



**CITY OF ANGLETON**  
**KEEP ANGLETON BEAUTIFUL COMMISSION AGENDA**  
**120 S. CHENANGO STREET, ANGLETON, TEXAS 77515**  
**MONDAY, JULY 26, 2021 AT 5:30 PM**

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**Chair** | Tracy Delesandri

**Vice Chair** | Cheryl Scarborough

**Members** | Pattie Cooper, Suzanne Dellinger, Andrea Demopulos, Brandei Goolsby, Jordana Harwell

**NOTICE IS HEREBY GIVEN PURSUANT TO V.T.C.A., GOVERNMENT CODE, CHAPTER 551, THAT THE KEEP ANGLETON BEAUTIFUL COMMISSION FOR CITY OF ANGLETON WILL CONDUCT A MEETING, OPEN TO THE PUBLIC, ON MONDAY, JULY 26, 2021, AT 5:30 P.M., AT THE CITY OF ANGLETON COUNCIL CHAMBERS LOCATED AT 120 S. CHENANGO STREET ANGLETON, TEXAS 77515.**

**DECLARATION OF A QUORUM AND CALL TO ORDER**

**REGULAR AGENDA**

1. Approve the minutes from Regular Called meeting on June 28, 2021.
2. Discussion and possible action on final Gateway Master Plan presented by Clark Condon.

**ADJOURNMENT**

**CERTIFICATION**

I, Megan Mainer, Executive Director, do hereby certify that this Notice of a Meeting was posted on the City Hall bulletin board, a place convenient and readily accessible to the general public at all times and to the City's website, [www.angleton.tx.us](http://www.angleton.tx.us), in compliance with Chapter 551, Texas Government Code. The said Notice was posted on the following date and time: Friday, July 23, 2021 by 5:30 p.m. and remained so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

/S/ Megan Mainer  
Megan Mainer  
Executive Director

*In compliance with the Americans with Disabilities Act, the City of Angleton will provide reasonable accommodations for persons attending City Council meetings. The facility is wheelchair accessible and accessible parking spaces are available. Please contact the City Secretary at 979-849-4364, extension 2115 or email [faguilar@angleton.tx.us](mailto:faguilar@angleton.tx.us).*



**CITY OF ANGLETON**  
**KEEP ANGLETON BEAUTIFUL COMMISSION MEETING**  
**AGENDA**  
**120 S. CHENANGO STREET, ANGLETON, TEXAS 77515**  
**MONDAY, JUNE 28, 2021 AT 5:30 PM**

**Chair** | Tracy Delesandri  
**Vice Chair** | Cheryl Scarborough  
**Members** | Pattie Cooper, Suzanne Dellinger, Andrea Demopulos, Brandei Goolsby, Heather Brewer

**NOTICE IS HEREBY GIVEN PURSUANT TO V.T.C.A., GOVERNMENT CODE, CHAPTER 551, THAT THE KEEP ANGLETON BEAUTIFUL COMMISSION FOR CITY OF ANGLETON WILL CONDUCT A MEETING, OPEN TO THE PUBLIC, ON MONDAY, JUNE 28, 2021, AT 5:30 P.M., AT THE CITY OF ANGLETON COUNCIL CHAMBERS LOCATED AT 120 S. CHENANGO STREET ANGLETON, TEXAS 77515.**

**DECLARATION OF A QUORUM AND CALL TO ORDER**

**REGULAR AGENDA**

1. Approve the minutes from Regular Called meeting on April 26, 2021.

**Motion made by Dellinger, to approve the minutes of regularly called Keep Angleton Beautiful Commission meeting on April 26, 2021. Seconded by Scarborough. Voting Yea: Chair Delesandri, Vice-Chair Cheryl Scarborough, Brewer, and Dellinger**

**PRESENT**

**Chair Tracy Delesandri**  
**Vice-Chair Cheryl Scarborough**  
**Suzanne Dellinger**  
**Heather Brewer**

**ABSENT**

**Pattie Cooper**  
**Andrea Demopulos-Coats**  
**Brandei Goolsby**

2. Development Services Department update of code enforcement and health inspection information to Keep Angleton Beautiful Commission from April 1, 2021 to May 31, 2021.

**Lindsay Koskiniemi, Assistant Director of Development Services provided an update to KAB regarding substandard buildings, general residential code compliance, junk vehicles, tall grass violations, and accessory building structure compliance.**

3. Discussion on Keep Angleton Beautiful updates.

Megan Mainer, Director of Parks and Recreation, acknowledged Heather Brewer as the newest member of Keep Angleton Beautiful Commission. Megan provided an update on KAB's annual strategic objectives by providing an update regarding Public Work's new street sweeper, Development Services code violation enforcement, Fall Sweep event details, new vegetation installation in butterfly gardens and City landscapes, TxDOT Cabinet Art progress, trash bag sales and expected revenue, marking campaigns, park recycling progress, educational material in the monthly KAB newsletter, educational programs offered by Texas AgriLife Extension office, and ideas for youth programming next fiscal year.

4. Discussion and possible action to recommend City Council approval of the top three TxDOT traffic controller cabinet art wrap submissions.

**Motion made by Scarborough, to approve the minutes of regularly called Keep Angleton Beautiful Commission meeting on April 26, 2021. Seconded by Dellinger. Voting Yea: Chair Delesandri, Vice-Chair Cheryl Scarborough, Brewer, and Dellinger**

#### **PRESENT**

**Chair Tracy Delesandri  
Vice-Chair Cheryl Scarborough  
Suzanne Dellinger  
Heather Brewer**

#### **ABSENT**

**Pattie Cooper  
Andrea Demopulos-Coats  
Brandei Goolsby**

5. Discuss and provide comment on the preliminary Keep Angleton Beautiful Commission budgets for fiscal years 2021-2022.

Megan Mainer, Director of Parks and Recreation, provided an overview of the proposed revenue and expense budgets for Fund 13 and noted major changes relating to general supplies for membership incentives and beautification for the TxDOT Cabinet Art program and additional butterfly and monarch waystations throughout town. Megan discussed proposed CIP funding for design of Gateway sign family and sign implementation.

## **ADJOURNMENT**

## **CERTIFICATION**

I, Megan Mainer, Executive Director, do hereby certify that this Notice of a Meeting was posted on the City Hall bulletin board, a place convenient and readily accessible to the general public at all times and to the City's website, [www.angleton.tx.us](http://www.angleton.tx.us), in compliance with Chapter 551, Texas Government Code. The said Notice was posted on the following date and time: Friday, June 25,

2021 by 5:30 p.m. and remained so posted continuously for at least 72 hours proceeding the scheduled time of said meeting.

/S/ Megan Mainer  
Megan Mainer  
Executive Director

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## AGENDA ITEM SUMMARY FORM

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**MEETING DATE:** 7/26/2021

**PREPARED BY:** Megan Mainer, Director of Parks & Recreation

**AGENDA CONTENT:** Approve the minutes from Regular Called meeting on June 28, 2021.

**AGENDA ITEM SECTION:** Regular Agenda

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**BUDGETED AMOUNT:** NA **FUNDS REQUESTED:** NA

**FUND:** NA

**EXECUTIVE SUMMARY:**

Minutes from Regular Called meeting on June 28, 2021.

**RECOMMENDATION:**

Staff recommends the Keep Angleton Beautiful Commission approve the minutes from Regular Called meeting on June 28, 2021.



## AGENDA ITEM SUMMARY FORM

**MEETING DATE:** 7/26/2021

**PREPARED BY:** Megan Mainer, Director of Parks and Recreation

**AGENDA CONTENT:** Discussion and possible action on final Gateway Master Plan presented by Clark Condon.

**AGENDA ITEM SECTION:** Regular Agenda

**BUDGETED AMOUNT:** 45,000                      **FUNDS REQUESTED:** NA

**FUND:** 13-500-605

### EXECUTIVE SUMMARY:

In 2019, the Keep Angleton Beautiful Commission (KAB) budgeted for a Gateway Master Plan to help guide motorists into the community through entrance signs and landscaping. Since the City's Corporate ID package was finalized in March 2021, the KAB Commission began working towards finalizing this project with Clark Condon, the selected firm for this project.

Clark Condon developed several sign families based on information collected in 2019 and presented designs to the Keep Angleton Beautiful Commission, on April 26, 2021, for input so signage family options could be reduced to a smaller number.

On May 11, staff presented the same presentation and Keep Angleton Beautiful Commission's comments to City Council for additional input.

