

AGENDA
TRAVERSE CITY BOARD OF ZONING APPEALS
REGULAR MEETING
TUESDAY, DECEMBER 13, 2016
7:00 P.M.
Committee Room, Governmental Center, 2nd Floor
400 Boardman Avenue
Traverse City, Michigan 49684
231-922-4464

1. **CALL MEETING TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MINUTES-** Approval of the July 12, 2016 regular meeting minutes.
4. **REQUEST 16-BZA-03 – A REQUEST FROM KARRIE A. ZEITS, SMITH HAUGHEY RICE & ROEGGE, ATTORNEYS FOR COSTCO WHOLESAL, 101 NORTH PARK STREET, SUITE 200, TRAVERSE CITY, MICHIGAN for:**

An exception form the Sign Ordinance to have up to 848 square feet of wall signage to be attached to the building as seen from one vantage point at a maximum height of 28 feet 10 inches from grade.

5. **PUBLIC COMMENT**
6. **OTHER BUSINESS**
7. **ADJOURNMENT**

The City of Traverse City does not discriminate on the basis of disability in the admission or access to or treatment or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan, 49684, 922-4440, T.D.D., 922-4766, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator. If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

MINUTES
TRAVERSE CITY BOARD OF ZONING APPEALS
REGULAR MEETING
TUESDAY, JULY 12, 2016
7:00 P.M.
Committee Room, Governmental Center, 2nd Floor
400 Boardman Avenue
Traverse City, Michigan 49684
231-922-4464

PRESENT: Members Gersch, Hanley, Donaldson, Colombo, Szajner, Carol, Matson, and Chairperson Cockfield.

ABSENT: Members Koebert, Matson, Wegener and Vice- Chairperson Callison.

1. CALL MEETING TO ORDER

The meeting was called to order at 7:00 p.m.

2. APPROVAL OF MINUTES- Approval of the June 14, 2016 regular meeting minutes.

Motion by Member Carol, seconded by Member Szajner to approve the June 14, 2016 as presented. Upon vote the motion carried 7-0.

3. REQUEST 16-BZA-02 – A REQUEST FROM NORTHPORTE DEVELOPMENT, 1776 KOZY COURT, INTERLOCHEN, MICHIGAN for:

A dimensional variance to allow for a reconstructed driveway to be less than 100 feet from existing driveways to the north and south on South Garfield Avenue.

David Weston, City of Traverse City Zoning Administrator, explained to the Board that the applicant worked with the neighbor to the north to close their driveway and move the new driveway to the north which no longer requires a dimensional variance. There was no action and no public hearing on the request.

4. PUBLIC COMMENT

Nathen Schultz, 121 South Garfield, Traverse City, Michigan addressed the Board.

5. OTHER BUSINESS

Election of Officers.

Motion by Member Donaldson, seconded by Member Hanley to elect Member Cockfield as Chairperson. Upon vote the motion carried 7-0.

Motion by Member Cockfield, seconded by Member Carol to elect Member Donaldson as Vice-Chairperson. Upon vote the motion carried 7-0.

6. ADJOURNMENT

The meeting was adjourned at 7:10 p.m.

David Weston, Planning and Zoning Administrator

Date: _____



Communication to the Board of Zoning Appeals

FOR THE MEETING OF: DECEMBER 13, 2016

FROM: DAVID WESTON, ZONING ADMINISTRATOR

DMW

SUBJECT: REQUEST 16-BZA-03

DATE: DECEMBER 9, 2016

You have a request from Karrie A. Zeits, Smith Haughey Rice & Roegge, Attorneys for Costco Wholesale, 101 North Park Street, Suite 200, Traverse City, Michigan for relief from the signage regulations to exceed the area and height requirements of the Sign Ordinance located at the property commonly known as **125 E. South Airport Road**, Traverse City, Michigan (northeast corner of Fly Don't Drive and E. South Airport Road).

Costco Wholesale has received Site Plan Approval to construct a 156,170 square feet wholesale store and an eight pump gas station and would like to install up to 848 square feet of wall signage as seen from one vantage point on the building at a maximum height of 28 feet 10 inches. The maximum square footage of wall signage that can be attached to the building, as seen from one vantage point, is 65 square feet and the maximum height to the top of the sign(s) from grade is 18 feet. The applicant will be requesting an exception to have up to 848 square feet of wall signage to be attached to the building as seen from one vantage point at a maximum height of 28 feet 10 inches from grade.

