

City of Montgomery
Government Affairs Committee Minutes
April 10, 2023

Present

Brian Riblet, City Manager
Tracy Henao, Asst. City Manager
Connie Gaylor, Clerk of Council

City Council Committee Members Present

Chris Dobrozsi, Chair
Ron Messer
Sasha Naiman

The Government Affairs Committee of Council convened its meeting for April 10, 2023 at 4:30 p.m. with Mr. Dobrozsi presiding.

New Business

Facilities and Corporate Signage

Ms. Henao explained that Staff has been working with Kolar Design on proposed designs for new City facilities and corporate signage in accordance with the brand standards adopted in September of 2020. She explained that included in their packets was a power point presentation that would provide an overview of the 2019 branding process that serves as a foundation for the design project that includes updating and creating new facility and corporate signage throughout the city limits.

Ms. Henao explained that the purpose of this meeting was to present material selection as well as the design system to the Committee. She stated that staff would like to obtain feedback and approval for both to provide direction to staff in the continued process of design development of the signage from the Committee.

Ms. Henao explained that along with Mr. Riblet, Kevin Chesar, Community Development Director, and Mike Rogers, Asst. Public Works Director, they met with Kolar Design to discuss the materials and design. She stated that what was before them today were the results of these meetings.

Ms. Henao explained that when determining the look of wayfinding signs, the team considered the use of materials in the past such as brick and rod iron. She added that all signage would follow the 2019 brand guidelines in the selection of colors. Ms. Henao discussed with the Committee the proposed shape styles of the signs. For the cantilever wayfinding sign she discussed a sling style frame that was suggested to hold directional and area signage such as for public parking or to mark the Montgomery Quarter.

Ms. Henao presented the facility signage that would be of a larger scale. Among the four options presented staff liked options 1 or 2 that had a masonry cornice of different shapes on top and under the building sign. She pointed out that Kolar recommended option #1 as it was traditional yet progressive with the shape of the cornices. She added that Kolar also recommends using the circular logo but "city of" can be added above the facility location name. She added that staff was split on adding "city of" as it could get lost on the sign, but staff were fine with it or without it.

Mr. Riblet stated that staff and Council have spent a lot of time and money on the rebranding and during that process that he felt Council did not stretch too far in the new branding so he felt option #2 would be more traditional and fall in line with the branding.

Mr. Dobrozsi asked if the base of the sign would be brick or limestone.

Ms. Henao explained that the design could include both. She added that the panel would have external illumination with HDU (high density urethane) with routed letters. She explained that Kolar is envisioning a metal panel with vinyl letters.

Mr. Messer asked which material would hold up better.

Ms. Henao replied that in regard to maintenance there would not be much difference between the HDU material and the metal panel.

Mr. Dobrozsi stated that the price difference between the materials is not very big.

Mr. Riblet stated that he felt it would be an issue of what looked traditional or modern.

Mr. Dobrozsi stated that he looked at the level of detail. He stated that the difference is a more substantial base with a flat sign or a simple base with a detailed sign. He added that he did not like options 3 or 4.

Mr. Messer stated that he liked options 1 and 2 but was leaning towards #2.

Mrs. Naiman stated that she did not like options 3 or 4 and originally liked option #2 but is leaning towards option #1, depending on the materials.

Ms. Henao asked how the Committee felt with having "City of" on the signs.

Mr. Riblet stated that he felt the sunburst would have to be shrunk in order to increase "City of" or you would not see it.

Mr. Dobrozsi asked if the full address needed to be used.

Ms. Henao replied that the Code requires the street number and name on signs.

Mr. Dobrozsi asked what staff's preference was. He asked if the numbers could be placed somewhere else on the sign and to also add the street number to the buildings. Staff and the Committee discussed this.

The Committee and staff discussed the materials being monument width on the sign. Mr. Dobrozsi pointed out that the top cornice would not be masonry due to the weight of it. If the sign material were to be a metal panel, it would likely be 2 metal panels mounted on a frame then onto the base to create the proper width. Mr. Dobrozsi stated that he was leaning towards a design that was more simplistic.

Mr. Riblet added that having a brick base along with the logo would recognize the history of the brick and lamppost that has always been in the brand.

Mr. Dobrozsi stated that he liked the combination of a flat panel and applied letters.

Ms. Henao explained that the major building signs would be more appropriate in size and dimension to the building and lot size.

Ms. Henao confirmed with the Committee that they liked options 1 or 2, more detail on the base and less on the sign face, retain depth on the sign base, include both "City of" and the entire street number and name on the sign.

Mr. Dobrozsi confirmed that these were just prework pictures.

Ms. Henao agreed he was correct in that the team and Kolar originally discussed the presented designs. She stated that there was still work to be done before a final design was chosen and that an update would be given to the Committee in the future.

Mr. Messer asked what type of signs Madeira has.

Mr. Dobrozsi stated he thought theirs was brick. Mr. Dobrozsi asked how many signs would have to be done.

Mr. Riblet stated there were 8 corporation limit signs. Ms. Henao stated there would be 15 monument signs to include all buildings and park entrances.

Ms. Henao explained that the signs would most likely be done in phases as the funds were worked into the budget.

Other Business

Mr. Messer displayed a flyer he had received from Madeira that had a QR code on it that linked to all events. He asked if we had thought about doing something similar.

Mr. Riblet stated that he thought that sign came from the Chamber of Commerce in Madeira.

Mr. Dobrozsi stated that they also do a lot through social media.

Ms. Henao explained that the Montgomery Chamber of Commerce utilizes email blasts to disburse information. She stated that they do not have the funds to produce and send out mailers that the City would have to fund that type of project.

Mrs. Naiman stated that when all the Montgomery Quarter (MQ) activities begin to occur that we need to emphasize all those activities to drive attendance to the new area.

Mr. Riblet explained that staff have been cautious with the programming at the MQ to allow the restaurants to open and become operational. He stated that in the next phase there would be areas that will be more activity focused. Mr. Riblet added that staff is discussing whether bringing in a new full time/part time person in the recreation department to help with the programming or outsourcing those services would be more beneficial.

Mrs. Naiman asked if there would be open parking space and not just a pathway between the buildings and phases of the development.

Mr. Riblet explained that the center of Block 3 will be activity driven. He stated this 'activity alley' will connect the south end to the park. He explained that would provide a great deal of opportunity for activities.

Ms. Naiman asked the percentage of the existing structures were rented,

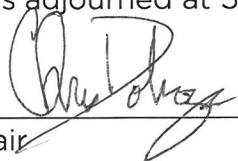
Mr. Riblet replied approximately 80%.

Minutes

Mr. Messer moved to approve the March 13, 2023 minutes. Mrs. Naiman seconded. The Committee unanimously agreed.

Adjournment

Mr. Messer moved for adjournment. Mrs. Naiman seconded. The Committee unanimously agreed. The Governmental Affairs Committee of Council meeting was adjourned at 5:19 p.m.



Chair