



MEMORANDUM

Date: November 23rd, 2022
To: City of Madison Heights Zoning Board of Appeals
From: Matt Lonnerstater, AICP – City Planner
Subject: Billboard Variances
PZBA 22-10; 29370 Stephenson Hwy.

REQUEST

The applicant, *International Outdoors, Inc.*, requests three (3) variances from the city's billboard regulations, Section 10.511(IV)(E). The subject property is located at 29370 Stephenson Highway (tax parcel #44-25-11-377-014) and is zoned M-1, Light Industrial.

The applicant proposes to install one (1) two-sided digital billboard along the west side of I-75, and requests variances from the following sections of the Zoning Ordinance:

- *Section 10.511(IV)(E)(2): Billboards shall not be less than 2,500 feet apart (two variances); and*
- *Section 10.511(IV)(E)(7): Billboards are deemed to constitute a principal use of a lot.*

Note that the applicant is not the current property owner. However, the current property owner has signed the ZBA application, as required.

Separation Variance

Per Section 10.511(IV)(E)(2) of the Madison Heights Zoning Ordinance, billboards shall not be less than 2,500 feet apart. The proposed billboard location is 2,205 feet from an existing billboard to the south and 2,395 feet from an existing billboard to the north. Refer to the 'Billboard Locations' map at the end of this report. Therefore, the applicant requests variances of 295 feet and 105 feet respectively from the 2,500-foot separation requirement.

Principal Use Variance

Per Section 10.511(IV)(E)(7) of the Zoning Ordinance, billboards shall be considered the principal use of a lot. Because the property at 29370 Stephenson Highway is already improved with a principal industrial use and structure, a new billboard would be considered an accessory use of the property. The Zoning Ordinance requires the applicant to divide the parcel and create a stand-alone parcel for the billboard. The applicant requests a variance from this section to allow for the proposed billboard to be constructed on the same parcel as the existing industrial use/building.

STAFF ANALYSIS

In addition to the 2,500-foot separation requirement, the Zoning Ordinance states that billboards are only permitted on M-1/M-2-zoned parcels that abut interstate highways or freeways. The Billboard Locations

Map at the end of this report depicts existing billboard locations within the city and illustrates the 2,500-foot separation buffer.

Within their application, the applicant states that they have obtained a permit from the State of Michigan for the proposed billboard. Note that the state requires 1,750 feet of separation between digital billboards, whereas Madison Heights requires 2,500 feet. The state separation requirement for non-digital billboards is 1,000 feet. Per the Highway Advertising Act of 1972 (PA 106 of 1927), *“a county, city, village, township or charter township may enact ordinances to regulate and control the operation, size, lighting, and spacing of signs and sign structures [...].[...] An ordinance or code adopted by a county, city village, township, or charter township that regulates the operation, size, lighting, or spacing of signs and sign structures and that is more stringent than the laws of this state is not made void by this act.”*

Apart from the variance requests, the applicant states that the proposed billboard satisfies all other Zoning Ordinance requirements.

VARIANCE FINDINGS

Section 10.804(2) outlines criteria for reviewing variance requests. The applicant has provided responses to the variance criteria within their application. Staff findings are provided below:

- *Whereby exceptional narrowness, shallowness, shape or area of a specific piece of property at the time of enactment of the Zoning Ordinance or by reason of exceptional topographic conditions or other extraordinary or exceptional conditions of such property, the strict application of the regulations enacted would result in peculiar or exceptional practical difficulties.*

Staff Finding: Staff does not find the subject property itself to contain exceptional conditions that would unreasonably restrict the use of the property. Staff finds that the conditions of the property would not result in a practical difficulty for the property owner.

The property is currently utilized for an industrial use, and can continue to be utilized, expanded, or redeveloped for permitted M-1 industrial uses. The subject parcel is approximately 1.65 acres in area, is of a regular rectangular shape, and has a width of approximately 100 feet. Staff finds these property characteristics to be fairly standard within the M-1 District, especially along the Stephenson Highway industrial corridor.

While staff acknowledges that the City’s billboard separation requirement may restrict the erection of new billboards within city limits unless existing billboards are removed, this is a restriction that applies equally to all properties within Madison Heights. Staff finds that the applicant’s inability to legally meet the billboard spacing requirement is not due to an exceptional condition tied to the subject property, but rather due to the general condition that there are a limited number of available billboard locations left within the City.

The applicant requests a variance from the ‘principal use’ requirement based upon their claim that the land division process would be, *“administratively burdensome.”* Staff finds that the applicant’s variance request stems from a preference to avoid the city’s general administrative land division and recording processes; within their application, the applicant states that, *“International Outdoor is amenable to creating a billboard parcel subject to approval of the dimensional spacing variance.”* The variance request from the ‘principal use’ standard does not relate to a unique condition of the property. Further, the applicant seeks relief from an

administrative process that is applied equally to all properties. As such, staff does not find the existence of a valid practical difficulty.

- *Such relief may be granted without substantial detriment to the public good and without substantially impairing the intent and purposes of this ordinance.*

Staff Finding: Staff finds that the granting of the requested variances could substantially impair the intent and effectiveness of the Zoning Ordinance.

Staff believes that granting variances to the billboard spacing and principal use requirements in the absence of truly unique property conditions could substantially impair the intent and effectiveness of the Zoning Ordinance. The City's billboard spacing requirements and principal use requirement were put in place to regulate the siting of large billboards within Madison Heights. If the City of Madison Heights is interested in permitting additional billboards within city limits and/or reducing billboard spacing and principal use requirements, staff believes that the appropriate mechanism is to amend the Zoning Ordinance standards via the Planning Commission and City Council.

Staff notes that the proposed billboard location is approximately four hundred (400) feet from the Red Run Park Manufactured Housing Community to the south. It is possible that the digital billboard, if constructed, could be visible from portions of the Red Run neighborhood.

Additional standards for reviewing variance cases, as required per the ZBA application, are outlined below:

- *The literal interpretation of the provisions of this ordinance deprives the applicant of rights commonly enjoyed by others in the same zoning district.*

Staff Finding: Staff finds that the provisions of the Zoning Ordinance would not deprive the applicant of rights commonly enjoyed by others in the same zoning district.

Each property owner within Madison Heights is subject to the same billboard buffering and principal use requirements. The property owner has the ability to develop and redevelop the property per M-1, Light Industrial standards.

Staff acknowledges that prior Zoning Boards of Appeals have granted billboard separation and principal use variances in the past. However, these prior cases (as denoted within the applicant's application packet) can be differentiated from this case in that they all involved upgrading *existing* non-conforming billboards that were originally constructed prior to the adoption of the city's billboard ordinance. Alternatively, the ZBA case at hand involves the construction of a brand new billboard where none had previously-existed. Further, per Section 10.805, "*each case before the Zoning Board of Appeals shall be considered as an individual case and shall conform to the detailed application of the following standards in a manner appropriate to the particular circumstances of such case.*" Staff recommends that the Zoning Board of Appeals base their decision on facts and findings only pertaining to this unique case.

- *The special conditions and/or circumstances are not a result of the applicant.*

Staff Finding: As previously discussed, staff does not find special conditions or circumstances pertaining to the property itself. Unique circumstances relating to the property, if found by the

ZBA, are the result of the applicant's desire to construct a billboard use on the property rather than a use permitted by right or by special approval within the M-1 zoning district.

- *The variance is the minimum variance necessary to provide relief to the applicant.*

Staff Finding: Staff finds that the variance request is not warranted due to the absence of a valid practical difficulty.

- *In the absence of a variance, the property could not be used in a manner permitted by the Ordinance.*

Staff Finding: Staff finds that, in the absence of a variance, the property could continue to be utilized for, and redeveloped with, permitted M-1 industrial uses.

Additional variance review criteria are contained in Section 10.805, listed at the end of this report.

SITE PLAN REVIEW COMMITTEE (SPRC) ACTION

City staff presented the variance application to the Site Plan Review Committee at their November 16th, 2022, meeting. The SPRC had no additional comments regarding the proposed billboard location.

ZBA ACTION

Any ZBA motion should include findings of fact relating to the variance criteria listed in Sections 10.804(2) and 10.805, as outlined in the 'Variance Findings' section of this report. 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.

CODE REFERENCES

Sec. 10.804. - Power of zoning board of appeals.

(2) Variance. To authorize upon an appeal, a variance from the strict applications of the provisions of this Ordinance where by reason of exceptional narrowness, shallowness, shape or area of a specific piece of property at the time of enactment of this Ordinance or by reason of exceptional topographic conditions or other extraordinary or exceptional conditions of such property, the strict application of the regulations enacted would result in peculiar or exceptional practical difficulties to, or exceptional undue hardship upon the owner of such property, provided such relief may be granted without substantial detriment to the public good and without substantially impairing the intent and purposes of this Ordinance. In granting a variance the board may attach thereto such conditions regarding the location, character and other features of the proposed uses as it may deem reasonable in furtherance of the purpose of this Ordinance. In granting a variance, the board shall state the grounds upon which it justifies the granting of a variance.

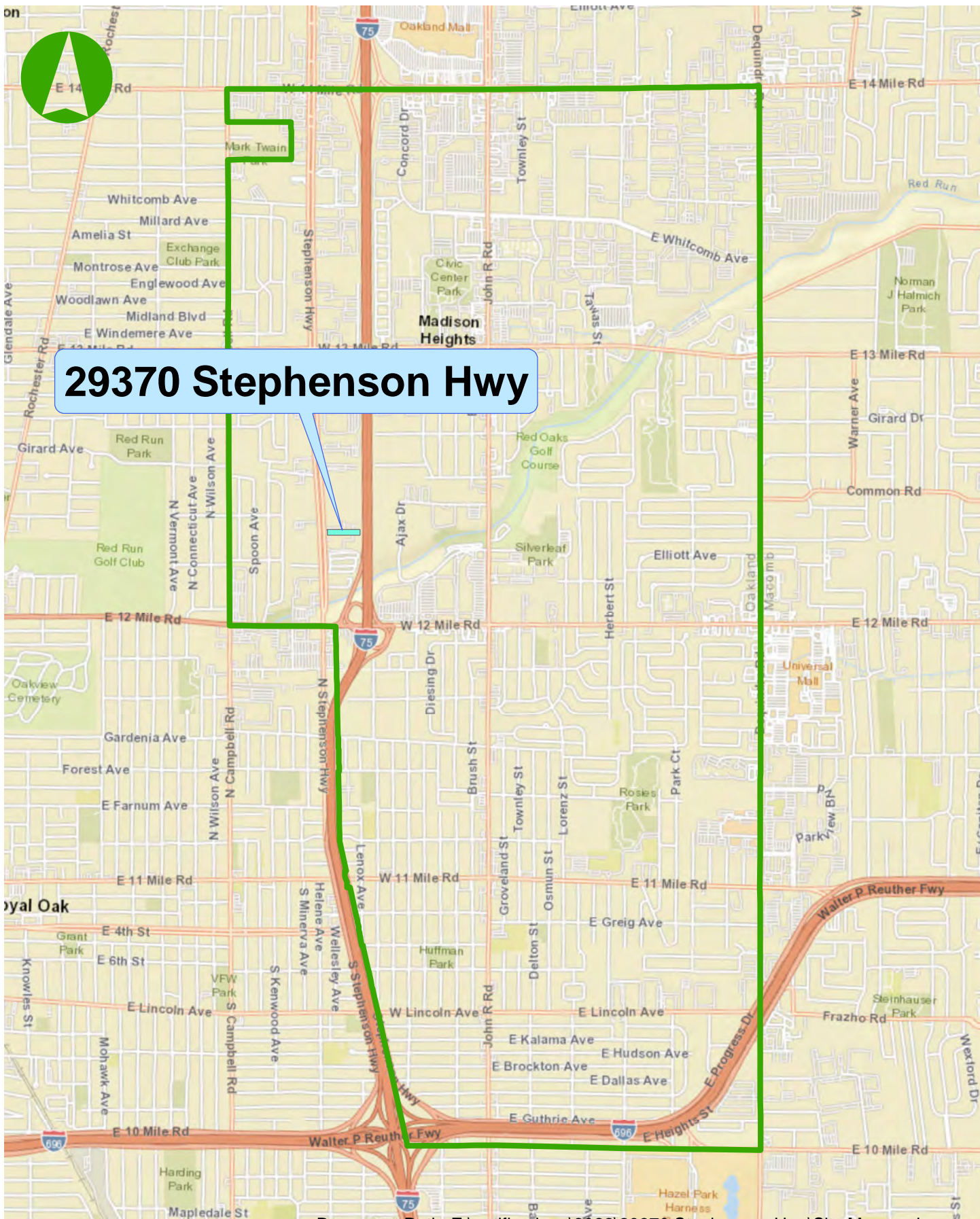
Sec. 10.805. - Standards.

Each case before the city council, zoning board of appeals or plan commission shall be considered as an individual case and shall conform to the detailed application of the following standards in a manner appropriate to the particular circumstances of such case. All uses as listed in any district requiring

approval for a permit shall be of such location, size and character that, in general, it will be in harmony with the appropriate and orderly development of the district in which it is situated and will not be detrimental to the orderly development of adjacent districts. Consideration shall be given to the following:

- 1) The location and size of the use.*
- 2) The nature and intensity of the operations involved in or conducted in connection with it. (See section 10-319(4).)*
- 3) Its size, layout and its relation to pedestrian and vehicular traffic to and from the use.*
- 4) The assembly of persons in connection with it will not be hazardous to the neighborhood or be incongruous therewith or conflict with normal traffic of the neighborhood.*
- 5) Taking into account, among other things, convenient routes of pedestrian traffic, particularly of children.*
- 6) Vehicular turning movements in relation to routes of traffic flow, relation to street intersections, site distance and the general character and intensity of development of the neighborhood.*
- 7) The location and height of buildings, the location, the nature and height of walls, fences and the nature and extent of landscaping of the site shall be such that the use will not hinder or discourage the appropriate development and use of adjacent land and buildings or impair the value thereof.*
- 8) The nature, location, size and site layout of the uses shall be such that it will be a harmonious part of the district in which it is situated taking into account, among other things, prevailing shopping habits, convenience of access by prospective patrons, the physical and economic relationship of one type of use to another and related characteristics.*
- 9) The location, size, intensity and site layout of the use shall be such that its operations will not be objectionable to nearby dwellings, by reason of noise, fumes or flash of lights to a greater degree than is normal with respect to the proximity of commercial to residential uses, not interfere with an adequate supply of light and air, not increase the danger of fire or otherwise endanger the public safety.*