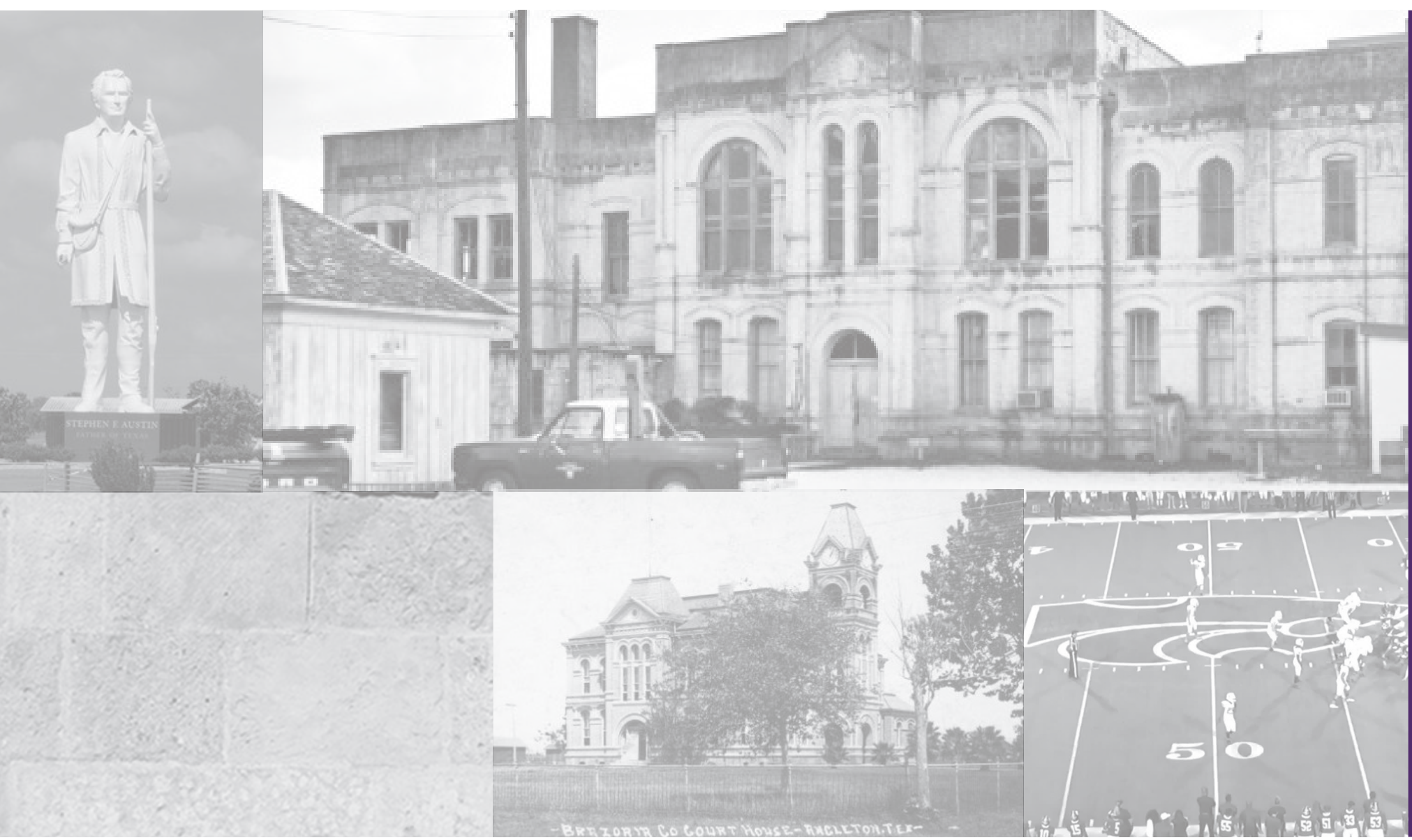
Staff held a town hall meeting, on May 24, 2021, for public and stakeholder feedback revolved around the Gateway Master Plan and signage family concepts.

Clark Condon made revisions to the Gateway Master Plan and revisions were shared with City Council, on June 9, 2021, with no additional feedback.

Clark Condon has completed the final Gateway Master Plan enclosed for review and adoption.

### RECOMMENDATION:

Staff recommends Keep Angleton Beautiful approve the final Gateway Master Plan.



GATEWAYS & IDENTITY  
MASTER PLAN

 minor design **CLARK CONDON**

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# INTRODUCTION

## THE HEART OF BRAZORIA COUNTY

The City of Angleton has initiated this project to develop a gateway, identity, and wayfinding signage program with the new corporate brand and city's history in mind. This effort supports the city's economic growth, downtown revitalization, and population increase by improving public spaces, increasing visibility, and enhancing the public realm. Angleton's rich, deep-rooted history, and excitement for the future are the driving forces behind the proposed design concept history. The community's strength and spirit was originally captured in the previous tagline, "Where the Heart is". This was a key component to the city's new brand and is reflected in the new signage types. As the county seat for Brazoria County, Angleton looks to capitalize on the increase of visitors, travelers, and residential development making their way through the city and to the downtown core destinations. As part of the city's re-brand, a new tagline emerged titled, "The Heart of Brazoria County", which encapsulates the importance of the city's history and hope for the future. The signage in this plan captures the mission to recognize the importance of the past while looking to the future. The family of structures in this master plan allow for flexibility and application throughout the city while creating a sense of place for the community.





# PROCESS & TIMELINE

STREET SCENE

[historictexas.net](http://historictexas.net)

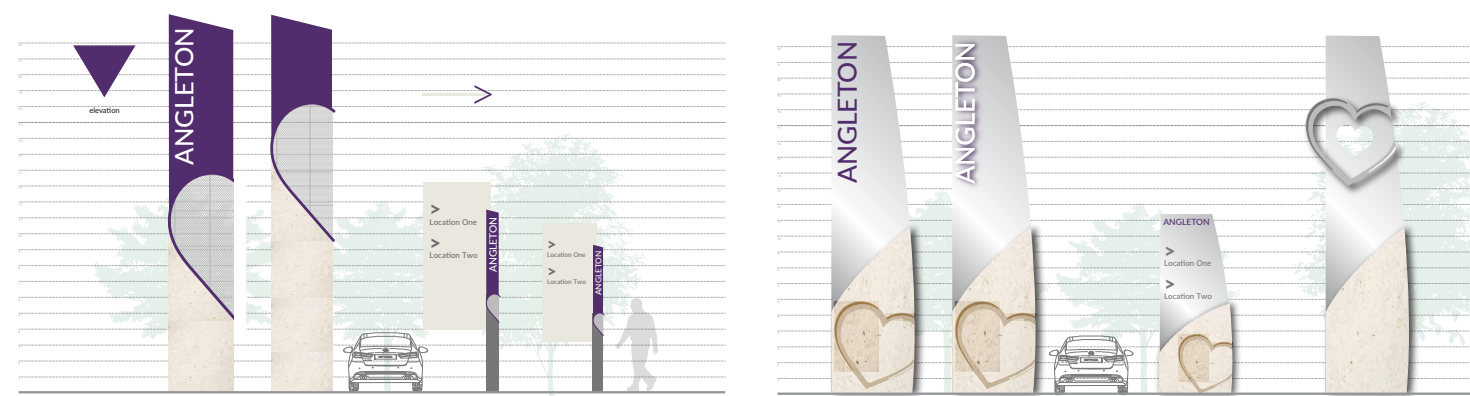
ANGLETON, TEX.

## GATEWAY SIGNAGE & IDENTITY PROJECT

The City of Angleton initiated a Strategic Plan in April of 2018 with a mission to respect the city's heritage and deliver an essential municipal service, building and maintaining public infrastructure, while thoughtfully managing growth and promoting economic vitality to enhance the residents' quality of life. As part of this plan, a series of seven strategic objectives were listed as specific projects with key actions to achieve the overall goal for Angleton; Lead the region as the ideal hometown to live, work, play, and retire. Of the strategic objectives, item three plans to enhance the local economy through several action items. The first item under objective 3.1 is to define and market a compelling brand for the City of Angleton. To achieve this action item, the city and Keep Angleton Beautiful selected Clark Condon Landscape Architecture and team in early 2019 to provide a Gateway Signage Program for the City of Angleton. Clark Condon was selected based on a rigorous Request for Qualification (RFQ) process that included a scoring evaluation, presentation, and interview. The project began in late 2019 in tandem with the development of the corporate brand for the city.

As a key component of the Gateway Signage project, the new brand was selected and vetted throughout 2020 resulting in the final corporate brand included in this plan that was finalized in March of 2021. Upon final acceptance of a city brand, the signage and identity portion of the project commenced. The following booklet is a timeline with the feedback and actions taken to arrive at the final signage family presented here in this master plan. In April 2021, the design team presented separately to city council and the Keep Angleton Beautiful (KAB) board, which included public attendance and participation.

The council presentation discussed next steps of the signage portion of the project. The KAB meeting was the first time several concept families for the gateways and signage program were presented. During the public meeting, the design team presented historical data relative to the city and the existing identity that supported the design options presented. Eight signage families, some with variations, were presented and discussed with the group. Each family had a range of signage types from large gateway monumentation and destination signage, to pedestrian and vehicular wayfinding, and banner-type signs. As part of the discussion, potential locations were discussed and compared to similar projects with precedent imagery shown for context. The meeting and discussions resulted in the board and public in attendance to vote in favor of the preferred direction. Versions 5 and 7 received votes, but version 6 received the majority. Although version 6 was the preferred direction, various comments included additions to the family; review of the lighting options; color review to ensure use of their signature purple; utilization of the heart; and to consider the use of other materials and warmer colors.



