

cityofnovi.org

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

**Case No. 12-018 Parcel 5022-17-226-005**

**Location:** West Market Square, northwest corner of Grand River Ave. and Beck Road

**Zoning District:** B-2, Community Business District

The applicant is requesting a variance from Section 28-10 of the Novi Sign Ordinance to allow continued installation of a 20.5 sq. ft., 5 ft. 5 in. high business tenant way finding sign within an existing retail center. The property is located west of Beck Road and north of Grand River Ave.

**Ordinance Sections:**

CITY OF NOVI, CODE OF ORDINANCES, Sign Ordinance Section 28-10(a) states that a sign not expressly permitted is prohibited. The proposed sign is not permitted under the Sign Ordinance.

**City of Novi Staff Comments:**

The West Market Square retail development includes a number of businesses, restaurants and stores. The management installed an internal direction sign within the site that includes tenant names. While the Sign Ordinance does allow private parking lot and drive identification signs as follows:  
28-7(b)(2): ...One (1) ground pole sign per entrance not to exceed three (3) square feet in area and six (6) feet in height may be located within the minimum setback area. Information naming or describing the business, as distinguished from parking and driving information, shall occupy no more than thirty (30) percent of the sign area and shall consist of letters, numbers, and symbols no larger or more conspicuous than those used for parking or driving information. The proposed sign exceeds these limitations and is not allowed. Staff cannot support the request, but if the Board is inclined to consider the variance, Staff suggests a revised location may be an improvement with regard to traffic visibility.

**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.



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## Notice of Violation

02/29/2012

Expiration Date: 03/15/2012

WESTMARKET SQUARE LLC  
39533 WOODWARD AVE  
SUITE 150  
BLOOMFIELD HILLS MI 48304

Subject Property: WESTMARKET SQUARE  
Sidwell No.: 5022-17-226-005

Ordinance Activity No: ORD12-0271

You are in violation of code Section 28-10

- TENANT IDENTIFICATION SIGN SHOWN IN THE ATTACHED PICTURE IS NOT PERMITTED. Remove this sign or make application to the Zoning Board of Appeals for consideration of a variance within the stipulated time period.

You will have 15 days from the date of this notice to comply with the violation cited above. Your immediate attention to this matter is requested and advised. A municipal civil infraction violation ticket will be issued for failure to comply with this matter within the time constraints stated above. Once a ticket is issued, a court appearance will be required. Please contact the Officer listed below should you have any questions with regard to this matter.

Jeannie Niland  
Ordinance Enforcement Officer  
248.347.0438  
City of Novi

*Reviewed*  
*3/5/12*

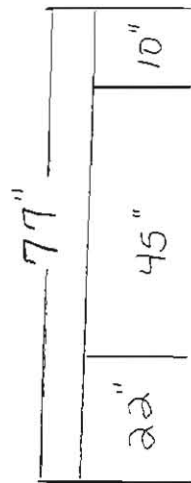


Wild Birds Unlimited

*Westmarket Square*

- La Herradura Mexican Grill & Bar
- Family Dentistry of Novi
- Remerica United Realty
- Atractive Nails
- Hersheys Too Comfort Shoes
- Wild Birds Unlimited
- China King
- GNC
- SUBWAY
- Super Cuts
- Hallmark Gold Crown
- Leo's Coney Island

