



AGENDA

REGULAR MEETING OF THE BOARD OF ZONING APPEALS

Thursday, September 03, 2026

6:30 PM

Village Hall – 21 East Church Street, Lake Orion, MI 48362

(248) 693-8391 ext. 102

Each person wishing to address the BZA shall be afforded an opportunity to do so. Anyone that would like to make a public comment must first sign the "Sign In" sheet located near the main entrance door. If you wish to comment, please stand or raise a hand to indicate that you wish to speak. When recognized, give your name and address and direct your comments to the Chair. Members of the public shall be allowed a maximum of three (3) minutes for each person wishing to make a public comment.

1. Call to Order
2. Roll Call and Determination of Quorum
3. Approval of Agenda
4. First Hearing of the Public for Non-Agenda Items Only *(3 minute limit)*
5. Approval of Minutes
 - A. Approval of August 6, 2026, BZA Regular Meeting Minutes
6. BZA Preface
7. Action Items
 - A. A-26-006 (214 S Broadway Ste 300) Dimensional Variance Request
 - B. Public Hearing: A-26-006 (214 S Broadway Ste 300) Dimensional Variance Request
 - C. A-26-006 (214 S Broadway Ste 300) Dimensional Variance Request
8. Unfinished Business
9. Second Hearing of the Public for Non-Agenda Items Only *(3 minute limit)*
10. Board Member Comments

11. Next Regular Meeting - October 1, 2026

12. Adjournment

In the spirit of compliance with the Americans with Disabilities Act, individuals with a disability should feel free to contact the Village, at least three (3) business days in advance of the meeting, if requesting accommodations. The Village of Lake Orion will provide foreign language or hearing impaired interpretation services for those individuals who contact the village to request such services at least seven (7) days prior to the meeting.

En el espíritu de la observancia de la Ley de Estadounidenses con Discapacidades, las personas con discapacidad debe sentirse libre para ponerse en contacto con el pueblo, por lo menos tres (3) días hábiles de antelación a la fecha de la reunión, si se solicitan alojamiento. El municipio de Lake Orion proporcionará idioma extranjero o personas con problemas de audición servicios de interpretación para las personas que se ponen en contacto con el pueblo de solicitar dichos servicios con no menos de siete (7) días antes de la reunión.



BOARD ACTION SUMMARY SHEET

MEETING DATE: September 3, 2026

TOPIC: Approval of August 6, 2026, BZA Regular Meeting Minutes

RECOMMENDED MOTION: To approve the August 6, 2026, Board of Zoning Appeals Regular Meeting Minutes, as presented.



MINUTES

REGULAR MEETING OF THE BOARD OF ZONING APPEALS

Thursday, August 06, 2026

6:30 PM

Village Hall – 21 East Church Street, Lake Orion, MI 48362

(248) 693-8391 ext. 102

1. Call to Order

The August 6, 2026 Board of Zoning Appeals Regular Meeting was called to order by Chairperson Mathisen at 6:30 PM.

2. Roll Call and Determination of Quorum

PRESENT

Chairperson Bradley Mathisen

Vice Chairperson Raymond Putz

Secretary Brenton Bailo

Board Member/Planning Commission Representative Hank Lorant

Board Member Mary Chayka-Crawford

STAFF PRESENT

Planning and Zoning Coordinator Jacob VanBoxel

Planning and Zoning Coordinator Sommer Nafal

Deputy Clerk/Treasurer Lynsey Blough

3. Approval of Agenda

MOTION made by Secretary Bailo, Seconded by Board Member Lorant, to approve the Board of Zoning Appeals Regular Meeting Agenda of August 6, 2026, as presented.

VOTING YEA: Mathisen, Putz, Bailo, Lorant, Chayka-Crawford

VOTING NAY: None

ABSENT: None

MOTION: Carried

4. First Hearing of the Public for Non-Agenda Items Only (3 minute limit)

None.

5. Approval of Minutes

A. Approval of July 2, 2026, BZA Regular Meeting Minutes

MOTION made by Secretary Bailo, Seconded by Board Member Lorant, to approve the July 2, 2026 Board of Zoning Appeals Regular Meeting Minutes, as presented.

VOTING YEA: Mathisen, Putz, Bailo, Lorant, Chayka-Crawford

VOTING NAY: None

ABSENT: None

MOTION: Carried

6. BZA Preface

7. Public Hearing

None.

8. Action Items

A. Training Session for BZA Members

Planner VanBoxel conducted a training session for the Board of Zoning Appeals, with assistance from Planner Nafal. The training covered planning and zoning fundamentals, the roles, responsibilities, and authority of the Village Council, Planning Commission, Zoning Administrator, staff, and BZA, and the relationship between the Master Plan and Zoning Ordinance. The Board reviewed the BZA's authority to hear appeals, interpret zoning provisions, and consider dimensional and use variances, as well as matters involving nonconforming buildings, uses, and lots. The importance of treating a variance as a last option and consistently applying the standards established by the Zoning Ordinance was emphasized.

The training also addressed BZA procedures and decision-making, including the need for decisions to be based on ordinance standards and findings of fact rather than public opinion, personal preferences, or popularity. The Board was reminded that conditions imposed on approvals must be appropriate and related to the project or applicable ordinance standards, and that Board Members should seek clarification before voting when necessary. Sample motions to approve and deny were provided for future reference.

Risk management, conflicts of interest, and ex parte communications were discussed at length. Board Members were advised to avoid discussing pending or potential cases with applicants or other interested parties outside of a public meeting and to disclose potential conflicts of interest and consult staff when uncertain about whether they could make an impartial decision.

The Board also reviewed Open Meetings Act requirements, including conducting deliberations and decisions in public and ensuring that information relied upon in making a decision is presented during the meeting. Board Members were encouraged to visit properties when

helpful for understanding a request, while avoiding communications that could influence a pending matter.

Public hearing procedures were reviewed, including providing an opportunity for public comment, maintaining orderly proceedings, directing comments through the Chair, establishing and enforcing reasonable time limits, and ensuring that public sentiment does not replace the applicable legal and zoning standards in the Board's decision-making.

During the question-and-answer portion, the Board discussed appropriate interactions with neighbors and members of the public regarding potential zoning matters, when to consult the Zoning Administrator or staff regarding possible violations, and the circumstances under which legal counsel may participate in a meeting.

9. Unfinished Business

None.

10. Second Hearing of the Public for Non-Agenda Items Only (3 minute limit)

None.

11. Board Member Comments

Secretary Bailo thanked Planners VanBoxel and Nafal for providing the training.

The annual four-hour training requirement contained in its bylaws was discussed.

Board Member Chayka-Crawford inquired about future training dates and whether Planner VanBoxel provides training to other communities.

Vice Chairperson Putz noted that Oakland County offers zoning board training.

Chairperson Mathisen stated that there is a cost associated with the County's training, which was the reason he did not proceed with registration.

