



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

I. APPLICANT INFORMATION

Applicant Image 360 Brighton
Applicant Address 2150 Pless Drive Suite 3A
City Brighton State MI ZIP 48114
Interest in Property (owner, tenant, option, etc.) on behalf of Henry Ford Health
Contact Person Robert Dempster
Telephone Number 810-225-7446 Email Address brighton@image360brighton.com

II. PROPERTY INFORMATION (IF APPLICABLE)

Property Address 27351 Dequindre Rd
Tax ID _____ Zoning District 0-1 Office District
Owner Name (if different than applicant) Henry Ford Health - Ara Telbelian (Director of Marketing)
Address 1 Ford Place
City Detroit State MI Zip 48202
Telephone Number 313-874-5165 Email Address atelbel1@hfhs.org

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

Placing Henry Ford Burners at Henry Ford Madison Heights Hospital

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 Ara Telbelim Signature [Signature] Date 1-15-25

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.

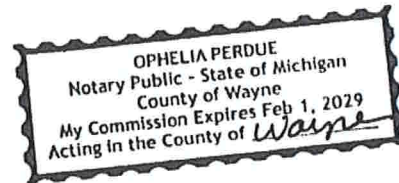
IF YOU ARE NOT THE PROPERTY OWNER, YOU MUST HAVE THE PROPERTY OWNER PROVIDE A NOTARIZED SIGNATURE, BELOW, OR PROVIDE A NOTARIZED LETTER OF AUTHORIZATION OR NOTARIZED POWER OF ATTORNEY AUTHORIZING YOU TO ACT ON THEIR BEHALF.

Printed Name Ara Telbelim Signature [Signature] Date 1-15-25

Notary for Property Owner:

Subscribed and sworn before me, this 15 day of January 2025
A Notary Public in and for Wayne County, Michigan.
Notary Name (Print): Opheia Perdue
Notary Signature: [Signature]
My Commission Expires: 2-01-29

Notary Stamp



STAFF USE ONLY [DO NOT ACCEPT INCOMPLETE APPLICATIONS]

FILING FEE: _____

ZBA NO.: PZBA # _____

DATE APPLICATION RECEIVED: _____

RECEIVED BY: _____

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

ZONING BOARD OF APPEALS (ZBA): REVIEW STANDARDS RESPONSE FORM

Section 15.06 of the Zoning Ordinance contains review standards and criteria for variances and appeals. Please provide responses to the following review standards for consideration by staff and the Zoning Board of Appeals. (Provide additional separate sheets, if necessary)

Please fill out ONLY the section below that applies to your request.

SECTION A: APPEAL OF ADMINISTRATIVE DECISION

Check here for an Appeal of Administrative Decision (Section 15.06 of Zoning Ordinance)

1. Date of Decision Being Appealed: 11-14-2024

2. Decision Making Entity:

Planning and Zoning Administrator Planning Commission Code Enforcement Other: _____

3. Applicant's Reason for Appeal. Describe the decision being appealed and how the decision was made contrary to the proper requirements and standards of the Zoning Ordinance.

We are requesting a Variance for oversized temporary banner and to be put up for extended time.

4. Provide copy of the Notice of Action, notice of violation, and/or meeting minutes for the zoning decision being appealed.

SECTION B: ZONING TEXT OR MAP INTERPRETATION

Check here for a Zoning Text or Map Interpretation (Section 15.06 of Zoning Ordinance)

1. If requesting a text interpretation, provide Section numbers of Zoning Ordinance to be interpreted:

2. Please describe the request and what needs to be clarified or interpreted by the ZBA.

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SECTION C: ALTERATION OF NONCONFORMING USE

Check here for an Alteration of a Nonconforming Use (Section 13.01 of Zoning Ordinance)

1. Describe the existing nonconforming use and the plans for alteration/expansion.

2. Describe how the alterations will not further reduce the value or otherwise limit the lawful use of adjacent properties.

3. Describe how the alterations will retain the character and environment of abutting premises.

4. Describe how the alterations will not materially increase or perpetuate the nuisance aspects of the use upon adjacent uses.

5. 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).

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:

12.03.1	

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

Due to the size of the complex and the distance from the major roads, we feel the need for a larger banner for visibility for the thousands of patients that visit the hospital every week. We are trying to update all current signage as quick as possible but this takes time and resources. We feel there is a significant need to make all aware of the name change to avoid confusion for patients and visitors.

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 the size of the complex, 1 or 2 signs at 16 sq ft is not adequate coverage to direct new and old patients to the facility. Many patients are elderly and need as much assistance as possible.

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.

New ownership and/or name changes are common and require additional signage for proper service to customers and patients.

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.

Due to the size of the complex, 1 or 2 signs at 16 sq ft is not adequate coverage to direct new and old patients to the facility.

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.

We are only asking for 1 banner for the entire complex and it will not be a permanent structure.

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 banners design is to improve the safety of the patients and visitors to the hospital.

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

It was not created by the current or previous owner. New ownership or name changes are common and require additional signage for proper service to customers and patients.

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).

Teri Nagel

From: Matt Lonnerstater <MattLonnerstater@Madison-Heights.org>
Sent: Thursday, November 14, 2024 4:03 PM
To: Teri Nagel
Subject: Re: Temporary Banner for 27351 Dequindre

Good afternoon. Yes, a non-residential dimensional variance has an application fee of \$400. However, the next regularly-scheduled ZBA meeting is not until early February.

Best,



Matt Lonnerstater, AICP
City Planner
City of Madison Heights
MattLonnerstater@Madison-Heights.org
Office: (248) 837-2649

<https://www.madison-heights.org/209/Planning-Services>

From: Teri Nagel <teri@image360brighton.com>
Sent: Thursday, November 14, 2024 3:55 PM
To: Matt Lonnerstater <MattLonnerstater@Madison-Heights.org>
Subject: RE: Temporary Banner for 27351 Dequindre

Hi Matt,

Is there a cost for going through this process?

