



Article 5: Signs

504 Permitted Signs

C. Detached Signs: Non-Residential Districts

7. Detached Sign Types

e. Ground Signs

Ground signs shall conform to the standards in the following table.

Table 5-4: Ground Signs [1]

	Zero to 70-foot ROW (feet)			71- to 99-foot ROW (feet)			100- to 250-foot ROW (feet)		Freeway (feet)
	50	100	150	50	80	100	100	200	
Minimum width of lot frontage	50	100	150	50	80	100	100	200	125
Maximum square footage per side	20	30	40	50	60	70	80	100	150
Setback from street ROW line	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5
Setback from any property line other than ROW	5	5	10	10	10	15	15	15	15
Maximum height	3.5	6	6	6	6	6	8.5	8.5	10

[1] Lots with multiple frontages are permitted 1 sign per frontage. Sign area allowances for multiple frontages may be combined into 1 sign, with area up to 150% of the largest allowance, or 200 square feet, whichever is less.

F. Signs in the MTC -- McKinney Town Center Zoning District

1. Applicability

The MTC -- McKinney Town Center zoning district is that area established by the MTC regulating plan as shown in Appendix 2B: McKinney Town Center MTC. All signs within the MTC district shall adhere to the standards in this section.

2. Design

- a.** Signs shall be designed and constructed in keeping with the historic character and pedestrian-oriented urban design of the district. Signs are subject to review by the Director of Planning and approval is a prerequisite for the issuance of a sign permit.

Transit Village Edge Character District

7.5 Transit Village Edge

7.5.1 Illustrations and Intent

Note: The images and graphics on this page are provided as illustrations of intent and are advisory only without the power of law. Refer to the standards on the following pages for the specific Building Form and Site Development Standards.

The Transit Village Edge building form and site development standards implement the recommendations of the Town Center Master Plan for the blocks around the Transit Village Core. The standards emphasize the reuse of existing buildings, re-establishing a walkable street grid, and allowing for an eclectic mix of building types and uses from residential to cottage and light industrial uses.

The Transit Village Edge acts as the transition from the higher intensity Transit Village Core to the existing residential neighborhoods north and south of the Town Center and the rail station area. One of the key concepts is the potential redevelopment of the Cotton Compress site as a cultural and educational institution.



Images showing the character of intended new development in the Transit Village Edge Character District





BOARD OF ADJUSTMENT APPLICATION

*Application not applicable in the ETJ (Extra Territorial Jurisdiction)

APPEAL
 SPECIAL EXCEPTION
 VARIANCE
 TODAY'S DATE: 11/20/2023

****CONTACT INFORMATION****

PROPERTY LOCATION (Street Address):

402 E Louisiana Street, McKinney, TX 75069

Subdivision: _____ Lot: _____ Block: _____

Property Owner: MCDC 7300 State Hwy 121, Suite 200, McKinney,
 (Name) (Address) (City, State, & Zip Code) TX 75070

C.schneible@mcKinneycdc.org
 (Email) (Phone)

Property Owner is giving Keith Lewis, TUPPS Brewery authority to represent him/her at meeting.
 (Applicant Name)

Property Owner Printed Name: C.Schneible / MCDC Property Owner Signature: C.Schneible

Applicant: TUPPS Brewery 721 Anderson St McKinney TX 75069
 (Name) (Address) (City, State, & Zip Code)
KLewis@TUPPSBrewery.com 214-704-5039
 (Email) (Phone)

****REQUEST****

Please list types requested: Sign Approval

Description	Ordinance Requirements	Requested Dimensions	Variance from Ordinance
Lot Size			
Lot Width			
Lot Depth			
Side Yard			
Side Yard			
Side at Corner			
Front Yard			
Rear Yard			
Driveway			
Other			X

PLEASE DESCRIBE THE REASON(S) YOU ARE REQUESTING TO BE HEARD BY THE BOARD OF ADJUSTMENT. YOU MAY ATTACH ADDITIONAL INFORMATION TO SUPPORT YOUR REQUEST.

