



COMMUNITY DEVELOPMENT DEPARTMENT

45175 Ten Mile Road
Novi, MI 48375
(248) 347-0415 Phone
(248) 735-5600 Facsimile
www.cityofnovi.org

ZONING BOARD OF APPEALS STAFF REPORT

FOR: City of Novi Zoning Board of Appeals

MEETING DATE: February 10, 2026

REGARDING: 27790 Novi Road # 50-22-14-100-064 (PZ25-0071)

BY: Alan Hall, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Renaissance Hotel

Variance Type

Sign Variance

Property Characteristics

Zoning District: This property is zoned Residential Commercial (R-C)

Location: adjacent to Novi Road, north of Grand River Avenue

Parcel #: 50-22-14-100-064

Request

The applicant is requesting variances from the City of Novi Sign Ordinance Section 28-5(b)(1) b. To allow 2 additional wall signs.

II. STAFF COMMENTS:

The applicant is seeking (2) sign variances for two additional illuminated wall signs:

- 1) *A variance to allow an additional illuminated wall sign (3'-8" L x 9-1/2" H which is 2.9 Sq. Ft.) ("HOTEL" - size of this sign is within zoning standards)*

- 2) *A variance to allow an additional illuminated wall sign (6'-0 3/4" L x 1'-4" H which is 8.08 Sq. Ft.) ("HOTEL" - size of this sign is within zoning standards)*

These signs are for clearer identification regarding the business function.

III. RECOMMENDATION:**The Zoning Board of Appeals may take one of the following actions:**

I move that we **grant** the variance in Case No. **PZ25-0071** sought by _____, for _____ because Petitioner has shown practical difficulty including _____ requiring _____ on the basis of any of the following:

- a. That the request is based upon circumstances or features that are exceptional and unique to the property and do not result from conditions that exist generally in the city or that are self-created including _____

_____.
- b. That the failure to grant relief will unreasonably prevent or limit the use of the property and will result in substantially more than mere inconvenience or inability to attain a higher economic or financial return because _____

_____.
- c. That the grant of relief would be offset by other improvements or actions, such as increased setbacks or increased landscaping, such that the net effect will result in an improvement of the property or the project _____

_____.
- d. That construction of a conforming sign would require the removal or significant alteration of natural features on the property because _____

_____.
- e. The grant of relief will not result in a use or structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is not inconsistent with the spirit and intent of this chapter because _____

_____.

The variance granted is subject to:

1. _____.
2. _____.
3. _____.
4. _____.

I move that we **deny** the variance in Case No. **PZ25-0071** sought by _____, for _____ because Petitioner has not shown practical difficulty because: _____.

- a. That the request is based upon circumstances or features that are not exceptional and/or unique to the property and/or that result from conditions that exist generally in the city or that are self-created including _____

_____.
- b. That the failure to grant relief will not unreasonably prevent or limit the use of the property and/or will not result in substantially more than mere inconvenience or inability to attain a higher economic or financial return because _____

_____.
- c. That the grant of relief would not be offset by other improvements or actions, such as increased setbacks or increased landscaping, such that the net effect will not result in an improvement of the property or the project because _____

_____.
- d. That construction of a conforming sign would not require the removal or significant alteration of natural features on the property because _____

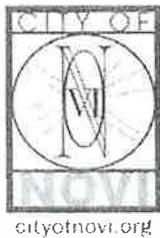
_____.
- e. The grant of relief will result in a use or structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will not result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is inconsistent with the spirit and intent of this chapter because _____

_____.

Should you have any further questions with regards to the matter please feel free to contact me at (248) 347-0423.

Alan Hall – Deputy Director Community Development - City of Novi

RECEIVED



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ZONING BOARD OF APPEALS APPLICATION

DEC 30 2025

CITY OF NOVI
COMMUNITY DEVELOPMENT

APPLICATION MUST BE FILLED OUT COMPLETELY

I. PROPERTY INFORMATION (Address of subject ZBA Case)

PROJECT NAME / SUBDIVISION

Renaissance Hotel

ADDRESS

27790 Novi Rd

LOT/SIUTE/SPACE #

SIDWELL #

50-22-

May be obtain from Assessing
Department (248) 347-0485

CROSS ROADS OF PROPERTY

IS THE PROPERTY WITHIN A HOMEOWNER'S ASSOCIATION JURISDICTION?

