

Variance 1382
Application & Applicant Letter

CITY VARIANCE APPLICATION FORM

CITY VARIANCE : Billings Variance # _____ - Project # _____

The undersigned as owner(s) of the following described property hereby request a Variance from the terms of the City of Billings Zoning Regulations.

PARCEL TAX ID # A30040 CITY ELECTION WARD # 1

Legal Description of Property: S12, T01 S, R25 E, C.O.S. 1136 , PARCEL A1, 2ND AMND

Address or General Location (If unknown, contact City Engineering): _____
Future Dunham's Sports, 300 S 24th St W, Billings, MT 59102 (in Rimrock Mall)

Zoning Classification: Mercantile **CMU2**

Size of Parcel (Area & Dimensions): Building 208' 1 1/2" X 251' 6 1/2", 47,634 Square Feet

Variance(s) Requested: 420 sq ft Exterior Wall Sign

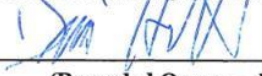
Facts of Hardship: (attach letter)

*** Additional information may be required as determined by the Zoning Coordinator in order to fully evaluate the application.

Owner(s): Rimrock Mall Realty Holding LLC, c/o Kohan Retail Investment Group
(Recorded Owner)
1010 Northern Blvd, STE 212, Great Neck, NY 11021
(Address)
610-291-4364 rsteiner@kohanleasing.com
(Phone Number) (email)

Agent(s): Devin Hartley
(Name)
300 South 24th Street West Billings, MT 59102
(Address)
(516) 708-9206 dhartley@krigproperties.com
(Phone Number) (email)

I understand that the filing fee accompanying this application is not refundable, that it pays for the cost of processing, and that the fee does not constitute a payment for a Variance. Also, I attest that all the information presented herein is factual and correct.

Signature:  Date: 5-12-25
(Recorded Owner – digital signature allowed)

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5. To the Board of Adjustment

Dunham's Sports is asking that you consider the following factors while reviewing their request for additional square footage of signage.

• **Lack of Visibility from Primary Entrance:**

Unlike other anchor tenants in the mall, Dunham's Sports lacks frontage or direct visibility from the main mall entrance on South 24th Street West. The store is situated at the rear of the mall, facing a park rather than a main traffic corridor, limiting exposure to both vehicular and pedestrian traffic.

• **Obstructed Storefront Due to Landscaping:**

The existing tree-lined property boundary significantly obstructs views of the Dunham's storefront. This natural screening reduces brand visibility and customer wayfinding. A larger, illuminated sign would help overcome these visual barriers and more effectively identify the store's location.

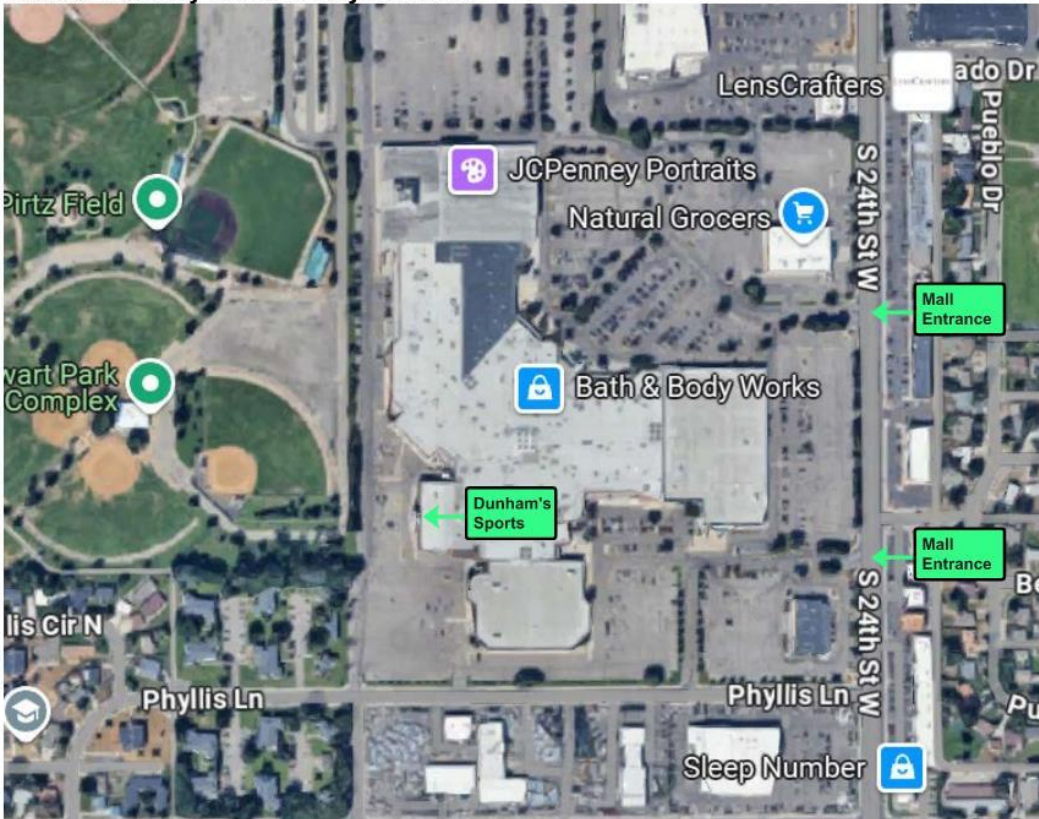
• **Precedent and Proportionality:**

The previous tenant occupied the same space with two (2) signs, each approximately 10 feet tall and 400 square feet, for a total of roughly 800 square feet. In contrast, Dunham's Sports is proposing a single sign that is smaller in height (6'-8") and totals 420 square feet — nearly half the combined signage area of the previous tenant. This request is both modest and proportional to the unique challenges of the location.

• **Comparison to Existing Tenant:**

Anchor tenant (Dillard's) has five signs at 215sf each. Two elevations have two signs each, and one on the third elevation.

Lack of Visibility from Primary Entrance



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Obstructed Storefront Due to Landscaping



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Precedent and Proportionality



Dillard's Signage- two signs on the main elevation facing 24th street - 430sf total



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Dillard's Signage- two signs on a side elevation facing Phyllis Lane - 430sf total



Dillard's Signage- side elevation facing main parking - 215sf total



***Dunham's* SPORTS**