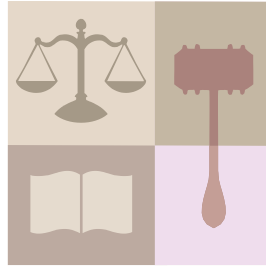


TOWN OF SMITHFIELD BOARD OF ADJUSTMENT AGENDA PACKET



Chairman: Stephen Upton
Vice-Chairman: Mark Lane

Sarah Edwards
Keith Dimsdale
Jeremy Pearce
Richard Upton
Monique Austin

Stephen Wensman, AICP, RLA, Planning Director
Mark Helmer AICP, CZO, Senior Planner
Julie Edmonds, Administrative Assistant

Meeting Date: Thursday, January 26, 2023

Meeting Time: 6:00 p.m.

Meeting Place: Council Chambers, Smithfield Town Hall

**AGENDA
BOARD OF
ADJUSTMENT REGULAR
MEETING JANUARY 26,
2023
MEETING TIME: 6:00 PM
TOWN HALL**

Call to Order.

Approval of the minutes for July 28, 2022

Approval of the 2023 meeting schedule

Public Hearing.

BA-23-01 Deacon Jones CDJR: The applicant is requesting a variance to the Town of Smithfield Unified Development Ordinance, Article 10, Section 10.43.2, Single Tenant Business District Signs to allow for a total of six (6) wall mounted signs on property located within the B-3 (Highway Entrance Business) zoning district. The property considered for a variance is located on the northeast side of the intersection of North Brightleaf Boulevard and Canterbury Road. The property is further identified as Johnston County Tax ID# 15004022.

Old Business.

New Business.

Adjournment.



2023
Board of Adjustments Meeting Schedule

Thursday, January 26, 2023

Thursday, February 23, 2023

Thursday, March 30, 2023

Thursday, April 27, 2023

Thursday, May 25, 2023

Thursday, June 29, 2023

Thursday, July 27, 2023

Thursday, August 31, 2023

Thursday, September 28, 2023

Thursday, October 26, 2023

Thursday, November 30, 2023

Thursday, December 28, 2023

****All meetings begin at 6:00 pm and are held in the Town Council
Chambers****

**Draft
Smithfield
Board of Adjustment Minutes
Thursday, July 28, 2022
6:00 P.M.,
Town Hall, Conference Room**

Members Present:

Stephen Upton, Chairman
Mark Lane, Vice Chairman
Sarah Edwards
Richard Upton
Jeremy Pearce
Keith Dimsdale
Monique Austin

Members Absent:

Staff Present:

Mark Helmer, Senior Planner

Staff Absent:

Julie Edmonds, Administrative Support Specialist

CALL TO ORDER

Approval of minutes from April 28, 2022

Jeremy Pearce made a motion, seconded by Richard Upton to approve the minutes as written.
Unanimously Approved

Open Public Hearing

Monique Austin made a motion, seconded by Sarah Edwards to open the public hearing.

BA-22-03 DNB Ventures, LLC: The applicant is requesting a variance to the Town of Smithfield Unified Development Ordinance, Article 8, Section 8.9, B-3 Highway Entrance Business District to allow for a 2.5-foot reduction to the required 15-foot side yard width for the construction of a free-standing building to be located within a B-3 (Business) zoning district. The property considered for a variance is located on the southwest side of the intersection on Dail Street and North Brightleaf Boulevard and further identified as Johnston County Tax ID# 15007006.

Mark Helmer stated DNB Ventures, LLC, is requesting a 2.5' variance from the side yard building setback on the property located at 928 N. Brightleaf Boulevard to redevelop the property with a new commercial building. The UDO allows for a 50% reduction to the 35-foot corner side yard when existing lots are nonconforming due to substandard lot widths. This reduction has been applied to the proposed project. This reduction will create a 17.5-foot building setback along Dail Street. The site plan, with the exception of the western side yard setback, shows all other development standards can and will be met to include parking, landscaping, curb, gutters and sidewalks.

The proposed structure will be located approximately 12.5 feet from the western most property line. The adjacent property has an existing building, that at its closest point, is 10 feet from the

property line. In total there will be a minimum of 22.5 feet between buildings. Granting a 2.5-foot variance to the required side yard building setback will not be a detriment to the health, welfare and safety of adjacent properties nor the public at large. The proposed building will be within 12.5 feet of a side property line and therefor will require a 2.5-foot variance to the Town of Smithfield Unified Development Ordinance, Article 8, Section 8.9 B-3 Highway Entrance Business, 8.9.1 Dimensional Requirements, (D) Side Yard Setback of 15 feet.

STAFF FINDING OF FACT:

In order to approve a variance, the Board of Adjustments shall find all of the following provisions can be met (Staff's finding are in bold/ italic):

4 .10 .2 .2 .1. Unnecessary hardship would result from the strict application of the Ordinance. It shall not be necessary to demonstrate that, in the absence of the variance, no reasonable use can be made of the property. **Without the variance, the site cannot be redeveloped with a functional modern building with required parking.**

4 .10 .2 .2 .2. The hardship results from conditions that are peculiar to the property, such as location, size, or topography. Hardships resulting from personal circumstances, as well as hardships resulting from conditions that are common to the neighborhood or the general public, may not be the basis for granting a variance. ***The corner property was created prior to current zoning and the corner side-yard setback requirement. The corner side-yard setback severely impacts the redevelopment potential of this narrow lot. Reduction to the western side yard setback must be considered since no further reduction to the corner side yard is recommended due to the proposed buildings already close proximity to the public right-of- w ay of Dail Street.***

4.10.2.2.3. The hardship did not result from actions taken by the applicant or the property owner. The act of purchasing property with knowledge that circumstances exist that may justify the granting of a variance shall not be regarded as a self-created hardship. ***The property and structures existed prior to current zoning which has created the hardship.***

4.10.2.2.4. *The requested variance is consistent with the spirit, purpose, and intent of the Ordinance, such that public safety is secured, and substantial justice is achieved. The variance is consistent with the spirit, purpose, and intent of the Ordinance and is the least amount of variance needed for a viable site plan.*

Planning Staff recommends the Board of Adjustment approve the variance, BA-22-03, based on the finding of fact.

Planning Staff recommends approval of 2.5-foot variance to the Town of Smithfield Unified Development Ordinance, Article 8, Section 8.9 B-3 Highway Entrance Business, 8.9.1 Dimensional Requirements, (D) Side Yard Setback of 15 feet with the following recommended motion:

“Move to approve variance BA-22-03 based on the finding of fact for variances.

Mark Lane made a motion to adjourn, seconded by Keith Dimsdale. Unanimously Approved

Julie Edmonds

A handwritten signature in black ink that reads "Julie Edmonds". The script is cursive and fluid, with the first letters of each word being capitalized and prominent.

Administrative Support Specialist
Town of Smithfield Planning Department



Request for Board of Adjustment Action

Agenda BA-23-
Item: 01
Date: 1/26/23

Subject: 1109 N Brightleaf Blvd Variance
Department: Planning
Presented by: Mark Helmer, Senior Planner
Presentation: Yes

Issue Statement

The applicant is requesting a variance to the Town of Smithfield Unified Development Ordinance, Article 10, Section 10.43.2, Single Tenant Business District Signs to allow for a total of six (6) wall mounted signs on property located within the B-3 (Highway Entrance Business) zoning district.

