

ZONING BOARD OF APPEALS
CITY OF NOVI
Community Development Department
(248) 347-0415

Case No. PZ13-0021 (LA Z BOY)

Location: 27754 NOVI RD

Zoning District: RC, Regional Center District

The applicant is requesting variances from Section 28-5 of the Novi Sign Ordinance to allow two oversize wall signs of 132 sq. ft. and 94 sq. ft. for business re-occupancy of an existing retail facility. The property is located east of Novi Road, and south of Twelve Mile Road.

Ordinance Sections:

CITY OF NOVI, CODE OF ORDINANCE, Section 28-5 permits a single sign to be installed at this retail location and limits the sign area to 65 sq. ft.

City of Novi Staff Comments:

The applicant is requesting approval for installation of two oversize wall sign for a retail furniture business located on the ring road of the Twelve Oaks Mall shopping center. A single wall sign of 65 sq. ft. maximum is allowed by right. The site was previously granted a variance to allow an entranceway/directional ground sign as well as two 66 sq. ft. wall signs. The request is to allow the two wall signs approved under the previous variance to be increased to 132 sq. ft. and 94 sq. ft. square feet. If the board is inclined to consider the variance staff suggests consideration of a limitation to this tenant only.

Standards for Granting a Sign Variance

- 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 because_____.
- 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_____.
- The grant of relief will not result in a use of 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 of the ordinance because_____.

RECEIVED

MAR 28 2013

CITY OF NOVI
COMMUNITY DEVELOPMENT



cityofnovi.org

ZONING BOARD OF APPEALS
CITY OF NOVI
Community Development Department
(248) 347-0415

For Official Use Only

ZBA Case No: P2130021 ZBA Date: 5/14/13 Payment Received: \$ 300 (Cash)

Check # _____ Include payment with cash or check written to "City of Novi."

TO BE COMPLETED BY APPLICANT - PLEASE PRINT

Please submit one original signed application and 13 copies of all supporting documentation relevant to the appeal,

Applicant's Name Harmon Sign - Nicole Starkey Date _____

Company (if applicable) _____

Address* 46593 Grand River Ave City Novi ST Mi ZIP 48374
*Where all case correspondence is to be mailed.

Applicant's E-mail Address: nicole.starkey@harmonsign.com

Phone Number (248.348.8150 ext.200) FAX Number (248.348.4317)

Request is for:

Residential Construction (New/ Existing) Vacant Property Commercial Signage

1. Address of subject ZBA case: 27754 Novi Rd. Novi, MI 48377 ZIP _____

2. Sidwell Number: 5022-1410051 may be obtained from Assessing Department (248) 347-0486

3. Is the property within a Homeowner's Association jurisdiction? Yes No

4. Zoning: RA R-1 R-2 R-3 R-4 RT RM-1 RM-2 MH OS-1 OS-2 OSC OST RC OTHER

5. Property Owner Name (if other than applicant) Novi Acquisition, LLC % AAG management

6. Does your appeal result from a Notice of Violation or Citation Issued? Yes No

7. Indicate ordinance section(s) and variances requested:

- 1. Section ZB-5(2)b.1(a)⁽¹⁾b. Variance requested City: 2 signs that total 263.85F. when
- 2. Section _____ Variance requested boxed around logo/copy
- 3. Section _____ Variance requested _____
- 4. Section _____ Variance requested _____

8. Please submit an accurate, scaled drawing of the property showing:

- a. All property lines and dimensions correlated with the legal description.
- b. The location and dimensions of all existing and proposed structures and uses on property.
- c. Any roads, easements, drains, or waterways which traverse or abut the property and the lot area and setback.
- d. Dimensions necessary to show compliance with the regulations of this Ordinance.

