



**ADA TOWNSHIP ZONING BOARD OF APPEALS  
MINUTES OF THE SEPTEMBER 3, 2024, REGULAR MEETING**

A regular meeting of the Ada Township Zoning Board of Appeals was held on Tuesday, September 3, 2024, at 4:30 p.m., at the Ada Township Hall Assembly Room, 7330 Thornapple River Dr. SE, Ada, Michigan

**I. CALL TO ORDER**

Chair McNamara called the meeting to order at 4:30 p.m.

**II. ROLL CALL**

Members Present: Burton, Courtade, McNamara, Nuttall

Members Absent: 0

Staff Present: Bajdek, Buckley, Said

Others Present: 8

**III. APPROVAL OF AGENDA**

Moved by Courtade, supported by Nuttall, to approve the agenda as presented. Motion carried.

**IV. APPROVAL OF MINUTES OF THE AUGUST 13, 2024, REGULAR MEETING**

Moved by Nuttall, supported by Burton, to approve the August 13, 2024, meeting minutes as presented. Motion carried.

**V. UNFINISHED BUSINESS - none**

**VI. NEW BUSINESS**

**1. Request for signage variances to allow for a replacement Ada Hillsdale Center freestanding ground mounted sign, in the C2/PUD zoning district, property owner 6751 Fulton Associates, LLC, Parcel No. 41-15-28-330-005, Bear Sign Company, Mitchell Conroy**

Applicant, Mitchell Conroy with Bear Sign Company, 7290 Division Avenue South, Grand Rapids, presented his request for a sign variance in height to allow for a replacement sign. He explained that there was a previous height variance granted in 2006 and the proposed sign is the same height of 7.5 feet. He further explained the need for a sign area variance, due to code regulations, and said the proposed sign area (77.71 square feet) allows for clear identification of the property.

Mr. Conroy stated he is looking to upgrade the current sign to allow to house more tenants and that the current sign is old/dated and in disrepair.

Zoning Administrator/Planner Bajdek, summarized the staff report and said that the Ada Hillside Center is located at the intersection of E. Fulton Street and Grand River Drive, zoned C-2 General Business PUD. It is comprised of two parcels, with separate ownerships; 6751 Fulton Associates, LLC owns the subject site. The 'business center' contains four multi-tenant buildings, with two being on each parcel.

Bajdek explained the ownerships of the Ada Hillside Center desire a new/replacement freestanding ground mounted sign larger in height and size than is permitted per the Zoning Ordinance. The requested variances are as follows:

- from the maximum allowable height of 5 feet to 7.5 feet; and
- from the maximum allowable sign area of 60 square feet to 77.71 square feet.

Bajdek noted: since signage was not addressed at the time of the initial Ada Hillside Center PUD approval, conventional C-2 signage regulations apply to the Ada Hillside Center properties.

Bajdek said that staff's opinion is that though the request does not meet the exact letter of intent, it may merit further consideration, due to the size, shape, and its location along the multi-lane Fulton Street corridor.

McNamara opened the public hearing at 4:39 p.m., there was no public comment, and the hearing was closed.

There was ZBA discussion about the current sign vs. the proposed sign. Burton pointed out that it makes sense for safety purposes to have the larger sign (easier to see/read from Fulton Street). Courtade said the increased size and area clearly fall within the second criteria to be met regarding practical difficulty or unnecessary hardship, due to the public safety concern, and that it better suits the public and the businesses.

Bajdek asked how it is determined which tenant would be occupying this freestanding sign. Karen Bix with Bradley Company explained that she manages the 6751 Fulton site and there is a PUD in place allowing a 60/40 split for the signs (one parcel has six names and the other parcel three).

Moved by Courtade, supported by Burton, to approve the application and its request for the height and area variances, subject to the following condition:

1. No additional signage variance requests for size or area will be allowed for the Ada Hillside Center property.

Motion carried.

## **VII. CORRESPONDENCE**

Said reminded the ZBA about the upcoming state-wide planning conference at the Amway Grand September 25-27<sup>th</sup>.

## **VIII. PUBLIC COMMENT – none**

**IX. ADJOURNMENT**

Moved by Nuttall, supported by Courtade, to adjourn the meeting at 4:50 p.m. Motion carried.

Respectfully submitted,

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Susan Burton, Ada Township Clerk

rs:eb