



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: March 8, 2022

REGARDING: 27204 Beck Road A3, Parcel # 50-22-16-176-033 (PZ22-0003)

BY: Larry Butler, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Pro Image Design / IEP Urgent Care

Variance Type

Sign Variance

Property Characteristics

Zoning District:	Office Service Technology
Location:	East of Beck Road and North of Grand River Avenue
Parcel #:	50-22-16-176-033

Request

The applicant is requesting variance from the City of Novi Code of Ordinances Section 28-5(b)(1)a. for the installation of up to a 34.50 square foot illuminated wall sign on the west elevation of the building (32.5 square feet allowed, variance of 2 square feet). This property is zoned Office Service Technology (OST).

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. **PZ22-0003**, 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. **PZ22-0003**, 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



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

12/23/21

Applicant Signature

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.

12/31/21

Property Owner Signature

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



Community Development Department

45175 Ten Mile Road
Novi, MI 48375
(248) 347-0415 Phone
(248) 735-5600 Facsimile
www.cityofnovi.org

**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.

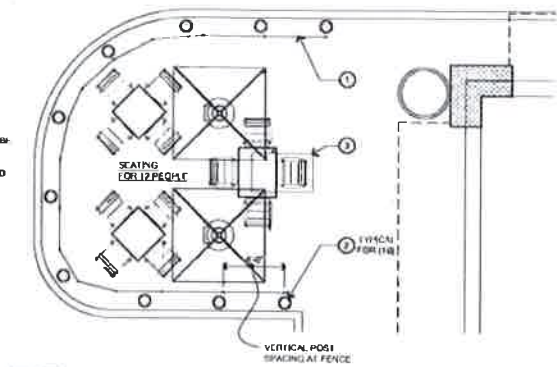
Explain how the failure to grant relief will unreasonably prevent or limit the use of the property and will result in substantially more than mere inconvenience or inability to attain a higher economic or financial return.

Standard #3. Adverse Impact on Surrounding Area.

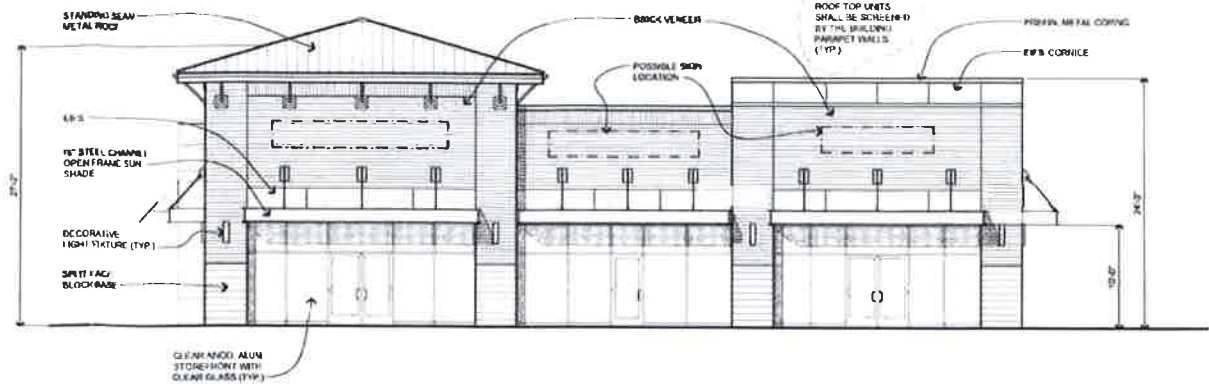
Explain how the Sign Variance will not result in a use or structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is not inconsistent with the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

OUTDOOR SEATING AREA NOTES:
 1. 42" HIGH GALVANNEED DECORATIVE METAL FENCE AND 18" HIGH FENCE PRODUCTS, AEGIS PLUS MAJESTIC STYLE 3-RAIL WITH FLUSH TOP RAIL AND BLACK POWDER COAT FINISH OR APPROVED EQUAL. SEE DECORATIVE FENCE DETAIL SHEET SP-1A.
 2. 2" DIA. (1/4") PRE-CAST CONCRETE ROLLARD.
 3. 3" DIA. CLEAR FOR WHEEL CHAIN ACCESS.

