



21-0814

TITLE: Presentation on the Wayfinding Master Plan

COUNCIL GOAL: Enhance the Quality of Life in McKinney
(5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike)

MEETING DATE: September 21, 2021

DEPARTMENT: Development Services / Engineering

CONTACT: Pam Alummoottil, PE, PTOE, Traffic Engineer

RECOMMENDED CITY COUNCIL ACTION:

- Discuss and provide direction to City staff

ITEM SUMMARY:

- This item is to discuss recommendations on various components of the scope of services including gateway locations, routing & circulation, signage concept design, and preliminary cost estimate.

BACKGROUND INFORMATION:

- In 2005-07, City staff developed a Wayfinding Master Plan that reviewed major destinations within the City limits and parking designations in the downtown area. The plan itself cost \$50,000 to conduct and an additional \$258,000 was encumbered to fabricate and install over 60 wayfinding signs.
- The project was kicked off in January 2021. Since this date two major trips have been completed to receive feedback from the public and to discuss with key stakeholders.
- A survey was open to the public from July 15 to July 30 to capture design concept preference and feedback. From the two sign design concepts developed, Concept #1 (featuring a narrow and tall frame) received a majority vote with a 79.6% preference.

- Project information including public meeting recordings and presentations can be found at www.mckinneytexas.org/wayfinding <<http://www.mckinneytexas.org/wayfinding>>.

FINANCIAL SUMMARY:

- Resolution 2021-01-005 authorized the use of funds from Capital Improvements Program TR2025 for the Wayfinding Master Plan.

BOARD OR COMMISSION RECOMMENDATION:

- N/A

SUPPORTING MATERIALS:

[Video](#)
[Presentation](#)