



19-0740

**TITLE:** Conduct a Public Hearing to Consider/Discuss/Act on a Signage Meritorious Exception Request for Cultural District Identification Signs

**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:**

- Staff has no objection to the Meritorious Exception Request

**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, has received funding support from Texas Commission on the Arts and McKinney Community Development Corporation to manufacture and install three signature signs to help brand and identify the district, to create a unique attraction and to support evening activities.
- The signs include a pole sign, a blade sign and a roof-mounted sign.
- The pole sign will be installed at the corner of Virginia Street and Church Street. The blade sign will be installed on the west side of the Chestnut Commons parking structure, Chestnut Street. The roof-mounted sign will be installed on the parking structure to capture high visibility of Highway 5 traffic.

- 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:**

- The City of McKinney has not received a similar request for this type of signage. Most signage requests relate to a specific business - not a district. Similar district branding signs are found in Deep Ellum (Dallas, TX) and Red River Cultural District (Austin, TX).

**FINANCIAL SUMMARY:**

- No financial impact.

**SUPPORTING MATERIALS:**

[Cultural District Signage September 3](#)