



**CITY COUNCIL MEETING  
OF THE CITY OF CEDAR HILLS  
Tuesday, January 22, 2013 7:00 p.m.**

NOTICE is hereby given that the City Council of the City of Cedar Hills, Utah, will hold a **City Council Meeting on Tuesday, January 22, 2013, beginning at 7:00 p.m.** at the Community Recreation Center, 10640 N Clubhouse Drive, Cedar Hills, Utah. This is a public meeting and anyone is invited to attend.

**COUNCIL MEETING**

1. Call to Order, Invocation and Pledge
2. Approval of Meeting's Agenda
3. Public Comment: Time has been set aside for the public to express their ideas, concerns and comments (comments limited to 3 minutes per person with a total of 30 minutes for this item)

**CONSENT AGENDA**

4. Minutes from the January 8, 2013 City Council Meeting

**CITY REPORTS AND BUSINESS**

5. City Manager
6. Mayor and Council

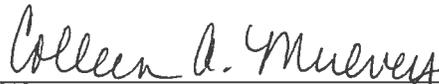
**SCHEDULED ITEMS**

7. Review/Action on Adopting a Resolution Recognizing Cedar Hills Champions, Silver Beavers
8. Review/Action on an Ordinance amending Title 5, Chapter 1, Article C-5 regarding Cattery
9. Review/Action on adopting a Resolution Restricting the Purchase or Construction of Public Buildings in Excess of \$400,000
10. Review/Action on Approval of a Contract with a Public Relations Firm to assist the City with a Branding Campaign
11. Discussion on a Temporary Island Cutout at Cedar Hills Drive/4800 West
12. Discussion on a Town Hall meeting regarding Emergency Management

**ADJOURNMENT**

13. Adjourn

Posted this 18th day of January, 2013

  
\_\_\_\_\_  
Colleen A. Mulvey, City Recorder

- Supporting documentation for this agenda is posted on the City's Web Site at [www.cedarhills.org](http://www.cedarhills.org).
- In accordance with the Americans with Disabilities Act, the City of Cedar Hills will make reasonable accommodations to participate in the meeting. Requests for assistance can be made by contacting the City Recorder at 801-785-9668 at least 48 hours in advance of the meeting to be held.
- The order of agenda items may change to accommodate the needs of the City Council, the staff, and the public.
- This meeting may be held electronically via telephone to permit one or more of the council members to participate.



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	David Bunker, City Manager
<b>DATE:</b>	1/22/2013

## City Council Agenda Item

<b>SUBJECT:</b>	Cedar Hills Champion – BSA Silver Beaver Awards
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	David Bunker

**BACKGROUND AND FINDINGS:**

As part of the Cedar Hills Champions Program, the City would like to recognize the recipients of the Boy Scouts of America Silver Beaver Awards. The recipients are as follows:

Sherman Varney	1970
George Reynolds	1975
Sheldon Talbot	1987
Arlene Smith	1990
Gary Smith	1990
Andrew Gibbons	2001
Reed Swenson	2004
Grant Bangerter	2006
Grant Iverson	2008
Pauline Iverson	2008
Greg Harris	2009
Bob Ogden	2009
Jeffery Pyne	2011
Brad Sears	2012

Cedar Hills is honored to have these Silver Beaver Award recipients as residents in our community. The award represents the values of leadership, self sacrifice, dedication, hard work and community service. The Silver Beaver is the highest council level recognition BSA bestows on an adult volunteer leader.

**PREVIOUS LEGISLATIVE ACTION:**

None.

**FISCAL IMPACT:**

N/A.

**SUPPORTING DOCUMENTS:**

Resolution proclaiming The BSA Silver Beaver recipients of Cedar Hills as Cedar Hills Champions.

**RECOMMENDATION:**

Staff recommends the City Council recognize the recipients of the BSA Silver Beaver Award for their outstanding dedication, leadership, sacrifice, and contributions to the youth of the City.

**MOTION:**

To approve/not approve Resolution \_\_\_\_\_, A Resolution recognizing the recipients of the BSA Silver Beaver Award for their outstanding dedication, leadership, sacrifice, and contributions to the youth of the City of Cedar Hills.

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION RECOGNIZING CEDAR HILLS RECIPIENTS OF THE BOY SCOUTS OF AMERICA SILVER BEAVER AWARD, AS CEDAR HILLS CHAMPIONS FOR THEIR OUTSTANDING SERVICE TO YOUTH AND COMMUNITY CONTRIBUTIONS TO THE CITY OF CEDAR HILLS.**

**WHEREAS**, the City of Cedar Hills wishes to fully recognize the distinguished service to youth in Cedar Hills through the Boy Scouts of America program; and,

**WHEREAS**, the City wishes to acknowledge the leadership, self-sacrifice, dedication, hard work, and community service each award recipient has made; and,

**WHEREAS**, the City officially recognizes the achievement of Scouting's highest council-level award, that of Silver Beaver.

**NOW THEREFORE**, be it resolved by the City Council of the City of Cedar Hills, Utah, and on behalf of all residents, hereby proclaims that January 22, 2013, be recognized as "Cedar Hills Champion, Silver Beaver Recipient Award Day". With this, the City of Cedar Hills wishes to recognize and sincerely thank each award recipient for their dedication and inspiration that they have provided to our community by achieving the award of Silver Beaver, the highest council-level award from the Boy Scouts of America.

**PASSED AND ORDERED RECORDED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH, THIS 22nd DAY OF JANUARY, 2013.**

\_\_\_\_\_  
Gary R. Gygi, Mayor

ATTEST:

\_\_\_\_\_  
Colleen Mulvey, City Recorder



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	Chandler Goodwin Assistant City Manager
<b>DATE:</b>	1/22/2013

## City Council Agenda Item

<b>SUBJECT:</b>	Review/Action on amendments to the City Code, Title 5, Chapter 1, Article C, Section 5, Kennel or Cattery.
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	Chandler Goodwin, Assistant City Manager / Planner

**BACKGROUND AND FINDINGS:**

City staff made the suggested changes to the Cattery Code as requested by the members of the City Council on January 8, 2013.

