



August 10, 2020

McCordsville Board of Zoning Appeals
Town of McCordsville
6280 W 800 N
McCordsville, IN 46055

For the Attention of the Board of Zoning Appeals,

Midwest Maintenance and Construction Co., Inc is submitting a variance on behalf of Additional Real Estate, LLC for 3 signs on the gas station canopy at the gas station located at 5964 W Broadway Ave. The convenience store was previously operated as a Village Pantry, with the price sign, gasoline canopy, and dispensers branded Marathon. Under the ownership of Additional Real Estate, LLC, the convenience store will operate under the name 'Quickpix,' with the price sign, gasoline canopy, and dispensers branded Shell.

After discussions with the Director of Planning and Building Ryan Crum, the existing code allows for 1 wall sign per frontage on the primary structure by right. The gas station canopy would not be considered the primary structure; therefore, a Developmental Standards Variance would be required for any gas station canopy signage. We are requesting the ability to install three internally illuminated Shell 'pectin' logo cabinets on the gas station canopy (one sign on three different elevations of the gas station canopy) as depicted in the renderings and artwork submitted with the Developmental Standards Variance request.

Midwest Maintenance and Construction Co., Inc is aware that the McCordsville Zoning Ordinance establishes specific design criteria that must be met in order for a variance to be approved. Midwest Maintenance and Construction Co., Inc believes the following to be true in regards to this Developmental Standards Variance request:

- We believe that variance request would not be injurious to the public health, safety, morals and general welfare of the community. The members of the community are accustomed to signage on gas station canopy fascia. This particular location previously had 'Marathon' wordmarks previously displayed on the gas station canopy fascia, and the adjacent Speedway location has the Speedway 'S' logo displayed on their canopy fascia. Logos on the canopy fascia allow a station to be easily identified while travelling through the community.
- We believe that the use and value of the area adjacent to the property included in the variance will not be affected in a substantially adverse manner. The canopy signage as proposed allows the location to advertise the fact that they offer Shell gasoline in a concise manner, and provides a much cleaner look to the previous Marathon canopy image previously installed. We believe that the proposed canopy signage and canopy image depicted in the renderings/artwork will be an improvement to the property and will not adversely affect the value of adjacent properties.

- We believe that the strict application of the terms of the ordinance will result in a practical difficulty in the use of the property. Customers are accustomed to identifying gas station canopies based on the corporate branding as set forth by the various petroleum companies. Traditionally, customers can easily identify a Shell gas station by the Shell Pecten Logo located on the price signage, and the Shell Pecten logos, yellow, red, and white color scheme on the canopy fascia. Without the canopy signage, customers may have difficulty identifying the location as a Shell gas station location. By allowing the installation of three Shell pecten logos on the canopy as depicted in the artwork and renderings, the Town of McCordsville would still be allowing the gas station to be easily identified as a gas station by the members of the community, while still minimizing the amount of canopy signage/stripes/illuminated elements that are traditionally installed on a gas station canopy.

We appreciate the opportunity to present this variance to the Board of Zoning Appeals. We appreciate your time and your consideration in granting approval of this variance request.

Sincerely,

Justin Schleicher

Justin Schleicher
Project Manager



August 10, 2020

McCordsville Board of Zoning Appeals
Town of McCordsville
6280 W 800 N
McCordsville, IN 46055

For the Attention of the Board of Zoning Appeals,

Midwest Maintenance and Construction Co., Inc is submitting a Special Exception on behalf of Additional Real Estate, LLC for the price sign at the gas station located at 5964 W Broadway Ave. The convenience store was previously operated as a Village Pantry, with the price sign, gasoline canopy, and dispensers branded Marathon. Under the ownership of Additonal Real Estate, LLC, the convenience store will operate under the name 'Quickpix,' with the price sign, gasoline canopy, and dispensers branded Shell.

After discussions with the Planning and Building Department and reviewing the sign ordinance, the price sign at this location is considered a legal, non-conforming sign. Typically, the only changes that could be made to legal, non-conforming signs are simple sign panel re-faces. If simple sign panel re-faces are not performed, the requirements for a new ground sign would be 6' OAH and 36 square feet. Midwest Maintenance is requesting utilizing the existing sign structure and install new cabinets in between the existing poles that will keep the sign system above the 6' OAH and 36 square feet.

