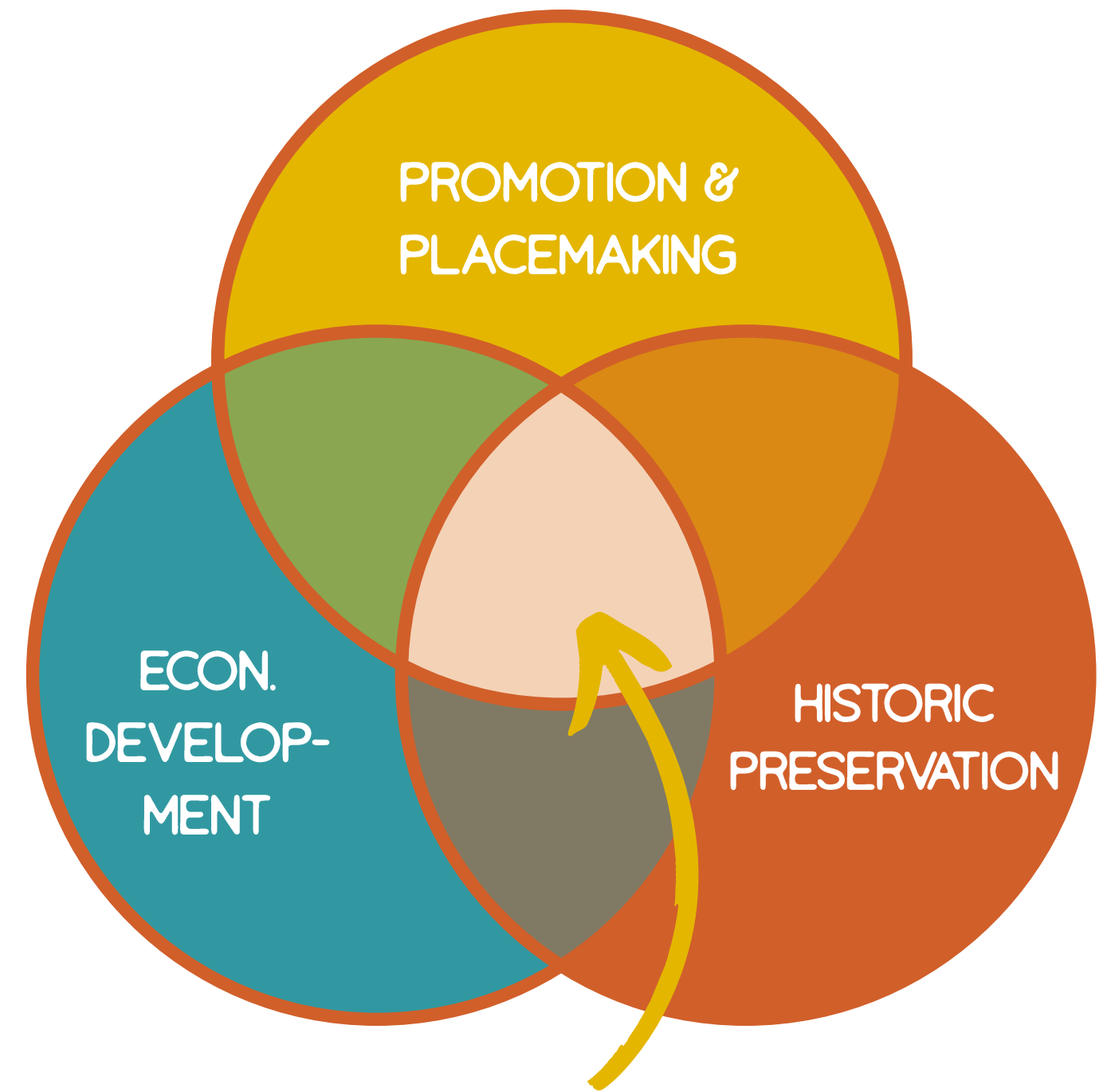

DOWNTOWN PROJECTS UPDATE

MCKINNEY MAIN STREET



ABOUT MCKINNEY MAIN STREET:

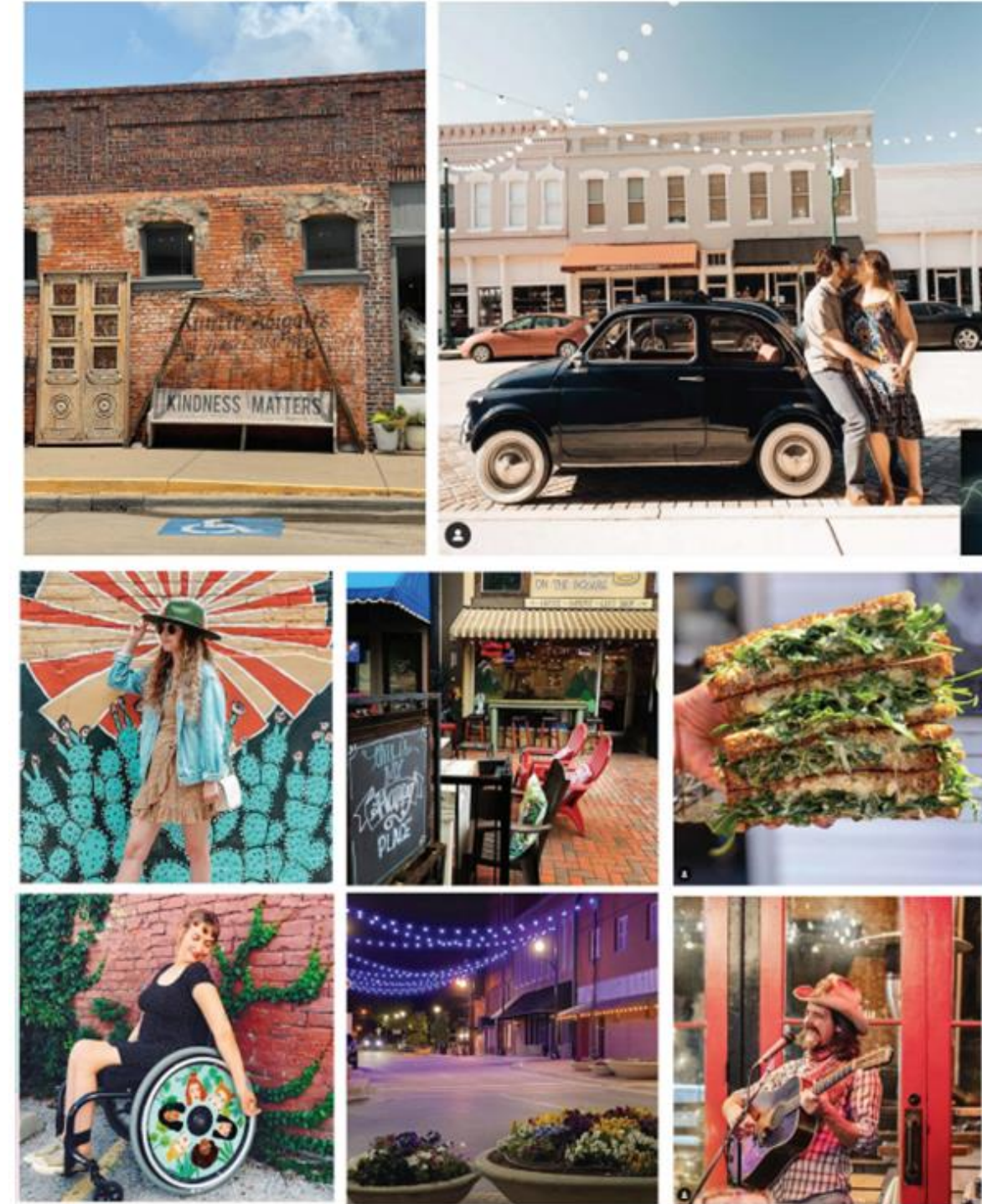
- Public/Private Partnership - 501(c)3
- City Employees, City Infrastructure, Private Operations
- Funds raised through sponsors, events, and grants.
- State & Nationally Accredited



