

# Pender County Planning and Community Development

## Planning Division

805 S. Walker Street  
PO Box 1519  
Burgaw, NC 28425



Phone: 910-259-1202  
Fax: 910-259-1295  
[www.pendercountync.gov](http://www.pendercountync.gov)

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## Transource Sign Variance Application Information Variance

**Case Number:** VAR 2025-23

**Application Type:** Variance

**Applicant:** Burchette Sign

**Owners:** Triple T Parts and Equipment, Inc (Transource as Tenant)

**Location:** The subject property is located at 104-A Daisy Scott Road northeast of the intersection of Interstate 40 and NC Highway 210 in the Rocky Point Township.

**Property ID #(s):** 3245-04-0938-0000 & 3235-94-6046-0000

**Description:** Request to allow an on-premise advertising structure for Transource Volvo near the Interstate 40 right-of-way to allow the maximum height requirement of 25 feet for on premise signs to be exceeded by an additional 25 feet as well as to increase the permitted sign area from 200 square feet to 272 square feet for increased visibility

**Total Area of Property:** Approximately 60 acres

**Current Zoning:** GB, General Business

**BOA Hearing Date:** September 17, 2025

### Application Materials

Application

Narrative

Sign Information

# **VAR 2025-23**

## Application and Tenant Authorization

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## Variance Submission

Applications will be considered for the Board of Adjustment hearing and reviewed by Staff only when deemed complete. The application will be regarded as incomplete until the following items are received by the Planning and Community Development Staff.

1.  **Signed Application**
2.  **Payment**  
\$250 (online payment preferred, invoice generated upon receipt of application)
3.  **Narrative**  
A narrative shall be submitted to include the specific Ordinance Section for the requested variance.
4.  **Digital Submission** *Email*  
For all documents submitted in paper copy, provide a digital version. These may be emailed or uploaded to a share folder. Physical media such as CD or USB drives will not be accepted.
5.  **List of Property Owners Within 500'**  
A numbered list of names and addresses, including the applicant, the owner, and owners of all properties located within 500-feet of the perimeter of the project bounds of the property under consideration as obtained from the county tax listings and tax abstract. Instructions to obtain list of addresses available on Pender County's website on the Planning and Community Development page.
6.  **500' Buffer Property Envelopes**  
The applicant shall provide a set of business envelopes addressed to the applicant, the owner, and each of the owners of all properties located within 500-feet of the perimeter of the project bounds and accompanied with first class postage adhered. Do not include return address or company branding on envelopes.

I certify that all information presented in this application is accurate to the best of my knowledge.

