City of
Jersey Village

GATEWAYS AND WAYFINDING MASTER PLAN
FEBRUARY 2018

Prepared By:

Ⓜ minor design   CLARK CONDON

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Introduction

INTRODUCTION

In 2016, the City of Jersey Village adopted a Comprehensive Plan to serve as a guide for city growth over the next 10 - 20 years. The plan was developed with extensive community outreach, providing local insight from residents and stakeholders. Identified as an important component to improving community character, wayfinding signage and gateway improvements were strongly recommended in the updated plan, and preliminary locations were provided. In early 2017, City Council recommended soliciting a professional services firm to assist with developing a Gateways and Wayfinding Master Plan.

The City of Jersey Village has experienced rapid growth since its establishment in 1956. Located within the Houston-Sugar Land-Baytown Metropolitan Area, population has reached nearly 8,000 people with another several thousand people passing by its front door daily along major commuter routes US 290 and Beltway 8.

Originally the site of a Jersey cattle farm, the 3.5 square mile city is landlocked by surrounding municipalities and visually and physically constrained by the US 290 and Beltway 8 corridors. These elevated highways limit access points into the City as well as create visual and physical barriers, blocking sight lines and limiting pedestrian access. Existing land use is primarily single family residential within the eastern and central areas. This area displays a unique and cohesive character including homes built primarily out of brick within the same time period. Streets are tree-lined with sidewalks set back from the right-of-way. Although wayfinding signage is limited and inconsistent, the sense of place is easily what most residents consider "Jersey Village."

This unified character begins to break down along the US 290 corridor. A mix of office, commercial and retail space on the northern edge includes an array of building and signage materials and heights. Underground and overhead utility lines limit tree planting and limit opportunities to beautify this harsh corridor.

Existing monument signage within Jersey Village is under-scaled, providing little opportunity to attract passersby, especially from the surrounding highways. The most recognizable icons are the City's water towers, which can be seen from US 290 and Beltway 8 and display the City seal, as well as the limestone-clad monument signage at the Jersey Meadow Golf Course.
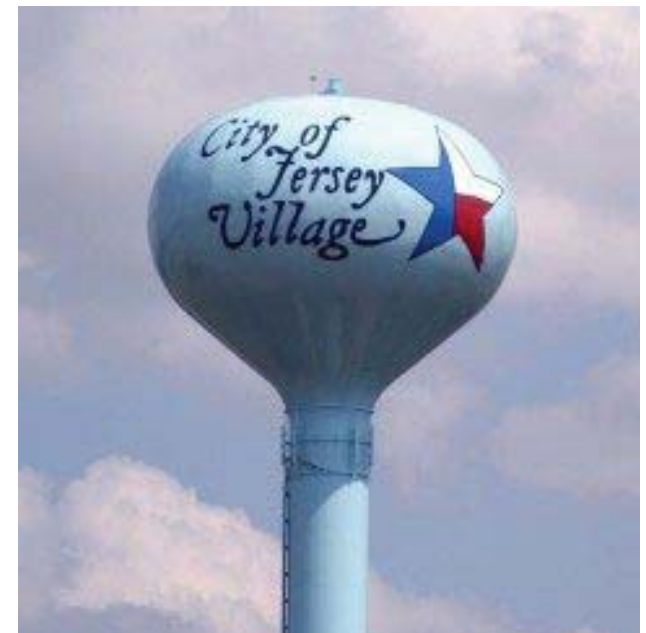
PROCESS

The development of a Master Plan for Gateways and Wayfinding signage was approved by City Council in July 2017. City staff, and the consultant team attended a kick-off meeting in September to review the plan development process, public input strategy and identify major milestones. The group also performed onsite reviews of existing signage and potential gateway areas. An Existing Conditions Assessment Report was developed and provided to city staff for review. During a visioning workshop, existing signage was reviewed including the City logo, font, colors and materials. Precedent imagery was explored to develop a preliminary palette for signage and gateways that reflected Jersey Village's unique character. Several preliminary signage families were developed including major and minor gateways, wayfinding, information marquee, pedestrian wayfinding and building identifiers. Upon review with City staff, three distinct signage families were selected for further exploration.

On December 4th, a public meeting was conducted to solicit feedback from residents regarding the three signage families. The project team discussed each option with attendees in an open house format. The public was also provided with cards to provide written responses to each of the three options. After the public meeting, the City published the three signage options on their website and social media to solicit additional feedback. The full report of public input is provided in the appendix.

Draft signage families were presented to City Council on January 15th along with a summary of public feedback. Upon review and discussion, Council selected option "B" for further exploration.

The draft Master Plan was provided to City staff in February and City Council adopted the plan on February 19, 2018.

COMPREHENSIVE PLAN ADOPTED BY CITY COUNCIL
February 2016

VISIONING WORKSHOP WITH STAKEHOLDERS
November 2017

CITY COUNCIL MEETING APPROVING GATEWAY SIGNAGE
January 2018

MASTER PLAN ADOPTED BY CITY COUNCIL
February 2018

2016   2017   2018

SITE ANALYSIS
August- September 2017

PUBLIC MEETING
December 2017

GATEWAY SIGNAGE DEVELOPMENT
November- December 2017

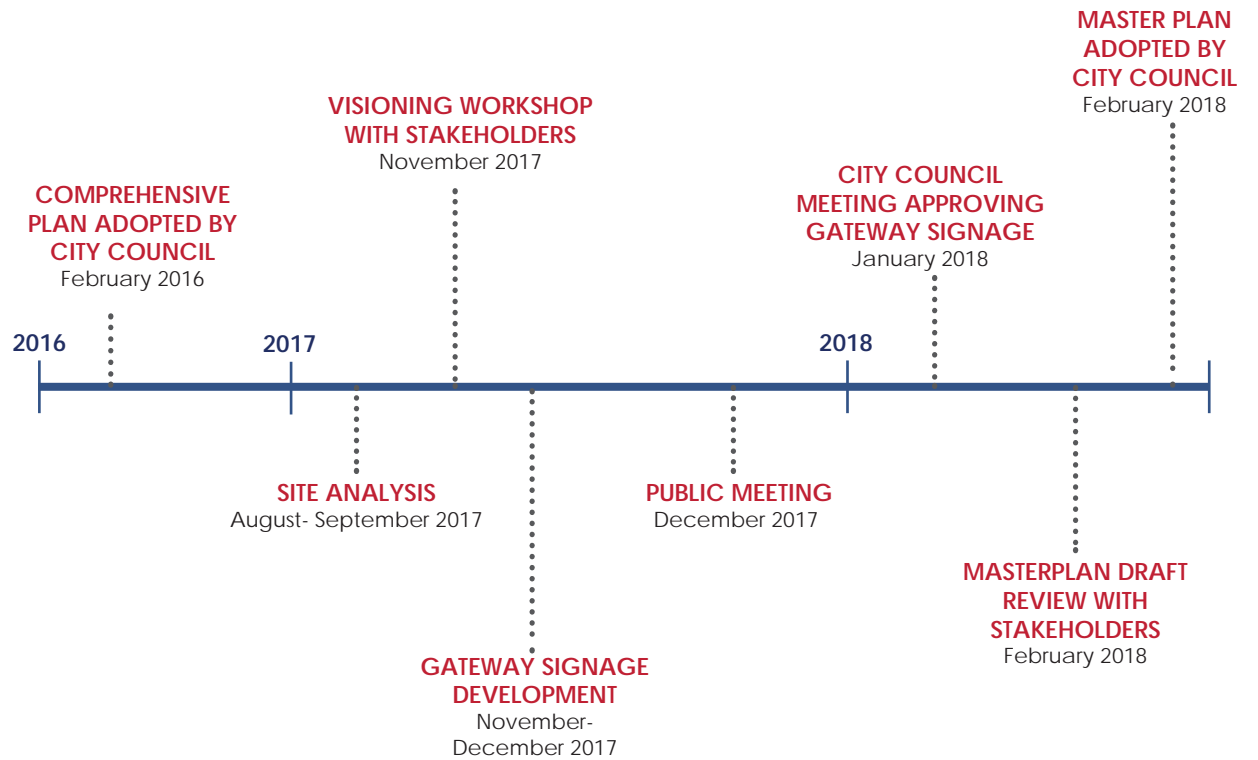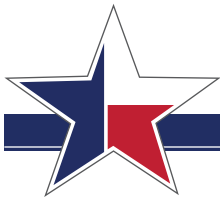**MASTERPLAN DRAFT REVIEW WITH STAKEHOLDERS**
February 2018

Figure 1- Master Plan Timeline

Analysis

ANALYSIS OF EXISTING SIGNAGE

Current signage is a mix of inconsistent size, locations, font style, materials and color. The variations in signage do little to unify the City, creating the same lack of "sense of place" that multiple subdivisions within a county provide. The "Texas star" logo is present on some sign locations yet others contain no star nor use of the red, white and blue theme. Font style varies from serif and sanserif and the City's name is shown as both "City of Jersey Village," and just simply "Jersey Village."

Existing signage that recieved positive feedback were the limestone entry to the Jersey Meadow Golf Course as well as the brick wall entries along Senate Drive.

