

WHITE LAKE TOWNSHIP ZONING BOARD OF APPEALS

REPORT OF THE COMMUNITY DEVELOPMENT DEPARTMENT

TO: Zoning Board of Appeals
FROM: Andrew Littman, Staff Planner
DATE: May 13, 2025

Agenda item: 8D

Appeal Date: February 27, 2025 (Revised Plans Received on April 29th)

Applicant: Allied Signs

Address: 33650 Giftos Drive
Clinton Township, MI 48035

Location: 10951 Highland Road
White Lake, MI 48386

Zoning: GB, General Business

Property Description

The 14-acre parcel identified as 10951 Highland Road is located on the south side of Highland Road, east of Elizabeth Lake Road, and zoned GB (General Business).

Relevant Background

On March 27, 2025, the Applicant appeared before this body to request size variances to replace and enlarge two existing “Kroger Marketplace” wall signs. The first sign, on the north façade and pictured below, was proposed to be 229.5 square feet.

- Sign #1 (on the north façade)



EXISTING

SCOPE OF WORK: FRONT ELEVATION - REMOVE OVAL AND INSTALL NEW BLUE KROGER WITH CART LETTER SET AND MARKETPLACE LETTER SET - SCALED TO FIT.

*ARCH: 45'6" X 24'

*KROGER OVAL: 90" X 118" = 73.75 sqft

*MARKETPLACE: 54" X 20'6" = 92.25 sqft

*Total square feet of existing = 166 sqft



PROPOSED **B**

Proposed = 229.50 sqft

The second sign, on the west façade and pictured below, was proposed to be 265.5 square feet.

- Sign #2 (on the west façade)



EXISTING

SCOPE OF WORK: LEFT ELEVATION - REMOVE OVAL AND INSTALL NEW WHITE KROGER WITH CART LETTER SET AND MARKETPLACE LETTER SET - SCALED TO FIT.

*KROGER OVAL: 90" H X 118" L = 73.75 sqft

*MARKETPLACE: 54" X 20'6" = 92.25 sqft

*Total square feet of existing = 166 sqft



PROPOSED **C**

Proposed = 265.90 sqft

Ultimately, this body decided to postpone the Applicant's appeal until it removed unauthorized temporary signage and resized Sign #2 to be no larger than 200 square feet.

Last month, the temporary signage was removed and the Applicant submitted revised plans that show Sign #2 as 199.9 square feet in area (see below). Since Sign #2 is now proposed to be under the 200 square feet standard, a variance is not needed for that sign. However, in the revised plans, the proposal for Sign #1 has remained the same.

Applicant's Proposal

Allied Signs, the Applicant, is proposing to replace and enlarge an existing "Kroger Marketplace" wall sign on the north façade of the Kroger located at 10951 Highland Road.



EXISTING

SCOPE OF WORK: FRONT ELEVATION - REMOVE OVAL AND INSTALL NEW BLUE KROGER WITH CART LETTER SET AND MARKETPLACE LETTER SET - SCALED TO FIT.

*ARCH: 45'6" X 24'

*KROGER OVAL: 90" X 118" = 73.75 sqft

*MARKETPLACE: 54" X 20'6" = 92.25 sqft

*Total square feet of existing = 166 sqft



PROPOSED B

Proposed = 229.50 sqft

As shown above, the Applicant proposes to increase the total square footage of the sign from 166 square feet to 229.5 square feet. Because this sign is one of 6 wall signs currently on the front (north) façade of the Kroger store, it is legally nonconforming.

Planner's Report

Article 5.9.J.ii of the Township's Zoning Ordinance specifies the size and number of wall signs allowed on the subject building. Article 5.9.J.ii.a states that the maximum size of any individual wall sign is 200 square feet. Article 5.9.J.ii.b asserts that principal buildings with front facades at least 250 feet long may be permitted a total of 3 wall signs, however, an additional wall sign is permitted when a parcel has frontage on two streets (as is the case here).

The proposed "Kroger Marketplace" sign would replace one of 6 wall signs on the building's front (north) façade. The requested variances are listed in the following table:

Variance #	Ordinance Section	Subject	Standard	Requested Variance
1	Article 5.9.J.ii.a	Maximum Size of Wall Signs	200 square feet	29.5 square feet
2	Article 5.9.J.ii.b	Maximum Number of Wall Signs	3 wall signs on front façade of principal building	1 wall sign on front façade of principal building
3	Article 7.23	Nonconforming Structures	No enlargement of a nonconforming structure that increases nonconformity	Enlargement that increases the nonconformity

Zoning Board of Appeals Options:

Approval: I move to approve the variances requested by Allied Signs from Article 5.9.J.ii and Article 7.23 of the Zoning Ordinance for Parcel Number 12-22-301-014, identified as 10951 Highland Road, in order to replace an existing legally nonconforming wall sign with a new 229.5 square-foot wall sign reading “Kroger Marketplace.” This approval is conditional on the applicant obtaining all necessary permits from the White Lake Township Building Division.

