that will affect the design and construction of this corridor:

- No tree canopy should extend past the curb.
- There should be a minimum two-foot mowstrip adjacent to median curbs.

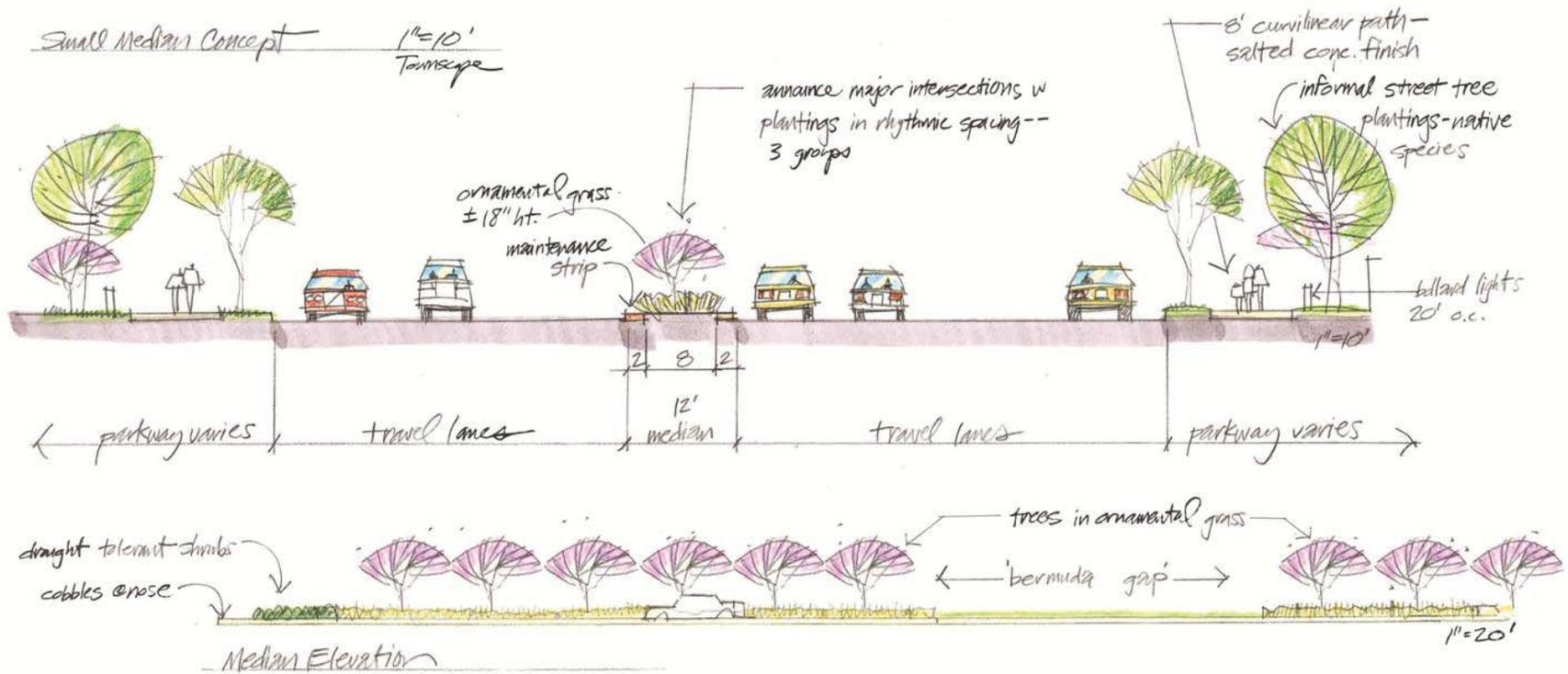
- Plants must be drought tolerant (xeric) and only drip irrigation is allowed.
- Vegetation must be kept at a vertical height appropriate for visibility triangles and views across the median.

