



**TOWN OF HENRIETTA  
APPLICATION TO THE ZONING BOARD OF APPEALS  
FOR AN AREA VARIANCE**

Appeal No. ZBA-2024-011

Date 2/26/2024

I (we) Tina Arcuri Inc. of Coastal Sign Services Inc. 5374 Greggs Landing  
Name of Applicant / Business Business (Number & Street)

N. Charleston, SC 29420 hereby appeal to the Zoning Board of Appeals from the decision  
Town, State, Zip

of the Building Inspector, whereby the Building Inspector did  deny  grant a permit relating to the below property.

<u>4700 West Henrietta Rd.,</u>	<u>Henrietta</u>	<u>NY</u>	<u>14467</u>
<small>No. &amp; Street</small>	<small>City</small>	<small>State</small>	<small>Zip Code</small>
<u>175.10-2-78.1</u>	<u>B1/Industrial</u>		
<small>Tax Map No.</small>	<small>Zoning District</small>		

PROVISION(S) OF THE ZONING ORDINANCE APPEALED, (Indicate the article, section and paragraph of the Zoning Ordinance being appealed) 224-8(B)(1)  
Number Only (Do not quote the ordinance)

Description of Proposal: We are seeking a variance to allow signage on the blade/accent wall located at the front of the bldg, which would be considered an addl Pole/Monument sign. The wall has already been approved by the bldg dept, and although it is not being considered an integral part of the bldg structure we are asking to install 1 - 34.16sf logo on each side as part of our brand consistency.

Applicant should answer all statements regarding this application on page 2. Incomplete applications shall not be acted upon.

Received by: CCM Agent / Application: Tina Arcuri

Reviewed by: CCM KOWH Address: 5374 Greggs Landing, N. Charleston, SC 29420

Date of Meeting: APRIL 3<sup>RD</sup>, 2024

Phone # [REDACTED]

Email: [REDACTED]

Signature: [Handwritten Signature]

NOTE: If signature is other than owner, written authorization from owner must accompany application

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING  
**PLEASE PRINT ALL INFORMATION**

- 1) Whether an undesirable change will be produced in the character of the neighborhood or a detriment to nearby properties will be created by the granting of the area variance.  
An undesirable change will not be produced by allowing this variance, nor will a detriment to nearby properties be created. Approving the variance will grant this business the necessary signage to notify customers of the location and allow them to navigate the property effectively.
  
- 2) Whether the benefit sought by the applicant can be achieved by some method, feasible for the applicant to pursue other than an area variance.  
There is no other option to achieve the requested signage. We are seeking to brand this location and enhance the design of this building.
  
- 3) Whether the requested area variance is substantial.  
The requested variance is not substantial. We are proposing the minimum signage required to brand this site according to our national design standards for consistency.
  
- 4) Whether the proposed variance will have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district.  
Allowing this variance will not have an adverse effect on the neighborhood and district. We believe approving our request will have a positive impact by enhancing the design of the building and allowing us to bring to the Town of Henrietta our national brand design standards.
  
- 5) Whether the alleged difficulty was self-created, which consideration shall be relevant to the decision of the board of appeals, but shall not necessarily preclude the granting of the area variance.  
The alleged difficulty was not self-created. We are seeking to enhance the area and feel that by allowing us to display our brand standards, this would allow the neighborhood and district to see this location at its fullest design potential.

## APPLICATION FOR ZONING BOARD OF APPEALS

### Legal Notice to Read

Application  Of

requesting a variance for a

whereas

is allowed by code on property located at:

Application Information	
Meeting Date	<input type="text" value="April 3rd, 2024"/>
Received By	<input type="text" value="CCM"/>
Date Received	<input type="text" value="February 28th, 2024"/>
Fee Amoun Paid	<input type="text" value="\$250.00"/>
Check #	<input type="text" value="727"/>

**Statement of Applicant and Owner with Respect to Reimbursement  
of Professional and Consulting Fees**

In conjunction with an application made to the Town of Henrietta, the undersigned states, represents and warrants the following:

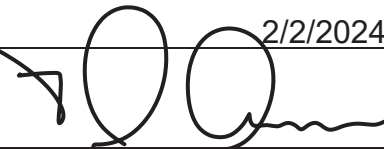
- 1) I/We am/are the applicant and owner with respect to an application to the Town of Henrietta.
- 2) I/We have been advised of, are aware of and agree to comply with the obligation to reimburse the Town of Henrietta for any and all professional and consulting fees incurred by the Town in conjunction with this and any other applications by me/us, including but not limited to engineering and/or legal fees, all as more fully set forth in the Henrietta Town Code.
- 3) I/We have been provided with, or have otherwise reviewed the Henrietta Town Code provisions related to the obligation to reimburse the Town with respect to professional and consulting fees, and agree to comply with the same.
- 4) I/We understand that this obligation shall not be dependent upon the approval or success of the application.
- 5) I/We further agree that in the event the Town of Henrietta is required to refer for collection an outstanding debt for such professional and/or consulting fees due to the Town of Henrietta, I/we shall be obligated to pay the reasonable attorney's fees incurred as a result of the Town's efforts to collect such fees. Reasonable attorney's fees shall also include any and all disbursements that may result from the commencement of litigation.
- 6) Each party to the application, including the applicant and the owner, shall be jointly and severally liable for all consulting and professional fees and expenses incurred in conjunction with the application.

Applicant: Coastal Sign Services Inc.

By: Tina Arcuri

Title: Partner

Dated: 2/2/2024

Signed: 

Owner: BJADL LLC/4700 Hen Road LLC

By: Greg Stahl

Title: Managing Member

Dated: 2/1/2024

Signed: 

## Heather Voss

---

**From:** Greg Stahl <[REDACTED]>  
**Sent:** Wednesday, March 13, 2024 1:06 PM  
**To:** Heather Voss; Ray Helfrich  
**Cc:** Greg Stahl  
**Subject:** Re: Authorization - Zoning Board - Lexus Signs

You don't often get email from gstahl@bobjohnsonauto.com. [Learn why this is important](#)

Hi Heather,  
Yes, Coastal sign is authorized to apply and represent Bob Johnson for the signs. My contact is below.