Signature of Applicant

*Melinda Nguyen*

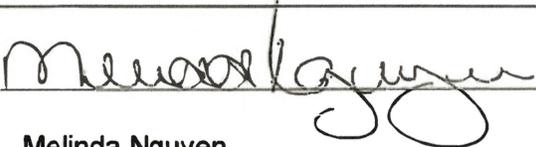
Date

*6-27-25*

Printed Name

*Melinda Nguyen*

## APPLICATION FOR VARIANCE

<b>SECTION 1: APPLICANT INFORMATION</b>			
<b>Applicant's Name:</b>	Burchette Sign	<b>Owner's Name:</b>	Dan Bland
<b>Applicant's Address:</b>	8705 Triad Dr	<b>Owner's Address:</b>	8700 Triad Drive
<b>City, State, &amp; Zip</b>	Colfax, NC 27235	<b>City, State, &amp; Zip</b>	Colfax, NC 27235
<b>Phone Number:</b>	336-996-6501x1 Office 336-442-5941 Cell	<b>Phone Number:</b>	336-996-6060
<b>Email Address:</b>	melinda@burchettesign.com	<b>Email Address:</b>	dan.bland@transource.com
<b>Legal relationship of applicant to landowner:</b> vendor			
<b>SECTION 2: PROJECT INFORMATION</b>			
<b>Property Identification Number (PIN):</b>	3245-04-0938-0000	<b>Total property acreage:</b>	55.80
<b>Zoning Classification:</b>	General Industrial/Business	<b>Variance Size:</b>	50ft overall heigh
<b>Variance Location &amp; Address</b>	104 Daisy Scott Road	<b>Township:</b>	Rocky Point
<b>Describe Variance:</b>	Pylon height change from 25' to 50' for better visibility from I-40 and 210	<b>Water Provider:</b>	
		<b>Waste Water Provider:</b>	
		<b>NAICS (if applicable):</b>	
<b>SECTION 3: SIGNATURES</b>			
<b>Applicant's Signature</b>		<b>Date:</b>	5/14/2025
<b>Applicant's Name Printed</b>	Melinda Nguyen	<b>Date:</b>	5/14/2025
<b>Owner's Signature</b>		<b>Date:</b>	5/19/2025
<b>Owner's Name Printed</b>	Dan Bland	<b>Date:</b>	5/19/2025

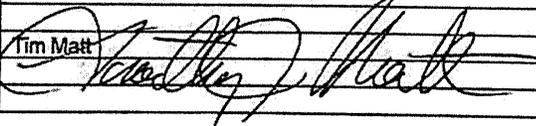
TO: City of Rocky Point, NC

RE: Letter of Authorization  
Signage Permit & Variance Application  
TranSource, Inc. – Rocky Point, NC

DT: July 10, 2025

Dear Sir/madam,

This is to certify that the persons whose names & signatures appear below are fully authorized for permitting privileges on my behalf including signing permit applications and picking up permits and/or plans.

<b>PROPERTY</b>	
ADDRESS	104 Daisy Scott Road
CITY	Rocky Point
STATE	NC
ZIP	28457
<b>TENANT</b>	
NAME	Dan Bland
SIGNATURE	
<b>OWNER</b>	
NAME	Tim Matt
SIGNATURE	

**VAR 2025-23**

Applicant's Hardship Letter



TO: To Whom It May Concern  
City of Rocky Point, NC

FR: Gabriel Ghanem  
(On Behalf of Transource Volvo)

RE: **Hardship Request Letter**  
**Transource Volvo**  
**104 Daisy Scott Road**  
**Rocky Point, NC 28457**  
**Parcel ID's - 3245-04-0938-0000 & 3235-94-6046-000**

DT: September 04, 2025

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Dear Sir/Madam,

As part of our permit submittal for this location, we would like to respectfully request a variance approval for an increase in the pole sign height on our property, due to the following hardships the current signage allowances uniquely present to our application;

**CODE SECTION - 9.7.1 Sections A.2 and B.1 - Signage in Commercial and Mixed-Use Districts**

- **FRONTAGE** - Parcel has 2 frontages (south and west), but applicant is only interested in applying for only 1 ground sign that will face the west highway frontage. No other ground signs will be requested. ***Current parcel highway frontage is 583 Inft and is surrounded by heavy tree foliage***
- **HEIGHT** - Height of current sign is 25' and we are requesting at 50' height with an overall signage area of 272 sqft.
- **SETBACK** - Dealer is willing to adjust setback requirements for higher sign (current set back is 10'0")
- **ON PREMISE DISPLAY** - Requested sign is for ON-PREMISE display of our business. This will never be treated as a billboard for any off-premise advertising. No billboards will ever be requested.
- **PARCEL CONSOLIDATION** - To address non-conformity issue, property owner is open to combining (consolidating the parcels) into a single parcel as part of this process The main parcel (3245-04-0938-0000) is where most of the building is located. Existing sign is located on a separate parcel (3235-94-6046-0000).

