

MEETING - ZONING BOARD OF APPEALS

CITY OF NOVI

TUESDAY, NOVEMBER 15, 2022, 7:00 p.m.

Council Chambers|Novi Civic Center|45175 W. 10 Mile Rd

BOARD MEMBERS:

Joe Peddiboyina, Chairperson

Clift Montague, Secretary

Bob Copes

Linda Krieger

Michael Longo

Jay McLeod

Michael Thompson

ALSO PRESENT:

Lawrence Butler, Comm. Development, Dep. Director

Kristin Kolb, City Attorney

Anita Sophia Wagner, Recording Secretary

Reported by:

Sandra D. Wilson, Certified Shorthand Reporter

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Novi, Michigan

Tuesday, November 15, 2022

7:00 p.m.

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CHAIRPERSON PEDDIBOYINA: Hello.

Good evening. Today is November 15th.
Welcome to City of Novi Zoning Board Appeals.
Please all of you stand for the pledge of
allegiance, followed by the -- Michael Longo.

(Pledge of allegiance)

CHAIRPERSON PEDDIBOYINA: Thank you.

Please be seated. The rules and regulations
before that, and then roll-call.

MADAM SECRETARY: Member Krieger.

MEMBER KRIEGER: Present.

MADAM SECRETARY: Member Longo.

MEMBER LONGO: Here.

MADAM SECRETARY: Member McLeod.

MEMBER MCLEOD: Here.

MADAM SECRETARY: Member Montague.

MEMBER MONTAGUE: Here.

MADAM SECRETARY: Chairperson

Peddiboyina.

1 CHAIRPERSON PEDDIBOYINA: Yes,
2 please.

3 MADAM SECRETARY: Member Sanghvi is
4 absent and excused. Member Thompson.

5 MEMBER THOMPSON: Here.

6 MADAM SECRETARY: Member Copes.

7 MEMBER COPEs: Here.

8 MADAM SECRETARY: Thank you.

9 CHAIRPERSON PEDDIBOYINA: Thank you,
10 Anita. Public hearing format and rules and
11 regulations. Please keep your phones in
12 silent mode. And once we call the case --
13 each case, come to the podium and speak
14 clearly and tell me your first name and last
15 name for our secretary for the record. And
16 also, if you have anything you want to see
17 there's back -- the papers are there, you can
18 see the agenda. And if you have any questions
19 before we move on to the agenda, this is the
20 time to -- changes or anything. Okay.
21 Approve the agenda for October, can somebody
22 make a motion on that?

23 MEMBER THOMPSON: I move that we

1 approve the agenda.

2 MEMBER COPES: I second.

3 CHAIRPERSON PEDDIBOYINA: Okay.

4 Thank you.

5 MADAM SECRETARY: Mr. Peddiboyina,
6 there was a correction for the agenda on Case
7 PZ22-0053 for Ford's Garage. The correction
8 is the location is west of Novi Road, south of
9 12 Mile Road, instead of east.

10 CHAIRPERSON PEDDIBOYINA: Oh.

11 Instead of east of Novi Road, it is west of --

12 MADAM SECRETARY: It is west of Novi
13 Road.

14 CHAIRPERSON PEDDIBOYINA: Okay.

15 MADAM SECRETARY: So that was a
16 correction that was made. That's it.

17 CHAIRPERSON PEDDIBOYINA: Thank you,
18 Secretary Anita. Okay. October meeting
19 minutes approve, any objections or anything?

20 BOARD MEMBERS: (No verbal
21 response).

22 CHAIRPERSON PEDDIBOYINA: Looks like
23 none. Approved. And also -- let's move on to

1 the -- (indiscernible) -- agenda. Apart from
2 what our secretary said; instead of east, it
3 is west. Somebody make a motion for that or
4 for the rest of the agenda?

5 MEMBER THOMPSON: I move that we
6 approve the revised agenda.

7 CHAIRPERSON PEDDIBOYINA: Make a
8 second, somebody?

9 MEMBER COPEL: I second.

10 CHAIRPERSON PEDDIBOYINA: Thank you.
11 Okay. We have approval of the agenda and the
12 meeting minutes. Public remarks, any changes
13 or anything? This is the time to come and
14 make any changes on the agenda.