 YES NO

REQUEST IS FOR:

 RESIDENTIAL COMMERCIAL VACANT PROPERTY SIGNAGE

DOES YOUR APPEAL RESULT FROM A NOTICE OF VIOLATION OR CITATION ISSUED?

 YES NO**II. APPLICANT INFORMATION****A. APPLICANT**

EMAIL ADDRESS

CELL PHONE NO.

NAME

Northern Sign

ORGANIZATION/COMPANY

Northern Sign

ADDRESS

2181 E Walton Blvd Ste 100

CITY

Auburn Hills

STATE

MI

ZIP CODE

48326

B. PROPERTY OWNER CHECK HERE IF APPLICANT IS ALSO THE PROPERTY OWNERIdentify the person or organization that
owns the subject property:

EMAIL ADDRESS

CELL PHONE NO.

NAME

TELEPHONE NO.

ORGANIZATION/COMPANY

Renaissance Hotel

ADDRESS

27790 Novi Rd

CITY

Novi

STATE

MI

ZIP CODE

48377

III. ZONING INFORMATION**A. ZONING DISTRICT**

R-A R-1 R-2 R-3 R-4 RM-1 RM-2 MH
 I-1 I-2 RC TC TC-1 OTHER _____

B. VARIANCE REQUESTED

INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:

1. Section <u>28-5</u>	Variance requested	To Allow an Additional Wall Sign (PS25-0131)
2. Section <u>28-5</u>	Variance requested	To Allow an Additional Wall Sign (PS25-0132)
3. Section _____	Variance requested	_____
4. Section _____	Variance requested	_____

IV. FEES AND DRAWINGS**A. FEES**

Single Family Residential (Existing) \$220 (With Violation) \$275 Single Family Residential (New) \$275
 Multiple/Commercial/Industrial \$330 (With Violation) \$440 Signs \$330 (With Violation) \$440
 House Moves \$330 Special Meetings (At discretion of Board) \$660

B. DRAWINGS 1-COPY & 1 DIGITAL COPY SUBMITTED AS A PDF

- Dimensioned Drawings and Plans
- Site/Plot Plan
- Existing or proposed buildings or addition on the property
- Number & location of all on-site parking, if applicable
- Existing & proposed distance to adjacent property lines
- Location of existing & proposed signs, if applicable
- Floor plans & elevations
- Any other information relevant to the Variance application



ZONING BOARD OF APPEALS APPLICATION

V. VARIANCE

A. VARIANCE (S) REQUESTED

DIMENSIONAL USE SIGN

There is a five-(5) hold period before work/action can be taken on variance approvals.

B. SIGN CASES (ONLY)

Your signature on this application indicates that you agree to install a **Mock-Up Sign** ten-(10) days before the schedule ZBA meeting. Failure to install a mock-up sign may result in your case not being heard by the Board, postponed to the next schedule ZBA meeting, or cancelled. A mock-up sign is **NOT** to be actual sign. Upon approval, the mock-up sign must be removed within five-(5) days of the meeting. If the case is denied, the applicant is responsible for all costs involved in the removal of the mock-up or actual sign (if erected under violation) within five-(5) days of the meeting.

C. ORDINANCE

City of Novi Ordinance, Section 3107 – Miscellaneous

No order of the Board permitting the erection of a building shall be valid for a period longer than one-(1) year, unless a building permit for such erection or alteration is obtained within such period and such erection or alteration is started and proceeds to completion in accordance with the terms of such permit.

No order of the Board permitting a use of a building or premises shall be valid for a period longer than one-hundred and eighty-(180) days unless such use is established within such a period; provided, however, where such use permitted is dependent upon the erection or alteration of a building such order shall continue in force and effect if a building permit for such erection or alteration is obtained within one-(1) year and such erection or alteration is started and proceeds to completion in accordance with the terms of such permit.

