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VA. LICENSE A-2705-017063
FLA. LICENSE A-CGC-015024
WV. LICENSE A 036014

January 12, 2017

Ms. Alison Banks
Ms. Rachel Drescher
409 S. Main Street
Harrisonburg, VA 22801

Project: Dick Myers Chrysler Comprehensive Sign Plan (CSP) Approval Request
1711 S. Main Street

Dear Ms. Banks and Ms. Drescher;

Pursuant to your email of 12-21-16, 9:52 AM, I am providing documents on behalf of Dick Myers Chrysler for a Comprehensive Sign Plan review and approval. Documents attached are as follows:

- Master city approved site plan (Blackwell Engineering) with lot dimensions
- Site plan indicating existing and proposed sign(s) location, size, and square foot area (per each)
- Cut sheets showing dimensions of existing signs and letters (B), (C), (E) and (F)
- Google Earth photo showing existing signs (B), (E), and (F)

The dealership "facility" is comprised of 3 legal building lots, all zoned B-2. Each of these lots had numerous signs on buildings and freestanding signs at the road frontage. As the owner acquired each partial, removed buildings and many of the existing sign, the desire was to clean up the road frontage, reduce signs and poles and present a clean and open view for automobile and truck display and the dealership facility. The owner and manufacturer have minimum sign and marketing standards the franchise must conform to. The purpose of this request is to describe and locate current and proposed signs that meet that criteria and provide a professional and uniform look along Main Street.

The approved site plan referenced above indicates the master plan for multiple phases of renovation, site changes, building additions, and new free standing buildings to be constructed over the 5-year term of the approval. This CSP addresses the sign needs for the site improvements/building renovation and new structures on that approved plan.

Please consider this a formal request for review and approval. Let us know if you have questions or require other information. Thank you.

Yours truly,

Kenneth Patterson
President

KP/agg

DICK MYERS CHRYSLER, DODGE, JEEP, RAM
FIAT, COLLISION REPAIR CENTER
(refer to site plan for sign location)
12-29-16

(B)

(E)

(F)

Google earth

© 2016 Google

10 ft



JULY 16, 2015
 REVISED: NOVEMBER 30, 2015
 SCALE: 1"=60'

THE M.A.L.T. SUBDIVISION AND LOT LINE VACATION BETWEEN TAX PARCELS 10 (B) 10, 10 (B) 11, 10 (B) 12, 10 (B) 13, AND 10 (B) 14

CITY OF HARRISONBURG, VIRGINIA

OWNER'S CONSENT AND DEDICATION

KNOW ALL MEN BY THESE PRESENTS, THAT THE SUBDIVISION OF LAND AS SHOWN ON THIS PLAT, CONTAINING 4.838 ACRES, MORE OR LESS, AND DESIGNATED AS THE M.A.L.T. SUBDIVISION AND LOT LINE VACATION BETWEEN TAX PARCELS 10 (B) 10, 10 (B) 11, 10 (B) 12, 10 (B) 13, AND 10 (B) 14 IS WITH THE FREE CONSENT AND IN ACCORDANCE WITH THE DESIRES OF THE UNDERSIGNED OWNERS THEREOF; THAT THE PUBLIC EASEMENTS ON SAID PLAT ARE HEREBY DEDICATED TO PUBLIC USE. THE SAID 4.838 ACRES OF LAND HEREBY SUBDIVIDED IS THE LAND CONVEYED TO M.A.L.T. REAL ESTATE, LLC BY DEED DATED MAY 27, 2015 AND RECORDED IN THE CLERK'S OFFICE OF THE CIRCUIT COURT OF ROCKINGHAM COUNTY, VIRGINIA IN DEED BOOK 4581, PAGE 729.

GIVEN UNDER MY HAND THIS _____ DAY OF _____, 2015.

M.A.L.T. REAL ESTATE, LLC

BY: _____
 RICHARD S. MYERS MANAGER DATE _____

STATE OF VIRGINIA AT LARGE
 CITY/COUNTY OF _____, TO WIT:
 THE FOREGOING INSTRUMENT WAS ACKNOWLEDGED BEFORE ME THIS _____ DAY OF _____, 2015, BY _____, RICHARD S. MYERS,
 MANAGER OF M.A.L.T. REAL ESTATE, LLC.

