

# City of McKinney | PART I

Relocation | Variance | Proposal

APPROVED



# WHY LAMAR

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***

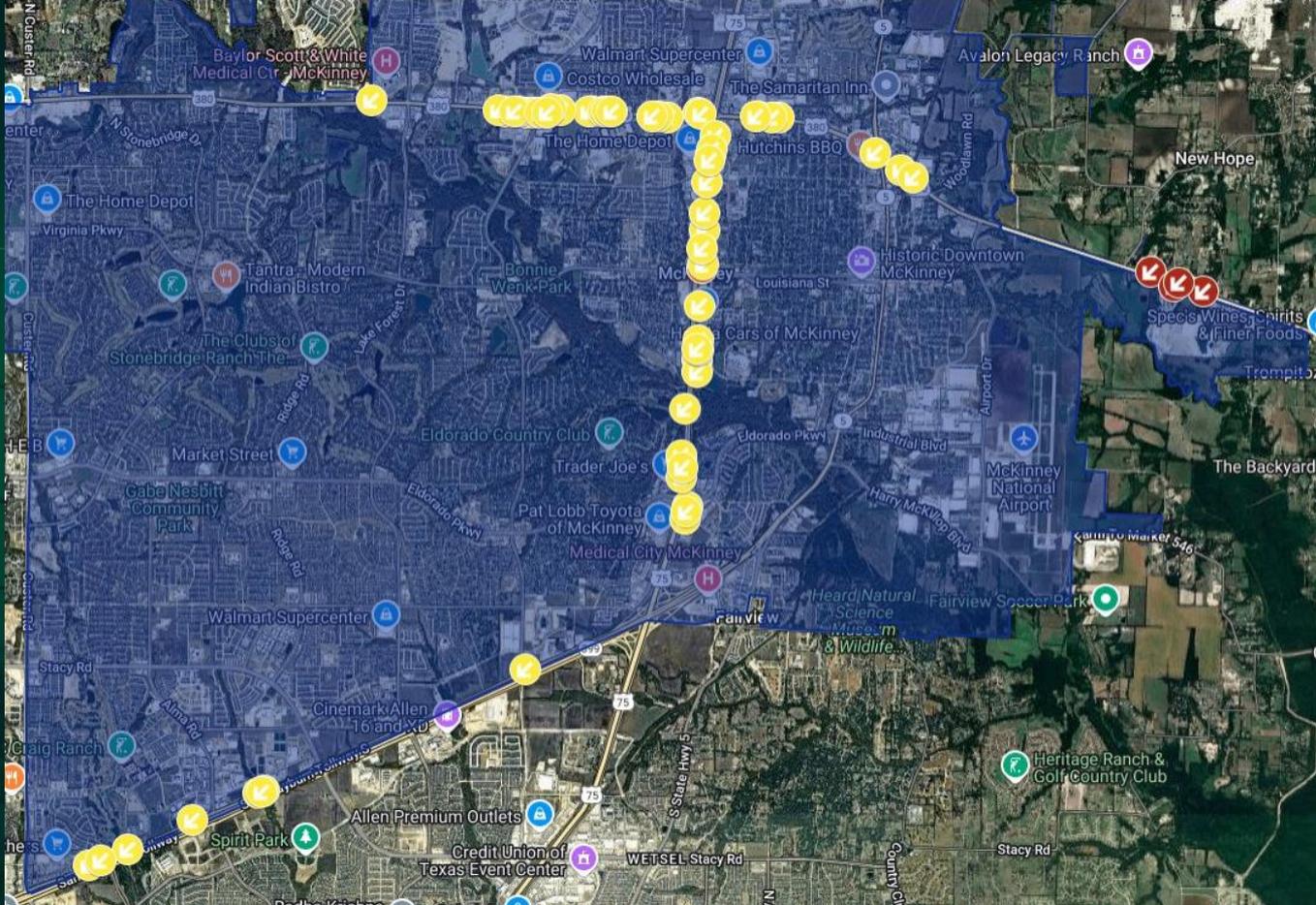
Panels 6054, 6055 | HWY 380 .5 MILES E/O FM 1827 NORTH SIDE @ FM 330