1476.15(b)(3) The Board of Zoning Appeals shall have the power to grant exceptions only in cases involving unique circumstances when the evidence in the official record of the appeal supports all of the affirmative findings:

- A. That the alleged circumstances are exceptional and peculiar to the property of the person requesting the exception, and result from conditions which do not exist generally throughout the City.
- B. That the alleged consequences resulting from the failure to grant the exception include substantially more than mere inconvenience, or mere inability to attain a higher financial return.

- C. That allowing the exception will result in substantial justice being done, considering the public benefits intended to be secured by this Chapter, the individual hardships that will be suffered by the failure of the Board to grant an exception, and the rights of others whose property would be affected by the allowance of the exception, and will not be contrary to the public purpose and general intent and purpose of this Chapter.
- D. The above findings of fact shall be made by the Board of Appeals, which is not empowered to grant an exception without an affirmative finding of fact in each of the categories above. Every finding of fact shall be supported in the record of the proceedings of the Board.



City of Traverse City

APPLICATION FEE: \$240.00	Date of Application: <u>11-17-16</u>
Check Number: <u>1103716</u>	Date of Public Hearing: <u>12-13-16</u>
Receipt Number: <u>18200</u>	Case Number: <u>16-B2A-03</u>

TRAVERSE CITY BOARD OF ZONING APPEALS APPLICATION

for Variance, Exception, Appeal, Ordinance Interpretation or
Reconsideration

PROPERTY DESCRIPTION (legal description AND property address): TBD northeast corner Fly Don't Drive and East South Airport Road.
See Attachment A for legal description, 125 E. South Airport Rd.

REQUEST AND PROPOSED PROJECT:
Exception to Section 1476.08 to allow wall sign area greater than permitted by the Schedule of Regulations for members only retail warehouse and fueling facility as depicted in Attachment B

TO BE COMPLETED BY ZONING ADMINISTRATOR:	
Request:	Appeal for Administrative Decision _____
	Interpretation of Ordinance _____
	Exception _____
	Variance _____

Name: Costco Wholesale (c/o Karrie A. Zeits) Phone: (231) 486-4521 Fax: (231) 929-4182

Address: Smith Haughey Rice & Roegge, 101 N. Park St., Ste. 200, Traverse City, MI 49684

Signature of Owner: [Signature]

Signature of Applicant (if different): [Signature]

Relationship of Applicant to Owner: Authorized Representative of Proposed Tenant

APPLICATIONS MUST BE RECEIVED A MINIMUM OF 21 DAYS PRIOR TO THE MEETING AT WHICH THE REQUEST WILL BE CONSIDERED.

REPRESENTATION AT HEARING: THE APPLICANT OR THE APPLICANT'S AUTHORIZED AGENT MUST BE PRESENT AT THE PUBLIC HEARING TO PROPERLY ANSWER QUESTIONS CONCERNING THE APPEAL. IF THE APPLICANT OR AGENT IS NOT PRESENT, THE APPEAL MAY BE DEFERRED UNTIL THE NEXT MEETING OR DISMISSED AT THE DISCRETION OF THE BOARD.
*** PLEASE NOTE THE REVERSE SIDE FOR SITE PLAN REQUIREMENTS ***

MEMORANDUM

TO: City of Traverse City Board of Zoning Appeals

DATE: December 7, 2016

RE: Costco Wholesale Corporation
 Application for Exceptions to Sign Ordinance
 Our File: 202832

Introduction.

