



3939 S. Lindbergh Blvd.
314-849-3400

NOTICE OF APPEAL TO THE BOARD OF ADJUSTMENT

Date 05-04-2022

File No. A-16-22

Application is hereby made to the City of Sunset Hills Board of Adjustment for its consideration of a variance from the regulations and restrictions of the Zoning Ordinances of the City of Sunset Hills as they pertain to the land presently zoned PD-LC(C) and is located at 3600 S Lindbergh Blvd, ST Louis County, St Louis MO 63127

Applicant's name Eric Albers Phone 417-569-2132

Applicant's address Physical: 112 s Main street, Nixa, MO 65714 Mail: PO Box 1982, Nixa, MO 65714
City State Zip

Applicant's email albers@insightdesignarchitects.com

Owner's name Sunset Hills Owner, LLC Phone 314-727-6664
(if different from applicant)

Owner's address 120 S Central Ave Ste 500 St Louis, Mo 63105
City State Zip

Owner's email marora@sansonegroup and pbufalino@sansonegroup.com

The Department of Public Works denied applicant's request for a permit to construct a pole style pylon sign

I (Applicant) Eric Albers hereby requests a variance to allow Bass Pro to be allowed to construction a pole style pylon sign

Practical difficulties or unnecessary hardships for which the Board of Adjustment should grant the variance are:

Bass Pro Shops brings a unique, entertainment-style retail attraction to many communities. We are a staple Outdoor retailer, and well known across the nation. One of the most identifiable branding concepts of a Bass Pro Shop is the size and grandeur of their entry structure, special tower elements, signage, American flag, and rustic theme. The pylon sign is no different. We are requesting an appeal to use a pole style pylon sign. BPS uses logs and timbers as one of the main visuals to create their stores and pylon signs themeing and a staple for their branding. This sign has a lower wall base to accommodate for additional adjacent businesses as well. The log structure look is traditionally a pole design. This matches the building facade theme and is desired to take this same look to the pylon design. BPS experience starts at the approach and their pylons signs are essential for this and maintaining brand perception and connection to the main building.

Fee: \$125.00

Signature _____