



## COMMUNITY DEVELOPMENT DEPARTMENT

45175 Ten Mile Road  
Novi, MI 48375  
(248) 347-0415 Phone  
(248) 735-5600 Facsimile  
[www.cityofnovi.org](http://www.cityofnovi.org)

## ZONING BOARD OF APPEALS STAFF REPORT

**FOR:** City of Novi Zoning Board of Appeals

**ZONING BOARD APPEALS DATE:** November 14, 2023

**REGARDING:** 41500 Ten Mile Road, Parcel # 50-22-23-426-017 (PZ23-0049)

**BY:** Alan Hall, Deputy Director Community Development

### I. GENERAL INFORMATION:

#### **Applicant**

Johnson Sign Company

#### **Variance Type**

Sign Variance

#### **Property Characteristics**

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

Location: north of Ten Mile Road, west of Meadowbrook Road

Parcel #: 50-22-23-426-017

#### **Request**

The applicant is requesting a variance from the City of Novi Sign Ordinance Section 28-5(a) to allow an additional wall sign on the south elevation (maximum of one wall sign is allowed for this tenant, a variance of one additional wall sign). This property is zoned General Business (B-3).

### II. STAFF COMMENTS:

*The applicant, Pure Car Wash, is seeking a variance to allow a second sign to face Ten Mile Road, being additional to their sign facing Meadowbrook Road. The property is not technically located at the corner of Meadowbrook Road and Ten Mile Road, but there is an entrance from Ten Mile Road and providing additional signs to make the overall wayfinding design more efficient seems appropriate.*

**III. RECOMMENDATION:**

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

I move that we grant the variance in Case No. PZ23-0049, sought by **The Johnson Sign Company**, 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. \_\_\_\_\_.

I move that we **deny** the variance in Case No. **PZ23-0049**, sought by **Johnson Sign Company**, 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 \_\_\_\_\_
- 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



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## ZONING BOARD OF APPEALS APPLICATION

RECEIVED

OCT 02 2023

CITY OF NOVI  
COMMUNITY DEVELOPMENT

APPLICATION MUST BE FILLED OUT COMPLETELY

|  |  |  |                                |   |
|--|--|--|--------------------------------|---|
| <b>I. PROPERTY INFORMATION (Address of subject ZBA Case)</b>   |  |  |                                | Application Fee: <span style="font-size: 1.5em; color: blue;">\$300.00</span><br><br>Meeting Date: <span style="font-size: 1.5em; color: blue;">11-14-23</span><br><br>ZBA Case #: <span style="font-size: 1.5em; color: blue;">PZ 23-0049</span> |
| PROJECT NAME / SUBDIVISION<br>Pure Car Wash  |  |  |                                |   |
| ADDRESS<br>41500 W. 10 Mile Rd Novi MI 48375   |  | LOT/SIUTE/SPACE #  |                                |   |
| SIDWELL #<br>50-22-23 - 426 - U17  |  | May be obtain from Assessing Department (248) 347-0485   |                                |   |
| CROSS ROADS OF PROPERTY<br>W. 10 Mile and Meadowbrook Rd.  |  |  |                                |   |
| IS THE PROPERTY WITHIN A HOMEOWNER'S ASSOCIATION JURISDICTION?<br><input type="checkbox"/> YES <input checked="" type="checkbox"/> NO  |  | REQUEST IS FOR:<br><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 checked="" type="checkbox"/> NO   |  |  |                                |   |
| <b>II. APPLICANT INFORMATION</b>   |  |  |                                |   |
| <b>A. APPLICANT</b>  |  | EMAIL ADDRESS<br>jim@johnsonsign.com   | CELL PHONE NO.<br>517-414-5111 |   |
| NAME<br>Jim Johnson  |  | TELEPHONE NO.  |                                |   |
| ORGANIZATION/COMPANY<br>Johnson Sign Company   |  | FAX NO.  |                                |   |
| ADDRESS<br>2240 Lansing Ave.   |  | CITY<br>Jackson  | STATE<br>MI                    |   |
|  |  |  | ZIP CODE<br>49202              |   |
| <b>B. PROPERTY OWNER</b> <input type="checkbox"/> CHECK HERE IF APPLICANT IS ALSO THE PROPERTY OWNER   |  |  |                                |   |
| Identify the person or organization that owns the subject property:  |  | EMAIL ADDRESS<br>kburt48375@aol.com  | CELL PHONE NO.<br>248-303-5479 |   |
| NAME<br>Keith Burt   |  | TELEPHONE NO.  |                                |   |
| ORGANIZATION/COMPANY<br>Aneas Group LLC  |  | FAX NO.  |                                |   |
| ADDRESS<br>15065 Sheldon Rd  |  | CITY<br>Plymouth   | STATE<br>MI                    |   |
|  |  |  | ZIP CODE<br>48170              |   |
| <b>III. ZONING INFORMATION</b>   |  |  |                                |   |
| <b>A. ZONING DISTRICT</b>  |  |  |                                |   |
| <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<br><input type="checkbox"/> I-1 <input type="checkbox"/> I-2 <input type="checkbox"/> RC <input type="checkbox"/> TC <input type="checkbox"/> TC-1 <input checked="" type="checkbox"/> OTHER <u>B-3</u>   |  |  |                                |   |
| <b>B. VARIANCE REQUESTED</b>   |  |  |                                |   |
| INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:   |  |  |                                |   |
| 1. Section <u>SEC 28-5(a)</u> Variance requested <u>(1) Additional sign, single-tenant building B-3 Zoning Dis</u>   |  |  |                                |   |
| 2. Section _____ Variance requested _____  |  |  |                                |   |
| 3. Section _____ Variance requested _____  |  |  |                                |   |
| 4. Section _____ Variance requested _____  |  |  |                                |   |
| <b>IV. FEES AND DRAWINGS</b>   |  |  |                                |   |
| <b>A. FEES</b>   |  |  |                                |   |
| <input type="checkbox"/> Single Family Residential (Existing) \$200 <input type="checkbox"/> (With Violation) \$250 <input type="checkbox"/> Single Family Residential (New) \$250<br><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<br><input type="checkbox"/> House Moves \$300 <input type="checkbox"/> Special Meetings (At discretion of Board) \$600 |  |  |                                |   |
| <b>B. DRAWINGS 1-COPY &amp; 1 DIGITAL COPY SUBMITTED AS A PDF</b>  |  |  |                                |   |
| <ul style="list-style-type: none"> <li>• Dimensioned Drawings and Plans</li> <li>• Site/Plot Plan</li> <li>• Existing or proposed buildings or addition on the property</li> <li>• Number &amp; location of all on-site parking, if applicable</li> <li>• Existing &amp; proposed distance to adjacent property lines</li> <li>• Location of existing &amp; proposed signs, if applicable</li> <li>• Floor plans &amp; elevations</li> <li>• Any other information relevant to the Variance application</li> </ul>         |  |  |                                |   |