APPEAL -

We are reawesting to be heard by the board because we would like to have our car sign be placed at the new TUPPS Brewery site. The sign is uniauve, cool, Rustic, and fits well with the TUPPS and city of McKinney vibe.

SPECIAL EXCEPTION -

VARIANCE -

Additional details attached.

Items Submitted: Completed application and fee Plot/Site Plan or Survey drawn to scale

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

[Signature]

Property Owner Signature (If different from Applicant)

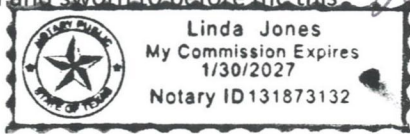
[Signature]

Applicant's Signature

STATE OF TEXAS

COUNTY OF Collin

Subscribed and sworn to before me this 20th day of November, 2023



(seal)

[Signature]
Notary Public

My Commission expires: 1/30/2027

NOTICE:

This publication can be made available upon request in alternative formats, such as, Braille, large print, audiotape or computer disk. Requests can be made by calling 972-547-2694 (Voice) or email contact-ada@compliance@mckinneytexas.org Please allow at least 48 hours for your request to be processed.

*****OFFICE USE ONLY*****

Seeking an appeal from Chapter 41, McKinney Zoning Ordinance, Section No:

BOA Number:

TOTAL FEE DUE: \$150.00 (non-refundable)

Received by:

Signature:

Date:



Monument Car Sign – Additional Details

- PROPOSED CAR MONUMENT SIGN EXCEEDS SIZE REQUIREMENT
 - Width of blocks: 12'
 - Height of blocks: 2'
 - Height of the car: 8'
 - Cumulative height: 10'

- PROPOSED CAR MONUMENT SIGN EXCEEDS HEIGHT REQUIREMENT
 - Total Height (including blocks): 10'

- ENGINEERING MUST BE PROVIDED FOR SIGN FOUNDATION
 - Foundation: one layer of big bass towing concrete blocks (6 blocks total)
 - These are the same blocks used throughout the site as walls, retaining walls, and elements. The concrete blocks act as a concrete foundation.
 - The concrete blocks will be placed on dirt.

- ENGINEERING MUST BE PROVIDED FOR ATTACHMENT OF CAR TO BLOCKS
 - Per architect, the car will be secured to each block through the existing integral rebar hook that was used to move the blocks.
 - Tires will not be inflated so car cannot roll.

- PROPOSED CAR MONUMENT SIGN DOES NOT MEET FRAMING REQUIREMENT
 - The car is a part of our brand identity and located at our current facility. For over eight years, our customers and fans have taken photos in front of the car sign, which creates and encourages a strong public interest. The sign is creative, innovative and will help us complete the overall design intent of the site and keep the iconic TUPPS image. The sign fits the rustic vibe of the whole site making this a unique place to visit in the city of McKinney.

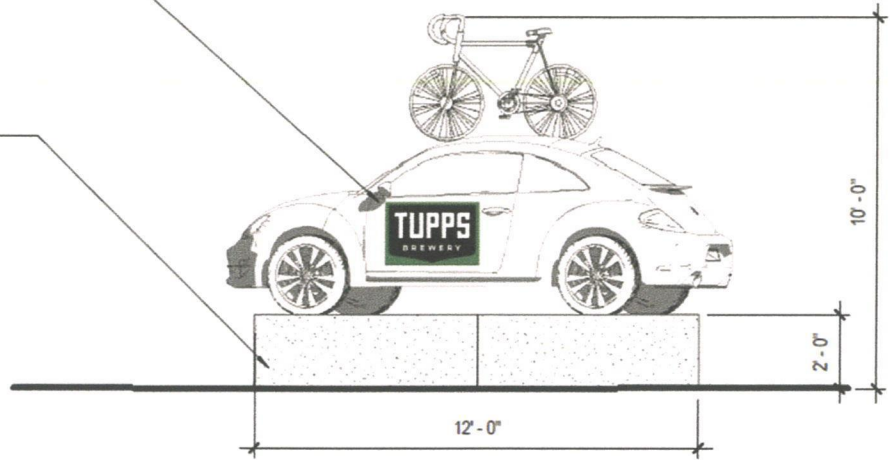
- CONSTRUCTION OF A BERM OR MOUND TO INCREASE THE HEIGHT OF A SIGN IS PROHIBITED
 - The car will not be on a mound.
 - The car will be placed on one level of blocks.

