



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 11, 2026

REGARDING: 43570 West Oaks Drive # 50-22-15-200-113 (PZ26-0038)

BY: Alan Hall, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Ross Dress for Less

Variance Type

Sign Variance

Property Characteristics

Zoning District: This property is zoned Regional Center (RC)

Location: north of Twelve Mile Road, west of Novi Road

Parcel #: 50-22-15-200-113

Request

The applicant is requesting a variance from the City of Novi Sign Ordinance Section 28-5(b)(1) b. to allow a 258 sq. ft. illuminated wall sign (181.5 sq. ft. permitted by code, variance of 76.5 sq. ft.)

II. STAFF COMMENTS:

The applicant is seeking a sign variance to increase the allowable size of an illuminated wall sign by 77 SF [181.5 SF allowed at this site, 258.5 SF proposed]

Window graphics are not part of this request.

III. RECOMMENDATION:

The Zoning Board of Appeals may take one of the following actions:

I move that we grant the variance in Case No. PZ26-0038 sought by _____,
for _____ because Petitioner has shown practical difficulty including
_____ requiring _____ on the basis of any of the following:

- a. That the request is based upon circumstances or features that are exceptional and unique to the property and do not result from conditions that exist generally in the city or that are self-created including _____.
- b. That 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 because _____.
- c. That the grant of relief would be offset by other improvements or actions, such as increased setbacks or increased landscaping, such that the net effect will result in an improvement of the property or the project _____.
- d. That construction of a conforming sign would require the removal or significant alteration of natural features on the property because _____.
- e. The grant of relief 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 because _____.

The variance granted is subject to:

- 1. _____.
- 2. _____.
- 3. _____.
- 4. _____.

Zoning Board of Appeals

Ross Dress for Less

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I move that we **deny** the variance in Case No. **PZ26-0038** sought by _____,
for _____ because Petitioner has not shown
practical difficulty because: _____
_____.

- a. That the request is based upon circumstances or features that are not exceptional and/or unique to the property and/or that result from conditions that exist generally in the city or that are self-created including _____

_____.
- b. That the failure to grant relief will not unreasonably prevent or limit the use of the property and/or will not result in substantially more than mere inconvenience or inability to attain a higher economic or financial return because _____

_____.
- c. That the grant of relief would not be offset by other improvements or actions, such as increased setbacks or increased landscaping, such that the net effect will not result in an improvement of the property or the project because _____

_____.
- d. That construction of a conforming sign would not require the removal or significant alteration of natural features on the property because _____

_____.
- e. The grant of relief will result in a use or structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will not result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is inconsistent with the spirit and intent of this chapter because _____

_____.

Should you have any further questions with regards to the matter please feel free to contact me at (248) 347-0423.

Alan Hall – Deputy Director Community Development - City of Novi

RECEIVED

JUL 07 2026

CITY OF NOVI
COMMUNITY DEVELOPMENT



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ZONING BOARD OF APPEALS APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

I. PROPERTY INFORMATION (Address of subject ZBA Case)				Application Fee: <u>\$330.00</u>	
PROJECT NAME / SUBDIVISION <u>Ross Sign</u>				Meeting Date: <u>8/14/26</u>	
ADDRESS <u>43570 W Oaks</u>		LOT/SUITE/SPACE #		ZBA Case #: <u>PZ 26-0038</u>	
SIDWELL # <u>50-22- 15 - 200 - 113</u>		May be obtain from Assessing Department (248) 347-0485			
CROSS ROADS OF PROPERTY <u>W. Oaks between Novi Road and Donelson Dr</u>					
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					
II. APPLICANT INFORMATION					
A. APPLICANT		EMAIL ADDRESS		CELL PHONE NO.	
NAME <u>Chris Corradi</u>				TELEPHONE NO.	
ORGANIZATION/COMPANY <u>Aver Sign Co.</u>				FAX NO.	
ADDRESS <u>1285 Wordsworth St</u>		CITY <u>Ferndale</u>		STATE <u>MI</u>	ZIP CODE <u>48220</u>
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 <u>RPT West Oaks II LLC</u>				TELEPHONE NO.	
ORGANIZATION/COMPANY				FAX NO.	
ADDRESS <u>500 N Broadway Ste 201</u>		CITY <u>Jericho</u>		STATE <u>NY</u>	ZIP CODE <u>11753</u>
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 <u>28-5b</u> Variance requested <u>dimensional (sign area)</u>					
2. Section _____ Variance requested _____					
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					



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

[Signature]
Applicant Signature

6/30/26

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.

