



Town of Argyle, TX | Branding, Placemaking & Wayfinding System Guidelines Manual

January 24, 2017

Project History

In July of 2016, the Town of Argyle retained the design team of focusEGD, Valley Quest Design, and BR_DGE Design (The Team) for its Branding, Place-Making and Wayfinding project. The Town was seeking to brand the community, create a sense of place, and improve wayfinding within the Town limits. The vision for the project was to maintain the uniqueness of Argyle, while creating a geographical awareness, and a unified look. The Team began the process by researching Argyle's demographics, history and roots, and touring the 11.4 square miles to discover the points of interest and regional influences.

What the Team discovered is that the railroad was instrumental in Argyle's growth. To date the active train tracks run parallel to the main north south road, US Highway 377, that bisects the Town. Kay Teer, Council Member, provided an insightful history lesson complete with a tour of the museum at the Town Hall. Here we learned of the connection to Argyll, Scotland, and took inspiration from the symbols and patterns seen there. The tour also revealed an equestrian connection unique to Argyle. The Team incorporated these discoveries into the solutions the Council approved, capturing the essence of Argyle.

Physical Influences

At the time of this study, Interstate 35W is the north/south border on the west side of Argyle; Crawford Road is to the north; Remington, Keith and Frenchtown roads to the south; and Farm Road 1830 to the east. Farm Road 407 is the main east/west road bisecting the Town. According to TxDot information, there is a projected expansion of US Highway 377 in 2021, Interstate Highway 35W in 2026, and potentially FM 407 in 2026. One goal of the project is to take advantage of these projections and prepare Argyle to be proactive in the aesthetic discussions of these expansions that will achieve the placemaking and awareness of Argyle goals.

Also at the time of this study, the document "Executive Summary Proposed Amendments to the Argyle Comprehensive Plan, January 21, 2015" was provided to the Team, which serves as guidance for future development and represents policy and generalized land uses proposed for Argyle.

The Team also present at a presentation of the Town Engineer's Construction Standards project, outlining the standards for future road and sidewalk design (See the 12/13/2016 Town Council Meeting Packet PDF posted on the Town of Argyle website, within the Government menu find the Agendas & Minutes page).

This is an excellent time for Argyle to create the design aesthetics and standards to achieve a unified brand appearance when working with future roadway and economic developers.

The Process and Deliverables

The Steering Committee and the Design Team participated in three insightful and productive design meetings through the Fall 2016 (See Meeting Notes attached at the end of this document). The Team also met with TxDOT Dallas District to acquire clarification and information on a number of topics, including Community Wayfinding Programs, Lighting Standards, and Landscaping. The process addressed the branding recommendations for the Town of Argyle logo revisions for signage, landscape design and materials, and wayfinding signage to TxDOT standards. On December 13, 2016, the design team presented the Placemaking & Wayfinding System to Town Council, and received a unanimous approval to finalize the design package. The culmination of that design effort is captured in the final deliverable including Brand Management, Landscaping Standards and Signage Standards.

Continued next page

Argyle Steering Committee:

Paul Frederiksen, Town Manager
Kay Teer, Council Member
Marla Hawkesworth, Council Member
Matt Jones, Director of Community Development
Skip Kalb, Economic Development Corporation Board Member
Angie Manglaris, Permit Technician

Town of Argyle Mayor:

The Honorable Peggy Krueger

Town Engineer:

John Birkhoff, Birkhoff, Hendricks, and Carter, LLP

Argyle Town Council:

Joey Hasty
Kay Teer
Eric Lamon
Jay Haynes
Marla Hawkesworth

Design Team:

focusEGD
Chris Bauer, Managing Principal
Peter Reed, Senior Designer

Valley Quest Design

Andy Cousins, Principal
Jeremy Blad, Principal

BR_DGE Design

Robbie Good, Principal
Jenn Sanchez, Designer

The Branding, Placemaking & Wayfinding System Guidelines Manual outlines the approved standards for the Branding, Landscape Architecture and Wayfinding elements to be used in the Town of Argyle development. Included in the first section are the Logo, Wordmark and Typography standards; the second section is of Landscaping elements including Planting Materials and Preferred Planning Arrangements, Bridge/ Overpass enhancements, Traffic Signal and Lighting selections, Gateway Monuments and Fencing, Median Markers, and Themed Weathervanes. The third section outlines the Wayfinding Signage System, including vehicular, pedestrian, parks, and trails. The final section outlines other Additional Items To Consider such as Wall Murals, Pedestrian Maps, Banner Systems, and Town Hall vehicular directional signs.

The Design Team wishes to thank the Town of Argyle for this opportunity to provide our design services to achieve a successful project solution. The experience for all participants has been most enjoyable.

Team Lead,



Chris Bauer

Inspiration	5
Branding	8
Placemaking	13
Wayfinding	32
Additional Items To Consider	38
Project Meeting Minutes	44

Inspiration



Agrarian



Railroad Architecture



Craftsman





Legend has it the name “Argyle” stemmed from Argyll, Scotland, where Dr. Daniel McIntyre Stewart, the first physician of the community, had family ties. The Argyle pattern is derived from the tartan of Clan Campbell, of Argyll, Scotland.



Thistle is the national floral emblem of Scotland
Thistle is an ancient Celtic symbol of nobility of character

Branding



Argyle Logo

Utilize this logo for print and web applications only



Argyle Logo

Current street signage logo application

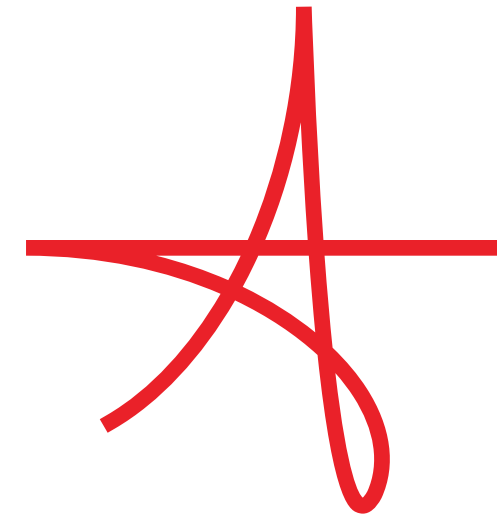


Argyle Logo - Standard

Utilize this logo for Enhancement Markers on vehicular signage

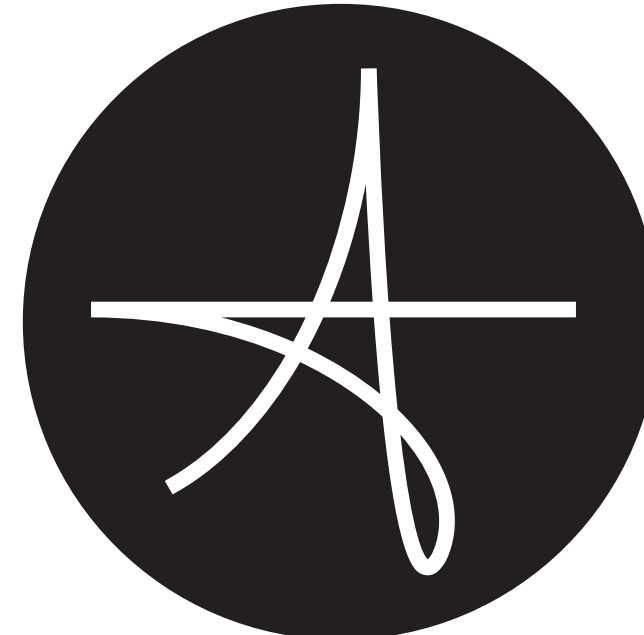


Argyle Logo - Reversed out of background



Argyle Icon - Standard

Utilize this icon for plaques on secondary markers in the medians



Argyle Icon - Reversed out of background

ARGYLE

Argyle Wordmark

Utilize on the primary monument signs, and pedestrian and park signage systems

Clarendon Bold Clarendon Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Primary Font Family

Town Wordmark & Park System Wayfinding

Clearview Hwy 2-B

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

TxDOT Required Font

Vehicular Wayfinding

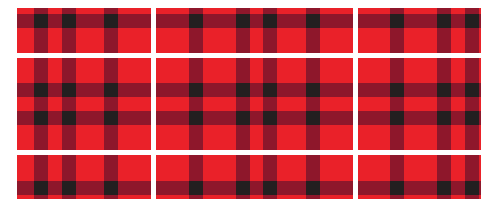
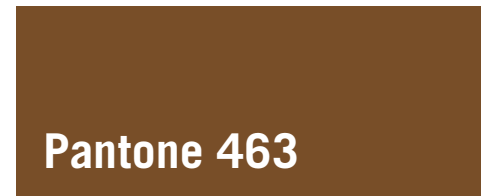
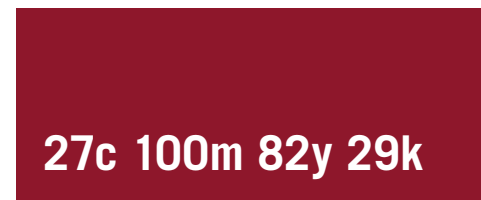
Avenir Heavy Avenir Medium Avenir Book

Secondary Font Family

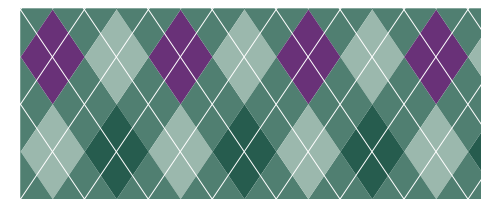
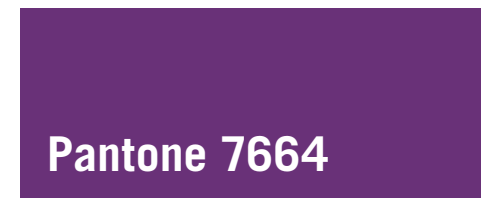
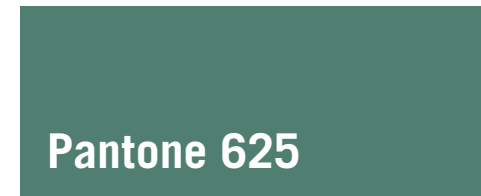
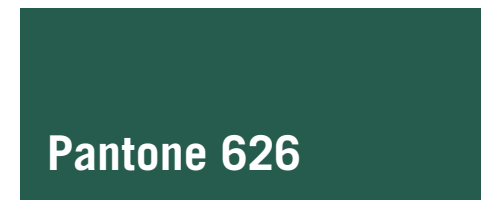
Pedestrian Wayfinding, Maps, and Interpretive



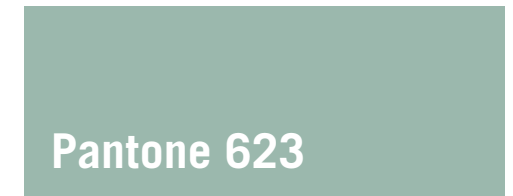
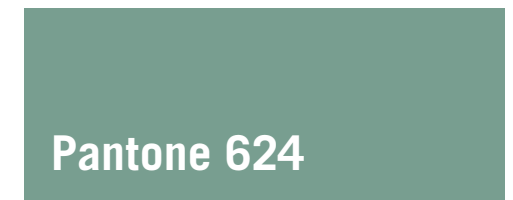
Argyle Logo
Signage Applications



