



# City of East Grand Rapids, Michigan

## CITY OF EAST GRAND RAPIDS NOTICE OF PUBLIC HEARING

A public hearing will be held on the sign variance application of Bill Cole (State Farm Insurance) for the property address of 2179 Wealthy Street SE (Suite #2169). The applicant has applied for a sign variance for the following:

- Section 8.19 Wall Sign Size in the C-1 Commercial District - The applicant proposes to construct a wall sign that is 18.75 square feet. The maximum size a wall sign can be for this location is 13 square feet.

The application and plans may be viewed in the Public Works Administration office at the Community Center, or by linking from this notice at [www.eastgr.org/notices](http://www.eastgr.org/notices).

The City Commission welcomes your views in this matter. You may express your views at the scheduled meeting or by writing to the Mayor and City Commission at 750 Lakeside Drive SE, East Grand Rapids, MI 49506 or by email to the City Clerk at [kbrower@eastgr.org](mailto:kbrower@eastgr.org). To be included in the hearing, written communications must contain the sender's name and address.

If you have any questions regarding this request, please contact the undersigned at (616)940-4817, or [amizikar@eastgr.org](mailto:amizikar@eastgr.org).

Date: Monday, April 15, 2019

Time: 6:00 p.m.

Place: East Grand Rapids Community Center Commission Chambers  
750 Lakeside Drive SE, East Grand Rapids, MI 49506

Aleksander P. Mizikar  
Zoning Administrator

*260 notices  
mailed  
ast*

**PUBLIC WORKS DEPARTMENT – ENGINEERING DIVISION**

750 Lakeside Drive, SE • East Grand Rapids, Michigan 49506  
Telephone (616) 940-4817 Fax (616) 831-6121 [www.eastgr.org](http://www.eastgr.org)

Partners with





## Request for Sign Ordinance Variance

Date: 3/7/2019

*Note to Applicant: Please pay careful attention to answer the questions in this application as accurately and completely as possible. This will give you the best possibility of your application appearing on the earliest agenda for action and for approval by the City Commission acting as the Board of Appeals.*

A non-refundable filing fee of \$250.00 must accompany your application.

Applicant Name: BILL COLE - STATE FARM

Address: 2169 WEALTHY ST SE, EAST GRAND RAPIDS MI 49506

Property Address (if different than above):

Daytime Phone: 616 - 458 - 4994

Legal Description of Property\*\*: NOT ON FILE

\*\* (Use Attachments if Necessary)

Permanent Parcel (Tax) Number: 41-50-44-020-821

Briefly State the Requested Variance (Citing the specific section(s) of the Sign Ordinance from which you are seeking a variance) \*\*:

REQUESTING VARIANCE FOR OUTDOOR SIGNAGE BECAUSE  
THE CURRENT REQUIREMENTS WOULD ONLY ALLOW US A

\*\* (Use Attachments if Necessary) SIGN THAT WOULD BE MUCH SMALLER  
THAN THE ADJACENT SIGNS IN THE PLAZA.

Required plans showing nature of request:

Section 8.19 - Wall sign  
size

1. Elevation(s) Drawings
2. Scaled Site Plan, if applicable.

Standards:

The City Commission shall hear variance requests on all applications that do not conform to the provisions of these regulations, relating to the location, maintenance, design, illumination, size, height, number and type of signs. The City Commission may require the applicant to present photographs of similar signs or color renderings of the proposed sign prior to making a decision on a variance.

The City Commission shall use the following standards to grant a variance. All of the following standards shall be satisfied, as applicable.

