

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 grant a two (2) year extension of the off-premise directional sign on the property owned by Singh on Twelve Mile Road frontage, per the attached sign plan and site location plan.

TWELVE MILE ROAD

15'-0"
MIN

X
EXISTING LOCATION OF
OFF-PREMISE LEASING
SIGN



EXISTING RECORD IN
LITERATURE OFFICE

PHASE II

PHASE I

MACKINAC
BOULEVARD

HURON CIRCLE

FLOORPLAN PER
ELEVATION 997

HURON CIRCLE

MITIGATION AREA

DESCRIBED PARCEL

MITIG