



Welcome

Gateway Monuments

Staff Presenter: Jen Basham, Director of Parks and Recreation
City Council: September 6, 2022

Gateways to our community

A gateway monument is a freestanding structure or sign, non integral or non required highway feature, constructed, which communicates the name of the city.

- The Proposal

Entry points into three major areas of the community with the highest traffic counts

- The Cost

The opinion of probable construction cost is based off of standard materials and the scale of the sign required to be visible along the selected roadway at the speed limit of that road.

- The Timeline

If Council elects to proceed with this project it is anticipated to take a year for design and installation of one sign a year over a three year period

- The Funding

Currently Gateway monuments are part of the Parks and Recreation Capital Improvement Program and funded at one sign/\$200,000 annually.



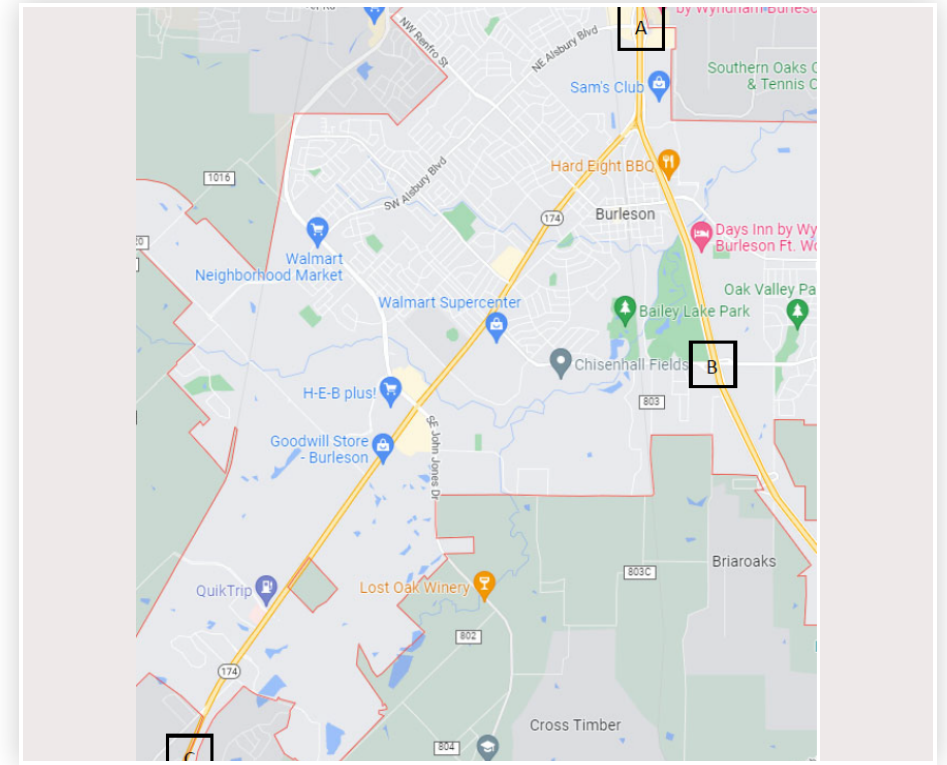




Locations

During the 2022 City Council retreat, Council identified city beautification and gateway signage as a priority in their strategic plan. Staff worked with a consultant to determine appropriate locations, scale, and cost based off of traffic counts, and planned growth of the city.

- I-35 and Alsbury
Replacing existing location
- I-35 and New Road
I-35 headed North towards Hidden Creek Parkway
- SH 174 at Main St
Heading into Burleson from Joshua

