



CITY OF MADISON HEIGHTS ZONING BOARD OF APPEALS APPLICATION

Application No.:

P2BA 23-0008

Date Filed:

6/30/2023

(This application must be typed)

SUBMIT TWO ORIGINAL COPIES

1. **Petitioner:** Name: Spectrum Neon | John Haddad
Address: 1280 Kempar
City: Madison Heights State: MI Zip: 48071
Telephone: 313-366-7333 Fax: 373-366-8328
Email: jhaddad@spectrumneon.com
2. **Petitioner's Interest in Property:** 1485 W 14 Mile Rd
3. **Property Owner:** (Attach list if more than one owner)
Name: Matthew Shouneyia
Address (Street): 1485 W 14 Mile Rd
City: Madison Heights State: MI Zip: 48071
Telephone: 248-227-2219
Email: mshouneyia@gmail.com
4. **Property Description:**
Address: 1485 W 14 Mile Rd
Tax Parcel #: 44 -25 - 02 - 102 - 003
Legal Description - Attach if metes and bounds description.
If in a subdivision: Lot #: _____
Subdivision name: _____
Lot size: _____
Size of proposed building or addition: _____
5. **Present Zoning of Property:** B1 **Present Use:** Strip Mall
6. **Action Requested:** (Check the appropriate section and attach response on separate sheets)
☐ **APPEAL OF AN ADMINISTRATIVE DECISION (Administrative Review)**
The applicant requests the Board of Appeals to reverse/modify the _____
decision/interpretation of Article _____, Section _____. The decision should be
reversed/modified because: (On a separate sheet describe in detail the nature of the problem, the
reason for the request and the desired remedy)

ZONING BOARD OF APPEALS APPLICATION

6. **Action Requested:** (Continued) (Check the appropriate section and attach response on separate sheets)

☒ **VARIANCE**

Request is hereby made for permission to erect ☒ alter ☐ convert ☐ or use ☐ a
Monument Sign 120 sq ft

Contrary to the requirements of Section(s) see attachment of the Zoning Ordinance
_____ of the Zoning Ordinance
_____ of the Zoning Ordinance

The following questions must be answered fully on a separate sheet of paper:

- A. Clearly explain the variance desired and how the proposed building and/or use is contrary to the Zoning Ordinance.
- B. Explain the special conditions and circumstances that 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. (Note: Your district includes all areas of the City sharing a zoning designation with your property. If your zoning classification were B-1 (Local Business) your district would include all City lands zoned B-1.)
- C. Explain why the literal interpretation of the provisions of this ordinance deprives you of rights commonly enjoyed by others in the same zoning district.
- D. Did the special conditions and/or circumstances result from your actions?
- E. Can you use the property in a manner permitted by the Ordinance if a variance is not granted? Is this the minimum variance you need to use the property in the way you want?
- F. Will granting the variance change the essential character of the area?

☐ **TEMPORARY PERMIT**

Applicant is requesting a Temporary Use ☐ and/or a Temporary Structure ☐

Describe in detail the proposed use or structure and the length of time requested.

☐ **INTERPRETATION OF ORDINANCE LANGUAGE IN SECTION** _____

Describe in detail the nature of the requested interpretation.

☐ **PUBLIC UTILITY BUILDING**

Describe in detail the proposed use or structure.

☐ **OTHER ACTION**

Describe in detail action requested.

7. **CASE HISTORY**

Have you been denied a permit for a building, sign or use on this property? Yes ☐ No ☐

Has there been any previous appeal involving these premises? Yes ☐ No ☐

(If yes, provide character and disposition of previous appeals.)

ZONING BOARD OF APPEALS APPLICATION

Application No. _____

Applicant(s) and property owner(s) hereby consent to city staff, board and commission members, and contractors to access the property for purposes of evaluating the site for the requested action(s).

FOR THE OWNER:

Signature _____

Printed Name Matthew ShouneyiaDate 6/26/2023**FOR THE APPLICANT IF NOT THE OWNER:**

Signature _____

Printed Name John HaddadDate 6/26/2023

Note: A notarized letter of authority or a power of attorney may be substituted for the original signature of the owner.