Board Member Lorant stated that the training provided was very helpful to the Board.

Planner VanBoxel indicated that a mock hearing could be prepared for a future meeting, with progressively more complex scenarios used to complete the remaining training requirement.

12. Next Regular Meeting - September 3, 2026

13. Adjournment

MOTION made by Board Member Lorant, Seconded by Secretary Bailo, to adjourn the August 6, 2026, Board of Zoning Appeals Regular Meeting.

VOTING YEA: Mathisen, Putz, Bailo, Lorant, Chayka-Crawford

VOTING NAY: None
ABSENT: None
MOTION: Carried

The August 6, 2026, Board of Zoning Appeals Regular Meeting adjourned at 7:50 PM.

Dr. Brenton Bailo
Secretary

Lynsey Blough, CMC
Deputy Clerk/Treasurer

Sonja Stout, MiCPT
Village Clerk/Treasurer

Date Approved: September 3, 2026



BOARD ACTION SUMMARY SHEET

MEETING DATE: September 3, 2026

TOPIC A-26-006 (214 S Broadway Ste 300) Dimensional Variance Request

BACKGROUND BRIEF:

This application relates to Appeal No. A-26-006 regarding the property at **214 S Broadway Ste 300** (Parcel #09-11-231-007). The site is zoned PUD, Planned Unit Development, with an underlying MU, Mixed Use District, in the Village of Lake Orion. The applicant is proposing to construct a sign on a multi-tenant commercial building and is requesting two (2) variances from the Sign Ordinance.

The applicant previously submitted an application, A-26-003, for the variance, which received a public hearing and a motion of denial at the July 2, 2026, Board of Zoning Appeals regular meeting. The following provisions specify how the Board should take action on applications previously denied.

Zoning Ordinance - Section 19.04

J. Applications Previously Denied. *Where a prior application for relief applying to a specific piece of property or a part of such property was denied by the Board of Zoning Appeals, the merits of a new application for the same relief shall not be accepted by the Board of Zoning Appeals for consideration, unless the Board of Zoning Appeals first, separately determines that one or more of the following conditions has been met:*

- 1. There is a substantial change in circumstances relevant to the issues or facts considered during review of the application that might reasonably affect the decision-making body’s application of the relevant review standards to the application.*
- 2. New or additional information is available that was not available at the time of the review that might reasonably affect the decision-making body’s application of the relevant review standards to the development proposed.*
- 3. The new application is materially different from the prior application.*

The Board should review the application to make the determination if it constitutes a new review before deciding to review the variance application.

RECOMMENDED MOTION(s):

Option 1: To approve a public hearing and variance hearing of **Case A-26-006** for the requested **dimensional variances** for signage size at 214 S Broadway Ste 300.

Option 2: To deny a public hearing and variance hearing of **Case A-26-006** for the requested **dimensional variances** for signage size at 214 S Broadway Ste 300.



Village of Lake Orion

Section 7, Item A.

21 E. Church Street
Lake Orion, Michigan 48362
Tel 248.693.8391
Fax 248.693.5874
www.lakeorion.org

BOARD OF ZONING APPEALS – APPLICATION FOR VARIANCE OR REVIEW

PROPERTY INFORMATION

Site Address: 214 South Broadway Street Lake Orion 48362 Parcel ID #: _____

Parcel Size (Sq.Ft.): _____ Zoning District: _____

Has the property previously been approved for a variance(s)? Yes / No (If yes, indicate date: _____)

OWNER INFORMATION

Property Owner Name: Linwood Orion LLC/ A. Kurzmann, Mngr Address: _____

Property Owner Phone #: _____ E-Mail: _____

APPLICANT INFORMATION (If applicant is **NOT** property owner)

Applicant Name: Kari Torkko - Elivate Wellness + Aesthetics Address: 214 South Broadway Street Suite 300

Applicant Phone #: _____ E-Mail: _____

Applicant is: (i.e. contractor or business owner or architect, etc.) Elivate Aesthetics - Business Owner

TYPE OF VARIANCE AND/OR REVIEW REQUESTED

Please check one. A request for multiple types of reviews may require a separate form.

☐ Appeal of Administrative Order ☐ Interpretation of Map ☐ Interpretation of Section # _____

☒ Dimensional Variance (required setback, height, lot coverage, lot width, lot size, etc.)

☐ Use Variance (specify intended use): _____

☒ Variance from Zoning Ordinance Requirement - Section # _____

☐ Other (please specify): _____

DIMENSIONAL VARIANCE – REQUESTED DEVIATION FROM REQUIREMENTS

Please complete the table below for each deviation from the dimensional requirements which you are requesting.

Section #	Type of Dimensional Requirement	Existing Distance	Required Distance	Proposed Distance	Variance (=Required – Proposed)
Example: Table 12.02	Front Setback	28 Feet	25 Feet	20 Feet	5 Feet
	Sq ft size		12 sq ft	23 sq ft	11 sq ft

TO BE COMPLETED BY VILLAGE STAFF - Date Received:

8/6/26

Fee:

\$700-

Receipt #:

57632

Please explain how: Strict compliance with restrictions governing area, setback, frontage, height, bulk, density, or other non-use matters will unreasonably prevent the owner from using the property for a permitted purpose or will render ordinance conformity unnecessarily burdensome.

Strict compliance with the current ordinance creates an unnecessary burden because the subject property presents unique tenant identification challenges that are not typical of many commercial properties.

The property is a three-story multi-tenant office building located along M-24 (South Broadway Street), a principal arterial carrying approximately **41,992 vehicles per day**. The building is set back from the roadway, partially screened by mature landscaping, and approached on a curve that limits the amount of time motorists have to identify the correct building before reaching the entrance.

Unlike many commercial buildings where the street address and commonly recognized roadway name are consistent, the subject property's mailing address is **214 South Broadway Street**, while the roadway is commonly recognized by residents and visitors as **M-24/Lapeer Road**. As a result, first-time patients frequently search for the business along "Lapeer Road" or experience difficulty locating the correct building after arriving in the area.

The existing monument directory identifies multiple tenants but is not readily legible from the roadway at the point where motorists must determine whether to enter the property. The requested wall sign is intended primarily to provide timely tenant identification and assist patients in locating a medical office safely rather than to increase advertising exposure.

For these reasons, strict application of the ordinance creates an unnecessary burden unique to this property that is not experienced to the same degree by many other commercial properties.

Please explain how: Granting the variance will provide substantial justice to the applicant, as well as other property owners

Approval would allow the subject property to achieve a level of tenant identification that is compatible with similarly situated multi-tenant commercial buildings throughout the M-24 corridor. The requested sign would improve patient wayfinding without adversely affecting neighboring properties or altering the architectural character of the building. It would also promote consistent treatment of tenant identification within an established commercial corridor.

Please explain how: The variance requested is the minimum variance needed to provide substantial relief to the applicant and/or be consistent with justice to other property owners.