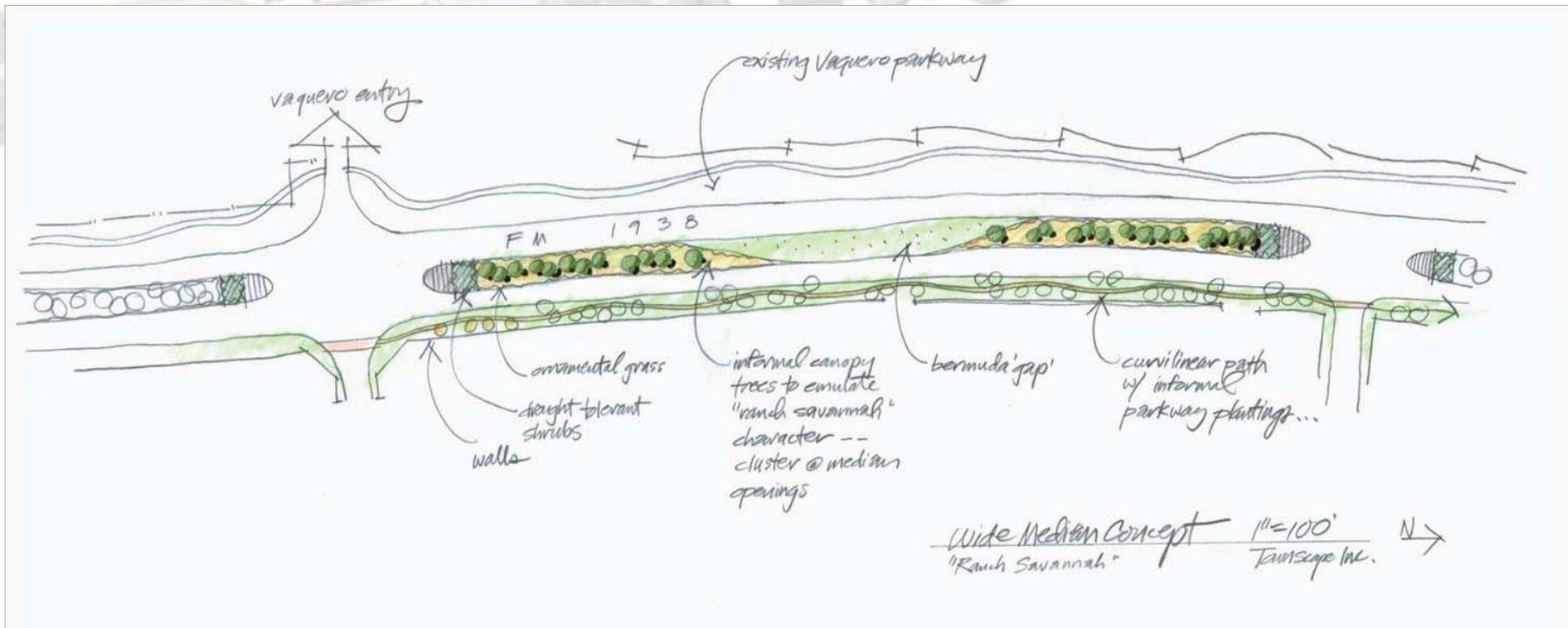
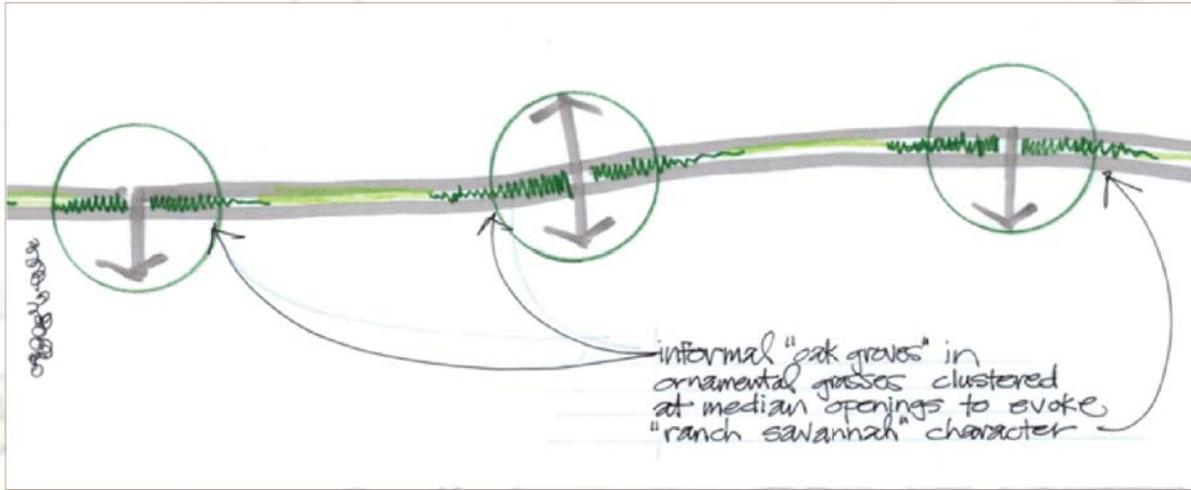