Midwest Maintenance is requesting this special exception because we cannot simply reface the existing cabinets because one of the sign cabinets had been completely removed by the previous ownership. If this particular sign cabinet had been left in place, we could have re-faced all cabinets and the sign could have kept its legal, non-conforming status. Since one of the sign cabinets had been removed by previous ownership, Midwest Maintenance is requesting the ability to perform the following scope of work in regards to the price sign:

- Remove all existing Cabinets in between the existing poles
- Install all new cabinets in between poles
- Paint existing poles to Shell specifications (Warm Shite and Silver)

In performing this scope of work, Midwest Maintenance will be reducing the overall SF by 18.41 SF and reducing the overall height of the sign by 2.5'.

Midwest Maintenance and Construction Co., Inc is aware that the McCordsville Zoning Ordinance establishes specific design criteria that must be met in order for a special exception to be approved. Midwest Maintenance and Construction Co., Inc believes the following to be true in regards to this special exception request:

- We believe that special exception request would not be injurious to the public health, safety, morals and general welfare of the community. The members of the community are accustomed to large pole signs displaying price at a gas station, including this particular property, and would in no way cause any safety issues within the community. The price signage that we are requesting is similar in design to the price signage that has previously been installed at this location, and similar to the price sign design to the Speedway location that is adjacent to the gas station at 5964 W Broadway.

- We believe that the use and value of the area adjacent to the property included in the variance will not be affected in a substantially adverse manner. The signage as proposed allows the location to advertise the fact that they offer Shell gasoline, advertises the QuickPix convenience store, and the price of gasoline and diesel in a nice, clean look, and is a marked improvement to the existing Village Pantry/Marathon cabinets that were installed previously. By replacing the existing top cabinet (15" deep) with a new 8" deep cabinet, we believe that the proposed price signage in the renderings/artwork will be an improvement to the property and will not adversely affect the value of adjacent properties.
- We believe that the strict application of the terms of the ordinance will result in a practical difficulty in the use of the property. Traditionally, customers can easily identify a Shell gas station by the Shell Pecten Logo located on the price signage, and the Shell Pecten logos, yellow, red, and white color scheme on the canopy fascia. Without the red and yellow stripe on the canopy, customers may have difficulty identifying the location as a Shell gas station location. In addition, customers are creatures of habit and accustomed to looking up for the price signage while driving. By requiring a 6' high sign with 36 overall SF, customers would have a harder time locating the sign and safely identifying the price of regular gasoline and diesel at this location. This could lead to possible issues with the flow of traffic at this intersection and possible traffic incidents.

We appreciate the opportunity to present this special exception request to the Board of Zoning Appeals. We appreciate your time and your consideration in granting approval of this special exception request.