- REVISE SIGN PLACEMENT TO COMPLY WITH REQUIRED SIGN SETBACKS - 15' FROM ANY PROPERTY LINE
 - Revision has been made. Please see attached drawing from architect.

- PROVIDE ILLUMINATION DETAILS / ILLUMINATION SHIELDING DETAILS
 - The car monument has two (2) ground mount spotlights similar to other monument sign designs. They are designed and directed at the car and into the site, thus not creating a traffic hazard or distraction to operators of motor vehicles on the public thoroughfares or spillover at the property lines.

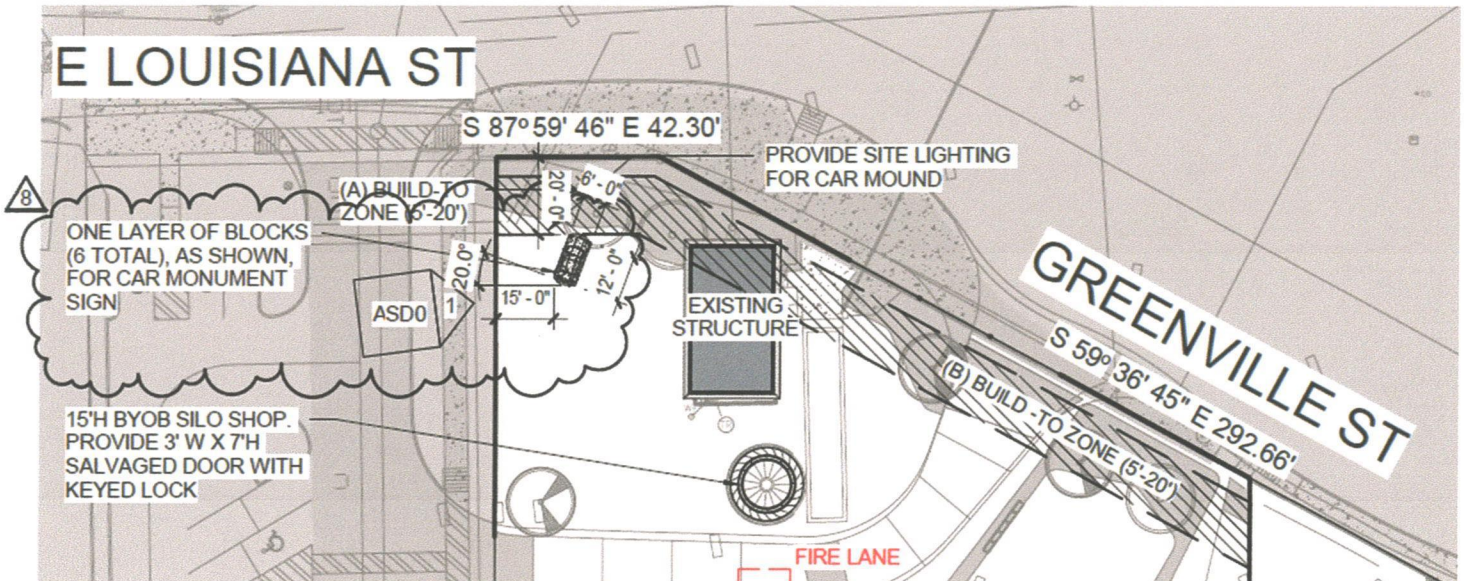
RELOCATE TUPPS VEHICLE FROM EXISTING FACILITY TO CAR MOUND TO SIT ON BLOCKS. TIRES WILL NOT BE INFLATED SO CAR CANNOT ROLL. REFER TO MEP DRAWINGS FOR LIGHTING. DIRECT SITE LIGHTING AS REQUIRED TO APPROPRIATELY LIGHT VEHICLE AT NIGHT

