



# 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:** October 8, 2019

**REGARDING:** 44075 Twelve Mile Road, Parcel # 50-22-15-200-112 (PZ19-0038)

**BY:** Larry Butler, Deputy Director Community Development

### I. GENERAL INFORMATION:

**Applicant**

ID Associates, Inc. / Floor & Décor

**Variance Type**

Dimensional

**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(a) and 28-5(b) for multiple oversized signs, one sign allowed per code. 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. **PZ19-0038**, 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. **PZ19-0038**, 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.



**ID. ASSOCIATES**

BRINGING THE WORLD'S BRANDS TO LIFE

**a Philadelphia Sign Company**

August 29, 2019

Zoning Board of Appeals  
City of Novi  
45175 Ten Mile Road  
Novi, MI 48375

RE: Letter of Justification for Sign Variance Application  
Floor & Decor  
44075 W 12 Mile Road Novi, MI

### **ZONED RC**

ID Associates (representative for Floor & Decor) is seeking relief from Chapter 28 Sign Regulations of City of Novi Code of Ordinances for the following items based on a RC zoning district:

- **CH 28 Sec 28-5 (A):** Wall signs. Allowed 30-65 square foot maximum based on frontage. One wall sign per business.
- **CH 28 Sec 28-5 (B):** Area regulations. Multiple businesses: A business having a first-floor pedestrian entrance shall be allowed one and one-fourth (1.25) square foot of signage per linear foot of contiguous public or private street frontage.

### Detail of Proposed Signs:

- **South Façade facing Fountain Walk Avenue**
  - Sign A, 5' tall FLOOR & DECOR with TILE WOOD STONE illuminated channel letters = 516.66 square feet
  - Sign A.1, 2' tall FLOOR & DECOR illuminated channel letters = 48.08 square feet

South façade faces Fountain Walk Ave and I-96, with approximately 700' from our proposed wall signs. Our frontage is over 242 feet but with a storefront height of 54 feet. The wall area is in excess of 13,000 square feet. The proposed signs will constitute only 4.3% of this wall area. Code is calculated  $242.75 \times 1.25 = 303.43$  square feet. The proposed signs will provide adequate exposure to Fountain Walk Ave as well as within the parking area to provide clear direction to the store entrance.

- **East Façade facing Donelson Drive**
  - Sign B, 5' tall FLOOR & DECOR illuminated channel letters = 403.74 square feet
  - Sign B.1, 12" tall CUSTOMER PICK-UP illuminated channel letters = 12.77 square feet

East façade faces Donelson Drive and will provide exposure to Donelson Drive and eastbound on W. Oaks Drive. The façade is over 386' and again with a building height of 54 feet. The wall area is over 20,000 square feet. The proposed signs will constitute 2% of the wall area. The CUSTOMER PICK-UP sign will provide direction to this part of the facility. Code is calculated:  $386 \times 1.25 = 482.5$  square feet



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- **North Façade facing West Oaks Drive**
  - Sign C, 4'6" tall FLOOR & DECOR illuminated channel letters = 327 square feet

North façade faces West Oaks Drive as well as southbound Donelson Drive. Like the front we have a huge wall area, over 12,000 square feet. The proposed sign will constitute 2.7% of the wall area. Code is calculated:  $242.75 \times 1.25 = 303.43$  square feet.

- **West Façade faces internal Mall Area**
  - 3' tall FLOOR & DECOR illuminated channel letters = 145.19 square feet

West façade faces the mall court. The façade is over 306' and 54' tall. The wall area is over 16,500 square feet and the proposed signs constitutes less than 1% of the wall area. Code is calculated  $306 \times 1.25 = 382.5$  square feet.

Our proposed signs exceed the allowable number of wall signs for a business and square footage. **Prior tenant had sign approvals (ZBA 01-059) for the following:**

- South façade = 367 square feet
- East façade = 133 square feet + 15.5 square feet
- North façade = 168 square feet
- West façade = 73 square feet

Criteria Justification:

1. Our sign request special circumstances are derived from our overall footprint in relation to proposed signage, need to direct customer's to multiple entrances and specific service areas, and distance to main roadways. Our proposed signage is nationally recognized and the approval of our request will ensure visibility from main roadways to include interstate 96 and provide customers with clear direction to service areas around the store.
2. By granting the variance, it will not alter the essential character of the neighborhood. The variance is only being requested due to the conditions of visibility caused by the overall location of the client's space, the need to brand multiple entrances and service areas, and is consistent with the previous other signage in the center in relation to building foot print.

