

CITY OF
MCKINNEY, TEXAS
Wayfinding Signage Design Plan

6/21/2022



Project Goals

- Develop a wayfinding system that reinforces the City brand;
- Create a strong first impression;
- Boost visitor satisfaction; and
- Encourage exploration, longer stays and return visits.



Council Input Requested

- Wayfinding Signage
 - Approval of the wayfinding system
- Gateway Signage
 - Concurrence on priority gateway locations
 - Schemes to consider moving forward



Project Milestones

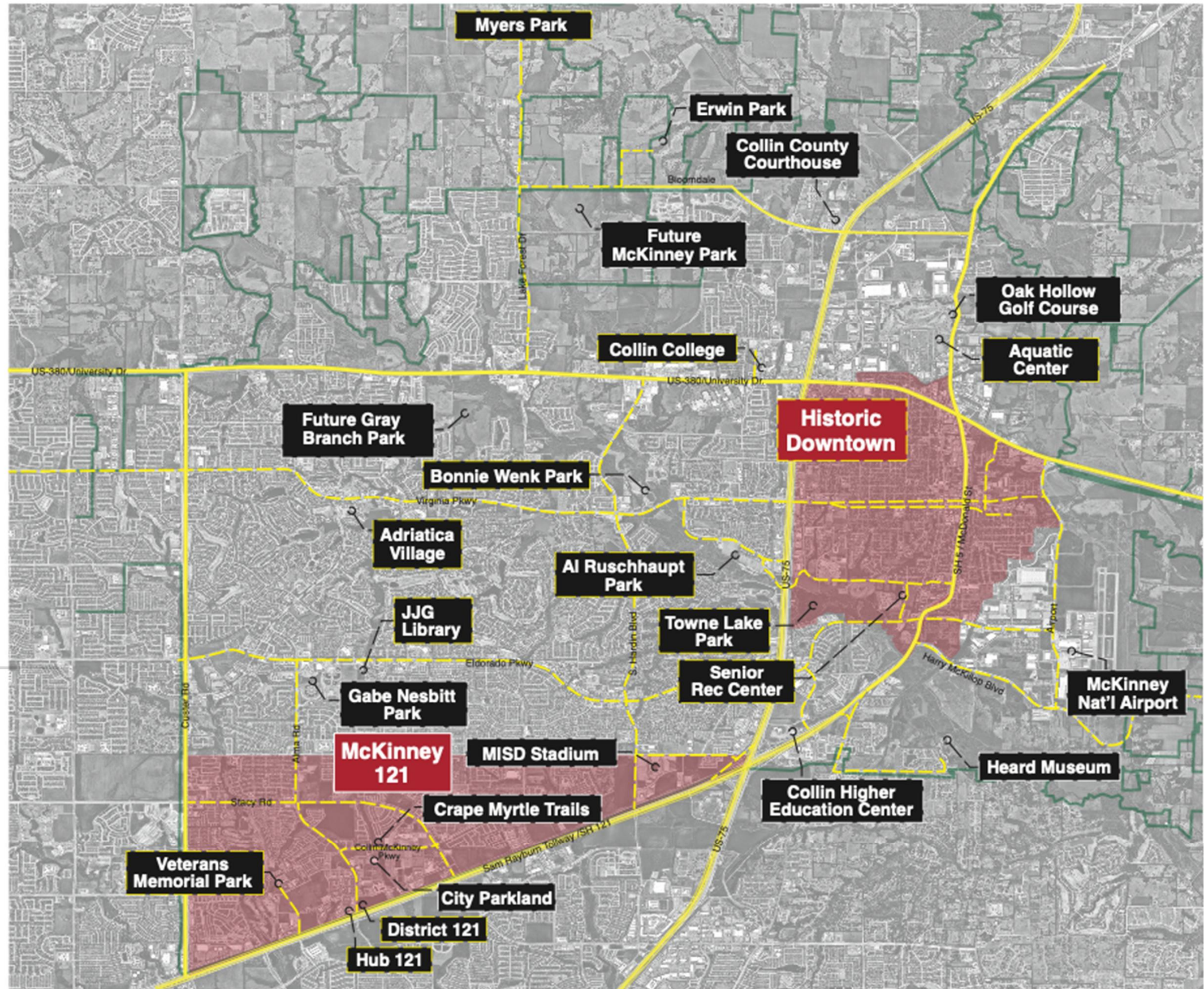
March 2021	Kick-off trip including public, TAC and stakeholder meetings
April 2021	Wayfinding Assessment Survey available to public Initial TAC meetings completed
June 2021	Initial sketch concepts presented to Core Team and select TAC members
July 2021	Analysis and design concepts presented to TAC Public Open House for Design Concepts
July 2021	Design Input Survey available to public
Sept 2021	Wayfinding Design Concept Presentation to City Council
October 2021	Logic and Language Approvals meeting with TAC
December 2021	Sign Location Plans and Message Schedules submitted to TAC for review
January 2022	Introduce initial gateway design concepts; submit to TAC
April 2022	Kick-off Meeting with TXDOT

