
DOWNTOWN MCKINNEY

TEXAS • EST. 1848

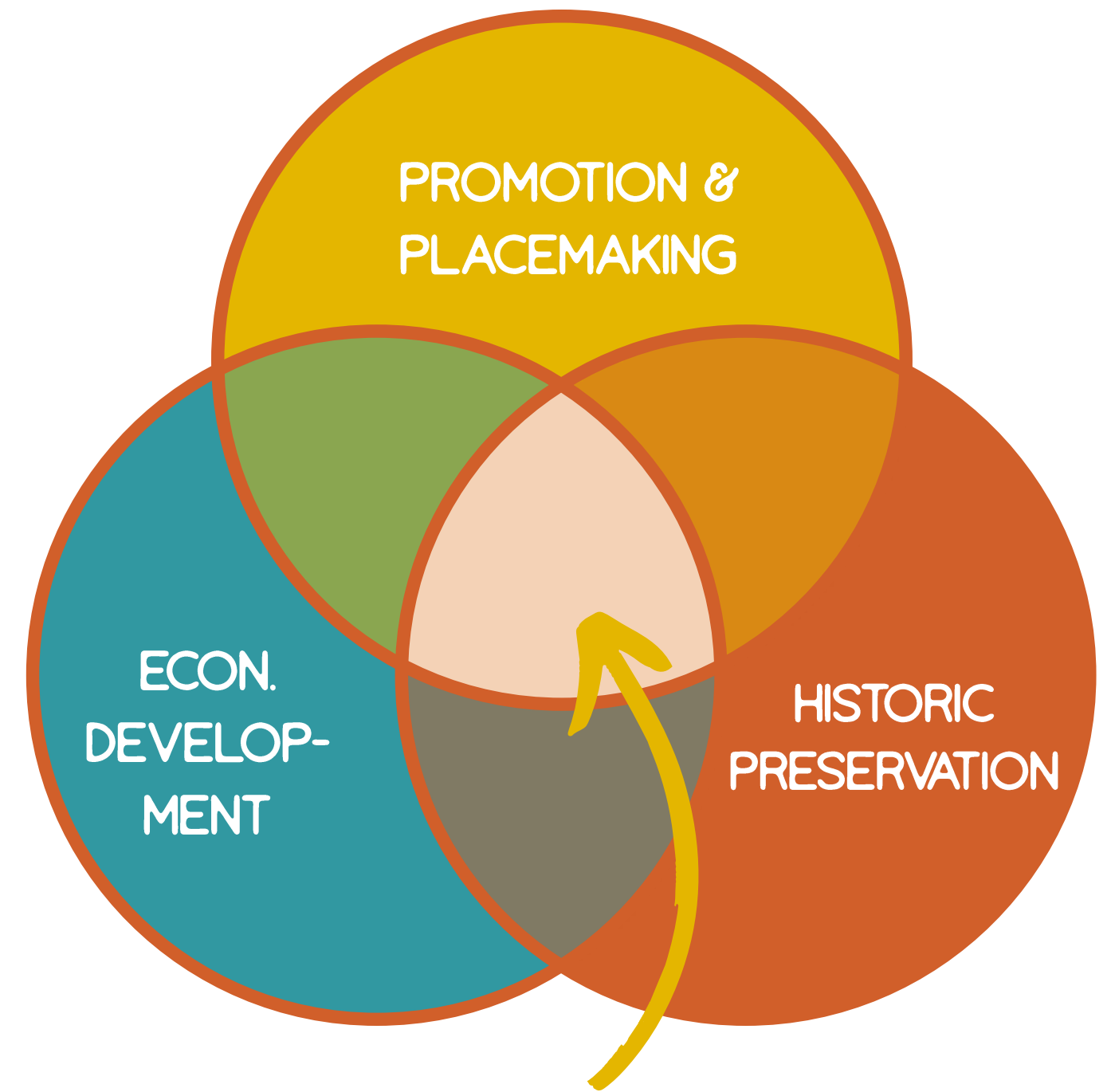
DESTINATION DOWNTOWN

75 MONUMENT SIGN



ABOUT MCKINNEY MAIN STREET:

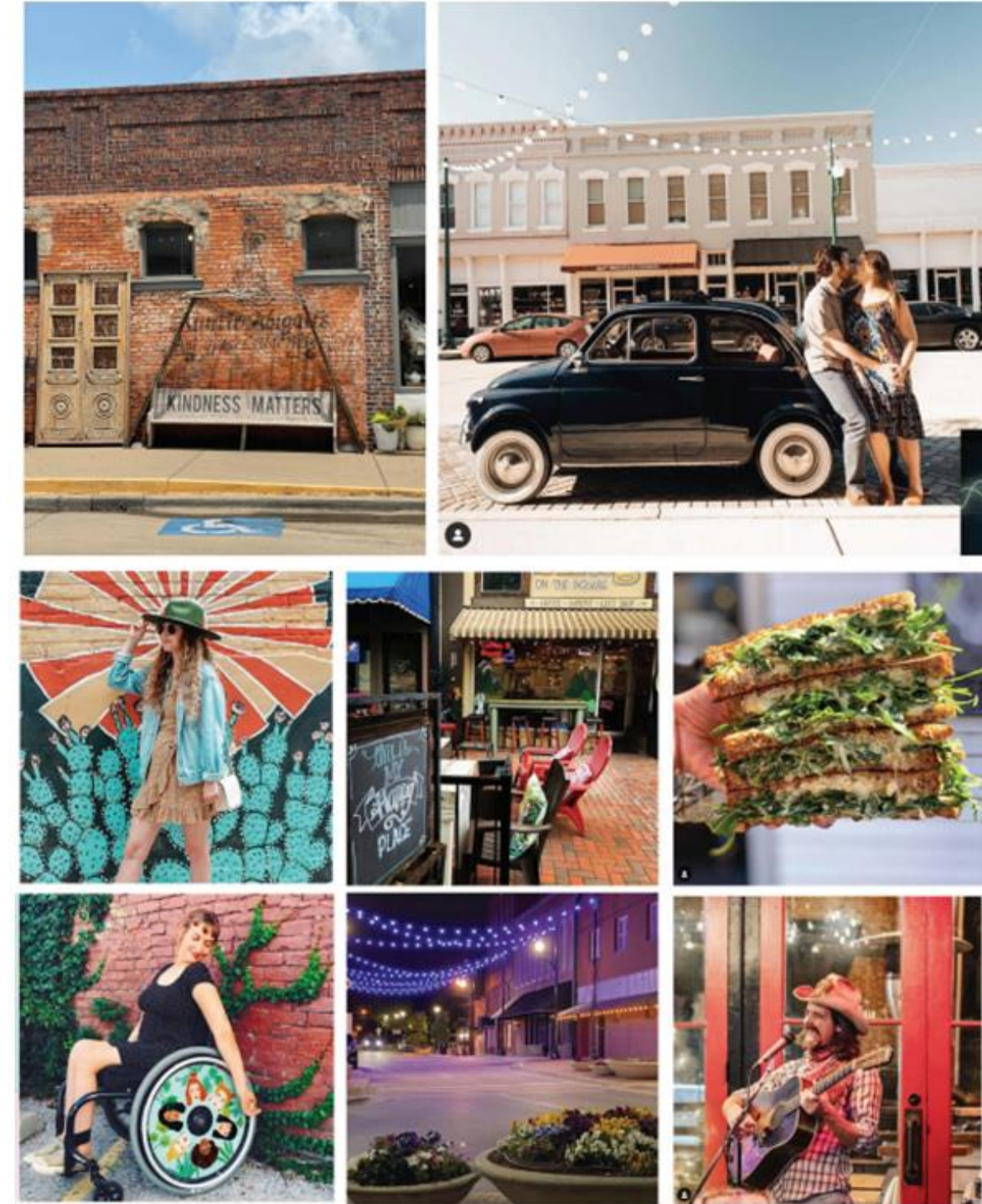
- Public/Private Partnership - 501(c)3
- City Employees, City Infrastructure, Private Operations
- Funds raised through sponsors, events, and grants.
- State & Nationally Accredited



MAIN STREET WORKS IN
THE MIDDLE

VISION :

McKinney Main Street
champions a vibrant
downtown – the heartbeat of
McKinney since 1848.



↑ 50%
INCREASE IN
SALES-TAX
REVENUES
(SINCE 2018)

5.1 MILLION
VISITS A
YEAR!



\$239,260,000
IN DOWNTOWN
ASSESSED VALUES
(177% INCREASE
SINCE 2016)

