



Jennifer MacDonald <macdonaldj@rochesterhills.org>

Re: ZBA application - Henry Ford Health 1101 W. University

1 message

Jodi Welch <welchj@rochesterhills.org>
To: Jennifer MacDonald <macdonaldj@rochesterhills.org>
Cc: Chris McLeod <mcleodc@rochesterhills.org>

Fri, Dec 12, 2025 at 2:47 PM

Locations:

Locations of signs E28, E14, and E43 were reviewed with Engineering.

Location approved with the condition that sign E28 **must** remain in the existing sign location, or slightly north for utility reasons.**Sign area**

E14 and E43 will be 40 sq ft each (measured around the Henry Ford Health top illuminated portion of the sign)

Existing signage on the brick wall = 106 sq ft (each electronic side (2) are 27 sq ft; main sign is 52 sq ft measured around the copy)

This will put the main road signage at 186 sq ft, where 150 sq ft is allowed.

Ordinance allows 1 additional sign at a maximum of 20 sq ft; the proposed E14 is also 40 sq ft.

So variances required are for:

1. Max height
2. Maximum area allowed

Sincerely,



Jodi Welch
Ordinance Manager
Building Department
CCEO, COSS

248-841-2439
rochesterhills.org

On Fri, Dec 12, 2025 at 1:10 PM Jennifer MacDonald <macdonaldj@rochesterhills.org> wrote:
Sweet thanks!



Jennifer MacDonald
Planning Specialist
Planning & Economic Development

248-841-2575
rochesterhills.org

Stratus

onestratus.com

888.503.1569

LOCATION NUMBER:

2110

SITE ADDRESS:

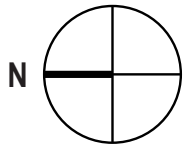
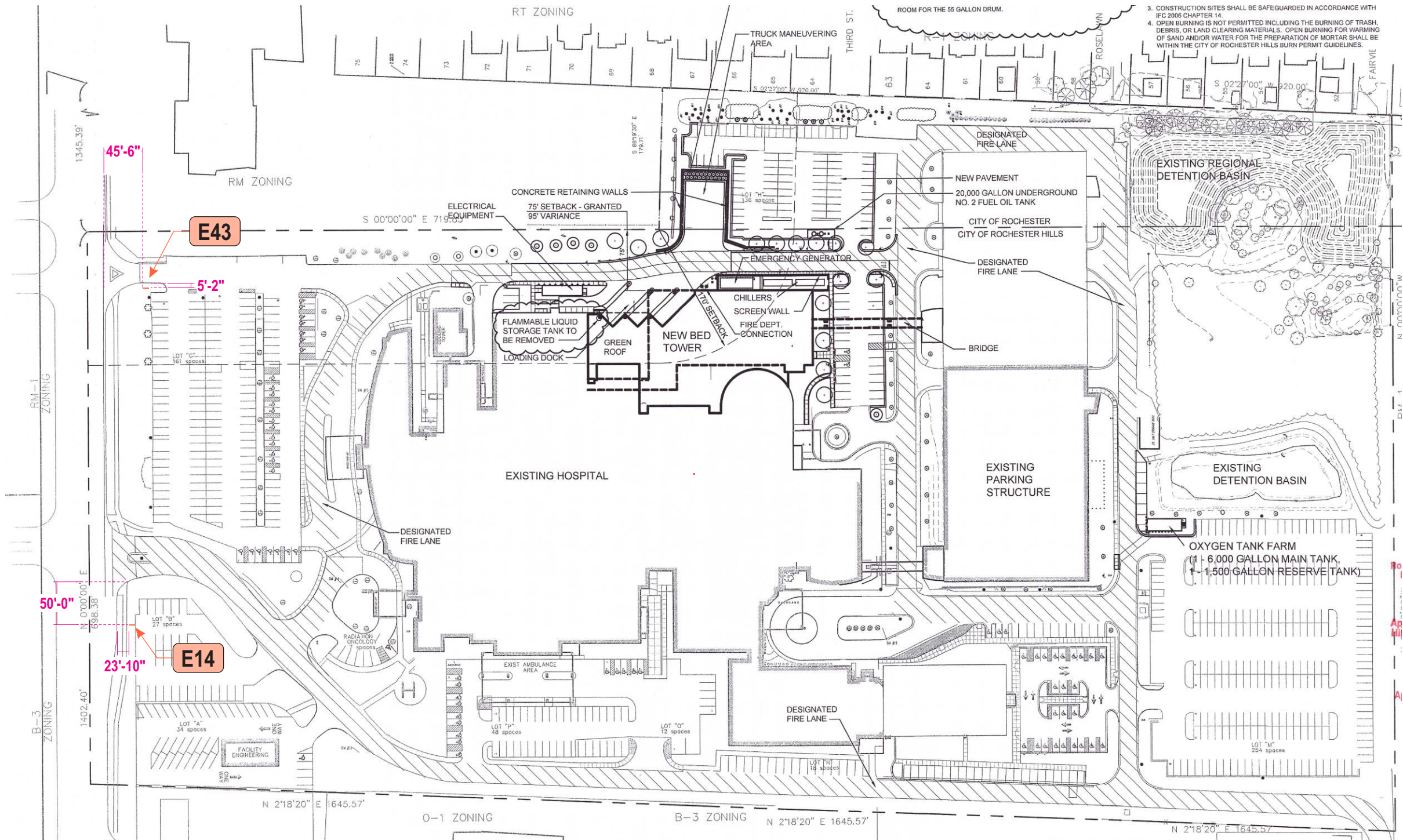
1101 W University Dr
Rochester, MI
48307-1863

