

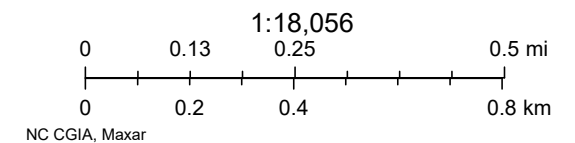
# ArcGIS Web Map



10/17/2024, 9:31:32 AM

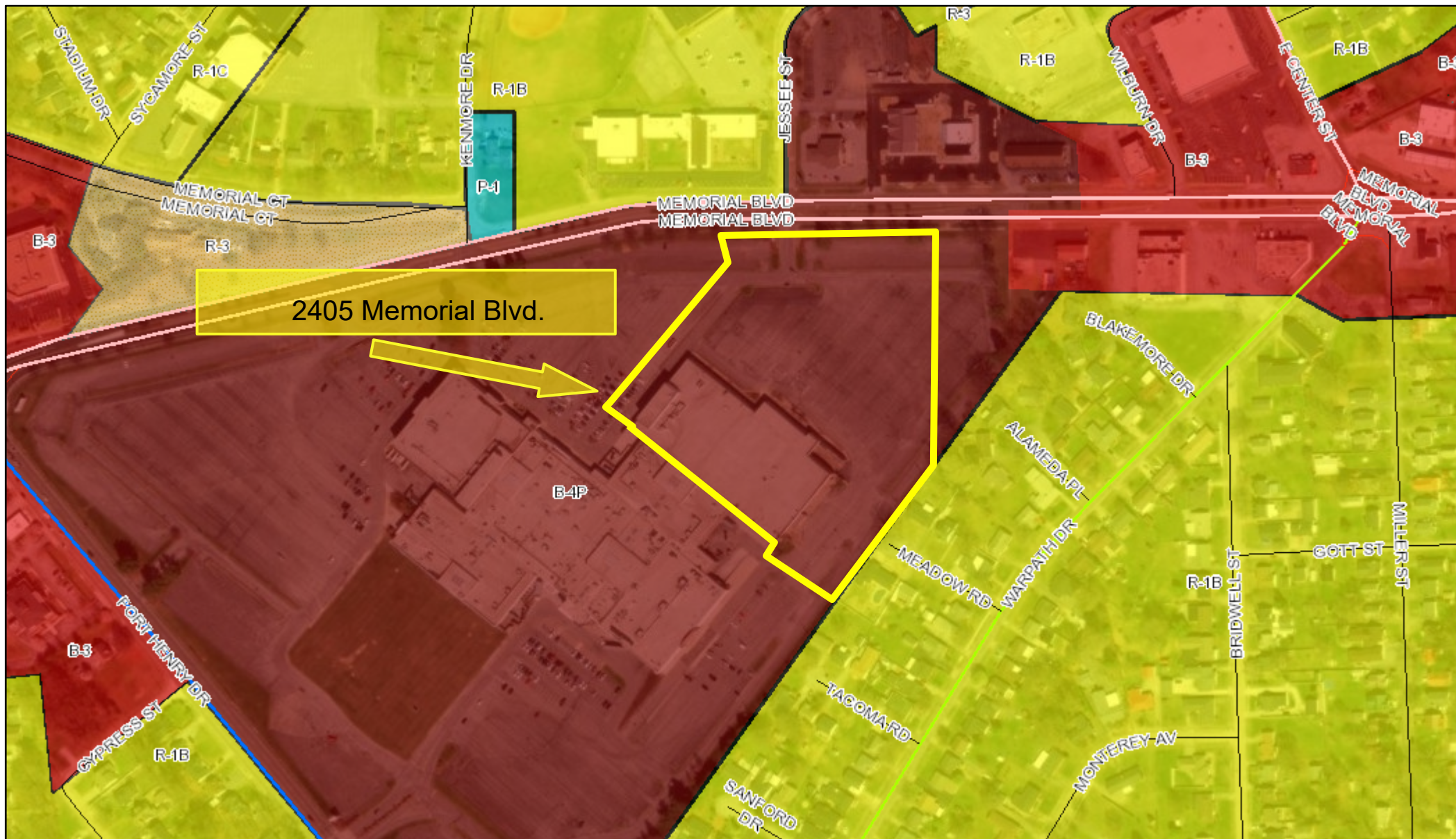
## Streets

	Interstate		Minor Arterial		Private Street
	Expressway		Collector Street		Ramp
	Major Arterial		Local Street		Urban Growth Boundary





