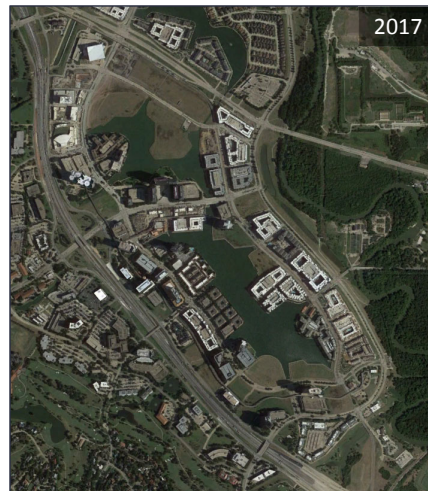
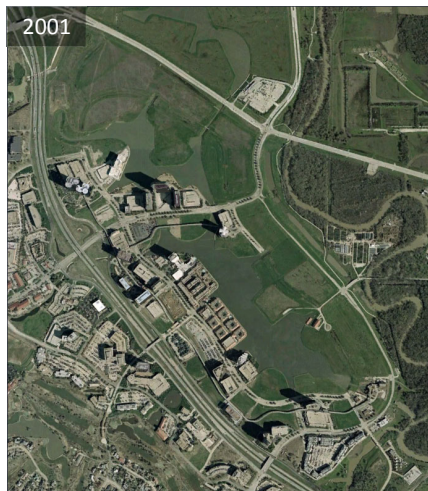


Las Colinas Urban Center Wayfinding Project

Irving Convention & Visitors Bureau
Board of Directors
January 28, 2019



The Urban Center is Rapidly Growing & Evolving





Urban Center Wayfinding Project: Why Now?

1) The Urban Center is now a regional destination

- New amenities deliver a broader audience that may not be aware of new retail and venues, many of which are off-street
- Parking is no longer a simple “one building, one garage” situation as events vary in need and timing

2) The regional office market is competitive and evolving

- Amenities are driving office market decisions and the Urban Center needs to pull ahead in the regional competition
- Walkable destinations are key to talent attraction (“18 hour city”)

3) Mobility is transforming how people interact with the built environment

- Overcoming design challenges through navigation system: non-cardinal direction, non-grid street network; Lake Carolyn and other physical barriers; multimodal transit options

3



Program Goals

- Wayfinding:
 - Visually convey and reinforce the Las Colinas brand in the physical environment
 - Reduce the scale of the Urban Center to improve walkability
 - Highlight off-street assets such as the lakefront promenade, canal retail spaces, and APT system
 - Develop and distribute a business directory to draw return customers and encourage exploration of new businesses
- Parking:
 - Improve the visitor experience and efficiently manage parking at the Toyota Music Factory and the Irving Convention Center at Las Colinas

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District Concept

Does the Urban Center need to be split into smaller pieces, and if so, how?



CAMPIÓN



NORTH SHORE



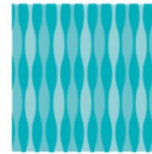
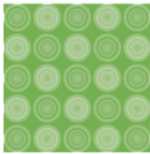
MUSTANG