1. Changed age and maximum number of allowable cats.
2. Included an outdoor exercise area and regulations to cover use.
3. Included revocation of business license language for failing to allow an inspection.
4. Staff requests input on kittens from 0-6 months and how to include or manage the max number allowed.

**PREVIOUS LEGISLATIVE ACTION:**

City Code 5-1C-5, last updated prior to codification in 2006

**FISCAL IMPACT:**

N/A

**SUPPORTING DOCUMENTS:**

Proposed code changes to 5-1C-5: Kennel or Cattery.

**RECOMMENDATION:**

Staff recommends the City Council approve the proposed ordinance as prepared.

**MOTION:**

To approve / not approve Ordinance No. \_\_\_\_\_, an ordinance amending City Code Title 5, Chapter 1, Article C, Section 5, Kennel or Cattery.

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE AMENDING TITLE 5 OF THE CITY CODE OF THE CITY OF CEDAR HILLS, UTAH, REGARDING CATTERY, RELATING TO DEFINITIONS, REQUIREMENTS, FACILITIES, AND ZONING APPLICABILITY.**

**WHEREAS**, the City Council of the City of Cedar Hills has determined that it is in the best interest of the City of Cedar Hills and the residents thereof to enact certain amendments to Title 5 of the City Code.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH COUNTY, STATE OF UTAH:**

**PART 1  
AMENDMENTS**

**SECTION 1:** Title 5, Chapter 1C-5, of the City Code entitled Cattery, is hereby amended by adding/amending the following:

**A. Definitions:**

**ANIMAL ROOM:** An indoor area wherein cats are housed.

**CAGES:** Individual, portable facilities for containing cats. A structure or enclosure that does not contain space for an animal to exercise

**CATTERY:** See section 5-1A-1 of this chapter.

**EXERCISE AREA:** An indoor area wherein cats are allowed to run and exercise.

**INDOOR CATTERY:** A lot, building, structure, enclosure or premises where upon or wherein a maximum of six (6) cats over six months of age are kept or maintained for any purpose, including boarding, breeding, buying, grooming, letting for hire, training for fee, or selling. An indoor area used to house cats, which contains cages, runs, animal room or an exercise area.

**RUN:** A structure or enclosure that contains an exercise area for an animal(s).

**OUTDOOR EXERCISE AREA:** An outdoor area wherein cats are allowed to run and exercise.

**B. Requirements:**

1. Each cattery must have a current city business license to operate a cattery. Such licenses are required to be displayed and readily available for inspection by any authorized person;

a. Business License:

Contact the City Planner regarding your request prior to filing an application for a Home Occupation Business License for a cattery business.

Submit a completed Home Occupation Business License Application and all of the following materials to the Cedar Hills City Planner:

1. A diagram showing the dimensions, layout and location of the cattery.
2. A list of owner names, mailing addresses, and property identification numbers of all property owners within 300 feet of the subject property. Property owner information may be obtained from the Utah County Recorder's Office.
3. Self-adhesive mailing labels, typed or machine printed with each property owner's name and address as identified above (no hand written labels please).  
Note: Duplicate listings should be omitted.
4. Plain white envelopes (size 10 business envelope measuring 4" x 9½") with postage for each property owner. Note: Labels should not be placed on envelopes.
5. A general administrative fee will be assessed to cover the cost of verifying the submitted property owner's names, addresses and mailing them notification of the public hearing and pending application.

2. Cattery records must be kept available for inspection. Such record to show: name, current address, a telephone number of the owner of the cat, the date the cat entered the cattery, the reason for it being in the cattery, i.e., for boarding, sale, breeding, grooming, etc., the description of the cat (age, breed, sex, color, etc.). On any cat over four (4) months of age, a current valid rabies certificate shall be maintained as a part of this record, as long as the cat is maintained in the cattery;

3. Each cat in the cattery over four (4) months of age shall have current rabies vaccination;

4. Be operated in such a manner as not to constitute a nuisance;

5. Keep all boarded animals caged or under control of the owner or operator of the cattery;

6. Care for all animals in the cattery, whether or not owned by the cattery, and comply with all the requirements of this title for the general care of animals;

7. Comply with all applicable federal, state and local laws and all regulations respecting catteries which are adopted by the city;

8. Comply with all sections of 3-1B-1: Home occupations requirements and conditions;

9. Catteries shall not be left unattended for a period in excess of twenty four (24) hours. All animals shall be supplied with sufficient good wholesome food as feeding habits of such animals require. Clean (potable) water shall be continuously available unless otherwise recommended and documented by a licensed veterinarian;

10. Information Posted: An emergency name, address and phone number must be posted in a conspicuous place at the front of the property for use by authorized persons;

C. Physical Facilities: The basic intent of these regulations is to see that all animals receive proper care, that they are being treated kindly, properly fed, and that their surroundings are being kept in a sanitary condition.

1. Indoor facilities:

a. Cage: A structure or enclosure that does not contain space for an animal to exercise.

Minimum Size Requirements:

Cage length and width shall exceed the animal's length from the base of the tail to the tip of the animal's nose by at least four inches (4"). Cage height shall exceed the animal's height from the bottom of the foot to the top of the shoulder by at least four inches (4"). Cages shall allow an animal to stand, sit, lie, and turn about freely and comfortably.

Communal cages for cats more than four months old shall be as long and wide as the total for all cages if the cats had been housed separately.

All animals kept in a communal cage or run shall be either from the same litter or belong to the same owner, unless written permission is given by the owners of each of the animals in a communal cage or run.

Cages shall be so constructed and be of such material as to be maintained in a sanitary condition. All cages must be cleaned and sanitized daily, animal droppings, spoiled food, and other wastes shall be removed no less frequently than daily to prevent odors, attraction and breeding of insects and rodents, and other nuisances. All cages shall have bedding, feeding bowl, and water container that are easily sanitizable and in the case of cats, litter boxes or trays that are easily sanitizable.

Animals shall be removed from cages and be provided with an exercise area for their daily use for such periods as determined by the size, age and condition of the animal. Diseased animals must be maintained apart from healthy animals in suitable and separate quarters.

b. Run: A structure or enclosure that contains an exercise area for an animal(s).

