



BUILDING CODE BOARD OF APPEALS REGULAR MEETING AGENDA

500 W. Big Beaver
Troy, MI 48084
(248) 524-3344
www.troymi.gov
planning@troymi.gov

Theodore Dziurman, Chair; Gary Abitheira
Teresa Brooks, Michael Carolan, Brian Kischnick

July 9, 2014

3:00 PM

LOWER LEVEL
CONFERENCE ROOM

1. ROLL CALL
2. APPROVAL OF MINUTES – June 4, 2014
3. HEARING OF CASES
 - A. **VARIANCE REQUEST, DAN HEILEMAN OF HEILEMAN SIGNS, 1814-1816 MAPLELAWN (Suburban Hyundai, Suburban Infiniti)** – The petitioner is requesting a variance to allow 5 ground signs where the sign code limits the site to 3 and to install a 475 square foot ground sign where code limits the size to 200 square foot: 1) the ground sign measuring 475 square feet in area will replace the existing “Hyundai” ground sign; 2) an additional 37 square foot ground sign; and 3) the continuance of an existing 12 square foot ground sign.
CHAPTER 85.02.05 (C) (5) and TABLE 85.02.05
 - B. **VARIANCE REQUEST, JENNA AND MATT SADOWSKI, 1446 PEACHTREE** – This property is a double front corner lot. As such it has a required front setback along both Peachtree and Kings Point. A variance to install a 6 foot high privacy fence in the required front setback along Kings Point where City Code limits the height of fences to 48 inches high and non-obscuring at this location.
CHAPTER 83
 - C. **VARIANCE REQUEST, BARBARA YOLLES FOR UNITED SHORE FINANCIAL SERVICES LLC, 1414 E MAPLE** – To allow the installation of a 585.36 square foot wall sign where the Sign Code allows only one wall sign. Variances were previously granted to allow the existing wall signs.
CHAPTER 85.02.05
4. COMMUNICATIONS
5. PUBLIC COMMENT
6. MISCELLANEOUS BUSINESS
7. ADJOURNMENT

NOTICE: People with disabilities needing accommodations for effective participation in this meeting should contact the City Clerk by e-mail at clerk@troymi.gov or by calling (248) 524-3317 at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.

Chair Dziurman called the Regular meeting of the Building Code Board of Appeals to order at 3:00 p.m. on June 4, 2014 in the Lower Level Conference Room of the Troy City Hall.

1. ROLL CALL

Members Present:

- Theodore Dziurman, Chair
- Gary Abitheira
- Teresa Brooks
- Michael Carolan

Absent:

- Brian Kischnick

Support Staff Present:

- Mitch Grusnick, Building Official/Code Inspector
- Kathy L. Czarnecki, Recording Secretary

Also Present:

Attached and made a part hereof is the signature sheet of those present and signed in at this meeting.

2. APPROVAL OF MINUTES

- Moved by: Carolan
- Support by: Brooks

RESOLVED, To approve the minutes of the May 7, 2014 Regular meeting as submitted.

- Yeas: All present (4)
- Absent: Kischnick

MOTION CARRIED

3. HEARING OF CASES

A. **VARIANCE REQUEST, SCOTT N. SCHUMAKER, 3216 ADAMS** – This property is a double front corner lot. As such, it has required front setbacks along both Adams and Newgate. The petitioner is requesting a variance to install a 6’ high privacy fence in the required front setback along Newgate where the City Code limits the height of fences to 30”.

Mr. Grusnick reviewed the variance request. He reported the department received no responses to the public hearing notices. Mr. Grusnick said it appears the existing fence along Upton is located in the City right of way and informed the Board the applicant would have to relocate the fence off the right of way should the variance be granted.

The applicant, Scott Schumaker, said the existing fence is in disrepair. Mr. Schumaker said the new fence would be installed in the same location and indicated a privacy fence would provide safety and security for his children and dog.

There was discussion on:

- Historical data of property as relates to existing fence.
- Fence perimeter does not enclose house.
- Specifications as relates to a non-conforming fence.
- Required 25-foot corner clearance in place with existing fence.
- Characteristics of property as relates to double front corner lot and adjacent church.

Chair Dziurman opened the floor for public comment. Acknowledging there was no one present to speak, the floor was closed.

Moved by: Abitheira
Support by: Carolan

RESOLVED, To grant the variance request as submitted to replace the existing fence with a 6’ high privacy fence in the same location as the existing fence except where it is on City right of way (along Upton), for the following reason:

1. The petitioner has a hardship or practical difficulty resulting from the unusual characteristics of the property that precludes reasonable use of the property.

Yeas: All present (4)
Absent: Kischnick

MOTION CARRIED

4. COMMUNICATIONS

None.

5. PUBLIC COMMENT

None.

6. MISCELLANEOUS BUSINESS

None.

7. ADJOURNMENT

The Regular meeting of the Building Code Board of Appeals adjourned at 3:15 p.m.

Respectfully submitted,

Theodore Dziurman, Chair

Kathy L. Czarnecki, Recording Secretary

G:\Building Code Board of Appeals Minutes\2014\Draft\2014 06 04 Regular Meeting_Draft.doc

3. HEARING OF CASES

- A. **VARIANCE REQUEST, DAN HEILEMAN OF HEILEMAN SIGNS, 1814-1816 MAPLELAWN (Suburban Hyundai, Suburban Infiniti)** – The petitioner is requesting a variance to allow 5 ground signs where the sign code limits the site to 3 and to install a 475 square foot ground sign where code limits the size to 200 square foot: 1) the ground sign measuring 475 square feet in area will replace the existing “Hyundai” ground sign; 2) an additional 37 square foot ground sign; and 3) the continuance of an existing 12 square foot ground sign.

CHAPTER 85.02.05 (C) (5) and TABLE 85.02.05

**CITY OF TROY BUILDING INSPECTION DEPARTMENT
CITY OF TROY PLANNING DEPARTMENT
BUILDING CODE BOARD OF APPEALS APPLICATION**

SIGN APPEALS

FEE \$50

CITY OF TROY PLANNING DEPARTMENT
500 W. BIG BEAVER ROAD
TROY, MICHIGAN 48084
PHONE: 248-524-3344
FAX: 248-689-3210
E-MAIL: evansom@troymi.gov
<http://www.troymi.gov/CodeEnforcement/>



CONSTRUCTION OR FENCE CODE APPEALS

FEE: \$50

CITY OF TROY BUILDING DEPARTMENT
500 W. BIG BEAVER ROAD
TROY, MICHIGAN 48084
PHONE: 248-524-3344
FAX: 248-689-3210
E-MAIL: GrusnickME@troymi.gov
<http://www.troymi.gov/BuildingInspection/>

NOTICE TO THE APPLICANT

REGULAR MEETINGS OF THE BUILDING CODE BOARD OF APPEALS ARE HELD ON THE FIRST **WEDNESDAY OF EACH MONTH AT 3:00 P.M.** AT CITY HALL.

PLEASE FILE A COMPLETE APPLICATION, TOGETHER WITH THE APPROPRIATE FEE, **NOT LESS THAN TWENTY-ONE (21) DAYS** BEFORE THE MEETING DATE.

A COMPLETE APPLICATION THAT MEETS CODE REQUIREMENTS IS PLACED ON THE NEXT AVAILABLE AGENDA OF THE BUILDING CODE BOARD OF APPEALS.

1. ADDRESS OF THE SUBJECT PROPERTY: 1814 Maplelawn

ACREAGE PROPERTY: *Attach legal description if this an acreage parcel*

2. PROPERTY TAX IDENTIFICATION NUMBER(S): 20-29-401-032

3. CODE NAME (e.g. "BUILDING CODE", "SIGN CODE", "FENCE CODE") AND SECTION(S) RELATED TO THE APPEAL:

Sign Code

4. REASONS FOR APPEAL/VARIANCE: *On a separate sheet, please describe the reasons justifying the requested action. See Submittal Checklist.*

5. HAVE THERE BEEN ANY PREVIOUS APPEALS INVOLVING THIS PROPERTY? YES NO

6. APPLICANT INFORMATION:

NAME Dan Heileman
COMPANY Heileman Signs
ADDRESS 4797 Gratiot Avenue
CITY St. Clair STATE Michigan ZIP 48079
TELEPHONE (810) 364-2900
E-MAIL dan@heilemansigns.com

7. APPLICANT'S AFFILIATION TO THE PROPERTY OWNER: Vendor

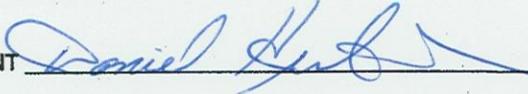
8. OWNER OF SUBJECT PROPERTY:

NAME Timothy J. LeRoy
COMPANY Suburban Maplawn 5, LLC
ADDRESS 1795 Maplawn Drive
CITY Troy STATE MI ZIP 48084
TELEPHONE (248) 519-9888
E-MAIL tleroy@suburbancollection.com

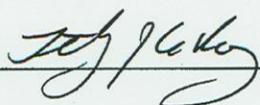
The undersigned hereby declare(s) under penalty of perjury that the contents of this application are true to the best of my (our) knowledge, information and belief.

The applicant accepts all responsibility for all of the measurements and dimensions contained within this application, attachments and/or plans, and the applicant releases the City of Troy and its employees, officers, and consultants from any responsibility or liability with respect thereto.

I, Timothy J. LeRoy (PROPERTY OWNER), HEREBY DEPOSE AND SAY THAT ALL THE ABOVE STATEMENTS AND STATEMENTS CONTAINED IN THE INFORMATION SUBMITTED ARE TRUE AND CORRECT AND GIVE PERMISSION FOR THE BOARD MEMBERS AND CITY STAFF TO CONDUCT A SITE VISIT TO ASCERTAIN PRESENT CONDITIONS.

