



May 21, 2021

Town of Keenesburg  
Attn: Debra Chumley  
91 W Broadway Avenue  
Keenesburg, CO 80643

Re: Kum & Go #2906 Signage Variance Request

Ms. Chumley:

Kum & Go, L.C. respectfully submits a signage variance request pursuant to Sections 16-7-80 of the municipal code. The specific request is to allow variances to municipal code Section 16-7-30 (2) through (6) as follows:

- 2) We would be limited to 125 square feet maximum signage area, however we believe our variance request is in line with the code's allowable signage per lineal foot of street frontage. Our lot has 779.75 LF or frontage (North = 437.48, East = 245.15 & South = 97.12).  $779.75 \text{ LF} \times 2 \text{ SF/LF} = 1,559.50 \text{ SF}$  of signage allowed per code. Our current plans show a total of 1,441.27 square feet of signage, which is ~118 square feet below the per-lineal-foot allowed signage in the code.
- 3) We are requesting that our high-rise oval and fuel pricer be larger than the specified 125 square foot per sign. The high-rise oval is 462.40 square feet and the fuel price sign is 425.50 square feet. We are also requesting that the DEF sign and fuel pricer on the high-rise pole be in excess of 32 square foot per cabinet since they are on the same support structure. The DEF sign is 103.92 square feet and the fuel pricer, again, is 425.50 square feet. Finally, on the proposed monument sign the secondary signage also exceeds the 32 square foot maximum. Specifically, the fuel pricer on the monument sign is 39.92 square feet.
- 4) Our high-rise pole sign is proposed to be 60 feet in height, where a maximum of 25 feet is allowed.
- 5) The requested building wall signage is in compliance with this section of the municipal code, and as such, no variance is being requested.
- 6) In addition to the high-rise pole sign, we are requesting a 25-foot-tall monument sign where only one freestanding sign is allowed by code.

In response to Section 16-7-80, we believe this request:

- a. Is compatible with the surrounding area due to its proximity to the adjacent interstate, and the nature of the businesses in the area. In addition, many of our neighbors already have similar pole signs and building signage.
- b. Is harmonious with the surrounding area given the nature of the surrounding businesses noted in item a.
- c. Will not adversely affect the immediate area since the Kum & Go parcel is surrounded by highway commercial zoning & associated uses on all four sides. We acknowledge the single family residential zoning west of this project, however, this residential area is immediately adjacent to highway commercial zoning and an interstate highway.
- d. Will not affect the future development within the area as the signs are wholly located on Kum & Go's lot.
- e. Will help ease the hardship caused by the grade difference between this site and the adjacent I-76 bridge over Market Street. The requested height, number and size of signage will also help motorists on the interstate make an early decision to exit the interstate safely onto the ramps.

1459 Grand Avenue, Des Moines, Iowa 50309 | 515-457-6232

[www.kumandgo.com](http://www.kumandgo.com)

- f. Will not cause a concentration of signage since Kum & Go's sign would be the first pole sign on the north side of the interstate in this area (except for the existing, abandoned Texaco sign due east of this location).
- g. Still complies with the spirit of the Town's signage criteria.

Kum & Go's aforementioned requested variances are largely due to the proximity of the site to I-76. Much of our business is dependent on pulling interstate traffic to our site. The property is currently zoned Highway Commercial. Our plans outline the development of a 2.73-acre lot for a Kum & Go convenience store and associated fueling canopies. More specifically this location will provide automotive fuels along with over the road truck diesel offerings including Diesel Exhaust Fluid (DEF). Kum & Go cannot effectively advertise, accommodate needs of travelers, and pull traffic off I-76 without signage that is visible and legible from I-76 at a safe distance to decide to exit the interstate. Kum & Go relies heavily upon advertising our brand, fuel prices and DEF offering to be successful at our interstate locations.

Kum & Go is a private, family held business in its 61<sup>st</sup> year of operation and currently operates over 430 convenience stores in all types of neighborhoods. Our site design, with focused lighting, substantial landscaping and appealing architecture typically adds to the aesthetics of our neighborhoods, and our services are second to none. We love what we do, have a genuine compassion for our customers, associates, families and communities; and expect & deliver superior performance.

We ask that you review our variance request at your earliest convenience. We appreciate your time and thank you for your consideration. Please let us know if you have any further questions or if you need any additional information concerning our request.

Very truly yours,

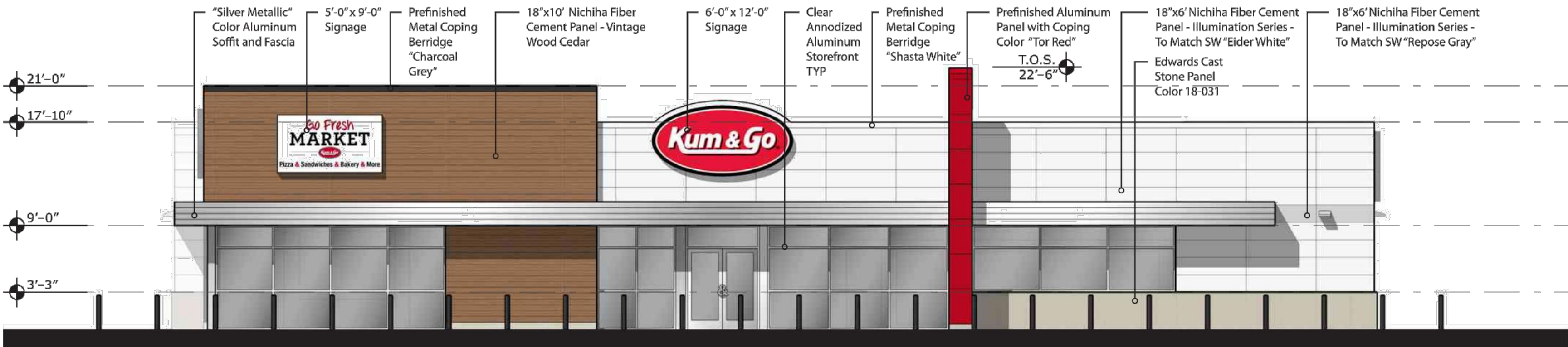
KUM & GO, L.C.