Financial Impact

None.

Action Needed

To hold an evidentiary hearing and to review the variance request and to decide whether to approve, approve with conditions or deny.

Recommendation

Planning Staff recommends approval of variance BA-23-01 based on finding of fact.

Approved: Town Manager Town Attorney

Attachments:

- Staff Report
- Application
- Site Plan/Survey



Staff Report

Agenda Item: BA-23-01
Date: 1/26/23

REQUEST:

The applicant is requesting a variance to the Town of Smithfield Unified Development Ordinance, Article 10, Section 10.43.2, Single Tenant Business District Signs to allow for a total of six (6) wall mounted signs on property located within the B-3 (Highway Entrance Business) zoning district.

PROJECT LOCATION:

The property considered for a variance is located on the northeast side of the intersection of North Brightleaf Boulevard and Canterbury Road. The property is further identified as Johnston County Tax ID# 15004022.

CASE DATA:

Applicant: Deacon Jones CDJR
Property Owner: The Three J's LLC
Tax ID#: 15004022
Town/ETJ: Town
Acreage: 5.29 acres
Present Zoning: B-3 (Highway Entrance Business)
Existing Use: Automobile Sales
Water Service: Town of Smithfield
Sewer Service: Town of Smithfield
Electrical Service: Town of Smithfield

ADJACENT ZONING AND LAND USE:

	Zoning	Existing Use
North	R-10 Residential	Residential
South:	B-3	Commercial
West:	B-3	Commercial
East:	B-3	Commercial

STAFF ANALYSIS:

The applicant is currently enlarging the Chrysler, Dodge, Ram, Jeep building and requesting addition wall mounted signs bringing the total to 6 signs. The combined total area of the all the proposed signs equal to 119 square feet and will be mounted on a 150-foot linear wall face North Brightleaf Boulevard. No variance for additional sign area is being requested at this time.

In accordance with Article 10.24.2, the maximum signs permitted on a single tenant development shall not exceed 4 signs and 1 square foot per linear foot of wall.

10.24.2. Single Tenant Business District Signs (O/I, B-1, B-2, B-3 and Business Conditional Zoning).

Permitted Sign Type(s)	Specific Applicability	Maximum Area	Maximum Height	Maximum Number
BUILDING MOUNTED				
Wall	Frontage on street, public parking area, common parking area in a planned shopping center or a public access walkway.	1 sq. ft. for each linear foot of wall frontage or 5% of wall whichever is greater	N/A	4

Since only 4 wall signs are permitted, a variance for 2 additional wall mounted signs is requested.

STAFF FINDING OF FACT:

In order to approve a variance, the Board of Adjustments shall find all of the following provisions can be met (Staff's finding are in *bold/italic*):

4.10.2.2.1. Unnecessary hardship would result from the strict application of the Ordinance. It shall not be necessary to demonstrate that, in the absence of the variance, no reasonable use can be made of the property. *Without the variance, the applicant will need to create custom signs specifically tailored to meet the Town of Smithfield minimum standards for signs. The dealership is unique in that the number of car brands represented and the unique requirement of each brand is creating the hardship.*

4.10.2.2.2. The hardship results from conditions that are peculiar to the property, such as location, size, or topography. Hardships resulting from personal circumstances, as well as hardships resulting from conditions that are common to the neighborhood or the general public, may not be the basis for granting a variance. *The multi-faceted façade of the building and the number of unique car brands requiring identification has created a condition that is unique to this building and requires the*

applicant to create custom signs that are appropriate for the chosen design of the façade' and brands.

4.10.2.2.3. The hardship did not result from actions taken by the applicant or the property owner. The act of purchasing property with knowledge that circumstances exist that may justify the granting of a variance shall not be regarded as a self-created hardship. *The subject property is not a multi-tenant development and the single tenant standard of a four-wall sign maximum does not address the unique needs of a multi-brand dealership - a hardship not created by the applicant.*

4.10.2.2.4. The requested variance is consistent with the spirit, purpose, and intent of the Ordinance, such that public safety is secured, and substantial justice is achieved. *The variance as requested will not jeopardize the health, welfare and safety of the public.*

RECOMMENDATION:

Planning Staff recommends the Board of Adjustment approve the variance, BA-23-01, based on the finding of fact.

RECOMMENDED MOTION:

Planning Staff recommends approval of the variance request to the Town of Smithfield Unified Development Ordinance, Article 10, Section 10.43.2, Single Tenant Business District Signs to allow for a total of six (6) wall mounted signs on property located within the B-3 (Highway Entrance Business) zoning district.

"Move to approve variance BA-23-01 based on the finding of fact for variances.



Town of Smithfield
 Planning Department
 350 E. Market St. Smithfield, NC 27577
 P.O. Box 761, Smithfield, NC 27577
 Phone: 919-934-2116
 Fax: 919-934-1134

VARIANCE APPLICATION

Pursuant to Article 4, of the Town of Smithfield Unified Development Ordinance, an owner of land within the jurisdiction of the Town (or a duly authorized agent) may petition the Board of Adjustment for relief from a requirement of the Unified Development Ordinance and to permit construction in a manner otherwise prohibited by this Ordinance where specific enforcement would result in unnecessary hardship.

In granting variances, the Board of Adjustment may impose such reasonable conditions as will insure that the use of the property to which the variance applies will be as compatible as practicable with the surrounding properties.

Variance applications must be accompanied by nine (9) sets of the complete application, nine (9) sets of required plans, an Owner's Consent Form (attached) and the application fee.

SITE INFORMATION:

Name of Project: Deacon Jones CDJR Acreage of property: 5.294
 Parcel ID Number: 260413-24-1290 Tax ID: 561208286
 Deed Book: 3933 Deed Page(s): 99
 Address: 1109 N Brightleaf Blvd
 Location: Smithfield B-3 District

Existing Use: B/S-1, Auto Dealership Proposed Use: Same
 Existing Zoning District: B-3
 Requested Zoning District: N/A

Is project within a Planned Development: Yes No
 Planned Development District (if applicable):

Variance Request (List Unified Development Code sections and paragraph numbers)
 UDO, article 10, part III. Regulations for signs 10.24.2 Single tenant development within B-3 Zoning district.

FOR OFFICE USE ONLY

File Number: _____ Date Received: _____ Amount Paid: _____

OWNER INFORMATION:

Name: Ken Jones
Mailing Address: 1109 N Brightleaf Blvd. Smithfield, NC 27577
Phone Number: 919-631-9700 Fax: _____
Email Address: kjones@deaconjonesautogroup.com

APPLICANT INFORMATION:

Applicant: Deacon Jones Auto Group - Richie Brady
Mailing Address: 1109 N Brightleaf Blvd. Smithfield, NC 27577
Phone Number: 919-631-7648 Fax: _____
Contact Person: Richie Brady
Email Address: rbrady@deaconjonesautogroup.com

REQUIRED PLANS AND SUPPLEMENTAL INFORMATION

The following items must accompany a variance application. This information is required to be present on all plans, except where otherwise noted:

- All required plans (please see the plan requirements checklist).
- Owner Consent form
- A Statement of Justification.
- Required Finding of Fact.
- Other Applicable Documentation: _____

STATEMENT OF JUSTIFICATION

Please provide detailed information concerning all requests. Attach additional sheets if necessary.

