



PLANO CITY COUNCIL

WILL OPEN THE MEETING AT 5:00 PM AND IMMEDIATELY THEREAFTER CONVENE INTO EXECUTIVE SESSION, FOLLOWED BY THE PRELIMINARY OPEN MEETING IN THE PLANO MUNICIPAL BUILDING, 1520 K AVENUE, February 25, 2019, IN COMPLIANCE WITH VERNON'S TEXAS CODES ANNOTATED, GOVERNMENT CODE CHAPTER 551 (OPEN MEETINGS ACT), AS FOLLOWS:

Mission Statement: The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and that contribute to the quality of life in our community.

CALL TO ORDER

EXECUTIVE SESSION

- | | | | |
|------|--|----------------|---------|
| I. | Legal Advice | Mims | 15 min. |
| | a) Respond to questions and receive legal advice on agenda items | | |
| II. | Litigation | Mims | 20 min. |
| | a) City of Plano v. Edukid, LP.; Cause No. 007-01603-2017, County Court of Law No. 7, Collin County, Texas | | |
| III. | Economic Development | Glasscock/Bane | 10 min. |
| | Discuss a financial offer or other incentive to a business prospect to locate, stay, or expand in Plano and consider any commercial and financial information from the business prospect | | |
| IV. | Real Estate | Carr/Braster | 20 min. |
| | a) Downtown Plano | | |
| | b) 605 Coit Road | | |

PRELIMINARY OPEN MEETING

- | | | | |
|------|--|---------|---------|
| I. | Consideration and action resulting from Executive Session discussion | Council | 5 min. |
| II. | Wayfinding Sign Presentation | Reeves | 30 min. |
| III. | Consent and Regular Agendas | Council | 5 min. |
| IV. | Council items for discussion/action on future agendas | Council | 5 min. |

In accordance with the provisions of the Open Meetings Act, during Preliminary Open Meetings, agenda items will be discussed and votes may be taken where appropriate.

Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal/L Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of the building. The Senator Florence Shapiro Council Chambers is accessible by elevator to the lower level. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 972-941-7120.



**CITY OF PLANO
COUNCIL AGENDA ITEM**

Council Meeting Date: 2/25/2019

Department: City Secretary

Department Head:

Agenda Coordinator: Lisa Henderson

CAPTION

Legal Advice

a) Respond to questions and receive legal advice on agenda items

FINANCIAL SUMMARY

Not Applicable

FUND(S):

COMMENTS:

SUMMARY OF ITEM

Strategic Plan Goal:

Plano Tomorrow Plan Pillar:



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Department Head: Lisa Henderson

Agenda Coordinator:

CAPTION

Litigation

a) City of Plano v. Edukid, LP.; Cause No. 007-01603-2017, County Court of Law No. 7, Collin County, Texas

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Council Meeting Date: 2/25/2019

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Department Head:

Agenda Coordinator: Lisa Henderson

CAPTION

Economic Development

Discuss a financial offer or other incentive to a business prospect to locate, stay, or expand in Plano and consider any commercial and financial information from the business prospect

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Not Applicable

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Council Meeting Date: 2/25/2019

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CAPTION

Real Estate
a) Downtown Plano
b) 605 Coit Road

FINANCIAL SUMMARY

Not Applicable

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CAPTION

Consideration and action resulting from Executive Session discussion

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COUNCIL AGENDA ITEM**

Council Meeting Date: 2/25/2019

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Agenda Coordinator:

CAPTION

Wayfinding Sign Presentation

FINANCIAL SUMMARY

FUND(S):

COMMENTS:

SUMMARY OF ITEM

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ATTACHMENTS:

Description	Upload Date	Type
City Presentation	1/23/2019	Informational
Consultant Presentation	1/23/2019	Informational



Wayfinding Sign Update



Wayfinding Sign Update

- 2015 – Wayfinding Task Force Established
- 2016 – Selection Process Completed for Wayfinding Consultant
- 2017 - Contract Executed with Corbin Design, Inc.
- 2017 – 2018 Consultant and Task Force Developed Wayfinding Plan

Task Force Participants

- Jamee Jolly – Plano Chamber of Commerce
- Katie Gimenez, Plano Chamber of Commerce
- Alex Hargis – Historic Downtown Plano Association
- Brenda Sanchez – Texas Department of Transportation
- Lyle Miller – Dallas Area Rapid Transit
- Michael Miles – Dallas Area Rapid Transit
- Yang Ouyang - North Texas Tollway Authority
- Sally Bane – Executive Director Plano Economic Development
- Karen Rhodes – Director Budget and Research
- Shannah Hayley – Director Communications and Community Outreach
- Robin Reeves – Director Parks and Recreation
- Mark Thompson – Visit Plano Manager
- Michelle Hawkins – Arts and Events Manager
- Mark Jerrell – Plano Event Center Manager
- Brian Shewski – Traffic Engineering Manager
- Elizabeth Del Turco – Senior Park Planner



