



## COMMUNITY DEVELOPMENT DEPARTMENT

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

# ZONING BOARD OF APPEALS STAFF REPORT

**FOR:** City of Novi Zoning Board of Appeals

**MEETING DATE:** June 11, 2024

**REGARDING:** 21061 Haggerty Road # 50-22-36-477-034 (PZ24-0015)

**BY:** Alan Hall, Deputy Director Community Development

### I. GENERAL INFORMATION:

#### **Applicant**

PGA Tour Superstore

#### **Variance Type**

Sign Variance

#### **Property Characteristics**

Zoning District: This property is zoned Office Service Commercial (OSC)

Location: on Haggerty Road, north of Eight Mile Road

Parcel #: 50-22-36-477-034

#### **Request**

The applicant is requesting a variance from the City of Novi Sign Ordinance Section 28-5(b)(1)a. to allow a 234.06 sq. ft. illuminated wall sign (65 sq. ft. wall sign allowed, variance 169.06 sq. ft.).

### II. STAFF COMMENTS:

*The applicant, PGA Tour Superstore, is seeking a variance to allow a larger sign. The sign includes text and a logo graphic. The size of the sign seems proportional to the existing façade.*

**III. RECOMMENDATION:**

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

I move that we **grant** the variance in Case No. **PZ24-0015**, 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. **PZ24-0015**, 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 10 2024

CITY OF NOVI  
COMMUNITY DEVELOPMENT

Application Fee: \$330.00  
 Meeting Date: 6-11-24  
 ZBA Case #: PZ 24-0015

I. PROPERTY INFORMATION (Address of subject ZBA Case)			
PROJECT NAME / SUBDIVISION PGA Tour Superstore			
ADDRESS 21061 Haggerty Rd.		LOT/SIUTE/SPACE #	
SIDWELL # 50-22-36 - <b>477</b> - U34		May be obtain from Assessing Department (248) 347-0485	
CROSS ROADS OF PROPERTY 8 Mile and Haggerty			
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 Kim Allard		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 48035
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 Dgrodzicki@agreerealty.com	CELL PHONE NO. 248-897-5017
NAME David Grodzicki - Property Manager, Agent for Owner		TELEPHONE NO.	
ORGANIZATION/COMPANY Agree Limited Partnership		FAX NO.	
ADDRESS 32301 Woodward Avenue	CITY Royal Oak	STATE MI	ZIP CODE 48073
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 type="checkbox"/> RC <input type="checkbox"/> TC <input type="checkbox"/> TC-1 <input checked="" type="checkbox"/> OTHER <u>OSC</u>			
B. VARIANCE REQUESTED			
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:			
1. Section <u>28-5(b)(1)a</u> Variance requested <u>To be allowed a 234.06 sqft wall sign.</u>			
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			
<ul style="list-style-type: none"> <li>• Dimensioned Drawings and Plans</li> <li>• Site/Plot Plan</li> <li>• Existing or proposed buildings or addition on the property</li> <li>• Number &amp; location of all on-site parking, if applicable</li> </ul>		<ul style="list-style-type: none"> <li>• Existing &amp; proposed distance to adjacent property lines</li> <li>• Location of existing &amp; proposed signs, if applicable</li> <li>• Floor plans &amp; elevations</li> <li>• Any other information relevant to the Variance application</li> </ul>	



# 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 establish within such a period; provided, however, where such use permitted is dependent upon the erection or alteration or 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

*Jim Ballard*  
Applicant Signature

4/3/24  
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.

David J. Gradzicki - Property Manager, as Owner's Agent

Property Owner Signature

April 2, 2024

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



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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 of the lease frontage in addition with the natural barrier along Haggerty Rd, there is a lack of identification and a larger sign is needed for maximum visibility.

**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 (1) wall sign @ 65 sqft, despite the size of the storefront.

## **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 a smaller sign and 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.

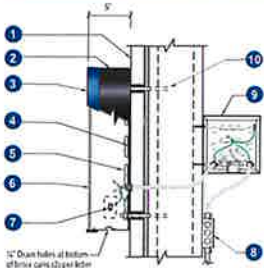
The proposed sign will not interfere with the surrounding properties as it is just a wall sign that has been designed to be esthetically cohesive with the overall building design and surrounding area.

# CUSTOM" LINEAR CHANNEL

## Specifications:

- Existing Facade: TBD
- .040" Prefinished black aluminum returns - **PGA TOUR SUPERSTORE**  
.063" Aluminum returns painted to match black - **Logo**
- 1" Jewelle Prefinished Blue trimcap bonded to face, #8 pan head screws to returns - **PGA TOUR SUPERSTORE**  
2" X 2" Aluminum returns painted to match Pantone 281 C Blue, #8 pan head screws to returns - **Logo**
- 3mm Signabond Lite composite backs fastened to returns w/ 1/2" 18 gauge staples. Seal w/ VOC compliant 360 white latex caulk to prevent moisture penetration. (interior of sign can painted white for maximum illumination)
- White LEDs
- 3/16" White acrylic faces w/ first surface applied vinyl to match:  
  - 3M 3630-137 European Blue - Copy & Logo Background
  - 3M 3630-143 Poppy Red - TOUR
- Disconnect switch UL Outdoor rated toggle type w/ neoprene boot per NEC 600-6
- Primary electrical feed in UL conduit / customer supplied UL junction box
- Transformers within UL enclosure (removable lid), 1/4" x 1" min screws
- Mounting hardware: to suit

<b>Detail</b>	84" PGA Tour Superstore
Type:	Individual Channel Letters
Illumination:	Internally Illuminated w/ LEDs
Square Footage:	234.06



Section @ LED Channel Letter  
Front-Lit (Remote) Scale N.T.S.