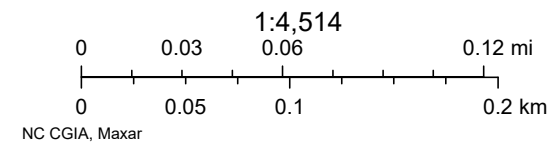
# ArcGIS Web Map



10/17/2024, 9:27:41 AM

City Zoning

<Null>	A-1	B-3	M-1	PBD-3	PVD	R-3	TA-C	Minor Arterial
TA/C	A-2	B-4	M-1R	PBD/*	R-1	R-3A	UAE	Collector Street
R-5	AR	B-4P	M-2	PD	R-1A	R-3B	Streets	Local Street
GC	B-1	B-4P	MX	PMD-1	R-1B	R-4	Interstate	Private Street
B-2E	B-2	BC	P-1	PMD-2	R-1C	Split	Expressway	Ramp
	B-3	GC	P-D	PUD	R-2	TA	Major Arterial	Urban Growth Boundary





TO: KINGSFORT BOARD OF ZONING APPEALS

FROM: Jessica McMurray, Development Coordinator

DATE: January 23, 2025

RE: 2405 Memorial Blvd.

The Board is asked to consider the following request:

**Case: BZA25-0017 – The owner of property located at 2405 Memorial Blvd, Control Map 061E, Group H, Parcel 010.00** request a 278.43 square foot variance to Sec. 114-533(9)c to exceed the permitted wall sign allowance for the new Rural King retail space. The property is zoned B-4P, Planned Business District.

After consulting with the sign company representative, staff determined the total wall signage measures 1,763 square feet. This calculation is based on “*Sec. 114-534(4) – Computation of Sign Area, sign surface area of a sign consisting of connected letters or letters enclosed by a box or an outline shall be the total area of the sign, including the background, box, or outline.*” **The submitted request does not include the red background, which, per city code, must be included.** Using the sign computation method, staff determined that a 1,463-square-foot variance to Sec. 114-533(9)c to exceed the permitted wall sign allowance for the new Rural King retail space would be required to install the sign as designed.

Computation method used:

- **Sheet No. 101:** 106 ft.(length) x 14 ft. 6in (width) = 1,537 sq. ft.

- **Sheet No. 102:** 41 ft.(length) x 5 ft. (width) = 205 sq. ft.

- **Sheet No. 103:** 7 ft.(length) x 3 ft. (width) = 21 sq. ft.

**Total:** 1,763 sq. ft.

**Allowed:** 300 sq. ft.

**Variance Need:** 1,463 sq. ft.

Code reference:

**Sec. 114-533. - On-premises signs.**

*(9) Planned Shopping Center District (B-4P).*

*c. If the building ground coverage of a business is 30,000 square feet or more, the maximum wall sign area permitted is 300 square feet. If the building ground coverage of a business is 8,000 square feet or less, the maximum wall sign area permitted is 80 square feet. In all other situations, the area of wall signs shall not exceed one percent of the building ground coverage of a business.*



**APPLICATION**  
Board of Zoning Appeals



**APPLICANT INFORMATION:**

Last Name <b>RK HOLDINGS, LLP</b>	First	M.I.	Date
Street Address <b>4216 DEWITT AVENUE</b>		Apartment/Unit #	
City <b>MATTOON</b>	State <b>IL</b>	ZIP <b>61938</b>	
Phone <b>217-234-5130</b>	E-mail Address <b>bgregory@ruralking.com</b>		

**PROPERTY INFORMATION:**

Tax Map Information	Tax map:	Group:	Parcel:	Lot: <b>061E H 012.00, 061E H 010.00 &amp; 061E H 010.01</b>
Street Address <b>2101 FORT HENRY DRIVE, KINGSFORT</b>		Apartment/Unit #		
Current Zone <b>B-4P</b>	Proposed Zone <b>B-4P</b>			
Current Use <b>VACANT</b>	Proposed Use <b>RURAL KING RETAIL STORE</b>			

**REPRESENTATIVE INFORMATION:**

Last Name <b>GREGORY</b>	First <b>WILLIAM</b>	M.I. <b>L</b>	Date <b>10-3-2024</b>
Street Address <b>4216 DEWITT AVENUE</b>		Apartment/Unit #	
City <b>MATTOON</b>	State <b>IL</b>	ZIP <b>61938</b>	
Phone <b>217-469-7224</b>	E-mail Address <b>bgregory@ruralking.com</b>		

**REQUESTED ACTION:**

Requesting additional square feet to be allowed in order to have identification on 2 elevations due to the size of the retail space and viewing distance

**DISCLAIMER AND SIGNATURE**

By signing below I state that I have read and understand the conditions of this application and have been informed as to the location, date and time of the meeting in which the Board of Zoning Appeals will review my application. I further state that I am/we are the sole and legal owner(s) of the property described herein and that I am/we are appealing to the Board of Zoning Appeals.