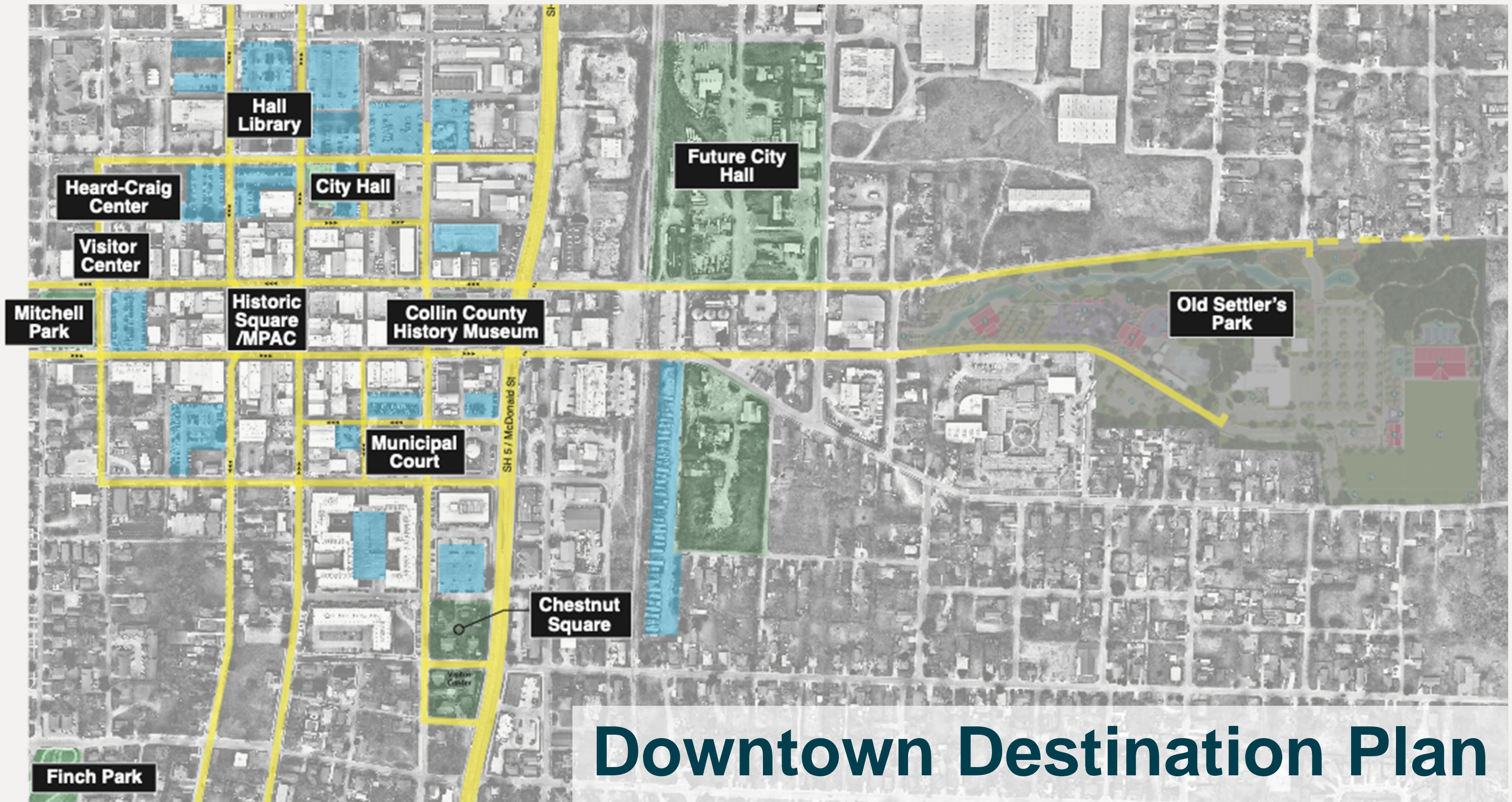
Overall Wayfinding Strategies

- Identified major city entry points
- Utilized a combination of district and destination-based wayfinding
 - Created the McKinney 121 district
 - Reinforcing boundaries of Historic Downtown
 - Connecting the districts to one another as well as additional destinations around the city
- Designed a system that is easy to update and maintain as the city continues to grow.



