



**Department of Planning and Economic Development**  
 Staff Report to the Sign Board of Appeals

October 6, 2011

<b>808 S. Rochester Road – McDonald’s</b>	
<b>REQUEST</b>	A variance of 92.47 square feet to permit exterior building signs with an aggregate area of 151.75 square feet
<b>APPLICANT</b>	Allied Signs 33650 Giftos Clinton Township, MI 48035
<b>AGENT</b>	Kim Allard
<b>LOCATION</b>	West side of Rochester Road north of Avon Road (at Lifetime Fitness entrance road)
<b>FILE NO.</b>	73-175.2
<b>PARCEL NO.</b>	15-15-476-020
<b>ZONING</b>	B-2 General Business
<b>STAFF</b>	Jim Breuckman, AICP, Manager of Planning

*In this Report:*

Requested Variance..... 1

Site Description..... 1

Summary..... 2

Analysis..... 2

**Requested Variance**

A variance of 92.47 square feet from Section 134-181 (Standards Table) of the Code of Ordinances, which calculates maximum allowable sign area as a percentage of building façade area. The maximum permitted sign area on the subject site is 59.28 square feet, while the applicant is requesting wall signage with an aggregate area of 151.75 square feet.

**Site Description**

The site is located on the west side of Rochester Road north of Avon Road. The site has recently been redeveloped to construct a new building for the long-standing McDonald’s use.

## Summary

---

As part of the reconstruction of the building on the site the applicant is seeking approval for a package of 5 wall signs consistent with McDonald's national standard sign package, which requires a significant sign area variance. The previous McDonald's building was constructed under the former sign ordinance which calculated permitted sign area by site area. The new sign ordinance calculates permitted wall sign area as a percentage of building façade.

The old McDonald's building was permitted to have up to 120 square feet of sign area, and the building had 107.70 square feet of sign area.

Please refer to the Building Department's letter dated July 28, 2011 for a complete description of the sign package proposed for the site.

## Analysis

---

The Sign Board of Appeals may vary or modify the requirements of the City's Sign Ordinance only in cases when the following considerations are met:

1. **Special Conditions.** *That special conditions or circumstances exist which are peculiar to the land, structure, or building and which are not applicable to other lands, structures or buildings in the same district.* There are no unique circumstances which exist on the site that are not applicable to other B-2 sites.
2. **Deprivation of Rights.** *That literal interpretation or application of the provisions of Chapter 134 (signs) would deprive the applicant of property rights commonly enjoyed by other properties in the same district under the terms of Chapter 134.* Denial of the requested variance will not deprive the property owner of the right to have signs on their building.
3. **Substantial Justice.** *Allowing the variance will result in substantial justice being done, considering the public benefits intended to be secured by Chapter 134 (signs), 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 Chapter 134 (signs).* Given that there are no unique circumstances on the site, granting of the variance would confer special benefits on the property owner that are not enjoyed by other sites in the B-2 district.