[View in Google Maps](#)

**HENRY
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HEALTH**

SITE PLAN

Scale: 1/128"=1'-0"



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CLIENT:
HENRY FORD HEALTH

ADDRESS:
1101 W UNIVERSITY DR
ROCHESTER, MI
48307-1863

PAGE NO.:
2

ORDER NUMBER:
1236932

SITE NUMBER:
2110

ELECTRONIC FILE NAME:
K:\ACCOUNTS\H\Henry Ford Health System\Locations\2025\MI\2110_Rochester\2110_Rochester_E14_E43_Site Plan.cdr

PROJECT NUMBER:
89324

PROJECT MANAGER:
NATHAN FRAZIER

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	567757	12/09/25 NS					

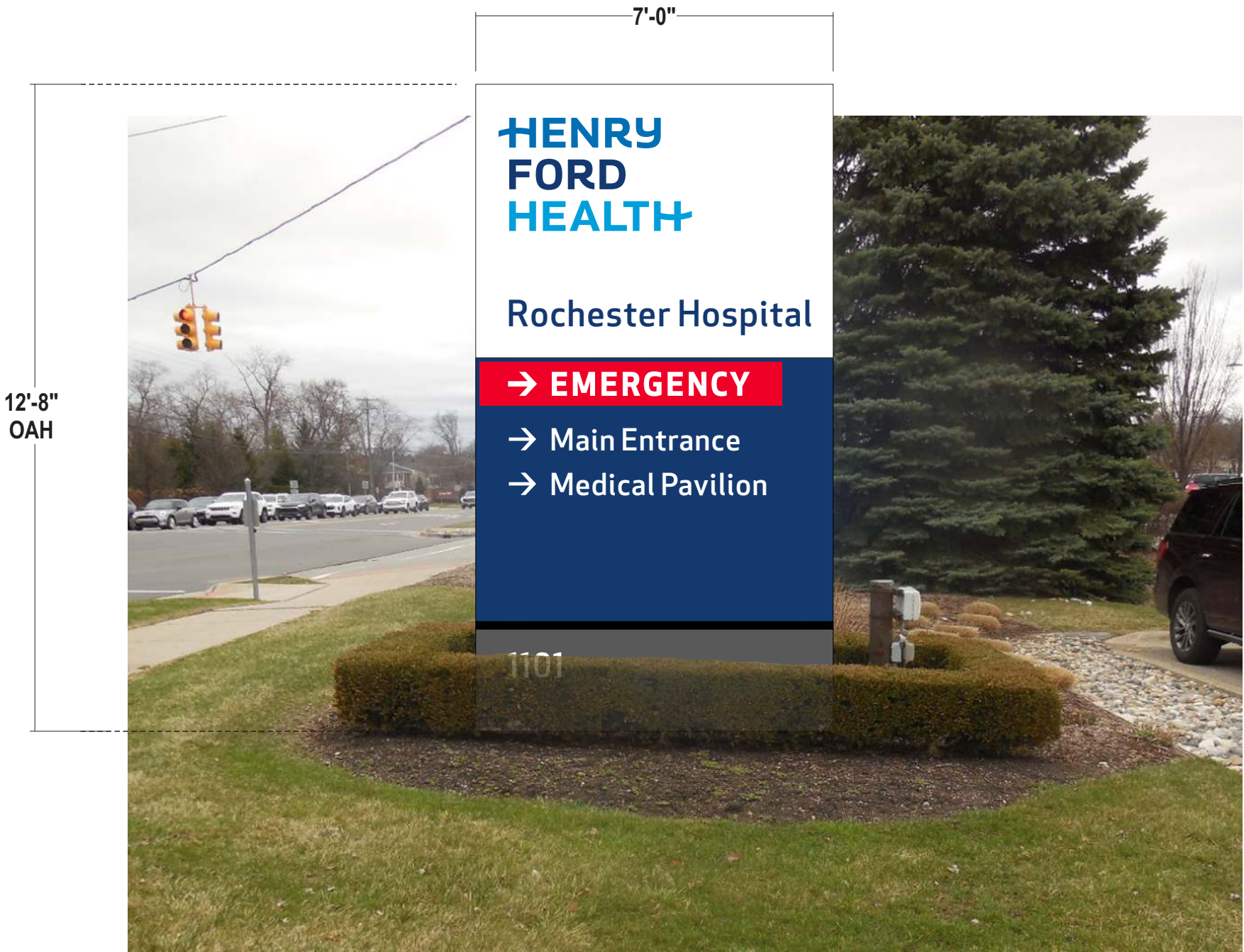
PRINTS ARE THE EXCLUSIVE PROPERTY OF STRATUS. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF STRATUS.

EXISTING SIGN SF:	44.2
PROPOSED SIGN SF:	88.7

EXISTING CONDITIONS



Existing 6'-9-1/2" x 6'-6" monument
to be removed & replaced;
Install far enough away to avoid existing footer



