



1. **Completed Applications.** Completed applications include the following:
  - a. Letter of denial from the Building Department
  - b. Plot plan of the subject property drawn to scale depicting (*if applicable*):
    - 1) Shape and dimensions of the property
    - 2) Location of all existing and proposed signs to be erected, altered or use changed
    - 3) Building-to-building and building-to-property line relationships
    - 4) Location of any trees in the affected area measuring at least 6" in diameter
  - c. Rendering of the proposed sign including dimensions, height, proposed coloring and method of illumination (*if any*)
  - d. Proof of ownership. If the applicant is not the owner of the land in Fee Simple Title, a document (land contract, purchase agreement, option to purchase, etc.) must be provided that indicates the applicant's interest in the property
  - e. Notarized letter from property owner indicating no objection to request
  - f. Any other information which the applicant feels will aid the City in its review
2. **Application Process.** You may submit all required documents online. [Click here](#) to apply for a Planning, Zoning or Engineering Process online.
3. **Review Process.** Prior to submitting an application to the SBA, an application for a sign permit from the Building Department must be submitted. If the proposed construction does not meet the requirements of the sign ordinance, then the letter of denial will indicate the sections of the ordinance which are not in compliance.

City staff and consultants will review the SBA application and supporting materials. If it is determined that one or more applicable item(s) are not included or need to be modified, the applicant will be contacted. Incomplete applications will not be placed on a SBA agenda until all necessary information is submitted and reviewed.

The applicant will be notified of the date and time that the public hearing will be held by the SBA. A representative for the project must be present at the public hearing. SBA meetings are generally held the second Wednesday of each month at 7:00 P.M. After the public hearing, if the application is acted upon, the Building Department will be notified of the action taken.

The SBA application is noticed for public hearing in accordance with Act 110 of the Public Acts of 2006, as amended. Notification is provided to all persons to whom real property is assessed within 300 feet of the property that is the subject of the request, and to the occupants of structures within 300 feet of the subject property. The notice is also published in the local paper (Oakland Press) not less than 15 days prior to the public hearing.

4. **Fees.** Established fees as follows must be provided before the application can be processed. Checks should be made payable to the City of Rochester Hills.

Filing Fee (per application)	\$1,000
------------------------------	---------

5. **Questions or Clarifications.** Please contact the Department of Planning and Economic Development at the contact information above for questions or clarifications.



Department of Planning and Economic Development  
1000 Rochester Hills Dr.  
Rochester Hills, MI 48309  
(248) 656-4660

## Sign Board of Appeals (SBA) Application

### Property Information

Street Address 1101 W UNIVERSITY DRIVE		
Parcel Identification Number 1515101003		
Current Use(s) HOSPITAL	Zoning District	SP SPECIAL PURPOSE

### Request Information

Ordinance Section(s) (*variance being requested from*)

#### Chapter 134-5 Monument Signs, Chapter 134-6 Wall Signs

##### Requested Variance(s)

The applicant seeks a variance to allow for eight monument signs that exceed the allowable height of 7'. The applicant seeks a variance to allow for two wall signs that exceed the allowable max 100 sf, and overall max of 300sf, see attached document detailing variances needed

##### Review Criteria (as defined in Section 134-41 of the City's [Sign Ordinance](#))

The zoning ordinance authorizes the SBA to vary or modify the ordinance only in cases when the competent, material and substantial evidence in the official record of the appeal supports all the following affirmative findings:

**Special Conditions.** Describe how 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 hospital campus property is uniquely shaped with a narrow street frontage along West University Dr and a very large hospital behind a commercial shopping center. The existing medical facility sits back approx 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 Rd and W University Dr. The need for adequate visible and legible signage is unique to the nature of a 24 hour medical facility.

**Deprivation of Rights.** Describe how 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 \(Signs\)](#).

The nature of a medical facility is unique and not comparable to other uses, whereas the literal interpretation of this chapter would deprive this 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 and at all posted speed limits. Strict compliance with the restrictions governing height and size creates a difficulty for the applicant to have visible signage here.

**Substantial Justice.** Describe how 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 SBA 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 \(Signs\)](#).

Granting variances that allow increased height and size in this current location would do substantial justice to the applicant to allow them to have visible signage. The sign types and illumination methods proposed are consistent with what the ordinance will allow. The proposed ground/freestanding 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 signage at an increased height and size.