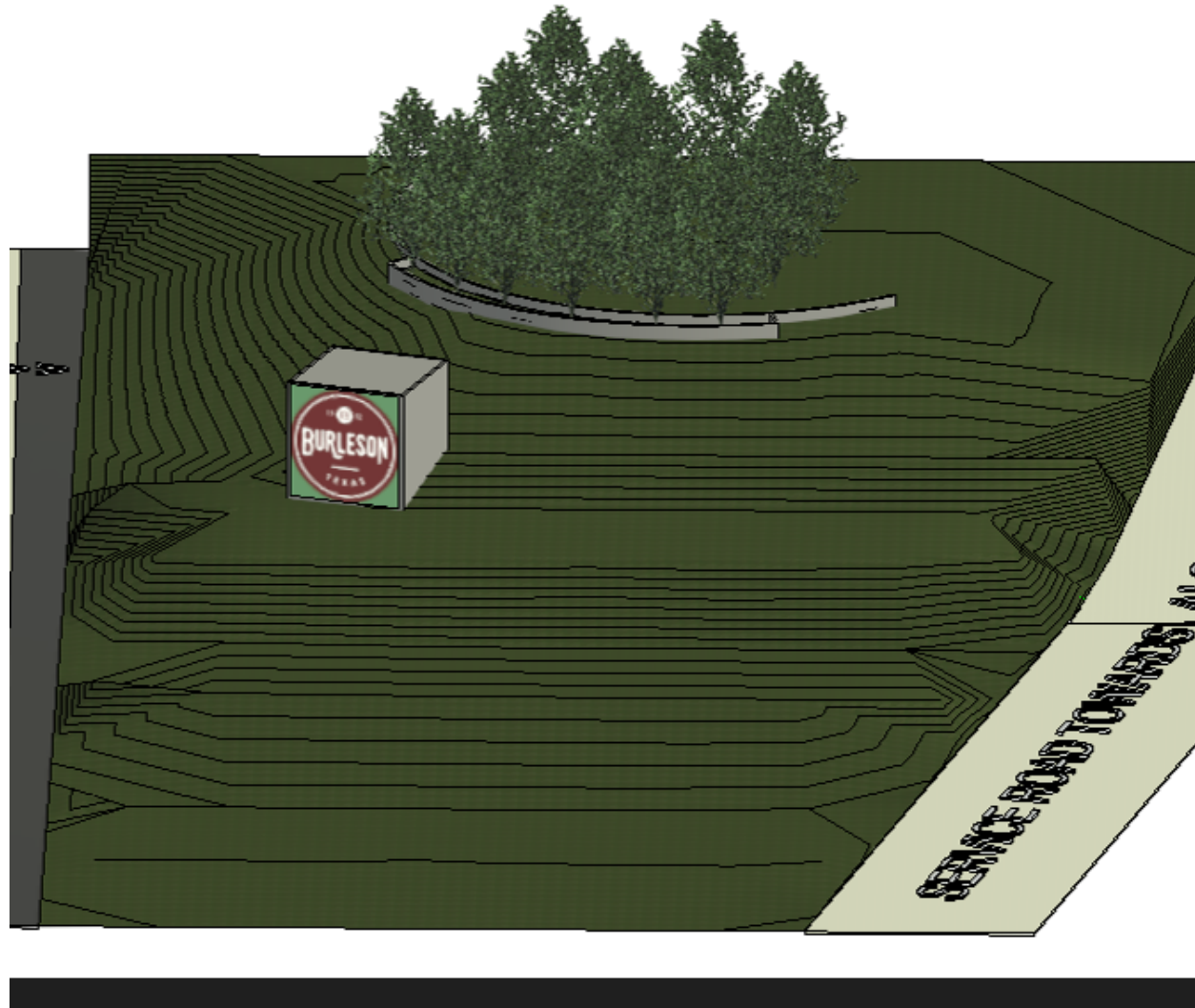
