

**Zoning Board of Appeals
September 25, 2019 Regular Meeting**

STAFF REPORT

Subject: ZBA19-024, 2275 West Stadium Boulevard

Summary:

Bela Sipos Managing Partner, 2275 W Stadium LLC, is requesting a 60 square foot variance from Section 5.24.4, On-Premises Exterior Signs to allow 240 square feet of tenant signage. The Code requires the subject property not to exceed 180 square feet.

Background:

The Reinhart Building contains five retail spaces on the ground level and a real estate and title insurance office on the second floor.

Description:

The building is 90 linear feet in length and allows for a maximum of 180 square feet of signage to distribute amongst the tenants. Section 5.24.4 (C)(3) allows for the property to have an additional Business Center sign (200 square feet) as the property qualifies due to meeting the five tenant minimum.

Standards for Approval - Chapter 55 (Zoning) Variance -

The Zoning Board of Appeals has all the power granted by State law and by Section 5:27.4 Powers, Application of the Variance Power from the City of Ann Arbor Unified Development Code (UDC). The following criteria shall apply:

- (a). ***That the alleged hardships or practical difficulties, or both, are exceptional and peculiar to the property of the person requesting the variance, and result from conditions which do not exist generally throughout the City.***

The applicant states that the property is unique because the tenants are perpendicular to the front of the property and do not face the street.

- (b). ***That the alleged hardships or practical difficulties, or both, which will result from a failure to grant the variance, include substantially more than mere inconvenience, inability to attain a higher financial return, or both.***

The owner states that additional signage is required for visibility to the public and to prevent traffic hazards.

- (c). ***That allowing the variance will result in substantial justice being done, considering the public benefits intended to be secured by this Chapter, the individual hardships that will be suffered by a failure of the Board to grant a variance, and the rights of others whose property would be affected by the allowance of the variance.***

Without the variance, the property will install a Business Center sign which the owners state will create more signage and the building will be more cluttered.

- (d). That the conditions and circumstances on which the variance request is based shall not be a self-imposed hardship or practical difficulty.**

The applicant states the signage calculation would allow for more signage if the calculation was based on each tenant space. The signage was determined by the 90 feet of frontage along West Stadium and therefore the site allotment is 180 square feet.

- (e). A variance approved shall be the minimum variance that will make possible a reasonable use of the land or structure**

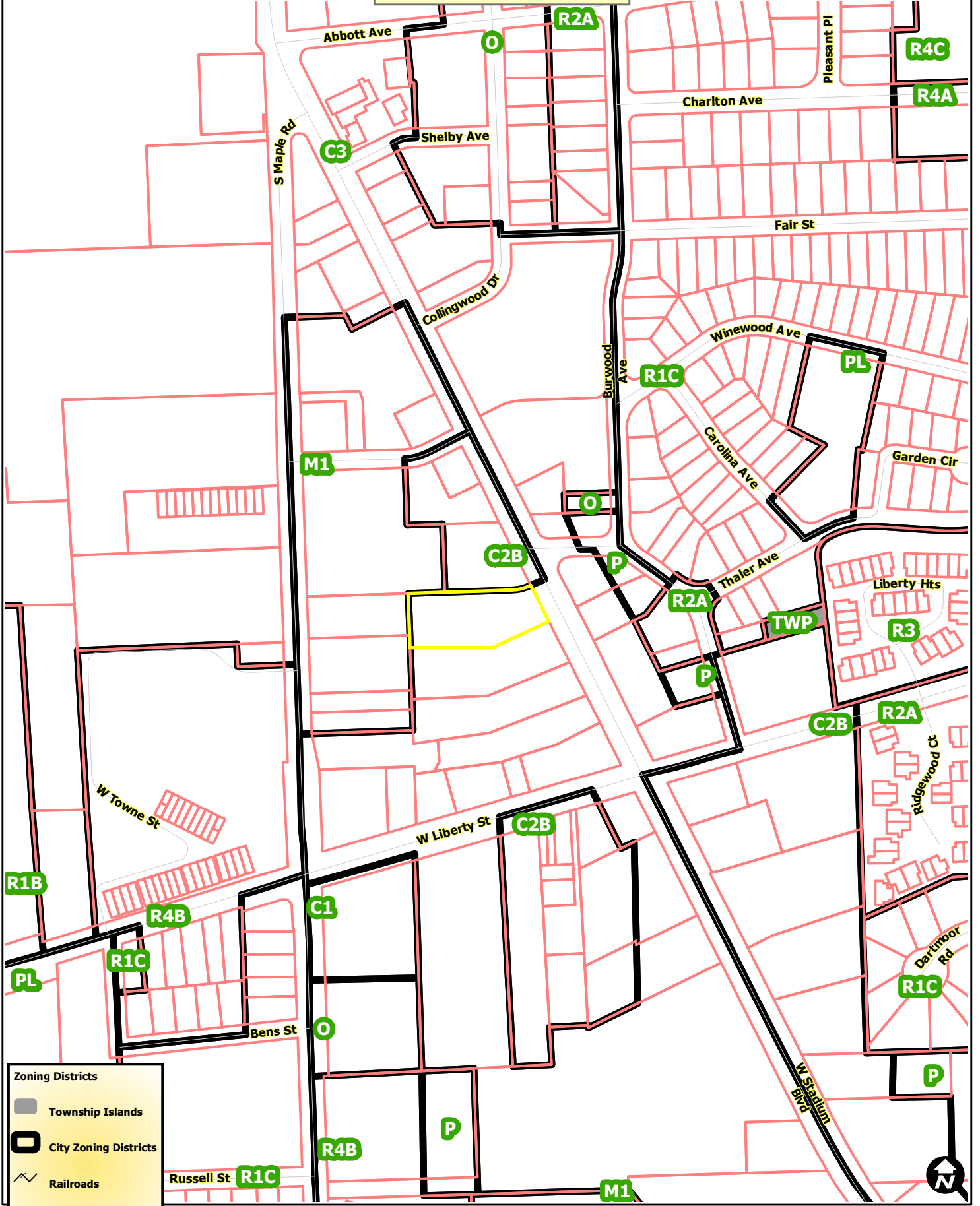
The requested variance is the minimum necessary that will give adequate retail visibility for all tenants within the building. If the variance is denied, the reduced signage will create aesthetic and visibility issues.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Jon Barrett". The signature is stylized with loops and a cursive-like flow.

