



COMMUNITY DEVELOPMENT DEPARTMENT

45175 Ten Mile Road
Novi, MI 48375
(248) 347-0415 Phone
(248) 735-5600 Facsimile
www.cityofnovi.org

ZONING BOARD OF APPEALS STAFF REPORT

FOR: City of Novi Zoning Board of Appeals

MEETING DATE: July 9, 2024

REGARDING: 44375 Twelve Mile Road G149 # 50-22-15-200-112 (PZ24-0029)

BY: Alan Hall, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Signs By Crannie

Variance Type

Sign Variance

Property Characteristics

Zoning District: This property is zoned Regional Center (R-C)

Location: south of Twelve Mile Road, west of Novi Road

Parcel #: 50-22-15-200-112

Request

The applicant is requesting variances from the City of Novi Sign Ordinance Section 28-5(b)(1)a. to allow a 148 sq. ft. illuminated wall sign (65 sq. ft. allowed, variance of 83 sq. ft.); Section 28-5(a) to allow 2 additional canopy signs at 40 sq. ft. each (2 signs allowed, variance of 2 additional signs).

II. STAFF COMMENTS:

The business is allowed (2) signs by right; an existing compliant round wall sign undergoing face change and currently the second sign is an oversized wall sign applied under a previous variance (65 sq ft allowed, variance to allow 96 sq ft). The applicant is now requesting a total of (4) signs including (1) existing round wall sign (28.3 sq ft), (1) enlarged wall sign of 148 sq ft to replace the 96 sq ft oversized existing sign, (2) 40 sq ft awning with corporate logo. The request seems excessive in light of the total of 228 sq ft of signage. The LED border noted on the plans is not included in the requested size and is prohibited by the façade ordinance.

III. RECOMMENDATION:

The Zoning Board of Appeals may take one of the following actions:

I move that we **grant** the variance in Case No. **PZ24-0029**, sought by _____, for _____ because Petitioner has shown practical difficulty including _____ requiring _____ on the basis of any of the following:

- a. That 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 including _____.
- b. That 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 _____.
- c. That the grant of relief would be offset by other improvements or actions, such as increased setbacks or increased landscaping, such that the net effect will result in an improvement of the property or the project _____.
- d. That construction of a conforming sign would require the removal or significant alteration of natural features on the property because _____.
- e. the grant of relief will not result in a use or 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 and intent of this chapter because _____.

The variance granted is subject to:

- 1. _____.
- 2. _____.
- 3. _____.
- 4. _____.

I move that we **deny** the variance in Case No. **PZ24-0029**, sought by _____, for _____ because Petitioner has not shown practical difficulty because: _____

- a. That the request is based upon circumstances or features that are not exceptional and/or unique to the property and/or that result from conditions that exist generally in the city or that are self-created including _____
- b. That the failure to grant relief will not unreasonably prevent or limit the use of the property and/or will not result in substantially more than mere inconvenience or inability to attain a higher economic or financial return because _____
- c. That the grant of relief would not be offset by other improvements or actions, such as increased setbacks or increased landscaping, such that the net effect will not result in an improvement of the property or the project because _____
- d. That construction of a conforming sign would not require the removal or significant alteration of natural features on the property because _____
- e. the grant of relief will result in a use or structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will not result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is inconsistent with the spirit and intent of this chapter because _____

Should you have any further questions with regards to the matter please feel free to contact me at (248) 347-0423.

Alan Hall – Deputy Director Community Development - City of Novi

RECEIVED

MAY 31 2024

CITY OF NOVI
COMMUNITY DEVELOPMENT



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ZONING BOARD OF APPEALS
APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

