



## 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:** January 14, 2025

**REGARDING:** 24295 Haggerty Road # 50-22-24-476-030 (PZ24-0063)

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

### I. GENERAL INFORMATION:

#### Applicant

Audi

#### Variance Type

Sign Variance

#### Property Characteristics

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

Location: on the northwest corner of Haggerty Road and Ten Mile Road

Parcel #: 50-22-24-476-030

#### Request

The applicant is requesting a variance from City of Novi Sign Ordinance Section 28-5(a) to allow an additional wall sign for this tenant (2 allowed, variance of 1).

### II. STAFF COMMENTS:

*The applicant, Audi Novi, is seeking a sign variance to allow (1) additional sign. Two wall signs have already been approved facing major a major road respectively. (These signs are referenced to as E01 and E02 on application submission docs.) The variance request is for the sign the reads "Service" referred to as E03.*

III. RECOMMENDATION:

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

I move that we grant the variance in Case No. PZ24-0063, 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. **PZ24-0063**, 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

RECEIVED

DEC 02 2024

CITY OF NOVI  
COMMUNITY DEVELOPMENT



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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: <u>\$330.00</u>
PROJECT NAME / SUBDIVISION Audi Novi				Meeting Date: <u>1-14-25</u>
ADDRESS 24295 Haggerty Rd		LOT/SIUTE/SPACE #		ZBA Case #: <u>PZ 24-0063</u>
SIDWELL # 50-22-	May be obtain from Assessing Department (248) 347-0485			
CROSS ROADS OF PROPERTY				
IS THE PROPERTY WITHIN A HOMEOWNER'S ASSOCIATION JURISDICTION?		REQUEST IS FOR:		
<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		<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 type="checkbox"/> NO				
<b>II. APPLICANT INFORMATION</b>				
<b>A. APPLICANT</b>		EMAIL ADDRESS tammy@northernsign.com		CELL PHONE NO.
NAME Northern Sign		TELEPHONE NO. 248-333-7733		
ORGANIZATION/COMPANY Northern Sign		FAX NO.		
ADDRESS 2181 E Walton Blvd Ste 100		CITY Auburn Hills	STATE MI	ZIP CODE 48326
<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 curbanski@agi.net		CELL PHONE NO.
NAME		TELEPHONE NO. 716-341-4284		
ORGANIZATION/COMPANY Audi Novi		FAX NO.		
ADDRESS 24295 Haggerty Rd		CITY Novi	STATE MI	ZIP CODE 48375
<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 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>PER CODE SECTI</u> Variance requested <u>To Allow the Word Service on the South Side of Building</u>				
2. Section _____ Variance requested _____				
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) \$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>B. DRAWINGS 1-COPY &amp; 1 DIGITAL COPY SUBMITTED AS A PDF</b>				
• 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		





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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:

- 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:

## **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.

The dealership needs to have a sign that allows customers to know where they are to get service

## **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.



**Northern Sign Co Inc.**

2181 E. Walton Blvd., Suite 100, Auburn Hills, MI 48326

248.333.7733 Office

[www.northernsign.com](http://www.northernsign.com)

248.333.7684 Fax

**AUTHORIZATION AND CONSENT FORM**

By my signature below, I hereby represent that I am the owner of the property indicated below or otherwise duly authorized by the Lease to grant authorization for Northern Sign Co. Inc. and/or their sub-contractor to apply for permits, represent said owner at ZBA meetings and install new signage at the below referenced location.

**LANDLORD APPROVAL**

Signature *[Handwritten Signature]* Print Name Joseph Gilardon Date \_\_\_\_\_  
 Title PM Email Joseph.gilardon@lthia.com  
 Address 24295 Haggerty RD Phone \_\_\_\_\_  
Novi, MI, 48375