Families with the highest vote totals from April KAB meeting. Version 5 (left) and version 6 (right).

# GATEWAY SIGNAGE & IDENTITY PROJECT

The design team presented again to the KAB board in May 2021 via a town hall session broadcast on Facebook Live. This was the second in a series of presentations made to review the development of the signage family for the City of Angleton. In this review, three options were presented with various options, which were based on feedback from the previous meetings. The majority of the discussion centered around materiality, use of the heart, and lighting. At the conclusion of this session, three of the option variations received votes, including version 1A, 2B and 3B. Overwhelmingly, Version 3B received the most votes, therefore the group agreed to move forward with this version. In June 2021, the design team prepared a draft of the Gateway & Identity Master Plan booklet encompassing the comments

and feedback received throughout the process to the city staff for review and comments. The draft included information on the existing conditions throughout the city, the approved corporate brand, the updated signage family, and supporting rendering imagery. The final draft of the Master Plan, including all comments and feedback, will go to the KAB board for approval in July 2021. This final draft includes additional information to support the future implementation phase of the signage program, including the addition of chapters, budget numbers, supporting landscape treatments, property ownership, and potential partnerships. Upon approval from KAB, the goal will be to present to city council for approval and adoption.



Family 3B selected during the May 2021 meeting.












Final City of Angleton Gateway & Signage family.

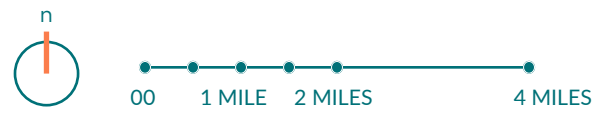
MO PAC DEPOT  
ANGLETON, TEXAS



**EXISTING CONDITIONS**

### LEGEND

-  CITY OF ANGLETON BOUNDARY
-  MAJOR THOROUGHFARE
-  COLLECTOR ROAD
-  CREEK
-  RAILROAD
-  HISTORIC DISTRICT
-  1 LARGE HEART MONUMENT
-  2 HEART GATEWAY MONUMENT
-  3 HEART INFORMATION MONUMENT

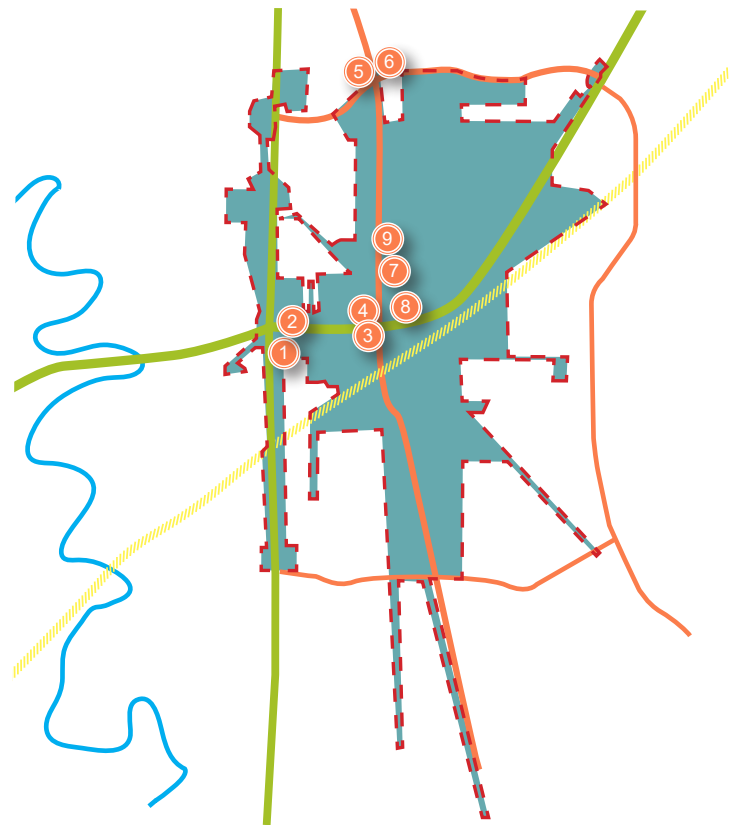


As part of the City of Angleton’s deep history, the heart has become a focal point for the residents. Sculptures depicting the heart were erected throughout the city to capture the community’s spirit. The diagram to the right documents the current locations of the heart sculptures. This plan seeks to build upon those icons by utilizing them in locations that can be more interactive. The strategic placement of the monuments will pay homage to the past sculptures while capturing the spirit of the future.

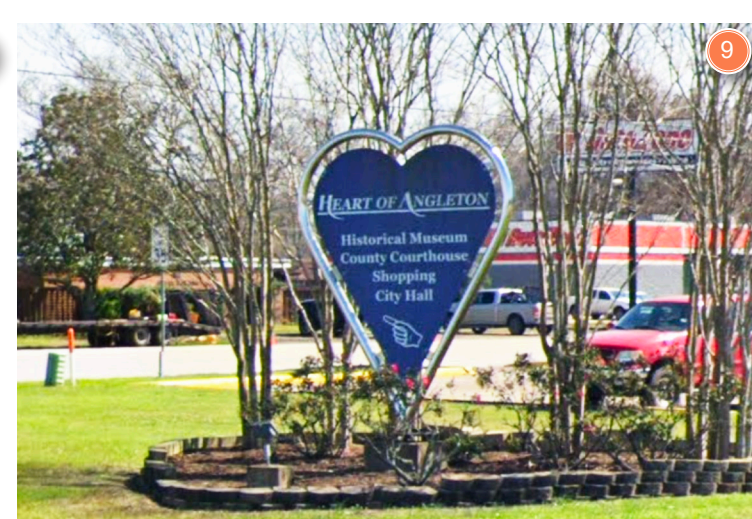




From the historic downtown to the new court house building, the City of Angleton has a rich history. The above images help gauge the character of the city and the environment. From materials, colors, and landmarks, these items provide inspiration and the ability to expand the branding and signage throughout the city limits.



- LEGEND** SCALE: NTS
- CITY OF ANGLETON BOUNDARY
  - MAJOR THOROUGHFARE
  - COLLECTOR ROAD
  - CREEK
  - RAILROAD
  - HISTORIC DISTRICT
  - 1 HEART GATEWAY MONUMENT - SH 288 & SH 35
  - 2 HEART GATEWAY MONUMENT - SH 288 & SH 35
  - 3 BANNER GRAPHICS - SH 35 & LOOP 274
  - 4 BANNER GRAPHICS - SH 35 & LOOP 274
  - 5 HEART GATEWAY MONUMENT - FM 523 & N. VELASCO ST.
  - 6 HEART GATEWAY MONUMENT - FM 523 & N. VELASCO ST.
  - 7 LARGE HEART MONUMENT - N. FRONT ST. & W. MAGNOLIA ST.
  - 8 INFORMATION HEART MONUMENT - LOOP 274 & WILKINS ST.
  - 9 GRAPHIC MONUMENTATION - BRAZORIA COUNTY COURTHOUSE







The images above illustrate the city's current branding, signage, and gateway monumentation. The heart is an iconic mark for the city, therefore, the location, visibility, scale, and consistency of the message is critical to a successful gateway and wayfinding signage program. The re-imagining of the hearts as sculptures, and not signage, will enhance the sense of place for locations such as downtown, parks, and other public venues. The goal of the new Gateway and Wayfinding Signage Master Plan expands on the previous iconic hearts while creating a consistent and cohesive plan that focuses on the designation, location, and messaging throughout the city.

# CORPORATE BRAND & MATERIALITY



# City of Angleton Brand Standards

## Official color palette

			
PMS Purple 269C	PMS Cool Gray 9	*PMS 877C Metallic Silver	*PMS Cool Gray 4
CMYK C=81, M=96, Y=26, K=13	CMYK C=48, M=41, Y=41, K=16		CMYK C=24, M=17, Y=15, K=0
RGB R=82, G=45, B=109	RGB R=125, G=124, B=124		RGB R=187, G=188, B=188
HEX HTML #512D6D	HEX HTML #75787B		HEX HTML #BBBCBC

	
BLACK	WHITE
CMYK 0, 0, 0, 100	CMYK 0, 0, 0, 0
RGB R=0, G=0, B=0	RGB R=255, G=255, B=255
HEX HTML #000000	HEX HTML #FFFFFF

\*Whenever possible, use metallic silver for the main body of the heart. If metallic is not available, use PMS color Cool Gray 4.



- Where the Heart is*
- » Beautiful
  - » Environmentally Responsible
  - » Education
  - » History
  - » Wildlife
  - » Tourism

The information provided above are excerpts from the City of Angleton Brand Standards Package V1.0 dated February 2021.