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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:

With the address and entrance from W. Ten Mile Rd, there is no sign on the building to guide them where to go once they enter the property. This would be distracting for drivers as they enter the parking lot. A sign on the South side of the building will be visible from both directions of W. Ten Mile Rd and from Northbound Meadowbrook Rd.

**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:

Citizen's Bank on the corner blocks direct visibility of the car wash which makes it more difficult to see the building from the South angles. With a wall sign on the South side of the car wash we will be able to safely direct passengers to the car wash entrance.

**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:

The building on the corner, Citizen's Bank, blocks the visibility of the car wash on the South side.

**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:

## **Standard #2. Limit Use of Property.**

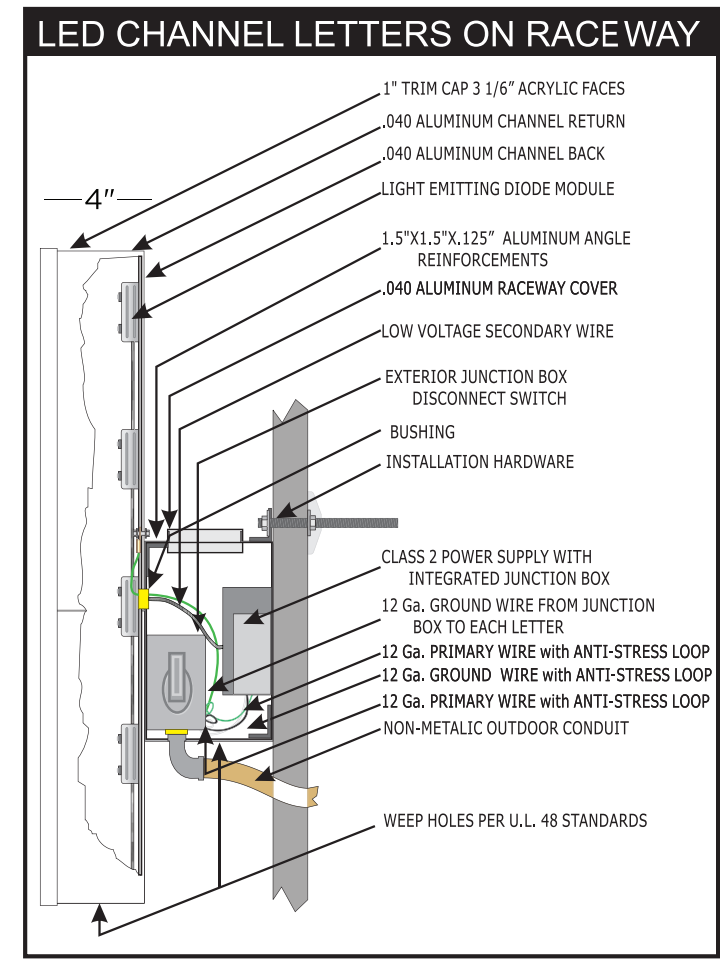
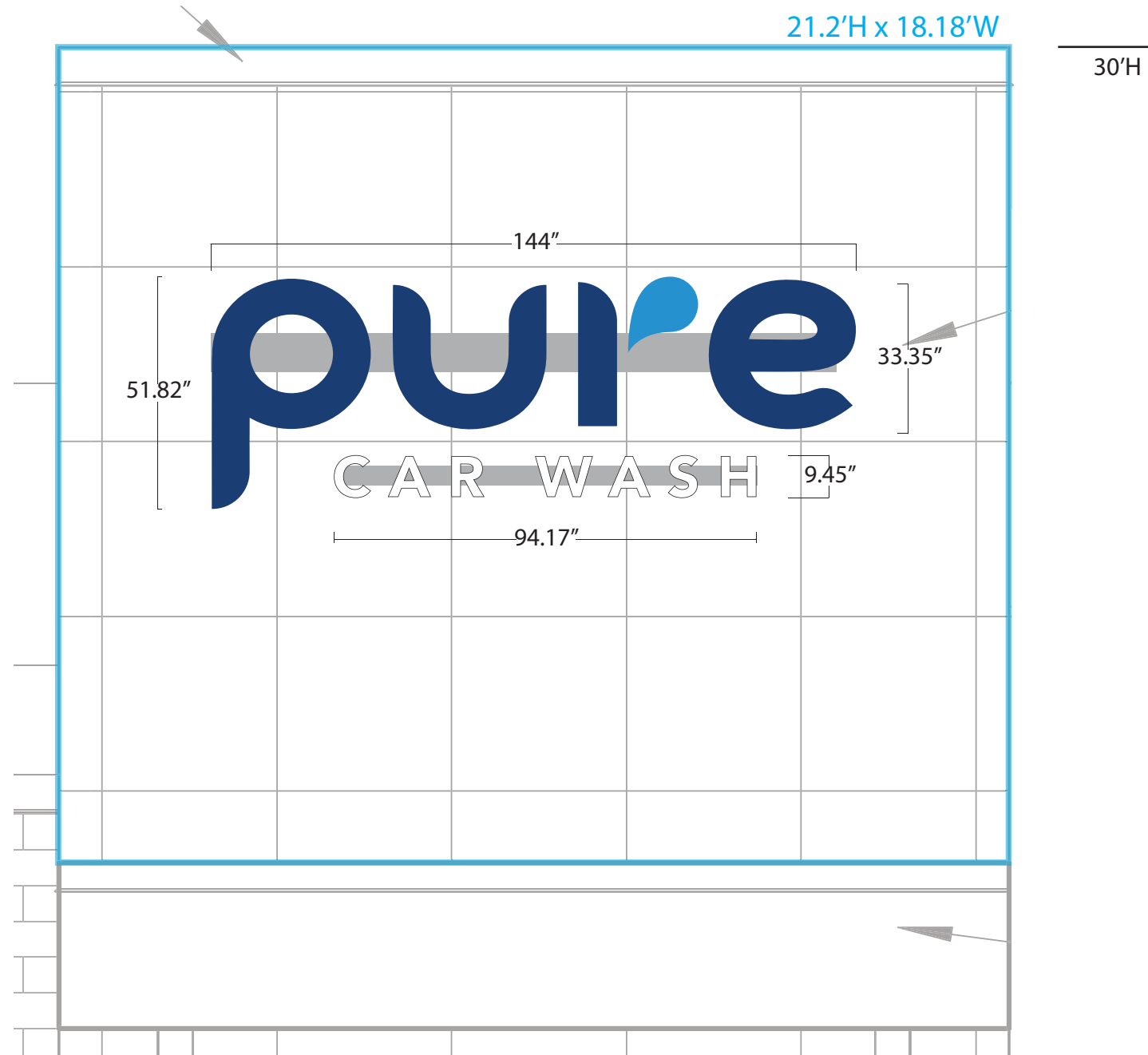
Explain how the failure to grant relief will unreasonably prevent or limit the use of the property and will result in substantially more than mere inconvenience or inability to attain a higher economic or financial return.

Without a sign on the South side of the building, people will have a difficult time locating it from W. Ten Mile.