The variance requested would be to allow 6 wall signs for this property. We currently have 4 auto brands under one roof (Chrysler, Jeep, Dodge and Ram) with 3 separate entities (Jeep, Chrysler/Dodge/Ram, Service) and with 3 separate dealer agreements. We are requesting a variance to allow 6 signs instead of 4 ("Deacon Jones", "Chrysler", "Dodge", "Jeep", "Ram" and "Service".) To note, we are under the sq footage threshold (119 sq ft) compared to the 150' of linear frontage. This is a unique situation as no other dealer in the county has this many brands/entities under the same roof. Part of our renovation plan includes creating a new Jeep showroom that is segregated from the Chrysler/Dodge/Ram side of the building.

REQUIRED FINDINGS OF FACT

Article 4, Section 4.10.2.2 of the Town of Smithfield Unified Development Ordinance requires applications for a variance to address the following findings. The burden of proof is on the applicant and failure to

adequately address the findings may result in denial of the application. Please attach additional pages if necessary.

4.10.2.2.1 Unnecessary hardship would result from the strict application of the Ordinance. It shall not be necessary to demonstrate that, in the absence of the variance, no reasonable use can be made of the property.

Strict application of the ordinance may make us out of compliance with our manufacturers' requirements and will impair our ability to compete for our customer base.

4.10.2.2.2. The hardship results from conditions that are peculiar to the property, such as location, size, or topography. Hardships resulting from personal circumstances, as well as hardships resulting from conditions that are common to the neighborhood or the general public, may not be the basis for granting a variance.

Our situation is peculiar to our property because we are the only automotive dealership in Smithfield with 4 separate franchises at a single location, and the current signage code does not recognize us as a business with multiple entities. Our current signage displays each brand we sell, yet the new code will not allow us to put our signage back.

4.10.2.2.3. The hardship did not result from actions taken by the applicant or the property owner. The act of purchasing property with knowledge that circumstances exist that may justify the granting of a variance shall not be regarded as a self-created hardship.

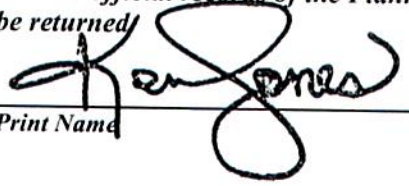
This hardship did not result from any actions of Deacon Jones. Rather, it was caused when Chrysler Corporate created a separate division for "Ram" and "Jeep" thereby increasing our need for additional signage.

4.10.2.2.4. The requested variance is consistent with the spirit, purpose, and intent of the Ordinance, such that public safety is secured and substantial justice is achieved.

We understand and respect the intent of the ordinance. In our unique situation, our pre existing franchises have split into 4 brands with 3 separate entities, and a larger service shop is required. No other car dealer in the area has a similar situation. The service sign will also serve as a directional sign, and public safety will not be compromised by the variance.

APPLICANT AFFIDAVIT

I/We, the undersigned, do hereby make application and petition to the Board of Adjustment of the Town of Smithfield to approve the subject Variance request. I hereby certify that I have full legal right to request such action and that the statements or information made in any paper or plans submitted herewith are true and correct to the best of my knowledge. I understand this application, related material and all attachments become official records of the Planning Department of the Town of Smithfield, North Carolina, and will not be returned.



Print Name



Signature of Applicant

1-5-23
Date



Town of Smithfield
 Planning Department
 350 E. Market St Smithfield, NC 27577
 P.O. Box 761, Smithfield, NC 27577
 Phone: 919-934-2116
 Fax: 919-934-1134

OWNER'S CONSENT FORM

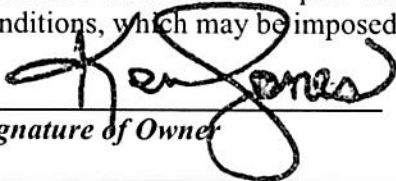
Name of Project: Deacon Jones CDJR

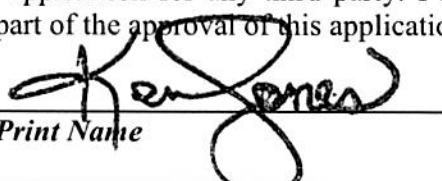
Submittal Date: _____

OWNERS AUTHORIZATION

I hereby give CONSENT to _____ (type, stamp or print clearly full name of agent) to act on my behalf, to submit or have submitted this application and all required material and documents, and to attend and represent me at all meetings and public hearings pertaining to the application(s) indicated above. Furthermore, I hereby give consent to the party designated above to agree to all terms and conditions which may arise as part of the approval of this application.

I hereby certify I have full knowledge the property I have an ownership interest in the subject of this application. I understand that any false, inaccurate or incomplete information provided by me or my agent will result in the denial, revocation or administrative withdrawal of this application, request, approval or permits. I acknowledge that additional information may be required to process this application. I further consent to the Town of Smithfield to publish, copy or reproduce any copyrighted document submitted as a part of this application for any third party. I further agree to all terms and conditions, which may be imposed as part of the approval of this application.

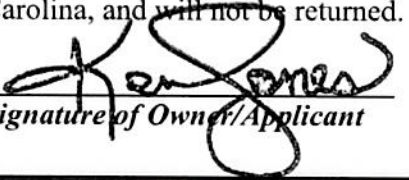

 Signature of Owner

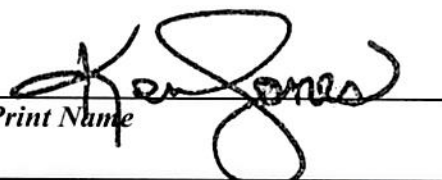

 Print Name

1-5-23
 Date

CERTIFICATION OF APPLICANT AND/OR PROPERTY OWNER

I hereby certify the statements or information made in any paper or plans submitted herewith are true and correct to the best of my knowledge. I understand this application, related material and all attachments become official records of the Planning Department of the Town of Smithfield, North Carolina, and will not be returned.