ZBA CASE: 22 - 10



Site Address: 29370 Stephenson Hwy



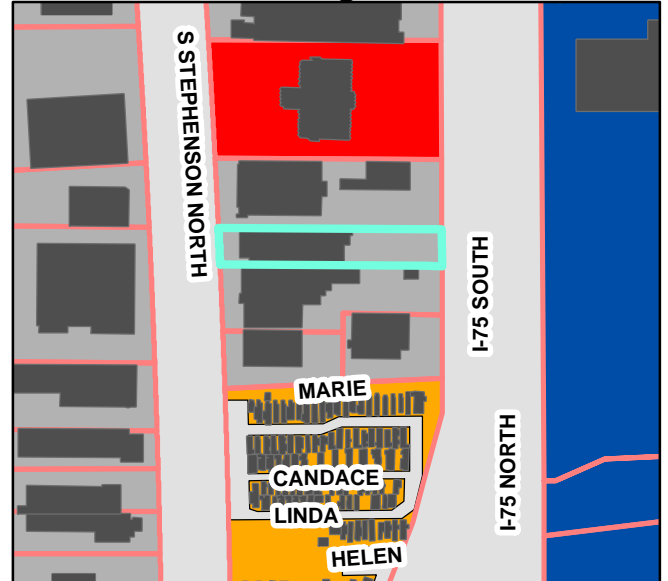
Click for maps

Aerial



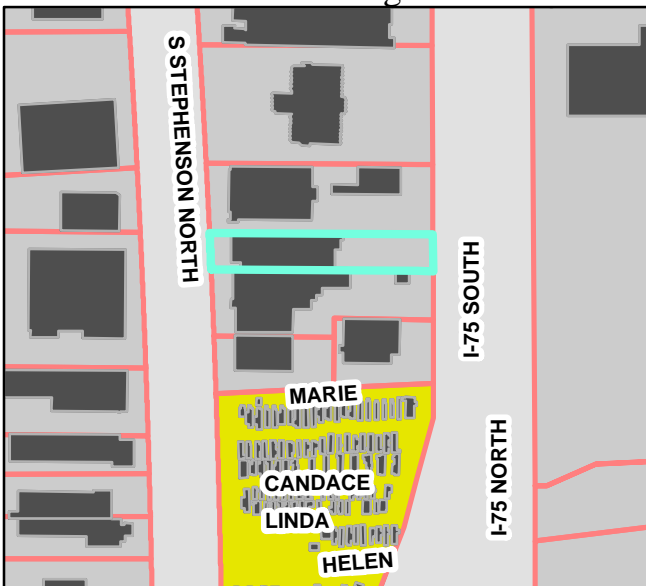
- 29370 Stephenson Hwy
- Parcels

Existing Land Use



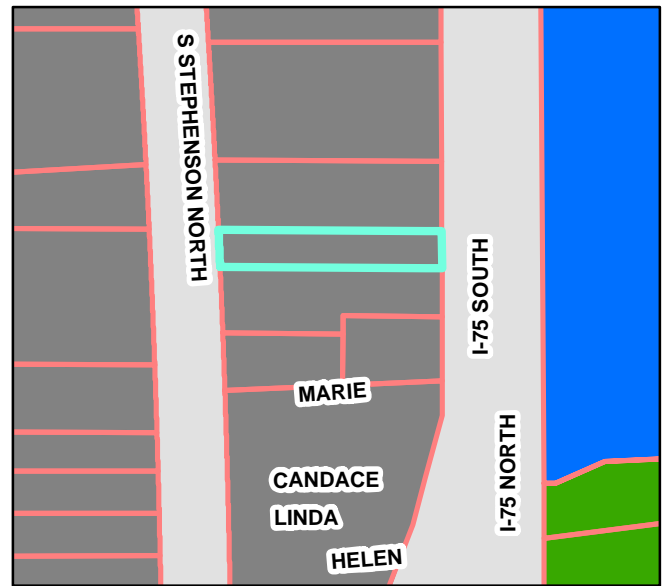
- 29370 Stephenson Hwy
- Buildings
- Parcels
- Industrial
- Vacant
- Mobile Home Park
- Office
- Commercial
- Public

Zoning



- 29370 Stephenson Hwy
- Buildings
- Parcels
- H-M Mobile Homes
- M-1 Light Industrial

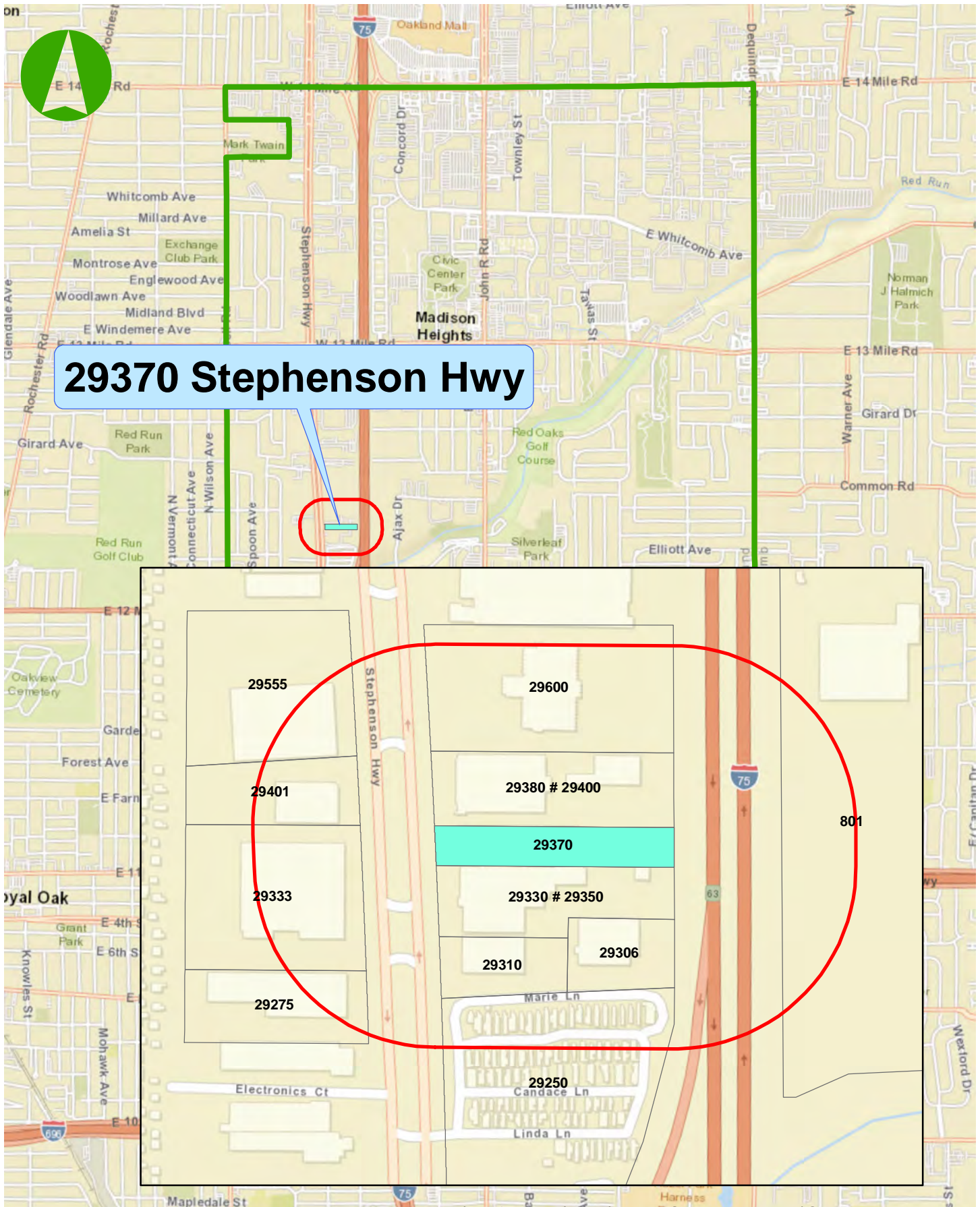
Future Land Use



- 29370 Stephenson Hwy
- Single Family
- Multiple Family
- Office
- Industrial
- Public and Schools
- Recreation
- Commercial

ZBA CASE: 22 - 10

BUFFER 500 FT



NOTICE OF PUBLIC HEARING

Notice is hereby a Meeting of the Madison Heights **Zoning Board of Appeals** will be held in the **Training Room of Fire Station #1** at **31313 Brush Street**, Madison Heights, Oakland County, Michigan 48071 on **Thursday, December 1st, 2022 at 7:30 p.m.** to consider the following requests:

(A) Case # PZBA 22-10: 29370 Stephenson Hwy.

REQUEST: The petitioner, International Outdoor, Inc., requests three (3) variances from city sign regulations, Section 10.511(IV)(E) pertaining to billboards. The applicant requests variances from Section 10.511(IV)(E)(2) pertaining to minimum billboard spacing requirements and Section 10.511(IV)(E)(7) pertaining to the requirement that billboards be considered the principal use of a lot. The subject property is located at 29370 Stephenson Highway (tax parcel # 44-25-11-377-014) and is zoned M-1, Light Industrial.

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

If you are unable to attend the meeting, you can send your comments via email to: 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.

CITY CLERK'S OFFICE
(248) 583-0826

City of Madison Heights Sign Application

Note: We pay personal property
taxes on our billboards

29370 Stephenson Hwy,
Madison Heights, MI

Parcel Number:

44-25-11-377-014

Owner:

55 INVESTMENTS, LLC

Zoned: M-1 LT

Request for a dimensional spacing
variance of 295 feet from the nearest
billboard to the south and 105 feet from
the nearest billboard to the north and to
not split lot as principal parcel use.

29370 Stephenson Hwy



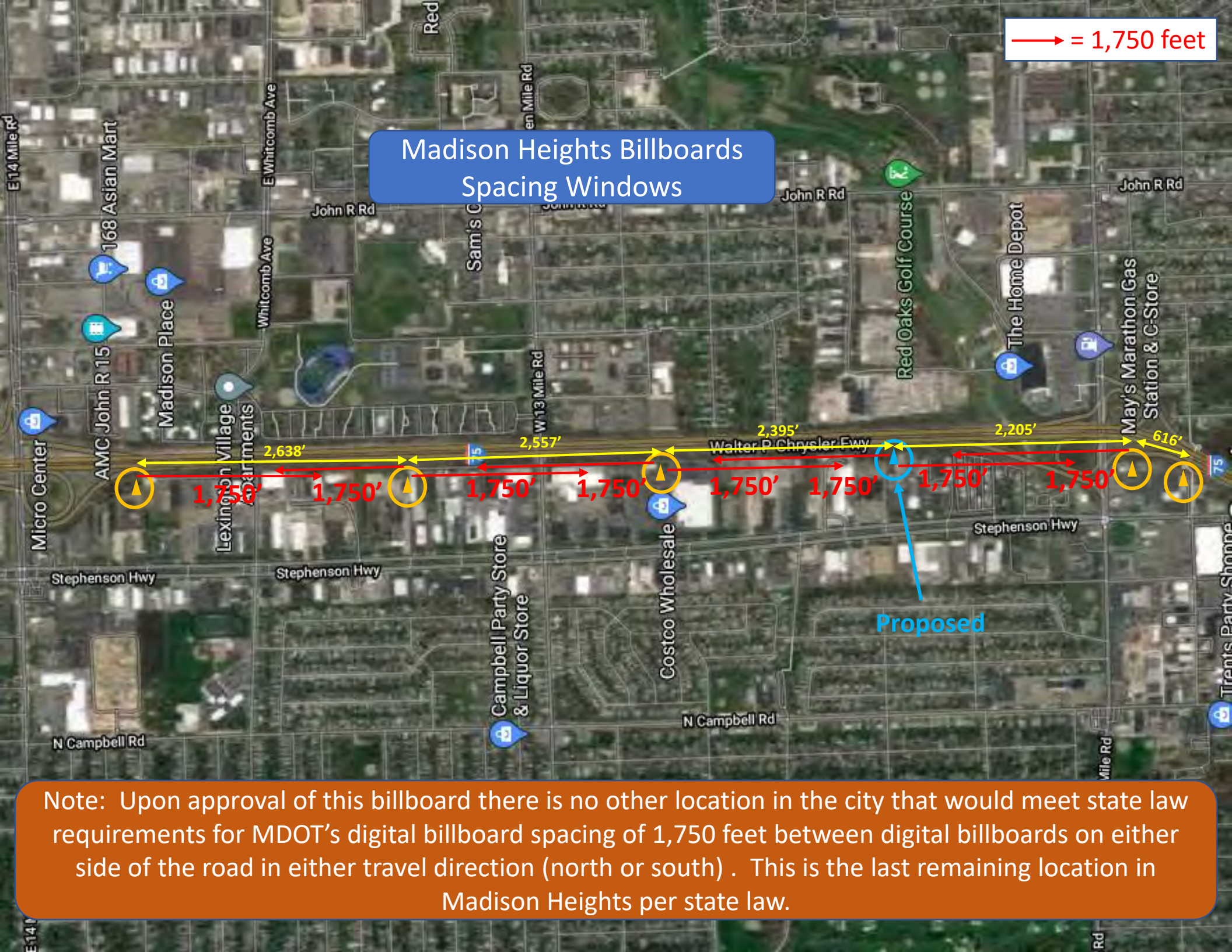
- ☐ The west side of I-75 approx. 1,875 feet north of 12 Mile Rd.
- ☐ 14' x 48' = 672 square feet (like all other billboards on I-75 and I-696)
- ☐ 2-sided Digital
- ☐ 60' tall (same height or less than others on I-75 & I-696)
- ☐ Billboard Owner: International Outdoor, Inc.
- ☐ Distance from Traveled Edge of Road: 75 feet

○ All measurements are estimates from MDOT & Google

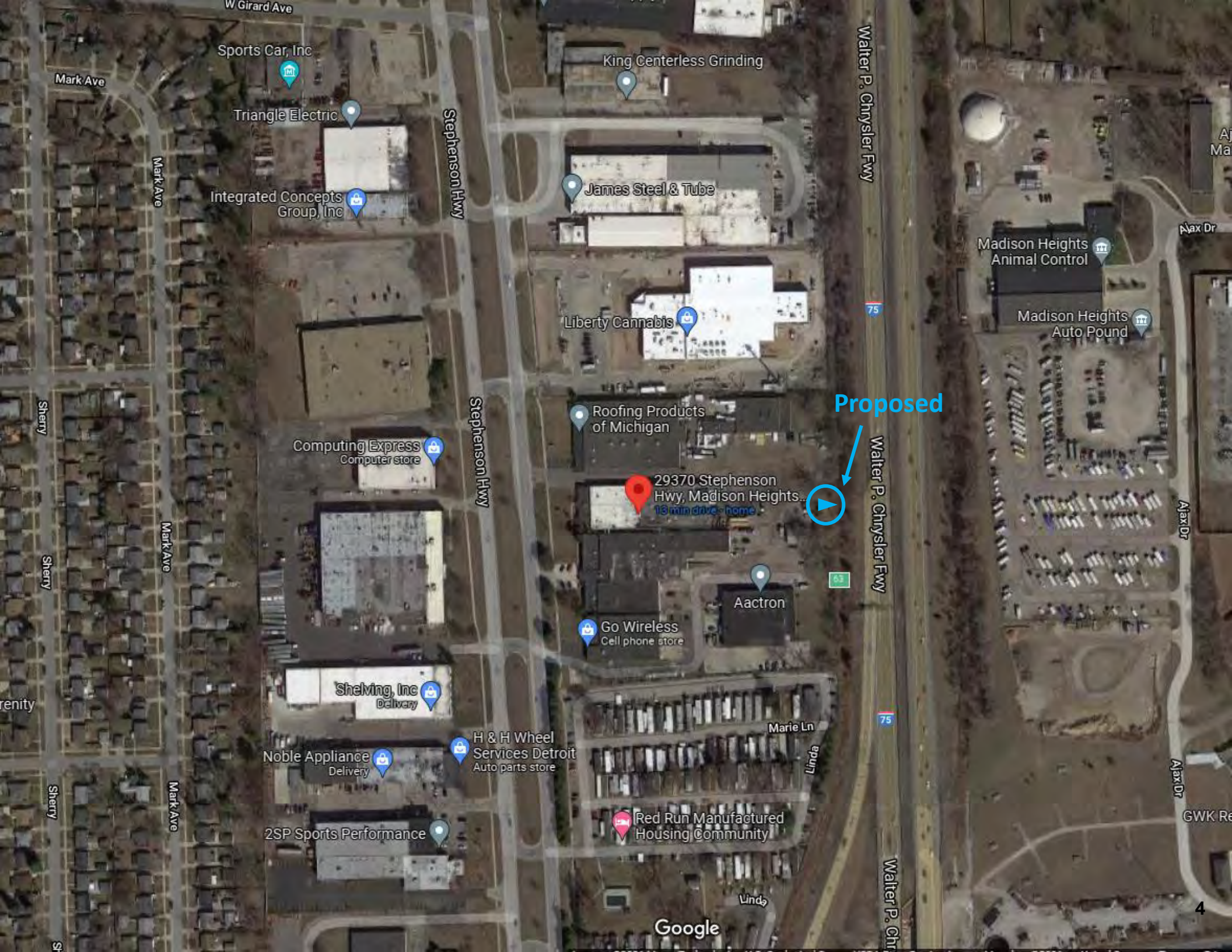
Note: We pay personal property taxes on our billboards

→ = 1,750 feet

Madison Heights Billboards Spacing Windows



Note: Upon approval of this billboard there is no other location in the city that would meet state law requirements for MDOT's digital billboard spacing of 1,750 feet between digital billboards on either side of the road in either travel direction (north or south) . This is the last remaining location in Madison Heights per state law.