## **Standard #3. Adverse Impact on Surrounding Area.**

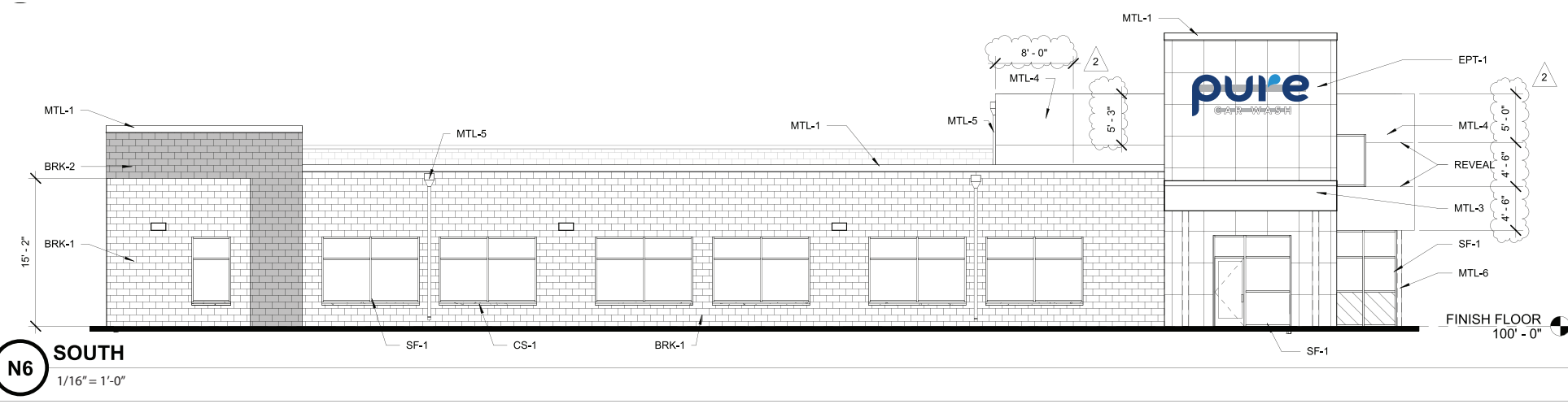
Explain how the Sign Variance will not result in a use or structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is not inconsistent with the spirit and intent of this chapter.

There is no foreseen adverse impact to the surrounding area.



### Tower Sign Proposal

(1) SET OF INTERNALLY ILLUMINATED CHANNEL LETTERS ON RACEWAYS MOUNTED ON SOUTH FACE OF TOWER. SIGN WILL REQUIRE (1) 20A 120V DEDICATED CIRCUIT (BY OTHERS) **51.8 SF**



|                           |  |
|---------------------------|--|
|                           |  |
| PRINTED TO MATCH PMS 541  | WHITE RETURNS & TRIM CAP /CAR WASH FACES |
|                           |  |
| PRINTED TO MATCH PMS 2925 | RACEWAY TO MATCH COLOR TBD               |



2240 Lansing Ave., Jackson, MI 49202  
 2900 Alpha Access St, Lansing, MI 48910  
 663 S Mansfield St., Ypsilanti, MI 48197  
 1965 Pine Creek Rd, Manistee, MI 49660  
 517-784-3720/www.johnsonsign.com

JOB NAME: PURE CAR WASH - NOVI

LOCATION: 41500 W. 10 MILE RD  
NOVI MI 48375

ACCOUNT REP: GI

DESIGNER: LE/GI

REVISION: 03

NOTES:  
FURNISH & INSTALL  
THE FOLLOWING  
CHANNEL LETTER SIGN  
ON TOWER FACING 10  
MILE ROAD

FILE NAME: 232470-01

SCALE: \_\_\_\_\_

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.

