

# SE2024-00006, HUM PANCH HOTEL, L.L.C.

Special Exception Report  
Beaverdam Magisterial District  
BD Meeting Date: May 22, 2024



## Overview

|                         |   |
|-------------------------|---|
| Request                 | An amendment to SE-4-89, Am. 1-10, Kings Dominion Lodge/Best Western in accordance with Section 26-338 to change the appearance of a sign that is taller than permitted |
| Zoning                  | B-3(c), General Business District with conditions   |
| Acreage                 | 10.5 acres  |
| Location                | East line of Theme Park Way (State Route 99) approximately 1,500 feet south of its intersection with Kings Dominion Boulevard (State Route 30)                          |
| Street Address          | 16102 Theme Park Way  |
| GPIN                    | 7883-62-1482  |
| General Land Use Plan   | Highway Commercial  |
| Major Thoroughfare Plan | Theme Park Way (Local Road: 50' right-of-way)   |
| Suburban Service Area   | Inside  |
| Case Planner            | Claudia Cheely  |

## Executive Summary

This is a request to amend a previously-approved Special Exception (SE-4-89, Am. 1-10, Kings Dominion Lodge/Best Western) to change the appearance of a high-rise sign that is taller than permitted. A condition of SE-4-89, Am. 1-10, requires conformity with the elevations approved with that request. The new user of the hotel/restaurant site has changed and the face of this sign is changing, which is the reason for this request.

The approval letter, plans, and sign elevations for the previous SE amendments are attached.

## Draft Motion

I move that the Board of Supervisors:

- a. Approve SE2024-00006 as submitted.
- b. Approve SE2024-00006 with the following amendments: \_\_\_\_\_.
- c. Deny SE2024-00006.
- d. Defer SE2024-00006 until the Board's June meeting.

## Planning Analysis

### *Zoning History*

Since 1989, there have been multiple zoning requests on the subject property related to signage. This request involves amending the most recently-approved Special Exception to change the size and appearance of a previously-approved high-rise sign.

| <b>Case</b>                | <b>Approval Date</b> | <b>Action/Summary</b>  |
|----------------------------|----------------------|--|
| SE-4-89                    | April 26, 1989       | Allowed a directional sign larger than permitted and increases in sign area beyond ordinance requirements.   |
| SE-4-89:<br>1996 Amendment | July 24, 1996        | Amended the appearance of previously-approved signs. The 1996 amendment shows the elevation for the high-rise sign that is being changed as part of this request. It also included a directional entrance sign that faced Theme Park Way and another entrance sign closer to the site. |
| SE-4-89, Am. 1-09          | October 14, 2009     | Involved refacing previously-approved signs and adding an off-site sign where Theme Park Way intersected State Route 30.   |
| SE-4-89, Am. 1-10          | July 28, 2010        | Involved refacing previously-approved signs and combined conditions of the earlier requests, so those conditions will again be amended with this request to change the elevation referenced for the high-rise sign.  |

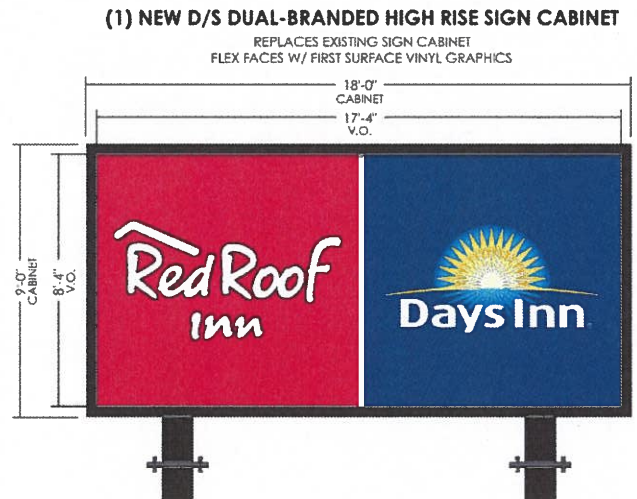
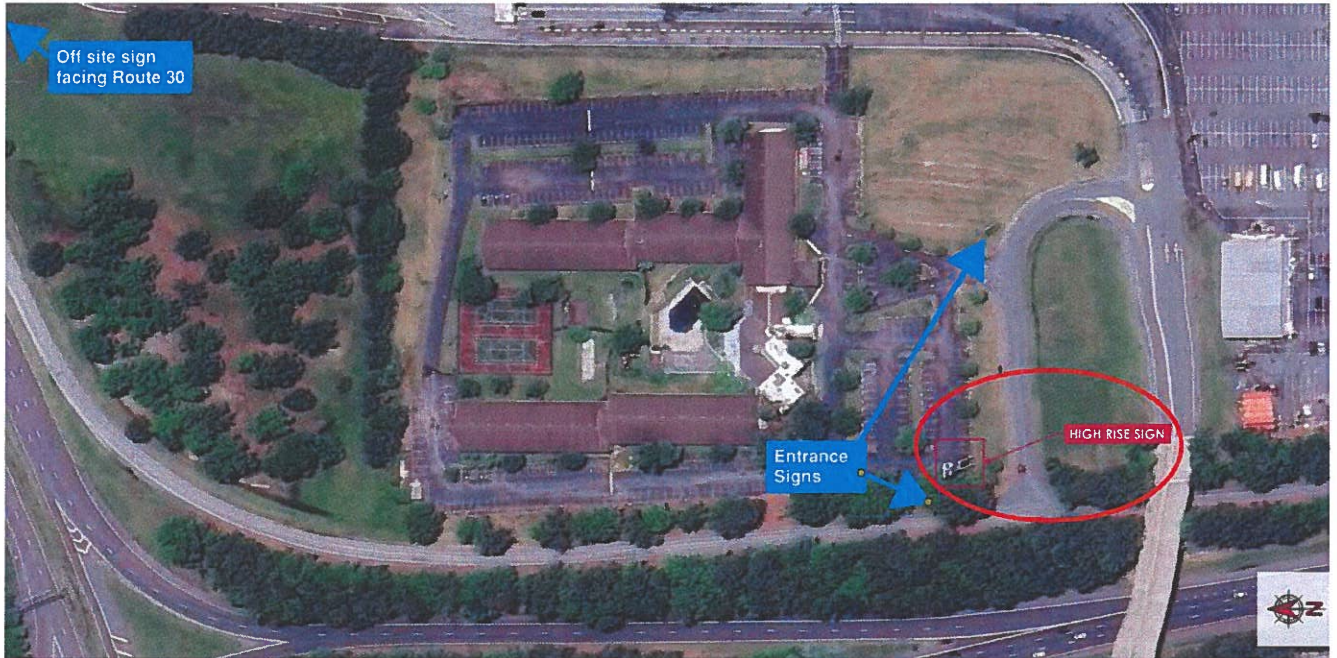
### *Current Request*

The applicant is changing the size and appearance of a previously-approved high-rise sign that exceeds the maximum size permitted. SE-4-89, Am. 1-10: Condition #5 requires that the high-rise sign be in substantial conformity with the design submitted in May 1996. The applicant wants to change the size and deviate from the originally-approved design by:

- Reducing the size of the highest sign from 273 square feet to 162 square feet.
- Removing the lower sign (previously approved to be 173 square feet)
- Removing existing uplighting.

*Sketch Plan & Elevations*

A sketch plan has been provided showing the location of the proposed highway sign (circled in red) at the entrance to the applicant's property on Theme Park Way, which is visible from Interstate 95. The sign complies with the existing SE conditions for this site. The new sign cabinet will be located on the existing sign base. The new sign cabinet is approximately 6'10" shorter than the existing sign cabinet.



### General Findings for All Special Exceptions

A special exception may only be granted if the Board makes the following findings per Section 26-332:

1. *The proposed use or proposed modification of generally applicable regulations is compatible with the character of the surrounding area;*
2. *The proposed use or proposed modification will not produce noise, odor, vibration, or glare beyond that which is generally produced by uses that are permitted by right in the applicable zoning district;*
3. *The proposed use or proposed modification will not create traffic congestion and will not impair the safe and efficient travel along the county's road network;*
4. *The proposed use or proposed modification will not diminish the view shed as seen from the public right-of-way, or unreasonably impact historic or natural resources;*
5. *The proposed use or proposed modification will not impair the public health, safety, and general welfare;*
6. *The approval of the special exception is consistent with good zoning practices and the comprehensive plan; and,*
7. *All other additional requirements for a proposed use or proposed modification that are set forth elsewhere in this chapter are satisfied.*

This request seems to meet all criteria specified above:

- The proposed changes will improve the appearance of an existing sign and will not inhibit the movement of traffic on surrounding roads or impair public health, safety, and general welfare.
- The change in the sign face and its reduction in area and height will not produce noise, odor, vibrations, or glare.
- The subject site is in an area designated *Destination Commerce* in the Comprehensive Plan: General Land Use Plan, so special exceptions to allow more visible signage are expected since signs are a significant component to drawing regional customers to this area (specifically from major highway corridors such as Interstate 95). It is not located within a rural area or near residential neighborhoods, where a tall sign would negatively impact viewsheds.

