



cityofnovi.org

ZONING BOARD OF APPEALS
CITY OF NOVI
Community Development Department

Case No. 12-028 43263 Crescent Blvd.

Location: 43263 Crescent Blvd.

Zoning District: TC, Town Center District

The applicant is requesting a variance from CITY OF NOVI, CODE OF ORDINANCES, Section 28-5 (3) which allows one for this business. The applicant has received approval for one (1) wall sign in compliance with the ordinance and is now requesting one (1) additional sign of 56 square feet on the rear wall of the building for a second entrance located on the north elevation. The property is located north of Grand River and east of Novi Road.

Ordinance Sections:

CITY OF NOVI, CODE OF ORDINANCES, Section 28-5 (2)(b) in conjunction with CITY OF NOVI, CODE OF ORDINANCES, Section 28-5 (3) permits only one wall sign for sites in the TC district, not to exceed 1.25 feet for every linear foot of contiguous public/private street frontage or 65 feet, whichever is smaller.

City of Novi Staff Comments:

A previous tenant was granted a variance for a second rear wall sign at this location (ZBA Case No. 1545) but that variance was granted contingent upon no other wall signs being placed on the rear elevation of this building. Since that time variances have been granted for two businesses on this wall (Charisma Salon and Diamond Jim Brady's) although Diamond Jim Brady's has chosen not to take advantage of this variance at this time.

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.
- 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 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.



DATE: 5/30/12

TO: City of Novi ZBA

FROM: Kevin Deters
Metro Detroit Signs

RE: DXL Men's Apparel – 43263 Crescent Blvd.

ZBA Cover Letter

We are applying for permits for two identical 56 sq. foot wall signs at this new DXL location. One sign is on the front elevation facing the parking lot, and the other is on the rear elevation facing Crescent Blvd. The rear wall sign requires a variance because it is a 2nd sign.

Unlike most stores in the mall, DXL has two frontages and also two entrances. Our two proposed signs would be placed over the two entrances. Furthermore, the rear elevation faces Crescent Blvd. Therefore, we feel that it is not unreasonable to have a sign on the rear elevation in this instance. Lastly, the nearby Charisma Salon & Spa site has two wall signs, and DXL is merely asking for signage comparable to what they have.

Feel free to call me at (586)759-2700 if you need anything else. Thank you for your assistance.

Niland, Jeannie

2BA12-028

From: Niland, Jeannie
Sent: Monday, June 04, 2012 9:24 AM
To: kdeters@metrodetroitssigns.com
Subject: DXL MEN'S APPAREL

Hi Kevin,

We received your applications for the above. The allowable sign size for the front of the store would be calculated to be 41.6 square feet (lineal frontage of 33'-4" x 1.25 sq. ft.). If you would like to revise your ZBA application to request a variance to allow the larger 56 square foot sign, you can contact the board secretary, Angie Pawlowski at 248-347-0459 or apawlowski@cityofnovi.org



Jeannie Niland | Ordinance Enforcement Officer
City of Novi | 45175 W. Ten Mile Road | Novi, MI 48375 USA
t: 248.347.0438 f: 248.735.5600

cityofnovi.org | InvestNovi.org
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DXL: Novi, MI- (Store Front Elevation)



* Existing Storefront Elevation

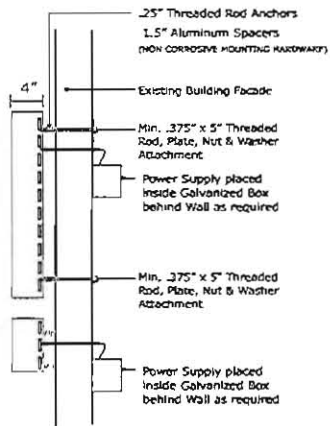


5/15/2012
 Work Order #: _____
 Drawing Request
 DXL Mens Apparel
 Novi Town Center
 Novi, MI

Designer: J. Hovegood
 Sales: Ray Dion

File Name:
 Casual Male DXL-
 Mens Apparel Novi, MI

Mounting Detail

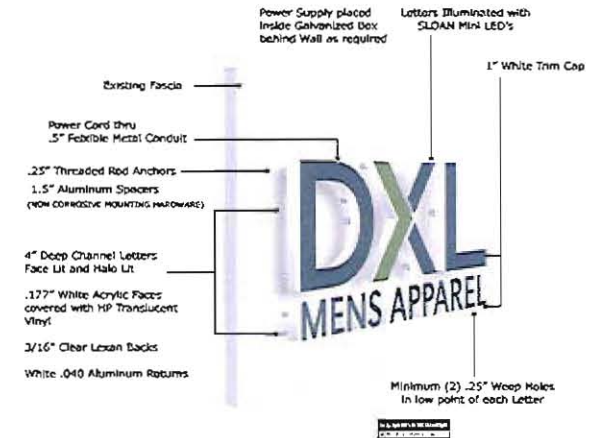


Face & Halo Lit Individually Illuminated Channel Letters



* Stroke: DXL- 8.1", MENS APPAREL- 2.2"

56 SQFT



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 Drawings are for concept only and not intended to fill engineering, code or fabrication requirements.

