

**CITY OF EAST GRAND RAPIDS
NOTICE OF PUBLIC HEARING**

A public hearing will be held on the sign variance application of Sign Art, Inc., representing Rite Aid Pharmacy, for the property owned by G&H Company at the address of 2130 Wealthy Street SE. The applicant has applied for a variance for the following:

- General Regulations - Sign Area (Chapter 81, Section 8.15) - The applicant wishes to use the methods defined in Subsection D.2 (sign consisting solely of lettering or other sign elements printed, painted or mounted on a wall of a building without any distinguishing border, panel or background) to calculate sign area instead of Subsection D.1 (sign face and any frame or other material or color forming an integral part of the display or used to differentiate it from the background against which it is placed.)
- Wall Sign Size in the C-1 District (Chapter 81, Section 8.19) - The applicant proposes to construct wall signs measuring 40 square feet in area each, where the maximum allowed is 25 square feet each.

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.

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. 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 jgianotti@eastgr.org.

Date: Monday, April 19, 2021
Time: 6:00 p.m.
Place: East Grand Rapids Community Center Commission Chambers
750 Lakeside Drive SE, East Grand Rapids, MI 49506

Jay Gianotti, AICP
Zoning Administrator



February 23, 2021

SignArt Inc.
5757 E. Cork Street
Kalamazoo, MI 49048

269.381.3012
800.422.3030
FAX 269.381.0999



www.signartinc.com

City of East Grand Rapids
Building Department
750 Lakeside Drive SE
East Grand Rapids, MI 49506

**Re: Sign Ordinance Variance Application
Rite Aid Pharmacy #1521
2130 Wealthy Street SE
Grand Rapids, MI**

Dear City Official:

Enclosed please find our completed Sign Ordinance Variance Application, Narrative Statement, detailed sign drawings, and Check # 102986 in the amount for \$250. For the filing fee. We are requesting a variance for the Signage Package for the above referenced. This package includes all wall signage. Signs will be connected to existing electrical circuits.

When you have reviewed the enclosed, please call me at (269) 381-3012 or E-mail me at sruby@signartinc.com with any questions or concerns you may have.

Best regards,

Stephanie Ruby
Project Manager
SignArt Inc.
269.381.3012 Ext. 146

Request for Sign Ordinance Variance

Date: 02/19/2021

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: Sign Art, Inc.

Address: 5757 E Cork Street Kalamazoo, MI 49048

Property Address (if different than above):

2130 Wealthy Street SE, Grand Rapids, MI

Daytime Phone: 269-381-3012

Legal Description of Property**: N 70 FT OF LOT 1 & E 5 FT OF N 70 FT OF LOT 2 *

W H GILBERTS SUB

** (Use Attachments if Necessary)

Permanent Parcel (Tax) Number: 41-44-33-252-003

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

Chapter 81: Signs 8.15 General Regulations, D(2)

Chapter 81: Signs 8.19 Schedule of Sign Regulations - C-1 District, Table 1, Wall Signs, Size

** (Use Attachments if Necessary)

Required plans showing nature of request:

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:

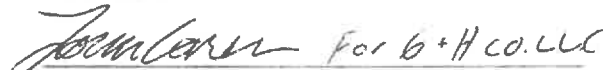
- a. What you wish to do with the property.
- b. Why you need the variance.
- c. The specific decision you seek.
- d. The reason your project cannot be accomplished within the requirements of the sign ordinance.



Signature of Applicant

Stephanie Ruby (SignArt, Inc.)

Print Name



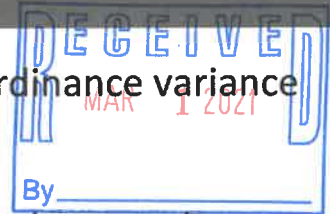
Signature of Property Owner
(If Different from Applicant)

Louie CARES

Print Name



Sign Art inc. of behalf of Rite Aid Corp is requesting for a sign ordinance variance for the store located at 2130 Wealthy Street SE.



The façade on this building was damaged and replaced in 2007, the store has maintained 100 lineal feet of street frontage and 65 lineal feet facing the parking lot. At that time, the issue with the façade was not have the ability to access the area for electrical without running exposed conduit and the channel letter and shield logo were installed on an aluminum plaque to allow the use of one wall penetration where the electrical was exposed. The plaque was within the 50 sq feet.

Rite Aid is trying to rebrand all their stores from outside to the interior introducing a whole health approach, the exterior sign still uses the use of a plaque rather than running electrical conduit and or wiring exposed to the general public, we have been advised that our proposed sign plan does not meet code since there is a tenant on the upper floor which has been there since 2007 and in 2014 updated with new color motif.

