



Department of Planning and Economic Development  
 1000 Rochester Hills Dr.  
 Rochester Hills, MI 48309  
 (248) 656-4660  
[planning@rochesterhills.org](mailto:planning@rochesterhills.org)  
[www.rochesterhills.org](http://www.rochesterhills.org)

## Sign Board of Appeals (SBA) Application

### Property Information

Street Address 50 W Hamlin Rd. @ Rochester Rd.	
Parcel Identification Number (can be obtained on the <a href="#">Property Tax Look-Up page on the City's website</a> ) 70-15-22-451-030	
Current Use(s) ROCHESTER-HAMLIN RETAIL CENTER	Zoning District 201 COMMERCIAL

### Request Information

Ordinance Section(s) (variance being requested from) Chapter 134-5 Maximum ground sign height not to exceed seven (7) feet
Requested Variance(s) We are requesting to raise the height of the new multi tenant monument sign one (1) foot, to eight (8) feet maximum height.
Review Criteria (as defined in <a href="#">Section 134-41</a> of the City's Sign Ordinance) The zoning ordinance authorizes the SBA to vary or modify the ordinance only in cases when the competent, material and substantial evidence in the official record of the appeal supports all the following affirmative findings:
Special Conditions. Describe how special conditions or circumstances exist which are peculiar to the land, structure or building involved and which are not applicable to other lands, structures or buildings in the same district. The buildings are set back over 300 feet, which requires the tenants to have a multi tenant sign close to the road, with visible above the vehicular traffic. The existing 20 foot tall pole sign satisfies the visibility for the tenants on this property. We are proposing to replace this pole sign with a new monument sign. Because of the restrictions in set back, height and Sight Distance Roadways, the sign will be below vehicular visibility and pushed into the parking lot.
Deprivation of Rights. Describe how literal interpretation or application of the provisions of <a href="#">Chapter 134 (Signs)</a> would deprive the applicant of property rights commonly enjoyed by other properties in the same district under the terms of <a href="#">Chapter 134 (Signs)</a> . Looking at the multi tenant signs on Rochester Rd., from M59 to Hamlin Rd., you can see how this height restriction affects the function of a multi tenant sign. The height restriction forces the multi tenant signs to be installed at grade. With vehicular traffic, parking and landscaping, most of the sign is obstructed. The height restriction deprives the tenants the visibility needed for customers to find them.
Substantial Justice. Describe how allowing the variance will result in substantial justice being done, considering the public benefits intended to be secured by <a href="#">Chapter 134 (Signs)</a> , the individual difficulties that will be suffered by a failure of the SBA to grant a variance, and the rights of others whose property would be affected by the allowance of the variance, and will not be contrary to the public purpose and general intent and purpose of <a href="#">Chapter 134 (Signs)</a> . By granting this variance, adding a minimum of one (1) foot to the height of the sign, will provide visibility for most of the tenants. It will also allow the patrons to be safe on the road trying to see the sign and find the merchants. The proposed sign panels are at a minimum visibility in size, for the distance from the road, and the speed limit. We would prefer to add thirteen (13) feet, to the height, like the existing sign.



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**SBA  
Application**

**Applicant Information**

Name Kevin Short, Johnson Sign Co.		
Address 2240 Lansing Ave		
City Jackson	State MI	Zip 49202
Phone 734.483.2000	Email kevinshort@huronsign.com	
Applicant's Legal Interest in Property Contractor for the owner		

**Property Owner Information**  Check here if same as above

Name Matt Jonna, ROCHESTER-HAMLIN RETAIL CENTER, LLC		
Address 30777 Northwestern Hwy. Suite 301		
City Farmington Hills	State MI	Zip 48334
Phone 248.706.1600	Email mattjonna@plummarket.com	

**Applicant's/Property Owner's Signature**

I (we) do certify that all information contained in this application, accompanying plans and attachments are complete and accurate to the best of my (our) knowledge.

I (we) authorize the employees and representatives of the City of Rochester Hills to enter and conduct an investigation of the above referenced property.

Applicant's Signature Property Owner		Applicant's Printed Name Matthew Jonna	Date 12-21-18
Property Owner's Signature Applicant		Property Owner's Printed Name Kevin Short, Johnson Sign Co	Date 12/21/2018

**OFFICE USE ONLY**

Date Filed 12-28-18	File # 19-004	Escrow # N/A
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