Ryan Halder  
Senior Site Development Manager

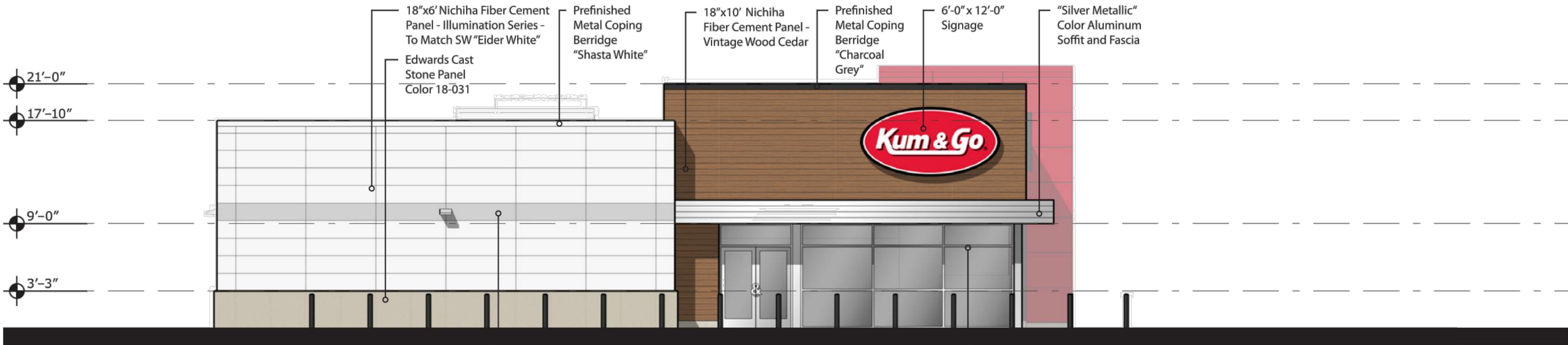


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USER: bkunz

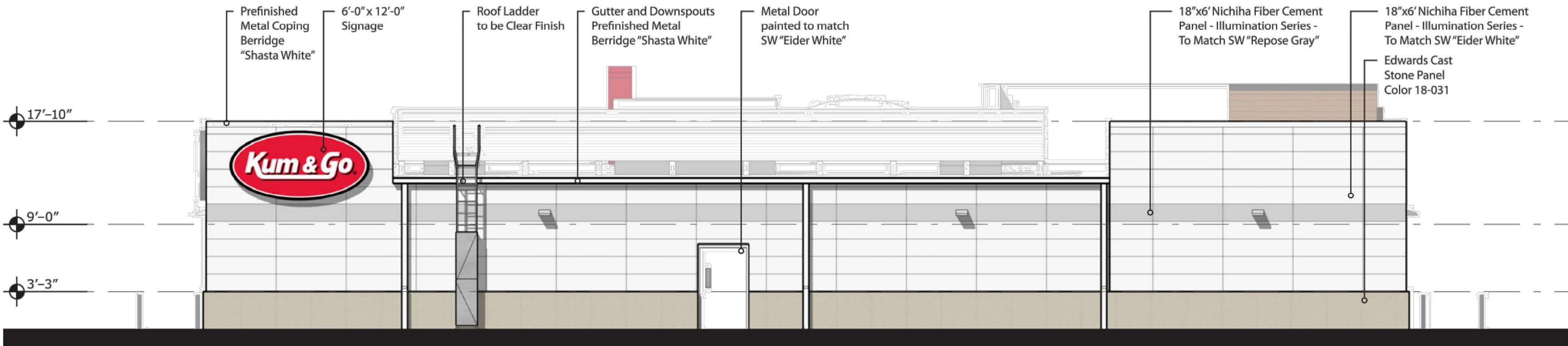
Proposed Building Signage			
Location	Sign	Size	Area
South Elevation	"Kum & Go" Sign	6' x 12'	56.52 SF
	"Go Fresh Market" Sign	5' x 9'	45.00 SF
West Elevation	"Kum & Go" Sign	6' x 12'	56.52 SF
East Elevation	"Kum & Go" Sign	6' x 12'	56.52 SF
North Elevation	"Kum & Go" Sign	6' x 12'	56.52 SF
Total			271.08 SF



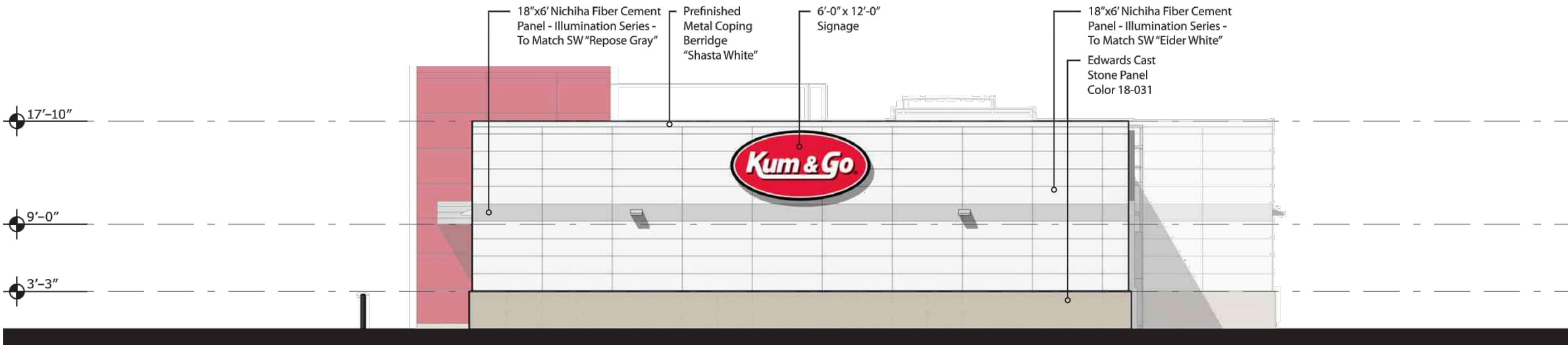
South Elevation  
NTS



West Elevation  
NTS



North Elevation  
NTS



East Elevation  
NTS



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1650 Fall River Dr., Suite 200  
Lawrenceville, GA 30046  
www.olsson.com  
TEL: 970.481.7733

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1459 Grand Avenue  
Des Moines, Iowa 50309  
P: 515-226-0128  
F: 515-223-9873

