CITY OF LANCASTER
STREETSCAPE MASTER PLAN

ADOPTED SEPTEMBER 28, 2020

HALFF

Lancaster All-America City 2019

Lancaster
The Shining Star of Texas

ACKNOWLEDGMENTS

The following individuals are recognized for their significant contributions to the preparation of the City of Lancaster Streetscape Master Plan.

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TABLE OF CONTENTS

LIST OF FIGURES & TABLES

LIST OF FIGURES

LIST OF FIGURES & TABLES

LIST OF TABLES

LIST OF ACRONYMS

AASHTO = American Association of State Highway Transportation Officials
ASTM = American Society for Testing and Materials
DFW = Dallas-Fort Worth
ESRI = Environmental Systems Research Institute
FHWA = Federal Highway Administration
LED = Light-Emitting Diode
MEP = Mechanical, Electrical, and Plumbing
NCTCOG = North Central Texas Council of Governments
RGBW = Red, Green, Blue, White
ROW = Right-of-Way
TxDOT = Texas Department of Transportation


STOP

CHAPTER 1
INTRODUCTION

PLAN BACKGROUND & PURPOSE

PLAN GOALS & OBJECTIVES

PLANNING PROCESS

This first chapter presents the context for why the City of Lancaster embarked on an update to the Streetscape Master Plan. The chapter includes an overview of the plan background and purpose, describes the overall planning process, and presents the plan goals and objectives.

PLAN BACKGROUND & PURPOSE

The City of Lancaster is a growing and dynamic community located at the southern edge of the Dallas-Fort Worth (DFW) Metroplex. The City is a unique combination of suburban residential, historic downtown, scenic creeks and greenbelts, and industrial/manufacturing hubs. Not only is the built and natural environment of Lancaster diverse, so are the people that live and work in the community. One way to reflect the values of a community in the built environment is through streetscapes and monumentation.

Streetscape: The physical area and elements within the street right-of-way that define a street which includes pedestrian and vehicular paving, lighting, signalization, signage, utilities, site furnishings, vehicular or pedestrian amenities, and vegetation.

Monumentation: An architectural feature used to mark an entry to an area or to identify a place.

In recognition of the importance of streetscapes and monumentation to the community, the City embarked on a Streetscape Master Plan originally in 2006. As Lancaster continued to grow and evolve, city leaders recognized the importance of updating the plan to reflect current trends and in 2019, initiated an update to the streetscape master plan.

The purpose of this Streetscape Master Plan Update is to:

- Update the 2006 Streetscape Master Plan
- Identify recommendations for monumentation and streetscape design standards
- Help the City identify capital projects for monumentation and streetscapes
- Add value through defining quality of life and the City's identity

The brick entry features in downtown Lancaster are an example of monumentation.

The resulting streetscape master plan serves as a guide for the City to update development standards and requirements for developers to incorporate monumentation and streetscape features when new development occurs. This plan is divided into six chapters:

1. INTRODUCTION | Discusses purpose and background of the plan.

2. COMMUNITY CONTEXT | Presents existing conditions in Lancaster.

3. STREETSCAPE MASTER PLAN NEEDS | Identifies issues and opportunities for implementing streetscape and monumentation features.

4. GATEWAY & STREETSCAPE VISION | Presents concepts for a hierarchy of streetscape and monumentation to be applied throughout the City.

5. GATEWAY & STREETSCAPE DESIGN STANDARDS | Introduces design standards for the recommended hierarchy of streetscape and monumentation.

6. IMPLEMENTATION | Identifies priority actions and typical cost figures.

BENEFITS OF STREETSCAPE BEAUTIFICATION & MONUMENTATION

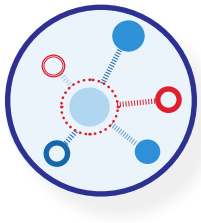
Effective streetscape beautification and monumentation can have significant long-term benefits in a community, including the following:

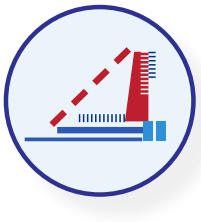
- **Citizen pride** - increases pride residents feel for the City.
- **Relocation benefits** - makes Lancaster a more attractive place for new businesses and residents to locate.
- **Increasing the competitiveness of Lancaster** - makes Lancaster more competitive amongst area communities for attracting new employers.
- **Keeping residents in Lancaster** - helps retain residents as a quality place to live.
- **Health benefits** - linking streetscapes to active recreation facilities can promote overall health of residents.
- **Increases in property values** - quality streetscapes and monumentation can raise the values of surrounding properties.

The Cedar Crest gateway in Dallas is a major gateway monument into a neighborhood.

PLAN GOALS & OBJECTIVES

The overall vision of the Streetscape Master Plan is to provide quality streetscape design, create a unified family of iconic entry monumentation, and promote the local values and identity of Lancaster. The following goals provide a framework for the implementation of the Streetscape Master Plan and each goal is supported by specific, attainable objectives. These goals were developed in coordination with staff and with input from the City Council at the beginning of the planning process.





GOAL 1

PROMOTE AND ENHANCE A CONNECTED COMMUNITY

Build and reflect upon Lancaster's unique history and character using highly recognizable streetscape design and monumentation.

GOAL 2

REINFORCE THE IDENTITY OF LANCASTER

Establish and promote Lancaster's brand through unique, highly recognizable physical improvements to the public environment.

OBJECTIVES

1.1 Reflect and reinforce the local vernacular of the City by creating signature streetscapes that strengthen the community's presence in the region and promote a sense of welcome.

1.2 Implement city-wide memorable gateways, portals, and intersection improvements which will help improve the image of the City and promote opportunities to attract new talent and retain current residents.

1.3 Celebrate Lancaster's unique history by providing accessible and meaningful connections to enhance the safety, comfort, and character of all streets for all people, regardless of disabilities or age.

OBJECTIVES

2.1 Implement an expansive network of iconic and noticeable hierarchy of monumentation and streetscape features that will reflect and embrace the classic and unlimited potential of Lancaster.

2.2 Introduce a family of iconic major and minor monumentation and streetscape elements which signify key destinations and a sense of arrival to Lancaster from adjacent communities.

2.3 Develop a unified streetscape theme to enhance a cohesive image of Lancaster through the thoughtful selection and placement of elements to foster variety and interest.

GOAL 3
ENHANCE QUALITY OF LIFE THROUGH STREETSCAPE DESIGN

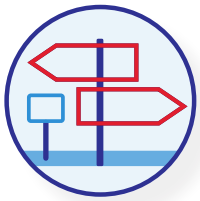
Ensure all users have access to visible, accessible, high quality streetscape elements that are well maintained and shared by all.

OBJECTIVES

3.1 Create pedestrian-friendly corridors to encourage safe walking by incorporating smooth, slip-resistant materials that make streets welcoming for people of all ages and abilities.

3.2 Design sustainable features that encourage the preservation of existing trees and plantings by integrating enhancements with the natural landforms to have little impact on the natural environment.

3.3 Accommodate healthy trees, plantings, and green stormwater infrastructure best management practices to provide sustainable solutions that reduce stormwater runoff into watersheds.



GOAL 4
IMPROVE WAYFINDING SYSTEM

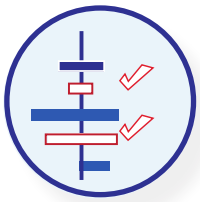
Improve and install pedestrian scale wayfinding signage to assist pedestrians with navigating throughout the city.

OBJECTIVES

4.1 Consider a variety of wayfinding and branding elements that orient users and reflect citizens desires while being cautious about altering the streetscape's character and function.

4.2 Identify design treatments that highlight Lancaster's memorable history, modern future, and reinforce the distinct character with a clean, classic and bold look through theming and wayfinding.

4.3 Provide clear directional signage at key decision points along pedestrian and bike routes such as trail access points and crossings which distinguish from and also tie to Lancaster's surrounding environment.



GOAL 5

DEVELOP AND ADOPT STREETSCAPE STANDARDS

Establish a benchmark or reference for best management practices of streetscape design goals to design pedestrian-friendly streets.

OBJECTIVES

5.1 Develop user-friendly streetscape design standards and guidelines, establishing a model for pedestrian environments to be consistent with the course of population changes that come with consistent growth.

5.2 Evaluate existing and future land uses and planning and development trends to determine an appropriate sustainable streetscape improvement in the area.

5.3 Utilize context-sensitive solutions, select and develop a planting palette to incorporate a variety of trees and planting that adapt to local site conditions and enhance the seasonal streetscape.

GOAL 6

SPUR ECONOMIC OPPORTUNITIES

Generate interest to attract visitors and retain residents by demonstrating commitment to fostering high standards for quality of life.

OBJECTIVES

6.1 Pursue strategic partnerships to help identify Capital Projects and provide a road map that can be used to guide decisions for enhancing Lancaster's streetscape for the future.

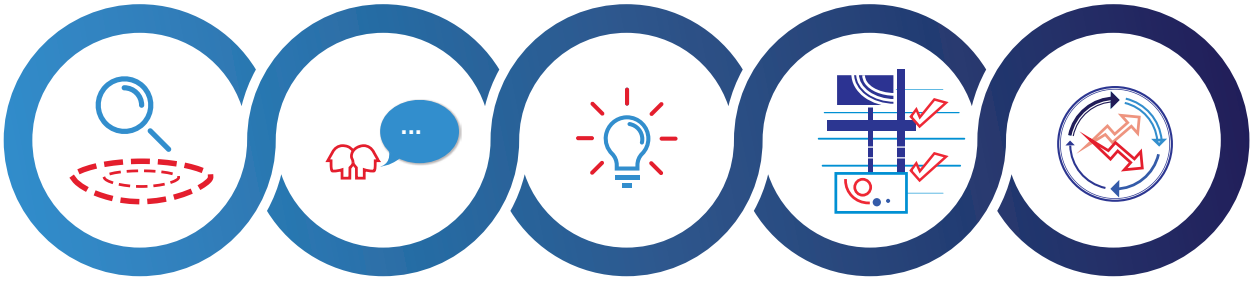
6.2 Introduce public art installations where appropriate to express diversity and unique qualities of the natural and built environment.

6.3 Consider implementing lane diets or road diets to improve mobility, enable active transportation, and minimize traffic congestion for a better-connected streetscape network.

PLANNING PROCESS

The project team underwent a ten month planning process to develop the updated master plan, as shown in **Figure 1:1** below. This plan builds upon the previous streetscape master plan as well as other planning guidance the City has adopted, including the Comprehensive Plan, Thoroughfare Plan, Trails Plan, and Parks, Recreation and Open Space Master Plan. Throughout the process City staff, focus groups, stakeholders and citizens were actively involved to guide the Plan recommendations. The graphic below represents the steps involved in the planning process

Figure 1:1 - Planning Process



INVENTORY OF EXISTING CONDITIONS	STAKEHOLDER & PUBLIC VISIONING	DEVELOP CONCEPTS & RECOMMENDATIONS	REVIEW STANDARDS	IMPLEMENT PLAN
The project team inventoried existing gateway monumentation and streetscape features.	A series of engagement strategies were used to request feedback from citizens.	Based on community feedback, a series of concepts and recommendations were developed.	The plan outlines guidelines and standards for design implementation.	Prioritizes recommended actions and potential funding opportunities.

Streetscape design helps to create a consistent, quality look in a community.

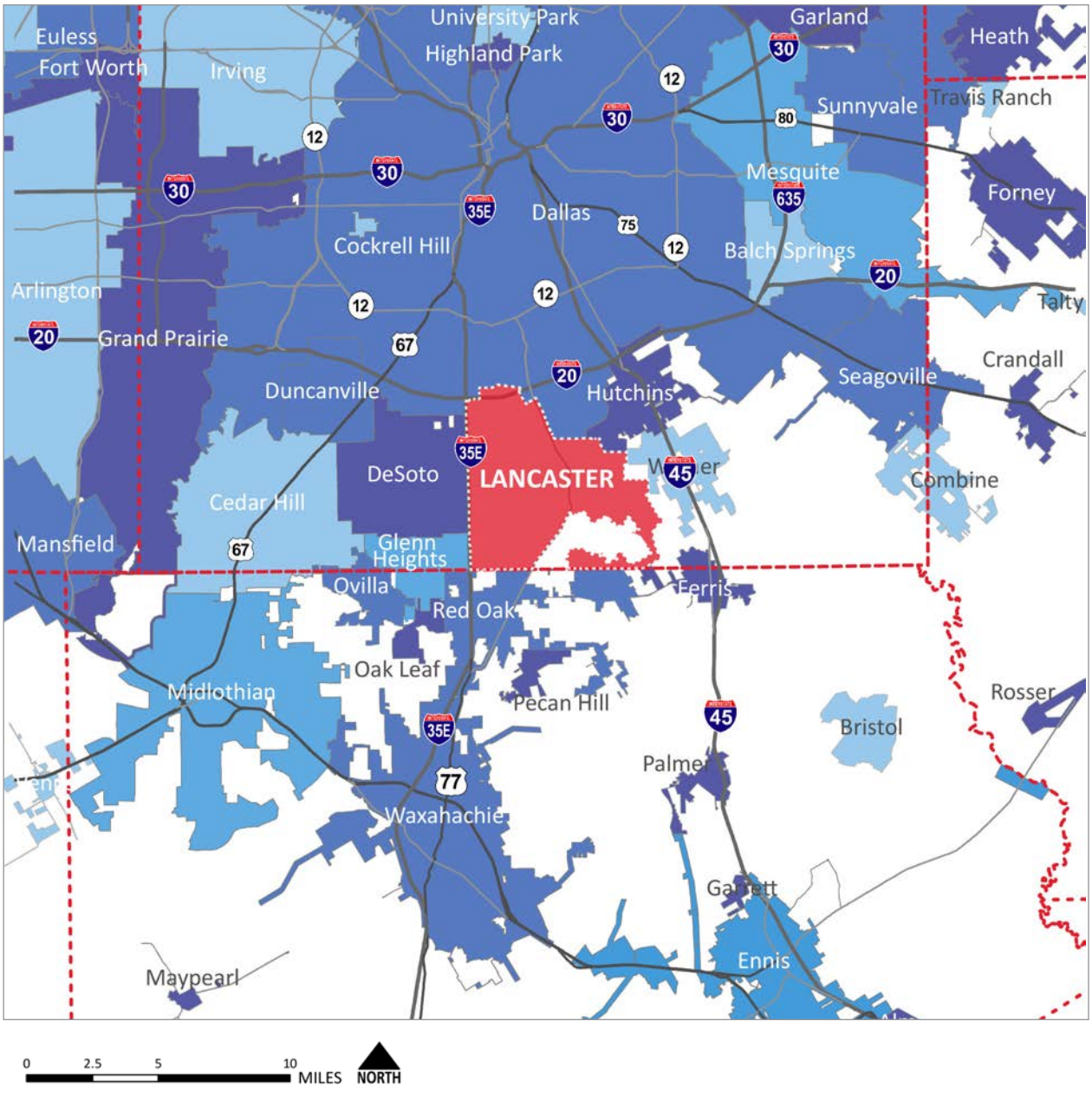
CHAPTER 2
COMMUNITY CONTEXT

Chapter 2 identifies the characteristics that distinguish Lancaster from other communities. This chapter includes a description of the context for the surrounding natural and built environment that influences Lancaster's streetscape. To understand Lancaster today and in the future, the city's demographics have been analyzed along with growth projections. This chapter also includes a review of relevant plans, and finally a summary of public and stakeholder engagement is included in this chapter.

REGIONAL CONTEXT

Lancaster is located in southern Dallas County and is part of the DFW Metroplex in Texas. The city is roughly 33.15 square miles and is bordered by IH-35E to the West, IH-20 to the north and the county line to the south. Lancaster, along with surrounding communities, is part of the 'Inland Port' of Dallas and supports significant industrial and logistics businesses. Lancaster's prime location presents opportunities to serve as the 'southern gateway' into the DFW Metroplex. **Figure 2:1** depicts Lancaster's location within the greater region. Key regional employers located within Lancaster include Wal-Mart, Cedar Valley College (partially in Lancaster), AT&T Distribution Center, Swift Transportation, and United National Foods, Inc.

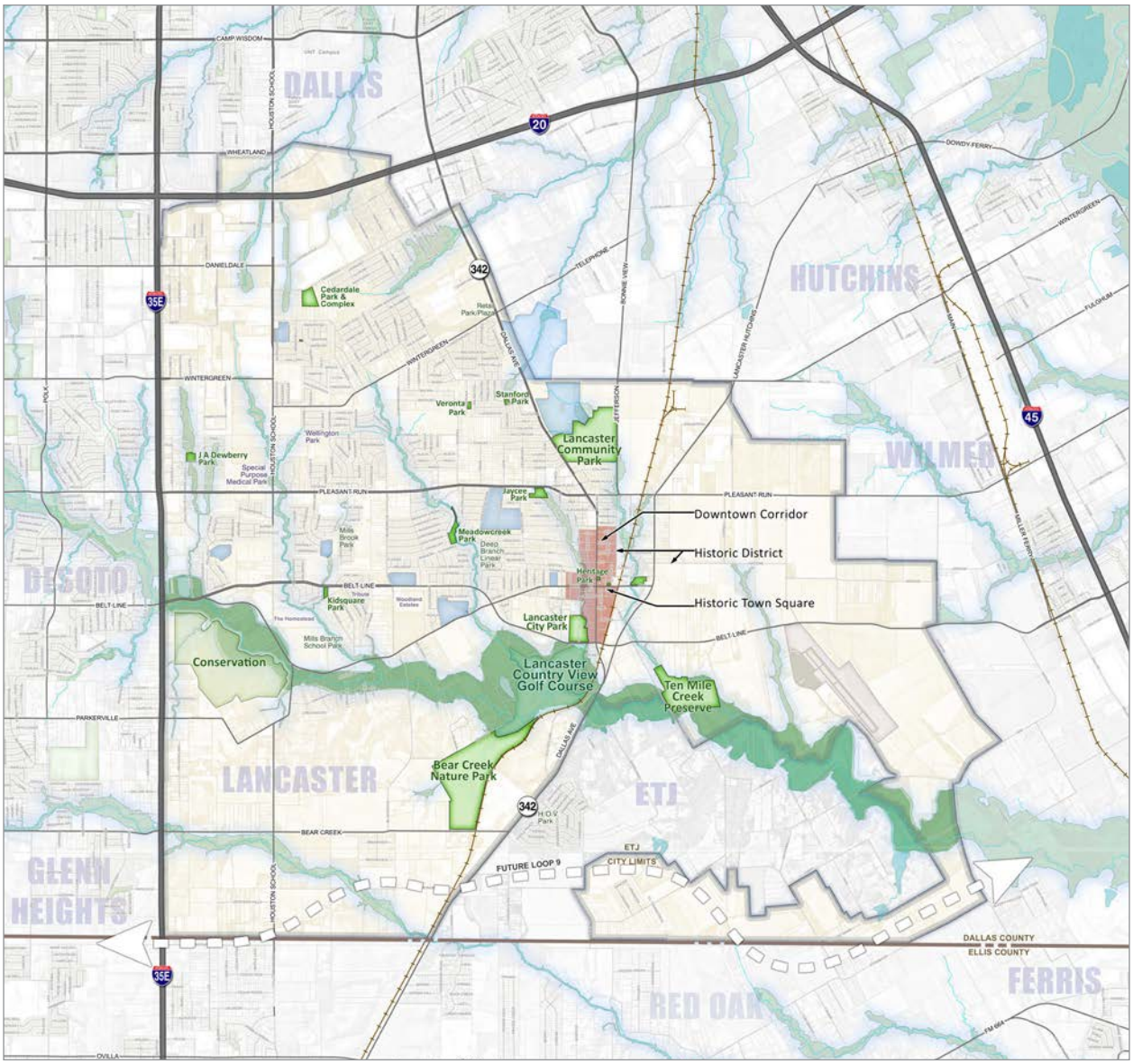
Figure 2:1 - Regional Context Map



BUILT &NATURAL ENVIRONMENT

Lancaster contains many natural features that provide ecological value and appeal. One of the major natural features is the Ten Mile Creek which provides quality recreational opportunities for visitors. Additionally, there are 13 parks in Lancaster. The largest park is Lancaster Community Park, which features an amphitheater, baseball field, football field, soccer field, fishing pier, pavilion, and recreation center. **Figure 2:2** depicts the natural features in Lancaster, including creeks, floodplains, and parks. There is significant vacant land in Lancaster; the majority of vacant land is located in the far southern and far eastern portions of the city, indicating that there is potential for significant new development as the community continues to grow.

Figure 2:2 - Natural Features in Lancaster



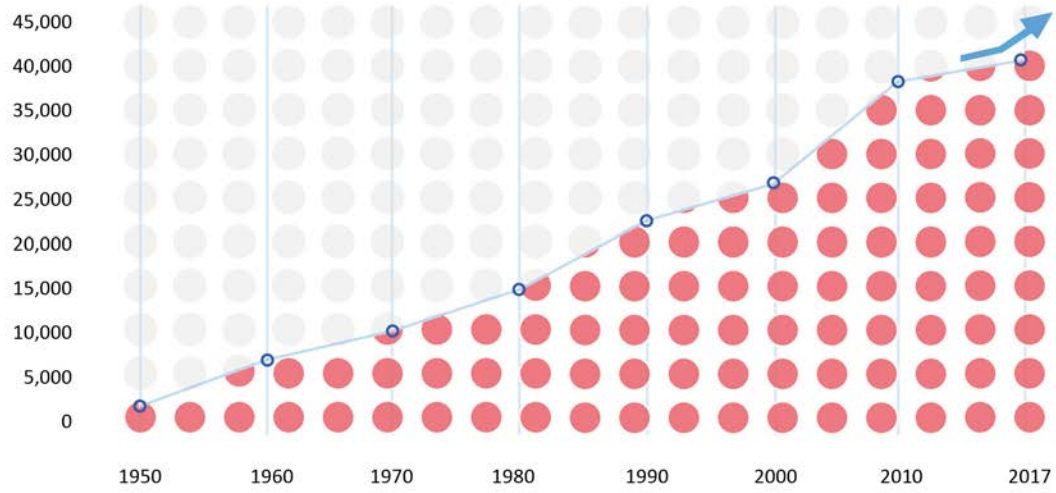
DEMOGRAPHIC ANALYSIS

GROWTH TRENDS

The City of Lancaster experienced relatively steady population growth from 1950 to 1960, similar to many of the cities within the DFW Metroplex. In 1950 the population was estimated to be 2,632 and by 1960 the City had grown approximately 185%; in 2010, the population had reached 36,361. This is approximately a 1,281% increase in the past 60+ years. Over the past 20 years, the city has continued on this growth trend, increasing by about 50%. While Lancaster has been continuously growing over the past century, it still only makes up about 1.5% of Dallas County's population. **Figure 2:3** shows the population of Lancaster over the past several decades.

Population projections made by NCTCOG predicts that both the City of Lancaster and Dallas County will experience growth, but at a slower rate than in previous years. The City's population is anticipated to increase by 30.8% by 2045, reaching a population total of 50,849. Dallas County is expected to reach over three million consistent with a 35% increase in population. Decline in the rate of population growth in the future indicates that the city and county will be approaching build out, therefore it is strategic to establish design and development standards to ensure implementation is prioritized in the long-term.

Figure 2:3 - Historic Population Growth



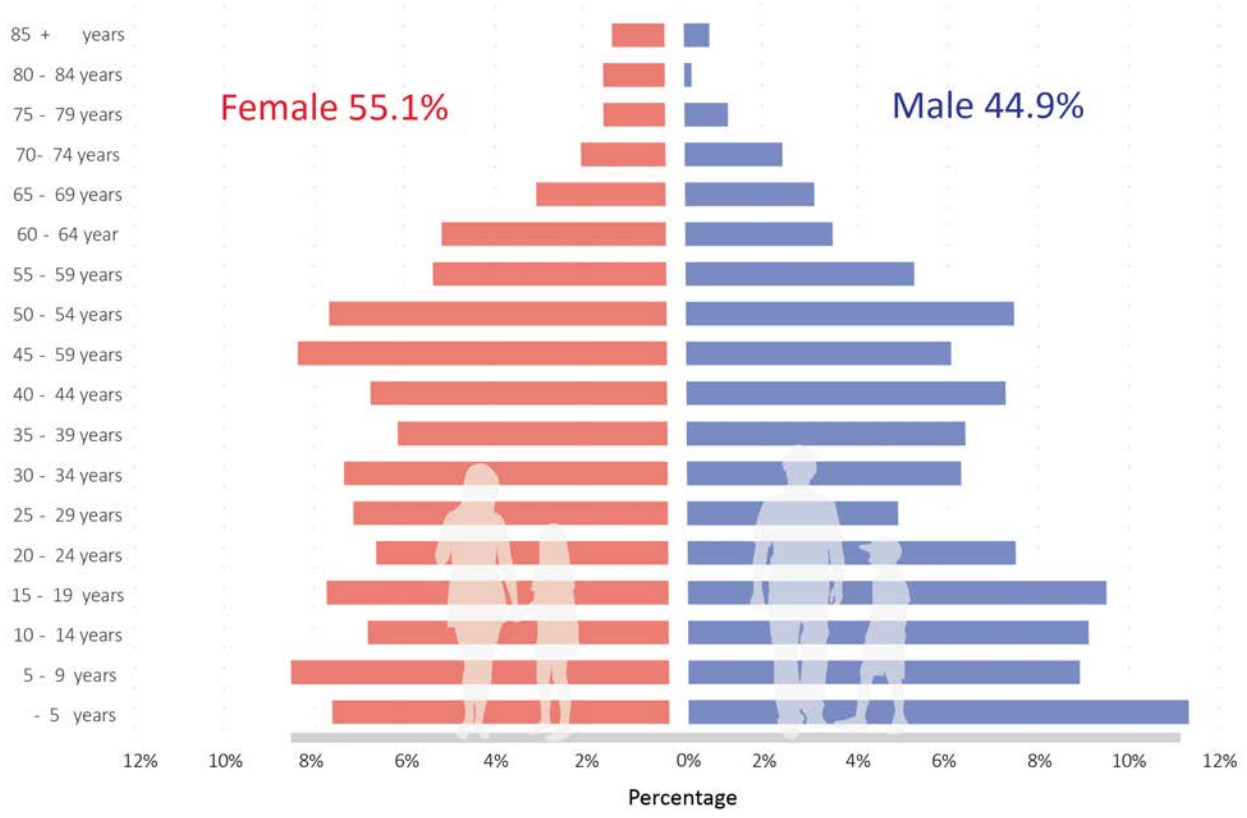
Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

AGE & GENDER CHARACTERISTICS

As of 2017, the largest population group in Lancaster are individuals under the age of five, followed by those age five to nine. A population with a large percentage of children often indicates a growing community with a lot of families. Additionally, females make up 55.1% of the total population, and outpace their male counterparts in most age cohorts older than 45 years. The median age in Lancaster in 2017 was 32 years, which is lower than the DFW region median of 34.6 years. A younger population with a significant number of children provides considerable impact to the types of parks and recreational programming a city should prioritize. Families with young children seek recreational opportunities and amenities that align with multi-generational needs.

Lancaster has recently rebuilt several schools, which is needed with the growth in the percentage of children under 18.

Figure 2:4 - Population by Age & Gender

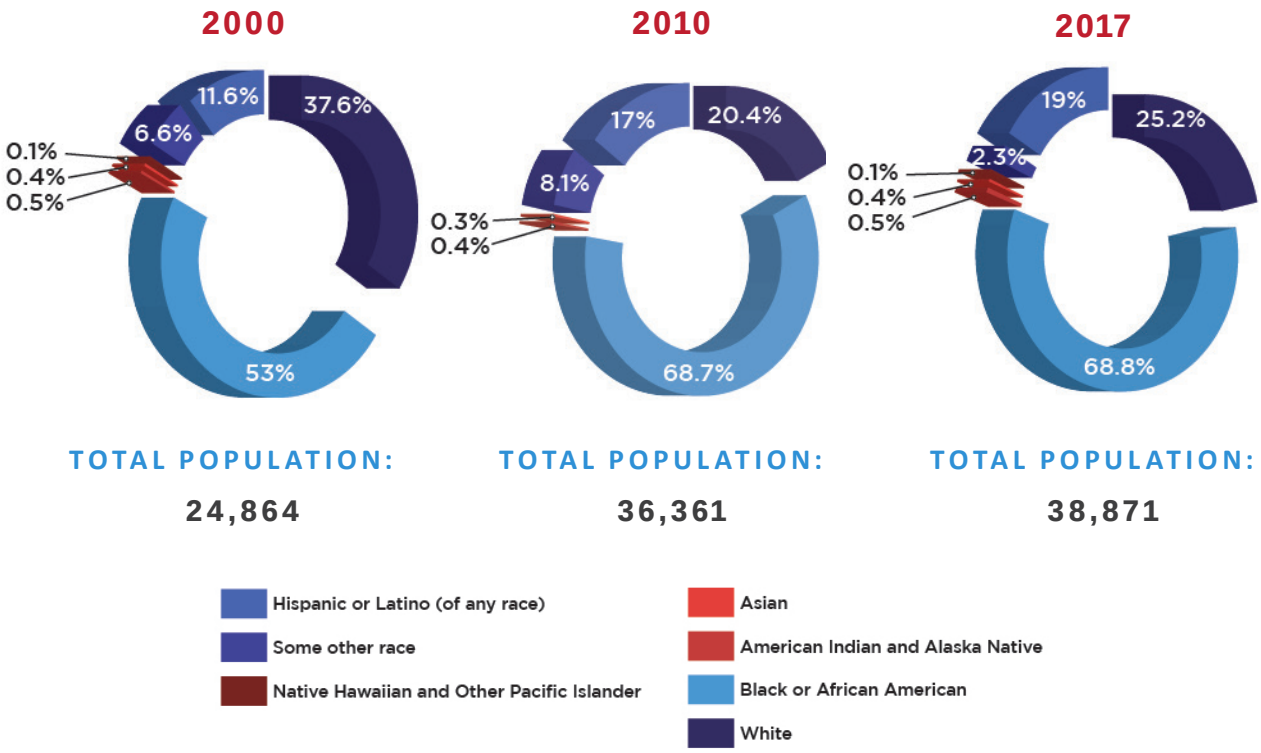


Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

RACE & ETHNICITY CHARACTERISTICS

Lancaster's population is primarily composed of residents who identify as Black or African American (68.8%) and White (25.2%). Generally, the composition of Lancaster's population has not changed significantly from 2000 to 2017. Since 2000, Lancaster has had a considerable percentage of the population that identifies as Hispanic or Latino ethnicity. From 2000 to 2017 the percentage of Hispanic or Latino residents increased 146%. **Figure 2:5** shows the racial composition from 2000, 2010, and 2017.