PROPOSED SIGNAGE

E14

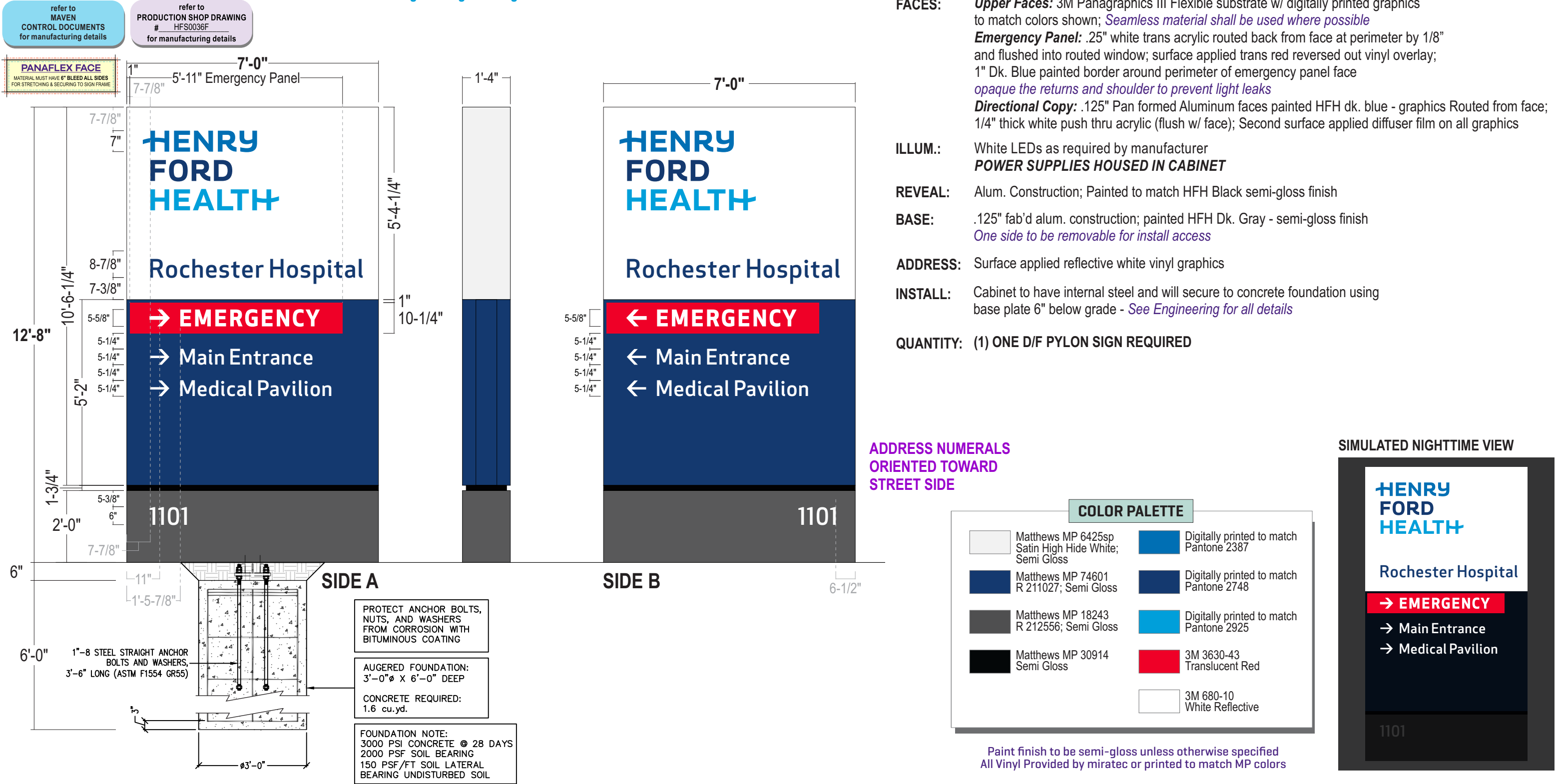
D/F ILLUMINATED EMERGENCY PYLON SIGN

PE-12-IL

Scale: 3/8"=1'-0"

88.7 square feet

See Engineering Drawing For all Details



EXISTING SIGN SF:	±16
PROPOSED SIGN SF:	88.7

EXISTING CONDITIONS



Existing ±4'-0" x ±4'-0" signage
to be removed & replaced;
Install far enough away to avoid existing footer