**SUMMARY OF SIGNIFICANT HARDSHIPS (please review in conjunction with 14 page PDF)**

- The current allowances present an unnecessary and very disadvantageous hardship because of the strict application of the current ordinance. No effective advertising of our business can be done without an absence of the variance, no reasonable.
- As shown in the pictorial exhibits, our property is unusually unique along this corridor, and as such, should be permitted a commensurate consideration for a unique type of signage application, otherwise standard allowances make our visibility unreasonably difficult. Current allowances do not allow our business to make a reasonable presentation of our location.
- This is not a self-created hardship, but rather the direct result of the site conditions (such as limited visibility from the highway in both directions), extra high tree foliage surrounding the parcel, and the topography of the general area (highway overpass and high berms affect the visibility). They are peculiar and specific to our property and the area surrounding it.

- Current allowable height for our parcel is 25', and based on the size of our parcel, this represents as significant hardship because it's too small to be seen effectively, from either direction of highway traffic due to traffic speed combined with other obstructions. As shown in the ample examples in the accompanying presentation, the current sign is unseen and ineffective for the size and location we have due to the size and height limitations.
- SAFETY – Since we are located directly on I-40, higher speeds dramatically reduce a driver's available reaction time, necessitating larger text and greater viewing distances for signs to be read and understood effectively.
- Letter size and copy on signage that's read at highway rates of speed (60 mph and over), have significantly reduced legibility and reaction time by drivers to react accordingly (please see attached Letter Visibility Chart exhibit). Even with the larger sign, there are limits to the visibility of the display.
- The allowance is disproportionately unfair for the size of our parcel and the size of our business. Parcels of land that are much smaller than ours have the same allowance, and for a location that is the size of our facility, the sign is simply too small to be effective and seen safely.
- Our location is within 100' of the interchange and as such, the nature of our truck business should be safely attracting drivers from a farther distance. The current 25' height allowance only allows for the sign to be seen when the drivers are right beside it. It's critical important to us for our truck driving clients to see our business from farther away to safely react to the exit ramp to react safely and come to our facility.
- Our business represents 2 major brands (Volvo Trucks & Mack Trucks), and having a sign too small to the ground will make these signs unseen to the traffic that needs to see them. Especially the clients that need urgent truck service.
- Representing & servicing these 2 truck brands is the heart of our business, and it's critical to our economic success to achieve a "safe" visibility for the very traffic that travels on the highway.

### **OUR REQUEST**

- With the spirit and purpose this variance request allows us, combined with the ongoing intent the public safety is maintained, and substantial justice is achieved, we would like to respectfully request that we be permitted to increase the height of the sign to the Volvo brand standards requirement of 50' tall, to alleviate some of the issues above.

Thank you for your consideration.



Gabriel Ghanem | Principal  
 MAGNA Sign International  
 m: 813-727-0205  
 e: [gghanem@magnasign.com](mailto:gghanem@magnasign.com)

# **VAR 2025-23**

## Supplemental Sign Information

**VARIANCE RENDERING PACKAGE**

**TRANSOURCE VOLVO/MACK  
104 DAISY SCOTT ROAD  
ROCKY POINT, NC 28457**

**Proposed location  
of new sign (in  
same position as  
existing sign)**

**583' Inft frontage**



### PARCEL CONSOLIDATION

To address non-conformity issue, property owner is open to combining (consolidating the parcels) into a single parcel as part of this process  
The main parcel (3245-04-0938-0000) is where most of the building is located. Existing sign is located on a separate parcel (3235-94-6046-0000).



