



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: March 9, 2021

REGARDING: 44225 Twelve Mile Road C118, Parcel # 50-22-15-200-112 (PZ21-0007)

BY: Larry Butler, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Full Throttle Adrenaline Park

Variance Type

Sign Variance

Property Characteristics

Zoning District:	Regional Center
Location:	West of Novi Road and Twelve Mile Road
Parcel #:	50-22-15-200-112

Request

The applicant is requesting variances from the Novi Ordinance Code Section 28-5(b)(1)a and 28-5(d)(7) for the installation of two 165 square foot wall signs. Each sign is 100 square feet larger than allowed by code. This property is zoned Regional Center (RC).

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. **PZ21-0007**, 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 is 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. **PZ21-0007**, 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 Petitioner's 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



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

ZONING BOARD OF APPEALS APPLICATION

RECEIVED
FEB 01 2021
 CITY OF NOVI
 COMMUNITY DEVELOPMENT
Draft

APPLICATION MUST BE FILLED OUT COMPLETELY

I. PROPERTY INFORMATION (Address of subject ZBA Case)

PROJECT NAME / SUBDIVISION: Full Throttle Adrenaline Park Novi LLC

ADDRESS: Twelve mile crossing LLC LOT/SUITE/SPACE # _____

44225 W. 12 mile Novi 48377

SIDWELL # 50-22- May be obtain from Assessing Department (248) 347-0485

CROSS ROADS OF PROPERTY: Donelson Dr / 12 mile Rd

Application Fee: \$300.00

Meeting Date: March 9, 2021

ZBA Case #: PZ 21-0007

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: Tony@Kart2Kart.com CELL PHONE NO. 313 598 5278

NAME: Tony Eckrich TELEPHONE NO. _____

ORGANIZATION/COMPANY: Full Throttle Adrenaline Park Novi LLC FAX NO. _____

ADDRESS: 44225 W. 12 mile Rd CITY: Novi STATE: MI ZIP CODE: 48377

B. PROPERTY OWNER CHECK HERE IF APPLICANT IS ALSO THE PROPERTY OWNER

Identify the person or organization that owns the subject property: _____ EMAIL ADDRESS: Michael@mdzproperties.com CELL PHONE NO. 214 725 9933

NAME: Michael Zimmerman TELEPHONE NO. _____

ORGANIZATION/COMPANY: Twelve mile Crossing LLC FAX NO. _____

ADDRESS: 6220 Campbell Rd CITY: Dallas STATE: TX ZIP CODE: 75248

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(b)(1)g Variance requested 28-5(d)(7)

2. Section _____ Variance requested _____

3. Section _____ Variance requested _____

4. Section _____ Variance requested _____

IV. FEES AND DRAWINGS

A. FEES

Single Family Residential (Existing) \$200 (With Violation) \$250 Single Family Residential (New) \$250
 Multiple/Commercial/Industrial \$300 (With Violation) \$400 Signs \$300 (With Violation) \$400
 House Moves \$300 Special Meetings (At discretion of Board) \$600

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



Feb. 1, 2021

City of Novi Zoning Board of Appeals
45175 Ten Mile Rd
Novi, MI 48375

Re: ZBA filing for larger sign permit

Dear Novi ZBA,

Full Throttle Adrenaline Park Novi LLC (FTAP Novi) has recently taken over the tenant space, as of January 1, 2021 of JD Racing and have acquired the assets of JD Racing, not the name. Therefore FTAP is requesting a variance from ZBA to have similar size sign on East and North facades of the tenant space known as 44225 W. 12 Mile Rd. Novi, MI 48377. This request for ZBA appeal is due in part that the prior sign variance requested and approved by JDRacing in 2012 was approved for only JDRacing and not the tenant space.

Today's filing to the Zoning Board of Appeals variance form for FTAP Novi...I have included the required documents, and proposed signage elements for review our of application.

Our request is to seek approval from City of Novi ZBA for two (2) signs of up to 165 sq. ft each, on both the East Façade (Donelson Rd) and the North façade (W. 12 mile Rd). This prior request by JD Racing was granted back in 2012, and we seek to locate the FTAP sign in same locations.

The hardship that we feel, is the fact that current city signage code allows only 65 sq. feet per sign. The sheer size of the tenant space has over 247 feet of frontage facing Donelson Rd and 136 feet of frontage facing 12 Mile Rd. Hardship #2 is the elevation change in the fact that 12 Mile Rd. is a higher elevation when viewing the FTAP Novi tenant space by car. The elevational change of 12 mile being severely higher than the elevation of tenant space is not normal in the retail world.

Page 2 has the answers to the Review standards related to sign variance. Please see pg. 2

We feel these 2 issues, the distance of set back from Roadways as well as the 12 mile elevational change when viewing building from 12 mile allow for ZBA to approve this variance request.

Upon review of supplied materials, please let us know of any questions in meantime prior to March 9th docket for next ZBA meeting.

Regards,

Tony Eckrich

Tony Eckrich



Standard #1

A

The topography or physical condition of the lot.....related to the 12 mile rd point of view or POV is a hardship due to the elevation drop or physical difference between the 12 mile roadway being significantly higher in elevation than the actual tenant space. Distance from 12 Mile Rd is not only an elevation change, but distance challenged...larger sign will help overcome that challenge of visibility.

B

Environmental conditions – The trees along Donelson Rd....hinder the view of tenant space. Having a larger sign up high on the façade would help visibility without any removal of any trees that block the low view of façade from this POV. Distance from Donelson Rd is a severe distance and larger sign will help overcome that challenge of visibility.