**Minimum Size Requirements:**

Cats shall not be kept in runs with less than 4 square feet (.37 square meters) of floor space and less than 2 feet (.61 meters) in height.

All runs must be cleaned and sanitized daily, animal droppings, spoiled food, and other wastes shall be removed no less frequently than daily to prevent odors, attraction and breeding of insects and rodents, and other nuisances. All runs shall have bedding, feeding bowl, and water container that are easily sanitizable and in the case of cats, litter boxes or trays that are easily sanitizable.

Diseased animals must be maintained apart from healthy animals in suitable and separate quarters.

c. **General:** Walls, ceilings and floors shall be constructed of materials which are resistant to the absorption of moisture and odors or such surfaces shall be treated with a sealant or with paint, when such materials are not originally resistant to moisture or odors. The room shall be properly screened and insect and vermin proof. It shall be properly ventilated to prevent drafts and to assist in the removal of foul and obnoxious odors. Heating and cooling shall be provided as required. Animal rooms shall be sufficiently heated or cooled to protect such animals from temperatures to which they are not normally acclimated. Have sufficient light (preferably natural) to allow observation of animals and sanitation.

d. Suitable food and bedding shall be provided and stored in facilities adequate to provide protection against infestation or contamination by insects or rodents. Refrigeration shall be provided for the protection of perishable foods.

e. Cages and runs shall not occupy more than 50% of the business area floor space.

f. Provision shall be made to effectively collect, treat, and dispose of animal liquid and solid wastes. Solid waste shall be stored, collected, and disposed of in such a manner as will minimize vermin infestation, odor or other health hazards. No solid or liquid waste shall be washed into adjoining properties, gutters, storm drains, irrigation ditches or canals.

g. Indoor catteries shall not house or board any animals in outbuildings, kennel buildings or outside kennel runs. Exercising cats in an approved outdoor exercise area is allowed.

**2. Outdoor facilities:**

a. **Outdoor exercise area:** An outdoor area wherein cats are allowed to run and exercise.

**Minimum Size Requirements:**

Cats shall not be kept in an exercise area with less than 4 square feet (.37 square meters) of floor space and less than 2 feet (.61 meters) in height. The maximum allowed height is 6 feet.

Outdoor exercise areas shall be enclosed by a fence (chain link or welded wire) and constructed in such a manner as to protect the cat from other animals, wind or weather and prevent it from

escaping its confines. Clean water shall be continuously available unless otherwise recommended by a veterinarian. They shall be adequately drained and maintained in a sanitary manner. Adequate and sanitary means of disposing of droppings shall be provided. All animal droppings and other wastes shall be removed no less frequently than daily to prevent odors, attraction and breeding of insects, rodents and other nuisances.

Every portion of an outdoor exercise area shall be separate and removed from any boundary fence. Exercise areas shall be a minimum of ten feet from any property line. Outdoor exercise areas shall be used for the exercising of cats housed in an indoor cattery.

The following restrictions shall apply to the use of outdoor exercise areas. Cats shall only be placed in the outdoor exercise area while a representative of the indoor cattery is on the premise. Cats shall be exercised individually and not during the hours of 8:00 pm until 9:00 am. Care should be taken to minimize unreasonably noises and odors from the exercise area so as not to create a nuisance for residents of adjoining properties. Cats in heat shall not be exercised in an outdoor exercise area.

### 3. Inspection:

All areas of indoor housing, cages, runs, food storage, indoor and outdoor exercise areas and shall be subject to inspection by authorized persons. The animal control officer, the code enforcement officer, the zoning administrator, or their designees, shall have the authority to enter the premises of any cattery to inspect and assure compliance with the cattery license requirements and conditional use permit requirements. Catteries shall be inspected prior to the business license being issued or renewed and to investigate complaints. Failure to allow an inspection for business licensing purposes or investigation of complaints shall constitute grounds for revocation of the business license.

D. Zoning Applicability: This section shall not be construed or interpreted as permitting the establishment or maintenance of a cattery in violation of the city zoning regulations. The provisions of this section regulating catteries shall be applicable only in those locations within the city wherein catteries are (may be) used under the terms of the city zoning regulations. (2004 Code)

1. In addition to obtaining a business license required by this chapter, all catteries within the city shall comply with all zoning requirements.

2. Indoor catteries in all zones shall limit the maximum number of boarded cats to six (6) cats over six (6) months of age.

**PART II  
PENALTY AND ADOPTION**

**A. CONFLICTING PROVISIONS**

Whenever the provisions of this Ordinance conflict with the provisions of any other Ordinance, resolution or part thereof, the more stringent shall prevail.

**B. PROVISIONS SEVERABLE**

This Ordinance and the various sections, clauses and paragraphs are hereby declared to be severable. If any part, sentence, clause or phrase is adjudged to be unconstitutional or invalid it is hereby declared that the remainder of the ordinance shall not be affected thereby.

**C. AMENDMENT TO BE ADDED TO CITY CODE**

The City Council hereby authorizes and directs that insert pages reflecting the provisions enacted hereby shall be made and placed in the City Code, Title 5.

**D. PENALTY**

Hereafter these amendments shall be construed as part of the Public Safety and Traffic Regulations of the City Code of the City of Cedar Hills, Utah, to the same effect as if originally a part thereof, and all provisions of said regulations shall be applicable thereto, including, but not limited to, the enforcement, violation and penalty provisions.

**E. EFFECTIVE DATE**

This Ordinance shall take effect upon its passage and publication as required by law.