The purpose of this memorandum is to outline the basis upon which the Board of Zoning Appeals may grant exceptions to Costco Wholesale (“Costco”) from the area and height requirements of the City’s Sign Ordinance for wall signs to be located on the proposed Costco 156,170 square foot warehouse building. The proposed wall signs are attached as **Attachment 1**. Specifically, Costco is seeking exceptions to allow the following wall sign areas at the following heights:

Sign	Sign Area	Maximum Height
Southwest ¹	156	25’
Northwest	311	27’ 6”
Southeast	381	28’ 10”
East	280	27’ 8”

The City’s sign ordinance allows walls signs with a sign area up to a maximum of 65 square feet provided that the sign is dark or opaque and there is no freestanding sign on the Property at a maximum height of 18 feet measured from grade to the top of the sign. Section 1476.08(b) and (c). “Sign area” is defined by the Ordinance as “the total surface area of a sign that can be seen from one vantage point exclusive of supports and masonry encasing.” Section 1476.04.

Section 1476.15(b)(3) provides that the Board of Zoning Appeals may:

- (3) Grant exceptions only in cases involving unique circumstances when the evidence in the official record of the appeal supports all of the following affirmative findings:

¹ Due to the configuration of the building, there are two possible “sign areas” for the Southwest Vantage Point. Depending on the point used, the total sign area is different. If the point used is 40 feet from the building only one sign with a total area of 156 square feet can be seen. If the point used is 95 feet from the building arguably the total sign area of all signs that can be seen is 848 square feet. See **Attachment 2**. For simplicity, the above table includes only the area and height of the entry canopy sign for the Southwest Vantage Point. The other signs that can be seen from the further point are indicated as the Northwest Vantage Point and the Southeast Vantage Point in the above table.

- (A) That the alleged circumstances are exceptional and peculiar to the property of the person requesting the exception, and result from conditions which do not exist generally throughout the City.
- (B) That the alleged consequences resulting from a failure to grant the exception include substantially more than mere inconvenience, or mere inability to attain a higher financial return.
- (C) That allowing the exception will result in substantial justice being done, considering the public benefits intended to be secured by this Chapter, the individual hardships that will be suffered by a failure of the Board to grant an exception, and the rights of others whose property would be affected by the allowance of the exception, and will not be contrary to the public purpose and general intent and purpose of this Chapter.
- (D) The above findings of fact shall be made by the Board of Appeals, which is not empowered to grant an exception without an affirmative finding of fact in each of the categories above. Every finding of fact shall be supported in the record of the proceedings of the Board.

Thus, the Board of Zoning Appeals may grant the exceptions requested by Costco where the evidence supports the following findings:

1. The circumstances are exceptional and peculiar to the property and result from conditions that do not exist generally throughout the City;
2. The consequences without the exceptions are more than mere inconvenience or inability to attain a higher financial return; and
3. Allowing the exceptions will result in substantial justice weighing the public benefits secured by the Sign ordinance, the hardship that will be suffered by the applicant if no exceptions are granted, the right of others affected by the exceptions, and the public purpose of the sign ordinance.

This memorandum will address each standard separately.

Standards.

The Circumstances are Exceptional and Peculiar to the Property and Result from Conditions that Do Not Exist Generally Throughout the City.

The proposed Costco warehouse building is a 156,170 square foot building. There are no other buildings of the scale and size of the proposed Costco warehouse building within the City of Traverse City. Additionally, the proposed Costco building is located within the Transportation

District within the City. Section 1348.04(a) of the City's Zoning Ordinance, which regulates setbacks within the Transportation District, provides in relevant part as follows:

Parking may be provided street ward of the building along South Airport Road provided a minimum 25 foot vegetative buffer area that will effectively screen the parking area from public view as set forth in Section 1372.04 is maintained where a vegetative buffer exists or, if no other vegetative buffer exists, other screening is provided as set forth in Section 1372.04 within the 25 foot buffer area.

The 25 feet vegetative buffer requirement is unique within the City. No other Zoning District contains a requirement of a vegetative buffer as large as 25 feet between a publically traveled road and the use.

The Consequences Without the Exceptions are More than Mere Inconvenience or Inability to Attain a Higher Financial Return.