15 AUDIENCE: (No verbal response).

16 CHAIRPERSON PEDDIBOYINA: Okay.
17 Looks like none. Okay. Let's move on to the
18 case of PZ22-0052, Donna Holke, Intercity
19 Neon. 20800 Haggerty Road, Haggerty Road
20 north of Eight Mile Road, Parcel
21 50-22-36-476-003. The applicant is requesting
22 a variance from the City of Novi Sign Ordinance
23 from Section 28-5(a) for additional wall

1 signs. Seven illuminated wall signs
2 requested. Two are permitted, variance of
3 five. This property is zoned Freeway Service
4 (FS). Is that person present?

5 UNIDENTIFIED SPEAKER: Yes.

6 CHAIRPERSON PEDDIBOYINA: Please
7 come to the podium, and speak your case
8 clearly, first and last name so we can tell
9 who is representing. The secretary will take
10 the -- if you are not an attorney, you will
11 take the oath on that. Okay. All four of you
12 are presenting the case or only three of them?

13 UNIDENTIFIED SPEAKER: All four of
14 us.

15 CHAIRPERSON PEDDIBOYINA: All four
16 of them. Okay. Go ahead and spell your first
17 and last name clearly.

18 MR. TAPPER: Sure. Mark Tapper.

19 CHAIRPERSON PEDDIBOYINA: Please, I
20 request that you come closer to the mic so
21 that everybody can listen. Thank you.

22 MR. TAPPER: Mark Tapper. M-A-R-K.
23 T-A-P-P-E-R. First of all, it's nice to see

1 the board again.

2 CHAIRPERSON PEDDIBOYINA: Before
3 that, our secretary will take the oath.

4 MR. TAPPER: Oh. Sure.

5 MEMBER THOMPSON: Excuse me. Are
6 you an attorney?

7 MR. TAPPER: No. I'm the owner of
8 the property, Tapper's Jewelry.

9 MEMBER MONTAGUE: Do you swear to
10 tell the truth in this case?

11 MR. TAPPER: Yes.

12 MEMBER MONTAGUE: Thank you.

13 MR. TAPPER: Oh, my pleasure.

14 CHAIRPERSON PEDDIBOYINA: Please go
15 ahead and proceed where we can help you
16 tonight in this case and welcome.

17 MR. TAPPER: Sure. I'm here
18 basically to introduce the project -- or
19 potentially reintroduce the project. I don't
20 know how many of you have had the opportunity
21 to travel on Eight Mile and Haggerty recently,
22 but we are almost near completion of the core
23 and shell of the building. Our anticipated

1 opening date is around February 1st, February
2 15th, depending on the Valentine's Day
3 holiday. And we're just really, really
4 excited and eager to bring our level of
5 service and experience to luxury and jewelry
6 and gift giving to that part of the Novi
7 community.

8 I believe -- obviously I'm a little
9 biased, but I believe when you pull in front
10 of the building, I think we've really built a
11 really beautiful building for the entry and
12 gateway to the city. I think it really stands
13 out and really elevates what Novi is about and
14 what the future of Novi is as in, really, how
15 we can best serve the community. And so we're
16 eager and excited to participate and be a part
17 of the community.

18 I have my general contractor, my
19 architect, and our signing subcontractor here
20 to help answer any questions you have about
21 the proposed signages.

22 CHAIRPERSON PEDDIBOYINA: Okay. You
23 mentioned that -- okay. Before that, from the

1 city?

2 MR. BUTLER: No comments from the
3 city.

4 CHAIRPERSON PEDDIBOYINA:
5 Corresponding secretary.

6 MEMBER THOMPSON: Ten letters were
7 mailed and one returned.

8 CHAIRPERSON PEDDIBOYINA: Okay.
9 Thank you. You said -- you're requesting for
10 the seven signs; am I right?

11 MR. TAPPERS: Correct. Yes. Seven
12 signs if you -- I don't want to get overly
13 technical. Two of signs are for architectural
14 elements; they're not for advertising purposes
15 or signage. So, you know, theoretically, I
16 think it's five; but, you know, depending on
17 how you guys, you know, read the letter of the
18 law in terms of that.