**PASSED AND ORDERED POSTED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH, THIS 22nd DAY OF JANUARY, 2012.**

\_\_\_\_\_  
Gary R. Gygi, Mayor

ATTEST:

\_\_\_\_\_  
Colleen A. Mulvey, City Recorder



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	David Bunker, City Manager
<b>DATE:</b>	1/22/2013

## City Council Agenda Item

<b>SUBJECT:</b>	Resolution Regarding the Construction or Purchase of Public Buildings in excess of \$400,000
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	David Bunker

**BACKGROUND AND FINDINGS:**

Initiative petition (#4) states the following:

**CONSTRUCTION OR PURCHASE OF PUBLIC BUILDINGS REQUIRING A VOTE OF CITIZENS**

THE CITY OF CEDAR HILLS SHALL NOT CAUSE ANY PUBLIC BUILDING TO BE CONSTRUCTED OR PURCHASED, COSTING IN EXCESS OF \$400,000, EXCLUDING COST OF LAND, WITHOUT THE APPROVAL OF THE MAJORITY OF REGISTERED CEDAR HILLS VOTERS AT A DULY CALLED ELECTION

Previous council discussion included concern with the wording in the petition stating “without the approval of the majority of registered cedar hills voters”. If a voting turnout is less than 50% of registered voters (which happens regularly), the petitioner’s language would limit the city of ever constructing a public building in excess of \$400,000.

The wording is proposed to be changed by resolution to “THE CITY OF CEDAR HILLS SHALL REQUIRE APPROVAL OF THE VOTING MAJORITY OF REGISTRED CEDAR HILLS RESIDENTS AT A DULY CALLED ELECTION TO CONSTRUCT OR PURCHASE PUBLIC BUILDINGS IN EXCESS OF \$400,000, EXCLUDING COST OF LAND.”

**PREVIOUS LEGISLATIVE ACTION:**

None. Petition #4 will be on the November 2013 ballot.

**FISCAL IMPACT:**

N/A

**SUPPORTING DOCUMENTS:**

Proposed resolution.

**RECOMMENDATION:**

Staff recommends the City Council consider the proposed resolution as modified from the initiative petition #4.

**MOTION:**

To approve/not approve Resolution # \_\_\_\_\_, A RESOLUTION DECLARING THE CITY OF CEDAR HILLS SHALL REQUIRE APPROVAL OF THE VOTING MAJORITY OF REGISTERED CEDAR HILLS RESIDENTS AT A DULY CALLED ELECTION TO CONSTRUCT OR PURCHASE PUBLIC BUILDINGS IN EXCESS OF \$400,000, EXCLUDING COST OF LAND.

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE DECLARING THE CITY OF CEDAR HILLS SHALL REQUIRE APPROVAL OF THE VOTING MAJORITY OF REGISTERED CEDAR HILLS RESIDENTS AT A DULY CALLED ELECTION TO CONSTRUCT OR PURCHASE PUBLIC BUILDINGS IN EXCESS OF \$400,000, EXCLUDING COST OF LAND.**

**WHEREAS**, the City Council of the City of Cedar Hills, Utah, desires to require a public vote of registered voters for the construction or purchase of public buildings; and,

**WHEREAS**, the City Council shall not cause any public building to be constructed or purchased, costing in excess of \$400,000, excluding cost of land, without approval of the voting majority of registered Cedar Hills residents at a duly called election; and,

**WHEREAS**, this requirement shall be deemed effective and in force with respect to the construction or purchase of any public building for which a final contract has not been previously executed by all parties as of the date of this ordinance.

**NOW THEREFORE**, the City Council of the City of Cedar Hills, Utah, resolves to approve the stated ordinance in accordance with state law.

**PASSED AND APPROVED this 22nd day of January, 2013.**

\_\_\_\_\_  
Gary R. Gygi, Mayor

ATTEST:

\_\_\_\_\_  
Colleen A. Mulvey, City Recorder



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	David Bunker, City Manager
<b>DATE:</b>	1/22/2013

## City Council Agenda Item

<b>SUBJECT:</b>	Approval of Professional Services Contract for Logo & Branding Development
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	David Bunker

**BACKGROUND AND FINDINGS:**

The City has engaged several public relations firms in the area for proposals to assist the City in the creation and development of a logo and branding campaign. Several firms were initially contacted with two firms, Radi8 Creative and Chase Media, presenting their proposals to the City in a bake off format.

Based on the professional qualifications and the development process presented, it is recommended that the City execute a contract with Radi8 Creative for the development of the City logo and branding campaign. Key strategies presented by the firms were considered in the evaluation process. Emphasis was placed on community involvement, experience of key personnel, schedule, and cost. Immediately following execution of the contract, the proposed 12 week timeline would include the discover, design and development phases.

This project is not currently identified or funded in the FY 2013 budget. With approval, the contract may be executed, and funding for the professional services contract of \$18,000 would be presented in a future council meeting during a scheduled budget amendment.

**PREVIOUS LEGISLATIVE ACTION:**

None.

**FISCAL IMPACT:**

\$18,000 from unrestricted fund balance.

**SUPPORTING DOCUMENTS:**

Radi8 Creative proposal.

**RECOMMENDATION:**

Staff recommends the City Council consider the professional services contract for logo and branding development, and award the project to the firm of Radi8 Creative.

**MOTION:**

To approve/not approve a professional services contract with Radi8 Creative for logo and branding development in the amount of approximately \$18,000.

CEDAR HILLS



## WHAT IS YOUR BRAND?

We like to define your brand as what people say about you when you're not around.

## COMMUNITY BRANDING

FOR ECONOMIC DEVELOPMENT,  
COMMUNITY DEVELOPMENT,  
& TOURISM DEVELOPMENT

# BRANDING MOVES COMMUNITIES FROM GOOD TO GREAT

Whether leading a small town or a world power, leaders owe it to their individual and institutional constituents to dig out the "competitive identity" of the region. This identity comes from the culture, the geography, the society, the opportunity and vision of the place—as such, it should be an accurate reflection of the genius and the will of the people.

A brand is not created; it is discovered within the spirit of a place. Rad8 Creative's brand process does just that. Using qualitative and quantitative research tools, we achieve a focused snapshot of a community's values, assets and priorities, which can then be articulated as its "brand." Brands uncovered in this manner are endorsed and absorbed by their communities due to their fundamental truth. Because of this, they are exceedingly useful to community leaders in furthering the economic, political and social goals of the community.

In other words, an honest, relevant, clearly and cleverly articulated brand can move your community from good to great.



## SUCCESSFUL TOWNS DELIVER ON THEIR PROMISE

It's widely accepted that a brand is a promise to the target audience. There must be some THING that fulfills this promise. A product, service or experience must be consistently delivered in order to constitute the brand. Brand development requires either reconfiguring something that already exists to make it better, or creating something new that will fulfill the brand promise.