#2906 - KEENESBURG, CO  
90 WEST VETERANS DR  
EXTERIOR ELEVATIONS

KG PROJECT TEAM:  
RDM: TOM CARRICO  
SDM: RYAN HALDER  
CPM: PERRY DEPHILLIPS

REVISION DESCRIPTION	DATE								

DATE: 5/10/2021

SHEET NUMBER:  
A1.1  
16 OF 20

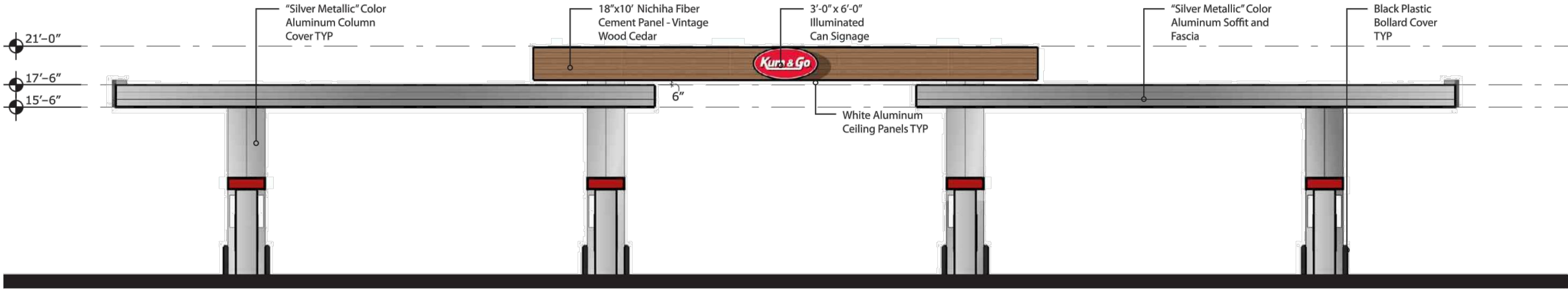


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USER: bkunz

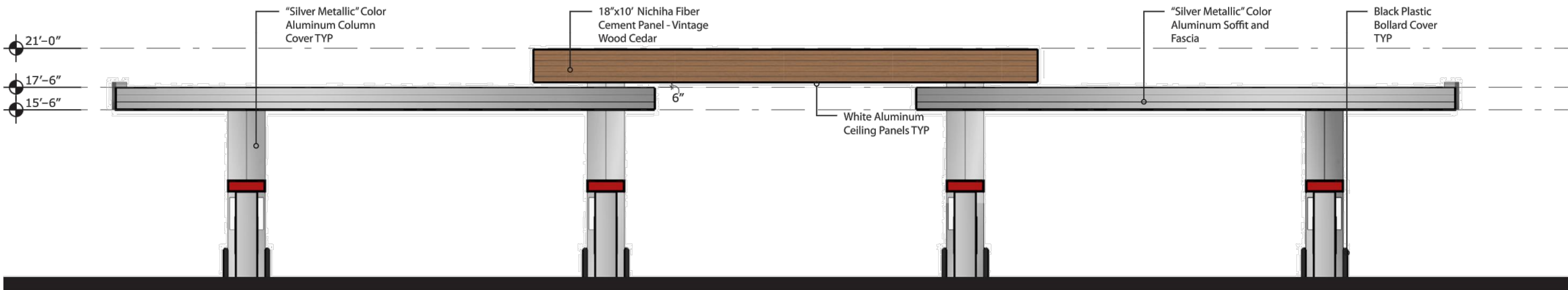
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Proposed Canopy Signage

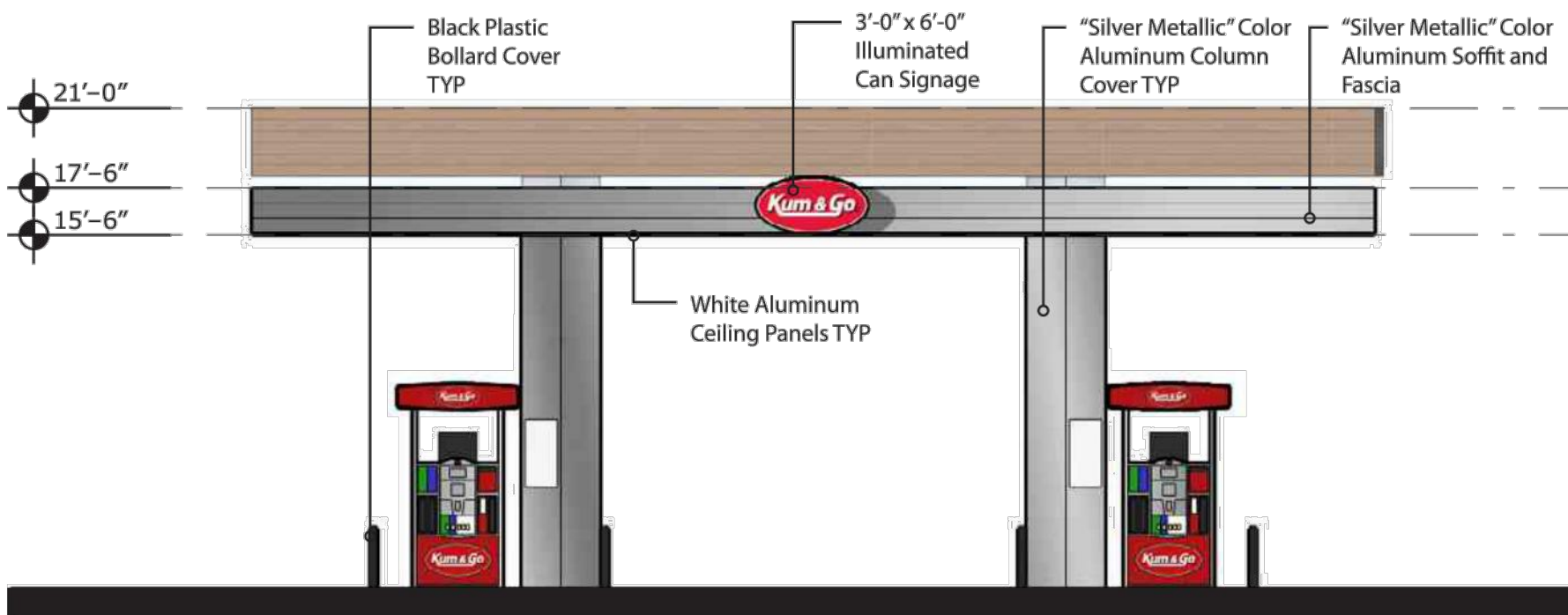
Location	Sign	Size	Area
South Elevation	"Kum & Go" Sign	3'x 6'	14.2 SF
North Elevation	No Signage	---	0 SF
West Elevation	"Kum & Go" Sign	3'x 6'	14.2 SF
East Elevation	"Kum & Go" Sign	3'x 6'	14.2 SF
Total			42.6 SF