19 CHAIRPERSON PEDDIBOYINA: Do you
20 have -- there, you can put it in the
21 projector. Do you have any --

22 UNIDENTIFIED SPEAKER: Yeah. I
23 don't know how to make it project. I've got

1 it sitting here.

2 MADAM SECRETARY: It just takes a
3 moment to --

4 UNIDENTIFIED SPEAKER: Oh. Okay.

5 CHAIRPERSON PEDDIBOYINA: Yes, once
6 you place it, it takes a few seconds.

7 MADAM SECRETARY: Yeah. There we
8 go.

9 CHAIRPERSON PEDDIBOYINA: Okay. Who
10 is the architect? Can you come up to the
11 podium and explain? Tell your first name and
12 last name clearly.

13 MR. NISCH: Good evening. My name
14 is Ken Nisch. That's N-I-S-C-H is the last
15 name. K-E-N is the first name. And my
16 company is JGA, which is an architectural
17 firm.

18 MEMBER THOMPSON: Are you an arch --
19 I mean are you an attorney? You're an
20 architect. Are you an attorney?

21 MR. NISCH: No, I'm an architect.

22 MEMBER THOMPSON: Right. Do you
23 swear to tell the truth in this case?

1 MR. NISCH: I do.

2 MEMBER THOMPSON: Thank you.

3 CHAIRPERSON PEDDIBOYINA: Can you
4 please explain where these signs are going,
5 what size are the signs you are requesting,
6 how this is -- brightness and -- can you
7 please explain clearly?

8 MR. NISCH: Okay. So if -- as Mark
9 referred to, two of the signs are really
10 architectural elements. This is what you see
11 in the center, elevation against the dark
12 bronze of an element. And these are actually
13 bronze face, so they're not illuminated face.
14 The only lumination is, actually, the edge of
15 the material that kind of creates a wash that
16 goes out onto the bronze material. It's the
17 glow, it's called, so the effect is very much
18 at pedestrian level coming into the space.

19 There's a landscaped forecourt
20 that comes into this area with decorative
21 planters and landscaping, seasonal
22 landscaping; so it's quite subtle as you come
23 off of the parking area.

1 CHAIRPERSON PEDDIBOYINA: And I saw
2 in your diagram there is a Rolex; that's also
3 another sign you are looking?

4 MR. NISCH: Yes, Rolex -- we're
5 calling this a luxury campus, so the building
6 -- I think it has 11 different architectural
7 faces to it to break up the massing. There's
8 multiple materials between the stone, the
9 smooth cuts, large format stone, limestone,
10 and then the bronze material. And so given
11 all the facets and faces of the building and
12 the reality that's really viewed 240 degrees
13 from three faces, there really aren't any two
14 signs that are visible from any prospective at
15 the same time.

16 So you're looking at the highway
17 corridor, the Eight Mile corridor, and then
18 the Haggerty corridor. And the building is
19 actually tipped away from Haggerty, which
20 creates this forecourt parking area in front
21 of the building. So the predominate signs, in
22 terms of scale, are really two large Tapper
23 signs that you see facing Haggerty -- excuse

1 me -- facing Eight Mile and facing the
2 highway. Those are the largest signs; I think
3 they're 20 -- they're two foot 10 inches tall.
4 They are face-luminated and halo luminated
5 with bronze returns.

6 Then there are the Rolex signs;
7 there's two of those that are on the opposite
8 sides of the Rolex pavilion. Those are
9 face-luminated, and those letter heights are
10 14 inches. And then there's the Tapper's sign
11 that's on the far left side, facing Haggerty;
12 and that sign is also 14 inches.

13 We've roughly -- when we submitted
14 the project, we had about 365 square foot of
15 signage, and we now are out approximately 287
16 square foot; so we have reduced the size of
17 most of the signs. And that 287, as you can
18 imagine, is made up of basically the margine
19 that's created by the Tapper's sign and by the
20 Tapper's glow. So the actually sign footage
21 is considerably smaller than the square
22 footage that's noted in the overall footage,
23 based on how the boxes are margined. The

1 Rolex crown and the Tapper's glow accounts for
2 a large amount of the space, even though
3 they're actually a small element within the
4 margine.

5 CHAIRPERSON PEDDIBOYINA: I saw your
6 building and I walked -- I came to your
7 building also on the -- (indiscernible) --
8 constructed very beautifully; it looks good
9 outside. You guys are the same store in 12
10 Oaks Mall, on Orchard Lake?

