

BOARD OF ADJUSTMENT REGULAR MEETING

FEBRUARY 18, 2026

The Board of Adjustment met in regular session in the McKinney City Hall, Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Wednesday, February 18, 2026, at 6:00 p.m. An audio recording of the meeting is available to members of the public through the City of McKinney meeting archive.

Acting Board Chairman Tonya Dangerfield called the meeting to order at 6:02 pm upon determining a quorum consisting of acting Chairman Tonya Dangerfield and the following Board members: Jon Neal Prevost, Samuel Franklin, Randall Wilder and Elmer Corbin.

Board Members Absent: Chairman Deanna Kuykendall and Vice-chair Larry Jagours

These staff members were present: Chief Building Official Suzanne Arnold, Administrative Coordinator Monica Castilleja, and IT Audio/Video Joshua Arias.

There was one member of the public present in the audience.

CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board member, making such a request before a motion and voting on the Consent Items.

26-0124 Minutes of the Board of Adjustment Meeting on December 3rd, 2025

26-0125 Minutes of the Board of Adjustment Work Session Meeting, December 3rd, 2025.

A motion was made by Elmer Corbin to approve item 26-0124 Minutes of the Board of Adjustments Regular Meeting and Item 26-0125 Minutes of the Board of Adjustment Work Session Meeting that occurred on December 3rd, 2025, seconded by Board member Samuel Franklin. The minutes of the Board of Adjustment Meetings from December 3rd,

2025, were unanimously approved and referred to the City Council for approval.

REGULAR AGENDA ITEMS

Chairman Tonya Dangerfield read the regular agenda item:

26-0126 Conduct a Public Hearing to Consider/Discuss/Act on the request by Applicant Steven Betzold of Lamar Advertising to Consider/Discuss/Act on the Appeal of the Building Official's decision regarding denial of a permit to install a 50 foot tall, 672 square foot digital billboard on SH 121/Sam Rayburn Tollway, in violation of UDC Article 506 (B)(1) prohibiting new billboards, Article 506 (B)(3) prohibiting digital billboards unless certain qualifications are met, Article 506 (B)(3)(b)(ii) limiting the height to 40 feet, and Article 506 (B)(3)(b)(i) limiting the size to 300 square feet. This request is on the property commonly known as 2nd Family Dogs located at 6780 SH 121, Lot 8 of Block A of the Advantage-LaQuinta Highway 121 Addition to the City of McKinney, Texas.

A motion was made by Board Member Randall Wilder to open the public hearing, seconded by Board Member Jon Prevost. The Board voted unanimously in favor of the motion. The floor was open to public hearing. Chief Building Official Suzanne Arnold, and one member in the audience were sworn in by Chairman Tonya Dangerfield.

Chief Building Official Suzanne Arnold presented the ordinance, a map, photos, and information from the application to the Board. Once the presentation was concluded, Ms. Arnold asked the Board Members if they had any questions for the staff. Board Member Jon Prevost asked for clarification on who the applicant was and who the owner of the business was, where the billboard would be. Ms. Arnold stated that the applicant is Lamar Advertising and stated that, to her knowledge, she believed the tenants in 2nd Family Dogs are the owners. Board Member Samuel Franklin asked Ms. Arnold if this

