



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:** AUGUST 9, 2016

REGARDING: 27200 BECK ROAD, Parcel # 50-22-16-176-033
BY: Larry Butler, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant
SIGNART INC.

Variance Type
SIGN VARIANCE

Property Characteristics
Zoning District: OST (OFFICE SERVICE TECHNOLOGY)
Location: NORTH OF GRAND RIVER AVENUE AND EAST OF BECK ROAD
Parcel #: 50-22-16-176-033

Request
The applicant is requesting a variance from the CITY OF NOVI Code of Ordinance; Section 28-5(3) to allow construction of an additional multi-tenant monument sign of 30 square foot. The property is zoned OST (Office Service Technology).

II. STAFF COMMENTS:

Proposed Changes
The applicant is requesting permission to install one 30 square foot multi-tenant monument sign.

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. **PZ16-0028**, 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 is 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. **PZ16-0028**, 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 Petitioner's 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

I. PROPERTY INFORMATION (Address of subject ZBA Case)				Application Fee: _____	
PROJECT NAME / SUBDIVISION Citygate Marketplace				Meeting Date: _____	
ADDRESS 27200 Beck Road		LOT/SUITE/SPACE # N/A		ZBA Case #: PZ _____	
SIDWELL # 50-22-16 - 176 - 033		May be obtain from Assessing Department (248) 347-0485			
CROSS ROADS OF PROPERTY Citygate Drive and Beck Roads					
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 checked="" 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 mconroy@signartinc.com		CELL PHONE NO.	
NAME Mitchell Conroy				TELEPHONE NO. 269-381-3012	
ORGANIZATION/COMPANY SignArt, Inc.				FAX NO. 269-381-0999	
ADDRESS 5757 E. Cork St.		CITY Kalamazoo	STATE MI	ZIP CODE 48048	
B. PROPERTY OWNER <input checked="" type="checkbox"/> CHECK HERE IF APPLICANT IS ALSO THE PROPERTY OWNER					
Identify the person or organization that owns the subject property:		EMAIL ADDRESS dsmarkus@yahoo.com		CELL PHONE NO. 248-892-2222	
NAME Doraid Markus				TELEPHONE NO. 248-892-2222	
ORGANIZATION/COMPANY Grand Beck Partners, LLC				FAX NO. N/A	
ADDRESS 640 North Old Woodward, Suite: 204		CITY Birmingham	STATE MI	ZIP CODE 48009	
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>OST</u>					
B. VARIANCE REQUESTED					
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:					
1. Section <u>Section 28-5(3)</u> Variance requested <u>Multi-Tenant Ground 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) \$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					
• Dimensioned Drawings and Plans		• Existing & proposed distance to adjacent property lines			
• Site/Plot Plan		• Location of existing & proposed signs, if applicable			
• Existing or proposed buildings or addition on the property		• Floor plans & elevations			
• Number & location of all on-site parking, if applicable		• 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 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

[Signature]
Applicant Signature

06.14.16
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.

[Signature]
Property Owner Signature

6/14/16
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

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. N/A
- b. N/A
- c. N/A
- d. N/A
- 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.

The proposed monument sign is within all ordinance restrictions for area, height, and set-back in the OST Office district, but the only issue being this is a smaller multi-tenant complex that will hold three (3) tenants instead of four (4) as required to install a business center sign. Under section 28-5, part 1-b the OST district is allowed on premises advertising signs as follows:

1. Business sign: Ground sign, wall sign, or canopy sign;
2. Business Center Sign: Ground sign only;
3. Entranceway sign;

etc...

According to the zoning definitions a "business sign means a sign that directs attention to a business or profession conducted, or to a product, service, or activity sold or offered upon, the premises where such a sign is located and that reference only the name of the business at the premises, the profession conducted, and the product, service, or activity sold or provided at the premises." A "business center sign means a sign that identifies the name and/or logo of a group of four (4) or more contiguous stores or contiguous industrial businesses or an industrial subdivision developed as a planned complex, or of a multi-tenant, multi-story office or industrial building, and that does not contain any additional information regarding individual stores, services, businesses, institutions, organizations, or industries located within the planned complex or contiguous stores.

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.

Section 28-1.5, in summary states that it is the intent of the zoning ordinance, among other intentions, to encourage good design in the overall context and visual image of signs and to allow signs that overall enhance the overall appearance of the business community with signs that are adequate but not excessive.

