

BRANDING DOCUMENT FOR CITY OF FRONTENAC

Background: Frontenac is a desirable residential community surrounded by other desirable residential communities. It is comprised largely (70%) of residential housing with upscale homes situated on large wooded lots. Less than 4% is dedicated to commercial. The commercial areas primarily consist of high-end specialty retailers who are the largest contributor to the City's revenue base. Sales tax alone provides 51% of the City's total revenue. When combined with business license fees, commercial property taxes and utilities, the business community provides approximately 75% of the City's total revenue. Residents choose to live in Frontenac because of the safe neighborhoods, quality homes, proximity to Metro St. Louis and major thoroughfares, stability of real estate values and quality of City services. While residents have identified areas where they believe improvements can be made, their major interest is to insure that the City's current character is maintained.

Goal: To increase the desirability of Frontenac as a place to live and raise families among (1.) residents and (2.) visitors.

Need for a Branding Strategy: Marketers regularly recognize the need to create a branding strategy for traditional products and services to both protect and enhance these valuable franchises. In recent years it has become clear that not only is a city a product, it is a very valuable product and one that can have its value dramatically altered by either the improvement or deterioration of those qualities judged important.

Branding Strategy: While branding or a positioning statement does not currently exist for the City of Frontenac, significant guidance for creating a strategy does exist.

1. The City's heritage dates back to 1928 when Benjamin and Lora Wood assembled parcels of land and subdivided this into 26 two-acre estates that they named "Frontenac." They named it after the Chateau Frontenac having become very enamored with the look and history of that part of Quebec. Later, in 1947, Frontenac Estates, Clayton Terrace and Jaccard Lane petitioned the County Court to become the Village of Frontenac.
2. Recent qualitative research among residents, designed to build a comprehensive plan, provided further direction. This research showed that residents felt that the City could be improved by creating a unique, elegant and consistent look for the City's commercial areas, (with particular emphasis on the north side of Clayton Road between Lindbergh and Spoede). The recommendations created further direction for future residential development that would be consistent with the current character of the City.

The position set forth in this branding document grows out of resident input and the strengths of our City.

FRONTENAC: A HERITAGE OF GRACIOUS LIVING, SHOPPING AND DINING.

This branding document will confine its scope to the most immediate projects; city signs, the new municipal complex and communication vehicles. Other sections of the Strategic Plan will:

1. Include strategic direction for future commercial areas, which will likely be guided by the strategy developed for City buildings and signs.
2. Include direction for residential development. This is important as the City, while mature, is currently going through the upgrading phase that all desirable cities experience where existing homes are rehabbed, expanded or replaced with newer homes. This direction should represent guidance to future design review commissioners and subdivisions interested in updating their indentures.
3. Other factors that could substantially influence the future desirability of Frontenac include improvements in City infrastructure, services and other amenities.

Branding Strategy for the City of Frontenac's municipal complex, signs and communication vehicles:

New Municipal Complex

Utilize French traditional architecture and design.

Rationale: This would be consistent with both the City's origin and recent resident research desiring uniqueness, elegance and consistency. The strategy builds off of the existing architecture of the major buildings along the north side of the Clayton Road commercial corridor. This strategy is a result of communication vehicles used by the City in the past and, importantly, the new signs proposed by the City that have been so well received by residents. French architecture and designs have long been recognized as superior and with the added advantage that so many different examples provide sufficient flexibility.

Building Materials:

The new Municipal Complex will use quality materials that are consistent with sound economic building practices.

Exterior:

- Red brick with limestone style material and copper trim.
- Roofing design to disguise flat roof/hide mechanical equipment.
- Building height not to exceed 40 feet.

A landscaping plan will be created that will:

- Include interlocking retaining walls to be covered in green plants.
- Create a park-like appearance along Clayton Road.
- Include a combination of both deciduous and coniferous trees and shrubs to create a pleasing appearance in all seasons.
- Include a shallow planting area along the sides of the building to both enhance the building and break up the large visual of the driveways.
- Sod will be used rather than seeding.
- An irrigation system will be installed.

Parking Lots:

Majority of parking lots to be placed behind the municipal complex. To further disguise the parking lots:

- A berm will be incorporated (where possible) into the landscaping plan to run the length of the municipal complex.
- Islands will be landscaped. Landscaping will include coniferous trees and shrubs.

Utility Services:

Wiring to be buried from poles to building. At some point in the future, it would be beneficial to eliminate the utility poles along the Clayton corridor (from Lindbergh to Spoeede Road) if economically feasible. It would be prudent to consider adding sidewalks along the north side of Clayton Road (from Lindbergh to Spoeede) after the utility poles are eliminated.

City Welcome Signs:

Our city welcome signs play an important role in both creating a favorable impression on visitors and in reinforcing the community pride residents enjoy. Unfortunately, our current signs have become “tired.” The goals for new signs include:

- Be consistent with the French architecture.
- Be consistent with the wrought iron look of many of our current City signs. (A look that has gained favor among residents.)
- Be unique in our sign design so as not to be confused with subdivision or street signs (typically pole signs) or business signs (typically monument signs).
- Be easily readable by passing motorists.

City Communication Vehicles:

Our communication with residents is important as it represents the major source of information for most residents about City activities and plans. To effectively meet this need, our communications need to be easily recognizable by residents. To become easily recognizable, several standards need to be established.

- A selection and consistent use of a single type style for the name: Frontenac.
- A selection and consistent use of a style for the Fleur de Les symbol.
- The use of a City positioning (FRONTENAC: A HERITAGE OF GRACIOUS LIVING, SHOPPING AND DINING) at the end of each communication. Our comprehensive plan clearly showed that residents wanted us to protect and build on our current strengths.
- We should also investigate the use of a consistent color for our communications.