



## **Charleston Board of Zoning Appeals**

### **AGENDA**

8:30 a.m., Thursday, November 9, 2023

City Service Center Conference Room · 915 Quarrier Street

#### **I. Items for Review**

##### **VAR-23-3032**

Application of Identity America on behalf of Charleston Area Medical Center requesting a variance of the sign regulations in order to install a large wall sign on the property located at **1306 Kanawha Boulevard**.

##### **VAR-23-3033**

Application of Jamie Spears on behalf of Audi Charleston requesting a variance of the sign regulations in order to install a large freestanding sign on the property located at **4 Dudley Farms Lane**.

#### **II. Approval of minutes for the October 26, 2023 hearing.**



**Board of Zoning Appeals  
PUBLIC HEARING NOTICE**

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**Case Description**

**VAR-23-3032:** Application of Identity America on behalf of Charleston Area Medical Center requesting a variance of the sign regulations in order to install a large wall sign on the property located at **1306 Kanawha Boulevard**.

The file (including the application, site plan and other supporting documentation) is available for your inspection online at <https://charlestonwv.civicclerk.com/>. If you have questions, email [lori.brannon@cityofcharleston.org](mailto:lori.brannon@cityofcharleston.org) or call 304-348-8105.

**Hearing Details**

**WHEN:** 8:30 a.m.  
Thursday, November 9, 2023

**WHERE:** City Service Center Conference Room  
915 Quarrier Street

**Public Participation**

Anyone who wishes to comment on the case described above is encouraged to do so in one of the following ways:

1. Send a written statement to [lori.brannon@cityofcharleston.org](mailto:lori.brannon@cityofcharleston.org). These statements will become a part of the record and will be shared with members of the Board prior to the hearing.
2. Speak directly to the Board by joining the meeting.

As a matter of general policy these proceedings will not be transcribed by the Board. Anyone wishing a legal transcript must provide a court reporter at his/her own expense.

  
 Board of Zoning Appeals  
**Application for Variance**

BZA # \_\_\_\_\_

Hearing Date: \_\_\_\_\_

| Applicant Information                                                                                                                                                                                                              | Property Information                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name:</b> IDENTITY AMERICA, INC.                                                                                                                                                                                                | Address: 1306 KANAWHA BLVD<br>CHARLESTON, WV 25301                                                                                               |
| <b>Address:</b><br>112 SPRUCE STREET BLUEFIELD, VA 24605                                                                                                                                                                           | Tax Map and Parcel:<br>11 17 250                                                                                                                 |
| <b>Phone:</b> 276-322-2616                                                                                                                                                                                                         | Zoning District: R-10                                                                                                                            |
| <b>Agent Name, Address and Phone Number:</b><br>(if other than applicant)<br><br><b>RHONDA NEAL, VP</b><br><b>IDENTITY AMERICA, INC.</b><br><b>112 SPRUCE STREET</b><br><b>BLUEFIELD, VA 24605</b><br><b>276-322-2616 EXT. 221</b> | <b>Property Owner and Mailing Address:</b><br>(if other than applicant)<br>CAMC<br>400 ASSOCIATION DRIVE<br>CHARLESTON, WV 25311<br>304-388-5757 |

**INSTRUCTIONS:** This application must be typed or legibly printed and filed with the Planning Department in person or by mail to 915 Quarrier Street, Suite 1 Charleston, WV 25301, or by email to [planning@cityofcharleston.org](mailto:planning@cityofcharleston.org). The following items must accompany this application: 1) a site plan drawn to scale; 2) \$125.00 filing fee in the form of a check or money order made payable to City of Charleston; 3) any additional information, including photographs, elevations, testimonials or other documentation, which may support your application. You or your representative must be present at the scheduled public hearing in order to present your request and answer questions. THE PLANNING DEPARTMENT WILL NOT ACCEPT ANY INCOMPLETE APPLICATIONS.

A variance is a method by which a property owner receives permission to vary from the development standards established in the Zoning Ordinance governing such matters as building location, building dimensions, setback requirements, placement and quantity of parking, landscaping, signage, and other features included in site design. **Please describe your variance request.** WE ARE REQUESTING A VARIANCE ON BEHALF OF CHARLESTON AREA MEDICAL CENTER REGARDING THE SQUARE FOOTAGE THAT IS NEEDED FOR THE CHARLESTON SURGICAL CENTER, SPECIFICALLY BUILDING SIGNAGE. Regarding the proposed wall signage, we are asking for a variance for both the area and the number of signs. The ordinance permits a ground OR wall sign on the Virginia St side, thus, the variance for the **number** of signs. Regarding area, the ordinance requires the entire framed area in the calculations (this is an architectural feature, but it does highlight the signage and set it apart from the rest of the façade). This appears to add more than 230 sq ft over the permitted area for a wall sign. CAMC will paint the frame the same color as the rest of the façade. This would allow the 4'-10" x 14'-10" measure as indicated on our drawings. This will leave us with 59 square feet over the allotment.

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Applicable Section(s) of the Zoning Ordinance Sec. 24-070-04 Instructional Signs in Residential Districts  
And 24-070-04-01 On Premise Signs

Please describe the proposed work to be done on the property. Identity America, Inc. proposes to install one set of Building Letters, one directional sign for the Morris Street Entrance, one directional sign for the Virginia Street Entrance and one directional sign on Kanawha Blvd. as shown in the submitted plans.

**IMPORTANT:** According to Section 8A of the Code of the State of West Virginia and Section 29-040 of the City of Charleston's Zoning Ordinance, the Board of Zoning Appeals may grant a variance if and only if **ALL** of the following four criteria can be satisfied:

- 1.) The variance, if granted, will not adversely affect the public health, safety and welfare or the rights of adjacent property owners or residents; and,
- 2.) The variance arises from special conditions or attributes which pertain to the property for which a variance is being sought and which were not created by the person or entity seeking the variance; and,
- 3.) The variance, if granted, would eliminate an unnecessary hardship and permit a reasonable use of the land; and,
- 4.) The variance, if granted, will allow the intent of the Zoning Ordinance to be observed and substantial justice done.

- 1.) If granted, your variance must not adversely affect the public health, safety and welfare or the rights of adjacent property owners or residents. For example, public safety cannot be compromised by limiting access for emergency vehicles, and neighboring property owners must not be hindered in the use their properties in any manner permitted in the Zoning Ordinance. If your variance request is granted, how will others in the area be affected?

It will not adversely affect the public, adjacent homeowners or property owners. In fact, it will help with traffic flow and traffic safety. Having the proper Branding and Wayfinding at this location will assist patients, and patient family members in safely navigating the streets of Kanawha Blvd., Morris Street and Virginia Street, giving greater direction and less confusion.

- 2.) Your request must arise from special conditions or attributes which pertain to the subject property and which you did not create. The size, shape and topography of your lot are examples of the physical conditions on a property that may create an unnecessary hardship and prevent reasonable use of the



land. The following three questions help to determine if there is an unnecessary hardship with regard to your property.

Is your situation due to unique circumstances that are not shared by other land in the district?

Yes. The Surgical Center is a very nondescript building, that sits in a residential neighborhood. This property can easily be overlooked or missed simply because of lack of proper identification. By adding the "CAMC Charleston Surgical Center" building signage to this property, it immediately eliminates the guessing. Even with the assistance of GPS, arriving to a building with no identification results in that moment of, "Is This Right?" Plus, the property address is 1306 Kanawha Blvd which leads you to the "Staff Entrance" that is not accessible for patients. On a personal note: in 2021 (before the property was owned by CAMC), my daughter had back surgery at this facility. She was an EMT for several years until her injury. She was instructed to arrive at 5:30 am. GPS got her and her husband to the location on Kanawha Blvd., but with no identification on or around the building they thought they were in the wrong place. They circled the block 3 times before stopping and asking if this was the Surgical Center. She was late for her scheduled pre-op and almost had to reschedule her surgery that she had already waited 8 weeks for. With the City's focus on public health, safety and the welfare and rights of adjacent property owners, having clearly identified businesses is one way to increase the safety of this area. The CAMC Brand is one of the most recognized Brands in Charleston, and one of the most respected Healthcare establishments in the State of West Virginia.

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Without a variance, are you deprived of all beneficial use of your land?

Yes, patients come to this facility for specific surgeries in order to correct health issues and improve the quality of their lives. With the lack of proper identification of this building and the confirmation that you are in the correct place, it makes it difficult to arrive to your appointment with a calm and healing attitude. In granting this variance you will allow for better, clearer, definite direction for this property. It will eliminate the confusion and the potential for patients being lost or late for vital surgeries. The staff for this facility will benefit also with less patient stress, less missed appointments or reschedules. Clear and precise wayfinding is needed and is part of the CAMC Standard Signage Procedure for all of their locations. CAMC believes patient comfort and convenience is a priority and every detail is observed to assist them and alleviate any undue stress.

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Would approval of your variance request alter the essential character of the surrounding neighborhood or community?

Not at all!! Road access and traffic flow will remain the same. The building signage that we are asking for is in good taste and not extreme in square footage and size. The benefit to the surrounding properties would be safer and more careful drivers who have a clear view of the building they are looking for. This will allow the drivers, patients and visitors to make better more timely choices in pulling into the parking area of the Surgical Center and possibly eliminate those strange vehicles turning around in the neighboring driveways at 5:30 am.

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4.) The general purpose and intent of the Zoning Ordinance of the City of Charleston is to protect and promote the public health, safety, convenience, morals and general welfare. For more specific information in regard to the scope and intent of the Zoning Ordinance, please see Section 1-020 as well as the section from which you are requesting this variance. Will approval of the variance allow the intent of the Zoning Ordinance to be observed?

Most Certainly! Approval of this request would show the concern of the City of Charleston to all of its residents, business owners, and most of all patients that are traveling from other areas of the State. Charleston has become one of the States biggest Healthcare Communities. CAMC provides care for all of West Virginia. Regardless of, if you travel 30 minutes to your healthcare facility or in most cases a few hours. Section 1-020 of your Preamble. Sub section F says it best: "Provide a guide for public action in the orderly and efficient provision of public facilities and services and for private enterprise in building development, investment, and other economic activity relating to uses of Land and Buildings."

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5.) Substantial justice is the idea that a standard of fairness has been satisfied according to the substance of the law. Does your variance request represent the least deviation from the Zoning Ordinance necessary to achieve an outcome that is fair to both you and to your community? Absolutely. We feel that the proposed CAMC Signage Plan is a great compromise for all involved. We also, feel that the surrounding property owners will appreciate the additional direction it will provide to all future visitors who are trying to find the Surgery Center. In addition, it shows the commitment of the City of Charleston in assuring their residents and visitors, that they are appreciated and given the opportunity for a positive and meaningful experience.

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I hereby affirm that all of the statements and information contained in or filed with this application are true and correct to the best of my knowledge.