180+
SMALL
BUSINESSES



TOP 3 EVENTS:
75K- OKTOBERFEST
60K- HOME FOR THE
HOLIDAYS
40K- ARTS IN BLOOM

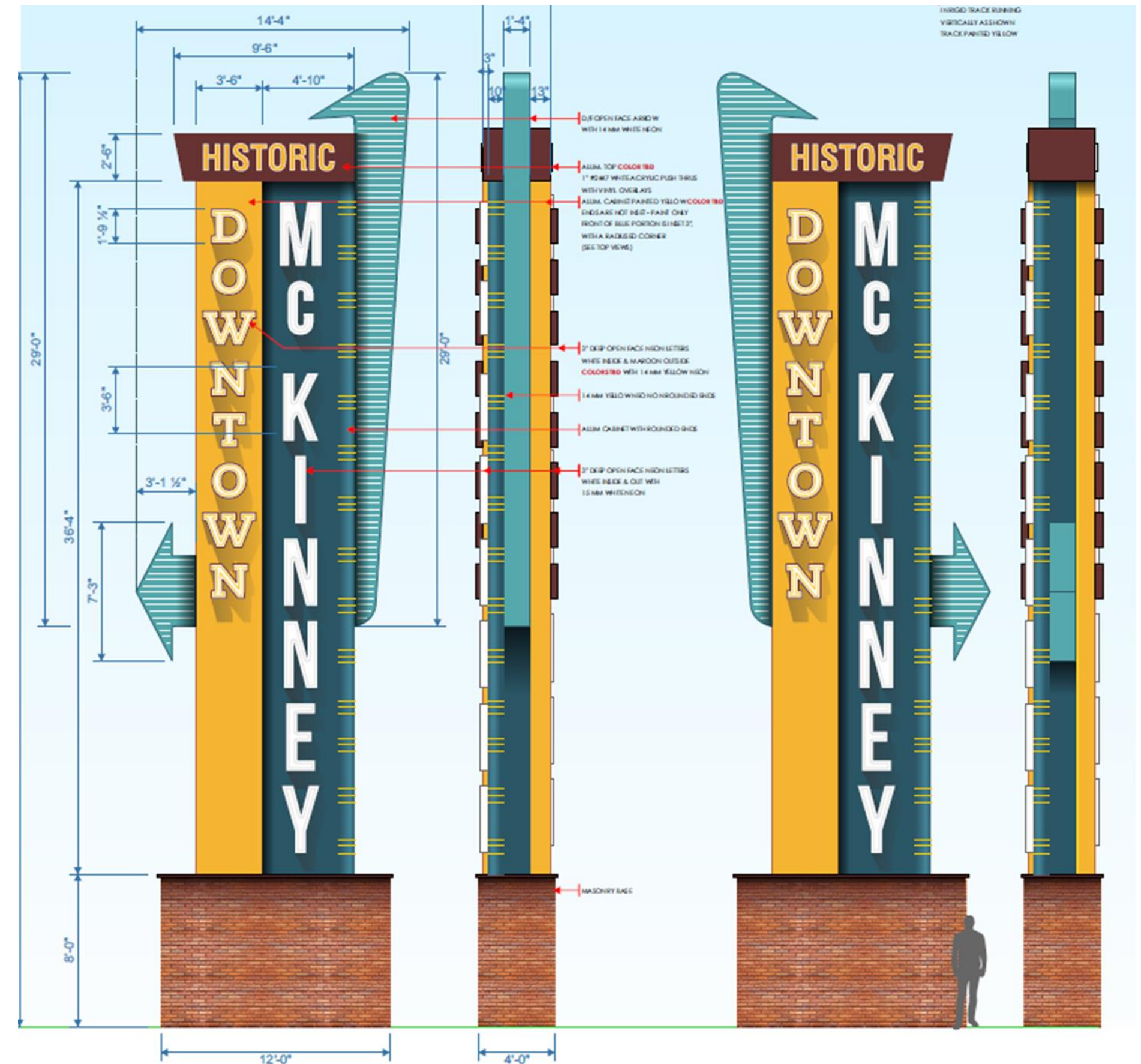