NORTHBOUND ON RAMP TO I-40

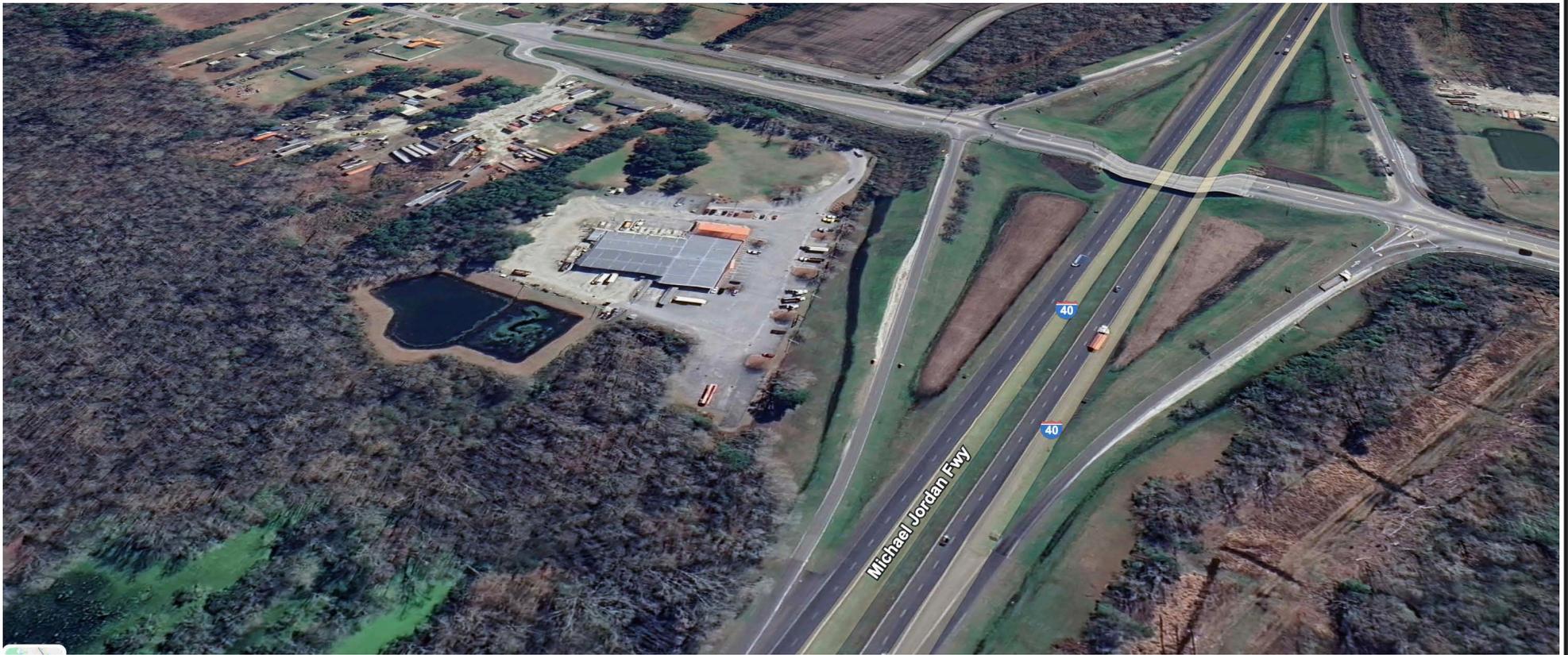
**SOUTHBOUND TRAFFIC ON I-40 APPROACHING INTERCHANGE FROM APPROX 1,100 FEET BACK  
(DEALERSHIP AND SIGN NOT YET VISIBLE)**



**SOUTHBOUND TRAFFIC ON I-40 APPROACHING FROM APPROX 850 FEET BACK  
(FIRST VISIBILITY OF DEALERSHIP AND SIGN)**



SOUTHBOUND AERIAL VIEW (CLOSE UP)



