



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

March 4, 2026

PVAI2025-0009
1101 W. University – Maximum Area and Height of Freestanding Monument Sign and Maximum Area of Wall Signage

REQUEST The applicant is requesting variances, which if granted, in total or in part would allow:

Up to three (3) regulated freestanding signs, to be constructed to a height of up to 12.67 feet, approximately 5.67 feet in excess of that permitted by Ordinance. Per ordinance, the maximum height permitted is 7 feet.

The total area of all freestanding monument signs to be constructed onsite to be 218.27 square feet along University Dr. and an additional 38.58 square feet along S. Livernois Rd. Per Ordinance, the maximum freestanding monument sign sizes are limited to one hundred and fifty (150) square feet along the roadway which the hospital is addressed and one additional freestanding monument sign of twenty (20) square feet along an ancillary major road frontage.

Finally, the applicant is requesting a variance which if granted, would allow for the total area of all wall signage onsite to be 1,322.79 square feet, exceeding the permitted area of six hundred (600) square feet, by 722.79 square feet, also to allow for a proposed 244 square foot wall sign that exceeds the permitted individual wall sign size by forty-four (44) square feet; and for two (2) existing 256 square foot wall signs that each exceed the permitted individual wall sign size by fifty-six (56) square feet. The Ordinance permits a maximum wall sign size of two hundred (200) square feet per sign and an overall sign area of six hundred (600) square feet for all wall signs given the overall size and setback of the building. The remainder of all signs are otherwise in compliance with City requirements.

Please note that the plans submitted are the applicant's full sign package, which includes signs that require variances and those that are not regulated.

APPLICANT	Henry Ford Health 1101 W. University Dr. Rochester Hills, MI 48307
LOCATION	1101 W. University Dr., located on the south side of University Dr. and east of Livernois Rd.
FILE NO.	PVAI2025-0009
PARCEL NO.	15-15-101-003
ZONING	SP Special Purpose
STAFF	Chris McLeod, Planning Manager

Requested Variances

The applicant is requesting variances, which if granted, in total or in part would allow:

Up to three (3) regulated freestanding signs, to be constructed to a height of up to 12.67 feet, approximately 5.67 feet in excess of that permitted by Ordinance. Per ordinance, the maximum height permitted is 7 feet.

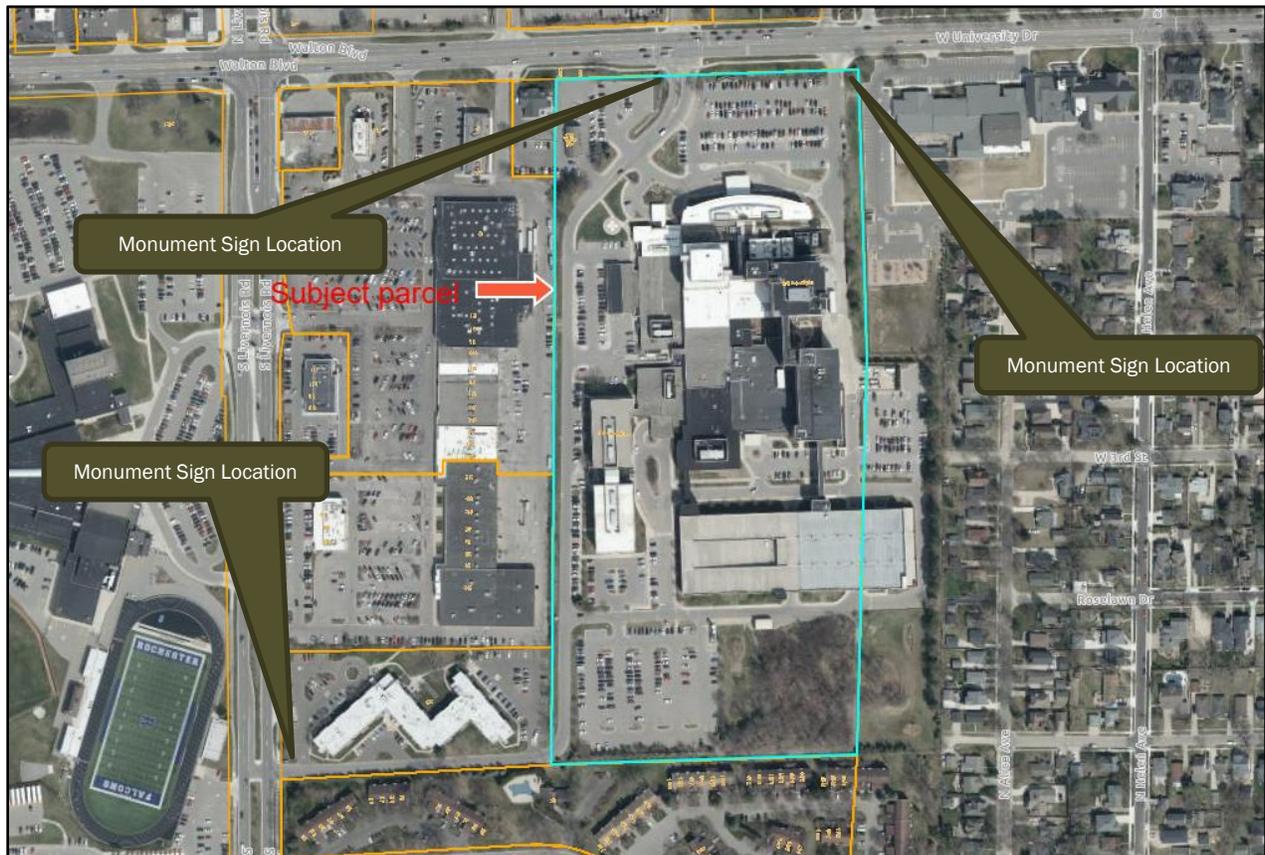
The total area of all freestanding monument signs to be constructed onsite to be 218.27 square feet along University Dr. and an additional 38.58 square feet along S. Livernois Rd. Per Ordinance, the maximum freestanding monument sign sizes are limited to one hundred and fifty (150) square feet along the roadway which the hospital is addressed and one additional freestanding monument sign of twenty (20) square feet along an ancillary major road frontage.