At Rad8 Creative we believe that a successful city brand must do the following things:

1. A brand must promise something. And deliver on the promise in some tangible way.
2. A brand must be unique within its market area. Only unique brands will attract.
3. A brand must be relevant to an audience large enough to use the brand and keep it going.
4. Consumers must be aware of the brand and believe it has value.
5. The brand must become popular and in demand.



# LOOK TO ECONOMIC DEVELOPMENT FIRST

Many city branding efforts center around economic development—creating new jobs, better salaries, new investment, a better environment, and more distribution of wealth. Other city branding efforts focus directly on community identity, community pride and community consensus. Most cities that have great identity, pride and consensus of direction are economically successful.

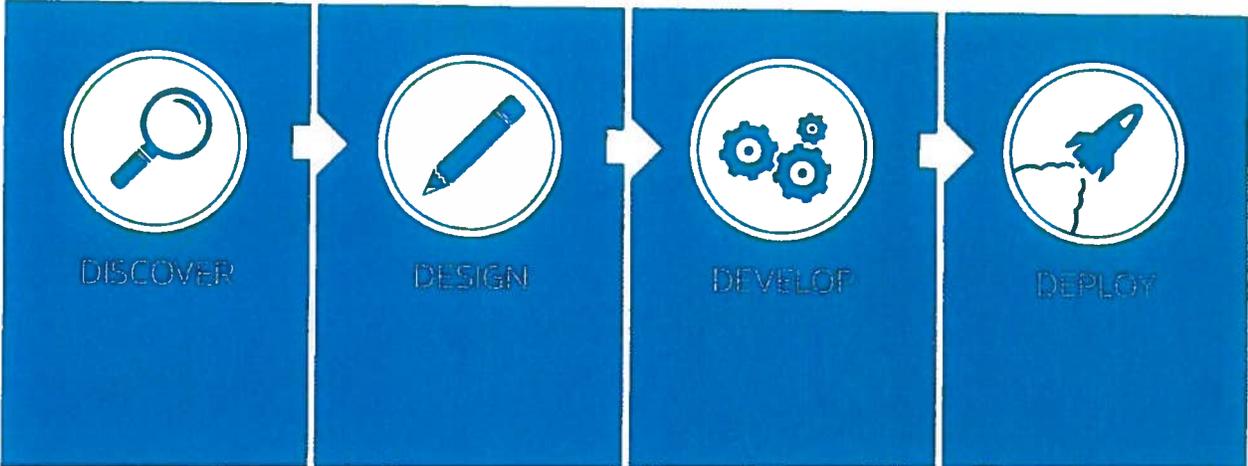
These things – identity, pride and consensus grow organically from economic success. Creating identity, pride and consensus within a city that is economically depressed is hard to do if nothing materially is improved.

Think of the brand promise and the need to deliver tangibles. At Radi8 Creative we focus on tangible community successes with the understanding that the happiness and pride of citizens arise from the economic health and improved environment of their town.



# OUR PROCESS

Community branding focuses primarily on discovering the town's characteristics that are important to the city's residents, articulating these characteristics in a positive way, and making them well known among residents.





DISCOVER

## DISCOVER

Extensive research helps paint a picture of where your community has been and where you want to go. We will spend time in Cedar Hills. We'll interact with your residents, enjoy your attractions and restaurants, and visit your schools, parks and neighborhoods.

The Radi8 Creative team will also talk to your consumers and constituents using a variety of forums from personal interviews to surveys and online polling. We develop profiles of your residents including educational levels, what they like to do, where they shop and dine and even how they use social media. Depending on the goals of your rebrand, we can analyze your visitors, new businesses, your relationship to other cities or counties, new home ownership and much more.

We provide an analysis of your competition and help define areas of economic opportunity for your community. Altogether, we can conduct more than 7 types of research and analysis including:

- » One-on-one interviews
- » Online surveys
- » Social Media and website polling
- » On-the-street interviews
- » Resident profiling
- » Communication, research, online reputation & media audit
- » Competitive message assessment



## NO ONE KNOWS YOUR COMMUNITY LIKE YOU. THIS IS HOW WE ACCESS THAT KNOWLEDGE.

### 1. In-depth one-on-one stakeholder interviews

Radi8 Creative will conduct face-to-face, in-depth individual, confidential interviews with community stakeholders jointly selected by the client and Radi8 Creative. These interviews are just the beginning of ongoing dialogues with key individuals. From these sources Radi8 Creative gathers information about past planning efforts, what has been tried, what has succeeded or failed, profiles of the town, personal opinions, sources of funding, competing interests for funding, branding ideas, prevailing attitudes in the town, the character and profile of existing visitors, and the names of other people with whom we should talk.

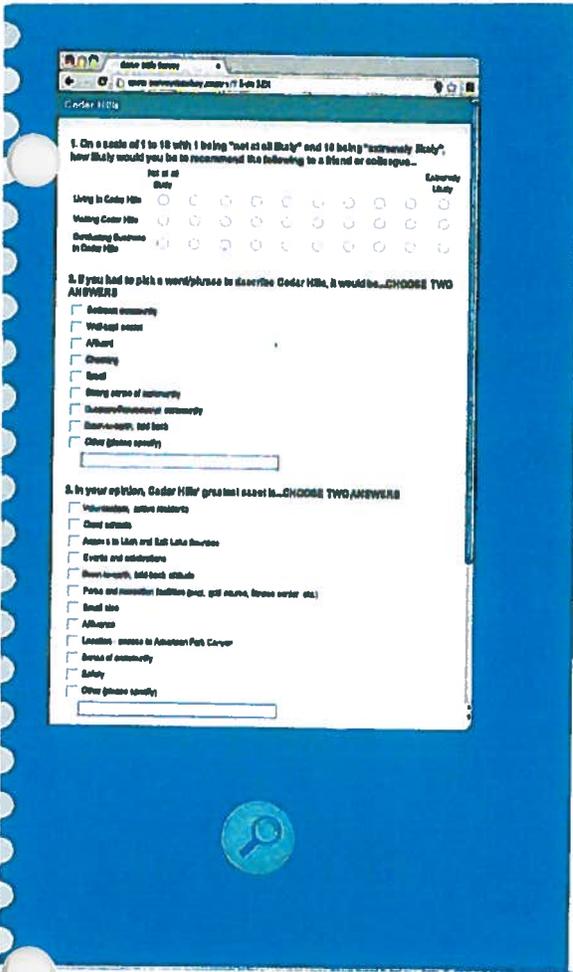
### 2. Survey: Importance & Performance

Radi8 Creative will outline the essential tangible and intangible elements of your community that will help determine its brand and positioning. We then ask community residents to tell us how important each of these elements is to them, and how well the community currently performs in delivering these elements.



