



## COMMUNITY DEVELOPMENT DEPARTMENT

45175 Ten Mile Road  
Novi, MI 48375  
(248) 347-0415 Phone  
(248) 735-5600 Facsimile  
[www.cityofnovi.org](http://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. \_\_\_\_\_.

**Zoning Board of Appeals**

Renaissance Hotel

Case # PZ25-0071

February 10, 2026

Page 3 of 3

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



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(248) 347-0415 Phone  
(248) 735-5600 Facsimile  
www.cityofnovi.org

## ZONING BOARD OF APPEALS APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

RECEIVED

DEC 30 2025

CITY OF NOVI  
COMMUNITY DEVELOPMENT

Application Fee: \$330.00  
Meeting Date: 2/10/26  
ZBA Case #: PZ 25-0071

### I. PROPERTY INFORMATION (Address of subject ZBA Case)

PROJECT NAME / SUBDIVISION

Renaissance Hotel

ADDRESS

27790 Novi Rd

LOT/SUITE/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

TELEPHONE NO.

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 OWNER

Identify 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 28-5 Variance requested To Allow an Additional Wall Sign (PS25-0131)  
2. Section 28-5 Variance requested To Allow an Additional Wall Sign (PS25-0132)  
3. Section \_\_\_\_\_ Variance requested \_\_\_\_\_  
4. Section \_\_\_\_\_ Variance requested \_\_\_\_\_

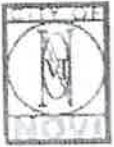
### IV. FEES AND DRAWINGS

#### 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  
Applicant Signature

Richard Tellman

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



cityofnovi.org

## Community Development Department

45175 Ten Mile Road  
Novi, MI 48375  
(248) 347-0415 Phone  
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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.

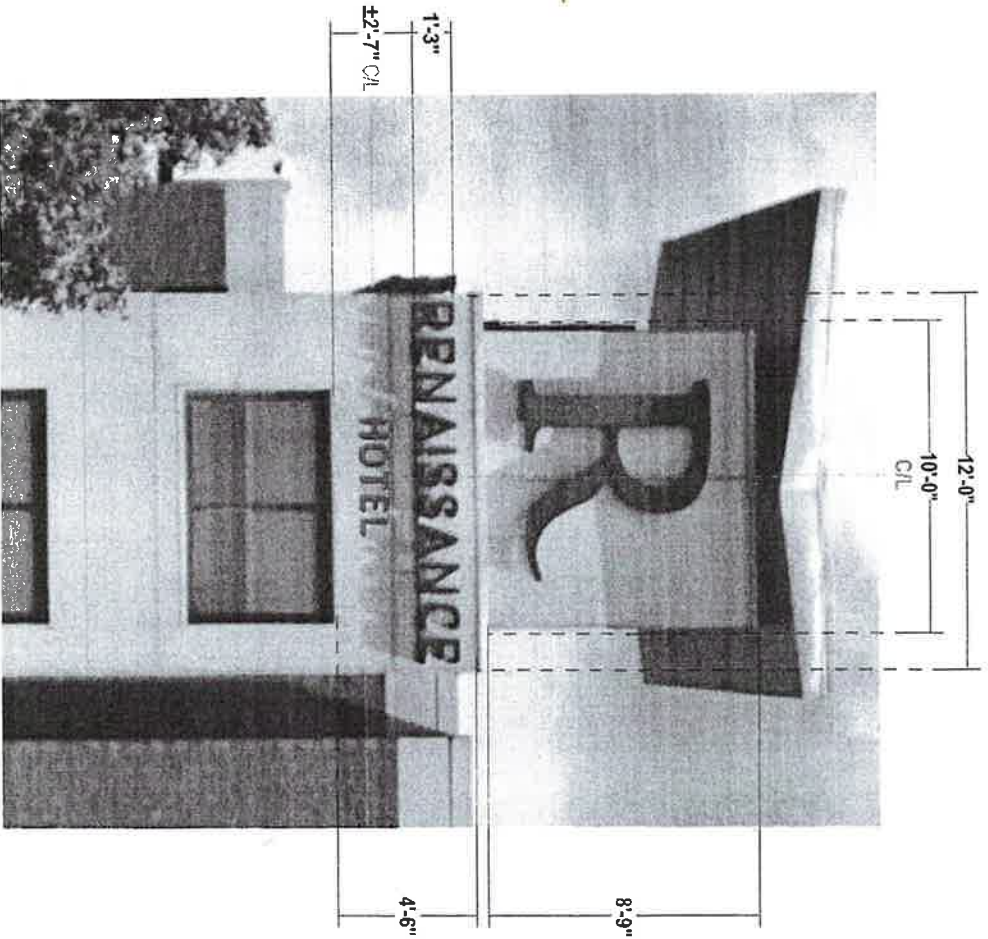
The building is intended to function as a hotel and the ability to clearly identify it as such through appropriate signage is a fundamental component of that use. The absence of clear identification undermines the essential functionality of the property, creates confusion for patrons attempting to locate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

