



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:** April 14, 2020

REGARDING: 40255 Thirteen Mile Road, Parcel # 50-22-12-200-041 (PZ20-0007)
BY: Larry Butler, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Allied Signs

Variance Type

Sign Variance

Property Characteristics

Zoning District:	Office Service Technology
Location:	West of Haggerty Road and South of Thirteen Mile Road
Parcel #:	50-22-12-200-041

Request

The applicant is requesting variances from the City of Novi Code of Ordinances Section 28.5 to allow two additional wall signs (14.2 and 62.6 square feet respectively) beyond the permitted two and for an 8 foot high ground sign, 6 foot high maximum allowed by code. This property is zoned Office Service Technology (OST).

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. **PZ20-0007**, 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. **PZ20-0007**, 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: _____

Meeting Date: _____

ZBA Case #: PZ _____

I. PROPERTY INFORMATION (Address of subject ZBA Case)			
PROJECT NAME / SUBDIVISION Tru by Hilton			
ADDRESS 40255 W. 13 Mile Road		LOT/SIUTE/SPACE #	
SIDWELL # 50-22-12 -200 -041		May be obtain from Assessing Department (248) 347-0485	
CROSS ROADS OF PROPERTY			
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 Kim@alliedsignsinc.com	CELL PHONE NO.
NAME Patrick Stieber		TELEPHONE NO. 586-791-7900	
ORGANIZATION/COMPANY Allied Signs, Inc.		FAX NO. 586-791-7788	
ADDRESS 33650 Giftos	CITY Clinton Twp.	STATE MI	ZIP CODE 48375
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	CELL PHONE NO.
NAME		TELEPHONE NO.	
ORGANIZATION/COMPANY Novi Hospitality Investments, LLC		FAX NO.	
ADDRESS 1573 S. Telegraph Road	CITY Bloomfield Hills	STATE MI	ZIP CODE 48302
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 checked="" type="checkbox"/> OTHER _____			
B. VARIANCE REQUESTED			
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:			
1. Section <u>28-5(d)(10)</u> Variance requested <u>To be allowed (2) additional wall signs.</u>			
2. Section <u>28-5(a)</u> Variance requested <u>To be allowed a taller ground sign.</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 • 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:

Due to the size and setback of the building the additional wall signs are needed for maximum visibility. The small wall sign located on the West elevation is more for directing patrons to the entrance door. The wall sign on the South elevation is for traffic flowing North on Cabot Drive and M-5. The taller ground sign is needed due to the fact at how far back the right-of-way line is. The right-of-way line is 70' back from the edge of the road and the sign needs to be another 3' from the right-of-way line making the ground sign setback 73' from the edge of the road.

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:

The requested variance is not self created. The ordinance was written to only allow (3) signs per parcel despite the size and shape of said parcel or building.

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.

Failure to grant relief won't prevent the use of the property but will be burdensome with the lack of identification.

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.

The proposed signs will not interfere with surrounding properties as they are just signs that have been designed to be esthetically cohesive with the overall building design and surrounding area.



SITE ADDRESS:

TRU - NOVI
40255 W 13 MILE ROAD
NOVI, MI 48377

Hilton Contact:
MC Project Manager:
MC Sales: Dave Holbrook



440.209.6200
800.627.4460
theMCgroup.com

OWNER'S SCOPE OF WORK:

- Owner to provide (1) primary circuit (120v) for EACH sign location.
- Sign contractor is responsible for all secondary wiring. If primary is not present at time of install, the owner is responsible for making the final connection.
- Owner is to provide unrestricted access to the area behind where each sign is located.
- The access panel is to be approx. 24" x 36".
- 5/8" plywood blocking is to be provided behind where each sign and cornice lighting is to be installed.

SIGN PACKAGE:

- (3) THREE 7'-0" TRU ILLUMINATED LOGO - 62.6 SQ FT
- (1) ONE 3'-3" TRU NON-ILLUM LOGO - 14.2 SQ FT
- (1) ONE TRU M-23 D/F MONUMENT - 23.4 SQ FT

PERMITTING DETAILS:

TBD

CUSTOMER APPROVAL / SIGNATURE:

SIGNATURE: _____ DATE: _____



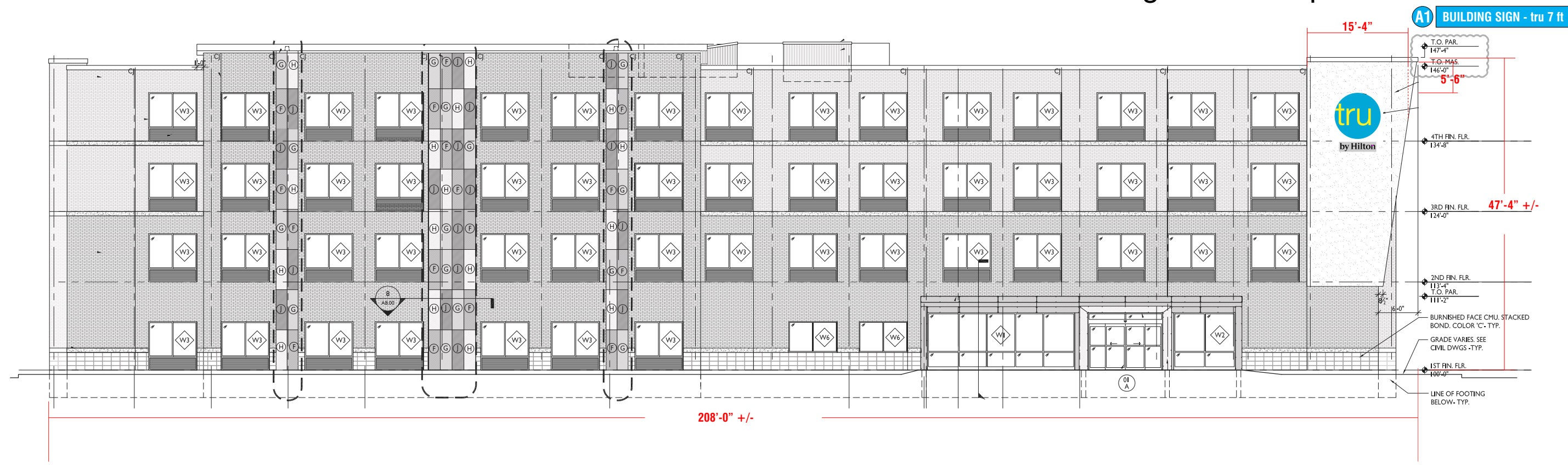
EAST ELEVATION

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

ALL SIGN SIZES HAVE BEEN CALCULATED OFF ARCHITECTURAL PRINTS AS SHOWN

SITE SURVEY
REQUIRED PRIOR TO FINAL PRODUCTION TO CONFIRM SIGN BAND AREA!

This sign is approved with a permit and is included as an FYI only. The sign is 62.6 square feet.



8959 Tyler Boulevard
Mentor, Ohio 44060
440.209.6200
800.627.4460
theMCgroup.com

CLIENT:

ADDRESS: 40255 W 13 MILE ROAD
NOVI, MI 48377

PAGE NO.: 2

TICKET NO.: 531965

DATE: 03/14/19

PROJECT MANAGER: DAVE HOLBROOK - RHONDA WALLACE

DESIGNER: JR

ELECTRONIC FILE NAME: HILTON\TRU\ 2019\MI\TRU - NOVI

REVISION HISTORY:

NO.	DESCRIPTION

CLIENT SIGNATURE:

APPROVAL DATE:

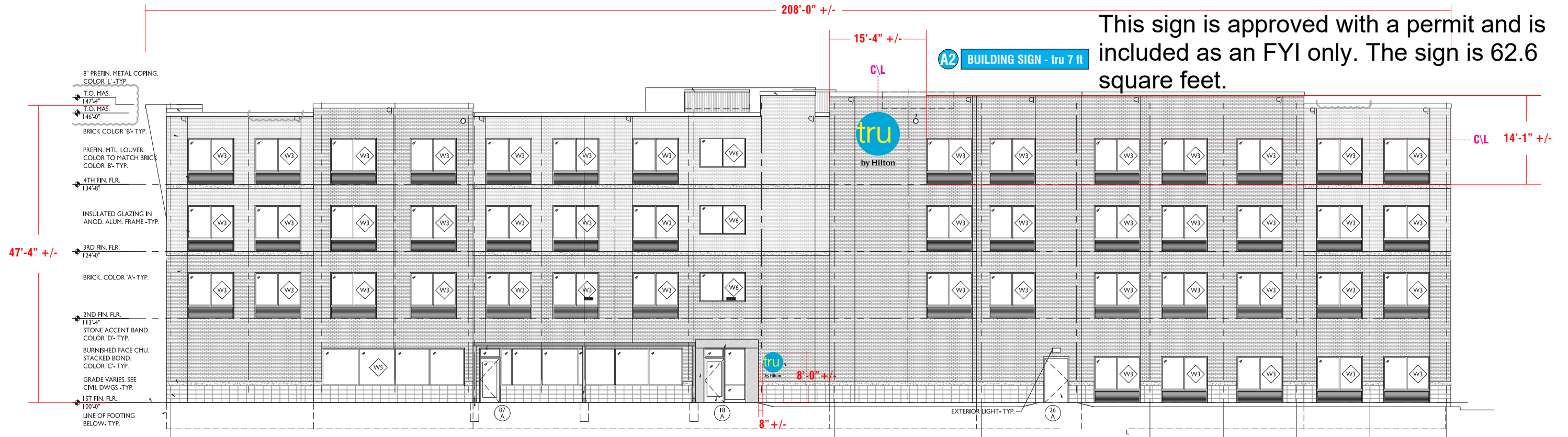


WEST ELEVATION

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

ALL SIGN SIZES HAVE BEEN CALCULATED OFF ARCHITECTURAL PRINTS AS SHOWN

SITE SURVEY REQUIRED PRIOR TO FINAL PRODUCTION TO CONFIRM SIGN BAND AREA!



This sign is approved with a permit and is included as an FYI only. The sign is 62.6 square feet.

B NON-ILLUMINATED BUILDING SIGN - tru 3'-3"

This sign requires ZBA approval and is 14.20 square feet.



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CLIENT:

ADDRESS: 40255 W 13 MILE ROAD
NOVI, MI 48377

PAGE NO. 3

TICKET NO.: 531965

DATE: 03/14/19

PROJECT MANAGER: DAVE HOLBROOK - RHONDA WALLACE

DESIGNER: JR

ELECTRONIC FILE NAME: HILTON\TRU\ 2019\MI\TRU - NOVI

REVISION HISTORY:	
10/23/19 MD	Updated sign type and location of sign on building
11/14/19 LH	Updated location of sign on building

