



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

ZONING BOARD APPEALS DATE: January 11, 2022

REGARDING: 26222 Novi Road 100, Parcel # 50-22-14-352-002 (PZ21-0079)

BY: Larry Butler, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Metro Detroit Signs / Sleep Number

Variance Type

Sign Variance

Property Characteristics

Zoning District:	Town Center
Location:	East of Novi Road and North of Grand River Avenue
Parcel #:	50-22-14-352-002

Request

The applicant is requesting variance from the City of Novi Code of Ordinances Section 28-5(d)(2) for the installation of a 52.87 square foot illuminated wall sign on the east elevation of the building (24 square feet allowed, variance of 28.87 square feet). This property is zoned Town Center (TC).

II. STAFF COMMENTS:

III. RECOMMENDATION:

The Zoning Board of Appeals may take one of the following actions:

1. I move that we **grant** the variance in Case No. **PZ21-0079**, sought by _____, for _____ because Petitioner has shown practical difficulty requiring _____.
 - (a) Without the variance Petitioner will be unreasonably prevented or limited with respect to use of the property because _____.
 - (b) The property is unique because _____.
 - (c) Petitioner did not create the condition because _____.

_____.

(d) The relief granted will not unreasonably interfere with adjacent or surrounding properties because_____.

_____.

(e) The relief if consistent with the spirit and intent of the ordinance because

_____.

_____.

(f) The variance granted is subject to:

1. _____.

2. _____.

3. _____.

4. _____.

2. I move that we **deny** the variance in Case No. **PZ21-0079**, sought by _____,
for _____ because Petitioner has not shown
practical difficulty requiring _____.

(a) The circumstances and features of the property including _____ are not unique because they exist generally throughout the City.

(b) The circumstances and features of the property relating to the variance request are self-created because _____.

(c) The failure to grant relief will result in mere inconvenience or inability to attain higher economic or financial return based on Petitioners statements that _____.

(d) The variance would result in interference with the adjacent and surrounding properties by _____.

(e) Granting the variance would be inconsistent with the spirit and intent of the ordinance to _____.

Should you have any further questions with regards to the matter please feel free to contact me at (248) 347-0417.