 Signature of Owner/Applicant


 Print Name

1-5-23
 Date

FOR OFFICE USE ONLY

File Number:	Date Received:	Parcel ID Number:
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DODGE

Jeep



RAM

SITE BRANDBOOK



- I CODE RESEARCH
- II INVENTORY/SITE PLAN
- III INVENTORY/RECOMMENDATION
- IV RECOMMENDED SIGN DETAIL



CODE RESEARCH

Chrysler Code Information

A) Date Completed: _____ Completed By: _____

B) Site Street Address: 1109 N BRIGHT LEAF BLVD

C) Town / City / State / Zip: Smithfield, NC, 27577

D) Contact for Permit / Zoning: Mark Helmer, Planner

E) Contact Telephone: 919-934-2116 ex 1112

F) Jurisdiction: City / Town: Town of Smithfield Address: _____
 or County of: _____ City, ST Zip: _____

G) Zoning Classification for Property: B3, Business

H) What year of IBC is used? 2018

I) Permit application fee: \$ 50.00

J) Permitting process time frame: 1- 3 Weeks

K) What drawings are required? (SEDs) Site plan, Elevations, Sign Details, Sealed Engineering

L) Are any authorization letters required? LoA

M) Any review boards or committees? No

N) License(s) required to obtain permits? Contractors, Business

O) Must permits be obtained in person? _____

P) Are inspections required? Footing, final

Q) Is a permit required if only refacing? Yes Yes No

R) Is there a variance / appeals process? Yes Yes No

S) Estimated time frame for variance process: 2-3 months

T) Are temporary or "coming soon" banners allowed? Yes Yes No

U) Are freestanding temporary signs allowed? (ie. 4' x 8' Coming Soon) _____ Yes No

V) Do temporary signs require a permit? Yes Yes No

W) How long may temporary signs be displayed? 30 Days

ATTACHED SIGNS

1) Formula for calculating allowable square footage: Primary: The greater of 1 Sf per 1' lineal of wall frontage or 5 % of the wall frontage

2) SF Allowed - Front Façade _____

3) SF Allowed - Side Façade Secondary sign 0.5 sf 1' lineal of building facing side street

4) SF Allowed - Side Façade Secondary sign 0.5 sf 1' lineal of building facing side street

5) SF Allowed - Rear Façade N/A

6) How is sign area calculated? Smallest geometric shape

7) Is SF transferable from one façade to another? No

8) Does a façade require street frontage to allow wall signs? Yes

9) Total # of wall signs allowed per site or per façade: NTE SF allowance

10) May signs be internally illuminated? Yes No No flashing or blinking, no illumination w/in 150' of residential/residential-agricultural district 12am-6am unless light impact at property line is inconsequential

11) Maximum height from top of wall sign to ground: NTE roofline

12) Maximum sign / letter height: Not regulated

13) Special codes regarding storefront building / colors: No

14) Are raceways required? No

15) Are "Service", "Exit" or "Parts" incidentals counted in SF? No

FREESTANDING SIGNS

1) Formula for calculating allowable square footage: Set allowance

2) Total overall area allowed: 75 SF Maximum height: 6 feet

3) Number of freestanding signs allowed: 1 Internal illumination allowed? No flashing/blinking/animation

4) Power line clearance: _____ Clearance from grade: Not regulated

5) Wind Load: 115 MPH Site triangle requirements: Cannot block LOS

6) Required distance between freestanding signs: Not regulated

7) Setback of sign from right-of-way or property line: 10 feet

8) Material Restrictions: N/A

DIRECTIONAL SIGNS

9) Number allowed: Not regulated Maximum square footage: _____

10) Illumination allowed? No flashing/blinking/animation Maximum height: 36 inches

11) Count against SF? No Separation restrictions: No

12) Permit required? _____ Logo allowed? Yes



REMOVE ONLY INVENTORY

E-01



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RECOMMENDATION DETAIL

N-01

INVENTORY

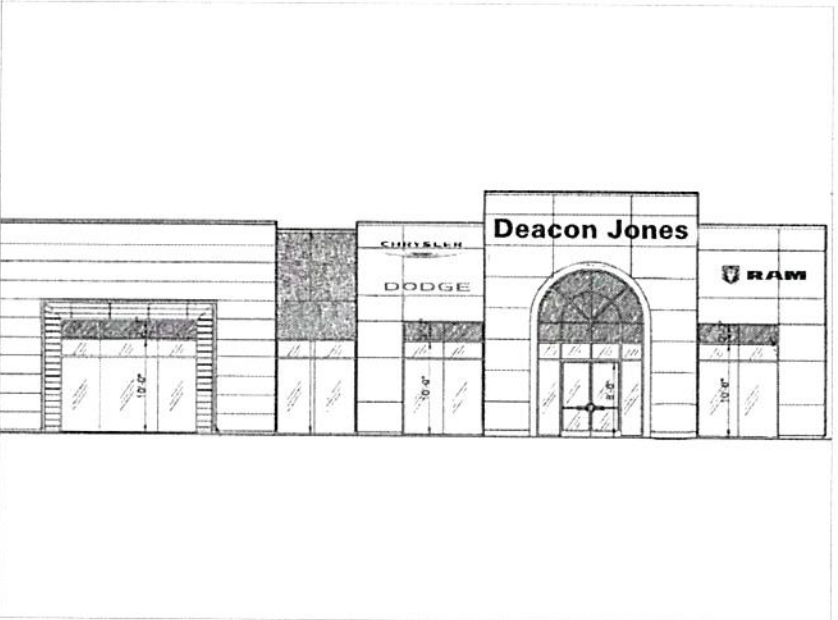
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
<ul style="list-style-type: none"> 9 Series Chrysler Badge 9 Series Dodge Badge 9 Series Ram Badge 24" Dealer Name Letters
Wall Repair Action
N/A



Recommendation Comments
Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install new Dealer Name Letters, Chrysler, Dodge, and Ram Badges, and make final electrical connection.



RECOMMENDATION DETAIL

N-02

INVENTORY

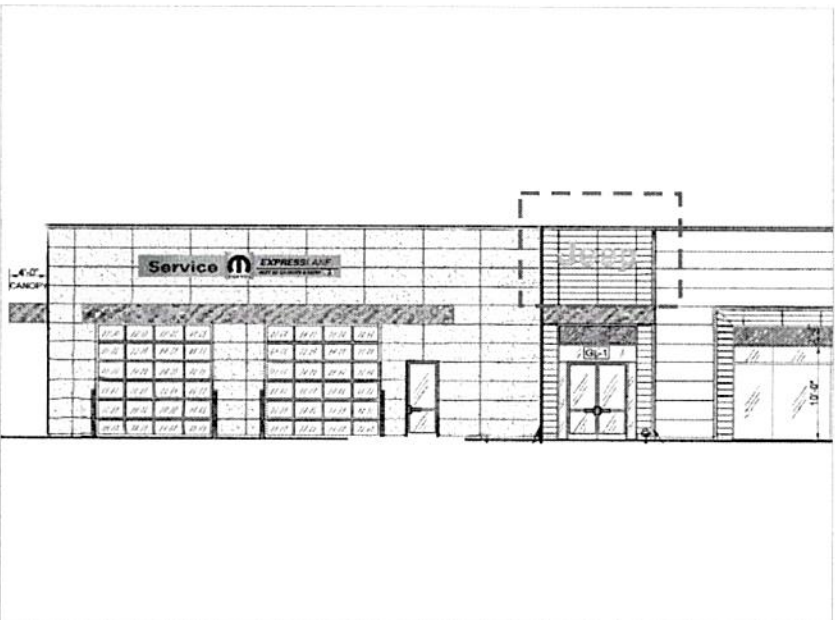
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
J-34 Jeep Letters
Wall Repair Action
N/A



Recommendation Comments
Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install new Jeep and make final electrical connection.



