



Whitfield County Board of Commissioners
Planning and Zoning Department
201 South Hamilton Street, Dalton, GA 30720
(706) 876-2533

Public Hearing: December 13, 2023 – Unified Board of Zoning Appeals Meeting Minutes
Location: 201 South Hamilton Street, Dalton, Georgia – 5th Floor Conference Room
Call to Order: 12:00 A.M.
Adjournment: 12:18 P.M.

I. Roll Call

The following Board Members were present:

Chair:	Kenneth Harless
Board Member:	Mickey Brock
Board Member:	Austin King
Board Member:	Tracy Ward
Board Member:	Talli Williams

The following staff members were present:

Dalton-Whitfield Planning:	Jean Garland
County Attorney:	Dan Strain
Building Official:	Mike Fowler
Code Enforcement:	Cathy Taylor
Community Development:	Jake Bearden

Others present:

Applicant:	Jason Denson
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II. Approval of Minutes from November 8, 2023 BZA Meeting

Motion to approve the November 8, 2023 minutes as presented was made by Austin King and seconded by Talli Williams. The motion passed 5-0.

III. Appeal Hearing

Applicant: Ford of Dalton – Jason Denson

Property Owner: Thompson Acquisitions Inc & J&T Realty

Property Address: Tampico Way, Dalton, GA 30720

Discussion: Jason Denson was present at the hearing. Staff presented the GIS layout of the property, and explained the circumstances of the variance request. The property is located at the southwest intersection of the North Bypass and Shugart Road in the city of Dalton. The 1.63-acre site is currently zoned C-2, General Commercial.

The site is the proposed location for a 288-square foot freestanding pole sign and 130-foot tall flag pole. The property is located at a traffic light at the intersection of two well-traveled major roadways. The ground level of the site is 10-15 feet below road grade and fully within a designated flood hazard area.

The applicant stated he had demolished and removed the former existing building and signage from the site. He explained the proposed freestanding sign and flag pole will be installed with bases well below grade level. He further explained the increased size and height are requested in order to make the signage attractive and visible to the traveling public.

Mr. Denson pointed out that the site is an entrance point to the city of Dalton. He explained he owns the neighboring property and will use the signage to advertise his business. He stated GDOT will permit his sign as long as the sign message is applicable to Ford of Dalton. The remainder of the property will be paved and utilized for overflow parking for Ford of Dalton with added lighting, cameras, and landscaping.

The applicant requested the following variances from Section 4.5-2(a) and Section 4.4-2 of the Dalton Sign Ordinance:

- (1) to allow an increase in the size of a proposed freestanding sign from 128 square feet to 288 square feet; and
- (2) to allow an increase in the height of a flag pole from 60 feet to 130 feet.

- Decisions:**
- (1) After noting that conditions for the variance had not been met, Tracy Ward made a motion, seconded by Austin King, to deny the requested free-standing pole sign variance. Motion to deny passed 5-0.
 - (2) Austin King made a motion, seconded by Mickey Brock, to grant the variance request to increase the flag pole height to 130 feet. Motion passed 4-1 with Tracy Ward opposing.

IV. Old Business

Staff reported there is no old business pending.

V. Adjournment

Chair Kenneth Harless adjourned the meeting at 12:18 PM.

Minutes submitted by: Jean Garland