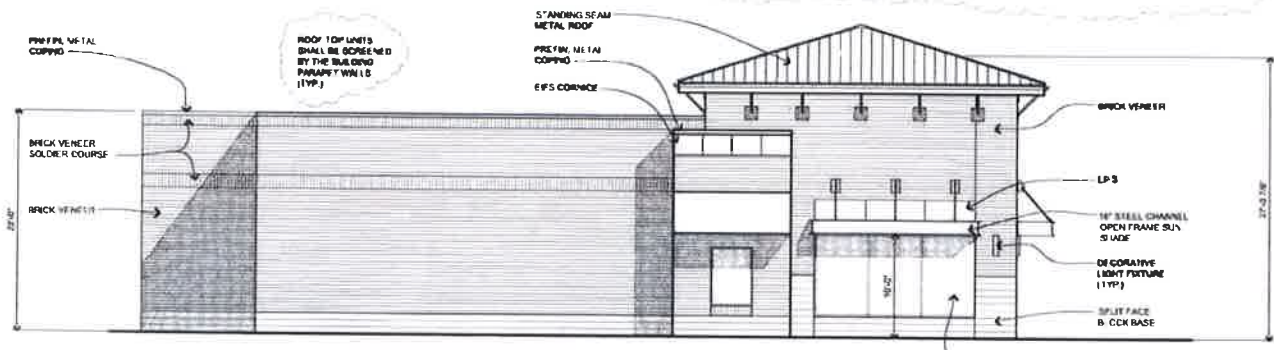
HOURS OF OPERATION:
 1. THE HOURS OF OPERATION FOR THE OUTSIDE RESTAURANT SHALL BE CONSISTENT WITH THE HOURS OF OPERATION OF THE INSIDE RESTAURANT.
 2. OUTDOOR SEATING SHALL BE PERMITTED ON WEDNESDAY AND ADVANCED WITH ALL FURNITURE AND FIXTURES INCLUDING, BUT NOT LIMITED TO TABLES, CHAIRS AND WASHI. WASTE BINS SHALL BE REMOVED FROM THE EXTERIOR PREMISES AFTER NOVEMBER 30TH. OUTDOOR SEATING SHALL NOT BE THE PRIMARY SLAYING OF THE RESTAURANT.



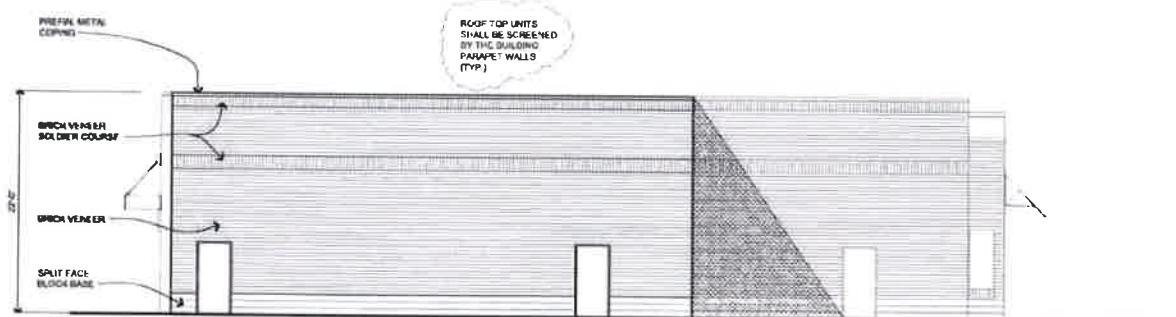
Outdoor Seating Area Plan
 Scale: 3/16"=1'-0"



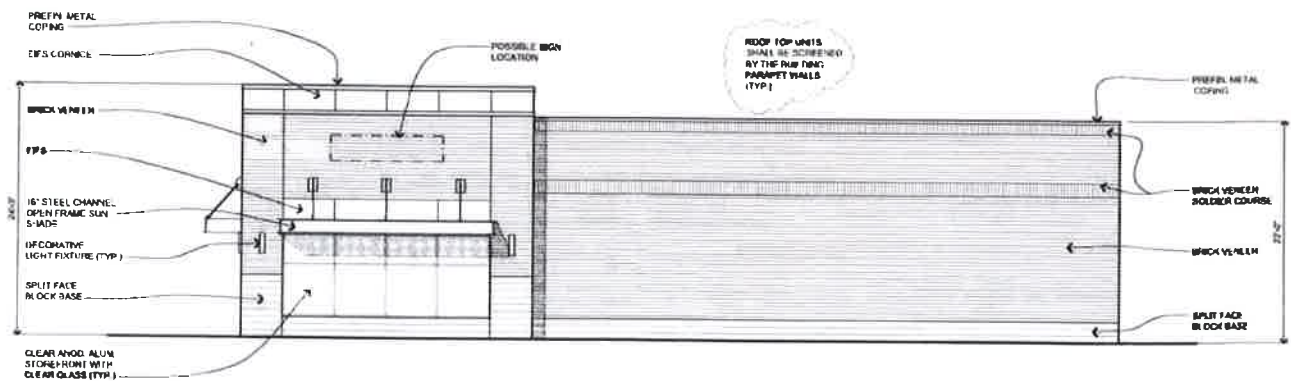
West Elevation
 Scale: 1/8"=1'-0"