Existing



Proposed

## CODE:

1.25 Sq Ft of sign area for each linear foot of building width - MAX OF 65 SQ. FT.  
214' x 1.25 SQ. FT. = 267.5

**TENANT SPACE: 214'W x 30'H**

WALL COLOR: SW 9180 AGED WHITE



Scale: 1/4" = 1'



National Headquarters: 1077 West Blue Heron Blvd.  
West Palm Beach, Florida 33404  
800.772.7932  
www.atlasblw.com

## Revisions:

NO.	DESCRIPTION	DATE

S01

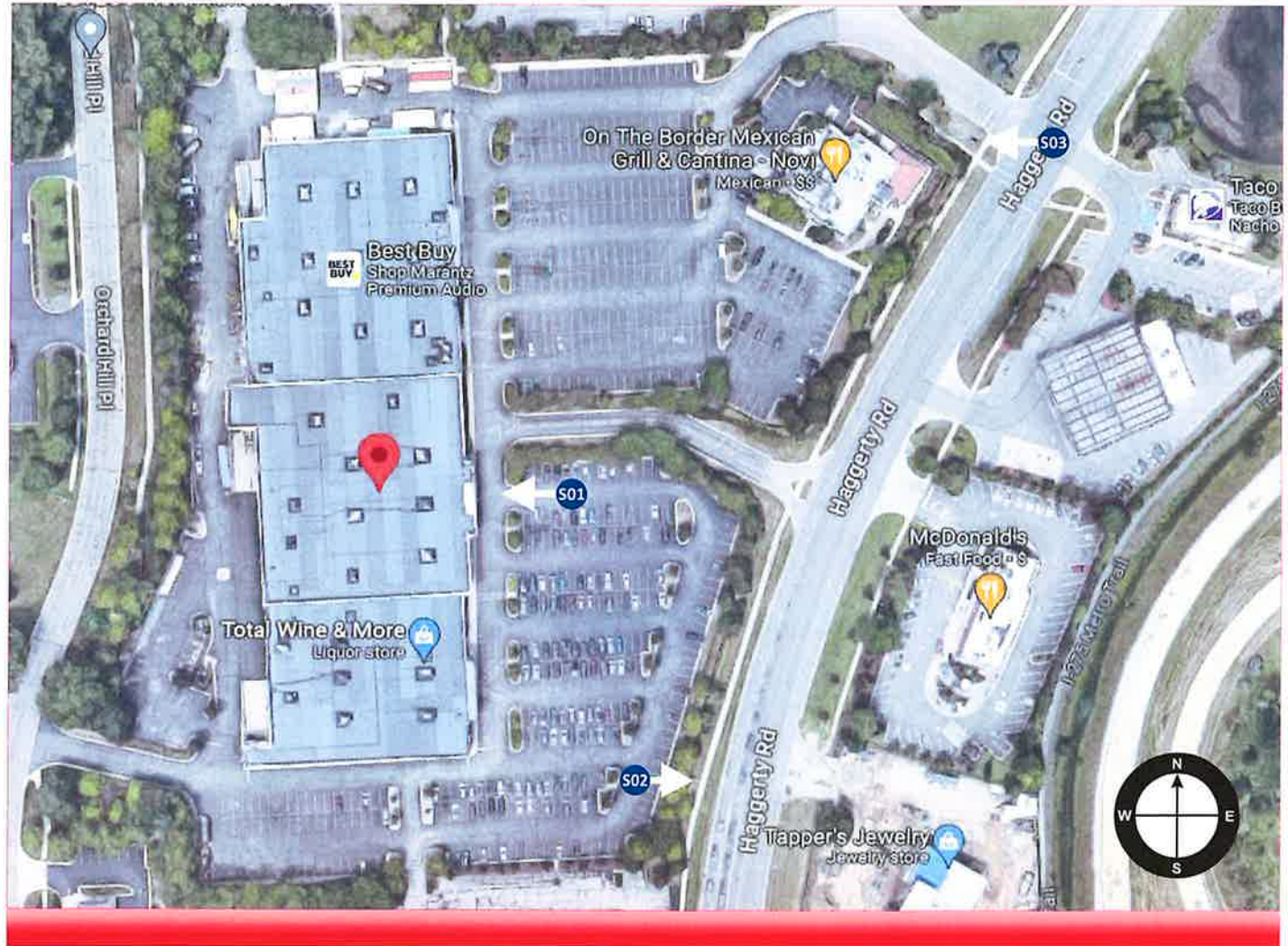
PM: RB  
Drawn By: ASC  
Date: 11.06.2023

Address: 21061 Haggerty Rd  
City/State: Novi, MI  
Drawing #: 181588



# SITE PLAN

- S01 Illuminated Letterset
- S02 Tenant Panel Replacements
- S03 Tenant Panel Replacements



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 www.atlasbtw.com

Revisions:

NO.	DATE	DESCRIPTION

**SITE**

PM RB      Address: 21061 Haggerty Rd  
 Drawn By: ASC      City/State: Novi, MI  
 Date: 11.06.2023      Drawing #: 181588      Page: 2