

**From:**

**Sent:** Monday, April 09, 2012 11:50 AM

**To:**

**Cc:** ~~Brandon Opiela; Jason Gray; Brian Loughmiller~~

**Subject:** Proposed Electronic Sign

As a resident of McKinney, I would like for you to know that I am very opposed to the erection of this sign. I sincerely hope that you are not supporting this project and will be waiting to hear from you directly as to your position.

This sign grossly abuses the intent and the letter of our City Ordinances. This is not Allen or Frisco and we are not Las Vegas. McKinney is an historic city in every way and deserves extra consideration for anything that could affect our reputation and appearance.

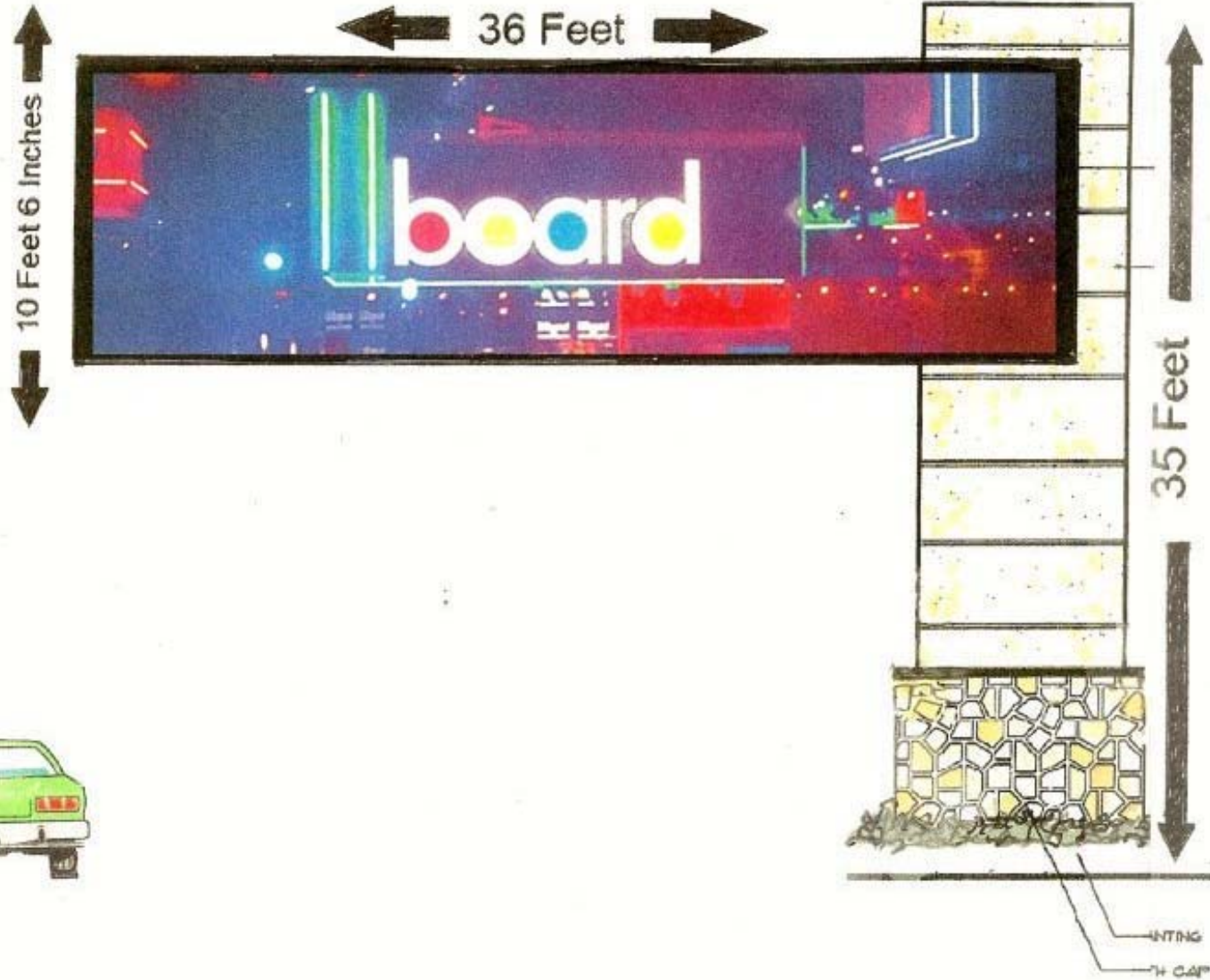
Please do not be swayed by the proposed "monument" to be built underneath. This will be seen by no one. Do not be swayed by the proposed planting of crape myrtles that no one will care for. Do not let sympathy for someone who made a bad land purchase, create an enormous eyesore for everyone to bear. Please do not overlook the likely hood that one billboard will invite the competition of another one.

