

# Tractor Supply– Sign Variance

April 30, 2026

The applicant is requesting relief from the zoning requirements for a ground sign. The applicant is requesting to construct a ground sign that is 75 square feet with a 45 square foot base, resulting in an overall size of 120 square feet with the dimensions being 15' wide and 8' high.

The subject property, at 207 South Cross Bridges Road, is 5 acres in size and is zoned Highway Commercial. The applicant wishes to construct an 8-foot-tall sign at the entrance of the property, which will require a variance to allow for the overall height to be 8 feet instead of the allowed 6 feet in section 12.3.A.3 of the zoning ordinance. This would be a two-foot variance from the requirements of the zoning ordinance. As set forth in the zoning ordinance, the sign is to be outside of the ROW and 12' from the edge of the pavement. The proposed location of the sign is set back 26'-10" from the edge of the pavement. With the height of the proposed sign being higher than the maximum set in the zoning ordinance, the overall square footage of the sign will also need a variance. The proposed sign is 75 square feet and section 12.3.A.3 of the zoning ordinance sets the maximum square footage for a ground sign at 40 square feet.

Items for the BZA to consider and conditions for approval:

1. A 2' variance for the freestanding wall sign to have an overall height of 8' instead of the maximum 6' in the zoning ordinance.
2. A 35 square foot variance for the square footage of the ground sign to be 75 square feet instead of the 40 square feet maximum allowed in the zoning ordinance.

As a reminder to the Board, section 4.4 of the Zoning Ordinance provides guidance for consideration of requested zoning variances. Here are some points the Board may find applicable here.

1. No variance from the provisions of this ordinance shall be granted unless the board of zoning appeals makes specific written findings of fact based directly on the standards and conditions imposed by this section. These standards are as follows:
  - a. That by reason of exceptional narrowness, shallowness or shape of a particular piece of property at the time of enactment of this ordinance, or by reason of exceptional topographic conditions or other exceptional and extraordinary situation or condition of such piece of property, the strict application of any bulk standards contained within this ordinance would result in peculiar and

exceptional practical difficulties to or exceptional or undue hardship upon the owner of such property.

The applicant has not expressed any difficulty or hardship at this time.

- b. The variance is the minimum variance that will relieve such difficulties or hardship and make possible the reasonable use of the land, building, or structure.
- c. The variance will not authorize uses in a zone district other than those permitted by this ordinance.

The applicant has not expressed any difficulty or hardship at this time. The Board may consider approving the full variances as requested or partial variances based on your findings.

- d. Financial considerations shall not be considered as a basis for granting a variance.
2. The board of zoning appeals in making its findings of fact, may inquire into the following evidentiary issues, as well as any others deemed appropriate:
- a. The granting of the variance will not be detrimental to the public welfare, injurious to other property or improvements in the area in which the property is located or a substantial impairment to the intent and purpose of the zoning district where the property is located or the general provisions of the ordinance.  
  
Consistent regulation of signage contributes to the overall cohesive development of an area and safe-guards the public welfare from undue distractions while allowing for effective advertisement of area businesses and services.
  - b. The proposed variance will not impair an adequate supply of natural light and air to adjacent property, substantially increase congestion in the public streets, increase the danger of fire, endanger the public safety, or impair property values within the neighborhood.
  - c. The alleged difficulty or hardship has not been knowingly or intentionally created by any person who has an interest in the property.

The applicant has not expressed any difficulty or hardship at this time.

- d. The proposed variance is consistent with the spirit and intent of this ordinance and the adopted land use and transportation plan.

As stated in the ordinance, the purposes of these sign standards are to:

- i. Encourage the effective use of signs as a means of communication for businesses, organizations, and individuals in the city.
- ii. Provide a means of way-finding in the community thereby reducing traffic confusion and congestion and improving pedestrian and traffic safety.
- iii. Maintain and enhance the pleasing look of the city.

- iv. Preserve the city as a community that is attractive to business.
- v. Differentiate in the restriction of signs that may distract drivers in active traffic and those signs that may provide information to drivers while they remain in their cars but out of active traffic.
- vi. Minimize the possible adverse effects of signs on nearby public and private property while protecting First Amendment free speech rights.
- vii. Implement the City of Mount Pleasant Land Use and Transportation Plan.

The Board may want to consider that the ground sign is setback further than required from the edge of the pavement, lessening the impact of the extra two feet in height of the sign.