

cityofnovi.org

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

Case No. PZ13-0016 27500 Novi Road (Cheesecake Factory)

Location: 27500 Novi Road (E-121)

Zoning District: RC, Regional Center District

The applicant is requesting a variance from Section 28-5(3)f of the Novi Sign Ordinance to allow a second wall sign of 133.4 square feet for a proposed new restaurant. The property is located east of Novi Road, and south of Twelve Mile Road.

Ordinance Sections:

CITY OF NOVI, CODE OF ORDINANCE, Section 28-5(3)f permits a single sign to be installed at this restaurant location.

City of Novi Staff Comments:

The applicant is requesting approval for installation of second wall sign for a restaurant business with an outside entrance in the Twelve Oaks Mall shopping center. The business is allowed and has been granted approval for a single 35 square foot wall sign(max. 65 square feet allowed). The requested second sign would be 133.4 square feet.

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 because_____.
- 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 because_____.
- 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 because_____.



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For Official Use Only

ZBA Case No: P21300110 ZBA Date: 4/9/13 Payment Received: \$ 300 (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 Kevin Debers Date 2-21-13

Company (if applicable) Metro Detroit Signs

Address* 23544 Hoover Rd. City Warren ST MI ZIP 48089

*Where all case correspondence is to be mailed.
Applicant's E-mail Address: kdebers@metrodetroit-signs.com

Phone Number (888) 759-2700 FAX Number (888) 759-2703

Request is for:

Residential Construction (New/ Existing) Vacant Property Commercial Signage

1. Address of subject ZBA case: 27500 Novi Rd. E121 ZIP: 48377

2. Sidwell Number: 5022 - 14 - 100 - 069 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 RC

5. Property Owner Name (if other than applicant) Taubman Tenant Corp.

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

7. Indicate ordinance section(s) and variances requested: and Sec 28-5(3)

- 1. Section 28-5(2)b.1. (a)(1)a Variance requested To install a 2nd wall sign at 133.4 square feet
- 2. Section _____ Variance requested _____
- 3. Section _____ Variance requested _____
- 4. Section _____ Variance requested _____

8. Please submit an accurate, scaled drawing of the property showing:

- 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):

Please see the attached cover letter with our drawings.

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:

Please see the attached cover letter with our drawings.

SIGN CASES ONLY:

Your signature on this application indicates that you agree to install a Mock-Up Sign ten (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

Ren Deke
Applicants Signature

2-21-13
Date

James M. Cunningham
Property Owners Signature **TRAUMAN TENANT COORD.**

2/22/13
Date

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



DATE: 2/25/13
TO: City of Novi ZBA
FROM: Kevin Deters
Metro Detroit Signs
RE: Cheesecake Factory – variance for 2nd wall sign
27862 Novi Rd.

ZBA Cover Letter

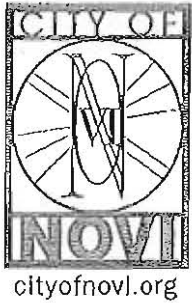
Hello,

We are applying for a variance for a 2nd wall sign (Wall Sign B) at this site. We already have approval for Wall Sign A (35 sq. feet).

The ordinance allows for one wall sign at 65 sq. feet for this location. We feel that a second (larger) wall sign is justified for a few reasons:

- Due to the restaurant's wide storefront, a 65 sq. foot wall sign would look proportionately small.
- The entrance on the front elevation. They need a sign above their entrance. That is what Sign A is for (35 sq. feet). If they only had Wall Sign A alone, then that would leave Cheesecake Factory with no main identification centered on their main façade.
- Cheesecake Factory's corporate branding requires a sign to say, "The Cheesecake Factory Restaurant Bakery Bar." Due to the number of words & characters, it is difficult to design one wall sign that has all of those words and is 65 sq. feet or less while still having large enough letters to be reasonably visible to traffic & the consumer.

I look forward to meeting with you to discuss this sign project. Feel free to call me at (586)759-2700 if anything else is needed. Thank you for your assistance.