BOARD OF ADJUSTMENT MINUTES

FEBRUARY 18, 2026

PAGE 3

case was a case that was brought to the Board of Adjustments in August of 2025, and if this case got approved. Ms. Arnold stated yes to both questions. Board Member Samuel Franklin asked the Members if anyone recalls being present. Chairman Tonya Dangerfield and Board Member Randall Wilder both state that they were present at that meeting. Chairman Tonya Dangerfield stated that, from what she recalls, it was approved due to the billboards that were lost in another area within the City. Chairman Tonya Dangerfield mentioned to the Board Members that the applicant attempted to speak to other businesses in hopes of being able to put up a billboard and had no luck. She also mentioned that she does recall herself and the other members going back and forth regarding the dimensions the Applicant was requesting and what the ordinance allowed. Chairman Tonya Dangerfield mentioned to the Board that she did recall there being stipulations, one being getting it approved by the Engineering Department. She also stated that the Board Members were unsure whether the variance was going to be approved by the Engineering Department, in which she mentioned it clearly was not, since the applicant was asked to apply for another variance due to the location change. Chairman Tonya Dangerfield asked Board Member Randall Wilder if he agreed with what she recalled from the previous meeting, in which he seconded her statements and mentioned that he recalls the same scenario. Board Member Elmer Corbin asked if anything else had changed in this variance as opposed to the one that got approved in August of 2025. Board Member Elmer Corbin asked if the dimensions or intended use had changed since the last approval. Ms. Arnold proceeded to let Board Member Elmer Corbin know that the only changes that had occurred were the location and the orientation of the billboard. Chairman Tonya Dangerfield asked Ms. Arnold for clarification on the orientation of the billboard sign. Ms. Arnold clarified for Chairman Tonya Dangrfield that the orientation had changed. Board Member Samuel Franklin asked Ms. Arnold if staff had an opinion on the case. Ms. Arnold stated that the staff's opinion is that the variance that is being asked for is contrary to the language of the ordinance. Staff questions concluded, and Chairman Tonya Dangerfield asked for the owner or the owner's representative to step up to the podium to speak regarding the case. Applicant Steven Betzold of Lamar Advertising approached the podium and stated his address along with

BOARD OF ADJUSTMENT MINUTES

FEBRUARY 18, 2026

PAGE 4

his full name. Applicant Steven Betzold proceeded to mention to the Board Members that this variance was unanimously approved by the same Board back in August of 2025 and stated the only change to the variance is the location due to the City Engineering Department requiring him to move the pole 39 feet to no longer be within the utility easement, which takes up the entire frontage. Applicant Steven Betzold let the Board Members know that this is the only other place on the property that he can put the billboard pole in. Applicant Steven Betzold mentioned that TXDOT does not require him to reapply unless he is moving the pole placement by more than 50 feet. Board Member Elmer Corbin proceeded to ask applicant Steven Betzold if the previous variance that was approved gave him the stipulation to reach an agreement with the City's engineer on the placement of the billboard, and asked him if an agreement had been made, along with all of the conditions being met for this new variance. Applicant Steven Betzold said yes and stated the reason why is that his pole placement is exactly where the Hotel Denizen's is in relation to the easement. Applicant Steven Betzold proceeded to state that he wishes he had known that back in August, so he could have proposed putting it at that location instead. Board Member Randall Wilder asked the applicant if the square feet of the current proposed sign is the same as the previously approved variance that occurred in August of 2025. Applicant Steven Betzold assured him that it is and reminded the Board Members that everything is still the same with the pole placement being the only exception, and reminds them that the movement needs to occur since he cannot have the pole within the utility easement, and assured the Board Members they are ready to move forward once this change occurs after five months of working on this. Member Samuel Franklin asked Applicant Steven Betzold if Chairman Tonya Dangerfield's recollection of the height of the billboard was correct. Applicant Steven Betzold stated that Ms. Dangerfield was correct that to clear that roof tower, he must go up and stated the maximum TXDOT would allow him to go would be 60 feet, which he would like, but 50 seemed more reasonable to ask for. Board Member Jon Prevost mentioned to the Applicant Steven Betzold that he was not here in August when the previous variance was approved. Board Member Jon Prevost stated he has multiple questions regarding this case. Board Member Jon Prevost asked the applicant if he clearly understands that