D. APPEAL THE DETERMINATION OF THE BUILDING OFFICIAL

PLEASE TAKE NOTICE:

The undersigned hereby appeals the determination of the Building Official / Inspector or Ordinance made

CONSTRUCT NEW HOME/BUILDING ADDITION TO EXISTING HOME/BUILDING SIGNAGE
 ACCESSORY BUILDING USE OTHER

VI. APPLICANT & PROPERTY SIGNATURES

A. APPLICANT

Stephen Wickens / Richard Tillman

Applicant Signature

12/16/2025

Date

B. PROPERTY OWNER

If the applicant is not the owner, the property owner must read and sign below:

The undersigned affirms and acknowledges that he, she or they are the owner(s) of the property described in this application, and is/are aware of the contents of this application and related enclosures.

Stephen Wickens

Property Owner Signature

12/16/2025

Date

VII. FOR OFFICIAL USE ONLY

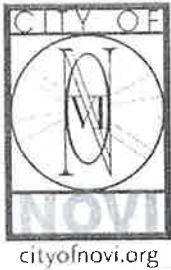
DECISION ON APPEAL:

GRANTED DENIED

The Building Inspector is hereby directed to issue a permit to the Applicant upon the following and conditions:

Chairperson Zoning Board of Appeals

Date



Community Development Department

45175 Ten Mile Road
Novi, MI 48375
(248) 347-0415 Phone
(248) 735-5600 Facsimile
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REVIEW STANDARDS SIGN VARIANCE

The Zoning Board of Appeals (ZBA) will review the application package and determine if the proposed Sign Variance meets the required standards for approval. In the space below, and on additional paper if necessary, explain how the proposed project meets each of the following standards. (Increased costs associated with complying with the Zoning Ordinance will not be considered a basis for granting a Sign Variance.)

Standard #1. Extraordinary Circumstances or Conditions.

Explain how the circumstances or physical conditions applying to the property that do not apply generally to other properties in the same Zone District or in the general vicinity. Circumstances or physical conditions may include:

a. **Shape of Lot.** A sign could not be placed in the location required by the Zoning Ordinance due to the shape, topography or other physical conditions of the lot or due to the location of an existing structure.

Not Applicable Applicable If applicable, describe below:

and/or

b. **Environmental Conditions.** A sign could not be placed in the location required by the Zoning Ordinance without removing or severely altering natural features, such as trees, topography, drainage courses or encroaching upon stormwater facilities.

Not Applicable Applicable If applicable, describe below:

and/or

c. **Abutting Property.** A sign could not be reasonably seen by passing motorists due to the configuration of existing buildings, trees, signs or other obstructions on an abutting property.

Not Applicable Applicable If applicable, describe below:

d. **Scale of Building or Lot Frontage.** A sign that exceeds permitted dimensions for area and/or height could be considered appropriate in scale due to the length of the building frontage (wall sign only) or length of the lot frontage (ground sign only).

Not Applicable Applicable

If applicable, describe below:

e. **Not Self-Created.** Describe the immediate practical difficulty causing the need for the Variance was not created by the applicant or any person having an interest in the sign, sign structure, or property.

Not Applicable Applicable

If applicable, describe below:

Standard #2. Limit Use of Property.

Explain how the failure to grant relief will unreasonably prevent or limit the use of the property and will result in substantially more than mere inconvenience or inability to attain a higher economic or financial return.

The building is intended to function as a hotel and the ability to clearly identify it as such through appropriate signage is a fundamental component of that use. The absence of clear identification undermines the essential functionality of the property, creates confusion for patrons attempting to locate the facility and diminishes the property's practical usability for its intended purpose.

