



Jennifer MacDonald <[macdonaldj@rochesterhills.org](mailto:macdonaldj@rochesterhills.org)>

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

1 message

Jodi Welch <[welchj@rochesterhills.org](mailto:welchj@rochesterhills.org)>  
 To: Jennifer MacDonald <[macdonaldj@rochesterhills.org](mailto:macdonaldj@rochesterhills.org)>  
 Cc: Chris McLeod <[mcleodc@rochesterhills.org](mailto: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,



innovative *by* nature

**Jodi Welch**

Ordinance Manager  
 Building Department  
 CCEO, COSS

248-841-2439  
[rochesterhills.org](http://rochesterhills.org)

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



innovative *by* nature

**Jennifer MacDonald**

Planning Specialist  
 Planning & Economic Development

248-841-2575  
[rochesterhills.org](http://rochesterhills.org)

# Stratus

[onestratus.com](http://onestratus.com)

888.503.1569

**LOCATION NUMBER:**

2110

**SITE ADDRESS:**

1101 W University Dr  
Rochester, MI  
48307-1863

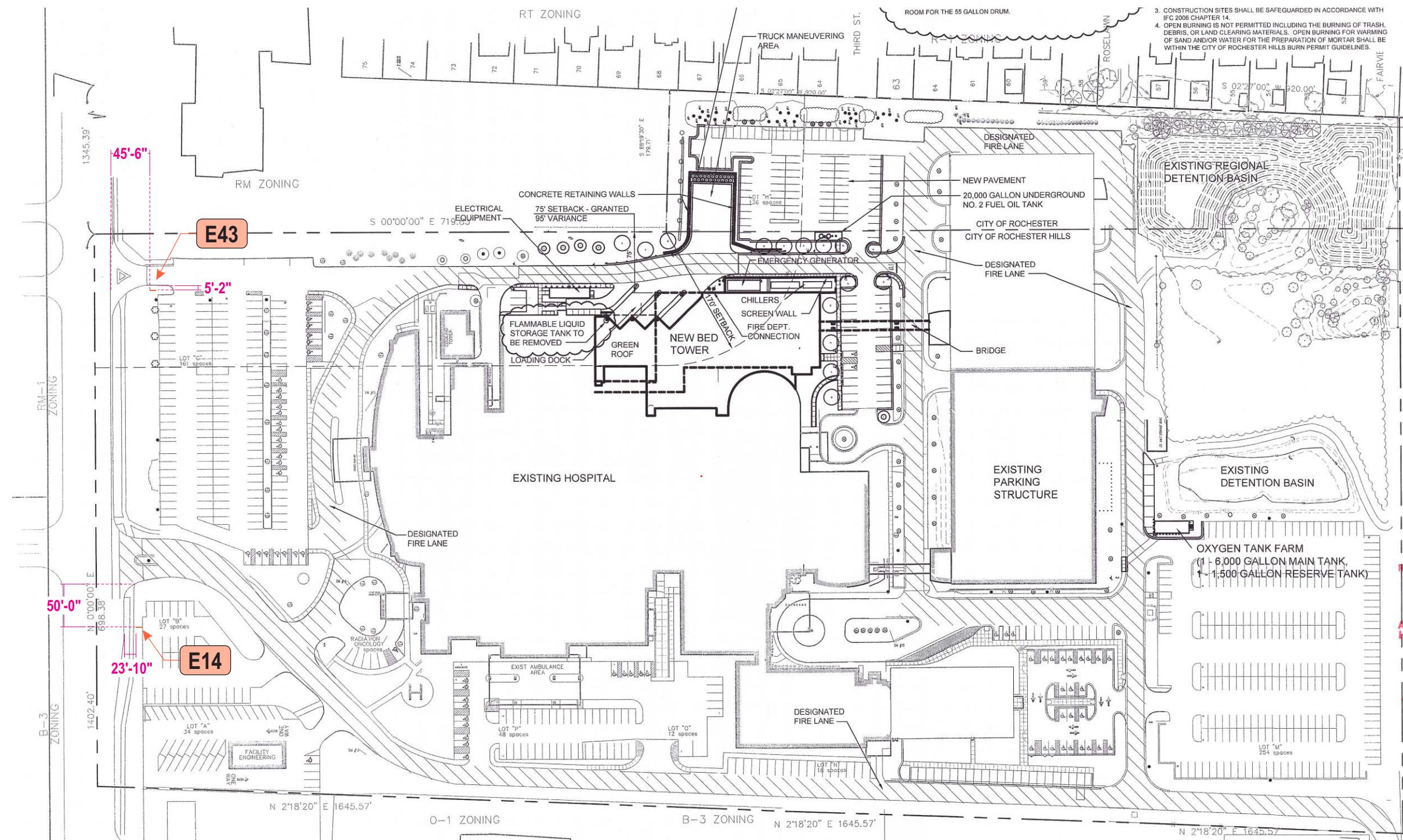
[View in Google Maps](#)