Figure 2:5 - Race and Ethnicity Over Time



Source: U.S. Census Bureau

HOUSEHOLD CHARACTERISTICS

The percentage of owner-occupied units has remained greater than renter-occupied units in Lancaster from 2000 to 2017; however, the total percentage has decreased over time. The percentage of renter-occupied housing units has increased 5.2% from 2000 to 2017 to 37%. A large percentage of owner-occupied housing units is consistent with the fact that 73% of Lancaster's households are family households and that a large portion of the population is 34 years old or younger, indicating that there are many young families choosing to purchase single-family homes.

In 2017 the median household income in Lancaster was $51,628, which is an 18% increase since 2000 but a 2% decrease from 2010. Comparatively, median household income in Dallas County in 2017 was $53,626 and in the state was $57,051.

Previously, the City has had a slightly higher median household income than both the city and state. In 2010, Lancaster's median household income was $52,752 while Dallas County was $47,974, and Texas was $49,646. **Table 2:1** and **Table 2:2** show key household characteristics over time.

Individuals living below the poverty level in Lancaster account for 14.8% of the total city population. This percentage has increased gradually since 2000 when 8.1% of the population was impoverished. Compared to both Dallas County and the state of Texas, in 2017, the percentage of people living in poverty was slightly less in Lancaster.

Table 2:1 - **Household Characteristics, 2000-2017**

	2000	2010	2017
Total Housing Units	9,590	13,598	13,741
Occupied Housing Units	9,182	12,120	12,892
Occupied Housing Units (%)	95.7%	89.1%	93.8%
Vacant Housing Units	408	1,478	849
Vacant Housing Units (%)	4.3%	10.9%	6.2%
Owner-occupied Housing Units	6,023	8,133	7,781
Percentage of Owner-occupied Units	65.6%	67.1%	60.4%
Median Mortgage Cost	$975	$1,447	$1,326
Renter-occupied units	3,159	3,987	5,111
Percentage of Renter-occupied units	34.4%	32.9%	39.6%
Median Rent Cost	$671	$865	$967
Total Households	9,182	12,120	12,892
Family Households	75.1%	72.2%	73.2%
Non-Family Households	24.9%	27.8%	26.8%

Source: Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.

Table 2:2 - **Household Income**

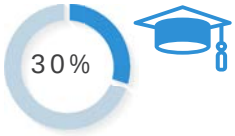
	2000	2010	2017
Less than $15,000	935	1,476	1,570
$15,000 to $24,999	1,025	1,228	1,241
$25,000 to $34,999	1,201	1,111	1,483
$35,000 to 49,999	2,135	2,243	1,846
$50,000 to $74,999	2,151	3,042	3,025
$75,000 to $99,999	946	1,697	1,697
$100,000 to $149,999	609	1,221	1,510
$150,000 or more	165	372	520
Median Household Income	$43,773	$52,752	$51,628

Source: Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.

Lancaster Community Park is a family friendly environment that provides recreational opportunities for all ages.

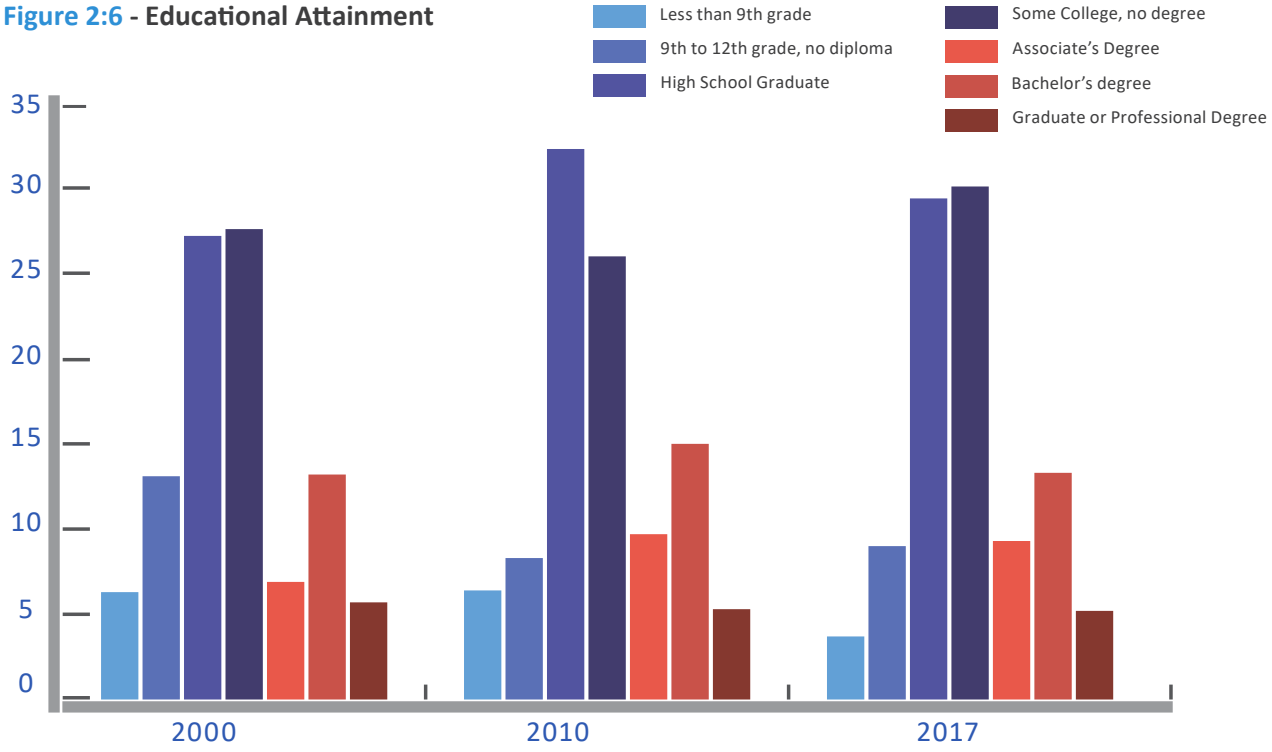
EDUCATIONAL ATTAINMENT

Of the residents in Lancaster 25 years and older, approximately 29% were high school graduates in 2017: this percentage has fluctuated since 2000 when it was 27% and then 32% in 2010. The educational attainment category that has increased most significantly over the past 20 years are residents who have some college experience. **Figure 2:6** depicts the changes in educational attainment for the population of 25 or older from 2000 to 2017.



30% of residents have some college education which is higher than Dallas County as whole (20% in 2017).

Figure 2:6 - Educational Attainment



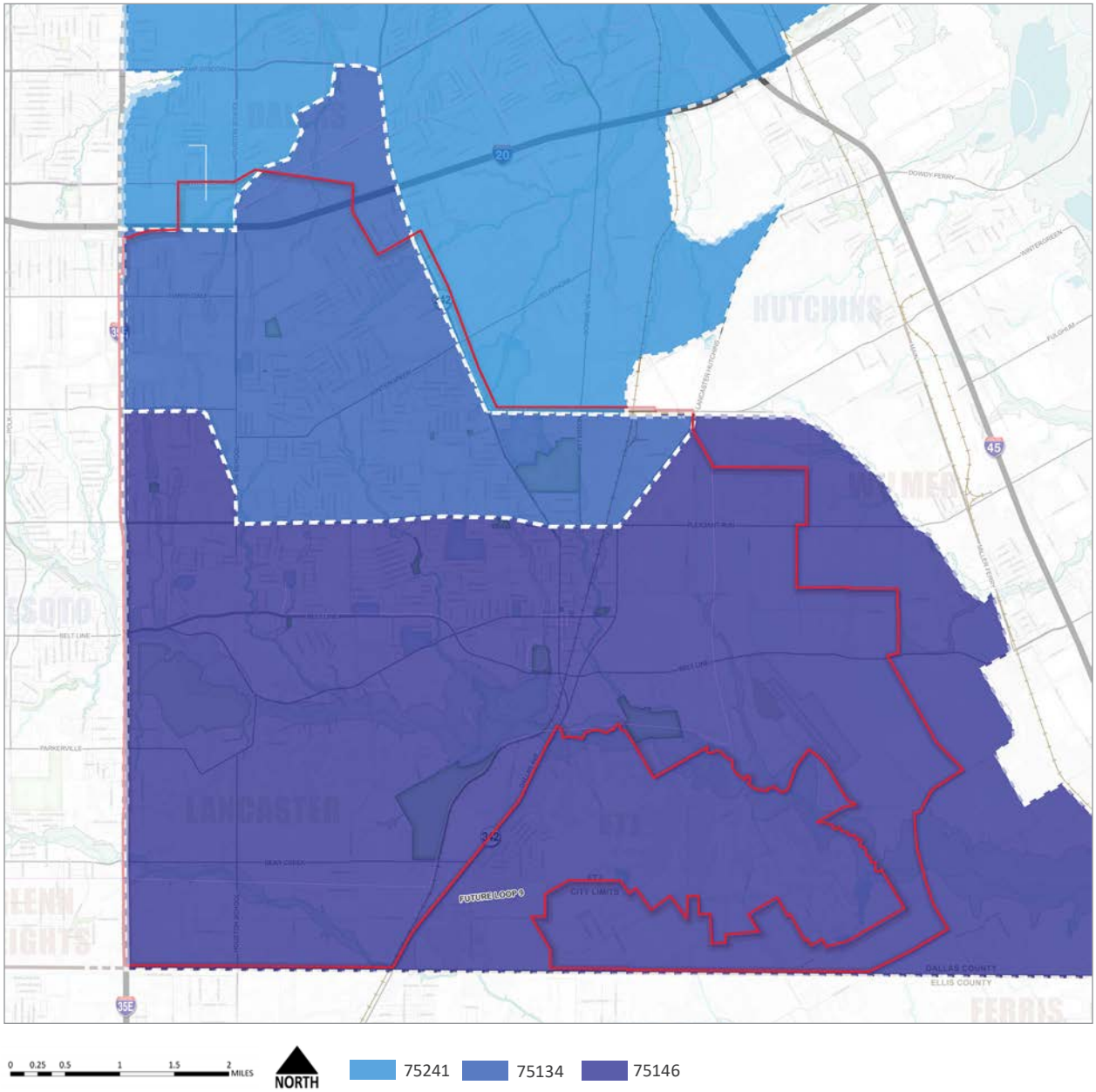
Source: U.S. Census Bureau

Cedar Valley College provides secondary education options in Lancaster.

TAPESTRY SEGMENTATION

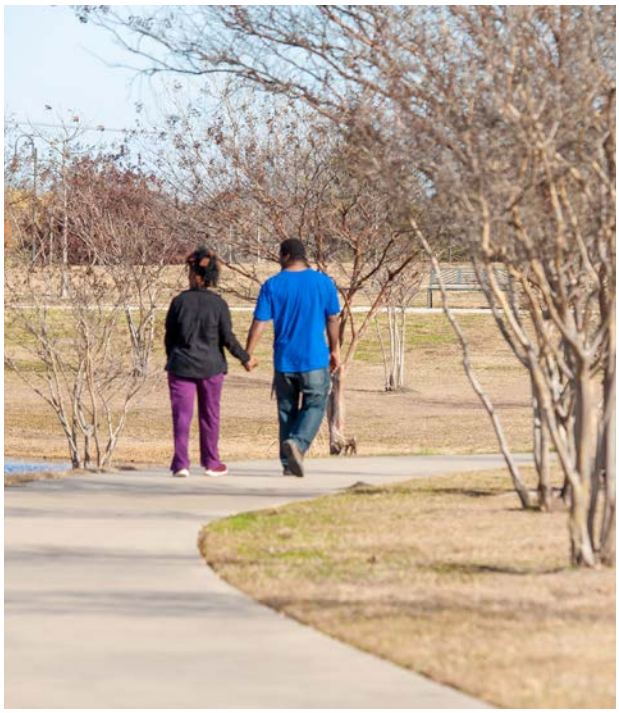
A demographic and mapping company called the Environmental Science and Research Institute (ESRI) has developed a Tapestry Segmentation profile to characterize residents beyond just what the Census tells us. With Tapestry Segmentation, residential areas within the U.S. are divided into broad market segments based on their socioeconomic and demographic composition and assumptions about how consumer preferences are made. The following represents the most common tapestry segments based on zip codes found in the City of Lancaster. Because such a small portion of zip code 75241 is included in Lancaster, that zip code is not included in the Tapestry discussion.

Figure 2:7 - Lancaster Zip Codes



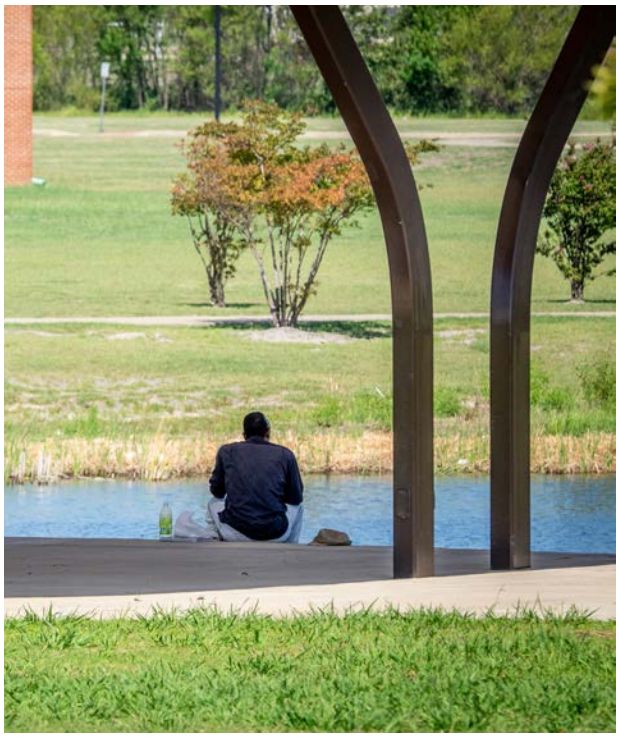
ZIP CODE 75134
UP AND COMING FAMILIES

This segment is one of the fastest-growing markets in the Country. It is made up of young families who are ethnically diverse and typically live in new single-family residential developments. Residents tend to have a slightly higher median household income than the average U.S. household. Some of the socioeconomic traits of this zip code are college educated residents, low unemployment, more diverse than the rest of the country, and fiscally responsible. Residents are ambitious and focused on achieving their goals and establishing their lifestyle.



ZIP CODE 75146
AMERICAN DREAMERS

American Dreamers primarily own their own single-family homes located outside of the city where housing is more affordable. These households are composed of younger married-couple families with children or grandparents. Typically, the diversity of residents is greater than other segments. A lower percentage of residents have earned a college degree, but the majority has a high school diploma or has some college education. Although labor force participation is high in this segment, unemployment is higher than the national average. These residents are hard working to improve their family's lives.



OVERVIEW OF PREVIOUS PLANS

STREETSCAPE MASTER PLAN

Adopted in 2006, the original streetscape master plan for Lancaster had a similar purpose to this plan update. The plan sought to promote a sense of community, establish a unique city identity and develop a unifying streetscape theme in Lancaster. The overarching objectives of the plan included the following:

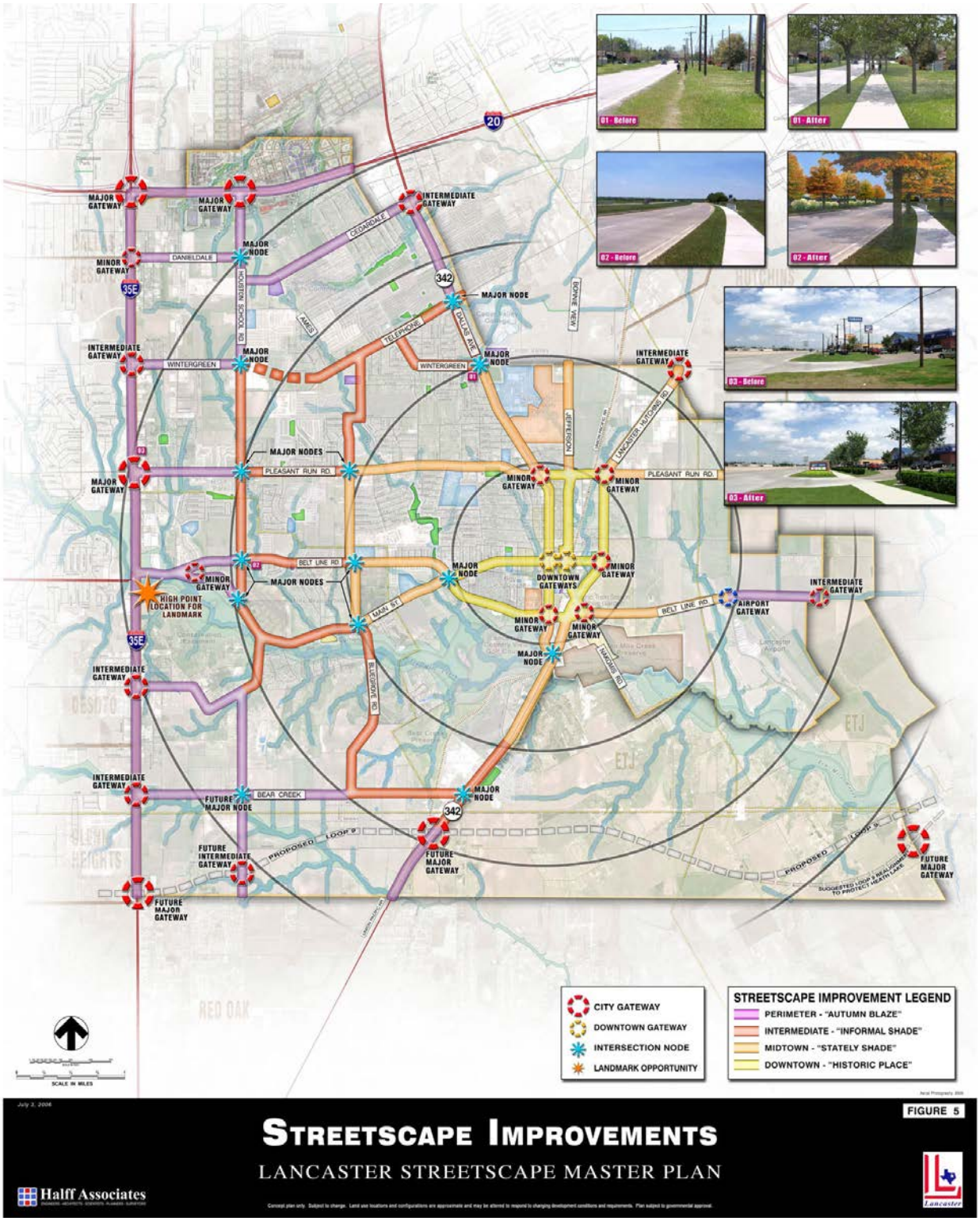
- **Create and Reinforce a Unified Image of Lancaster**
- **Design for Vehicular and Pedestrian Safety**
- **Create a Pedestrian Friendly Environment**
- **Provide Wayfinding Devices**
- **Provide Landscaped Corridors**
- **Preserve Existing Trees and Vegetation**
- **Provide Consistent Standards**
- **Provide Art and Interest**

Concept for Town Square at Main Street and Dallas Avenue from the 2006 streetscape master plan.

The 2006 plan recommendations proposed a multi-ring approach to the development of streetscapes. Envisioned as a series of rings, the intent was that the intensity of streetscape features would increase the closer you get to downtown. For the perimeter ring, the improvements were meant to be highly visible and vehicular in scale. For the middle ring, the purpose was to use streetscapes to define emerging neighborhoods and greenways. For the inner ring, the streetscapes were meant to define established neighborhoods. Finally, the city core was meant to highlight the historic downtown and Town Square.

As for gateways, the plan proposed a hierarchy of gateways of various scale including city gateways, downtown gateways, intersection nodes, and landmarks. The hierarchy included recommended locations and design considerations for major gateways, intermediate gateways, minor gateways, district-specific gateways in Mills Branch and Downtown, and major nodes.

The facing page depicts the overall recommendation map from the 2006 plan. A discussion of the progress that has been made since the 2006 plan was adopted is included in Chapter 3.

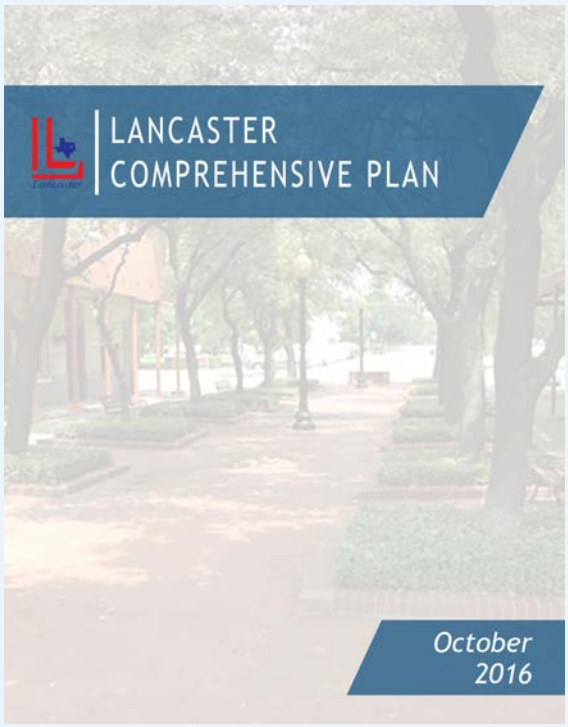


Recommended streetscape improvements and monumentation features from 2006 plan.

COMPREHENSIVE PLAN

A Comprehensive Plan is an overarching policy document that provides tools to guide future development for a community. This plan helps guide how the community should grow and redevelop, which will eventually create more opportunities for housing and economic development. Chapter 8 of the 2016 Comprehensive Plan focused on community character and design. The overarching policies for Community Character and Design include:

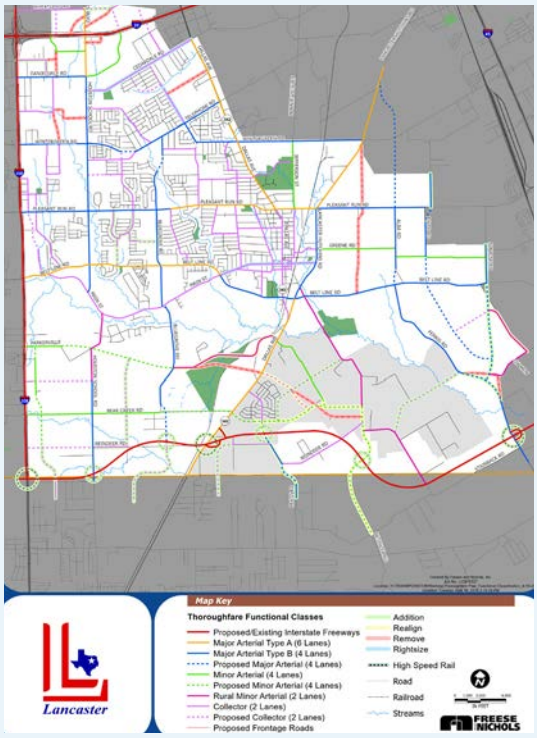
- Policy 1: Use Community Character to create a destination so people choose Lancaster as a place to live, work, play, and visit.
- Policy 2: Insist on quality design in new development.
- Policy 3: Use design themes to identify key areas and districts.
- Policy 4: Community design should be part of Lancaster's marketing strategy.



THOROUGHFARE PLAN

The 2020 Thoroughfare Plan serves as the city's long-range transportation plan. The plan establishes a classification of roadways based on balancing existing infrastructure with identifying needs for future roadways.

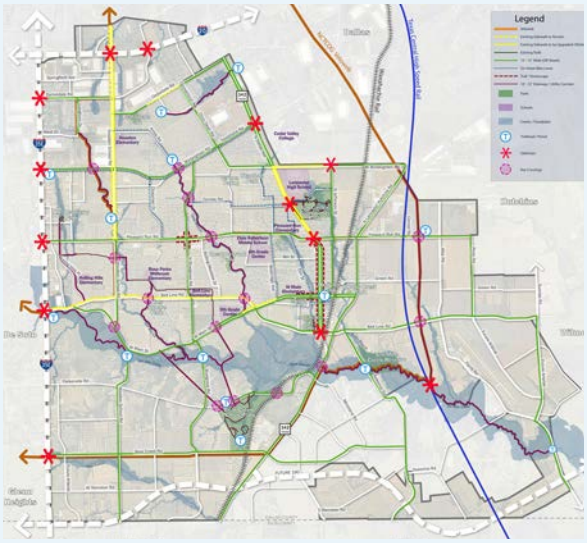
The plan document provides guidance on the location and design of major roadway facilities, connections between these facilities, extensions of roadways and the amount of required right-of-way. The plan provides a thoroughfare classification system that dictates the number of lanes for a roadway and outlines specific design features. One important facility identified on the Plan is the upcoming Loop 9, which will serve as an important regional highway connecting many DFW communities.



TRAILS MASTER PLAN

The 2006 Trails Master Plan, which was updated in 2020, identifies needed active transportation corridors. The Trails Master Plan was created to help develop how trails can link destinations, neighborhoods and public facilities with surrounding communities. The underlying goals for the Trails Master Plan include:

- Develop regionally connected trails
- Link communities
- Provide access to users of all abilities
- Provide amenities within trail systems
- Provide access for maintenance and emergency vehicles
- Preserve and enhance corridors
- Update ordinances for future trail development



Trails master plan map.

PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

The 2006 Parks, Recreation and Open Space Master Plan was updated in 2020. The plan creates overarching guidelines for developing recreational facilities in Lancaster. The plan also provides an inventory of existing parks, a detailed needs assessment, and overall recommendations for future facilities. Plan goals include:

- Provide recreational facilities
- Preserve, enhance and improve the look and feel of Lancaster
- Implement a trails system that links open spaces
- Develop mechanisms to help support the city's funding resources

Lancaster Community Park

PUBLIC & STAKEHOLDER ENGAGEMENT

A variety of public and stakeholder engagement methods were used to seek input on the community vision and concepts for streetscapes and monumentation. The City Council provided key feedback at a series of work sessions, all of which were accessible to the public. Additionally, a public online survey was conducted in conjunction with the parks master plan update. This section summarizes the key findings from each of these input methods.

CITY COUNCIL WORK SESSIONS

During the first City Council vision work session, the council members were asked questions about their vision for Lancaster through a series of four questions. These questions and summarized responses are shown on the following pages.

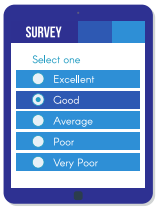
Question 1: How would you describe Lancaster in one word or phrase?

Question 2: What is your vision for the future of streetscapes, gateways, and branding in Lancaster?

Question 3: What characteristics of Lancaster are important when considering a 'brand' for the City? Rural character? Small-town feel? Historic, modern, or somewhere in between? Other characteristics?

Question 4: How will branding impact the future of Lancaster?