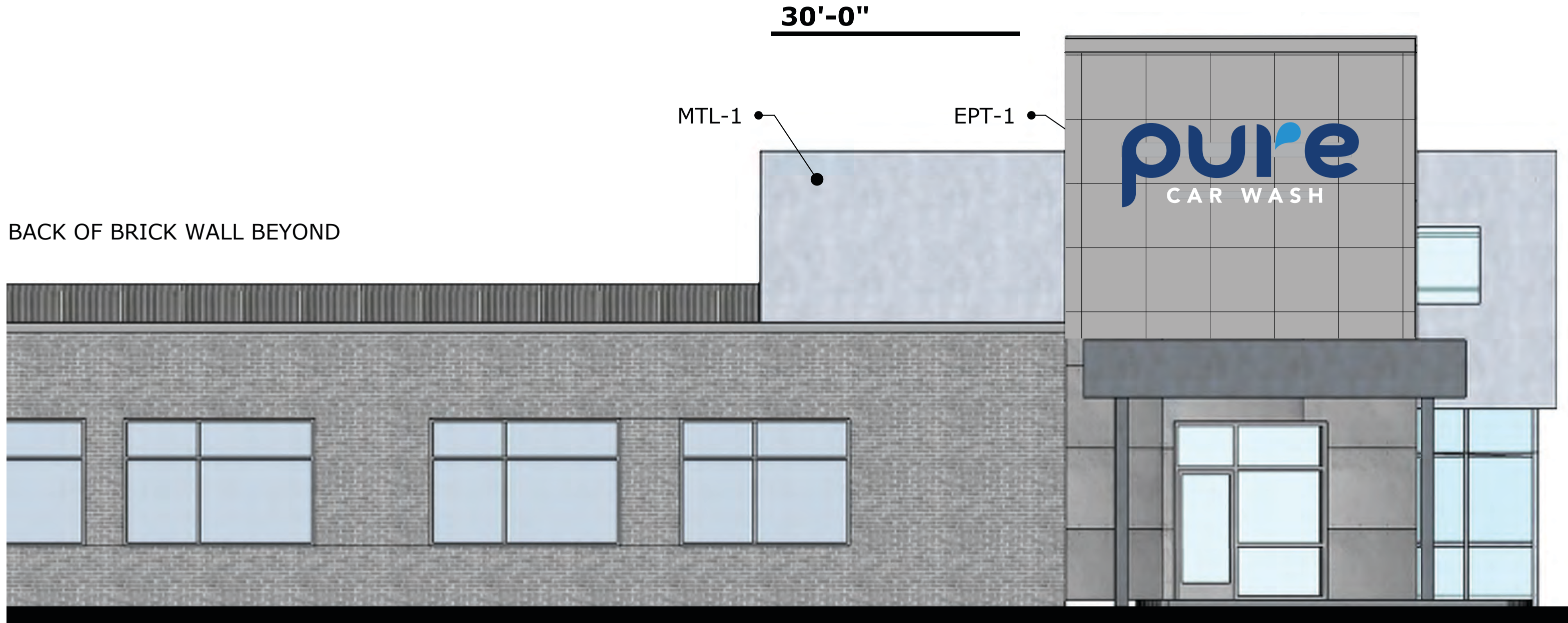
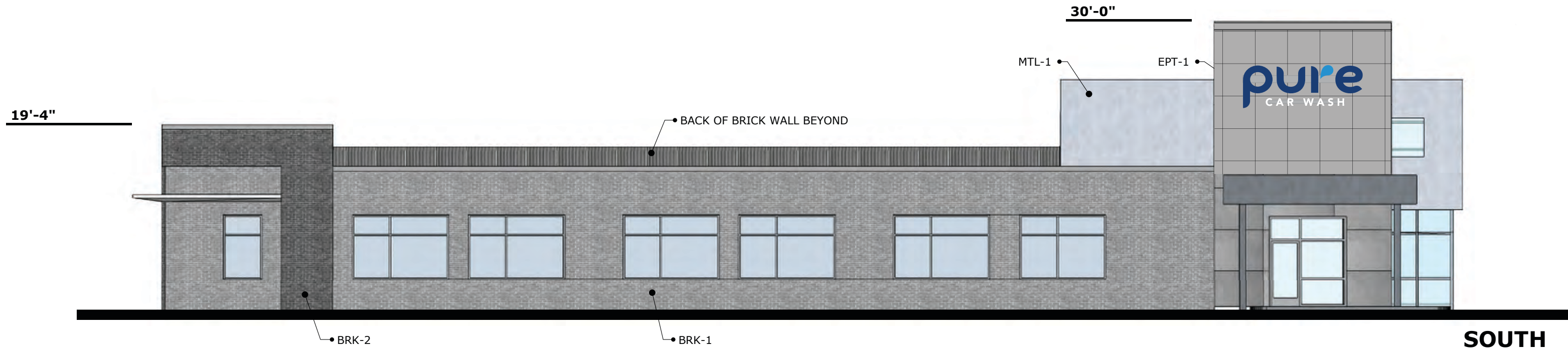
THIS SIGN IS INTENDED TO BE MANUFACTURED IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BEAR UL LABEL(S).

