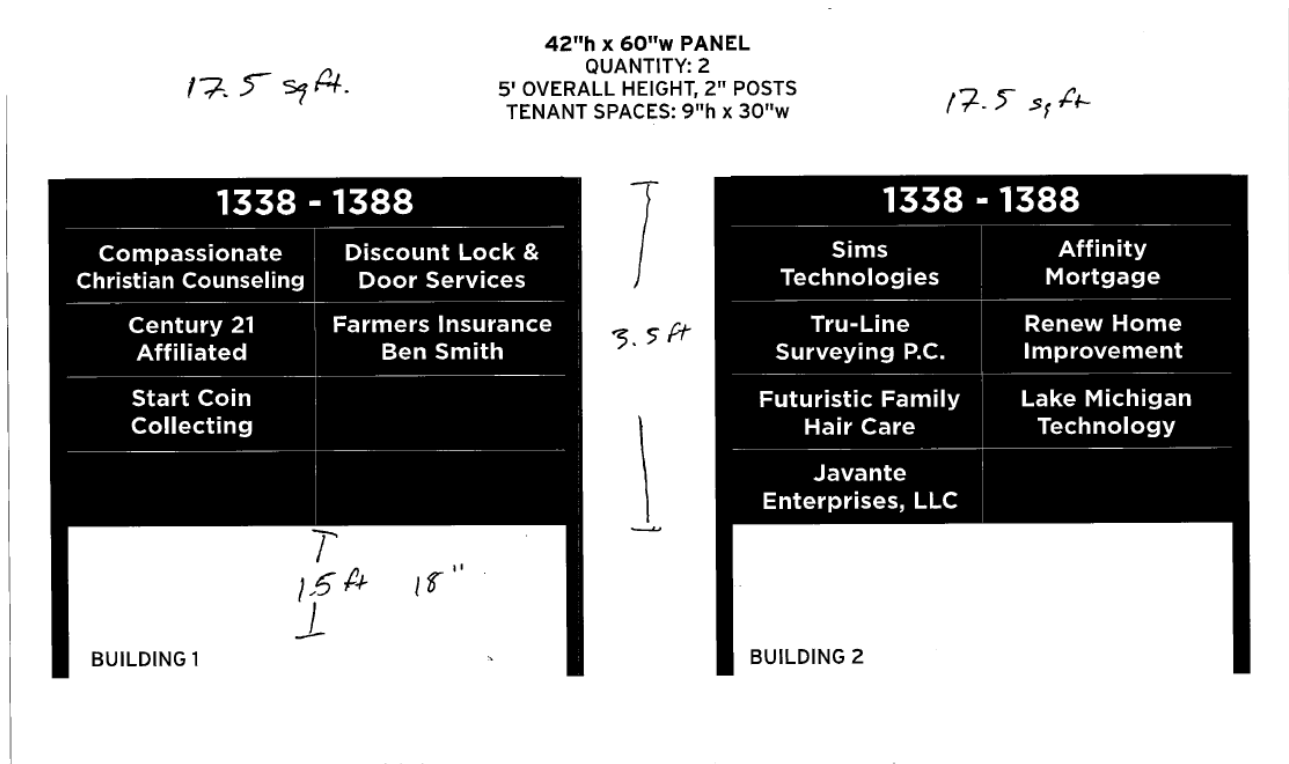


REQUEST

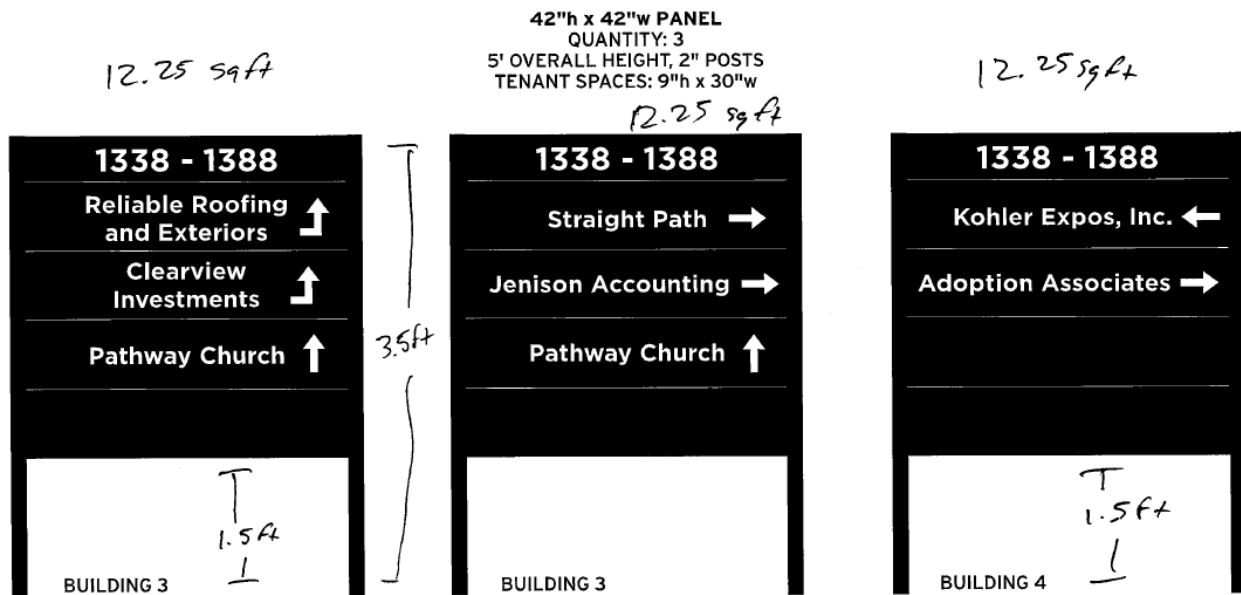
(VAR1705) Signworks of Michigan, Inc., 4612 44th St. SE, (for Boulder Bluff) is requesting to have (6) six freestanding signs, a variance of (5) five freestanding signs from the maximum of (1) one allowed in Sec. 25.6(B), and to have a minimum distance of 1.5 feet from the bottom of each of the signs to the ground, a variance of 6.5 feet from the minimum of (8) eight feet required in Sec. 25.6(B); to have 111.75 total square feet of freestanding signage, a variance of 11.75 square feet from the maximum of 100 square feet allowed in Sec. 25.6(B) for a business center freestanding sign and a variance of 61.75 square feet from the maximum of 50 square feet allowed in Sec. 25.6(B) for a ground-mounted freestanding sign; for a total of 111.75 square footage of signage in lieu of approximately 588.75 square feet of wall signage; in a (NS) Neighborhood Service Commercial district, on a parcels of land described as: P.P. # 70-14-14-329-001 through P.P. # 70-14-14-329-018; located at 1388, 1384, 1368, 1366, 1364, 1362, 1360, 1342, 1388, 1344, 1346, 1348, 1350, 1352, 1352 and 1338 Baldwin Street, Georgetown Township, Ottawa County, Michigan.

The applicant is requesting to eliminate the wall signs on all four buildings for all eighteen businesses (the total allowed wall signage for the eighteen businesses is 588.75 square feet) and to replace them with the following signs for a total square footage of 111.74:

1. An interior freestanding sign 1, for building 1, with a height of (5) five feet, with an area of 17.5 square feet, with a distance of 1.5 feet from the bottom of the sign to the ground.
2. An interior freestanding sign 2, for building 2, with a height of (5) five feet, with an area of 17.5 square feet, with a distance of 1.5 feet from the bottom of the sign to the ground.



- Two interior freestanding signs 3a and 3b, for building 3, each with a height of (5) five feet, each with an area of 12.25 square feet, each with a distance of 1.5 feet from the bottom of the sign to the ground.
- An interior freestanding sign 4, for building 4, with a height of (5) five feet, with an area of 12.25 square feet, with a distance of 1.5 feet from the bottom of the sign to the ground.



- An overall freestanding sign located 59 feet from the centerline of Baldwin, with a height of 4 feet and an area of 40 square feet proposed (32 square feet existing).