ONLINE COMMUNITY SURVEY



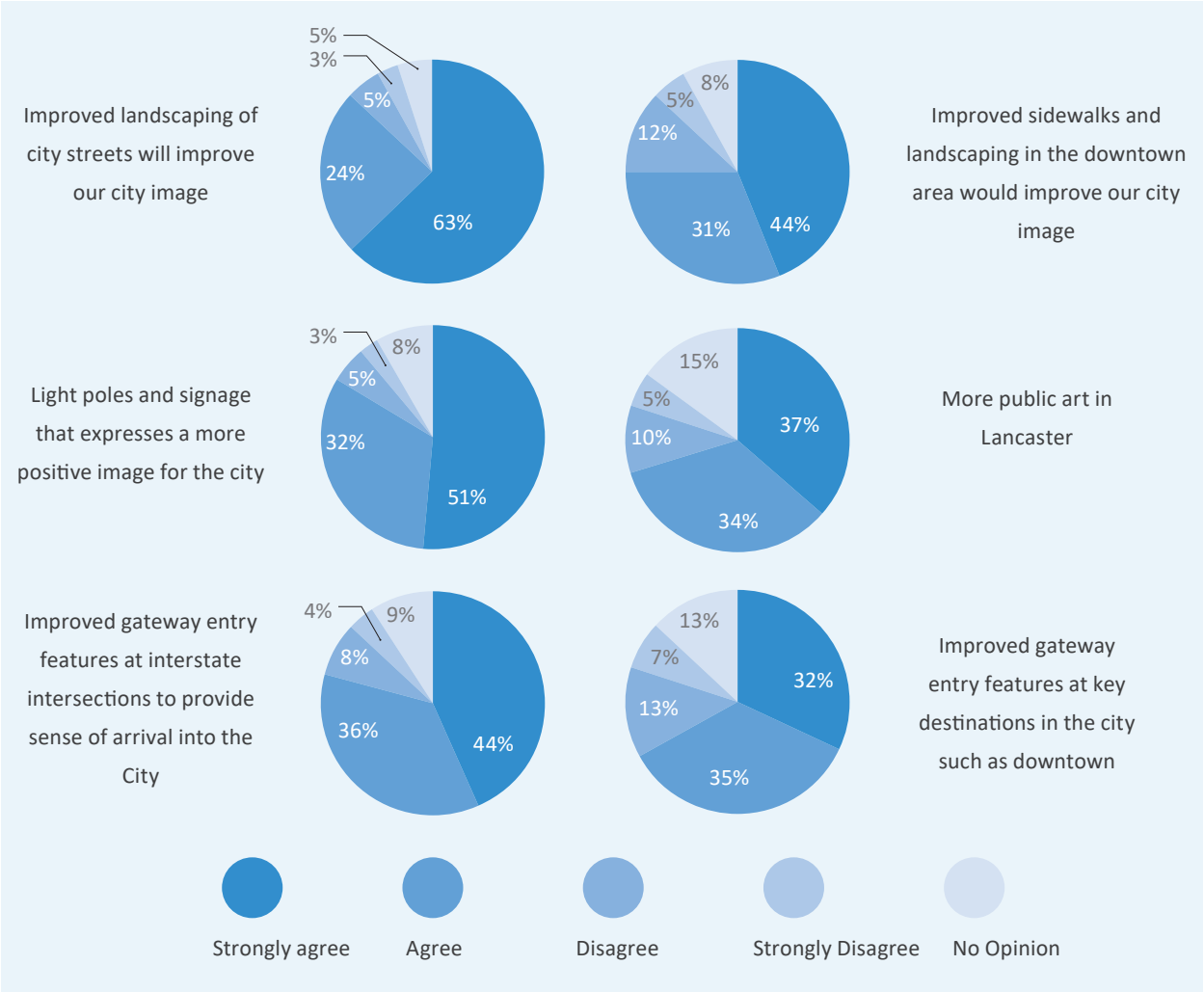
As part of the City's Parks Master Plan that was developed simultaneously with this plan, a public opinion survey was conducted that included questions focused on streetscape needs. A total of 381 survey responses were received over a period of two months. The following charts represent key findings from this survey.

STREETSCAPE PREFERENCES

Respondents most strongly agreed that enhanced streetscapes and monumentation will improve the image of the City.

Survey Question: The City is developing a Streetscape Master Plan that will provide recommendations for beautifying streets and city entry features. How strongly do you agree or disagree with the statement below?

Figure 2:8 - Survey Results - Streetscape Preferences



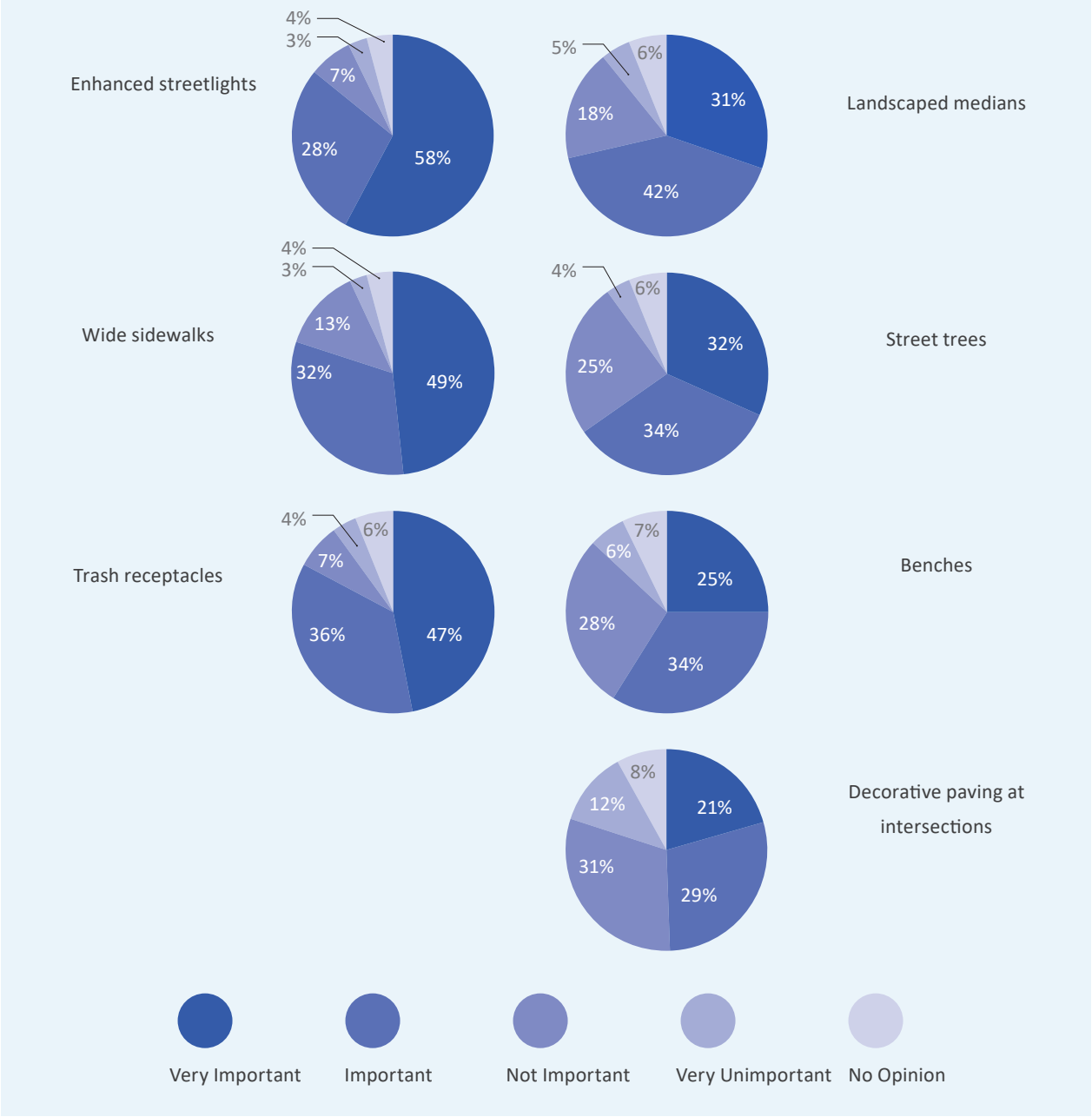
Source: National Service Research November 2019

STREETSCAPE ELEMENTS

Respondents preferred enhanced streetlights, wide sidewalks, and trash receptacles as the most important streetscape elements to incorporate.

Survey Question: Please rate how important it is to add the following streetscape elements to major roadways in the City (For example: Belt Line Rd., Pleasant Run Rd., Houston School Rd., Dallas Ave., Wintergreen Rd., Danieldale Rd.).

Figure 2:9 - Survey Results - Streetscape Elements



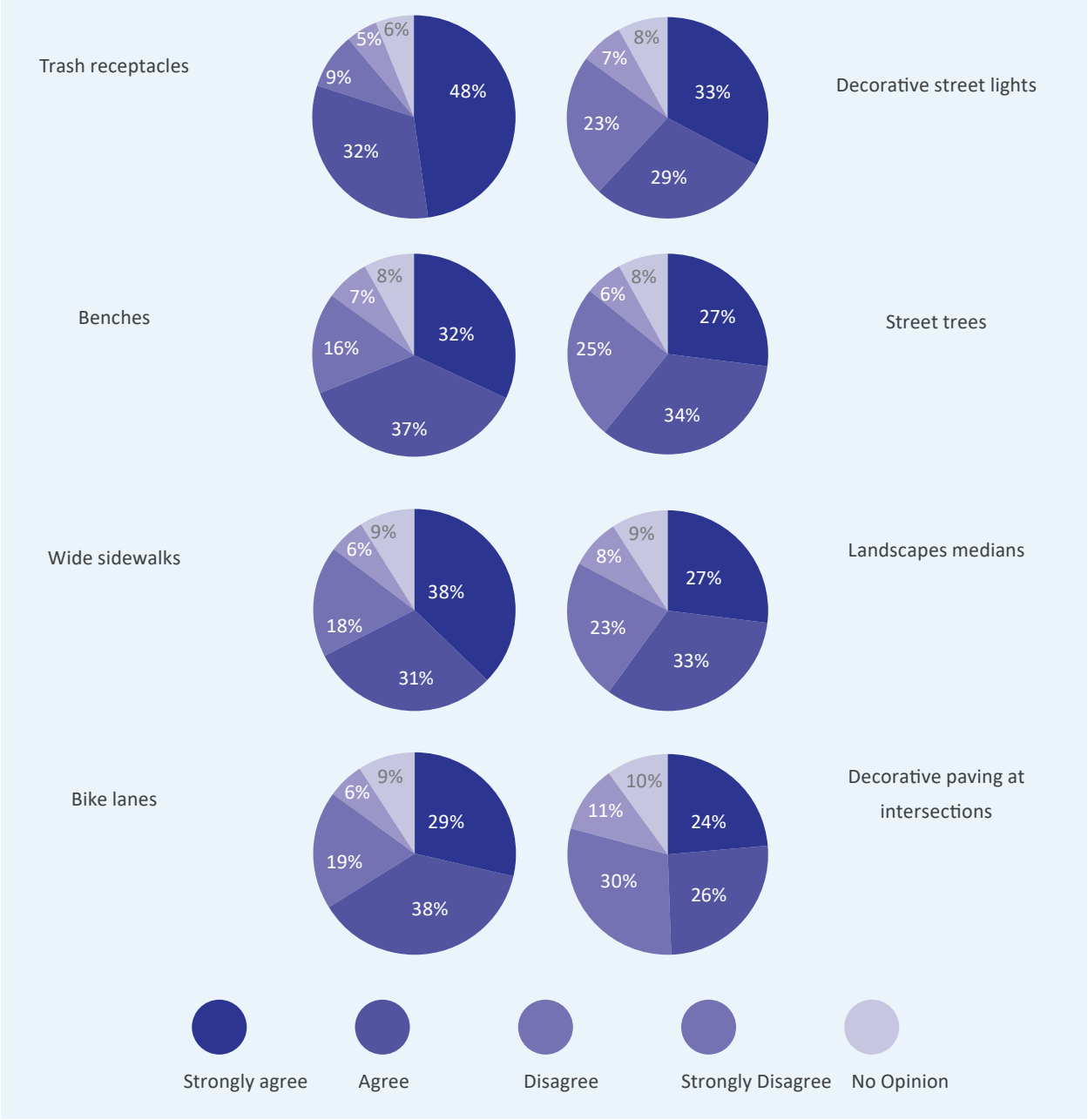
Source: National Service Research November 2019

DOWNTOWN STREETSCAPE ELEMENTS

Specific to Downtown Lancaster, respondents thought trash receptacles, benches, and wide sidewalks were the most important streetscape elements to incorporate.

Survey Question: Please rate how important it is to add the following streetscape elements to Downtown?

Figure 2:10 - Survey Results - Downtown Streetscape Elements

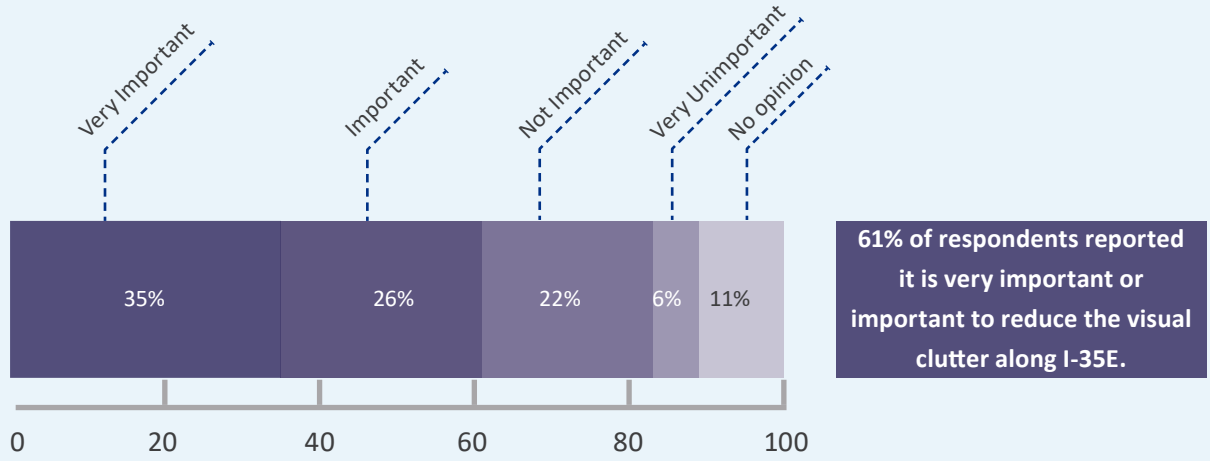


Source: National Service Research November 2019

VISUAL CLUTTER ALONG I-35E

Survey Question: The City of Lancaster has a significant amount of signage and utility poles along Interstate 35E. How important is it to reduce the "visual clutter" along Interstate 35E in Lancaster?

Figure 2:11 - Survey Results - Visual Clutter Along I-35E

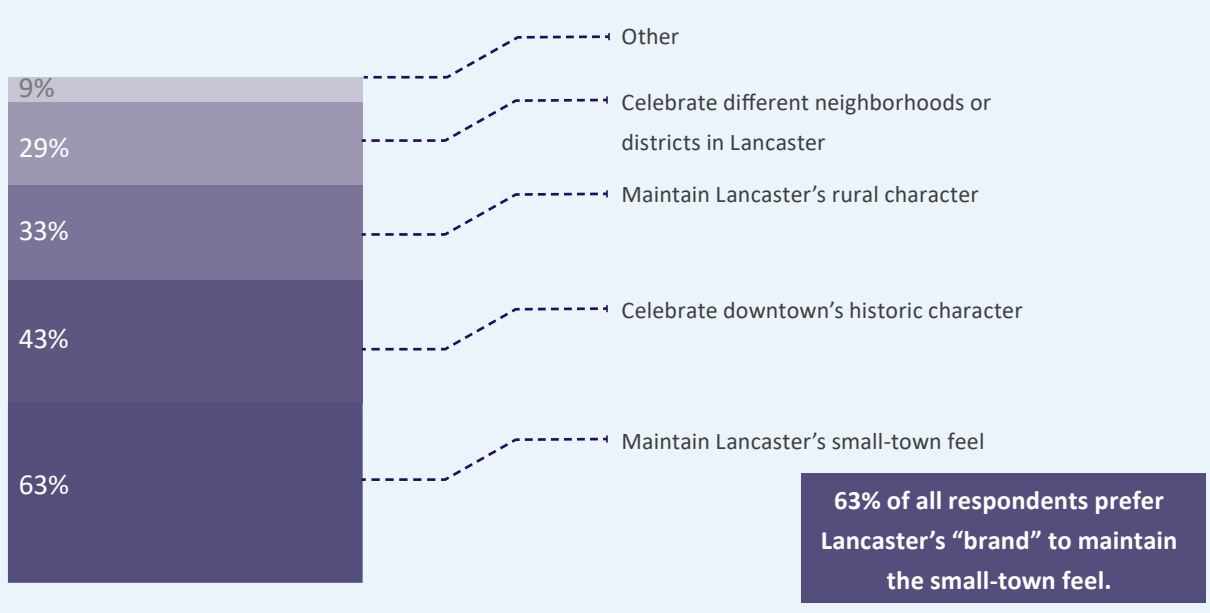


Source: National Service Research November 2019

LANCASTER "BRAND"

Survey Question: As growth and development continues in the DFW area, Lancaster could create a unique "brand" to distinguish itself from other area communities. Which of the following characteristics are important to you when considering a "brand" for the City of Lancaster?

Figure 2:12 - Survey Results - Lancaster "Brand"



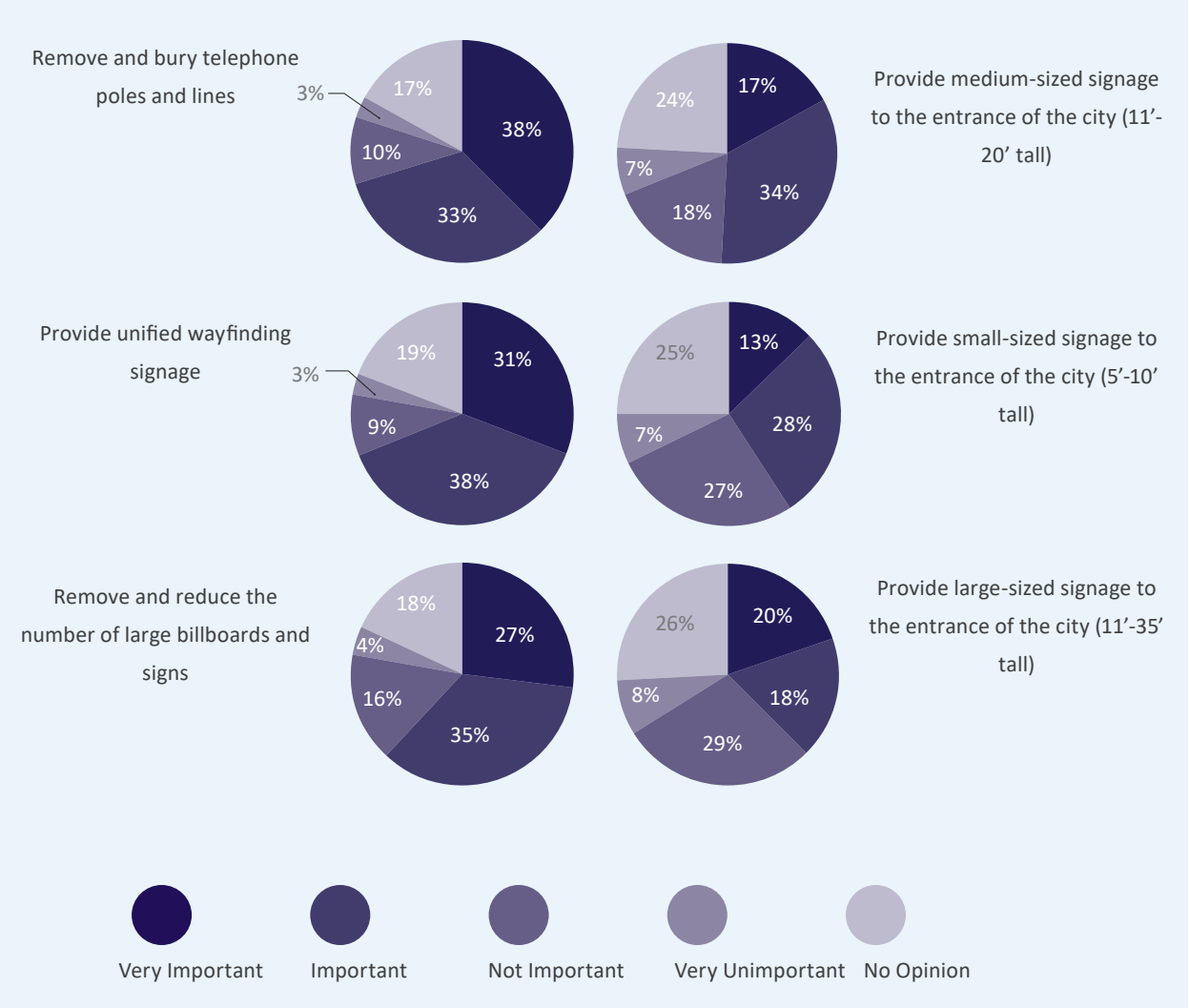
Source: National Service Research November 2019

REDUCING VISUAL CLUTTER

Survey Question: The following strategies can help reduce visual clutter along a roadway. Rate each strategy along I-35E in Lancaster?

The charts below summarizes how respondents ranked the importance of these Downtown elements.

Figure 2:13 - Survey Results - Reducing Visual Clutter



Responses will add to more than 100% due to multiple responses allowed.

Source: National Service Research November 2019

COMMUNITY SURVEY KEY FINDINGS

Streetscape Elements: Along major roadways, the top three improvements survey respondents want to see made are to enhanced streetlights, wide sidewalks, and trash receptacles. Within the downtown area, trash receptacles, benches, and wide sidewalks were the top three elements respondents noted.

Visual Clutter: The majority of survey respondents thought it was very important or important to reduce visual clutter along major roadways, including IH-35E. Reducing visual clutter such as utility poles and unsightly signage will require coordination with various entities.

Lancaster Brand: The majority of survey respondents want to maintain the City's 'small-town feel' and celebrate the historic character in downtown. These characteristics are most closely aligned with the different character district recommendations discussed in later chapters of the report.

Downtown Lancaster has a unique look and feel that survey respondents want to maintain.

CHAPTER 3
STREETSCAPE MASTER PLAN NEEDS

EXISTING STREETSCAPE & MONUMENTATION

STREETSCAPE & MONUMENTATION TRENDS

OPPORTUNITIES

Chapter 3 assesses the current conditions of streetscapes and monumentation in Lancaster, discusses current trends, and identifies opportunities based on the assessment of existing conditions and public/stakeholder input. Development standards are also outlined in this chapter.

EXISTING STREETSCAPE & MONUMENTATION

CURRENT CONDITIONS

In Lancaster today, there is not a cohesive appearance for monumentation features or streetscapes. Instead, there is an assortment of different entry features and an inconsistent look and feel along the various roadways. This section depicts the current conditions of existing features in the city.

BELT LINE ROAD

Belt Line Road is a major roadway that travels through many communities in DFW, which passes by a mix of commercial, single-family residential, and vacant land adjacent to Belt Line. There are sidewalks for a significant portion of the street but no particular distinguishing streetscape features.

DALLAS AVENUE

Dallas Avenue serves as one of the main corridors in Lancaster, providing a direct link into downtown. At some intersections, there have been intersection treatments added (intersection of Wintergreen Road and near Town Square in downtown). Otherwise, the streetscape is very bare, as shown in image number 3. The solid concrete median does not provide any visual interest and is an eyesore. The City received Green Ribbon funding from TxDOT in 2019 and is currently working on a design to improve landscaping along Dallas Avenue from Cedardale Road to Alexander Avenue. This will greatly improve the look and feel of the corridor.

DANIELDALE ROAD

There are many industrial warehouses located along Danieldale Road. The City has done a good job requiring landscaping lining the street to provide visual separation from the large industrial buildings.

HOUSTON SCHOOL ROAD

North of Wintergreen Road, there are large industrial warehouses located along Houston School Road. Similar to Danieldale Road, the City has been successful in requiring screening landscape and sidewalks along the roadway.

PLEASANT RUN ROAD

The existing city gateway feature is located at the intersection of Pleasant Run Road and IH-35E. However, as you travel into Lancaster, there are no distinguishing streetscape features along the roadway.

IH-35E

This major interstate travels north-south through the DFW region and this portion in Lancaster serves as one of the southernmost entrances into the region. There are a total of six major roadway intersections with IH-35E in Lancaster, so there is significant opportunity to create a lasting impression of the City. However, today there are no significant gateways visible from IH-35E in Lancaster. The first impression one gets is of the large, obelisk gateway monument located across the highway in DeSoto. There is also significant visual clutter along the interstate with many commercial signs and billboards.

DOWNTOWN ENTRY SIGNAGE

Downtown Lancaster is a key destination within the community. The City has made concerted efforts to maintain the historic character of the area by incorporating a red brick motif into entry signage at the four corners of the Town Square and with red brick paving at key crosswalks. Downtown is the most defined part of Lancaster today.

CITY ENTRY FEATURES

There are various entry features throughout Lancaster of various scales and materials. The major gateway at IH-35E and Pleasant Run Road matches the character that was established in downtown, however, it is much smaller in scale especially when juxtaposed with DeSoto's much larger landmark across the highway.

Other entry features are not consistent, as shown in the images to the right. Some are also partially hidden by overgrown landscaping. There are a few spots within the city that feature the standard pole sign, but they are very small and hard to notice when driving.

There are still opportunities to develop significant entry features along major entrances to the City, including Belt Line Road, Houston School Road, and Bear Creek.

PROGRESS SINCE 2006 PLAN

The City has made progress on some of the implementation actions from the 2006 plan. **Table 3:1** depicts all of the implementation actions (Years 2006-2010 and 2011-2015) from the plan.

Table 3:1 - 2006 Plan Implementation Progress

Category	Implementation Action	Progress Since 2006 Plan
Landmarks	Intersection of IH-35E and Belt Line Rd.	No action.
Major Gateways	IH-35E and Pleasant Run Rd. IH 20 and Houston School Rd. Cedardale and Dallas Ave.	Gateway installed in median at IH-35E and Pleasant Run Rd. No action on other intersections.
Intermediate Gateways	Lancaster-Hutchins Rd. at City Limits Belt Line Rd. at Lancaster Airport Dallas Ave. at Wintergreen IH-35E and Wintergreen IH-35E and Bear Creek	No action.
Minor Gateways	IH-35E at Danieldale Main St. and Belt Line Rd. Lancaster-Hutchins Rd. and Pleasant Run Rd. Dallas Ave. and Pleasant Run Rd. Main St. and Lancaster-Hutchins Rd. Dallas Ave. and Belt Line Rd. State St. and Belt Line Rd. Dallas Ave. and Lancaster-Hutchins Rd.	No action.
Downtown Gateways	Main St. and Dallas Ave. E. Main St. and Henry St. S. Central Ave. and W. Cedar St. N. Central Ave. and E. First St.	Intersection paving added in downtown. Brick entry features added at three intersections in downtown.
Nodes	Belt Line Rd. and Houston School Rd. Pleasant Run Rd. and Houston School Rd. Telephone Rd. and Dallas Ave. N. Main St. and Belt Line Rd. Main St. and Houston School Rd. Main St. and Bluegrove Belt Line Rd. and Bluegrove Pleasant Run Rd. and Bluegrove Wintergreen and Houston School Rd.	Intersection paving added at: - Pleasant Run Rd. and Houston School Rd - Wintergreen and Houston School Rd.
Major Thoroughfares Parkways/Medians	Belt Line Rd; Houston School Rd; Pleasant Run Rd; Dallas Ave; Lancaster-Hutchins Rd; Main St	Received Green Ribbon Funding for Dallas Ave; Design for Belt Line, Houston School, and Pleasant Run underway.

STREETSCAPE & MONUMENTATION TRENDS

STREETSCAPE TRENDS

The images shown below portray general types of streetscape trends that are being designed in the region. **Images 1-4** depict active transportation corridors adjacent to roadways along with supporting amenities like site furnishings and resting points. **Images 5-9** depict xeriscaping or low-maintenance vegetation alternatives that can save watering costs.

Image 1: Beltline Road, Houston
Image 2: North Colony Blvd, The Colony
Image 3: Beltline Road, Houston
Image 4: Bethany Road, Allen
Image 5: North Colony Blvd, The Colony
Image 6: Sessom Dr, San Marcos
Image 7: North Colony Blvd, The Colony
Image 8: Crystal Falls Parkway, Austin
Image 9: North Colony Blvd, The Colony

MONUMENTATION TRENDS

The images shown below portray general types of monumentation trends that are being designed in the region. The images below depict the types of monumentation features that can vary in size and scale to suit the environment that they are being placed in. Scale, form, and structure help identify entry points and demarcate passages to important features to create interest and enhance the sense of arrival.

Image 1:Flower Mound
Image 2: Cedar Crest Gateway, Dallas
Image 3:Cesar Chavez Boulevard, Austin
Image 4: Uptown, Dallas

FAMILY OF MONUMENTATION TRENDS

Monumentation that has been designed with a consistent theme in mind can help tell a story and establish visual continuity. Direct linkages can be made throughout the city via the simple use of similar materials, form, or color to inform visitors about where they are located in the city.

Images 1-3: Cedar Crest Gateway Bridge, Dallas

SIGNAGE AND WAYFINDING TRENDS

The images shown below portray signage and wayfinding trends that are related to overall streetscape and monumentation. Directional signage and wayfinding help navigate visitors to easily find their destination on their own without long explanations or too many navigational choices. Signage can be placed along pathways, intersections, and can be designed in many forms or shapes to orient visitors.