C

Same as B –

D

Scale of Building / Lot frontage – We are seeking approval of larger wall signs. The sheer size and length of tenant space would be considered appropriate in scale due to these factors. (Donelson Rd. frontage 247 linear feet and 12 mile rd frontage of 136 linear feet.)

E

The immediate difficulty causing the need for variance is the current limits on sign square footage of only 65 sq. ft. The

Standard #2

Without the granting of the request for larger sq. footage sign...will prevent/ limit visibility by potential customers and adversely affect the customer count coming in to facility. Without the approval....there is potential for less economic success in this tenant space.

Standard #3

The granted sign variance will not adversely affect adjacent properties who have already been granted ZBA permission for larger signs on their tenant spaces. The entire Twelve Mile Crossing shopping complex has large space users with these approved larger signs. The Full Throttle Adrenaline Park Novi LLC space is similar in scope to Powerhouse Gym, Dicks sporting goods and similar tenant spaces already in the shopping area. Larger space users have been given permission by ZBA for their sign variance, and we at Full Throttle Adrenaline Park seek the same variance for signage.....therefor there would be no adverse impact on surrounding area.

Browser tabs: FULL THROTTLE ADRENALINE, KartFort - Calendar - Tuesday, Join conversation, JD Racing Indoor Karting - Isot, Google Meet

Address bar: https://mail.google.com/mail/u/0/?search=munderhill540cityofnovi.org/FMfgw2ajvLTrvFSsLQmgnJGirCgUjv

Search: munderhill@cityofnovi.org

Compose

Inbox 751

Snoozed

Important

Sent

Drafts 100

Meet

New meeting

My meetings

Hangouts

Tony


Underhill, Maureen
to Kerry, me
Mon, Feb 1, 7:47 AM (1 day ago)

Hi Mr. Eckrich and Mr. Kulas:

Please consider this correspondence as a DENIAL of the 2 sign permits requested for Full Throttle...

Based on codes sections 28-5(b)(1)a. and 28-5(d)(7), both signs are oversized by 100 sq. ft.

You are entitled to appeal this decision to the Novi Zoning Board of Appeals. Please feel free to contact me with any questions. If the ZBA grants the v please contact me to process the permits. Thanks, and best wishes with your project.

 **Maureen Underhill** | Code Compliance Officer
City of Novi | 45175 Ten Mile Road | Novi, MI 48375 USA
t: 248.735-5602 | cityofnovi.org
To receive monthly e-news from Novi or follow us on social media, [click here.](#)

Windows taskbar: Type here to search, 11:36 AM 2/2/2021

Documentation of Denial
of Initial Sign Request
2/1/21

CITY OF NOVI – SIGN PERMIT APPLICATION
COMMUNITY DEVELOPMENT
(248) 347-0415



All applications must have one drawing showing fully dimensioned sign details.

All signs must have one plot plan showing sign location, any easements and right-of-way.

All ground signs require a sign foundation permit. Submit a separate building permit application for ground sign foundation along with three signed/sealed engineered drawings and calculations to the Novi Building Department.

Address of Installation 44225 w. 12 mile rd. Date 01.29.2021

Owner of Sign Full Throttle Adrenaline Park Address 44225 w. 12 mile rd.

City Novi State MI Zip 48377 Phone 313 598 5278

Erector Spectrum Neon Co. Address 1280 Kempar City Madison Heights

State MI Zip 48081 Erector's License No. 5404638 Phone 313 366 7333

EMAIL tony@kart 2 kart.com

Type of Sign Entranceway Business Center Wall Ground Awning Projecting

Is this sign illuminated? YES Lineal frontage of this business 246' EAST (multiple tenant)
ELEV

Is this a multi-tenant building? YES Is this a multi-story building? NO

Is this a single tenant building on a single parcel of land? NO Distance from street centerline 418
(single tenant)

Size/Measurement: Horizontal 276' Vertical 86.11" Area Sq. Ft. 165

Height from Grade to Top of Sign 35.5' Copy to be on Sign FULL THROTTLE ADRENALINE PARK
INDOOR CARTING

SIGN PERMIT FEE DOES NOT INCLUDE ANY FEES FOR BUILDING, ELECTRICAL OR RIGHT-OF-WAY PERMITS THAT MAY APPLY.


SIGNATURE OF APPLICANT OR AGENT

13133667333
TELEPHONE NUMBER

KERRY KULAS
PRINTED NAME

Reviewed by _____ Date _____

Approved

Not Approved – Reason for Denial _____

ZONING BOARD OF APPEALS (if applicable)

Approved

Not Approved Case No. _____ Date _____

CITY OF NOVI – SIGN PERMIT APPLICATION
COMMUNITY DEVELOPMENT
(248) 347-0415



All applications must have one drawing showing fully dimensioned sign details.

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Owner of Sign Full Throttle Adrenaline Park Address 44225 w. 12 mile rd.

City Novi State MI Zip 48377 Phone 313 598 5278

Erector Spectrum Neon Co. Address 1280 Kempar City Madison Heights

State MI Zip 48081 Erector's License No. 5404638 Phone 313 366 7333

EMAIL tony@kart 2 kart.com

Type of Sign Entranceway Business Center Wall Ground Awning Projecting

Is this sign illuminated? YES Lineal frontage of this business 120' NORTH (multiple tenant)
ELEV.