MAIN STREET WORKS IN
THE MIDDLE

VISION :

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



20%
INCREASE IN
SALES-TAX
REVENUES
(SINCE 2022)

4.8 MILLION
VISITS IN
2025!



\$316,810,806
IN DOWNTOWN
ASSESSED VALUES
(32% INCREASE
SINCE 2022)

200+
SMALL
BUSINESSES



TOP 3 EVENTS:
81K- OKTOBERFEST
53K- HOME FOR THE
HOLIDAYS
40K- ARTS IN BLOOM

43+ MMS
SUPPORTED
ANNUAL
EVENTS

MPAC RENOVATION:

PROJECT OBJECTIVES:

Thoughtful Historic Preservation

- Protect and enhance the building

- Weave the courthouse history in the design

Improving the customer experience

- From online experience to the seat

Drive additional traffic to the District

- Increase the quality and quantity of shows



RENDERINGS



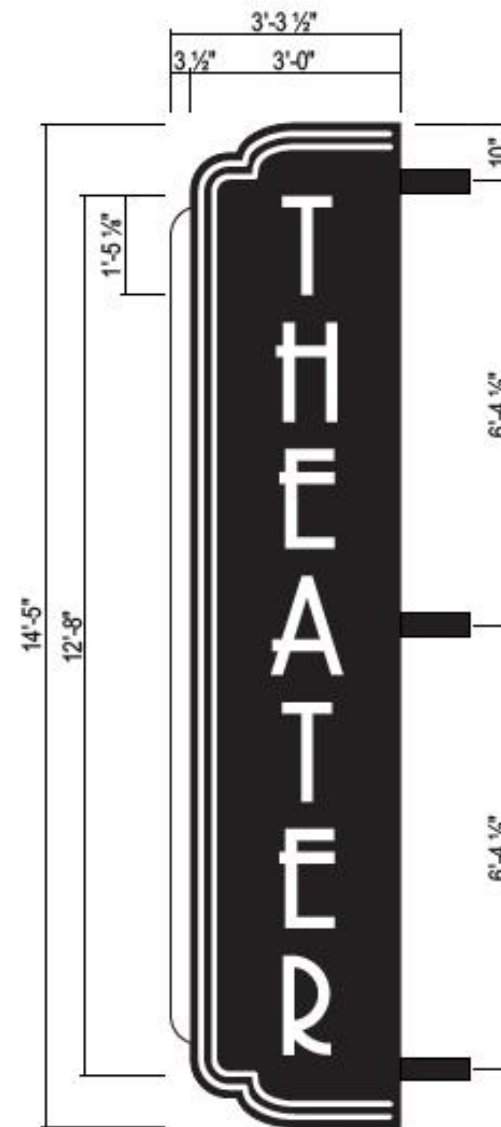
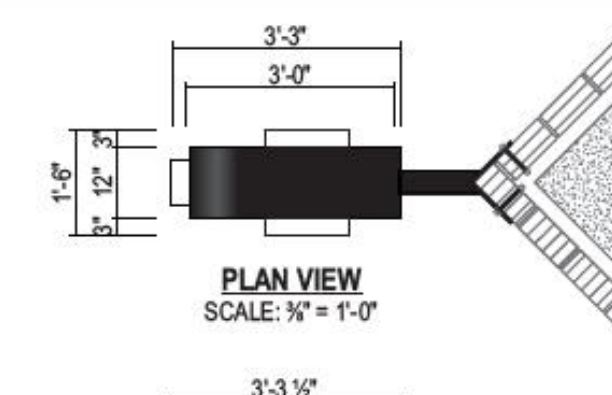
SIGN RENDERING

Received our SAL Permit from the Texas Historic Commission, and our COA, approving the exterior and interior changes including the addition of two blade signs on the northwest and Southeast corners of the building.

Sign is designed with black metal and with white neon in the channel letters.

001- I.BS - ILLUMINATED BLADE SIGN

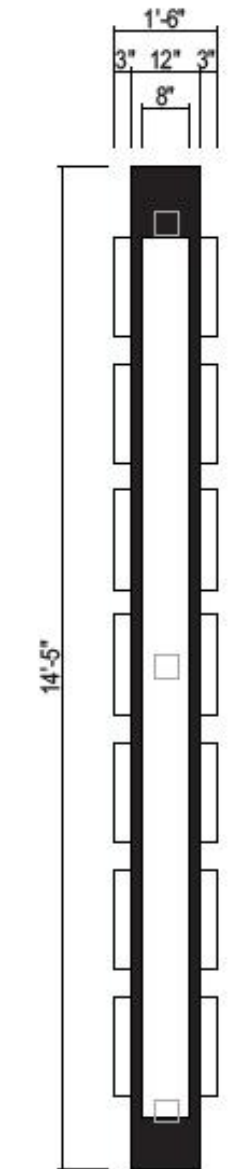
OPTION 1



47.4 SQ. FT.
QTY. 2



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



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



DOWNTOWN TROLLEY

Award-Winning

- **TDA President's Award – Best Economic Game Changer**
- **TDA People's Choice Award**

100–400 riders per day (4 days/week Wed-Sat)

Connects 13 parking lots + 2 garages to the Square

Free to ride + revenue-generating model





ECONOMIC & COMMUNITY IMPACT

- Increased foot traffic + extends visitor dwell time
- Strengthens east-side businesses (TUPPS, Local Yocal, Flour Mill)
- 3,150+ collectible pins distributed — all fully released
- Integrated into festivals + merchant programming

