



**ZONING BOARD OF APPEALS**  
**CITY OF NOVI**  
**Community Development Department**

**Case No. PZ14-0029 Home Goods**

**Location: 43655 West Oaks Drive**

**Zoning District: RC, Regional Center District**

The applicant is requesting a variance from CITY OF NOVI, CODE OF ORDINANCES, Section 28-5(2)b.1.(a) (i)a to allow an oversize sign of 104.16 square feet located on the front elevation of a retail tenant suite. The property is located west of Novi Road and south of 12 Mile Road.

**Ordinance Sections:**

CITY OF NOVI, CODE OF ORDINANCES, Section 28-5(2)b.1.(a) (i)a, permits a single wall sign of 65 S.F. maximum for each business storefront in the RC, Regional Center District.

**City of Novi Staff Comments:**

The applicant is requesting approval for installation of a wall sign for an existing retail business. The applicant is entitled to a single wall sign of 65 square feet maximum under the Novi Sign Ordinance. The applicant is requesting to install an oversize sign of 104.16 square foot on the front side. Staff cannot support the request as the failure to grant relief will not 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.

**Standards for Granting a Sign Variance**

CITY OF NOVI, CODE OF ORDINANCES, Section 28-16 addresses Sign Variance Appeals:

- 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, specifically\_\_\_\_\_.
- 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 \_\_\_\_\_.
- The grant of relief will not result in a use of 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 of the ordinance because\_\_\_\_\_.

RECEIVED

JUN 1 8 2014



ZONING BOARD OF APPEALS APPLICATION

CITY OF NOVI

CITY OF NOVI  
COMMUNITY DEVELOPMENT

Community Development Department

(248) 347-0415

For Official Use Only

ZBA meeting date

August

ZBA Case No.

P214-0029

Check# \_\_\_\_\_ Include payment with cash or check written to "City of Novi"

TO BE COMPLETED BY APPLICANT - PLEASE PRINT

\*\*\*Please submit one original full set of all documentation relevant to the appeal plus 14 additional complete sets.

Applicant's Name Metro Detroit Signs Date \_\_\_\_\_

Company (if applicable) Metro Detroit Signs

Address\* 23544 Hoover Rd City Warren

State MI Zip code 48089 \*Where all case correspondence is to be mailed

Applicant's E-mail address kdeters@metrodetroitssigns.com

Phone number 586-759-2700 Fax number 586-759-2703

Request is for:

- Residential
- Vacant property
- Commercial
- Signage

Address of subject ZBA case 43655 West Oaks Dr. Zip code 48377

Cross roads of property between Karevich Dr. & Novi Road (at the West Oaks Shopping Center)

Sidwell number 50-22- 15-200-101 May be obtained from Assessing Department (248) 347-0485

Is the property within a Homeowner's Association jurisdiction?

- Yes
- No

Zoning (Please circle one)

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

Property owner name (if other than applicant)

Scheffman Property Group

Does your appeal result from a Notice of Violation or Citation Issued?

- Yes
- No

Indicate Ordinance section(s) and variances requested:

- |    |         |                             |                    |   |
|----|---------|-----------------------------|--------------------|---|
| 1. | Section | <u>28-5 (2)b.1.(a)(i)a.</u> | Variance requested | <u>To install a 104.16 sq. foot wall sign for HomeGoods</u> |
| 2. | Section | _____                       | Variance requested | _____   |
| 3. | Section | _____                       | Variance requested | _____   |
| 4. | Section | _____                       | Variance requested | _____   |

Please submit an accurate, scaled drawing of the property showing:

- a. All property lines and dimensions correlated with the legal description.
- b. The location and dimensions of all existing and proposed structures and uses on property.
- c. Any roads, easements, drains, or waterways which traverse or abut the property and the lot area and setback.
- d. Dimensions necessary to show compliance with the regulations of this Ordinance.

State the practical difficulties which prevent conformance with the Zoning Ordinance requirements (attach separate sheet if necessary):

The facade at this HomeGoods location is going to be re-done, and a 65 sq. foot wall sign would no longer look proportionate on the new storefront.

Describe any unique circumstances regarding the property (i.e., shape, topography, etc.) which are not common to other properties in the area and which prevent strict compliance with the Zoning Ordinance:

The new HomeGoods storefront will have a much wider sign band than it did before the remodel. Therefore, a conforming 65 sq. foot wall sign will seem proportionately smaller than the sign that HomeGoods had previously.