Overall the proposed wall sign is proportioned to the space and aesthetically pleasing from the surrounding business neighborhood.

We appreciate your consideration of our sign request.

Respectfully,

*Rosalyn Holderfield*

Rosalyn Holderfield

ID Associates, Inc (Agent for the Applicant)





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## ZONING BOARD OF APPEALS APPLICATION

**APPLICATION MUST BE FILLED OUT COMPLETELY**

<b>I. PROPERTY INFORMATION (Address of subject ZBA Case)</b>				Application Fee: _____  Meeting Date: _____  ZBA Case #: PZ _____
PROJECT NAME / SUBDIVISION Floor & Decor				
ADDRESS 44075 W 12 Mile Road		LOT/SUITE/SPACE #		
SIDWELL # 50-22-_____		May be obtain from Assessing Department (248) 347-0485		
CROSS ROADS OF PROPERTY 12 Mile Road and Donelson Dr.				
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				
<b>II. APPLICANT INFORMATION</b>				
<b>A. APPLICANT</b>		EMAIL ADDRESS ros@ifassociatesinc.com	CELL PHONE NO.	
NAME Rosalyn Holderfield		TELEPHONE NO. (334) 836-1736		
ORGANIZATION/COMPANY ID Associates, Inc.				
ADDRESS 1771 Industrial Rd		CITY Dothan	STATE Al      ZIP CODE 36303	
<b>B. PROPERTY OWNER</b> <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 Spigel Properties		TELEPHONE NO.		
ORGANIZATION/COMPANY				
ADDRESS 70 NE Loop 410 Suite 185		CITY San Antonio	STATE TX      ZIP CODE 78216	
<b>III. ZONING INFORMATION</b>				
<b>A. ZONING DISTRICT</b>				
<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>B. VARIANCE REQUESTED</b>				
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:				
1. Section <u>28-5 (A &amp; B)</u> Variance requested <u>Additional square footage allowance</u>				
2. Section <u>28-5 (A)</u> Variance requested <u>Additional number of signs</u>				
3. Section _____ Variance requested _____				
4. Section _____ Variance requested _____				
<b>IV. FEES AND DRAWINGS</b>				
<b>A. FEES</b>				
<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>B. DRAWINGS 1-COPY &amp; 1 DIGITAL COPY SUBMITTED AS A PDF</b>				
<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> <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>				







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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:

Due to set back of approx. 950 linear ft from Interstate 96, foliage between property and interstate, and lining the perimeter of parking area; the visibility of Floor & Decor's wall signage is negatively impacted.



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:

With a foot print of approximately 85,000 sq. ft., two elevations in excess of 400 linear ft., and two elevations in excess of 240 linear ft.; the proposed signage is well within scale of the building.

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:

Based on set back from main roadway, foliage between building and roadway, and overall size of building; the proposed signage is necessary for optimal visibility of potential customer's. The magnitude of the building mandates proportionate signage requiring proposed to exceed allowance.

## **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.

Without approval of proposed proportionate nationally recognized signage, potential customer's entering into the center from main roadways may have difficulty locating space. We further request approval of additional signage, which directs customer's to specific service areas. Without such signage, there will be no clear direction for customer's to find the area of the store they need.