# THEME IMAGERY



# SIGNAGE MATERIALITY



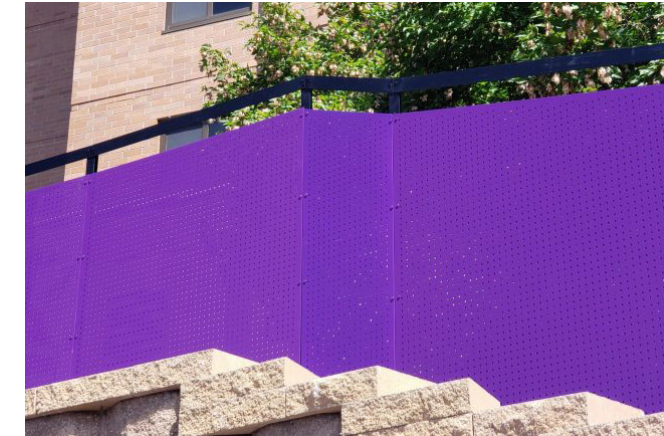
STONE VENEER TYPE 1: CHEROKEE BLEND, TUMBLED



STONE VENEER TYPE 2: CREAM LIME-STONE



PAINTED METAL: SILVER (METAL CABINETS)



PAINTED METAL: PURPLE (ACCENT PIECES)



REVERSE CHANNEL LETTERING WITH LIGHTING



VINYL LETTER BANNER PROGRAM

Along with consistency in messaging, a consistent theme of materials will create a sense of familiarity and recognition within the graphic artwork, monuments, and signage.



- A** Production Notes - Version 1
1. Double Sided
  2. Illumination - Reverse Channel: Heart & Copy. Channel wash lighting: Side panels
  3. Stone Veneer - cream limestone & stone veneer base
  4. Painted aluminum cabinets & structural elements (silver) (purple)
  5. Concrete footing & mow guard

- B** Production Notes - Version 2
- Same as Version 1 without ANGLETON
- \*B is scalable depending on final location. Sign could range from 24'-40' in height.

SIDE VIEW

- C** Production Notes
1. Digital printed vinyl banners attached to new or existing pole armatures

- D** Production Notes
1. Double Sided
  2. Non-illuminated
  3. Stone veneer base
  4. Painted aluminum cabinet (cream). Aluminum structural elements painted (silver)
  5. Copy applied vinyl (purple)
  6. Concrete footing & mow guard

- E** Production Notes
1. Single Sided
  2. Illuminated with push through acrylic letters with internal LED light box. (optional non-illuminated)
  3. Stone veneer base
  4. Painted aluminum cabinet (cream). Aluminum structural elements painted (silver)
  5. Pin mounted cut aluminum pin numerals (address)
  6. Concrete footing & mow guard

- F** Production Notes
- Same as Type D



- A** Production Notes - Version 1
1. Double Sided
  2. Illumination - Reverse Channel: Heart & Copy. Channel wash lighting: Side panels
  3. Stone Veneer - cream limestone & stone veneer base
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- Same as Version 1 without ANGLETON
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- F** Production Notes
- Same as Type D

# TREES



MEXICAN PLUM  
PRUNUS MEXICANA



POSSUMHAW HOLLY  
ILEX DECIDUA



NATCHEZ CRAPE MYRTLE  
LAGERSTROEMIA FAIRIEI 'NATCHEZ'



CEDAR ELM  
ULMUS CRASSIFOLIA



SOUTHERN WAX MYRTLE  
MYRICA CERIFERA



AMERICAN SYCAMORE  
PLATANUS OCCIDENTALIS



LIVE OAK  
QUERCUS VIRGINIANA



SHUMARD OAK  
QUERCUS SHUMARDII



WATER OAK  
QUERCUS NIGRA



AMERICAN ELM  
ULMUS AMERICANA

# SHRUBS & GROUNDCOVER



FLAME ACANTHUS  
ANISACANTHUS QUADRIFIDUS  
'WRIGHTII'



LILAC CHASTETREE  
VITEX AGNUS CASTUS



SUNSHINE LIGUSTRUM  
LIGUSTRUM SINESE



BICOLOR IRIS  
DIETES BICOLOR



MEXICAN BUSH SAGE  
SALVIA LEUCANTHA

# ORNAMENTAL GRASSES



TEXAS LANTANA  
LANTANA URTICOIDES



SANDY LEAF FIG IVY  
FICUS TIKOUA



GULF COAST MUHLY  
MUHLENBERGIA CAPILLARIS



CHINESE SILVER GRASS  
GRACILLIMUS MISCANTHUS



# SIGNAGE FAMILY & LOCATIONS








The family below represents the spirit and history of the City of Angleton. The Heart of Brazoria County prevails as an iconic and consistent element across the signage family. From the larger highway monumentation down to the destination signage, Angleton remains true to its values and brand. The selected materials maintain a consistent theme and mirror textures and elements used throughout the city.



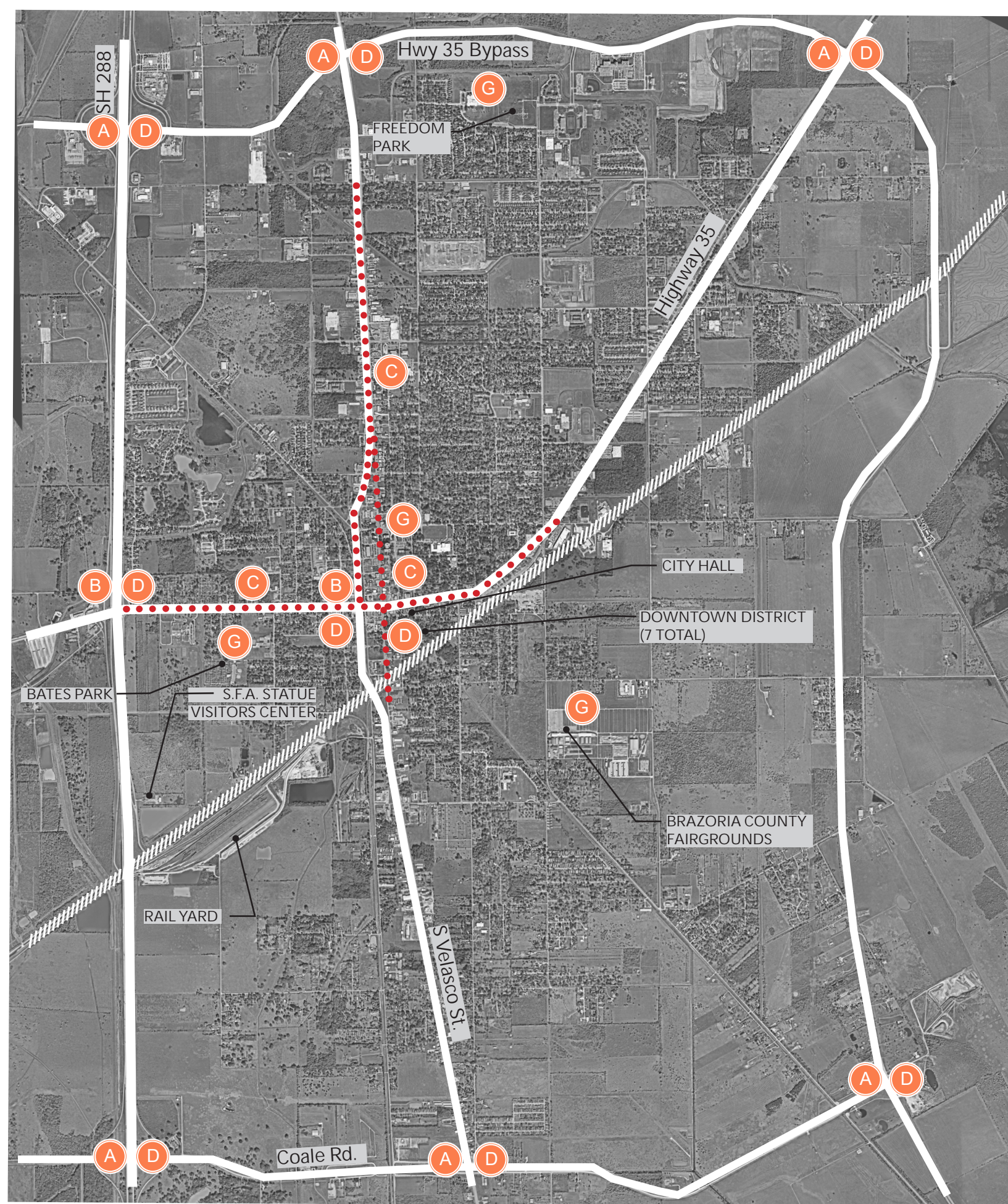
The family below represents the spirit and history of the City of Angleton. The Heart of Brazoria County prevails as an iconic and consistent element across the signage family. From the larger highway monumentation down to the destination signage, Angleton remains true to its values and brand. The selected materials maintain a consistent theme and mirror textures and elements used throughout the city.