Thank you,  
Greg Stahl  
Owner  
Bob Johnson Lexus  
4700 Hen Road LLC  
Cell is [REDACTED]  
Email is [REDACTED]

---

**From:** Heather Voss <hvoss@henrietta.org>  
**Sent:** Wednesday, March 13, 2024 1:01 PM  
**To:** Greg Stahl <[REDACTED]>  
**Subject:** Authorization - Zoning Board - Lexus Signs

Hello-  
I am in the process of reviewing the application submitted to the Town's Zoning Board for a sign variance applied for by Coastal Sign Services. Since the letter of authorization submitted was placed under Coastal's letterhead and not Bob Johnson, I need to verify that they truly have the authorization to apply and represent Bob Johnson. Can you please reply to this email with your consent and be sure to include your name, title and contact information for the record. Thank you very much and let me know if you have any questions or concerns.  
Best,

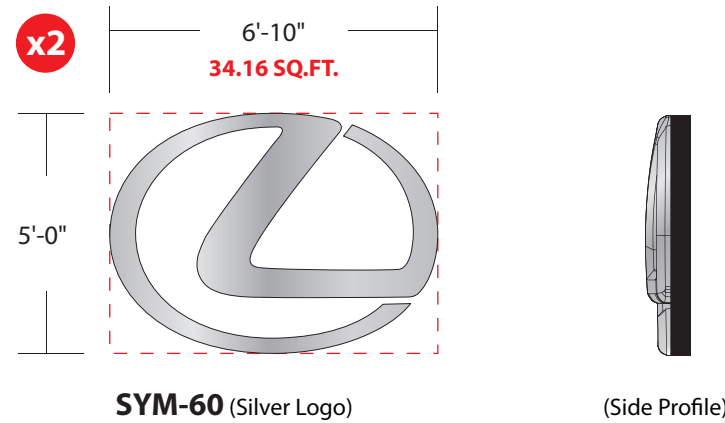
*Heather Voss*  
**Deputy Town Clerk & Records Access Officer**

Town of Henrietta  
475 Calkins Road  
Henrietta, NY 14467  
[hvoss@henrietta.org](mailto:hvoss@henrietta.org)  
(585) 359-7040  
(585) 334-9667 Fax

Help the Town of Henrietta be environmentally conscious. Think twice before printing this email.

-- Confidentiality Notice --

# Lexus Exterior Standard Building Signage



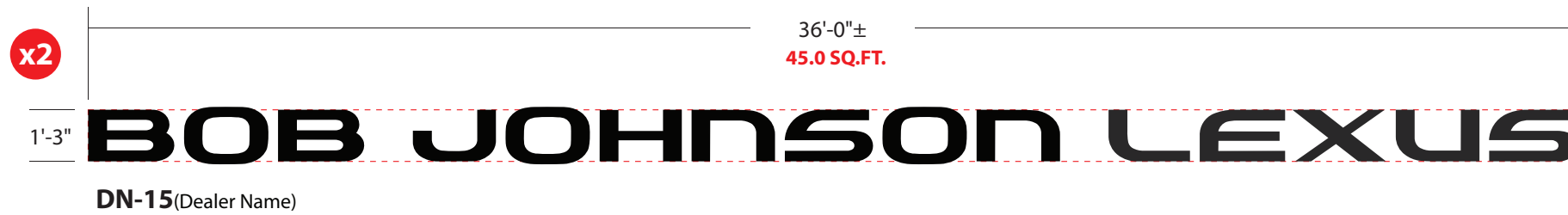
## (2) Two Illuminated Lexus Logos

### Signage Specifications:

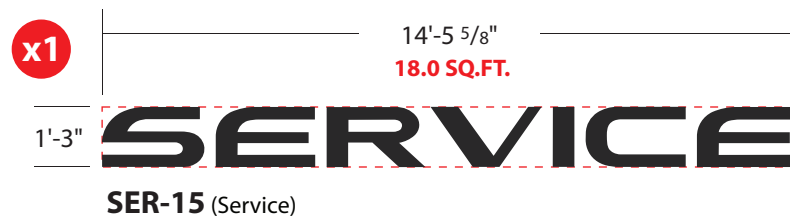
3D molded acrylic logo with painted silver finish  
5 Pass Paint Process for molded faces:

- **First pass:**
  - Q Base PB0002 – Plastic Binder Diffused Low Gloss Clear
  - Sprayed on at 15 PSI
- **2nd thru 4th passes**
  - QH&F TC002 – Deep Chrome Transparent Coating
  - Sprayed on at 8 PSI

- White # 2447 backer panel with digital print applied first surface
- Black trim-cap retainers
- Black aluminum returns
- Agilight 6500 white LED's
- Electrical hook-up by others



*Note: Letters reduced to 15" height due to available wall area*



## (2) Two Sets of Illuminated Dealer Name Letters

## (1) One Set of Illuminated Service Letters

### Signage Specifications:

- Aluminum cabinets & F-Trim black
- #2447 white acrylic faces with a #2074 gray acrylic overlay
- Illuminated white LED
- Electrical hook-up supplied by others

Project ID

AD2-54933

Date: 08-24-2023  
Scale: 1/4"=1'-0"  
Sales: A.DiMarco  
Designer: R.Ferrara

Rev. #: R6  
Date: 01-29-2024

Revision Note:  
(2) two sets of illuminated dealer name letters

Conceptual

Information Required:

Master

Electrical

120V  347V

Other \_\_\_\_\_

Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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**Bob Johnson Lexus**  
4700 Henreitta Rd.  
Henreitta, NY.

Sign Item

Building Signage

# Elevations

Project ID

AD2-54933

Date: 08-24-2023

Scale: 1/16"=1'-0"

Sales: A.DiMarco

Designer: R.Ferrara

Rev. #: R6

Date: 01-29-2024

Revision Note:

No change

Conceptual

Information Required:

Master

Electrical

120V  347V

Other \_\_\_\_\_

Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

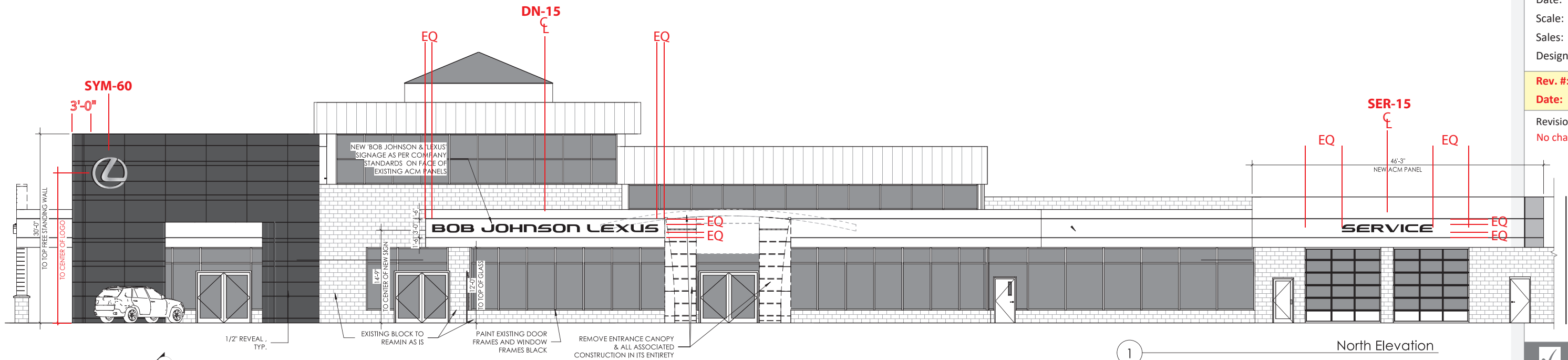
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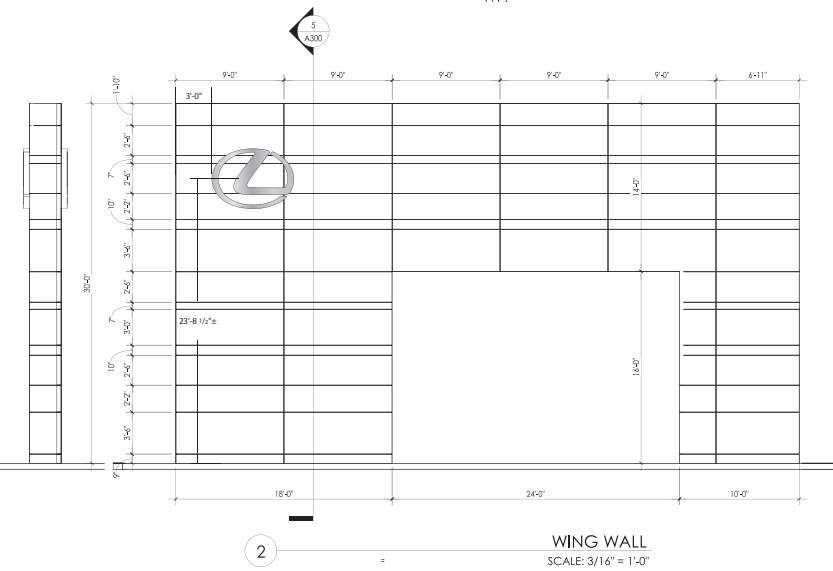
**Bob Johnson Lexus**  
4700 Henreitta Rd.  
Henreitta, NY.