The consequences are more than mere inconvenience or inability to attain a higher financial return. Attached as **Attachment 3** are drawings showing each vantage point with a sign area and height permitted by right under the Sign Ordinance. As can be seen from these drawings, the sign area and height permitted by the Sign Ordinance are radically out of proportion with the size and scale of the building and are not in harmony with the aesthetic design of the Costco warehouse. Section 1348.09 of the City's Zoning Ordinance provides that in order to preserve and reinforce the development patterns of the Transportation District, "street-facing building facades shall incorporate permanent architectural elements which create shadow patterns and surface textures which, in turn, enhance visual interest." The purpose of this requirement is to require aesthetically pleasing buildings. Signs with the size area and height permitted by the Sign Ordinance would detract from the visual interest of this building and result in a building that is not aesthetically pleasing. It would be incongruent for the Zoning Ordinance to require one thing, but apply the City's Sign Ordinance standards to undermine that requirement.

Additionally, attached as **Attachment 4** are drawings depicting the view of the building from South Airport Road and Fly Don't Drive with signs the area and height allowed by right by the Sign Ordinance. As can be seen from these drawings, the signs cannot be seen from these vantage points. As discussed more fully below, two of the purposes of the Sign Ordinance are to acknowledge that signs help locate goods, services and facilities and further visibility and effectiveness of all signs by instituting reasonable standards. Section 1476.02. Signs on the building at the height and area allowed by the Sign Ordinance would be contrary to these two purposes.

Allowing the Exceptions Will Result in Substantial Justice Weighing the Public Benefits Secured by the Sign Ordinance, the Hardship that will be Suffered by the Applicant if No Exceptions are Granted, the Rights of Others Affected by the Exceptions, and the Public Purpose of the Sign Ordinance.

As set forth in Section 1476.02 of the Sign Ordinance the purpose of the Ordinance and the public benefits secured by the Sign Ordinance are:

- (a) Protect property values by improving the City's image,

- (b) Acknowledge that signs help locate goods, services and facilities,
- (c) Promote safe travel by minimizing sign hazards, obstructions and driver distractions,
- (d) Recognize the contribution business signs make to sales, job opportunities and the City's tax base,
- (e) Recognize that well-designed signs create attractive business districts,
- (f) Further visibility and effectiveness of all signs by instituting reasonable standards,
- (g) Protect scenic views, landscapes, architecture and the night sky,
- (h) Provide flexible regulations for diverse needs,
- (i) Preserve public health, safety and welfare.
- (j) Provide time, place and manner regulations for signs; the provisions of this ordinance are intended to have neither the purpose nor the effect of imposing regulations on the content of signs.

Allowing the exceptions will meet each of the above purposes. Allowing the exceptions will help locate the Costco Wholesale Building. As indicated in the drawings attached as **Attachment 4**, signs with the permitted area and height cannot be seen from Fly Don't Drive or South Airport. This is especially important in this case because Costco will not have any freestanding signs on the property even though it could have up to three (3) freestanding signs at up to 40 square feet by right under the Sign Ordinance. *See* Schedule of Regulations. However, with the exceptions granted, the signs can be seen from both Fly Don't Drive and South Airport resulting in effective location of Costco. *See* **Attachment 5**.

Allowing the exceptions will achieve the purposes of recognizing that well-designed signs create an attractive business district and protecting the architecture of the building. Comparing the look of the Costco warehouse with the signs as proposed versus the signs as permitted by the Sign Ordinance, it is clear that the proposed signs are more attractive and appear better designed. They are in proportion to the size and scale of the building; while the permitted as of right signs are completely out of proportion to the size and scale of the building and detract from the aesthetics of the structure.

Allowing the exceptions will further the effectiveness of all signs by instituting reasonable standards. The Costco warehouse and its location are unique. As a result of these unique conditions, flexible requirements are necessary in order to achieve the goal of the Sign Ordinance while not detracting from the Sign Ordinance's core purpose to protect property values in the City by improving the City's image and minimizing sign distractions and clutter. In this case, because of the size of the building and the location of the building, larger signs are actually necessary in order to preserve the attractiveness of the building. And as can be seen from **Attachment 5**, the larger signs will not result in visual clutter along the roads that the public travels. The absence of clutter is further reinforced by the fact that there will be no freestanding signs on the site.

Thus, the effect of the exceptions on the purpose of the Sign Ordinance and the public benefits secured by the ordinance weighs heavily in favor of granting the exceptions. Granting the exceptions furthers these purposes while not granting these exceptions actually frustrates the purposes of the Sign Ordinance. The other two factors, the hardship on the applicant and the effect on others also weigh in favor of granting the exceptions.

