

October 15, 2021

ZBA Review

Sign Type and Sign Dimensions (Billboard)

Address: 17600 W. Eleven Mile Road
Parcel ID: 24-13-359-062; -056
Zoning: MX-Mixed Use District

Applicant: Greg Miller
App. Date: 09/07/2021
Reviewer: Eric Pietsch
Jill Bahm, AICP



Proposed Improvements Requiring ZBA Approval

The applicant requires several variances to construct the sign as proposed; 1) to allow the erection of a pole sign; 2) sign dimensions beyond those allowed by the ordinance (sign area and height); 3) to allow an electronic message sign; 4) setback from the front lot line; 5) to permit a sign that projects over the roof of a building; and 6) to permit an LED electronic sign.

General Site Information:

- 1. Summary.** The .32-acre site, zoned MX – Mixed-Use District, is located on the north side of I-696/W. 11 Mile Road between Southfield Road and Lathrup Boulevard. The subject site is currently developed with a 1-story commercial building with access along westbound 11 Mile Road. The applicant is requesting multiple deviations from the sign ordinance to construct a 70-foot high pole sign.
- 2. Variances Requested.** Article 2 of the City of Lathrup Village contains the sign ordinance and regulations for signs in the City. The table below compares the sign standards for the MX district with the proposed sign:

Sign Type	Sign Type	Location	Max. Area	Max. Height	Number
Permitted/Required in the MX District	Monument sign	10 ft minimum front and side yard setbacks	40 sq ft per side	5 ft from ground level to top of sign	1 per parcel
Proposed	Pole sign ¹	2 ft front setback ² ; 0 ft side setback ³	672 sq ft per side ⁴	70 ft to top of sign ⁵	1
¹ Pole signs are prohibited per Section 52-28 ² An 8-ft front setback variance is required per 52-24 D ³ A 10-ft side setback variance is required per 52-24 D ⁴ A 632 sf variance for sign area is required per 52-24 D ⁵ a 65-ft variance for sign height is required per 52-24 D					

In addition to the above, the sign is proposed to be an LED electronic sign, which is not permitted and does not meet the standards of Section 52-23 K and L.

ZBA Considerations for Review

- 3. Standards for Considering Variance Requests.** Section 52-32.E. of the sign ordinance provides the criteria for the ZBA to consider when considering variance requests:

Practical difficulties or unnecessary hardship. Where there are practical difficulties or unnecessary hardship in the way of carrying out the strict letter of this chapter, the board may in passing upon appeals vary or modify its rules or provisions relating to the construction, or structural changes in, equipment, or alteration of buildings or structures or the use of land, buildings or structures, so that the spirit of this chapter shall be observed, public safety secured, and substantial justice done.

The applicant has provided a statement that outlines the reasons for their request. **The ZBA may wish to discuss these concerns with the applicant and explore whether all alternatives for signage (size and location), have been explored.**

We are available to answer questions

Respectfully,
Giffels Webster



Jill Bahm, AICP
Partner



Eric Pietsch
Senior Planner

