



FARMERS  
BRANCH

# Streetscape Standards

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A large, stylized graphic on the right side of the slide. It features a black silhouette of a town with several buildings, including a prominent tall one on the right. A large tree with green leaves is positioned behind the buildings. A diagonal line, colored blue and green, runs from the bottom left towards the top right, passing over the graphic. The word "FARMERS" is written in large, green, serif capital letters at the bottom right, partially obscured by the diagonal line.

FARMERS

# Overview

- The current streetscape standards are based on Resolutions No. 89-011 and 2007-024, and they have a limited scope covering street name signs, benches, trash receptacles, streetlights, and traffic signal poles. Passed in 1989 and 2007, these resolutions do not cover many of the features that contribute to our streetscape. Streetscape is defined as the **visual elements** of a street, including the road, adjoining buildings, sidewalks, street furniture, trees and open spaces, etc, that combine to form the street's character.



Exhibit "A"



Exhibit "C"



Exhibit "E"



Exhibit "B"



Exhibit "D"

# 1989: The World and Farmers Branch

## World

- Berlin Wall comes down
- Exxon Valdez oil spill
- Invasion of Panama
- Indiana Jones and the Last Crusade



## Farmers Branch

- City Hall opens
- Resolution No. 89-011
  - Street light fixture styles
  - Streetlight pole style/color
  - Traffic signal pole color
- Population 24,250



### RESOLUTION NO. 89-011

RESOLUTION STATING THE CITY'S POLICY REGARDING THE COLOR AND TYPE OF STREET LIGHT STANDARDS AND THE COLOR OF TRAFFIC SIGNAL POLES.



# 2007: The World and Farmers Branch

## World

- Housing bubble bursts
- *Harry Potter and the Deathly Hallows (book)*
- Virginia Tech tragedy
- iPhone 1 released
- Pirates of the Caribbean: At World's End

## Farmers Branch

- Population 26,442
- Resolution No. 2007-024
  - Color and type of streetlight
  - Color of traffic signal poles



RESOLUTION NO. 2007-024

ADOPTING STREETScape STANDARDS FOR THE CITY AND  
AMENDING RESOLUTION NO. 89-011 RELATIVE TO THE COLOR  
AND TYPE OF STREETLIGHT STANDARDS AND THE COLOR OF  
TRAFFIC SIGNAL POLES.

# 2018 (so far)

## World

- Avengers Infinity War
- Fortnite
- Supreme Court
- TBD

## Farmers Branch

- Population 37,088
- 1.5 billion in development underway
- Smart poles beginning to appear



# Our Streetscape: Touring Farmers Branch



# Rawhide Park



# Rawhide Park II



2964 Golfing Green Dr

Farmers Branch, Texas

Google, Inc.

Street View - Feb 2015



Google

Image capture: Feb 2015 © 2018 Google United States Terms Report a problem

# Branch Crossing



12950 Epps Field Rd

Farmers Branch, Texas

Google, Inc.

Street View - Mar 2014



Google

Image capture: Mar 2014 © 2018 Google United States Terms Report a problem

# Oran Good Park



# City Hall Area



# The Brickyard

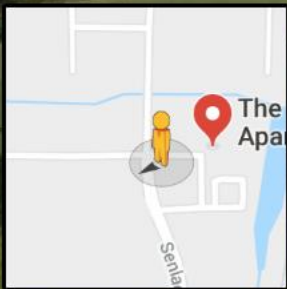


2061 Wittington Pl

Farmers Branch, Texas

Google, Inc.

Street View - Jul 2017



# Entering Farmers Branch



# Discussion

- Our current streetscape
- Our future streetscape
- How to get there
- Resolution 2018-85

A decorative graphic on the left side of the slide featuring stylized blue leaves of various shapes and sizes, arranged along a diagonal branch. The background is a solid dark blue, with a light blue horizontal bar at the top and a light green horizontal bar at the bottom.

# Thank You?