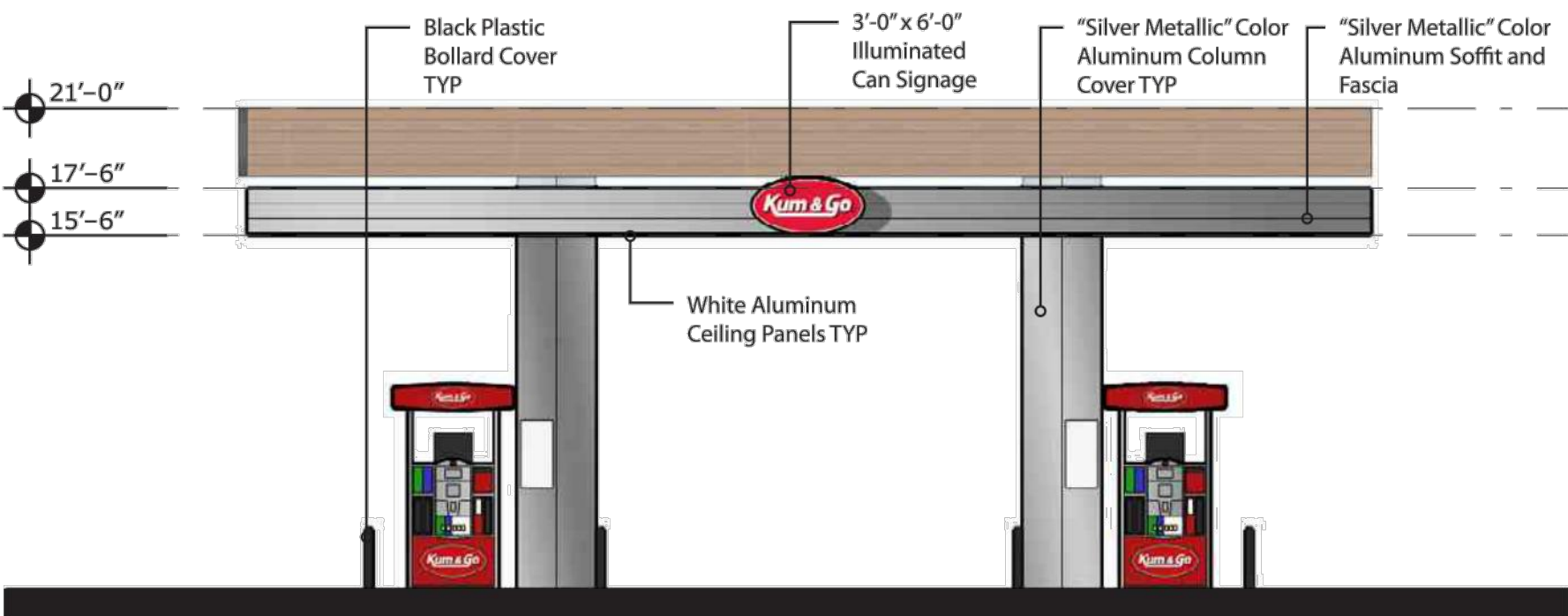
South Elevation  
NTS



North Elevation  
NTS



West Elevation  
NTS



East Elevation  
NTS

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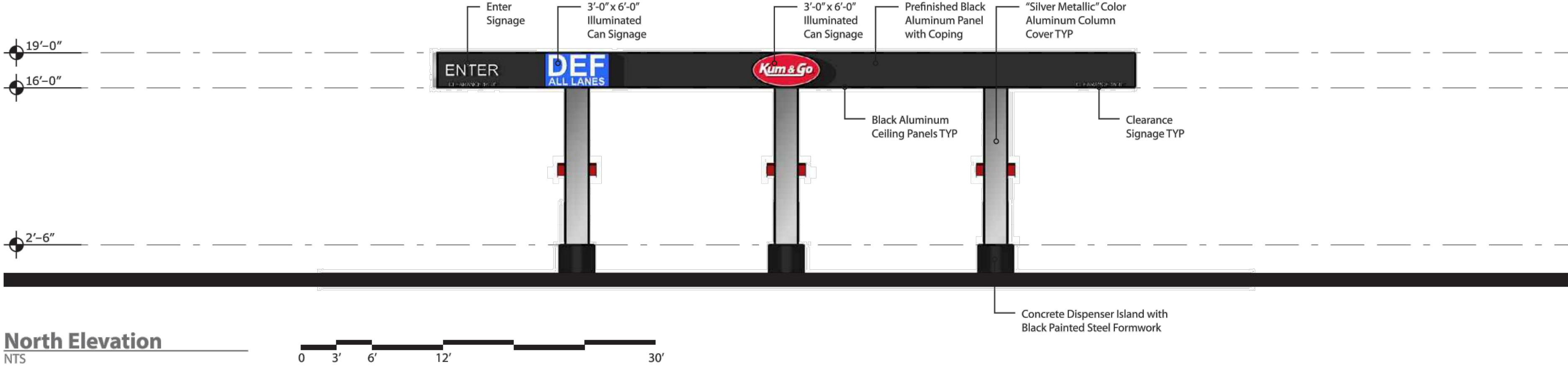
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SHEET NUMBER:  
A1.2  
17 OF 20

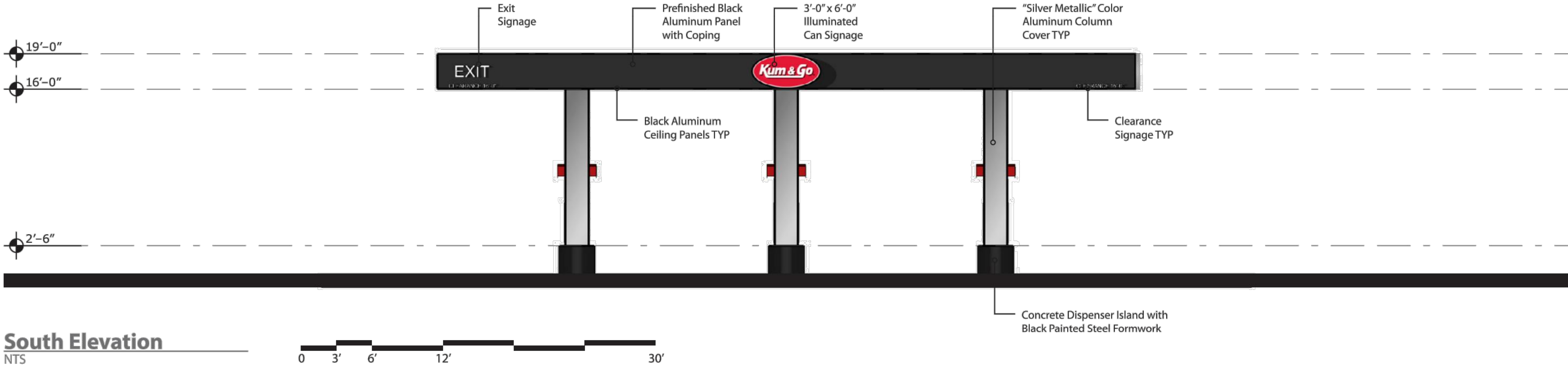


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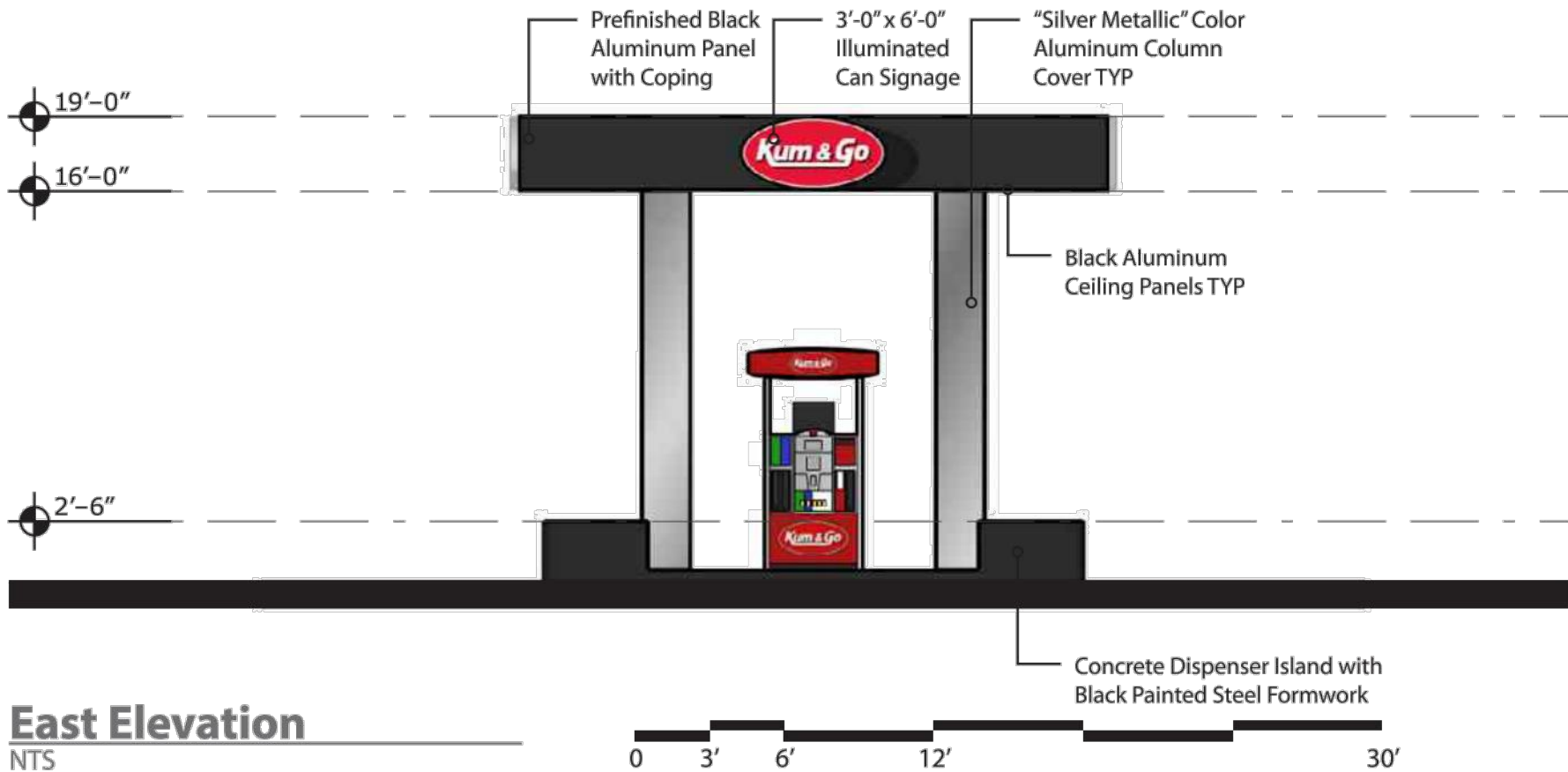
Proposed Canopy Signage			
Location	Sign	Size	Area
North Elevation	"Kum & Go" Sign	3' x 6'	14.2 SF
	"DEF" Sign	3' x 6'	18.0 SF
South Elevation	"Kum & Go" Sign	3' x 6'	14.2 SF
East Elevation	"Kum & Go" Sign	3' x 6'	14.2 SF
West Elevation	No Signage	---	0 SF
Total		---	60.6 SF