I. PROPERTY INFORMATION (Address of subject ZBA Case)		Application Fee: \$330.00
PROJECT NAME / SUBDIVISION Buffalo Wild Wings		Meeting Date: 7-9-24
ADDRESS 44375 Twelve Mile Rd.	LOT/SUITE/SPACE #	ZBA Case #: PZ 24-0029
SIDWELL # 50-22- 15 . 200 - 112	May be obtain from Assessing Department (248) 347-0485	
CROSS ROADS OF PROPERTY Cabartat Dr and Donelson Dr.		
IS THE PROPERTY WITHIN A HOMEOWNER'S ASSOCIATION JURISDICTION? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		REQUEST IS FOR: <input type="checkbox"/> RESIDENTIAL <input type="checkbox"/> COMMERCIAL <input type="checkbox"/> VACANT PROPERTY <input checked="" type="checkbox"/> SIGNAGE
DOES YOUR APPEAL RESULT FROM A NOTICE OF VIOLATION OR CITATION ISSUED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
II. APPLICANT INFORMATION		
A. APPLICANT	EMAIL ADDRESS kayla@signsbycrannie.com	CELL PHONE NO.
NAME Daniel Crannie		TELEPHONE NO. 810-487-0000
ORGANIZATION/COMPANY Signs by Crannie, Inc.		FAX NO. 810-487-0711
ADDRESS 4145 Market Place	CITY Flint	STATE MI ZIP CODE 48507
B. PROPERTY OWNER <input type="checkbox"/> CHECK HERE IF APPLICANT IS ALSO THE PROPERTY OWNER		
Identify the person or organization that owns the subject property:	EMAIL ADDRESS michael@mdzproperties.com	CELL PHONE NO. 214-629-4042
NAME		TELEPHONE NO. 214-725-9933
ORGANIZATION/COMPANY Twelve Mile Crossing, LLC.		FAX NO.
ADDRESS 6220 Campbell Rd	CITY Dallas	STATE TX ZIP CODE 75248
III. ZONING INFORMATION		
A. ZONING DISTRICT <input type="checkbox"/> R-A <input type="checkbox"/> R-1 <input type="checkbox"/> R-2 <input type="checkbox"/> R-3 <input type="checkbox"/> R-4 <input type="checkbox"/> RM-1 <input type="checkbox"/> RM-2 <input type="checkbox"/> MH <input type="checkbox"/> I-1 <input type="checkbox"/> I-2 <input checked="" type="checkbox"/> RC <input type="checkbox"/> TC <input type="checkbox"/> TC-1 <input type="checkbox"/> OTHER _____		
B. VARIANCE REQUESTED INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED: 1. Section <u>28-5</u> Variance requested <u>Additional 83 sq ft signage</u> 2. Section <u>28-5</u> Variance requested <u>Copy on drawings</u> 3. Section _____ Variance requested _____ 4. Section _____ Variance requested _____		
IV. FEES AND DRAWINGS		
A. FEES <input type="checkbox"/> Single Family Residential (Existing) \$220 <input type="checkbox"/> (With Violation) \$275 <input type="checkbox"/> Single Family Residential (New) \$275 <input type="checkbox"/> Multiple/Commercial/Industrial \$330 <input type="checkbox"/> (With Violation) \$440 <input checked="" type="checkbox"/> Signs \$330 <input type="checkbox"/> (With Violation) \$440 <input type="checkbox"/> House Moves \$330 <input type="checkbox"/> Special Meetings (At discretion of Board) \$660		
B. DRAWINGS 1-COPY & 1 DIGITAL COPY SUBMITTED AS A PDF • Dimensioned Drawings and Plans • Existing & proposed distance to adjacent property lines • Site/Plot Plan • Location of existing & proposed signs, if applicable • Existing or proposed buildings or addition on the property • Floor plans & elevations • Number & location of all on-site parking, if applicable • Any other information relevant to the Variance application		



ZONING BOARD OF APPEALS APPLICATION

V. VARIANCE

A. VARIANCE (S) REQUESTED

DIMENSIONAL USE SIGN

There is a five-(5) hold period before work/action can be taken on variance approvals.

B. SIGN CASES (ONLY)

Your signature on this application indicates that you agree to install a **Mock-Up Sign ten-(10) days** before the schedule ZBA meeting. Failure to install a mock-up sign may result in your case not being heard by the Board, postponed to the next schedule ZBA meeting, or cancelled. A mock-up sign is **NOT** to be 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.

C. ORDINANCE

City of Novi Ordinance, Section 3107 – Miscellaneous

No order of the Board permitting the erection of a building shall be valid for a period longer than one-(1) year, unless a building permit for such erection or alteration is obtained within such period and such erection or alteration is started and proceeds to completion in accordance with the terms of such permit.

No order of the Board permitting a use of a building or premises shall be valid for a period longer than one-hundred and eighty-(180) days unless such use is established within such a period; provided, however, where such use permitted is dependent upon the erection or alteration of a building such order shall continue in force and effect if a building permit for such erection or alteration is obtained within one-(1) year and such erection or alteration is started and proceeds to completion in accordance with the terms of such permit.

D. APPEAL THE DETERMINATION OF THE BUILDING OFFICIAL


PLEASE TAKE NOTICE:

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

CONSTRUCT NEW HOME/BUILDING ADDITION TO EXISTING HOME/BUILDING SIGNAGE
 ACCESSORY BUILDING USE OTHER _____

VI. APPLICANT & PROPERTY SIGNATURES

A. APPLICANT

Applicant Signature:  Date: 6/10/24

B. PROPERTY OWNER

If the applicant is not the owner, the property owner must read and sign below:
The undersigned affirms and acknowledges that he, she or they are the owner(s) of the property described in this application, and is/are aware of the contents of this application and related enclosures.