We have modified the current sign to be under 25 sq feet although the use of the plaque for wiring brings us to 40 sq feet of sign area, the façade is to be painted Sherwin Williams 7668 March Wind which is the same color that the plaque would be painted, which would not make a contrasting background.

We believe that not having a contrasting background color of the plaque that the plaque should not be used in determining the area of the sign and that the need to keep a clean visual appearance to the facade is of interest of the general welfare of the public and community.

We feel that we are meeting the intent of the current sign code and that the proposal enhances the property, does not affect the health, safety, and welfare of the public.

We feel that the current signs on the façade appear not to have raised any complaints and fit well within the community, our proposal which is smaller in sign

area of the current by enclosing the channel letters would be an asset to the business of Rite Aid and the visual impact that the community is striving for.

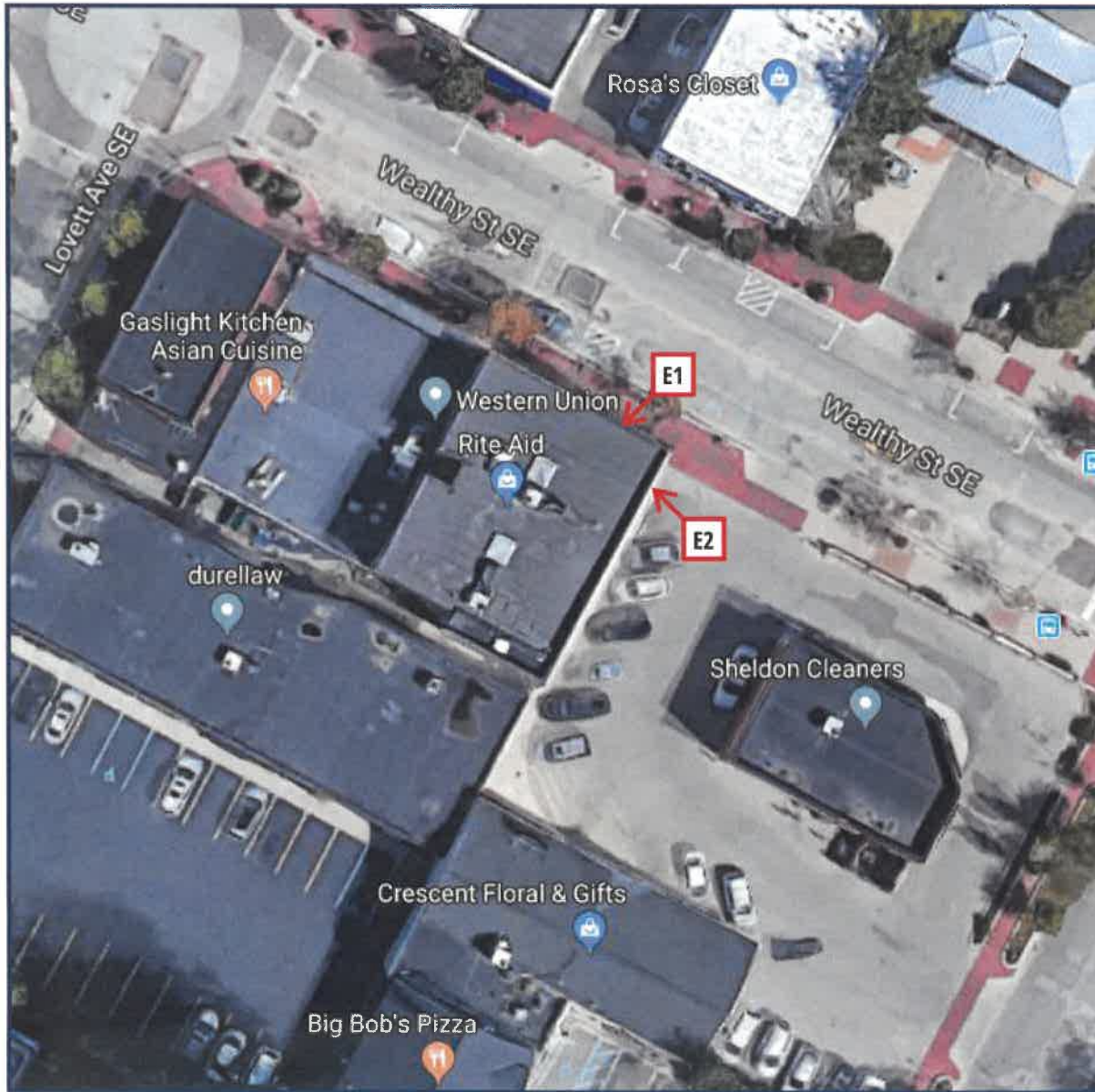


Store #01521
2130 Wealthy Street SE
Grand Rapids, MI
October 21, 2020

Reviewer:	Trevor Sparks		
Master Sign Program (MSP)? Y/N	N	Zoning:	C-1 Commercial
Existing Building SF:	100	Jurisdiction:	East Grand Rapids
Existing Freestanding SF:	0	Contact Name:	Public Works
Proposed Building SF:		Address:	750 Lakeside Drive SE
Proposed Freestanding SF:		City, ST ZIP	East Grand Rapids, Mi. 49506
		Phone:	616-940-4817
		Email:	
WALL SIGNS			
# of Signs Allowed:	1 sign per street frontage or parking area	SF based on Lot Frontage, Street Frontage, % Wall Area?	1sq' per lineal ft of wall facing road or parking lot not to exceed 50sq'
Max SF:	50 sq'	Max. Height:	No restriction within area permitted
Max. Projection:	12"	Max. Width:	Not to exceed width of wall
Can Sign Project above Roof Line?	No	If Yes, how much?	
Illumination Restrictions?	No	How is area measured?	enclosing the most protruding edges of the sign elements within a parallelogram or rectangle.
Area transferable to another elevation? (Y/N)	N	Does elevation require Street Frontage? (Y/N)	N
Notes:			
GROUND SIGNS			
Ground Signs Allowed? (Y/N)	Y	Pole or Monument?	Either