The Village has already recognized that multi-tenant, multi-story buildings located directly on South Broadway may require individual tenant wall signs for effective tenant identification. The same planning principles should be evaluated as applied to this property, recognizing that 214 S. Broadway presents additional visibility challenges because it is physically oriented toward M-24 rather than the traditional Broadway streetscape.

Please explain how: The need for the variance is due to unique circumstances peculiar to the property and not generally applicable in the area or to other properties in the same zoning district.

The need for the variance is due to unique circumstances peculiar to the property and not generally applicable in the area or to other properties in the same zoning district because the subject property is a multi-story, multi-tenant office building that faces M-24 (Lapeer Road) rather than the traditional Broadway streetscape.

Unlike many other commercial properties in the district, the building is set back from the roadway, partially screened by mature landscaping, and located along a curved section of M-24 carrying approximately 41,992 vehicles per day. These conditions significantly limit the amount of time motorists have to identify the correct building and safely access the property.

Additionally, although the property's legal address is **214 South Broadway Street**, the building is physically oriented toward M-24 (Lapeer Road). As a result, first-time patients and visitors frequently travel to the wrong area of Broadway Street or experience difficulty locating the office because the address does not correspond to how motorists perceive and navigate the corridor.

The property also differs from many other nearby commercial buildings because it is a multi-tenant, multi-story office building that relies on a monument directory sign that is difficult to read from the roadway at the point where drivers must determine whether to enter the site.

Comparable multi-tenant buildings located directly on Broadway Street, such as **120 South Broadway**, benefit from direct frontage, lower vehicle speeds, and multiple existing tenant wall signs. The subject property does not share those same characteristics and therefore presents unique wayfinding and tenant-identification challenges that are not generally applicable to other properties in the zoning district. The office receives frequent phone calls and questions from patients attempting to locate the building, demonstrating that the wayfinding challenges associated with this property are ongoing and property-specific.

For these reasons, the requested variance arises from the unique physical characteristics and location of the property itself, rather than from the needs of a particular business or tenant.

In addition to the requested variance for sign size, the applicant respectfully requests a variance to permit the sign to be installed on a building elevation that does not contain a public entrance, as required by the Village's sign ordinance.

The requested placement is necessary because of the unique configuration and orientation of the subject property. Although the property's legal address is **214 South Broadway Street**, the building is physically oriented toward **M-24 (Lapeer Road)**, which serves as the primary visual corridor for patients and visitors approaching the site.

Strict compliance with the ordinance's entrance-facing requirement would require the sign to be placed on an elevation that is not readily visible to motorists traveling along M-24 and would significantly reduce the sign's effectiveness as a means of tenant identification and wayfinding. The requested location represents the only building elevation that provides adequate visibility for visitors attempting to locate the property from the roadway.

The need for this placement variance is further influenced by several unique site characteristics, including:

- The building's orientation toward M-24 rather than the traditional Broadway streetscape.
- The multi-story, multi-tenant nature of the building.
- Mature landscaping and tree coverage that partially obscures the building.
- The significant traffic volume along M-24, which carries approximately 41,992 vehicles per day.
- The disconnect between the property's legal address and the roadway by which visitors commonly identify the area.
- Existing tenant signage already located on the building façade.

Granting the requested placement variance would improve patient wayfinding and building identification without negatively affecting neighboring properties or altering the overall character of the corridor. The proposed sign would remain architecturally compatible with the existing structure and would not impair public health, safety, comfort, or welfare.

Please explain how: The problem and resulting need for the variance has been created by strict compliance with the Zoning Ordinance, and not by the applicant or applicant's predecessors; it is not self-created.

The need for the variance was created by the strict application of the Village's sign regulations to the unique physical characteristics of the property, rather than by any action of the applicant or previous property owners.

The practical difficulties associated with this property existed long before the current tenant occupied the space and arise from the property's location and physical configuration, including its orientation toward M-24 (Lapeer Road), its status as a multi-story, multi-tenant office building, the mature landscaping along the roadway, the limited visibility created by the roadway geometry, and the disconnect between the property's legal address of **214 South Broadway Street** and the roadway by which visitors commonly identify and navigate the area.

These conditions are inherent to the property itself and were not created by the applicant or the applicant's predecessors. Strict compliance with the current sign ordinance limits the ability of patients and visitors to identify the correct building in sufficient time to safely access the property from M-24.

Furthermore, the property differs from many nearby businesses that are located directly on Broadway Street and benefit from lower vehicle speeds, direct frontage, and multiple existing tenant signs.

The applicant has occupied the premises for more than five years with the property owner's approval and has worked in good faith with the Village to obtain the necessary approvals. The requested variance is intended to address longstanding property-specific wayfinding and tenant-identification challenges that existed prior to the applicant's occupancy and were not created by the applicant.

Please explain how: Granting the variance will not impair the public health, safety, comfort, or welfare of the inhabitants of Lake Orion.

Granting the requested variance will not impair the public health, safety, comfort, or welfare of the inhabitants of Lake Orion because the proposed sign is intended primarily to improve tenant identification and wayfinding for patients and visitors traveling to the property. The sign will not alter traffic patterns, reduce parking, obstruct sight lines, or interfere with pedestrian or vehicular movement.

The subject property is located along M-24 (South Broadway/Lapeer Road), which carries approximately 41,992 vehicles per day. Because the building is set back from the roadway, partially screened by mature landscaping, and located along a curved section of the corridor, visitors often have difficulty identifying the correct building before reaching the entrance. Improving building identification will assist motorists in locating the property safely and efficiently, reducing unnecessary turns, abrupt lane changes, and confusion along the roadway.

Additionally, the proposed sign is architecturally compatible with the existing building and surrounding commercial properties and will not create noise, glare, or any other nuisance affecting neighboring businesses or residents.

The property already contains tenant identification signage, including the existing Edward Jones wall sign, and nearby multi-tenant buildings along the corridor utilize similar forms of tenant identification. The requested variance would therefore maintain the commercial character of the area while improving access and wayfinding for patients seeking medical and wellness services.

For these reasons, granting the variance will promote safe navigation to the property and will not adversely affect the public health, safety, comfort, or welfare of the residents of Lake Orion.

Per Section 19.04(B), when an applicant believes they have been aggrieved by a decision of the Zoning Administrator, they may appeal the decision to the Board of Zoning Appeals. Per Section 19.04(C), the Board of Zoning Appeals has the authority to hear and decide requests for interpretation of the Zoning Ordinance, including the Zoning Map. In the area below, please state the Section relevant to your appeal or interpretation request. Please state any facts or conditions relevant to your application. (Attach additional sheets if necessary.)

Not applicable. The applicant is not appealing a decision of the Zoning Administrator pursuant to Section 19.04(B), nor is the applicant requesting an interpretation of the Zoning Ordinance pursuant to Section 19.04(C).