### Findings under Section 26-338 for Sign Exceptions

Any request for a variation in the permitted height, area, location, or number of signs in any district may be granted as a special exception, if the Board of Supervisors makes the following findings:

1. *That an exception would not unreasonably affect nor inhibit the movement of traffic on surrounding roads;*
2. *That the proposed design and location of the signs(s) are compatible with existing signs and sign locations on surrounding properties;*
3. *That the granting of the exception will not adversely affect the use of adjacent and neighboring property;*

4. *That the granting of the exception will neither reduce, nor affect the placement of, required landscaping on site and will not result in unsafe traffic patterns on site; and*
5. *That the granting of the exception will not endanger the public safety, nor in any other respect impair the health, safety, comfort, and welfare of the inhabitants of the County.*

This request seems to meet all criteria specified above:

- Reducing the sign area and changing the sign face will not impact traffic, adversely affect adjacent properties, or affect required landscaping onsite.
- Adequate and appropriate signage is consistent with good zoning practices and the comprehensive plan because it provides the traveling public with business location information that allows them to slow down and turn in a safe manner.
- Refacing the sign, repainting the supporting sign structure, and removing uplighting will help improve the appearance of the sign.
- No additional signs are proposed (only refacing an existing sign approved with previous Special Exception requests).

### **Agency Analysis**

There were no substantive comments from the reviewing agencies.

**In accordance with Article 6, Division 4, Section 26-333, the sign shall be located in general conformity with the sketch plan titled, “Site Map, Red Roof Inn/Days Inn,” prepared by Triumph Signs & Consulting, Inc., and dated May 1, 2024. The signs shall be in substantial conformity with elevations titled, “Dual-Branded High Rise Sign Cabinet, Red Rood Inn/Days Inn,” prepared by Triumph Signs & Consulting, Inc., and dated May 1, 2024.**

### **Staff’s Recommended Conditions**

Note: All recommended conditions listed below are the same as those approved with SE-4-89, Am. 1-10 except for Condition #5, which is being revised to address the applicant’s current request.

1. The entrance sign will be designed and constructed in substantial conformity with the elevation titled, “Best Western,” prepared by Franchise Signs International, undated, and submitted on July 8, 2010.
2. The entrance sign must be in substantial conformity with the sketch plan titled, “Kings Dominion Lodge,” originally prepared by Boris Berger, Architect and Curtis D. Summers, Engineer, originally dated April 1, 1976, last revised by David Clausen, dated June 2, 2010.
3. The off-site “Route 30” must be designed and constructed in substantial conformity with the attached elevation for the “Denny’s,” prepared by Franchise Signs International, dated June 28, 2009, and submitted on September 29, 2009.

4. The off-site, "Route 30" sign must be located in substantial conformity with the untitled and undated sketch plan submitted on September 29, 2009, and must be located outside the VDOT right-of-way.
5. The high-rise "I-95" sign must be designed and constructed in substantial conformity with the design labeled "Dual-Branded High Rise Sign Cabinet, Red Roof Inn/Days Inn," prepared by Triumph Signs & Consulting, Inc., dated May 1, 2024 and adhere to the following design standards:
  - a. The total sign height may not exceed seventy (70) feet.
  - b. Uplighting is not permitted. Existing uplighting must be removed within ninety (90) days of approval of this Special Exception.
  - c. Sign cabinets and poles must be black. The existing poles must be repainted black to match the proposed black sign cabinets upon installation of the new signage shown in the design labeled "Dual-Branded High Rise Sign Cabinet, Red Roof Inn/Days Inn," prepared by Triumph Signs & Consulting, Inc., dated May 1, 2024.
6. Any electronic or digital display sign must not interfere with nor create any visual confusion with traffic control devices or directional signage and shall not negatively impact the placement of any existing or proposed landscaping.
7. All development and use of the property will comply with all federal, state, and local statutes, ordinances, and regulations.

**Attachments**

- Maps (land use, vicinity, zoning, aerial)
- Photographs
- Application
- Previous Approval Letters
- Historical Commission Recommendation
- Citizen Correspondence
- Community Meeting Notes
- Sketch Plan
- Elevations



















Initials: CDC

## Maps

# Hanover County, Virginia

## Land Use Map

### Legend

-  Rural/Agricultural
-  Town of Ashland
-  Business Flexible
-  Parks and Conserved Lands
-  Destination Commerce
-  Employment Center
-  Multi-Family Residential
-  Highway Commercial
-  Industrial
-  Limited Industrial
-  Suburban Neighborhood Residential
-  Suburban High Residential
-  Suburban Center
-  Neighborhood Commercial
-  Natural Conservation
-  Rural Crossroads
-  Rural Village
-  Suburban Transitional Residential

**SE2024-00006**

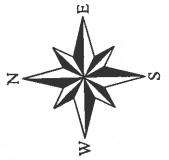
Hum Panch Hotel, L.L.C.

sign amendment

Destination Commerce Land Use

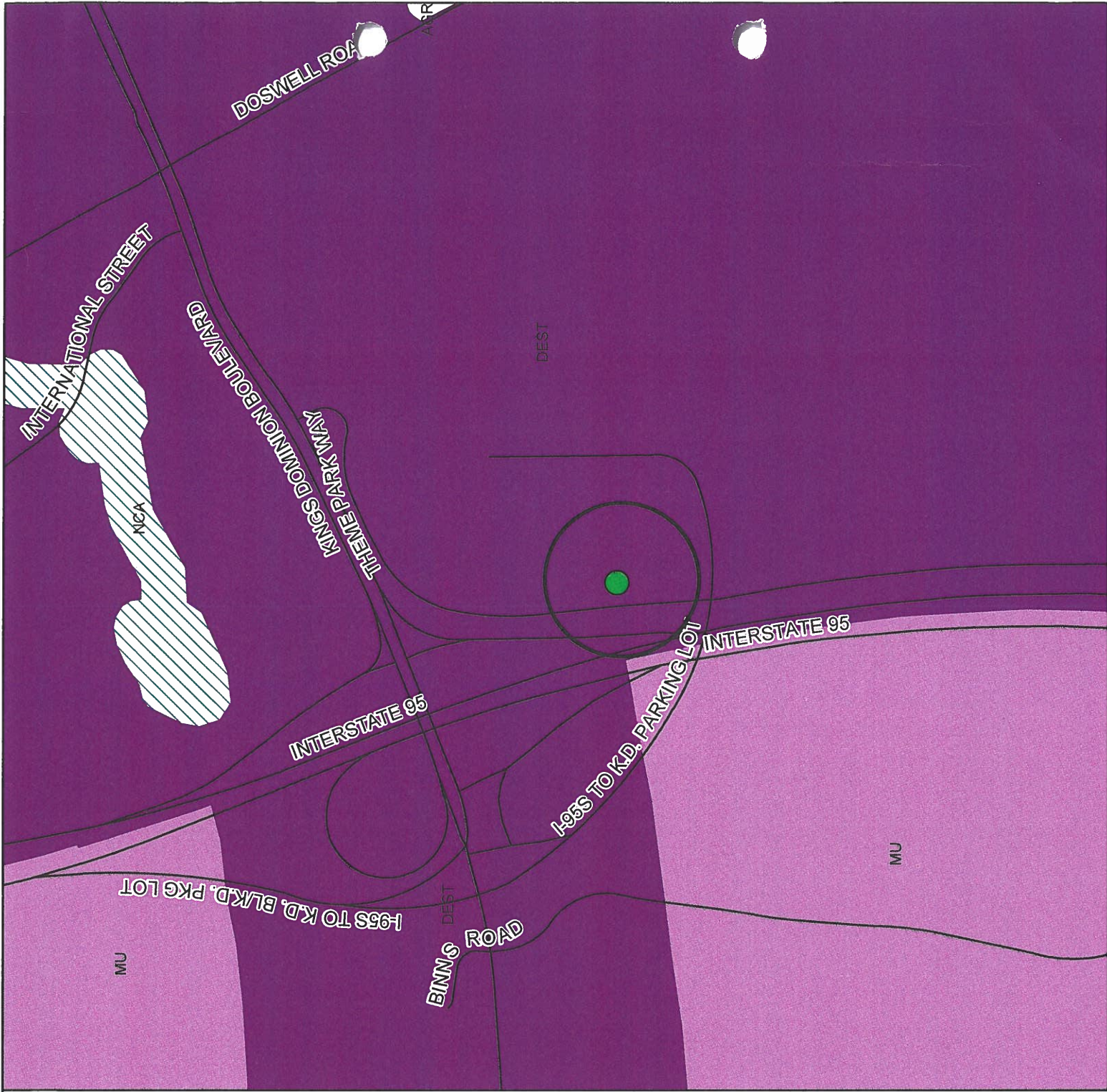
GPIN: 7883-62-1482

Beaverdam Magisterial District



1 inch = 600 feet

March 22 2024



**Hanover County,  
Virginia**

**General Parcel Map**

**Legend**

- Roads
- - - Water
- Structures
- Parcels
- ▨ Trees

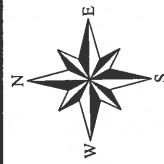
**SE2024-00006**

Hum Panch Hotel, L.L.C.