Below is the existing freestanding sign along Baldwin and below that is the future proposed freestanding sign along Baldwin.





Note that the sign company identifies the signs as post and panel signs. The Zoning Ordinance has no such signs and the closest type of sign is called a freestanding sign (although it may not accurately depict the type of sign proposed).

Therefore as per the Zoning Ordinance definitions, the overall request is to have (6) six freestanding signs, a variance of (5) five freestanding signs from the maximum of (1) one allowed in Sec. 25.6(B) for a business center, and to have a minimum distance of 1.5 feet from the bottom of the sign to the ground, a variance of 6.5 feet from the minimum of (8) eight feet required in Sec. 25.6(B) for a pole mounted freestanding sign.

Below is the width of each tenant space for the eighteen businesses in the four buildings which demonstrates the square footage that is allowed for each business, for a total of 588.75 allowable square feet for wall signage. The request is to have 111.75 square feet in five foot tall freestanding signs, which is considerable less than what is allowed.

Boulder Bluff

Width of each tenant space and what are they allowed for wall signage:

	Width of Space in feet	Allowed Square Feet	Tenant
1	25	37.5	Compassionate Christian Counseling
2	41	61.5	Century 21 Affiliated
3	14.5	21.75	Start Coin Collecting
4	27	40.5	Discount Lock & Door Services (Measured on exterior)
5	22	33	Farmers Insurance Ben Smith
6	24	36	Jack vande Attorney
7	11	16.5	Tru-Line Surveying P.C.
8	9	13.5	Futuristic Fmaly Hair Care
9	13	19.5	Affinity Mortgage
10	14	21	Renew Home Improvement
11	41	61.5	Lake Michigan Technology (14' measurement inside, 27' meas
12	9	13.5	Reliable Roofing & Exteriors
13	8	12	Clearview Investments
14	18	27	Pathway Church
15	9	13.5	Straight Path
16	9	13.5	Jenison Accounting
17	28	42	Kohler Expos, Inc. (Measured on exterior)
18	70	105	Adoption Associates (Measured on exterior)
	<u>392.5</u>	<u>588.75</u>	

The five signs are proposed to be located as shown on the map below.



HISTORY OF SITE

The site is located in the (NS) Neighborhood Service Commercial district. The property was rezoned from (HDR) High Density Residential to (NS) Neighborhood Service Commercial in May of 1983 and a site plan for the buildings was approved in June of 1983. The site was not developed as a (PUD) Planned Unit Development. After research was conducted, it was found that no variances were granted related to signs. Therefore, the site is subject to the regulations listed in the Zoning Ordinance.

DISCUSSION

The commercial area plus the adjacent condominiums would likely be developed as a Planning Unit Development if it were to be constructed today. With the flexible zoning of a PUD, the types of signs currently being proposed could be approved with the PUD. With straight zoning, the proposed sign types are not identified in the Zoning Ordinance and the closest type is a freestanding sign.



This development is unique because the four commercial buildings have entrances from an interior parking lot. Putting the wall signs on the main street as per the ordinance (Baldwin) would not help a customer find the correct business in the correct building after entering the site from Boulder Bluff Dr. and parking in the interior parking area.

Currently, wall signs identify the businesses inside each building. The wall signs do not coordinate with each other (there is no requirement in the ordinance for the various wall signs to coordinate).

The buildings are being updated and renovated and the owner has requested to have new coordinating signage for each building in order to be more aesthetically pleasing and to help customers identify which building to enter.

The request is to eliminate all of the wall signs (a total of 588.75 square feet allowed for the 18 businesses) and to replace them with five freestanding signs, with a maximum of height of five feet each, two signs with 17.5 square feet each and three signs with 12.25 square feet in area. The proposal for 111.75 square feet of signage reduces the square footage from 588.75 allowed by 477, which is a substantial amount.

REVIEW

The standards that have objectively been met are noted with an “X” in the “yes” column and the standards that have objectively not been met are noted with an “X” in the “no” column. Any standards left blank could not be objectively met or not met and therefore must be determined by the ZBA.

