

MINUTES

Alaiedon Township Zoning Board of Appeals

Meeting May 30, 2019.

The Alaiedon Township Zoning Board of Appeals, consisting of David Leonard and Douglas Morgan was called to order by David Leonard at 3:00 pm, serving in the absence of Chairperson Laurie Koelling. We met at 2777 Jolly Road at the request of Serra Automotive to consider a sign size limits variance. Joe Serra, Pat Parker and Andrew Morgan were also in attendance.

Doug Morgan moved that the agenda be approved. Motion carried.

Doug Morgan moved that the minutes of the April 30, 2018 meeting be approved. Motion carried.

The question concerns variance from the sign size and height Zoning Ordinance for a B-1 Business.

The unique nature of this project for Alaiedon Township, which involves three separate automobile dealerships, and two freestanding buildings on a single property description, required a detailed discussion with the property owner.

Under the authority of Special Notes to Table 7-1, #3, of the Sign Ordinance, we treated the property as being analogous to a Business Center with multiple buildings, served by an internal road network. This allows a free standing sign for each building. Using the precedent of the variance granted to the Honda dealership at 2651 Jolly Rd in 2004, we agreed to allow a BMW logo sign of 15.5 sq ft, a PORSCHE logo sign of 24 sq ft, a MERCEDES name sign (no logo) of 46 sq ft, and a SERRA AUTOMOTIVE CAMPUS letter sign of 25 sq ft. These signs are monument style, again following the precedent of Honda, with the base portion not being taken into consideration for the overall size.

On building signage, using the Honda example, is based on the coverage of the letters of the name, with the stipulation that the manufacturers agree to cut the size by at least 50% with the deletion of the "of Okemos" portion of the sign. All three on building signs will be less than 40 sq ft. The SERRA AUTOMOTIVE CAMPUS sign proposed on Hulett Rd, is deleted. Also, the SERVICE signs on each building are considered direction signage.

David Leonard moved to grant the variance, seconded by Doug Morgan and passed unanimously based on the following considerations:

- 1) This variance will only relate to this property.
- 2) We found no adverse effect on adjacent property.
- 3) There are no apparent threats to public health, safety and welfare.

The meeting was adjourned at 4:00 PM

Respectfully submitted,

Douglas Morgan