Notices are to be sent to the Applicant ☒ Owner ☐

ATTACHED HERETO, AND MADE PART OF THIS APPLICATION, ARE THE FOLLOWING: (All required items must be submitted with this application)

- ☒ 1. Two copies of drawings of Site Plan (no larger than 11"x 17") drawn to scale and containing all necessary dimensions and all features involved in this appeal, including measurements showing open space on abutting properties. PDF
- ☒ 2. Dimensioned elevations of all buildings involved in the requested variance.
- ☒ 3. All required responses to above items.
- ☐ 4. Building permit application if applicable.
- ☐ 5. Letter of authority if applicable
- ☒ 6. Applicable fees:
 - A. Variance Review (Single Family) \$300.00
 - B. Variance Review (Dimensional) \$400.00 plus \$300 per variance
 - C. Use Variance Review \$1,000.00
 - D. Appeal of Administrative Decision \$400.00

OFFICE USE ONLY**APPROVALS**

Approved for hearing by City Attorney _____

Approved for hearing by C.D.D. _____

Reviewed by Site Plan Committee _____

INTER-DEPARTMENTAL NOTIFICATION

Community Development Department _____

Fire Department _____

Department of Public Services _____

ZONING BOARD OF APPEALS

FEE: \$ _____

APPROVED: _____

PAID: _____

DENIED: _____

RECEIPT NO. _____

SECTION 10.511

(2) *Use district:*

B-1 Local Business District;

B-2 Planned Business District; and

B-3 General Business District.

Each business development (that is, one or more uses within a building or buildings using common parking facilities) shall be permitted signs as follows:

(a) *Ground sign:* One ground sign for each business development.

1. Not over eight feet in height above the adjacent grade nor more than ten feet above the adjacent roadway.

Note: Ground signs may not obstruct visibility at driveways or intersections. The building official may require that the sign base or the height of the bottom of the sign be adjusted to protect the public safety.

2. No sign shall be located closer than 90 feet to any property line of an adjacent residential district.
3. The base of the sign be not less than 20 feet from a side lot line.
4. A ground sign under this section shall not exceed 0.5 square foot per each lineal foot of lot frontage to a maximum of 60 square feet in area.
5. Individual ground signs for each business tenant within a development shall not be permitted.

June 26, 2023

To: City Of Madison Heights ZBA Board

From: 14 And Campbell Center LLC

RE: New Monument Signs for Property

Section A of your ZBA Application

Dear Board,

My Partners and I are proposing Two (2) new signs for the property. We purchased the Property in Dec-2022 and are owners & operators of Value Center Marketplace for several years as well. We are requesting the proposed sign that will be at the corner of 14/Campbell. The Variance will be close to Eighty (80) SQ FT which includes six additional feet in height.

The Second proposed sign which is currently on site along 14 Mile Rd will be a brand new sign.

This new proposed sing to replace the existing one will be Sixty (60) SQ FT over compared to the existing sign. Moreover, the new ordinance does not allow 2-signs for properties. We currently have 2-signs that sit on this property today.

I appreciate your consideration

Thank you ,



Kevin Denha

CC Johnny Shouneyia

Matthew Shouneyia

June 26, 2023

To: City Of Madison Heights ZBA Board

From: 14 And Campbell Center LLC

RE: New Monument Signs for Property

Section B of your ZBA Application

Dear Board,

The Property is 102,000 Square Foot Shopping Center that is L-shaped center where visibility for most tenants is not good . All Tenants existing or potential need monument signage as a component to succeed. The deep nature of this center worked when it was constructed decades ago where larger footprints of many retailers were the norm. Today, small Tenants such as Yoga, Coffee, Carry out food is where Tenant expansion is happening. Since buying the center 6-Months ago, we have signed 3-new Tenants like this and expanded an existing coffee shop. All need and requested signage on both streets. Additionally, there is current vacancy in the center. Having our proposed new signs will be critical to fill these vacant spaces up.

Lastly , the long term success of this center has many vital components. One of the top tier ones is signage. Given the frontage of this center, the large footprint, visibility challenges , I would hope the ZBA board would see our hardship on this matter.

I appreciate your consideration.

Thank you

A handwritten signature in blue ink, appearing to be 'Kevin Denha', written over the printed name.

