



Landscape Branding

City of Colleyville



la terra studio

2109 Commerce Street Dallas, Texas, 75201

COLLEYVILLE LANDSCAPE BRANDING

City of Colleyville

This document assists the City of Colleyville with developing a brand of landscaping enhancements that defines a theme for future improvements in public rights-of-way and City-owned properties.

Contact:

La terra Studio
2109 Commerce Street
Dallas, Texas, 75201
P 214.749.0333
moreinfo@laterrastudio.com

CONTENTS

Introduction.....	p.7
Entryway Markers.....	p.9
Medians.....	p.13
Roundabouts.....	p.17
Public Buildings.....	p.21
Rights-of-Way.....	p.23
Landscape Brand Elements.....	p.27

In early 2013 several meetings were held to discuss the City's long term goals with heavy emphasis on city image. It was determined that along with many other initiatives, a city wide landscape brand should be developed.

The landscape brand should enhance the quality of existing and future identity elements while creating a unifying experience in public areas throughout Colleyville.

A primary theme was developed and is encouraged to be adhered to throughout the city as public spaces are developed and enhanced. Minor variations to this main theme, such as scale and number of design elements utilized, are encouraged to create unique design responses to each specific site.

The following report presents the concepts developed for several types of municipal property that will contribute to enhancing the city image.

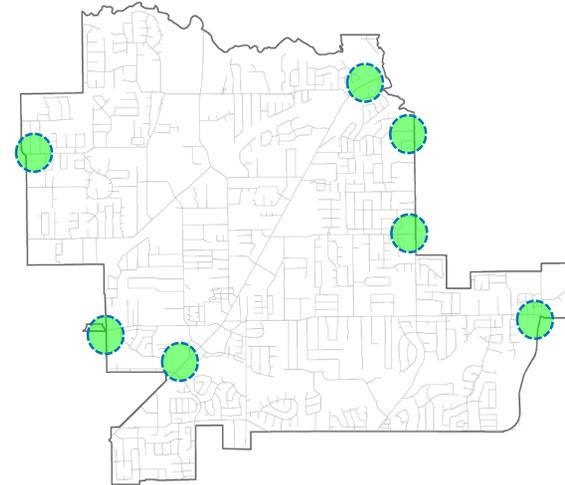
Colleyville.

the gold standard...



COLLEYVILLE

Entryway Markers



Entryway markers and the surrounding landscape provide an opportunity to express the identity and image of the city. These spaces are often the first recognizable feature as one travels into or out of a place.

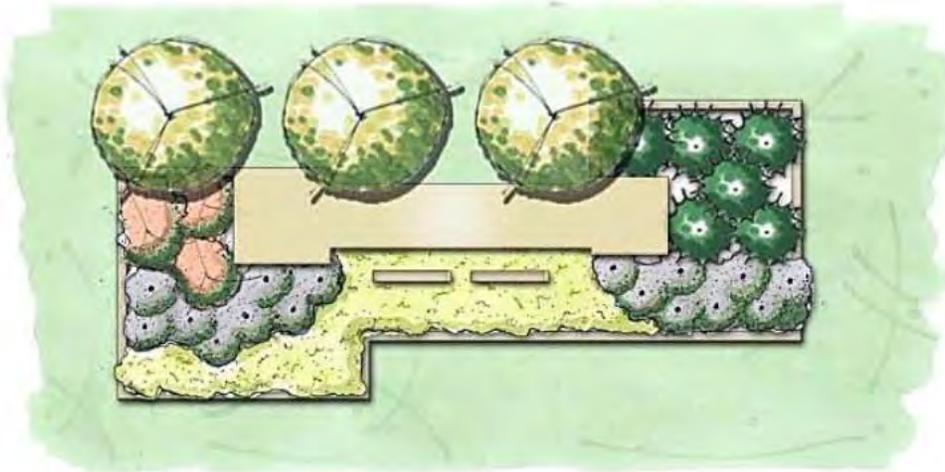
The City of Colleyville began implementing iconic entry signs in 2008. These signs differ in size and scale depending on the type of intersections where they are installed. The signs range from 10 to 25 feet wide and 8 to 10 feet tall. Constructed of high quality materials of lime stone, cast concrete, and mounted City name, these signs make a statement on their own.