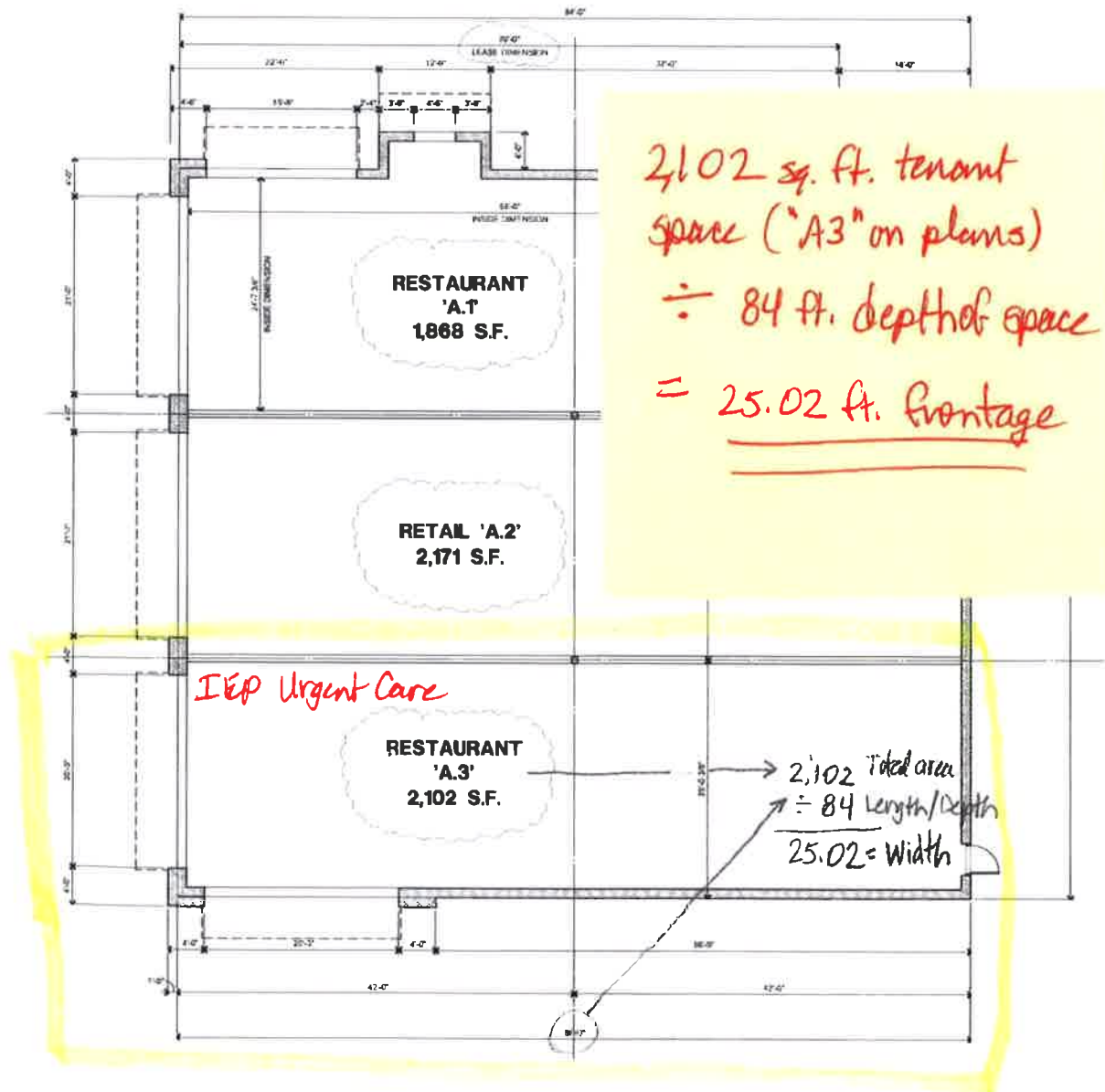
North Elevation
 Scale: 1/8"=1'-0"



East Elevation
 Scale: 1/8"=1'-0"



South Elevation
 Scale: 1/8"=1'-0"



Floor Plan
 Scale: 1/8"=1'-0"

ISSUED FOR:	
DESIGNED FOR:	
PLAN REVIEW:	17 APR 16
REVIEW:	21 MAY 16
ISSUED FOR:	
PLAN REVIEW:	23 JUN 16
REVIEW:	29 JUL 16

PROJECT:

Proposed
Commercial Development
 Beck Rd. & Citygate Dr.
 Novi, Michigan

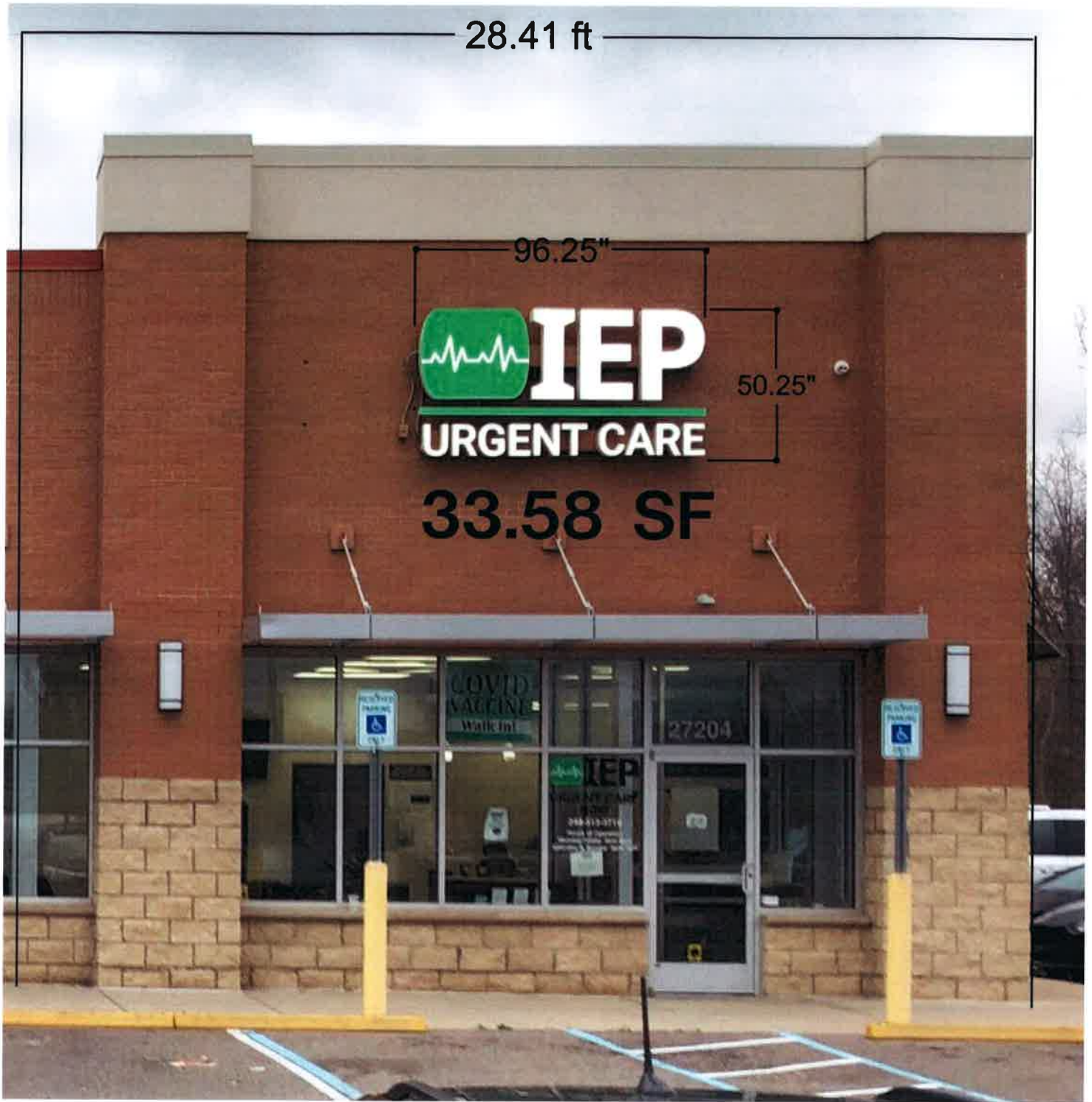
ROGVOY ARCHITECTS
 32500 TELEGRAPH ROAD
 SUITE 200
 BIRGHAM FARMS, MICHIGAN
 48025-2404
 PH 248.540.7700 FX 248.540.2710
 www.rogvoy.com



drawing:
Conceptual Floor Plan & Elevations
 DO NOT SCALE DRAWING
 issue date: 14 APR 16
 drawn: KL
 checked: MD
 approved: MD

file number: 14028

sheet:





RECEIVED

SEP 01 2021

CITY OF NOVI
COMMUNITY DEVELOPMENT



15.4' Above Grade



- Stud mounted flush to wall surface, internally LED illuminated, powered through UL transformer, 4" deep aluminum channel letters with acrylic faces.
- 31.66 sq ft sign installed 15.4' above grade. (based on 26' lineal frontage)