9. State the practical difficulties which prevent conformance with the Zoning Ordinance requirements (attach separate sheet if necessary):

SEE ATTACHED SUPPORT LETTER

10. Describe any unique circumstances regarding the property (i.e., shape, topography, etc.) which are not common to other properties in the area and which prevent strict compliance with the Zoning Ordinance:

Topography - sits 14' below tenant in front of La-Z-Boy

(see attached support letter)

SIGN CASES ONLY:

Your signature on this application indicates that you agree to install a Mock-Up Sign (on (10) days before the scheduled ZBA meeting. Failure to install a mock-up sign may result in your case not being heard by the Board, postponed to the next scheduled ZBA meeting, or cancelled. A mock-up sign is NOT to be the 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.

Variance approval is void if permit not obtained within one hundred eighty (180) days of date of decision. There is a five (5) day hold period before work/action can be taken on variance approvals. All property owners' within 300 feet of ZBA property address will be notified of the ZBA case and variance requests.

PLEASE TAKE NOTICE:

The undersigned hereby appeals the determination of the Building Official/ Inspector or Ordinance Officer made

- Construct New Home/Building
- Addition to Existing Home/Building
- Accessory Building
- Use
- Signage
- Other

Nancy Howell
Applicant's Signature

3/27/13
Date

[Signature]
Property Owners Signature

3/22/13
Date

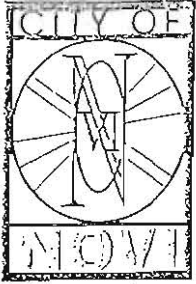
DECISION ON APPEAL

_____ Granted _____ Denied _____ Postponed by Request of Applicant _____ Board _____

The Building Inspector is hereby directed to issue a permit to the Applicant upon the following items and conditions:

Chairperson, Zoning Board of Appeals

Date



cityofnovi.org

April 1, 2013

Harmon Sign
46593 Grand River
Novi, Michigan 48374

RE: LA Z BOY – 27754 NOVI ROAD

The sign permit applications for the above location have been reviewed and denied.

Sign Code Section 28-5 (3) permits one sign per parcel of property.

The maximum size wall sign permitted for this location is 65 square feet.
A previous Zoning Board of Appeals variance was granted that permits two (2) additional 66 square foot signs for this location.

Sign #1

The proposed wall sign on the northeast elevation is 131.9 square feet.

Sign Code Section 28-5(2)b.1.(a)(i)b. permits a maximum 65 square foot sign.

Sign #2

The proposed wall sign on the west elevation is 93.52 square feet.

A previous variance granted by the Zoning Board of Appeals permits a 66 square foot sign.

Sign #3

The face change to the existing ground sign is approved.

Your application for the Zoning Board of Appeals has been received.

Please feel free to contact me at 248-347-0348 if you have any questions.

Sincerely,

CITY OF NOVI

Jeannie Niland
Ordinance Enforcement Officer



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WWW.HARMONSIGN.COM

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Headquarters
7844 W. Central Ave
Toledo, OH 43617
419-841-6656 phone
419-841-7160 fax

Detroit (Planet Neon)
46593 Grand River
Novi, MI 48374
248-348-8150 phone
248-348-4317 fax

3/21/13

Novi Acquisition, LLC
c/o AAG Management
421 7th Avenue 15th Floor
New York, NY 10001
Attn: Ed Balazs
212.564.7250
ebalazs@aagmgmt.com

RE: Landlord Approval for La-Z-Boy – 27754 Novi Road, Novi, MI 48377

Mr. Balazs,

On behalf of La-Z-Boy, please see the attached design intent drawings for the La-Z-Boy located at the above mentioned address. Please accept this letter of authorization for Harmon Sign, Inc. to install the signage presented. Once reviewed and approved, please sign both the attached drawings as well as this letter of authorization and return via e-mail or fax to Nicole Starkey.

Novi Acquisitions, LLC

Property Owner Name

3/22/13

Date



Property Owner Signature

212-564-7250

Phone/Email

If you have any questions, comments, or need any further information, please feel free to contact me.

Thank you,

Nicole Starkey
Program Manager
P: 248.348.8150 ext. 200
F: 248.348.4317
nicole.starkey@harmonsign.com

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Toledo, OH 43617
419-841-6656 phone
419-841-7160 fax

Detroit (Planet Neon)
46593 Grand River
Novi, 48374
248-348-8150 phone
248-348-4317 fax

3/25/13

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

RE: La-Z-Boy, 27754 Novi Road, Novi, MI 48377 – Building Signage

Dear Board Members,

La-Z-Boy is preparing to re-establish their business at the above location. They are excited about the opportunity to invest in the community and looking forward to a long term partnership.