Over the years, different landscape installations have been tested at these signs, with few having lasting success. Most of the planting installed was very small and was implemented into poor existing soil conditions.

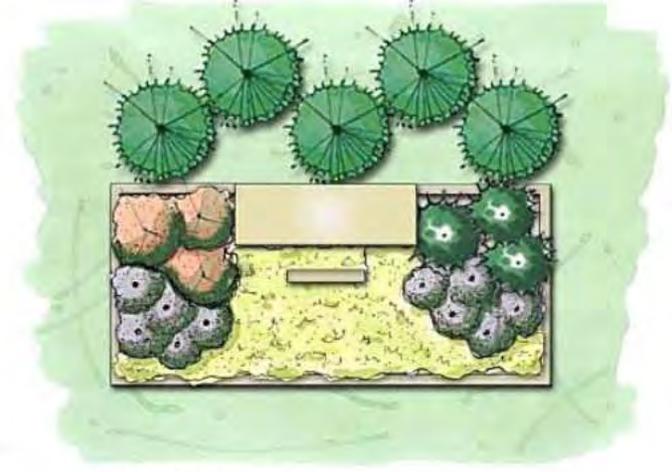
In order to create a consistent look throughout the community, management of these areas should be executed by the City.

The location and size of landscape materials must be carefully controlled, as most entry points are situated at street intersections. Maintaining safe sight distance visibility for motorists and pedestrians must remain a priority.

Entryway Markers



Portal 1 - Plan
not to scale



Portal 2 - Plan
not to scale



Portal 1 - Elevation
not to scale

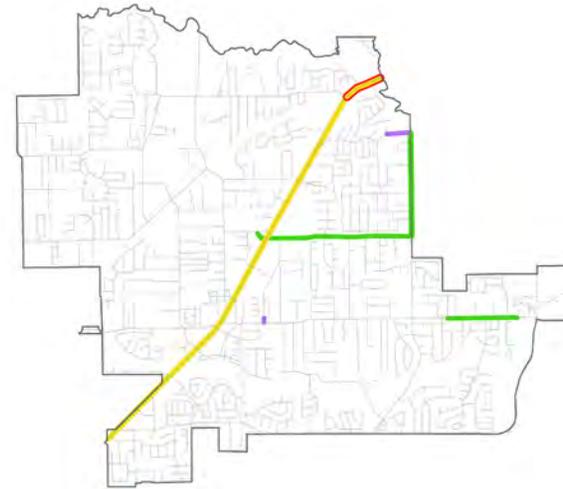


Portal 2 - Elevation
not to scale

Recommendations:

- Create a lasting permanent landscape around all entry signs.
- Install large, healthy plant material for enhanced impact and increased survivability.
- Create background scale and framing with large evergreen or ornamental trees behind signs. Plant material should be 3' to 5' higher than top of sign at installation.
- Separation from landscape areas and turf should be clearly defined by 6" wide concrete mow strip.
- Light fixtures should provide subtle lighting for signs and should be hidden from view as much as possible.

