



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	Hampton Village shopping center located on the east side of Rochester Rd. north of Auburn Rd.		
Parcel Identification Number	15-26-351-005		
Current Use(s)	Vacant parking lot	Zoning District	CB - Community Business

Request Information

Ordinance Section(s) (<i>variance being requested from</i>) City Ordinance, Article III, Sec. 134-5. - Monument signs. Existing frontage = 2,018 lf of frontage / 5 sf = 400 sf 1 sf per each five ft. of linear street frontage, up to a maximum of 200 sf; Existing = 320 sf
Requested Variance(s) Construct 7'high monument sign with 30sf face (per side) near the entrance to the shopping center as noted on the attached plan
Review Criteria (<i>as defined in Section 134-41 of the City's Sign Ordinance</i>) 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 proposed development is the only new outlot within the shopping center since the signage was last modified in 2008. This is a unique condition due to the location of the outlot and proximity to Rochester Road.
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 existing shopping center exceeds the maximum allowable signage area by 120sf, with a total of 320sf of signage where 200sf is permitted. The center serves a large tenant mix consisting of approximately 54 tenants. The proposed Chick-fil-A will be developed on an outlot within the existing shopping center parking lot. Due to its location, the restaurant will have limited visibility from adjacent roadways and will not benefit from building frontage or wall signage visibility. To provide adequate wayfinding and identification for customers, Chick-fil-A is requesting a monument sign containing 30sf of sign area.
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). The requested variance would provide site visibility comparable to that of other tenants within the shopping center. Requiring the center to reduce its overall permitted sign area would necessitate the removal or reduction of existing tenant signage, thereby impacting current businesses. The proposed 30sf monument sign is consistent with the signage provided for other restaurant tenants located along the frontage that utilize freestanding signs, including Taco Bell, Chili's, Olive Garden, and Red Lobster. The requested sign area is intended to provide similar identification and wayfinding opportunities for Chick-fil-A given its outlot location and limited visibility.



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SBA Application

Applicant Information

Name	Leslie Accardo - PEA Group				
Address	1849 Pond Run				
City	Auburn Hills	State	MI	Zip	48326
Phone	248-376-7920	Email	laccardo@peagroup.com		
Applicant's Legal Interest in Property					

Property Owner Information ☐ Check here if same as above

Rich Dippolito in his capacity as Vice President of Owner

Name	Rich Dippolito, Vice President - New Plan Hampton Village, LLC				
Address	200 Ridge Pike, Suite #100				
City	Conshohocken	State	PA	Zip	19428
Phone	(224) 496-0357	(847) 562-4101	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 	Applicant's Printed Name Leslie Accardo	Date 09/02/2026
Property Owner's Signature 	Property Owner's Printed Name Rich Dippolito in his capacity as Vice President of Owner	Date 9-2-27

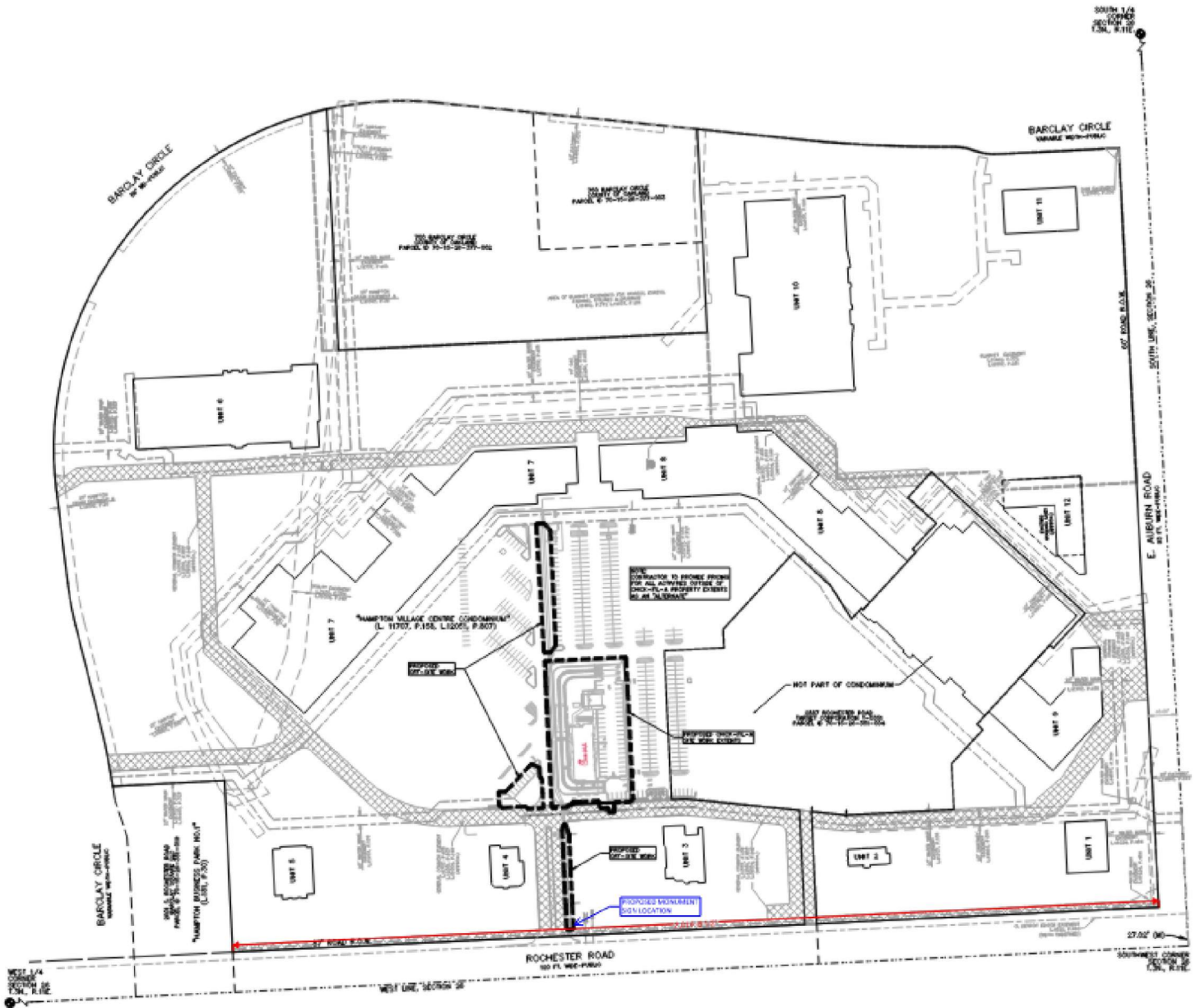
OFFICE USE ONLY

Date Filed	File #	Escrow #
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SIMILAR USE MONUMENT SIGNS WITHIN SHOPPING CENTER



OVERALL DEVELOPMENT



PROPOSED SIGN LOCATION



PROPOSED MONUMENT SIGN



A

D/F MONUMENT SIGN

SCALE: 1/2" = 1'-0"

ONE (1) REQUIRED - MANUFACTURE AND INSTALL

30 SQ. FT.