La-Z-Boy is concerned about the limitations on the storefront signage. They are asking for relief from the overall square footage allowance. La-Z-Boy has carefully calculated national signage and branding standards. Many years of experience with locations around the country have proven these standards to be requirements for doing business successfully. The aesthetics and presentation of our building signage is extremely important to La-Z-Boy, and critical to the success and viability of this location.

The City of Novi Sign Code Section 28-5 (2) b.1.(a)(i)b. allows 1 SF of signage for each 3 ft of setback from the centerline of the nearest adjacent thoroughfare. It also states that if the wall sign is adjacent to a private roadway (in this case Ring Road, circling Twelve Oaks Mall is a private road), the calculation shall be made based upon the distance of the centerline of this roadway OR 1-1/4 SF of signage for each lineal ft of frontage is permitted (max 65 SF). There is also a previously approved variance in place that permits two(2) additional 66 SF signs. Therefore, a total of three signs are permitted; One(1) 65 SF sign and two(2) 66 SF signs.

La-Z-Boy is proposing only two(2) signs that total 225.42 SF when boxed around the entire sign. Due to the nature of the nationally branded logo, it offers an unusually large amount of clean/unused space. When boxing off the sign by letter or logo the total actual sign SF of both signs totals 107.62 SF. Each sign is well under the allowable SF per elevation when calculated in this manner. (**)(**)Please see the breakdown of SF calculations for each sign below.

The tenant space is located in a wonderful area within the City of Novi, adjacent to Twelve Oaks Mall. However, the tenant space is also set behind an existing establishment and sits about 14' lower in grade behind the existing building, providing limited visibility from Novi Road and I-96, the nearest major intersection. La-Z-Boy feels the location of the building being set behind an existing tenant and sitting lower in grade is a hardship that could be overcome.

La-Z-Boy is seeking a variance for the storefront signage as shown in the attached renderings. Granting the requested variance will provide the needed brand recognition equivalent to other major tenants in this shopping area.

La-Z-Boy respectfully requests that the Zoning Board of Appeals approves this variance.

Thank you for your consideration.

Sincerely,

Nicole Starkey
Program Manager
P: 248.348.8150 ext. 200
F: 248.348.4317
nicole.starkey@harmonsign.com

Harmon Sign | Toledo • Detroit | 46593 Grand River Ave. Novi, MI 48374 | www.harmonsign.com

*Sign N1 - L = 3.33 SF; A = 4 SF; Z+Oval = 17.29 SF; B = 4 SF; O = 4.33 SF; Y = 4.16 SF; and the "HOME FURNISHINGS & DÉCOR" = 26.59 SF
TOTAL – 63.7 SF

**Sign N2 - L = 2.29 SF; A = 2.76 SF; Z+Oval = 11.91 SF; B = 2.7 SF; O = 2.98 SF; Y = 2.84 SF; and the "HOME FURNISHINGS & DÉCOR" = 18.44 SF
TOTAL – 43.92 SF