112+
ANNUAL
EVENTS

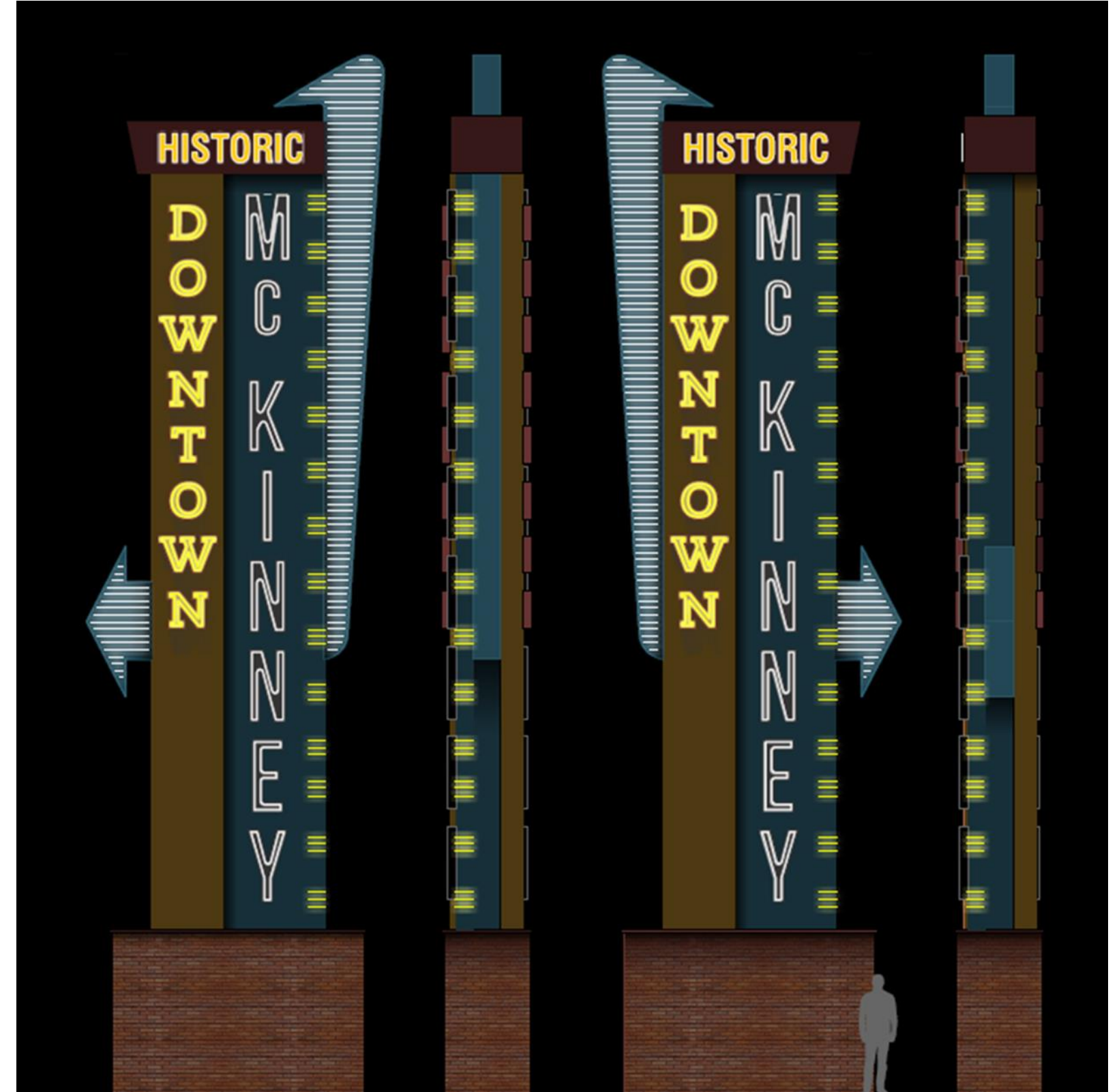
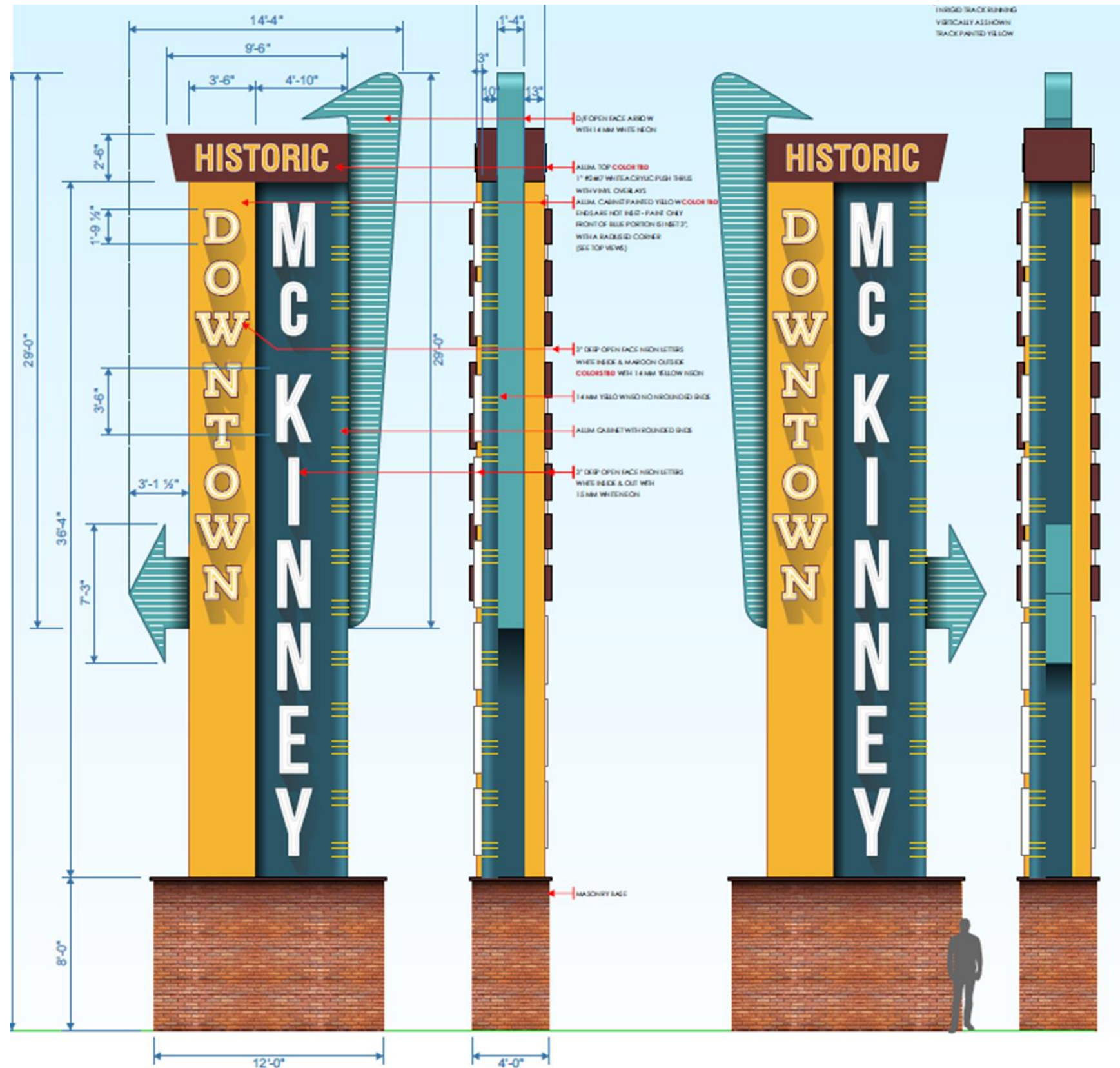
PROJECT OVERVIEW:

PROJECT SUMMARY:

The City of McKinney's Downtown Main Street Team proposes the installation of a 50-foot monument sign along Interstate 75 to enhance visibility and presence of Historic Downtown McKinney.

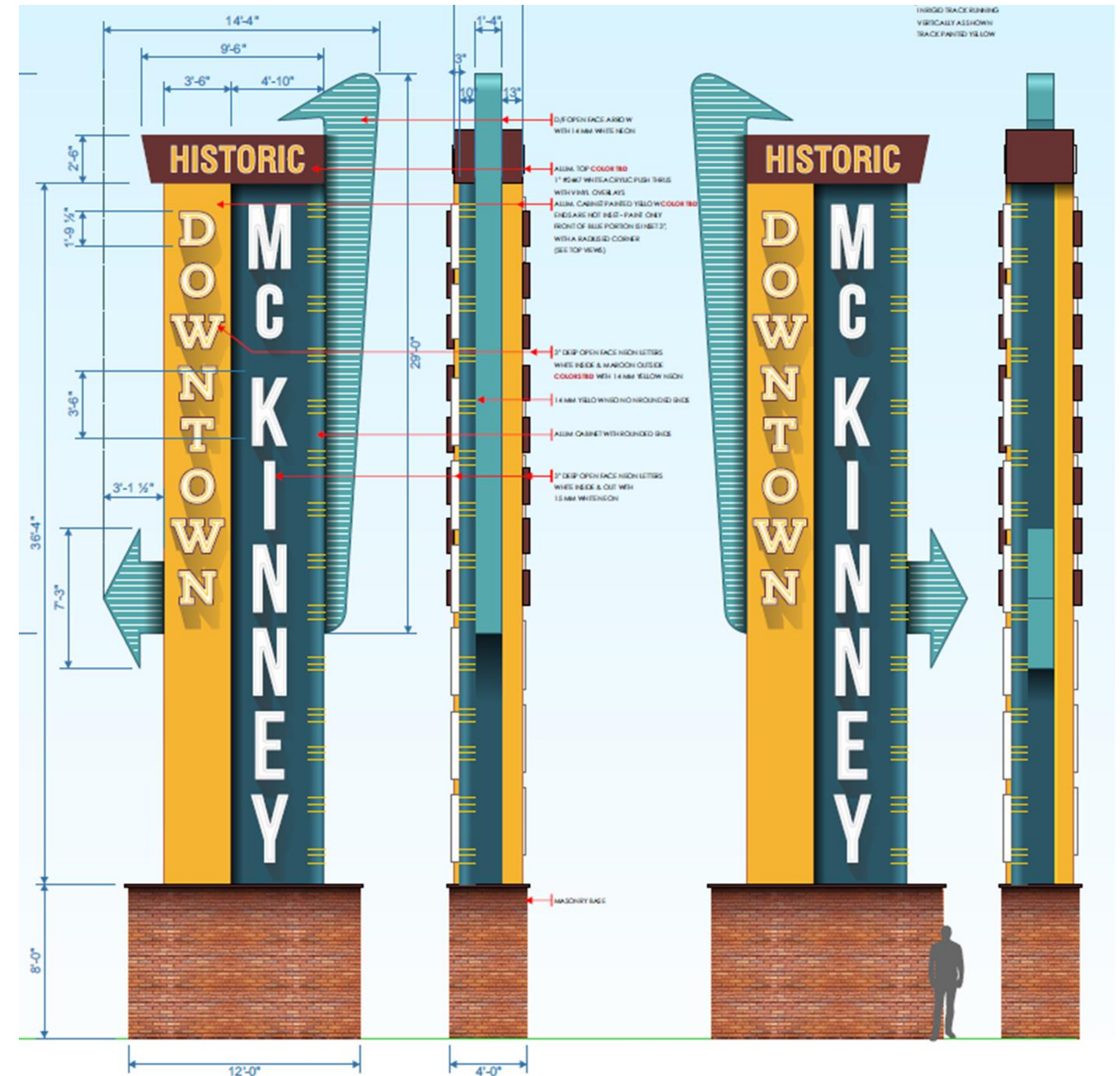
Designed to reflect the historic character of our existing downtown signage, the monument will serve as a visual gateway and iconic landmark to drivers passing through the corridor.