Plaid Pattern*



Argyle Pattern*



Argyle Signage System
Vehicular, Pedestrian, Park, and Trails

*Designer will provide final vector artwork

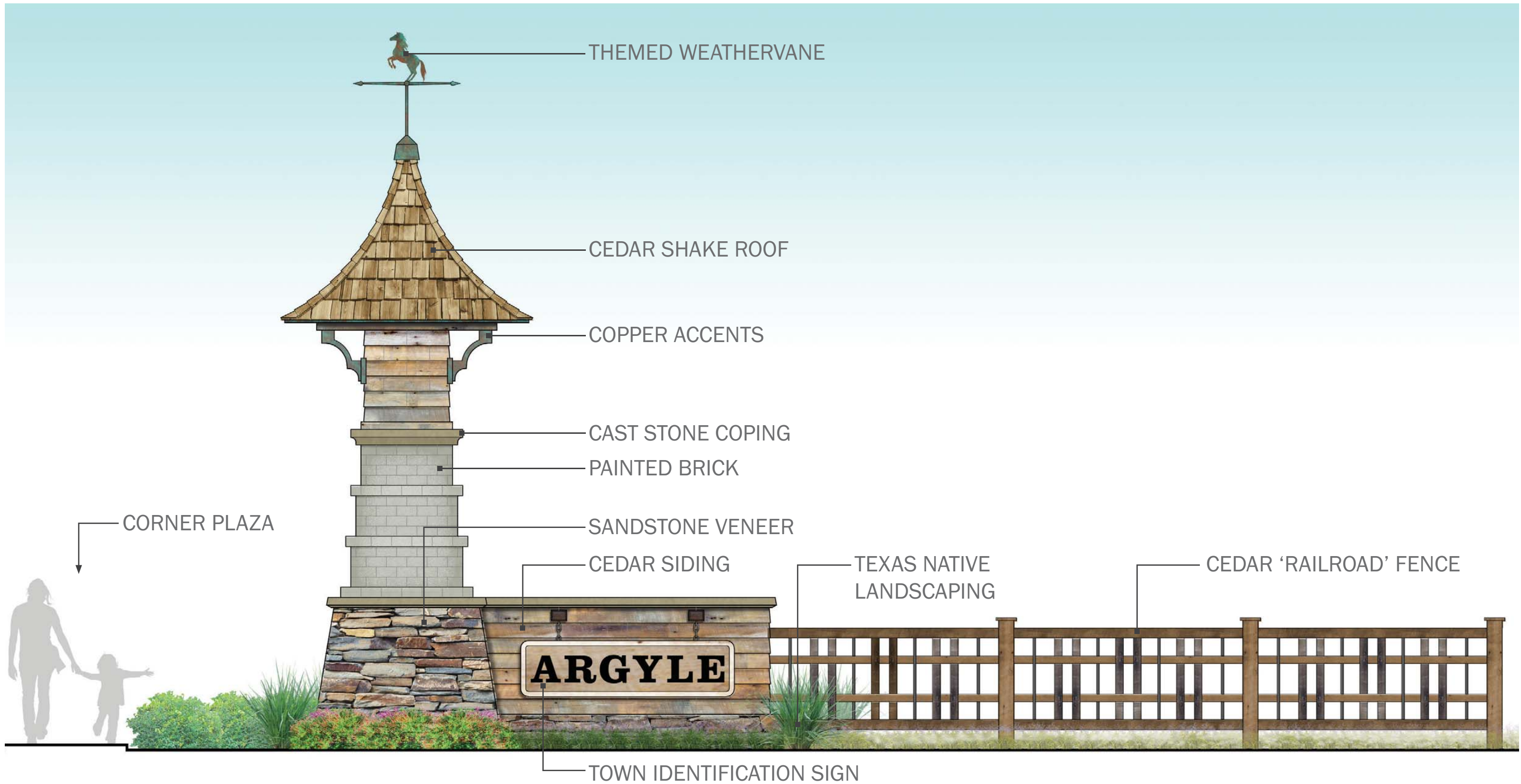
Placemaking

Monuments, Markers & Landscaping Elements

Primary Intersection

4-Corner Monuments, Fencing & Themed Weathervanes

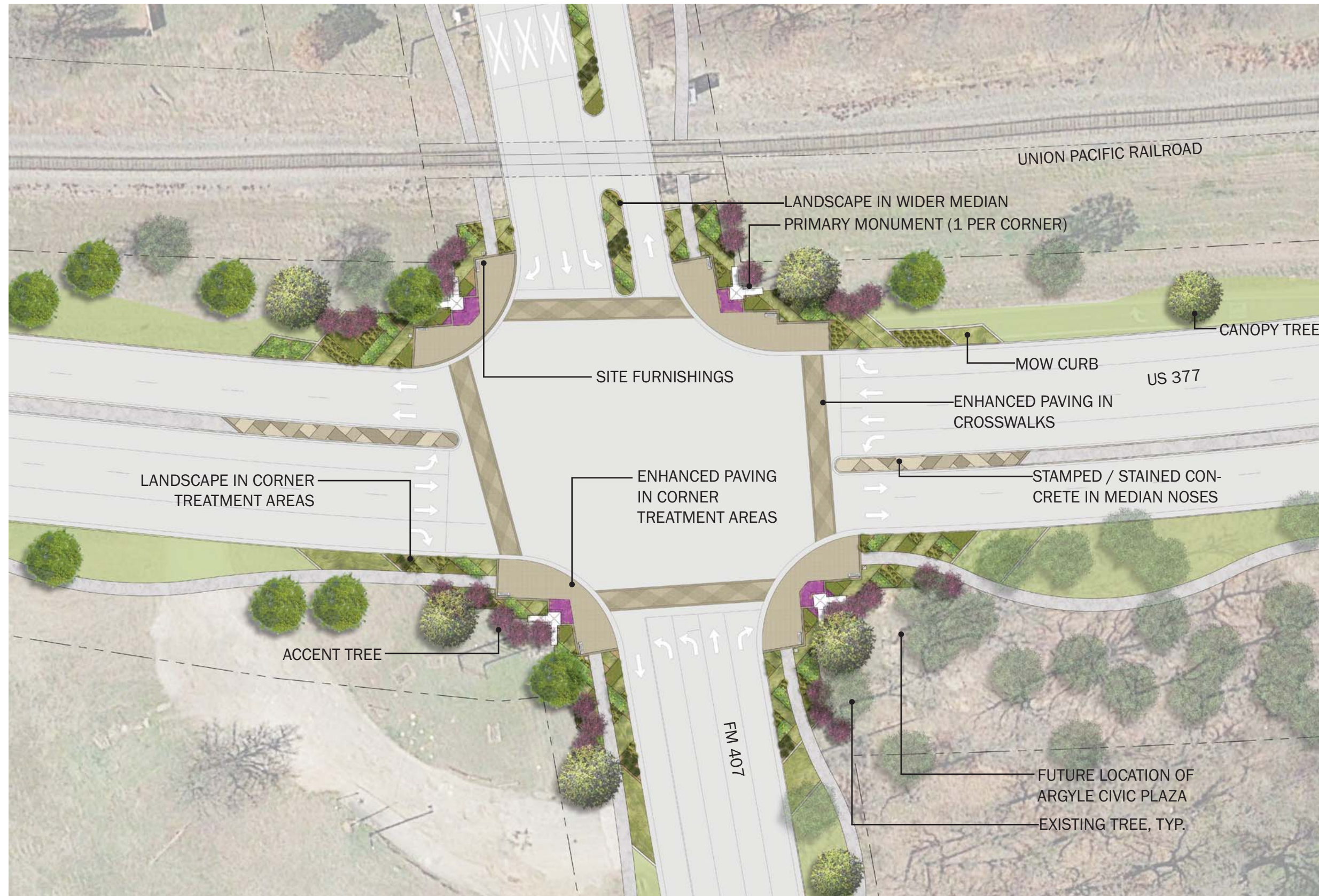
Primary Monument



Primary Intersection Landscape

4-Corner Monument Locations: US 377/FM 407

Primary Monument



Primary Intersection Landscape – Enlargement

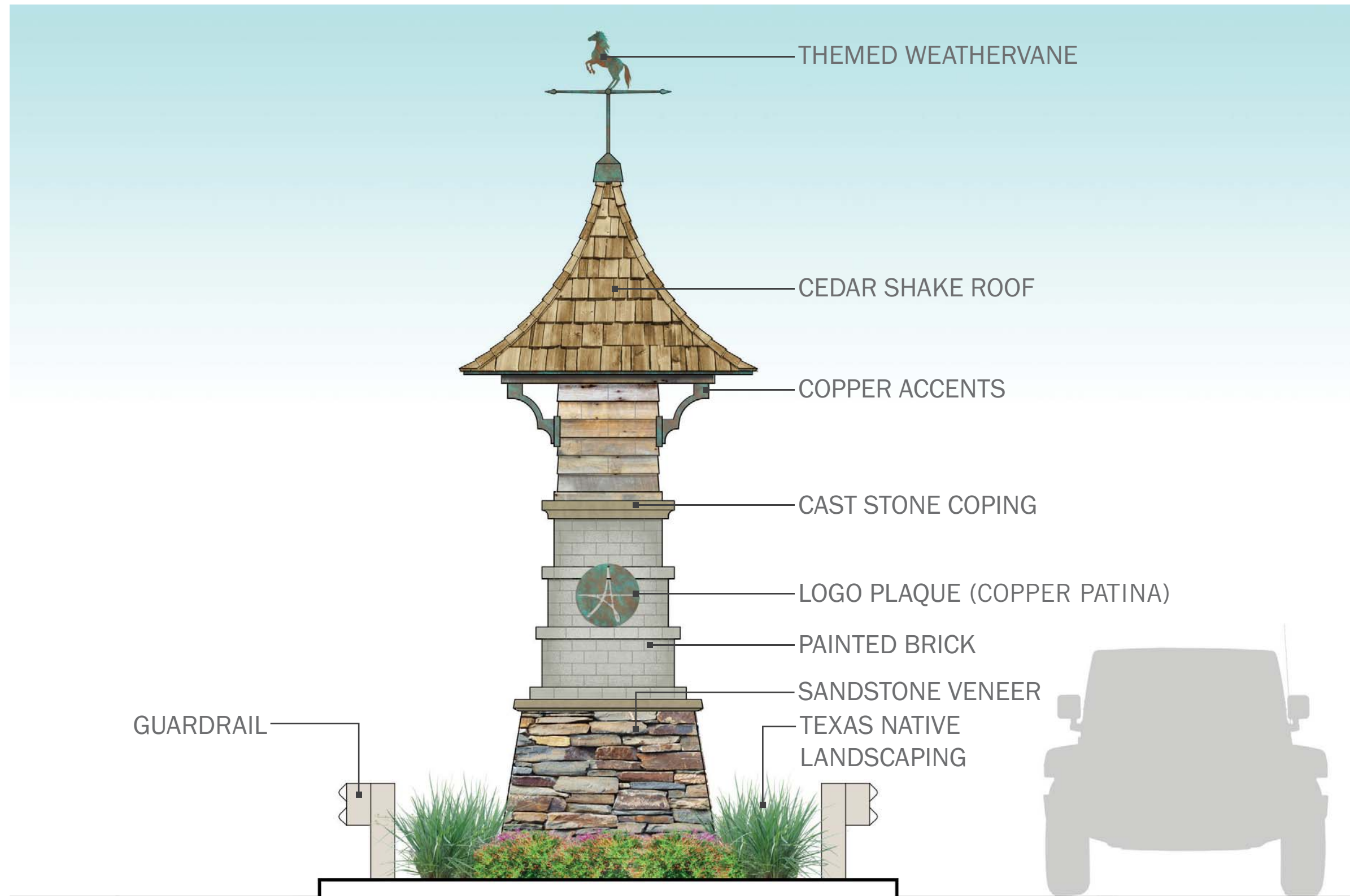
Monument Location: US 377/FM 407

Primary Monument



Primary Median
Markers & Themed Weathervanes

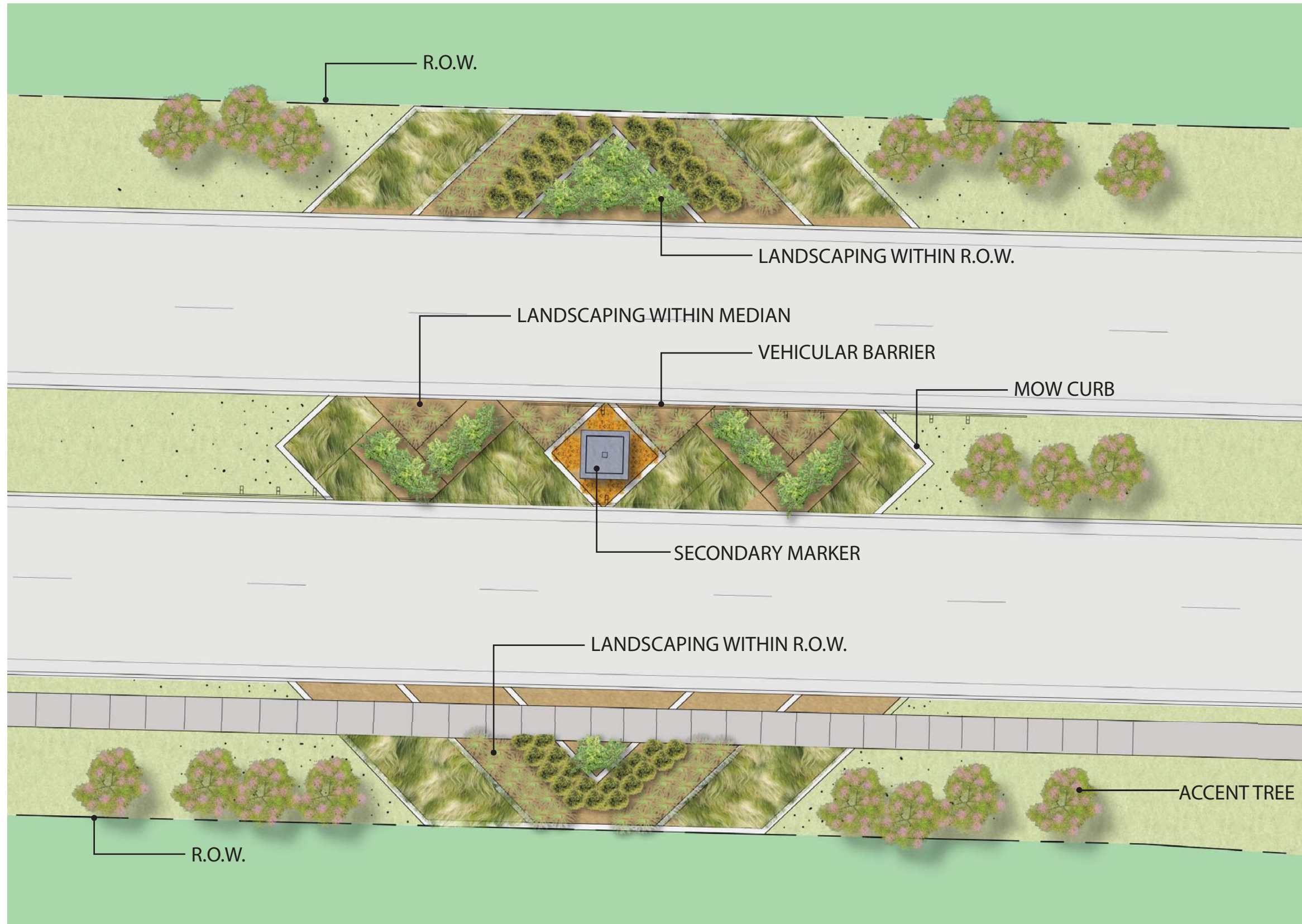
Secondary Marker



Primary Median Landscape

Marker Location: US 377 South Entry

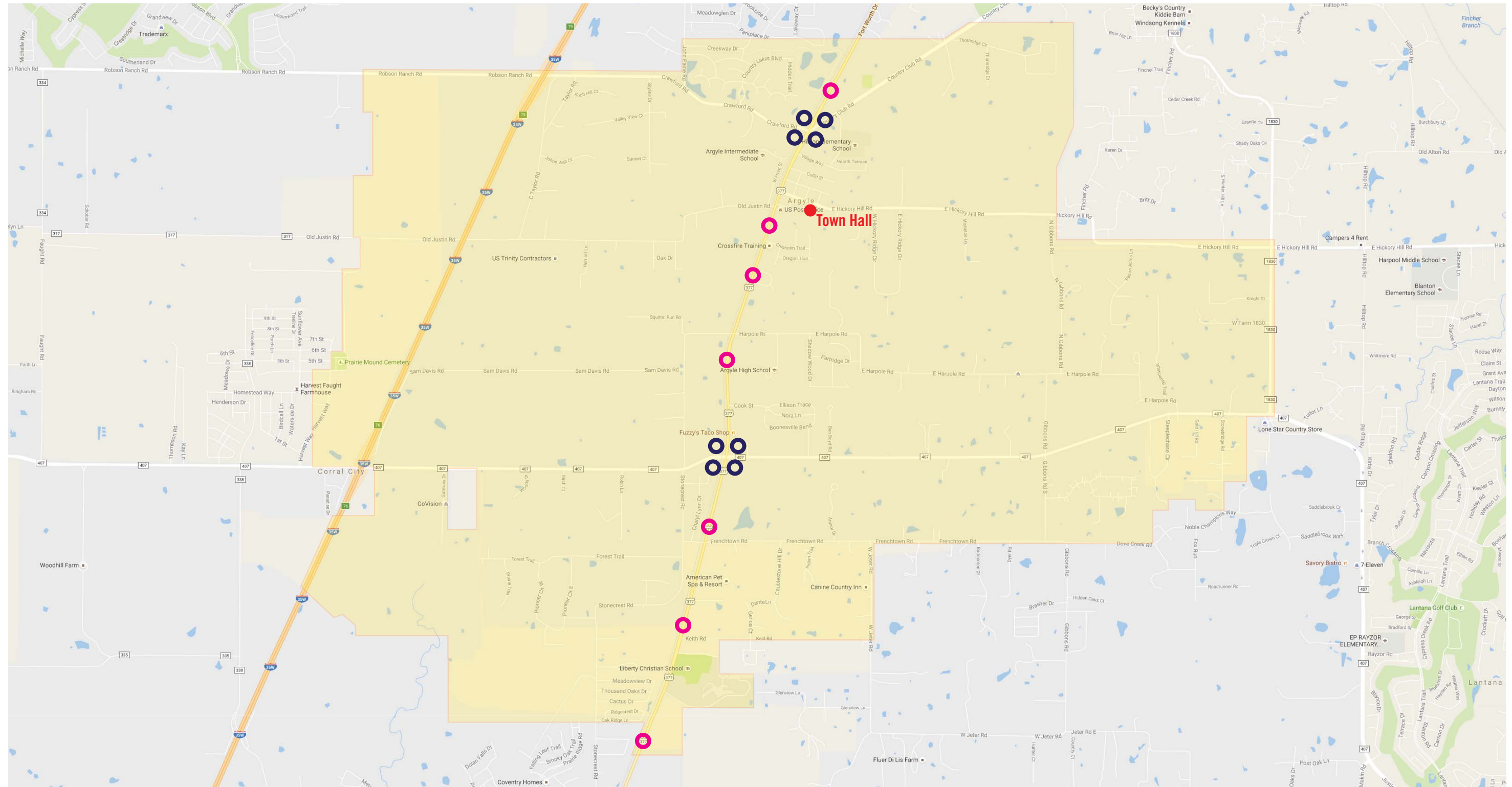
Secondary Marker



US 377 Roadway Enhancements Monuments & Markers Sign Location Plan

Year 2021

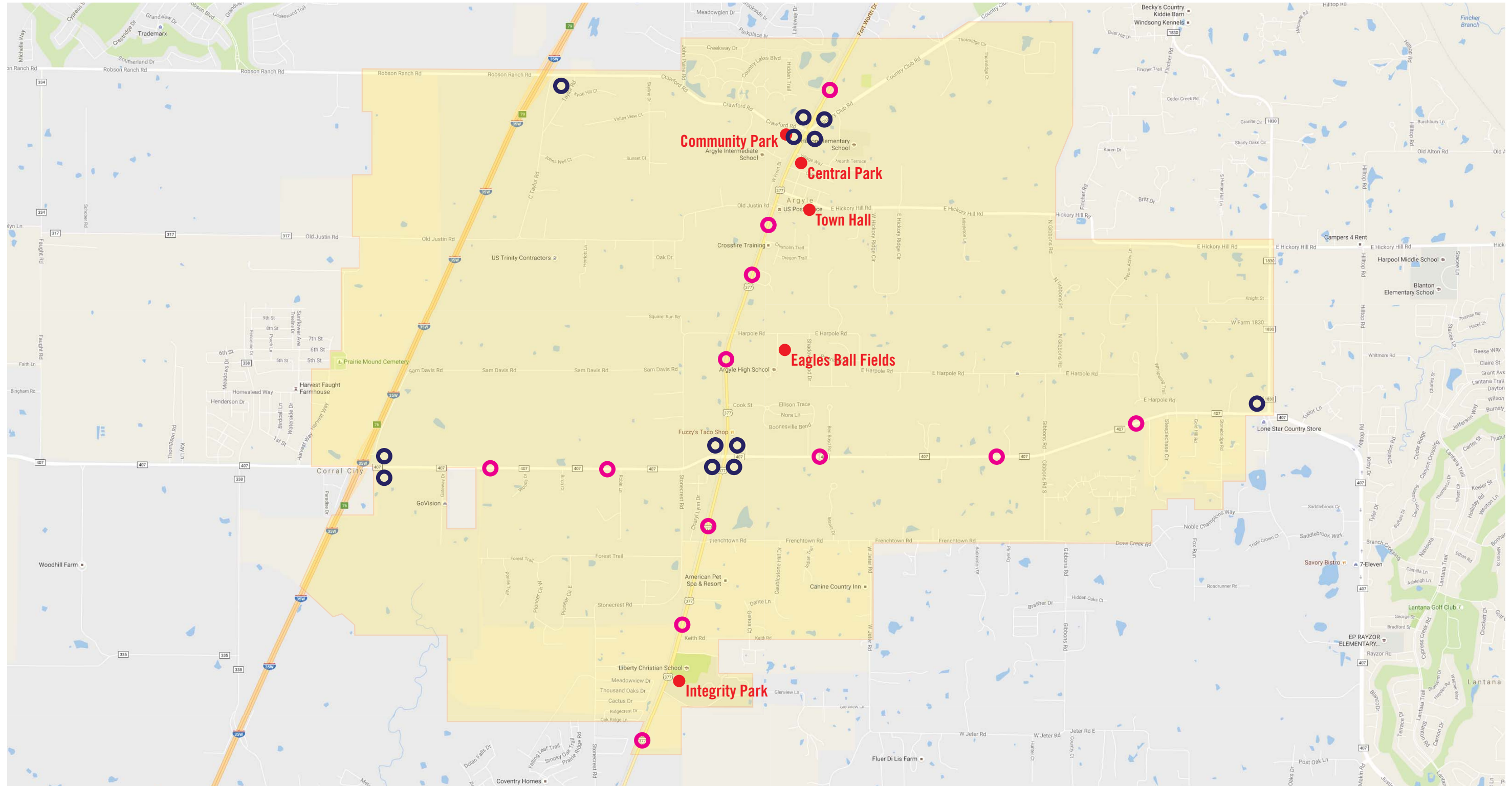
- Key**
- Primary Monument
 - Vehicular Directional - Higher Speed
 - Pedestrian Directional
 - Bicycle Directional
 - Secondary Marker
 - Vehicular Directional - Low Speed
- All other sign types placed as needed.



I-35W & FM 407 Roadway Enhancements Monuments & Markers Sign Location Plan

Year 2026

- Key**
- Primary Monument
 - Vehicular Directional - Higher Speed
 - Pedestrian Directional
 - Bicycle Directional
 - Secondary Marker
 - Vehicular Directional - Low Speed
- All other sign types placed as needed.





System-wide Plant List

Red Oak
Bur Oak
Live Oak
Lacebark Elm
Cedar Elm
Redbud
Smoke Tree
Deciduous Magnolia
Vitex
Wichita Blue Juniper
Rose Creek Abelia
Rosemary
Dwarf Wax Myrtle
Autumn Sage
Texas Sage
Anthony Waterer Spirea
Mexican Feather Grass
Gulf Muhly
Lindheimer Muhly
Seep Muhly
Little Bunny Fountain Grass
Apache Plume
Indian Grass
Little Bluestem Grass
Inland Sea Oats
Gray Santolina

407 Corridor Plant List

Red Oak
Bur Oak
Lacebark Elm
Redbud
Deciduous Magnolia
Rose Creek Abelia
Rosemary
Dwarf Wax Myrtle
Autumn Sage
Texas Sage
Anthony Waterer Spirea
Mexican Feather Grass
Gulf Muhly
Lindheimer Muhly