This electronic sign would serve only to mock our City. This billboard will create one partime for a programmer.

You asked for my support in the last election and I ask you to represent me now.

Never more Sincere,  
Jill Alcantara  
2837 Dog Leg Trail

Submitted by Jill Alcantara



**From:** Debbie Finley  
**Date:** April 9, 2012 1:37:45 PM CDT  
**To:** <jgray@mckinneytexas.org>  
**Subject:** Electronic Billboard

To whom it may concern,

As a long time resident of McKinney and President of The McKinney Garden Club I strongly object to the proposed Electronic Sign before the Planning and Zoning Committee. Not only do I think it will be a huge distraction to motorist driving on the highway and disrupt the flow of traffic, but also it will cause accidents. We are taking away the charm of our community, lighting everything up!!!! The unique by nature logo doesn't seem to jive with more electronic media! Do we really need to light up highway 75 more? We are not Vegas!!! Please strongly consider the pros and cons in this matter .

Thank You,

Debbie Finley

**From:** Diane Craig  
**Sent:** Tuesday, April 10, 2012 9:56 AM  
**To:** planningdepartment@mckinneytexas.org; Kevin Spath  
**Subject:** FW: Digital Billboard Rezoning Request

Good Morning to All of You,

I would like to register my opposition to Doug Parker's rezoning request which on the P & Z agenda this evening.

I am sad and frustrated to see that this issue is again in front of us. This mega digital billboard is so inappropriate for our wonderful and "unique" city for all the reasons you have heard before. I believe allowing this rezoning and the billboard would begin a series of battles for more gaudy and distracting mega signs.

We have a sign ordinance, our Planning Department did not recommend it and City Council didn't allow it previously. Please uphold our ordinances to protect what we have that is unique, please do not allow this rezoning to happen.

Sincerely,  
Diane Craig  
309 North Benge Street  
McKinney, Texas

**From:** rudy littrell  
**Sent:** Tuesday, April 10, 2012 10:02 AM  
**To:** Kevin Spath  
**Subject:** LED Billboard

## **LED Billboard Zoning**

This is my concern.

Multi-billion dollar multi-national companies like Clear Channel, CBS and Lamar Advertising own the majority of these kinds of billboards. A google search will show how these companies are saturating the DFW area.

When these companies find out about this huge sign project (if they haven't already), they are going to make an offer to buy this property (if they haven't already).

Sooner or latter, these companies will want to build a second sign.

I believe these companies have deep enough pockets and enough tenacity to defeat any city or county ordinance we may think we have.

These kinds of sign structures will manifest themselves as a whole new category of intrusion on our neighborhood.

Regards,

Rudy Littrell.  
405 W. Hunt St.  
McKinney, Texas

From: Edna  
Sent: Tuesday, April 10, 2012 10:07 AM  
To: Jennifer Cox  
Subject: ELECTRONIC SIGN

JENNIFER

AS A MCKINNEY CITIZEN VOLUNTEER  
I AM HOPING THAT THE VOTE IS .....NO.... FOR THE ELECTRONIC SIGN BEING  
SUGGESTED FOR MCKINNEY AT 75 AND ROCK HILL RD.  
LET'S STAY UNIQUE.....McKinney!

Edna Brown

From: Kim Sinclair  
Sent: Tuesday, April 10, 2012 10:13 AM  
To: Jennifer Cox  
Subject: No to the sign!

As downtown McKinney homeowners we are AGAIST the proposed sign off 75.

Dr. James Kevin Gregg  
Kim Sinclair  
508 North Church st  
McKinney Tx 75069

Sent from my iPhone

From: Tom Michero  
Sent: Tuesday, April 10, 2012 10:50 AM  
To: Jason Gray; City Council; Jennifer Cox  
Cc: \_\_\_\_\_  
Subject: Stop the sign!

To the City Manager, Jason Gray and others

It has come to my attention that an electronic sign that was previously denied a permit by the Planning and Zoning Commission is back on the agenda. I'm sure there are some people who would benefit from the sign's existence but that is not sufficient reason to issue a permit for it.

If we are to compete with other cities for jobs and sustainable development, we need to create an environment where people want to live. I do not see how an electronic sign would increase anyone's desire to live here. In fact, I think the opposite is true. I believe our local economy is better served by development that makes us different than our municipal neighbors. Development that has beauty and nature as its goal will attract, by the law of supply and demand, the people and economic opportunity that is worthy of a great town.

Therefore, I urge the Planning and Zoning Commission to deny this sign a permit and protect McKinney from development that detracts from our town's unique history and character.

Best regards,  
Tom Michero  
1108 Tucker St.





April 10, 2012

Brandon Opiela  
[bopiela@mckinneytexas.org](mailto:bopiela@mckinneytexas.org)

Re: Rezoning Request to Allow Digital Billboard

Dear Mr. Opiela,

I am writing in support of the rezoning request to allow for a digital billboard located at US 75 and Rockhill Road. Medical Center of McKinney and HCA have recently implemented a campaign that uses digital billboards to keep the communities they serve better informed by posting the average wait times inside the Emergency Departments. With the lack of current opportunities and technology, our only option is to utilize less desirable static billboards.

Please assist us in providing valuable information and education to the community. I support the rezoning request and encourage you to vote in favor of this rezoning application.

Sincerely,

A handwritten signature in black ink, appearing to read "Ernest C. Lynch, III", with a stylized flourish at the end.

Ernest C. Lynch, III, FACHE  
President and CEO

**From:** Julie Shields  
**Sent:** Tuesday, April 10, 2012 3:02 PM  
**To:** Jason Gray; City Council; Jennifer Cox  
**Subject:** Electronic Billboard

I just found out about the possibility of there being a large electronic billboard put up near the Virginia exit on 75 and felt that I needed to voice my concerns.

As a business owner in McKinney and a resident of the Historic District in McKinney I think this is a terrible idea. One of the things that makes McKinney special is that it has a small town feel and a quaint Downtown and if people are greeted with a tacky huge digital sign every time they exit to go to our quant downtown I think it will put a bad taste in people's mouths. Yes Allen has one of these billboards but it is surrounded by large businesses at every turn, unlike the area where they are considering this sign for McKinney. There is a residential area very close by and Allen's sign is not on your way to a quaint downtown where you want to feel like you are escaping the city and urban sprawl.

Please consider what makes McKinney special when voting on this sign.

Sincerely,

Julie Shields  
Phase 3 Photography, LLC

**From:** lance lindsay  
**Sent:** Tuesday, April 10, 2012 3:44 PM  
**To:** Brandon Opiela  
**Subject:** Fwd: Digital Signs do lead to distracted drivers and more crashes

Please print or forward.

Sent from my iPhone

Begin forwarded message:

**From:** "Jason Burress"  
**Date:** April 10, 2012 3:26:12 PM CDT  
**To:** "'Scott Snellings'" "'Lindsay, Lance'"  
**Subject:** RE: Digital Signs do lead to distracted drivers and more crashes

What driver who is distracted and rear-ends someone on 75 have you ever heard say "Gee, I was distracted by X." They always say, "Gee Officer, the guy in front of me just slammed on his brakes out of nowhere." That's just one of the problems with this issue. You can never get accurate numbers.

One thing we know, however, is that we don't have to check our common sense at the door. Digital Signs are designed to DISTRACT THE DRIVER'S EYES FROM THE ROADWAY. Thus, driver distraction is increased. Digital Signs (and those which show video, etc.) are just regular billboards on steroids.

Jason K. Burress  
The Burress Snellings Law Firm PLLC  
109 W. Virginia St., Ste. 103  
McKinney, Texas 75069

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**From:** Scott Snellings  
**Sent:** Tuesday, April 10, 2012 3:23 PM  
**To:** 'Jason Burress'; 'Lindsay, Lance'  
**Subject:** RE: Digital Signs do lead to distracted drivers and more crashes

I assume they will also try to point to the huge digital sign in Allen/Fairview just off the corner of 75 and Stacy as precedent. Don't know if there have been any crashes with that cited as a factor.