Wall Sign Denial Letter

February 25, 2013

Metro Detroit Signs
23544 Hoover Road
Warren, Michigan 48089

RE: THE CHEESECAKE FACTORY – 27500 NOVI RD E121

The sign permits for the above location have been reviewed. The 35 square foot sign has been approved and an invoice in the amount of \$75.00 is enclosed for the sign permit fee.

The 133.38 square foot sign is denied.
Sign Code Section 28-5(3) permits one sign for this location.

Should you wish to request consideration of a variance from the Zoning Board of Appeals, you may do so by contacting the board secretary, Angie Pawlowski, at 248-347-0459.

Please feel free to contact me at 248-347-0438 if you have any questions.

Sincerely,

CITY OF NOVI

Jeannie Niland
Ordinance Enforcement Officer

WALL SIGN - NO SIGN NEEDS A MOUNTAGE



(B) INTERNALLY ILLUMINATED CHANNEL LETTERS / SIGN TYPE CL48R88 / ONE (1) SET REQUIRED / 133.36 SQ.FT.
SCALE: 3/8" = 1'-0"

FACES: 2793 RED PLEX.
RETURNS: 5" DEEP PRE-FINISHED SATIN BLACK ALUMINUM W/ MATCHING TRIMCAP
INTERNAL ILLUMINATION: RED L.E.D. UNITS POWERED BY REMOTE 12 VOLT POWER SUPPLIES.
MOUNTING: LETTERS TO BE FLUSH MOUNTED TO FASCIA.

OUTDOOR TO PLACING
UNDESIRABLE CONSEQUENCES
SHOULD ONLY BE USED FOR THE GOOD ONLY.
ALL LETTERS SHOULD BE DESIGNED TO
STAND UP TO WEATHER AND SHOULD NOT
BE MADE OF BRASS OR OTHER METAL.
PROPERLY DESIGN THEM THAT CAN BE
PAINTED BACK TO ORIGINAL FINISH.
INSTALLATION
ALL MOUNTING HARDWARE, INCLUDING
SPACERS AND ANCHORS ARE TO BE PROVIDED
BY THE INSTALLATION CONTRACTOR.
ALL MOUNTING IN THE WALL ARE TO BE
DRIVEN WITH CARE AND TO BE PROTECTED.
ANY DEVIATION FROM FEDERAL HEALTH
DEVELOPMENTS MAY RESULT IN DAMAGE
TO OR IMPROPER OPERATION OF SIGNAGE,
CAUSING DELAYS AND ADDITIONAL COSTS.

KEEP A RECORD OF CONSTRUCTION
ADDITIONS TO THE WALL MOUNTING AND
LETTERS IS REQUIRED FOR THE INSTALLATION
OF NEW SIGNAGE. CONTACT THE ORIGINAL
APPROVAL AGENCY CONTRACTOR TO THE
SITE CONTACT TO VERIFY THAT THE RECORD
PREPARED AND ASSESS CONSTRUCTION,
FASCIA TO THE SIGN, INSTALLATION.
INSTALLATION CONTRACTOR'S RESPONSIBILITIES
IT IS THE RESPONSIBILITY OF THE INSTALLATION
CONTRACTOR TO PROVIDE ALL TRAIL SPACES
NECESSARY TO KEEP THE WALL ORIGINAL FROM
BASIC CONSTRUCTION. INSTALLATION OF
ADDITIONAL SIGNAGE IS REQUIRED.
CONTRACTOR
- PROVIDE SOME NIGHT SIGN MOUNTING TO THE WALL
- ALL SIGN MOUNTING TO BE PROTECTED FROM
- ISOLATE ALL ALUMINUM FROM STEEL.

