



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: 39471 Twelve Mile Road#50-22-13-200-016 (PZ25-0039)

BY: Alan Hall, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Sheetz Novi

Variance Type

Sign Variance

Property Characteristics

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

Location: on the southwest corner of Twelve Wile Road, and
Haggerty Road

Parcel #: 50-22-13-200-016

Request

The applicant is requesting a variance from the City of Novi Sign Ordinance Section 28-5(b)(2)a. to be allowed a 40 sq. ft. illuminated ground sign with a changeable copy portion (31.8 sq. ft. allowed, variance of 8.2 sq. ft.)

II. STAFF COMMENTS:

History:

On December 10, 2024 – A variance was approved to allow a loading zone in the front yard.

The applicant is now seeking a sign variance to increase the size of an illuminated ground sign.

Note: The advertised size increase of 8.2 Sq. Ft. is more than what is needed for their request.

Section 28-5(b)(2)b states that maximum sign area shall not exceed 30 Sq. Ft.

Therefore:

The request to allow 35.2 Sq. Ft. for a ground sign would require a variance of 5.2 Sq. Ft.

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. **PZ25-0039**, 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. **PZ25-0039** 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

RECEIVED

JUN 25 2025

**CITY OF NOVI
COMMUNITY DEVELOPMENT**

Application Fee: \$ 330.00
Meeting Date: 8/12/25
ZBA Case #: PZ 25-0039

I. PROPERTY INFORMATION (Address of subject ZBA Case)			
PROJECT NAME / SUBDIVISION Sheetz Ground Sign			
ADDRESS 39471 West 12 Mile Rd		LOT/SUITE/SPACE #	
SIDWELL # 50-22-13-200-016		May be obtain from Assessing Department (248) 347-0485	
CROSS ROADS OF PROPERTY 12 Mile and Haggerty			
IS THE PROPERTY WITHIN A HOMEOWNER'S ASSOCIATION JURISDICTION? <input type="checkbox"/> YES <input type="checkbox"/> NO		REQUEST IS FOR: <input type="checkbox"/> RESIDENTIAL <input type="checkbox"/> COMMERCIAL <input type="checkbox"/> VACANT PROPERTY <input type="checkbox"/> SIGNAGE	
DOES YOUR APPEAL RESULT FROM A NOTICE OF VIOLATION OR CITATION ISSUED? <input type="checkbox"/> YES <input type="checkbox"/> NO			
II. APPLICANT INFORMATION			
A. APPLICANT		EMAIL ADDRESS rebecca@zoningresources.com	
NAME Contact: Rebecca Green Zoning Resources		CELL PHONE NO. 614.496.4220	
ORGANIZATION/COMPANY Sheetz		TELEPHONE NO.	
ADDRESS 39300 West 12 Mile Road I Suite 100		CITY Farmington Hills	STATE Michigan
		ZIP CODE 48331	
B. PROPERTY OWNER <input type="checkbox"/> CHECK HERE IF APPLICANT IS ALSO THE PROPERTY OWNER			
Identify the person or organization that owns the subject property:		EMAIL ADDRESS	
NAME Haggerty 12 Mile LLC		CELL PHONE NO.	
ORGANIZATION/COMPANY		TELEPHONE NO.	
ADDRESS		CITY	STATE
		ZIP CODE	
III. ZONING INFORMATION			
A. ZONING DISTRICT			
<input type="checkbox"/> R-A <input type="checkbox"/> R-1 <input type="checkbox"/> R-2 <input type="checkbox"/> R-3 <input type="checkbox"/> R-4 <input type="checkbox"/> RM-1 <input type="checkbox"/> RM-2 <input type="checkbox"/> MH <input type="checkbox"/> I-1 <input type="checkbox"/> I-2 <input type="checkbox"/> RC <input type="checkbox"/> TC <input type="checkbox"/> TC-1 <input type="checkbox"/> OTHER <u>OST</u>			
B. VARIANCE REQUESTED			
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:			
1. Section <u>25.8</u> Variance requested <u>To allow a 35.2sf ground sign, for a variance of 3.4sf.</u>			
2. Section _____ Variance requested _____			
3. Section _____ Variance requested _____			
4. Section _____ Variance requested _____			
IV. FEES AND DRAWINGS			
A. FEES			
<input type="checkbox"/> Single Family Residential (Existing) \$220 <input type="checkbox"/> (With Violation) \$275 <input type="checkbox"/> Single Family Residential (New) \$275 <input checked="" type="checkbox"/> Multiple/Commercial/Industrial \$330 <input type="checkbox"/> (With Violation) \$440 <input type="checkbox"/> Signs \$330 <input type="checkbox"/> (With Violation) \$440 <input type="checkbox"/> House Moves \$330 <input type="checkbox"/> Special Meetings (At discretion of Board) \$660			
B. DRAWINGS 1-COPY & 1 DIGITAL COPY SUBMITTED AS A PDF			
<ul style="list-style-type: none"> 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 			



