



**CITY OF MADISON HEIGHTS**  
**COUNCIL CHAMBERS - CITY HALL, 300 W. 13 MILE RD.**  
**ZONING BOARD OF APPEALS AGENDA**  
**SEPTEMBER 04, 2025 AT 7:30 PM**

---

**CALL TO ORDER**

**ROLL CALL**

**ADDITIONS/DELETIONS**

**APPROVAL OF MINUTES**

1. August 7th, 2025 Meeting Minutes

**PUBLIC HEARING**

2. **PZBA #25-09: 1485 W. 14 Mile Road**

The applicant, Spectrum Neon, on behalf of property owner Johnny Shouneyia, requests one (1) dimensional variance from the Madison Heights Zoning Ordinance pertaining to wall signage. The subject property is located at 1485 W. 14 Mile Road (tax parcel # 44-25-02-102-001) and is zoned B-1, Neighborhood Business. The property is located at the southeast corner of W. 14 Mile Road and Campbell Road and is improved with a grocery store.

**MEETING OPEN TO THE PUBLIC: Items not listed on agenda**

**UNFINISHED BUSINESS**

**NEW BUSINESS**

**MEMBER UPDATES**

**PLANNER UPDATES**

**ADJOURNMENT**

NOTICE: Persons with disabilities needing accommodations for effective participation through electronic means in this meeting should contact the City Clerk at (248) 583-0826 or by email: [clerks@madison-heights.org](mailto:clerks@madison-heights.org) at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.

Zoning Board of Appeals  
Madison Heights, Michigan  
August 07, 2025

A Zoning Board of Appeals was held on Thursday, August 07, 2025, at 7:30 PM at Council Chambers - City Hall, 300 W. 13 Mile Rd.

Chair Kimble opened the meeting at 7:30 p.m.

PRESENT: Chair Kimble and members: Covert, Fleming, Holder, Loranger, Marentette, Sagar, and Thompson

ABSENT: Aaron, Corbett, and Oglesby

**ZBA 22-25. Minutes.**

Motion made by Ms. Holder, Seconded by Ms. Thompson, to approve the June 5, 2025, Meeting Minutes as presented.

Voting Yea: Covert, Fleming, Holder, Kimble, Loranger, Marentette, Sagar, and Thompson

Absent: Aaron, Corbett, and Oglesby

Motion carried.

**ZBA 23-25. Case # PZBA 25-06: 29011 Stephenson Highway**

City Planner Lonnerstater reviewed the staff report provided in the meeting packet, incorporated herein:

**REQUEST**

The applicant, A1 Signs & Graphics on behalf of property owner Martin Essa, requests a variance from Section 12.09 of the Madison Heights Zoning Ordinance to permit the installation of a 30.5 square foot electronic message board on a legally non-conforming pylon sign. The property is located at 29011 Stephenson Highway (tax parcel # 44-25-02-101-036) and is zoned M-1, Light Industrial. The property is located at the northwest corner of Stephenson Highway and 12 Mile Road and is improved with a gas station.

The property features an existing 22-foot-tall pylon sign at the corner, pictured on the following page. The existing sign is non-conforming (failing to meet Zoning Ordinance standards) for several reasons:

- 1) Sign Type: Per Section 12.04, pylon signs are listed as a “prohibited sign” type. A pylon sign is defined as a freestanding outdoor sign with either one or two poles for support.

2) Sign Height: Per Section 12.07.4, the maximum sign height for a ground sign in the M-1 zoning district is 8 feet. The existing sign is 22 feet tall.

3) Sign Area: Per Section 12.07.4, the maximum sign area for a ground sign in the M-1 zoning district is 60 square feet. The existing sign has an area of approximately 75 square feet.

Per Section 12.09.3 of the Zoning Ordinance (Nonconforming Signs), a nonconforming sign shall not be, “structurally altered so as to prolong the life of the sign, including modifications to cabinets, support structures, and framing elements. A sign face change is permitted on a non-conforming sign if there are no other structural modifications. However, a static panel on a nonconforming sign shall not be replaced with an electronic message board.” While the applicant does not technically propose to replace an existing static panel with the electronic message board, the addition of the electronic message board constitutes a structural modification to the sign and increases the extent of the already non-conforming sign area; sign height would not be impacted.

### **Regulations for Permitted Signs**

To comply with Zoning Ordinance standards, the applicant would be required to remove the nonconforming pylon sign and replace it with a shorter monument sign with a smaller sign area. As opposed to a pylon sign (not permitted in the City), a monument sign is defined as a, “freestanding sign mounted to the ground that does not have any exposed poles or pylons.” Per Section 12.07, the maximum permitted height for a monument sign in the M-1 district is eight (8) feet and the maximum permitted sign area is 60 square feet; an electronic message board would be permitted to take up 50% of the allowable sign area (30 square feet).

### **Proposed Electronic Message Board**

The proposed electronic message board is approximately 30.5 square feet in area and would be placed below the existing panels on the pylon sign. Electronic Message Board regulations are contained in Section 12.05.11 of the Zoning Ordinance. Electronic message boards shall come equipped with an automatic dimming control that automatically adjusts the display brightness based on ambient lighting conditions, and messages shall change no more than once every 30 seconds. If a variance is approved, the electronic message board will be required to meet these standards.

### **VARIANCE FINDINGS AND CRITERIA**

Section 15.06.2 of the Zoning Ordinance grants the Zoning Board of Appeals the power to authorize variances from sign regulations, provided that such variances will not be inconsistent with the purpose and intent of such requirements. In granting a variance, the Zoning Boards of Appeals shall make findings that the petitioner has adequately proven the existence of a practical difficulty, explicitly with regard to the following criteria:

- A. That strict compliance with area, setbacks, frontage, height, bulk, or density would unreasonably prevent the owner from using the property for a permitted purpose, and would thereby render the conformity unnecessarily burdensome for other than financial reasons; and
- B. That a variance will provide and preserve a substantial property right similar to that possessed by other properties within the same zoning district and in the neighboring area, provided that possible increased financial return shall not of itself be deemed sufficient to warrant a variance; and
- C. That the plight of the owner is due to unique circumstances of the property , such as the shape of the parcel, unique topographic or environmental conditions, or any other physical situation on the land, building or structure deemed by the Zoning Board of Appeals to be extraordinary; and
- D. That the requested variance is the minimum amount necessary to permit reasonable use of the land, building or structure; and
- E. That the authorization of such variance will not be of substantial detriment to adjacent properties and will not materially impair the intent and purpose of this Ordinance or the public health, safety, and general welfare of the community; and
- F. That the need for the requested variance is not the result of actions of the property owner or previous property owners (self-created).

In granting any variance, the ZBA may prescribe appropriate conditions and safeguards in conformity with the Ordinance, provided that said conditions are designed to protect natural resources, the health, safety, and welfare and social and economic well-being of the public. Such conditions shall be necessary to meet the intent and purpose of the Ordinance, be related to the standards established in the section for the land use or activity under consideration, and be necessary to ensure compliance with those standards.

## **STAFF ANALYSIS**

The applicant has provided written responses addressing the variance criteria of Section 15.06.2 of the Zoning Ordinance, attached within the packet. As justification for their variance request, the applicant primarily cites the benefits that electronic message boards provide for customer communication. The applicant states that the electronic message board would allow the gas station to update pricing information in real time; however, staff notes that the proposed electronic message board does not replace the existing LED pricing signage, which is presumed to remain.

The Madison Heights Zoning Ordinance expressly allows for the installation of electronic message boards on conforming freestanding ground signs subject to

modest standards on size, brightness, and message duration. The applicant would be permitted an electronic message board by-right by replacing the nonconforming pylon sign with a freestanding ground sign that meets Zoning Ordinance standards. In this case, the applicant not only proposes to make a structural alteration to a non-conforming sign but also increase the extent of the non-conformity by adding sign area.

