



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: January 13, 2026

REGARDING: 27600 Novi Road Suite 101 # 50-22-14-100-042 (PZ25-0066)

BY: Alan Hall, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Dick's Sporting Goods

Variance Type

Sign Variance

Property Characteristics

Zoning District: This property is zoned Regional Center (R-C)

Location: east of Novi, south of Twelve Mile Road

Parcel #: 50-22-14-100-042

Request

The applicant is requesting variances from the City of Novi Sign Ordinance Section 28-5(b)(1) to allow 3 additional wall signs (1 sign allowed, variance of 3 additional signs); and section 28-5(b)(1)a for a sign square footage of 199.21 sq. ft. (65 sq. ft. maximum, variance of 134.21 sq. ft.).

II. STAFF COMMENTS:

The applicant, Dick's Sporting Goods, is seeking (4) sign variances for new wall signs.

- 1) (3) quantity variances for additional wall signs (for a sum total of four signs on the building).*
- 2) A 134.21 SF size variance to allow an oversized sign for one of the new signs.
[a 206.5% increase for the "Dick's" sign]*

The number of additional signs along with the size increase is regarding wayfinding on the large Twelve Oaks Mall site.

III. RECOMMENDATION:

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

I move that we **grant** the variance in Case No. **PZ25-0066** 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. **PZ25-0066** 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

NOV 24 2025

CITY OF NOVI
COMMUNITY DEVELOPMENT



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ZONING BOARD OF APPEALS APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

I. PROPERTY INFORMATION (Address of subject ZBA Case)				Application Fee: <u>\$ 330.00</u>	
PROJECT NAME / SUBDIVISION Dick's House of Sport					
ADDRESS 27500 Novi Rd.				LOT/SUITE/SPACE # 101	
SIDEWELL # 50-22- 14 - 100 - U42		May be obtain from Assessing Department (248) 347-0485			
CROSS ROADS OF PROPERTY Novi Road and 12 Mile Road					
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		CELL PHONE NO.	
NAME Kim Allard				TELEPHONE NO.	
ORGANIZATION/COMPANY Allied Signs, Inc.				FAX NO.	
ADDRESS 33650 Giftos		CITY Clinton Twp.		STATE MI	ZIP CODE 48035
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:				CELL PHONE NO.	
NAME Scott Carr				TELEPHONE NO.	
ORGANIZATION/COMPANY TF Novi MI LLC				FAX NO.	
ADDRESS 5407 Trillium Blvd. Ste. B120		CITY Hoffman Estates		STATE IL	ZIP CODE 60192
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 checked="" type="checkbox"/> RC <input type="checkbox"/> TC <input type="checkbox"/> TC-1 <input type="checkbox"/> OTHER _____					
B. VARIANCE REQUESTED					
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:					
1. Section <u>28-5(b)(1)a.</u>		Variance requested <u>(3) wall signs that exceed the number of signs allowed and the allowable square footage.</u>			
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) \$220 <input type="checkbox"/> (With Violation) \$275 <input type="checkbox"/> Single Family Residential (New) \$275 <input type="checkbox"/> Multiple/Commercial/Industrial \$330 <input type="checkbox"/> (With Violation) \$440 <input checked="" type="checkbox"/> Signs \$330 <input type="checkbox"/> (With Violation) \$440 <input type="checkbox"/> House Moves \$330 <input type="checkbox"/> Special Meetings (At discretion of Board) \$660					
B. DRAWINGS 1-COPY & 1 DIGITAL COPY SUBMITTED AS A PDF					
<div style="display: flex; justify-content: space-between;"> <div> <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 </div> <div> <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 </div> </div>					



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 establish within such a period; provided, however, where such use permitted is dependent upon the erection or alteration or 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

Applicant Signature

11/24/25

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.

Property Owner Signature

11/20/25

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
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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:

Dick's has an exterior entrance and visibility on all (3) sides of their building. The building sits back 1,150' from Novi Road. They have a vast storefront at 289' wide. A 65 sqft sign would barely be visible from that distance on that large of a storefront causing a lack of identification. The proposed signs offer a balanced system of signs for this size building.

- 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 requested variance is not self created. The ordinance was written to allow a maximum of 65 sqft despite the size, setback and shape of the building or parcel.

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.