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


Applicant Signature

Rebecca Green

June 26, 2025

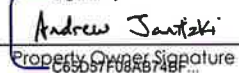
Date

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.

Signed by:


Property Owner Signature

General Counsel, Haggerty 12 Mile, LLC

6/24/2025

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

JUN 25 2025

**Community Development Department**

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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.



Community Development Department

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REVIEW STANDARDS SIGN VARIANCE

The Zoning Board of Appeals (ZBA) will review the application package and determine if the proposed Sign Variance meets the required standards for approval. In the space below, and on additional paper if necessary, explain how the proposed project meets each of the following standards. (Increased costs associated with complying with the Zoning Ordinance will not be considered a basis for granting a Sign Variance.)

Standard #1. Extraordinary Circumstances or Conditions.

Explain how the circumstances or physical conditions applying to the property that do not apply generally to other properties in the same Zone District or in the general vicinity. Circumstances or physical conditions may include:

- a. **Shape of Lot.** A sign could not be placed in the location required by the Zoning Ordinance due to the shape, topography or other physical conditions of the lot or due to the location of an existing structure.

☐ Not Applicable ☒ Applicable If applicable, describe below:

The site has an access drive to an adjoining parcel. This access drive could not be easily used by patrons if it was moved 6.8ft south to allow for the sign setback. There are few appropriate locations on the parcel for the ground sign. The site chosen provides adequate visual cues for drivers reviewing gas prices and deciding whether to enter the site from 12 Mile. The sign size is modest. It allows information on prices and some Sheetz branding.

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:

Gas prices are the most important factor for consumers. It is imperative that the prices be large enough for drivers to read them and then have time to safely enter the site. The proposed numeral size is 12in in height which allows drivers to read them at a distance of 120ft. 120ft is the minimal distance for consumers to safely review, decide, and turn into the site.

- 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:

The lot size is small for a gas station use. There are few appropriate locations available for the proposed sign. The gas price signs are required at the proposed size in order to give drivers adequate time to prepare to turn into the site. Sheetz is asking for a minimum variance of 3.4sf. (A setback of 63.63ft from centerline allows for a 31.8sf sign. A setback of 70.4ft from centerline allows for a 35.2sf sign. Applicant asks for to increase sign area from 31.8sf to 35.2sf, variance of 3.4sf).

- 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 access drive to the adjacent property was created prior to applicant's proposed use.

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.

Gas prices are the most important factor for consumers. It is imperative that the prices be large enough for drivers to read and then have time to safely enter the site. If Sheetz is not allowed a ground sign with gas prices along 12 Mile Rd, it will be substantially impacted. Sheetz is proposing a brick monument style sign that is architecturally similar to the building, with a modest identification cabinet, and an appropriately sized price sign. Sheetz is proposing an appropriate sign for this site.

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 is consistent with the neighborhood. 12 Mile Road is a busy multi-lane road. The sites neighbors include Henry Ford Health, office use, an animal hospital, a motel, a Starbucks, and NTN bearings. This area is commercial in nature using many brick facades. The proposed brick sign is appropriate for the character of the neighborhood.

