

Charter Township of Lyon  
Zoning Board of Appeals  
Regular Meeting Minutes  
February 21, 2012

Approved: March 19, 2012 (as amended)

The meeting was called to order by Mr. Erwin at 7:30 p.m.

Roll Call: Bill Erwin – Chairman  
John Hicks – Township Board Liaison  
Tony Raney – Vice-Chairman  
Deborah Sellis  
Carl Towne – Planning Commission Liaison

Guests: 3

APPROVAL OF THE MINUTES

Motion by Towne, second by Raney  
To approve the meeting minutes of November 21, 2011 as presented.

Voice Vote: Ayes: Unanimous  
Nays: None

MOTION APPROVED

PUBLIC HEARING

1. Art Van Furniture, Inc., 6500 E. 14 Mile Road, Warren, MI 48092. Property located at 30821 Milford Road, New Hudson, MI 48165. Sidwell #21-04-201-012. Applicant requests a variance from Section 16.08-C-1 of the Zoning Ordinance to allow 3 wall signs for a proposed Art Van Pure Sleep store. The Ordinance allows 2 wall signs, so a variance of 1 wall sign is being requested. Applicant also requests a variance from Section 16.08-C-2 to allow a total wall sign area of 196 square feet. The Ordinance allows 96 square feet. Therefore, a variance of 100 square feet is being requested.

Mr. Michael Rupert, Manager of Store Design, explained that the variance is for increased signage based on the location of the building. He explained that advertising with the signs is a key component to success. In most cases, it is the only form of advertising. He asked that they consider the investment that would be made in the community and realize how important it is to get this vacant space occupied.

Mr. Hicks felt that the sign on the north wall would hardly be visible and questioned if it were really needed. Mr. Rupert stated that he has a boss that feels there is no such thing as not enough signage. It surprised him how limiting the sign ordinance is compared to other communities. He felt what they were asking for was the best case scenario.

Mr. Towne stated that the sign on the north wall would be highly visible while traveling westbound on the freeway.

Ms. Sellis questioned the applicant on the statement that they are investing money and employees, contingent on signs being allowed. Mr. Rupert stated that is their lease agreement; if they don't get the

increased signage, they can back out of the deal. Based upon what other communities offer, the increased signage they are requesting is comparable with what they are leasing. He explained that the store in Brighton is 100' square feet for both signs.

Mr. Towne stated that he liked the feel of the sign but could see an elimination of one side. He is more in favor of adding some size to the signage.

Mr. Rupert stated he would lean towards keeping the freeway and Milford Road signs and eliminate the interior sign.

Motion by Towne, second by Raney

To allow the property located at 30821 Milford Road, New Hudson, MI 48165, sidwell #21-04-201-012, a total variance of 52 square feet. The signage would consist of one 48 square foot sign on the back (~~north~~ south side) of the building and a 100 square foot sign on Milford Road (east side).

Voice Vote: Ayes: Unanimous  
Nays: None

#### MOTION APPROVED

Motion by Towne, second by Raney

To deny the sign on the ~~south~~ north side of the building because the square footage of the sign is out of proportion with the ordinance. The third sign is not needed, as set forth in the Zoning Ordinance criteria on signs.

Voice Vote: Ayes: Unanimous  
Nays: None

#### MOTION APPROVED

2. Jim Powers, 55340 Autumn Ridge, Northville, MI 48167. Mr. Powers withdrew his application.

#### ADJOURNMENT

Mr. Erwin adjourned the Zoning Board of Appeals meeting at 7:48p.m. due to no further business.

Respectfully Submitted,

*Kellie Angelosanto*

Kellie Angelosanto  
Recording Secretary