Failure to grant relief won't prevent the use of the property but will be burdensome with a smaller sign and the lack of identification. This is a new concept store by DICK'S Sporting Goods and needs maximum visibility so patrons can find it. Please see attached for further details of what this store offers.

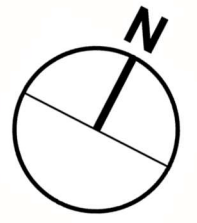
Standard #3. Adverse Impact on Surrounding Area.

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 signs will not interfere with surrounding properties as they are just wall signs that have been designed to be esthetically cohesive with the overall building design and surrounding area.

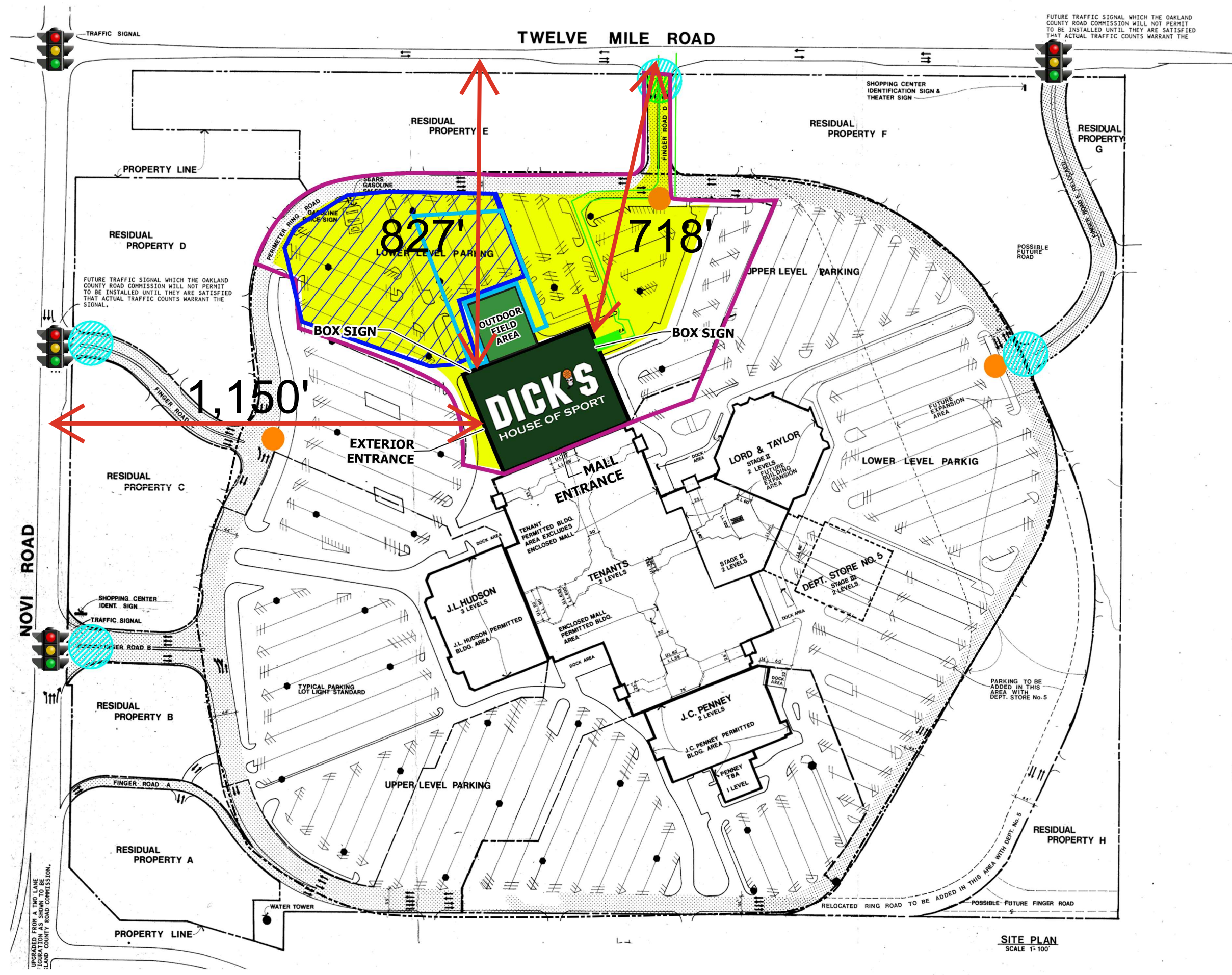


TWELVE OAKS MALL
NOVI, MI
EXHIBIT A
STORE #1615

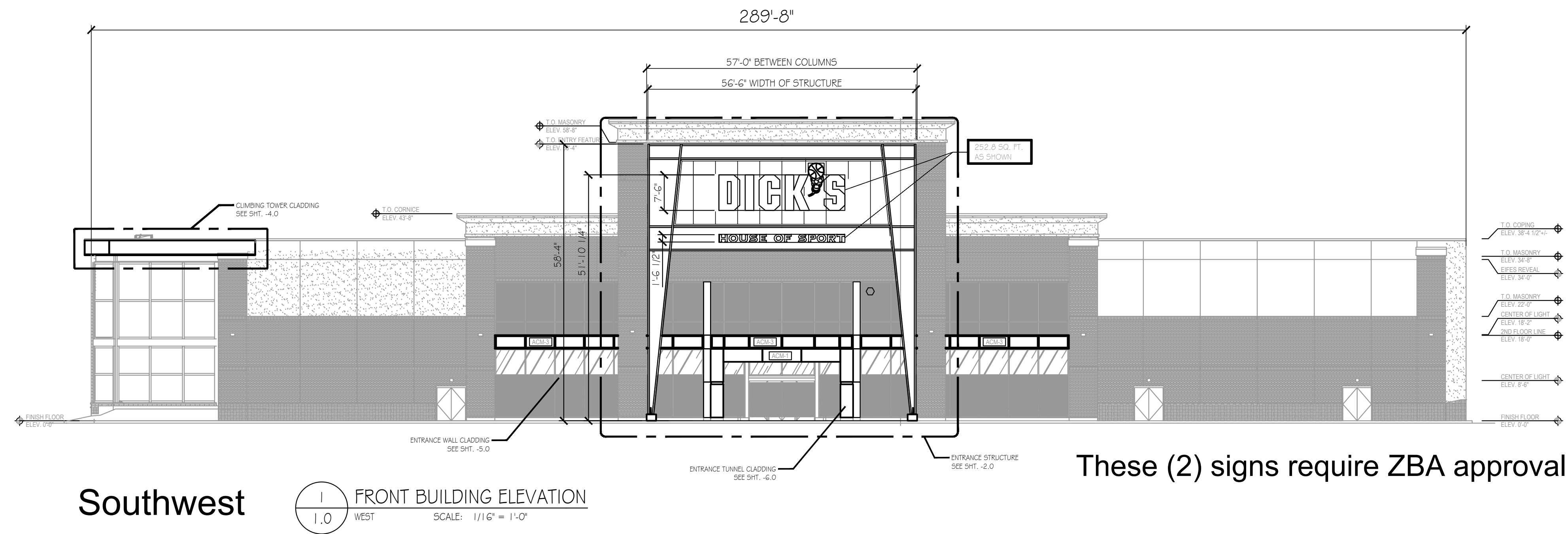


LEGEND

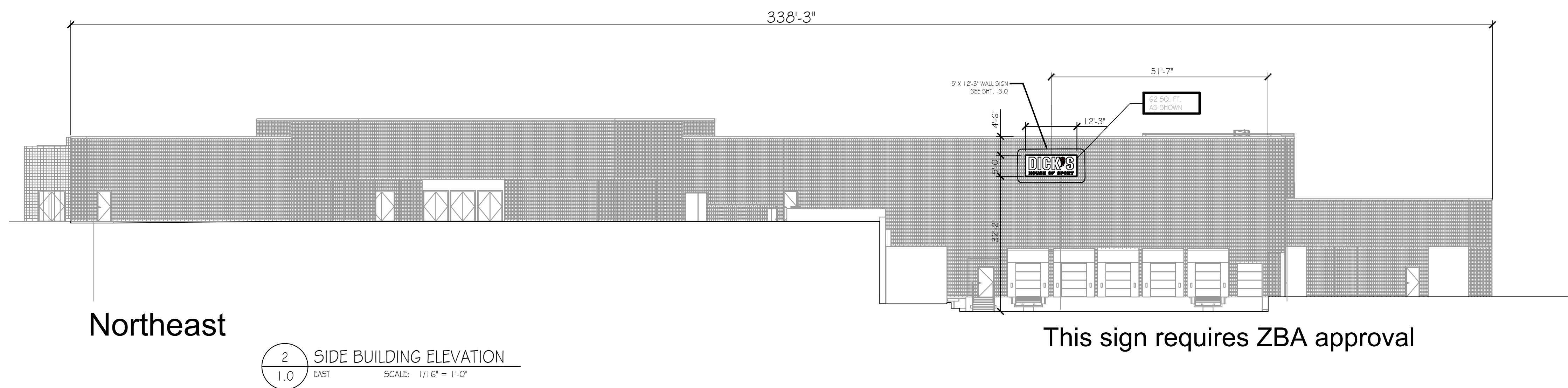
- SHOPPING CENTER BOUNDARY
- DSG - HOS PREMISES
LOWER LEVEL: 98,642 SF
UPPER LEVEL: 2,706 SF
TOTAL: 101,348 SF
OUTDOOR FIELD AREA: 18,500 SF
- DIRECTIONAL SIGN
- NO BUILD AREA
- TENANT'S SERVICE AREA AND SERVICE DRIVE
- CRITICAL ACCESS WAYS
- ▨ PROTECTED PARKING AREA
- STAGING AREA
- ▭ LANDLORD'S PARCEL