## **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.

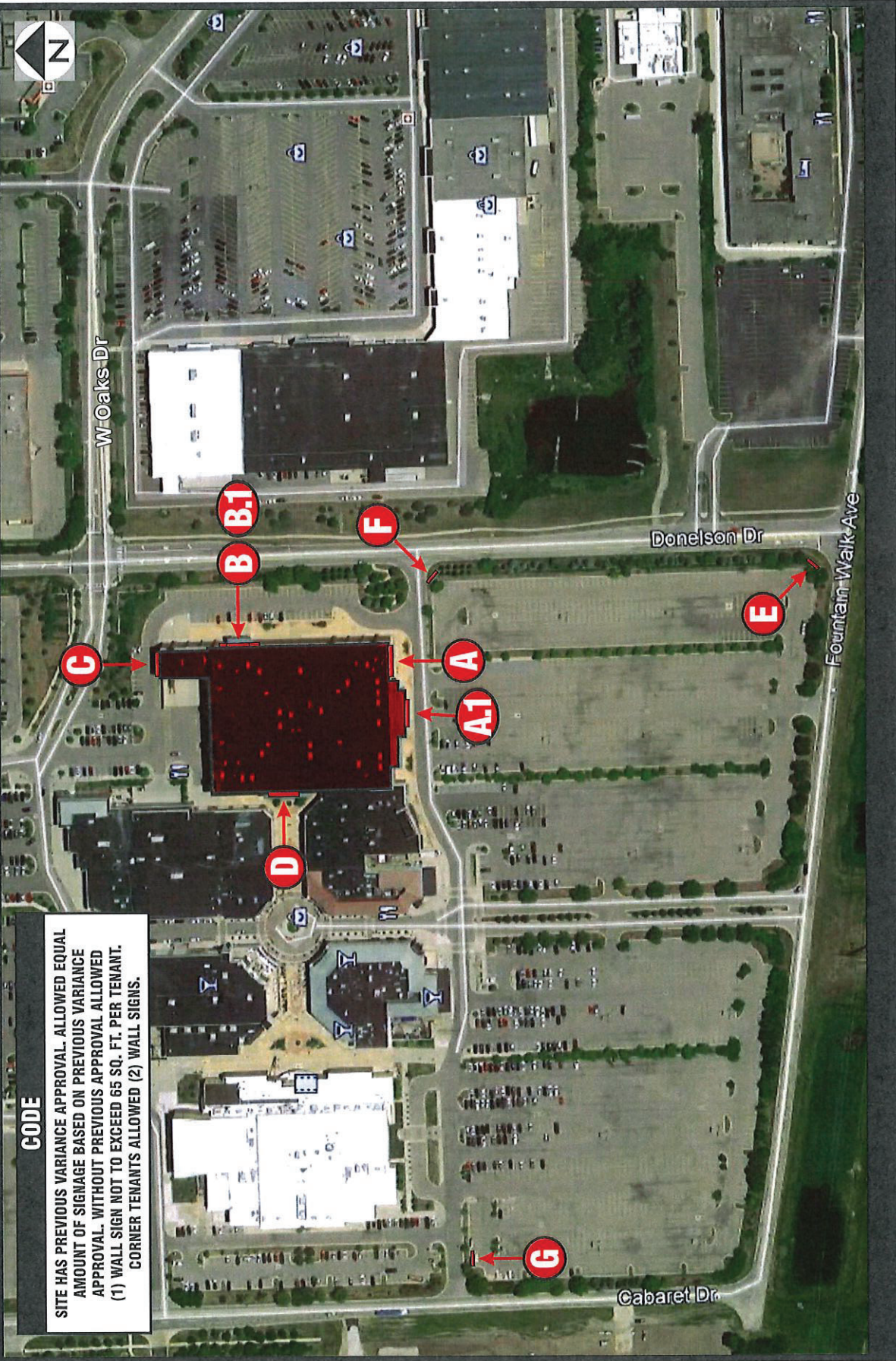
The approval of this request will not negatively impact the overall character of the neighborhood and or the intent of the sign ordinance, as the relation of the signage vs the building is aesthetically pleasing. The proposed is consistent with other center signage in relation to their spaces. The approval of additional wall signs provides customer's clear direction to secondary store entrances for specific services.



**SITE PLAN**

**CODE**

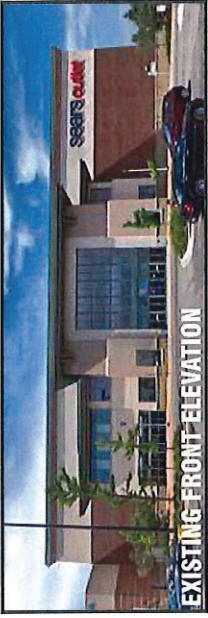
SITE HAS PREVIOUS VARIANCE APPROVAL. ALLOWED EQUAL AMOUNT OF SIGNAGE BASED ON PREVIOUS VARIANCE APPROVAL. WITHOUT PREVIOUS APPROVAL ALLOWED (1) WALL SIGN NOT TO EXCEED 65 SQ. FT. PER TENANT. CORNER TENANTS ALLOWED (2) WALL SIGNS.



THIS DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND OR LAYOUTS MAY CHANGE SLIGHTLY.

