PLANO TX

CITY WAYFINDING PROGRAM

CITY COUNCIL PRESENTATION 1.28.19

corbindesign Kimley»Horn

GOALS and OBJECTIVES

» Connect people with community assets

» Create a uniform aesthetic that enhances the look of the community

» Consolidate existing signage to have fewer/better signs.

» Entice visitors to discover and visit new destinations

Wayfinding creates repeat/extended visitation by increasing awareness of destinations.

87%
of visitors

Would explore further if signage and kiosks provided direction to additional attractions.

70%
of visitors

Would consider extending their trip if additional destinations were discovered.

11%
of visitors

Would extend their trip by one additional overnight stay if new or additional destinations were discovered.

Camden, New Jersey Waterfront

30% increase in visitation since installation of their wayfinding program.

Lancaster, Pennsylvania

10% increase in visitation in the first year of the wayfinding program.

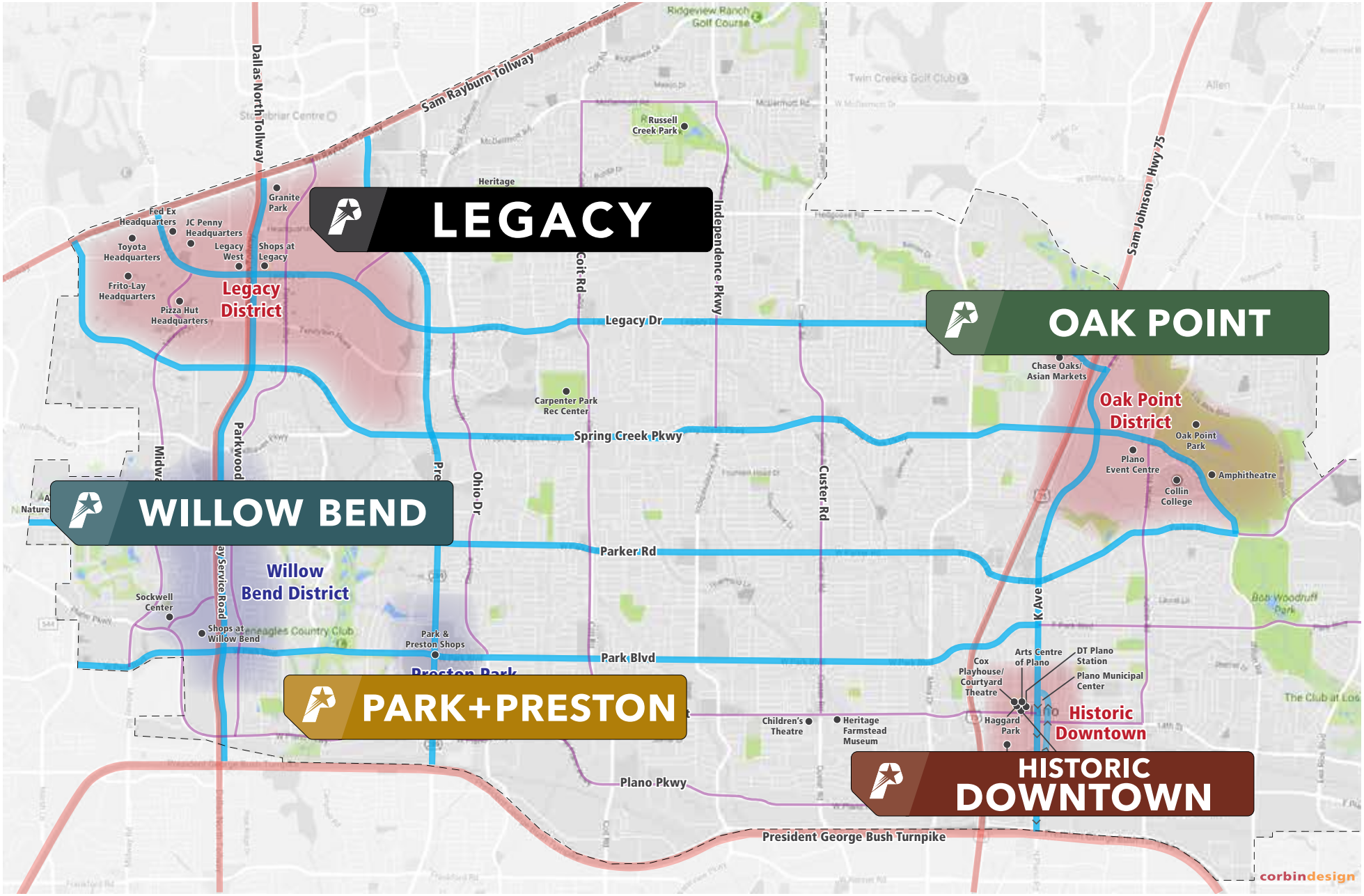
Norristown, Pennsylvania

18% increase in visitation in the first year and 8% the following year.