Sports Car, Inc

Triangle Electric

Integrated Concepts
Group, Inc

King Centerless Grinding

James Steel & Tube

Liberty Cannabis

Roofing Products
of Michigan

Computing Express
Computer store

29370 Stephenson
Hwy, Madison Heights
13 min drive home

Aactron

Go Wireless
Cell phone store

Shelving, Inc
Delivery

Noble Appliance
Delivery

H & H Wheel
Services Detroit
Auto parts store

2SP Sports Performance

Red Run Manufactured
Housing Community

Madison Heights
Animal Control

Madison Heights
Auto Pound

Proposed

Google



Parcel to be split out
(only if required)

100'

100'





CITY OF MADISON HEIGHTS
COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT
300 W. 13 MILE ROAD, MADISON HEIGHTS, MI 48071
(248) 583-0831

FOR OFFICE USE ONLY

PERMIT #: _____
DATE ISSUED: _____
BY: _____

PERMANENT SIGN PERMIT APPLICATION

JOB ADDRESS: 29370 Stephenson Hwy, Madison Heights, MI

OWNER'S NAME: 55 Investments LLC PHONE: 313-537-9798 FAX: _____

OWNER'S ADDRESS: 12238 Woodbine CITY: Redford, MI ZIP: 48239

APPLICANT: International Outdoor, Inc. PHONE: 248-489-8989 FAX: 248-489-8990

APPLICANT'S ADDRESS: 28423 Orchard Lake Rd, Ste 200 CITY: Farmington Hills, MI ZIP: 48334

Check here to receive Notices of Repair by facsimile ☐ or e-mail ☐ E-mail address: gregm@iobillboard.com

FEES:

No of Signs	Type of Sign	Fee	Cost (No x Fee)
REQUIRED	Administrative Fee	\$30.00	\$30.00
	New Permanent Signs:		
	Ground Sign to 60 Sq. Ft.	\$200.00	\$200.00
	Wall Sign up to 100 Sq. Ft.	\$200.00	
	Wall Sign over 100 Sq. Ft.	\$280.00	
	Refacing:		
	Ground Sign up to 60 Sq. Ft.	\$185.00	
	Ground Sign over 100 Sq. Ft.	\$265.00	
	Wall Sign up to 100 Sq. Ft.	\$185.00	
	Wall Sign over 100 Sq. Ft.	\$265.00	
	Other		
	TOTAL FEES:		\$230.00

FOR OFFICE USE ONLY

FEES PAID

Permit: _____

Registration: _____

Investigative Fee: _____

Other: _____

TOTAL: _____

Code Official Approval: _____

Date approved for issue: _____

PLANS: TWO COPIES of a plan showing the overall length, width and thickness of the sign, and the complete message, as well as the dimensions of the lot and/or front of the building must be attached. In addition a plot plan is required for all ground signs and shall be fully dimensioned and show the location of the sign, all site improvements, the height of the sign above grade and above the adjacent roadway, and the uses on adjacent properties.

HAVE PLANS BEEN SUBMITTED WITH THIS APPLICATION? ☒ YES ☐ NO

I HAVE READ AND UNDERSTAND THE ABOVE PROVISIONS:

Latif J. Oran
APPLICANT'S SIGNATURE

6-9-22
DATE

0-650-488-982-559
DRIVER'S LICENSE NUMBER

7-15-62
DATE OF BIRTH



City of Madison Heights
300 W. 13 Mile Road
Madison Heights, MI 48071
(248) 583-0831
Fax (248) 588-4143

CONTRACTOR REGISTRATION FORM

If the Federal I.D. number provided is a Social Security number, pursuant to the Michigan Social Security Number Privacy Act, this document contains CONFIDENTIAL INFORMATION



Business Name: International Outdoor, Inc.
Business Owner or Qualifying Officer: Latif "Randy" Oram
Address: 28423 Orchard Lake Road
Suite 200
City, St., Zip: Farmington Hills, MI 48334
Telephone #: 248-489-8989
Cell Phone #: 313-739-0399
Fax #: 248-489-8990
Contractor License #: LIC2001-01483
Expiration date: 12/31/2022
E-mail: randy@iobllboard.com
Workers Comp Ins. Carrier (or reason for exemption): _____
MESC Employer # (☐ Self Employed): _____ Federal I.D. #: _____

FOR BUILDING & SIGN CONTRACTORS ONLY:

Authorized Signatures – please print (only the contractor and the following names will be allowed to obtain permits):

Latif Oram

Greg Miller

FOR ELECTRICAL, PLUMBING & SIGN CONTRACTORS ONLY:

Master/Specialist authorized to obtain permits – please print (copy of master's/specialist's license(s) must be attached)

Name: _____ Master/Specialist License #: _____

Please be advised that the State of Michigan licensing regulations allow only licensed Electrical/Plumbing Contractors and Authorized Master to obtain Electrical/Plumbing permits.

I, the undersigned, hereby certify that the information herein is true and correct to the best of my knowledge.

Signature of Contractor: _____ Date: ____/____/____
Has appeared in person or has signed this letter in front of a Notary Public whose signature and seal is affixed hereto.

Subscribed and sworn to me on this

_____ day of _____, in the year _____

Signed _____, Notary Public

Printed Name

County, Michigan

Acting in _____ County, Michigan

My commission expires: _____

Office Use Only:

Reg. # _____

Expires: ____/____/____

Licenses Verified ☐

Appeared in Person ☐

Initials: _____ Date: _____

Did you remember to include:

- ☐ Copy of licensee's (contractor) driver's license.
- ☐ Current contractor's licenses, and current masters or specialist license for electrical, plumbing and sign specialists.
- ☐ Registration fee of \$15.00.
- ☐ Signature of licensee (contractor) on this form (must be notarized if form is not being submitted in person).



Buildings, Safety Engineering & Environmental Department
Coleman A. Young Municipal Center
2 Woodward Avenue, Suite 402, Detroit, MI 48226
(313) 224-3168

Issued to : VISION PROPERTIES OF MICHIGAN, INC
28423 ORCHARD LAKE RD SUITE 200
FARMINGTON HILLS MI, 48334

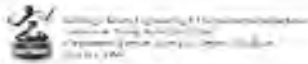
Sign Erectors License

License Number: LIC2001-01483

Date Issued: 1/24/2022

Expiration Date: 12/31/2022

Fee Amount: \$143.00



\$143.00

Sign Erectors License

LIC2001-01483

This is to certify that VISION PROPERTIES OF MICHIGAN, INC is qualified to perform the functions of the license(s) listed above, and is duly licensed as indicated hereon in accordance with the applicable city ordinances.

No Results

Expires: 12/31/2022

David Bell
Director



Buildings, Safety Engineering & Environmental Department
Coleman A. Young Municipal Center
2 Woodward Avenue, Suite 402, Detroit, MI 48226
(313) 224-3168

Fee Amount: \$143.00

This is to certify that VISION PROPERTIES OF MICHIGAN, INC is qualified to perform the functions of the license (s) listed above, and is duly licensed as indicated hereon in accordance with the applicable city ordinances.

Sign Erectors License

License Number: LIC2001-01483

Issued: 1/24/2022

Expires: 12/31/2022

28423 ORCHARD LAKE RD SUITE 200
FARMINGTON HILLS MI, 48334

David Bell, Director

No Results

License may be revoked upon violation of any provisions of the ordinance or other rules and regulations covering this particular activity.

Please submit bond via: bid.ly/codbondapplication or mail/deliver to:
Buildings, Safety Engineering & Environmental Department, Licensing & Permits
402 Coleman A. Young Municipal Center, Detroit, Michigan 48226.
Office Hours: 8:30 A.M. to 4:30 P.M.

UNIFORM SURETY BOND

24829685
(SURETY BOND NUMBER)

NOTE: Unless Instructions on the attached sheet are followed, this bond will be invalid.

KNOWN ALL MEN BY THESE PRESENTS, THAT (1)
Vision Properties of Michigan, Inc.

as principal.

Business Address (2) 28423 Orchard Lake Road, Ste. 200, Farmington Hills, MI 48334

and (3) WESTERN SURETY COMPANY

as surety

are held and firmly bound unto the City of Detroit, County of Wayne, State of Michigan, in the penal sum of

(4) Five Thousand and 00/100

\$5,000.00

Dollars,

lawful money of the United States of America, to be paid to the City of Detroit, or to its certain Attorney, to which payment well and truly to be made, we and each of us do bind ourselves, our heirs, executors, and administrators, jointly and severally, and every one of them firmly by these presents.

In consideration of this surety, the principal may perform the lawful services by permit or license that are inherent in the occupation of (5) Erector of Signs

provided that the principal meets all of the requirements as stated in said resolution or code of the City of Detroit Ordinances, or Building Codes (6) CHAPTER 8, 2019 DETROIT CITY CODE

as well as any other conditions that may be required under any present or future ordinances or codes that may be enacted by the City of Detroit.

NOW, THEREFORE, The condition of this obligation is such that the said principal shall save harmless and indemnify the City of Detroit from all claims, damages, expenses, suits and proceedings of every kind and nature which may arise by reason of the issuance of said permit and/or license, and shall observe the faithful performance of the terms of said ordinance, code, or permit, then this obligation to be null and void, otherwise to remain in full force and effect. Coverage hereunder shall be for the term starting as of (7) December 31st

2021

, and expiring on (8) December 31st

2022

(SEE INSTRUCTIONS)

Signed, sealed and dated this (8a) 13th day of January 2022

Sealed and delivered in presence of:

WITNESS TO PRINCIPAL

(12) Stephanie Kunst

(Signature of Witness)

(13) Stephanie Kunst

(Print or type name of Witness)

(14) 28030 Middlebelt Rd. Farmington Hills, MI

(Address of Witness)

(9) Latif Z. Oram

(Signature of Principal) (Seal, if a Corporation)

(10) Latif Z. Oram

(Print or type name of Principal)

(11) President

(Print or type title of Principal)

WITNESS TO SURETY

(18) C. Langdon

(Signature of Witness)

(19) C. Langdon

(Print or type name of Witness)

(20) Sioux Falls, South Dakota

(Address of Witness)

(15) WESTERN SURETY COMPANY

(Name of Surety Company)

(16) [Signature]

(Signature of Attorney-in-Fact)

(17) [Signature]

(Print or type name of Attorney-in-Fact)

APPROVED AS TO FORM AND EXECUTION

Date 01/18/2022

Reg. No. B97305

Jonathan Demers
Assistant Corporation Counsel





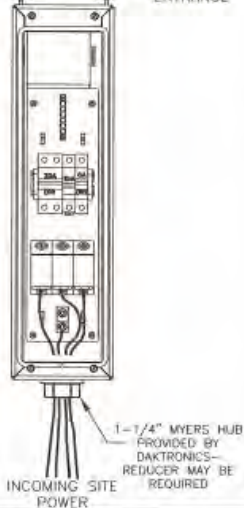
11

NOTES:

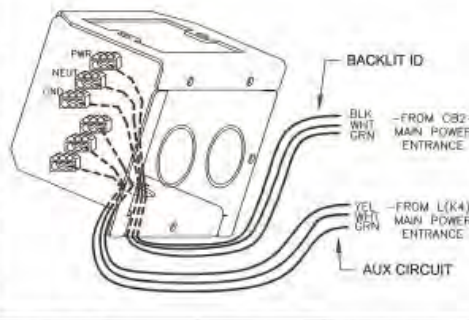
1. DISPLAY LOADS ARE NON-CONTINUOUS.
2. IT IS THE RESPONSIBILITY OF THE ELECTRICAL INSTALLATION CONTRACTOR TO ENSURE THAT ALL ELECTRICAL WORK PERFORMED ON SITE MEETS OR EXCEEDS ALL LOCAL AND NATIONAL ELECTRICAL CODES.
3. DAKTRONICS IS NOT RESPONSIBLE FOR THE QUALITY OF THE POWER DELIVERY SYSTEM TO THE DISPLAY SYSTEM.
BECAUSE EACH INSTALLATION IS UNIQUE, DAKTRONICS OFFERS THESE INSTRUCTIONS AS GUIDELINES ONLY. DAKTRONICS, INC. ASSUMES NO LIABILITY IF INSTALLATION STEPS HAVE BEEN OMITTED OR OTHER NECESSARY PROCEDURES ARE NOT INCLUDED IN THIS SYSTEM RISER DIAGRAM.
4. ALL DISPLAYS MUST BE GROUNDED PER ARTICLE 250 AND 600 OF THE NATIONAL ELECTRICAL CODE WITH NO MORE THAN 10 OHMS GROUND RESISTANCE.
5. DAKTRONICS UTILIZES BOTH STANDARD AND SUPPLEMENTARY CIRCUIT BREAKERS IN THE DISPLAY ASSEMBLY PROCESS. IT IS THE ELECTRICAL INSTALLATION CONTRACTOR'S RESPONSIBILITY TO ENSURE THAT ALL PRIMARY FEEDER CIRCUIT BREAKERS TO EACH DISPLAY/DISPLAY SECTION ARE UL 489 LISTED.
6. POWER AND SIGNAL REQUIREMENTS ARE SPECIFIED TO THE EQUIPMENT AND SETUP SHOWN. ANY CHANGES MADE TO EQUIPMENT OR THEIR SETUP SHOULD BE DISCUSSED WITH DAKTRONICS DESIGN PERSONNEL AND WILL REQUIRE AN UPDATED RISER DIAGRAM DRAWING.
7. THE CONTRACTUAL AGREEMENT WILL DETERMINE THE PARTY OR PARTIES RESPONSIBLE FOR ITEMS LISTED AS FIELD INSTALLED. THIS DRAWING IS NOT INTENDED TO DETERMINE RESPONSIBILITIES AND SHOULD BE USED FOR REFERENCES ONLY.
8. THIS IS NOT A SCALED DRAWING AND SHOULD BE USED FOR POWER AND SIGNAL REQUIREMENTS ONLY. ACTUAL PLACEMENT OF ELECTRICAL COMPONENTS, SUCH AS PANEL BOARDS, A/C'S, AND SPICE PANELS, MAY VARY. PLEASE REFERENCE THE SYSTEM SHOP DRAWING FOR THIS DETAIL. THIS DRAWING REPRESENTS A GENERAL MOUNTING LOCATION ONLY.

