

CITY OF ALAMO HEIGHTS
CITY COUNCIL
December 14, 2016

A work session 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, December 14, 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 to the City Manager Marian Mendoza
Community Development Services Department Director Jason Lutz
Police Chief Rick Pruitt
City Secretary Jennifer Reyna

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Mayor Louis Cooper called the meeting to order at 8:37 a.m.

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Item No. 1 Mayor Cooper read the following caption.

Discussion of City Rebranding project presented by Bradford Lawton

Prior to his presentation, Mayor Cooper emphasized the importance of branding and provided an example, signage, of how it will be considered as it was referenced at Monday's Council meeting. Councilmember Lawson Jessee agreed with Mayor Cooper and asked what process Council may take. Councilmember Billa Burke commented that shape may also be considered not solely color as part of rebranding.

Mr. Bradford Lawton stated he received Council's desired priority list that provided direction in the progress of rebranding. He stated when the branding plan is established, templates may be proposed and he can work with Assistant to the City Manager Marian Mendoza to create a branding guide and at the next meeting he will provide a sample. Mayor Cooper added that branding should be uniform throughout the City.

Mr. Lawton introduced his ideas and feedback to promote branding. He began with the 2017 Fiesta medal that included a variety of colors, banner statements, and year. Other ideas were a variety of colors for the steel monument and controlled rust to coordinate the trim of City Hall and suggested lighting. He will ask vendor, Comet, to provide a model as tall as six feet. Council discussed the type of metal and oil to maintain the monument.

Mr. Lawton stated he received a suggestion as to curving the wall at Broadway and Austin Highway and noted it is possible. He commented that a water fountain may be featured. Mayor Cooper added that the developers, AH-MF Land, LP, of Broadway/Ellwood Apartments, had expressed support of a wall to serve as a safety barrier. Council agreed on a wall and water fountain at Broadway and Austin Highway. There was a brief discussion among Council in consideration of featuring a water fountain and coordination with the developers of the upcoming construction project. City Manager Mark Browne commented that the City of Olmos Park had numerous problems with theirs. Council acknowledged drought restrictions to be followed if a water fountain is placed and consider use of recycled water. Mayor Cooper recommended to talk with the developers or a representative such as Mr. Ed Kopplow regarding the proposed wall barrier. Mr. Lawton suggested to provide sketches to Mr. Kopplow so that they are aware of the upcoming wall/fountain so that both items are similar in appearance. Councilmember Jessee recommended to use limestone, 3D block style for letters within the wall barrier, and expressed support in coordination with Mr. Kopplow. He expressed concern on the scale and width of the wall barrier. Councilmember Lynda Billa Burke emphasized the wall to fit Alamo Heights and stay focused on what the City wants seeking written correspondence with AH-MF Land, LP. There was a brief discussion about telephone poles on the property and what telephone poles will be relocated. Mayor Cooper explained and stated there will be coordination with all parties.

Mr. Lawton suggested other ideas such as street signs and park benches that resemble the historical trolley stop. He stated he can work with the representative who conducted the trolley stop repair restoring the faux bois. Mr. Lawton shared the Witte Museum and Brackenridge Park utilized faux bois. He recommended street signs be available to anyone who would like to purchase one. Council agreed to consider a few key streets within the City that display a faux bois street sign if allowable by state regulations. Councilmember Jessee stated the icon is timeless and the project may be done over time. Mr. Lawton suggested an original be casted and make a few productions. Mayor Cooper suggested to ask the community that are art patrons for their support if a plan is presented.

Mr. Lawton presented a sample of an obelisk that may be erected at medians due to lack of space and consideration of pre-lit obelisks as he noted it is cheaper. Councilmember Rosenthal suggested the obelisk may be a priority to identify that the City is doing something and the rebranding is visible. There was a discussion among Council regarding coordination with the Texas Department of

Transportation (TxDOT) in erecting the obelisk. City Manager added that there is no City Right-of-Way on Broadway; however, with a few exceptions. Council considered obelisks may be placed at Broadway and Burr rather than placing in the middle of the median located off Broadway. Council further discussed about the obelisks being portable, allotted space, and LED lights. Councilmember Rosenthal asked if solar panels are available and Mr. Lawton responded solar panels are not available. Mr. Lawton stated he can work with Comet to order an obelisk so the scale and projected letters may be viewed prior to ordering at a height of seven feet. Council briefly discussed the type of metal the obelisk may be considered. Mayor Pro Tem Prassel suggested copper and asked Mr. Lawton to explore prices. Councilmember Jessee expressed support in an aluminum, white-based or natural color obelisk with the intent to change the LED colors based on location of the obelisk and seek a long-term battery. Mr. Lawton stated he will work with Comet on a price of copper and ionized aluminum with interchangeable colors. Council will return to proposed locations to consider obelisks be placed at medians or along the streets.

Ms. Debra Nason, resident, was present and commented that the proposed rebranding portrays fun colors and tone. Mayor Cooper explained to Ms. Nason the purpose and desire of rebranding and shared that Mr. Lawton visited a variety of locations within the City and observed space is limited. Mr. Lawton briefly shared with Ms. Nason on his informal polls and the evolution of the rebranding ideas.

Desired priorities were expressed. Mr. Browne stated the branding guide is a priority as banners and street signs are a lesser priority. Councilmember Rosenthal expressed support for a monument in front of City Hall, obelisk and a wall with a water feature at the corner of Austin Highway and Broadway and banners are possibly a final item to take residents and commuters away from eyesight on utility poles. Mr. Lawton stated he will begin the design of a gradual subtle curve at the corner of Austin Highway and Broadway.

Ms. Mendoza stated there is a need to decide on colors and branding guidelines as it will be referenced on the website. She stated it will be used on social media among other items. Mayor Cooper agreed and stated there needs to be flexibility as he expressed in his opinion that colors are ideal for T-shirts, website and Fiesta medals. Mr. Lawton stated the "AH09" needs to be constant; however, the colors may be interchanged.

Mr. Browne summarized three priorities: create a sample of an obelisk, monument at City Hall, and design a wall and water fountain/feature at Austin Highway and Broadway. Council agreed.

Mr. Lawton stated he will begin working on the website design, design guidelines, conduct an audit of signs, and order samples of obelisk and monument

to be placed at City Hall. He stated the branding guide will come later as further work is needed as well as information regulating street signage.

Mayor Cooper commented about the numerous signs within the City and asked is there a better way to inform residents. He referenced Katherine Court, Harrigan, and Broadway and noted there are numerous poles congested with signs.

Mr. Lawton stated he will further explore the idea of utilizing another manner to inform residents other than signage and perhaps consolidate signage.

Councilmember Rosenthal suggested numbering of addresses on streets to display "AH123". There was a brief discussion among Council regarding the lack of addresses within the City and the opportunity to provide residents an option. Mr. Lawton suggested school participation and Councilmember Rosenthal stated there wasn't interest. Mr. Lawton stated he will create a template on street numbering.

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There being no further business, Mayor Cooper adjourned the meeting at 10:12 a.m.



Louis Cooper
Mayor



Jennifer Reyna
City Secretary