LAZBOY®

27754 NOVI RD
NOVI, MI

DATE: 2-21-13

FILENAME: LAZBO-NM-13-CS



HARMONSIGN

TOLEDO

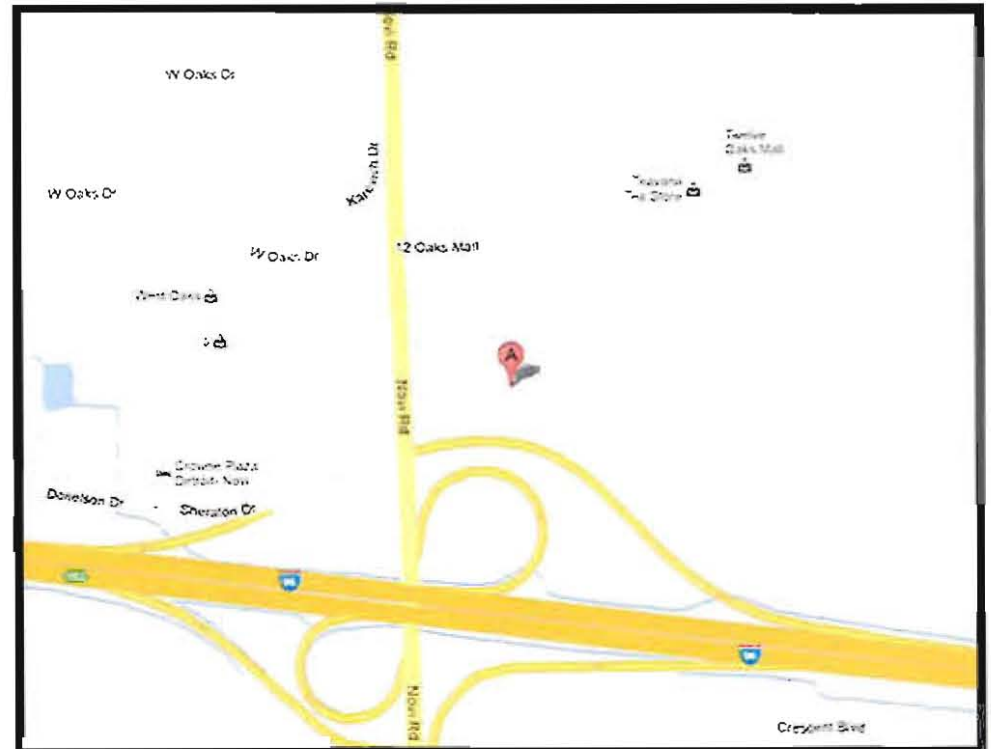
7844 West Central Ave.
Toledo, Oh 43617
419.841.6656 Phone
419.841.7160 Fax

