



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

MEETING DATE: August 12, 2025

REGARDING: 27500 Novi Road #50-22-14-100-069 (PZ25-0045)

BY: Alan Hall, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Pottery Barn

Variance Type

Sign Variance

Property Characteristics

Zoning District: This property is zoned Regional Center (R-C)

Location: south of Twelve Mile Road, east of Novi Road

Parcel #: 50-22-14-100-069

Request

The applicant is requesting a variance from the City of Novi Sign Ordinance Section 28-5(b)(1)a. to be allowed a 93 sq. ft. internally illuminated wall sign with halo lighting (60.63 sq. ft. allowed, variance of 32.37 sq. ft.)

II. STAFF COMMENTS:

The applicant, Pottery Barn with an exterior entrance from the mall, is seeking a variance to increase the size of a wall sign by 32.37 feet.

*The sign is designed to be internally illuminated with halo lighting.
(The size of the actual sign has been increased because of the halo lighting size policy)*

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. **PZ25-0045**, 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. **PZ25-0045** 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.

Alan Hall – Deputy Director Community Development - City of Novi



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ZONING BOARD OF APPEALS APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

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JUN 24 2025

CITY OF NOVI
COMMUNITY DEVELOPMENT

I. PROPERTY INFORMATION (Address of subject ZBA Case)

PROJECT NAME / SUBDIVISION

Pottery Barn

ADDRESS

27500 Novi Rd.

LOT/SUITE/SPACE #

E-123

SIDWELL #

50-22-14 - 1UU - U6Y

May be obtain from Assessing
Department (248) 347-0485

CROSS ROADS OF PROPERTY
12 Mile and Novi Rd.

IS THE PROPERTY WITHIN A HOMEOWNER'S ASSOCIATION JURISDICTION?

☐ YES

☒ NO

REQUEST IS FOR:

☐ RESIDENTIAL

☐ COMMERCIAL

☐ VACANT PROPERTY

☒ SIGNAGE

DOES YOUR APPEAL RESULT FROM A NOTICE OF VIOLATION OR CITATION ISSUED?

☐ YES

☒ NO

Application Fee: \$330.00

Meeting Date: 8/12/25

ZBA Case #: PZ 25-0045

II. APPLICANT INFORMATION

A. APPLICANT

EMAIL ADDRESS

Kim@alliedsignsinc.com

CELL PHONE NO.

NAME

Kim Allard

TELEPHONE NO.

586-791-7900

ORGANIZATION/COMPANY

Allied Signs, Inc.

FAX NO.

586-791-7788

ADDRESS

33650 Giftos

CITY

Clinton Twp.

STATE

MI

ZIP CODE

48035

B. PROPERTY OWNER

☐ 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

TELEPHONE NO.

ORGANIZATION/COMPANY

TVO Mall Owner, LLC

FAX NO.

ADDRESS

200 E. Long Lake, Ste. 300

CITY

Bloomfield Hills

STATE

MI

ZIP CODE

48304

III. ZONING INFORMATION

A. ZONING DISTRICT

☐ R-A

☐ R-1

☐ R-2

☐ R-3

☐ R-4

☐ RM-1

☐ RM-2

☐ MH

☐ I-1

☐ I-2

☒ RC

☐ TC

☐ TC-1

☐ OTHER

B. VARIANCE REQUESTED

INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:

1. Section 28-5(b)(1)a. Variance requested 93 sqft wall sign (60.63 sqft allowed. 32.37 sqft

2. Section Variance requested variance

3. Section Variance requested

4. Section Variance requested

IV. FEES AND DRAWINGS

A. FEES

☐ Single Family Residential (Existing) \$220 ☐ (With Violation) \$275 ☐ Single Family Residential (New) \$275

☐ Multiple/Commercial/Industrial \$330 ☐ (With Violation) \$440 ☒ Signs \$330 ☐ (With Violation) \$440

☐ House Moves \$330

☐ Special Meetings (At discretion of Board) \$660

B. DRAWINGS 1-COPY & 1 DIGITAL COPY SUBMITTED AS A PDF

• Dimensioned Drawings and Plans

• Site/Plot Plan

• Existing or proposed buildings or addition on the property

• Number & location of all on-site parking, if applicable

• Existing & proposed distance to adjacent property lines

• Location of existing & proposed signs, if applicable

• Floor plans & elevations

• Any other information relevant to the Variance application

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ZONING BOARD OF APPEALS APPLICATION

CITY OF NOVI
COMMUNITY DEVELOPMENT

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

6/20/25

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

6/18/25
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

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CITY OF NOVI
COMMUNITY DEVELOPMENT
ZONING BOARD OF APPEALS VARIANCE
APPLICATION CHECKLIST

The following items are required for a complete Variance application. Incomplete applications will be returned.