BOARD OF ADJUSTMENT MINUTES

FEBRUARY 18, 2026

PAGE 5

there's an ordinance within the City of McKinney that states no new billboards. Applicant Steven Betzold states he is aware. Board Member Jon Prevost then proceeded to ask Applicant Steven Betzold to explain to him why he feels like the Board Members should allow Lamar Advertising to put a non-conforming double the size sign up. Board Member Jon Prevost mentioned to Applicant Steven Betzold that some industries, when they invented automobiles, had to go out of business, and proceeded to state that he is unsure that Lamar Advertising is entitled to place a new billboard only due to the fact of the four billboards that were previously lost. Board Member Jon Prevost stated to the Applicant Steven Betzold that billboards are not a growing industry in the City of McKinney and stated he's unsure why Lamar Advertising feels like they could just put up a sign where the ordinance clearly states it is not allowed. Board Member Jon Prevost asked Applicant Steven Betzold to get his thinking cap on since he is going to have to convince him of why Lamar Advertising should be allowed to put up a sign that is clearly not allowed, and what makes Lamar Advertising different than any of the other companies. Board Member Jon Prevost stated that he is afraid that if the applicant convinces him to say yes to the variance, then all other sign companies would be expecting to get variances approved as well. Board Member Jon Prevost also stated that the Hotel Denizen has no relation to the Lamar Advertising sign. He stated that the Lamar Advertising sign is there to make money for the advertising company he works for, and stated the City of McKinney has decided it does not want that. Board Member Jon Prevost stated that Hotel Denizen is a McKinney Economic Development Council project and stated that he does not believe that gives precedent to this case. Applicant Steven Betzold stated again that, as he mentioned previously, he is losing a total of four billboard signs totaling 2688 square feet, which he can relocate; however, there is no room for that in the vicinity of the lost signs. Applicant Steven Betzold mentioned to the Board that, in addition to losing the four billboards, he is only technically replacing 672 square feet of what he lost. Applicant Steven Betzold reminded the Board that this variance was unanimously previously approved and mentioned he did not find it fair to have to reconvince the Board on approving the variance yet again. Applicant Steven Betzold stated that he was led to believe that the reason he had to come to the hearing was to

simply ask for permission to move it 39 feet and not start over with a whole new approval process, especially when again it was unanimously approved by the same Board. Board Member Jon Prevost apologized for the applicant being misinformed and proceeded to mention to the applicant that the reality was that since the Board had previously approved it, the City engineer was required to work with him on the variance. Board Member Jon Prevost stated to the applicant Steven Betzold that the City representative stated that the City does not want the new Billboards. Board Member Jon Prevost proceeded to ask Applicant Steven Betzold why the Board should give Lamar Advertising the right to place a billboard. Applicant Steven Betzold responded to the Board that he feels like he has demonstrated enough hardship to justify a variance approval. Board Member Jon Prevost questioned exactly what hardship the applicant, Steven Betzold, was referring to. Applicant Steven Betzold continues to speak over Board Member Jon Prevost and proceeded to remind the Board Members that this variance was unanimously approved before the applicant proceeded to mention he lost a total of four billboard due to TxDot condemnation and was not able to relocate them since there was not enough space on the remainder of the area. He also mentioned that he has been working on this project for over two years or closer to three. Applicant Steven Betzold mentioned he approached the City to put the billboard on their properties. He also mentioned he worked with the EDC for 8 months in a similar fashion to Hotel Denizen and explained frustration about having to be back in front of the Board asking for yet another approval for a variance that was unanimously approved previously, but now with slight changes. Applicant Steven Betzold mentioned to the board members that, in his opinion, there is plenty of room in a 55-foot utility easement to put a billboard pole that is approximately 36 inches in diameter, which the City engineer clearly disagrees with. Board Member Jon Prevost asked the Applicant Steven Betzold if he thinks he is helping himself by arguing with him in the way that he was. Applicant Steven Betzold responded to Board Member Jon Prevost that he is not trying to argue with him, but that he is simply trying to make his point very clear. Board Member Jon Prevost then proceeded to let the applicant know he was leaning towards giving him the 300 square foot modified approval, but now his vote is going to be a negative. Board Member Jon Prevost concluded his questions. Board Member Samuel

BOARD OF ADJUSTMENT MINUTES

FEBRUARY 18, 2026

PAGE 7

Franklin asked for clarification on the 672 square feet that the applicant Steven Betzold mentioned. Applicant Steven Betzold said he believed it was part of him losing about 2688 square feet and only replacing 672 square feet.