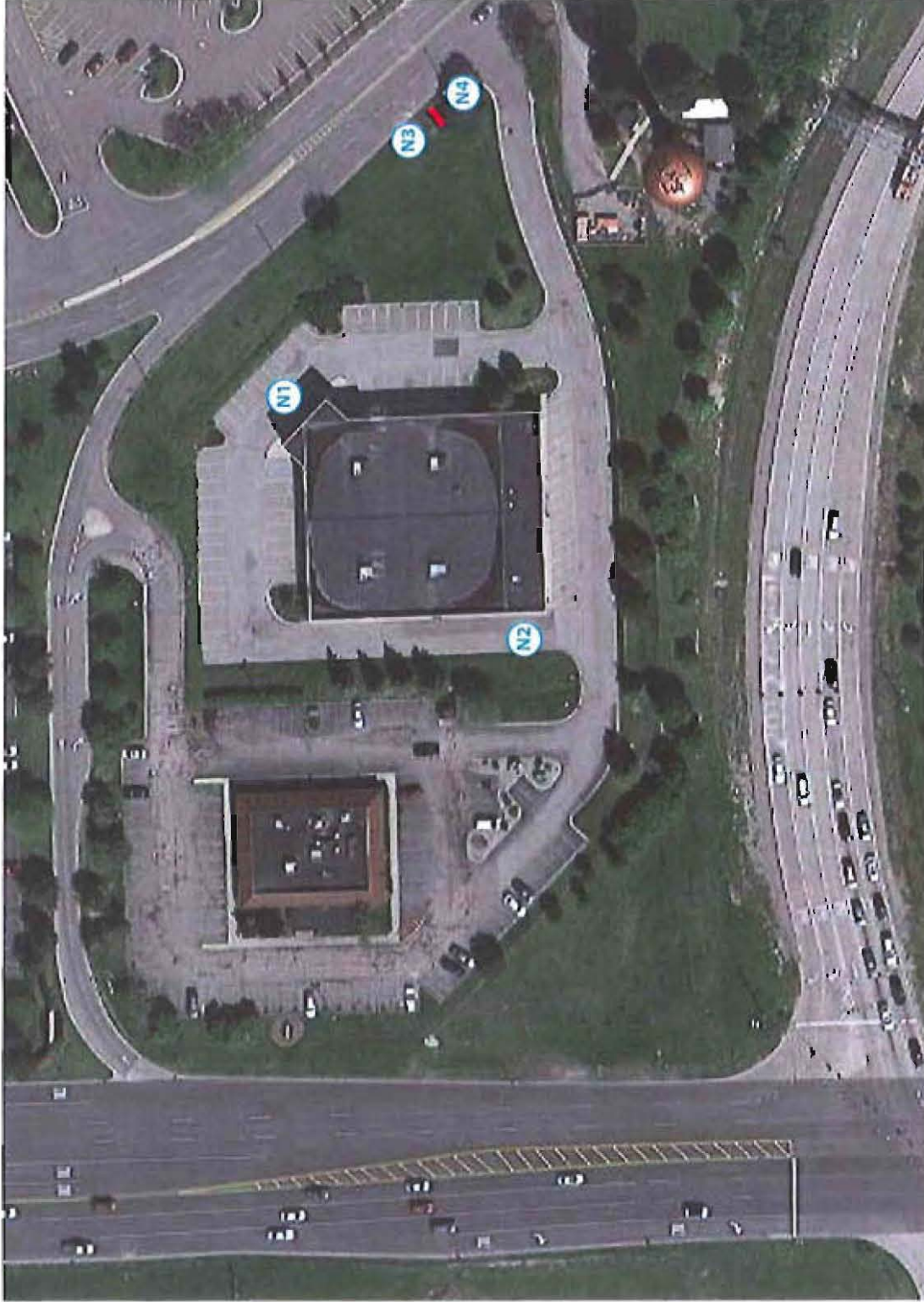
DETROIT

46593 Grand River Ave.
Novi, Mi 48374
248.348.8150 Phone
248.348.4317 FAX

800.338.9773 Toll Free

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The Design & Engineering is submitted as an advisory service to the customer and is not intended to be used for any other purpose without the express written approval of the provider.
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DRAWN BY GARY ALUMBAUGH
 DATE 2-21-13
 REVISION# 0

DRAWING# 001660
 SCALE NTS
 FILENAME LAZBO-NM-13-SP

CUSTOMER LA Z BOY
 LOCATION NOVI, MI
 ADDRESS 27754 NOVI RD
 SALESPERSON NICOLE STARKEY

ARMOR
 2700 West 13th Street
 Suite 100
 Novi, MI 48242
 248.338.8773
 www.harmosign.com

HARMOSIGN
 2700 West 13th Street
 Suite 100
 Novi, MI 48242
 248.338.8773
 www.harmosign.com



ACTUAL FASCIA DIMENSIONS TO BE FIELD VERIFIED



NORTH EAST ELEVATION (FRONT) - NTS

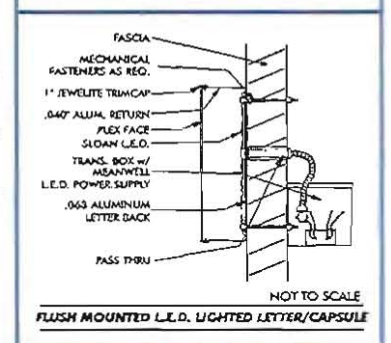


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NEW YORK
 10001 Grand Street, 4th Fl.
 New York, NY 10022
 Tel: (212) 410-1100
 Fax: (212) 410-1101

DETROIT
 4000 Grand River Ave.
 Detroit, MI 48204
 Tel: (313) 487-1100
 Fax: (313) 487-1101

- SIGN TYPE** LIGHTED LETTERS
- QUANTITY** 1
- ARTWORK**
 PRODUCTION READY
 PRESENTATION ONLY
- MOUNTING**
 FLUSH
 STAND-OFFS
 RACEWAY
DETAILS:
COLOR:
- FACE**
 SINGLE
 DOUBLE
- LIGHTING**
 LIGHTED
 NON-LIGHTED
TYPE: LED INTERNALLY