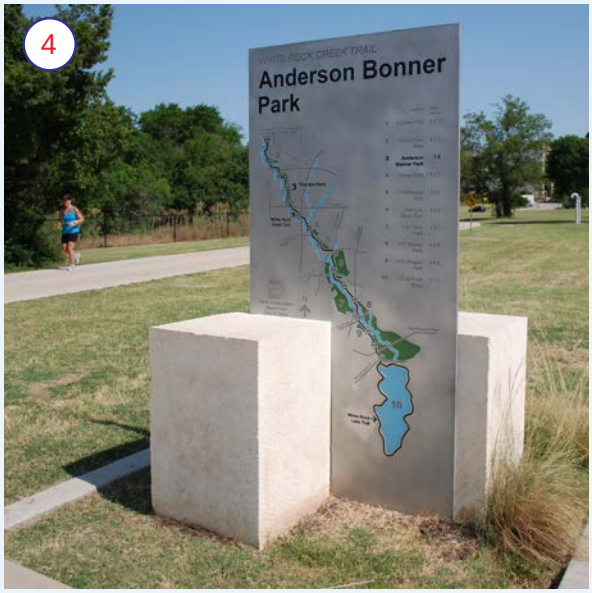


Image 1: Stonebriar, Frisco
Image 2: The Gates of Prosper, Prosper
Image 3: Cedar Crest Gateway, Dallas
Image 4: White Rock Creek Trail, Dallas
Image 5: Santa Fe Trestle Trail, Dallas

DEVELOPMENT STANDARDS

Streetscape and monumentation in Lancaster is regulated by Article 14.800 Landscape Standards and Article 14.1200 Sign Standards of the Lancaster Development Code. The purpose of these landscape standards is to preserve and protect the natural environment of Lancaster and encourage the preservation of large trees. In order to implement the types of streetscape features and monumentation recommended in this master plan, the City should consider making revisions to the Landscape Standards that align with the below considerations.

- **Purpose Statement:** Consider expounding upon the purpose statement, specifically with regards to implementing the intent of the comprehensive plan and streetscape master plan.
- **Definitions:** Just like in Article 14.900 (Tree Preservation), there should be a section added for definitions. It is helpful to have a clear definition of common terms used throughout the article such as buffering, dripline, landscape area, streetyard, etc.
- **Plan Content:** Consider additional requirements for plan content such as plans must be prepared by a licensed landscape architect, maintenance provisions, and descriptive irrigation provisions.
- **Credits:** Consider enhancing tree preservation credits and credits for other landscape amenities above and beyond the minimum requirements.
- **Additional Sections:** Consider adding additional sections such as application of division, artificial lot lines, and hike and bike trail landscaping requirements.

Gathering area at Bear Creek Nature Park.

OPPORTUNITIES

Based on the review of existing conditions, relevant planning documents, and public and stakeholder input, a series of opportunities for streetscape and monumentation features were developed. This section describes the key opportunities depicted in **Figure 3:1**. More details on the hierarchy of streetscape and monumentation types are included in Chapter 4.

CITY ENTRANCES

Entrances to the City pose a great opportunity to add gateway monumentation to signify that you are entering Lancaster. A series of major and minor gateways are shown on the Opportunity Map. Major Gateways are key vehicular entrances from the major highways. Minor gateways are smaller interchanges and could represent gateways along trails.

MAJOR THOROUGHFARES

Belt Line, Pleasant Run, and Houston School are major thoroughfares that represent opportunities for significant streetscape treatments to establish an identity in Lancaster. A hierarchy of streetscape treatments that would be appropriate on these and other corridors is discussed in Chapter 4.

CHARACTER DISTRICTS

The Trails Master Plan effort identified six areas within the City that are intended to represent general areas of differing character. These districts are important for the streetscape master plan as they can help identify where gateway monumentation and entry signage may be placed to help users transition from one district to the next. The six character districts include:

- **Campus/Commercial Edge** - Represents the area near the I-20/I-35E interchange and near UNT Dallas campus.
- **Residential Heart** - Represents the existing suburban residential neighborhoods within Lancaster.
- **Historic Core** - Represents the historic downtown area.
- **Greenbelt Spine** - Represents the area surrounding Ten Mile Creek.
- **Airport/Industry** - Represents areas in the eastern part of the City that are slated for future industrial uses.
- **Rural South** - Represents the undeveloped portions of the City in the south.

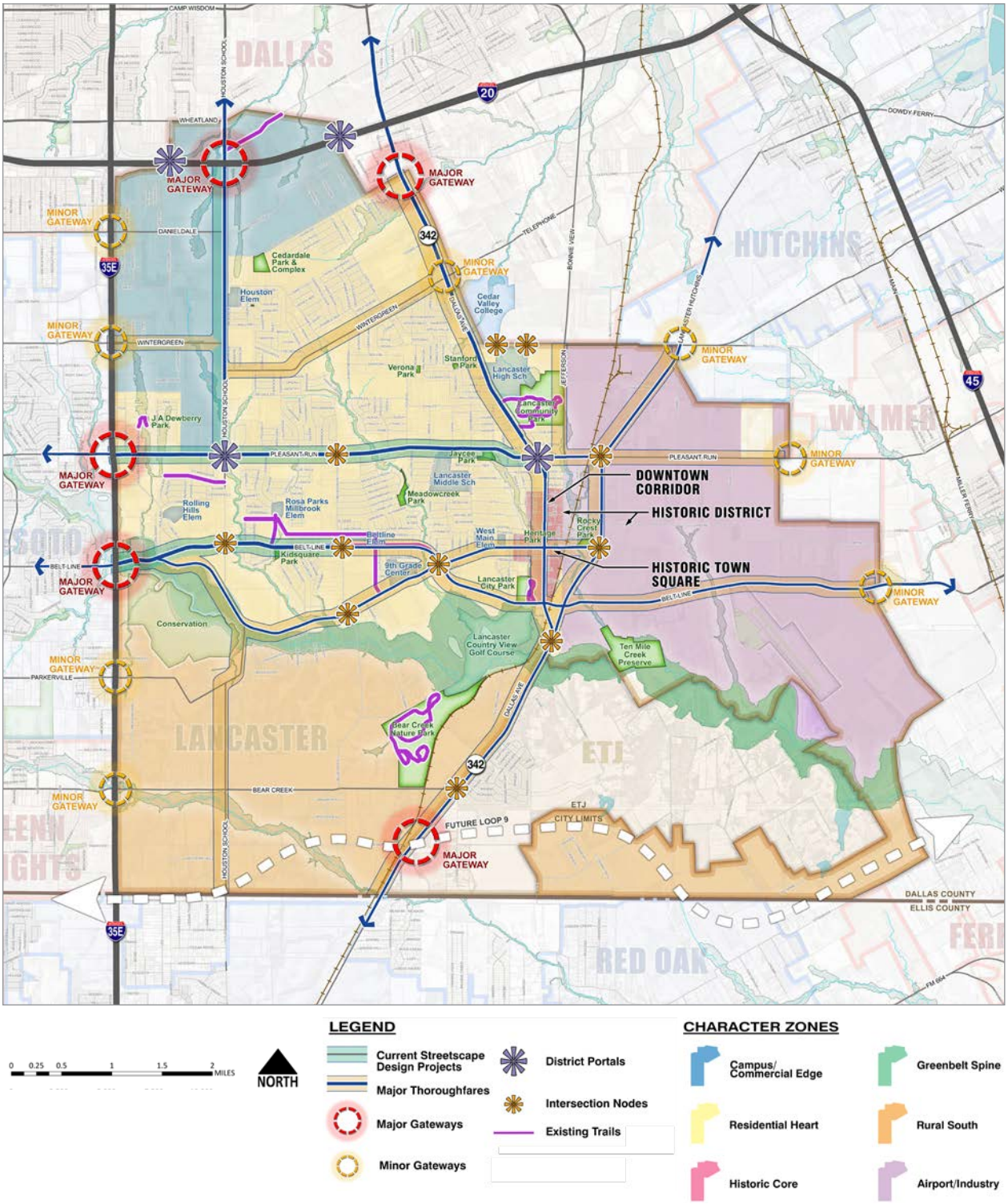
INTERSECTION TREATMENTS

In addition to gateways at the boundaries of the city, this plan also recommends treatments to intersections along major thoroughfares within the city. Although those intersections don't warrant gateway monumentation, there can be improvements to the intersection to make them safer and more aesthetically pleasing, such as adding decorative pavers, landscaping, and crosswalks.

TRAIL CONNECTIVITY

The Trails Master Plan identified a series of potential trail corridors throughout the city - both adjacent to roadways and away from the roadway, such as along creek corridors. There are opportunities to create gateways at trailheads to signify to trail users when you are entering Lancaster.

Figure 3:1 - Streetscape and Monumentation Opportunity Map




LANCASTER
2019

CHAPTER 4
GATEWAY & STREETSCAPE VISION

COMMUNITY IDENTITY & DESIGN

GATEWAYS & MONUMENTATION FEATURES

STREETSCAPE FEATURES

Chapter 4 presents the overall vision for monumentation and streetscape features for this master plan based on the public and stakeholder feedback that was received along with the identified needs. The chapter establishes a hierarchy within monumentation and streetscape features and identifies where the most feasible proposed features could occur. Proposed conceptual renderings are also presented to show future opportunities and the visual impact of the introduction of enhanced monumentation and streetscape features in Lancaster.

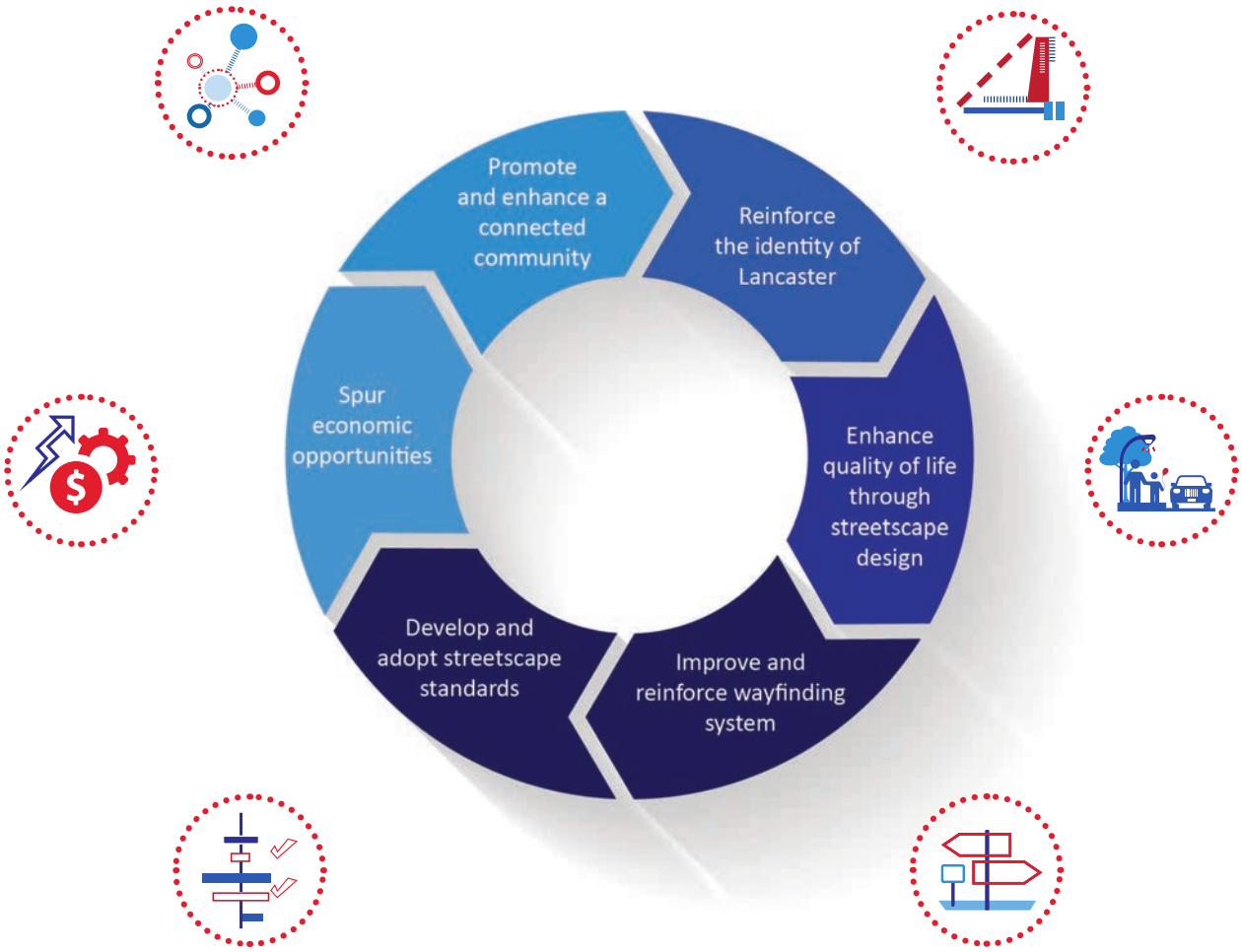
COMMUNITY IDENTITY & DESIGN

INTRODUCTION

Over time, urban sprawl and rapid expansion of cities that are often characterized by increased reliance on outside developers have led to a high degree of similar developments in neighborhoods across the United States. Ultimately, this repeated use of indistinguishable forms and development patterns has created communities that have minimal distinct character that sets them apart from other cities.

This Streetscape Master Plan informs and presents an image of what Lancaster wants to be, including preserving and enhancing the character and history of the city while providing safe environments for pedestrian and vehicular activity. When implemented, the recommendations in this plan can help balance multiple modes of transportation, strengthen connections with adjacent communities, and enhance the economic value of properties.

Figure 4:1 - Plan Goals & Objectives



View in Town Square in Downtown Lancaster.

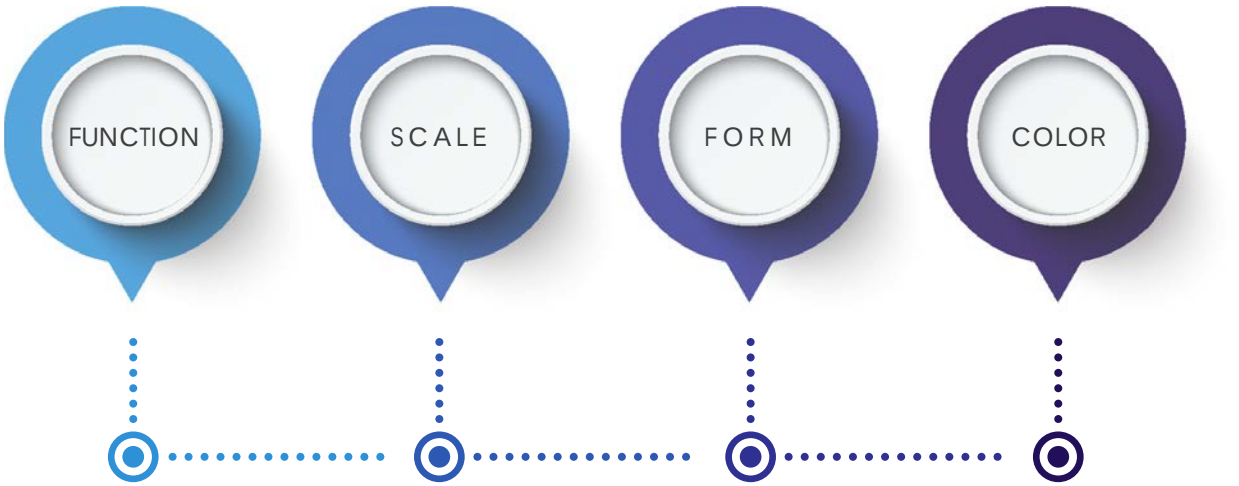
Unique pavilion structure in Lancaster Community Park.

GATEWAYS & MONUMENTATION FEATURES

The plan sets forth recommendations on how to distinguish Lancaster from other communities through the use of gateways and monumentation along major intersections and streets. With proper planning and design, the creation of a system of gateway and monumentation features can form a direct expression of Lancaster's character and effectively communicate necessary directional information to promote self navigation. A gateway and monumentation system will provide the following:

- Enhance and highlight Lancaster's memorable character and modern future.
- Define a sense of place and pride within the community.
- Create a cohesive themed system to ease navigability and provide clear directional signage to users.
- Connect neighborhoods within Lancaster through a series of landmarks.

Four critical elements of gateway and monumentation features are function, scale, form, and materials/ colors.

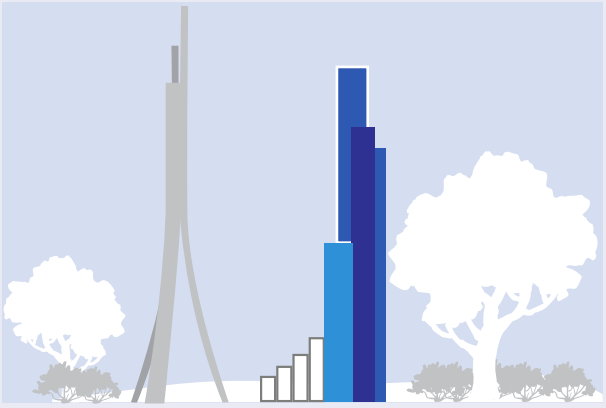


FUNCTION

Gateways and monumentation are freestanding vertical cues that serve as transitions, mark changes between surrounding communities, and provide visual cues to demarcate a sense of arrival into Lancaster. These features must be placed with consideration to safety, aesthetics and access for maintenance. Gateways and monumentation should be placed appropriate to its proposed setting and community context to improve navigation, enhance Lancaster's brand, and reinforce the city's identity.

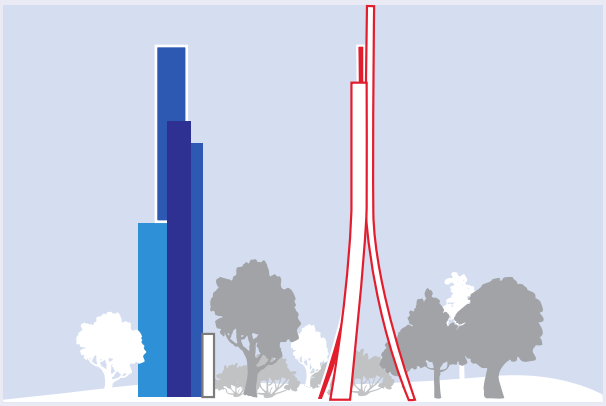
SCALE

Vertical cues may vary in height and width, and should be contextually placed to directly relate to their immediate surroundings. A smaller scaled version of a monument could be placed at subsequent intersections to reemphasize the gateway that has been introduced at the entrance of the city. This repetition through scale of the same style and form will intentionally introduce a recognizable palette and establish a sense of place in Lancaster.



FORM

The massing and shapes of gateway and monumentation in Lancaster may come in variations of a selected type of form, and should immediately relate visually to each other to form a cohesive family of elements. The character and form of the gateway monumentation are strongly influenced by existing architecture and the community's vision. Overall the form should be sensitive to its surrounding context and respond to local conditions.

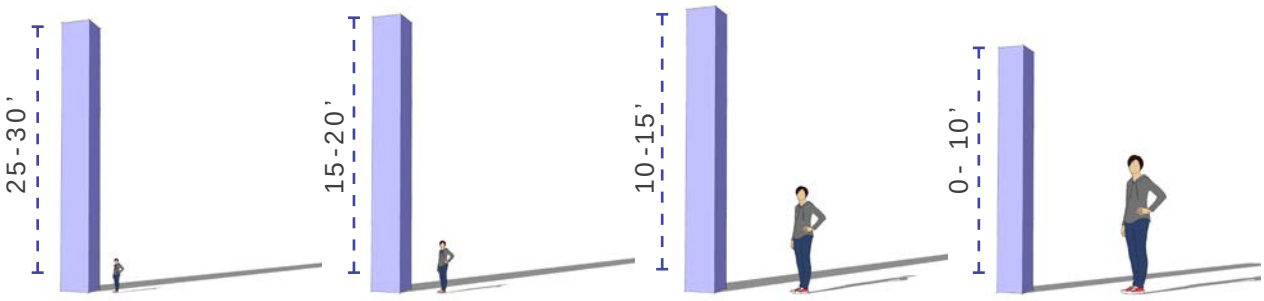


MATERIALS AND COLORS

Materials and colors chosen are consistent with existing materials seen commonly throughout Lancaster. Purposeful selection of consistent materials will provide a cohesive look and feel. The repetition of certain textures, colors, and materials will associate with Lancaster.

MONUMENTATION HIERARCHY

As introduced in Chapter 3, the proposed monumentation hierarchy consists of four types: major gateway, minor gateway, district portal, and intersection node; the proposed locations are shown in **Figure 4:2**.



MAJOR GATEWAY

Height: 25-30'
Signifies entrance to City at major intersections.

MINOR GATEWAY

Height: 15-20'
Signifies entrance to City at minor intersections.

DISTRICT PORTAL

Height: 10-15'
Signifies entrance into various character districts.

INTERSECTION NODE

Height: 0-10'
Signifies a minor intersection within the City.

Below are graphics to show potential layout options to locate monuments in Lancaster.

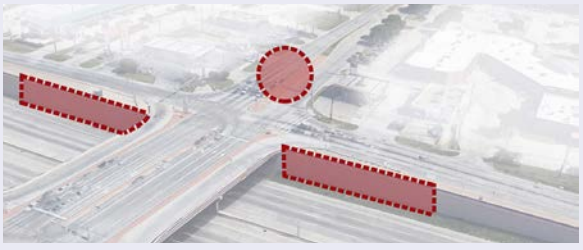
NO MONUMENTATION

CENTER MEDIAN

SINGLE CORNER

MIRRORED CORNERS

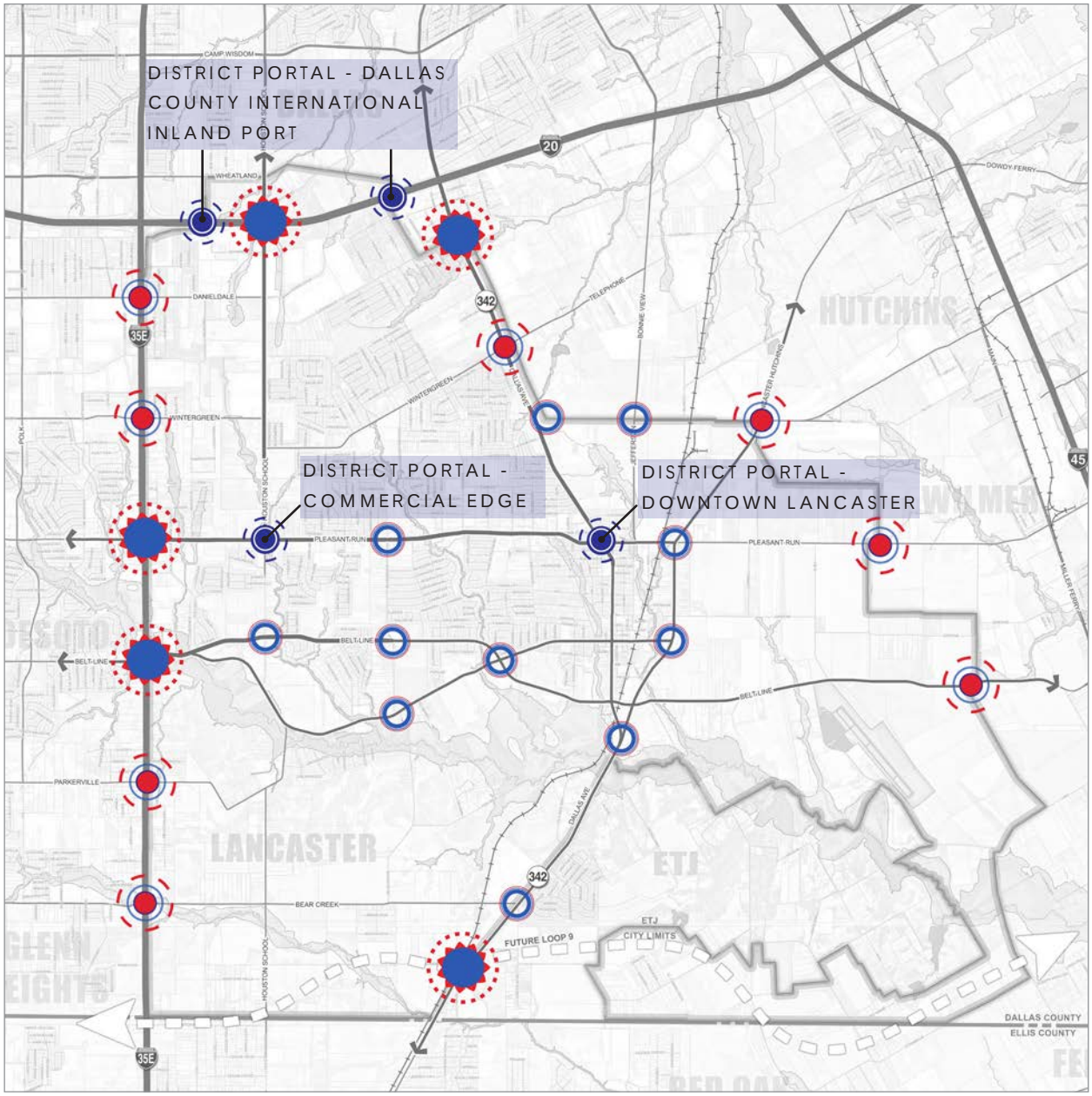
CENTER MEDIAN WITH ACCENT CORNERS



CENTER MEDIAN WITH WALL MURALS*

**At major gateways along IH-35E only.*

Figure 4:2 - **Proposed Monumentation Hierarchy**



Generally, TxDOT allows one major monument feature per City within their interstate ROW. If more than one major monument is implemented along IH-35E and IH-20, then they should be placed outside of TxDOT ROW within the city limits.

MAJOR GATEWAY MONUMENTATION EXAMPLES

Major gateways should include readily identifiable elements that create a point of reference and can be viewed from long distances to help users determine their location from an unfamiliar area, directing them into Lancaster.

Image 1: Coppell
Image 2: Cedar Crest Gateway, Dallas
Image 3: Fort Worth

MINOR GATEWAY MONUMENTATION EXAMPLES

Upon arrival into Lancaster, minor features bring about physical cues to help move in a certain direction or towards a key point of interest. Minor gateway monumentation reflects the character of the major gateway monumentation in the city and serves as a unifying element.

Image 1: Rio Grande Boulevard, Euless
Image 2: Frisco
Image 3: Southern Hills, McKinney

DISTRICT PORTAL MONUMENTATION EXAMPLES

District portals incorporate specific elements that are placed to signify certain areas or neighborhoods within Lancaster that are distinguished by its character.

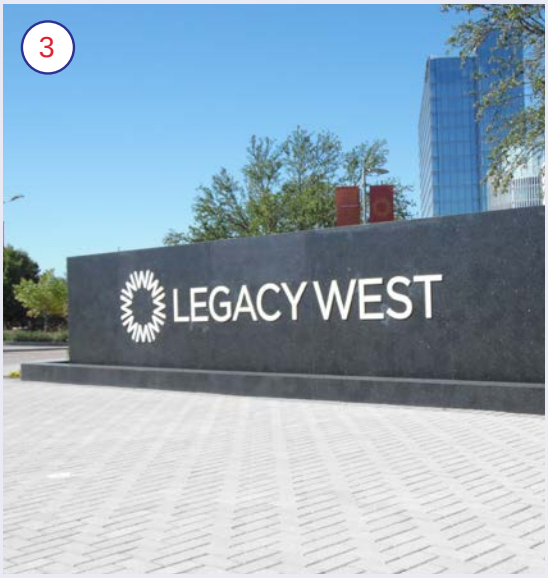


Image 1: Rose District, Broken Arrow, OK
Image 2: Downtown Dallas
Image 3: Legacy West, Plano

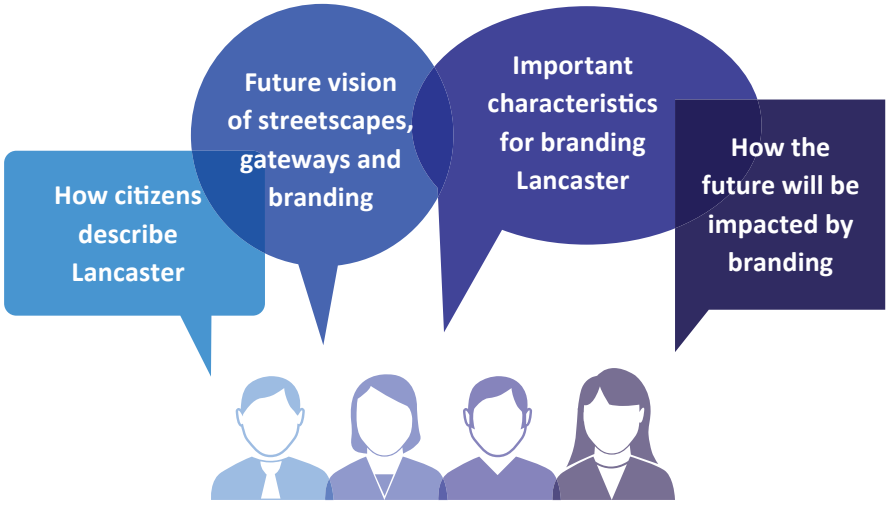
INTERSECTION NODE EXAMPLES

Intersection nodes are characterized by pavement and planting treatments at key intersections. They may also have small monumentation signs that relate to the surrounding area.

