

# BZA Application

For Office Use Only	
File #	Fee
Filing	TAC
Hearing/Meeting	
<input type="checkbox"/> Denied	<input type="checkbox"/> Approved
<input type="checkbox"/> w/ conditions	

This application is being submitted for (check all that apply):

- Variance       Special Exception  
 Use Variance       Use Classification  
 Appeal

## Applicant Info

Name Wally's Whitestown, LLC	
Street Address 1400 S. Hwy Drive Suite 403	
City, State, Zip Fenton, MO 63026	
Primary Contact Person regarding this petition Nathan Hale	
Phone 217-358-1211	E-Mail Nate.hale@wallys.com
Other Contact Name Natalie Silva Ward	E-Mail Natalie@wallys.com

## Property Owner

Name WALLY'S INDY GROUND LESSOR LLC & WALLY'S INDY OUTPARCEL LLC	
Street Address 1400 S. Hwy Drive Suite 403	
City, State, Zip Fenton, MO 63026	
Phone 217-358-1211	E-Mail Nate.hale@wallys.com
Applicant is (circle one):    Sole owner    Joint Owner <u>Tenant</u> Agent    Other (specify)	

## Premises Affected

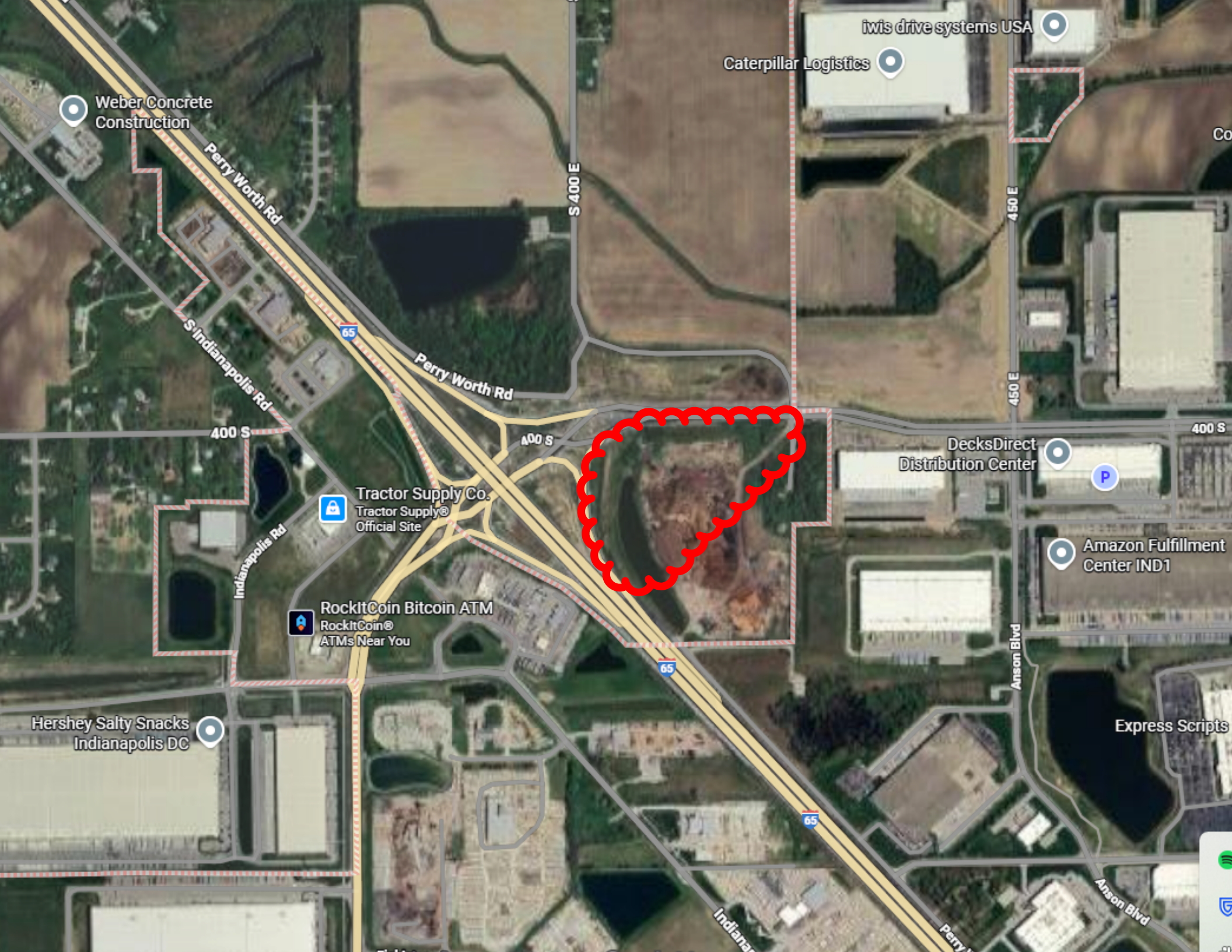
10-digit Parcel Number    018-02320-03 ; 018-02320-01				
Actual/approximate address or location from major streets 4155 Albert S. White Dr EB				
Subdivision Wally's			Lot Number(s) Wally's Lot 1 & Common Area "A"	
Total Acreage 19.11 Ac	Flood Zone on Site?    No			
Zoning of Subject Property AB	Use of Subject Property    Travel Center			
Zoning of Adjacent Properties	North: PUBL.	South: MU-COR	East: MU-COR	West: N/A
Land Use of Adjacent Properties	North: Vacant	South: Vacant	East: Vacant	West: N/A
Specific Section(s) of UDO requesting Development Standards Variance from	8.9 R			