FUTURE GROWTH

Replacing Wednesday with Sunday service

Launching a real-time GPS tracking (visitor + operational view) this month

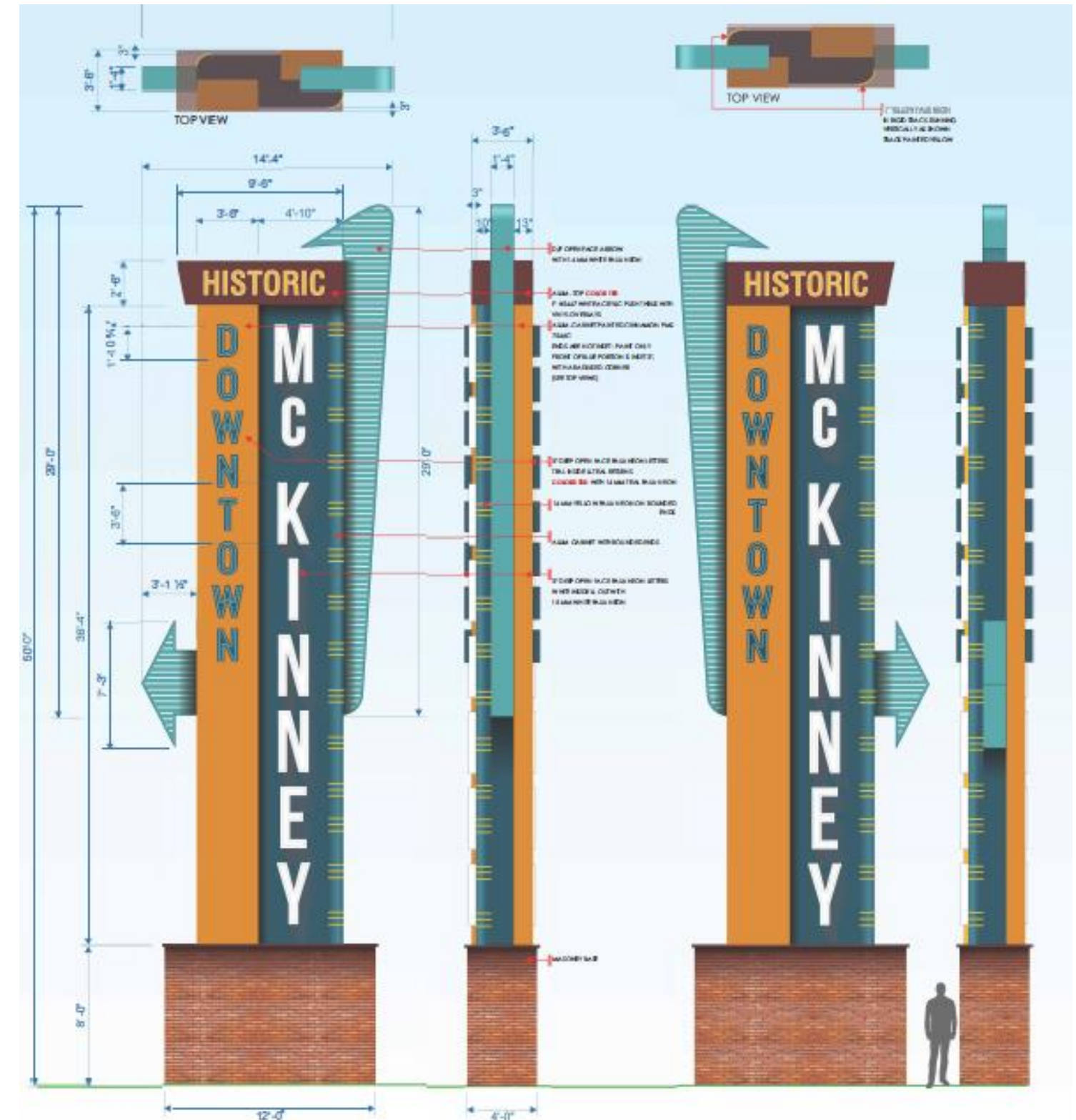


HIGHWAY DOWNTOWN SIGN:

PROJECT SUMMARY:

McKinney Main Street proposed the installation of a 50-foot monument sign along Interstate 75 to enhance visibility and presence of Historic Downtown McKinney District in 2025.

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 75 corridor.





PROJECT TIMELINE:

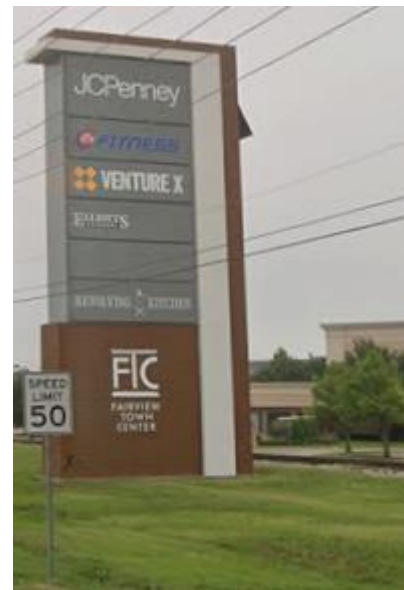
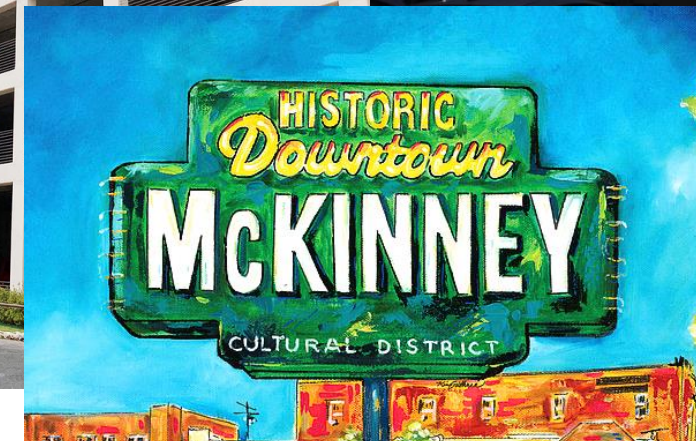
- Conducted stakeholder meetings in Downtown summer of 2025
- Main Street Board supported pursuing a grant for the sign.
- Consultation with city engineering and traffic staff to identify a suitable location
- MCDC awarded a grant for the sign in Sept 2025
- Modified with consultation from the City Marketing Dept to compliment current wayfinding signage
- In consultation with development services, we further specified the location and adjusted to address future planned road work
- Confirmation from TXDOT on location and height of the sign
- Conducted a soil study and final engineering of the sign
- Applied for the sign permit on April 17, 2026

INSPIRATION:

Similar District Branding (Fairview, Watters-Creek, Allen, District 121, and Plano)

Need for identification of the Historic District off the main arterial Hwy

Success of current signage throughout inside district



McKinney City Council made an exception to a city ordinance, allowing three neon signs to be installed in downtown McKinney.
McKinney City Council made an exception to a city ordinance, allowing three neon signs to be installed in downtown McKinney.