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

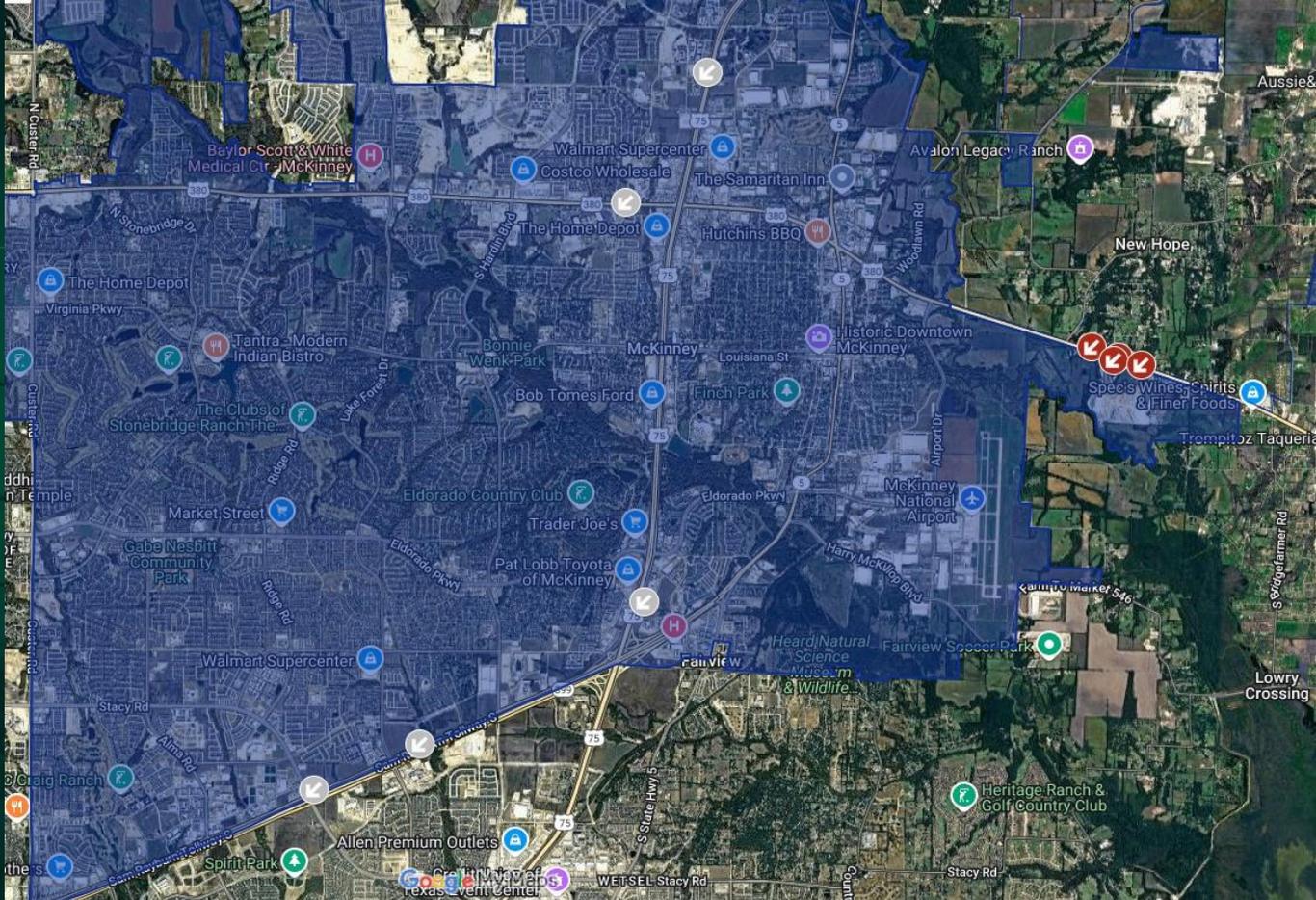




## TxDOT Condemnation Locations & Property Owner Locations Engaged

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

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



## EDC & City Owned Properties Considered

Fire Station #2 | McKinney Public Works N. Campus | Notes Amphitheater | Cannon Beach (Grey pins)

