

PERMIT NUMBER:

APPLICATION FOR ZONING APPEAL

Georgetown Charter Township
1515 Baldwin St, P.O. Box 769
Jenison, MI 49429
616-457-2340

revised: 1/26/09

APPLICANT INFORMATION

COMPANY NAME: Midwest Sign Company		PHONE: [REDACTED]
APPLICANT NAME: Denise Simons		
ADDRESS: 1124 Electric Ave	CITY / STATE / ZIP: Wayland	

PROPERTY INFORMATION

COMPANY NAME: Element Property Solution		PHONE: [REDACTED]
OWNER / AGENT NAME: Matt VanWerkom		TITLE: Commercial Real Estate Broker
ADDRESS: 5445 32nd Ave	CITY / STATE / ZIP: Hudsonville, MI 49426	
PARCEL NUMBER: unknown	ZONING DISTRICT: OS	
EXISTING USE: Unknown		

REQUEST INFORMATION

STATE THE NATURE OF THE APPEAL, INTERPRETATION OR VARIANCE REQUEST:

Proposed new monument sign placement within 75' setback requirement from center of 20th Ave. There is not ample space for sign to satisfy setback between road and parking lot at entrance to development.

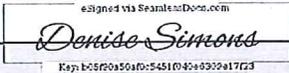
SECTION OF THE ORDINANCE RELATING TO THE REQUEST:

Chapter 25, Sec 25.6, Table for OS zoning freestanding signs setback

EIGHT (8) FOLDED COPIES OF A SITE PLAN ARE REQUIRED TO ACCOMPANY THIS APPLICATION

APPLICANT SIGNATURE

I HEREBY ATTEST THAT THE INFORMATION ON THIS FORM IS, TO THE BEST OF MY KNOWLEDGE, TRUE AND ACCURATE AND COPIES OF ALL MATERIALS SUBMITTED TO THE BOARD WILL ALSO BE SUBMITTED TO THE TOWNSHIP. I UNDERSTAND THAT I MAY BE REQUIRED TO BE SWORN IN TO GIVE TESTAMONY. I HEREBY GRANT PERMISSION FOR MEMBERS OF THE TOWNSHIP BOARD OF APPEALS TO ENTER THE SUBJECT PROPERTY FOR THE PURPOSE OF GATHERING INFORMATION RELATED TO THIS REQUEST. IT IS THE APPLICANT'S RESPONSIBILITY TO MEET THE REQUIREMENTS OF THE TOWNSHIP ZONING ORDINANCE IN ALL RESPECTS AND TO PROVIDE THE NECESSARY INFORMATION TO THE TOWNSHIP FOR APPROVAL. COPIES OF THE ORDINANCE MAY BE OBTAINED FROM THE TOWNSHIP WEBSITE AT WWW.GEORGETOWN-MI.GOV. BY SIGNING, PERMISSION IS GRANTED FOR THE TOWNSHIP STAFF AND BOARD MEMBERS TO ENTER THE SUBJECT PROPERTY FOR PURPOSES OF GATHERING INFORMATION TO REVIEW THIS REQUEST. I ACKNOWLEDGE THERE ARE NO REFUNDS FOR ANY REASON.

APPLICANT SIGNATURE: 	DATE: 06-04-2025
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FOR OFFICE USE ONLY

DATE OF ZONING BOARD OF APPEALS MEETING: 7/23/25	DATE ADVERTISED: 7/18/25	DATE PROPERTY NOTICES WERE SENT: 7/18/25
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Sec. 28.11 of the Georgetown Charter Township Zoning Ordinance establishes the powers and duties of the Zoning Board of Appeals. All Variance requests must meet the specific standards listed in that section in order to be approved. In the space below or additional sheets, if needed, state how your request meets each of the approval standards.

Section 28.11 of the Zoning Ordinance states:

- (C) **Variations.** The Board of Appeals shall have the power to authorize, upon an appeal, specific variations from the requirements of this Ordinance, when the applicant demonstrates that ALL of the following conditions will be satisfied.

(Please describe, in detail, how your request meets each of the following standards.)

- (1) Granting the variance be in the public interest and will ensure that the spirit of this Ordinance shall be observed. *(Will the intentions of the ordinance be upheld and will there be no detrimental effects to the public if the variance is granted?)*

The intentions of the ordinance will be upheld because the setback requirement for the sign was

to be satisfied.

- (2) Granting the variance shall not permit the establishment within a district of any use which is prohibited, nor shall any use variances be granted. *(Is the use to which the variance relates allowed in the zoning district where the site is located?)*

The use to which the variance relates is allowed within the zoning district.

Besides the proposed variance from the setback requirement, all ordinance requirements of

signage are met by the proposed sign (square footage, height, build).

- (3) That there are practical difficulties in complying with the standards of the Zoning Ordinance resulting from exceptional, extraordinary, or unique circumstances or conditions applying to the property in question, that do not generally apply to other property or uses in the vicinity in the same zoning district; and have not resulted from the adoption of this Ordinance. *(What unusual circumstances related to the property, that are different from other neighboring properties, necessitate the request?)*

Due to a variance approved in 2024 for reduced setback of the parking lot at this property, there is

ample room for the sign to be installed in a location that satisfies the 75' setback requirement from

of 20th Ave. At the only entrance to the property where a main ID sign is necessary, 75' from

20th Ave lands in the parking lot. All neighboring properties have room for sign to satisfy this

- (4) That the granting of such variance will not be of substantial detriment to adjacent properties or improvements in the vicinity; or, that the application of conditions to an approved variance will eliminate or sufficiently mitigate potential detrimental impacts. *(Present evidence that if the variance is granted, the adjacent properties will not suffer from detrimental effects.)*

Adjacent properties will not be impacted by approval of the variance request.