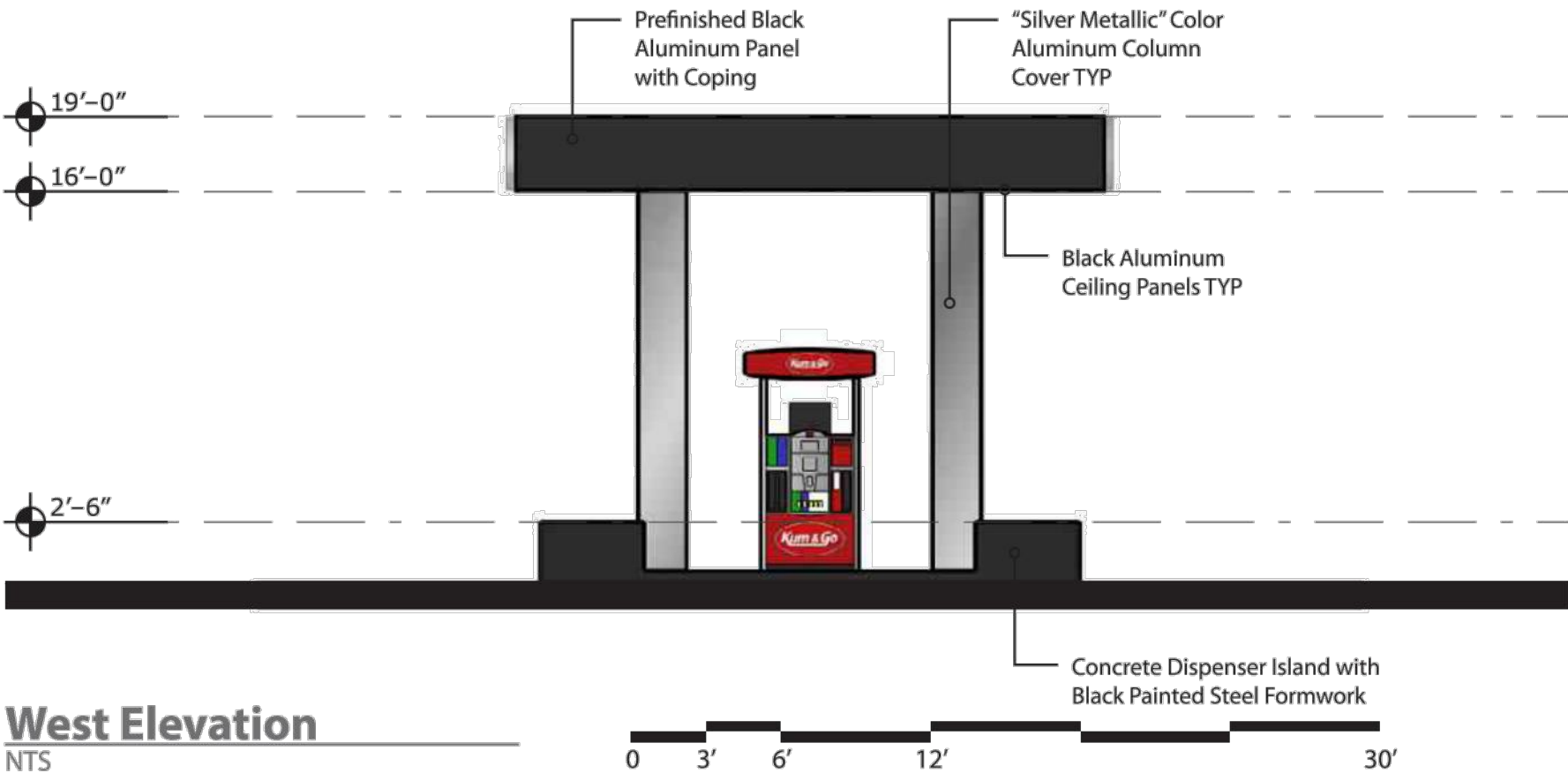
North Elevation  
NTS



South Elevation  
NTS



East Elevation  
NTS



West Elevation  
NTS

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90 WEST VETERANS DR

DIESEL CANOPY ELEVATIONS

KG PROJECT TEAM:  
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SDM: RYAN HALDER  
CPM: PERRY DEPHILLIPS

REVISION DESCRIPTION	DATE	DATE	DATE	DATE	DATE	DATE	DATE	DATE	DATE

DATE: 5/10/2021

SHEET NUMBER:  
A1.3  
18 OF 20



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USER: bkunz

