

## **AGENDA**

### **ANDERSON COUNTY LAND USE AND ZONING BOARD OF APPEALS MEETING**

**Thursday, March 12, 2020**

**5:15 PM**

**Anderson County Historic Courthouse  
County Council Courthouse: Second Floor  
101 South Main Street  
Anderson, South Carolina**

- 1.) Call to Order: Mr. Hubert McClure, Chairman
  - 2.) Invocation: Mr. Hubert McClure
  - 3.) Approval of Minutes: Meeting held on February 13, 2020
  
  - 4.) PUBLIC HEARING:
    - (A) Variance application request to allow two additional wall signs located at 109 Interstate Blvd., Anderson.
  
  - 5.) Old Business:
  - 6.) New Business: New meeting time and Regular Scheduled Meeting April 9, 2020
  - 7.) Adjournment:
-

Staff Report

Application for a **Variance** – To allow two additional wall signs  
Anderson County Land Use Board of Zoning Appeals Meeting - District 4  
Historic Courthouse – 101 South Main Street – 2<sup>nd</sup> Floor County Council Chambers  
Anderson, South Carolina  
March 12, 2020 5:15 PM

Applicant: HSE Permit Solutions (*contact: Heather English*)

Owner of Property: RMA Investment, LLC

Property Location: 109 Interstate Blvd, Anderson, SC

Council District: Four (4)

Tax Map Number (TMS #): 093-15-01-014

Property Description: approximately 2.46 acres, including an estimated 212 feet of highway frontage (with direct access) along Interstate Blvd.

Current Zoning: The property is zoned C-2 (Highway Commercial District).

Land Use: New hotel (Residence Inn) constructed in 2019 with associated amenities, including surface parking.

Applicant Request: Applicant is requesting a **Variance** to allow placement of 2 additional wall signs where 1 wall sign is allowed to help direct traffic to the site and to distinguish this recently constructed hotel from others located within the same neighborhood (Interstate Blvd. just off Clemson Blvd. at Exit 19 of I-85).

Findings of Fact: *Anderson County Code of Ordinances*, Under Chapter 38, Section 38-255. – Code requirements relative to permanent business identification signs attached to buildings (wall signs) are as follows: Allowable area, where a freestanding business identification sign also exists, one permanent business identification sign containing not more than one square foot of total signage area per lineal foot of principal building frontage may be placed on the building. The number of wall signs is also limited to one projecting sign allowed per building frontage.

Current conditions: One wall sign has been approved and a permit issued for the principal façade or front elevation as viewed by approaching traffic from Interstate Blvd. Two freestanding highway signs were also approved for this location, a monument sign at the entrance to the property on Interstate Blvd. and a panel within a pre-existing shared sign located off-site at the entrance to the commercial neighborhood on Clemson Blvd.

Staff Recommendation: Staff recommends **APPROVAL** of the **Variance** request for the following reasons and with the following conditions:

- 1) The lot is very narrow with the hotel's principal elevation turned toward the NW side property line. The hotel is largely obscured by the adjacent Holiday Inn Express. An approved wall sign placed at the southern end of the principal elevation, well elevated, can be viewed only from a western approach on Interstate Blvd.
- 2) The lobby entrance is placed a considerable distance down the side of the main elevation and faces the parking area. The large wall sign nearest Interstate Blvd. is oriented toward approaching traffic, not the lobby entrance. The approved wall sign does not accurately indicate where the lobby is.
- 3) When approaching the hotel from the east, no wall sign is visible on the narrow façade facing Interstate Blvd. Though visible from this direction, the monument sign serves to mark the entrance to the hotel's parking area. No sign is visible for the hotel when the street facade is viewed straight on.
- 4) The applicant has demonstrated the existence of a hardship requiring a remedy.
- 5) This request is in line with the spirit and intent of the ordinance to grant a variance when a hardship exists.
- 6) The Board has granted other variances similar to this request and would be consistent with its approval.



