

CITY OF GROSSE POINTE WOODS, MICHIGAN  
20025 Mack Plaza Dr.  
Planning Commission Meeting  
December 10, 2013  
7:30 p.m.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE OF ALLEGIANCE**
4. **ACCEPTANCE OF AGENDA**
5. **RECOGNITION OF COUNCIL REPRESENTATIVE/S**
6. **APPROVAL OF MINUTES:**  
Planning Commission – 11/26/13
7. **REVIEW OF SIGN APPLICATION: CVS PHARMACY, 20460 MACK AVENUE:**
  - (A) Sign Permit Application – 11/12/13
  - (B) Letter of Authorization – 07/07/07 – CVS Pharmacy (T. Kramer)
  - (C) Letter of Appeal – 11/21/13 – SignArt (C. Sternberg)
  - (D) Memo – 12/04/13 – Building Official (G. Tutag)
  - (E) Site Plan/Photo of Proposed Sign – 02/08/13
  - (F) Specs Sheet of Proposed Sign – 02/08/13
8. **INFORMATION ONLY: PLANNING COMMISSION ATTENDANCE – 2014  
MONTHLY COUNCIL MEETING SCHEDULE:**  
Memo – 12/02/13
9. **BUILDING OFFICIAL'S MONTHLY REPORT:**  
Building Department Report – November 2013
10. **COUNCIL REPORT:**  
December - Vaughn
11. **INFORMATION ONLY: COUNCIL REPRESENTATIVE FOR NEXT MEETING:**  
January - Vitale
12. **NEW BUSINESS:**  
Sub-Committee Reports:  
2020 Plan (Hamborsky/Vitale/Fuller/Gilezan)  
Special Sign (Vaughn/Evola/Fuller/Stapleton)

**13. PUBLIC COMMENT:**

**14. ADJOURNMENT:**

Submitted by: Gene Tutag, Building Official – 313.343.2426

**IN ACCORDANCE WITH PUBLIC ACT 267 (OPEN MEETINGS ACT) POSTED  
AND COPIES GIVEN TO NEWSPAPERS**

Notice: The City of Grosse Pointe Woods will provide necessary, reasonable auxiliary aids and services, such as signers for the hearing impaired, or audio tapes of printed materials being considered at the meeting to individuals with disabilities. All such requests must be made at least five days prior to said meeting. Individuals with disabilities requiring auxiliary aids or services should contact the City of Grosse Pointe Woods by writing or calling the A.D.A. Coordinator or the City Clerk's office, 20025 Mack Plaza, Grosse Pointe Woods, MI 48236 (313) 343-2445; or Telecommunications Device for the Deaf (TDD) (313) 343-9249.

**NOTE TO PETITIONERS:**

Please make every effort to be present at the meeting so that public officials may get the benefit of your input on the matter before them.

PLANNING COMMISSION  
11/26/13 – 034

MINUTES OF THE PLANNING COMMISSION OF THE CITY OF GROSSE POINTE WOODS  
HELD ON TUESDAY, NOVEMBER 26, 2013, IN THE COUNCIL-COURT ROOM OF THE  
MUNICIPAL BUILDING, 20025 MACK AVENUE, GROSSE POINTE WOODS, MICHIGAN.

The meeting was called to order at 7:35 p.m. by Chair Evola.

Roll Call: Chair Evola  
Fuller, Vaughn, Hamborsky, Gilezan, Vitale, Stapleton (7:50)

Absent: Profeta, Rozycki

Also Present: Building Official Tutag  
Recording Secretary St. Peter

Attendance: None

Motion by Gilezan, seconded by Vaughn, that Commissioners Profeta, Rozycki and Stapleton be excused from tonight's meeting.

MOTION CARRIED by the following vote:

YES: Evola, Fuller, Vaughn, Hamborsky, Gilezan, Vitale

NO: None

ABSENT: Profeta, Rozycki, Stapleton

Motion by Fuller, seconded by Vitale, regarding **Approval of Minutes**, that the Planning Commission Meeting minutes dated October 22, 2013 be approved.

MOTION CARRIED by the following vote:

YES: Evola, Fuller, Vaughn, Hamborsky, Gilezan, Vitale

NO: None

ABSENT: Profeta, Rozycki, Stapleton

The next item on the agenda was the **Building Official's Monthly Report**. Mr. Tutag reported the following:

- The December planning commission meeting will have a light agenda. There is a request for a variance from CVS. They would like to put an additional sign on the north elevation of the building, over the entrance.

