



# 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

ZONING BOARD APPEALS DATE: April 10, 2018

REGARDING: 27100 Wixom Road, Parcel # 50-22-17-101-022 (PZ18-0006)

BY: Larry Butler, Deputy Director Community Development

### I. GENERAL INFORMATION:

**Applicant**

Kimley-Horne and Associates, Inc. /Target

**Variance Type**

Sign Variance

**Property Characteristics**

Zoning District: Light Industrial  
Location: East of Wixom Road and South of Grand River Avenue  
Parcel #: 50-22-17-101-022

**Request**

The applicant is requesting a variance from the City of Novi Code of Ordinance Section 28.5(a), for the proposed installation of two wall signs. One Order Pick Up sign on the north elevation and Section 28.5(b), (1)b for the installation of one 64 square foot oversized Bullseye sign, 51 square feet allowed by code. One sign allowed by code.  
This property is zoned Light Industrial (I-1).

### 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. **PZ18-0006**, 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. **PZ18-0006**, 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



# 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

2/16/2018

Applicant Signature

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.

2/16/2018

Property Owner Signature

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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## 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. **Describe below:**

**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 storm water facilities. **Describe below:**

**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. **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). **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. **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.

## 2018 Zoning Board of Appeals Meeting Dates & Deadlines

### Meeting Date

January 9<sup>th</sup> 2018

February 13<sup>th</sup> 2018

March 13<sup>th</sup> 2018

April 10<sup>th</sup> 2018

May 8<sup>th</sup> 2018

June 12<sup>th</sup> 2018

July 10<sup>th</sup> 2018

August 14<sup>th</sup> 2018

September 11<sup>th</sup> 2018

October 9<sup>th</sup> 2018

November 20<sup>th</sup> 2018

December 11<sup>th</sup> 2018

January 8<sup>th</sup> 2019

### Submittal Deadline

November 29<sup>th</sup> 2017

January 3<sup>rd</sup> 2018

January 31<sup>st</sup> 2018

February 28<sup>th</sup> 2018

March 28<sup>th</sup> 2018

May 2<sup>nd</sup> 2018

May 30<sup>th</sup> 2018

July 5<sup>th</sup> 2018

August 1<sup>st</sup>, 2018

August 29<sup>th</sup> 2018

October 10<sup>th</sup> 2018

November 1<sup>st</sup> 2018

November 28<sup>th</sup> 2018



February 15, 2018

City of Novi  
Planning Division  
45175 W Ten Mile  
Novi, MI 48375

Re: **Novi Target (T1465) Refresh**  
**27100 Wixom Rd**  
**Novi, MI 48374**

Dear Maureen,

Kimley-Horn is requesting a sign variance on behalf of Target Corporation for the Target store located at 27100 Wixom Rd, Novi, MI 48374. The requested variance is for both an increase in the number of wall signs allowed on the building and for an increase in the maximum square footage allowed for total wall sign area.

Currently, there are two signs on the front (north) elevation of the existing building, including the "TARGET" sign above the entrance, and a "CVSpharmacy" sign to the right of the entrance. The total area of this existing signage (based the smallest rectangular area around each sign) is 241 square feet (SF).

As part of a national effort to refresh the Target brand to a more contemporary appearance, Target is proposing the addition of two wall signs to the Novi store. The proposal includes adding an "order pickup" sign on the front (north) elevation of the building, and an 8-foot in diameter "bullseye" sign on the west elevation. The area of the proposed "order pickup" sign is 24.59 SF, and the area of the proposed "bullseye" sign is 64 SF.

Target is seeking a variance to two sections of the Novi Code of Ordinances:

1. Section 28-5 (a) regarding the number of signs permitted for a building in an I-1 district, to accommodate the proposed north elevation "order pickup" and the proposed 8-foot "bullseye" on the west elevation
2. Section 28-5 (b) (1) b. regarding sign size per distance from centerline of roadway, to accommodate the additional west elevation 8-foot "bullseye" sign

We respectfully offer the following narrative to explain how the proposed sign variances meet the required standards for approval, using the standards set forth in the 2018 Sign Variance Packet, attached.

