

**CITY OF BRIGHTON  
ZONING BOARD OF APPEALS  
MINUTES  
September 13, 2018**

**1. Call to Order**

Chairman Angst called the meeting to order at 7:00 p.m. and the following members were present:

**2. Roll Call**

David Chaundy - Absent  
Russ Gottschalk – Present  
Doug Angst – Present  
Jordan Genso– Present  
David McLane – Present  
Alicia Urbain – Present  
Renee Pettengill – Present

Michael Caruso, Community Development Manager

Audience – 3

Moved by Board Member Pettengill, seconded by Board Member Gottschalk, to excuse Board Member Chaundy. The motion passed unanimously.

**3. Approval of the June 14, 2018 Meeting Minutes**

Moved by Board Member Urbain, seconded by Board Member Pettengill, to approve the meeting minutes of June 14, 2018 as presented. The motion carried 4-0-3 with Board Members McLane and Genso abstaining.

**4. Approval of the September 13, 2018 Agenda**

Moved by Board Member McLane, seconded by Board Member Genso, to approve the agenda as presented. The motion passed unanimously.

**Old Business**

**New Business**

**5. Persona Signs, On Behalf of Holiday Inn Express, 7850 Nemco Way** is requesting variances for three signs proposed for their new hotel. A primary sign measuring 161 square feet is being proposed. A

variance of 61 square feet from the maximum 100 square feet allowed is being requested. A secondary sign measuring 161 square feet is being proposed. A variance of 111 square feet from the maximum 50 square feet allowed is being requested. Another secondary sign measuring 161 square feet is being proposed. A variance to allow for a third sign is being requested. All three signs have a proposed vertical dimension of 13 feet. A variance of 7 feet for the vertical dimension of all three signs is being requested.

**Ernie Parison, Stellar Development**, presented his request. Mr. Parison stated the proposed signage is consistent with the branding standards for Holiday Inn Express and is intended to be visible from the road. He also stated the signage was designed to be proportional to the building size and that all three signs were designed to match in size.

Chairman Angst asked what the size of the signs were for their other hotel in Green Oak.

Mr. Parison stated the signs for the hotel in Green Oak were the same size as the ones proposed.

Board Member Genso asked where the entrances to the hotel would be located.

Mr. Caruso stated the main entrance was located on Nemco Way and a secondary entrance would be located at Murphy Drive.

Board Member Pettengill asked if the parking lot would be joined for the two hotels being built on that site.

Mr. Parison stated the hotels would have separate driveways and separate parking lots.

Chairman Angst closed the meeting and opened the public hearing for this variance at 7:08 p.m. Hearing and seeing none the call to the public was closed at 7:08 p.m.

Board Member Pettengill asked what variances were granted for Candlewood Suites.

Mr. Caruso stated Candlewood Suites requested four variances and were allowed two wall signs. He stated the ZBA denied the third sign on the side of the building and approved the vertical dimension variance of one foot for the two approved signs. He stated the denied sign would have faced Challis Road.

Chairman Angst asked if the secondary sign which faces Challis Road would be visible with the new hotel that would be constructed in front of Holiday Inn Express.

Mr. Parison stated the building footprints of the hotels would be offset and the wall sign would be visible when traveling east on Challis Road.

Board Member McLane asked if the variance request was for the quantity of signs or square footage.

Mr. Caruso stated the applicant was requesting a variance to allow a third sign. He also stated the size calculation was based on a rectangular box around the sign.

Board Member Pettengill asked if the ground sign would be visible from Murphy Drive.

Mr. Caruso stated there was an elevation difference which prevented the ground sign from being visible from Murphy Drive.

Board Member Urbain stated there should be consistency with the variances approved for Candlewood Suites, but believed all three wall signs were necessary for safety.

Board Member Genso stated the primary sign was the least helpful out of all the signs for identifying the building.

Board Member Angst stated he did not think the secondary sign facing Challis would have visibility.

Mr. Parison discussed need for the sign facing Challis sign due to it being the road with the most traffic.

Board Member Pettengill stated although there should be consistency with the variances allowed for Candlewood Suites, the third sign seemed necessary for this development due to the elevation.

Board Member Genso asked if the sign could be modified to include the logo but remove the lettering underneath.

Mr. Parison stated the he could not change the design since it was the standard branding for the hotel.

Mr. Caruso stated the signs originally projected past the roofline due to their branding, but the applicant had modified the signs to comply with the ordinance.

Board Member McLane stated he understands the hardships and commented that the signs were tastefully done.

Moved by Board Member Urbain, seconded by Board Member McLane, to approve the variances as presented based on the hardship of the elevation change and the location of the building in relation to the major thoroughfares in the area as well as safety for vehicles traveling to the hotel. The motion passed unanimously. Gottschalk-Yes, Angst-Yes, McLane-Yes, Urbain-Yes, Pettengill-Yes, Genso-Yes

## **Other Business**

## **6. Staff Updates**

Mr. Caruso stated Jordan Genso was the new ZBA Board Member.

## **7. Call to the Public**

Chairman Angst opened the call to the public at 7:28 p.m. Hearing and seeing none the call to the public was closed at 7:28 p.m.

## **8. Adjournment**

Moved by Board Member Pettengill, seconded by Board Member Genso, to adjourn the meeting. The motion passed unanimously. Chairman Angst closed the meeting at 7:28 p.m.

Respectfully submitted,

Wendy Ayala  
Recording Secretary