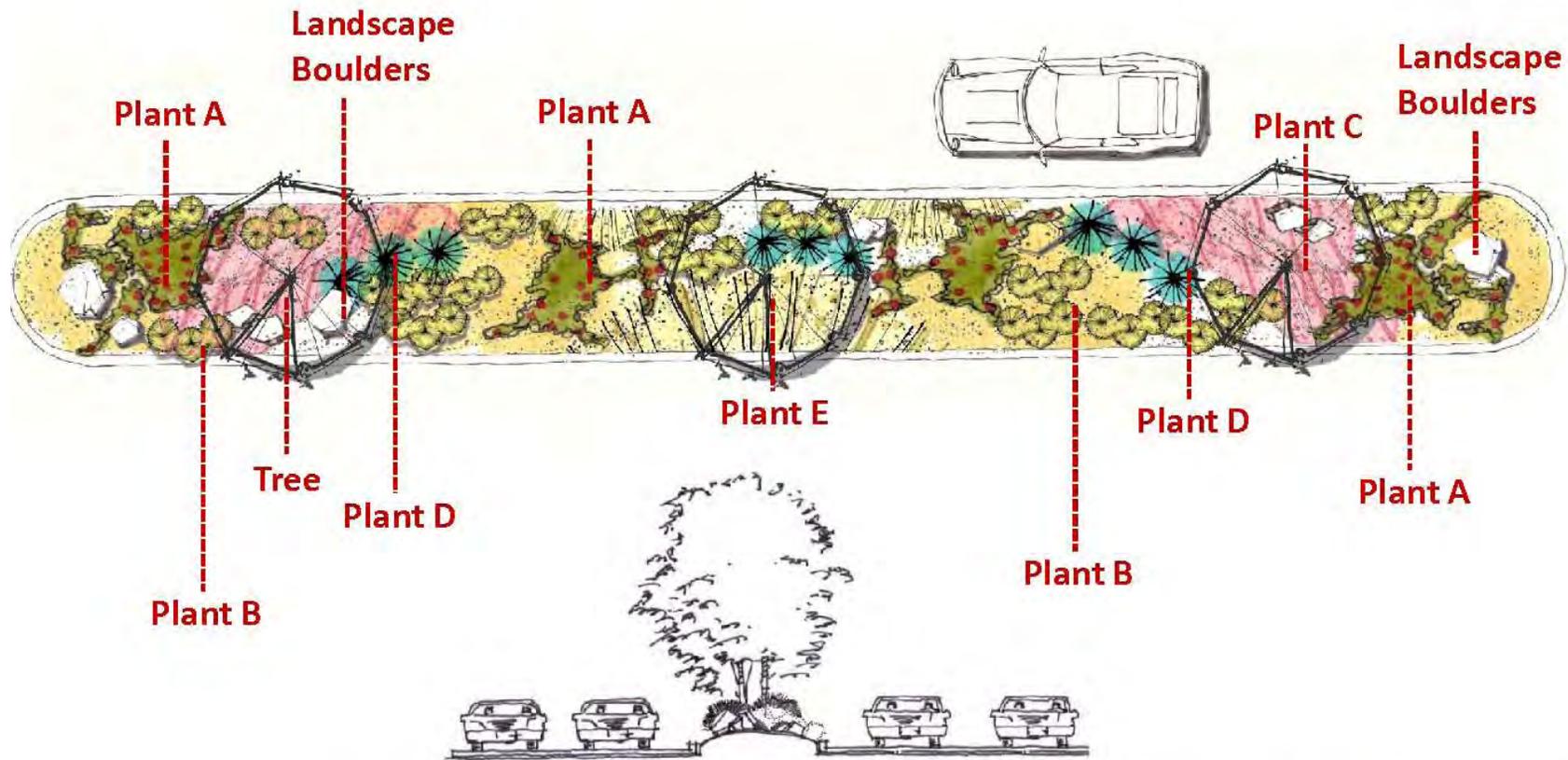




Medians offer several benefits such as safety and stormwater management, as well as improving aesthetics throughout Colleyville.

For planting, it is important to carefully choose plants and trees for medians that are well-adapted to the urban environment. Through evaluation of many existing medians throughout the city, it has been determined that the aesthetics of the medians along Glade Road set an example for future improvements within medians in the city. The design is symmetrical, yet casual in its appearance and variations are recommended.

Many different road classifications exist within Colleyville including state highways controlled by the Texas Department of Transportation. It is recommended to work with all entities to ensure a consistent landscape brand, while still complying with all jurisdictional requirements.

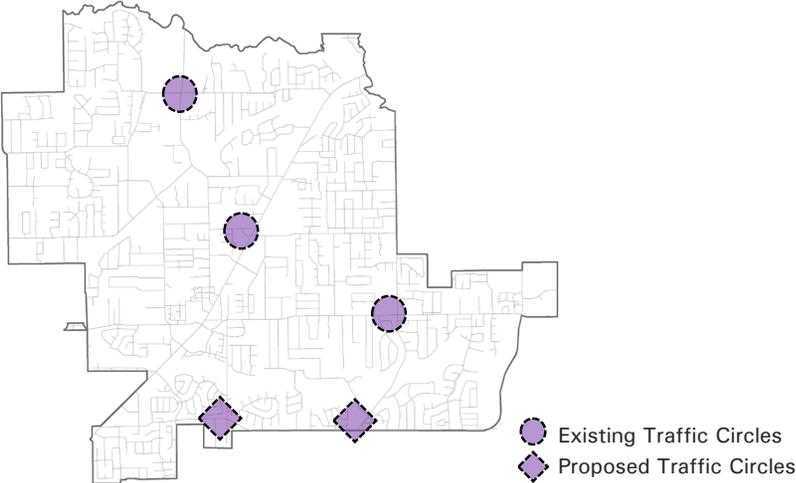


Recommendations:

- Implement a casually formal design similar to existing Glade Road medians. Design intent is to create a symmetrical design similar to the design on page 14. Plant materials may be interchanged and unique, however branded design is encouraged for different corridors throughout the city.
- Install large, healthy plant material for enhanced impact and increased survivability.
- Raise center of median to create mounding effect and promote the landscaping as well as screen oncoming traffic views.
- Separation from landscape areas and turf should be clearly defined by 6" wide concrete mow strip.
- Jurisdictional regulations for TxDOT roadways must be taken into consideration along SH26.



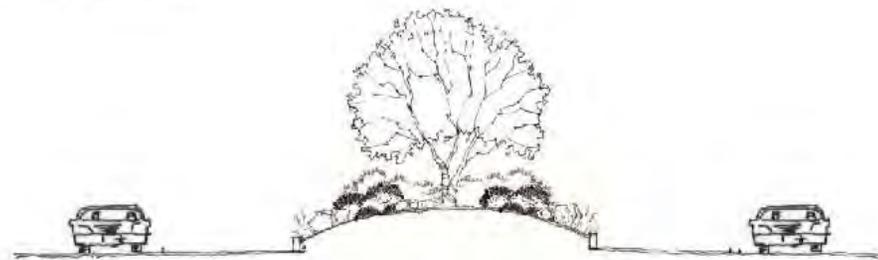
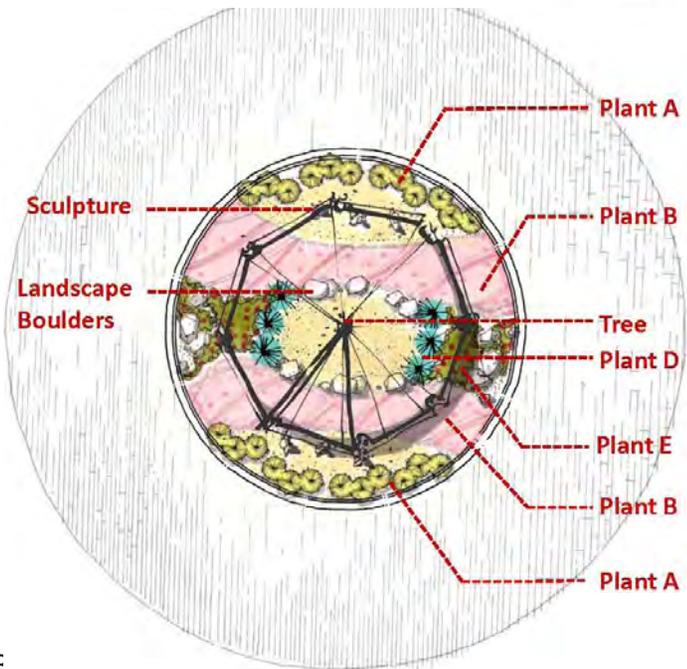
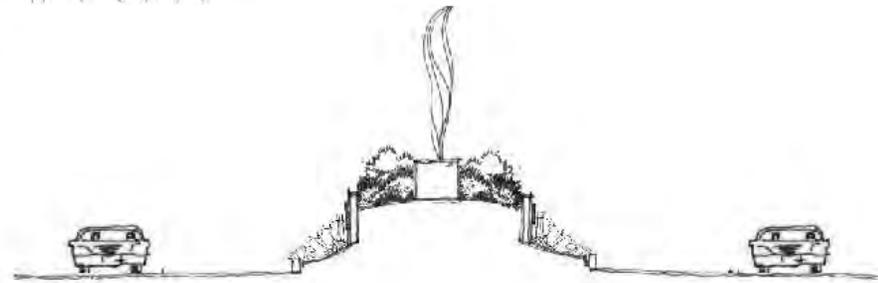
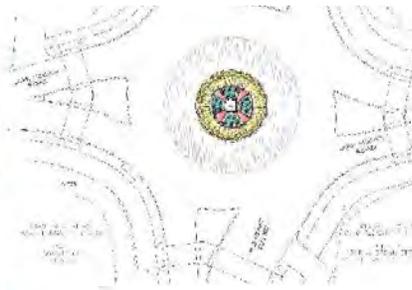
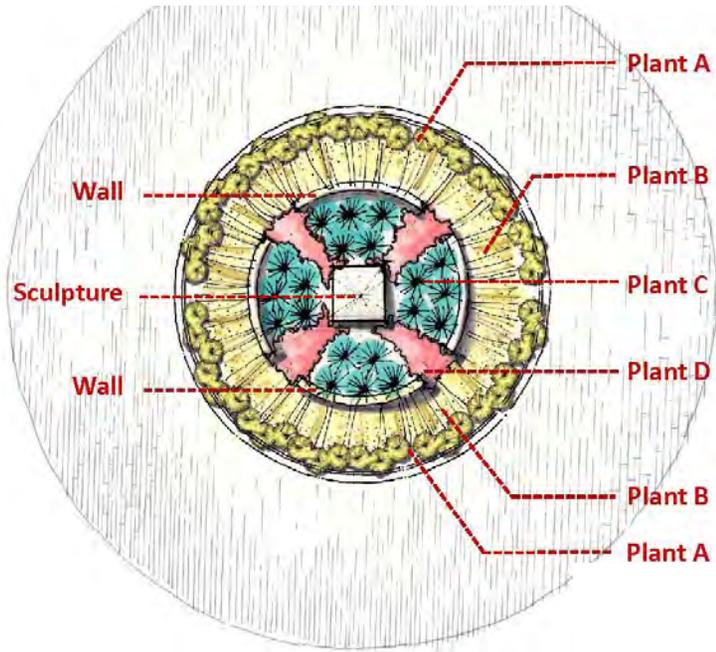
Roundabouts