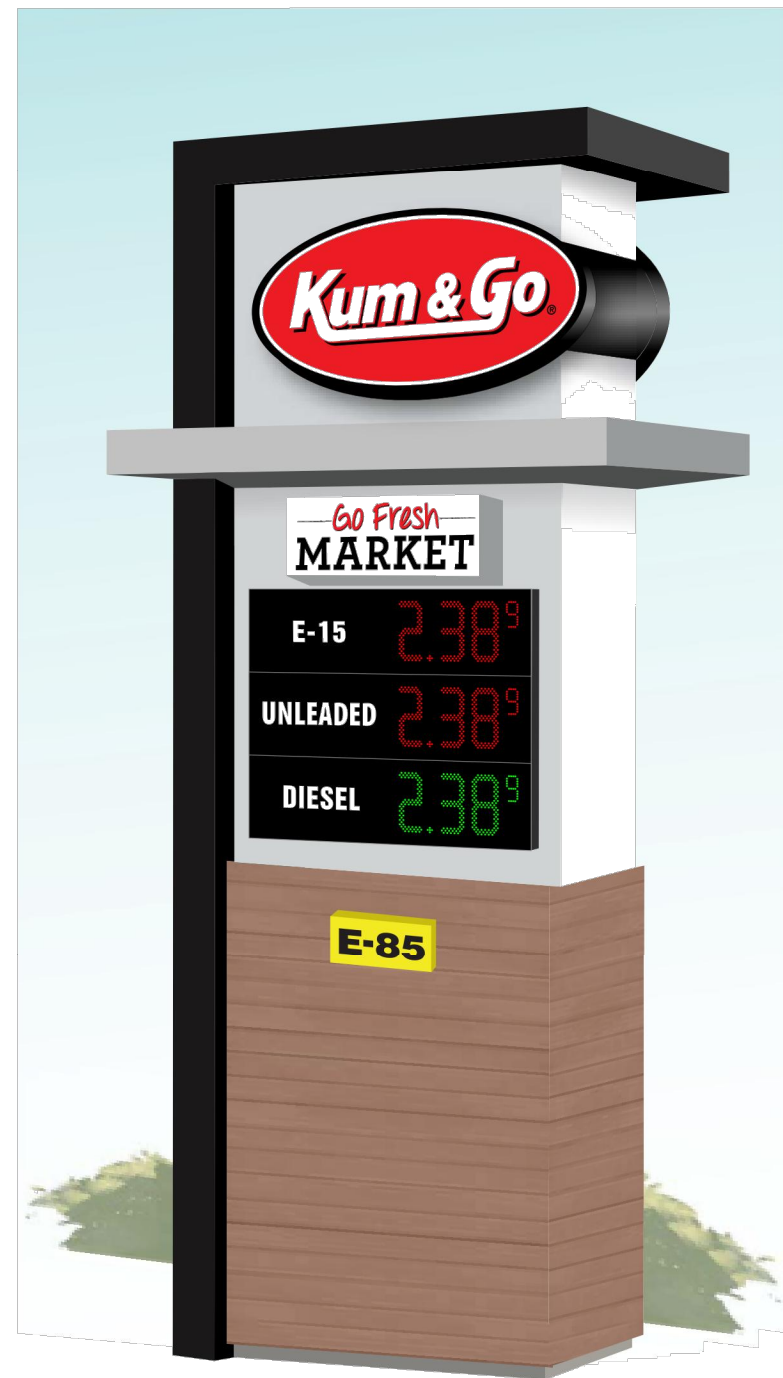
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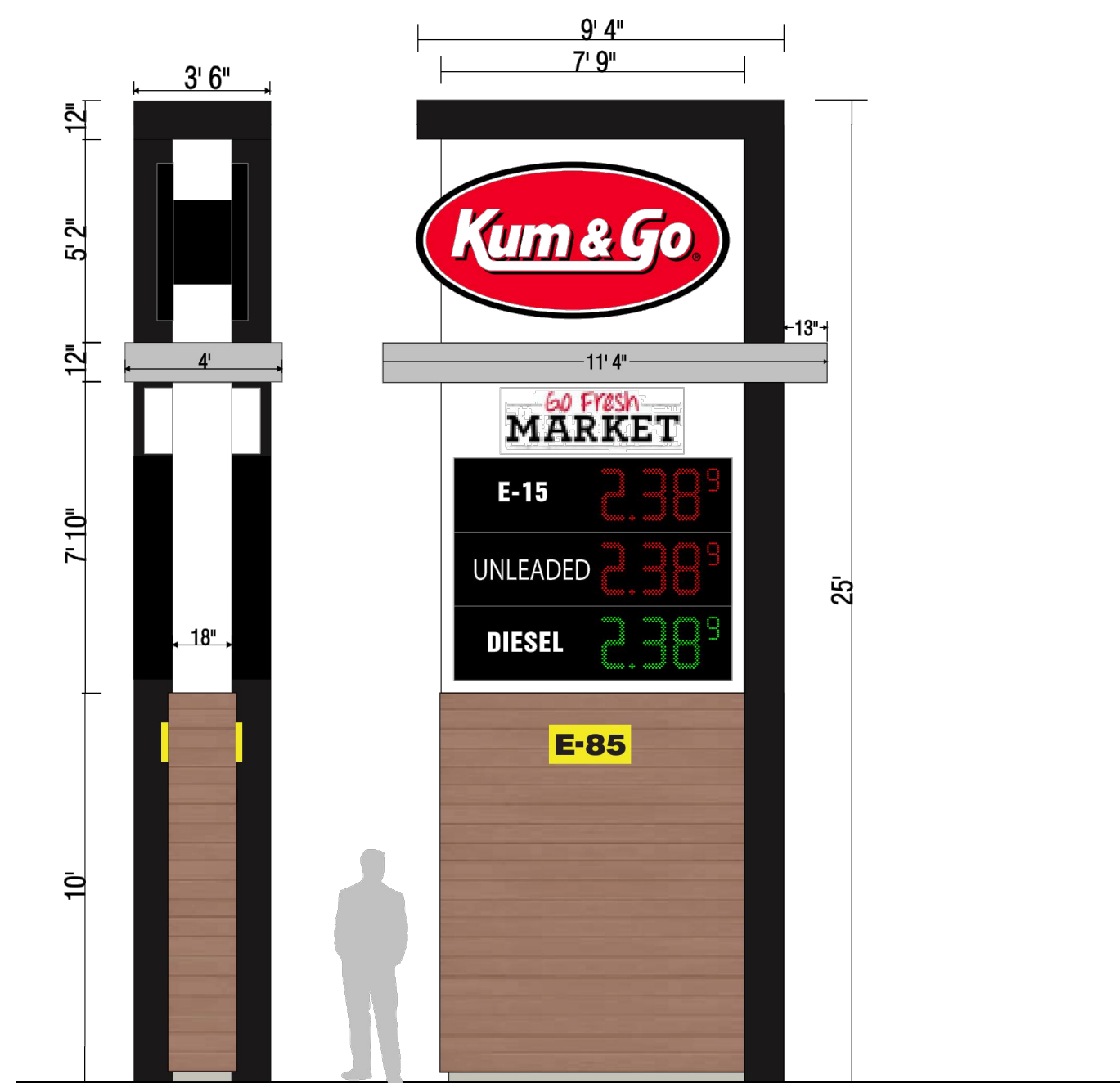
6' x 12' OVAL - 56.52 SQ FT  
PERIMETER=347.78

- ALUMINUM CABINETS
- WHITE LED LIGHTS
- FLEX FACE WITH TRANSLUCENT VINYL GRAPHICS

## 25' MONUMENT



A Elevation  
scale: 1/4" = 1'-0"



B Elevation  
scale: 1/4" = 1'-0"

4' X 8' KUM & GO - AREA: 25.12 SQ FT  
1' 8' X 4' 10" GO FRESH MARKET - AREA: 8.05 SQ FT  
5' 7 5/8" X 7' 1" GAS PRICE SIGN - AREA: 39.92 SQ FT  
1' X 2'-1" E-85 PANEL - AREA: 2.08 SQ FT  
TOTAL - AREA: 75.17 SQ FT



