

**AGENDA**

**The Rolla Board of Adjustment**  
**Rolla City Hall, 3<sup>rd</sup> Floor Conference Room, 901 North Elm Street**  
**Thursday, January 23, 2025 @ 5:30 PM**

**Board Members:**    **Matt Crowell (Chairperson), Matt Miller (Vice-Chairperson),  
Jacob Rohter, John Meusch, VACANT,  
Jonathan Hines (Alternate)**

**I.    APPROVE MINUTES:**

Review of the Minutes from the Board of Adjustment meeting held on November 2, 2023.

**II.   OTHER BUSINESS/REPORTS FROM THE CHAIRPERSON,  
COMMITTEE, OR STAFF:**

1. Election of Chairman and Vice-Chairman

**III.   OLD BUSINESS:**

**NONE**

**IV.   PUBLIC HEARING:**

1. **ZV24-02:** Special Exception to permit an alternative arrangement for signage and/or Variance to Section 42.344 to allow additional signage area for property in the R-1, Suburban Residence District with a Planned Unit Development zoning overlay

**NEXT MEETING DATE:   February 20, 2025**

**BOARD OF ADJUSTMENT MINUTES**  
**November 2, 2023**  
**Rolla City Hall**

<b><u>Presiding:</u></b>	Chairperson Matt Crowell
<b><u>Members Present:</u></b>	Matt Miller, John Meusch
<b><u>Alternates Present:</u></b>	Jonathan Hines
<b><u>Members Not Present:</u></b>	Jacob Rohter
<b><u>City Officials in Attendance:</u></b>	Tom Coots, City Planner, and Cindy Brown, Acct. Clerk
<b><u>Others in Attendance:</u></b>	James Colby, Archer Elgin

Chairperson **Matt Crowell** called the meeting to order at 5:48 P.M. He recognized the members who were present. **Crowell** swore in all present who intended to speak.

**I. APPROVE MINUTES:**

**Crowell** approved the minutes from the July 27, 2023 Board of Adjustment meeting as printed and distributed.

**II. OLD BUSINESS:**

**NONE**

**III. PUBLIC HEARING:**

1. **VAR2023-03:** Variance from Section 42.325 (9) to allow a fence with barbed wire in the R-4, Urban Multi-family district with a PUD, Planned Unit Development overlay at 1000 N Oak Street.

**Tom Coots** presents the staff report.

**Crowell** opens the public hearing.

**James Colby** on behalf of the Christian Campus Ministries, works for Archer Elgin Engineering. The campus has had issues with homeless persons along the railroad tracks coming onto the property. He presents a drawing of what the proposed fence would look like.

**Crowell** closes the public hearing and moves into Board deliberation.

1st Criterion: Due to the fact that the property is exposed to the train tracks and the nature of the use, all board members agreed the 1<sup>st</sup> criterion was met.

2<sup>nd</sup> Criterion: **Hines** states that due to the safety issue in the back grassed area the barbed wire is needed. **Miller** states that this is the most economical way to secure the area without causing unnecessary hardship. **Meusch** states if the yard is not safe it can't be used for reasonable use. All board members agreed the 2<sup>nd</sup> criterion was met.

3<sup>rd</sup> Criterion: **Crowell** states this is an extra expense for the property owners and they did not create the safety issue. **Meusch** agreed. All Board members agreed the 3<sup>rd</sup> criterion was met.

4<sup>th</sup> Criterion: **Crowell** states this increases the safety of the neighborhood. **Coots** states the fire department should not need access from the railroad tracks so they have no issues with the fence. **Hines** states the zoning code is written for fences where people are walking and traveling, this is not an area where people should be walking. **Crowell** states this may help to discourage people from walking on the railroad tracks. All Board members agreed the 4<sup>th</sup> criterion was met.

5<sup>th</sup> Criterion: **Crowell** states they are not asking for 2 strands or razor wire and it won't be an eye sore. All Board members agreed the 5<sup>th</sup> criterion was met.