sign amendment

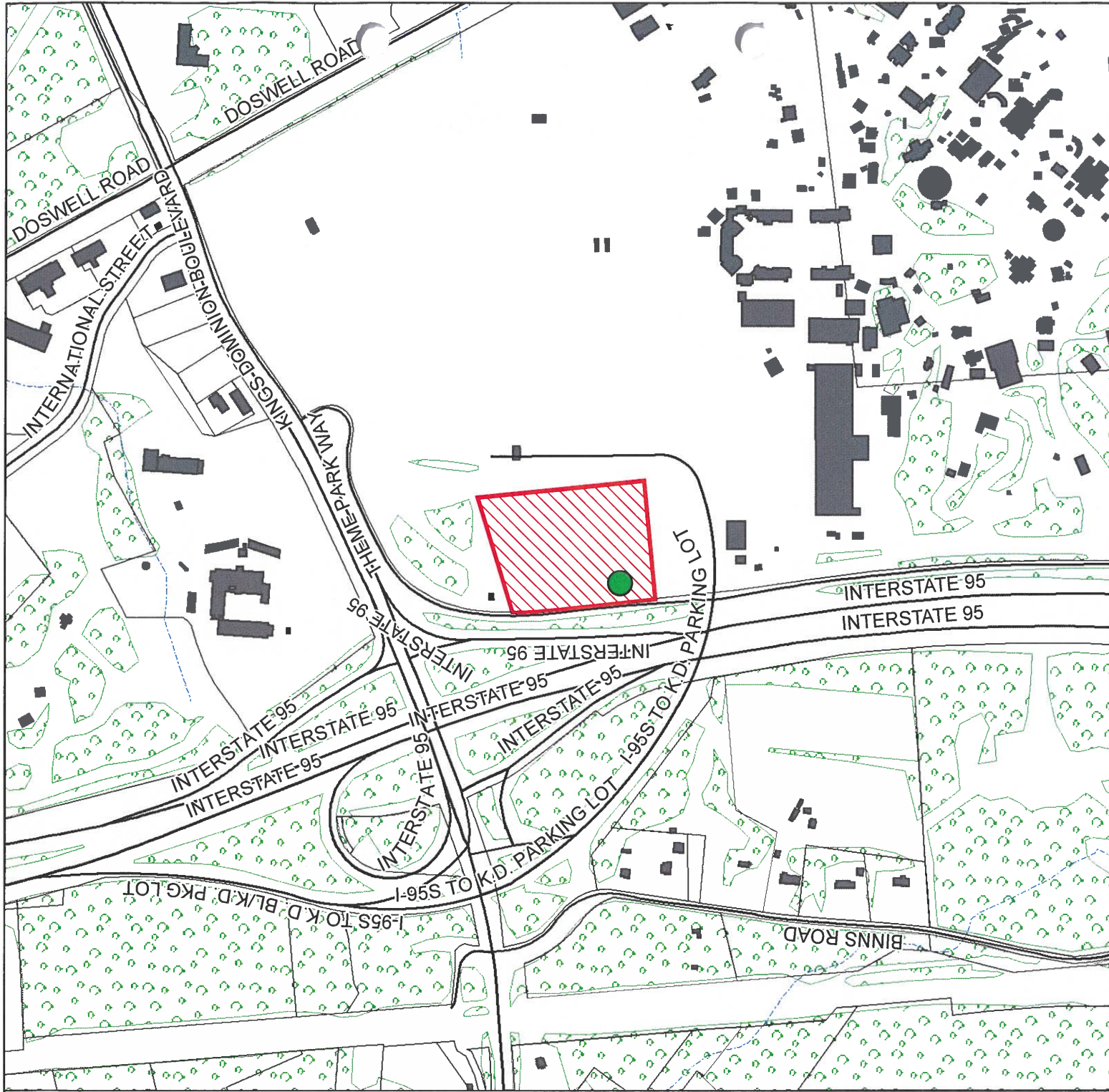
Zoned B-3

GPIN: 7883-62-1482  
Beaverdam Magisterial District



1 inch = 600 feet

March 22, 2024



# Hanover County, Virginia

## Zoning Map

### Legend

|  |         |  |     |
|--|---------|--|-----|
|  | Roads   |  | R-1 |
|  | Water   |  | R-2 |
|  | Parcels |  | R-3 |
|  | CUP     |  | R-4 |
|  | A-1     |  | R-5 |
|  | PUD     |  | R-6 |
|  | RRC     |  | RM  |
|  | RR-1    |  | MX  |
|  | RO-1    |  | B-1 |
|  | PSC     |  | B-2 |
|  | POB     |  | B-3 |
|  | PMH     |  | B-4 |
|  | HE      |  | O-S |
|  | AR-1    |  | B-O |
|  | AR-2    |  | M-1 |
|  | AR-6    |  | M-2 |
|  | RC      |  | M-3 |
|  | RS      |  |     |

**SE2024-00006**

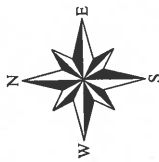
Hum Panch Hotel, L.L.C.

sign amendment

Zoned B-3

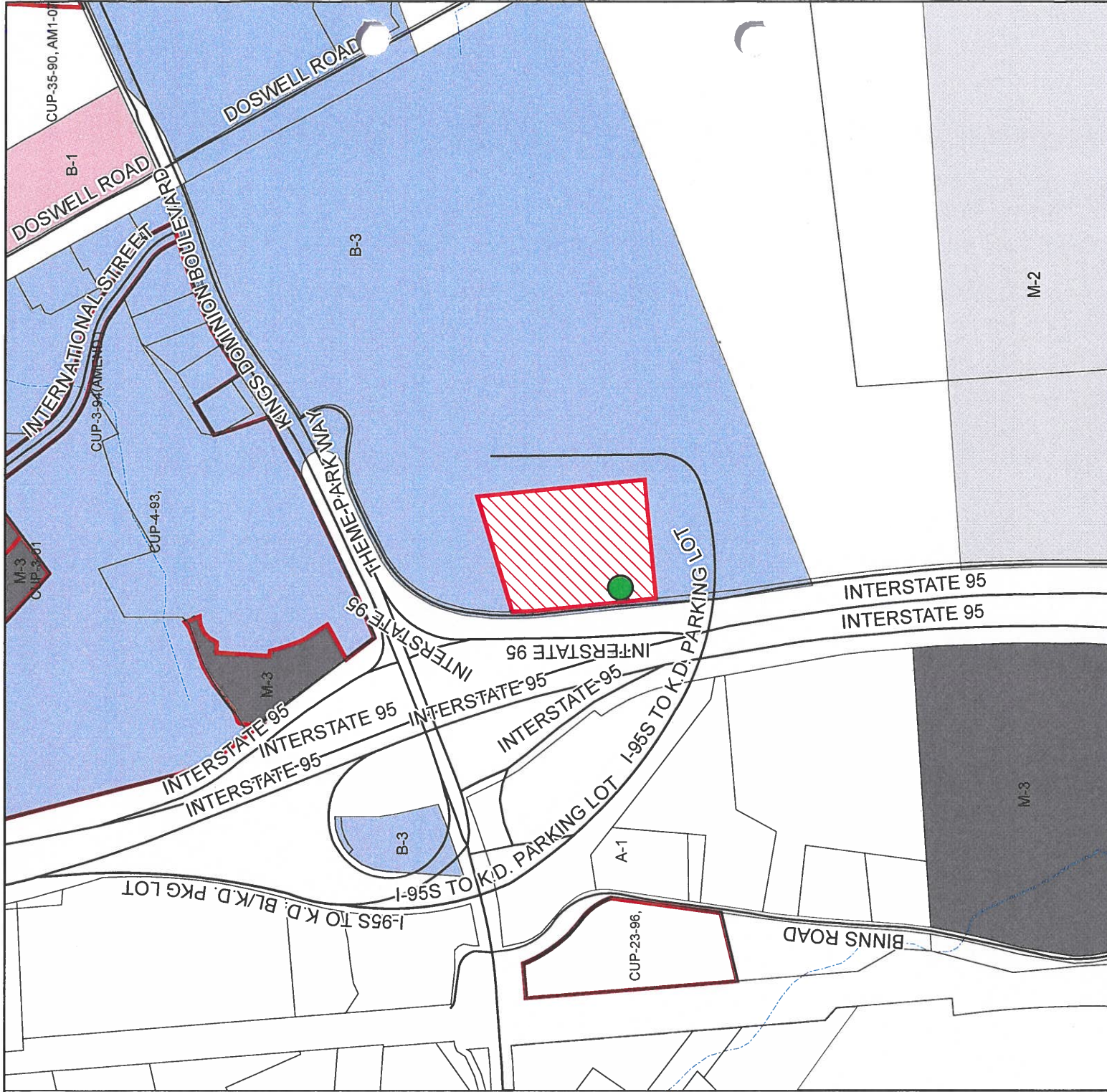
GPIN: 7883-62-1482

Beaverdam Magisterial District



1 inch = 600 feet

March 22 2024



SE2024-00006



Application

MAR 22 2024

HANOVER COUNTY  
PLANNING DEPARTMENT

Hanover County Planning Department Application

Request for a Special Exception

Case #: SE 2024-00006


Please type or print in **black ink**.