Department of Planning and Economic Development  
(248) 656-4660

SBA  
Application

**Applicant Information**

Name <b>HENRY FORD HEALTH</b>		
Address <b>1101 W UNIVERSITY DRIVE</b>		
City <b>ROCHESTER HILLS</b>	State <b>MI</b>	Zip <b>48307</b>
Phone	Email	
Applicant's Legal Interest in Property <b>TENANT / OWNER</b>		

**Property Owner Information**  Check here if same as above

Name <b>1135 WEST UNIVERSITY DRIVE LLC</b>		
Address <b>3420 E SHEA BLVD SUITE 200</b>		
City <b>PHOENIX</b>	State <b>AZ</b>	Zip <b>85028</b>
Phone	Email	

**Applicant's/Property Owner's Signature**

I (we) do certify that all information contained in this application, accompanying plans and attachments are complete and accurate to the best of my (our) knowledge.

I (we) authorize the employees and representatives of the City of Rochester Hills to enter and conduct an investigation of the above referenced property.

Applicant's Signature <i>Tracey Diehl Agent</i>	Applicant's Printed Name <i>Tracey Diehl</i>	Date <i>9/25/25</i>
Property Owner's Signature <i>Tracey Diehl Agent</i>	Property Owner's Printed Name <i>Tracey Diehl</i>	Date <i>9/25/25</i>

**OFFICE USE ONLY**

Date Filed	File #	Escrow #
------------	--------	----------

## **AFFIDAVIT OF PERMIT AUTHORIZATION**

*This affidavit certifies that the party listed, who is not a lessee, licensed architect, engineer, or contractor, has been granted authorization to obtain a variance and permit(s) on behalf of a property owner. It must be filled out completely by the property owner if another party is submitting an application(s) on the owner's behalf.*

I, Terry Darby "owner of the property listed below certify that I have granted, Stratus Unlimited and their permit expeditor, Expedite The Diehl, as my duly authorized agents, permission to obtain the variances and sign permits along with any related documents necessary for the variance(s) and for the construction (or installation) of signs at the following address:

1101 W. University Dr. Rochester, MI. 48307  
Address of permit location

**Address of permit location**

I understand that I am authorizing them to apply for the variance and for any permit related documents.

Signature of Property Owner

Date \_\_\_\_\_

### Notary

State of Michigan

City/ County of Wayne

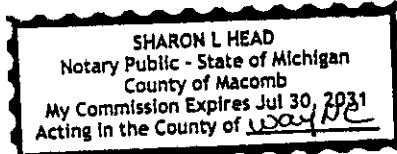
I, SHARON Head Notary Public in and for the aforesaid State hereby certify that JERRY DARBY appeared before me in the State and City/County aforesaid and executed this affidavit on this 15 day of "2025.

Sharon L. Head  
Notary Public

Notary Public

My Commission Expires the 30 day of July, 2031.

Seal



### **Monument Signs:**

Code allowance: Max height 7'

Applicant proposes: Eight (8) monument signs that exceed the maximum height limit;

E14 = 12' 8"      E17 = 12'8"

E27 = 12'8"      E26 = 9'

E28 = 12'8"      E30 = 9'

E43 = 12'8"      E44 = 8'

Code allowance: 150 sq. ft. when placed in front of the hospital ; 1 additional sign per major road frontage at 20 sq. ft.

Applicant proposes: One monument sign by right at 114.6 sq. ft. all other monument signs exceed the 20 sq. ft. allowance;;

E14 = 88.7 sq. ft.      E17 = 45 sq. ft.

E27 = 88.7 sq. ft.      E26 = 45 sq. ft.

E28 = 88.7 sq. ft.      E30 = 45 sq. ft.

E43 = 88.7 sq. ft.      E44 = 36 sq. ft.

### **Wall Signs:**

Code allowance: 100 sq. ft. per sing up to 300 sq. ft. total sign area.

Applicant proposes: One wall sign on the North Elevation that reads Henry Ford Health (302.2 sq. ft. ) with the Cross Symbol (200 sq. ft.). which exceeds the 300 sq. ft. max allowed and the 100 sq. ft. per sign allowance.