6<sup>th</sup> Criterion: All Board members agreed the 6<sup>th</sup> criterion was met.

7<sup>th</sup> Criterion: **Miller** states a rezone would not fix the problem. **Hines** agrees. **Crowell** states it would be a substantial injustice to make them go back through the whole PUD process and waste the City Councils time. **Miller** this seems like a reaction to an unforeseen issue. All Board members agreed the 7<sup>th</sup> criterion was met.

**A motion was made by Jonathan Hines, seconded by John Meusch to approve the application as submitted. A vote on the motion showed the following: Ayes: Crowell, Miller, Meusch and Hines. Nays: None. The motion passes unanimously.**

#### **IV. OTHER BUSINESS/REPORTS FROM THE CHAIRPERSON, COMMITTEE, OR STAFF:**

1. Election of vice-chairperson *Tabled from July 27, 2023 meeting:*

**A motion was made by Jonathan Hines to nominate Matt Miller, seconded by John Meusch. Motion passed unanimously.**

Having no further business, the meeting was adjourned at 6:14 P.M.  
Minutes prepared by **Cindy Brown**.

**NEXT MEETING:**

**Thursday December 7, 2023**



Report to:

**Board of Adjustment**

Case No.: ZV24-02

**Meeting Date:** January 23, 2025

**Subject:** Special Exception to permit an alternative arrangement for signage and/or Variance to Section 42.344 to allow additional signage area for property in the R-1, Suburban Residence District with a Planned Unit Development zoning overlay

**Background:** The applicant has purchased the subject property with the intention of developing approximately 580 single-family homes. The property has been rezoned to be entirely the same zoning district - R-1, Suburban Residential. A Planned Unit Development zoning overlay was also approved to permit modifications to the zoning codes such as street widths, sidewalks, lots sizes, etc. The PUD did not address signage. The applicant is currently developing improvement plans and the Final Plat.

In Fall 2023, the applicant erected several signs along Hwy 72 and Osage Drive without seeking any sign permits. The signs were found to have been placed in the rights-of-way of Hwy 72 (MoDOT) and Osage Drive. In addition, the applicant was informed that the signs were not in compliance with the signage regulations. The applicant removed the signs, pending review by the Board of Adjustment.

The applicant seeks approval to permit the erection of two larger signs, each being 8 feet wide and 12 feet tall, V-shaped with two sign faces – total of 192 SF per sign. The applicant also seeks approval to place a total of 16 signs smaller signs along Hwy 72 and Osage Drive. The signs would be 12 feet tall with a 12 SF banner – total 192 SF. In total, all the requested signs would add up to 576 square feet.

The signs codes limit the total size of signage for residential properties to 32 square feet and a maximum height of 6 feet.

The signs are intended to be somewhat temporary in nature. The signs are proposed to be used in promotion of the lots and houses that will be offered for sale. The project is expected to take between 5 and 10 years to construct, in phases. The signs would be removed once all the lots have been sold.

**Application and Notice:**

Applicant/Owner - Erin Hardebeck of MCB LLC (McBride Homes)  
Public Notice - Letters mailed to property owners within 300 feet; Legal ad in the Phelps County Focus; signage posted on the property; <https://www.rollacity.org/agenda.shtml>

**Property Details:**

Current zoning - R-1, Suburban Residential, with a PUD zoning overlay  
Current use - Vacant/undeveloped

## Code Reference:

### **Section 42-124.5. Board Of Adjustment — Variances And Special Exceptions.**

2. The Board of Adjustment may authorize special exceptions to this Chapter as follows:

- a. The Board of Adjustment may grant a special exception to allow a legal non-conforming use to be changed to any other use, provided the proposed use is not more intense than the existing use in terms of traffic generation and other impacts on surrounding property.
- b. Permit the extension or expansion of an existing legal non-conforming use in a building or upon a lot currently occupied as a legal non-conforming use.
- c. Permit the use of property owned by a church for a parking lot in any district under such safeguards and conditions as are necessary to protect adjacent property.
- d. **Alternative arrangements for landscaping, signage, or parking which is found to meet the intent of this Chapter.**
- e. Any other land use specifically eligible for approval with a special exception in this Chapter.