CLIENT SIGNATURE: _____

APPROVAL DATE: _____

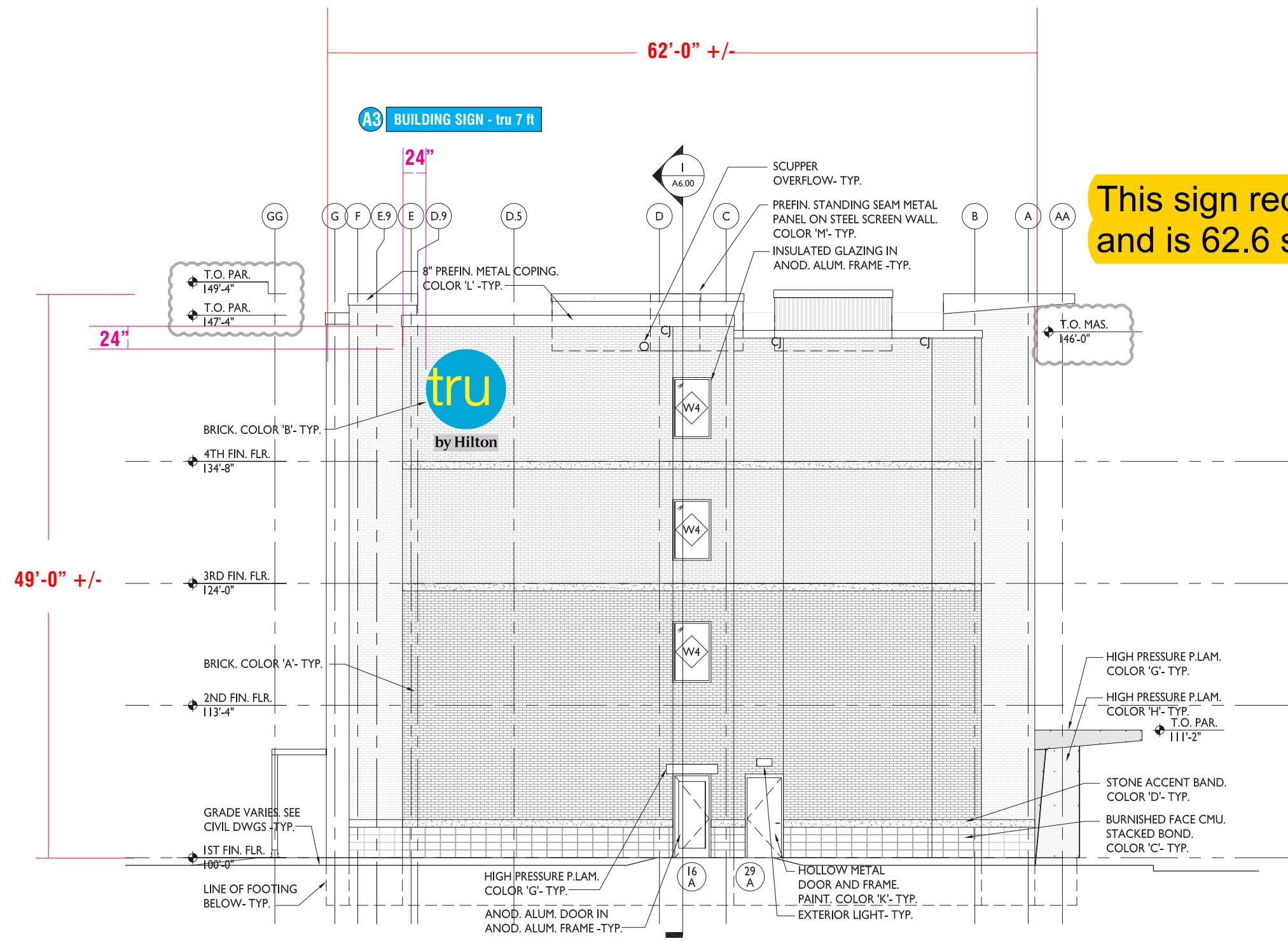


SOUTH ELEVATION

Scale: 3/32" = 1'-0"

ALL SIGN SIZES HAVE BEEN CALCULATED OFF ARCHITECTURAL PRINTS AS SHOWN

SITE SURVEY
REQUIRED PRIOR TO FINAL PRODUCTION TO CONFIRM SIGN BAND AREA!



This sign requires ZBA approval and is 62.6 square feet.



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CLIENT:

ADDRESS: 40255 W 13 MILE ROAD
NOVI, MI 48377

PAGE NO. 4

TICKET NO.: 531965

DATE: 08/19/19

PROJECT MANAGER: DAVE HOLBROOK - RHONDA WALLACE

DESIGNER: JT

ELECTRONIC FILE NAME: HILTON\TRU\ 2019\MI\TRU - NOVI

REVISION HISTORY:	
10/23/19 MD	Updated as requested

CLIENT SIGNATURE: _____

APPROVAL DATE: _____



ILLUM. BUILDING SIGN

Scale: 3/4" = 1'-0"