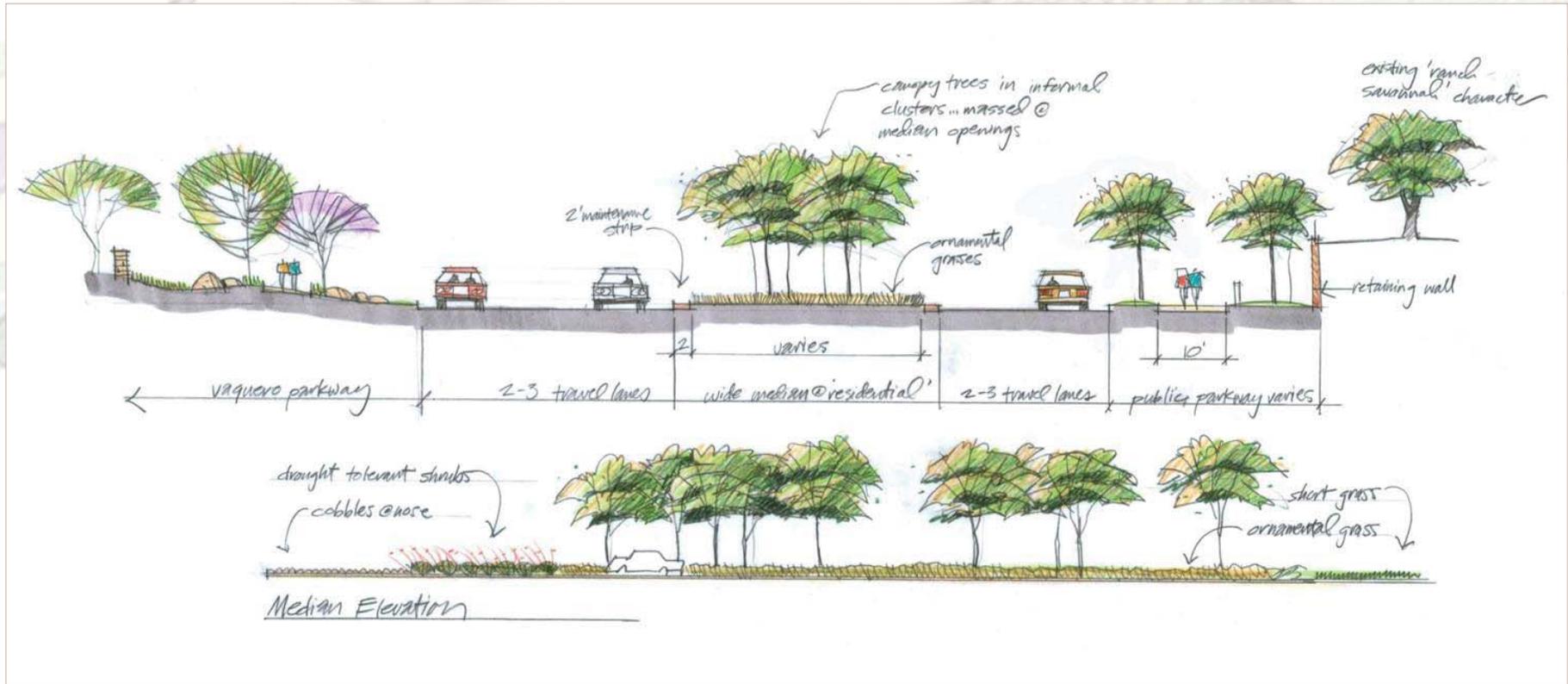




Small Median Concept 1"=10' Townscape







## Public Input

On March 5, 2009, SRA and Townscape planners held a meeting with corridor stakeholders during the course of the Town Council Workshop session. Stakeholders in attendance at the meeting included the Town Council, various Town governmental officials, corporate campus development representatives, residential landowners, and residential Home Owner Association (HOA) representatives.