Larry Butler
Deputy Director Community Development, City of Novi

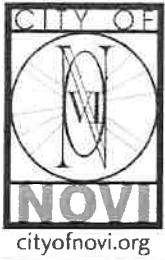


45175 Ien Mile Road
 Novi, MI 48375
 (248) 347-0415 Phone
 (248) 735-5600 Facsimile
 www.cityofnovi.org

ZONING BOARD OF APPEALS APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

I. PROPERTY INFORMATION (Address of subject ZBA Case)				Application Fee: _____	
PROJECT NAME / SUBDIVISION Sleep Number - variance for wall sign on east elevation				Meeting Date: _____	
ADDRESS 26222 Novi Rd		LOT/SUITE/SPACE #		ZBA Case #: PZ _____	
SIDWELL # 50-22-_____		May be obtain from Assessing Department (248) 347-0485			
CROSS ROADS OF PROPERTY NE corner of Novi Rd and Crowe Dr.					
IS THE PROPERTY WITHIN A HOMEOWNER'S ASSOCIATION JURISDICTION? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO			REQUEST IS FOR: <input type="checkbox"/> RESIDENTIAL <input type="checkbox"/> COMMERCIAL <input type="checkbox"/> VACANT PROPERTY <input checked="" type="checkbox"/> SIGNAGE		
DOES YOUR APPEAL RESULT FROM A NOTICE OF VIOLATION OR CITATION ISSUED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO					
II. APPLICANT INFORMATION					
A. APPLICANT		EMAIL ADDRESS kdeters@metrosal.com		CELL PHONE NO. 586-557-4189	
NAME Kevin Deters				TELEPHONE NO. 586-759-2700	
ORGANIZATION/COMPANY Metro Detroit Signs				FAX NO. 586-759-2703	
ADDRESS 11444 Kaltz Ave		CITY Warren		STATE MI	ZIP CODE 48089
B. PROPERTY OWNER <input type="checkbox"/> CHECK HERE IF APPLICANT IS ALSO THE PROPERTY OWNER					
Identify the person or organization that owns the subject property:		EMAIL ADDRESS development@alrigusa.com		CELL PHONE NO. 989-615-7582	
NAME Gabriel Schuchman				TELEPHONE NO. 248-646-9999	
ORGANIZATION/COMPANY Novi Retail Management LLC				FAX NO.	
ADDRESS 30200 Telegraph Rd, Suite 205		CITY Bingham Farms		STATE MI	ZIP CODE 48025
III. ZONING INFORMATION					
A. ZONING DISTRICT					
<input type="checkbox"/> R-A <input type="checkbox"/> R-1 <input type="checkbox"/> R-2 <input type="checkbox"/> R-3 <input type="checkbox"/> R-4 <input type="checkbox"/> RM-1 <input type="checkbox"/> RM-2 <input type="checkbox"/> MH <input type="checkbox"/> I-1 <input type="checkbox"/> I-2 <input type="checkbox"/> RC <input checked="" type="checkbox"/> TC <input type="checkbox"/> TC-1 <input type="checkbox"/> OTHER _____					
B. VARIANCE REQUESTED					
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:					
1. Section 25-5(d)(2)		Variance requested Install a 52.875 sq ft wall sign on the east elevation			
2. Section _____		Variance requested _____			
3. Section _____		Variance requested _____			
4. Section _____		Variance requested _____			
IV. FEES AND DRAWINGS					
A. FEES					
<input type="checkbox"/> Single Family Residential (Existing) \$200 <input type="checkbox"/> (With Violation) \$250 <input type="checkbox"/> Single Family Residential (New) \$250 <input type="checkbox"/> Multiple/Commercial/Industrial \$300 <input type="checkbox"/> (With Violation) \$400 <input checked="" type="checkbox"/> Signs \$300 <input type="checkbox"/> (With Violation) \$400 <input type="checkbox"/> House Moves \$300 <input type="checkbox"/> Special Meetings (At discretion of Board) \$600					
B. DRAWINGS 1-COPY & 1 DIGITAL COPY SUBMITTED AS A PDF					
<ul style="list-style-type: none"> • 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 			<ul style="list-style-type: none"> • 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 		



Community Development Department

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

**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:

The proposed 52.875 sq foot wall sign on the east elevation would be much more proportionate in size compared to a conforming 24 sq foot wall sign. The elevation is 44 feet wide, and a 24 sq foot sign would seem disproportionately small. It is also essential for Sleep Number to have adequate visibility on the east elevation because that is the location of their main entrance.

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:

The need for this variance was not created by Sleep Number because they are moving in to an existing multi-tenant building.

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.

A conforming 24 sq foot wall sign on the east elevation would seem disproportionately small. It is also essential for Sleep Number to have adequate visibility on the east elevation because that is the location of their main entrance.

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.

This variance, if granted, would not have a negative impact on surrounding properties. The proposed wall sign is proportionate in size to the east elevation, and the sign would be installed above the main entrance at Sleep Number. The proposed sign would not cause a safety or traffic hazard because the east elevation is only visible from the parking lot. It is not visible from Novi Rd.