Signature: 

Date: **1-22-25**

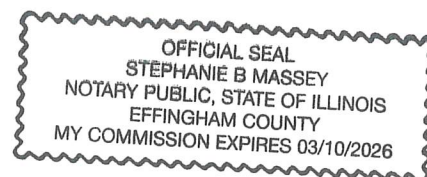
Signed before me on this **20th** day of **January**, 20**25**,

a notary public for the State of **Illinois**

County of **Effingham**

Notary 

My Commission Expires **3/10/2026**



## Variance Worksheet – Finding of Facts

*Variances.* Except as provided herein to hear and decide applications for variance from the terms of this chapter, because of exceptional narrowness, shallowness or shape of a specific piece of property which on June 16, 1981, was a lot of record or where, **because of exceptional topographic conditions or other extraordinary or exceptional situation or condition of a piece of property**, the strict application of this chapter would result in peculiar and exceptional practical difficulties to exception or undue hardship upon the owner of such property, provided that such relief may be granted without substantial detriment to the public good and without substantially impairing the intent and purpose of this chapter. In granting a variance the board may attach thereto such conditions regarding the location, character and other features of the proposed building, structure or use as it may deem advisable in furtherance of the purposes of this chapter. Before any variance is granted, the board must find all of the following, which shall be recorded, along with any imposed conditions or restrictions, in minutes and records and issued in written form to the applicant to constitute proof of the variance:

- a. The specific conditions in detail which are unique to the applicant's land. Such hardship is not shared generally by other properties in the same zoning district and the same vicinity.

***The retail space has 2 large elevations which identify the retail space from 2 separate viewing areas. Signage on both elevations will identify the space for not only customers but also emergency responders/vehicles. The space is 485' from the NE Elevation and 600' from the NW Elevation.***

- b. The manner in which the strict application of this chapter would deprive the applicant of a reasonable use of the land.

***Without signage on both elevations, this would restrict not only direction to the entrances but also possible emergency assistance, if needed. The viewing area from both elevations is necessary in order to identify the retailer on approach from 2 different angles/elevations.***

- c. The unique conditions and circumstances are not the result of actions of the applicant taken subsequent to the adoption or amendment of this chapter.

***The previous retail space here had signage on both elevations for identification. The existing space has not been altered since the previous retailer was occupying the space. This will not be a detriment to the public good but, in fact, an assistance for identification.***

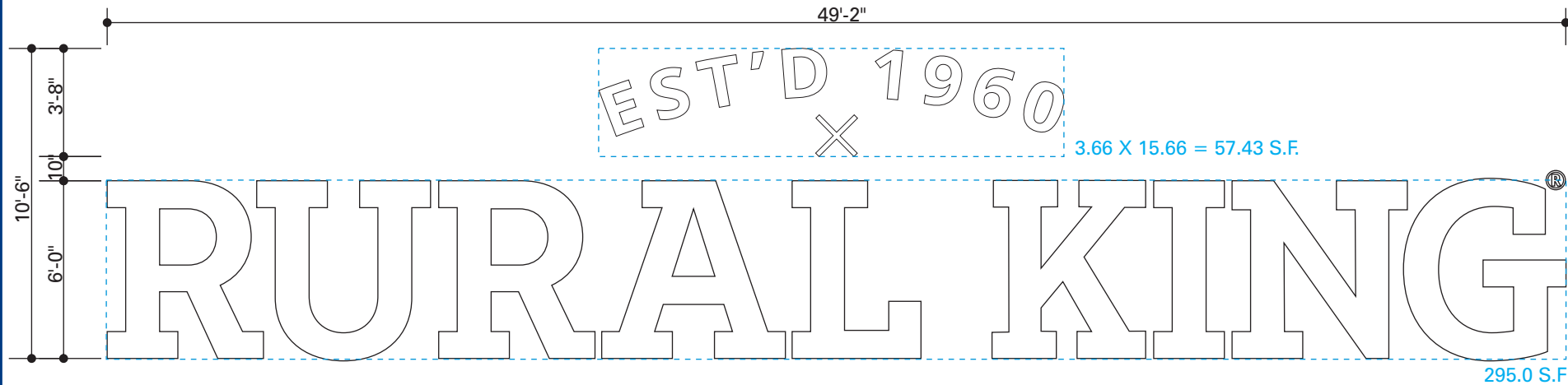
d. Reasons that the variance will preserve, not harm, the public safety and welfare and will not alter the essential character of the neighborhood.