DISTRICT BENEFITS:

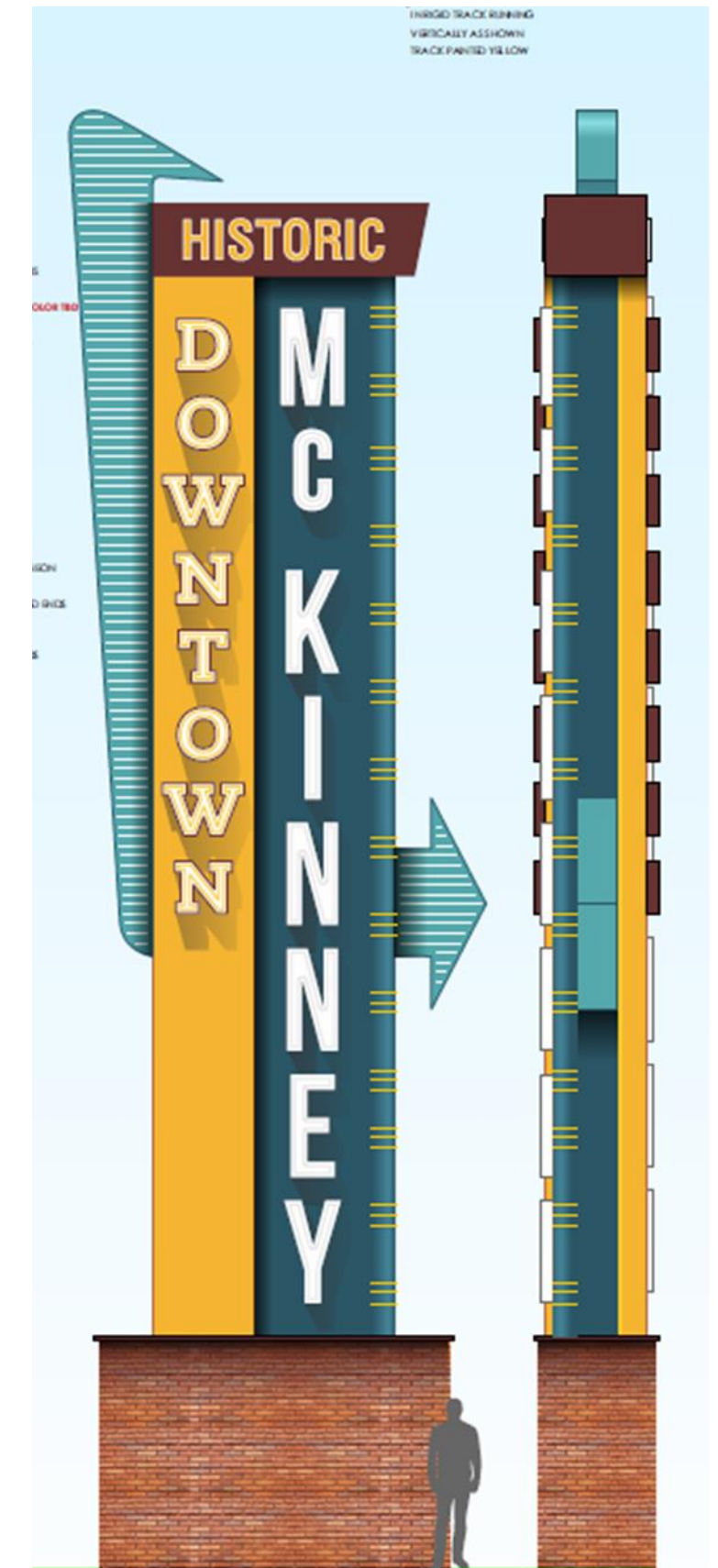
- **Increased Visibility:** Amplifies awareness of Historic Downtown McKinney to over 100,000+ daily interstate drivers
- **FOMO Effect:** Creates a sense of excitement and curiosity, prompting more spontaneous visits
- **Economic Impact:** Encourages increased foot traffic to shops, restaurants, and events downtown
- **District Branding:** Reinforces Downtown McKinney's identity as a vibrant, must-visit destination
- **Iconic Landmark:** Serves as a long-term visual identifier and photo-worthy symbol of the district



