

ALLENDALE TOWNSHIP
PLANNING COMMISSION
FEBRUARY 27, 2008

Members Present: TerHorst, Rediske, Guzicki, Obetts, Smit

Members Absent: Knoper

Staff Present: Brummel

1. Meeting called to order at 7:30 p.m.
2. Distribute the February 18, 2008 minutes.
3. Public Hearings:
4. Site Plan Review:
5. New Business:
 - A. Parks and Recreation - Candy Kraker will be presenting.

Candy Kraker stated there has been some changes to the plan that was finalized 5 years ago. There are new budget proposals as well as guidelines. Survey results will be forthcoming. The Park Master Plan has been updated. The non-motorized pathways has been updated. This has to be sent in to the state every 5 years in order for us to request grants. There have been some omissions to the plan so that we can build on areas that do have a natural area to develop.

Brummel stated there should be some communication between the Planning Commission and the Parks and Recreation committee for some idea of where future "parks" could eventually develop.

Tim Smit volunteered to attend the Parks and Recreation meetings to provide a direction to the Planning Commission.

- B. Discussion with businesses on sign concerns. (Attachment)

Brummel stated the township sent a letter to businesses that have posters and banners which are not allowed in the township ordinance. If the ordinance has to be changed, there is a process that needs to be followed. I thought it would be best for the businesses to express their concerns.

Vern Moll stated that he was not aware of the violation of “banners”. The banners that we have are affixed to the building. The banners that are displayed, we physically sell those products in the building. These banners have provided us with a serious growth to our business. The banners have withstood various weather conditions.

Herm Kloosterman stated I agree with the ordinance to restrict tackiness. I do agree that there does need to be some flexibility to increase retail sales.

Chuck Weber wanted to thank the commission for this opportunity to speak on this issue. We need to bring in some road traffic to boost our sales. I need to put up a banner to identify my business. My sign is blocked by the building next to it. I double my business with the \$4 and \$5 car wash signs on my building.

Sandy Happeny stated that a sign on both sides of the building would also benefit me due to the fact that I am so close to the road.

Anthony Wood stated that professional banners on our fence would help up. We are also deciding to go with a sign in front to be seen. It is difficult with the snow piles from our neighbors to be seen from the road.

Roger Andres stated that M45 has changed. When the road changed the businesses that existed prior to the road change should be grandfathered in with regards to visibility. Advertising is very important. I can't afford an expensive sign to advertise. I have a limited budget.

Brenda McGann, Bonos, stated that the banner that we put out advertising special dinner prices increases our traffic tremendously. It is located within our lobby. Our corporate office would not allow for a changeable message board. We have to comply with all Bono's. They have to look alike. Other areas allow banners. Allendale doesn't.

Bob Chapin appreciated the opportunity to be heard. Sign's on buildings is by far the best form of advertising on a permanent basis. If you are looking for some suggestions please look at the sign ordinance for Grand Haven.

Martha Chase said more visibility would help us. If we could put something out front of Get the Scoop, it would definitely help.

Marshall Chase stated that wall signs would work on certain sides of a building. We need banners outside east and west to increase business.

Brummel suggested a committee be established to meet with business owners to work out amending the sign ordinance.

Guzicki and Obetts will represent the planning commission for the sign ordinance discussion.

Attached - a list of participants from the meeting who would like to be on the sign ordinance amendment committee.

C. Clarify the definition of wall height.

Brummel asked the commission to review ordinance 24 section b. The definition of vertical height of exterior walls needs to be revisited with a more clear definition. It was our intent at that time to allow for parking in the front if they allowed for proper screening. All exceptions must be met if parking is needed in the front.

The definition of a storefront needs to be identified.

6. Old Business:

7. Public concerns and comments

Meeting adjourned at 10:03 p.m.