***A variance will assist the retailer customers in identifying the store entrances. This will also direct any emergency personnel or assistance, if needed.***

Further, a variance may be granted only if the Board finds that such relief may be granted without substantial detriment to the public good and without substantially impairing the intent and purpose of the zoning plan and this chapter. Variances shall not be granted permitting an increase in floor area or density above the maximum permitted by the zoning district; allowing a use other than those specifically authorized by this chapter in the applicable zoning district; or from the denial of a zoning permit when such denial is due to the fact that such lot has no frontage on a public street unless such lot was a lot of record on June 16, 1981.

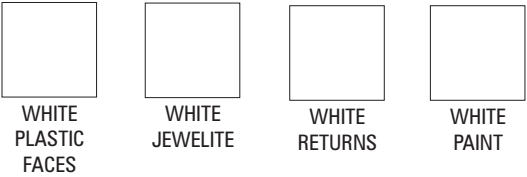
Hardship - There is no definition of a "hardship". Some guidelines, based on legal precedent, for applying the concept of unnecessary hardship are:

1. The premises of cannot be used in a manner permitted by the Zoning Ordinance unless the variance is granted.
2. A strict application of the terms of the Zoning Ordinance precludes its use for any purpose to which the land is reasonably adopted.
3. Inability to put the property to its most profitable use DOES NOT constitute a "hardship".
4. Mere inconvenience to the applicant is not sufficient grounds for determining a "hardship". In granting a variance the BZA may not make any decision that is contrary to the purpose and intent of the Zoning Ordinance.

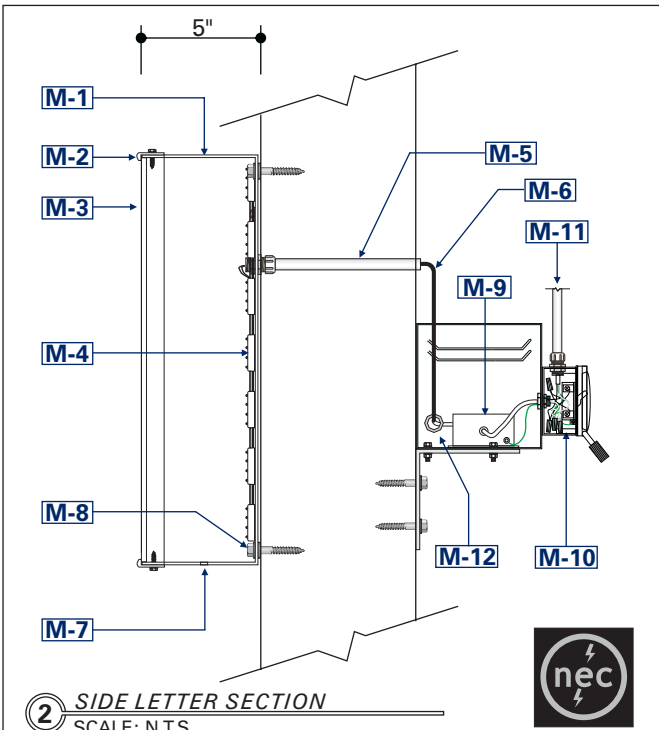


1 LETTER DETAIL  
SCALE: 3/16"=1'-0"

RURAL KING LETTERS TO BE 5" DEEP, FRONT LIT, PLEX FACE CHANNEL LETTERS WITH REMOTE POWER SUPPLIES.  
ALL SUB COPY TO BE 1/2" THICK TYPE 1 PVC (NON-ILLUMINATED) FLAT CUT OUT LETTERS STUD MOUNTED FLUSH TO FASCIA.  
TOTAL SQUARE FEET: 352.43