Seep Muhly
Little Bunny Fountain Grass
Apache Plume
Indian Grass
Little Bluestem Grass

377 Corridor Plant List

Live Oak
Lacebark Elm
Cedar Elm
Redbud
Smoke Tree
Vitex
Wichita Blue Juniper
Rose Creek Abelia
Rosemary
Autumn Sage
Anthony Waterer Spirea
Mexican Feather Grass
Gulf Muhly
Lindheimer Muhly
Seep Muhly
Little Bunny Fountain Grass
Apache Plume
Indian Grass
Little Bluestem Grass
Inland Sea Oats
Gray Santolina

Ornamental Grasses



Mexican Feather Grass



Moudry Grass



Lindheimer Muhly Grass



Seep Muhly Grass



Little Bunny Fountain Grass



Inland Sea Oats



Little Bluestem



Gulf Muhly Grass



Indian Grass



Dwarf Hameln Grass

Native Shrubs



Autumn Sage



Texas Sage



Dwarf Waxmyrtle



Rosemary



Rose Creek Abelia



Apache Plume



Anthony Waterer Spirea



Gray Santolina

Canopy Trees



Live Oak



Lacebark Elm



Red Oak



Cedar Elm



Bur Oak

Ornamental Trees



Redbud



Vitex



Smoke Tree



Deciduous Magnolia



Wichita Blue Juniper

Benches

1200 SERIES



PRODUCTS: MLB1200-W
MATERIALS: Steel, Ipe Wood

\$1,295.00



PRODUCTS: MLB1200-PCC-D12-PC
MATERIALS: Steel, High Density Paper Composite (HDPC)

HDPC: \$2,282.50
Wood: \$1,777.50

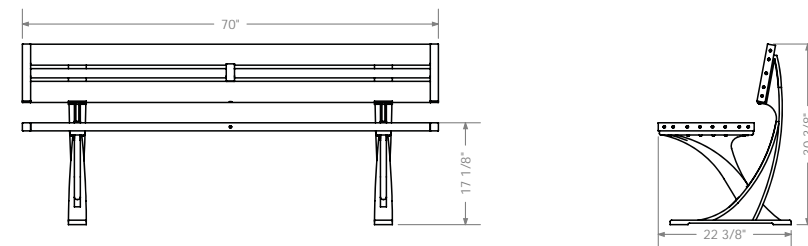


MLB1200-W

1200 SERIES



MATERIALS: Bench ends are made from solid cast aluminum. The seat employs Ipe Slats.
FINISH: The Maglin Powdercoat System provides a durable finish on all metal surfaces. Wood slats are treated with penetrating sealers.
INSTALLATION: The bench is delivered pre-assembled. Holes (0.5") are provided in each foot for securing to base.
TO SPECIFY: Select MLB1200-W
Choose:
- Powdercoat Color



DIMENSIONS:
Height: 30.38" (77.2cm)
Length: 70" (177.8cm)
Depth: 22.38" (56.8cm)
Weight: 126.87lbs (57.5kg)



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Benches

1200 SERIES



PRODUCTS: MLB1200B-W
MATERIALS: Steel, Ipe Wood

\$995.00

MLB1200B-W

1200 SERIES

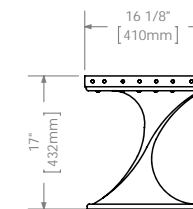
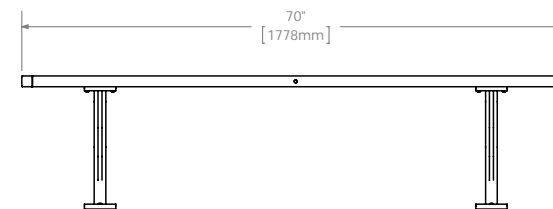


MATERIALS: Bench ends are made from solid cast aluminum. The seat employs Ipe Slats.