WAYFINDING STRATEGIES & RECOMMENDATIONS

- Promote Plano brand at entry points and within city
- Develop Plano city district plan
- Connect districts along primary routes with signage
- Direct to main destinations within districts
- Promote and Identify Plano districts and destinations on pedestrian level signage

DISTRICT IDENTIFICATION



PLANO WAYFINDING SIGNAGE PROGRAM

- Vehicular and pedestrian signage
  - City gateway/welcome signage
  - District identification
  - Vehicular guide signs
  - Pedestrian information/map kiosks
- Changeable sign components allow for updates & repairs
- 12+ years service life for all message panels
- Aluminum/steel structures have indefinite service life

SIGN TYPE ARRAY



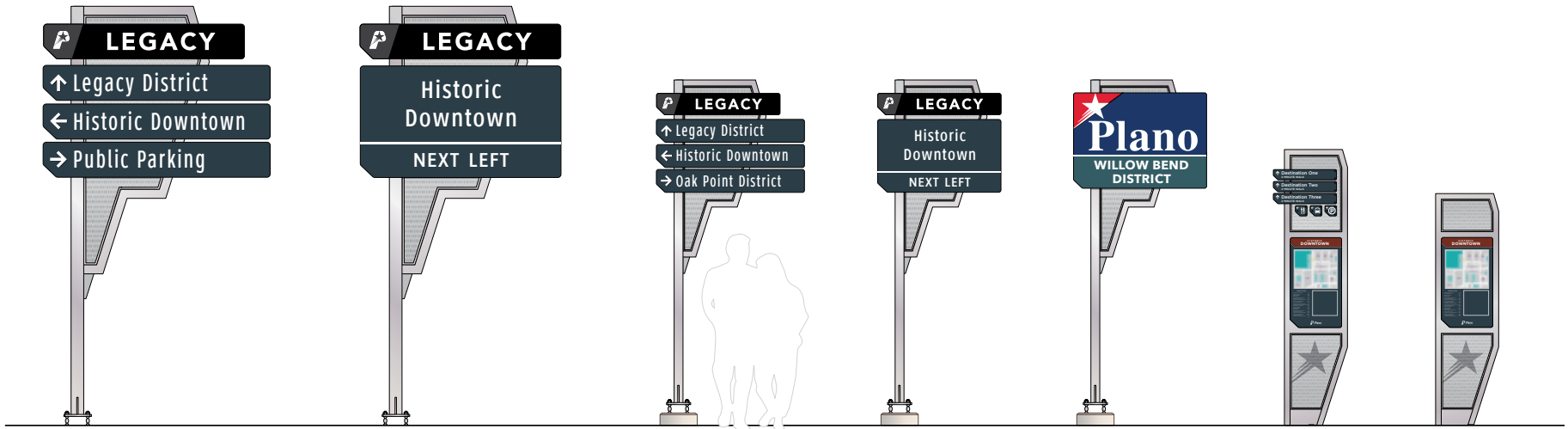
Gateway Sign
Ix-1

District Welcome Sign
Ix-1a

Gateway/Guide Sign
Ix-2

Vehicular Guide - 6"
Gx-1

Vehicular Trailblazer - 6"
Gx-2



Vehicular District Guide - 4"
Gx-1

Vehicular District Trailblazer - 4"
Gx-2

Vehicular Guide - 4"
Gx-3

Vehicular Trailblazer - 4"
Gx-4

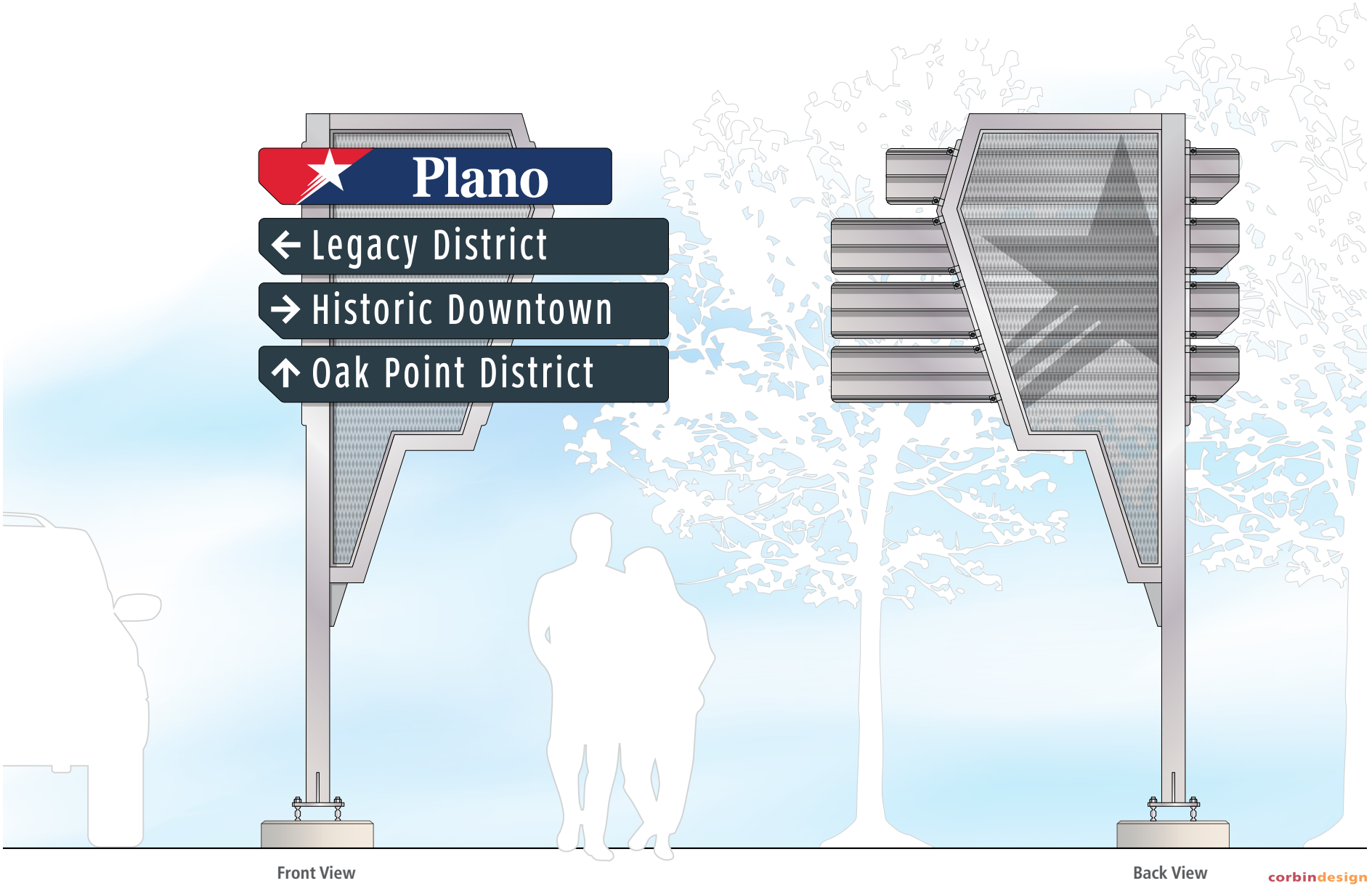
District Welcome Sign (Small Frame)
Ix-3

Pedestrian Kiosk (w/guide)
Kx-1

Pedestrian Kiosk
Kx-2

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PRIMARY VEHICULAR GUIDE SIGN



