



## 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

**MEETING DATE:** December 9, 2025

**REGARDING:** 27767 Novi Road # 50-22-15-200-115 (PZ25-0065)

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

### I. GENERAL INFORMATION:

#### **Applicant**

Culver's

#### **Variance Type**

Sign Variance

#### **Property Characteristics**

Zoning District: This property is zoned Regional Center (R-C)

Location: south of 12 Mile Road, west of Novi Road

Parcel #: 50-22-15-200-115

#### **Request**

The applicant is requesting a variance from the City of Novi Sign Ordinance Section 28-1.5(d) for a third wall sign (2 wall signs allowed, variance of 1).

### II. STAFF COMMENTS:

*The applicant, Culver's Restaurant, is seeking a dimensional sign variance requesting a third wall sign. (2 wall signs allowed – a variance of one wall sign)*

**III. RECOMMENDATION:**

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

I move that we grant the variance in Case No. PZ25-0065 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. \_\_\_\_\_.

I move that we **deny** the variance in Case No. **PZ25-0065** 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



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## ZONING BOARD OF APPEALS APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

RECEIVED

OCT 30 2025

CITY OF NOVI  
COMMUNITY DEVELOPMENT

<b>I. PROPERTY INFORMATION (Address of subject ZBA Case)</b>				Application Fee: <u>\$330.00</u>	
PROJECT NAME / SUBDIVISION Culver's Restaurant				Meeting Date: <u>12/9/25</u>	
ADDRESS 27767 Novi Rd.		LOT/SIUTE/SPACE #		ZBA Case #: <u>PZ 25-0065</u>	
SIDWELL # 50-22-15 - 200 - 115		May be obtain from Assessing Department			
CROSS ROADS OF PROPERTY					
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 checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> VACANT PROPERTY <input type="checkbox"/> SIGNAGE		
DOES YOUR APPEAL RESULT FROM A NOTICE OF VIOLATION OR CITATION ISSUED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO					
<b>II. APPLICANT INFORMATION</b>					
<b>A. APPLICANT</b>		EMAIL ADDRESS		CELL PHONE NO.	
NAME Lora Trent				TELEPHONE NO.	
ORGANIZATION/COMPANY Springfield Sign				FAX NO.	
ADDRESS 4825 E Kearney St.		CITY Springfield		STATE MO	ZIP CODE 65803
<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		CELL PHONE NO.	
NAME Charles Paisley				TELEPHONE NO.	
ORGANIZATION/COMPANY Unionpacific Holdings, LLC				FAX NO.	
ADDRESS 49169 Alpha Dr.		CITY Wixom		STATE MI	ZIP CODE 48393
<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 <input type="checkbox"/> I-1 <input type="checkbox"/> I-2 <input checked="" type="checkbox"/> RC <input type="checkbox"/> TC <input type="checkbox"/> TC-1 <input type="checkbox"/> OTHER _____					
<b>B. VARIANCE REQUESTED</b>					
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:					
1. Section <u>28-5(d)</u> Variance requested <u>Request for one additional wall sign</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) \$220 <input type="checkbox"/> (With Violation) \$275 <input type="checkbox"/> Single Family Residential (New) \$275					
<input type="checkbox"/> Multiple/Commercial/Industrial \$330 <input type="checkbox"/> (With Violation) \$440 <input checked="" type="checkbox"/> Signs \$330 <input type="checkbox"/> (With Violation) \$440					
<input type="checkbox"/> House Moves \$330 <input type="checkbox"/> Special Meetings (At discretion of Board) \$660					
<b>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>					

Application 102 Building Zoning Permit Application Revised 10.5.2023



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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:

- 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.

See attached

## **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.

See attached

# ELEVATION WALL SIGNS

NOVI, MI

SL-45 & SL-30 Illuminated White Script Channel Letters

## SL-SERIES

Channel letter construction

One piece (saddle capped sections)

LED internal illumination

Typical application for new construction

Embedded power supplies

UL marked product

No install pattern needed, level line scribed in back of sign

MAIN ELEVATION

FRONT ELEVATION  
SL-45

REAR ELEVATION

DRIVE THRU ELEVATION  
SL-30, SPT-1, BB-1

*Culver's*

SCALE: 1/16" = 1'

South

### SIGN SQUARE FOOTAGE

MAIN ELEVATION: N/A  
FRONT ELEVATION: QTY-1 SL-45 (56.00' X 120.00') = 46.67 SF  
REAR ELEVATION: N/A  
DRIVE THRU ELEVATION: QTY-1 SL-30 (44.37' X 94.50') = 29.12 SF  
QTY-1 SPT-1 (11.50' X 284.76') = 22.74 SF

### NOTES

MFG: T.B.D.  
STYLE: T.B.D.  
COLOR: T.B.D.