PROPOSED LOCATIONS

The 2016 Comprehensive Plan developed recommendations for a hierarchal approach to city gateways, including primary, major, and secondary gateway locations. The proposed entryways were located along major and minor corridors, as well as at major and minor intersections. The adjacent map indicates these proposed locations which served as a starting point for this plan.

Each of the proposed locations was reviewed for feasibility and a full assessment is included in the following pages. Updated signage location and types are provided in the following chapters.
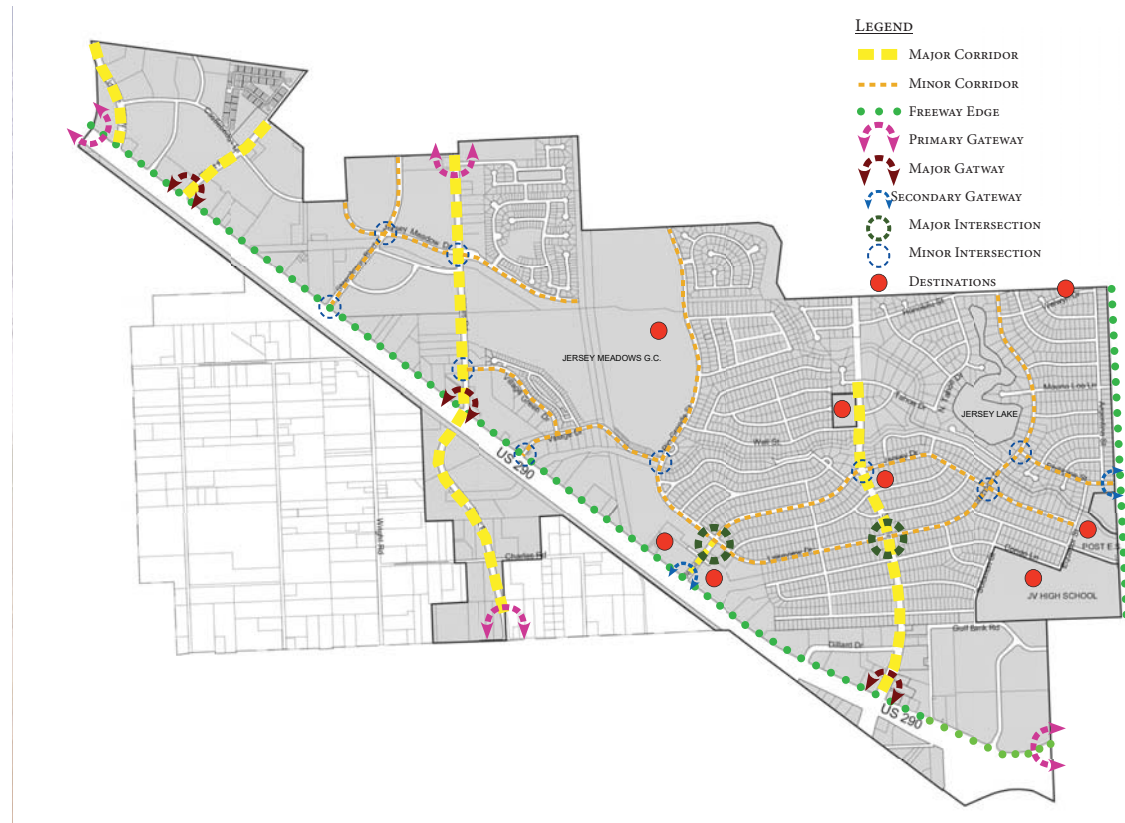

Figure 2- Corridor and Gateway Analysis Plan; *2016 Comprehensive Plan City of Jersey Village*
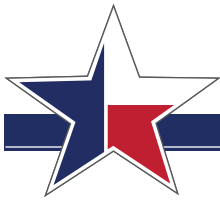
PRIMARY GATEWAY LOCATION 1

- Heavily used intersection, good visibility to drivers
- Existing trees within medians provide backdrop
- Ample area for landscaping improvements in median
- Overhead utility lines along east side of Eldridge
- Existing utility box located 60' from median nose may block views in median
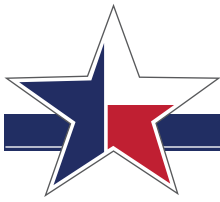- Median poorly maintained by Harris County

PRIMARY GATEWAY LOCATION 2

- Heavily used corridor
- Median is only 13' wide
- Existing metal signage is faded and easy to miss
- Overhead utility lines
- Median is maintained by Harris County

PRIMARY GATEWAY LOCATION 3

- Medians are wide, 20'-30'
- Good location for gateway to future town center
- Consider moving the gateway north to second median

PRIMARY GATEWAY LOCATION 4

- Visibility limited to access road due to elevated U.S. 290 and Beltway 8
- Multiple sgnage and utility obstructions
- Vegetation obstructs views from vehicles traveling south on access road
- Consider moving location of gateway to Security Way

PRIMARY GATEWAY LOCATION 4- ALTERNATE

- Ample area for monument signage
- Better visibility from access road than proposed Primary Gateway Location 4
- Smaller existing Prologis Park Sign
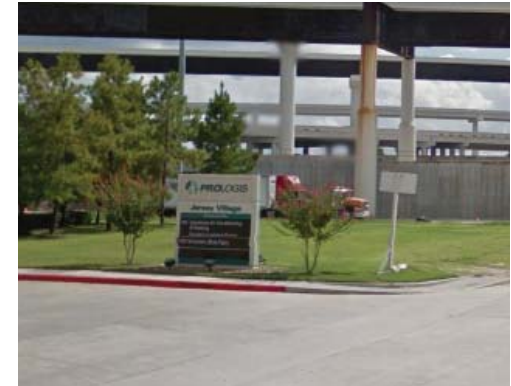
MAJOR GATEWAY LOCATION 1

- Existing trees within median provide backdrop
- Ample area for landscaping improvements in median
- Overhead utility lines along U.S. 290 and east side of West Road
- Existing landscape bed maintained by the City

MAJOR GATEWAY LOCATION 2
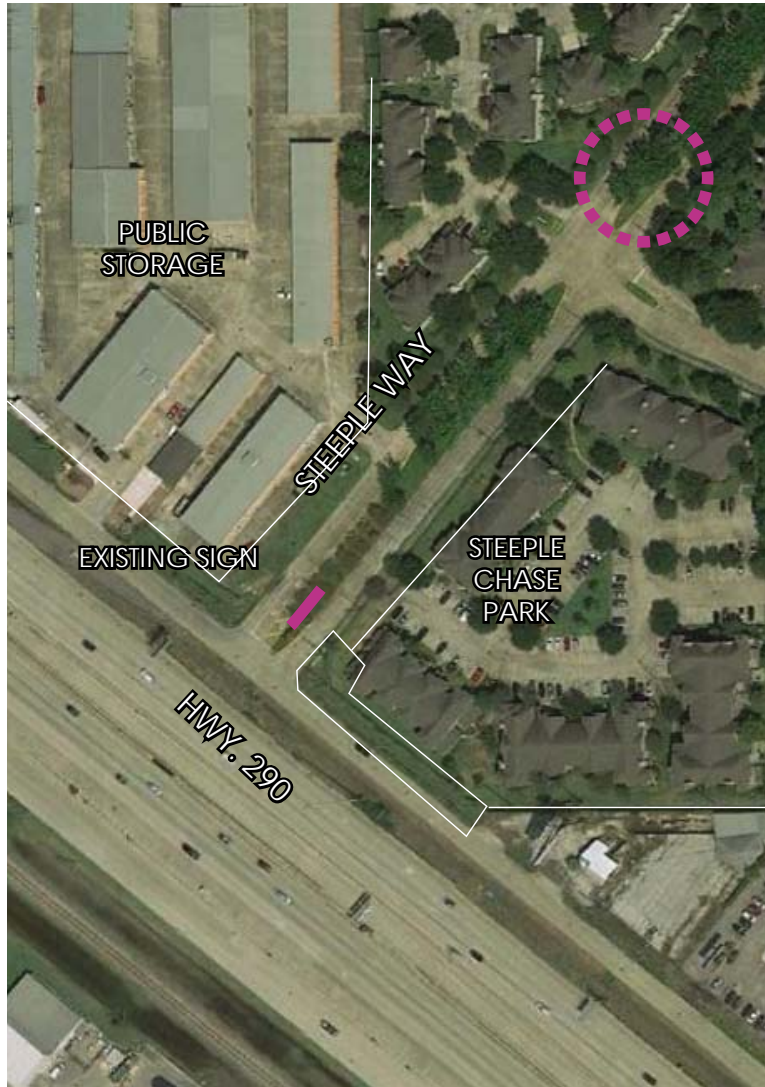
- Existing trees within median provide backdrop
- Existing subdivision sign at U.S. 290 intersection
- Overhead utility lines along U.S. 290 and east side of Steeple Way
- Consider relocating gateway to Ruffian Street

