



cityofnovi.org

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

**Case No. 12-031 43700 Expo Center Drive**

**Location: 43700 Expo Center Drive**

**Zoning District: EXPO, Expo Center District**

The applicant is requesting an exception to (5) Sections of the Novi Sign Ordinance: Section 28-5 (3), Section 28-5 (2) a.2.ii, Section 28-5 (2) a.1.i, Section 28-1 (10) and Section 28-1 (3). Applicant requests to place two signs on the water tower at the former Expo Center property, reading "Adell" horizontally on the top and "Novi" vertically on the support of the water tower. The property is located west of Novi Road and south of Interstate 96.

The sign would be 120 square feet, exceeding the maximum size of 100 square feet. It also would be 120 feet in height, exceeding the maximum height of 6 feet, and would not be "supported by a monument," with the base of the sign on the ground. Finally, the sign would not reference a business located on the premises.

**Ordinance Sections:**

- CITY OF NOVI, CODE OF ORDINANCES, Section 28-5(3) permits only one (1) sign per property.
- CITY OF NOVI, CODE OF ORDINANCES, Section 28-5 (2) a.2.ii allows a ground sign to be a maximum of six (6) feet in height.
- CITY OF NOVI, CODE OF ORDINANCES, Section 28-5 (2) a.1.i stipulates that a ground sign be no more than 100 square feet.
- CITY OF NOVI, CODE OF ORDINANCES, Section 28-1 (10) states that a ground sign must be supported by a monument with the base of the sign on the ground.
- CITY OF NOVI CODE OF ORDINANCES, Section 28-1 (3) requires that a business sign reference only the name of a business on the premises.

**City of Novi Staff Comments:**

The variance does result from unique features of the property, as few properties have an existing 120 foot water tower or opportunity for nostalgic signage. The property is also somewhat unique in its configuration adjacent to a ramp to a major freeway interchange vehicular entrance to the City. The property on which the tower is located is itself substantial in size (around 20 acres).

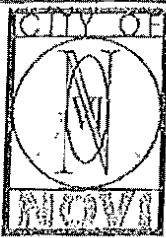
The property at issue is also a key area of the City proposed for redevelopment. The City Council recently adopted a policy under which, if certain development occurs, the property could become a candidate for tax abatement as a Commercial Rehabilitation District. The policy recognizes that this property was a center piece of the City's 2008

Master Plan for Land Use, which calls for an iconic or signature building adjacent to the freeway, with the possibility of additional height (up to 65 feet) available. This sign would not detract from that proposed re-use.

Nor would the sign be incompatible with adjacent or surrounding uses. This is a freeway frontage, and there is in fact another water tower in the area (12 Oaks) which has commercial signage on it. Again, there has been a historical use of the tower for such signage purposes.

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

For Official Use Only

ZBA Case No: 12-031 ZBA Date: 8/14/12 Payment Received: \$ \_\_\_\_\_ (Cash)

Check # \_\_\_\_\_ Include payment with cash or check written to "City of Novi."

**TO BE COMPLETED BY APPLICANT - PLEASE PRINT**

Please submit one original signed application and 13 copies of all supporting documentation relevant to the appeal,

Applicant's Name Adell Brothers Childrens Trust Date June 12, 2012

Company (if applicable) \_\_\_\_\_

Address\* 20733 W. Ten Mile City Southfield ST mi ZIP 48075

\*Where all case correspondence is to be mailed.

Applicant's E-mail Address: RALPH @ The Word Network. org

Phone Number (248) 357-4566 FAX Number (248) 357-2860

Request is for:

Residential Construction (New/ Existing)  Vacant Property  Commercial  Signage

1. Address of subject ZBA case: 43700 Expo Center Drive ZIP 48375

2. Sidwell Number: 5022 - 15 476-045 may be obtained from Assessing Department (248) 347-0485

3. Is the property within a Homeowner's Association jurisdiction? Yes  No

4. Zoning: RA R-1 R-2 R-3 R-4 RT RM-1 RM-2 MH OS-1 OS-2 OSC OST  OTHER

5. Property Owner Name (if other than applicant) \_\_\_\_\_

6. Does your appeal result from a Notice of Violation or Citation Issued? Yes  No

7. Indicate ordinance section(s) and variances requested: Owners name on top of pre-existing

1. Section 28-5(2)a.a.ii Variance requested Water Tower which has had similar signage for forty years.

2. Section \_\_\_\_\_ Variance requested \_\_\_\_\_

3. Section 28-5(2)a.i Variance requested In order to be visible from 120 ft dimensions must be larger. Owner of property is Adell and future development