Man on the Street Interview





Working with our client project manager, Radi8 Creative will make available an online questionnaire and comment space for any resident who wishes to weigh-in on our ongoing efforts or offer their ideas. Easy to access and navigate, these poll results and comments are considered an important resource in the planning effort. We can also conduct polls via Facebook while also helping to build a fan base for the community.

### 3. Perceptions and Brand Directions

We combine the results and learn the relative importance of each element and how well they are performing. These metrics are an important way of applying numbers to feelings and opinions. The findings help us determine which brand directions will work and are acceptable to the community.

## WHAT ARE WE UP AGAINST? WHAT DO WE NEED TO ADDRESS?

Communication, research, online reputation and media audit – Radi8 Creative will conduct an online reputation audit – the process of analyzing where exactly your brand sits at the present point in time on the web. This audit will give you a good birds-eye view of what people are saying about you and if there is anything you might be missing.

Competitive Analysis – The secret to creating a brand that sets you apart from the competition is knowing what you're up against. The Brand Identity Project is specifically designed to create advocacy and awareness of Cedar Hills. Ensuring that Cedar Hills has a unique brand promise—that sets it apart from the other communities—is essential.



# BRANDING STRATEGY

Radi8 Creative translates all those fascinating facts gathered during the brand research into emotional sparks that can bring your community's brand to life. Our best strategic minds gather in a locked room with all your research and all their notes. This session yields insights that point us to the ideal brand strategy for your community. Your brand strategy must be relevant to your situation while differentiating you in the competitive marketplace.

Our brand strategy phase includes:

- » Situation Brief
- » Brainstorming Meeting
- » Development of Brand Strategy including:
  - » Brand essence (reason for being)
  - » Brand values (guiding principles)
  - » Brand truths (help deliver the promise)
  - » Brand promise (what you provide that others cannot)
  - » Brand benefits (consumer appeal)
  - » Brand personality (tonality)



# DESIGN

The first evidence of a brand that consumers see is often the logo and tag line. As visual representations of the brand promise, logos and tag lines are powerful forms of communication. Radi8 Creative designs logos that are evocative and memorable.

In the Design phase, our award-winning creative team draws from the insights gained in the Discovery phase to breath life and character into your new brand. Our goal is to give you a rich sampling of brand identity options, refining one to make your own.



# THE PROCESS

The process starts by taking all that we have learned in Discovery to create a series of "design concepts." Through consideration of these concepts, the most powerful ideas begin to take shape and we refine them until they're ready for presentation and additional vetting through the information gleaned in Discovery. Key stakeholders then have the opportunity to consider the concepts when ~5 of the top ideas are presented in the first Creative Review Meeting.

After feedback we further refine the logos to the top 3 choices and build a supporting deck to explain our concepts and showing the logos in various environments.

This deck will be used in gathering feedback from a larger group and help the stakeholders understand their important role in directing the brand.

We will put the logos in Comp mode on various products, (letterhead, building signage, and transportation), and develop the sub-brands for the Golf Club and Recreation Center, ensuring that the designs fit together as a family of supporting marks.

Once the process is nearing completion Radi8 will work with the City on locking down the final logos and moving into the Development phase, where the Brand Standards Guide will enable the City to extend the brand throughout all the City does.



Example of the Design Process through Concept, Iteration, and Finishing



# DISCOVERY WITHIN DESIGN

The Design process isn't complete without additional discovery to help narrow down the concepts, to provide additional direction, and perhaps most importantly, to encourage adoption of the new brand.

In order to promote the brand and allow community adoption, an Identity Survey is conducted to begin the initial release of the new identity to the public. This survey is key in ensuring that the public feels invested in the new identity, and in providing a double-check that the identity reflects the essence of the direction provided in the Discovery phase. Depending on preceding events, this survey may be conducted through social media, the City Council members may be asked to supply a list of ~200 names and email addresses, and limited focus groups may be conducted to provide reliable feedback that will shape the finishing touches on brand elements and positioning before moving on to Development.



Example of socialized feedback.

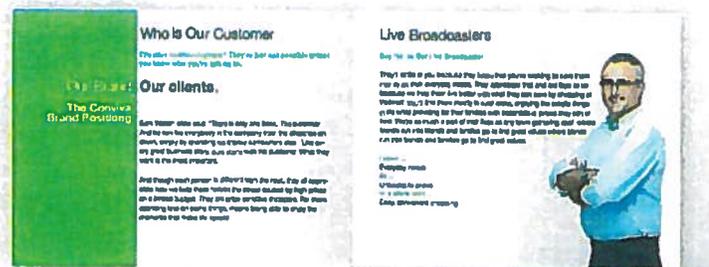


DEVELOP

# DEVELOP

Just as elements of Discovery were woven throughout the Design process, in Development we go beyond simple logo design to apply the identity to essential media such as brochures, advertisements, stationery, banners and street signs. We create a Style Guide that will help protect the integrity of your logo and allow it maximum effectiveness in integrating the brand promise with the community.