LEGEND	
Front Elevation (East)	S1
Rear Elevation (West)	S2
Parking Sign	PS1

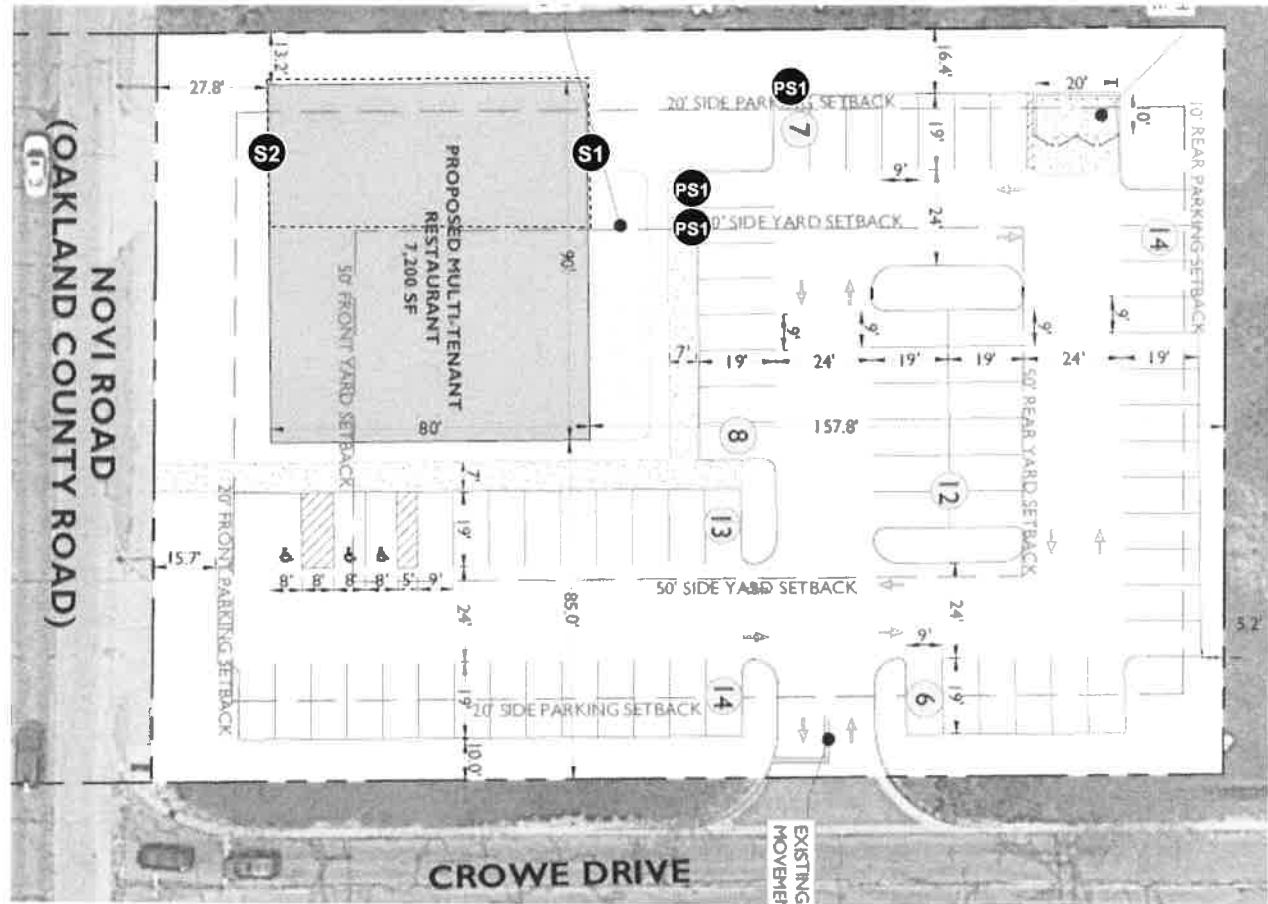


Site Plan - Overview

Project No.	202654
Project	Signage Package
Location	26222 Novi Rd Novi, MI 48375
Orig. Draft	09.24.20
Project Mgr.	Jim Zook
Designer	Liz Morgan
Rev. Art	N/A
Rev. Date	00.00.00
Page Rev.	000
Rev. Details	N/A

This sign design is exclusive property of Identiti Resources, LTD., and is the result of the original and creative work of it's employees. This drawing is submitted to the customer for the sole purpose of purchase of the design or signage manufactured to this design, by Identiti Resources, LTD. Distribution to or use of this sign design by anyone outside of the customer's organization, without expressed, written authorization by Identiti Resources, LTD. is prohibited.

IDENTITI
 425 N Martingale Rd
 18th Floor
 Schaumburg, IL 60173
 Office 847.301.0510
 identiti.net