### LEGEND

-  CITY OF ANGLETON BOUNDARY
-  MAJOR THOROUGHFARE/COLLECTOR ROAD
-  RAILROAD
-  PRIMARY MONUMENTATION
-  SECONDARY MONUMENTATION
-  STREET BANNER PROGRAM
-  PRIMARY DIRECTIONAL SIGNAGE
-  DESTINATION SIGNAGE
-  SECONDARY DIRECTIONAL SIGNAGE
-  POTENTIAL LOCATIONS FOR EXISTING HEART SCULPTURES
-  BANNER PROGRAM:  
SH 288 - E. CEDAR ST. ALONG HWY 35  
N. VELASCO ST. & S. VELASCO ST.  
(DOWNTOWN DISTRICT)  
LOOP 274 & HWY 35  
CR 341 - HWY 35 ALONG BUS 288











Once the signage family is developed, the next key decision is location and placement of each signage type. The diagram to the right indicates the location for each sign type around the City of Angleton. From the banner program to the large-scale gateway monumentation, these locations will provide consistent branding and wayfinding the city needs for visitors and residents. The large-scale gateways are strategically located along the perimeter of the city at major entry points to welcome visitors and residents alike. The remainder of the signage types will reinforce the message and provide wayfinding throughout the city.



**F** PEDESTRIAN DIRECTIONAL SIGNAGE SHALL HAVE ITS ORIGINS IN THE DOWNTOWN AREA AND COINCIDE WITH THE AREA DESIGNATED AS PART OF THE LIVABLE CENTERS STUDY.




### LEGEND







-  CITY OF ANGLETON BOUNDARY
-  MAJOR THOROUGHFARE/COLLECTOR ROAD
-  RAILROAD
-  PRIMARY MONUMENTATION
-  SECONDARY MONUMENTATION
-  STREET BANNER PROGRAM
-  PRIMARY DIRECTIONAL SIGNAGE
-  DESTINATION SIGNAGE
-  SECONDARY DIRECTIONAL SIGNAGE
-  POTENTIAL LOCATIONS FOR EXISTING HEART SCULPTURES
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 SH 288 - E. CEDAR ST. ALONG HWY 35  
 N. VELASCO ST. & S. VELASCO ST.  
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 LOOP 274 & HWY 35  
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# City of Angleton Branding

## Master Plan - Signage Location

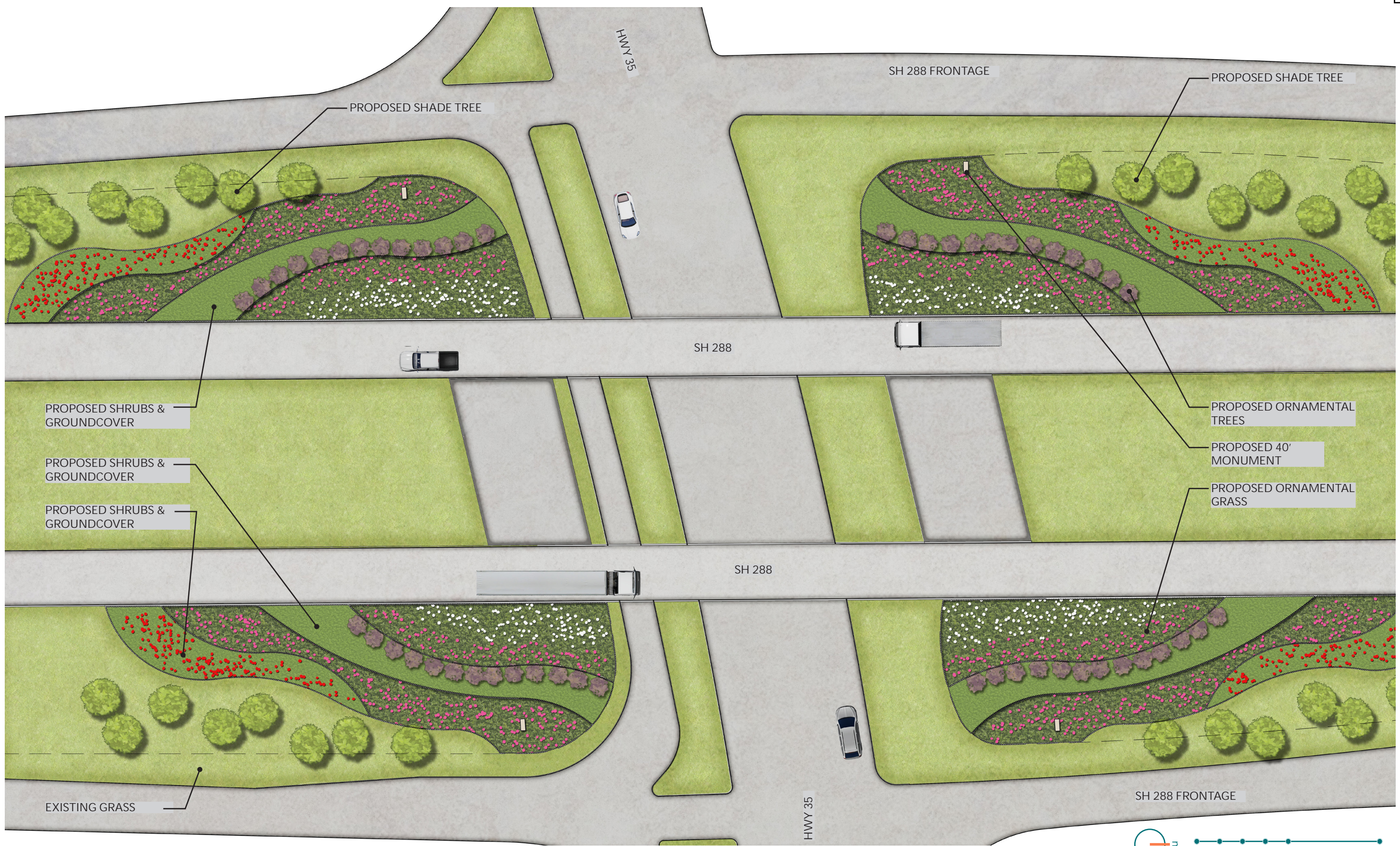
Sign Type	Location	Description	Address	Misc.
A	SH 288 & HWY 35	Major intersection to grab the attention of travelers along HWY 35 & SH 288		Within City Limits, TxDOT ROW
A	HWY 35 & Loop 274	Major intersection within the downtown area.		Within City Limits, TxDOT ROW
A	S. Velasco St. & Coale Rd.	Key Location for travelers coming into town from the South along S. Velasco St.		North side of Intersection is in Angleton City Limits, TxDOT ROW, Private Property
A	Coale Rd. & HWY 35 Bypass	Key Location for travelers coming into town from the South along HWY 35 Bypass		TxDOT ROW, County Property
A	HWY 35 & HWY 35 Bypass	Key Location for travelers coming into town from the East along HWY 35		Within City Limits, TxDOT ROW
A	N. Velasco St. & HWY 35 Bypass	Key Location for travelers coming into town from the North along N. Velasco St.		South side of intersection within City Limits, TxDOT ROW
B	SH 288 & HWY 35 BYPASS	Key location on the North side of Angleton. First time travelers will enter Angleton. Grand statement at this location.		Within City Limits, TxDOT ROW
B	SH 288 & COALE RD.	Key location on the South side of Angleton. First time travelers will enter Angleton. Grand statement at this location.		North side of Intersection is in Angleton City Limits, TxDOT ROW
C	HWY 35	Both sides of Hwy 35 from SH 288 into Downtown		Within City Limits, TxDOT ROW
C	Downtown District	Various locations to enhance the Downtown Area		City Limits
C	Loop 274 & HWY 35	Existing Banner Program		Within City Limits, TxDOT ROW
C	Shipley's & Loop 274	Existing Banner Program		City Limits
C	Business 288	Existing Banner Program at TDECU Bank		Within City Limits, TxDOT ROW
D	SH 288 & HWY 35 Bypass	Double sided, not-illuminated		Within City Limits, TxDOT ROW
D	SH 28 & Coale Rd.	Double sided, not-illuminated		North side of Intersection is in Angleton City Limits, TxDOT ROW
D	S. Velasco St. & Coale Rd.	Double sided, not-illuminated		North side of Intersection is in Angleton City Limits, TxDOT ROW
D	Coale Rd. & HWY 35 Bypass	Double sided, not-illuminated		TxDOT ROW, County Property
D	HWY 35 & HWY 35 Bypass	Double sided, not-illuminated		Within City Limits, TxDOT ROW
D	N. Velasco St. & HWY 35 Bypass	Double sided, not-illuminated		South side of intersection within City Limits, TxDOT ROW