NOTARY PUBLIC REGISTRATION NO. _____

MY COMMISSION EXPIRES: _____

GIVEN UNDER MY HAND THIS _____ DAY OF _____, 2015.

M.A.L.T. REAL ESTATE, LLC

BY: _____
 ANTHONY R. MYERS MANAGER DATE _____

STATE OF VIRGINIA AT LARGE
 CITY/COUNTY OF _____, TO WIT:
 THE FOREGOING INSTRUMENT WAS ACKNOWLEDGED BEFORE ME THIS _____ DAY OF _____, 2015, BY _____, ANTHONY R. MYERS,
 MANAGER OF M.A.L.T. REAL ESTATE, LLC.

NOTARY PUBLIC REGISTRATION NO. _____

MY COMMISSION EXPIRES: _____

GIVEN UNDER MY HAND THIS _____ DAY OF _____, 2015.

M.A.L.T. REAL ESTATE, LLC

BY: _____
 B. ERIC MYERS MANAGER DATE _____

STATE OF VIRGINIA AT LARGE
 CITY/COUNTY OF _____, TO WIT:
 THE FOREGOING INSTRUMENT WAS ACKNOWLEDGED BEFORE ME THIS _____ DAY OF _____, 2015, BY _____, B. ERIC MYERS,
 MANAGER OF M.A.L.T. REAL ESTATE, LLC.

NOTARY PUBLIC REGISTRATION NO. _____

MY COMMISSION EXPIRES: _____

SURVEYOR'S CERTIFICATE
 I HEREBY CERTIFY THAT TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL OF THE REQUIREMENTS OF THE PLANNING COMMISSION AND ORDINANCES OF THE CITY OF HARRISONBURG, VIRGINIA, REGARDING THE PLATING OF SUBDIVISIONS WITHIN THE CITY HAVE BEEN COMPLIED WITH.

GIVEN UNDER MY HAND THIS 30th DAY OF NOVEMBER, 2015.

BENNER & ASSOC., INC.
 8 PLEASANT HILL ROAD
 HARRISONBURG, VA 22801
 540 434-0267
 REF# 011515
 DRAWING: 011515-Vacation Plat.DWG
 CRD: 011515



LINE	BEARING	DISTANCE
L1	S 79°45'08" W	36.01'
L2	S 31°31'13" W	57.21'
L3	S 36°10'36" W	20.00'
L4	N 54°43'02" W	15.00'
L5	N 35°16'58" E	20.00'
L6	S 54°43'02" E	15.00'

TITLE INFORMATION			
NEW AREA 2.793 ACRES - TM 10 (B) 11			
ALL OF TM 10 (B) 10	0.567 ACRES	DB 4581/729	
ALL OF TM 10 (B) 11	1.820 ACRES	DB 4581/729	
PORTION OF TM 10 (B) 12	0.406 ACRES	DB 4581/729	
NEW AREA 1.051 ACRES - TM 10 (B) 12			
RESIDUE OF TM 10 (B) 12	0.439 ACRES	DB 4581/729	
PORTION OF TM 10 (B) 13	0.602 ACRES	DB 4581/724	
PORTION OF TM 10 (B) 14	0.010 ACRES	DB 4581/724	
NEW AREA 0.994 ACRES - TM 10 (B) 14			
PORTION OF TM 10 (B) 12	0.016 ACRES	DB 4581/729	
PORTION OF TM 10 (B) 13	0.225 ACRES	DB 4581/724	
RESIDUE OF TM 10 (B) 14	0.753 ACRES	DB 4581/724	

RICHARD & SARAH
 BUST
 TM 10 (K) 14
 DB 4393/239

WILLODEAN BAUMAN
 TM 10 (K) 15
 DB 89/468

DEMOS
 TM 10 (K) 16
 DB 3348/25

THURMAN
 TM 10 (K) 17
 DB 4075/794

WAYNE E. ROTHERY
 TM 10 (B) 16
 DB 779/781

WAYNE B. ROTHERY
 TM 10 (B) 15
 DB 779/781

METES & BOUNDS DESCRIPTION

BEGINNING AT A FOUND IRON PIN A CORNER WITH ROTHERY'S LOT ON THE NORTHWESTERN SIDE OF SOUTH MAIN STREET; THENCE WITH ROTHERY'S LOTS