☐ **Signed Application Form**

Complete the Zoning Board of Appeals application form. Application must be signed by the applicant and the property owner (if different).

☐ **Response to Variance Review Standards – Dimensional, Use, or Sign**

Select the applicable Review Standards for the requested Variance and complete in full. Use additional paper if needed. If you don't know which Review Standards to complete, call the Community Development Department at 248.347.0415 for guidance.

☐ **Dimensioned Site Plan (1 copy & 1 digital copy submitted as a PDF)**

- Existing or proposed buildings or additions on the property.
- Number and location of all on-site parking spaces.
- Existing and proposed distances to adjacent property lines.
- Location of existing and proposed signs, if applicable.
- Any other information relevant to the Variance application.

☒ **Dimensioned Drawings and Plans (1 copy & 1 digital copy submitted as a PDF)**

- Floor plans and elevations with all proposed buildings and additions.
- All existing and proposed signs on the property (photographs may be used).
- For use variances, include floor plan showing the existing and proposed layout and functions of each area.
- For multi-family residential structures or projects, a summary showing the existing and proposed number of dwelling units by type (efficiency, one-bedroom, two-bedroom, etc.)

☐ **Other Helpful Information – Optional (1 copy & 1 digital copy submitted as a PDF)**

- Photographs of the lot or structure that shows the special conditions or circumstances described in the application.
- Photographs or maps that show how other properties in the area enjoy the same type of property rights related to the Variance.
- Letters of support from the neighbors who would be most affected by your request.

☐ **Fee (make check payable to the City of Novi)**

Single Family Residential (Existing) \$220 (With Violation) \$275
Single Family Residential (New) \$275
Multiple/Commercial/Industrial \$330 (With Violation) \$440
Signs \$330 (With Violation) \$440
House Moves \$330
Special Meetings (At discretion of Board) \$660

Additional Information

In the course of reviewing the application, the Planning Department staff may request additional information from the applicant.



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**REVIEW STANDARDS
SIGN VARIANCE**

CITY OF NOVI

COMMUNITY DEVELOPMENT

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:

Pottery Barn has an exterior entrance. The building is setback 670' from the road. The sign is being installed on the lower portion of the sign band area. Due to the setback and the trees planted around and throughout the mall property, it makes it hard to see the sign. There is a lack of identification and a larger sign is required for maximum visibility.

- 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:

The requested variance is not self created. The ordinance was written to allow a maximum of 65 sqft despite the size and shape of said parcel or building. Technically the sign is 89.79 sqft but the city has been counting the halo lighting towards the square footage which brings the sign to 93 sqft.

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.

Failure to grant relief won't prevent the use of the property but will be burdensome with a smaller sign and lack of identification.

Standard #3. Adverse Impact on Surrounding Area.