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

**SIGN CASES ONLY:**

Your signature on this application indicates that you agree to install a Mock-Up Sign ten (10) days before the scheduled ZBA meeting. Failure to install a mock-up sign may result in your case not being heard by the Board, postponed to the next scheduled ZBA meeting, or cancelled. A mock-up sign is NOT to be the 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.

**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.

**PLEASE TAKE NOTICE:**

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

- Construct new home/building
- Accessory building
- Use
- Addition to existing home/building
- Signage
- Other

Dmitry Datta  
Applicants Signature

6-12-14  
Date

V.P. Schotkstein Property Owners  
Property Owners Signature

6/13/14  
Date

**DECISION ON APPEAL**

\_\_\_\_\_ Granted

\_\_\_\_\_ Denied

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

\_\_\_\_\_  
Chairperson, Zoning Board of Appeals

\_\_\_\_\_  
Date





DATE: 6/16/14

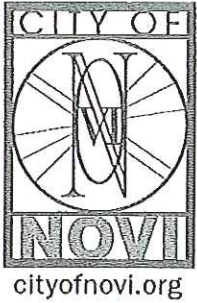
TO: City of Novi ZBA

FROM: Kevin Deters  
Metro Detroit Signs

RE: HomeGoods wall sign – 43855 West Oaks Dr.

We applied for permits for a 104.16 sq. foot wall sign at this HomeGoods location, and our permit application was denied because the ordinance allows a maximum of 65 sq. feet for wall signage at this site. The HomeGoods storefront is being re-done. Their old neon wall sign was 63.75 sq. feet (2.5' x 25.5'). However, HomeGoods' new facade is going to be much wider than it was previously. Therefore, a 65 sq. foot wall sign would look much smaller proportionately than it did with their old storefront layout. That is why we are asking for a larger wall sign.

I look forward to meeting with you at the 8/12/14 ZBA meeting to discuss this project. Feel free to call me at (586)759-2700 if anything else is needed. Thank you for your assistance.



# Denial Letter

May 20, 2014

Metro Detroit Signs  
23544 Hoover Road  
Warren, Michigan 48089

RE: HOME GOODS – 43655 West Oaks

The sign permit application for the above location has been reviewed and denied.

Sign Code Section 28-5 (2)b.1.(a)(i)a. permits 1-1/4 square foot of sign for each lineal foot of building frontage with a maximum of 65 square feet. The proposed sign is 104.16 square feet.

Should you wish to request consideration of a variance from the Zoning Board of Appeals you may do so by contacting the board secretary, Angie Pawlowski at 248-347-0459.

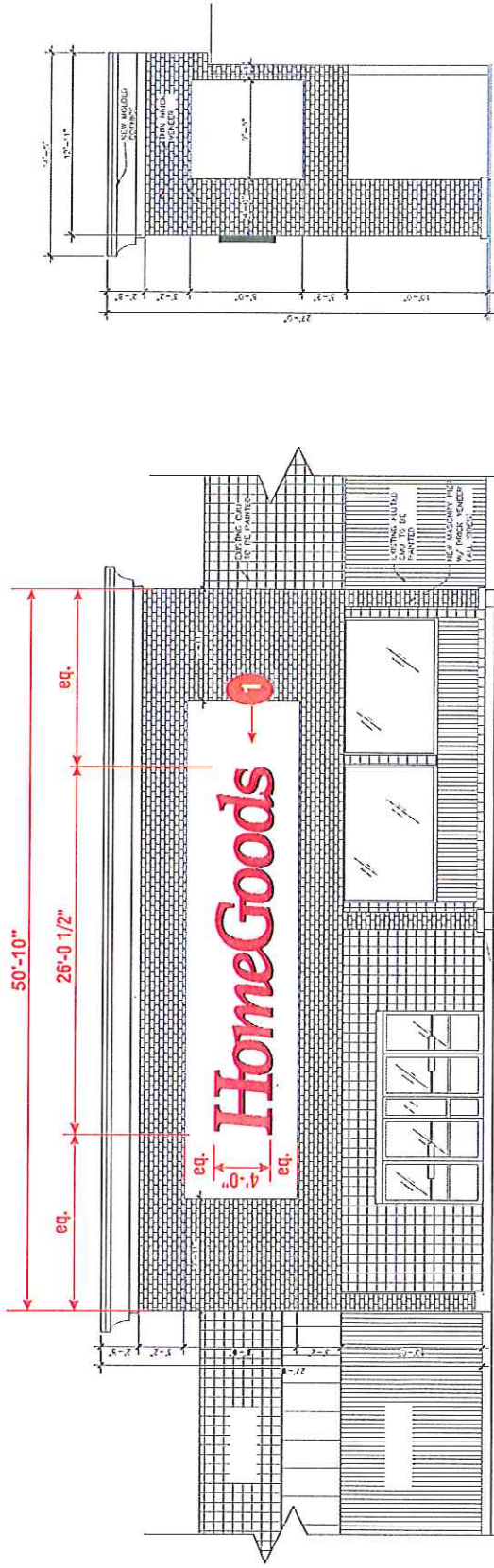
Please feel free to contact me with any questions at 248-347-0438.