| APPLICANT INFORMATION                       |                                   |
|---|-----------------------------------|
| Owner/Applicant: <u>HUM PANCH HOTEL LLC</u> | Telephone No. <u>757 376 7118</u> |
| Contact Name: <u>Nilang Maniar</u>          | Fax No. _____                     |
| Address: <u>16102 Theme Parkway</u>         | Email Address _____               |
| <u>Doswell VA 23047</u>                     | <u>humpanchhotel@gmail.com</u>    |

| PARCEL INFORMATION  | For <u>multiple</u> parcels, please also complete Page 4 <input type="checkbox"/> |
|---|---|
| GPIN(s)(Tax Parcel #'s) <u>7883-62-1482</u>                                   | Area (acres/square feet) <u>10.5</u>  |
| Deed Book <u>3381</u> Page <u>2692</u>  | Current Zoning <u>B-3</u>   |
| Magisterial District <u>Beaverdam</u>   | Requested Use/Exception _____   |
| Location Description (Street Address, if applicable) <input type="checkbox"/> | <u>Replace pylon sign cabinet.</u>  |
| <u>16106 Theme Park Way</u>   | _____   |

**SIGNATURE OF OWNER**  **POWER OF ATTORNEY**  **CONTRACT PURCHASER**  (attach contract)

As owner or authorized agent of this property, I hereby certify that this application is complete and accurate to the best of my knowledge, and I authorize County representatives entry onto the property for purposes of reviewing this request.

Signature  Date 3/1/24

Print Name Nilang Maniar

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

**QUESTIONS/ LETTERS/ REPORTS SHOULD BE FORWARDED TO THE FOLLOWING\*\*:**

|  |  |
|--|--|
| Name <u>Keith Wagner/Talley Sign Company</u> | Telephone No. <u>804-649-0325</u>            |
| Address: <u>1908 Chamberlayne Ave</u>        | Fax No. <u>804-643-1721</u>                  |
| <u>Richmond, VA 23222</u>                    | Email Address <u>permits@talleyesign.com</u> |
|  | <u>permits@talleyesign.com</u>               |

\*\*It is the responsibility of the contact person to provide copies of all correspondence to other interested parties to the application.

**REQUIREMENTS/ ATTACHMENTS - For ALL REQUESTS you must submit the following:**

- a. **Signature of Property Owner or Contract Purchaser** (Page 3) – If the contract purchaser signs the application, please provide a copy of the signed contract, with all sensitive information redacted.
- b. **Acknowledgement of Application Fee Payment Procedure** (Page 6)
- c. **Adjacent property owners and Board of Supervisors notification form** (Page 7) - please list all adjacent property owners including those across roadways, watercourses, and/or railroads as well as the member of the Board of Supervisors for the magisterial district in which the property is located. Adjacent property owners and Board members must be notified prior to submittal of this application. The form must include owners' names, address, and GPINs for all adjacent property owners. (This information is available from the County website or can be obtained from the Planning Department.) The form on Page 9 may be used to notify these property owners.
- d. **A plat of the subject property**, which accurately reflects the current property boundaries and the location of existing structures on the property. If the full-size plat is larger than 8 ½" x 11", the plat must be folded no larger than 9" x 12", and a reduction of the plat must be submitted which is 8 ½" x 11" in size. (Typically available from the County Clerk's Office in the Circuit Court building.)
- e. **Historic Impact Information** (Page 10) (This information is available on the County website or may be obtained from the Planning Department.)
- f. **Responses to questions** on Page 11
- g. **Community Meeting Guide** (Check the box if you have read and understand Pages 13 & 14. Please note that applicants that schedule community meetings without coordinating with the staff may be required to reschedule the meeting, which may cause the application process to be delayed.)
- h. A **sketch** of your proposal, showing the following:
  - 1) The proposed title of the project, the name of the developer, and the name of the preparer of the plan.
  - 2) The north point, scale, and date. The scale of the plan shall not exceed 1" = 200'.
  - 3) The boundaries of the property involved; county or town boundaries; property lines; existing streets, buildings, and waterways; areas affected by Chesapeake Bay preservation requirements; and major tree masses.
  - 4) The general location and character of construction of proposed parking lots, driveways, curb cuts, entrances, and exits.
  - 5) The locations of all proposed buildings and structures.
  - 6) The general locations, heights, and materials of all fences, walls, screen plantings, berms, and landscaping.

If the full-size sketch is larger than 8 ½" x 11", please provide **ten (10) copies of the sketch and elevations**, folded no larger than 9" x 12", and **one (1) a reduction of the sketch**, which is 8 ½" x 11". Sheets must be no larger than 24" x 36".
- i. For applications for manufactured/mobile home needed for **medical hardship** please provide a note from a medical doctor verifying that it is necessary for someone to live in close proximity to provide care.
- j. For SE applications for telecommunication facilities, a **Telecommunications application** must be completed and include all of the required attachments.

**ACKNOWLEDGEMENT OF APPLICATION FEE PAYMENT PROCEDURE**

Application fees are not accepted at the time of submittal. I hereby acknowledge that this application is not complete until the payment for all application fees has been received by the Hanover County Planning Department. The Hanover County Planning Department shall notify me by mail, email or fax (as selected below), of the applicable fee(s) at such time that they determine that the application is complete and acceptable. I acknowledge that I am responsible for ensuring that such fees are received by the Hanover County Planning Department by the Tuesday the week following the application deadline. I further acknowledge that any application fee submitted after this date shall result in the application being considered filed for the next Application Deadline.

Should the applicable fees not be submitted within forty-five (45) days of the date of the notification letter, it shall be my responsibility to arrange for the retrieval of all application materials. The application and any supplementary materials for incomplete applications that are not retrieved within forty-five (45) days of the date of the notification letter shall be destroyed by the Hanover County Planning Department.

Should my application be accepted, my payment will be due by \_\_\_\_\_. (To be filled in by a Planning Staff member.)

Signature of applicant/authorized agent \_\_\_\_\_

*Maniar*

Date 3/1/24

Print Name Nilang Maniar

Signature of applicant/authorized agent \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Address to which notification letter is to be sent:

Talley Sign Company  
1908 Chamberlayne Ave  
Richmond, VA 23222

If you would like your letter emailed and/or faxed, please make selections, and provide the information below:

Email permits@talleyesign.com

Fax \_\_\_\_\_

**FEEES**

After application is accepted for review, make checks payable to Treasurer, Hanover County:

|   |       |
|---|-------|
| Special Exception   | \$750 |
| Extension   | \$20  |
| Special Exceptions for manufactured homes needed in a medical hardship case | \$200 |

Please note: Applicants which request tax-exempt status may have their application fee waived upon presentation of official documentation of such status.

**FOR STAFF USE ONLY:**

Fee: \_\_\_\_\_

Accepted by: \_\_\_\_\_

HTE #: \_\_\_\_\_

**RECEIVED**

**MAR 13 2024**

**HANOVER COUNTY  
 PLANNING DEPARTMENT**

**NOTIFICATION OF ADJOINING PROPERTY OWNERS AND BOARD OF SUPERVISORS**

**Applicant's Statement:**

I hereby certify that I have notified all adjacent property owners to the property, which is the subject of this request, as well as the member of the Board of Supervisors for the magisterial district in which the property is located. Adjacent property includes all property across roadways, watercourses, railroads, and/or municipal boundaries. I further certify that the names and addresses below are those of the adjacent property owners as listed in the tax records of the Commissioner of Revenue of Hanover County.

**Applicant's Signature:** Keith Wagner

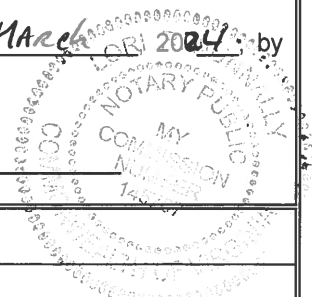
COMMONWEALTH OF VIRGINIA )

City of Richmond ) to-wit:

The foregoing instrument was acknowledged before me this 4<sup>th</sup> day of March, 2024 by Keith Wagner (Name of Applicant).