**HENRY  
FORD  
HEALTH**

Infinite possibilities, ideal solutions.

## SITE PLAN

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



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CLIENT:

Digitized by srujanika@gmail.com

PAGE NO. .

1

<u>ORDER NUMBER:</u> 1236932	<u>PROJECT NUMBER:</u> 89324
<u>SITE NUMBER:</u> 2110	<u>PROJECT MANAGER:</u> NATHAN FRAZIER
<u>ELECTRONIC FILE NAME:</u> K:\ACCOUNTS\HI\Henry Ford Health System\Locations\2025\MI\2110_Rochester 2110_Rochester_E14_E43_Site Plan.cdr	

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E14

## ELEVATION @ D/F ILLUM MONUMENT

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

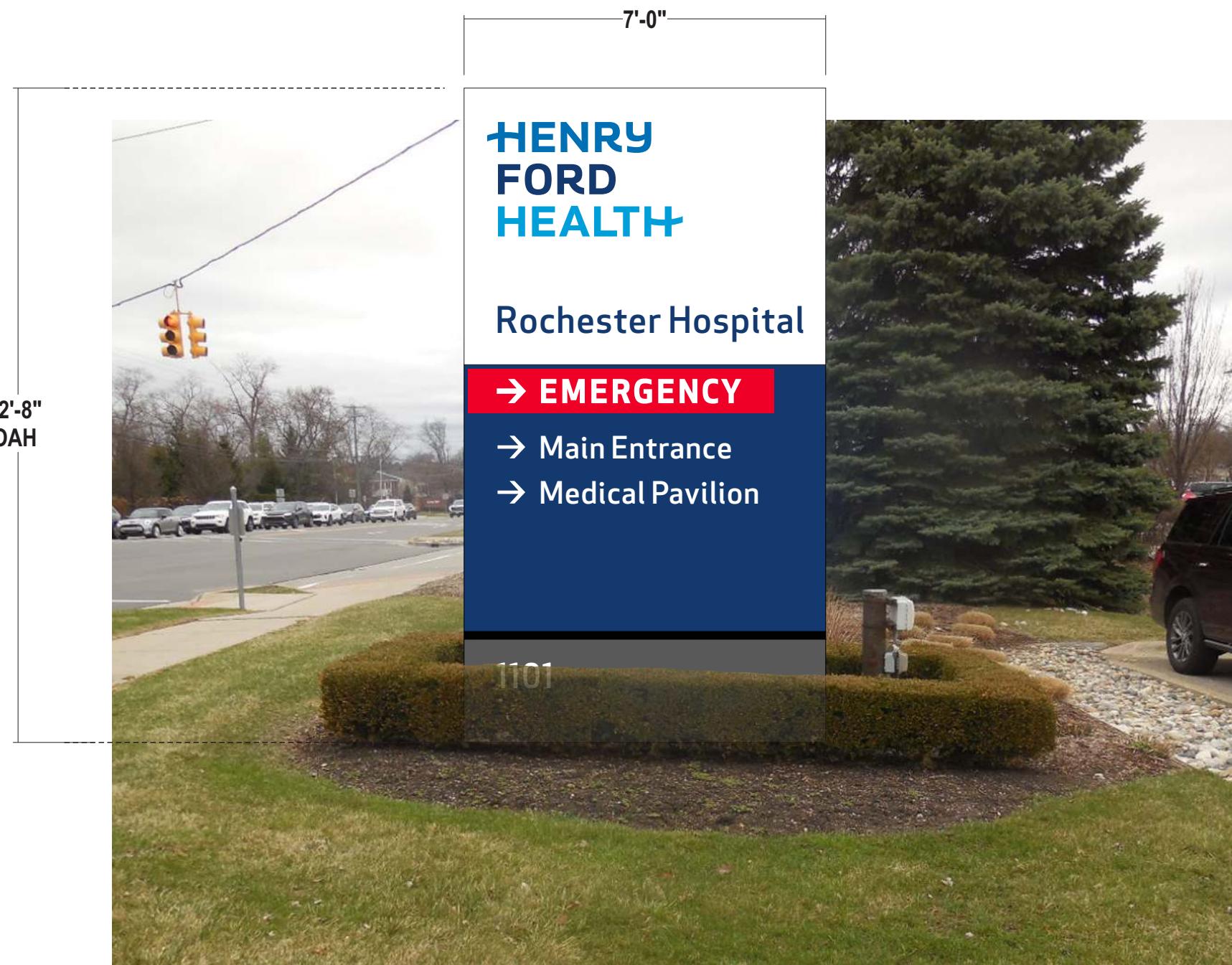
PE-12-IL

<u>EXISTING SIGN SF:</u>	44.2
<u>PROPOSED SIGN SF:</u>	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

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CLIENT: <b>HENRY FORD HEALTH</b>	ORDER NUMBER: 1236932	PROJECT NUMBER: 89324	Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
ADDRESS: 1101 W UNIVERSITY DR ROCHESTER, MI 48307-1863	SITE NUMBER: 2110	PROJECT MANAGER: NATHAN FRAZIER	Original	567757	12/09/25 NS					
PAGE NO.: <b>3</b>	ELECTRONIC FILE NAME: K:\ACCOUNTS\H\Henry Ford Health System\Locations\2025\MI\2110_Rochester\2110_Rochester_E14_E43_Site Plan.cdr									
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E14