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
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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:

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:

The total area of our proposed sign is 258.5 sq ft, whereas the total allowed area by ordinance is 250 sq ft, a difference of just over 3%. A 3% increase in the permitted wall sign area is a minimal deviation that preserves the intent of the zoning ordinance while allowing for a balanced, proportionate sign design that is appropriately scaled to the building façade. The requested overage will not adversely affect neighboring properties, traffic safety, or the overall visual character of the area. Granting this variance provides reasonable flexibility without undermining the purpose of the sign regulations and results in a practical, aesthetically compatible installation.

- 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.

Failure to grant the requested 3% sign area variance would unreasonably limit the property's ability to function as intended by restricting adequate business identification and visibility. The requested relief is not sought to increase profitability, but to provide signage that is proportionate to the building and reasonably visible to customers. Denial of the variance would result in substantially more than a mere inconvenience by impairing the property's practical use for its intended commercial purpose, reducing effective wayfinding and customer recognition despite the requested deviation being minimal and having no meaningful impact on neighboring properties or the public interest.

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 requested 3% sign area variance will not result in a structure or use that is incompatible with, or unreasonably interferes with, adjacent or surrounding properties. The proposed sign remains consistent with the scale, design, and commercial character of the area, and the slight increase in sign area will not create adverse impacts related to aesthetics, traffic safety, light, or neighboring property use. Granting the variance achieves substantial justice by allowing the applicant reasonable and effective identification of the business while preserving the rights and interests of surrounding property owners, who will experience no material detriment as a result of the minimal deviation. Furthermore, the request is consistent with the spirit and intent of the sign ordinance, which is to regulate signage in a manner that protects the public health, safety, and welfare while preventing excessive or intrusive signs. Because the requested increase is de minimis and does not undermine these objectives, approval of the variance represents a reasonable application of the ordinance that balances its purpose with the practical use of the property.



SIGN LOCATION



43570 W Oaks 135'

Donelson Dr

43570 W Oaks Dr
Suite B-3



NOTES:

ROSS CONTRACTOR TO PROVIDE:

- ADEQUATE ACCESS BEHIND LOGO LETTER AND CABINET FOR INSTALLATION AND MAINTENANCE, PER ARTICLE 600 OF THE N.E.C.
- ONE (1) 20 AMP 120V ISOLATED SIGN CIRCUIT AND JUNCTION BOXES TO AREA BEHIND SIGN LETTERS CONNECTED TO THE ENERGY MANAGEMENT SYSTEM.
- AT LEAST 1/2" THICK PLYWOOD BACKING BEHIND ALL E.I.F.S. WALL SYSTEM FOR SIGN AND BANNER SUPPORT.

SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 90% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.

ALL COLORS ARE SUBJECT TO ROSS STORES, INC. REVIEW AND APPROVAL. COLOR APPEARANCE MAY BE ALTERED BY PRINTING, SEE APPROVED FINAL CONSTRUCTION DRAWINGS FOR COLOR SPECIFICATIONS.

IF ANY SIGNAGE PROPOSED IN THIS EXHIBIT IS ALTERED BY LOCAL GOVERNMENT AUTHORITIES, ROSS STORES INC. RESERVES THE RIGHT TO, AT NO COST, ADJUST ARCHITECTURAL FEATURES TO BEST ACCOMMODATE THE ALTERED SIGNAGE.

NOTE: SIGN INSTALLER TO CONFIRM SIGN FASCIA DIMENSIONS IN THE FIELD BEFORE INSTALLING ANY SIGNAGE. IF ANY DISCREPANCIES NOTIFY ROSS STORE DESIGN.

*** LIGHTING DETAILS ***

- (A) 72"H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS:
FACES: 1.77 PLASKOLITE OPTIX LD (LIGHT DIFFUSING) 2406 WHITE WITH 3M 3730-167L BLUE VINYL FILM OVERLAY
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LEDS: PRINCIPAL TRUE WHITE
QWIK MOD 3 (7100K)

MOUNTING: 1/4"-20 GALV. THRU BOLTS

PEG OFF: 1/2" SPACERS

*** ATTACHMENT DETAILS ***

- (B) 30"H INDIVIDUAL DFL LOGO LETTERS:
ALL CALLOUTS SAME AS "ROSS" EXCEPT:
RETURNS: 5"D ALUM. W/ WHITE FINISH
TRIM CAP: 1" WHITE JEWELITE

(C) N/A

(D) N/A

(E) TYPICAL DIGITAL GRAPHIC APPLIED TO STOREFRONT WINDOW WITH GRAFFITI GUARD BY SIGN MANAGER. IMAGES MAY VARY FROM WHAT IS SHOWN. SEE SHEET WG FOR DETAILS.

(1) SIGN FASCIA BY ROSS CONTRACTOR, SEE NOTES.

(2) CLEAR ANODIZED ALUMINUM STOREFRONT & DOORS BY ROSS CONTRACTOR.

(3) FROSTED FILM BY ROSS CONTRACTOR.