Sign Item

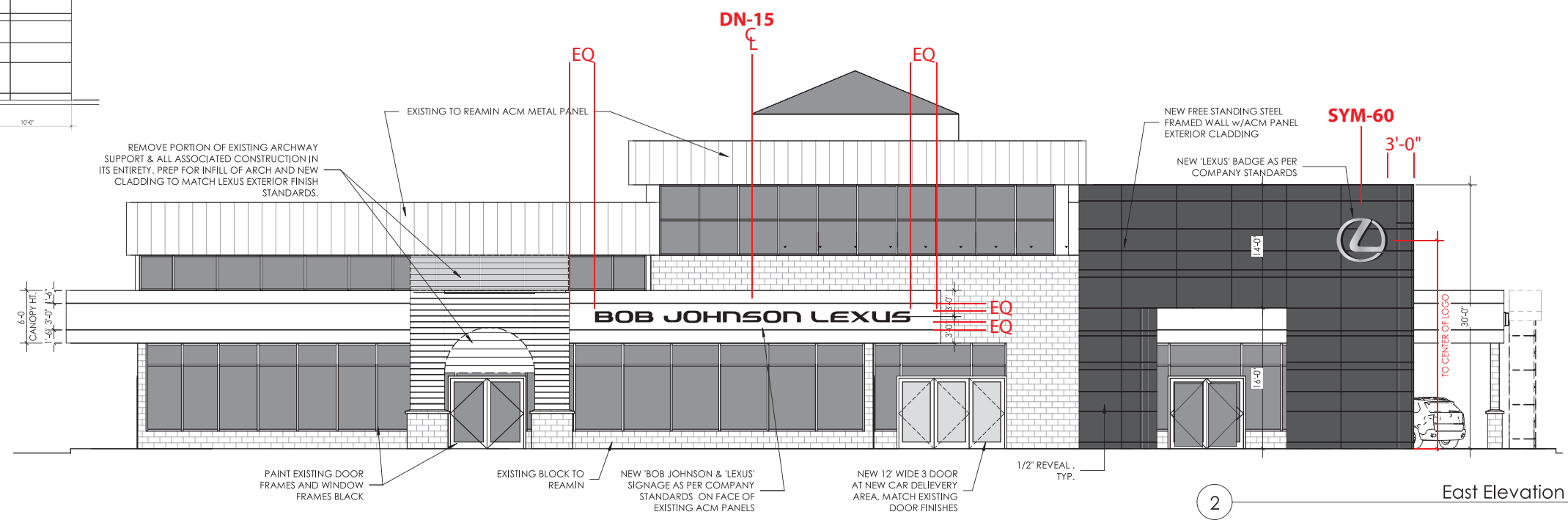
Elevations



1 North Elevation

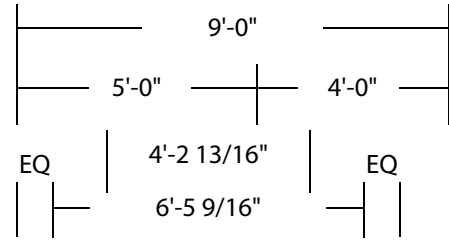


2 WING WALL SCALE: 3/16" = 1'-0"



2 East Elevation

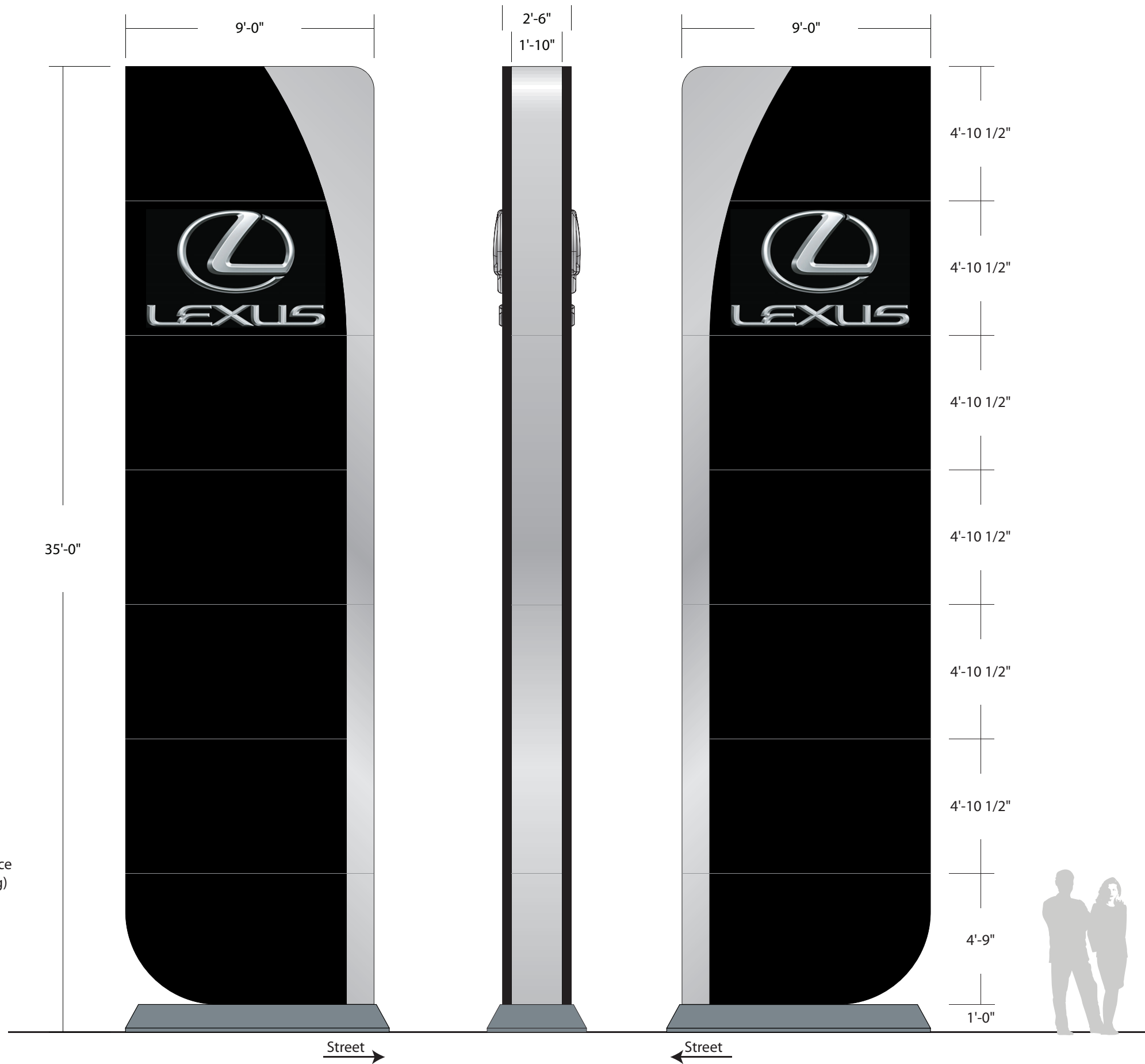
# Lexus Main Brand Sign - 9'x35'