My commission expires: July 31, 2024

Lori R. Russell  
Notary Public



**Board of Supervisors Representative:** Jeff S. Storem

**List of Adjacent Property Owners:**

| GPIN         | Name                        | Address                                       |
|--------------|-----------------------------|---|
| 7883-51-0833 | PURYEAR, STEVEN G CYNTHIA J | 12277 WINNS CHURCH RD<br>GLEN ALLEN, VA 23059 |
| 7893-02-7643 | KINGS DOMINION LLC          | PO BOX 543185<br>DALLAS TX 75357              |
| 7883-51-2341 | NICLEY, FRAZIER W BARBARA S | 16076 BINNS ROAD<br>DOSWELL VA 23047          |
|              |                             |   |
|              |                             |   |
|              |                             |   |
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|              |                             |   |

**RECEIVED**

MAR 13 2024

HANOVER COUNTY  
PLANNING DEPARTMENT

**NOTIFICATION OF ZONING APPLICATION SUBMITTAL**

**TO:** Adjacent Property Owner

**FROM:** Talley Sign Company

**DATE:** \_\_\_\_\_

The following application will be submitted for review to the Hanover County Planning Department:

- Rezoning
- Conditional Use Permit
- Special Exception

Applicant: \_\_\_\_\_

Property Location: 16102 Theme Park Way

GPIN(s): 7883-62-1482

Requested Zoning District: B-3

Requested Use/Exception: \_\_\_\_\_

Requesting an amendment to special expection permit SE-4-89, Am 1-10 to remove the existing cabinet from the pylon sign and replace it with a new cabinet.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The application will be available for viewing at the Hanover County Planning Department. The Planning Department shall notify all adjacent property owners of the time, day, and place of the public hearings to be held on this application. Should you have any questions or comments, please contact the Planning Department at (804) 365-6171.

**RECEIVED**  
**MAR 13 2024**  
HANOVER COUNTY  
PLANNING DEPARTMENT



**EXPLANATION: (Attach additional sheets, if necessary)**

1. This Special Exception is being requested in order to: Replace the sign cabinet on the pylon sign of the hotel.

2. Briefly describe how you plan to develop the property for the proposed use and any associated uses. \_\_\_\_\_

Property will still be used as a hotel

3. Describe why the proposed use or exception is desirable and appropriate for the area. What measures will be taken to assure that the proposed use or exception will not have a negative impact on the surrounding vicinity? (For example, this may include traffic or environmental impacts.) \_\_\_\_\_

Existing sign cabinet is old. New sign cabinet, is smaller and has a more attractive design. Pylons will be painted black.

There will be no negative impact to the surrounding vicinity.

4. Are there any deed restrictions concerning the type of use proposed? If so, provide the date the said restrictions expire. (You may attach a copy of the restrictions.) No known restrictions

5. Is the subject property located in a Dam Break Inundation Zone?  Yes  No (Please contact the Department of Planning or Public Works for assistance in addressing this question.) If yes, please contact the Department of Public Works for further information.

## COMPLIANCE WITH VDOT & COUNTY TRAFFIC IMPACT ANALYSIS REQUIREMENTS

**The following must be completed for all applications:** The selection below is based on a projected daily trip generation of \_\_\_\_\_ vehicles per day and a site peak hour trip generation of \_\_\_\_\_ vehicles per hour, based on the stipulations of 24 VAC 30-155. The \_\_\_\_\_ edition (latest edition) of the ITE Trip Generation Manual was used in determining the trip generation (Code Number \_\_\_\_\_ and Page Number \_\_\_\_\_).

**Choose one of the two options below:**

- I certify that this proposal **DOES NOT EXCEED** 380 vehicle trips per day that would require submittal of a Traffic Impact Analysis.
- I certify that this proposal **DOES EXCEED** 380 vehicle trips per day that would require a Traffic Impact Analysis be submitted.

**Choose one of the two options below:**

- I certify that this proposal **DOES NOT MEET** any of the VDOT thresholds identified in the Traffic Impact Analysis Regulations Administrative Guidelines (24 VAC 30-155) that would require a Traffic Impact Analysis to be submitted in conjunction with this application.
- I certify that this proposal **MEETS** at least one of the VDOT thresholds identified in the Traffic Impact Analysis Regulations Administrative Guidelines (24 VAC 30-155) that would require a Traffic Impact Analysis to be submitted in conjunction with this application. A Traffic Impact Analysis, prepared in accordance with the Traffic Impact Analysis Regulations Administrative Guidelines (24 VAC 30-155), has been prepared and will be submitted to VDOT the same day.

Keith Wayne  
(Signature of Applicant/Applicant's Representative)

3/4/24  
(Date)

Keith Wayne  
(Applicant/Applicant's Representative - Print Name)



## Previous Approval Letters/Elevations

**BOARD OF SUPERVISORS**

**G. E. VIA, III, CHAIRMAN**  
ASHLAND DISTRICT

**DEBORAH B. COATS, VICE-CHAIRMAN**  
MECHANICSVILLE DISTRICT

**JOHN E. GORDON, JR.**  
SOUTH ANNA DISTRICT

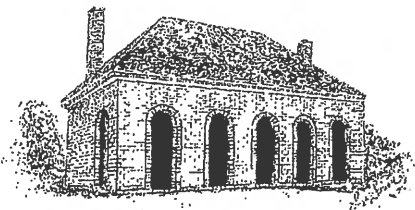
**CHARLES D. MCGHEE**  
HENRY DISTRICT

**ROBERT R. SETLIFF**  
CHICKAHOMINY DISTRICT

**AUBREY M. STANLEY**  
BEAVERDAM DISTRICT

**ELTON J. WADE, SR.**  
COLD HARBOR DISTRICT

**CECIL R. HARRIS, JR.**  
COUNTY ADMINISTRATOR



HANOVER COURTHOUSE

**HANOVER COUNTY**

ESTABLISHED IN 1720  
WWW.CO.HANOVER.VA.US

July 28, 2010

**PLANNING DEPARTMENT**

**DAVID P. MALONEY, AICP**  
ACTING DIRECTOR OF PLANNING

**JOHN A. BENDER**  
DEPUTY DIRECTOR OF PLANNING

**J. KEITH THOMPSON**  
PRINCIPAL PLANNER

**LEE W. GARMAN, AICP**  
PRINCIPAL PLANNER

**MARY B. PENNOCK**  
PRINCIPAL PLANNER

P. O. BOX 470  
HANOVER, VIRGINIA 23069

PHONE 804-365-6171  
FAX: 804-365-6232

Best Western Kings Quarters  
Attention: David Clausen  
16101 Theme Park Way  
Doswell, VA 23047

RE: Approval of SE-4-89, Am. 1-10, Best Western Kings Quarters

Dear Mr. Clausen:

At their meeting of July 28, 2010, the Hanover County Board of Supervisors, on a motion by Mr. Stanley, seconded by Mrs. Coats, voted to **APPROVE** the above-captioned amendment request for an existing Special Exception Permit to allow a sign larger than permitted on GPIN 7883-62-1482, subject to the following conditions, which incorporate all of the applicable conditions from previous amendments:

1. The entrance sign shall be designed and constructed in substantial conformity with the elevation titled, "Best Western," prepared by Franchise Signs International, undated and submitted on July 8, 2010.
2. The entrance sign shall be located in substantial conformity with the sketch plan titled, "Kings Dominion Lodge," originally prepared by Boris Berger, Architect and Curtis D. Summers, Engineer, originally dated April 1, 1976, last revised by David Clausen, dated June 2, 2010.
3. The off-site "Route 30" sign shall be designed and constructed in substantial conformity with the attached elevation for the "Denny's," prepared by Franchise Signs International, dated June 28, 2009, and submitted on September 29, 2009.
4. The off-site, "Route 30" sign shall be located in substantial conformity with the untitled and undated sketch plan submitted on September 29, 2009, and shall be located outside the VDOT right-of-way.

Best Western Kings Quarters

Attention: David Clausen

Page 2

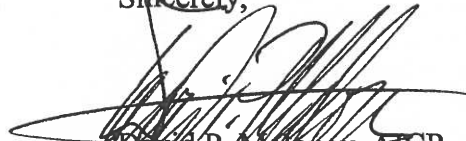
July 28, 2010

5. The high-rise, "I-95" sign shall be designed and constructed in substantial conformity with the design labeled "Option #1 – High Rise," prepared by Heritage Signs of Virginia and received by the County on May 6, 1996.
6. Any electronic or digital display sign shall not interfere with nor create any visual confusion with traffic control devices or directional signage, and shall not negatively impact the placement of any existing or proposed landscaping.
7. All development and use of the property shall comply with all federal, state and local statutes, ordinances and regulations.

The Special Exception Permit shall lapse after the expiration of one (1) year if no substantial construction or change of use has taken place in accordance with the plans for which the Exception was approved.

Should you require any additional information or assistance concerning this matter, please do not hesitate to contact Gretchen W. Biernot, Applicant Liaison, or me.

Sincerely,



David P. Maloney, AICP  
Acting Director of Planning

JPK/sm/hte

cc: The Honorable Aubrey M. Stanley  
Hanover County Planning Commission  
Richard Paul  
W. Randolph Johnson, Jr.