Practical difficulties relating to a variance request should generally relate to unique physical constraints on the property, including but not limited to natural features (e.g. wetlands, topography, soil situations) or extraordinary parcel shape. Where physical constraints severely limit the ability to replace the nonconforming pylon sign with a conforming ground sign on the property, variances may be warranted.

## **ZBA ACTION**

Any ZBA motion, including approval and denial, shall include findings of fact relating to the variance criteria listed in Sections 15.06.2 of the Zoning Ordinance. Template approval and denial motions are provided below for the ZBA's consideration, which may be modified at the discretion of the board.

In granting a variance, the ZBA may attach conditions regarding the location, character and other features of the proposed use(s) as it may deem reasonable in furthering the purpose of the Zoning Ordinance,

## **Attachments**

- Maps
- ZBA Application
- Section 12.07.4 – Regulations for Permitted Signs (M-1, Light Industrial District)
- Section 12.09 – Nonconforming Signs
- Section 15.06 – Variances and Appeals • Public Hearing Notice

Mr. Michael Zachs from Sign Productions, representing applicant Martin Z. Essa shared that his client has owned 29011 Stephenson for five (5) years. They are asking for approval for an LED sign that's approximately 30 square feet. The sign will allow the applicant to compete with other gas stations in the area. The applicant will abide by the city ordinance regarding frequency of message and the light produced by the unit. The applicant would like to help by posting community messages for the city. Mr. Zachs replied to Ms. Covert's inquiry; the sign has an eight (8) to nine (9) feet under clearance. He replied to Mr. Sagar's inquiry; there is no other feasible place to put the sign. Mr. Zach's replied to Councilman Fleming's inquiry; the advertisement will be strictly devoted to the business. He replied to Ms. Covert's inquiry; they are offering to advertise amber alerts and community events. Mr. Zach's replied to Ms. Marentette's inquiry; the

hours of operations are Monday – Thursday is 6 a.m. – midnight, Friday – Saturday is 6 a.m. – 2 p.m., and Sunday is 7 a.m. – 11 p.m. The sign will not be luminating 24 hours a day. The property owner would consider orienting the sign differently if the board made it part of the approval.

City Planner Lonnerstater replied to Ms. Thompson’s inquiry; the city ordinance does not have an hour of operation limitation, but it includes ambient lighting standards and must have an automatic diming feature at night.

Ms. Holder expressed her concerns with additions to an already nonconforming sign and readjusting the sign.

Assistant City Attorney Burns advised that Planning and Zoning had focused on ground signs; by allowing variances like this we need to consider the impact as a public policy position of enforcing it citywide.

Chair Kimble shared he is against electronic light signs especially at night and suggests the applicant consider ground signs.

Chair Kimble opened the public hearing at 7:45 p.m. to hear comments on application #25-06.

There being no comments on application #25-06, Chair Kimble closed the public hearing at 7:46 p.m.

Motion made by Ms. Holder, and Seconded by Ms. Thompson, to move that the Zoning Board of Appeals DENY the variance request for the structural alteration of a legally nonconforming pylon sign at the subject property located at 29011 Stephenson Highway. This motion, being made after the required public hearing, based upon the following findings:

- 1) Per Section 12.09.3 of the Zoning Ordinance, a nonconforming sign shall not be, “structurally altered so as to prolong the life of the sign, including modifications to cabinets, support structures, and framing elements. A sign face change is permitted on a non-conforming sign if there are no other structural modifications. However, a static panel on a nonconforming sign shall not be replaced with an electronic message board.”

2) The existing 22-foot-tall pylon sign located on the subject property is nonconforming in that the City of Madison Heights does not allow pylon signs as a permitted ground sign; it is further nonconforming in that it exceeds the maximum permitted ground sign height of 8 feet and sign area of 60 square feet in the M-1 district. The applicant proposes to add an electronic message board to this existing pylon sign against Ordinance standards, further increasing the extent of the non-conforming sign area.

3) The requested variance does not satisfy the variance criteria set forth in Section 15.06.2 of the Zoning Ordinance. In particular, the Zoning Board of Appeals finds that:

a. Strict compliance with the sign standards would not unreasonably prevent the owner from using the property for a permitted purpose, would not render the conformity unnecessarily burdensome for other than financial reasons, and would not restrict the ability for the applicant to install a conforming ground sign. The applicant has the ability to install an 8-foot-tall monument sign with an electronic message board in accordance with the Zoning Ordinance; and

b. The plight of the owner is not due to unique circumstances of the property, such as the shape of the parcel, unique topographic or environmental conditions, or any other physical situation on the land, building or structure deemed by the Zoning Board of Appeals to be extraordinary; and

c. The requested variance is not the minimum amount necessary to permit reasonable use of the land, building or structure in that a conforming monument sign could be installed on site without the need for a variance; and

d. The authorization of such variance will materially impair the intent and purpose of Section 12.09 of the Zoning Ordinance.

Voting Yea: Covert, Fleming, Holder, Kimble, Loranger, Marentette, Sagar, and Thompson

Absent: Aaron, Corbett, and Oglesby

Motion carried.

**ZBA 24-25. Public Comment: For items not listed on agenda.**

Seeing no one wished to comment, Chair Kimble opened public comment at 7:51 p.m. and closed the public comment at 7:52 p.m.

**ZBA 25-25. Member updates.**

Chair Kimble wishes Clifford Oglesby well.

**ZBA 26-25. Adjournment.**

Motion made by Ms. Holder, Seconded by Ms. Thompson.

Voting Yea: Covert, Fleming, Holder, Kimble, Loranger, Marentette, Sagar, and Thompson

Absent: Aaron, Corbett, and Oglesby

Motion carried.

There being no further business, Chair Kimble adjourned the meeting at 7:52 p.m.





# MEMORANDUM

Report Date: August 28<sup>th</sup>, 2025  
 To: City of Madison Heights Zoning Board of Appeals  
 Meeting Date: September 4<sup>th</sup>, 2025  
 From: Matt Lonnerstater, AICP – City Planner  
 Subject: Dimensional Wall Sign Variance  
 PZBA 25-09; 1485 W. 14 Mile Road

## REQUEST

The applicant, Spectrum Neon, on behalf of property owner Johnny Shouneyia, requests one (1) dimensional variance from the Madison Heights Zoning Ordinance pertaining to wall signage. The subject property is located at 1485 W. 14 Mile Road (tax parcel # 44-25-02-102-001) and is zoned B-1, Neighborhood Business. The property is located at the southeast corner of 14 Mile Road and Campbell Road and is improved with a grocery store.

The applicant requests a variance from Section 12.07.2 of the Zoning Ordinance which sets a maximum total wall sign area of 150 square feet for the tenant space's primary front facade. As part of a rebranding for the grocery store, the applicant proposes to install five (5) new signs (including two logo signs) with a total square footage of 256.5 square feet on the north facade, requiring a 106.5 foot dimensional variance.

## Proposed Wall Signs

The applicant proposes five (5) new wall signs on the primary north façade of the grocery store, including one (1) primary wall sign, two (2) secondary wall signs and two (2) logo signs:

- Primary Sign ("Holiday Market"): 102.5 square feet. Internally-illuminated channel letters.
- Secondary Signs ("Premium Meats" and "Specialty Grocery"): 33 sq. ft. and 27 sq. ft, respectively. 60 sq. ft. total. Internally-illuminated channel letters.
- Logo Signs: 47 sq. ft. each. 94 sq. ft. total. Non-illuminated aluminum frame.

Based on the tenant space's frontage along the street and its large setback from the road, the tenant is afforded a total wall area allowance of 150 square feet along the front facade. The Zoning Ordinance does not cap the total number of wall signs on a single façade.