Sincerely,

CITY OF NOVI

Jeannie Niland  
Ordinance Enforcement Officer

**FRONT ELEVATION**



**PROPOSED ELEVATION**

Scale: 1/8" = 1'-0"

**CODE ALLOWANCE:**

4/7/2014 3:21:30 PM DML: SS#57511 HomeGoods  
 Novi, MI  
 Spoke with Maureen from the City of Novi  
 Wall Sign: box entire word / 1-1/4sf for ea linear ft of front wall / max 65sf  
 Pylon: need permit to reface tenant panels  
 Secure Permit: can be done by mail / 1 drawing / elevations / 1 wk to secure  
 Final Electrical Inspection is required on new signs - if we just reface & not take down sign we do not need an inspection  
 Valid for 6 months  
 Fee: \$75 per sign + electrical

**SIDE VIEW**

Scale: 1/8" = 1'-0"

**1 FABRICATE & INSTALL SET OF 4'-0" H. FACE-LIT ILLUMINATED CHANNEL LETTERS**



**HomeGoods**  
 104.16 SF BOXED  
**HomeGoods**  
 85.79 SF RECTILINEAR

**SIGN MUST BE MOUNTED CENTERED**

**HORIZONTALLY & VERTICALLY FASCIA AREA INDICATED ON ELEVATION/ PHOTO**

**PRELIMINARY DRAWING NOT FOR FABRICATION**

**FRONT ELEVATION / CHANNEL LETTERS | 1 of 2**

**JONES SIGN**  
 400 MACK DRIVE CROYDON, PA  
 PH: 215.788.3898  
 FAX: 215.788.7588

SS# 57511-R1  
 Client: HomeGoods # 206  
 48855 W. Oaks Drive  
 West Oaks Shopping Center  
 Novi, MI 48227

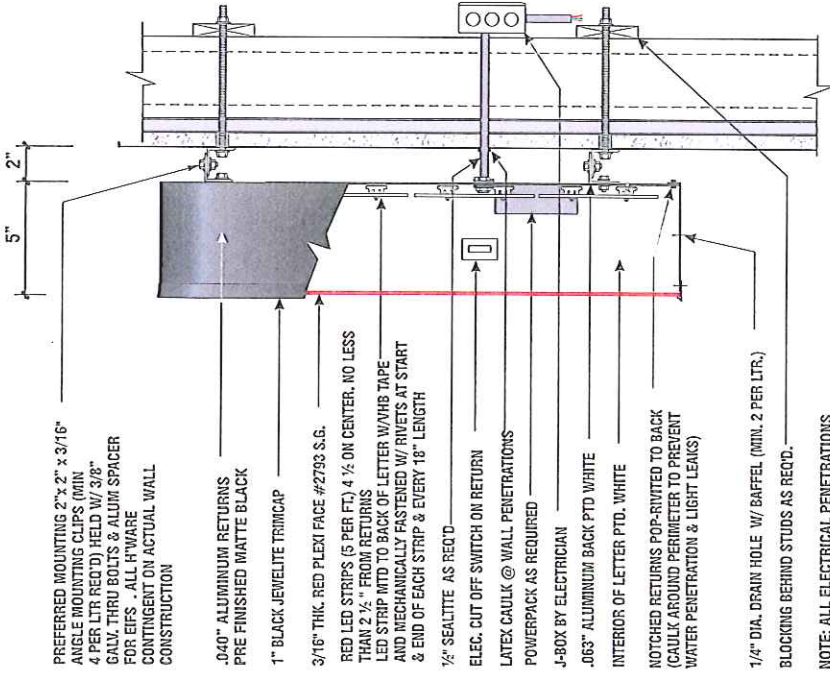
Date: 04.23.14  
 Drawn By: RR  
 Modified: 3/2/10