EQ  
3'-0"  
5 1/16"  
9 1/4"  
EQ

## MBS-935 Brand Sign Specifications:

- ACM Finish is 70% Gloss - Alpolac 4mm TBL Black finish
- Stainless Steel vertical brushed # 4 finish
- Edge lighting: Clear acrylic with 3M 3635-222 black perforated vinyl applied first surface with white diffuser vinyl applied second surface. (No visible fasteners)
- Brand Signature routed out
- Mustang Bright Brushed acrylic
- 3D Molded symbol and logotype pushed thru
- White # 2447 backer panel with digital print applied first surface
- Agilight LED's (6500 for mark and logo / 5000 for edge lighting)
- Electrical hook-up by others
- Aluminum base cover painted to match PMS 430c



Project ID	
AD2-54933	
Date:	08-24-2023
Scale:	1/4"=1'-0"
Sales:	A.DiMarco
Designer:	R.Ferrara

Rev. #:	R6
Date:	01-29-2024

Revision Note:  
No change

Conceptual

Information Required:

Master

Electrical

120V  347V

Other \_\_\_\_\_

Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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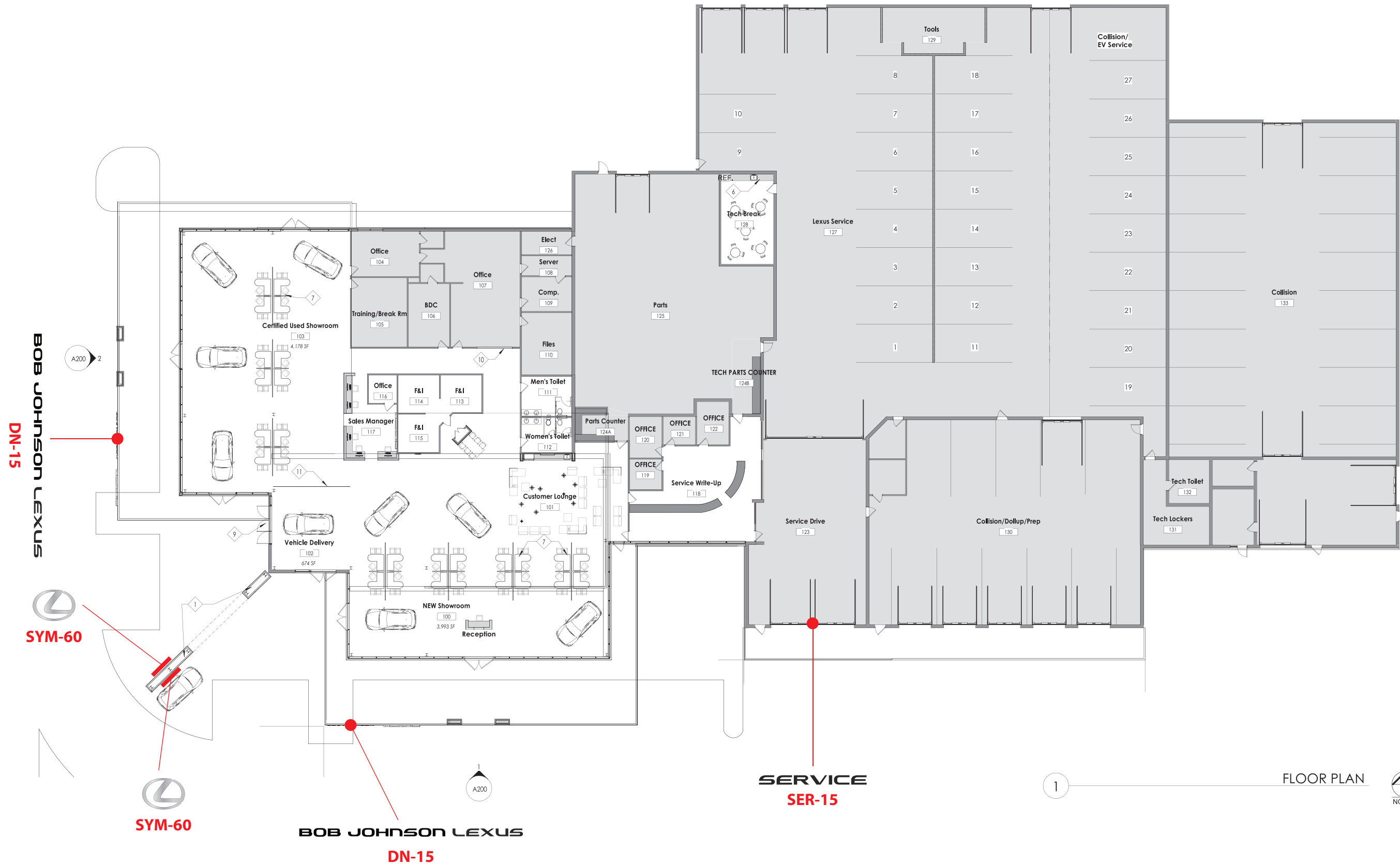
**Bob Johnson Lexus**  
4700 Henreitta Rd.  
Henreitta, NY.