SIGNATURE OF APPLICANT  DATE 5-9-14

PRINT NAME: Dan Heileman

SIGNATURE OF PROPERTY OWNER  DATE May 6, 2014

PRINT NAME: Timothy J. LeRoy

Failure of the applicant or his/her authorized representative to appear before the Board, as scheduled, shall be justifiable cause for denial or dismissal of the case with no refund of appeal fee(s). If the person appearing before the Board is not the applicant or property owner, signed permission must be presented to the Board.

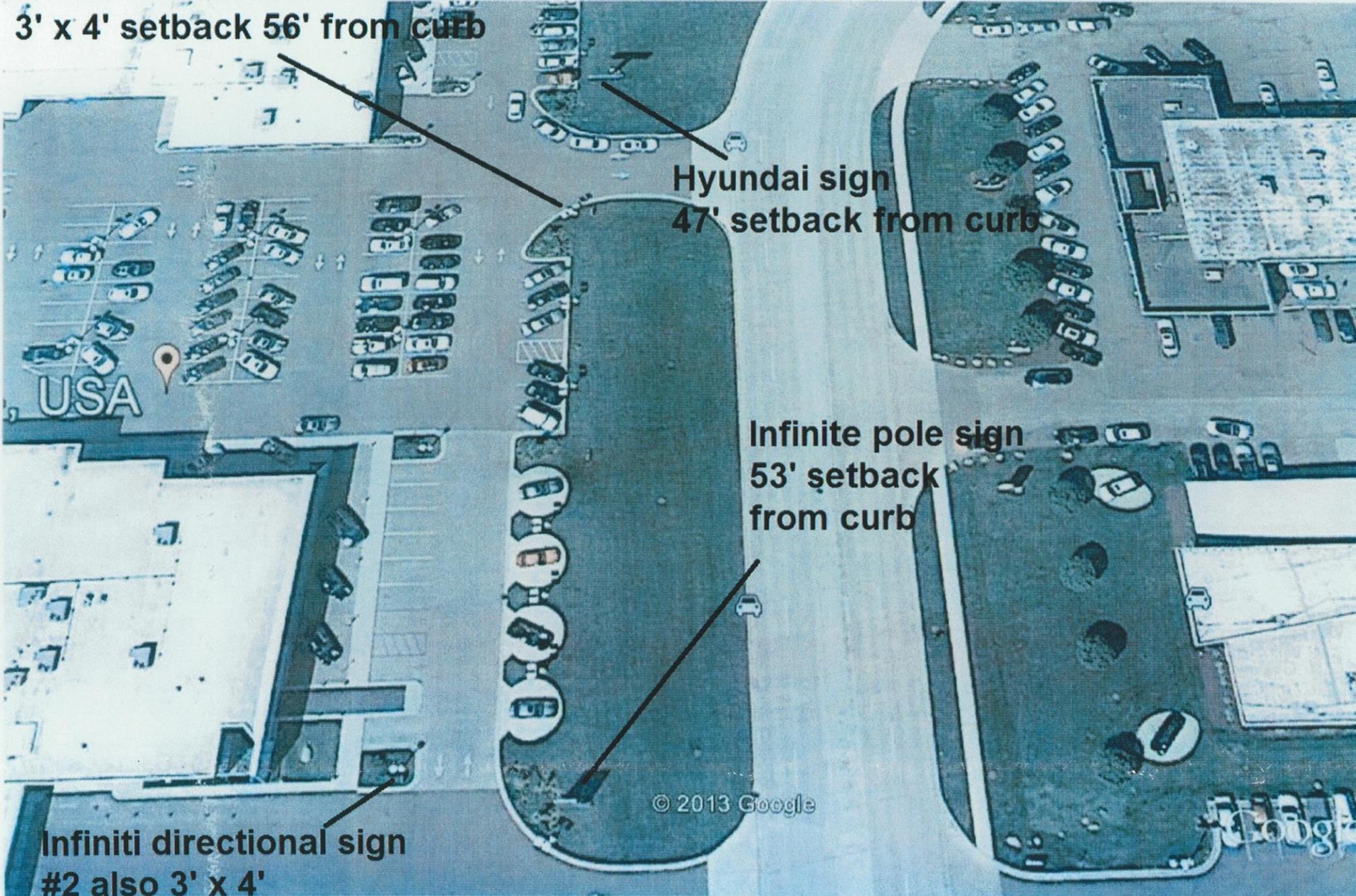
The applicant will be notified of the time and date of the hearing by electronic mail.

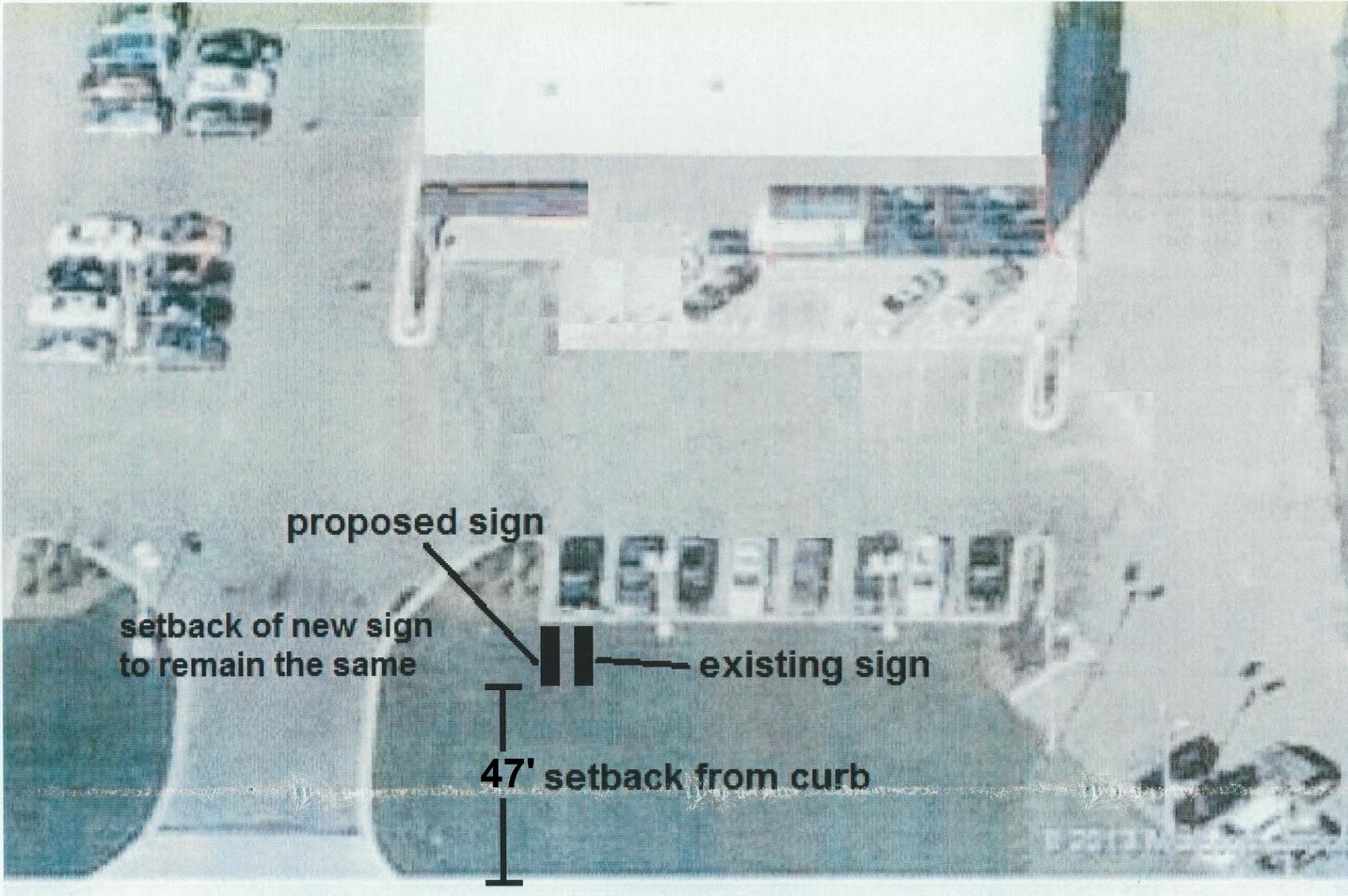
**Infiniti directional one of two
3' x 4' setback 56' from curb**