# City of Angleton Branding

## Master Plan - Signage Location

Esign Type	Location	Description	Address	Misc.
D	SH 288 & HWY 35	Double sided, not-illuminated		Within City Limts, TxDOT ROW
D	HWY 35 & N. Velasco St.	Double sided, not-illuminated		Within City Limts, TxDOT ROW
D	Downtown District	Double sided, not-illuminated		Within City Limts, TxDOT ROW
E	Angleton Fire Department No. 1	Internal Illumination Option	221 N Chenango Street, Angleton, TX 77515	City of Angleton Property
E	Angleton Fire Department No. 2	Internal Illumination Option		City of Angleton Property
E	Angleton Fire Department No. 3	Internal Illumination Option	2743 N Velasco, Angleton, TX 77515	City of Angleton Property
E	Angleton Police Department	Internal Illumination Option	104 Cannan Dr, Angleton, TX 77515	City of Angleton Property
E	Angleton Recreation Center	Internal Illumination Option	1601 N Valderas, Angleton, TX 77515	City of Angleton Property
E	Angleton City Hall	Internal Illumination Option	121 S Velasco St, Angleton, TX 77515	City of Angleton Property
E	Angleton Animal Control	Internal Illumination Option	535 S Anderson St, Angleton, TX 77515	City of Angleton Property
E	Angleton Service Center	Internal Illumination Option	901 S Velasco, Angleton, TX 77515	City of Angleton Property
E	Angleton Waste Water Treatment Plant	Internal Illumination Option	501 Sebesta Road, Angleton, TX 77515	City of Angleton Property
E	Dickey Park	Non-Internal Illumination	813 W Mulberry St, Angleton, TX 77515	City of Angleton Property
E	Lakeside Park	Non-Internal Illumination	County Rd 44, Angleton, TX 77515	City of Angleton Property
E	Freedom Park	Non-Internal Illumination	3105 N Downing St, Angleton, TX 77515	City of Angleton Property
E	Veterans Park	Non-Internal Illumination	115 E Magnolia St, Angleton, TX 77515	City of Angleton Property
E	Masterson Park	Non-Internal Illumination	101 S Arcola St, Angleton, TX 77515	City of Angleton Property
E	Officer Cash Memorial Dog Park	Non-Internal Illumination	535 S Anderson St, Angleton, TX 77515	City of Angleton Property
E	Rueben Welch Park	Non-Internal Illumination	2198 E Kiber St, Angleton, TX 77515	City of Angleton Property
E	Bates Park	Non-Internal Illumination	700 Bates, Park Rd, Angleton, TX 7751	City of Angleton Property
E	BG Peck Soccer Complex	Non-Internal Illumination	709 Kelly Blvd, Angleton, TX 77515	City of Angleton Property
E	Brushy Bayour Park	Non-Internal Illumination	100 Meadow Creek Rd, Angleton, TX 77515	City of Angleton Property







EXISTING GRASS

EXISTING TREES

PROPOSED SHRUBS & GROUNDCOVER

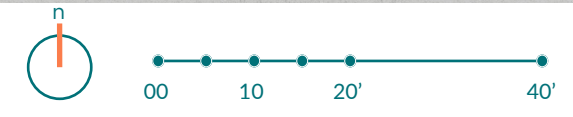
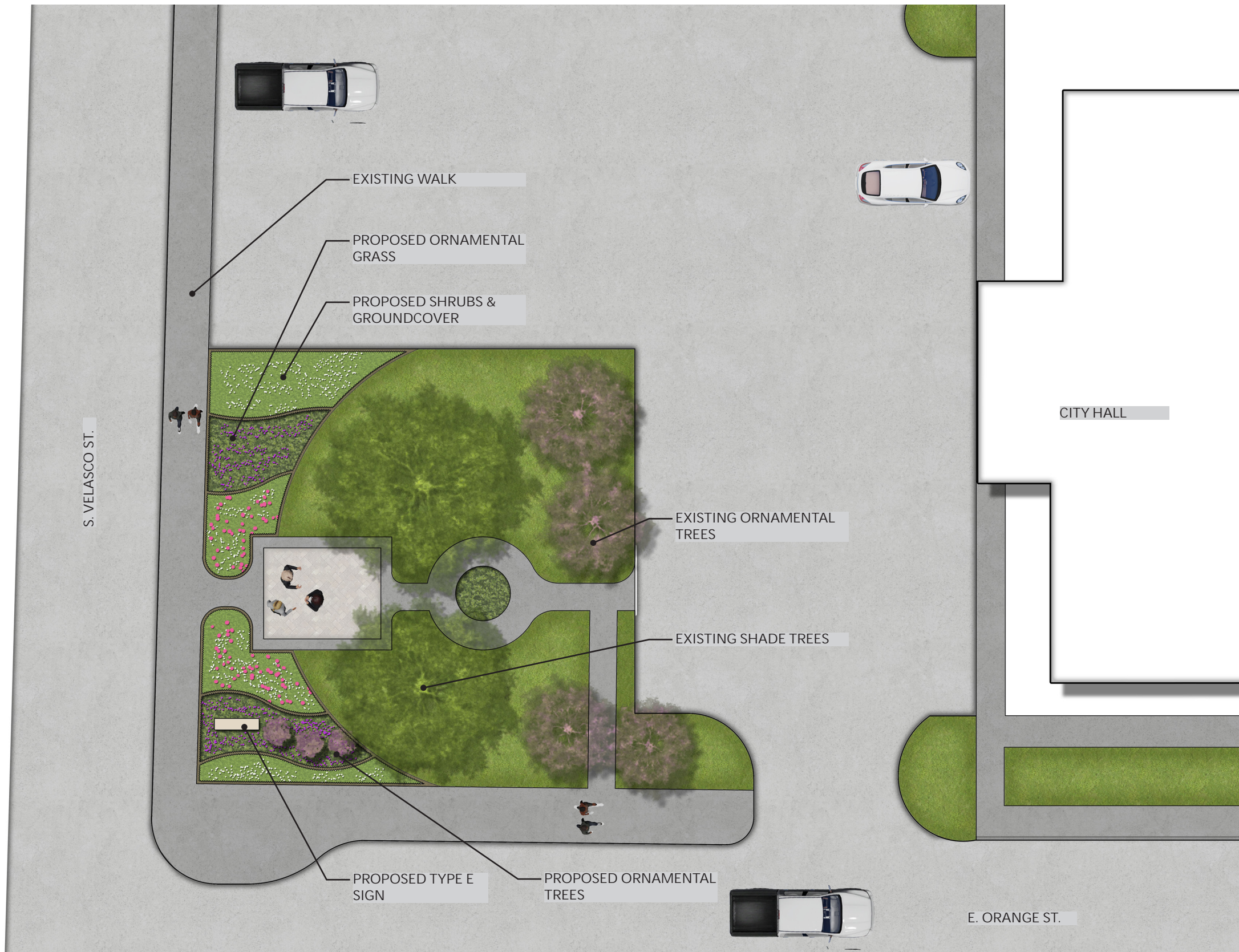
PROPOSED 20' MONUMENT

