

PUBLIC NOTICE

AGENDA

LOCKHART CITY COUNCIL

SPECIAL MEETING/WORKSHOP

TUESDAY, DECEMBER 11, 2018

CLARK LIBRARY ANNEX-COUNCIL CHAMBERS
217 SOUTH MAIN STREET, 3rd FLOOR
LOCKHART, TEXAS

6:30 P.M.

1. CALL TO ORDER
Mayor Lew White
2. INVOCATION, PLEDGE OF ALLEGIANCE
Invocation.
Pledge of Allegiance to the United States and Texas flags.
3. DISCUSSION/ACTION ITEMS
A. Discussion and/or action regarding a possible new city logo. 2-49
4. ADJOURNMENT

I certify that the above notice of meeting was posted on the bulletin board in the Municipal Building, 308 West San Antonio Street, Lockhart, Texas, on the 7th day of December 2018 at 9:35am. I further certify that the following News Media was properly notified of this meeting as stated above: Lockhart Post-Register

Connie Constancio

Connie Constancio, TRMC
City Secretary



Work Session Item # _____

Reg. Mtg. Item # _____

**CITY OF LOCKHART
COUNCIL AGENDA ITEM**

CITY SECRETARY'S USE ONLY <input type="checkbox"/> Consent <input checked="" type="checkbox"/> Regular <input type="checkbox"/> Statutory		Reviewed by Finance	<input type="checkbox"/> Yes	<input type="checkbox"/> Not Applicable
		Reviewed by Legal	<input type="checkbox"/> Yes	<input type="checkbox"/> Not Applicable
Council Meeting Date: December 11, 2018			<input type="checkbox"/> Yes	<input type="checkbox"/> Not Applicable
Department: Planning		Initials	Date	
Department Head: Dan Gibson		Asst. City Manager		
Dept. Signature: <i>Dan Gibson</i>		City Manager		<i>AK</i> <i>12/7/18</i>
Agenda Coordinator/Contact (include phone #): Dan Gibson 398-3461, x236				
ACTION REQUESTED: <input type="checkbox"/> ORDINANCE <input type="checkbox"/> RESOLUTION <input type="checkbox"/> CHANGE ORDER <input type="checkbox"/> AGREEMENT <input type="checkbox"/> APPROVAL OF BID <input type="checkbox"/> AWARD OF CONTRACT <input checked="" type="checkbox"/> OTHER <input type="checkbox"/> NONE				
CAPTION				
Discussion and/or action regarding a possible new City logo.				
FINANCIAL SUMMARY				
<input checked="" type="checkbox"/> N/A <input type="checkbox"/> GRANT FUNDS <input type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP <input type="checkbox"/> BUDGETED <input type="checkbox"/> NON-BUDGETED				
SUMMARY OF ITEM				
<p>The Branding and Wayfinding Committee was appointed by the City Council to recommend a new logo and other branding elements for the city, as well as to prepare a plan for wayfinding signage throughout the city. The Committee met a total of 13 times between March 8 and August 31, and made their initial logo presentation to the Council on September 4. On November 6 the Council discussed the process for going forward, and this workshop is the result of that discussion. Because the Committee had not formally voted on the logo that had been presented, they met on November 21 for that purpose, and voted to recommend the logo with minor alterations to the previously discussed shape. As of now, the Committee is not yet recommending a specific motto or tag line for the logo. Attached supporting documents are listed below.</p>				
STAFF RECOMMENDATION				
Staff continues to facilitate the meetings of the Branding and Wayfinding Committee, and is waiting for further direction from the Council with regard to the logo design and accompanying text.				
List of Supporting Documents:		Other Board or Commission Recommendation:		
1) Brand Identity Concept prepared by the Committee. (December 11, 2018) 2) Creative Brief prepared by the Committee. (June 25, 2018) 3) Memo listing estimated costs of implementing a new City logo.		Branding and Wayfinding Committee.		

Lockhart Branding and Wayfinding Committee

Brand Identity Concept

December 11, 2018

Appointed Committee

Kara McGregor;
Chair / Council Member

Christie Pruitt;
Secretary / Lockhart Chamber

Laura Rivera
Hispanic Chamber

Taylor Burge

Christopher St. Leger

Vanessa Fischer

Kate Collins

Roy Watson

Dan Gibson;
City Planner

Kevin Waller;
Assistant City Planner



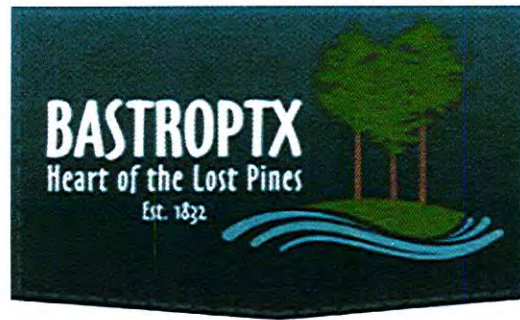
Mission

Branding:

- Uncover a community brand that will set Lockhart apart from other communities in the region
- Develop a motto for the city that reflects Lockhart's unique character
- Create a new City logo
- Devise a color scheme that will allow all wayfinding tools and marketing materials to have a consistent theme
- Formulate a plan to update City marketing materials, including letterhead, business cards, and website