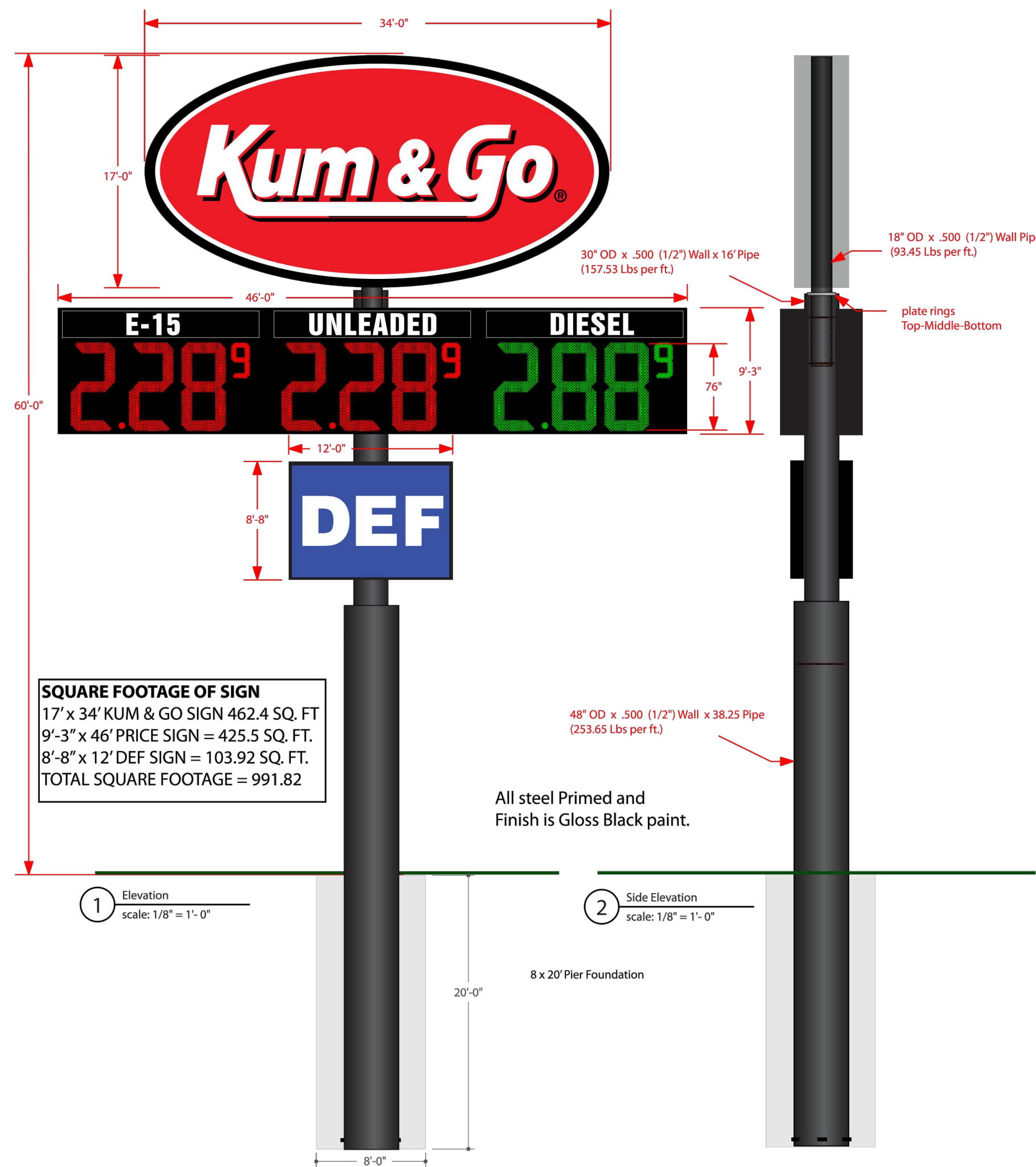
### TYPICAL CONSTRUCTION OF MARKET FRESH SIGNS:

- FLEX FACE WITH VINYL GRAPHICS
- INTERNAL LED ILLUMINATION
- PMS 200 (RED)



3' x 6' OVAL - 14.2 SQ FT  
PERIMETER=174.39"