(4) (2) SETS OF FIVE (5) EYE-BOLTS FOR BANNER ATTACHMENT BY ROSS CONTRACTOR.

(5) STORE HOURS, INCLUDES STORE HOURS, OPERATIONAL DECAL, EBT, GUARD & RESERVE LTR. 55 & OVER AND EXIT/ENTER DECALS. SEE SHEET SH FOR DETAILS.

(6) ADJACENT PARAPET MAY NOT BE HIGHER THAN ROSS BASE BUILDING.

(7) N/A

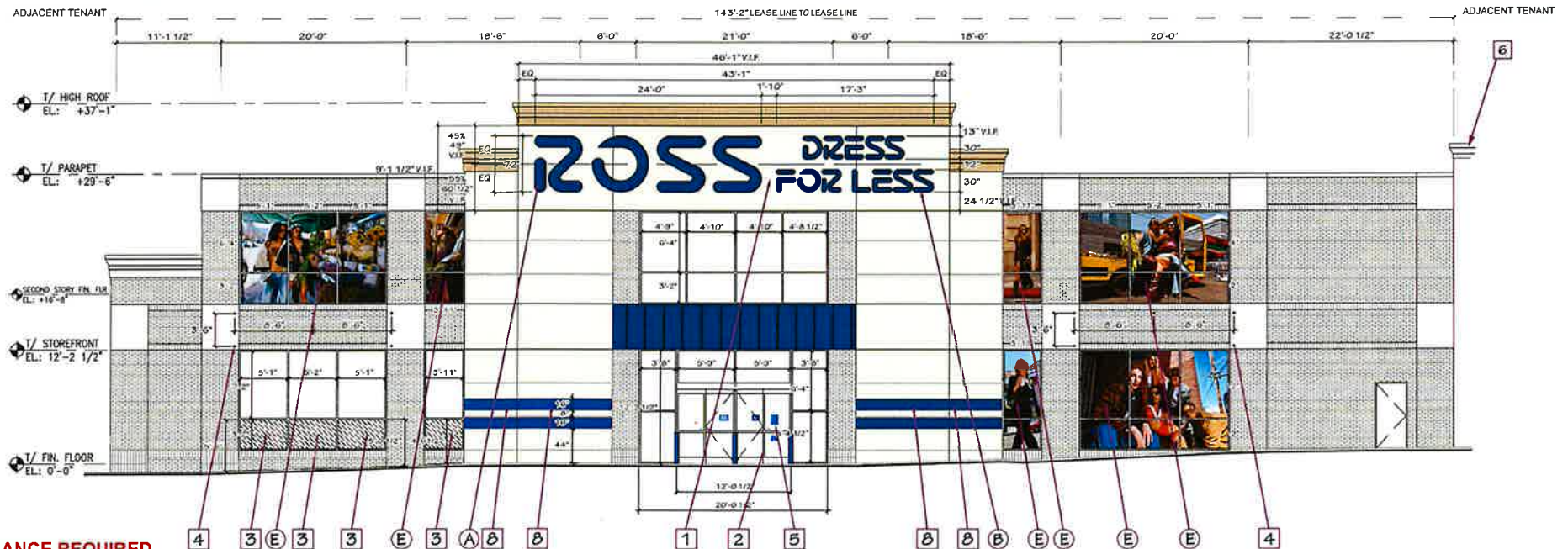
(8) TYPICAL ROSS BLUE IDENTITY BANDS BY ROSS CONTRACTOR.

(9) N/A

(10) N/A

(11) N/A

(12) N/A



VARIANCE REQUIRED

CODE:
65 of Max.

ROSS DRESS FOR LESS

ROSS DFL:
UNDER CANOPY:
(2) WALL PLAQUES
TOTAL:

258.30
NA
NA
258.30

SIGN AREA ALLOWED:
SIGN AREA PROPOSED:

65.00 S.F.
258.30 S.F.

ROSS
WALL PLAQUES:

ROSS
UNDERCANOPY SIGN:

EXHIBIT

PAGE OF

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AD-RSS126856

blair IMAGE ELEMENTS

ROSS DRESS FOR LESS

1 STOREFRONT • NOVI RD • EAST • ELEVATION

SCALE: 3/32" = 1'

#2961 Novi, MI
West Oaks

SWC Novi Road & West 12 Mile Road
Novi, MI 48377

drawn 02/13/26

RB-E

SHEET

S1

*** LIGHTING DETAILS ***

- (A) 72"H INDIVIDUAL "ROSS" PAN CHANNEL
LETTER-LOK LOGO LETTERS:
FACES: .177 PLASKOLITE OPTIX LD
(LIGHT DIFFUSING) 2406 WHITE WITH
3M 3730-167L BLUE VINYL FILM OVERLAY
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
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