



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

ZONING BOARD APPEALS DATE: September 14, 2021

REGARDING: 44175 Twelve Mile Road, Parcel # 50-22-15-200-112 (PZ21-0050)

BY: Larry Butler, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Signs by Crannie / Twelve Mile Crossing

Variance Type

Sign Variance

Property Characteristics

Zoning District:	Regional Center
Location:	West of Novi Road and South of Twelve Mile Road
Parcel #:	50-22-15-200-112

Request

The applicant is requesting variances from The City of Novi Code of Ordinances Section 28-5 and 28-5(a) for 24 square foot sign faces, 84 inches tall. These signs exceed the size and height originally approved by ZBA# 01-045. This property is zoned Regional Center (RC).

II. STAFF COMMENTS:

III. RECOMMENDATION:

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

1. I move that we **grant** the variance in Case No. **PZ21-0050**, sought by _____, for _____ because Petitioner has shown practical difficulty requiring _____.

 - (a) Without the variance Petitioner will be unreasonably prevented or limited with respect to use of the property because _____.
 - (b) The property is unique because _____.
 - (c) Petitioner did not create the condition because _____.

(d) The relief granted will not unreasonably interfere with adjacent or surrounding properties because_____.

(e) The relief if consistent with the spirit and intent of the ordinance because _____.

(f) The variance granted is subject to:

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

2. I move that we **deny** the variance in Case No. **PZ21-0050**, sought by _____, for _____ because Petitioner has not shown practical difficulty requiring _____.

(a) The circumstances and features of the property including _____ are not unique because they exist generally throughout the City.

(b) The circumstances and features of the property relating to the variance request are self-created because _____.

(c) The failure to grant relief will result in mere inconvenience or inability to attain higher economic or financial return based on Petitioners statements that _____.

(d) The variance would result in interference with the adjacent and surrounding properties by _____.

(e) Granting the variance would be inconsistent with the spirit and intent of the ordinance to _____.

Should you have any further questions with regards to the matter please feel free to contact me at (248) 347-0417.

Larry Butler
Deputy Director Community Development
City of Novi



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ZONING BOARD OF APPEALS APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

Application Fee: \$300.00
 Meeting Date: 9/14/21
 ZBA Case #: PZ 21-0050

I. PROPERTY INFORMATION (Address of subject ZBA Case)			
PROJECT NAME / SUBDIVISION Twelve Mile Crossing			
ADDRESS 44175 W 12 Mile Rd		LOT/SIUTE/SPACE #	
SIDWELL # 50-22-15 - 200 - 112		May be obtain from Assessing Department (248) 347-0485	
CROSS ROADS OF PROPERTY Cabaret Dr and 12 Mile Rd			
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 type="checkbox"/> NO			
II. APPLICANT INFORMATION			
A. APPLICANT		EMAIL ADDRESS jeffl@signsbycrannie	CELL PHONE NO. 517 974 3399
NAME Nick Guzik / Jeff Lorencen		TELEPHONE NO. 810 487 0000	
ORGANIZATION/COMPANY Signs by Crannie		FAX NO. ?	
ADDRESS 4145 Market Place		CITY Flint	STATE Michigan
		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 michaeld@greeneearthrealty.net	CELL PHONE NO. 214 629 4042
NAME Michael DuBois		TELEPHONE NO.	
ORGANIZATION/COMPANY Green Earth Realty		FAX NO.	
ADDRESS 6220 Campbell Rd, Ste. 104		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 8 square foot of sign face area 24 SF total</u>			
2. Section <u>28-5(a)</u> Variance requested <u>additional 12" in overall height to 84"</u>			
3. Section _____ Variance requested _____			
4. Section _____ Variance requested _____			
IV. FEES AND DRAWINGS			
A. FEES			
<input type="checkbox"/> Single Family Residential (Existing) \$200 <input type="checkbox"/> (With Violation) \$250 <input type="checkbox"/> Single Family Residential (New) \$250 <input type="checkbox"/> Multiple/Commercial/Industrial \$300 <input type="checkbox"/> (With Violation) \$400 <input checked="" type="checkbox"/> Signs \$300 <input type="checkbox"/> (With Violation) \$400 <input type="checkbox"/> House Moves \$300 <input type="checkbox"/> Special Meetings (At discretion of Board) \$600			
B. DRAWINGS 1-COPY & 1 DIGITAL COPY SUBMITTED AS A PDF			
<ul style="list-style-type: none"> • Dimensioned Drawings and Plans • Site/Plot Plan • Existing or proposed buildings or addition on the property • Number & location of all on-site parking, if applicable 		<ul style="list-style-type: none"> • Existing & proposed distance to adjacent property lines • Location of existing & proposed signs, if applicable • Floor plans & elevations • Any other information relevant to the Variance application 	



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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.



Standard #1 Extraordinary Circumstances or Conditions

d. Twelve Mile Crossing at Fountain View is requesting Sign Variance in regards to wayfinding signs that list tenants.