Rhonda Neal, VP  
Signature

9-27-23  
Date

1 3 0 6 K A N A W H A B L V D . C H A R L E S T O N , W V | F A C I L I T Y B R A N D I N G



Charleston  
Surgical Hospital



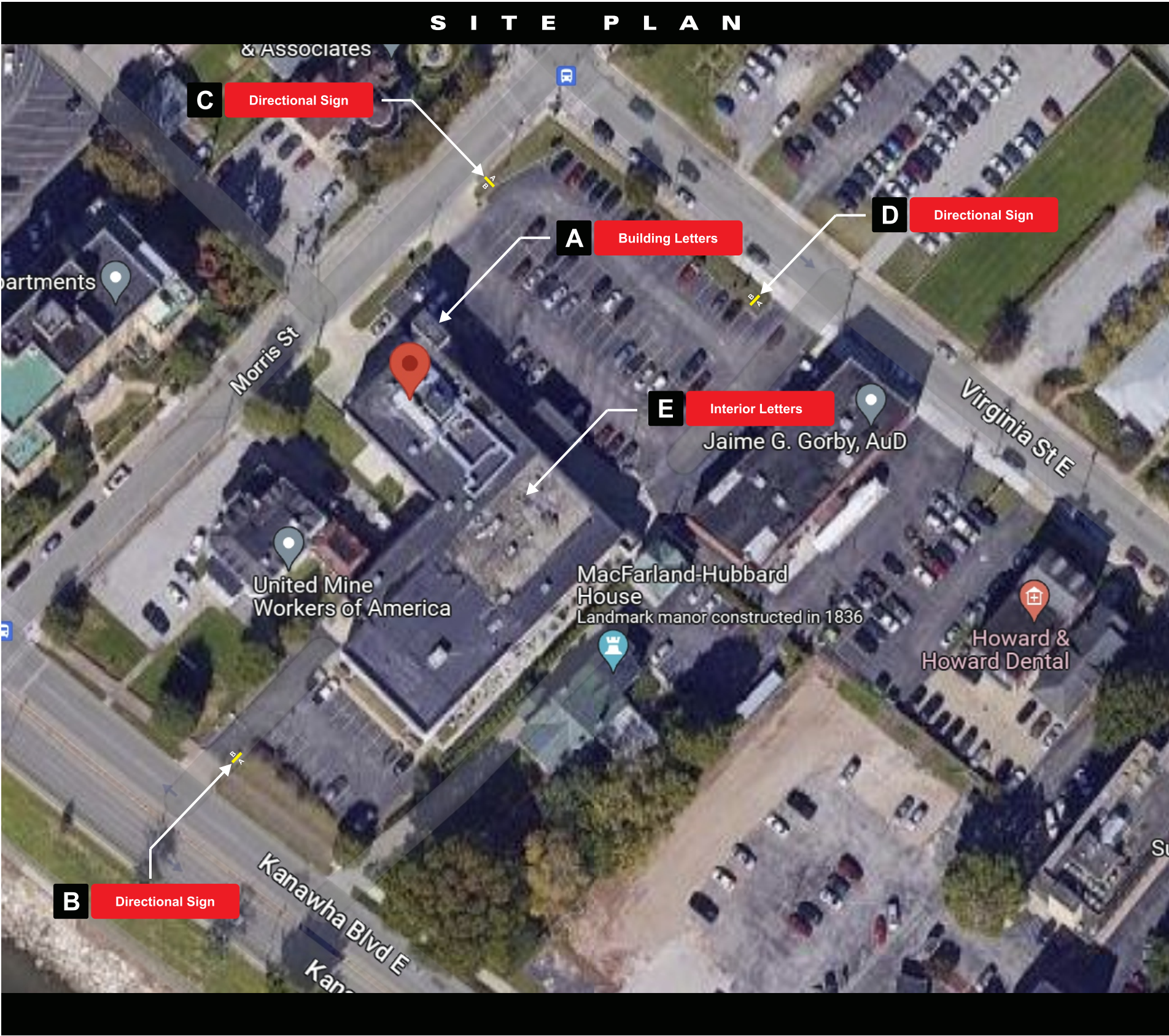
Vandalia Health

A S D E S I G N E D B Y :



I d e n t i t y A m e r i c a





PROJECT SCOPE OF WORK:

A. BUILDING LETTERS

A NEW SET OF FLAT, CUT-OUT ALUMINUM LETTERS WILL BE INSTALLED ON THE STAIRWELL TOWER ON THE FRONT ELEVATION LABELED "A" ON THE SITE PLAN. FOR DETAILS OF THE SIGN REFER TO DWG. A.

B. DIRECTIONAL SIGN

THE EXISTING SIGN WILL BE REMOVED AND DISCARDED AS REQUIRED. A NEW POST & PANEL SIGN WILL BE INSTALLED AT KANAWHA BLVD. LABELED "B" ON THE SITE PLAN. FOR DETAILS OF THE SIGN REFER TO DWG. B.

C. DIRECTIONAL SIGN

THE EXISTING SIGN WILL BE REMOVED AND DISCARDED AS REQUIRED. A NEW POST & PANEL SIGN WILL BE INSTALLED AT MORRIS STREET LABELED "C" ON THE SITE PLAN. FOR DETAILS OF THE SIGN REFER TO DWG. C.

D. DIRECTIONAL SIGN

A NEW POST & PANEL SIGN WILL BE INSTALLED AT VIRGINIA STREET LABELED "D" ON THE SITE PLAN. FOR DETAILS OF THE SIGN REFER TO DWG. D.

E. INTERIOR LETTERS

THE EXISTING SIGN WILL BE REMOVED AND DISCARDED AS REQUIRED. A NEW SET OF FLAT, CUT-OUT ALUMINUM LETTERS WILL BE INSTALLED ON THE WALL AT THE FRONT DESK. FOR DETAILS OF THE SIGN REFER TO DWG. E.

APPROVALS:

Client Approval:

Client:

Address:

Address:

Telephone:

Contact Name:

Signature: Date:

Building Inspector Approval:

Jurisdiction:

Address (Line 1):

Address (Line 2):

Telephone:

Contact Name:

Signature: Date:

|                      |
|----------------------|
| DATE                 |
| SEPTEMBER 19TH, 2023 |
| SCALE                |
| AS INDICATED         |
| FACILITY             |
| SURGICAL HOSPITAL    |
| PROJECT              |
| FACILITY BRANDING    |
| LOCATION             |
| CHARLESTON, WV       |
| DRAWING #            |
| CAMC.SURGICAL.SP.00  |

This document remains the Property of CAMC & Identity America and shall not be shared with anyone outside the confines of this project without written consent of a CAMC or Identity America Authorized Team Member.

The sign shown in this drawing is an integral part of the CAMC Corporate Sign Standards. Do not deviate or make changes in any part to the sign shown herein without written consent of a CAMC Authorized Team Member.

Site Plan



Surgical Hospital



A

Building Letters

Virginia St. E Elevation  
Scale: Not To Scale



A

Building Letters

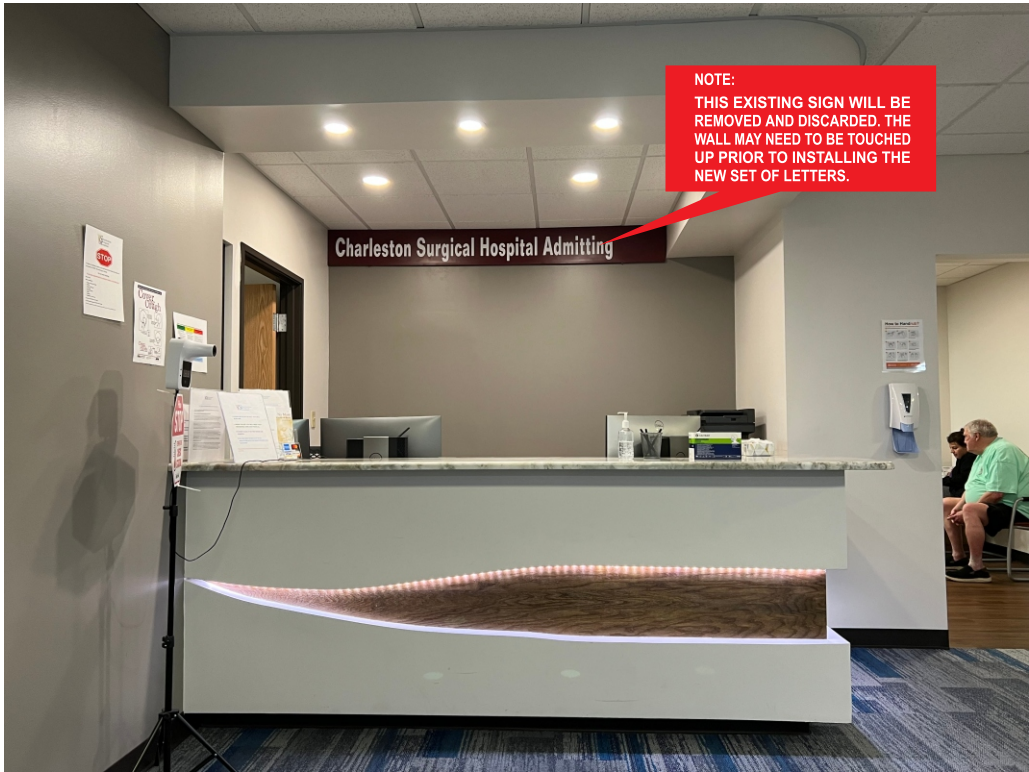
Virginia St. E Elevation  
Scale: Not To Scale