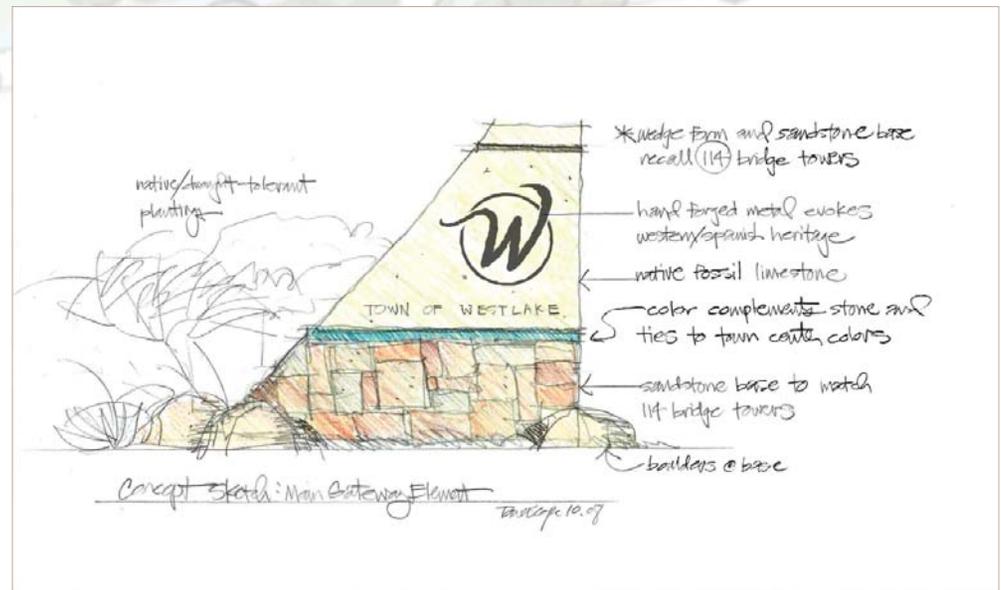
Planners conducted the initial segment of the meeting utilizing a PowerPoint presentation describing an overview of the existing conditions, analysis of the corridor study area and recommendations for the various streetscape enhancements and amenities that could be considered for the corridor. The presentation was followed by a round table discussion around draft plan graphics to solicit feedback, answer questions, and provide a better understanding of the challenges and opportunities found within the corridor.



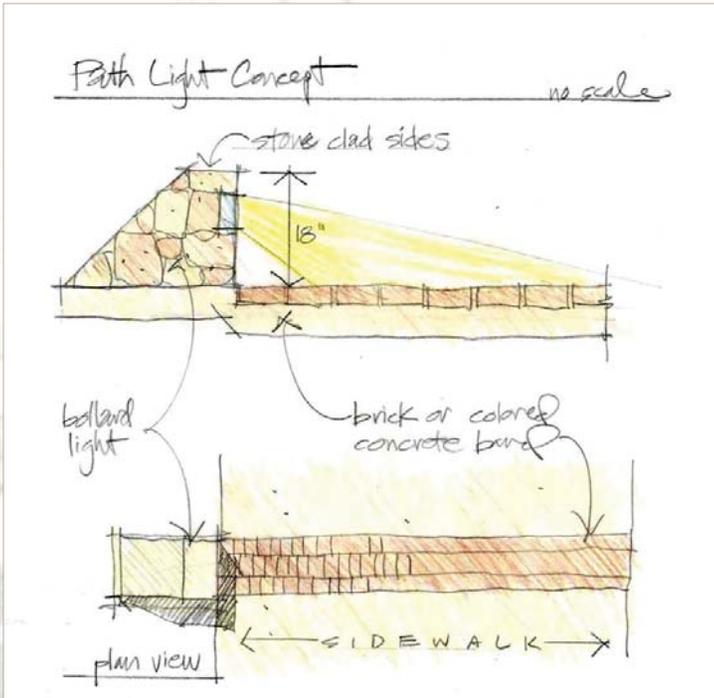
## Design Vocabulary

The image of Westlake's "rural character" begins to suggest a "design vocabulary", a term used to describe a palette of shapes or forms, textures, colors, materials and details that work together to create a cohesive image or theme. The design vocabulary may include simple pure geometries, native stone and metal, water, native plants, and earth tones. The following design vocabulary features are important to creating a cohesive and distinct identity for the corridor:

- The rhythmic repetition of site elements such as street trees, enhanced paving, etc. is used to instill a sense of order and unity throughout the corridor.
- Simple geometric forms with high contrast should be used in the intersection design. Overly ornate or complex icons distract vehicular traffic.
- Construction materials and street furnishings should be proven elements that are timeless in their setting. These materials should have the durability to withstand heavy traffic such as brick, steel, and enhanced concrete.
- Other key features to the identity of this corridor include:
  - Lighting – pedestrian bollard lights.
  - Site Furnishings – benches, trash receptacles, bollards, tree grates, bike racks, traffic signals and wayfinding signs.
  - Architectural elements – gateway monuments and landmarks.
  - Paving – enhanced intersections, crosswalks, and sidewalk treatments.
  - Landscaping – street trees, median trees, green spaces and ornamental plantings such as shrubs and ground covers.