Image 1: Rose District, Broken Arrow, OK
Image 2: Oak Street, Roanoke
Image 3: Lovers Lane, Prosper

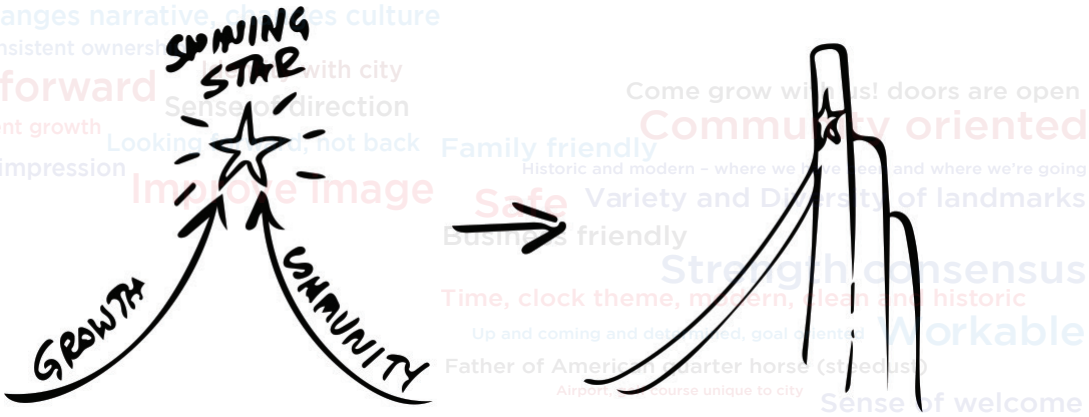
MONUMENTATION CONCEPT

Understanding the community's desires and reaching a consensus on what they would like to see in Lancaster helps distinguish where to focus planning, design strategies, and solutions that the community actively supports. The gateway monumentation and streetscape concept is derived from the council members committed vision for the future of Lancaster as shown below:

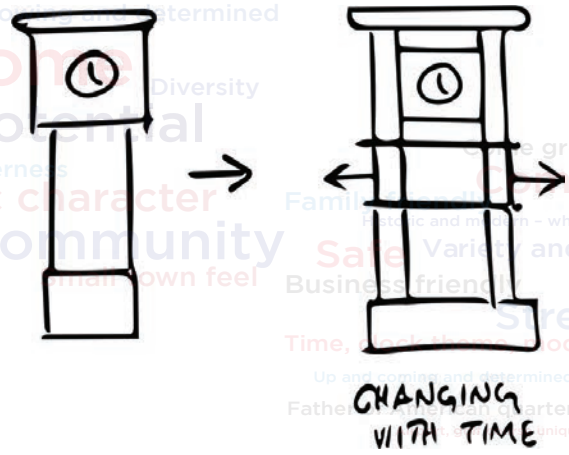


Based on a series of meetings with Council and staff, various concepts were developed to illustrate the fundamental characteristics behind the future of Lancaster's vision. These concept sketches were refined through a progression of work sessions and eventually were vetted through Council and staff members. Comments and feedback were documented and incorporated to help identify a preferred concept capturing Lancaster's story.

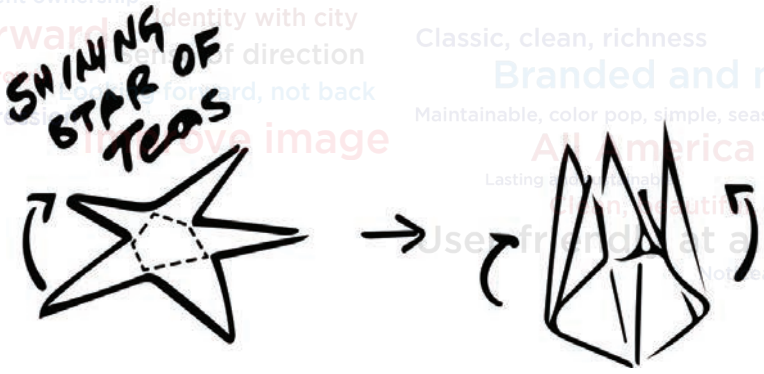
Figure 4:3 - Monumentation Concept Development



"Progressive Growth + Strong Diverse Community"



"Time Honored" + "Modern Traditional"

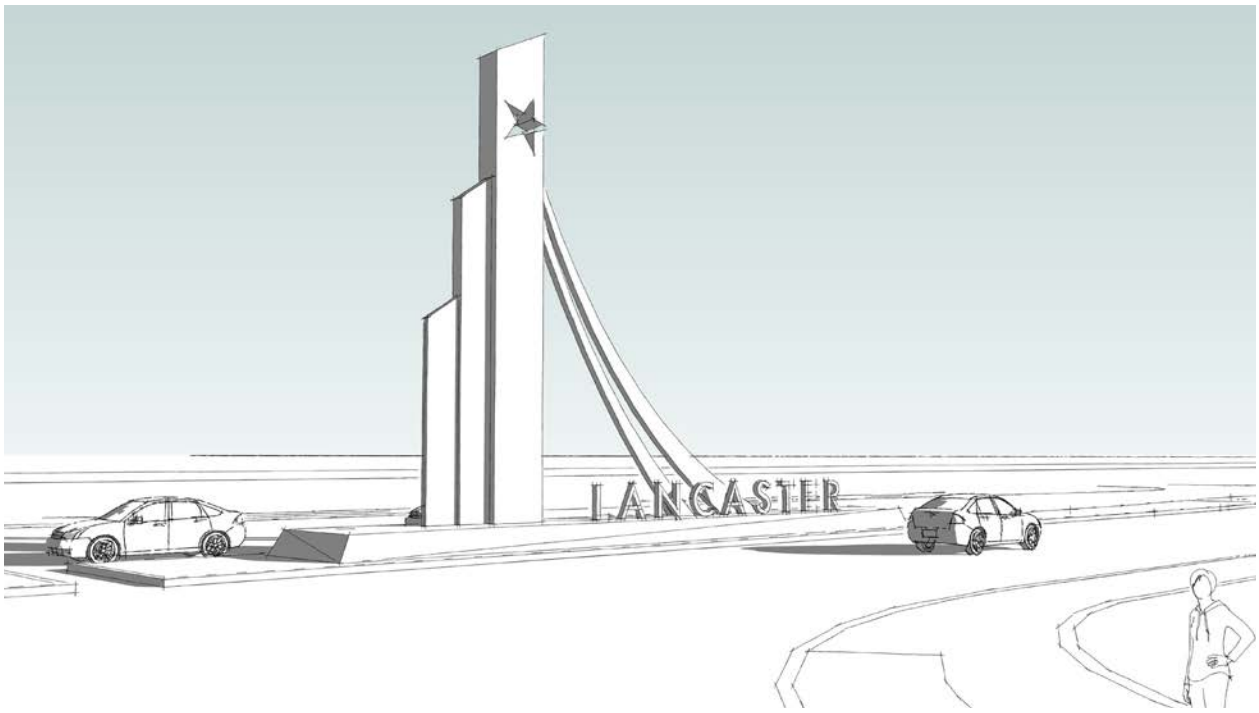


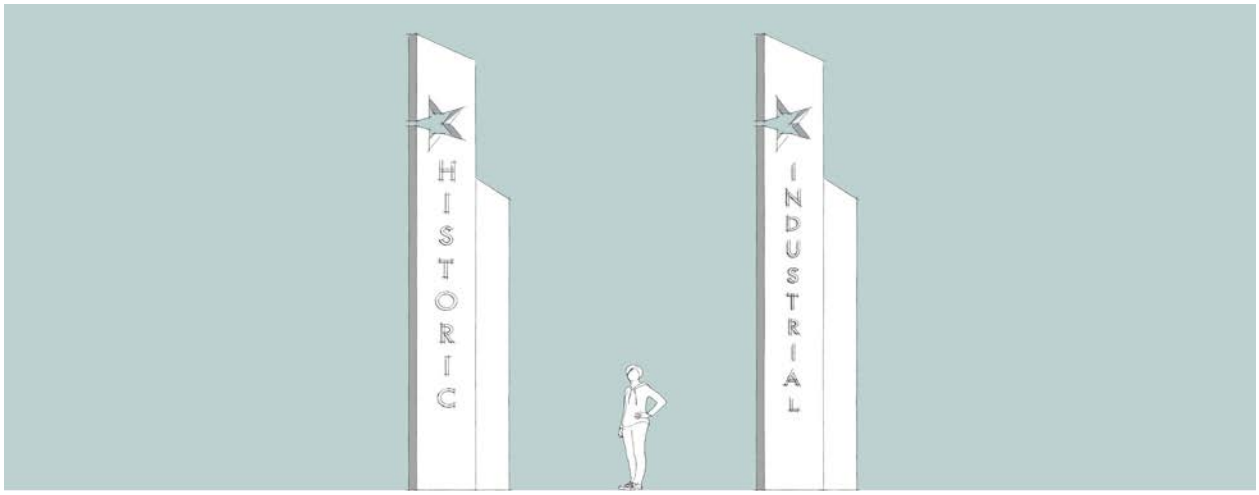
"Shining Star of Texas"

Below is the recommended concept **'Shining Star'** that was developed based on feedback received at the City Council Work Session. The inspiration behind the development of this concept is:

PROGRESSIVE GROWTH + STRONG DIVERSE COMMUNITY.

Figure 4:4 - Concept & Monumentation Family Development





FAMILY OF MONUMENTATION FEATURES

The family of monumentation elevation below shows the monumentation features in comparison to each other. The graphic expresses the interrelationship between structures in terms of scale, size and color. The renderings shown on the next few pages illustrate how the monumentation structures would be placed along Lancaster's streets in context with the streetscape. Recommended material finishes and lighting effects have been added to depict a three-dimensional view. Specific standards are discussed in Chapter 5.

Figure 4:5 - Monumentation Hierarchy

Major Gateway Minor Gateway District Portal

The major gateways along IH-35E could also be incorporated within the retaining wall of the highway as shown below. This would be considered a distinct landmark in Lancaster.

Figure 4:6 - Shining Star Major Gateway Concept at Night

Figure 4:7 - Minor Monument Concept

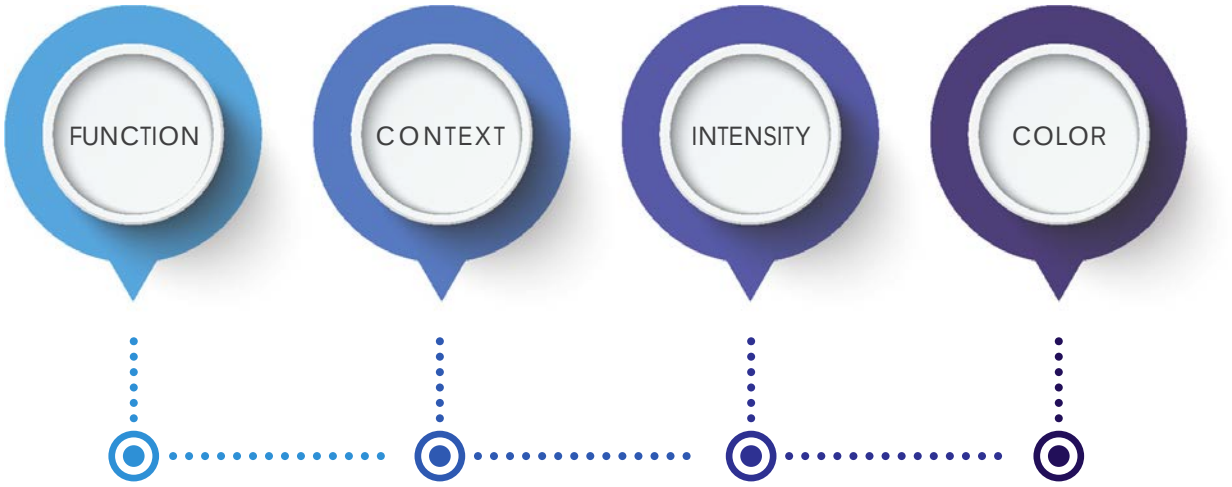
Figure 4:8 - District Portal Concept

Figure 4:9 - Monumentation Material Palette

STREETSCAPE FEATURES

Streetscapes are a vital component of a city's public space that can convey Lancaster's aesthetic quality and unique identity. A well planned streetscape can connect landmarks, open spaces, and communities. Planting materials are a vital component of streetscapes and trees play a large role as they provide color and texture to help define separate spaces, entrances, and add aesthetic value. How a streetscape is designed will shape the behavior of how the street will be used by all. Some of factors that must be considered when designing streetscapes include:

- Safety
- Environmental benefits
- Maintenance and coordination with placement of utilities
- Accessibility for all users (motorists, cyclists, and pedestrians)



FUNCTION

The purpose of each streetscape is developed around the surrounding built environment as well as the anticipated future land uses that the street traverses. A cohesively designed streetscape should be highly visible for pedestrians and drivers, define established neighborhoods and greenways, such as the historic downtown and town square. Special consideration should be given to identifying street needs based upon anticipated development patterns.

CONTEXT

Lancaster's thoroughfares and streets define what type of streetscape treatment is to be applied in a certain area. Thoroughfare classifications dictate the width and function of streets depending on the volume of vehicular traffic. Plantings can be placed near pedestrian walkways, building facades, or along streets to further provide context.

INTENSITY

Special consideration should be given to how trees and other plantings are used as it relates to their size, stature, and aesthetic properties. The closer that the trees or plantings are placed, the higher the intensity of the planting which increases the focus of a specific area such as an intersection or neighborhood entry.

COLOR

Other considerations include the careful selection of specific trees or plants for their seasonal color which can relate to specific neighborhoods and maintain a consistent appearance. Crosswalks at intersection treatments can be enhanced with one selected color and specific type of paving that is maintained throughout the city to visually communicate to the user that they are at an intersection crossing.

STREETSCAPE HIERARCHY

MAJOR THOROUGHFARES

Major thoroughfares in Lancaster include Dallas Avenue, Belt Line Road, Houston School Road, and Pleasant Run Road. These roadways are wide, heavily trafficked thoroughfares that carry significant numbers of cars each day. Additionally, these roadways have existing medians which serve as a blank slate for incorporating streetscape plantings.

The four roadways highlighted in **Figure 4:10** represent the major thoroughfare segments that have funding for streetscape design improvements. These represent the priority streetscape projects to improve the overall aesthetic in Lancaster.

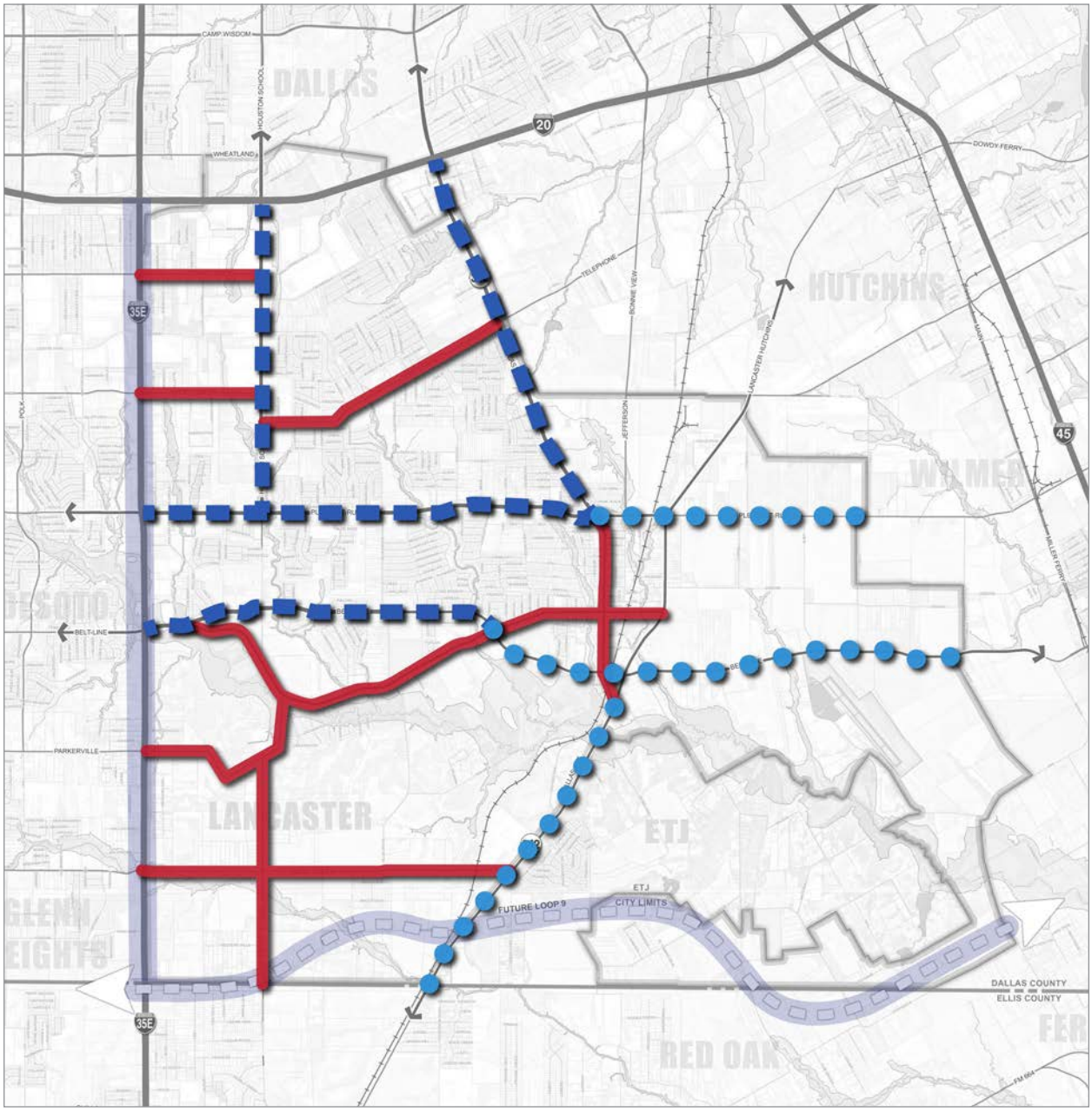
Additionally, there are roadways shown in light blue that represent additional segments that could benefit from streetscape enhancements in the future as growth and development expands in these areas of the City.

MINOR THOROUGHFARES

Minor thoroughfares in Lancaster are shown in red in **Figure 4:10**. These roadways are still significant thoroughfares within the City, but account for fewer traffic volumes than those of the major thoroughfares. Many of these roadways are undivided, meaning that they don't have medians. In this case, streetscape improvements are focused on the landscape buffer areas on either side of the travel lanes.

Although there is no designated funding for streetscape improvements at this time for these roadways, they should be slated for lower-intensity streetscape enhancements when these roads are improved or as funding allows.

Figure 4:10 - **Proposed Streetscape Hierarchy**



LEGEND

- Major Thoroughfares Streetscape Design Funded
- Minor Thoroughfares Future Streetscape Design
- Major Thoroughfares Future Streetscape Design
- Upcoming Overlay District Corridor Studies

STREETSCAPE FEATURE EXAMPLES

Features of streetscape include pedestrian facilities, plantings, hardscape, lighting, and site furnishings, as shown in the following images.

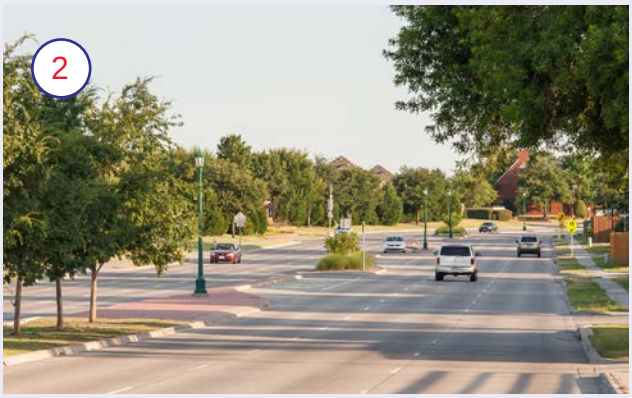


Image 1: Lighting, pedestrian amenities (Sessom Dr, San Marcos)

Image 2: Street Trees (Paige Rd, The Colony)

Image 3: Street trees, lighting (Oak St, Roanoke)

Image 4: Median plantings (Crystal Falls, Austin)

Image 5: Lighting, banners (Cedar Crest Gateway, Dallas)

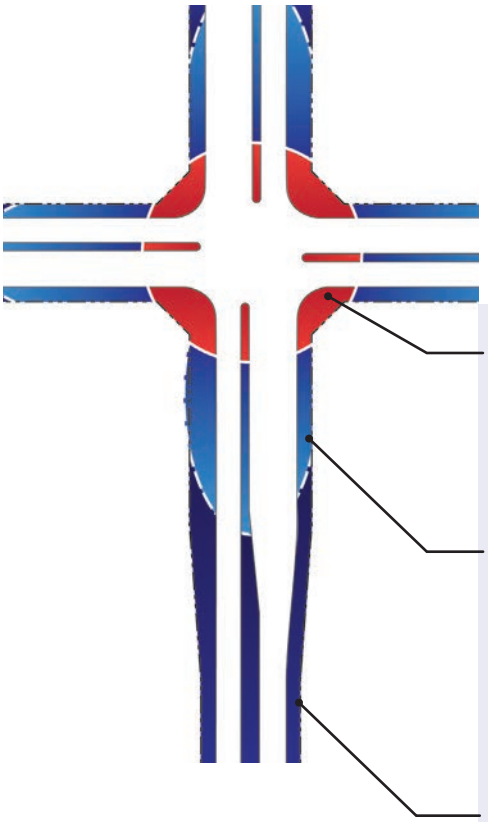
Image 6: Pedestrian amenities (Cedar Crest Bridge, Dallas)

Image 7: Hardscape amenities (Oak Street, Roanoke)

STREETSCAPE DESIGN EXAMPLES

The graphic below illustrates the zones that are located along a typical intersection to depict the intensity of streetscape planting.

Figure 4:11 - Streetscape Intensity Design



Zone A in red represents a high intensity of planting which is focused along the center of the intersection. There is dense low growing shrubs and grasses in combination with enhanced pavement treatments and monumentation.

Zone B is shown in light blue and represents where the intensity of the streetscape decreases and the planting includes under-story trees, large to medium shrubs, and small to medium grasses.

Zone C shown in dark blue is where the characteristics of the planting is similar to Zone B, except the intensity of the planting reduces and the spacing between the trees and plantings increases creating more gaps.

Zone A

- Approx. 100’ from center of intersection
- Monumentation
- Major pavement enhancements
- Medium to small shrubs
- Medium to low grasses/ turf/groundcover

Zone B

- Approx. 250’ from center of intersection
- Under-story trees
- Large to medium shrubs
- Tall to medium grasses/turf

Zone C

- Remaining streetscape between intersections
- Canopy trees at 40’ on center
- Turfgrass
- Intermittent planting “pockets”

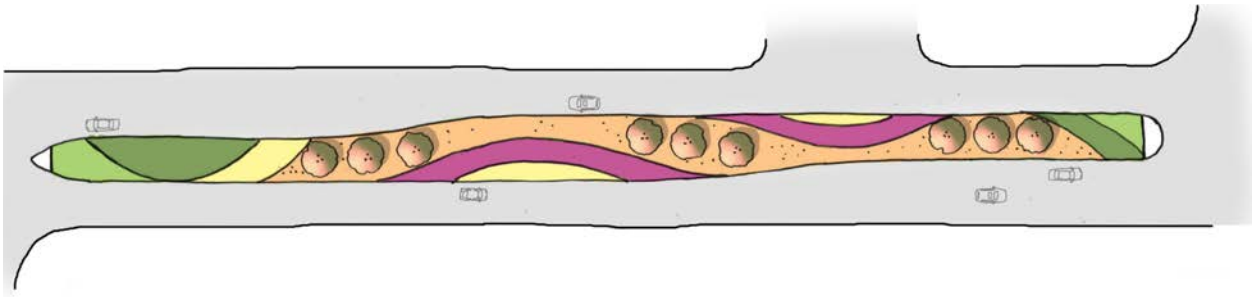
STREETSCAPE CONCEPT

HIGH INTENSITY STREETSCAPE AT INTERSECTIONS

The graphic below illustrates a typical high intensity designed streetscape within the median which includes elements such as:

- Emphasis on planting at the ends
- Pockets of planting, shade and ornamental trees
- Xeriscaping
- Reduced mowing

Figure 4:12 - High Intensity Streetscape Concept

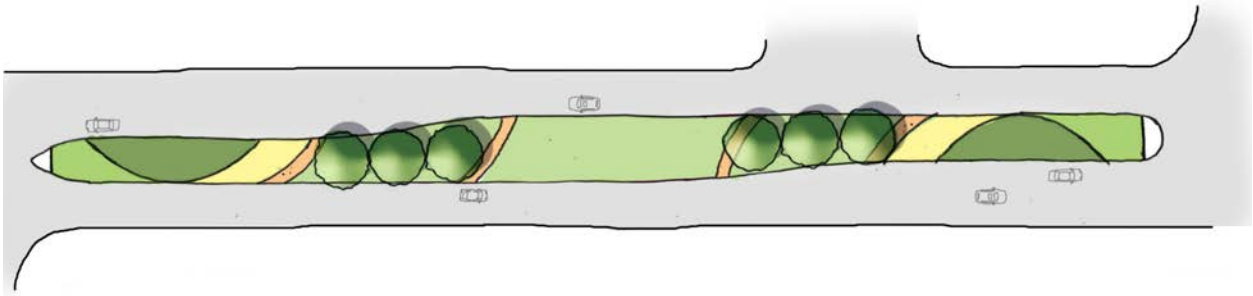


LOW INTENSITY STREETSCAPE AT INTERSECTIONS

The graphic below illustrates a typical lower intensity designed streetscape within the median which includes elements such as:

- Emphasis on planting at the ends only
- Pockets of shade trees
- Large grassed areas

Figure 4:13 - Low Intensity Streetscape Concept

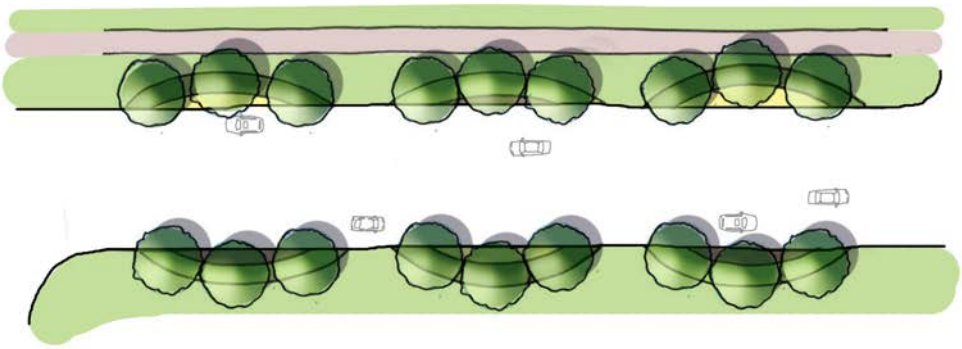


LANDSCAPE BUFFER AREA STREETSCAPE

The graphic below illustrates the typical treatment for a roadway without medians, which is more common for minor thoroughfares in Lancaster. These treatments include key features such as:

- Regularly spaced shade trees
- Groundcover surrounding the shade trees
- Large grass areas

Figure 4:14 - Landscape Buffer Area Streetscape Concept



MONUMENTATION WITH STREETSCAPE CONCEPT SKETCHES

The conceptual sketches below illustrate the relationship between monumentation and streetscape features along a typical streetscape intersection.