## PLANNING COMMISSION

11/26/13 – 035

- Mr. Tutag met with the architect in property management from Comerica Bank on the north end of town. They are hoping to get plans ready for the December meeting for a façade change on the building. Preliminary sketches show it as fitting in nicely on Mack Avenue and it is not adding any footprint onto the building.
- In regards to the 2020 Plan, Mr. Tutag visited downtown Rochester and noted they had wrought iron fencing around trees, hitching post elements disguised as bike racks and wrought iron fencing around their waste receptacles. Mr. Tutag suggested replacing the city's outdated waste receptacles. This would come at a cost upwards of 40,000 although he is unsure where the funding would come from. There may be an option of auctioning or selling the old waste receptacles to another community. Rochester also has free parking in the business/shopping district.

Motion by Gilezan, seconded by Vitale, that all items on tonight's agenda be received, placed on file, and taken in order of appearance.

MOTION CARRIED by the following vote:

YES: Evola, Fuller, Vaughn, Hamborsky, Gilezan, Vitale

NO: None

ABSENT: Profeta, Rozycki, Stapleton

- Mr. Tutag had a meeting with a developer regarding the Bank of America. They are considering a mixed use type of development and possibly a rezoning.
- Mr. Tutag had a recent conversation with a gentleman who purchased the doctor's office next to the Starbucks who is looking to put in a Chicago style delicatessen.
- The monthly vacancy report will be completed in the next couple of days.

Chair Evola inquired about the city's free parking for the holidays. Mr. Tutag stated that will start after Thanksgiving.

Commission Member Stapleton gave the **November 2013 Council Report:**

- The City Council held a public hearing for Stealth Wireless Communications facility at the Milk River Pump Station. Arguments were heard regarding health concerns, decreasing property values and residents not wanting to look at it. It passed with only one no vote. Money from the facility does not directly come into the city. Mr. Tutag stated the city may get another tower because the one that was going to be at the DPW yard, the height was such that they could have had two other co-locators on there along with the originally proposed AT&T tower. Commissioner

PLANNING COMMISSION  
11/26/13 – 036

Vaughn inquired if there could be communication with Crosspointe Church to encourage co-location at their facility if another provider is interested.

Commission Member Vaughn will attend the Council Meetings in December.

Under **New Business**, the following **Subcommittee Reports** were provided:

**2020 Plan** – Nothing to report.

**Special Sign** – Nothing to report.

Mr. Tutag suggested the Planning Commission consider an ordinance change to allow striped awnings and canopies. Businesses have been requesting striped awnings and stripes were part of early American design. Mr. Tutag suggested a book of approved colors for striped awnings. Commissioner Hamborsky suggested approving colors in the same color scheme as building facades. It was the consensus of the planning commission to allow striped awnings and canopies, limited to two colors and in color schemes matching the approved colors for building facades. This will be put on the agenda of the Planning Commission Workshop meeting in January.

Motion by Vaughn, seconded by Vitale, to adjourn the Planning Commission meeting at 8:30 p.m. Passed unanimously.

RUSH!!! - w/ appeal

RECEIVED

NOV 12 2013  
CITY OF GROSSE POINTE WOODS  
BUILDING DEPT

## GROSSE POINTE WOODS SIGN PERMIT APPLICATION

Per Chapter 32 of the City's Sign Ordinance, provide two copies of actual color renditions (include photos of building w/sign imposed) to the Building Department. Show lettering font/s, cross cuts, sign and lettering dimensions, amperage being used, total square footage of sign, location of sign relative to the building it is being displayed on, trademark/logo information, and distance the sign will be from the building are required with this application. **\*NOTE: Property Owner's approval signature is required.**

### GPW Business Information:

CONTACT PERSON: Carrie Josleyn, RSM

PHONE: 313-881-2500 (store #)

E-MAIL: Carrie.Josleyn@CVSCaremark.com

GPW BUSINESS NAME: CVS/pharmacy

FAX: \_\_\_\_\_

GPW BUSINESS ADDRESS: 20460 Mack Ave.

### \*PROPERTY OWNER'S APPROVAL:

See Included Approval Letter

Property Owner NAME (please print)

Property Owner SIGNATURE

### Sign Company Information:

NAME/CONTACT: SignArt, Inc.

PHONE: 269-381-3012

E-MAIL: csternberg@signartinc.com

CONTACT NAME: Colan Sternberg

FAX: 269-381-0999

ADDRESS: 5757 E. Cork St., Kalamazoo, MI 49048

LICENSE #: 5306007 / 5404026

### Sign Description:

TYPE: Internally Illuminated Channel Letters (Wall Sign #1) North Facade

BUILDING WIDTH: 141'-6" SIGN DIMENSIONS: 2'-0" x 15'-9"

MATERIAL IN FACE OF SIGN: Flat polycarbonate SG-278-0 red Acrylite

COLOR COMBINATIONS: Red face with dark bronze trim and letter sides.