D. Scott Snellings

The Burress Snellings Law Firm PLLC

109 W. Virginia St., Ste. 103

McKinney, Texas 75069

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**From:** Jason Burress  
**Sent:** Tuesday, April 10, 2012 3:13 PM  
**To:** Lindsay, Lance  
**Cc:** 'Scott Snellings'  
**Subject:** Digital Signs do lead to distracted drivers and more crashes

What do I think of Doug Parker's two "Industry Sponsored" studies (The Foundation for Outdoor Advertising Research and Education)? I think they are industry sponsored and mean nothing.

On short notice, I would point you to the following:

(1) **Safety Impacts of the Emerging Digital Display technology for Outdoor Advertising Signs**

[http://www.azmag.gov/Documents/pdf/cms.resource/NCHRP\\_Digital\\_Billboard\\_Report\\_70216.pdf](http://www.azmag.gov/Documents/pdf/cms.resource/NCHRP_Digital_Billboard_Report_70216.pdf)Page

Page 4 – The history behind this research/study.

Page 5, Paragraph 2 -- "The research sponsored by the outdoor advertising industry generally concludes that there are no adverse impacts from roadside digital billboards, even when, in one case, the actual findings of such research indicate otherwise. Conversely, the conclusions reached in research sponsored by government agencies, insurance companies, and auto safety organizations, especially in those studies performed in the past decade, regularly demonstrate that the presence of roadside advertising signs such as digital billboards, contributes to driver distraction at levels that adversely affect safe driving performance."

Page 177 – Summary and Conclusions

(2) **The Effects of Commercial Electronic Variable Message Signs (CEVMS) on Driver Attention and Distraction: An Update**

<http://www.fhwa.dot.gov/realestate/cevms.pdf>

- **By the U.S. Department of Transportation (Federal Highway Administration)**
  - Its paper really stands for the proposition that much, much more research and studies need to be performed to properly assess digital billboards' full effects on driver distraction.
  - Page 14 – DOT's description of the "serious flaws" and "methodological problems" with those digital billboard "studies" that purport to show no correlation w/ digital billboards and driver distraction. This section also acknowledges numerous studies which do, in fact, show correlation with increased driver distraction (i.e. Wisconsin Department of Transportation, E.

Young Research, Crundall/Van Loon Research, M.S.  
young/Mahfoud Research & Chan Research).

- (3) **A Critical, Comprehensive Review of Two Studies Recently Released by the Outdoor Advertising Association of America**  
<http://www.scenic.org/storage/documents/review.pdf>
  - Prepared for Maryland State Highway Administration by Jerry Wachtel of The Veridan Group, Inc. (he's a highly regarded traffic safety expert).
    - Report is highly critical of the conclusions and methodology of two studies (which just so happen to be the same author of the studies Doug Parker is proffering) and effectively debunks them.
  
- (4) **April 2006, National Highway Traffic Safety Administration, U.S. Department of Transportation - "Impact of Driver Inattention"**  
<http://www.scenic.org/storage/documents/nhtsa.pdf>
  - a. A major study of driver inattention, primarily involving distractions inside the car, but finding that any distraction of over 2 seconds is a potential cause of crashes and near crashes.
  
- (5) **The attached power point presentation is also worth a read.**

Finally, a comprehensive study on the safety of digital billboards has reportedly been completed by the Federal Highway Administration, but its results have not been made public I can't find when to expect it to come out.

Jason K. Burress  
The Burress Snellings Law Firm PLLC  
109 W. Virginia St., Ste. 103  
McKinney, Texas 75069

**From:** Janice Hall CPA

**Sent:** Tuesday, April 10, 2012 4:58 PM

**To:** City Council; Jason Gray; Jennifer Cox

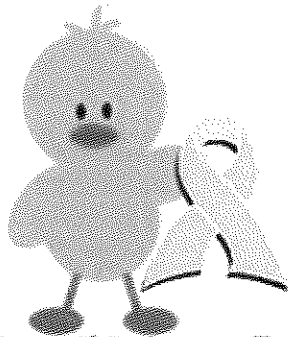
**Subject:** Please encourage P&Z members to vote NO again for the Electronic Billboard variance

Hi.