Sherri A. Carneal  
Kevin Nelson  
Gretchen W. Biernot







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**G. E. VIA, III, VICE-CHAIRMAN**  
ASHLAND DISTRICT

**DEBORAH B. COATS**  
MECHANICSVILLE DISTRICT

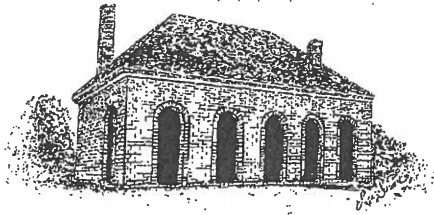
**CHARLES D. MCGHEE**  
HENRY DISTRICT

**ROBERT R. SETLIFF**  
CHICKAHOMINY DISTRICT

**AUBREY M. STANLEY**  
BEAVERDAM DISTRICT

**ELTON J. WADE, SR.**  
COLD HARBOR DISTRICT

**CECIL R. HARRIS, JR.**  
COUNTY ADMINISTRATOR



HANOVER COURTHOUSE

**HANOVER COUNTY**

ESTABLISHED IN 1720  
WWW.CO.HANOVER.VA.US

October 14, 2009

**PLANNING DEPARTMENT**

**MICHAEL E. CRESCENZO**  
PLANNING DIRECTOR

**DAVID P. MALONEY, AICP**  
DEPUTY DIRECTOR OF PLANNING

**JOHN A. BENDER**  
DEPUTY DIRECTOR OF PLANNING

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PRINCIPAL PLANNER

**LEE W. GARMAN, AICP**  
PRINCIPAL PLANNER

P. O. BOX 470  
HANOVER, VIRGINIA 23069

PHONE 804-365-6171  
FAX: 804-365-6232

Kings Dominion Lodge/Best Western  
Attention: Regina Halpin  
1101-A West Melinda Lane  
Phoenix, AZ 85007

RE: Approval of SE-4-89, Am. 1-09, Kings Dominion Lodge/Best Western

Dear Ms. Halpin:

At their meeting of October 14, 2009, the Hanover County Board of Supervisors, on a motion by Mr. Stanley, seconded by Mr. Via, voted to **APPROVE** the above-captioned request for an amendment to the existing Special Exception Permit to modify the design of an off-site sign for Kings Dominion Lodge/Best Western on GPIN 7893-02-7643, subject to the following conditions:

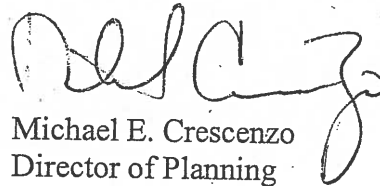
1. The sign shall be designed and constructed in substantial conformity with the attached elevation for the "Denny's," prepared by Franchise Signs International, dated June 28, 2009 and submitted on September 29, 2009.
2. The sign shall be located as shown on the untitled and undated sketch plan submitted on September 29, 2009 and shall be located outside the VDOT right of way
3. There shall be no further changes to the signs which are the subject of this special exception unless an amendment to this permit is approved by the Board of Supervisors.
4. The sign shall not interfere with nor create any visual confusion with traffic control devices or directional signage, and shall not negatively impact the placement of any existing or proposed landscaping.
5. The applicant shall obtain all necessary permits, including both a sign permit and a building permit prior to construction.

Kings Dominion Lodge/Best Western  
Attention: Regina Halpin  
Page 2  
October 14, 2009

6. All development and use of the property shall comply with all federal, state and local statutes, ordinances and regulations.

Should you require any additional information or assistance concerning this matter, please do not hesitate to contact Gretchen W. Biernot, Applicant Liaison, or me.

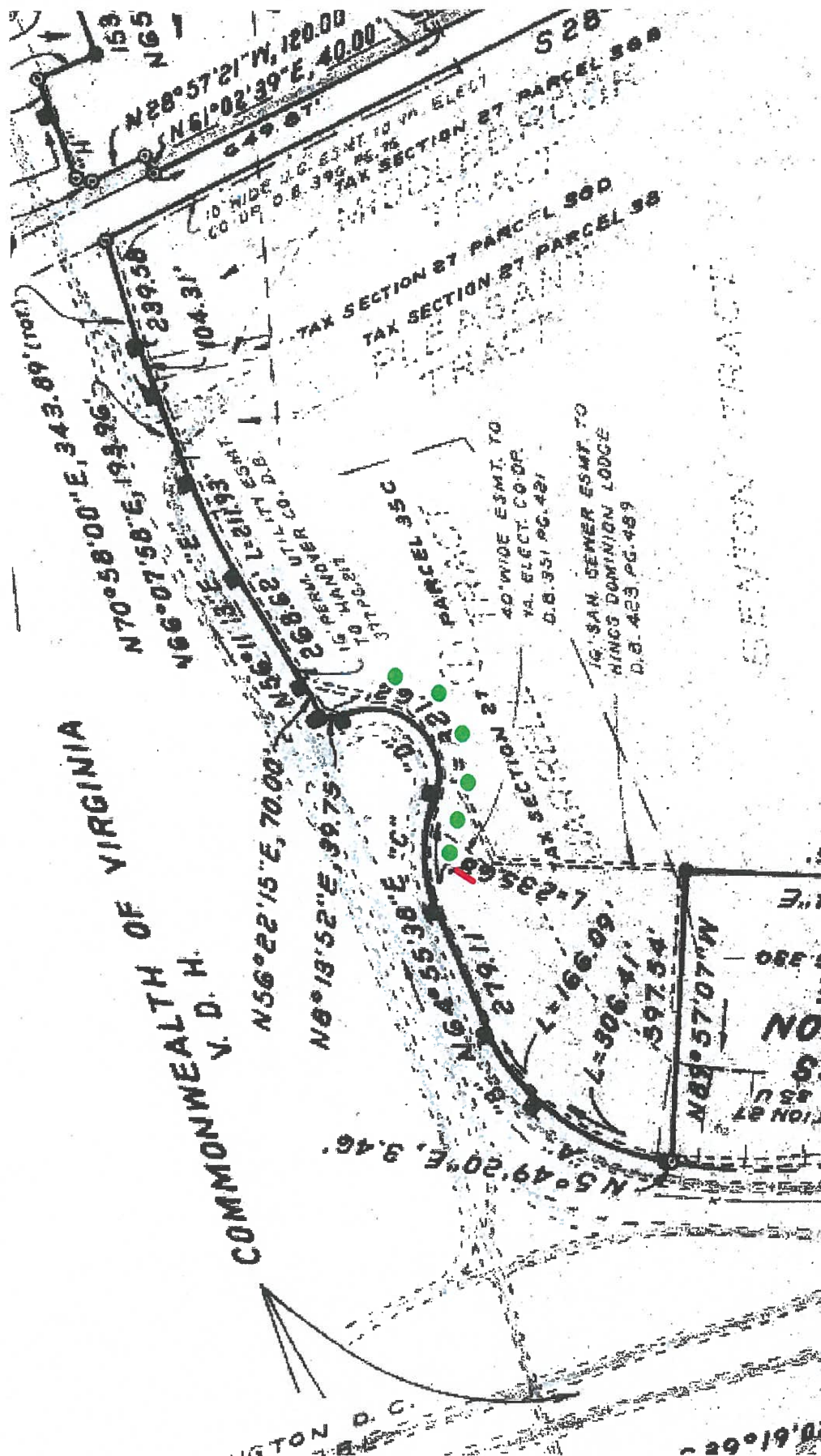
Sincerely,

  
Michael E. Crescenzo  
Director of Planning

JPK/sm/hte

cc: The Honorable Aubrey M. Stanley  
Hanover County Planning Commission  
Sherri A. Carneal  
W. Randolph Johnson, Jr.

Lee Garman  
Kevin Nelson  
Richard Paul  
Gretchen W. Biernot



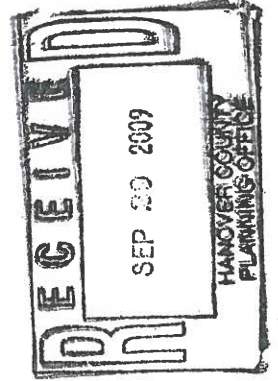
COMMONWEALTH OF VIRGINIA  
V. D. H.