Request is for variance in height of sign to 84" from grade.

Request for increase in panel size height from 48" to 63".

The Twelve Mile Crossing at Fountain View is by its nature somewhat confusing in regards to which drive to turn into for guest to identify how to proceed to their destination. The goal of this wayfinding project is to provide an orderly path for guest, reduce confusion and help with traffic flow.

Because of the increased tenants at the center the existing wayfinding is out dated and ineffective. The current signage needs to be replaced for several reasons:

- Number of tenants has outgrown current signage.
- To accommodate traffic management and for new signage to be legible the overall height and panel size needs to be increased.
- Smaller point size on copy would be a detriment to guest trying to read and identify their way around the center.

The copy on the signage must be legible and based on sign industry standards the copy must be at a minimum 2 ½" for the signs to be effective.

With smaller copy the tenants name becomes difficult to read, will cause confusion to the driver and actually defeat the purpose of having wayfinding. It becomes less dangerous in providing guest with a clear direction of where they would like to go in the center.

Standard #2 – Limit Use of Property

Without the ability to include tenants' names legibly on wayfinding signage, guest will become frustrated, have a terrible time attempting to identify their destination and will have a bad experience even before they get to their destination.

It is incumbent for the property and business owners to provide a safe and easy means to identify where visitors are going. Visitors will be frustrated that will lead to having a bad experience and may even end up leaving the center because it is too confusing and thus impact the economic potential of each business.

Standard #3 Adverse Impact on Surrounding Area.

The approval of this request will not affect any neighbors and not near any residential housing