East elevation - variance required

Front (East) Store Elevation

S1-1

Proposed Signage = 52.9 SF

Relevant Signage Code

1.25 SF per lineal foot tenant store frontage

44' x 1.25 = 55.0 SF

Sign Type

LED Channel Letters, Front-Lit on Backer

Mounting

Flush Mounted

Color Palette

Face: White

■ Vinyl: Orscal 591 Translucent Blue

■ Trim Cap, Return, & Backer: MP 14112 Blue

N/A

N/A

Project No. 202654

Project Signage Package

Location 26222 Novi Rd
Novi, MI 48375

Orig. Draft 09.24.20

Project Mgr. Jim Zook

Designer Liz Morgan

Rev. Art Lila Roblin

Rev. Date 01.13.2020

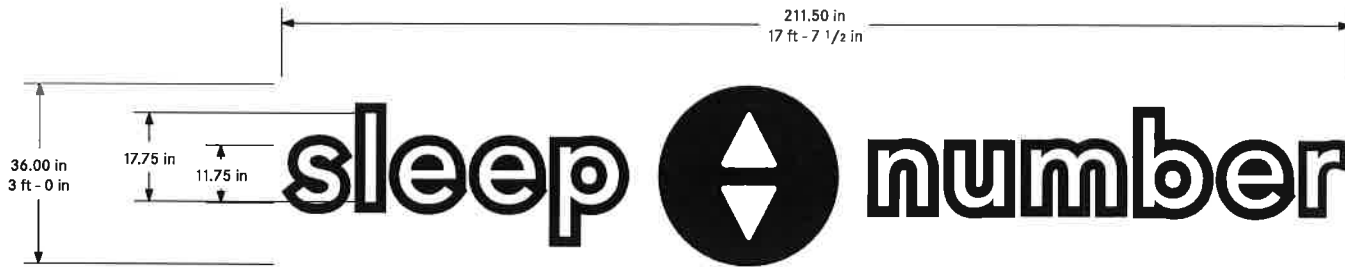
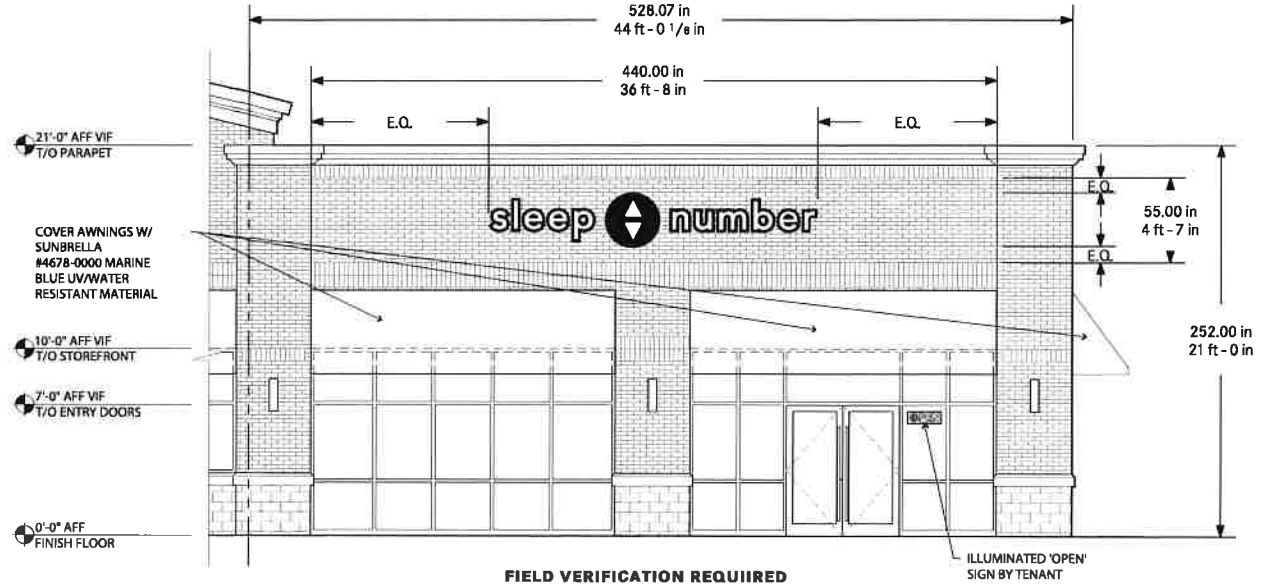
Page Rev. 001

Rev. Details New Arch Drawings

This sign design is exclusive property of Identiti Resources, LTD., and is the result of the original and creative work of it's employees. This drawing is submitted to the customer for the sole purpose of purchase of the design or signage manufactured to this design, by Identiti Resources, LTD. Distribution to or use of this sign design by anyone outside of the customer's organization, without expressed, written authorization by Identiti Resources, LTD. is prohibited.

