

District Branding Signage

HDMCD Vintage-Inspired Signs

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Director, MPAC & Main Street

September 3, 2019

Background

- Designated Historic Downtown McKinney Cultural District in November 2018 by Texas Commission on the Arts
- Benefits - promotional & funding
- \$10MM funding avail for districts in 2019-2021

TCA Wayfinding Grant

- Grant opp - improved signage and wayfinding for the district
- Artistic merit
- Possibilities with new garage
- Resolution passed by Council in May to pursue opportunities

Downtown/District Signs

- Looking at signs in other districts
- Researching signs from McKinney's past
- Exploring neon & vintage signs in Americana history
- Support input – Spina & Giersch













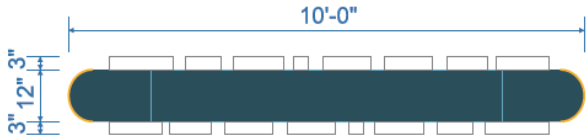






Concept Sign Goals

- Honor McKinney's rich history
- Sense of Place – help identify & brand district, highlight parking
- Unique Attraction – photo opps
- Open at Night – vibrant night life
- 3 signs – pole, blade, roof



FONT OPTION 1

Downtown

FONT OPTION 2

Downtown



D/F POLE SIGN CONCEPT - SINGLE POLE

QTY: (1)

SCALE: 3/8"=1'-0"

NIGHT VIEW:





FONT OPTION 1

Downtown

FONT OPTION 2

Downtown

NIGHT VIEW:



S/F ROOF SIGN CONCEPT

QTY: (1)

SCALE: 3/16" = 1'-0"



5905 Eden Dr, Suite B Haltom City, TX 76117
P: 682-412-0338 C: 209-988-0336 F: 682-412-0495

McKINNEY CULTURAL DISTRICT

DATE:
7-16-19

DRAWING NUMBER:
MK 7-16-19 R3

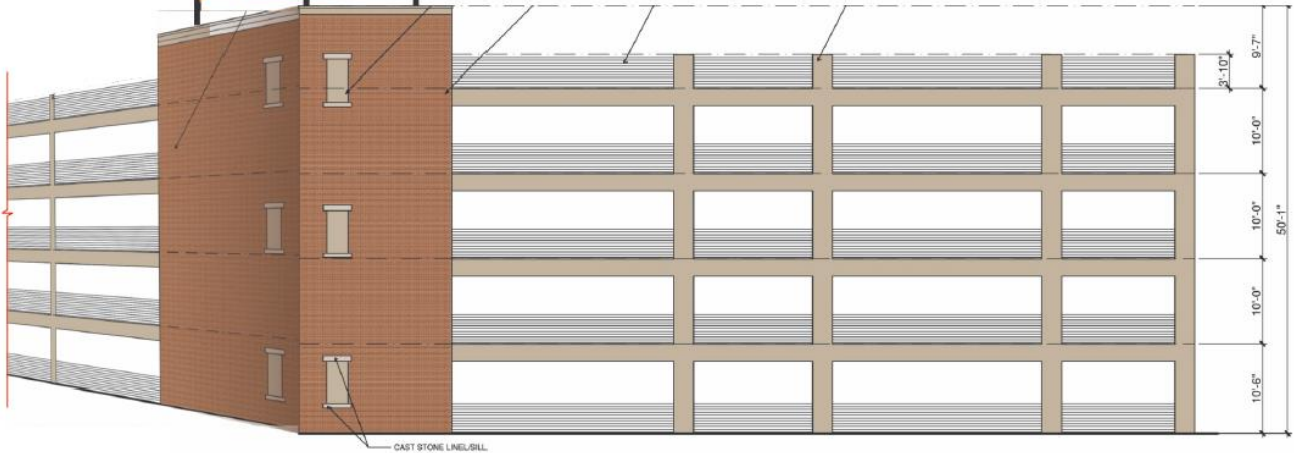
REVISED:
8-29-19

APPROVED BY:





MOUNT AT 45 DEGREES TO THE CORNER



S/F ROOF SIGN CONCEPT LOCATION - EAST GARAGE ELEVATION

SCALE: 1/16"=1'-0"