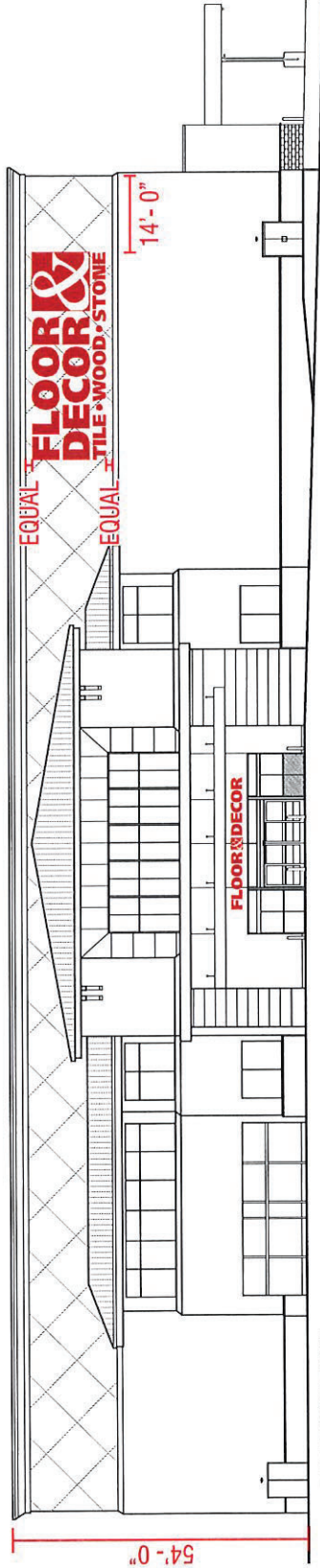
CLIENT	FLOOR & DECOR		REV#	REV#	REV#	REV#	REV#
	NOVI, MICHIGAN		R1 07/22/19	JAS			
LOCATION			DATE	07/18/19	DESIGNED BY		
ACCOUNT REP.			DRAWN BY	JAS	EXHIBIT APPROVED BY:		
DRAWING NO.	FLOOR & DECOR-NOVI MI-VARIANCE EXHIBIT						
 1771 INDUSTRIAL ROAD, DOTHAN, ALABAMA - 36503 PH (888) 303-5534 - FAX (334) 836-1401 www.idassociatesinc.com			 Underwriters Laboratories, Inc.				





EXISTING FRONT ELEVATION

242'-9"



FRONT ELEVATION  
SCALE: 1/32" = 1'

38'-0 7/16"

26'-4 1/8"

10'-7 3/8"

**A**

**FLOOR &  
DECOR**  
TILE • WOOD • STONE  
INTERNALLY ILLUMINATED CHANNEL LETTERS  
516.66 Square Feet

5'-0"

5'-0"

10'-7 3/8"

2'-4 1/4"

13'-7"

**A.1**

24'-0 1/2"

**FLOOR &  
DECOR**  
INTERNALLY ILLUMINATED CHANNEL LETTERS  
48.08 Square Feet

2'-0"

**CHANNEL LETTERS LARGER THAN 5'**

- RETURNS - .040 PRE-FINISHED RED ALUMINUM (6" DEEP)
- FACE RETAINERS - 1" ALUMINUM DEADSOFT PAINTED TO MATCH 3M 3630-33 RED VINYL
- BACKS - 3MM WHITE ACM
- LETTER FACES - .150 WHITE LEXAN W/ 3M 3630-33-RED VINYL OVERLAY
- ILLUMINATION - WHITE LEDS (6500 KELVIN / .76 WATTS PER MOD)
- POWER SUPPLIES LOCATED IN REMOTE HIDDEN RACEWAY



**INTERNALLY ILLUMINATED CHANNEL LETTERS**

- RETURNS - .040 PRE-FINISHED RED ALUMINUM (6" DEEP) ON RED LETTERS  
.040 PRE-FINISHED WHITE ALUMINUM (6" DEEP) ON WHITE LETTERS
- JEWELITE - 1" RED ON RED LETTERS / 1" WHITE ON WHITE LETTERS
- BACKS - 3MM WHITE ACM
- LETTER FACES - RED LETTERS - .150 WHITE LEXAN W/ 3M 3630-33 RED VINYL OVERLAY  
WHITE DAY/RED NIGHT LETTERS - .150 CLEAR LEXAN W/ WHITE PERFORATED VINYL FIRST SURFACE & 3M 3630-33 RED VINYL SECOND SURFACE
- ILLUMINATION - WHITE LEDS (6500 KELVIN / .76 WATTS PER MOD)
- POWER SUPPLIES LOCATED IN REMOTE HIDDEN RACEWAY

THIS DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND OR LAYOUTS MAY CHANGE SLIGHTLY.

