

# **VILLAGE OF CALEDONIA**

County of Kent, Michigan

**Planning Commission Meeting  
250 Maple St. SE, Caledonia, MI  
October 23 2025, 7:00 p.m.**

## **AGENDA**

- 1. Call to Order**
  - 2. Pledge of Allegiance**
  - 3. Roll Call**
  - 4. Brief public comment on agenda items (up to 2 minutes)**
  - 5. Inquiry of Conflict of Interest**
  - 6. Approval and consent of Agenda**
  - 7. Approval of Minutes**
    - a. Approval of Meeting Minutes from 9/25/2025
  - 8. Unfinished Business**
    - a. Sign Modification application for businesses to submit when requesting to alter the allotted dimensions and size of their sign per the existing PUD documents, to be submitted with the sign permit request
  - 9. New Business**
    - a. Sign Variance request from Cascade Hospital for Animals
  - 10. Public Comment (Extended – up to 5 minutes)**
  - 11. Commissioner Comments**
  - 12. Adjournment**
- 

Lisa Sondag  
Village of Caledonia, Clerk

VILLAGE OF CALEDONIA  
DRAFT PLANNING COMMISSION MEETING MINUTES

Thursday, September, 2025 @ 7p.m.

Caledonia Village Hall  
250 S. Maple St. SE  
Caledonia, MI 49316

**Minutes**

**Planning Commission Attendees:** Amanda Crozier, Bill Robertson, Kimberly Peters, Gayle Ott

Gerrienne Schuler, Stephon “Spike” Baird

**Additional Attendees:** Kathryn Stegink - Village Attorney, Nathan Mehmed - Village Planner, Brian Bennett – Village Manager

**Absent Planning Commissioner(s):** Monique Brennan

1. **CALL TO ORDER** 7:00 pm

2. **PLEGE OF ALLEGIANCE**

3. **ROLL CALL**

4. **PUBLIC COMMENTS ON AGENDA ITEMS** (BRIEF – UNDER 2 MINUTES) – none

5. **INQUIRY OF CONFLICT OF INTEREST** - none

6. **APPROVAL AND CONSENT OF MEETING AGENDA**

- i. Motioned to Approve by removing “New Business” by Crozier
- ii. Seconded by Schuler
- iii. Motion Carried

7. **APPROVAL OF PRIOR MEETING MINUTES – 8/28/25**

- i. Motioned to Approve by Schuler
- ii. Seconded by Crozier
- iii. Motion Carried

8. **UNFINISHED BUSINESS**

a. Create a Sign Modification application for businesses to submit when requesting to alter the allotted dimensions and size of their sign per the existing PUD documents, to be submitted with the sign permit request.

Last month’s conversation was tabled – where did this sample come from? Manager was unclear where the “Village of Caledonia” form came from – couldn’t find one before, knew the Clerk was researching samples online. Still unclear where this one came from.

Suggestions For Modifications by Attorney –

- **Title** to be *changed* to “Sign Permit Application”
- Under “Requested Change *add* “(fill out if requesting a modification)” and *remove* “Change” and *replace* with “Modification”

- Add section “**Type of Application**” and add check boxes “**New**” and “**Existing Modification**” above “Applicant Information”
- Add “Applicant Name” to “Business Name/Organization” (example – “**Applicant Name / Business Name / Organization Name**”)
- Add “**Zoning District**” at the end of Property Information section
- “Current Sign Dimensions allowed” add lines for “**length**”, “**width**”, and “**depth**” and remove “~~allowed~~”
- Add “**New Sign Information**” section above “Requested Modification” section
  - Add “**Purposed Dimensions**” with lines for “length”, “width”, and “depth”
  - Add “**Location on Property**”
  - Add “**Is Sign Illuminated?**” and add checkboxes “yes” and “no”
  - Add “**How will sign be illuminated?**” section and add lines
- Add “**Written explanation why standards (see below) for modification has been met (additional pages may be submitted):**” and add many lines.
  - List all 4 sections word for word (Section 15.8.a. 1, 2, 3, and 4)
- Add section above “Certification” to read “**Please provide site plan or drawing with application that shows purposed location in relation to lot line/buildings/roadways/right of way.**”
- Remove “~~Planning Commission Hearing Date~~” line
- Remove “~~Village Council~~” from Decision Date line
- Electronic signatures are ok.
- Village Council will approve the new form. Will review draft in next month’s meeting.