Figure 4:15 - Major Monument with Streetscape

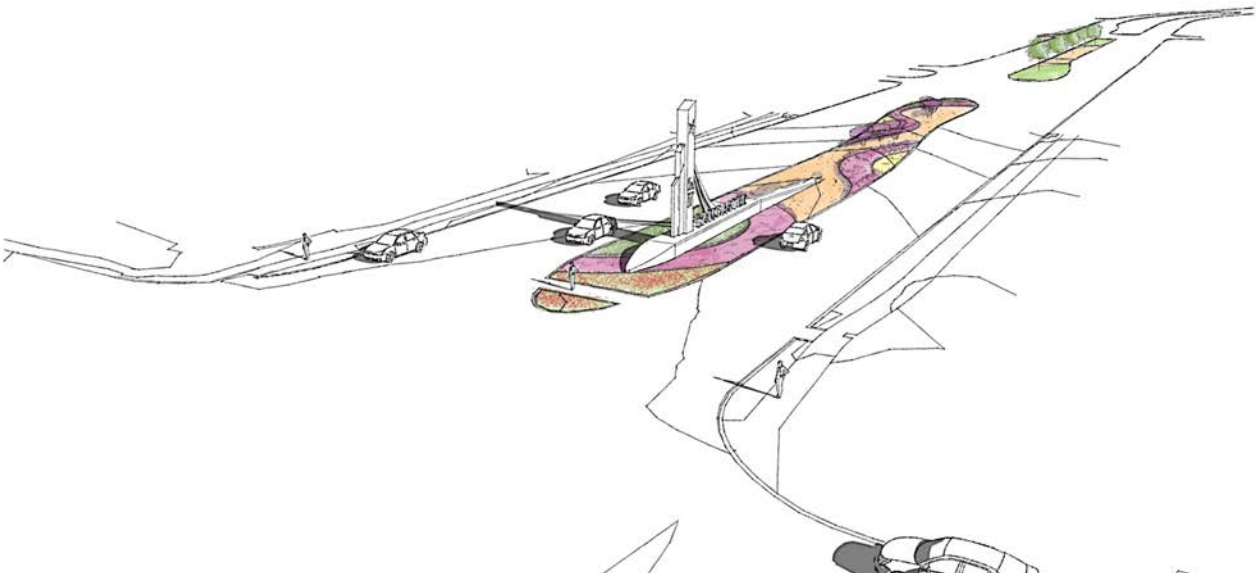


Figure 4:16 - Minor Monument with Streetscape

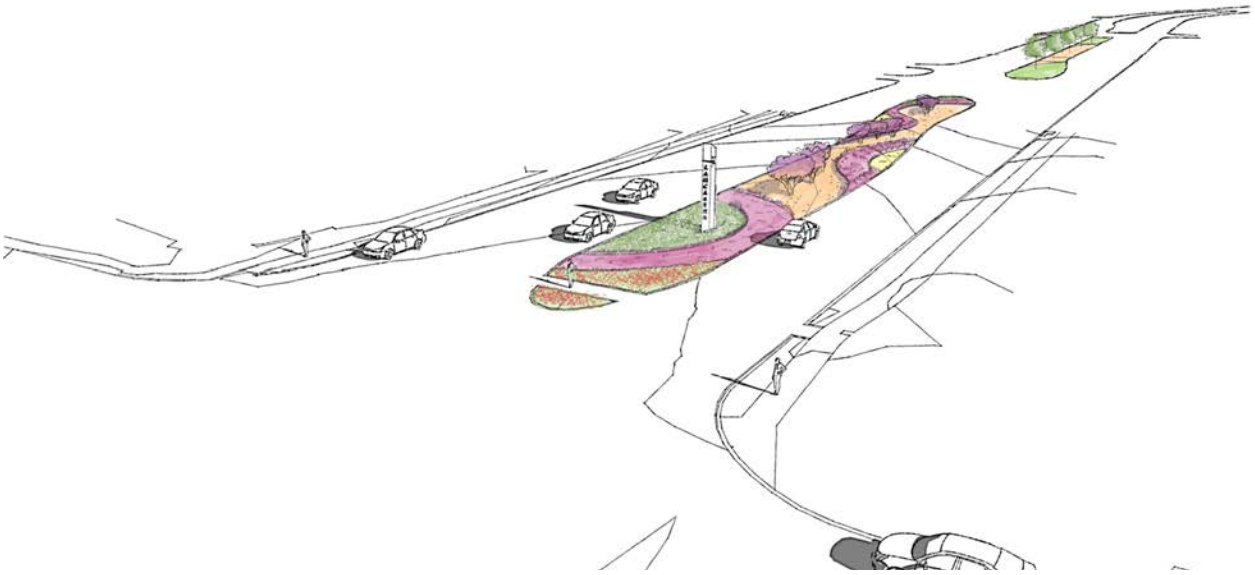


Figure 4:17 - District Portal Monument with Streetscape

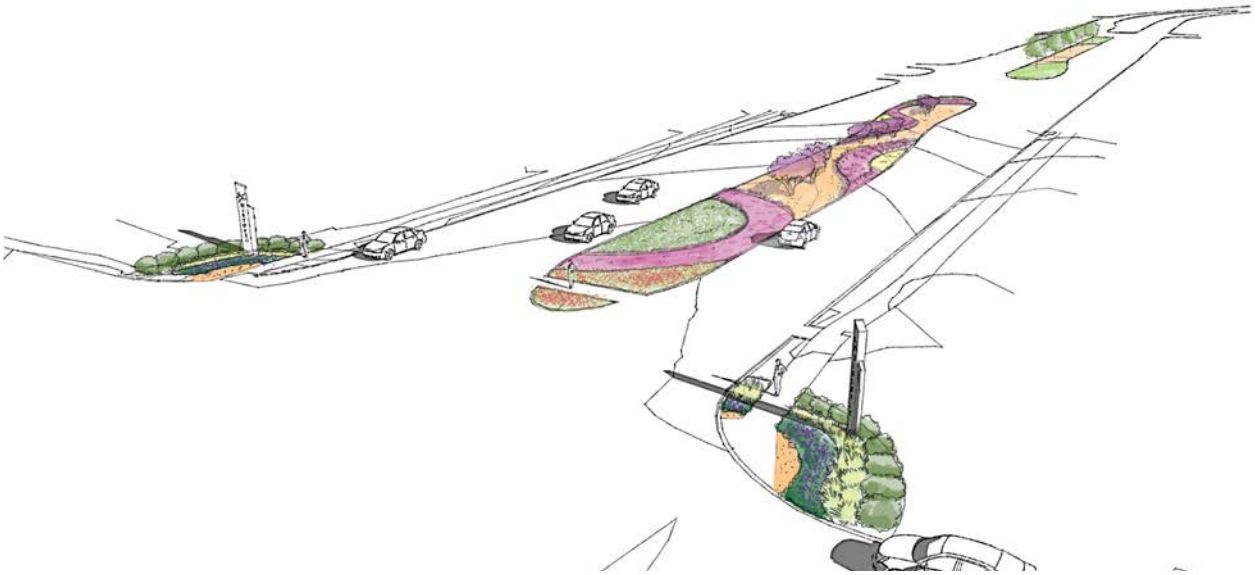


Figure 4:18 - Major Monument with Streetscape Views

Represents the intersection of Pleasant Run Road and IH-35E.

Figure 4:19 - Minor Monument with Streetscape Views

Represents the intersection of Wintergreen Road and IH-35E.

Figure 4:20 - District Portal with Streetscape Views

Represents a district portal along Pleasant Run Road.

Figure 4:21 - Intersection Node with Streetscape Views

Represents an intersection node along Pleasant Run Road.


LANCASTER

CHAPTER 5
GATEWAY & STREETSCAPE DESIGN STANDARDS

This chapter presents detailed considerations for the recommended monumentation and streetscape design standards. The recommendations presented in this Chapter should be used as guidance to implement development standards. The goal is for these design standards to be incorporated into the City's development regulations to guide future improvements as new development and redevelopment occurs in Lancaster.

MONUMENTATION STANDARDS

INTRODUCTION

The intent of this section is to enhance the framework that was provided in the 2006 Streetscape Master Plan and the 2016 Comprehensive Plan to develop more straightforward and integrated guidance that can be used by the City.

As presented in Chapter 4, there are four types of monumentation within the recommended hierarchy: major gateways, minor gateways, district portals, and intersection nodes. This section presents details on design standards for the various components of monuments – scale, materials, lighting, and maintenance, which have been developed based on a review of previous guidance and best practices. For each of these components, specific recommendations are outlined and applicable reference materials are listed for more information.

As shown in **Figure 4:2** and **Table 5:1**, monumentation treatments are recommended for the subsequent intersections in Lancaster. These are meant to be implemented over time, as roadways are constructed or rebuilt, or as new development occurs. Funding opportunities are discussed in Chapter 6.

Figure 5:1 - Major Monument at Night

Table 5:1 - **Recommended Monumentation Treatments in Lancaster***

Major Gateway	Minor Gateway	District Portal	Intersection Nodes
IH-35E & Pleasant Run Rd	IH-35E & Danieldale Rd	IH-20 between IH-35E & Houston School Rd (Dallas Co. International Inland Port)	Dallas Ave & Wintergreen Rd
IH-35E & Belt Line Rd	IH-35E & Wintergreen Rd	IH-20 between Houston School Rd and Dallas Ave (Dallas Co. Intentional Inland Port)	Jefferson Rd & Wintergreen Rd
IH-20 & Houston School Rd	IH-35E & Parkerville Rd	Houston School Rd & Pleasant Run (Commercial Edge)	Pleasant Run Rd & Lancaster Hutchins Rd
Dallas Ave & City Limits	IH-35E & Bear Creek	Pleasant Run Rd & Dallas Ave (Downtown Lancaster)	Pleasant Run Rd & Bluegrove Rd
Loop 9 & 342	Dallas Ave & Wintergreen Rd		Belt Line Rd & Houston School Rd
	Lancaster-Hutchins Rd & City Limits		Belt Line Rd & Bluegrove Rd
	Pleasant Run Rd & City Limits		Belt Line Rd & Main St
	Belt Line Rd & City Limits		Main St & Lancaster Hutchins Rd
			Main St & Bluegrove Rd
			Dallas Ave & Lancaster Hutchins Rd merge
			Dallas Ave & Bear Creek Rd

**Note: Refer to Figure 4:2 on page 53 for a map depicting these locations.*

MONUMENTATION - SCALE

OVERVIEW

Monumentation features should mark entries to key areas of the City and should be designed and installed to be clearly viewed at all times of day. Depending on the monumentation type, the feature should be visible to drivers and pedestrians from various distances. For this reason, the below recommendations for scale have been proposed.

RECOMMENDATIONS

- **Major Gateway:** 25’ – 30’ max height. Meant to signify main entrance into Lancaster. Maximum height meets TxDOT guidance for height of landmarks within their Right-of-Way.
- **Minor Gateway:** 15’ – 20’ max height. Meant to signify minor entrances into Lancaster.
- **District Portal:** 10’ – 15’ max height. Meant to signify entrances into character districts of City.
- **Intersection Node:** 0 – 10’ max height. Meant to signify a minor intersection within the City.

REFERENCES

- TXDOT - Gateway Monument Program Guidelines
- 2006 Lancaster Streetscape Master Plan
- 2016 Comprehensive Plan
- AASHTO - American Association of State Highway Transportation Officials
- International Dark-Sky Association

MONUMENTATION - MATERIALS

OVERVIEW

Proper material selection, high quality installation, and attention to detail are important during the installation of materials. The overall look and feel of the monumentation features should provide clean lines and be well-crafted while providing a unified image for Lancaster. The selected materials shown in the recommended palette should be consistently used for the corresponding structures in the family of monumentation to create a theme that will be carried throughout the City for continuity.

RECOMMENDATIONS

The recommended palette includes:

- Brushed bronze architectural feature - brings forth an iconic image to reflect Lancaster's potential.
- Cast stone column - reflects a classic character that can be repeated throughout new developments.
- Oklahoma ledgestone - embraces the colors and tones found in established districts in Lancaster and references the historic brick in an updated manner.
- Brushed aluminum 'Lancaster ' back-lit letters - establishes a bold and memorable brand in the city.
- Random ashlar limestone - evokes the exposed limestone formations along the creeks in Lancaster.
- Pin mounted Lancaster city logo - reinforces the civic pride in Lancaster.
- Pin mounted 'All American City' plaque - highlights Lancaster's achievements and consistent growth.

Brushed Bronze Option (Preferred)

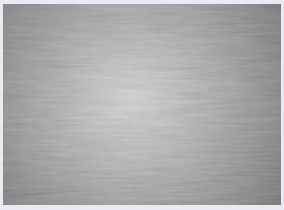
Brushed Bronze

Cast Stone/Cast Concrete

Oklahoma Ledgestone

Brushed Aluminum letters

Brushed Aluminum Option (Alternate)



Brushed Aluminum

Cast Stone/Cast Concrete

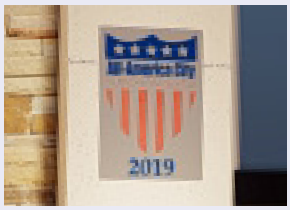
Random ashlar limestone

Brushed Aluminum letters

Lancaster logos

Brushed Aluminum - pin mounted city logo

Brushed Aluminum - pin mounted city logo



'All American City' plaque

REFERENCES

- ASTM (American Society for Testing and Materials)

MONUMENTATION - LIGHTING

OVERVIEW

As part of enhancing Lancaster's unique image, the lighting of monumentation features should be of a similar style, look, and color to promote a cohesive look.

RECOMMENDATIONS

In order to be visible at night, monuments should be lit in a discreet, subtle and high impact manner, but in a way so as to not distract drivers or produce glare to surrounding areas.

- **Major Gateway:** Monument to have a combination of ground LED lights to wash or flood the structure in light and 'Lancaster' to be back-lit as shown in the below image.
- **Minor Gateway:** Monument to have a combination of ground LED lights to wash or flood the structure in light.
- **District Portal:** Monument to have a combination of ground LED lights to wash or flood the structure in light.
- **Intersection Node:** No lighting is required for intersection treatments.
- Lancaster letters specifications: Beam Angle: 120 degrees, 14W, 700 Max. Lumen, LED Die Colors: RGBW.
- Wall washer accent lighting specifications: 76W (12-LED), 3,000 Max. Lumen, LED Die Colors: RGBW.
- Top of monument, inside star specifications: 2.5W, 125 Max Lumen, and 5W, 250 Max Lumen, LED Die Colors: RGBW.
- Lighting should be installed in accordance with national and local electrical code regulations.
- Wireless bluetooth control is preferred for ease of remote access and maintenance.

REFERENCES

- 2006 Lancaster Streetscape Master Plan
- International Dark-Sky Association

Figure 5:2 - Example of Lighting on Major Monument Feature

MONUMENTATION - MAINTENANCE

OVERVIEW

The materials used in the monumentation are purposefully durable to be able to withstand wear and tear. However, like most built features, monuments will need to be maintained over time.

RECOMMENDATIONS

Key considerations for maintenance standards include:

- Use of removable logos to reflect updated award designations. The City logo may change over time, so using the pin-mounted logos is easier to remove without damaging the surface of the monument.
- Require regular cleaning, including pressure washing on an as needed basis.
- Application of an anti-graffiti coating material that is resistant to graffiti or at least makes it easy to wash off without damaging the underlying materials.
- Reapplication or touch-up of materials when needed should be immediately addressed to prevent unforeseen damage and prevent blight.
- Foundational structure underneath monument should be placed with sufficient reinforcement to withstand minor crashes.
- Use of standardized hardware for lighting and signage to simplify maintenance activities.

REFERENCES

- 2006 Lancaster Streetscape Master Plan

STREETSCAPE STANDARDS

INTRODUCTION

As presented in Chapter 4, this plan recommends high-intensity streetscape near intersections and low-intensity streetscape along the majority of roadways. This section presents details on design standards for the various components of streetscapes – plantings, furnishings, signage/wayfinding, lighting, and maintenance. As shown in **Figure 4:10** and **Table 5:2**, streetscape treatments are recommended for the following roadways in Lancaster. These are meant to be implemented over time, as funding allows or as roadways are constructed or rebuilt. Funding opportunities are discussed in Chapter 6.

Table 5:2 - **Recommended Streetscape Treatments in Lancaster***

Roadway	Limits	Treatment Type
Houston School Rd	IH-20 to Pleasant Run Rd	Major Thoroughfare Streetscape Design (Funded)
Pleasant Run Rd	IH-35E to Dallas Ave	Major Thoroughfare Streetscape Design (Funded)
Belt Line Rd	IH-35E to Bluegrove Rd	Major Thoroughfare Streetscape Design (Funded)
Dallas Ave	Cedardale Rd to Alexander Ave	Major Thoroughfare Streetscape Design (Funded)
Pleasant Run Rd	Dallas Ave to Eastern City Limits	Major Thoroughfare Streetscape Design (Future)
Belt Line Rd	Bluegrove Rd to Eastern City Limits	Major Thoroughfare Streetscape Design (Future)
Dallas Ave	Belt Line Rd to Southern City Limits	Major Thoroughfare Streetscape Design (Future)
Danieldale Rd	IH-35E to Houston School Rd	Minor Thoroughfare Streetscape Design (Future)
Wintergreen Rd	IH-35E to Houston School Rd	Minor Thoroughfare Streetscape Design (Future)
Wintergreen Rd	Houston School Rd to Dallas Ave	Minor Thoroughfare Streetscape Design (Future)
Main St	Belt Line Rd to Lancaster Hutchins Rd	Minor Thoroughfare Streetscape Design (Future)
Dallas Ave	Alexander Ave to 342	Minor Thoroughfare Streetscape Design (Future)
Parkerville Rd	IH-35E to Main St	Minor Thoroughfare Streetscape Design (Future)
S. Houston School Rd	Parkerville Rd to Southern City Limits	Minor Thoroughfare Streetscape Design (Future)
Bear Creek Rd	IH-35E to 342	Minor Thoroughfare Streetscape Design (Future)

**Note: Refer to Figure 4:10 on page 67 for a map depicting these locations.*

STREETSCAPE - PLANTING

OVERVIEW

A key component of streetscapes are the planting materials and trees which can provide environmental benefits, shade, stormwater infrastructure, and a buffer between pedestrians and moving traffic. Well-designed streetscape plantings can also help reduce vehicle speeds. For new developments that may have the potential to create an appropriate setback, wider right of ways should be accommodated to provide maximum space for planting.

This section highlights planting materials for the high-intensity and low-intensity streetscape sections. A full plant listing is also included in the Appendix.

RECOMMENDATIONS

- Existing trees within the Right-of-Way should be preserved to maintain the original character of the area. Preservation should also be evaluated on a case-by-case basis.
- Refer to existing codes and requirements that have been developed for the area.
- Existing underground utilities should be located and addressed prior to planting shrubs and trees.
- It is recommended to incorporate native, adaptive, and drought resistant planting as much as possible to reduce mowing frequency and maintenance needs.
- For turf grass use drought resistant and drought tolerant grass that require less frequent mowing and maintenance.
- In historic districts, oak trees and bold plantings can be used to bring color and timeless beauty.
- Planting materials and trees should be spaced out in a continuous manner. Along roadways consider a spacing of 25-40 feet.
- Plantings and trees should be pruned to ensure visibility of signs.

Consider the possibility of tree preservation when a tree's elevation falls within 3' of the proposed road's elevation. Continuity should be achieved by consistency in materials used for the retaining wall. Walls of this type used for tree preservation should be located outside of the drip line of associated trees.

Figure 5:3 - Preservation of Existing Trees

MAJOR THOROUGHFARE STREETSCAPE DESIGN

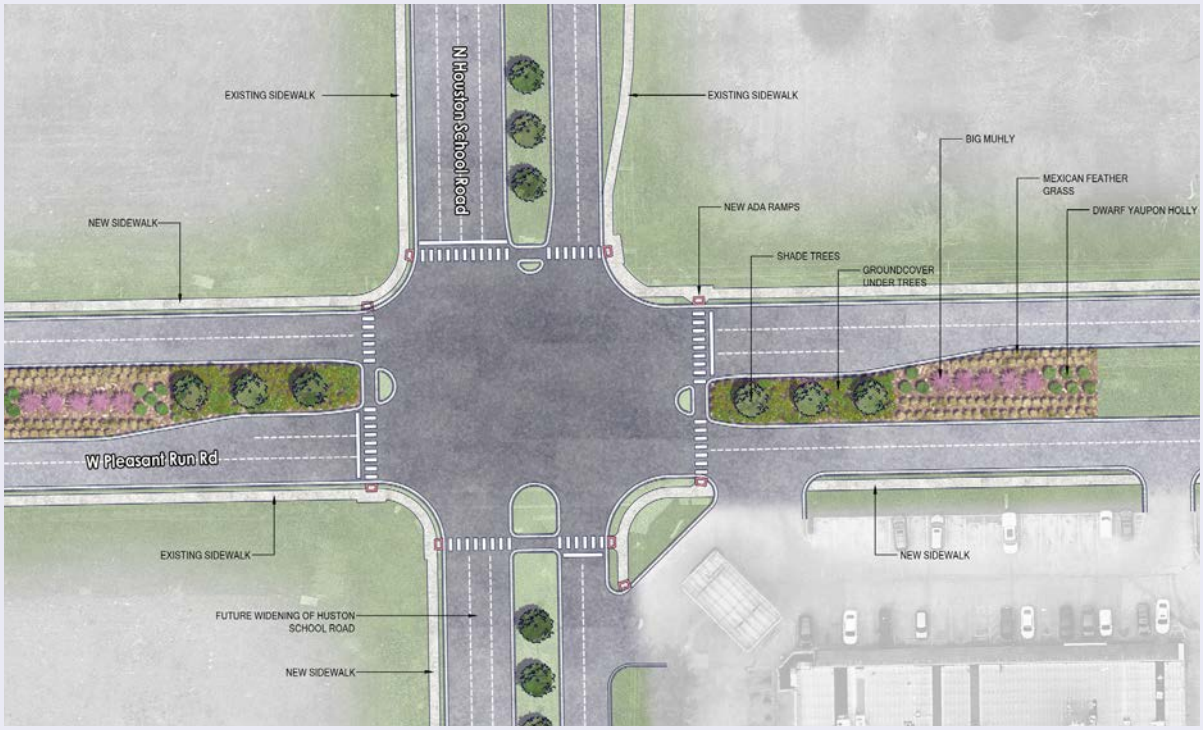
High-Intensity Streetscape: These segments should be focused closer to intersections of major thoroughfares (approximately 100 feet on either side of the intersection within the median or within corners of the intersection). Key Features include:

- Xeriscaping for reduced mowing maintenance.
- Pockets of colorful plantings throughout to signal approaching the intersection.
- Pockets of shade where ornamental trees to provide some height.
- Emphasized denser plantings at intersections.

Low-Intensity Streetscape: These segments will make up the majority of the streetscapes within medians on major thoroughfares. Key features include:

- Large grassed areas.
- Pockets of shade trees.
- Plantings that have been spaced out.

Figure 5:4 - Major Thoroughfare Streetscape Design Example



MINOR THOROUGHFARE STREETSCAPE DESIGN

Many of the roadways identified in this plan for a minor thoroughfare streetscape treatment are undivided roadways, meaning that there is no median. While median plantings can have a significant impact on the overall streetscape, treatments along the landscape buffer area on either side of the travel lanes can also have a positive impact. Referred to in the Lancaster Development Code and Tree Preservation Ordinance as 'streetscape buffer,' the current code requires a minimum landscape buffer of six feet between back-of-curb and sidewalk for new residential and commercial uses where there is no adjacent on-street parking. It's within this area that the site furnishings described later in this section are to be placed.

Landscape Buffer Area:

- Groups of shade trees spaced approximately 50 feet; trees should be on the approved plant list per the Lancaster Tree Preservation Ordinance.
- Groundcover surrounding the shade trees.
- Large grass areas.
- Incorporate denser plantings at intersection corners, if applicable.

OTHER CONSIDERATIONS

Most thoroughfares in Lancaster are already built, therefore many of these streetscape applications will apply to existing roadways when they are improved or widened. There are some parts of Lancaster that are less developed wherein new roadways are proposed. In the currently undeveloped areas of Lancaster, it is recommended that existing vegetation be preserved as much as possible.

REFERENCES

- Lancaster Tree Preservation Ordinance
- 2006 Lancaster Streetscape Master Plan
- Lady Bird Johnson Wildflower Center
- Texas A&M AgriLife Extension
- Earth-Kind Landscaping

Figure 5:5 - Streetscape Planting Palette

More comprehensive list of plantings is included in the Appendix.

GROUNDCOVERS


Asian Jasmine


Purple Wintercreeper


Trailing Rosemary

SHRUBS AND GRASSES


Gregg Salvia


Dwarf Yaupon Holly


Dwarf Burford Holly


Red Yucca


Gulf Muhly Grass


Dwarf Fountain Grass


Mexican Feather Grass

ORNAMENTAL TREES


Yaupon Holly


Desert Willow


Crape Myrtle

SHADE TREES


Chinese Pistache


Shumard Oak


"Allee" Elm


Lacebark Elm

STREETSCAPE - FURNISHINGS

OVERVIEW

In addition to plantings, the pedestrian realm can further be enhanced by features such as bollards, seating, trash receptacles, and street lighting. These elements are most feasible in areas where pedestrians are already present, such as downtown. All furnishings should be consistent in materials for a uniform look.

RECOMMENDATIONS

Seating

Opportunities to sit down as necessary for pedestrians of all abilities also invites visitors to stay a while and experience the streetscape environment. There are many types of seating that may be incorporated into the streetscape, such as benches, movable chairs, and seat walls.

- Benches should be all metal ribbon benches set on a brick paving pads (see Figure 5:6).
- Seating should not be placed directly in the pedestrian zone.

Trash Receptacles

Trash receptacles should be strategically located in convenient locations that pedestrians can use to keep streetscapes clean.

- Trash receptacles should be located near high pedestrian activity areas such as Downtown Lancaster.
- Trash receptacles should be black metal, ribbon-style with removal liners (see Figure 5:6).
- Trash receptacles should not be placed directly in the pedestrian zone.
- Durability of materials should be considered when selecting materials for trash receptacles.

Other Furnishings

In addition to seating and trash receptacles, there are other furnishings that can add to the human-scale of the streetscape environment.

- Large planters filled with colorful plantings in Downtown.
- Bicycle racks should be black metal.
- Informational kiosks in areas of interest such as downtown should use consistent materials as the monumentation features.

REFERENCES

- 2006 Lancaster Streetscape Master Plan
- City of Lancaster Landscaping Regulations and Standards

Figure 5:6 - Streetscape Furnishing Examples

Victor Stanley - Bench

- Model CR-18: A City Sites Series™ bench.
- Length: 6-foot (1.8 meters).
- Color: Black.

Victor Stanley - Trash Receptacle

- Model S-45: The “Big One.” Ironsites Series.
- 45-gallon (170 liter) capacity.
- Material: Recycled Solid Steel Bar
- Standard tapered formed lid.
- Bottom recessed pedestal.

STREETSCAPE - LIGHTING

OVERVIEW

Lighting is critical to ensure both vehicular and pedestrian safety after dark. Lighting also provides visual hierarchy within a streetscape and can help orient drivers and pedestrians. As part of enhancing Lancaster's unique image, effective street and pedestrian scale lighting should also be consistent with the overall aesthetic of the corridor, where lighting of similar style, overall look and color should be used to promote a cohesive theme.

Pedestrian scale lighting illuminates sidewalks, crosswalks, and bike lanes and also provides an increased sense of safety. Pedestrian scale lighting is recommended wherever pedestrian traffic is highest, such as the downtown area, in shopping areas, along trails, and especially at intersections and crossing points as these are the areas with highest rates of conflicts with moving vehicles. Both street and pedestrian lighting should minimize the amount of glare, which typically is achieved through upgrading lighting to LED luminaries with specific angles of the fixture. Additional specifications about the recommended lighting is included in the Appendix.

Figure 5:7 - Existing Lighting in Lancaster

Pedestrian scale lighting at Lancaster Community Park.

Pedestrian scale lighting along Lancaster's streetscape.

Lighting at West Main Elementary School.

Pedestrian Scale lighting in Downtown Lancaster.

ARCHITECTURAL AND LANDSCAPE ACCENT LIGHTING

Another type of lighting that is used in streetscapes are accent or landscape lighting which are installed to highlight focal architectural features, sculptures, trees, or landscaped areas. These lighting features create a more attractive and interesting environment for pedestrians.

This plan proposes upgrading existing street lighting to more attractive pole and luminaries with uniform appearance. Any replacement street lights should be standardized and also reflect the individual character of specific districts in Lancaster.

RECOMMENDATIONS

- The placement of trees should be coordinated with existing and proposed lighting.
- Light fixtures should be regularly spaced 180 - 220 feet apart.
- Street lights should typically consist of a luminary on a pole 25 to 30 feet high.
- Pedestrian scale light fixtures along pedestrian paths should be 12 to 18 feet high.
- Pedestrian scale light fixtures should be spaced out approximately every 25 feet.
- Light fixtures should be black metal with a decorative luminary.
- Energy efficient and LED best management practices of lighting options are preferred when selecting types of lighting.
- Cut-off lighting is an option to be considered to reduce glare as it allows light patterns to be controlled, minimizing light spill over to surrounding areas and keeps light sources out of a pedestrian's line of sight.
- Dark Sky compliance lighting should be used to minimize light pollution.
- WiFi enabled timed lighting is preferred for remote access.

REFERENCES

- 2006 Lancaster Streetscape Master Plan
- Lancaster Development Code
- AASHTO
- FHWA, Lighting Handbook
- International Dark-Sky Association

STREETSCAPE - SIGNAGE AND WAYFINDING

OVERVIEW

The overall goal of brand identity could be implemented through gateway treatments, directional signage, trail system signage, banner programs, printed literature, and website applications. The development of signage and wayfinding play a large role in identifying areas in Lancaster as recognizable destinations. Signage can be used as part of gateway monumentation, place-making treatments, and can be provided at key nodes such as intersections. Symbols and icons can be used that relate to districts, where the use of consistent color schemes and typography will reinforce a sense of place and Lancaster's visual identity and brand.

Destinations within Lancaster that should be directed to via wayfinding signage include parks, recreation centers, City Hall, downtown, and various districts. Banners can also be used as part of a consistent wayfinding system to communicate information to visitors about which area or district they are located.