# LOCATION | 2nd Family Dogs

# RENDERING



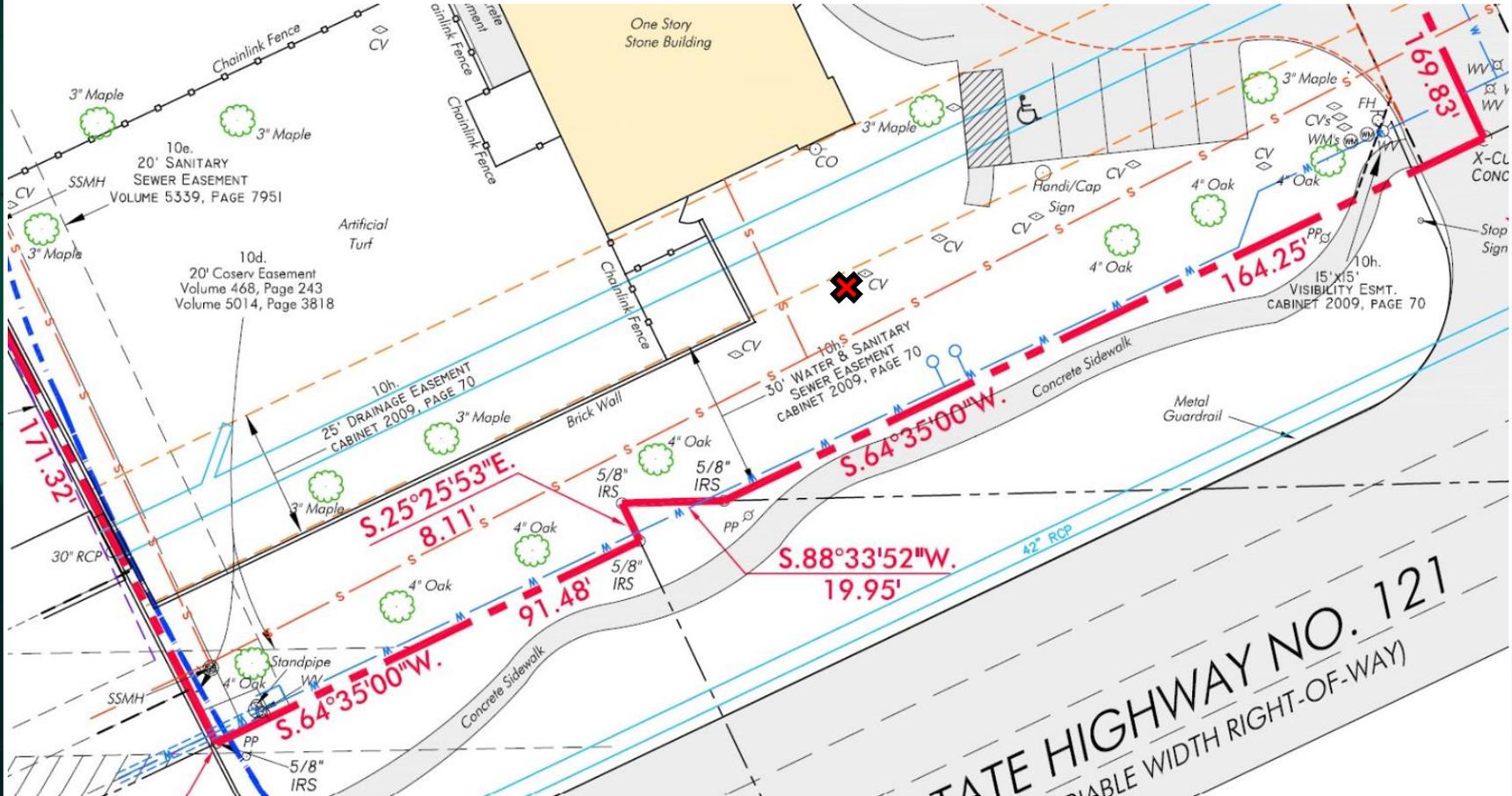
This depiction is for illustrative purposes only and the final structure and placement may vary.