FINISH: The Maglin Powdercoat System provides a durable finish on all metal surfaces. Wood slats are treated with penetrating sealers.

INSTALLATION: The bench is delivered pre-assembled. Holes (0.5") are provided in each foot for securing to base.

TO SPECIFY: Select MLB1200-W
Choose:
- Powdercoat Color



DIMENSIONS:
Height: 17" (43.2cm)
Length: 70" (177.8cm)
Depth: 16.13" (41.0cm)
Weight: 80.67lbs (36.6kg)



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Litter Receptacles

700 SERIES



PRODUCTS: MLWR700-32-WT-ST
MATERIALS: Steel, Ipe Wood

\$1,245.00



PRODUCTS: MLWR700-32-WT-ST, HBSP-W
MATERIALS: Steel, Ipe Wood

MLWR700-32-WT-ST: \$1,245.00
HBSP-W: \$1,545.00



MLWR700-32-WT-ST 700 SERIES

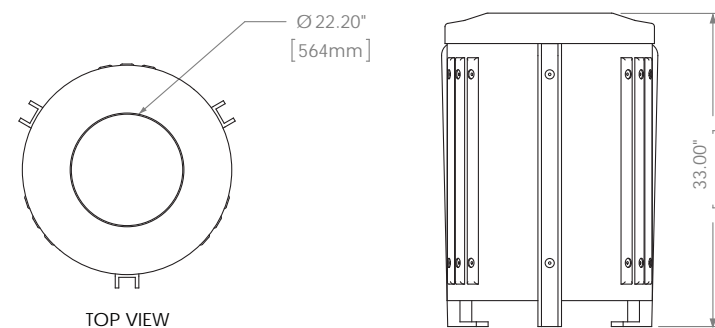


MATERIALS: The trash container is constructed using a laser cut sheet metal frame, aluminum castings and Ipe trim. A 32 gallon commercial grade plastic liner and standard metal lid are provided.

FINISH: All steel components are protected with E-Coat rust proofing. The Maglin Powdercoat System provides a durable finish on all metal surfaces.

INSTALLATION: The trash container is delivered pre-assembled. Holes (0.5") are provided in each mounting foot for securing to base.

TO SPECIFY: Select MLWR700-32
Choose:
- Powdercoat Color
- Trim
- Ipe (MLWR700-32-WT)
- HDPC
Charcoal (MLWR700-32-PCT)
Sandstone (MLWR700-32-PST)



DIMENSIONS:
Height: 33.00" (83.8cm)
Diameter: 22.00" (56.4cm)
Weight: 85lbs (39kg)



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Litter Receptacles

650 SERIES



PRODUCTS: MLWR650-32-M-L4-LBK with Vinyl Graphics
MATERIALS: Steel

\$1,395.00*

*Price includes Vinyl Graphics



PRODUCTS: MLWR650-32-M with Vinyl Graphics
MATERIALS: Steel

\$1,395.00*

*Price includes Vinyl Graphics



MLWR650-32-M

650 SERIES



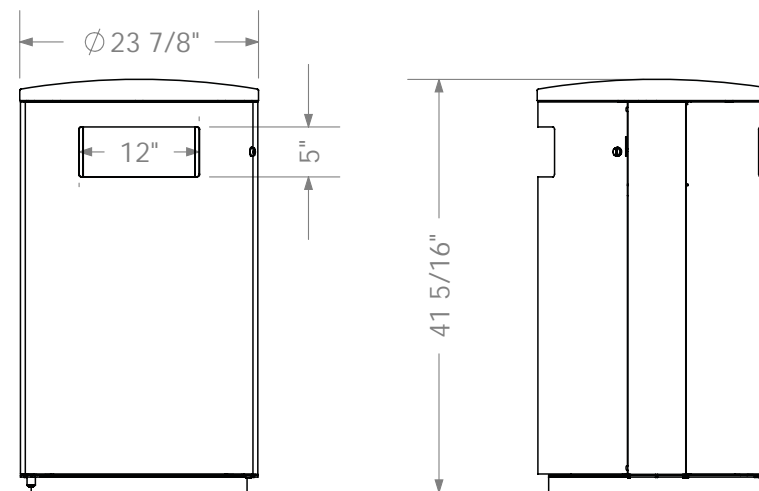
MATERIALS: The trash container is constructed using a laser cut sheet metal frame. A 32 gallon commercial grade plastic liner and spun metal lid are provided.

FINISH: All steel components are protected with E-Coat rust proofing. The Maglin Powdercoat System provides a durable finish on all metal surfaces.

INSTALLATION: The trash container is delivered pre-assembled. Holes (0.5") are provided in each mounting foot for securing to base.

TO SPECIFY: Select MLWR650-32-M
Choose:
- Liner Color
- MLWR650-32-M-LGR (Green)
- MLWR650-32-M-LBE (Blue)
- MLWR650-32-M-LBK (Black)- Powdercoat Color
- Powdercoat Color

OPTIONS:
- Vinyl Graphics
*Vinyl graphics not recommended on Fine Textured powdercoat.



DIMENSIONS:
Height: 41.3" (104.9 cm)
Diameter: 23.9" (60.6 cm)
Weight: 151.6lbs (69kg)
Liner Capacity: 32.0 Gallons
121.0 Litres



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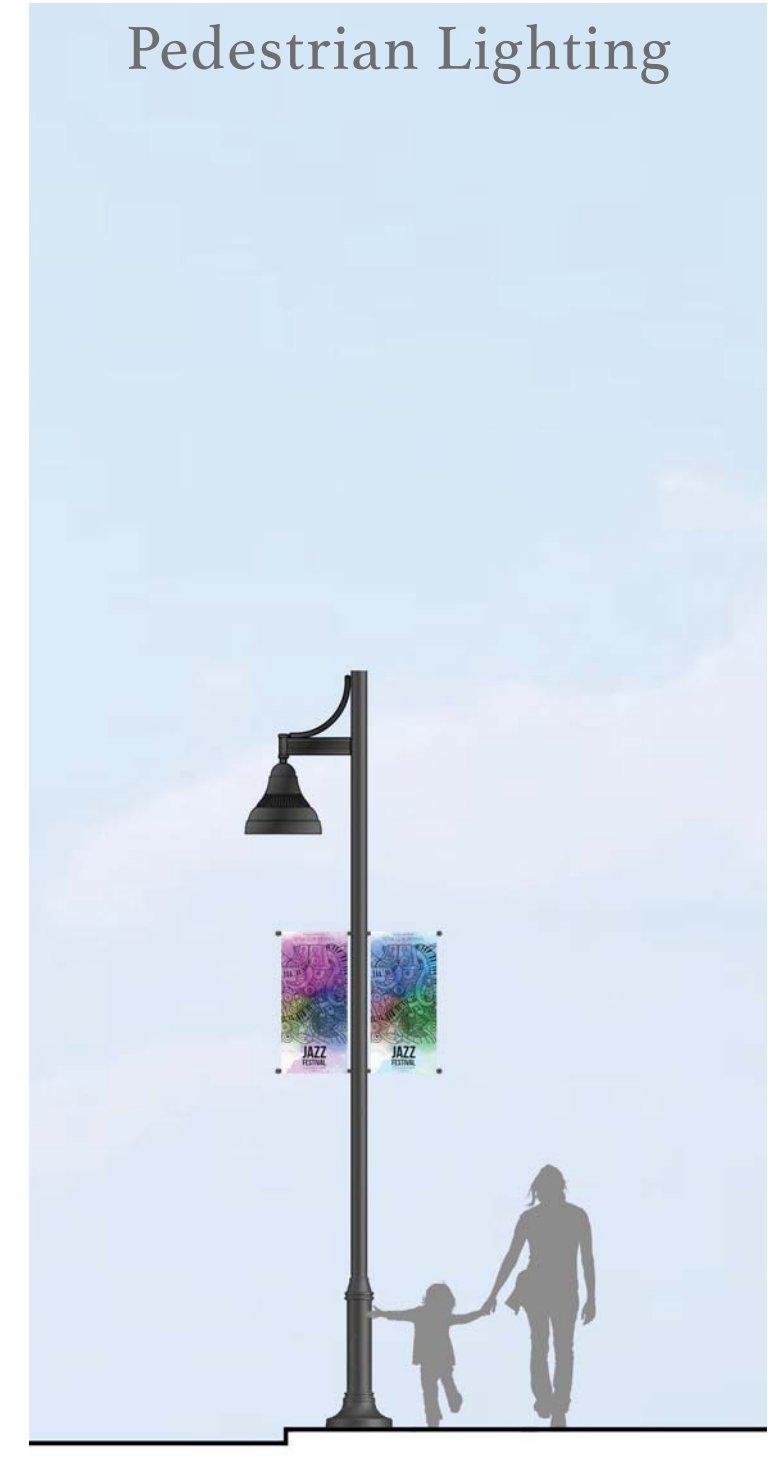
Median Light Standard