— EXTERNALLY MOUNTED HARDWARE
--- INTERNALLY MOUNTED HARDWARE

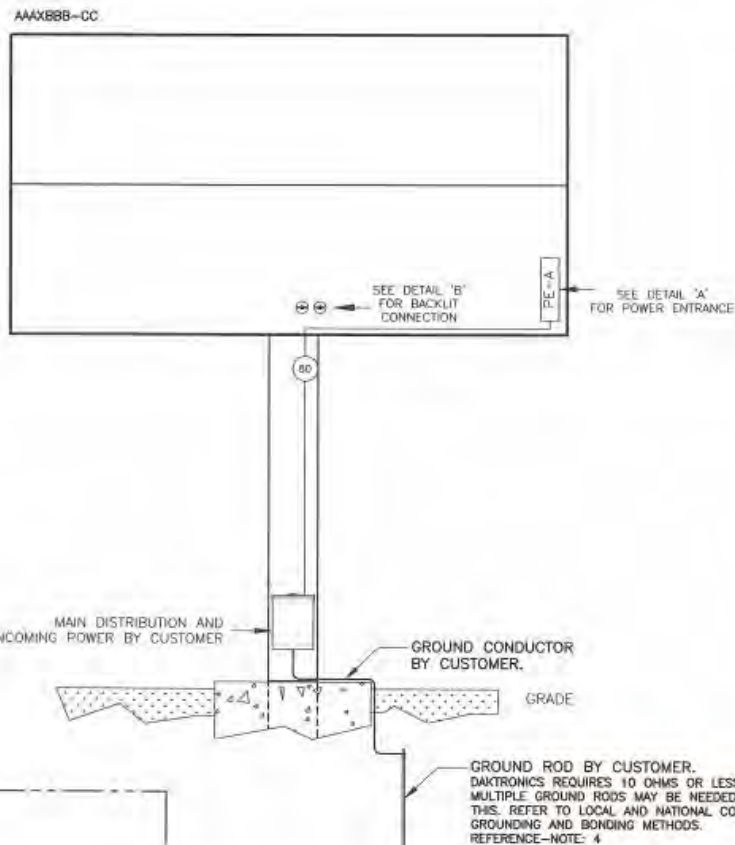
DETAIL 'A' SINGLE SECTION PWR ENTRANCE



DETAIL 'B'



REAR VIEW



DISPLAY SIZE TABLE		
PIXELS HIGH (AAA)	PIXELS WIDE (BBB)	PIXEL SPACING (CC)
200	120	200"
240	160	240"

TOTAL POWER REQUIREMENTS

CIRCUIT	PE-A	TOTAL
NUMBER OF WIRES	3 + GND	-
SYSTEM VOLTAGE	120 / 208 CR. 120 / 240	-
NUMBER OF POLES	2	-
MAXIMUM WATTS	15,148	15,148
AMPERES PER LINE	63.6	63.6

80 AMP - 1Ø 120/208VAC - MINIMUM SERVICE SIZE RECOMMENDED 80
80 AMP - 3Ø 120/208VAC - MINIMUM SERVICE SIZE RECOMMENDED

COMPONENT IDENTIFICATION LEGEND				
IDENTIFIER	COMPONENT DESCRIPTION	MANUFACTURER'S PART NUMBER	COMPONENT PROVIDED BY	COMPONENT INSTALLED BY
PE-A	POWER ENTRANCE TERMINATION		DAKTRONICS	FACILITY

POWER DISTRIBUTION SYSTEM LEGEND				
OVER CURRENT PROTECTION AMPS	VOLTAGE (AC)	NUMBER OF POLES	CONDUCTORS PROVIDED & INSTALLED BY	CONDUCTORS PROVIDED & INSTALLED BY
80	120/208/240	2	3 + GND	CUSTOMER

REFER TO DWG-3526129 FOR SIGNAL CONNECTIONS

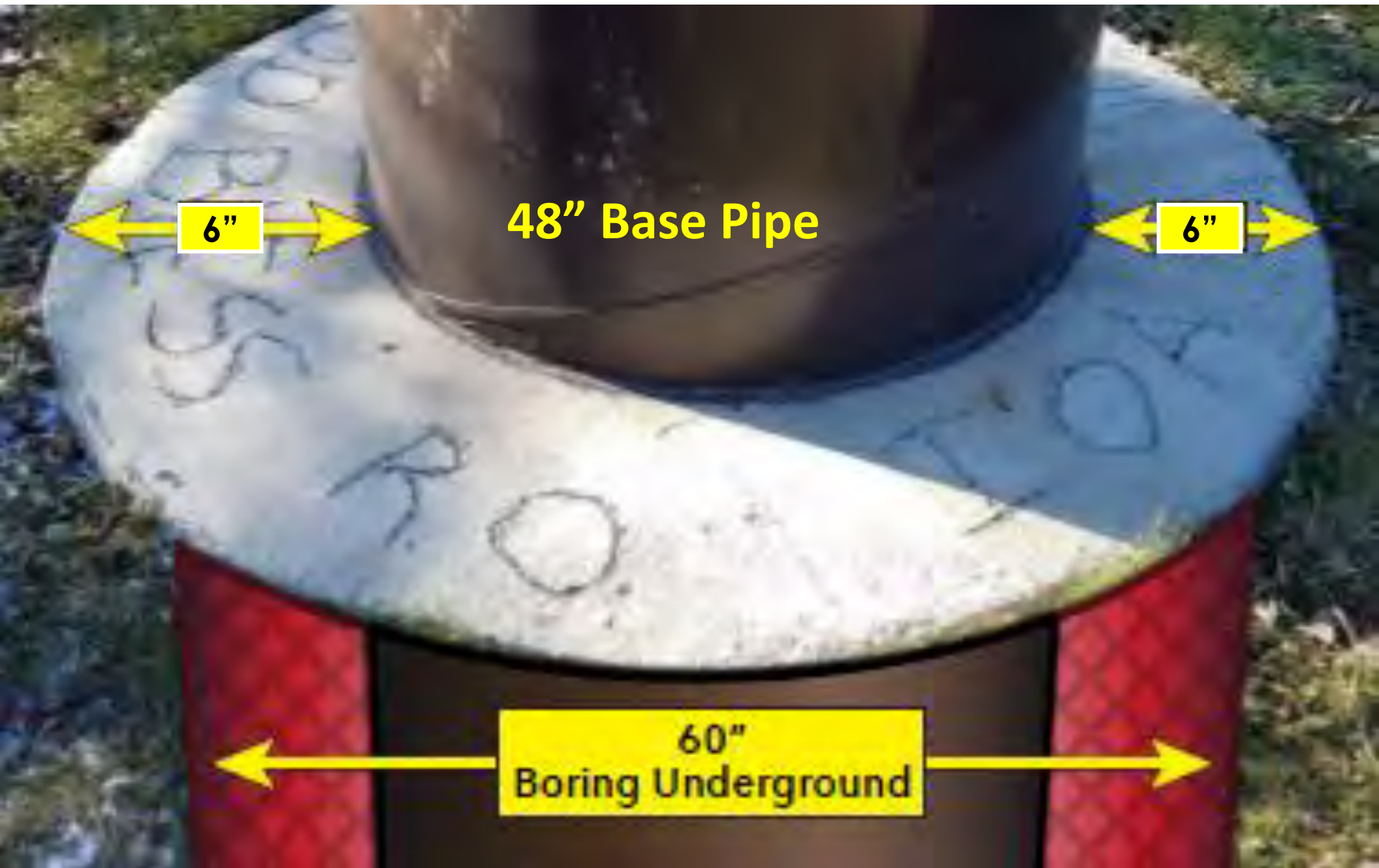
THREE DRAWINGS DEPICT A STANDARD AND PROPRIETARY DESIGN BY DAKTRONICS.
THIS DESIGN AND DRAWING WERE PERFORMED BY DAKTRONICS.
I HAVE REVIEWED THE WORK AND CALCULATED ANY PORTION OF THE WORK AS NECESSARY AND TAKE RESPONSIBILITY FOR THE DESIGN AS IF THE WORK WERE MY OWN.



PROJECT: DB-6400 DIGITAL BILLBOARD		THIRD ANGLE PROJECTION	
TITLE: 3530197.dwg	DATE: 15 DEC 16	DWG UNITS: INCHES (MILLIMETERS)	SHEET: 00
SCALE: NTS	DO NOT SCALE DRAWING	JOB NO. CLT	REV
DESIGN: CTIESZEN	P1981	FUNG - TYPE - R01	3530197
DRN: CTIESZEN	P1981	R-01-B	

Last Modified By - ctieszen

Last Modified - 2016-12-21





Greg Miller

From: Matt Lonnerstater <MattLonnerstater@Madison-Heights.org>
Sent: Tuesday, June 21, 2022 2:29 PM
To: Randy Oram; Greg Miller
Cc: Giles Tucker
Subject: International Outdoor Billboard - Sign Permit Application - 29370 Stephenson Hwy.

Good afternoon, Randy and Greg:

Staff has received your sign permit application for the proposed digital billboard at 29370 Stephenson Highway. As noted in your application, the billboard will require a variance from the Zoning Board of Appeals (ZBA) due to the 2,500 foot separation distance requirement.

Prior to processing the sign application and taking payment, we recommend applying for the dimensional ZBA variance; we can hold onto the sign permit application and check for three (3) months to allow time for you to submit the variance application and go through the ZBA public hearing process. The alternative would be to process the sign permit application now and deny it due to failure to meet Zoning Ordinance standards.

The ZBA application can be accessed here: <https://www.madison-heights.org/DocumentCenter/View/163/Zoning-Board-of-Appeals-Application-Must-Submit-In-Person>

The ZBA meeting/submittal schedule can be accessed here: <https://www.madison-heights.org/DocumentCenter/View/5590/2022-Meeting-Schedule--Modified-Application-Deadline>

Please let me know if this sounds like a workable game plan for you and your team.

Additionally, we will need a detailed and dimensioned site plan showing the location of the billboard on the new split parcel, including all setbacks. The lot split process can begin after the sign permit application is processed.

Best,



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

City of Madison Heights ZBA Application

Note: We pay personal property
taxes on our billboards

29370 Stephenson Hwy,
Madison Heights, MI

Parcel Number:
44-25-11-377-014

Owner:
29370 Stephenson, LLC

Zoned: M-1 LT

Requesting dimensional variances of 295 feet from the nearest billboard to the south, 105 feet from the nearest billboard to the north, and to allow a billboard on a parcel with an existing principal use.



CITY OF MADISON HEIGHTS ZONING BOARD OF APPEALS APPLICATION

Application No.:

Date Filed:

(This application must be typed)
SUBMIT TWO ORIGINAL COPIES

1. **Petitioner:** Name: International Outdoor, Inc.
Address: 28423 Orchard Lake Road
City: Farmington Hills State: MI Zip: 48334
Telephone: 248-489-8989 Fax: 248-489-8990
Email: Randy@IObillboard.com
2. **Petitioner's Interest in Property:** Leasee
3. **Property Owner:** (Attach list if more than one owner)
Name: 29370 Stephenson, LLC
Address (Street): 29370 Stephenson Hwy
City: Madison Heights State: MI Zip: 48071
Telephone: (248) 548-4438
Email: JSchaefer@recoverycleaners.com
4. **Property Description:**
Address: 29370 Stephenson Hwy
Tax Parcel #: 44 - 25 - 11 - 377 - 014.
Legal Description - Attach if metes and bounds description.
If in a subdivision: Lot #: _____
Subdivision name: _____
Lot size: 3.021 acres
Size of proposed building or addition: N/A
5. **Present Zoning of Property:** M-1 LT **Present Use:** Warehouse/Manufacturing
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
Billboard at a distance less than 2,500' from another billboard.*

Contrary to the requirements of Section(s) 10.511.IV.E.2 of the Zoning Ordinance
Billboard not as the principal use of the property. 10.511.IV.E.7 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 _____

Date _____

FOR THE APPLICANT IF NOT THE OWNER:

Signature _____

Printed Name _____

Date _____

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.
- ☐ 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: Commercial \$550.00 Residential \$200.00

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

APPROVED: _____

DENIED: _____

FEE: \$ _____

PAID: _____

RECEIPT NO. _____



Make a positive impact **BUY LOCAL**

If everyone bought **Michigan** products and services, there would be **more** jobs, **more** businesses, **more** people living here, and a **better** quality of life.



We are proud to be...

- A Michigan Company, Locally Owned and Operated.
- Certified as a Women's Business Enterprise (WBE)
- Certified as a Detroit-Based Business (DBB)
- Certified as a Wayne County Based Business (WCBB)



INTERNATIONAL OUTDOOR

Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334

248.489.8989

MADISON HEIGHTS SPONSORSHIP BREAKDOWN

2021-2022

- \$1,000 Youth Basketball: January- March logo is hung on a banner displayed at John Page Middle School Gym. Name is on the back of 60 jerseys.
- \$500 Coffee Concerts: Presents sponsor of the coffee concert series. A thank you banner will be displayed at the Active Adult Center for February and will be behind the performer for the four concerts.
- \$700 5K April: Logo is on the shirt of every running participant. Opportunity to come to the race and hand out information about your company while talking to residents.
- \$1,000 Girls Softball May-July: Logo on the back of 35 girl's softball jerseys.
- \$500 Youth T-Ball June-July: Logo on the back of 45 T-ball jerseys.
- \$1,050 Summer Camp: June-August Logo on the back of 400 t-shirts that are worn throughout the week and on every field trip around the Metro-Detroit area.
- \$1,000 Golf Outing July 30th: Cart Sponsor and Water Bottle Sponsor. Logo on every water bottle in golfers goodie bag. A special thank you on every cart in front of score card. 4 free golfers to event.
- \$1,000 Tree Lighting: Name and logo displayed on the center stage of the event. Reindeer Sponsor, name, and logo displayed next to our reindeer at the event.
- \$1,250 Active Adults Special Needs Luncheon
- \$2,000 Fitness Court - Logo will be an anti-graffiti laminate decal on the Fitness Court, Front wall full-color co-Recognition with Sponsors, included in NFC Local media press and promotions,



INTERNATIONAL OUTDOOR

Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334

248.489.8989

MADISON HEIGHTS SPONSORSHIPS

2021 - 2022



INTERNATIONAL OUTDOOR has partnered with Madison Heights to sponsor various events over the last year. We are proud to be able to give back to the community and look forward to doing so in the future.

Below is a list of these great events from the past year.

- Youth Basketball
- Coffee Concerts
- April 5K
- Girls Softball
- Youth T-Ball
- Summer Camp
- Golf Outing
- Tree Lighting
- Active Adults Special Needs Luncheon
- Fitness Court

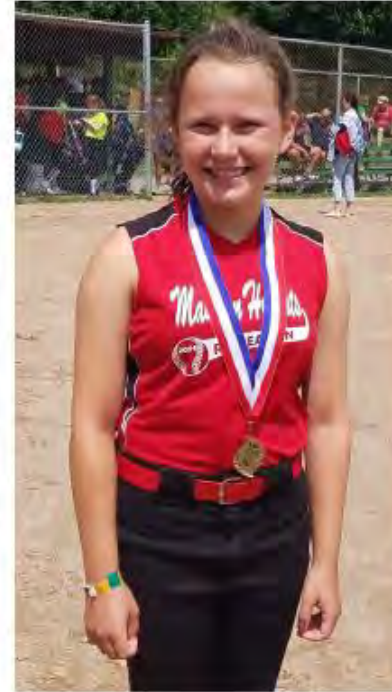


INTERNATIONAL OUTDOOR

Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334

248.489.8989

MADISON HEIGHTS: YOUTH T-BALL



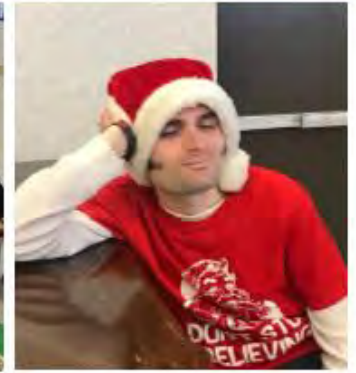
INTERNATIONAL OUTDOOR

Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334

248.489.8989

MADISON HEIGHTS: ANNUAL SPECIAL NEEDS LUNCHEON

12 years +



12 years +



INTERNATIONAL OUTDOOR

Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334

248.489.8989

MADISON HEIGHTS: RUN FOR THE HEALTH OF IT



INTERNATIONAL OUTDOOR

Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334

248.489.8989



In Memoriam

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Jeff Laethem

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Brian True

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Chief Executive Officer
Mary Sue Lanigan

Founding Chairman
Thomas A. Cracchiolo

May 25, 2018

Joe Cimino
International Outdoor, Inc.
28423 Orchard Lake Rd, Suite 200
Farmington Hills, MI 48334

Dear Joe,

ON BEHALF OF THE MICHIGAN PARKINSON FOUNDATION, we thank you for supporting the 15th Annual "I Gave My Sale for Parkinson's" Metro Detroit Walk with your donation of Digital Billboards throughout the Metro Detroit Area. This event was held on Saturday, May 19, 2018 at Seaholm High School in Birmingham. We extend our sincere appreciation and gratitude for your support, and helping raise awareness about our event.

The event was absolutely amazing, despite a little rain in the morning. There were over 1,000 participants that attended in honor or memory of a loved one with Parkinson's disease. They walked along a route that was lined with 80 Hero Signs. Our goal for the Metro Detroit Walk was \$154,000. **As of today \$192,412 has been raised!**

Together, we are raising awareness of the daily struggles people diagnosed with Parkinson's disease are faced with, as well as their caregivers and family members.

The monies raised will help Michigan Parkinson Foundation continue our valuable programs and services to help countless individuals throughout ALL of Michigan, including:

Living with Parkinson's 5-week Series being conducted throughout Michigan (currently happening in Birmingham and Beaverton).