Jon Barrett
Zoning Coordinator

2275 W Stadium Blvd



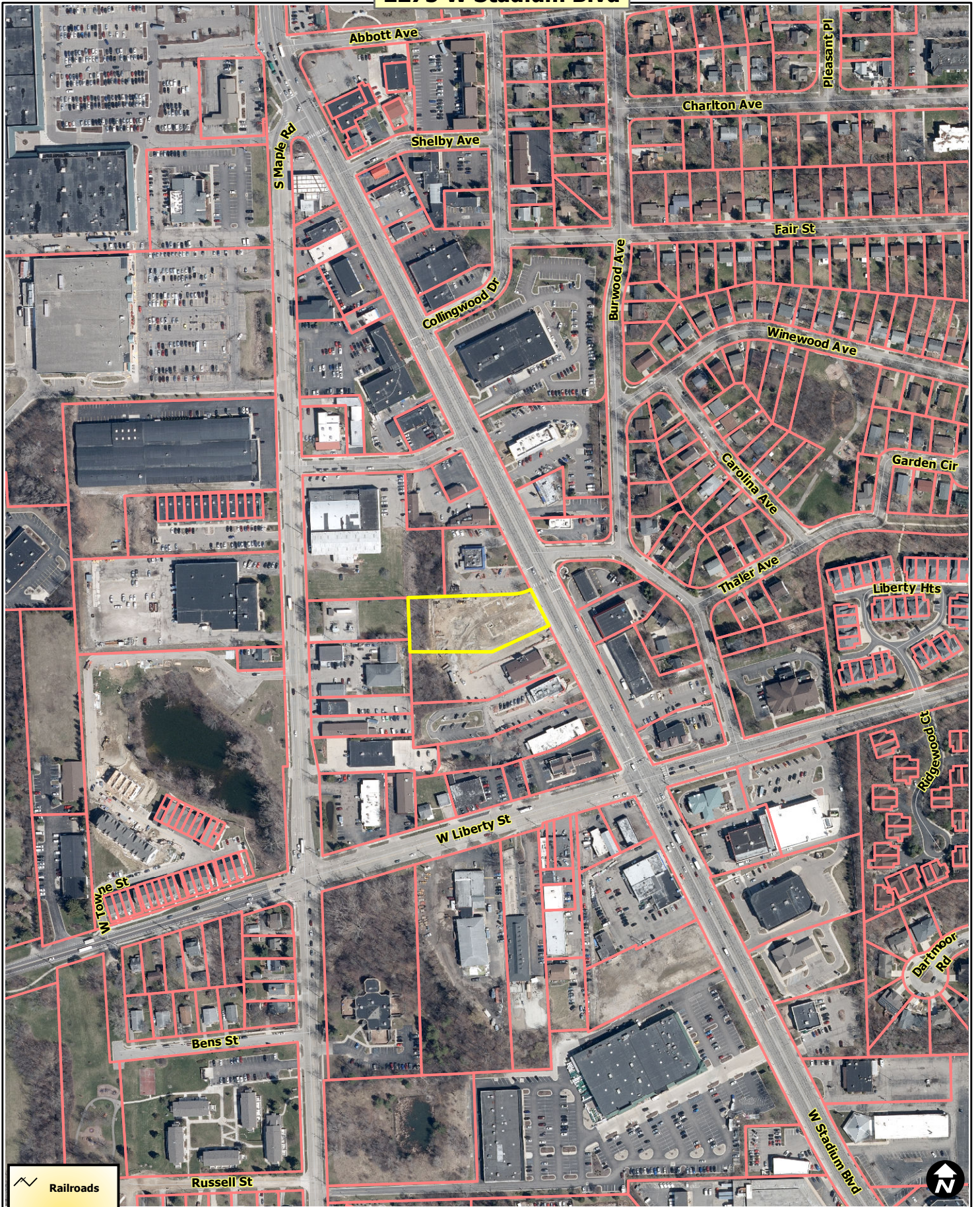
Zoning Districts

- Township Islands
- City Zoning Districts
- Railroads
- Huron River
- Tax Parcels



Map date: 9/5/2019
 Any aerial imagery is circa 2018 unless otherwise noted
 Terms of use: www.a2gov.org/terms