Is this a multi-tenant building? YES Is this a multi-story building? NO

Is this a single tenant building on a single parcel of land? NO Distance from street centerline 418
(single tenant)

Size/Measurement: Horizontal 276' Vertical 86.11" Area Sq. Ft. 165

Height from Grade to Top of Sign 35.5' Copy to be on Sign FULL THROTTLE ADRENALINE PARK
INDOOR CARTING

SIGN PERMIT FEE DOES NOT INCLUDE ANY FEES FOR BUILDING, ELECTRICAL OR RIGHT-OF-WAY PERMITS THAT MAY APPLY.


SIGNATURE OF APPLICANT OR AGENT

13133667333
TELEPHONE NUMBER

KERRY KULAS
PRINTED NAME

Reviewed by _____ Date _____

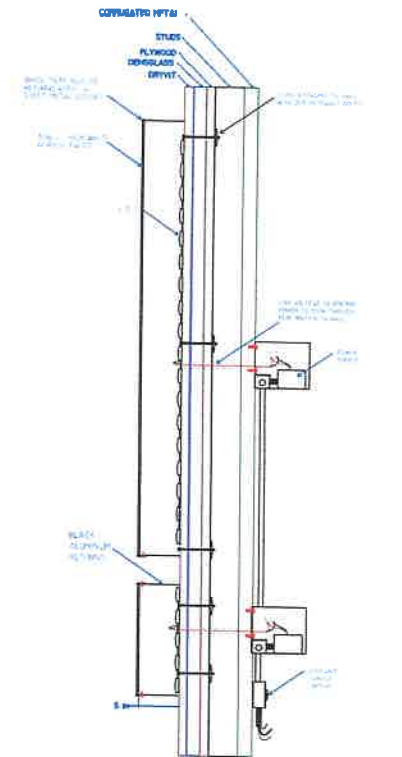
Approved _____
Not Approved – Reason for Denial _____

ZONING BOARD OF APPEALS (if applicable)


Approved _____
Not Approved Case No. _____ Date _____

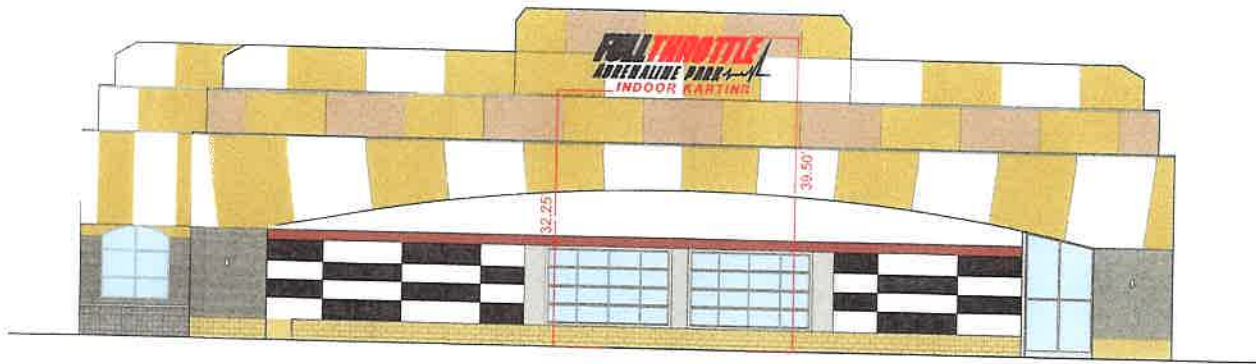


165 SQ. FT.
TYPICAL

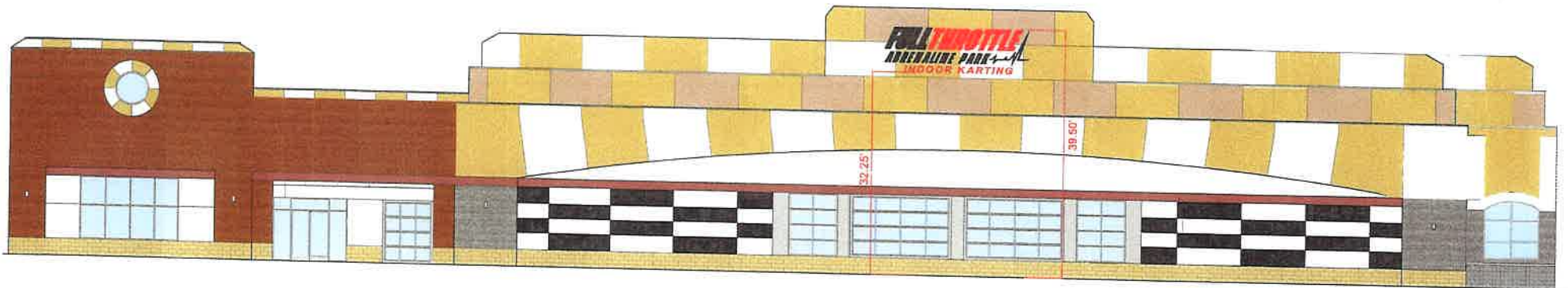


CONSTRUCTION AND MOUNTING
DETAIL TYPICAL

File Name: FULL THROTTLE ADRENALINE PARK	Date: 01.29.2021	Drawn by: KPK	 SPECTRUM NEON CO SIGNS · LIGHTING 1280 KENPAR MADISON HEIGHTS, MI 48071 313 366 7333 WWW.SPECTRUMNEON.COM
Customer: FULL THROTTLE ADRENALINE PARK	This drawing is the property of SPECTRUM NEON CO DETROIT, MI and is submitted in connection with the transaction to which it pertains and is not to be copied or copied. It shall not be used in any manner detrimental to our interests and must be returned upon request.		
Location: 44225 W. 12 MILE RD., NOVI MI	Checked by: KPK		