**Hyundai sign
47' setback from curb**

**Infinite pole sign
53' setback
from curb**

**Infiniti directional sign
#2 also 3' x 4'**



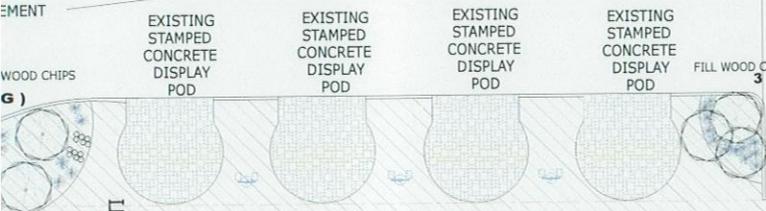
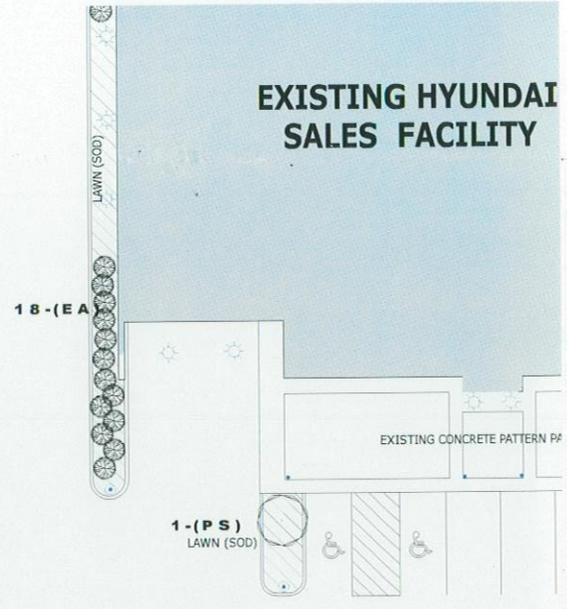
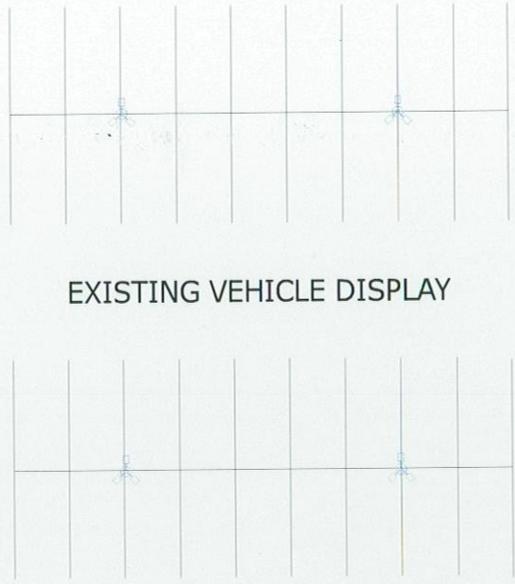
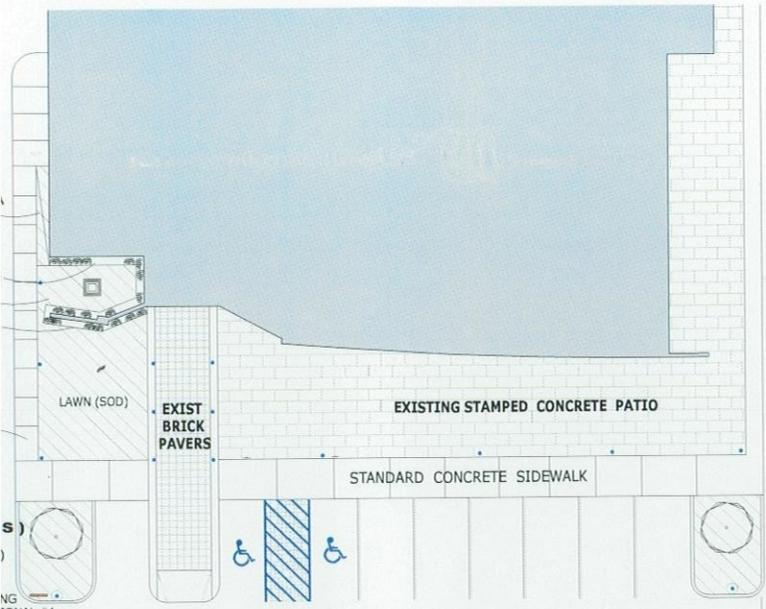


proposed sign

setback of new sign
to remain the same

existing sign

47' setback from curb





3-(PG)

16-(DTX)

FILL WOOD CHIPS
STEEL EDGING

400 SQ.FT. +/-

3-(PG)

18-(DTX)

30-(HSD)

600 SQ.FT. +/-
FILL WOOD CHIPS

STEEL EDGING

HYUNDAI
SIGN

30'-0"

FILL WOOD CHIPS

3-(PG)

40-(RAG)

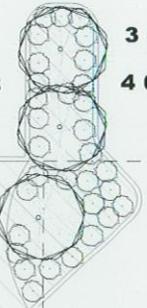
STEEL EDGING

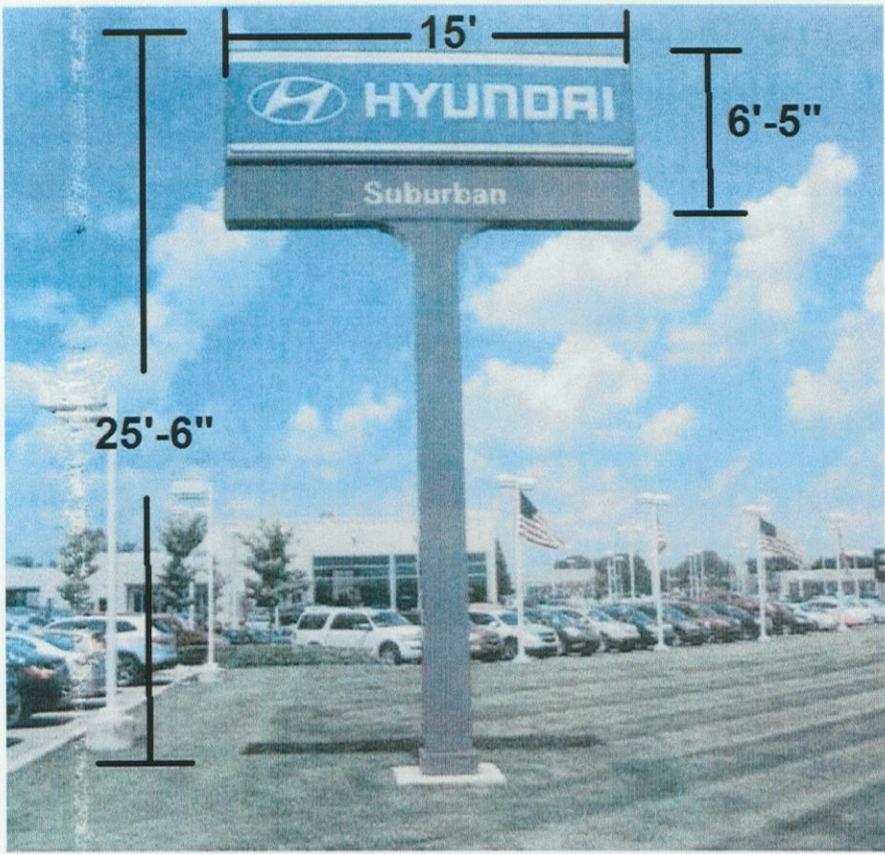
EXISTING DRIVEWAY
APPROACH

LAWN (SOD)

LAWN (SOD)

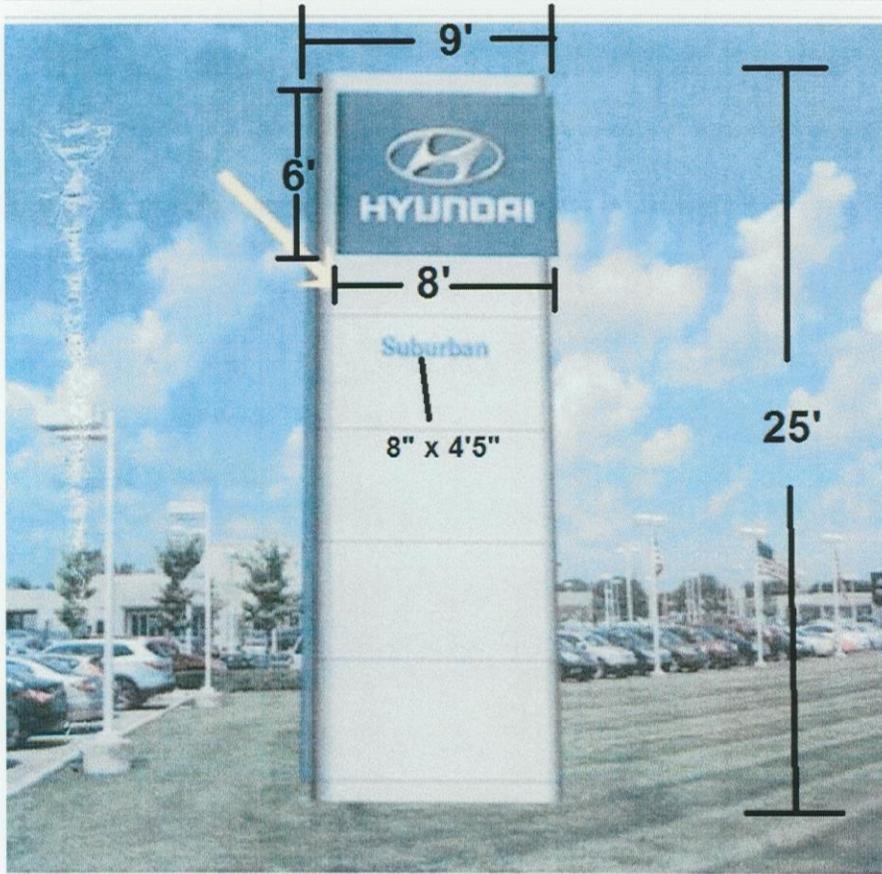
LAWN (SOD)



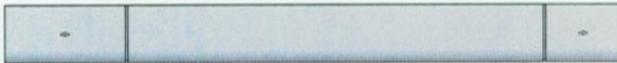


Comments

existing pole sign



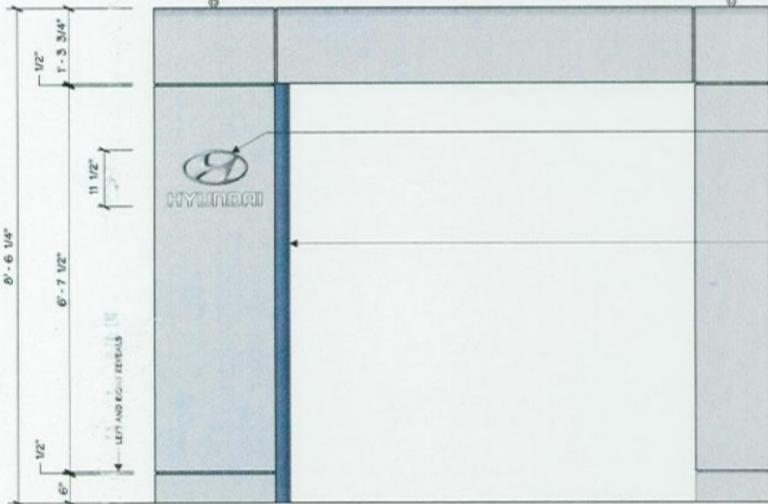
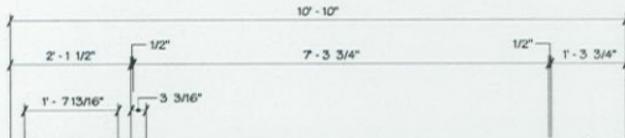
proposed pole sign