The applicant is requesting that the Board of Zoning Appeals consider a revised variance application pursuant to **Section 19.04(J), Applications Previously Denied**, based on new and additional information and circumstances that were not fully presented during the prior review, including:

- Additional documentation regarding the unique physical characteristics of the property.
- The building's orientation toward M-24 (Lapeer Road) rather than the traditional Broadway streetscape.

- The multi-story, multi-tenant configuration of the building.
- Evidence of recurring patient wayfinding difficulties caused by the disconnect between the property's legal address (**214 South Broadway Street**) and the roadway by which visitors commonly identify the area (**M-24/Lapeer Road**).
- Documentation of visibility limitations caused by roadway geometry, mature landscaping, and building setbacks.
- Traffic-volume data demonstrating that approximately **41,992 vehicles per day** travel the corridor adjacent to the property.
- Comparative information regarding other multi-tenant buildings within the area that utilize multiple tenant-identification signs.

The applicant respectfully requests that the Board determine that the revised application qualifies for consideration under Section 19.04(J) because it contains new and additional information that may reasonably affect the Board's evaluation of the request.

ADDITIONAL INFORMATION AND REQUIREMENTS

Section 19.04(F) identifies all information required for a complete application.

Please place your initials below next to all items included in your application.

If you believe the information is not relevant please place 'N/A' for not applicable next to the item.

- X 1) A completed application signed by the property owner.
- X 2) Proof of ownership.
- X 3) Property owner authorization for an applicant to act on their behalf.
- X 4) Project Narrative – *A letter to the BZA explaining the variance or review request.*
- 5) Land Survey – *A survey prepared by a professional surveyor.*
- 6) Site Plan – *A set of plans to scale which include all property lines with dimensions, setbacks, existing and proposed structures.*
- 7) Architectural plans and elevations – *A set of drawings illustrating the details of any proposed structures.*
- 8) PDF files - *A digital PDF version of all documents must be provided either via media source (CD, DVD, USB drive) or email to the Zoning Coordinator.*
- X 9) Payment of fees.

By signing below you acknowledge all of the following:

- The undersigned acknowledges that they have read Section 19.04 of the Village of Lake Orion Zoning Ordinance, has received and read the instructions and understands the application process.
- The undersigned acknowledges that in their opinion they believe the additional information included with this application meets the submittal requirements for a variance or review application and accept all responsibility for any lack of required information.
- The undersigned acknowledges that any lack of information which may result in a delay of the review process is the sole responsibility of the applicant.
- The undersigned deposes that the forgoing statements and answers and accompanying information are true and correct.
- The undersigned hereby authorizes Village representatives to enter the subject property in connection with this application.

Signature of Property Owner: _____

Date: _____

Signature of Applicant: _____

Date: _____

RE: Variance Request – Elivate Wellness & Aesthetics
214 South Broadway Street, Suite 300
Lake Orion, Michigan 48362

Dear Members of the Board of Zoning Appeals:

On behalf of Elivate Wellness & Aesthetics, we respectfully submit this narrative in support of our request for variances related to the size and placement of our proposed wall sign at 214 South Broadway Street, Suite 300, Lake Orion, Michigan.

Elivate Wellness & Aesthetics has proudly operated at this location for more than five years and remains committed to serving the Lake Orion community. The requested variances are not intended to create additional advertising opportunities but rather to address the unique tenant-identification and wayfinding challenges associated with this particular property.

The subject property is a multi-story, multi-tenant office building located along M-24 (South Broadway/Lapeer Road), a major transportation corridor carrying approximately **41,992 vehicles per day**. Unlike many commercial properties within downtown Lake Orion, the building is physically oriented toward M-24 rather than the traditional Broadway streetscape. The building is set back from the roadway, partially screened by mature landscaping, and approached along a curved section of roadway that limits the amount of time motorists have to identify their destination and safely access the property.

Although the property's legal address is **214 South Broadway Street**, visitors commonly identify and navigate the corridor as **M-24 or Lapeer Road**. This disconnect frequently creates confusion for first-time patients and visitors, who often travel to the wrong area of Broadway Street or experience difficulty locating the building altogether. Staff members regularly receive phone calls from patients seeking directions because they are unable to identify the correct building from the roadway.

The property also differs from many nearby commercial buildings because it relies on a monument directory sign that serves multiple tenants and is difficult to read from the roadway at the point where motorists must determine whether to enter the property.

Requested Variance for Sign Size

The applicant respectfully requests a variance from the Village's sign-area requirements to permit a wall sign of sufficient size to provide effective tenant identification and wayfinding for patients and visitors approaching from M-24.

Strict compliance with the ordinance creates an unnecessary burden because the building's orientation, roadway conditions, landscaping, and traffic volume significantly limit the visibility of tenant identification signage. The requested sign size represents the minimum relief

necessary to allow patients and visitors to safely identify the correct building before reaching the entrance.

Requested Variance for Sign Placement

The applicant also respectfully requests a variance to permit the sign to be installed on a building elevation that does not contain a public entrance, as required by the Village's sign ordinance.

This placement is necessary because the property's entrance is not located on the primary roadway frontage. Requiring the sign to be located only on an elevation containing an entrance would place the sign on a side of the building that is not readily visible to motorists traveling along M-24, thereby preventing the sign from serving its intended purpose of identifying the location for patients and visitors.

The requested placement is driven by the unique physical characteristics of the property, including:

- The building's orientation toward M-24 rather than the traditional Broadway streetscape.
- The multi-story, multi-tenant nature of the building.
- Mature landscaping and tree coverage that partially obscures portions of the building.
- The curved roadway approach and high traffic volume along M-24.
- The disconnect between the legal address and the roadway by which visitors commonly identify the area.
- Existing tenant signage already located on the building façade.

The requested location represents the only building elevation that provides adequate visibility for visitors attempting to locate the property from the roadway.

Unique Circumstances of the Property

The need for these variances is due to unique circumstances specific to this property and not generally applicable to other properties in the zoning district.

Nearby multi-story and multi-tenant buildings, including 120 South Broadway, benefit from direct frontage on Broadway Street, lower vehicle speeds, and multiple tenant wall signs that are visible from the downtown streetscape. In contrast, 214 South Broadway faces a high-volume arterial roadway and presents significantly different visibility and wayfinding challenges.

These circumstances include:

- The building's orientation toward M-24 rather than Broadway Street.
- The multi-story, multi-tenant office configuration.
- The building setback from the roadway.
- Mature landscaping that partially obscures the structure.
- Approximately 41,992 vehicles traveling the corridor each day.
- Frequent patient confusion caused by the disconnect between the property's legal address and how visitors perceive the roadway.

These conditions are inherent to the property and existed prior to the applicant's occupancy.

Public Health, Safety, and Welfare

Granting the requested variances will not impair the public health, safety, comfort, or welfare of the residents of Lake Orion. To the contrary, improved building identification will assist patients and visitors in locating the property safely and efficiently, reducing confusion, missed entrances, unnecessary traffic maneuvers, and driver distraction.