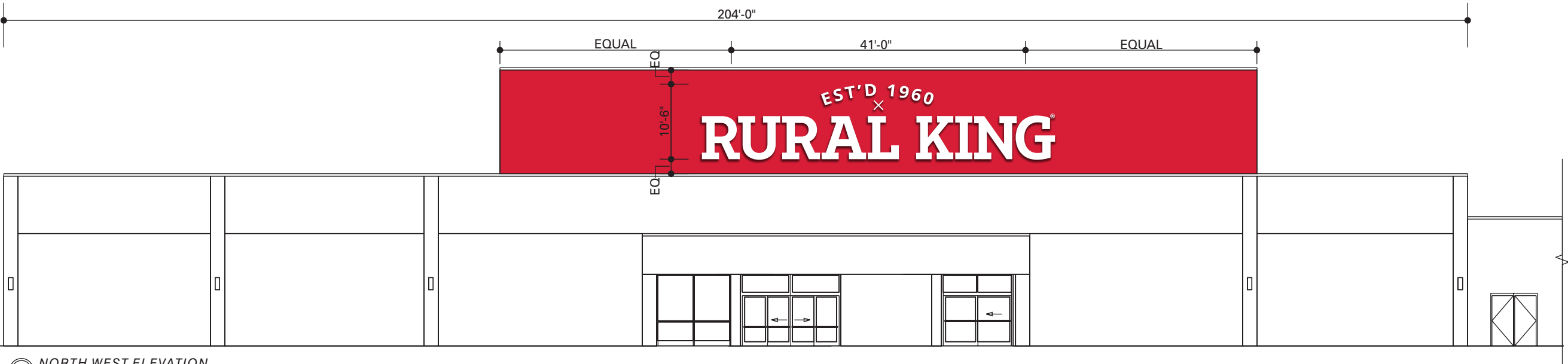


EXISTING ELEVATION



2 SIDE LETTER SECTION  
SCALE: N.T.S.

MATERIAL	DESCRIPTION
M1	ALUMINUM RETURNS AND BACKS. FINISH TO BE WHITE. INSIDE OF LETTERS TO BE WHITE.
M2	1" WHITE JEWELITE TRIM-CAPS.
M3	WHITE PLASTIC FACES.
M4	WHITE L.E.D. STRIPS MOUNTED INSIDE OF LETTERS WITH VHB DOUBLE SIDED TAPE AND SILICONE.
M5	PASS THRU SYSTEM.
M6	LOW VOLTAGE U.L. LISTED, WET/DRY LOCATIONS WIRING TO POWER SUPPLIES IN METAL BOX.
M7	1/4" WEEP HOLES AS REQUIRED.
M8	MOUNTING HARDWARE (TYPE TO BE DETERMINED BY WALL CONSTRUCTION).
M9	(120 VOLT) L.E.D. POWER SUPPLIES IN METAL BOX.
M10	DISCONNECT SWITCH ON BOX WITH LOCK.
M11	PRIMARY ELECTRICAL LEADS, POWER TO SIGN BY OTHERS.
M12	WEATHERPROOF METAL BOX BEHIND WALL.



3 NORTH WEST ELEVATION  
SCALE: 1/16"=1'-0"

INTERNATIONAL C & C CORPORATION  
DBA: SIGN X-PRESS



10831 Canal Street  
Seminole, FL 33777  
1-727-541-5573  
Fax: 1-727-544-7745  
LIC. #ES 12000419  
www.IntlSign.com

Client:  
RURAL KING  
2101 FORT HENRY  
KINGSPORT, TN.

Date:  
NOVEMBER 5, 2024

Drawing Number:  
K24102-50-KINGSPORT TN

Revisions:	DATE:	DESCRIPTION:
1	00-00	NR
2	00-00	NR
3	00-00	NR
4	00-00	NR
5	00-00	NR
6	00-00	NR
7	00-00	NR
8	00-00	NR

Sales Person:  
BETH RENFRO

Scale:  
AS NOTED

Drawn by:  
O. BARNITZ

CLIENT/LANDLORD APPROVAL

☐ APPROVED  
☐ APPROVED AS NOTED  
☐ REVISE AND RESUBMIT

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

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

SIGNATURE ABOVE ACKNOWLEDGES THAT ALL SPECIFICATIONS AND DIMENSIONS ON THESE DRAWINGS ARE UNDERSTOOD AND CORRECT.

THIS IS AN ORIGINAL DRAWING PROVIDED AS PART OF A PLANNED PROJECT AND IS NOT TO BE EXHIBITED, COPIED OR REPRODUCED WITHOUT THE WRITTEN PERMISSION OF INTERNATIONAL SIGN COMPANY OR ITS AUTHORIZED AGENTS. ALL RIGHTS RESERVED.

SIGNS WILL COMPLY TO  
FLORIDA BUILDING CODE  
2023 (8TH EDITION)  
PRIMARY ELECTRICAL POWER TO SIGN TO BE BY OTHERS. ALL POWER TO BE 120 VOLT UNLESS OTHERWISE STATED.

LISTED  
MET  
U.S.  
E212429  
ELECTRICAL TO USE  
U.L. LISTED COMPONENTS  
AND SHALL MEET ALL  
N.E.C. STANDARDS  
2020  
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.