Teri Nagel
Image360 Brighton
2150 Pless Drive | Suite 3A | Brighton, MI 48114
Phone: (810) 225-7446 | teri@image360brighton.com



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From: Matt Lonnerstater <MattLonnerstater@Madison-Heights.org>
Sent: Thursday, November 14, 2024 11:19 AM
To: Madhu Rakshit <madhurakshit@madison-heights.org>; Teri Nagel <teri@image360brighton.com>
Subject: Re: Temporary Banner for 27351 Dequindre

Teri:

The Zoning Board of Appeals (ZBA) information packet and application can be accessed here:
<https://www.madison-heights.org/DocumentCenter/View/8174/Zoning-Board-of-Appeals-ZBA-Application>

Best,



Matt Lonnerstater, AICP
City Planner
City of Madison Heights
MattLonnerstater@Madison-Heights.org
Office: (248) 837-2649

<https://www.madison-heights.org/209/Planning-Services>

From: Madhu Rakshit <madhurakshit@madison-heights.org>
Sent: Thursday, November 14, 2024 11:17 AM
To: Teri Nagel <teri@image360brighton.com>
Cc: Matt Lonnerstater <MattLonnerstater@madison-heights.org>
Subject: RE: Temporary Banner for 27351 Dequindre

Teri,

Regarding the VARIANCE procedure you can reach the city planner Matt Lonnerstater at 248-837-2649.

Please find the planners email address: MattLonnerstater@Madison-Heights.org

Thanks,

Madhu Rakshit
GIS/CDD TECHNICIAN
City of Madison Heights
248-583-0831 Office
248-837-2660 Direct

From: Teri Nagel <teri@image360brighton.com>
Sent: Thursday, November 14, 2024 11:11 AM
To: Madhu Rakshit <madhurakshit@madison-heights.org>
Subject: RE: Temporary Banner for 27351 Dequindre

Madhu,

Thank you for this. How do I go about getting a variance? Is there someone at your office I can contact to get information on how to do it?

Teri Nagel
Image360 Brighton
2150 Pless Drive | Suite 3A | Brighton, MI 48114
Phone: (810) 225-7446 | teri@image360brighton.com



From: Madhu Rakshit <madhurakshit@madison-heights.org>
Sent: Thursday, November 14, 2024 10:27 AM
To: Teri Nagel <teri@image360brighton.com>
Subject: RE: Temporary Banner for 27351 Dequindre

Hi,
 Regarding the Temporary banner sign question, I had a discussion with the planner.
 The address location falls in the Office District O-1.
 Per our new Zoning Ordinances please find the snapshot of the new zoning ordinance.
 Highlighted in yellow...

3. O-1 Office District:

Sign Type	O-1 Districts
Awning/ Canopy Signs	Maximum Number: One (1) sign per awning/canopy. Maximum Area: 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.
Ground Signs	Maximum Number: One (1) per street frontage of a lot or development. Maximum Height: 8 feet Maximum Area: 0.5 square foot per each lineal foot of lot frontage to a maximum of 48 square feet in area. Minimum Setback: 3 feet from all lot lines. No sign shall be located closer than 30 feet to any property line of an adjacent residential district. Increase setback by 0.5 foot for every 0.5 foot of height increase above 5 feet (up to a maximum of 8 feet).
• Monument Signs	Maximum Height: 8 feet Maximum Area: 48 square feet
• Decorative Post Signs	Maximum Height: 5 feet Maximum Area: 24 square feet
Projecting Signs	Maximum Number: One (1) per public entrance, minimum separation of 20 feet between projecting signs on a single façade. Maximum Area: 10 square feet per individual sign.
Wall Signs	Maximum Height: 20 feet Maximum Area per Individual Sign: 50 square feet. Individual tenants with lineal building frontage in excess of 200 feet along a public roadway shall be permitted a maximum individual sign area allowance of 75 square feet along such street facing facades. Maximum Total Sign Area per Façade: Street-Facing façades: 1.5 square feet of total sign area per lineal feet of building frontage, not to exceed a total of 75 square feet per tenant per street-facing façade. Individual tenants with lineal building frontage in excess of 200 feet along a public street shall be permitted a total wall area allowance of 100 square feet along such street-facing facades. Non-street-facing façades: 75 square feet per façade per tenant. Painted Wall Signs: Refer to Section 12.05(7)
Window Signs	Maximum Area: 25% of the window area.
Temporary Signs	Maximum Number: One (1) per lot. Maximum Height: 4 feet Maximum Area: 16 square feet Minimum Setback: 2 feet from right of way or any lot line.

Madison-Heights-Zoning-Ordinance---Adopted-May-13-2024-Revised

Because the mentioned banner area (45 ft X 15 ft) is too large the temporary sign is not allowed. You may have to go through variance process through the planning department ..

Thanks,

Madhu Rakshit

GIS/CDD TECHNICIAN

City of Madison Heights

248-583-0831 Office

248-837-2660 Direct

From: Teri Nagel <teri@image360brighton.com>

Sent: Wednesday, November 13, 2024 3:49 PM

To: Madhu Rakshit <madhurakshit@madison-heights.org>

Subject: Temporary Banner for 27351 Dequindre

Hi Madhu,

Thank you for returning my call. Attached is a rendering of the Temporary Banner that Henry Ford Health would like to put on the side of the hospital.

They would like to keep this up for 6 months.

I look forward to hearing from you tomorrow.

Teri Nagel

Image360 Brighton

2150 Pless Drive | Suite 3A | Brighton, MI 48114

Phone: (810) 225-7446 | teri@image360brighton.com



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