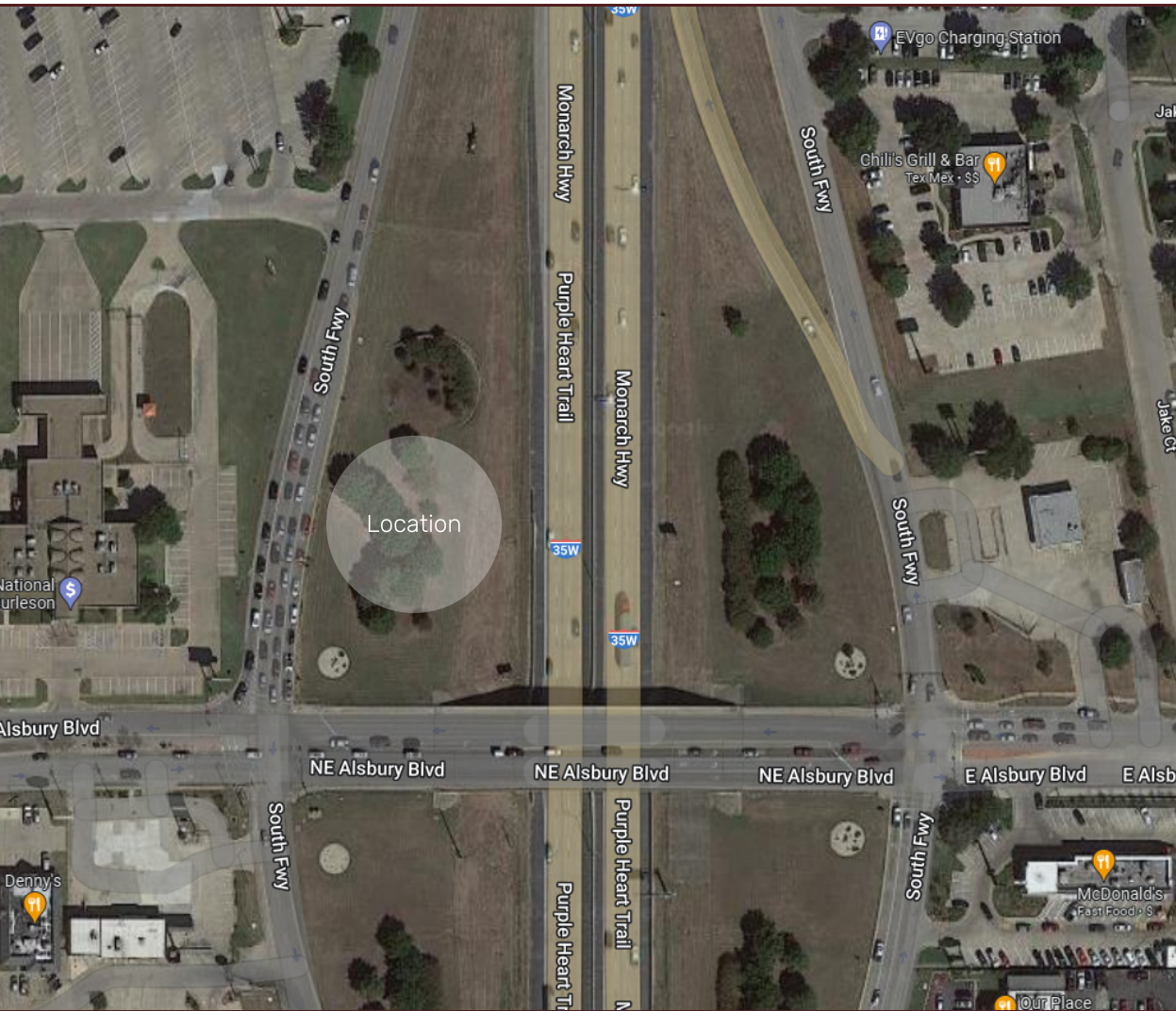