Citywide Destination Plan





Mitchell Park

Hall Library

Heard-Craig Center

Visitor Center

City Hall

Future City Hall

Historic Square / MPAC

Collin County History Museum

Old Settler's Park

Municipal Court

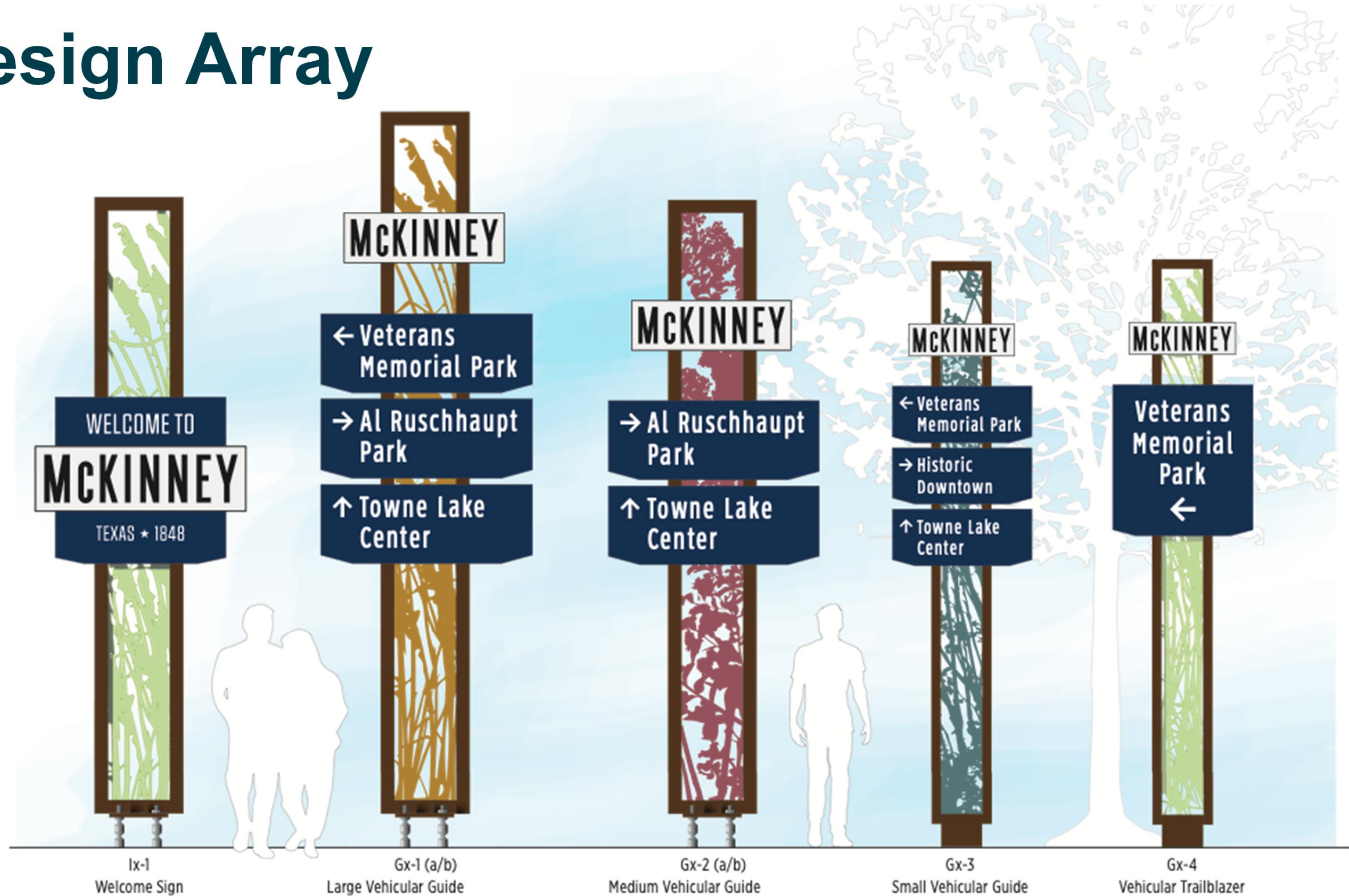
SH 5 / McDonald St

Chestnut Square

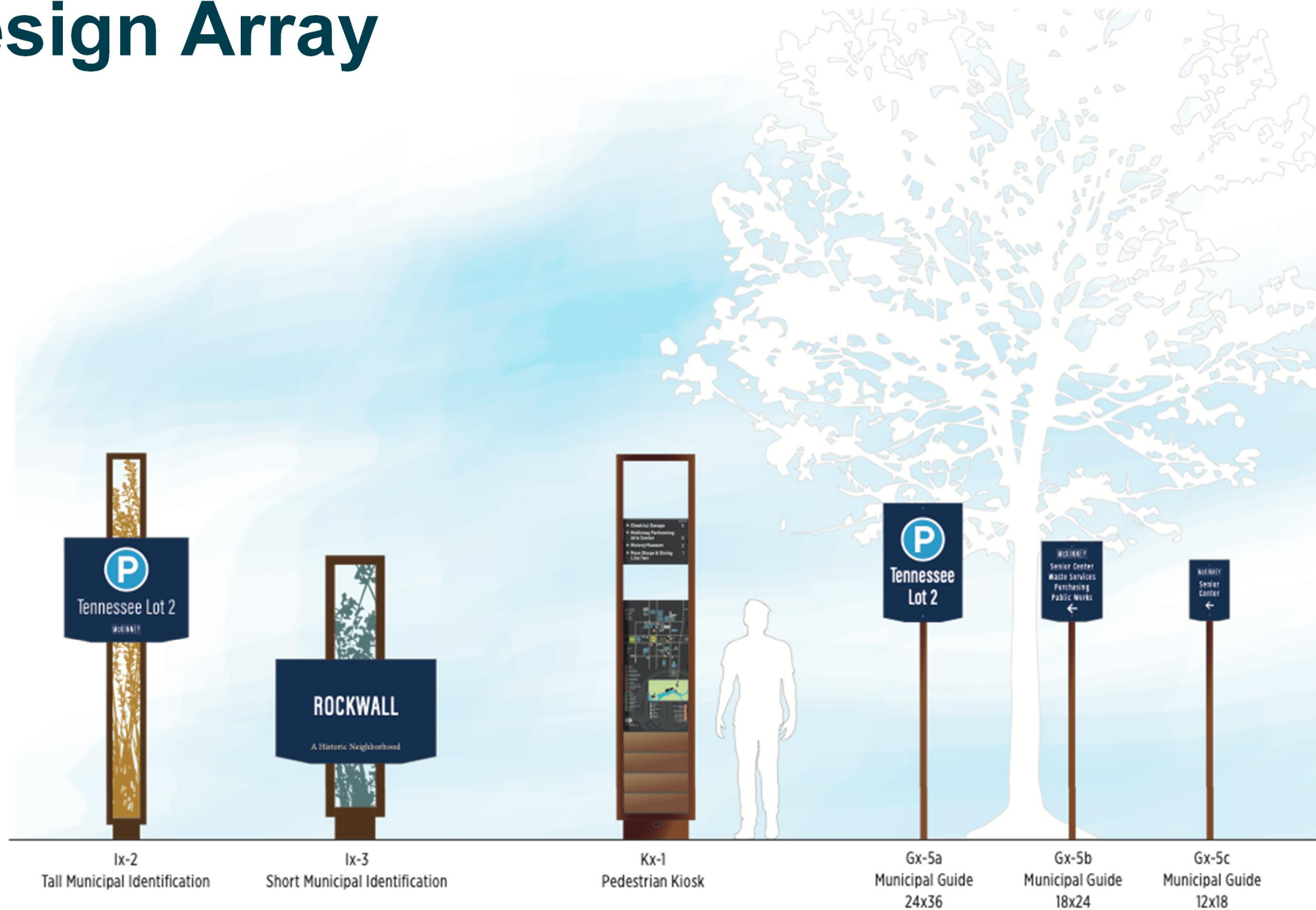
Finch Park

Downtown Destination Plan

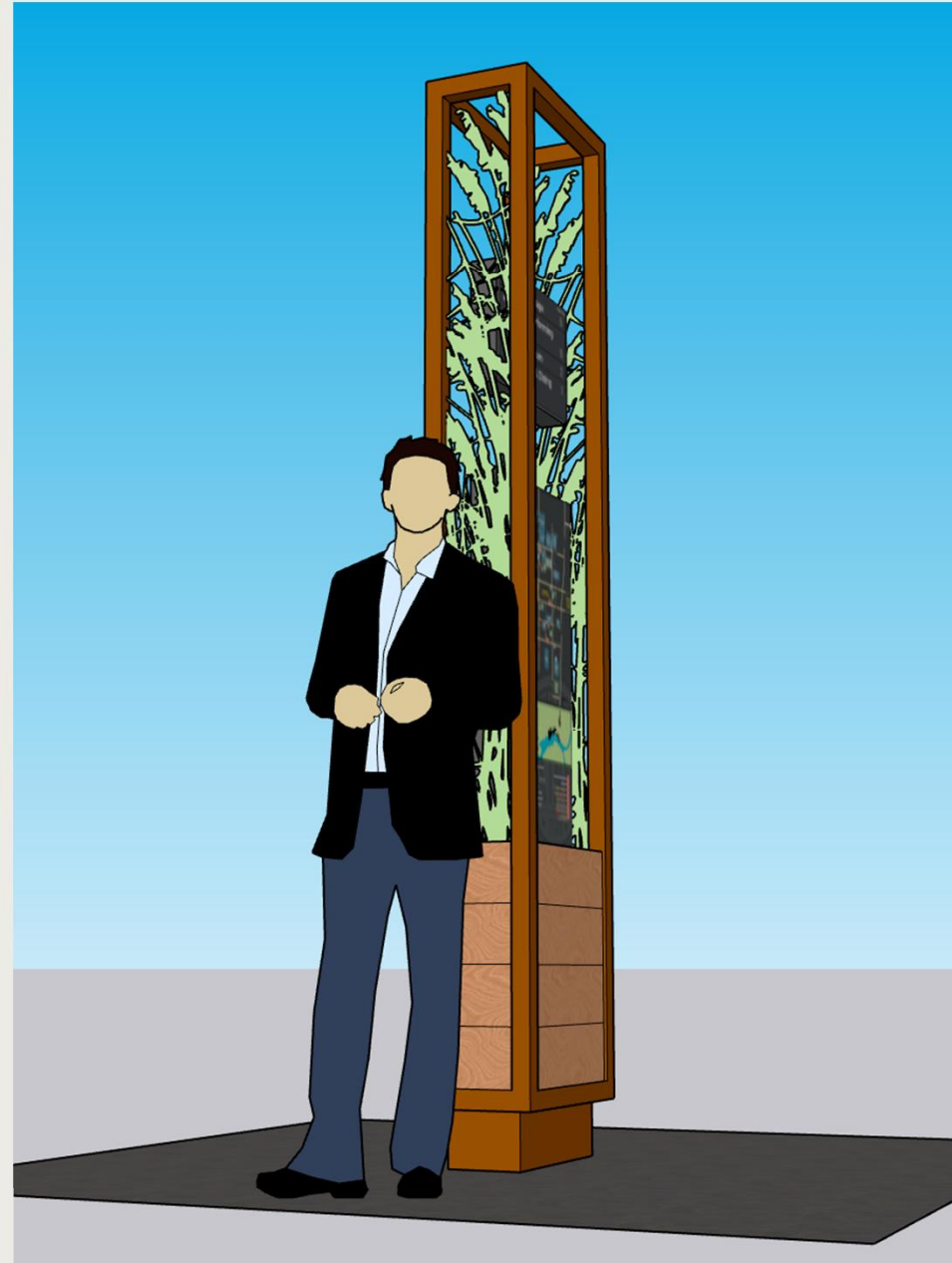
Design Array



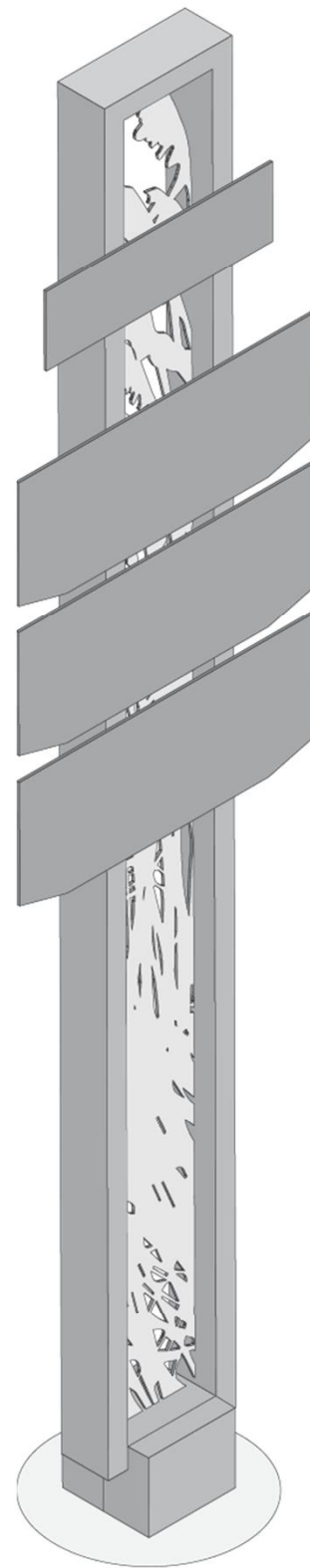
Design Array



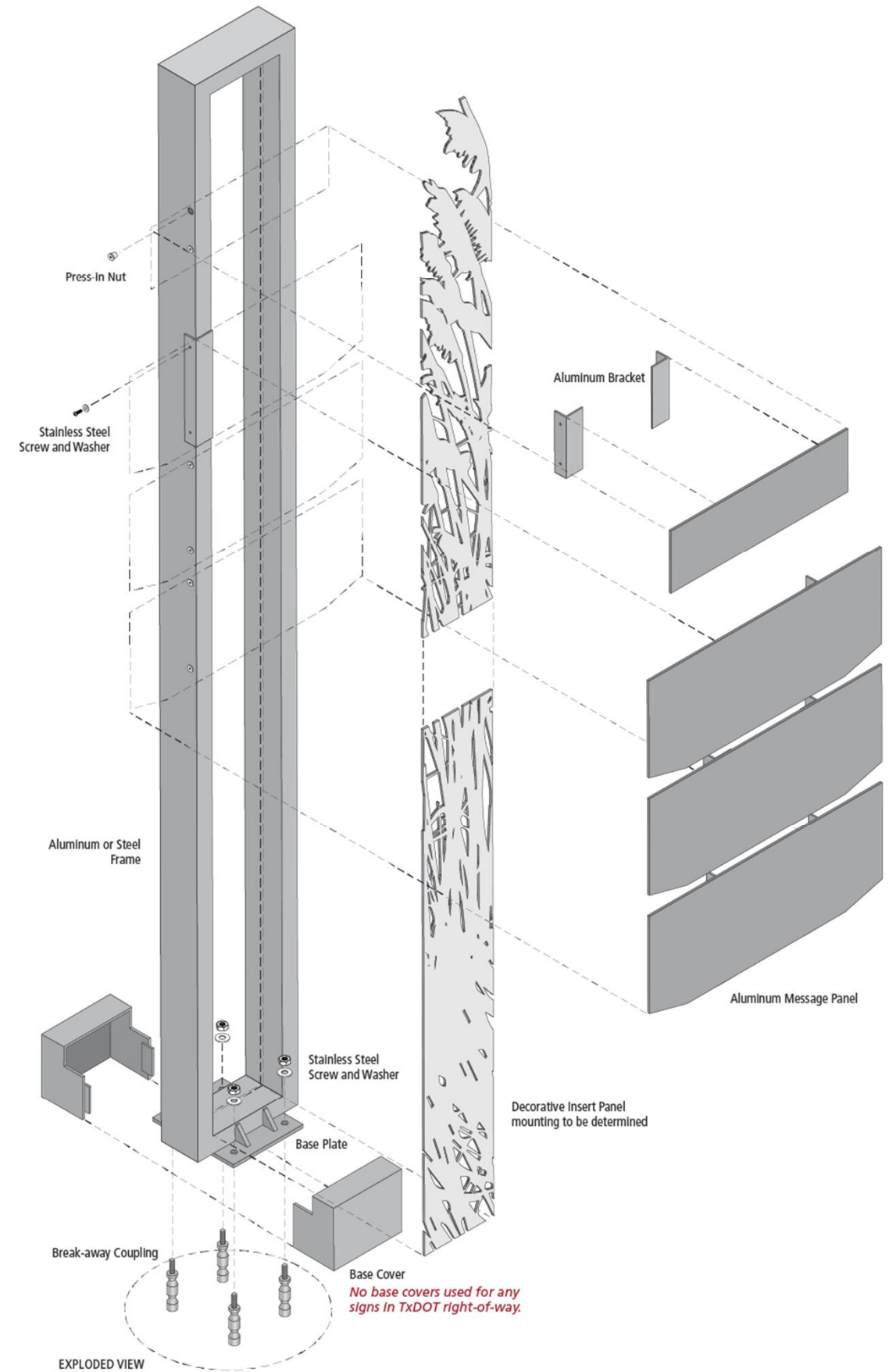
Pedestrian Kiosk



Exploded View

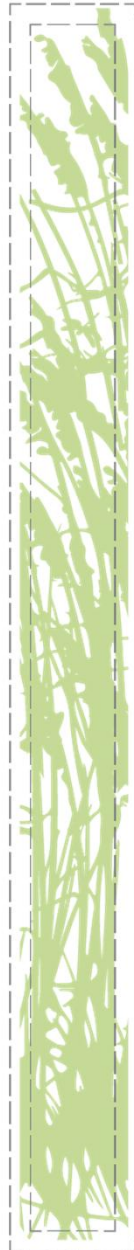


ISOMETRIC RIGHT VIEW



EXPLODED VIEW

Insert Panels & Headers



Light Green,
Mexican
Feather
Grass



Cinnamon,
Red
Yucca



Mauve,
Crape
Myrtle



Teal,
Desert
Willow



