



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: February 10, 2026

REGARDING: 27767 Novi Road # 50-22-15-200-115 (PZ25-0069)

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 District (RC)

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

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

Request

The applicant is requesting variances from the City of Novi Sign Ordinance Section 28-5(a) chart for the RC zoning district to allow one additional wall sign; and section 28-5(a), to allow an increased height for the existing monument ground sign.

II. STAFF COMMENTS:

The applicant is seeking (2) sign variances:

- 1) A variance to allow (1) additional wall sign (size of this sign is within zoning standards)
- 2) A variance to allow a (4'-8") height increase to the existing monument ground sign.
(6'-0" height is allowed – requesting monument sign height to be 10'-8" total)

Historical Note:

Case PZ25-0065 (Culver's) 27767 Novi Road was postponed (to February 10th) and taken off the agenda for that ZBA hearing held on December 9, 2025. That request needed to be revised, so as a result a new public notice was given and a new Case Number assigned (PZ25-0069) ...this is now the current case and case PZ25-0065 is canceled.

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

I move that we **grant** the variance in Case No. **PZ25-0069** 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. **PZ25-0069** 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



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Novi, MI 48375
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ZONING BOARD OF APPEALS APPLICATION

APPLICATION MUST BE FILLED OUT COMPLETELY

DEC 19 2025

CITY OF NOVI
COMMUNITY DEVELOPMENT

I. PROPERTY INFORMATION (Address of subject ZBA Case)		Application Fee: <u>\$330.00</u>	
PROJECT NAME / SUBDIVISION Culver's Restaurant		LOT/SIUTE/SPACE #	
ADDRESS 27767 Novi Rd.		May be obtain from Assessing Department (248) 347-0485	
SIDWELL # 50-22-15 200 115			
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			
II. APPLICANT INFORMATION			
A. APPLICANT	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. 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	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
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 checked="" type="checkbox"/> RC <input type="checkbox"/> TC <input type="checkbox"/> TC-1 <input type="checkbox"/> OTHER			
B. VARIANCE REQUESTED			
INDICATE ORDINANCE SECTION (S) AND VARIANCE REQUESTED:			
1. Section <u>28-5(a) Wall Sign</u> Variance requested <u>Request for one additional wall sign</u>			
2. Section <u>28-5(a) Monument</u> Variance requested <u>Request for increase in overall height</u>			
3. Section _____ Variance requested _____			
4. Section _____ Variance requested _____			
IV. FEES AND DRAWINGS			
A. FEES			
<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. 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 established 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:

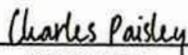
The undersigned hereby appeals the determination of the Building Official / Inspector or Ordinance made

CONSTRUCT NEW HOME/BUILDING ADDITION TO EXISTING HOME/BUILDING SIGNAGE
 ACCESSORY BUILDING USE OTHER _____

VI. APPLICANT & PROPERTY SIGNATURES

A. APPLICANT

DocuSigned by:



Applicant Signature

2330380CAFBD443...

9/26/2025

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
(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:

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.

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.

