

Narrative

We respectfully request approval of a variance from **Code of Ordinances Section 33.14.2.c**, which states that **"Ground and projecting signs shall maintain a minimum setback of ten (10) feet from any side or rear yard property line."**Specifically, we are requesting a variance to allow the existing monument sign to remain **3 feet 7 inches** from the side property line rather than meeting the required **10-foot side-yard setback**.

The variance request is centered on allowing the recently installed monument sign with digital fuel pricing displays at the Texaco location to remain in its current location. According to the survey, the sign is located approximately **15 feet 2 inches** from the street property line and **3 feet 7 inches** from the side property line. The previous 15-foot pole sign was removed, and the new monument sign was installed in the same location as the former sign, maintaining the site's long-established sign location while modernizing its appearance and functionality.

Criteria 1 – Literal compliance would create an unnecessary hardship due to a unique condition of the property.

The existing site layout and configuration create a unique condition that is not generally common to other properties. Because of the property's existing layout, complying with the 10-foot setback requirement would force the monument sign to be relocated into an existing drive aisle. Locating the sign within the drive aisle would reduce maneuvering space, interfere with vehicle circulation, and create a safety hazard for customers, delivery vehicles, and fuel patrons using the site. There is no practical alternative location on the property that would satisfy the required setback while maintaining safe and efficient on-site traffic circulation. Therefore, literal compliance with **Code of Ordinances Section 33.14.2.c** would create an unnecessary hardship unique to this property, and we are requesting a variance to allow the monument sign to remain closer than the required 10-foot side-yard setback.

Criteria 2 – The condition requiring the variance was not created by the current property owner.

The condition creating the need for this variance did not result from any action of the current property owner. The site, including the building, parking layout, drive aisles, and original sign location, was developed prior to the current owner's acquisition of the property. The previous pole sign occupied this same location for many years before being replaced with the new monument sign. The current owner did not alter the established site layout or create the existing constraints that necessitate this variance. Documentation confirming that the current owner did not develop the site can be provided upon request.

The requested variance represents the minimum relief necessary to accommodate the existing site conditions while maintaining the safe and efficient operation of the property. The existing sign location has functioned successfully for many years without creating adverse impacts on neighboring properties or the public. Allowing the monument sign to remain in its current

location preserves safe vehicle circulation, avoids introducing a safety hazard within the drive aisle, and maintains the property's historical development pattern.

Granting the variance will not negatively affect adjacent properties, impair visibility for motorists, create traffic hazards, or alter the character of the surrounding commercial area. Rather, the request simply allows the replacement monument sign to remain in the same established location as its predecessor while accommodating the practical limitations of the site.

For these reasons, we respectfully request your favorable consideration and approval of this variance. We appreciate your time and attention to this matter and are available to provide any additional information that may assist in your review.

Additional Narrative Information

We respectfully request approval of the variance associated with the recently installed monument sign with digital fuel pricing displays at the Texaco location.

The variance request is centered on allowing the monument sign to remain in its current location, which, according to the survey, is approximately 15 feet 2 inches from the street and 3 feet 7 inches from the side property line. The previous 15-foot pole sign was removed, and the new monument sign was installed in the exact same location as the former sign, maintaining the site's long-established placement while modernizing its visibility and functionality.

This enhancement is critical to improving fuel sales and maintaining the station's competitiveness, particularly given the close proximity of QuikTrip, a major competitor located just one block away. The monument sign provides significantly improved visibility, enhances customer awareness of current fuel pricing, and strengthens the station's market presence—all of which are essential for attracting and retaining customers within this highly competitive commercial corridor.

The current placement of the sign does not create any safety concerns, traffic disruptions, or other adverse impacts. Furthermore, the location was not intentionally selected to circumvent setback requirements; rather, the sign was installed in the same location as the previous sign, consistent with the site's established configuration.

Without this improvement, the store's long-term economic sustainability could be adversely affected, potentially leading to business decline and the risk of a vacant commercial property within the city. Approval of this variance will support the continued success and growth of the business while contributing to the economic vitality of the surrounding area by preserving an active and productive commercial property.

For these reasons, we respectfully request your favorable consideration and approval of this variance. We appreciate your time and attention to this matter and are available to provide any additional information that may assist in your review.