11 MR. TAPPER: Yes, that's correct.

12 CHAIRPERSON PEDDIBOYINA: I thought
13 so. You are combining all of those stores in
14 this location or that location still going to
15 be there?

16 MR. TAPPER: No. We're combining --
17 we're relocating from 12 Oaks Mall to Eight
18 Mile and Haggerty.

19 CHAIRPERSON PEDDIBOYINA: Not from
20 Orchard Lake?

21 MR. TAPPER: No. Orchard Lake is
22 going to stay put and our Somerset location is
23 going to stay put, yeah.

1 CHAIRPERSON PEDDIBOYINA: Yeah.
2 Welcome to Novi. I have no objections. It's
3 a beautiful store. And I thought that you
4 guys were opening on Christmastime, but you
5 mentioned on February 1st through the second
6 week.

7 MR. TAPPER: Yeah.

8 MR. NISCH: You can talk to him
9 about not opening at Christmastime. So -- I
10 am with you on that.

11 CHAIRPERSON PEDDIBOYINA: Yeah,
12 because business on the Christmastime is more
13 than the February time. I have no objections.
14 I'm opening to the board. They can speak on
15 that case, please. Somebody who can -- it's
16 open to the board.

17 MEMBER MCLEOD: Sure.

18 CHAIRPERSON PEDDIBOYINA: Go ahead.

19 MEMBER MCCLEOD: Thank you. So one
20 quick question before I lead in. How many of
21 these signs are highway-facing?

22 MR. NISCH: So one is primary
23 highway-facing, which is in the far back

1 corner of the space.

2 MR. MCLEOD: Okay. That's what I
3 thought. For the highway-facing signs, what
4 is the need for that one?

5 MR. NISCH: Well, I think from the
6 standpoint that Tapper's is a brand that
7 attracts on a regional basis. And so, you
8 know, unlike a grocery store or drug store,
9 think of it more like a hotel, where people
10 might come up from Toledo or they might come
11 from Grand Rapids once a year, twice a year.
12 So we think from an orientation standpoint or
13 visibility standpoint it makes sense, given
14 that infrequent visitor that comes to shop at
15 Tapper's from outside of the immediate market
16 area.

17 MEMBER MCLEOD: Are you aware of
18 various studies that have shown that signs
19 facing the highway have actually been a
20 leading cause of driver distraction and
21 various accidents?

22 MR. NISCH: You know, I think there
23 is an issue about anything that attracts the

1 attention of the driver. You know, it's a
2 very subtle sign from a scale standpoint.
3 From a illumination level, it's not moving.
4 It's not a -- what I would call a distracting
5 color or a distracting logo. So as a sign
6 goes, as far as distraction, it's probably the
7 least distractive sign that you could have.

8 MEMBER MCLEOD: I understand your
9 perspective that people coming in from a
10 regional area, not just local; but I don't
11 remember the days when I didn't have a phone
12 and just utilized my GPS. So, I guess, to
13 summarize my point of view, I am personally
14 comfortable with the plans that you have
15 except for the highway-facing sign. It's one
16 that -- given the days of GPS, I don't feel
17 it's necessary. Given what we're learning
18 more recently about driver distraction, I
19 believe it's more of a danger than it is a
20 benefit. Thank you.

21 CHAIRPERSON PEDDIBOYINA: Anita, can
22 you please close the door? Please, somebody?
23 Thank you. Anybody who would like to speak on

1 this case, board members? Go ahead, Linda.

2 MEMBER KRIEGER: Considering the --
3 you've got the location, it's a beautiful
4 building. I drove by it. The signage would
5 be appropriate for the speed -- the
6 configuration of the property. But there
7 are -- you see any signage where there's --
8 not to be totally oppositional, but the, like,
9 McDonald's signs where they're on the pole and
10 they're advertising they're here. So since
11 you say you decreased your signage, I
12 appreciate that, that it's not going to be as
13 distracting and more centerpiece. Novi is a
14 jewel, so to show it as an entry gateway for a
15 jewel, I would be able to support your
16 request.