Sign Item

MBS-935



# Roof Plan View



## Project ID

AD2-54933

Date: 08-24-2023  
 Scale: N.T.S.  
 Sales: A.DiMarco  
 Designer: R.Ferrara

Rev. #: R6  
 Date: 01-29-2024

Revision Note:  
 No change

## Conceptual

Information Required:

Master

Electrical

120V 347V

Other \_\_\_\_\_

## Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

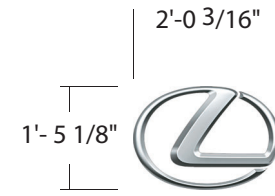
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**Bob Johnson Lexus**  
 4700 Henreitta Rd.  
 Henreitta, NY.

Sign Item

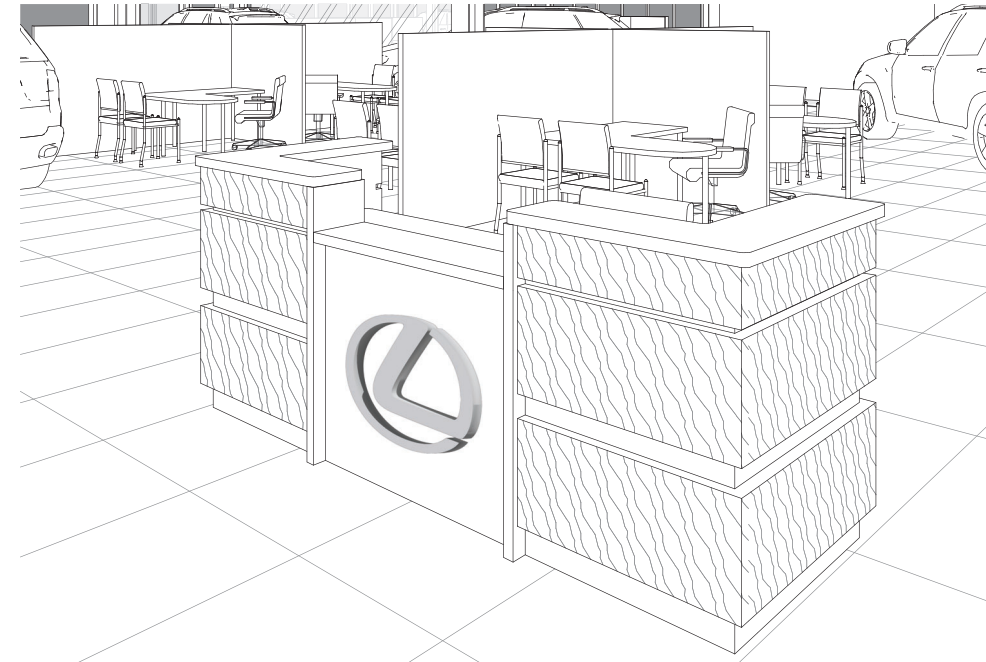
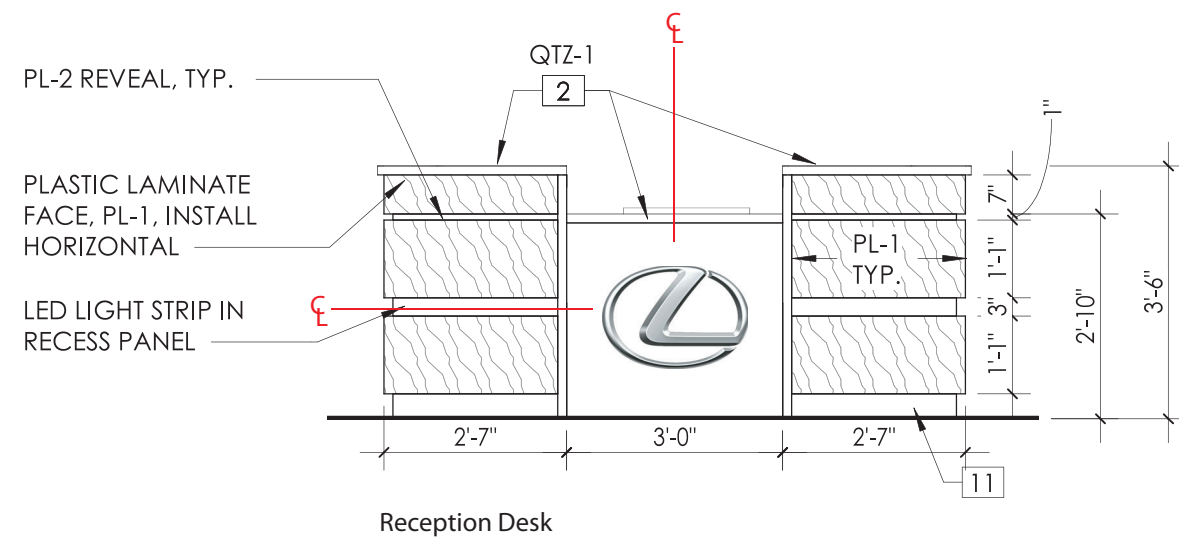
Roof Plan View

# Interior Lexus Logo LN-01-17-S



LN-01-17-S  
3D Molded Symbol  
Mustang Bright Brushed Acrylic  
Mounted to reception desk

*Note: 3D molded symbol used on MH-10 monument sign*



## Project ID

AD2-54933

Date: 08-24-2023  
Scale: 3/8"=1'-0"  
Sales: A.DiMarco  
Designer: R.Ferrara

**Rev. #: R6**  
**Date: 01-29-2024**

Revision Note:  
No change

## Conceptual

Information Required:

Master

Electrical

120V  347V

Other \_\_\_\_\_

## Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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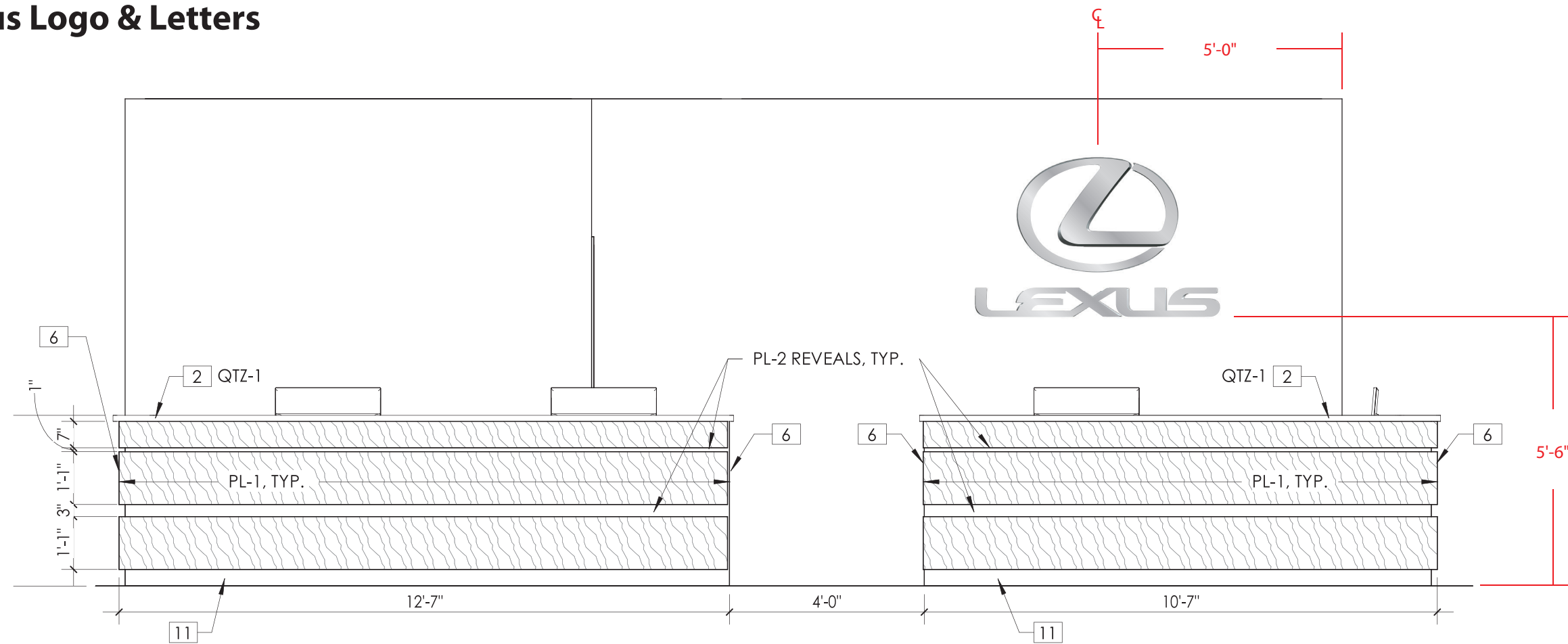
**Bob Johnson Lexus**  
4700 Henreitta Rd.  
Henreitta, NY.