# Variance Application

1-31-2020

Date of Application Completion

Application Status (Approved or Denied)

### Applicant's Information

Name: Heather S. English - HSE Permit Solutions

Mailing Address: Po Box 363 Pleasant Garden, NC 27313

Telephone and Fax: (336) 799-4670 E-Mail: hsepermitsolutions@yahoo.com

### Owner's Information

(If Different from Applicant)

Name: RMA Investment LLC

Mailing Address: 109 Interstate Blvd Anderson, SC 29621

Telephone and Fax: (336) 799-4670 E-Mail: hsepermitsolutions@yahoo.com

Designation of Agent: (Complete only if owner is not the applicant)

I (We) hereby appoint the person named the Applicant as my (our) agent to represent me (us) in this request for rezoning.

Owner's Signature

Date

### Project Information

Property Location: Residence Inn - 109 Interstate Blvd

Parcel Number(s)/TMS: 093-15-01-014-000

County Council District: CCD 4 School District: SD04

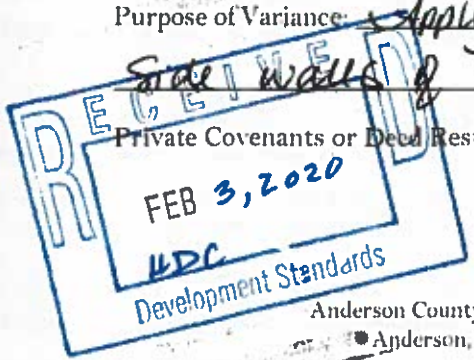
Total Acreage: 2.46 Ac. Current Zoning: C-2

Requested Variance: Sign Variance There is a Variance Application fee of \$200 if in a zoned area.

Please indicate if setback variance, sign variance or minimum lot size variance.

Purpose of Variance: Application to allow for wall signage on side walls of Residence Inn Hotel.

Private Covenants or Deed Restrictions on the Property: Yes \_\_\_\_\_ No



If you indicated no, your signature is required.

Heather S. Goggin  
Applicant's Signature

1-31-2020  
Date

If you indicated yes, please provide a copy of your covenants and deed restrictions with this application - pursuant to State Law (Section 6-29-1145: July 1, 2007) - determining existence of restrictive covenants. Copies may be obtained at the Register of Deeds Office. It is the applicant's responsibility for checking any subdivision covenants or private covenants pertaining to the property.

Applicant hereby appeals to the Board of Zoning Appeals for a variance from the strict application to the property described in the Notice of Appeal of the following provision of the Development Standards Ordinance.

*The application of the ordinance will result in unnecessary hardship, and the standards for a variance set by State Law and the ordinance are met by the following facts:*

Extraordinary and exceptional conditions pertaining to the particular piece of property, as follows:

See petition letter included for more info

Conditions do not generally apply to other properties in vicinity, as shown by: \_\_\_\_\_

Application of the ordinance to the particular piece of property would effectively prohibit or unreasonable restrict the utilization of the property as follows: \_\_\_\_\_

Authorization of variance will not be of substantial detriment to adjacent property or to the public good and the character of the district will not be harmed by the granting of the variance for the following reasons: \_\_\_\_\_

The following documents are submitted in support of this application: (Please attach copies of all additional information to this application.) \_\_\_\_\_

Please attach an accurate, legible plot plan showing the dimensions and locations of structures and improvements of the property to this application.

As the applicant, I hereby confirm that the required information and materials for this application are authentic and have been submitted to the Anderson County Development Standards Office.

Heather S. Goggin  
Applicant's Signature

1-31-2020  
Date

For Office Use Only:

Application Received By: HD Caplan Date Complete Application Received: 2-3-2020

Application Fee Amount Paid: 200.00 Check Number: #1974

Scheduled Advisory Hearing Date: \_\_\_\_\_ Scheduled Board Hearing Date: 3-12-2020

Staff Recommendation: \_\_\_\_\_ Advisory Recommendation: \_\_\_\_\_

Land Use/Board of Zoning Appeals' Decision: \_\_\_\_\_



January 31<sup>st</sup>, 2020

Anderson County

Development Standards

401 E. River St.

Anderson, SC 29624

Re: Sign Permit & Variance Application – Residence Inn @ 109 Interstate Blvd, Anderson, SC

Dear Debra,

I submitted a permit application for new proposed signs for a Residence Inn hotel there in Anderson back before the holidays. A new wall sign was approved for the primary entry wall of the hotel facing Interstate Blvd as well as a new ground monument and sign re-faces on the Interstate Blvd freestanding sign. The façade design for the storefront of the hotel leaves space for a small 19.42 set of hotel lettering that is non illuminated right above the customer entry. There is also a small blade wall sign planned, which will be the only wall sign directly visible from Interstate Blvd. The folks at Marriott have determined that the additional wall signage described complete the aesthetic look of the hotel to help with visibility and brand identification. Our hope is that Development Standards will now accept a variance application for these additional signs and give consideration to our request.