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



# Water & Sanitary Sewer Easement



STATE HIGHWAY NO. 121  
VISIBLE WIDTH RIGHT-OF-WAY

# 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

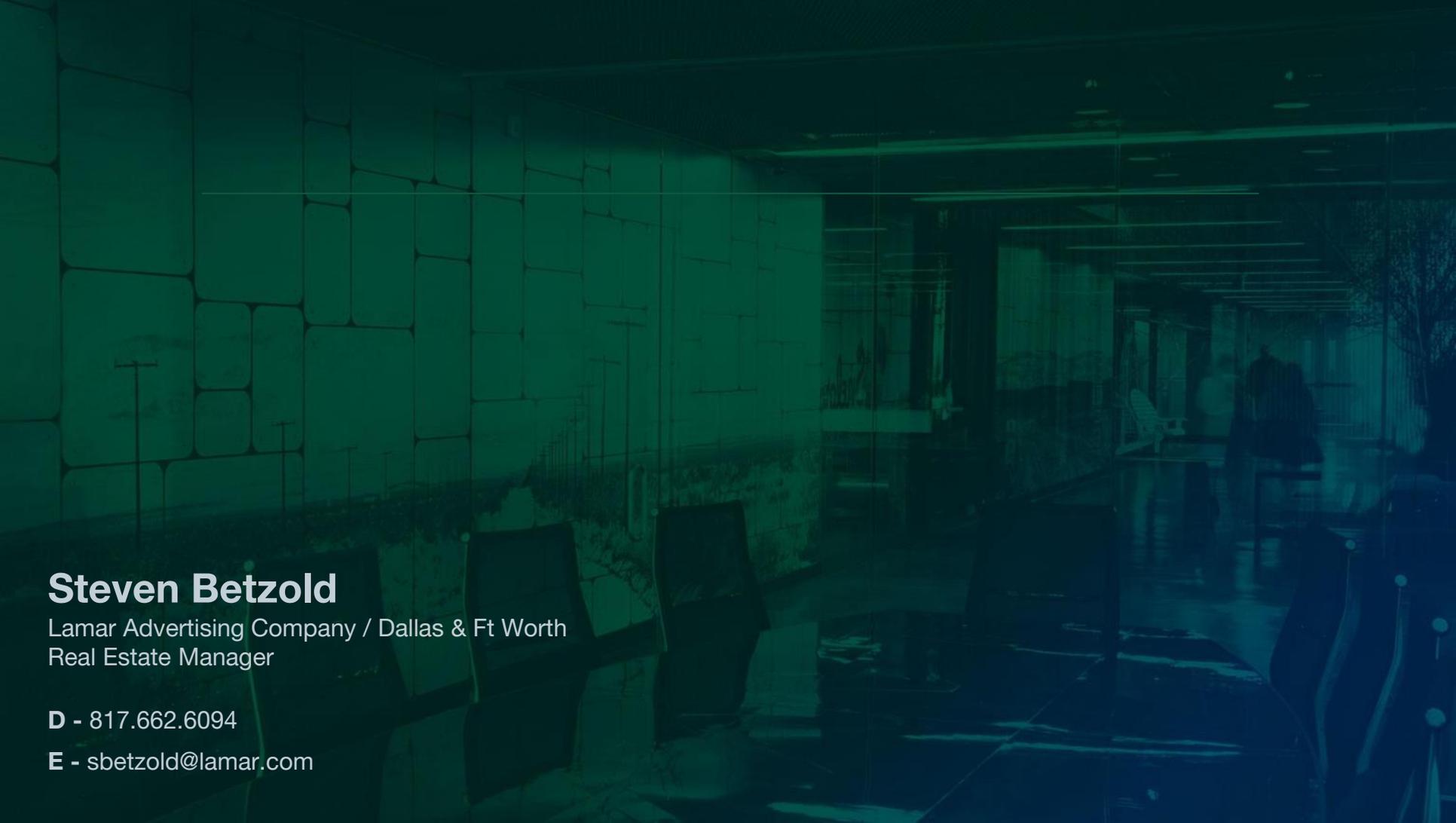


# BENEFITS

## 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](mailto:sbetzold@lamar.com)

## ***Total Hardship Amount***

Panels 6054, 6055   HWY 380 .5 MILES E/O FM 1827 N/S of FM 330	P-12 REV \$13,446 (2022)
Panels 6081, 6082   HWY 380, 1000' E/O FM 1827, MCKINNEY	P-12 REV \$13,016 (2024)
Panels 82661, 82662   US 380 S/1.4 MI. E/O CR 1827	P-12 REV
\$11,772 (2024)	
Panels 5053, 5054   US HWY 380 N/S E/O HWY 5, MCKINNEY	P-12 REV \$17,477 (2024)