Denial: I move to deny the variances requested by Allied Signs for Parcel Number 12-22-301-014, identified as 10951 Highland Road, due to the following reason(s):

Postpone: I move to postpone the appeal of Allied Signs *to a date certain or other triggering mechanism* for Parcel Number 12-22-301-014, identified as 10951 Highland Road, to consider comments stated during this public hearing.

Attachments:

1. Variance application dated February 27, 2025
2. Applicant’s sign plan
3. Letter of denial from the building department

7.37 STANDARDS

General variances: The Zoning Board of Appeals may authorize a variance from the strict application of the area or dimensional standard of this Ordinance when the applicant demonstrates all of the following conditions "A - E" or condition F applies.

- A. Practical difficulty: A practical difficulty exists on the subject site (such as exceptional narrowness, shallowness, shape or area; presence of floodplain; exceptional topographic conditions) and strict compliance with the zoning ordinance standards would unreasonably prevent the owner from using of the subject site for a permitted use or would render conformity unnecessarily burdensome. Demonstration of a practical difficulty shall have a bearing on the subject site or use of the subject site, and not to the applicant personally. Economic hardship or optimum profit potential are not considerations for practical difficulty.
- B. Unique situation: The demonstrated practical difficult results from exceptional or extraordinary circumstances or conditions applying to the subject site at the time the Ordinance was adopted or amended which are different than typical properties in the same zoning district or the vicinity.

- C. Not self created: The applicants problem is not self created.
- D. Substantial justice: The variance would provide substantial justice by granting the property rights similar to those enjoyed by the majority of other properties in the vicinity, and other properties in the same zoning district. The decision shall not bestow upon the property special development rights not enjoyed by other properties in the same district, or which might result in substantial adverse impacts on properties in the vicinity (such as the supply of light and air, significant increases in traffic, increased odors, an increase in the danger of fire, or other activities which may endanger the public safety, comfort, morals or welfare).
- E. Minimum variance necessary: The variance shall be the minimum necessary to grant relief created by the practical difficulty.
- F. Compliance with other laws: The variance is the minimum necessary to comply with state or federal laws, including but not necessarily limited to:
 - i. The Michigan Right to Farm Act (P.A. 93 of 1981) and the farming activities the Act protects;
 - ii. The Americans with Disabilities Act of 1990 (as amended), and the needs of handicapped individuals the Act protects, including accessory facilities, building additions, building alterations, and site improvements which may not otherwise meet a strict application of the standards of this Ordinance.

Under no circumstances shall the Board of Appeals grant a variance to allow a use not permissible under the terms of this Ordinance in the district involved, or any use expressly or by implication prohibited by the terms of this Ordinance in said district.

CHARTER TOWNSHIP OF WHITE LAKE
ZONING BOARD OF APPEALS APPLICATION

Item C.

Community Development Department, 7525 Highland Road,
White Lake, Michigan, 48383
(248) 698-3300 x5

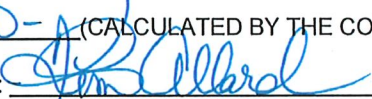
APPLICANT'S NAME: Allied Signs, Inc. PHONE: 586-791-7900
ADDRESS: 33650 Giftos, Clinton Twp. MI 48035
APPLICANT'S EMAIL ADDRESS: Kim@alliedsignsinc.com
APPLICANT'S INTEREST IN PROPERTY: ☐ OWNER ☐ BUILDER ☒ OTHER: Sign Contractor