LOCATION SPECS:

LOCATION:

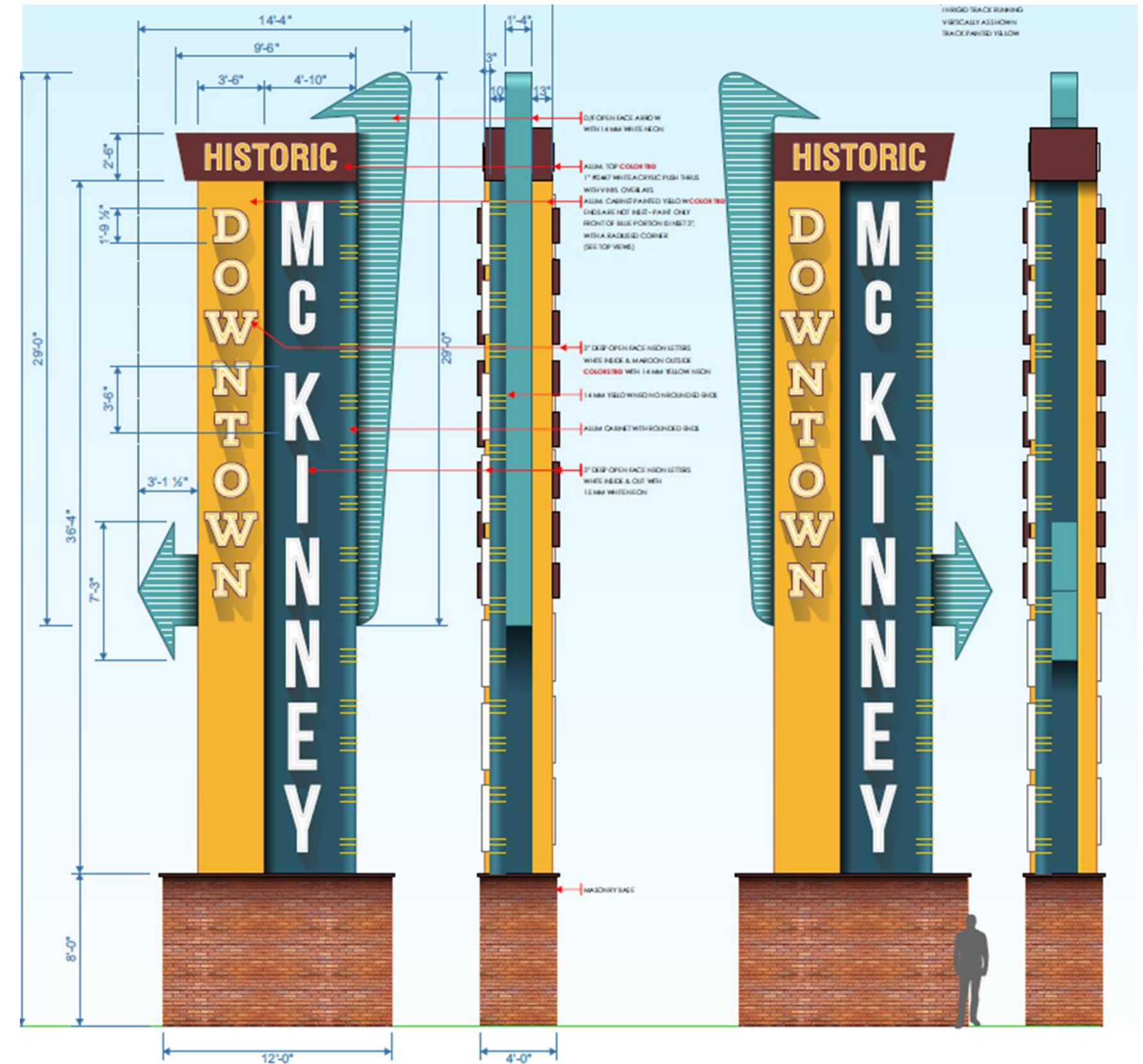
Center median near the intersection of North Central Expressway (Hwy 75) and Virginia Street.



DETAILS:

-
- Architectural elevation drawings of a "DOWNTOWN MCKINNEY" sign. The drawings show three views: a front elevation with dimensions, a side elevation, and a rear elevation. The sign features a yellow background with "DOWNTOWN" in white and "MCKINNEY" in dark blue. A red arrow graphic points to the right. Dimensions include a total height of 29'-0" and a base width of 12'-0". A list of materials and finishes is provided, such as "ASAHI TOP COLOR 180", "ASAHI CABINET PAINTED YELLOW W/ COLOR 180", and "ASAHI CABINET WITH ROUNDED SHIP".