The proposed sign is architecturally compatible with the existing building and surrounding commercial corridor and is intended primarily to improve wayfinding and tenant identification rather than increase advertising exposure.

In support of this request, the applicant has included photographs, traffic-volume data, visibility studies, wayfinding analyses, and comparisons to similar multi-tenant properties within the Village.

The applicant respectfully requests that the Board consider this application pursuant to Section 19.04(J) of the Village Zoning Ordinance and determine that the new information and supporting documentation warrant reconsideration of the requested variances.

Thank you for your time, consideration, and service to the Village of Lake Orion.

Respectfully submitted,

Kari Torkko

Elivate Wellness & Aesthetics

214 South Broadway Street, Suite 300

Lake Orion, Michigan 48362

kari@elivatewellnessco.com

2025 SUMMER TAX STATEMENT * RETAIN THIS PORTION FOR YOUR RECORDS

CHARTER TOWNSHIP OF ORION 2025 SUMMER TAX STATEMENT

Fiscal years covered by this statement

Schools 07-1-2025 to 06-30-2026

State 10-1-2025 to 09-30-2026

County 10-1-2025 to 09-30-2026

PAYABLE JULY 1, 2025 - SEPT. 15, 2025

See reverse side regarding additional penalties
and interest beginning Sept. 16, 2025.

All payments must be received on or before
September 15, 2025 to avoid interest.
U.S. POSTMARKS ARE NOT ACCEPTED

LINWOOD ORION LLC

Property Address

T4N, R10E, SECS 2 & 11 OAKLAND
COUNTY CONDOMINIUM PLAN NO 1989
ORION POINTE CONDOMINIUMS UNIT 5
L 40758 P 001 12-09-08 FR 226-058

SEE REVERSE SIDE FOR
IMPORTANT INFORMATION

Matt Pfeiffer, Treasurer

248-391-0304 EXT. 8000

MAIL TAX PAYMENTS TO:
CHARTER TOWNSHIP OF ORION
2323 JOSLYN RD
LAKE ORION MI 48360-1904

Section 7, Item A.

CODE NO.	*P.R.E. TAX BASE	PARCEL I.D. NUMBER	
	0	OL-09-11-231-005	63230
% DECLARED AS P.R.E.	*NON-P.R.E. TAX BASE	TAXABLE VALUE	STATE EQUALIZED VALUE
0.0000	748,520	748,520	795,420
TAX DESCRIPTION		BASE PER \$1,000	AMOUNT
LO SCHOOL DEBT		7.49100	5,607.16
LO SCHOOL OPERAT		18.00000	13,473.36
STATE EDUCATION		6.00000	4,491.12
OAK ISD ALLOCATE		0.18620	139.37
OAK ISD VOTED		2.94870	2,207.16
OAK COMM COLLEGE		1.47470	1,103.84
OAKLAND COUNTY		3.93010	2,941.75
LO SINKING FUND		1.86430	1,395.46
*P.R.E. = Principal Residence Exemption			
TOTAL	Int/Penalty	Total Paid	Balance Due
31,359.22			31,359.22