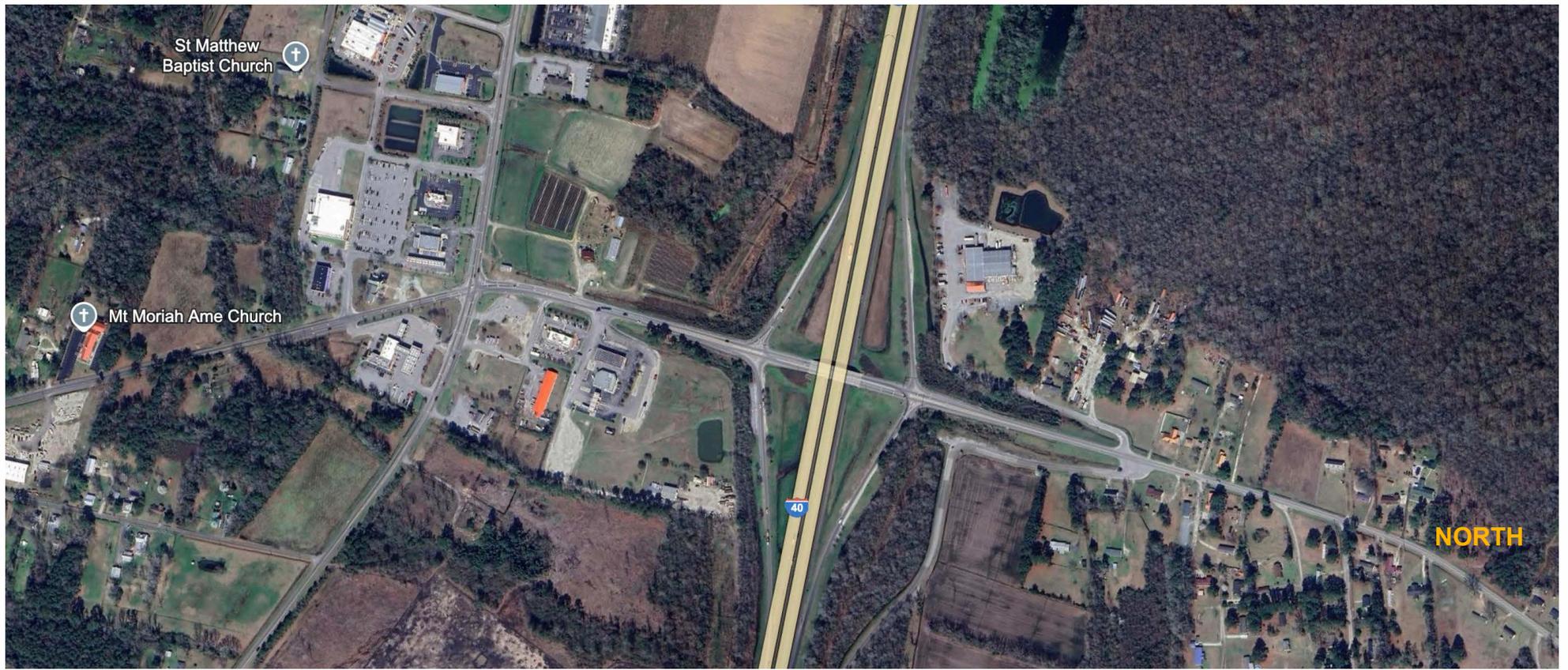
SOUTHBOUND AERIAL VIEW (FARTHER UP)