2275 W Stadium Blvd

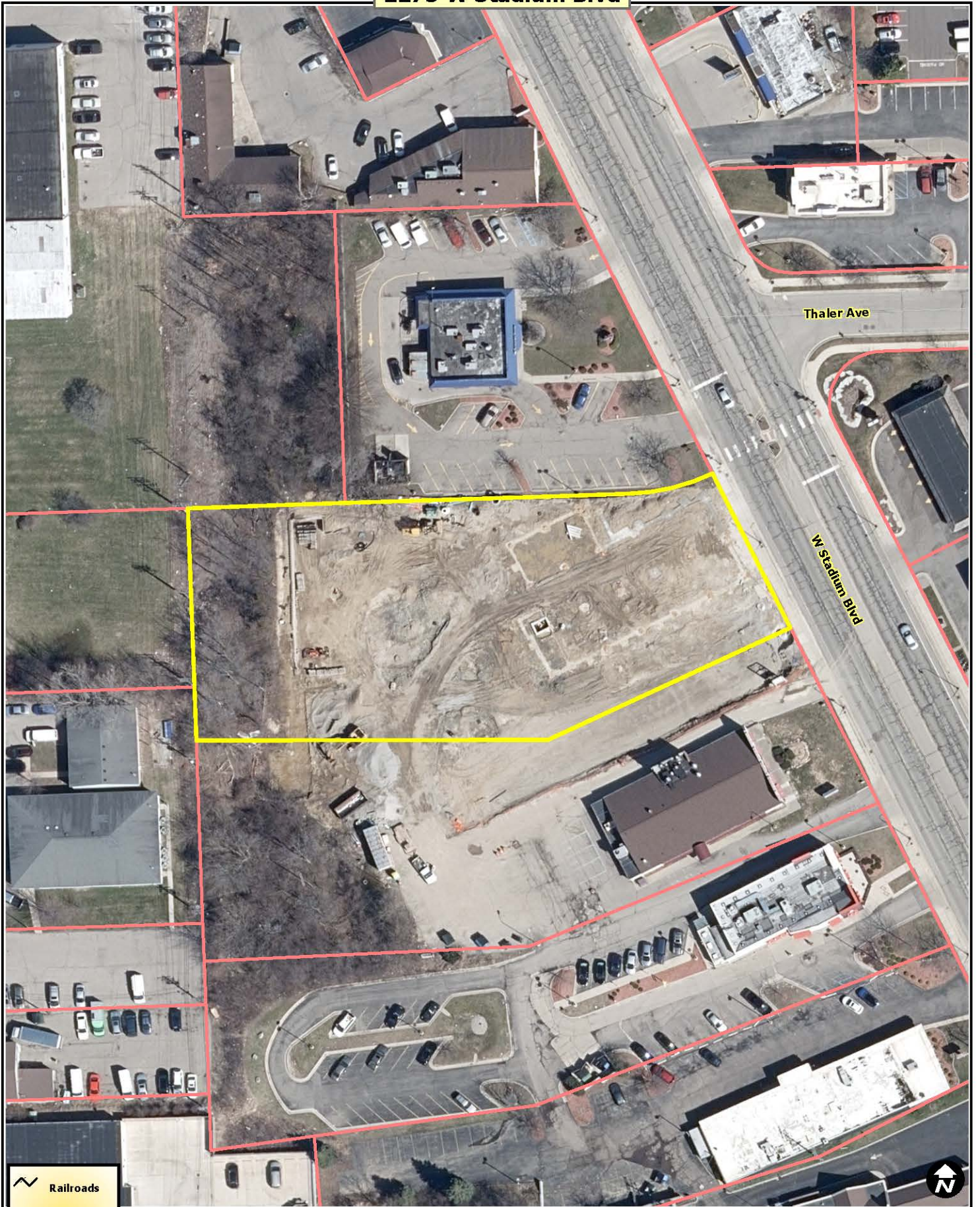


- Railroads
- Huron River
- Tax Parcels



Map date: 9/5/2019
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2275 W Stadium Blvd



-  Railroads
-  Huron River
-  Tax Parcels



Map date: 9/5/2019
Any aerial imagery is circa 2018
unless otherwise noted
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ZONING BOARD OF APPEALS APPLICATION

City of Ann Arbor Planning Services

City Hall: 301 E Huron Street Ann Arbor, MI 48107-8647

Phone: 734-794-6265 Fax: 734-794-8460 Email: planning@a2gov.org

PROPERTY INFORMATION

ADDRESS OF PROPERTY 2275 W. Stadium Dr.		ZIP CODE 48103
ZONING CLASSIFICATION C2B	NAME OF PROPERTY OWNER *If different than applicant, a letter of authorization from the property owner must be provided Bela Sipos	
PARCEL NUMBER	OWNER EMAIL ADDRESS kbsipos@ccim.net	

APPLICANT INFORMATION

NAME Bela Sipos			
ADDRESS 2200 Green Road	CITY Ann Arbor	STATE MI	ZIP CODE 48105
EMAIL kbsipos@ccim.net		PHONE 734-669-5813	
APPLICANT'S RELATIONSHIP TO PROPERTY Managing Partner, 2275 W. Stadium LLC			

REQUEST INFORMATION

<input checked="" type="checkbox"/> VARIANCE REQUEST Complete Section 1 of this application	<input type="checkbox"/> REQUEST TO ALTER A NONCONFORMING STRUCTURE Complete Section 2 of this application
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REQUIRED MATERIALS

One hard copy application complete with all required attachments must be submitted. Digital copies of supportive materials included in the submitted hard copy will only be accepted in PDF format by email or accompanying the hard copy application on a USB flash drive.

Required Attachments:

- Boundary Survey of the property including all existing and proposed structures, dimensions of property, and area of property.
- Building floor plans showing interior rooms, including dimensions.
- Photographs of the property and any existing buildings involved in the request.

OFFICE USE ONLY

Fee Paid: **\$1000** ZBA: **19-024**

DATE STAMP