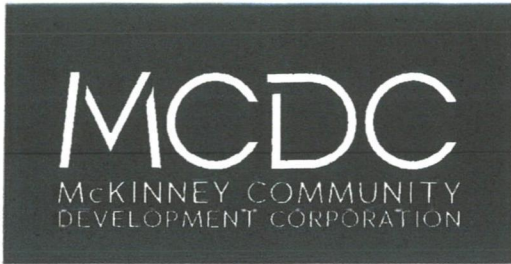
RELOCATED BIG BASS TOWING BLOCKS. CAR WILL BE SECURED TO EACH BLOCK THROUGH THE EXISTING INTEGRAL REBAR HOOK THAT WAS USED TO MOVE THE BLOCKS



1 CAR MONUMENT SIGN - WEST

1/4" = 1'-0"





7300 SH 121, Suite 200

McKinney, TX 75070

972.547.7653

MCDC Approval for alteration / change at the TUPPS Brewery Site

located at 402 E Louisiana Street McKinney, Texas 75069

MCDC has received a request for the following change:

Modified placement of sign - 15' from property
line
- modified base for monument sign

The documents have been reviewed and approved, contingent upon City review and approval.

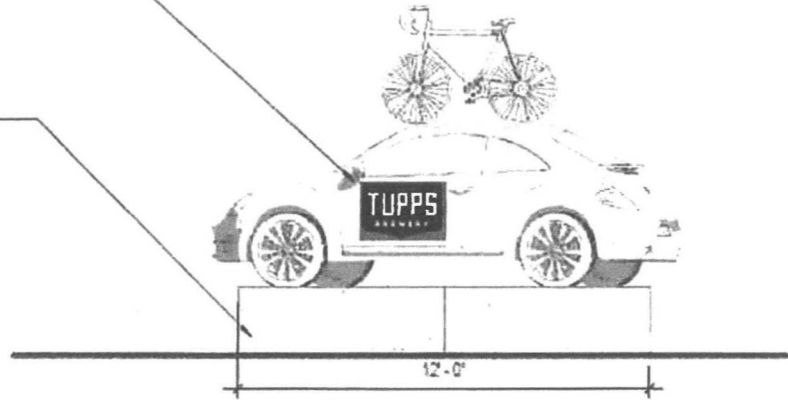
Signed: *C. Schriber*

Title: *President*

Date: *11/14/23*

RELOCATE TUPPS VEHICLE FROM EXISTING FACILITY TO CAR MOUND TO SIT ON BLOCKS. TIRES WILL NOT BE INFLATED SO CAR CANNOT ROLL. REFER TO MEP DRAWINGS FOR LIGHTING. DIRECT SITE LIGHTING AS REQUIRED TO APPROPRIATELY LIGHT VEHICLE AT NIGHT

RELOCATED BIG BASS TOWING BLOCKS. CAR WILL BE SECURED TO EACH BLOCK THROUGH THE EXISTING INTEGRAL REBAR HOOK THAT WAS USED TO MOVE THE BLOCKS