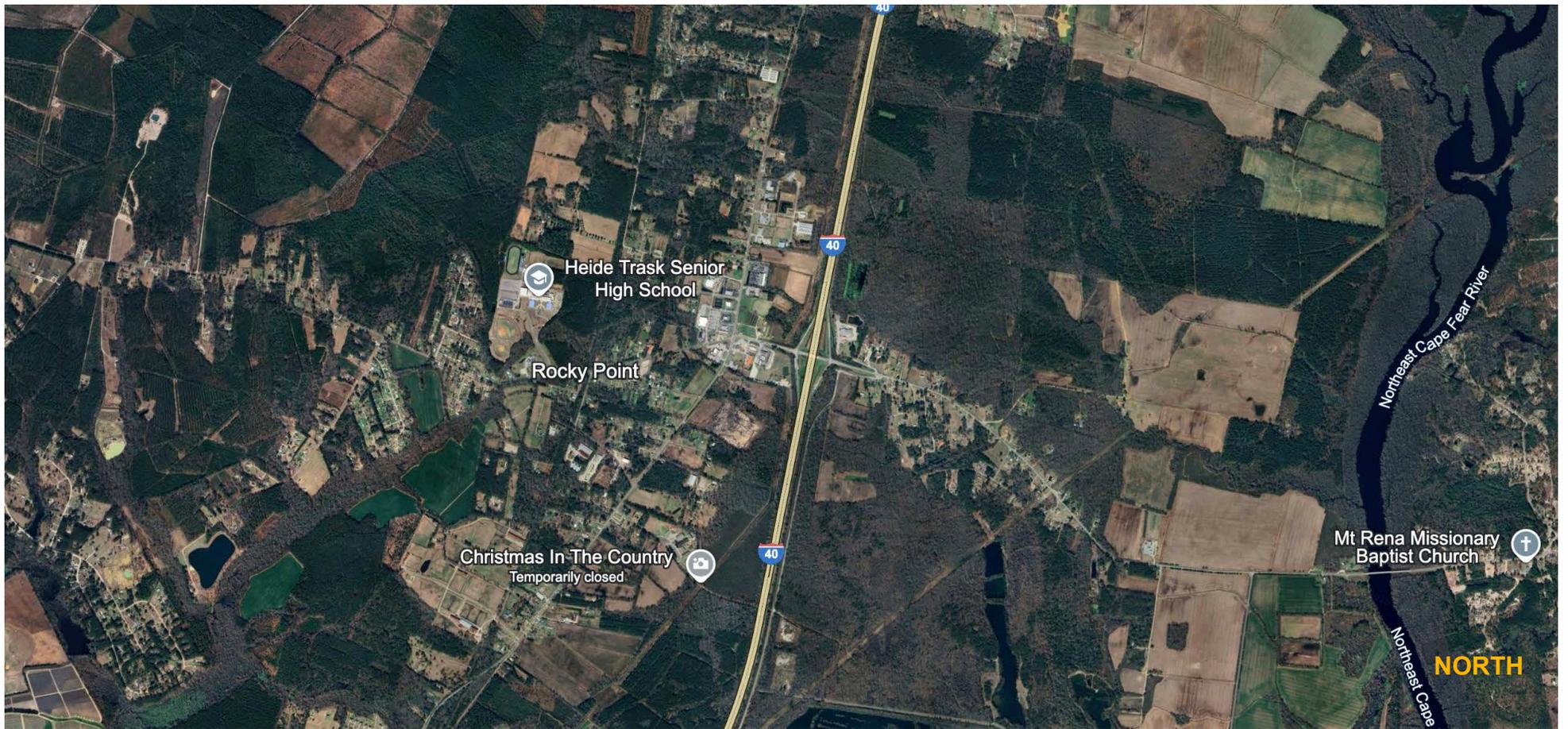
SOUTHBOUND AERIAL VIEW (FARTHER UP)

