

Project Overview #1959742

Project Title: dds Discounts	Jurisdiction: City of Fayetteville
Application Type: 5.4) Variance	State: NC
Workflow: Staff Review	County: Cumberland

Project Location

Project Address or PIN: 1800 SKIBO RD (0418023139000) **Zip Code:** 28303

Please see checklist for instructions for multiple buildings on a single parcel submittals

Is it in Fayetteville? A Fayetteville mailing address does not mean it is in the jurisdictional boundaries of the city. If you're not sure, click this link: [Cumberland County Tax Office GIS system](#)

E911 Addressing confirmation, please ensure that new developments have an address assigned by Cumberland County E911 before submitting. There may be delays and penalties for not doing so.

GIS Verified Data

Project Address: 1800 SKIBO RD

Variance Request Information

<p>Requested Variances: Signage</p> <p>Describe the nature of your request for a variance and identify the standard(s)/requirement(s) of the City Code proposed to be varied.: We are seeking relief from 30-5.L.8.B.2.</p>	<p>Section of the City Code from which the variance is being requested.: 1</p> <p>Identify the zoning district designation and existing use of land for all adjacent properties, including those across the street.: CC</p>
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Justification for Variance Request - Use this and the following pages to answer the questions (upload additional sheets if necessary).

The Variance Standards states: A variance application shall be approved only upon a finding that all of the following standards are met.

1. Strict application of the Ordinance requirements results in practical difficulties and unnecessary hardships; it shall not be necessary to demonstrate that, in the absence of the variance, no reasonable use can be made of the property;
2. Any practical difficulties or unnecessary hardships result from unique
3. circumstances related to the land, such as location, size, or topography, and are not the result from conditions that are common to the neighborhood or the general public be the basis from granting a variance;
4. The Variance is the minimum action that will make possible a reasonable use of land or structures;
5. The Variance is in harmony with the general purpose and intent of this Ordinance and preserves its spirit; and
6. In the granting of this Variance, the public safety and welfare have been assured and substantial justice has been done.

Please complete the following five (5) questions to verify the evidence that all the required standards are applicable to your property and/or situation.

Please describe how strict application of the Ordinance requirements results in practical difficulties and unnecessary hardships. It shall not be necessary to demonstrate that, in the absence of the variance, no reasonable use can be made of the property.:

Strict application of the Ordinances signage limitations creates practical difficulties for the dds DISCOUNTS store located at **1800 Skibo Road, Fayetteville**, by restricting reasonable visibility from Skibo Road, a high-traffic commercial corridor. The building is set back behind a large parking area and is visually impacted by surrounding retail development and roadway conditions, which significantly limit sign legibility at typical driving speeds.

Please describe how any practical difficulties or unnecessary hardships result from unique circumstances related to the land, such as location, size, or topography, and are not the result of the actions of the landowner, nor may hardships resulting from personal circumstances as well as hardships resulting from conditions that are common to the neighborhood or the general public be the basis for granting a variance.:

The hardship results from unique site conditions, including the property's location within a large multi-tenant retail center, substantial setbacks from the public right-of-way, and visual competition from nearby signage along Skibo Road. These conditions are inherent to the site and were not created by the applicant or property owner. The hardship is not personal in nature and does not arise from conditions common to smaller or freestanding retail parcels.

Please describe how the Variance is the minimum action that will make possible a reasonable use of land or structures.:

The requested variance represents the minimum relief necessary to allow reasonable identification of the dds DISCOUNTS store. The proposed increase in sign area is limited solely to improving visibility and wayfinding and does not request additional signs or deviations beyond what is necessary to address the site-specific constraints.

Please describe how the Variance is in harmony with the general purpose and intent of this Ordinance and preserves its spirit.:

The proposed signage is consistent with the intent and purpose of the Ordinance by maintaining an orderly, safe, and visually compatible commercial environment. The sign design, placement, and scale are consistent with other approved signage within the Skibo Road commercial corridor and will not adversely affect surrounding properties. Granting the variance preserves the spirit of the Ordinance while allowing reasonable use of the property.

Height of Sign Face : 15.83

Height of Sign Face: 1

Square Footage of Sign Face : 14.66

Square Footage of Sign Face: 4

Please describe how, in the granting of the Variance, the public safety and welfare have been assured and substantial justice has been done.:

Granting the requested variance assures public safety and welfare by allowing signage that improves clear identification and wayfinding for motorists along Skibo Road, a high-traffic commercial corridor. Improved visibility reduces sudden turning movements, last-minute lane changes, and unnecessary circulation within the parking area, thereby enhancing traffic safety.

The proposed signage complies with all applicable structural, lighting, and placement requirements of the Ordinance and will not obstruct sight lines, interfere with traffic control devices, or create glare or distraction. The sign is consistent with other approved signage in the immediate area and will not negatively impact adjacent properties.

Granting the variance provides equitable treatment to the applicant by allowing reasonable business identification under site-specific conditions while maintaining the overall intent of the Ordinance. As such, public welfare is protected and substantial justice is achieved.

Height of Sign Face: 1

Square Footage of Sign Face: 563.40

Square Footage of Sign Face: 14.66

Square Footage of Sign Face: 0

Square Footage of Sign Face: 0

Square Footage of Sign Face: 0
Square Footage of Sign Face: 0
Square Footage of Sign Face: 0
Square Footage of Sign Face: 0

Square Footage of Sign Face: 0
Square Footage of Sign Face: 0
Square Footage of Sign Face: 0

Primary Contact Information

Project Owner

Tina Arcuri

5374 Greggs Lndg
North Charleston, SC 29420
P:8434114
tina@coastalsignservices.com

Indicate which of the following project contacts should be included on this project: Sign Contractor

NC State Electrical Contractor #1 License Number:

NC State Electrical Contractor #2 License Number:

NC State Electrical Contractor #3 License Number:

NC State Mechanical Contractor's #1 License Number:

NC State Mechanical Contractor's #2 License Number:

NC State Mechanical Contractor #3 License Number:

NC State Plumbing Contractor #1 License Number:

NC State Plumbing Contractor #2 License Number:

Project Contact - Sign Contractor

Tina Arcuri

5374 Greggs Lndg
North Charleston, SC 29420
P:8434114
tina@coastalsignservices.com

Other

Tina Arcuri

5374 Greggs Lndg
North Charleston, SC 29420
P:8434114
tina@coastalsignservices.com

Project Contact - Agent/Representative

Tina Arcuri

5374 Greggs Lndg
North Charleston, SC 29420
P:8434114
tina@coastalsignservices.com

As an unlicensed contractor, I am aware that I cannot enter into a contract that the total amount of the project exceeds \$40,000. :

NC State General Contractor's License Number: