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 9th day of December 2018 at 9:35 a.m. I further certify that the following News Media was properly notified of this meeting as stated above:  Lockhart Post-Register

Connie Constancio, TRMC
City Secretary
CITY OF LOCKHART
COUNCIL AGENDA ITEM

CITY SECRETARY'S USE ONLY
☐ Consent  ☐ Regular  ☐ Statutory
Reviewed by Finance  ☐ Yes  ☐ Not Applicable
Reviewed by Legal  ☐ Yes  ☐ Not Applicable
Council Meeting Date: December 11, 2018
Department: Planning
Dep. Signature:
Department Head: Dan Gibson  Asst. City Manager
Agenda Coordinator/Contact (include phone #): Dan Gibson  398-3461, x236
Initials  Date

ACTION REQUESTED: ☐ ORDINANCE  ☐ RESOLUTION  ☐ CHANGE ORDER  ☐ AGREEMENT
☐ APPROVAL OF BID  ☐ AWARD OF CONTRACT  ☐ OTHER  ☐ NONE

CAPTION
Discussion and/or action regarding a possible new City logo.

FINANCIAL SUMMARY
☐ X N/A  ☐ GRANT FUNDS  ☐ OPERATING EXPENSE  ☐ REVENUE  ☐ CIP  ☐ BUDGETED  ☐ NON-BUDGETED

SUMMARY OF ITEM
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.

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:
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.

Other Board or Commission Recommendation:
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
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
Discovery

What do we say about ourselves?
Discovery

What do we say about ourselves?

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Excerpt from City of Lockhart Wayfinding and Branding Masterplan
What do we say about ourselves?

Chapter Five: Public Outreach

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 21 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

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 twenty 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 the lack to leave Lockhart to shop at major retail outlets elsewhere. A number of people commented that they have not 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.”

Excerpt from City of Lockhart Wayfinding and Branding Masterplan

“small town”

“a caring place”

“old”

“close-knit community”

“community”

“olden times”

“lovely old homes”
"Competitive advantage delivers superior value" — A.G. LAFlEY

Differentiation  Trust  Emotional connection

"a good place to be"  "a caring place"  "close-knit community"

"historic"  "small town on the brink of something big"  "community"

"old time, Texas"  "lovely old homes"  "new ideas"

"great people"  "olden times"  "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.
We agree that Lockhart's brand should honor both its history, and its evolution into a modern, growing community.
Traditional
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
Logo Concept
Lockhart
Logo Lockups

CITY OF
Lockhart
TEXAS

Primary Color Palette:

Pantone Black U
Antique White or Background Color

Lockhart
TEXAS

Lockhart
BBQ Capitol of Texas!

Thank You
Logo Colors

Muted/Traditional Palette:

Bolder/Modern Palette:
Municipal Applications
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Municipal Applications
Municipal Applications

Welcome To The
CITY OF
Lockhart
Municipal Court

Business Hours:
Mon - Friday 7:30 - 5:00
Civic Applications
Thank You
City of Lockhart
Branding & Wayfinding
Creative Brief

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Katie Mills (ex-officio)

City Staff:
Dan Gibson, City Planner
Kevin Waller, Assistant City Planner
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 recap with additional details below.
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.

CITY OF LOCKHART
LOCKHART, TEXAS 76554

P.O. Box 320
Telephone Area Code 512 906-3401
304 West San Antonio

CITY OF

Lockhart

1852

Texas
Department
of Transportation
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.
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.
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.
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
SUBJECT: New City Logo Implementation Costs
DATE: December 5, 2018

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