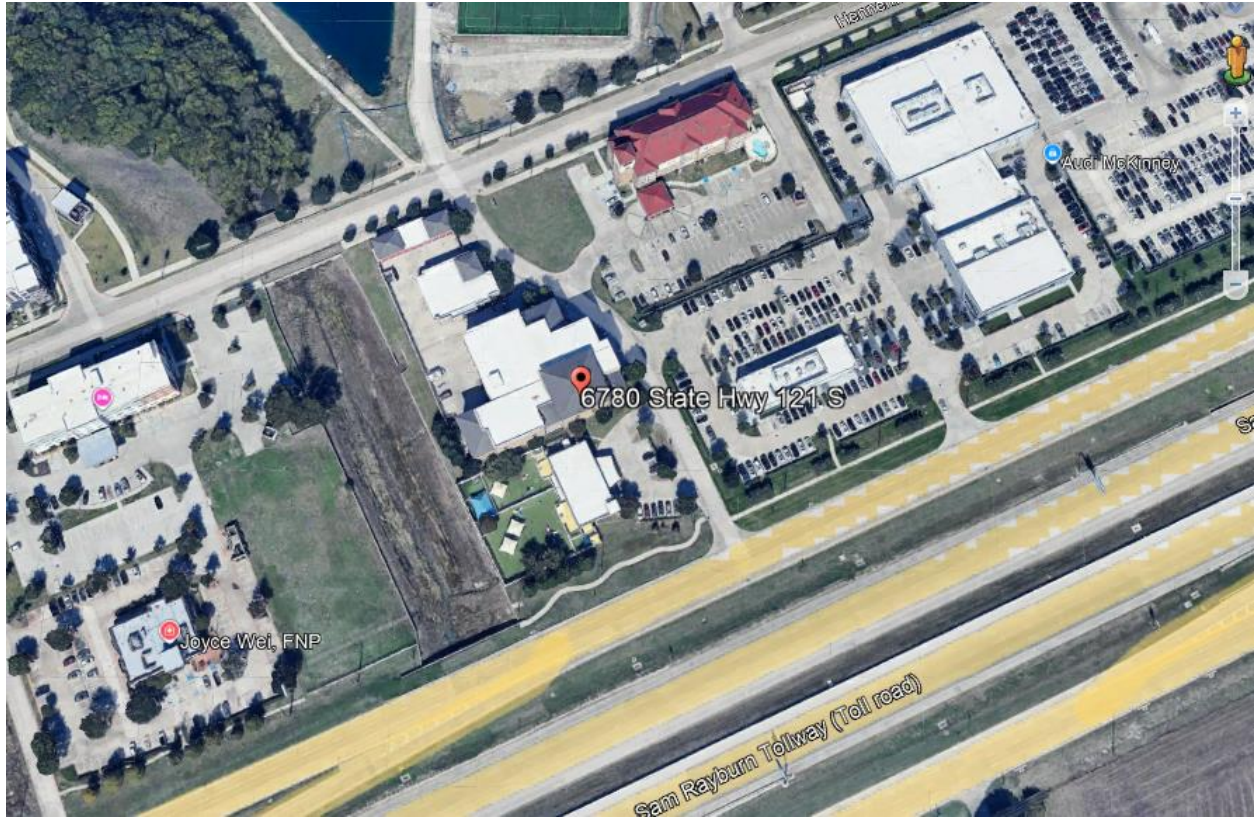


506 Nonconforming Signs

B. Billboard Signs

1. New billboards are prohibited.
2. Existing billboards shall be considered nonconforming signs and shall comply with §506, *Nonconforming Signs*, with the exception of billboard signs fronting U.S. Highway 75 (Central Expressway/Sam Johnson Highway), which may be structurally altered and/or replaced, but shall not exceed a height of 40 feet or an area of 300 square feet per side. Height shall be measured from the ground level of the street or road upon which the sign faces (including frontage roads), or from the ground level of the billboard sign location, if such ground level is above the street or road level.
3. An existing billboard sign may be converted to a digital billboard sign if:
 - a. A second billboard sign is removed; and
 - b. The digital billboard:
 - I. Does not exceed 300 square feet in size per side;
 - II. Does not exceed 40 feet in height; and
 - III. The pole is encased in brick, stone, or synthetic stone material.





