



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: June 10, 2025

REGARDING: 41800 Ten Mile Road #50-22-02-151-048 (PZ25-0021)

BY: Alan Hall, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Great Lakes Ace Hardware

Variance Type

Sign Variance

Property Characteristics

Zoning District: This property is zoned General Business (B-3)

Location: north of Ten Mile Road, west of Meadowbrook Road

Parcel #: 50-22-02-151-048

Request

The applicant is requesting a variance from the City of Novi Sign Ordinance Section 28-5(a) to allow two additional wall signs on the east elevation (1 sign allowed, variance of 2).

II. STAFF COMMENTS:

The applicant, Great Lakes Ace Hardware, is seeking a sign variance to increase the number of signs allowed by (2); having a total of (3) signs on the East facade (which is the Entry facade). Signs are LED channel letters on raceways with no halo lighting effects.

Note: ZBA Review Standard #2 and Standard #3 were not provided on application.

III. RECOMMENDATION:

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

I move that we **grant** the variance in Case No. **PZ25-0021** 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. **PZ25-0021** 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



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ZONING BOARD OF APPEALS APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

RECEIVED

APR 30 2025

CITY OF NOVI
COMMUNITY DEVELOPMENT

I. PROPERTY INFORMATION (Address of subject ZBA Case)		Application Fee: \$330.00	
PROJECT NAME / SUBDIVISION Great Lakes Ace Hardware		Meeting Date: 6-10-25	
ADDRESS ACE - BENJAMIN MOORE-STIHL		ZBA Case #: PZ 25-0021	
41800 W. Ten mile Rd. Novi MI, 48375			
SIDWELL # 50-22-23-426-017		May be obtain from Assessing Department (248) 347-0485	
CROSS ROADS OF PROPERTY MANOR PARK AND MEADOWBROOK			
IS THE PROPERTY WITHIN A HOMEOWNERS ASSOCIATION JURISDICTION? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		REQUESTS FOR: <input type="checkbox"/> RESIDENTIAL <input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> VACANT PROPERTY <input 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 maintenance@greatlakesace.com	
NAME Madison Godfrey		CELL PHONE NO. 313-673-0175	
ORGANIZATION/COMPANY Great Lakes Ace Hardware		TELEPHONE NO. 313-673-0175	
ADDRESS 41800 W. Ten mile rd		FAX NO.	
CITY Novi		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 ALBERTO TRICAPRE.COM	
NAME ALBERT LUDWIG		CELL PHONE NO. 248-761-6909	
ORGANIZATION/COMPANY MEADOWBROOK SHOPPING CENTER ASSOCIATES LLC		TELEPHONE NO.	
ADDRESS 30600 NORTHWESTERN #430		FAX NO. 248-538-1526	
CITY FARM HILLS		STATE MI	
		ZIP CODE 48334	
III. ZONING INFORMATION			
A. ZONING DISTRICT			
<input type="checkbox"/> RA <input type="checkbox"/> R-1 <input type="checkbox"/> R-2 <input type="checkbox"/> R-3 <input type="checkbox"/> R-4 <input type="checkbox"/> FM-1 <input type="checkbox"/> FM-2 <input type="checkbox"/> MH			
<input type="checkbox"/> I-1 <input type="checkbox"/> I-2 <input type="checkbox"/> RC <input type="checkbox"/> TC <input type="checkbox"/> TC-1 <input checked="" type="checkbox"/> OTHER B-3			
B. VARIANCE REQUESTED			
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:			
1. Section 28-5(a) Variance requested 2 additional wall signs (1 allowed, variance of 2			
2. Section _____ Variance requested _____			
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			
• 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			



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 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 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

Madison J. Watney
Applicant Signature

03-05-2025
Date

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.

Anthony A. Gent
Property Owner Signature
JANITA AGENT

MEADOWBROOK SHOPPING CENTER ASS 2-24-25
LLC Date

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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ZONING BOARD OF APPEALS VARIANCE APPLICATION CHECKLIST

The following items are required for a complete Variance application. Incomplete applications will be returned.



Signed Application Form

Complete the Zoning Board of Appeals application form. Application must be signed by the applicant and the property owner (if different).



Response to Variance Review Standards – Dimensional, Use, or Sign

Select the applicable Review Standards for the requested Variance and complete in full. Use additional paper if needed. If you don't know which Review Standards to complete, call the Community Development Department at 248.347.0415 for guidance.



Dimensioned Site Plan (1 copy & 1 digital copy submitted as a PDF)

- Existing or proposed buildings or additions on the property.
- Number and location of all on-site parking spaces
- Existing and proposed distances to adjacent property lines
- Location of existing and proposed signs, if applicable.
- Any other information relevant to the Variance application.



Dimensioned Drawings and Plans (1 copy & 1 digital copy submitted as a PDF)

- Floor plans and elevations with all proposed buildings and additions
- All existing and proposed signs on the property (photographs may be used).
- For use variances, include floor plan showing the existing and proposed layout and functions of each area.
- For multi-family residential structures or projects, a summary showing the existing and proposed number of dwelling units by type (efficiency, one-bedroom, two-bedroom, etc.)