We don't want McKinney to be in the news because our city leaders have allowed a huge electronic billboard to be erected at the entrance to our historic district. The I-75 corridor at the historic district exit is already full of car lots and fast food joints. Adding a giant flashing sign would be pretty sad planning/zoning/development. Please continue to stand firm to *deny* the zoning change again.

Thanks.

Janice Hall, CPA



**This Chick Is  
Wearing Pink  
For Her Sister**

**From:** steve powell  
**Date:** April 26, 2012 7:56:09 AM CDT  
**To:** <[jgray@Mckinneytexas.org](mailto:jgray@Mckinneytexas.org)>  
**Subject:** Electronic Billboard  
**Reply-To:**

Dear Ms. Gray:

I strongly oppose the proposed electronic billboard on Hwy 75. I feel this would be an eyesore and a distraction to drivers. It was denied 2 times by the Zoning Board and now it is before the City Council---WHY!!!

Please reject this proposal.

Thank you,

STEVE POWELL  
401 W. Hunt St.  
McKinney, Texas 75069

**From:** james wilbanks  
**Date:** April 26, 2012 7:59:19 AM CDT  
**To:** <jgray@mckinneytexas.org>, <bloughmiller@mckinneytexas.org>  
**Subject:** Electronic signs

Please vote against installing electronic signs on Hwy 75 and other places in Mckinney.  
This will certainly not contribute to the cities motto, "Unique by nature."

Sue Wilbanks  
1205 Bristlewood Dr.  
McKinney, Texas



**From:** Peggy Snyder

**Date:** April 26, 2012 8:18:06 AM CDT

**To:** <[bloughmiller@mckinneytexas.org](mailto:bloughmiller@mckinneytexas.org)>, <[jgray@Mckinneytexas.org](mailto:jgray@Mckinneytexas.org)>

**Subject:** electronic signs

Please reconsider any benefit that the petitioner for this sign may be selling (such as free ads for the City of McKinney). The sign is not what we need, it's a glaring, unattractive bill board. Whatever happened to the former idea of highways and major thoroughfares wanting to completely eliminate billboards due to their distracting, commercialistic blight on the landscape? Fr goodness' sake.... it's by our beautiful Town Lake Park and the other park on the east side of 75. Are you paying attention?

Peggy Snyder \\  
McKinney, TX

**From:** Alice Jones

**Date:** April 26, 2012 10:33:33 AM CDT

**To:** "[jgray@Mckinneytexas.org](mailto:jgray@Mckinneytexas.org)" <[jgray@Mckinneytexas.org](mailto:jgray@Mckinneytexas.org)>

**Subject:** **Electronic Billboard at Hwy. 75 and Rockhill Road**

**Reply-To:** Alice Jones

Dear J. Gray,

I am totally against any billboards going up at Hwy 75 and Rockhill Road and especially downtown. If these go up will we change our name to New York or Hollywood. We are a family town and need to remember that when deciding these things. No bling for McKinney!

I appreciate the opportunity to air my views.

Thank You!

Alice Jones  
9833 Meadow Rue Drive  
McKinney, TX 75070

**From:** Reynolds  
**Date:** April 26, 2012 4:58:18 PM CDT  
**To:** <jgray@Mckinneytexas.org>  
**Subject: Electronic Billboard**

I have just learned of the request for zoning changes so that a huge electronic billboard can be erected at I-75 and Rockhill Rd. I urge McKinney City Council to veto any such zoning changes to allow such a blinking monstrosity to be erected on a site that would be an eyesore to anyone passing through our beautiful historic city. What are we trying to convey - that McKinney has become a model for the beginning of a duplication of a Las Vegas style advertising strip??