E

Interior Letters

Interior Elevation  
Scale: Not To Scale



E

Interior Letters

Interior Elevation  
Scale: Not To Scale



Identity America

DATE

SEPTEMBER 19TH, 2023

SCALE

AS INDICATED

FACILITY

SURGICAL HOSPITAL

PROJECT

FACILITY BRANDING

LOCATION

CHARLESTON, WV

DRAWING #

CAMC.SURGICAL.P1.01

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Site Photos



Surgical Hospital



B

Directional Sign

Kanawha Blvd. View

Scale: Not To Scale



B

Directional Sign

Kanawha Blvd. View

Scale: Not To Scale



Morris St. Elevation

Scale: Not To Scale



Morris St. View

Scale: Not To Scale



Identity America

DATE

SEPTEMBER 19TH, 2023

SCALE

AS INDICATED

FACILITY

SURGICAL HOSPITAL

PROJECT

FACILITY BRANDING

LOCATION

CHARLESTON, WV

DRAWING #

CAMC.SURGICAL.P2.02

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Site Photos



Surgical Hospital



C

Directional Sign

Morris St. View

Scale: Not To Scale



C

Directional Sign

Morris St. View

Scale: Not To Scale



D

Directional Sign

Virginia St., E View

Scale: Not To Scale

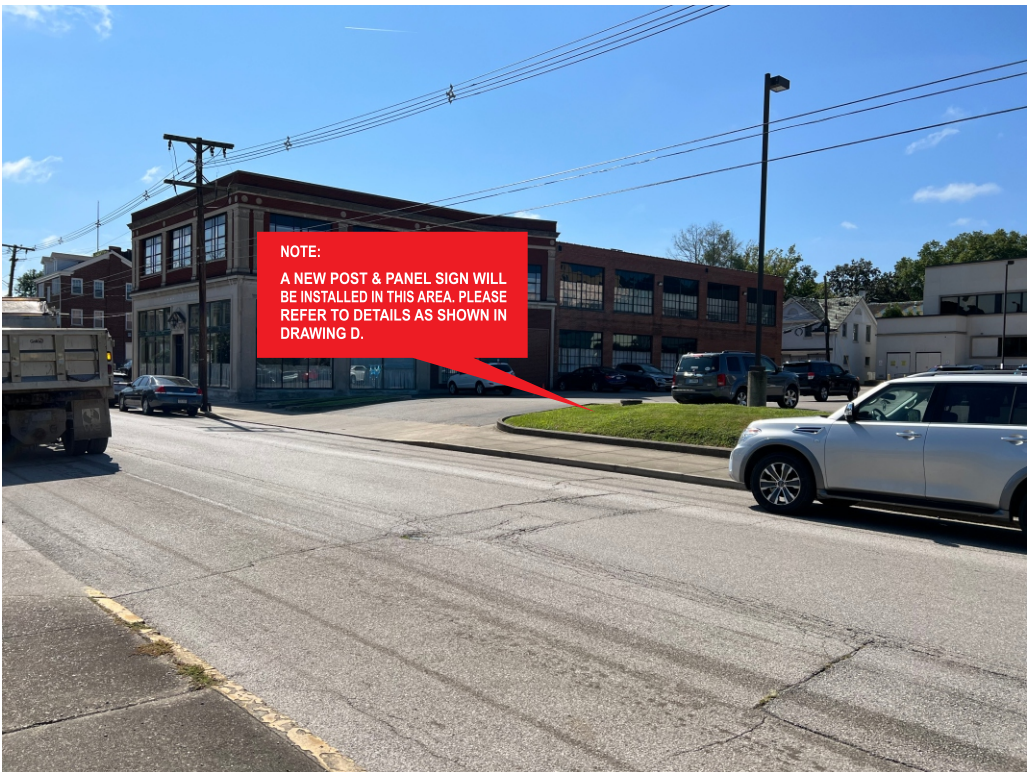


D

Directional Sign

Virginia St., E View

Scale: Not To Scale



Identity America

DATE

SEPTEMBER 19TH, 2023

SCALE

AS INDICATED

FACILITY

SURGICAL HOSPITAL

PROJECT

FACILITY BRANDING

LOCATION

CHARLESTON, WV

DRAWING #

CAMC.SURGICAL.P3.03

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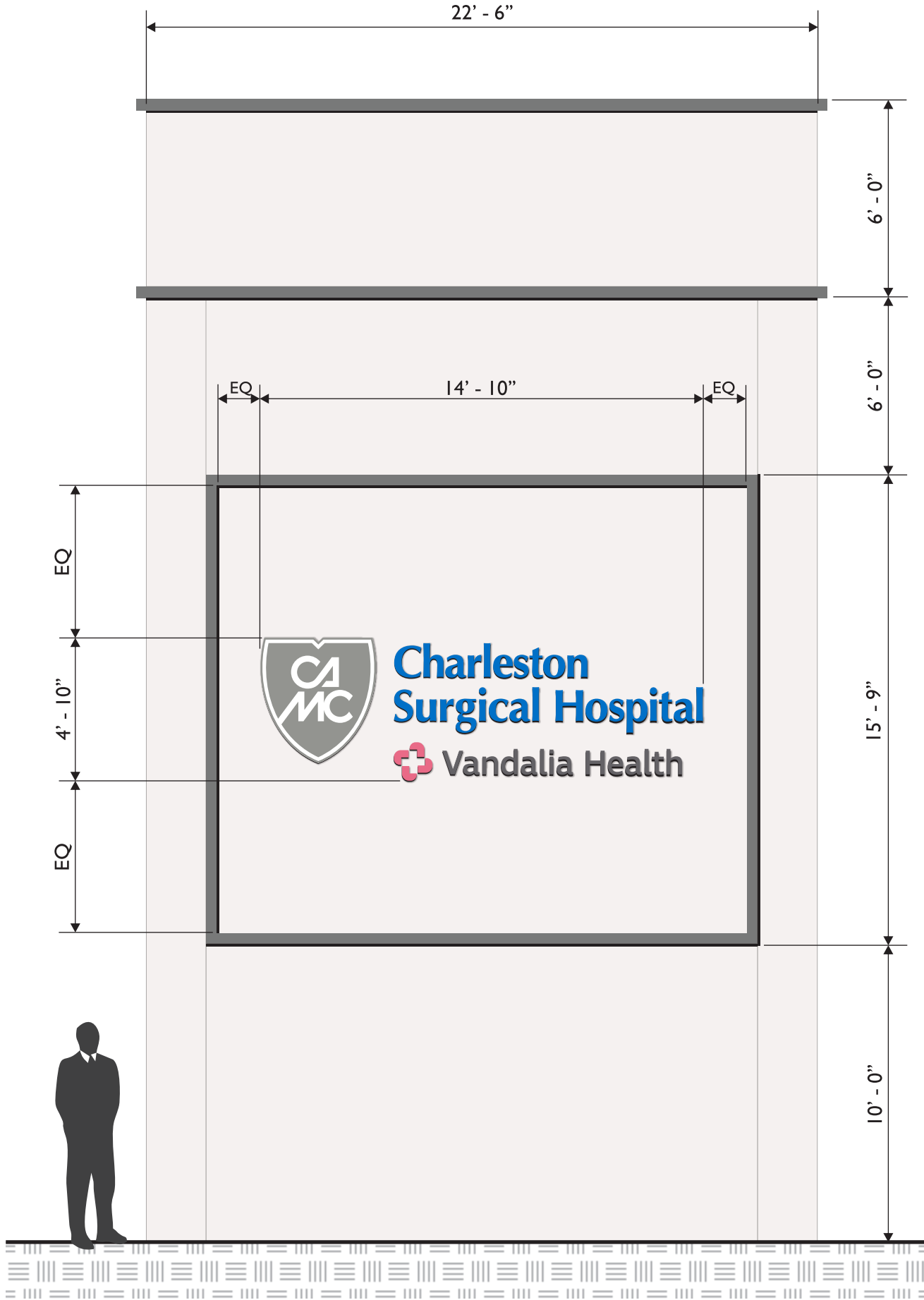
Site Photos



Surgical Hospital



Exterior Letters | @ Stairwell Tower



GENERAL DESCRIPTION:

MANUFACTURE AND INSTALL ONE (1) SET OF FLAT, CUT-OUT 1/4" THICK ALUMINUM LETTERS. THE LETTERS WILL HAVE PAINTED FACES AND SIDES. THE LETTERS WILL BE STUD MOUNTED FLUSH TO THE WALL ON THE STAIRWELL TOWER ON THE FRONT ELEVATION. THE STUDS WILL BE SET WITH EPOXY OR SILICON. A FULL SIZE MOUNTING TEMPLATE WILL BE PROVIDED ALONG WITH ALL STUDS.

THE LETTERS WILL BE ALIGNED AS FOLLOWS. THE LETTERS / LOGO WILL BE CENTERED BOTH VERTICALLY AND HORIZONTALLY INSIDE OF THE RECTANGLE AS SHOWN.

PLEASE CLEAN THE AREA FROM ALL DEBRIS THAT OCCURRED FROM THE INSTALLATION AFTER THE LETTERS HAVE BEEN INSTALLED AND PRIOR TO LEAVING THE SITE.

|                                                                               |                                                                                  |                                                                               |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <div>WHITE</div> <div>Matthews or Akzo-Nobel Polyurethane Paint</div>         | <div>PMS 423 GRAY</div> <div>Matthews or Akzo-Nobel Polyurethane Paint</div>     | <div>PMS 300C BLUE</div> <div>Matthews or Akzo-Nobel Polyurethane Paint</div> |
| <div>PMS 7423 PINK</div> <div>Matthews or Akzo-Nobel Polyurethane Paint</div> | <div>PMS COOL GRAY 11</div> <div>Matthews or Akzo-Nobel Polyurethane Paint</div> |                                                                               |



THE BORDER AND TEXT OF THE LOGO WILL BE NON ACID ETCHED AND BACK FILLED WITH WHITE PAINT



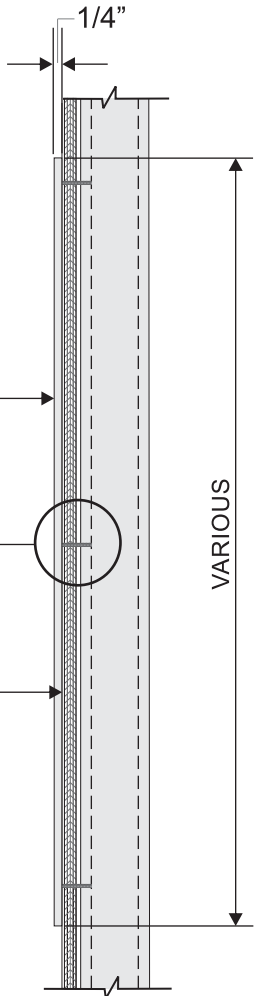
Section Detail  
Scale: Not To Scale

1/4" THICK FCO ALUMINUM LETTERS, & LOGO WITH PAINTED FACES & SIDES

THE LETTERS AND LOGO WILL BE STUD MOUNTED FLUSH TO THE WALL AND SET WITH SILICON

FACE OF THE WALL BEHIND THE FRONT DESK IN THE MAIN LOBBY

THE EXISTING HEADER SIGN WILL BE REMOVED AND DISCARDED. THE HOLES WILL BE FILLED AND THE WALL WILL BE RE-FINISHED



DATE

SEPTEMBER 19TH, 2023

SCALE

AS INDICATED

FACILITY

SURGICAL HOSPITAL

PROJECT

FACILITY BRANDING

LOCATION

CHARLESTON, WV

DRAWING #

CAMC.SURGICAL.BL.04

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Building Letters



Surgical Hospital



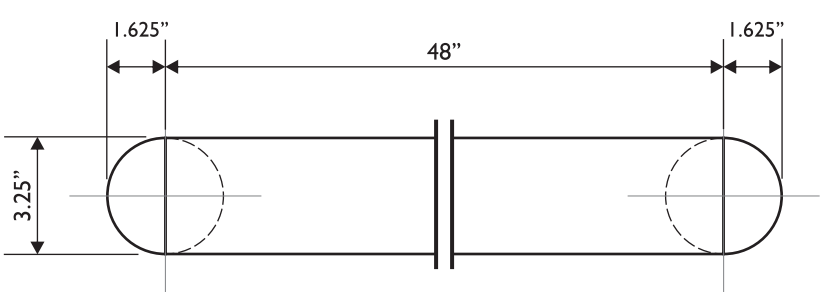
Color Palette

Scale Not Required

|             |                                                                          |
|-------------|--------------------------------------------------------------------------|
| <div></div> | <b>WHITE</b><br>3M 7725-10 White<br>Opaque Vinyl                         |
| <div></div> | <b>PMS 423 GRAY</b><br>3M 3630-51 Silver Gray<br>Translucent Vinyl       |
| <div></div> | <b>PMS 300C BLUE</b><br>3M 180C-47 Intense Blue<br>Opaque Vinyl Film     |
| <div></div> | <b>METALLIC SILVER</b><br>Akzo-Nobel<br>Brushed Aluminum                 |
| <div></div> | <b>REFLECTIVE BLACK</b><br>3M 680-85 Black<br>Scotchlite Reflective Film |
| <div></div> | <b>PMS COOL GRAY 11</b><br>3M 7725-41<br>Opaque Vinyl Film               |
| <div></div> | <b>PMS 7423 PINK</b><br>3M 180MC Pink<br>Opaque Vinyl Film               |

Top View Detail

Scale: Not To Scale



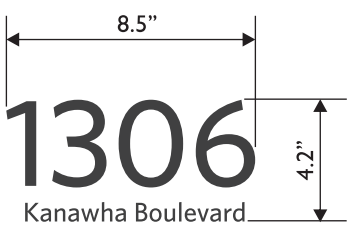
Logo & Text Detail

Scale: Not To Scale



Address Detail

Scale: Not To Scale

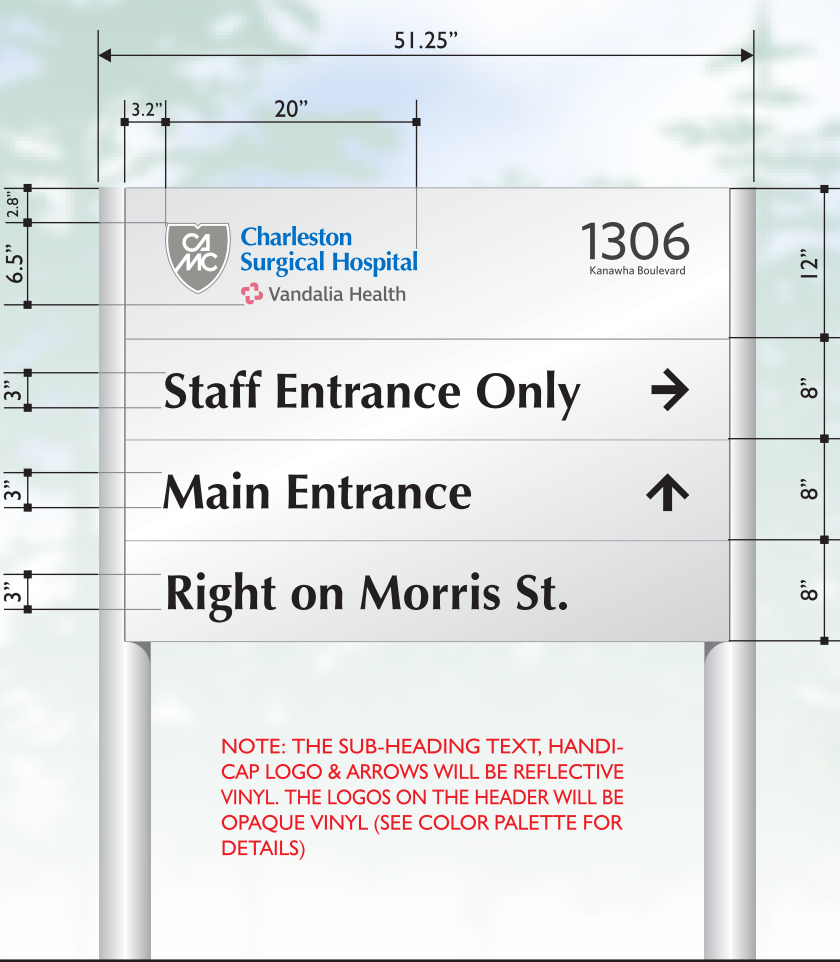


GENERAL DESCRIPTION:

MANUFACTURE AND INSTALL ONE (1) DOUBLE-FACED HOWARD IND. POST AND PANEL SYSTEM. THE BODY OF THE SIGN, THE FACES, THE BACK WILL BE CONSTRUCTED OF ALUMINUM EXTRUSION. THE POST WILL ALSO BE COM-  
STRUCTED OF ALUMINUM EXTRUSION. THE POSTS WILL BE HALF RADIUS AND THERE WILL BE ADDITIONAL SECTIONS ADDED UNDER THE SIGN CABINET TO CREATE THE FULL ROUND POST APPEARANCE. THE FACES WILL  
BE CHANGEABLE AND WILL HAVE THE BLEED SYSTEM WITH NO VISIBLE RETAINERS. THE LOGO & TEXT ON THE HEADER WILL BE PREMIUM 3M VINYL APPLIED TO THE FIRST SURFACE OF THE ALUMINUM FACES (COLORS AS  
SHOWN HEREIN). THE TEXT AND ARROWS ON THE SUB PANELS WILL BE 3M REFLECTIVE VINYL APPLIED TO THE FIRST SURFACE OF THE ALUMINUM FACES. (COLORS AS SHOWN HEREIN). ALL EXTERNAL ALUMINUM SURFACES  
WILL BE PRIMED WITH AN EPOXY PRIMER AND THEN PAINTED WITH MATTHEWS POLYURETHANE PAINT. THE ALUMINUM EXTRUSIONS POST WILL BE SET IN CONCRETE FOUNDATIONS. SEALED ENGINEERED DRAWINGS WILL  
BE PROVIDED AND WILL SHOW ALL FOUNDATION DETAILS. FOR PLACEMENT OF THIS SIGN REFER TO THE SITE PLAN ON PAGE 2 OF THIS PACKET. PRIOR TO INSTALLATION A SITE WALK THROUGH WILL BE PREFORMED TO  
MARK THE PLACEMENT OF THE SIGN. PERMITS WILL BE OBTAINED FROM THE CITY OF OAK HILL BY IDENTITY AMERICA.

Side A View Detail

Scale: Not To Scale



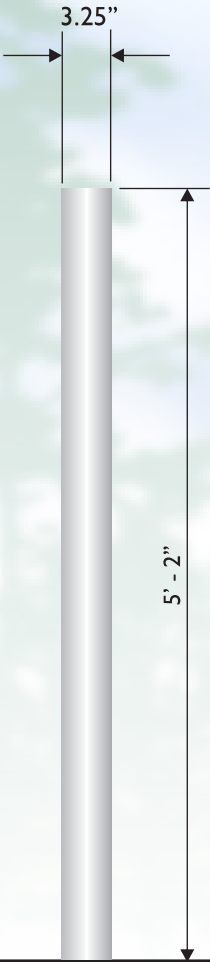
Side B View Detail

Scale: Not To Scale



Side View Detail

Scale: Not To Scale



NOTE: THE SUB-HEADING TEXT, HANDI-  
CAP LOGO & ARROWS WILL BE REFLECTIVE  
VINYL. THE LOGOS ON THE HEADER WILL BE  
OPAQUE VINYL (SEE COLOR PALETTE FOR  
DETAILS)



DATE

SEPTEMBER 19TH, 2023

SCALE

AS INDICATED

FACILITY

SURGICAL HOSPITAL

PROJECT

FACILITY BRANDING

LOCATION

CHARLESTON, WV

DRAWING #

CAMC.SURGICAL.DS.05

This document remains the  
Property of CAMC & Identity  
America and shall not be shared  
with anyone outside the con-  
fines of this project without  
written consent of a CAMC  
or Identity America Authorized  
Team Member.

The sign shown in this draw-  
ing is an integral part of the  
CAMC Corporate Sign Stand-  
ards. Do not deviate or make  
changes in any part to the sign  
shown herein without written  
consent of a CAMC Authoriz-  
ed Team Member.

Directional Sign



Surgical Hospital

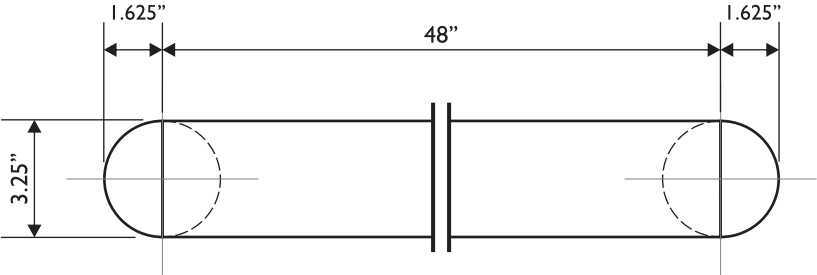
Color Palette

Scale Not Required

- WHITE  
3M 7725-10 White  
Opaque Vinyl
- PMS 423 GRAY  
3M 3630-51 Silver Gray  
Translucent Vinyl
- PMS 300C BLUE  
3M 180C-47 Intense Blue  
Opaque Vinyl Film
- METALLIC SILVER  
Akzo-Nobel  
Brushed Aluminum
- REFLECTIVE BLACK  
3M 680-85 Black  
Scotchlite Reflective Film
- PMS COOL GRAY 11  
3M 7725-41  
Opaque Vinyl Film
- PMS 7423 PINK  
3M 180MC Pink  
Opaque Vinyl Film
- REFLECTIVE BLUE  
3M Blue  
Scotchlite Reflective Film

Top View Detail

Scale: Not To Scale



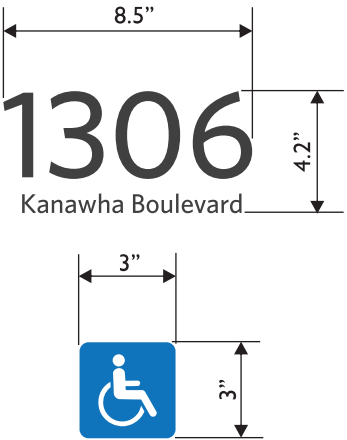
Logo & Text Detail

Scale: Not To Scale



Graphic Detail

Scale: Not To Scale

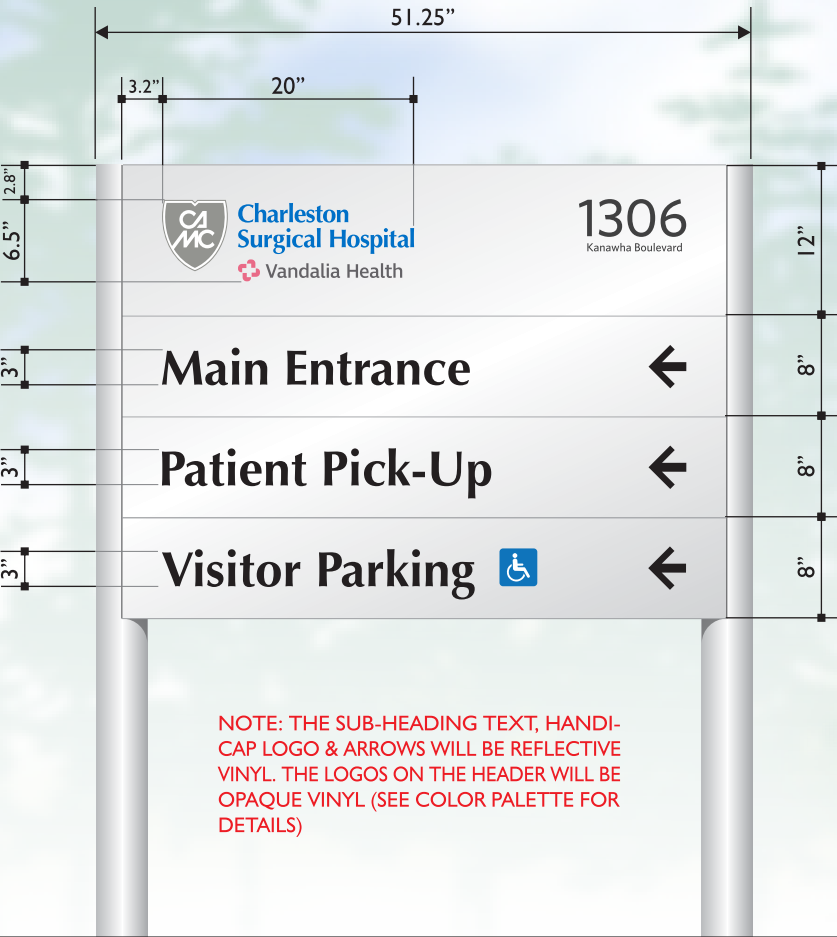


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SHOWN HEREIN). THE TEXT AND ARROWS ON THE SUB PANELS WILL BE 3M REFLECTIVE VINYL APPLIED TO THE FIRST SURFACE OF THE ALUMINUM FACES. (COLORS AS SHOWN HEREIN). ALL EXTERNAL ALUMINUM SURFACES  
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BE PROVIDED AND WILL SHOW ALL FOUNDATION DETAILS. FOR PLACEMENT OF THIS SIGN REFER TO THE SITE PLAN ON PAGE 2 OF THIS PACKET. PRIOR TO INSTALLATION A SITE WALK THROUGH WILL BE PREFORMED TO  
MARK THE PLACEMENT OF THE SIGN. PERMITS WILL BE OBTAINED FROM THE CITY OF OAK HILL BY IDENTITY AMERICA.

Side A View Detail

Scale: Not To Scale



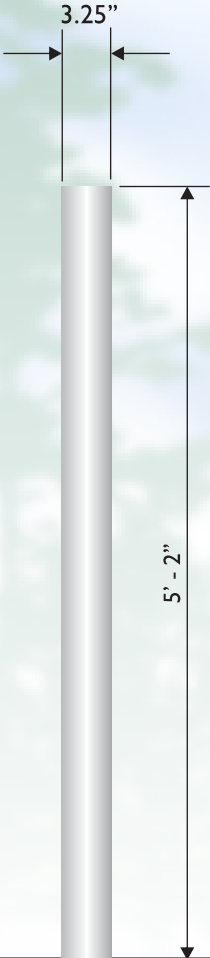
Side B View Detail

Scale: Not To Scale



Side View Detail

Scale: Not To Scale



NOTE: THE SUB-HEADING TEXT, HANDI-  
CAP LOGO & ARROWS WILL BE REFLECTIVE  
VINYL. THE LOGOS ON THE HEADER WILL BE  
OPAQUE VINYL (SEE COLOR PALETTE FOR  
DETAILS)



DATE

SEPTEMBER 19TH, 2023

SCALE

AS INDICATED

FACILITY

SURGICAL HOSPITAL

PROJECT

FACILITY BRANDING

LOCATION

CHARLESTON, WV

DRAWING #

CAMC.SURGICAL.DS.06

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The sign shown in this draw-  
ing is an integral part of the  
CAMC Corporate Sign Stand-  
ards. Do not deviate or make  
changes in any part to the sign  
shown herein without written  
consent of a CAMC Authoriz-  
ed Team Member.