<p><b>ID ASSOCIATES</b> BRINGING THE WORLD'S BRANDS TO LIFE 1771 INDUSTRIAL ROAD - DOTHAN, ALABAMA - 36503 PH (888) 303-5534 - FAX (334) 536-1401 www.idassociatesinc.com</p>	CLIENT	FLOOR & DECOR	DATE	R 07/22/19	JAS	REVISION		
	LOCATION	NOVI, MICHIGAN	DATE	07/18/19	JAS	REVISION		
	ACCOUNT REP	CYNDI CRAWFORD	DATE		JAS	REVISION		
	DRAWING NO.	FLOOR & DECOR-NOVI MI-VARIANCE EXHIBIT	DATE		JAS	REVISION		
							EXHIBIT APPROVED BY:	
							<p>Underwriters Laboratories Inc.®</p>	



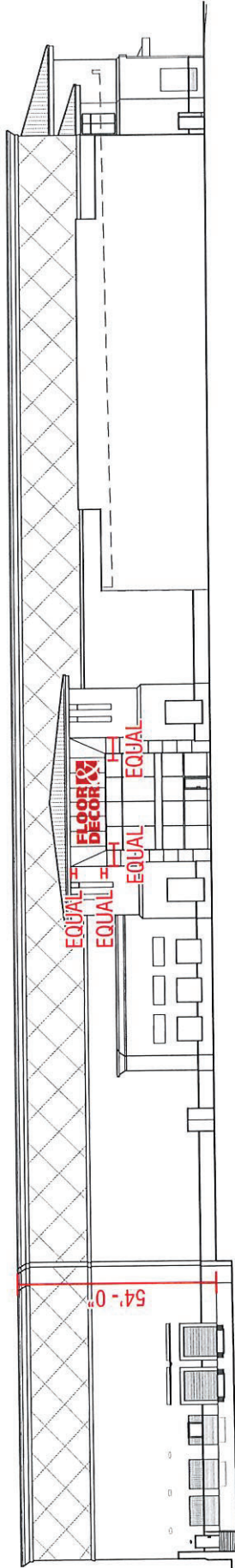




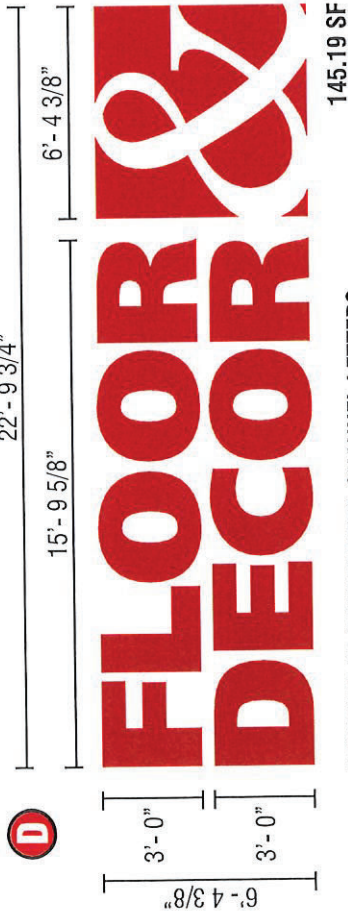




306' - 2"



LEFT ELEVATION  
NOT TO SCALE



INTERNALLY ILLUMINATED CHANNEL LETTERS

**CHANNEL LETTERS**

- RETURNS - .040 PRE-FINISHED RED ALUMINUM (6" DEEP)
- JEWELITE - 1" RED
- BACKS - 3MM WHITE ACM
- LETTER FACES - .150 WHITE LEXAN W/ 3M 3630-33-RED VINYL OVERLAY
- ILLUMINATION - WHITE LEDS (7600 KELVIN / .76 WATTS PER MOD)
- POWER SUPPLIES LOCATED IN REMOTE HIDDEN RACEWAY

