



## Legislation Text

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**DATE:** June 29, 2018

**TO:** Board of Mayor and Aldermen

**FROM:** Eric Stuckey, City Administrator  
Mark Hilty, Assistant City Administrator - Public Works  
Lisa Clayton, Parks Director

**SUBJECT:**

Discussion Regarding The Development Of A Name And Distinctive Brand Identity For The Southeast Municipal Complex Property.

**Purpose**

The purpose of this memorandum is to provide information to the Franklin Board of Mayor and Aldermen (BOMA) concerning the objective to develop a name for the new park site and a graphic brand that conveys the unique and special character and function of the new park. In this task, subconsultant, TollesonMcCoy, worked with the design team and City staff from multiple departments to develop a branding strategy for the project.

**Background**

As described in the City's Parks Comprehensive Master Plan, the new park site would include football, lacrosse, rugby, etc. The Southeast Municipal Complex will also be a Community Park to serve neighborhoods in this area. The property could be the home to two very important, and very different uses. Due to the park's large size, visibility from I -65, and accessible location, it has the potential to become an iconic and signature destination in Franklin.

As part of the scope for the master planning process of the park, TollesonMcCoy worked with the internal design team to understand the proposed design themes and concepts for site and buildings that should influence the branding. Since early Spring, the team worked to identify any historical significance for the site, location, uses and potentially how the brand would be communicated to end-users. Attached is the logo design development booklet with two possible names, taglines and logo designs. Included in the discussion was the recently purchased property which contains Robinson Lake. Staff views both properties as one with sub-names being considered dependent upon which location a park user may be within the over 200-acres.

**Financial Impact**

The park branding and graphics portion is part of the original City of Franklin Contract No. 2017-0123.

**Recommendation**

Staff recommends presenting the logo design development booklet to the Board of Mayor and Alderman and return to the work session on August 14<sup>th</sup> to receive direction on the name and branding options. Staff will draft a resolution with the approved logo and branding choices for the Board of Mayor and Alderman's full consideration on August 28<sup>th</sup>.