Directional Sign



Surgical Hospital



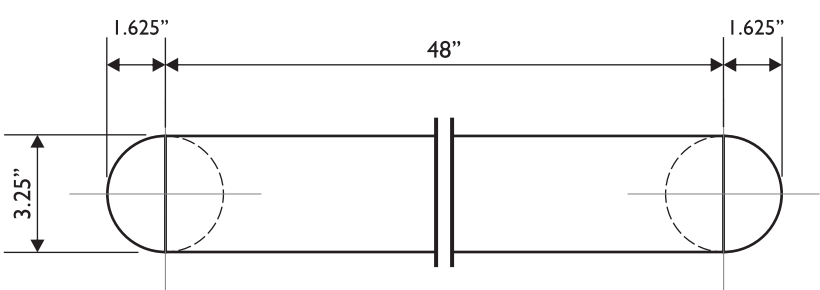
Color Palette

Scale Not Required

|                                                                                   |                                                                          |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------|
|  | <b>WHITE</b><br>3M 7725-10 White<br>Opaque Vinyl                         |
|  | <b>PMS 423 GRAY</b><br>3M 3630-51 Silver Gray<br>Translucent Vinyl       |
|  | <b>PMS 300C BLUE</b><br>3M 180C-47 Intense Blue<br>Opaque Vinyl Film     |
|  | <b>METALLIC SILVER</b><br>Akzo-Nobel<br>Brushed Aluminum                 |
|  | <b>REFLECTIVE BLACK</b><br>3M 680-85 Black<br>Scotchlite Reflective Film |
|  | <b>PMS COOL GRAY 11</b><br>3M 7725-41<br>Opaque Vinyl Film               |
|  | <b>PMS 7423 PINK</b><br>3M 180MC Pink<br>Opaque Vinyl Film               |
|  | <b>REFLECTIVE BLUE</b><br>3M Blue<br>Scotchlite Reflective Film          |

Top View Detail

Scale: Not To Scale



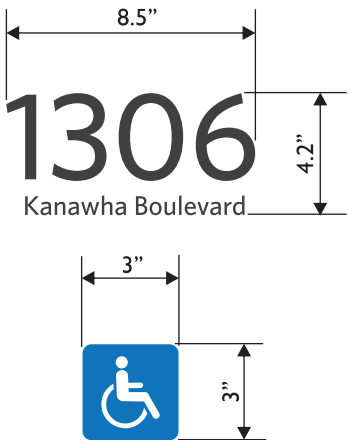
Logo & Text Detail

Scale: Not To Scale



Graphic Detail

Scale: Not To Scale

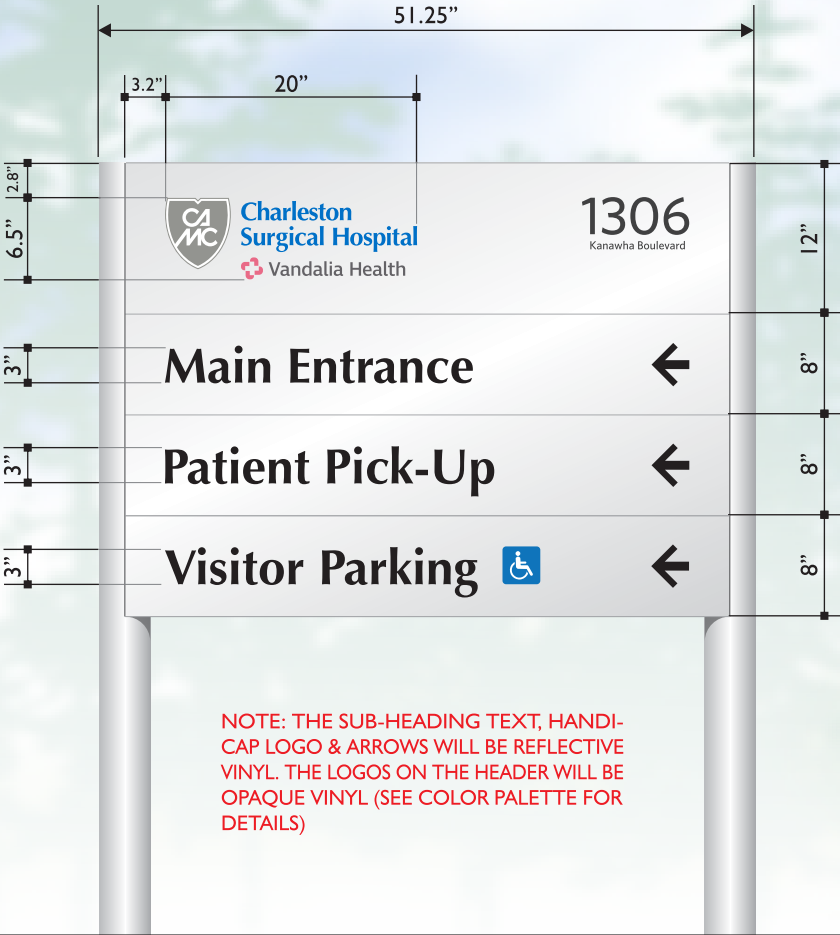


GENERAL DESCRIPTION:

MANUFACTURE AND INSTALL ONE (1) DOUBLE-FACED HOWARD IND. POST AND PANEL SYSTEM. THE BODY OF THE SIGN, THE FACES, THE BACK WILL BE CONSTRUCTED OF ALUMINUM EXTRUSION. THE POST WILL ALSO BE COM-  
STRUCTED OF ALUMINUM EXTRUSION. THE POSTS WILL BE HALF RADIUS AND THERE WILL BE ADDITIONAL SECTIONS ADDED UNDER THE SIGN CABINET TO CREATE THE FULL ROUND POST APPEARANCE. THE FACES WILL  
BE CHANGEABLE AND WILL HAVE THE BLEED SYSTEM WITH NO VISIBLE RETAINERS. THE LOGO & TEXT ON THE HEADER WILL BE PREMIUM 3M VINYL APPLIED TO THE FIRST SURFACE OF THE ALUMINUM FACES (COLORS AS  
SHOWN HEREIN). THE TEXT AND ARROWS ON THE SUB PANELS WILL BE 3M REFLECTIVE VINYL APPLIED TO THE FIRST SURFACE OF THE ALUMINUM FACES. (COLORS AS SHOWN HEREIN). ALL EXTERNAL ALUMINUM SURFACES  
WILL BE PRIMED WITH AN EPOXY PRIMER AND THEN PAINTED WITH MATTHEWS POLYURETHANE PAINT. THE ALUMINUM EXTRUSIONS POST WILL BE SET IN CONCRETE FOUNDATIONS. SEALED ENGINEERED DRAWINGS WILL  
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MARK THE PLACEMENT OF THE SIGN. PERMITS WILL BE OBTAINED FROM THE CITY OF OAK HILL BY IDENTITY AMERICA.

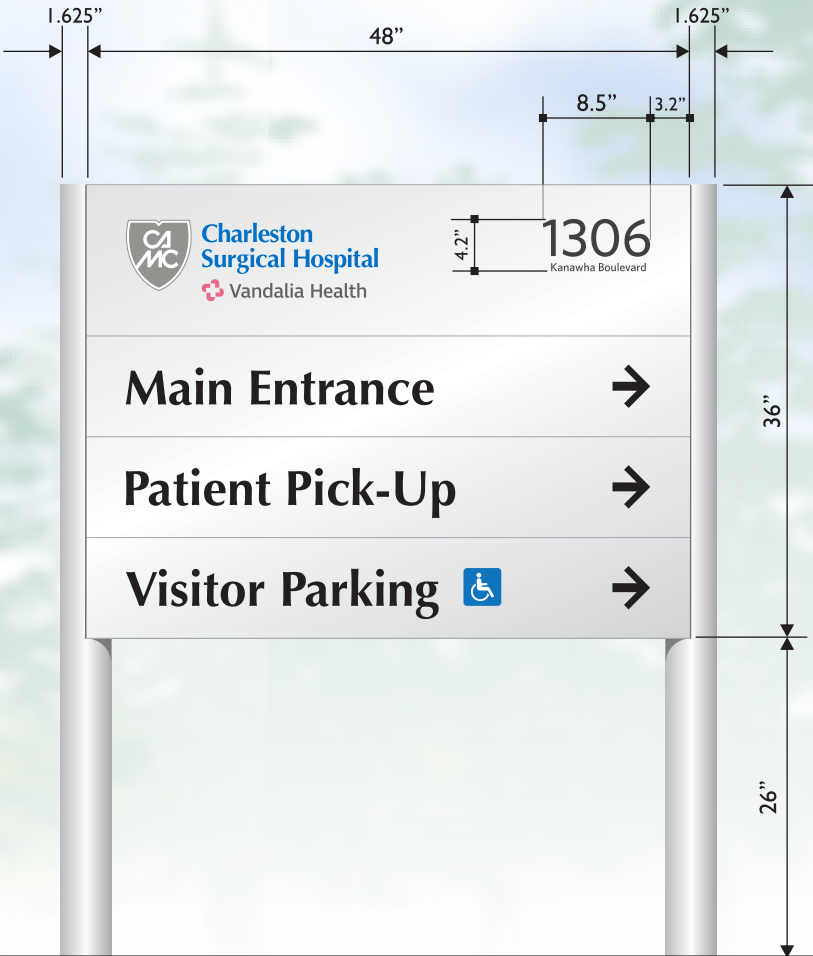
Side A View Detail

Scale: Not To Scale



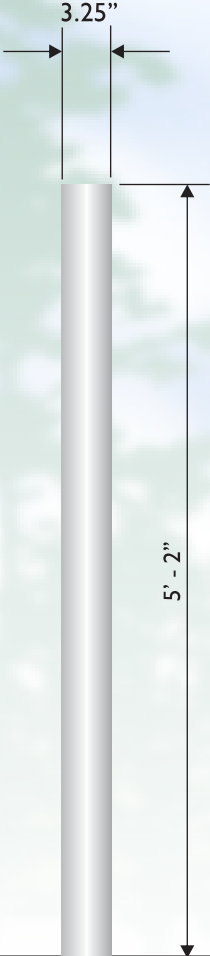
Side B View Detail

Scale: Not To Scale



Side View Detail

Scale: Not To Scale



NOTE: THE SUB-HEADING TEXT, HANDI-  
CAP LOGO & ARROWS WILL BE REFLECTIVE  
VINYL. THE LOGOS ON THE HEADER WILL BE  
OPAQUE VINYL (SEE COLOR PALETTE FOR  
DETAILS)