Total TxDOT Compensation **\$TBD**

Total Lost Revenues (2022 - 2025) \$138,314

Total Cost to Relocate & Rebuild \$539,580

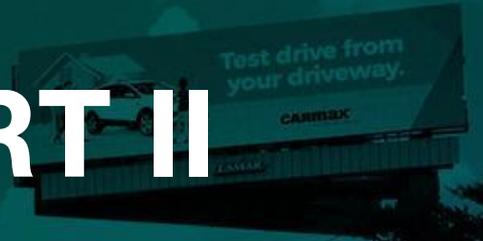




LAMAR | DALLAS

# City of McKinney | PART II

Relocation | Variance | Proposal





August 14<sup>th</sup> 2025

PROPERTY OWNER / ADDRESS – Steven Betzold / 6780 SH 121 McKinney, Texas

**BOARD OF ADJUSTMENT NOTICE AND DECISION**

**NOTICE -**

Conduct a Public Hearing/Consider/Discuss/Act on the request by Applicant Steven Betzold of Lamar Addressing/Consider/Discuss/Act on the Appeal of the Building Official's decision regarding the denial of a permit to install a 50 foot tall, 672 square foot digital billboard on SH 121/Sagehorn Tollway, in violation of UDC Article 506 (B)(1) prohibiting new billboards, UDC 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 height to 30 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, in the City of McKinney, Texas

**BOARD OF ADJUSTMENT DECISION –** The majority Five (5) members voted to approve the Variance based on the findings in the public hearing and the public discussion by the members after the close of the hearing. The motion and decision by the Board is based on finding an unusual and practical difficulty or hardship not caused by the landowner.

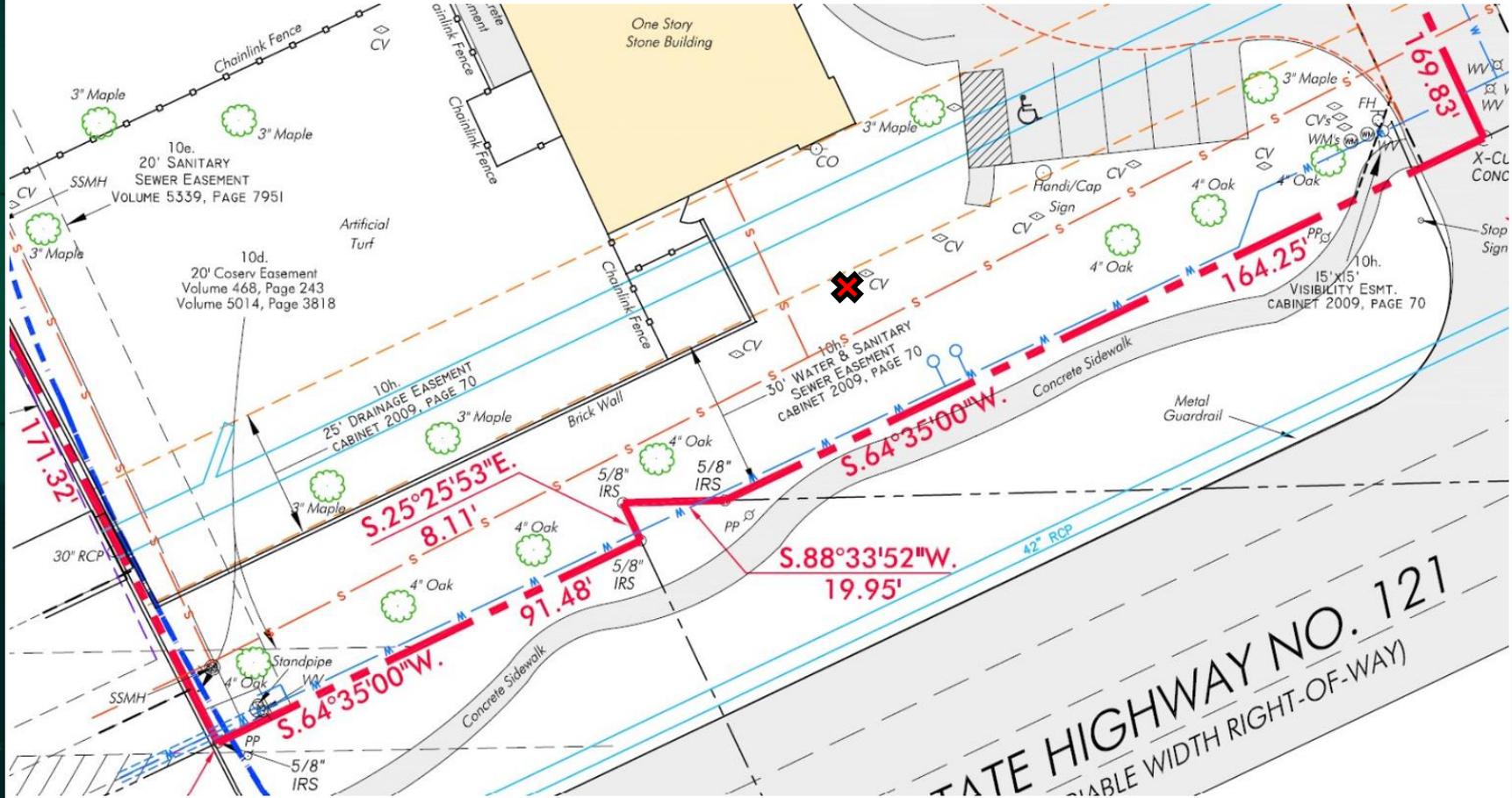
Please attach this Notice and Decision to the Building Permit application.