Historic Downtown District Header

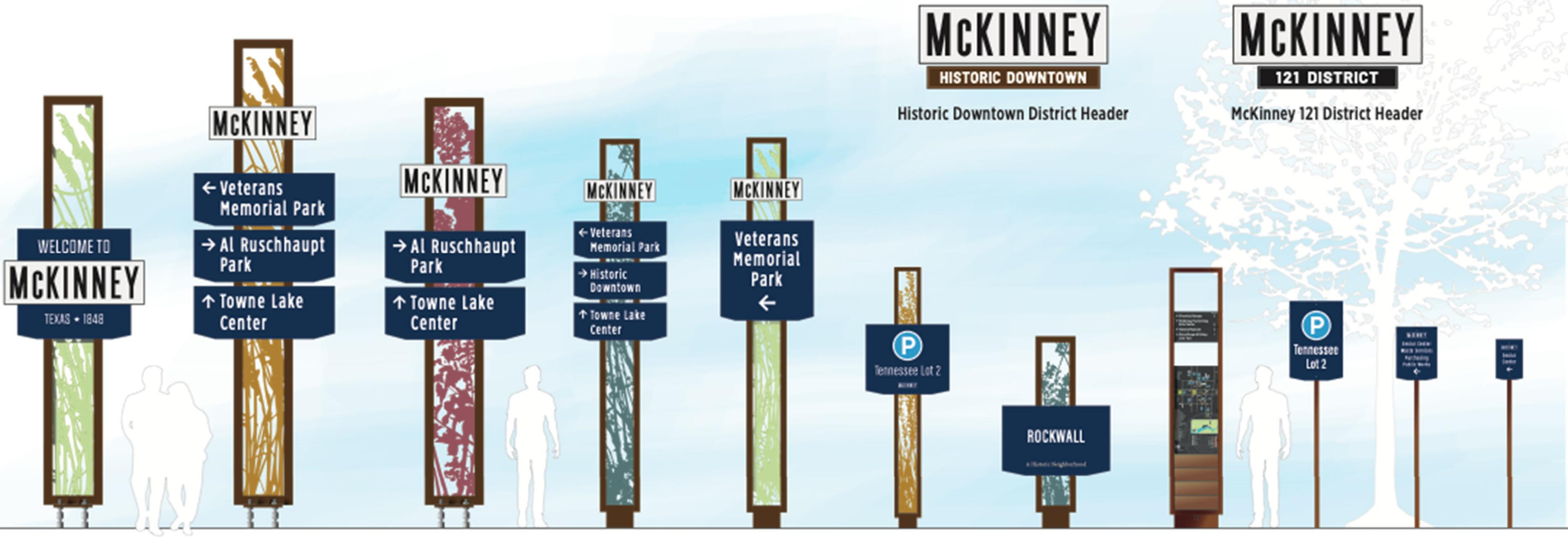


McKinney 121 District Header



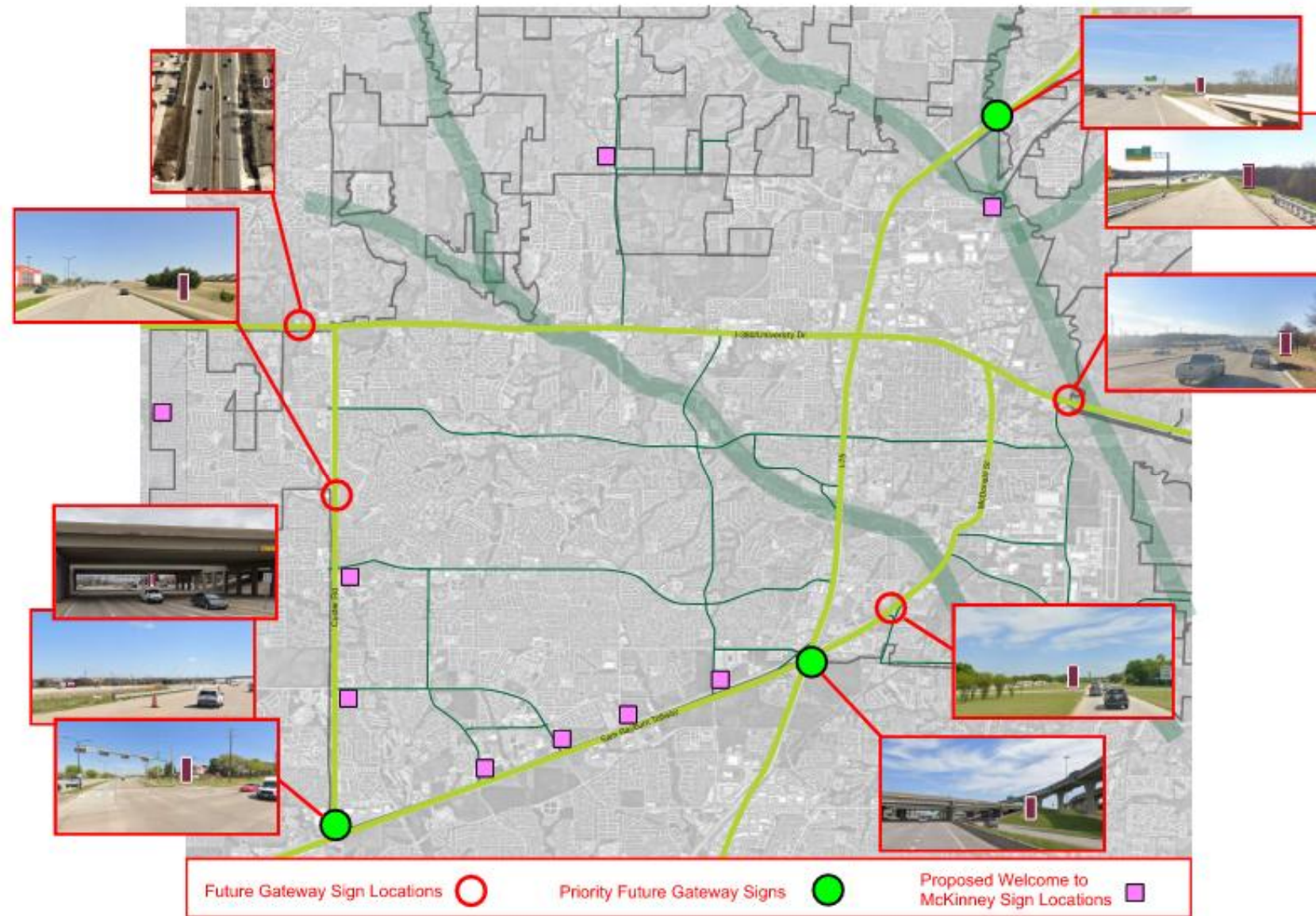
Wayfinding System

Approval of the wayfinding system



Wayfinding Signage Program

Preliminary Entrance & Gateway Recommendations



Concurrence on
priority gateway
locations

The locations of these gateway monuments will generally be at key intersections along the edges of the city limits. The conditions of these locations varies, some at high traffic neighborhood intersections, some along the interstate, some at retail shopping centers, and some at the convergence of a variety of elements. The goal of this document is to provide a series of concepts that can be applied at any location.

GATEWAYS

The *One Community, One Vision, One McKinney 2040* plan discusses Gateways, Portals and Streetscape in Chapters 6. In the opening purpose statement, the designers lay out the case for why gateways are important:

"...gateways in modern cities have become landmarks that create interest and draw attention to a specific location. Branding and identity are also conveyed through these monuments, which help distinguish communities from one another and provide a sense of place a critical component that brings much needed diversity of experience to cities.

Gateways and monumentation also aid in establish visual continuity. A "family of elements" spread out across a large area can establish that continuity wherein there is a consistent use of form or materials, linking together different sectors of the city."

