

MINUTES
Cascade Charter Township Zoning Board of Appeals
Tuesday, November 15, 2011
7:00 P.M.

ARTICLE 1. Chairman Mel Casey called the meeting to order at 7:00 P.M.
Members Present: Casey, Goldberg, James, Logue
Members Absent: McDonald - excused, Alternate Neal - unexcused
Others Present: Planning Director, Steve Peterson

ARTICLE 2. Chairman Casey led the Pledge of Allegiance.

ARTICLE 3. Approve the Agenda

Motion was made by Member Goldberg to approve the Agenda. Support by Member James. Motion carried.

ARTICLE 4. Approve the Minutes of the October 11, 2011 Meeting.

Motion was made by Member Goldberg to approve the Minutes. Support by Member James. Motion carried.

**ARTICLE 5. Case #11-3053 Roger Wardell
(Public Hearing)**

Property Address: 5121 28th St.

Requested Action: The applicant is requesting a Variance to allow an additional wall sign on the building.

Planning Director Steve Peterson reviewed that this building was formerly Perkins Restaurant. The building is being remodeled for a Sleep Doctor Mattress store. The additional wall sign they would like to install is 55 sq ft in size and is on the east elevation.

The permitted wall sign is 80 sq ft and has already been installed on the south elevation of the building. Wall signs in the ES district are limited to one sign, no more than 100 sq ft for a single tenant building. We do allow for incidental signs up to 8 sq ft and wall directional signs up to 20 sq ft. These types of signs would not require a variance.

Peterson doesn't believe there is anything unique about this circumstance, they are just asking for additional signage. Staff is recommending this request be denied.

Chairman Casey asked if there were any questions of the Planner.

Member Goldberg asked, "When this building was a Perkins, what was their sign package like on the wall signs"? Peterson replied that they had asked for a variance second wall sign, but withdrew that request. Secondly, Goldberg asked what the difference was between a 20 ft directional wall sign and a 20 ft wall sign. Peterson

stated that staff has been very liberal allowing businesses to take advantage of the 20 sq ft wall directional signage.

Roger Wardell of 1568 Old Lantern Ct in Caledonia is the applicant and one of the members of Sleep Doctor. He said that the motivation for the variance was that Perkins had a sign on both the south side and east side of the building. A sign face was on both sides, and when the Perkins signs were taken down, it just looked odd.

Member James asked the applicant if a 20 ft square sign above the door would help him out. The applicant said he would have to see an example to know how it would look on the building from a scale standpoint. Currently it's just a large surface with nothing on it.

Member Goldberg asked if Sleep Doctor is a franchise concept. Wardell said that he and his brother started the business 16 years ago and it is not a franchise. Member Goldberg went on to say that he would like to adhere to the 100 ft. He is willing to consider a variance so that it doesn't need to be directional in nature to say.

Discussion followed.

Member James made a Motion to open Public Hearing. Support by Member Goldberg. Motion carried.

The Planner said that a couple people called to ask questions, but there were no comments.

Member Goldberg made a Motion to close Public Hearing. Support by Member James. Motion carried.

Member Logue spoke with the applicant as to what variable might work for his sign.

Member Goldberg made a Motion to grant a Variance such that the applicant can put up one additional wall sign of not more than 20 sq ft with no need that the sign be directional. Support by Member Logue. With no opposition, Motion carried.

ARTICLE 6. Any other business

The next meeting will be December 13th with 3 cases on the agenda.

ARTICLE 7. Adjournment

Motion was made by Member Goldberg to adjourn. Support by Member James. Motion carried. The meeting was adjourned at 7:25 p.m.

Respectfully submitted,

Tom McDonald, Secretary
Carol M. Meyer, Planning Administrative Assistant