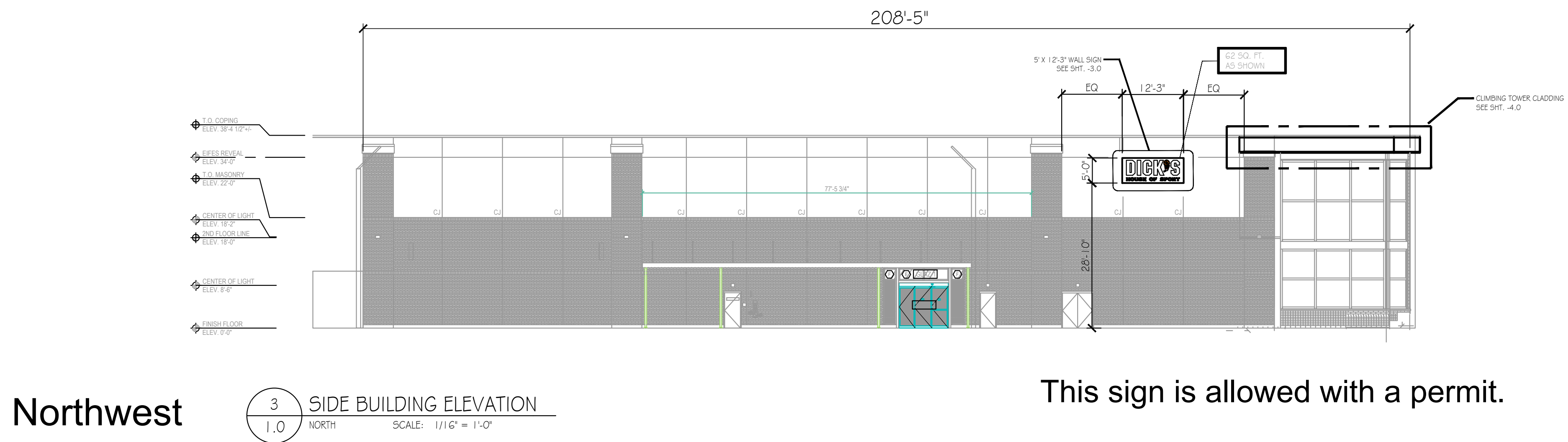
SITE PLAN
SCALE 1"=100'



These (2) signs require ZBA approval



This sign requires ZBA approval



This sign is allowed with a permit.

image one

677 Dunksferry Road Bensalem, PA 19020
(215) 826-0880 (215) 826-0514 www.i1ind.com

DRAWINGS PREPARED BY

REV. DATE DESCRIPTION BY

1 11.05.25 REVISED ADDRESS MPG

DICK'S
HOUSE OF SPORT

LOCATION

STORE #1615
27600 NOVI RD.
SUITE 101
NOVI, MI. 48377

DRAWING TITLE

EXTERIOR BUILDING ELEVATIONS

DRAWN BY

MPG

DATE

10.22.25

JOB #

12-1107

SCALE

AS NOTED

DRAWING NUMBER

121107-1.0

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