Excerpt from City of Lockhart Wayfinding and Branding Masterplan

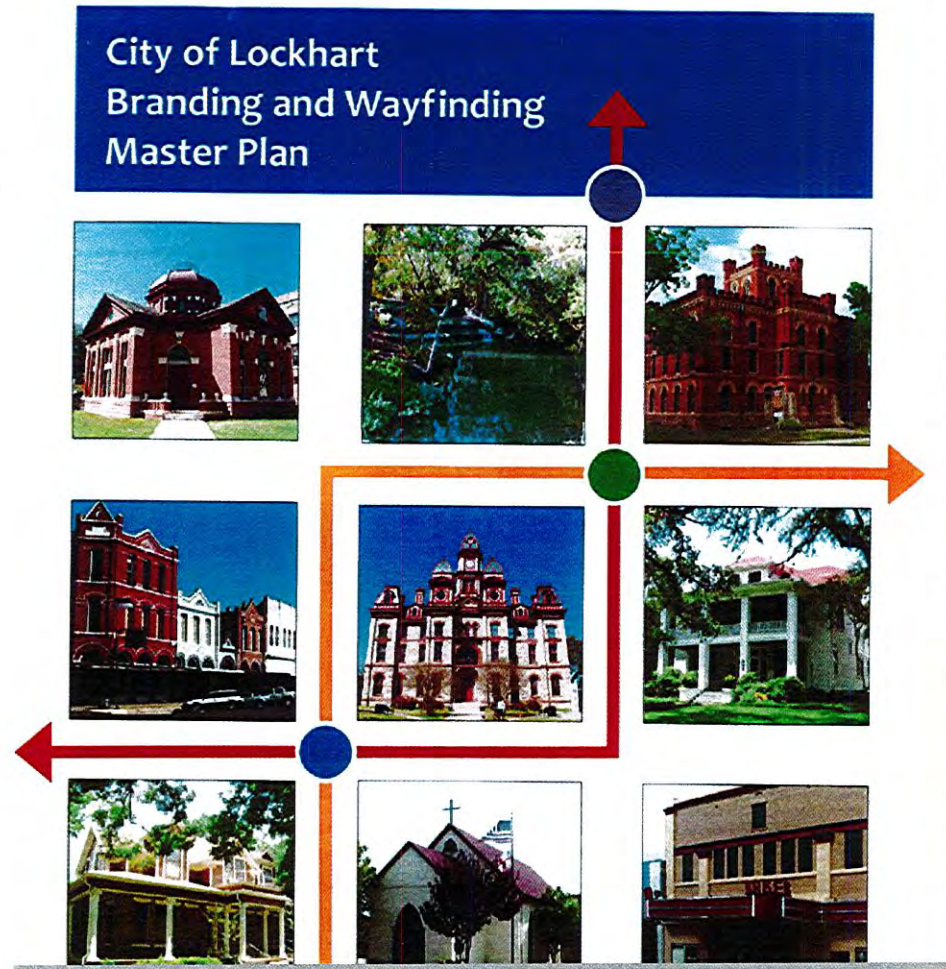
Discovery



6

Discovery

What do we say about ourselves?



Excerpt from City of Lockhart Wayfinding and Branding Masterplan

7

What do we say about ourselves?

Question One: What comes to mind when you think of Lockhart?

1. Barbecue
2. BBQ
3. Bar b que
4. BBQ, 4th poorest county in Texas
5. BBQ, Blackland Prairie
6. Backwoods hicks
7. A city fighting growth, progress, change, and improvement tooth and nail to its own detriment.
8. Inexplicable stop signs
9. BBQ
10. BBQ
11. Small town on the brink of something big
12. BBQ. Still has small town feel. Friendly people.
13. The courthouse; the square; old homes (NOT BBQ)
14. BBQ
15. BBQ
16. BBQ, Courthouse, Library
17. BBQ, historic homes, the courthouse, camping, cattle auction
18. Home- a good place to be.
19. Bar-b-que
20. Friendly, Farmers Market, Artsy, Chisholm Trail, also BBQ
21. Hometown
22. BBQ, Old time Texas, The Chisholm Trail, Battle of Plum Creek
23. Drama and gossip
24. A place to call home
25. Small town, home, BBQ
26. BBQ
27. BBQ, history of Chisholm Trail cattle drives. Get rid of Dickens at Christmas and focus on early Texas.
28. Interesting architecture, huge oak trees, history, great people, a community on the verge of awesome.
29. BBQ and Texas Hatters
30. Trees, birds, nature
31. Small town
32. BBQ
33. BBQ and history
34. COWBOYS The Chisholm Trail, Rangers, Battle of Plum Creek
35. Barbeque
36. A safe, caring place to raise my son.
37. BBQ
38. BBQ
39. Beautiful Oak Trees
40. BBQ, Small Town, Courthouse
41. Old
42. BBQ, Caldwell County Courthouse
43. Close-knit community, BBQ
44. The biggest little town no one ever heard of. Somehow, we miss the boat in advertising this town especially in Austin. Check out the Statesman for stories about Lockhart that are positive. We don't get mentioned in articles about schools, sales tax, or anything else. Even Smithville gets coverage.
45. BBQ, Republicans, proximity to Austin and San Marcos
46. Protein (much nicer "ring" than widely used BBQ) and fresh air and land.
47. Community, small-town festivals, walkability
48. Historic library, BBQ and cross country runners
49. BBQ
50. Barbecue, the best sausage at Smitty's
51. Bar b Q, Courthouse, "olden times," State Park
52. Old town square
53. Farming, beautiful pastures, and hometown
54. Barbeque
55. BBQ, community theater, library
56. Lovely old homes and buildings



What do we say about ourselves?