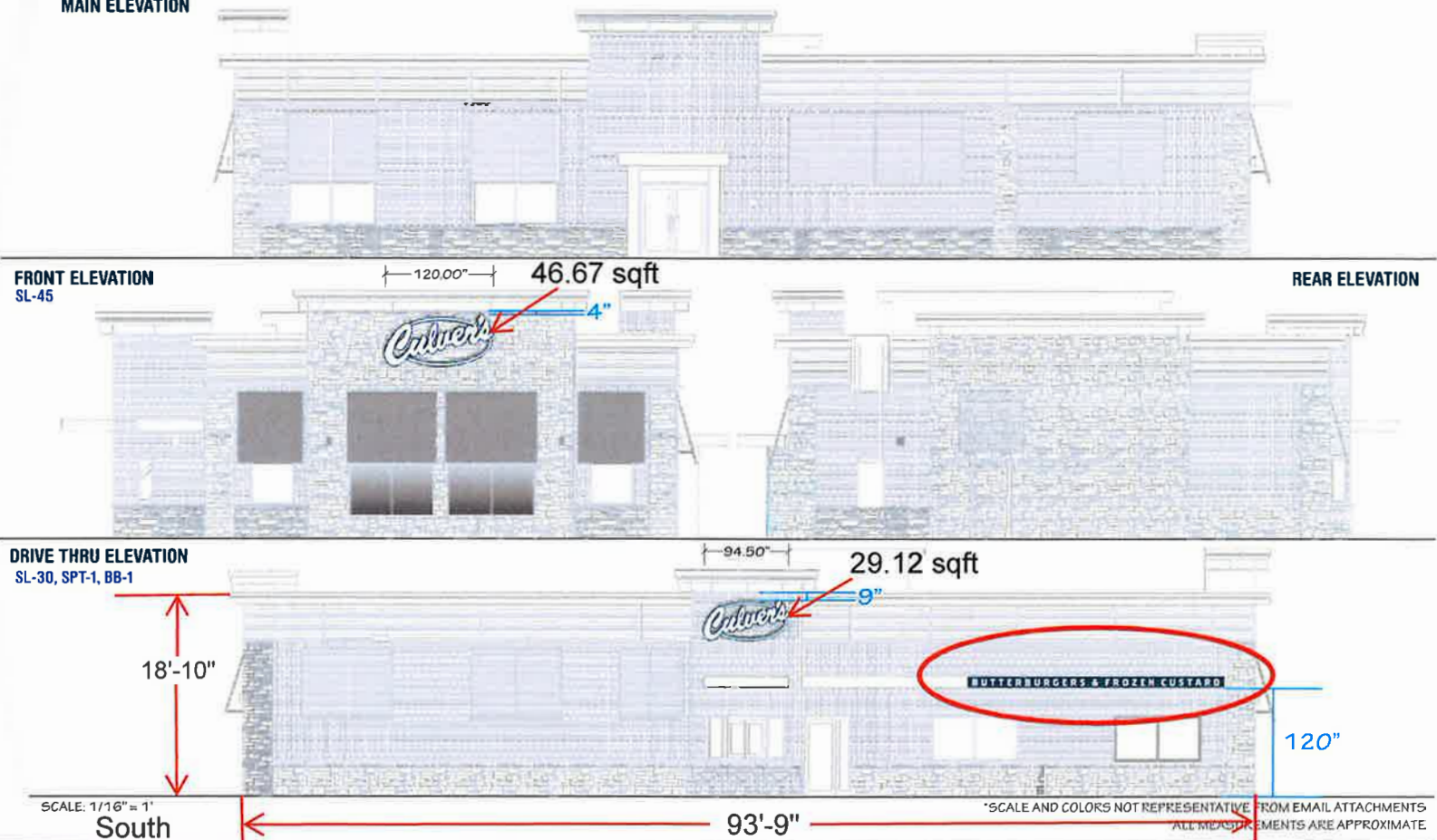
### DATE CREATED / REVISION HISTORY

1/29/24 - NEW  
10/17/24 - Elevations update  
5/7/25 - Wall sign moved  
7/21/25 - Strip lighting edit

SALES PERSON:  
MARK WESSELL

DESIGNED BY:  
BB, JOSH KROEGER

AO:  
50297



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**SPRINGFIELD SIGN**  
www.springfieldsign.com



# SPT-1 SLIM PUSH-THRU CABINET SIGN

NOVI, MI

Exterior Illuminated Push-Thru Cabinet Sign

## SPT-1

All Aluminum construction.

