

BAYLOR MEDICAL CENTER at MCKINNEY

McKinney, Texas

Overall Site: 52 total acres

09.27.11 (REV)

Frontage: University Drive: 1598' +/-

Lake Forest Drive: 1361' +/-

R.O.W Width: University Drive: 170' (variable) width

Lake Forest Drive: 120' (variable) width

[Issues noted in YELLOW field are over City Allowance]

		PROPOSED SIGNAGE			CITY ALLOWANCES			
		Construction	Gross Square Footage	Height	Gross Square Footage	Height (MAX)	Explanation	Lighting
BUILDING MOUNTED SIGNAGE:								
Loc. 1.104	West Brand Identity - Building Façade Mounted	Individual Letters	194'	53" max letter height	540'	48" max letter height	Logo visible to westbound traffic on University Drive and north- and southbound traffic on Lake Forest Drive. The proposed sign has a taller letter height than allowed, but a smaller overall area.	Internal
Loc. 1.106	South Brand Identity - Building Façade Mounted	Individual Letters	514'	88" max letter height	795'	48" max letter height	Logo visible to eastbound traffic on University Drive. The proposed sign has a taller letter height than allowed, but a smaller overall area.	Internal
Loc. 1.105	Donor Recognition - Hospital Naming	Individual Letters	TBD		250'		Future letters to identify a major hospital donor. The letter size will be targeted for viewing on-site.	Non-illuminated
Loc. 2.109	POB Identity - Building Façade Mounted	Individual Letters	TBD		405'		Future letters or logo to identify the POB to University Drive and Lake Forest Drive traffic.	Internal
Loc. 4.107A	Emergency Letters - Canopy Lettering	Individual Letters	32'				Letters on the canopy to identify the Emergency entrance to westbound traffic on University Drive and north- and southbound traffic on Lake Forest Drive.	Internal
Loc. 4.107B	Emergency Letters - Canopy Lettering	Individual Letters	32'				Letters on the canopy to identify the Emergency entrance to eastbound traffic on University Drive.	Internal
Loc. 4.108	Ambulance Letters - Wall Mounted	Individual Letters	33'				Letters identifying the Ambulance entrance to ambulance drivers, visible form within the site.	Internal

PERIMETER SITE GROUND MOUNTED SIGNAGE:								
Loc. 3.104	Primary Directional - POB Entrance	Monolith	105'	12'-4"	150'	10' tall	Sign to identify the POB entrance off Lake Forest Drive. This is necessary to keep POB and Hospital traffic separate. As building is not easily visible from Pubic Street.	Internal
Loc. 3.105	Primary Directional - FM 1461 Hospital Entrance	Monolith	105'	12'-4"	150'	10' tall	Sign to identify the Hospital entrance off Lake Forest Drive. This is necessary to keep POB and Hospital traffic separate and identify the path to Emergency. As buildings are easily visible from Public Street.	Internal
Loc. 3.106	Corner Development Identity	Monolith structures	260'	10'-0"	64'	8' tall	Curved sign face with Brand Identify integrated in to a water feature wall and landscaping. Given the grade changes and the traffic speed this feature announces multiple destinations for entire development site.	External
Loc. 4.101	Primary Directional - Ambulance/Service/Deliveries Entrance	Monolith	105'	12'-4"	150'	10' tall	Sign to identify the Ambulance and Delivery entrance . This is necessary to keep Hospital traffic separate from Ambulance traffic. Allows decision to be made at higher speeds of University Boulevard.	Internal
Loc. 4.102	Primary Directional - University Drive Hospital Entrance	Monolith	105'	12'-4"	150'	10' tall	Sign to identify the Hospital and Emergency entrance off University Drive. Given the limited visibility form University Blvd. this assists driver with making the appropriate decision to enter the site.	Internal

The city ordinance allows 1 perimeter ground mounted sign per street frontage. Due to the size and complexity of the site, the hospital is requesting 2 signs per street frontage. This will aid in keeping the emergency response vehicles and public vehicles separated.

SITE WAYFINDING GROUND MOUNTED SIGNAGE:								
Loc. TBD	Site Directional	Monolith	29'	7'-3"	4'	6' tall	Signs to direct vehicular traffic within the site. These signs are not typically visible from Public Street	Non-illuminated, reflective copy
Loc. TBD	Parking Lot Identification	Post and Panel	5.25'	2'-6"	4'	6' tall	Signs to identify the function of the various site parking lots. These signs are not visible from Public Streets.	Non-illuminated, reflective copy

The city ordinance allows an unlimited quantity of site wayfinding, but a maximum area of 4 square feet per sign. Due to the complexity of the site and the need for larger messages, the hospital is requesting larger site directionals, but with a limited quantity of 11.