DATE

SEPTEMBER 19TH, 2023

SCALE

AS INDICATED

FACILITY

SURGICAL HOSPITAL

PROJECT

FACILITY BRANDING

LOCATION

CHARLESTON, WV

DRAWING #

CAMC.SURGICAL.DS.07

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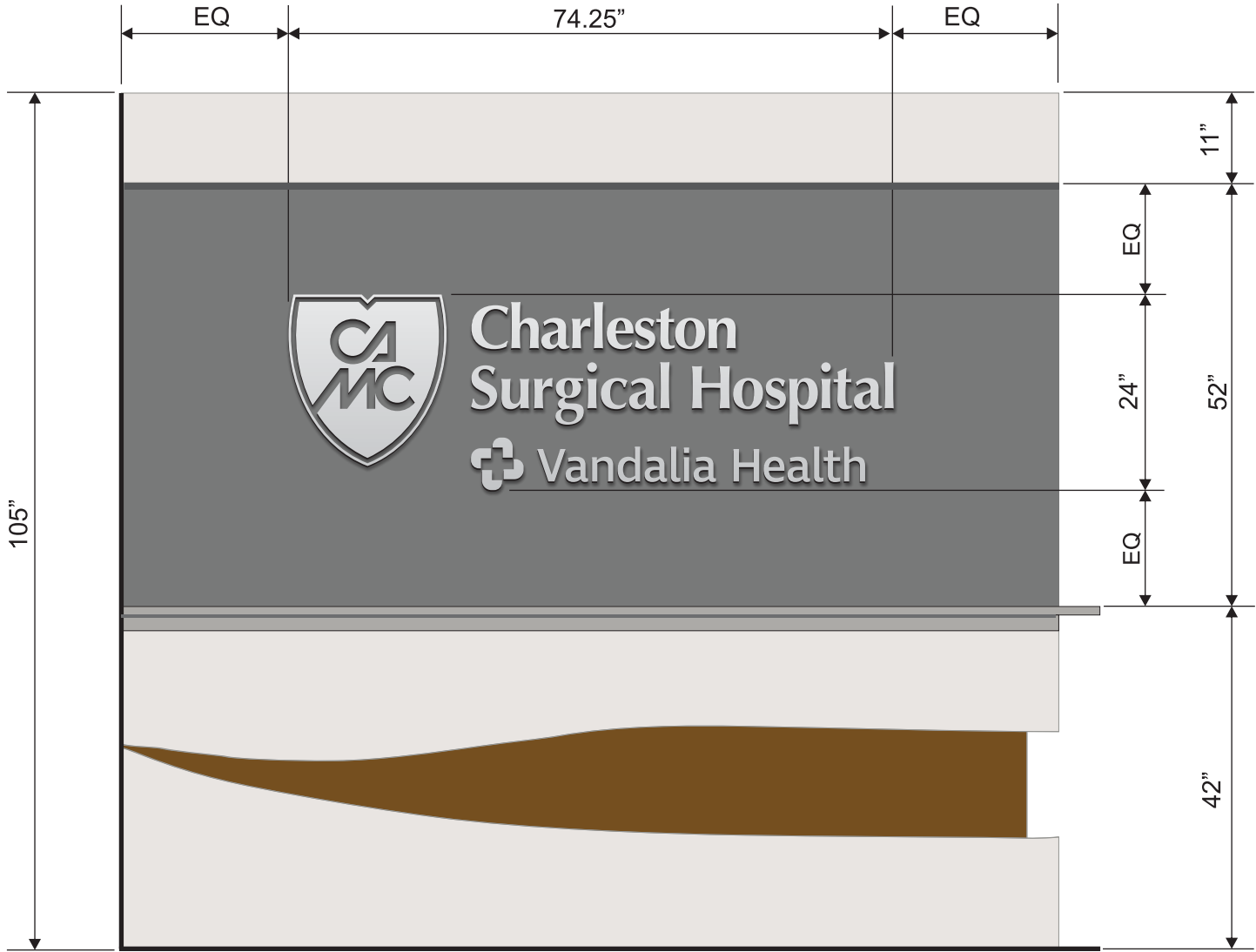
The sign shown in this draw-  
ing is an integral part of the  
CAMC Corporate Sign Stand-  
ards. Do not deviate or make  
changes in any part to the sign  
shown herein without written  
consent of a CAMC Authoriz-  
ed Team Member.

Directional Sign

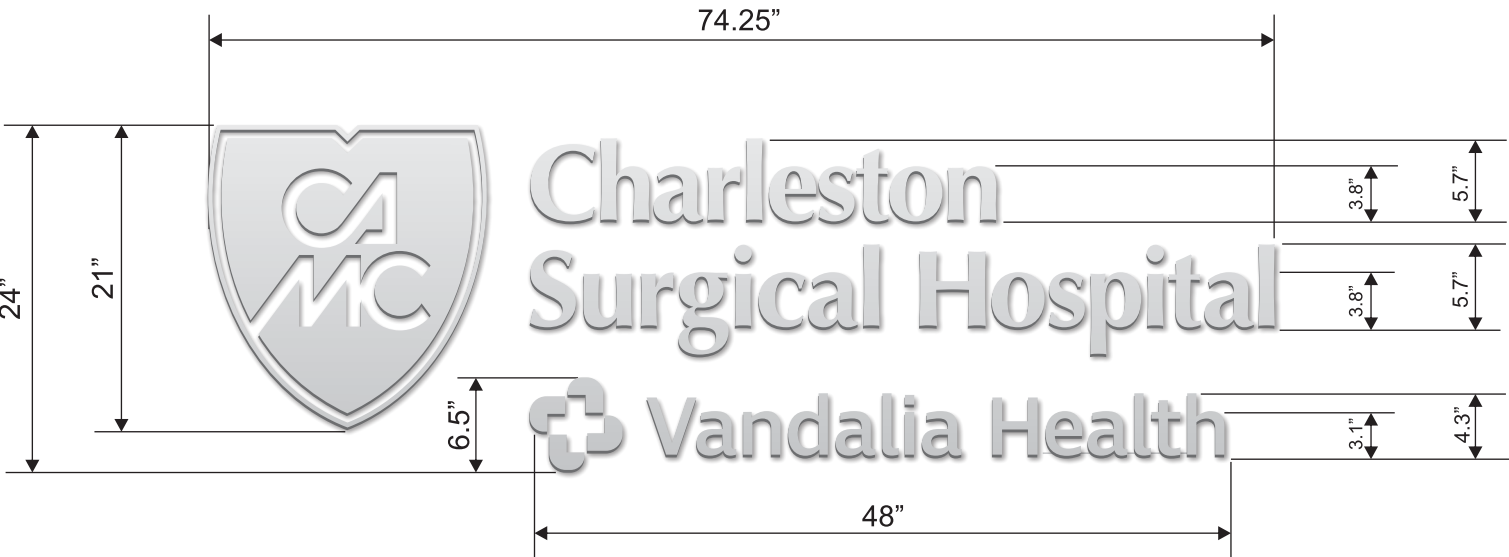


Surgical Hospital

Interior Letters | @ Front Desk



CAMC Logo Detail  
Scale: Not To Scale



GENERAL DESCRIPTION:

MANUFACTURE AND INSTALL ONE (1) SET OF FLAT, CUT-OUT 1/4" THICK ALUMINUM LETTERS. THE LETTERS WILL HAVE A SATINBRITE FINISH WITH POLISHED SIDES. THE LETTERS WILL BE STUD MOUNTED FLUSH TO THE WALL BEHIND THE FRONT DESK. THE STUDS WILL BE SET WITH EPOXY OR SILICON. A FULL SIZE MOUNTING TEMPLATE WILL BE PROVIDED ALONG WITH ALL STUDS.

THE LETTERS WILL BE ALIGNED AS FOLLOWS. THE LETTERS / LOGO WILL BE CENTERED BOTH VERTICALLY AND HORIZONTALLY IN THE OPENING FROM THE TOP OF THE FRONT COUNTER TO THE BOTTOM OF THE BULK HEAD AS SHOWN.

THE EXISTING SIGN BAND ON THE BACK WALL WILL BE REMOVED AND DISCARDED AS REQUIRED. THE WALL MAY NEED TO BE TOUCHED UP AFTER THE SIGN IS REMOVED.



SOLID CUT ALUM.  
Satinbrite Faces with  
Polished Sides

Section Detail

Scale: Not To Scale

THE BORDER AND TEXT OF THE LOGO WILL BE ROUTED OUT AND WILL BE THE WALL SHOWING THROUGH

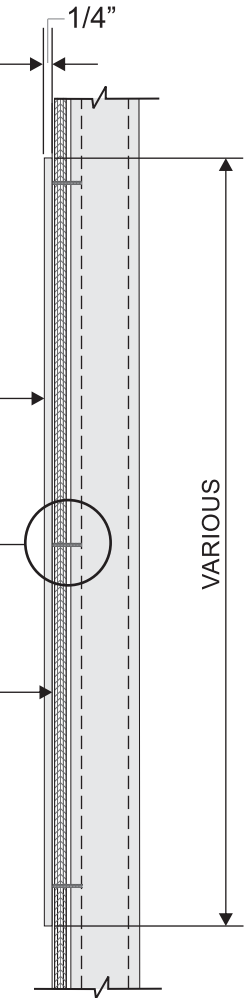


1/4" THICK FCO ALUMINUM LETTERS, & LOGO SATINBRITE FACES WITH POLISHED SIDES

THE LETTERS AND LOGO WILL BE STUD MOUNTED FLUSH TO THE WALL AND SET WITH SILICON

FACE OF THE WALL BEHIND THE FRONT DESK IN THE MAIN LOBBY

THE EXISTING HEADER SIGN WILL BE REMOVED AND DISCARDED. THE HOLES WILL BE FILLED AND THE WALL WILL BE RE-FINISHED



DATE

SEPTEMBER 19TH, 2023

SCALE

AS INDICATED

FACILITY

SURGICAL HOSPITAL

PROJECT

FACILITY BRANDING

LOCATION

CHARLESTON, WV

DRAWING #

CAMC.SURGICAL.IL.08

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The sign shown in this drawing is an integral part of the CAMC Corporate Sign Standards. Do not deviate or make changes in any part to the sign shown herein without written consent of a CAMC Authorized Team Member.

Interior Letters



Surgical Hospital





**Board of Zoning Appeals  
PUBLIC HEARING NOTICE**

---

**Case Description**

**VAR-23-3033:** Application of Jamie Spears on behalf of Audi Charleston requesting a variance of the sign regulations in order to install a large freestanding sign on the property located at **4 Dudley Farms Lane.**

The file (including the application, site plan and other supporting documentation) is available for your inspection online at <https://charlestonwv.civicclerk.com/>. If you have questions, email [lori.brannon@cityofcharleston.org](mailto:lori.brannon@cityofcharleston.org) or call 304-348-8105.

**Hearing Details**

**WHEN:** 8:30 a.m.  
Thursday, November 9, 2023

**WHERE:** City Service Center Conference Room  
915 Quarrier Street

**Public Participation**

Anyone who wishes to comment on the case described above is encouraged to do so in one of the following ways:

1. Send a written statement to [lori.brannon@cityofcharleston.org](mailto:lori.brannon@cityofcharleston.org). These statements will become a part of the record and will be shared with members of the Board prior to the hearing.
2. Speak directly to the Board by joining the meeting.

As a matter of general policy these proceedings will not be transcribed by the Board. Anyone wishing a legal transcript must provide a court reporter at his/her own expense.

  
 Board of Zoning Appeals  
**Application for Variance**

BZA # \_\_\_\_\_

Hearing Date: 11/9/23

| Applicant Information                                                                                                                            | Property Information                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name: <u>Young Signs Ashland</u>                                                                                                                 | Address: <u>4 Dudley Farms Lane Charleston WV 25314</u>                                                                                                          |
| Address: <u>223 29th Street KY 41101</u>                                                                                                         | Tax Map and Parcel: <u>20-09-006D-0012-0001</u>                                                                                                                  |
| Phone: <u>606-324-0122</u>                                                                                                                       | Zoning District: <u>Charleston South Annex Corp</u>                                                                                                              |
| Agent Name, Address and Phone Number:<br>(if other than applicant) <u>Angela Lewis</u><br><u>2822 Greenup Avenue</u><br><u>Ashland, KY 41101</u> | Property Owner and Mailing Address:<br>(if other than applicant) <u>Dudley Family Ltd Partnership</u><br><u>1512 Rambler Road</u><br><u>Charleston, WV 25309</u> |

**INSTRUCTIONS:** This application must be typed or legibly printed and filed with the Planning Department in person or by mail to 915 Quarrier Street, Suite 1 Charleston, WV 25301. The following items must accompany this application:

1. a site plan drawn to scale;
2. a list of the owners, with their mailing addresses, of the properties within a 100 foot radius of the property for which the variance is being sought; and
3. \$125.00 filing fee in the form of cash, personal check or money order made payable to the City of Charleston.