Sign Item

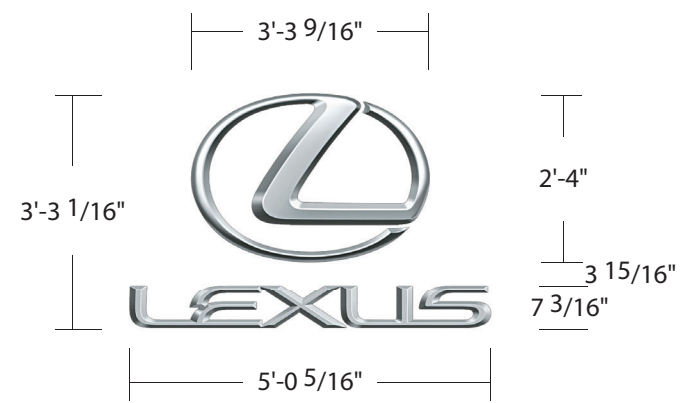
LN-01-17-S

# Interior Lexus Logo & Letters

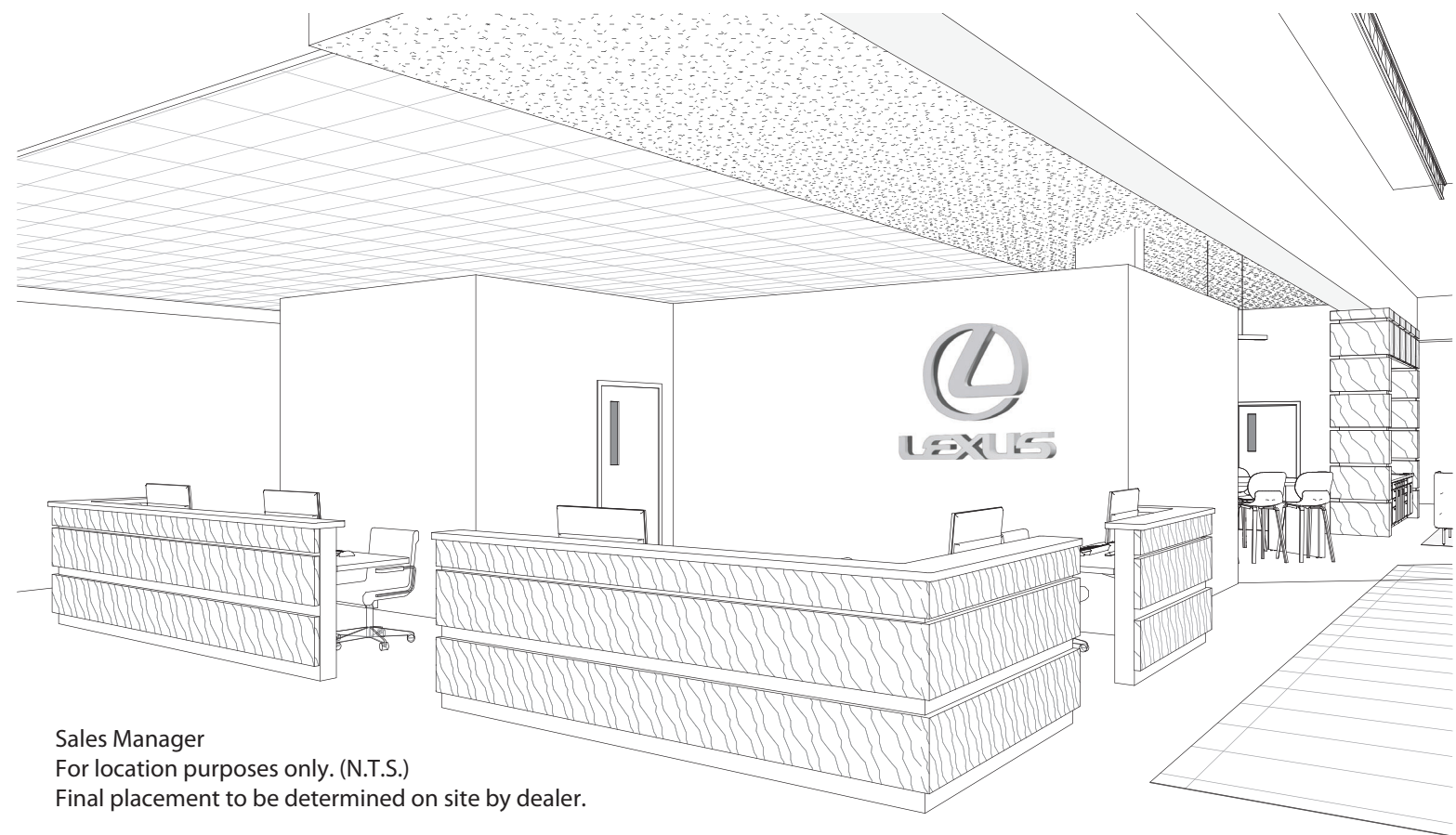
## LN-01-28



Sales Manager



LN-01-28  
3D Molded Symbol and Wordmark  
Mustang Bright Brushed Acrylic  
Mounted to Sales Managers wall



Sales Manager  
For location purposes only. (N.T.S.)  
Final placement to be determined on site by dealer.