The Residence Inn is situated on a parcel that is very narrow, so the primary entrance is located on the left side wall from the parking lot. While the approved primary wall sign is located on this wall, the elevation is long enough that some additional signage is needed above the entrance to help identify where patrons should enter. It is also important that the Residence Inn have signage on the primary frontage of the hotel to help with identifying the correct building location from Interstate Blvd. The proposed 48 square foot blade sign on this wall is a stylish accent to further assist with hotel identification and to also complete the upscale feel of hotel exterior. There are a couple of other hotels adjacent to this hotel that have wall signage on side walls. Approving the variance for the additional wall signs would not be to the detriment of the Comfort Suites, Hampton Inn nor the Country Inn & Suites. Approving would both help foster healthy competition in the area as well as help bring in guests that would support the growing economy there in Anderson.

We appreciate the Board's willingness to review and consider our sign variance request for the Residence Inn by Marriott. We understand that properties adjacent to a major highway like I-85 have a unique potential to draw travelers into an area. This potential helps foster growth and development which undeniably is beneficial to all that reside in the area.

Thanks,

Heather S. English

A handwritten signature in black ink, appearing to read 'Heather S. English', written over the printed name.

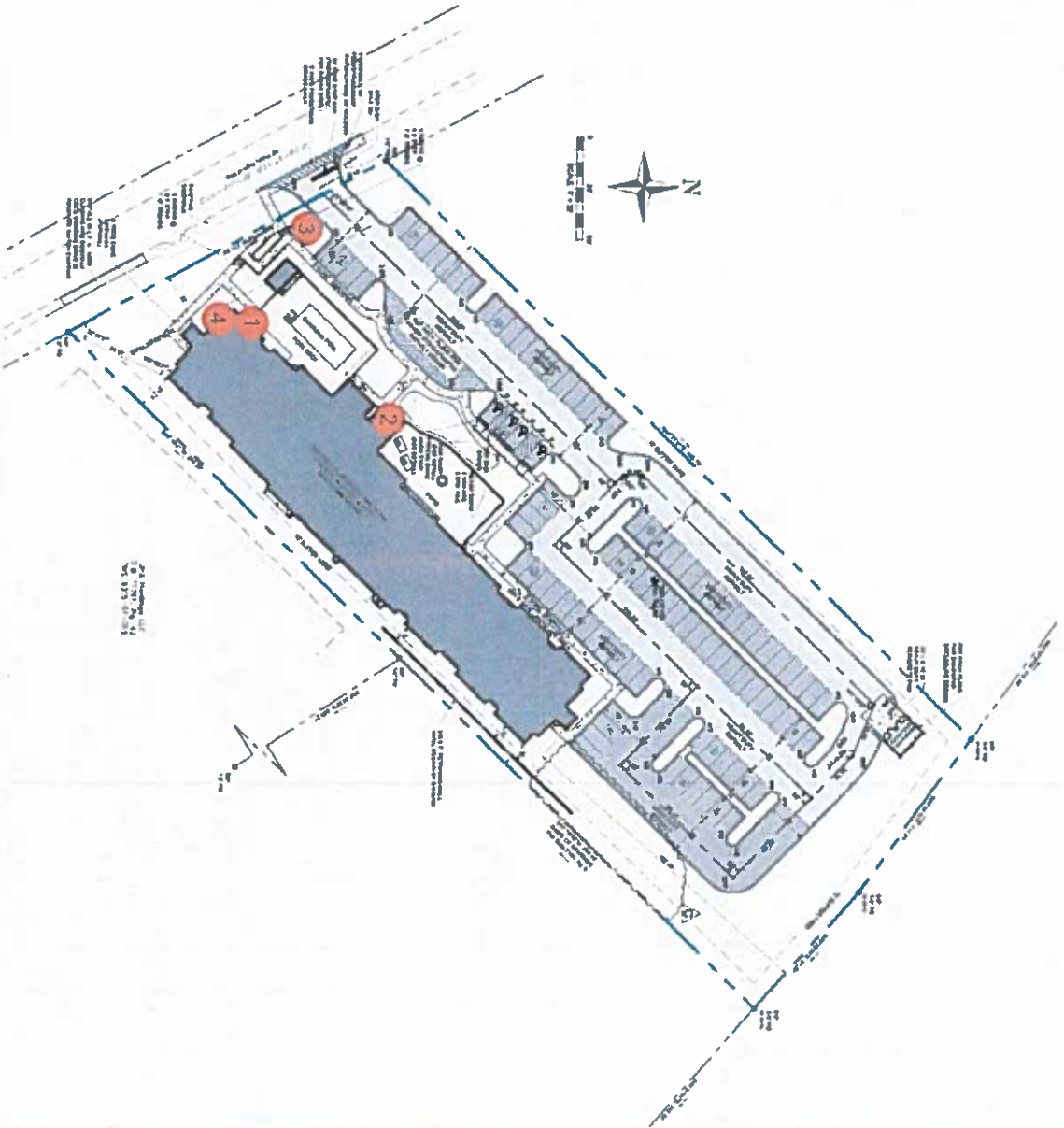
HSE Permit Solutions

PO Box 363

Pleasant Garden, NC 27313

# SITE PLAN

5 TBD

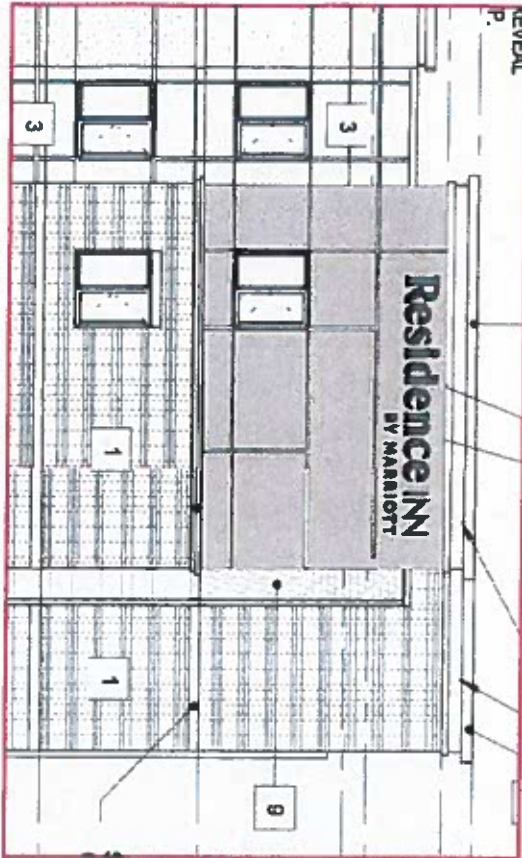


## SIGN INVENTORY

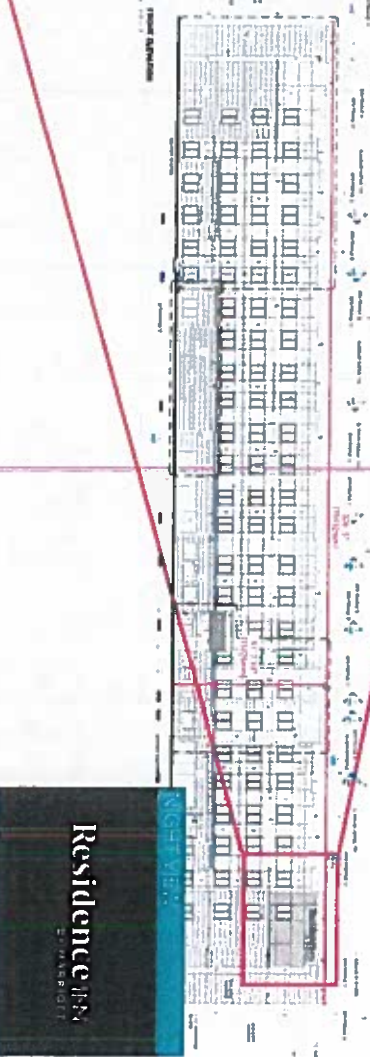
L#	EXISTING	RECOMMENDATION	QTY
1	None	Letterset	1
2	None	Letterset	1
3	None	Monument	1
4	None	Blade Sign	1
5	Multi-tenant Pylon	Multi-tenant Pylon (Replace)	1