Treating, Managing and Living with Parkinson's Disease Symposium on June 8 in Troy. This one day event will offer 3 different tracks (one for health care professionals, one for people with Parkinson's disease and their families, and one for Young Onset Parkinson's disease).

Annual Facilitator Training for the dedicated Facilitators that tirelessly lead Michigan Parkinson Foundation's 71 Support Groups.

(continued)

Dedicated to People Living with Parkinson's

30400 Telegraph Road • Suite 150 • Bingham Farms, MI 48025
248.433.1011 • Fax: 248.433.1150 • 800.852.9781 • www.parkinsonsmi.org

In Memoriam

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In addition, Michigan Parkinson Foundation also offers **PD Self Efficacy Program** for those newly diagnosed, **Care Partner Forums; Orientation to Parkinson's** 2-hour program for those newly diagnosed, **Financial Assistance for Respite Care Services** (both in home and at Day Care Centers), **Financial Assistance for Parkinson Medications** (\$500 per year per person), **Information and Referral Services** (including a toll-free help line, website, newsletter, educational brochures, referrals to neurologists and community resources).

Our motto is. EVERY PERSON WITH PD WILL HAVE COMPASSIONATE, COMPETENT CARE AND SUPPORT

Please visit our website at www.parkinsonsmi.org to view photos (which we hope to have posted by the end of June) and more information about this event, as well as other information concerning Parkinson's disease. We have two additional Walk Events this year: September 15 in East Lansing, and September 22 at Binder Park Zoo in Battle Creek.

Again, thank you for your continued support and we look forward to seeing you in 2019, if not at one of our other events still to come in 2018.

Most sincerely,

Mary Sue Lanigan
Chief Executive Officer

Diane Kraft
Program Manager



innovative by nature

Bryan K. Barnett
Mayor

November 1, 2021

City Council

Charter Township of Plymouth
Planning Commission
9955 N. Haggerty Rd.
Plymouth, MI 48170

Stephanie Morita
District 1

David J. Blatz
District 2

RE: Letter of Support for International Outdoor

Susan M. Bowyer, Ph.D.
District 2

To Whom It May Concern:

Ryan J. Deel
District 4

In the Spring of 2019, the City of Rochester Hills and International Outdoor, Inc. agreed on the placement of two digital display signs with four digital faces (two on each sign structure) along M-59 East and West of Crooks Road, about a half-mile apart from each other on the same side of the road. I believe this is very similar to International Outdoor's application with Plymouth Township. While there was some initial trepidation about approving digital signs along M-59 in our community, International Outdoor balanced those concerns with its local community focus and involvement, first-class operation, and customer service approach. Since the digital display signs have been built and in operation, our offices have received several compliments from the community and ZERO complaints.

Dale Hetrick
At-Large

Theresa Mungoli
At-Large

David Walker
At-Large

Both sign locations are visible to commuters traveling along M-59 and local businesses dominate the advertising messaging on all the billboards. International Outdoor has been tremendous to work with, going above and beyond with respect to donating advertising space to the City for our own messaging, which we used for our Innovation Hills Park Playground, Summer of Fun, and Census Counts campaigns and for messages supporting our local school district. The digital signs were also made available to us to provide residents critical updates during the COVID-19 crisis.

The City and its constituents have benefitted from International Outdoor's presence, and I believe that any of International Outdoor's other municipal partner would confirm the same. I confidently recommend International Outdoor as a municipal partner for Plymouth Township and hope you consider their applications for digital signage. I welcome the opportunity to answer any questions or concerns the township may have. Please feel free to contact me at my office anytime (248-656-4664).

Sincerely,

Bryan K. Barnett, Mayor
City of Rochester Hills

Co: Kurt Heise, Supervisor



AHS News & Notes— continued

THANK YOU CITY OF ROCHESTER HILLS



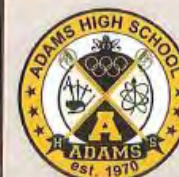
Thank you Mayor Barnett and the City of Rochester Hills for helping us celebrate our Rochester Community Schools Class of 2020 with these fabulous billboards. We appreciate you helping us make our seniors feel special during this time.

The billboards are visible to cars from M-59 in the Crooks Road area. If you would like to spend a little more time looking at the billboards, they are at the end of StarBatt closest to M-59.

NEWS FROM THE COUNSELING DEPARTMENT

IMPORTANT AP TESTING INFORMATION

The RCS High School Counselors have developed an Advanced Placement Program information page to provide AP students and their families with resources, updates, important test day information and more (click [here](#) to access). Should you have further questions please reach out to Adams AP Coordinator Janice King at JKing@Rochester.k12.mi.us



As our students head into AP exams
in the upcoming days, AHS wanted
you to know that we...

are proud of you!

Believe in you!

know you are prepared for this!

know you got this!

Name: Jerry Frederick
Company: City of Romulus BZA
Email Address: jfrederick460@yahoo.com
Phone Number: 7349421012

Best Time to Call: "Anytime"
Area of Interest: General

Message:

Hello, My name is Jerry Frederick and I serve on the City of Romulus BZA. Every once and while during the course of serving on the BZA and the Planning Commission I get the opportunity to interact with great people and companies.

Last night 3/3/2021 your company made a presentation to the BZA concerning new billboard construction and the need for waivers from local zoning requirements.

Your presentation and explanation of hardship were some of the best that I have had the pleasure of deciding on.

Professional does not even begin to describe how nice your company presented itself to the board.

When I heard your background and how community involved your company is at a personal level I felt that myself as a BZA member had an opportunity to with my decision enhance and improve my community's responsibilities to the traveling public and to my own home town's citizenry. The billboards that were formally at the I-275 / Pennsylvania location were actually eyesores and completely wrong in their presentation. It is my absolute pleasure to have decided favorably and in total agreement with your presentation.

There was even one local property owner that wanted to express concern via telephone during the meeting, over the northern location for Billboard (B) that had their concerns completely erased after hearing your presentation. That persons situation will actually improve due to International Outdoor's commitment to fair, honest concern in the way you conduct business and your concern for neighboring properties.

Thank you for being a member of our community and for the great job you do.

I did not have a chance to express my feelings concerning last night's meeting during the meeting itself.

Please have a nice night and good luck in your project(s).

Jerry Frederick

City of Romulus BZA



2800 Waukegan Street
Auburn Hills, MI 48326-3255
248-537-6100

Sharon Hyde, Principal
Jamie Brooks, Assistant Principal
Douglas Wilson, Assistant Principal

May 26, 2020

Dear Randy Oram,

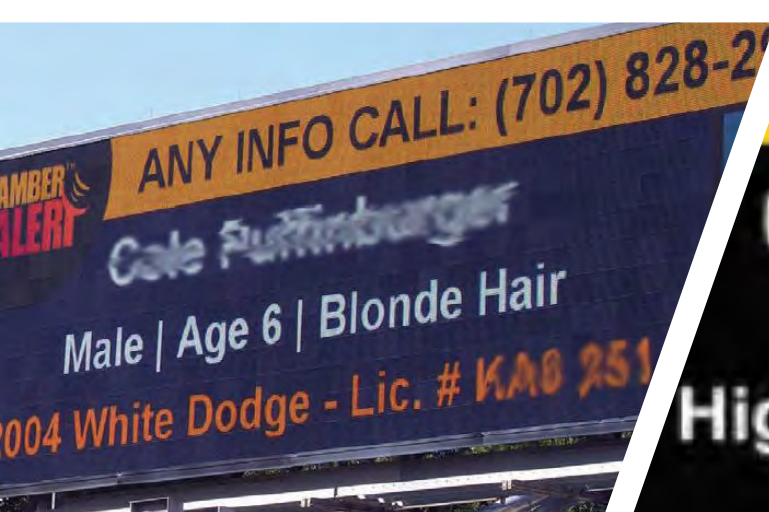
I wanted to sincerely express my appreciation on the behalf of the entire Avondale School District for recognizing our Class of 2020 on the billboard at M-59 and Crooks Road.

As you know, we are making every effort to recognize and celebrate our Class of 2020 during Governor Whitmer's Executive Orders. We are extremely grateful for your support in recognizing our seniors.

Please know that I will be recognizing you in my weekly updates to our Avondale High School Community to recognize you for your generosity.

Educationally,

Sharon Hyde Ed.S
Principal
Avondale High School



Amber Alerts & Emergency Response Alerts

The State Police may access a digital display advanced technology sign to place emergency alert messages and Amber Alerts.



Crime Stoppers

**CRIME STOPPERS**
1•800•SPEAKUP
ANONYMOUS CASH REWARDS

SGT. LEE SMITH





**SUSPECTED
VEHICLE**

IF YOUR TIP
LEADS TO AN
ARREST,
YOU CAN EARN A
CASH REWARD
UP TO
\$15,000!

**SGT. SMITH WAS
KILLED BY A
HIT-AND-RUN
DRIVER AT HINES RD.
IN WESTLAND
ON AUGUST 14TH, 2018**

**CRIME STOPPERS**
1•800•SPEAKUP
ANONYMOUS CASH REWARDS

SGT. LEE SMITH





**SUSPECTED
VEHICLE**

CAPTURED

IF YOUR TIP
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Public Service Boards

*Doctors, Nurses, Caregivers, Staff,
1st Responders...*

Thank you

for going above and beyond



Thank you caregivers
for your compassion
and resilience.

#YouAreRemarkable



**Cashing in on COVID-19 is ILLEGAL
REPORT PRICE-GOUGING**

– Attorney General Dana Nessel

michigan.gov/agcomplaints

Thank you to all medical
and other essential workers.

xfinity

Admire. Embrace. Cherish.

Thank you to all essential
workers taking care of us.

We are grateful!



**– CORONAVIRUS INFO –
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AN EVENING OF COMEDY IN SUPPORT OF ANTI-BULLYING 18+ MATURE CONTENT
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ParkinsonsMI.org
May 19, 2018
MICHIGAN PARKINSON FOUNDATION™

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May 17 | 10am-4pm
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ufamichigan.org
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Kidney disease doesn't define me.
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START A TEAM
October 1
Comerica Park
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Tune In: **BenefitVIII.org**
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Public Service Boards

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Women's Health Care Classic
24th Annual
TAKE A SWING AT BREAST CANCER
June 13
oakwood.org/foundation
Beaumont HEALTH

CONGRATULATIONS
Raphael "Ray" Washington
Wayne County Sheriff



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Benny N. Napoleon



////// **MISSING** ////

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AGE: 28

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SERGEANT
KEN "SHARK" STEIL

Detroit Police Department
End of Watch: 09-17-2016



Ring in the **New Year**
with a **Bell** not a **Bang**



In Memory of

Officer Glenn Doss, Jr.

YOU WILL BE MISSED, GOD BLESS.

Detroit Police Department | End of Watch 1/28/2018



REMEMBER & HONOR
HAPPY MEMORIAL DAY



INTERNATIONAL OUTDOOR



In Memory of

Officer Rasheen McClain

YOU WILL BE MISSED, GOD BLESS

Detroit Police Department | End of Watch 11/20/2019



VETERANS DAY

CELEBRATING THOSE WHO SERVED

HISTORICAL CONTEXT OF APPLICANT'S VARIANCE REQUEST

- ❖ On April 7, 2016, the ZBA held a public hearing on Lamar Advertising's Application #16-01 seeking SIX (6) **variances** to a non-conforming billboard located at 1031 E. 10 Mile Rd. In its application, Lamar sought variances: (i) to allow an existing non-conforming billboard be replaced by a new non-conforming billboard (ii) to allow an existing non-conforming billboard to be rebuilt after its been removed (iii) to allow a billboard on the same parcel as another (existing) structure within 100 feet of the other structure (iv) **to allow a billboard to be constructed within 2,500 feet of another billboard** (v) *to allow the proposed billboard be at 70 feet high (10 feet higher than allowed per ordinance which was not granted)*, and (vi) **to allow a billboard on the same parcel as a principle use.**
- ❖ With respect to the dimensional spacing variance request, Lamar sought a **1,209-foot variance**, which is a variance of almost 50% of the spacing requirement under the Ordinance. Additionally, the property's principal use was an existing car body shop and not the billboard as per the ordinance.
- ❖ Ultimately, the ZBA granted **ALL** but the 10-foot height variance request. (See *Appendix A* for an excerpt of the April 7, 2016 ZBA Meeting Minutes).
- ❖ In its application to the ZBA, International Outdoor is **ONLY** seeking a comparatively minimal dimensional spacing variance and permission to allow its proposed billboard on the same parcel as an existing principal use. Otherwise, the proposed billboard meets **ALL** other municipal requirements.

ZBA APPLICATION 29370 STEPHENSON HWY

VARIANCE REQUEST

The Michigan Department of Transportation has issued a state permit for the proposed sign at the proposed height, type, size and spacing between other billboards which is 1,750 feet between digital billboards, which specifically allows for digital multi-message technology. The proposed sign will change advertising copy every thirty (30) seconds in conformance with the city's ordinance. Furthermore, according to State law, the proposed sign will instantly change copy and not be animated, blink, or flash.

Current LED technology utilizes the most efficient methods to change advertising copy and provides tremendous flexibility to the advertiser. The capability to instantaneously and remotely change sign copy makes LED signs optimal for posting emergency alerts such as Amber Alerts, police notices, and weather warnings.

Consequently, LED signs are increasingly becoming the model of choice for outdoor advertising installations as well as on-premise business signs.

RELIEF REQUEST:

- ❖ International Outdoor requests dimensional spacing variances to construct and operate an outdoor advertising sign at 29370 Stephenson Hwy. The proposed sign location will be less than twenty-five hundred (2,500) feet from another billboard (**2,205 feet from the nearest billboard to the south and 2,395 feet from the nearest billboard to the north**). International Outdoor also requests a variance to allow a billboard on the same parcel as a principal use.
- ❖ There are eight (8) ordinance requirements and International Outdoor seeks a variance from only 2.
 - However, though administratively burdensome for all parties (the city, landowner, and applicant) and less ideal, International Outdoor is amenable to creating a billboard parcel subject to approval of the dimensional spacing variance, if the ZBA determines same, International Outdoor would only need 1 dimensional spacing variance.

ZBA APPLICATION 29370 STEPHENSON HWY

SIGN ORDINANCE REGARDING BILLBOARDS:

Section 10.511. Sign regulations-(IV) Regulations for Permitted Signs-(E) Billboards:

- ✓ Billboards shall be permitted only on parcels abutting interstate highways or freeways in the M-1 and M-2 zoning districts provided that such billboard shall not be placed on a parcel having any other structure within one hundred (100) feet of the billboard, and no other structure shall be placed on the parcel within one hundred (100) feet of the billboard, except that minimum distances from other billboards shall be regulated as set forth in Section 2 following. A billboard shall not be located within any required setback of such parcel. **Applicant meets this requirement.**
- ✓ A double face (back-to-back) or a V-type structure shall be considered a single billboard provided the two (2) faces are not separated by more than ten (10) feet, or the interior angle does not exceed twenty (20) degrees, whichever is applicable. **Applicant shall meet this requirement.**
- ✓ The total surface area, facing in the same direction, of any billboard, shall not exceed seven hundred (700) square feet and shall be contained on a single panel. **Applicant shall meet this requirement.**
- ✓ Billboards shall not exceed sixty (60) feet in height from the adjacent grade. **Applicant shall meet this requirement.**
- ✓ Billboards shall not be erected on the roof of any building. **Applicant shall meet this requirement.**
- ✓ Billboards with any form of changeable messages, including but not limited to mechanical or electronic means, shall conform to the timing requirements contained in Section 10.511(III)(A)(7). **Applicant shall meet this requirement.**

ZBA APPLICATION

29370 STEPHENSON HWY

VARIANCE REQUEST

Applicant Seeks a Variance From:

- **Sec. 10.511(E)(7).** Billboards are deemed to constitute a principal use of a lot. Although the Applicant can create a new parcel for the billboard and meet this requirement, it seems administratively burdensome for all parties (the city, landowner, and Applicant) to create a separate parcel for Applicant's billboard. **In 2016, the Zoning Board of Appeals granted this exact variance to one of Applicant's competitors in Application #16-01 (See Appendix A).**
- **Sec. 10.511(E)(2).** Billboards shall not be less than twenty-five hundred (2,500) feet apart. **We propose a billboard that will be 2,205 feet (a variance of 295 feet) from the nearest billboard to the south and 2,395 feet (a variance of 105 feet) from the nearest billboard to the north.** This is a request for an 11% variance from the existing billboard to the south and a 4% variance from the existing billboard to the north (see pages 35 - 38). **In 2016, the Zoning Board of Appeals granted a 1,209-foot variance (an almost 50% variance from the spacing requirement) to one of Applicant's competitors in Application #16-01 (See Appendix A).**

****IMPORTANT NOTE:** Applicant **IS NOT** required to seek a use variance under an undue hardship standard. Meeting 6 of the 8 requirements under Sec. 10.511, Applicant only seeks two minor dimensional spacing variances under a practical difficulty standard.**

ZBA APPLICATION

29370 STEPHENSON HWY

VALIDATION FOR SIGN VARIANCE

The Following ZBA Questions Must be Answered Fully:

Clearly explain the variance desired and how the proposed building and/or use is contrary to the Zoning Ordinance.