## D/F ILLUMINATED EMERGENCY PYLON SIGN

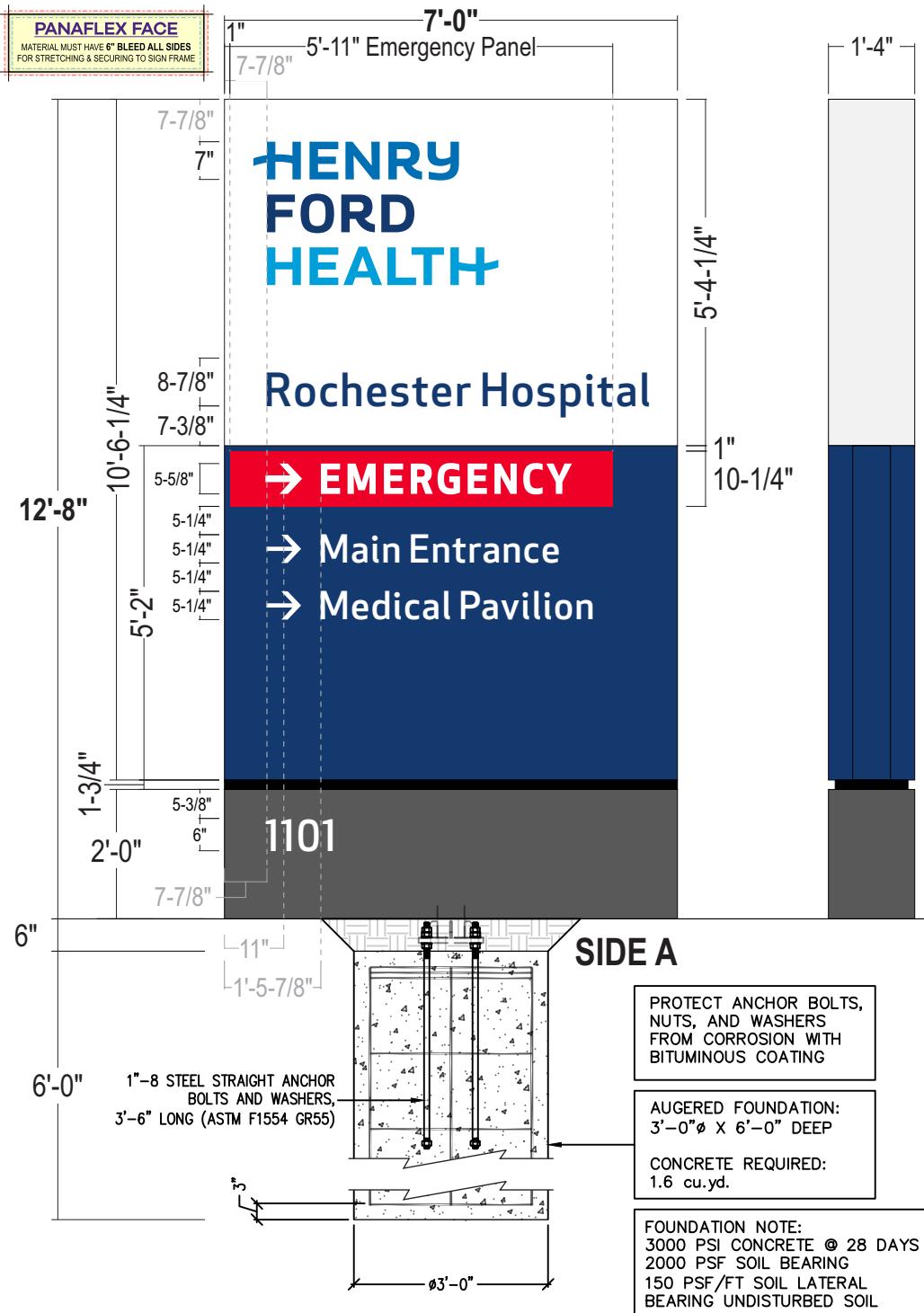
Scale: 3/8"=1'-0"

refer to  
MAVEN  
CONTROL DOCUMENTS  
for manufacturing detailsrefer to  
PRODUCTION SHOP DRAWING  
# HFS0036F  
for manufacturing details

See Engineering Drawing For all Details

PE-12-IL

88.7 square feet



**CABINET:** 16" deep aluminum angle sign frame w/ Bleed retainers & .125" alum. skin;  
Painted to match colors shown

**FACES:** **Upper Faces:** 3M Panographics 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*

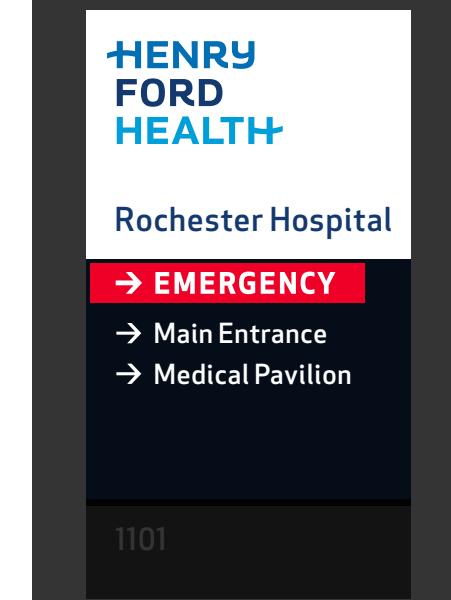
**QUANTITY:** (1) ONE D/F PYLON SIGN REQUIRED

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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SITE NUMBER:  
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PAGE NO.:  
4

PROJECT NUMBER:  
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PROJECT MANAGER:  
NATHAN FRAZIER

ELECTRONIC FILE NAME:  
K:\ACCOUNTS\HI\Henry Ford Health System\Locations\2025\MI\2110\_Rochester\2110\_Rochester\_E14\_E43\_Site Plan.cdr