Landscaping is one of the distinguishing features that gives roundabouts an aesthetic advantage over traditional intersections. Landscaping in the central island, in splitter islands (where appropriate), and along the approaches can benefit both public safety and community enhancement.

The central island landscaping can enhance the safety of the intersection by making the intersection a focal point and by lowering speeds. Plant material should be selected so that sight distance is maintained, including consideration of future maintenance requirements to ensure adequate sight distance for the life of the project.

Pedestrians are not encouraged to cross the circulatory roadway. Street furniture that may attract pedestrian traffic to the central island, such as benches or monuments with small text, must be avoided. If fountains or monuments are being considered for the central island, they must be designed in a way that will enable proper viewing from the perimeter of the roundabout. In addition, they must be located and designed to minimize the possibility of impact from an errant vehicle.



Recommendations:

- Implement design concepts defined in this branding manual. Design intent is to create a symmetrical design similar to the concepts shown here. Plant materials may be interchanged and unique, however branded design is encouraged to tie all city roundabouts together.
- Raise center of roundabout to create mounding effect and promote the landscaping as well as screen oncoming traffic views.
- Install large, healthy plant material for enhanced impact and increased survivability
- Reduce prominence of directional signage while still providing a safe roundabout that meets recommendations by the city, state, national transportation boards.



