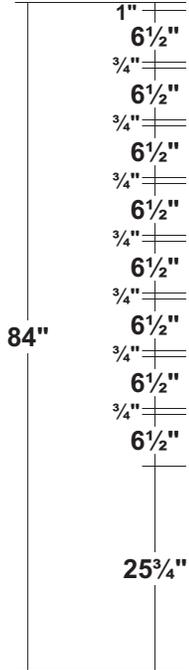
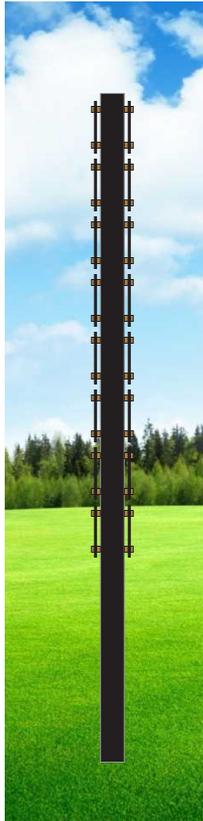
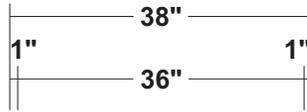
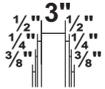
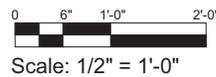


Signs 1 – 6 — Non-Illuminated Double Sided Directory Sign (Alternative 1)

**VERIFY QUANTITY**



Opposite Side



**Specifications**

- ① Custom fabricated panel signs with 3" x 3" aluminum supports and .090 aluminum faces painted with Matthew's Satin Polyurethane Enamel. Applied digitally printed pressure sensitive vinyl logo graphics.
- ② CNC Routed 1/4" thick black ACM tenant faces. Applied reflective white pressure sensitive vinyl graphics.
- ③ Tenant panels mounted to sign face with vandal resistant gold 3/4"Ø Gyford Standoff Mounting System.

NOTE Tenants to provide line vector quality logo graphics (.ai, .eps) prior to production.

NOTE Sign quantities and installation locations to be verified prior to production.

NOTE Tenant arrangement shown for illustrative purposes only. Actual tenants and directional arrows to be verified prior to production.

**Square Footage**

3'-2" x 7'-0" = 22.17 Sq.Ft.