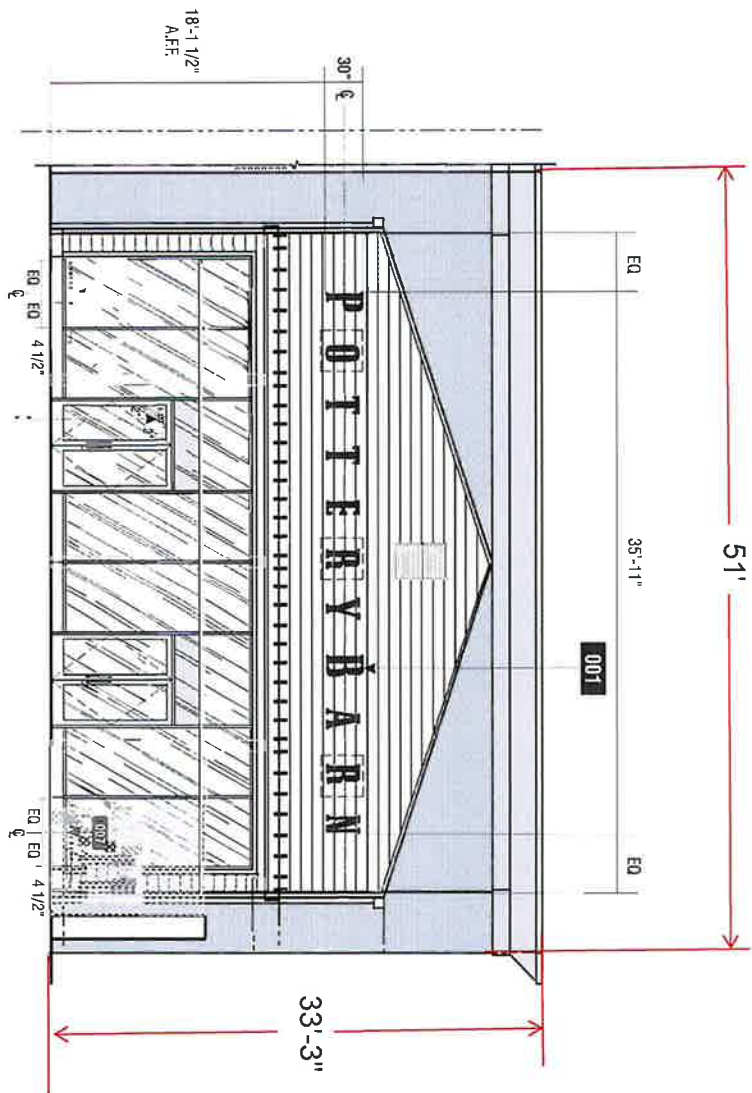
Explain how the Sign Variance will not result in a use or structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is not inconsistent with the spirit and intent of this chapter.

The proposed sign will not interfere with surrounding properties as it is just a wall sign that has been designed to be esthetically cohesive with the overall building design and surrounding area.

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**CITY OF NOVI
COMMUNITY DEVELOPMENT**



EXTERIOR STOREFRONT ELEVATION

SCALE: 1/8"=1'-0"



Signitech™

444 Federal Blvd., San Diego, CA 92102
Phone: (619) 527-6100 / Fax: (619) 527-6111
www.signitechUSA.com



P O T T E R Y B A R N

Twelve Oaks Mall
27870 Novi Rd Spc E-123
Novi, MI 48377

Initial Date: 1/24/25
Salesperson: Melissa Saltzinger
Coordinator: Emily Blaisdell
Designer: Kendra Murray
Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY COLORS & SIZES

Signitech does NOT provide primary
electrical to sign location -
RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____
This design is the exclusive property of Signitech
and cannot be reproduced without our prior
written approval.

Drawing Number: 25-00249

Project ID: POTTERY BARN_27500_1

35'-11"

30" POTTERY BARN 27"

SCALE: 1/4" = 1'-0"

89.79 sqft

001 APPROVED BY WSI 2.21.25

MANUFACTURE AND INSTALL ONE (1) SET OF LED HALO LIT REVERSE CHANNEL LETTERS

POTTERY BARN: 2 1/2" DEEP OF ALUMINUM CONSTRUCTION.

FACES: TO BE .125" ALUMINUM PAINTED MATTHEWS FLAT BLACK.

RETURNS: TO BE .063" ALUMINUM RETURNS PAINTED MATTHEWS FLAT BLACK.

BACKS: TO BE 3/16" CLEAR LEXAN WITH 3M #3630-20 WHITE

TRANSLUCENT VINYL OVERLAY.

