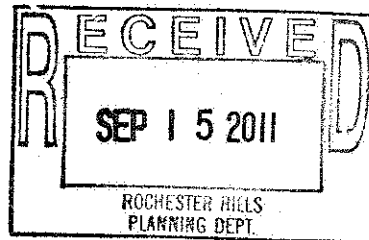




innovative by nature



Bryan K. Barnett  
Mayor

September 15, 2011

City Council

Ravi Yalamanchi  
District 1

J. Martin Brennan  
District 2

Greg Hooper  
District 3

Nathan Klomp  
District 4

Vern Pixley  
At-Large

James Rosen  
At-Large

Michael Webber  
At-Large

Sign Fabrications Inc.  
43984 Groesbeck Highway  
Clinton Township, MI. 48036

Re: 1488 N. Rochester Rd, Bar Louie wall sign

Dear Applicant:

We are in receipt of your application for a sign permit for the above referenced location. However, your application does not meet the requirements as set forth in our Ordinance for the following reasons:

Rochester Hills Ordinance Section 134-181 **Standards** states:

“When a building is located within or at the required setback, a wall sign may project up to 12 inches beyond the building, but in no case shall a wall sign extend into the existing right-of-way”.

ITEM #1

The submitted sign permit application is requesting a sign that is to be installed perpendicular to the outside corner of the intersecting western and southern facing walls, which sign is proposed to project 40 inches from the surface of the wall. This is a violation of 28 inches.

Therefore, we are unable to approve your application and are issuing this letter of denial. You may revise your plans and application in compliance with the Ordinance by eliminating the violations. This will expedite the permit application process by not requiring a hearing by the Sign Board of Appeals.

An appeal of this denial or variance may be requested of Rochester Hills Sign Board of Appeals. If you decide to appeal this matter before the Sign Board of Appeals, a filing fee and your application for a public hearing before the Sign Board of Appeals must be submitted to the Planning Department within (20) days of the date of this letter. Your application will then placed on the next available agenda.

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Sign Fabricators  
1488 N. Rochester

Re: Bar Louie wall sign.

If you seek a variance, a variance to this chapter may be allowed by the sign board of appeals only in cases when competent, material and substantial evidence in the official record of the appeal supports all the following affirmative findings:

- (1) *Special conditions.* That 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.
- (2) *Deprivation of rights.* That literal interpretation or application of the provisions of this chapter would deprive the applicant of property rights commonly enjoyed by other properties in the same district under the terms of this chapter.
- (3) *Substantial Justice.* Allowing the variance will result in substantial justice being done, considering the public benefits intended to be secured by this Chapter, the individual difficulties that will be suffered by a failure of the sign board 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 this Chapter.

If you have any questions regarding the above, please feel free to contact the Building Department at (248) 656-4615.

Sincerely,

BUILDING DEPARTMENT

Robert G. White  
Housing & Zoning Ordinance Enforcement

RGW  
c: Planning Department