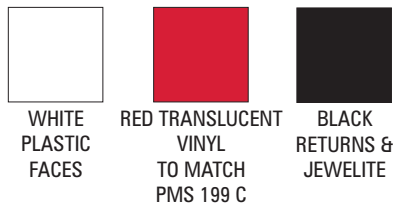
41'-0"

5'-0"

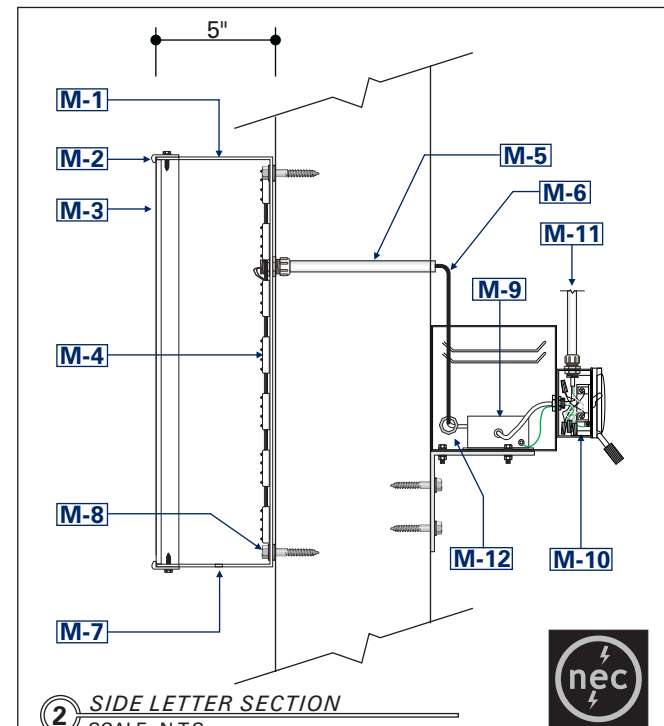
RURAL KING®

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

RURAL KING LETTERS TO BE 5" DEEP, FRONT LIT, PLEX FACE CHANNEL LETTERS  
WITH REMOTE POWER SUPPLIES.  
SQUARE FEET: 205.0

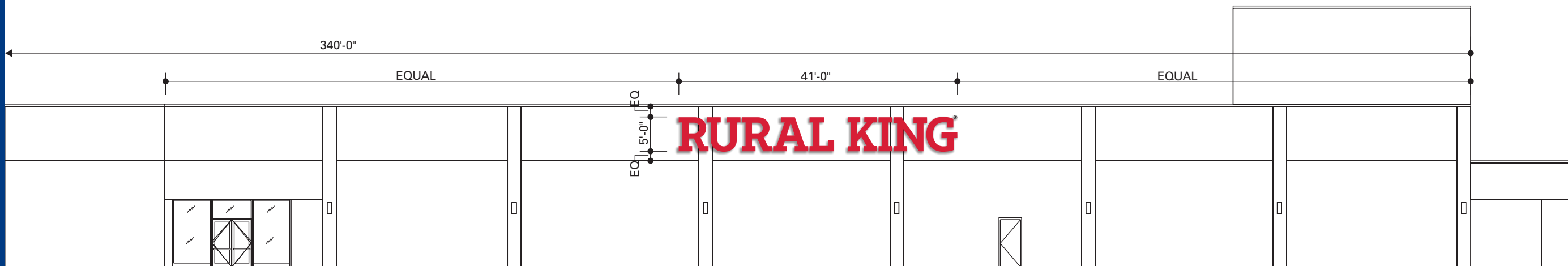


EXISTING ELEVATION



2 SIDE LETTER SECTION  
SCALE: N.T.S.

MATERIAL	DESCRIPTION
M1	ALUMINUM RETURNS AND BACKS. FINISH TO BE BLACK. INSIDE OF LETTERS TO BE WHITE.
M2	1" BLACK JEWELITE.
M3	WHITE PLASTIC FACES WITH RED TRANSLUCENT VINYL.
M4	WHITE L.E.D. STRIPS MOUNTED INSIDE OF LETTERS.
M5	PASS THRU SYSTEM.
M6	LOW VOLTAGE U.L. LISTED, WET/DRY LOCATIONS WIRING TO POWER SUPPLIES IN METAL BOX.
M7	1/4" WEEP HOLES AS REQUIRED.
M8	MOUNTING HARDWARE (TYPE TO BE DETERMINED BY WALL CONSTRUCTION).
M9	(120 VOLT) L.E.D. POWER SUPPLIES IN METAL BOX(ES).
M10	DISCONNECT SWITCH ON BOX WITH LOCK.
M11	PRIMARY ELECTRICAL LEADS, POWER TO SIGN BY OTHERS.
M12	WEATHERPROOF METAL BOX(ES) BEHIND WALL.