MANDALAY CANAL



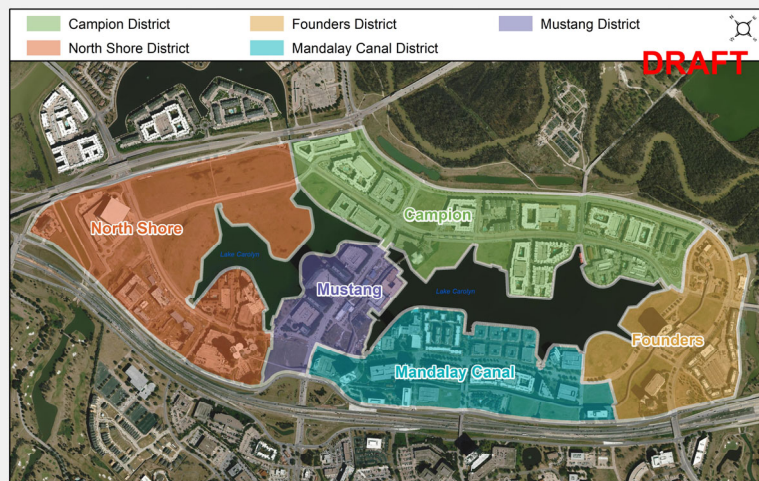
FOUNDERS



5



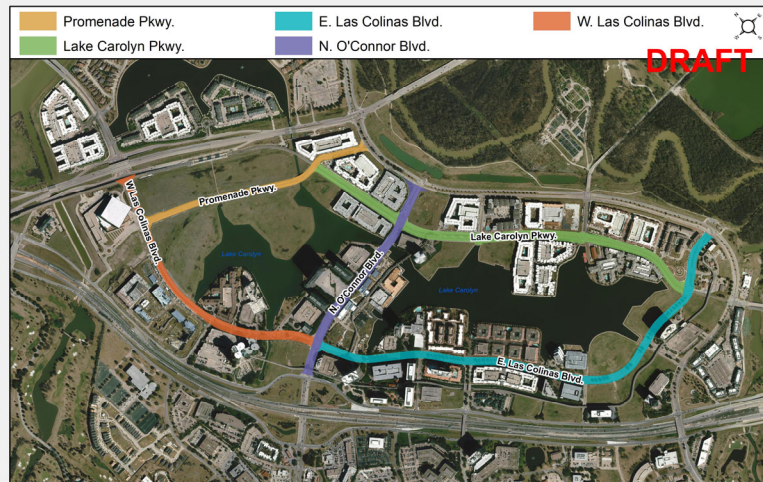
District Concept (DRAFT)



6



Corridor Concept (DRAFT)



7



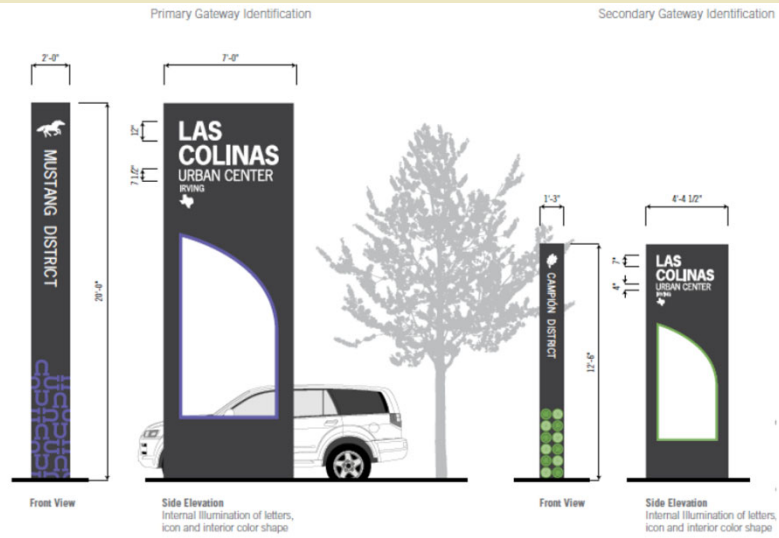
Wayfinding Sign Typology

- **Gateway Signs** welcome people to the Urban Center at its edges and introduce the districts
- **District (or Corridor) Identity Signs** illustrate transition points
- **Vehicular Directional Signs** route to major destinations where public parking is available
- **Pedestrian Directional Signs** point to destinations in greater detail and specificity than vehicular signs and may include walking times
- Technology, such as **Mobile Devices** and **Pedestrian Kiosks**, plus printed material, provides a **Directory** and map of attractions, hotels, retailers and restaurants

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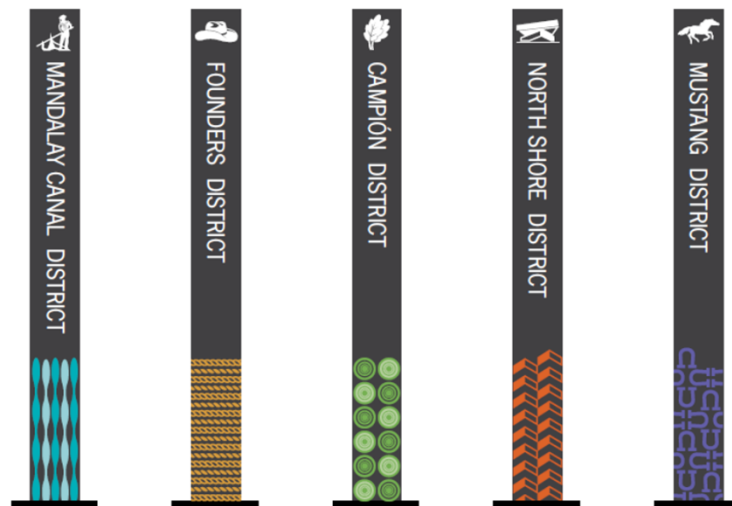
Gateway Monument Signs