Property Owner Signature:  Date: 5-28-2024

VII. FOR OFFICIAL USE ONLY

DECISION ON APPEAL:

GRANTED

DENIED

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

Chairperson, Zoning Board of Appeals _____ Date _____



Community Development Department

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Novi, MI 48375
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**REVIEW STANDARDS
SIGN VARIANCE**

The Zoning Board of Appeals (ZBA) will review the application package and determine if the proposed Sign Variance meets the required standards for approval. In the space below, and on additional paper if necessary, explain how the proposed project meets each of the following standards. (Increased costs associated with complying with the Zoning Ordinance will not be considered a basis for granting a Sign Variance.)

Standard #1. Extraordinary Circumstances or Conditions.

Explain how the circumstances or physical conditions applying to the property that do not apply generally to other properties in the same Zone District or in the general vicinity. Circumstances or physical conditions may include:

- a. Shape of Lot.** A sign could not be placed in the location required by the Zoning Ordinance due to the shape, topography or other physical conditions of the lot or due to the location of an existing structure.

Not Applicable

Applicable

If applicable, describe below:

and/or

- b. Environmental Conditions.** A sign could not be placed in the location required by the Zoning Ordinance without removing or severely altering natural features, such as trees, topography, drainage courses or encroaching upon stormwater facilities.

Not Applicable

Applicable

If applicable, describe below:

and/or

- c. Abutting Property.** A sign could not be reasonably seen by passing motorists due to the configuration of existing buildings, trees, signs or other obstructions on an abutting property.

Not Applicable

Applicable

If applicable, describe below:

d. Scale of Building or Lot Frontage. A sign that exceeds permitted dimensions for area and/or height could be considered appropriate in scale due to the length of the building frontage (wall sign only) or length of the lot frontage (ground sign only).

Not Applicable

Applicable

If applicable, describe below:

e. Not Self-Created. Describe the immediate practical difficulty causing the need for the Variance was not created by the applicant or any person having an interest in the sign, sign structure, or property.

Not Applicable

Applicable

If applicable, describe below:

Standard #2. Limit Use of Property.

Explain how 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.

Standard #3. Adverse Impact on Surrounding Area.

Explain how the Sign Variance will not result in a use or 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 and intent of this chapter.

City of Novi
Community Development Department
45175 Ten Mile Rd
Novi, MI 48375

Buffalo Wild Wings
44375 Twelve Mile Rd
Novi, MI 48377

RE: REVIEW STANDARDS – SIGN VARIANCE

Per City of Novi Sign Code, Section 28-5(b)(1)a., the maximum area of a wall sign, based upon the 70'4" linear frontage measurement of this tenant space, shall be a maximum of 65 square foot. Since Buffalo Wild Wings is proposing a 147.8 square foot wall sign (Rounding up to the next whole number) on the south elevation, the variance request shall be for an additional 83 sq. ft. (65 + 83 += 148)

There is a variance on file for 96 sq ft that was approved in 2002 variance was approved.

Per Sign Code Section 28-5(a) – Buffalo Wild Wings is requesting a variance for the (2) additional Awnings with the Corporate Logo on them. No copy, logos only. They are each 40 square foot. The (2) awnings tally over the allowable number of signs.

The Awnings are currently existing, with the old Buffalo Wild Wings logo on them. This is simply a re-cover with the additional of the new logo, to reflect current corporate branding standards.

Standard #1 – Extraordinary Circumstances of Conditions

- a. Shape of Lot - Not Applicable
- b. Environmental Conditions – Not Applicable
- c. Abutting Property – Not Applicable
- d. Scale of Building – Applicable
 - a. The large façade 2,117 sq ft that the sign is proposed to be mounted to only represents 6.5% of the entire façade. A large building connected to a massive complex aesthetically reduces the 148 sq ft to a minimal element, thus limiting public awareness and visibility.
- e. Not Self-Created – Applicable
 - a. Since the 2002 variance allowing 96 square foot, other approved improvements and variances have passed within the center regarding tenant trade dress and signage. This now creates unequal visibility for Buffalo Wild Wings. We will provide a 96 square foot sign but will ask for a darker color background backer panel behind the sign in order to create a more equal opportunity for visibility through contrast in that area of the development. Please reference the recently opened Ford's Garage restaurant." The building sits approximately 900 feet from

I-96 and the smaller sign is not visible as competing businesses in the same complex, and proximity.