N 56°43'55" W 421.47 FEET

TO A FOUND PIPE; THENCE WITH PLEASANT HILL ACRES SUBDIVISION, SECTION 5

N 26°16'50" E 432.94 FEET

TO A FOUND PIN; THENCE WITH M.A.L.T. REAL ESTATE, LLC'S TM 10 (B) 10

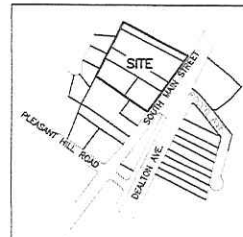
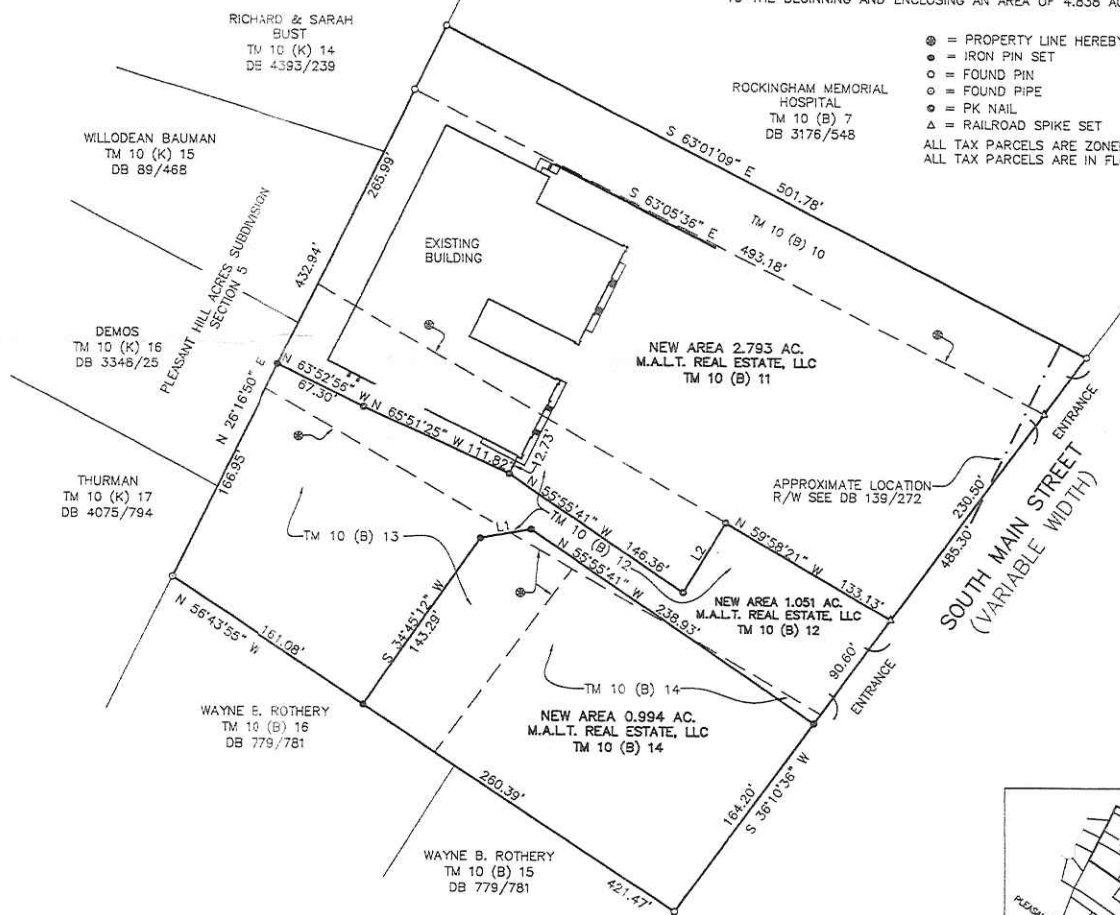
S 63°01'09" E 501.78 FEET

TO A POINT; THENCE WITH THE NORTHWESTERN SIDE OF SOUTH MAIN STREET

S 36°10'36" W 485.30 FEET

TO THE BEGINNING AND ENCLOSING AN AREA OF 4.838 ACRES.

