

**ISABELLA COUNTY
ZONING BOARD OF APPEALS
Application for Variance**

APPLICANT INFORMATION:

Name Johnson Sign Co Owner/Agent/Other (Circle One)
Address 2240 Lansing Ave, Jackson, MI 49202
Phone 734-483-2000 Email Address jess@johnsonsign.com

PROPERTY OWNER INFORMATION: (if different from applicant)

Name Daniel Aldrich
Address 2706 E. Stevenson Lake Rd., Clare, MI 48617
Phone 989-429-0059 Email Address rooftopreindeer@yahoo.com

PROPERTY INFORMATION:

Address/Location 2706 E. Stevenson Lake Rd., Clare, MI 48617
Tax I.D. Number 15-021-20-003-15
Zoning District AG-2 Township Vernon Section 16N 04W 021
Directions to property Property located on the South side of E Stevenson Lake Road
1/4 mile West of N Crawford Road

ATTACHMENTS: Please submit the following items with the application.

A Site Plan showing the following: Dimensions of property, location of roads, easements and driveways. The location and dimension of any existing buildings and/or structures; any unique natural features such as lakes, rivers, streams, wetlands, steep slopes. The location and dimensions of proposed building(s) and/or structures.

A copy of the deed and accurate legal description of property.

The applicant must demonstrate evidence of a practical difficulty and demonstrate that **ALL** conditions in Section 14.04 (C) (1-5) are met (see reverse).

Nature of request: A variance is requested to allow the install of a ground sign with EMC

5'-11.2" x 7'-10.5" (46.7 sq ft) at 8' OAH.

James Johnson
Signature of Applicant

3/4/2026
Date

Optional: I hereby grant permission for members of the Isabella County Zoning Board of Appeals and Zoning Administrator to enter the above-described property for the purposes of gathering information related to this application.

Signature of Applicant

Date

File # PVAR260002
Received by [Signature]

OFFICE USE ONLY
Fee \$350.00
Check Number 58985

Date Received 3-13-26
Receipt Number 17234



JOHNSON SIGN CO.

BUILDING FIRST IMPRESSIONS THAT LAST

March 11, 2026

Isabella County
Zoning Board of Appeals
200 N. Main Street
Mt. Pleasant, MI 48858

Dear Zoning Board of Appeals,

This letter is written to show the practical difficulty Rooftop Landing Reindeer Farm (RLRF) has meeting the conditions of the sign code for the Agriculture District in Vernon Township.

1. While RLRF is located in the Agriculture district the allowable limit of 24 sq.ft. is not adequate for the AG Tourism / Educational use that is permitted on their property.
2. As a dedicated AG Tourism business with a need to identify itself to first time tourism visitors, this variance is necessary to provide safe and readable destination signage.
3. This variance will not be detrimental to adjacent property. In fact, the neighboring property is owned by the same family.
4. This variance will not impair the intent and purpose of the Ordinance. In fact, it will help accomplish an improvement in the economic welfare for residents of the Township.
5. The need for the variance is not created by the applicant. The need is caused by advertising/signage needs for AG Tourism business that were unforeseeable when the Ordinance was created.

Please give positive consideration for this sign variance request.

Sincerely,

Johnson Sign Co., on behalf of Rooftop Landing Reindeer Farm

JACKSON · LANSING · YPSILANTI · MANISTEE · SAGINAW

+800-517-3720

✉ INFO@JOHNSONSIGN.COM

🌐 WWW.JOHNSONSIGN.COM

📍 CORPORATE HEADQUARTERS
2240 LANSING AVE.
JACKSON, MI 49202

NIGH SIMULATION



PROPOSED



2240 Lansing Ave., Jackson, MI 49202
 2900 Alpha Access St, Lansing, MI 48910
 663 S Mansfield St., Ypsilanti, MI 48197
 1965 Pine Creek Rd, Manistee, MI 49660
 3750 Fortune Blvd, Saginaw, MI 48603
 517-784-3720 | www.johnsonsign.com

JOB NAME: Rooftop Landing
Reindeer Farm
 LOCATION: 2706 E. Stevenson Lake Rd.
Clare, MI 48617
 ACCOUNT REP: TA
 DESIGNER: LE
 REVISION: _____

SIDE VIEW





20"
 12"



(1) 96" X 94.5" DOUBLE FACE ILLUMINATED MONUMENT SIGN W/
 32" X 94.5" .090" ALUMINUM SIGN CABINET
 .125" ROUTED OUT FACES BACK W/ 3/16" WHITE ACRYLIC / VINYL 1ST SURFACE
 1-1/2" REVEAL
 FULLCOLOR THINKSIGN ALLURA-10 96 X 240-SMD; 3'-1.7" HIGH X 7'-10.4" WIDE
 24.8' X 94.5" .090" ALUMINUM POLE COVER / 8"H WHITE VINYL ADDRESS
 SIGN WILL BE MOUNTED ON (1) STEEL POST BURIED IN CONCRETE FOOTINGS

46.7 SQ. FT.

COLOR SPECS

-  PMS 3556C
-  PMS 2350C
-  PMS 7623C
-  WHITE

THIS SIGN IS INTENDED TO BE MANUFACTURED IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BEAR UL LABEL(S).

JOHNSON SIGN CO DOES NOT PROVIDE PRIMARY ELECTRIC TO SIGN LOCATION RESPONSIBILITY OF OTHERS

CUSTOMER APPROVAL: _____

DATE: _____



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County of Isabella
Rooftop Landing Reindeer Farm



Map Publication:
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Disclaimer: This map does not represent a survey or legal document and is provided on an 'as is' basis. Isabella County expresses no warranty for the information displayed on this map document.

40m
200ft