Other Helpful Information – Optional (1 copy & 1 digital copy submitted as a PDF)

- Photographs of the lot or structure that shows the special conditions or circumstances described in the application.
- Photographs or maps that show how other properties in the area enjoy the same type of property rights related to the Variance.
- Letters of support from the neighbors who would be most affected by your request.



Fee (make check payable to the City of Novi)

Single Family Residential (Existing) \$220 (With Violation) \$275
Single Family Residential (New) \$275
Multiple/Commercial/Industrial \$330 (With Violation) \$440
Signs \$330 (With Violation) \$440
House Moves \$330
Special Meetings (At discretion of Board) \$660

Additional Information

In the course of reviewing the application, the Planning Department staff may request additional information from the applicant.



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 size 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:

The landlord did a significant renovation to beautify the property, which we are being penalized and lose 70% of our sign sq ft. Great Lakes Ace is currently remodeling the interior of the store, the reduction in building sign square footage, as well as brand recognition could significantly impact sales at this location. Great Lakes Ace has been serving the City of Novi since 1983.

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.

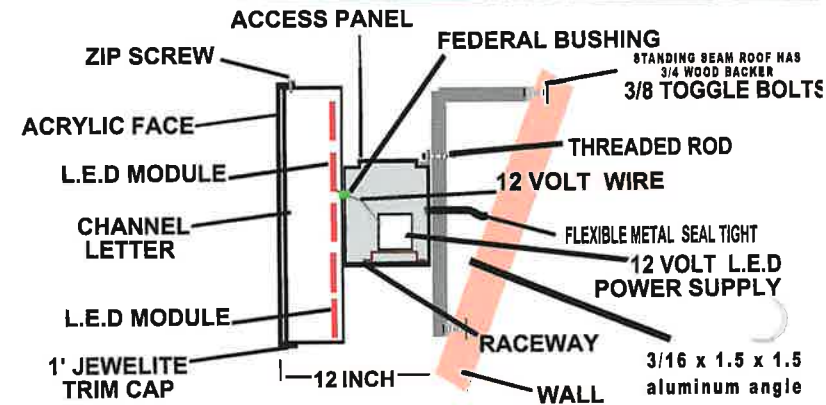


METHOD OF INSTALLATION AND LIGHTING DETAIL

STIHL CHANNEL LETTERS

- 1) NEW LED CHANNEL LETTER SIGN
- 2) TOTAL 30 SQ. FT.
- 3) ALL ALUMINUM CONSTRUCTION
- 4) U.L POWER SUPPLYS
- 5) LED WIRED WITH 12 VOLT WIRE
- 6) LETTERS MOUNTED TO ALUMINUM RACEWAY
- 7) RACEWAY MOUNTED TO 3/16 X 1 1/2 ANGLE FRAMES WITH 3/8 THREADED ROD
- 8) FRAMES MOUNTED TO WALL WITH 6 INCH LONG 3/8 TOGGLE BOLTS 4 FOOT ON CENTER
- 9) WHITE FACES , BLACK TRIM

This sign has been designed to withstand a 115 mph wind load (3sec.gust).



NATIONAL SIGNS

48705 GRATIOT AVE, CHESTERFIELD, MI. 48051

5 8 6 - 2 0 6 - 6 7 6 2

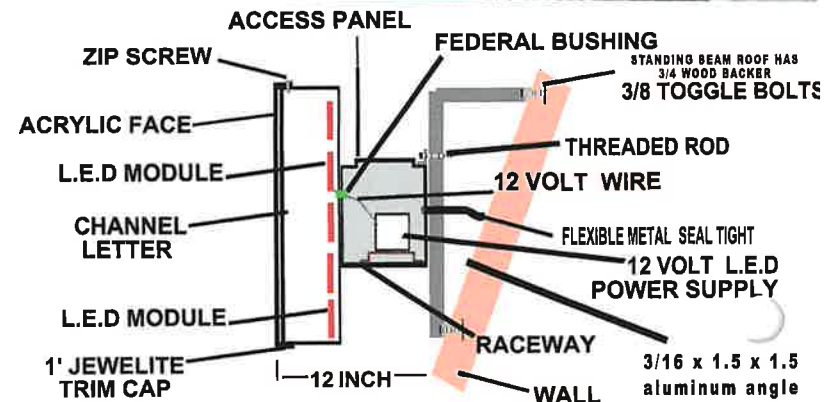


METHOD OF INSTALLATION AND LIGHTING DETAIL

benjamin moore CHANNEL LETTERS

- 1) NEW LED CHANNEL LETTER SIGN
- 2) TOTAL 40.2 SQ. FT.
- 3) ALL ALUMINUM CONSTRUCTION
- 4) U.L POWER SUPPLIES
- 5) LED WIRED WITH 12 VOLT WIRE
- 6) LETTERS MOUNTED TO ALUMINUM RACEWAY
- 7) RACEWAY MOUNTED TO 3/16 X 1 1/2 ANGLE FRAMES WITH 3/8 THREADED ROD
- 8) FRAMES MOUNTED TO WALL WITH 6 INCH LONG 3/8 TOGGLE BOLTS 4 FOOT ON CENTER
- 9) WHITE FACES, BLACK TRIM