- ⊙ = PROPERTY LINE HEREBY VACATED
 - = IRON PIN SET
 - = FOUND PIN
 - ⊙ = FOUND PIPE
 - ⊙ = PK NAIL
 - △ = RAILROAD SPIKE SET
- ALL TAX PARCELS ARE ZONED B-2
 ALL TAX PARCELS ARE IN FLOOD ZONE X



DB 4675 Pg. 448

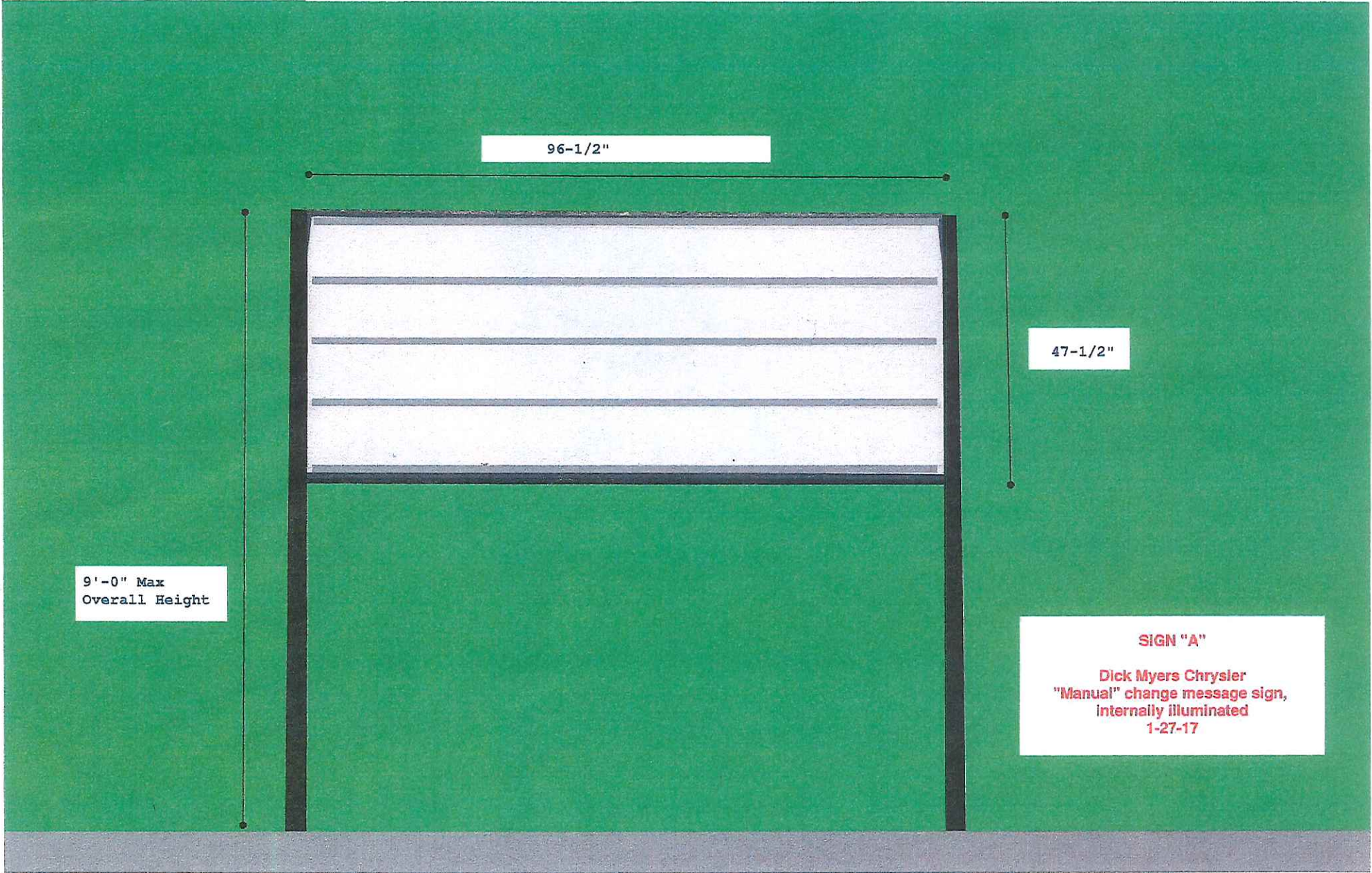
(A)