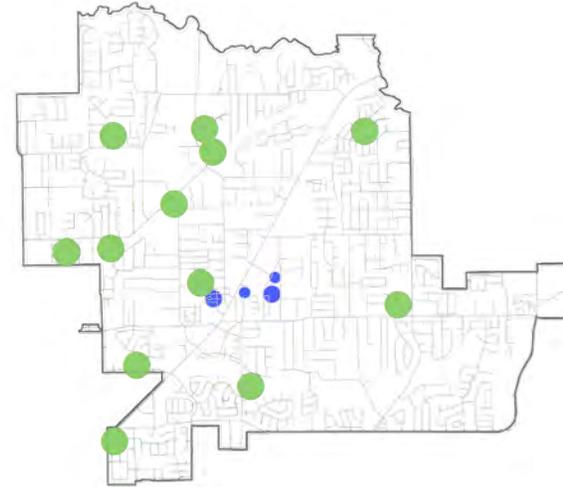
CITY OF COLLEYVILLE

NO PARKING

CITY HALL

PUBLI

Public Buildings, Parks, and Open-space



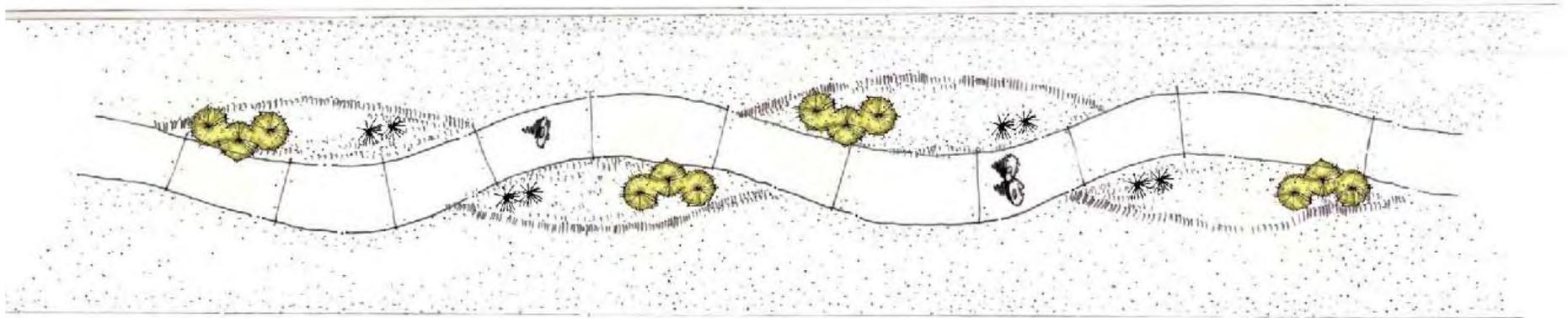
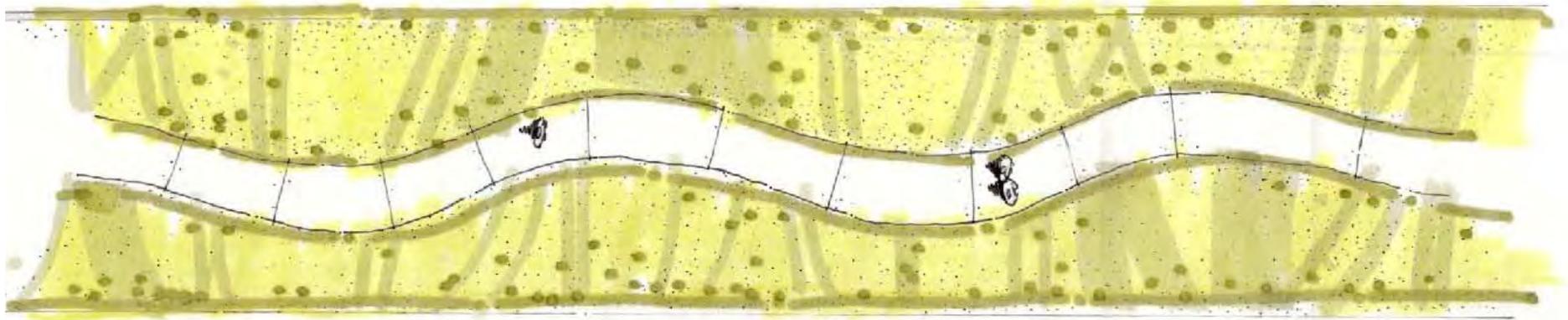
Civic institutions, such as parks, libraries, city halls, and cultural facilities, are the foundations of a civil society and the cornerstones of democracy. At their best, they nurture and define a community's identity by instilling a greater sense of pride, foster frequent and meaningful contact between citizens, provide comfort in their public spaces, and encourage an increasingly diverse population to use them. When public facilities are kept to a high standard of appearance, it tends to trickle out into the community and take place in private developments, neighborhoods, and employment centers as well.

These spaces can be unified by many design elements, with landscaping being one of the most noticeable and dynamic. The Colleyville landscape branding manual recommends implementing the common brand at all new and renovated public facilities to begin to reiterate the brand of Colleyville as the gold standard. This can be achieved with the attention and dedication to good design. Unique site specific design response with similar plant material is encouraged.





