

# 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"

**MELLO**  
SIGNS

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

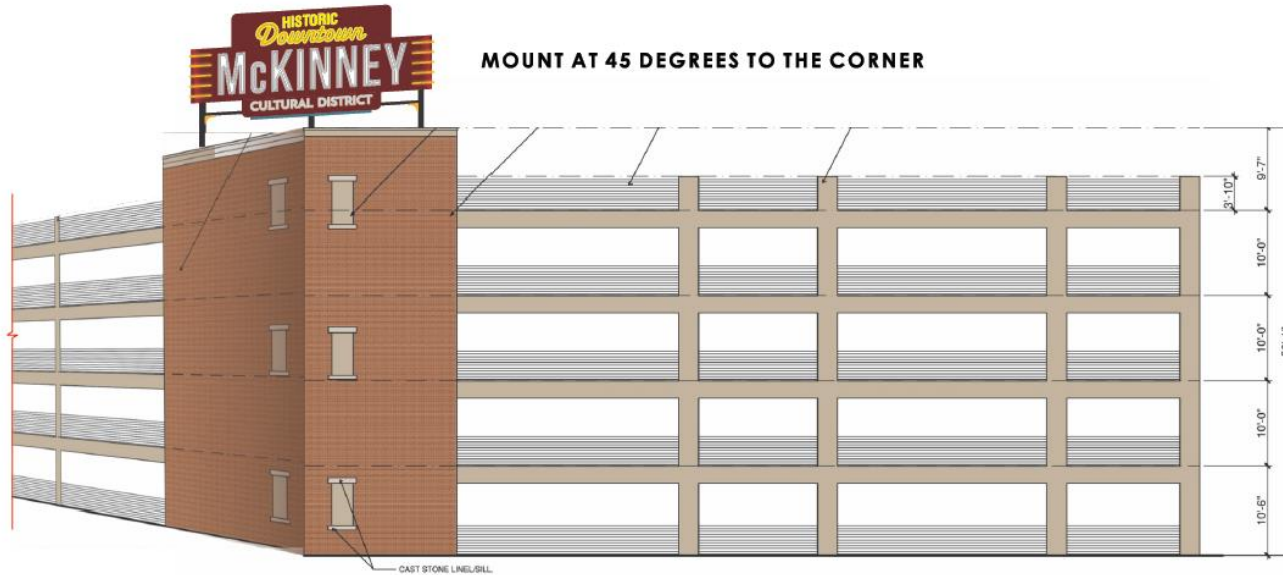
DRAWING NUMBER:  
MK 7-16-19 R3

REVISED:  
8-29-19

APPROVED BY:



**McKINNEY**  
TEXAS  
Unique by nature.



S/F ROOF SIGN CONCEPT LOCATION - EAST GARAGE ELEVATION

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



LOCATION



**MCKINNEY CULTURAL DISTRICT**

DATE:  
**7-16-19**

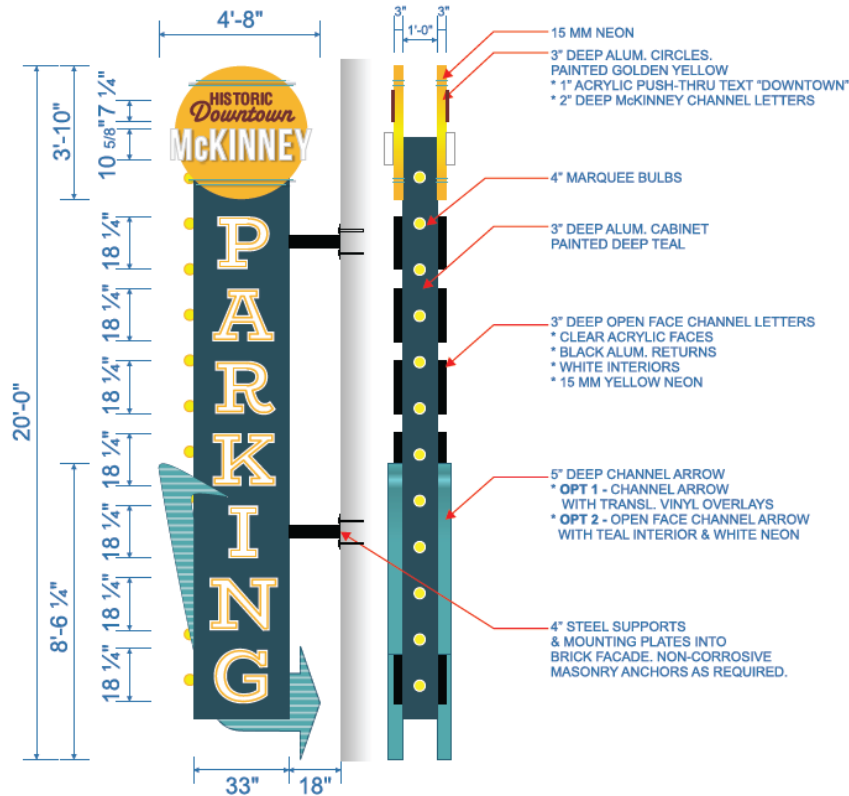
DRAWING NUMBER:  
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## COLOR OPTION 1