96-1/2"

47-1/2"

9'-0" Max
Overall Height

SIGN "A"
Dick Myers Chrysler
"Manual" change message sign,
internally illuminated
1-27-17



(B)



DODGE

Jeep



SIGN DETAIL

**7 SERIES 8' x 12'
BRAND SIGN at 29' -9 1/2" OAH**

Square Footage

103.64 ft²

Manufacturing Details

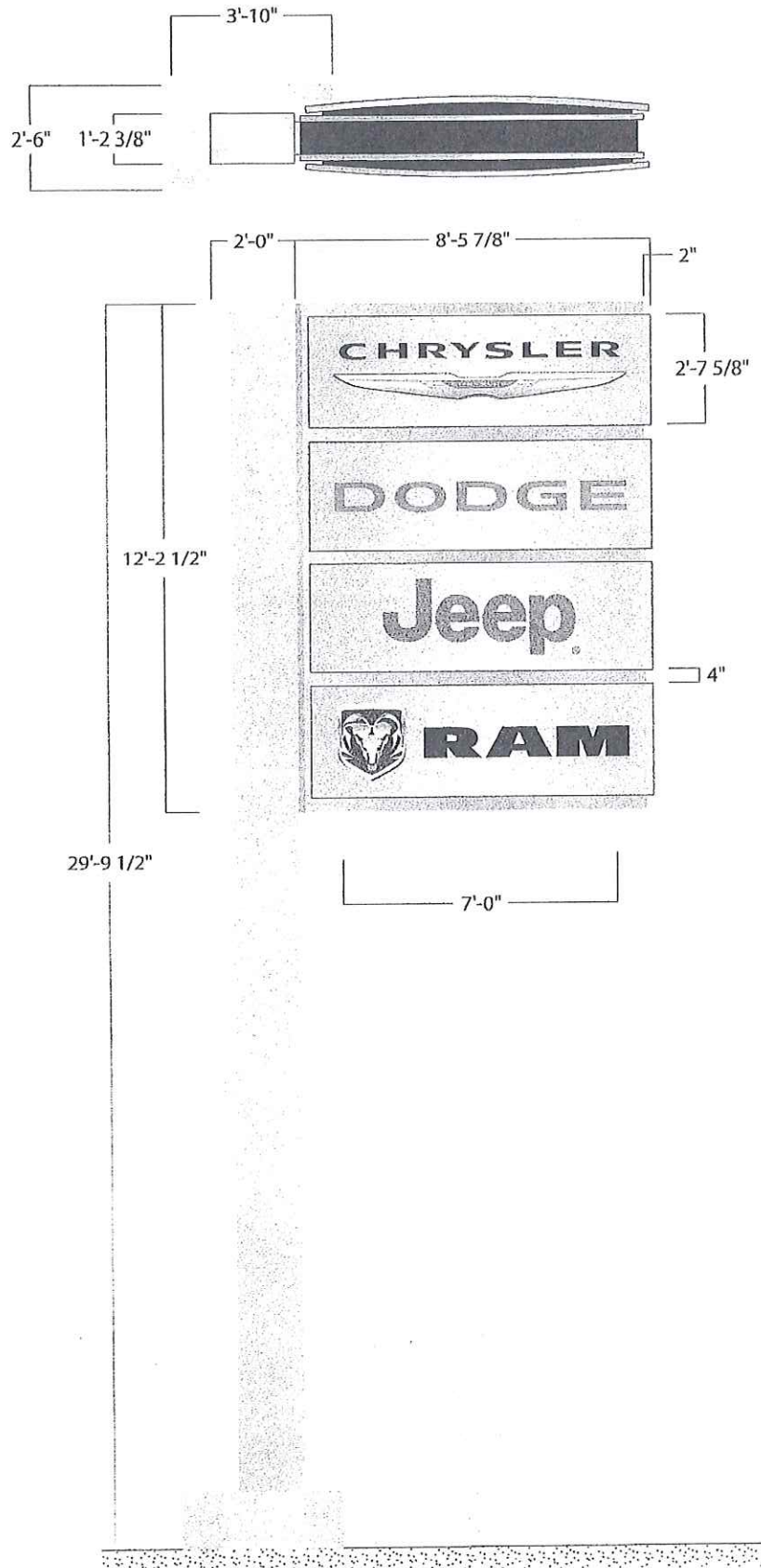
- Painted aluminum exterior construction with chrome accents on cladding.
- Clear acrylic logos pushed thru cabinet face with 1st surface decoration vinyl /color digital print.