The proposed sign location is not near neighboring property lines.

- (5) That granting such variance is necessary for the preservation of a substantial property right possessed by other properties in the vicinity in the same zoning district. *(What substantial property right are you denied under the current circumstances?)*

Under the current circumstances, identification signage at the entrance to the development is not and businesses within the development will suffer. Wayfinding will be an issue.

That business exposure and wayfinding presence is a substantial right possessed by all other properties in the vicinity that have a sign at their entrance.

- (6) That granting such variance will not cause any existing non-conforming use, structure, or condition to be increased or perpetuated, contrary to the provisions of Chapter 27 of this Ordinance, except in accordance with Section 27.12 *(Are there any circumstances on the property that are currently non-conforming? If so, will the non-conforming be increased or enlarged?)*

Reduced setback of the parking lot at this property was approved in 2024, but approval of the setback of the sign accordingly will not perpetuate that issue.

- (7) That the variance is not necessitated as a result of any action or inaction of the applicant. (revised 4-23-2001) *(Is this request necessary because of anything that has been done or not done by the applicant?)*

The variance request is not necessitated because of any action of the property owner.

The reduced setback of the parking lot was necessary for the presence of the development.

Reduced setback of the monument sign accordingly is required for a sign to be installed.

ZONING BOARD OF APPEALS REVIEW PROCESS

THE ZONING BOARD OF APPEALS IS A QUASI-JUDICIAL REVIEW BODY CHARGED WITH THE AUTHORITY TO HEAR AND DECIDE APPEALS FROM ANY ADMINISTRATIVE ACTION, INTERPRETATION OR REGULATION OF THE GEORGETOWN CHARTER TOWNSHIP ZONING ORDINANCE. THE PROCESS IS AS FOLLOWS:

1. A COMPLETE APPLICATION, ALONG WITH A FILING FEE, MUST BE SUBMITTED TO THE TOWNSHIP ZONING ADMINISTRATOR AT LEAST FOUR WEEKS PRIOR TO THE REGULARLY SCHEDULED BOARD OF APPEALS MEETING (FOURTH WEDNESDAY OF EACH MONTH). SEE DEADLINE DATES ON THE WEBSITE.
2. EIGHT FOLDED (8) COPIES OF A SITE PLAN SHOULD ALSO BE INCLUDED WITH THE APPLICATION. THE PLAN SHOULD BE DRAWN TO SCALE (BASED ON A PROPERTY SURVEY) AND PROVIDE SUFFICIENT DETAIL TO ILLUSTRATE THE SUBJECT PROPERTY, BUILDINGS, STREETS AND OTHER FEATURES PERTINENT TO THE APPEAL. STRUCTURES LOCATED ON ADJOINING PROPERTIES SHOULD ALSO BE SHOWN TO DEPICT THE RELATIONSHIP OF THE PROPOSED TO ITS SURROUNDINGS AND THE POTENTIAL IMPACTS ON ADJACENT USES. FOR COMMERCIAL OR INDUSTRIAL PROJECTS, THE PLAN SHOULD BE PROFESSIONALLY PREPARED. FAILURE TO PROVIDE SUCH INFORMATION WITH THE APPLICATION MAY CAUSE THE REQUEST TO BE TABLED UNTIL AN ACCEPTABLE SITE PLAN IS SUBMITTED.
3. AT ITS NEXT REGULAR MEETING, THE ZONING BOARD OF APPEALS WILL CONDUCT A PUBLIC HEARING CONCERNING THE REQUEST. FOLLOWING DELIBERATIONS, THE ZONING BOARD MAY RENDER A DECISION OR TABLE THE REQUEST FOR FURTHER STUDY. THE BOARD MAY IMPOSE CONDITIONS AS PART OF ITS DECISION.
4. THE APPLICANT OR A DESIGNATED REPRESENTATIVE MUST BE PRESENT AT THE MEETING OR THE REQUEST WILL BE TABLED.
5. DECISIONS OF THE ZONING BOARD OF APPEALS ARE FINAL. FURTHER APPEAL OF A BOARD DECISION IS PERMITTED ONLY THROUGH THE CIRCUIT COURT.
6. ANY VARIANCE THAT HAS BEEN GRANTED WILL EXPIRE ONE (1) YEAR AFTER THE DATE OF APPROVAL, UNLESS THE CONSTRUCTION AUTHORIZED BY THE VARIANCE HAS COMMENCED.
7. NO REQUEST WHICH HAS BEEN DENIED BY THE ZONING BOARD OF APPEALS MAY BE SUBMITTED FOR RECONSIDERATION FOR A PERIOD OF ONE (1) YEAR FOLLOWING THE BOARD'S ACTION, EXCEPT ON GROUNDS OF NEWLY DISCOVERED EVIDENCE OR PROOF OF CHANGED CONDITIONS.