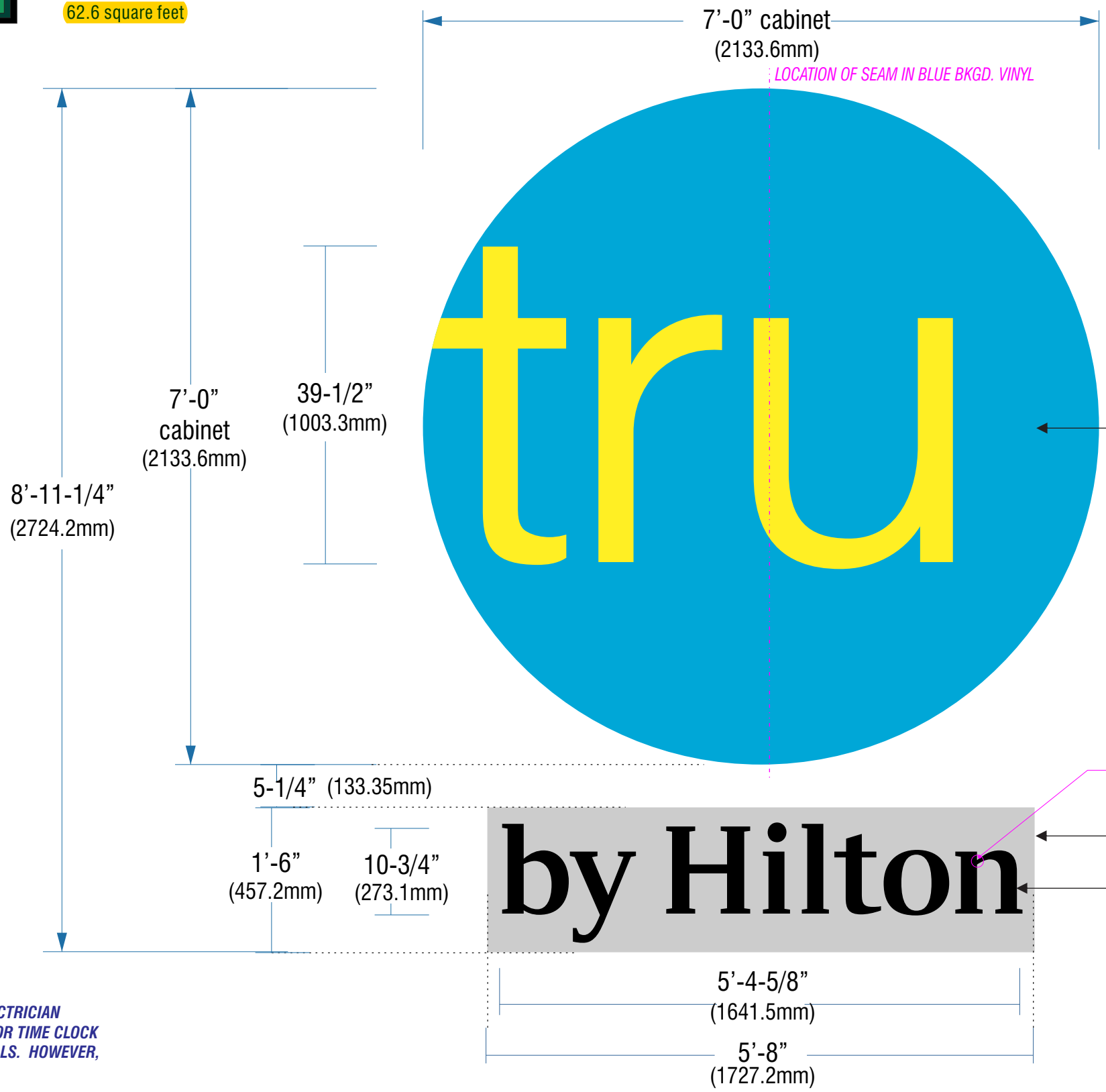
62.6 square feet

ELECTRICAL
ELECTRICAL ACCESS TO BE CONFIRMED TO
ENSURE REMOTE POWER SUPPLIES ARE POSSIBLE!

SITE SURVEY
REQUIRED PRIOR
TO FINAL PRODUCTION TO
CONFIRM SIGN BAND AREA!

A BUILDING SIGN - tru 7 ft

(3) **THREE** sets required for
EAST, WEST, AND SOUTH elevation



Fab'd Alum. Backer Cabinet w/ 5" DEEP FACE LIT CHANNEL LETTERS w/ power supplies housed within cabinet

All materials & colors to match Hilton requirements & approved manufacturing drawings

3" DEEP FAB'D ALUM. BACKER CABINET
PAINT TO MATCH WALL SURFACE
(to house all electrical components)

5" DEEP FACE LIT CHANNEL LETTERS

ALL MATERIALS & COLORS TO MATCH HILTON REQUIREMENTS & APPROVED MANUFACTURING DRAWINGS

ALL PAINT FINISHES TO BE SEMI-GLOSS

ALL ILLUMINATED SIGNAGE REQUIRE THE CLIENT'S ELECTRICIAN TO FURNISH & INSTALL A COMPLETE PHOTOCCELL AND/OR TIME CLOCK TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. HOWEVER, SIGNS SHALL NEVER OPERATE ON A 24/7 BASIS



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CLIENT:

ADDRESS: 40255 W 13 MILE ROAD
NOVI, MI 48377

PAGE NO. 5

TICKET NO.: 531965

DATE: 03/14/19

PROJECT MANAGER: DAVE HOLBROOK - RHONDA WALLACE

DESIGNER: JR

ELECTRONIC FILE NAME: HILTON\TRU\2019\MI\TRU - NOVI

REVISION HISTORY:	
10/23/19 MD	Updated quantity to include west and south elevation