Sincerely,

Shirley Reynolds

**From:** Adah Leah Wolf  
**Date:** April 29, 2012 10:26:07 AM CDT  
**To:** <jgray@mckinneytexas.org>, <bloughmiller@mckinneytexas.org>  
**Subject:** Do not approve Proposed digital sign

Dear City Council members:

I am strongly opposed to the use of our corridors as brightly lit advertisements. My comments from a year ago remain the same:

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**From:** Adah Leah Wolf  
**Sent:** Tuesday, April 26, 2011 8:47 AM  
**To:** geobush@msn.com; clarkr@legacytexas.com; [REDACTED];  
[REDACTED]; [REDACTED]; lthomp327@tx.rr.com; [REDACTED]  
**Cc:** 'Ty Lake'  
**Subject:** Do not approve Proposed digital sign

Dear P & Z Committee members:

I am strongly against using our highway right of way as a digital billboard. This request needs to be denied. They are unsightly, cause dangerous distractions to drivers, and show the world that our unique nature is up for sale. In my work life-as Main Street Manager for the City of Farmersville, I have seen other cities opt out of digital billboards, choosing instead to encourage the kind of development that is conducive to heritage tourism and nature tourism. We do not want to be remembered for our flashing signs but for our beautiful, unique nature that is McKinney.

Sincerely,  
Adah Leah Wolf  
26 year resident of McKinney

200 S. Bass Street  
McKinney, TX

**From:** Adah Leah Wolf

**Date:** April 29, 2012 10:32:47 AM CDT

**To:** <[jgray@mckinneytexas.org](mailto:jgray@mckinneytexas.org)>, <[bloughmiller@mckinneytexas.org](mailto:bloughmiller@mckinneytexas.org)>

**Subject:** Just say NO to digital signs

This is a really, really bad idea.

They are eyesores, a distraction and dangerous. We do not need to "sell out" to the highest bidder. This is our city, and we can afford to be choosy with how we present ourselves.

Sincerely,

Duane Brown

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Duane Brown

200 S Bass

McKinney, TX

From: Ariana Herrman  
Sent: Monday, April 30, 2012 12:42 PM  
To: Jason Gray  
Subject: Digital billboard

Please do not allow an ugly digital billboard to be placed at 75/rockhill road.  
Let's have more integrity than that. Zoning and codes exist for a reason. Let's  
keep McKinney a nice place to live and work.

Thank you,  
Ariana Herrman

Sent from my iPhone

From:  
Sent: Monday, April 30, 2012 2:11 PM  
To: Jason Gray  
Subject: Rezoning

I am against the rezoning of the parcel of land at the corner of 75 and Rockhill.

Thank you!

Kate Moore  
Sent via BlackBerry from T-Mobile

**From:** Christine Lindsay  
**Sent:** Monday, April 30, 2012 3:57 PM  
**To:** Brian Loughmiller  
**Cc:** Jason Gray  
**Subject:** Electronic Billboard Rezoning Request

Mayor Loughmiller,

I send you this email to strongly urge you to vote NO on this new round of rezoning request for ANY electronic billboard to be placed on Hwy 75 and on or near the courthouse. There is absolutley no way this could enhance our dear, old city, no matter how many times this issue comes into play.

The billboard located on Hwy 75 & Rockhill was a gamble for a money making scheme to find purpose for a small parcel of land that cannot be used for anything else. Well, they gambled and we should not have to suffer for their monetary risks.

As for something similar to be placed on or near the square or courthouse is ridiculous. There are so many sources for receiving information about events happening in McKinney, this would just be a big eye sore that serves no purpose. Most people who come to enjoy our historic square don't need to be reminded so blatantly about events...most people spending money down here know what's coming and can easily find this information in other places. Do we have to have bright lights in our face to know something...I think not.

Thank you for your consideration to reject this unsightly blemish on the corridor to McKinney and our lovely historic square.

Christine Lindsay  
800 North College St.  
McKinney, TX 75069



**From:** Janet Landers  
**Sent:** Monday, April 30, 2012 5:44 PM  
**To:** Jason Gray; Brian Loughmiller  
**Cc:** Diane Craig  
**Subject:** digital signs

Mayor Brian Loughmiller  
J Gray, City Manager

Persuant to the discussion about digital signs, at Rockhill Rd & 75, and MPAC:

Allow me to weigh in on the current discussion involving the digital signage requests. Most of my neighbors and myself, have reservations about the "Las Vegas" image that these will bring....a total opposition to our City's tag line...."Unique by Nature". We also expect that once you amend the ordinance to allow such, many new requests will follow, or just be implemented..... perhaps the rebound effect from an outlived old sign ordinance that needed some changes.

