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In accordance with the provisions of the Sign Ordinance, appeal is now made to the McKinney City Council to grant the following request. (Please be specific.)

We are requesting a meritorious exception for the 90' tall vertical tower display for Cinemark's new theatre in McKinney. The tower sign has been professionally designed by Cinemark's Architect as a unique landmark design feature, which will present this building as a beautiful entertainment destination in McKinney. The tower is constructed of high quality finishes and internally illuminated with energy efficient and long-life LED lighting. It features a beautiful complementary color palette, tying into the overall building design and scale, while mindful of the distance the building is setback from Hwy 380.

The first tower of this design was installed at Alliance Town Center in Fort Worth in 2012 at 90' tall, and 15 others have been installed at various locations nationwide since that time. The displays have been well received in every market for their pleasing design aesthetic and functionality as a landmark in their developments.

Cinemark would like to bring this beautiful tower feature to McKinney to mark the new theatre which will feature cutting-edge technology and customer-preferred amenities including Cinemark's Luxury Loungers recliners [electric-powered, plus, oversize recliners with cup holders and footrests in each auditorium], a Cinemark XD auditorium [the #1 private label large format in the world featuring the largest screen in the theatre and custom surround sound], 4K digital projection, and reserved seating. The exterior building design is the first impression for theatre patrons and we appreciate your consideration for the special design and unique features this tower brings to the theatre, development, and community.