Finally, the applicant is requesting a variance which if granted, would allow for the total area of all wall signage onsite to be 1,322.79 square feet, exceeding the permitted area of six hundred (600) square feet by 722.79 square feet, also, to allow for a proposed 244 square foot wall sign that exceeds the permitted individual wall sign size by forty-four (44) square feet; and for two (2) existing 256 square foot wall signs that each exceed the permitted individual wall sign size by fifty-six (56) square feet. The Ordinance permits a maximum wall sign size of two hundred (200) square feet per sign and an overall sign area of six hundred (600) square feet for all wall signs given the overall size and setback of the building. The remainder of all signs are otherwise in compliance with City size requirements.

The subject site is located on the south side of University Dr. and east of Livernois Rd. Below is a table for the zoning and existing and future land use designations for the site and surrounding parcels.

	Zoning	Existing Land Use	Future Land Use
Subject Site	SP Special Purpose District	Residential Home	Institutional/Campus
North (Across University Dr.)	NB Neighborhood Business with the Flex Business Overlay and RM-1 Multiple Family Residential District	Single Family Homes	Mixed Use and Multiple Family Residential
South	RM-1 Multiple Family Residential District with the Flex Business Overlay District	Single Family Homes	Multiple Family Residential
East (City of Rochester)	City of Rochester	Henry Ford Health, St. John Lutheran School and single family residential	City of Rochester
West	CB Community Business District, O Office District and SP Special Purpose District all with the Flex Business District	Kroger shopping center, a doctor's office, and an apartment building	Mixed Use and Multiple Family Residential