Wayfinding Sign Update

- Design reviewed by TxDOT, NTTA and DART
- \$1,500,000 Hotel Occupancy Tax Funds have been set aside for Wayfinding Signs
- No General Fund Dollars will be used for this project
- Seeking Council consent to move forward with construction document preparation and bidding

Wayfinding Sign Update

Presentation

Jeff Frank – Lead Designer, Corbin Design

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.

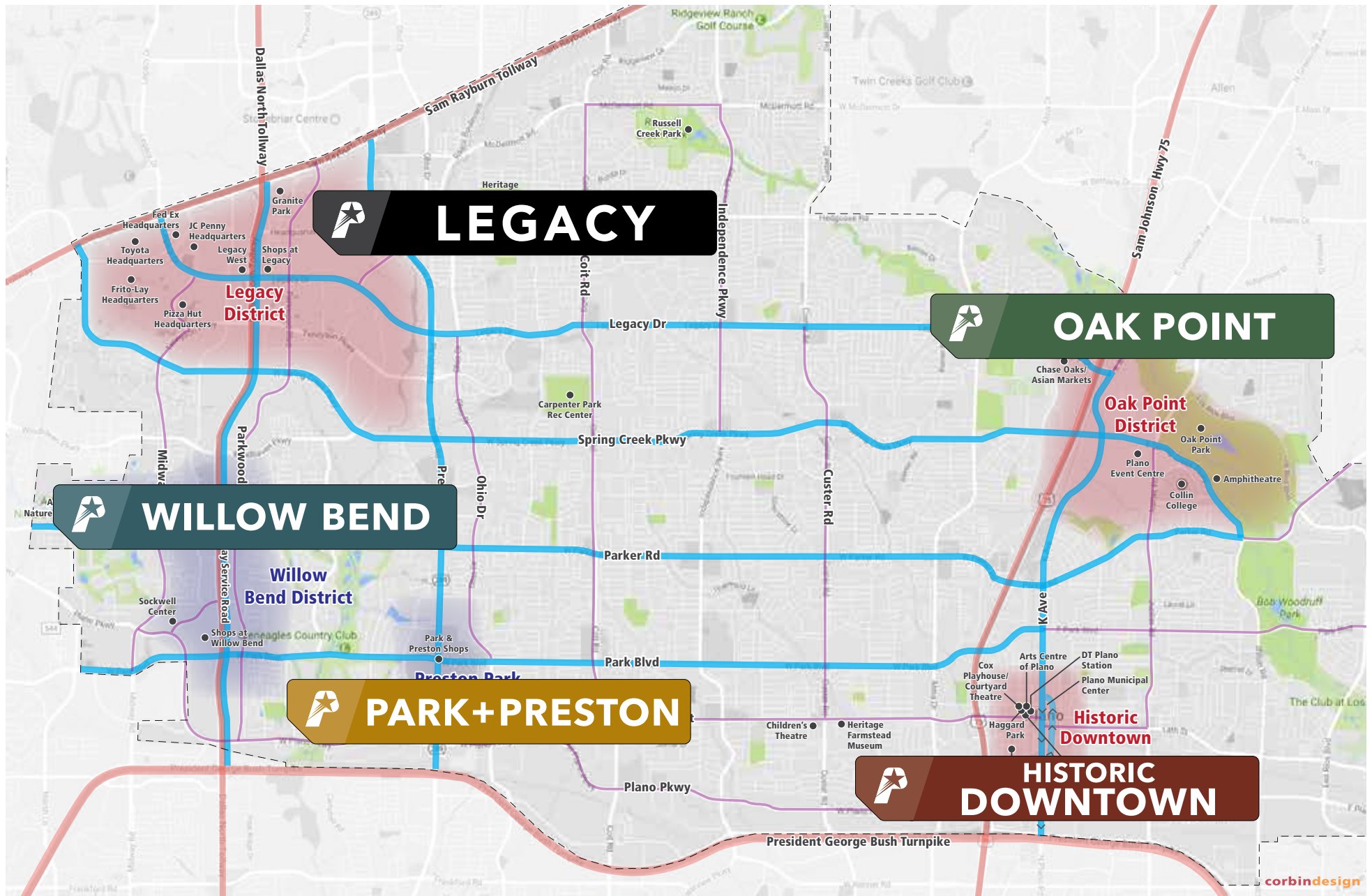
**Norristown,
Pennsylvania**

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**

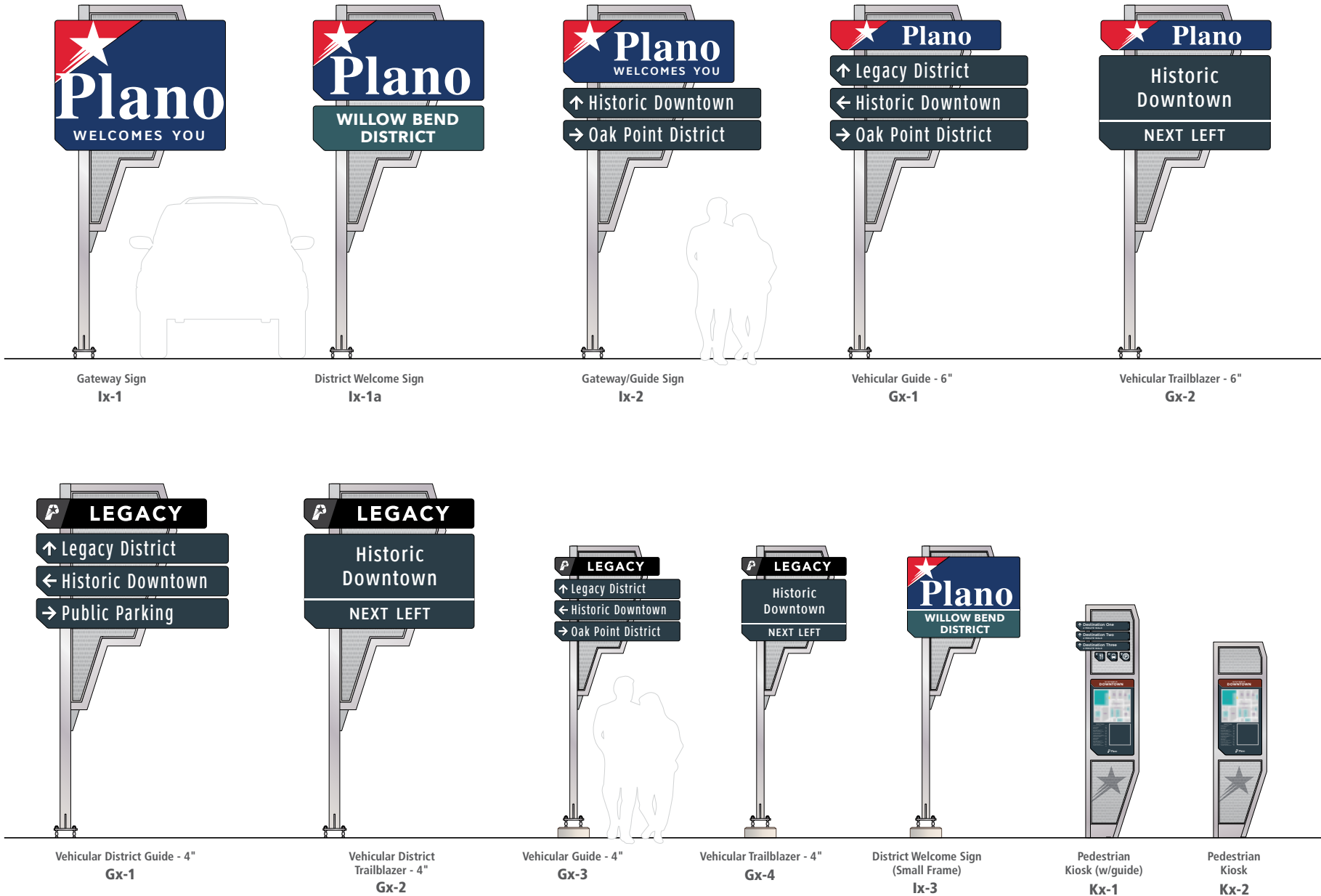