City of McKinney Sign Variance Application

Date: 6.27.25
Applicant: Steven Betzold Phone 817.662.6094
Property Address: 6780 SH 121 City McKinney Zip 75070
Lot: 8 Block A Addition Advantage-LaQuinta Hwy 121 Addition
Owner Name if different than applicant: Carol Barnett Phone 469.854.6380
Mailing address for notification of pending City Council determination:
Name: Lamar Advertising
Address 625 109th Street City Arlington ST TX Zip _____
Owner is giving (print applicant name) Steven Betzold authority to represent him/her at the hearing.
Owner's printed name: Carol Barnett Owner's signature: Carol Barnett

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

_____ Relief from same Interstate relocation due to no possible sites available along US-380
_____ Relief from 40' OAH restriction to 50' OAH to clear the building on location
_____ Relief from board panel size restriction 10'x30' to 14'x48' (4 for 1 trade)
_____ Relief from the pole placement within City Water & Sanitary Sewer Easement

A variance shall not be granted to relieve a self-created or personal hardship, nor shall it be based solely on economic gain or loss. No variance shall be granted if it conflicts with the spirit of the ordinance. In order to make a finding of hardship and to grant a variance, the McKinney City Council shall consider the following conditions:

A. The requested variance will not adversely affect surrounding properties:

The surrounding properties are a City culvert, a dog stay, a car dealership and a storage unit facility. _____

B. The requested variance will not adversely affect public safety:

_____ The structure is professionally engineered, wind load safe according to TxDOT regulations and roughly
_____ 29' deep underground with a concrete foundation. _____

C. Special conditions exist which are unique to this applicant or property:

_____ After engaging with the City, the EDC and roughly 60 property owners, this location is the only property —
_____ were a mutual agreement has been reached. _____

Sign Variance Application

Applicant notified: _____

Please check one:

 X I will represent this variance request at the Council meeting

I will not be able to represent this variance at the Council meeting. My authorized representative who will represent this variance before the McKinney City Council is: _____

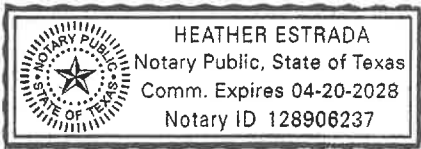
I hereby certify that the above statements are true and correct to the best of my knowledge.


Applicant's signature

STATE OF TEXAS
COUNTY OF COLLIN _____

Subscribed and sworn to before me this

24 day of June 2025




Notary Public

(seal)

My commission expires: 4/20/2028

Note to Applicant:

A notice of meeting will be sent only to the applicant, or to the authorized representative, if one is designated. If the variance is denied, it will be two years before the variance can be reconsidered. The decision of the City Council shall be final on all sign cases.


LAMAR | DALLAS

City of McKinney

Relocation | Variance | Proposal



WHY LAMAR

An aerial photograph of a multi-lane highway interchange. Several billboards are visible along the roadside. One billboard in the upper right corner features a man's face and the text 'NO TRUCKS HERE! 970-1234'. Another billboard in the center has the text 'Seniors' and 'Check us Out!'. A third billboard in the lower right corner has the text '\$ 95 POWER' and 'MILLIONS'. The highway is filled with cars, and there are green trees and bushes in the background.

Offering over 348,000 structures in North America, Lamar is one of the largest out of home advertising companies in the world.

We have billboards on property owned by more than 60,000 individuals and businesses across the U.S. and Canada.

With over 100 years of experience in the OOH industry, we understand the importance of creating a value experience for our land owners, the local communities and all parties involved in a partnership with our company.



To recap, between 2022-2024 due to TxDOT condemnations, 4 Lamar billboards were taken along US-380 within the City limits. There was not enough land area to relocate on the remainder. Therefore we began to engage and make offers to property owners along US-380. Negotiations exhausted,

Then we began to engage and make offers to property owners along US-75, including the City of McKinney and EDC. Negotiations exhausted,

Then we began to engage and make offers to property owners along Hwy-121, including the EDC. Negotiations succeeded,

The final step in the permitting process is a Variance from the Board of Adjustment.

Kindly review the Variance Deck, which presents the details and provides the required exhibits.