APPROVED
 SUBJECT TO FIELD INSP.
 CITY OF NOVI
 Date 9-2-21 *DM*

27204 Beck Road - Novi (OST District: Office Service Technology)

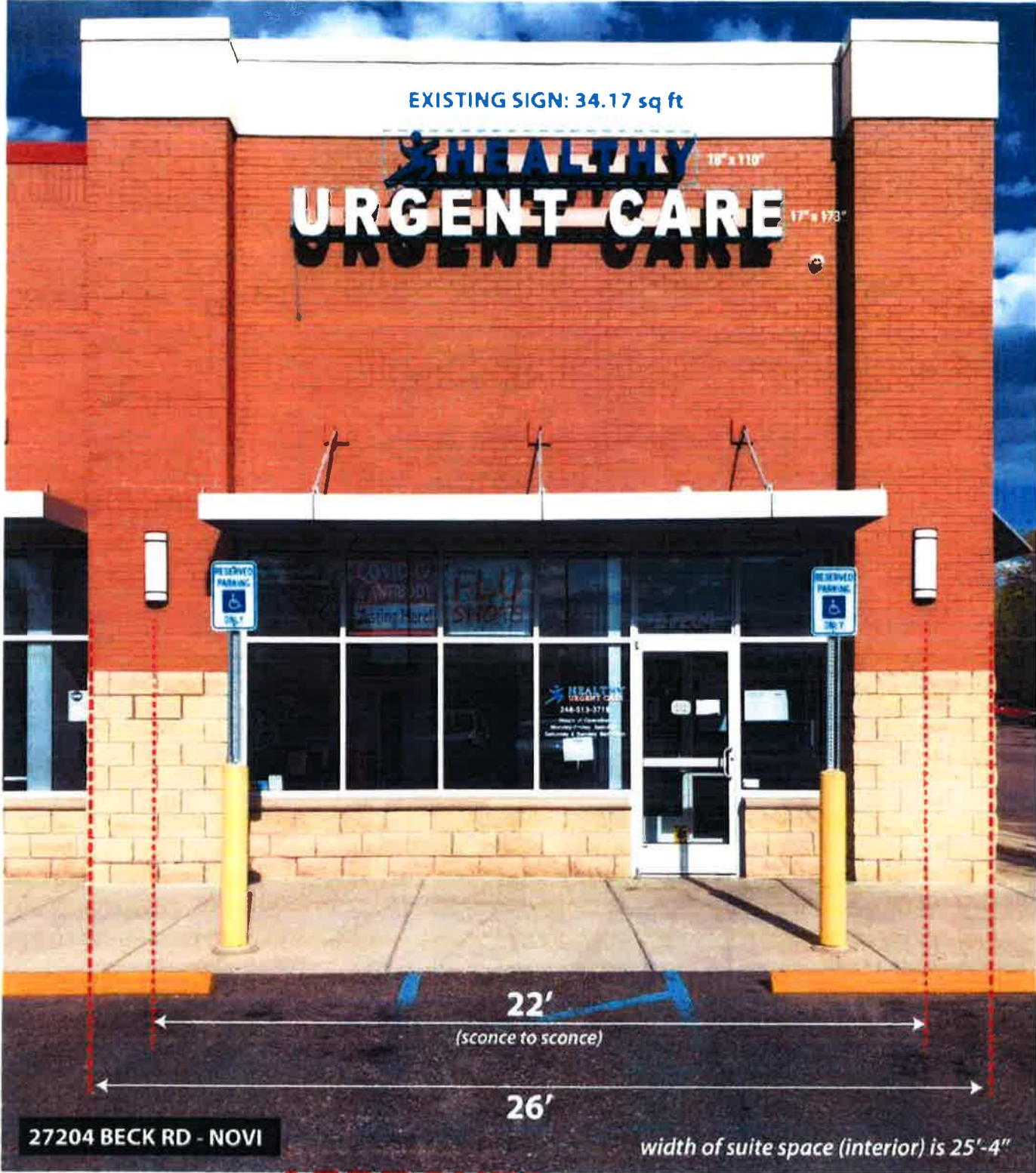


TRAVERSE CITY • PFTOSKIFY • TORCH RIVER • 231-322-8052

CLIENT:	DESCRIPTION:	APPROVED BY:	APPROVAL DATE:
JB Donaldson	IEP Medical - Novi		

EXISTING SIGN: 34.17 sq ft

HEALTHY 10' x 110"
URGENT CARE 17' x 173"
~~URGENT CARE~~



27204 BECK RD - NOVI

22'

(sconce to sconce)

26'

width of suite space (interior) is 25'-4"