Minimum Frontage to Qualify:	None	# of Signs Allowed:	1 Per street frontage
Illumination Restrictions?	Yes	Max. SF:	50
EMCs Allowed? (Y/N)	Y		
EMC Regulations/ Notes:	Illumination time restrictions (10pm-6am), transition restrictions, animation restrictions		

DIRECTIONALS			
Directionals Allowed? (Y/N)	Y	# of Signs Allowed:	At discretion of director of PW
Permits Required? (Y/N)	Y	Max. SF:	4 sq ft
Directionals count towards allowed SF? (Y/N)	N	Max. Overall Height:	4'
Interior Lot Directionals Restricted? (Y/N)	Y	Name/ Logos Allowed? (Y/N)	N
Notes:			
PERMIT REQUIREMENTS			
Permits submitted via Mail, Online, or In Person?	Mail or Online	License Required to submit?	Contractor
Permits submitted by Authorized Agent or Contractor?	Contractor		
Owner, agent or contractor signature required on application?	Owner and Contractor		
Documents and # required for submittal:	3 Copies of sign plans and engineer drawings		
Permit Application Fee:	\$175+		
Electrical Permit Fee:	\$75+		
Permit Review Period:	2-3Weeks		
Specific Inclusions:	3 copies of sign plans and engineer drawings		
Design Restrictions:	No		
Historical Restrictions:	No		
Are Variances Allowed:	Yes		

Site Overview



	Existing Signage	Sign Size
E1	Main ID Wall Sign	3'-6" x 14'-0"
E2	Main ID Wall Sign	3'-6" x 14'-0"

North Elevation



Existing Elevation



Proposed Elevation

Existing Signage		Sign Size
E1	Main ID Wall Sign	3'-6" x 14'-0"

Proposed Signage		Square Footage
R1	4'-0" x 10'-0" (see specification page).	40.00 Sq.Ft.

Total Existing Square Footage	49.00 Sq.Ft.
Total Proposed Square Footage	40.00 Sq.Ft.
Total Allowed Square Footage	50.00 Sq.Ft.



SW 7668
March Wind

North Elevation



R1 RA-LNR-4 & RA-PHCY-3 w/Backer Panel

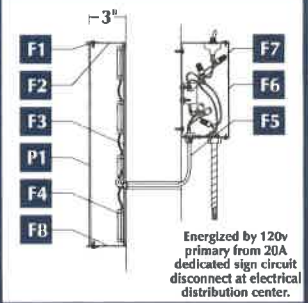
- PMS 293
- PMS 376
- Translucent White
- Semi-gloss White (returns)
- SW 7668 March Wind (backer panel)

Illuminated Channel Letters/Shield Flush Mounted

P1	.177 Optix 7328 LD Acrylic (shield), Optix 2447 LD Acrylic (letters).
F1	1" Jewelite trim, #8 screws as needed.
F2	.040 Aluminum returns painted with semi-gloss enamel.
F3	3mm ACM back.
F4	Sloan Prism 5000k LED system.
F5	UL listed 16/3 shielded low voltage wire.
F6	JIC Box.
F7	Sloan 60C2 or 60W2 Low voltage LED power supplies.
F8	1/4" Weep holes at low points.