NORTH ELEVATION



EAST ELEVATION

ELEVATIONS

File Name: FULL THROTTLE ADRENALINE PARK	Date: 01.29.2021	Drawn by: KPK	 SPECTRUM NEON CO SIGNS · LIGHTING 1280 KEMPAR MADISON HEIGHTS, MI 48071 313 366 7333 WWW.SPECTRUMNEON.COM
Customer: FULL THROTTLE ADRENALINE PARK	This drawing is the property of SPECTRUM NEON CO DETROIT MI And is submitted in connection with the transaction to which it pertains and is not to be traced or copied. It must not be used in any manner detrimental to our interests and must be returned upon request.		
Location: 44225 W. 12 MILE RD. , NOVI MI	Checked by: KPK		



SITE PLAN

File Name: FULL THROTTLE ADRENALINE PARK	Date: 01.29.2021	Drawn by: KPK	<p style="font-size: small;">This drawing is the property of SPECTRUM NEON CO. DETROIT, MI. And is submitted in connection with the transaction to which it pertains and is not to be traced or copied. It must not be used in any manner detrimental to our interests and must be returned upon request.</p>
Customer: FULL THROTTLE ADRENALINE PARK	Checked by: KPK		
Location: 44225 W. 12 MILE RD. , NOVI MI	SPECTRUM NEON CO SIGNS · LIGHTING 1290 KEMPAR MADISON HEIGHTS, MI 48071 313 366 7333 WWW.SPECTRUMNEON.COM		

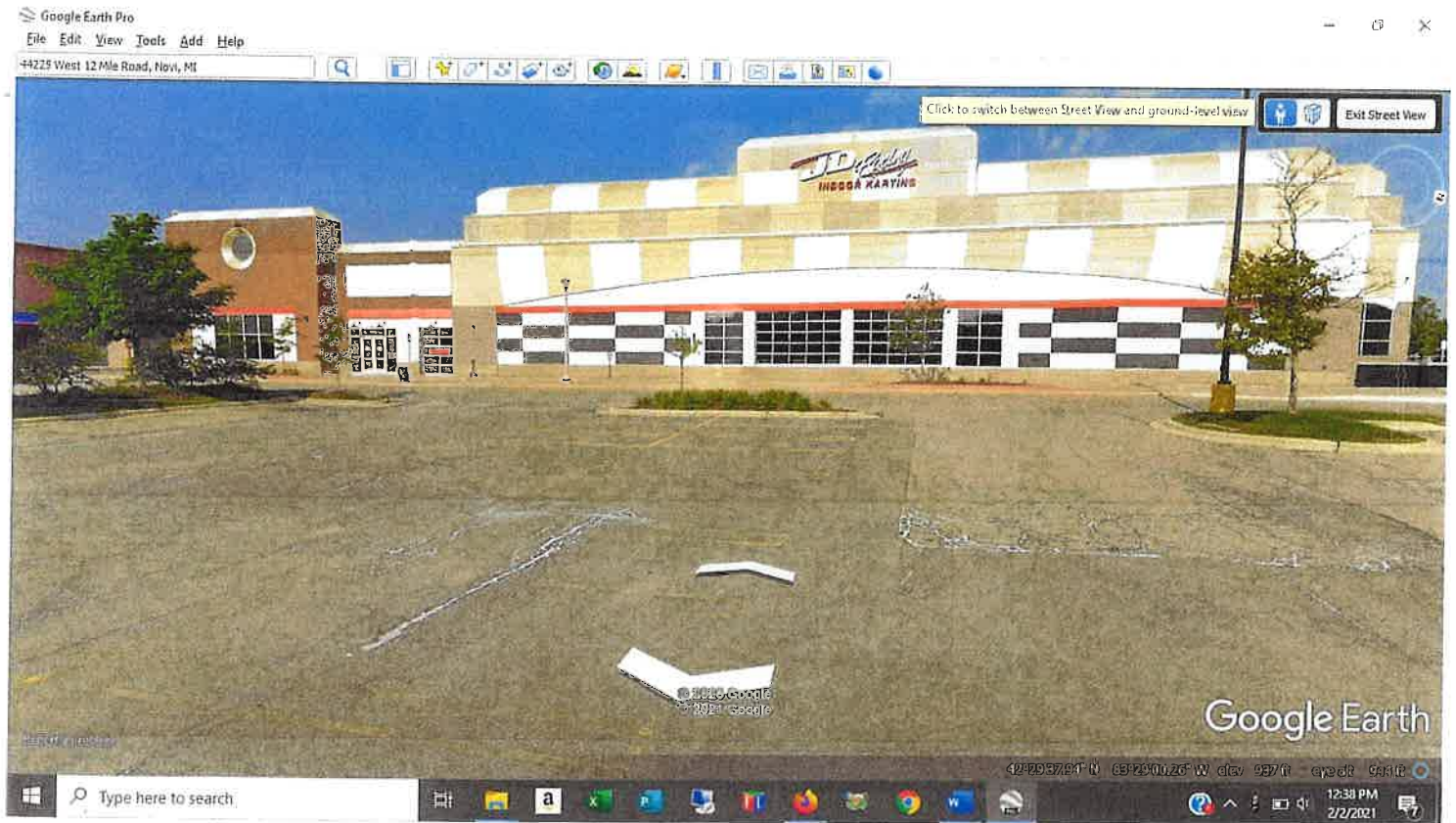


Photo of the East Façade of Full Throttle Adrenaline Park Novi LLC
44225 W. 12 Mile Rd. Novi, MI 48377