CITY OF ANN ARBOR
RECEIVED

AUG 27 2019

PLANNING & DEVELOPMENT SERVICES

ACKNOWLEDGEMENT

All information and materials submitted with this application are true and correct.

Permission is granted to City of Ann Arbor Planning Services and members of the Zoning Board of Appeals to access the subject property for the purpose of reviewing the variance request.

Property Owner Signature: _____

Date: _____

8/27/19

Section 1 City of Ann Arbor Planning Services – Zoning Board of Appeals Application

VARIANCE REQUEST

ARTICLE(S) AND SECTION(S) FROM WHICH A VARIANCE IS REQUESTED: *(Example: Article 3, Section 5.26)*

Article 4, Section 5.24.4

REQUIRED DIMENSION: *(Example: 40' front setback)*

Feet: 180sf Inches:

PROPOSED DIMENSION: *(Example: 32 foot 8 inch front setback)*

Feet: 240sf Inches:

DESCRIPTION OF PROPOSED WORK AND REASON FOR VARIANCE:

The Reinhart building houses retail spaces on the lower level with residential real estate and title insurance offices on the second floor, all of which require signage for client/customer wayfinding. Due to the layout of the retail storefronts in relation to the street frontage, we are proposing, that in lieu of a 180 sq. ft. Business Center Sign, to be granted an additional 60 sq. ft. total of general business ID wall-mounted signs - to allow the tenants on the first floor proper visibility without cluttering the building with redundant Business Center Signage

The City of Ann Arbor Zoning Board of Appeals has the powers granted by State law and City Code Chapter 55, Section 5:29. A variance may be granted by the Zoning Board of Appeals only in cases involving practical difficulties or unnecessary hardships when all of the following statements are found to be true. Please provide a complete response to each of the statements below.

The alleged hardships or practical difficulties, or both, are exceptional and peculiar to the property of the person requesting the variance, and result from conditions which do not exist generally throughout the city.