Suzanne Arnold, Chief Building Official  
City of McKinney Texas 75070

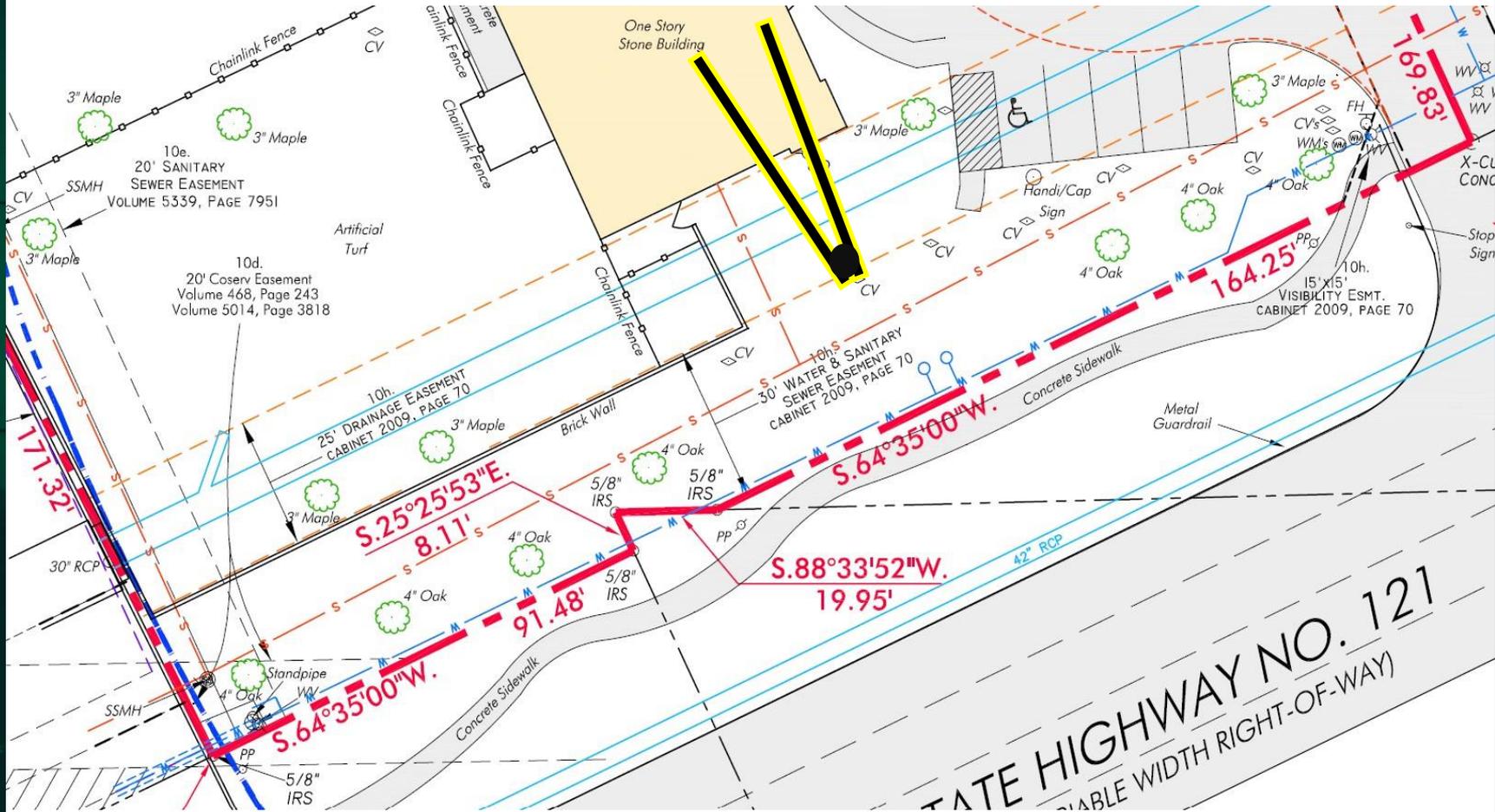
**BUILDING INSPECTIONS DEPARTMENT**

406 E Virginia - P.O. Box 517 • McKinney, Texas 75070 | 972-547-7400 | www.McKinneyTexas.org

# Original Pole Placement | Water & Sanitary Sewer Easement



# Original Pole Placement | Water & Sanitary Sewer Easement



# Spacing Original Pole Placement vs. Required Pole Placement

TxDOT Commercial Signs, Junkyards, and Regulated Highways TxDOT.gov

Layer List

Measurement

Feet (US)

Measurement Result

39 Feet (US)

Clear

Press CTRL to enable snapping

40ft

-96.700 33.138 Degrees

Microsoft, Vantor | Texas Geographic Information Office, Various Counties, Various Ven... esri

javascripvoid(0)

**TxDOT Certified City Signs**

- 

**TxDOT Commercial Signs**

Custom

- Interstate or Primary System Highway Signs; Active; Static
- Interstate or Primary System Highway Signs; Active; Electronic
- Interstate or Primary System Highway Signs; Pending; Static
- Interstate or Primary System Highway Signs; Pending; Electronic
- Interstate or Primary System Highway Signs; Denied; Static
- Interstate or Primary System Highway Signs; Denied; Electronic
- ◆ Interstate or Primary System Highway Signs; Impacted
- Interstate or Primary System Highway Signs; Pending for Cancellation
- Rural Road Signs; Pending, Static
- Rural Road Signs; Active
- Directional Signs; Active
- Unlawful Sign; Present
- Unlawful Sign; Present
- Unlawful Sign; Non-Commercial Sign