Site Photograph



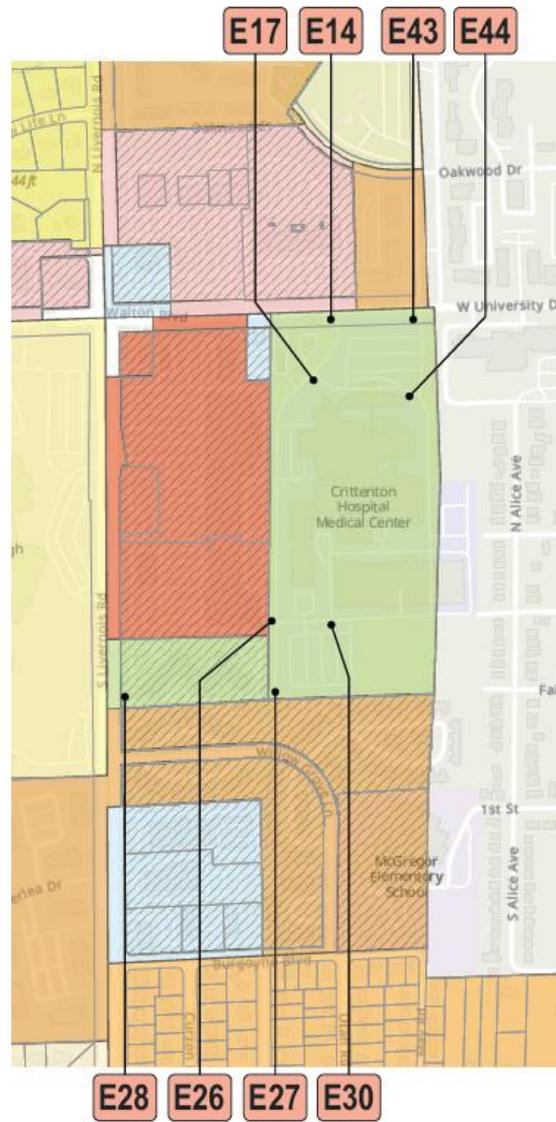
Application

The applicant has submitted an entire sign package for review and approval by the City's Building Department. The City's Building Department, after review, was not able to approve the sign package due to the excessive height and area of the proposed freestanding monument signs along with the overall area of the wall signs being proposed. However, many of the signs, as reviewed individually, did meet Ordinance requirements and a total of seven (7) signs were exempt from sign area calculations, although those signs would still require a sign permit for structural and/or electrical review. Those signs are all monument signs and labeled as E17, E26, E27, E30, E44, E16 and E25 and are shown on the graphic below.

In regards to the monument signs that were subject to full review for Ordinance compliance, those signs included the monument signs labeled E15 (sign located on curved wall, not shown on drawing below), E14 and E43 (shown below). These three (3) monument signs are located at each of the main entrances to the hospital campus, two (2) being located on University Dr. and one (1) being located on Livernois. Again, many of the internal monument signs were deemed to be directional signs and were therefore exempt from full sign review. In addition, it is also important to note that the Building Department excluded approximately one-half (½) of the proposed sign area of those signs at the entrances, again, noting the fact that they were directional in nature.

In regards to wall signs, the Building Department review noted that the overall sign area of all wall signs onsite exceeded that which is permissible by Ordinance. As noted in the February 6, 2026 letter from the Building Department, the total sign area proposed as a part of the sign package was 1,322.79 square feet. The allowable sign area (for all wall signs onsite) is 600 square feet. Therefore, the exceedance proposed is 722.79 square feet. Most of the wall signs proposed are simply replacement signs for those that already exist onsite in some form or fashion but branded consistent with Henry Ford Health. However, some of the proposed signs represent

variations from the current signs or signs that do not appear to have valid permits and therefore must be viewed as essentially new signage as a part of this comprehensive review.



Ordinance

ARTICLE III – Sign Standards Section 134-5 Monument Signs (in part)

Monument sign standards as follows:

- (1) *Monument signs—Maximum height and area.* The following table provides for the maximum height and area for monument signs by use type:

Use	Maximum Height in Feet	Maximum Area in Square Feet of all Monument Signs*	Setback/location requirements
<i>Residential Development</i>			
Single-family dwellings	Not permitted	Not permitted	N/A
Multi-family and subdivision complexes	7	20 per each sign	1 sign within 100 ft. of each entrance; signs shall be located outside of the road right-of-way, unless placed within an entrance island as permitted by the appropriate road agency
Housing for elderly	7	20	10 ft. setbacks
<i>Recreational, church, institutional, public and quasi-public uses</i>			
Public & private recreation uses	7	48	10 ft. setbacks
Municipal buildings and uses, including cemeteries			
Schools, child care facilities			
Places of worship, funeral homes			
Civic organizations			
Uses similar to the above			
Hospitals	7	150 sf when placed in front of the hospital from which it is addressed; 1 additional sign with a maximum area of 20 sf is permitted per major road frontage	10 ft. setbacks

ARTICLE III – Sign Standards
Section 134-6. – Wall Signs

Wall sign standards as follows:

- (1) *Wall signs—Maximum area.* The following table provides for the maximum area for wall signs by use type:

Use	Maximum Area in Square Feet of all Wall Signs
Residential Development	
Single-family dwellings	Not Permitted
Multi-family and subdivision complexes	20
Housing for elderly	20
Recreational, church, institutional, public, and quasi-public uses	
Public & private recreation uses	20
Municipal buildings and uses, including cemeteries	
Schools, child care facilities	
Places of worship, funeral homes	
Civic organizations	
Uses similar to the above	
Hospitals	100 sf per sign, up to 300 sf total sign area
Commercial, retail, and industrial uses	
General commercial, retail, office and restaurant uses	10% of primary building or tenant façade with no single sign being more than 100 sf

- g. Additional area provisions based on building setback. The maximum sign area may be increased based on the following table:

Building Setback in Feet from the Proposed Right-of-Way	Factor
100—249 ft.	1.5
250 ft. or more	2.00

Analysis

In the case of a dimensional variance, the Sign Ordinance requires the Sign Board of Appeals to make a finding that a practical difficulty exists that precludes the property owner from meeting the requirements of the Ordinance. *Section 138-2.407.B.* provides criteria for determining if a practical difficulty exists. Please refer to the ZBA application for the applicant’s full responses to the following criteria.

