



cityofnovi.org

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

**Case No. 12-016 31140 Beck Road**

**Location: 31140 Beck Road**

**Zoning District: B-3, General Business District**

The applicant is requesting variances to allow installation of a 13 ft. high over height 137 sq. ft. oversize shopping center sign listing individual tenant names in addition to the single ground sign allowed by right and an additional ground sign previously approved for the site through a variance. The property is located east of Beck Road and south of 14 Mile Road.

**Ordinance Sections:**

Section 28-5(1)d does not allow tenant names on a business center sign in the B-3 district, 28-5(3)d allows only one business center sign per parcel of property, 28-5(2)a2ii limits ground sign height to 6 ft. and 28-5(2)a1i limits business center signs to 1 sq. ft. of sign area for each 2 ft. of setback with a maximum of 100 sq. ft.

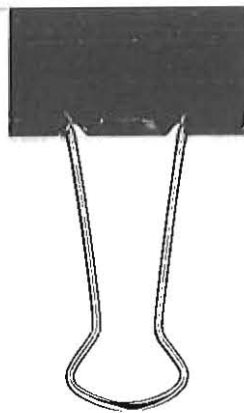
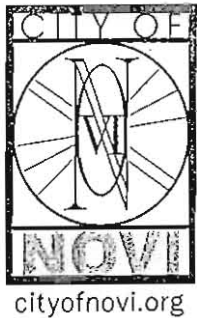
**City of Novi Staff Comments:**

The applicant is proposing to install a very large multi-tenant sign for an existing shopping center development. The Novi Sign Ordinance specifically limits "Business Center Signs" for such a group of (4) or more contiguous stores to ground signs of (6) foot height and (1) square foot of area for every (2) feet of setback from road centerline up to a maximum of 100 square feet. The provisions also specifically note that Business Center Signs "...not contain any additional information regarding individual stores, services, businesses, institutions, organizations or industries located within the planned complex or contiguous stores." The applicant has not provided a dimension from the road centerline to the proposed sign location, but staff has estimated the distance to be approximately 170 feet. This would hypothetically allow a new sign of up to 85 square feet, subject to the height and content limitations. 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.



March 23, 2012

Sign Emporium  
3773 Nutcracker  
Suite 200  
Oxford, Michigan 48370

RE: SHOPPES ON THE TRAIL – 31140 BECK ROAD

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

Sign Code Section 28-5 (2)a.1.i. states: "...ground signs shall not exceed a maximum thirty (30) square feet or one (1) square foot of sign area for each two (2) feet of setback from the nearest street centerline as required herein, whichever is greater, with a maximum area of one hundred (100) square feet."

The proposed sign is square feet. A plot plan showing the distance from centerline of Beck Road to the sign has not been submitted to determine the allowable square footage of the sign.

Sign Code Section 28-5 (2)a.2.ii. states: "...ground signs shall not exceed a height of six (6) feet...."

The proposed sign is 13 feet in height.

Sign Code Section 28-5(1)d. does not permit business center signs in a B-3 District to contain tenant names.

Tenant panels are shown on the application.

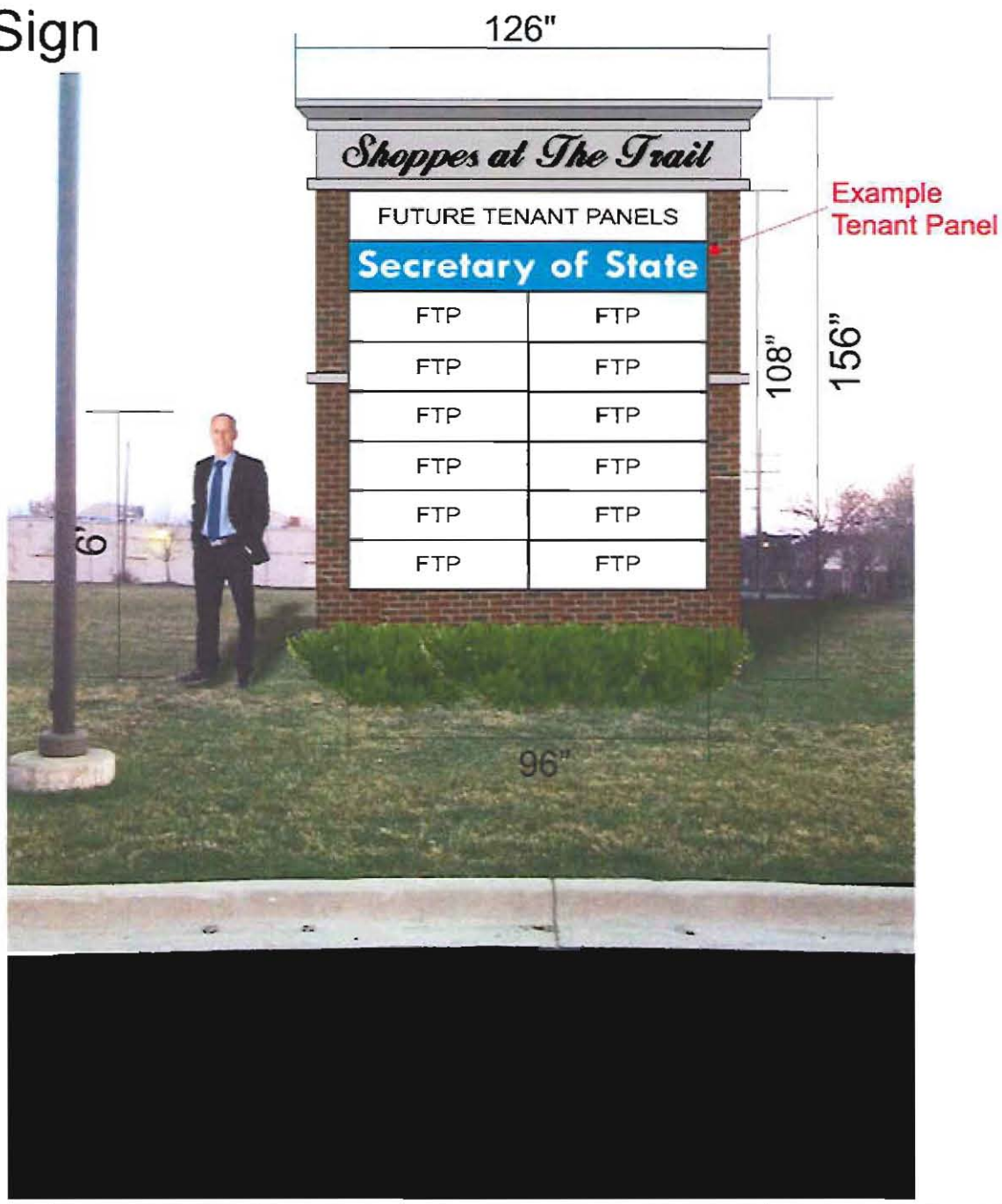
An application for the Zoning Board of Appeals has been received.

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

Sincerely,

Jeannie Niland  
Ordinance Enforcement Officer

# New Ground Sign



## Mounting Detail

# After

### Sign Description

**Shoppes at The Trail**

Date: 3-22-12

Site Address: 31140 Beck Rd  
Novi, MI 48377

Contact Info:

Landlord Info:

Photo of Suite:

Meas. of Suite:

Site Plan:

.Eps Artwork:

Check Sign Ordinance:

Wall Color SW#:

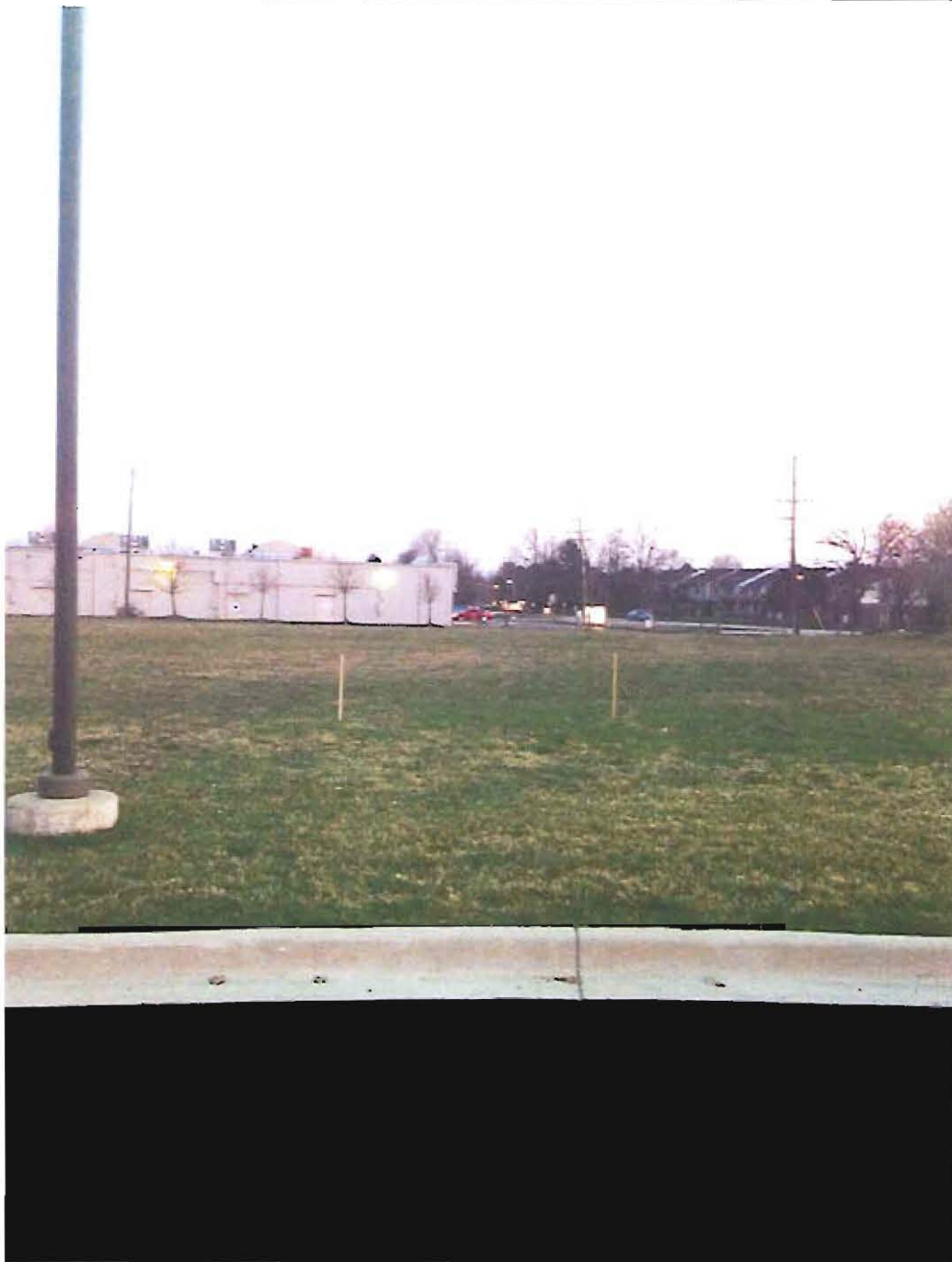
Landlord Approval:

Permits Needed:

ACCEPTANCE OF ARTWORK The drawing above is an artistic representation ONLY. Elements may vary based on field measurements. This color proof is intended for verification of spelling, layout, color and composition. (PLEASE HELP AVOID UNNECESSARY COSTS BY CHECKING THIS PROOF CAREFULLY.) Signature constitutes authorization to proceed with specifications and conditions of this document as specified. All artwork and designs are property of Sign Emporium and may not be used without expressed written permission of Sign Emporium.

Approval: \_\_\_\_\_ Date: \_\_\_\_\_

**SIGN EMPORIUM** phone - 248.941.8215  
fax - 866-881-8182  
3773 Nutcracker  
Suite 200  
Oxford, MI 48370  
email - mysignemporium@aol.com



Mounting Detail

Before

Sign Description

Shoppes at The Trail

Date:

3-22-12

Site Address:

31140 Beck Rd  
Novi, MI 48377

Contact Info:

Landlord Info:

Photo of Suite:

Meas. of Suite:

Site Plan:

.Eps Artwork:

Check Sign Ordinance:

Wall Color SW#:

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Approval: \_\_\_\_\_ Date: \_\_\_\_\_

**SIGN  
EMPORIUM**

phone - 248.941.8215  
fax - 866-881-8182  
3773 Nutcracker  
Suite 200  
Oxford, MI 48370

email - [mysignemporium@aol.com](mailto:mysignemporium@aol.com)

# Before



Mounting Detail

Sign Description

**Shoppes at The Trail**

Date: 5-4-11

Site Address: 31140 Beck Rd  
Novi, MI 48377

Contact Info:

Landlord Info:

Photo of Suite:

Meas. of Suite:

Site Plan:

Eps Artwork:

Check Sign Ordinance:

Wall Color SW#:

Landlord Approval:

Permits Needed:

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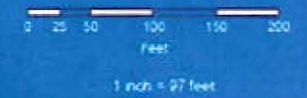
Approval: \_\_\_\_\_ Date: \_\_\_\_\_

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email - mysignemporium@aol.com

# Request for Information RIGHT-OF-WAY LINE



**Map Legend**  
TaxParcel/BSA  
ACCESSTYPE  
Dedicated ROW



**City of Novi**  
Engineering Division  
Department of Public Services  
26300 Delwal Drive  
Novi, MI 48375  
cityofnovi.org

Map Author: Nathan Bouvy  
Date: 11/21/11  
Project: Preliminary Plan  
Version #1.1

Approved By:  
Date:  
Department:

**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 office 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.

# City of Novi Shoppes at the Trail



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



Date: 04/19/2012

0 50 100 200  
Feet  
1 inch = 95 feet

### MAP INTERPRETATION NOTICE

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