## Proposed Wall Signs– Dimensions and Renderings



## VARIANCE FINDINGS AND CRITERIA

Section 15.06.2 of the Zoning Ordinance grants the Zoning Board of Appeals the power to authorize dimensional variances from sign regulations, provided that such variances will not be inconsistent with the purpose and intent of such requirements. In granting a variance, the Zoning Boards of Appeals shall make findings that the petitioner has adequately proven the existence of a practical difficulty, explicitly with regard to the following criteria:

- A. That strict compliance with area, setbacks, frontage, height, bulk, or density would unreasonably prevent the owner from using the property for a permitted purpose, and would thereby render the conformity unnecessarily burdensome for other than financial reasons; and
- B. That a variance will provide and preserve a substantial property right similar to that possessed by other properties within the same zoning district and in the neighboring area, provided that possible increased financial return shall not of itself be deemed sufficient to warrant a variance; and
- C. That the plight of the owner is due to unique circumstances of the property, such as the shape of the parcel, unique topographic or environmental conditions, or any other physical situation on the land, building or structure deemed by the Zoning Board of Appeals to be extraordinary; and
- D. That the requested variance is the minimum amount necessary to permit reasonable use of the land, building or structure; and
- E. That the authorization of such variance will not be of substantial detriment to adjacent properties and will not materially impair the intent and purpose of this Ordinance or the public health, safety, and general welfare of the community; and
- F. That the need for the requested variance is not the result of actions of the property owner or previous property owners (self-created).

In granting any variance, the ZBA may prescribe appropriate conditions and safeguards in conformity with the Ordinance, provided that said conditions are designed to protect natural resources, the health, safety, and welfare and social and economic well-being of the public. Such conditions shall be necessary to meet the intent and purpose of the Ordinance, be related to the standards established in the section for the land use or activity under consideration, and be necessary to ensure compliance with those standards.

## STAFF ANALYSIS

The applicant has provided written responses addressing the variance criteria of Section 15.06.2 of the Zoning Ordinance. As justification for the variance, the applicant primarily cites branding expectations, the store's location at a busy intersection within a strip mall, and the lack of negative impact on adjacent businesses and properties.

Practical difficulties relating to a dimensional variance request should generally relate to unique physical constraints on the property, including but not limited to natural features (e.g. wetlands, topography, soil situations) or extraordinary parcel shape. Where physical constraints severely limit the ability to place a legal wall sign on the property, variances may be warranted.

## ZBA ACTION

**Any ZBA motion, including approval and denial, shall include findings of fact relating to the variance criteria listed in Sections 15.06.2 of the Zoning Ordinance. Template approval and denial motions are provided below for the ZBA's consideration, which may be modified at the discretion of the board.**

In granting a variance, the ZBA may attach conditions regarding the location, character and other features of the proposed use(s) as it may deem reasonable in furthering the purpose of the Zoning Ordinance,

**TEMPLATE MOTIONS****Variance– Wall Sign Area****APPROVE (NOTE: ALL STANDARDS NEED TO BE LISTED TO MOVE FOR APPROVAL)**

Move that the Zoning Board of Appeals APPROVE the dimensional variance application to allow total wall signage measuring 256.5 square feet on the north-facing building facade at the subject property located at 1485 W. 14 Mile Road. This motion being made after the required public hearing based upon the following findings:

- 1) That Section 12.07.2 of the Zoning Ordinance sets a maximum area of one-hundred fifty (150) square feet for the tenant space's primary front (north) façade, and the applicant is requesting a 106.5 square foot variance.
- 2) That a variance will provide and preserve a substantial property right similar to that possessed by other properties within the same zoning district and in the neighboring area, provided that possible increased financial return shall not of itself be deemed sufficient to warrant a variance; and
- 3) That the plight of the owner is due to unique circumstances of the property, including large setbacks from the adjacent public street and extensive building frontage; and
- 4) That the requested variance is the minimum amount necessary to permit reasonable use of the land, building or structure; and
- 5) That the authorization of such variance will not be of substantial detriment to adjacent properties and will not materially impair the intent and purpose of this Ordinance or the public health, safety, and general welfare of the community; and
- 6) That the need for the requested variance is not the result of actions of the property owner or previous property owners.

Approval is granted with the following conditions designed to ensure compliance with the intent and purpose of the sign regulations:

- 1) Total wall sign area on the north façade shall not exceed 256.5 square feet.
- 2) Future face changes of the wall sign or replacement wall signs shall be reviewed administratively in accordance with Article 12 of the Zoning Ordinance, subject to the of this variance approval.

**DENIAL (NOTE: ONLY ONE NON-COMPLIANT STANDARD NEEDS TO BE LISTED TO MOVE FOR DENIAL)**

Move that the Zoning Board of Appeals DENY the dimensional variance application to allow total wall signage measuring 256.5 square feet on the north-facing building facade at the subject property located at 1485 W. 14 Mile Road. This motion being made after the required public hearing based upon the following findings:

- 1) That Section 12.07.2 of the Zoning Ordinance sets a maximum area of one-hundred fifty (150) square feet for the tenant space's primary front façade, and the applicant is requesting a 156.5 square foot variance
- 1) That strict compliance with dimensional sign regulations would not unreasonably prevent the owner from using the property for a permitted purpose, and would not thereby render the conformity unnecessarily burdensome for other than financial reasons;
- 2) That a variance will not provide and preserve a substantial property right similar to that possessed by other properties within the same zoning district and in the neighboring area, provided that possible increased financial return shall not of itself be deemed sufficient to warrant a variance;
- 3) That the plight of the owner is not due to unique circumstances of the property;
- 4) That the requested variance is not the minimum amount necessary to permit reasonable use of the land, building or structure;
- 5) That the authorization of such variance will be of substantial detriment to adjacent properties and/or will materially impair the intent and purpose of this Ordinance or the public health, safety, and general welfare of the community;
- 6) That the need for the requested variance is the result of actions of the property owner or previous property owners.

