

cityofnovi.org

ZONING BOARD OF APPEALS
CITY OF NOVI
Community Development Department
(248) 347-0415

Case No. 12-005 TJ MAXX 43175 CRESCENT BLVD

Location: 43175 Crescent Blvd. in the Novi Town Center

Zoning District: TC, Town Center District

The applicant is requesting a variance from Section 28-5(2)b.1.(a)(i)a of the City of Novi Sign Code to allow a 162 square foot oversize wall sign for an existing retail use. The property is located east of Novi Road and south of Crescent Blvd.

Ordinance Sections:

CITY OF NOVI, CODE OF ORDINANCES, Sign Code Section 28-5(2)b.1.(a)(i)a allows 1.25 square feet of signage per linear foot of continuous public or private street frontage up to a maximum of 65 square feet.

Allowable sign area:	65 square feet
Proposed sign area:	162 square feet
Variance required:	97 square feet

City of Novi Staff Comments:

The current sign for this business was approved by ZBA variance (Case No. 1417) in 1987 to allow a 3' x 15.6' wall sign (46.5 feet). At that time the Ordinance permitted a 24 square foot sign or 1 square foot of sign for each 2 feet of lineal frontage. The store frontage at that time was 19 feet.

In 2006 the Sign Ordinance was amended to the standard that is in effect today, which allows 1-1/4 square foot of sign for each lineal foot of frontage to a maximum of 65 square feet. Due to upgrades to the Town Center development, the store frontage for TJ MAXX was reconfigured and they now have a frontage of 168 feet. The applicant is requesting a variance to exceed the 65 square foot maximum allowable are for a wall sign. *Staff does not support the request as the failure to grant relief will not unreasonably prevent or limit the use of the property and will not result in substantially more than mere inconvenience or inability to attain a higher economic or financial return.*

Standards for Granting a Sign Variance

- 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.



23544 Hoover Road, Warren MI 48089
T: 586-759-2700 F: 586-759-2703
kdeters@metrodetroitsigns.com

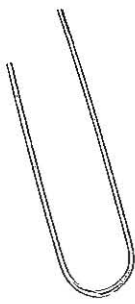
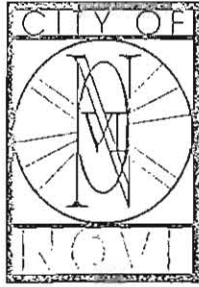
DATE: 1/12/12
TO: City of Novi ZBA
FROM: Kevin Deters
Metro Detroit Signs
RE: TJ Maxx wall sign
43175 Crescent Blvd.

Cover Letter

We are applying for a variance to install this 5' 10.5" x 27' 6" (161.6 sq. foot) wall sign. The existing sign that they have appears to be disproportionately small on their extremely wide storefront. Furthermore, the colors of the existing sign are no longer current with TJ Maxx's national branding. The existing sign is simply red acrylic. Our proposed new sign is red acrylic faces with white perforated vinyl on top of them so that the sign is red during the day, and it would light up white at night. That is the current style of the signs, as specified by TJ Maxx corporate.

I look forward to meeting with you all at the 3/13/12 meeting to discuss this project. Feel free to call me at (586)759-2700 if you need anything else. Thank you for your assistance.

A handwritten signature in black ink that reads "Kevin Deters". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the name.



CITY COUNCIL

Mayor
David B. Landry

Mayor Pro Tem
Bob Gatt

Terry K. Margolis

Andrew Mutch

Dave Staudt

Justin Fischer

Wayne M. Wrobel

City Manager
Clay J. Pearson

City Clerk
Maryanne Cornelius

October 3, 2011

Metro Detroit Signs
23544 Hoover Road
Warren, Michigan 48089

RE: TJ JMAXX – 43175 CRESCENT BLVD

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

Sign Code Section 28-5 (2)b.1.(a)(i)a. allows 1-1/4 square feet of signage per linear foot of contiguous public or private street frontage up to a maximum of 65 square feet.