ARTICLE III – Sign Standards Section 134-12. – Sign Board of Appeals

- (5) *Variances.*
- a. *Findings of fact.* A variance to this chapter may be authorized 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.

Requested Monument Signage

The following analysis has been provided by the City's Ordinance Manager, within the Building Department:

Hospitals: Maximum height is 7 feet. The maximum area of all signs is 150 square feet when placed in front of the hospital from which it is addressed; 1 additional sign with a maximum area of 20 square feet is permitted per major road frontage.

Based on the overall sign package submitted to the Building Department for review, the area of all regulated freestanding monument signs on University is 218.27 square feet. This is in excess of the permissible area for freestanding monument signs solely along University of 150 square feet.

Three (3) total freestanding monument signs are proposed along the University frontage, one (1) at each main entrance on University along with a refacing of the monument sign associated with the curved wall, immediately east of the main entry drive. Currently, only one (1) main freestanding monument sign is located along University and that is just to the west of the main entrance at the traffic light. The second existing sign is the curved wall sign, east of the main drive. There is another, "nonadvertising" sign at the easternmost entrance but that sign is for delivery direction. One of the proposed freestanding monument signs, that advertises the hospital, in addition to providing direction would replace this sign as a part of the proposal. The proposed signs are 106 square feet, 51.77 square feet, and 60.5 square feet, for a total of 218.27 square feet, exceeding the maximum permitted area by 68.27 square feet (please also refer to the further discussion below regarding the portion of the signs that was included in the area measurements).

The current sign at the main entry is slightly less than seven (7) feet in height and therefore is compliant with City regulations pertaining to freestanding monument sign height requirements. The area of the current sign is approximately 44 square feet. This is slightly less than what is proposed for the freestanding monument signs at each entry that are calculated to be approximately 52 and 60 square feet each. The current sign shows the name of the hospital, the address number and denotes the emergency entrance. The proposed sign at the western entry along University contains essentially the same information but adds wayfinding signage for the Main Entrance and Medical Pavilion. The proposed sign at the eastern entry along University shows Emergency, Main Entrance, Parking Garage, and Shipping and Receiving. The proposed monument sign along the curved wall between the two (2) entrances includes a total of 52 square feet of signage for the front face of the sign, but also includes small electronic message centers on each end that total 27 square feet each.

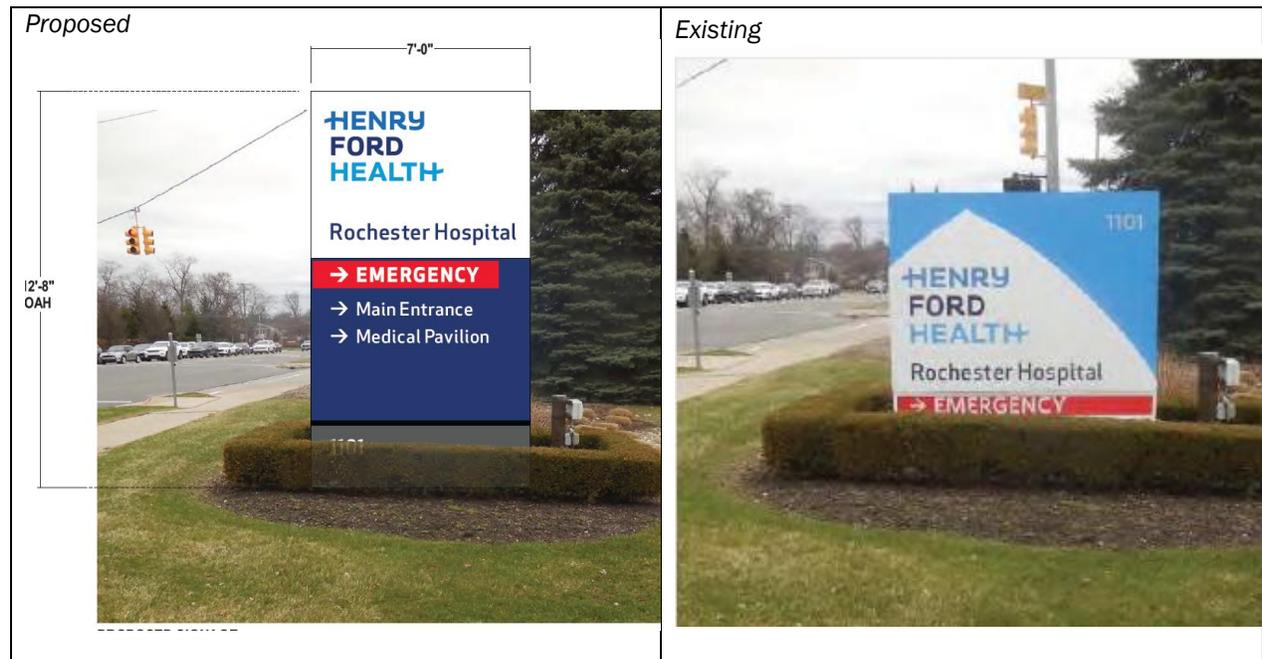
The Sign Ordinance does allow for an additional sign along Livernois at the Hospital's entrance at that location, however that sign is limited to seven (7) feet in height and twenty (20) square feet in area. The sign proposed at the Livernois entrance is 12'-8" in height and in excess of 58 square feet, while the current sign is slightly less than 7 feet in height and approximately 44 square feet in area.