Maintaining a safe and aesthetically-pleasing landscape in the right-of-way is an important part of continuing the landscape brand throughout the city. Areas such as linear parks, trail heads, and corridors, and private subdivision entry features also provide the opportunity to expand on the Colleyville landscape brand. The appropriate landscaping improves the appearance and safety of the rights-of-way, as well as the appearance of adjacent properties.



Recommendations:

- Enhance areas along trails as they approach intersections.
- Create areas of landscaping adjacent to seating areas along trails to provide shade.
- Work with private developers during design review of proposed entry features. Encourage consistency and quality design responses in every submittal.



Landscape Brand Elements

Many elements make up the recommended landscape brand for the City of Colleyville. Plant material, hardscape elements, and specific construction techniques and standards all work together to create the brand.

The plant materials on the following pages have been chosen for their natural or adaptable qualities, their function in the landscape, and their availability in the commercial nursery trade. A variety of plant materials will be utilized to provide the landscape brand for Colleyville. New enhancements are not limited to these suggested species, however, several should be used to enhance a consistent community theme. Several of the plants recommended contain yellow blooms, fall color, or foliage, creating the common unique theme of the gold standard.

Hardscape elements may include stone walls, public art, enhanced paving, pathways, and site furniture. Common use of materials within the public realm will help strengthen the landscape brand. Examples of the recommended elements are shown in this section.

Just as important as high quality materials, construction techniques and specifications ensure the investments are implemented correctly and will stand the test of time. Specific recommendations for soil conditioning, concrete applications, and plant installation are all integral parts of the landscape brand.

Plant Material

Shade Trees



pistacia chinensis
Chinese Pistache



quercus virginiana
Live Oak 'highrise'



quercus shumardii
Red Oak

Ornamental Trees



vitex agnus castus
Vitex



chilopsis linearis
Desert Willow



ilex vomitoria
Yaupon Holly

Shrubs



ilex cornuta 'Carissa'
Carissa Holly



Rosa 'Coral Drift'
Coral Drift Rose



Rosa 'popcorn'
Popcorn Drift Rose



hesperaloe parviflora 'yellow'
Yellow Yucca



Rosa 'Radrazz'
Knock Out Rose 'Yellow'
(or 'red')



scutellaria suffrutescens
Purple Skullcap

Ornamental Grasses



pennisetum alopecuroides
'Hamelin'
Hamelin Fountain Grass



stipa tenioides
Mexican Feather Grass



Eragrostis curvula
Weeping Love Grass

Ground Cover



hemerocallis 'stella d'orrio'
Daylily



pachysandra terminalis
Japanese Spurge



lantana x hybrida 'new gold'
New Gold Lantana

Hardscape Elements

Stone



Rough cut lueders limestone
w/ cast stone



Smooth cut lueders limestone
w/ cast stone



lueders block stone

Site Furniture

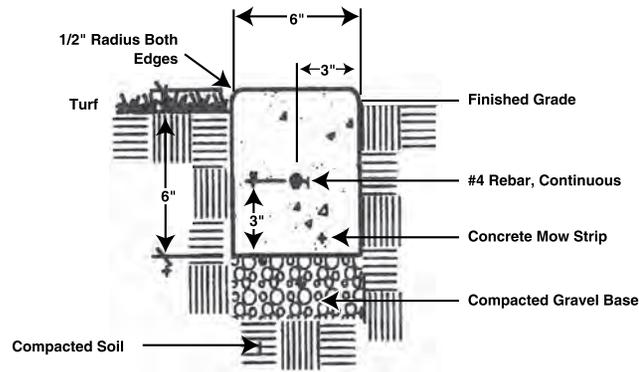


Black metal bench



Black metal trash receptacle

Construction Specification Examples



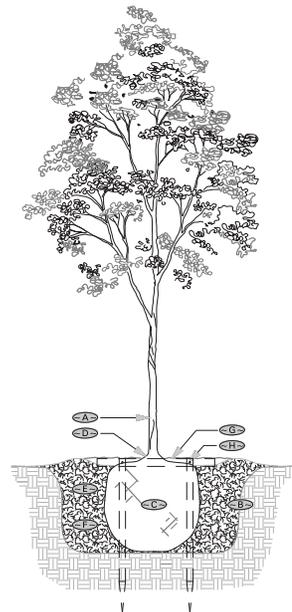
Notes: Expansion Joints 20' O.C.
All Mow Strips Shall be Formed and Hand-poured.

