



CITY COUNCIL CONSIDERATION ITEM

CITY OF FAIR OAKS RANCH, TEXAS

AGENDA TOPIC: Consideration and possible action approving a resolution authorizing execution of an agreement for design services of a Gateway Feature, expenditure of the required funds, and execution of all applicable documents by the City Manager and directing the City Manager to submit a grant application to the Municipal Development District.

DATE: May 16, 2024

DEPARTMENT: Mayor & City Council

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

INTRODUCTION/BACKGROUND:

On July 18, 2019, the City Council created a Branding Advisory Committee, and appointed three members of City Council to the Committee. The Committee was tasked with working with staff toward the development and implementation of a citywide branding program to include initiative recommendations such as a City entryway/gateway feature.

By December 2022, the Communications team had created and proposed a formalized Strategic Communications Plan that included Priority 5.2.6: Design and Construct a City Gateway Feature. Citizens were appointed to a subcommittee specifically dedicated to the Gateway Feature in November 2023. This Gateway Feature Committee was tasked with discussing and investigating the possible construction of gateway features at the main entryways to the City.

During a recent Town Hall meeting, Halff Associates, Inc. presented a design concept to the community and the City conducted a short survey to gather feedback for the optional auxiliary features and locations of potential gateway features. Based on feedback received, the Committee advanced the scope for the final conceptual design of a Gateway Feature.

Features under review were:

- Cow/Horse Sculpture – Removed from design
- Pillar and Fence Structure – Clarified placement and location
- Lighting – Will be added to the design process
- Font Considerations
- Materials

In order to advance the Project, the City is seeking approval of a resolution authorizing the City Manager to execute an agreement to provide for design, survey, and geotechnical services for the Gateway Feature and to authorize the City Manager to apply for a grant from the Municipal Development District (MDD) to assist with funding the project.

POLICY ANALYSIS/BENEFIT(S) TO CITIZENS:

This project has been designated as a priority in the Strategic Action Plan for FY 2023-24.

- 5.2.2 Develop Brand Identity and Credibility
- 5.2.3 Create Opportunities for Resident Engagement and Participation
- 5.2.6 Design and Construct a City Gateway Feature

LONGTERM FINANCIAL & BUDGETARY IMPACT:

Decisions regarding this project will direct movement towards obtaining final construction cost and design. The cost for design, survey and geotechnical services is estimated at \$25,000. The design will produce an opinion of probable construction cost. Staff will present funding options to the City Council at a later date inclusive of potential grant project application to the Municipal Development District (MDD).

LEGAL ANALYSIS:

The City's standard work authorization form is being utilized. Additionally, the City Attorney has reviewed and approved the Resolution.

RECOMMENDATION/PROPOSED MOTION:

I move to approve a resolution authorizing the execution of an agreement for design services of a Gateway Feature, expenditure of the required funds, and execution of all applicable documents by the City Manager and directing the City Manager to submit a grant application to the Municipal Development District.