



## PETITION FOR A VARIANCE

PERMIT NUMBER: 25-0395	SUBMITTAL DATE: 2025-08-06
SITE ADDRESS: 3100 6th St	MEETING DATE:
PARCEL NUMBER: 402950000000300	TOTAL FEES: 175.00
LEGAL DESCRIPTION: LE FEVRE ADDN, LOT 3 1.59 ACRE (69,260 SF)	TOTAL FEES PAID: 0.00

**\*APPLICANTS ARE RESPONSIBLE FOR ATTENDING THE MEETING AND PROVIDING PROOF OF HARDSHIP.**

**APPLICANT:** Jason Crow  
2020 4th Ave SW  
Watertown, SD 57201  
6057538212  
jason@steinsigndisplay.com

**OWNER:** MILLS, JOHN H ET UX  
21730 464TH AVE  
VOLGA, SD 57071

**BRIEF STATEMENT REGARDING THE VARIANCE DESIRED:**

INSTEAD OF THE PERMITTED 160SQ.FT. BILLBOARD - WE KINDLY ASK TO INCREASE THE SIZE TO 268 SQ.FT. BECAUSE OF THE DISTANCE AWAY FROM THE ROAD.

**DESCRIBE THE SPECIAL CONDITIONS SPECIFIC TO THE PROPERTY:**

The proposed billboard location is set back about 140 feet from the road, which is a much greater distance than the three other existing billboards in Brookings, those are at 25 ft, 25 ft, and 85 ft from the road, respectively. Two of those are 160 sq ft and are placed much closer to passing traffic, so their visibility and effectiveness are naturally better. The location At Q'doba is a 171 sq.ft. billboard not including the tenant panel below the display which has an additional 48sq.ft. area. We know these dimension since one of our salesman sold that sign to 8 second media. With our sign being set so far back, the standard size doesn't provide the same visibility to drivers. According to industry standards like those from the U.S. Sign Council, signs need to be larger the farther they are from the road in order to be legible. For example, at 140 ft away, you'd need much larger letters or more sign area for drivers to read it in time.

**COMMENTS:**

_____	_____
PETITIONER'S SIGNATURE	DATE

_____	_____
OWNER'S SIGNATURE (IF DIFFERENT THAN PETITIONER)	DATE

## ACTION BY BOARD OF ADJUSTMENT

DECISION: \_\_\_\_\_  
\_\_\_\_\_

_____	_____
CHAIRPERSON, BOARD OF ADJUSTMENT	DATE