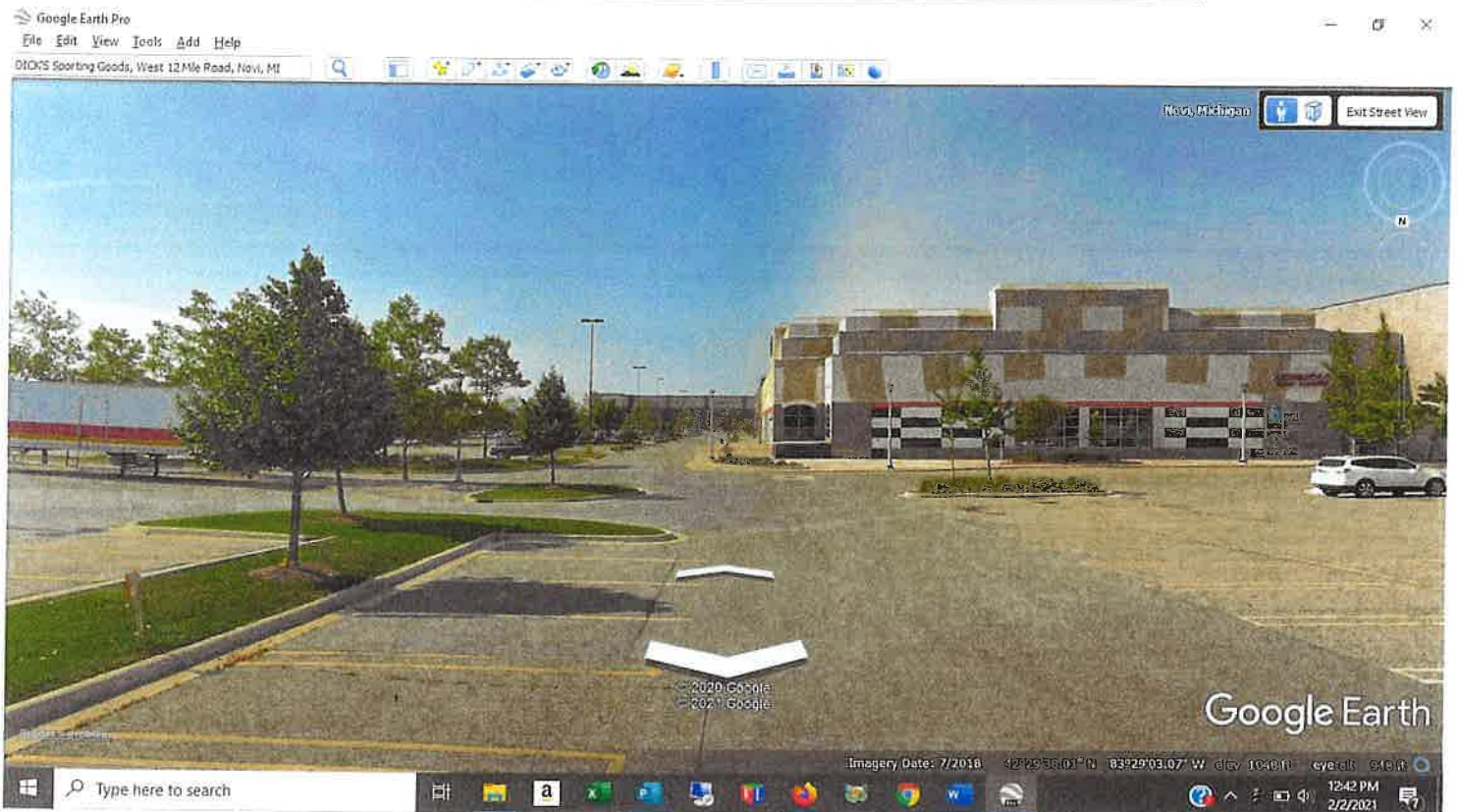
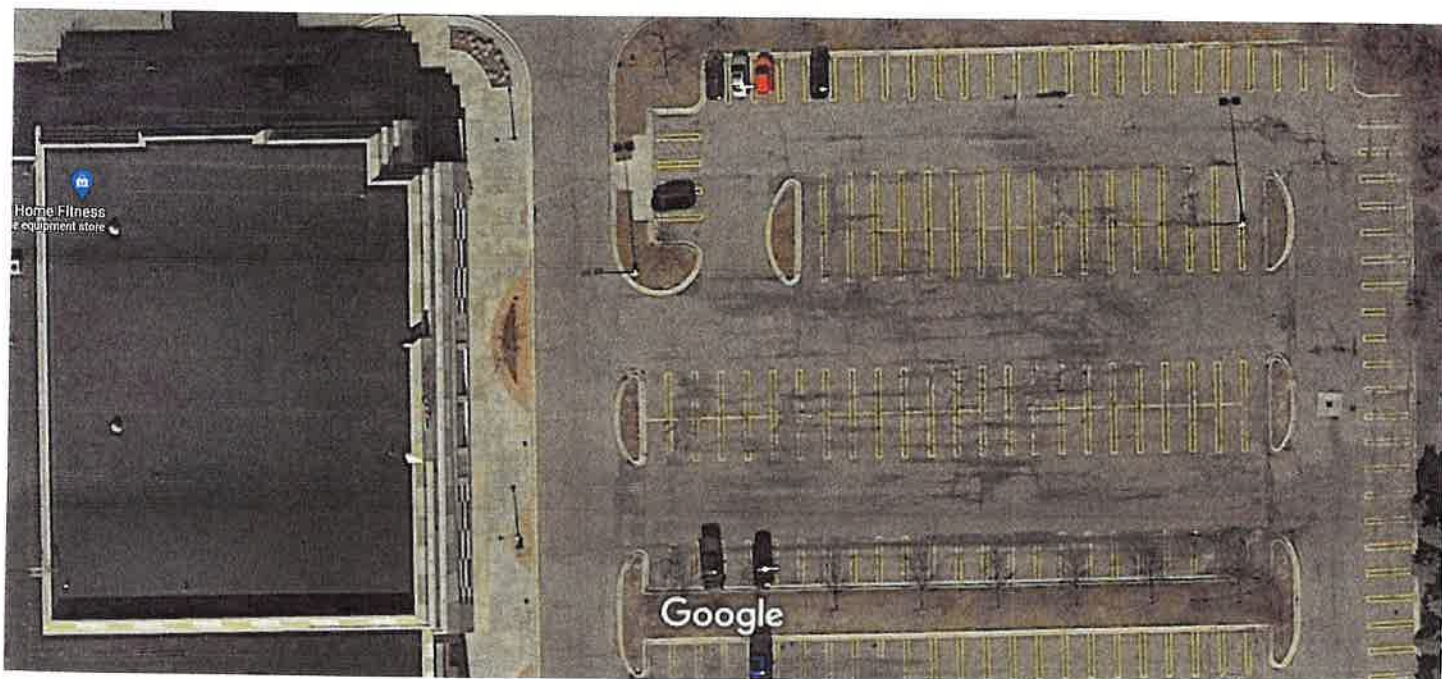