You'll end up with lots of goodies in the form of a Brand Identity Guide. This full-color report will be bound, electronic copies will also be provided. Within this report are the conceptual marketing tools your community can use to bring its new brand to life.



radBr creative

The Brand Identity Guide will contain

- » Logo and additional Identity elements
- » Tag line
- » Complementary color palettes
- » Environmental applications
- » Sample stationery, business cards and folders
- » Messages for the community
- » Community portal website sample home page
- » Facebook page direction
- » Twitter profile direction
- » Brand-building ideas

CONVIVA®



CONVIVA LIVE COLORS

HEAT MAPS





DEPLOY

## DEPLOY

Bringing a two-dimensional brand to life in a three-dimensional community takes a strong brand action plan. Following are a sampling of action ideas from the hundreds Radi8 Creative has developed over the years. All were designed to help our clients wear their brand like a second skin.

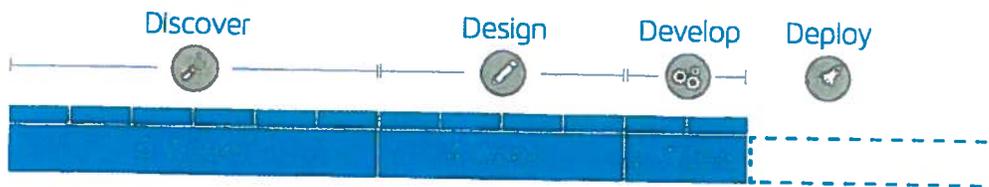
**Create a central portal** - Your web site should be the hub of all information for your community. Toward this end, create a central portal within the site with links to each community/county as well as all areas of industry and business within the city including real estate, tourism, recreation, restaurants and health care. This allows Internet surfers to easily access comprehensive information while allowing each industry/business to maintain independence.

**Create a collaborative video** - Extend the logic behind creating your collaborative brochure to the realm of collaborative video production. The dynamic nature of the medium allows the uniqueness of Cedar Hills to come across to prospects and current residents. Best of all, digital distribution channels are extremely affordable. For example, attach it to outbound emails and use as an inexpensive fulfillment piece.

**Everyday reminders** - Enhance the charm and beauty of downtown Cedar Hills by installing banners. Banners serve as unique signage that complement the architecture of downtown, celebrate seasonality and can be used to promote special events.



## TIMELINE AND COSTS



Conduct Interviews  
Create Survey  
Distribute Survey  
Competitive Analysis  
Review Responses, Craft Strategy

\$6,500

Create Initial Concepts  
Color Exploration  
Craft Taglines  
Brand Presentation to City  
Revisions  
Logo Survey  
Final Designs

\$6,500

Create Sub-Brands  
Present to City Rebranding Board  
Final Revisions  
Create Brand Standards Guide  
File Delivery in Various Formats

\$5,000

**Project Total: \$18,000**

# CONTRACT

Contact Name  
Phone  
Company/Client  
City/State/Zip  
E-mail address

Our desire is to delight the client. One way is to make clear our understandings with each other. These are the terms of our agreement together.

1 Authorization. The City of Cedar Hills is engaging Radi8 Creative as an independent contractor for the specific project of developing and/or improving the City Logo. The client also authorizes Radi8 Creative to publicize their completed design to our portfolio.

\*We will provide 2-3 designs of a logo to the client. The client will be allowed to combine, subtract and/or mix elements of the designs provided to achieve the desired look. The client will begin the process of elimination with the given designs to reach one general design. The client will be allowed 3 revisions to that final design to achieve the desired design for their final logo.

2 Changes. Changes requested after the closing of this contract by the client will be billed at the hourly rate of \$ 75.00.



3 **Completion Date** Radi8 Creative and the client must work together to complete the project in a timely manner. We agree to work expeditiously.

4 **Access.** It is the client's responsibility to provide Radi8 Creative necessary access to key stakeholders as well as those residents whose viewpoints you desire to be included in the Discovery and research phase of the project.

5 **Payment of Fees.** Fees to Radi8 Creative are due and payable on the following schedule: 50% upon signing this contract, 50% when the project is complete according to the attached proposal. All payments will be made in US funds.

6 **Assignment of Project.** Radi8 Creative reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

7 **Legal Stuff.** Radi8 Creative assures that the final artwork provided is original and upon final payment of this contract, the client owns and is assigned all rights.

8 **Copyrights and Trademarks.** It is the client's responsibility to seek copyright and trademark rights on the final design. Radi8 Creative and its subcontractors retain the right to display the final design element as an example of their work in their respective portfolios.

9 **Laws Affecting Electronic Commerce.** From time to time governments enact laws and levy taxes and tariffs affecting internet electronic

commerce The client agrees that the client is solely responsible for complying with such laws, taxes, and tariffs, and will hold harmless, protect, and defend Radi8 Creative and its subcontractors from any claim, suit, penalty, tax, or tariff arising from the client's exercise of Internet electronic commerce

10 **Payment of fees** Delinquent bills will be assessed a \$15 charge if payment is not received within 10 days of the due date. If an amount remains delinquent 30 days after its due date, an additional 5% penalty will be added for each month of delinquency.

11 **Collection** In case collection proves necessary, the client agrees to pay all fees incurred by that process. This agreement becomes effective only when signed by Radi8 Creative. Any dispute will be litigated or arbitrated in the state of Utah.

12 **Sole Agreement** The agreement contained in this "Design Contract" constitutes the sole agreement between Radi8 Creative and the client regarding these designs. Any additional work not specified in this contract must be authorized by a written change order. All prices specified in this contract will be honored for six (6) months after both parties sign this contract. Continued services after that time will require a new agreement.

13 **Initial Payment and Refund Policy** The total amount of this contract is \$18,000. This agreement begins with an initial payment of \$9,000.



If the client halts work and applies written request for a refund within 30 days, to the Managing Partner of Radi8 Creative, 126 W Segoe Lily Drive, Suite 165, Sandy, UT 84070, phone (801) 305-1447. Work completed shall be billed at the hourly rate stated above, and deducted from the initial payment, the balance of which shall be returned to the client. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, the client shall be liable to pay for all work completed at the hourly rate stated above. No portion of this initial payment will be refunded unless written application is made within 30 days of signing this contract.

The undersigned agrees to the terms of this agreement.