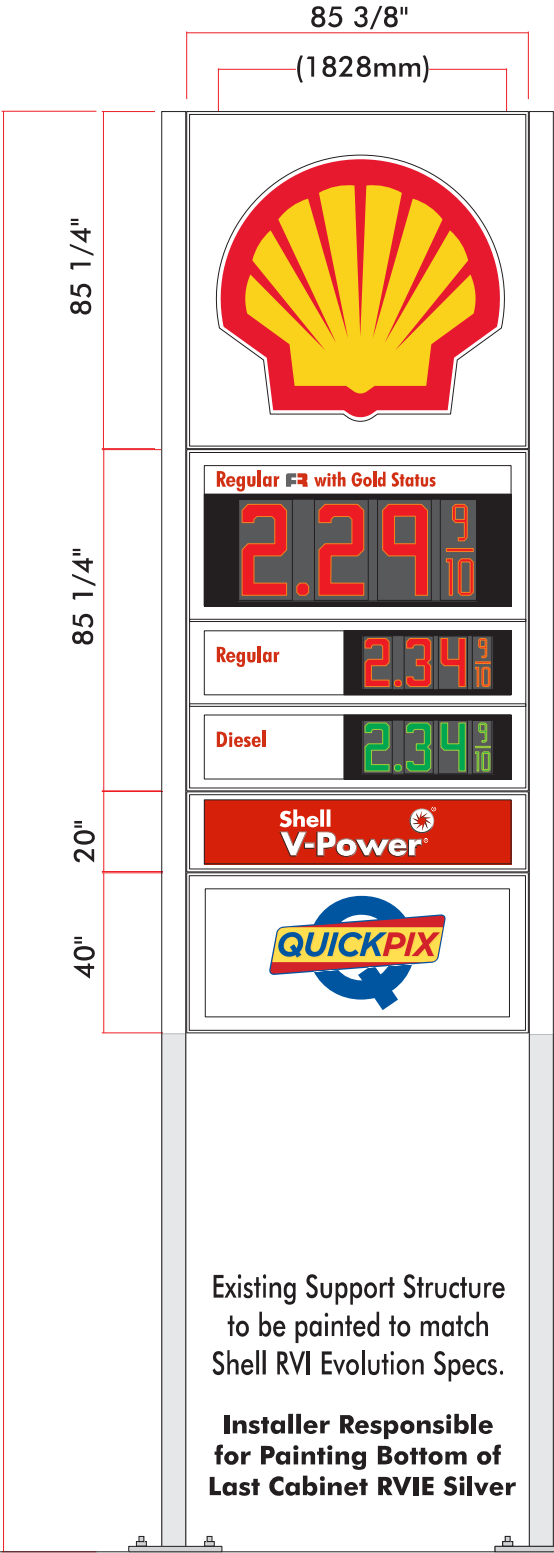
Sincerely,

Justin Schleicher

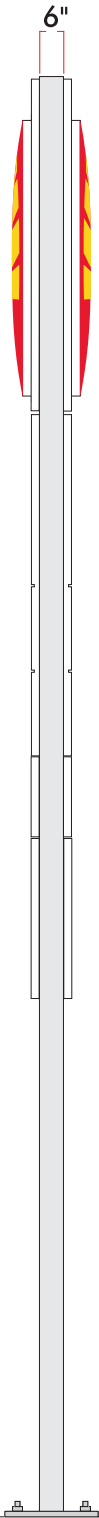
Justin Schleicher
Project Manager

P.O. BOX 7035 • GREENWOOD, IN 