MAJOR GATEWAY LOCATION 3

- Poor visibility due to railroad tracks and highways
- Existing narrow planting bed on north side of U.S. 290
- Medians too narrow for gateway construction
- Gateway opportunity south of U.S. 290 and railroad tracks
- Median maintained by Harris County
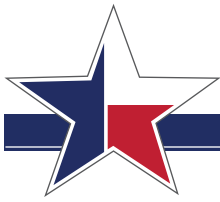
MAJOR GATEWAY LOCATION 4
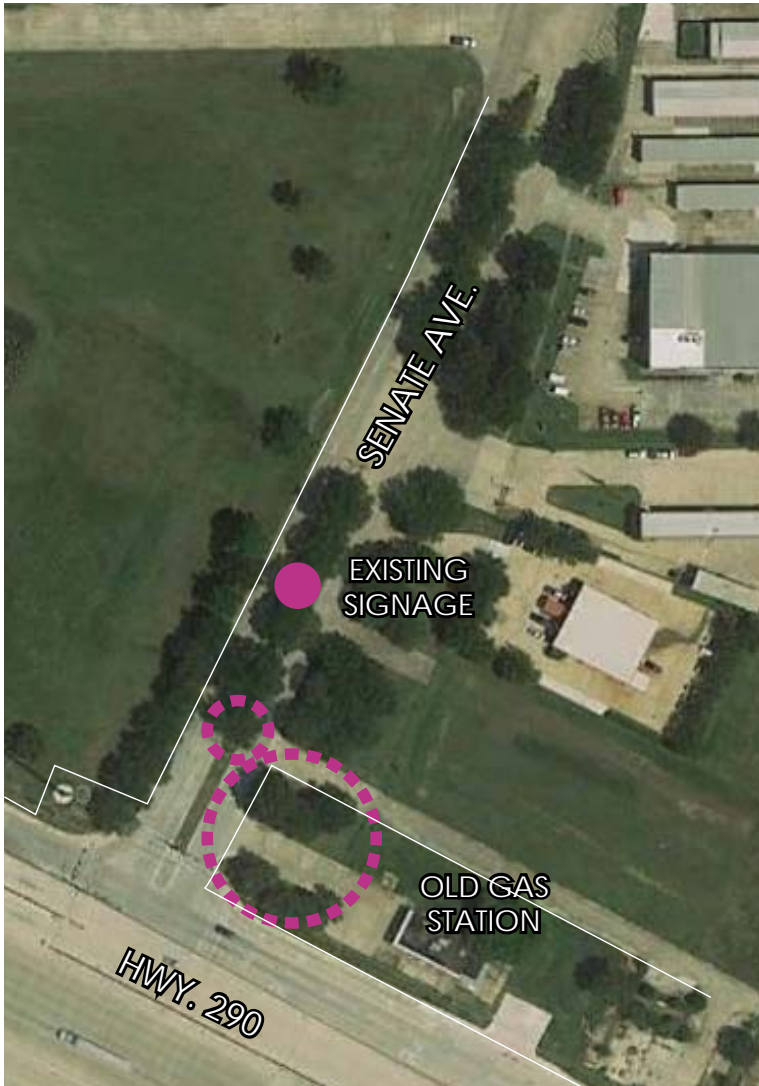
- Currently considered as the gateway to Jersey Village
- Large existing shade trees provide backdrop for gateway
- Existing signage obstructed by vegetation and lighting
- Abandoned gas station parcel at northeast corner could provide land for larger entry gateway

SECONDARY GATEWAY LOCATION 1

- Narrow median with single row of Crape Myrtles
- Existing lighting with banner signage provide character
- Existing marquee sign difficult to read while driving

SECONDARY GATEWAY LOCATION 2
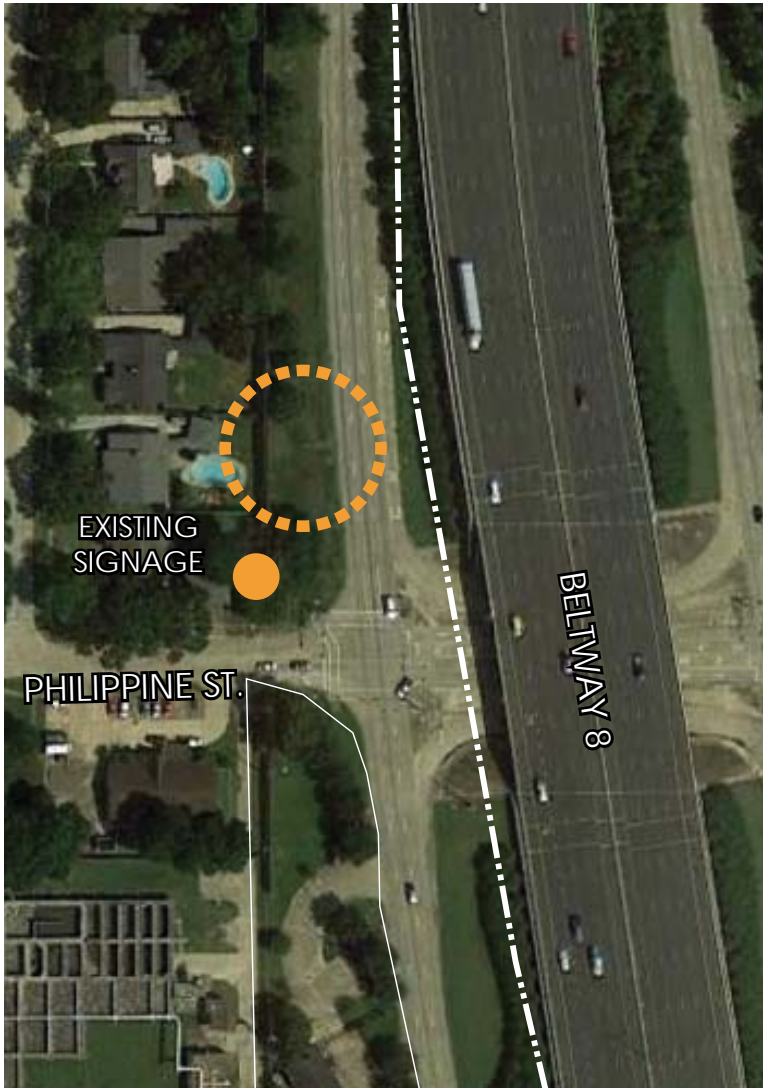
- Existing landscaping along sound barrier wall
- Existing signage on walls difficult to read from moving vehicle
- Multiple overhead utilities located at intersection
- Ample area north of intersection with limited obstructions
- Opportunity to use height for views from elevated Beltway 8

Branding
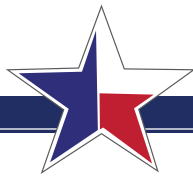
BRAND STANDARDS

During the development of the 2016 Comprehensive Plan several comments were received regarding the lack of consistency in the current branding of the City of Jersey Village.   Branding, or how a municipality represents its character through visual cues adds to the overall "sense of place" that a community shares.

 The City seal, star logo, and the words "City of Jersey Village" are displayed in several different configurations and locations on existing signage.   Inconsistent fonts, colors and how the City logo is displayed are also common on print and media materials.

Jersey Village has long embraced the "Texas Star" as the center of their logo and City seal. Although exploration of a new symbol or logo was discussed, residents felt strongly that the star should be maintained. In order to develop a consistent brand for monument and wayfinding signage, the need to determine a cohesive, standard font and color palette was also identified.
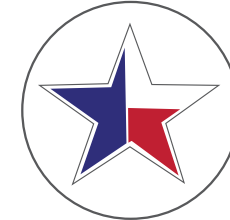
Typology, colors and layout were explored for legibility and correlation with the City of Jersey Village's existing community character. Updated logo configurations, font type and standard colors are provided and intended to be utilized for other city marketing materials.

City of Jersey Village Seal

Simplified logo used for signage applications
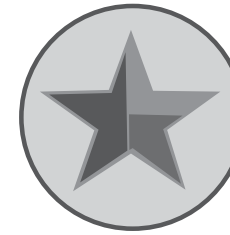
Logo translated into metals for varying signage applications

Proposed Environmental Graphics

Color Palette with color codes for consistency throughout material, media, and application.

CMYK: 17,100,86,7	CMYK: 100,93,30,23	CMYK: 20,37,79,1	CMYK: 0,0,0,0
RGB: 192,32,50	RGB: 33,47,100	RGB: 204,159,82	RGB: 255,255,255
HEX: c02032	HEX: 212F64	HEX: cc9F52	HEX: FFFFFF
PMS# 186 C	**PMS# 662 C**	**PMS# 7407 C**	

Proposed Color Palette

Avenir Next Condensed, Medium

JERSEY VILLAGE   Jersey Village

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Next Condensed, Bold

JERSEY VILLAGE   Jersey Village

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proposed Font Styles

SIGNAGE FAMILY

Utilizing the components of the branding study as well as feedback from City Council, staff, stakeholders and residents, a signage family has been developed that includes both gateway and wayfinding signage. Materials including brick and limestone are suggested for each sign option as well as a consistent font type and color. The current City logo, the star, was also incorporated into the signage.