### **Section 42-344. Sign Regulations For Residential Zoning Districts.**

1. Sign standards for properties within residential zoning districts:

- a. Type. Any wall sign or freestanding sign. No sign is permitted to have changeable copy. Off-premises temporary signage shall not be posted for more than fourteen (14) consecutive days in any given quarter of a year and such signage shall be removed within fourteen (14) days of receiving notice from the City of Rolla.
- b. **Number And Sign Area. If the total sign area of all signs does not exceed thirty-two (32) square feet, there is no limit on the number of signs permitted.**
- c. **Height. Freestanding signs shall be less than six (6) feet in height and wall signs shall not project higher than the lowest eave line.**

### **Special Exception Approval Criteria:**

A Special Exception must be reviewed to ensure that the following criteria are met:

1. The request is consistent with the general spirit and intent of the regulations.
2. The request is consistent with the general and specific rules for the special exception.
3. The request serves the general welfare and preserves the community interest.

### **Variance Approval Criteria:**

A variance must be reviewed to ensure that the following criteria are met:

1. That there are special circumstances or conditions applying to the land or buildings for which the variance is sought, which are peculiar to such land or building and do not apply generally to lands or buildings in the same zone or neighborhood, and;
2. That said circumstances or conditions are such that the strict application of the provisions of this Chapter create an unnecessary economic hardship by depriving the applicant of the reasonable use of such land or building, and;
3. That the alleged hardship has not been created by any person presently having an interest in the property, or based exclusively on a desire to enhance the rate of return from or value of the property, and;
4. That the granting of such variance will not be detrimental to the public safety or public welfare, in such zoning district or neighborhood areas in which the property is located, and;
5. That the variance as granted by the Board is the minimum variance that will accomplish this purpose, and;

6. That relief from the literal enforcement and strict application of the provisions of this Chapter is consistent with the intent and spirit of the Chapter, and;
7. That substantial justice is achieved by relief from the ordinance which cannot be achieved in any other means.

**Discussion:** The circumstances for this request are unusual. The applicant seeks to develop a nearly 150 acre property. The sign code was intended to apply to individual residential lots rather than large undeveloped residential properties. Technically, once the lots are platted, each lot would then be allowed to have signage. The applicant only needs signage during construction.

The Board will need to first consider if the request may be reviewed as a Special Exception. The code was revised in 2023 to allow for more flexibility in review and approval of development requirements. A Special Exception has more lenient criteria for approval. The temporary nature of the signage may allow the signage to be considered to meet the intent of the regulations. The Board may wish to determine if the total amount of signage is reasonable.

If the Board does not consider the request to be eligible for a Special Exception, the Board should then deliberate on if the request may be approved by a Variance. When reviewing for a variance, the Board should carefully review Criteria #5 to find if the amount of requested signage is reasonable. The Board should consider limiting the signage height to 10 feet, rather than the requested 12 feet, to avoid the need for engineered plans. Engineered plans would require a footing for all the signs – which may cause the signs to become more permanent.

The review should consider both the total square footage issue, as well as the request for additional sign height. The submitted site plan/elevations do not clearly show the property lines. If the requests are approved the signs will not be permitted within the road rights-of-way.

**Staff Recommendation:**

Staff recommends that the Board review the criteria for request as a Special Exception first. If the Special Exception cannot be approved, the Board should review the request as two variances – for the total sign area, and for the sign height. The Board should review all the criteria for approval of a variance, however, in particular, the Board should consider Criteria #5 to determine if the requested number of signs and sign height is necessary.