Potential Sign Element-Digital Marquee

TxDot does not currently have any requirements regarding digital marquees, they do regulate the distance between signs. If supported, staff recommends adding digital marquees to smaller scale signs at entry points with slower traffic and/or a traffic light. (This would not be considered an off premise digital billboard and would be allowed by right)

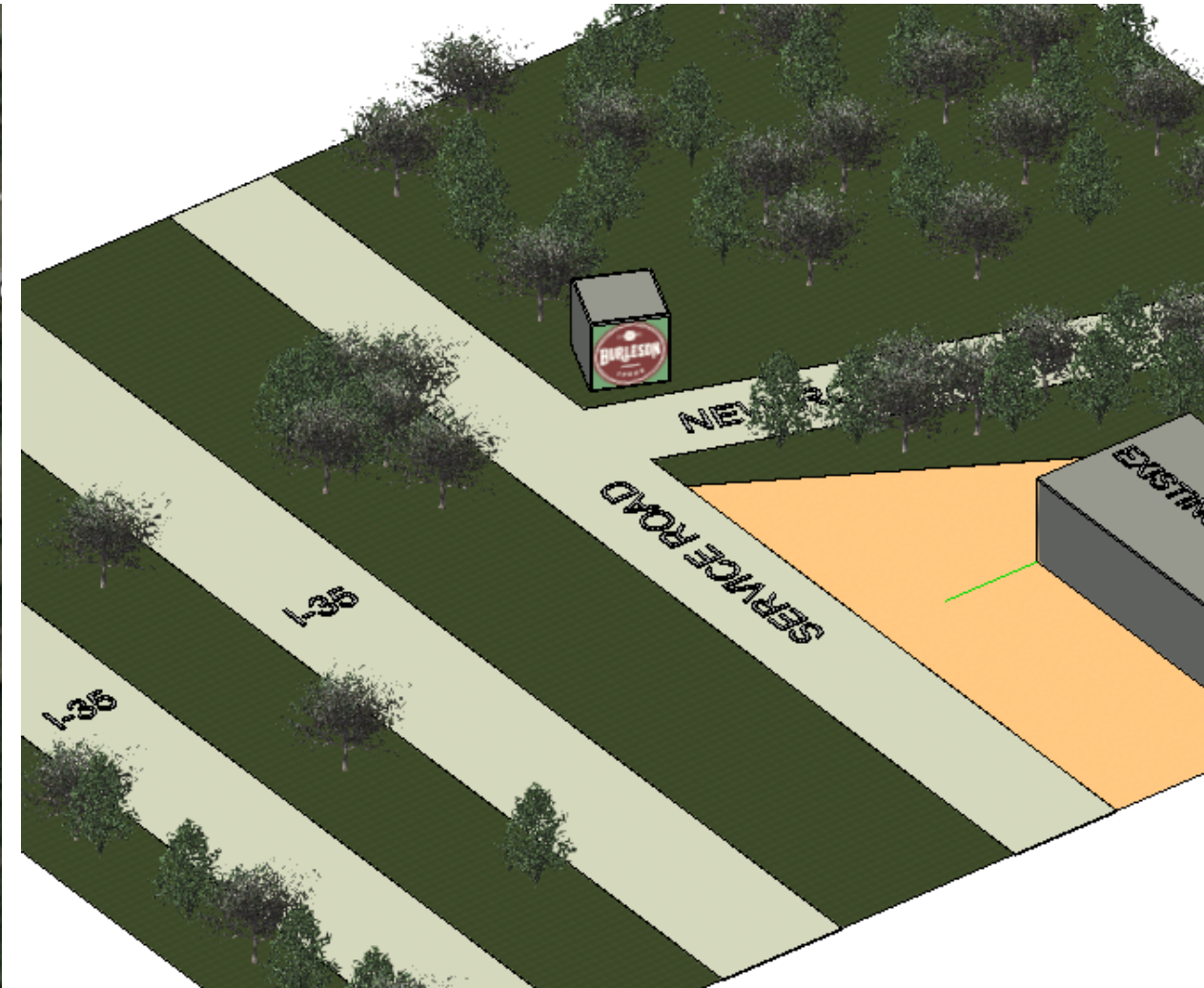
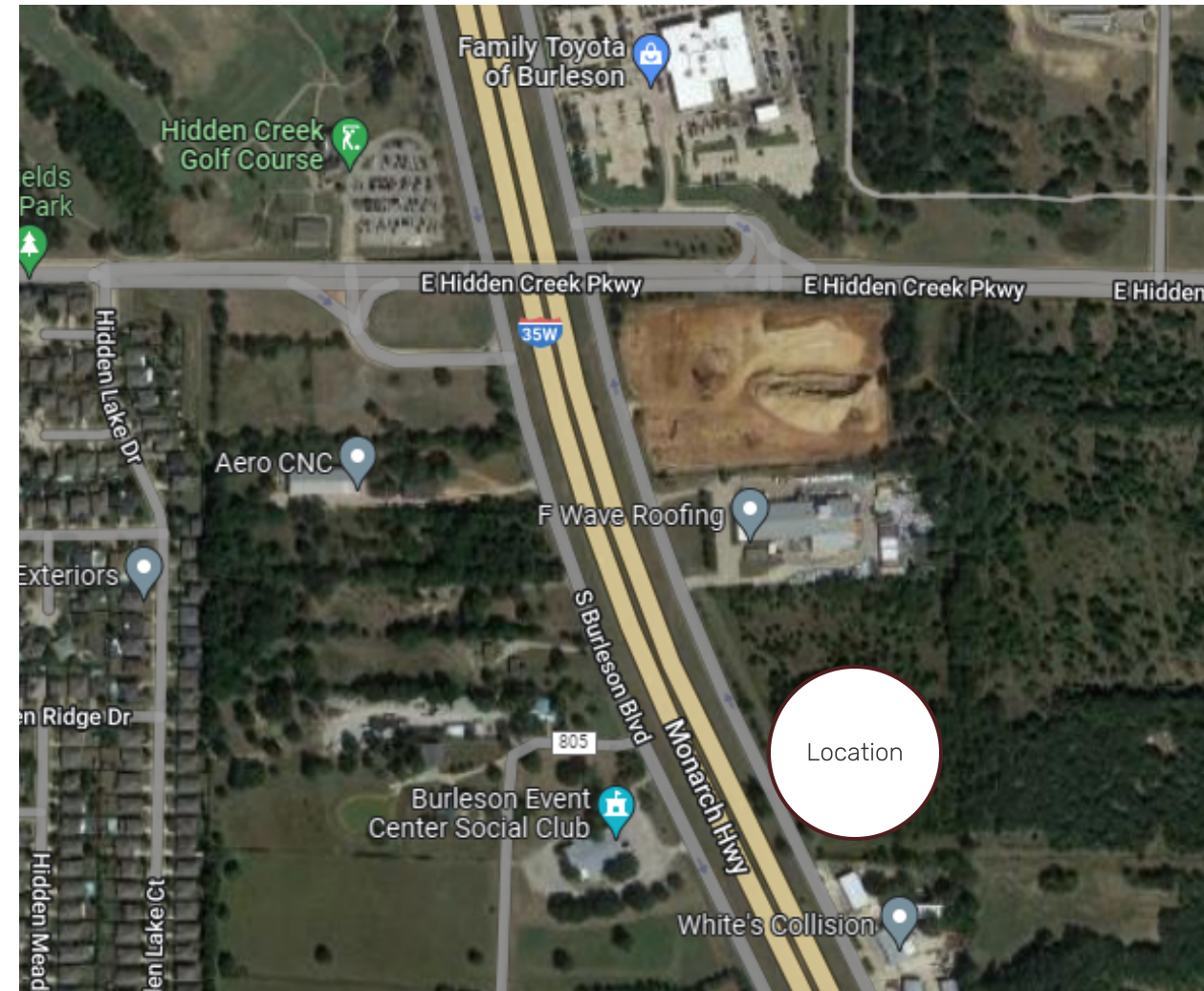