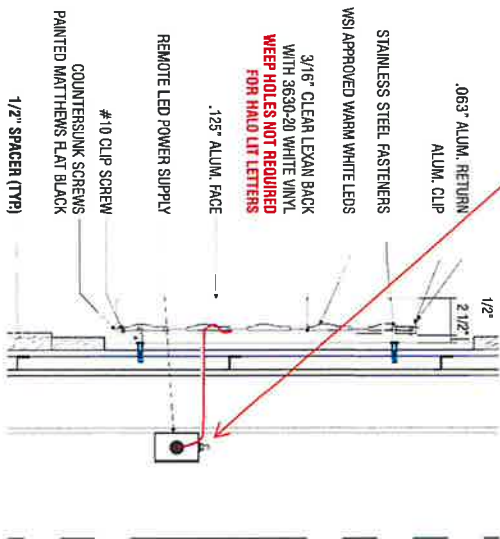
ILLUMINATION: WSI APPROVED WARM WHITE LEDS

STANDOFF: PEG LETTER 1/2" OFF WALL W/ 3/8"Ø x 1/2" LONG ALUMINUM SPACER TUBES.

PAINT SPACERS MATTHEWS FLAT BLACK.

GC TO PROVIDE ACCESS FOR ELECTRICAL AND POWER SUPPLIES

POWER SUPPLY,
WIRING,
CONTROLS, ETC.
TO BE CONCEALED
FROM VIEW (TYP.)



SECTION DETAIL SCALE: 1 1/2" = 1'-0"



Signitech™

4444 Federal Blvd. San Diego CA 92102
Phone: (619) 527-6100 / Fax: (619) 527-6111
www.signitechUSA.com



POTTERY BARN

Twelve Oaks Mall
27870 Novi Rd Spc E-123
Novi, MI 48377

Initial Date: 1/24/25
Salesperson: Melissa Salsgauer
Coordinator: Emily Blaisdell
Designer: KIMMIE MURRAY
Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

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Customer Signature _____ Date _____

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Drawing Number: 25-00249
Project ID: POTTERY BARN 27500_1

POTTERY BARN

Twelve Oaks Mall | 27870 Novi Rd Spc E-123 | Novi, MI 48377

PRE-CON MEETING MUST BE ARRANGED AND HELD PRIOR TO ANY WORK COMMENCING. ALL WORK TO BE COORDINATED W/ MALL FACILITIES DIRECTOR, MARK NEWMAN (248) 348-4607

☐ APPROVED
☒ APPROVED AS NOTED
☐ NOT APPROVED
☐ REVISE & RESUBMIT
☒ PROCESS FOR CONSTRUCTION
BY RJT DATE 04/17/25
"LANDLORD'S APPROVAL OF TENANT DRAWINGS SHALL IN NO WAY BE CONSTRUED TO ABROGATE OR MODIFY THE TERMS OF THE LEASE AGREEMENT."

TENANT:

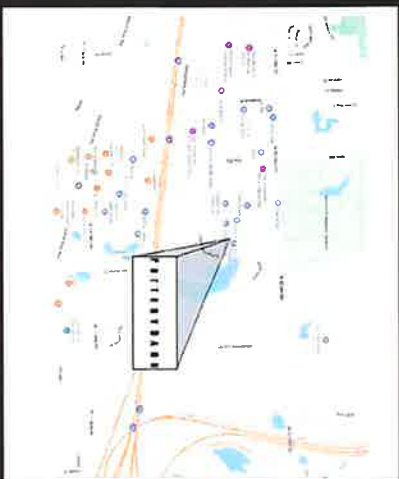
WILLIAMS SONOMA, INC.
777 DAVIS STREET
SAN FRANCISCO, CALIFORNIA 94111
415-823-9553 (VOICE)
CONTACT: JIMMY CASTELLUCCI
EMAIL: jcastellucci@wsnyc.com
CONTACT: SEAN MCCLOUDHILL
EMAIL: smcloudhill@wsnyc.com

**LANDLORD
TENANT
COORD.:**

TAUBMAN
200 EAST LONG LAKE ROAD, SUITE 300
BLOOMFIELD HILLS, MICHIGAN 48304
248-238-7386 (VOICE)
CONTACT: JENNIFER GRIDER
EMAIL: jgrider@taubman.com

ARCHITECT:

REBECCA OLSON ARCHITECT, LLC
1440 NORTHLAND DRIVE, SUITE 250
MENDOTA HEIGHTS, MN 55120
651-888-6885 (VOICE)
CONTACT: BECKY OLSON
EMAIL: becky@roa-danilets.com



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POTTERY BARN

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CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

Signitech does NOT provide primary electrical to sign location -
RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____

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Drawing Number: 25-00249

Project ID: POTTERY BARN_27500_1