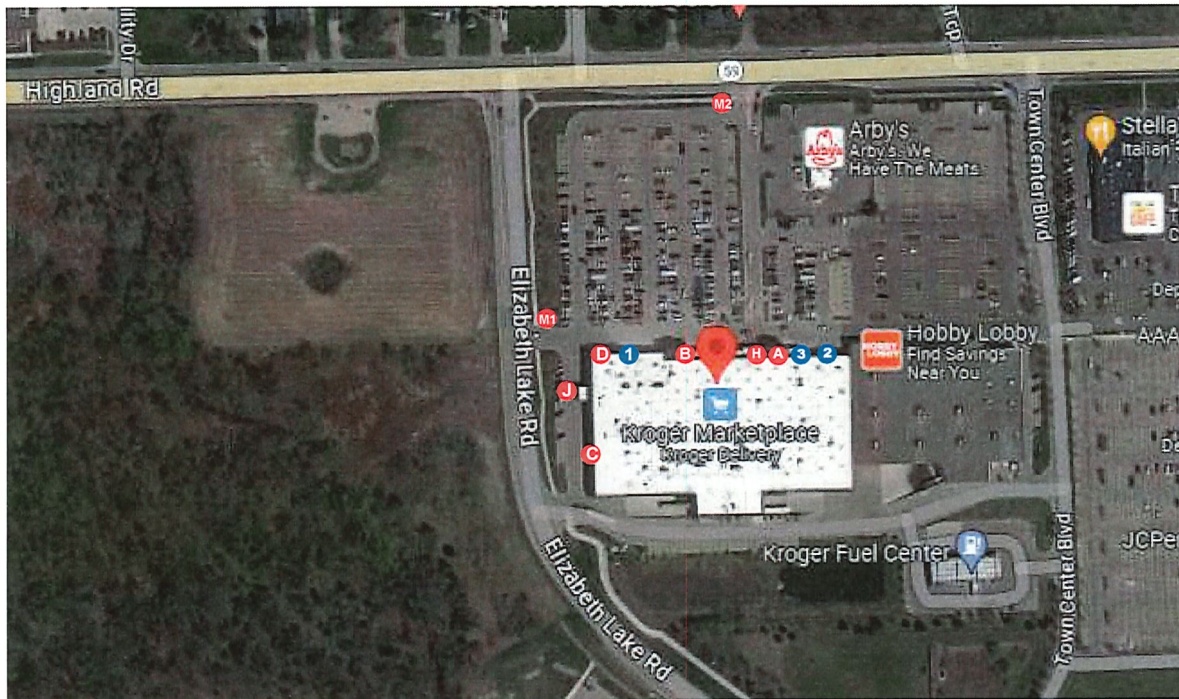
ADDRESS OF AFFECTED PROPERTY: Kroger, 10951 Highland Rd. PARCEL # 12 - 22-301-004
CURRENT ZONING: GB PARCEL SIZE: 14.03 acres

STATE REQUESTED VARIANCE AND ORDINANCE SECTION: To be allowed a total of (7) wall signs
that total 665.16 sqft.

VALUE OF IMPROVEMENT: \$ 30,900.00 SEV OF EXISTING STRUCTURE: \$

STATE REASONS TO SUPPORT REQUEST: (ATTACH WRITTEN STATEMENT TO APPLICATION)

APPLICATION FEE: \$240 - A (CALCULATED BY THE COMMUNITY DEVELOPMENT DEPARTMENT)
APPLICANT'S SIGNATURE:  DATE: 2/27/25
Kim Allard



QTY.	DESCRIPTION	SQ. FT.	EXISTING SQ. FT.
A 1	PICKUP LTR. SET W/CART	63.1	
B 1	KROGER MP W/ CART	229.5	166
C 1	KROGER MP W/ CART	199.90	166
D 1	STARBUCKS SIGN	25	49
M1 1	MONUMENT CABINET		
M2 2	MONUMENT REPLACEMENT FACE		
H 1	PHARMACY LETTERS	31.1	
	KROGER OVAL & PHARMACY		77.50
1 1	MURRY'S SIGN - TO BE REMOVED		25.33
J 1	PDT LETTERS	28.9	
1 1	RX DRIVE THRU - TO BE REMOVED		63
3 1	Comerica Bank sign to REMAIN	21.66	21.66
	Total square footage for proposed	599.16	Total of existing = 568.49

NOTE: WE ARE REMOVING THREE SIGNS AND RELOCATING ONE IN ORDER TO ADD PICKUP. ALSO, WE ARE REDUCING SF OF SIGNS WITH STARBUCKS.

Total existing = 568.49 sqft
Total proposed = 599.16 sqft
Total request = 30.67 sqft