Kevin Denha

CC Johnny Shouneyia

Matthew Shouneyia

June 26, 2023

To: City Of Madison Heights ZBA Board

From: 14 And Campbell Center LLC

RE: New Monument Signs for Property

Section C of your ZBA Application

Dear Board,

The Current Sign Ordinance works well for most centers in Madison Heights. However, there are nuances and various exceptions that need to be considered. This center at 102,000 SQ FT, built in this fashion is a lot different than a 10-15 SQ Ft Center with one sign. 14/Campbell with the current roster list and future tenants will have little to no signage under a current Zoning and status quo.

This Property with multiple entrances on a hard corner should be viewed differently because of its unique design, Future Tenant mix, location and square footage.

Thank you

A handwritten signature in blue ink, appearing to be 'Kevin Denha', written over the printed name.

Kevin Denha

CC Johnny Shouneyia

Matthew Shouneyia

June 26, 2023

To: City Of Madison Heights ZBA Board

From: 14 And Campbell Center LLC

RE: New Monument Signs for Property

Section D, E, & F of your ZBA Application

Dear Board,

With Respect to Sections D, E & F, our response to these questions would be no on all three sections.

However, with respect to the second question in Section E. The variances I am requesting are the minimum I need to ensure these proposed signs are successful to all of our tenants

Thank you



Kevin Denha

CC Johnny Shouneyia

Matthew Shouneyia



14 Mile Rd & N Campbell Rd

14 Mile Rd

EXISTING SIGNS
APPROX. 465' APART

W 14th St

Outback Steakhouse

563.00'

390.00'

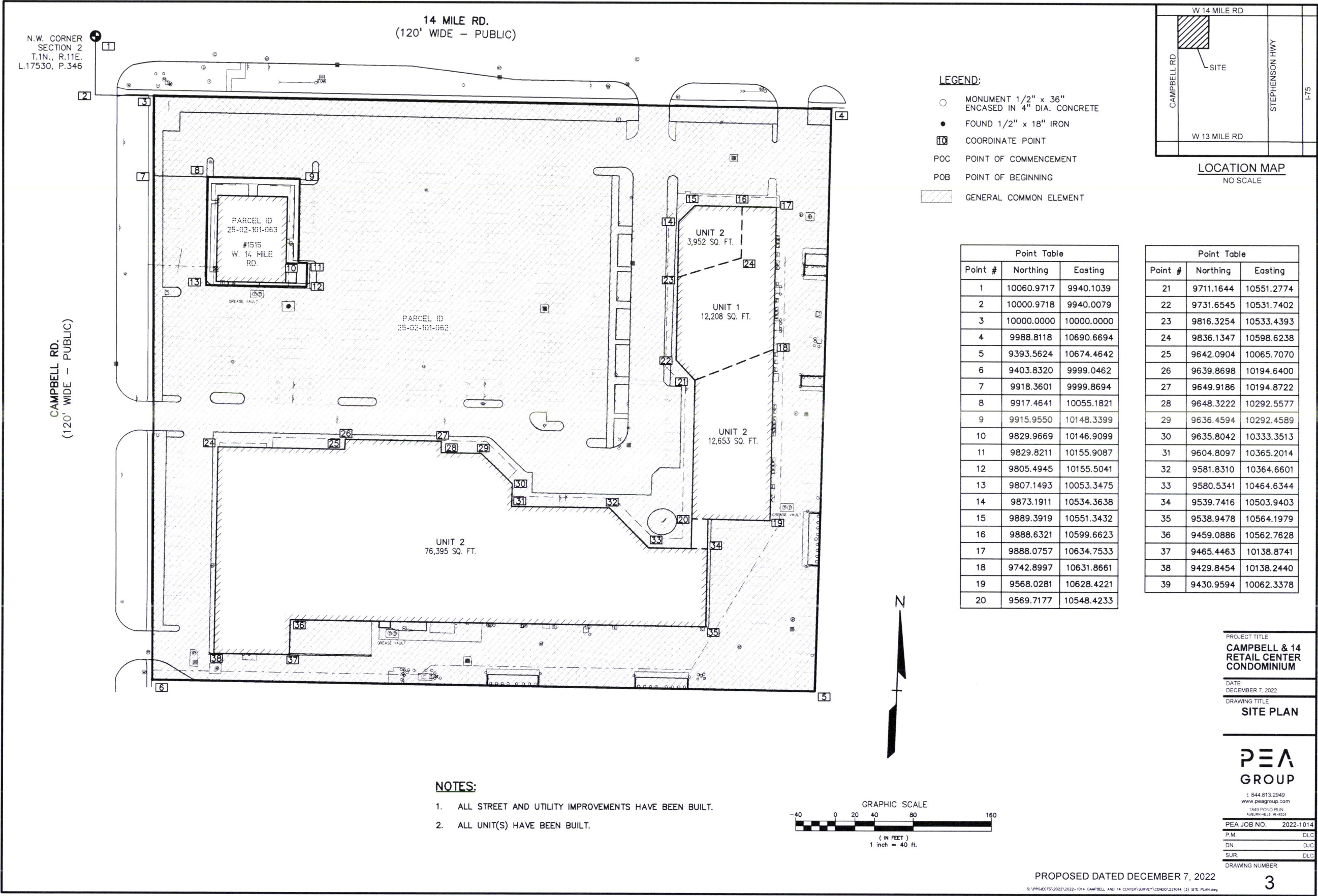
475.00'