- a) **Sec. 10.511(E)(2). Billboards shall not be less than twenty-five hundred (2,500) feet apart. We propose a billboard that will be 2,205 feet (a variance of 295 feet) from the nearest billboard to the south and 2,395 feet (a variance of 105 feet) from the nearest billboard to the north. This is a request for an 11% variance from the existing billboard to the south and a 4% variance from the existing billboard to the north (See pages 41 - 44).**
1. Applicant received approval from MDOT for a 2-sided digital billboard at this proposed height, type, size and spacing between other billboards. State law mandates that a billboard sign located in a business or industrial area shall not be erected on the either side of the highway closer than 1,750 feet to another sign on either side of the highway facing the same direction of traffic. **We comply with the state requirements** (see page 41). **No other property along I-75 can meet State digital spacing requirements if the ZBA grants Applicant's variance.** There are **NO** variances from State law.
 2. The billboard located at 1300 Bellaire Avenue was built as a 2-sided static sign within 660 feet of another billboard, but despite being non-conforming with spacing requirements it was permitted to be upgraded and rebuilt to a 2-sided Digital Sign in 2014 (see page 47).
 3. The billboard located at 30550 Stephenson Hwy was built as a 2-sided static sign not as the principal use of the property and later upgraded to a 2-sided digital sign despite being a non-conforming use (see page 48).
 4. The billboard located at 1031 E 10 Mile Rd was built as a 2-sided static sign, not as the principal use of the property, and over a building, which was taken down in between Aug. 2015-2017. Then later a totally new structure was built to have 1 side upgraded to digital despite its being non-conforming in many ways **(see page 49 and Appendix A – ZBA Minutes on Application #16-01) where 5 of 6 variances were granted.**
- b) **Sec. 10.511(E)(7). Billboards are deemed to constitute a principal use of a lot. Although the Applicant can create a new parcel for the billboard, it seems administratively burdensome for all parties (the city, landowner, and Applicant) to create a separate parcel for Applicant's billboard). Applicant seeks to allow a billboard on a lot with an existing principal use.**
- *Though administratively burdensome for all parties (the city, landowner, and applicant) and less than ideal, International Outdoor is amenable to creating a billboard parcel subject to approval of the dimensional spacing variance. If the ZBA determines same, International Outdoor would only need 1 dimensional spacing variance and obviate the need for a variance from Sec. 10.511(E)(7).*

HIGHWAY ADVERTISING ACT OF 1972 (EXCERPT)
Act 106 of 1972

252.317 Distances between signs; sign utilizing digital billboard; distance from interchange, intersection, or rest area.

Sec. 17. (1) Except as otherwise provided in subsections (10) and (11), along interstate highways and freeways, a sign structure located in a business area or unzoned commercial or industrial area shall not be erected or maintained closer than 1,000 feet to another sign structure on the same side of the highway.

(2) Along primary highways, a sign structure shall not be erected or maintained closer than 500 feet to another sign structure.

(3) Except as otherwise provided in subsection (4), a sign utilizing a digital billboard permit shall not be closer than 1,750 feet to another sign utilizing a digital billboard permit on either side of the highway facing the same direction of oncoming traffic.

(4) Beginning on the effective date of the amendatory act that added this subsection and ending 1 year after the effective date of the amendatory act that added this subsection, for the first 8 nonstandard signs for which the owner applies for a digital billboard permit under section 6(6)(a) without having to surrender 3 interim permits as provided under section 6(6)(b), each sign shall not be closer than 1,000 feet to another sign using a digital billboard permit on either side of the highway facing the same direction of traffic. This subsection only applies to signs located in a county having a population of not less than 750,000.

(5) This section does not apply to signs separated by a building or other visual obstruction in such a manner that only 1 sign located within the spacing distances is visible from the highway at any time, provided that the building or other visual obstruction has not been created for the purpose of visually obstructing either of the signs at issue.

(6) Along interstate highways and freeways located outside of incorporated municipalities, a sign structure shall not be permitted adjacent to or within 500 feet of an interchange, an intersection at grade, or a safety roadside rest area. The 500 feet shall be measured from the point of beginning or ending of pavement widening at the exit from, or entrance to, the main-traveled way.

(7) Official signs as described in section 13(1)(a) and on-premises signs shall not be counted and measurements shall not be made from them for purposes of determining compliance with the spacing requirements in this section.

(8) Except as provided in subsection (3), the spacing requirements in this section apply separately to each side of the highway.

(9) The spacing requirements in this section shall be measured along the nearest edge of the pavement of the highway between points directly opposite each sign.

(10) A sign that was erected in compliance with the spacing requirements of this section that were in effect at the time when the sign was erected, but that does not comply with the spacing requirements of this section after March 23, 1999, is not unlawful under section 22.

(11) Along an interstate highway that is designated by 1 letter and 3 numbers and located in a county with a population of less than 211,000 but more than 175,000, an existing sign structure that was erected prior to March 24, 2011 shall not be closer than 900 feet to another sign structure on the same side of the highway.

(12) Nothing in this section shall be construed to cause a sign that was legally erected prior to March 23, 1999 to be defined as a nonconforming sign.

History: 1972, Act 106, Imd. Eff. Mar. 31, 1972;—Am. 1998, Act 533, EIL Mar. 23, 1999;—Am. 2006, Act 448, EIL Jan. 1, 2007;—Am. 2009, Act 86, Imd. Eff. Sept. 3, 2009;—Am. 2011, Act 13, Imd. Eff. Mar. 24, 2011;—Am. 2014, Act 2, Imd. Eff. Jan. 30, 2014.

→ = 1,750 feet

Closest billboard to the SOUTH of the proposed location and the 2,500-foot point.

1,750 feet

Note: Once this billboard is built, no other digital billboard can be built in Madison Heights per state law.

→ = 1,750 feet

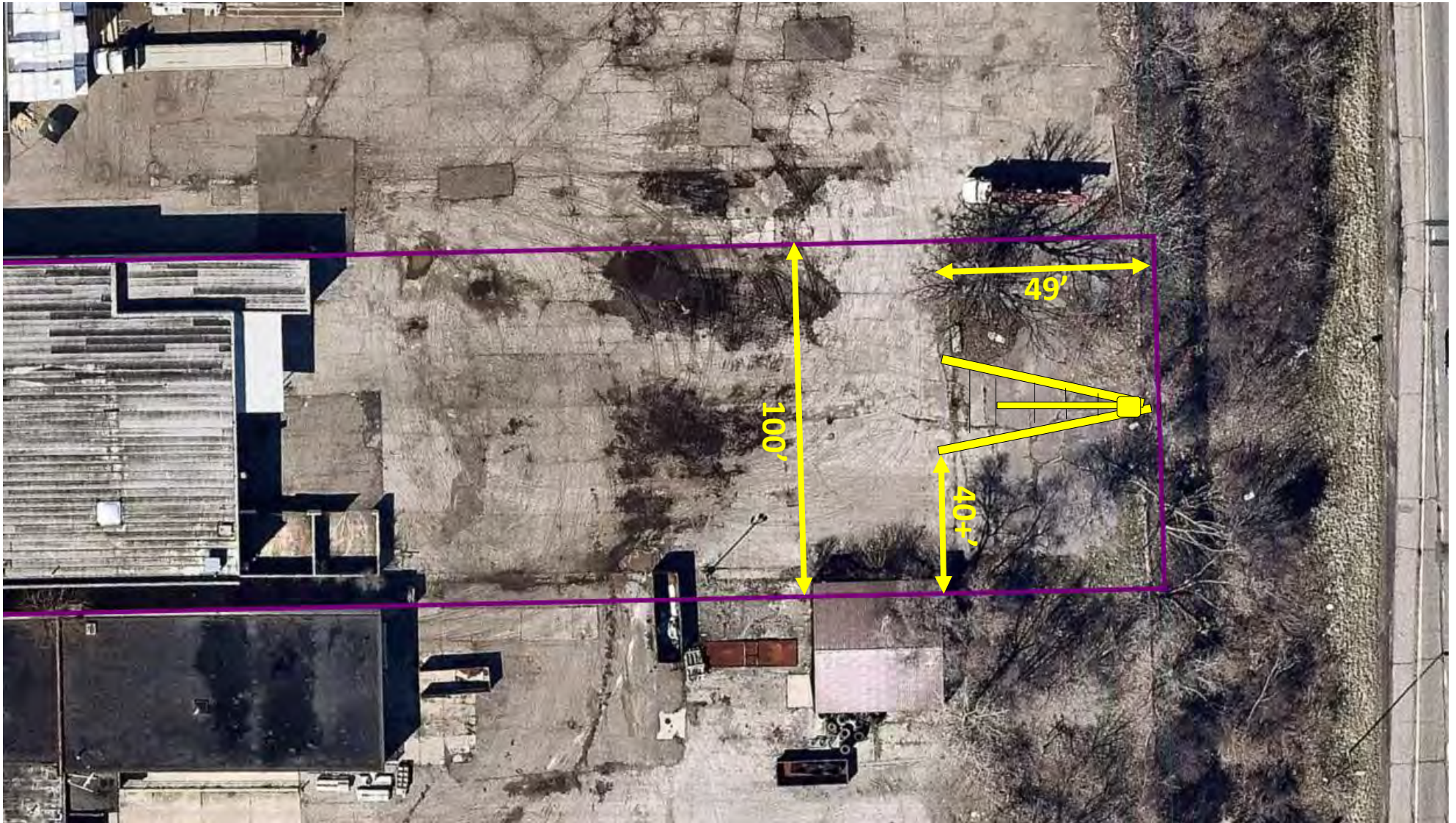
Closest billboard to the NORTH
of the proposed location and
the 2,500-foot point.

1,750 feet

1,750 feet

Note: Once this billboard is built, no
other digital billboard can be built in
Madison Heights per state law.

By placing the billboard on the north end of the site; Applicant will need a variance of approximately 105 feet to the north and approximately 295 feet to the south.



ZBA APPLICATION 29370 STEPHENSON HWY VALIDATION FOR SIGN VARIANCE

- ❖ 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.
 - a) This is the **ONLY** site in Madison Heights that is over 2,205 feet from another billboard. **This site's unique location meets 6 of 8 billboard requirements; except spacing and principal use, making it exclusive and unique that does not apply to other lands, structures or buildings.** The ordinance requires billboards shall not be less than twenty-five hundred (2,500) feet apart. We propose a billboard that will be approximately 2,205 feet (295 feet variance requested) from the nearest billboard to the south and 2,395 feet (105 feet variance requested) from the nearest billboard to the north. (see pages 41 - 44).
 - b) Applicant's variance application is exceptionally narrow to the extent that, if approved, no other digital billboards could be approved along I-75 (as they would be in violation of state law). International's proposed location is peculiar in that it is the **last location within the city that meets State spacing requirements** and only narrowly exceeds the city spacing requirements. International's request for a variance is a reasonable request that will not be a substantial detriment to the public or impair the purpose of the ordinance.
 - c) Applicant received approval from MDOT for a 2-sided digital billboard at this location. State law mandates that a billboard sign located in a business or industrial area shall not be erected on the either side of the highway closer than 1,750 feet to another sign on either side of the highway facing the same direction of traffic. We have exceeded the state requirements (see page 41).
 - d) The billboard located at 1300 Bellaire Avenue was built as a 2-sided static sign within 660 feet of another billboard, but despite being non-conforming with spacing requirements it was permitted to be upgraded and rebuilt to a 2-sided digital sign in 2014 (see page 47).
 - e) The billboard located at 30550 Stephenson Hwy was built as a 2-sided static sign not as the principal use of the property and later upgraded to a 2-sided digital sign despite being a non-conforming use (see page 48).
 - f) The billboard located at 1031 E 10 Mile Rd was built as a 2-sided static sign, not as the principal use of the property, and over a building. Then taken down and a totally new sign was built to have 1 side converted to digital despite it being non-conforming in many ways (see page 49 and appendix at pg. 64).

ZBA APPLICATION 29370 STEPHENSON HWY VALIDATION FOR SIGN VARIANCE

- ❖ Explain why the literal interpretation of the provisions of this ordinance deprives you of rights commonly enjoyed by others in the same zoning district.
 - a) Many other owners of property zoned M-1 were allowed to erect billboards (with or without variances) even though they were all non-confirming to the ordinance.
 - b) Strictly requiring digital billboards to be 2,500 feet apart as opposed to the *Highway Advertising Act* requirement of 1,750 feet deprives the property owner and applicant with beneficial income from a billboard location that already meets 6 of the 8 billboard requirements. **If granted, Applicant's dimensional spacing variance will be the least variance granted by the ZBA for billboard spacing.**
 - c) **Significantly larger variances were granted in the past to applicants in the same zoning district for billboards.**
 - The billboard located at 1300 Bellaire Avenue was built as a 2-sided static sign within 660 feet of another billboard, but despite being non-confirming with spacing requirements it was permitted to be upgraded and rebuilt to a 2-sided Digital Sign in 2014 (see page 47).
 - The billboard located at 30550 Stephenson Hwy was built as a 2-sided static sign not as the principal use of the property and later upgraded to a 2-sided digital sign despite being a non-confirming use (see page 48).
 - The billboard located at 1031 E 10 Mile Rd was built as a 2-sided static sign, not as the principal use of the property, and over a building. Then later taken down and completely rebuilt to have 1 side upgraded to digital despite its being non-confirming in many ways (see page 49 and appendix pg. 64).

1300 Bellaire Ave



Oct 2009



July 2011

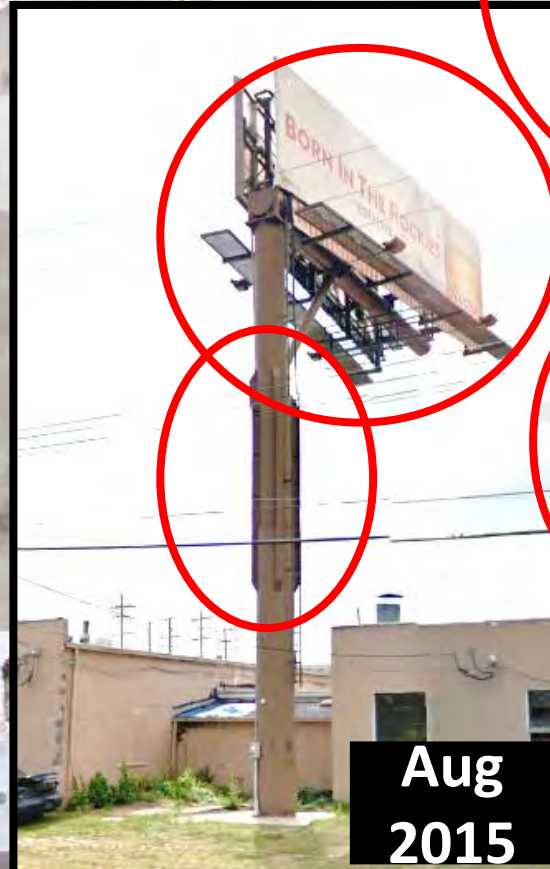
2013 this was a 2 – sided Static Sign and now a 2-sided Digital Sign. This sign has always been 660 feet from another billboard to the north. The structure was rebuilt to support the additional weight of the two digital billboards. Photos from Google Maps

30550 Stephenson Hwy



This billboard was built without the requirement that it be the principal use of the property. It was also upgraded to digital despite being a non-conforming billboard. The photos are from Google Maps (left) and Oakland County Parcel Map (right)

1031 E 10 Mile Rd



Aug
2015



Aug 2017

- ❖ This billboard was granted 5 of 6 variances requested: (i) to allow an existing non-conforming billboard be replaced by a new non-conforming billboard (ii) to allow an existing non-conforming billboard to be rebuilt after its been removed (iii) to allow a billboard on the same parcel as another (existing) structure within 100 feet of the other structure (iv) **to allow a billboard to be constructed within 2,500 feet of another billboard** (v) *to allow the proposed billboard be at 70 feet high (10 feet higher than allowed per ordinance which was not granted), and (vi) to allow a billboard on the same parcel as a principle use.*

ZBA APPLICATION 29370 STEPHENSON HWY VALIDATION FOR SIGN VARIANCE

❖ **Did the special conditions and/or circumstances result from your actions?**

- **NO.** The property has not been altered in any way. The property has existed, as is, for years. The property meets 6 of 8 billboard ordinance requirements and is also allowed under State law. If granted, it will be the last 2-sided digital billboard in Madison Heights.