Based on the linear frontage of the business of 168 feet, the maximum size wall sign permitted would be 65 square feet. The proposed sign is 161.6 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, Angela Pawlowski, at 248-347-0459.

If you have any questions please contact me at 248-347-0438.

Sincerely,

CITY OF NOVI

Jeannie Niland
Ordinance Enforcement Officer

City of Novi
45175 W. Ten Mile Road
Novi, Michigan 48375
248.347.0460
248.347.0577 fax

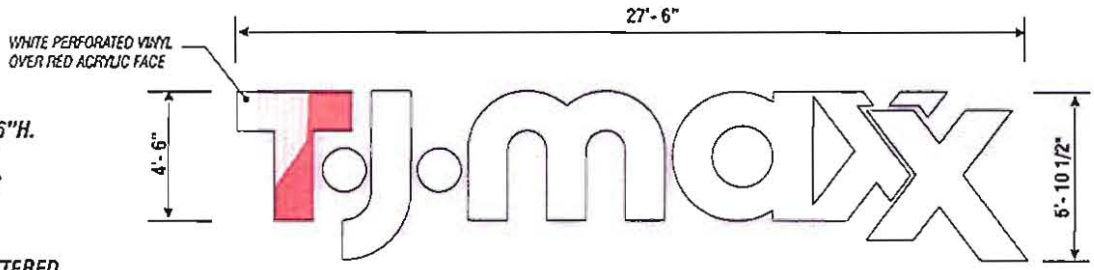
cityofnovi.org



TJX PROPOSED ELEVATION
SCALE: 1/16"=1'-0"

1 FABRICATE & INSTALL SET OF 4'-6" H. WHITE DURING DAY/ RED NIGHT ILLUMINATED CHANNEL LETTERS

SIGN MUST BE MOUNTED CENTERED HORIZONTALLY & VERTICALLY
FASCIA AREA INDICATED ON ELEVATION / PHOTO



TJMR-54 4'-6" Letter Set

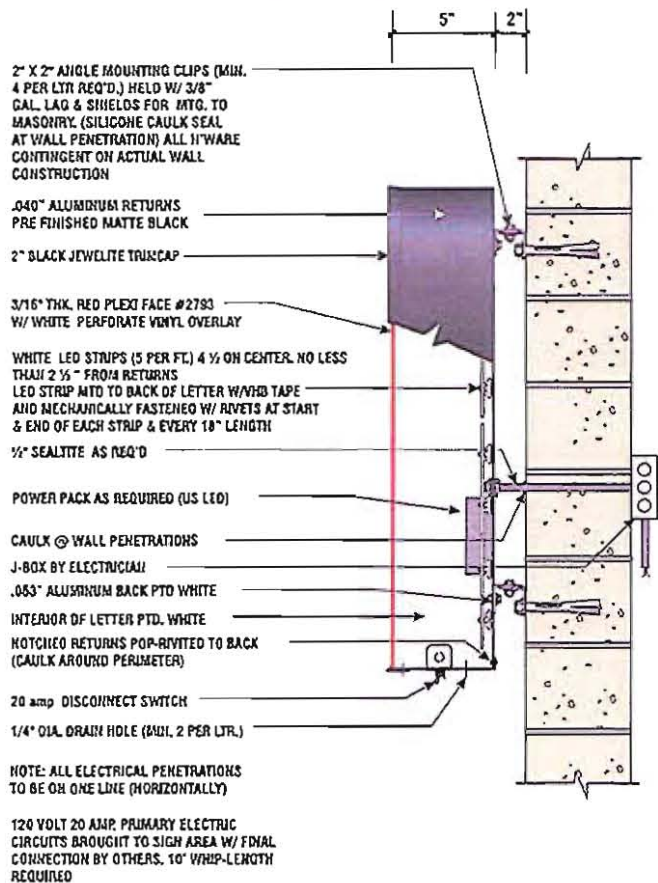
ILLUM. SIGN ELEVATION
SCALE: 1/4"=1'-0"