EXISTING FRONT ELEVATION

KROGER #759
10951 HIGHLAND ROAD
WHITE LAKE, MI



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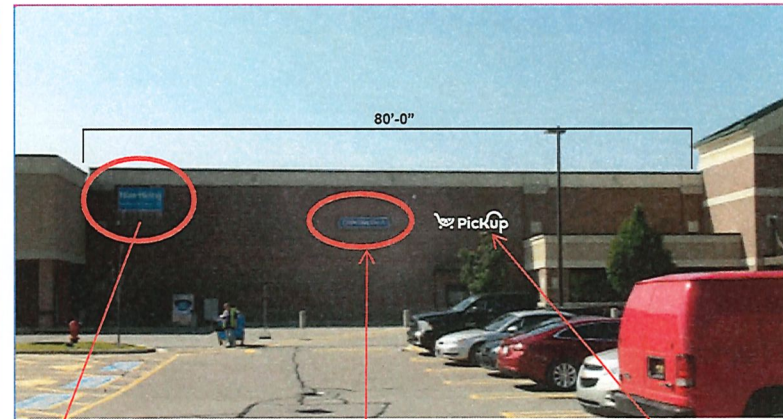
DRAWING NO:
1162988766.03
 4.15.2025
 S. Hawke/J. Allington



PROPOSED
SCOPE OF WORK: FRONT ELEVATION - INSTALL NEW PICKUP LETTERS.
REMOVE RX DRIVE-THRU LETTERS.

2

Existing: 42" x 18' = 63 sqft



PROPOSED A 63.10 sqft

3

Comerica Bank sign is to remain.
 Sign is 26" x 120" = 21.66 sqft

Photo of banner removed



KROGER #759
10951 HIGHLAND ROAD
WHITE LAKE, MI



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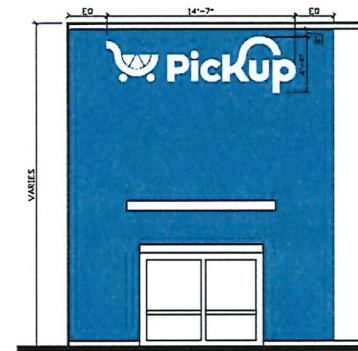
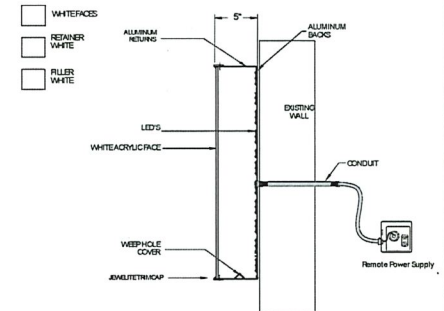
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4.15.25

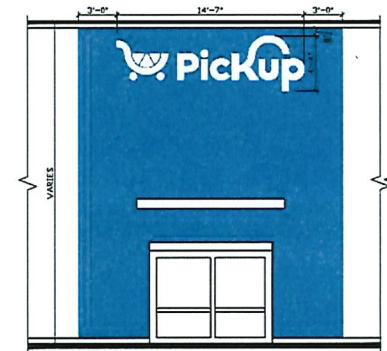
S. Hawke

INTERNALLY ILLUMINATED CHANNEL LETTERS

- INTERNALLY ILLUMINATED CHANNEL LETTERS. ALUMINUM SIDES & BACK PAINTED WHITE. WHITE TRIMCAP RETAINER. FLAT, WHITE POLYCARBONATE FACE WHITE LED ILLUMINATION.



TYPICAL PAINTED AREA:
PICKUP FRONT ENTRY
DOOR NEAR CORNER -
CENTERED HORIZONTALLY OVER CANOPY/DOOR AND
AT LEAST 1'-6" FROM CORNER OF BUILDING.
CREATE PAINT FINISH BREAK ON OPPOSITE SIDE
EQUAL DISTANCE FROM EDGE OF SIGN LEFT & RIGHT.



TYPICAL PAINTED AREA:
PICKUP FRONT ENTRY
DOOR ON BLANK FACADE -
CENTERED HORIZONTALLY OVER CANOPY/DOOR.
INSTALLED 8-12" FROM BOTTOM OF CORNICE/COPING - or -
CENTERED VERTICALLY BETWEEN CANOPY OR DOOR AND
CORNICE/COPING.
CREATE PAINT FINISH BREAKS 3' MINIMUM FROM EDGE OF SIGNAGE.

63.1 SQ. FT.

SCALE: 1/2" = 1'-0"

PART # 403-23-CL36-PUCRTWH



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Rev. #1			Rev. #4		
Rev. #2			Rev. #5		
Rev. #3			Rev. #6		



DRAWING NO:
7699332377.02A1
DATE: 6.27.2023
S. Hawke



EXISTING

SCOPE OF WORK: FRONT ELEVATION - REMOVE OVAL AND INSTALL NEW BLUE KROGER WITH CART LETTER SET AND MARKETPLACE LETTER SET - SCALED TO FIT.