Standard #2 – Limit Use of Property

Signage is representational of image. A strong image is what helps create great companies. To have the corporate image appear minimal and underdeveloped right next door to the larger competition signage damages the brand. A damaged brand goes beyond economic concerns. It affects those directly associated personally with limited opportunity to thrive, namely individual employees of the establishment.

Standard #3 – Adverse Impact on Surrounding Area.

There will not be any adverse impact by granting a 148 square feet sign in a sea of signage square footage within the complex. By making an allowance for this variance, Buffalo Wild Wings will be granted the ability to compete on a level playing field with similar establishments in the vicinity. With increased visibility comes and the opportunity to generate revenue, thus bolstering the local economy.



Wall Sign - Qty. 1

LED Illuminated Cabinet
Polycarbonate Face w/ Vinyl Graphics
2" Retainer
Flush Mounted To Backer

4" Deep LED Illuminated
Channel Letters
White Acrylic Faces
Black Trim Caps & Returns
Flush Mounted To Backer

2" Deep Fabricated Alum.
Backer Panel

(Logo=36 Letters=61.59)
Total Signage = 97.59 SqFt
Signage w/ Backer = 147.8 SqFt
Allowable = 87 SqFt

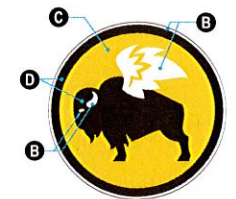
SIGN TYPE

Wall Sign

SCALE

3/8"-1'-0"

- A** Black
- B** White
- C** PMS 7548 c
125 Golden Yellow
- D** PMS 440 c
69 Duronodic



