



**ADA TOWNSHIP ZONING BOARD OF APPEALS AGENDA
SPECIAL MEETING, TUESDAY, MAY 28, 2019, 4:00 P.M.
ADA TOWNSHIP OFFICES
7330 THORNAPPLE RIVER DR. SE, ADA, MICHIGAN**

I. CALL MEETING TO ORDER

II. ROLL CALL

III. APPROVAL OF AGENDA

IV. APPROVAL OF MINUTES – May 7, 2019 Meeting Minutes

V. UNFINISHED BUSINESS

1. Request for variance from Article XXVI, Signs for C-2 General Business District Wall

Signage, to allow:

- (2) wall signs instead of the permitted one (1) wall sign per business, and,
- from the maximum area of 40 sq. ft. to 112 sq. ft. for one (1) sign, for a total of 136 sq. ft. for the business.

Jeremy Mertz of Poblocki Sign Company on behalf of Mercy Health, 6741 E. Fulton, Parcel no. 41-15-28-330-004

VI. NEW BUSINESS

VII. CORRESPONDENCE

VIII. PUBLIC COMMENT

IX. ADJOURNMENT

**ADA TOWNSHIP ZONING BOARD OF APPEALS
MINUTES OF THE TUESDAY, MAY 7, 2019, REGULAR MEETING**

A regular meeting of the Ada Township Zoning Board of Appeals was held on Tuesday, May 7, 2019, 4:30 p.m., at the Ada Township Office, 7330 Thornapple River Drive, Ada, Michigan.

CALL TO ORDER

The meeting was called to order by Chair Dixon at 4:30 p.m.

ROLL CALL

Members present: Dixon, McNamara, and Smith

Members absent: Burton, Nuttall

Staff Present: Bajdek, Winczewski

Public: 2 Community members

Dixon noted that because a majority of the board is required for approval, and due to the fact that two members were missing from this meeting, that all three present would be required to approve the request on the agenda.

APPROVAL OF AGENDA

Moved by Smith, supported by McNamara, to approve the agenda as presented. Motion carried unanimously.

APPROVAL OF MINUTES

Moved by Smith, supported by McNamara, to approve the April 2, 2019, minutes as presented. Motion carried unanimously.

OLD BUSINESS

None.

NEW BUSINESS

1. Request for variance from Article XXVI, Signs for C-2 General Business District Wall Signage:
 - to allow two (2) wall signs instead of the permitted one (1) wall sign per business, and,
 - from the maximum area of 40 sq. ft. to 112 sq. ft. for one (1) sign, for a total of 136 sq. ft. for the business.

Jeremy Mertz of Poblocki Sign Company on behalf of Mercy Health, 6741 E. Fulton, Parcel no. 41-15-28-330-004

Mr. Mertz requested postponing the request until all board members are present, but before the next regularly scheduled meeting. Dixon explained that a special meeting could be held before the next regularly scheduled meeting, however, it cannot be guaranteed at this time that all 5 board members will be in attendance.

Moved by Smith, supported by McNamara, to postpone action until the next regular meeting or until a special meeting can be scheduled.

Motion carried unanimously.

CORRESPONDENCE

BOARD MEMBER/STAFF REPORTS

PUBLIC COMMENT

Angela Polizzi, 4973 West Village Ct, requested to be notified of the next meeting for this request.

ADJOURNMENT

Meeting adjourned at 4:48 P.M.

Respectfully submitted,

Jacqueline Smith
Ada Township Clerk

Date: 05-07-19



TO: Ada Township Zoning Board of Appeals
FROM: Brent Bajdek – Planner/Zoning Administrator
RE: Agenda Item for the May 07, 2019 Meeting

1. Request for variances from Article XXVI Signs for C-2 General Business District wall signage:

- to allow two (2) wall signs instead of the permitted one (1) wall sign per business; and
 - from the maximum area of 40 sq. ft. to 112 sq. ft. for one (1) sign, for a total of 136 sq. ft. for the business
- Jeremy Mertz with Poblocki Sign Co., for Mercy Health (property owned by Neller & Wesley Land Development Co.), 6739 E. Fulton St. (subject bldg. address – 6741 E. Fulton St.), 41-15-28-330-004

Overview

The subject property and 2-story building are part of the Ada Hillside Center. 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 (2) parcels, with separate ownerships; Neller & Wesley, LLC owns the subject site. Mercy Health, along with its subsidiary companies, will be occupying the recently constructed building in its entirety.