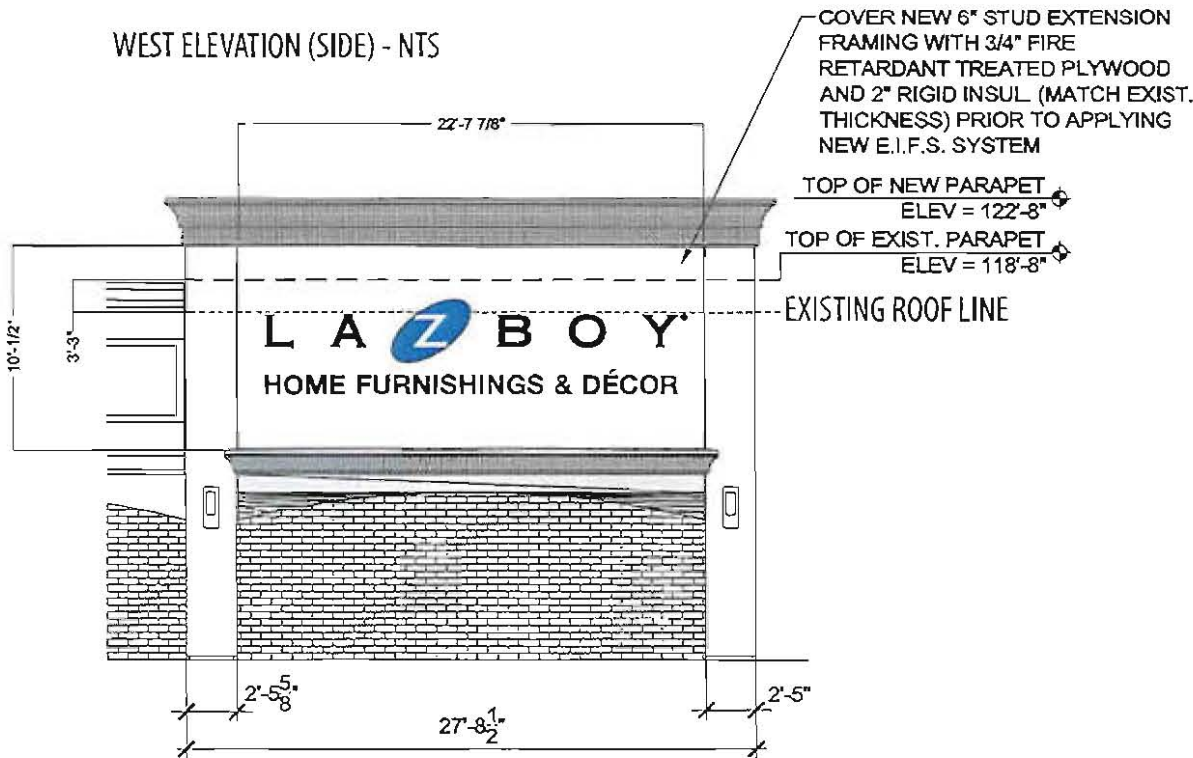
SIGN	DESCRIPTION	SqFt
NT	LOGO & LETTERS	131.9
	TOTAL SqFt	131.9
	ALLOWABLE SqFt	66
	DIFFERENCE	65.9

CUSTOMER LA Z BOY	DRAWING # 001660	DRAWN BY GARY ALUMBAUGH	ADDITIONAL NOTES
LOCATION NOVI, MI	SCALE 3/16"=1'-0"	DATE 2-21-13	N/A
ADDRESS 27754 Novi Road	FILENAME LAZBO-NM-13-24LL	REVISION# GA 3-21-13	
SALESPERSON NICOLE STARKEY			

This Design & Engineering is submitted as our proposal and it is to remain our property exclusively until accepted and approved by purchase.
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WEST ELEVATION (SIDE) - NTS