Single face LED internally illuminated White acrylic Push-Thru cabinet.

3" (depth) Cabinet to be painted Culver's Blue.

Flush mounted to face of awning.

*Culver's*

SCALE: 1/4" = 1'



22.74 sqft

\*SCALE AND COLORS NOT REPRESENTATIVE FROM EMAIL ATTACHMENTS  
\*ALL MEASUREMENTS ARE APPROXIMATE

### NOTES

### DATE CREATED / REVISION HISTORY

9/11/25 - NEW

SALES PERSON:  
MARK WESSELL

DESIGNED BY:  
J KROEGER

AO:  
50297

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SPRINGFIELD SIGN

www.springfieldsign.com

# SPT-1 SLIM PUSH-THRU CABINET SIGN

NOVI, MI

Exterior Illuminated Push-Thru Cabinet Sign - Attachment View

## SPT-1

All Aluminum construction.

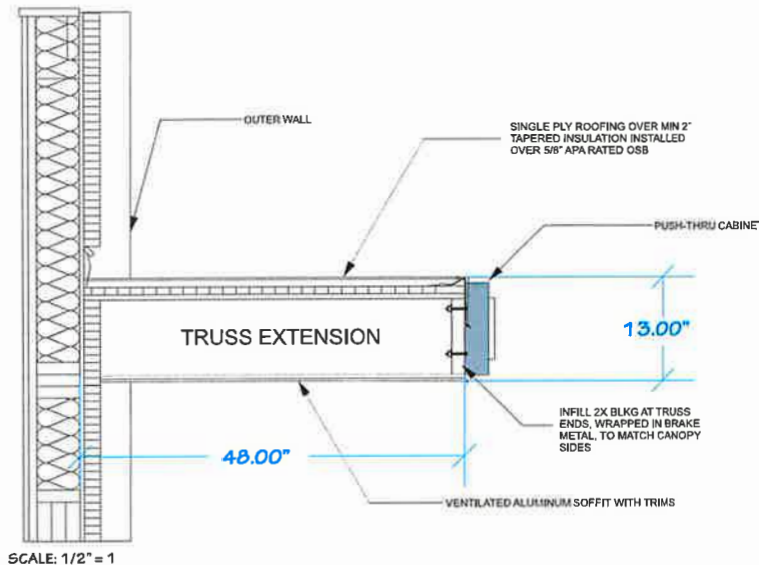
Single face LED internally illuminated White acrylic Push-Thru cabinet.

3" (depth) Cabinet to be painted Culver's Blue.

Flush mounted to face of awning.

SCALE: 1/4" = 1

Sign is 11.5" x 284.76" = 22.74 sqft

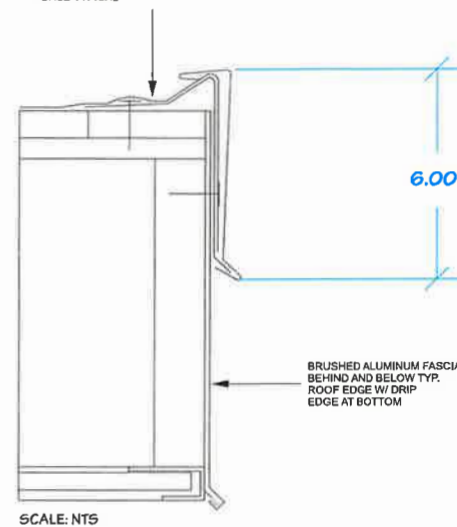


SCALE: 1/2" = 1

**Culver's**

SCALE: VARIOUS

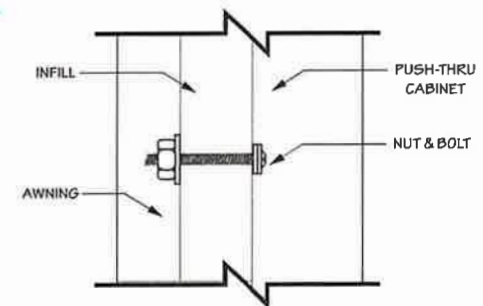
PIECE PRE FABRICATED METAL ROOF EDGE & CONTINUOUS CLEAT BASE-TYPICAL



SCALE: NTS

ATTACHMENT POINTS

INSTALLS ON METAL AWNING



APPROX 1/4" BOLT

\*SCALE AND COLORS NOT REPRESENTATIVE FROM EMAIL ATTACHMENTS  
\*ALL MEASUREMENTS ARE APPROXIMATE

### NOTES

Sizing is approximate, based off elevation drawings. Subject to change upon further review