The applicant has stated that at least four (4) separate business units, which operate under the 'Mercy' umbrella, will be operating from the building and include Mercy Health, Mercy Health Physician Partners, Mercy Health Lab and Mercy Health Imaging. It should be noted that Mercy Health will also be occupying additional building space on the other parcel of the Ada Hillside Center.

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.

However, at the time of the review and approval of the Revised Final PUD Plan for the subject building it was expressed by the applicant, for the project, that the most significant deviation from the architecture of the existing Ada Hillside Center buildings was the roof design and *that change to the style of roof was proposed in order to create proper signage area for upper level tenants*. Signage placement on the other building on the subject parcel does not easily allow lower and upper level tenants to be distinguished from one another.

The applicant's narrative requested that the Planning Commission allow a single building that ties into the existing "wood cottage" architecture at the Ada Hillside Center to take into account current retail and office design ideas and materials. *The "wood posts/vertical columns" on the upper level of the elevation area (where the 'Mercy Health' signage is proposed to be mounted on) of the building were purposely planned/constructed to directly tie into the architecture, material, texture and color of the existing buildings.*

Two (2) wall signs are proposed for the building:

- a 112 sq. ft. 'Mercy Health' sign; and
- a 24 sq. ft. 'address number' sign. (Address numbers exceeding 12 inches in height are considered signage.)

A total of 136 sq. ft. of wall signage is proposed.

Per the C-2 signage regulations, one (1) wall sign per business is permitted, subject to the following size limits:

- a. For a business having 1,200 square feet or less of floor area, a maximum of 24 square feet.
- b. For a business having over 1,200 square feet of floor area, the lesser of one (1) square foot per 50 square feet of building floor area occupied by the business or 40 square feet.
This provision applies.

As stated above, Mercy Health will also be occupying additional building space on the other parcel of the Ada Hillside Center; wall signage separate from the wall signage for the subject building is allowable since it will be operating as a business from building space on a different parcel.

It should be noted that the subject building was approved by the Planning Commission as a ten (10) unit building, with each unit being approximately 1250 sq. ft. If the subject building were to be divided into ten (10) separate units with different businesses operating separately from them, approximately 25 sq. ft. of wall signage per business or total of 250 sq. ft. of wall signage for the building would be permitted.

Analysis

The Board of Zoning Appeals may grant variances only upon finding that the following criteria have been satisfied:

1. Whether unique physical circumstances exist which cause a "practical difficulty" in complying with the Zoning Ordinance standards.

No unique physical circumstances exist, which cause a "practical difficulty" in complying with the Zoning Ordinance standards. It appears that the placement of wall signage on the subject building that meets Zoning Ordinance standards would be easily viewable and legible from E. Fulton Street/M-21, as are existing wall signs in the Ada Hillside Center that are less than 40 sq. ft. in area.

2. Whether granting the variances would alter the essential character of the area.

The granting of the variances would alter the essential character of the area.

Per Sec. 78-741 Description and purpose, Article XXVI Signs of the Zoning Ordinance, the erection of signage shall be consistent with the following purposes:

- (1) Protection of the natural beauty and distinctive character of the township;*
- (2) Protection of uses which are adequately and appropriately identified, from too many and too large signs;*
- (3) Protection of the commercial districts from visual chaos and clutter;*
- (4) Enhancement of the village business district's image;*
- (5) Protection of the public's ability to identify uses and premises without confusion;*
- (6) Elimination of unnecessary distractions which may diminish driving safety;*
- (7) Protection of the tranquility of the community and the peace of mind of residents and visitors;*
- (8) Enhancement and improvement of the community by encouraging signs to be compatible with and complementary to related buildings and uses and harmonious with their surroundings.*

The proposed 'Mercy Health' sign at 112 sq. ft. is not consistent with the applicable above stated purposes and would be substantially larger than wall signage permitted and currently present within the Township.