Electrical Requirements

- Fluorescent internal illumination
 - (10) F96 / T12 / Coolwhite / High Output Lamps
 - (2) Transco Ballast TRA-26-1048EP at 2.6 amps each
- LED external halo illumination
 - (200) Agilight White Tuffrayz
 - (2) Advance Xitanium Power Supply LED-120A-0012V-50F at 0.63 amps each
- Total Load: 6.46 amps at 120 V
- (1) 20 amp Circuit Required

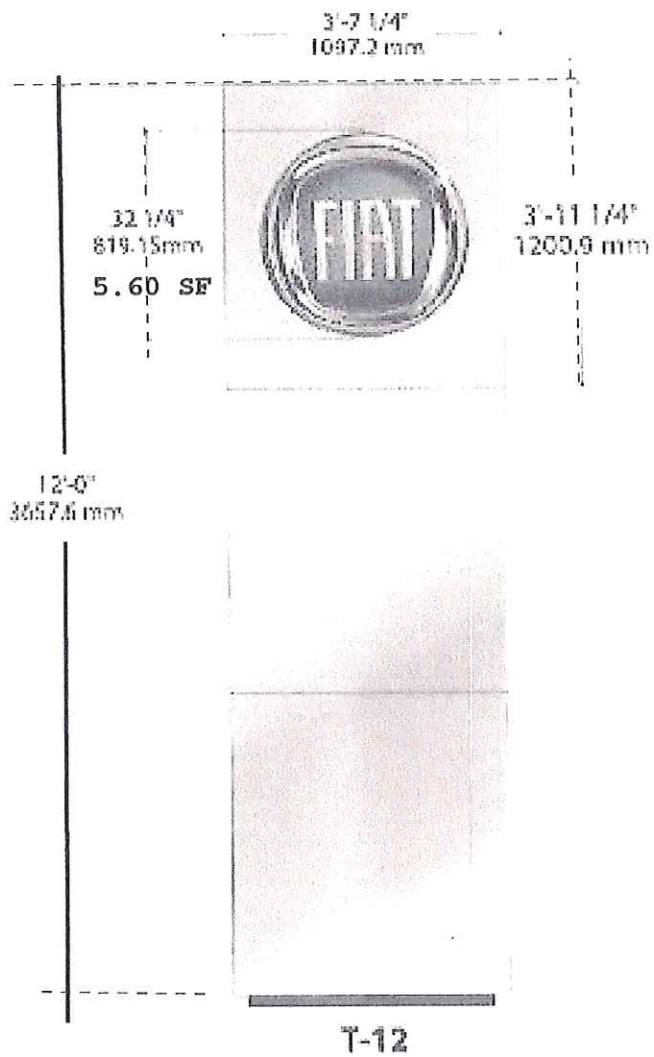
Colors

- Chrysler Badge:** Black Process Black
Blue PMS 287
Silver
- Dodge Badge:** Red PMS 485
White
Silver
- Jeep Badge:** Green PMS 371
White
Silver
- Ram Badge:** Black Process Black
Silver



(C)

(C)
**FIAT T-12
ILLUMINATED
PYLON SIGN**



(E-1)