- - Existing trees that will remain
- - Existing sign to be modified

**BOARD OF SUPERVISORS  
APPROVED PLAN**

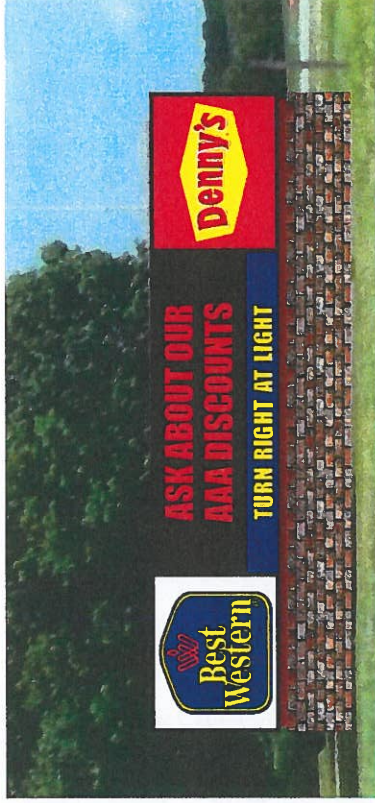
DATE 10.14.09



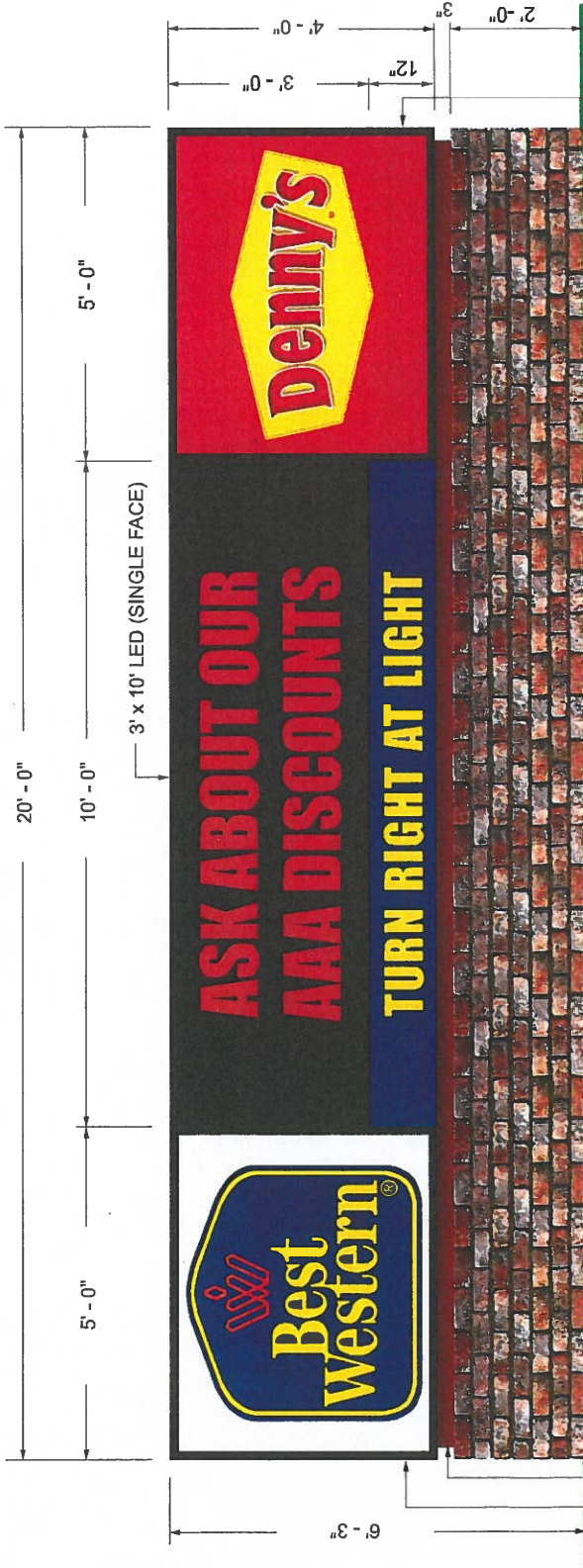




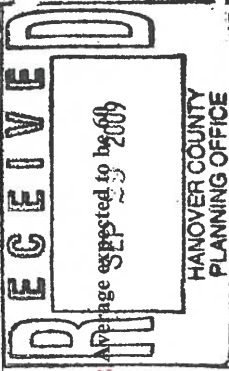
EXISTING CONDITIONS



PROPOSED MODIFICATIONS



Digital portion of sign face will contain text only (one color - Red)  
 Duration of scrolling message on digital portion of sign will vary. Minimum no less than 10 sec. Maximum no more than 30 sec. Intervals



**APPROVED PLAN**

DATE 10.14.09



| Project Information      |                   |
|--------------------------|-------------------|
| Client                   | DENNY'S           |
| Location                 | Doswell, VA       |
| Drawing #                | DEN-DSWL.6-19     |
| Scale                    | 3/8" = 1' - 0"    |
| Designer                 | SfC               |
| Project Manager          | RH                |
| Date / Description       |                   |
| 6-28-09                  | Signs inverted    |
|                          |                   |
|                          |                   |
|                          |                   |
| Client Approval          |                   |
| <input type="checkbox"/> | Approved          |
| <input type="checkbox"/> | Approved as Noted |
| <input type="checkbox"/> | Revise & Resubmit |
|                          | Name              |
|                          | Date              |
| Notes                    |                   |
|                          |                   |
|                          |                   |
|                          |                   |

**FSI**  
 FRANCHISE SIGNS INT'L.  
 Corporate Office:  
 1101-A W. Melinda Lane, Phoenix, AZ 85027  
 Phone 623-792-3061 Fax 623-792-3063

BOARD OF SUPERVISORS

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COLD HARBOR DISTRICT



JACK BERRY  
COUNTY ADMINISTRATOR

RICHARD R. JOHNSON  
DEPUTY COUNTY ADMINISTRATOR

STERLING E. RIVES, III  
COUNTY ATTORNEY

HANOVER COUNTY

P. O. BOX 470  
HANOVER, VIRGINIA 23069-0470

August 15, 1996

Marty L. Wells  
Post Office Box 418  
Dinwiddie, Virginia 23841

RE: Approval of SE-4-89 (Amendment), Best Western International  
(Marty L. Wells)

Dear Mr. Wells:

At its meeting of July 24, 1996, the Hanover County Board of Supervisors, on a motion by Mr. Stanley, seconded by Mr. Ernst, voted to **APPROVE** the above-captioned request for a Special Exception Permit in order to modify existing signs on GPINs 7893-02-7645 and 7883-62-1482, subject to the following listed conditions:

1. The signs shall be constructed in accordance with the designs labeled "Option #1 - High Rise"; "Option #A - Route 30 Sign"; and "Entrance Sign," drawn by Heritage Signs of Virginia and received by the County on May 6, 1996, copies of which are attached.
2. There shall be no further changes to the signs which are the subject of this exception unless an amendment to this permit is approved by the Board of Supervisors.
3. A sign permit shall be obtained and building permits issued, prior to erection of the signs.
4. Compliance with all other rules, regulations, and ordinances is required.

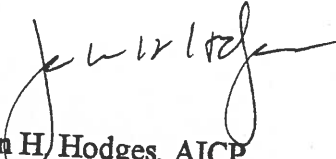
After the Board of Supervisors has approved a Special Exception, the Exception so approved shall lapse after the expiration of one (1) year if no substantial construction or change of use has taken place in accordance with the plans for which the Exception was approved.

Mr. Marty L. Wells  
Page Two  
August 15, 1996

In summary, this action by the Board of Supervisors means that prior to initiating the use, you must obtain a Sign Permit with evidence of compliance with the above conditions from the Building Official's Office indicating County approval of your representations.

Should you require any additional information concerning this matter, please do not hesitate to contact Mr. J. Keith Thompson, Principal Planner, or me.

Very truly yours,



John H. Hodges, AICP  
Director of Planning

MD/jds /SE 2

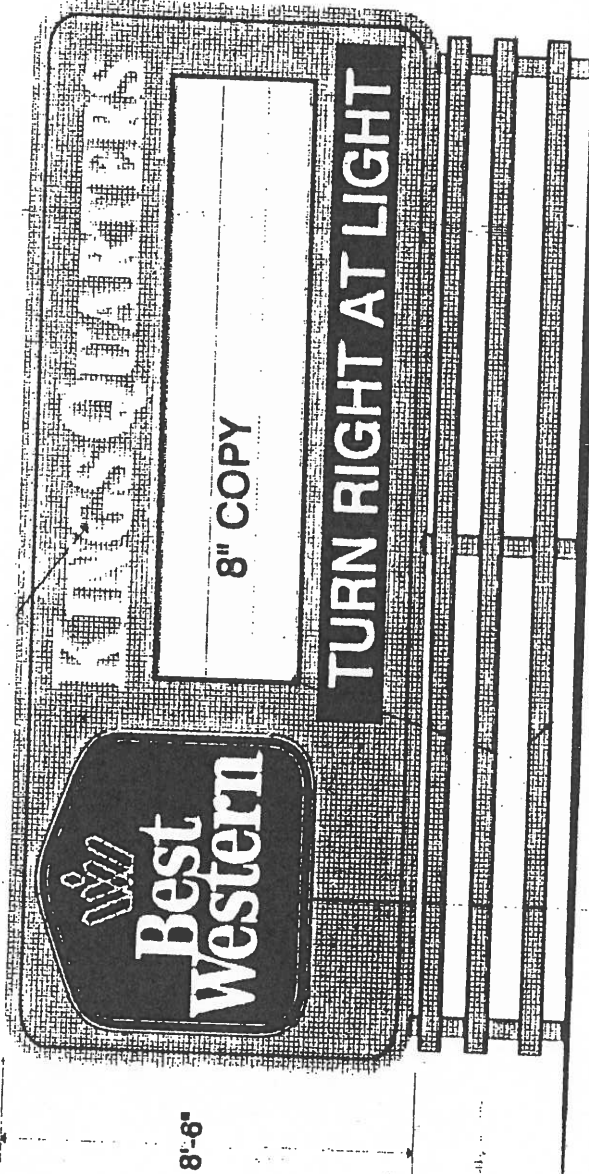
cc: The Honorable Aubrey M. Stanley, Jr., Supervisor  
Beaverdam Magisterial District  
Richard W. Paul  
Elizabeth Daniel  
J. Keith Thompson  
William R. Johnson, Jr.  
Megan M. Dalzell