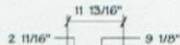
1
HEG-11.1 1/2" = 1'-0"

NOTES:

1.) MINIMUM DISTANCE FROM
BACK OF GATEWAY SIGN TO
BUILDING SHALL BE 1'-0"



2
HEG-11.1 1/2" = 1'-0"



3
HEG-11.1 1/2" = 1'-0"



92.50 sq ft

111.141"

13'

56.89"

7'-6"

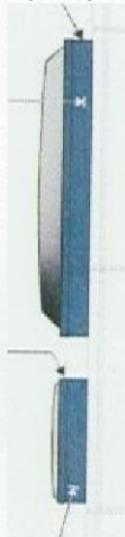
10.55"

22.75"



HYUNDAI

10"



side view

11'-4 1/8"



24"

Suburban

23 square feet

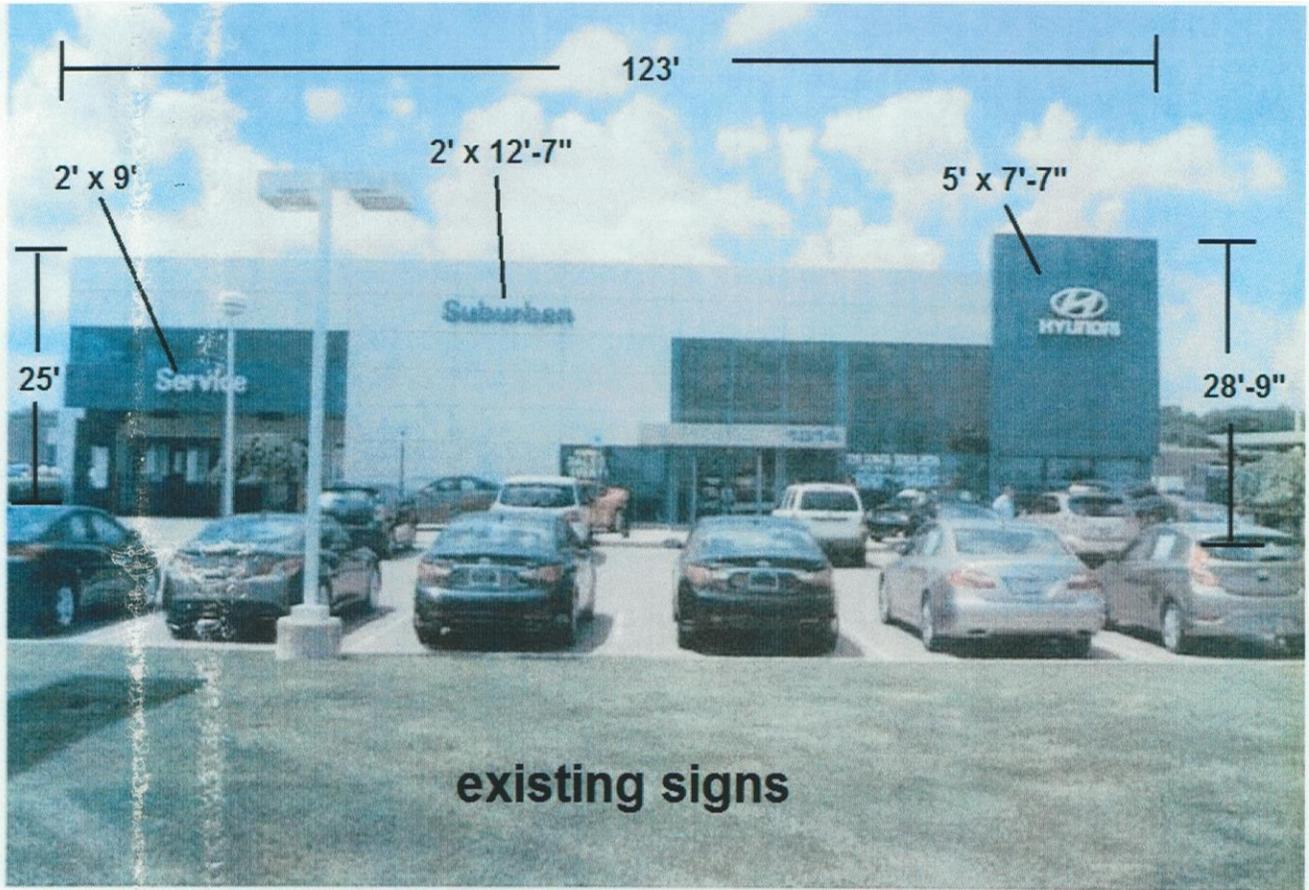
15'-0 13/16"

33.60"

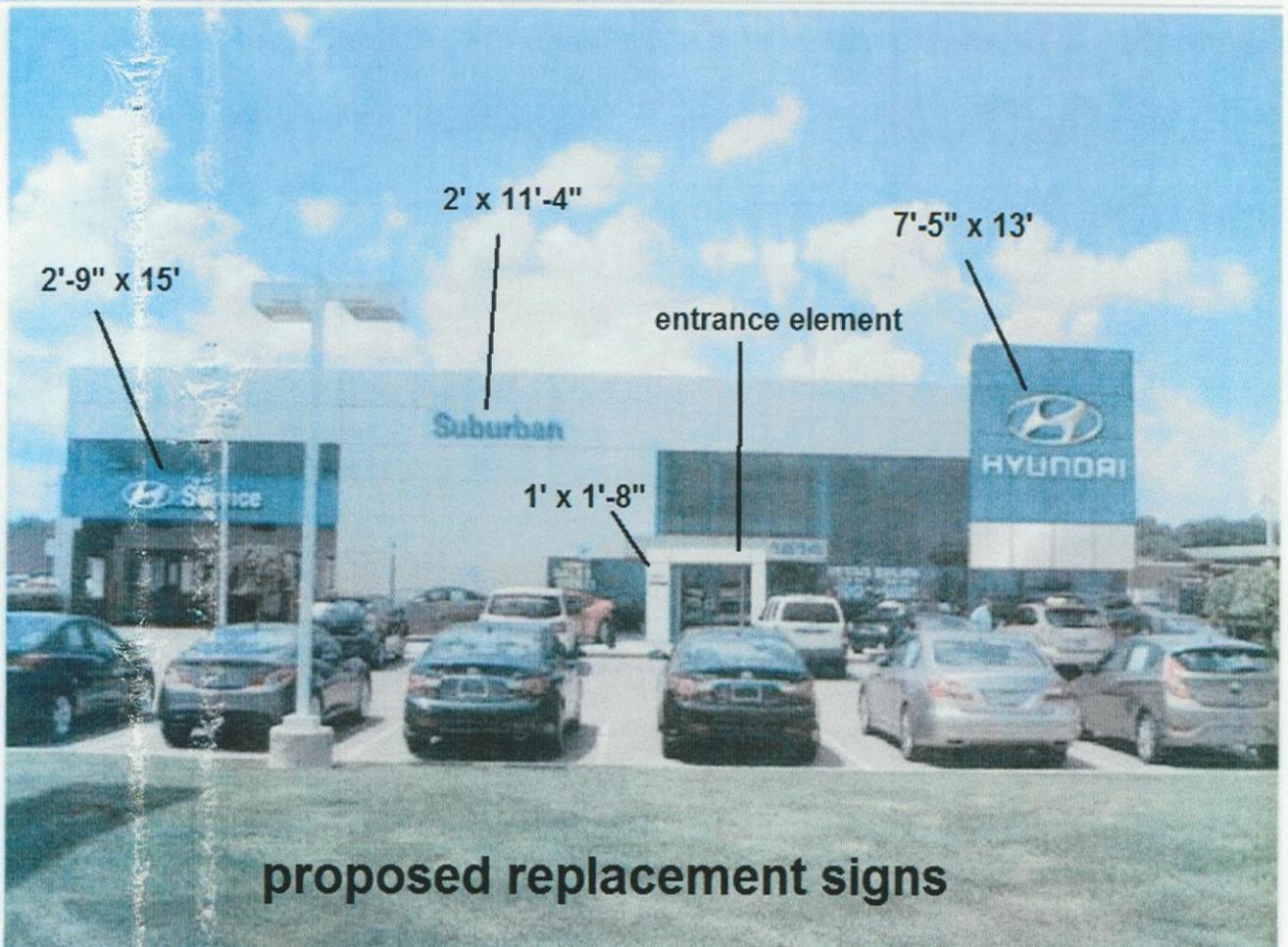


24"

42.22 sq. ft



Comments



PROPERTY DESCRIPTION

The land referred to in this Policy is described as follows:

City of Troy

Parcel 1:

Lot 17, Maplelawn Industrial Park No. 2, a subdivision as recorded in Liber 119, Page 35 of Plats, Oakland County Records, EXCEPT the South 1.00 acre, more or less of Lot 17 of the same subdivision above, said EXCEPTION being more particularly described as follows: Beginning at a point distant South 0 degrees 8 minutes 34 seconds East, 453.41 feet from the Northwest corner of said Lot 17, said point ALSO being the Northwest corner of said Subdivision and measuring along the West line of said Subdivision, said line ALSO being the West line of said Lot 17; thence due East 447.00 feet to a point on the West line of Maplelawn Road (90 feet wide); thence due South 97.32 feet along said West line of said Maplelawn Road; thence due West 447.46 feet along the South line of said Lot to its point of intersection with the West line of subdivision; thence North 0 degrees 8 minutes 34 seconds West, 97.32 feet along the West line of said subdivision and said Lot 17 to the point of beginning.