**Color Specifications**



Black



Reflective White

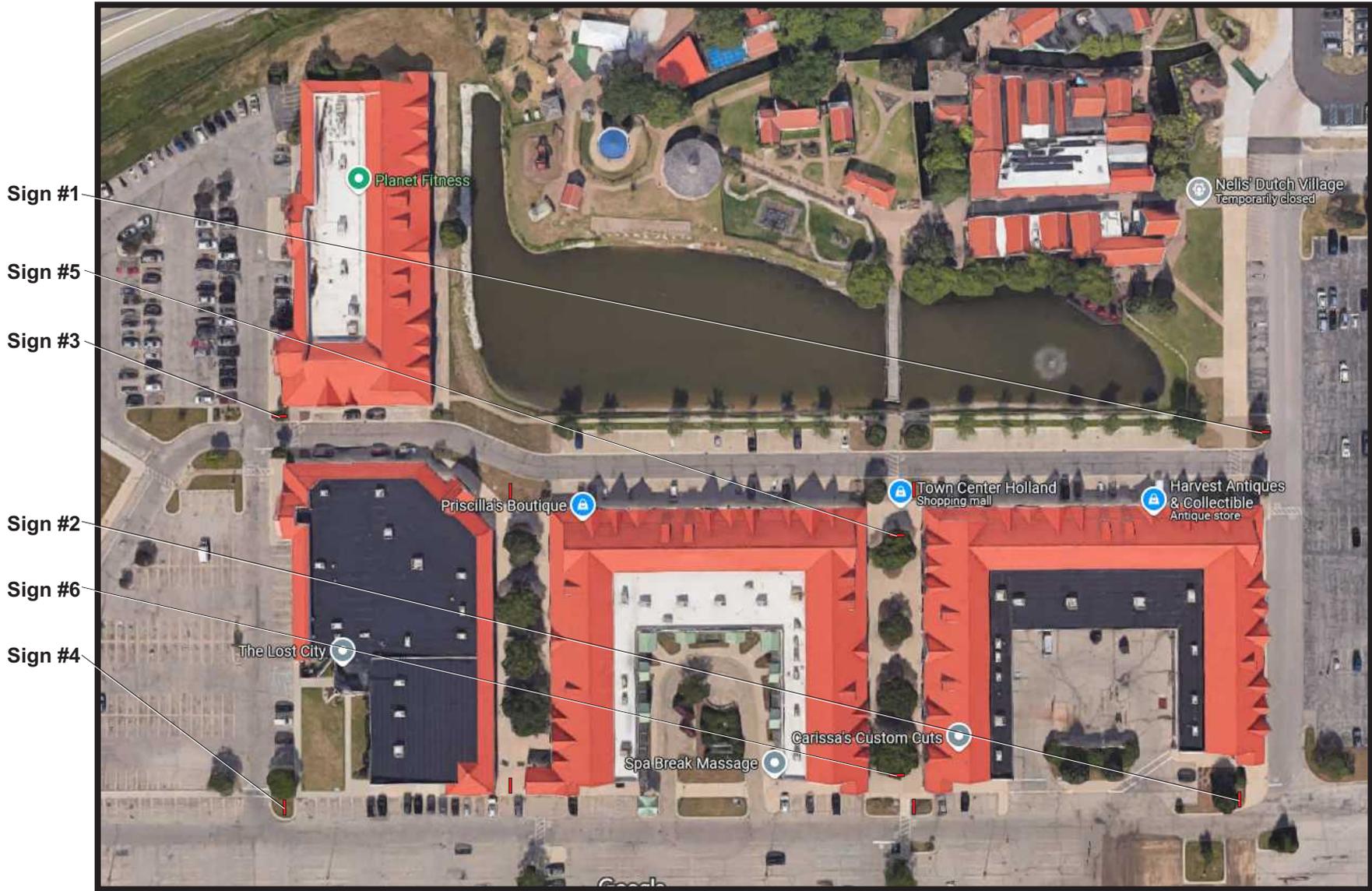


Digitally Printed Graphics



Site Plan

Signage quantities and installation locations to be determined.



## **Provide a Brief Description of Your Request:**

We are seeking a variance in requirements of the ordinance to the proposed directional ground signs to be located at 12330 120th St., Holland, MI 49424. The new signs will provide direction, and directory information for visitors of the Holland Town Center mall. Please see design details for reference to locations, size, and appearance.

***Standards for Granting of Variance.*** No variance in the provisions or requirements of this ordinance (Zoning Ordinance) shall be authorized by the Zoning Board of Appeals unless it is found from the evidence that all the following conditions exist:

**1. That compliance with the Zoning Ordinance would result in practical difficulties due to exceptional, extraordinary, or unique characteristics or conditions of the land or lot of record, including but not limited to:**

- a. Exceptional narrowness of the width or depth of a lot of record, or an irregular shape.**
- b. Exceptional natural or topographic features located on the lot of record, such as steep slopes, water, existing significant trees, or other unique or extreme physical conditions of the land.**
- c. Extraordinary location of an existing building or structure that allows no other practical or feasible location for expansion because of exceptional features of the land.**
- d. Other exceptional or extraordinary dimensional conditions or characteristics of land or lot of record.**

Zoning regulations for directional signs limit the overall size to 4 sq. ft. with no specifics to a maximum height limit, and are considered 'exempt signs' (sec 13.4.B.5). This square footage limit is effective, and works nicely for banks or individual businesses to direct traffic in a parking lot, especially when these businesses are visible from main roads. The buildings for Holland Town Center are set back 445 ft (148 yards) from James st, and 1,600 ft (533 yards) from 120<sup>th</sup> st. to their nearest point. A need for visible, effective directory signage is necessary to the success of the individual businesses, and patrons looking to shop within the town center for both vehicular and foot traffic.

**2. That the unusual circumstances do not apply to most other lots of record in the same manner or to the same extent to other lots of record in the same zoning district.**

Being an outdoor mall is a unique type of business and therefore requires unique signage to properly identify shop locations and assist patrons with navigation of the property. Typically multi-tenant spaces can benefit from larger wall signs, visible from main roads, and very visible once on site. The building set-back and unique layout does not lend itself to this same benefit for the majority of tenants, potentially all tenants when considering visibility from the two main roads.

**3. That the variance is necessary for the preservation and enjoyment of a substantial property right. The possibility of increased financial return shall not of itself be deemed sufficient to warrant a variance.**

The signs for which the variance is being requested will enhance the public's experience of the property as the signs will make it easier to navigate. Clear direction, and ability to navigate will in turn enhance the safety of pedestrians walking around with reduced confusion for vehicles.

**4. That the granting of the variance will not be of substantial detriment to adjacent and nearby land uses and properties.**

The signs for which the variance is being requested will not be of any detriment to adjacent and nearby properties as the signs will all be located on the owner's property, set back multiple football fields from main roads and entrances. See design details attached for reference.

**5. That the applicant shall not have created the problem for which the variance is being sought.**

The unique construction of the property, and set backs from the road require a clear and attractive way to direct the flow of traffic, not created by the applicant or current owners.

**6. That the granting of the variance will not be contrary to the public interest and that the spirit of this ordinance shall be observed, public safety secured, and substantial justice done for both the applicant and other property owners in the district.**

The granting of this variance will enhance the public's interest, and safety. These directional signs will ensure that navigating the property is simplified, and clear for both foot and vehicular traffic.