Due to the unique nature of the property, the building is set close to the road with retail storefronts set perpendicularly to the street.

As such, the building's sign allowance needs to be split between the North and South elevations AND between first and second floor tenants. To ensure adequate visibility from vehicular traffic traveling north or south, a re-allocation of the signage allowance is required.

The alleged hardships are practical difficulties, or both, which will result from a failure to grant the variance, include substantially more than mere inconvenience, inability to attain a higher financial return, or both.

Each lower level tenant would only be allotted 9.65 sq. ft. per side - not enough to be visible to the public and customers.(Figure 1)

Additionally, when signage is too hard to see or read, it can create traffic hazards as travelers are searching for signage that's not visible enough to be effective. This can also cause the businesses hardship in lost revenue and the property owner difficulty in securing tenants.

Allowing the variance will result in substantial justice being done, considering the public benefits intended to be secured by this chapter, the individual hardships that will be suffered by a failure of the board to grant a variance, and the rights of others whose property would be affected by the allowance of the variance.

Without the variance, the building signage will be cluttered and redundant with the Business Center signs AND inadequately small first floor tenant storefront signs. By granting the variance, architectural aesthetics will be cleaner, less cluttered, and visitors to 2275 W. Stadium will have less frustration in finding businesses. (Figure 2.)

The conditions and circumstances on which the variance request is based shall not be a self-imposed hardship or practical difficulty.

The building was designed recognizing that the retail storefronts face the parking lot and not W. Stadium where there is 120 lineal feet of frontage (Figure 4). Had we been able to calculate signage based on each retail entry front (24 lineal feet) and had 240 square feet aggregate a hardship would not exist. (Figures 3 & 4)

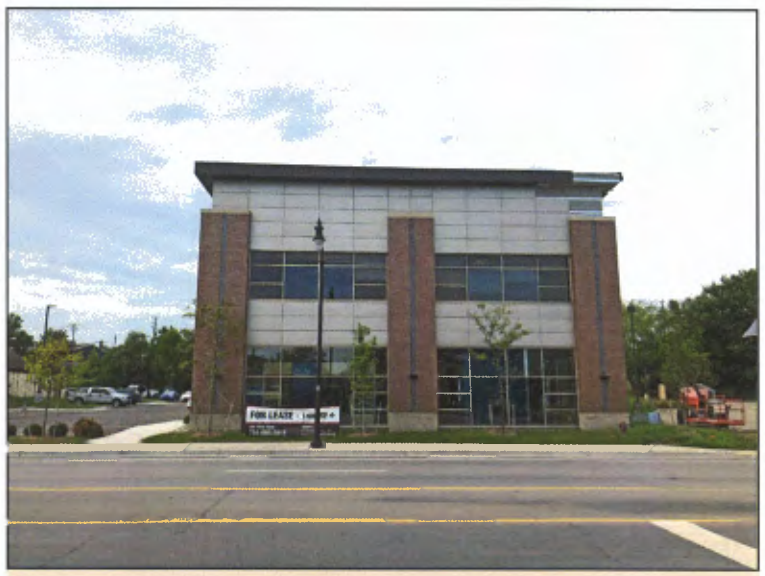
A variance approved shall be the minimum variance that will make possible a reasonable use of the land or structure.

We feel that 16.5 sq. ft. per side per 1st floor retail tenant is the minimum size that will give adequate retail visibility

And that for the two second floor tenants (Reinhart and Capital Title) if the signs signs of 26.5 & 11.6 sf respectively) per side were made any smaller it would cause aesthetic and visibility issues. (Figures 1 & 3)



Facing South



Facing West



Facing South



Facing North



Facing East

PERIMETER ENGINEERING LLC
 CHELSEA, MI 48118
 734-216-9841

PERIMETER

SECTION 30
 TOWN 2 SOUTH, RANGE 8 EAST
 CITY ANN ARBOR
 WASHINGTON COUNTY

PERIMETER
 SITE PLAN
 LAYOUT

DATE	NO.	DESCRIPTION
11-15-17	1	11-15-17
8-12-18	2	8-12-18
6-27-20	3	6-27-20
1-20-21	4	1-20-21
11-29-21	5	11-29-21
4-29-22	6	4-29-22
1-20-23	7	1-20-23
11-29-23	8	11-29-23

