

Sign Variance Application

Dated 8-26-11; Revised 8-29-11; Revised 2-9-12; **REVISED 3-16-12**

Applicant: Quik Trip

The following are the applicable narrative provisions / specific request explanations of the Sign Variance Application to which this supplemental sheet is attached. These provisions have been modified as details of the approved site plan have materialized and have been scaled back to minimum needs. See application for all other submission information. Additionally, it is requested that the following sign variance provisions be considered simultaneously with the PD zoning request to allow a scale as depicted on the Site Plan Provided for in the PD zoning request or to consider the sign variance request prior to the PD to allow the scale. The enhanced landscaping package as submitted is intended to provide screening for portions of the sign variance as outlined below and therefore should be considered as a package arrangement.

Appeal made to City Council to grant the following variance request.

For the specific signs described below to be installed on the property at the NE intersection of Hwy 75 and Wilmeth Road and as shown on the requested modifications to the approved site plan (copy attached), the following criteria shall become the applicable regulations:

- A. A single pole sign shall be allowed up to a maximum of 222 sq ft per side (two sides) and a permitted height of forty (40) feet.
- B. A dual post sign referenced as the "Scale Sign" shall be permitted as shown on the proposed revisions to the site plan at the location of the scale. The maximum size of the scale sign shall be as shown on the attached scale sign graphic. The height of the "Scale Sign" shall not exceed the height of the adjacent canopy and the bottom of the sign shall not extend below the bottom of the canopy; it is the intent that the "Scale Sign" appear to be a horizontal extension of the canopy dimension.
- C. A directional sign for the truck entrance shall be allowed to a maximum height of 5' 7" having a maximum sign face on each side of 14.3 sq ft. and having graphics / verbiage consistent with the attached "Directional Pole Sign" graphic.
- D. All other provision of Section 134 of the Code of Ordinances shall be applicable.

General: The proposed signage is positioned near the intersection of Hwy 75 and Wilmeth Road and thus is not in proximity to other property owners or facilities to have any impact on site visibility or other issues.

Item A. Vertical Pole sign "A" above:

The variance requested is relatively minor and is being proposed to compensate for the new design configuration of Hwy 75. The new construction of Hwy 75 is configured in such a manner as to create a barrier between the east and west side of Hwy 75 that is significantly higher than historical overpasses carrying Hwy 75 over intersecting thoroughfares. Heretofore, Wilmeth had the overpass extending over Hwy 75, but the

new configuration totally changes the site visibility from the east to the west side of 75; thus, there will be no impact on any of the property to the west of Hwy 75. The property to be developed and owned by the applicant is a 15+ acre site in total (approximately 7.5 acres for the subject use) and is thus large enough to mitigate any impact of the proposed variance on any property to the north or east. Property to the south will be separated from the proposed use by a minimum of 120 feet of right of way. By the time sign and / or building setbacks are considered, the proposed signage will be more that 140 feet from any sign or structure to the south; thus there will be no impact.

The requested variance will not adversely affect public safety since there is no blockage of any public safety visibility, have no flashing or moving components, and will function exactly as similar signage under the current sign ordinance.

Special conditions exist which are unique to this application or property: It is noted that the reconstruction of Hwy 75 renders much of the City Sign Ordinance regulating pole signs on major highways as ineffective and out of date. While the City has a history of positive control of signage and the aged ordinance has served the City well, it is important to recognize that the height and size limitation provisions along Hwy 75 and perhaps other areas were determined based on site lines and visibility circumstances that are now obsolete with the new design criteria for Hwy 75. These issues include:

- Bridge height and highway elevations are significantly higher than existed when the current criteria were drafted.
- Exit ramps have been relocated (for good purpose) in contemporary highway design to much greater distances from intersections; while this allows enhanced access along the service roads and greater stacking areas for speed deceleration and traffic control, it is more difficult for key product marketers to attract users as needed to maximize our community's sales tax generation and sustain healthy business activity. Longer distances between exit ramps and key intersections necessitate updating the size of signage.
- Bridge height and special concerns dictate a somewhat higher and larger sign at key locations. The height and size of the pole sign proposed were prepared in such a manner to serve as criteria that can be applicable to a general signage overlay for Hwy 75 and not to just serve the purposes of the applicant. It is necessary to for the slight increase in size to accompany the increase in height, but both have been minimized from normal corporate expectations.
- It is also noted that the existing ordinance permits combining the two frontages of major roadways to allow the resulting single sign to be 200 SF instead of the currently permitted 150 SF. The variance requested is only 25 SF larger than such combination signage, thus, the City already recognizes signage only slightly smaller than needed. It is also noted that the configuration of the new highway designs is such that both the pole sign in the size requested and the currently permitted ground sign are required for the business to function properly and communicate the required information. The pole sign variance requested is only an increase of 75 SF in total or 25 SF larger than permitted if

two signs are combined, thus, the City already recognizes signage only slightly smaller than required. The proposed ground sign is fully permitted by ordinance. The Hwy 75 barrier being constructed, along with the extended access ramps results in the motoring public needing to see both the pole / aerial sign and the ground sign. The Hwy 75 pole sign is essential for visibility to Hwy 75 traffic. The ground sign is essential to service road and thoroughfare traffic.

- As drafted, the variance request is structured in such a manner so as to serve as draft criteria that the city can use to serve as part of a needed sign overlay district for Hwy 75. It is suggested that the City use these criteria as a test case to monitor and subsequently amend the applicable sign ordinance provisions for a Hwy 75 overlay to the sign ordinance. Real life cases such as this will allow the City to capture actual use and visibility realities and thus make amendments based on actual real circumstances. The requested considerations (both height and size) are minimal allowances beyond the current ordinance, but we believe these changes are sufficient to address the realities of the new Hwy 75 design and construction standards.

While the applicant would like to have requested a significantly larger pole sign consistent with such signage at other similar applicant facilities, the history of the McKinney sign ordinance was recognized and the applicant has worked diligently to submit a proposal that is believe to be very conservative, yet still address the realities of the change in Hwy 75 design criteria.

Item B. Scale Sign (“B” above):

The Scale Sign is identification for the proposed truck scale to be located well to the interior of the site, approximately 200 feet north of Wilmeth and approximately 500 feet east of Highway 75 service road. Thus, the Scale Sign is not believed to be any impact to surrounding properties or views from adjacent roadways; this sign is for internal site use only and serves as the only above ground indication of the existence of the proposed scale (which is concrete matching all other site pavement). Additionally, the Scale Sign will be screened by the retail building and the extensive landscaping north, south, and west on the site. The applicant owns the property to the east and anticipates a large building user that will thus screen the sign from any other properties to the east. It is also noted that the Scale Sign is sized consistent with the canopy and will be constructed of similar materials and thus will blend in with the canopy and will generally appear to be an extension of the canopy. **Additionally, additional landscaping has been added in locations that will further screen the scale area.**

Item C. Directional Pole Sign (“C” above):

The Directional Pole Sign is somewhat larger than typical on-site directional signage, but the extra height (only about 5’ 7” high) the extra size (only about 14.3 sq ft) are both required for visibility and readability from the driver seat of the vehicles to which the message is directed. Care has been taken to separate normal vehicular traffic from truck traffic at the key entry locations on Wilmeth. Thus, a directional sign sized for the

target audience is important to facilitate smooth traffic flow and traffic separation. As shown, the message is limited to “truck entrance” information. It is anticipated that only one of these signs will be placed to strategically show preferred entry and exit information.