*ARCH: 45'6" X 24'

*KROGER OVAL: 90" X 118" = 73.75 sqft

*MARKETPLACE: 54" X 20'6" = 92.25 sqft

*Total square feet of existing = 166 sqft



PROPOSED B

Proposed = 229.50 sqft

KROGER #759
10951 HIGHLAND ROAD
WHITE LAKE, MI



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DATE: _____

BY: _____

DATE: _____

BY: _____

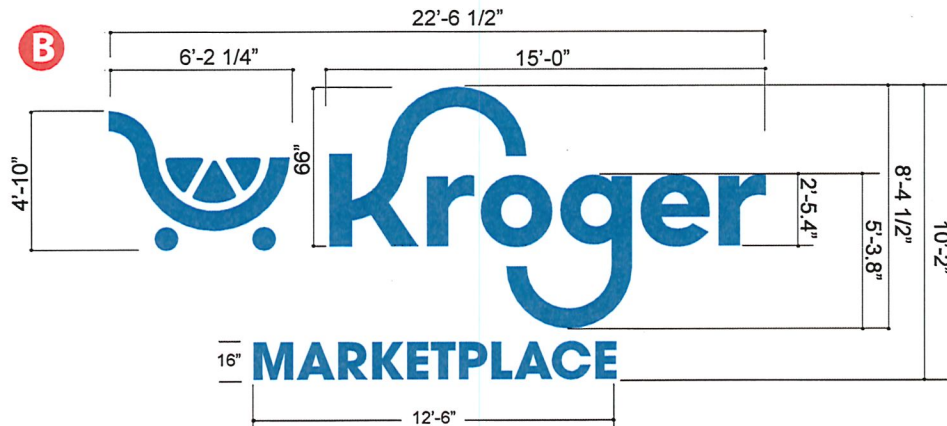
Rev. #	DATE	BY
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Rev. #2	_____	_____
Rev. #3	_____	_____

Rev. #	DATE	BY
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Rev. #5	_____	_____
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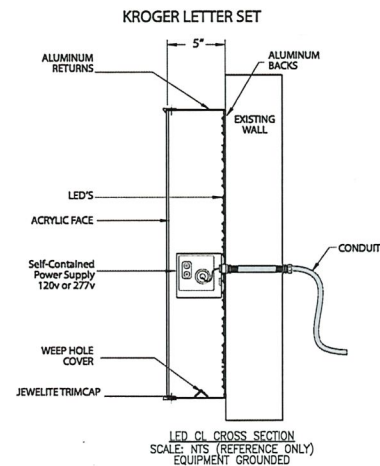
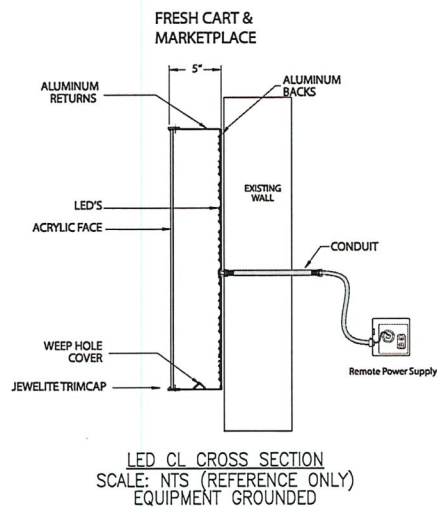


DRAWING NO:
1164198625.02

DATE: 4.15.25
J. Allington



- 3730-8537 KROGER BLUE
- RETAINER:
KROGER BLUE PMS 2728C
- FILLER:
KROGER BLUE PMS 2728C



***MOUNTING CLIPS AS NEEDED
BY SEPARATE ORDER
BASED ON SURVEY OR
BUILDING SPECS**

229.5 SQ. FT.

scale: 1/4" = 1'-0"



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Rev. #3		

Rev.	DATE	BY
Rev. #4		
Rev. #5		
Rev. #6		



DRAWING NO:
811072182.01A9

DATE: 2.24.2022
S. Hawke



EXISTING

SCOPE OF WORK: LEFT ELEVATION - REMOVE OVAL AND INSTALL NEW WHITE KROGER WITH CART LETTER SET AND MARKETPLACE LETTER SET - SCALED TO FIT.