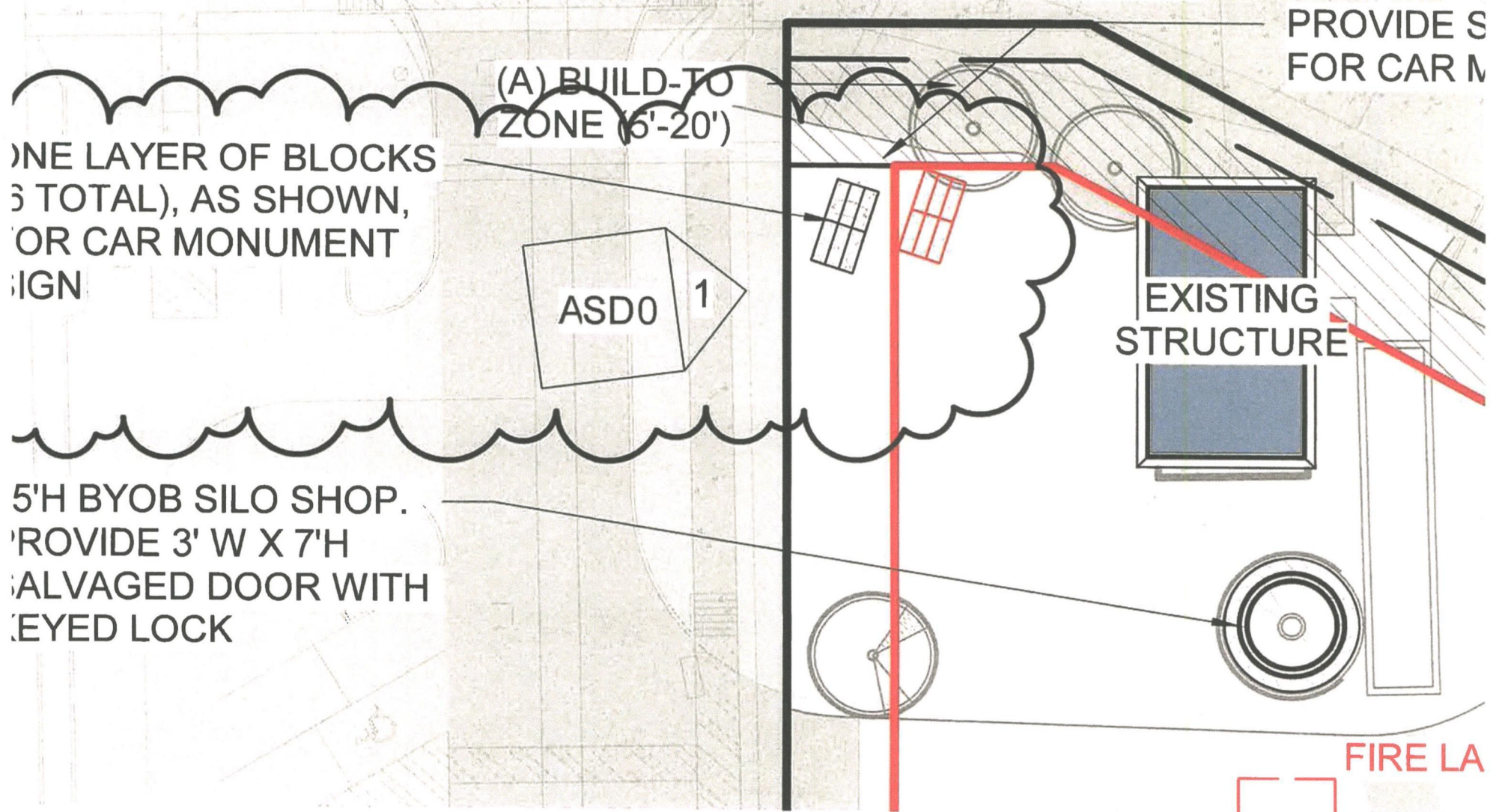


1 CAR MONUMENT SIGN - WEST

1/4" = 1'-0"

LOUISIANA ST

S 87° 59' 46" E 42.30'



TUPPS BREWERY - TAP ROOM

11.17.2023

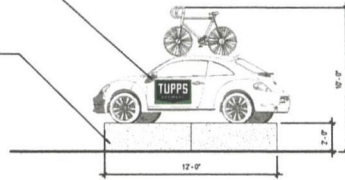
402 E. LOUISIANA ST., MCKINNEY,
TX 75069