Oct 20-31: Landscaping



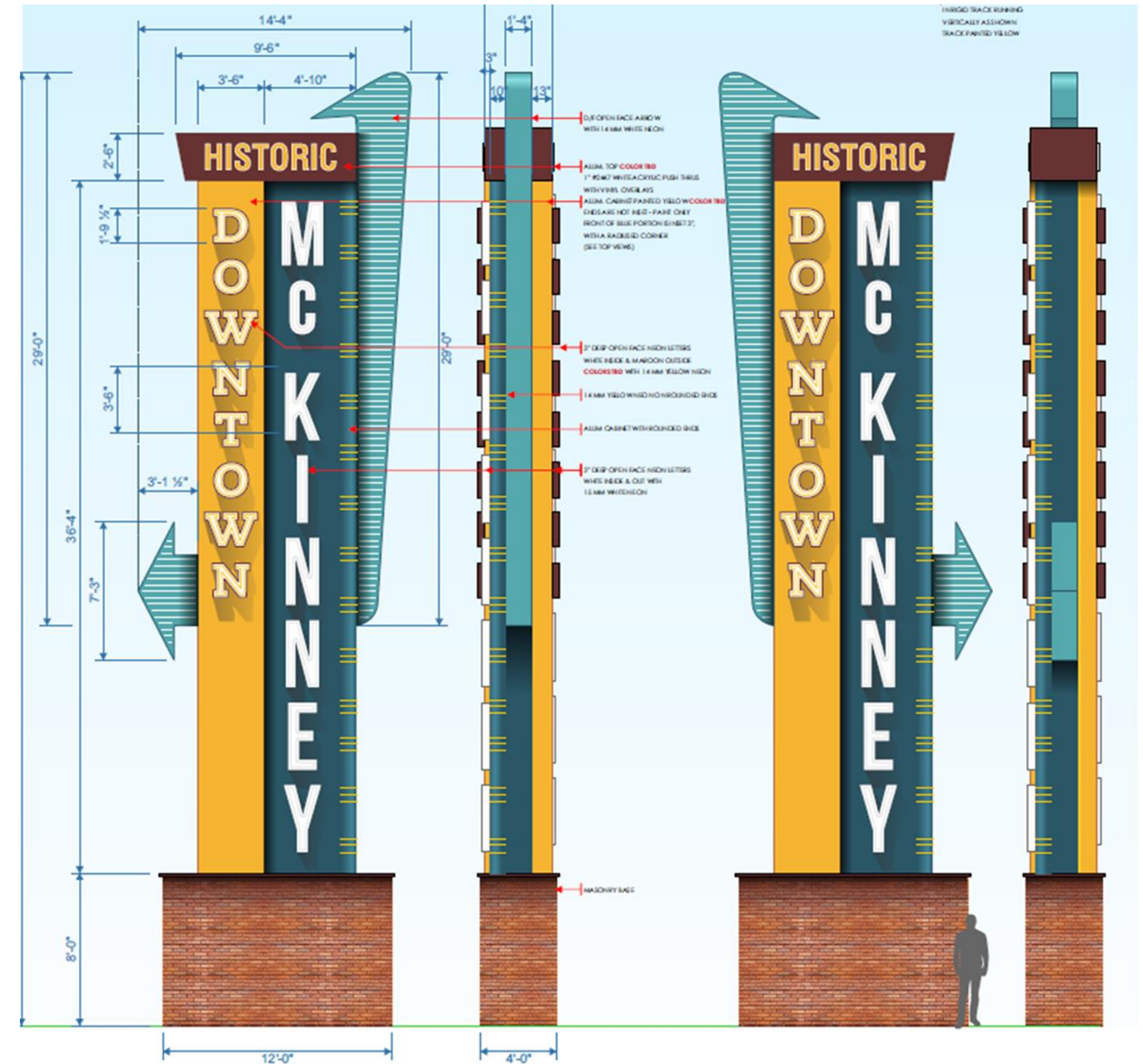
BUDGET:

Site Prep (incl Electric): 25,000
Sign fabrication and installation: 140,000
Landscaping: 15,000

Total budget is \$180,000

Hot Tax Funds earmarked: \$100,000

MCDC Request: \$80,000



A tall, white water tower stands prominently on the left side of the frame. The tank of the tower features a stylized 'mc' logo in blue and purple, with the word 'mckinney' written below it. The tower is supported by a lattice of white metal beams. In the background, a cityscape is visible under a dramatic sunset sky with streaks of orange and yellow light. The city includes various buildings, some with red roofs, and a parking lot filled with cars in the foreground.

THANK YOU

ANDREW JONES

AJONES2@MCKINNEYTEXAS.ORG