It should be noted that the Building Department’s review of the freestanding monument signs calculated the area of the “white” portion or top portion of the sign along with the area of box drawn tightly around the text within the blue area of the sign. This allowed for an effective means of significantly increasing the area of each sign being requested since much of the “blank area” of the base of the sign was not counted. The existing freestanding monument signs are approximately 44 square feet in area (this measurement includes all current sign surface area, unlike the proposed sign area calculation). This is applicable to both the current University sign and the Livernois sign.

Based on the proposed signs and methodology used by the Building Department to calculate sign area, the increase in area of the ground signs is somewhat limited to approximately 8 and 16 square feet each. The sign on the curved wall did not appear to increase in size. The sign along Livernois is approximately 14 square feet larger than currently exists at this same location.

Further, all of the freestanding monument signs that are proposed are 12.67 feet in height. City requirements for all freestanding monument signs allow for a maximum height of seven (7) feet. The City amended its ordinances to require signs that were lower, ground mounted signs vs. the traditional, higher pylon signs with the hopes of reducing clutter, increasing sign visibility and improving roadway safety. Based on the application, the freestanding monument signs are 5.67 feet in excess of that permissible by City Ordinance. Unlike the wall signage provisions for sign area that vary based on type of use and overall building setback, the City’s Ordinance for freestanding monument signs is deliberately uniform at seven (7) feet since freestanding signs are generally all located in the same location, proximate to the abutting roadway.

As noted, the requested freestanding monument signs are 12’-8” in height which is an increase of approximately 81% over what is permissible. The City amended its ordinances with the specific intention of reduction overall size and clutter and has been working through sign attrition as part of overall site redevelopment to bring all freestanding monument signs in the City into compliance. Undoubtedly, the Hospital is a unique building/campus within the City, and it should be noted that the Building Department’s calculation of sign area does effectively allow for a significant increase in the overall sign area but does not allow for an increase in the overall height. Staff does have concerns with an increase in the overall height above the City’s current height limitation and the effects that may have on other larger sites within the City.



Requested Wall Signage

The following analysis has been provided by the City’s Ordinance Manager, within the Building Department:

Hospitals: The maximum area of all wall signs is 100 square feet per sign, up to 300 square feet total sign area. The hospital setback is 280 feet from the right-of-way; additional area provisions based on building setback allow the maximum sign area to be increased by a factor of 2.00. The updated maximum area of all wall signs is 200 square feet per sign, up to 600 square feet total wall sign area.