The proposed sign upholds all intentions of the zoning ordinance, and provides the ability for each business within this business center to advertise in a way that is safe, and avoids confusion or sign clutter/overload to drivers passing by thus minimizing the adverse effects of signs on nearby public and private property.

Part (l) of section 28-1.5 notes the ordinance does "recognize that advertising signs are a legitimate advertising medium in the locations which neither lessen the visual attributes of the city through the placement of such signs, nor cause confusion, safety problems, or lessen the ability to identify local businesses through visual clutter."

Again the proposed business center sign will cause less confusion and essentially reduce any safety problems that may arise by not allowing a sign at the road to identify the businesses to drivers. Failure to grant relief will limit the use of the property against surrounding businesses and would be more than just a simple inconvenience.

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.

Granting variance of a three (3) tenant business center sign will in no way interfere with adjacent or surrounding properties in that the sign is designed to fall within all zoning

restrictions for a business sign in the way of height, area, and set-back keeping the sign consistent with the intent and spirit of this chapter. Substantial justice would be granted to the applicant and surrounding properties as it would keep public confusion minimized and allow the advertising of each tenant consistent with that allowed by nearby businesses while reducing any clutter.



June 14, 2016

SignArt Inc.
5757 E. Cork Street
Kalamazoo, MI 49048

269.381.3012
800.422.3030
FAX 269.381.0999

www.signartinc.com



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

248.347.0415

Re: Monument Sign – City Gate Marketplace, 27200 Beck Rd.

To Whom It May Concern:

Enclosed please find a completed sign permit application and ZBA application, both with scaled site plan and sign design for the installation of one (1) multi-tenant monument sign at the above address. Also included are photos of existing monument signs to neighboring properties and an aerial view showing locations in reference to City Gate Marketplace. We will look forward to hearing back soon.

Please do not hesitate to contact me if you have any questions or concerns.

Best regards,

Mitch Conroy,
Sales/Marketing Specialist

O: 269.381.3012
C: 269.599.0143
E: mconroy@signartinc.com

Enclosures

CITY OF NOVI – SIGN PERMIT APPLICATION
COMMUNITY DEVELOPMENT
(248) 347-0415



All applications must have one drawing showing fully dimensioned sign details.

All signs must have one plot plan showing sign location, any easements and right-of-way.

All ground signs require a sign foundation permit. Submit a separate building permit application for ground sign foundation along with three signed/sealed engineered drawings and calculations to the Novi Building Department.

Address of Installation 27200 Beck Rd., Novi Date 06.14.16

Owner of Sign Doraid Markus, Grand Beck Partners Address 640 N. Old Woodward, Suite 204

City Birmingham State MI Zip 48009 Phone _____

Erector SignArt, Inc. Address 5757 E. Cork St. City Kalamazoo

State MI Zip 49048 Erector's License No. 53-06007 Phone 269.381.3012

EMAIL mconroy@signartinc.com FAX 269.381.0999

Type of Sign Entranceway Business Center Wall Ground Awning Projecting

Is this sign illuminated? Yes Lineal frontage of this business Approx. 250'

Is this a multi-tenant building? Yes Is this a multi-story building? No

Size/Measurement: Horizontal 7' 6" Vertical 4' 0" Area Sq. Ft. 30.00 sq. ft.

Height from Grade to Top of Sign 6' 0" Copy to be on Sign Three Logos (See attached design)

SIGN PERMIT FEE DOES NOT INCLUDE ANY FEES FOR BUILDING, ELECTRICAL OR RIGHT-OF-WAY PERMITS THAT MAY APPLY.