**Project ID**  
AD2-54933

Date: 08-24-2023  
Scale: 3/8"=1'-0"  
Sales: A.DiMarco  
Designer: R.Ferrara

**Rev. #: R6**  
**Date: 01-29-2024**

Revision Note:  
No change

**Conceptual**

Information Required:

**Master**

**Electrical**

120V  347V

Other \_\_\_\_\_

**Customer Approval**

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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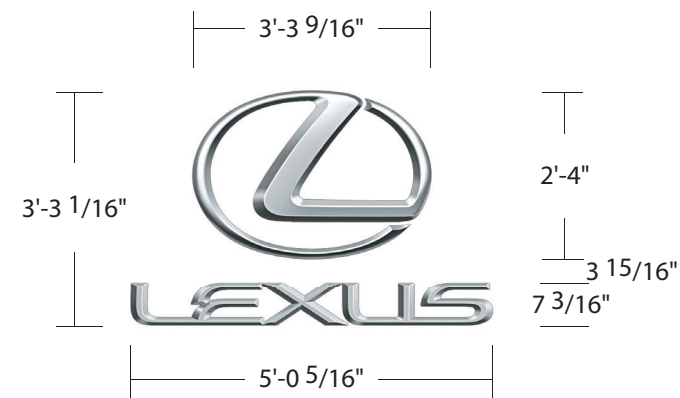
**Bob Johnson Lexus**  
4700 Henreitta Rd.  
Henreitta, NY.

**Sign Item**

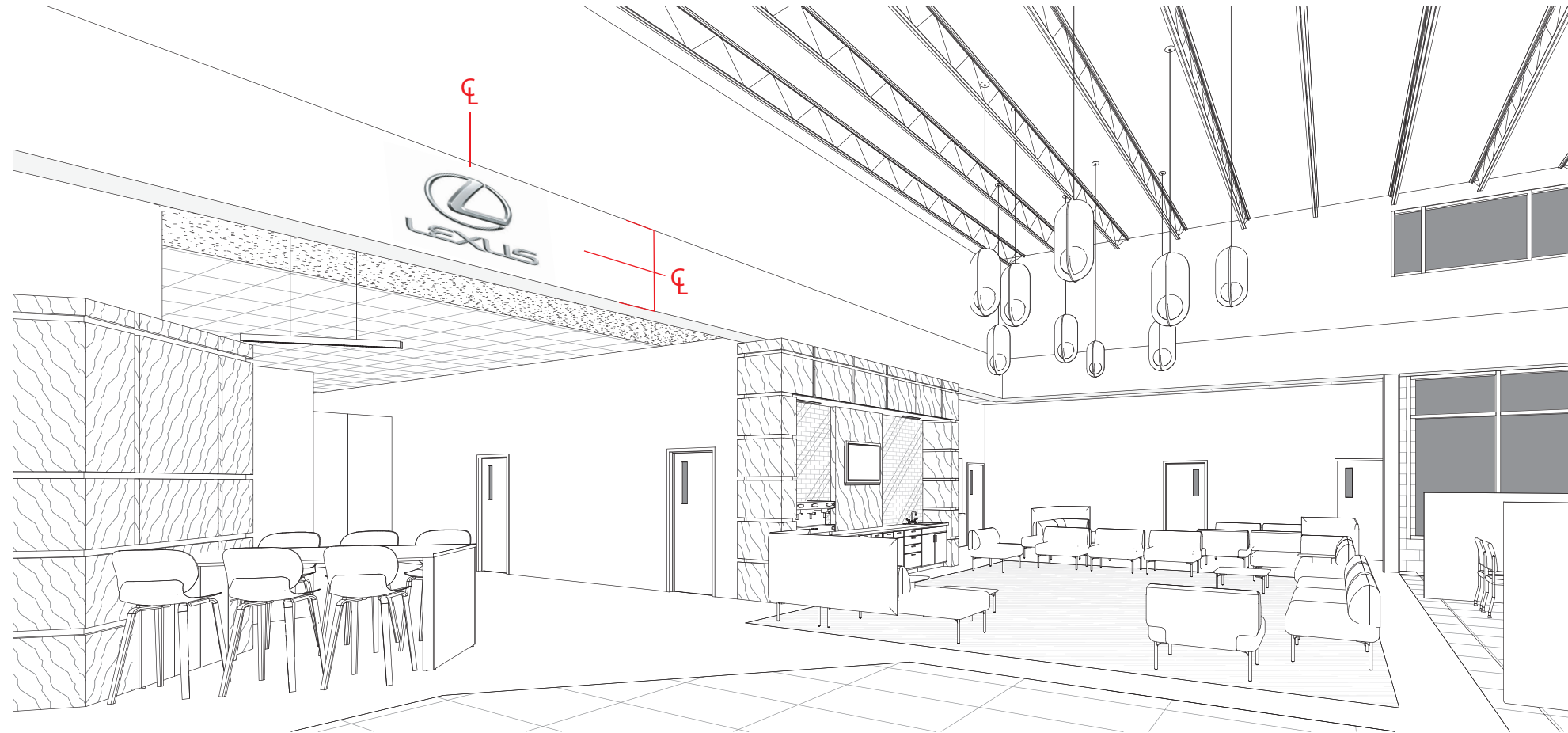
LN-01-28

# Interior Lexus Logo & Letters - Customer Lounge

LN-01-28



LN-01-28  
 3D Molded Symbol and Wordmark  
 Mustang Bright Brushed Acrylic  
 Mounted to Sales Managers wall



Customer Lounge  
 For location purposes only. (N.T.S.)  
 Final placement to be determined on site by dealer.

Project ID

AD2-54933

Date: 08-24-2023  
 Scale: 3/8"=1'-0"  
 Sales: A.DiMarco  
 Designer: R.Ferrara

Rev. #: R6

Date: 01-29-2024

Revision Note:  
 No change

Conceptual

Information Required:

Master

Electrical

120V  347V

Other \_\_\_\_\_

Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

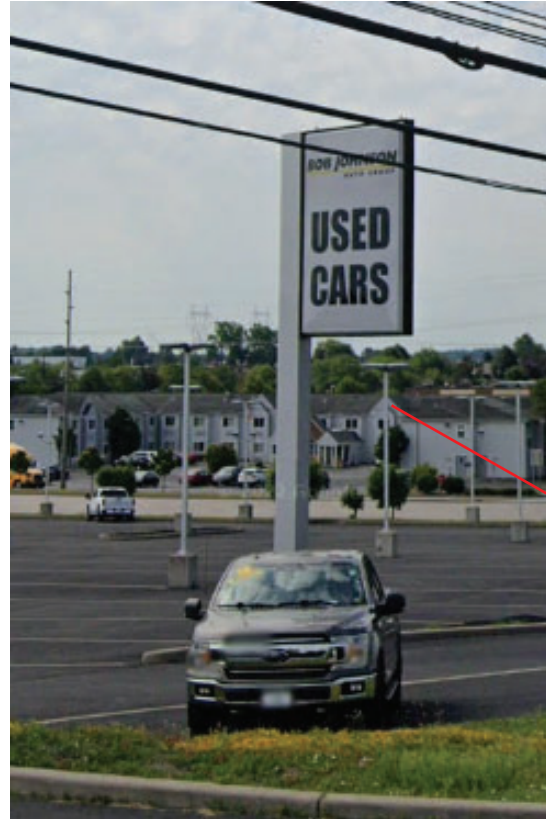
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**Bob Johnson Lexus**  
 4700 Henreitta Rd.  
 Henreitta, NY.