4. Section 28-1(3) Variance requested will be called Adell. Sign will be on a preexisting water tower that

8. Please submit an accurate, scaled drawing of the property showing: contained signs for 40 years

- a. All property lines and dimensions correlated with the legal description.
- b. The location and dimensions of all existing and proposed structures and uses on property.
- c. Any roads, easements, drains, or waterways which traverse or abut the property and the lot area and setback.
- d. Dimensions necessary to show compliance with the regulations of this Ordinance.

9. State the practical difficulties which prevent conformance with the Zoning Ordinance requirements (attach separate sheet if necessary):

Adell" will be atop of only two 120 ft. water towers in Novi. Dimensions must be larger to be visible from the ground.

10. Describe any unique circumstances regarding the property (i.e., shape, topography, etc.) which are not common to other properties in the area and which prevent strict compliance with the Zoning Ordinance:

Only the properties in Novi have that high of water tower. The other tower contains the name of the owner.

SIGN CASES ONLY:

Your signature on this application indicates that you agree to install a Mock-Up Sign (en (10) days before the scheduled ZBA meeting.

Failure to install a mock-up sign may result in your case not being heard by the Board, postponed to the next scheduled ZBA meeting, or cancelled. A mock-up sign is NOT to be the 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.

Variance approval is void if permit not obtained within one hundred eighty (180) days of date of decision. There is a five (5) day hold period before work/action can be taken on variance approvals. All property owners' within 300 feet of ZBA property address will be notified of the ZBA case and variance requests.

PLEASE TAKE NOTICE:

The undersigned hereby appeals the determination of the Building Official/ Inspector or Ordinance Officer made

\_\_\_ Construct New Home/Building \_\_\_ Addition to Existing Home/Building \_\_\_ Accessory Building
\_\_\_ Use \_\_\_ Signage \_\_\_ Other

Applicant's Signature [Handwritten Signature]

Date 6/15/14

Property Owners Signature [Handwritten Signature]

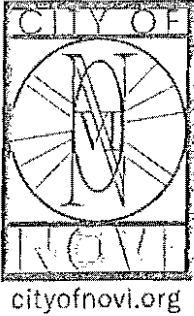
Date 6/15/14

DECISION ON APPEAL

\_\_\_ Granted \_\_\_ Denied \_\_\_ Postponed by Request of Applicant \_\_\_ Board \_\_\_

The Building Inspector is hereby directed to issue a permit to the Applicant upon the following items and conditions:

Chairperson, Zoning Board of Appeals Date



June 7, 2012

Interior Development  
22485 Moorgate  
Novi, Michigan 48374

RE: 43700 EXPO CENTER DRIVE

The sign permits for the above location have been reviewed and DENIED.

Sign Code Section 28-5(3) permits only one sign per parcel of property.

Sign Code Section 28-5(2)a.2.ii, permits ground signs to be a maximum of 6 feet in height. The proposed sign is 120 feet in height.

Sign Code Section 28-5 (2)a.1.i. allows ground signs to be a maximum of 30 square feet or one square foot of sign area for each two feet set back from the nearest street center line as required herein, with a maximum of 100 square feet. Full dimensions of the text are not provided, however, they appear to be in excess of the allowable square footage.

Sign Code Section 28-1(10) requires ground signs to be supported by a monument. The proposed sign is not on a monument.

Sign Code Section 28-1(3) requires business signs to direct attention to a business or profession conducted, or to a product, service or activity sold or offered upon the premises where the sign is located. The proposed wording for the signs is "ADELL" and "NOVI".

Should you wish to request consideration of a variance from the Zoning Board of Appeals, you may contact the board secretary, Angie 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 - 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 Proposed Installation: 43700 EXPO CENTER DRIVE Date June 06, 2012

Owner: ADELL BROTHERS CHILDRENS' TRUST Address: 20733 WEST TEN MILE Rd

City: Southfield State: Michigan Zip: 48075 Phone: (248) 357-4566

Erector: INTERIOR DEVELOPMENT Address: 22485 MOORGATE City: NOVI

State: MI Zip: 48374 Erector's License No: N/A Phone: (248) 719-4126

**Type of Sign:**

Entranceway  Business Center  Wall  Ground  Awning  Projecting Sign

Is this sign illuminated? NO Lineal Building Frontage of this Business: \_\_\_\_\_

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

Size/Measurement: Horizontal: 20 FEET Vertical: 72 INCHES Area Sq. Ft. \_\_\_\_\_

Height from Grade to Top of Sign: 120 FEET Copy to be on Sign: \_\_\_\_\_

Sign permit fee does not include any fees for building or electrical permit applications that may apply.