APPROVED
SUBJECT TO FIELD INSP.
CITY OF NOVI

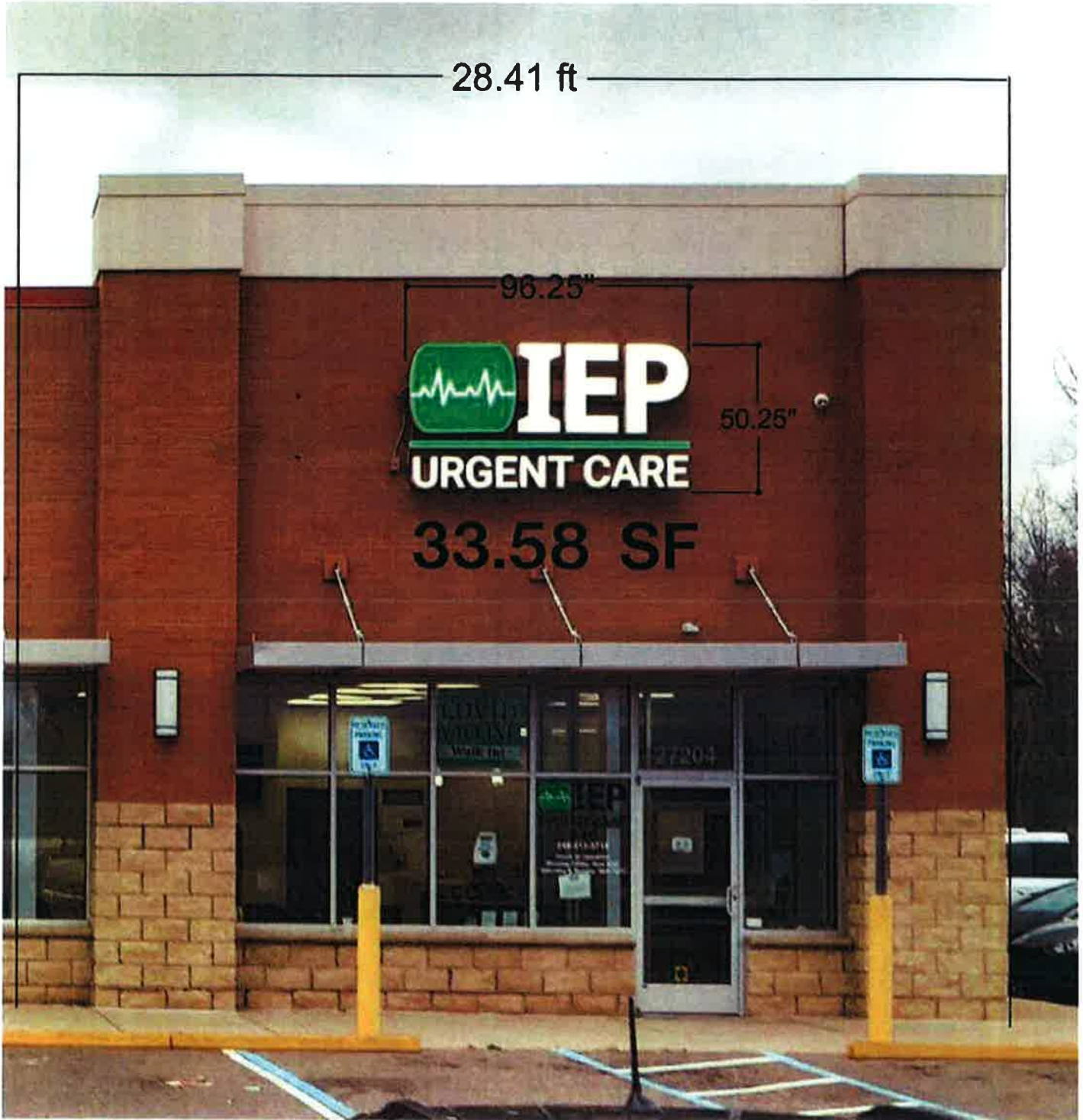
Date 9-2-21 (DM)

RECEIVED

JUL 28 2021

CITY OF NOVI
COMMUNITY DEVELOPMENT

REVISION Allowable at 1.25 PSF 35.5 SF



RECEIVED

DEC 09 2021

CITY OF NOVI
COMMUNITY DEVELOPMENT

REVISION



RECEIVED

FEB 09 2021

CITY OF NOVI
COMMUNITY DEVELOPMENT

REVISION

RECEIVED

DEC 09 2021

CITY OF NOVI
COMMUNITY DEVELOPMENT



REVISION

CITY OF NOVI - SIGN PERMIT APPLICATION

COMMUNITY DEVELOPMENT

45175 W. Ten Mile Rd., Novi, MI 48375

(248) 347-0415



RECEIVED

DEC 09 2021

CITY OF NOVI
COMMUNITY DEVELOPMENT

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

Please include copies of the installer's trades permit and driver license (front and back).

Also attach sign schematics, with measurements, showing proposed location of the sign, position of sign related to nearby suites/buildings/structures and property lines, materials sheet, and plot plan (for a ground sign or projecting sign, show sign location, any easements, and right-of-ways).

ALL GROUND signs require a separate sign foundation permit. Please submit a separate Building permit application for a ground sign foundation, along with three (3) signed/sealed engineered drawings and calculations to the Novi Building Department.

Address of Installation 27204 BECK RD Date _____

Owner of Sign JB DONALDSON Co. Phone # _____

Owner's Address 37610 HILLS TECH DR. City FARMINGTON HILLS State MI Zip 48331

Sign Erector PRO IMAGE DESIGN - ALAN HUBBARD Phone # 231.322.8052

Sign Erector's Address 331 S. AIRPORT RD. City TRAVERSE CITY State MI Zip 49686

Sign Erector's Trades License # 5410045 ; 5306099 Email Address MATT@PROIMAGEDESIGN.NET

PRO IMAGE DESIGN ELECTRICAL SIGN CONTRACTOR
ELEC. SIGN SPECIALIST DOUGLAS E. MADSEN

TYPE OF SIGN: Entranceway Business Center Awning Projecting Ground Sign Wall Sign

Is this sign illuminated? YES (if yes, an electrical permit is necessary) Is this a multi-tenant building? YES Lineal frontage of this business 28.41' (for multi-tenant buildings)