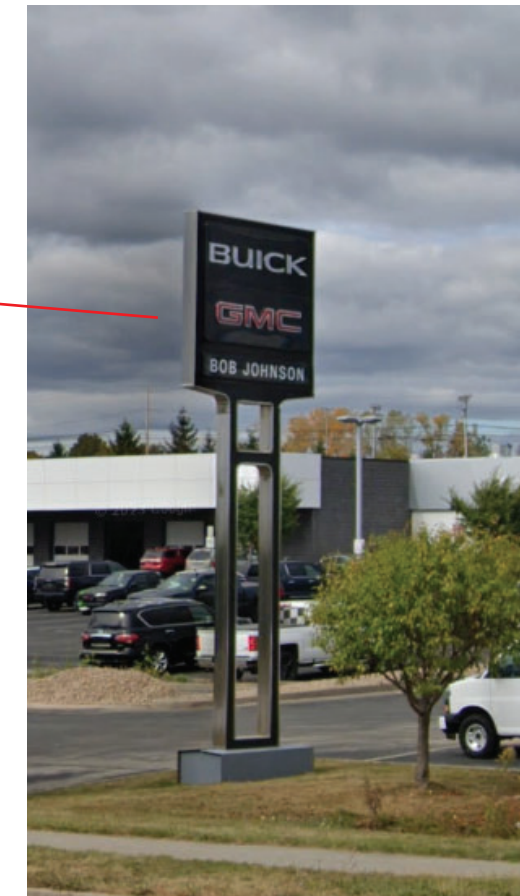
Sign Item

LN-01-28

# Existing Pylons Signs



Existing Used Cars pylon on Henrietta Rd. to be removed.



Existing Buick GMC pylon on Lehigh Station Rd. to remain as is.

Project ID

AD2-54933

Date: 08-24-2023

Scale: N.T.S.

Sales: A.DiMarco

Designer: R.Ferrara

Rev. #: R6

Date: 01-29-2024

Revision Note:

Added photos of existing pylons on site

Conceptual

Information Required:

Master

Electrical

120V  347V

Other \_\_\_\_\_

Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

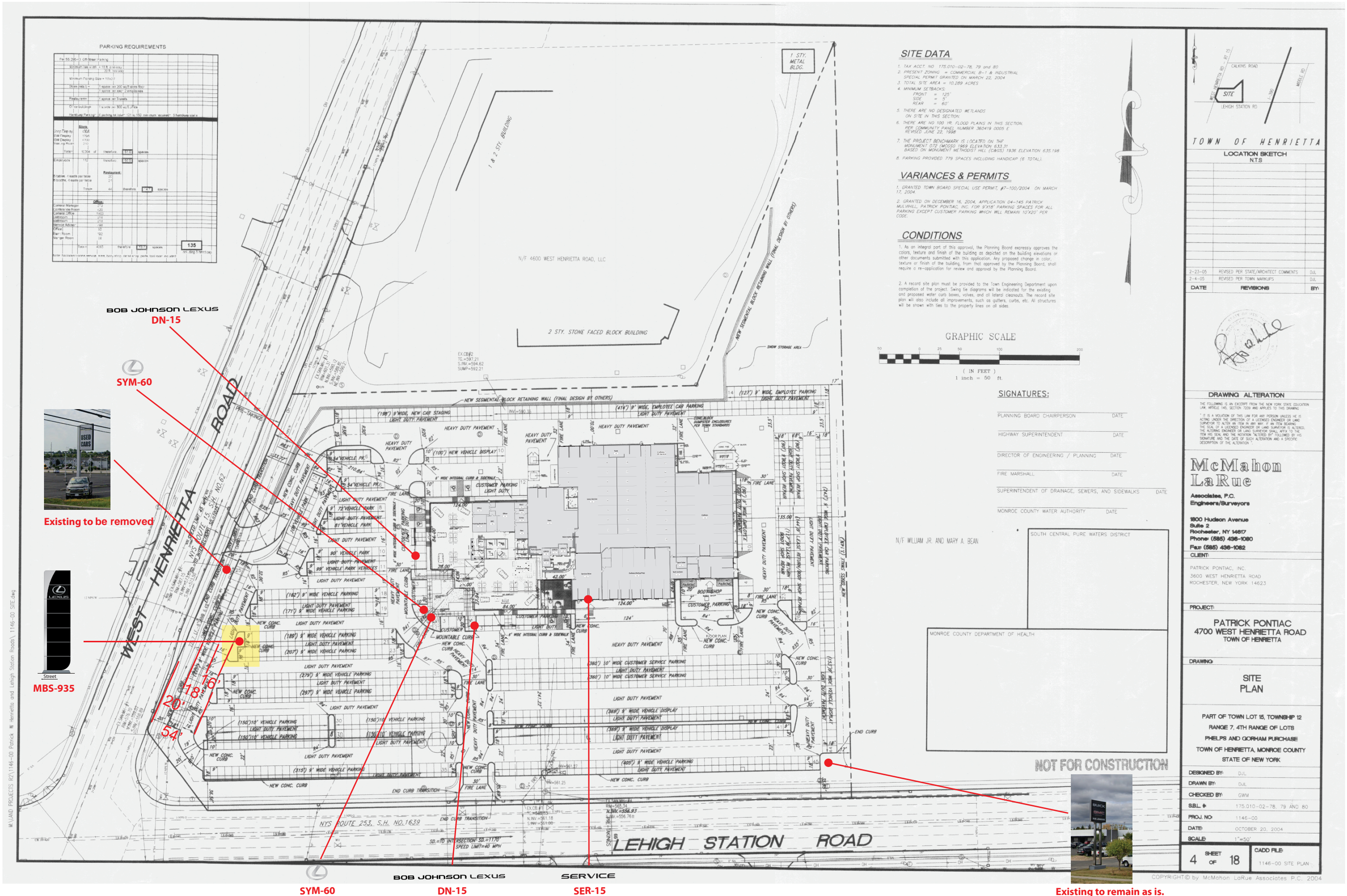
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**Bob Johnson Lexus**  
4700 Henreitta Rd.  
Henreitta, NY.

Sign Item

Existing Pylon Signs

# Site Plan



## Project ID

AD2-54933

Date: 08-24-2023  
 Scale: N.T.S.  
 Sales: A.DiMarco  
 Designer: R.Ferrara

Rev. #: R6  
 Date: 01-29-2024

Revision Note:  
 Added existing pylons and building signs to site plan

Conceptual

Information Required:

Master  
 Electrical  
 120V  347V  
 Other \_\_\_\_\_

## Customer Approval

Signature \_\_\_\_\_  
 MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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**Bob Johnson Lexus**  
 4700 Henrietta Rd.  
 Henrietta, NY.

Sign Item  
 Site Plan