



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

**I. APPLICANT INFORMATION**

Applicant Ahmad Nassar  
Applicant Address 4800 West Fort Street  
City Detroit State MI ZIP 48209  
Interest in Property (owner, tenant, option, etc.) Owner  
Contact Person Ahmad Nassar  
Telephone Number 313-587-1862 Email Address ahmad@detroit75.com

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

Property Address 32275 Stephenson Hwy  
Tax ID 25-02-101-036 Zoning District MUI-2  
Owner Name (if different than applicant) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone Number \_\_\_\_\_ Email Address \_\_\_\_\_

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

Name Paul Deters Company Metro Signs & Lighting  
Address 11444 Kaltz Ave  
City Warren State MI Zip 48089  
Telephone Number 586-759-2700 Email Address kdeters@metrosal.com

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

Responses on Seperate Sheet

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 Ahmad Nassar Signature Ahmad Nassar Date 3-6-25

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 Ahmad Nassar Signature Ahmad Nassar Date 3-6-25

Notary for Property Owner:

Subscribed and sworn before me, this 6th day of March, 2025  
A Notary Public in and for MACOMB County, Michigan.  
Notary Name (Print): THERESA ANN LICAVOLI  
Notary Signature: [Signature]  
My Commission Expires: 6/2/27

Notary Stamp  
THERESA ANN LICAVOLI  
Notary Public, State of Michigan  
County of Macomb  
My Commission Expires 06-02-2027  
Acting in the County of \_\_\_\_\_

STAFF USE ONLY [DO NOT ACCEPT INCOMPLETE APPLICATIONS]

FILING FEE: _____	ZBA NO.: PZBA # _____
➤ DIMENSIONAL VARIANCE/NON-CONFORMING USE:	DATE APPLICATION RECEIVED: _____
○ Single-Family: \$300	RECEIVED BY: _____
○ Multi-Family/Non-Residential: \$400 + \$300 per additional variance	
➤ Appeal/Interpretation: \$400	

**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:

Section 12.07	Sign Height
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2. Provide a description of the proposed work and why the anticipated variances are needed.

Responses on Seperate Sheet

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.

Responses on Seperate Sheet

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.

Responses on Seperate Sheet

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.

Responses on Seperate Sheet

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.

Responses on Seperate Sheet

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.

Responses on Seperate Sheet

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

Responses on Seperate Sheet

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).

## **Brief Description of Request / Summary**

### **1. Pole Sign Replacement (24' vs. 8')**

- Replacing existing sign box with same dimensions
- Maintains existing height matching neighboring businesses
- Critical for visibility and customer navigation
- Preserves historical precedent and area standards
- No impact on streetscape or safety
- Full replacement would have a material adverse effect on our development budget

### **Key Justifications**

- Historical Precedent: variance maintains established property features
- Minimum Impact: Requests represent most conservative solutions possible
- Area Consistency: Aligns with neighboring property standards and rights
- Public Benefit: Enhances streetscape while preserving safety and aesthetics
- Ordinance Intent: Upholds spirit of regulations while enabling reasonable use

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

#### **Proposed Work:**

- **Pole Sign Replacement:**
  - Replacing existing 24-foot pole sign
  - New sign: same height and square footage, modern design, improved aesthetics

#### **Why the Variances Are Needed:**

- **Sign Height:**
  - Our 24-foot sign height aligns perfectly with established area standards, matching neighboring businesses including McDonald's, Hampton Bay Hotel, Rodeway Inn, and Baymont Inn
  - Maintaining our historical 24-foot sign height ensures continued optimal visibility and seamless customer navigation, preserving decades of way-finding

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.

### **Pole Sign Height Variance (24' vs 8')**

#### **Business Impact**

- Current 24-foot sign serves as a landmark for customer navigation
- Reduction to 8 feet would severely impair visibility in an area where all neighboring businesses maintain signs at or above 24 feet
- Essential for maintaining competitive parity in our Mixed-Use Innovation (MUI-1) zoning district

#### **Area Consistency**

- Maintaining 24-foot height preserves established streetscape patterns
- Aligns with existing corridor standards and neighboring business signs
- Supports the diverse, mobile customer base characteristic of MUI-1 districts

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.

