



CITY of NOVI CITY COUNCIL

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Agenda Item F
June 18, 2007

SUBJECT Approval of Policy Resolution for Special City-wide Business Signage from July 8 - 28 in conjunction with the 2007 Michigan 50's Festival.

SUBMITTING DEPARTMENT: Public Works

CITY MANAGER APPROVAL:

BACKGROUND INFORMATION:

In June 2006, City Council approved a Special Signage Policy Resolution to aid Novi business owners in promoting their business during the Michigan 50's Festival. The special sign policy allows:

1. The placement of **ONE** additional sign on the private property of the operating business
2. Does not require a City permit
3. The sign is to be removed immediately following the close of the Festival
4. The sign must be portable
5. The sign may not exceed six square feet in area, five feet in height
6. The City maintains the right to change sign placement as necessary to maintain public safety

RECOMMENDED ACTION: Approval of Policy Resolution for Special City-wide Business Signage from July 8 - 28 in conjunction with the 2007 Michigan 50's Festival.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Capello				
Council Member Gatt				
Council Member Margolis				

	1	2	Y	N
Council Member Mutch				
Council Member Nagy				
Council Member Paul				

City of Novi

County of Oakland, Michigan

**RESOLUTION AUTHORIZING "COMMUNITY SPECIAL EVENT"
SIGNAGE DURING THE TIME PERIOD SURROUNDING
THE 2007 MICHIGAN 50s FESTIVAL"**

Minutes of a June 18, 2007 Meeting of the City Council of the City of Novi, County of Oakland, Michigan, held in the City Hall in said City on June 18, 2007, at seven o'clock P.M. Prevailing Eastern Time.

PRESENT: Mayor Landry, Mayor Pro Tem Capello and Councilmembers Gatt, Margolis, Mutch, Nagy, and Paul

ABSENT:

The following preamble and Resolution were offered by Councilmember _____ and supported by Councilmember _____.

WHEREAS, the past several years have seen growing attendance and increased local and regional interest in the annual "Michigan 50s Festival" held in the City of Novi; and

WHEREAS, the Festival has a positive influence on community pride and spirit and on the local economy of the City; and

WHEREAS, although the Festival is conducted by a private, nonprofit organization with no formal ties to the City, the City desires to see the Festival succeed, and a corresponding desire that the Festival positively influence the surrounding areas in the City; and

WHEREAS, the City Council has determined that it would be appropriate to support the Festival and the City's interests by authorizing a limited, one-time promotional sign approval, City-wide and for an appropriate period of time surrounding the Festival dates; and

WHEREAS, the signs authorized herein are in the nature of "temporary promotional" signs, as to which under the Novi Code of Ordinances the sign itself, the place of display, and the time period of display is to be approved by City Council;

NOW, THEREFORE, pursuant to Chapter 28 of the City Code, and specifically Section 28-6(10), relating to temporary promotional signs, the Novi City Council hereby authorizes the placement of signs under the following terms and conditions, as a *one-time* event acknowledging the significance of the Michigan 50s Festival to the Novi community—not an annual occurrence, not an ordinance amendment, and not a waiver or variance for the sign ordinance:

1. Only one additional sign per business registered with the City as required under Chapter 8 of the City Code is authorized, and such sign shall be in the nature of a business sign, as defined in Section 28-1 of the City Code, which means it must direct attention to a business or profession conducted, or to a product, service, or activity sold or offered upon, the premises where such sign is located, and may only

reference the name of the business at the premises, and the profession conducted thereon, or the product, service, or activity sold at the premises.

2. The sign must be a ground pole or portable sign, as defined in Section 28-1 of the City Code, meaning a freestanding sign not permanently anchored or secured to either a building or the ground.
3. The sign shall not exceed six (6) square feet in area and shall not be in excess of five (5) feet in height.
4. The sign shall not be placed on public property or in the public road right-of-way or any roadway easement.
5. The sign shall be permitted from July 8, 2007 through July 28, 2007. The sign shall be removed immediately upon the expiration of this approval.
6. As an event authorized specifically by the City Council, the City Council retains the right to alter or amend its authorization and to cancel, rescind, or revoke the same, with or without notice, and any individual or entity who undertakes to participate in or take any action under this authorization acknowledges that this authorization creates no rights inconsistent with the reservation of all such rights to the City and bears all risk of such cancellation, rescission, or revocation, including the loss of any benefit of the additional sign and/or the cost of the sign.
7. Before any such sign is placed, application must be made to the City, on a form provided by the City, which shall include an acknowledgement and permission for the City to enter upon the property to remove the sign if it is not removed by the applicant within the time specified in the resolution..

STATE OF MICHIGAN)
)ss.
 COUNTY OF OAKLAND)

I, MARYANNE CORNELIUS, the duly-qualified Clerk of the City of Novi, Oakland County, Michigan, do hereby certify that the foregoing is an amended copy of the Resolution adopted by the City Council of the City of Novi with at least five (5) affirmative votes, at a duly-called meeting held on June 18, 2007, a copy of which is on file in my office.

 MARYANNE CORNELIUS
 Clerk, City of Novi

This Resolution was signed and acknowledged before me on June 18, 2007, by MARYANNE CORNELIUS, the duly-authorized Clerk for the City of Novi, a Michigan municipal corporation.

 Notary Public, Oakland County, Michigan
 My Commission Expires:_____

June 19, 2007

Novi Businesses are Authorized One Additional Business Sign

July 8 through July 28, 2007

The City of Novi is providing a one-time business sign allowance during the Michigan 50's Festival. The annual event at Fountain Walk attracts visitors from across the metro Detroit area and this one-time additional sign allowance offers businesses the opportunity to promote their offerings to community guests.

Rules for the sign allowance

To provide fairness and to maintain safe and attractive business areas, the following rules apply:

- ✓ No City permit is required for the additional sign.
- ✓ Each sign meeting the criteria below will be permitted from **Sunday, July 8 through Saturday, July 28, 2007**. Each sign shall be removed immediately upon the expiration of this approval.
- ✓ **One** additional sign per business registered with the City of Novi is permitted.
- ✓ The **sign must be a portable sign** meaning a freestanding sign not permanently anchored or secured to either a building or the ground, such as A-frame poles temporarily driven into the ground and T-shaped signs in the nature of a traditional "for sale" sign.
- ✓ The **sign can be up to six square feet** in area and not in excess of five feet in height.
- ✓ The sign must not be placed on public property or in the public road right-of-way or any road easement. To determine public property, behind the sidewalk is generally a good indicator of right-of-way lines. Tenants will need to coordinate and receive permission from property owners. The City will not become involved in any leasee-leasor discussions. **The signs must be placed on the same private property as the business being promoted.** Be aware to not block site lines for drivers entering and exiting the business area. The City reserves the right to direct changes to sign placement as required to maintain safety.

A copy of the Resolution Authorizing "Community Special Event" Signage during the time period surrounding the 2007 Michigan 50's Festival is attached. If there are questions regarding this allowance, please contact Community Relations Manager Sheryl Walsh at 248.735.5628 or swalsh@cityofnovi.org.

Thank you for your cooperation.

Sincerely,



Clay J. Pearson
City Manager