12'-8"
OAH

FOUNDATION TO AVOID
EXISTING CULVERT

PROPOSED SIGNAGE

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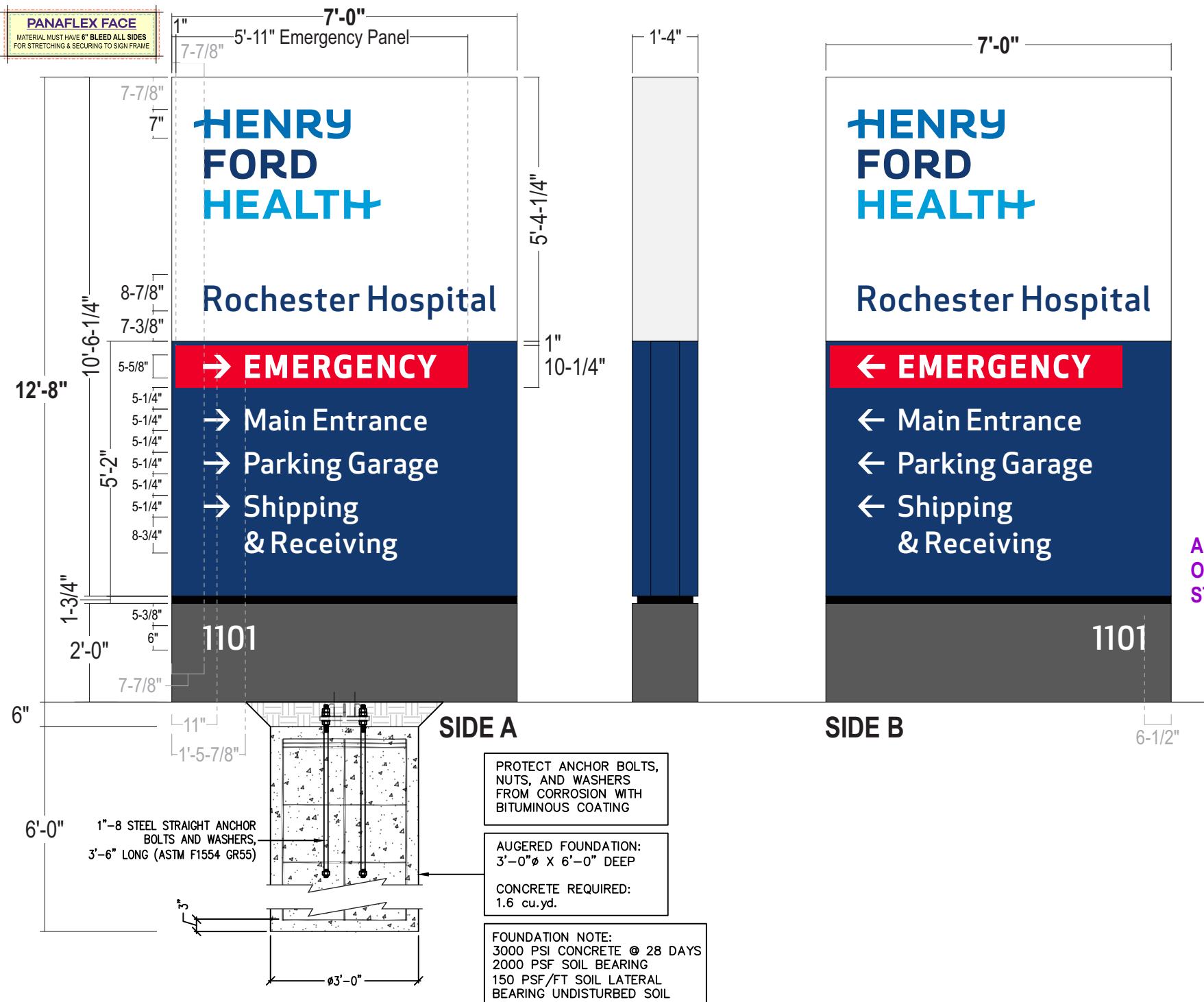
E43

See Engineering Drawing For all Details

88.7 square feet

refer to
PRODUCTION SHOP DRAWING
HFS0036F
for manufacturing details

PANAFLEX FACE
MATERIAL MUST HAVE 6" BLEED ALL SIDES
FOR STRETCHING & SECURING TO SIGN FRAME



FACES: *Upper Faces:* 3M Panagraphics III Flexible substrate w/ digitally printed graphics to match colors shown; *Seamless material shall be used where possible*
Emergency Panel: .25" white trans acrylic routed back from face at perimeter by 1/8" and flushed into routed window; surface applied trans red reversed out vinyl overlay; 1" Dk. Blue painted border around perimeter of emergency panel face
opaque the returns and shoulder to prevent light leaks
Directional Copy: .125" Pan formed Aluminum faces painted HFH dk. blue - graphics Routed from face; 1/4" thick white push thru acrylic (flush w/ face); Second surface applied diffuser film on all graphics

ILLUM.: White LEDs as required by manufacturer
POWER SUPPLIES HOUSED IN CABINET

REVEAL: Alum. Construction; Painted to match HFH Black semi-gloss finish

BASE: .125" fab'd alum. construction; painted HFH Dk. Gray - semi-gloss finish
One side to be removable for install access










ADDRESS: Surface applied reflective white vinyl graphics

INSTALL: Cabinet to have internal steel and will secure to concrete foundation using base plate 6" below grade - *See Engineering for all details*

QUANTITY: (1) ONE D/F PYLON SIGN REQUIRED

ADDRESS NUMERALS ORIENTED TOWARD STREET SIDE

COLOR PALETTE

	Matthews MP 6425sp Satin High Hide White; Semi Gloss		Digitally printed to match Pantone 2387
	Matthews MP 74601 R 211027; Semi Gloss		Digitally printed to match Pantone 2748
	Matthews MP 18243 R 212556; Semi Gloss		Digitally printed to match Pantone 2925
	Matthews MP 30914 Semi Gloss		3M 3630-43 Translucent Red
			3M 680-10 White Reflective