Variance ID		VAR1705	
Applicant		Boulder Bluff	
Address		1338 to 1388 Baldwin	
Request		signs	
Date		For October 25, 2017 meeting	
#	YES	NO	CONDITIONS (Chapter 28.11-C)
1	X		Granting the variance(s) will be in the public interest and will ensure that the spirit of the Ordinance shall be observed.
2	X		Granting the variance shall not permit the establishment within a district of any use which is prohibited, nor shall any use variances be granted.
3	X		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.

4	X		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 of an approved variance will eliminate or sufficiently mitigate potential detrimental impacts.
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.
6	X		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.
7			That the variance is not necessitated as a result of any action or inaction of the applicant.

FINDINGS

The ZBA should determine if standards 5 and 7 are met and if they concur with the review presented.

Standard #1 - Granting the variance will be in the public interest and will ensure that the spirit of the Ordinance shall be observed.

Appears to be met. The spirit of the ordinance is to regulate and limit the size, height and location of signs in order to provide for the orderly development of land and to set minimum standards to protect property values and prevent unsightly development. It is also to protect the public’s ability to identify establishments and premises, as well as to protect areas from visual chaos and clutter.

Standard #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.

Met.

Standard #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.

Appears to be met. The unique circumstances that apply to this situation are related to the following:

1. Entrance to the site is from the interior Boulder Bluff Dr.
2. Entrance to the buildings in which the businesses are located is from the interior parking lot.
3. People need to identify which building contains which business.
4. The amount of wall signage for the 18 businesses is a huge amount (588.75 SF allowed) and the existing wall signs are not coordinated.





Standard #4 - That the granting of such variances will not be of substantial detriment to adjacent properties or improvements in the vicinity; or, that the application of conditions of an approved variance will eliminate or sufficiently mitigate potential detrimental impacts.

Appears to be met. Rather than being detrimental, granting the variance would be beneficial to the area because the applicant stated that there will be no wall signs (588.75 square feet allowed) for the 18 businesses and are not coordinated. They will be replaced with 111.75 square feet of five feet tall coordinated freestanding signs.

Standard #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.

The ZBA will have to determine if this standard is met.

Standard #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 in Section 27.12.

MET.

Standard #7 - That the variance is not necessitated as a result of any action or inaction of the applicant.

The ZBA will have to determine if this standard is met.

OPTION FOR MOTION

The ZBA should determine if the standards of the ordinance have been met.

Motion: To adopt the staff report as finding of fact and to _____ (approve or deny) variance (VAR1705) Signworks of Michigan, Inc., 4612 44th St. SE, (for Boulder Bluff) to have (6) six freestanding signs, a variance of (5) five freestanding signs from the maximum of (1) one allowed in Sec. 25.6(B), and to have a minimum distance of 1.5 feet from the bottom of each of the signs to the ground, a variance of 6.5 feet from the minimum of (8) eight feet required in Sec. 25.6(B); to have 111.75 total square feet of freestanding signage, a variance of 11.75 square feet from the maximum of 100 square feet allowed in Sec. 25.6(B) for a business center freestanding sign and a variance of 61.75 square feet from the maximum of 50 square feet allowed in Sec. 25.6(B) for a ground-mounted freestanding sign; for a total of 111.75 square footage of signage in lieu of approximately 588.75 square feet of wall signage; in a (NS) Neighborhood Service Commercial district, on a parcels of land described as: P.P. # 70-14-14-329-001 through P.P. # 70-14-14-329-018; located at 1388, 1384, 1368, 1366, 1364, 1362, 1360, 1342, 1388, 1344, 1346, 1348, 1350, 1352, 1352 and 1338 Baldwin Street, Georgetown Township, Ottawa County, Michigan; based on the finding that the request _____ (meets or does not meet) the seven standards of the ordinance. (If applicable) Specifically, standards (_____) have been _____ (met or not met) and the reasons are _____,

with the condition that all wall signs be removed and there be no wall signs. If in the future, wall signs are added, all the proposed signs approved with this variance are to be removed.