LA HERRADURA  
AUTHENTIC  
MEXICAN  
GRILL & BAR

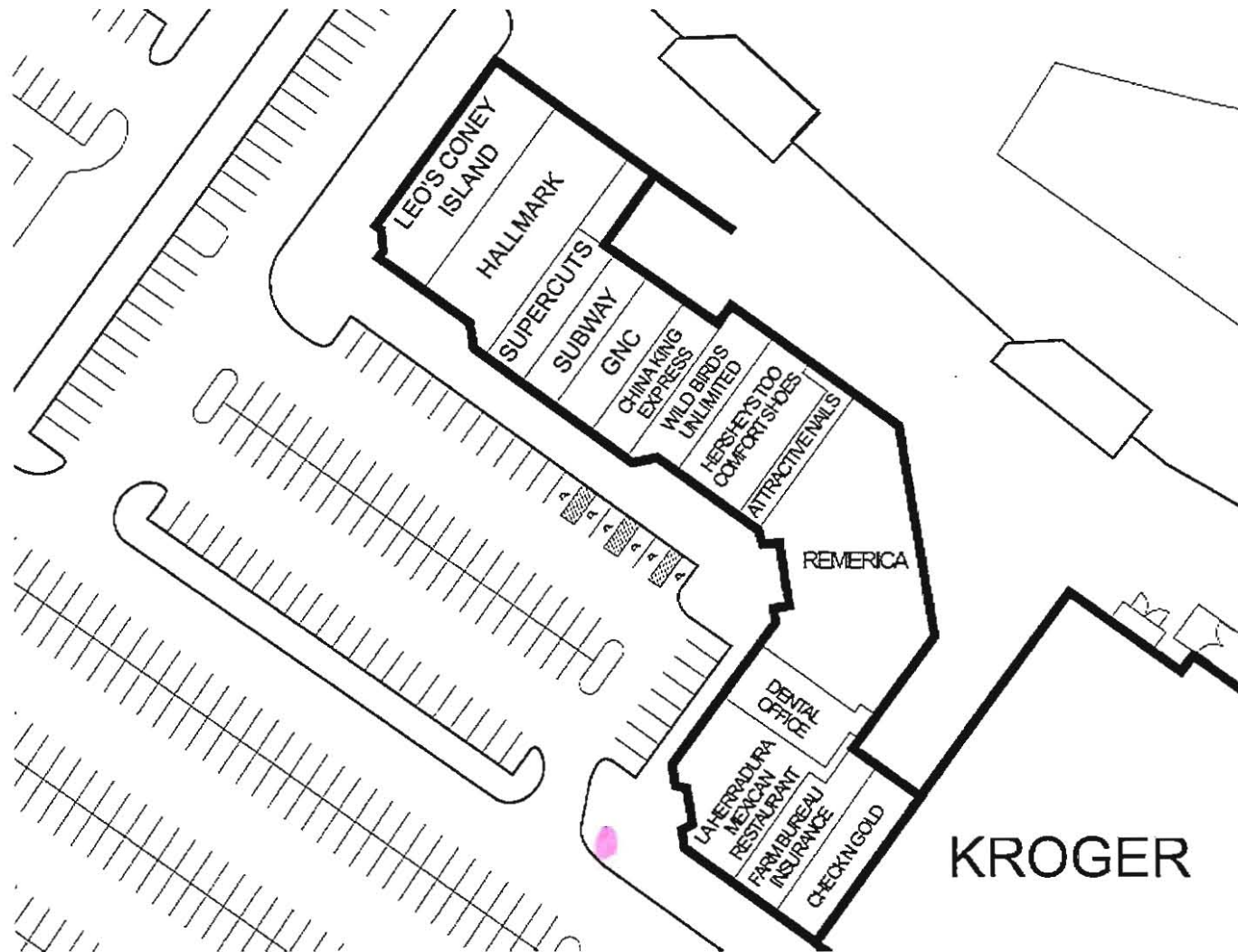


53.5"



## SITE PLAN - NORTH

WESTMARKET  
SQUARE



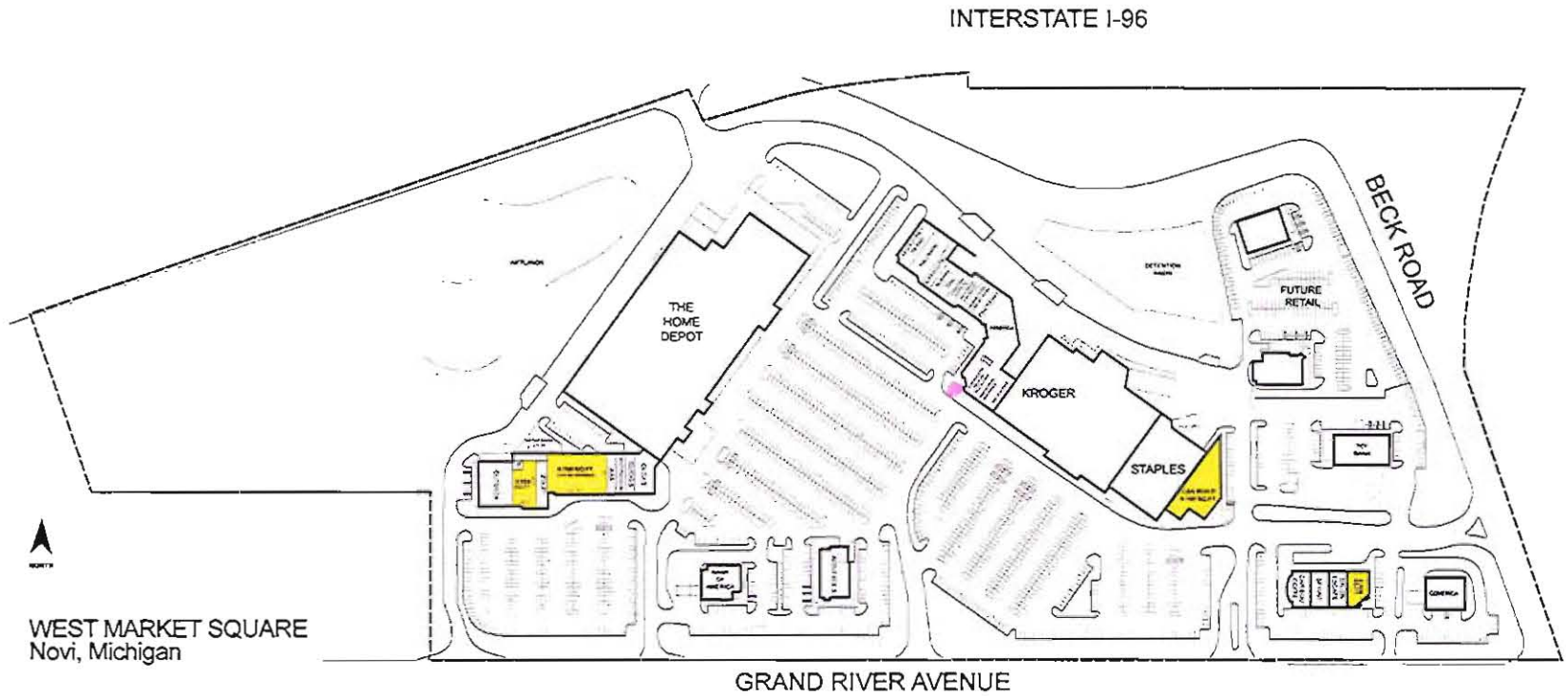
FOR ADDITIONAL INFORMATION CONTACT:  
**ANGELA ARCORI/BRUCE BAJA**  
**248.948.9000**





# SITE PLAN - OVERALL

WESTMARKET  
SQUARE

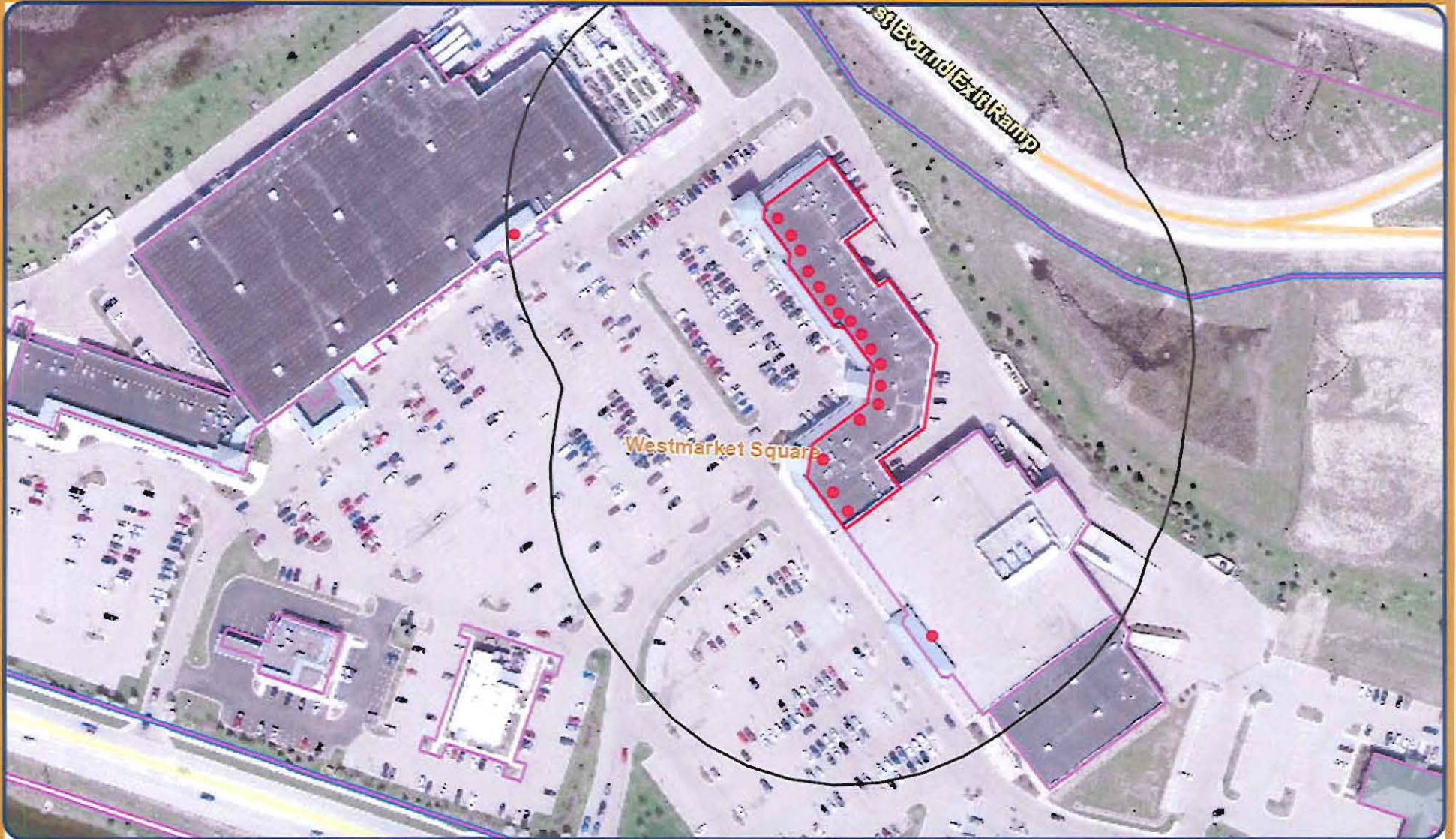


WEST MARKET SQUARE  
Novi, Michigan

FOR ADDITIONAL INFORMATION CONTACT:  
**ANGELA ARCORI/BRUCE BAJA**  
**248.948.9000**



# City of Novi Westmarket Square



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



0 85 170 340

Feet

1 inch = 162 feet



Date: 04/19/2012

#### MAP INTERPRETATION NOTICE

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