Gateway Monuments. This vertical sign design incorporates a slanted pillar, recalling the architectural monuments at S.H. 114, and utilizes a variety of native stone materials and earth tone colors. It could be sited at primary roadway entrances to the corridor.

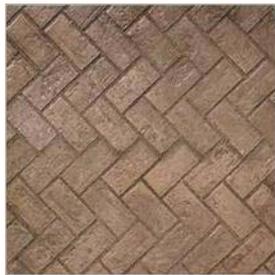
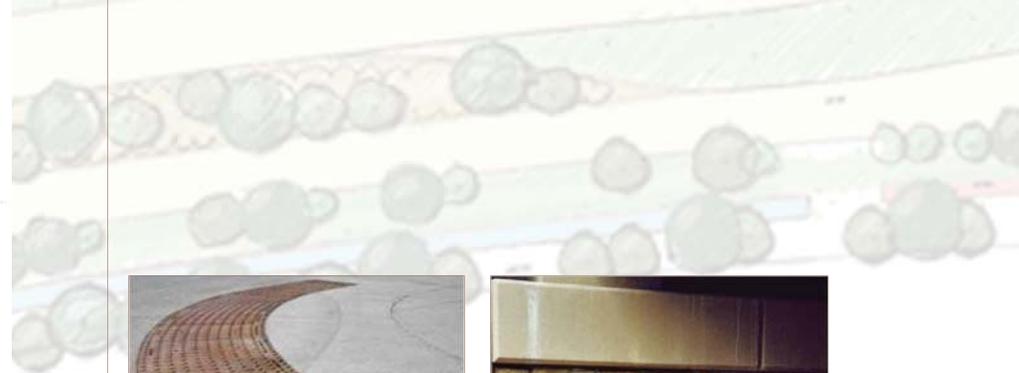


*Secondary Monuments.* A family of smaller gateway monuments, trail markers, and bollards could enhance secondary entrances, drives, parks, and greenway trails. These designs mimic the forms and materials of the large gateway monuments.

*Pedestrian Lighting.* The lighting proposed is a series of custom bollards that will compliment the gateway monument. These bollards will be located at the sidewalks beginning one hundred-feet on either side of an intersection. The bollards will continue at the intersection node in order to illuminate pedestrians at the intersection crosswalks.



