

Due to the number of requests the ZBA discussed all of the requests prior to taking action on any of the requests.

The ZBA and the applicant discussed the request and the concerns with the request, including but not limited to the following:

1. The number of actual activities or services at the site exceeds one, consideration should be given to the number of services at the site; the site has more than a singular identity.
2. GM Corporate requirements and branding research; national corporations spend millions of dollars establishing a brand and determining what works. Standards used nationally.
3. National standards for architecture deviated from to meet Village standards which reduces brand recognition; signage helps establish brand recognition
4. Site improvements and signage improvement extraordinary.
5. Difference between 6' and 7' tall signage not significant at 31' setback and at road speeds of 35 MPH.
6. Location of ground signs 120-130' apart along Dexter Ann Arbor Road, site frontage approximately 300 feet, landscaping and greenbelt placement.
7. Custom sign process is unnecessarily burdensome; GM approval required to deviate from standard signs, impact of custom sign not a significant improvement.
8. Detriment to business to not have brand recognition as quickly as possible, variance from GM Corporate takes additional time.
9. 50% of customers come from outside of Village, signage is important.
10. Dealership signage requires the brand, dealer name, and directional signage for service department.
11. Complexity of the project requires additional signage. Village has not had to deal with a project with multiple uses in a singular building of this size.
12. The Board discussed the potential to reduce signage and how that could be done.
13. Most important to assure safe access and traffic circulation in and around the site.
14. The volume of the building and uses within the building require additional signage.
15. Current ordinance requirements are unreasonably small for a building of this size; Planning Commission should review building sign size allowances and ground sign size allowances based on proportion on building, building size and lot frontage.
16. Corner location has public art reducing visibility to site; secondary sign should be placed near entrance along Ryan Drive to reduce clutter on corner.
17. A strip mall permits signage based on different tenant and/or uses.
18. Need for signage along a secondary entrance (Ryan Drive). Applicant's explanation about need for directional signage.
19. Landscaping reducing visibility of vehicles, site is developed to sell vehicles.
20. Differences in font of signage; GM Corporate brand.
21. Precedent setting; the Board did not feel as though a precedent would be set given the uniqueness of the number of services at the site and that the building signage is consistent with the Busch's signage, based on building and lot frontage.
22. Pending ordinance amendments impact on requests which negate the need for a variance, however amendments are not effective until June 27, 2012.

The hearing was opened to public comment-none

The hearing was closed to public comment at 7:50 pm

Recess: none

Business Session

1. Variance Request-ZBA Case # 2012-01

The Public Hearing is being held to hear public comment regarding a request submitted by AML Dexter LLC, LaFontaine Chevrolet, for 7120 Dexter Ann Arbor Road (HD-08-05-300-058). The applicant is requesting the following variance:

Variances were requested from the following section:

- A. Section 15(B).06(D)5b, Ground Signs height in the Ann Arbor Road Corridor (ARC) Overlay District
- B. Section 15(B).06(D)5c, Ground Signs location in the Ann Arbor Road Corridor (ARC) Overlay District
- C. Section 15(B).06(D)5d(4), Ground Sign colors in the Ann Arbor Road Corridor (ARC) Overlay District.
- D. Section 15(B).06(D)5d(5), Ground Sign message location
- E. Section 15(B).06(G), Specific Sign Standards for the ARC Overlay District – Ground signs location
- F. Section 15(B).06(D)6b, Wall signs per façade in the Dexter Ann Arbor Road Corridor (ARC) Overlay District
- G. Section 15(B).06(G), Specific Sign Standards for the ARC Overlay District – Building signs square footage allowance

The Board began discussing the variance request.

- 1. Do they gain or lose on 1 foot difference on the ground sign, 7 feet is not that noticeable. Location cannot block view, must maintain the measure of site. It would be a practical difficulty to have custom signs made.
- 2. Cannot put a diagonal sign on the corner because of future site for an art exhibit
- 3. Are 3 signs too much, does a 2nd building sign on Ryan Drive reduce the need for ground sign. Why are they putting a sign on Ryan Drive? Certified Pre-Owned are going to be on Ryan Drive.
- 4. Pre-Owned on building and on street sign, can the font be all the same or is it a kind of branding? They have a business in a business. Signs identity that.

The Board and the applicant discussed the request, Public Safety and Welfare, No Safety Hazard or Nuisance and Relationship to Adjacent Land Uses.

On June 18, 2012, the Village of Dexter Board of Zoning Appeals moved the following:

- A. Section 15(B).06(D)5b, Ground Signs in the Ann Arbor Road Corridor (ARC) Overlay District – Maximum height shall be 4.5 feet at the setback line. However, the maximum height shall be permitted to increase one (1) foot vertically for each additional five (5) feet of setback greater than five (5) feet to a fixed maximum of six (6) feet.
PROPOSAL – The applicant is requesting three (3) – seven (7) foot tall signs including the base.

-Moved Stacey, support Tell to permit the installation of 7 foot ground signs along Dexter Ann Arbor Road.

The determination was made with consideration of the following per Section 24.05 of the Village of Dexter Zoning Ordinance:

1. #6 Relationship to Adjacent Land Uses, including the need for access to particular facilities and services, access and traffic patterns.