Is this a multi-story building? NO Measurement from centerline of closest thoroughfare N/A (for single-tenant wall sign)

Size/Measurement of Sign: Horizontal 96.25" Vertical 50.25" Area Square Ft. 33.58

Height from Grade to Top of Sign? 19' Copy/Wording to be on Sign IEP URGENT CARE

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

Alan Hubbard
Signature of Applicant or Agent

231.322.8052 ext. 105
Telephone Number

ALAN HUBBARD
Printed Name

ALL ILLUMINATED SIGNS ARE SUBJECT TO A GROUND INSPECTION PRIOR TO INSTALLATION

For Office Use Only

Reviewed by: _____ Date: _____

Approved

Not Approved - Reason for Denial _____

ZONING BOARD OF APPEALS (if applicable)

Approved _____
Not Approved - ZBA Case No. _____ Date: _____

RECEIVED

PS21-0084

SEP 01 2021

CITY OF NOVI
COMMUNITY DEVELOPMENT

CITY OF NOVI - SIGN PERMIT APPLICATION
COMMUNITY DEVELOPMENT
45175 W. Ten Mile Rd., Novi, MI 48375
(248) 347-0415



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

Please include copies of the installer's trades permit and driver license (front and back).

Also attach sign schematics, with measurements, showing proposed location of the sign, position of sign related to nearby suites/buildings/structures and property lines, materials sheet, and plot plan (for a ground sign or projecting sign, showing sign location, any easements, and right-of-ways).

ALL GROUND signs require a separate sign foundation permit. Please submit a separate Building permit application for a ground sign foundation, along with three (3) signed/sealed engineered drawings and calculations to the Novi Building Department.

Address of Installation 27204 BECK RD. - Novi Date 8/30/21

Owner of Sign JB DONALDSON Co. Phone # 248.344.9045

Owner's Address 37610 Hills Tech Dr. City FARMINGTON HILLS State MI Zip 48331

Sign Erector PROIMAGE DESIGN Matt McCormick Phone # 231.322.8052

Sign Erector's Address 331 S. AIRPORT RD. City TRAVERSE CITY State MI Zip 49686

Sign Erector's Trades License # 5410045; 5306099 Email Address MATT@PROIMAGEDESIGN.NET
ProImage Design Electrical Sign Specialist *Electrical Sign Contractor Douglas E. Madson*

TYPE OF SIGN: Entranceway Business Center Awning Projecting Ground Sign Wall Sign

Is this sign illuminated? YES (if yes, an electrical permit is necessary) Is this a multi-tenant building? YES Lineal frontage of this business 26' (for multi-tenant buildings)

Is this a multi-story building? NO Measurement from centerline of closest thoroughfare n/a (for single-tenant wall sign)

Size/Measurement of Sign: Horizontal 94" Vertical 48.5" Area Square Ft. 31.66

Height from Grade to Top of Sign? 232.5" Copy/Wording to be on Sign IEP URGENT CARE

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

[Signature] Signature of Applicant or Agent Telephone Number 231.322.8052

ALAN HUBBARD Printed Name

ALL ILLUMINATED SIGNS ARE SUBJECT TO A GROUND INSPECTION PRIOR TO INSTALLATION

For Office Use Only

Reviewed by: D. Martiny Date: 9-2-21
 Approved
 Not Approved - Reason for Denial _____

Approved
 Not Approved - ZBA Case No. _____ Date: _____

ZONING BOARD OF APPEALS (if applicable)

APPROVED
SUBJECT TO FIELD INSP.
CITY OF NOVI
Date 9-2-21 [Signature]

Permit Details: PS17-0032

Property Address: 27204 BECK RD A3, NOVI, MI 48374 | Parcel: [50-22-16-176-033](#)

Property Owner: BECK PLAZA LLC

Summary Information

> 2 Inspection(s) Found

Permit Information

Amount Due	
Permit - Sign Total	\$0.00

Number	PS17-0032	Category	Sign
Type	Sign	Status	FINALED
Applied Date	03/15/2017	Expire Date	11/01/2017
Issue Date	03/20/2017	Final Date	05/05/2017
Work Description	166" X 29" (33.4 SF) ILLUMINATED WALL SIGN, "HEALTHY URGENT CARE", ON THE WEST ELEVATION, BASED ON 27 FT OF LINEAL FRONTAGE		
Stipulations	No Data to Display		
Project	No Data to Display		
Go to project			

Process Step Information

Step Number	Step Display Name	Status	Date Step Started	Date Step Completed	Date Step Due
No records to display.					

Document Summary

[Expand All]

Document Title	Review Status	Date Received	Date Completed
No records to display.			

Review Comments/Concerns

Show All

[Collapse All]

Title	Type	Comment Type	Corrected	Date Found	Date Corrected	Process Step	Review
No records to display.							