## Notarization

The above information and attached exhibits, to my knowledge and belief, are true and correct.

Signature of Applicant	
Notary Public's Name (printed)	Natalie M. Silva Ward
Signature of Notary	
My Commission Expires State County	Sept 14, 2021    HARRIS COUNTY
Subscribed and sworn to before me this	17th day of November, 2025





Weber Concrete Construction

Caterpillar Logistics

iwis drive systems USA

Perry Worth Rd

S 400 E

450 E

S Indianapolis Rd

65

Perry Worth Rd

400 S

400 S

400 S

Tractor Supply Co.  
Tractor Supply®  
Official Site

DecksDirect  
Distribution Center

Amazon Fulfillment  
Center IND1

RockitCoin Bitcoin ATM  
RockitCoin®  
ATMs Near You

Hershey Salty Snacks  
Indianapolis DC

Express Scripts

Indianapolis

Perry

Anson Blvd

## Canopy Badge Sign Variance Narrative – Wally’s Travel Center, Whitestown, Indiana

Applicant: Wally’s Travel Center

Project: Interstate-Oriented Travel Center & Retail Facility

Variance Request: Permission to install up to four (4) illuminated canopy badge signs, one on each elevation of the fuel canopy, where the UDO permits only two (2).

### 1. Nature of the Request

Wally’s Travel Center respectfully requests a variance to allow up to four (4) branded badge signs on the fuel canopy. While the UDO permits only two, the applicant is open to a reduction to three (3) if the BZA prefers a middle-ground solution. This request is driven by the scale and configuration of the forecourt area, the need for consistent architectural identity, and the desire to create a cohesive, intuitive customer environment—not by operational necessity involving truck traffic or complex circulation.

### 2. Practical Difficulty – Site Layout & Visibility

Strict application of the two-sign maximum creates a practical difficulty due to:

#### A. 360° Exposure of the Canopy

The canopy sits prominently in the center of the forecourt with full visibility on all sides. With only two allowed signs, half the canopy would remain unmarked, creating an inconsistent and unfinished appearance.

#### B. Multi-Directional Passenger Vehicle Arrival

Customers approach the canopy from several directions within the site:

- Primary passenger car entrances
- Internal loop drives
- Parking areas surrounding the building

Because of the open layout, limiting the canopy to two signs results in inconsistent visibility and a visually unbalanced presentation.

### C. Architectural Cohesion & Brand Identity

The Wally's design relies on symmetry, clean lines, and consistent graphic presentation. A two-badge canopy appears visually incomplete relative to the building and site layout. Four (or even three) badges produce a polished, intentional architectural effect, not excessive advertising.