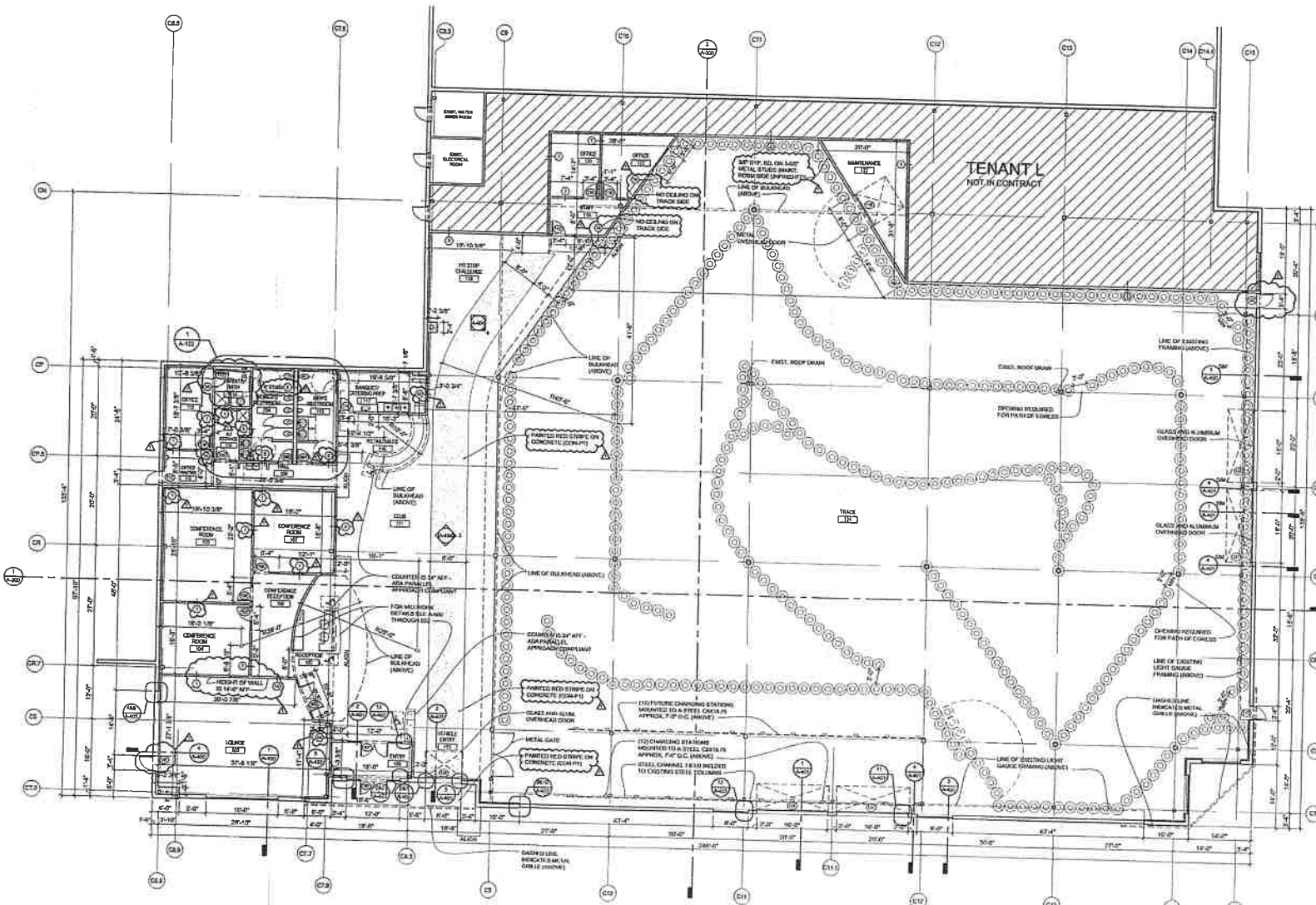
Photo of the North Façade of Full Throttle Adrenaline Park Novi LLC
44225 W. 12 Mile Rd. Novi, MI 48377