*KROGER OVAL: 90" H X 118" L = 73.75 sqft

*MARKETPLACE: 54" X 20'6" = 92.25 sqft

*Total square feet of existing = 166 sqft



PROPOSED

Proposed = 199.90 sqft

KROGER #759
10951 HIGHLAND ROAD
WHITE LAKE, MI



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DATE: _____

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DATE: _____

BY: _____

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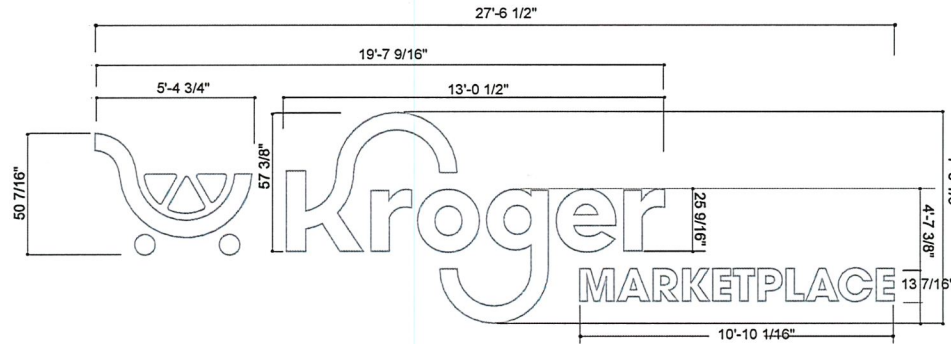
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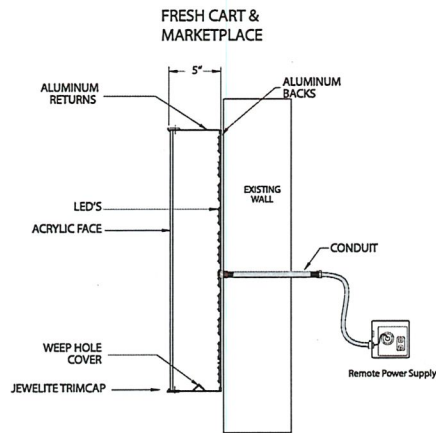
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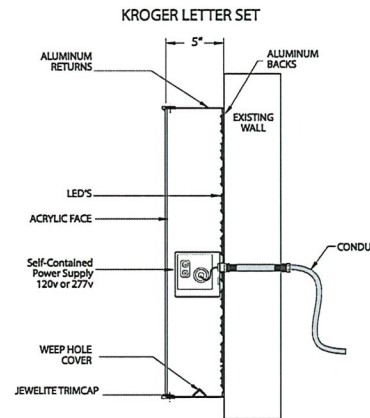
CUSTOM



- ☐ WHITE ACRYLIC
- ☐ RETAINER: WHITE
- ☐ FILLER: WHITE



LED CL CROSS SECTION
SCALE: NTS (REFERENCE ONLY)
EQUIPMENT GROUNDED



LED CL CROSS SECTION
SCALE: NTS (REFERENCE ONLY)
EQUIPMENT GROUNDED

*MOUNTING CLIPS AS NEEDED
BY SEPARATE ORDER
BASED ON SURVEY OR
BUILDING SPECS

199.9 SQ. FT.

scale: 1/4" = 1'-0"



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Rev. #2	3.31.2022	S.H.
Rev. #3		

Rev.	DATE	BY
Rev. #4		
Rev. #5		
Rev. #6		



DRAWING NO:
1164198625.05

DATE: 04.15.2025
J. Allington



EXISTING
 SCOPE OF WORK: FRONT ELEVATION - REMOVE AND INSTALL NEW STARBUCKS DISK.
 Existing: 42" x 14' = 49 sqft



PROPOSED D 25 sqft

Photo of banner removed



KROGER #759
 10951 HIGHLAND ROAD
 WHITE LAKE, MI



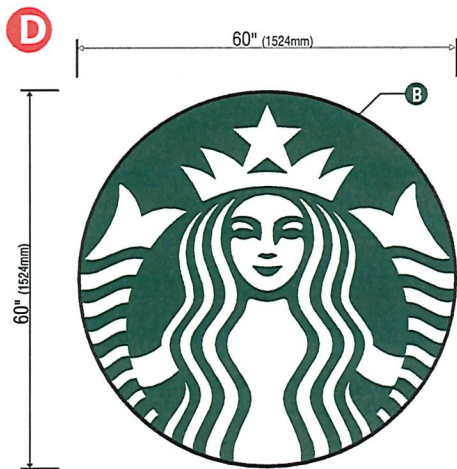
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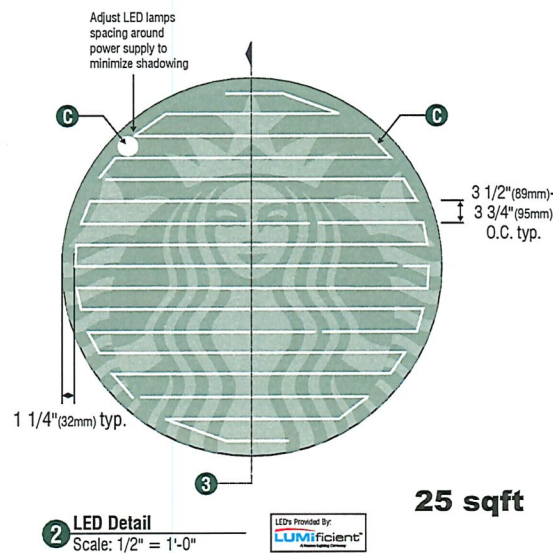
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Rev. #2	_____	Rev. #5	_____
Rev. #3	_____	Rev. #6	_____