SINGLE FACE: ☒ DOUBLE FACE: ☐ FONT STYLE: Block (Helvetica)

ILLUMINATION: INTERIOR ☒ EXTERIOR ☐ FONT COLOR/S: Red

NUMBER OF MESSAGE UNITS: One HEIGHT OF FONT: 2'-0"

Applicant's Name & Signature: Colan Sternberg

Received by: \_\_\_\_\_

Date: \_\_\_\_\_

APPROVED BY: CT

11/20/13

Date: \_\_\_\_\_

Building Official (313-343-2426)

Variance Application Fee - \$150 ~ Please see Section #32-32 Appeals

Denied

32-17 only two signs allowed

32-13(f) Size of side sign limited



TIMOTHY E. KRAMER  
Senior Legal Counsel

8/7/07

To Whom It May Concern:

SignArt, Inc. is the preferred contractor for sign installation for CVS/Pharmacy. They are serving as our agent in applying for and obtaining all permits, zoning variances and other processes necessary to the installation of the CVS/Pharmacy signage. They are allowed to sign for these processes as agent for our company.

Sincerely,

A handwritten signature in black ink that reads "Timothy E. Kramer". The signature is written in a cursive, flowing style.

Timothy E. Kramer  
Ass't Sec'y/Senior Legal Counsel





November 21, 2013

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

269.381.3012  
800.422.3030  
FAX 269.381.0999

www.signartinc.com



City of Grosse Pointe Woods  
20025 Mack Plaza  
Grosse Pointe Woods, MI 48236

**Re: Letter to Appeal the Denial of Sign Permit for CVS/pharmacy**

To Whom It May Concern:

This letter is to indicate our intent to appeal the decision of the GPW building official to deny our application for an additional wall sign at the following store location:

CVS/pharmacy #08107  
20460 Mack Ave.  
Grosse Pointe Woods, MI 48236

Per Sec. 32-17 of the City of Grosse Pointe Woods Sign Code only a combination of two (2) signs are permitted per building. By asking for an additional wall sign at the CVS/pharmacy location we would exceed code allowed by one (1) sign. We would also seek relief from Sec. 32-13 of the code to allow for 19.5 sq.ft. of additional sign area. Code allows 12 sq.ft. on a side elevation where the proposed sign is 31.5 sq.ft. in area.

As agent for CVS/pharmacy we would like to request that the decision to deny the additional sign be examined closer as to better serve the community and business involved.

While the pylon marks the entrance point to the parking lot, the building elevation facing the lot is completely void of identifying signage. The north side of the building also contains the only entrance into the store. The new sign would also be beneficial to motorist traveling south on Mack Ave. to better locate the pharmacy and navigate through the median.

Similar stores in the area have been granted additional signage on what would be considered a side elevation facing a parking lot. With over 141 ft. of frontage facing the parking lot we feel the proposed sign is not excessive and fits well with the character of the surrounding business district.

Thank you for your time and consideration with this matter.

Best regards,

Colan Sternberg  
Project Manager  
csternberg@signartinc.com



**CITY OF GROSSE POINTE WOODS  
BUILDING DEPARTMENT  
MEMORANDUM**

**TO:** Planning Commission

**FROM:** Gene Tutag, Building Official

**DATE:** December 5, 2013

**SUBJECT:** Sign Appeal – CVS Pharmacy, 20460 Mack Avenue

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The attached application to install a sign onto the north wall (side wall) of the CVS at 20460 Mack Ave has been denied. The proposed sign is in violation of Sections 32-13(f) and 32-17(a).

The petitioner is asking for relief of Section 32-13(f) which limits wall signs on side walls of buildings to 12 square feet in area: the proposed sign has 31.5 square feet. A variance is also being requested to allow three signs: Section 32-17(a) allows two.

Section 32-32 states that the Planning Commission will first review the appeal and provide a recommendation to the City Council based upon the exception being in the best interests of the City.

**Sec. 32-32. Appeal of denial of permit.**

**Any party who has been refused a sign permit after review by the building official or planning commission for a proposed installation or has been notified by the city to remove an existing sign may file a claim of appeal with the city clerk. Such claim of appeal shall be accompanied by an appeal fee as currently established or as hereafter adopted by resolution of the city council from time to time or a fee structure designated by the administration and approved by the city council by resolution, payable to the general fund of the city. The city council may grant such appeal and allow an exception to the provisions of this chapter upon a finding that such an exception would be in the best interests of the city and not against the spirit and intent of this chapter. If the building official denies a sign permit, or if a variance is requested, the appeal or variance request will first be reviewed by the planning commission, which will provide a recommendation to the city council.**

The additional wall sign would be installed on the north wall of the building which is approximately 140' in length. The only entrance to the store is located on this side of the building. This elevation currently has no signs and is adjacent to the store's parking lot. The CVS building is one of the largest buildings on Mack Avenue.