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

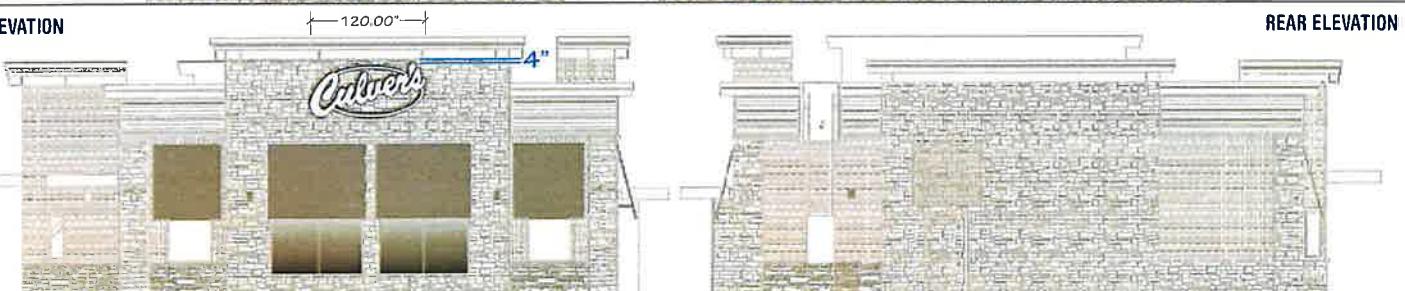
UL marked product

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

MAIN ELEVATION
SL-30



FRONT ELEVATION
SL-45



REAR ELEVATION

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



SCALE: 1/16" = 1"

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

SIGN SQUARE FOOTAGE

MAIN ELEVATION: QTY-1 SL-30 (44.37" X 94.50") = 29.12 SF
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 BB-1 (17.67" X 27.88") = 3.42 SF

NOTES

BB-1 typical Drive-Thru placement: DRIVE THRU



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

9/11/25 - SPT-1

12/10/25 - SPT-1 Removed,
SL-30 added

SALES PERSON:
MARK WESSELL

DESIGNED BY:
BB, JOSH KROEGER

AO:
50297

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This is an artistic rendition and final colors / sizes may vary from that depicted herein.



 SPRINGFIELD SIGN
www.springfieldsign.com

ME-SL-45 CUSTOM MONUMENT WITH EMC

NOVI, MI

ME-45-L-90X150-10-RGB

ME-SL-C

Culver's monument of aluminum construction and internally illuminated with LED's

Aluminum cabinet to have 2 tone stucco finish

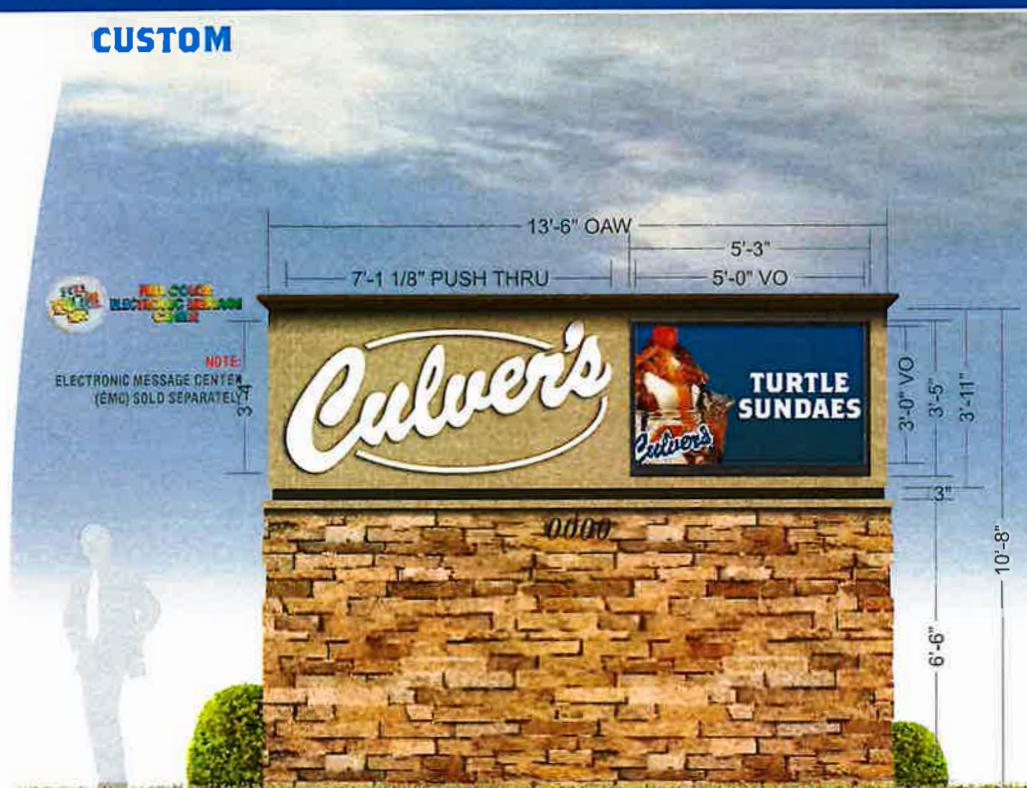
White face Push-Thru-Script Letter

Watchfire 90X150 RGB full color Electronic Message Center (EMC) with RF wireless communication