NIGHT VIEW:  
OPTION 1 SHOWN

## COLOR OPTION 2



D/F BLADE SIGN CONCEPT

QTY: (1)

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



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McKINNEY CULTURAL DISTRICT

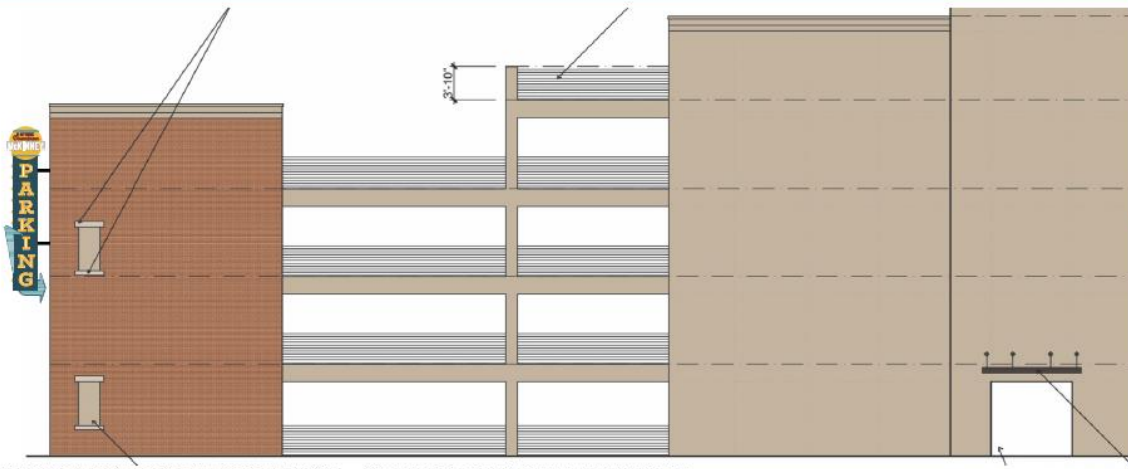
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REVISED:  
8- -19

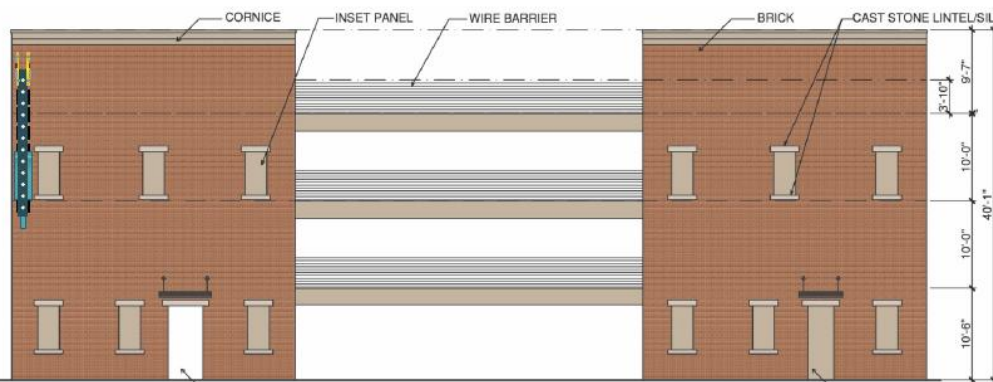
APPROVED BY:





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"

# 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