



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) <<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](#)