#### **Pole Sign Height (24 feet instead of 8 feet):**

- **Established Area Standard:** Our 24-foot sign height matches the existing commercial corridor standard, as demonstrated by neighboring businesses:
  - Hampton Bay Hotel (directly across the street)
  - McDonald's
  - Rodeway Inn
  - Baymont Inn
- **Historical Precedent:** Our sign has stood at 24 feet, establishing a clear historical property right that predates current regulations
- **Zoning District Consistency:** This height maintains parity with other MUI-1 zoned businesses, ensuring equal visibility and competitive fairness
- **Ordinance Alignment:** Rather than introducing new standards, this variance preserves an established pattern that has successfully served the corridor for decades

**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.**

#### **Pole Sign Height: Site-Specific Conditions**

##### **Commercial Corridor Context**

- Property situated in established business district with standardized 24-foot signage
- Historical presence creates critical customer way-finding landmark
- Existing trees along Stephenson Highway impact visibility requirements

##### **Visibility Challenges**

- Complex roadway conditions require enhanced sign visibility
- Surrounding building heights affect sight lines
- Traffic patterns demand clear business identification

##### **Competitive Environment**

- Neighboring businesses maintain 24-foot (or higher) signage:
  - Adjacent hotels
  - Nearby fast-food establishments
  - Other corridor businesses
- 8-foot restriction would create significant competitive disadvantage

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

#### **Pole Sign Height (24 feet instead of 8 feet):**

##### **Current Standard Maintenance**

- 24-foot height matches established area norm (McDonald's, Hampton Bay Hotel, Rodeway Inn, Baymont Inn)
- Preserves existing height precedent
- Represents no increase from historical dimensions

##### **Visibility Requirements**

- Essential for customer navigation, especially while driving
- Maintains parity with surrounding business signage

- Ensures practical business identification from typical viewing distances

### **Visual Integration**

- Modern design aligns with area aesthetic standards
- Professional maintenance program
- Eliminates potential for visual clutter

**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.**

## **Pole Sign Variance (24' vs 8')**

### **Impact Analysis**

#### **Community Integration**

- Maintains existing height precedent
- Matches neighboring business signs (McDonald's, Hampton Bay Hotel, Rodeway Inn, Baymont Inn)
- Enhances area aesthetics through modern design and professional maintenance

#### **Ordinance Alignment**

- Preserves established streetscape patterns
- Creates no new visual obstructions
- Maintains proven safe sight lines

#### **Safety & Welfare**

- Modern structural engineering
- Professional installation
- Full regulatory compliance

#### **Non-Self-Created Circumstances**

- Sign predates current height restrictions by decades
- Area developed with 24-foot signs as standard
- Variance needs stem from ordinance change, not owner actions