DRAWING NO:
 1164198625.02
 DATE: 4.15.25
 J. Allington



1 Front View
Scale: 1/2" = 1'-0"

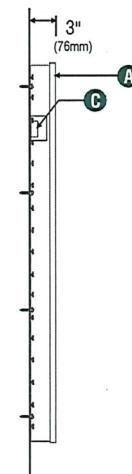


2 LED Detail
Scale: 1/2" = 1'-0"

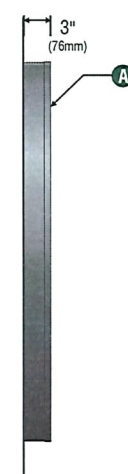


SPECIFICATIONS:

- A** 60" (1524mm) Single faced internally illuminated wall mount logo disk. Cabinet to be 3" (76mm) deep, fabricated aluminum sidewalls and back. Paint cabinet black polyurethane. Faces to be 3/16" (6mm) Acrylite 015-2GP. 1" (25mm) black trimcap with square head screws retainer edging.
- B** Graphics of logo to be 1st surface 3M Translucent Scotchcal vinyl- Holly Green #3630-76. Siren to show thru White.
- C** Internally illuminate logo disk with white LED's installed to back of disk. Power with self-contained multi-volt power supply contained with an U.L. enclosure covered in white vinyl film. Fasten to wall with required fasteners.



3 Section View
Scale: 1/2" = 1'-0"



4 Side View
Scale: 1/2" = 1'-0"



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CONCEPTUAL DRAWING - FOR PRESENTATION PURPOSES ONLY.
NOT FOR USE IN MFG. OR FOR FINAL CUSTOMER APPROVAL

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Rev. #2			Rev. #5		
Rev. #3			Rev. #6		



STARBUCKS COFFEE

DRAWING NO:
84559
DATE: 7-21-2016
S. Hawke



EXISTING

SCOPE OF WORK: FRONT ELEVATION - REMOVE OVAL COMPLETELY
REMOVE AND INSTALL NEW BLUE PHARMACY LETTER SET - SCALED TO FIT

*ARCH: 40' X

*KROGER OVAL: 68" H X 90" L = 42.50 sqft

*PHARMACY: 24" X 17'6" = 35 sqft

*Total square feet of existing = 77.50 sqft



PROPOSED H

Proposed = 31.10 sqft

KROGER #759
10951 HIGHLAND ROAD
WHITE LAKE, MI



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Rev. #6	_____	_____



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PHARMACY SIGNAGE - 2022

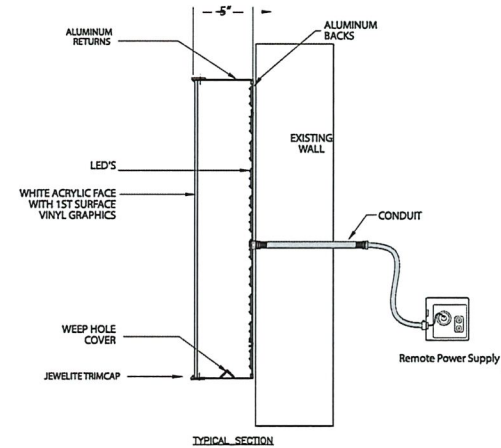
REMOTE LETTER SET *Preferred*



2'-0"

PHARMACY

15'-6 7/8"



3730-8537 KROGER BLUE

RETAINER:
KROGER BLUE PMS 2728C

FILLER:
KROGER BLUE PMS 2728C

31.1 SQ. FT.



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CUSTOMER APPROVAL:

DATE: _____

DATE BY

Rev. #1 _____
Rev. #2 _____
Rev. #3 _____

DATE BY

Rev. #4 _____
Rev. #5 _____
Rev. #6 _____



DRAWING NO:
809507037.00A

DATE: 12-10-2021
S. Hawke



EXISTING



PROPOSED J

SCOPE OF WORK: PHARMACY CANOPY - INSTALL NEW BLUE PHARMACY DRIVE THRU LETTER SET.