17 CHAIRPERSON PEDDIBOYINA: Thank you,
18 Linda. Anybody would like to speak?

19 BOARD MEMBERS: (No verbal
20 response).

21 CHAIRPERSON PEDDIBOYINA: Okay.
22 Looks like none. Mr. Longo, can you make a
23 motion on this case, please?

1 MEMBER LONGO: Yes. I move that we
2 grant the variance in the case of PZ-22-0052,
3 sought by Donna Holke for Intercity Neon, for
4 the five additional signs over our permitted
5 two signs, because the petitioner has shown
6 practical difficulty requiring additional
7 signs for complete exposure to three roads.
8 The request is based upon circumstances or
9 features that are exceptional and unique to
10 the property and do not result from conditions
11 that are existing generally in the city or
12 that are self-created, including the fact that
13 it is a very, very busy intersection and there
14 is a lot of commerce in the area.

15 That the failure to grant the relief
16 will unreasonably prevent or limit the use of
17 the property and will result in substantially
18 more than mere inconvenience or inability to
19 attain a higher economic or financial return
20 because these are three streets around the
21 property. That the grant of relief would be
22 offset by other improvements or actions such
23 as increase setbacks and increased landscaping

1 such that the net effect will result in
2 improvement of the property or the project
3 because two of the signs really are not
4 advertising and the other five signs are
5 really required to get the exposure to the
6 three streets as previously mentioned.

7 That construction of a conforming
8 sign would be required to remove -- require
9 the removal or significant alteration of the
10 natural features on the property because two
11 signs will not be -- two signs would not be
12 adequate exposure for this project. The grant
13 or relief will not result in the use or
14 structure that is incompatible with or
15 unreasonably interferes with the adjacent or
16 surrounding properties, will result in
17 substantial justice being done to both the
18 applicant and the adjacent or surrounding
19 properties, and is not inconsistent with the
20 spirit or intent of the chapter because of the
21 three roads and the building and the exposure
22 that this building deserves. Which, by the
23 way, is a very attractive building.

1 MS. KRIEGER: I --

2 CHAIRPERSON PEDDIBOYINA: Excuse me.

3 Before making a motion, I want to ask at the
4 public hearing, anybody who would like to
5 speak on this case? I forgot to ask. I
6 apologize for that. Anyone in the audience
7 from the -- (indiscernible) -- or anybody from
8 the -- (indiscernible) -- they can raise their
9 hand.

10 AUDIENCE: (No response)

11 CHAIRPERSON PEDDIBOYINA: Okay.

12 Looks like none. Somebody can make a -- yeah.
13 Go ahead.

14 MEMBER KRIEGER: He made a motion, I
15 seconded it.

16 CHAIRPERSON PEDDIBOYINA: Oh. Okay.
17 Thank you. Roll-call, please.

18 MADAM SECRETARY: Chairperson
19 Peddiboyina.

20 CHAIRPERSON PEDDIBOYINA: Yes,
21 please.

22 MADAM SECRETARY: Member Krieger.

23 MEMBER KRIEGER: Yes.

1 MADAM SECRETARY: Member Longo.

2 MEMBER LONGO: Yes.

3 MADAM SECRETARY: Member McLeod.

4 MEMBER MCLEOD: No.

5 MADAM SECRETARY: Member Montague

6 MEMBER MONTAGUE: Yes.

7 MADAM SECRETARY: Member Thompson.

8 MEMBER THOMPSON: Yes.

9 MADAM SECRETARY: Member Copes.

10 MEMBER COPEs: Yes.

11 MADAM SECRETARY: Motion passes.

12 CHAIRPERSON PEDDIBOYINA: Okay.

13 Congratulations and good luck on behalf of the
14 City of Novi.

15 MR. TAPPER: Thank you very much. I
16 look forward to seeing you in February.

17 MEMBER THOMPSON: My wife will be
18 there.

19 MR. NISCH: Not by Christmas,
20 though.

21 (Laughter)

