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OCT - 7 2021  
CITY OF GROSSE POINTE WOODS  
CLERK'S DEPARTMENT

43984 N Groesbeck Hwy, Clinton Twp MI 48036 586-493-0502

Mayor of Grosse Pointe Woods and Council,

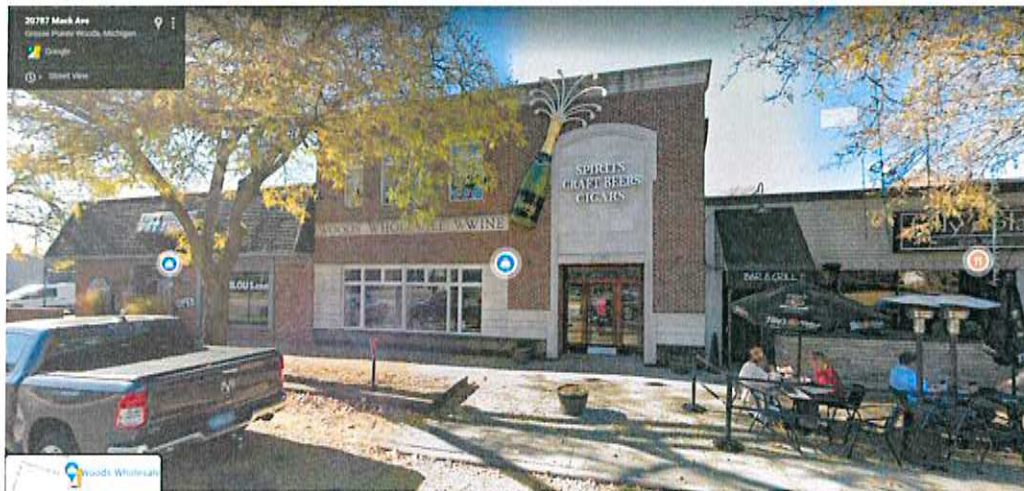
We at ESTIA GREEK STREET FOOD, are requesting a Sign Variance for our location at 20871 Mack Ave.

1. Estia storefront is the smallest in comparison to other tenants of 16' width to establish presence along busy Mack Ave. Compared to the neighboring tenants of Starbucks at 30' wide and Athletico to the right at 20' wide.

2. Due to Estia's flame-like shape to establish its brand, we tried to accommodate the decision logic of how much square footage our logo takes up as compared to 3'-0" similar logo sizes. Taking into consideration the 3' height restrictions and possible square footage it covers for an Estia's logo.

- Estia Flame Logo at a 60" height proportionately = 6.25 square feet area coverage.

3. Reviewing our location and neighbors, there is an establishment on the next block on Mack next to our venue. and they have an extra large bottle on their storefront that is also over 3' but tall and skinny for better visibility, Bottle on their storefront.



4. Estia is an emerging, metro Detroit based brand based around a Greek Street Food Concept. The flame logo is representative of the fact they flame broil and cook there local ingredients in front of customers.

5. The owners, George Xenos and Paul Bittas are residents and locals to Grosse Pointe Woods and will be in the establishment on a regular basis promoting the importance of community.

Thank you for your time  
George Xenos & Paul Bittas  
Estia Greek Street Food

PENDING PLANNING COMMISSION  
EXCERPT  
09-28-21

**MOTION** by Vitale, seconded by Fuller, that the Planning Commission recommend that City Council approve the sign variance request for Estia Greek Street Food, 20871 Mack Avenue, under the 3 conditions in the Building Official's 09-20-21 memo and the 6 month installation deadline after Council action.

Motion carried by the following vote:

YES: Bailey, Fuller, Gilezan, Profeta, Vitale

NO: None

Absent: Hamborsky

**MOTION** by Gilezan, seconded by Vitale, to immediately certify this section of the minutes.

Motion carried by the following vote:

YES: Bailey, Fuller, Gilezan, Profeta, Vitale

NO: None

Absent: Hamborsky

**MEMORANDUM  
CITY OF GROSSE POINTE WOODS  
BUILDING DEPARTMENT**

**DATE:** September 20, 2021  
**TO:** Planning Commission  
**FROM:** Gene Tutag, Building Official  
**SUBJECT:** 20871 Mack Avenue, Estia, Sign Variance Request – Revised

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At the August 24, 2021 Planning Commission Meeting, the sign variance request for the Estia Greek Street Food restaurant was postponed to give the applicant and Administration a chance to meet and discuss alterations to the proposed sign that would meet the criteria for a variance to be granted as described in Section 32-32 of the Sign Ordinance.

After meeting with the applicants on September 9, 2021, modifications to the sign's area were proposed that meet the requirements of Section 32-13, Wall Signs (c). The sign's area is now 28.5 square feet; the code permits a sign of 30 square feet, so the proposed sign is now in compliance with regard to the area square footage.

A variance is still required for the height of the sign. Originally proposed to be just over 6 feet and 9 inches high, the height of the sign is now proposed to be 5 feet; the code permits a maximum height of 3 feet.