IDENTITI

425 N Martingale Rd
18th Floor
Schaumburg, IL 60173
O ce 847.301.0510
identiti.net



West elevation - Sign already approved

Rear (West) Store Elevation

S2-1

Proposed Signage = 52.9 SF

Relevant Signage Code

1.25 SF per linear foot tenant store frontage

44' x 1.25 = 55.0 SF

Sign Type

LED Channel Letters, Front-Lit on Backer

Mounting

Flush Mounted

Color Palette

Face: White

■ Vinyl: Oracal 591 Translucent Blue

■ Trim Cap, Return, & Backer: MP 14112 Blue

N/A

N/A

Project No. 202654

Project Signage Package

Location 26222 Novi Rd
Novi, MI 48375

Orig. Draft 09.24.20

Project Mgr. Jim Zook

Designer Liz Morgan

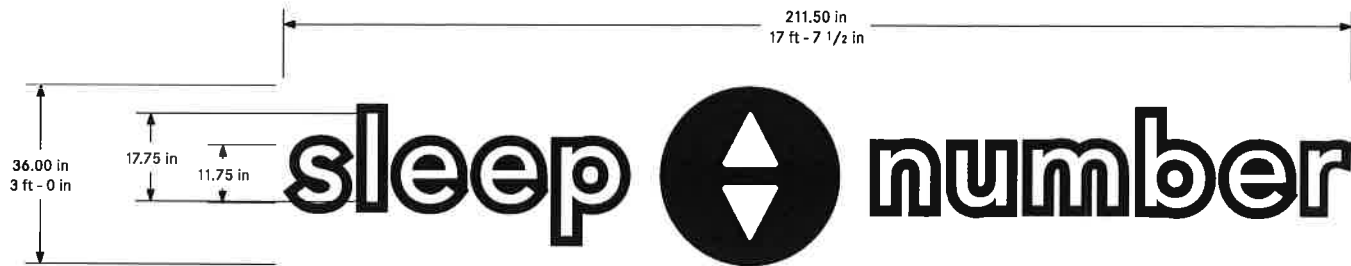
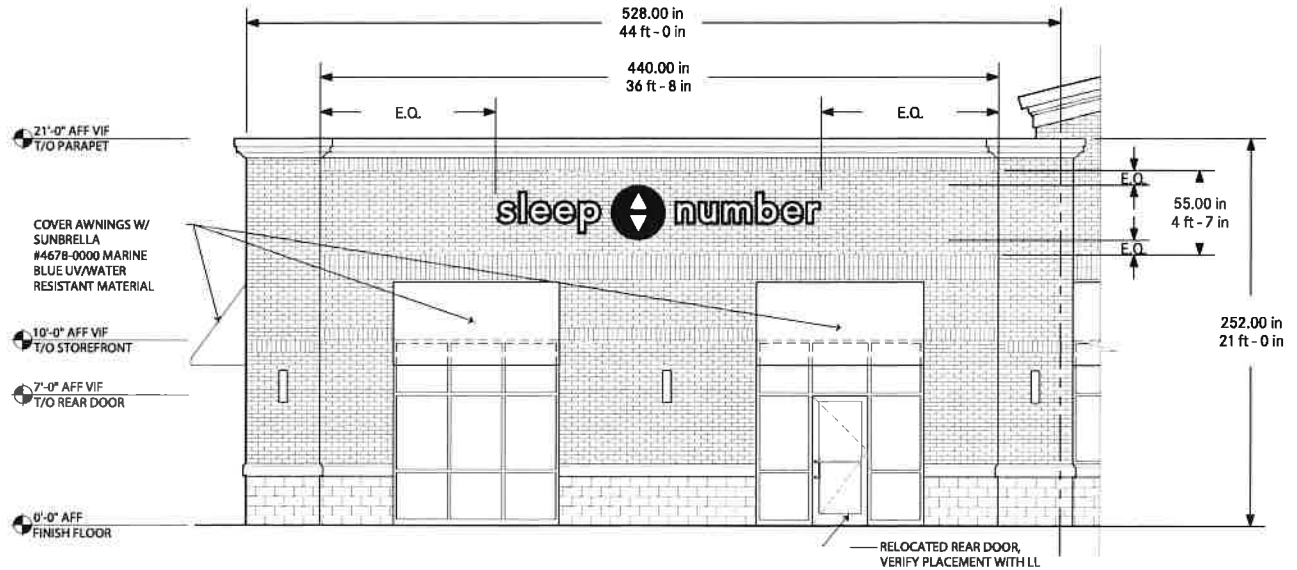
Rev. Art Lila Roblin

Rev. Date 01.13.2020

Page Rev. 001

Rev. Details New Arch Drawings

This sign design is exclusive property of Identiti Resources, LTD., and is the result of the original and creative work of its employees. This drawing is submitted to the customer for the sole purpose of purchase of the design or signage manufactured to this design, by Identiti Resources, LTD. Distribution to or use of this sign design by anyone outside of the customer's organization, without expressed, written authorization by Identiti Resources, LTD. is prohibited.



IDENTITI
425 N Martingale Rd
18th Floor
Schaumburg, IL 60173
O ce 847.301.0510
identiti.net