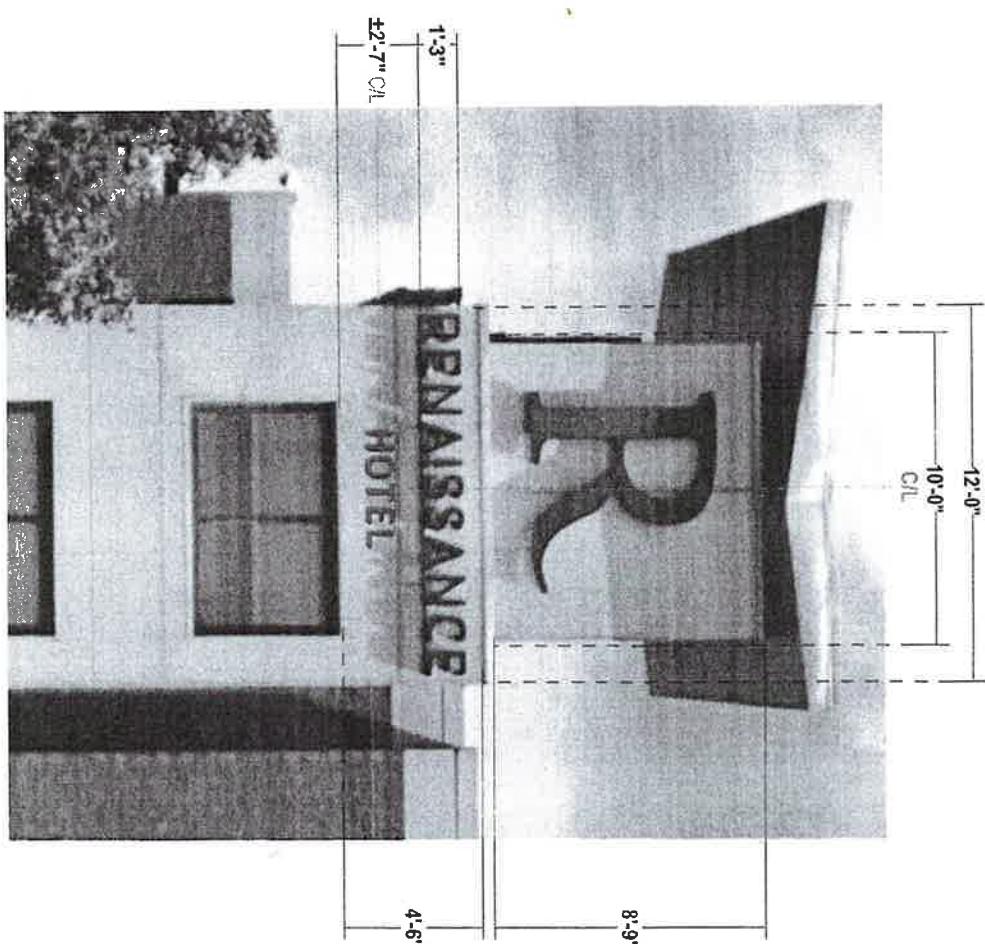
Standard #3. Adverse Impact on Surrounding Area.

Explain how the Sign Variance will not result in a use or structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is not inconsistent with the spirit and intent of this chapter.

The proposed signage is limited in scope, scale and placement and is directly related to identifying the lawful and existing use of the property. It does not introduce a new or intensified use nor does it generate additional traffic, noise or activity beyond what is already associated with the approved operation of the property.

E06 PROPOSED SOUTH ELEVATION

Scale: 1/4"=1'-0"



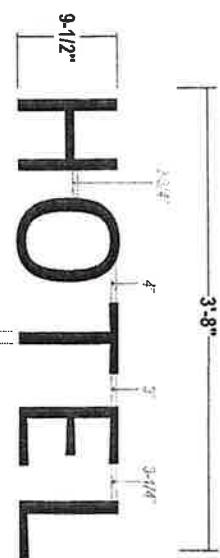
Add 'HOTEL' channel letter set below
existing 'RENAISSANCE' letters



Stratus

MARRIOTT
INTERNATIONAL

CLIENT:	Marriott	
ORDER NUMBER:	1241219	PROJECT NUMBER:
	85890	Rev. #
SITE NUMBER:	700891	Rev. #
ADDRESS:	27750 NOVI ROAD	DATE/AVAIL:
PAGE NO.:	9	DESCRIPTION:
ELECTRONIC FILE NAME:	GACOUNTSMARROTTRENAISSANCEHOTELS2022NOMI	
REMARKS:	Renaissance Novi Production R11	
TEL: 513-701-1000	FAX: 513-701-1001	
WEB: onestratus.com	EMAIL: onestratus@stratus.com	
MAIL: P.O. Box 1000	Cincinnati, OH 45236-1000	
PHONE: 513-701-1000	FAX: 513-701-1001	
888-503-1589	888-503-1589	



