

We are appealing the denial of our sign application for several reasons. First, as our only sign at the entrance—it needs to be visible to traffic both East and Westbound on 9 mile Rd. and since a double-sided sign in the median would present a visibility problem, the decision was made to put the sign on the East entry wall only. Given the elegant design of the Bella Terra logo—the name would not be visible to passing traffic at a 24 sq. ft. size.

Second, given the natural beauty of the site and it's surroundings, we chose a natural stone wall for the sign's supporting structure, which, while complementing the natural surroundings, requires the graphics to be larger to be both proportional and legible.

45 square feet



25 square feet