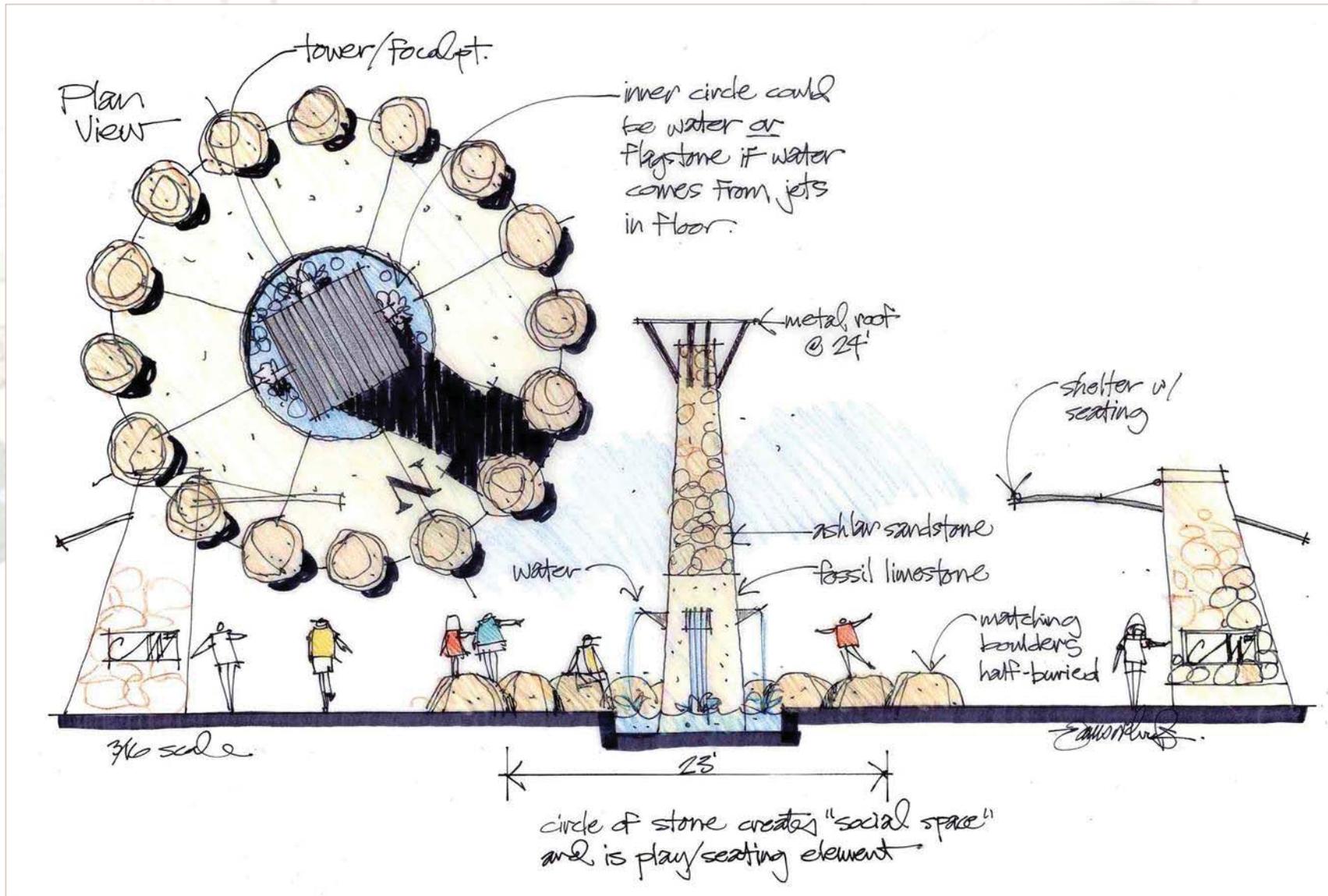




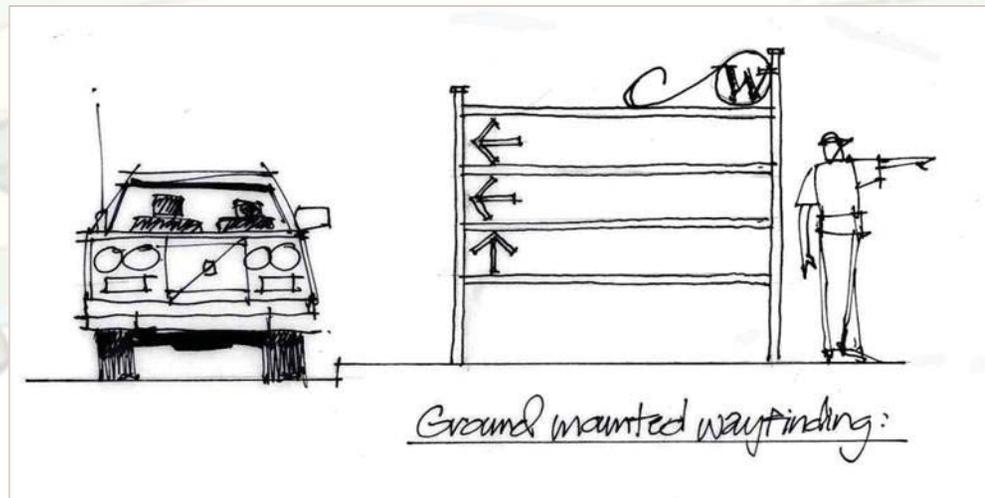
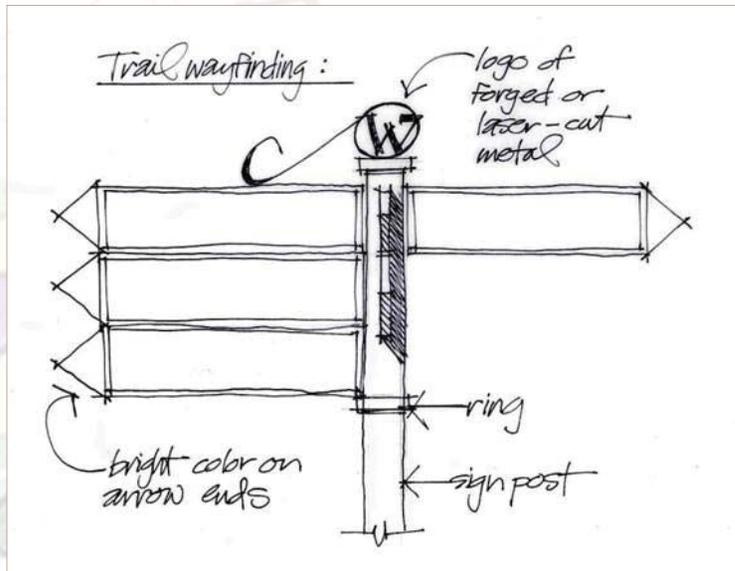
Wayfinding: Color schemes. A number of color schemes inspired by natural materials would be appropriate in the corridor; the scheme chosen should communicate the character of Westlake, and be visible at a distance.



