

# Waltonwood at Twelve Oaks

## ZBA Application Attachment

### Off-Premise Directional Sign

Waltonwood at Twelve Oaks is a continuum of care, senior housing development that has independent living, assisted living and memory care. It was developed in two phases. The first phase consists of the independent living apartments and the second phase consists of the assisted living and memory care units. There is currently one (1) development sign for both phases 1 and 2 of the development, which is located on finger road from the Twelve Oaks Mall ring road to Twelve Mile Road.

Because Waltonwood services the senior population, clear identification of location is very important. Due to the nature of the residents and their varying physical conditions, turnover is a constant issue with residents needing to transfer to nursing homes for health reasons or reaching the end of their lives. Therefore, marketing efforts are a never-ending necessity and exposure is critical to that effort. Because the project does not front on a major road, visual identification to tenant traffic is problematic and relies extensively on mall drive-by traffic on the ring road and the adjacent finger road.

The current real estate development sign provides limited exposure to the public for our project and provides no directional assistance for those traveling on Twelve Mile Road. Therefore, we are respectfully requesting consideration from the Zoning Board of Appeals to allow for the proposed off-premise directional sign on property owned by Singh on Twelve Mile Road frontage, per the attached sign plan and location plan.

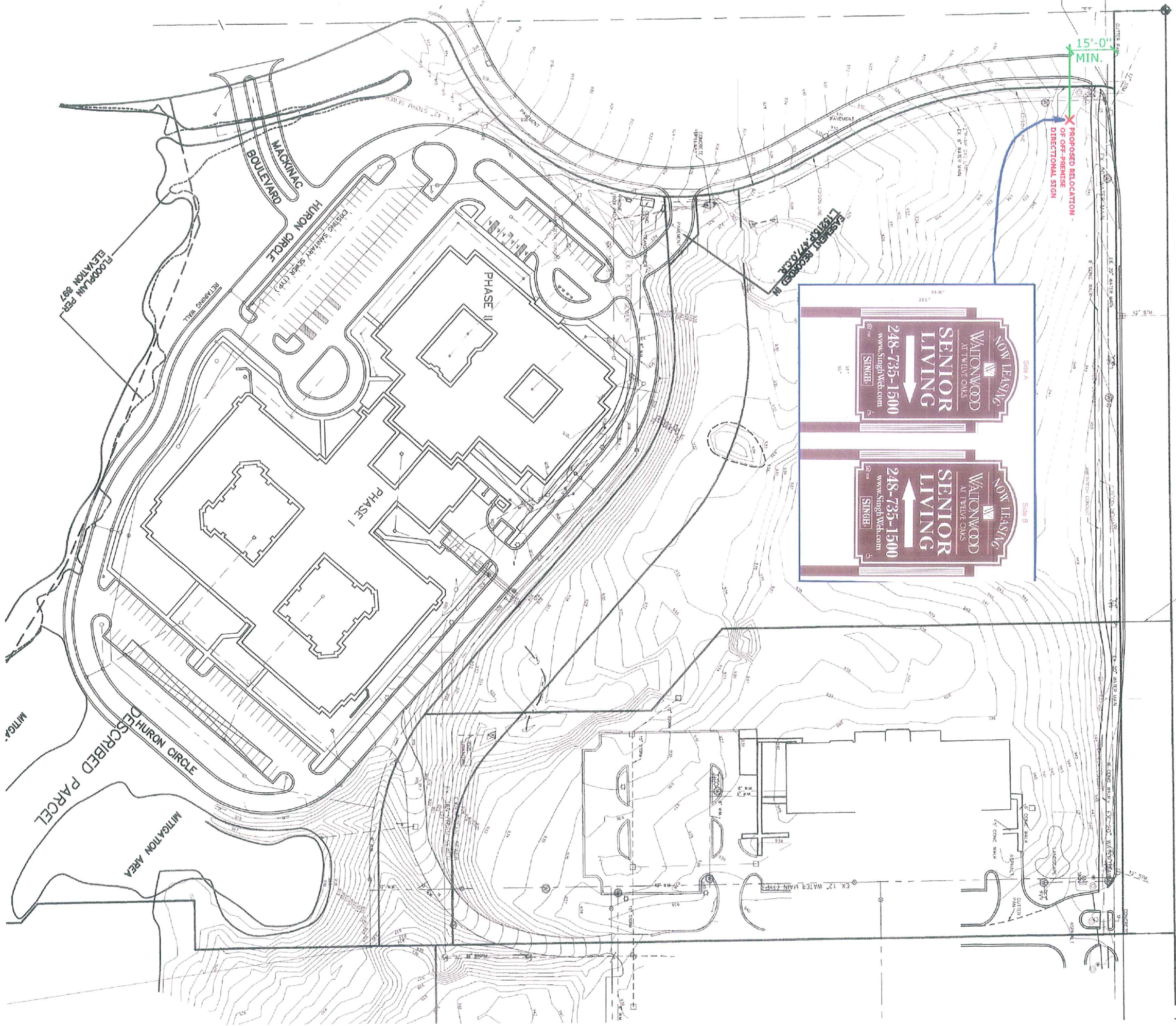


1 new double-sided (box build) directional sign- Waltonwood at 12 Oaks  
 Substrate: 1/2" MDO painted white  
 Vinyl colors: O651 Burgundy  
 Posts: 6" x 6" painted SW 6300 Burgundy  
 GVI to install on 12 Mile Rd.\*