CLIENT SIGNATURE: _____

APPROVAL DATE: _____



NON-ILLUM. BUILDING SIGN

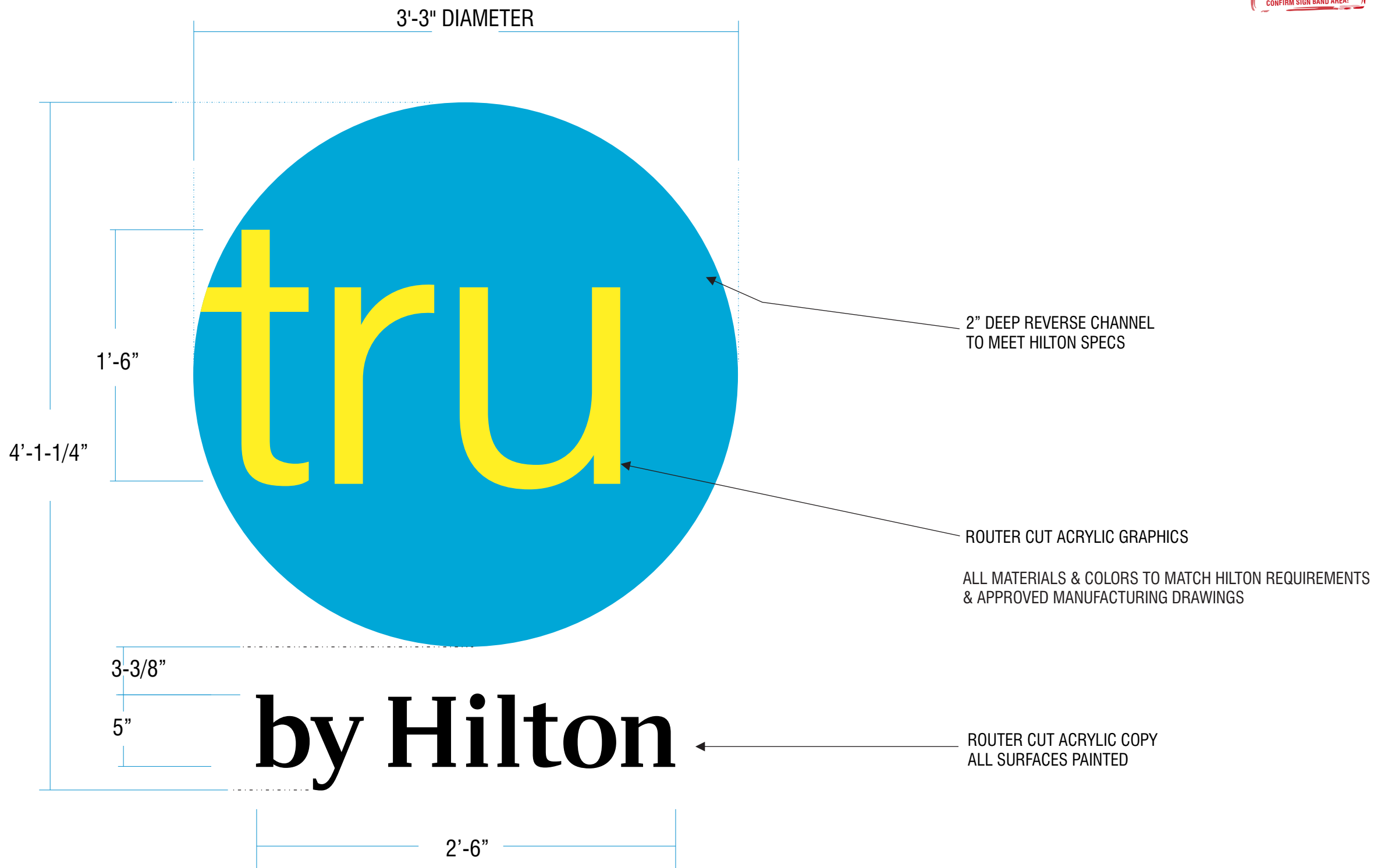
Scale: 1-1/2" = 1'-0"

14.2 Square Feet

SITE SURVEY
REQUIRED PRIOR
TO FINAL PRODUCTION TO
CONFIRM SIGN BAND AREA

B NON-ILLUMINATED BUILDING SIGN - tru 3'-3"

(1) ONE set required for **WEST Elevation**



ALL PAINT FINISHES TO BE SEMI-GLOSS



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CLIENT:



ADDRESS:

40255 W 13 MILE ROAD
NOVI, MI 48377

PAGE NO.

6

TICKET NO.:

531965

DATE:

03/14/19

PROJECT MANAGER:

DAVE HOLBROOK - RHONDA WALLACE

DESIGNER:

JR

ELECTRONIC FILE NAME:

HILTON\TRU\2019\MI\TRU - NOVI

REVISION HISTORY:

NO.	DESCRIPTION

CLIENT SIGNATURE:

APPROVAL DATE:



D/F ILLUM. MONUMENT

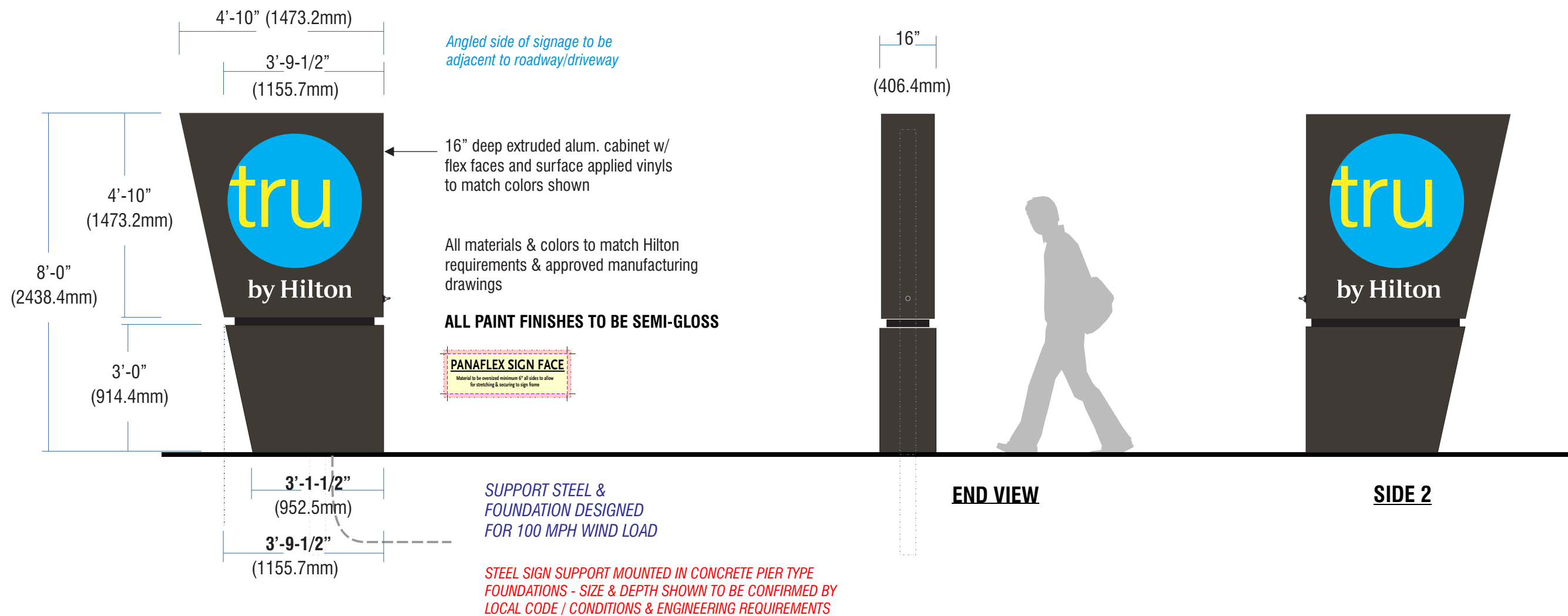
Scale: 3/8" = 1'-0"

23.4 square feet

MONUMENT - tru M-23

(1) ONE D/F Monument

This sign requires ZBA approval due to height.



ALL ILLUMINATED SIGNAGE REQUIRE THE CLIENT'S ELECTRICIAN TO FURNISH & INSTALL A COMPLETE PHOTOCELL AND/OR TIME CLOCK TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. HOWEVER, SIGNS SHALL NEVER OPERATE ON A 24/7 BASIS



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CLIENT:

ADDRESS: 40255 W 13 MILE ROAD
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PAGE NO. 7

TICKET NO.: 531965

DATE: 03/14/19

PROJECT MANAGER: DAVE HOLBROOK - RHONDA WALLACE

DESIGNER: JR

ELECTRONIC FILE NAME: HILTON\TRU\2019\MI\TRU - NOVI

REVISION HISTORY:	

CLIENT SIGNATURE: _____

APPROVAL DATE: _____



SITE PLAN

Scale: 1/64" = 1'-0"

MDOT MH
RIM=932.04
BOTTOM=928.94
FULL OF WATER
UNABLE TO
DETERMINE DIRECTION

MIN 3'-0" SETBACK
FROM ROW

MONUMENT - tru M-23

Requires ZBA approval

MIN 3'-0" SETBACK
FROM ROW

A1 BUILDING SIGN - tru 7 ft

Approved with permit - FYI only

B NON-ILLUMINATED BUILDING SIGN - tru 3'-3"