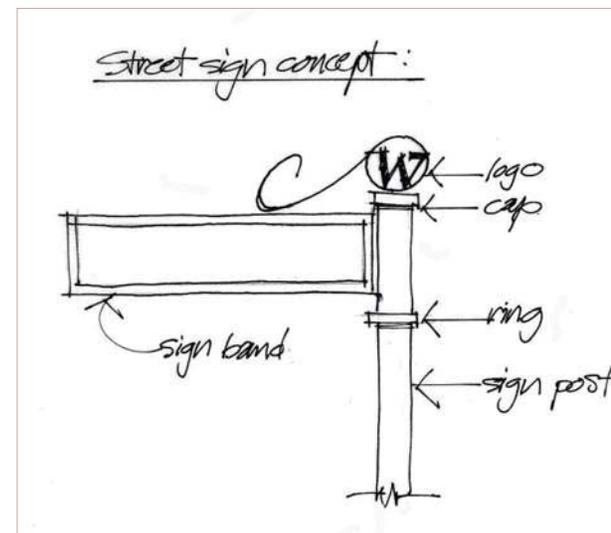
*A Sense of Place. In this concept sketch, a logo and use of a unified design vocabulary is utilized to create a trail head area with a character that is unique to this corridor.*



Shade Structure. In this concept sketch, a shade structure adds to the pedestrian realm with the identifiable architectural motif, which is a continual reminder throughout the corridor of the identity of the area and its pedestrian connectedness.



Wayfinding Motif Applications. A strong design motif can produce a family of wayfinding signage to serve a variety of needs throughout the corridor. Their repeated use works in tandem with the streetscape design to visually unify disparate parts of the community.



## Placemaking Elements

### Logo Concept

A Logo can evoke the character or identity of a place. The flying” W “logo represents the ranching heritage of Westlake, and the rural character of the community within a simple graphic that is identifiable at speeds up to 40 mph. The logo concept is followed by examples of a unified family of site elements that demonstrate how a design vocabulary can reinforced an image for the corridor. This image/icon can reach further throughout the Town’s thoroughfares to define the community, and give cohesiveness as the community grows.

### Lighting

The quality of light can greatly affect the character of the streetscape within the corridor and the perceived sense of whether the area is safe or unsafe. Lighting for pedestrians should be designed to avoid glare and give the pedestrian the ability to see their immediate area as well as their surroundings outside the lighted area. A well-lighted corridor with pedestrian lighting, attention to human scale and appropriate light levels will invite more pedestrian traffic, and help avoid potential nighttime conflicts. Pedestrian lights and streetlights should complement each other as well as the other site furnishings. Currently there is no intention to add streetlights to this corridor in keeping with the rural character of Westlake. Future additional pedestrian or streetlights beyond the proposed bollard lights would need to blend with the palette of materials identified in this document.

### Site Furnishings

Site furnishings are a major contributor to a pedestrian-friendly environment and include items such as benches, shade structures, trash receptacles, bike racks, signs, traffic signals, tree grates, and



bollards. A pedestrian-friendly environment is greatly influenced by one’s perceived level of comfort. A shaded place to sit and relax enhances the level of comfort for the pedestrian. Street furnishings can also provide a strong unifying element within the corridor, setting it apart with a distinct identity. The color of the site furnishings should match or compliment the other elements in the design vocabulary.

### Monuments

It is critical for the success of a distinct corridor to have a strong entry statement as it sets the standard and identity for the area as a visual icon. Gateways and landmarks properly located will serve as a visual announcement to let people know they are entering a special area.

### Paving

Enhanced paving treatments are one of the key features in a design vocabulary to introduce color and texture into the streetscape environment. It is also an important component in traffic calming which leads to a safer pedestrian realm. Paving materials should be durable due to the heavy volume of traffic anticipated along F.M. 1938. The enhanced paving allow by TxDOT is stamped and colored concrete.