Parkway Light Standard



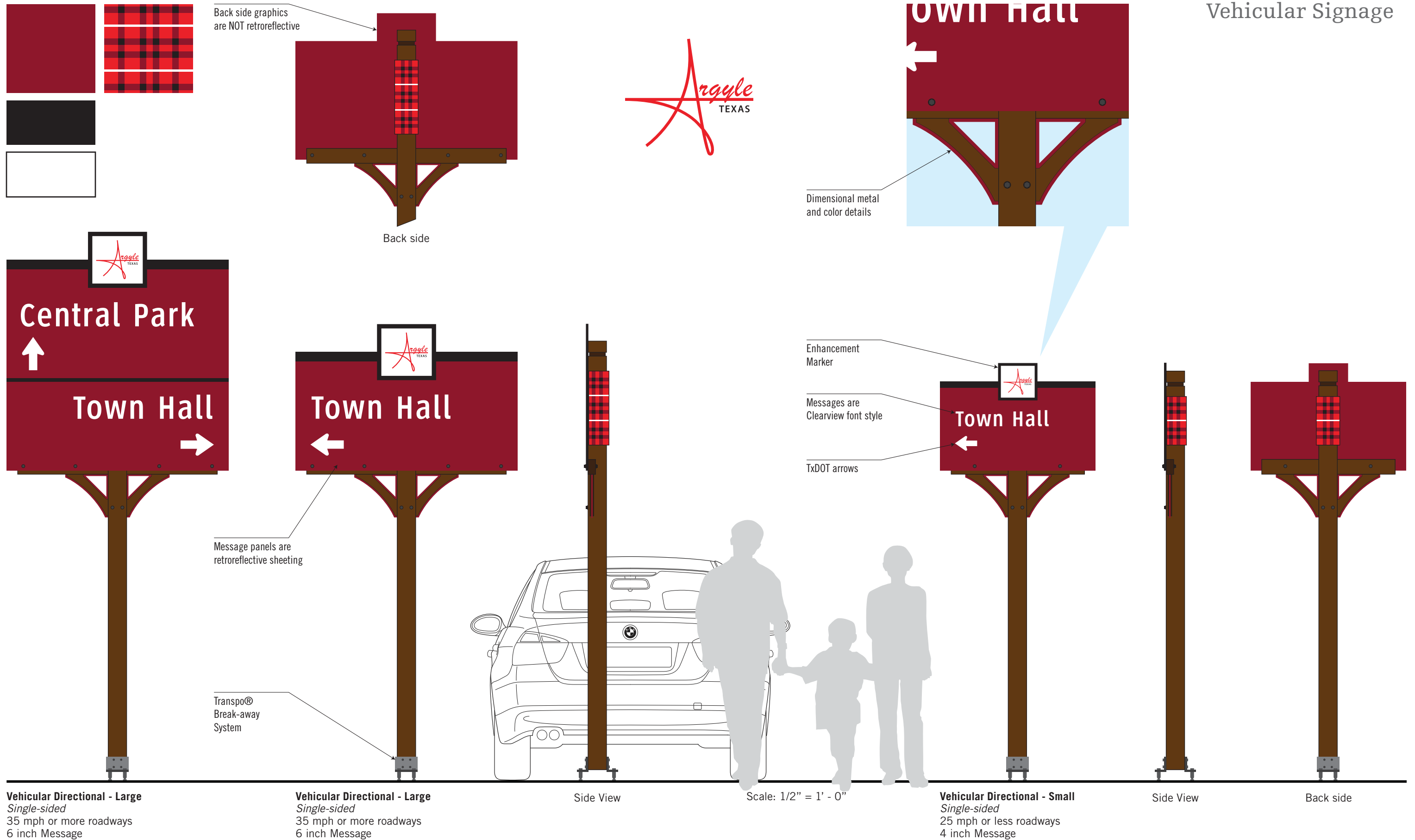
Pedestrian Lighting

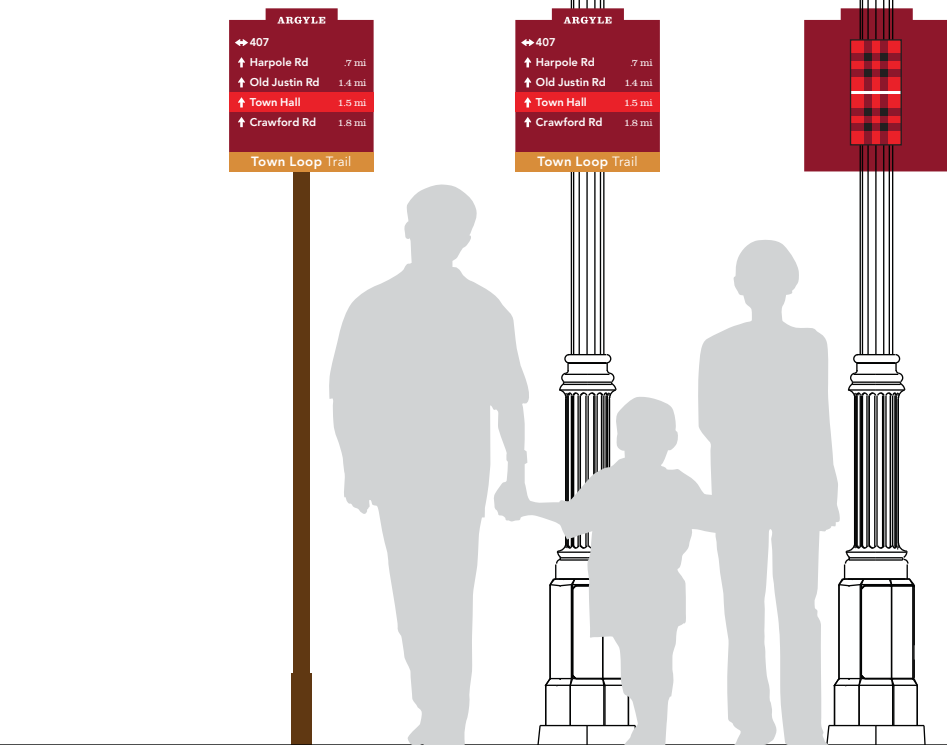
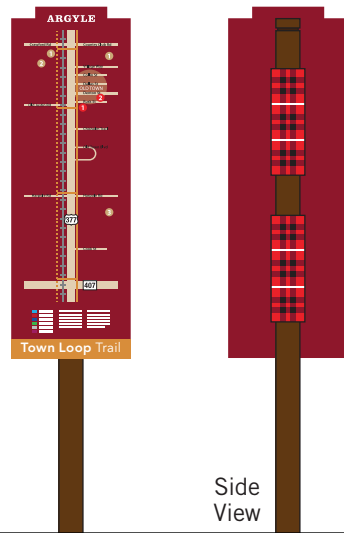
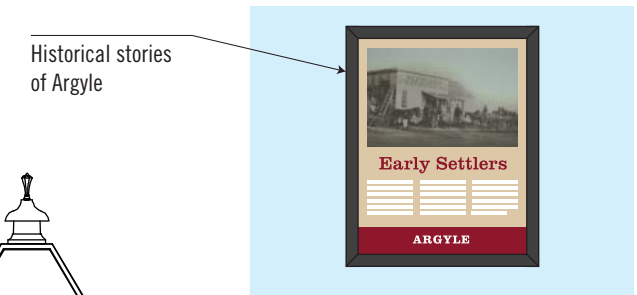
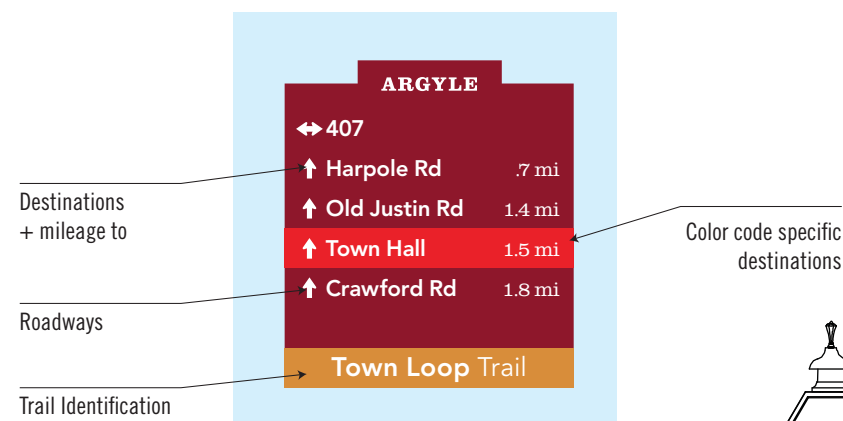
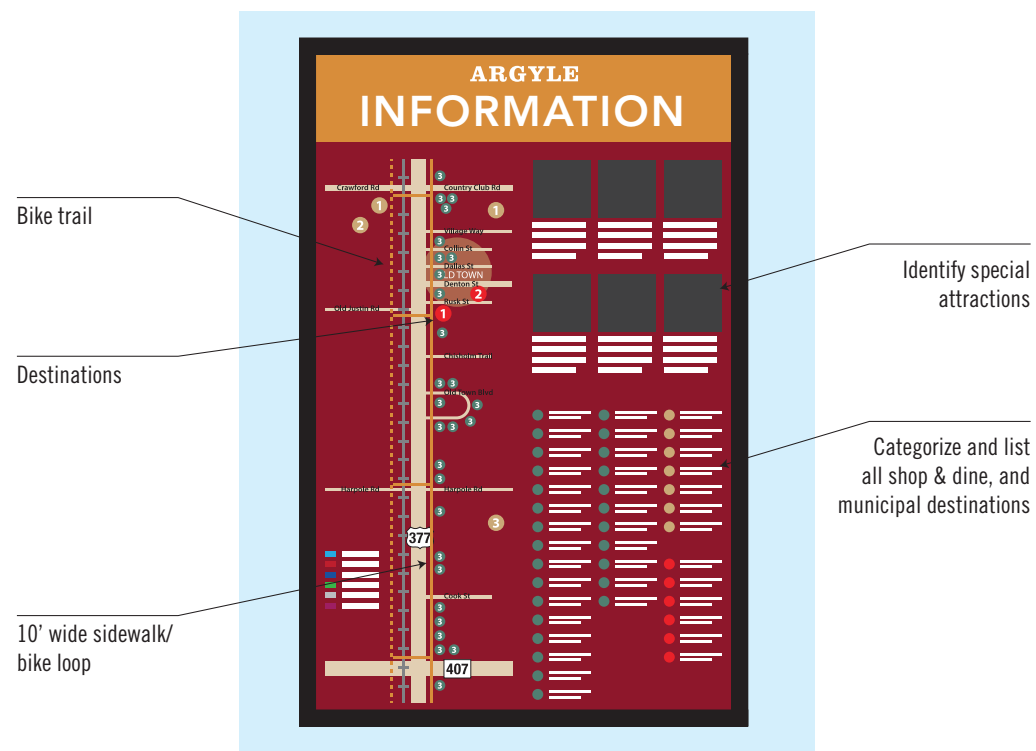




Wayfinding

Vehicular, Pedestrian, Parks, and Trails





Information Pedestrian Kiosk - Retail, Restaurants and Trails
Double-sided
 A major intersection map providing information of all the civic, retail, restaurants and trails accessible along the 377 roadway.

Trail Map - "The Loop"
Single-sided
 Linear map for the trail identifies the sidewalk on 377 East side, and the bike trail on the West side of the railroad tracks.

Scale: 1/2" = 1' - 0"

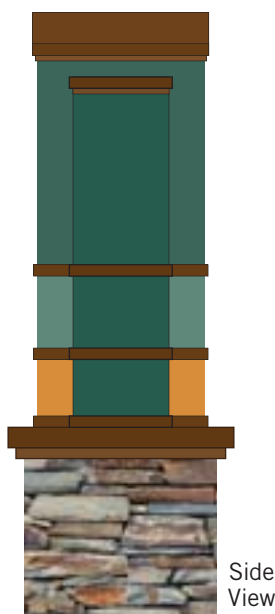
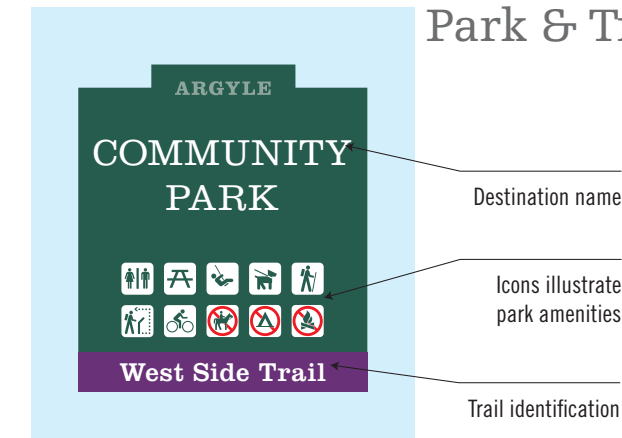
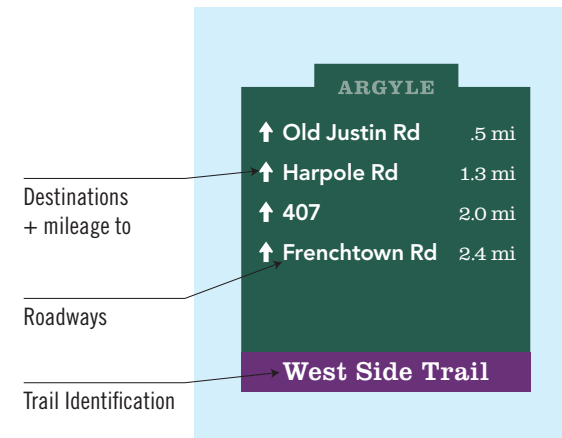
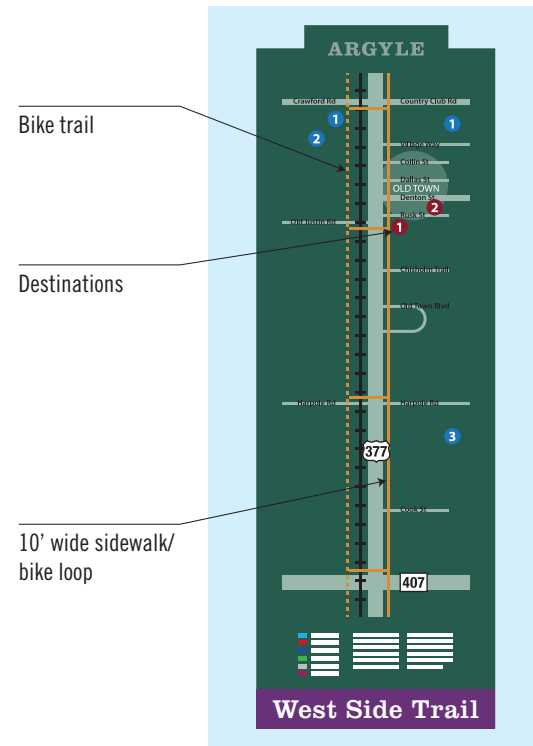
Trail Directional - "The Loop"
Single-sided
 The sign is for sidewalks, and can attach to anything and go anywhere.

Interpretive sign
Single-sided
 History stories of Argyle, for the pedestrian intersections and sidewalks.



ARGYLE

Park & Trail Signage



Side View



Park Identification Monument
Double-sided
 Park sign provides usage hours, amenity icons, and trail access.

Scale: 1/2" = 1' - 0"



Back View

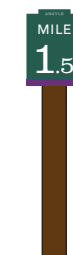
Trail Map - "The Loop"
Single-sided
 Linear map for the trail identifies the sidewalk on 377 East side, and the bike trail on the West side of the railroad tracks.



Back View



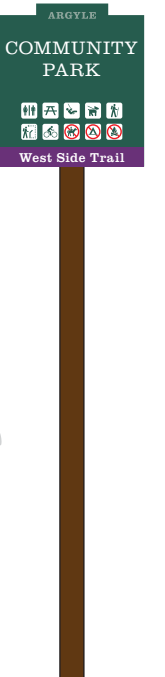
Trailhead Directional
Single-sided
 Directs to trails attached to the town network.



Mile Marker
Single-sided
 Typically located every 1/4 mile.