Google Maps



Map data ©2021, Map data ©2021 20 ft

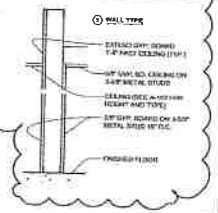
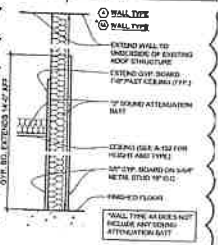
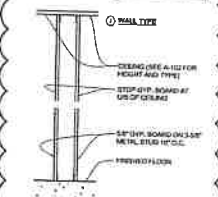
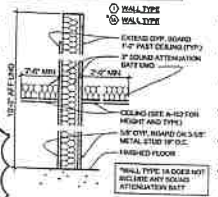
207 PARKING SPACES.



WALL TYPES

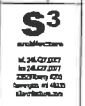
WALL TYPE NOTES:

- ALL EXTERIOR WALLS TO BE FINISHED OUT FROM EXISTING CMU WITH 2x8 METAL STUDS WITH 1/2\"/>



FLOOR PLAN
A-101 375 x 517

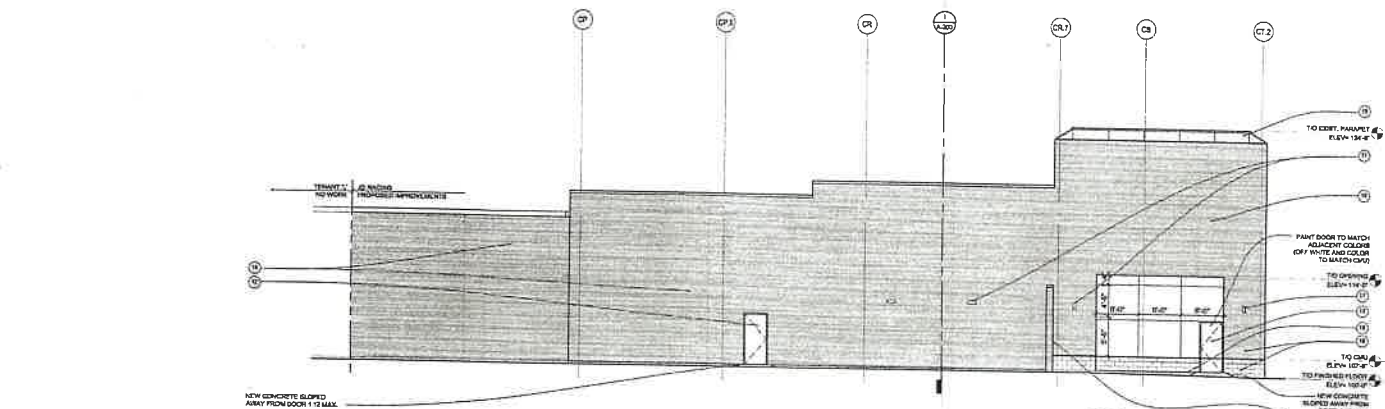
ISSUED	DATE
PERM	06.01.13
NO	08.11.13
PERM	08.21.13
REVISION	07.19.13



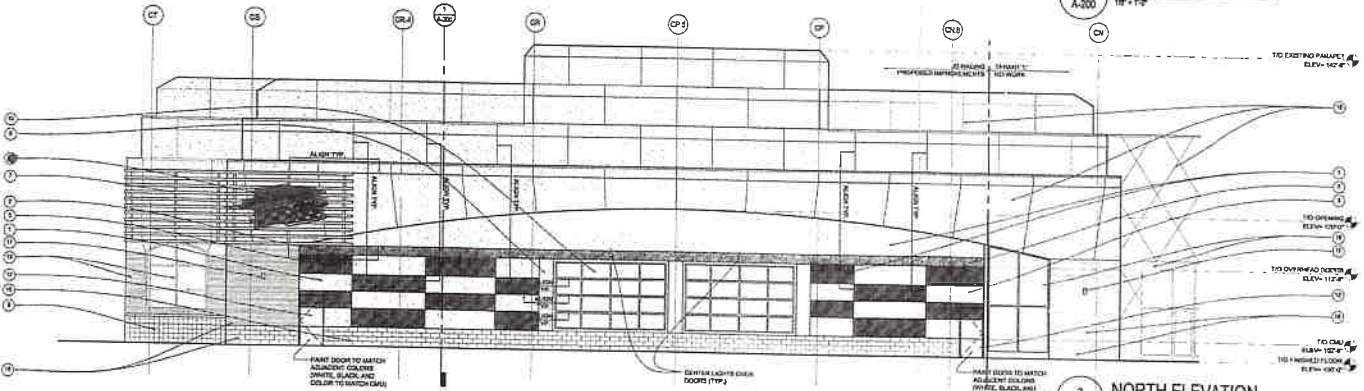
Full Throttle Adrenaline Park Novi LLC

Date	06.07.12
Scale	AS NOTED
Drawn by	TW/C
Approved by	SS
Job	1200
Sheet Name	FLOOR PLAN
Sheet No.	A-101