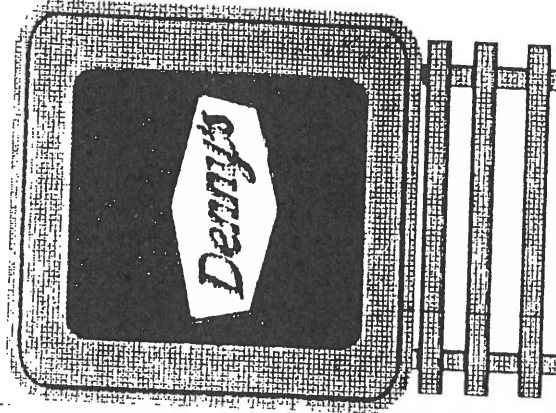
18" Pin Mounted Letters

22'

8'-2"



8'-6"



New Denny's Flex Face  
5'-7" X 6'-1"

3' X 12'-6" ILLUMINATED READERBOARD

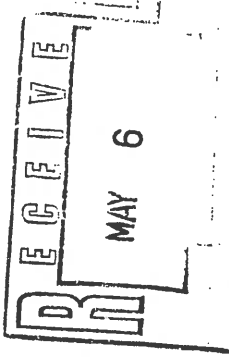
NL-35  
5'-8 1/2" X 6'-2 1/2"

### Option #A Route 30 Sign

Drawings and Designs By:  
HERITAGE SIGNS OF VA  
(804) 469-3233 2/24/96  
Marty Wells

SCALE: 1/4" = 1'-0"

REPAINT WOOD BACKGROUND



New NL-275

17'-3 7/32"

15'-10"



273 Sq. Ft.

9'-3"



173 Sq. Ft.

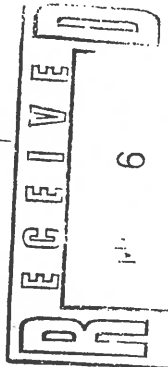
Repaint Denny's  
and Move Up

18'-8"

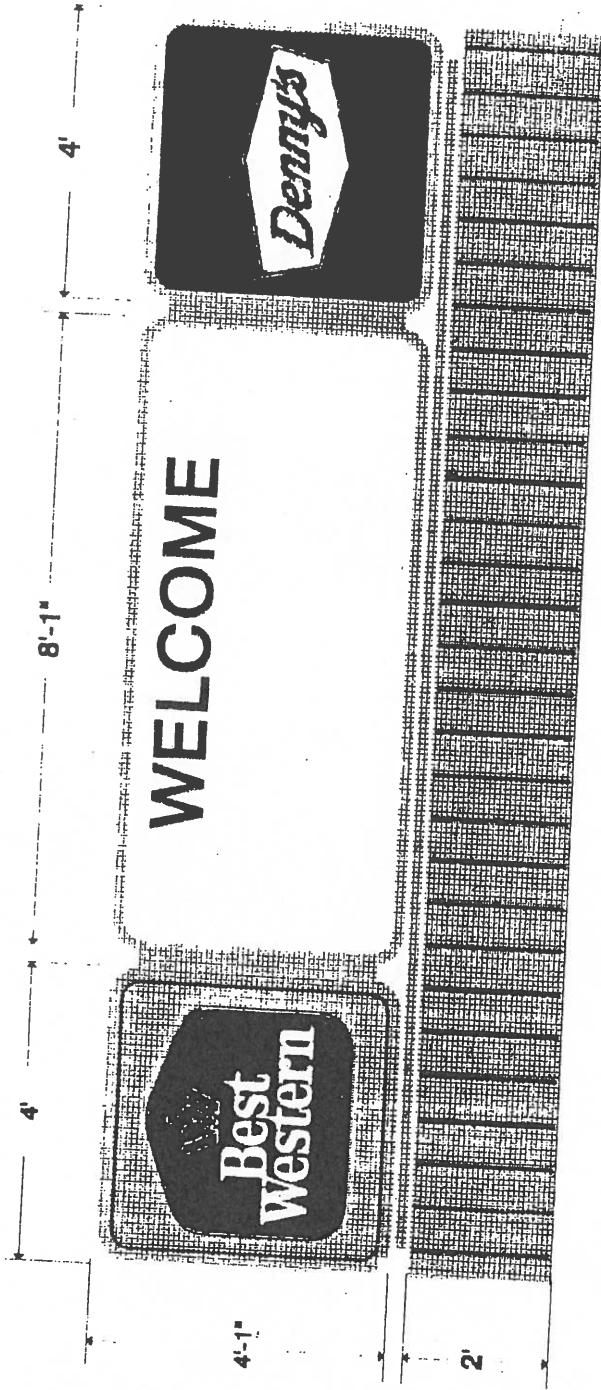
70' OAH

Drawings and Designs By:  
HERITAGE SIGNS OF VA  
(804) 469-3233 2/24/98  
Marty Wells

SCALE: 3/16" = 1'-0"



Option #1 High Rise



**Entrance Sign**

Drawings and Designs By:  
 HERITAGE SIGNS OF VA  
 (804) 469-3233 2/24/96  
 Marty Wells

Scale: 3/8" = 1'-0"

REPAINT WOOD  
 & INSTALL FLEX FACE  
 FOR BEST WESTERN

RECEIVED  
 MAY 6

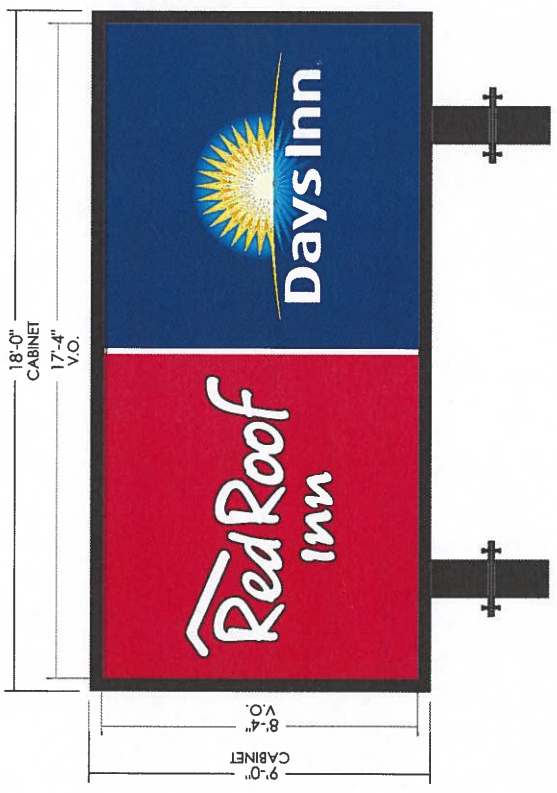
## Sketch Plan



## Elevations

**ARTWORK SHOWN IS FOR CONCEPT ONLY. NOT FOR PRODUCTION.**

**(1) NEW D/S DUAL-BRANDED HIGH RISE SIGN CABINET**  
 REPLACES EXISTING SIGN CABINET  
 FLEX FACES W/ FIRST SURFACE VINYL GRAPHICS



SCALE: 1/4"=1'

162 SQ. FT.

**COLORS**

- RED ROOF INN**  
 PANTONE 200C  
 CO M100 Y80 K10  
 3M REGAL RED 360843



**DAYS INN**

- LIGHT YELLOW  
 3M 360-4614  
 YELLOW  
 3M 360-015  
 MARSH  
 3M 360-075



**GENERAL DETAIL**  
 • REPLACE EXISTING HIGH RISE CABINET W/ (1) NEW ALUMINUM-CONSTRUCTED, DOUBLE-SIDED, DUAL-BRANDED SIGN CABINET.  
 • OVERALL CABINET SIZE: 9'-0"H x 18'-0"W x 2'-6"D.  
 • RETAINER: 4".  
 • V.O.: 8'-4"H x 17'-4"W.  
 • WHITE FLEX FACES W/ VINYL GRAPHICS APPLIED FIRST SURFACE.  
 • MATERIAL SIZE: 10'-0"H x 19'-0"W.  
 • NEW CABINET TO BE MANUFACTURED W/ (2) INTERNAL POLES TO BE ATTACHED VIA MATCH PLATES TO EXISTING POLE STRUCTURE AS SHOWN.  
 • NEW CABINET & EXISTING POLE STRUCTURE TO BE PAINTED BLACK. EXISTING LIGHTS TO BE REMOVED AS SHOWN.  
 • NEW CABINET TO BE LED INTERNALLY ILLUMINATED.  
 • ALL PARTS UL APPROVED.



SALES: JY    MANAGER: JY    DESIGN: RB  
 APPROVED BY: \_\_\_\_\_    DATE: \_\_\_\_\_

**RED ROOF INN / DAYS INN**  
 16116 Theme Park Way, Doswell, VA 23047

**Dual-Branded High Rise Sign Cabinet**

**REVISION DATES:**  
 1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_  
 2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_

**START DATE:**  
 5-1-24



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