Fastener Schedule

1/4" LAG SCREW Use: Wood/EIFS Wall Systems Min. Penetration: 1 1/4"	1/4" DIA. HILTI HIT ROD w/HY20MAX ADHESIVE Use: Concrete Min. Embed: 2"
1/4" DIA. THREADED ROD & BEARING PLATES Use: Wood/EIFS Wall Systems/Concrete Block Min. Penetration: N/A	1/4" DIA. HILTI HIT ROD w/HY20 ADHESIVE Use: Masonry/Brick Min. Embed: 3 1/4"
1/4" DIA. THREADED ROD Use: Wood/EIFS Wall Systems/Concrete Block Min. Penetration: N/A	1/4" DIA. HILTI HIT ROD Use: Concrete Block Min. Embed: 2"
1/4" RED HAT L.D.T. (Large Diameter TapCon) Use: Concrete Block/Brick/Concrete Min. Embed: 2 1/2"	1/4" DIA. HILTI HLC SLEEVE ANCHOR Use: Concrete/Masonry/Brick Min. Embed: 3 1/4"



Backer Panel

- .100 Aluminum, 1 1/2" Deep.
- Paint with GripCard EFX enamel.

East Elevation



Existing Elevation



Proposed Elevation

Existing Signage		Sign Size
E2	Main ID Wall Sign	3'-6" x 14'-0"

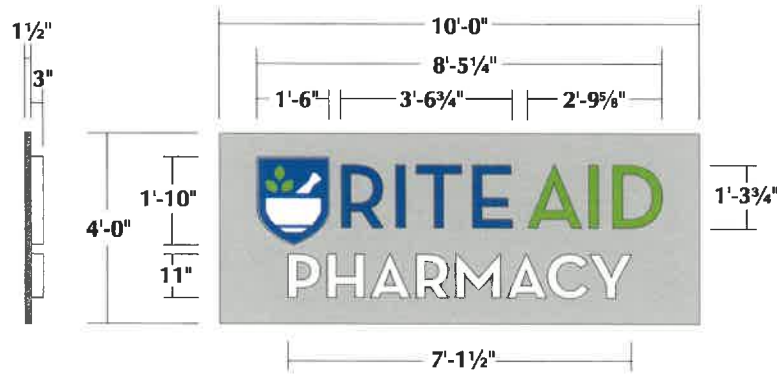
Proposed Signage		Square Footage
R2	4'-0" x 10'-0" (see specification page)	40.00 Sq.Ft.

Total Existing Square Footage	49.00 Sq.Ft.
Total Proposed Square Footage	40.00 Sq.Ft.
Total Allowed Square Footage	50.00 Sq.Ft.



SW 7668
March Wind

East Elevation



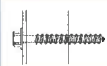


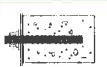




R2 RA-LNR-4 & RA-PHY-3
w/Backer Panel

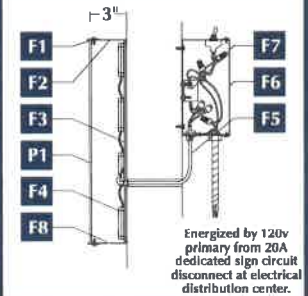
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- F3 3mm ACM back.
- F4 Sloan Prism 5000k LED system.
- F5 UL listed 16/3 shielded low voltage wire.
- F6 JIC Box.
- F7 Sloan 60C2 or 60W2 Low voltage LED power supplies.
- F8 1/4" Weep holes at low points.

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 <p>1/2" DIA. THREADED ROD & BEARING PLATES Use: Wood/EIFS Wall Systems/Concrete Block Min. Penetration: N/A</p>	 <p>1/2" DIA. HILTI HIT ROD w/HY20 ADHESIVE Use: Masonry/Brick Min. Embed: 3 1/4"</p>
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 <p>1/2" RED HAT L.D.T. (Large Diameter TapCon) Use: Concrete Block/Brick/Concrete Min. Embed: 2 1/2"</p>	 <p>1/2" DIA. HILTI HLC SLEEVE ANCHOR Use: Concrete/Masonry/Brick Min. Embed: 3 1/4"</p>



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