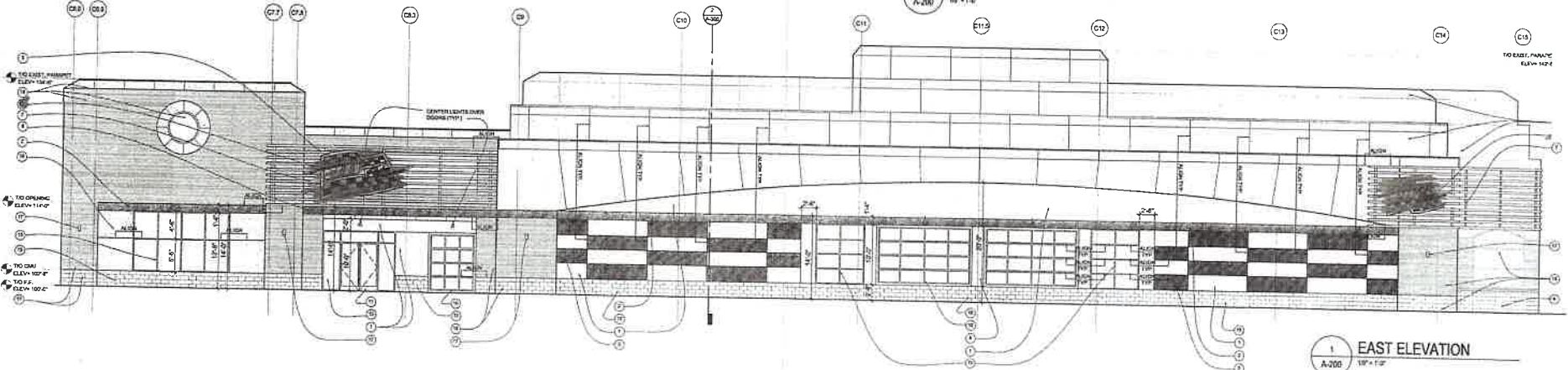
R12-04111



3 SOUTH ELEVATION
A-200 1/8" = 1'-0"



2 NORTH ELEVATION
A-200 1/8" = 1'-0"



1 EAST ELEVATION
A-200 1/8" = 1'-0"

KEY NOTES	
1	EXISTING C.F. OR EQUAL COLOR EXTRA WHITE SHERWIN WILLIAMS 7028
2	EXISTING E.F. OR EQUAL COLOR CHERRY TONIC SHERWIN WILLIAMS 888
3	EXISTING E.F. OR EQUAL COLOR THOROPEY SHERWIN WILLIAMS 838
4	PAINT COLOR TO MATCH #2
5	PAINT COLOR TO MATCH EXISTING TYP. BRICK VENEER
6	CENTRA FORMWALL DIMENSION SERIES ISOLATED METAL PANEL COLOR PLATING #888 (ON SCAL.)
7	METAL GRILLE COLOR TO MATCH #8
8	METAL PLATE PAINTED TO MATCH #2
9	TILE TO MATCH EXISTING ADJACENT GRIFF BRICK VENEER
10	OVERHEAD DOOR BY CLEGG ANCHORED ALUMINUM FRAME AND CLEAR GLAZING
11	HANDED 180 DEGREE ENTRY DOOR BY CLEAR ANCHORED ALUMINUM FRAME AND CLEAR GLAZING (OR EQUAL)
12	HOLLOW METAL DOOR PAINTED TO MATCH #2
13	HANDED 180 DEGREE ALUMINUM STORM DOOR BY CLEAR ANCHORED FRAME AND CLEAR GLAZING
14	SPRINKLER HEADS TO MATCH EXISTING
15	SPRINT FLOOR COAT AND METAL COLOR TO MATCH EXISTING BRICK VENEER. FURNISH SAMPLES OF COAT TO ARCHITECT FOR APPROVAL.
16	EXISTING E.F. OR EQUAL COLOR TO MATCH EXISTING TYP. WHITE C.F.
17	EXISTING LIGHTING TO REMAIN
18	EXISTING MATERIAL TO REMAIN

ISSUED	DATE
PERMIT	08.01.12
SD	08.12.12
FINAL	
REVISED	05.21.13



44225 West 12 Mile Road Suite C118, Novi, MI 48377

Full Throttle Adrenaline Park Novi LLC

Date	08.01.12
Scale	AS NOTED
Drawn by	TWICE
Approved by	SS
Job	1208
Sheet Name	ELEVATIONS
Sheet No.	A-200

TO: CITY OF NOVI
ZONING BOARD OF APPEALS
45175 TEN MILE ROAD
NOVI, MI 48375

Please note my comments to:

44225 Twelve Mile Road C118, Parcel # 50-22-15-200-112 (PZ21-0007)

Please note my: (Approval) (Objection) to the requested variance.

Comments:

I own the property & fully
support the sign being put
up.

(PLEASE PRINT CLEARLY)

Name: Michael Zimmermann

Address: 6220 Campbell Rd #104, Dallas, TX
75248

Date: 3-2-2021

Zoning Board of Appeals meetings are broadcast live on Spectrum channel 13-1 and AT&T U-verse channel 99. They are also streamed live on the City's website at cityofnovi.org.