There is an existing pole sign at the north parking lot entrance.

We understand the needs of a business for maximum exposure; however, it is still important to ensure consistency with existing development and our sign ordinance.

We are recommending that after review by the Planning Commission, a favorable report be forwarded to the City Council for approval of variances of Sections 32-13(f) and 32-17(a) to allow a 2' x 15'9" sign to be installed on the north wall of 20460 Mack as shown on the attached plan based upon the following facts:

1. 20460 Mack is one of the largest buildings on Mack Avenue.
2. The additional sign will be visible to both vehicular and pedestrian traffic on Mack Avenue allowing the business to better identify itself.
3. Allowing the additional sign over the entrance is appropriate due to surrounding conditions and is consistent with the spirit and intent of the ordinance.
4. The proposed sign will face the store's parking lot.



February 8, 2013

**CVS/pharmacy**

Location: #08107

20460 Mack Ave.

Grosse Pointe Woods, MI 48236







## Existing Sign

Illum. ☐ Non Illum. ☐S/F ☐ D/F ☐

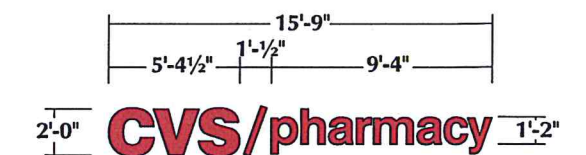
H \_\_\_\_\_ W \_\_\_\_\_

D \_\_\_\_\_ OAH \_\_\_\_\_

Note: \_\_\_\_\_

Proposed Sign #1  
Qty. 1

Scale: 1/8" = 1'-0"



Illuminated Channel Letters



## Existing Sign

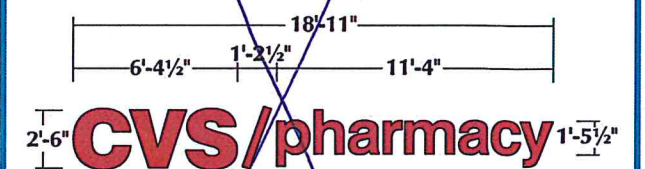
Illum. ☒ Non Illum. ☐S/F ☒ D/F ☐

H 2'-6" W 20'-11"

D \_\_\_\_\_ OAH \_\_\_\_\_

Note: Existing 2'-6" letter  
faces to be replaced.Proposed Sign #2  
Qty. 1

Scale: 1/8" = 1'-0"



Replacement Illuminated Channel Letter Faces





# CITY OF GROSSE POINTE WOODS

20025 Mack Plaza Drive

Grosse Pointe Woods, Michigan 48236-2397

## **City of Grosse Pointe Woods BUILDING DEPARTMENT Monthly Financial Report – November 2013**

Permits Issued: 140  
Rental Certificates: 21  
Vacant/Foreclosure: 1

Total: \$ 18,520

### **CODE ENFORCEMENT**

Abandoned/Foreclosure Compl. Notices Issued:	0
# of Complaints Investigated by Code Enforcement:	12
Closed Due to Compliance:	7
Open for Longer Compliance Time:	5
Citations Issued:	0
Early Trash Notices:	5
Code Violation Notices to Residents:	15
Tall Grass Notices Issued:	0
Stop Work notices to Contractors (working w/o permit):	5
Outside Storage:	7

### **NEW BUSINESS**

Lyla's Catering, 20083 Mack Avenue  
Rendezvous with Tea, 20792 Mack Avenue  
Pet People, 19391 Mack Avenue

# **CITY OF GROSSE POINTE WOODS**

## **BUILDING DEPARTMENT**

### **MEMORANDUM**

TO: Planning Commissioners

FROM: Gene Tutag, Building Official

DATE: December 2, 2013

SUBJECT: PC Attendance for 2014 City Council Meetings

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City Council meetings are held on the first and third Mondays of each month at 7:30 p.m.  
A Planning Commission member is required to attend such meetings:

<b>MONTH</b>	<b>DATES</b>	<b>PC MEMBER</b>
January	6 – 27	Vitale
February	3 – 24	Evola
March	3 – 17	Fuller
April	7 – 28	Gilezan
May	5 – 19	Hamborsky
June	2 – 16	Profeta
July	14 – 21	Rozycki
August	4 – 18	Stapleton
September	8 – 15	Vaughn
October	6 – 20	Vitale
November	3 – 17	Evola
December	1 – 15	Fuller