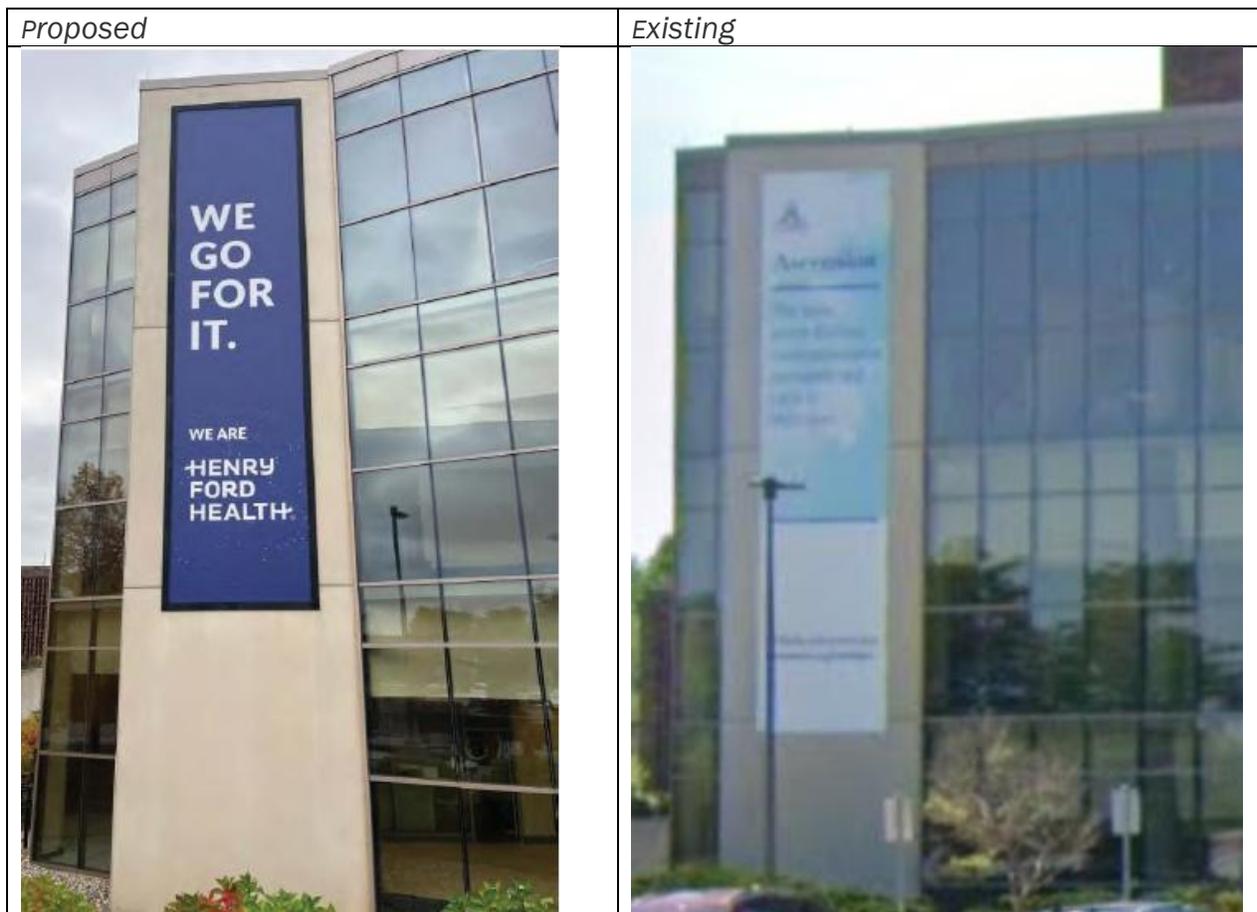
Based on the overall sign package submitted to the Building Department for review, the area of wall signs total 1,322.79 square feet. This is 722.79 square feet over what is permissible by the Sign Ordinance.

In regards to wall signage, the first sign identified by the Building Department in their review is the Henry Ford Health Sign and the associated cross located atop the central tower of the hospital facing University Dr. Within the application this is noted as sign “E06”. This represents a sign area of 244 square feet (note: The Building Department in their review calculated the area of this sign as being less than the 302 square feet noted on the application. This is result of the Building Department measuring more tightly to the actual text than the applicant, that simply drew a box around the furthest extents, up and down/side to side). Prior to Henry Ford Health, Ascension Crittenton Hospital had a similar type sign in this location. This sign, based on previous permits, totaled approximately 253 square feet, which appears to have included both the text and logo. The current proposed sign “Henry Ford Health” is 244 square feet and the cross based on a more tightly drawn measurement is approximately 37 square feet, with an overall total of 281 (note these signs are being considered separate signs for processing and for this application), the total area of 281 is being provided for comparison purposes. This represents a total increase of approximately 28 square feet over what was previously located atop the hospital.

Proposed	Previous
	

As noted previously, individual wall signs for a hospital with a setback as significant setback as what exists for the hospital, are limited to a maximum of 200 square feet. This is double what a typical wall sign is permitted for buildings that are closer to the street. Therefore, the ZBA can consider whether the increase of 44 square feet is warranted for this location.

In addition to the identification sign atop the central tower, there are two (2) proposed banner signs that flank the front façade of the building facing University Dr. While not necessarily increasing in size, these signs have never been subject to a permit or review based on a review of the City’s permits. Each of these banner signs have a total area of approximately 256 square feet, being 32 feet in height and eight (8) feet in width and total 512 square feet of the total 1,322.79 square foot request. Based on a review of historical street view imagery, it appears the banners first appeared around 2016 (shown below). It is also noted that prior to the banners, there has traditionally been a significant window graphic or banner that is centrally located on the large glass façade. The size of that graphic is also not known as the content appeared to change over time (likely more so a temporary sign, rather than permanent) and it also noted that the graphic is no longer present.



Following is a discussion regarding the standards by which the Sign Board of Appeals can grant a dimensional variance and the applicant's response as to how the standards have been met and why the variances should be granted.

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.