Parcel 2:

Part of Lot 8 of the Plat of Maplelawn Industrial Park, recorded in Liber 119 of Plats, Page 10, Oakland County Records, described as beginning at the Southwest corner of said Lot 8, said point being North 89 degrees 17 minutes 00 seconds West, along the South line of Section 29, ALSO being the South line of said Maplelawn Industrial Park No. 2, recorded in Liber 119 of Plats, Page 35 and 36, Oakland County Records, 58.22 feet and North 00 degrees 08 minutes 34 seconds West, along the West line of said Maplelawn Industrial Park No. 2, 1600.00 feet from the South 1/4 corner of said Section 29, Town 2 North, Range 11 East, City of Troy, Oakland County, Michigan; thence continuing from said point of beginning North 00 degrees 08 minutes 34 seconds West, along the West line of said Lot 8, 17.00 feet; thence South 89 degrees 59 minutes 08 seconds East, (recorded as East) parallel with the South line of said Maplelawn Industrial Park, 399.87 feet; thence South, 17.00 feet to a point on the South line of said Lot 8; thence North 89 degrees 59 minutes 08 seconds West (recorded as West), along said South line, 399.82 feet to the point of beginning.

Re: 1814 and 1816 Maplelawn

Tax Item No. 20-29-401-032

3. HEARING OF CASES

- B. **VARIANCE REQUEST, JENNA AND MATT SADOWSKI, 1446 PEACHTREE** –
This property is a double front corner lot. As such it has a required front setback along both Peachtree and Kings Point. A variance to install a 6 foot high privacy fence in the required front setback along Kings Point where City Code limits the height of fences to 48 inches high and non-obscuring at this location.

CHAPTER 83

CITY OF TROY BUILDING INSPECTION DEPARTMENT
CITY OF TROY PLANNING DEPARTMENT
BUILDING CODE BOARD OF APPEALS APPLICATION

SIGN APPEALS

FEE \$50

CITY OF TROY PLANNING DEPARTMENT
500 W. BIG BEAVER ROAD
TROY, MICHIGAN 48084
PHONE: 248-524-3344
FAX: 248-689-3210
E-MAIL: evanspm@troymi.gov
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CONSTRUCTION OR FENCE CODE APPEALS

FEE: \$50

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PLEASE FILE A COMPLETE APPLICATION, TOGETHER WITH THE APPROPRIATE FEE, **NOT LESS THAN TWENTY-ONE (21) DAYS** BEFORE THE MEETING DATE.

A COMPLETE APPLICATION THAT MEETS CODE REQUIREMENTS IS PLACED ON THE NEXT AVAILABLE AGENDA OF THE BUILDING CODE BOARD OF APPEALS.

1. ADDRESS OF THE SUBJECT PROPERTY: 1446 Peachtree, Troy
ACREAGE PROPERTY: *Attach legal description if this an acreage parcel*
2. PROPERTY TAX IDENTIFICATION NUMBER(S): _____
3. CODE NAME (e.g. "BUILDING CODE", "SIGN CODE", "FENCE CODE") AND SECTION(S) RELATED TO THE APPEAL:
Fence Code
4. REASONS FOR APPEAL/VARIANCE: *On a separate sheet, please describe the reasons justifying the requested action. See Submittal Checklist.*
5. HAVE THERE BEEN ANY PREVIOUS APPEALS INVOLVING THIS PROPERTY? YES NO

6. APPLICANT INFORMATION:

NAME Jenna Sadowski

COMPANY _____

ADDRESS 1446 Peachtree

CITY Troy

STATE MI

ZIP 48083

TELEPHONE 248 506-1394

E-MAIL mattsadowski@wowway.com

7. APPLICANT'S AFFILIATION TO THE PROPERTY OWNER: _____

8. OWNER OF SUBJECT PROPERTY:

NAME Jenna Sadowski

COMPANY _____

ADDRESS 1446 Peachtree

CITY Troy

STATE MI

ZIP 48083

TELEPHONE 248 506-1394

E-MAIL mattsadowski@wowway.com

The undersigned hereby declare(s) under penalty of perjury that the contents of this application are true to the best of my (our) knowledge, information and belief.

The applicant accepts all responsibility for all of the measurements and dimensions contained within this application, attachments and/or plans, and the applicant releases the City of Troy and its employees, officers, and consultants from any responsibility or liability with respect thereto.

I, Jenna Sadowski (PROPERTY OWNER), HEREBY DEPOSE AND SAY THAT ALL THE ABOVE STATEMENTS AND STATEMENTS CONTAINED IN THE INFORMATION SUBMITTED ARE TRUE AND CORRECT AND GIVE PERMISSION FOR THE BOARD MEMBERS AND CITY STAFF TO CONDUCT A SITE VISIT TO ASCERTAIN PRESENT CONDITIONS.

SIGNATURE OF APPLICANT _____ DATE 6/3/2014

PRINT NAME: Jenna Sadowski

SIGNATURE OF PROPERTY OWNER _____ DATE 6/3/2014

PRINT NAME: Jenna Sadowski

Failure of the applicant or his/her authorized representative to appear before the Board, as scheduled, shall be justifiable cause for denial or dismissal of the case with no refund of appeal fee(s). If the person appearing before the Board is not the applicant or property owner, signed permission must be presented to the Board.

The applicant will be notified of the time and date of the hearing by electronic mail.

Jenna Sadowski
1446 Peachtree
Troy, MI 48083

City of Troy
Building Code Board of Appeals Application

June 3, 2014

Dear Building Board of Appeals Members,

My husband and I would like to apply for a permit to install a 6ft PVC privacy fence for our enclosed backyard. We also request permission to have this fence be placed eight feet from the sidewalk parallel to Kings Point (current fence is 14 feet from sidewalk), to better utilize a large amount of unused space on our property. As our property is a corner lot, we are told a variance is required. We have many reasons we would like to install above mentioned fence.

1. We plan to install a swimming pool, and safety is our primary concern. A six foot tall PVC privacy fence would help deter entry of passersby, primarily children.
2. Improving the appearance of our yard. We would like to install the fence using uniform materials for a cohesive appearance. Publicly viewed exterior area (along Kings Point) would include ornamental landscaping (i.e. arbor vitea, hastas).
3. Last fall, we rescued a small-breed dog. Unfortunately, he can slip through the four inch openings of our current fence, requiring us to cable-tie unsightly rabbit fencing to the bottom to prevent escape. He also enjoys barking at all pedestrians and bicyclists. A privacy fence would remedy this situation. (The neighbors would appreciate it also).
4. Privacy is very important to us, and currently non-existent. Our wonderful home is on a corner lot with plentiful foot traffic. Everyone walking by is found staring into our yard.

Please consider our request for a permit to install a 6ft privacy fence.

Thank you,

Jenna Sadowski

Legend:

Parcels

Building Footprints 1

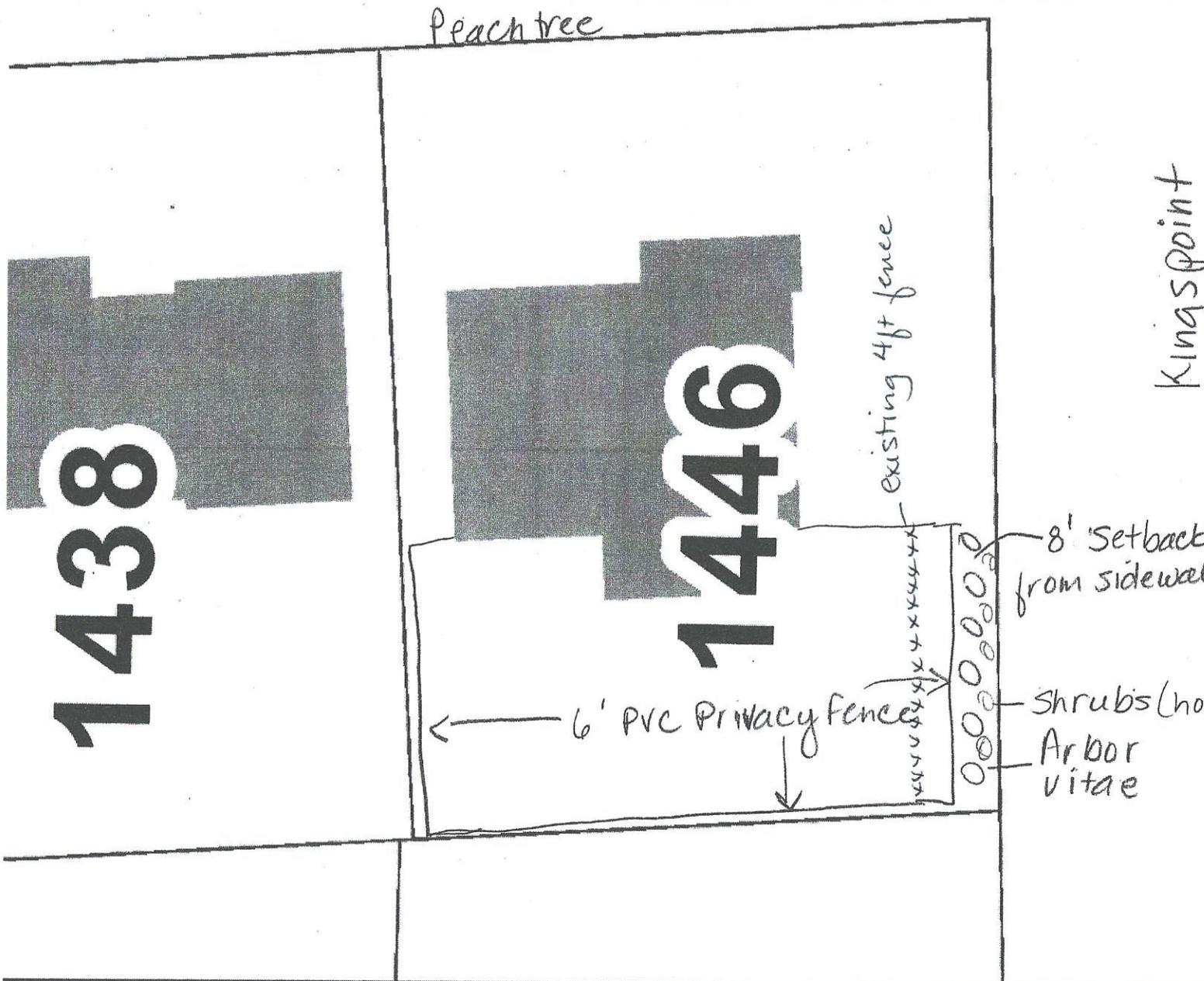
- <all other values>
- GOVERNMENT - CITYHALL
- GOVERNMENT - COMMUNITY CENTE
- GOVERNMENT - DISRTICT COURT
- GOVERNMENT - FIRE STATION
- GOVERNMENT - LIBRARY
- GOVERNMENT - POLICE
- GOVERNMENT - POST OFFICE
- GOVERNMENT - RECREATION
- PLACE OF WORSHIP
- SCHOOL