❖ **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?**

- a) The property, if split per the zoning ordinance requirement, could not be used for any other purpose. It would be a 100 x 100 piece of property and current zoning setbacks would greatly limit any other use other than a billboard.
- b) The variance in the spacing requirements is requested to allow this property to be used as others have enjoyed the use of their property for such purpose. **This will be the minimum variance needed and is much less than others granted by the ZBA or otherwise allowed.**

❖ **Will granting the variance change the essential character of the area?**

- a) No. Granting the variance will not change the essential character of the area. The property is industrial and along a major freeway (I-75) which meets the zoning requirements, with industrial property across the freeway from the site (see zoning map 51). The property meets 6 of 8 zoning requirements and a dimensional variance would be the least variance granted.
- b) Granting the variance will not affect any of the neighboring properties in anyway.
- c) The proposed sign is oriented towards the traveled roadway and visible primarily to traffic on I-75. In addition, the proposed sign is well buffered by the roadway and other commercial uses in the area.
- d) The proposed billboard will benefit the public. Billboards assist numerous government agencies and local businesses by providing an efficient and economical method of communicating to the public. Local and state police have access to our billboards to provide real time notices of "Amber Alerts" and other public safety concerns (See pages 30 - 35).
- e) Billboards are common on major thoroughfares especially in the industrial zoning district. The section in which the billboard is proposed is primarily Industrial with all kinds of industrial uses from Cannabis to Self Storage. A sign of this size will not impact the use of the property or properties around it and meets SIX of EIGHT requirements for a matter of right. The Variances requested are NOT a USE variance and only two slight dimensional variances that are within the spirit of the zoning ordinance.
- f) Billboards compliment the area and provide an additional revenue source to the city via person property taxes.

Madison Heights Zoning

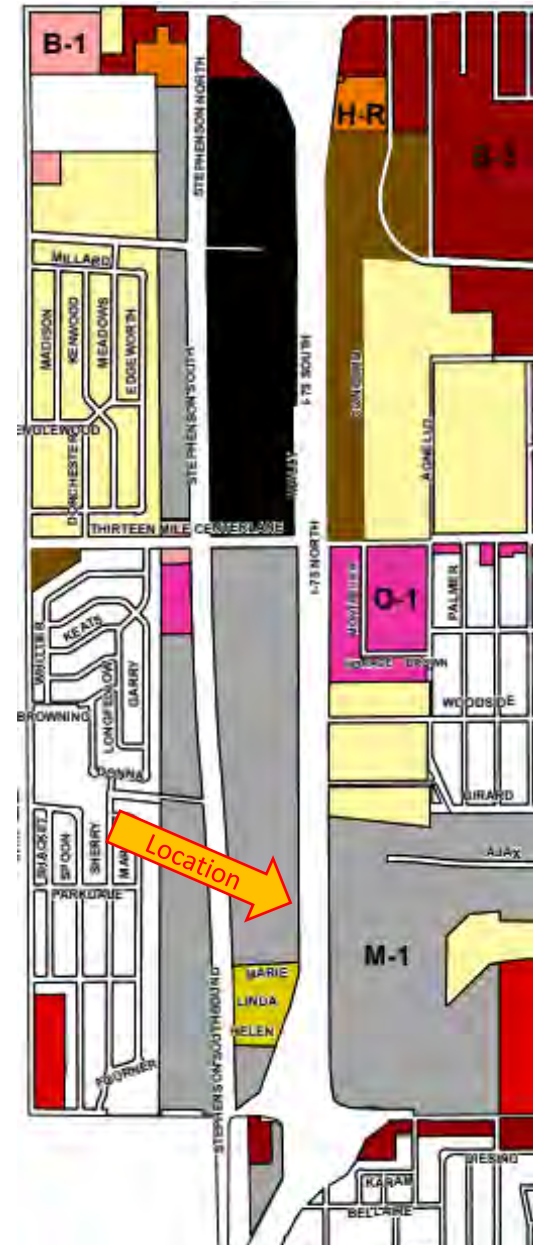
29370 Stephenson Hwy, Madison Height, MI

Parcel ID:
44-25-11-377-014

Owner:
55 INVESTMENTS LLC

Zoned:

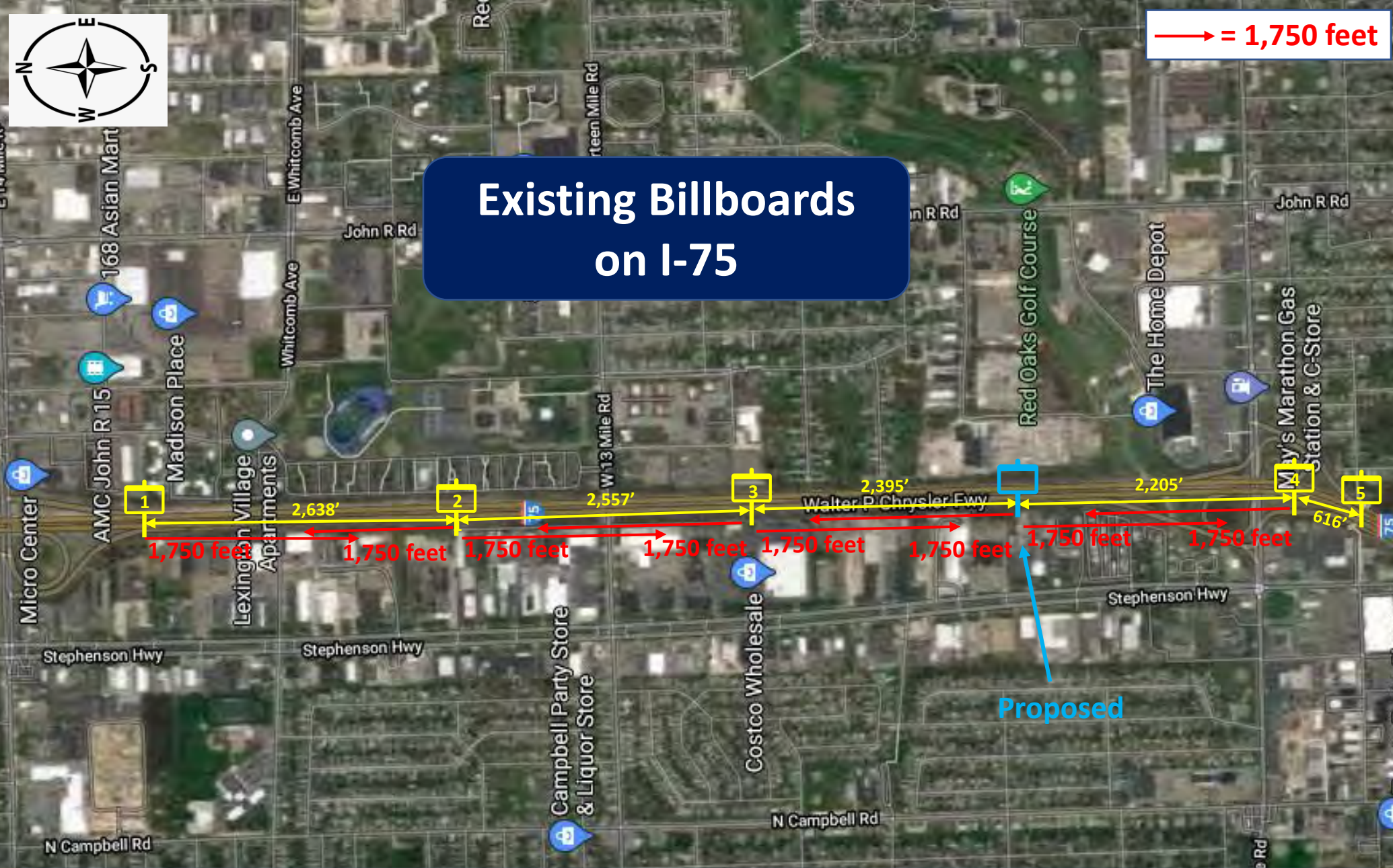
	O-1 OFFICE
	B-1 LOCAL BUSINESS
	B-2 PLANNED BUSINESS
	B-3 GENERAL BUSINESS
	M-1 LIGHT INDUSTRIAL
	M-2 HEAVY INDUSTRIAL
	P-1 VEHICULAR PARKING
	P-2 VEHICULAR PARKING
	H-R HIGH RISE
	N-P NATURAL PRESERVATION





→ = 1,750 feet

Existing Billboards on I-75

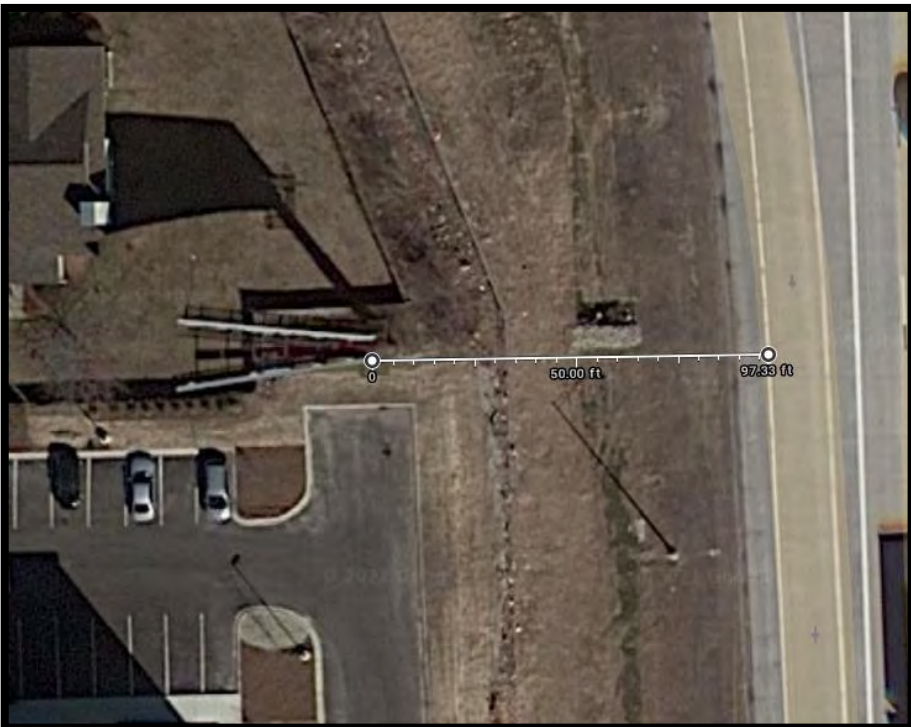


Note: Upon approval of this billboard there is no other location in the city that would meet MDOT's digital billboard spacing requirements of 1,750 feet. This is the last remaining location.



Sign #1 - 32401 Mally Dr

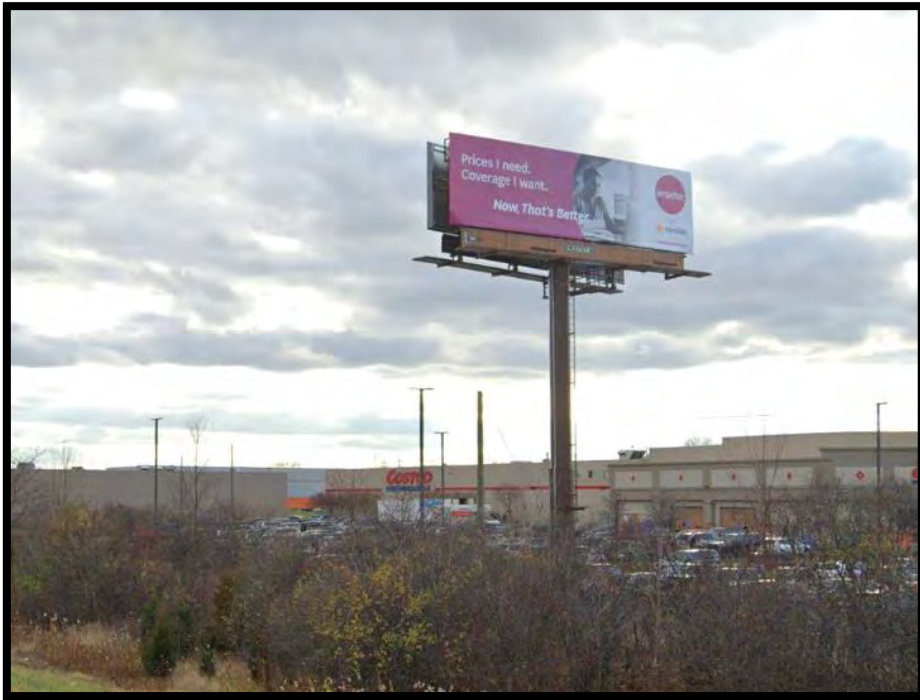
- The west side of I-75 approx. 1,175 feet south of 14 Mile Rd
- 14' x 48' = 672 square feet
- **2-sided Digital**
- 70' tall
- Owner: Lamar
- **Distance from Traveled Edge of Road: 97 feet**
- **Non-conforming with spacing requirements it was permitted to be upgraded and rebuilt**
- **All measurements are estimates from MDOT & Google**





Sign #2 - 31445 Mally Dr

- The west side of I-75 approx. 1,280 feet north of 13 Mile Rd
- 14' x 48' = 672 square feet
- **2-sided Digital**
- 70' tall
- Owner: International Outdoor
- **Distance from Traveled Edge of Road: 135 feet**
- **Non-conforming with spacing requirements it was permitted to be upgraded and rebuilt**
- All measurements are estimates from MDOT & Google



Sign #3 - 30550 Stephenson Hwy

- The west side of I-75 approx. 1,250 feet south of 13 Mile Rd
- 14' x 48' = 672 square feet
- **2-sided Digital**
- 70' tall
- Owner: Lamar
- **Distance from Traveled Edge of Road: 124 feet**
- **Nonconforming – not on a separate parcel, rebuilt despite being nonconforming**
- All measurements are estimates from MDOT & Google





Sign #4 - 1031 W 12 Mile Rd

- The west side of I-75 approx. 300 feet south of 12 Mile Rd
- 14' x 48' = 672 square feet
- 2-sided Static
- 70' tall
- Owner: Lamar
- Distance from Traveled Edge of Road: 190 feet
- Nonconforming – 660 feet from another billboard. Not on a separate lot and only 38 feet from a building. Rebuilt despite being nonconforming

○ All measurements are estimates from MDOT & Google





Sign #5 - 1300 Bellaire Ave

- The west side of I-75 approx. 925 feet south of 12 Mile Rd
- 14' x 48' = 672 square feet
- **2-sided Digital**
- 70' tall
- Owner: Outfront
- Distance from Traveled Edge of Road: 77 feet
- **Nonconforming – rebuilt and converted to digital despite being 660' from another sign.**
- All measurements are estimates from MDOT & Google



