



FARMERS
BRANCH

City Identity Features and Design Strategies

Project Goal

The goal of the project is to create a comprehensive set of design recommendations and prototype strategies for aesthetics to be applied to gateway features throughout the city. These guidelines should assist in creating a lasting identity for the city of Farmers Branch.

- The prototypes will include a palette of materials and colors along with a basic planting scheme where applicable.
- Locations for identity elements will be identified and evaluated for a specific design response.



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What we had



What we have



Moving Forward

Identify and develop a family of entry signage throughout the city

CITY LIMIT/ ENTRYWAY DELINEATIONS (TIER 1)

Areas identified at major entry points.

- Valley View & I35
- Web Chapel & 635
- Marsh & 635
- Alpha & Tollway
- Spring Valley & Tollway

MONUMENTS (TIER 3)

Areas identified at major areas of interest throughout the city.

- Public Buildings
- Parks
- Trail Heads
- Alpha & Midway
- Valley View & Josey

INTERIOR GATEWAYS (TIER 2)

Areas identified at major thoroughfares entering the City of Farmers Branch.

- Web Chapel & Beltline
- Marsh & Belt Line
- Midway and Spring Valley
- Luna & Valley View
- Royal and East Fork of Trinity River

Tier 1

- Sets the stage and theme for rest of family.



- **Vertical**



- **Sculptural**



- **Horizontal**

GOAL: Identify a desired form and develop concepts for Tier 1 signs to influence design for the rest of the areas.

Medians



Create branded aesthetic treatments within the medians when gateway features are limited for space and size.

Costs

Phased Approach

Phase One – Identify implementation of approximately \$50,000 from reimbursement of removal of original entry features during 635 construction. Locations to be focused on Tier One areas.

Phase Two – Develop a strategy based on realistic cost estimates of developed concepts for phased implementation of the remainder of the features.