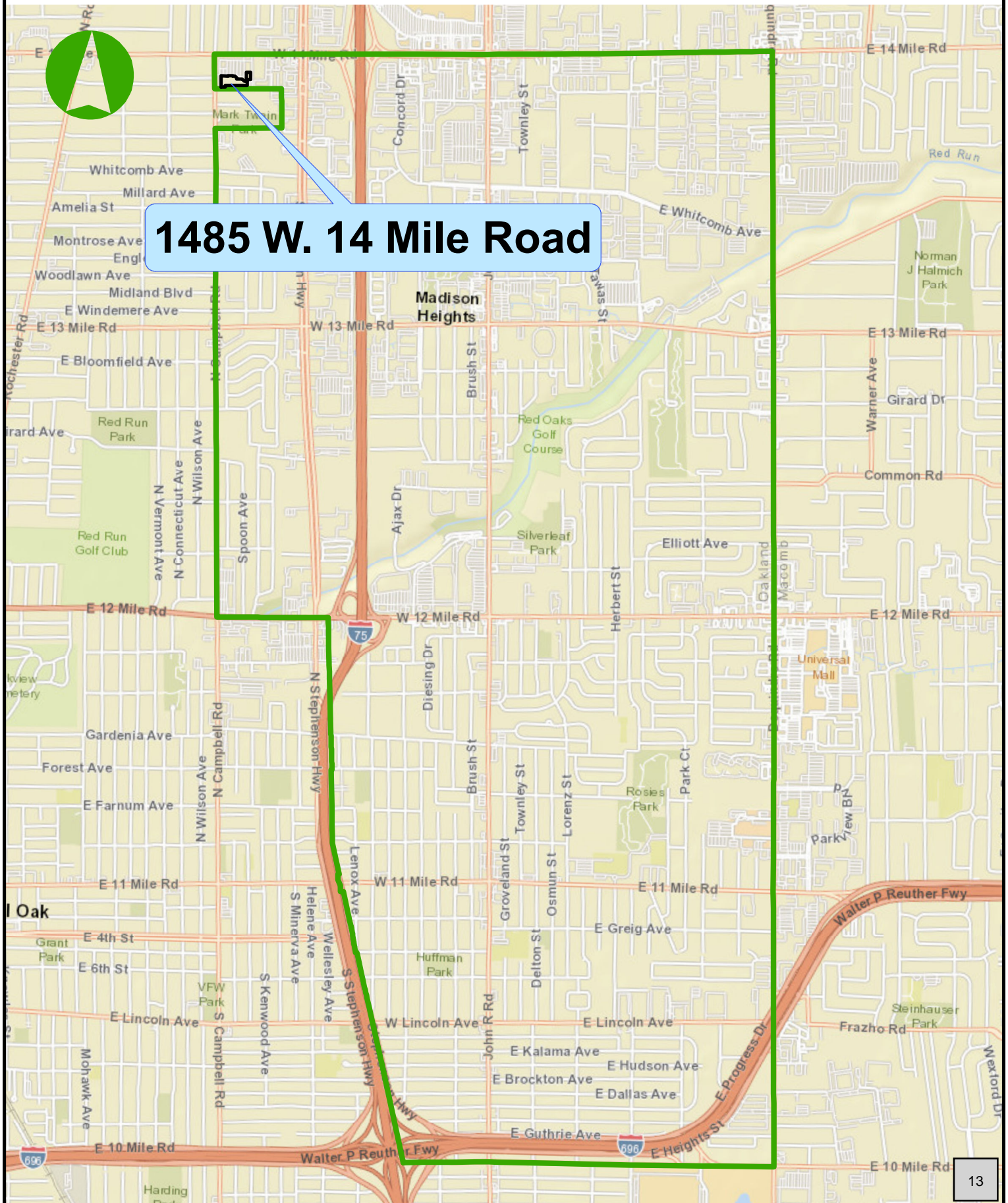
**Attachments**

- Maps
- ZBA Application and Sign Details/Renderings
- Section 15.06 – Variances and Appeals
- Section 12.07.2 – Regulations for Permitted Signs (B-1, Neighborhood Business District)
- Public Hearing Notice

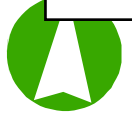


# PZBA 25-09: 1485 W. 14 MILE ROAD

Item 2.

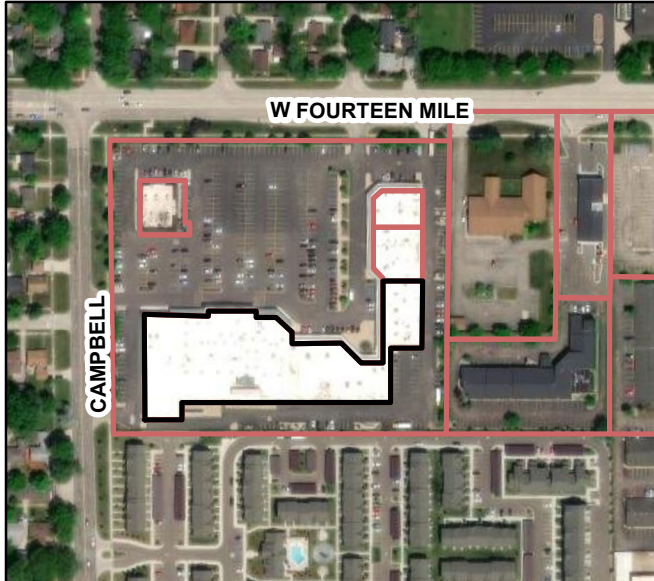


# Site Address: 1485 W. 14 Mile Road



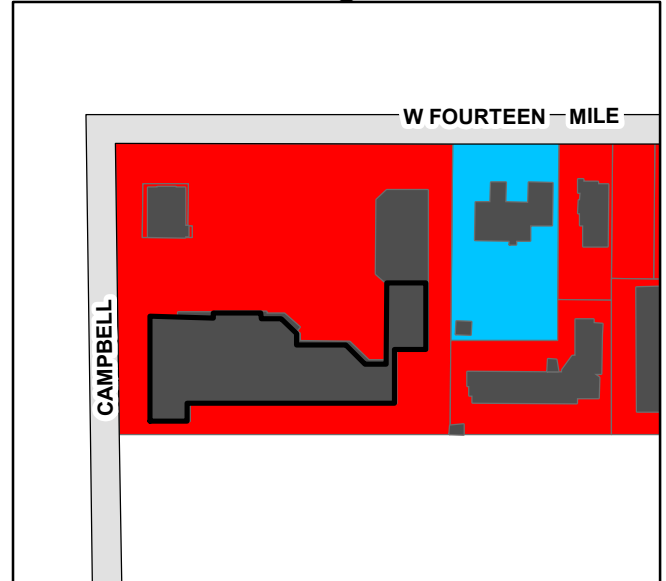
[Click for map](#)

Aerial



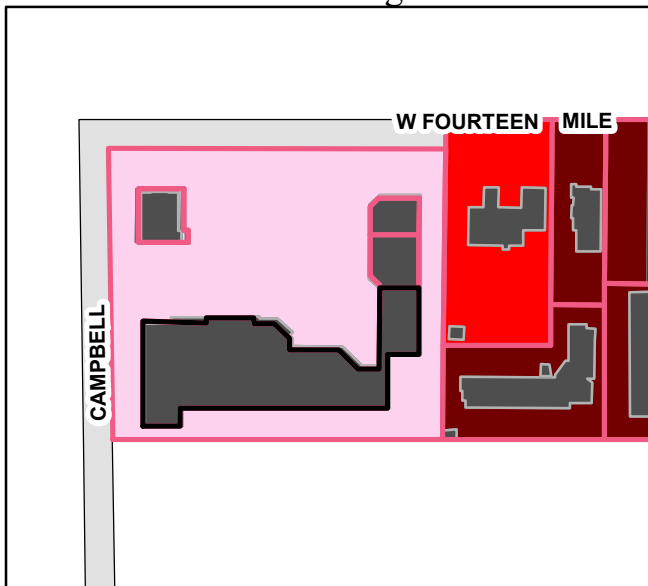
 1485 W. 14 Mile Rd  Parcels

Existing Land Use



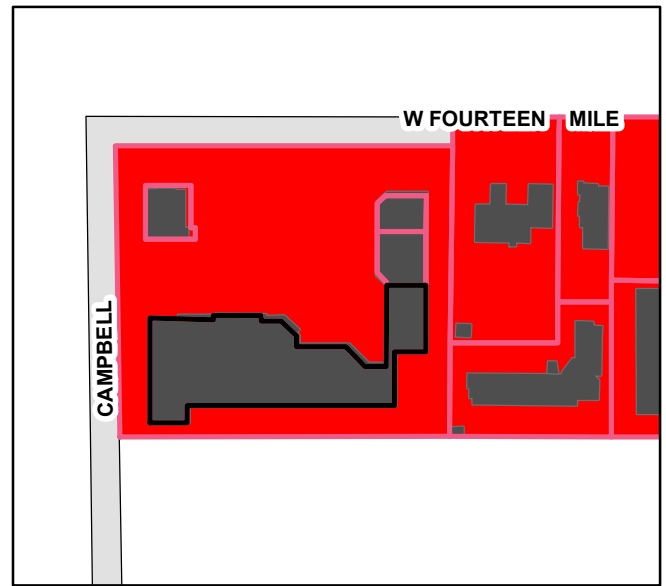
 1485 W. 14 Mile Rd  Commercial  
 Buildings  Quasi-Public