DISTRICT IDENTIFICATION



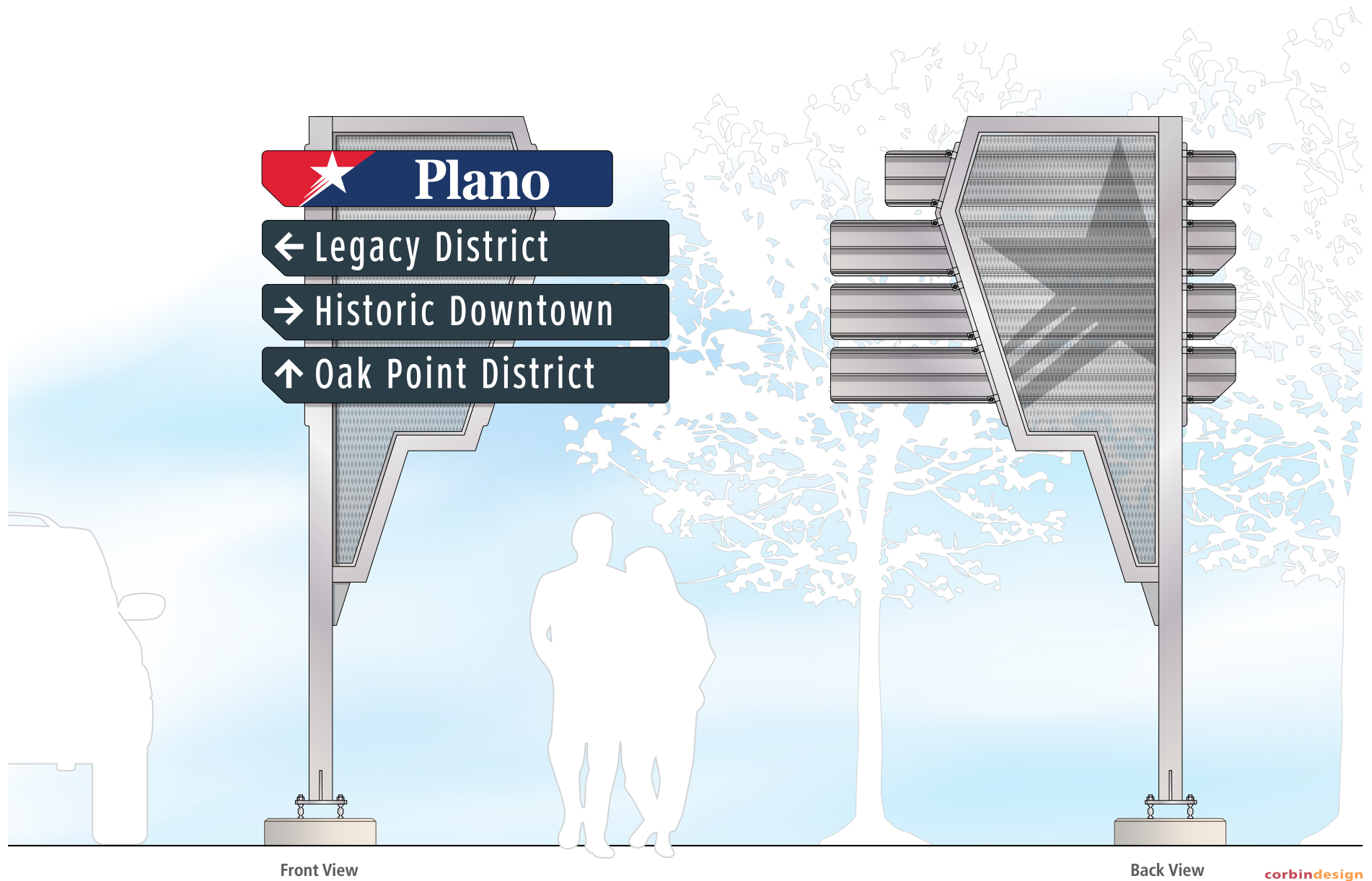
PLANO WAYFINDING SIGNAGE PROGRAM

- » 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



PRIMARY VEHICULAR GUIDE SIGN



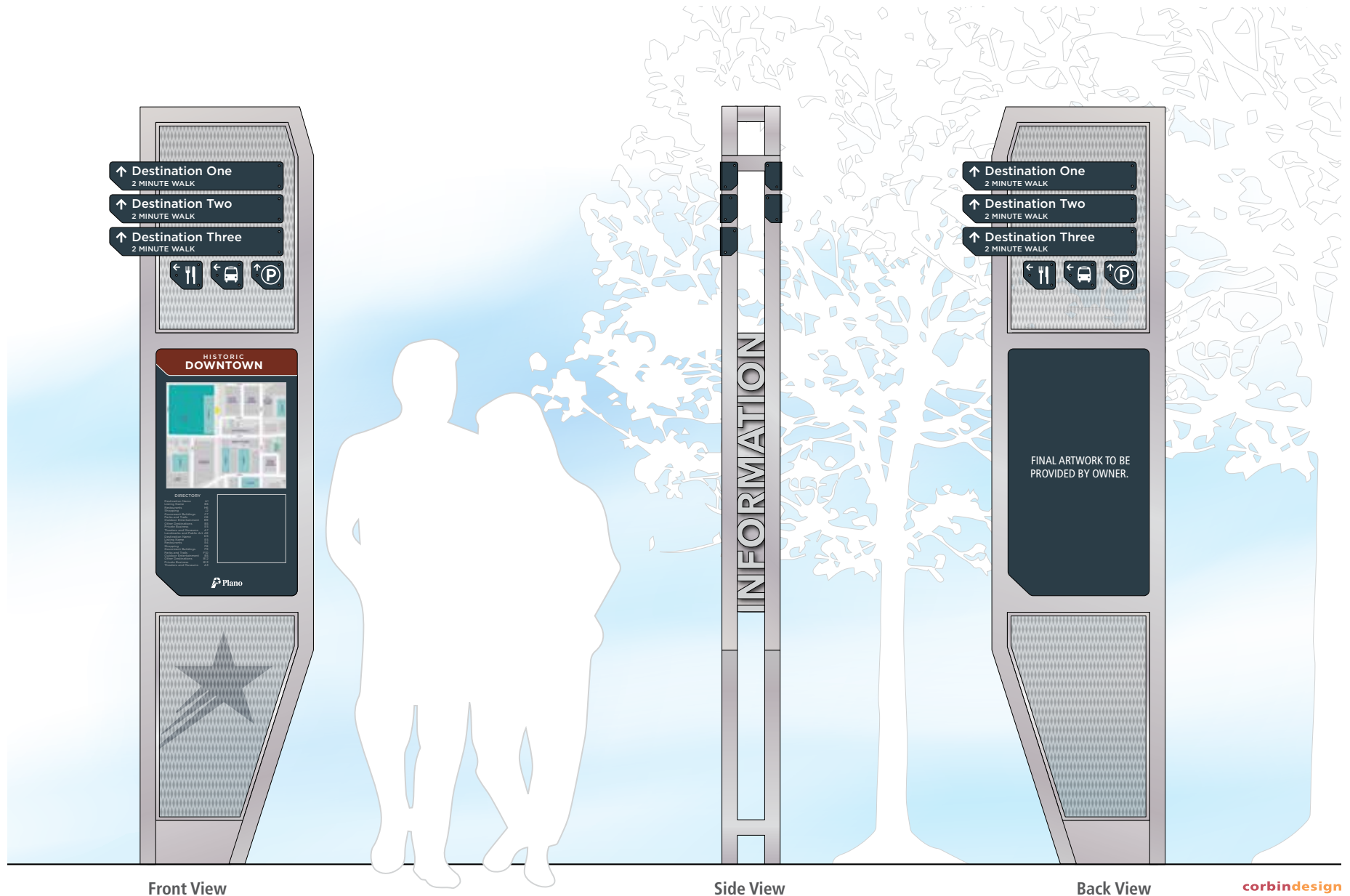
STAINLESS STEEL SCREEN PANEL EXAMPLE



STAINLESS STEEL SCREEN PANEL EXAMPLE



PEDESTRIAN INFORMATION KIOSK



corbindesign

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:

Brian Shamburger

Tom Grant

Plano Core Team:

Mark Thompson, Visit Plano

Michelle Hawkins, City of Plano

Brenda Sanchez, TxDOT

Katie Gimenez, Plano Chamber of Commerce

Yang Ouyang, NTTA

Lloyd Neal, Plano Transportation

Karen Rhodes, City of Plano

Liz DelTurco, Park Planning



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CAPTION

Consent and Regular Agendas

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Council items for discussion/action on future agendas

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ATTACHMENTS:

Description	Upload Date	Type
Pending agenda	1/9/2019	Informational

2019 - Discussion/Action Items for Future Council Agendas

February 27-28 – Plano Legislative Days

February 27- March 1 – TML Elected Officials Conference – San Marcos

March 10-13 – National League of Cities, Washington, D.C.

March 11-15 – PISD Spring Break

March 19 (Tuesday)

- PFR Year-end Report
- Environmental Waste Services Collection Service Modifications

March 25

- Presentation of the FY2018-19 Status Report and Three-Year Financial Forecast
- DART Report

April 5 – Neighborhood Leadership Council–7:30 am

April 6 – TEDx Plano – Courtyard Theater

April 8

April 12 – Police Annual Awards Banquet – 6:00 p.m., Plano Event Center

April 22

May 4 – Election Day (Early Voting Period April 22 – April 30)