

**GRAND RAPIDS CHARTER TOWNSHIP
BOARD OF ZONING APPEALS
October 12, 2010**

A meeting of the Grand Rapids Charter Township Board of Appeals was called to order at 7:01 pm with the following present; Chair Ron Hall, Lee VanPopering, George Orphan, Jim Kubicek and Greg Timmer. Also present were Township Planning Director Richard Sprague Jr. and Treasurer Clerical Assistant Kara Ronda. Secretary David VanDyke was not present.

1. Approval of the September 14, 2010 minutes.

Lee VanPopering, seconded by **George Orphan**, moved to approve the minutes with the following change:

- p.2, 2nd bullet under Ken Fridsma, change “know” to “known”

Motion approved unanimously.

2. #2010-06 – SignArt, Inc – 3590 Plainfield Ave.

Lee VanPopering, seconded by **George Orphan**, moved to un-table the request at 3590 Plainfield Avenue.

Motion passed unanimously.

Brad Rhodes, SignArt, Inc. 5757 East Cork St. Kalamazoo, representing CVS Pharmacy, summarized the changes since the previous meeting (This request was tabled at the last ZBA meeting):

- removed over 150 square feet of signage
- reduced monument sign to 5’7”, which is well below the 8’ requirement
- removed ‘24 Hour’ signage from building
- reduced ‘Drive Thru’ letters to 7.17” each
- removed second set of letters on ‘Drive Thru’ sign
- left name branding sign at 3 ft: believes this is a good size to identify the building and gives the public advance notice of the building location
- still showing an information panel: lets the general public know the correct procedure and the info is easily accessible to the public
- front awning over door is at 4.21 square feet: used for covering the general public while walking into the store
- sign #8, the information panel, identifies the store hours, store and pharmacy managers
- noted there is 294 square feet of signage on the CVS at Fuller Street
- due to the setback of the building, size of building and the way the building is hidden, this property does have some exceptions/hardships

Jim Kubicek asked the applicant if any of the signs are electronic. The applicant, Brad Rhodes stated none of the signs are electronic. They are illuminated, but not electronic.

Lee VanPopering asked Rick Sprague how far over the applicant is. Rick Sprague stated the applicant is 109.87 square feet over the maximum.

Jim Kubicek asked Rick Sprague how many square feet Plainfield and the City of GR allow. Rick Sprague explained they both use a different formula based on the wall frontage. Jim asked if the Township's Ordinance has any sliding factors or sliding scale. Rick stated the Township does not, 150 square feet is the maximum. Jim asked about electronic signs. Rick stated electronic changeable copy signs are not allowed in the Township.

Lee VanPopering stated the neighbor across the street, Walgreen's, does not have a sign on 4 Mile Road.

Lee VanPopering asked about directional signs. Ron Hall noted directional signs are exempt.

Lee VanPopering feels the signage on the building is ok, but the signs not on the building are obnoxious.

Jim Kubicek asked if the beverage signs are exempt. Rick Sprague stated if the advertising logo is removed, the signs would then be exempt.

Lee VanPopering does not like the sign on 4 Mile Road. Jim Kubicek said CVS is still on the side of the building to identify it. Ron Hall clarified the applicant has two monument signs because they have a second driveway and that sign would identify the drive. Ron Hall also noted because the building is located on the corner of two streets, the applicant is making sure their building is clearly marked and recognizable.

George Orphan stated because of the uniqueness of the building placement and the traffic of the intersection, he believes some sort of sign marking should be located in the second driveway.

Lee VanPopering believes the driveway is extremely noticeable. The driveway has a 5 foot rise and the pharmacy sits on top of a small hill.

Jim Kubicek asked if there is a fence or berm along the east lot line. The applicant replied bushes and greenery will be going in. Rick Sprague noted there is an elevation difference between the two properties.

Lee VanPopering stated he would be inclined to approve what the applicant has, minus the second monument sign.

Ron Hall asked how far from the roadway would the placement of the sign be on 4 Mile Road. The applicant stated approximately 13 feet.

George Orphan noted he is in favor of everything, including the second monument sign; he would just like to see it trimmed down a little. Lee VanPopering asked George what he would cut it down to. George stated he would like to see the size cut in half.

Jim Kubicek believes it is a reasonable proposal the way it is written seeing as the Walgreen's across the street is in a different jurisdiction and they have more signage than what the applicant is requesting.

George Orphan, seconded by **Jim Kubicek**, moved to approve the variance request with the following conditions:

- removal of the CVS logo on 'Sale of Alcoholic Beverage' signs (#11 & #12)
- removal of the 'Open 24 Hours' portion on the ground monument sign (#2) located on 4 Mile Road, therefore shortening/lowering the sign by 6.5 inches

Yes: Jim Kubicek, George Orphan, Ron Hall, Greg Timmer

No: Lee VanPopering

Motion approved.

3. Update from Township Planning Director.

Planning Director Rick Sprague announced there will be a meeting next month regarding a fence request on Dean Lake Avenue.

The meeting was adjourned at 7:38 pm.

Respectfully Submitted,
David VanDyke