On behalf of the client (authorized signature)

Date

On behalf of Radi8 Creative (authorized signature)

*M. K. Crocker*

Date 01-16-2013



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	David Bunker, City Engineer
<b>DATE:</b>	1/22/2013

## City Council Agenda Item

<b>SUBJECT:</b>	Temporary Island Cutout at Cedar Hills Drive/4800 West
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	David Bunker

**BACKGROUND AND FINDINGS:**

Kevin Deis representing Amsource Development has requested that the City Council consider approving a temporary island cutout at Cedar Hills Drive and just east of the 4800 West intersection.

This request has been made by several entities in the past. The response has been consistent each time and has been denied. The denial has been based on several factors including the desire to stay consistent with the design standards for Cedar Hills Drive, the concern for traffic safety particularly the conflicting traffic movements if the island were to be modified, and the desire to route traffic to the master planned north/south collector street through the south side commercial area.

A limiting factor in the development of the Amsource parcel is that their parcel does not have street frontage along the master planned north/south collector street. With the anticipated change of ownership of the Smart parcel, renewed negotiations may be viable.

The engineering concerns for traffic safety continue to be relevant. Staff would not recommend approval to modify the center island on Cedar Hills Drive at this location as proposed.

**PREVIOUS LEGISLATIVE ACTION:**

N/A

**FISCAL IMPACT:**

N/A

**SUPPORTING DOCUMENTS:**

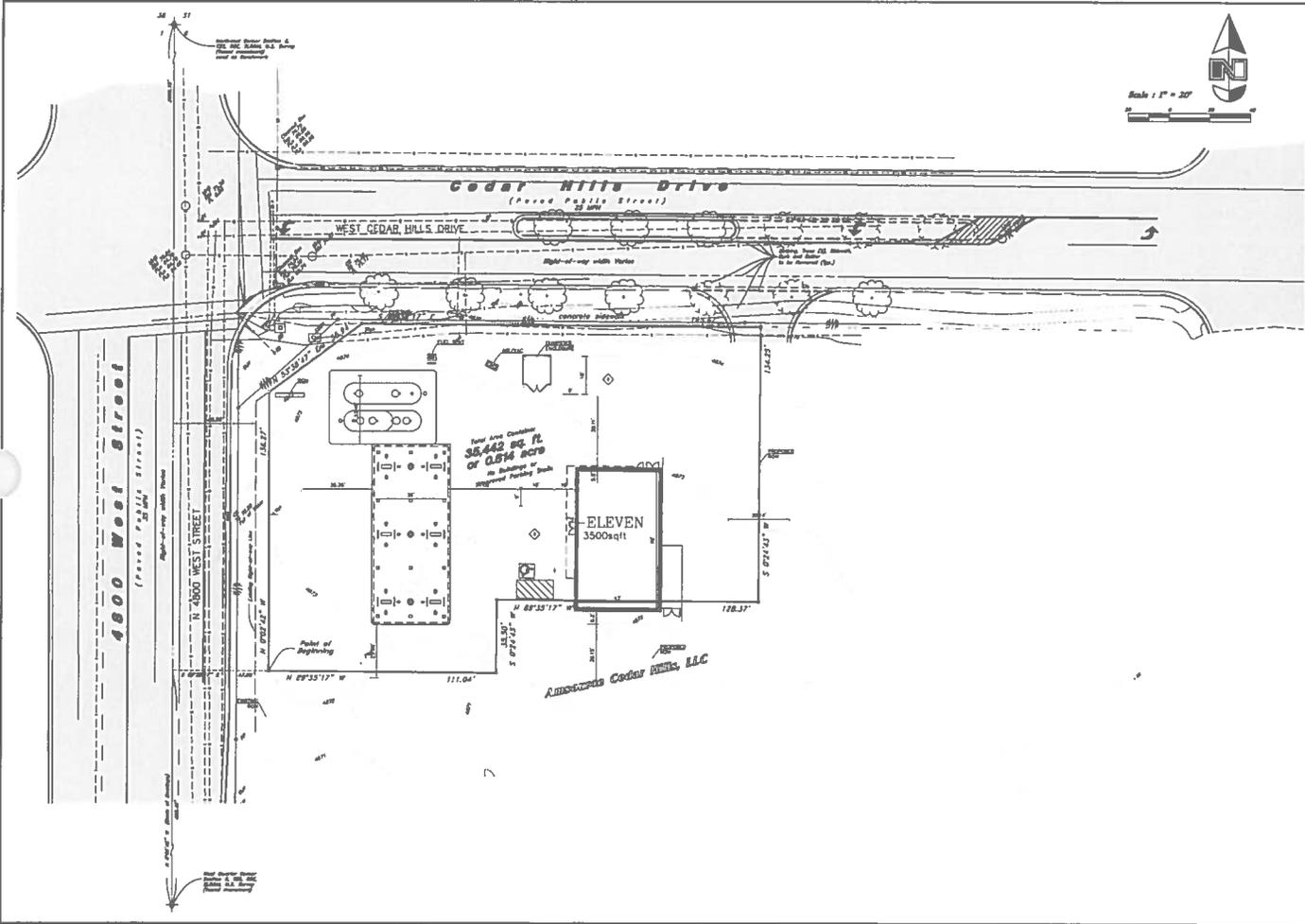
Proposed island modifications as presented by Amsource.

**RECOMMENDATION:**

Staff recommends the City Council consider the traffic safety impact, the aesthetic design, and the current street master plan while considering the request by Amsource. Staff recommends Council not approve the proposal as submitted.

**MOTION:**

No motion is necessary as this item is a discussion item only. Further direction may be given to Amsource regarding access to the development parcel.



<p>12-2013</p> <p>Prepared by: [Name]</p> <p>Checked by: [Name]</p> <p>Date: [Date]</p>	
<p><b>GREAT BASH ENGINEERING - SOUTH</b>          CONSULTING ENGINEERS AND LAND SURVEYORS          2819 North Woodland Road, P.O. Box 11712          Fort Worth, Texas 76171          Tel: 817-335-1100 Fax: 817-335-1101</p>	
<p><b>Left Turning Lane Exhibit</b></p> <p><b>7-Eleven Inc.</b>          4800 West Street, Suite 100, Fort Worth, TX 76107</p>	
<p>3 Oct, 2013</p> <p>1011-10</p> <p><b>EX</b></p>	