

**APPROVED MINUTES OF THE  
CITY OF ST. CLAIR SHORES  
SIGN ARBITRATION**

**Thursday, January 28, 2021**

Meeting of the Sign Arbitration Board, held virtually via a Zoom video call.

**PRESENT:** Chairman Ketelhut, Saint Clair Shores, Michigan  
City Manager Matt Coppler, Saint Clair Shores, Michigan  
Councilman Frederick, Saint Clair Shores, Michigan  
City Clerk Kotowski, Saint Clair Shores, Michigan  
City Planner Liz Koto, Grosse Pointe Park, Michigan  
Veronica Black, Recording Secretary, Saint Clair Shores, Michigan

**ALSO PRESENT:** Dean Downing, Displaymix, Saint Clair Shores, Michigan  
Peter Ruppe, Living Hope Church, Grosse Pointe Shores, Michigan  
Tracy David, The Art Shack, Saint Clair Shores, Michigan  
Dan Brennan, Pat's Garage, Grosse Pointe Farms, Michigan  
Joseph Paluzzi, MHB Heritage Condominiums LLC, Grosse Pointe, Michigan  
Mary Ellen, Northern Sign Company, Auburn Hills, Michigan  
Terri Holt, Kroger, Nashville, Tennessee

**ABSENT:**

**1. CALL TO ORDER**

The meeting was called to order at 9:02 a.m.

- 2.** Request from Displaymix on behalf of Living Hope Church located at 24010 Harper, Sign Arbitration required for roof-mounted sign.

Dean Downing from Displaymix. Petitioning for a non-illuminated, roof-mounted sign.

Koto shared her screen to showcase the proposed location where the old "Bounce House" and "Olga's Kitchen" signs were on the roof. Living Hope Church would give up their rights to a pole sign and a second wall sign on the Laukel St. elevation, should this proposed roof sign be approved.

**Motion by Kotowski, seconded by Coppler to approve the request with the agreement that Living Hope Church gives up their right to a second wall sign on the Laukel St. elevation as well as a pole sign.**

*There shall be no other changes allowed to the existing signs, unless a formal request is submitted to the Community Development Department. Failure to comply with Sign Arbitration ruling shall result in the revocation of this variance.*

**Ayes: 3 – All**

**Motion: Carried.**

- 3.** Request from Tracy David on behalf of The Art Shack located at 23707 Jefferson, wall sign denied – sign does not abut a road.

Tracy David from The Art Shack. David had a mural painted on the side of building before applying for a permit. In addition to that, she also wants to ask for a sign on the building's center window. People who are coming from the south see the wall sign; but from another direction they cannot see the sign.

Koto stated that, if the decal on the window takes up less than 1/3 of the window, no permit is needed. David said that is why she assumed she did not need a permit for the mural before it was painted.

**Motion by Coppler, seconded by Kotowski to approve the request.**

***There shall be no other changes allowed to the existing signs, unless a formal request is submitted to the Community Development Department. Failure to comply with Sign Arbitration ruling shall result in the revocation of this variance.***

**Ayes: 3 – All  
Motion: Carried.**

4. Request from Pat Greene on behalf of Pat's Garage located at 22275 Harper, sign is larger than allowed and sign exceeds 1/3 height of building.

Dan Brennan on behalf of Pat Greene from Pat's Garage. They are proposing a painted wall sign on the corner of California and Harper, north elevation. Brennan stated they want the black-and-white painted logo on the center of the wall, between the windows; it would be a good advertisement for the business.

Koto referenced the Sign Arbitration packet as well as Google street view to showcase the location.

**Motion by Coppler, seconded by Kotowski to approve the request.**  
***There shall be no other changes allowed to the existing signs, unless a formal request is submitted to the Community Development Department. Failure to comply with Sign Arbitration ruling shall result in the revocation of this variance.***

**Ayes: 3 – All  
Motion: Carried.**

5. Request from MHB Heritage Condominiums, LLC on behalf of MHB Heritage Condominiums, LLC located at 400 Heritage Place, proposed sign exceeds 48 square feet.

Joseph Paluzzi from Michigan Home Builders (MHB) for MHB Heritage Condominiums LLC.

The location was previously Heritage Presbyterian Church. Paluzzi stated they are seeking temporary approval of a marketing sign while the condominiums are being built.

Koto referenced the Sign Arbitration packet; the proposed sign exceeds the 48 square foot allowance. The actual verbiage is approximately 46 square feet but – where they exceed – is in the framing of the sign in the crown molding.

Paluzzi requested a 12-month allowance for the sign to remain up then he will remove the sign as it appears today. Half of the condos are already spoken for and they recently released their marking packages.

Coppler said the sign would save a lot of phone calls to the City asking questions about the condo development.

At end of 12 months, Paluzzi plans to split the parcel of land where the sign sits. At that time, they may repurpose the sign but the marketing sign will be removed.

Koto verified that there is nothing in the sign ordinance about construction signage for developments that are "coming soon".

**Motion by Coppler, seconded by Kotowski to approve the request for 12 months.**  
***There shall be no other changes allowed to the existing signs, unless a formal request is submitted to the Community Development Department. Failure to comply with Sign Arbitration ruling shall result in the revocation of this variance.***

**Ayes: 3 – All  
Motion: Carried.**

6. Request from Northern Sign Co. on behalf of Kroger located at 22801 Harper, drive-thru wall sign denied - multiple signs on the same elevation.

Mary Ellen for Northern Sign Company and Terri Holt for Kroger

Holt described the request as a pharmacy drive-thru and Starbucks wall signs on the same elevation. The request does not exceed the square foot allowance but rather just the number of signs.

The pharmacy drive-thru sign is needed to direct customers. The Starbucks sign will be the main sign for that entity.

Kroger recently updated their font for the word "Kroger". This font is shorter and broader. Starbucks would be identical to all brands throughout country.

Most Kroger stores have Pharmacies and Starbucks within their locations.

**Motion by Kotowski, seconded by Coppler to approve the request.**  
*There shall be no other changes allowed to the existing signs, unless a formal request is submitted to the Community Development Department. Failure to comply with Sign Arbitration ruling shall result in the revocation of this variance.*

**Ayes: 3 – All**  
**Motion: Carried.**

7. Request from Northern Sign Co. on behalf of Kroger located at 22801 Harper, Starbucks wall sign denied - multiple signs on the same elevation.

See discussion for #6 above

**Motion by Coppler, seconded by Kotowski to approve the request.**  
*There shall be no other changes allowed to the existing signs, unless a formal request is submitted to the Community Development Department. Failure to comply with Sign Arbitration ruling shall result in the revocation of this variance.*

**Ayes: 3 – All**  
**Motion: Carried.**

#### 7. Approval of Minutes for the meeting of October 22, 2020 (emailed)

**Motion by Coppler, seconded by Kotowski to approve the minutes of October 22, 2020 as submitted.**

**Ayes: All – 3**  
**Motion carried.**

#### 8. Audience Participation

#### 9. Adjournment

**Motion by Kotowski, seconded by Coppler to adjourn the meeting at 9:27 a.m.**

**Ayes: All – 3**  
**Motion carried.**

THE PRECEDING MINUTES ARE A SYNOPSIS OF THE SIGN ARBITRATION MEETING AND DO NOT REPRESENT A VERBATIM RECORD