



CITY COUNCIL CONSIDERATION ITEM
CITY OF FAIR OAKS RANCH, TEXAS
March 2, 2023

AGENDA TOPIC: Discussion and possible action to pursue the costs and design for the construction of Gateway Features at one or more entrances to Fair Oaks Ranch.

DATE: March 2, 2023

DEPARTMENT: Mayor & City Council

PRESENTED BY: Scott Parker, Council Member Place 5
Laura Koerner, Council Member Place 4

INTRODUCTION/BACKGROUND:

Many cities have used Gateway Features to enhance the city brand as a way to set itself apart from other communities around it. Fair Oaks Ranch is sandwiched between the City of San Antonio and Boerne, TX. In years past, the Ranch had an Observation Tower, previously located at the intersection of IH-10 and Fair Oaks Ranch Pkwy. That was recognizable to travelers as a gateway feature announcing the arrival to Fair Oaks Ranch.

The Fair Oaks Ranch City Council Branding Committee consisting of staff and Council members Koerner, Bliss and Parker have been in discussion to investigate the possible construction of Gateway features at the main entranceways to our City. The purpose of which would be to further beautify and enhance the brand of our City and to set it apart from the surrounding areas along the IH-10 corridor as well as potentially later on along Ralph Fair Road FM3351.

This agenda item will be used to brief and discuss with the Council the initial steps taken by the committee and share steps and information to-date and determine the desire of Council to move the project forward with potential engineering, design, and financial considerations for a new gateway feature at the entrance to the ranch at IH-10 and Fair Oaks Parkway.

POLICY ANALYSIS/BENEFIT(S) TO CITIZENS:

1. From a city branding perspective, City of Fair Oaks Ranch wants to portray what current residents already know. We live in a very special Hill Country atmosphere type of community. Managing our city's brand through this type of project may assist in that effort.
2. Supports Strategic Action Plan 5.2 Develop and Implement a Proactive Communication Strategy

LONG-TERM FINANCIAL & BUDGETARY IMPACT:

If approved, the engineering, design, and financial analysis will inform a future budget request for the construction of gateway features. There is currently no budgeted project for gateway features.

LEGAL ANALYSIS:

N/A

RECOMMENDATION/PROPOSED MOTION:

I move to have the Branding Committee and City Staff pursue the costs and design for the construction of Gateway Features at one or more entrances to Fair Oaks Ranch.