Meeting called to order at 6:02 p.m. by Chairman Jachym.

MEMBERS PRESENT: Robert Doroshewitz
Robert Harris
Harry Jachym
Ray Sturdy, Jr

MEMBERS ABSENT: None

OTHERS PRESENT: Mark Lewis, Chief Building Official
Alice Geletzke, Recording Secretary
2 members of the public

ITEM NO. 1 - APPROVAL OF MINUTES

1. Regular Meetings – February 2, 2012

Moved by Mr. Harris, supported by Mr. Doroshewitz, to approve the minutes of the regular meeting of February 2, 2012 as written. Ayes all.

ITEM NO. 2 – NEW BUSINESS

1. Application No. 1488- Universal Signs (Greg Carr)
   28067 Hampden
   Madison Heights MI 48071

   Location – Trade Vine Market (Mike, tenant)
   Mr. & Ms. Alongi (owners)
   40522 Ann Arbor TR
   Plymouth MI 48170

   Tax I.D. #78-027-01-0121-000

RE: Zoning Ordinance No. 99, Article 25 Sign Regulations Sec 25.8 Signs Prohibited in All Districts (11) Roof Signs (14) Wall panel signs

<table>
<thead>
<tr>
<th>Variance No.</th>
<th>Zoning Ordinance Section/Standard</th>
<th>Location</th>
<th>Mansard Roof Signage &amp; Panel Signage not allowed</th>
<th>Proposed Mansard Roof &amp; Panel Signage</th>
<th>Variance Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>1488</td>
<td>Ordinance 99, Article XXV, Sec 25.8 (11) (14)</td>
<td>40522 Ann Arbor Trail</td>
<td>3 feet by 8.5 feet</td>
<td>Panel wall sign on mansard roof</td>
<td></td>
</tr>
</tbody>
</table>
The applicant is requesting two variances:

- The applicant is in a C-1 zoning district and is requesting two variances; the first is for a panel wall sign which is prohibited in any zoning district and the second is for a wall sign on a mansard roof, which is also prohibited in any zoning district. The variance requested is for a panel wall sign on a mansard roof. (What the sign will actually say and look like is not being reviewed at this time, only type of sign and location of the sign).

The Board noted that Ordinance permits the Board to vary restrictions on sign regulations upon finding that a genuine hardship exists and that strict application of ordinance provisions would place the applicant at a substantial and significant disadvantage with respect to other signs controlled by the ordinance.

Mr. Greg Carr of Universal Signs and Mr. Mike Alongi, business owner, addressed the Board and answered questions, indicating the proposed location of the sign is the only possible location on the property because of the building's proximity to the roadway and it is the only spot on the building where a sign can be attached.

Because of the proximity of the building to the edge of the roadway and the paved parking area, it would be impossible to erect any sort of monument sign to identify the business. Thus a genuine hardship would seem to exist if the applicant were not permitted to identify his business. An alternative would be to remove the mansard roof/awning and use the face of the building for a sign location, but the mansard roof/awning is substantial and presents a significant upgrade to the appearance of the structure.

Mr. Sturdy read a letter dated February 23, 2012, from two residents who object to the sign as a safety hazard. They also cited possible devaluation of residential property, and safeguarding of beauty and harmony. It was noted by the board that there is, indeed a safety consideration due to the curve in Ann Arbor Trail at this location the absence of curbing between the road surface and the parking lot, and the location of the park immediately adjacent.

Board members discussed the possibility of considering the flat vertical surface of the mansard roof overhang as a signable area and permitting the allowable ordinance amount of 40% to be used for business identification only. It was felt that product offerings and other related information also proposed by applicant for the wall sign could be distracting to passing motorists and could thus present a danger to pedestrians or other vehicles. Using the vertical surface of the roof overhang would provide applicant with the equivalent of a ground sign close to the roadway and limiting the allowable text to premises identification would help to abate motorist distraction. It was noted that ample window area is available on the front of the building for product offerings and other information.

Moved by Mr. Sturdy, supported by Mr. Harris, to deny the variance requested in Application 1488 for Trade Vine Market at 40522 Ann Arbor Trail, but in the alternative approve a sign that would utilize 40% of the signable area on the vertical portion of the
roof with a limitation that the signage include only the name of the business or some other premises identification and not product or service offerings, thus allowing the windows to be used for advertising products and services. Ayes all.

Moved by Mr. Sturdy, supported by Mr. Doroshewitz, to adjourn the meeting at 6:38 p.m. Ayes all.

Respectfully submitted,

Raymond O. Sturdy, Jr., Secretary
Zoning Board of Appeals

If denied, the applicant may appeal to Circuit Court.

The Charter Township of Plymouth will provide necessary reasonable aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon two weeks notice to the Charter Township of Plymouth. Individuals with disabilities requiring auxiliary aids or services should contact the Charter Township of Plymouth by writing or calling the Supervisor’s Office, Charter Township of Plymouth, 9955 N. Haggerty Rd, Plymouth, Michigan, 48170, (734) 354-3211, TDD users: 1-800-649-3777 (Michigan Relay Service)