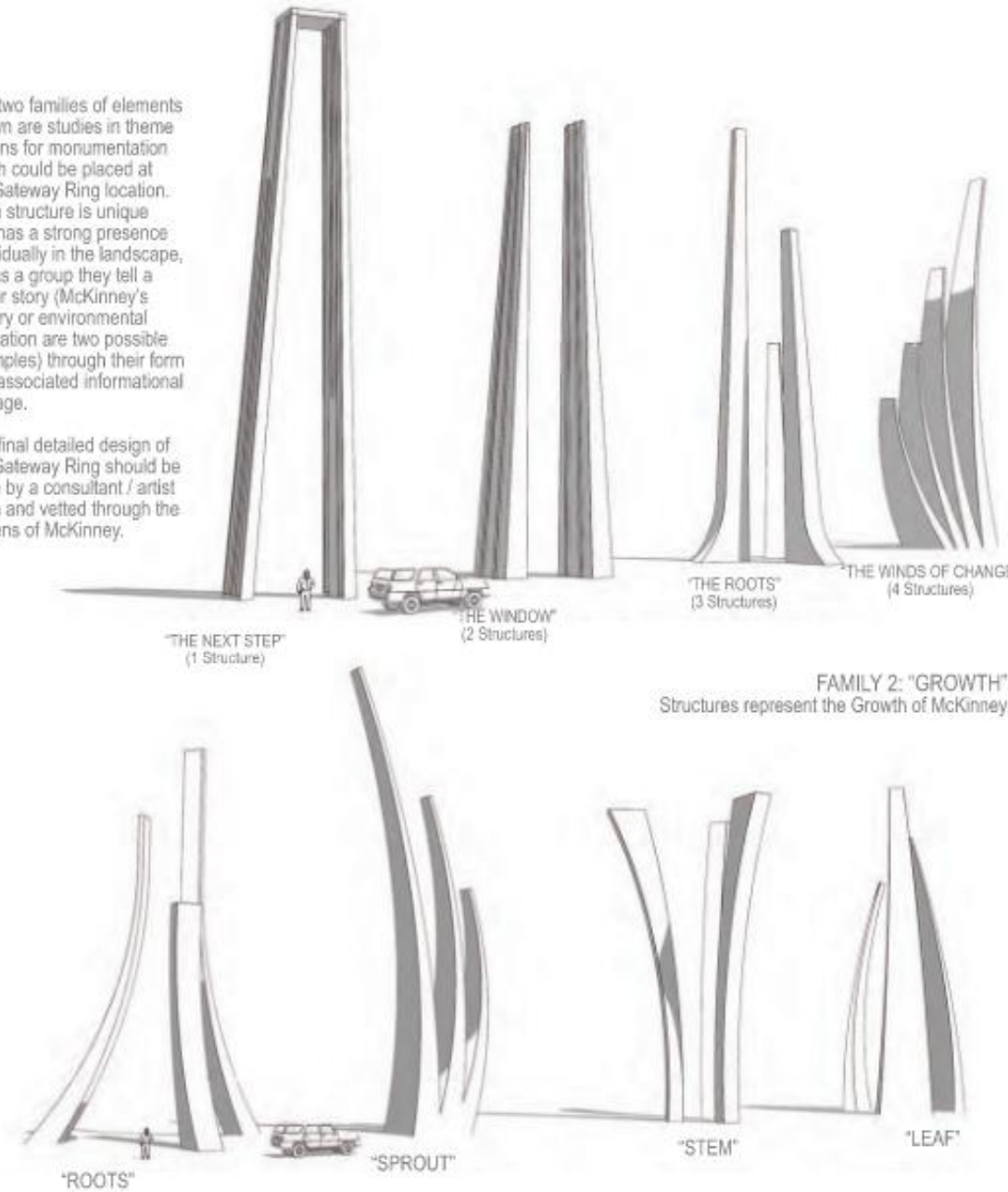
(page 178, *One Community, One Vision, One McKinney 2040*)

The gateway concepts illustrated in the following pages will draw inspiration from three distinct sources:

- The original portal and gateway design features recommended in the 2040 plan
- The current vehicular wayfinding concepts provided by this team, and
- Current materials found throughout some of McKinney's most popular venues.

The two families of elements shown are studies in theme options for monumentation which could be placed at the Gateway Ring location. Each structure is unique and has a strong presence individually in the landscape, but as a group they tell a larger story (McKinney's history or environmental education are two possible examples) through their form and associated informational signage.

The final detailed design of the Gateway Ring should be done by a consultant / artist team and vetted through the citizens of McKinney.



previous 2040 Plan concepts (pages 185 and 189)



MEDICAL DISTRICT

Pictured:
Potential District Gateway monuments to be located at points identified in Figure 6.2.



COLLIN CROSSING DISTRICT

MILL DISTRICT

TOWN CENTER DISTRICT

MATERIALS

METALS



COR-TEN STEEL



STAINLESS STEEL

LIMESTONE



ADRIATICA VILLAGE



BRICK



HISTORIC MCKINNEY

FLAGSTONE



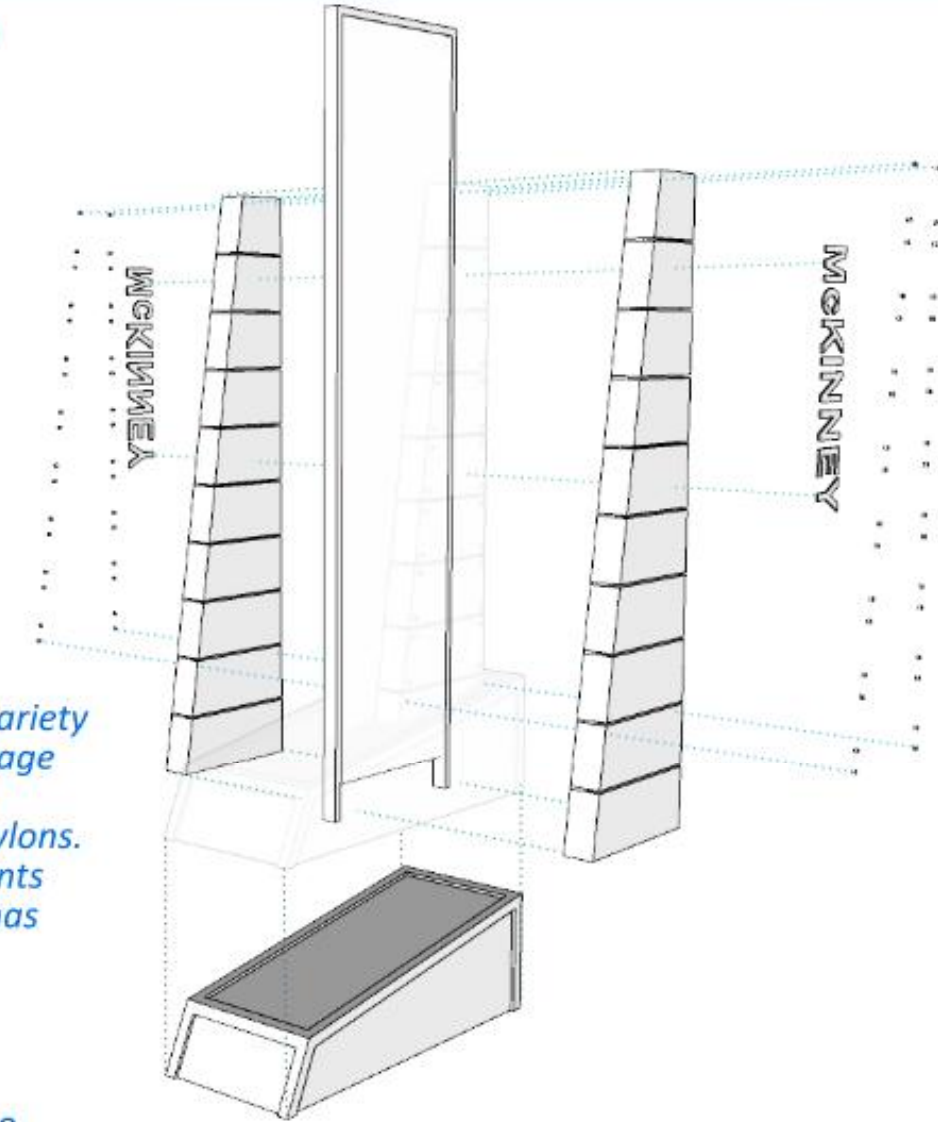
CRAIG RANCH

The gateways will have six (6) general elements that will make up their composition:

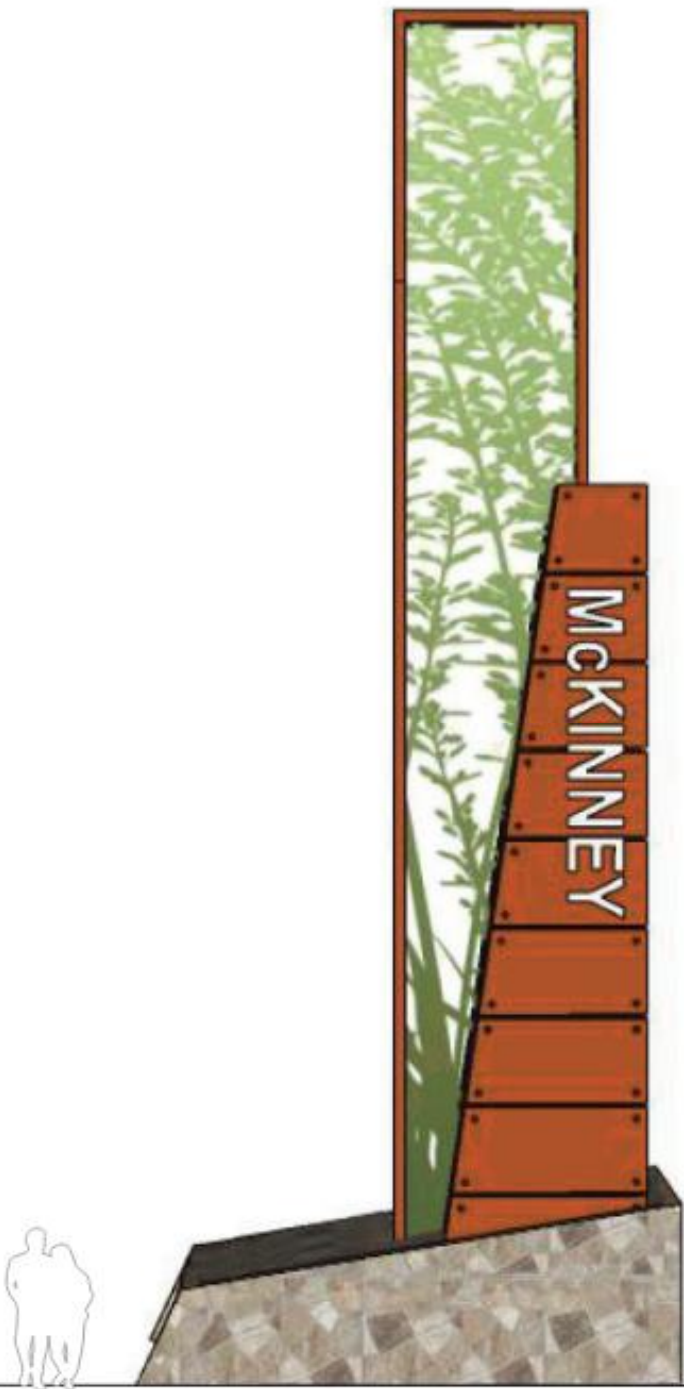
- Primary structural column
- Secondary art / sculptural fin
- Stone Base
- MCKINNEY signage
- Lighting
- Plant Materials

This kit of parts can be designed in a variety of ways to create a wide range of signage typologies that can be applied at various scales to create a family of gateway pylons. These pylons will be located at key points throughout the city to announce one has arrived at the City of McKinney.

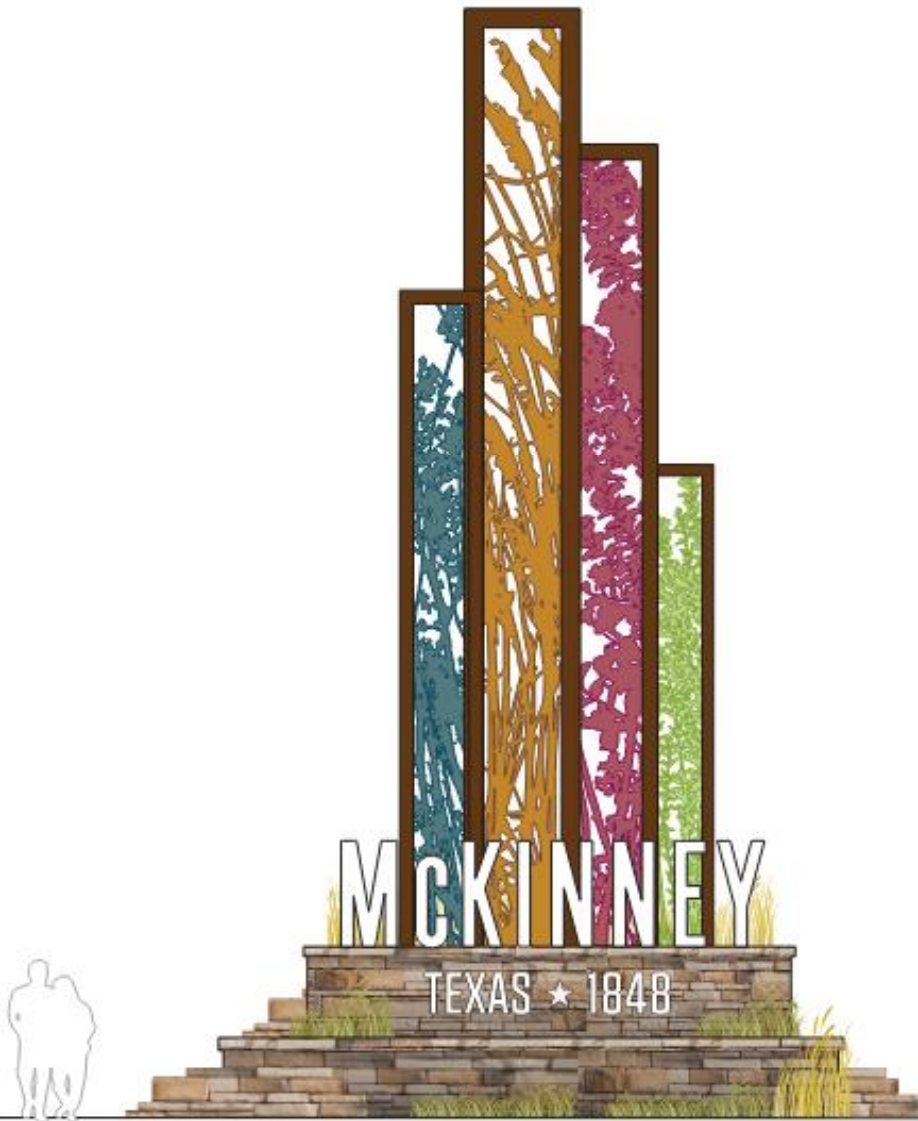
The pylons are designed to provide maximum visibility for speeds above 60 mph and be illuminated at night to provide further identification during the night time hours. Pylons will generally be 50' in total height and will sit within a series of planting ribbons to further tie into the sculptural patterns of the signage and create additional connections to nature using adaptive, Texas plantings that are easily maintained.