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E43

## ELEVATION @ D/F ILLUM PYLON

Scale: 3/16"=1'-0"

PE-12-IL

EXISTING SIGN SF:	±16
PROPOSED SIGN SF:	88.7

## EXISTING CONDITIONS

PROPOSED SIGNAGE

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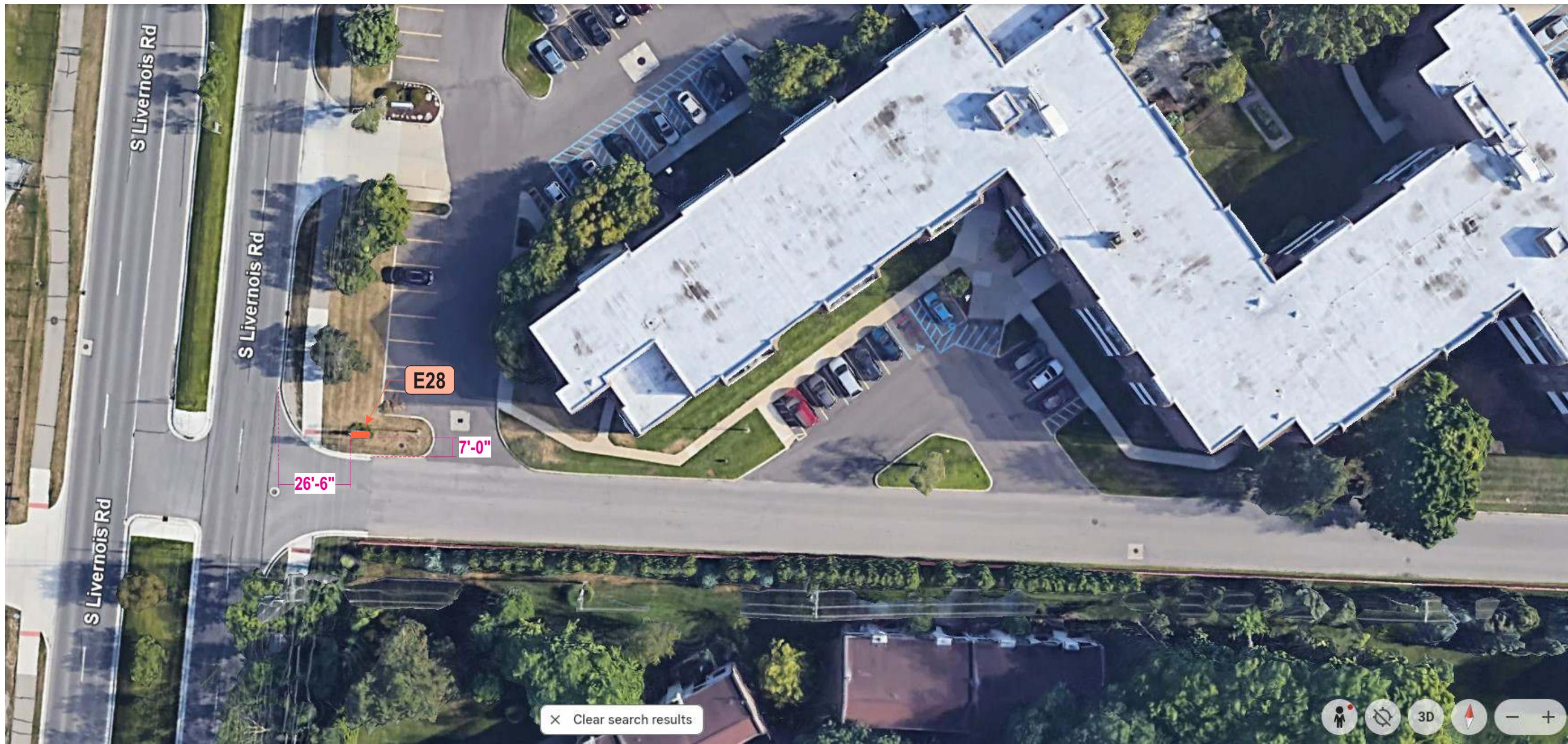
[View in Google Maps](#)