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JUN 25 2025

CITY OF NOVI
COMMUNITY DEVELOPMENT

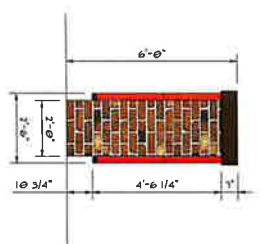
Convenience Architecture
and Design P.C.
351 Sweeteney Canyon, PA 16025
phone 714.735.5011
e-mail info@conarch.com
web site www.conarch.com

NOVI
NEW SHEETZ STORE

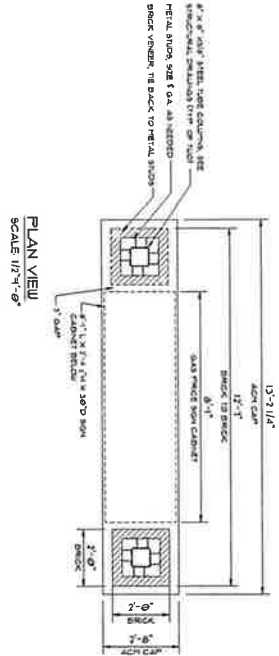
Int. at West 12 Mile Road
and Hagerty Road
Novi
Michigan
OWNER
SHEETZ, INC
5700 SIXTH AVE.
ALTOONA, PA 16602



DOUBLE-FACED GAS PRICE SIGN DETAIL - PARTIAL ELEVATION
SCALE 1/2" = 1'-0"

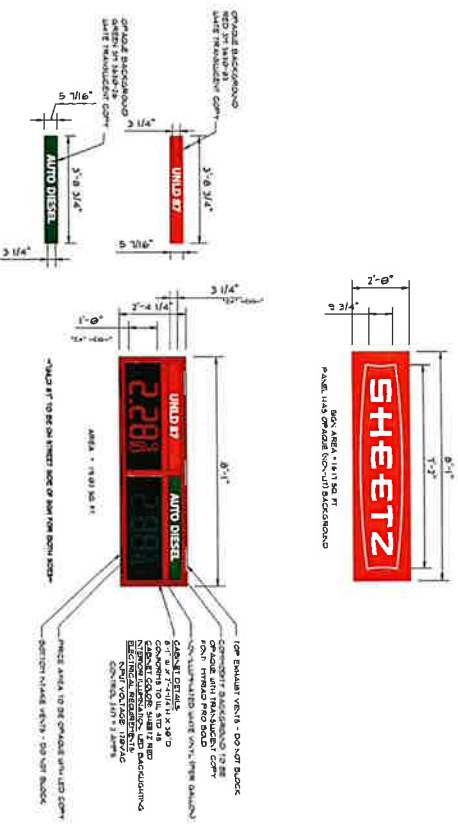


SIDE VIEW
SCALE 1/2" = 1'-0"



PLAN VIEW
SCALE 1/2" = 1'-0"

SIGN CABINET DETAILS
TOTAL SIGN AREAS 3515 SQ. FT.