Clay Brick Masonry

Cast Stone

Metal

Limestone
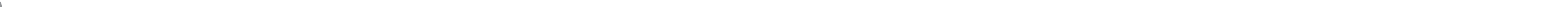
City Gateways
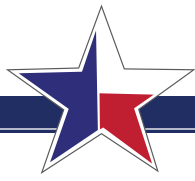
GATEWAYS

City gateways are typically located at major entry points, providing an iconic built element that indicates you are entering a specific and unique place. The orientation of U.S. 290 and Beltway 8 provide ideal major gateway locations for Jersey Village although existing conditions present challenges to overall size and orientation. Due to the elevated nature of both highways, height of these gateways are key, providing visibility for both travelers on the main lanes of each highway as well as the frontage roads.

An on-site review of existing conditions of the gateway locations proposed in the 2016 Comprehensive Plan required some alteration of signage hierarchy and location. Narrow medians, tight building lines and rights-of-ways crowded with existing signage and utilities provide challenges to developing extensive gateways. Three configurations of gateway signage are proposed including a tall narrow large gateway monument at major entry points and where space allows, a shorter gateway monument at secondary entry points and where space is limited, as well as a horizontal entry monument that could be used at municipal facilities (buildings or parks) or as an option at Senate Avenue if adjacent property was acquired.
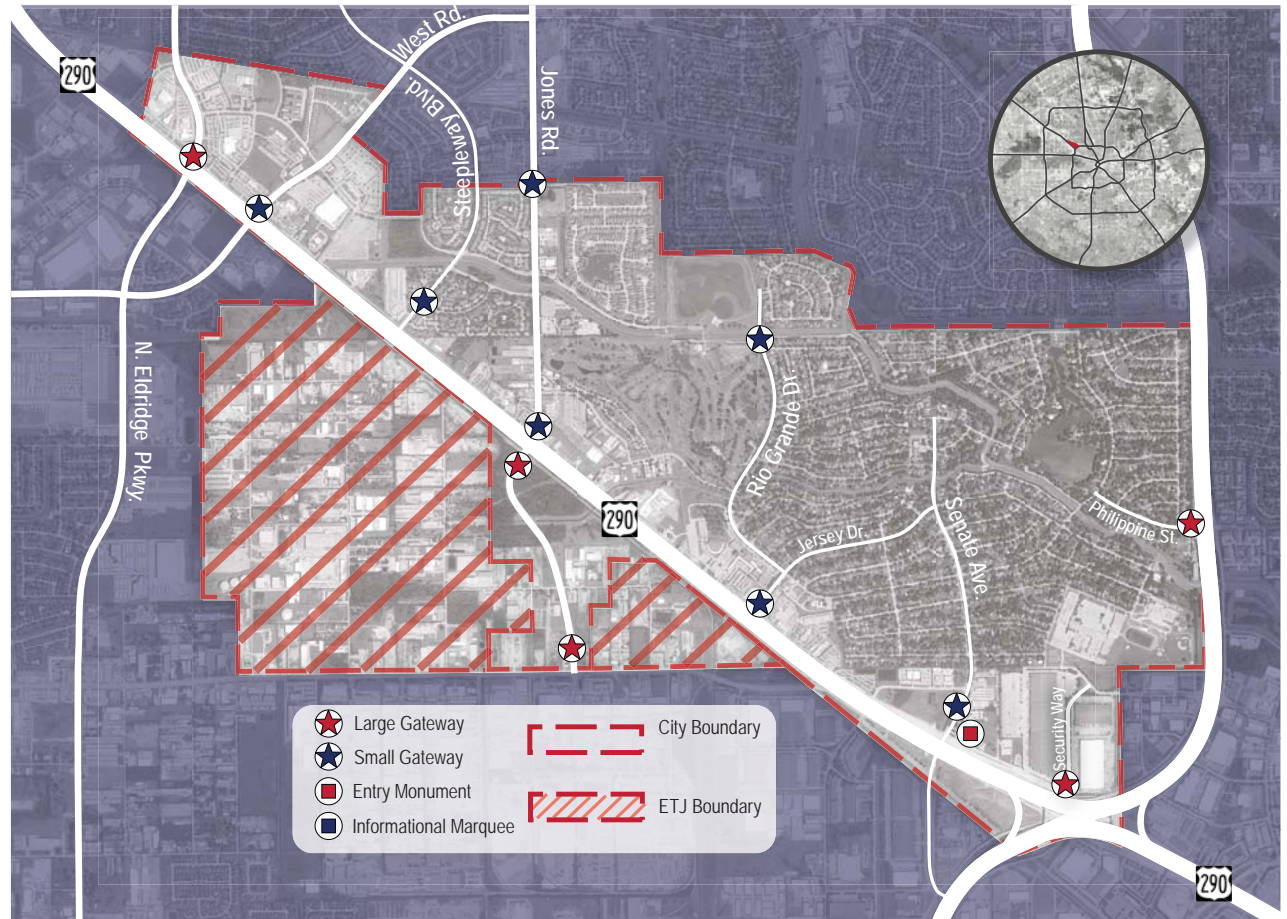
Figure 3 - Gateway Signage Locations

Figure 4 - City Gateways

25'

20'

15'

10'

5'

1'

CITY OF
JERSEY
VILLAGE

CITY OF
JERSEY VILLAGE

CITY OF
JERSEY VILLAGE

Small Gateway Monument

Large Gateway Monument

Entry Monument
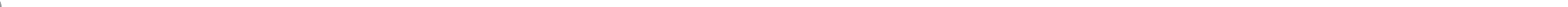
City Wayfinding

WAYFINDING

Elements of the proposed City gateways can also be utilized to create consistent wayfinding signage throughout the City. Wayfinding signage includes street signage, informational kiosks or marquees, and location or building identifiers. Current street signs are blue (a shade that is inconsistent with most versions of the City star logo) within City-maintained right-of-ways and do not contain a logo or special City identifier. Roadways maintained by Harris County typically showcase the standard county signage which is green or a mix of county and city signage.

There are currently five informational marquees located within the City along major roadways. These signs are beginning to show their age and will need to be replaced in the near future. Developing consistent marquee signage with electronic displays would streamline City notifications and reduce staff time allocated for changing out the existing traditional signage. Pedestrian wayfinding and building identifier signage should also be installed at City properties including park sites, City Hall, and police and emergency services departments, creating a consistent message and brand.
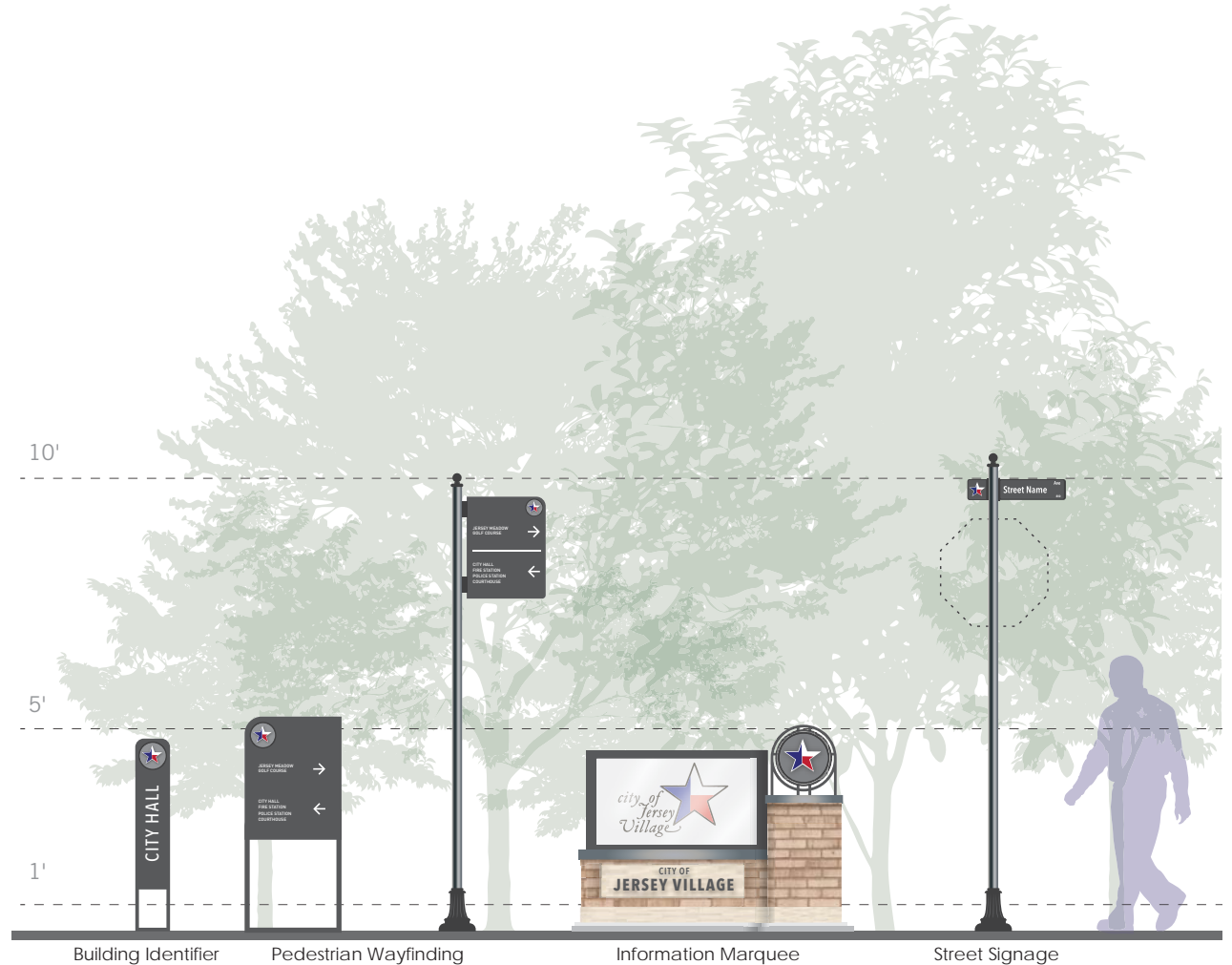
Figure 5 - Wayfinding Signage