Trail Directional
Single-sided
 Directs to destinations and roadways.

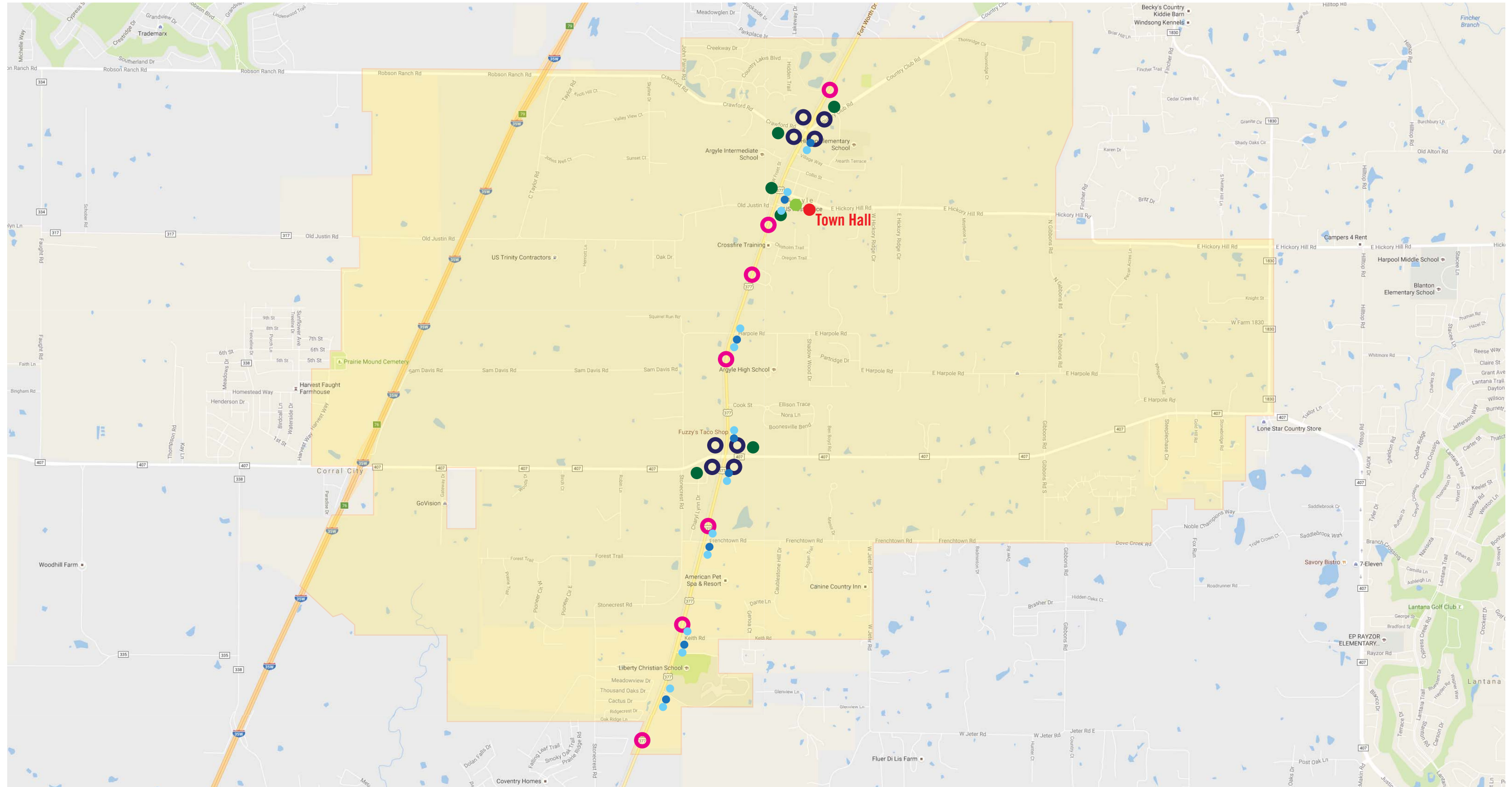


Destination ID
Single-sided
 Identifies a destination on trail network.

377 Roadway Enhancements Sign System Location Plan

Year 2021

- Key**
- Primary Monument
 - Vehicular Directional - Higher Speed
 - Pedestrian Directional
 - Bicycle Directional
 - Secondary Marker
 - Vehicular Directional - Low Speed
- All other sign types placed as needed.

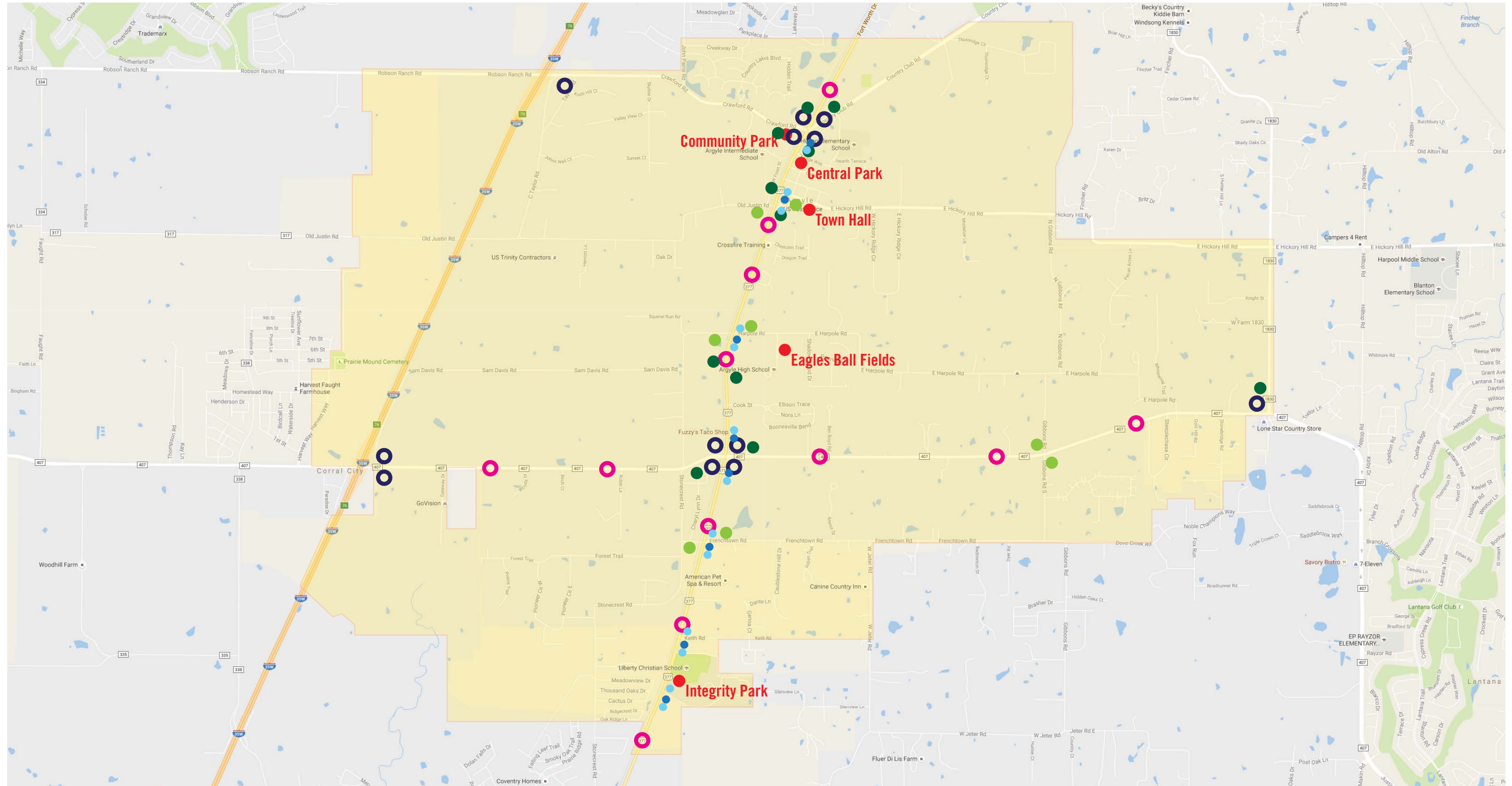


I-35W & FM 407 Roadway Enhancements

Sign System Location Plan

Year 2026

- Key**
- Primary Monument
 - Vehicular Directional - Higher Speed
 - Pedestrian Directional
 - Bicycle Directional
 - Secondary Marker
 - Vehicular Directional - Low Speed
- All other sign types placed as needed.



Wayfinding

Additional Items To Consider



Wall Mural
Welcome to Argyle TX





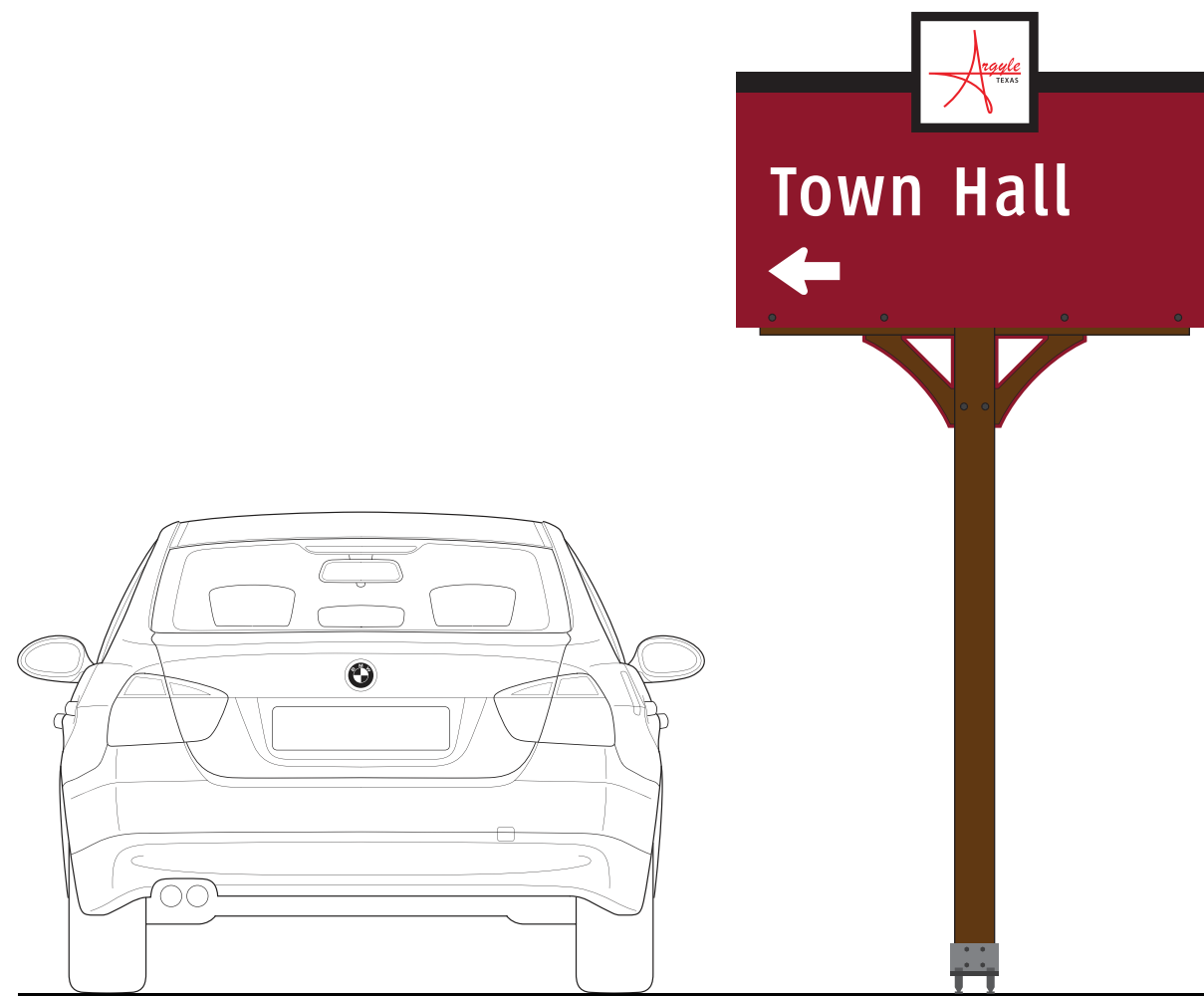
Large Advertising Banners on Street Lighting
Austin TX