The applicant has indicated that the hospital campus property is uniquely shaped with a narrow street frontage along West University Drive and a very large hospital behind a commercial shopping center. The existing medical facility sits back approximately 350' from the street front for which it is addressed. There are multiple points of entry to this emergency medical facility that are accessed from S. Livernois Road and W. University Drive. The applicant asserts that the need for adequate visible and legible signage is unique to the nature of a large 24-hour medical facility and hospital campus.

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.

The applicant has indicated that the nature of the medical facility is unique and not comparable to other uses, whereas the literal interpretation of this chapter would deprive the hospital of the continued use of adequate signage that is legible to motorists under duress. The signs proposed are appropriate for an emergency medical facility, to have signage that is legible in all weather conditions, day or night, and at all posted speed limits. The applicant further states that strict compliance with the restrictions governing height, size, quantity, and overall square footage would create a difficulty for the applicant to direct pedestrian and vehicular traffic throughout the

large hospital campus. Wayfinding monument signage is essential to provide the visitors and patients with clear direction (staff notes that some of this signage is not regulated). The applicant states that the difficulty is created when a hospital campus is treated as a retail business that is using the signage to draw in business; people don't come to a hospital because of signage, they come to the hospital because of medical needs. They note that signage is needed for direction, emergency services, navigation and wayfinding.

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.

Finally, the applicant has indicated that the granting of the variances that allow increased height and size in this current location would do substantial justice to the applicant to allow them to have the continued use of their signage with updated Henry Ford Health Logos to adequately reflect the hospital is a Henry Ford Health facility. The sign types and illumination methods proposed are consistent with what the ordinance will allow. The proposed monument signage should not significantly affect the surrounding neighborhood as far as appropriate development, continued use or value of adjacent properties even though it allows for an increased height and size, it is what is used on other Henry Ford Health campuses in the region. Consistency, adequate and legible text, and signs that can be used for all that visit this campus will result in substantial justice when considering the public benefit of a 24-hour medical facility. Lack of signage can cause great distress to someone that is visiting this campus in a health crisis or where a loved one is involved in a health crisis and they are unfamiliar with the campus or how to navigate the property.

The ZBA may choose to approve or deny the proposed signs in whole or in part, and may alter the proposed motions to approve or deny specific variances as needed.

Sample Motions – Variance Request for Monument Signs

Motion to Approve

MOTION by _____, seconded by _____, in the matter of File No. PVAI2025-0009, that the request for a variance of 68.27 total square feet from Sec. 134-5 *Monument Signs*, which permits monument signs of up to 150 square feet along the principal roadway to which the hospital is addressed and 20 square feet along any other major road frontage, to construct a total of three freestanding entry signs and resurface the existing sign along the curved wall along University and in addition, AND a variance of up to 5'-8" from Section 134-5 for the three freestanding monument signs of up to 12'-8", all for the hospital property, Henry Ford Health located at 1101 W. University, Parcel Identification Number 15-15-101-003, be **APPROVED** to allow for the proposed monument signs as presented to the Sign Board of Appeals at the March 11, 2026 meeting, because a special conditions do exist on the property as demonstrated in the record of proceedings and that the granting of this variance will grant substantial justice to Henry Ford Health, based on the following findings. With this variance, the property and the associated wall signage shall be considered by the City to be in conformity with the City's Sign Ordinance, for which this variance is granted.

1. Compliance with the strict letter of the Sign Ordinance would unnecessarily burdensome.
2. Granting the variance will preserve a substantial property right for the applicant and thus substantial justice shall be done.
3. A lesser variance will not provide substantial relief, and would not be more consistent with justice to other property owners in the area.
4. There are unique circumstances of the property that necessitate granting the variance as described in the above criterion, specifically that the use of the property is for a regional hospital and identification of the hospital along with guidance as to where main areas of the hospital are located is paramount therefore justifying the need for taller, more extensive signage.

5. The granting of this variance would not be materially detrimental to the public welfare or existing or future neighboring uses since this is the only regional hospital within the City, is located on two major roadways and that the proposed signage is located amongst either nonresidential uses or multi story residential buildings.
6. **(Insert additional rationale as to why variance should be granted)**

Motion to Deny

MOTION by _____, seconded by _____, in the matter of File No. PVAI2025-0009, that the request for a variance of 68.27 total square feet from Sec. 134-5 *Monument Signs*, which permits a monument sign of up to 150 square feet along the principal roadway to which the hospital is addressed and 20 square feet along any other major road frontage, to construct a total of three freestanding entry signs and resurface the existing sign along the curved wall along University and in addition, AND a variance of up to 5'-8" from Section 134-5 to allow three freestanding monument signs of up to 12'-8", all for the hospital property, Henry Ford Health located at 1101 W. University, Parcel Identification Number 15-15-101-003, be **DENIED**, because special conditions do not exist on the property as demonstrated in the record of proceedings and that the denial of this variance will not deprive substantial justice to Henry Ford Health, based on the following findings.