Regardless of if approved as a Special Exception or a Variance, staff recommends the following conditions of approval:

1. Signage is limited to 10 feet in height.
2. All signs, including sign faces and the structure, must be removed within 30 days of the sale of the last house lot in the development.
3. A sign permit must be submitted for review and be approved prior to erecting the signs.
4. Signs may not be located in the rights-of-way of Osage Dr and Hwy 72.
5. Signs must be located on areas of the property which are owned by the applicant or platted common lots.

**Alternatives:**

The Board of Adjustment has the following alternatives of action:

1. Find that each of the criteria for approval of the Special Exception are met, explain how each criteria is met for the record, approve with or without conditions.
2. Find that each of the criteria for approval of the variance(s) are met, explain how each criteria is met for the record, approve with or without conditions.
3. Find that one or more of the criteria for approval of the request is not met and deny the request for both a Special Exception and as a Variance.
4. Table the discussion to a certain date to allow for additional information to be presented.

**Prepared by:** Tom Coots, City Planner

**Attachments:** Public Notice Letter, Application, Letter of Request, Sign Plan, Sign Rendering



## PUBLIC NOTICE



### Project Information:

Case No: ZV24-02  
Location: Hwy 72/Osage Drive  
Applicant: Erin Hardebeck of  
McBride Homes  
Request:  
Variance/Special Exception to  
allow additional signage in the  
R-1, Suburban Residential district

### Public Hearing:

Board of Adjustment  
January 23, 2025  
5:30 PM  
City Hall: 3rd Floor

### For More Information Contact:

Tom Coots, City Planner  
[tcoots@rollacity.org](mailto:tcoots@rollacity.org)

(573) 426-6974  
901 North Elm Street  
City Hall: 2nd Floor  
8:00 – 5:00 P.M.  
Monday - Friday

### COMMUNITY DEVELOPMENT DEPARTMENT

(573) 364-5333 | [comdev@rollacity.org](mailto:comdev@rollacity.org) | [www.rollacity.org/comdev](http://www.rollacity.org/comdev)



## Who and What is the Board of Adjustment?

The Board of Adjustment (BOA) is an appointed group of citizens from Rolla who are charged with hearing and deciding Variances, Appeals, and Special Exceptions.

## What is a Variance?

A Variance is a request for relief from a particular provision in the zoning code. A Variance should only be granted if certain criteria are met. Variances are frequently sought to allow things such as reduced setback, lot size or increased height.

## What is an Appeal or Special Exception?

An Appeal is a request for an interpretation of the meaning of the zoning code from the Board of Adjustment. A Special Exception is a request to allow certain uses.

## How Will This Impact My Property?

Each case is different. Adjacent properties are more likely to be impacted. Please contact the Community Development Office at (573) 364-5333 if you have any questions.

## What If I Have Concerns About the Proposal?

If you have any concerns or comments, please try to attend the meeting. You may learn details about the project at the meeting. You will be given an opportunity to ask questions or make comments.

## What If I Cannot Attend the Meeting?

Please try to attend the meeting if you have any questions or concerns. However, if you are unable to attend the meeting, you may provide written comments by letter or email. These comments will be presented to the Board.

## What If I Have More Questions?

Please contact the Community Development Office if you have any additional questions.

## LEGAL DESCRIPTION

A tract of land being part of the South Half of Lot 1 of the Southwest Quarter, and part of the Southwest Quarter of the Southeast Quarter, all being in Section 18, and being part of the North Half of Lot 1 of the Northwest Quarter, part of the South Half of Lot 1 of the Northwest Quarter, part of the North Half of Lot 2 of the Northwest Quarter, part of the South Half of Lot 2 of the Northwest Quarter, and part of the Northwest Quarter of the Northeast Quarter and part of the Southwest Quarter of the Northeast Quarter, all being in Section 19, Township 37 North, Range 7 West of the Fifth Principal Meridian, City of Rolla, Phelps County, Missouri and being more particularly described as follows:

Beginning at a found iron rod with cap (Mueller LS-2238) at the southeast corner of Lot 54 of Country Ridge Amended Subdivision, as recorded in Survey Cabinet D, Page 114 of the Phelps County, Missouri Recorder's Office, said corner being on the North Line of the South Half of Lot 2 of the Northwest Quarter of the abovementioned Section 19; thence leaving said corner along the east line of said Country Ridge Amended Subdivision the following courses and distances: North 11°29'01" East, 82.78 feet to a found iron rod with cap (Mueller LS-2238) at the northeast corner of said Lot 54; thence North 28°57'37" East, 243.44 feet to a point; thence North 25°01'49" East, 106.23 feet to a found iron rod; thence North 17°33'47" East, 454.62 feet to a found iron rod at the northeast corner of Lot 60; thence North 41°41'24" East, 239.54 feet to a found iron rod at the northeast corner of Lot 62; thence North 32°22'45" East, 50.10 feet to a found iron rod at the southeast corner of Lot 63; thence North 25°40'37" East, 441.53 feet to a found iron rod at the northeast corner of Lot 66; thence along the north line of said Lot 66, North 64°19'23" West, 134.78 feet to the northernmost corner of said Lot 66, said corner also being on the east right-of-way line of Country Ridge (50' wide) Road, as shown on the abovementioned plat of Country Ridge Amended Subdivision, where a found iron rod bears South 70°43'23" East, 0.19 feet; thence leaving said corner along said east right-of-way line, North 28°38'37" East, 223.12 feet to the south right-of-way line of Osage (variable width) Drive, where a found iron rod bears, South 88°29'34" West, 0.34 feet; thence leaving said east right-of-way line along said south right-of-way line the following courses, distances and curves: South 57°05'50" East, 165.96 feet to a point; thence South 74°36'01" East, 700.00 feet to a point; thence South 78°19'21" East, 512.27 feet to a point; thence South 10°59'58" West, 15.03 feet to a point; thence South 79°00'02" East, 21.53 feet to the beginning of a curve concave southwesterly, said curve has a radius of 241.48 feet; thence southeasterly along said curve through a central angle of 41°24'45" an arc distance of 174.54 feet to a point of reverse curvature, said curve is concave northerly and has a radius of 331.48 feet; thence easterly along said curve through a central angle of 66°31'36" an arc distance of 384.88 feet to a point on the west right-of-way line of State Route 72 (aka Highway 72) at centerline station 166+94.30 202.18 feet right; thence leaving said south right-of-way line of Osage Drive along the west right-of-way line of said State Route 72, South 86°11'46" East, 39.23 feet to a point at centerline station 167+18.41 right, 171.23 feet, said point being on the old west right-of-way line of State Route 72; thence along said old west right-of-way line, South 34°06'49" East, 910.30 feet to a point at centerline station 176+28.71 right, 171.23 feet; thence leaving said old west right-of-way line of State Route 72, South 03°23'19" West, 1,692.28 feet to a found iron rod, where an iron rod with cap (PLS 2008000715) at the East Quarter Corner of Section 19, T37N, R7W, 5TH PM was found and which bears South 00°51'48" West 12.73 feet and South 89°08'12" East 1418.60 feet; thence leaving said point, North 88°18'09" West, 1,951.65 feet to a found iron rod; thence North 02°20'00" East, 939.62 feet to a found iron rod; thence South 86°51'32" West, 695.74 feet to a found iron rod; thence North 02°08'30" East, 387.89 feet to a found iron rod at the Northeast Corner of the South Half of Lot 2, Northwest Quarter, Section 19, said corner being the northeast corner of property now or formerly owned by Jordan + Jordan Designs, LLC, as recorded in Document No. 2022-2079 of said Recorder's Office; thence leaving said corner along the north line of said Jordan + Jordan Design LLC, North 88°25'21" West, 359.39 feet to the Point of Beginning and contains 6,327,788 square feet or 145.2660 acres, more or less, according to a property boundary survey performed by The Sterling Company during the month of April, 2024.



