

CITY OF ALAMO HEIGHTS  
CITY COUNCIL  
October 26, 2016

A special meeting of the City Council of the City of Alamo Heights, Texas was held in the Council Chambers, located at 6116 Broadway, San Antonio, Texas, at 8:30 a.m. on Wednesday, October 26, 2016.

Present and composing a quorum were:

Mayor Louis Cooper  
Mayor Pro-Tempore Fred Prassel  
Councilmember Lawson Jessee  
Councilmember Bobby Rosenthal  
Councilmember Lynda Billa Burke  
Councilmember John Savage

Also attending were:

City Manager J. Mark Browne  
Assistant City Manager/Fire Chief Buddy Kuhn  
Assistant to the City Manager Marian Mendoza  
Community Development Services Department Director Jason Lutz  
City Secretary Jennifer Reyna

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Mayor Cooper called the meeting to order at 8:36 a.m.

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*Item No. 1* Mayor Cooper read the following caption.

**Discussion and consideration of City Rebranding project presented by  
Bradford Lawton**

City Manager Mark Browne shared how the process began in considering rebranding and obtaining Council's thoughts to initiate banners and monuments within the City. Mr. Browne introduced Bradford Lawton, consultant, to provide further details.

Mr. Bradford Lawton stated he began with the creation of entry signs and noted there is no space to build. He observed street corners are competing with utility poles. Mr. Lawton stated the process evolved and began his Powerpoint presentation.

Mr. Lawton shared his ideas. He began with the zip code 78209 and Alamo Heights. He merged the "o" in Alamo with the "g" in heights to form '09. He encouraged a new positioning statement: "A Great Place To Be". Mr. Lawton presented photos of proposed entry markers as he noted that space was limited due to constricted space. He

presented photos of large letters located within New York that are bold and make a statement. He presented a proposed sculpture at City Hall to be placed along Broadway.

Mr. Lawton presented other options to consider for rebranding to include larger pole banners and art on the water towers. A variety of different banners were presented to include statements of “a great place to live, play, work, and dine”. He presented ideas to brand on the City’s water towers as they are a large medium for the City to utilize and promote branding. Mr. Lawton provided a sample of branding to use on city vehicles, City Fiesta medal, and stickers for vehicles.

Councilmember Lawson Jessee stated he asked his peers’ feedback on the idea of the proposed branding. He shared the following comments: 1) the proposed branding statement provided a corporation world with live, shop and dine; 2) his peers are concerned with the “09” reputation; 3) concern with 3D lettering as they noted it is bold and may require maintenance; and 4) authenticity is desired. Councilmember Jessee expressed support in a marquee sign that is less bold and low key. He observed that banners are not appealing when mounted on utility poles surrounded by wiring. He expressed support for a timeless and classic look.

Mr. Lawton stated that ideas can be changed and there needs to be fluidity. He shared his professional experience with Taco Cabana and stated rebranding took four years for a gradual change. He stated this is a longer investment and referenced his website for other samples of rebranding. He commented the community had provided ‘09 and the City may embrace the spirit.

Mayor Cooper shared when he is at Highland Park, one knows that you are in a special place because of their branding. In Highland Park, there are fountains, greenspace and the areas are maintained.

There was a brief discussion among Council about the utility lines, business district, and water towers. Councilmember Billa Burke encouraged business owners to maintain their business that are located along Broadway. She stated branding is a long-term project and the City may begin with water towers. Councilmember Jessee suggested mandating ordinances within the business district. Mayor Cooper stated there will be businesses upset due to mandated ordinances; however, noted that change needs to occur over time. Council briefly discussed branding on the water towers. Councilmember Rosenthal suggested the proposed branding on the water towers may be too extreme for the community. Councilmember Savage agreed.

Mr. Lawton stated branding on the tower is effective and commented that an initial splash needs to be done. He encouraged art and that the use of laser is fun and trending. Mr. Lawton stated that branding needs to be consistent and do not let go of it.

Mayor Cooper asked if Council is in agreement with rebranding. Council agreed that rebranding is needed. Mr. Browne asked Council to accept the branding concept or Mr. Lawton provide additional ideas.