22 CHAIRPERSON PEDDIBOYINA: Good luck,
23 guys.

1 MR. TAPPER: Thank you.

2 CHAIRPERSON PEDDIBOYINA: Okay.

3 Today's last case and second case today,
4 PZ-22-0053, Billy Downs, Ford's Garage Novi.
5 44175 W. 12 Mile Road -- W. Novi Road,
6 south of 12 Mile Road. Parcel
7 50-22-15-200-112. The applicant is requesting
8 several variances from the City of Novi Sign
9 Ordinance -- excuse me. Excuse me. Hello.
10 Excuse -- thank you. I'm sorry. Okay. I'm
11 going back again. PZ22-0053, Billy Downs -
12 Ford's Garage Novi. 44175 W. 12 Mile Road --
13 West Novi Road, south of 12 Mile Road. Parcel
14 50-22-15-200-112. The applicant is requesting
15 several variances from the City of Novi Sign
16 Ordinance from Section 28-5(a) for an
17 additional wall sign. Two wall signs
18 permitted, variance of one sign, also from
19 Section 28-5(b)(1)a. Variance request for the
20 additional sign to be 134 square feet, 65
21 square feet maximum allowed, variance of 69
22 square feet. The property is zoned Regional
23 Center (R-C). Is that person present? Please

1 come to the podium closely to the mic and tell
2 your first and last name clearly to the
3 secretary and for the court record, please.

4 MR. DOWNS: Sure. Billy Downs.

5 B-I-L-L-Y. D-O-W-N-S.

6 MEMBER THOMPSON: Are you an
7 attorney?

8 MR. DOWNS: No, I'm not an attorney.

9 MEMBER MONTAGUE: Do you swear to
10 tell the truth in this case?

11 MR. DOWNS: I do.

12 MEMBER MONTAGUE: Thank you.

13 CHAIRPERSON PEDDIBOYINA: Thank you,
14 secretary. And, Billy, thank you so much; and
15 explain where we can help you in this case
16 tonight. Please, go ahead.

17 MR. DOWNS: Thank you, Mr. Chairman
18 and members of the board. We're certainly
19 very excited to be here to present to you this
20 sign package and our request for a variance
21 for our large sign or proportionate sign over
22 our main entrance to the restaurant. First of
23 all, I'm here today with my daughter, Amanda,

1 and my wife, Amy. And we've actually lived in
2 Novi for 27 years. We are the franchisees for
3 the Detroit market for Ford's Garage, and we
4 are excited to -- we're about halfway done
5 with the build. Thank you, Mr. Butler, for
6 helping out with the management of that. And
7 we plan to open on February 20th, President's
8 Day.

9 Today we're here, we have three
10 signs proposed on the building; you can see
11 that on your screen. The facade of the
12 building has a slight angle which creates the
13 need for multiple logo signs. One faces
14 directly south; that is a smaller logo Ford's
15 Garage sign. That services people being able
16 to see that from the west of the center, in
17 front of the Emagine Theater.

18 The second Ford's Garage sign is the
19 larger one that will help us -- a key
20 directional sign for the rest of the center.
21 It is approximately 852 feet to the corner of
22 Fountain Walk Drive and Donaldson Corner
23 within the center. It's over 700 feet to

1 Fountain Walk in front of Emagine Theater. So
2 it's a pretty big parking field, and this
3 helps their visibility in finding our
4 restaurant.

5 Similar to Tapper's, we are a
6 regional draw. We will be bringing people in
7 from around the region. And although we hope
8 to service the community and be a regular,
9 that people will know where we're at, when
10 you do get in the center it's kind of hard to
11 find and this will help out a lot. We think
12 the request is reasonable and in proportion to
13 the size of the building, and slightly smaller
14 than our neighbor, that has some pretty large
15 signs. So thank you for your consideration,
16 and I'm prepared to answer any questions that
17 you may have.

18 CHAIRPERSON PEDDIBOYINA: Thank you,
19 Billy. From the city?

20 MR. BUTLER: No comments from the
21 city at this time.

22 CHAIRPERSON PEDDIBOYINA: Okay.
23 Secretary, any correspondence?

1 MEMBER THOMPSON: Forty-five letters
2 mailed, two returned, and one approval. The
3 approval, "I approve the sign variance," from
4 a Michael Zimmerman, from Dallas, Texas.

5 MR. DOWNS: Mr. Zimmerman is the
6 owner of the center.

7 CHAIRPERSON PEDDIBOYINA: Oh. Okay.
8 Thank you. Anybody in the audience would like
9 to speak on this case before this moves on to
10 the board?