NORTH

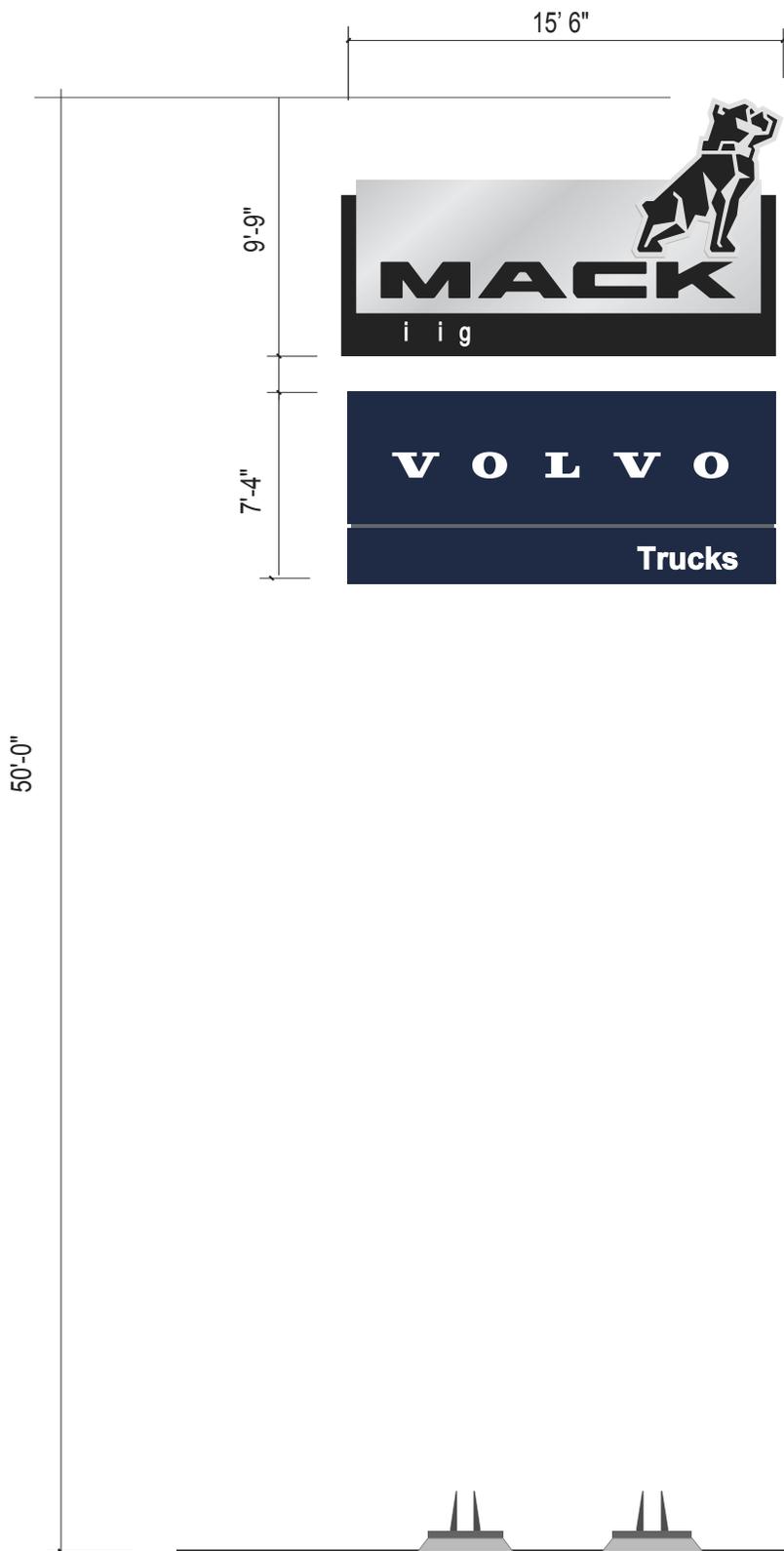
NORTHBOUND AERIAL VIEW



**NORTHBOUND (BIRD'S EYE) AERIAL VIEW**  
(reveals extremely limited visibility from both directions of traffic)



**HIGHER NORTHBOUND (BIRD'S EYE) AERIAL VIEW**  
**(reveals extremely limited visibility from both directions of traffic)**