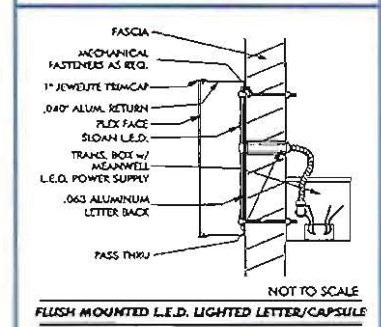
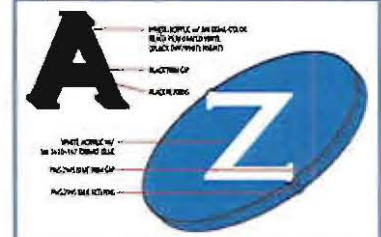


HARMONISION
 404.338.5773 TOLL FREE
 www.HARMONISION.com

1000 West Campbell Ave.
 Suite 100, Ann Arbor, MI 48106
 481.964.7700 Fax

40000 Equestrian Blvd.
 Suite 100, Novi, MI 48240
 248.449.0110 Fax

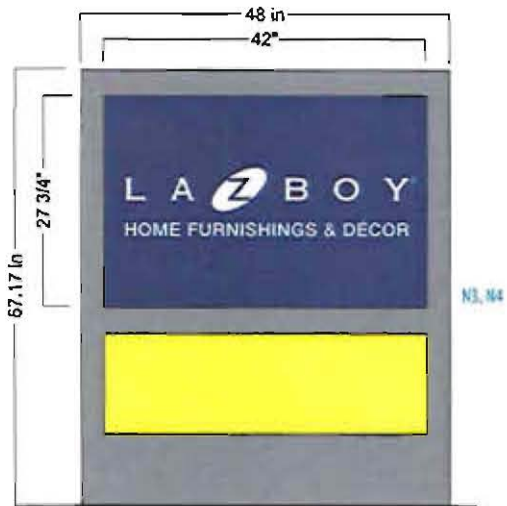
- SIGN TYPE** LIGHTED LETTERS
- QUANTITY** 1
- ARTWORK**
- PRODUCTION READY
 - PRESENTATION ONLY
- FACE**
- SINGLE
 - DOUBLE
- MOUNTING**
- FLUSH
 - STAND-OFFS
 - RACEWAY
- DETAILS:**
- COLOR:**
- LIGHTING**
- LIGHTED
 - NON-LIGHTED
- TYPE:** LED INTERNALLY



SIGN	DESCRIPTION	Sqft
112	LOGO & LETTERS	91.52
	TOTAL Sqft	93.52
	ALLOWABLE Sqft	66
	DIFFERENCE	27.52

CUSTOMER LA Z BOY	DRAWING # 001660	DRAWN BY GARY ALUMBAUGH	ADDITIONAL NOTES
LOCATION NOVI, MI	SCALE 3/16"=1'-0"	DATE 2-21-13	N/A
ADDRESS 27754 Novi Road	FILENAME LAZBO-NM-13-20LL	REVISION# GA 3-21-13 GA 3-29-13	
SALESPERSON NICOLE STARKEY			

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PROPOSED SIGNAGE



EXISTING SIGNAGE



HARMONSON
 800.338.5773 TOLL FREE
 www.harmoson.com

DESIGN
 27754 Novi Rd., Suite 100, Novi, MI 48220
 248.468.2000

SIGN TYPE FACE REPLACEMENT
QUANTITY 2
ARTWORK
 PRODUCTION READY
 PRESENTATION ONLY

FACE
 SINGLE
 DOUBLE

LIGHTING
 LIGHTED
 NON-LIGHTED
TYPE: INTERNALLY

FACE TYPE
 FLAT
 PAN
DETAILS:

FACE MATERIAL
 LEXAN
 ALUM.
 FLEX
DETAILS:

RETAINERS
DETAILS:

WHITE LEXAN
 w/ 3M 3630-137 EUROPEAN BLUE VINYL (PMS 281)