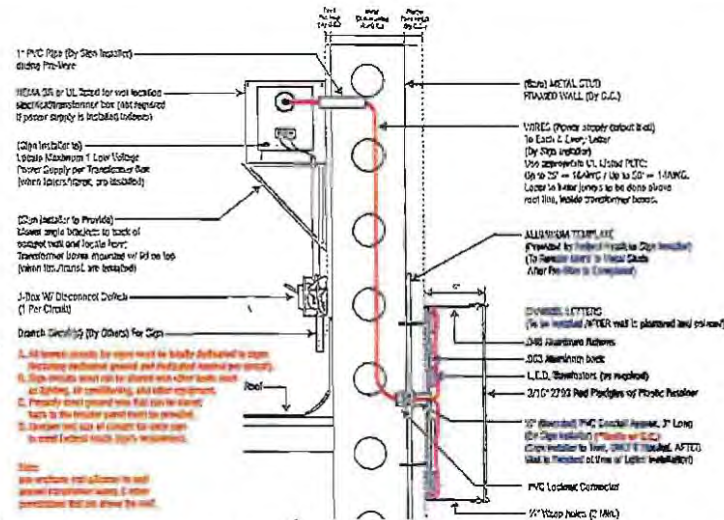
INTERNAL ILLUMINATION
TEST I.B.D. AFTER
Ø of 1/2" PVC CONDUIT FOR 1/2" I.B.D.
ALL WIRING SHOULD BE
DESIGNED TO STAND UP TO WEATHER
AND SHOULD NOT BE MADE OF BRASS
OR OTHER METAL.

PAGE-WIRE PROCEDURE

1. Install the aluminum tension bar wiring system indicated, provided by Federal Health, directly onto the base of the metal sign (fascia).
 2. For electrical wiring use PVC (PVC-free) connectors & PVC VV lock-weld connections, provided by the fabricator, to secure conductors. Place PVC conduit project out approximately 2" (depending on the finished wall) above the fascia (SEE NOTES FOR I.B.D.).
 3. Connect to provide a 1/2" PVC pipe over top of the roof / on the back of the signpost wall.
 4. Install 1/2" PVC (PVC-free) conduit, approximately 1/2" and cover ends of tube to protect them. Wire to be provided by fabricator; Up to 25' Use 35 AWG and Up to 50' - 14 AWG. Every (1/2") wire to every letter must be run in the same conduit (check with the fabricator above the sign).
- Conduit / The wire MUST BE of better building used is "Marflex" and below each section is located in the back of parapet wall.

INSTALLATION PROCEDURE

1. After the building is placed and painted (and the metal roof decking is in place), install the letters & transformers. Do not start later wiring to be completed on the back of the parapet wall (above the roof).



SECTION DETAIL FOR TYPICAL CHANNEL LETTER W/ ILLUMINATED PLEX FACE @ ROOF PARAPET

- NOTES:
1- All letters to be placed for min. visibility. 2- Install to conform w/ section 030 of M.C.C. 3- Letters fabricated to UL standards. 4- Transformer necessary T.R.C. in field. 5- Letters to be coated to prevent light leaks. 6- Min. 2 mounting bolts per letter.

FEDERAL HEALTH SIGN COMPANY
www.federalhealth.com
4662 North Avenue Occochee, CA 92026
7601 941-0715 Fax (760) 631-5065

Contractor/Client:
Occochee, CA - Occochee, CA - Occochee, CA
Contractor:
Occochee, CA - Occochee, CA - Occochee, CA
Occochee, CA - Occochee, CA - Occochee, CA
Occochee, CA - Occochee, CA - Occochee, CA
Occochee, CA - Occochee, CA - Occochee, CA
Building Quality Signage Since 1991

Account Rep: House - Key Account
Project Manager: Sandra Ramirez
Drawn By: Brian Wood
Client's Contacted By: [Blank]
Landed Approval/Date: [Blank]

Project / Location:
27862 Novi Road
Twelve Oaks
Novi, MI 48377

Job Number: 23-16592-10
Date: January 18, 2013
Sheet Number: 5 of 9
Design Number: 23-16592-10 R2

This original drawing is provided as part of a planned project and is not to be exhibited, copied or reproduced without the written permission of Federal Health Sign Company, LLC or its authorized agents. © FHS