**HENRY  
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HEALTH**

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## SITE PLAN

Scaled Proportionally



E28

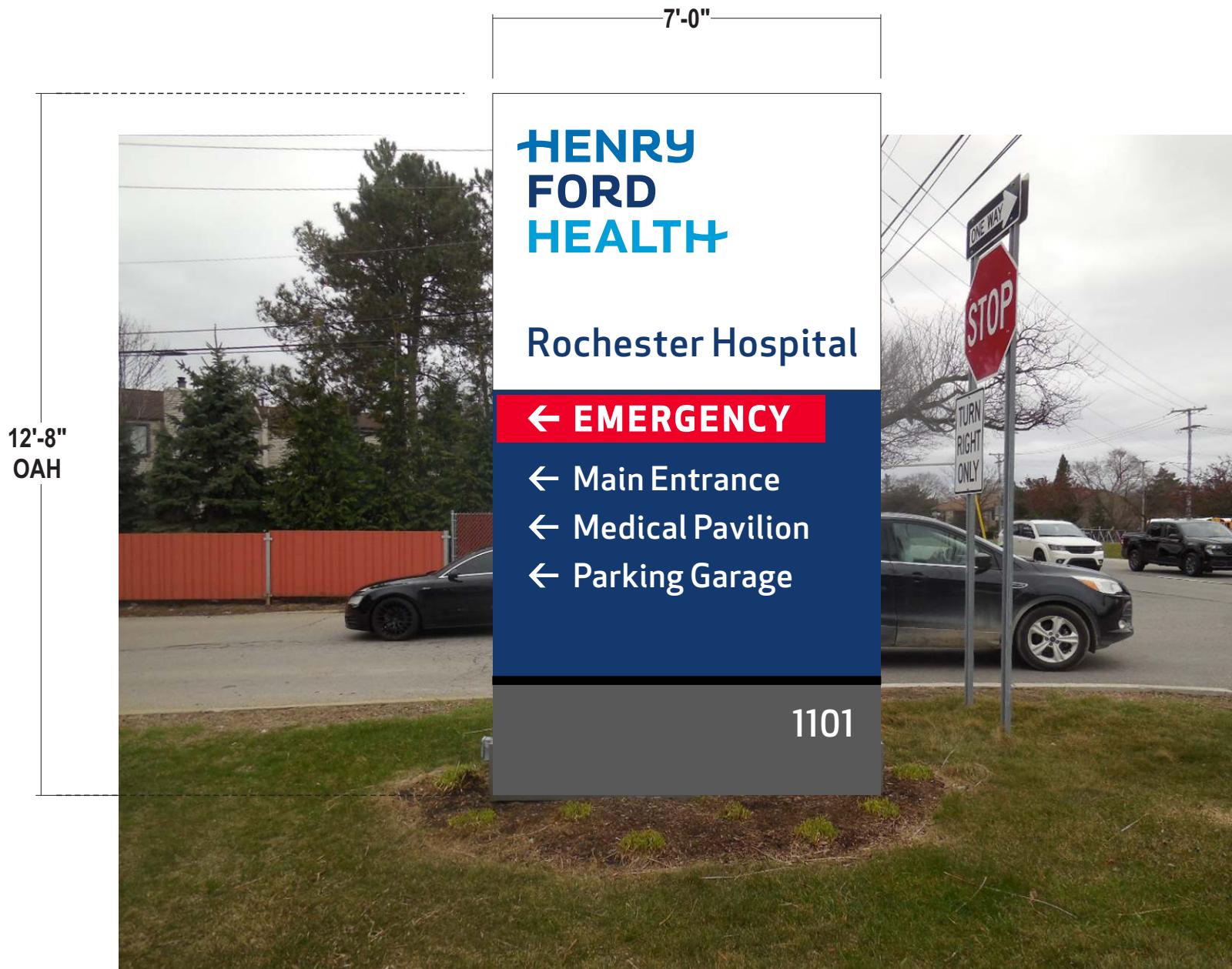
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PE-12-IL