You are also encouraged to submit any additional information, including photographs, elevations, testimonials or other documentation which may support your application. You or your representative must be present at the scheduled public hearing in order to present your request and answer questions.

**THE PLANNING DEPARTMENT WILL NOT ACCEPT INCOMPLETE APPLICATIONS.**

A variance is a method by which a property owner receives permission to vary from the development standards established in the Zoning Ordinance governing such matters as building location, building dimensions, setback requirements, placement and quantity of parking, landscaping, signage, and other features included in site design. Please describe your variance request.

To be able to install a pylon-free-standing Audi sign to replace the pre-existing one that is in place currently. Youngs will remove and dispose the first sign signs

Applicable Section(s) of the Zoning Ordinance C-10 6D-12.1 Parcel ID: 20-09-006D-0012-0001

Please describe the proposed work to be done on the property. Scope of work: First: Pylon pre-existing sign removal and proper disposal of Audi sign that was damaged. Second, Installation of new Audi-free-standing pylon sign on property of dealership as shown on the site map



**IMPORTANT:** According to Section 8A of the Code of the State of West Virginia and Section 29-040 of the City of Charleston's Zoning Ordinance, the Board of Zoning Appeals may grant a variance if and only if ALL of the following four criteria can be satisfied:

- 1.) The variance, if granted, will not adversely affect the public health, safety and welfare or the rights of adjacent property owners or residents; and,
- 2.) The variance arises from special conditions or attributes which pertain to the property for which a variance is being sought and which were not created by the person or entity seeking the variance; and,
- 3.) The variance, if granted, would eliminate an unnecessary hardship and permit a reasonable use of the land; and,
- 4.) The variance, if granted, will allow the intent of the Zoning Ordinance to be observed and substantial justice done.

1.) If granted, your variance must not adversely affect the public health, safety and welfare or the rights of adjacent property owners or residents. For example, public safety cannot be compromised by limiting access for emergency vehicles, and neighboring property owners must not be hindered in the use their properties in any manner permitted in the Zoning Ordinance. If your variance request is granted, how will others in the area be affected?

The new pylon sign will stand in a grassy area away from the road and lot access. Its appearance should not hinder the view of surrounding road access or neighborhood businesses

2.) Your request must arise from special conditions or attributes which pertain to the subject property and which you did not create. The size, shape and topography of your lot are examples of the physical conditions which may satisfy this criterion. In comparison with other properties in the vicinity and under the same zoning regulations, what is unusual or different about the subject property?

The business is an Apple auto dealership with a large lot that surrounds the dealership building to showcase vehicles for sale. The new pylon sign is to replace the current one which has been damaged

3.) An unnecessary hardship is neither personal nor financial in nature. In this application, an unnecessary hardship is a problem created by some feature of the land which prevents the owner from making reasonable use of the property as permitted by the Zoning Ordinance. The following three questions help to determine if there is an unnecessary hardship with regard to your property.

Without a variance, are you deprived of all beneficial use of your land?

No, yet it is important to have a sign near the roadway where drivers/customers can see where to turn in to the dealership lot

Is your situation due to unique circumstances that are not shared by other land in the district?

The sign had been damaged and needs to be replaced

Would approval of your variance request alter the essential character of the surrounding neighborhood or community?

No, it shouldn't since it is in the same location and

Made of the same appearance as the original sign  
to replace

4.) The general purpose and intent of the Zoning Ordinance of the City of Charleston is to protect and promote the public health, safety, convenience, morals and general welfare. For more specific information in regard to the scope and intent of the Zoning Ordinance, please see Section 1-020 as well as the section from which you are requesting this variance. Will approval of the variance allow the intent of the Zoning Ordinance to be observed?

Yes, in accordance with what I have read of Article 1, Article 12, and Article 24

Substantial justice is the idea that a standard of fairness has been satisfied according to the substance of the law. Does your variance request represent the least deviation from the Zoning Ordinance necessary to achieve an outcome that is fair to both you and to your community?

I could not detect a deviation that differs from the details of the previous sign that is already in place

I hereby affirm that all of the statements and information contained in or filed with this application are true and correct to the best of my knowledge.

  
Signature

9/26/23  
Date

**Planning Department Use Only**

The following is a list of related cases:

The following is a list of zoning ordinance violations, building code violations and enforcement actions relating to the subject property:

Application reviewed by:

Action: ☐ Approved ☐ Rejected

If approved, were there any specific conditions or limitations imposed by the BZA?

Planning Official Signature and Title

Date



Audi Storefront Close-up





Audi Signs on Building Side View





Audi Channel Rings on Side of Building





## Service Channel Letters





**Existing Audi Pylon Near Entrance (needs to be replaced)**





Audi Pylon Sign Close Up (needs to be replaced)



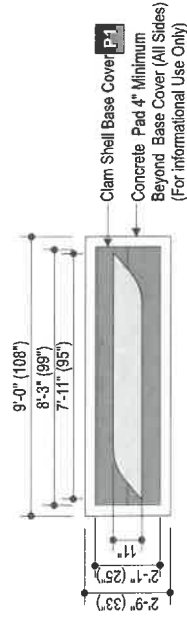





**Site Plan**  
 Scale: N.T.S. @ 11x17

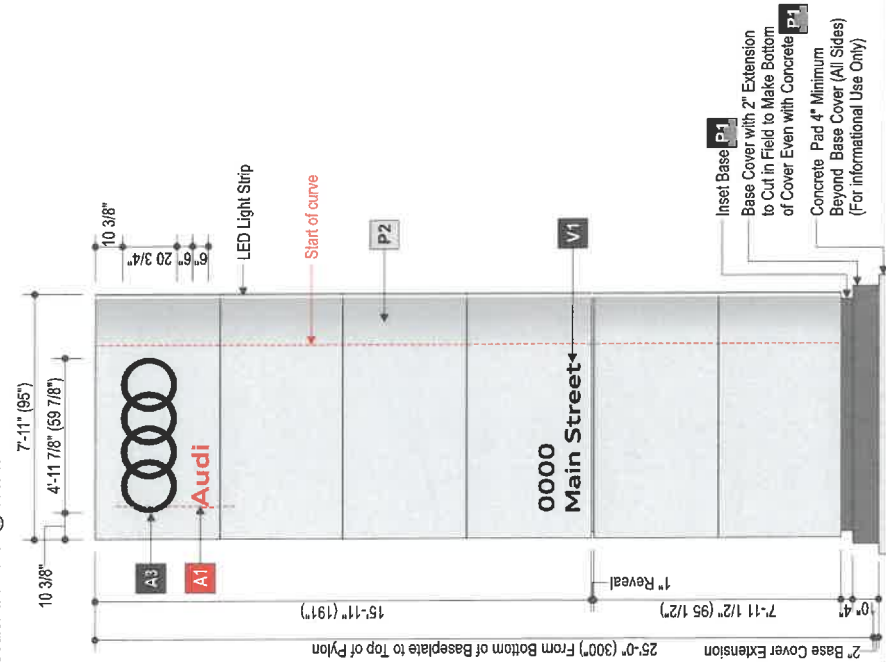
**PYLON LOCATION IS APPROXIMATE. OWNER TO APPROVE FINAL LOCATION**

|                                                                                       |  |                                                                                                                                                               |  |                                 |  |                                  |  |                                                                                                                                               |  |                                                                                                                                                                                                                                                                                                                                    |  |                                                                                                        |  |
|---------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------|--|----------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------------------------|--|
|  |  | CLIENT: Audi Charleston (Pylon)<br>LOCATION: 4 Dudley Farms Ln, Charleston WV 25303<br>BLAIR PROJECT #: 00163<br>BLAIR SALES ORDER #: 70714<br>DATE: 03.31.23 |  | SHEET CALLOUT<br><b>101</b>     |  | ADD OPTION 3<br>04.12.23         |  | CUSTOMER APPROVAL<br><input type="checkbox"/> Approved<br><input type="checkbox"/> Approved as Noted<br><input type="checkbox"/> Not Approved |  | These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the property of Blair Image Elements and it cannot be reproduced, copied, published, in whole or in part, without first obtaining written consent from Blair Image Elements. |  | Blair Image Elements<br>5107 Kissel Avenue<br>Altoona, PA 16601<br>P: (814) 949.8287<br>blairimage.com |  |
| AUDI                                                                                  |  | BLAIR PROJECT #: 00163<br>BLAIR SALES ORDER #: 70714<br>DATE: 03.31.23                                                                                        |  | PAGE NUMBER: 2<br>DRAWN BY: DJG |  | REV<br>DESCRIPTION<br>DATE<br>BY |  | PREP NAME<br>SIGNATURE<br>DATE                                                                                                                |  | Blair Image Elements<br>5107 Kissel Avenue<br>Altoona, PA 16601<br>P: (814) 949.8287<br>blairimage.com                                                                                                                                                                                                                             |  |                                                                                                        |  |