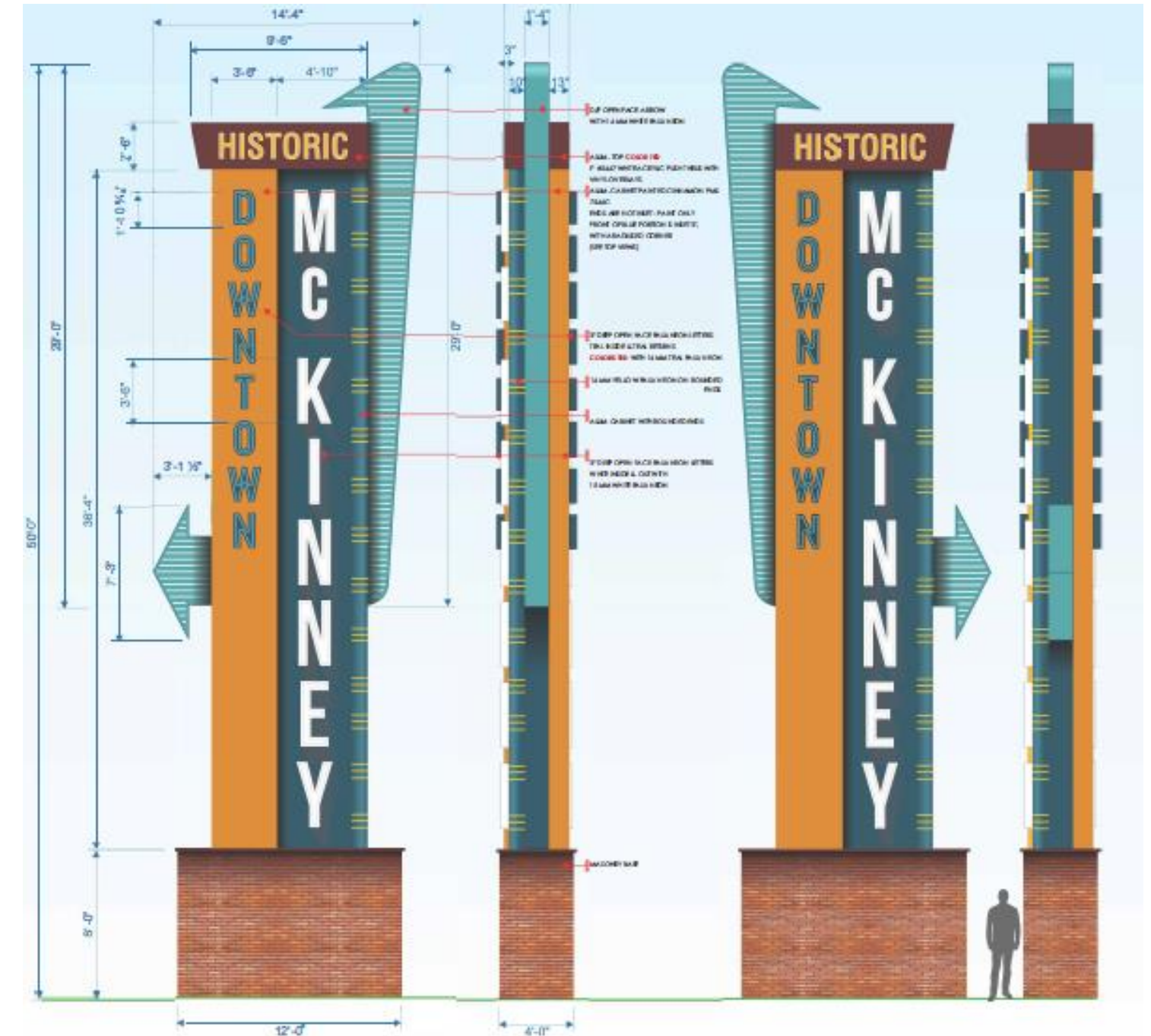
BENEFITS FOR THE HISTORIC DISTRICT:

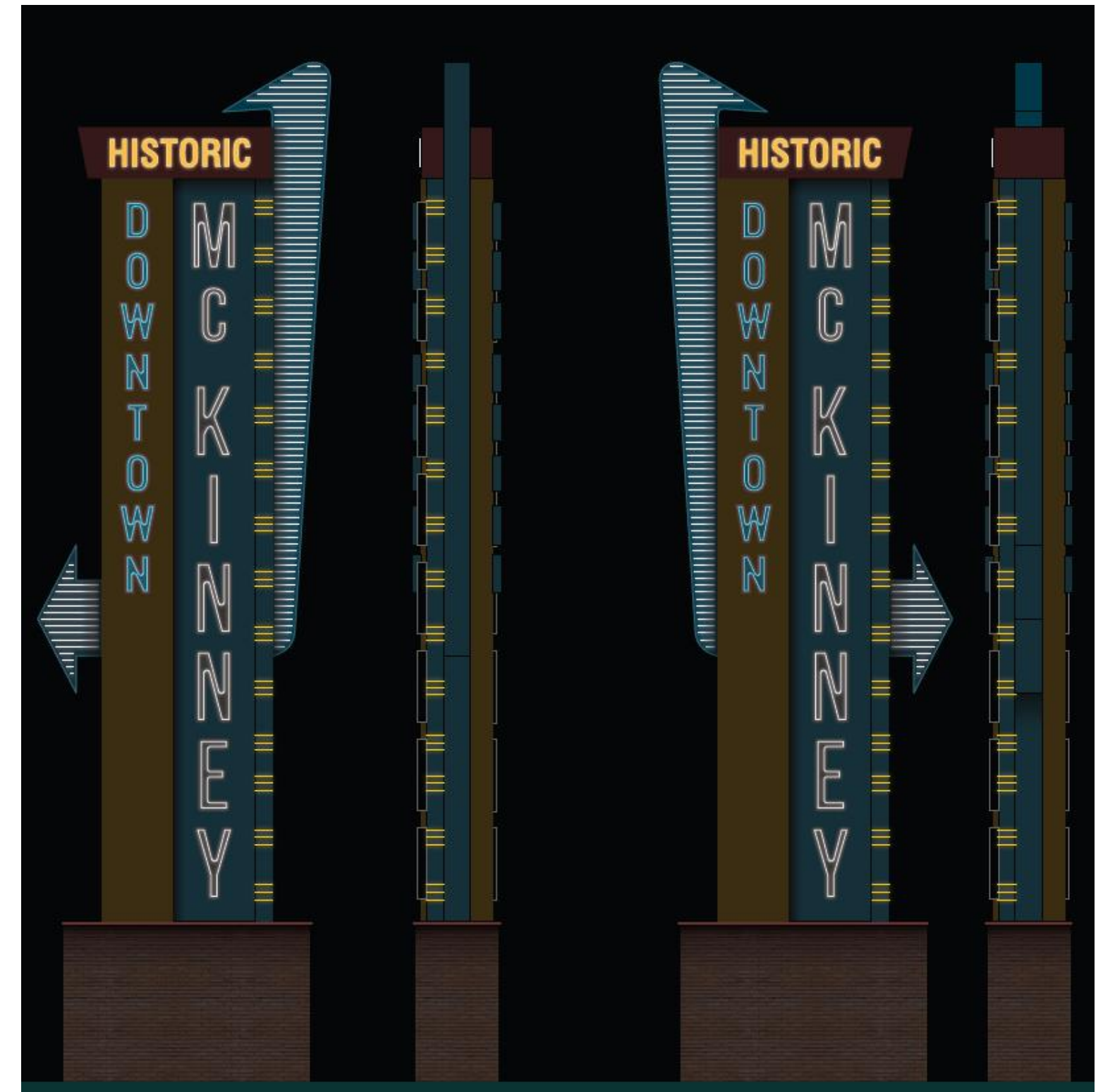
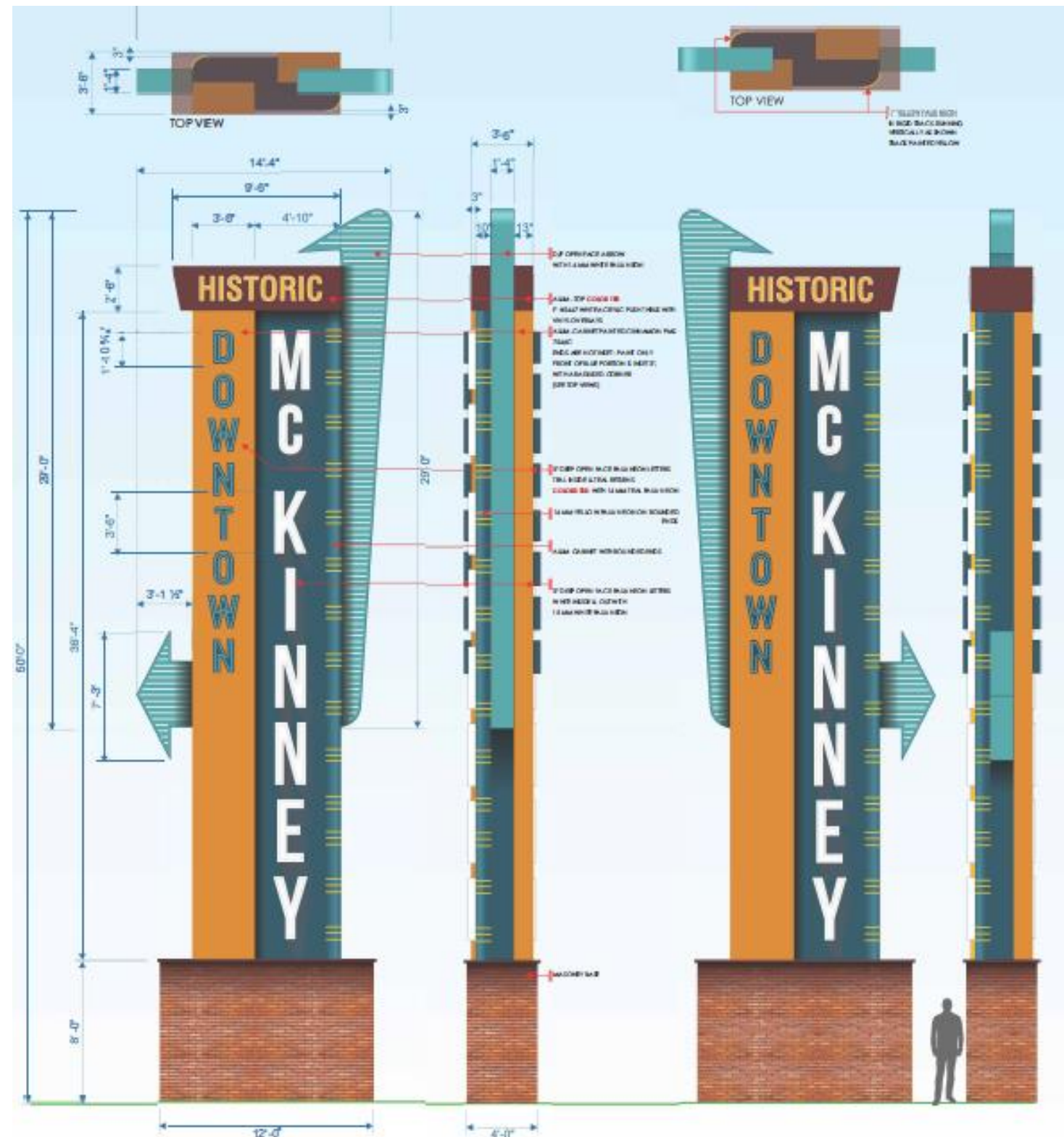
Increased Visibility: Amplifies awareness of Historic Downtown McKinney to over 170,000+ daily interstate drivers

Creates a sense of excitement and curiosity, prompting more spontaneous visits

District Branding: Reinforces Downtown McKinney's identity as a vibrant, must-visit destination

Iconic Landmark: Serves as a long-term visual identifier and symbol of the district