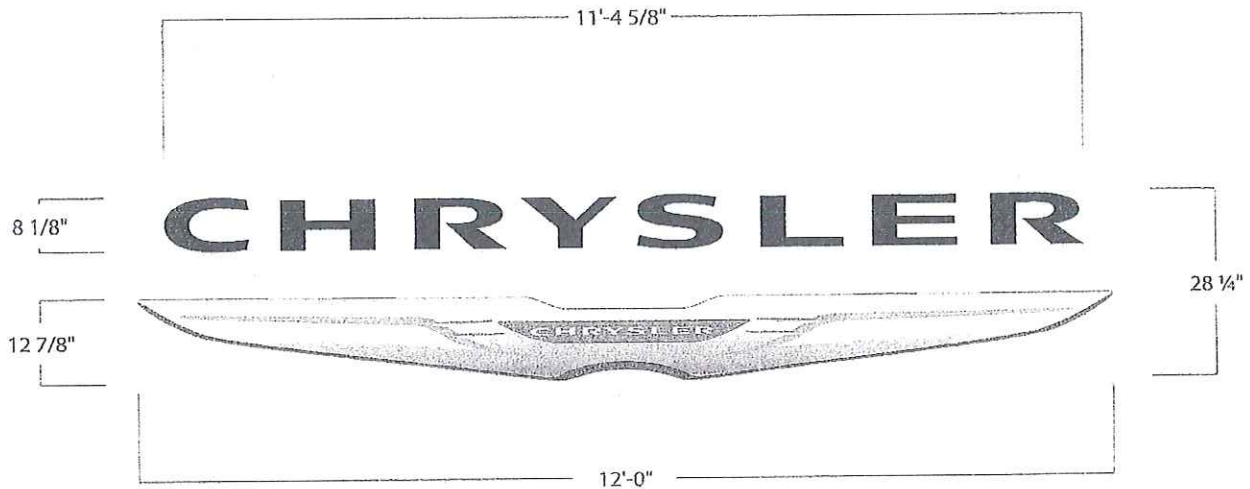
DODGE

Jeep



SIGN DETAIL

12 SERIES CHRYSLER WALL BADGE



12 SERIES CHRYSLER BADGE

Square Footage

12.87 ft²



Manufacturing Details

- 5" deep aluminum cabinets, silver returns
- Formed .118 White Mustang w/ 1st surface digital print

Illumination

- LED internal illumination, Ventex VenBrite VL-W100
- (2) VLP100-120 LED Driver - 1.0 Amps TOTAL

Colors

- Black  Process Black
- Blue  PMS 287
- Silver

12 SERIES CHRYSLER LETTERS

Square Footage

7.71 ft²

Manufacturing Details

- 3" deep aluminum cabinets, black returns
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter

Colors

- Black  Process Black
- Silver

(E-2)

35-60326 | Dick Myers | 1711 South Main Street | Harrisonburg, VA 22801

CHRYSLER

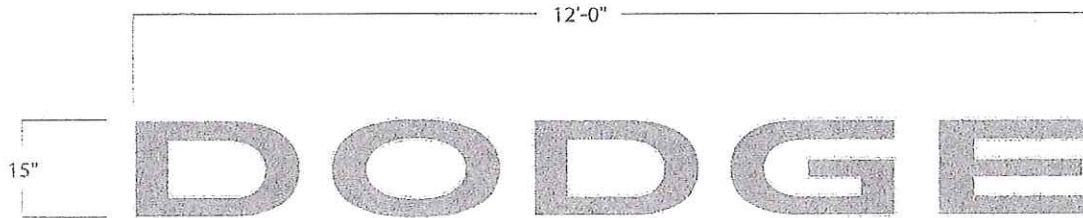
DODGE

Jeep

RAM

SIGN DETAIL

**12 SERIES DODGE
WALL BADGE**



12 SERIES DODGE


Square Footage

• 15.0 ft²

Manufacturing Details

- 5" deep aluminum cabinets, silver returns
- White acrylic faces w/ 1st surface red vinyl leaving 1/8" white perimeter
- LED internal illumination, Agilight TuffRayz LEDs
- 1-60 W - 0.63 amps Advance Ballast

Colors

Red  PMS 485
White
Silver

(E-3)