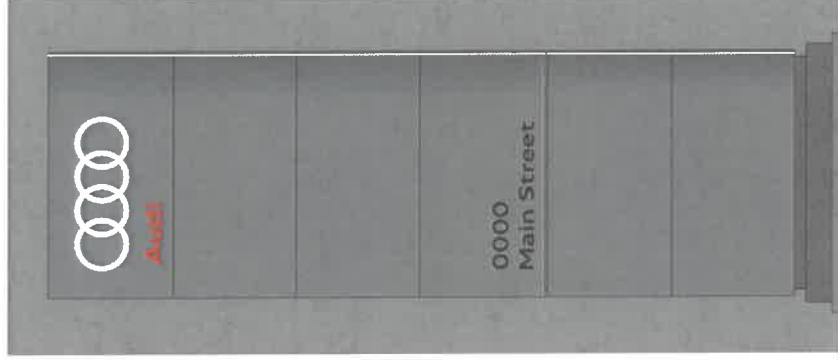
Plan View

Scale: 1/4"=1'-0" @ 11 x 17



Front/Rear Elevation

Scale: 1/4"=1'-0" @ 11x17



Front/Rear Night View

Scale: 1/4"=1'-0" @ 11x17

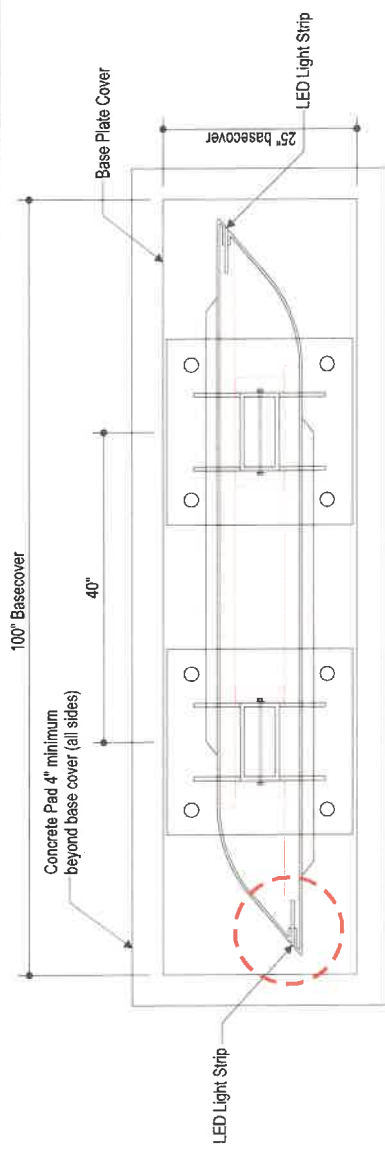
Side Elevation

Scale: 1/4"=1'-0" @ 11x17

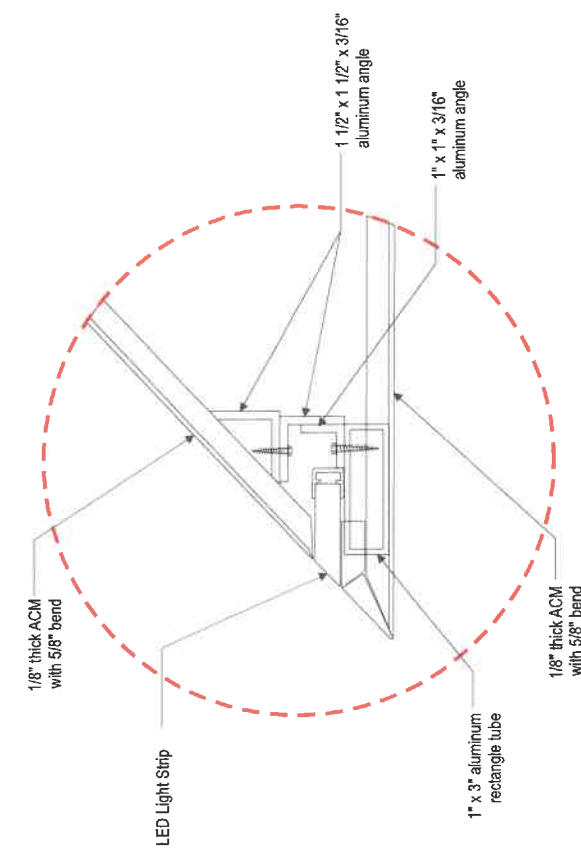
|                                                                                                                                                                                                                                             |  |                                        |  |                          |  |                            |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------|--|--------------------------|--|----------------------------|--|
|                                                                                                                                                                                                                                             |  | <b>CLIENT:</b> Audi Charleston (Pylon) |  | <b>SHEET CALLOUT</b>     |  | <b>DATE:</b> 03.31.23      |  |
| LOCATION: 4 Duplex Farms Ln., Charleston WV 25309                                                                                                                                                                                           |  | BLAIR PROJECT #: 100163                |  | 403                      |  | BLAIR SALES ORDER #: 70714 |  |
| BLAIR PROJECT #: 100163                                                                                                                                                                                                                     |  | BLAIR SALES ORDER #: 70714             |  | PAGE NUMBER: 6           |  | DATE: 03.31.23             |  |
| DATE: 03.31.23                                                                                                                                                                                                                              |  | DRAWN BY: DJG                          |  | REV                      |  | DESCRIPTION                |  |
| DATE                                                                                                                                                                                                                                        |  | BY                                     |  | DATE                     |  | BY                         |  |
| 04.13.23                                                                                                                                                                                                                                    |  | DJG                                    |  | 04.13.23                 |  | DJG                        |  |
| CUSTOMER APPROVAL                                                                                                                                                                                                                           |  | APPROVED                               |  | APPROVED                 |  | APPROVED                   |  |
| <input type="checkbox"/>                                                                                                                                                                                                                    |  | <input type="checkbox"/>               |  | <input type="checkbox"/> |  | <input type="checkbox"/>   |  |
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| P: (814) 949-8287                                                                                                                                                                                                                           |  | blairimage.com                         |  | P: (814) 949-8287        |  | blairimage.com             |  |

|                                                   |
|---------------------------------------------------|
| AP-7600<br>PYLON SIGN                             |
| Sign #1                                           |
| 300" x 95" = 197.91 SqFt                          |
| Approx Weight: 3500 Lbs                           |
| Finish Specifications                             |
| P1 Dark Grey<br>Mica DB 703                       |
| P2 RAL 9006<br>Silver (30% Matt)                  |
| Plexiglas Specifications                          |
| A1 Plexiglas GS<br>Red 3467                       |
| A3 Plexiglas LED<br>Black & White<br>9H001 GT     |
| Vinyl Specifications                              |
| V1 4500-03<br>Black Vinyl                         |
| Electrical                                        |
| RED LEDs "Audi"                                   |
| 7500k White Led's (Rings)                         |
| Max. Amps Req'd: 8.4 (T.B.V.)                     |
| Voltage Req'd: 120V-277V                          |
| PRIMARY CIRCUIT AND FINAL<br>CONNECTION BY OTHERS |

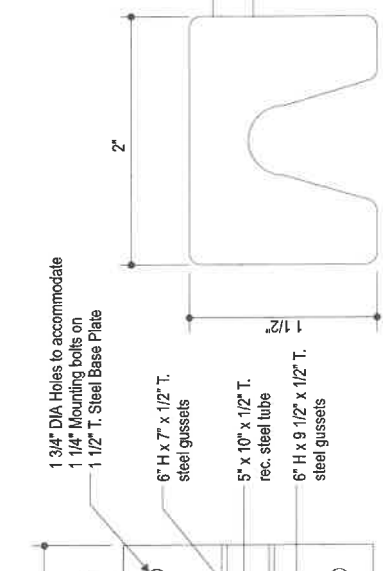




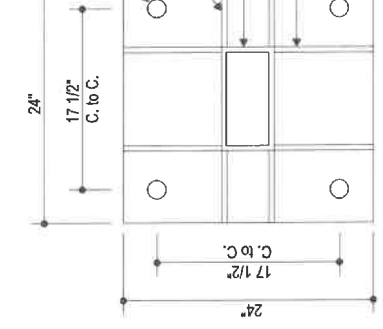
**Plan Section View**  
Scale: 3/4\"=1'-0\" @ 11\"x17\"



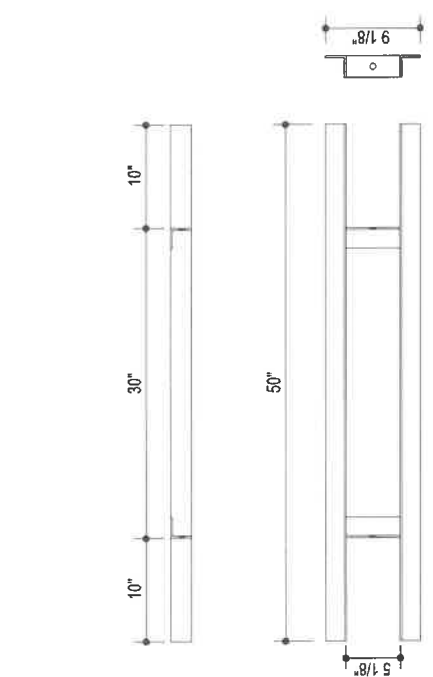
- ### Hardware Kit
- (14) - 1/2" x 11" Bolts
  - (28) - 1/2" Nuts
  - (48) - 1/2" Round Washers
  - (60) - 1/8" Slotted Shims
  - (60) - 1/16" Slotted Shims
  - Touch Up Paint
  - (2) - 50" x 9 1/8" Installation Frame



**SS Slotted Shims Detail**  
Scale: 1\"=1'-0\" @ 11\"x17\"



**Base Plate Detail**  
Scale: 1\"=1'-0\" @ 11\"x17\" Qty: (2)



**Install Frame**  
Scale: 1\"=1'-0\" @ 11\"x17\" Qty: (2)



**Audi**

CLIENT: Audi Charleston (Pylon)  
LOCATION: 4 Dudley Farms Ln, Charleston WV 25309  
BLAIR PROJECT #: 100163  
BLAIR SALES ORDER #: 70714  
DATE: 03.31.23

SHEET CALLOUT  
**403a**

PAGE NUMBER: 7  
DRAWN BY: DJG

AUD OPTION 3

04.13.21

DWG

CUSTOMER APPROVAL

APPROVED

APPROVED AS SHOWN

NOT APPROVED

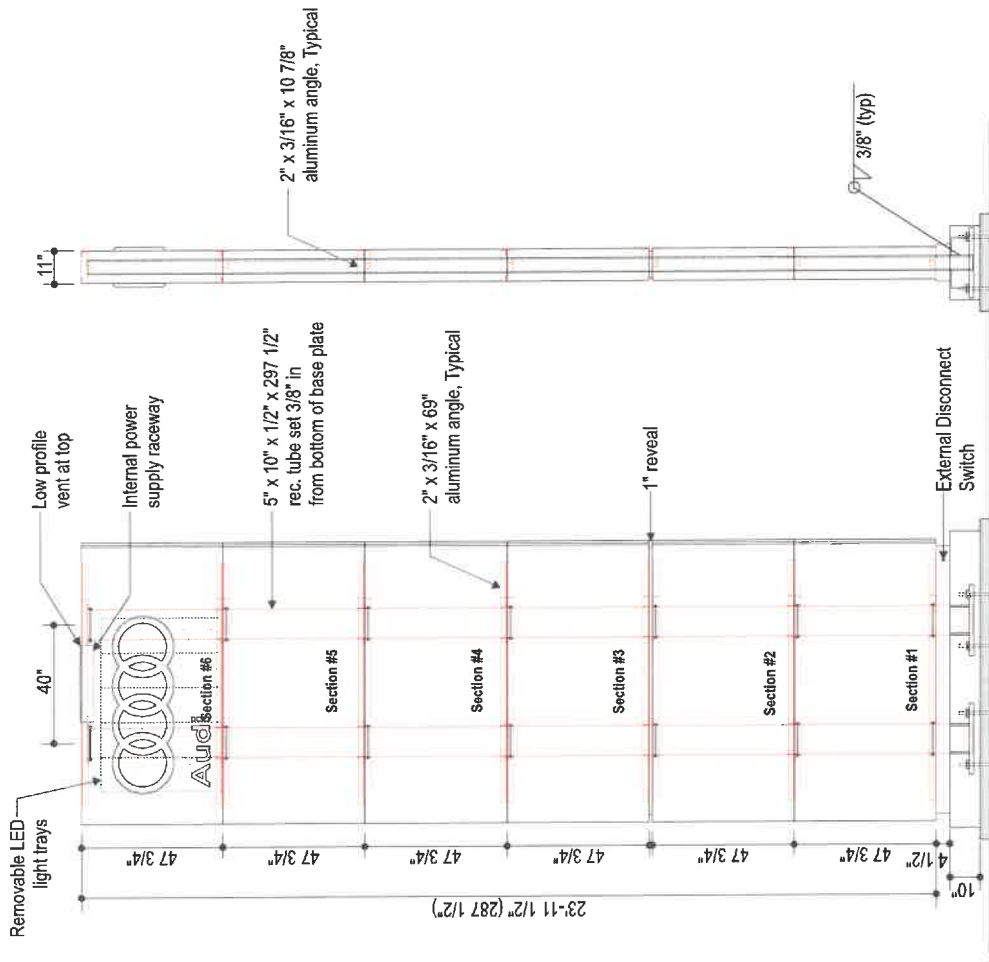
DATE

BY

Blair Image Elements  
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Altoona, PA 16601  
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blairimage.com

**blair**  
IMAGE ELEMENTS

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## INSTALL INSTRUCTIONS FOR THE AP7600 AUDI PYLON

Install (2) support tubes on to anchor bolts using the two install frames supplied, making sure the supports are plum level and square. Set at least 2" above pad leaving room for 2" of non shrinking grout, leveling nuts and washers.

Remove install frames and recheck the support tubes for plum level and square and make adjustments if needed. **(THIS IS CRITICAL FOR A SUCCESSFUL INSTALL)**

Lift and lower the bottom cabinet over the support tubes.  
Bolt cabinet to support tubes using the bolts supplied.

Install 2nd, 3rd, 4th, 5th and top cabinets in the same way as the bottom cabinet.  
**Make sure to connect LED wires on both sides between each section.**



CLIENT: Audi Charleston (Pylon)  
LOCATION: 4 Dudley Farms Ln, Charleston WV 25309  
BLAIR PROJECT #: 100163  
BLAIR SALES ORDER #: 70714  
DATE: 03.31.23

SHEET CALLOUT  
**403b**

PAGE NUMBER: **8**  
DRAWN BY: DJG

ADD OPTION 3

DATE: 04.13.23

DWG

CUSTOMER APPROVAL

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

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☐ Approved  
☐ Approved as Noted  
☐ No Approval Change

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