TxDOT Condemnation Locations

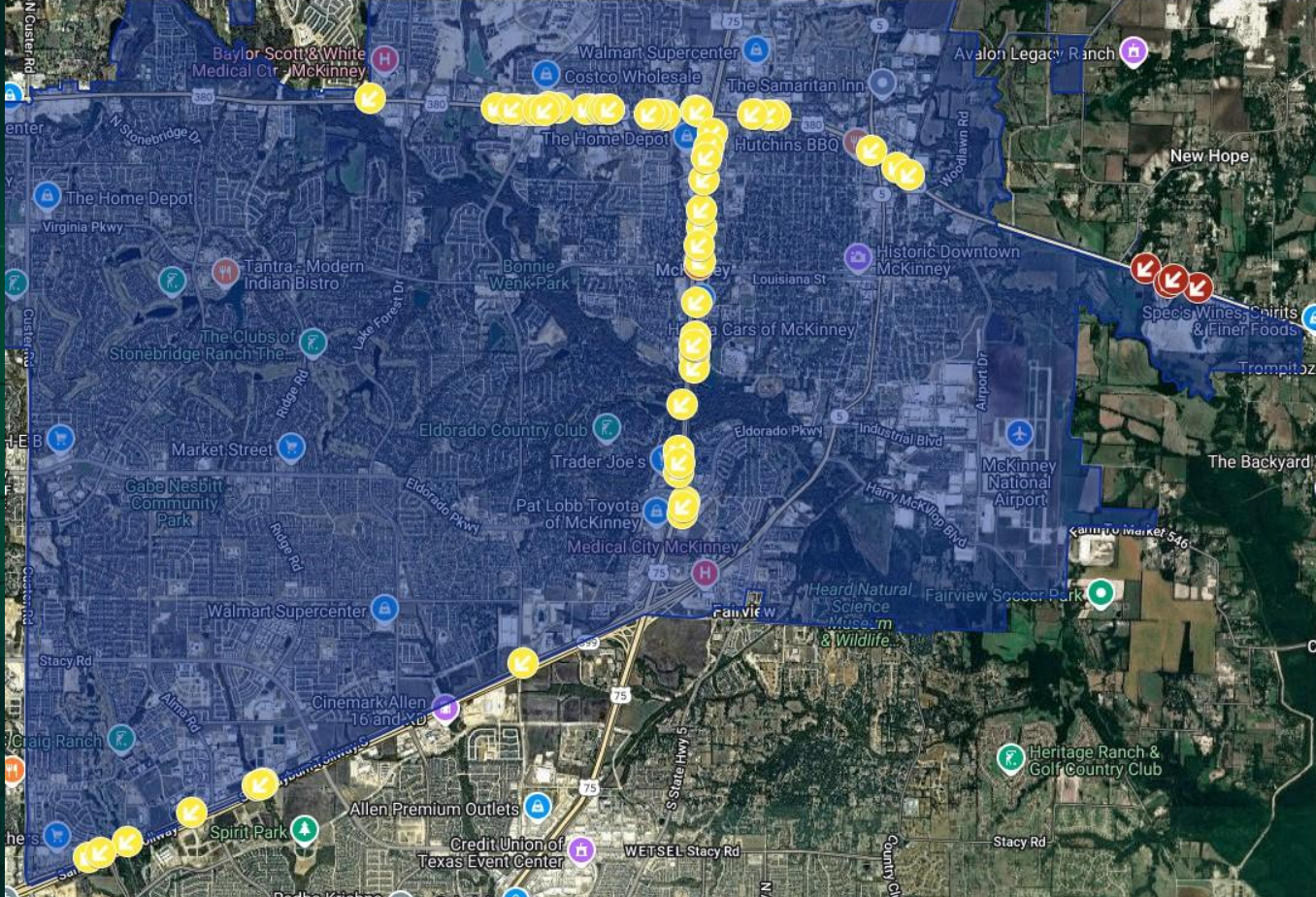
Panels 6054, 6055 | HWY 380 .5 MILES E/O FM 1827 NORTH SIDE @ FM 330

Panels 6081, 6082 | HWY 380, 1000' E/O FM 1827, MCKINNEY

Panels 82661, 82662 | US 380 S/1.4 MI. E/O CR 1827

Panels 5053, 5054 | US HWY 380 N/S E/O HWY 5, MCKINNEY





TxDOT Condemnation Locations & Property Owner Locations Engaged

2022 - 2024 | TxDOT took 4 total Structures (Red pins)

2022 - 2025 | Engaged +60 Property Owners with Offers (Yellow pins)