Inspection Information

Inspection Type	Inspector	Status	Scheduled Date	Completed Date	Result
Plan Review	Not Available	Completed	3/15/2017	3/15/2017	Approved View
Final	Not Available	Completed	5/5/2017	5/5/2017	Approved View

Violations

Show All

[Collapse All]

Title	Violation Type	Date Found	Corrected	Date Corrected	Inspection
No records to display.					

Fees & Payments

Date	Action	Qty	Description	Billed	Paid
3/15/2017	Invoice Item	1.00	Standard Item: Permit Fee (Invoice Number: 00207983)	\$75.00	
3/20/2017	Transaction		Transaction Number: 00260795		\$75.00

Attachments

Date Created	Title
No records to display.	

Contractor Information

Address 4 tech signs inc
12161 TELEGRAPH RD
Redford, MI 48239

Phone No Data to Display **Fax** No Data to Display
Mobile No Data to Display **Other Phone** No Data to Display

Applicant Information

Address ABRAHIM MCHAIMECH
6955 KINGSLEY ST
Dearborn, MI 48126

Phone No Data to Display **Fax** No Data to Display
Mobile No Data to Display **Other Phone** No Data to Display

Owner Information

Address GRAND BECK PARTNERS LLC
251 E Merrill Ste Suite 205
Birmingham, MI 48009

Phone No Data to Display **Fax** No Data to Display
Mobile No Data to Display **Other Phone** No Data to Display

Occupant Information

Address CITYGATE MARKETPLACE UNIT
A3

Phone No Data to Display **Fax** No Data to Display
Mobile No Data to Display **Other Phone** No Data to Display

Licensee Information

Address ABRAHIM MCHAIMECH
6955 KINGSLEY ST
Dearborn, MI 48126

Phone No Data to Display **Fax** No Data to Display
Mobile No Data to Display **Other Phone** No Data to Display

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Susan Durgan <sdurgan@iep-pc.com>

Fwd: Novi ZBA application draft

1 message

Susan Durgan <sdurgan@iep-pc.com>
To: Susan Durgan <sdurgan@iep-pc.com>

Mon, Jan 3, 2022 at 11:06 AM

From: Martinez, Deborah [mailto:dmartinez@cityofnovi.org]
Sent: Friday, March 19, 2021 12:06 PM
To: matt@proimagedesign.net
Subject: City of Novi Sign Code for 27204 Beck Road (OST zoning district)

Good Afternoon, Matt.

Thank you for reaching out to inquire about the City of Novi's sign code provisions for a wall sign at 27204 Beck Road.

Attached to this email, please find an excerpt of Novi's sign code related to "Permits" (Section 28-3) and "Permanent Signs" (Section 28-5). I've highlighted areas of relevance to your inquiry. I've also corrected a typo in our sign code, at footnote #7.

Here is a link to the entire sign code, Chapter 28 of the City of Novi's Code of Ordinances: https://library.municode.com/mi/novi/codes/code_of_ordinances?nodid=PTIICOOR_CH28SI

Based upon the current wall sign, the lineal frontage of this tenant space is 27 feet. Our sign code allows for 1.25 sq. ft. of signage for every foot of lineal frontage, which would allow a maximum of 33.75 sq. ft. of sign area for the wall sign at this tenant space.

Per our conversation, a face change (i.e. ground sign panels) does not require a permit as long as the size remains the same, and no changes to the frame or structure occur.

I have attached the Sign Permit application as well as an Electrical Permit application.

It was a pleasure speaking with you. Please contact me at either number below, or via email, if you require any additional assistance. Thank you.

From: Martinez, Deborah [mailto:dmartinez@cityofnovi.org]
Sent: Tuesday, July 13, 2021 12:14 PM
To: matt@proimagedesign.net
Subject: Re: 27204 Beck Road - IEP Urgent Care - Sign Project

Good Morning, Matt, and thanks for the update.

Not sure, but did you also receive my voicemail message from yesterday?

I was inquiring about the lineal frontage measurement of this tenant space. How did you obtain the lineal frontage measurement? This is a key element, because we use that measurement for determining the maximum allowable square footage for the wall sign, and the building plans show a measurement smaller than the one you provided at 26 feet.

Any additional information about this subject would be appreciated. Thank you.

From: Susan Durgan [mailto:sdurgan@iep-pc.com]

Sent: Tuesday, December 21, 2021 3:43 PM

To: Matt McCormick

Cc: alan@proimagedesign.net; Karen Beauregard

Subject: Re: Novi ZBA application draft

Hi Matt,

Thanks for forwarding. Do you have the linear square footage of the occupied space that we originally used to make the sign vs the linear square footage that Deborah measured using the columns. Just my thoughts but I would use that discrepancy in measurements as to why we need a 6/10 of a square foot variance to bring the sign into compliance, instead of saying we made several signs for IEP locations and just installed the wrong size.

Thoughts?

Thanks,

Susan

Just my thought

Susan Durgan

Director of Marketing & Communication

37000 Grand River Avenue, Suite #310

Farmington Hills, MI 48835

O: 248-536-2127 | F: 248-893-6952

www.iep-pc.com