

MINUTES
Cascade Charter Township
Zoning Board of Appeals
Tuesday, September 11, 2012
7:00 P.M.

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

ARTICLE 2. Chairman Casey led the Pledge of Allegiance to the flag.

ARTICLE 3. Approve the Agenda

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

ARTICLE 4. Approve the Minutes of the August 14, 2012 Meeting.

Motion was made by Member McDonald to approve the Minutes as presented. Support by Member James. Motion carried.

ARTICLE 5. Acknowledge visitors and those wishing to speak to non-agenda items.

No visitors were present who wished to speak about non-agenda items.

**ARTICLE 6. Case # 12-3104 WalMart
(Public Hearing)**

Property Address: 5953 28th St.

Requested Action: The applicant is requesting a Variance to allow additional wall signage.

Planning Director Peterson stated that the applicant has recently been awarded site plan approval for an addition to the building. When the addition was approved the applicant was notified that it did include approval of the signage plan because of the additional signage they are asking for. They are now seeking approval for their signage plan. However, the signage plan requires a couple of variances.

Planning Director Peterson also reminded the Zoning Board that the Township has made some recent changes to the sign ordinance and we now allow multiple wall signs provided you stay with the allowed square footage.

Walmart is seeking a variance for wall signage to allow for 147.5 sq ft of signage when they are only permitted 100 sq ft for wall signage. They also propose a couple of small signs that we define as incidental so they are not counted in the 147.5 sq ft. Walmart is

also giving up some signage for the pole sign. They are allowed 125 sq ft and they are only proposing 108 sq ft.

Planning Director Peterson indicated that we have had several other similar variances or exceptions for other large retail buildings. Meijer was granted a variance for 544 sq of wall signage, DW was granted up to 217 sq ft for wall signage and Costco, Target and Dick's Sporting Goods in the Waterfall Shoppes project were all granted about 350 sq ft of wall signage. It appears after reviewing these other cases that they all were given consideration due to:

- a. The size of the building
- b. The distance away from the road
- c. The directions of the signs
- d. Giving up pole signage

Peterson also noted that the applicant was also applying for a variance to allow the main wall sign to be more than 20 feet off from the ground. Peterson indicated that this is also consistent with the other variances and exceptions that we have granted and is not something that is usually a concern unless the wall sign is over the roofline .

Chairman Casey asked if anyone had questions for Peterson. With no questions Peterson indicated that he did not receive any comments as a result of the public hearing notices.

Chairman Casey asked if the applicant had any comments to add. Jim Gallagher, of PB2 architecture was present representing Wal-Mart. Jim only wanted to add that this wall sign request is a significant reduction from what Wal-Mart usually requests.

There were no questions of the applicant.

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

No one was present to comment.

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

Member McDonald commented that the Planner has laid out all the conditions, the applicant is giving up pole signage, we have granted other exceptions like this, the setback off from the road and the fact that you cannot see the signs directly from 28th St he is inclined to support the request.

Goldberg added that it is also nice to see that Wal-Mart made a significant reduction from what they normally ask for with this request.

Member McDonald made a Motion to approve the Variance to allow the wall signage as shown on the plan dated Sept 5, 2012. This allows up to 147.5 sq ft of wall signage

and limits the pole sign to no more than 108 sq ft. Support by Member Goldberg.
Motion carried, 5-0.

ARTICLE 8. Any other business

Peterson reminded the ZBA that a meeting is scheduled for October 9th.

ARTICLE 9. Adjournment

Motion was made by Member McDonald to adjourn. Support by Member James.
Motion carried. The meeting was adjourned at 7:20 p.m.

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