



January 3, 2022

City of Billings  
Board of Adjustments  
2825 3<sup>rd</sup> Avenue North  
Miller Building, First Floor Conference Building  
Billings, MT 59101

Re: Variance Application – Proposed Coca-Cola Building  
Parcel 11A of COS 1391 AMND, located in S24, T01 S, R25E

Dear Members:

On behalf of the property owner, Messinger Company LLC, a South Dakota limited liability company, we are requesting a variance from the City of Billings, Chapter 27, Article 1407 sign regulations by zone district, specifically 27-1407E.(a) (zoning code). The parcel indicated as 11A of COS 1391 AMND, located in S24, T01 S, R25 E, (site/parcel), is located within the zoning code I1 – Light Industrial. According to the zoning code signs attached to buildings are allowed two square feet per lineal foot of building frontage to a maximum of two hundred fifty square feet.

The proposed Coca-Cola building site was purchased before the City of Billings updated the zoning code to re-code. Under the previous zoning code the site was allowed to have a wall sign that was 20% in size of the wall with the sign. The proposed wall sign would've been in compliance with this zoning code. This variance request would allow for the building to have the wall sign as indicated in the included schematics. We have included a variance application as well as a required listing of hardships for your review. Although we are requesting that the sign exceed the 250sqft maximum the sign side does not exceed the 2sqft per linear foot of building frontage. Should that be the only portion of the regulation our building would be allowed to have an 800sqft sign. This variance request is similar to many others the board has approved in prior for buildings such as Scheels, Cabelas and Slumberland Furniture. The Coca-Cola building will be directly adjacent to Slumberland Furniture which is a much smaller building but has been approved for this same variance regarding wall sign size. By allowing this variance the board will be allowing the Coca-Cola building to be consistent with company architectural requirements and not creating a hardship by forcing a redesign.

Thank you for your consideration regarding this variance request. Attached within our application are exhibits detailing the Coca-Cola design a variance application. Please feel free to contact us with any questions, [anna.m.vickers@imegcorp.com](mailto:anna.m.vickers@imegcorp.com) or [kolten.l.knatterud@imegcorp.com](mailto:kolten.l.knatterud@imegcorp.com).

Sincerely,

A handwritten signature in blue ink, appearing to read "Anna Vickers".

Anna Vickers  
Land Use Planner

A handwritten signature in blue ink, appearing to read "Kolten Knatterud".

Kolten Knatterud, P.E.  
Client Executive



## VARIANCE QUESTIONS

- A. What reasons prevent you from using this property in conformance with the Zoning Regulations requirements?

**The parcel was bought by Coca-Cola prior to project ReCode. Project ReCode changed the wall building sign allowance. At the time of purchase the prior zoning would've allowed for a wall sign that was 20% in size of the wall with the sign. However, with project ReCode the applicable zoning of 27-1407E.(a). allows for two square feet of sign per lineal foot of building frontage to a maximum of two hundred fifty square feet. Due to this updated code a variance is being requested in order to allow for the architectural design in coordination with Coca-Cola buildings across the country. Not granting this variance would create a hardship for the applicant and not be in harmony with other businesses that have received variance approval for wall signs in prior. These other buildings include Scheels, Cabela's, and Slumberland Furniture with Slumberland Furniture being adjacent to the property.**

- B. Why is there a need for the intended use of the property at this location?

**The Coca-Cola building is designed with the logo exceeding 250sqft on buildings across the county. This design is considered part of the Coca-Cola brand architecture and would force a hardship due to an architectural redesign. The variance is requested in order to avoid this redesign and allows the applicant to enjoy rights that are commonly shared by others in the same district.**