



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: 49251 Grand River Avenue, Parcel # 50-22-17-101-017 (PZ22-0006)

BY: Larry Butler, Deputy Director Community Development

I. GENERAL INFORMATION:

Applicant

Johnson Sign Company / Varsity Lincoln

Variance Type

Sign Variance

Property Characteristics

Zoning District:	General Business
Location:	East of Wixom Road and South of Grand River Avenue
Parcel #:	50-22-17-101-017

Request

The applicant is requesting a variance from the City of Novi Code of Ordinances Section 28-5(g) to update a sign previously approved by the Zoning Board of Appeals on April 5, 1994, in case No. 94-035. To convert the existing monument sign to a digital changeable copy sign. The size and location of the existing sign will not be altered. This property is zoned General Business (B-3).

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. **PZ22-0006**, 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. **PZ22-0006**, 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



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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: _____	
PROJECT NAME / SUBDIVISION Varsity Lincoln				Meeting Date: _____	
ADDRESS 49251 Grand River Ave.		LOT/SIUTE/SPACE #		ZBA Case #: PZ _____	
SIDWELL # 50-22-17 - 101 - 017		May be obtain from Assessing Department (248) 347-0485			
CROSS ROADS OF PROPERTY Grand river and Wixom Roads					
IS THE PROPERTY WITHIN A HOMEOWNER'S ASSOCIATION JURISDICTION? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO			REQUEST IS FOR: <input type="checkbox"/> RESIDENTIAL <input type="checkbox"/> COMMERCIAL <input type="checkbox"/> VACANT PROPERTY <input checked="" 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 jay@johnsonsign.com		CELL PHONE NO. 517 784 3720	
NAME James Johnson				TELEPHONE NO. 734 483 2000	
ORGANIZATION/COMPANY Johnson Sign Company				FAX NO.	
ADDRESS 663 S Mansfield		CITY ypsilanti		STATE Mi	ZIP CODE 48197
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 mikes@varsityag.com		CELL PHONE NO. 248 866 0085	
NAME Mike Stanford				TELEPHONE NO.	
ORGANIZATION/COMPANY Varsity Lincoln Properties LLC				FAX NO.	
ADDRESS 49251 Grand River Ave		CITY Novi		STATE MI	ZIP CODE 48347
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>B-3</u>					
B. VARIANCE REQUESTED					
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:					
1. Section _____ Variance requested <u>Update prior 1994 ZBA approval, see attached letter</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) \$200 <input type="checkbox"/> (With Violation) \$250 <input type="checkbox"/> Single Family Residential (New) \$250 <input type="checkbox"/> Multiple/Commercial/Industrial \$300 <input type="checkbox"/> (With Violation) \$400 <input checked="" type="checkbox"/> Signs \$300 <input type="checkbox"/> (With Violation) \$400 <input type="checkbox"/> House Moves \$300 <input type="checkbox"/> Special Meetings (At discretion of Board) \$600					
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

James Jay Johnson
Applicant Signature

1-26-22
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.

MICHAEL STWARD
Property Owner Signature

1/26/22
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:

A sign at this location was approved by the ZBA in April 1994. We are simply requesting approval to convert the sign to a changeable copy digital sign in comportment with Novi Sign Ordinance Sec 28-5(g). We have complied with this section regarding the changeable copy portion of the sign but we were instructed by the city administration that because the original sign was approved by the ZBA any changes must also be approved by the ZBA. Hence we are submitting this application. we are not changing the location or the overall dimensions of this sign.

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.

A changeable copy sign is permitted at this site and the proposed changeable copy portion of the sign meets the ordinance dimensional requirements. Thus, failure to allow this conversion to changeable copy will deny the property owner the otherwise permitted use of the property.

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.

We are not adding a sign. We seek to merely convert the static existing sign to a changeable copy sign. A changeable copy sign is allowed under the sign ordinance and the proposed dimensions of the changeable copy portion of the sign meet the requirements of the ordinance. Accordingly this sign will not have an adverse effect on surrounding properties.

L A W O F F I C E S
LANDRY, MAZZEO & DEMBINSKI, P.C.

D. B. LANDRY
dlandry@lmdlaw.com

37000 GRAND RIVER AVENUE, SUITE 200
FARMINGTON HILLS, MICHIGAN 48335
www.lmdlaw.com

TELEPHONE
(248) 476-6900

FACSIMILE
(248) 476-6564

January 26, 2022

VIA HAND DELIVERY

City of Novi
Zoning Board of Appeals
45175 Ten Mile Road
Novi, MI 48375

RE: Request for ZBA Updated Approval of Existing Sign and Conversion of Sign to Changeable Copy
Property Location: Varsity Lincoln Auto Dealership, 49251 Grand River, Ave., Novi, MI 48347

Dear Zoning Board of Appeals:

Please accept this Zoning Board of Appeals Application for approval of a sign on property by Varsity Lincoln, located at 49251 Grand River Avenue, Novi, MI 48347. (**See Ex. A, ZBA Application**).

In April 1994, the Zoning Board of Appeals approved several signs for the Varsity Lincoln auto dealership at the corner of Grand River Avenue and Wixom Roads. (**See Ex. B**). Over the years, the signs have remained in place with updating. Attached hereto as **Ex. C**, is a photograph of one of the previously approved signs, a monument sign, on the Wixom Road side of Lot No. 50-22-17-010-017. Varsity would like to convert this sign to a digital changeable copy sign which is permitted under City of Novi Sign Ordinance §28-5(g). Varsity submitted a Sign Permit Application to convert the face of the sign – not the size or location – to changeable copy. (**See Ex. D**). The City Administration has indicated that: “the sign would be approvable with regard to size, height, and changeable copy area...so that just leaves the fact that the sign will require an updated approval from the ZBA.” (**See Ex. E**). The Administration has indicated that because the existing sign was originally approved by the ZBA, it would be necessary to obtain an updated ZBA approval for any changes. Accordingly, we submit this request for updated ZBA approval.

Attached as part of **Ex. D** are renderings of the requested sign with dimensions. The location on the parcel is also indicated. Again, we do not intend to alter the size or location of the sign. The Administration has indicated that the size and location comply with city code. We only intend to change the sign face to a digital changeable copy in accordance with the city sign ordinance.

LANDRY, MAZZEO & DEMBINSKI, P.C.

January 26, 2022

Page 2


We would respectfully request that this matter be placed on the March ZBA agenda for consideration.

Also enclosed is a flash drive with the application and all supporting materials in pdf format along with a check in the amount of \$300.00 for the application fee.

Please contact me if there is any further information that is required by the city.

Very truly yours,

LANDRY, MAZZEO & DEMBINSKI, P.C.



David B. Landry

DBL/rhr
Encl.



City of Novi

BOARD OF APPEALS
45175 W. Ten Mile Road
Novi, Michigan 48375-3024
347-0431

April 6, 1994

Anthony Dellicolli, representing
Stanford Brothers Properties Partnership
30600 Northwestern Hwy. Suite 305
Farmington Hills, Michigan 48334

RE: Zoning Board of Appeals Case No. 94-035

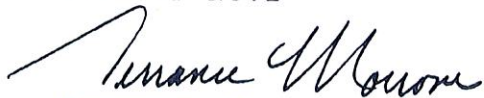
Dear Mr. Dellicolli:

At the April 5, 1994, Regular Meeting of the Zoning Board of Appeals the following motion passed.

THAT IN CASE NO. 94-035 1, 2, 3, 4 & 5 THE PETITIONER'S REQUEST BE GRANTED WITH THE MODIFICATION THAT THE SIGN ON WIXOM ROAD BE MOVED BACK 3 FOOT TO COMPLY WITH THE PROPER LOCATION; THE REASON FOR GRANTING THE VARIANCE IS FOR IDENTIFICATION AND TO DIRECT THE CUSTOMER TRAFFIC FLOW.

Sincerely,

CITY OF NOVI


Terrance Morrone
Deputy Building Official

TM:nm

cc: C. Pfeffer

Variance approval void if permit not obtained
within 90 days of date of decision

REGULAR MEETING OF THE ZONING BOARD OF APPEALS OF THE CITY OF NOVI

TUESDAY - APRIL 5, 1994

CIVIC CENTER - 45175 TEN MILE ROAD

The Meeting was called to order at 7:30 p.m., with Chairman Pfeffer presiding.

ROLL CALL:

PRESENT: Members Bauer, Reinke, Harrington, Foote
Pfeffer

ABSENT: Harris, Antosiak

ALSO PRESENT: Terrance Morrone - Deputy Building Official
Mike Csapo - Staff Planner
Alan Amolsch - Ordinance Enforcement Officer
Nancy McKernan - Recording Secretary

Chairman Pfeffer indicated we have a quorum present; we have five (5) Members of the Board. The Zoning Board of Appeals is a hearing Board empowered by the City Charter and the City Council to hear appeals for variances to the Zoning Ordinances and their application as enforced and reviewed by the Building Department. It takes a vote of four (4) Members of the Board to either grant or deny a variance. Because we have only five (5) Members present this evening, any petitioner that has a case before the Board this evening will be allowed at this time to table it until next month if they wish to do so. Any decision that is made tonight, by four (4) of the five (5) Members will be final. Is there anyone who has a case to present tonight, that would like to table their case until next month?

APPROVAL OF AGENDA:

Chairman Pfeffer indicated there are changes to the agenda this evening.

Case No. 94-028, filed by Singh Development for Crescent Oaks, has requested tabling until the May 3, 1994 Meeting. The applicant is going to appear before the City Council on April 11, 1994, rather than April 4, 1994 as previously thought.

Case No. 94-030, filed by Tim Dearman representing Little Caesars Italian Kitchen, has requested a tabling until the May 3, 1994 Meeting due to the inability of key participants to make the scheduled meeting this evening.

Chairman Pfeffer inquired is everyone in agreement that we can allow these cases to be tabled. Please say Aye. (All Ayes.) We

Case No. 94-033

ROLL CALL: YEAS (4) NAYS (1) MOTION CARRIED
Reinke

CASE NO. 94-035-1-2-3-4-5 FILED BY ANTHONY DELLICOLLI, REPRESENTING
STANFORD BROTHERS PROPERTIES PARTNERSHIP

Anthony Dellicolli, representing Stanford Brothers Properties Partnership is requesting 1) a 27.5' variance to allow a wall sign 42' x 2' (84 square feet) on the north elevation with the verbiage 'VARSITY LINCOLN MERCURY'; 2) and 11' x 1' (11 square feet) wall sign on the west elevation with the verbiage "USED CARS"; 3) a 6 square foot variance to allow an 8' x 1' (8 square feet) wall sign on the east elevation with the verbiage "SERVICE"; 4) a 7' 4" x 3' (22 square feet) ground pole sign with the height from grade being 5' with the verbiage "VARSITY USED CARS" located on Wixom Road; 5) a 7' 4" x 2' (14.6 square feet) ground sign with height from grad being 5', with the verbiage "SERVICE" located on Northfield Blvd.; for property located at 49251 Grand River Avenue.

Tim Stoepker was present and duly sworn.

Tim Stoepker indicated the application that is before the Board tonight is in essence a modified table application from June of 1993. It is essentially the same as what was before you in June of 1993, except for a modification of the wall sign that is facing Grand River Avenue which has been moved on the front face of the building. The application was tabled at that time by the Board to enable us to meet with the sign official and the City Attorney to discuss the interpretation of the sign ordinance as it applied to this particular site, because of some of the unique attributes of this site and the anticipation of a roadway that is to be constructed in conjunction with the site.

Tim Stoepker indicated after that meeting which occurred in June of 1993, I sent a letter to Mr. Watson the City Attorney essentially confirming my understanding of the interpretation of what the ordinance was; I provided a copy this evening to Mr. Amolsch for his review and I will try to summarize what I understand that the meeting stated and what I confirmed in my letter.

Tim Stoepker indicated the letter closed by saying if my understanding is incorrect, please advise to the contrary and I did not receive a contrary letter.

Tim Stoepker indicated I am first going to deal with signs that are permitted by right. I am not going to deal with size, so we understand that. Because the property is located on a corner we are permitted as a matter of right, in my reading of the ordinance, at this time 2 wall signs or 2 ground signs whichever we would select. In this case we are selecting wall signs. The first wall

sign would be the Grand River sign and the second wall sign would be the sign on Wixom, which would be noted as the Used Car Sign. The first ground sign is on the north elevation of the building on the west side. The previous application had the sign located on the east side of the entrance.

Tim Stoecker indicated the other wall sign that is being requested is a wall sign that is on the proposed Northfield Blvd. which was required by the Planning Commission as a condition precedent to an issuance of a final certificate of occupancy for the particular use. It is my understanding that under the ordinance once that roadway is completed that as a matter of right since that is now a third thoroughfare, that we would be able to put a wall sign there as well. Since it is not there now, it is being built, we have to obtain a variance. Once it is done, and Mr. Amolsch can correct me if I am wrong, I think we are permitted to put that sign there as a matter of right because we will be on three thoroughfares under this particular ordinance section. I am relying on Section 26.6 3 part 2 as amended; where it says in the case of a corner lot occupied by a single business and situated on two or more thoroughfares signs may be permitted on each thoroughfare in accord with this chapter. Except if you select a ground sign, you have to go ground sign. So we are selecting the wall signs. Once Northfield is installed that would be the other thoroughfare. That wall sign is located on the east elevation of the building and is right here by the service bay doors. It simply says "Service".

Tim Stoecker indicated the other two signs that are being requested are entry way signs. One that says "Varsity Used Cars" that entry way sign is on Wixom Road. The other entry way sign is on the intended Northfield Blvd. which indicates the Service Entrance.

Tim Stoecker indicated when the site plan was approved by the Planning Commission, they required the road to be installed even though the property behind it was not yet developed. Indicating or requiring that the service focus point of the business ingress and egress off of Northfield Blvd. and that is the reason for that particular street being there. Consequently, since the service entrance is not off Grand River we want to be able to identify that there is a service entrance there. The sign is being placed at that particular location.

Tim Stoecker indicated from a size standpoint, it is my understanding that the Grand River sign exceeds the ordinance requirements as stated in the Building Official's report. The wall signs, I am not clear on, but my understanding of the ordinance they do meet the ordinance requirements due to the setback size of the specific location of the wall signs.

Tim Stoecker indicated let me first deal with the Grand River sign. A wall sign. The Grand River sign is indicated on the elevation of

this site plan and it identifies the name "Varsity Lincoln Mercury". It is on the north elevation on the west side. The length of this sign is 42 feet in length and 2 foot vertical. The length of the sign is essentially one third of the frontage of the building, which I believe has an elevation of approximately 120 feet. The vertical height is 2 feet. The vertical height of the building at this particular location is 24 feet, the sign coverage on the total face of the building is approximately 8.4% of the entire elevation. Depending on the size of the building, it may dictate the size of this sign. It is also depending on how far you are back from the right of way. That is the calculation that was used to identify the permitted size at the location. The frontage on Grand River at this particular location and I backed out the Wixom piece, I went across the actual frontage and then curved around back onto the Novi frontage is 680 feet. It is our contention that the sign is in proportion both to the building size and the lot size, it is not dominant in relation to the building size or to the lot size. This sign will identify Varsity Lincoln Mercury, that is the only identification sign on the wall facing this particular location. Since that is the main sign for the building, we think it is appropriate. The lettering is appropriate. We think it is consistent with the intent of the ordinance that the sign not be over domineering in relationship to the building and the location and that the sign not be over domineering in relationship to other developed properties in the surrounding area and that it be consistent with the intent of maintaining the appropriate aesthetics. It certainly does not dominate the landscape of the building itself and it certainly is in proportion to the size of the building and is certainly in proportion to the amount of setback off of Grand River. Again, it is the sign that says Varsity Lincoln Mercury. It is the only sign on Grand River that says Varsity Lincoln Mercury.

Tim Stoecker indicated the speed limit at this particular location and I understand that there is a stop light is 50 miles per hour and Varsity is an important name to us. The Varsity dealership out of Ann Arbor has a tremendous reputation. We want to make sure that customers understand that this is the Varsity Lincoln Mercury Dealership. Therefore we are requesting that particular size for that particular sign.

Tim Stoecker indicated the Wixom wall sign is 11 square feet. It identified the used car entrance, which is in essence for most dealerships is a separate type of business within a business itself. In looking at the Chevrolet Dealership on Grand River further down and ignoring the height of the sign, there are 3 signs out in front of that dealership. One identifies the dealership, one identified used cars, (these are ground pole signs) and one identifies truck sales. The purpose of the wall sign at this particular location is to specifically identify where the used car dealership is in relationship to the entire dealership. The

location of the sign is approximately 250 feet from the center line, it is 160 feet off of the right of way itself from my calculations and I may be wrong, I tried to scale this off. Based upon that I think that we would be permitted a sign of 72 square feet at that particular location and we are only asking for 11 square feet. The other aspect of this is the building length on this particular elevation is 320 feet across. What we are asking for is one sign on the side which only takes up the lineal distance of 11 feet and it is 1 foot in height. Considering the setback and the entire length of the building it appropriately identifies for the customer when they get on the property where the used car portion of the dealership is and that is the purpose of this sign that is located directly over the used car dealership. Again, considering the lineal distance of that building and the lineal distance of the property for that particular location, which I think is 560 feet of frontage on Wixom Road, this sign is again in proportion to the building and is in proportion to the lot and considering the depth of the building at that particular location and the number of doors for the use of the dealership we believe that it is absolutely necessary to identify where the used car area is. The used car portion of a dealership is targeted towards a separate customer. The used car buyer is not there to buy a new car. To have them wander around the property trying to find where they are is not a way to turn on a customer to your dealership or your ability to help them locate what they want to locate.

Tim Stoecker indicated the entry way sign and again I am not real clear in reading the Notice that we received. I believe the defect in that is that it is on the lot line and it is supposed to be 3 feet off of the lot line and we would agree that it should not be on the lot line, that it should be 3 feet off of the lot line. Again, the purpose of that sign is to identify for the person that the used car entrance is on Wixom Road. The location of this sign is at that particular location and is the entry way sign. We do agree that it should be 3 feet back and that would be an error by the architect in drawing the plans.

Tim Stoecker indicated the other wall sign that we are talking about is the wall sign that I think will be permitted as a matter of right, but again we want once the road is dedicated to make sure that we clearly know what we are asking for; the wall sign that is located over the service bay. These are the service bays if you have driven by the dealership it is constructed at least enough so that you understand that the service bay area is recessed back into the property and it not distinguishable obviously passing by it is recessed. The Service sign is strictly located over the service bay doors, nothing is more frustrating to a customer than to line up to go get served and to find out that they are in the wrong line and they have to get back out and then get to work. Service is a frustrating thing if you are in the wrong line. The elevation show this a little bit better. This is the east elevation of the

property, this is the service bay sign and it is 8 square feet and again it is recessed off. Once you get in here, hopefully, the entry way sign will get you into the right entry way to service and you will see that sign and know appropriately which way to line up within the area. There are service bay doors over here, there is a bay door over here and also at the back of the dealership there are bay doors. Again, you don't want your customers lining up where they should not be lining up on the property and the sign is consistent with the 320 foot frontage on the east elevation of the building. The frontage on Northfield because the entry on Northfield is actually smaller, but the building is still 320 feet. What we are asking for is 8 feet of that. The height again is approximately 24 feet. We believe that wall sign is certainly in proportion to the building and recognizes that the service business is a separate business from the new cars and a person who is there to buy a new car is not there to be serviced and the person who is there to be serviced is not there to buy a new or a used car. It is most helpful to the customer, it is like going to Twelve Oaks when you are looking for Hudson's you don't want to pull in front of Penney's and that is why there is a Hudson sign and a Penney sign and a Lord and Taylor sign. I understand that these are not separate businesses, but they are separate within the entity itself.

Tim Stoecker indicated the last sign is the entryway sign for the service entrance and it just says "Service". That is located on the site plan right here. On a scale of 1 inch to 4, you will see that it does not dominate the site. The purpose again is for the customer to turn into here. It meets the intent of the purpose of an entry way sign.

Tim Stoecker indicated in looking at the surrounding area, it is a commercial and business area as you know and it is a developing area. It is not residential. These signs are consistent or less than size of the other signs in the area, which I understand are mainly Wixom signs. They certainly are consistent with the signage in the area, or smaller in size for the area. They are only illuminated during business hours, they are not going to cause light into someone's bedroom or interfere with their evening time. They are not going to be humming, because we do know that some signs hum; they are not going to be humming into someone's night time. They are not of such nature to impede any light or air to any surrounding business. They are not such size or nature to create a traffic hazard, either by size or by blocking visual corner turning of ingress or egress from the premises in of themselves. Aesthetically, as I have stated, they are consistent with the size of the property and the size of the building in of itself. We believe that there are certain practical difficulties with complying with the ordinance because of the size of the property, because of the different streets that it is on and the required ingress off of Northfield Blvd. in the sense that we want

to make sure that people are appropriately directed to where they belong. If there was one lineal piece and you could put "service" here and "used" here, you could see this out front and it would be very easy for you to be able to figure out where you are on the piece of property. That is what the Chevy dealership has, used cars here, trucks here and you know that is where you turn in. We unfortunately don't have that situation the way the piece is developed and the way that they wanted it developed through the site plan process. In reference to the wall sign that faces over Grand River Avenue, that is the marquee sign that Varsity Lincoln Mercury and again it is a slight increase over that which is permitted but we think it is certainly consistent with the requirements of the ordinance, it is certainly consistent with the size of the building. Considering the nature of that particular area, the nature of Grand River and it's intended widening, we believe that the full impact or the visibility of the sign and the size of the sign that we are requesting is necessary for customer visibility and access to the store itself. For those reasons we are asking for the variances that we are seeking or the sign permits because I am still not clear as to what variances are being sought but we presented this as a package to the Board so that the Board clearly understood where we are coming from. I think we need a variance on the Northfield side until the road is actually in. We need a variance on the wall sign on Grand River, 27 square foot. I think the other ones other than the 3 foot setback that we probably comply with the ordinance, but I would need Mr. Amolsch's opinion on that.

Tim Stoeper indicated in reading the Notice by the way, and I am not trying to be difficult, it just didn't say what the remaining signs what variances were there, and I did not file the application directly with Mr. Amolsch. I have reviewed this and based upon my conversations with the City Attorney, which we confirmed in writing, my understanding was that the signs that we were requesting were all permitted except for the Northfield sign and that the size problem existed on the Grand River sign. I will be happy to answer any questions.

Chairman Pfeffer indicated there was a total of 15 Notices sent to owners of property within a 300 foot radius of the subject premises. There was a total of 2 written responses returned. Copies in file.

AUDIENCE PARTICIPATION:

There was no audience participation.

DISCUSSION:

Alan Amolsch indicated this sign package was filed as a total site plan package. While the presentation stated that he was entitled

to this sign and entitled to that sign; each sign standing on its own with the exception of the north wall sign could be approved. However, if you add them altogether, they all need a variance because for one thing as we stated to the applicant at a meeting that we had some months ago. Once you select a ground pole sign and put it on the premises, which they have two although he calls them entrance way signs, but they are ground pole signs. He is asking for two. If he selects even one, according to the ordinance he needs a variance for any other signs on the property. These are all going to be needing approval from the ZBA; each one of these signs if they select a ground sign and place it on the premises.

Member Reinke indicated I think as a package you did an excellent job. I think you were low keyed. I think that you did the identification that you needed. Other than the one sign off of Wixom Road that needs to be moved back in 3 feet, I think it is an excellent presentation, it is adequate signage, it is low keyed and like I said a very good job.

Member Harrington inquired when the Northfield is road is completed you are entitled to your sign as a matter of right, why should we address a variance at this point.

Tim Stoepker indicated because of this package. We did not want to come in and say 4 signs are before the Board and then all of a sudden you drive down the street and you see another sign over the entrance. So we identified the signs that we were asking for. I wasn't clear in my mind even after the meeting and I wanted to make sure that is was clear and so if the Board says yes you can once you put that in, that is OK. But Mr. Amolsch has indicated that once you put this package together it does create some difficulties but at the same time we wanted to give you a package. We might be able to put that sign up as a matter of right, but I don't want to submit that application after Nowick's property who has control over that road finishes it and I submit the application after the dealership is up and the Building Official correctly says or incorrectly says, you should have done this before. That is why we are doing it now.

Alan Amolsch indicated it would still require a variance due to the ground sign issue. Our ordinance is very specific with the number of signs, when you select a ground sign. That is it. That is all that the ordinance allows after that. We don't allow combinations; when he says it allows wall signs on thoroughfares, he is correct. However, there again, once you choose a ground sign and place it on the premises you are not entitled to those wall signs anymore.

Tim Stoepker indicated I think the interpretation, once you pick the ground sign you

Alan Amolsch indicated only the ground sign will be permitted, that is what is said in the ordinance.

Tim Stoepker indicated if you don't pick the ground signs and use the wall signs, the thoroughfares do have an impact.

Moved by Member Reinke,

Seconded by Vice-Chairman Bauer,

THAT IN CASE NO. 94-035 1, 2, 3, 4, & 5 THE PETITIONER'S REQUEST BE GRANTED WITH THE MODIFICATION THAT THE SIGN ON WIXOM ROAD BE MOVED BACK 3 FOOT TO COMPLY WITH THE PROPER LOCATION; THE REASON FOR GRANTING THE VARIANCE IS FOR IDENTIFICATION AND TO DIRECT THE CUSTOMER TRAFFIC FLOW.

Discussion on motion:

Vice-Chairman Bauer inquired when is that road going to be finished?

Tim Stoepker indicated Mr. Stanford was asking me that the other day and it is my understanding that Nowick's will sign a contract tomorrow morning with the contractor. That road was supposed to have been completed on November 1st, and then we wouldn't have had to discuss that issue. Since they waited so long to get their permit they had to wait until you can start pouring concrete which is April 15, which is when the frost laws go into affect. We want it done yesterday.

Chairman Pfeffer indicated I will support the motion and I support the motion because of the simplicity of the signs that are requested and the necessity of various signs for direction within the facility itself.

ROLL CALL: YEAS (5) NAYS (0) MOTION CARRIED

OTHER MATTERS:

Chairman Pfeffer indicated since there are only five of us tonight I don't think that we have any other matters to bring up.

Member Reinke indicated I have one item that I would like to bring up. Since we have had our two members reappointed, I think we should put the election of officers on next month's agenda.

Chairman Pfeffer indicated we will have the election of officers next month and hope for a full Board.

ADJOURNMENT:

The meeting was adjourned at 10:50 p.m.

Date Approved _____

Nancy C. McKernan
Recording Secretary



View From 41 - Phase

CITY OF NOVI – SIGN PERMIT APPLICATION
COMMUNITY DEVELOPMENT
(248) 347-0415



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

All signs must have one plot plan showing sign location, any easements and right-of-way.

All ground signs require a sign foundation permit. Submit a separate building permit application for ground sign foundation along with three signed/sealed engineered drawings and calculations to the Novi Building Department.

Address of Installation 49251 Grand River Date 1/20/22

Owner of Sign Varsity Lincoln Address 49251 Grand River

City Novi State MI Zip 48347 Phone 248-305-5300

Erector Johnson Sign Co. Address 663 S. Mansfield City Ypsilanti
5306013

State MI Zip 48197 Erector's License No. ~~546452~~ Phone 734-483-2000

EMAIL Jay.johnsonsign.com

Type of Sign Entranceway Business Center Wall Ground Awning Projecting

Is this sign illuminated? yes Lineal frontage of this business 320' (multiple tenant)

Is this a multi-tenant building? NO Is this a multi-story building? NO

Is this a single tenant building on a single parcel of land? yes Distance from street centerline 57.15
(single tenant)

Size/Measurement: Horizontal 7'5" Vertical ~~4'~~ 4' Area Sq. Ft. 29.67

Height from Grade to Top of Sign 6' Copy to be on Sign Various

* Replacing existing sign using existing foundation + electric

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

James Jay Johnson

SIGNATURE OF APPLICANT OR AGENT

512 784-3720

TELEPHONE NUMBER

JAMES JAY JOHNSON

PRINTED NAME

Reviewed by _____ Date _____

Approved

Not Approved – Reason for Denial _____

ZONING BOARD OF APPEALS (if applicable)

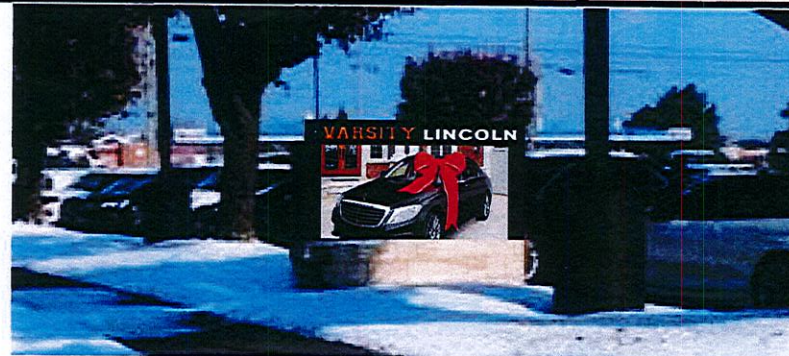
Approved

Not Approved Case No. _____ Date _____

PROJECT DESCRIPTION

REPLACE THE CURRENT DOUBLE FACE 3' X 7'4" SIGN CABINET ON BLOCK BASE WITH
 (1) 10.2' X 89" DOUBLE FACE LED ILLUMINATED SIGN CABINET WITH ROUTED OUT ALUMINUM FACES ACRYLIC BACKED

(1) THINKSIGN ELECTRIC MESSAGE CENTER:
 DOUBLE FACE
 FULL COLOR 16 MILLIMETER,
 37.8" X 75" X 7" CABINET SIZE
 7" ALUMINUM FILL ON EACH SIDE
 UTILIZING EXISTING BLOCK BASE & ELECTRICITY.



2240 Lansing Ave. Jackson, MI 49202
 1800 S. Cedar St. Lansing, MI 48910
 663 S. Mansfield St. Ypsilanti, MI 48197
 517-784-5720/www.johnsonsign.com

JOB NAME: VARSITY LINCOLN

LOCATION: 49251 GRAND RIVER
NOVI MI

ACCOUNT REP: STEVE

DESIGNER: LE

REVISION: _____

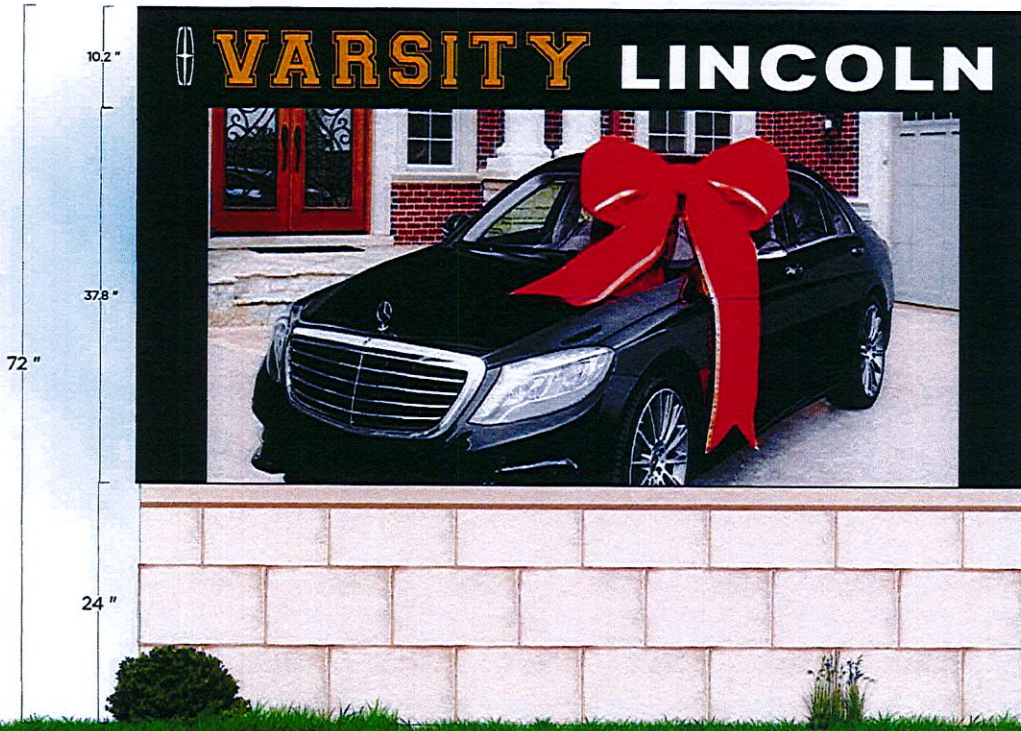
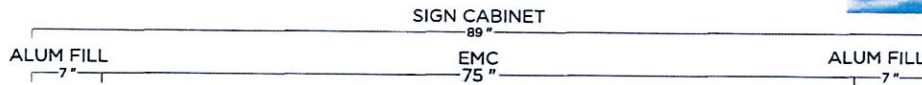
NOTES:
(1) NEW SIGN CABINET
AND ONE NEW EMC

FILE NAME: VAR-MS-EMC-012022

SCALE: 1"=1'

This design and all material appearing hereon constitute the original unpublished work of Johnson Sign Co. may not be duplicated, used or disclosed without written consent.

PROPOSED RENDERING



29.67 SQ. FT.



UL THIS SIGN IS INTENDED TO BE MANUFACTURED IN ACCORDANCE WITH ARTICLE 609 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BEAR UL LABEL(S).

JOHNSON SIGN CO DOES NOT PROVIDE PRIMARY ELECTRIC TO SIGN LOCATION RESPONSIBILITY OF OTHERS

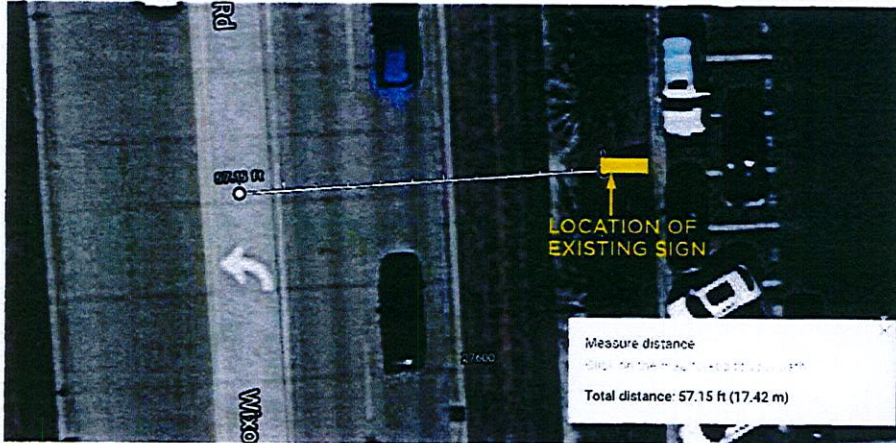
CUSTOMER APPROVAL: _____

DATE: _____

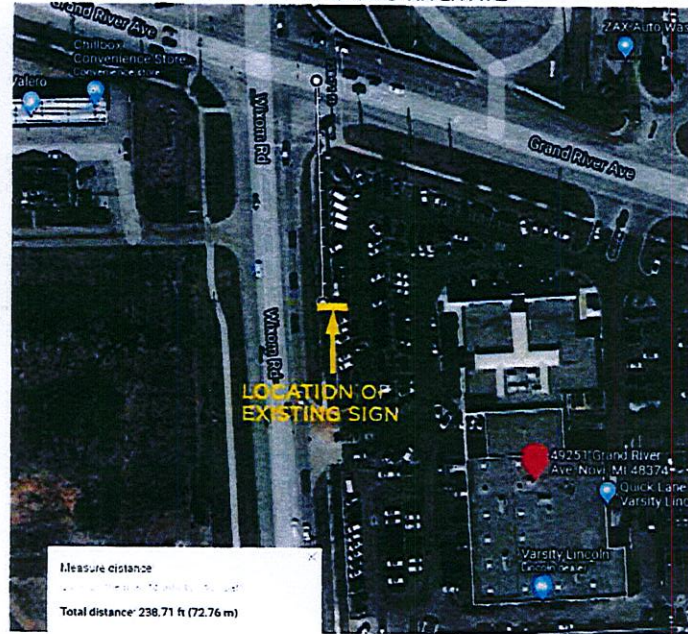


INTERNATIONAL SIGN ASSOCIATION

57.15 FROM EDGE OF SIGN TO CENTER OF TURNING LANE ON WIXOM RD.



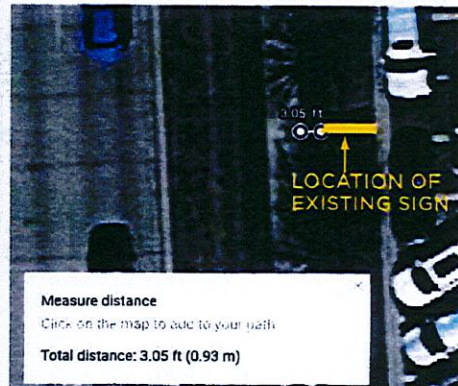
238.71' SIGN TO CENTER OF GRAND RIVER AVE



119.24' FROM EDGE OF SIGN TO BUILDING



3.05' FROM EDGE OF SIGN TO EDGE OF SIDEWALK



(4) DIFFERENT AERIALS SHOWING LOCATION OF EXISTING MONUMENT SIGN



2249 Lansing Ave., Jackson, MI 49202
1800 S. Cedar St., Lansing, MI 48910
463 S. Washtenaw St., Ypsilanti, MI 48097
517-754-3770 www.johnsonsign.com

JOB NAME: Varsity Lincoln
LOCATION: 49251 GRAND RIVER
NOVI MI
ACCOUNT REP: STEVE
DESIGNER: LE
REVISION: _____

NOTES:
NEW EMC MOUNTED
ON BLOCK BASE

FILE NAME: VAR-PERMIT 5-120621
SCALE: 3/4"=1'

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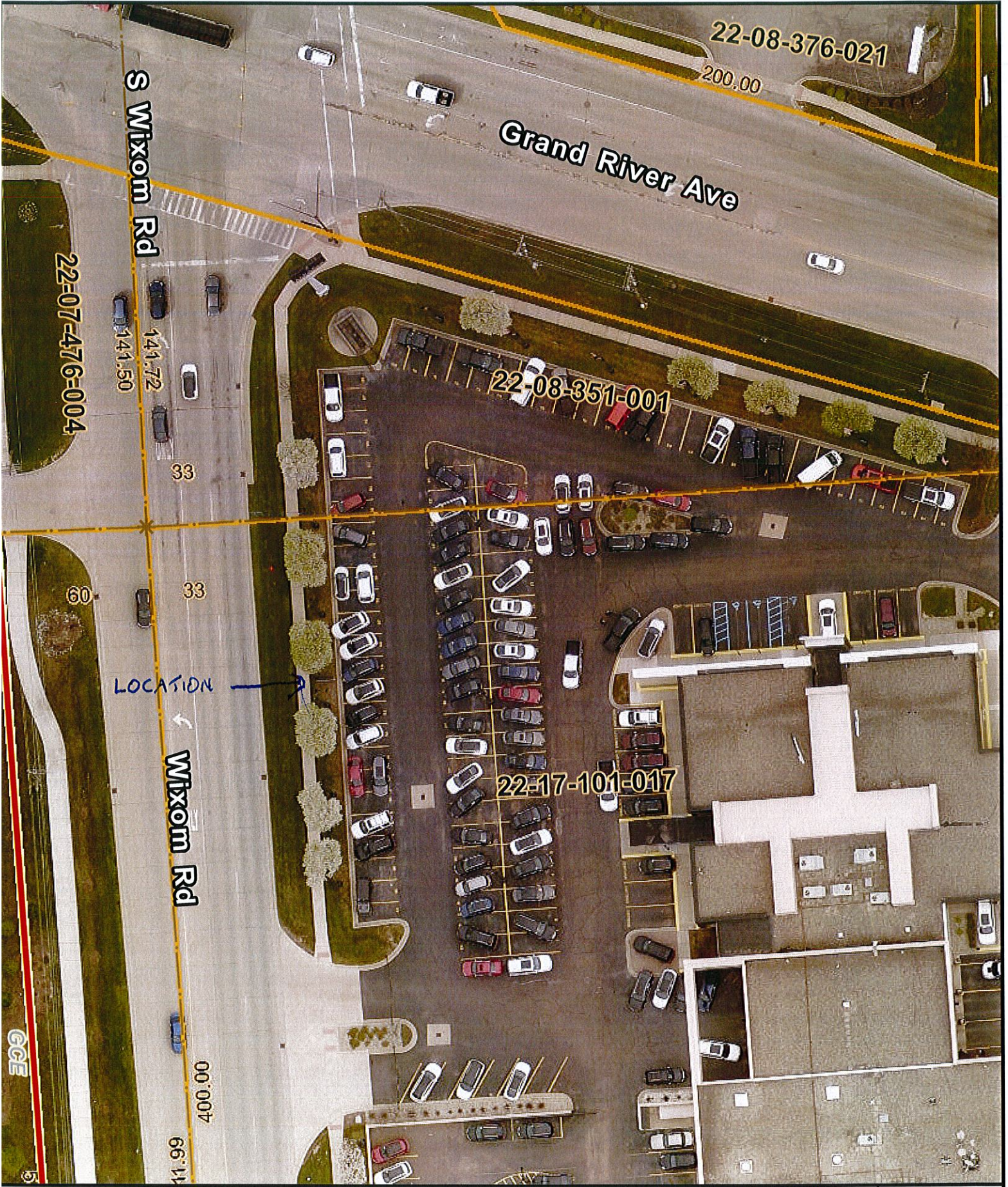
THIS SIGN IS INTENDED TO BE MANUFACTURED IN ACCORDANCE WITH ARTICLE 602 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN SIGN WILL BEAR UL LABEL(S).









CUSTOMER APPROVAL: _____

DATE: _____



Varsity 2




-  2 Foot Contours
-  5 Foot Contours
-  FEMA Base Flood Elevations
-  FEMA Cross Sections
-  100 yr - FEMA Floodplain
-  100 yr (detailed) - FEMA Floodplain
-  500 yr - FEMA Floodplain
-  FLOODWAY - FEMA Floodplain

Disclaimer: The information provided herewith has been compiled from recorded deeds, plats, tax maps, surveys and other public records. It is not a legally recorded map or survey and is not intended to be used as one. Users should consult the information sources mentioned above when questions arise. FEMA Floodplain data may not always be present on the map.

OAKLAND COUNTY
 ECONOMIC DEVELOPMENT & COMMUNITY AFFAIRS

David Coulter
 Oakland County Executive

Date Created: 1/25/2022


 NORTH
 1 inch = 50 feet

David Landry

From: Underhill, Maureen <munderhill@cityofnovi.org>
Sent: Monday, January 10, 2022 11:06 AM
To: David Landry
Subject: Varsity Lincoln ground sign
Attachments: 4218_001.pdf; April 5 1994 ZBA minutes.pdf

Hi Mr. Landry - attached are the ZBA documents for the existing ground sign.

I looked over the revised sign plan with the changeable copy area being 2/3. It appears the sign would be approvable with regard to size, height and changeable copy area. Please ask the sign company to submit a new permit application with the updated info.

So that just leaves the fact that the sign will require an updated approval from the ZBA. An application to ZBA should be submitted by Feb 1st in order to be on the March 8th agenda.

Please let me know if there's anything else for now. Thanks M-



Maureen Underhill | Code Compliance Officer

City of Novi | 45175 Ten Mile Road | Novi, MI 48375 USA

t: 248.735-5602 | cityofnovi.org

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