LOCATION



5905 Eden Dr Suite B Haltom City, TX 76117
P: 817-412-0338 C: 214-988-4036 F: 817-412-0495

MCKINNEY CULTURAL DISTRICT

DATE:
7-16-19

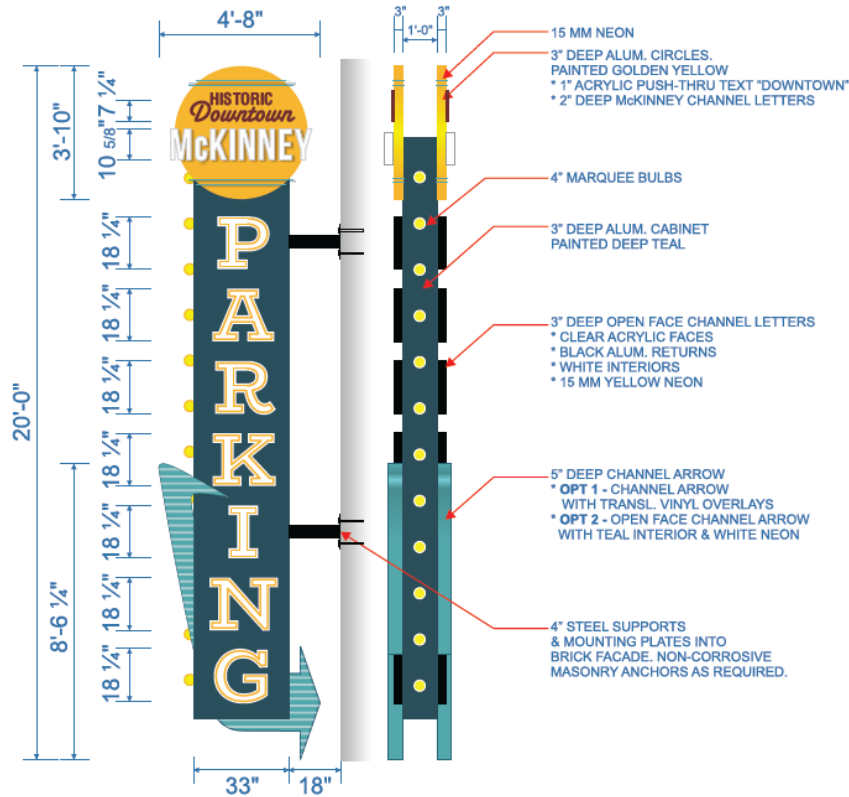
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COLOR OPTION 1



D/F BLADE SIGN CONCEPT

QTY: (1)

SCALE: 1/4" = 1'-0"

COLOR OPTION 2



**NIGHT VIEW:
OPTION 1 SHOWN**



McKINNEY CULTURAL DISTRICT

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7-16-19

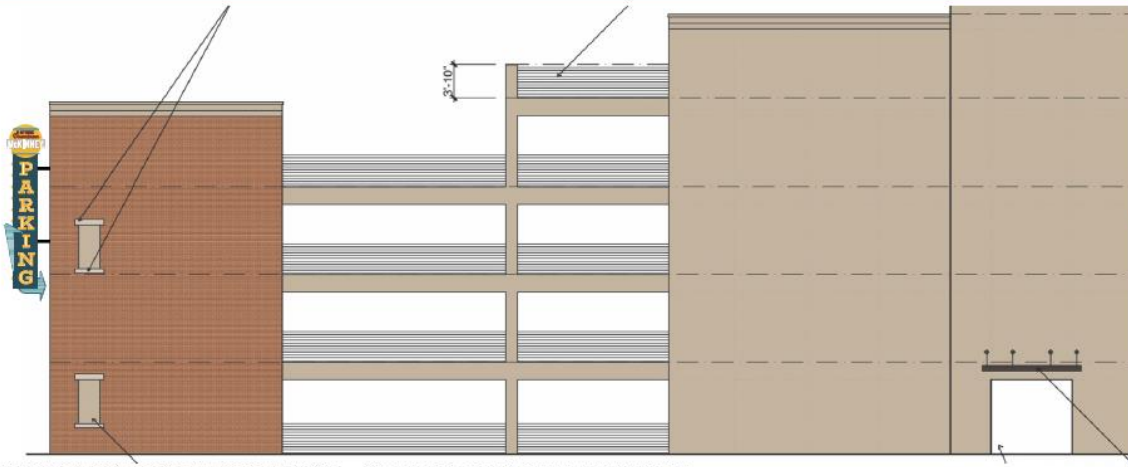
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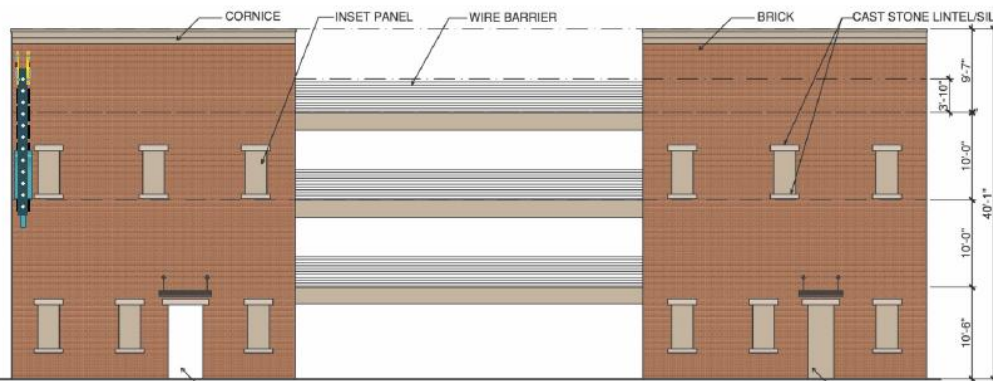


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D/F BLADE SIGN CONCEPT LOCATION - SOUTH GARAGE ELEVATION

SCALE: 1/16"=1'-0"



D/F BLADE SIGN CONCEPT LOCATION - WEST GARAGE ELEVATION

SCALE: 1/16"=1'-0"



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Meritorious Exception

- Signs have support from Historic Preservation – COA
- Signs don't fall within scope of ordinances
- Intent to identify state designated district as opposed to individual business

Funded through Grants

- Signs approved for funding from Texas Commission on the Arts cultural district grant
- Signs approved for funding from McKinney Community Development Corporation project grant

Timeline

- Install pole sign by November 25 in time for Home for Holidays...A McKinney Christmas
- To meet deadline, need direction now