In our historic neighborhood, the property owners have made a financial investment which typically include knowledge that funds will be required for maintainence and upkeep far and above the ususal, pursuant to the ages and historic values our homes demand. We therefore are concerned about changes, especially those of esthetic value, which might reflect negatively in any respect.

The current I-75 corridor looks more like a car lot much like we see along 635 at Garland, than any City of beauty and historical significance.....such a wasted opportunity. So going forward, we now feel the need to be more diligent in our concerns about image and development.

Please know that we are progressive minded individuals, knowing that advertising is important to promote local business. Why can't a plan be developed that signifies all signage have a "Unique in Nature" aesthetic that we can live with?

In large, most in my neighborhood remain skeptical and oppose the current proposals. We request that at tomorrow's Council Meeting, our issue with such be addressed seriously. This would begin with the City taking the lead in creating a progressive sign ordinance, with the aesthetics in place, instead of waiting for business owners to impose changes that we feel run counter to our committment to live here ....and are force fed to us by Council!

Thank you for taking time to address our neighborhood concerns.

Sincerely,  
Janet L. Landers

-----Original Message-----

From: ML

Sent: Monday, April 30, 2012 9:51 PM

To: Jason Gray

Subject: Electronic billboard

Dear Sir,

Please vote against modifying zoning to allow a proposed electronic billboard to be installed on the frontage road at Rockhill. An electronic billboard at this visually congested intersection only serves to add a driver distraction and potential hazard at a particular section of road requiring the greatest driver attention. Drivers on this particular stretch of frontage road must zipper into one lane of traffic, merge streams with off ramp traffic, watch for cars turning into Honda, slow for cars taking intersection or turning into Golden Corral, and anticipate backed up stoplight traffic; how is this a good spot for a billboard whose motion and light will be pre-attentively drawing driver's eyes? A regular billboard...I wouldn't like to see it, but I wouldn't be writing letters to city officials about it. Motion, light and changing visuals are another story...who will be liable for the first accident at this intersection when the electronic billboard is found to be a contributing factor?

I am sorry for the man who purchased this land; everyone wants to see a return on investment. But, he made an investment knowing the property risks (and even the limitations) and like any decent business man, should acknowledge that sometimes risks taken turn into costs. It is also sad to see that he thinks he deserves special treatment since the zoning is clear, the planning board has been clear, the community who live closest to the board, who have to interact with it on a daily basis have been clear: no electronic billboard. Failure to vote against this billboard is a signal to me, that some one person's interests trumps a whole lot of other valid concerns. Failure to vote against this billboard sends out a signal to the people who drive by on the highway, that we're not unique by nature, we're just the same old uncoordinated sprawl that is all over North Texas, nothing to see here that you can't get anywhere else. Please represent the majority of expressed opinions and vote against the electronic billboard.

Respectfully

M. Lenox

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M. Lenox

Sent while away from computer

**From:** Kerry Randol-Johnston  
**Sent:** Tuesday, May 01, 2012 7:57 AM  
**To:** Brian Loughmiller; Jason Gray  
**Subject:** mega electronic billboard

I would like to voice my opinion as a 23 year historic district resident on the electronic billboards proposed for our city. Please don't allow this, it will only open the door for more like it. We want to keep McKinney unique by nature so why look like every other suburban town between Dallas and here, all mega car dealerships, big box stores and billboards, lots of them. I realize it is income for land owners where they can keep their AG status but collect commercial income, I assume more profitable than a few livestock. But McKinney needs to stay unique. Do the right thing and vote against this.

Kerry Randol-Johnston

**From:** Timothy Lyons  
**Sent:** Tuesday, May 01, 2012 11:56 AM  
**To:** Jason Gray  
**Subject:** Re: Signage  
**Importance:** High

I am opposed to the erecting of any electronic signs in the Historic District as I believe it will destroy the historical feel of the area.

I also oppose the erection of the proposed electronic sign on the Central Expressway frontage and to the rezoning of the property at Highway 75 and Rockhill road from Commercial to Planned Development. These signs are not the type of signs that reflect the image of McKinney, Texas and would, in my opinion, cheapen the look of the area. Please take into account the effect this would have on our community.

Tim Lyons  
109 W. Virginia Street  
#201  
McKinney, Texas 75069