

ITEM #2

sign would still be smaller than both the Buscemi sign and the National Coney Island sign.

Mr. Dziurman asked if a ground sign that was moved closer to the right of way would be acceptable. Mr. Stimac stated that they could not move this sign any closer due to a utility easement. Mr. Dziurman then asked why a larger sign was needed and Mr. Horsley stated that a larger sign would have a greater visibility impact and he feels that this would help Taco Bell regain some of the lost revenue.

Mr. Nelson asked what type of sign the petitioner was proposing and Mr. Horsley stated that it would still be a ground sign and would be mounted on a pole. Mr. Horsley further stated that the sign would not be placed as high as the Colony Cleaner, Buscemi or National Coney Island signs.

Motion by Nelson
Supported by Smith

MOVED, to grant ROBERT S. HORSLEY, TACO BELL - 3268 ROCHESTER ROAD for relief of Chapter 78 to replace an existing 48 square foot ground sign with a new 100 square foot sign.

- Larger sign will increase visibility and thus help increase sales.
- Utility easement prevents the Board from allowing the smaller sign from being installed closer to the road.

Yeas: 4 – Dziurman, Kessler, Nelson, Smith
Nays: 1 – Need

MOTION TO APPROVE REQUEST CARRIED

ITEM #3 – VARIANCE REQUEST. PAUL DETERS, METRO DETROIT SIGNS, REPRESENTING SATURN OF TROY 1790 MAPLELAWN, for relief to install two ground signs.

Mr. Stimac explained that the petitioner is requesting relief to install a 25' tall, 100 square foot ground sign, setback 15' from the right of way. Section 9.02.05 of Chapter 78 of the Troy City Code requires that a sign this size is placed 30' from the right of way.

Petitioner is also proposing to install a second, 30 square foot, ground sign at the above location. Section 9.02.05 of Chapter 78 of the Troy City Code permits only one ground sign at this location.

ITEM #3

Mr. Paul Deters of Metro Detroit Signs and Mr. Ron MacEachern, General Manager of Saturn were present.

Mr. Deters stated that he wished to present both Item #3 and Item #4 together since they were related. Mr. Deters said that the Saturn Dealership has relocated and feels the need to remove the existing Saturn sign and install a new sign in front of the facility. He also said that the new Saturn sign would be smaller than the existing sign; 125 square feet to 100 square feet.

Mr. Dziurman asked if there was a Saturn Dealership at this location before and Mr. MacEachern stated that Buick used to be where Saturn is; and now Mazda and Subaru are together. Mr. MacEachern stated that even though they share the same space, the manufacturers prohibit the signs from being combined. Mr. Smith asked what was going to happen to the old Saturn dealership and Mr. Deters stated that they are planning to come back to the Board with a separate request to change that sign.

Mr. Need asked if they could reduce the size of the proposed 30 square foot sign and Mr. Deters stated that this is the smallest size of sign that Saturn uses. Mr. MacEachern stated that Saturn wants consistency in all of their signs and he feels that the new sign will be much more attractive than the existing sign. Mr. Nelson raised a question about the number of signs on the property and Ms. Norvell stated that there have been a multitude of variances granted regarding the number of signs allowed on this property, dating back to the 1970's.

The Chairman opened the Public Hearing. No one wished to be heard and the Public Hearing was closed.

There are no written complaints or objections on file.

Motion by Need

Supported by Nelson

MOVED, to grant PAUL DETERS, METRO DETROIT SIGNS, REPRESENTING SATURN OF TROY 1790 MAPLELAWN, for relief to install two ground signs.

- Variance will not have an adverse effect on surrounding property.
- Variance will not establish a prohibited use in a Zoning District.

Yeas: All – 5

MOTION TO GRANT REQUEST CARRIED

ITEM #4 - VARIANCE REQUEST. PAUL DETERS, METRO DETROIT SIGNS, REPRESENTING SUBURBAN MAZDA SUBARU, 1794 MAPLELAWN, for relief of the Sign Ordinance to have a second ground sign at 1794 Maplelawn.

Mr. Stimac stated that the petitioner is requesting relief to relocate an existing sign from 1790 Maplelawn to 1794 Maplelawn. Section 9.02.05 of Chapter 78 of the Troy City Code permits one ground sign at this location. This proposal would result in a second ground sign at this location and therefore exceeds the number of ground signs permitted.

Mr. Deters stated that the present sign is a Mazda pylon sign and they wished to add a second sign to differentiate the vehicles at this location. Mr. Deters stated that both Mazda and Subaru were going to share the same building, however, both are required to have separate signs. Mr. Smith asked if both signs could be combined and Mr. MacEachern stated that the manufacturer prohibits this. The dealer is required to advertise product information on separate signs.

The Chairman opened the Public Hearing. No one wished to be heard and the Public Hearing was closed.

There are no written complaints or objections on file.

Motion by Need
Supported by Nelson

MOVED, to grant Mr. Paul Deters, of Metro Detroit Signs, representing Suburban Mazda Subaru, 1794 Maplelawn, relief of the Sign Ordinance to have a second ground sign at 1794 Maplelawn.

- Variance is not contrary to public interest.
- Variance will not have an adverse effect on surrounding property.

Yeas: All – 5

MOTION TO GRANT REQUEST CARRIED

The Building Code Board of Appeals adjourned at 9:05 A.M.

MS/pp