9



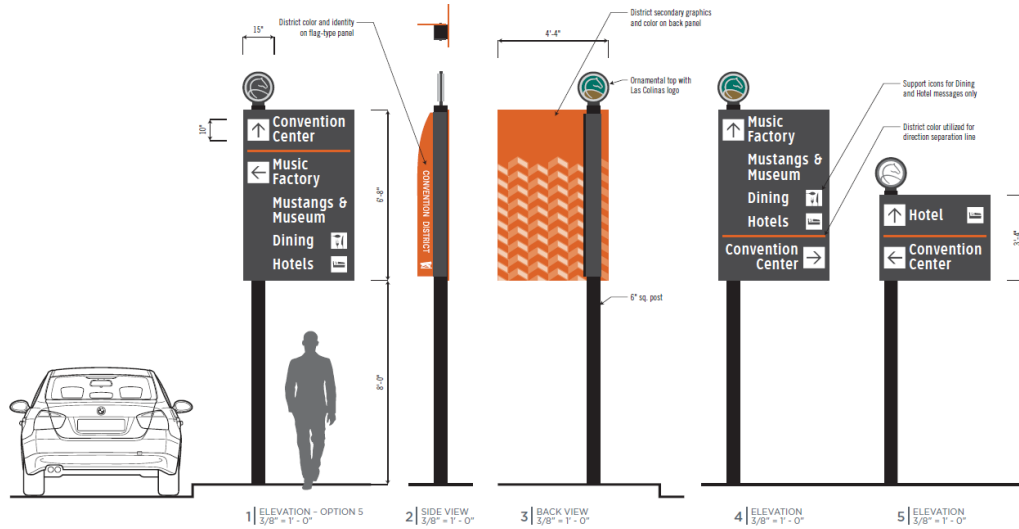
District (or Corridor) Concept Identity Signs