46142 • (317) 885-9911 • FAX (317) 889-0052

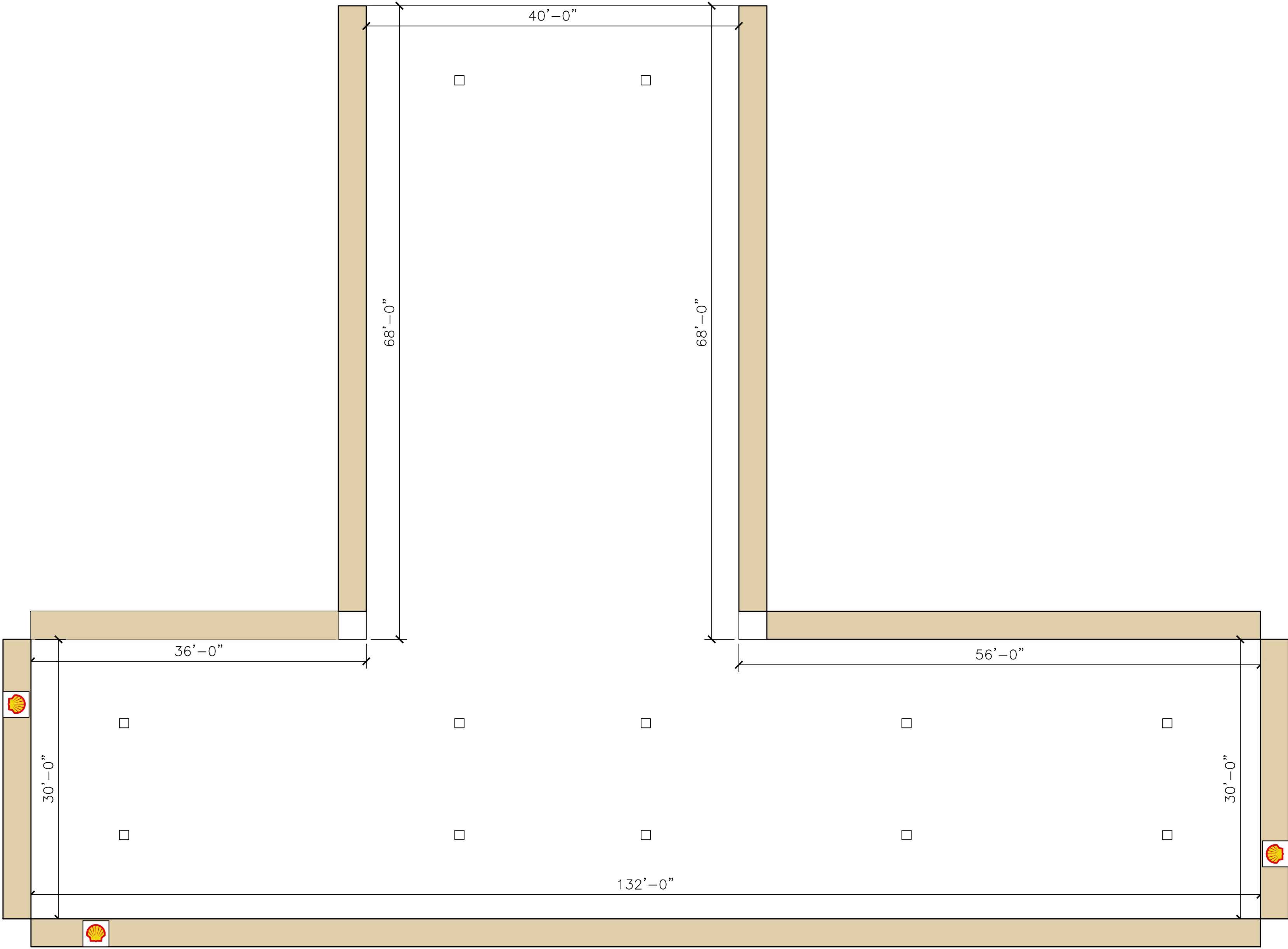
EXISTING OAH TO REMAIN UNCHANGED



Proposed Elevation



Side View



SCALE:1/8" = 1'-0"



