PROVIDING OUTRAGEOUS CUSTOMER SERVICE!

April 26, 2018

Valdosta-Lowndes County Zoning Board of Appeals
327 N. Ashley Street
3rd Floor
Valdosta, GA 31601

Re: Inland | Sun Stop #884
2112 West Hill Avenue
Valdosta, GA 31601

Dear Members of the Zoning Board of Appeals:

Thank you for your time. As you may be aware, Southwest Georgia Oil is coming before you to respectfully request a zoning variance for our identification package at our premier property in your community.

We have carefully selected Valdosta, Georgia as the location in which to place our A-level design and flagship store. We have done so because we are a Georgia corporation who strongly believes in the Valdosta community.

The previous property owners had closed this location, perhaps because they did not make the correct impression on the local community and the transient public in search of a fuel stop and convenience store.

We are a regional brand company birthed in southwest Georgia who is competing with world-wide petroleum giants. These giants have a larger annual marketing budget than our entire holdings. Some of these neighboring stations and convenience stores currently have branding on 3 sides of their canopy in square footage which exceeds the current zoning standards.

The variance we are requesting will allow us to compete on a fair and level playing field. This variance will allow this property to flourish and help Inland Sun Stop to be a brand Valdosta is proud of.
As mentioned, the property at West Hill Avenue is our designated flagship store for this brand standard. Along with this letter, we are submitting photographs of our new "B Level" site in Trenton, Florida. The Level B site has been warmly received and already showing strong sales in the first few weeks. The concept we are bringing to Valdosta is designated to be the very first "A Level" site.