[illegible]

LOCATION | 2nd Family Dogs

RENDERING



LAMAR

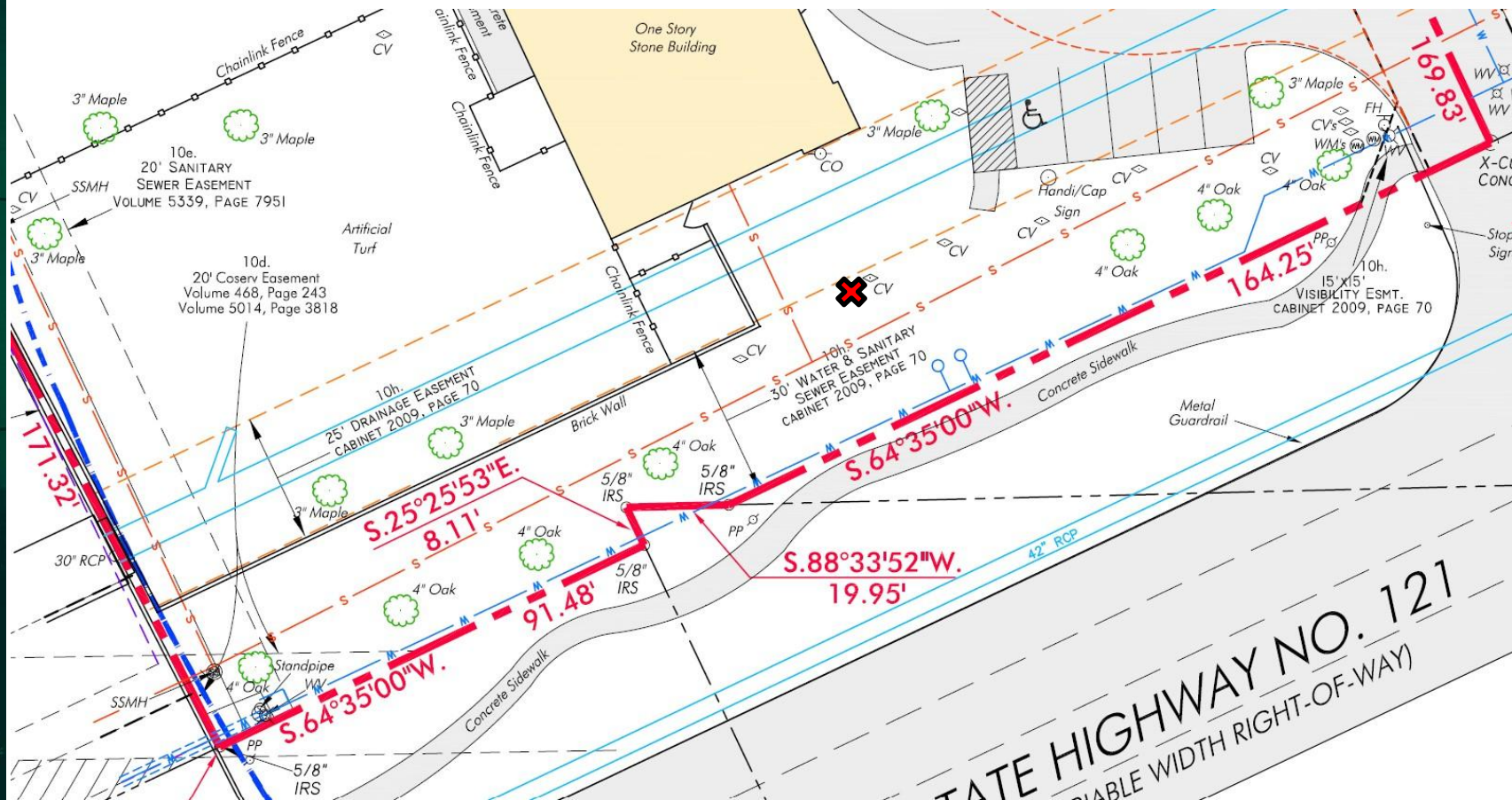
This depiction is for illustrative purposes only and the final structure and placement may vary.