RECOMMENDATION DETAIL

N-03

INVENTORY

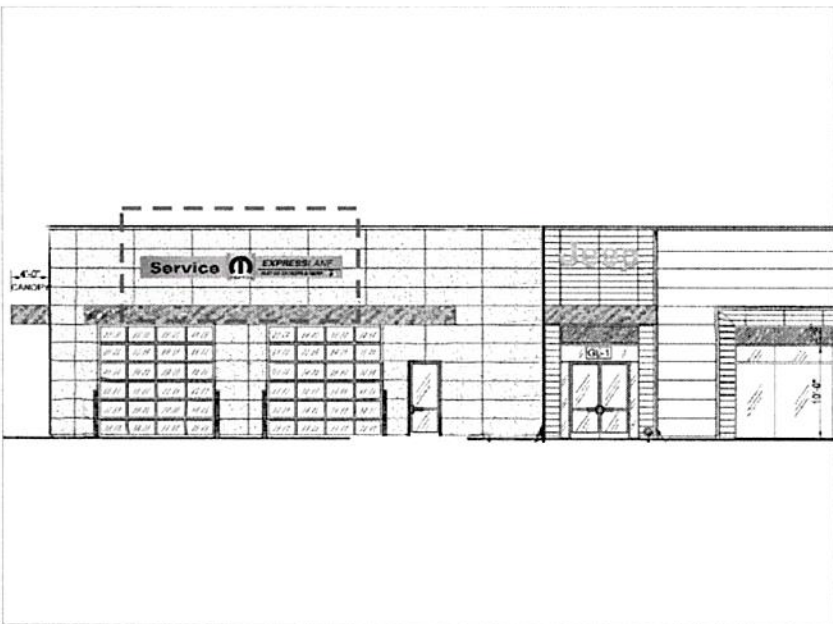
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	



Inventory Comments
N/A

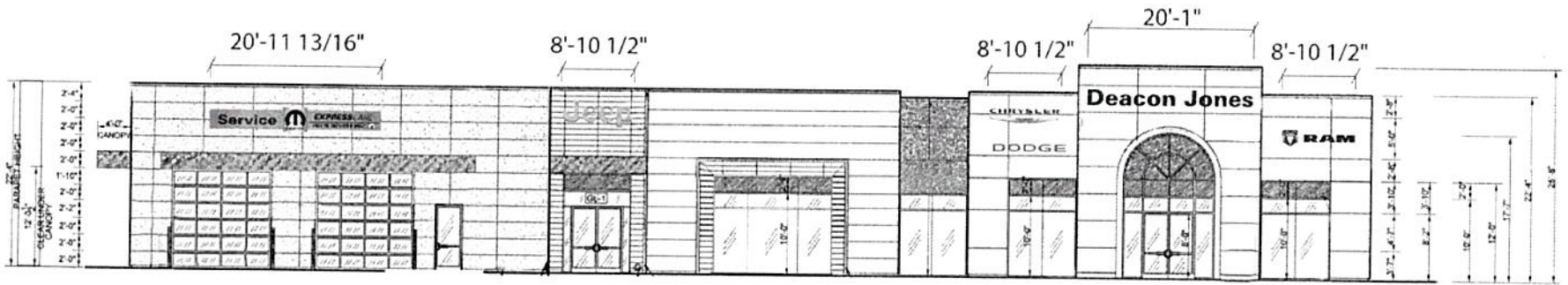
RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
MP35/SWS/EXS
Wall Repair Action
N/A



Recommendation Comments

Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install new Support Letters and make final electrical connection.



Wall signs to be centered and equally spaced in available area.
 Mopar sign to be centered above garage bay.
 Available wall area must be verified in field prior to installation.



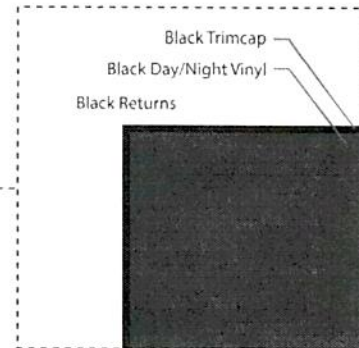
DODGE

Jeep



SIGN DETAIL

**24" DEALER NAME
LETTERS**



24" **Deacon Jones** 20'-1"

24" LETTERSET

Square Footage

- 10.17 ft²

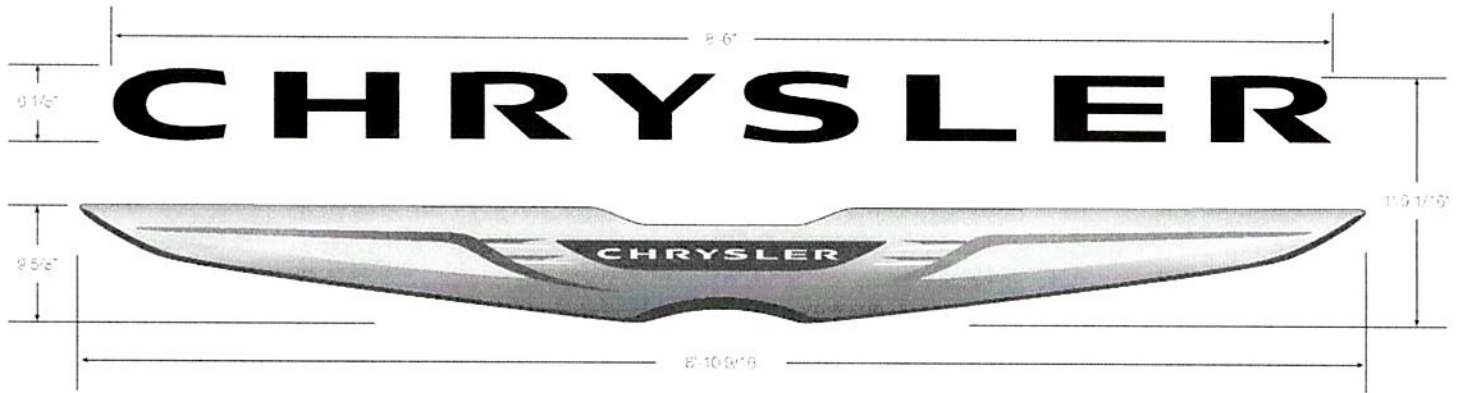
Description

- **Construction:** Channel Letters w/ Plex. Face
- **Color:** Black 
- Black Returns

Electrical

- LED Illumination

9 SERIES CHRYSLER LETTERS/BADGE



SERIES 9 LETTERS

SQUARE FOOTAGE

4.34 sq ft

MANUFACTURING DETAILS

- 3" DEEP ALUMINUM CABINETS, BLACK RETURNS
- WHITE ACRYLIC FACES w/ 1ST SURFACE BLACK PERFORATED VINYL LEAVING 1/8" WHITE PERIMETER
- 3M UV OVERLAMINATE REQUIRED ON ALL 1ST SURFACE VINYL

SERIES 9 BADGE

SQUARE FOOTAGE

7.12 sq ft

MANUFACTURING DETAILS

- 5" DEEP ALUMINUM CABINETS, SILVER RETURNS
- FORMED WHITE COPOLYESTER w/ 1ST SURFACE DIGITAL PRINT
- 3M UV OVERLAMINATE REQUIRED ON ALL 1ST SURFACE VINYL