# LOCATION 1

Recommendation: Letterset  
REVEAL



SURVEY NOTES:  
Front Elevation



### RECOMMENDATION SIGN INFORMATION:

- Quantity: 1
- Square Footage: 57.36
- Mounting: Stucco

- Illumination: Face lit
- Fabrication: RI Channel 24

### INSTALLATION/REPAIR NOTES:

Install new sign. Wall color is Twilight Gray SW 0034. **Wall color needs to be determined/confirmed prior to production.**

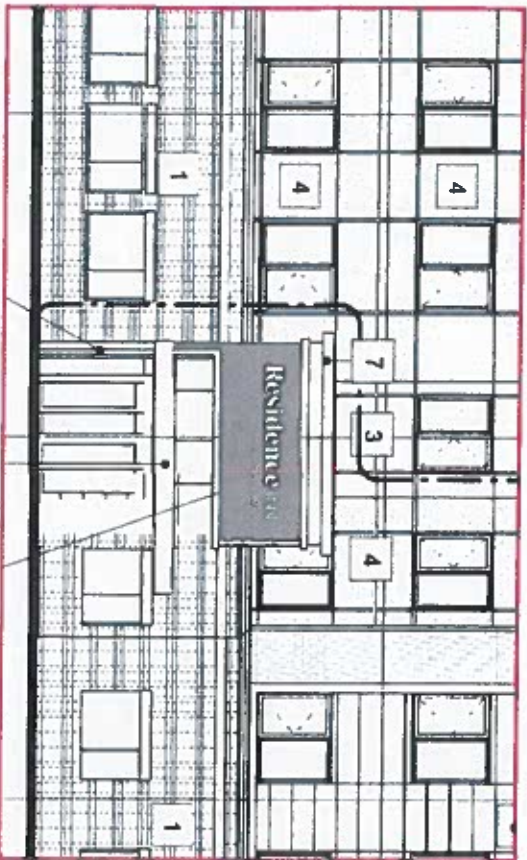
PART #: RES-DTR-020-IL-VW1 041114-X

### SIGN DETAIL:



# LOCATION 2

Recommendation: letterset



**SURVEY NOTES:**  
FROM Elevation



**RECOMMENDATION SIGN INFORMATION:**

Quantity	Square Footage	Illumination
1	19.42	None
Mounting Studs		Fabrication Flat Cut Out Letters

**INSTALLATION/REPAIR NOTES:**

Install new sign. Wall color is Hammered Silver SV Z800. Wall color needs to be determined/confirmed prior to production.

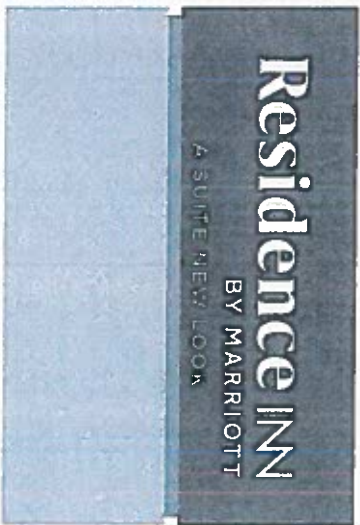
**PART #:**  
RE:31 ETR 039 1L 424 0241 X

**SIGN DETAIL:**



# LOCATION 3

Recommendation: Monument



## SURVEY NOTES:

### RECOMMENDATION SIGN INFORMATION:

Quantity	1	Square Footage	71.63
Mounting	Stub Outs		

### INSTALLATION/REPAIR NOTES:

Install new sign. New foundation required.