### **Standard #1. Extraordinary Circumstances or Conditions**

- a. **Shape of Lot**  
*Not applicable.*

**b. Environmental conditions**

*Not applicable.*

**c. Abutting Property**

*Not applicable.*

**d. Scale of Building or Lot Frontage**

*Section 28-5 (a) of the Novi Code of Ordinances permits a single wall sign, not to exceed 250 SF maximum, on any building in the Industrial I-1 district, and allows an additional sign of the same size may be added to buildings with a freeway frontage or of more than 40,000 SF. The existing building footprint is 126,894 SF, which allows for two wall signs per the Novi Code of Ordinances. Target is seeking a variance from Section 28-5 (a) due to the difficulty in properly advertising with such limited signage amounts and area. Limiting the amount of wall signage to two signs, which currently accounts for the “bullseye/Target” sign above the entrance and a “CVSpharmacy” sign further along the building façade, greatly limits the advertising capabilities on such a large building.*

*Target proposes to an “order pickup” sign and a “bullseye” sign to the building. The purpose of the “order pickup” sign is to enhance the customer online experience and to identify the point of entry for collecting merchandise ordered online. With the sign, guests can take full advantage of the extent of services offered at the Target store.*

*The purpose of the proposed “bullseye” is to add needed branding to the west elevation, facing Wixom Rd. As there is currently no signage or branding on the west elevation, the building is difficult to identify when approaching from the south on Wixom Rd. The “bullseye” sign would greatly increase the ease of business identification of Target, helping customers find the building and distinguish it from other retail stores in the vicinity.*

*In order to accommodate the proposed west elevation “bullseye”, Target also seeks a variance to Section 28-5 (b) (1) b. regarding the sign size per distance from the centerline of the roadway. The location of the sign at the west elevation would be approximately 102 ft from the center of Wixom Rd. Per this ordinance, a sign on the west elevation of the building would be limited to 51 SF of signage. The proposed “bullseye” is 64 SF. The addition of this sign at the proposed size enhances the building elevation facing Wixom Rd, and is necessary to increase visibility from the roadway for drivers. This is especially important for those travelling north who are unable to see the north-facing signage at the store’s entrance. The proposed size of this sign will help visually direct drivers and pedestrians by enhancing sight lines. Limiting the sign size to the allowed area would make it difficult to see from the street, and greatly limits the advertising capabilities on such a large building.*

**e. Not Self-Created**

*Not applicable.*



## **Standard #2 Limit Use of Property**

*Limiting the allowable signage to two signs not only greatly reduces visibility of the store from Wixom Rd, it also lessens the ability of guests to identify key features and services intended to enhance the customer experience through the brand refresh.*

*The proposed "order pickup" sign added to the front entrance is intended to enhance the online experience and to identify the point of entry for collecting merchandise ordered online. With the sign, guests can take full advantage of the extent of services offered at the Target store. The disallowance of an "order pickup" sign on the exterior of the building would inhibit guests from identifying the location of this service from the exterior of the building.*

*Current limits on signage also significantly affect the ability to advertise. As signage is currently restricted to the two existing signs on the north elevation, there is no signage on the west elevation facing Wixom Rd. This makes the building difficult to identify for customers approaching from the south. The addition of a "bullseye" on the west elevation would greatly increase the advertising ability of Target, and facilitate identification of the building from Wixom Rd. The proposed sign is scaled appropriately to the large frontage of the building and does not disrupt the Wixom Rd corridor. Additionally, the added "bullseye" sign will serve to help distinguish Target from other retail stores in the area.*

## **Standard #3. Adverse Impact on Surrounding Area**

*The Novi Target refresh proposes new signage on the north and west elevations. The building frontage faces north, and signage on this elevation will face the Target parking lot. The addition of the two proposed signs will increase brand visibility from the parking lot and assist guests with identifying key services of Target. The 8-foot "bullseye" on the west elevation does not directly face any residential properties and will be located near the southwest corner of the lot. It will increase brand visibility from Wixom Rd, especially to motorists and pedestrians moving north towards Grand River Ave. The sign will distinguish Target from the other stores in the area and assist with identification from Wixom Rd. As such, there are no anticipated adverse impacts from addition of the proposed signs on the west or north elevation.*

Thank you for your consideration of this variance and we look forward to your decision. If you have any more questions or require any additional information, please feel free to contact me at 612-568-0697 or [zach.chappell@kimley-horn.com](mailto:zach.chappell@kimley-horn.com).

Regards,



**Zach Chappell**

Kimley-Horn and Associates, Inc.

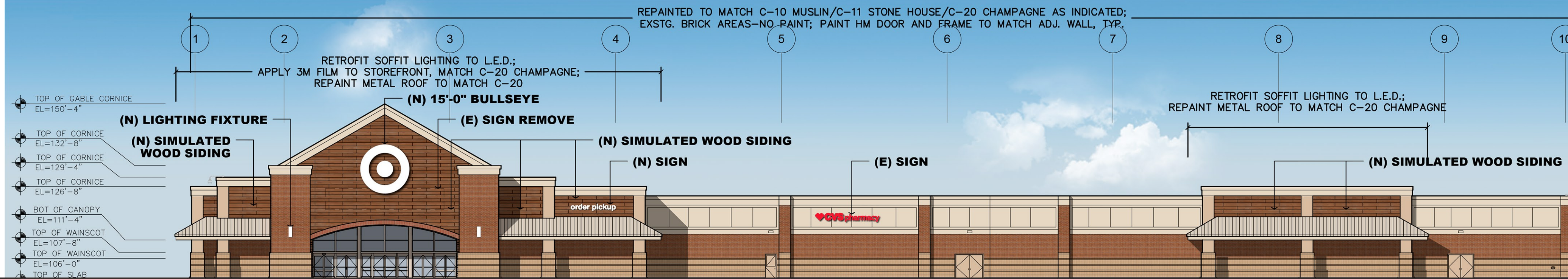
Phone: 612-568-0697

Email: [zach.chappell@kimley-horn.com](mailto:zach.chappell@kimley-horn.com)