Mitchell Conroy
SIGNATURE OF APPLICANT OR AGENT

269.381.3012
TELEPHONE NUMBER

Mitchell Conroy
PRINTED NAME

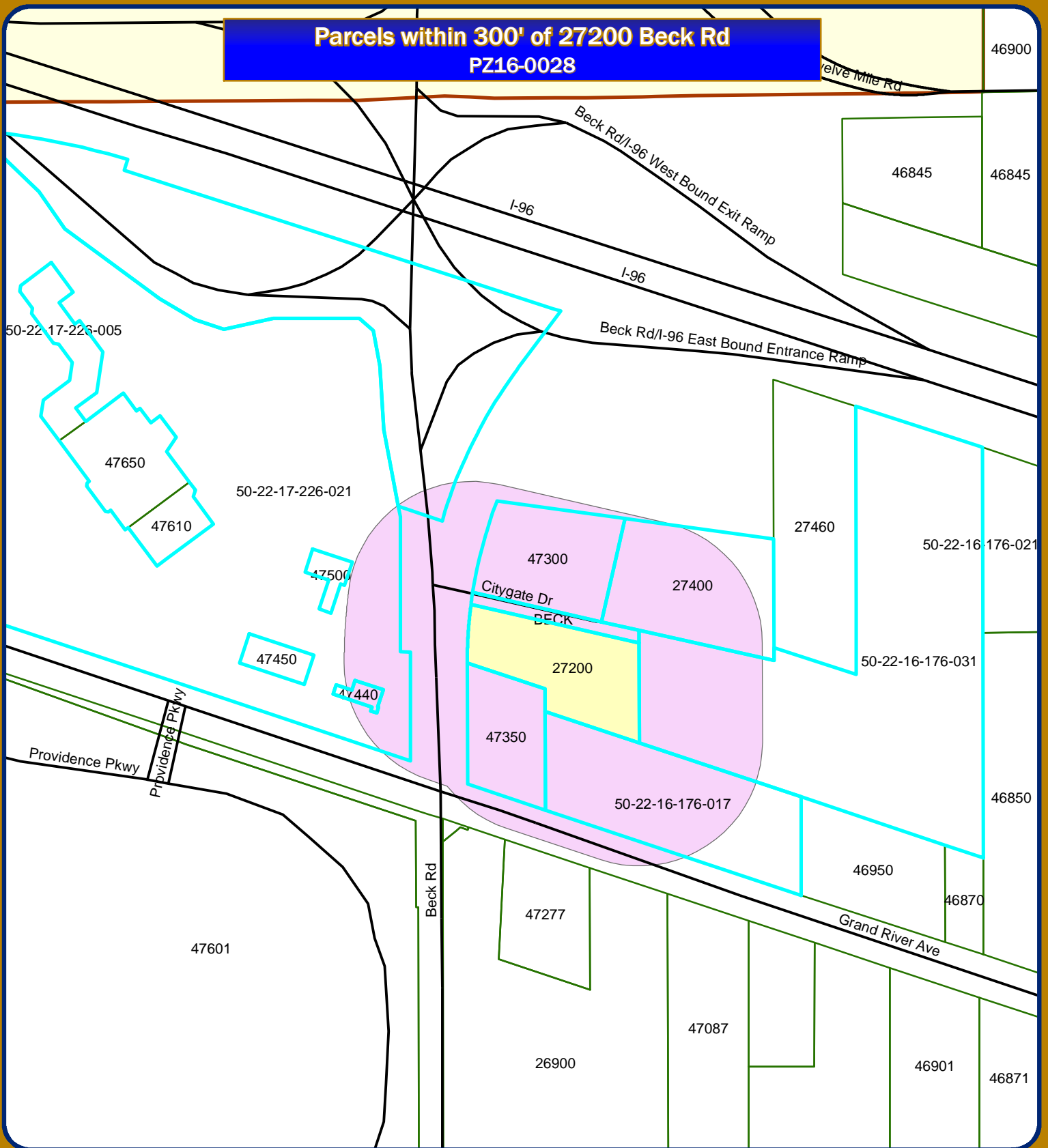
Reviewed by _____ Date _____

- Approved
 Not Approved – Reason for Denial _____

ZONING BOARD OF APPEALS (if applicable)

- Approved
 Not Approved Case No. _____ Date _____

**Parcels within 300' of 27200 Beck Rd
PZ16-0028**



Map Author: Jon Gartha
Date: July 5, 2016
Address List for 22-16-176-033
Version #: 1.0

Amended By:
Date:
Department:

MAP INTERPRETATION NOTICE

Map information depicted is not intended to replace or substitute for any official or primary source. This map was intended to meet National Map Accuracy Standards and use the most recent, accurate sources available to the people of the City of Novi. Boundary measurements and area calculations are approximate and should not be construed as survey measurements performed by a licensed Michigan Surveyor as defined in Michigan Public Act 132 of 1970 as amended. Please contact the City GIS Manager to confirm source and accuracy information related to this map.