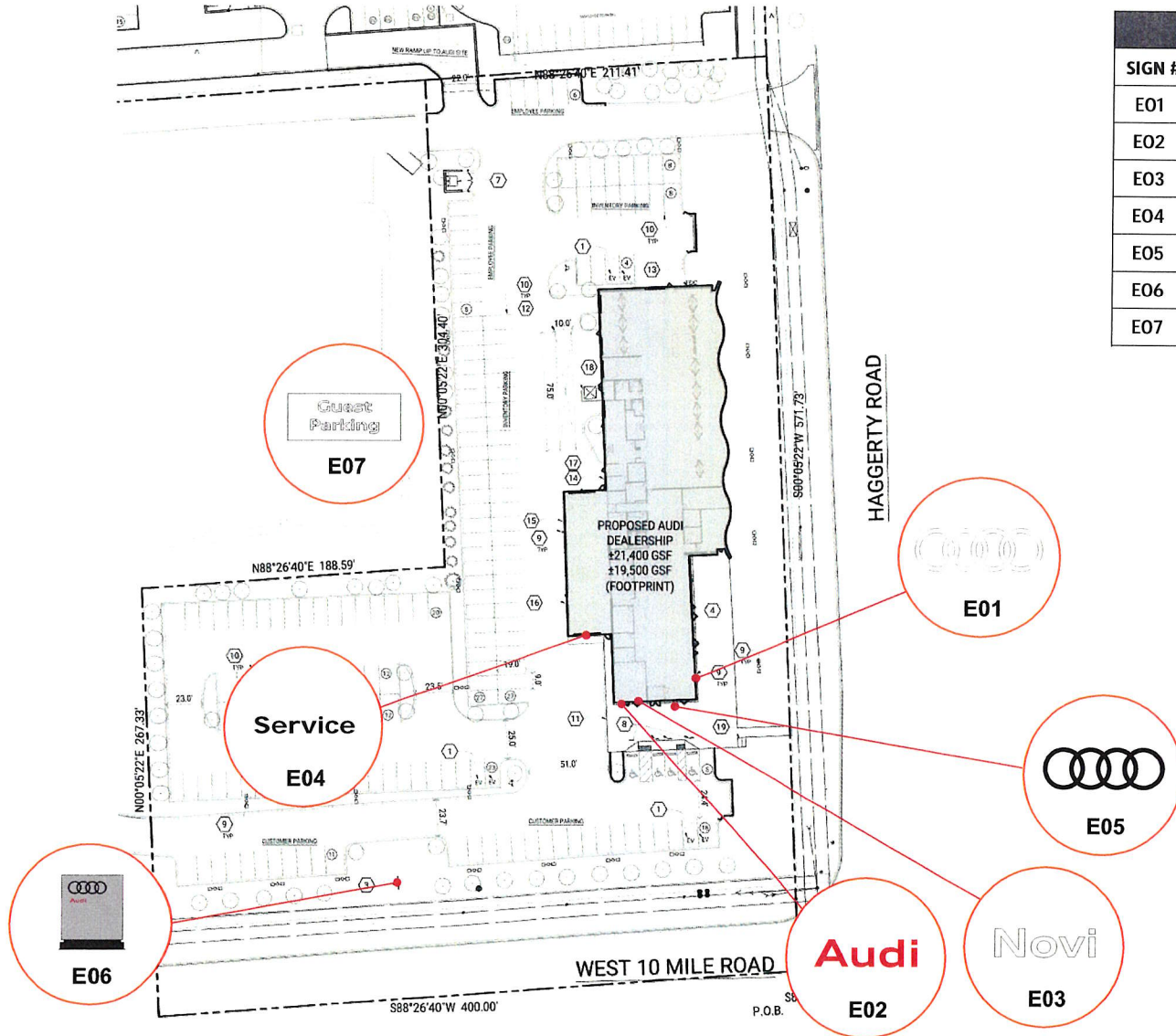
Return Form To: Northern Sign Co. Inc.  
2181 E. Walton Blvd., Suite 100  
Auburn Hills, MI 48326

Email to: [tammv@northernsign.com](mailto:tammv@northernsign.com)

Site/Job - Property Address:  
24295 Haggerty Rd  
Novi, Michigan 48375



SITE MAP



EXTERIOR SIGN LIST		
SIGN #	SIGN CODE	DESCRIPTION
E01	AOA-RING-TF-W3500	White 3500 Size Wall Mounted AUDI Rings
E02	AOA-CL-TF-AUDI-R400-FL	Red 400 Size Tube Frame Face Lit "Audi" Copy Letterset
E03	AOA-CL-TF-DN-W400-FL	White 400 Size Tube Frame Face Lit "Dealer Name" Letterset
E04	AOA-CL-WM-DN-BW300-FL	Black And White 300 Size Wall Mounted Face Lit "Dealer Name" Letterset
E05	AOA-ENTRNG-B670	Black 670 Size Wall Mounted Entry Audi Rings
E06	AOA-M-1448-6	Audi 1448 Wide Monument, 6' OAH
E07	AOA-GP-STENCIL	Guest Parking Stencil



**LOCATION**  
Audi Novi  
24295 Haggerty Rd  
Novi, MI 48375

**DESIGNER** OD      **DATE:** 09.28.2023

**PROJECT MANAGER**  
Chris A Urbanski  
**AUDI PROJECT MANAGER**  
XXXXXX

**CUSTOMER APPROVAL**

Print Name \_\_\_\_\_ Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

- Approved**
- Approved as Noted**
- Not Approved Resubmit with Changes**

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**E04**

**AOA-CL-WM-DN-BW300-FL**

Black And White 300 Size Wall Mounted Face Lit  
"Dealer Name" Letterset

**SPECIFICATIONS**

**Dimensions:**

**Height:** 0'-11 13/16"  
**Width:** 5'-9 5/16"  
**SqFt:** 5.27

**Weight:**

**Illumination:**

XXX

**Electrical Requirements:**

Max Amps Required: 2.4 (TBV)  
Voltage Required: 120V-277V  
Whip Length 6'-0" (72") long unless noted on drawing

**Finish Specifications:**

XXX

**Plexiglass Specifications:**

**A3**

Plexiglass LED  
Black & White  
9H001 GT

**Notes:**

XXX

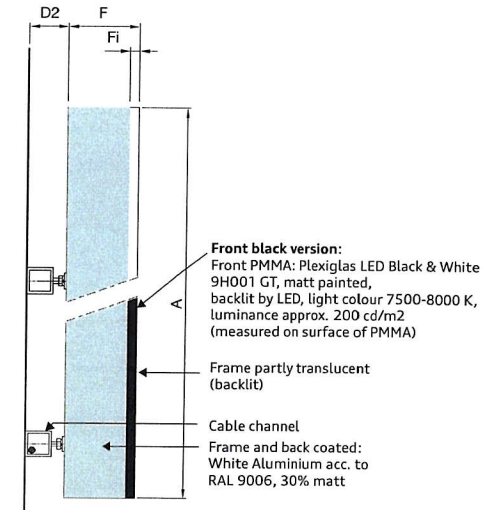


Day Elevation



Night Elevation

Font Size A (ft. in)	Font Size A (mm)	Frame Depth F (ft. in)	Frame Depth mm	Frame Illuminated Fi (mm / in)	Distance Facade D1	Distance Facade D2
11 13/16"	300	3 1/8"	80	14mm / 9/16"	---	50mm / 1 15/16"



Mounting on solid façade



Audi

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**DESIGNER** OD      **DATE:** 09.28.2023

**PROJECT MANAGER**  
Chris A Urbanski  
**AUDI PROJECT MANAGER**  
XXXXXX

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