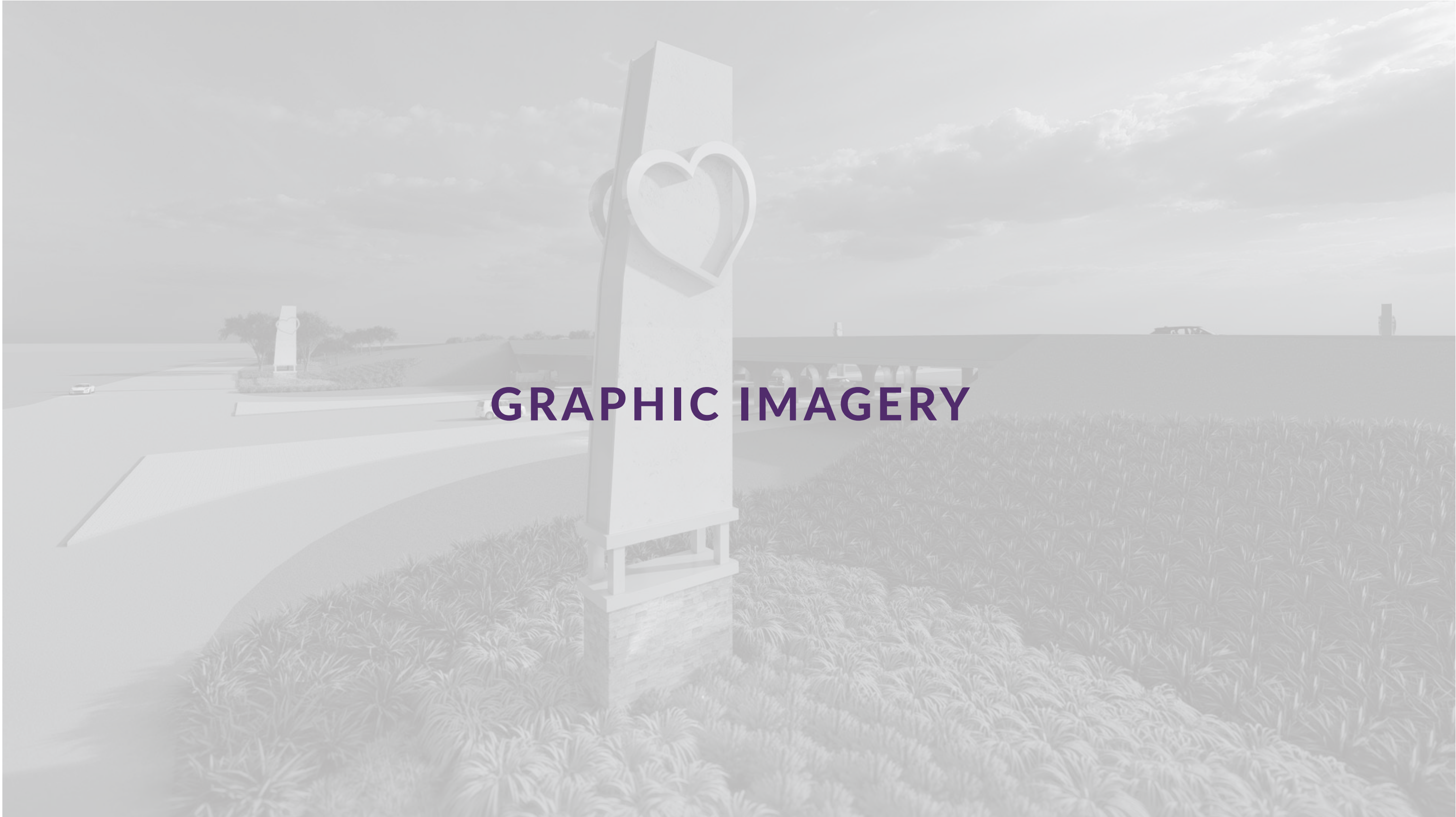
PROPOSED ORNAMENTAL GRASS

PROPOSED ORNAMENTAL TREES

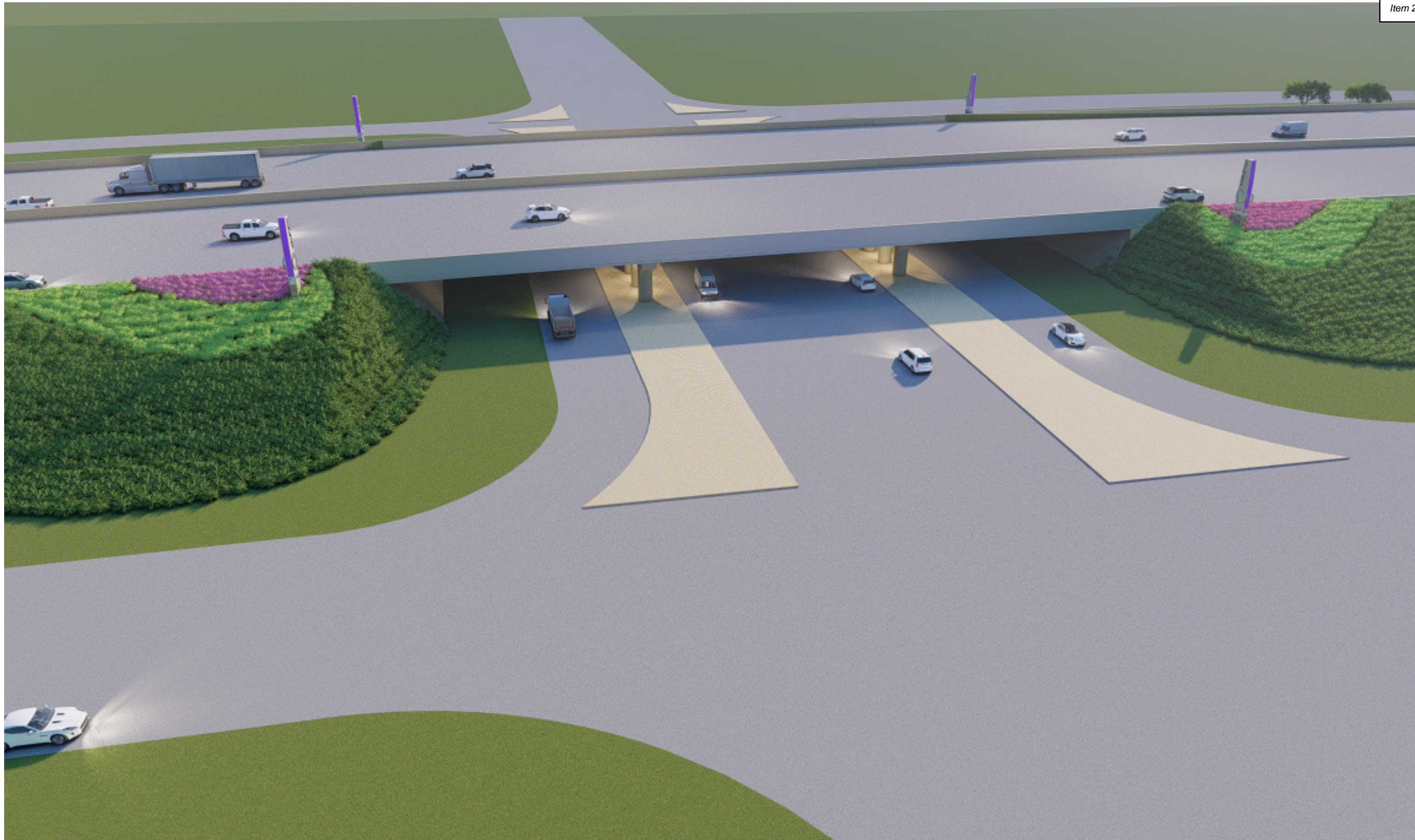
PROPOSED SHADE TREES

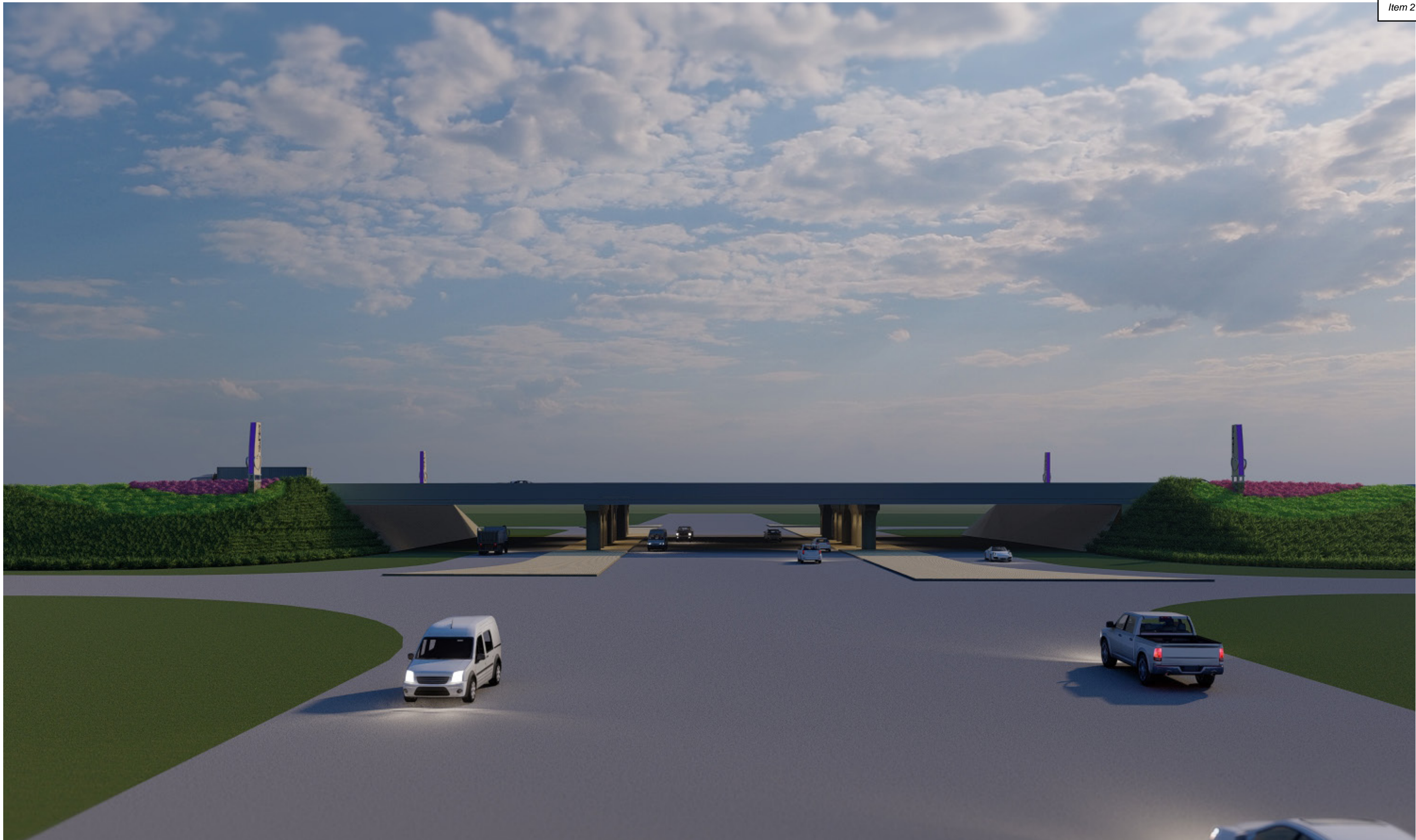


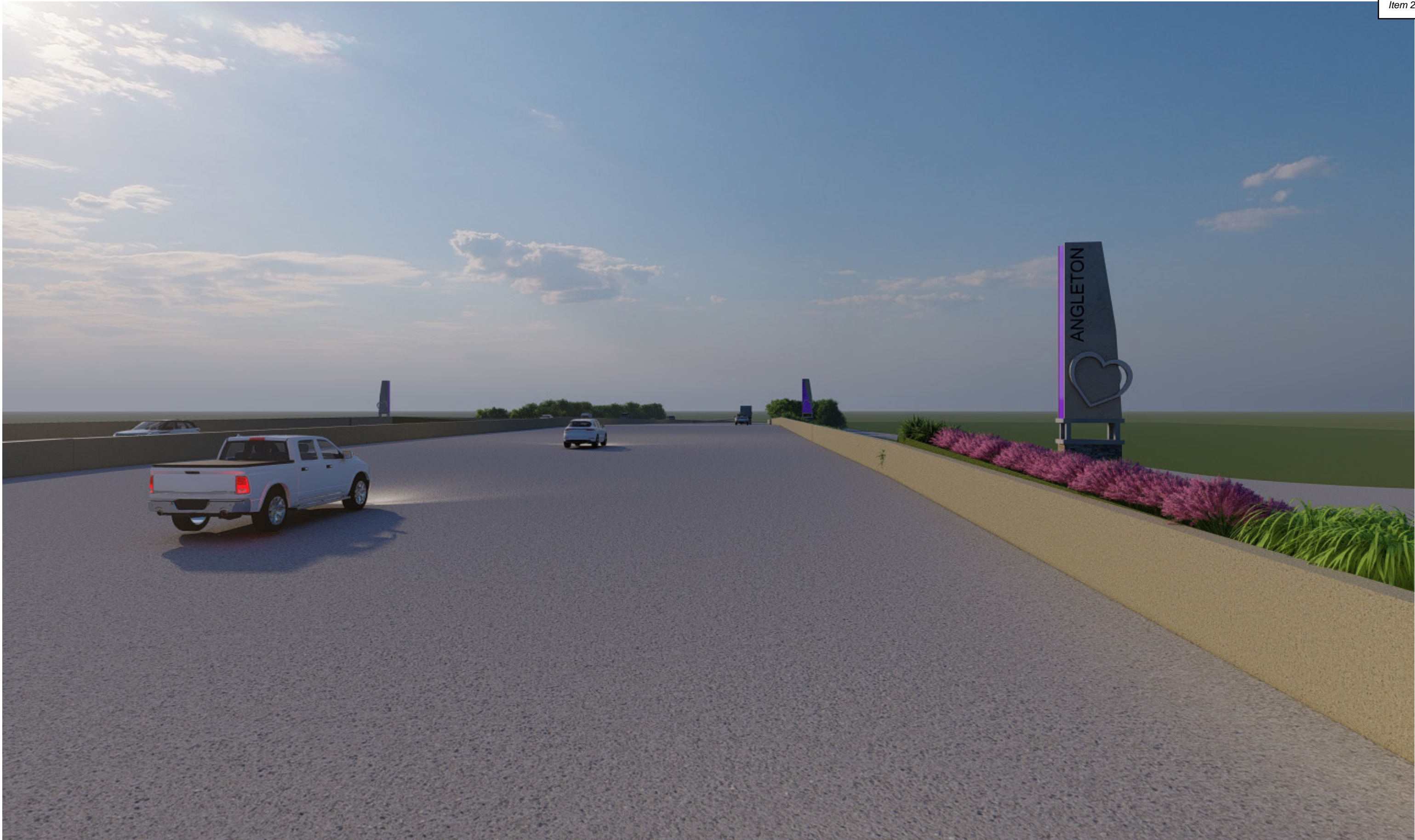


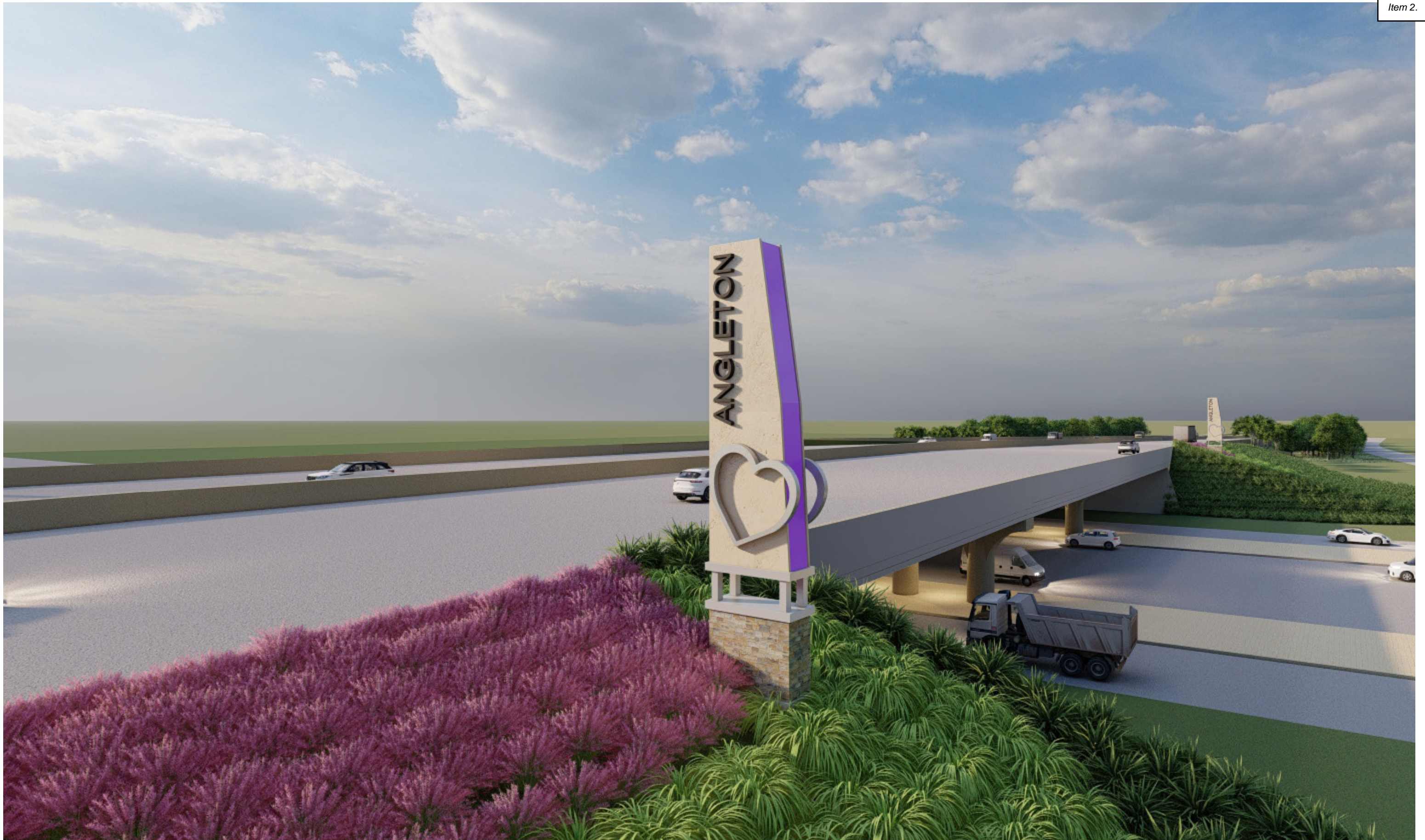


**GRAPHIC IMAGERY**























# CONSTRUCTION BUDGET

# City of Angleton

## 01. PRIMARY MONUMENT - TYPE A @ HIGHWAY

Quantity: 4 Signs  
 Unit Cost: \$500,885.00  
 Extension: \$2,003,540

## 02. PRIMARY MONUMENT - TYPE A @ COLLECTOR

Quantity: 6 Signs  
 Unit Cost: \$190,355  
 Extension: \$1,142,130

## 03. PRIMARY MONUMENT - TYPE B @ HIGHWAY

Quantity: 8 Sign  
 Unit Cost: \$630,520  
 Extension: \$5,044,160

## 04. BANNERS W/ POST - TYPE C

Quantity: 315 Signs  
 Unit Cost: \$6,325  
 Extension: \$1,992,375

## 05. VEHICULAR DIRECTIONAL SIGNAGE - TYPE D

Quantity: 18 Signs  
 Unit Cost: \$28,050  
 Extension: \$504,900

## 06. PEDESTRIAN DIRECTIONAL SIGNAGE - TYPE F

Quantity: 25 Signs  
 Unit Cost: \$14,850  
 Extension: \$371,500

## 07. DESTINATION SIGNAGE - TYPE E (LIGHTS)

Quantity: 9 Signs  
 Unit Cost: \$54,450  
 Extension: \$490,050

## 08. DESTINATION SIGNAGE - TYPE E (W/OUT LIGHTS)

Quantity: 10 Signs  
 Unit Cost: \$48,950  
 Extension: \$489,500

## TOTAL SIGNAGE BUDGET

\$12,037,905

## CONCLUSION

The branding and wayfinding of a city aligns with a common objective, an identity. The City of Angleton has a strong and celebrated identity that is well-known throughout the area. The iconic heart embodies the true spirit of Angleton. Embracing that passion along with the rich history and character will brand Angleton as the **Heart of Brazoria County**.



**CLARK CONDON**