MONUMENT SIGN CAR

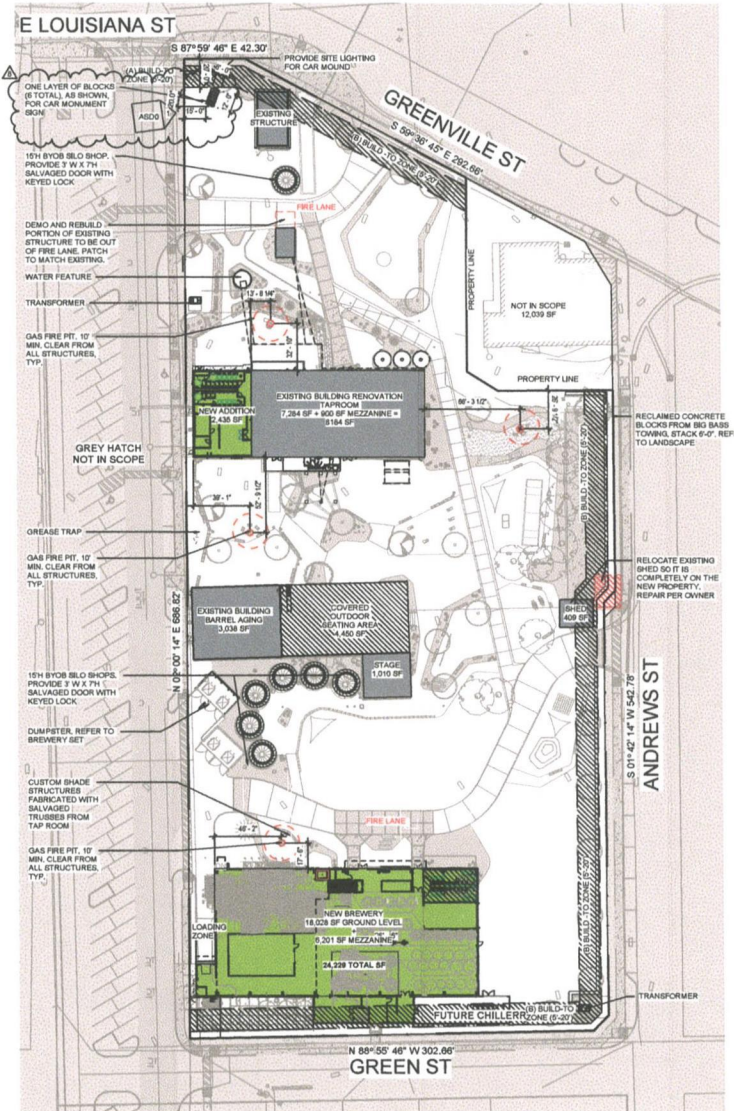
As indicated

RELOCATE TUPPS VEHICLE FROM EXISTING FACILITY TO CAR MOUND TO BE ON BLOCKS. TIRES WILL NOT BE INFLATED SO CAR CANNOT ROLL. REFER TO MEP DRAWINGS FOR LIGHTING. DIRECT SITE LIGHTING AS REQUIRED TO APPROPRIATELY LIGHT VEHICLE AT NIGHT.

RELOCATED BIG BOSS TOWING BLOCKS. CAR WILL BE SECURED TO EACH BLOCK THROUGH THE EXISTING INTEGRAL RIBBAR HOOK THAT WAS USED TO MOVE THE BLOCKS.



1 CAR MONUMENT SIGN - WEST
1/4" = 1'-0"



2 SITE PLAN
1" = 40'-0"

RE: TUPPS VEHICLE SIGN



Katie Baker <kbaker@tuppsbrewery.com>
To Suzanne Arnold

☺ Reply Reply All → Forward 📧 ⋮

Tue 11/21/2023 12:08 PM

📌 You replied to this message on 11/21/2023 12:40 PM.

Phish Alert

+ Get more add-ins

*****CITY OF MCKINNEY SECURITY NOTICE*****

THIS IS AN EXTERNAL EMAIL: Do not click links or open attachments from unknown sender and be sure the content is safe.

Hi Susanne,

Here's the narrative for the board:

The TUPPS Brewery car has been a part of our brand identity and has been located at our current facility for over eight years. Throughout the years, our customers and fans have taken photos in front of the car, which creates and encourages a strong public interest. The car is creative, innovative and will help us and MCDC complete the overall design intent of the site and keep the iconic TUPPS image. The car fits the rustic vibe of the whole site and contains an architectural element that positively supplements the visual environment making this a unique place to visit in the city of McKinney.