REVISION INFO	
R2 - 03.03.14	xx
R3 - 03.03.14	xx
R4 - 03.03.14	RR
R5 - xx.xx.14	XX
R6 - xx.xx.14	XX

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**HomeGoods**

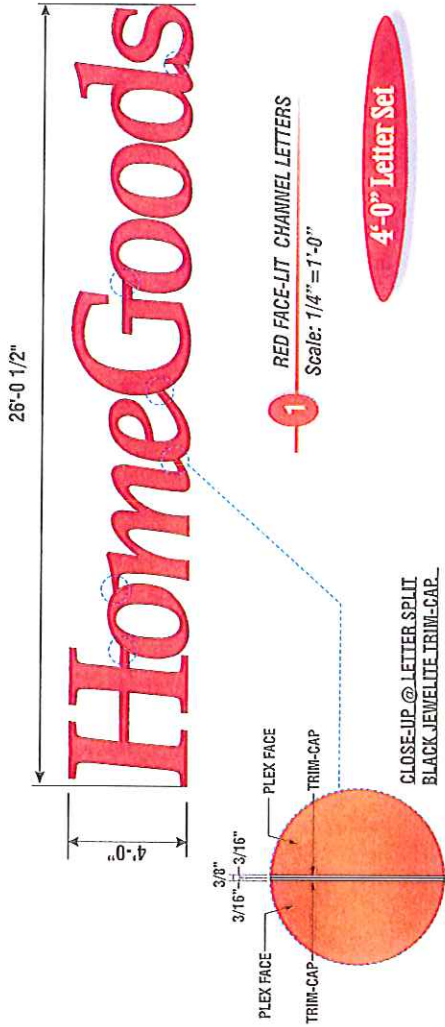




NOTE: ALL ELECTRICAL PENETRATIONS TO BE ON ONE LINE (HORIZONTALLY)

120 VOLT 20 AMP PRIMARY ELECTRIC CIRCUITS BROUGHT TO SIGN AREA W/ FINAL CONNECTION BY OTHERS. 10' WHIP-LENGTH REQUIRED

HOME GOODS LETTER SECTION (RED FACES)



CODE ALLOWANCE:

4/7/2014 3:21:30 PM DML: SS#57511 HomeGoods Novi, MI  
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 Wall Sign: box entire word / 1-1/4sf for ea linear ft of front wall / max 65sf  
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 Secure Permit: can be done by mail / 1 drawing / elevations / 1 wk to secure  
 Final Electrical Inspection is required on new signs - if we just reface & not take down sign we do not need an inspection  
 Valid for 6 months  
 Fee: \$75 per sign + electrical

HomeGoods

104.16 SF BOXED

HomeGoods

85.19 SF RECTILINEAR



REQUIRED

CIRCUITS REQUIRED

ONE (1)  
 (1) - 20 AMP  
 (120 VOLT)

DISCONNECT SWITCH (PER NEC 600.6)  
 SWITCH IS ON WHEN FACING IN DOWN POSITION TO PREVENT SHUT OFF FROM BIRDS OR OTHER CONTACT

ALL PENETRATIONS MUST BE FILLED WITH DAP® RELY-ON® LATEX POLYMER CAULK PAINT CAULK TO MATCH ADJACENT FASCIA COLOR AS REQUIRED

JONES SIGN

400 MACK DRIVE CROYDON, PA  
 PH: 215.788.3898  
 FAX: 215.788.7588

SS# 57511-R1

Client: HomeGoods # 206  
 43635 W. Oakc Drive  
 West Oaks Shopping Center  
 Novi, MI 48277

Date: 04.23.14

Drawn By: RR

Merlin #: 3210

REVISION INFO

R2 - 00.00.14	XX
R3 - 00.00.14	XX
R4 - 00.00.14	RR
R5 - XX.XX.14	XX
R6 - XX.XX.14	XX

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