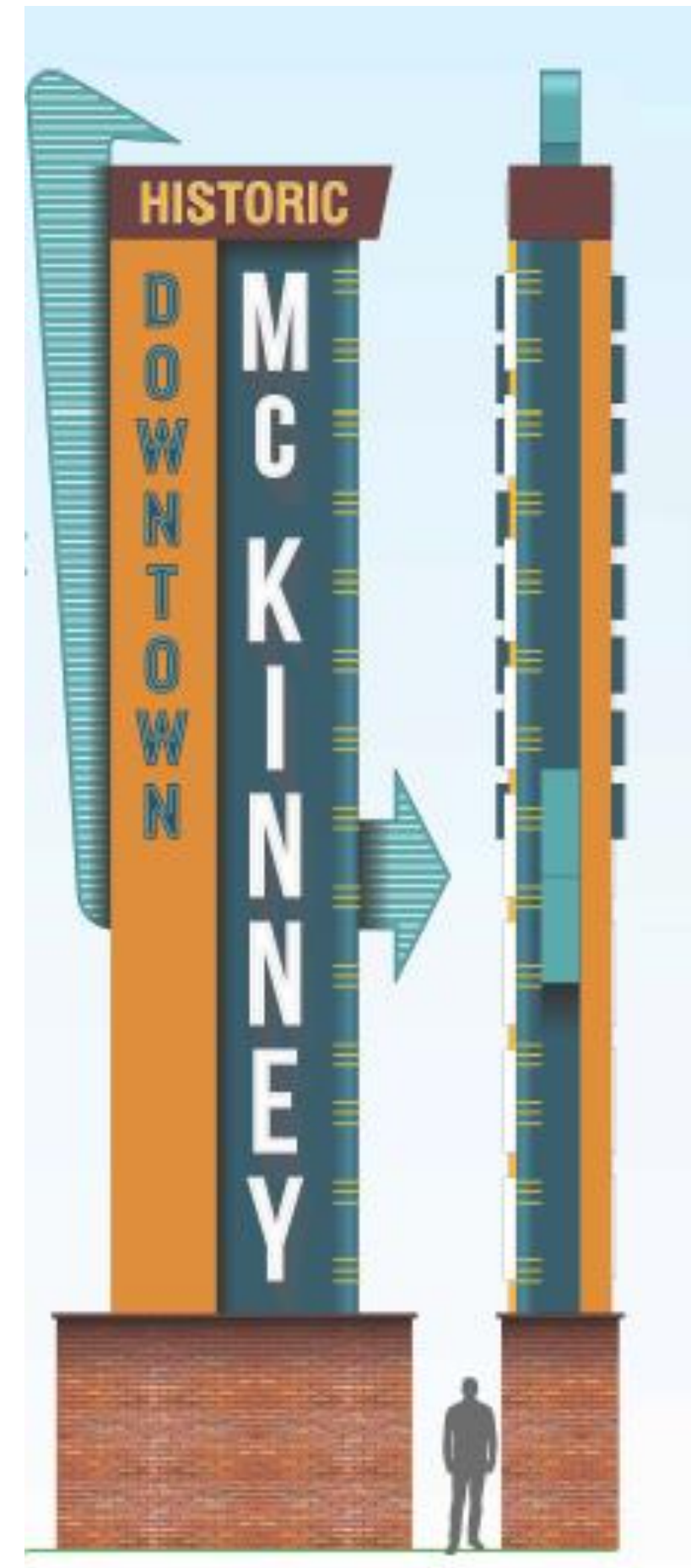




LOCATION SPECS:

LOCATION:

Center median near the intersection of North Central Expressway (Hwy 75) and Virginia Street. (73 ft setback from intersection.)



DETAILS:

- [illegible]

LOCATION MOCK-UP:



LOCATION MOCK-UP:



LOCATION MOCK-UP:



LOCATION MOCK-UP:



NEW DOWNTOWN ADVERTISING CAMPAIGN



THE SQUARE
THAT'S
ANYTHING BUT
SQUARE

DOWNTOWN MCKINNEY

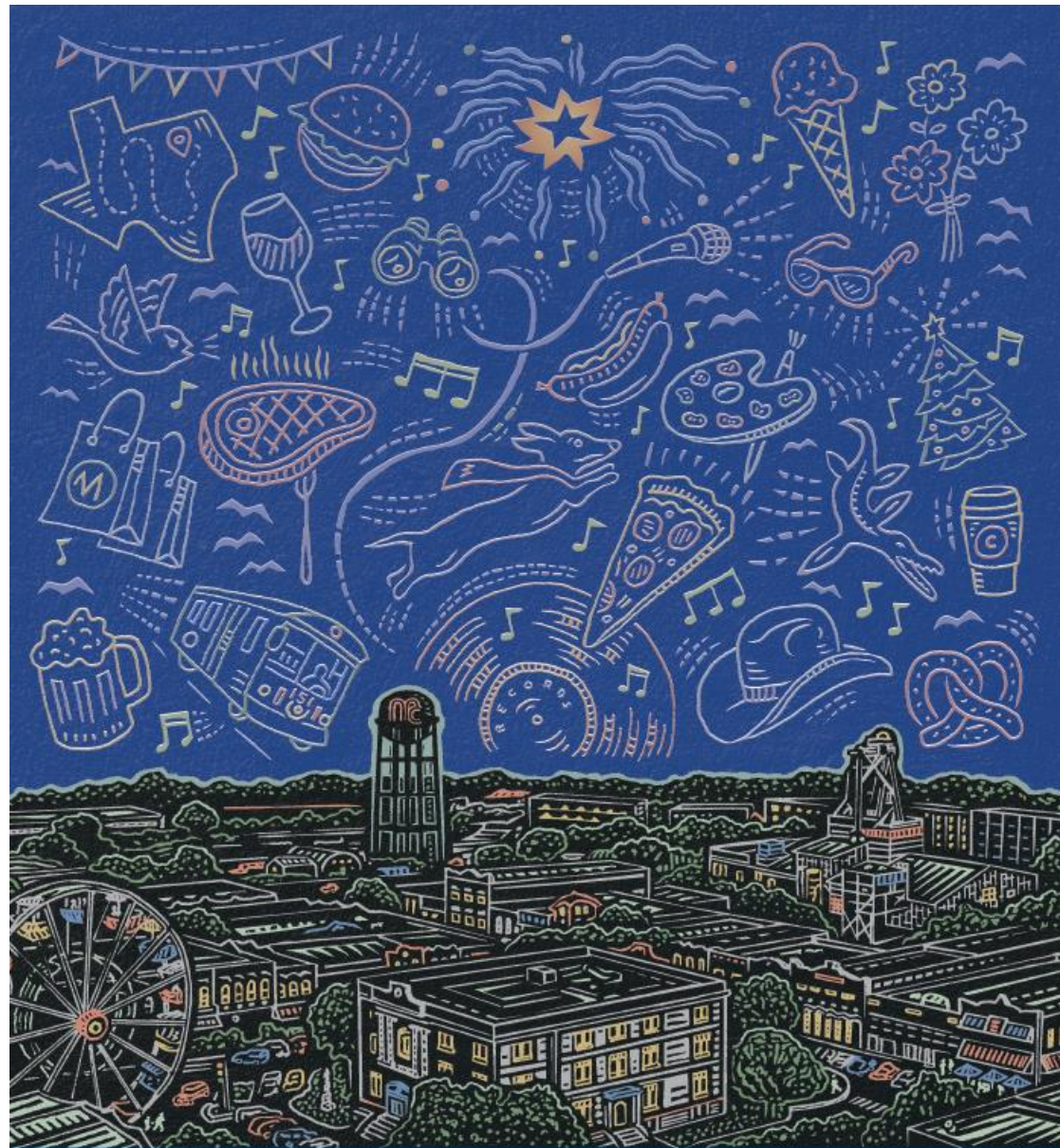
ILLUSTRATION

Bryan Petterson

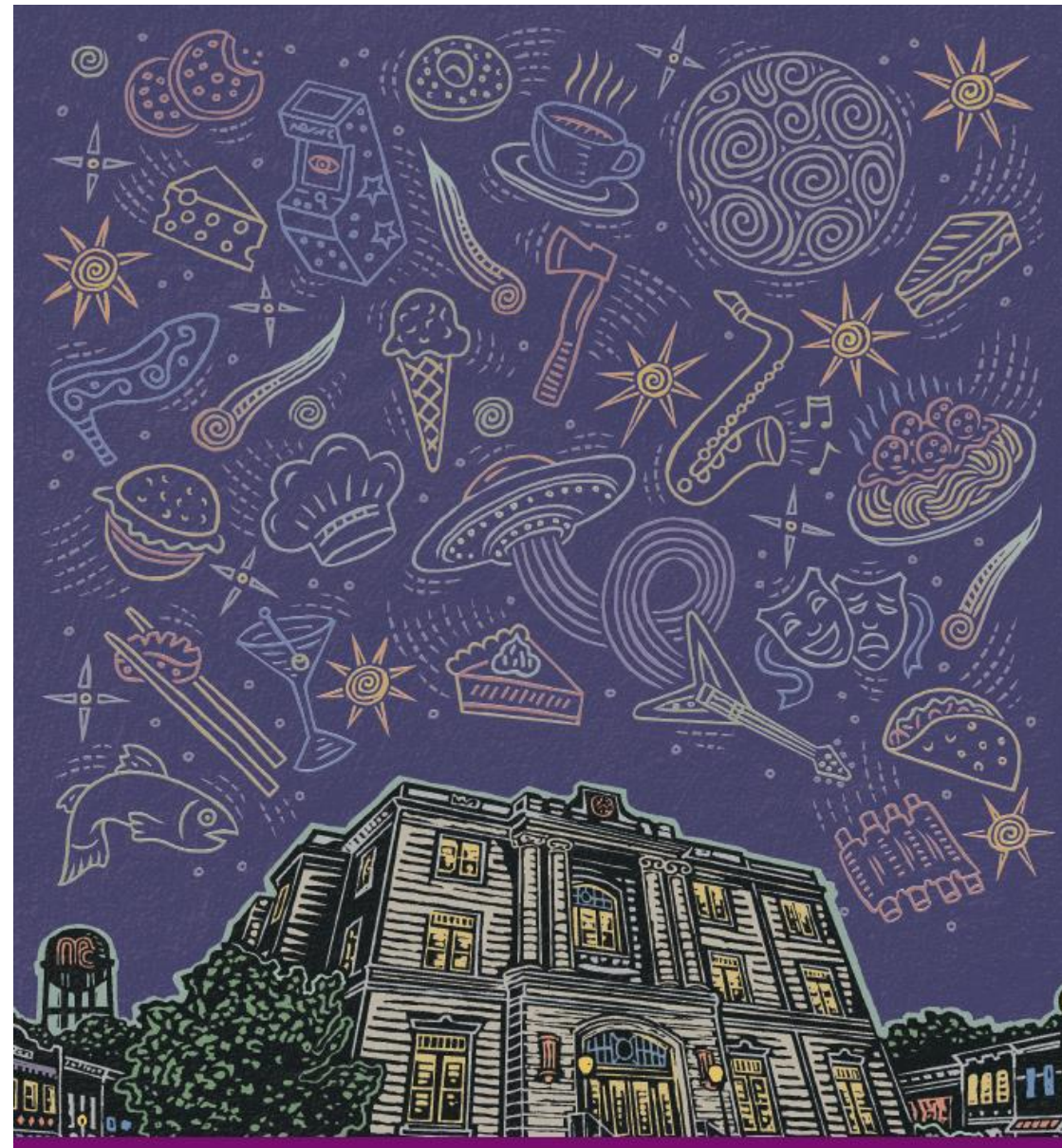
We propose using Bryan's illustration style. We would create illustrations featuring iconic buildings from Downtown McKinney. Buildings like the Courtroom Theater, TUPPS, the water tower, a classic row of shop facades, etc. All the fun things to do in the square would be featured in the sky above the facades, and each illustration would display a sky from a different time of day.