3. Whether the circumstances leading to the variances are self-created.

Circumstances leading to the variances are not self-created.

4. Whether amending the Zoning Ordinance standards is a more appropriate remedy to the situation.

An amendment of the Zoning Ordinance is not deemed an appropriate remedy to the situation. The conditions leading to this variance request are not so common or recurring, which would indicate that amending the zoning regulations would be a more appropriate solution.

Conclusion & Recommendation

Due to the lack of unique physical circumstances, a "practical difficulty" in complying with the Zoning Ordinance standards does not exist. It is also Staff's opinion that the proposed signage would alter the essential character of the area.

Denial of the requested variances by the Zoning Board of Appeals is recommended.



7330 Thornapple River Drive, P.O. Box 370, Ada, MI 49301 | 616.676.9191 | adatownshipmi.com

ZONING BOARD OF APPEALS APPLICATION
(ZONING VARIANCE OR ADMINISTRATIVE APPEAL)

1. APPLICANT:

Name: JEREMY MELTZ POBLOCKI SIGN COMPANY
Address: 6026 KAWAMUZZO AVE SE City: GRAND RAPIDS State: MI Zip: 49508
Telephone: (616) 538 2234 Email: JMELTZ@POBLOCKI.COM

2. OWNER (if different than above):

Name: MERCY HEALTH
Address: 6741 E FULTON City: ADA State: MI Zip: 49301
Telephone: (616) 685 1857 Email: QUINN.MU@MERCYHEALTH.COM

3. DESCRIPTION OF VARIANCE OR APPEAL REQUEST: ADDITIONAL SIGN SQUARE FOOTAGE IN L&U
OF MULTIPLE SIGNS

4. PERMANENT PARCEL NUMBER: 41-15-28-330-004

5. PROPERTY ADDRESS: 6739 E FULTON **6. ZONING DISTRICT:** C2 PUD

7. ATTACH:

- A. AN ACCURATE SITE PLAN OF THE PROPERTY, DRAWN TO A STANDARD ENGINEERING SCALE, SHOWING:**
- 1) Property boundaries.
 - 2) Existing and proposed buildings or structures.
 - 3) Distance from lot lines of each existing and proposed building or structure.
 - 4) Unusual physical features of the site, building, or structure.
 - 5) Abutting streets.
- B. A NARRATIVE STATEMENT WHICH ADDRESSES COMPLIANCE OF THE VARIANCE REQUEST WITH THE STANDARDS FOR APPROVAL CONTAINED IN THE ZONING ORDINANCE AND LISTED ON THE REVERSE SIDE OF THIS APPLICATION FORM.**

APPLICATIONS SUBMITTED WITHOUT A NARRATIVE STATEMENT WILL NOT BE ACCEPTED.

8. PETITIONER AFFIDAVIT:

I understand that if the requested variance or appeal is granted, I am not relieved from complying with all other applicable requirements of the Ada Township Zoning Ordinance or any other Township Ordinances. By signing, the applicant and owner hereby grant permission to Ada Township officials and employees to enter upon the subject property for purposes of review and evaluation of this request.

APPLICANTS SIGNATURE: Jim Steick DATE: 3/29/19

OWNER'S SIGNATURE: [Signature] DATE: 3-29-19
(If different than applicant)

9. PLEASE NOTE THE FOLLOWING BOARD OF APPEALS PROCEDURES:

- a) The application form, application fee, site plan and narrative statement must be submitted at least one (1) month prior to the regularly scheduled Zoning Board of Appeals meeting. ***Regular meetings of the Zoning Board of Appeals are generally held on the first (1st) Tuesday of each month at 4:30 p.m.***
- b) Notices of the hearing will be given at least 15 days prior to the hearing to the applicant and to all property owners and occupants within 300 ft. of the property subject to appeal.
- c) Following the hearing, the Board of Appeals will make its decision and may reverse or affirm, in whole or part, or may modify any order, requirement, decision or determination.
- d) The variance or exception expires one (1) year after it is granted if no action is taken to effect the variance within the period. The Zoning Board of Appeals may grant up to an additional one (1) year extension of this time limit.
- e) A zoning variance does not excuse the applicant from obtaining a building permit. A building permit must be secured before construction begins.