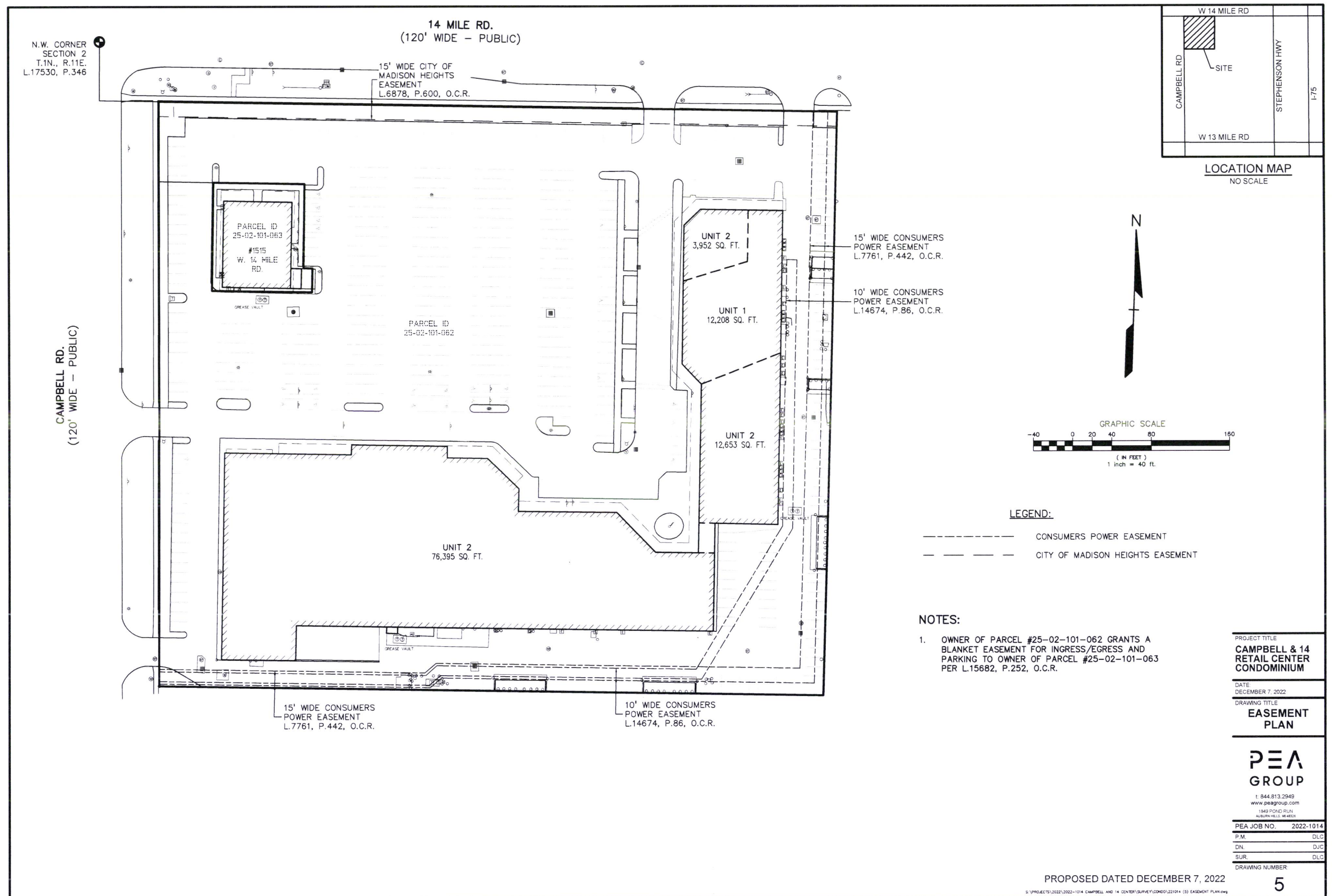
Campbell Corners

Value Center Marketplace

112.00'

350.00'







1486 WEST 14 MILE
MADISON HEIGHTS, MI



- ONE (1) DOUBLE-SIDED PYLON
105.0 SQ FT
SCALE: 3/8"=1'-0"
- EXTRUDED ALUMINUM CABINET
 - INTERNAL LED ILLUMINATION
 - FLAT, WHITE, LEXAN FACES
 - TRANSLUCENT HP VINYL GRAPHICS
 - FABRICATED ALUMINUM CAP
 - FABRICATED ALUMINUM BASE
 - INTERNAL STEEL SUPPORTS PER ENGINEER'S SPECIFICATIONS

File Name:	9714_1	Date:	6.29.23
Customer:	VC MARKETPLACE	Drawn by:	BSS
Location:	1486 WEST 14 MILE. MADISON HEIGHTS, MI / PLAZA	Checked by:	

This drawing is the property of SPECTRUM NEON CO. Detroit, MI and is submitted inconnection 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.

www.spectrumneon.com



NIGHT



EXISTING SIGN



PROPOSED NEW SIGN
14 MILE ROAD

File Name:	9714_1A	Date:	6.29.23
Customer:	VC MARKETPLACE	Drawn by:	BSS
Location:	1486 WEST 14 MILE. MADISON HEIGHTS, MI / PLAZA	Checked by:	

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1280 Kempar, Madison Hts. MI, 78071
p.313.366.7333 | f.313.366.8328