### DATE CREATED / REVISION HISTORY

9/11/25 - NEW

SALES PERSON:

MARK WESSLE

DESIGNED BY:

J KROEGER

A0:

50297

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**SPRINGFIELD SIGN**  
www.springfieldsign.com



**ADDRESS**

4825 E Kearney St  
Springfield, MO 65803

**CONTACT US**

800.845.9927  
springfieldsign.com

October 29, 2025

City of Novi, MI  
45175 Ten Mile Rd.  
Novi, MI 48375

Culver's Restaurant  
27767 Novi Rd.  
Novi, MI 48377

RE: Wall Sign Variance Request

Culver's located at 27767 Novi Rd. Novi, MI 48377, would like to request an additional wall sign to tailor the specific needs of Culver's Brand Standard Sign Package. The proposed Butter Burger & Frozen Custard sign will have a square footage total of 22.74 sq. ft. with an overall total of 98.53 sq. ft. well under code Per Section 28-5(a) Wall Sign permitted nonresidential up to 250 sq. ft. maximum to tailor the specific needs of Culver's Brand Standard Sign Package. Per Section 28-5(d) *Additional signs*. No building or parcel of land shall be allowed, more than two (2) signs permitted under this section, except as follows:

(7) Except in the TC-1 and GE districts or within the boundaries of a Planned Suburban Low-Rise Overlay (PSLR) concept plan approved by the city, for a lot or parcel situated on two (2) or more thoroughfares, wall signs may be permitted on each thoroughfare in accord with this chapter. At those locations where projecting signs are permitted, no more than one (1) projecting sign shall be permitted at a corner lot or parcel. Each wall sign permitted under this subpart shall be reduced by the area of the projecting sign.

Explain how the failure to grant relief will unreasonable 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 relief will not prevent Culver's from using the property but will be a detrimental effect from Culver's Brand Standards. Culver's Franchising Systems (CFS) is a nationally recognized restaurant and with that comes Brand Standard consistency. The Brand Standard format for Culver's wall signs is to have their Brand Standard Butter Burger & Frozen Custard wall sign on their building to provide public knowledge, marketing, and visual image





**SPRINGFIELD SIGN**

design | build | install | service

**ADDRESS**

4825 E Kearney St  
Springfield, MO 65803

**CONTACT US**

800.845.9927  
[springfieldsign.com](http://springfieldsign.com)

throughout the entire chain. The signs, by design, are very modest in size, color, and stature and they are integral to the warm architectural features of the building

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 wall sign is designed to be esthetically cohesive with the building design, as well as the character and aesthetics of the neighboring tenants and surrounding neighborhood. The current wall sign is of a reasonable size and scale appropriate to the building on which it is mounted and complimentary in size and scope to the other tenant signage that has received variances. The granting of this Variance will not adversely affect the public's health, safety, morals, order, convenience, prosperity, or general welfare in which this property is located. The granting of the Variance will not adversely affect the rights of adjacent landowners or residents. The requested variance is minimum and reasonable use to our business and shall not be opposed to the general spirit and intent of the Sign Ordinance. Granting our request is intended to establish a comprehensive and balanced system of sign control and accommodates the need for a well maintained, safe, and effective communications.