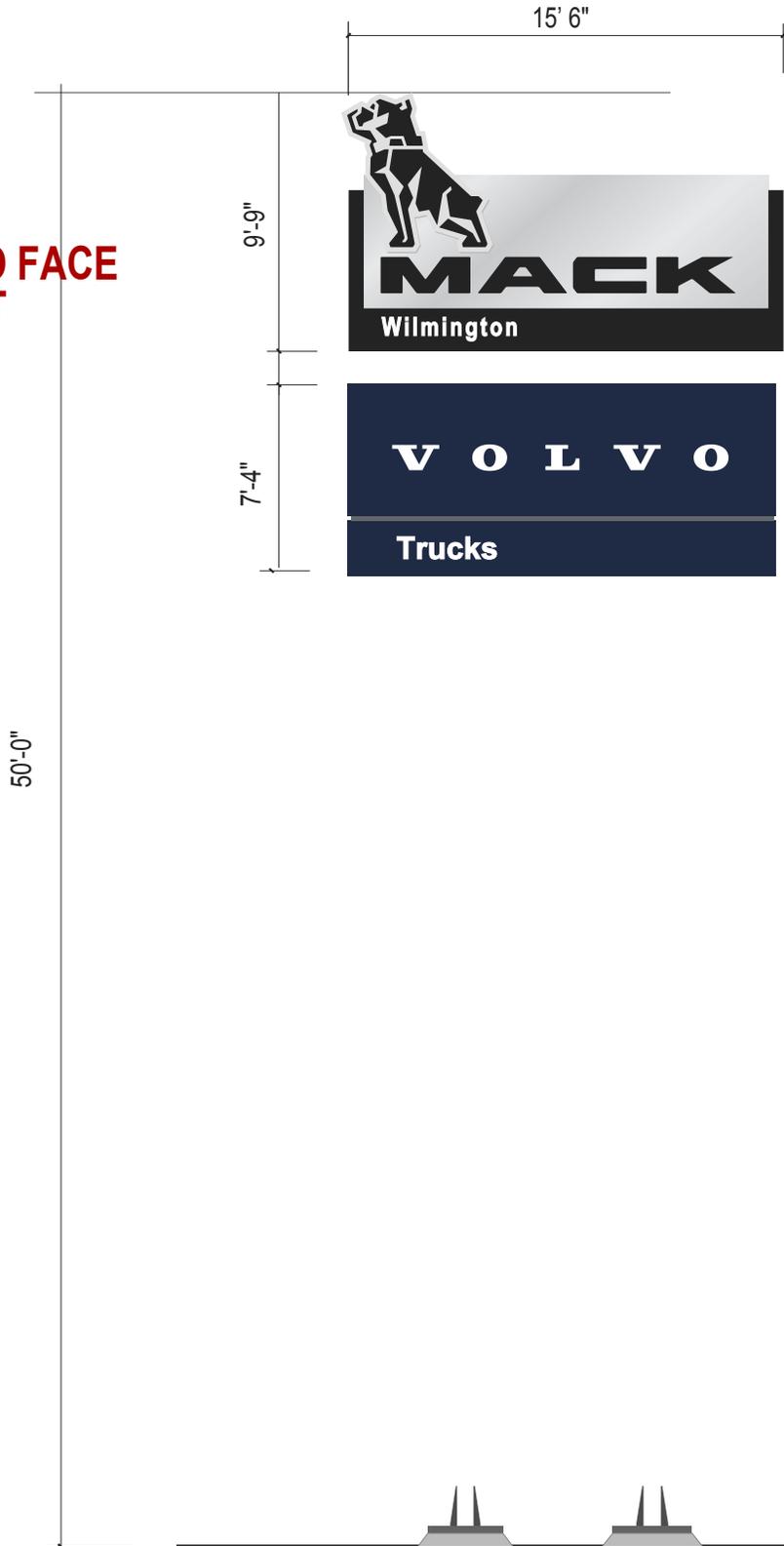
**NOTE - DOG TO FACE STREET**

**SIDE A**

**SEE NEXT PAGE FOR SIDE B**

**Twin Pole Volvo/Mack dual branded 272 SQFT pylon @ 50' OAH**

**NOTE:  
DOG TO FACE  
STREET**



**SIDE B**

**Twin Pole Volvo/Mack dual branded 272 SQFT pylon @ 50' OAH**