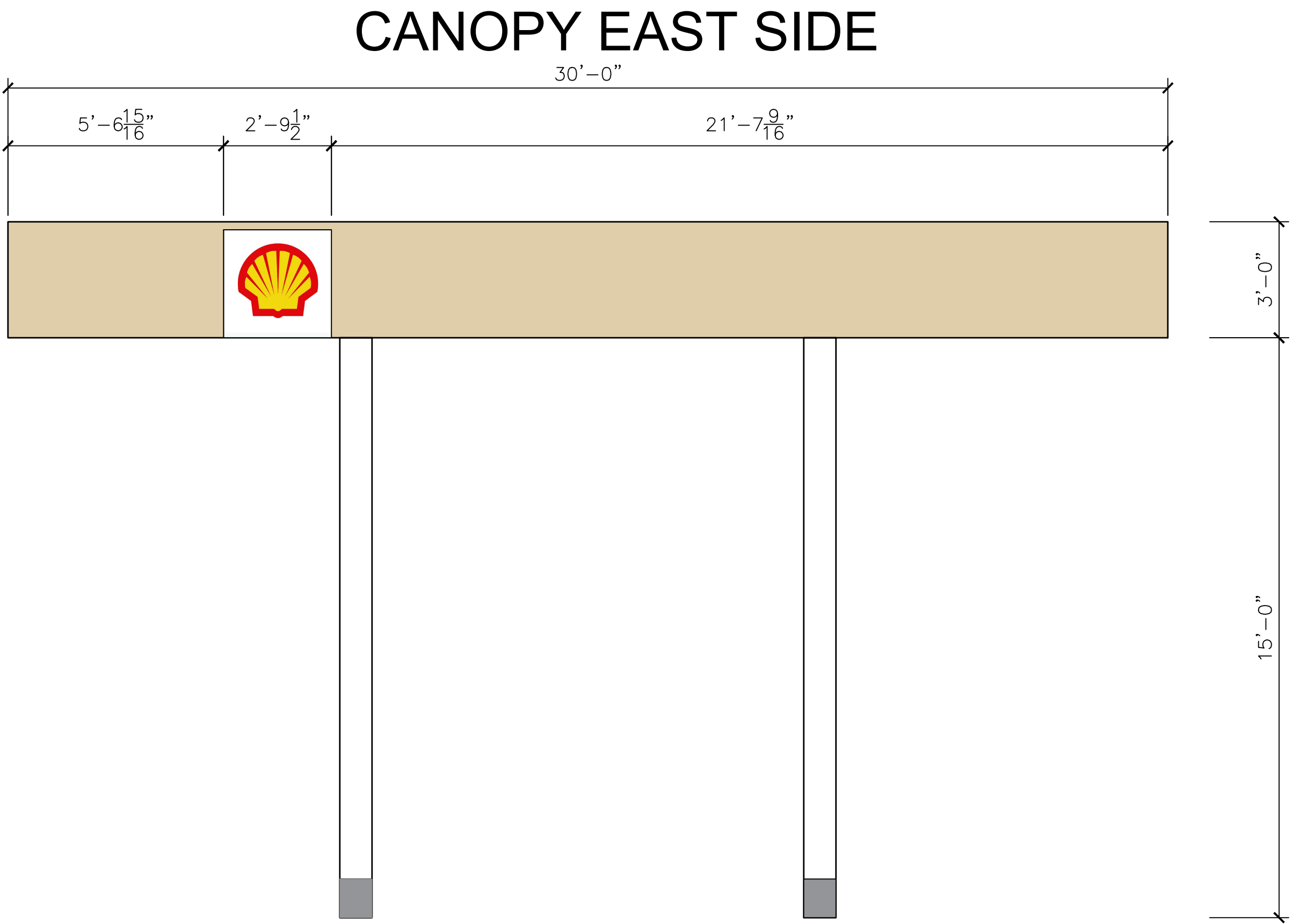
585 Sayre Ct
Greenwood, IN 46143
(317) 885-9911