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**OWNER:**  
AHMAD NASSAR

**PROJECT NAME:**  
DETROIT 76

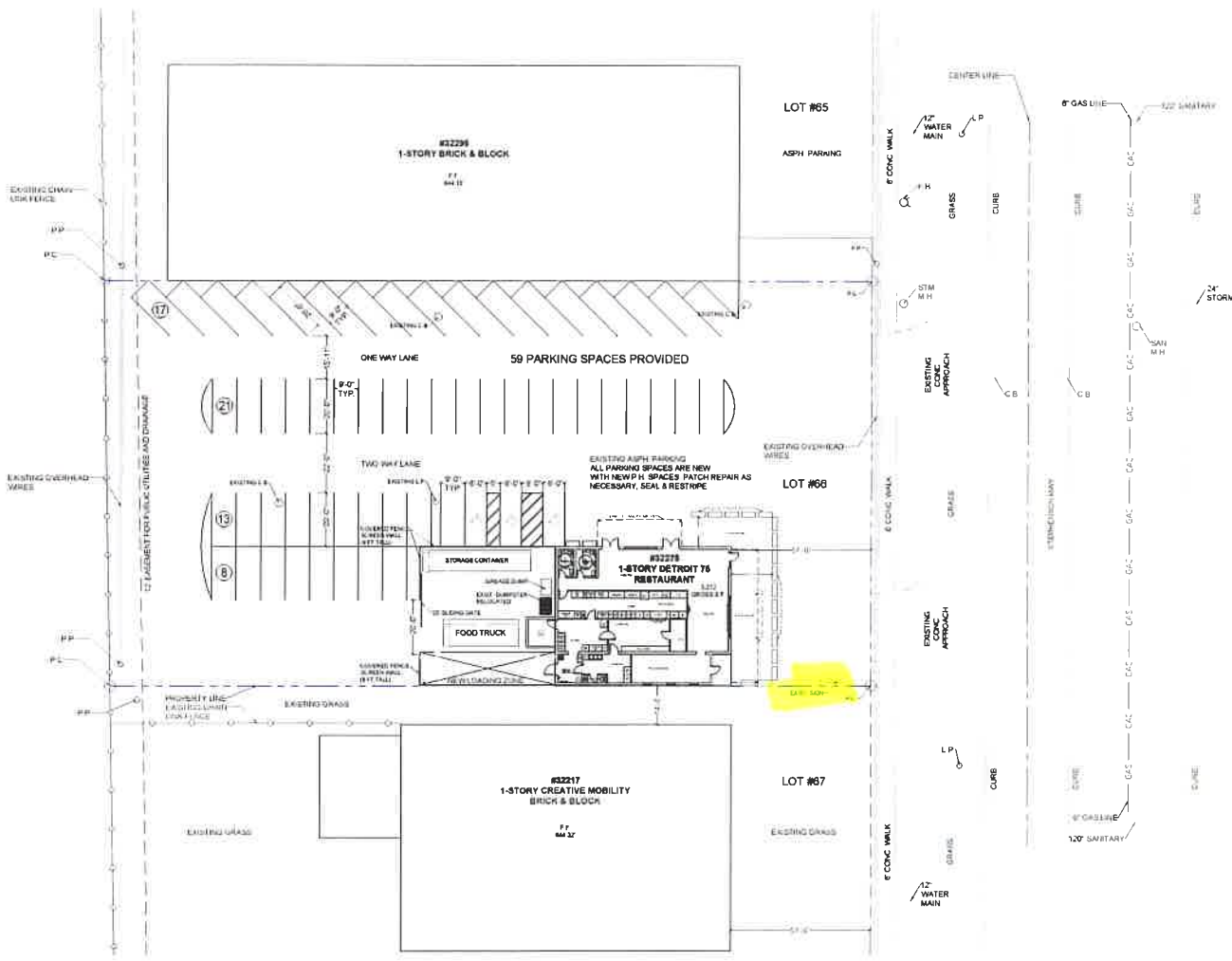
PROJECT #	24-117
DATE	12/14/2021
REVISION	NO. 1
DATE	12/14/2021
BY	MM
DATE	12/14/2021
BY	MM
DATE	12/14/2021
BY	MM
DATE	12/14/2021
BY	MM

**DATE:** 12/14/2021

**PROPOSED CONDITIONS  
SITE PLAN**

**DATE:** 12/14/2021  
**BY:** MM

- PARKING REQUIREMENTS ON SITE**
- MINIMUM PARKING SPACE SIZE: 9' x 20' OFF-STREET PARKING SPACE
  - EXISTING SPACES ON SITE NOT COMPLIANT. PROVIDED NEW LAYOUT OF SPACES THAT ARE CODE COMPLIANT
  - PARKING SPACE REQUIREMENTS: 1 SPACE PER 100 S.F. OF USABLE FLOOR AREA (EXCLUDING KITCHEN AREAS)
  - USABLE FLOOR AREA OF RESTAURANT (DINING AREAS): 2,591 S.F.
  - 2,591 S.F. / 100 = 26 PARKING SPACES REQUIRED
  - 56 PARKING SPACES PROVIDED
  - 33 PARKING SPACE SURPLUS
  - (3) BARRIER FREE PARKING SPACES REQUIRED
  - (3) BARRIER FREE PARKING SPACES PROVIDED
  - ONE LOADING ZONE REQUIRED
  - ONE LOADING ZONE PROVIDED



**PROPOSED CONDITIONS SITE PLAN**  
SCALE: 1/20

SIDE: B



**METRO SIGNS**  
& LIGHTING

METRO DETROIT OFFICE:

11444 Kaltz Avenue, Warren, MI 48089

GRAND RAPIDS OFFICE:

6490 E. Fulton, Ada, MI 49301

Phone: 586-759-2700

www.metro-sal.com

**FOR PRESENTATION ONLY**

Project Number

**250278**

Total Square Feet

**53.92**

**QUANTITY: 1**

PROJECT: DETROIT 75 KITCHEN

FILE: 250278\_D75K\_A-1\_ILLUMINATED POLE SIGN

ADDRESS: 32275 STEPHENSON HWY., MADISON HEIGHTS, MI 48071

SALES: SARAH SCOLLIN

DESIGNER: BRIAN

DATE: 3/06/25

**REV-00**

REVISION DATE: \_\_

REVISED BY: \_\_

**1** DOUBLE SIDED ILLUMINATED POLE SIGN:

- ALUMINUM CABINET AND FACE
- 1/2" PUSH-THRU ACRYLIC WITH VINYL GRAPHICS APPLIED 1ST SURFACE
- FAUX NEON L.E.D. BORDER

**2** TRIMLESS CHANNEL CAPSULE:

- INSET VINYL GRAPHICS APPLIED 1ST SURFACE

SIDE: A



11 ft 7/8 in

10 ft 8 7/8 in

8 ft 2 5/8 in

7 1/2 in

5 1/2 in

52 7/8 in

34 3/8 in

58 in

51 1/2 in

50 5/8 in

23 ft 9 in

19 ft 1/2 in



6' Person

CUSTOMER SIGNATURE:

ADDITIONAL NOTES:

DATE:

INSTALLATION ADDRESS

32275 STEPHENSON HWY.,  
MADISON HEIGHTS, MI  
48071

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**SIMULATED ELEVATION VIEW**



**METRO SIGNS**  
 & LIGHTING

**METRO DETROIT OFFICE:**  
 11444 Kaltz Avenue, Warren, MI 48089

**GRAND RAPIDS OFFICE:**  
 6490 E. Fulton, Ada, MI 49301  
 Phone: 586-759-2700  
 www.metroisal.com

**FOR PRESENTATION ONLY**

Project Number	Total Square Feet
<b>250278</b>	<b>53.92</b>
<b>QUANTITY: 1</b>	

PROJECT: DETROIT 75 KITCHEN  
 FILE: 250278\_D75K\_A-1\_ILLUMINATED POLE SIGN  
 ADDRESS: 32275 STEPHENSON HWY., MADISON HEIGHTS, MI 48071  
 SALES: SARAH SCOLLIN  
 DESIGNER: BRIAN  
 DATE: 3/08/25

**REV-00** REVISION DATE: \_\_\_  
 REVISED BY: \_\_\_

**CUSTOMER SIGNATURE:**

**DATE:**

**INSTALLATION ADDRESS**

**ADDITIONAL NOTES:**

**32275 STEPHENSON HWY.,  
 MADISON HEIGHTS, MI  
 48071**

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**SIMULATED NIGHT VIEW**



**METRO SIGNS**  
— LIGHTING —

**METRO DETROIT OFFICE:**

11444 Kaltz Avenue, Warren, MI 48089

**GRAND RAPIDS OFFICE:**

6490 E. Fulton, Ada, MI 49301

Phone: 586-759-2700

www.metroal.com

**FOR PRESENTATION ONLY**

Project Number

**250278**

Total Square Feet

**53.92**

**QUANTITY: 1**

PROJECT: DETROIT 75 KITCHEN

FILE: 250278\_D75K\_A-1\_ILLUMINATED POLE SIGN

ADDRESS: 32275 STEPHENSON HWY., MADISON HEIGHTS, MI 48071

SALES: SARAH SCOLLIN

DESIGNER: BRIAN

DATE: 3/08/25

**REV-00**

REVISION DATE: \_\_\_

REVISED BY: \_\_\_

**CUSTOMER SIGNATURE:**

**DATE:**

**INSTALLATION ADDRESS**

**ADDITIONAL NOTES:**

**32275 STEPHENSON HWY.,  
MADISON HEIGHTS, MI  
48071**

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Photo of existing sign