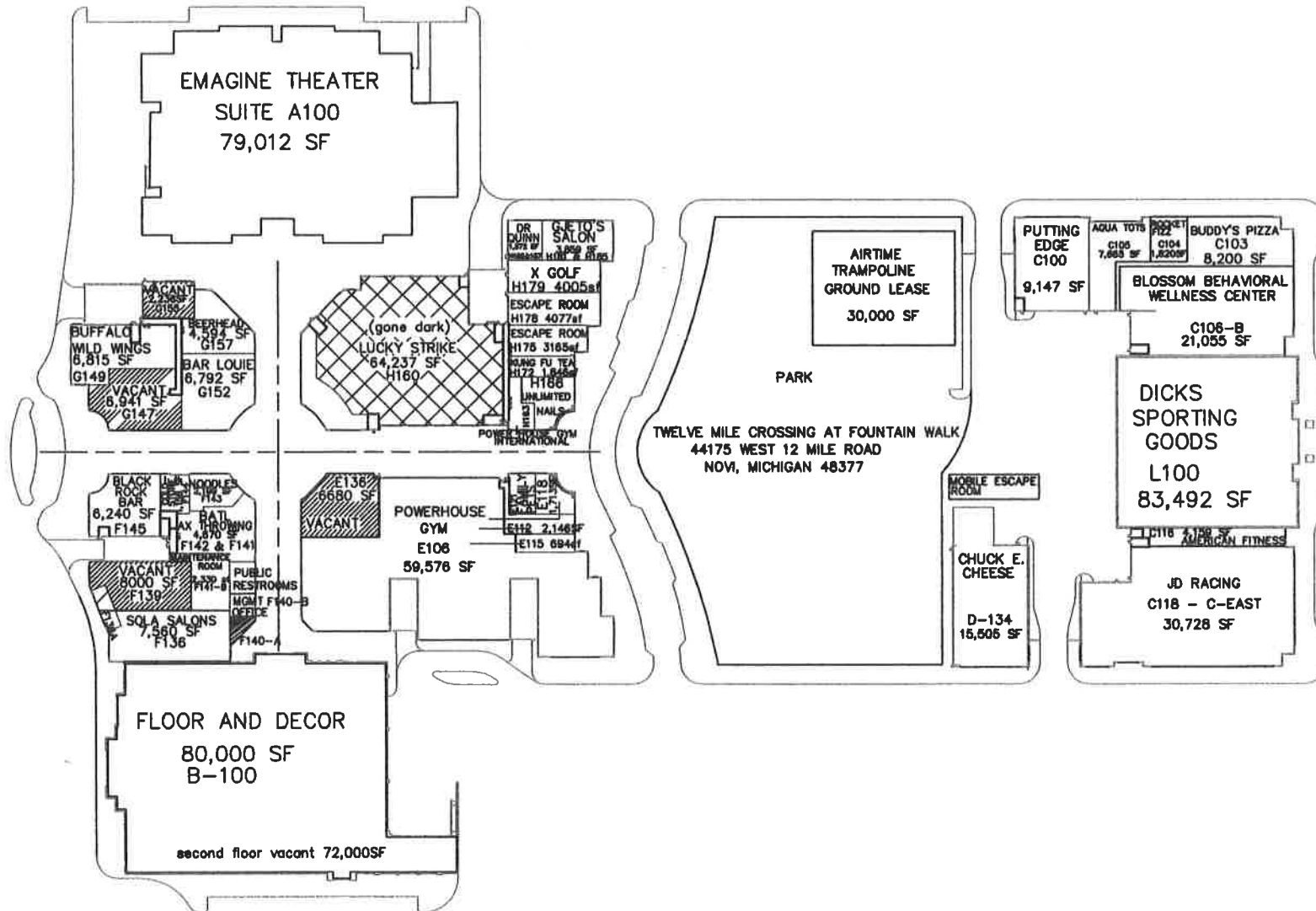








12 MILE CROSSING AT FOUNTAIN WALK
 44175 WEST 12 MILE ROAD
 NOVI, MICHIGAN 48377



GFS Grocery
 (not a part)
 20,000 SF

MICHAEL ZIMMERMANN: 214.725.9933 CELL

(UPDATED: 5/14/20)

Double Sided Directional Sign
EXAMPLE

Side A

48"

Signage = 22 Sqft

End View

Side B



- C** 1/8" Flat Cut-Out Alum. "Star" Mounted On Each Side Of Backer Panel
- NOTE: Backer Panel Cut Out For Star
- A** Vinyl Graphics
- F** Vinyl Graphics
- B** Painted Graphics
- C** 1/8" Flat Alum. Backer Panel
- D** Painted Graphics
- A** Vinyl Graphics (Tenant Copy)
- E NEW** 4" Sq. Alum. Post (Left/Right Position Of Pole TBD)
- E EXISTING** 4" Sq. Alum. Post To Be Painted



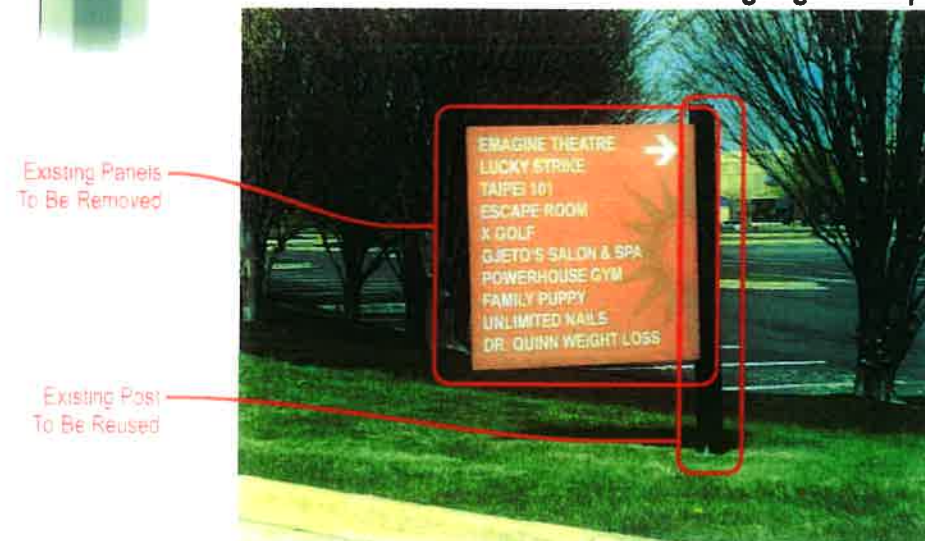
Actual Tenant Copy
To Follow
Example Only

Direct Burial Of New Pole TBD

Proposed Sign Example



Existing Sign Example



Existing Panels
To Be Removed

Existing Post
To Be Reused

SIGN TYPE

Double Sided Directional Sign

SCALE

3/8"-1'-0"

COLORS

- A** White
- B** MP 13552 Green Vireo
- C** MP 02098 Blue Funk
- D** MP 10454 Field O Green
- E** Black
- F** 3M 7725-186 Bright Green

NOTES

Shop Drawing
Qty. 6 Signs
- Double Face
- Non-Illuminated

SALESPERSON

Nick Guzik

FILENAME

TwelveMileCrossing-DS Dir

Customer / Address

Twelve Mile Crossing at Fountain Walk
44175 W Twelve Mile Rd
Novi, MI

DRAWN BY / DATE

GA 7-20-21 GA 7-29-21

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SIGN TYPE
Double Sided Directional Sign

SCALE
NTS

NOTES
Shop Drawing
Qty. 6 Signs
- Double Face
- Non-Illuminated

SALESPERSON
Nick Guzik

FILENAME
TwelveMileCrossing-DS Dir

Customer / Address
Twelve Mile Crossing at Fountain Walk
44175 W Twelve Mile Rd
Novi, MI

DRAWN BY / DATE
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Double-sided Monument



Single-sided Monument



Double-sided Directionals



Double-sided Small Directionals

Project: Twelve Mile Crossing
 Date: 06-28-21, 06-25-21
 Drawn By: S. VOELKER
 Drawing #: 23286
 Contract #:
 Work Order:



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 Flint, MI 48507
 (810) 487-0000
 (800) 973-0200

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