



Coca-Cola High Country

SIGN VARIANCE DESIGN INFORMATION | JANUARY 19TH, 2022

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executive summary.

Coca-Cola Bottling Company High-Country is a 4th-generation family company, based in Rapid City, but has had an operation and presence in Montana since 2014. High Country has sales centers in Billings, Miles City, Glendive, Havre, Great Falls, Kalispell and Missoula. Coca-Cola has been in Billings since 1910. Our existing facility on South 1st Street has been operating there since 1964. This new 160,000 square foot facility will replace the current sales center, and expand to include beverage manufacturing.

The sign proposed for the new Coca-Cola High Country Sales Center is consistent with existing signs within other L1- Light Industrial zoning districts, consistent with other signs within the freeway corridor, including the current signs immediately adjacent to this location.

The proposed sign would have complied with the previous sign code that applied to this location. When the property was identified and purchased in May of 2019, the previous sign code allowed a wall sign of 2,560 square feet on this same size wall. Our request is for approval of a 456 square foot sign.

The proposed size is consistent with the schematic design for other facilities within the High Country system. To re-design the size of the sign causes a financial hardship. The limit of 250 square feet for a wall sign is inconsistent with other recently approved sign packages in the L-1 zone, along the freeway corridor, and throughout Billings and represents a diminishment of rights enjoyed by other buildings built in the L-1 zone before 2020.

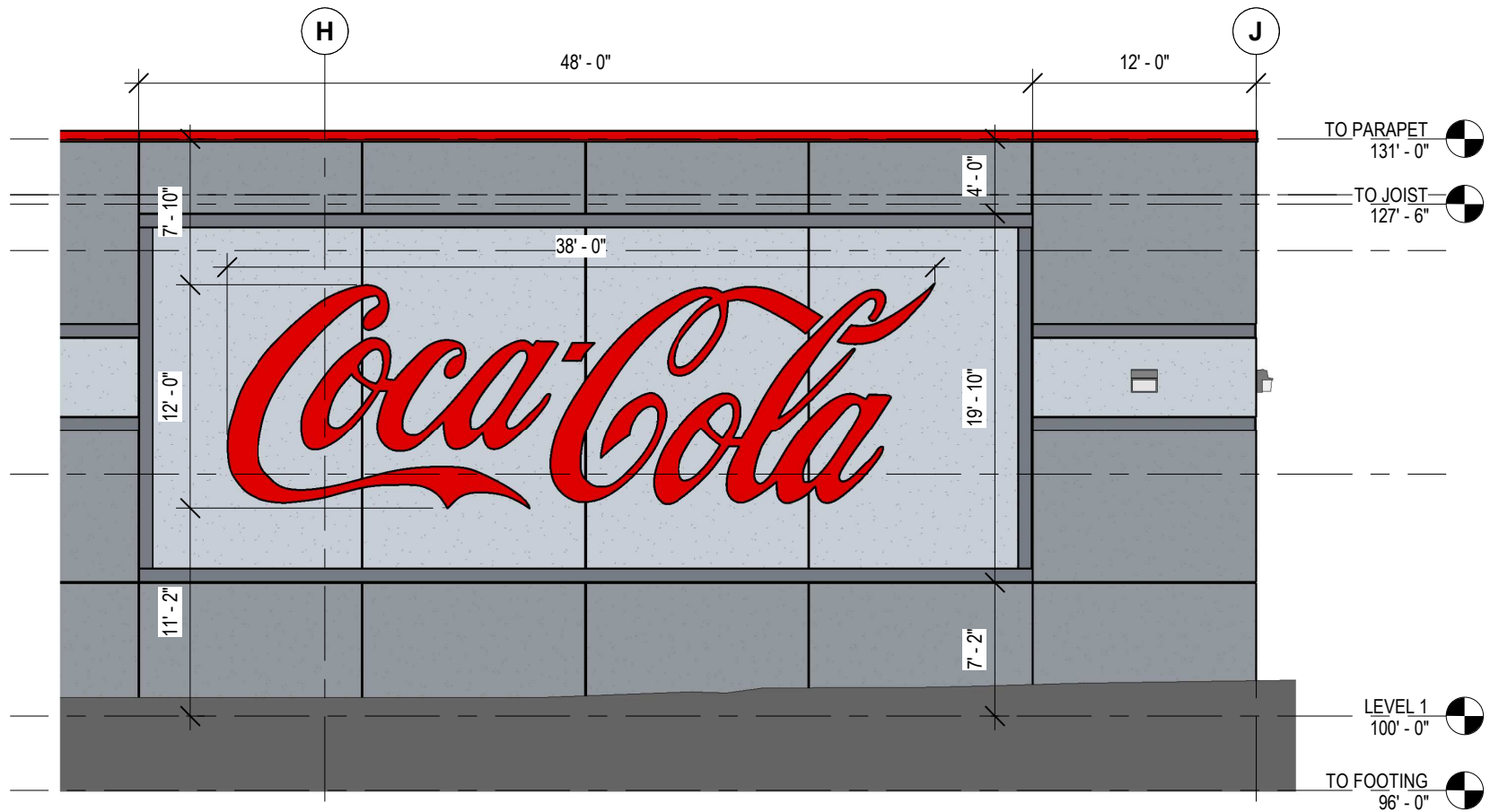
Thank you for your consideration.

A handwritten signature in blue ink, appearing to read "Joe L. K.", is positioned below the text.



Perspective - Looking SW.

SIGN VIEWS



450 SQUARE FEET



Perspective - Interstate 90 Westbound.

250 SQUARE FEET



Perspective - Interstate 90 Westbound.



Budweiser Sign / Intermountain - Westbound.



Cabela's Sign - Eastbound.



Kenworth Sign - Westbound.



Slumberland Sign - Westbound.

thank you.