A motion was made by Councilmember Bobby Rosenthal to move forward in working with Bradford Lawton to execute branding in providing additional ideas. The motion was seconded by Councilmember John Savage. There was further discussion.

Councilmember Jessee further expanded on his rebranding ideas. He commented that millennials are moving into the community. He expressed support in a marquee and stated that branding is important. He expressed disagreement with bold statement and wants to consider a more subtle option. Councilmember Jessee suggested the consideration of new street signs and something different in which small steps are taken and everything will add up together. He stated he is fine with '09 entryway and emphasized that he is seeking timeless distinction.

Mayor Cooper asked Mr. Lawton to consider a softer approach.

There was a brief discussion among Council regarding street signs, signage, and entry markers and highlighted possible locations for rebranding. Mayor Cooper suggested illuminated stop signs and bricks for entryway signage. Assistant to the City Manager Marian Mendoza added that street signs were last purchased in 2007. Fire Chief Buddy Kuhn added that signage wayfinding has not been implemented and people are not aware where they are or going. Mayor Pro Tem Fred Prassel expressed that defining an entry way on Broadway is a priority. Councilmember Jessee added that Austin Highway and N. New Braunfels is another location to consider. Mayor Cooper suggested a location that may be considered for the City to provide branding, coming from the Olmos Basin Dam and apply letters to the rock wall. Councilmember Rosenthal suggested two locations for entryway signage. He suggested at the Sugar Plum Park and block signs at Austin Highway and Broadway with coordination with developer of Broadway/Ellwood project. He suggested recycling water at either location. Councilmember Jessee agreed with Councilmember Rosenthal's proposed locations for entryway signage and working with the developer for an entryway signage at Austin Highway and Broadway.

Mr. Lawton stated he can do research on street signs. He suggested the City consider faux bois street signs similar to the historical trolley stop.

Community Development Services Department Director Jason Lutz stated to keep in mind that what we see on Broadway will change and a more urban environment and design needs to embrace the vision. Mr. Lutz referenced an article and shared that millennials go with what is trending and they adapt quickly. He shared with Council about his experience when he was an outsider.

There was a brief discussion among Council regarding the developing Broadway Ellwood project at Austin Highway and Broadway. Mr. Lutz reminded Council the highlights of the project. Mr. Browne reminded Council that the City will receive monies from the development of the Broadway/Ellwood project.

Mr. Browne summarized Council's comments. Comments were for Mr. Lawton to continue the concept to include signage, banners, and anything else he would like for the

City to consider. Mr. Lawton will bring an alternative to address Councilmember Jesse's concerns and present at a future Council meeting. Mr. Browne stated the hiring of Mr. Lawton does not include installation of any rebranding materials, solely design. He asked guidance from Council.

Mayor Cooper called for a vote on Councilmember Rosenthal's motion in moving forward working with Mr. Bradford Lawton to execute branding in providing additional ideas. The motion passed by unanimous vote.

Mr. Lawton briefly described a metal signage with the last photo of his presentation. He stated illumination may be considered and noted there are different ideas to further expand the concept.

Councilmember Billa Burke suggested each Councilmember submit to Mr. Lawton their top three priorities so he may focus on them and work on them gradually.

Mr. Lawton suggested ten items for Council to submit as priorities. He acknowledged that budget is a factor and would begin with a logo.

There was a brief discussion among Council regarding the top priorities and what to consider. Mayor Cooper commented that he'd like to ask Police Chief Pruitt and Fire Chief Kuhn if there is a logo need for their public safety vehicles.

Mr. Lawton stated the rebranding needs to be done and all departments utilize the same thing and not separately as it is now.

Councilmember Rosenthal asked about the time frame to return to present to Council.

Mr. Lawton requested an estimate of three up to four weeks to provide additional work. He concluded with a statement that branding is everything.

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There being no further business, a motion was made by Mayor Pro Tem Prassel to adjourn the meeting. The motion was seconded by Councilmember Billa Burke. The meeting adjourned at 10:00 a.m.



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Louis Cooper  
Mayor



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Jennifer Reyna  
City Secretary