**Texas Public Spaces**

- Public Space
- Prohibited
- Rest Area

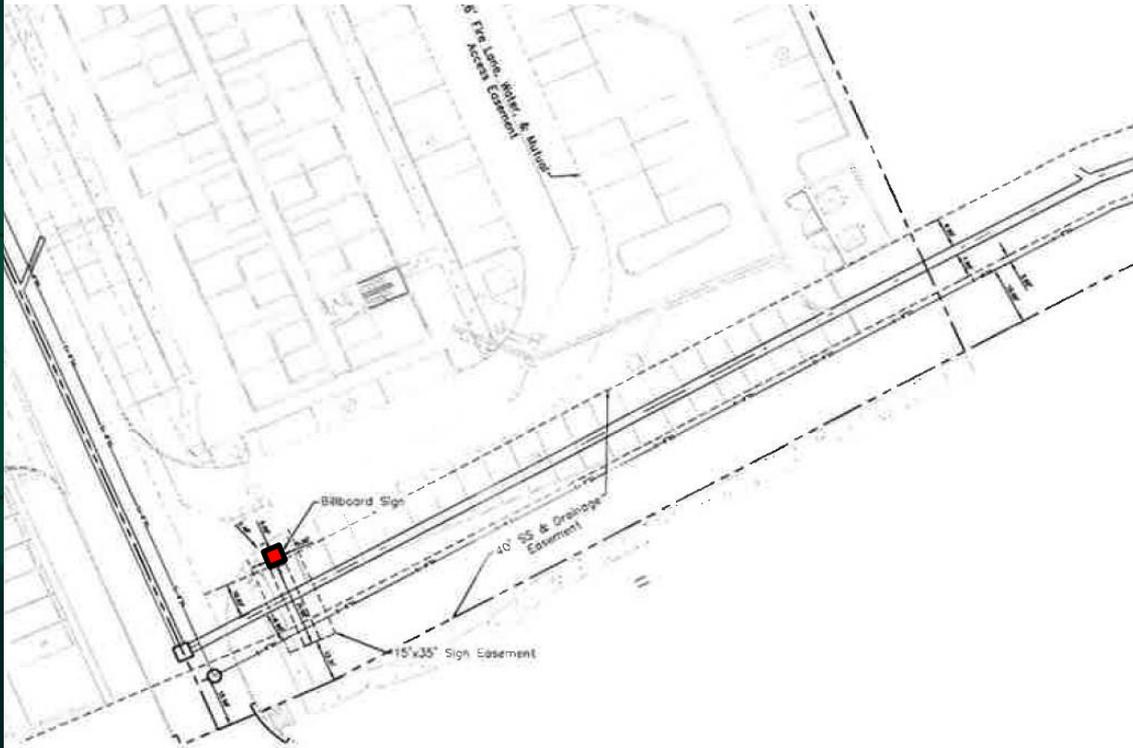




# Required Pole Placement | Rendering



# Pole Placement | Hotel Denizen



4. All sewer lines shall be PVC SDR-35.
5. All manhole rim grades must match finished grade in paved areas. Manholes constructed in landscape areas must have a final rim grade six inches (6") above final grade.
6. All water pipe 8" and larger shall be Class 150 DR 18 PVC water pipe, conforming to AWWA C900 standards, except Fire Line.
7. Contractor shall be responsible for maintaining trench safety requirements in accordance with the latest standards of O.S.H.A. or any other agency having jurisdiction for excavation and trenching procedures. Contractor shall provide and implement a trench safety plan complying with O.S.H.A.
8. Fire sprinkler line shall be sized and installed by a state licensed contractor. Fire Line shown for reference only.
9. Fire protection rooms shall have no roof access, mepinks, electrical panels, storage. Fire Protection rooms are for Fire Alarm and Control systems use.



**STOP!**  
CALL BEFORE YOU DIG



(Call before 72 hours prior to digging)

**BENCHMARK:**

**BM #1**  
X-Cut on the nose of the top of curb at the center median of Alma Road on the north side of Hiemenzen Way. Elevation = 703.58

**BM #2**  
City of McKinney Monument #26 w/ Cap Located at the Intersection of Harbin & McKinney Ranch Rd. On Median at The SE End of Curb. Elevation = 705.42

Issue Date:	Revision & Description
1 04/09/2022	1
2	2
3	3
4	4
5	5
6	6

**CROSS ENGINEERING CONSULTANTS**

1720 W. Virginia Street  
972.562.4409

J.G. Conway, Texas 95028  
Texas P.E. Firm No. P.9934

Drawn By:	Checked By:	Scale:
C.F.C.L.	C.F.C.L.	1"=20'

THIS DOCUMENT IS RELEASED FOR THE PURPOSE OF INTERIM REVIEW UNDER THE AUTHORITY OF JONATHAN D. HAKE, P.E. NO. 94728 ON 04/05/22. IT IS NOT TO BE USED FOR CONSTRUCTION PURPOSES.

**EXHIBIT**

**DISTRICT 121 HOTEL**

**ARCHSTREET HOTEL HOLDINGS, LLC**

**CITY OF MCKINNEY, TEXAS**

Sheet No. **EX**

Project No. 21123