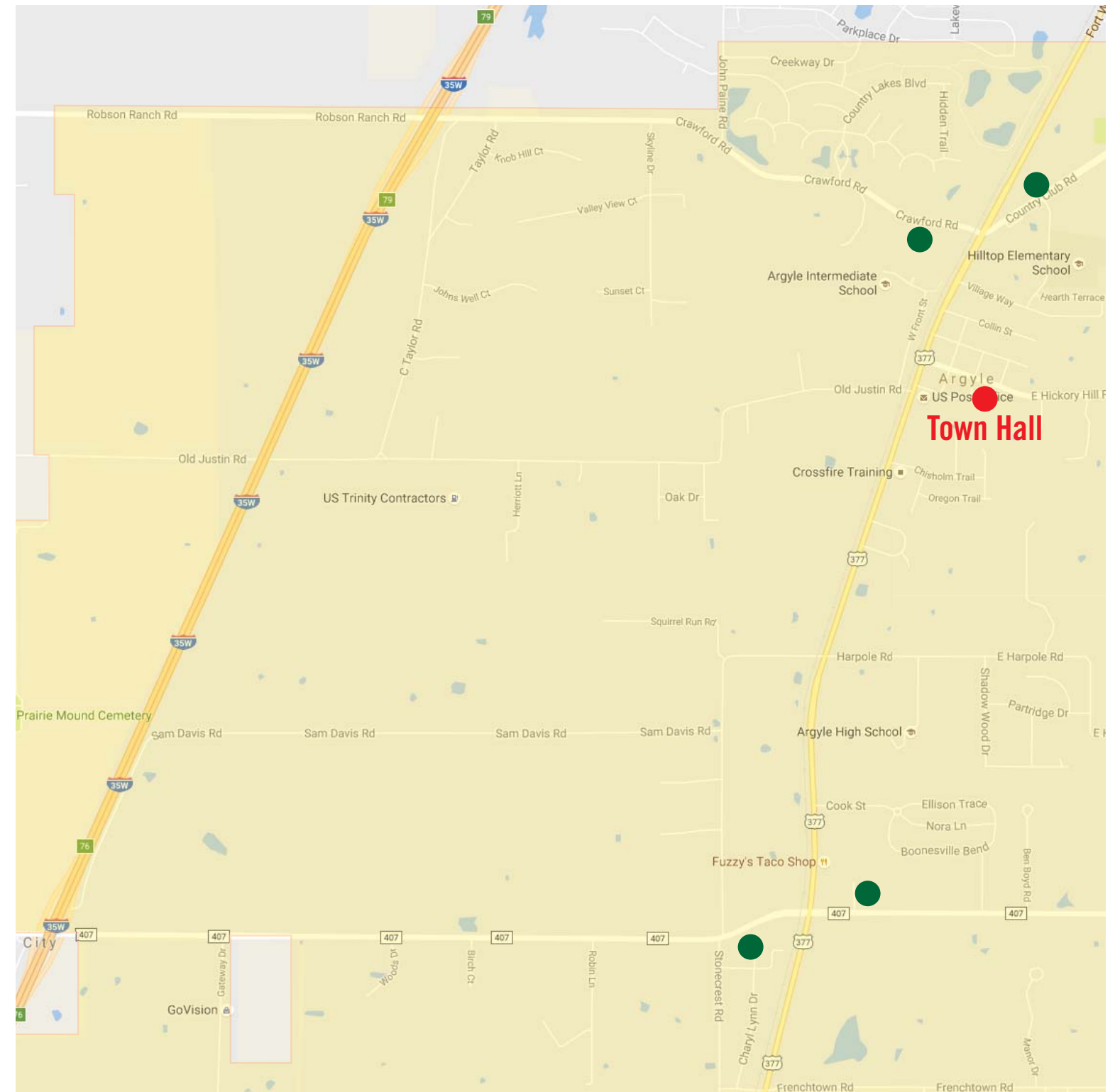
Small Banners on Pedestrian Lighting



- Obtain TxDOT approval for Community Wayfinding Guide Signs
- Install 4 Vehicular Directional signs ASAP



Vehicular Directional - Large
 Single-sided
 35 mph or more roadways
 6 inch Message





Conceptual Large Vehicular Directional Sign Location

FM 407 East, just prior to US 377 intersection

Project Meeting Minutes

meeting report



1909 Woodall Rodgers Fwy Suite 415 Dallas, TX 75201
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Town of Argyle, TX
Branding, Place-making and Wayfinding
focusEGD Proj. No. 15013.001
Meeting Report
September 20, 2016

Date of Meeting: September 13, 2016, 4pm
Date of Report: September 20, 2016
Place of Meeting: Argyle Town Hall
Purpose of Meeting: Wayfinding Kick-off Presentation
Present: Chris Bauer, focusEGD
Peter Reed, focusEGD
Andy Cousins, DMDG
Jeremy Blad, DMDG
Robbie Good, BR_DGE
Jenn Sanchez, BR_DGE
Paul Frederiksen, Argyle Town Manager
Matt Jones, Argyle Director of Comm. Development
Marla Hawkesworth, Argyle Council
Kay Teer, Argyle Council
Skip Kalb, EDC Board
Angie Manglaris, Argyle Permit Tech

Project: Town of Argyle, TX
Branding, Place-making and Wayfinding
focusEGD Project No.: 15013.001

The following information is issued as the meeting report:

PowerPoint Presentation

Discussion with the group of project goals, process, touch-point tools, town gateways, expectations of future land-use districts, existing signage, and focusEGD Design Team projects relating to the Town of Argyle.

Wayfinding Touch-point Tools

Pre-Arrival Technology

- Review Town and Chamber website; notate improvements

Place Technology

- Tourism map for websites above, and print
- Interaction tools for websites, smartphones, and print

Environment

- Create streetscape and landscape standards
- Suggestions for landmarks

Support Information

- Provide improvements for Town branded visitor brochures, guides, maps

Signage

- Create gateway, vehicular, pedestrian and bicycle signage system
- Banner program to work with streetscape fixtures

Continued next page

Existing Signage

Water Tower (35 & Crawford) – Opportunity for Town wordmark

TxDOT green exit signs on highway 35W for county road 407 – Great for Town identification

Brick Argyle monument sign on 377, north of Country Club Rd – Produced by Chamber generations before, there was 2nd location on south side. Sign should be removed in future but new gateway is not recommended for this location. This sign does not reflect the look of Argyle wants to see from this branding and wayfinding effort.

Street sign toppers – Installed by Public Works, final phase installed later this year

Argyle Logo

Argyle Eagles school colors - Red, Black and White

History – County of Argyle in Scotland, Duke of Argyle signature is the origin of “A” Task force is happy with the logo and does not want to abandon it.

Argyle Roadway Improvements

377 and 407 Improvements – Potentially start in year 2021, may be accelerated

35W Improvements – Date TBD, would include 407, Old Justin and Crawford overpasses

- Scale important for impact
- Low maintenance
- Design a plan now to have voice when TxDOT planning improvements

DMDG project: Benbrook Boulevard – Design a hierarchy of intersections for Argyle

Railway that parallels 377 is Union Pacific Railroad – Relationship with UP is solid.

Crawford and 377 improvements – Better alignment with Country Club Rd

Bicycle Trail

Bicycle trail plans to parallel T&P railway (377) on west side, from north side, Crawford Rd, south to Frenchtown Rd, and connect to new school in Canyon Falls

- 10 ft wide trail
- Signage standards
- Name for trail TBD
- 10 year completion in segments
- Trail to connect with renovated park at Argyle Intermediate School, Crawford Rd

There is no existing trail master plan. Developers will be responsible for designing/building it to meet Argyle approval.

Potential Destination List

Regional sports issue; direction to school sites. Sports Complex is favorable TxDOT messaging.

Continued next page

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Branding Alignment

Addressing the applications
Questionnaire for Town Leadership – Please fill out and return
Perhaps make the questionnaire available on the Town website for residents

Successful Influential Towns for Argyle Streetscape and Signage

Westlake – signage continuity and function of area
Roanoke
Frisco – signage
Grapevine – Main Street
Waterbrook (residential) ?

Greater Chamber of Commerce - Regional Members

Argyle
Roanoke
Trophy Club
Justin
Northlake
Westlake
Haslet

Future Development

Development will be high-end flagship projects
Development will have material consistencies
Distinct areas near 35W
More intimate along 377
Cypress St development
Hospital coming to Crawford and 377
Number of parks planned, wish for future events to be held at these locations

“See the vision of retail coming in but don’t get in the way...”
“Keep people out...” not residential development
“Market to your own residents”
“Preserve the uniqueness”
“Slow down and enjoy, exhale from the metropolis around us”
“Clean, happy vibe”
“Maintain the Safe Atmosphere”

Continued next page

Wayfinding & Signage

Banners – Don’t have the infrastructure now for a program, but would like a future system in the median of 377 future improvements

Determine street furniture and structures – Must have space for Holiday lights
Determine up-lighting for major trees and vegetation
Determine major roadway intersections – Must be statement for vehicles and pedestrians

Landscape style and influence: Entrada project in Westlake, native trees, grasses and plantings, organic

Town of Argyle – To Do List:

Argyle and focusEGD/DMDG should meet with TxDOT Representative in 2 to 3 weeks to discuss future road improvement projects and Community Wayfinding Signage. Argyle to coordinate meeting date.

focusEGD Design Team – To Do List:

All – Drive and see influential towns listed

DMDG – Review 377 corridor for similar streetscape improvements

END OF MEETING REPORT

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Respectfully Submitted,

Peter Reed

(Original Hardcopy Signature on file at focusEGD, Dallas, TX)

cc: All Present

meeting report



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Town of Argyle, TX
Branding, Place-making and Wayfinding
focusEGD Proj. No. 15013.001
Meeting Report
November 2, 2016

Date of Meeting: October 25, 2016, 4pm
Date of Report: November 2, 2016
Place of Meeting: Argyle Town Hall
Purpose of Meeting: Wayfinding Schematic Design Presentation
Present: Chris Bauer, focusEGD
Peter Reed, focusEGD
Andy Cousins, Valley Quest Design
Jeremy Blad, Valley Quest Design
Robbie Good, BR_DGE
Paul Frederiksen, Argyle Town Manager
Matt Jones, Argyle Director of Comm. Development
Marla Hawkesworth, Argyle Council
Kay Teer, Argyle Council
Angie Manglaris, Argyle Permit Tech
Project: Town of Argyle, TX
Branding, Place-making and Wayfinding
focusEGD Project No.: 15013.001

The following information is issued as the meeting report:

Schematic Presentation

Branding (BR_DGE)

What does Argyle want to be? "A breath of fresh air"

Argyle wishes to continue to develop organically, and is happy with its current economic development. Recommendations for more public relations and press releases were welcomed but are not interested in social media or web advertising, to name a few.

Recommended building a sense of place:

- Encourage thoughtful development patterns
- Create communal space
- Focus on activities and events
- Improve the aesthetics of the public realm
- Create a sense of arrival
- Provide orientation and wayfinding

Continued next page

Landscape Architecture (Valley Quest Design)

Landscape Treatment Examples

- Texas Xeriscape
- Texas Native
- Texas Evergreen

Discussed the pros/cons. Texas Native preferred by Argyle.

Enhance Intersection Examples

- Native
- Formal
- Agrarian/Modern

Discussed the differences. Agrarian/Modern preferred by Argyle.

Argyle: Budget will impact the various solutions.

Concept A

Agrarian Style, Upscale, medium-tone dry-stack native stone, weathered steel, argyle pattern, argyle pattern fencing, argyle pattern plantings, free-flowing sidewalks, enhanced concrete paving at intersections/crosswalks, agrarian/modern style street lighting, primary and secondary monuments located within center islands of roadway enhancements, or pushed to sides of roadway at key town entry locations.

Concept B

Railroad history and Craftsman Style, reclaimed lumber, painted brick, cupola's with themed weather vanes, plaid pattern, plaid pattern fencing, organized and rhythmic pattern plantings, straight and parallel sidewalks, enhanced concrete paving at intersections/crosswalks, railroad history style street lighting, primary monuments located within center islands, or mixed with pedestrian zones at 4 corners of intersection. Secondary monuments located within center islands, with fencing, along stretches of roadways; themed weather vanes.

Argyle: Don't wish to discount any options at this time.

Argyle comments include:

- Preference for Concept B, monument Option 3, rustic style, with cupola and weather vane.
- Prefer horse, thistle, train engine, etc. weather vanes rather than the eagle (High School).
- Consider nice architectural ground up-lighting for monuments.
- Consider soft down-lighting in cupola, and bright lighting for Argyle "A".
- Probably one major intersection (377 & 407) receives the major design details and intersection/crosswalk pattern. Other intersections to be determined in a hierarchal and budget-oriented process.
- Prefer the free-flowing sidewalks.

Continued next page

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Wayfinding Signage (focusEGD)

Concept A is same as Landscape Architecture Concept A.

Signage Concept A – RED

Dark Red color (Darker than MUTCD stop sign Red), TxDOT font style and arrows, black round posts, Argyle letter “A” medallion, argyle pattern with tan color for stone. Pedestrian map at intersections identifies biking/sidewalk loop. Stone base. Bicycle sign panel attaches to street light poles, or installs with typical slender pole. Interpretive sign tells the history and stories of Argyle. Stone base.

Signage Concept A – THISTLE

Thistle colors (Dark green and purple), TxDOT font style and arrows, weather steel and reclaimed lumber posts, Thistle medallion, argyle pattern of Thistle colors. Pedestrian map at intersections identifies biking/sidewalk loop. Weather steel and reclaimed lumber post, Thistle crown. Bicycle sign panel attaches to street light poles, or installs with typical slender pole. Interpretive sign tells the history and stories of Argyle. Stone base.