Broadband communication option available

UL marked product

CUSTOM



REVERSE SIDE



SCALE: 1/4" = 1"

NIGHT VIEW



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

EMC CHART - KNOWN RESTRICTIONS

COLOR: N STATIC: N VIDEO: N X
ANIMATION: N X MOVEMENT: N X

HOLD TIME (IF STATIC): _____

TRANSITION TYPE: _____

DAYTIME BRIGHTNESS: _____

NIGHTTIME BRIGHTNESS: _____

ADDITIONAL RESTRICTIONS:

Ground signs shall not be placed less than three (3) feet from the future (planned) right-of-way line. The sign shall be placed no closer than fifty (50) feet from any residential district.

SIGN CODES

MAX OA SF: 100 SF
MAX HEIGHT: 6'
MAX SIGNAGE SF: 40 SF
MAX EMC SF % RATIO: 2/3 OF SIGN AREA

NOTES

SQUARE FOOTAGE CALCULATIONS:
OA: 6' x 13'-6" = 81 SF
ACRYLIC PUSH THRU: 3'-4" x 7'-1.2" = 23.6 SF
EMC: 3'-0" x 5'-0" = 15 SF
TOTAL: 38.6 SF
DIFFERENCE OF 1.4 SF

SALES PERSON:
MARK WESSELL

DESIGNED BY:
B BLAUVELT

AO:
50297

DATE CREATED / REVISION HISTORY

1/29/24 - NEW
12/10/25 - Height edit

Culver's

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This is an artistic rendition and final colors / sizes may vary from that depicted herein.



 SPRINGFIELD SIGN
www.springfieldsign.com

xhibit: 1



Exhibit: 2





ADDRESS
4825 E Kearney St
Springfield, MO 65803

CONTACT US
800.845.9927
springfieldsign.com

December 17, 2025

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

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

RE: Wall Sign & Monument Variance Request

Culver's located at 27767 Novi Rd. Novi, MI 48377, would like to request an additional wall sign to be placed on the North Main Elevation to tailor the specific needs of Culver's Brand Standard Sign Package. The proposed wall sign will have a square footage total of 29.12 sq. ft. with an overall total of 108.33 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.

Culver's would also like to request a height increase in their monument sign from the approved 6' overall height to 10'8" overall height due to the transformer being placed directly in front of it and blocking the view of the existing monument sign. Per Section 28-5(a) in the RC zoning district 30-100 sq. ft. maximum (1) sign, maximum 6 feet high for allowable use.

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



ADDRESS
4825 E Kearney St
Springfield, MO 65803

CONTACT US
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springfieldsign.com

nationally recognized restaurant and with that comes Brand Standard consistency. The Brand Standard format for Culver's is to have their Culver's Logo placed on every elevation especially over the Main Entrance of their building to provide public knowledge, marketing, and visual image 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. The transformer, being placed directly in front of the freestanding sign blocks the view and lacks proper wayfinding. (See exhibit 1 & 2). Due to the site layout, utilities, and easements we are unable to relocate the monument sign so the best option would be to increase the overall height. The request to increase the height of the monument to 10'8" will then provide proper visibility, public identity, and public wayfinding.

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 for the additional wall sign and the height increase in the monument sign 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 for the additional wall sign and the height increase of the monument sign 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 firmly believe that the requested variances for Culver's Brand Standard to Section 28-5(a) Wall Signs and Monument Sign is crucial for our community's success and aligns with the interests of the City of Novi Code of Ordinances.

Kind Regards,

Lora Trent

Lora Trent