CUSTOMER LA Z BOY
LOCATION NOVI, MI
ADDRESS 27754 NDVI RD
SALESPERSON NICOLE STARKEY

DRAWING # 001660
SCALE 1/2"=1'-0"
FILENAME LAZBO-NM-13-SP

DRAWN BY GARY ALLUMBAUGH
DATE 2-21-13
REVISION# GA 3-21-13
 GA 3-22-13

ADDITIONAL NOTES
 N/A

This Design & Engineering is submitted as our proposal and is to remain our property exclusively until accepted and approved by purchase.
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Location	La-Z-Boy	Site ID		Jurisdiction	City of Novi
Address	27754 Novi Road	Zoning Class	RC - Regional Center District	Local Contact	Jeannie Niland - jniland@cityofnovi.org
City/State/Zip	Novi, MI 48377	Code Reference	Sections 28-6; 28-7		248.347.0438

FREESTANDING SIGNS	
Are Freestanding Signs Allowed	Yes
Type of Freestanding Sign Allowed	Monument/Pole
Number of Signs Allowed	1 per frontage
Maximum Sq Footage Allowed	30 SF or 1 SF per 2 ft. of setback from street, whichever is greater, max 100 SF.
Maximum Overall Height	25'
Minimum Setback	50' from residential zone
Minimum Clearance Above Grade	Not Noted
Site Distance/Triangle Required	Not Noted
Calculation Formula	geometric shape/box around copy
WALL SIGNS	
Are Wall Signs Allowed	Yes
Illumination Allowed	Yes
Number of Signs Allowed	No Max
Maximum Sq Footage Allowed	1 SF per 3' of setback from street, not to exceed 15% of frontage surface or 250 SF max
Maximum Height Allowed	Not to extend beyond fascia
Maximum Projection Allowed	18"
Calculation Formula	Box around copy
DIRECTIONAL SIGNS	
Are Directionals Allowed	N/A
Number of Signs Allowed	N/A
Maximum Sq Footage Allowed	N/A
Maximum Overall Height	N/A
Minimum Setback	N/A
Do Signs Count in Total Sq Ft	N/A
Are permits required	N/A
WINDOW SIGNS	
Are Vinyl Window Signs Allowed	N/A
Number of Signs Allowed	N/A
Maximum Sq Footage Allowed	N/A
Do Signs Count in Total Sq Ft	N/A
Are permits required	N/A

TEMPORARY SIGNS	
Type of Temp sign allowed	Yes
Number of Signs Allowed	1 per frontage
Maximum Sq. Footage Allowed	10 SF
Maximum Overall Height	None
Minimum Setback	None
Minimum Clearance Above Grade	
Duration Allowed	30 days, within 60 days of opening
Are permits required	Yes
Additional Restrictions	None
ATM SIGNS	
Are ATM Signs Allowed	N/A
Illumination Allowed	N/A
Number of Signs Allowed	N/A
Maximum Sq Footage Allowed	N/A
Maximum Height Allowed	N/A
Maximum Projection Allowed	N/A
Are permits required	N/A
AWNING-CANOPY	
Are Awning-Canopy Signs Allowed	N/A
Maximum Sq Footage Allowed	N/A
Maximum Height Allowed	N/A
Minimum Clearance Above Grade	N/A
Maximum Projection Allowed	N/A
Do They Count in Total Sq Ft	N/A
Are permits required	N/A
ADDITIONAL REGULATIONS	
Total Sq Footage Allowed	N/A
Additional Site Setbacks	N/A
Additional Clearance Restrictions	N/A
Additional Restrictions	N/A

Date: 3/21/13 PM: NS

PERMIT PROCESS REQUIREMENTS	
Qty of Permit Submittal Sets	3 copies
Color or B/W Drawings	Yes
Owner Signature Required	ZBA - Yes; Sign - No
Cost of Permit	\$75.00 per sign
Approx. Processing Time	
Other Approvals Needed	LL Approval
Electrical Permit Required	Yes
Building Permit Required	Yes
Inspections Required	Yes
PERMIT REQUIREMENTS	
Municipality Application	Yes
Site Plan	Yes
Sealed Site Plan	No
Building/Sign Elevations	Yes
Sealed Engineered Drawings	No
Additional Documentation	None
NOTES	
<p>* ZBA Application Fee - \$300.00. Need 14 copies - 8.5" x 11" of drawings. Submit by 4/3/13 for the 5/14 hearing.</p>	