Map Legend

- 300' Buffer
 - Subject Property
 - Tax Parcel
- Municipality**
- Novi
 - Novi Twp.



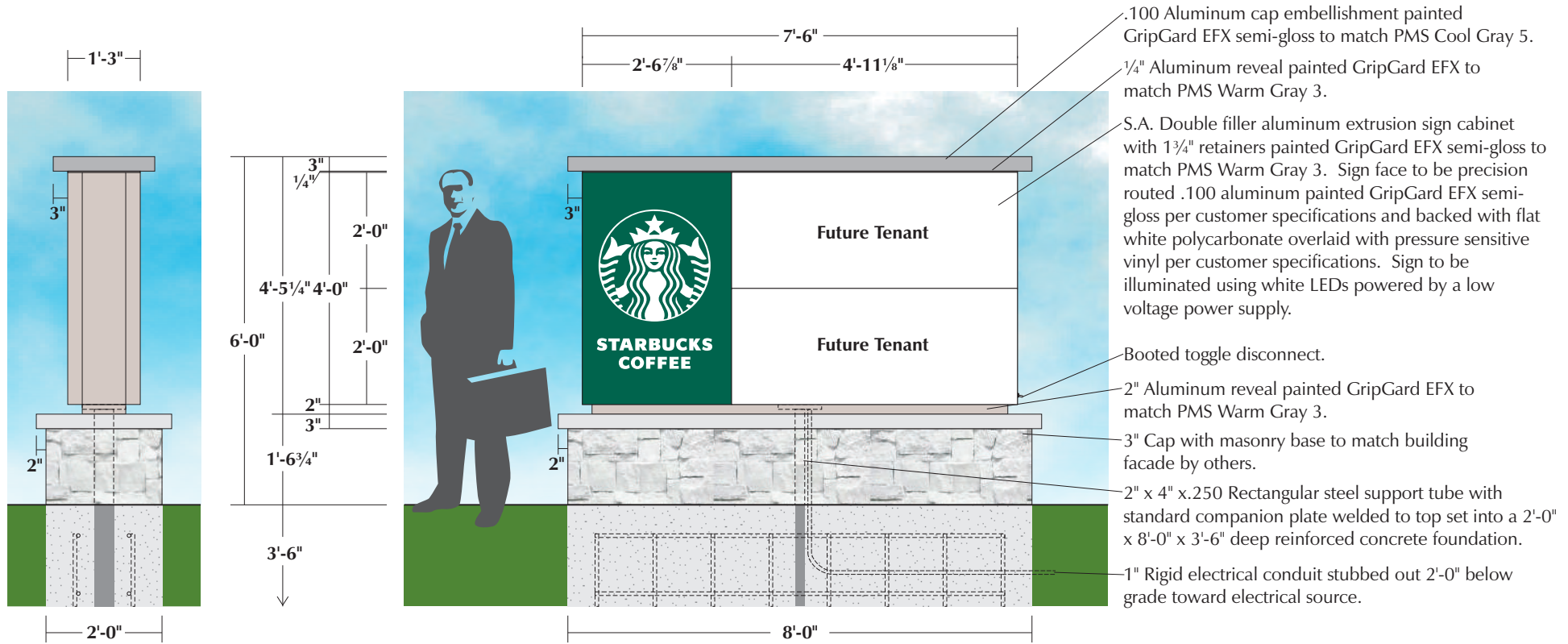
City of Novi

IT Department
GIS Division
45175 Ten Mile Rd
Novi, MI 48375
cityofnovi.org



1 inch = 319 feet

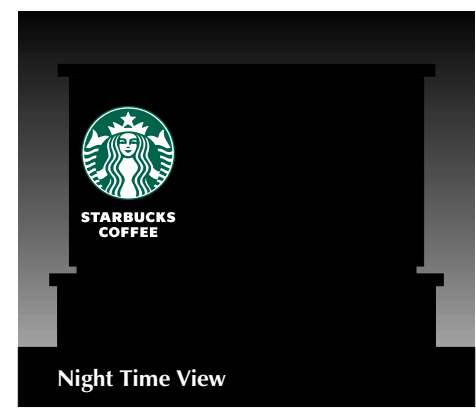




4'-0" x 7'-6" = 30.00 Sq.Ft.