Requires ZBA approval

A2 BUILDING SIGN - tru 7 ft

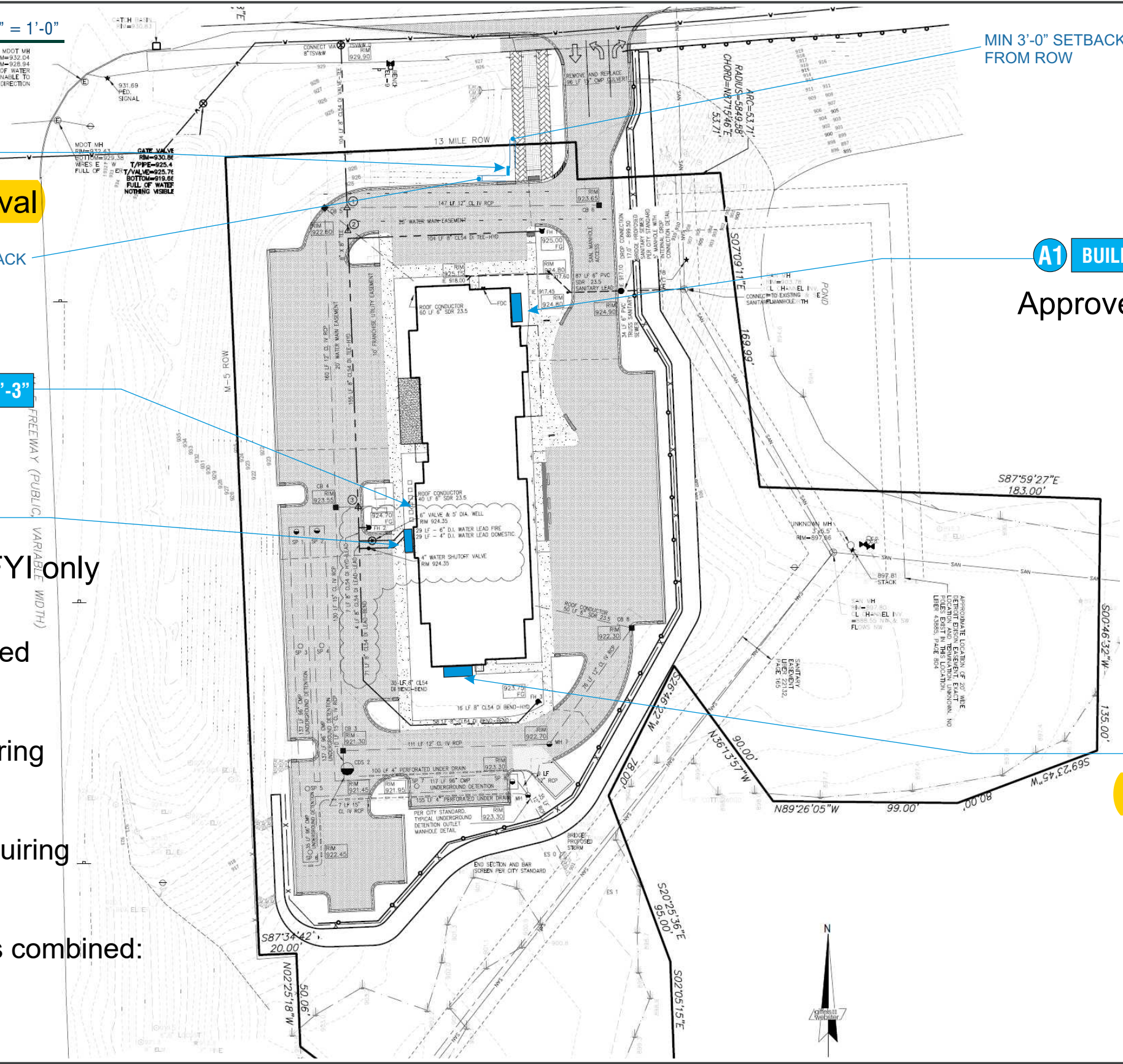
Approved with permit - FYI only

Square footage of wall signs allowed
with permit: 125.20 square feet

Square footage of wall signs requiring
ZBA approval: 76.80 square feet

Square footage of ground sign requiring
ZBA approval: 23.40 square feet

Total square footage for ALL signs combined:
225.40 square feet



A3 BUILDING SIGN - tru 7 ft

Requires ZBA approval



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CLIENT:	
ADDRESS:	40255 W 13 MILE ROAD NOVI, MI 48377
PAGE NO.	8

TICKET NO.:	531965	DATE:	08/16/19
PROJECT MANAGER:	DAVE HOLBROOK - RHONDA WALLACE	DESIGNER:	JT
ELECTRONIC FILE NAME:	HILTON\TRU\2019\MI\TRU - NOVI		

REVISION HISTORY:	
10/23/19 MD	Updated call outs
11/14/19 LH	Updated location of sign on west elevation
12/26/19 DR	Updated site plan, call out monument setback
01/07/20 KW	Updated site plan, call out monument setback

CLIENT SIGNATURE:	
APPROVAL DATE:	