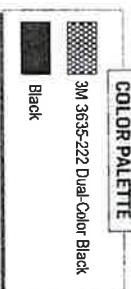
Channel Letter Specifications:
 Construction: .050" aluminum channel letter with .063" with aluminum backs/
 3" deep returns
 Face Material: 3/16" 2447 white acrylic
 Decoration: Dual-Color Black film
 Trim Cap: 1" Black
 Illumination: GE 7100K White LED's as required
 or Sloan Prism 24 6500K White LED's as required
Remote Power Supplies

Exterior Finish: Pre-finished Black
Interior Finish: Paint reflective white/powder coating RAL9003, glossy finish
Quantify: TOTAL(1) ONE CHANNEL LETTER SET REQUIRED FOR SOUTH SIDE OF TOWER

Install & Quantity:

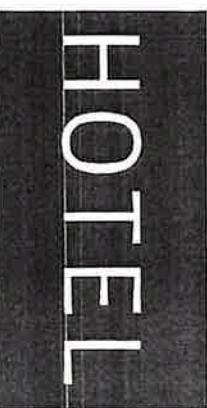
Install:
 Thru bolted using all thread into blocking as required;
 " standard length of threaded rod will be supplied unless otherwise noted;
 " 8" threaded rod into blocking or Stratus approved equivalent;
 2" J-clips used to keep letters 2" from wall

Paint finish to be satin unless otherwise specified



*Electrical Bridges as required:
 1 1/4" Alum. Square Tube
 Lengths noted in Magenta*

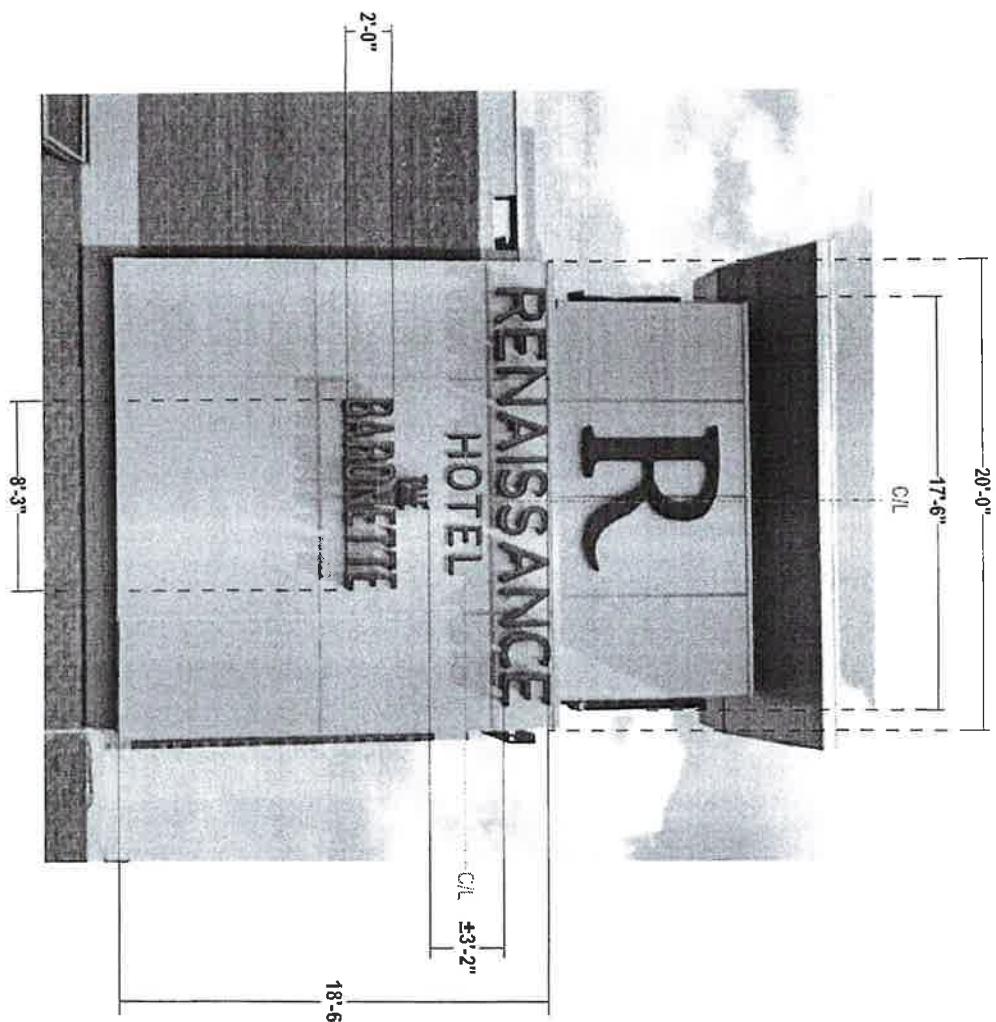
Stratus	
onestratus.com	onestratus.com
Business Unit Manager	Business Unit Manager
888-503-1569	888-503-1569
27790 NOVI ROAD	27790 NOVI ROAD
NOVI, MI 48377	NOVI, MI 48377
10	10



