



22-1115

TITLE: Consider/Discuss/Act on a Resolution Adopting the Citywide 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: December 6, 2022

DEPARTMENT: Development Services / Engineering

CONTACT: Pam Alummoottil, PE, PTOE, Traffic Engineer
Thuan Huynh, PE, Transportation Engineering Manager

RECOMMENDED CITY COUNCIL ACTION: Adoption of the Resolution

ITEM SUMMARY:

- This Resolution authorizes the adoption of the Citywide Wayfinding Master Plan

BACKGROUND INFORMATION:

- The Citywide Wayfinding Master Plan was kicked off in January 2021 and since then the team has presented detailed information to City Council on the following dates.
 - September 21, 2021 - Design Concept Presentation
 - June 21, 2022 - Design Plan Presentation
- Overall, the Master Plan provides a comprehensive vision for the wayfinding signage system which includes final design and proposed locations for the sign type array, identifies two established wayfinding districts, and defines destination inclusion criteria. The Master Plan also provides a glimpse into potential future gateway monument projects that complement the wayfinding system.
- All major components of the master plan have been previously discussed and approved by City Council. Provided below, are short descriptions for the various sections in the finalized master plan.

- Analysis Summary
The narrative provides the methodology used to develop the final recommendations for McKinney's wayfinding signage system. The main topics include, potential gateway monument locations, destination criteria and selection, identifying wayfinding districts, identifying major routes, downtown parking nomenclature, historic neighborhood information integration, and available technology.
- Design Concepts
The wayfinding sign visuals provide a record of the design evolution from the original 5 sketches to the top 2 concepts. The gateway monument concepts are preliminary and provide the City a starting point to the design for any future project.
- Design Intent Drawings
This is a combination of sign specifications and details for each sign type to be used by the sign fabricator.
- Sign Maps
Several maps are included in the master plan and they provide information on proposed sign locations, signs located within TxDOT right-of-way, and signs proposed to be installed in the first phase.
- Sign Message Schedule
This is a combination of individual sign details including sign type, message, and custom fields like the proposed panel color and header panel if located within a wayfinding district, for each sign location.
- Next steps after adoption include the following:
 - Continue to work on the wayfinding implementation contract scope of work which includes the foundation designs and pedestrian kiosk artwork.
 - Continue to coordinate with TxDOT on the signage planned within their right-of-way.
 - Continue to discuss proposed gateway monument location priority and design with City Council.
 - Develop a bid packet and execute a fixed price contract, with the option to renew 2 additional subsequent years.
 - Apply for project grant funding through MCDC.

FINANCIAL SUMMARY: N/A

BOARD OR COMMISSION RECOMMENDATION: N/A

SUPPORTING MATERIALS:

[Resolution](#)

[Citywide Wayfinding Master Plan](#)

[Quick Reference](#)