

MINUTES OF THE REGULAR MEETING OF THE GEORGETOWN CHARTER TOWNSHIP
ZONING BOARD OF APPEALS HELD February 24, 2021

The meeting was called to order at 7:00 p.m. by Chairperson Tom Healy.

Members Present: Tom Healy, Michael Bosch, Kendall Grable, Brock Nanninga, Trevor Petroelje,
alternate
Members Absent: Kelly Kuiper
Others Present: Victor Vuong, Secretary and Zoning Administrator

#210224-01 – Approval of the Minutes

The minutes of the regular meeting held on December 9, 2020 were presented.

Moved by Michael Bosch, seconded by Kendall Grable, to approve the minutes as presented.

Yeas: Michael Bosch, Kendall Grable, Tom Healy, Brock Nanninga, Trevor Petroelje

Nays: None

MOTION CARRIED UNANIMOUSLY.

#210224-02 – Election of Officers for 2021

Moved by Tom Healy, seconded by Michael Bosch, to elect Kendall Grable as Chairperson.

Yeas: Michael Bosch, Kendall Grable, Tom Healy, Brock Nanninga, Trevor Petroelje

Nays: None

MOTION CARRIED UNANIMOUSLY.

Moved by Tom Healy, seconded by Michael Bosch, to elect Brock Nanninga as Secretary.

Yeas: Michael Bosch, Kendall Grable, Tom Healy, Brock Nanninga, Trevor Petroelje

Nays: None

MOTION CARRIED UNANIMOUSLY.

#210224-03 – (VAR2101) Valley City Sign (for Spectrum Health), 5009 West River Dr., Comstock Park, MI 49321, is requesting to have a 19.14 sf directional sign, a variance of 15.14 sf from the maximum of four (4) sf in area for directional signs on private property allowed in Sec. 25.4(F); in an Office Service (OS) Commercial district, on a parcel of land described as P.P. # 70-14-21-300-099, located at 3152 Port Sheldon St., Georgetown Township, Ottawa County, Michigan. ([Application](#), [Plan](#))

The Zoning Administrator presented a [staff report](#).

Stephen Kerr, Valley City Sign, presented the request for Spectrum Health, including the following comments:

- The topography and wayfinding causes confusion for patients. A lot of patients are going into the Physical Therapy building by mistake. In 2015, the existing directional sign was installed, but it didn't provide the results they were hoping for. They feel it's necessary to have a larger sign that shows a list of services to help patients. Listing the services on the directional sign should provide the necessary wayfinding to help patients know where to go. The variance will effectively direct traffic to the Spectrum Health building.

Michael Bosch asked how many entrances are on the Spectrum Health building in relation to the number of services.

Shaun Biel, Spectrum Health, said there's one main entrance and all the services are in there.

Michael Bosch asked are both buildings owned by Spectrum Health.

Shaun Biel said yes.

Kendall Grable asked do they foresee a problem of the sign blocking traffic's view.

Stephen Kerr said no, he doesn't see that much traffic for an issue to be caused.

Brock Nanninga asked if the big freestanding sign is confusing patients to think 3152 Port Sheldon St. Suite A is the building with all the services listed on the big sign.

Stephen Kerr said yes.

Trevor Petroelje said he had the same questions as Kendall Grable and Brock Nanninga.

Tom Healy said he doesn't believe the current sign is effective, but he also thinks the sign ordinance says the maximum square footage is 4. It seems to him all the services provided constitutes more of an advertisement than it does a directional sign. Tom asked what about having a 4 sf sign that points back there that says "Medical Offices" or "Spectrum Health" rather than all the services. Tom said the services are being pointed in the same direction, so he doesn't think it's necessary to have all of them listed.

Shaun Biel said the goal is to get the patients to the services. Spectrum Health also offers PT services. That is a point of confusion for patients thinking the PT building is the Spectrum Health building. It will help patients to keep going.

Tom Healy said when he goes to the doctor, he doesn't look for an address, he doesn't look for a service, he looks for a "Spectrum" logo or "Metro" logo. Tom said he just wants to know where the doctor's office is.

Shaun Biel said it will really help new patients. It will increase familiarity for new patients.

Tom Healy said there aren't multiple entrances for all services, there's only one entrance.

Shaun Biel said that is correct.

Kendall Grable said is it really advertising when you put your name on it?

Trevor Petroelje said he disagrees with Tom Healy. Trevor believes the new sign will help patients in clarifying direction. Trevor said people may be looking for the service that they are coming for.

Tom Healy said so a Spectrum sign might not do the job?

Trevor Petroelje said the existing large freestanding sign adds to the confusion so the new directional sign will fix this.

Brock Nanninga asked when patients see the large sign, they think 3152 Port Sheldon St. Suite A is the building?