10



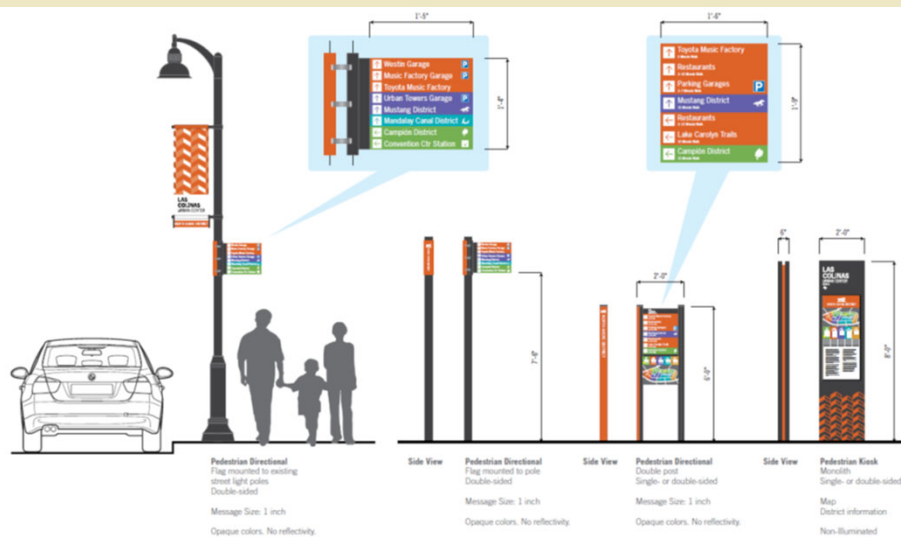
Vehicular Directional Signs



11



Pedestrian Directional Signs & Kiosk



12



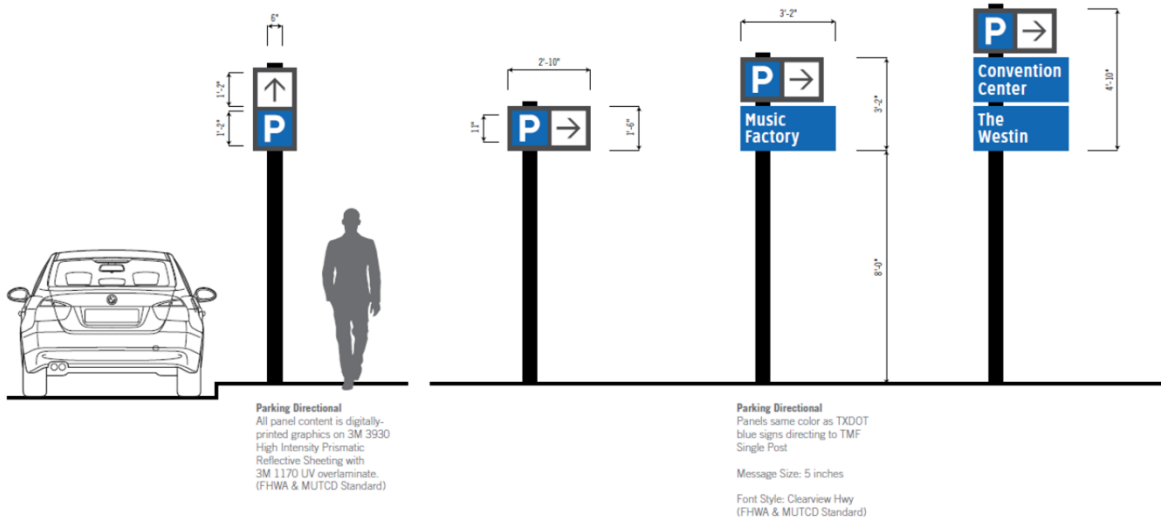
Parking Program

- **Parking Signs** direct vehicular traffic to public parking options
 - **Static Parking Signs** direct traffic to public parking options and include garage name
 - **Dynamic (Digital) Parking Signs** are programmed to reflect parking management plan for event traffic at and around the Toyota Music Factory and Irving Convention Center at Las Colinas
- Signs will not be used for office and residential parking
- Coordinating partners on dynamic signage:
 - ARK Group
 - City of Irving
 - Irving Convention Center / Irving CVB
 - LiveNation
 - SP+ Parking
 - Urban Towers

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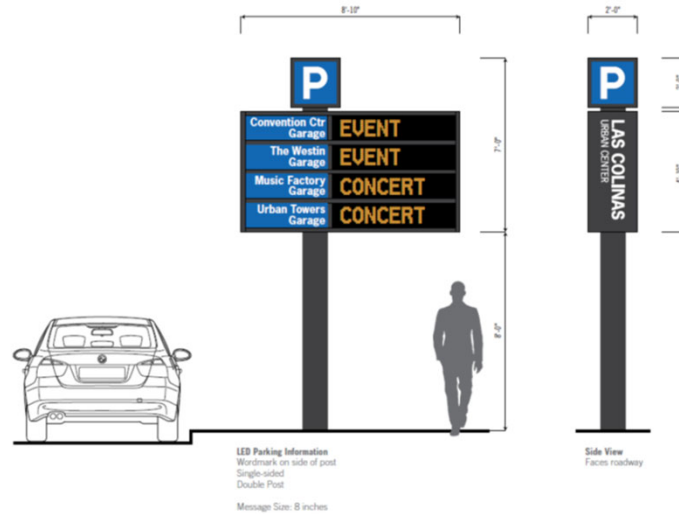
Static Parking Signs



14



Dynamic Parking Signs



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Concept: Las Colinas Blvd. / Northwest Highway



Primary Gateway Identification

Vehicular Directional

LED Parking Information

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Concept: Las Colinas Blvd. SB



Vehicular Directional

17



Concept: Promenade Parkway WB



Parking Directional

Vehicular Directional

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Wayfinding Project Proposed Schedule

Design & Planning:

- January-February 2019:
 - Stakeholder Meetings
 - City-LCA Staff Meetings
 - LCA Board of Directors Briefing
 - Irving-Las Colinas Chamber of Commerce Board of Directors Briefing
 - DCURD Board of Directors Briefing
 - Irving CVB Board of Directors Briefing
- March 2019:
 - LCA Board of Directors Approval
 - Irving City Council Approval

Implementation:

- April-June 2019:
 - Finalize design documentation
 - Phasing and funding to be determined
- July-September 2019:
 - Bidding process(es) for manufacturing and installation
- October 2019-March 2020:
 - Manufacturing of Phase 1 signs
 - Sign footers installed (if necessary)
- March 2020-
 - Phased installation depending on funding

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Soliciting Feedback

- Districts, corridors, or neither?
- If districts:
 - Naming options for “North Shore” (i.e. Convention or Entertainment) District
 - How much emphasis on districts do we place beyond pedestrian eye-level
- What are the parking issues, if any, surrounding the experience at the Toyota Music Factory and the Irving Convention Center?
- Is this consistent with Irving Convention & Visitors Bureau Board goals and objectives for continued success

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Thank You

Tim Glass, AICP

Director of Strategic Planning, Las Colinas Association

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