

**March 31, 2022**

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**1. CASE #2022-12 TMC MARKETING, LLC**

Petitioner is requesting the following variances to replace an existing outdoor advertising sign with a digital one in an I3 zone:

1. A reduction in the animation flip rate to 8 seconds from the required 1 minute (UZO 4-8-10(h)) and
2. An increase in the overall square footage to 672 sq. ft. per advertising face from the permitted 300 sq.ft. per advertising face (UZO 4-8-10(a)).

The existing outdoor advertising sign is located adjacent to I-65, more specifically at 1513 Manufacturers Drive, Lafayette, Perry 31 (SE) 23-3.

**RECOMMENDATION:**

Staff advises that none of the above requests constitutes a use variance.