Please let me know if you need anything else in the meantime.

Have a great Thanksgiving!

Katie Baker

Marketing and Events, TUPPS Brewery / Blur Hard Seltzer

Email: kbaker@tuppsbrewery.com

Phone: (214) 856-7996

www.TUPPSBrewery.com / www.BlurHardSeltzer.com

Pontiac Chieftain for TUPPS Sign



Concrete Blocks for Sign Base and Site Lighting for Sign Area



Sign Location



Sign Location from Across the Street



Existing Signs on Adjacent Properties





**Be Published in the
McKINNEY COURIER-GAZETTE
SUNDAY, November 26, 2023
ONE (1) TIME**

**NOTICE OF REQUEST FOR SPECIAL EXCEPTION
THE BOARD OF ADJUSTMENT**

BOARD OF ADJUSTMENT CASE NO. 23-04

Conduct a Public hearing to Consider/Discuss/Act on the request by Applicant Keith Lewis, to Consider/Discuss/Act on the Appeal of the Building Official's decision for the consideration of a Meritorious Exception to the Sign Ordinance to allow a monument sign of unconventional materials and size, being composed of a car with a bicycle mounted to the top sitting on recycled concrete blocks, and allowing that sign to be 10 feet in height (exceeding the allowed 6 feet), and allowing that sign to be approximately 120 square feet in area (exceeding the allowed 40 square feet) at the site of the TUPPS Brewery complex, on the property owned by the McKinney Community Development Corporation (MCDC) located at **402 E. Louisiana Street, Lot 1 of Block A of the TUPPS Brewery Addition to the City of McKinney, Texas.**

NOTE:

A PUBLIC HEARING HAS BEEN SCHEDULED AND WILL BE HELD PURSUANT TO THIS REQUEST IN THE CITY COUNCIL CHAMBERS, 222 N. TENNESSEE STREET MCKINNEY TEXAS.

WEDNESDAY, DECEMBER 13, 2023 - 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 THE 21st DAY OF NOVEMBER , 2023.

EMPRESS DRANE
City Secretary

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**WEDNESDAY, DECEMBER 13, 2023
AT 6:00 P.M.**