PROPOSED SOUTH ELEVATION



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

Stratus

onestratus.com

1111 River Road  
Warren, Ohio 44080  
388.503.1589

CLIENT:	Marriott INTERNATIONAL		
ADDRESS:	2750 NOW/ROAD NOVI, MI 48377		
PAGE NO:	9		
ORDER NUMBER:	1241219	PROJECT NUMBER:	85880
SITE NUMBER:	700891	PROJECT MANAGER:	KRISTIE WEESE
ELECTRONIC FILE NAME:	G:\ACCOUNTS\MARriott\RENAISSANCE HOTEL\SC022\MAIN\Novi Renaissance Novi Production_R11		

Rev #	Rev #	Date/Time	Description	Rev #	Rev #	Date/Time	Description
Original	38671	01/07/22 RD		Rev 7	55183	09/10/25 2:50P	
Rev 1	40954	07/13/21 MS		Rev 8	55453	09/24/25 9:10A	Added page to SOW
Rev 2	44413	03/01/22 2:50P		Rev 9	55543	09/24/25 2:50P	
Rev 3	49345	10/15/24 2:50P		Rev 10	55743	10/09/25 2:50P	Confirmed survey & added electrical to SOW
Rev 4	51785	08/17/25 2:50P		Rev 11	55795	10/13/25 2:50P	
Rev 5	54670	08/17/25 2:50P		Rev 12	55993	10/22/25 9:11A	
Rev 6	55120	09/05/25 9:11A					



E06

FACE LIT CHANNEL LETTERS

FL9.i.ac.so  
3 square feet

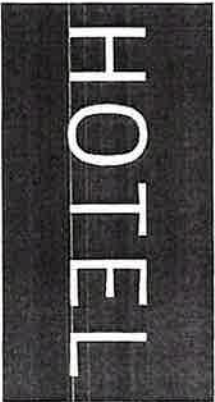
SIMULATED NIGHT VIEW

3'-8"

9'-1/2"

1-1/4" stroke

Electrical Bridges as required:  
1"x1" Alum. Square Tube  
Lengths noted in Mfg. data



HOTEL

Channel Letter Specifications:

Construction:

.060" aluminum channel letter with .063" with aluminum backs/  
3" deep returns

Face Material:

3/16" 2447 white acrylic

Coloration:

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;