Zoning



 1485 W. 14 Mile Rd  Buildings  
 Parcels  B-1 Local Business  
 B-2 Planned Business  B-3 General Business

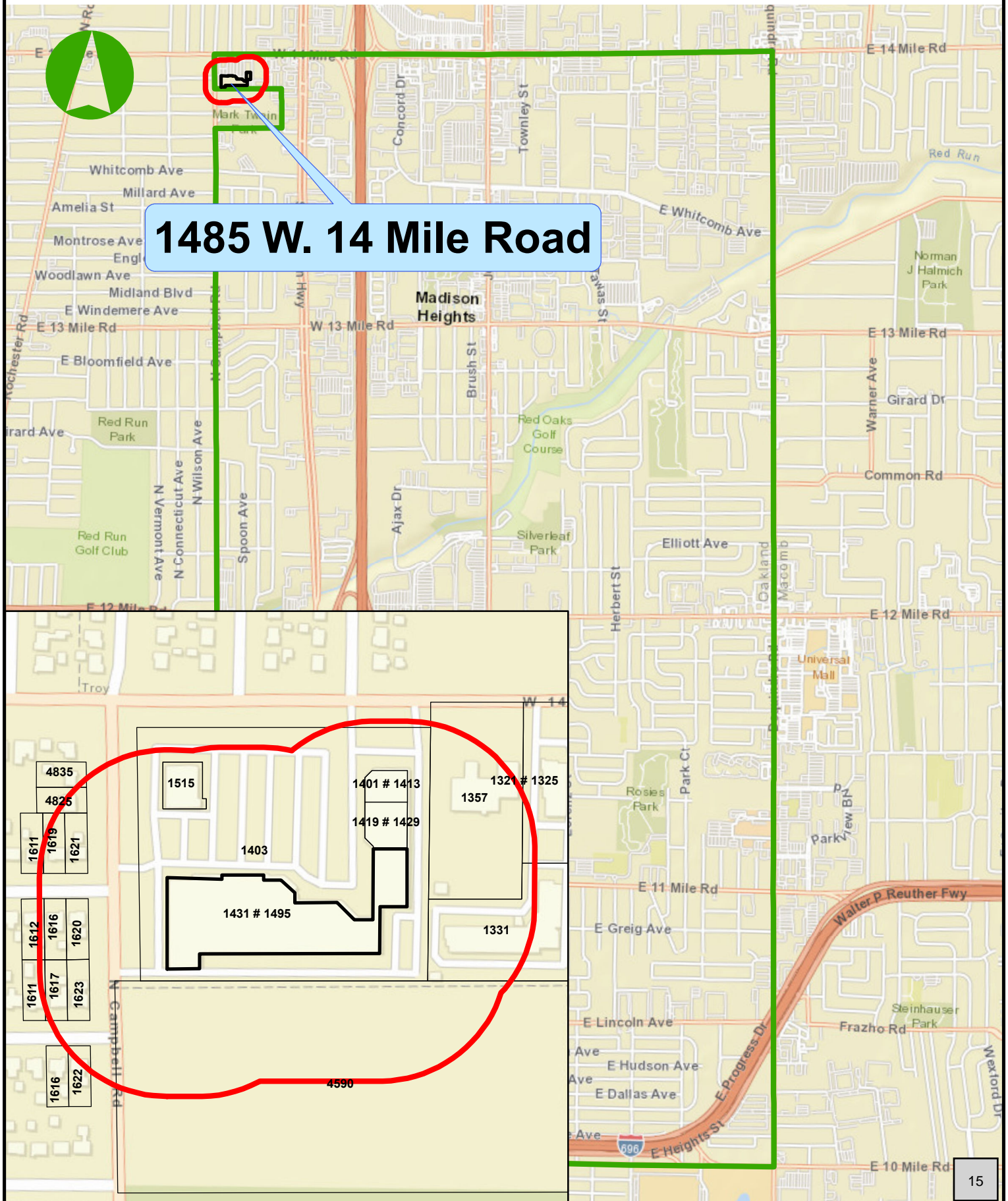
Future Land Use



 1485 W. 14 Mile Rd  Commercial  
 Parcels  B-1 Local Business



*Item 2.*







CITY OF MADISON HEIGHTS  
COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT  
**ZONING BOARD OF APPEALS (ZBA) APPLICATION**

**I. APPLICANT INFORMATION**

Applicant JOHN HADDAD | SPECTRUM NEON  
 Applicant Address 1280 KEMPAR AVE  
 City MADISON HEIGHTS State MI ZIP 48071  
 Interest in Property (owner, tenant, option, etc.) CONTRACTOR  
 Contact Person JOHN HADDAD  
 Telephone Number 313.366.7333 Email Address JHADDAD@SPECTRUMNEON.CO

**II. PROPERTY INFORMATION (IF APPLICABLE)**

Property Address 1485 W 14 MILE RD  
 Tax ID 44 25 02 102 001 Zoning District B-1 LOC  
 Owner Name (if different than applicant) JOHNNY SHOLNEYIA  
 Address 1203 S MAIN ST  
 City ROYAL OAK State MI Zip 48067.3293  
 Telephone Number 248.884.8886 Email Address JOHNNYS@HOLIDAY-MARKET.COM

**III. CONSULTANT INFORMATION (IF APPLICABLE)**

Name \_\_\_\_\_ Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone Number \_\_\_\_\_ Email Address \_\_\_\_\_



## ZBA APPLICATION

## IV. NATURE OF REQUEST

☒ Dimensional (Non-Use) Variance ☐ Appeal of Administrative Decision ☐ Zoning Text or Map Interpretation ☐ Alteration of Non-Conforming Use

Brief Description of Request

SEEKING SIGNAGE THAT EXCEEDS THE CODE ALLOWANCE OF 150 SQ FT, SITUATED IN THE B-1 DISTRICT

Required Attachments: Refer to ZBA Review Standards Response Form and Checklist (attached).

## V. APPLICANT CERTIFICATION

I (we) the undersigned do hereby apply to the City of Madison Heights for review and approval of the above-described Zoning Board of Appeals application. Applicant(s) and the property owner(s) do hereby consent to city staff to assess the property for purposes of evaluating the site for requested action(s). I hereby affirm that all of the information submitted with and including this application are correct and truthful to the best of my knowledge.

Printed Name

JOHN HADDAD

Signature

Date

7/14/25

## VI. PROPERTY OWNER CERTIFICATION

By signing below, I (property owner) understand that the application to the City of Madison Heights has been made for land use matters to be considered and decision made by the Zoning Board of Appeals that will affect use of my property. I hereby affirm that all of the information submitted with and including this application are correct and truthful to the best of my knowledge.

IF YOU ARE NOT THE PROPERTY OWNER, YOU MUST HAVE THE PROPERTY OWNER PROVIDE A NOTARIZED SIGNATURE, BELOW, OR PROVIDE A NOTARIZED LETTER OF AUTHORIZATION OR NOTARIZED POWER OF ATTORNEY AUTHORIZING YOU TO ACT ON THEIR BEHALF.

Printed Name

JOHNNY SPOURVEY

Signature

Date

7-14-25

Notary for Property Owner:

Subscribed and sworn before me, this 14 day of JULY, 2025.

A Notary Public in and for MACOMB County, Michigan.

Notary Name (Print): CANDACE SIMPSON

Notary Signature: Candace Simpson

My Commission Expires: DEC 03, 2031

Notary Stamp

CANDACE SIMPSON  
NOTARY PUBLIC - STATE OF MICHIGAN  
COUNTY OF MACOMB  
My Commission Expires: DEC. 03, 2031  
Acting in the County of \_\_\_\_\_

## STAFF USE ONLY [DO NOT ACCEPT INCOMPLETE APPLICATIONS]

FILING FEE: \$400

- DIMENSIONAL VARIANCE/NON-CONFORMING USE:
  - Single-Family: \$300
  - Multi-Family/Non-Residential: \$400 + \$300 per additional variance
- Appeal/Interpretation: \$400

ZBA NO.: PZBA #

25-0009

DATE APPLICATION RECEIVED:

7/29/25

RECEIVED BY:



## ZBA APPLICATION

## SECTION D: DIMENSIONAL (NON-USE) VARIANCE

☒ Check here for a Dimensional (Non-Use) Variance (Section 15.06 of Zoning Ordinance)

1. List Section number(s) from which a variance is requested:

12.07	

2. Provide a description of the proposed work and why the anticipated variances are needed.

SEEKING TO INSTALL 3 WALL SIGNS AND 2 WALL LOGOS.  
DUE TO BRANDING SPECIFICATIONS AND TYPE OF  
BUSINESS, SIGNAGE WILL EXCEED CODE  
ALLOWANCE OF 150 SQ FT.