RECOMMENDATIONS

- Directional signs of adequate vehicular scale that are placed at appropriate decision points will assist pedestrians and benefit retail businesses.
- Identification signs could be as minimal as pole mounted icons or banners.
- Directional signage should be placed at key nodes to help vehicular traffic and pedestrians.
- Information on signage should be combined to eliminate the clutter.
- The text on the signage should be visible from a distance by passing vehicles and pedestrians.
- Signage should be offset a minimum of 1 foot from the curb.
- Signage should not be placed in the pedestrian zone.
- Banners should be interchangeable with updated logos or graphics.

REFERENCES

- 2006 Lancaster Streetscape Master Plan
- Lancaster Sign Ordinance

Figure 5:8 - Wayfinding and Signage Examples

STREETSCAPE - MAINTENANCE

OVERVIEW

The streetscapes should be able to be maintained in a sustainable manner to maximize the expected life cycle for all elements of the streetscape. While trees and plants have numerous benefits for pedestrians, they may also create maintenance challenges. Medians are also subject to damage from vehicular traffic, therefore it is crucial that streetscape planning and design takes into consideration the realities of external environments.

RECOMMENDATIONS

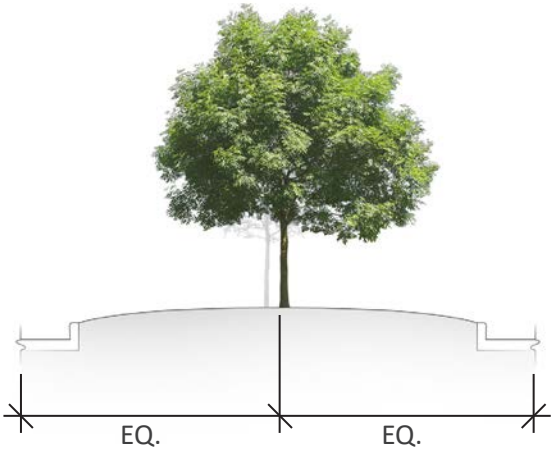
- Lancaster Code indicates that developers should be responsible for the initial maintenance of the streetscape improvements including street trees, entry plantings, and lighting during the period that their neighborhoods are developing and until all lots are occupied.
- Provisions for a homeowners' association should be addressed by the developer where the maintenance will be turned over to the homeowner's association after all lots are occupied.
- Maintenance staff should be engaged in early decision making, and educated about the care of existing and proposed trees and their requirements for protection during construction.
- Drought tolerant and low maintenance planting should be incorporated as much as possible.
- The median maintenance details shown in Figure 5:9 should be incorporated as a standard practice for design and maintenance of streetscape features.

REFERENCES

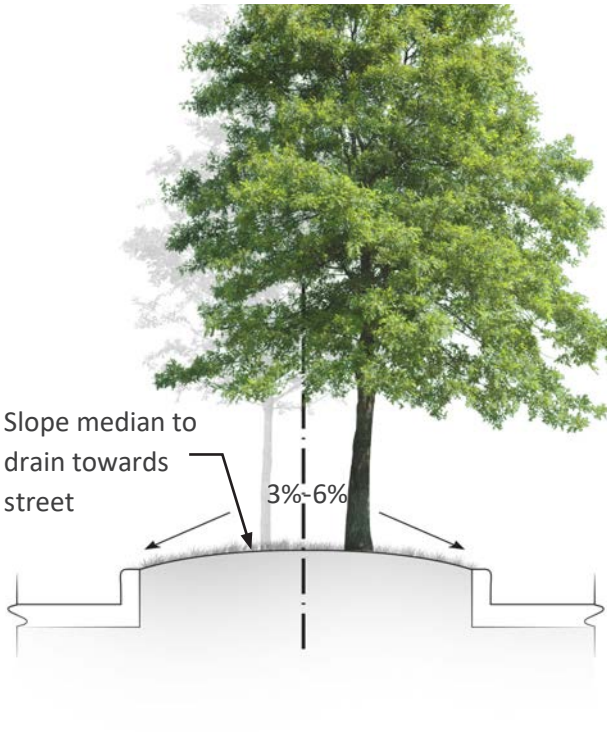
- 2006 Lancaster Streetscape Master Plan
- Lancaster Development Code
- City of Lancaster Landscaping Regulations and Standards

Streetscapes are challenging environments that are subject to damage from environmental factors, vehicles, and are difficult to access for maintenance. It is therefore crucial that streetscape design considers these realities for an efficient, lasting and cost-effective landscape in the long-term. The following eight graphics and drought tolerant plant palette listed previously are guides for consistent planting design which, when applied to medians and planting areas, results in reduced maintenance cost while maintaining a high level of aesthetic quality.

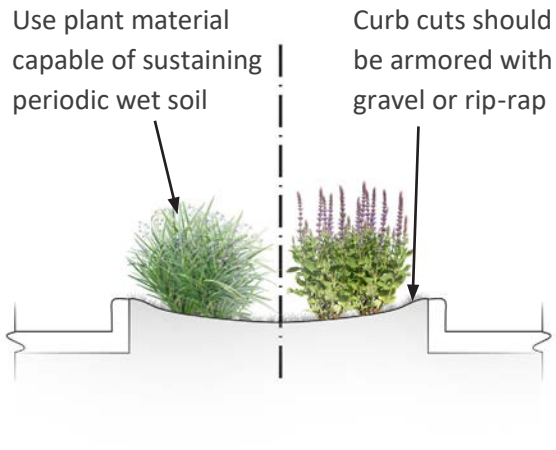
Figure 5:9 - Maintenance Details



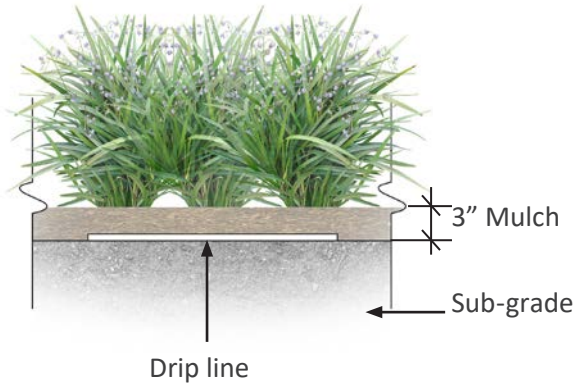
TREE LOCATIONS



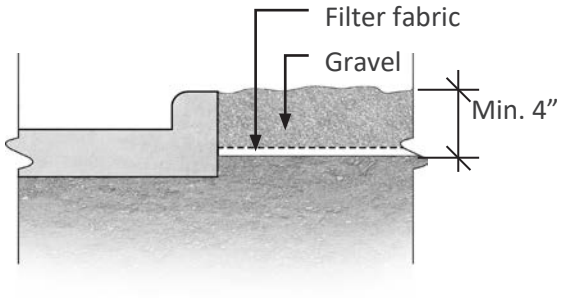
CROWNED MEDIAN



INVERTED MEDIAN (BIOSWALE)

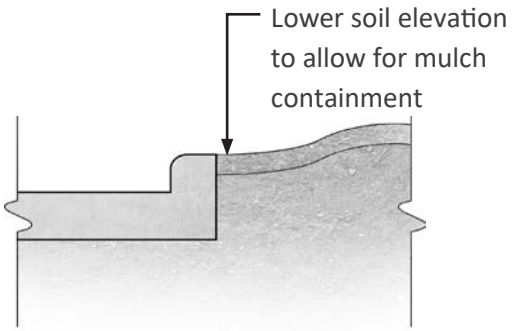


DRIP LINE BURIED UNDER MULCH

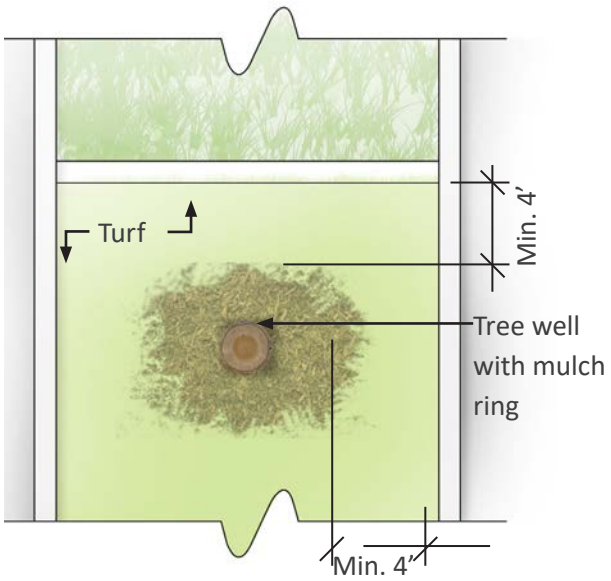


*Use tackifier if decomposed granite is specified.

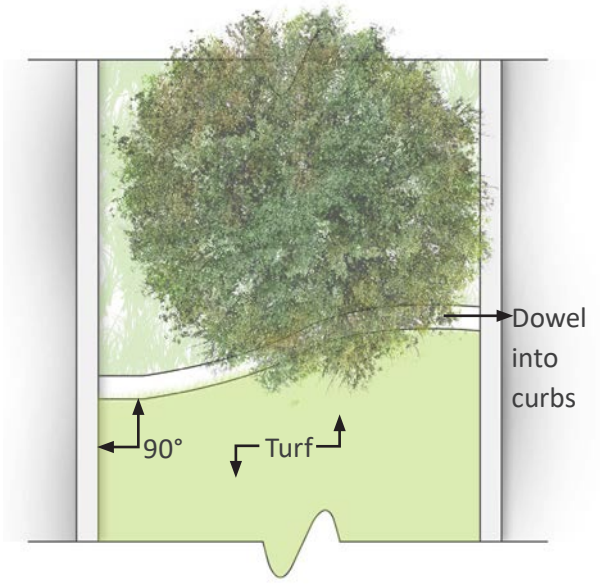
GRAVEL



MULCH FLUSH WITH CURB



MOW AREA



MOW STRIP AT 90 DEGREES

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LANCASTER
2019

CHAPTER 6
IMPLEMENTATION

IMPLEMENTATION PLAN

TYPICAL COST FIGURES

POTENTIAL FUNDING SOURCES

UPDATES TO APPLICABLE ORDINANCES

This final chapter presents the implementation priorities for the recommended gateway and streetscape features. Estimates of probable costs and potential funding sources are also discussed. The chapter closes with a discussion of critical elements to administering the master plan.

IMPLEMENTATION PLAN

ACTION PLAN

The streetscape and monumentation vision and recommendations presented in Chapters 4 and 5 cannot be achieved all at one time. Rather, the recommendations are prioritized so that the most critical happen in a shorter time-frame and the less critical happen later as funding becomes available or as development occurs. **Table 6:1** on the following pages summarizes the recommendations and the associated timeframes for implementation; the elements included in the table are as follows.

Timing: Identifies the recommended time frame for the specific recommendation to be implemented, divided into short, medium, and long-term. It is important to note that development may occur that allows for some monumentation or streetscape recommendations to occur sooner than identified in this table. Factors that influence timing include funding availability, visibility of corridor, and planned roadway improvements.

- **Short-Term:** Most critical recommendations to be implemented over the next five years. This also includes projects that already have funding slated for improvements that can be implemented in the short-term.
- **Medium-Term:** Recommendations that should be initiated in years five to ten of the plan when funding becomes available.
- **Long-Term:** Recommendations that are more complex or most expensive that will be implemented beyond year ten of plan implementation.

Implementation Considerations: Lists factors that should be considered when the actions are implemented such as future roadway expansions, ROW or scale restrictions, and coordinating proposed monument and streetscape designs.

Table 6:1 - **Streetscape Master Plan Implementation Plan**

Recommendation	Timing*	Implementation Considerations
MAJOR GATEWAYS		
Implement major gateway at Dallas Ave and City Limits	Short	Green Ribbon project design of median, undeveloped land to the east and west of Dallas Ave
Implement major gateway at IH-35E and Pleasant Run Rd	Medium	TxDOT scale restrictions if within ROW, removal of existing monument, competing monument in DeSoto across IH-35E
Implement major gateway at IH-35E and Belt Line Rd	Medium	TxDOT scale restrictions if within ROW, removal of existing monument, Ten Mile Creek trail wayfinding
Implement major gateway at IH-20 and Houston School Rd	Medium	TxDOT scale restrictions if within ROW
Implement major gateway at Loop 9 and Highway 342	Long	Coordination with NTTA, future Loop 9 corridor study overlay recommendations
MINOR GATEWAYS		
Implement minor gateway at IH-35E and Wintergreen Rd	Medium	Hardscape within median, TxDOT scale restrictions if within ROW
Implement minor gateway at Dallas Ave and Wintergreen Rd	Medium	Corner treatment with new development
Implement minor gateway at IH-35E and Danieldale Rd	Long	Corner treatment, TxDOT scale restrictions if within ROW
Implement minor gateway at IH-35E and Parkerville Rd	Long	Future roadway expansion, TxDOT scale restrictions if within ROW
Implement minor gateway at IH-35E and Bear Creek Rd	Long	Future roadway expansion, TxDOT scale restrictions if within ROW
Implement minor gateway at Lancaster-Hutchins Rd and City limits	Long	Future roadway expansion, potential corner treatment, undeveloped land

**Development may occur that allow for some gateway or streetscape recommendations to occur sooner.*

Table 6:1 - **Streetscape Master Plan Implementation Plan (continued)**

Recommendation	Timing*	Implementation Considerations
Implement minor gateway at Pleasant Run Rd and eastern City limits	Long	Future roadway expansion, undeveloped land on either side of Pleasant Run Rd
Implement minor gateway at Belt Line Rd and eastern City limits	Long	Future roadway expansion, undeveloped land on either side of Belt Line Rd
DISTRICT PORTALS		
Implement a district portal along IH-20 between IH-35E and Houston School Rd	Short	Dallas County International Inland Port theme, coordination with TxDOT and Dallas County
Implement a district portal along IH-20 between Houston School Rd and Dallas Ave	Short	Dallas County International Inland Port theme, coordination with TxDOT and Dallas County
Implement a district portal at Houston School Rd and Pleasant Run Rd	Medium	Commercial Edge theme, streetscape designs for Pleasant Run Rd and Houston School Rd
Implement a district portal at Pleasant Run Rd and Dallas Ave	Medium	Downtown Lancaster theme, streetscape designs for Pleasant Run and Dallas Ave

**Development may occur that allow for some gateway or streetscape recommendations to occur sooner.*

Table 6:1 - **Streetscape Master Plan Implementation Plan (continued)**

Recommendation	Timing*	Implementation Considerations
INTERSECTION NODES		
Implement an intersection node at Dallas Ave and Wintergreen Rd	Short	Adjacent minor gateway, tie in existing brick pavers on east side of Wintergreen Rd
Implement an intersection node at Pleasant Run Rd and Bluegrove Rd	Short	Improve existing crosswalks, Pleasant Run Rd streetscape design
Implement an intersection node at Belt Line Rd and Houston School Rd	Short	Improve existing crosswalks, Belt Line Rd and Houston School Rd streetscape designs
Implement an intersection node at Belt Line Rd and Bluegrove Rd	Short	Improve existing crosswalks, Belt Line Rd streetscape design
Implement an intersection node at Jefferson Rd and Wintergreen Rd	Short	Tie in existing brick pavers along three corners of the intersection
Implement an intersection node at Pleasant Run Rd and Lancaster-Hutchins Rd	Long	Future roadway expansion, Pleasant Run Rd streetscape design
Implement an intersection node at Belt Line Rd and Main St	Long	Future roadway expansion, improve existing crosswalks
Implement an intersection node at Main St and Lancaster-Hutchins Rd	Long	Future roadway expansion, undeveloped land to the east
Implement an intersection node at Main St and Bluegrove Rd	Long	Occur with future development
Implement an intersection node at the Dallas Ave and Lancaster-Hutchins Rd merge	Long	Unique intersection configuration, pedestrian safety
Implement an intersection node at Dallas Ave and Bear Creek Rd	Long	Future roadway expansion, occur with future development

**Development may occur that allow for some gateway or streetscape recommendations to occur sooner.*

Table 6:1 - Streetscape Master Plan Implementation Plan (continued)

Recommendation	Timing*	Implementation Considerations
MAJOR THOROUGHFARE STREETSCAPE DESIGN		
Houston School Rd (IH-20 to Pleasant Run Rd0	Short	Visibility, continuous pedestrian facilities, safe intersection crossings, proposed monumentation features
Pleasant Run Rd (IH-35E to Dallas Ave)	Short	Visibility, continuous pedestrian facilities, safe intersection crossings, preservation of existing trees in median, proposed monumentation features
Belt Line Rd (IH-35E to Bluegrove Rd)	Short	Visibility, continuous pedestrian facilities, safe intersection crossings, proposed monumentation features
Dallas Ave (Cedardale Rd to Alexander Ave)	Short	TxDOT requirements (Green Ribbon funding), turn lane removal, visibility, proposed monumentation features
Pleasant Run Rd (Dallas Ave to Eastern City Limits)	Long	Future roadway expansion, visibility, continuous pedestrian facilities, safe intersection crossings, proposed monumentation features
Belt Line Rd (Bluegrove Rd to Eastern City Limits)	Long	Future roadway expansion, visibility, continuous pedestrian facilities, safe intersection crossings, proposed monumentation features
Dallas Ave (Belt Line Rd to Southern City Limits)	Long	Future roadway expansion, visibility, proposed monumentation features

**Development may occur that allow for some gateway or streetscape recommendations to occur sooner.*

Table 6:1 - **Streetscape Master Plan Implementation Plan (continued)**

Recommendation	Timing*	Implementation Considerations
MINOR THOROUGHFARE STREETSCAPE DESIGN		
Wintergreen Rd (IH-35E to Houston School Rd)	Medium	Plantings within ROW, visibility, proposed monumentation features
Danieldale Rd (IH-35E to Houston School Rd)	Medium	Plantings within ROW, visibility, proposed monumentation features
Wintergreen Rd (Houston School Rd to Dallas Ave)	Medium	Plantings within ROW, visibility, proposed monumentation features
Main St (Belt Line Rd to Lancaster-Hutchins Rd)	Medium	Plantings within ROW, visibility, proposed monumentation features, preservation of existing trees
Dallas Ave (Alexander Ave to Hwy 342)	Medium	Consistency with streetscape design to the north, visibility, proposed monumentation features
Parkerville Road (IH-35E to Main St)	Long	Future roadway alignment and expansion, visibility, proposed monumentation features
S Houston School Rd (Parkerville Rd to Southern City Limits)	Long	Future roadway expansion, visibility
Bear Creek Rd (IH-35E to Hwy 342)	Long	Future roadway expansion, visibility, proposed monumentation features

**Development may occur that allow for some gateway or streetscape recommendations to occur sooner.*

TYPICAL COST FIGURES

This section provides typical cost figures for developing each of the proposed monumentation features and streetscape sections using the features as described in Chapter 5. It is important to note that these are planning level cost estimates that will change as additional design and engineering occurs. Additionally, inflation should be factored in for future projects to account for potential raises in price of materials.

MONUMENTATION TYPICAL COST FIGURES

The opinions of probable cost for the different monumentation features include elements related to mobilization, traffic control, architectural features, structural, MEP, and a 25% contingency. These cost ranges represent opinions of probable construction costs; costs may vary depending on the conditions of the specific location and bidding prices.

Major Monument: $300,000 - $350,000 per feature
Minor Monument: $100,000 - $150,000 per feature
District Portal: $60,000 - $75,000 per feature
Intersection Node (Pavement Treatment): Approx. $500,000 (includes removal of existing pavement)

STREETSCAPE TYPICAL COST FIGURES

To calculate the cost per mile for the streetscape improvements, the following elements were included: existing pavement removal, traffic control, sod, irrigation, mulch, soil mix, plant material, plant bed preparation, root barriers, concrete landscape edge, vegetative watering, maintenance, and a 25% contingency. These cost ranges represent opinions of probable construction costs; costs may vary depending on the conditions of the specific corridor and bidding prices.

Major Thoroughfare Streetscape Design:
High-Intensity Streetscape Plantings: $300,000 - $400,000 per mile
Low-Intensity Streetscape Plantings: $250,000 - $300,000 per mile

Minor Thoroughfare Streetscape Design:
Landscape Buffer Area Plantings: $200,000 - $225,000 per mile

POTENTIAL FUNDING SOURCES

Implementation of the monumentation features and streetscape improvements may be public, private, or developer-initiated strategies. Typically, the City will be responsible for funding streetscape improvements within a median, which may be paid with capital expenditures, and developers are responsible for funding streetscape improvements within the landscape buffer area adjacent to their property. Depending on the location of the monument feature, the cost may be shared by the City and developer. This section describes potential funding sources for local and state funding sources.

LOCAL FUNDING SOURCES

- **General Fund Expenditures:** This serves as the main operating fund for local governments. Improvements to existing roads could be used with general fund expenditures.
- **Bond Funds:** Municipal bonds are approved by voters through a bond election; if approved, the City takes on debt to finance the improvements included in the bond package. Large capital expenditures like roadways are often funded by bonds. ***When establishing capital improvement budgets for street improvements, allocations for incidental paving and planting for gateways and streetscape planting should be included.***
- **Tax Increment Reinvestment Zone (TIRZ):** A TIRZ is a defined area in which the increases in tax revenue is reinvested back into the area for public improvements and development projects that benefit the defined area.

STATE FUNDING SOURCES

- **TxDOT Green Ribbon Program:** TxDOT administers a statewide program for landscape projects in areas that are in non-attainment for air quality. Eligible projects include planting trees, shrubs, and groundcover along roadways designated on the state highway system to help mitigate the effects of air pollution. No funding match from local governments is required. In Lancaster, the city received Green Ribbon funding for Dallas Avenue in 2019, which is a TxDOT on-system roadway.

DEVELOPER COSTS

The costs of many of the improvements should incurred by the developer, including:

- **Underground Utilities:** The cost of installing underground utilities should be incurred by the developer in future developments.
- **Landscape Buffers:** Developers are financially responsible for developing sidewalks, entranceways, and landscape buffers adjacent to their development.

ADMINISTERING THE MASTER PLAN

INTERACTIONS WITH DEVELOPMENT COMMUNITY

It is not feasible for the City of Lancaster to implement all of the monumentation and streetscape recommendations by themselves. Rather, the development community will play a critical role in implementing the streetscape and monumentation recommendations over time.

For monumentation, when new development or redevelopment occurs on a tract of land that has a monumentation feature recommended, the City should work with the developer to design a monument feature consistent with the standards set forth in Chapter 5 to share the costs.

For streetscape features, relying on developers to incrementally develop the landscape buffer areas adjacent to their property will take a long time to create a cohesive looking corridor. The City might instead develop a fee in lieu to use for streetscape enhancements so a corridor can be transformed all at one time.

UPDATES TO APPLICABLE ORDINANCES

The Lancaster Development Code regulates all aspects of development within Lancaster and represents Article 14 of the overall city code of ordinances. The following adjustments to the existing development code language should be considered to more fully implement the recommendations included in this master plan. Additional comments are included in Chapter 3 on page 43.

LANCASTER DEVELOPMENT CODE

Section 14.1203: Specific Sign Regulations.

- Update Monument Signs to reflect maximum height as specified in Chapter 5.

Section 14.1208: Maintenance of Signs.

- Add in discussion on maintenance of monument signage consistent with recommended standards in Chapter 5.

Section 14.805: Landscape Materials & Standards.

- Consider expanding the approved plant list to include the plantings recommended in Chapter 5 and the Appendix of this master plan.

Section 14.909: Street Trees.

- Incorporate recommended standards for street tree spacing within medians and within the landscape buffer for both major and minor thoroughfare streetscape treatments as described in Chapter 5.

CONCLUSION

This plan serves as an update to the 2006 Streetscape Master Plan. Since 2006, there has been significant development in Lancaster and more areas have been developed. With the upcoming Loop 9 highway construction, additional portions of Lancaster are anticipated to be developed. This plan offers standards for monumentation and streetscape features for future developed areas as well as a means to improve the existing monumentation and streetscape features within already developed areas of the City. Over time, as these recommendations are implemented, the aesthetic quality of Lancaster will be improved and made more consistent.

Lancaster
The Shining Star of Texas

APPENDIX

A - GLOSSARY OF TERMS

B - SURVEY RESULTS PRESENTATION

C - RECOMMENDED PLANTING LISTING

D - RECOMMENDED LIGHTING SPECIFICATIONS

APPENDIX A - GLOSSARY OF TERMS

The following terms are used throughout this master plan report.

ACCENT LIGHTING - Lighting that is installed to highlight focal architectural features, sculptures, trees, or landscaped areas to create a more attractive and interesting environment for pedestrians.

CHARACTER DISTRICTS - Six distinct areas of Lancaster intended to represent general areas of differing character as defined by the Trails Master Plan.

COMMUNITY BRAND - The identifiable image of a community that is unique to a specific community.

FORM - Refers to the shape and massing of a particular monumentation feature or streetscape element.

FUNCTION - Refers to the purpose of a monumentation feature or streetscape element.

GATEWAY - A passage or point at which a new area is entered and defined by special paving, planting, site furnishings, or architectural features.

- **Major Gateway:** Signifies entrance to the City at major intersections; typically 25' - 30' in height.
- **Minor Gateway:** Signifies entrance to the City at minor intersections; typically 15 '- 20' in height.
- **District Portal:** Signifies entrance into various character districts; typically 10' - 15' in height.
- **Intersection Node:** Signifies a minor intersection within the City; typically 0' - 10' in height.

GROUNDCOVER - Low-lying plants that easily spread to cover sections of ground and require minimal maintenance.

INTENSITY - Refers to the density and proximity of plantings within a streetscape area.

LANDSCAPE BUFFER AREA - The area between a sidewalk and curb that is planted with vegetation including trees and grass.

LIGHT POLLUTION - Any adverse effect of man-made light including sky glow, glare, light trespass, light clutter, decreased visibility at night, and energy waste.

LUMINAIRE - Refers to a complete lighting fixture, including the pole, fixture, and parts designed to power and distribute light.

MAJOR THOROUGHFARE - In Lancaster, represents a four or six-lane major arterial with significant traffic volumes.

MINOR THOROUGHFARE - In Lancaster, represents a two or four-lane minor arterial that connect to major arterials.

MONUMENTATION - An architectural feature used to mark an entry to an area or to identify a place.

NODE - A significant roadway intersection with concentrated activity.

ORNAMENTAL TREES - Typically smaller trees that are meant to provide vivid colors and unique designs rather than strictly shade.

PEDESTRIAN ZONE - The area of a streetscape that is meant for the exclusive use of pedestrians and that should be free of obstructions.

RIGHT-OF-WAY - The area of a roadway between property boundaries in which the vehicular lanes, pedestrian zone, and landscape buffer areas fall.

SCALE - The relative height of a feature compared to the surrounding context (e.g. vehicular or pedestrian scale).

SHADE TREES - Typically larger trees that are meant to provide shade for pedestrians.

SHRUBS - Small to medium-size perennial plant with multiple stems and shorter height than trees.

SITE FURNISHINGS - Outdoor furnishings such as benches, trash receptacles, light poles, bollards, or street signs that are for both vehicular and pedestrian benefit.

STREETSCAPE - The physical area and elements within the street right-of-way that define a street which includes pedestrian and vehicular paving, lighting, signalization, signage, utilities, site furnishings, vehicular or pedestrian amenities, and vegetation.

- **High-Intensity Streetscape:** Features more dense plants at intersections to signal the approach to a significant intersection.
- **Low-Intensity Streetscape:** Features less dense trees and plantings and instead emphasizes large grassed areas for ease of maintenance.

VISUAL CLUTTER - Refers to the concentration of signs, billboards, and utility lines along a view corridor that detracts from the overall aesthetic of an area.

WAYFINDING - A system of directional signs and architectural elements that assist travelers in finding destinations in a city.

XERISCAPING - An approach to landscaping that greatly reduces or eliminates the need for irrigation.

APPENDIX B - SURVEY RESULTS PRESENTATION

Table of Contents

2

2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

NATIONAL SERVICE RESEARCH MARKET RESEARCH

Survey Objectives & Methodology

- **National Service Research (NSR)** completed a comprehensive research study for the City of Lancaster, Texas as part of the Park, Recreation and Open Space Master Plan and the Streetscape Master Plan. An important aspect of the Master Plan was to conduct a demand and needs assessment which involved citizen input. The purpose of the study was to provide citizen feedback for the both Master Plans that will provide guidance based upon citizen needs and priorities.
- Questions for the Streetscape Master Plan survey were included in the Comprehensive Park & Recreation Master Plan citizen needs assessment survey.
- The sampling plan included mailed surveys to 6,000 Lancaster households. Residents had the option of completing the mailed survey or an online survey. The survey was posted on the Lancaster website and various social media sites. The surveys were mailed September 6, 2019. The survey closed November 7, 2019.
- A total of 381 survey responses were received (116 mailed and 265 online). The margin of error of this sample size at a 95% confidence level is plus or minus 5.0%.

