

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

PROMOTION & PLACEMAKING

ECON. DEVELOP-MENT

HISTORIC PRESERVATION

MAIN STREET WORKS IN THE MIDDLE

VISION :

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





5.1 MILLION **VISITS A** YEAR!



180+ SMALL BUSINESSES



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

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

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.



DAY/NIGHTTIME VIEWS:



HISTORIC D M 0 C XX7 N T K 0 W N N N



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.





DESIGN SPECS:

DETAILS:

• Approximately 50 feet tall, visible from I-75 trac

 Constructed using programmable LED lighting to mimic the look of traditional neon

 Themed to complement existing Downtown McKinney signage

 Will become a day and night visual beacon for directing trac to Downtown McKinney



TIMELINE:

August 2025: Deposit made, and fabrication started.

Sept 2025: Site prep ahead of sign installation.

Oct 15-20: Install starts and completed

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