APPROVAL: _____

DESIGN | MANUFACTURING | INSTALLATION | SERVICE

WWW.DIONSIGNS.COM

1075 High Street
 Central Falls, RI 02863
 401.724.4459 or 877.724.4459 Fax/401.724.7538

DXL- Novi, MI- (Rear Elevation)



* Existing Rear Elevation



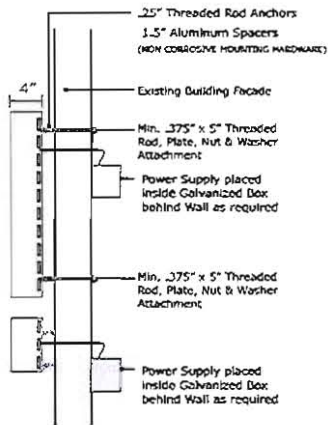
* New Structure facade shown

5/15/2012
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 Novi, MI

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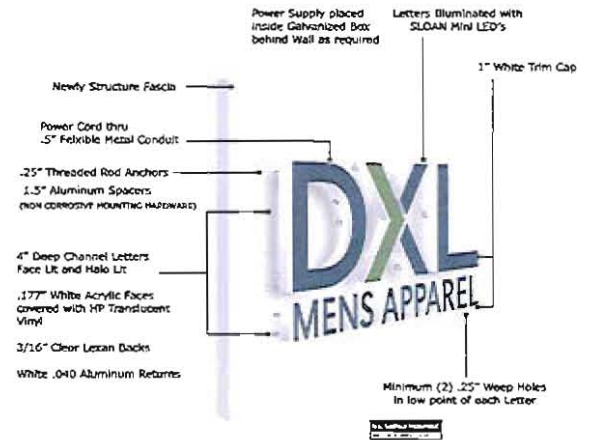
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Front elevation

Photos of existing site

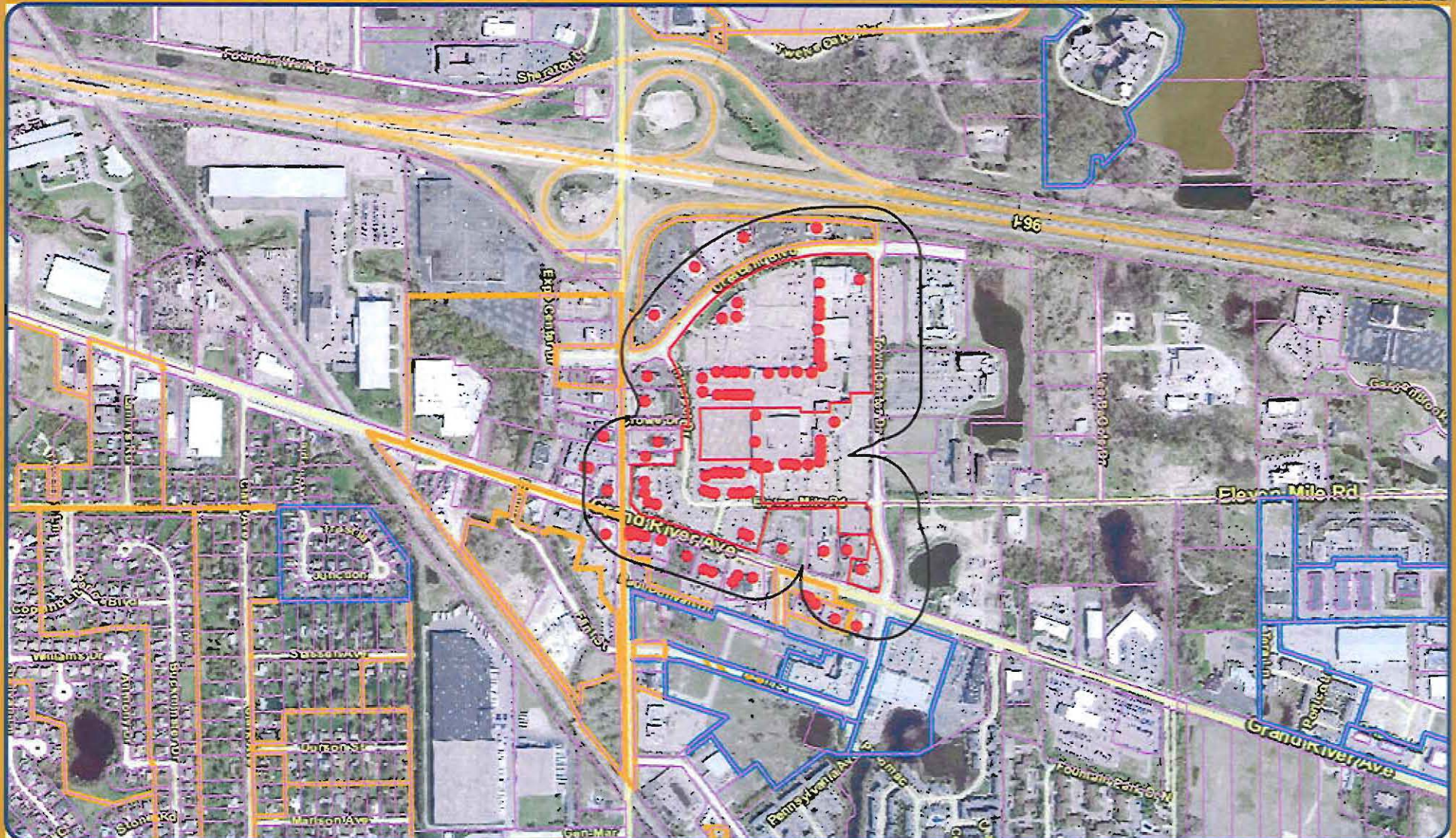


Rear elevation

Charisma Salon & Spa has 2 signs



City of Novi DXL Mens Apparel



Map Produced Using the
City of Novi, Michigan
Internet Mapping Portal



0 437.5 875 1,750
Feet
1 inch = 872 feet



Date: 06/20/2012

MAP INTERPRETATION NOTICE

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