1. Compliance with the strict letter of the regulations of the Sign Ordinance will not prevent the owner from constructing a significant amount of monument signage, up to 150 square feet along University Dr. and an additional 20 square feet along Livernois based on Ordinance requirements. The ordinance already takes into account the greater signage needs of a hospital with more generous signage allotments for both ground signs and wall signs. In addition, the Building Department, in their review, has already omitted a large portion of the base of each sign. Further, the applicant would be permitted to construct a sign of seven (7) feet in height, similar to every other property in the City. The applicant has not demonstrated that the current signs, which comply with the City's sign height requirements of seven (7) feet, have caused harm to people seeking hospital care.
2. Granting the variance will not do substantial justice to nearby property owners or other similar uses and buildings located within the City as it would confer special benefits to the applicant that are not enjoyed by other property owners in the vicinity, particularly that the City has specifically created regulations for overall sign height for all properties within the City which the application brought forth to the Sign Board of Appeals exceeds greatly.
3. There are no unique circumstances of the property that have been identified by the applicant that necessitate granting the variance.
4. The granting of the variance would be materially detrimental to the public welfare by establishing a precedent that could be cited to support similarly unwarranted variances in the future. The granting of this variance could encourage further incursions upon the Sign Ordinance which would result in further variances being considered by the Sign Board of Appeals and could be construed as removing the responsibility of meeting the requirements of the Sign Ordinance from applicants.

Sample Motions – Variance Request for Wall Signs

Motion to Approve

MOTION by _____, seconded by _____, in the matter of File No. PVAI2025-0009, that the request for a variance of 722.79 square feet from Sec. 134-6 *Wall Signs*, which permits wall signage of up to 600 total square feet for the hospital property and that no individual sign can exceed 200 square feet, for Henry Ford Health at 1101 W. University, Parcel Identification Number 15-15-101-003, be **APPROVED** to allow for the proposed wall signage package as presented to the Sign Board of Appeals at the March 11, 2026 meeting, because special conditions do exist on the property as demonstrated in the record of proceedings and that the granting of this

variance will grant substantial justice to Henry Ford Health, based on the following findings. With this variance, the property and the associated wall signage shall be considered by the City to be in conformity with the City's Sign Ordinance, for which this variance is granted.

1. Compliance with the strict letter of the Sign Ordinance would unnecessarily burdensome.
2. Granting the variance will preserve a substantial property right for the applicant and thus substantial justice shall be done.
3. A lesser variance will not provide substantial relief, and would not be more consistent with justice to other property owners in the area.
4. There are unique circumstances of the property that necessitate granting the variance as described in the above criterion, specifically that the use of the property is for a regional hospital and that the hospital building is of a size and height that is not typical within the City of Rochester Hills.
5. The granting of this variance would not be materially detrimental to the public welfare or existing or future neighboring uses since this is the only regional hospital within the City, is located on two major roadways and that the proposed signage is located amongst either nonresidential uses or multi story residential buildings.
6. ***(Insert additional rationale as to why variance should be granted)***

Motion to Deny

MOTION by _____, seconded by _____, in the matter of File No. PVAI2025-0009, that the request for a variance of 722.79 square feet from Sec. 134-6 *Wall Signs*, which permits wall signage of up to 600 total square feet for the hospital property and that no individual sign can exceed 200 square feet, for Henry Ford Health located at 1101 W. University, Parcel Identification Number 15-15-101-003, be **DENIED** for the proposed wall signage package as presented to the Sign Board of Appeals at the March 11, 2026 meeting, because special conditions do not exist on the property as demonstrated in the record of proceedings and that the granting of this variance will not grant substantial justice to Henry Ford Health, but rather convey special privileges, based on the following findings.

1. Compliance with the strict letter of the regulations of the Sign Ordinance will not prevent the owner from constructing a significant amount of wall signage, up to 600 square feet based on Ordinance requirements.
2. Granting the variance will not do substantial justice to nearby property owners or other similar uses and buildings located within the City as it would confer special benefits to the applicant that are not enjoyed by other property owners in the vicinity.
3. There are no unique circumstances of the property that have been identified by the applicant that necessitate granting the variance.
4. The granting of the variance would be materially detrimental to the public welfare by establishing a precedent that could be cited to support similarly unwarranted variances in the future. The granting of this variance could encourage further incursions upon the Sign Ordinance which would result in further variances being considered by the Sign Board of Appeals and could be construed as removing the responsibility of meeting the requirements of the Sign Ordinance from applicants.