3 NORTH EAST ELEVATION  
SCALE: 1/16" = 1'-0"

INTERNATIONAL C & C CORPORATION  
DBA: SIGN X-PRESS

INTERNATIONAL  
Sign  
\*\*\*\*\*FLORIDA\*\*\*\*\*

10831 Canal Street  
Seminole, FL 33777  
1-727-541-5573  
Fax: 1-727-544-7745  
LIC. #ES 12000419  
www.IntlSign.com

Client:  
RURAL KING  
2101 FORT HENRY  
KINGSPORT, TN.

Date:  
NOVEMBER 5, 2024

Drawing Number:  
K24102-50-KINGSPORT TN

Revisions:	DATE:	DESCRIPTION:
1	00-00	NR
2	00-00	NR
3	00-00	NR
4	00-00	NR
5	00-00	NR
6	00-00	NR
7	00-00	NR
8	00-00	NR

Sales Person:  
BETH RENFRO

Scale:  
AS NOTED

Drawn by:  
O. BARNITZ

CLIENT/LANDLORD APPROVAL  
☐ APPROVED  
☐ APPROVED AS NOTED  
☐ REVISE AND RESUBMIT  
Signature: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_  
SIGNATURE ABOVE ACKNOWLEDGES THAT ALL SPECIFICATIONS AND DIMENSIONS ON THESE DRAWINGS ARE UNDERSTOOD AND CORRECT.

THIS IS AN ORIGINAL DRAWING PROVIDED AS PART OF A PLANNED PROJECT AND IS NOT TO BE EXHIBITED, COPIED OR REPRODUCED WITHOUT THE WRITTEN PERMISSION OF INTERNATIONAL SIGN COMPANY OR ITS AUTHORIZED AGENTS. ALL RIGHTS RESERVED.

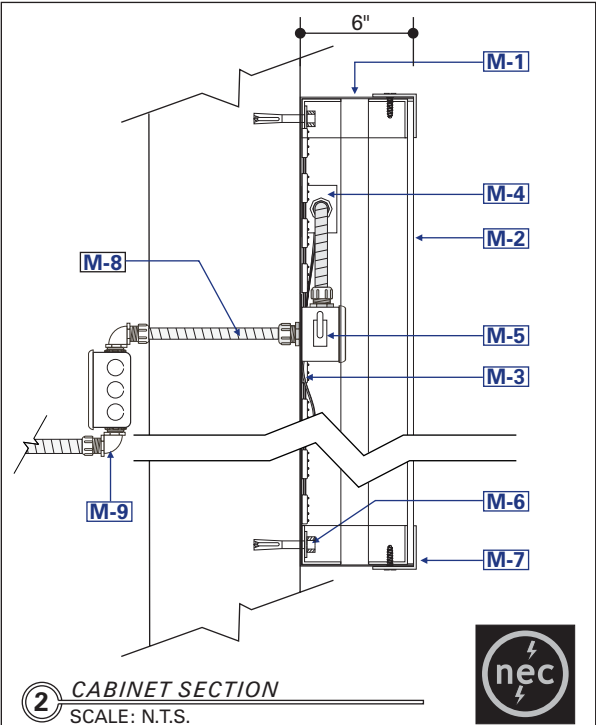
SIGNS WILL COMPLY TO  
FLORIDA BUILDING CODE  
2023 (8TH EDITION)  
PRIMARY ELECTRICAL POWER TO SIGN TO BE BY OTHERS. ALL POWER TO BE 120 VOLT UNLESS OTHERWISE STATED.  
ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS  
2020  
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.





1 CABINET DETAIL  
SCALE: 3/4"=1'-0"

RECEIVE AND INSTALL ONE (1) NEW SINGLE FACE, INTERNALLY  
ILLUMINATED WALL CABINET.  
21.0 SQUARE FEET.



2 CABINET SECTION  
SCALE: N.T.S.

MATERIAL	DESCRIPTION
M1	CABINET TO HAVE ALUMINUM SIDES & BACK OVER INTERNAL ANGLE, ALL WELDED FRAME. FINISH TO BE DETERMINED. INSIDE OF CABINET TO BE WHITE.
M2	WHITE PLASTIC FACE WITH VINYL APPLIED TO FIRST SURFACE.
M3	INDIVIDUAL L.E.D. MODULARS MOUNTED ON INSIDE OF CABINET. COLOR TO BE WHITE.
M4	120 VOLT L.E.D. POWER SUPPLIES.
M5	DISCONNECT SWITCH ON SIDE OF CABINET.
M6	MOUNTING HARDWARE (TYPE TO BE DETERMINED BY WALL CONSTRUCTION).
M7	2" ALUMINUM ANGLE FACE RETAINERS. FINISH TO BE DETERMINED.
M8	1/2" CONDUIT.
M9	J-BOX AND PRIMARY ELECTRICAL LEADS, POWER TO SIGN BY OTHERS.