Paint finish to be semi-gloss unless otherwise specified
All Vinyl Provided by miratec or printed to match MP colors

SIMULATED NIGHTTIME VIEW



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NATHAN FRAZIER

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[illegible]

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LOCATION NUMBER:

2110

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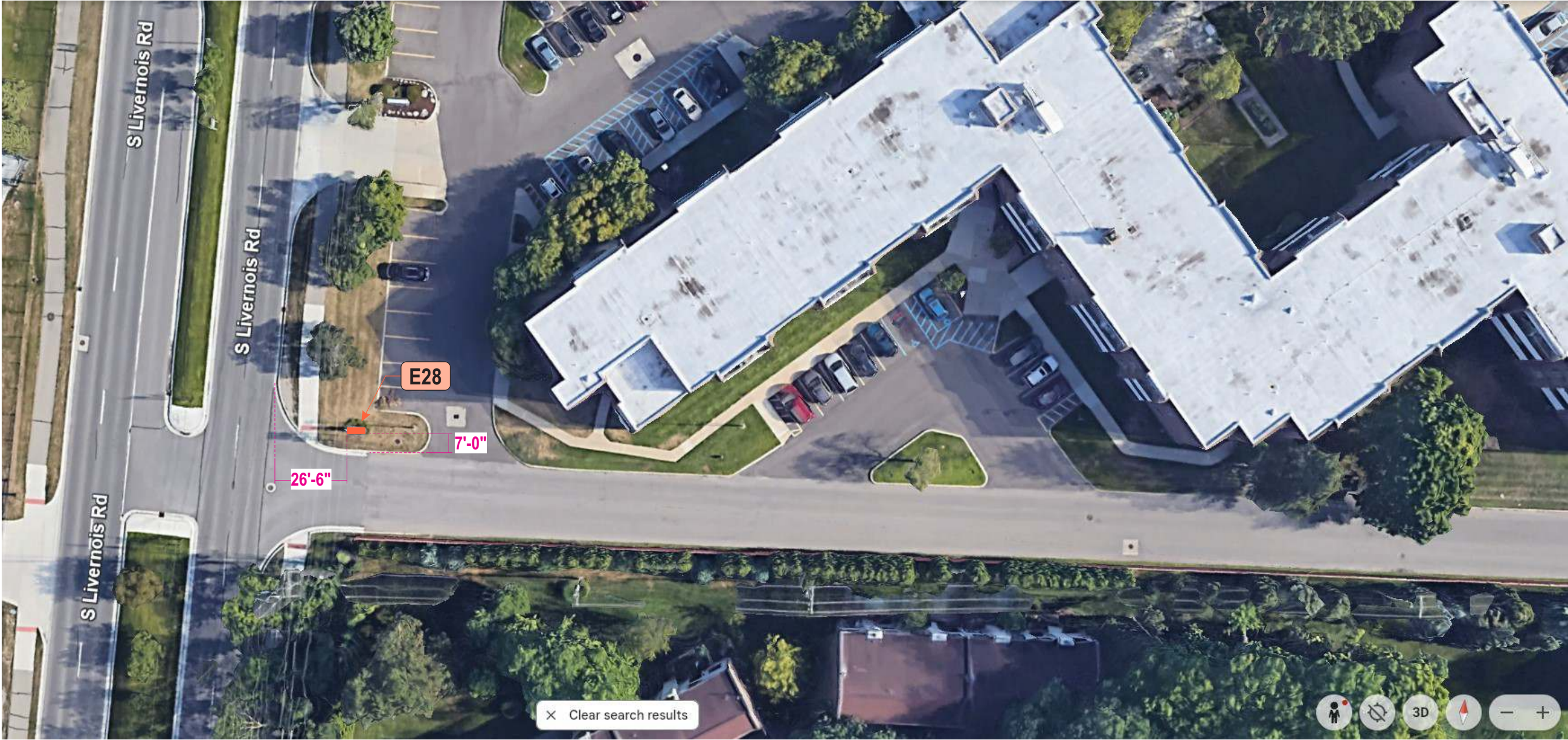
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**HENRY
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SITE PLAN