CRITERIA FOR APPROVAL

The Zoning Board of Appeals treats each variance or appeal request individually and approves or denies each request on its own merits. In order for the Board of Appeals to grant a variance or appeal the applicant must satisfy all of the following findings which are contained in Section 78-107 of the Ada Township Zoning Ordinance:

That where there are practical difficulties or unnecessary hardship in carrying out the strict letter of this Ordinance, the Board of Zoning Appeals shall have the power to vary or modify any of the provisions hereof so that the spirit of the Ordinance shall be observed, public safety promoted, and substantial justice done. The Board of Zoning Appeals may grant such variances only upon finding that all of the following conditions exist:

- a) *Where it is found that, by reason of the exceptional narrowness, shallowness or shape of a specific parcel of property, or by reason of exceptional topographic conditions or other extraordinary situation of the land or structure or of the use of property immediately adjoining the property in question, the literal enforcement of this Ordinance would involve practical difficulties or would cause undue hardship; provided that no variance shall be granted on a lot if the owner owns adjacent land which could, without undue hardship, be included as part of the lot in question avoiding the need for a variance.*
- b) *Where it is found that there is practical difficulty or unnecessary hardship in carrying out the strict letter of this Ordinance and the ordinance can be varied in such a way that the spirit of this Ordinance shall be observed, public safety secured, and substantial justice done.*
- c) *Where it is found that the condition or situation of the specific piece of property or the intended use of said property for which the variance is sought is not so general or recurrent in nature as to make reasonably practicable the formulation of a general regulation in this Ordinance for such condition or situation.*

Please note that the verbiage of the above stated conditions are generally abbreviated due to redundancy when reviewed by Staff and the Board.

APPLICATION FEE: RESIDENTIAL USE: \$100.00 NON-RESIDENTIAL USE: \$300.00

TO BE COMPLETED BY THE ADA TOWNSHIP PLANNING DEPARTMENT

Application received: 4/1/19 by: AW
(date)

Application fee of \$ 300⁰⁰ received: 4/1/19 by: (signature)
(date)

Check No: 17940

Rec# 270909

April 5, 2019

Trinity Health - Michigan
Attn: Linda Burpee
200 Jefferson, S.E.
Grand Rapids, MI 49503

Re: Request for Sign Variance

Dear Linda,

The owner of 6741 E Fulton hereby grants permission to Trinity Health – Michigan to seek a variance for its signage for its leased space at 6741 E Fulton.

Very truly yours,



Thomas P. Kilgore, CPM®
Property Manager

cc: File

March 29, 2019

Ada Township
Zoning Board of Appeals
7330 Thornapple River Drive
PO BOX 370
Ada, MI 49301

RE: Variance request for additional signage square footage

ZBA Members,

Mercy Health will be occupying 6741 E Fulton. This is a 10 Unit building with (2) floors and Mercy, along with its's subsidiary companies will be utilizing the whole building. This building could potentially have (10) signs installed across the front façade just like the building directly to the left (see photo). Based on the current code, Mercy is only allowed 40 square feet of wall signage. There are at least (4) separate business units that operate independently under the "Mercy" umbrella in this building. A few of which are Mercy Health, Mercy Health Physician Partners, Mercy Health Lab and Mercy Health Imaging among others.

When designing the signage plan for this building. It was decided that installing multiple signs across the front of this building would take away from the aesthetic appeal of this very attractive new building. The preferred option was to seek a variance from multiple 40 square feet signs and seek approval for (1) 112 square feet sign.

Design and aesthetics are playing an important part in this request but wayfinding has just as big of a role as well. The setback of this building and the angle at which it faces Fulton poses major visibility issues. This is going to be a very busy facility with a dozen rotating health care providers seeing a few hundred patients a day. Making sure patients are not having to turn around on such a high-speed road because they missed the turn is a major concern for Mercy. In addition to the additional sign square footage request, we would also like permission to install larger address numbers, currently, 12" characters are allowed. Our rendering shows 36" characters but anything larger than 12" would really help our wayfinding issue.