11 AUDIENCE: (No response).

12 CHAIRPERSON PEDDIBOYINA: Okay.
13 Looks like none. Yeah. I see the board and I
14 -- (indiscernible) -- I'll take the diagram
15 and let me put it on the board. And the
16 board members can speak on this case, then
17 I can go ahead. Anybody who would like to
18 speak?

19 MEMBER THOMPSON: (Indiscernible).

20 CHAIRPERSON PEDDIBOYINA: Yeah, go
21 ahead.

22 MEMBER THOMPSON: Thank you for
23 putting the mock-up up; it does help to see it

1 in person. A lot of times people don't do
2 that, so I think that's a very helpful thing.
3 Obviously, you're in a zone that you're
4 consistent with what's happening there. I
5 like the idea that the big sign accentuates
6 the entrance to the restaurant, which is
7 important for people that are walking through
8 a parking lot for their safety; so I can
9 support your variances.

10 MR. DOWNS: Thank you.

11 CHAIRPERSON PEDDIBOYINA: Okay.

12 Thank you. Yeah. Go ahead.

13 MEMBER MCLEOD: Similar to before; I
14 believe you were listening. Do you believe
15 that individuals flying down 96 at 70, 80
16 miles an hour is using the signs on the
17 building as a navigational tool to find your
18 location as opposed to GPS?

19 MR. DOWNS: I think that a number
20 of -- most people will probably use a GPS; I
21 agree. I do think that it's -- although you
22 can see this from 96, I'm not sure that that
23 will be the -- as important as once they get

1 into the center. And we are still
2 considerably farther back from Donaldson and
3 Fountain Walk Drive Drive, around the center
4 and Cabaret to the west.

5 MEMBER MCLEOD: My question is based
6 on what I see from the write-up and what you
7 presented. The concern was being visible from
8 96.

9 MR. DOWNS: We certainly would like
10 to have that visibility. And we think that
11 the sign -- although it is not as -- we're
12 over 900 feet to the freeway; I believe it's
13 900 and some feet. From what our research is,
14 to be actually visible from the freeway we
15 would have to be larger than that, but we
16 thought this is proportionate to the size of
17 the building.

18 MEMBER MCLEOD: Thank you.

19 CHAIRPERSON PEDDIBOYINA: Linda. Go
20 ahead, Linda.

21 MEMBER KRIEGER: Ford's Garage, is
22 it related in any way to the one in
23 Northville?

1 MR. DOWNS: No, it isn't.

2 MEMBER KRIEGER: Okay. So it's
3 different.

4 MR. DOWNS: It's different. We're
5 in partnership with Ford Motor Company;
6 official licensee of Ford Motor Company.

7 MEMBER KRIEGER: So it's Ford.
8 Okay. That was going to be my second
9 question. Okay.

10 MEMBER MCLEOD: There's a Ford's
11 Garage restaurant in Dearborn, on Michigan
12 Avenue, off of Southfield. I believe that's
13 the one you would be affiliated with, correct?

14 MR. DOWNS: Yes. That's the one
15 that we've owned and operated since 2017, we
16 opened that restaurant.

17 CHAIRPERSON PEDDIBOYINA: The same
18 one, the Ford --

19 MR. DOWNS: Same one.

20 CHAIRPERSON PEDDIBOYINA: Oh. Okay.

21 MR. DOWNS: It's the same concept,
22 same management.

23 CHAIRPERSON PEDDIBOYINA: You're

1 opening a branch, one more branch, basically?

2 MR. DOWNS: Yes. It's a company now
3 that nationally has 21 restaurants, and we
4 have the operating rights for this area. One
5 comment on the prime burgers and craft beer
6 signs; it's a really crucial sign for our
7 business because it does help the consumer
8 realize that it's a restaurant and not a
9 dealership.

10 CHAIRPERSON PEDDIBOYINA: Is it like
11 a sports bar kind of thing?

12 MR. DOWNS: There are some
13 televisions that we have and we will show
14 sports, but it's definitely a restaurant
15 celebrating the history of the Ford Motor
16 Company and its founder, Henry Ford.

17 CHAIRPERSON PEDDIBOYINA: Are you
18 guys selling liquor also there?

19 MR. DOWNS: Liquor, yes; beer, wine,
20 liquor. Our alcohol mix is about 17 percent.
21 We are, certainly, much more food.