Voice Vote: Unanimous

Motion Carried

MOTION PASSES 5-0

B and E. Section 15(B).06(D)5c and, Ground Signs in the Ann Arbor Road Corridor (ARC) Overlay District – One (1) ground sign shall be permitted per street frontage on any parcel. However, only one (1) sign shall be permitted on lots having frontage on more than one (1) street if a single sign can be located such that it is visible from both streets.

PROPOSAL – The applicant is requesting two (2) ground signs along Dexter Ann Arbor Road and one (1) ground sign along Ryan Drive.

Section 15(B).06(G) Specific Sign Standards for the ARC Overlay District – Ground signs for Single Tenant Commercial or Office use are permitted the following for parcels with frontage greater than 200 lineal feet: One (1) - 30 square foot sign at (ten) 10 foot setback permitted to increase one (1) square foot for each additional foot setback up to a maximum of 60 square feet and 4.5 feet in height.

PROPOSAL - The applicant is requesting three (3) ground signs, 42 square foot each at a setback of 31 feet from the property line. The applicant is proposing signs that are seven (7) feet in height including the base.

The Board considered these items in one motion due the standards being the same.

Moved Bombery, support Tell to permit the installation of a maximum of 2 ground signs at 7 feet in height, the applicant may determine the location.

Ayes: Hansen, Bombery,

Nays: Tell, Stacey, Wilcox

MOTION FAILED 2-3.

Moved Tell, support Wilcox to permit the installation of 2 ground signs at 7 feet in height along Dexter Ann Arbor Road and 1 ground sign not to exceed 4' x 4' along Ryan Drive adjacent to the Ryan Drive entrance.

The determination was made with consideration of the following per Section 24.05 of the Village of Dexter Zoning Ordinance:

1. #6 Relationship to Adjacent Land Uses, including the need for access to particular facilities and services, identification of pre-owned vehicles, access and traffic patterns.

Ayes: Wilcox, Stacey, Tell, Bombery, Hansen

Nays: none

MOTION PASSES 5-0

C. Section 15(B).06(D)5d(4), Ground Sign colors in the Ann Arbor Road Corridor (ARC) Overlay District – No more than three (3) colors that are in harmony with the building color and architecture may be used per sign.

PROPOSAL – The applicant is requesting the use of five (5) colors, including blue, black, silver, yellow and white.

Moved Stacey, support Bombery to permit the use of 5 colors on the signs due to the pending ordinance revisions that eliminates the regulations limiting colors to a maximum of 3 colors.

Voice vote: Unanimous

Motion Carried

MOTION CARRIED 5-0

- D. Section 15(B).06(D)5d(5), Ground Sign message shall be located at least 24 inches above the ground to allow for snow accumulation.
PROPOSAL – The applicant is requesting placement of the lowest sign message at approximately 12 inches.

Moved Hansen, support Stacey to permit the sign message to be placed less than 24 inches above the ground due to the pending ordinance revisions that eliminates the regulation limiting the location of the message.

Voice Vote: Unanimous
MOTION CARRIED 5-0

Motion Carried

- E. Combined with item B.

- F. Section 15(B).06(D)6b, Wall signs – One (1) wall sign shall be permitted on each façade which has a separate public means of ingress and egress. The sign located at the secondary entrance shall be a maximum of 30% of the size of the sign at the primary entrance.

PROPOSAL – The applicant is proposing five (5) wall signs, four (4) on the Dexter Ann Arbor Road façade and one (1) on the Ryan Drive façade. The secondary wall sign proposed to be located on Ryan Drive is 50% of the size of the primary sign.

Moved Bombery, support Tell, to permit the installation of a secondary wall sign that exceeds 30% of the size of the primary sign due to the pending ordinance revisions that restrict secondary sign sizes.

Voice vote: Unanimous
MOTION CARRIED 5-0

Motion Carried

- G. Section 15(B).06(G), Specific Sign Standards for the ARC Overlay District – Building signs for a Single Tenant Commercial or Office use are permitted the following: One (1) sign per street frontage, size permitted is one (1) square foot of signage per lineal foot of frontage with a maximum of 42 square feet.

PROPOSAL – The applicant is requesting four (4) wall signs along Dexter Ann Arbor totaling approximately 193.27 square feet and one (1) wall sign along Ryan Drive totaling approximately 269 square feet.

Moved Wilcox, support Stacey to permit installation of 225 square feet of building signage, sizes and locations to be determined by the applicant.

Ayes: Wilcox, Stacey,
Nays: Bombery, Tell, Hansen
MOTION FAILED 2-3

Moved Tell, support Bombery, to permit the installation of 192 square feet of building signage.

The determination was made with consideration of the following per Section 24.05 of the Village of Dexter Zoning Ordinance:

1. #3 Public Safety and Welfare will not be impacted
2. #5 No Safety Hazard of Nuisance will be created
3. #6 Relationship to Adjacent Land Uses, a lesser variance is being granted consistent with adjacent properties and the current ordinance formula is not applicable to a multiple tenant business.

Ayes: Tell, Hansen, Bombery, Wilcox, Stacey

Nays: none
MOTION CARRIED 5-0

Adjournment

Meeting adjourned at 9:15 pm

-Moved Stacey, support Bombery

Voice Vote: Unanimous Motion Carried

Respectfully submitted,

Brenda Tuscano, Recording Secretary
Recording Secretary

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