



**CITY OF WALLED LAKE
ZONING BOARD OF APPEALS
MONDAY, FEBRUARY 26, 2018**

The Meeting was called to order at 7:31 p.m.

ROLL CALL: Easter, Rundell, O'Rourke, Hecht, Ackley

ABSENT: Gunther

OTHERS PRESENT: City Attorney Vanerian, Building Official Wright, Recording Secretary Joyce

REQUESTS FOR AGENDA CHANGES: None

APPROVAL OF MINUTES:

ZBA 02-01-18 APPROVAL OF THE NOVEMBER 27, 2017, ZONING BOARD OF APPEALS MEETING MINUTES

Motion by Rundell, seconded O'Rourke, CARRIED UNANIMOUSLY: To approve the November 27, 2017, Zoning Board of Appeals meeting minutes.

COMMUNICATION: None

UNFINISHED BUSINESS: None

NEW BUSINESS:

1. Public Hearing

Open Public Hearing 7:34 p.m.

Case: 2018-01
Applicant: Allied Signs (Burger King)
Location: 1113 E. West Maple Road
Walled Lake, MI 48390
Request: Non-Use Variance

This matter relates to property located at 1113 E. West Maple Road. The applicant is requesting a variance from Article 20.00 Signs of the Walled Lake Zoning Ordinance to allow additional signs and signage on the sides of the building, that do not face the street.

Jim Fields with Allied Signs from Clinton Township stated that they are seeking a variance for two elevations on two wall signs at Burger King. They do have approval for the one main logo at the main entry on East West Maple. The property does have a bit of a hardship with the surroundings and the way the building sits with coming off Pontiac Trail with the hard corner. The thoroughfare is basically a two-lane. They are set back about 86-feet from the frontage. They are trying to expand visibility from expansion angles from both the drive-thru and the entry side of the parking lot.

The canopies and awnings are stud-mounted letters that sit in front of the architectural canopies. They are not awnings but canopies. They extend out 47 inches. They are a 2' x 8' box frame with an aluminum tube. The letters sit at the front.

Mr. Fields stated that they are trying to increase the visibility from both angles, so they do not have the congestion on the front of course increases the branding on the site.

Mr. Fields stated that several of the neighboring businesses have multiple points of branding down the side without an entry door; i.e. Taco Bell, Liquor Station, Maple Coney.

Chairman Jason Easter asked if there were any Corporate mandated signs? Mr. Fields said the typical Burger King package has the three logos, the flame grilling. Some of them have a blade out the front where they have two on the front and two on the sides. They try to hit the view from three points. In some areas they also try to hit the back side of the building. They try to catch the traffic from as far as they can.

Commissioner O'Rourke asked about the west side of the building, the drive through side. He didn't see where signage on this side would increase visibility. Mr. Fields stated that they are trying to catch a bit more of the traffic flow farther ahead of the entry drive at a quicker point than right at the entry.

Mr. Fields stated the sign is flush mounted. The six-inch can is surface mounted to the building.

Building Official Jim Wright stated that the business does have a pole sign at the street. This does have them visibility from both directions. The ordinance was written in such that allows one wall sign to face the main thoroughfare. If they are on a corner lot, they are then allowed to have one on both sides facing the main thoroughfare.

The Commission discussed the signage on the west side of the building which is non-conforming. It is not in a residential area and several other businesses have non-conforming signage. Each business is an individual circumstance and have all come under different means.

Commissioner Rundell mentioned the merchandising panels on the west side of the drawing. Mr. Fields stated that he had on seen any sign spec on these panels. Commissioner Rundell did not like the lettering on the canopy. He felt their logo is self-identifying.

Mr. Fields stated that they use to use "Home of the Whopper" and they now are using "Flamed Grilled since 1954". The letters are 16" letters.

The Commission discussed signage at several businesses in the area. Some businesses were built in different areas with unique circumstances. Taco Bell was built as a CPD. It was felt that Burger King's current pole sign is almost out of sight.

Commissioner O'Rourke felt that that wasn't a true hardship with the signage on the west side of the building. This was his only concern.

ZBA 02-02-18 MOTION TO APPROVE TWO VARIANCE REQUESTS FOR CASE 2018-01, ALLIED SIGNS (BURGER KING) AT 1113 EAST WEST MAPLE TO ALLOWED THREE SIGNS. ONE VARIANCE FOR AN EASTERN ELEVATION SIGN AND ONE FOR A WESTERN ELEVATION SIGN. APPROVAL IS BASED ON THE REASONS IDENTIFIED BY THE APPLICANT IN THEIR APPLICATION AND THE BASIS FOR EACH OF THOSE.

Motion by O'Rourke, seconded Hecht, CARRIED UNANIMOUSLY: To approve ZBA Case 2018-01, 1113 East West Maple for additional signage.

ROLL CALL VOTE:

Yes: (5) Easter, Ackley, Hecht, Rundell, O'Rourke
No: (0)
Absent: (2) Gunther, DeCourcy
Abstain: (0)

(5-0) MOTION CARRIED

AUDIENCE PARTICIPATION:

Close Public Hearing 7:56 p.m.

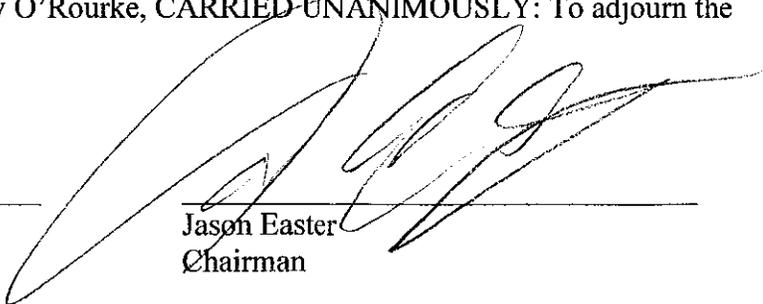
ADJOURNMENT

ZBA 02-03-18

Motion by Easter, seconded by O'Rourke, CARRIED UNANIMOUSLY: To adjourn the meeting at 8:02 p.m.



Janell Joyce
Recording Secretary



Jason Easter
Chairman