**Attachments**

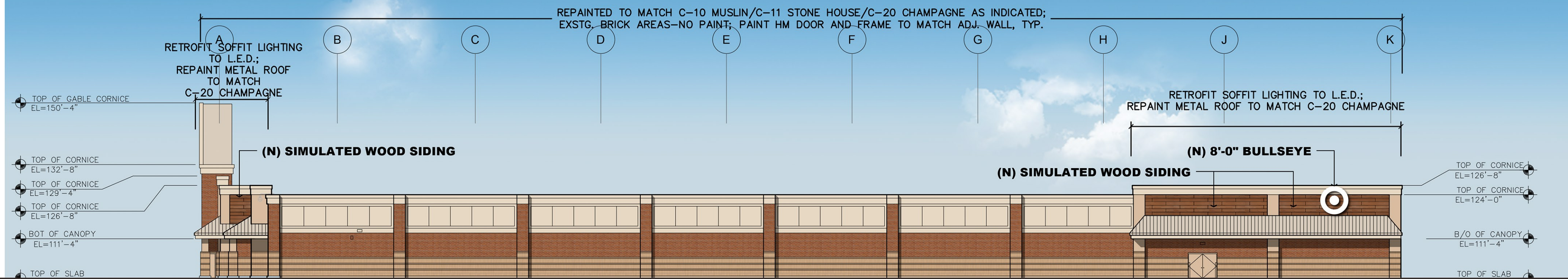
- 1 – Signed Application Form
- 2 – Elevations (Four Sides)
- 3 – Elevations (Proposed Front vs. Existing Front)
- 4 – Aerial Plan

Total: 11,048 SF  
 Brick: 4,850 SF.....44%  
 Eifs: 2,970 SF.....27%  
 Metal Roof: 856 SF.....8%  
 Glazing: 592 SF.....5%  
 Wood Siding: 1,780 SF.....16%



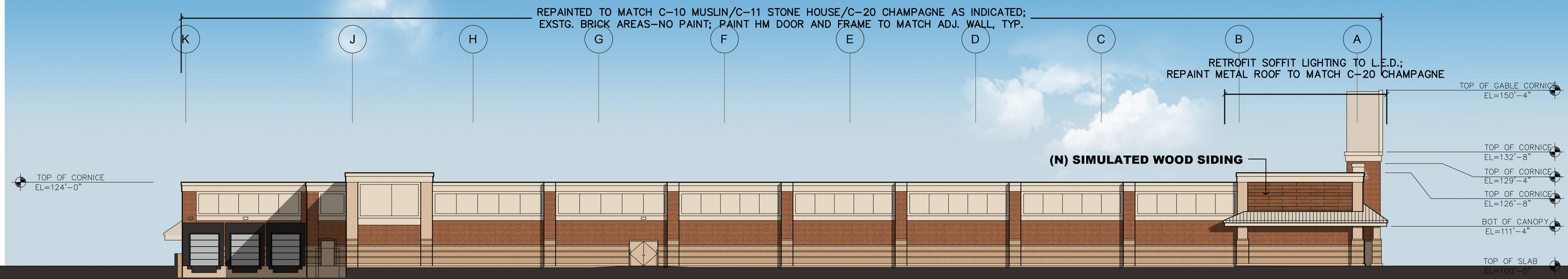
North Elevation

Total: 8,000 SF  
 Brick: 4,250 SF.....53%  
 Eifs: 2,852 SF.....36%  
 Metal Roof: 498 SF.....6%  
 Wood Siding: 400 SF.....5%