Please let me know if you have any questions or concerns and thank you for reviewing our variance request.

Regards,

Jeremy Mertz
Poblocki Sign Company
616-558-2234
jmertz@poblocki.com

SIGN SPECIFICATIONS

[A] - ILLUMINATED LOGO
Lighting: LED
Voltage: t.b.d.
Depth: 6"
Description: Face-Lit
Face Color: White with vinyl graphics
(see detail below)
Return Color: Black
Trimcap Color: Black
Installation: Flush to existing wooden beam

[B] - ILLUMINATED LETTERS
Lighting: LED
Voltage: t.b.d.
Description: Face-Lit
Depth: 3"
Face Color: White acrylic
Return Color: Black
Trimcap Color: Black
Installation: Raceway mounting

[C] - RACEWAY
Material: Aluminum
Depth: 3"
Color: Paint to match PMS 463c Brown

- [P1]

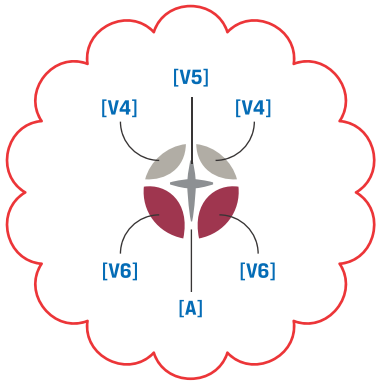
Mercy Health Beige
- [P2]

Mercy Health Cool Grey
- [V4]

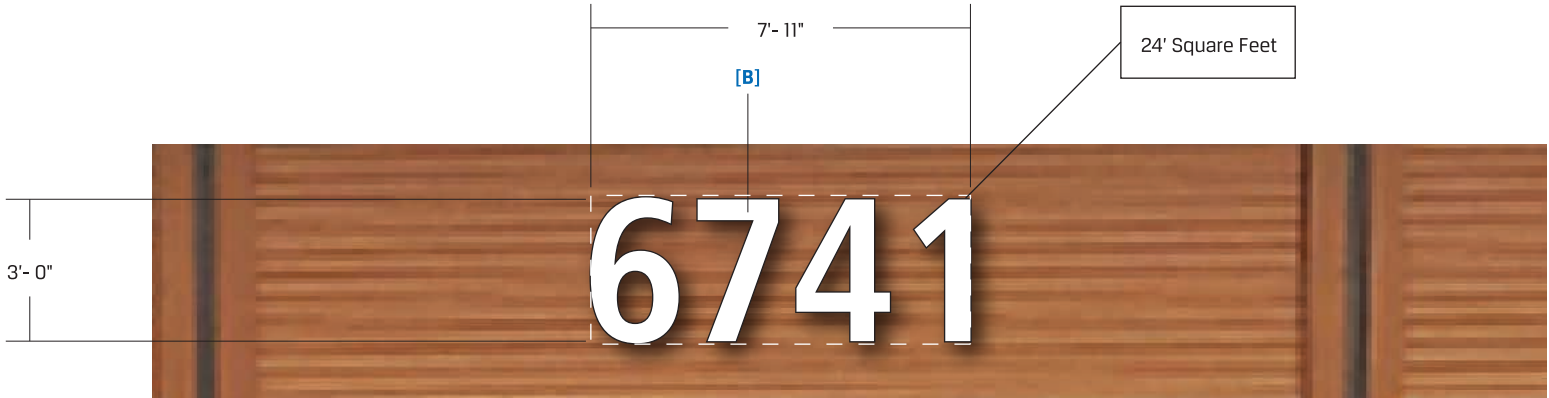
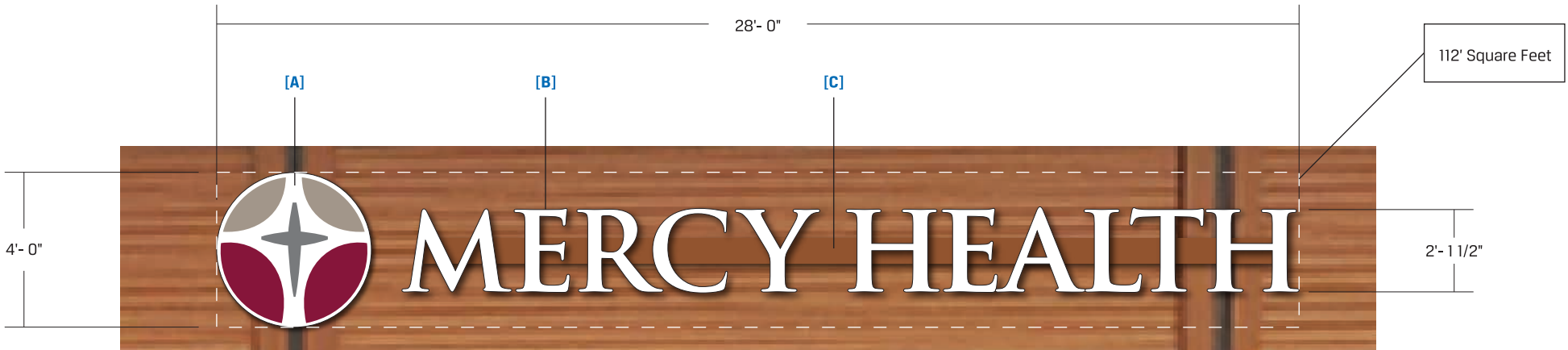
Mercy Health Tan
- [V5]