ILLUMINATION

LEDS INTERNAL ILLUMINATION
CIRCUITS REQUIRED (1) 20 AMP

ALL ELECTRICAL COMPONENTS TO BE UL LISTED
GROUNDING PER UL AND NEC SPECIFICATIONS

COLORS

- BLACK
- BLUE PMS 287
- SILVER

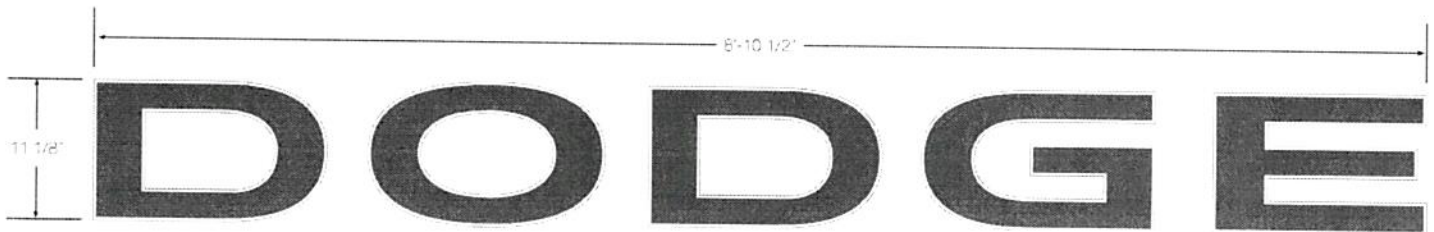


DODGE



SIGN DETAIL

9 SERIES DODGE LETTERS



9' SERIES DODGE

SQUARE FOOTAGE

8.23 sq ft

MANUFACTURING DETAILS

- 5" DEEP ALUMINUM CABINETS, SILVER RETURNS
- WHITE ACRYLIC FACES w/ 1ST SURFACE RED VINYL LEAVING 1/8" WHITE PERIMETER
- 3M UV OVERLAMINATE REQUIRED ON ALL 1ST SURFACE VINYL

ILLUMINATION

LEDS INTERNAL ILLUMINATION
CIRCUITS REQUIRED (1) 20 AMP

ALL ELECTRICAL COMPONENTS TO BE UL LISTED
GROUNDING PER UL AND NEC SPECIFICATIONS

COLORS

RED PMS 1797C 

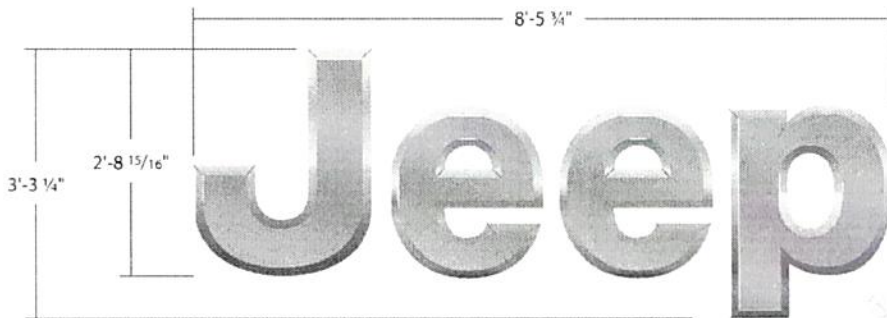


DODGE

Jeep



SIGN DETAIL

J-34**JEEP LETTERS****Square Footage**

- 27.73 ft²

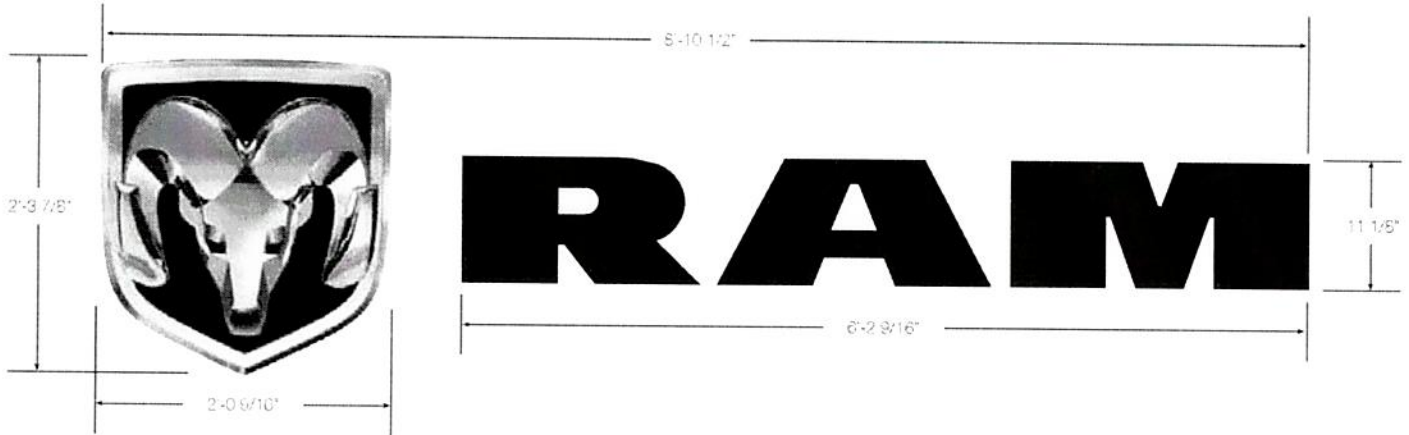
Manufacturing Details

- 3" deep, beveled and brushed stainless steel
- LED halo illumination
- 18GA stainless steel 304 with brushed vertical satin #4 finish letter faces & bevels
- 22GA stainless steel 304 with brushed aluminum vertical satin #4 finish letter returns
- Standoffs 1.5" long black aluminum pipe spacer painted black
- Registration Mark 3M Dark Gray 180C-441 dark vinyl on 1/4" stainless steel alloy 304 with vertical brushed satin #4 finish

Illumination

- (80) Sloan Prism White 6500k 7012969-6WSJI-MB Module
- Power supply (1) 120D1 12V DC
- Total Connection Load: 1.7A @ 120 V
- Circuits Required; (1) 20 Amp
- All electrical component to be UL Listed grounding per UL and NEC specifications

9 SERIES RAM LETTERS/BADGE ON RACEWAY



SERIES 9 LETTERS

SQUARE FOOTAGE

5.76 sq ft

MANUFACTURING DETAILS

- 5" DEEP ALUMINUM CABINETS, BLACK RETURNS
- WHITE ACRYLIC FACES w/ 1ST SURFACE BLACK PERFORATED VINYL LEAVING 1/8" WHITE PERIMETER
- 3M UV OVERLAMINATE REQUIRED ON ALL 1ST SURFACE VINYL

SERIES 9 BADGE

SQUARE FOOTAGE

4.6 sq ft

MANUFACTURING DETAILS

- 5" DEEP ALUMINUM CABINETS, BLACK RETURNS
- FORMED PRISMATIC FACE WITH CHROME FINISH
- 3M UV OVERLAMINATE REQUIRED ON ALL 1ST SURFACE VINYL