Shaun Biel said yes.

Tom Healy said the ordinance does not allow a logo to be on a directional sign and having the Spectrum logo is not part of the request.

Trevor Petroelje said what about getting rid of the Spectrum logo.

Stephen Kerr said they would like to have the logo.

Michael Bosch said since the logo was not stated in the variance request, the Zoning Board of Appeals cannot vote on the logo.

Tom Healy said if we grant this, a variance parade will ensue. Tom said one thing is very evident, the hill does prevent anyone from knowing the Spectrum Health building is there.

Michael Bosch said what about a directional arrow with a distance.

Trevor Petroelje said the same issue might continue. Trevor said the proposed sign will alleviate this issue and believes this is the best place to put the sign due to how the land is developed.

Tom Healy said Port Sheldon St. is a busy street and the speed limit is 45 mph. Tom doesn't want people turning into the drive at that speed and stop to read the entire sign. Tom believes the more things listed on the sign makes it less productive.

The Chairperson opened the floor to public comments.

No one was present to make public comments.

The Chairperson closed the floor to public comments.

There was further discussion about the sign.

The Zoning Administrator presented the options to either table the request to allow the applicant to resubmit the application with the Spectrum Health logo included or to vote on the matter as presented on the application at this meeting.

Moved by Michael Bosch, seconded by Brock Nanninga, to table the request to allow the applicant to resubmit the application to add the Spectrum Health logo as part of the variance request.

Yeas: Michael Bosch, Kendall Grable, Tom Healy, Brock Nanninga, Trevor Petroelje

Nays: None

MOTION CARRIED UNANIMOUSLY.

#210224-04 – (VAR2102) Allen Industries (for Meijer), 7844 W. Central Ave., Toledo, OH 43617, is requesting to have an additional wall sign, a variance of one (1) from the maximum of two (2) wall signs provided that the sum of those two wall signs equal 75% or less of the maximum 200 sf allowed in Sec. 25.6(B)(3)(d); is requesting to have the additional wall sign to be 348.26 sf, a variance of 148.26 sf from the maximum of 200 sf allowed in Sec. 25.6(B)(3)(b); in a Community Service (CS) Commercial district, on a parcel of land described as P.P. # 70-14-13-300-077, located at 550 Baldwin St., Georgetown Township, Ottawa County, Michigan. ([Application](#), [Plan](#))

The Zoning Administrator presented a [staff report](#).

Rebekah Bresler, Allen Industries, presented the request for Meijer, including the following comments:

- Meijer remodels their stores every year. The future “Home” and “Fresh” signs will show people which side to park on the parking lot. She checked out the site when she got to town. The existing “Meijer” wall sign is essentially the same size as the future “Home” and “Fresh” signs. The requested sign will make the store stand out more.

There were no questions or comments from any member of the Zoning Board of Appeals.

The Chairperson opened the floor to public comments.

No one was present to make public comments.

The Chairperson closed the floor to public comments.

Kendall Grable asked if the Starbucks sign will go back up.

Rebekah Bresler said yes.

Brock Nanninga said there's a history of a large sign on the building way back then. Brock supports the variance.

Tom Healy said no other buildings in the Township is this big and the ordinance is not designed for a building this big.

Moved by Tom Healy, seconded by Michael Bosch, to adopt the staff report as finding of fact and to approve (VAR2102) Allen Industries (for Meijer), 7844 W. Central Ave., Toledo, OH 43617, to have an additional wall sign, a variance of one (1) from the maximum of two (2) wall signs provided that the sum of those two wall signs equal 75% or less of the maximum 200 sf allowed in Sec. 25.6(B)(3)(d); and to have the additional wall sign to be 348.26 sf, a variance of 148.26 sf from the maximum 200

sf allowed in Sec. 25.6(B)(3)(b); in a Community Service (CS) Commercial district, on a parcel of land described as P.P. # 70-14-13-300-077, located at 550 Baldwin St., Georgetown Township, Ottawa County, Michigan; based on the finding that the request meets the seven standards of the ordinance.

Yeas: Trevor Petroelje, Brock Nanninga, Tom Healy, Kendall Grable, Michael Bosch

Nays: None

MOTION CARRIED UNANIMOUSLY.

#210224-05 – Other Business

There was no other business at this time.

#210224-06 – Public Comments

No one was present to make public comments at this time.

#210224-07 – Adjournment

Moved by Michael Bosch, seconded by Tom Healy, to adjourn the meeting at 8:06 p.m.

Yeas: Trevor Petroelje, Brock Nanninga, Tom Healy, Kendall Grable, Michael Bosch

Nays: None

MOTION CARRIED UNANIMOUSLY.