Mercy Health Grey
- [V6]

Mercy Health Red



Rendered with proposed new signage shown below



This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.
This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

Mercy Health
Ada, MI

Scale: 1/4"=1'
Original Page Size: 11" x 17"

Notes

.

Revisions

REV	DESCRIPTION	BY	DATE
01	add square footage notes	LE	03/26/19

Rep.: Jeremy Mertz
Drawn By: LE Orig. Date: 09/25/18

Sign Loc. No. .

LL-01
Lit Letters
Sign. Type

SIGN SPECIFICATIONS

[A] - ILLUMINATED LOGO

Lighting: LED
Voltage: t.b.d.
Depth: 6"
Description: Face-Lit
Face Color: White with vinyl graphics
(see detail below)
Return Color: Black
Trimcap Color: Black
Installation: Flush to existing wooden beam

[B] - ILLUMINATED LETTERS

Lighting: LED
Voltage: t.b.d.
Description: Face-Lit
Depth: 3"
Face Color: White acrylic
Return Color: Black
Trimcap Color: Black
Installation: Raceway mounting

[C] - RACEWAY

Material: Aluminum
Depth: 3"
Color: Paint to match PMS 463c Brown

- [P1]

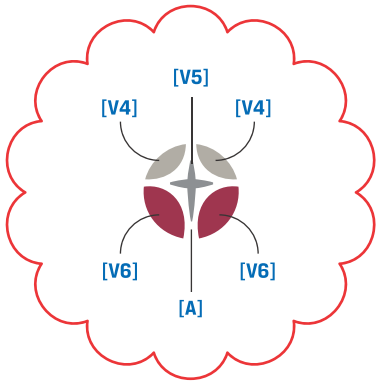
Mercy Health Beige
- [P2]

Mercy Health Cool Grey
- [V4]