gm 1-10-12

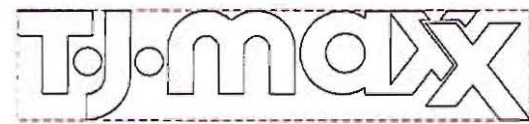
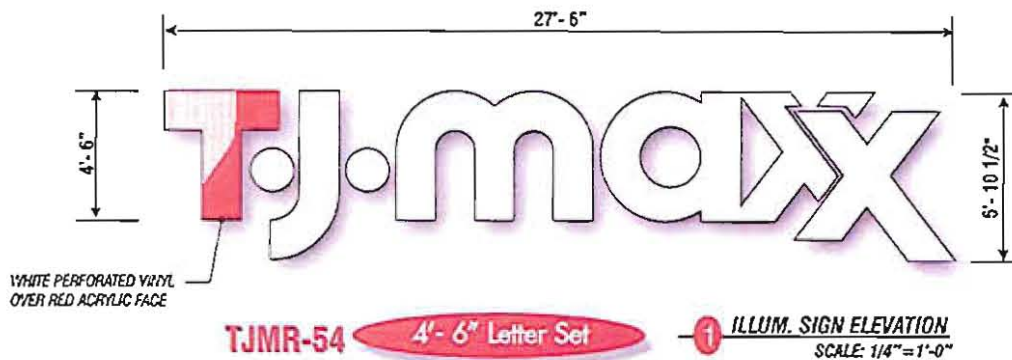
SERVICE SELECT INC
400 MACK DRIVE
CROYDON, PA 19021
PH: 215.788.3898
FAX 788.7588

SS# 40445R3		Date:	5/9/11	Description:	Rev:	12/21/11 RR 1/9/12 RR	Approved By:	
Location:	TJ MAXX 43175 CRESCENT BLVD NOVI, MI 48375	Scale:	AS NOTED	FRONT ELEVATION CHANNEL LETTERS Changes to 11/25 Rev.			Date:	
Drawn By:		Site #:	RR					
			5756					

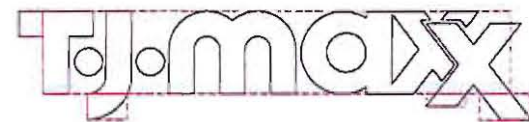




T.J.MAXX LETTER SECTION MASONRY WALL
NOT TO SCALE



BOXED TOTAL: 161.42 sq.ft.



ACTUAL TOTAL: 122.94 sq.ft.



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



400 HACK DRIVE
CROYDON, PA 19021
PH: 215.788.3888
FAX: 788.7588

Location: TJ MAXX
43175 CRESCENT BLVD
NOVI, MI 48375

Scale: AS NOTED

Drawn By: RR

Sheet: 5756

Description: CHANNEL LETTERS SECTION
Changes To This Note:

Revised: 12/21/11 RR
1/9/12 RR

Approved By: _____
Date: _____

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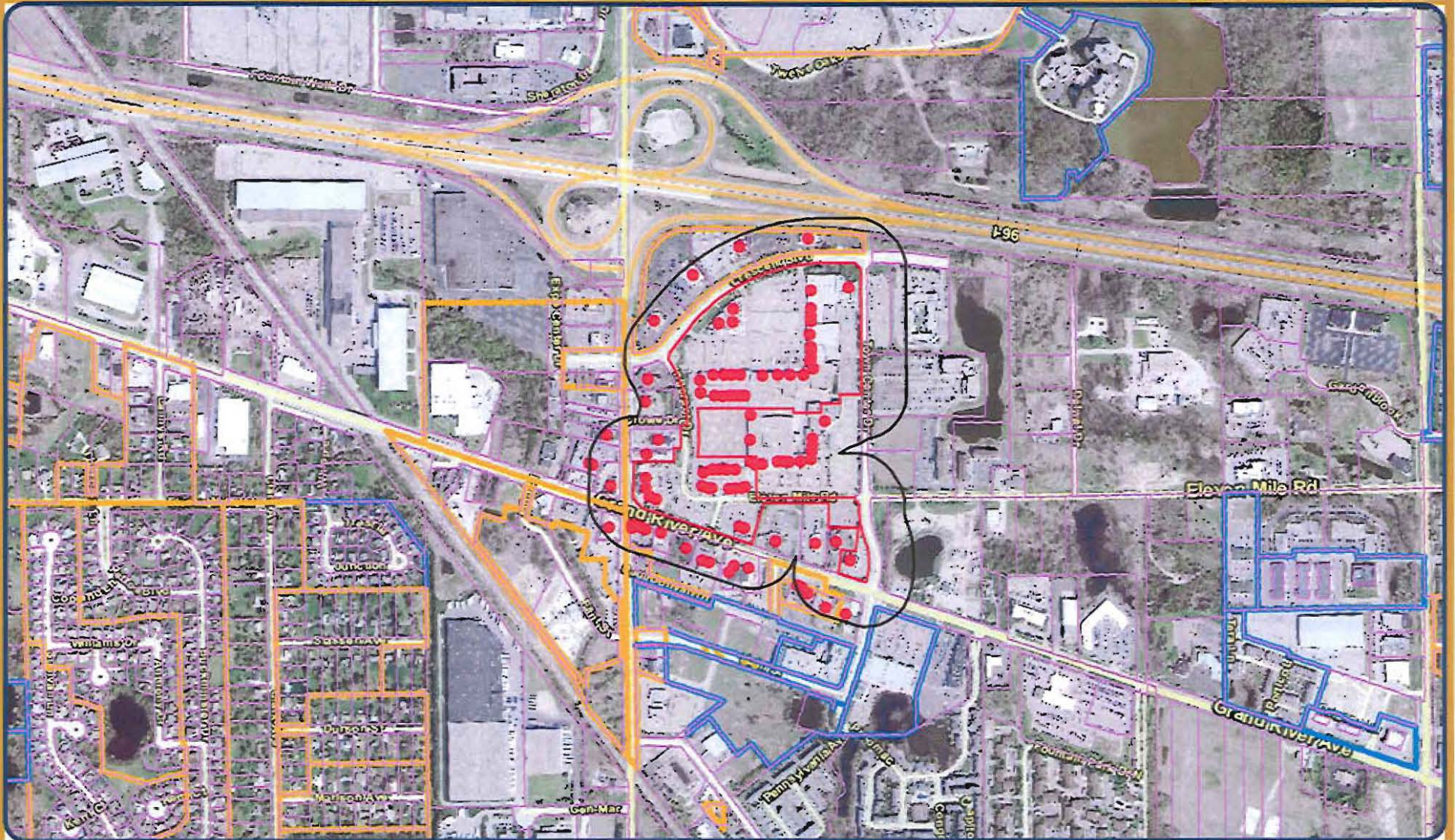
Client:





Photos of the existing sign
- It is disproportionately small
on their wide storefront

City of Novi TJ Maxx



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



0 462.5 925 1,850
Feet
1 inch = 925 feet



Date: 02/13/2012

MAP INTERPRETATION NOTICE

Map information depicted is not intended to replace or substitute for any official or primary source. This map was intended to meet National Map Accuracy Standards and use the most recent, accurate sources available to the people of the City of Novi. Boundary measurements and area calculations are approximate and should not be construed as survey measurements performed by a licensed Michigan Surveyor as defined in Michigan Public Act 132 of 1970 as amended. Please contact the City GIS Manager to confirm source and accuracy information related to this map. This map was produced under the terms of the City's Internet Site Use Policy available at <http://cityofnovi.org/Resources/SiteUsePolicy.asp>