### 3. Honest Justification for Additional Signs

The applicant acknowledges that the additional signs do not materially affect safety or significantly influence traffic flow. Their primary benefit is brand consistency, aesthetic cohesion, and customer experience. This is a reasonable design-based request that maintains the integrity of the site's architectural concept. By being candid and flexible, the applicant seeks to work collaboratively with the Town.

### 4. No Negative Impact on Surrounding Properties

The additional signage:

- Faces inward toward the forecourt
- Is fully contained onsite
- Does not contribute to external visual clutter
- Does not increase light spillover beyond canopy illumination
- Has no impact on nearby residential areas

### 5. Flexibility & Willingness to Compromise

To demonstrate good faith, the applicant is willing to accept:

- Four (4) badge signs as preferred
- Three (3) badge signs as an acceptable compromise
- Placement adjustments to reduce visual density if needed

## 6. Alignment With Town Goals

Approval of the signage variance supports:

- A clean, modern architectural environment
- High-quality commercial development along I-65
- Improved visitor experience and intuitive site layout
- Consistency with the development's scale and investment level

## 7. Conclusion

The request for three to four canopy badge signs is modest, reasonable, and aligned with the site's design and brand identity. The additional signage creates a balanced visual presentation with no negative external impacts. Wally's respectfully requests approval of the canopy signage variance as submitted.

# Attachment D: Standards for Evaluating a Variance

Use the following form or attach a separate sheet(s) to explain the Variance request. The BZA's decision shall be based upon how each of the following statutory requirements is justified in the request.

## Petition Information

Describe the proposed use of the property (type of use, hours of operation, access, necessary construction, employees, etc.):

Wally's Travel Center is a regional-scale convenience, retail, and fuel destination serving interstate travelers and local residents. The 52,500 sq ft facility includes a fuel canopy, retail market, and food services operating 24 hours per day with approximately 200 employees. The property is located immediately east of Interstate 65 with frontage on Albert S. White Drive and Perry Worth Road. Access is provided via a signalized intersection at Perry Worth Road. Building concrete has been poured, steel erected, and site earthwork and utilities will continue through winter.

The requested sign variances are necessary to maintain brand visibility for motorists traveling at interstate speeds, to enhance wayfinding and traffic safety, and to align the Whitestown store with Wally's established prototype standards in Fenton (MO) and Pontiac (IL).

## Standards for Evaluation

1. The variance will not be injurious to the public health, safety, morals, and general welfare of the community because...

The proposed signage will not be injurious to the public health, safety, morals, or general welfare of the community. In fact, the increased visibility for interstate travelers improves wayfinding and reduces unsafe last-second lane changes at the I-65 / Albert S. White interchange. All signs will be engineered and installed to meet current structural and electrical codes. Illumination will comply with UDO § 8.8 using shielded and internally lit LED fixtures with automatic dimming to avoid light spill onto adjacent properties. The proposed sign package does not introduce animation or digital message displays and will maintain a professional, static appearance consistent with the Town's aesthetic goals.

2. The use or value of the area adjacent to the property included in the variance will not be affected in a substantially adverse manner because...

The use and value of the area adjacent to the property will not be adversely affected. The Wally's parcel is bounded by the interstate corridor, commercially zoned lots, and stormwater detention areas—providing ample visual buffering from any residential neighborhoods. The proposed signs are internally illuminated, architecturally coordinated with the building design, and constructed of high-quality materials. These elements will enhance the gateway appearance of the Albert S. White corridor and serve as an anchor for future commercial development within the Perry Worth Road corridor.

3. The strict application of the terms of the Ordinance will continue the unusual and unnecessary hardship as applied to the property for which the variance is sought because...

Strict application of UDO § 8.3 and § 8.9 creates a practical difficulty due to the site's unique context and scale:

The store floor elevation sits below the I-65 / ASW overpass and is set back over 900 feet from the travel lanes. A standard 15-foot tower or 12-foot monument sign would be entirely obscured from view by the elevated right-of-way and new construction to the south.

Wally's operates as a destination use relying on long-range visibility for motorists making split-second decisions to exit for fuel and amenities. Without a taller pylon sign, the Whitestown location would suffer a competitive disadvantage relative to other highway service brands. Example: Love's 85' tall Pylon Sign directly across I-65

The canopy badges are integral to brand recognition and are uniformly sized and spaced to maintain a balanced architectural composition.