Chapter Five: Public Outreach

Lockhart Branding and Wayfinding Master Plan

The third question in the online survey was "What do you like about Lockhart?" The most popular answers mentioned the friendly people and small town character of Lockhart. One respondent noted that "it feels like one big, warm neighborhood." Other common answers had to do with the historic architecture and, of course, the wonderful barbecue. Respondents also noted that they appreciated Lockhart's low cost of living and close proximity to Austin.



When asked "What do you dislike about Lockhart?," the most prevalent answers addressed the limited options for shopping and dining in Lockhart. Seventeen of the 56 responses to this question touched on the lack of restaurant choices and/or the limited opportunities for shopping and employment within Lockhart. By far, the most frequent response was the lack of diversity in dining options. Several respondents noted that they would like to see an upscale Italian or French bistro, instead of only fast food and barbecue. Several others noted that they have to leave Lockhart to shop at major retail outlets elsewhere. A number of people commented that they have been disappointed in the lack of support for small businesses, especially those located on courthouse square, while others commented on the empty storefronts and "abandoned businesses falling into ruin."



Discovery

“a city fighting growth”

“small town on the brink of something big”

“historic”

“a good place to be”

“old time, Texas”

“great people”

Chapter Five: Public Outreach

Lockhart Branding and Wayfinding Master Plan

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“small town”

“a caring place”

“old”

“close-knit community”

“community”

“olden times”

“lovely old homes”

10

“Competitive advantage delivers superior value” — A.G. LAFLEY

Differentiation

Trust

Emotional connection

“a good place to be”

“a caring place”

“close-knit community”

“community”

“historic”

“small town on the brink
of something big”

“new ideas”

“olden times”

“old time, Texas”

“great people”

“lovely old homes”

“small town”

City of Lockhart Branding & Wayfinding Creative Brief

Committee Members:

Kara McGregor, Chair
Christi Pruitt, Vice-Chair
Roy Watson
Chris St. Leger
Laura Rivera
Taylor Burge
Kate Collins (ex-officio)
Vanessa Fischer (ex-officio)
Katie Mills (ex-officio)

City Staff:

Dan Gibson, City Planner
Kevin Waller, Assistant City Planner

**Branding &
Wayfinding Brief**
June 25th, 2018

We agree that Lockhart's brand should honor both its history, and its evolution into a modern, growing community. We also agree that what is "modern" or current will always be changing, whereas history is the constant, and is a significant part of what differentiates us. Most Lockhart residents hope to attract regional/national retailers, as have other nearby communities that achieved a certain population and traffic count.

Branding & Wayfinding Brief

June 27th, 2018

We agree that Lockhart's brand should honor both its history, and its evolution into a modern, growing community. We also agree that what is "modern" or current will always be changing, while its history is the constant, and is a significant part of what differentiates us. Most Lockhart residents hope to support regional grocers and retailers, as large other nearby communities that achieved a certain population and traffic count

Process

Traditional

Process

Traditional + Modern

SENTINEL

TIMELESS BEAUTY

Fann St to Broadway

effortlessly persuasive

1845-2009

a fresh take on this useful and lovely style

The *definitive* Clarendon

heavy duty, though gentle enough for daily use

THE SLAB SERIF THAT WORKS

charcoal gray suit, or a well-chosen pair of horn-rimmed glasses

Typographic Selections

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Black Italic

Wordmark

Lockhart

Wordmark

Lockhart
TEXAS

Logo Concept



Logo Concept

Lockhart

Logo Concept



Lockhart



Lockhart

TEXAS

Logo Lockups



Primary Color Palette:



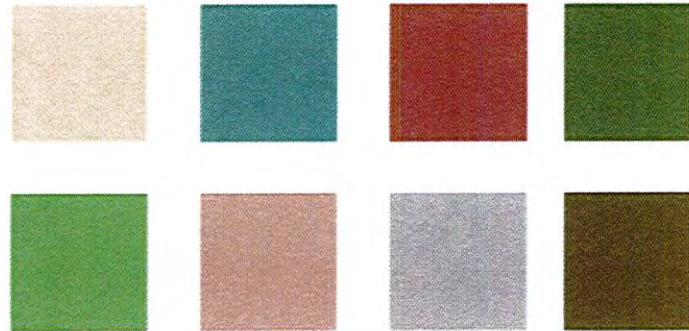
Pantone Black U

Antique White or Background Color



Logo Colors

Muted/Traditional Palette:



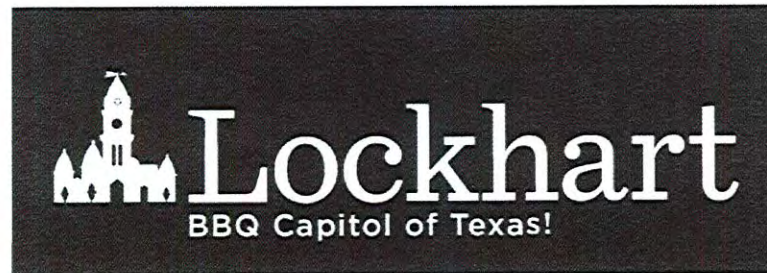
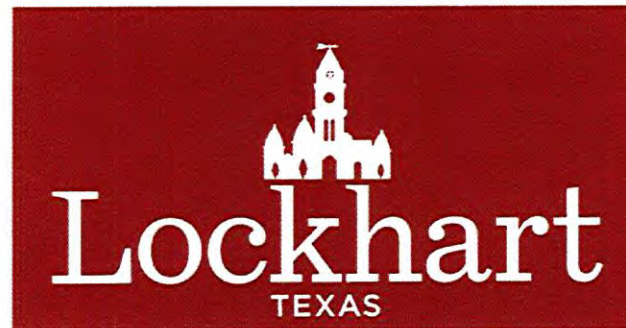
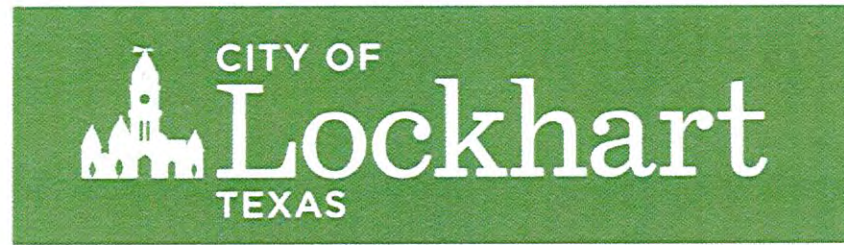
Bolder/Modern Palette:



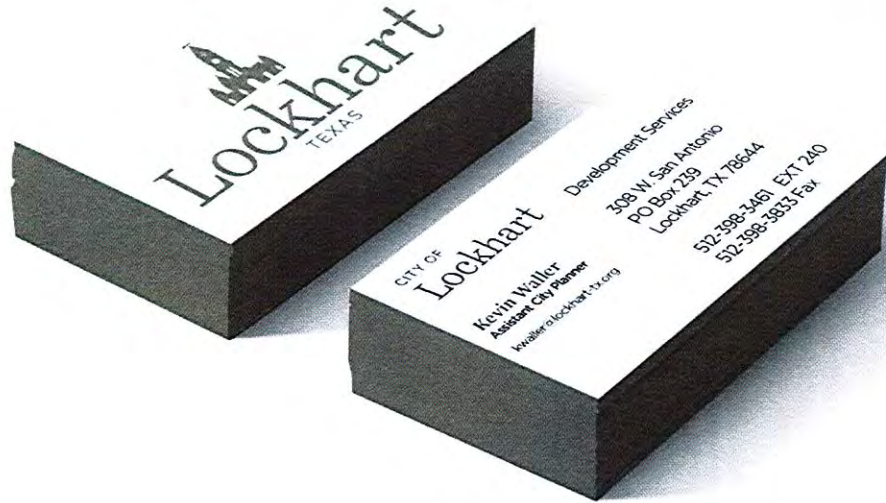
Logo Colors



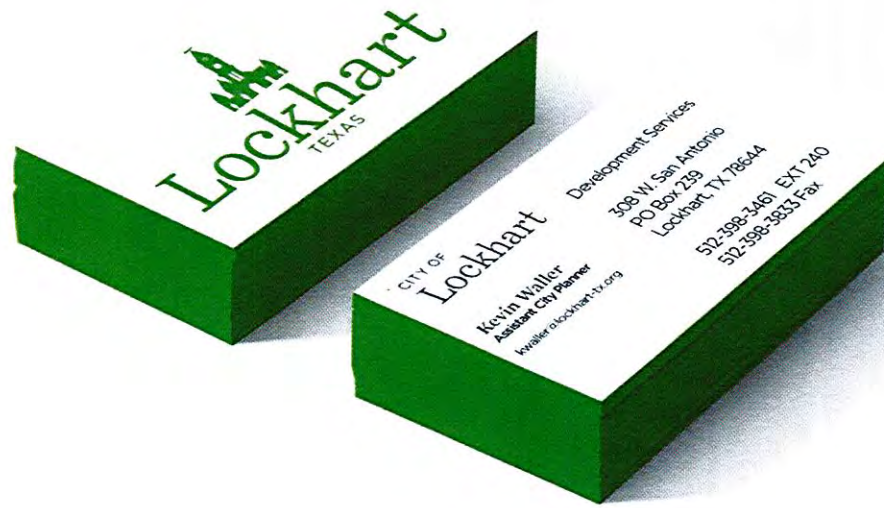
Logo Colors



Municipal Applications



Municipal Applications



Municipal Applications



City Office Address
100 West 4th Street
Lockhart, TX 78744

City Office Phone
(512) 328-2500
City Office Fax
(512) 328-2500

dolor sit

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam
nonummy nibh euismod

Kevin Waller
Assistant City Planner

kwaller@lockhart-tx.org

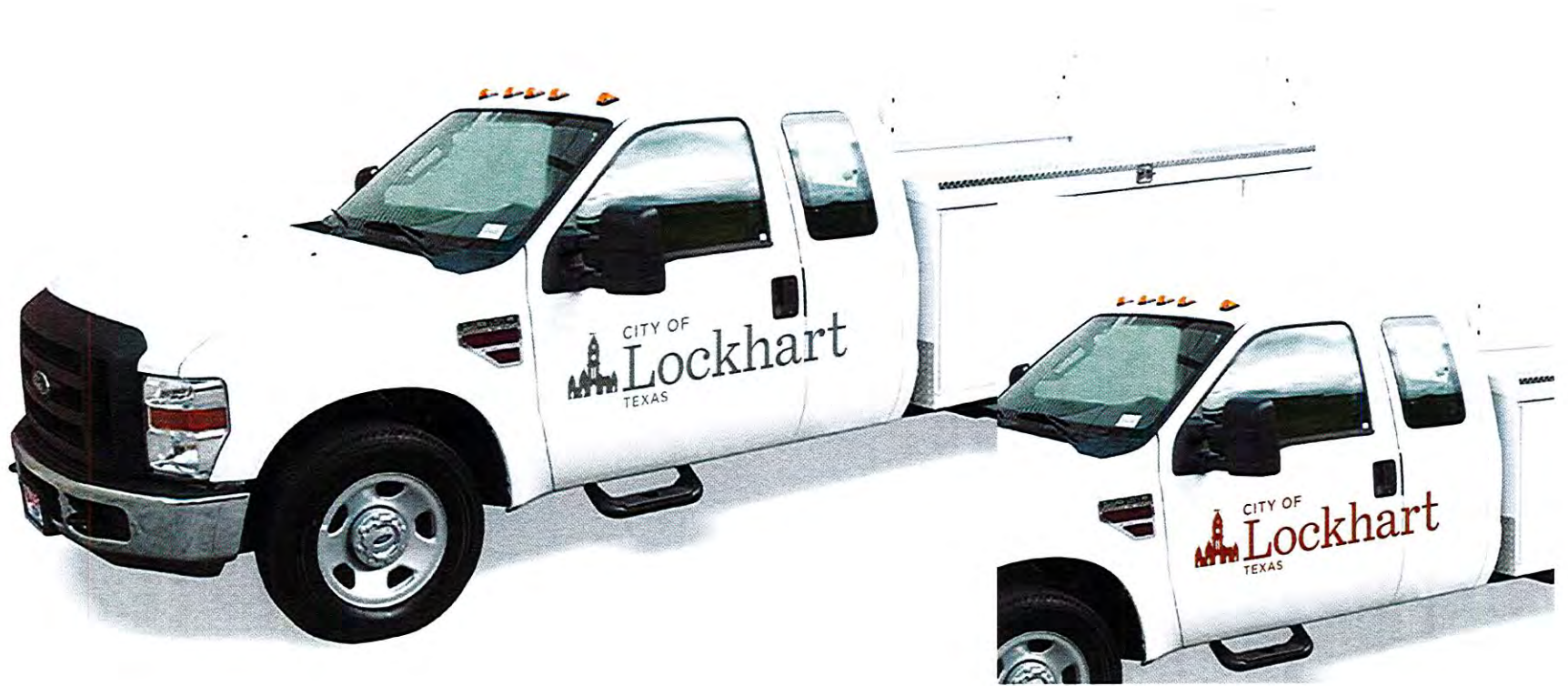
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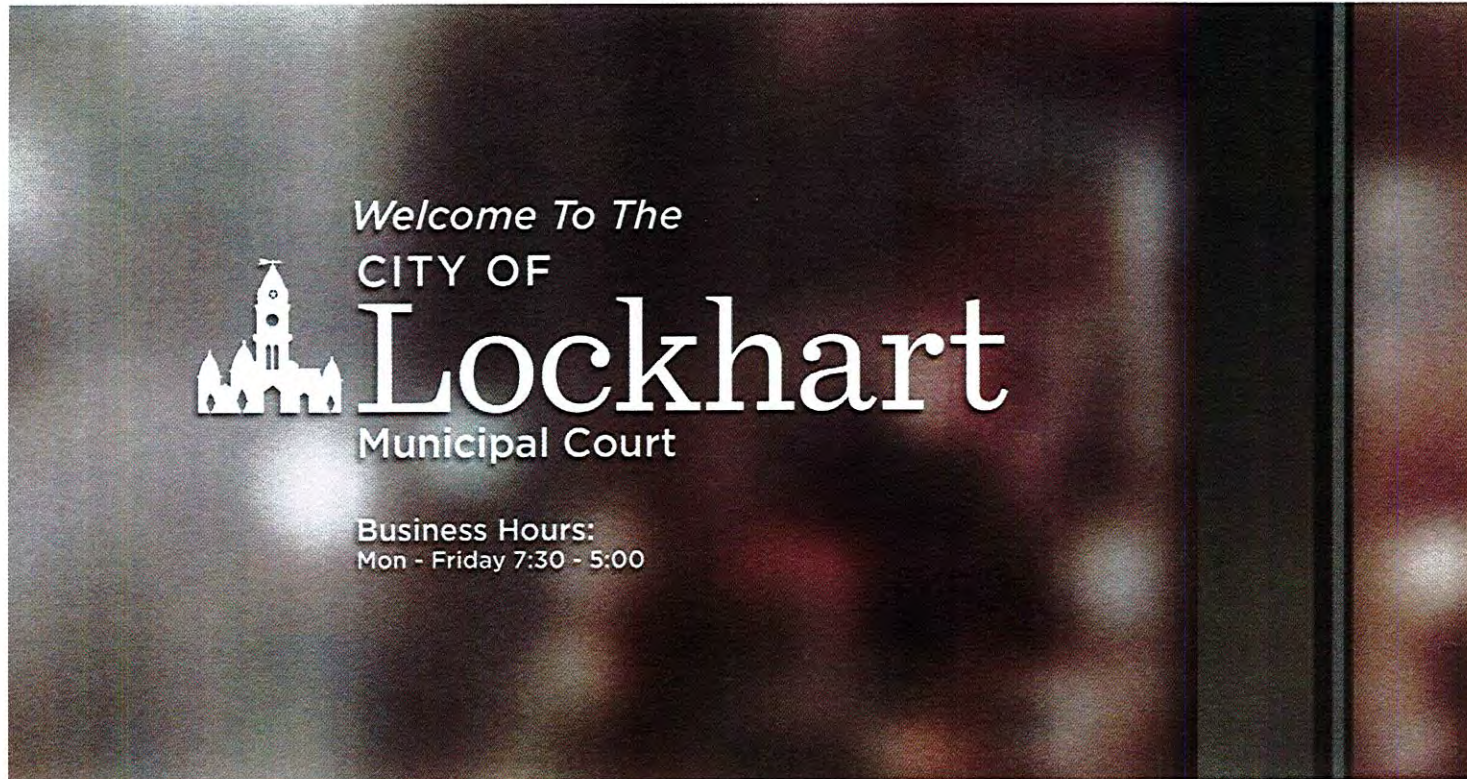
Municipal Applications