35-60326 | Dick Myers | 1711 South Main Street | Harrisonburg, VA 22801

CHRYSLER

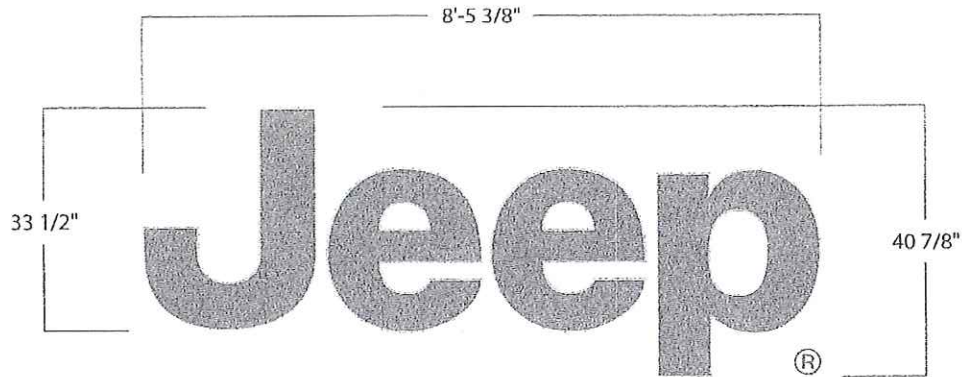
DODGE

Jeep

RAM

SIGN DETAIL

**12 SERIES JEEP
WALL BADGE**



12 SERIES JEEP


Square Footage

28.73 ft²

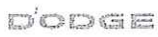
Manufacturing Details

- 5" deep aluminum cabinets, silver returns
- White acrylic faces w/ 1st surface green vinyl leaving 1/8" white perimeter
- LED internal illumination, Agilight TuffRayz LEDs
- 1-60 W - 0.63 amps Advance Ballast

Colors

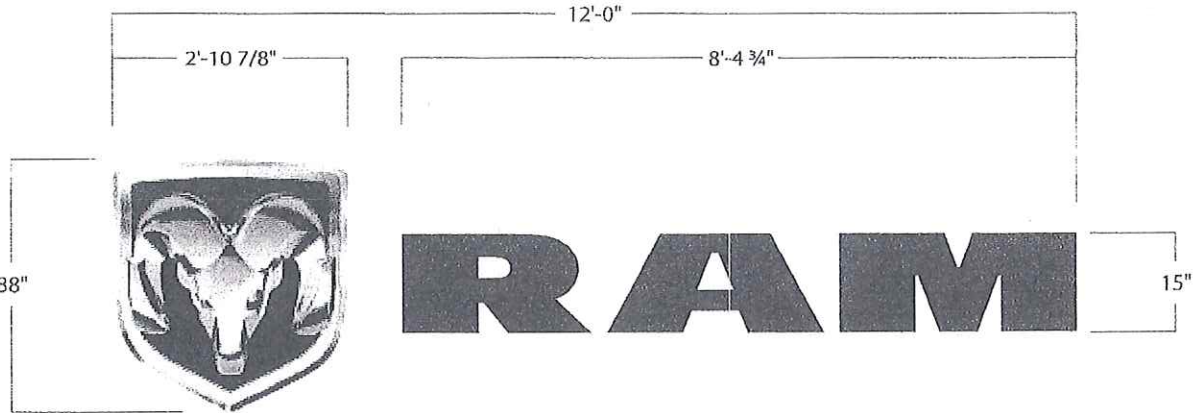
- Green  PMS 371
- White
- Silver

(E-4)



SIGN DETAIL

**12 SERIES RAM
WALL BADGE**



12 SERIES RAM BADGE

Square Footage

10 ft²

Manufacturing Details

- 5" deep aluminum cabinets, black returns
- Formed prismatic acrylic face w/ 1st surface mirror finish & 2nd surface vinyl details

Illumination

- LED internal illumination, Ventex VenBrite VL-W100
- (2) VLP100-120 LED Driver-0.50 Amps

Colors

- Black  Process Black
- Silver

12 SERIES RAM LETTERS

Square Footage

10.5 ft²

Manufacturing Details

- 5" deep aluminum cabinets, black returns
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter

Illumination

- LED internal illumination, Ventex VenBrite VL-W100
- (2) VLP100-120 LED Driver-0.50 Amps

Colors

- Black  Process Black
- Silver



DODGE

Jeep



ELEVATIONS

(F)



Dealer Name Letters are Leave Sign.
Mullions and other wall accents to be painted black.
Building to be painted Pelican Gray.