

B D G

September 27, 2011

Brandon Opiela
Development Services - Planning Department
City of McKinney, Texas
221 N. Tennessee Street
McKinney, TX 75070

RE: Baylor Medical Center at McKinney Signage Plan

Dear Brandon.

On behalf of Baylor Healthcare Systems we would like to submit the following Comprehensive Sign Plan for the Baylor Medical Center at McKinney Project. We have compiled illustrations and details of each exterior sign of the campus along with a comparative matrix illustrating the square footage of each sign and an explanation of our sign design.

It is our goal as the wayfinding consultant to provide Baylor Medical Center at McKinney and the surrounding communities with a comprehensive plan that will simplify the traffic flow and ease the patient/visitor experience as well as to create community awareness. We understand that visits to a medical facility can be under extremely high stress times and it is our goal to give the patient/visitor a clearly marked path to aid in arriving at their correct destination. The natural typography of the site rises above University Boulevard limiting the view of the buildings from University Boulevard.

At our suggestion, The City of McKinney Planning Committee toured Baylor All Saints Fort Worth, to see examples of similar campus signage.

Our campus signage design increases visibility and enhances the identification of each vehicular entrance and over come limited visibility of the site due to the natural site typography, and the set back created by the campus corner development identity provides visual relief to the high-speed traffic corner of University Boulevard and Lake Forest.

We look forward to working with and the City of McKinney for the successful completion of our project. If you need any additional information please do not hesitate to call.

Best Regards,



Heather Chandler
Project Manager

Cc: M. Barksdale