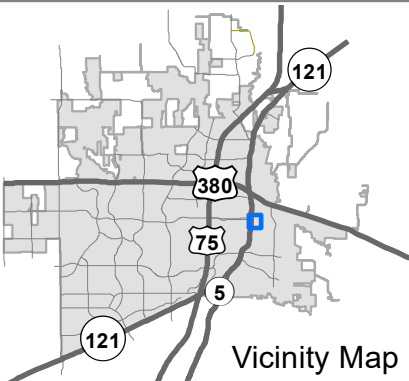
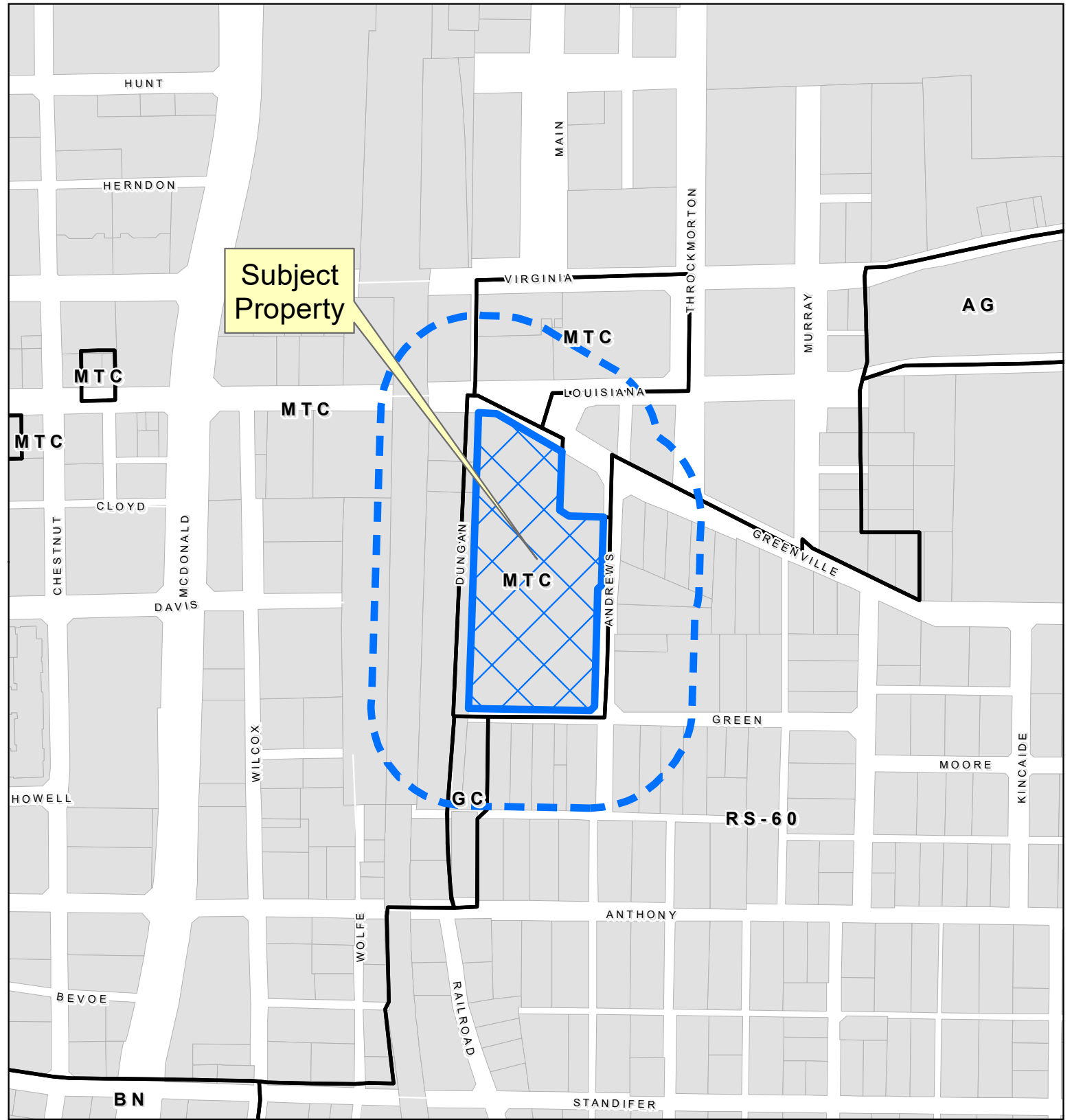
As an interested property owner, if you wish to make your views known, you may do so by attending the hearing or express your views on this Request by completing and returning the form below via mail or email.

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.

Return to: City of McKinney
Building Inspections
Brittany Sprague
P.O. Box 517
McKinney, TX 75070
bsprague@mckinneytexas.org
BOA No. **23-04**
402 E Louisiana St.

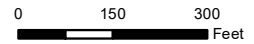
I PROTEST _____ APPROVE _____ of the Request for a Special Exception as requested by the above file number because (you may attach additional response)

Print Name: _____
Signature: _____
Address: _____



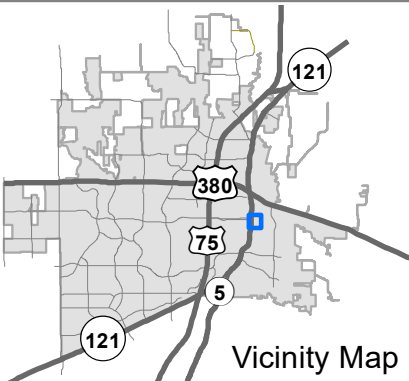
Board of Adjustment Map

402 E Louisiana St



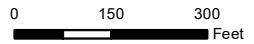
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Board of Adjustment Map

402 E Louisiana St



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