## 9. NEW BUSINESS

a. REMOVED - Update ordinance references in PUDs regarding signs

10. **PUBLIC COMMENT** (Limited to 5 Minutes) - none

11. **COMMISSIONERS’S COMMENTS** – none

12. **Adjournment** at 8:14 PM

Respectfully Submitted,

Kimberly Peters

Planning Commission, Secretary

## Village of Caledonia Planning Commission

Caledonia Animal Clinic is requesting the Village of Caledonia for a sign modification at the Caledonia Village Centre PUD

Enclosed is some information to consider.

Caledonia Animal Clinic leased 3 contiguous retail spaces in the Caledonia Village Centre PUD. 9351, 9353 and 9355 Cherry Valley Ave. The 3 retail spaces combined is over 4500 square feet and 84 feet of frontage. At the time of the lease agreement I was told each retail space was allowed 30 square feet of signage. I assumed that we would have 90 square feet of sign space. Because we combined the 3 retail spaces into one business entity, I was told that we could only have a total of 30 square feet of signage.

Please consider the following:

1. These 3 retail spaces were empty for over 1 year. Not generating Personal Property Tax for the Village
2. Caledonia Animal Clinic is committed to be a good member of the community. I have lived in the area for over 47 years. The parent company- Cascade Hospital for Animals has been a family business for 70 years.
3. We are making an investment of over one million dollars in the leased space. It is critical for people traveling on Cherry Valley Ave to see our sign on the building.
4. I believe part of the reason that businesses have not succeeded in the Centre is poor signage. People could not see the retail signs from the road.
5. If you review the Letter Visibility Chart enclosed: Maximum readable distance for 16 each letter size is 650 feet (distance from the road for the retail space). For maximum impact, the letter size should be over 48 inches. Somewhere in between is the practical solution.
6. I don't mean to be critical, but Section 15.7 is very ambiguous for Signs in a PUD. Having a more defined sign ordinance will help attract more businesses.
7. The picture of the signage on the building shows only  $\frac{2}{3}$  of our frontage.
8. Consider having a sign ordinance of 1 square foot of signage for each linear foot of leased frontage. With a minimum of 30 square feet of signage for each leased space.

I am requesting 2 signs on the building for a total of approximately 70 square feet. One sign will be our Logo and the other sign of approximately 50 square feet will be Caledonia Animal Clinic.

Thank you for your consideration.  
Richard Siegle, DVM

# LETTER VISIBILITY CHART

| LETTER HEIGHT | READABLE DISTANCE<br>FOR MAXIMUM IMPACT | MAXIMUM<br>READABLE<br>DISTANCE |
|---------------|-----------------------------------------|---------------------------------|
| 3"            | 30 ft                                   | 100 ft                          |
| 4"            | 40 ft                                   | 150 ft                          |
| 6"            | 60 ft                                   | 200 ft                          |
| 8"            | 80 ft                                   | 350 ft                          |
| 10"           | 100 ft                                  | 450 ft                          |
| 12"           | 120 ft                                  | 525 ft                          |
| 15"           | 150 ft                                  | 630 ft                          |
| 18"           | 180 ft                                  | 750 ft                          |
| 24"           | 240 ft                                  | 1000 ft                         |
| 30"           | 300 ft                                  | 1250 ft                         |
| 36"           | 360 ft                                  | 1500 ft                         |
| 42"           | 420 ft                                  | 1750 ft                         |
| 48"           | 480 ft                                  | 2000 ft                         |

This chart is based on using a Bold letter font. Using a lighter color will alter impact. For maximum impact use red or black on white background or black on a yellow background.







# Caledonia Animal Clinic

Single sided internally illuminated sign cabinet with routed aluminum faces and push thru acrylic lettering.

Logo to be a face lit channel letter with translucent green vinyl and a black return and trimcap.