NOTES

Qty. 1
Single Face, Illuminated

SALESPERSON

Dave Saidoo

FILENAME

BWW-Nov-24-S Wall Sign

Customer / Address

BWW - Buffalo Wild Wings #
44375 Twelve Mile Rd
Novi, MI 48377

DRAWN BY / DATE

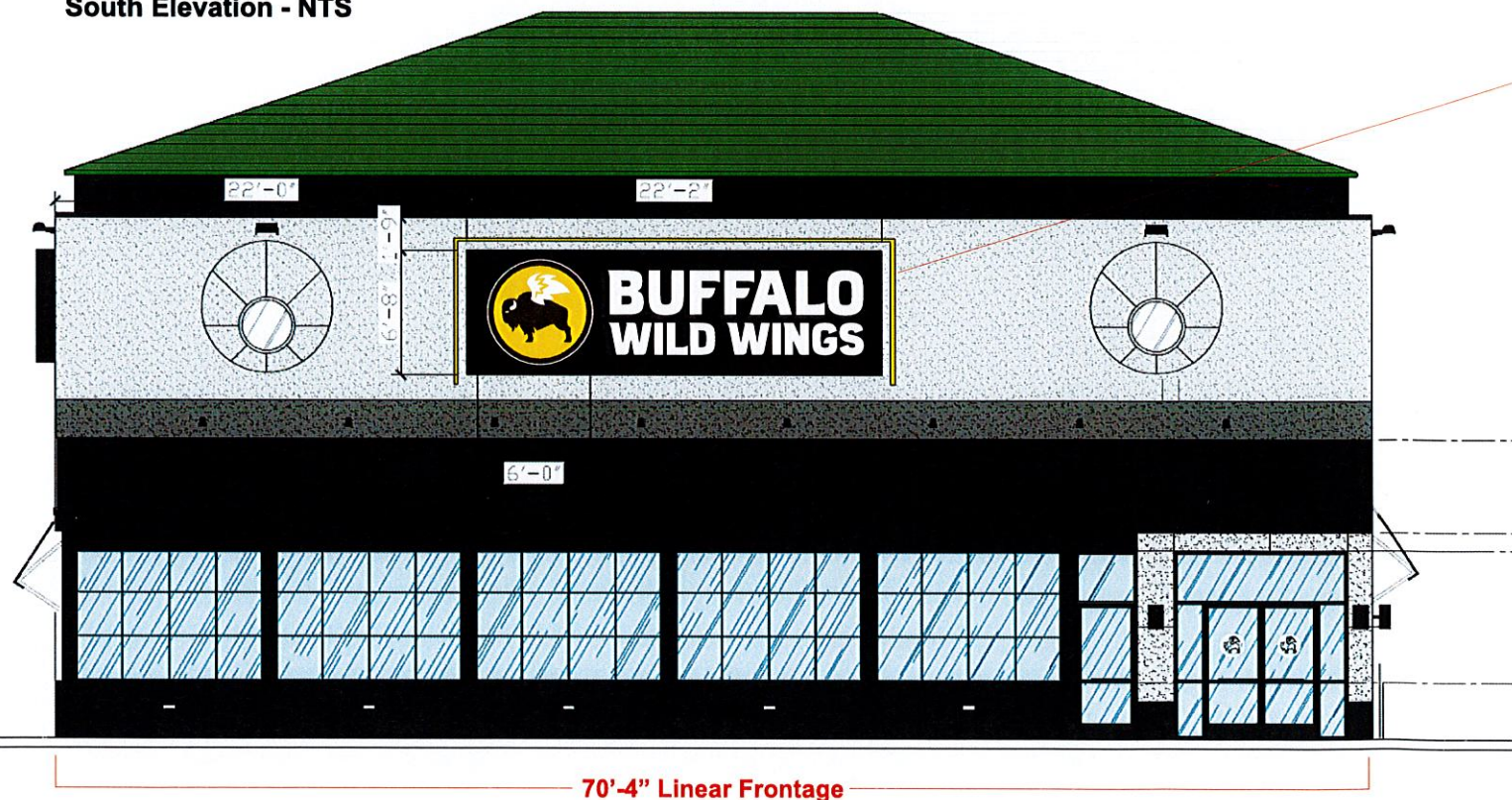
G.Alumbaugh 3-27-24

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Flint, Michigan 48507
810-487-0000
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South Elevation - NTS



Yellow LED Border Tube
(Inset 6" From Edges)
(x2) 7'-8"H Sides
(x1) 23'-2"W Top



EXISTING SIGN Approx 96 sq ft



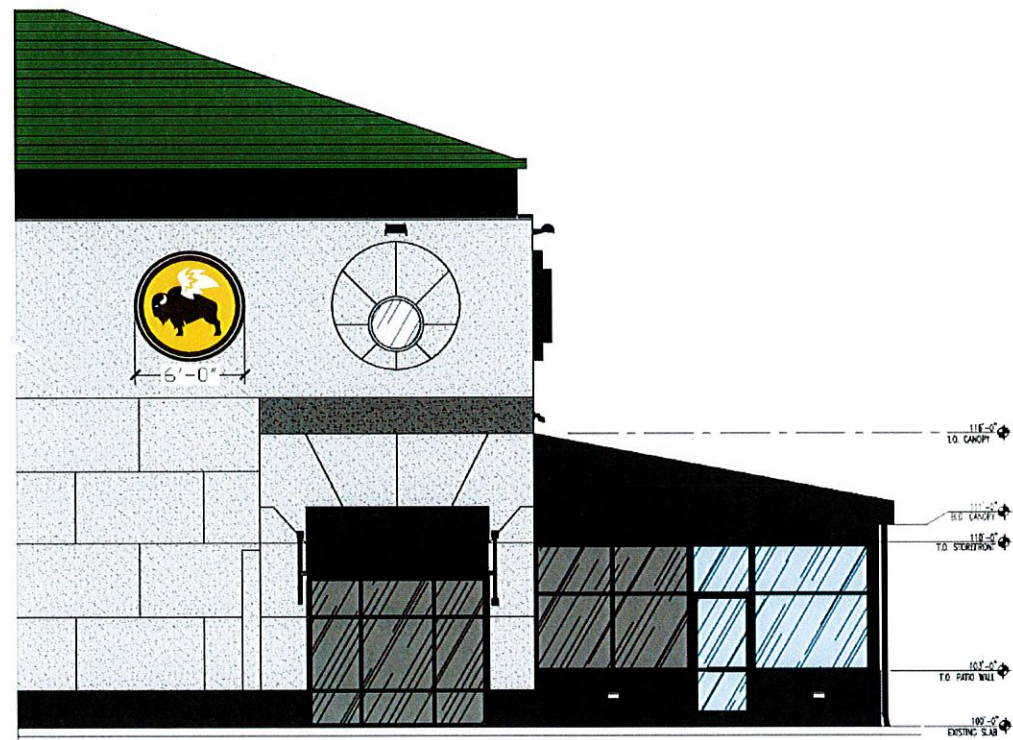
72" Dia.