I-35 and Alsbury



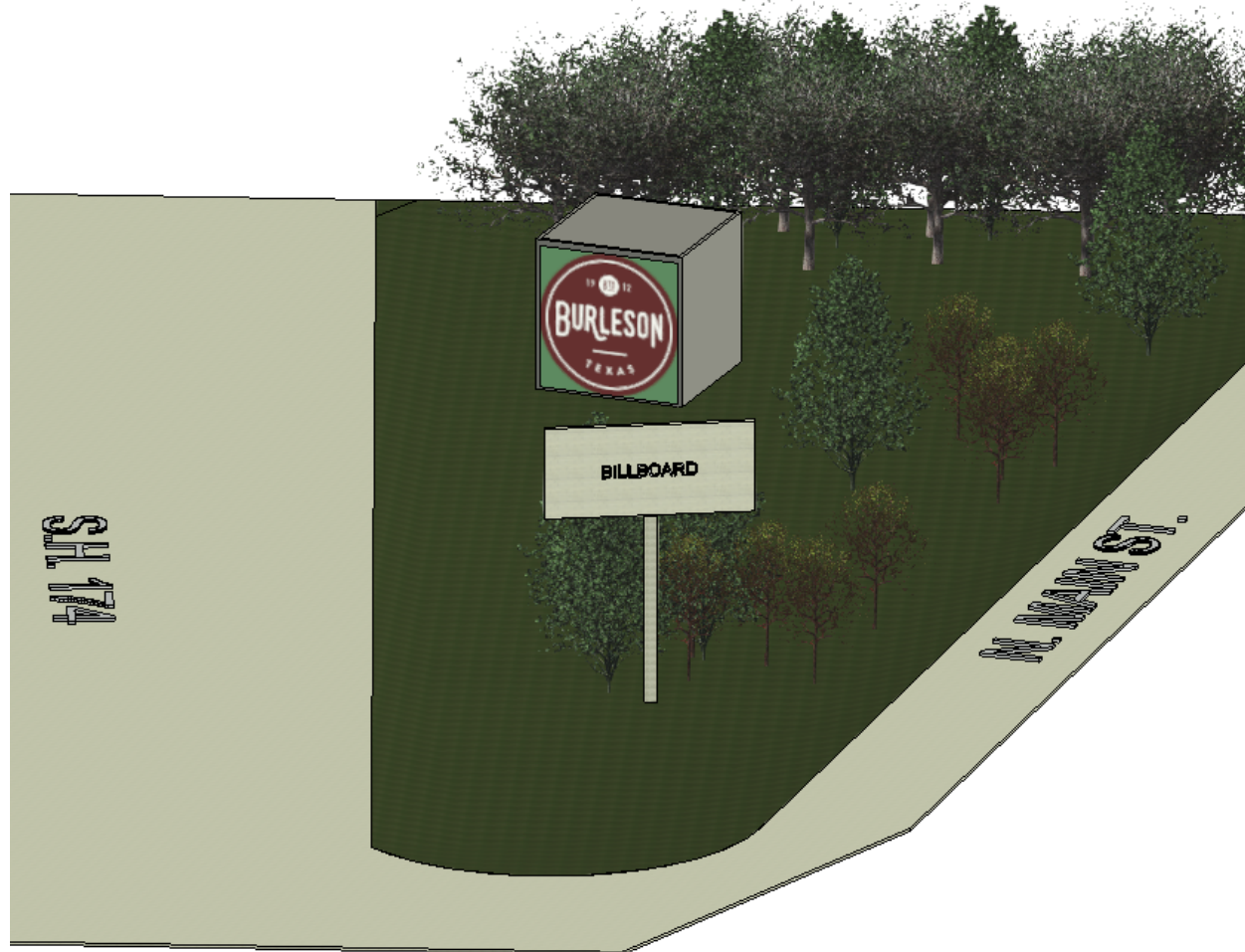
I-35 and New Road

Adjacent to current City of Burleson business park project



SH 174 and Main St

As you enter Burleson from Joshua



Details



- The scale of the signs are based off of what would be necessary to be visible at the location and speed at which traffic would pass by.
- Materials included in the cost were based off of masonry, ironwork, installation, and landscape improvements
- Additional elements, such as a digital marquee would be at an additional cost
- \$600,000 is currently budgeted for this project in the Parks CIP
 - Staff will provide a low, medium and high cost option for consideration during design
 - Depending on the style and materials, design could quickly outpace the allotted budget

Staff Direction



- ✓ Proceed with design and construction of Gateway Monuments
- ✓ Proceed with design and phased construction of Gateway Monuments
- ✓ Proceed with design in different locations
- ✗ Don't proceed with Gateway Monuments