

**DOWNTOWN
McKINNEY**
TEXAS • EST. 1848

5/15/2026

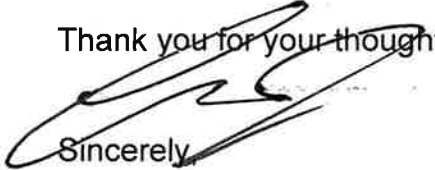
Dear City of McKinney Board of Adjustments,

On behalf of McKinney Main Street, and the City of McKinney, I respectfully request a meritorious exception for a new monument sign as submitted.

The proposed 50-foot neon monument sign for Historic Downtown McKinney is a strategic investment in the district's identity, visibility, and long-term vitality. It will serve as a marker to the entrance of the Historic District off of Highway 75. Monument signage serves the broader function of district identification, and like the existing neon signs in the Historic District, is intended as a visual brand anchor.

Coordination with the Traffic, Engineering, and Planning departments has informed the proposed location. The sign serves more than just one business/entity and will highlight the entrance the Historic District. The height was designed to be visible from the highway 75 and is below much of the existing signage and infrastructure around the site. This monument sign is complementary to existing wayfinding/monument signage.

Thank you for your thoughtful consideration!



Sincerely,

Andrew Jones
Director, McKinney Main Street
Ajones2@mckinneytexas.org
972-547-2661