\*Singh Development is handling ZBA approval

BUILD INFORMATION		LOGOS • STATIONERY • BROCHURES • VEHICLE GRAPHICS • SIGNS & BANNERS • WEB SITES	
SCALE	1/2" = 1'	CLIENT NAME:	Singh Mgmt
QUANTITY	1	PROOF #:	6
SUBSTRATE	1/2" MDO	FILE NAME:	sgh27208.fs
SURFACE APP.	1st	PROOF DATE:	10-15-8
SINGLE/DOUBLE SIDED	double	APPROVED BY:	
SQUARE FOOTAGE		APPROVAL DATE:	
FINISHING	GVI to install	graphic visit our online portfolio at <a href="http://www.graphicvisionsinc.com">www.graphicvisionsinc.com</a> <i>visions</i> 16857 Northville Rd., Northville, MI 48168 • (248) 347-3355 • FAX (248) 347-3388 <small>inc.</small>	
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15'-0"  
MIN.

PROPOSED RELOCATION  
OF OFF-PREMISE  
DIRECTIONAL SIGN

Side A

NOW LEASING  
WALTONWOOD  
AT WHITE OAKS  
SENIOR LIVING  
248-735-1500  
www.SinghWeb.com  
SINGH

Side B

NOW LEASING  
WALTONWOOD  
AT WHITE OAKS  
SENIOR LIVING  
248-735-1500  
www.SinghWeb.com  
SINGH

DEVELOPER'S  
DESCRIBED  
PARCEL

MACKINAC  
BOULEVARD

HURON CIRCLE

PHASE II

PHASE I

RETAINING WALL  
ELEVATION PER  
PLAN 887

DEVELOPER'S  
DESCRIBED  
PARCEL

MITIGATION  
AREA

HURON CIRCLE





cityofnovi.org

## ZONING BOARD OF APPEALS

45175 West Ten Mile Road  
Novi, Michigan 48375-3024  
(248) 347-0415

July 9, 2008

G. Michael Kahm, Vice President  
Singh Development, LLC  
7125 Orchard lake Road  
Suite 200  
West Bloomfield, MI 48322

Zoning Board of Appeals Case No. 08-033 Waltonwoods

Variance Request: Two sign extension variances for one real estate construction sign and one leasing sign. Petitioner is requesting the continued placement of sign A, a construction sign located on Huron Circle and a twenty-five foot area/ one foot height variance for sign B, a real estate leasing sign located on the north side of Mackinac Boulevard.

At the July 8, 2008 Regular Meeting of the Zoning Board of Appeals the following motion passed:

IN CASE NO. 08-033 THE BOARD DENIES THE PETITIONER'S REQUEST FOR SIGN 'A' GIVEN THE FACT THAT THE PETITIONER HAS NOT ESTABLISHED A PRACTICAL DIFFICULTY IN THAT THERE IS ANOTHER SIGN ON THE PROPERTY WHICH MARKETS SIMILAR PRODUCTS AS WELL AS THE FACT THAT THERE ARE TWO PERMANENT SIGNS; ONE APPROVED BY THIS BOARD TO IDENTIFY THE PROPERTY.

IN CASE NO. 08-033 THE BOARD APPROVES THE REQUEST FOR SIGN 'B' FOR THE TIME PERIOD OF SIX (6) MONTHS GIVEN THAT THE PETITIONER HAS ESTABLISHED SOME MARKETING PRACTICAL DIFFICULTIES REGARDING THE SITE DUE TO THE LAYOUT OF THE ROAD, THE SIGN NOT BEING ON THE FRONTAGE OF TWELVE MILE AND GIVEN THE FACT THE GRANTING OF THIS LENGTH OF AN EXTENSION WOULD PROVIDE SUBSTANTIAL JUSTICE TO THIS PETITIONER AS WELL AS SURROUNDING PROPERTY OWNERS.

Motion Carried: Fischer  
Motion Maker: 6-0

Sincerely,

CITY OF NOVI  
ZONING BOARD OF APPEALS

Stephen T. Rumples  
Community Development Director

Cc: Justin Fischer  
Alan Amolsch