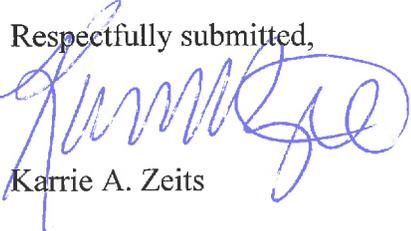
In addition to the hardships cited in Standard 2 above, the hardship to Costco without the exceptions is a final design that is aesthetically displeasing and entirely inconsistent with the image of quality that is synonymous with the Costco brand and stores. In contrast, the effect on others is minimal to nonexistent. As shown from **Attachment 5** and explained more fully above, the signs as proposed have little impact on the visual corridor of South Airport Road and Fly Don't Drive. Additionally, Costco's neighbors are the platted properties to the east, the properties south of South Airport, and the Airport. The platted properties will be screened by at least a 25 feet tree buffer under Section 1348.04 of the City's Zoning Ordinance in addition to their own backyard buffer. *See GIS Image*, attached as **Attachment 6**. And the properties south of South Airport and the Airport will be negligibly impacted as shown in **Attachment 5**.

Based upon the above it is clear that weighing the impact of granting the exceptions on the public benefits secured by the Sign Ordinance, the hardship that will be suffered by the applicant if no exceptions are granted, the right of others affected by the exceptions, and the public purpose of the sign ordinance, the scale clearly supports granting the exceptions. The public purpose is furthered by granting the exceptions. The hardship to Costco is great. And the effect on others is minimal.

Conclusion.

The proposed signs meet each of the conditions for granting an exception under the City's Sign Ordinance. The circumstances in this case are exceptional and unique. There are no other buildings within the City of the scale and size of the Costco warehouse and there is no other property within the City required to maintain a 25 feet tree buffer between the parking lot and the public road. The hardship to Costco without the exceptions is more than just mere inconvenience and the inability to obtain a financial return. Without the exceptions Costco would have to severely compromise the aesthetic of its design as well as its image of quality. Allowing the exceptions will result in substantial justice. The great weight of the factors in this standard support granting the exceptions. As a result, Costco respectfully requests that the Board of Zoning Appeals grant the exceptions for sign area and height as requested in its application.

Respectfully submitted,


Karrie A. Zeits

#1



TOTAL AREA OF SIGN(S): 155 SF
HEIGHT OF ENTRY COSTCO SIGN: 25'-0"

MG2

DECEMBER 2ND, 2016
15-0369-01 V 1.8
TRAVERSE CITY, MI

SOUTHWEST VANTAGE POINT - PROPOSED
40'-0" FROM BUILDING

COSTCO
WHOLESALE

#1



TOTAL AREA OF SIGN(2): 311 SF
HEIGHT OF WEST COSTCO SIGN: 27'-6"
HEIGHT OF TIRE CENTER SIGN: 17'-8"



DECEMBER 2ND, 2016
13-0269-01 V. 1.8
TRAVERSE CITY, MI

NORTHWEST VANTAGE POINT - PROPOSED
140'-0" FROM BUILDING



#1



TOTAL AREA OF SIGN(S): 381 SF
HEIGHT OF SOUTH COSTCO SIGN: 28'-10"



DECEMBER 2ND, 2016
15-0369-01 V.18
TRAVERSE CITY, MI

SOUTHEAST VANTAGE POINT- PROPOSED
110'-0" FROM BUILDING



#1



TOTAL AREA OF SIGN(S): 280 SF
HEIGHT OF EAST COSTCO SIGN: 27'-8"



DECEMBER 2ND, 2016
15-0169-01 V.18
TRAVERSE CITY, MI

EAST VANTAGE POINT - PROPOSED
90'-0" FROM BUILDING



#2



TOTAL AREA OF SIGN(1): 156 SF
HEIGHT OF ENTRY COSTCO SIGN: 25'-0"