Proposed = 28.90 sqft

KROGER #759
10951 HIGHLAND ROAD
WHITE LAKE, MI



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CUSTOMER APPROVAL:

	DATE	BY		DATE	BY
Rev. #1			Rev. #4		
Rev. #2			Rev. #5		
Rev. #3			Rev. #6		



DRAWING NO:
1164198625.02
DATE: 4.15.25
J. Allington

J

16"

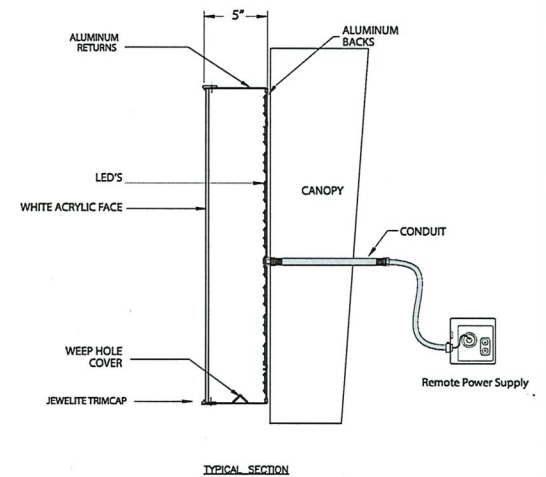
PHARMACY DRIVE THRU

21'-8 3/4"

3730-8537 KROGER BLUE

RETAINER:
KROGER BLUE PMS 2728C

FILLER:
KROGER BLUE PMS 2728C



28.9 SQ. FT.



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CUSTOMER APPROVAL:

DATE: _____

Rev. #	DATE	BY	Rev. #	DATE	BY
Rev. #1	_____	_____	Rev. #4	_____	_____
Rev. #2	_____	_____	Rev. #5	_____	_____
Rev. #3	_____	_____	Rev. #6	_____	_____



DRAWING NO:
784347655.02Q
DATE: 11-30-2021
S. Hawke



EXISTING

SCOPE OF WORK: **REMOVE MURRAY'S SIGN**



PROPOSED

- 1 Murray's Cheese sign: 32" x 114" = 25.33 sqft

KROGER #759
10951 HIGHLAND ROAD
WHITE LAKE, MI



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CUMMINGS SIGNATURE.

Rev.	DATE	BY
Rev. #1	_____	_____
Rev. #2	_____	_____
Rev. #3	_____	_____

Rev.	DATE	BY
Rev. #4	_____	_____
Rev. #5	_____	_____
Rev. #6	_____	_____



DRAWING NO:
1164198625.02

DATE: 4.15.25
J. Allington

Rik Kowall, Supervisor
Anthony L. Noble, Clerk
Mike Roman, Treasurer



Tr Item C.
Scott Ruggles
Steve Anderson
Andrea C. Voorheis
Liz Fessler Smith

WHITE LAKE TOWNSHIP

7525 Highland Road • White Lake, Michigan 48383-2900 • (248) 698-3300 • www.whitelaketwp.com

Kim Allard
Allied Signs, Inc.
33650 Giftos Drive
Clinton Township, MI 48035

Re: Proposed Signage

Based on the submitted plans, the proposed signage does not satisfy the White Lake Township Clear Zoning Ordinance.

Article 5.9.J.ii.a of the White Lake Township Clear Zoning Ordinance: The maximum size of any individual wall sign shall be two hundred (200) square feet.

Article 5.9.J.ii.b of the White Lake Township Clear Zoning Ordinance: Principal buildings with front facades at least 250 feet long may be permitted a total of 3 signs.

Both new "Kroger Marketplace" wall signs are proposed to be more than 200 square feet in size (one proposed at 229.5 square feet and the other 265.9 square feet). Moreover, these signs would result in a total of four wall signs on the approximately 450-foot long building facade fronting M-59.

Furthermore, **Article 7.23.A** states that a nonconforming structure may not be enlarged or altered in a way which increases its nonconformity. The existing "Kroger Marketplace" wall signs are both 166 square feet in size and legally nonconforming. Therefore, replacing them with larger signs violates this Ordinance provision.

Approval of the plans is subject to a variance to the schedule of regulations, Article 7 of the White Lake Township Clear Zoning Ordinance. To be eligible for the March 27th Zoning Board of Appeals (ZBA) meeting, a complete application must be submitted to the White Lake Township Planning Department no later than March 5th at 4:30 PM. The Planning Department can be reached at (248) 698-3300, ext. 5.

Sincerely,

Nick Spencer, Building Official
White Lake Township