Concrete Mow Strip

The following is a recommendation for planting soil amendments and should be revised for specific site applications by a registered landscape architect on all new installations.

- Remove first 6" of existing topsoil
- Install approved planting medium
- Till in existing topsoil to a depth of 12"
- Contractor to submit a producer's specification and a one (1) quart sample of each soil amendment proposed to be used for approval prior to installation.

Planting medium specifications



A TREE PLANTING DETAIL
SCALE: N.T.S.

TREE PLANTING DETAIL LEGEND

(A) TREE: TREES SHALL CONFORM WITH LATEST AMERICAN STANDARD FOR NURSERY STOCK. www.ansi.org

(B) TREE FT. WIDTH TO BE AT LEAST TWO (2) TIMES THE DIAMETER OF THE ROOT BALL CENTER TREE IN HOLE & REST ROOT BALL ON UNDISTURBED NATIVE SOIL.

(C) ROOT BALL: REMOVE TOP 1/2 BURLAP AND ANY OTHER FOREIGN OBJECT. CONTAINER GROWN STOCK TO BE INSPECTED FOR GIRDLING ROOTS.**

(D) ROOT FLARE: ENSURE THAT ROOT FLARE IS EXPOSED** FREE FROM MULCH AND GRADE

(E) BACKFILL: USE EXISTING NATIVE SOIL ^{1/2} AND WATER THOROUGHLY TO ELIMINATE AIR POCKETS.

(F) FUNGI: APPLY DIVERSE ARRAY MYCORRHIZAL PRODUCTS INOCULANT** APPLICATION RATE PER MANUFACTURER'S SPECIFICATIONS.

(G) MULCH: USE ONLY NON-HARDWOOD MULCH (3" INCH DEPTH ENSURE THAT ROOT FLARE IS EXPOSED). (THIS ITEM IS PAID PER ITEM 192-MULCH)

(H) STAKING: SEE BELOW-GROUND STAKING DETAIL (THIS SHEET).

****NOTES****

GIRDLING ROOTS & ROOT FLARE - TREES SHALL BE REJECTED WHEN GIRDLING ROOTS ARE PRESENT & ROOT FLARE IS NOT APPARENT

FUNGI INOCULANT - CONTRACTOR TO USE MycoApply®/Bio-Terra OR EQUAL PRODUCT (1.800.476.7800) www.mycoapply.com

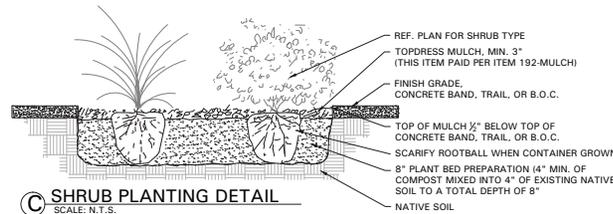
FERTILIZER: TABLETS HAVING AN ANALYSIS OF 5-10-5 SHALL BE PLACED IN THE TOP 2" OF THE SOIL AT THE RATE OF FOUR TABLETS PER EVERY FOOT OF ROOT BALL DIAMETER FOR TREES OR SHRUBS.

ALL WORK IS SUBSIDIARY TO ITEM 192-PLANT MATERIAL (TREE) EXCEPT WHERE NOTED.

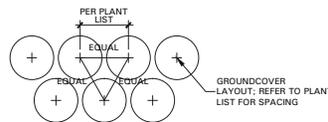
****NOTES****

FERTILIZER: JUST PRIOR TO MIXING SOIL, APPLY ORGANIC BASE FERTILIZER WITH AN ANALYSIS OF 5-10-5 AND SULPHUR SOIL AT THE RATE OF FOURTY (40) LBS. POUNDS OF EACH MATERIAL PER ONE THOUSAND (1000) SQUARE FEET.

FERTILIZER IS SUBSIDIARY TO ITEM 192-PLANT BED PREPARATION.



C SHRUB PLANTING DETAIL
SCALE: N.T.S.



D GROUNDCOVER SPACING
SCALE: N.T.S.

Any variance from the plant selection or methodology presented in this document requires written authorization from the City of Colleyville Parks and Recreation Department.

Colleyville.

the gold standard...