MG2

DECEMBER 2ND, 2016
15-0369-01 V. 1.8
TRAVERSE CITY, MI

SOUTHWEST VANTAGE POINT - PROPOSED
40'-0" FROM BUILDING

COSTCO
WHOLESALE

#2



TOTAL AREA OF SIGNS(4): 846 SF
HEIGHT OF ENTRY COSTCO SIGN: 25'-0"
HEIGHT OF SOUTH COSTCO SIGN: 28'-10"
HEIGHT OF WEST COSTCO SIGN: 27'-6"
HEIGHT OF TIRE CENTER SIGN: 17'-8"



DECEMBER 2ND, 2016
13-0269-01 V.1.8
TRAVERSE CITY, MI

SOUTHWEST VANTAGE POINT - PROPOSED
95'-0" FROM BUILDING



#3



TOTAL AREA OF SIGNS(4): 65 SF
HEIGHT OF ENTRY COSTCO SIGN: 18'-0"
HEIGHT OF SOUTH COSTCO SIGN: 18'-0"
HEIGHT OF WEST COSTCO SIGN: 18'-0"
HEIGHT OF TIRE CENTER SIGN: 17'-8"



DECEMBER 2ND, 2016
13-0369-01 V. 1.8
TRAVERSE CITY, MI

SOUTHWEST VANTAGE POINT - PER CODE
95'-0" FROM BUILDING



#3



TOTAL AREA OF SIGN(s): 65 SF
HEIGHT OF ENTRY COSTCO SIGN: 18'-0"



DECEMBER 2ND, 2016
14-0369-01 V.1.8
TRAVERSE CITY, MI

SOUTHWEST VANTAGE POINT - PER CODE
40'-0" FROM BUILDING



#3



TOTAL AREA OF SIGNS(2): 65 SF
HEIGHT OF WEST COSTCO SIGN: 18'-0"
HEIGHT OF TIRE SIGN: 17'-8"



DECEMBER 2ND, 2016
13-0369-01 V.18
TRAVERSE CITY, MI

NORTHWEST VANTAGE POINT - PER CODE
140'-0" FROM BUILDING



#3



TOTAL AREA OF SIGN(S): 65 SF
HEIGHT OF SOUTH COSTCO SIGN: 18'-0"



DECEMBER 2ND, 2016
13-0369-01 V 1.3
TRAVERSE CITY, MI

SOUTHEAST VANTAGE POINT - PER CODE
110'-0" FROM BUILDING



#3



TOTAL AREA OF SIGN(S): 65 SF
HEIGHT OF EAST COSTCO SIGN: 18'-0"



