

APPROVED

NOVEMBER 14, 2022

**CITY OF WIXOM
ZONING BOARD OF APPEALS MEETING
49045 PONTIAC TRAIL
MONDAY, JULY 11, 2022**

The meeting was called to order by Chairman Caplan of the Zoning Board of Appeals at 7:30 p.m. at which time allegiance was pledged to the American flag.

BOARD: Jeff Caplan (Chairman); Roy Thorsell; Michael Schira; Jim Hutchens; Mark Helsom

ABSENT: R. Cousineau (Recused); S. Winters

OTHERS: Carmine Avantini (CIB Planning); Drew Benson, Assistant City Manager, and Director of Economic Development; and Mona Freiburger (Recording Secretary)

Determination of a Quorum:

A quorum of the Zoning Board of Appeals was present for this meeting.

Agenda:

No additions or changes were made to the agenda.

Approval of the April 11, 2022 Zoning Board of Appeals Meeting Minutes:

MOTION and seconded by Board Members Thorsell and Hutchens to approve the April 11, 2022 Zoning Board of Appeals Meeting Minutes.

VOTE: **MOTION CARRIED**

All in favor.

CORRESPONDENCE/INFORMATION

City Manager Update June 14, 2022

City Manager Update June 28, 2022

CALL TO THE PUBLIC

There were no comments made by the public.

UNFINISHED BUSINESS:

None

NEW BUSINESS:

1. **PUBLIC HEARING FOR VARIANCE #PZBA22-004: 49725 GRAND RIVER, WIXOM, MI 48393:** The applicant is seeking a sign variance Section 18.16.100(a) Specific Sign Standards to permit a second wall sign measuring 27 square feet. The property is zoned B-3, General Commercial. The parcel number is 22-07-476-006.

Discussion:

CIB Planning completed their review request for Marco Soave on behalf of Prive Salon Studios at 49725 Grand River Avenue, Wixom, MI. The subject building is located in the Grand River Plaza, on the south side of Grand River Avenue, opposite Meijer. The applicant is seeking a variance from Section 18.16.100 to allow a second wall sign when only one sign per business is permitted under the Zoning Ordinance.

CIB Planning's Background, General Variance Criteria, Specific Sign Variance Criteria, Review Comments are included in their letter to the ZBA dated July 6, 2022.

Based on CIB's review, they recommend approval of the sign variance for ZBA22-004, to allow a second wall sign for Private Salon Studio when only one sign is permitted under the ordinance, for the following reasons:

1. The shopping center is set back over 200 feet from the roadway and the building façade has a unique design with varying angles on the facades making sign visibility challenging in areas from the roadway;
2. There are obstructions including mature landscaping and a bank with a canopy that block visibility to the west end of the building;
3. The primary sign for Private Salon Studio will not be readily visible to traffic traveling from the west. Given heavy traffic volumes along Grand River Avenue, this could make it difficult to locate the business and cause potential customers to miss the entrance to the site;
4. The proposed sign should not have a negative impact on either the shopping center or the surrounding commercial neighborhood, since it is consistent and compatible with the other signs in the center;

5. The granting of the variance should have a positive impact on the public safety and welfare since it will help eliminate confusion for passing motorists traveling west; and
6. The practical difficulty causing the need for the variance was not created by the applicant since the site was already developed, the building constructed, and landscaping established prior to the space being leased by the applicant.

Mr. Marco Soave, 49363 Grand River, Wixom, MI, commented he was the applicant and owner of the property. Mr. Soave indicated Mr. Avantini and Ms. McIntyre did an excellent job explaining the application. Mr. Soave introduced Beth from Signarama.

Mr. Soave explained the issue and the hardship is the way the building is built and jogs in and out. The tenant will occupy two suites; and they are asking for two signs. The building is approximately 20,000 square feet; and could accommodate up to ten tenants/storefronts. Currently, there are four tenants and this tenant will be the fifth in this building. This fifth tenant will fill up the entire building. If this request is approved, there will be a total of six signs where the building could, potentially, have ten signs, if it were divided up as individual businesses in each space.

Beth (Signarama) commented if this was on an actual corner, two signs would be allowed. This one has a face and a 45 degree angle; it is facing two different directions.

Mr. Avantini indicated when this request was reviewed, they could not consider the way the ordinance is written with the drive that goes through the two buildings. The suite is a corner lot. This particular building, because of the configuration of the building, and the odd location of the building, it create issues; not only when you are driving by, but once you are in the center and walking, you get a different view of the signage. In CIB's opinion, the sign is not cluttering.

Board Member Thorsell inquired if the sign is white, illuminated, backlit. Beth answered it is white, and backlit. Beth also commented the sign does conform to all of the requirements of the ordinance in terms of size.

Chairman Caplan and Board Member Thorsell agreed that the sign is not cluttered and needs a little more visibility for the traffic and when you are in the commercial space.

MOTION made and seconded by Board members Thorsell and Hutchens to approve **VARIANCE #PZBA22-004: 49725 GRAND RIVER, WIXOM, MI 48393**: The applicant is seeking a sign variance Section 18.16.100(a) Specific Sign Standards to permit a second wall sign measuring 27 square feet. The property is zoned B-3, General Commercial. The parcel number is 22-07-476-006; based on the conditions as described and discussed in the CIB letter to the Zoning Board of Appeals dated July 6, 2022.

VOTE:

MOTION CARRIED

All in favor.

CALL TO THE PUBLIC:

No public comments.

STAFF COMMENTS:

Mr. Benson welcomed and thanked Mr. Jim Hutchens and Mr. Mark Helsom for volunteering to become full members of the Zoning Board of Appeals to maintain the seven member board.

COMMISSION COMMENTS:

No comments.

ADJOURNMENT:

The meeting of the Zoning Board of Appeals was motioned and adjourned at 7:50 p.m.

Mona Freiburger
Recording Secretary