Building Footprints 2

- <all other values>
- GOVERNMENT - CITYHALL
- GOVERNMENT - COMMUNITY CENTE
- GOVERNMENT - DISRTICT COURT
- GOVERNMENT - FIRE STATION
- GOVERNMENT - LIBRARY
- GOVERNMENT - POLICE
- GOVERNMENT - POST OFFICE
- GOVERNMENT - RECREATION
- PLACE OF WORSHIP
- SCHOOL

Hydrography Poly 5

- Streams
- Lakes And Ponds



Notes:





From: [Robert Herzog](#)
To: [Planning](#)
Subject: Variance at 1446 Peachtree Parcel 88-20-23-180-013
Date: Sunday, June 29, 2014 8:59:06 PM

I'm Robert Herzog and I live at 1414 Peachtree Dr, Parcel 88-20-23-180-009.

Subject: Request for 6 foot high privcy fence at 1446 Peachtree Parcel 88-20-23-180-009.

I enjoy living in a Troy subdivision which has codes that limit the type of fences and buildings that can be placed on the property. I support the restriction on six foot high obscuring fencing because it detracts from the appeal of the neighborhood. I don't like the looks of a house that has a privacy fence, it has the look of an old time fort in the backyard. I have visited areas where everyone had a privacy fence and don't like the look of it.

Further these fences are high maintenance, after 5 or 6 years they require maintenance to maintain a neat appearance, Many in our subdivision are not maintained and look worn and are breaking down.

I would like to store my boat on my property, but cannot due to subdivision limitations.

Please deny this request for a fence variance.

Robert Herzog
reh2@wowway.com

3. HEARING OF CASES

- C. **VARIANCE REQUEST, BARBARA YOLLES FOR UNITED SHORE FINANCIAL SERVICES LLC, 1414 E MAPLE** – To allow the installation of a 585.36 square foot wall sign where the Sign Code allows only one wall sign. Variances were previously granted to allow the existing wall signs.

CHAPTER 85.02.05

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CITY OF TROY PLANNING DEPARTMENT
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CONSTRUCTION OR FENCE CODE APPEALS

FEE: \$50

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1. ADDRESS OF THE SUBJECT PROPERTY: 1414 E. Maple Road, Troy, Michigan 48083
ACREAGE PROPERTY: *Attach legal description if this an acreage parcel*

2. PROPERTY TAX IDENTIFICATION NUMBER(S): 88-20-35-102-031

3. CODE NAME (e.g. "BUILDING CODE", "SIGN CODE", "FENCE CODE") AND SECTION(S) RELATED TO THE APPEAL:
Sign Code

4. REASONS FOR APPEAL/VARIANCE: *On a separate sheet, please describe the reasons justifying the requested action. See Submittal Checklist.*

5. HAVE THERE BEEN ANY PREVIOUS APPEALS INVOLVING THIS PROPERTY? YES NO

6. APPLICANT INFORMATION:

NAME Barbara Yolles, Chief Strategy Officer
COMPANY United Shore Financial Services, LLC
ADDRESS 1414 E. Maple Road
CITY Troy STATE Michigan ZIP 48083
TELEPHONE 855-888-8737 ext. 4496
E-MAIL byolles@unitedshore.com

7. APPLICANT'S AFFILIATION TO THE PROPERTY OWNER: Tenant/Employee

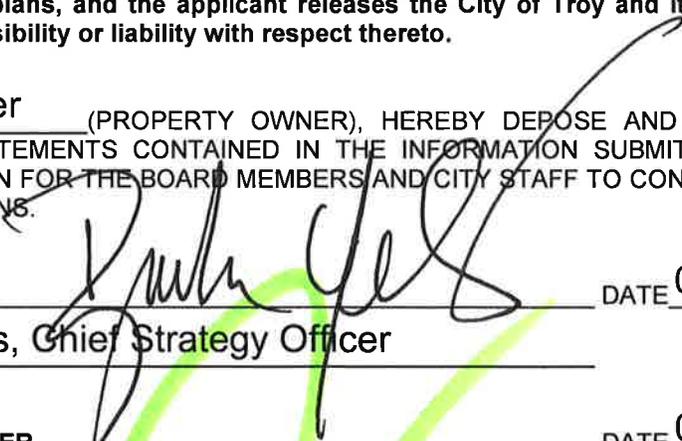
8. OWNER OF SUBJECT PROPERTY:

NAME Jeffrey Ishbia, Manager
COMPANY Sure Holdings, LLC
ADDRESS 251 Merrill Street, 2nd Floor
CITY Birmingham STATE Michigan ZIP 48009
TELEPHONE 248-647-8590
E-MAIL _____

The undersigned hereby declare(s) under penalty of perjury that the contents of this application are true to the best of my (our) knowledge, information and belief.

The applicant accepts all responsibility for all of the measurements and dimensions contained within this application, attachments and/or plans, and the applicant releases the City of Troy and its employees, officers, and consultants from any responsibility or liability with respect thereto.

I, Jeffrey Ishbia, Manager (PROPERTY OWNER), HEREBY DEPOSE AND SAY THAT ALL THE ABOVE STATEMENTS AND STATEMENTS CONTAINED IN THE INFORMATION SUBMITTED ARE TRUE AND CORRECT AND GIVE PERMISSION FOR THE BOARD MEMBERS AND CITY STAFF TO CONDUCT A SITE VISIT TO ASCERTAIN PRESENT CONDITIONS.

SIGNATURE OF APPLICANT  DATE 06/16/2014
PRINT NAME: Barbara Yolles, Chief Strategy Officer

SIGNATURE OF PROPERTY OWNER _____ DATE 06/16/2014
PRINT NAME: Jeffrey Ishbia, Manager

Failure of the applicant or his/her authorized representative to appear before the Board, as scheduled, shall be justifiable cause for denial or dismissal of the case with no refund of appeal fee(s). If the person appearing before the Board is not the applicant or property owner, signed permission must be presented to the Board.

The applicant will be notified of the time and date of the hearing by electronic mail.

UNITED SHORE EXPLANATION FOR REQUEST FOR VARIANCE

United Shore Financial Services, LLC (“United Shore”) is submitting this application for a variance to replace its current “USFS” sign (“Old Sign”) with a sign reflecting the new United Shore logo (“New Sign”) at its headquarters located at 1414 East Maple Road, Troy, Michigan 48083 (“Headquarters”). United Shore wants to replace the Old Sign with the New Sign because United Shore recently launched a new brand identity, including a new logo. As depicted in the enclosed Sign Construction Detail, the New Sign is composed of two people symbols that connect to form a “U” representing United Shore’s dedication to being united with its customers.

United Shore asserts that its request for a variance to install the New Sign satisfies each of the three requirements of Chapter 85.01.08 of the City of Troy Sign Ordinance (the “Ordinance”). United Shore will address each of the requirements of Chapter 85.01.08 separately below.

- A. The variance would not be contrary to the public interest or general purpose and intent of this Chapter.

The variance sought by United Shore for the New Sign would not run contrary to the intent of the Ordinance. As the Ordinance states, its purpose is to reduce the negative effects associated with signs by controlling the number and size of signs within the City of Troy. As described below, the New Sign will have a positive effect on surrounding businesses and the community as a whole. Further, United Shore is only seeking to replace an existing sign, not add additional signs, and the size of the New Sign is consistent with many other signs used by businesses within the City of Troy to advertise their businesses. It should be noted that the Ordinance specifically states that: “[T]he signs of least value to people within the City are those which carry commercial messages other than the advertisement of any product, service, event, person, institution or business located on the premises where the sign is located or indicates the sale or rental of such premises.” The New Sign is not an advertisement for the sale or rental of the Headquarters. Rather, the New Sign tastefully depicts United Shore’s new **logo** only.

Additionally, the New Sign will help to promote United Shore’s business and encourage its continued growth within the City of Troy and State of Michigan. Such growth would support the public interest of expanding Michigan-based businesses such as United Shore. As United Shore continues to grow, it will need to hire additional employees to support its business operations. These additional jobs will provide paychecks to members of the community who will use that money to increase revenues for local businesses and to increase the tax base for the city.

- B. The variance does not adversely affect properties in the immediate vicinity of the proposed sign.