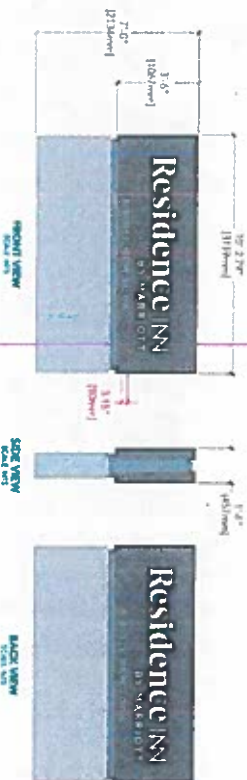
**Tagline font needs to be approved/confirmed. Tagline to be vinyl.**

Illumination  
Backed Up  
Fabrication  
Fabricated Monument

Face  
Double

**PART #:**  
RESI-MON-007 IL DF-08411 X

### SIGN DETAIL:

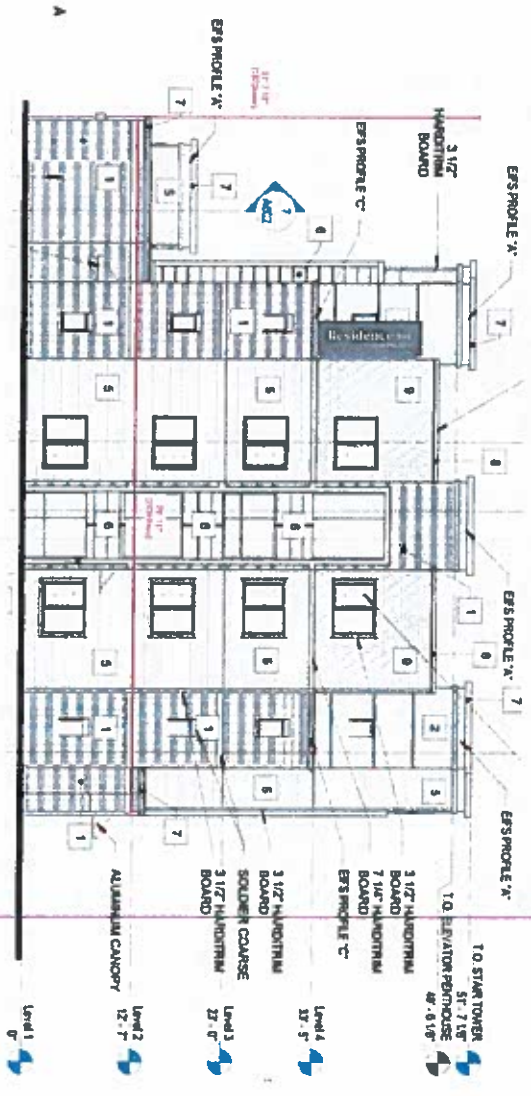


# LOCATION 4

Recommendation: Blade Sign

## SURVEY NOTES:

From Elevation.



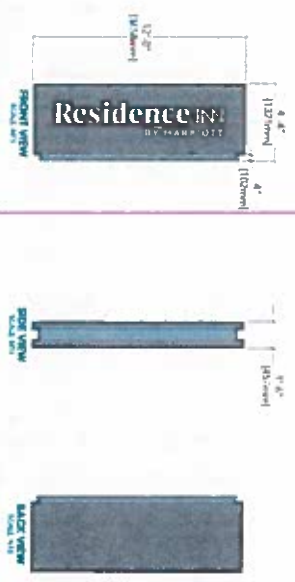
**RECOMMENDATION SIGN INFORMATION:**

Quantity	Square Footage
1	28

**INSTALLATION/REPAIR NOTES:**  
 Install new sign

**PART #:**  
 RES1-BLD-001 IL-SF-1424 X

## SIGN DETAIL:



# LOCATION 5

Existing: Multi-tenant Pylon



**EXISTING SIGN INFORMATION:**

Quantity	1	Depth	TBD
Mounting	TBD	Square Footage	TBD
TBD		Fabrication	TBD
		Illumination	TBD
		Face	TBD
		Fabricated Multi-tenant Pylon	

**SURVEY NOTES:**  
No survey information for this location

Recommendation: Multi-tenant Pylon (Relace)

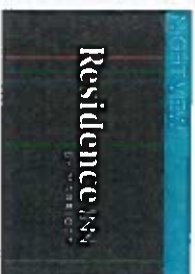


**RECOMMENDATION SIGN INFORMATION:**

Quantity	1	Square Footage	7/67
Mounting	Existing Cabinet	Illumination	Face LED
		Fabrication	Flat Panel

**INSTALLATION/REPAIR NOTES:**  
Remove existing sign face. Install new sign face in its place.

**PART #:**  
RESI-PFC-002 IL-DF-0231-X



**SIGN DETAIL:**





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