Concept B is same as Landscape Architecture Concept B.

Signage Concept B – Campbell of Argyll PLAID

Blue and green color (Darker than MUTCD blue and green), TxDOT font style and arrows, Craftsman-style dark green square posts, plaid pattern on front and back sides. Pedestrian kiosk at intersections identifies biking/sidewalk loop, all retail and businesses along 377, and additional maps connecting to other communities. Bicycle sign panel attaches to street light poles, or installs with typical slender pole. Color coding helps identify destinations. Interpretive sign tells the history and stories of Argyle. Stone and post base.

Vehicular directionals could direct to Argyle Town Center or Argyle Town Hall.

Vehicular directionals could direct to sports stadium or performing arts center at High School, but not to High School. TxDOT typically does not allow Community Wayfinding Systems to direct to schools.

Argyle comments include:

- Match stonework for future Parks & Recreation signage
- Is a color-coded system relevant for Argyle? (Ex: districts at Los Colinas)
- Red is stately and distinctive.
- Unsure of the two-post vehicular sign, a recommendation for a single unit appearance with a tower/panel/cupola shape that mimics the monument sign(s).
- Preference for the wood-style post.
- Preference for the Thistle, and colors, in the Parks only.
- Preference for posts, fonts, pattern in a unifying manner.

Continued next page

Next Steps

Utilize the TxDOT 377/407 plans (US 377 Argyle Schematic 08152016.pdf) provided by Argyle for the next presentation to aid design, planning, and illustration of landscaping elements.

Illustrate/demonstrate hierarchy of the system.

Begin creating Branding Management Playbook.

Next Presentation at Town of Argyle, Tuesday, November 15, 2016 at 4pm

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Respectfully Submitted,

Peter Reed

(Original Hardcopy Signature on file at focusEGD, Dallas, TX)

cc: All Present

meeting report



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Town of Argyle, TX
 Branding, Place-making and Wayfinding
 focusEGD Proj. No. 15013.001
 Meeting Report
 November 18, 2016

Date of Meeting: November 10, 2016, 1:30pm
 Date of Report: November 18, 2016
 Place of Meeting: TxDOT Dallas District
 Purpose of Meeting: Community wayfinding & signage design questions
 Present: Peter Reed, focusEGD
 Roxanne Cortez, P.E., TxDOT
 Brenda Sanchez, TxDOT
 Stephen Copley, TxDOT
 Project: Town of Argyle, TX
 Branding, Place-making and Wayfinding
 focusEGD Project No.: 15013.001

The following information is issued as the meeting report:

Comments from the Steering Committee presentation October 25, 2016, required focusEGD and Valley Quest Design to meet with TxDOT to acquire clarification and information on a number of topics, including Community Wayfinding Programs, Lighting Standards, and Landscaping. The information would influence the design solutions for the second Schematic Design presentation for the Town of Argyle, November 15, 2016.

FocusEGD initial research and contact with TxDOT established a review/questionnaire meeting with the TxDOT Fort Worth District, Federico Hernandez, P.E., on Tuesday, November 8, 2016, at 3pm, with the Valley Quest Design team joining the meeting.

Upon introductions we learned the Town of Argyle was not within the Fort Worth District but rather the Dallas District. Federico Hernandez was nice enough to spend a half hours time with us and quickly go through a number of questions. Although the information and answers were not official, they were helpful, and received a recommendation for Valley Quest Design to talk with Stephen Copley at the Dallas District regarding the lighting and landscaping.

Notes were taken. The scanned documents are available upon request.

Signage review meeting with TxDOT, Dallas District location, Mesquite, TX

Documents provided and shared for review/discussion:

- 1) Town of Argyle – Schematic Design Presentation booklet from October 25, 2016.
- 2) Two (2) 11x17 sheets of Vehicular Directional schematic designs, with enhancement recommendations from Argyle Steering Committee presentation, October 25, 2016.
- 3) A preliminary Location Plan with monument, vehicular directional, pedestrian directional and bicycle signs.
- 4) Potential Destination List
- 5) A three (3) page questionnaire.

Continued next page

Brief notes from what we learned:

1) To implement a Community Wayfinding Program, the Town of Argyle must submit a Wayfinding Guide Sign System Plan to the TxDOT Dallas District for approval. Once the Town receives written approval, the Town may install and maintain signs within TxDOT Right-Of-Way along conventional roadways.

Gateways, Monuments and Markers

2) TxDOT Dallas District provided the Gateway Monument Program Guidelines. They allow only one Gateway Monument sign per State route in each direction into town. The guideline would pertain to 377 and 407.

3) However, upon reviewing the Town’s schematic designs, a Primary Monument sign could be placed at the intersections, behind the pedestrian zones, on all 4 corners. Of course the plans would be subject to approval as described in #1 above.

4) Additionally, the Secondary Marker could be placed in the wider medians planned for 377, but may require a TxDOT guardrail system on both sides of the Marker for oncoming traffic. (TxDOT referenced similar solutions in both Duncanville and El Paso.) Of course the plans would be subject to approval as described in #1 above.

5) Only ground up-lighting is allowed. No internal lighting, or down-lighting.

Fencing

6) Recommend the Town’s “fencing” design placed behind the sidewalks and not within the roadway Clear Zone. A sparing-use is recommended. The “fencing” is not allowed within the medians. Of course the plans would be subject to approval as described in #1 above.

Signal Lighting and Vehicular/Pedestrian Lighting standards

7) TxDOT has standards, fixture costs are by the Town. TxDOT will provide the footings and some electrical. Some customization is allowed, approved by TxDOT, and additional costs are by the Town. These items require further clarification; Valley Quest Design is pursuing the information at this time.

Banners

8) Banner systems are not allowed within TxDOT ROW without written permission. Banner systems can’t be strung up year-round, but they may be changed out seasonally, for example. No banners on wood utility poles.

Vehicular Signage

9) Dallas District stated the 3 Community Wayfinding Programs within the Town of Argyle – Schematic Design Presentation booklet from October 25, 2016, would most likely meet with their approval.

Continued next page

TxDOT Meeting Minutes - November 18, 2016 cont.

Town of Argyle, TX
Branding, Place-making and Wayfinding
focusEGD Proj. No. 15013.001
Meeting Report
November 18, 2016

- 10) TxDOT prefers Community Wayfinding Programs to follow the TMUTCD guidelines, and may include an Enhancement Marker. The Enhancement Marker proportion described in the TMUTCD is to be followed, but Dallas District stated it is more of a visual proportion rather than a precise measured proportion.
- 11) Dallas District recommended no additional decorative enhancement panels above or around the message panel, or from the message panel on down to the ground. See the signage drawing attachment for more detail.
- 12) The font style Clearview Hwy may be used, and will continue to be a permissible font within all TxDOT signage.
- 13) TxDOT arrow styles B and D must be utilized.
- 14) All break-away systems are subject to approval, but those described for use with the Town of Argyle Community Wayfinding System would most likely be approved.

END OF MEETING REPORT

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Respectfully Submitted,

Peter Reed

(Original Hardcopy Signature on file at focusEGD, Dallas, TX)

Attachments: 3-page Questionnaire notes, two 11x17 sheets of vehicular signage schematic designs.

cc: All Present

meeting report



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Town of Argyle, TX
 Branding, Place-making and Wayfinding
 focusEGD Proj. No. 15013.001
 Meeting Report
 November 29, 2016

Date of Meeting: November 15, 2016, 4pm
 Date of Report: November 29, 2016
 Place of Meeting: Argyle Town Hall
 Purpose of Meeting: Wayfinding Schematic Design Presentation
 Present: Chris Bauer, focusEGD
 Peter Reed, focusEGD
 Andy Cousins, Valley Quest Design
 Jeremy Blad, Valley Quest Design
 Robbie Good, BR_DGE
 Paul Frederiksen, Argyle Town Manager
 Marla Hawkesworth, Argyle Council
 Kay Teer, Argyle Council
 Angie Manglaris, Argyle Permit Tech
 Chris Dominguez
 Project: Town of Argyle, TX
 Branding, Place-making and Wayfinding
 focusEGD Project No.: 15013.001

The following information is issued as the meeting report:

Schematic Presentation 2

Branding (BR_DGE)

Brand Growth Strategy

Argyle recommended providing a list of publications and contacts for Press Releases.

Argyle just recently combined the individual EDC website with the Town of Argyle website. Illustrating the City of Dallas EDC website wasn't a good comparison. What do comparable small towns do for their EDC site, like Highland Park, University Park, and Westlake, to name a few?

Argyle recommended providing a brief of Social Media commentary that would be helpful to this Branding, Place-making and Wayfinding project.

Landscape Architecture (Valley Quest Design)

Gateways, Monuments and Markers

Option 1 – Monuments and Markers

Large Primary Monuments, with Argyle name, may be placed at the intersections, behind pedestrian zones, on all 4 corners. Additionally, Secondary Markers, with Argyle logo, could

potentially be placed in the wider medians planned for 377, but most likely will require TxDOT guardrail system on both sides for oncoming traffic. These Monuments and Markers would require TxDOT approval.

Option 2 - Gateways

Under the TxDOT Gateway Monument Program Guidelines, only one Gateway Monument sign is allowed per State route in each direction into town. They shall be located beyond the clear recovery zone. Maximum size of Gateway Monument face is 400 sq. ft. The height shall not exceed 20 ft. above grade. The Gateways would require TxDOT approval.

Argyle comments:

- The red, white and black Argyle logo, applied to the Secondary Markers, change to a “weathered” medallion, perhaps with a copper patina to match the cupola and weathervane details.
- Don't care for the TxDOT standard guardrails for the Secondary Markers, rather prefer a weathered (Corten) steel appearance.
- Prefer the Oklahoma Sandstone, LedgeStone Dry-Stack.
- The cedar ‘railroad’ fencing, illustrated in the Primary Monument, is well liked and should be replicated in other areas. Repetition is key.

The landscaping design at the intersections, Secondary Marker locations, and the Gateway Monument locations, were well received. The Texas Native Plant List was well received too. VQ noted adding “Apache Plume” to the plant list, an ornate shrub to symbolize Thistle.

Note on the west side of 377 enhancements, TxDOT is not planning for a sidewalk to parallel the roadway like that on the east side.

The Site Furnishings were well received, including the application of the Town logo on some of the items. A recommendation for recycling litter receptacles, these would send a caring message to visitors and residents.

35W Future Bridge Enhancements

Three intersections: 407, Old Justin, and Crawford

Two types of awareness: Overpass, and underpass

On presentation page of bridge design examples:

- 1) Group agreed the bottom left image, urban style with colored lights, is not Argyle.
- 2) Group preferred the top two center images and the top two right images.
- 3) PF noted the center right image is favorite approach.

Argyle would like more imagery that would address the group preference, and the two types of awareness, overpass and underpass.

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Wayfinding Signage (focusEGD)

Argyle Identity

The adjusted logo; with a thicker stroke on the “A”, a more legible cursive text for “rgyle”, and less compressed “Texas” text, was well received. The design changes are meant for signage applications, rather than print, and should be more legible.

Three (3) font styles are recommended for the town Wordmark, to be utilized in the signage system. Clarendon Bold is currently illustrated within the presentation. The choice can be determined during the Design Development phase of the project.

Two (2) font styles are available for use on the vehicular directional signage, per TxDOT. Clearview Hwy 2-B is currently illustrated within the presentation.

The Avenir font family is recommended as secondary and tertiary text for the signage system. It is a nice compliment to any of the Wordmark recommended three font styles. The choice can be determined during the Design Development phase of the project.

Signage System – Concept C

The new Sign Concept C was well received, including the Park signage and Trail signage. Dennis Sims happened to be in the room during the presentation of the Park and Trail signage.

The trail names, Town Loop Trail and West Side Trail, are placeholders at this time and are for illustrative purposes only. The Town of Argyle can determine the names at a later date.

Additional Wayfinding Items To Consider

- 1) “Welcome to Argyle” wall mural on the side of the REMAX brick building.
- 2) A matching Visitor Map for the town website as well as printed for handouts at key locations around town.
- 3) Establish an advertising Banner System for street light poles and pedestrian light poles. The revenue could support other key wayfinding elements in town, including the Visitor maps.
- 4) Begin the process of obtaining TxDOT approval of the Argyle Community Wayfinding Program. Once obtained, fabricate and install the vehicular directionals at the intersections of 377 & 407, and 377 & Crawford Rd.

Sign Location Supplement

A booklet was provided illustrating preliminary monument and signage locations on the 377 enhancement corridor, utilizing the preliminary plan drawings from Jacobs.

Continued next page

Pricing Supplements

Preliminary pricing budgets were provided for landscaping, monuments and signage.

Next Steps

Receive further comments/direction from Town of Argyle Steering Committee.

Next presentation to Town of Argyle, City Council, Tuesday, December 13, 2016 at 5pm

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Respectfully Submitted,

Peter Reed

(Original Hardcopy Signature on file at focusEGD, Dallas, TX)

cc: All Present

END OF DOCUMENT

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focus^{EGD}
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Adopted by Resolution 2017-01 on January 24, 2017