



innovative by nature

Bryan K. Barnett
Mayor
July 28, 2011

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Allied Signs, Inc.
33650 Giftos
Clinton Township, MI 48035

Re: 808 S. Rochester Rd. – McDonald's

Dear Applicant:

We are in receipt of your application for a sign permits 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 Code of Ordinances Section 134-179 allows for signs permitted in General Commercial – Retail premises as provided in Table 134-181 states:

Section 134-181 Standards Table establishes allowable sign area per site at 10% of the building façade. Façade is defined as "the front of the building or tenant space measured from side to side and from grade to top of wall.

ITEM #1

The submitted sign permit applications are requesting building mounted signs for the soon to be new McDonald's Restaurant at 808 S. Rochester Rd. A total of six (6) sign permits (including monument sign) were submitted for the restaurant. The monument sign is permitted as a separate calculation and conforms to the City's Ordinance. Under the current Sign Ordinance the premise is permitted 59.28 square feet of building sign area. Two (2) of the building signs have been approved totaling 55.25 square feet. This then leaves a total of 4.03 square feet of unused wall sign area. The three (3) remaining signs being requested total 96.5 square feet. Therefore, a variance of 92.47 square feet is required to erect the remaining requested signs. This would bring the total requested sign area for the building to 151.75 sq ft.

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Approved signs:

1. One "M" logo for Rochester Rd. elevation (14 sq. ft.)
2. One "McDonald's" Rochester Rd. elevation (41.25 sq. ft.)
3. One "M" McDonald's monument sign (25 sq. ft.)

Signs Requiring Variance:

1. One "McDonald's" sign, South elevation (41.25 sq. ft.)
2. One "McDonald's" sign, North elevation (41.25 sq. ft.)
3. One "M" logo sign, North elevation (14 sq. ft.)

The previous McDonald's building was permitted 120 square feet of sign area. This was based on the former sign ordinance whereby the sign area was calculated by acreage. Under that ordinance this McDonald's had some 107.70 square feet of sign area displayed on the building. Under the current Sign Ordinance, sign area is calculated to a maximum of 10% of the front elevation, which in this case is 59.28 square feet.

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 (10) days of the date of this letter. Your application will then placed on the next available agenda.

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 records 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.

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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. That 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



Mark G. McLocklin
Housing & Zoning Ordinance Inspector

MGM/cn
c: Planning Department