3. Explain how strict compliance with area, setbacks, frontage, height, bulk, density, or other dimensional standards would unreasonably prevent the owner from using the property for a permitted purpose, thereby rendering the conformity unnecessarily burdensome for other than financial reasons.

DUE TO STRUCTURE SETBACK, THE SIGNAGE  
NEEDS TO BE MORE VISIBLE.

4. Explain how a variance would provide and preserve a substantial property right similar to that possessed by other properties within the same zoning district and in the neighboring area, provided that possible increased financial return is not of itself deemed sufficient to warrant a variance.

THE VARIANCE WOULD WELCOME THE NEW  
BRANDING AS WELL AS HOLD MARKETS IN THE  
B-1 DISTRICT WITH PROPER VISUAL REPRESENTATION.

5. Explain how the plight of the owner is due to the unique circumstances of the property, such as the shape of the parcel, unique topographic environmental conditions, or other physical situation(s) on the land, building, or structure.

THE STRUCTURE THAT WILL RECEIVE SIGNAGE  
IS SITUATED IN AN ACTIVE SHOPPING COMPLEX.  
IT IS CONSIDERED A FLAGSHIP STORE. IN ADDITION,  
IT SITS AT A BUSY BUSINESS CORNER OF 14  
MILE RD. AND CAMPBELL RD.

## ZBA APPLICATION

6. Explain how the requested variance(s) is/are the minimum amount necessary to permit reasonable use of the land, building, or structure.

THE VARIANCE WOULD ALLOW FOR MORE SQUARE FOOTAGE TO MEET BRANDING EXPECTATIONS AND MEET THE LEVEL OF VISUAL REPRESENTATION FOR A BUSY BUSINESS LOCATION.

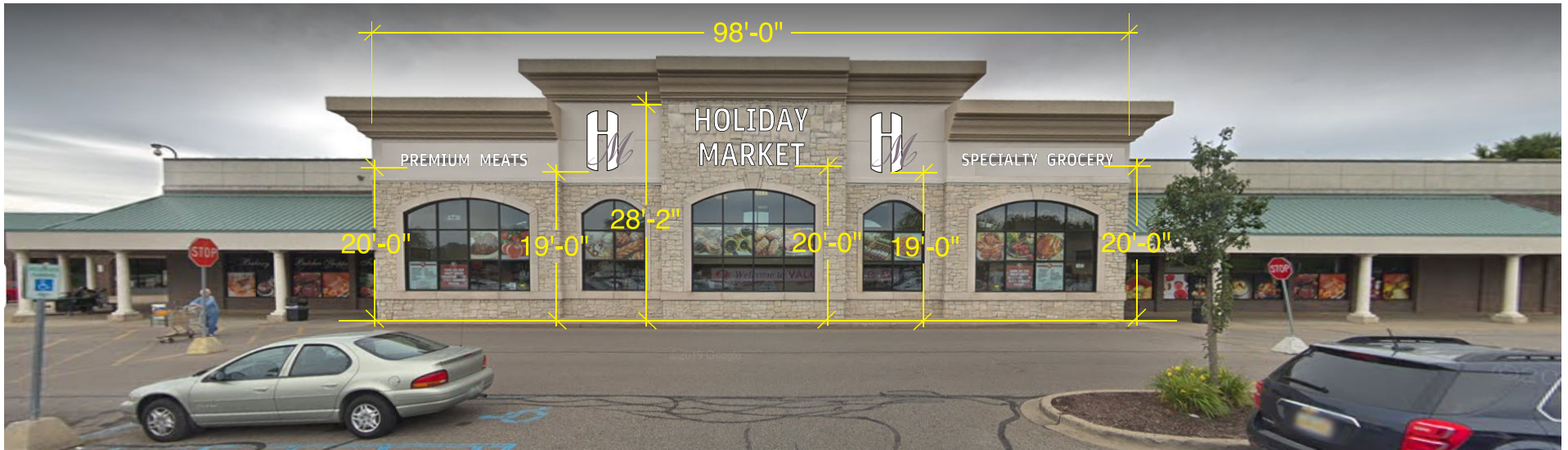
7. Describe how the authorization of such variance will not be of substantial detriment to adjacent properties and will not materially impair the intent and purposes of the Zoning Ordinance or the public health, safety, and general welfare of the community.

THE PROPOSED VARIANCE WOULD NOT HINDER OR DETOUR FROM ANY ADJACENT BUSINESS OR PROPERTIES. IT WILL AID THE CONSUMER TO THE LOCATION

8. Describe how the need for the variance(s) is not the result of actions of the property owner or previous property owners.

THE NEED OF THE VARIANCE IS BASED ON THE CONSUMER DIRECTION. PROMOTE A FLAGSHIP BUSINESS AT AN ACTIVE LOCATION.

9. Provide conceptual site plan or plot plan, properly scaled, showing: dimensions from street/property lines, sidewalks, building on site and on adjoining properties, easements, and other facilities, structures, and site conditions pertaining to the variance or alteration request. (Refer to Checklist included in this application).



SITE PLAN



SITE PLAN ENLARGED

# HOLIDAY MARKET

88.5 sq.ft

## PREMIUM MEATS

27 sq.ft

## SPECIALTY GROCERY

33 sq.ft



Qty.2

46.82 sq.ft

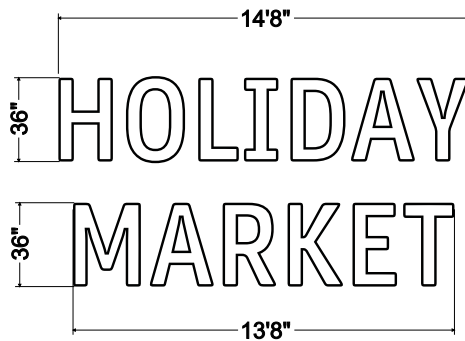
File Name: HOLIDAY MARKET	Date: 6-30-25	Drawn by: AS
Customer: HOLIDAY MARKET	This drawing is the property of SPECTRUM NEON CO. DETROIT, MI. And is submitted in connection with the transaction to which it pertains and is not to be traced or copied. It must not be used in any manner detrimental to our interests and must be returned upon request.	
Location: 1485 West 14 Mile Rd. Madison Heights MI-48071	Checked by: JH	

**SPECTRUM NEON CO**  
SIGNS · LIGHTING  
1280 KEMPAR  
MADISON HEIGHTS, MI 48071  
313 366 7333  
WWW.SPECTRUMNEON.COM

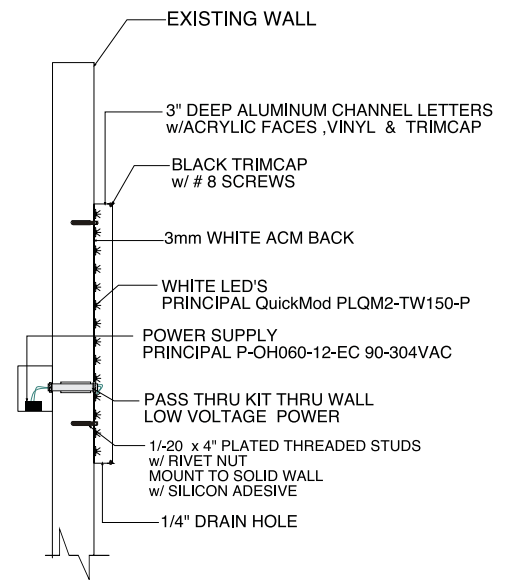
Approved \_\_\_\_\_  
Approved as Noted \_\_\_\_\_  
Rejected \_\_\_\_\_  
3 of 3



INTERNALLY ILLUMINATED CHANNEL LETTERS  
3" DEEP .040 ALUMINUM RETURNS BLACK  
3/16" #7328 WHITE ACRYLIC FACES w/BLACK VINYL BORDER  
1" BLACK TRIMCAP  
3mm WHITE ALUMINUM BACKS  
WHITE LED'S  
FLUSH STUD MOUNT