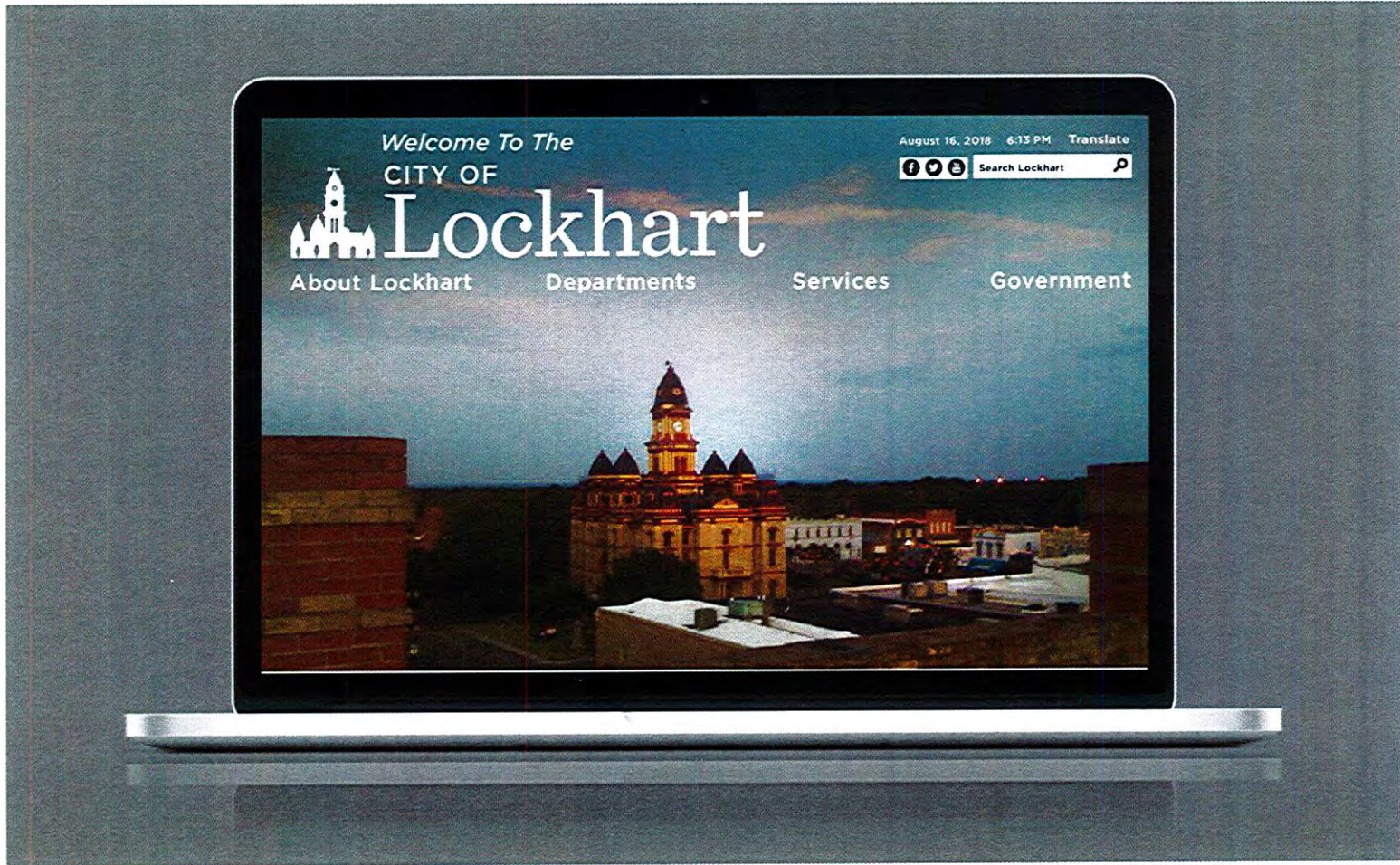
Municipal Applications



Municipal Applications



Civic Applications





Civic Applications



Civic Applications



Civic Applications



Civic Applications





Thank You

June 25th, 2018

City of Lockhart Branding & Wayfinding Creative Brief

Committee Members:

Kara McGregor, Chair

Christi Pruitt, Vice-Chair

Roy Watson

Chris St. Leger

Laura Rivera

Taylor Burge

Kate Collins (ex-officio)

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Dan Gibson, City Planner

Kevin Waller, Assistant City Planner

**Branding &
Wayfinding Brief**
June 25th, 2018

PROJECT DESCRIPTION

The City of Lockhart is moving forward to develop a coherent and scalable branding concept. Phase 1 was creating the conceptual underpinning for these efforts. Phase 2 is soliciting submissions for a new logo. Future phases will involve creating a stylebook for the use of branding elements, applying the new logo/brand to wayfinding and other signage, etc.