CONCEPTS 1-3



CONCEPT 1

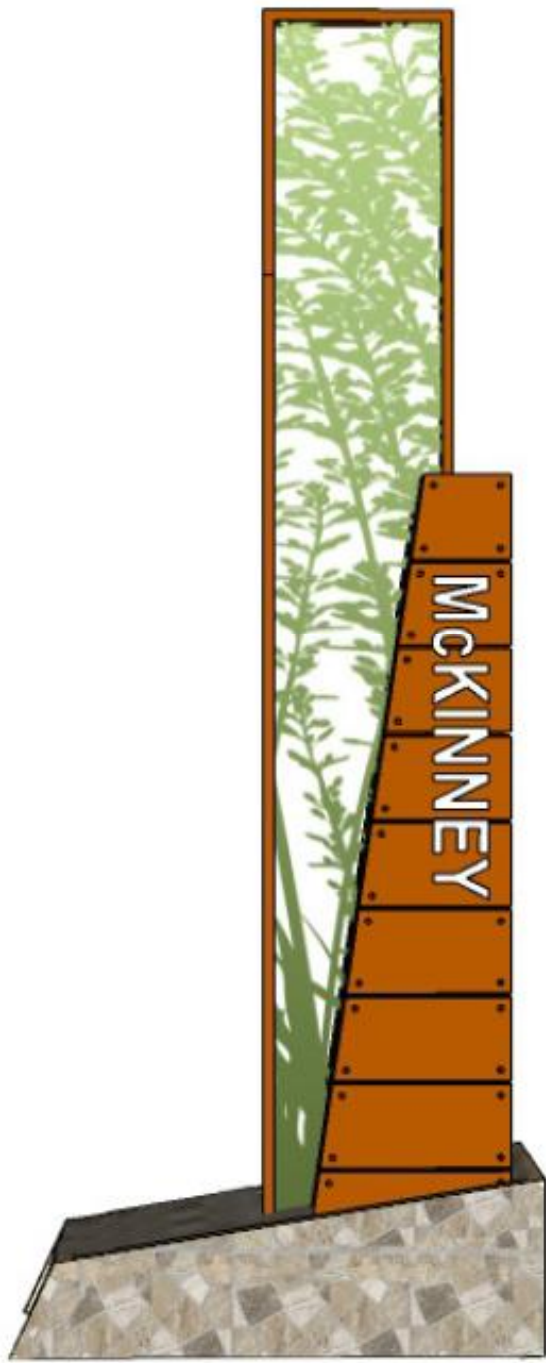


CONCEPT 2

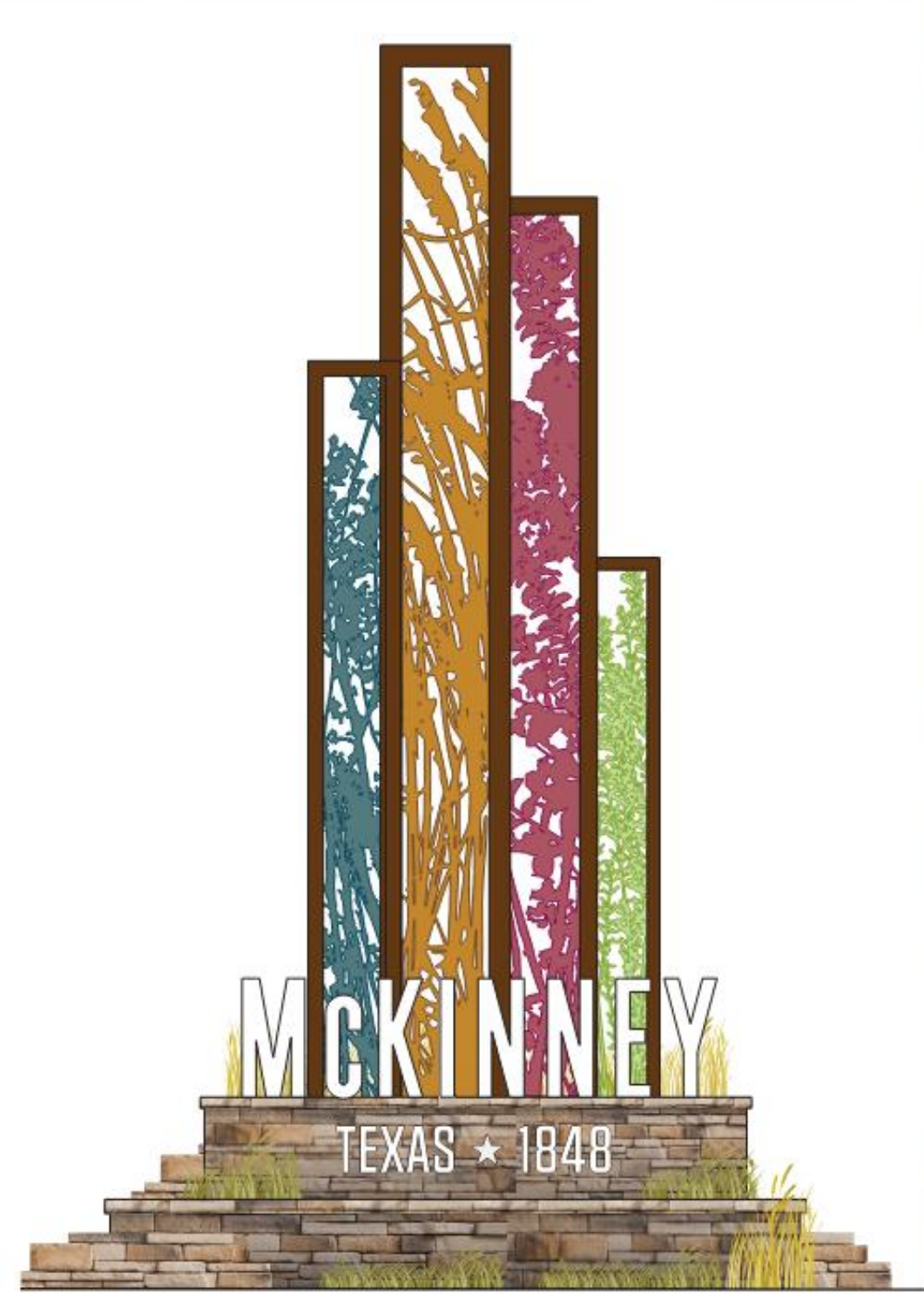


CONCEPT 3

CONCEPT 1



CONCEPT 2



RECOMMENDED CONCEPTS



Concepts to consider moving forward (1 and 2)



Wayfinding Construction Cost Estimate

Sign Type	Description	Quantity	Unit Price Fabrication & Installation	Item Cost Summary
Gx-1	Vehicular Guide, Large 6"	28	17,000	\$ 476,000.00
Gx-1a	Vehicular Guide, Large 6"	1	16,000	\$ 16,000.00
Gx-1b	Vehicular Guide, Large 6"	5	16,000	\$ 80,000.00
Gx-2	Vehicular Guide, Medium	35	15,000	\$ 525,000.00
Gx-2a	Vehicular Guide, Medium	2	15,500	\$ 31,000.00
Gx-3	Vehicular Guide, Small	9	14,000	\$ 126,000.00
Gx-4	Vehicular Trailblazer	25	13,000	\$ 325,000.00
Gx-5a	Municipal ID	1	5,000	\$ 5,000.00
Ix-1	Welcome Sign	9	15,500	\$ 139,500.00
Ix-2	Municipal ID, Tall		10,500	\$ -
Ix-2a	Municipal ID, Short		10,000	\$ -
Kx-1	Pedestrian Kiosk	8	13,000	\$ 104,000.00
		123		\$ 1,827,500.00
			Footings & Structural Support:	500,000
			Contingency (15%):	274,125
			Total:	\$2,601,625.00

The pricing shown for wayfinding signs shows opinion of probable construction cost only.

Monument Gateway ROM Construction Cost Estimate

Description	Quantity	Unit Price Fabrication & Installation	Item Cost Summary	
Gateway Sign	3	550,000	\$	1,650,000
Landscaping/Irrigation/Electrical/Sitework	3	100,000	\$	300,000
			Subtotal: \$	1,950,000
			Contingency (~25%): \$	550,000
			ROM Estimate: \$	\$2,500,000

The pricing shown above for gateway monument signs is for Rough Order of Magnitude(ROM) construction cost only. No design or full cost estimating has been performed.

Next Steps

- Finalize the Citywide Wayfinding Master Plan
- Master Plan Review and Approval from City Council
- Program Improvements