DATE: 7/23/20	
Drawn By: JM	
Checked By:	
Approved By:	
REVISIONS	
8/7/20	

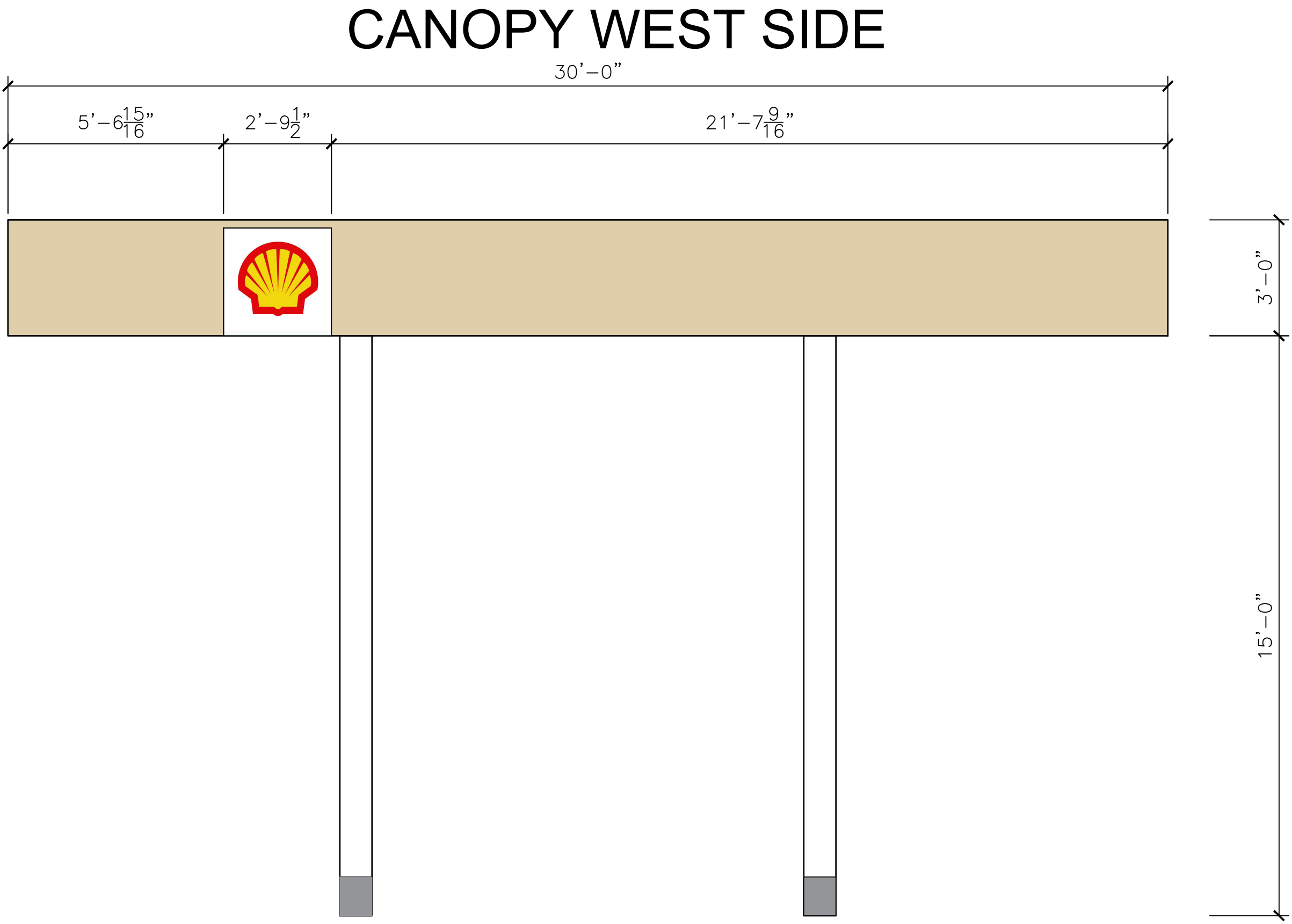
LAYOUT

SHEET NUMBER
1 OF 6

SHELL
5964 W BROADWAY
MCCORDSVILLE, IN 46055



SHELL LOGO SIGN: 2.792' X 2.792' = 7.795 SF
3' X 30' = 90' X .25 = 22.5 SF AVAILABLE



SHELL LOGO SIGN: 2.792' X 2.792' = 7.795 SF
3' X 30' = 90' X .25 = 22.5 SF AVAILABLE

SCALE:3/8" = 1'-0"

SHELL

5964 W BROADWAY

MCCORDSVILLE, IN 46055

MIDWEST™

MAINTENANCE

& CONSTRUCTION

585 Sayre Ct

Greenwood, IN 46143

(317) 885-9911

DATE: 7/23/20

Drawn By: JM

Checked By:

Approved By:

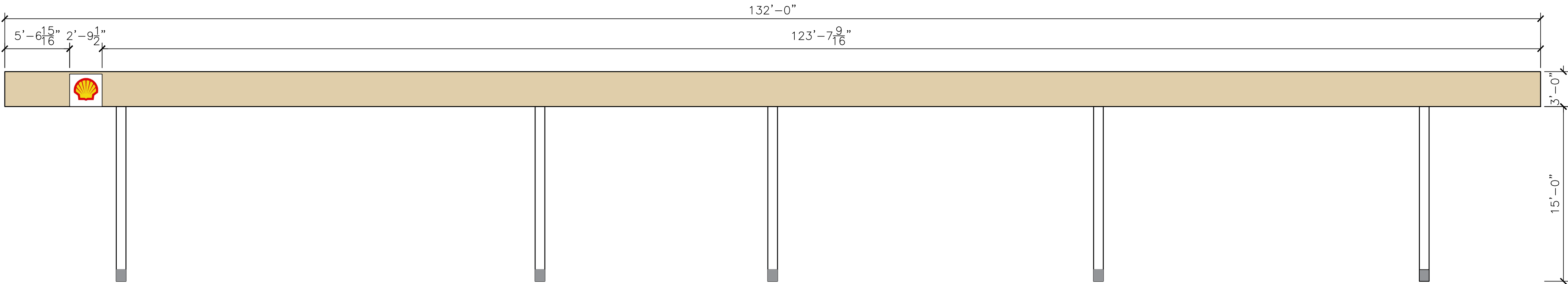
REVISIONS

8/7/20

ELEV

SHEET NUMBER

2 OF 6



CANOPY SOUTH SIDE

SHELL LOGO SIGN: 2.792' X 2.792' = 7.795 SF
3' X 132' = 396' X .25 = 99 SF AVAILABLE

SHELL
5964 W BROADWAY
MCCORDSVILLE, IN 46055



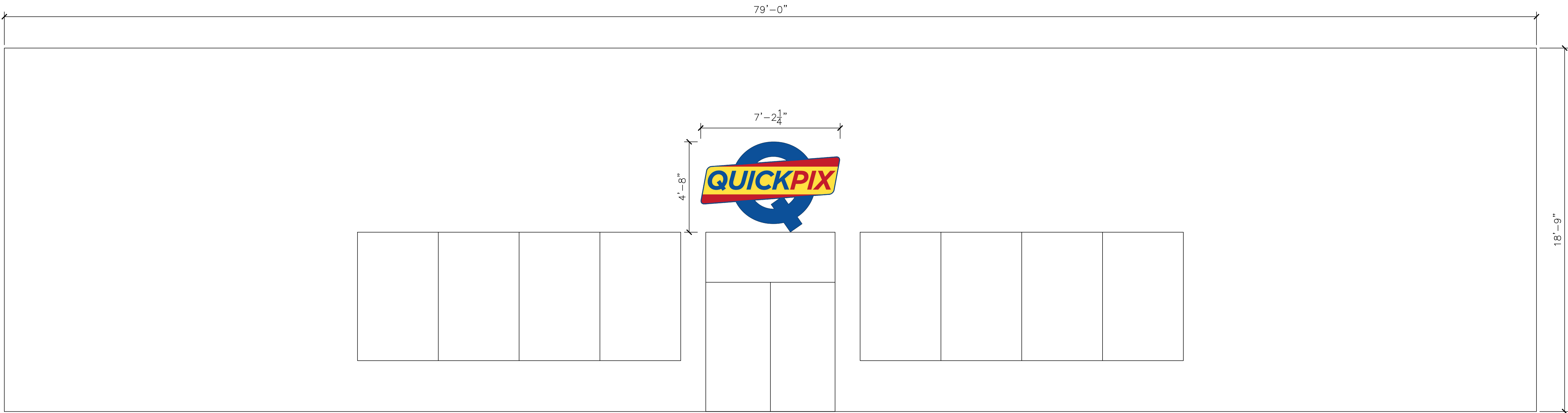
585 Sayre Ct
Greenwood, IN 46143
(317) 885-9911

DATE:	8/7/20
Drawn By:	JM
Checked By:	
Approved By:	
REVISIONS	

ELEV

Front of Building – 79’ x 18.75’ = 1481.25 SF
QuickPix Logo Sign – Illuminated – 7.19’ x 4.67’ = 33.58 SF
Percentage of Building SF – 2.3% of signage

CSTORE FRONT



SHELL
5964 W BROADWAY
MCCORDSVILLE, IN 46055



585 Sayre Ct
Greenwood, IN 46143
(317) 885-9911

DATE:	7/23/20
Drawn By:	JM
Checked By:	
Approved By:	
REVISIONS	

CSTORE



ORIGINAL



PROPOSED

SHELL
5964 W BROADWAY
MCCORDSVILLE, IN 46055

**MIDWEST™**
MAINTENANCE
& CONSTRUCTION

585 Sayre Ct
Greenwood, IN 46143
(317) 885-9911

DATE: 7/23/20	
Drawn By: JM	
Checked By:	
Approved By:	
REVISIONS	
CSTORE	
SHEET NUMBER 5 OF 6	

155.06 SF
27'-6" OAH

ORIGINAL



PROPOSED



136.65 SF
25' OAH

MIDWESTTM
MAINTENANCE
& CONSTRUCTION

585 Sayre Ct
Greenwood, IN 46143
(317) 885-9911

DATE: 7/23/20	
Drawn By: JM	
Checked By:	
Approved By:	
REVISIONS	

MID