PROJECT DELIVERABLES

We invite submissions of logo designs for the City of Lockhart, with the below conceptual ideas in mind and within the specific design parameters described. Designers are welcome to submit more than one concept by the deadline below in pdf form. The committee will conduct a blind evaluation of submissions, so please submit art without any identifying information on the pdf.

KEY DATES

Deadline for submissions: 5 PM, July 16, 2018.
Committee Review Session: 3 PM, July 20, 2018.

If the committee selects a logo design, the designer will be contacted the week of July 23, and may be asked to make adjustments to the design. The final logo as recommended by the committee must be submitted to the Lockhart City Council for final approval.

CONTACT

Please submit your contact information and pdf art to:

Kevin Waller, Assistant City Planner for the City of Lockhart,
kwaller@lockhart-tx.org

Please direct any questions about process to:

Kara McGregor, Branding & Wayfinding Committee Chair,
kmcgregor@lockhart-tx.org

*Submission requirements are recapped with additional details below.

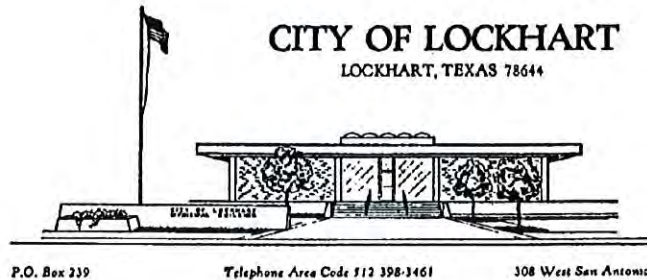
Branding & Wayfinding Brief

June 25th, 2018

BACKGROUND

As Lockhart comes into its own as a city in the fastest-growing part of Texas, we need a more purposeful and consistent brand. In this context, “brand” means a clearly communicated identity, that is supported by the city’s logo, tag line, signage, and all design elements that reference Lockhart. This creates quality and consistency as we talk about Lockhart, plan events and partnerships, and introduce our city to travelers and newcomers.

Most residents coalesce around an impression of Lockhart as a unique town and community, with a very specific history, character and feel. However, the city’s signs, logos, and other manifestations of identity are a random collection of sometimes conflicting elements that do not communicate anything specific about Lockhart as a community. As you can see, one is quite literal (incorporating hearts and locks), one a bit complex (drawing of City Hall), and the current logo bears a strong resemblance to a state agency’s logo. We are not interested in recreating or referencing any elements of past logos.



Branding & Wayfinding Brief

June 25th, 2018

Similarly, our current tag line, “A City with a Vision,” does not communicate who we are uniquely as a community. Focusing only on what might happen in the future, it devalues our present and ignores our past. Taken literally, it communicates, “We hope to get better.”

Along these lines, the various monument signs and directional markers in Lockhart are a random collection of ideas and graphic elements that are not cohesive or related to a considered brand identity. We are not interested in building on any of these concepts.



Looking back, in 2013 there was an effort by an earlier committee to create some branding elements for Lockhart, and they laid some useful groundwork for our process. Also in 2013 as part of a larger master planning project, a group of consultants surveyed a number of Lockhart residents (“stakeholders”) about their impressions of our town. We reviewed these survey results, and conducted several work sessions honing these concepts.

We agreed that many of those ideas about our identity and challenges hold true five years later, while other things have evolved in that time. The past five years have brought notable growth and investment in Lockhart, with a more dynamic present and new visions of our future.

Below is a summary of our process, some statements about our identity, and some guidelines for our slate of volunteer graphic designers who will work to manifest these ideas as a wordmark/logo. Later design challenges will move into incorporating the brand into wayfinding resources.

Branding & Wayfinding Brief

June 25th, 2018

PROCESS

Again, Lockhart is a special place, at a significant crossroads. We are unique, as a town in the middle of a booming Central Texas economy that is still connected to its origins and authentic to its roots. Our challenge is to capture that authentic story in our brand, while communicating our modern present and a vision of our future.

There are myriad examples of other towns in the periphery of Austin that have left their history behind in the pursuit of rapid growth and new development: think of Kyle, Buda, Hutto, and Pflugerville. These cities have lost their center – literally and figuratively – as they have grown generically outward into many square miles of big-box national retailers and beige subdivisions. It's now difficult to tell them apart if you were dropped into a random strip center. These cities' logos, slogans, and other manifestations of brand identity speak only to the present and lack any relationship to a unique history or origin story. We do not want to go down this path, or consider any of these logos or concepts as aspirational.

BudaTx breathe
easy here.™



Branding & Wayfinding Brief

June 25th, 2018

We agree that Lockhart's brand should honor both its history, and its evolution into a modern, growing community. We also agree that what is "modern" or current will always be changing, whereas history is the constant, and is a significant part of what differentiates us. Most Lockhart residents hope to attract regional/national retailers, as have other nearby communities that achieved a certain population and traffic count. However, large retailers are not part of a unique brand. Our history and our community make us who we are.

Interestingly, workshops and symposiums for builders and developers on how to create successful "master planned communities" describe the kind of workable, sustainable infrastructure that exists organically in Lockhart: streets in a clear grid, neighborhoods that are walkable to grocery stores, shops and entertainment, owned and operated utilities and emergency services, etc. All of these elements contribute to the ease of living in Lockhart, and the solid foundation that can scale up as we grow.