Wall Sign - Qty. 1

LED Illuminated Cabinet
 Polycarbonate Face w/ Vinyl Graphics
 2" Retainer
 Flush Mounted To Wall

**Total Signage = 36 SqFt
 Allowable = 103 SqFt**

West Elevation - NTS



82'-6" Linear Frontage



EXISTING SIGN Approx 36 sq ft

SIGN TYPE
 Wall Sign

SCALE
 3/4"-1'-0"

A Black
B White
C PMS 7548 c
 125 Golden Yellow
D PMS 440 c
 69 Duronodic

NOTES
 Qty. 1
 Single Face, Illuminated

SALESPERSON
 Dave Saidoo

FILENAME
 BWW-Nov-24-W Wall Sign

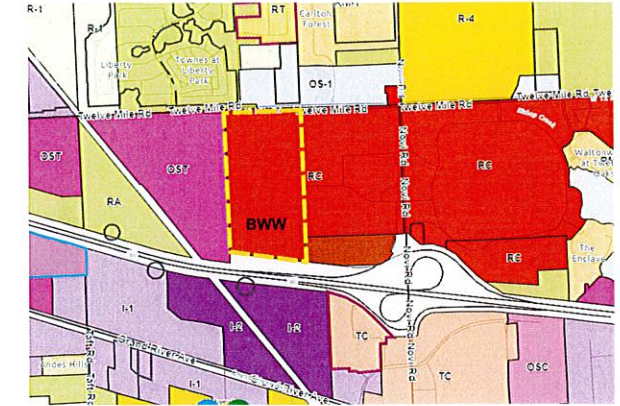
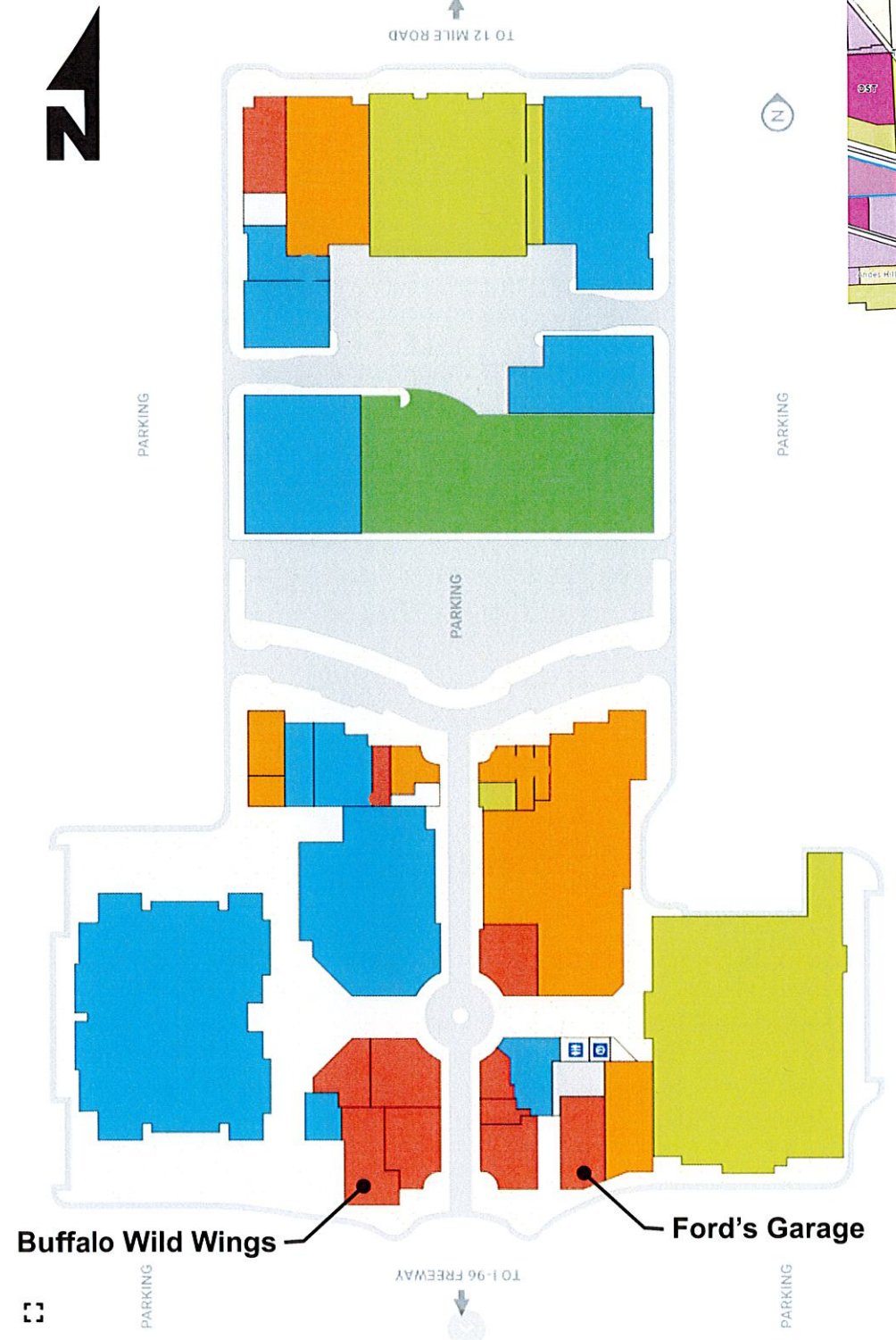
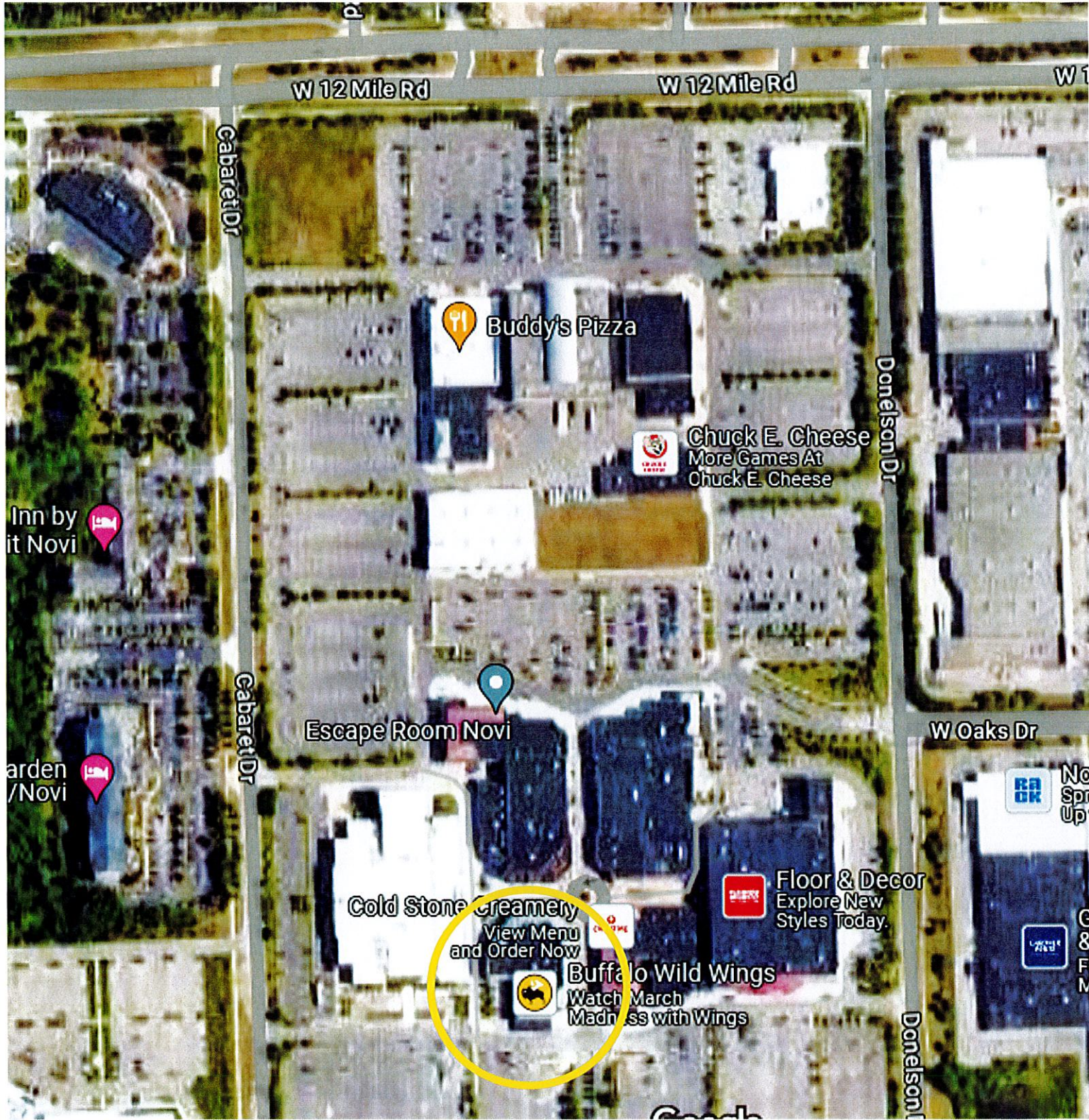
Customer / Address
 BWW - Buffalo Wild Wings #
 44375 Twelve Mile Rd
 Novi, MI 48377