### BOARD OF ADJUSTMENT APPLICATION

#### Contact Information:

##### Property Owner:

McBRIDE Homes

##### Name(s)

17415 W. OUTER FORTY RD

##### Mailing Address

CHESTERFIELD MO 63005

##### City, State, Zip

636 537 2000

##### Phone

ehardebeck@mcbridehomes.com

##### Email

##### Agent/Applicant (If Different Than Property Owner):

Erin Hardebeck

Director of Marketing

1

##### Mailing Address

314 336 0265

##### City, State, Zip

314 336 0265

##### Phone

##### Email

#### Property/Request Information:

##### Request:

☒ Variance  
☒ Special Exception  
☐ Appeal

42.344 VARIANCE / 42.124 SE  
Code Section (Variance/Appeal Only)

Hwy 72 + Osage  
Property Address/Location

R-1 / PUD  
Property Zoning

HIGHLANDS Community  
Proposed Development/Project

#### APPLICATION CHECKLIST:

City Staff Verifies

☒

Completed Application Form

☐ N/A

Agent Letter (If Applicable)

☒ CAU

Filing Fee - \$375

☐

Legal Description (Unplatted and Irregular Lots Only)

☒

Site Plan/Survey (If Applicable)

☒

Letter of Request:

Please include description of project, request, how criteria for approval are met, and any other pertinent information.

#### OFFICE USE ONLY:

Case No: ZV 24-02

DRC Meeting Date: 12.17.24

BOA Hearing Date: 1.23.25

Submission Date: 12.3.24

Advertise By: 12.19.24

## INFORMATION:

**Variances** are *required* to meet the following criteria:

1. That there are special circumstances or conditions applying to the land or buildings for which the variance is sought, which are peculiar to such land or building and do not apply generally to lands or buildings in the same zone or neighborhood, and;
2. That said circumstances or conditions are such that the strict application of the provisions of this chapter create an unnecessary economic hardship by depriving the applicant of the reasonable use of such land or building, and;
3. That the alleged hardship has not been created by any person presently having an interest in the property, or based exclusively on a desire to enhance the rate of return from or value of the property, and;
4. That the granting of such variance will not be detrimental to the public safety or public welfare, in such zoning district or neighborhood areas in which the property is located, and;
5. That the variance as granted by the Board is the minimum variance that will accomplish this purpose, and;
6. That relief from the literal enforcement and strict application of the provisions of this chapter is consistent with the intent and spirit of the chapter, and;
7. That substantial justice is achieved by relief from the ordinance which cannot be achieved in any other means.

**Appeals** are *required* to meet the following criteria:

1. The Appeal was filed within 15 days or after the administrative officer has rendered a decision.
2. The interpretation of the code as made by the administrative officer was incorrect or unclear.

**Special Exceptions** are *required* to meet the following criteria:

1. The request is consistent with the general spirit and intent of the regulations.
2. The request is consistent with the general and specific rules for the Special Exception.
3. The request serves the general welfare and preserves the community interest.

### **Acknowledgement and Authorization:**

The owner(s) understand and agree that the application will be placed on hold until a complete application and all required items on the checklist are received. The owner(s) understand and agree to permitting employees of the City of Rolla to enter the subject property for purposes of posting a yard sign(s), retrieving the yard sign(s), taking photographs of the property/building(s), and investigating the property for pertinent information related to the request. Should ownership of the property change after the application is submitted, authorization is required from the new owner to continue with the review of the request, or the request will be withdrawn from consideration. The undersigned understands that a full refund may be issued if the request is withdrawn within three (3) business days after the application; a partial refund may be considered if the request is withdrawn prior to the hearing.