According to the Applicant, the standard billboard size is 14 feet by 48 feet. Applicant Steven Betzold clarified for Board Member Samuel Franklin and proceeded to mention how the City of McKinney will benefit from the billboard. Applicant Steven Betzold stated again that the variance was unanimously approved back in August. Board Member Elmer Corbin asked for clarification on what the Applicant Steven Betzold meant when he stated "I'm losing" if he was referencing that Lamar Advertising is losing that space where the billboards were removed from. Applicant Steven Betzold stated yes. Board Member Elmer Corbin asked the Applicant if he considered the hardship to be a financial hardship since he was losing money that we would have made from the Billboards that were removed. Applicant Steven Betzold said yes, that is his hardship since the four boards he lost cost him a loss of revenue. Board Member Randall Wilder let the Applicant Steven Betzold know that he cannot claim financial hardship as the reason for the variance and stated that a financial hardship is not something the Board can rule on. Applicant Steven Betzold asked Board Member Randall Wilder why they can't rule on financial hardship. Board Member Randall Wilder explained to the Applicant why the Board cannot rule on a financial hardship for any variance request. Applicant Steven Betzold reminded the Members that this variance was unanimously approved by the Board in August and reminds the Board that due to Lamar Advertising losing a total of four billboards and being unable to relocate them, causing him to lose revenue. Applicant Steven Betzold explained the previous effort that he has put in to make this allow the billboard to be put up. Applicant Steven Betzold proceeds to thank the Board Members for their questions and concerns, as he made them all aware that the only change, he is asking for in this regard is moving the pole. Board Member Jon Prevost asked the Applicant if Lamar Advertising is a national company. Applicant Steven Betzold said yes. Board Member Jon Prevost asked the applicant why he cannot go to another city or district that's more receptive. Board Member Jon Prevost mentioned to the applicant that he has seen Lamar Advertising billboards all over the country. Board Member Jon Prevost asked Steven Betzold how

many Billboards Lamar owns. Applicant Steven Betzold responded to his questions. Chairman Tonya Dangerfield asked if there were any further questions. To which no one responded. Chairman Tonya Dangerfield asked Ms. Arnold if there were any letters received regarding this variance. Ms. Arnold stated there were zero letters received. Chairman Tonya Dangerfield asked the Board Members one last time if there were no further questions for the City or the Applicant. Board Member Jon Prevost proceeded to ask Ms. Arnold if she could just clarify what the City's position is on whether they want any new Billboards. Ms. Arnold explained to Board Member Jon Prevost that the intent of the ordinance is to phase out Billboards.

A motion was made by Board Member Samuel Franklin and seconded by Board Member Elmer Corbin to close the public hearing. The motion was approved unanimously. The public hearing was now closed.

The Board Members began discussing individual opinions they had for the variance. Chairman Tonya Dangerfield mentioned a recollection of the marketing possibility in the previous case but also mentioned that the Board was unsure if the placement would be approved by the City Engineering Department, which it was not, because of the easement. Chairman Dangerfield referenced the Board's training with the City Attorney. Board Member Randall Wilder pointed out that because of the movement, this was a whole new hearing. Board Member Jon Prevost indicated that the proposal was different from the Hotel Denizen sign. Board member Prevost pointed out that the Applicant was not a McKinney resident, property owner, or business. He pointed out that the property owner did not show up in support.

Board Members Jon Prevost made a motion to approve the agenda item as written, seconded by Board Member Samuel Franklin. Chairman Tonya Dangerfield asked for all members in favor of the motion to say aye. Chairman Tonya Dangerfield responded with an aye. Chairman Tonya Dangerfield proceeded to ask for all opposed to say aye. Board

Members Elmer Corbin, Samuel Franklin, Randall Wilder, and Jon Prevost said I. The motion did not carry, and therefore, the motion to approve the variance was not approved.

ADJOURN

Board Member Randall Wilder made a motion to adjourn, seconded by Board Member Elmer Corbin, to adjourn at 6:51 pm. The Board voted unanimously in favor of the motion.

SIGNED:

DEANNA KUYKENDALL, Board Chair
LARRY JAGOURS, Board Vice Chair

ATTEST:

MONICA CASTILLEJA, Meeting Clerk

City of McKinney, Texas