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

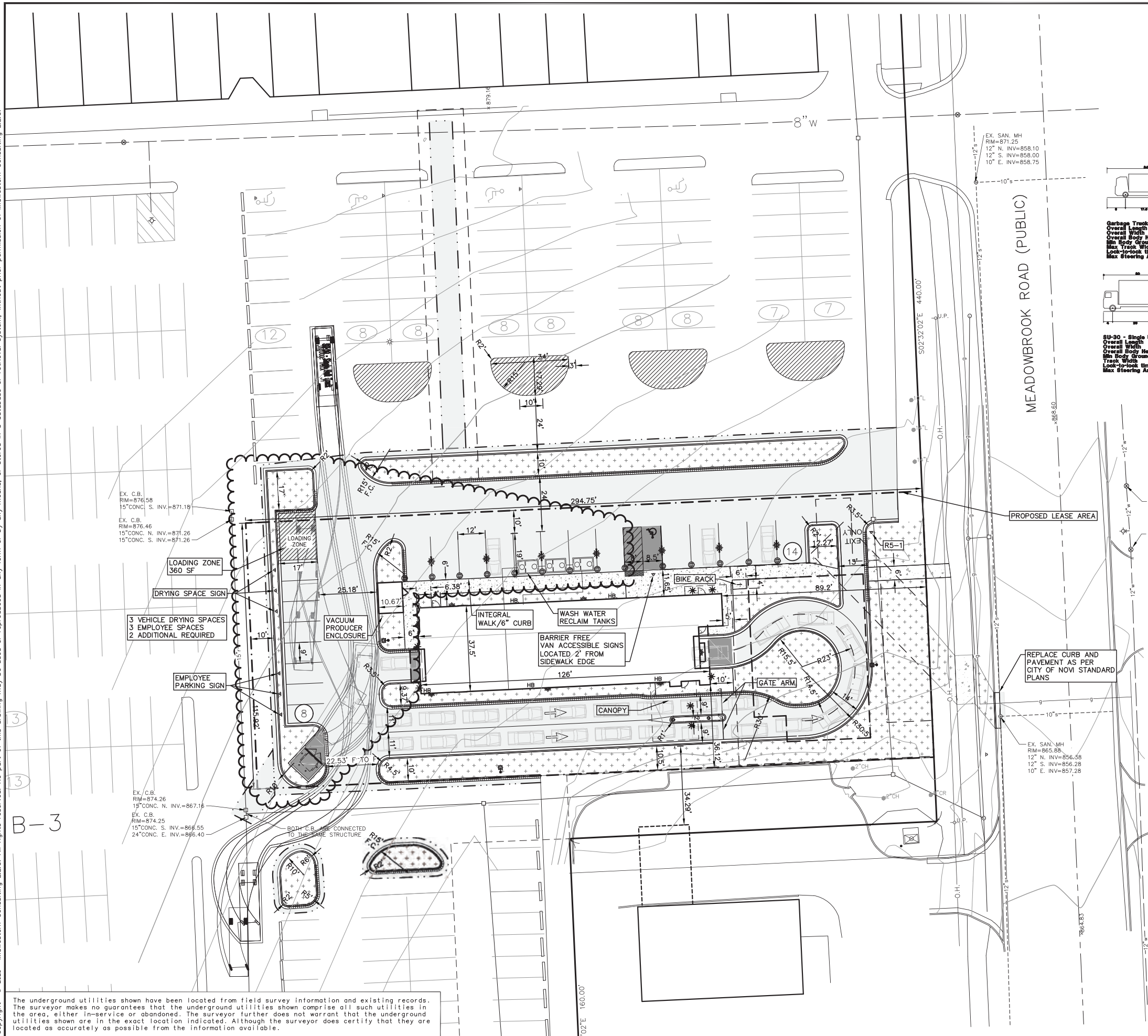
CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_







M:\Civil\132\_Proj\10215\Site Plan\2023-03-09 Revised Stamping Set\10215SP.dwg, 3/13/2023 9:48 AM, Andre C. Torres, Note  
 Copyright © 2023 Midwestern Consulting L.L.C. All rights reserved. No part of this drawing may be used or reproduced in any form or by any means, without prior permission of Midwestern Consulting L.L.C.



**811**  
 Know what's below.  
 Call before you dig.

**M**

SCALE: 1" = 20'

0 20 40 60

**LEGEND**

- 8.38 EXIST. CONTOUR
- x836.2 EXIST. SPOT ELEVATION
- U.P. EXIST. UTILITY POLE
- EX. TRANSFORMER
- O.H. EXIST. OVERHEAD UTILITY LINE
- EX. LIGHT POLE
- w EXIST. WATER MAIN
- EX. HYDRANT
- EX. GATE VALVE IN WELL
- r EX. STORM SEWER
- EX. CATCH BASIN OR INLET
- s EX. SANITARY SEWER
- SIGN
- SINGLE TREE
- SECTION CORNER
- oFIR FOUND IRON ROD
- △/L CONTROL PT. CENTERLINE
- BITUMINOUS PAVEMENT
- CONCRETE PAVEMENT
- CONCRETE SIDEWALK
- LANDSCAPING
- PROPOSED SPILLOUT CURB
- BUILDING OVERHANG
- PROPOSED LEASE AREA
- DISTURBANCE AREA
- 14 NUMBER OF PARKING SPACES
- ★ BUILDING LIGHT
- ★ OVERHEAD/PARKING LOT LIGHT
- ★ VACUUM LIGHT
- VACUUM SUPPORT
- PROP. DETECTABLE WARNING SURFACE
- HB, PROPOSED HOSE BIB

- VARIANCES:**
- SEC.5.3.11.D - BYPASS LANE BYPASS LANE NOT INCLUDED
  - SEC.5.3.11.F - MINIMUM RADIUS OF 25 FEET FOR DRIVE-THRU LANE NOT MET; 23 FEET PROVIDED

- NOTES:**
- DIMENSIONS OF PARKING STALLS ABUTTING A CURB OR SIDEWALK ARE TO THE FACE OR CURB OF WALK. ALL OTHER DIMENSIONS ARE TO BACK OF CURB UNLESS OTHERWISE INDICATED.
  - CURB HEIGHT IS 4 INCHES. HOWEVER, WHERE THE SIDEWALK IS INTEGRAL WITH THE CURB, THE HEIGHT VARIES FROM 0.0 INCHES (FLUSH) TO 6 INCHES.
  - ALL ON-SITE SIGNING AND PAVEMENT MARKINGS SHALL BE IN COMPLIANCE WITH THE MICHIGAN MANUAL OF UNIFORM TRAFFIC CONTROL DEVICES (MMUTCD).
  - STANDARD PARKING SPACES SHALL BE STRIPED WITH FOUR (4) INCH WHITE STRIPES.
  - ACCESSIBLE PARKING SPACE AND ASSOCIATED AISLE SHOULD BE STRIPED WITH FOUR (4) INCH BLUE STRIPES. THE SYMBOL SHALL MATCH FIGURE 3b-22 (MMUTCD). INTERNATIONAL SYMBOL OF ACCESSIBILITY PARKING SPACE MARKING.
  - WHERE A STANDARD SPACE IS ADJACENT TO AN ACCESSIBLE SPACE, ABUTTING BLUE AND WHITE STRIPES SHALL BE INSTALLED.
  - END ISLAND AND LOADING ZONE STRIPING SHALL BE FOUR (4) INCH YELLOW STRIPES.
  - ARROW PAVEMENT MARKINGS SHOULD BE SOLID AND TRAFFIC FLOW ARROWS SHALL BE HOLLOW.
  - SINGLE SIGNS WITH NOMINAL DIMENSIONS OF 12"x18" OR SMALLER IN SIZE SHALL BE MOUNTED ON A GALVANIZED 2 LB. U-CHANNEL POST. MULTIPLE SIGNS AND/OR SIGNS WITH NOMINAL DIMENSIONS GREATER THAN 12"x18" SHALL BE MOUNTED ON A GALVANIZED 3 LB. OR GREATER U-CHANNEL POSTS AS DICTATED BY THE WEIGHT OF THE PROPOSED SIGNS.
  - SIGNS SHALL BE INSTALLED BOTTOM HEIGHT OF 7' FROM FINAL GRADE.

**SIGN TABLE - FOR INFORMATION PURPOSES ONLY**

| SIGN DESCRIPTION        | CODE NUMBER | TYPE | SIZE      | AREA (SFT-EA) | QTY. | AREA (TOTAL SFT) |
|-------------------------|-------------|------|-----------|---------------|------|------------------|
| DO NOT ENTER            | R5-1        | IIIB | 18" x 12" | 1.5           | 1    | 1.5              |
| BARRIER FREE            | R7-6        | IIIB | 18" x 12" | 1.5           | 1    | 1.5              |
| VAN ACCESSIBLE (PLAQUE) | R7-8p       | IIIB | 6" x 12"  | 0.5           | 1    | 0.5              |
| EMPLOYEE PARKING        | IIIB        | IIIB | 18" x 12" | 1.5           | 3    | 4.5              |
| DRYING SPACE            | IIIB        | IIIB | 18" x 12" | 1.5           | 3    | 4.5              |

**MIDWESTERN CONSULTING**  
 3815 Plaza Drive Ann Arbor, Michigan 48108  
 (734) 995-0200 • www.midwesternconsulting.com  
 Land Development • Land Survey • Institutional • Municipal  
 Wireless Communications • Transportation • Landfill Services

**CLIENT**  
 NATIONAL CAR WASH SOLUTIONS  
 1500 SOUTHEAST 37th STREET  
 GRIMES, IA 50111  
 JIM BELANGER  
 (248) 866-0665

**WASH ZONE EXPRESS**  
 FINAL SITE PLAN  
 DIMENSIONAL SITE PLAN

**16215**

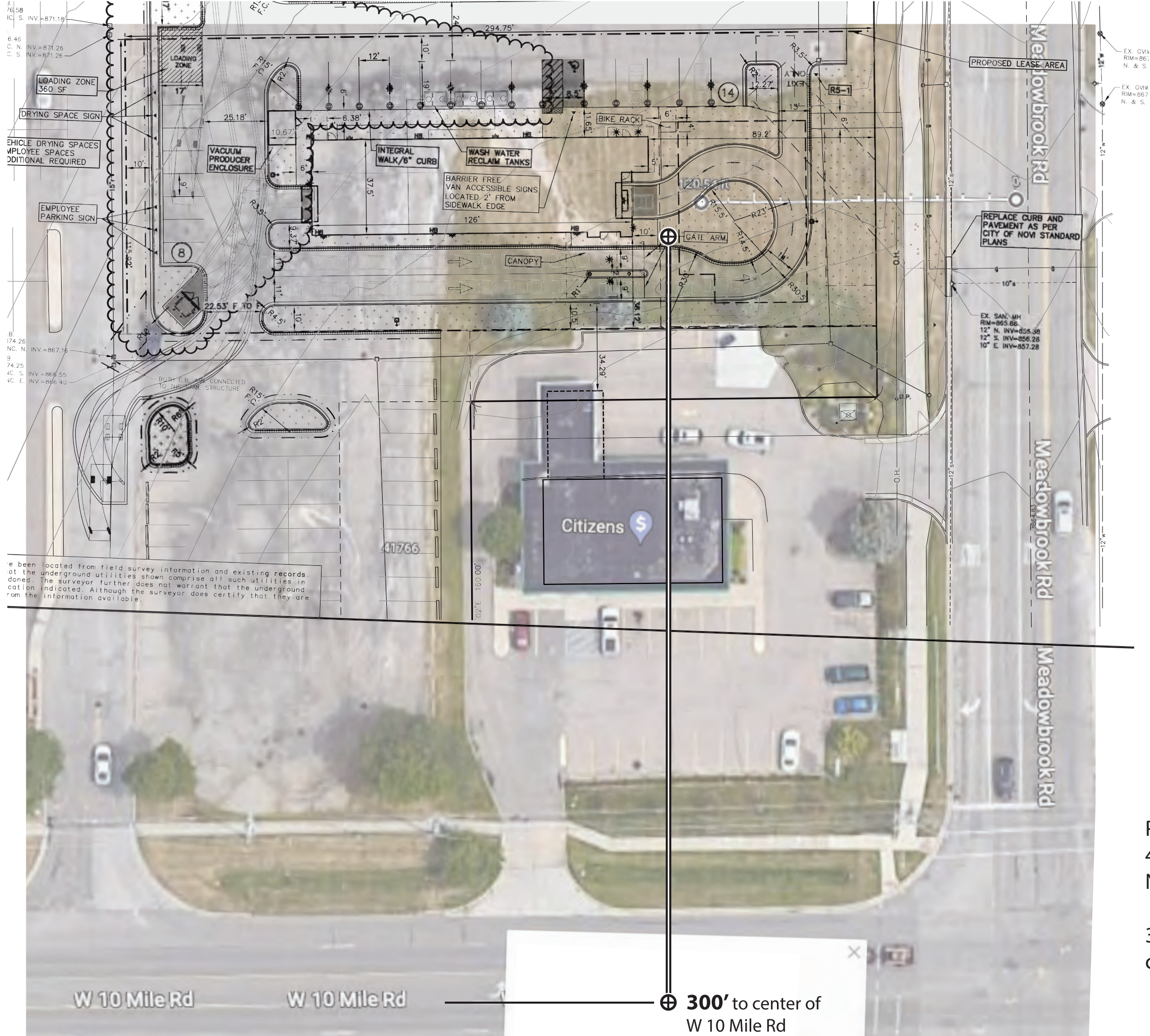
DATE: 7/06/18  
 SHEET 4 OF 16

REVISIONS:  
 08/30/18 CADD:  
 09/20/18 ENG:  
 05/10/19 ENG:  
 07/08/20 10215\_SV02  
 04/20/20 10215\_SV02  
 02/22/21 10215\_SV02  
 03/09/23 10215\_SV02

JOB No. 16215  
 REVISIONS:  
 PRELIMINARY SITE PLAN  
 PARKING ISLAND  
 REVISED PER CITY REVIEW  
 REVISED PER CITY REVIEW  
 STAMPING SET  
 02/22/21  
 03/09/23

DOOR AND CANOPY LOCATION  
 SIGN TECH. CHAMBERS

The underground utilities shown have been located from field survey information and existing records. The surveyor makes no guarantees that the underground utilities shown comprise all such utilities in the area, either in-service or abandoned. The surveyor further does not warrant that the underground utilities shown are in the exact location indicated. Although the surveyor does certify that they are located as accurately as possible from the information available.



have been located from field survey information and existing records. The location of the underground utilities shown comprise all such utilities in the area shown. The surveyor further does not warrant that the underground utilities shown are correct. Although the surveyor does certify that they are correct to the best of their knowledge and belief, they are not responsible for any errors or omissions in the information available.

EX. CIVIL  
RIM=86;  
N. & S.

EX. CIVIL  
RIM=867  
N. & S.

EX. SAN. MH  
RIM=855.66  
12' N. INV=854.38  
12' S. INV=856.28  
10' E. INV=857.28

REPLACE CURB AND  
PAVEMENT AS PER  
CITY OF NOVI STANDARD  
PLANS

⊕ 300' to center of  
W 10 Mile Rd

Pure Car Wash  
41500 W 10 Mile Rd.  
Novi, MI 48375

300' setback to  
center of W 10 Mile Rd.

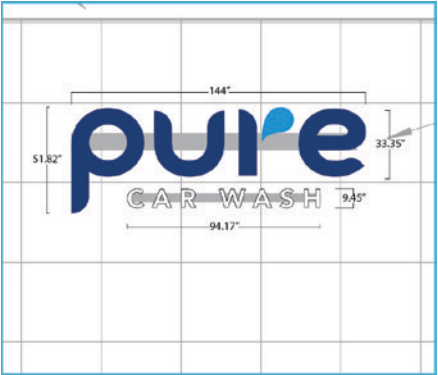
# Pure Car Wash

View from Westbound  
W. 10 Mile Rd at  
Meadowbrook Rd





**Pure Car Wash**  
View from South  
W. 10 Mile Rd at  
Meadowbrook Rd



# Pure Car Wash

View from Eastbound  
W. 10 Mile Rd at  
Meadowbrook Rd