Property Owner(s):

Applicant/Agent (If Different From Owner)

Sign

Print

Erin Herdebeck Erin Herdebeck  
Sign Print

Sign

Print

Sign

Print

McBride Homes  
17415 North Outer Forty Road  
Chesterfield, MO 63005  
(314) 336-0265

City of Rolla  
Board of Adjustment  
901 North Elm Street  
PO Box 979  
Rolla, MO 65402

Dear Members of the Board of Adjustment,

McBride Homes is writing to request a special exception to the City of Rolla's sign regulations on behalf of our new home community, Highlands, which will encompass over 500 homesites. In our efforts to promote this community and direct future residents to our site, we have encountered a challenge with the current sign regulations that limit the size and height of signage.

Currently, our proposed signs measure 8x12 feet, which unfortunately exceeds the city's regulations stipulating that signs cannot be taller than 6 feet or larger than a collective area of 32 square feet. Please note the current requirement pertains to any single family zoning, regardless of the size of the lot. This suggests that the size restriction is really meant for a standard single family lot and doesn't contemplate a large acreage. We believe that granting a variance for our signs is critical to effectively advertising our new community and guiding potential residents to our development.

I have attached a site plan detailing the proposed locations of the signs, as well as a detail sheet that outlines their specifications, including size and type. We have also included a plan for 16 pole banners along Hwy 72 and Osage Road. We are confident that with the approval of this variance, the signs will provide clear visibility while maintaining aesthetic integrity within the community and the greater Rolla area.

The variance approval for signage in the Rolla new home community is justified based on several key criteria:

1. Special Circumstances Peculiar to the Land:

- This is not an individual home sale, but a planned community of 500 homesites. This unique development scale presents distinct marketing and informational needs.
- High volume of potential homebuyers: Effectively reaching and informing a large number of prospective residents requires prominent, easily visible signage.

2. Unnecessary Economic Hardship:

- Significant investment in the community: The developer has invested heavily in the Rolla community. Restricting signage could hinder sales, impacting the project's financial viability and potentially delaying the project's completion.

- Potential for increased construction costs and delays: Slow sales can lead to increased holding costs, impacting the developer's ability to maintain construction schedules and potentially increasing overall project costs.

### 3. Hardship Not Self-Created:

- The need for effective marketing is inherent to the development of a large-scale community. This is not a unique desire to increase profits, but a necessary aspect of successful project execution.
- The current zoning restrictions create a genuine obstacle to achieving reasonable marketing goals. This hardship is not a result of any actions taken by the developer.

### 4. No Detriment to Public Safety or Welfare:

- Proposed signage will be professionally designed and maintained.
- Signage will be strategically placed to minimize visual impact and traffic disruptions.
- The developer is willing to work with the city to ensure signage complies with all relevant safety and aesthetic guidelines.

### 5. Minimum Variance for Accomplishment:

- The signage request is tailored to the specific needs of the 500-homesite development.
- The proposed signage will be limited in scope and carefully considered to avoid excessive visual clutter.
- McBride Homes is open to adjusting the signage plan based on the Board's recommendations.

### 6. Consistent with the Intent and Spirit of the Chapter:

- The proposed signage will contribute to the success of the development, which ultimately benefits the community by bringing new residents and economic activity to Rolla.

### 7. Substantial Justice Achieved by Relief:

- The proposed signage is essential for the successful marketing and sale of homes within the community.
- Denying the variance could significantly hinder the project's progress and potentially lead to project abandonment.

This variance request is fully consistent with the general spirit and intent of the regulations by seeking a reasonable accommodation for a unique development scenario. It aligns with the specific rules for Special Exceptions by demonstrating a clear need for flexibility and a commitment to mitigating any potential negative impacts. Granting this variance would serve the general welfare by facilitating the successful development of a significant residential community, bringing new residents and economic activity to Rolla. This development will ultimately enhance the community's appeal and contribute to its overall growth while preserving the character of the surrounding area.

We appreciate the Board's consideration of our request and the opportunity to discuss how we can best meet both our needs and the guidelines set forth by the city.

Thank you for your attention to this matter. We look forward to your favorable response.

Sincerely,

Erin Hardebeck  
Director of Marketing  
McBride Homes

[Attachment: Site Plan and Sign Specifications]

8 FEET



12 FEET