DECEMBER 2ND, 2016
18-0369-01 V.1.8
TRAVERSE CITY, MI

EAST VANTAGE POINT - PER CODE
90'-0" FROM BUILDING



#4



DECEMBER 2ND, 2016
13-0369-01 V. 1.8
TRAVERSE CITY, MI

FLY DON'T DRIVE VANTAGE POINT - PER CODE
700'-0" FROM BUILDING



#4



MG2

DECEMBER 2ND, 2016
19-0169-01 V.18
TRAVERSE CITY, MI

S. AIRPORT RD VANTAGE POINT- PER CODE
320'-0" FROM BUILDING

COSTCO
WHOLESALE

#5



DECEMBER 2ND, 2016
13-0369-01 V.1 B
TRAVERSE CITY, MI

FLY DON'T DRIVE VANTAGE POINT - PROPOSED
700'-0" FROM BUILDING



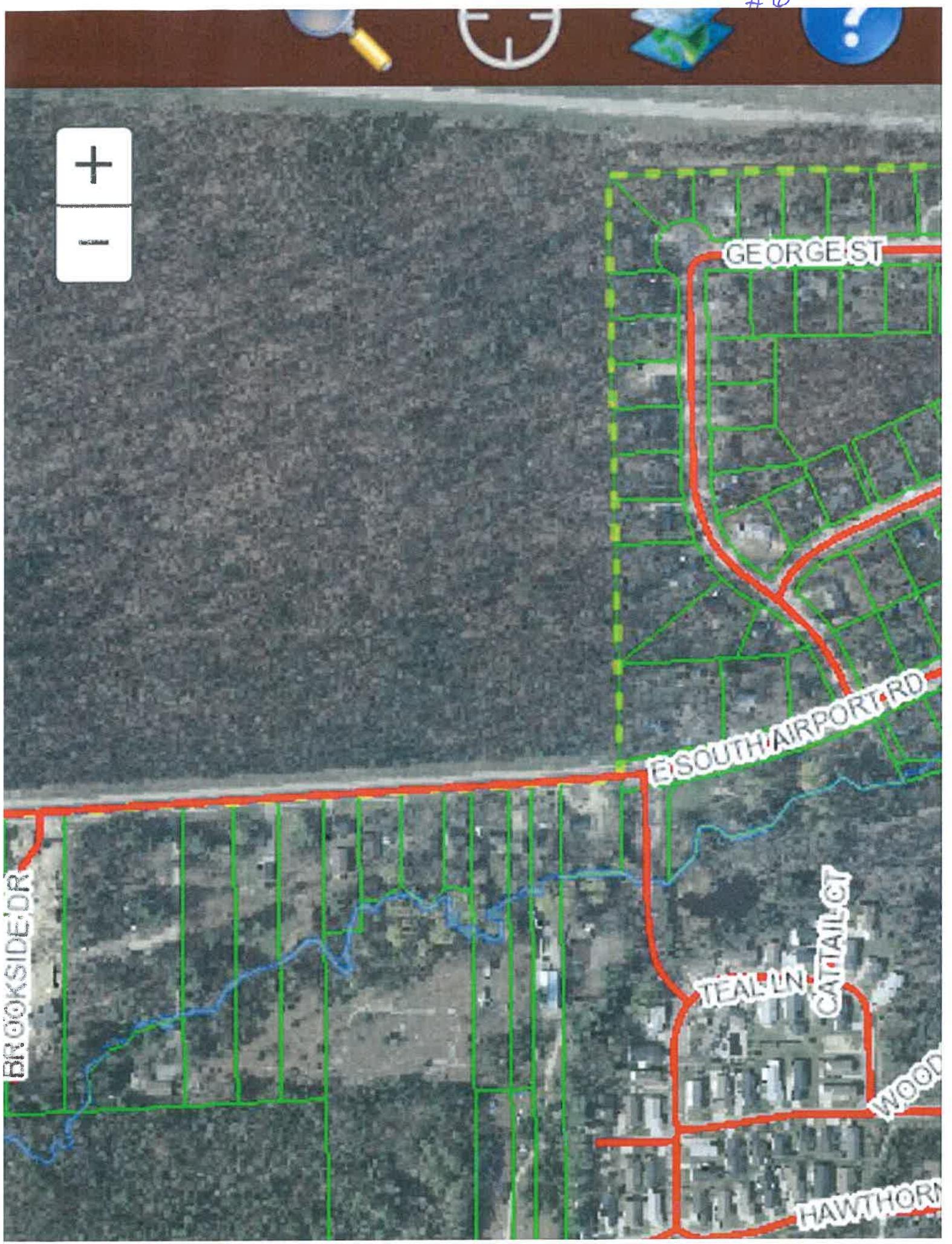
#5



DECEMBER 2ND, 2016
13-0369-01 V.18
TRAVERSE CITY, MI

S. AIRPORT RD VANTAGE POINT- PROPOSED
320'-0" FROM BUILDING





+

-

BROOKSIDE DR

GEORGE ST

SOUTH AIRPORT RD

TEAL LN

CATALPA CT

WOOD

HAWTHORN

Northwestern Regional Airport Commission



December 7, 2016

Mr. David Weston
Planning and Zoning Administrator
The City of Traverse City
Governmental Center
400 Boardman Ave.
Traverse City, MI 49684

Dear Mr. Weston:

Costco Wholesale Corporation has received site plan approval from the City of Traverse to construct a 156,170 square foot wholesale store and gas station. They are requesting to install up to 848 square feet of wall sign area at a maximum height of 28 feet 10 inches as such they need to seek relief from the requirement of 65 square feet of sign area at 18 feet. Costco's 848 square feet of sign area includes 4 different signs.