Implementation
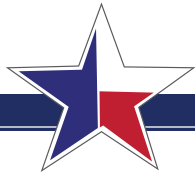
LANDSCAPE IMPROVEMENTS

Along with inconsistencies in existing signage types and configurations, the current landscaping surrounding existing signage also lacks consistency. Utilizing a unique palette of ornamental trees and shrub plantings throughout Jersey Village would also provide some unity between public right-of-ways and signage. A palette should be explored that includes Crape Myrtles currently planted throughout Jersey Village and also incorporates foundation plantings that complement the red, white, and blue star logo.

IMPLEMENTATION

Proposed gateway and wayfinding signage will be primarily located within public rights-of-ways. Maintenance of the roadways within Jersey Village are shared between the City and Harris County. The County has specific requirements regarding monument signage which can be found within the City of Houston Building Code Chapter 46, Houston Sign Code. Interlocal agreements and/or variances may be required depending on final sign location.

Natchez Crape Myrtle

Salvia

Plumbago

Bottlebrush

Firecracker Plant

White Lantana

ESTIMATED COSTS

Preliminary estimated costs for each type within the signage family have been provided to guide future budgets. The costs below are based upon current construction costs and provide an allowance for site preparation, demolition and utilities. Each location is unique and final cost will be dependent on site conditions.

Gateway signage is based upon the location and quantity of signs as shown on the map on page 28. Wayfinding signage can be incorporated throughout the City and therefore only unit prices have been provided.

CITY GATEWAYS

Type	Cost*	Quantity	Total Cost
Large Gateway	$200,000	5	$1,000,000
Small Gateway	$60,000	7	$420,000
Entry Monument	$175,000	1	$175,000

CITY WAYFINDING

Type	Cost*
Informational Marquee	$95,000
Street Signage	$1,000
Building Identifier	$3,500
Pedestrian Wayfinding	$5,000
City Wayfinding	$5,000

*All prices are estimated based on 2018 construction costs. Final cost will be dependent on site conditions at each location.
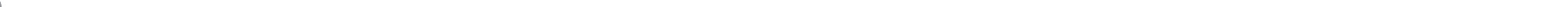
Appendix

PUBLIC MEETING AND SOCIAL MEDIA COMMENTS- DECEMBER 2017

Option A Comments

- I like the shape of the building identifier. I also like the ivy. Our city has so much green, and I think having green foliage is ideal. Not a fan of the color. Nice mixture of modern and classic.
- Looks cheap. Will not stand the test of time.
- Will not stand test of time.
- Nice thought with the cattleguard design. Seems a bit too modern.
- Color of the cowboys. Boo! Go Texans!
- Is this modern or traditional?
- I vote for Option A.
- Too simple.
- Use the red/white/blue star with back light. Second choice.
- This would be my second favorite. I love the navy. It feels like a huge update for us which I'm definitely open to.
- I like the railing. The tiling is cool.
- I like the blue color and the cattleguard. I appreciate the cattleguard attempt to tie

back to roots. It also has greenery.
- I like that there's blue and the plants.
- With red/white/blue star and stone not brick
- #1 Choice
- I like the stone look of the golf course.
- Too clinical (hospital).
- I like Option A but with stone not brick. Something more natural. Could the design be adjusted some too? No one will get the cattleguard concept.
- Put the star from Option C on this one or it looks like the Dallas Cowboys.
- My favorite - modern and clean design which reflects our city.
- Looks like an industrial park
- Slightly more modern than what we have now
- This would be my second choice
- Elegant
- 2nd Preference
- First choice
- Least favorite, very modern/industrial feel
- Too skimpy & reminds me of a shopping center
- Looks pretty but will the materials durable for many many years? Will it still look pretty after sooo many years?
- I think these signs look cheap!
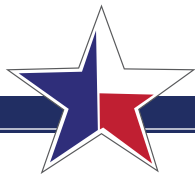- Looks like something you'd see downtown Houston
- This looks more appropriate for a car dealership.
- This option has clean lines, looks contemporary, and is very sharp
- I'm not into the colors, stick with neutral
- I do not like this one. Feels too much like

Dallas Cowboys....
- I don't think the general population will get the correlation of the cattle guard. We like the modern design, but think the star should be colored as the traditional JV Star that includes red. We noted that the smaller way finding drawings in Option A appeared to have red in the star logo, but the red was not carried over to the larger design. The star in the blue and gray looks too much like the Dallas Cowboy Football Logo star. Think the majority of color should be blue though with just a bit of red in the star. Also would like the foundation on stone and not brick. Don't like the yellow brick at all.
- I think this requires avoidable maintenance with the foliage included.
- Nice mixture of modern as well as a traditional look.
- This is the best of the 3 options. I feel it fits best with the unique aesthetic of JV.
- I think this option is the best! It has a more mid-century feel to it which is a nod to the original architecture in the neighborhood.
- This is my choice, however, I would like to see the star in red, white & blue on all signage. It is currently only shown in full color on the building identifiers and pedestrian wayfindings.
- Love the contemporary design. Definitely A.
- Acceptable second choice, but definitely second.
- This is my second choice- it's ok, but not quite the Jersey Village feel
- Clean and modern looking but seems harder to see than other options. I do like it better

PUBLIC MEETING AND SOCIAL MEDIA COMMENTS- DECEMBER 2017

than other options.
- It reminds me of the Dallas Cowboys which is a bit scandalous in Houston.
- Do not like it. No character.
- Too modern looking
- I vote for Option A because it is simple.
- I really love me the vines incorporated into the signs.
- If the star has color, then okay
- Too modern looking
- Sleek, without being too contemporary, but somewhat cheap looking.
- 2nd
- clean and contemporary - not tied to a particular architectural style. timeless
- It's too art deco (1930s)
- This would be my 2nd choice. I do like this as an upgrade to our entrances. Use the colored star from option c if this is chosen
- I love Opt A as my first choice! The blend of brick, steel and greenery is an excellent representation of our city from it 1950s inception through the decades into a modern future. The greenery is in keeping with the community feeling as a living viable community. I would prefer however, we keep the existing red, white and blue star, to embrace what was and what will be...
- Looks like the Dallas Cowboys
- Looks like a sporting venue. The entry monuments also look really fun to climb, like a jungle gym.
- Yes
- Love the greenery and chance to brighten with colored plants year round
- No way! Looks like I'm pulling into Dallas

Cowboys Village
- Like the plants in the design
- looks like the cowboys football logo
- Favorite option. Would like the star to have red, white, and blue.
- Second choice
- Not bad. Very modern.
- Nice, but preference is for option B
- Second choice
- Hate it
- I think it will be outdated after a few years.
- Too cold feeling
- Sleek, modern
- It seems informative.
- Most timeless appearance. My first choice. Would change color to silver and navy blue.
- I really like how clean and classic this design is. My favorite by far!
- Dated looking already
- Too modern
- #2 pick
- Too modern/ industrial
- Don't like the brick. Please consider using natural stone foundation. Also would like the star to have red in it as it appears in smaller sign. Red is not carried through to the larger sign. Looks too much like Dallas Cowboys logo.
- Like this the best, classy, clean, forward looking.
- I like this one the best. The brick is ugly with it though.
- I like this option best.
- Classic with a touch of updated urban-- similar to Memorial City District
- I like A but would prefer the current J V logo

flag. When is the next meeting?
- NO TO MODERN
- Clean and elegant. My favorite.
- ok
- Signage looks like you are at a police station or mall.
- I prefer this one. The last one on the right
- This one is the best. It is fresh and clean and more in tune with the times.
- Nice
- Option A is OK
- "I prefer option A over the others. However, the lettering should be proportional to the size of the sign. For example the ""CITY HALL"" sign has letters almost as large as ""JERSEY VILLAGE"" . The smaller signs have letters much too small. The letter sizes should be in proportion to the size of each sign in relation to the other signs. In all cases, the lettering shall be readable from a good distance when driving a car, day or night. LED lighted signs that are automatically powered during darkness would necessary. The signs should be functional for persons unfamiliar with the territory and need to find their way about. I prefer ""JERSEY VILLAGE"" to ""JERSEY COMMUNITY""; the signs shall indicate Jersey Village as a city, not a community.
- Don't like the brick, consider stone
- Brick looks old fashioned and doesn't go with modern lines
- This is my second choice
- I do not like the plants
- Perfect, looks up to date with modern design
- Too stark
- Option A would be my Second Choice.