3/8" 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 SOUTH SIDE OF TOWER

Paint finish to be satin unless otherwise specified



Stratus

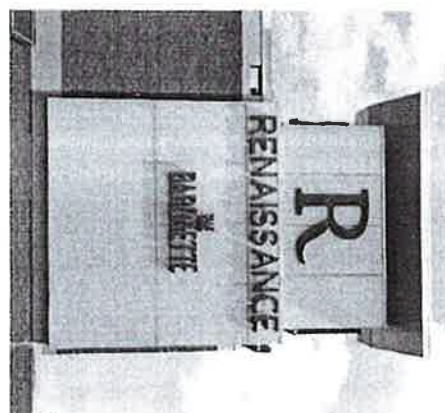
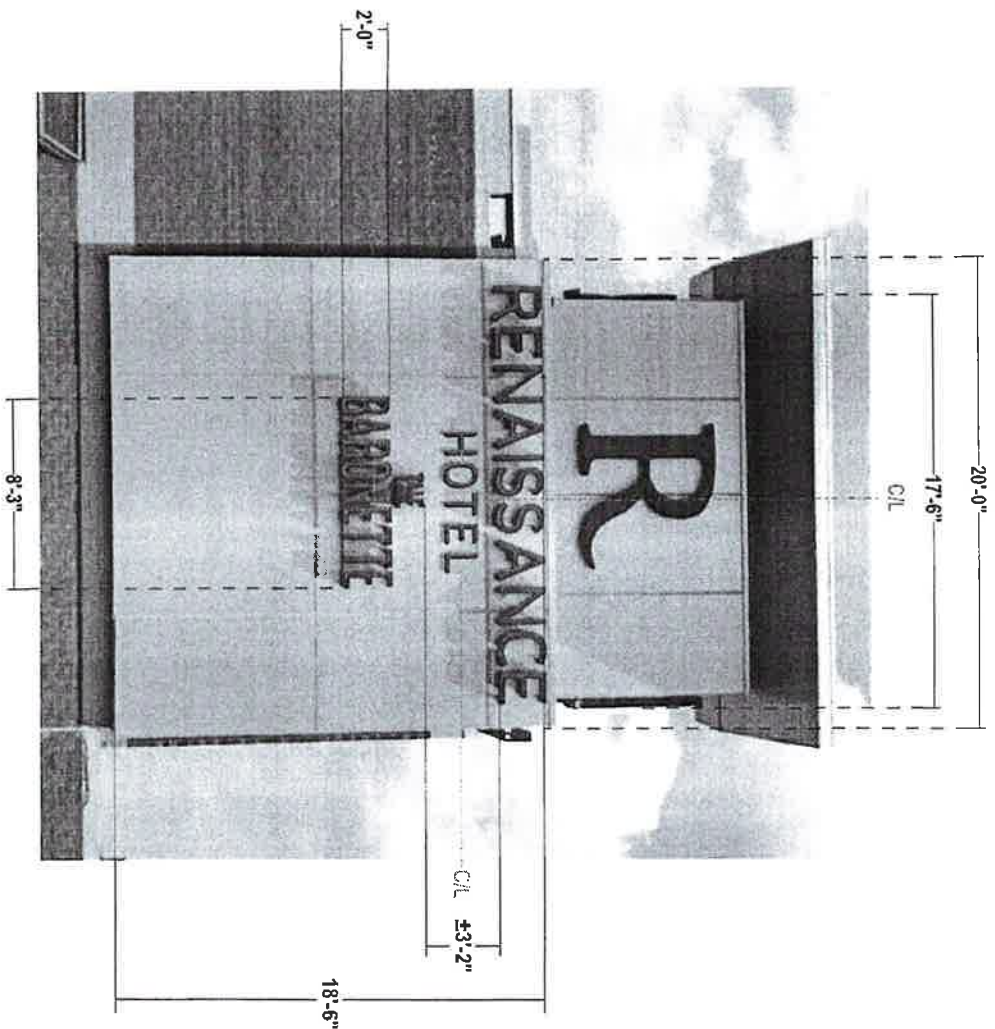
onestratus.com

8155 Tyne Road  
Mentor, Ohio 44060  
888.5.03.1559

CLIENT	ORDER NUMBER	PROJECT NUMBER
Marriott INTERNATIONAL	1241219	85890
ADDRESS	SITE NUMBER	PROJECT MANAGER
27790 NOVI ROAD NOVI, MI 48377	700891	KRISTIE WEESE
PAGE NO.	ELECTRONIC FILE NAME	
10	GAACCOUNT\SWAMPBROTT\REMISSANCE HOTEL\2022\NIMMol	
	Remittance_Novi_Production_R11	