NIGHT



EXISTING SIGN



PROPOSED NEW SIGN
14 MILE ROAD

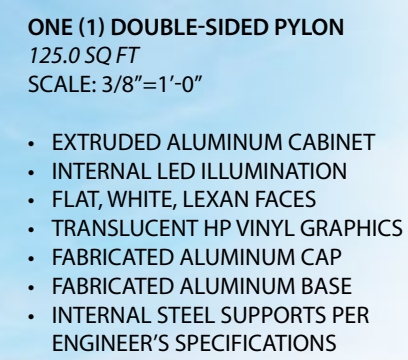
File Name:	9714_1B	Date:	6.29.23
Customer:	VC MARKETPLACE	Drawn by:	BSS
Location:	1486 WEST 14 MILE. MADISON HEIGHTS, MI / PLAZA	Checked by:	

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SPECTRUM NEON CO
SIGNS · LIGHTING

1280 Kempar, Madison Hts. MI, 78071
p.313.366.7333 | f.313.366.8328



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NIGHT



EXISTING SIGN



PROPOSED NEW SIGN
14 MILE ROAD & CAMBELL CORNER

File Name:	9714_2A	Date:	6.29.23
Customer:	VC MARKETPLACE	Drawn by:	BSS
Location:	1486 WEST 14 MILE. MADISON HEIGHTS, MI / PLAZA	Checked by:	

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NIGHT



EXISTING SIGN



PROPOSED NEW SIGN
14 MILE ROAD & CAMBELL CORNER

File Name:	9714_2B	Date:	6.29.23
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p.313.366.7333 | f.313.366.8328



FACING EAST



FACING SOUTH / EAST END OF PLAZA



FACING SOUTH FROM 14 MILE



FACING EAST ELEVATION



FACING EAST TYPICAL HEIGHT



FACING SOUTH