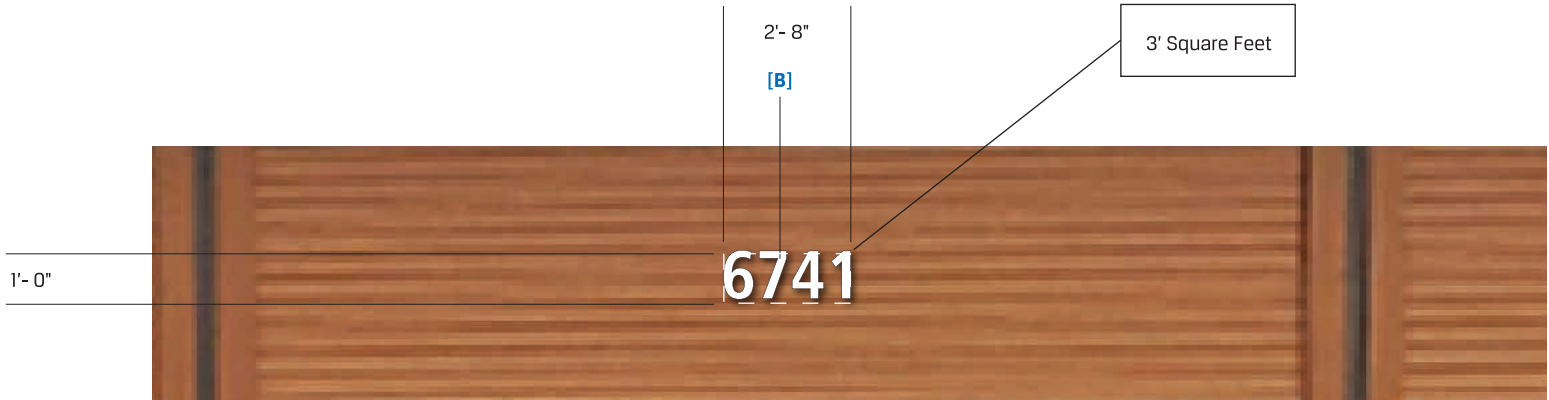
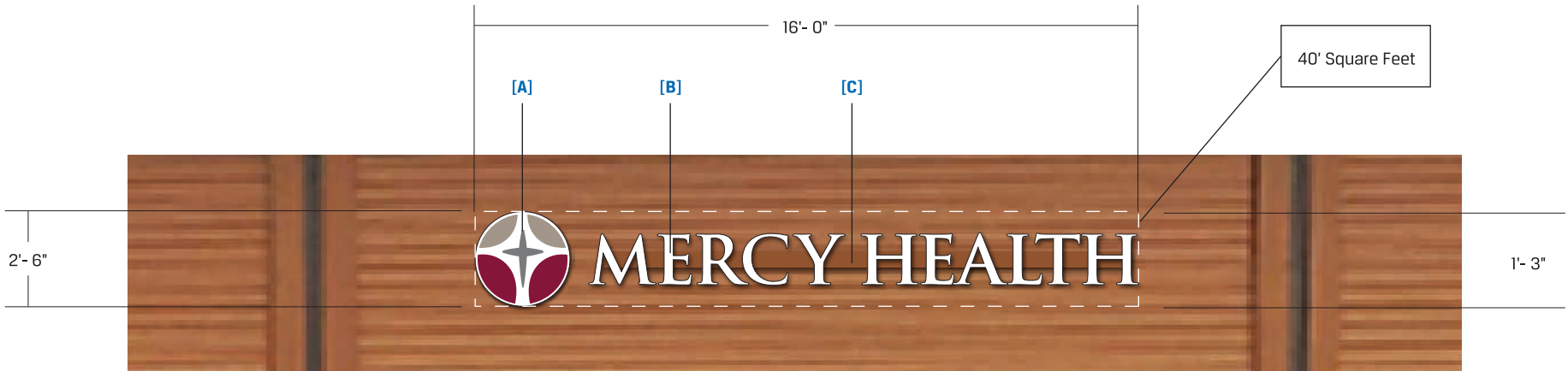
Mercy Health Tan
- [V5]

Mercy Health Grey
- [V6]

Mercy Health Red



Rendered with proposed new signage shown below



Project

Mercy Health
Ada, MI

Scale: 1/4"=1'
Original Page Size: 11" x 17"

Notes

.

Revisions

REV	DESCRIPTION	BY	DATE
01	add square footage notes	LE	03/26/19

Rep.: Jeremy Mertz
Drawn By: LE Orig. Date: 09/25/18

Sign Loc. No. .

LL-01
Lit Letters
Sign. Type

NEW BUILDING

MOBILE HOME



BUILDING NEXT DOOR