INTERNALLY ILLUMINATED CHANNEL LETTERS  
 3" DEEP .040 ALUMINUM RETURNS BLACK  
 3/16" #7328 WHITE ACRYLIC FACES w/BLACK VINYL BORDER  
 1" BLACK TRIMCAP  
 3mm WHITE ALUMINUM BACKS  
 WHITE LED'S  
 FLUSH STUD MOUNT



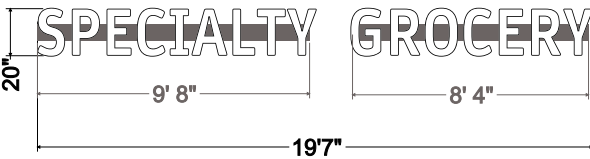
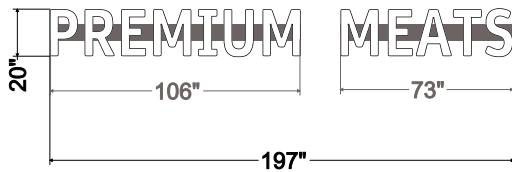
ENLARGED SECTION VIEW

File Name: HOLIDAY MARKET	Date: 6-30-25	Drawn by: AS
Customer: HOLIDAY MARKET	This drawing is the property of SPECTRUM NEON CO. DETROIT MI and is submitted in connection with the transaction to which it pertains and is not to be traced or copied. It must not be used in any manner detrimental to our interests and must be returned upon request.	
Location: 1485 West 14 Mile Rd, Madison Heights MI-48071	Checked by: JH	

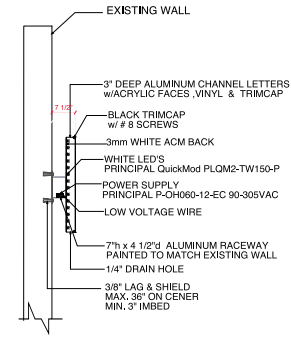
**SPECTRUM NEON CO**  
 SIGNS · LIGHTING  
 1280 KEMP PARK  
 MADISON HEIGHTS, MI 48071  
 313.366.7333  
 WWW.SPECTRUMNEON.COM

Approved \_\_\_\_\_  
 Approved as Noted \_\_\_\_\_  
 Rejected \_\_\_\_\_

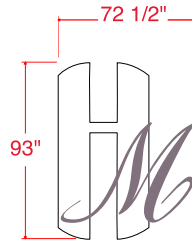
1 of 3



INTERNALLY ILLUMINATED CHANNEL LETTERS  
ON 7" h x 4 1/2" d RACEWAY PAINTED "AKZO SATIN" TBD  
3" DEEP .040 ALUMINUM RETURNS BLACK  
3/16" #7328 WHITE ACRYLIC FACES w/ BLACK VINYL BORDER  
1" BLACK TRIMCAP  
3mm WHITE ALUMINUM BACKS  
WHITE LED'S



SECTION VIEW



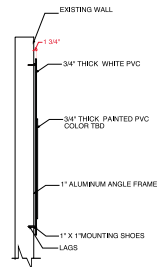
FRONT VIEW

Qty. 2

NON-ILLUMINATED LOGO  
3/4" THICK PVC  
1" ANGLE ALUMINUM FRAME  
w/SHOES ON WALL



BACK VIEW



SECTION VIEW

File Name: HOLIDAY MARKET	Date: 6-30-25	Drawn by: AS
Customer: HOLIDAY MARKET		Checked by: JH
Location: 1485 West 14 Mile Rd, Madison Heights MI-48071	This drawing is the property of SPECTRUM NEON CO. DETROIT MI and is submitted in connection with the transaction to which it pertains and is not to be copied or copied. It must not be used in any manner detrimental to our interests and must be returned upon request.	

**SPECTRUM NEON CO**  
SIGNS · LIGHTING  
1280 KEMPARK  
MADISON HEIGHTS, MI 48071  
313.366.7333  
WWW.SPECTRUMNEON.COM

Approved \_\_\_\_\_  
Approved as Noted \_\_\_\_\_  
Rejected \_\_\_\_\_

2 of 3

## NOTICE OF PUBLIC HEARING

Notice is hereby given that a Meeting of the Madison Heights **Zoning Board of Appeals** will be held in the **City Council Chambers** of the Municipal Building at **300 W. 13 Mile Road**, Madison Heights, Oakland County, Michigan 48071 on **Thursday, September 4<sup>th</sup> 2025, at 7:30 p.m.** to consider the following requests:

### 1. Case # PZBA 25-09: 1485 W. 14 Mile Road

REQUEST: The applicant, Spectrum, Neon, on behalf of property owner Johnny Shouneyia, requests a variance from Section 12.07.2 of the Zoning Ordinance pertaining to maximum permitted wall sign area. The subject property is located at 1485 W. 14 Mile Road (TM# 44-25-02-102-001) and is zoned B-1, Neighborhood Business.

The applications and any supporting documents can be viewed during regular business hours at the Community & Economic Development Department. In addition, the agenda item can be viewed online at [www.madison-heights.org](http://www.madison-heights.org) in the Agenda Center after 4:00 p.m. on Friday before the meeting.

If you are unable to attend the meeting, you can send your comments via email to: [MattLonnerstater@madison-heights.org](mailto:MattLonnerstater@madison-heights.org) and your comment will be read into the record at the meeting. Written comments may also be mailed prior to the meeting to 300 West Thirteen Mile Road, Madison Heights, Michigan, 48071. All comments will be heard at the meeting.

MADISON HEIGHTS COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT  
(248) 583-0831

Madison-Park News  
August 20<sup>th</sup>, 2025



2. **B-1 Neighborhood Business District; B-2 Community Business District; B-3 Regional Business Districts; CC City Center District; and MUI Mixed Use Innovation Districts.**

Sign Type	B-1, B-2, B-3, CC, and MUI Districts
<b>Awning/ Canopy Signs</b>	<p><b>Maximum Number:</b> One (1) sign per awning/canopy.</p> <p><b>Maximum Area:</b> 15 square feet per sign. Individual signs greater than 15 square feet may be permitted by allocating permitted wall signage allowances, below, to the awning/canopy sign.</p>
<b>Ground Signs</b>	<p><b>Maximum Number:</b> One (1) per street frontage per parcel. If a parcel has frontage that exceeds 300 linear feet on any given street, a total of one (1) additional ground sign may be permitted. Ground signs on a single parcel shall be separated by a minimum of 100 feet.</p> <p><b>Minimum Setback:</b> 3 feet from right of way. Increase setback by 0.5 foot for every 0.5 foot of height increase above 5 feet (up to a maximum of 8 feet). No sign shall be located closer than 30 feet to any property line of an adjacent residential district.</p>
<ul style="list-style-type: none"> <li><b>Monument Signs</b></li> </ul>	<p><b>Maximum Height:</b> 8 feet</p> <p><b>Maximum Area:</b> 0.5 square foot per each lineal foot of lot frontage to a maximum of 60 square feet in area, whichever is less</p>
<ul style="list-style-type: none"> <li><b>Decorative Post Signs</b></li> </ul>	<p><b>Maximum Height:</b> 5 feet</p> <p><b>Maximum Area:</b> 24 square feet</p>
<b>Projecting Signs</b>	<p><b>Maximum Number:</b> One (1) per public entrance, minimum separation of 20 feet between projecting signs on a single façade.</p> <p><b>Maximum Area:</b> 10 square feet per individual sign.</p>
<b>Wall Signs</b>	<p><b>Maximum Total Sign Area per Façade:</b></p> <p><b>Street Frontage/Primary Façade:</b> 1.5 square feet of total sign area per lineal feet of building street frontage or primary façade length, not to exceed a total of 100 square feet per street facing façade or primary façade.</p> <p>Buildings/tenants with an individual street frontage or primary façade length in excess of 200 feet or whose primary façade is set back more than 150 feet from the right-of-way line of the adjacent street shall be permitted a total wall area bonus of 25% along such frontage/façade, not to exceed 150 square feet of total sign area per façade</p> <p><b>Secondary Façade:</b> 1.5 square feet of sign area per lineal feet of secondary frontage length, not to exceed 100 square feet.</p> <p><b>Painted Wall Signs:</b> Refer to <a href="#">Section 12.05(7)</a></p>
<b>Window Signs</b>	<p><b>Maximum Area:</b> 25% of the window area. In an enclosed building where the public is not allowed in the building and where food is offered to the public through a window for immediate consumption the maximum coverage shall be 50 percent.</p>
<b>Temporary Signs</b>	<p><b>Maximum Number:</b> One (1) per street frontage. One (1) per parcel with no street frontage.</p> <p><b>Maximum Height:</b> 4 feet</p> <p><b>Maximum Area:</b> 16 square feet</p> <p><b>Minimum Setback:</b> 2 feet from right of way or any lot line.</p>

mean any departure from the operation or use described in the approved application or any change that may cause external impacts such as additional traffic, hours of operation, noise, additional outdoor storage, or display.