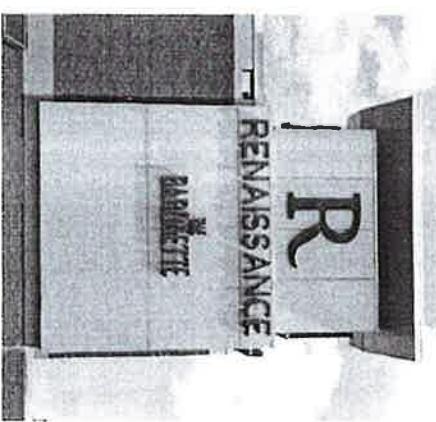
E05

PROPOSED WEST ELEVATION

Scale 3'16"-1'-0"



Add 'HOTEL' channel letter set below
existing 'RENAISSANCE' letters



Stratus
onestratus.com
3990 Towne Center
Minnetonka, Minn. 55345
888.503.3669

CLIENT:	Marriott INTERNATIONAL	ORDER NUMBER:	PROJECT NUMBER:	Rev #	Req #	Done/Notist	Description
		1241219	85690	Original	39571	07/07/22 AD	
				Rev 1	40294	07/19/23 MS	
				Rev 2	44443	07/17/23 ZSA	
				Rev 3	48345	08/15/24 ZMA	
				Rev 4	52785	08/17/25 ZSA	
				Rev 5	56760	08/17/25 ZSA	
				Rev 6	591230	08/17/25 RH	
							09/05/25 RH

27790 NOVI ROAD
NOVI, MI 48377

FACE LIT CHANNEL LETTERS

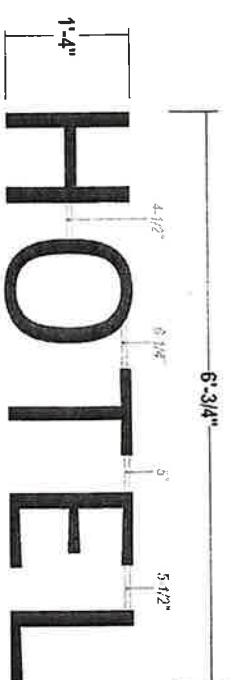
E05

Scale: 3/4"=1'-0"

FL16.i.ac.50

8. square feet

SIMULATED NIGHT VIEW



Channel Letter Specifications:

Construction: .050" aluminum channel letter with .063" with aluminum backs/
3" deep returns

Face Material: 3/16" 2447 white acrylic
Coronation:

Dual-Color Black film

Trim Cap:
1" Black

Illumination: GE 7100K White LED's as required
or Sloan Prism 24 6500K White LED's as required

Remote Power Supplies

Exterior Finish:

Pre-finished Black

Interior Finish:

Paint reflective white/powder coating RAL9003, glossy finish

Install & Quantity:

Install:
Thru bolted using all thread into blocking as required;
" standard length of threaded rod will be supplied unless otherwise noted;

3" threaded rod into blocking or Stratus approved equivalent;

2" J-clips used to keep letters 2" from wall

Quantity:

TOTAL (1) ONE CHANNEL LETTER SET REQUIRED FOR WEST SIDE OF TOWER

Paint finish to be satin unless otherwise specified



Stratus

onestratus.com
1997 Taylor Boulevard
Novi, MI 48377
888-503-1569

CLIENT:	Marriott	
ADDRESS:	27780 Novi Road	NOVI, MI 48377
PAGE NO.:	8	
PHONE NUMBER:	248-349-2500	
EMAIL ADDRESS:	onestratus.com	