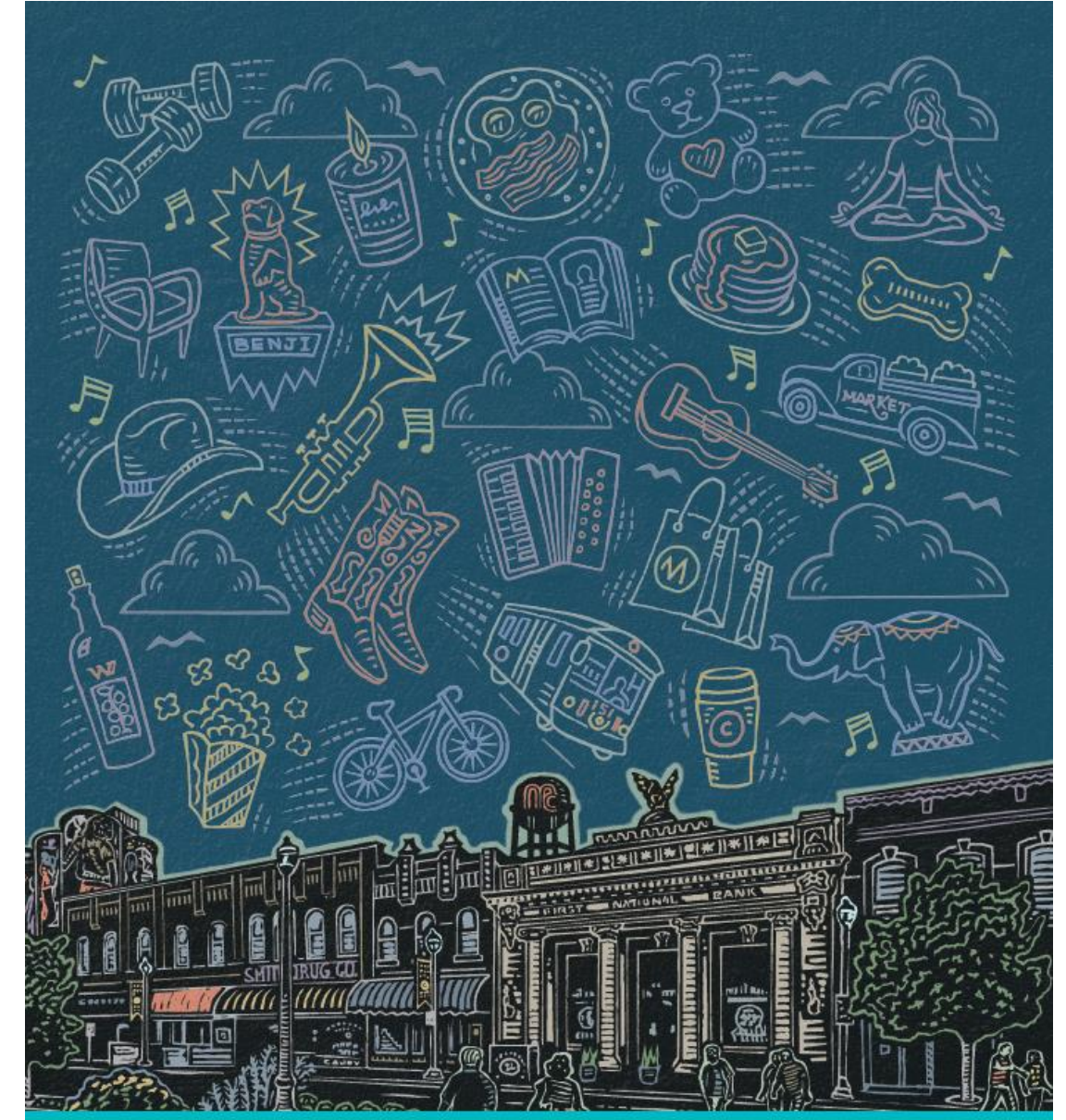
PRINT MEDIA



THE SQUARE THAT'S ANYTHING BUT SQUARE
DOWNTOWN MCKINNEY



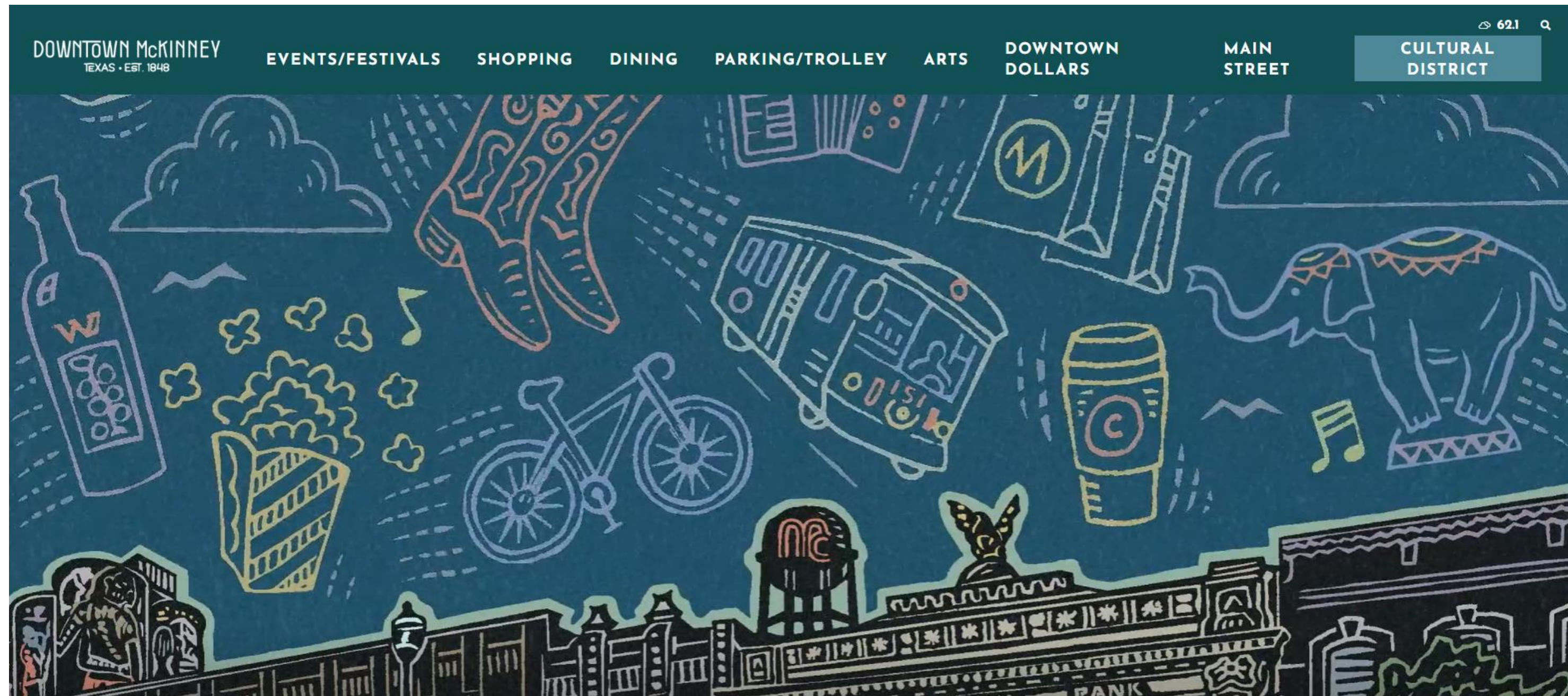
HAVE AN ANYTHING BUT SQUARE NIGHT
DOWNTOWN MCKINNEY
THE SQUARE THAT'S ANYTHING BUT SQUARE



GOOD TIMES THAT ARE ANYTHING BUT SQUARE
DOWNTOWN MCKINNEY
THE SQUARE THAT'S ANYTHING BUT SQUARE



NEW WEBSITE



SOCIAL MEDIA



downtownmckinney 

Historic Downtown McKinney

2,645 posts 65.6K followers 988 following

Shopping District
Entertainment, Shop, Dining, Bars, Music, Cultural District.
"The Square That's Anything But Square."
 ... more



Dining



Downtown



Oktoberfest



Holidays



Trolley



Parade



Arts In Bloom



WHICH CITY IS STARTING A GRANDMA STAND?

Girls' Weekend

HAPPY MIX CREPERIE MCKINNEY





Historic Downtown McKinney

52K followers • 328 following

Posts About Reels Photos

Intro



Historic Downtown McKinney

4d · 



downtownmckinney 





1/5



52



2



9



downtownmckinney Whether you're a native or just arriving, no Texan wardrobe is complete without a cowboy hat and @mckinneyhatco is just the place



BILLBOARDS





THANK YOU