



Memorandum

Memorandum No: 24-118

Date: May 31, 2024

To: Honorable Mayor and City Council

From: Ryan Henderson, City Manager 

Re: Wayfinding Program Update

As described in Memorandum 24-116, the City of Anna was recently awarded \$180,000 to be used for a landscaping project in collaboration with TxDOT along a state-maintained road as one of the 10 winners of this year's Governor's Community Achievement Awards. The city plans to utilize these funds to enhance the landscaping of the gateway entrance from US 75 onto 455/White Street in conjunction with adding in signage as described and developed through the Wayfinding and Signage Program. Additionally, the city plans to move forward on other aspects of the Wayfinding and Signage Program within our parks system as described in our Parks CIP Presentation to Council at the May 28 City Council meeting.

Wayfinding and Signage Program

The City of Anna's Wayfinding and Signage Program began in 2022 after the sale of the Anna Business Park allowed the city to fund the creation of a Wayfinding and Signage Master Plan. As part of the master planning process, the City contracted with Lee Engineering and MERJE Design to complete an assessment of the community and schematic design. Subsequently, a 9-member community taskforce comprised of City Councilmembers, representatives from each board and commission, the Greater Anna Chamber of Commerce as well as the Anna Preservation Historical Society was created to provide input and recommendations on signage design, placement, and more. The culmination of the taskforce's work was their agreement upon the final designs for a comprehensive wayfinding system. At its completion, a comprehensive wayfinding system will improve the visibility and experience of those visiting Anna, whether as a tourist or as a neighbor. Ultimately, coordinated signage will connect gateways, historic districts and important city destinations while reflecting the unique character and heritage of Anna.

Enhancing the Highway 75 gateway entrances through landscaping and wayfinding signage is timely. The 2024-2025 Strategic Plan Work Plan includes advancing the wayfinding program by designing Highway 75 gateways and constructing parks and facilities signs by Winter of 2025. The city's 75 gateways will experience significant construction in the near future with the Liberty Hills commercial corridor and expansion of the Collin County Outer Loop, making the addition of comprehensive signage nearby this area useful.

With many of our parks receiving upgrades funded from our 2021 Bond Program, and with new parks set to come online in the next few years, parks signage is also an important and timely component of the comprehensive wayfinding program. Staff has worked with MERJE to develop a map for park directional signs and met with them to establish exact placements within ROWs at each identified sign location. Locations within parks were also verified for park rules signs and park identification signs. In addition, city staff developed general park rules and rules specific to amenities such as splash pad, skatepark, playgrounds, sports courts and ponds. MERJE is in the process of finalizing a design package that utilizes the data collected in the field and incorporates the park rules into the approved sign and kiosk designs.

Next Steps

The design team is currently moving into the construction document phase of the 75 gateway project and will be providing the city with construction documents for review in July. Over the course of the concurrent landscaping project in collaboration with TxDOT, the city will provide oversight, design direction, and feedback. Staff has confirmed with TxDOT that the city is allowed to include additional city-funding to enhance the scope and size of the project. Additional funding will be considered by the City Council in the annual budget process.

The Governor's Community Achievement Award presents a unique opportunity for the city to enhance the gateways on US 75 with the achievement award landscaping project. Staff believes that combining the two projects into a singular location will provide the most meaningful outcome. Staff is working with TxDOT on the timing of their process on the achievement award landscaping to develop an overall schedule. The current plan is for construction documents on the landscaping project to be developed over the next six months. Tentatively, staff expects construction to begin in the fall of 2025 and for gateway signs to be installed in conjunction with the landscaping project.

As these landscaping and wayfinding projects move forward, staff will keep the City Council informed. We expect to be able to provide another update in the fall once budgets have been finalized and design has progressed.

Exhibit I – Memorandum 24-116 Governor's Community Achievement Awards

Exhibit II – Gateway Sign from MERJE Sign Design Book

Exhibit III – Park Identification, Directional and Rules Signs

c: Dalan Walker, Park Planning and Development Manager
Greg Peters, Assistant City Manager
Taylor Lough, Assistant City Manager
Management Team



Memorandum

Memorandum No: 24-116

Date: May 23, 2024
To: Honorable Mayor and City Council
From: Ryan Henderson, City Manager 
Re: Anna Receives Governor's Community Achievement Award

Keep Texas Beautiful (KTB) has recognized the City of Anna as one of 10 winners of the 2024 Governor's Community Achievement Awards (GCAA) as an outstanding clean and beautiful community. The City of Anna will receive \$180,000 for a landscaping project to be completed in collaboration with TxDOT along a state-maintained road. Anna will also receive a stately cast aluminum metal plaque to be placed in a prominent public location.

The award is one of the most coveted annual environmental and community improvement honors in Texas. A community's environmental program is judged by a group of diverse, multi-sector judges on achievements in seven environmental and community improvement areas: public awareness and outreach, environmental education, beautification and community improvement, litter prevention and cleanup, solid waste management, litter law, and illegal dumping enforcement. Communities compete in 10 population categories with the size of the landscaping awards based on their population.

In recognition, award winning communities will be honored at a reception on June 19 in Austin, Texas. Please inform the City Manager's Office if you are interested in attending the reception.

c: Olivia Demings, Community Enhancement Coordinator
Taylor Lough, Assistant City Manager
Greg Peters, Assistant City Manager
Management Team

Exhibit 2

13'-6"

12'-0"

10'-6"

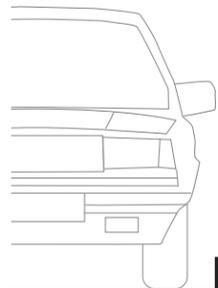
9'-0"

7'-6"

6'-0"

Anna

WELCOME



GATE.1
Gateway ID Large

REVISIONS		
DATE	BY	DESCRIPTION

ENVIRONMENTS & EXPERIENCES

merJe

5 W. Gay Street
West Chester, PA 19380
T 484.266.0648
www.merjedesign.com

SHEET TITLE

Gateways

CLIENT / PROJECT

Anna, TX
Park Wayfinding System

DATE: March 28, 2024

DRAWN BY: JM

SHEET NO.

B3

Park Identification, Directional and Rules Signs