22 CHAIRPERSON PEDDIBOYINA: Okay.
23 Anybody would like to speak on this, board

1 members?

2 BOARD MEMBERS: (No verbal
3 response).

4 CHAIRPERSON PEDDIBOYINA: Okay.
5 Looks like none. Member Thompson, go ahead
6 and make a motion, please.

7 MEMBER THOMPSON: I move that we
8 grant the variance of Case PZ-22-0053, sought
9 by Ford's Garage for the sign variance,
10 because the petitioner has shown difficulty,
11 including the zoning requiring the signage on
12 the basis of the following, the sign size.
13 The request -- that the request is based upon
14 circumstances or features that are exceptional
15 and unique to the property and do not result
16 from conditions that exists generally in the
17 city or that are self-created, including the
18 signage size.

19 The failure to grant relief will
20 unreasonably prevent or limit the use of the
21 property and result in substantially more than
22 mere inconvenience or inability to attain a
23 higher economic or financial return because

1 the sign is explaining that it is a
2 restaurant, not a museum or something else
3 that would be affiliated with it.

4 The grant of relief would be offset
5 by other improvements or actions such as
6 increased setbacks or increased landscaping,
7 such that the net effect will result in an
8 impact of the property -- of the project --

9 (Member Thompson reading to himself,
10 not out loud)

11 MEMBER THOMPSON: It's just
12 explaining what the business really is. The
13 construction of the conforming sign would
14 require the removal or significant alteration
15 of natural features on the property because of
16 the setback from 96. The grant of relief will
17 not result in a use or structure that is
18 incompatible with or unreasonably interferes
19 with adjacent or surrounding properties, won't
20 result in substantial justice being done to
21 both the applicant and adjacent or surrounding
22 properties, and is not consistent with the
23 spirit or intent of this chapter because it

1 just fits within the plaza that it is being
2 put in and making it easier for customers to
3 find the place.

4 CHAIRPERSON PEDDIBOYINA: Okay.

5 Somebody can make a --

6 MEMBER COPEES: I second.

7 CHAIRPERSON PEDDIBOYINA: Thank you.

8 Roll-call, please.

9 MADAM SECRETARY: Chairperson

10 Peddiboyina.

11 CHAIRPERSON PEDDIBOYINA: Yes,

12 please.

13 MADAM SECRETARY: Member Krieger.

14 MEMBER KRIEGER: Yes.

15 MADAM SECRETARY: Member Longo.

16 MEMBER LONGO: Yes.

17 MADAM SECRETARY: Member McLeod.

18 MEMBER MCLEOD: No.

19 MADAM SECRETARY: Member Thompson.

20 MEMBER THOMPSON: Yes.

21 MADAM SECRETARY: Member Copes.

22 MEMBER COPEES: Yes.

23 MADAM SECRETARY: Motion passes.

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CHAIRPERSON PEDDIBOYINA: Okay.
Congratulations and good luck. And welcome to
the City of Novi.

MR. DOWNS: Thank you very much. I
appreciate it.

UNIDENTIFIED MEMBER: You're much
happier than Dearborn.

MR. DOWNS: What's that? We are
much happier than Dearborn? We are hearing
that a lot. Thank you.

CHAIRPERSON PEDDIBOYINA: Okay.
That brings to our cases. And before I
adjourn, anything -- you say anything --
(indiscernible) -- adjourn? I say
all in favor? Aye?

MEMBER KRIEGER: To adjourn? Aye.

MEMBER COPES: Aye.

CHAIRPERSON PEDDIBOYINA: Thank you.

(Hearing adjourned at 7:31 p.m.)

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C E R T I F I C A T E

STATE OF MICHIGAN)

) ss

COUNTY OF OAKLAND)

I, Sandra D. Wilson, Notary Public
within and for the County of Oakland, do hereby
certify that I have recorded stenographically the
proceedings had and testimony taken in the
above-titled matter at the time and place hereinbefore
set forth; and I do further certify that the foregoing
transcript, consisting of 36 typewritten pages, is a
true and correct transcript of my said stenographic
notes.

/s/ Sandra D. Wilson
Sandra D. Wilson, CSR
Notary Public
Oakland County, Michigan
My commission expires: 05-09-25

November 27, 2022