- ALUMINUM CABINETS
- WHITE LED LIGHTS
- FLEX FACE WITH TRANSLUCENT VINYL GRAPHICS

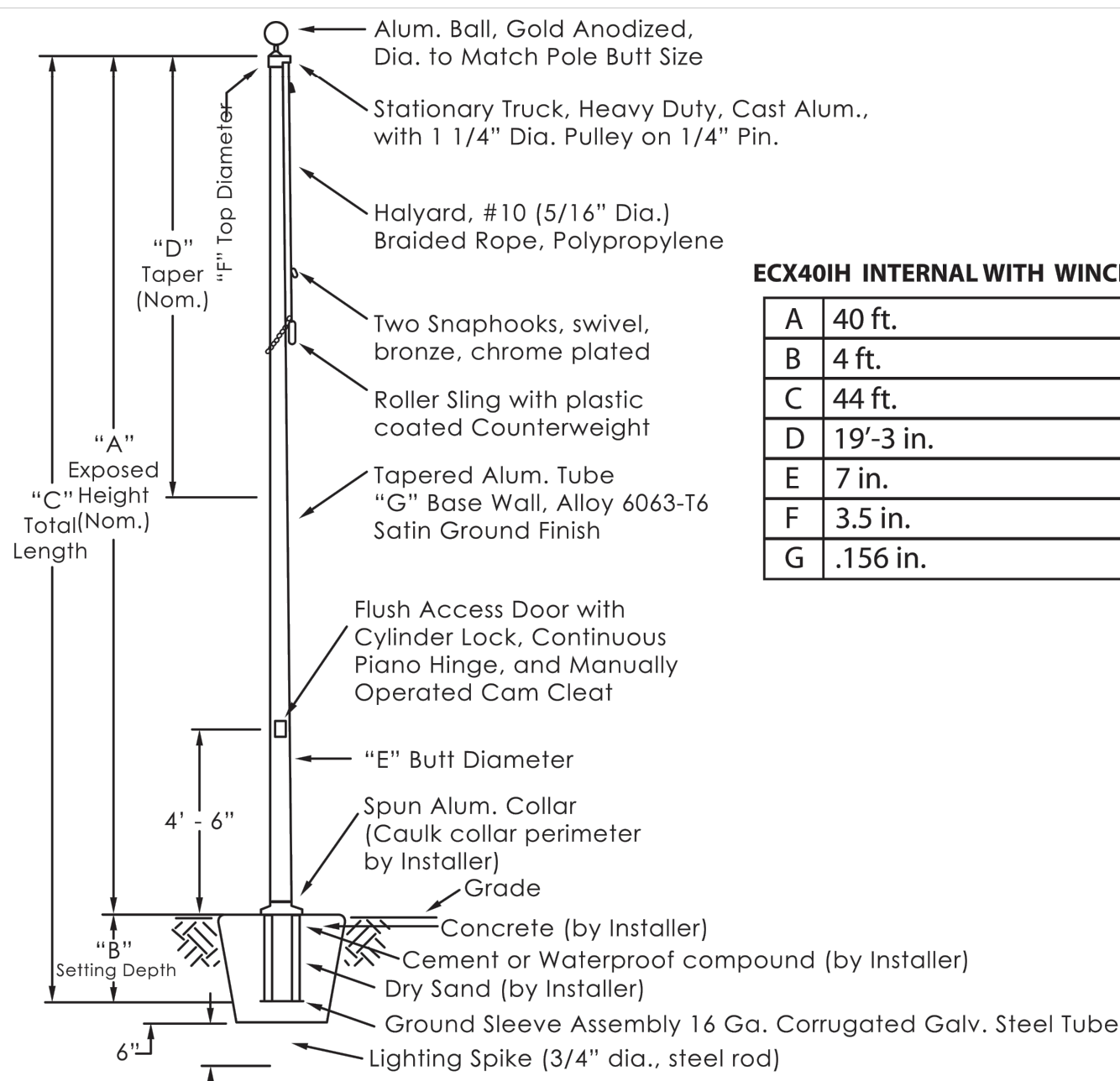


**SQUARE FOOTAGE OF SIGN**  
17' x 34' KUM & GO SIGN = 462.4 SQ. FT.  
9'-3" x 46' PRICE SIGN = 425.5 SQ. FT.  
8'-8" x 12' DEF SIGN = 103.92 SQ. FT.  
TOTAL SQUARE FOOTAGE = 991.82

All steel Primed and  
Finish is Gloss Black paint.

SEE STAMPED ENGINEERING FOR ACTUAL PIPE DIMENSIONS

### NOTE: FLAG POLE IS OWNER SUPPLIED - OWNER INSTALLED



#### ECX40IH INTERNAL WITH WINCH

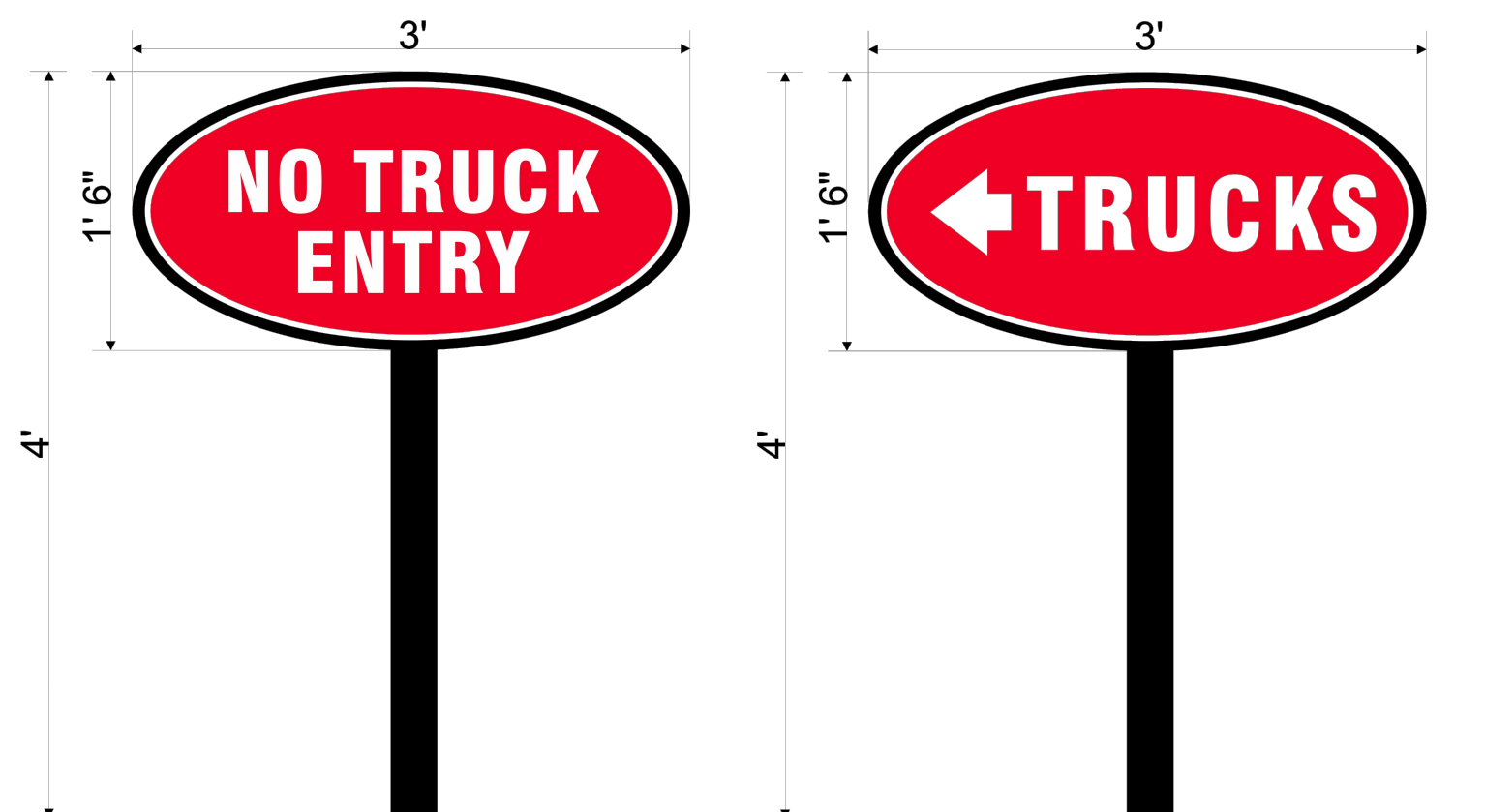
A	40 ft.
B	4 ft.
C	44 ft.
D	19'-3 in.
E	7 in.
F	3.5 in.
G	.156 in.

CUSTOMER NAME: Kum & Go DATE:

POLE SECTIONS: 2 QUANTITY 1 FINISH Satin Finish



3' X 6'



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#2906 - KEENESBURG, CO  
90 WEST VETERANS DR  
SIGN ELEVATIONS

KG PROJECT TEAM:  
RDM: TOM CARRICO  
SDM: RYAN HALDER  
CPM: PERRY DEPHILLIPS

REVISION DESCRIPTION	DATE

DATE: 5/10/2021

SHEET NUMBER:

A1.5  
20 OF 20





## Estimated Visability of a 60' Highway Sign.



1225 North Lansing Avenue  
Tulsa, Oklahoma 74106  
ph: 918.587.7171  
cell: 918.630.0033  
web: cnfsigns.com

PROJECT / CLIENT NAME:  
**KUM & GO #2906**

LOCATION:  
**KEENESBURG, CO**

ACCOUNT EXECUTIVE:  
**TERRY HOWARD**  
DATE OF ORIGINAL DWG:  
**FEB. 7, 2021**

REVISION HISTORY:

SIGN TYPE / DESCRIPTION:  
**HIGHWAY SIGN**

SHEET NAME:  
**KG-60.3**



## Estimated Visability of a 60' Highway Sign.



1225 North Lansing Avenue  
Tulsa, Oklahoma 74106  
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PROJECT / CLIENT NAME:  
**KUM & GO #2906**

LOCATION:  
**KEENESBURG, CO**

ACCOUNT EXECUTIVE:  
**TERRY HOWARD**  
DATE OF ORIGINAL DWG:  
**FEB. 7, 2021**

REVISION HISTORY:

SIGN TYPE / DESCRIPTION:  
**HIGHWAY SIGN**

SHEET NAME:  
**KG-60.2**





Estimated Visability of a 60' Highway Sign.