**AMPERSAND**

- RETURNS - FABRICATED ALUMINUM CABINET (6" DEEP)-PAINTED TO MATCH 3M 3630-33 RED VINYL
- FACES - 3M PANAGRAPHS III W/ 3M 3630-33 RED VINYL OVERLAY
- BACKS - 3MM WHITE ACM
- ILLUMINATION - WHITE LEDS (6500 KELVIN / .76 WATTS PER MOD)
- POWER SUPPLIES LOCATED IN REMOTE HIDDEN RACEWAY

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<b>ID ASSOCIATES</b> BRINGING THE WORLD'S BRANDS TO LIFE 1771 INDUSTRIAL ROAD - DOTHAN, ALABAMA - 36303 PH (888) 303-5534 - FAX (334) 836-1401 www.idassociatesinc.com	CLIENT FLOOR & DECOR	SUBMITTER R1 07/22/19 JAS	REV. 1 REV. 1 REV. 1 REV. 1	
	LOCATION NOVI, MICHIGAN	DATE 07/18/19	EXHIBIT APPROVED BY JAS	REV. 2 REV. 2 REV. 2 REV. 2
ACCOUNT REP CYNDI CRAWFORD	DRAWING NO. FLOOR & DECOR-NOVI MI-VARIANCE EXHIBIT			

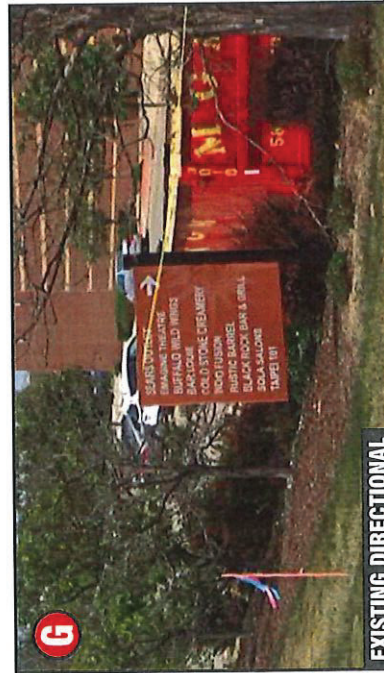




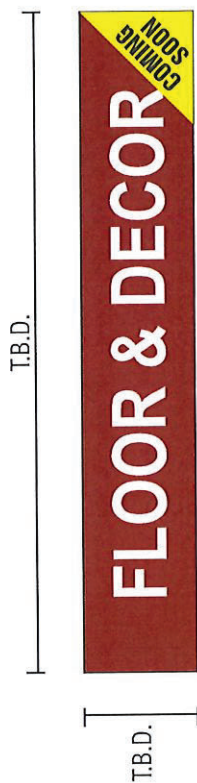
EXISTING MONUMENT



EXISTING DIRECTIONAL

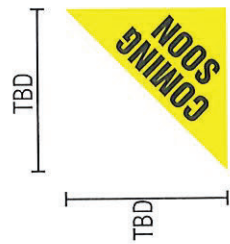


EXISTING DIRECTIONAL



**REPLACEMENT VINYL/GRAPHICS FOR EXISTING SHARED MONUMENT**

- White Vinyl to Match Existing Font & Size
- All Dimension To Be Determined
- Exact Materials To Be Determined By Field Survey



**NOTES:**  
 COMING SOON VINYL TO BE APPLIED FIRST SURFACE  
 FONT USED - SWISS 921 BT  
 BACKGROUND - YELLOW  
 COPY - BLACK



**REPLACEMENT VINYL/GRAPHICS FOR EXISTING DIRECTIONAL SIGNS (2)**

- White Vinyl to Match Existing Font & Size
- All Dimension To Be Determined
- Exact Materials To Be Determined By Field Survey

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<b>ID ASSOCIATES</b> BRINGING THE WORLD'S BRANDED TO LIFE 1771 INDUSTRIAL ROAD • DOTHAN, ALABAMA • 36303 PH (688) 303-5534 • FAX (334) 836-1401 www.idassociatesinc.com	CLIENT: FLOOR & DECOR LOCATION: NOVI, MICHIGAN ACCOUNT #24: CYNDI CRAWFORD DRAWING #01: FLOOR & DECOR-NOVI MI-VARIANCE EXHIBIT	SUBMITTED: R1 07/22/19 JAS DATE: 07/18/19 DRAWN BY: JAS	REV#1 REV#2 REV#3 REV#4 REV#5 REV#6 REV#7 REV#8 REV#9 REV#10	EXHIBIT APPROVED BY:	Underwriters Laboratories Inc.
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