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

Sign #1 — Illuminated Double Faced Monument Sign

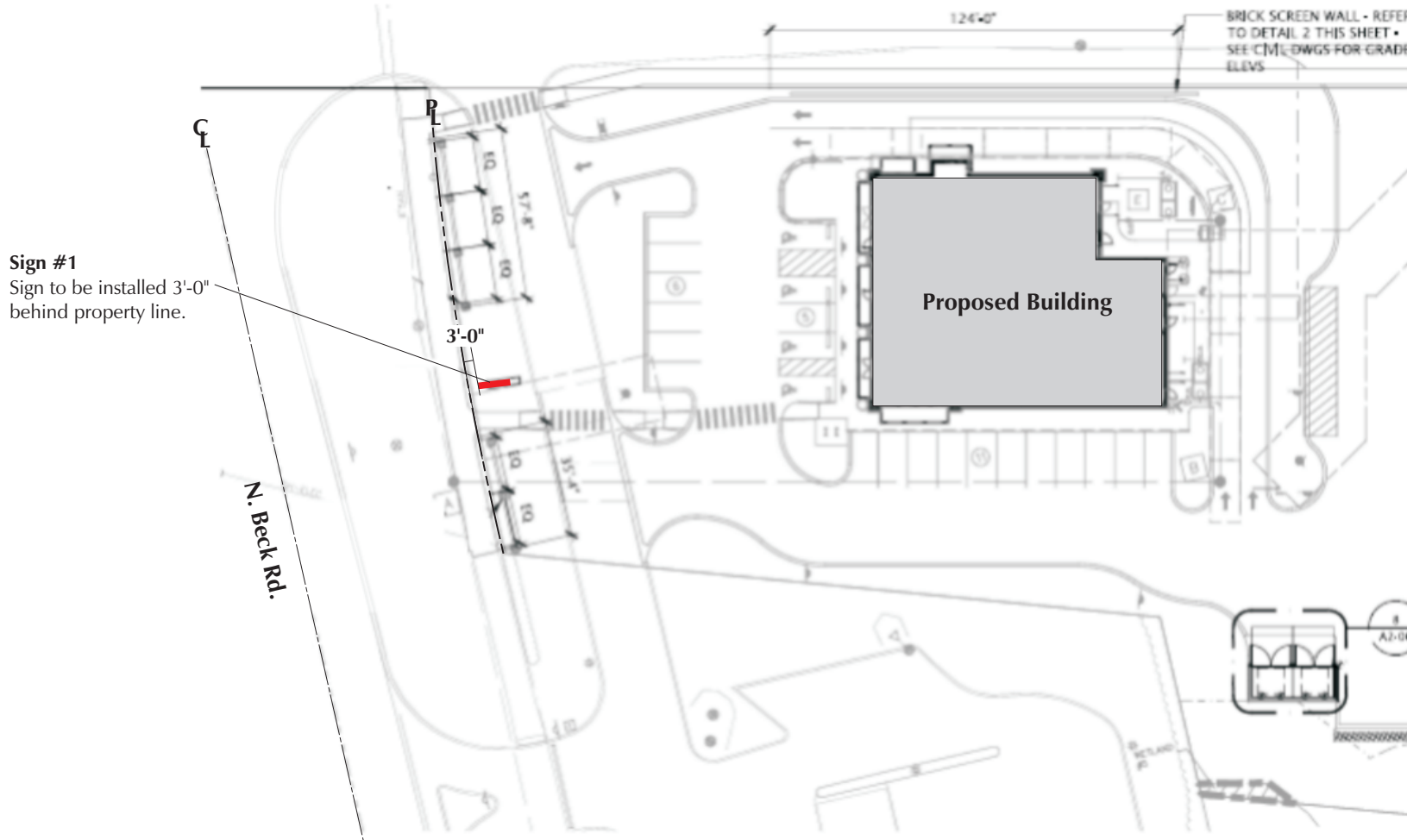


City Gate Marketplace — 27200 Beck Rd., Novi, MI

Lead #Mc2686

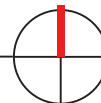
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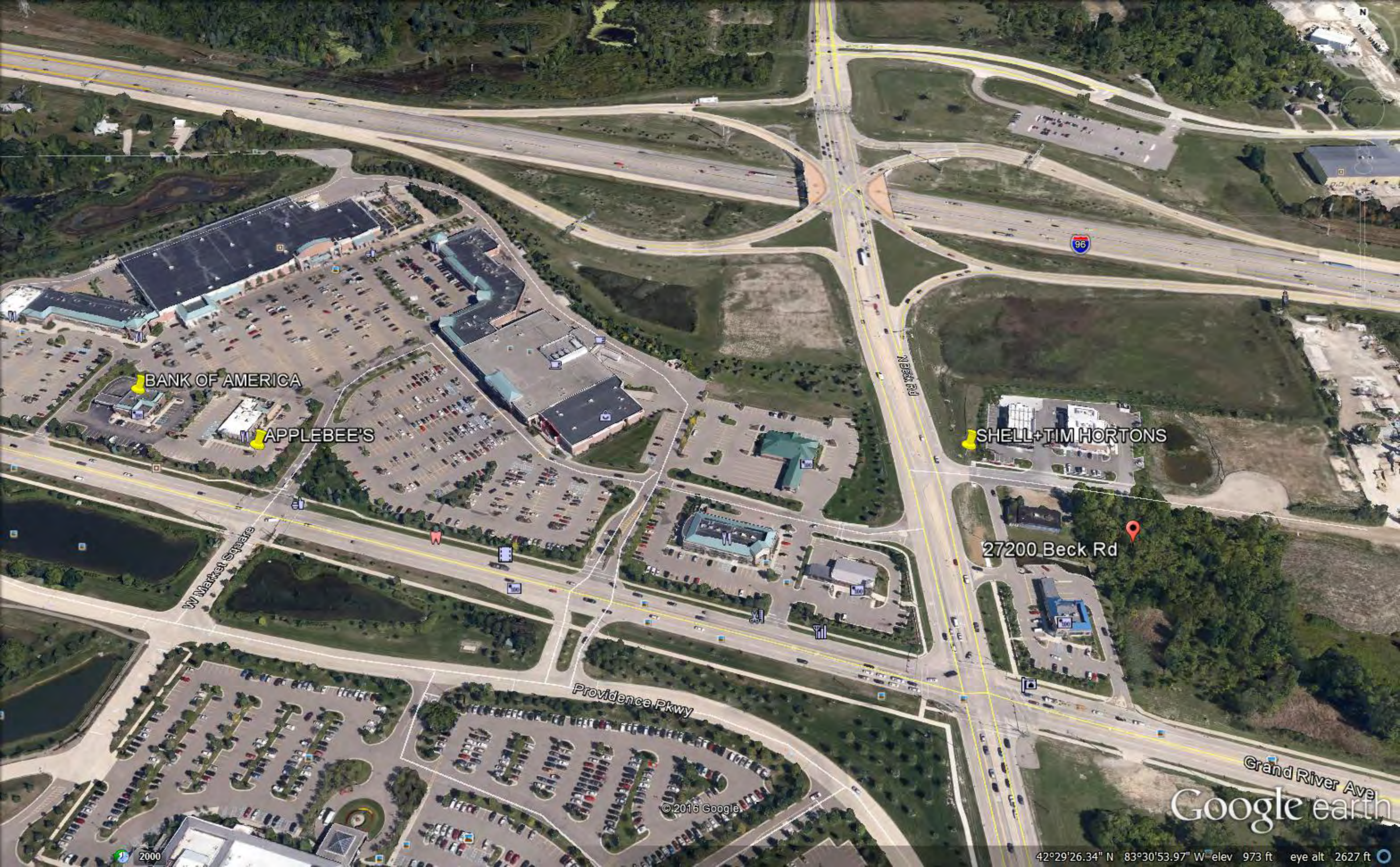
AG 3-17-16 6-9-16BJ Approved for: _____ By: _____ Date: _____



Site Plan

Scale: 1" = 50'-0"





BANK OF AMERICA

APPLEBEE'S

SHELL+TIM HORTONS

27200 Beck Rd

W Market Square

Providence Pkwy

Grand River Ave

Google earth

© 2016 Google

42°29'26.34" N 83°30'53.97" W elev 973 ft eye alt 2627 ft

2000



West Market

Applebee's

Applebee's





Bank of America