2025 SUMMER TAX STATEMENT * RETURN THIS PORTION WITH YOUR REMITTANCE

Charter Township of Orion
2323 Joslyn Rd
Lake Orion MI 48360-1904

www.orientownship.org

PAYABLE JULY 1, 2025 - SEPT. 15, 2025

Please make checks payable to:
CHARTER TOWNSHIP OF ORION



Partial Payments Accepted

214 S BROADWAY ST

PARCEL I.D. NUMBER

OL-09-11-231-005

TOTAL	Int/Penalty	Total Paid	Balance Due
31,359.22			31,359.22

*****AUTO**ALL FOR AADC 480

653

Charter Township of Orion
2323 Joslyn Road
Lake Orion MI 48360-1904

SIGN IS 23.5 SQFT

36.1N



WELLNESS + AESTHETICS

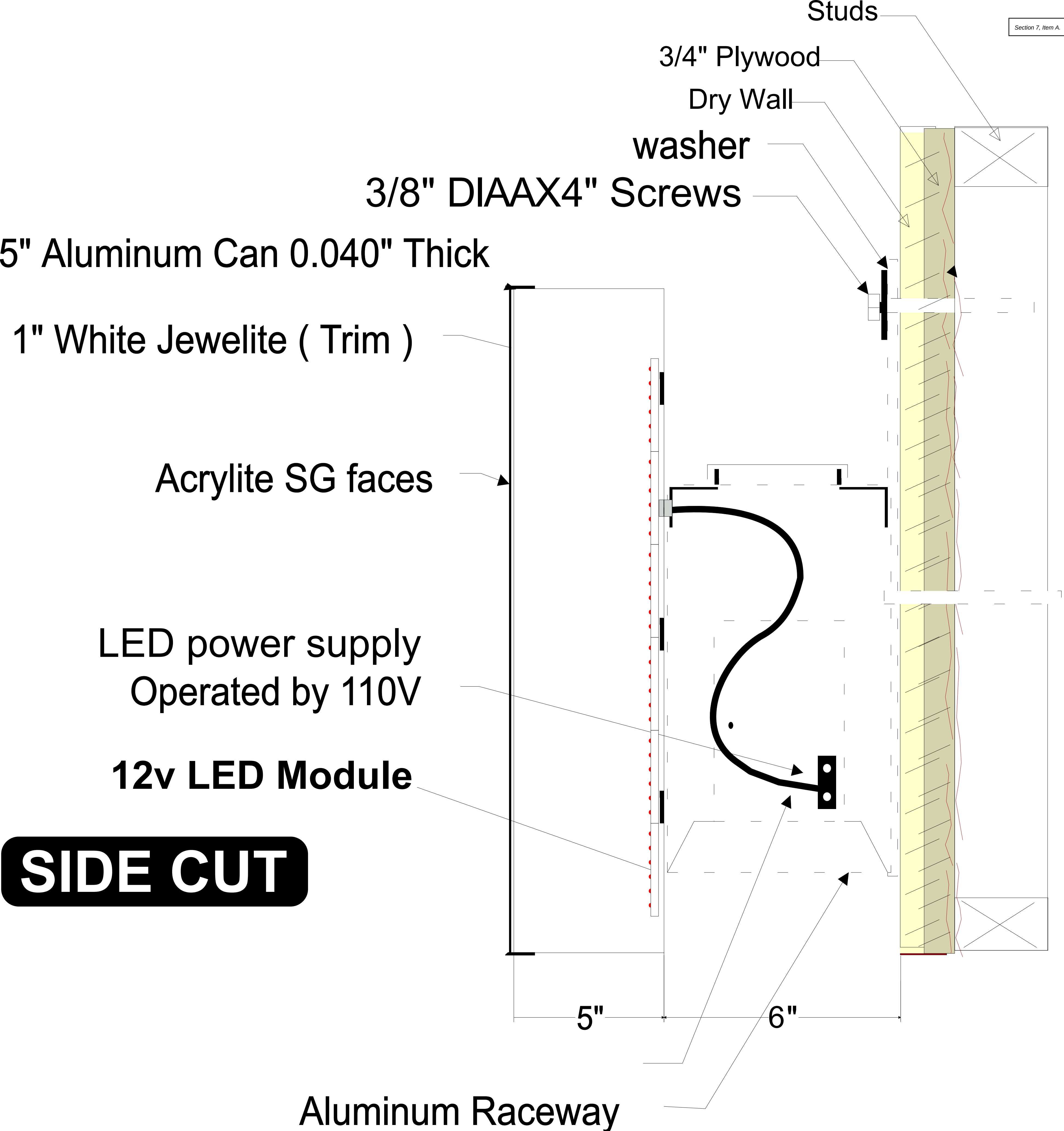
94 in

286 in

245.17 in

281 in

FRONT BUILDING 28.5 FT



Channel Letter Specs:

- LED internally lit Channel Letter Sign
- Aluminum 5" Return
- 3/16th Acrylic Face
- 1" Jewelite
- Raceway color to match wall color
- UL approved LEDs & Power Supply
- UL approved ON/OFF switch
- Suitable for wet location



BOARD ACTION SUMMARY SHEET

MEETING DATE: September 3, 2026

TOPIC Public Hearing: A-26-006 (214 S Broadway Ste 300) Dimensional Variance Request

BACKGROUND BRIEF: The **PUBLIC HEARING** relates to Appeal No. A-26-006 regarding the property at **214 S Broadway Ste 300** (Parcel #09-11-231-007). The site is zoned PUD, Planned Unit Development, with an underlying MU, Mixed Use District, in the Village of Lake Orion. The applicant is proposing to construct a sign on a multi-tenant commercial building and is requesting the following two (2) variances from the Sign Ordinance:

§ 155.06 DISTRICT REGULATIONS. (D) CC and MU Districts: non-residential uses.

Permanent wall sign: multi-tenant building (units with shared public entrance)	
<u>Required:</u>	<u>1 on each facade which has a separate public entrance, plus 1 additional wall sign not to exceed 12 sq. ft. in area</u>
Existing:	N/A
Proposed:	23 sq. ft.
Variance:	11 sq. ft.
Permanent wall sign: multi-tenant building (units with shared public entrance)	
<u>Required:</u>	<u>1 on each facade which has a separate public entrance, plus 1 additional wall sign not to exceed 12 sq. ft. in area</u>
Existing:	N/A
Proposed:	1 sign on façade <u>without</u> a separate public entrance
Variance:	1 permanent sign on wall <u>without</u> a separate public entrance

The Board may grant dimensional variances upon finding evidence of a practical difficulty.

- RECOMMENDED MOTION(s):**
1. **To open** the public hearing for **Case A-26-006** concerning the requested **dimensional variance** for signage size located at 214 S Broadway Ste 300.
 2. **To close** the public hearing for **Case A-26-006** concerning the requested **dimensional variance** for signage size at 214 S Broadway Ste 300.



BOARD ACTION SUMMARY SHEET

MEETING DATE: September 3, 2026

TOPIC A-26-006 (214 S Broadway Ste 300) Dimensional Variance Request

BACKGROUND BRIEF:

This application relates to Appeal No. A-26-006 regarding the property at **214 S Broadway Ste 300** (Parcel #09-11-231-007). The site is zoned PUD, Planned Unit Development, with an underlying MU, Mixed Use District, in the Village of Lake Orion. The applicant is proposing to construct a sign on a multi-tenant commercial building and is requesting the following one (1) variance from the Sign Ordinance:

§ 155.06 DISTRICT REGULATIONS. (D) CC and MU Districts: non-residential uses.

Permanent wall sign: multi-tenant building (units with shared public entrance)

Required:	<u>1 on each facade which has a separate public entrance, plus 1 additional wall sign not to exceed 12 sq. ft. in area</u>
Existing:	N/A
Proposed:	23 sq. ft.
Variance:	11 sq. ft.

Permanent wall sign: multi-tenant building (units with shared public entrance)

Required:	<u>1 on each facade which has a separate public entrance, plus 1 additional wall sign not to exceed 12 sq. ft. in area</u>
Existing:	N/A
Proposed:	1 sign on façade <u>without</u> a separate public entrance
Variance:	1 permanent sign on wall <u>without</u> a separate public entrance

The Board may grant dimensional variances upon finding evidence of a practical difficulty.

RECOMMENDED MOTION(s):

To recommend denial for Case A-26-006 requested dimensional variance for signage size at 214 S Broadway Ste 300.

MCKENNA

August 18, 2026

Board of Zoning Appeals
Village of Lake Orion
21 E. Church Street
Lake Orion, Michigan 48362

Subject: **Variance from Zoning Ordinance Requirement Review** (Plans received August 6, 2026)
Location: **214 South Broadway Street, Suite 300 – Parcel ID# 09-11-231-005**
Zoning: **PUD – Planned Unit Development District / Height Overlay District**

Dear Board Members:

We have reviewed the above-referenced variance application submitted by Kari Torkko, on behalf of Linwood Orion LLC (the “Applicant”) who is a business owner at the cited residence. Ms. Torkko is proposing two dimensional variances from Chapter 155 Sign Regulations, that would allow the applicant to erect a business sign with a 23 square foot total on a side of the structure that does not have a door.

LOCATION AND PROPOSED PROJECT

The subject lot is approximately 3,950 square feet in area and is occupied by a multi-tenant building. The lot is located on (M-24) between the lake and the S. Broadway Street intersection. The subject property is zoned PUD - Planned Unit Development District and is also located within the Height Overlay District. An aerial photo of the subject site and the surrounding area is provided for context.

The Applicant proposes to install a 23 square foot wall sign on the southern facing façade, which does not have a public entrance.

SIGN ORDINANCE STANDARD AND REQUESTED VARIANCE

Article XV – Land Usage

Chapter 155 – Sign Regulations

Section 155.06 – District Regulations

SUBSECTION D – CC and MU Districts: non-residential uses

Section 155.06.D allows for one (1) permanent wall sign on each facade which has a separate public entrance, plus one (1) additional wall sign not to exceed 12 sq. ft. in area.



HEADQUARTERS

235 East Main Street
Suite 105
Northville, Michigan 48167

O 248.596.0920
F 248.596.0930
MCKA.COM

Communities for real life.

(C) Signs in the DC District: non-residential uses.