Existing Billboards on I-696

1,750 feet

1,750 feet

1,750 feet

1,750 feet

1,750 feet

→ = 1,750 feet

Google Maps Image

58



Sign #6 - 326 W 10 Mile Rd

- The south side of I-696 approx. 790 feet west of John R Rd
- 14' x 48' = 672 square feet
- **2-sided Digital**
- 70' tall
- Owner: Outfront
- **Distance from Traveled Edge of Road: 79 feet**
- **Nonconforming - upgraded and rebuilt digital despite the above non-conforming items**
- All measurements are estimates from MDOT & Google





○ All measurements are estimates from MDOT & Google

Sign #7 - 1031 E 10 Mile Rd

- The south side of I-696 approx. 74 feet west of Couzens Ave.
- 14' x 48' = 672 square feet
- **1-side Digital**, 1-side Static
- 70' tall
- Owner: Lamar
- **Distance from Traveled Edge of Road: 150 feet**

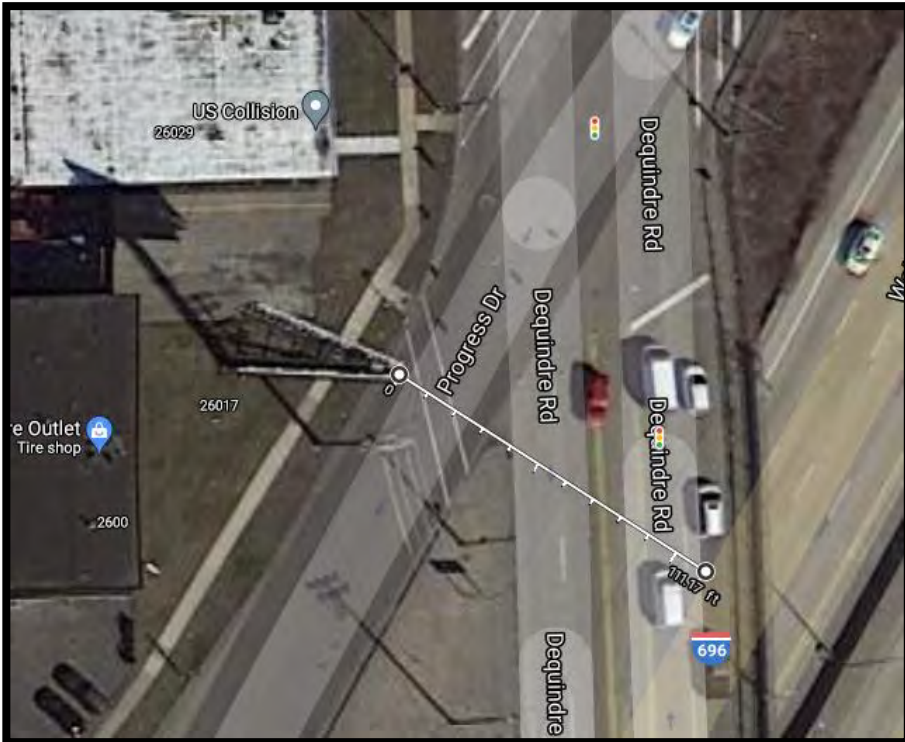
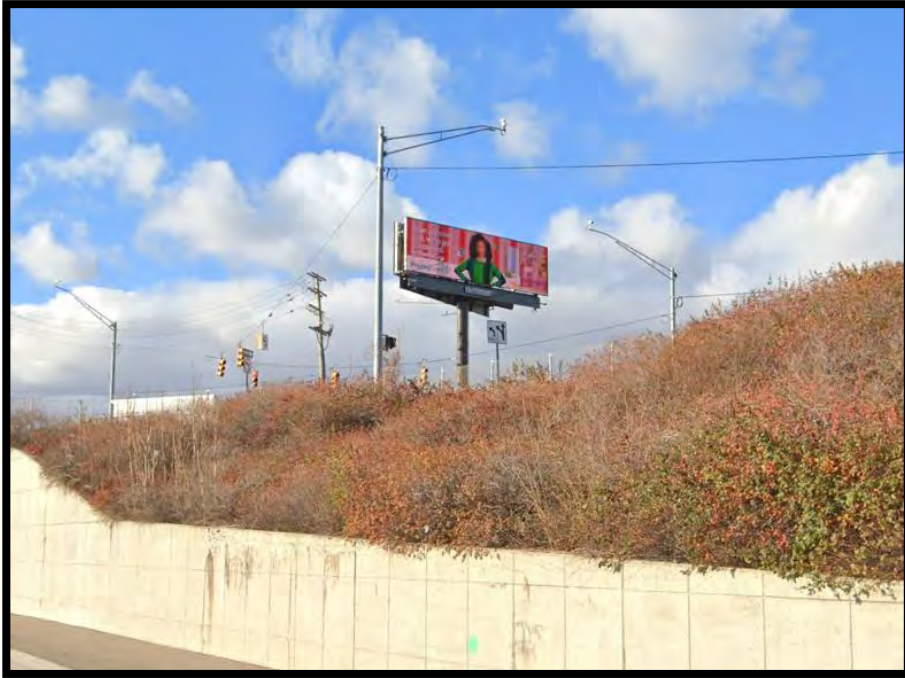
- ❖ This billboard was granted 5 of 6 variances requested: (i) to allow an existing non-conforming billboard be replaced by a new non-conforming billboard (ii) to allow an existing non-conforming billboard to be rebuilt after its been removed (iii) to allow a billboard on the same parcel as another (existing) structure within 100 feet of the other structure (iv) to allow a billboard to be constructed within 2,500 feet of another billboard (granted a 1,209 feet variance) (v) *to allow the proposed billboard be at 70 feet high (10 feet higher than allowed per ordinance which was not granted),* and (vi) to allow a billboard on the same parcel as a principle use.



Sign #8 - 1430 E Heights St

- The south side of I-696 approx. 50 feet east of I-696 Service Dr.
- 14' x 48' = 672 square feet
- 2-sided Static
- 60' tall
- Owner: Lamar
- **Distance from Traveled Edge of Road: 140 feet**
- **All measurements are estimates from MDOT & Google**





Sign #9 - 26017 Dequindre Rd

- The north side of I-696 approx. 1 foot west of Progressive Dr and 30 feet west of Dequindre.
- 14' x 48' = 672 square feet
- **2-sided Digital**
- 70' tall
- Owner: International Outdoor
- **Distance from Traveled Edge of Road: 150 feet**
- **Nonconforming - Upgraded and rebuilt digital**
- All measurements are estimates from MDOT & Google

ZBA APPLICATION 29370 STEPHENSON HWY SUMMARY

Applicant believes the practical difficulties described in its application demonstrate that its request for variances are warranted and the ZBA should grant them in their entirety. The unique circumstances of the property have created a practical hardship that would prejudice Applicant if not granted.

The proposed billboard:

- ✓ Will be on a parcel abutting an interstate highway or freeway in an M-1 zoning district and shall: (i) be on a parcel having no other structure within one hundred (100) feet of the billboard (ii) have no other structure be placed on the parcel within one hundred (100) feet of the billboard and (iii) not be located within any required setback of such parcel.
 - ✓ The V-type structure shall have an interior angle which does not exceed twenty (20) degrees.
 - ✓ The total surface area, facing in the same direction, shall not exceed seven hundred (700) square feet and shall be contained on a single panel.
 - ✓ The billboard shall not exceed sixty (60) feet in height from the adjacent grade.
 - ✓ The billboard shall not be erected on the roof of any building.
 - ✓ The billboard shall conform to the timing requirements contained in Section 10.511(III)(A)(7).
-
- ❖ Applicant has established that it is entitled to preliminary and final site plan approval based on competent, factual, and expert engineering and planning testimony and exhibits for a double-sided digital billboard.
 - ❖ The Applicant reserves the right to provide additional factual and legal arguments at its hearing.

Appendix A

There being no further nominations, the vote was called.

Yeas: Hohner, Kehoe, Kimble, Tecker, R. Corbett, Holder, Oglesby
Nays: None
Absent: L. Corbett, Kirchoff, Yemac
Motion Carried

16-08. Election of Vice-Chair.

Vice Chairman Oglesby called for nominations for the position of the Vice Chairperson of the Board.

Motion by Ms. Kehoe, seconded by Councilman Corbett, to nominate Clifford Oglesby as the Vice Chairman of the board.

There being no further nominations, the vote was called.

Yeas: Kehoe, Kimble, Tecker, R. Corbett, Holder, Hohner, Oglesby
Nays: None
Absent: L. Corbett, Kirchoff, Yemac
Motion Carried

16-09. Variance of non-conforming billboard 1031 E. 10 Mile Road

Application #16-01

Vice Chairman Oglesby opened the public hearing at 7:42 p.m. to hear comments, if any, on application #16-01.

The Petitioner, Joseph Shopshear, Representative for Lamar Advertising, 6405 N. Hix Road, Westland, MI, and Adam Behrendt, Attorney for Lamar Advertising, 201 W. Big Beaver Road, Suite 500, Troy, MI 48084 were present. Mr. Behrendt stated the billboard was erected to be a digital sign face on one side and the second side is a vinyl static board. Lamar is requesting to replace the static vinyl side, to make it digital and in doing so, must replace the entire billboard structure. At this time they would like to update the static side to be digital along with additional safety requirements. Mr. Behrendt stated that digital billboards are what customers want. They also provide the opportunity to run public service announcements, AMBER alerts, weather warnings, as well as civic activities and local business activity announcements.

Gary Sayers, 945 E. 10 Mile Road, stated that he owns four buildings approximately 300 ft. from this billboard and he is opposed to granting any variances. He stated that he does not want a blinking sign near his

building. He also commented that he believes these billboards are distracting to drivers.

There being no further comments, the public hearing was closed 8:00 p.m.

Mr. Kimble commented that he was concerned with the brightness of the lights that come from the digital signs noting this can be very distracting while driving at night. He also expressed concern that granting these variances will set precedence for other billboard companies.

Ms. Holder asked for clarification regarding the request, stating that if the petitioner only changed the sign face, no variance would be required.

Mr. Schafer indicated that the petitioner can change the sign face of a non-conforming sign without having to request a variance; however, if the structure requires modification, then approval from the Zoning Board of Appeals would be required.

Mr. Shopshear, indicated that the current sign was built for the 2009 building codes; however in order to comply with the 2012 building codes a variance is required for safety reasons.

Councilman Corbett stated that any changes to the sign should be to reduce as much of the non-conformity as possible, including reducing the entire structure to the permitted 60' maximum height permitted.

Motion by Mr. Corbett, Seconded by Ms. Holder,

WHEREAS, an application has been filed by Joseph Shopshear the Petitioner for Angela Investments, 1031 E. 10 Mile Road requesting a variance; and

Section 10.511(V)(B)(1)). A variance is requested to allow an existing nonconforming billboard to be replaced by a new nonconforming sign.

Section 10.511(V)(B)(2)). A variance is requested to allow an existing nonconforming billboard to be rebuilt after it has been removed.

Section 10.+511(E)(1). A variance is requested to allow a billboard to be on the same parcel as another (existing) structure and within 100' of another structure.

Section 10.511(E)(2). A variance is requested to allow a billboard to be constructed within 2500' of another billboard (proposed to be within 1291')

Section 10.511(E)(4). A 10' height variance is requested to allow the proposed billboard to be 70' high, where 60' is the maximum height permitted.

Section 10.511(E)(7). A variance is requested to allow a billboard on the same parcel as a principle use (existing body shop is principle use of the property).

WHEREAS, a notice of public hearing was published in the Madison Park News on March 23, 2016 and 82 notices were mailed to property owners within 500 feet of the aforementioned property; and

WHEREAS, a report has been received from the Community Development Department stating that:

RELEVANT INFORMATION

1. The applicant is a representative of the owner of a billboard located on the subject property.
2. The billboard is a non-conforming structure as follows:
 - a. The billboard is not the principal use of the property.
 - b. The billboard is within 100 feet of the building on the property (in fact it overhangs the building).
 - c. The billboard is within 2500 feet of another billboard (actual distance is 1291 feet).
 - d. The billboard is 10' higher than permitted (70' where 60' is allowed).
3. In 2011 the applicant applied for a permit to install a digital face on the existing billboard. The City permits face changes on non-conforming billboards provided that the structure can handle the new loads. In that case the applicant proposed to add additional structural steel supports and other modifications to the structure to handle the additional loads imposed by changing the type of sign to a digital face. The ZBA granted a variance to allow the owner to change one face and that was done by the owner shortly thereafter and remains so today.

PREVIOUS ACTIONS

ZBA Application #11-02 – Variance granted to allow structural modifications to nonconforming billboard for placement of a digital face on the existing billboard.

SITE PLAN COMMITTEE ACTION

The Site Plan Committee has reviewed this request. The Committee notes that the sign is currently non-conforming, but enjoys a variance that allowed its structural modification to accommodate a digital face change in 2011. The applicant now seeks to completely remove the existing billboard and replace it with a new billboard with two digital faces. Under the Zoning Ordinance, removal of the billboard eliminates any nonconformity, in addition to eliminating the conditions under which the previous ZBA variance was granted. As a result, they are required to seek the requested variances per the Zoning Ordinance.

The Committee also notes that the existing nonconforming billboard is currently in use and may continue to function for the foreseeable future without any modification or variance.

The Committee also notes that there are currently ten non-conforming billboards in the City. It is the intent of the Zoning Ordinance that these structures can be continued until they fail due to deterioration or damage and that they be removed at that point. By removing the existing nonconforming billboard as proposed, applicant is achieving the intent of the Zoning Ordinance – removal of the nonconformity in its entirety. To permit this applicant to remove and replace the billboard in its exact location would be contrary to the intent of the ordinance and convey to the applicant a right not enjoyed by other billboard owners in the City. Accordingly, the Committee recommends denial of the request.

Should the ZBA decide to grant the variances necessary to accommodate the request, the Committee recommends that the height of the billboard be reduced to the 60' maximum, thus reducing the nonconformity of the billboard while still accommodating its continuation in a nonconforming location.

WHEREAS, a public hearing was held this April 7, 2016, and the Petitioner, Josphe Shopshear, Representative for Lamar Advertising, 6405 N. Hix Road, Westland, MI, along with Adam Behrendt, Attorney for Lamar Advertising, 201 W. Big Beaver Road, Suite 500, Troy, MI 48084 were present.

NOW, THEREFORE, BE IT RESOLVED, that the Madison Heights Zoning Board of Appeals approves the requested variances as follows:

Section 10.511(V)(B)(1)). A variance is requested to allow an existing nonconforming billboard to be replaced by a new nonconforming sign.

Section 10.511(V)(B)(2)). A variance is requested to allow an existing nonconforming billboard to be rebuilt after it has been removed.

Section 10.511(E)(1). A variance is requested to allow a billboard to be on the same parcel as another (existing) structure and within 100' of another structure.

Section 10.511(E)(2). A variance is requested to allow a billboard to be constructed within 2500' of another billboard (proposed to be within 1291')

Section 10.511(E)(7). A variance is requested to allow a billboard on the same parcel as a principle use (existing body shop is principle use of the property); and

BE IT FURTHER RESOLVED, that the Madison Heights Zoning Board of Appeals DENIES the requested variance as follows:

Section 10.511(E)(4). A 10' height variance is requested to allow the proposed billboard to be 70' high, where 60' is the maximum height permitted.

As it is not the minimum variance necessary and will reduce the existing non-conformity.

Yeas: Tecker, R. Corbett, Hohner, Holder, Kehoe, Oglesby
Nays: Kimble
Absent: L. Corbett, Kirchoff, Yemac
Motion Carried

XX. Adjournment.

Motion by Ms. Holder, seconded by Mr. Tecker, to adjourn the meeting.

Yeas: R. Corbett, Hohner, Holder, Kehoe, Kimble, Tecker, Oglesby
Nays: None
Absent: L. Corbett, Kirchoff, Yemac
Motion Carried

There being no further business, Vice Chairman Oglesby, adjourned the meeting at 8:15 p.m.

Romona Sanchez
Clerk of the Board