- a. The applicant has demonstrated a variance is needed due to a practical difficulty on the site or unique condition that is more than mere inconvenience or mere inability to attain a supposed higher financial return or incur additional costs. These conditions may include varied topography, horizontal or vertical road curvature, or presence of structures or desired trees that limits visibility of a sign on the premises compared to similar sites with conforming signs in the same zoning district.
- b. A variance is warranted due to circumstances exceptional and peculiar to the property for which the variance is requested, and those conditions do not exist generally throughout the city. These conditions may include such considerations as the significantly larger size of the site, frontage or building in comparison to other establishments in the same zoning district.
- c. If applicable, a variance would significantly bring a nonconforming sign closer to conformity with this Chapter.
- d. That allowing the variance will result in substantial justice being done, considering the public benefits intended by the regulations, the rights of others whose property would be affected by the allowance of the variance are not impaired, or adversely affect the health, safety and welfare of the public.
- e. The variance will not be contrary to the purpose and intent of the regulation(s) being considered for the variance.
- f. The variance granted will be the minimum necessary to allow the applicant to enjoy the same rights as other establishments in the same zoning district, and ensure a reasonable outlet for free speech where no others may reasonably exist.

**Narrative Statement:**

*Please attach a narrative statement setting forth:*

- a. What you wish to do with the property.
- b. Why you need the variance.
- c. The specific decision you seek.
- d. The reason your project cannot be accomplished within the requirements of the sign ordinance.

  
\_\_\_\_\_  
Signature of Applicant

WILLIAM L. COLE  
\_\_\_\_\_  
Print Name

  
\_\_\_\_\_  
Signature of Property Owner  
(If Different from Applicant)

Richard Geenen

\_\_\_\_\_  
Print Name



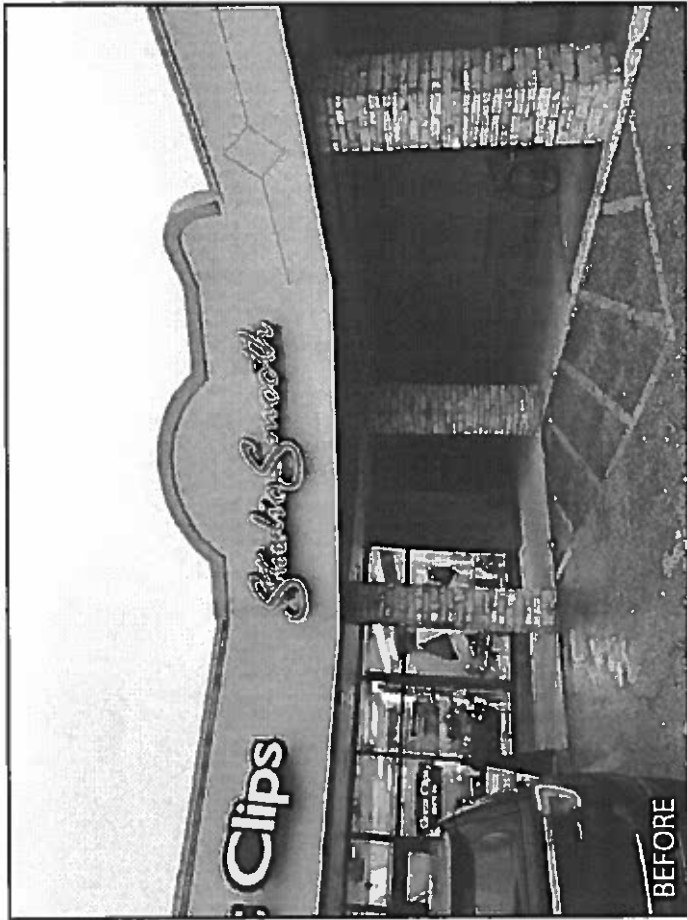
## Sign Variance Application

To Whom It May Concern:

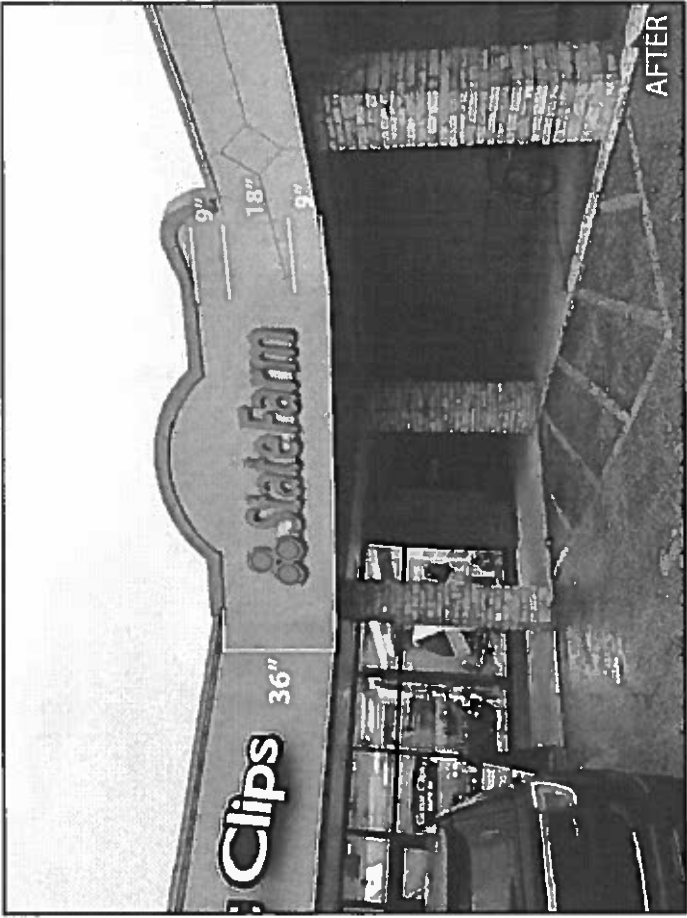
With regards to my application for signage variance for the property at 2169 Wealthy St SE in the Gaslight Village. The intended use for the property is to be continuation of my insurance agency that moved over from 2143 Wealthy St SE where I have been for the last 10 years. The need for the signage variance is based on the office location being visible for current and new customers and most importantly to aesthetically fit alongside the other signs in this plaza to keep the look and appeal. The size of sign that is currently allowed under the guidelines would look miniature and detract from the overall look of the plaza and not be visible to customers. Added to this point is that more than three quarters of what would be considered my frontage is blocked by the wall extending down from D&W. I am hoping the commission understands why I am applying for variance and agrees that it would make sense in this case to approve it.

Thank you,

Bill Cole-State Farm



BEFORE



AFTER



18" high letters / 3-oval symbol is 19.4" high x 29.4" wide;  
 (11' - 2.6" overall length) **CL18 Red.** (18.75 sq. ft.)

RACEWAY BM Battenberg AF-70



DISCLAIMER: Renderings are for graphic purposes only and are not intended for actual construction dimensions. For windload requirements, actual dimensions and mounting detail, please refer to engineering specifications and install drawings. These drawings and designs are the exclusive property of Everbrite LLC. Use of, or duplication in any manner without express written permission of Everbrite LLC is prohibited.