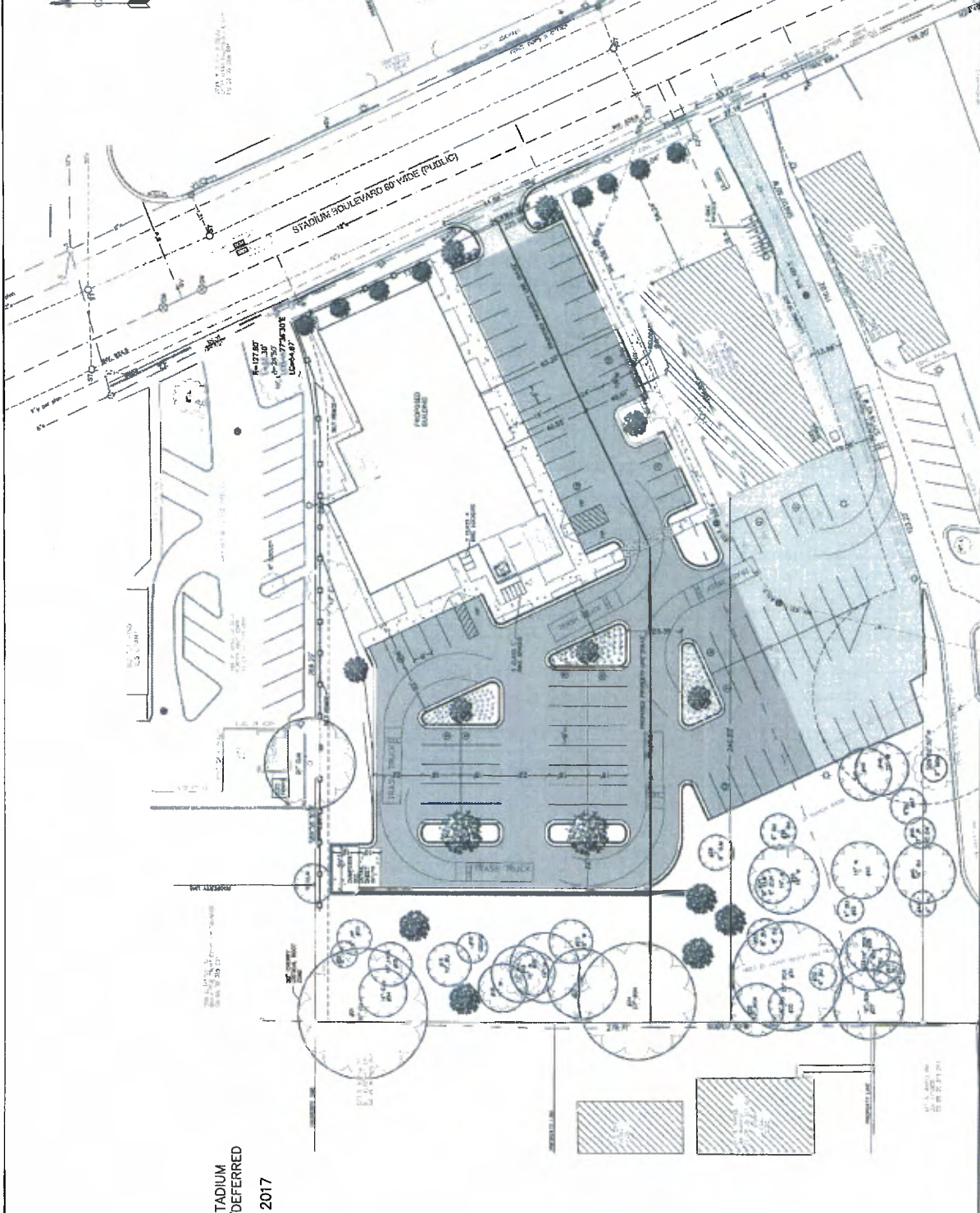
SCALE: 1" = 20'
 SHEET NO. 08
 OF 08

- LEGEND**
- SECTION CORNER
 - WATER MAIN/VALVE
 - SEWER MAIN/VALVE
 - SET BACK LINE
 - FOOT COTTON BUSH
 - STORAGE MANHOLE
 - STORM MANHOLE
 - SET WOOD LATH
 - MEASURED DIMENSION
 - RECORDED DIMENSION
 - SURFACE TURN
 - WATER MAIN
 - SEWER MAIN
 - STORM LINE
 - SANITARY LINE
 - FRANK LINE
 - CHAIN LINK FENCE
 - WOOD FENCE
 - BAMBOO WIRE FENCE
 - PER WATER MAIN
 - PER SEWER MAIN
 - PER STORM MAIN
 - PER LIMITS OF UTILITIES
 - PER SALT FENCE
 - PER CONTOUR LINE
 - PER SPOT ELEVATION
 - PER INLET FILTER
 - PER STRENGTHS PARALLEL

NOTES:

- PER CHAPTER 46, SECTION 4.56 OF THE CITY CODE, TO AND ADJUSTING THE SAME, PRIOR TO THE COMMENCEMENT OF CONSTRUCTION, THE OWNER SHALL OBTAIN A PERMITS FROM THE CITY OF ANN ARBOR FOR THIS SITE. ALL EXISTING SURFACES IN NEED OF REPAIR SHALL BE REPAIRED IN ACCORDANCE WITH CITY STANDARDS. WATER MANAGEMENT ARE TO BE PROVIDED FOR THE PARCELS.