Properties in the immediate vicinity of the New Sign will not be adversely affected by the New Sign. The Headquarters is surrounded by other businesses, not residences. Like United Shore, those businesses have logos which identify to consumers which business occupies a particular property. The New Sign will positively impact the surrounding commercial businesses because the New Sign will

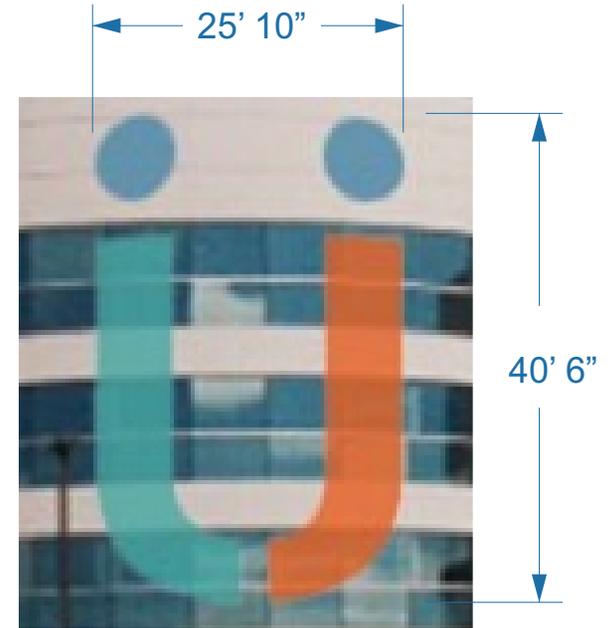
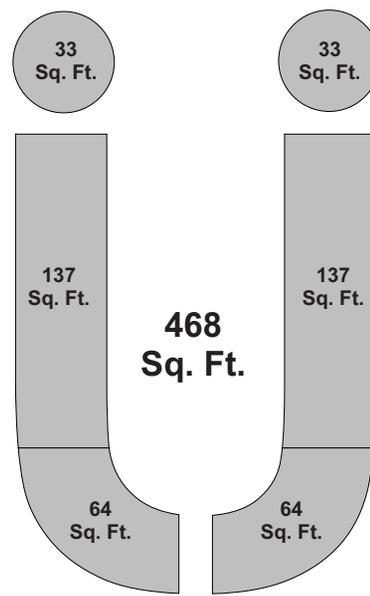
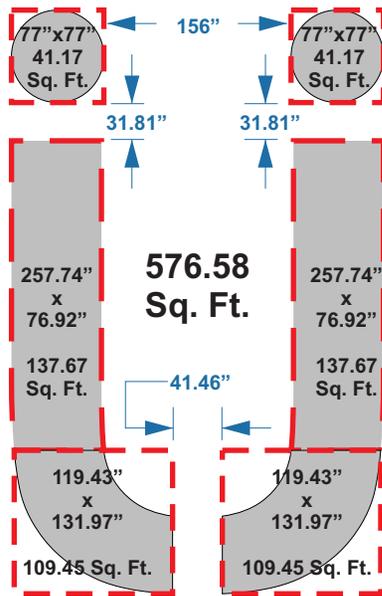
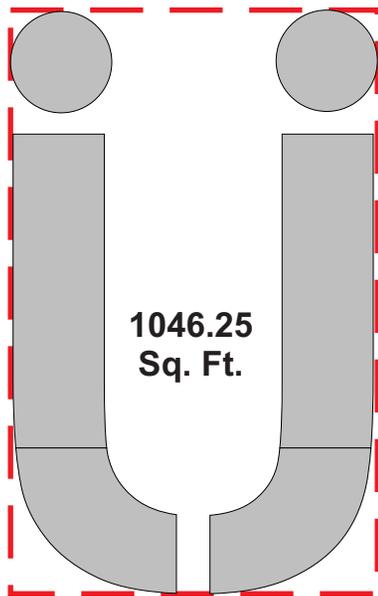
more prominently display to the public that United Shore occupies the Headquarters. United Shore is a large and growing company which employs over 1,100 employees. United Shore is continuously recognized as one of the fastest growing companies in the state of Michigan and one of the best work places for employees. In an effort to continue this growth, United Shore has launched a new brand identity. The new brand identity is progressive and will allow United Shore to continue to hire innovative employees. Efforts, such as the new brand identity, to grow United Shore's business and employee base will benefit surrounding businesses because those new employees will generate additional revenue for the surrounding businesses through their spending.

C. The petitioner has a hardship or practical difficulty resulting from the unusual characteristics of the property that precludes reasonable use of the property.

As the Board of Appeals knows, the Headquarters is zoned in District O. Chapter 85.02.05 restricts buildings zoned in District O to "[o]ne wall sign for each building, not to exceed 10% of the area of the front of the structure, to a maximum size of 200 square feet in area." Previously, United Shore sought and received a variance for the Old Sign and the two other signs on the front of the Headquarters ("Other Signs"). As previously noted, United Shore is seeking the variance to replace the Old Sign with the New Sign. The New Sign is approximately 468 square feet. The Other Signs which will remain on the front of the Headquarters are approximately 128 total square feet. The total square footage of the New Sign and the Other Signs is approximately 596 square feet. The total square footage of the front of the Headquarters is approximately 33,607 square feet. So while the combination of the New Sign and the Other Signs exceeds 200 square feet, the combination is significantly below 10% of the front of the Headquarters (3,360 square feet) at approximately 596 square feet.

If the Headquarters were zoned in District B, a mere three miles away, which is similar in many respects in geography and makeup to District O, United Shore would not need to seek a variance for the New Sign. This is because Chapter 85.02.05 provides that buildings zoned in District B shall be allowed: "[a]ny number of wall signs, such that the total combined area of all wall signs for each tenant shall not exceed 10% of the front area of the structure or tenant area. Wall signs must be located on the face of the area that is occupied by the tenant." If the Headquarters were located a mere three miles away in District B, the present variance request would not even be necessary.

In conclusion, United Shore's request for a variance to install the New Sign satisfies each of the three requirements of Chapter 85.01.08, as previously noted. United Shore's variance request supports the interests of the public, and will benefit surrounding businesses and the community as a whole. United Shore requests that the Board of Appeals grant its request for a variance to install the New Sign.



Existing

Proposed



Using PSV for windows and Paint for dryvit.
 PMS colors are as follows:
 · Blue is Pantone 072 C (CMYK 100/95/0/3)
 · Orange is Pantone 1505 C (CMYK 0/56/90/0)
 · Grey is Pantone Cool Grey 4 (CMYK 27/16/16/0)

Shore Mortgage

Sales Person: Paul Deters

Drawn By: Connie Fotiu

Date: 5/5/14

Work Order#:

File Name:
ShoreMortgage.cdr

Revision: 6/18/14

23544 Hoover Rd
 Warren MI 48089
 T: 586-759-2700
 F: 586-759-2703





Art Institute
46.4 Sq. Ft.



Shore Mortgage
60 Sq. Ft.



UWM
60 Sq. Ft.



TO BE REMOVED
USFS
200 Sq. Ft.

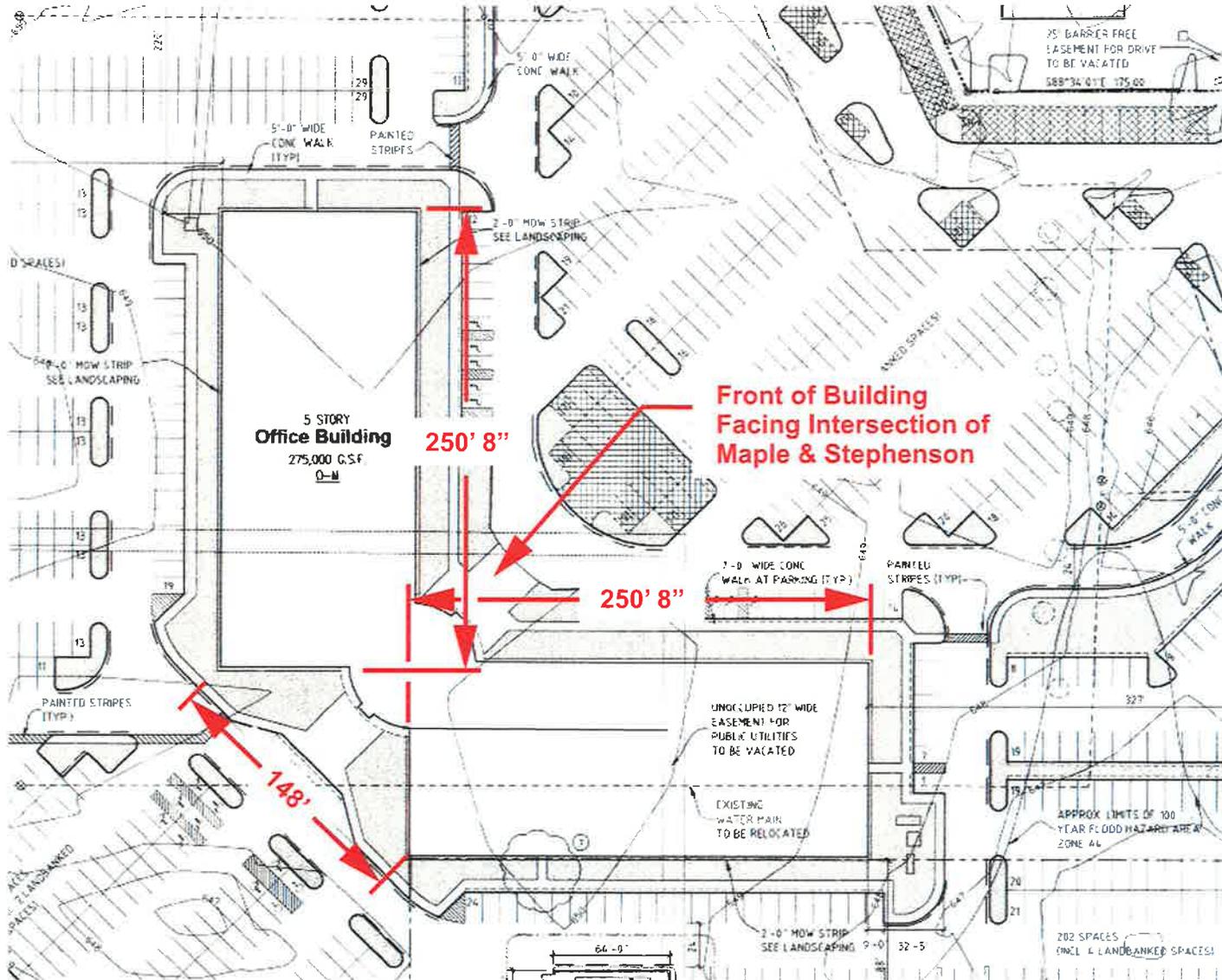


Art Institute
200 Sq. Ft.