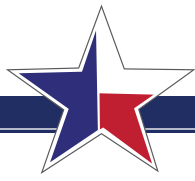# PUBLIC MEETING AND SOCIAL MEDIA COMMENTS- DECEMBER 2017

- I really prefer the clean lines of this option over the other two.
- I think this is nice and updated as well as having greenery as well. An entrance is always welcoming with some beautiful greenery or flowers.
- 3rd choice. Looks very transit oriented.
- Font is thin - doesn't stand out - blue could fade It does combine contempory and traditional design elements but doesn't seem outstanding..
- This would be my second choice. It is modern with clean lines.
- Modern yet somewhat timeless. This design is bit reflective of our city's mid-century origins.
- Signs resemble those you would expect to see at a commercial development.
- too commercial - not residential
- The blue coloring would stand out nicely but the design seems modern for the style of homes in Jersey Village.
- Don't like Community on the marquee. Where did that come from? We are The City of Jersey Village. I like the blue circle with the star but the star needs to have the red, white and blue. I like the planter. Can the large monument lettering be vertical? Hard to read sideways while driving.
- sort of blah 2d choice
- Looks a bit too industrial
- The metal almost overpowers the signage. It's too monochromatic.
- I do not like this signage at all. It seems too industrial & cold for a welcoming community.
- progressive but not too modern
- BLUE IS MY VOTE

- This is my second favorite. No nonsense "industrial" style, but open and modern.
- This is the only one that I can see. Nothing comes up for B or C. Fix your site.
- No
- I vote for this option
- Blue and silver may look "contemporary", but the color and style makes the words and message harder to read ... especially when driving by.
- Trendy and seems cold
- I like this option. It is both classic and yet modern
- I like this one best but it is "to new" for an old established neighborhood. Doesn't match the neighborhood.
- Best
- I like this one best
- I like this one - modern and tasteful
- It ok but looks too industrial for city signage.
- This a blend of traditional and modern. Not sure about the blue
- I like the shape of the building identifier. I also like the ivy. Our city has so much green, and I think having green foliage is ideal. Not a fan of the color. Nice mixture of modern and classic.
- Looks cheap. Will not stand the test of time.
- Will not stand test of time.
- Nice thought with the cattleguard design. Seems a bit too modern.
- Color of the cowboys. Boo! Go Texans!
- No.
- Is this modern or traditional?
- I vote for Option A.
- Too simple.

- Use the red/white/blue star with back light. Second choice.
- This would be my second favorite. I love the navy. It feels like a huge update for us which I'm definitely open to.
- I like the railing. The tiling is cool.
- I like the blue color and the cattleguard. I appreciate the cattleguard attempt to tie back to roots. It also has greenery.
- I like that there's blue and the plants.
- With red/white/blue star and stone not brick
- #1 Choice
- I like the stone look of the golf course.
- Too clinical (hospital).
- I like Option A but with stone not brick. Something more natural. Could the design be adjusted some too? No one will get the cattleguard concept.
- Put the star from Option C on this one or it looks like the Dallas Cowboys.
-

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Option B Comments

- Vintage look that matches the neighborhood well. May be a little to "stiff" and too vanilla. May consider a lighter color scheme and less blocky font.
- Dignified. Will look good over time.
- My choice.
- Love this design. It's classy and fits the character of the City.
- Western/country look and feel. I don't want the star to look like the Dallas Cowboys.
- Great. Austin stone.
- Like best. Traditional. Goes best with home designs in neighborhood.
- Too old fashioned.
- My favorite of the three with a look that looks more like what's already there. Class look and fits well with the older neighborhood. I would prefer a blue background.
- Use the red/white/blue star with back light. First choice.

- This is so traditional, but I love it. It feels like something that belongs here. I wouldn't mind some color, though.
- I like the color, but it might be boring.
- This looks old fashioned and possibly too old for the future residents in the next five years. I enjoy the "Jersey Village" under the information marquee.
- I feel like the brick might be pricey, and I don't like the color.
- Too boring. Looks old fashioned.
- #2 Choice
- Okay with stone.
- This design but with Austin limestone like the Jersey Meadow Golf Course sign.
- Would be okay with stone.
- Hate this one. Looks very old.
- My vote with red/white/blue star and stone rather than brick.
- This looks very high-school-campus like.
- 2nd favorite - more traditional and much like what we currently see around here.
- Yes--definitely. Like the look very much!#
- Looks just ok but not upscale
- Perfect
- This is my first choice. Looks classy, professional and has a hometown feel
- Like
- Classic
- 3rd Preference
- Too old looking
- 2nd favorite, has fade resistence and is majestic looking though somewhat old fashioned.
- Best option...looks more like the buildings and neighborhood...looks prosperous & high end

- Seems more durable and low maintenance. Conservative looks.
- I think these signs look substantial and they have that small town/homey feeling
- My preference. It looks more timely and less trendy
- These signs are most appropriate for our community as they have a warm inviting look and blend in better with the architectural design of the homes you see in our city.
- This option feels a little dated, but is also designed well.
- Yes!!
- I like this one the best, but would like to see the star from Option C used with this option.
- This design would be much nicer in a natural stone look rather than the yellow brick. The brick was a turnoff to us. Would love to see what this signage would look like on a foundation of natural stone.
- I like this quite a lot.
- Too old fashioned looking
- This is a nice selection between 'old school & new'
- Love!
- No other choice but B! This is the only one that reflects the style of homes and buildings within Jv
- This one is OK, but I do not like nearly as much as Option A. To me this option feels like the newer pre-fab neighborhoods being built around the Katy area & far Cypress area. Unoriginal & uninspired.
- Although this design is nice, it doesn't fit this neighborhood. It's not a good representation

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- of the uniqueness of this neighborhood. This looks more like an entrance to a new development in Katy or Cypress.
- Blah. Looks like too many other hoods
- Hands down the best design! Most in keeping with the architecture of existing JV homes and buildings.
- This is my first choice- nice signage with homey feel
- Traditional. May not be best forwarding looking approach
- I like this option the best because it keeps the feel of the neighborhood. The others are a little bit too "flashy" and contemporary
- This would be my top choice of the 3 but I would prefer something similar but with stone instead of brick.
- best choice. It has a strong Texan character.
- This is a classic look and matches the style of our city.
- The brick addition is more expensive!
- The stars on the signs are nice and I like the brick but it seems like so many other neighborhood signs.
- No
- I prefer option B. It is more in line with the character of the neighborhood
- "Looks appropriate for an older, established neighborhood. Very classy. My husband and I pick this one.
- 1st choice
- clean and modern - covers a wide variety of architectural styles, including the many JV homes in a similar style to this. Evokes a strong connection to Texas. timeless
- The best design. It has a more timeless quality

- to it.
- This is my 1st choice that fits our community. I would like the red,white, & blue star used from option c.
- Opt B is very appealing, as it makes a very Texas Community statement to the eye. It would be my 2nd choice if star was Red, White & Blue.
- Very nice.
- I like this one the best only because the other two are so ugly. I like that it's fairly traditional. However, I think the little diamonds look dated. It's also really boring. I like the old brick wall we already have better than this.
- This is the one that would get my vote
- Love this one!
-
- Too old school
- If I have to choose 1 of the 3 this is least atrocious. Not very creative, but better than the other choices.
- It's ok seems kind of cold when monotone brick is used
- "I like this one best. looks more like the city
- First choice
- I think this is the most traditional and will look fine in 10 years.
- My favorite option. Has a classic look
- First choice
- I feel like the brick in this design would hold up over time. I do like the blue color from option A however.
- Love it
- Love it. Our character.
- Fits the comfy feeling of JV
- I like the design but do not think it will age

- well
- This is my favorite.
- Probably most classic, timeless design. My preferred option.
- I wish there was a little color, but feel this is the best of the 3.
- Looks just like Stephen f. Austin state university signage. Seems like it might be nice at first but look dated shortly after. Second choice
- Classic will always look good
- Classic very nice
- #1 pick
- 1st choice
- Better, but I'd prefer stacked stone to brick.
- Very Traditional. Looks old fashion as pictured. Would like to see this design on natural stone.
- Dated looking with so much brick.
- The brick on this one makes it look very old.
- My choice is option B.
- Option B
- Option B
- Classy
- This one matches the city well!
- My favorite signage.
- I like this group
- Too common for a city that is trying to update its brand
- YES LIKE VERY MUCH, MORE TRADITIONAL
- This one.
- OK, but a bit staid, old fashioned
- First choice! Timeless...
- Like this one the best
- The brick is nice but it looks too old fashioned.
- Not enough color
- Option B is my first choice