PROPOSED WORK: PERIMETER ENGINEERING, INC. (PEI) HAS BEEN ENGAGED BY THE CLIENT TO PREPARE A SITE PLAN FOR THE PROPOSED CONSTRUCTION OF A STADIUM AT THE INTERSECTION OF STADIUM BOULEVARD AND WOODLAND AVENUE IN ANN ARBOR, MICHIGAN. THE PROPOSED CONSTRUCTION IS TO BE A 1.3 ACRE STADIUM WITH A SEATING CAPACITY OF 25,000 SEATERS. THE PROPOSED CONSTRUCTION IS TO BE A 1.3 ACRE STADIUM WITH A SEATING CAPACITY OF 25,000 SEATERS. THE PROPOSED CONSTRUCTION IS TO BE A 1.3 ACRE STADIUM WITH A SEATING CAPACITY OF 25,000 SEATERS.



STADIUM
 /DEFERRED
 2017



NOT FOR CONSTRUCTION

Figure 1 - inadequate lower level tenant signage allowance

Permanent lighted wall signage - 180 sq. ft. max:

-38 sq. ft. TOTAL allocated for 2nd floor tenants on N&S elevations (76 sq. ft. total). 26.5 for Reinhart, 11.5 for CT

-13.5 sq ft. per N&S elevation for AT&T (27 sq. ft. total)

-9.625 sq. ft. allocated per 1st floor tenant on N&S elevations (19.25 sq. ft. total)

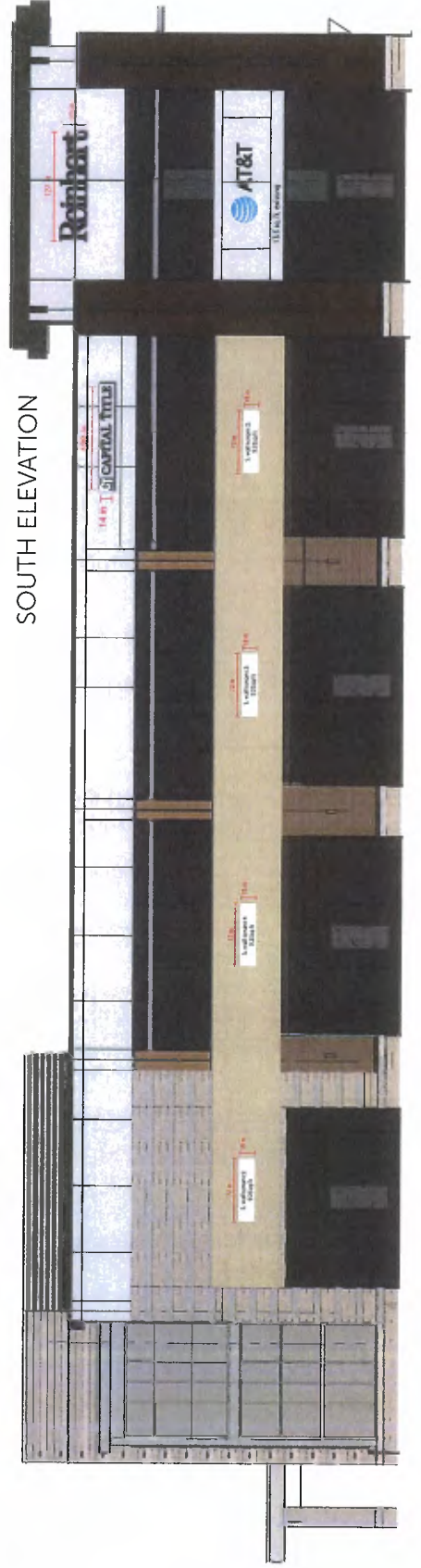
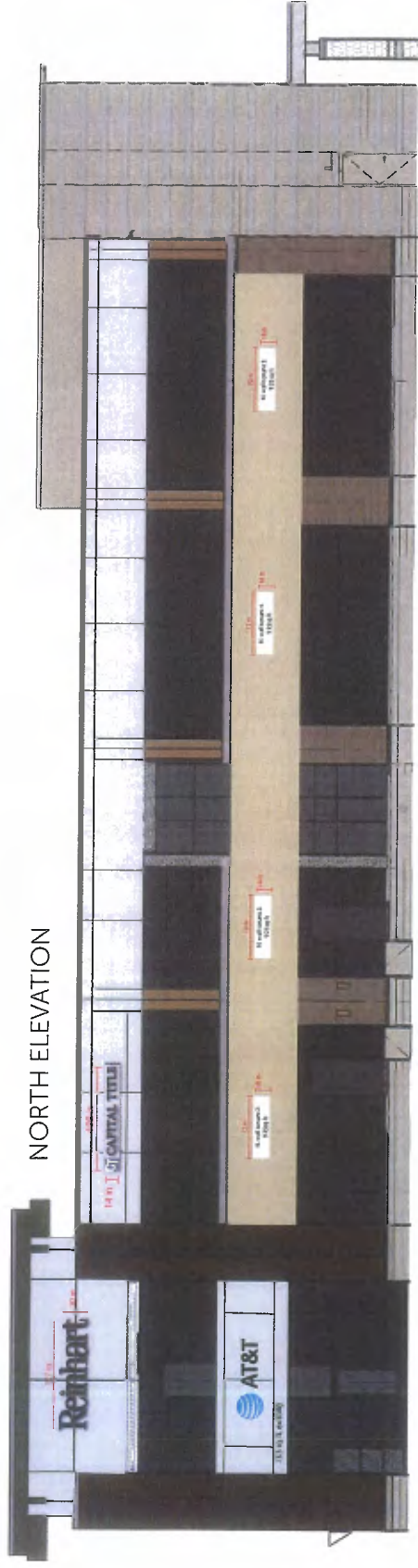