2nd Family Dogs | Building Height = 27' | 50' OAH = 33' | 40' OAH = 23'



A diagram of a highway cross-section. It shows a multi-lane road with dashed white lines separating the lanes. On the right side of the road, there is a solid white line, followed by a dashed white line, and then a solid black line. The text "STATE HIGHWAY NO. 121" is written in large, bold, black capital letters across the top of the diagram. Below it, the text "VARIABLE WIDTH RIGHT-OF-WAY" is written in smaller, black capital letters, following the curve of the road's edge.



VARIANCE

Relocation | Variance

- Relief from same Interstate relocation due to no possible sites available along US-380
- Relief from 40' OAH restriction to 50' OAH to clear the building on location
- Relief from board panel size restriction 10'x30' to 14'x48' (4 for 1 trade)
- Relief from the pole placement within City Water & Sanitary Sewer Easement




BENEFITS

City of McKinney Benefits | New Build Digital OOH

- City of McKinney | Public Service Announcements (PSA)
- Amber Alerts, FBI Alerts, Mosquito Alerts, Storm Warning, Burn Ban (Real Time)
- City of McKinney | Priority Preference on unused Ad space
- Chance to Modernize the Inventory in alignment with City & EDC initiatives



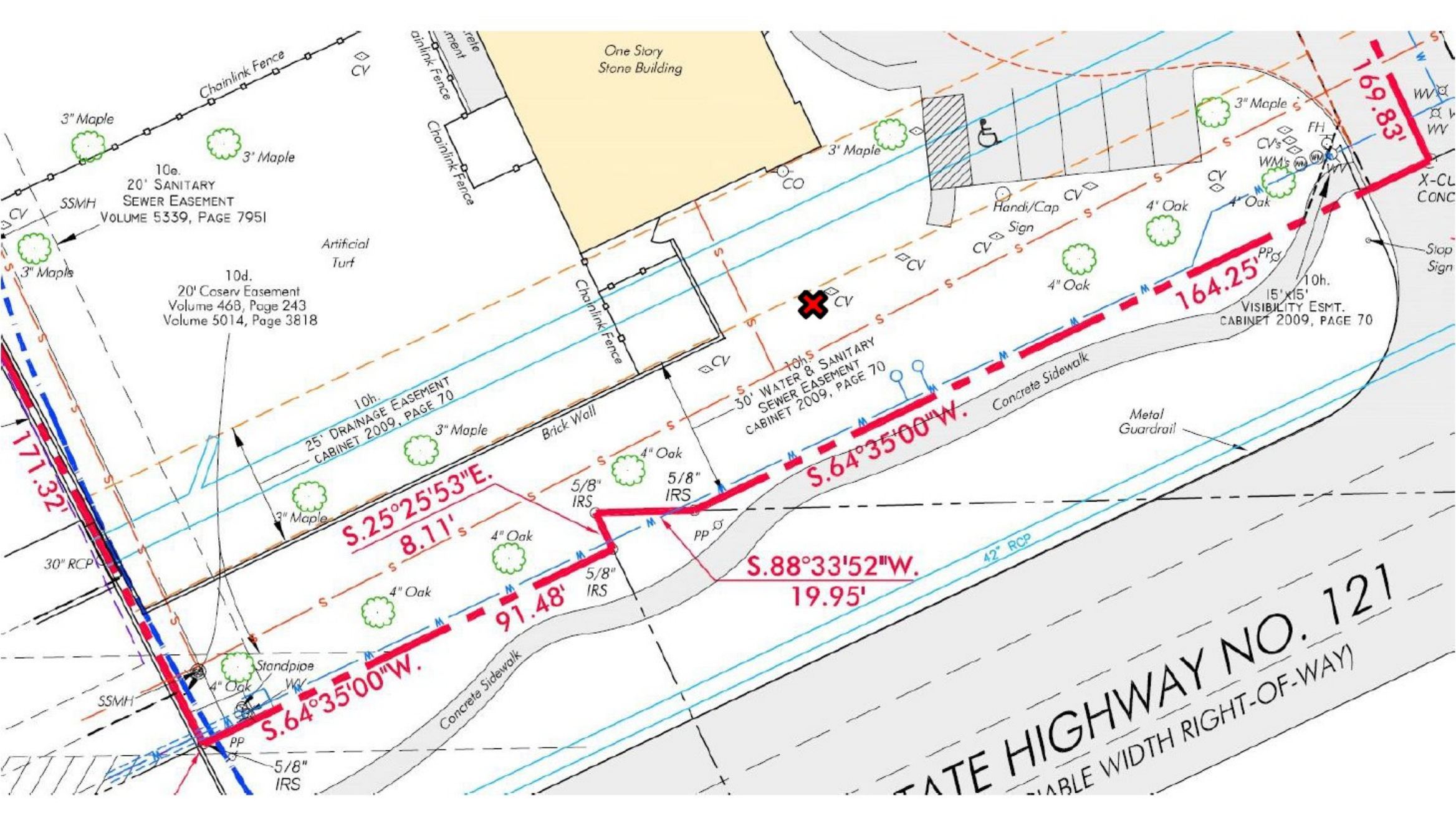


Steven Betzold

Lamar Advertising Company / Dallas & Ft Worth
Real Estate Manager

D - 817.662.6094

E - sbetzold@lamar.com





**Be Published in the
McKinney COURIER-GAZETTE
FRIDAY, AUGUST 1ST
ONE (1) TIME**

**NOTICE OF APPEAL
THE BOARD OF ADJUSTMENT**