The Northwestern Regional Airport Commission supports Costco Wholesale Corporation's signage plan as approved by the Airport Commission on September 7, 2016. The Airport Commission's approval was granted because the plan meets the sign standards of the airport. These plans are also reviewed by the FAA and have received approval for proper land use for this project. A public process for development of this site has taken place at both the Local and Federal level. Recently, the entire 60 acre site was open for public comment in the Federal Register published from October 28, 2016 to November 28, 2016. This project has been available for public comment since September 29, 2015 through the Airport Commission meetings and City of Traverse City Planning and Commission meetings taking place to review the Transportation Ordinance. This project was also before both Leelanau County and Grand Traverse County as owners of the airport property. All agencies have approved this project to go forward.

Costco was instructed by the Airport Commission and supported by the City Planning Commission to keep as many of the trees along South Airport Road and Fly Don't Drive to provide a landscape buffer between the Airport, Costco, and the roads. This was accomplished in the site plan and Costco provides additional landscape buffers throughout the property. The Airport has 17 free standing signs, sizes range from 113 square feet to 540 square feet. The Airport also has 110 signs for traffic and parking averaging 25 square feet. The Airport Commission prefers no free standing signs for this development as indicated in the Costco plans. Therefore, the landscape requirements and the limitation of signage locations collectively places a burden on Costco to be able to sign their store for the public. Using the proposed signage plans meets the obligations of the landscaping and the spirit of the Sign Ordinance as the majority of signage square footage is covered by landscaping as viewed from South Airport Road and Fly Don't Drive. These signs will not have an impact on the visual corridor of South Airport Road or Fly Don't Drive.

History of this project includes the City of Traverse City, as this parcel is part of the airport property and has been since the inception of the Traverse City Airport in 1935. Since 1967, this area has been designated on the master plan as future airport industrial park. The ability to lease this property is

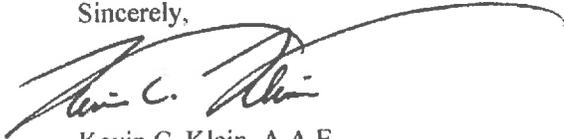
provided in the operating agreements between Leelanau County and Grand Traverse County to jointly operate the airport through a board under Chapter 7 Section 134 of the Michigan Aeronautics Code MCL 259.134. The Northwestern Regional Airport Commission was created for the purpose of acquiring, establishing, constructing, enlarging, improving, maintaining, equipping, operating and regulating the Cherry Capital Airport and aeronautical facilities and property incidental to its operation and conducting all operations with authority and limitations as otherwise provided for in said Act. The Airport Commission may lease space, area, or improvements and grant concessions for aeronautical purposes, or purposes incidental to the operation of the Airport, all of which are subject to the provisions of the Michigan statute.

Proceeds derived from this opportunity will be used for the operation, maintenance, and development of the Airport. This opportunity only improves the ability to maintain a self-sufficient operation not requiring local taxes or contributions from Leelanau or Grand Traverse Counties.

Costco will be subject to property tax. In addition, Costco will bring about 200 jobs with pay starting at \$11.50 per hour with increases to \$13.00 plus per hour within six months. The average Costco employee wage is \$23.85 per hour providing great jobs to our community.

The Airport supports Costco's request for exceptions to the City's Sign Ordinance. As a result, it is requested that the exceptions be granted for this project so that it may continue to move forward. The Northwestern Regional Airport Commission thanks you in advance for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin C. Klein". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Kevin C. Klein, A.A.E.
Airport Director

Haggard's
PLUMBING and HEATING
"Business of Quality and Service"
"Charlevoix-the-Beautiful"
haggardsinc@hotmail.com

Date: December 6, 2016

To: Traverse City Board of Zoning Appeals
400 Boardman Avenue
Traverse City, MI 49684

RE: Costco Wholesale Wall Signage Exception

To Whom it May Concern,

Upon reviewing the above Notice of Public Hearing of the Zoning Board of Appeals, I would like to express my view with the above case's requests. We do not agree with this Denial and in fact Haggard's Plumbing & Heating is not at all opposed to the changes of the property and/or the request to the Zoning Board. If a property owner is fortunate enough to have the ability and the resources in this time of economical struggles to either build and/or improve their existing property, we would like to see their request granted. It would prove positive for the local, county, state and country to do all we can to improve and promote growth in any way possible.

Sincerely,

Haggard's Plumbing & Heating