STAINLESS STEEL SCREEN PANEL EXAMPLE

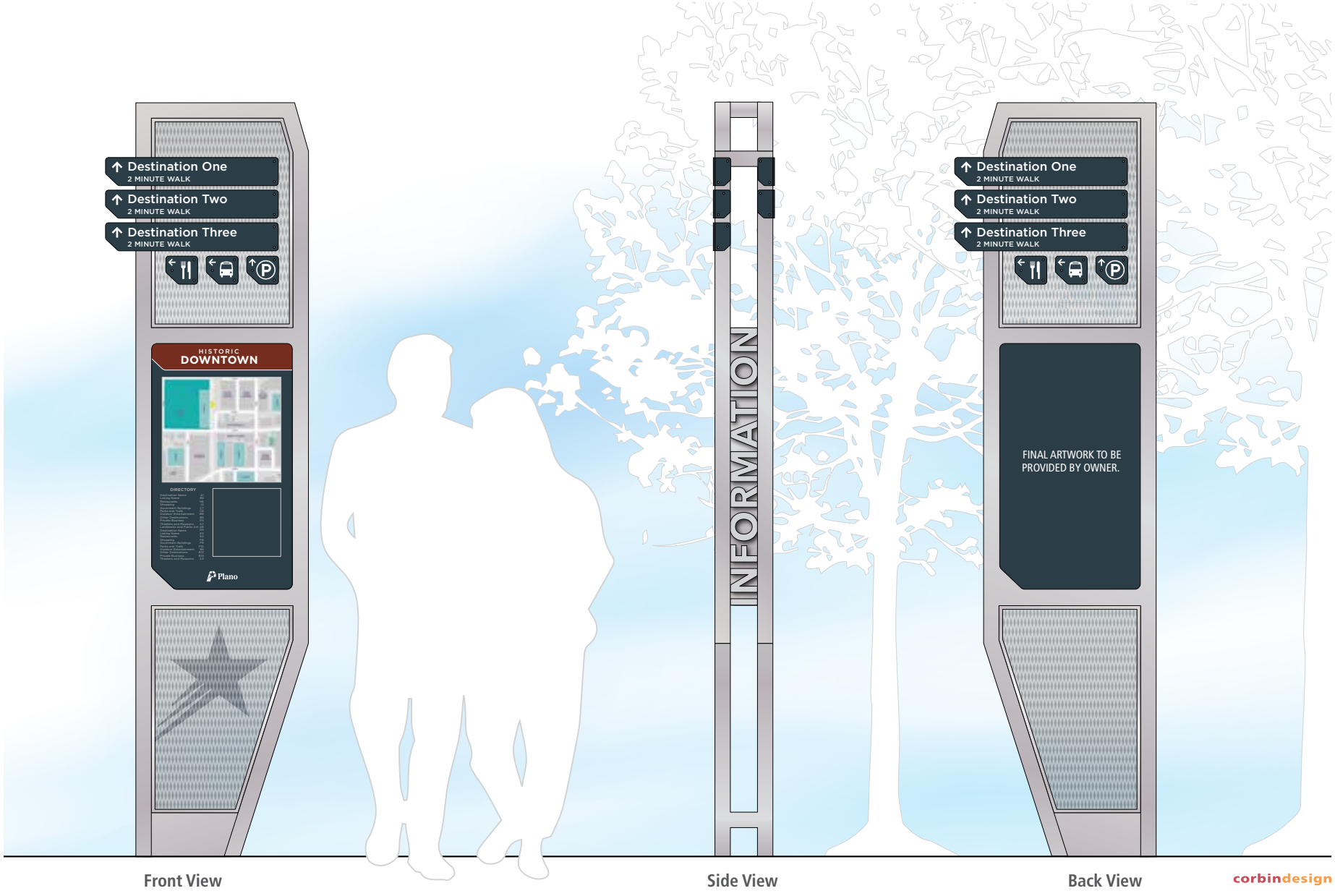




STAINLESS STEEL SCREEN PANEL EXAMPLE



PEDESTRIAN INFORMATION KIOSK



PROJECT STATUS

- Complete bid ready sign masterplan
  - Verified sign location plan
  - Detailed sign message schedule
  - Design intent document
- City staff reviewed
- TxDOT preliminary approval

BUDGETARY COST ESTIMATE

Sign Fabrication & Installation	**$1,330,000**
Profession Fees	**$25,000**
12% Contingency	**$162,000**
TOTAL	**$1,518,000**

Budget Estimate for
Wayfinding Signage for
City of Plano, TX

Prepared by Corbin Design

Note: This is an estimate only, not to be considered a quote, and includes fabrication and installation of new signage, as well as shipping costs.
Sign Counts Based Upon Sign Counts from 8/9/18 Documentation Submittal

Sign Type	Description	Quantity	Unit Fabrication	Unit Installation	Extended Cost for Bid
Gx-1	Vehicular Guide - 6"	73	8,000	2,200	$ 744,600.00
Gx-2	Vehicular Trailblazer - 6"	15	8,000	2,200	$ 153,000.00
Gx-3	Vehicular Guide - 4"	6	5,865	1,800	$ 45,990.00
Gx-4	Vehicular Trailblazer - 4'	3	5,865	1,800	$ 22,995.00
Ix-1	Gateway/Welcome	2	8,000	2,000	$ 20,000.00
Ix-1a	District Welcome	14	8,000	2,000	$ 140,000.00
Ix-2	Gateway/Guide - 6"	5	8,000	2,000	$ 50,000.00
Kx-1	Pedestrian Map/Guide Kiosk	12	5,175	1,400	$ 78,900.00
Kx-2	Pedestrian Map Kiosk	7	4,950	1,400	$ 44,450.00
		137		**Subtotal**	$ 1,299,935.00
				Engineering/Shipping	**30,000**
				Professional Fees	**25,000**
				Contingency (12%)	$ 162,592.00
				TOTAL Cost for Exterior Signage Package	**$1,517,527.00**

Wayfinding Team:

Corbin Design:

Jeff Frank, Lead Designer

Moira O'Polka, Project Manager

Margaret Paxhia-Poppaw, Junior Designer

Kimley-Horn and Associates:

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Plano Core Team:

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Yang Ouyang, NTTA

Lloyd Neal, Plano Transportation

Karen Rhodes, City of Plano

Liz DelTurco, Park Planning