

**Brandon Opiela**

---

**From:** Gail Riegle  
**Sent:** Friday, April 22, 2011 10:58 AM  
**To:** Brandon Opiela  
**Subject:** Jumbotron signage on Hwy 75

Please record our opposition to such signage on Highway 75 through McKinney. Once you let one company do it, then you set a precedence for all the others. BIG MISTAKE!

Thank you.  
Fred and Gail Riegle  
McKinney, TX

**Brandon Opiela**

---

**From:**

**Sent:** Monday, April 18, 2011 12:41 PM

**To:** Jason Gray; geobush@msn.com; clarkr@legacytexas.com; Ray@AppianCommercial.com; sean@citipointe.org; jradke@ag-power.com; dtate@tatefinancialgroup.com; Lthomp327@tx.rr.com; Jennifer Cox; Kevin Spath

**Subject:** Fwd: Proposed Electronic Billboard

**This is not Las Vegas**

---

## McKinney...Green or Not

**Please forward this email to your neighbors  
and**

**The Planning and Zoning Commission and The City Manager of McKinney and City Staff**

We do not want a variance issued to the Zoning Ordinance that would allow an electronic billboard to be built on Central Expressway or any where in the City of McKinney for that matter.

Please be aware that we, the residents of McKinney, do not want our sign ordinance waved or amended unless the intent is to eliminate all future billboards.

We expect the beautiful and historic character of our city to be preserved, guarded and enhanced. A sign of this nature is an unacceptable assault on those very qualities.

Cut and Paste this list into your address "Send To" Box and let your City know how you feel.

**[jgray@mckinneytexas.org](mailto:jgray@mckinneytexas.org)**

**[geobush@msn.com](mailto:geobush@msn.com)**  
**[clarkr@legacytexas.com](mailto:clarkr@legacytexas.com)**  
**[Ray@AppianCommercial.com](mailto:Ray@AppianCommercial.com)**  
**[sean@citipointe.org](mailto:sean@citipointe.org)**  
**[jradke@ag-power.com](mailto:jradke@ag-power.com)**  
**[dtate@tatefinancialgroup.com](mailto:dtate@tatefinancialgroup.com)**  
**[Lthomp327@tx.rr.com](mailto:Lthomp327@tx.rr.com)**

**[jcox@mckinneytexas.org](mailto:jcox@mckinneytexas.org)**  
**[kspath@mckinneytexas.org](mailto:kspath@mckinneytexas.org)**  
**[jgray@mckinneytexas.org](mailto:jgray@mckinneytexas.org)**

**Brandon Opiela**

**From:** Cathy Straley  
**Sent:** Friday, April 22, 2011 6:48 PM  
**To:** Brandon Opiela; Don Day; GERALYN KEVER; Travis Ussery; Ray Ricchi; Pete Huff; David Brooks; Brian Loughmiller  
**Subject:** Giant Electronic Billboard

**It is our understanding that there is a request currently under consideration for a variance to McKinney's Sign Ordinance to allow Doug Parker to install an oversized electronic billboard on the east side of Hwy 75 at Rockhill Road. I have seen the drawings and dimensional plans for the sign, and it's size is more than DOUBLE that which the city's Sign Ordinance allows (672 sq.ft. vs. 288 sq.ft.) !!**

**I urge the McKinney City Council  
 To vote "NO" on the variance of the Sign Ordinance!  
 We DO NOT want  
 this over-sized, gaudy sign in our "Unique by Nature" city!**

**There is NO way that this sign fits into any "beautification" objectives for our City! Just because the plans also call for a small "WELCOME TO MCKINNEY—UNIQUE BY NATURE" portion at the base (which no one will see underneath the gigantic, pulsating signage above), it does NOT justify this monstrosity.**

**There are perfectly good reasons to have a Sign Ordinance to manage otherwise obtrusive signage, so why would you lower our city's reasonable standards? How could a variance be justified except by dismissing the people of McKinney's wish to have a desirable entrance to our city along Hwy 75, rather than being met with a gaudy giant sign flashing ever-changing advertisements for insurance, bail bonds, dental work, or worse??**

**Please vote NO to the variance, and stop this giant sign from happening!**

**The offering of free notice for "Dickens Christmas" is a weak freebie as it will appear just as gaudy as the other advertisements flashing eight times a day. This is not Las Vegas! And aren't we inundated enough in our lives not to have to endure more advertising on an over-illuminated, gigantic screen only a few blocks from our homes? If some people like humongous screens, they should go more often to Texas Stadium!**

**We should be on a campaign to ELIMINATE all billboards, and not to break the rules to please chamber members who are out to make a dollar. This is OUR CITY, the PEOPLE'S HOMETOWN, and we want it to STAY UNIQUE, not become gaudy. Building this sign will really anger the citizens of McKinney if our environs are not protected from such foolishness.**

**Please vote NO to the variance, and stop this giant sign from happening!  
 The Citizens of McKinney will thank you  
 for protecting our City!**

**From****Cathy Straley**

Current Vice President and Past President of McKinney Garden Club;  
 Past Director of Collin County Heritage Guild's Holiday Home Tour;  
 Advocate member of McKinney Green; 23-year member of National Society of Daughters of the American Revolution; 11-year Proud Citizen of McKinney.

**And****Dewey "Beau" Straley**

Mechanical / Electrical Engineer, ENSCO Offshore Drilling;  
 Bonanza Owner / Pilot and Glider Pilot; 11-year Proud Citizen of McKinney.

## Brandon Opiela

---

**From:**

**Sent:** Saturday, April 23, 2011 8:05 PM

**To:** Brandon Opiela

**Subject:** Electronic Billboard Objection

Mr Opiela, please consider this a shout out against the proposed erection of the electronic billboard that fails to meet current City of McKinney ordinances.

My understanding is that the proposed sign fails to meet the Height - Lighting and Size restrictions for signage in McKinney.

I am of the opinion that the proposed sign offers no redeeming value to the quality of life in McKinney.

Please represent the concerned citizens of McKinney and lead the fight against the request for a variance and zoning change.

Al Alcantara

## Brandon Opiela

---

**From:**

**Sent:** Monday, April 25, 2011 8:59 AM

**To:** Brandon Opiela; Don Day; SusanOwens@aol.com

**Subject:** Is this your vision of Mckinney? P and Z Tuesday Nite



**From:** Adah Leah Wolf  
**Sent:** Tuesday, April 26, 2011 1:18 PM  
**To:** Jennifer Cox  
**Subject:** for P & Z members

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

-----  
**Adah Leah Wolf**  
**Manager, Farmersville Main Street Program**  
**205 S. Main St. Farmersville, TX 75442**

<http://www.farmersvilletx.com>

## Brandon Opiela

---

**From:**

**Sent:** Sunday, April 24, 2011 2:24 PM

**To:** Brandon Opiela

**Subject:** Las Vegas Sign

Please, oppose this sign. Don't let self interest make a mockery of McKinney. Fight for Us!

4/25/2011