3 NORTH WEST ELEVATION  
SCALE: 1/16"=1'-0"

INTERNATIONAL C & C CORPORATION  
DBA: SIGN X-PRESS

10831 Canal Street  
Seminole, FL 33777  
1-727-541-5573  
Fax: 1-727-544-7745  
LIC. #ES 12000419  
[www.IntlSign.com](http://www.IntlSign.com)

Client:  
RURAL KING  
2101 FORT HENRY  
KINGSPORT, TN.

Date:  
NOVEMBER 5, 2024

Drawing Number:  
K24102-50-KINGSPORT TN

Revisions:	
DATE:	DESCRIPTION:
1 00-00	NR
2 00-00	NR
3 00-00	NR
4 00-00	NR
5 00-00	NR
6 00-00	NR
7 00-00	NR
8 00-00	NR

Sales Person:  
BETH RENFRO

Scale:  
AS NOTED

Drawn by:  
O. BARNITZ

CLIENT/LANDLORD APPROVAL

☐ APPROVED  
☐ APPROVED AS NOTED  
☐ REVISE AND RESUBMIT

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

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

SIGNATURE ABOVE ACKNOWLEDGES THAT ALL SPECIFICATIONS AND DIMENSIONS ON THESE DRAWINGS ARE UNDERSTOOD AND CORRECT.

THIS IS AN ORIGINAL DRAWING PROVIDED AS PART OF A PLANNED PROJECT AND IS NOT TO BE EXHIBITED, COPIED OR REPRODUCED WITHOUT THE WRITTEN PERMISSION OF INTERNATIONAL SIGN COMPANY OR ITS AUTHORIZED AGENTS. ALL RIGHTS RESERVED.

SIGNS WILL COMPLY TO  
FLORIDA BUILDING CODE  
2023 (8TH EDITION)  
PRIMARY ELECTRICAL POWER TO SIGN  
TO BE BY OTHERS. ALL POWER TO BE  
120 VOLT UNLESS OTHERWISE STATED.

SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.





1 CABINET DETAIL  
SCALE: NOT TO SCALE

TWO (2) SETS OF RED VINYL FOR EXISTING FLAT WHITE PLASTIC FACES.

\*FIELD VERIFY VISIBLE OPENING.



TRANSLUCENT VINYL TO MATCH PMS 199C RED



EXISTING



PROPOSED

INTERNATIONAL C & C CORPORATION  
DBA: SIGN X-PRESS

**INTERNATIONAL Sign**  
\*\*\*\*\*FLORIDA\*\*\*\*\*

10831 Canal Street  
Seminole, FL 33777  
1-727-541-5573  
Fax: 1-727-544-7745  
LIC. #ES 12000419  
[www.IntlSign.com](http://www.IntlSign.com)

Client:  
RURAL KING  
2101 FORT HENRY  
KINGSPORT, TN.

Date:  
NOVEMBER 5, 2024

Drawing Number:  
K24102-50-KINGSPORT TN

Revisions:	
DATE:	DESCRIPTION:
1 00-00	NR
2 00-00	NR
3 00-00	NR
4 00-00	NR
5 00-00	NR
6 00-00	NR
7 00-00	NR
8 00-00	NR

Sales Person:  
BETH RENFRO

Scale:  
AS NOTED

Drawn by:  
O. BARNITZ

CLIENT/LANDLORD APPROVAL  
☐ APPROVED  
☐ APPROVED AS NOTED  
☐ REVISE AND RESUBMIT  
Signature: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_  
SIGNATURE ABOVE ACKNOWLEDGES THAT ALL SPECIFICATIONS AND DIMENSIONS ON THESE DRAWINGS ARE UNDERSTOOD AND CORRECT.

THIS IS AN ORIGINAL DRAWING PROVIDED AS PART OF A PLANNED PROJECT AND IS NOT TO BE EXHIBITED, COPIED OR REPRODUCED WITHOUT THE WRITTEN PERMISSION OF INTERNATIONAL SIGN COMPANY OR ITS AUTHORIZED AGENTS. ALL RIGHTS RESERVED.

**SIGNS WILL COMPLY TO FLORIDA BUILDING CODE 2023 (8TH EDITION)**  
PRIMARY ELECTRICAL POWER TO SIGN TO BE BY OTHERS. ALL POWER TO BE 120 VOLT UNLESS OTHERWISE STATED.  
 U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS  2020  
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.