

Jersey Mike's located at 4045 Dean Lakes Blvd. is seeking a variance for additional square footage on their signage on both elevations of the building. The amount of signage is determined by the lesser of 120 square feet or 1 square foot per 1 foot of frontage. This would allow for only 21 square feet on the back of the building that faces Mystic Lake Dr and 28 square feet for the front of the building. We are seeking the variance to allow for a 52.1 square foot sign on both sides with the following criteria met.

1. (a) We believe there is practical difficulty that will allow for competing businesses right next door to have an unfair advantage with their signage both being about double the allowable size of 21 and 28 square feet.
2. The landowner did not have control over the sign code changing recently allowing competing business to have double the amount of signage.
3. Jersey Mike's has no other issues with any other part of the sign code and will comply with them all with a hope that they are allowed the larger 52.1 square foot signs on each side of the building.
4. The variance if granted will not alter the essential character of the locality and will in fact match the signage size on the competing business next door.
5. In addition to the large economic considerations, Jersey Mike's has a specific brand requirement that they have built their multi million dollar business moto around. The sign at this size would not allow for all the necessary parts of the sign to be illuminated and would require deviating from the typical brand/signage of Jersey Mike's.

In summary, we are seeking an additional 24.1 square feet for the front of the building and 31.1 square feet for the back of the building to match and stay consistent with the size of neighboring competing businesses. We believe we will be a great addition to the community of Shakopee and look forward to your consideration.