BOARD OF ADJUSTMENT CASE NO. 2025-0031

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, as well as the prohibition on sign placement in a platted utility easement. 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.**

NOTE:

A PUBLIC HEARING HAS BEEN SCHEDULED AND WILL BE HELD PURSUANT TO THIS REQUEST IN THE 1ST FLOOR VIRGINIA CONFERENCE ROOM 123 AT THE CITY HALL 401 E. VIRGINIA STREET MCKINNEY TEXAS

WEDNESDAY, AUGUST 13TH 2025 - 6:00 P.M.

The Agenda and Meeting Details for the Board of Adjustment meeting will be posted for viewing on the City of McKinney website, at least 72 hours before the meeting. Website link - <http://mckinney.legistar.com/Calendar.aspx>. Select Calendar tab. List view tab, drop down box, Board of Adjustment.

WITNESS MY HAND AND SEAL OF OFFICE ON THIS 29TH DAY OF JULY 2025.

EMPRESS DRANE
City Secretary



NOTICE OF APPEAL THE BOARD OF ADJUSTMENT

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, as well as the prohibition on sign placement in a platted utility easement. 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.**

NOTE:

A PUBLIC HEARING HAS BEEN SCHEDULED AND WILL BE HELD PURSUANT TO THIS REQUEST IN THE 1ST FLOOR VIRGINIA CONFERENCE ROOM 123 AT THE CITY HALL, 401 EAST VIRGINIA ST MCKINNEY, TEXAS.

**WEDNESDAY, AUGUST 13TH
AT 6:00 P.M.**

As an interested property owner, if you wish to make your views known, you may do so by attending the hearing or express your views on this Appeal by completing and returning the form below via mail or email.

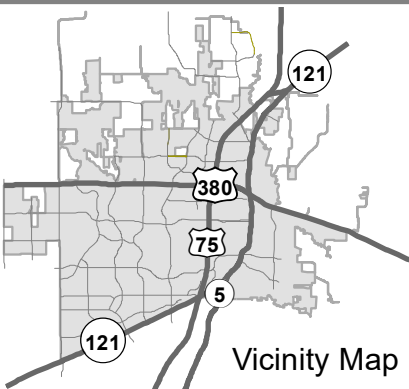
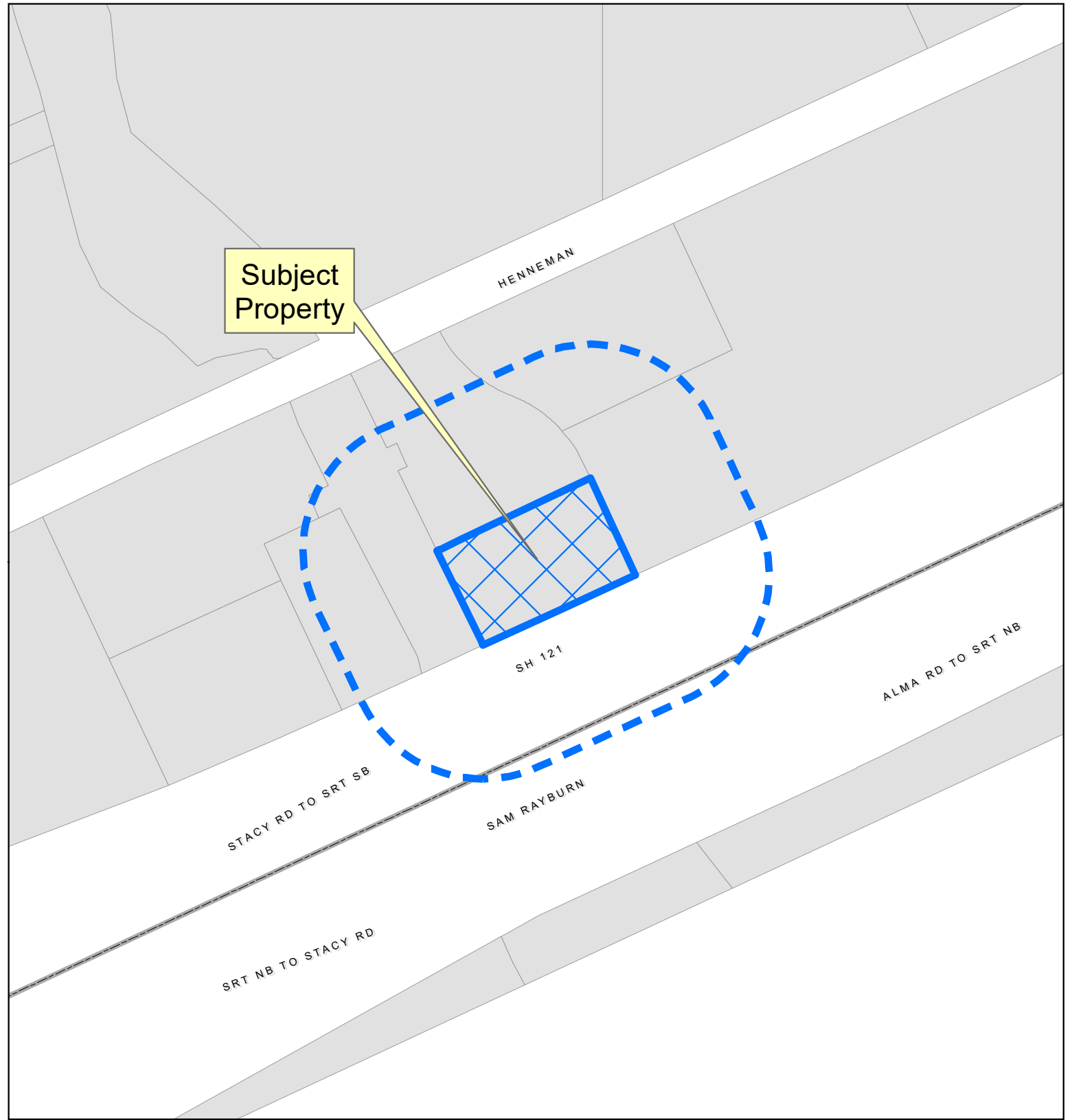
The Agenda and Meeting Details for the Board of Adjustment meeting will be posted for viewing on the City of McKinney website, at least 72 hours before the meeting. Website link - <http://mckinney.legistar.com/Calendar.aspx>. Select Calendar tab. List view tab, drop down box, Board of Adjustment.

BOA No. 2025-0031
6780 SH 121

Return to: City of McKinney
Building Inspections
Monica Castilleja
P.O. Box 517
McKinney, TX 75070
mcastilleja@mckinneytexas.org

I PROTEST _____ APPROVE _____ of the Request for a Special Exception as requested by the above file number because (you may attach additional response)

Print Name: _____
Signature: _____
Address: _____



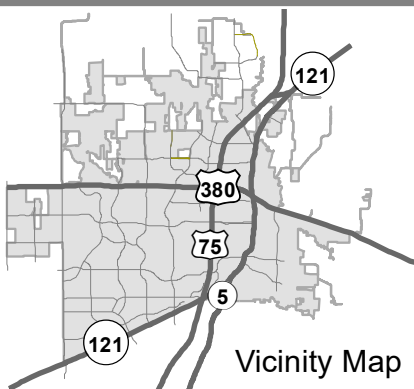
Board of Adjustment Map

6780 SH 121

0 110 220 Feet



DISCLAIMER: This map and information contained in it were developed exclusively for use by the City of McKinney. Any use or reliance on this map by anyone else is at that party's risk and without liability to the City of McKinney, its officials or employees for any discrepancies, errors, or variances which may exist.



Aerial Map

6780 SH 121

0 110 220 Feet



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