Figure 2 - Business Center Signs as verbally approved by Jon

Business Center sign on tower: 180 sq. ft. max total (including Reinhart text)
Includes tenant directory listing all tenants in building. This would be CT's only signage

Permanent lighted wall signage - 180 sq. ft. TOTAL max:
-18 sq. ft. allocated per 1st floor tenant on N&S elevations (36 sq. ft. total)

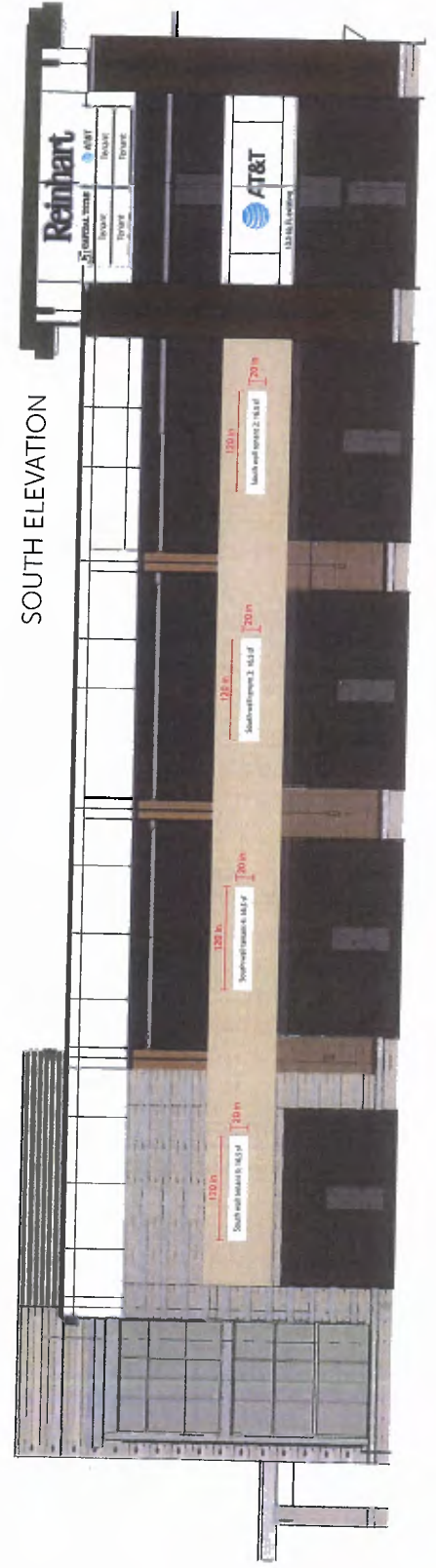


Figure 3 - proposed signage master plan, no Business Center sign

Permanent lighted wall signage - 240 sq. ft. TOTAL max:

-38 sq. ft. TOTAL allocated for 2nd floor tenants on N&S elevations (76 sq. ft. total). 26.5 for Reinhart, 11.5 for CT
-16.5 sq. ft. allocated per 1st floor tenant on N&S elevations (33 sq. ft. total)