ILLUMINATION

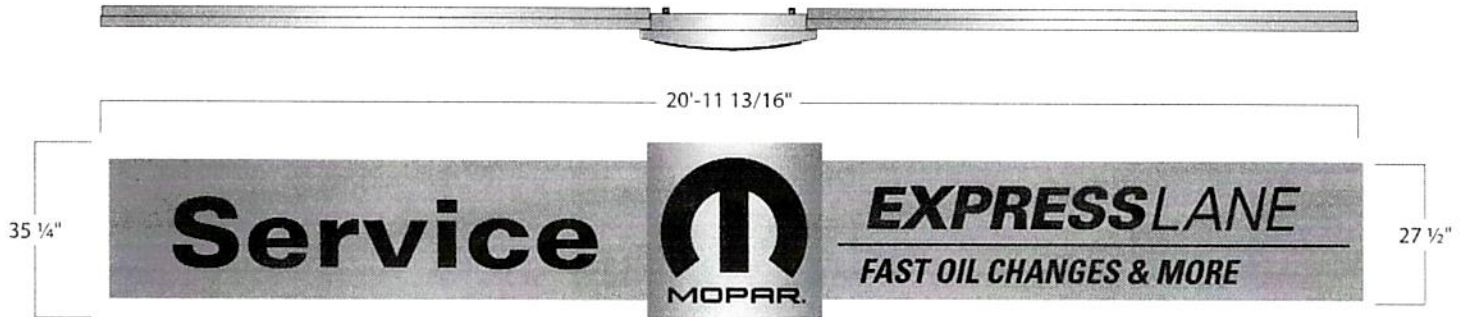
LEDS INTERNAL ILLUMINATION
CIRCUITS REQUIRED (1) 20 AMP

ALL ELECTRICAL COMPONENTS TO BE UL LISTED
GROUNDING PER UL AND NEC SPECIFICATIONS

COLORS

- BLACK 
- BLUE PMS 287 
- SILVER 

MP35/SWS/EXS



SWS

Square Footage
■ 21.0 ft²

MP35

Square Footage
■ 8.63 ft²

EXS

Square Footage
■ 21.0 ft²

Manufacturing Details

- Housing - Brushed Aluminum #4 Grain W/clear Coat
- Text And Lettering - Day/night Acrylic (black Day, White Night)
- All Text And Logos Illuminate

Sign Electrical Information

- Circuits Required: (1) 20 Amp
- Power Supply: Sloan 60c1 60 Watt
- Total Connection Load:
0.85a-120 (Mopar Sign)
0.85a-120 (each Appendage)
- All Electrical Components To Be UI Listed Grounding Per UI And Nec Specifications

ROLES AND RESPONSIBILITIES

Headquarters Staff

The role of the Headquarters staff is to support the Business Centers in the establishment and administration of the Dealer Sign Program. The Headquarters Staff is located in the Auburn Hills, MI, USA, office and is responsible for the following:

- Design of exterior dealer signage (brand, fascia, and supporting signs)
- Securing a supplier to produce the exterior dealer signage. Chrysler Group, LLC (CG) will screen and select all sign vendors that will be participating in the sign program. The goal of CG is to work with only those suppliers that provide quality signs and service at a competitive price.
- Manage the dealer sign program with the main focus being the timely installation of all signs. The office will follow the project from inception to completion. After the initial notification, the dealer identity staff will track the signs through permitting and installation.
- Create a Policy and Procedure for execution of the Dealer Sign Program.
- Secure a supplier to perform routine maintenance on the signs as well as to perform necessary service and repairs. Chrysler Group, LLC will be responsible for all repairs, emergency and minor, needed for CG Leased signs; provided that such repairs are not the result of dealer's negligence or willful action.
- Chrysler Group, LLC administers and manages the monthly fees for the Maintenance program and manages the administration of monthly payments for Dealers enrolled on a CG Lease.

Business Center

The role of the Business Center is to be a liaison between the dealer, the supplier, and Headquarters Staff. The responsibilities of the Business Center staff are to:

- Contact the dealer to determine what action should be taken, within the new Millennium Program guidelines, when sign changes are required by ordinary franchise activities.
- Discuss the sign program with the dealer and obtain the dealer signature on the dealer identification paperwork.
- Provide the supplier with signed Consent and Participation Agreement, and other documents pertinent to the transaction.
- Assist in the resolution of any site issues associated with the installation of signs at the Dealer's location.

Supplier

The role of the supplier is to initiate dealer contact for the rollout of the new Millennium Program and coordinate the installation of new signs with the dealer and the local installer. The responsibilities of the supplier are to:

- Check community sign codes to determine what signage is permitted by code.
- Consult with dealer to determine what signage meets the dealer's needs consistent with local sign codes and the Chrysler Group sign program.
- Explain dealer responsibilities, electrical requirements for brand and fascia signage, and the sign program to the dealer; and have the dealer sign all necessary documents.
- Work with dealer to obtain approval and required signatures for all documents based on recommendations.
- Submit all site information to headquarters staff for processing.
- Assist the dealer, headquarters staff, and business center with any on-site issue which may result in a deviation from standard program guidelines.
- Communicate project timeline and site specific information to the business center and/or dealer.
- Obtain architectural elevations, site plans, and section details for all new facility construction and existing facility renovations, as required, to determine sign placement and obtain required permits from local municipalities.

Dealer:

Costs

- The dealer is responsible for a monthly maintenance fee for their dealership identification. The dealer will be billed monthly on their parts statement and billing will begin the first day of the month following the installation of the signs. In some cases, depending on receipt of the supplier's invoice, a retroactive billing may be necessary.
- The dealer is responsible for any and all costs incurred in order to pursue a variance for a sign permit, providing primary electrical to within 6' of each sign location, any landscaping requirements or other additional requirements beyond the normal sign configuration that may be required by any governmental unit or developer. The Chrysler Group's policy is to install signs that are in accordance with the local ordinance codes. If the dealer wishes to pursue a variance for a larger sign, all costs, including all legal fees, will be dealer's responsibility. If the dealer decides to pursue a variance for signage, all signs affected by this will put into a hold status until the issue is resolved. The dealer will be given 30 days to file a variance with the local ordinance office. If at the end of that period no progress has been made, the Chrysler Group will proceed to install the signage allowed under the local ordinance. Extensions will be granted on a case by case basis, with final authorization given by the U.S. Dealer Identity Manager.