EXISTING SIGN SF:	44.2
PROPOSED SIGN SF:	88.7

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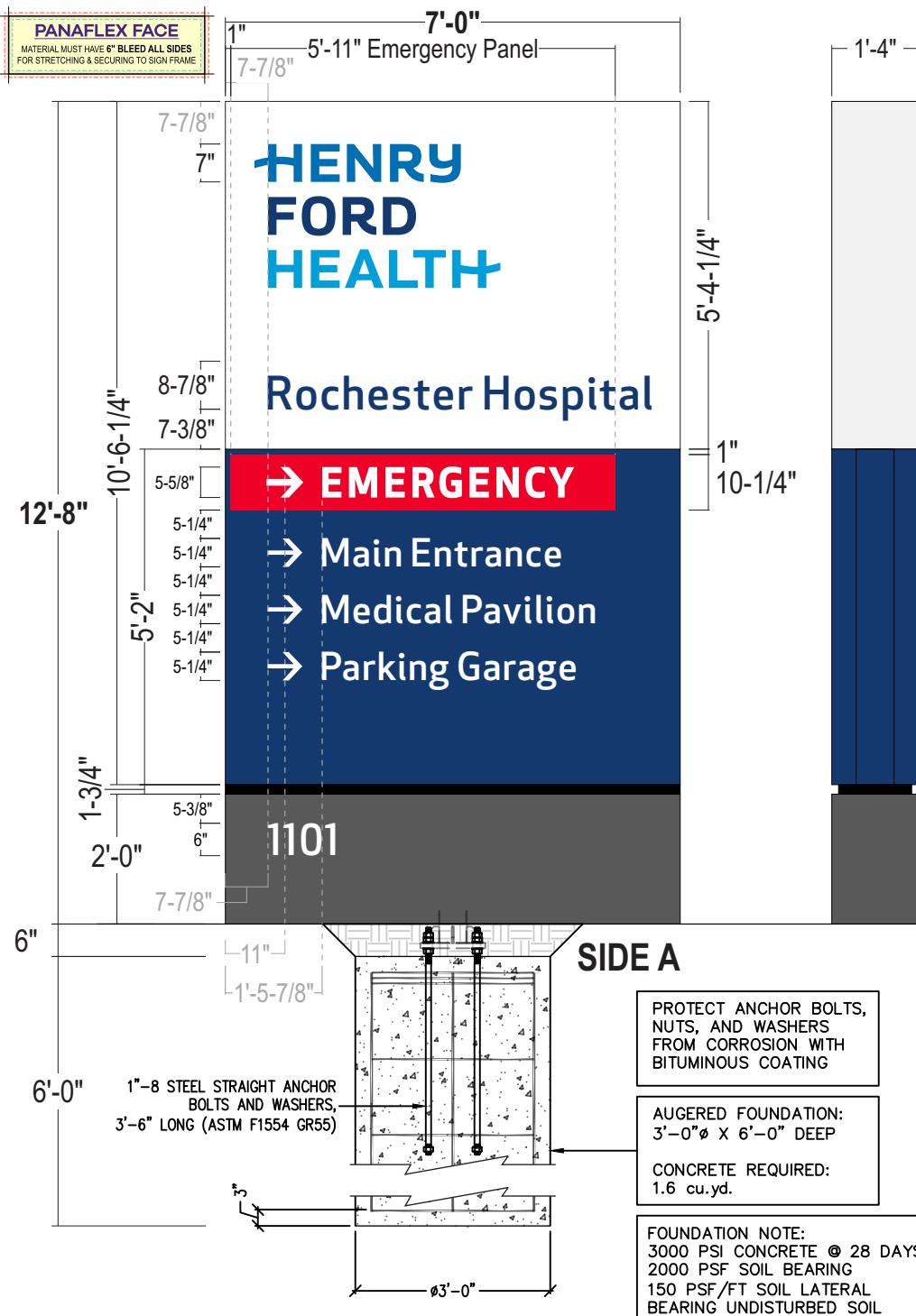
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