SIGN

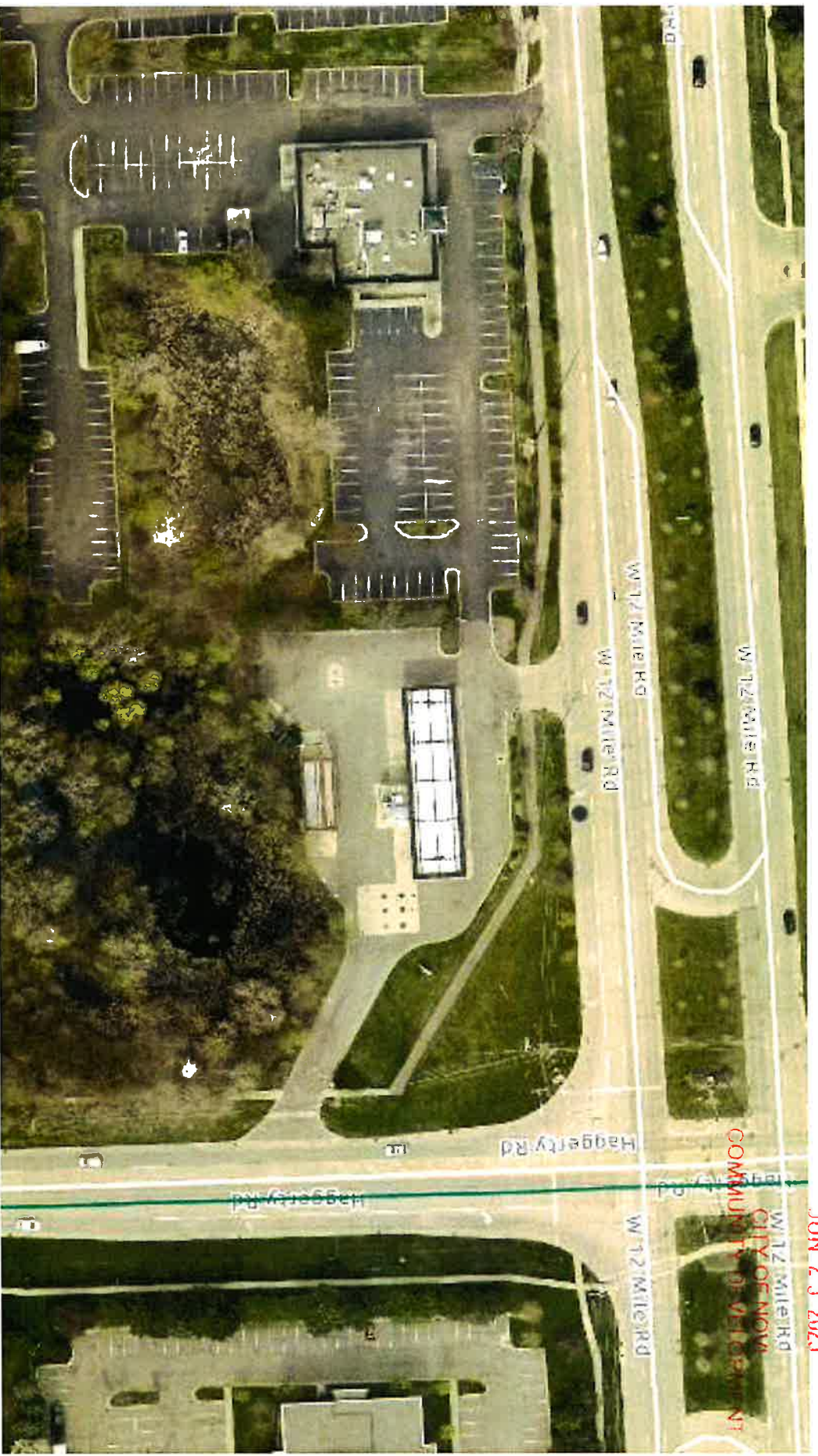
MONUMENT SIGN
DETAILS

NO.	DATE	DESCRIPTION
1	05-16-24	REPLACED HEIGHT AND SIGN AREA TO MEET CODES
2	05-16-24	REPLACED HEIGHT AND SIGN AREA TO MEET CODES
3	05-16-24	REPLACED HEIGHT AND SIGN AREA TO MEET CODES
4	05-16-24	REPLACED HEIGHT AND SIGN AREA TO MEET CODES
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9	05-16-24	REPLACED HEIGHT AND SIGN AREA TO MEET CODES
10	05-16-24	REPLACED HEIGHT AND SIGN AREA TO MEET CODES

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JUN 25 2025

CITY OF NEW
COMMUNITY DEVELOPMENT



Oakland County - GIS Mapping - Cannot be used because it's a new build.

RECEIVED

Sign A: Monument - 63.63 Ft from Center Line

JUN 25 2025

CITY OF NOVI
COMMUNITY DEVELOPMENT

giffels
webster

Engineers
Surveyors
Planners
Landscape Architects

10555 Sibley Road
Suite 100
Beverly Hills, CA 90231
P (310) 953-3100
F (310) 953-3500
www.giffelswebster.com

Executive	NS
Manager	NS
Designer	NS
Quality Control	AT
Checker	TS



Skiken Gold
Creating the Future

NOV	REV	DESCRIPTION
03/14/2024	1	OWNER REVIEW
03/14/2024	2	FINAL DESIGN
03/14/2024	3	FINAL DESIGN
03/14/2024	4	FINAL DESIGN
03/14/2024	5	FINAL DESIGN
03/14/2024	6	FINAL DESIGN
03/14/2024	7	FINAL DESIGN
03/14/2024	8	FINAL DESIGN
03/14/2024	9	FINAL DESIGN
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03/14/2024	99	FINAL DESIGN
03/14/2024	100	FINAL DESIGN

SKIKEN GOLD
Real Estate Development
4270 WOODS ROAD
COLUMBUS, OH 43220
514.418.1100

SITE AND PAVING
PLAN

SHEET NO. 11
(HAGGERTY)

DATE: 11.18.2023
SCALE: 1"=30'
PLOT: 20X11.00

DATE	11.18.2023
SCALE	1"=30'
PLOT	20X11.00
PROJECT	20X11.00