



19-0731

TITLE: Provide Background on Historic Downtown McKinney Cultural District Identification Signage

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: September 3, 2019

DEPARTMENT: MPAC / Main Street & Community Events

CONTACT: Amy Rosenthal, Director
McKinney Main Street and McKinney Performing Arts Center

RECOMMENDED CITY COUNCIL ACTION:

- No action required - discussion only

ITEM SUMMARY:

- In November 2018, Downtown McKinney was designated a Cultural District by the Texas Commission on the Arts (TCA). TCA provides cultural districts with unique funding opportunities - only available to designated districts.
- McKinney Main Street, a private 501(c)3, submitted an application to the Texas Commission on the Arts for district identification and wayfinding.
- The application included a funding request to help with the manufacture and installation of three signature signs to help brand and identify the district, to create a unique attraction and to support evening activities.
- Staff worked with sign designers to research period and vintage neon signs. The sign concepts were based on actual signs hanging in downtown McKinney during the 1950's.
- TCA staff has recommended funding this project. TCA commissioners vote on September 5, 2019 to finalize funding. Funding for the signs has also been approved by the McKinney Community Development Corporation through a project grant.

- The designs for these signs do not comply with City of McKinney sign ordinances. These signs serve special purpose to help brand and identify the Historic Downtown McKinney Cultural District. McKinney Main Street requests a Meritorious Exception to the Sign Ordinance for the installation of three Cultural District identification signs.

BACKGROUND INFORMATION:

- Resolution 19-0439 was passed on May 21, 2019 providing support to McKinney Main Street to apply for, and accept if awarded, a grant from the Texas Commission on the Arts.

FINANCIAL SUMMARY:

- No financial impact.

SUPPORTING MATERIALS:

[Presentation](#)