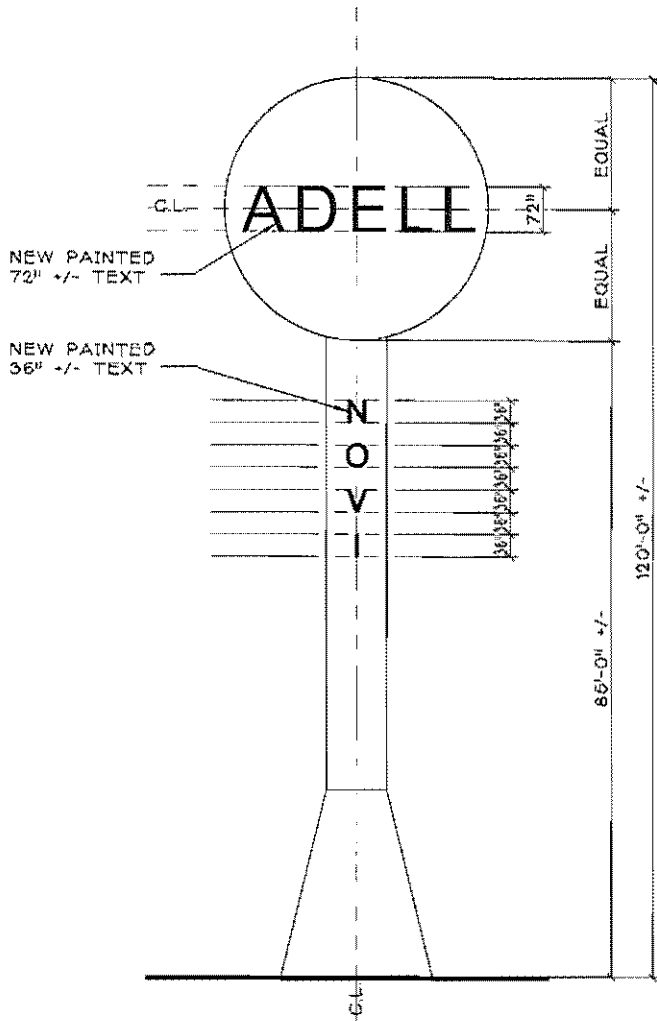
Signature of Applicant or Agent

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_

APPROVED  
 NOT APPROVED - REASON FOR DENIAL: \_\_\_\_\_

**ZONING BOARD OF APPEALS (if applicable)**

APPROVED  
 NOT APPROVED Date: \_\_\_\_\_



ELEVATION (TYP. OF 2 SIDES)

SCALE: 1/16" = 1'-0"

NOTES

1. EXISTING WATER TOWER TO REMAIN.
2. PROVIDE NEW SIGNAGE AS SHOWN.
3. SIGNAGE TYPICAL @ (2) SIDES.
4. EXACT FONT TO BE VERIFIED, MATCH HISTORIC PHOTO AS CLOSE AS POSSIBLE. SIGNAGE VENDOR TO SUBMIT SAMPLE FOR CLIENT REVIEW / APPROVAL.
5. SIGNAGE COLOR TO BE "BLACK".



HISTORIC PHOTO

EXISTING WATER TOWER



ARIAL SITE PHOTO

SCALE: NONE

**DAVIS**  
 ENGINEERS & ARCHITECTS  
 10000 W. LEXINGTON AVENUE, SUITE 200  
 FARMINGTON HILLS, MI 48334  
 PHONE: (248) 853-7424 FAX: (248) 853-7444  
 WWW.DAVISENGINEERS.COM

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PROJECT NO. **ADPELL WATER TOWER**  
**EXPO CENTER DRIVE**  
**NOVI, MICHIGAN**

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SIGNAGE PERMIT  
 SITE, PHOTOS & ELEVATIONS

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12187

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**A1**

City of Novi  
43700 Expo Center Dr



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



Date: 07/25/2012



0 380 760 1520  
Feet  
1 inch = 752 feet

**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>