## Section 15.06 Variances and Appeals

1. **Administrative Appeals.** The Zoning Board of Appeals shall have the power to hear and decide appeals where it is alleged by the applicant that there is an error in any order, requirement, permit, decision, or interpretation made by the Planning and Zoning Administrator, zoning enforcement officer, or any other administrative official, board or commission in carrying out or enforcing any provision of this Ordinance, except where this Ordinance prohibits Zoning Board of Appeal Action (e.g. direct appeal to Circuit Court).
  - A. An appeal to the Zoning Board of Appeals based in whole or in part on the provisions of this Ordinance may be taken by any person, firm or corporation aggrieved or by any governmental officer, department, board or bureau affected by the decision of the building inspector aggrieved by the decision, order, requirement, or determination made by the Planning and Zoning Administrator, Technical Review Committee, Planning Commission, zoning enforcement officer, or other administrative official or board or commission tasked with administering or enforcing the provisions of this Ordinance. Such appeal shall be taken by filing a notice of appeal with the Planning and Zoning Administrator on appropriate forms provided by the Community and Economic Development Department. The Planning and Zoning Administrator shall transmit all papers constituting the records of such appeal to the board. The board may require the applicant to furnish such surveys, plans or other information as may be required for the proper consideration of the matter. Upon a hearing before the board, any person or party may appear in person, or by agent, or by attorney.
  - B. **Time for Appeal.** An appeal shall be filed to the Planning and Zoning Administrator within thirty (30) days from the date listed on the Notice of Action referring to the order, requirement, decision, or determination which is the subject of the appeal.
  - C. The Zoning Board of Appeals shall fix a reasonable time for the hearing of the appeal and give due notice thereof to in accordance with the procedures set forth in the Michigan Zoning Enabling Act, PA 110 of 2006 (as amended) and Section 15.01.
  - D. The board may reverse or affirm wholly or partly or may modify the order, requirement, decision or determination as, in its opinion, ought to be made in the premises and, to that end, shall have all the powers of the officer from whom the appeal is taken. The concurring decision of a majority of the members of the board shall be necessary to reverse an order, requirement, decision or determination of an administrative officer or body, or to decide in favor of the applicant a matter upon which they are required to pass under an ordinance, or to effect a variation in an ordinance. An appeal shall stay all proceedings in furtherance of the action appealed from unless the building inspector certifies to the Zoning Board of appeals after notice of appeal shall have been filed with him that by reason of facts stated in the certificates a stay would cause imminent peril to life and property, in which case the proceedings shall not be stayed otherwise than by a restraining order which shall be granted by the Zoning Board of Appeals or by the Circuit Court on application, on notice of the building inspector and on due cause shown.
2. **Variances.** The ZBA shall have the power to authorize, upon application, specific variances from such dimensional requirements as lot area and width regulations, building height and square foot regulations, yard width and depth regulations; such requirements as off-street parking and loading space, requirements, sign regulations and other similar requirements as specified in the Ordinance, provided such modifications will not be inconsistent with the purpose and intent of such requirements. In granting a variance, the Zoning Board of Appeals shall make findings that a "practical difficulty" has been shown by the applicant by finding that all of the following requirements have been met by the applicant's petition:
  - A. That strict compliance with area, setbacks, frontage, height, bulk, or density would unreasonably prevent the owner from using the property for a permitted purpose, and would thereby render the conformity unnecessarily burdensome for other than financial reasons; and
  - B. That a variance will provide and preserve a substantial property right similar to that possessed by other properties within the same zoning district and in the neighboring area, provided that possible increased financial return shall not of itself be deemed sufficient to warrant a variance; and

- C. That plight of the owner is due to the unique circumstances of the property, such as the shape of the parcel, unique topographic or environmental conditions, or any other physical situation on the land, building or structure deemed by the Zoning Board of Appeals to be extraordinary; and
- D. That the requested variance is the minimum amount necessary to permit reasonable use of the land, building or structure; and
- E. That the authorization of such variance will not be of substantial detriment to adjacent properties and will not materially impair the intent and purpose of this Ordinance or the public health, safety, and general welfare of the community; and
- F. That the need for the requested variance is not the result of actions of the property owner or previous property owners (self-created).

In granting any variance, the Zoning Board of Appeals may prescribe appropriate conditions and safeguards in conformity with this Ordinance, provided that said conditions:

- (1) Are designed to protect natural resources, the health, safety, and welfare and social and economic well-being of the public; and
  - (2) Are necessary to meet the intent and purpose of this Ordinance, are related to the standards established in the section for the land use or activity under consideration and are necessary to ensure compliance with those standards.
3. **Use Variances Prohibited.** The Zoning Board of Appeals shall not have the authority to grant a use variance to permit a use that is not permitted in a zoning district. However, the Zoning Board of Appeals may consider expansions or alterations of non-conforming uses in accordance with [Section 13.01](#).
  4. **Approval Period.**
    - A. No order of the Zoning Board of Appeals permitting the erection or alteration of buildings shall be valid for a period longer than one year unless a building permit for such erection or alteration is obtained within such period and such erection or alteration is commenced and proceeds to completion in accordance with the terms of such permit.
    - B. No order of the Zoning Board of Appeals permitting a use of a building or premises shall be valid for a period longer than one year unless such use is established within such period; provided, however, that the use of such permit is dependent upon the erection or alteration of a building, such order shall continue in full force and effect if a building permit for such use, erection or alteration is obtained within such period and such erections or alterations are commenced and proceed to completion in accordance with the terms of such permit.
  5. **Appeals of Decisions to Circuit Court.** The decision of the ZBA shall be final. An appeal of a decision of the Zoning Board of Appeals shall be taken to the Oakland County Circuit Court within a time period specified in the Michigan Zoning Enabling Act (P.A. 110 of 2006, as amended) and by such persons permitted by State statute and common law. Upon appeal, the court shall review the record and decision of the ZBA to ensure that the decision complies with the constitution and laws of the state, is based upon proper procedure, is supported by competent, material, and substantial evidence on the record and represents the reasonable exercise of discretion granted by law to the ZBA. As a result of this review required by this Section, the court may affirm or modify the decision of the ZBA.
  6. **Resubmittal.** No application for a variance which has been denied in whole or in part by the Zoning Board of Appeals shall be re-submitted for a period of three hundred sixty five (365) days from such denial, except on the ground of new evidence or proof of changed conditions found by the Zoning Board of Appeals to be valid.

## Section 15.07 Zoning Ordinance Amendments (Map and Text)

The City Council may amend, supplement, or change the regulations or the district boundaries of this Ordinance pursuant to the authority and according to the procedure set forth in Act 110, of the Public Acts of 2006, as amended. Changes in the text or zoning district boundaries of this Ordinance may be proposed by the Planning Commission, Planning and Zoning Administrator, other City Staff, or any interested person or organization.