Sign Type	Number	Location (a)	Maximum Area (b) (c)	Maximum Height	Specific Regulations (d)
Wall sign: single tenant building	1 on each facade which has a separate public entrance	Shall not project more than 12 inches from the face of the building or any permanent architectural feature	-	No projection above roof or parapet	Building units with a second story visible from M-24 are permitted 1 additional secondary wall sign facing M-24, not to exceed 32 sq. ft. in area
Wall sign: Multi-tenant building (units with individual public entrance)	1 per building unit, plus 1 additional wall sign		10% of front wall area per business, up to a max. 50 sq. ft. per business		
Wall sign: Multi-tenant building (units with shared public entrance)	1 on each facade which has a separate public entrance ; plus 1 additional wall sign (12 sq. ft. or less)		-		
Ground sign: single tenant building	1 per premises ; individual business ground signs not permitted	Located completely on the site to which it pertains, shall not affect line of sight on abutting streets or be located within the clear vision triangle and setback a minimum of 50 ft. to	24 sq. ft.	5.5 ft.	Pole signs are subject to Planning Commission review and may not exceed 20 ft. or the height of the building, whichever is less
Ground sign: multi-tenant building			50 sq. ft.	7.5 ft.	

The Applicant is requesting a dimensional variance to erect a 23 sq. ft. wall sign on the southern facing façade, which does not have a public entrance.

Prior to receiving approval from the Board of Zoning Appeals, the applicant installed the sign (which can be seen below). Upon discussion with the applicant, it was determined that the applicant misunderstood the process and did not intend to maliciously violate the Ordinance and/or procedures of the Board of Zoning Appeals. Considering that the applicant is currently pursuing the variance request, we have requested the Village Staff to refrain from code enforcement procedures until the Board is able to make a decision on the matter.



VARIANCE STANDARDS FOR APPROVAL

Per the *Michigan Zoning Enabling Act, P.A. 110 of 2006, as amended*, the Board must, prior to acting on a requested variance, consider and make findings regarding several factors. Specifically, in Section 19.04.D.1 of the Village's Zoning Ordinance, the Board may grant a variance upon a finding that a practical difficulty exists. A finding of practical difficulty exists when the applicant has demonstrated that all of the zoning ordinance criteria exist.

Each of the required standards is described below followed by an analysis of whether those conditions exist in this particular case.

- A. Strict compliance with restrictions governing area, setback, frontage, height, bulk, density or other non-use matters will unreasonably prevent the owner from using the property for a permitted purpose or will render ordinance conformity unnecessarily burdensome.**

Applicant Response:

Strict compliance with the current ordinance creates an unnecessary burden because the subject property presents unique tenant identification challenges that are not typical of many commercial properties.

The property is a three-story multi-tenant office building located along M-24 (South Broadway Street), a principal arterial carrying approximately 41,992 vehicles per day. The building is set back from the roadway, partially screened by mature landscaping, and approached on a curve that limits the amount of time motorists have to identify the correct building before reaching the entrance.

Unlike many commercial buildings where the street address and commonly recognized roadway name are consistent, the subject property's mailing address is 214 South Broadway Street, while the roadway is commonly recognized by residents and visitors as M-24/Lapeer Road. As a result, first-time patients frequently search for the business along "Lapeer Road" or experience difficulty locating the correct building after arriving in the area.

The existing monument directory identifies multiple tenants but is not readily legible from the roadway at the point where motorists must determine whether to enter the property. The requested wall sign is intended primarily to provide timely tenant identification and assist patients in locating a medical office safely rather than to increase advertising exposure.

For these reasons, strict application of the ordinance creates an unnecessary burden unique to this property that is not experienced to the same degree by many other commercial properties.

Planner Response:

While the applicant has identified operational challenges associated with patient wayfinding and tenant identification, the Board should evaluate whether these challenges arise from unique physical characteristics of the property itself rather than the needs of the current business tenant. Variance approval should be based upon conditions inherent to the property and not the operational preferences of a specific user.

- B. The variance will provide substantial justice to the applicant as well as neighboring property owners.**

Applicant Response:

Approval would allow the subject property to achieve a level of tenant identification that is compatible with similarly situated multi-tenant commercial buildings throughout the M-24 corridor. The requested sign would improve patient wayfinding without adversely affecting neighboring properties or altering the architectural

character of the building. It would also promote consistent treatment of tenant identification within an established commercial corridor.

Planner Response:

The variance would provide justice to the applicant by allowing greatly improved visibility for patrons and new customers of their business and would allow drivers along S. Broadway to see the sign.

The Board should consider the evidence presented and determine whether the requested variance would provide substantial justice to the applicant while avoiding unreasonable impacts on neighboring properties.

C. The variance requested is the minimum variance needed to provide substantial relief to the applicant and/or be consistent with justice to other property owners.

Applicant Response:

The Village has already recognized that multi-tenant, multi-story buildings located directly on South Broadway may require individual tenant wall signs for effective tenant identification. The same planning principles should be evaluated as applied to this property, recognizing that 214 S. Broadway presents additional visibility challenges because it is physically oriented toward M-24 rather than the traditional Broadway streetscape.

Planner Response:

The variance requested is not the minimum variance needed to provide substantial relief to the applicant, as the requested sign size is 23 sq. ft. and the maximum allowance is 12 sq. ft. We do not anticipate the granting of the variance causing harm or a nuisance to the adjacent property owners. However, there is concern of the justice to the other tenants in the building. This is a multi-tenant commercial building with multiple offices and businesses located inside the building. The existing site signage is a shared ground sign with all tenants listed. If the variance is granted, this applicant would be the only one of several tenants to have a business sign displayed on the face of the building. Therefore, if this variance is granted, it may set a precedent that might lead other tenants to request the same.

D. The need for variance(s) is due to unique circumstances peculiar to the property and not generally applicable in the area or to other properties in the same zoning district.

Applicant Response:

The need for the variance is due to unique circumstances peculiar to the property and not generally applicable in the area or to other properties in the same zoning district because the subject property is a multi-story, multi-tenant office building that faces M-24 (Lapeer Road) rather than the traditional Broadway streetscape.

Unlike many other commercial properties in the district, the building is set back from the roadway, partially screened by mature landscaping, and located along a curved section of M-24 carrying approximately 41,992 vehicles per day. These conditions significantly limit the amount of time motorists have to identify the correct building and safely access the property.

Additionally, although the property's legal address is 214 South Broadway Street, the building is physically oriented toward M-24 (Lapeer Road). As a result, first-time patients and visitors frequently travel to the wrong area of Broadway Street or experience difficulty locating the office because the address does not correspond to how motorists perceive and navigate the corridor.

The property also differs from many other nearby commercial buildings because it is a multitenant, multi-story office building that relies on a monument directory sign that is difficult to read from the roadway at the point where drivers must determine whether to enter the site.

Comparable multi-tenant buildings located directly on Broadway Street, such as 120 South Broadway, benefit from direct frontage, lower vehicle speeds, and multiple existing tenant wall signs. The subject property does not share those same characteristics and therefore presents unique wayfinding and tenant-identification challenges that are not generally applicable to other properties in the zoning district. The office receives frequent phone calls and questions from patients attempting to locate the building, demonstrating that the wayfinding challenges associated with this property are ongoing and property-specific.