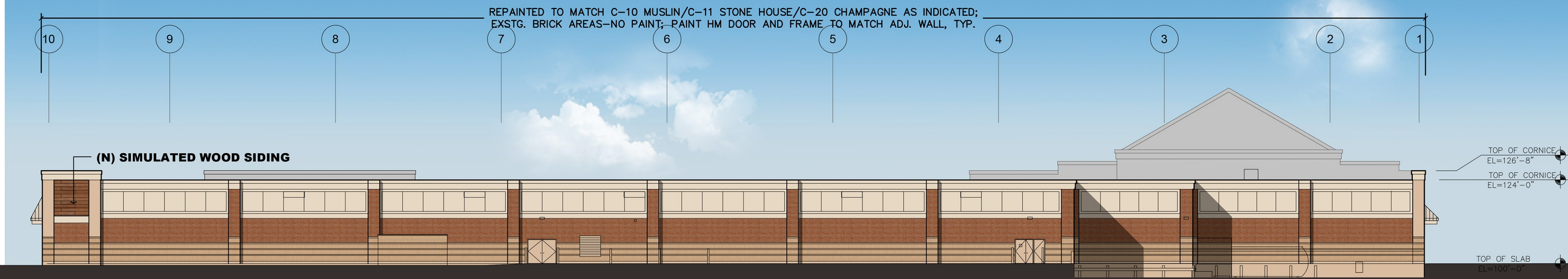
West Elevation

Total: 8,503 SF  
 Brick: 4,494 SF.....53%  
 Eifs: 3,381 SF.....40%  
 Metal Roof: 193 SF.....2%  
 Poured Conc.: 183 SF.....2%  
 Wood Siding: 252 SF.....3%

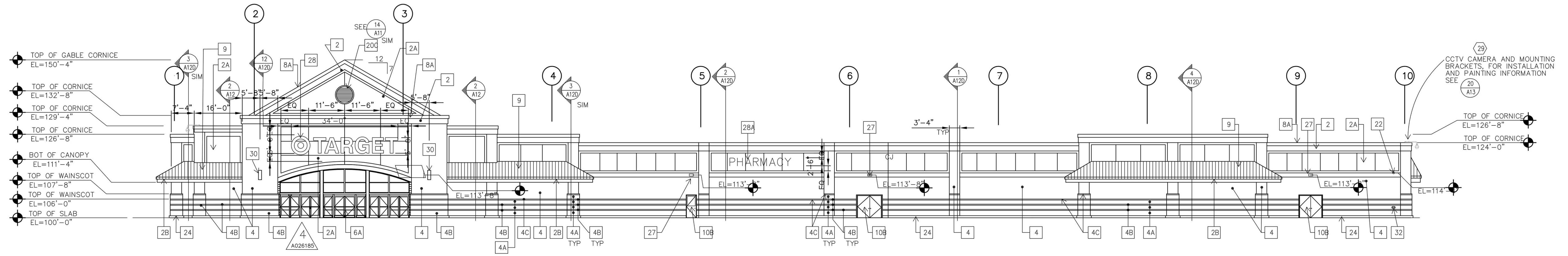


East Elevation

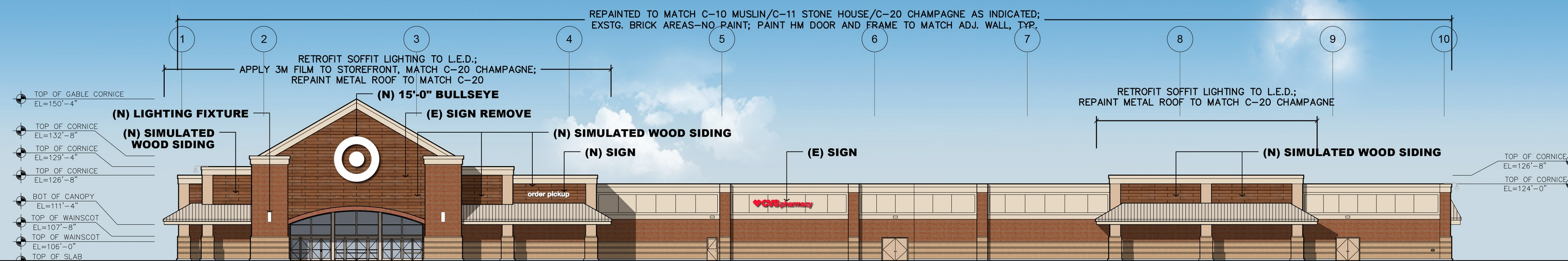
Total: 1,0017 SF  
 Brick: 5,413 SF.....54%  
 Eifs: 4,042 SF.....40%  
 Poured Conc.: 459 SF.....5%  
 Wood Siding: 103 SF.....1%



South Elevation



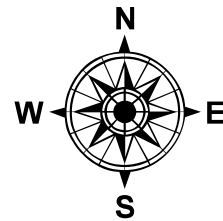
Existing Condition






Proposed Front Elevation

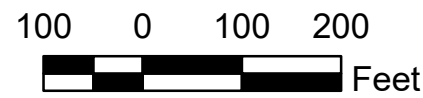
# T-1465 Novi, MI : Exterior Elevation Refresh

January 17, 2018



### Legend

-  Real Estate
-  Building
-  Parking Lot



**TARGET**  
T-1465 NOVI, MI

**TARGET  
REMODEL PROGRAM**