Actions Prior to Installation:

- Coordinate the installation schedule with the supplier.
- The dealer is required to provide accurate information on private underground utilities which may be located within the areas to be excavated. The installer will use extreme caution when excavating the area; however, should underground utilities be encountered during excavation it will be the Dealer's responsibility to make necessary repairs or relocate the lines.
- The dealer is required to install an electrical power source from within the facility to within six- feet (6') of both the ground sign and the building sign locations, including circuit breaker and weatherproof junction boxes that meet CG specifications and local code requirements. Electrical requirements for fascia letters are: 2.0 amps per letter, or a 20-amp circuit loaded with no more than 16 amps, (which would accommodate 8 letters). The fascia brand badges require a 20-amp dedicated circuit at 120 volts for each badge. Electrical requirements for ground signs are: one (1) dedicated 20 amp, 120-volt ac standard circuit for each ground sign.
- The dealer will:
 - o supply a building structure and a finished surface for the building signage that meets Millennium Program guidelines;
 - o remove all non-conforming signs, e.g.; Pentastars, fascia bands, all other signs not installed through Chrysler Group, LLC's Identity Program; and repair and paint the fascia prior to new sign installation;
 - o provide minimum fascia sign requirements:
 - support equal to ¾" plywood backing to support the weight of the signs;
 - an access panel in the façade to accommodate final electrical hook up to primary electrical. Access needs to be a minimum of 2' x 2' and the crawl space must be no less the 2' 6" x 2' 6"
 - primary power within 6' of each sign
 - o provide minimum ground sign requirements:
 - primary power to within 6' of the ground sign. NOTE: If the existing ground sign is being removed and a new sign installed in a new location, dealer is responsible for all costs associated with running the power to the new sign location; including, but not limited to, trenching, cutting paving, running wiring and conduit to new location, repairing pavements, and landscaping around sign.
 - o Remove all vehicles from the installation work area prior to commencement of installation.

After Installation Completion:

- The dealer is responsible for:
 - o Reporting all maintenance and repair issues on a timely basis. The visual appearance of your signage is important to Chrysler Group, LLC as it represents both you and the entire Chrysler Family of Dealers. A poorly kept sign is a poor reflection on the Chrysler Group and the Dealer. The Chrysler Group funds all maintenance and repair work (not required by dealer's negligence or intentional acts), so no additional cost is incurred by the dealer for maintaining a visually pleasing sign.
 - o Reviewing all work that is done to the signs by the supplier. Chrysler Group, LLC depends on the dealer to review the work on the sign(s) to make sure that it is acceptable before the Chrysler Group accepts the work. After reviewing the work, the installer will have the dealer sign off on a work acceptance form. Here, the dealer is able to make comments about the quality of the job or any issues that are not resolved. The dealer should denote all concerns on the form and the supplier will follow up until the dealer is satisfied with the scope of work performed.

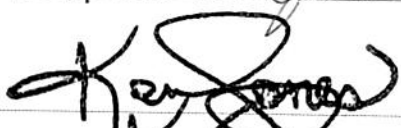
DEALER ACKNOWLEDGEMENT

I have carefully reviewed the proposed signage for my Dealership as outlined within the Brand Book provided to me by the supplier. I agree with the recommendations made to me based on Chrysler's Millennium Program parameters and what is allowable by my local municipality for permit obtainment.

I understand the above referenced Dealer Roles and Responsibilities which include, but are not limited to:

- Providing primary electrical within 6' of each sign
- Providing minimum access of 2' x 2' at each sign area, with a crawl space of 2'6" x 2'6"
- Providing support at each sign area equal to ¾" plywood backing
- Repair/Patch and paint of fascia band
- Providing information on the location of any existing private utility lines (See Page 3)
- Removing vehicles from installation work areas
- Responsibility of any variance costs involved

DEALERSHIP: Deacon Jones Chrysler

BY: 

NAME: Ken Jones

TITLE: President

DATE: 1-5-23

1100 Block of North Brightleaf Boulevard

Project Name:
Deacon Jones CDJR

Request:
Variance From
Maximum Number
of Signs

Location:
1109 N Brightleaf Blvd

File Number:
BA-23-01

Existing Zoning:
B-3 (Highway Entrance
Business)

Property Owner:
The Three J's Inc

Tax ID# 15004022



1 in = 100 ft

Map created by the Mark E. Helmer, AICP
Senior Planner, GIS Specialist on 1/19/2023



Adjacent Property Owners of
BA-2 -0

TAG	PIN	NAME	ADDRESS2	CITY	STATE	ZIPCODE
15L10023E	260413-23-3627	BRANCH BANKING & TRUST CO	PO BOX 167	WINSTON SALEM	NC	27102-0167
15004199C	260413-14-8315	TENANTS (WROS)	35 CHESNEY CT	ARCHER LODGE	NC	27527-3371
15004024D	260413-14-8379	MILLARD, DONALD E	P O BOX 595	SELMA	NC	27576-0595
15004022C	260413-13-8858	KS BANK INC	PO BOX 661	SMITHFIELD	NC	27577-0661
15004022A	260413-14-7009	PLDW, LLC	PO BOX 1164	SMITHFIELD	NC	27577-1164
15L10023D	260414-23-5735	THE THREE J'S INC	PO BOX 2280	SMITHFIELD	NC	27577-2280
15004199G	260414-24-6471	THE THREE J'S INC	PO BOX 2280	SMITHFIELD	NC	27577-2280
15004022	260413-24-1290	THE THREE J'S INC	P O BOX 2280	SMITHFIELD	NC	27577-2280
15O99008J	260413-14-7351	ESTATE TRUST	301 OLD ENGLISH CT	SMITHFIELD	NC	27577-5074
15004001A	260413-23-1624	CM INVESTMENTS LLC	5841 DAHLBERG DR	RALEIGH	NC	27603-7804
15004017Q	260413-24-2523	HOMWOOD ASSOCIATES	PO BOX 87509	FAYETTEVILLE	NC	28304-0000
15004199W	260413-14-4303	TILGHMAN, ELAINE W	P O BOX 574	DUNN	NC	28335-0574
15007025	260413-13-9620	WILCOHESS LLC	539 S MAIN ST	FINDLAY	OH	45840



PLANNING DEPARTMENT

Mark E. Helmer, AICP, Senior Planner

ADJOINING PROPERTY OWNERS CERTIFICATION

I, **Mark E. Helmer**, hereby certify that the property owner and adjacent property owners of the following petition, **BA-23-01**, were notified by First Class Mail on **1-13-23**.



Signature

Johnston County, North Carolina

I, Julianne Edmonds, Notary Public for Johnston County and State of North Carolina do hereby certify that Mark E. Helmer personally appeared before me on this day and acknowledged the due execution of the foregoing instrument. Witness my hand and official seal, this the

13th day of January, 2023



Notary Public Signature

Julianne Edmonds

Notary Public Name

My Commission expires on January 15, 2028
(Seal)





PLANNING DEPARTMENT

Mark E. Helmer, AICP, Senior Planner

Notice of Public Hearing

Notice is hereby given that a public hearing will be held before the Board of Adjustment of the Town of Smithfield, N.C., on Thursday, January 26, 2023 at 6:00 p.m. in the Town Hall Council Chambers located at 350 East Market Street to consider the following request:

BA-23-01 Deacon Jones CDJR: The applicant is requesting a variance to the Town of Smithfield Unified Development Ordinance, Article 10, Section 10.43.2, Single Tenant Business District Signs to allow for a total of six (6) wall mounted signs on property located within the B-3 (Highway Entrance Business) zoning district. The property considered for a variance is located on the northeast side of the intersection of North Brightleaf Boulevard and Canterbury Road. The property is further identified as Johnston County Tax ID# 15004022.

You have been identified as a property owner in the area specified above and are being advised of this meeting as you may have interest in this matter. You are welcome to attend; however, you are not required to in order for the Board to act on this request. Additional information may be obtained by contacting the Town of Smithfield Planning Department at 919-934-2116.

Run Legal ad in the Johnstonian on January 11 and January 18, 2023.