Rev #	Rev #	Date/Print	Description	Rev #	Rev #	Date/Print	Description
Original	35871	07/07/22 MO		Rev 7	551853	02/10/25 2:59	
Rev 1	439354	07/17/22 MS		Rev 8	554151	09/24/25 2:59	Added page to SOW
Rev 2	444413	08/01/22 2:54		Rev 9	555158	09/30/25 2:48	
Rev 3	498135	10/15/22 2:54		Rev 10	557452	10/08/25 2:50	Added electrical bridge
Rev 4	537255	08/17/25 2:54		Rev 11	557755	10/13/25 2:44	Removed tie lines
Rev 5	546700	09/12/25 BH		Rev 12	559803	10/22/25 BH	Updated specs
Rev 6	551230	09/25/25 BH					

PROPOSED WEST ELEVATION



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

<b>Stratus</b> onestatus.com 3959 Tyler Road Mantua, Ohio 44060 888.503.1569							
CLIENT: <b>Marriott International</b>							
ADDRESS: 27790 NOW/ROAD NOVI, MI 48377	PAGE NO: 7						
ORDER NUMBER: 1241219	PROJECT NUMBER: 85890						
SITE NUMBER: 700891	PROJECT MANAGER: KRISTIE WESE						
ELECTRONIC FILE NAME: G:\ACCOMTS\MAR\RIOTT\RENAISSANCE HOTEL\S2022\H00\ Renaissance_Novi_Production_R11							
Rev #	Rev #	Date/Time	Description	Rev #	Rev #	Date/Time	Description
Original	39871	07/07/22 MD		Rev 7	551953	09/17/25 2:3N	
Rev 1	40094	07/10/23 MS		Rev 8	554451	09/24/25 BLB	Add page to SOW
Rev 2	44413	09/10/23 Z-SK		Rev 9	555456	10/07/25 2:4J	
Rev 3	49845	10/15/24 Z-MK		Rev 10	557452	10/07/25 2:4N	Confirm net survey & added electrical layouts
Rev 4	517265	08/17/25 Z-SK		Rev 11	557795	10/07/25 2:4N	
Rev 5	556760	08/17/25 BH		Rev 12	559903	10/27/25 RH	
Rev 6	551230	12/30/25 BH					

Channel Letter Specifications:

Construction:

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

Face Material:

3/16" 2447 white acrylic

Coloration:

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;

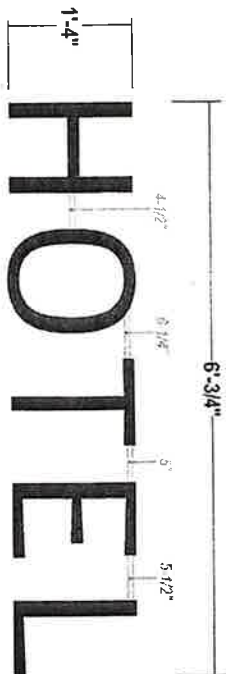
3" threaded rod into blocking or Stratus approved equivalent;

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



Letter Bridges as required:  
x 1" Alum. Square 100g  
Lengths noted in Megafile



Stratus

onestratus.com

1931 W. BROADWAY  
MONTICELLO, OHIO 44060  
888.503.1569

CLIENT:	<b>Marriott</b> INTERNATIONAL
ADDRESS:	27790 NOVI ROAD NOVI, MI 48377
PAGE NO.:	8
ORDER NUMBER:	1241219
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ELECTRONIC FILE NAME:	GAACCOMTMMARPRODTTRENWISSANCEHOTELS2022WIMNOVI Rendessing, Novi, Production, R11

Rev #	Req #	Date/Active	Description	Rev #	Req #	Date/Active	Description
Original	38871	07/20/22 MD		Rev 7	55183	09/10/25 ZSN	
Rev 1	43554	07/19/23 MS		Rev 8	55451	09/24/25 BLB	Added page to SDW
Rev 2	44413	09/01/23 ZSA		Rev 9	55453	09/30/25 ZAN	
Rev 3	49835	10/15/24 ZKA		Rev 10	55762	10/08/25 ZRU	Added detached bridges
Rev 4	53785	08/17/25 ZSA		Rev 11	55775	10/13/25 ZMA	Removed letters
Rev 5	54670	08/12/25 RH		Rev 12	55780	10/22/25 RH	Updated specs
Rev 6	55120	08/05/25 RH					