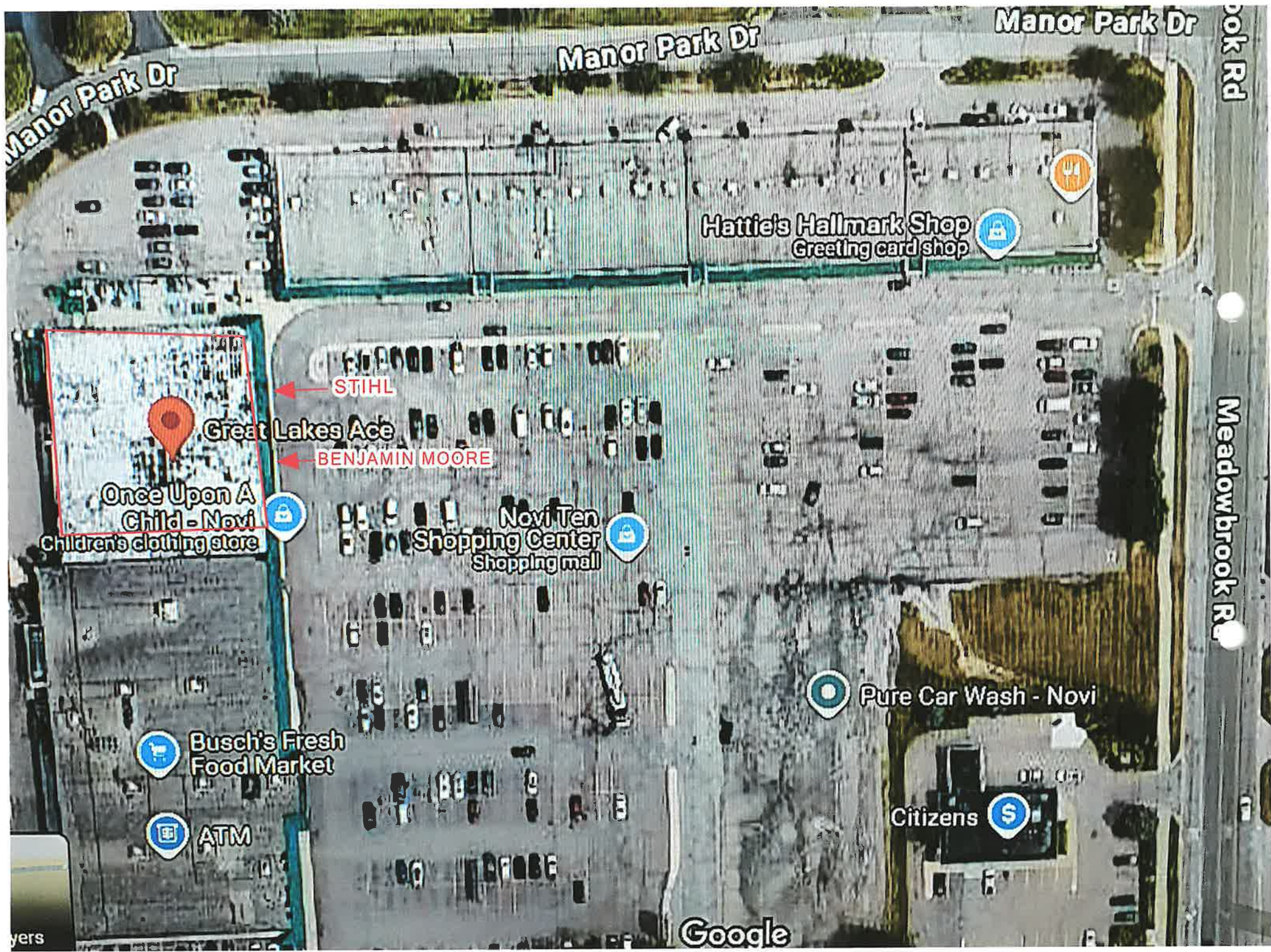
This sign has been designed to withstand a 115 mph wind load (3sec.gust).



NATIONAL SIGNS

48705 GRATIOT AVE, CHESTERFIELD, MI. 48051

5 8 6 - 2 0 6 - 6 7 6 2



Manor Park Dr

Manor Park Dr

Manor Park Dr

ook Rd

Hattie's Hallmark Shop
Greeting card shop

STIHL

Great Lakes Ace

BENJAMIN MOORE

Once Upon A
Child - Novi
Children's clothing store

Novi Ten
Shopping Center
Shopping mall

Busch's Fresh
Food Market

ATM

Pure Car Wash - Novi

Citizens

Google

Meadowbrook Rd