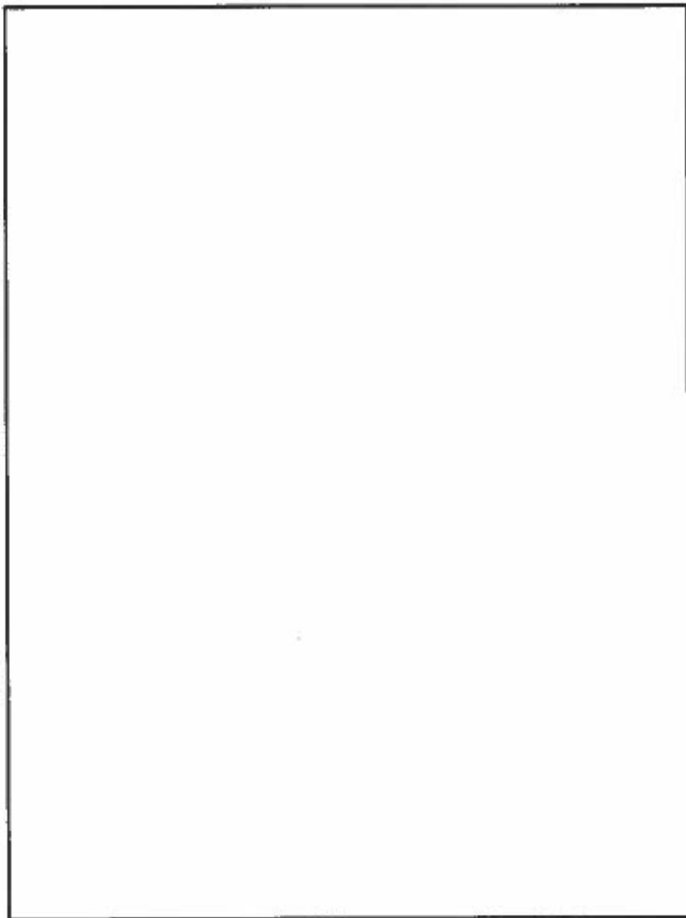
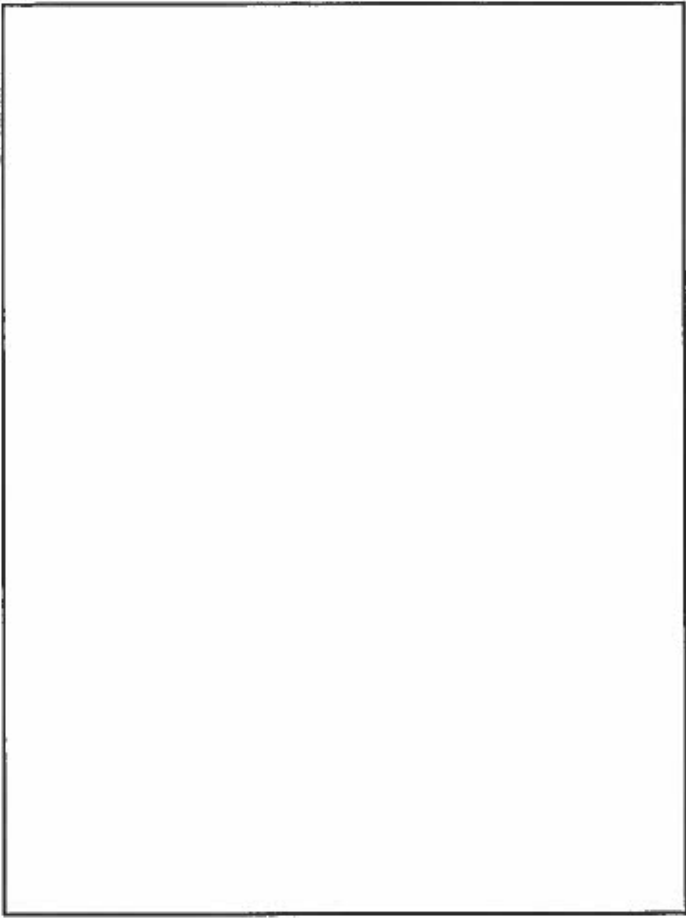
**Customer Approval:** Graphics and colors on file will be used unless otherwise specified by customer. Please review drawing carefully. By signing below, you agree to graphics as shown above, and to location of sign as shown. Please return signed copy back to Everbrite.

Description: 18" LED Channel Letter  
 Logo on Raceway

Customer: SF: State Farm  
 Project No: 400317-4 Scale: NTS  
 Date: 01/31/19 Drawn By: KW  
 Location: East Grand Rapids, MI Site No: SF93403

CUSTOMER SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_  
 LANDLORD SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Revised: 2/05/19  
 Revised: 3/07/19



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LANDLORD SIGNATURE

DATE 3/7/2019

DATE