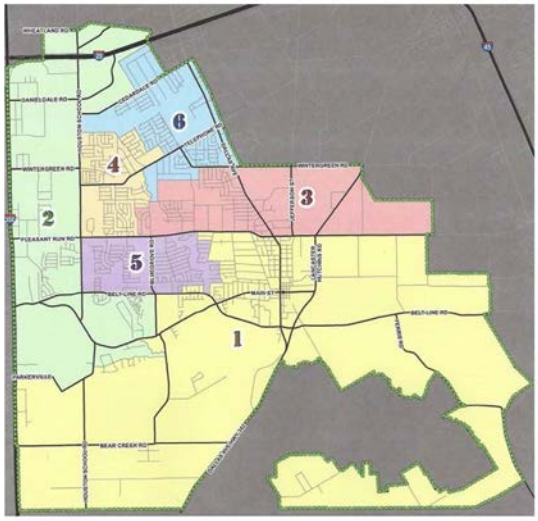
3

NATIONAL SERVICE RESEARCH MARKET RESEARCH

2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

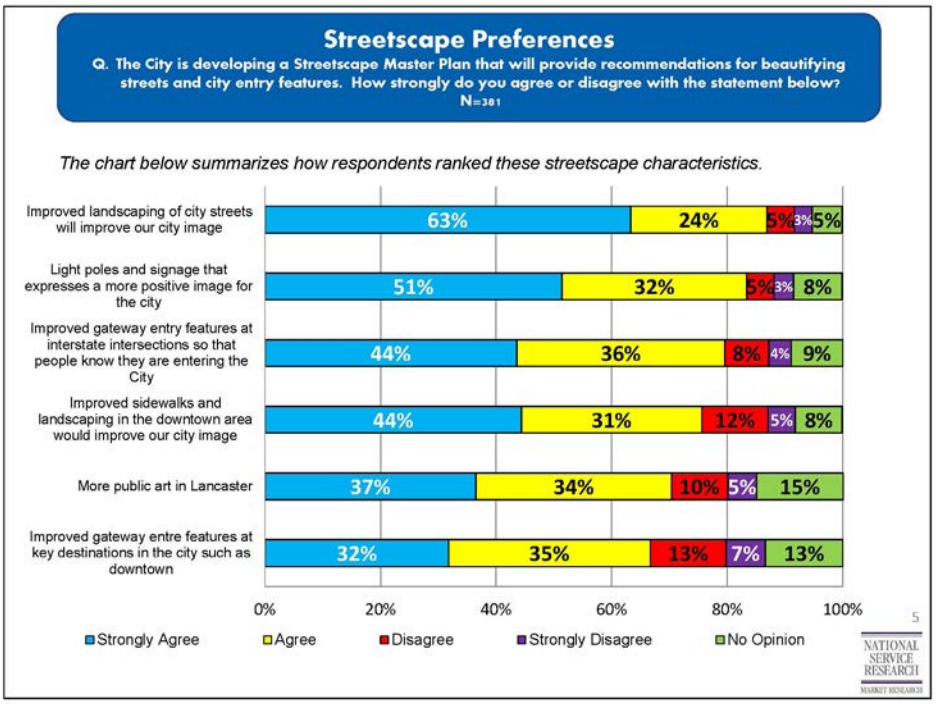
District of Residence

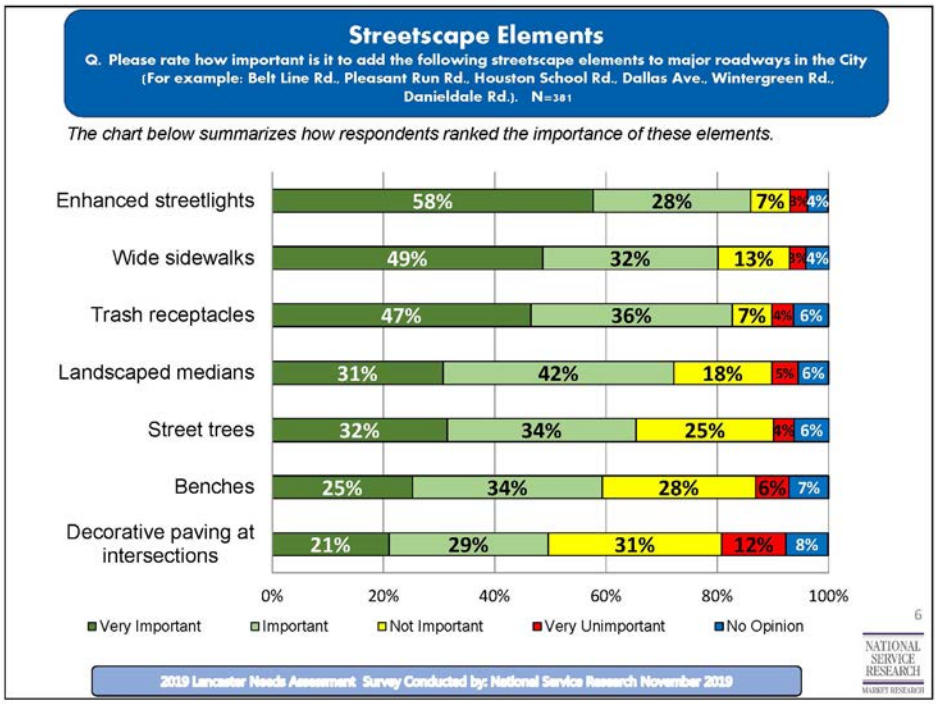
District	% Response
1	28%
2	11
3	8
4	16
5	18
6	12
Unknown	7



4

NATIONAL SERVICE RESEARCH MARKET RESEARCH

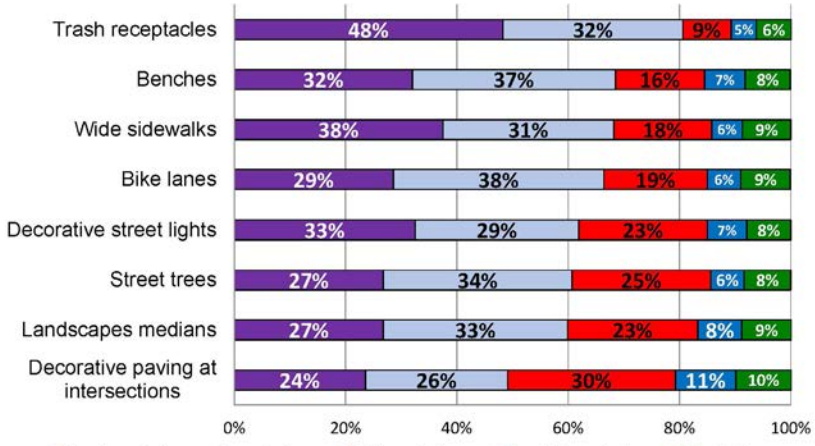

Streetscape Preferences
Q. The City is developing a Streetscape Master Plan that will provide recommendations for beautifying streets and city entry features. How strongly do you agree or disagree with the statement below?
N=381
The chart below summarizes how respondents ranked these streetscape characteristics.
Improved landscaping of city streets will improve our city image
63%
24%
5%
3%
5%
Light poles and signage that expresses a more positive image for the city
51%
32%
5%
3%
8%
Improved gateway entry features at interstate intersections so that people know they are entering the City
44%
36%
8%
4%
9%
Improved sidewalks and landscaping in the downtown area would improve our city image
44%
31%
12%
5%
8%
More public art in Lancaster
37%
34%
10%
5%
15%
Improved gateway entre features at key destinations in the city such as downtown
32%
35%
13%
7%
13%
0%
20%
40%
60%
80%
100%
Strongly Agree
Agree
Disagree
Strongly Disagree
No Opinion
5
NATIONAL SERVICE RESEARCH


Streetscape Elements
Q. Please rate how important is it to add the following streetscape elements to major roadways in the City (For example: Belt Line Rd., Pleasant Run Rd., Houston School Rd., Dallas Ave., Wintergreen Rd., Danieldale Rd.). N=381
The chart below summarizes how respondents ranked the importance of these elements.
Enhanced streetlights
58%
28%
7%
3%
4%
Wide sidewalks
49%
32%
13%
3%
4%
Trash receptacles
47%
36%
7%
4%
6%
Landscaped medians
31%
42%
18%
5%
6%
Street trees
32%
34%
25%
4%
6%
Benches
25%
34%
28%
6%
7%
Decorative paving at intersections
21%
29%
31%
12%
8%
0%
20%
40%
60%
80%
100%
Very Important
Important
Not Important
Very Unimportant
No Opinion
6
NATIONAL SERVICE RESEARCH
2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

Downtown Streetscape Elements

Q. Please rate how important it is to add the following streetscape elements to Downtown?
N=381

The chart below summarizes how respondents ranked the importance of these Downtown elements.



7

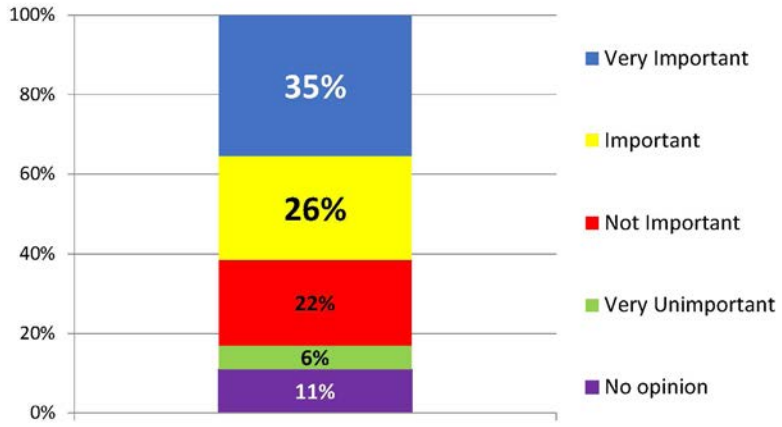
NATIONAL SERVICE RESEARCH MARKET RESEARCH

2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

Visual Clutter Along I-35E

Q. The City of Lancaster has a significant amount of signage and utility poles along Interstate 35E. How important is it to reduce the "visual clutter" along Interstate 35E in Lancaster?
N=381

61% of respondents reported it is very important or important to reduce the visual clutter along I-35E.



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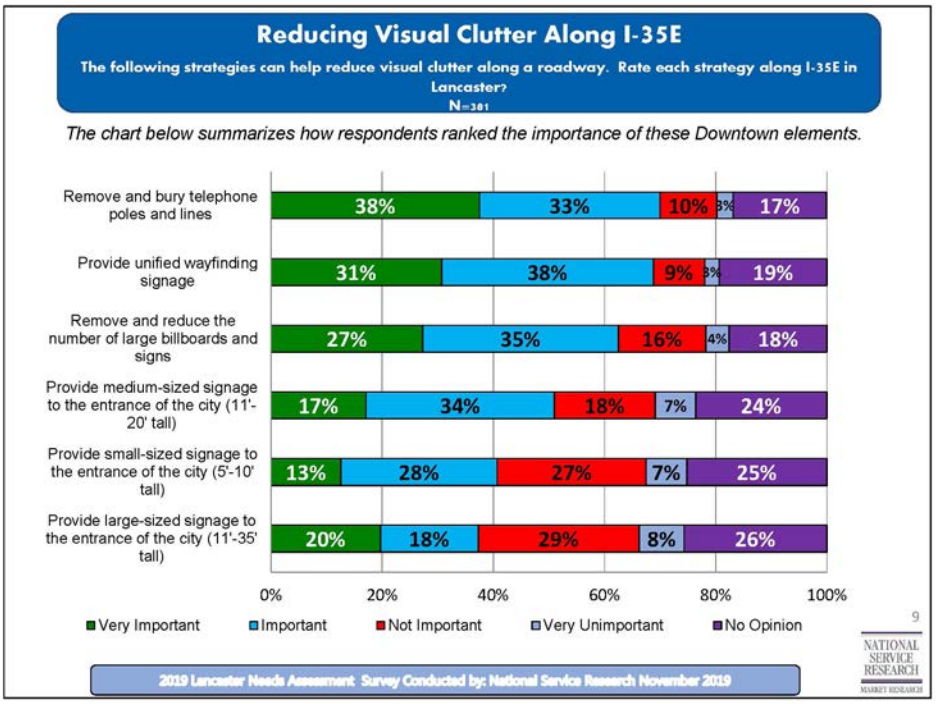
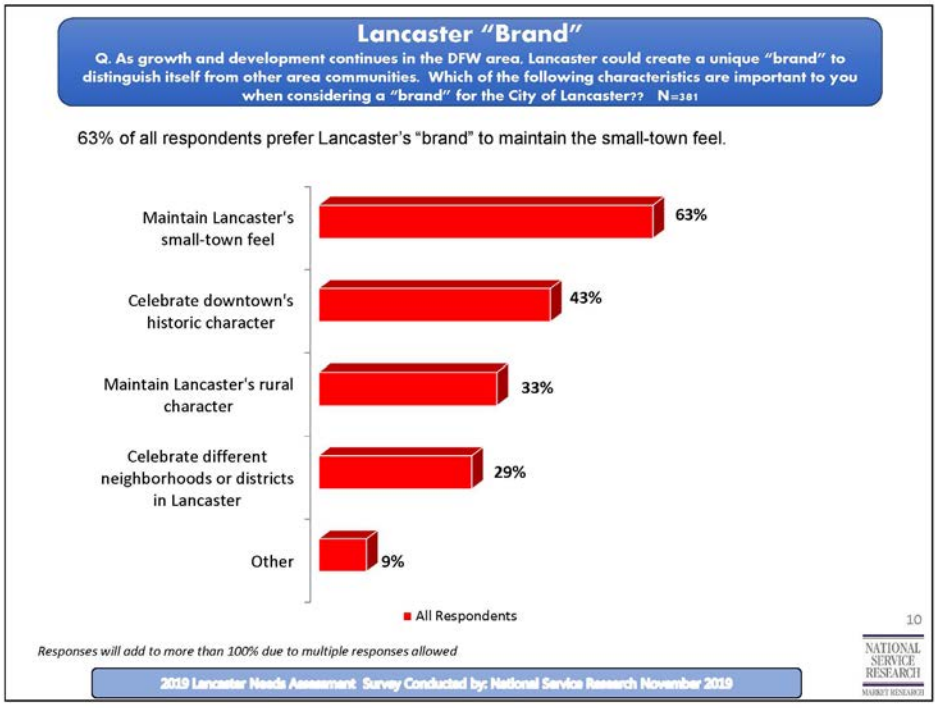
NATIONAL SERVICE RESEARCH MARKET RESEARCH

2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019


Reducing Visual Clutter Along I-35E
The following strategies can help reduce visual clutter along a roadway. Rate each strategy along I-35E in Lancaster?
N=381
The chart below summarizes how respondents ranked the importance of these Downtown elements.
Remove and bury telephone poles and lines
38%
33%
10%
3%
17%
Provide unified wayfinding signage
31%
38%
9%
3%
19%
Remove and reduce the number of large billboards and signs
27%
35%
16%
4%
18%
Provide medium-sized signage to the entrance of the city (11'-20' tall)
17%
34%
18%
7%
24%
Provide small-sized signage to the entrance of the city (5'-10' tall)
13%
28%
27%
7%
25%
Provide large-sized signage to the entrance of the city (11'-35' tall)
20%
18%
29%
8%
26%
0%
20%
40%
60%
80%
100%
Very Important
Important
Not Important
Very Unimportant
No Opinion
9
NATIONAL SERVICE RESEARCH
2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

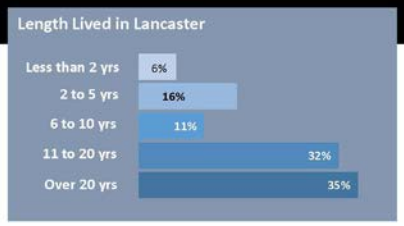

Lancaster "Brand"
Q. As growth and development continues in the DFW area. Lancaster could create a unique "brand" to distinguish itself from other area communities. Which of the following characteristics are important to you when considering a "brand" for the City of Lancaster?? N=381
63% of all respondents prefer Lancaster's "brand" to maintain the small-town feel.
Maintain Lancaster's small-town feel
63%
Celebrate downtown's historic character
43%
Maintain Lancaster's rural character
33%
Celebrate different neighborhoods or districts in Lancaster
29%
Other
9%
All Respondents
Responses will add to more than 100% due to multiple responses allowed
10
NATIONAL SERVICE RESEARCH
2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

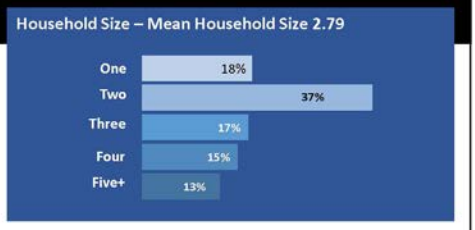
Respondent Demographics

11

2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

Respondent Demographics



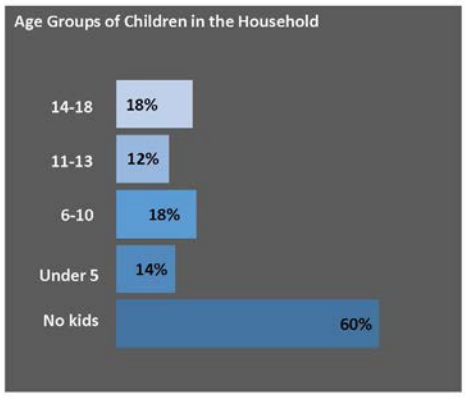


90% of respondents own their home and 10% are renters.

12

2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

Respondent Demographics



Responses will add to more than 100% due to multiple responses allowed

13

2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

National Service Research Background/Contact Information

Contact: Andrea Thomas, Owner
2601 Ridgmar Plaza, Suite 2
Fort Worth, Texas 76116
817-312-3606
e-mail: andrea@nationalserviceresearch.com
web site: www.nationalserviceresearch.com

National Service Research (NSR), founded in 1989, is a full-service market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, over thirty-five years of professional market research experience.

14

2019 Lancaster Needs Assessment Survey Conducted by: National Service Research November 2019

APPENDIX C - RECOMMENDED PLANTING LIST

The following plant list is recommended for planting plans as required by the city landscape ordinance, as well as city plantings in the parkways and medians. The plants were chosen because of their natural occurrence in this region of Texas. They can be used as buffers as currently required by the zoning ordinance between residential and other uses, to screen parking, and/or to screen residential areas from major thoroughfares.

The use of native trees and shrubs ensures the following:

- Creates and maintains the unique rural character of Lancaster;
- Ensures a native plant legacy;
- Requires less water use;
- Reduces plant pests and diseases; and,
- Promotes civic responsibility to support indigenous materials of local ecology.

The list is native to Lancaster or to similar ecosystems of Texas. The proper plant must be chosen for the specific location based on its mature size, growth habit, and soil, light and water requirements.

CANOPY TREES – OVER 30'

(For required Street Yard area per landscape ordinance)

Common Name	**Scientific Name**
Alligator Juniper	*Juniperus deppeana*
American Elm	*Ulmus Americana*
Bald Cypress	*Taxodium distichum*
Black Jack Oak	*Quercus marilandica*
Boxelder	*Acer negundo*
Bur Oak	*Quercus macrocarpa*
Caddo Maple	*Acer baratum or Acer saccharum* "October Glory"/"Autumn Flame"
Cedar Elm	*Ulmus crassifolia*
Callery Pear	*Pyrus calleryana*
Chinquapin Oak	*Quercus muhlenbergii*
Chittamwood	*Bumilia lanuginose*
Durrand Oak	*Quercus durandii*
Lacebark Elm	*Ulmus parvifolia sempervirens*
Eastern Red Cedar	*Juniperus virginiana*
Honey Locust	*Gleditsia triacanthos* (thornless)
Live Oak	*Quercus virginiana*
Mesquite	*Prosopis glandulosa*
Panache Red Oak	*Quercus texana 'Panache'*
Pecan	*Carya illinoensis* "Caddo Sioux" or "Kansa"
Pond Cypress	*Taxodium ascendens*
Post Oak	*Quercus stellata*
Red Maple	*Acer rubrum or Acer saccharum* "October Glory"/"Autumn Flame"
Shumard Red Oak	*Quercus shumardii*
Sweetgum	*Liquidamber styraciflua*
Sycamore	*Platanus occidentalis*
Texas Ash	*Fraxinus texensis*
Texas Hickory	*Carya texana*
Texas Red Oak	*Quercus texana*
Trident Maple	*Acer rubrum "trilobum"*
Walnut	*Juglans nigra*
Western Soapberry	*Sapindus drummondii*
White Oak	*Quercus alba*
Winged Elm	*Ulmus alatus*

Lacebark Elm
Ulmus parvifolia sempervirens
Minimum spacing: 30’ O.C.
50’ - 70’ H /40’ - 60’ W - Typ.

Eastern Red Cedar
Juniperus virginiana
Minimum spacing: 30’ O.C.
50’ - 70’ H /40’ - 60’ W - Typ.

Pecan
Carya illinoensis “Caddo Sioux” or “Kansa”
Minimum spacing: 24” O.C.
3’ H&W

Live Oak
Quercus virginiana
Minimum spacing: 30’ O.C.
40’ - 60’ H /30’ - 40’ W - Typ.

Post Oak
Quercus stellata
Minimum spacing: 30’ O.C.
40’ - 60’ H /30’ - 40’ W - Typ.

Red Maple
Acer rubrum “October Glory”
Minimum spacing: 30’ O.C.
40’ - 60’ H /30’ - 40’ W - Typ.

Shumard Red Oak
Quercus shumardii
Minimum spacing: 30’ O.C.
40’ - 60’ H /30’ - 40’ W - Typ.

Sweetgum
Liquidamber styraciflua
Minimum spacing: 30’ O.C.
40’ - 60’ H /30’ - 40’ W - Typ.

UNDERSTORY TREES - UNDER 30'

Common Name	Scientific Name
Ashe Juniper	*Juniperus ashei*
American Holly	*Ilex opaca and cv.*
Texas Buckeye	*Aesculus arguta*
Carolina Buckthorn	*Rhamnus carolinanna*
Cherry Laurel	*Prunus caroliniana*
Chilopsis linearis	*Dessert willow*
Chitalpa, Chilopsis	*Catalpa*
Desert Willow	*Chilopsis linearis*
Eastern Red Cedar	*Juniperus virginiana*
Eve's Necklace	*Sophora affinis*
Farkleberry	*Vaccinium spp.*
Flameleaf Sumac	*Rhus lanceolata*
Fringe tree	*Chionanthus virginica*
Hawthorne	*Crataegus mollis*
Mexican Plum	*Prunus mexicana*
Parsley Hawthorn	*Crataegus marshallii*
Possumhaw Holly	*Ilex deciduas*
Redbud	*Cercis spp.*
Rough Leaf Dogwood	*Cornus drummondii*
Rusty Blackhaw Virburnum	*Viburnum rufidulum*
Sassafras	*S. albidium*
Smoke Tree	*Cotinus obovatus*
Sweet Bay Magnolia	*Magnolia virginiana*
Texas Buckeye	*Aesculus glabra Texas Persimmon, Disopyros texana*
Texas Pistachio	*Pistacia texana*
Texas Mountain Laurel	*Sophora secundiflora*
Waxmyrtle	*Myrica cerifera*
Wright Acacia	*Acacia wrightii*
Yaupon Holly	*Ilex vomitoria*

Desert Willow
Chilopsis linearis
Minimum spacing: 15' O.C.
12' - 15' H /15' - 20' W - Typ.

Mexican Plum
Prunus mexicana
Minimum spacing: 15' O.C.
15' - 35' H /10' - 20' W - Typ.

Wax Mytle
Myrica cerifera
Minimum spacing: 30' O.C.
60' - 80' H /40' - 50' W - Typ.

Yaupon Holly
Ilex vomitoria
Minimum spacing: 10' O.C.
12' - 15' H /10' - 12' W - Typ.

FLOODPLAIN/OPEN SPACE TREES

Common Name	Scientific Name
American Elm	*Ulmus americana*
Black Gum	*Nyssa sylvatica*
Black Walnut	*Juglans nigra*
Black Willow	*Salix babylonica*
Cedar Elm	*Ulmus crassifolia*
Pecan	*Carya illinoensis*
Persimmon	*Diospyros virginiana*
Sycamore	*Platanus occidentalis*

Boxelder
Acer negundo
Minimum spacing: 36” O.C.
3’ H&W

Bur Oak
Quercus macrocarpa
Minimum spacing: 30’ O.C.
60’ - 80’ H /40’ - 50’ W - Typ.

Caddo Maple
Acer saccharum “October Glory”
Minimum spacing: 24” O.C.
3’ H&W

Cedar Elm
Ulmus crassifolia
Minimum spacing: 30’ O.C.
50’ - 70’ H /40’ - 60’ W - Typ.

SHRUBS FOR SCREENING

Common Name	**Scientific Name**
Agarita	*Berberis trifoliolata*
American Beautyberry	*Callicarpa americana*
Arkansas Yucca	*Yucca gloriosa or pendula*
Coralberry	*Symphoricarpos orbiculatus*
Dwarf Waxmyrtle	*Myrica pusilla*
Dwarf Yaupon Holly	*Ilex vomitoria 'nana'*
Evergreen Sumac	*Rhus virens*
Indian Hawthorne	*Rhaphiolepsis indica* 'clara' or 'snow' varieties
Red Yucca	*Hesperaloe parviflora*
Roughleaf Dogwood	*Cornus drummondii*
Autumn Sage	*Salvia greggii*
Texas Sage	*Leucophyllum frutescens*
Texas Sotol	*Dasylirion sp.*
Turk's Cap	*Malvaviscus arboreus*

Autumn Sage
Salvia greggii
Minimum spacing: 24" O.C.
3' High & Wide

Dwarf Wax Mytle
Myrica cerifera var. pumila
Minimum spacing: 36" O.C.
3' - 6' High & Wide

Red Yucca
Hesperaloe parviflora
Minimum spacing: 24" O.C.
3' High & Wide

Texas Sage
Leucophyllum frutescens
Minimum spacing: 36" O.C.
6' High& Wide

ORNAMENTAL GRASSES

Common Name	Scientific Name
Gulf Muhly Grass	*Muhlenbergia lindheimeri*
Little Bluestem	*Schizachyrium scoparium*
Broomsedge Bluestem	*Andropogon virginicus*
Splitbeard Bluestem	*Andropogon termarius*
Canada Wildrye	*Elymus canadensis*
Inland Seaoats	*Chasmanthium latifolium*
Mexican Feather Grass	*Stipa tenuissima*
Deer Grass	*Muhlenbergia rigens*
Silver Feather	*Miscanthus adagio*
Lindheimer Muhly	*Muhlenbergia lindheimeri*

Gulf Muhly Grass
Muhlenbergia capilaris
Minimum spacing: 24” O.C.
3’ High & Wide

Mexican Feather Grass
Stipa tenuissima
Minimum spacing: 18” O.C.
3’-5’ High & Wide

Little Bluestem
Schizachyrium scoparium
Minimum spacing: 36” O.C.
3’-6’ High & Wide

Lineheimer’s Muhly
Muhlenbergia lindheimeri
Minimum spacing: 36” O.C.
3’-5’ High & Wide

APPENDIX D - RECOMMENDED LIGHTING SPECIFICATIONS

LUMINARIES

Application: Roadway and street
Model: Lumec RoadFocus LED cobra head luminaires
Color: Black, bronze, gray and white
Price: Variable depending on base, pole selected and spacing
Features: LED Roadway lighting, saving energy, maintenance and energy costs
Uniform and high performance illumination
Zero uplight
IP66 rated light engines
Internal shielding available
Includes service tag assistance throughout life of the product
Seamless integration in new and existing installations
Full range of precision optics and broadest range of control solutions available
Accessories can be ordered separately and can be quickly installed in the field

Contact: Signify North America Corporation
200 Franklin Square Drive,
Somerset, NJ 08873
https://www.signify.com/en-us/brands/lumec
(855) 486-2216

RFM Cobra head (medium)

RFS Cobra head (small)

LUMINARIES

Application: Urban, full cutoff. Roadway, street, monuments, bridges and facades.
Model: Domus LED pendant large, DMS50, Domus,Domus 55, and Domus Small
Color: Multiple color and finish options available
Price: Variable depending on base, pole selected and spacing
Features: Multiple lumen packages
Type 2, 3, 4, and 5 optics available
4000K and 3000K color temperatures available
Dimming driver standard

Contact: Signify North America Corporation
200 Franklin Square Drive,
Somerset, NJ 08873
https://www.signify.com/en-us/brands/lumec
(855) 486-2216

Domus DMS50 Pendant (large)

Domus DOS Small

LUMINARIES

Application:	Roadway, street, bridges, monuments, facades. Non cutoff.
Model:	Lumec's Renaissance Series, Renaissance LED RN20 / 30 large/ RNS small
Color:	Multiple color and finish options available
Price:	Variable depending on base, pole selected and spacing
Features:	Design evokes late 19th and early 20th century styling Provides design flexibility with a variety of cages, crowns, and decorative deflectors Simple and fast maintenance IP66 optical system keeps optics free of contaminants Ensures top-level performance in harsh environmental conditions Multiple lumen packages Type 2, 3, 4, and 5 optics available Glass or Acrylic Globes available 4000K and 3000K color temperatures available Dimming driver standard Multiple driver options and programmed dimming options available Tool free access to lamp and electrical components for ease of maintenance
Contact:	Signify North America Corporation 200 Franklin Square Drive, Somerset, NJ 08873 https://www.signify.com/en-us/brands/lumec (855) 486-2216

RNS 30 (large)

RNS 20 (small)

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