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- Option B is too blah
- Option B is my favorite. My suggestion is for the star to have the red, white, and blue colors that are pictured in Option C.
- Negative
- Don't like the brick, consider design on stone
- Too traditional and old looking, especially with brick. Would be better with stone
- Third choice
- I like this one - it seems very dignified
- This design best suites the community flavor
- Traditional
- I like this option because it seems more neutral than the other options. It also feels ranch style which I think takes us back to our roots.
- Conservative, Established
- Option B is my First Choice!
- Entry Monument
- Definitely my 1st choice. Makes me think "pleasant".
- crisp, clean lines but a little boring. This one would probably weather the best. It seems appropriate for the feel of Jersey Village - comfortable, mature and strong
- Paul mitchell
- This is the one I vote for.
- I wold be OK with this one but it is a bit old fashioned
- Least apealing being a little too safe of a design solution.
- The signs seem more in keeping with a residential area so are appropriate for JV.
- I like this group of signs.
- this is my choice
- This is my choice and very Texas

- The brickwork matches Jersey Village well but it would be nice to add blue for the stars or some other contrasting element.
- Large monument. Can the star be red white and blue. Instead of brick pattern could it be sandstone. My thought is how durable is brick. Will it withstand time. Can the lettering be vertical so it is readable to the drivers.
- Same comments for marquee, star color and large monument. I like the traditional look of these but the brick color makes it look dated. Needs a better color to convey Hometown without being Old/Stodgy.
- old and stodgy 3d choice
- I like this option the best
- Looks too Old
- Feels old. It's traditional and I kind of like that, but it's boring. Why not any color in the stars or something?
- This is my first choice. I like the warmth of the brick & darker gray color, though the sandstone brick does make it look more dated. Maybe it could be a slate gray stone/brick instead. It seems homey, warm & welcoming, but with a more modern & updated look than what we currently have. It would be even better with some greenery/ flowers/landscaping around the brick. I like the star of Texas & how it's incorporated with this style.
- I like this one best
- Option B is my vote.
- This is the best option
- outdated. like some of our houses that have not updated.
- Third favorite is the most traditional, classic

- style.
- Yes
- Classic and very classy look, plus love the large eye catching star of Texas.
- Classic, upscale, sophisticated
- This option seems to be rooted more in the past. While lovely, I don't think it reflects the changing population.
- This would be my choice.
- Option 2
- I prefer this one. It has a classic look and reminds me of small town rural America, yet it somehow has a modern clean look.
- This looks too much like the old government buildings
- Like the brick/stone look. It's warmer and more to what I would like. More like other subdivisions and communities.
- I like this one the best. I think it is more homey and reflects the hometown atmosphere of JF
- Traditional
- Vintage look that matches the neighborhood well. May be a little to "stiff" and too vanilla. May consider a lighter color scheme and less blocky font.
- Dignified. Will look good over time.
- My choice.
- Love this design. It's classy and fits the character of the City.
- Western/country look and feel. I don't want the star to look like the Dallas Cowboys.
- Great. Austin stone.
- Like best. Traditional. Goes best with home designs in neighborhood.
- Too old fashioned.
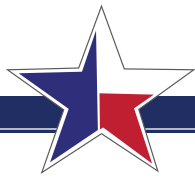
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- My favorite of the three with a look that looks more like what's already there. Class look and fits well with the older neighborhood. I would prefer a blue background.
- Use the red/white/blue star with back light. First choice.
- This is so traditional, but I love it. It feels like something that belongs here. I wouldn't mind some color, though.
- I like the color, but it might be boring.
- This looks old fashioned and possibly too old for the future residents in the next five years. I enjoy the "Jersey Village" under the information marquee.
- I feel like the brick might be pricey, and I don't like the color.
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- #2 Choice
- Okay with stone.
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- Would be okay with stone.
- Hate this one. Looks very old.
- My vote with red/white/blue star and stone rather than brick.
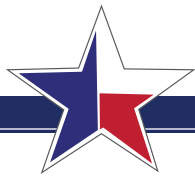- This looks very high-school-campus like.

Option C Comments
- Too modern.
- Looks cheap. Will not stand the test of time.
- Doesn't represent the Villages community.
- Looks like a community college sign, but I like the stone work.
- Red is bold. Love the star. Would love a cross between option B & C, keeping the star with less red accents and more brick.
- Too contemporary.
- Too modern. Not consistent.
- My favorite. The star gives it a solid, firm look. Not too sure about the red, but it will stand out among the many trees in our city.
- Second favorite but would probably change the red background to blue or something darker.
- Third choice.
- I like the idea of limestone, but this just feels so modern. The red just does not speak to me. It feels like it doesn't match it here.
- I love the color.

- Too modern. This doesn't match the city.
- I really like this one because all the stars have color, and I like the limestone.
- Like as is.
- #3 Choice
- No red! Will fade
- Don't like the red color.
- The best one. Love the red. It pops and looks very modern.
- This looks more classic and conservative like Jersey Village. This resembles the true character of Jersey Village and the reason I chose to live here versus elsewhere.
- Least favorite because of the red color. It would probably be my favorite if the red was replaced with blue. I DO like the tri-colored state logo.
- Looks like commercial signage
- Too modern
- This is my last choice
- Use blue instead of red. My last choice.
- 1st Preference
- 2nd choice
- Nothing I would change! This is perfect and my top choice
- Favorite option. Love this! Ties back to our star logo and has modern feel. Concerned for staying power of the red due to sun fading, but love that the red is eye catching and dramatic.
- Red is just too bright & modern for an old neighborhood
- Color coordination is bad.
- Too red. Do not like this option
- No comment. Ha ha
- Although I like the star, I think this signage

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- looks too flashy and space age. It just doesn't seem a proper representation for Jersey Village.
- This option does seems very dated. The red is harsh and the wave edges are odd
- Absolutely freaking not!
- I don't care for the red and it will feel dated rather quickly.
- Didn't like the red. Concern that red may fade over time or turn to pinkish or maroon. Or may even appear to look various of red shades depending on sunlight. Red is typically a color that is hard to maintain. We did like that this design was shown with stone. Would love to see what this signage would look like in the blue color shown in option A.
- I find this color scheme gaudy and quite unappealing.
- Too modern looking
- Option C looks great
- Flat out do not like this option at all.
- I'm not a fan of this design at all.
- Too red. Don't care for this one.
- Not acceptable. The red is obtrusive.
- Too contemporary for the neighboorhood
- Modern look but I don't think it fits city's image.
- I like the stone but the red is a bit much. This is my least favorite.
- Not bad.
- Too modern looking
- I don't like the colored wave!
- These signs seem too contemporary for our neighborhood.
- Love this because of the JV star

- This one
- Too modern looking
- "Too contemporary & flashy for JV. I do like the JV stars.
- No red
- Too trendy. Will look dated as soon as the mid-century fad fades. We only have a handful of homes in this style, so it is also misleading.
- Looks cheap.
- I believe this would be too modern for existing style community.
- Opt C is my last choice for JV. It is too urban for our blended estate community. It is more of an inner city, townhome/condo impression.
- Looks like a shopping center.
- This is astonishingly ugly and in its attempt to look "modern" it looks outdated already.
- Nooooooo
- Would be my second favorite if the accent colors were blue (red is too harsh)
- The most modern for sure, is there an option D?
- Not a fan of the red. Can another color be used?
- looks like the texans football logos
- Third choice
- Least favorite option.
- Third choice
- Hate it
- Not sure how I feel about it.
- Too stark
- I like this one the best but on the Large Gateway Monument I would think that the name should be written from top to bottom,

- similar how books stand on a shelf
- No
- This probably the most modern. It also enhances the fact that JV is in Texas.
- Too much going on. Red isn't a soothing color or a good neighborhood color. As someone who has studied colors in design it's typically used at low end fast food chains. Not a classic color. Least favorite option by far. I don't love the design either. Definitely last choice.
- Horrid terribly ugly
- Maybe if red wasn't the accent color
- #3 pick
- 2nd choice
- Prefer this one the most. I like how most new areas are using stone in their signage. I would really like to see JV play up the stone, more like the Lakes at JV sign on Jones.
- I like the mulit-color red/white/blue look of Option C. It pays homage to our City and is unique compared to the other two options (which remind me of CityCentre and Sugar Land's wayfinding signs).
- Too much Red. Concern that red may fade and/or appear pinkish over time or in different light. Would like to see design in navy with only red in star. Like the stone look.
- Too commercial and flashy with the red.
- Unfortunately, I think someone modeled this after a convention booth from the early 00's. I do not recommend.
- I don't like the red and I don't think the look of it will stand the test of time.
-

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- This design would get dated quickly
- NO TO MODERN
- Not this one.
- Same logo as out monthly newsletter/Blends well
- Looks like a medical facility sign with the red
- Don't like
- I Nicest option. If signage stays colorful, it will look great in 15 years as well.
- Option C would be my choice
- Option C is my second choice
- This would be my choice. Love the red
- This seems like a timeless type of signage that will look stylish for years.
- Negative
- Don't like all the red. Concern about red fading or retaining color. Do like the stone look. Consider using blue rather than red.
- Too much red.
- Option C is my favorite.
- This is my first option
- This looks too sterile
- To much movement
- Option C
- Option C
- Too Modern
- No, I would not choose this one for Jersey Village.
- 2nd choice. Makes me think emergency but also modern.
- contemporary design is cold - red color would probably fade and it really doesn't give me the 'Jersey Village feeling' Seems out of place in the area..
- This is my choice. It is eye catching and very 21st century. Normally I don't like red but