As we worked toward distilling these ideas into a statement of identity, we considered four areas of how we experience Lockhart: what we see; what we feel; what we do, and what we think about our community. Here are our statements addressing these areas:

SEE: Lockhart is an authentic, historic, Texas town with green space, a unique brick and stone architectural signature, and a diverse community. Our city is both a window to another time and a romantic picture of the present.

FEEL: Lockhart is an attainable, authentic community where families feel welcomed to join our thriving community and a tranquil lifestyle is within reach: affordable, free of congested traffic and long lines, walkable and sustainable.

DO: Lockhart is a place to eat (a mecca of artisan authentic Bar-B-Que), a magnet for a creative class looking for more affordable and livable options in the orbit of Austin, and home to many festivals and events. Lockhart is a place to be engaged in community, to experience history and participate in a creative culture, a place to walk and linger. Parades, local festivals, porch gatherings and a slow pace are some of the many things that set us apart.

THINK: Lockhart is an inclusive city of rich urban history, internally functional, scalable, and self-sustaining. It was a boomtown at the turn of the last century, a wild west driven by cotton and cattle, trains and trail drives. It's now a BBQ mecca and home to a vibrant creative community.

**Branding &
Wayfinding Brief**
June 25th, 2018

WORDMARK/LOGO PARAMETERS

With all the above ideas about Lockhart's unique identity in mind, we agreed on some basic components of a Lockhart brand, as might be manifested in a wordmark, with specific parameters for the volunteer graphic designers who will develop options:

- Should include elements of both traditional and modern design.
- Needs to avoid being too literal if it's going to hold up over time (e.g. referencing locks, hearts, etc.). Needs to have restraint and classic design principals.
- Along those lines, needs to be simple enough to read well in a black-and-white environment, be able to stand alone and be recognizable without color.
- The typeface or "wordmark" can be accompanied by a tag line or graphic element, but the wordmark should be able to stand alone.
- The wordmark should include "City of" with "Lockhart."
- Font choices/design should reflect the union of traditional with modern style.
- A maximum of two fonts/font families may be used, and may be created or manipulated.
- The wordmark should feel crafted and solid.
- No script or curlicues in the wordmark, although they may appear in other graphic elements.
- Please note that some fonts in all caps render the "CK" of Lockhart in a prominent way that pulls the eye. Please consider and mitigate this effect when choosing and manipulating a font.

OTHER ELEMENTS:

- We're interested in an optional graphic design element (i.e., may appear with the wordmark in some contexts, but not always), possibly inspired by architectural details, the skyline of Lockhart's historic buildings (see attached Appendix), our 1852 founding date, or some intersection of our urban-meets-rural aesthetic.
- All artwork should be custom, original, and copyright-free, and should not include any elements not authentic to Lockhart.
- Any graphic elements should avoid Texas clichés (boots, hats, spurs, stars, etc.)
- The logo should be scalable for a multitude of applications (letterhead, embroidery, monument signs, water towers, etc.).
- A tag line will sometimes appear with the logo, and may be included in the design concept.

TO: Steven Lewis, City Manager
FROM: Kevin Waller, Assistant City Planner *KW*
SUBJECT: New City Logo Implementation Costs
DATE: December 5, 2018

City of Lockhart MEMO

Below is a listing of cost estimates for the implementation of a new City logo for various purposes. Because we don't yet know the final shape or colors of the logo and any accompanying text, these estimates are subject to change.

City Stationary

Ron Faulstich of Printing Solutions, our vendor, says that there will be **no set-up charge** to change to a new logo on business cards, letterhead, etc., obtained from his business.

City Vehicles

Public Works Director Sean Kelley estimates that the various City departments, excluding police and fire, have approximately 80 vehicles that have City logos on them. These departments include Water and Wastewater, Electric, Public Works, Animal Control, Parks, Utilities, Inspections, Planning, etc. The cost of the decals is approximately **\$50** per side of each vehicle, or **\$100** per vehicle. Therefore, the total for 80 vehicles is **\$8,000**. Mr. Kelley has stated that this figure could be less, since decals are purchased in bulk and might qualify for a discount, or if competitive bids result in a lower cost.

Elevated Storage Tanks

Two of the three existing elevated water storage tanks are scheduled for repainting. Consequently, painting a new logo on them will not be a new expense. Therefore, the only additional expense will be for the new elevated storage tank and one of the existing elevated storage tanks. The cost of painting new logos is estimated to be approximately **\$5,000** for each logo. There are two logos on every existing tank – one being the City logo and the other being the Lockhart Lions logo. The Lockhart Lions logo would not need to be repainted on the existing storage tank, but would be an additional expense on the new elevated storage tank.

Banners

Lasr Signs provided a quote for 16 three-foot by eight-foot digital print canvas double-sided avenue banners with pole pockets that are used on poles downtown. Each banner is quoted at **\$313.14**, resulting in a total of **\$5,010.24** for 16 banners.

Flags

Lasr Signs provided the following quotes per polyester flag for standard flag poles: 1) 3' x 5', single-sided – **\$115**; 2) 3' x 5', double-sided – **\$215**; 3) 4' x 6', single-sided – **\$145**; and, 4) 4' x 6', double-sided – **\$275**.

Registered Trademark

Registering a service mark or trademark is not required. However, if we do wish to register it, there are several options for the initial filing fee ranging from **\$225 to \$400**. Subsequent renewals every five years are **\$125**. See: <https://www.uspto.gov/trademarks-getting-started/trademark-basics/trademark-patent-or-copyright>