Scaled Proportionally



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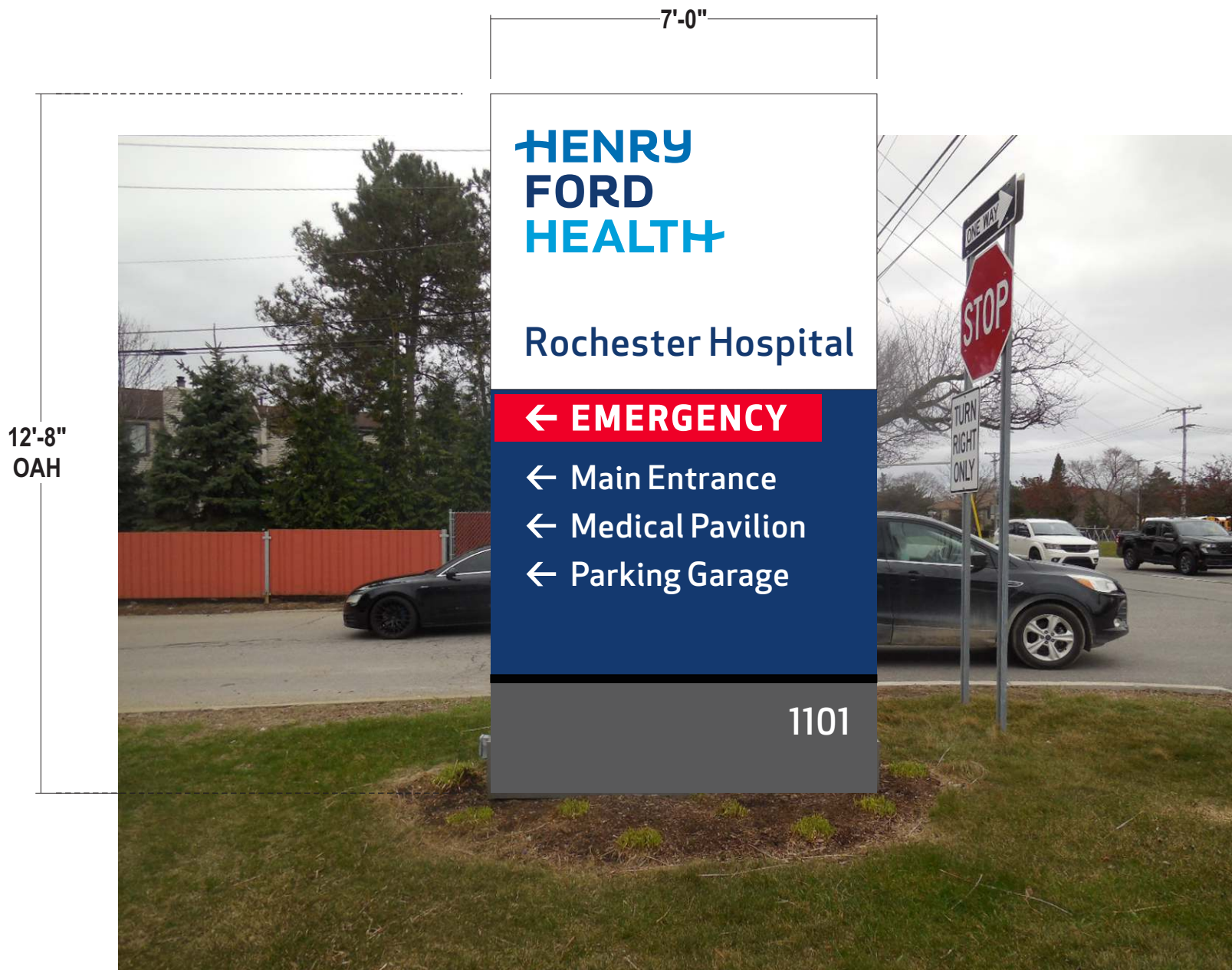
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E28

D/F ILLUMINATED EMERGENCY PYLON SIGN

PE-12-IL

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