We are requesting the Planning Commission recommend to City Council to approve the variance request of Section 32-13 (c), permitting the height of the sign to be 5 feet for the following reasons:

1. The request is within the spirit and intent of the ordinance and in the best interest of the city.
2. A sign with the applicant's logo "flame" in compliance with the ordinance would be out of scale with the façade of the lease space.
3. A sign complying with the ordinance on such a small store front would create a hardship for the applicant.

The only condition is that the sign be installed within 6 months from the date of city council action.

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CITY OF GROSSE PTE. WOODS  
BUILDING DEPT

**GROSSE POINTE WOODS  
SIGN PERMIT APPLICATION**

Per Chapter #32 of the GP Woods Sign Ordinance, provide two copies of actual color renditions (include photo of building w/sign imposed) to the Building Department. Show lettering font/s, cross cuts, sign and lettering dimensions, amperage being used, total square footage of sign, location of sign relative to the building it is being displayed on, trademark/logo information, and distance the sign will be from the building are required with this application. \*NOTE: Property Owner's approval signature is required.

GPW Business Information:

CONTACT PERSON: PAUL BITTAS

PHONE: 586-453-9712

E-MAIL: PBITTAS@GMAIL.COM

BUSINESS NAME: ESTIA GREEK FOODS

FAX: \_\_\_\_\_

BUSINESS ADDRESS: 20871 MACK AVE

\*PROPERTY OWNER'S APPROVAL:

PAUL BITTAS

Property Owner NAME (please print)



Property Owner SIGNATURE

Sign Company Information:

NAME/CONTACT: SIGN FABRICATORS

PHONE: 586-493-0502

E-MAIL: evan@signfabricators.com

CONTACT NAME: EVAN GOIKE

FAX: \_\_\_\_\_

ADDRESS: 43984 N. Groesbeck Hwy. Clinton Twp 48036

LICENSE #: 5306283

Sign Description:

TYPE: WALL SIGN

BUILDING WIDTH: 21' SIGN DIMENSIONS: 60" X 68.5" X 5"

Length x Height x Thickness (center faced 8" = transformer)

MATERIAL IN FACE OF SIGN: PLEXIGLASS

COLOR COMBINATIONS: RED & WHITE

SINGLE FACE [ ☒ ] DOUBLE FACE [ ☐ ] FONT STYLE: SERIF & SANS SERIF

ILLUMINATION: INTERIOR [ ☒ ] EXTERIOR [ ☐ ]

NUMBER OF MESSAGE UNITS: 0 FONT HEIGHT: 17.5"

Applicant's Name & Signature: Susan M White

SUSAN WHITE 09/23/21

Received by: \_\_\_\_\_

Date: \_\_\_\_\_

APPROVED BY: \_\_\_\_\_

Date: \_\_\_\_\_

Building Official (313-343-2426)

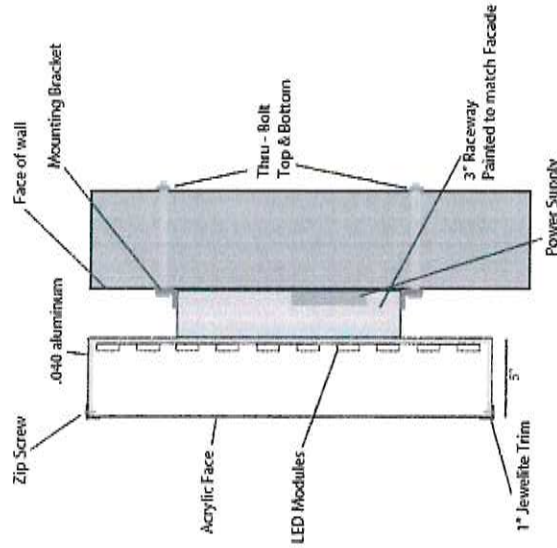
Variance Application Fee - \$150 ~ Please see Section #32-32 Appeals



5' 8.5"



#### MOUNTING DETAIL



#### WORK ORDER #

9181

#### DATE

5-27-21

#### SITE ADDRESS

20871 Mack Ave

#### TYPE OF SIGN

Wall Sign

#### SIGN DETAILS

Illuminated Channel  
Letters on Raceway

#### MOUNTING DETAIL

##### Notes:

Approximate Sign Weight : 50 lbs  
(Including mounting hardware)

The Sign mounting is designed for  
115 mph, 3 sec. gust Wind Speed  
for Exposure B, Cat.

Mounting Hardware shall be  
non-corrosive.

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SEP 20 2021

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**ACCEPTANCE OF ARTWORK** The drawing above is an artistic representation ONLY. Elements may vary based on field measurements. This color proof is intended for verification of spelling, layout, color and composition.

(PLEASE HELP AVOID UNNECESSARY COSTS BY CHECKING THIS PROOF CAREFULLY)

Signature constitutes authorization to proceed with specifications and conditions of this document as specified.

All artwork and designs are property of Sign Fabricators and may not be used without expressed written permission of Sign Fabricators.

Approval: \_\_\_\_\_

Date: \_\_\_\_\_



43984 Groesbeck Highway  
Clinton Twp, MI 48036  
Phone: 586-493-0502 Fax: 586-493-0503