Enhanced pavement materials can be used to establish a pedestrian priority. A change in pavement texture or color signals drivers that the crosswalks are a pedestrian priority area. The rough texture of enhanced paving and contrasting color will be a second indicator for drivers to reduce their speed.

## Landscaping

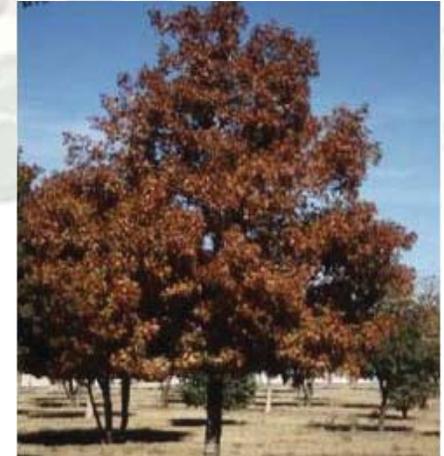
Street trees are key components to traffic calming and creating a successful streetscape. A tree lined street not only helps define the vehicular corridor, it also defines the pedestrian spaces while introducing rhythmic groupings of color and texture. Street trees are also one of the vertical elements in a streetscape that provide comfort and shade for pedestrians in the heat of the summer and can also produce “visual friction”. Visual friction uses vertical and/or horizontal elements within the streetscape, such as street trees, enhanced pavement, etc. to signal drivers that they have entered a pedestrian realm. Drivers perceive they are driving within a pedestrian zone which contributes to a greater awareness and slower speeds.

## Place Making - A Family of Site Design Elements

A number of applications of the name and logo concepts, along with the suggested vocabulary of forms, materials and colors, are illustrated. Although the master plan cannot anticipate or detail every feature that will ultimately make up the visual environment of the corridor, it illustrates sufficient examples of a unified design vocabulary to facilitate translation into other components.



*Possumhaw Holly*



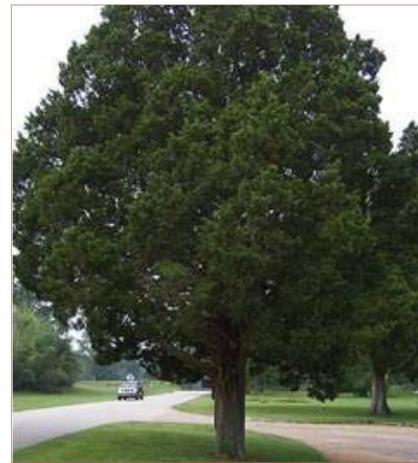
*Red Oak*



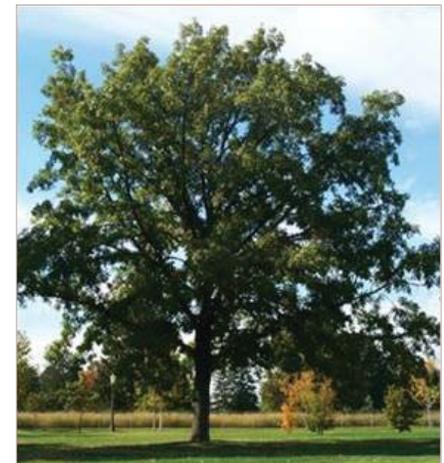
*Desert Willow*



*Cedar Elm*



*Eastern Red Cedar*



*Bur Oak*



*Hameln Grass*



*Crossvine*



*Weeping Lovegrass*



*Texas Sage*

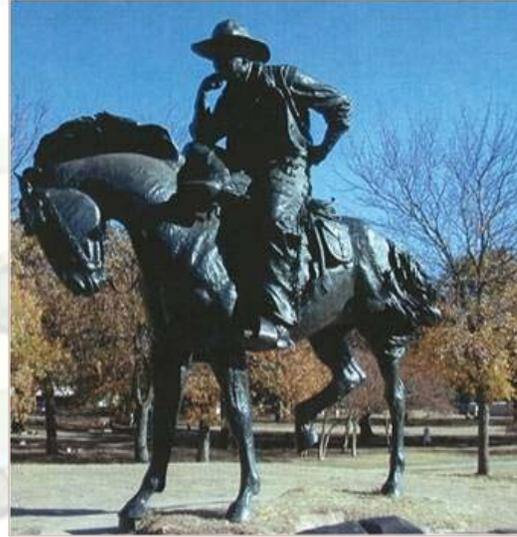


*'Little Bunny' Fountain Grass*



*Soft Leaf Yucca*







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