DRAWN BY / DATE
 G.Alumbaugh 3-27-24

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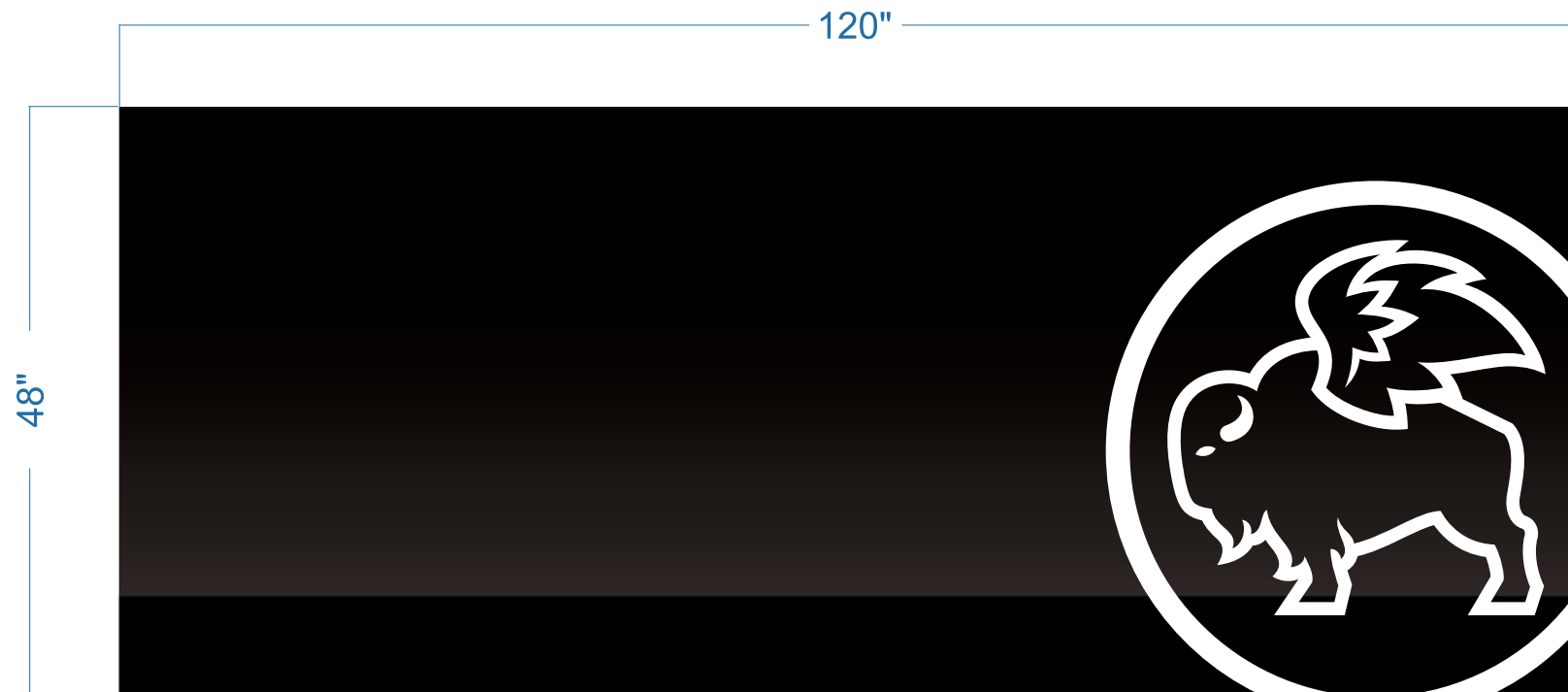
SIGNS BY... Crannie
 A FULL SERVICE SIGN COMPANY

4145 Market Place
 Flint, Michigan 48507
 810-487-0000
 www.SignsByCrannie.com



ZONED RC

Buffalo Wild Wings
 44375 Twelve Mile Rd
 Novi, MI 48377



Existing Awnings - Qty. 2

- Recover w/ New Black Sunbrella Material
- New Painted White Graphics On Awnings As Noted





SIGN TYPE

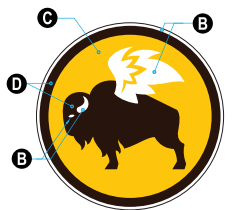
Awnings

SCALE

3/4"-1'-0"

COLORS

- A**  Black
- B**  White
- C**  PMS 7548 c
125 Golden Yellow
- D**  PMS 440 c
69 Duronodic



NOTES

SALESPERSON

Dave Saidoo

FILENAME

BWW-Nov-24-Awning

Customer / Address

BWW - Buffalo Wild Wings #
44375 Twelve Mile Rd
Novi, MI 48377

DRAWN BY / DATE

G.Alumbaugh 4-29-24

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