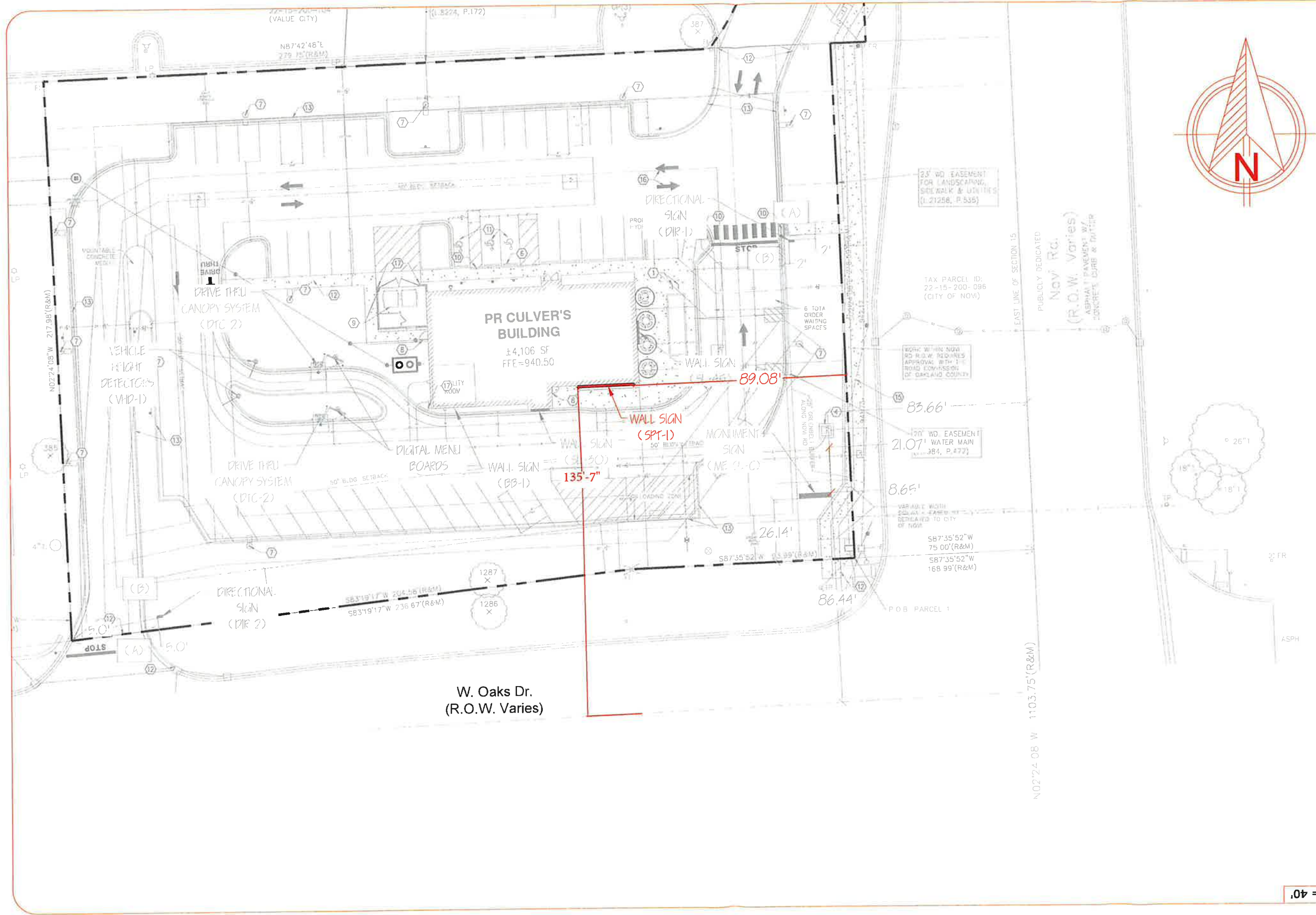
We are respectfully asking for you to review our request, see our need, and approve our Variance request.

Kind Regards,

*Lora Trent*

Lora Trent  
Springfield Sign  
4825 E Kearney St.  
Springfield, MO 65803  
[loram@springfieldsign.com](mailto:loram@springfieldsign.com)  
417-862-2454

Building Bridges  
that Build Business



SCALE 1" = 40'

LOCATION:

NOVI, MI.

**SPRINGFIELD SIGN**  
4825 E. Kearney St.  
Springfield, MO 65803  
(417) 862-2454

**Client:**  
Culver Franchising System, Inc.  
540 Water Street  
Prairie du Sac, WI 53578  
p (608) 643-7980

**CULVER FRANCHISING SYSTEM, INC.**  
**NEW CULVER'S-SIGNAGE**  
**W. OAKS DRIVE AND NOVI ROAD**  
**NOVI, MI. 48137**  
**SIGN PLACEMENT PLAN**

Project Number: 50297  
Drawn By: CLH  
Reviewed By: MW  
Date: 9-30-25

Sheet Number:  
**1 OF 1**