- here it draws the eye. The signs are sleek with good lines.
- A bit trendy this solution may look dated in a shorter period of time.
- Signs resemble those you would expect to see at a commercial development.
- Best Option
- I like the red all options are nice
- This one is just tacky
- Doesn't fit Jersey Village. My first thought is that it looks like a University of Houston signage.
- Too flashy.
- I recommend option C
- I recommend option C
- sleek and modern first choice
- Should be in Blue
- I like it, but concerned about the weathering of the red and keeping the limestone (I assume) clean. But the color gives contrast to the metal so it stands out more than the first one.
- This is my second choice, though I do not like the red at all. It would look great with the accent color being the blue from Option A instead. I also like the sign for City Hall better in both options A & B rather than this one. This is a more modern look for the city too, but more fun than industrial. Landscaping around these would also make it warmer. The star is ok. I like the style of it in option B better.
- I'll add that I don't like the red (Option C) because it reminds me of hospital signage.
- too space-age for our city.
- My number 1 favorite is this option C. Red

- trim draws the attention to the sign.
- Absolutely not
- Please don't use red as a signature colore of JV.
- Trendy and too bold
- Colorful, eye catching, somewhat modern in style
- Really like the red, white and blue that matches entry on wall at BW8 frontage and Philippine.
- These look like bus terminal signs
- No
- This looks like a cartoon
- Too brash and trashy looking. Come on! Really?
- Shows current logo colors/star. Again modern with traditional brick
- Too modern.
- Looks cheap. Will not stand the test of time.
- Doesn't represent the Villages community.
- Looks like a community college sign, but I like the stone work.
- Red is bold. Love the star. Would love a cross between option B & C, keeping the star with less red accents and more brick.
- Too contemporary.
- Too modern. Not consistent.
- My favorite. The star gives it a solid, firm look. Not too sure about the red, but it will stand out among the many trees in our city.
- Second favorite but would probably change the red background to blue or something darker.
- Third choice.
- I like the idea of limestone, but this just feels so modern. The red just does not speak to

me. It feels like it doesn't match it here.
- I love the color.
- Too modern. This doesn't match the city.
- I really like this one because all the stars have color, and I like the limestone.
- Like as is.
- #3 Choice
- Okay.
- No red! Will fade.
- Don't like the red color.
- The best one. Love the red. It pops and looks very modern.
- This looks more classic and conservative like Jersey Village. This resembles the true character of Jersey Village and the reason I chose to live here versus elsewhere.

Additional Written Public Meeting Comments
- Add "City of" to signage.
- Great job!
- Great job and options!
- Can the information marquee be an LED display with a rotating board?
- Make wayfinding signs reflective.
- I'm so glad our star is on there.
- I like them all because they're tall so people can see them.
- I like them all but I don't appreciate options A & B because the stars aren't in color.
- I like the design of Jersey Meadow Golf Course Sign.
- This looks like it belongs at a university.
- As a life-time Jersey Village resident, I have to say I am disappointed with the options.
- Resident doesn't like Option B at all.
- Resident likes the cattleguard idea.

- Resident likes Option A but doesn't like the brick on it, and would prefer stone instead.
- Use blue on Option C instead of red.
- Resident likes the style of Option C the best.
- Resident doesn't like the red.
- Natural stone is preferred.
- Resident likes Option A but with a red/white/ blue star instead.
- The stone is more modern.
- Resident likes the more modern looks.
- "I don't like any. I like what we have at the golf course."
- Resident likes the cattleguard but feels that no one will understand the concept.
- No scrolling marquee.
- There is too much red. Change this to blue.
- Avoid red. It's too "Christmas-y."
- Resident loves the red because it will pop against the trees.
- Resident likes Option C. It looks like The Woodlands.
- Resident likes Option A because it has plants.
- "Option B is my favorite."
- Option C is a good combination of A and B.
- Resident likes Option B because it matches the style of the city and homes.
- Resident thinks the options work well now, but it will need to be updated in 15 years.
- Resident wants to see Option B with the colored Texas star.
- Resident likes the font on Option A.
- Jones is the major connector and needs a grand entry.
- Make sure there aren't too many bright marquee signs.
- The discretionary fund for the parks board is

$50,000 a year.
- Option A looks like NASA.
- Resident likes the "classic and vintage" look of Option B.
- Resident likes Option B but prefers the star on Option C better. He/she is worried it will get lost or look like the Dallas Cowboys.
- There needs to be a contrast between the sign and letters.
- Downsize graphics and email to Austin for Facebook.
- Residents want "City of" included on the signage.
- No--dont like the red trim!
- Please consider signage consistent with the entry to the golf course and lakes of jersey village. The Austin stone looks up scale Texas.
- A and B are both nice. Option A would need greenery maintenance. That is the element that I like about it.
- Thanks to all of you volunteering yourselves for the benefit of our community
- Where will all these monuments be? Do they replace what is already there or these are to be at different entrances?
- My overall favorite is Option B.
- The option B reminds me of the design that CFISD uses
- Both options A and C seem like signage you would see in commercial areas not a well established residential community. However, I do like the tri-colored star and would like to see it replace the solid blue star on Option B which is the best look for our city.
- I think these are really nice proposals. I think Option A is the best, but think the company
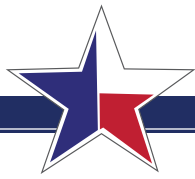
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did a great job providing options.

- I am a younger Jersey Village resident and looking at other upscale neighborhoods, option B is best
- Our city needs to continue with our "older neighborhood" concept. We're not 'NEW', and we're not MIDTOWN, Uptown, or Bellaire....
- Are they all priced in same range? Any change to street signs or lighting?
- Thank you for all the hard work being put into this.
- Thanks for allowing our input!
- I would prefer the money being spent on the Wayfinding Signage be spent on really solving the flooding problem in JV.
- Option a would be my choice but Iâ€™d prefer an older feeling font to go with the vintage homes in our neighborhood.
- I like the bldg signs better sideways like A & B
- I hope and pray you are building the golf course berm and fixing the street flooding issue before paying attention to cosmetic distractions
- None of them are impressive.
- Can we get some options from a different company? The options presented remind me of the rest stop signage on the interstate on the way to San Antonio.
- Option C will date itself pretty quickly. Option A I like the best, but it too will date itself over time. Option B will remain in style longer than the other two options and best reflects the image of JV.
- Anything is better than our current situation!
- While they are all nice I feel that option

B has a classic look that will not go out of style. I feel that it matches the look and feel of Jersey Village. Option C gives me the feeling of school signs.

- "Thank you for asking the input of residents! Iâ€™m an interior designer and photographer. Would love to help more if ever needed. 281-253-7227"
- Jersey Village is "comfortable" in my eyes - not the sleek modern architecture.
- Thanks for you efforts. Please consider modeling signage after the Jersey Meadows Sign.
- I like the modern flairs, but the brick choice with them isn't very flattering. I would recommend changing the brick color or going with some other stone.
- Option B is the best choice.
- First choice is Option A
- BRICKS JUST LOOK BETTER
- My favorite is the tall one. That should be at our enterance.
- I like B. I like the last one one the right.
- Like sign at Jersey Meadows and Jones Rd. Consider matching that design.
- Need to achieve a more modern look to attract young people to Jersey Village in the future.
- Any update would be fantastic for our city
- Materials used should be able to withstand the elements particularly the sun. Any design should be low maintenance.
- All three are acceptable but I like #3 best.
- My vote goes for Option A
- If these are the only options, I'd choose B. It would be great it a second round could be

created based on community feedback.

- "I compliment Clark Condon on providing our city with a good variety of visual choices for our city's signage. I'm sure any one of the three will display quite well. I recommend option C because I personally think that Jersey Village needs to exhibit a more contemporary appeal if we are to attract younger residents and have them become a part of our community fabric."
- The stone looks too old. The red will not hold up to the sun. I like Option C but in Blue
- One has to also look for longevity of the design. The most trendy usually have shorter life span. Although I believe that all three designs have staying power.
- Please make sure that the signs are lighted and easy to see in the dark.
- We like Option B, it gives the impression of an upscale neighborhood and is warm and inviting.
- I prefer option A
- I like the other designs but not a fan of the brick...prefer stone look.
- If you want our city to be whole again, you need to make it look friendly and welcoming. We aren't an industrial park but a community with homes and people. I think the city needs to save money on signage by closing a few entrances in and out. Therein, save money, cut crime, it traffic and give us private community back.
- "Is the brick sign on the corner of Jones and Village Green by Bank of America a City sign? Looks run down. It reads Village Green.

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Would like to see something a little more creative"

- Add "City of" to signage.
- Great job!
- Great job and options!
- Can the information marquee be an LED display with a rotating board?
- Make wayfinding signs reflective.
- I'm so glad our star is on there.
- I like them all because they're tall so people can see them.
- I like them all but I don't appreciate options A & B because the stars aren't in color.
- I like the design of Jersey Meadows Golf Course sign.
- This looks like it belongs at a university.
- As a life-time Jersey Village resident, I have to say I am disappointed with the options.