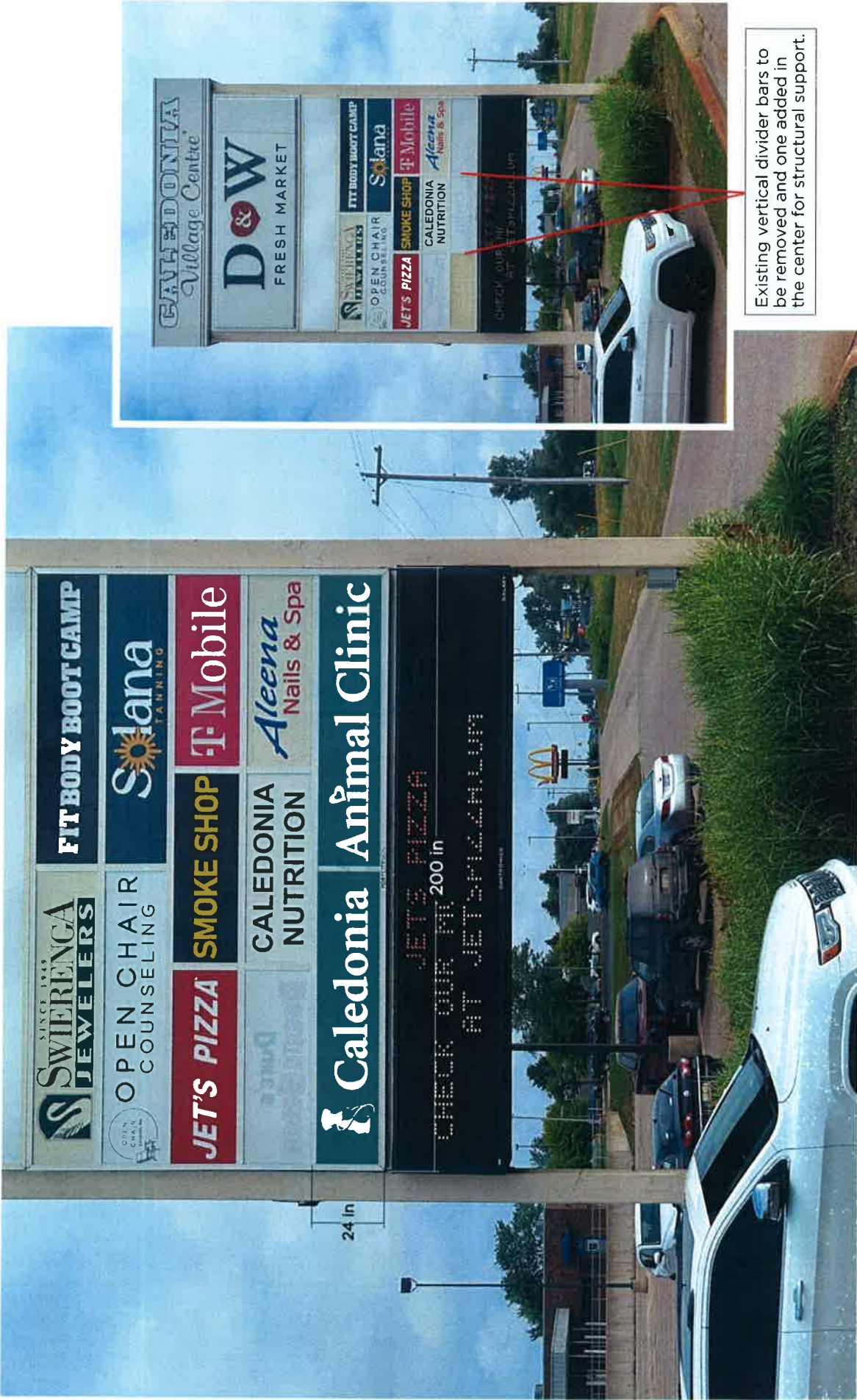


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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|----------------------------------|-----------------------|---------------|
| IGNATURE:                                                                                                                                                                                                                                                                                                                                                                                                                                        | DATE:                                                                        | DRAWING: Caledonia Animal Clinic | MANAGER: K. Alexander | DATE:         |
|  <b>MIDWEST</b><br>SIGN COMPANY                                                                                                                                                                                                                                                                                                                             | 1124 Electric Ave.<br>Wayland, MI 49348<br>midwestsignco.com<br>616-583-1743 | PROJECT: Caledonia Animal Clinic | DESIGN: M. Jarka      | 8/13/2025 4.5 |
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# Caledonia Animal Clinic      White Polycarbonate faces with surface applied translucent vinyl graphics.

Survey required for sign face sizes.



|                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                 |                                  |                       |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-----------------------|-----------|
| IGNATURE:                                                                                                                                                                                                                                                                                                                                        | DATE:                                                                                                                                                                                                                                                                                           | DRAWING: Caledonia Animal Clinic | MANAGER: K. Alexander | DATE:     |
|  <b>MIDWEST</b><br>SIGN COMPANY                                                                                                                                                                                                                             | 1124 Electric Ave.<br>Wayland, MI 49348<br> <a href="http://midwestsignco.com">midwestsignco.com</a><br> 616-583-1743 | PROJECT: Caledonia Animal Clinic | DESIGN: M. Jarka      | 7/16/2025 |
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