For these reasons, the requested variance arises from the unique physical characteristics and location of the property itself, rather than from the needs of a particular business or tenant.

In addition to the requested variance for sign size, the applicant respectfully requests a variance to permit the sign to be installed on a building elevation that does not contain a public entrance, as required by the Village's sign ordinance.

The requested placement is necessary because of the unique configuration and orientation of the subject property. Although the property's legal address is 214 South Broadway Street, the building is physically oriented toward M-24 (Lapeer Road), which serves as the primary visual corridor for patients and visitors approaching the site.

Strict compliance with the ordinance's entrance-facing requirement would require the sign to be placed on an elevation that is not readily visible to motorists traveling along M-24 and would significantly reduce the sign's effectiveness as a means of tenant identification and wayfinding. The requested location represents the only building elevation that provides adequate visibility for visitors attempting to locate the property from the roadway.

The need for this placement variance is further influenced by several unique site characteristics, including:

- *The building's orientation toward M-24 rather than the traditional Broadway streetscape.*
- *The multi-story, multi-tenant nature of the building.*
- *Mature landscaping and tree coverage that partially obscures the building.*
- *The significant traffic volume along M-24, which carries approximately 41,992 vehicles per day.*
- *The disconnect between the property's legal address and the roadway by which visitors commonly identify the area.*
- *Existing tenant signage already located on the building façade.*

Granting the requested placement variance would improve patient wayfinding and building identification without negatively affecting neighboring properties or altering the overall character of the corridor. The proposed sign would remain architecturally compatible with the existing structure and would not impair public health, safety, comfort, or welfare.

Planner Response:

The variance requested is due to some unique circumstances to the property, since there is no public entrance on the south side of the building, no sign would be allowed to place there, which is a missed opportunity for advertising the businesses within the building. The regulations are specific for multi-tenant commercial (non-residential) uses. The Board should consider whether granting a tenant-specific wall sign on

a façade without a public entrance could create inequities among other tenants within the building and establish a precedent for similar requests. If multiple tenants sought comparable signage, the cumulative visual impact could exceed what was intended by the Sign Ordinance.

E. The problem and resulting need for the variance has been created by strict compliance with the Zoning Ordinance, and not by the applicant or applicant's predecessors; it is not self-created.

Applicant Response:

The practical difficulties associated with this property existed long before the current tenant occupied the space and arise from the property's location and physical configuration, including its orientation toward M-24 (Lapeer Road), its status as a multi-story, multi-tenant office building, the mature landscaping along the roadway, the limited visibility created by the roadway geometry, and the disconnect between the property's legal address of 214 South Broadway Street and the roadway by which visitors commonly identify and navigate the area.

These conditions are inherent to the property itself and were not created by the applicant or the applicant's predecessors. Strict compliance with the current sign ordinance limits the ability of patients and visitors to identify the correct building in sufficient time to safely access the property from M-24.

Furthermore, the property differs from many nearby businesses that are located directly on Broadway Street and benefit from lower vehicle speeds, direct frontage, and multiple existing tenant signs.

The applicant has occupied the premises for more than five years with the property owner's approval and has worked in good faith with the Village to obtain the necessary approvals. The requested variance is intended to address longstanding property-specific wayfinding and tenant-identification challenges that existed prior to the applicant's occupancy and were not created by the applicant.

Planner Response:

We agree that the challenges the applicant is facing are a result of the properties location and physical configuration.

F. Granting the variance will not impair the public health, safety, comfort, or welfare of the inhabitants of Lake Orion.

Applicant Response:

Granting the requested variance will not impair the public health, safety, comfort, or welfare of the inhabitants of Lake Orion because the proposed sign is intended primarily to improve tenant identification and wayfinding for patients and visitors traveling to the property. The sign will not alter traffic patterns, reduce parking, obstruct sight lines, or interfere with pedestrian or vehicular movement.

The subject property is located along M-24 (South Broadway/Lapeer Road), which carries approximately 41,992 vehicles per day. Because the building is set back from the roadway, partially screened by mature landscaping, and located along a curved section of the corridor, visitors often have difficulty identifying the correct building before reaching the entrance. Improving building identification will assist motorists in locating the property safely and efficiently, reducing unnecessary turns, abrupt lane changes, and confusion along the roadway.

Additionally, the proposed sign is architecturally compatible with the existing building and surrounding commercial properties and will not create noise, glare, or any other nuisance affecting neighboring businesses or residents.

The property already contains tenant identification signage, including the existing Edward Jones wall sign, and nearby multi-tenant buildings along the corridor utilize similar forms of tenant identification. The requested variance would therefore maintain the commercial character of the area while improving access and wayfinding for patients seeking medical and wellness services.

For these reasons, granting the variance will promote safe navigation to the property and will not adversely affect the public health, safety, comfort, or welfare of the residents of Lake Orion.

Planner Response:

Granting the applicant would not impair public health, safety, comfort or welfare of the inhabitants of the Village of Lake Orion.

RECOMMENDATION

The Board of Zoning Appeals shall only grant a variance from the requirements of the Zoning Ordinance upon finding the criteria described above have been met for the variance requested. In making your determinations relative to the requested variance, the BZA shall specify the grounds for the decision.

Findings of Fact Supporting Denial

Should the Board determine that the practical difficulty standards have not been met, the following findings may support denial:

1. Strict compliance does not unreasonably prevent use of the property for a permitted purpose.
2. Existing signage opportunities provide reasonable tenant identification.
3. The requested variances have not been demonstrated to be the minimum necessary to provide relief.
4. Approval may create inequities among tenants and establish a precedent inconsistent with the intent of the Sign Ordinance.

Findings of Fact Supporting Approval

Should the Board determine that the practical difficulty standards have been met, the following findings may support approval:

1. The practical difficulty arises from unique physical characteristics of the property.
2. The conditions were not created by the applicant.
3. The requested relief would improve site identification and access without negatively affecting adjacent properties.
4. Approval would not impair public health, safety, comfort, or welfare.
5. The requested sign remains compatible with the character of the surrounding commercial corridor.

Based upon the information submitted by the applicant, staff's review of the request, and subject to any evidence presented during the public hearing, McKenna Staff recommends **denial** of the requested variances.

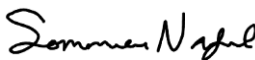
We look forward to reviewing these findings and recommendations with you. Please feel free to contact us with any questions.

Respectfully submitted,

McKENNA



Jacob VanBoxel, MSA
Principal Planner



Sommer Nafal, NCI
Assistant Planner

cc: Village Clerk: Sonja Stout, 21 E. Church Street, Lake Orion, MI 48362
Applicant: Kari Torkko, 214 S Broadway Ste 300