Maple Road



Allen Road



Stephenson Road

Shore Mortgage

Sales Person: Paul Deters

Drawn By: Connie Fatiu

Date: 5/5/14

Work Order#:

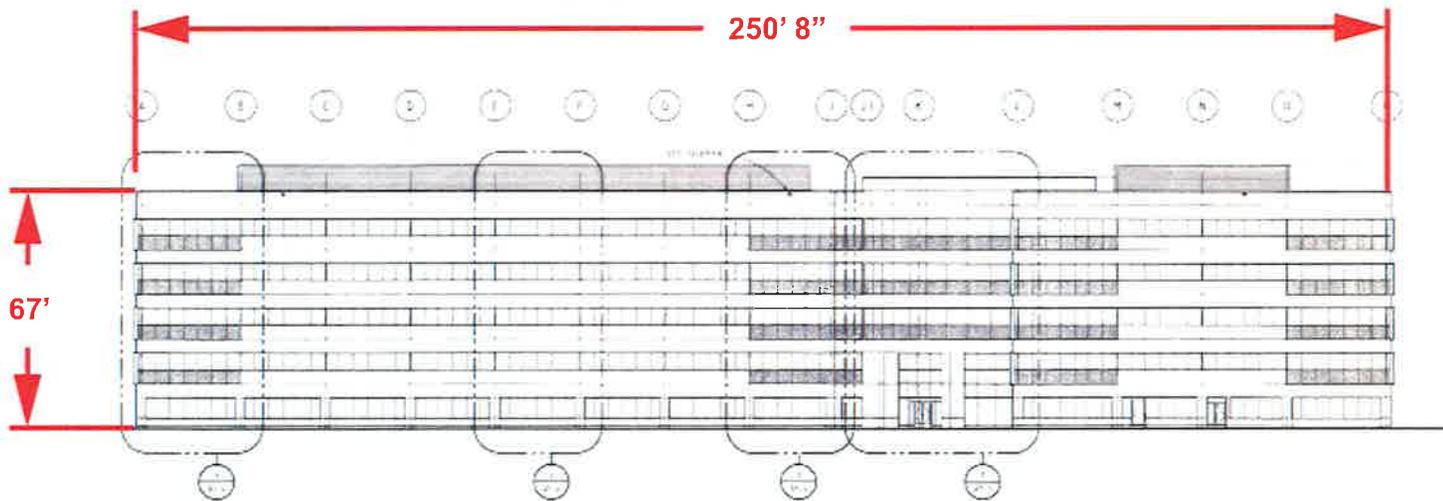
File Name:
ShoreMortgage.cdr
Overhead Pg 2

Revision: 6/12/14

23544 Hoover Rd
Warren MI 48089
T: 586-759-2700
F: 586-759-2703

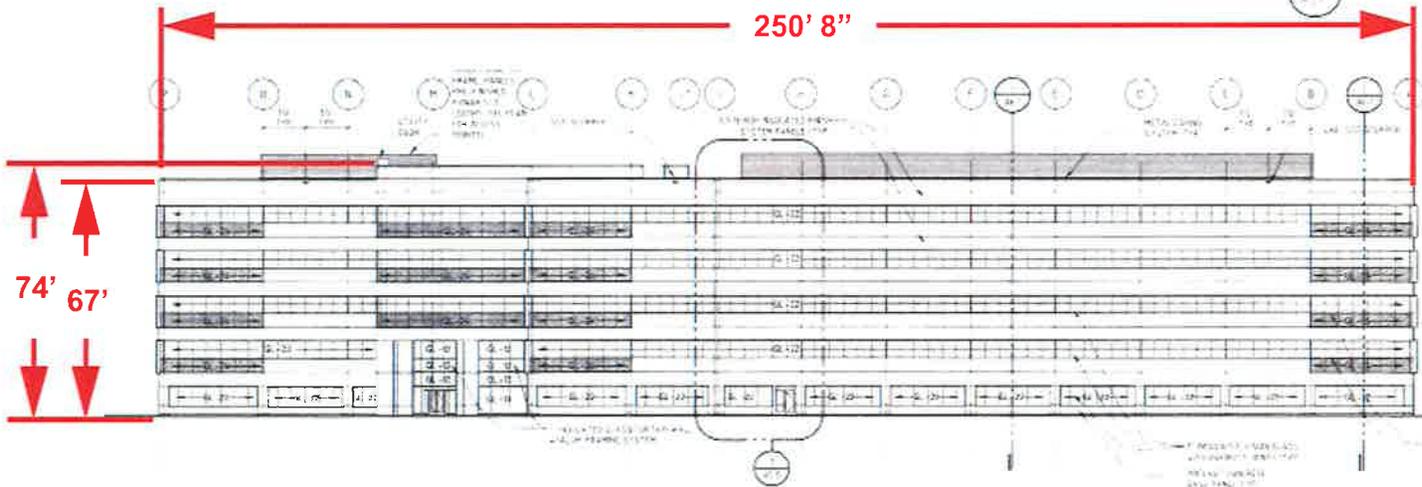


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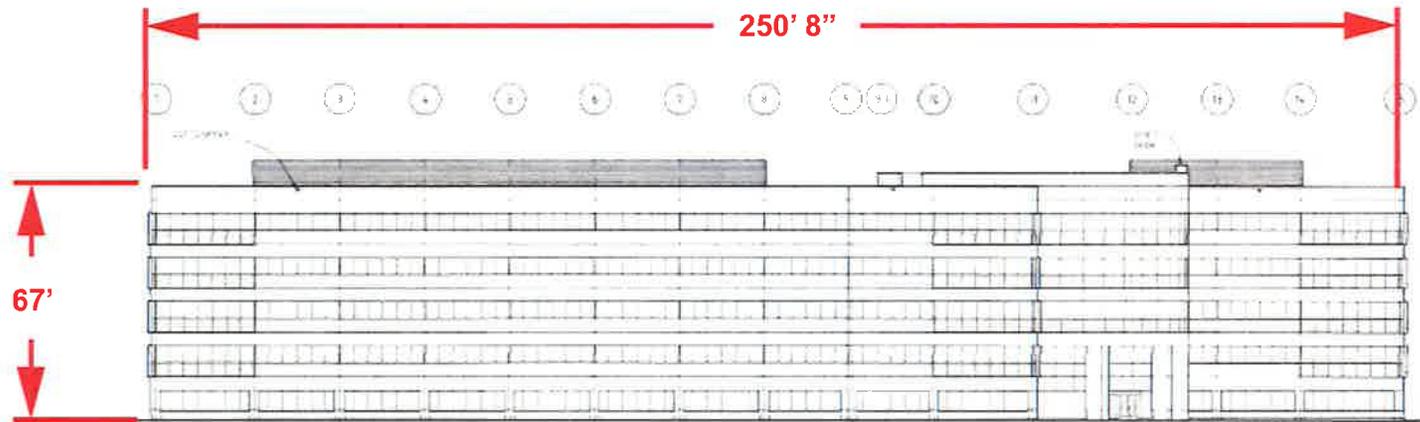
North Elevation



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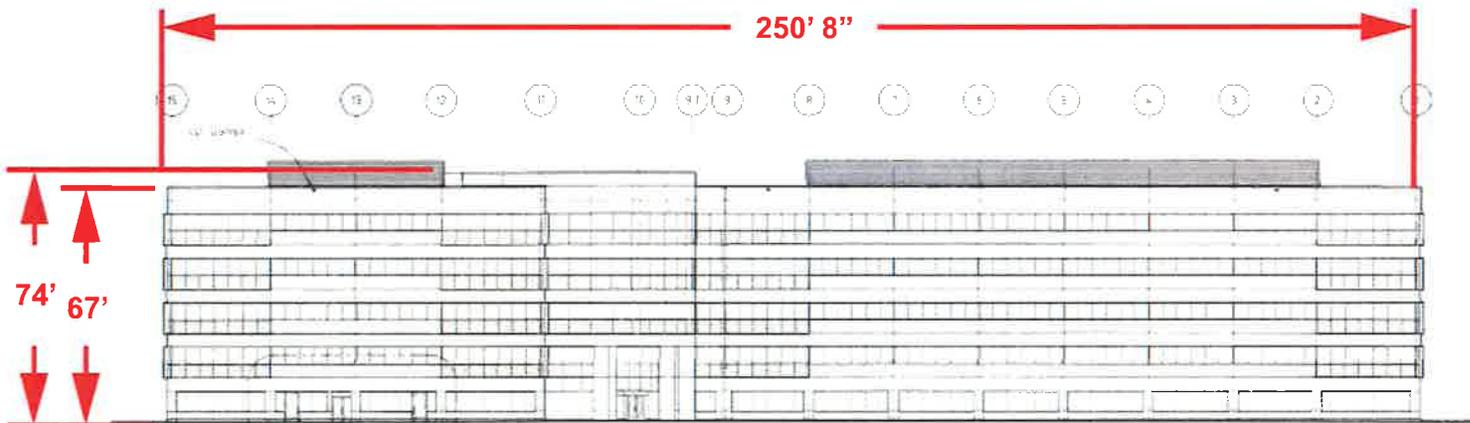
South Elevation

Shore Mortgage	Sales Person: Paul Deters	Drawn By: Connie Fotiu	Date: 5/5/14	Work Order#:	File Name: ShoreMortgage.cdr	Revision: 6/12/14	23544 Hoover Rd Warren MI 48089 T: 586-759-2700 F: 586-759-2703
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West Elevation



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East Elevation

Shore Mortgage	Sales Person: Paul Deters	Drawn By: Connie Fotiu	Date: 5/5/14	Work Order#:	File Name: ShoreMortgage.cdr	Revision: 6/12/14	23544 Hoover Rd Warren MI 48089 T: 586-759-2700 F: 586-759-2703	
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