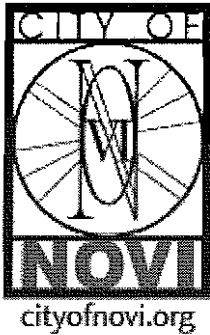


MEMORANDUM



TO: MEMBERS OF THE PLANNING COMMISSION
FROM: KRISTEN KAPELANSKI, PLANNER *Kaplan*
THRU: BARBARA MCBETH, COMMUNITY DEVELOPMENT *Baris*
SUBJECT: TEXT AMENDMENT 11-100.40
DATE: NOVEMBER 30, 2010

The applicant is proposing modifications to Chapter 28, "Signs" of the City of Novi City Code to allow promotional signs in the EXO and EXPO District along freeways. This would be in addition to the ground and/or wall signs already permitted in that district. Proposed changes by the applicant include the following:

- Promotional wall signs would be added to Section 28-1, "Definitions" and permitted in only the EXPO, Exposition District and EXO, Exposition Overlay District.
- The formula for the size of promotional signs would be similar to the calculation currently used for wall signs. Allowable signs could be up to 185 square feet for a single business and 50 square feet for multiple businesses.
- A condition allowing promotional wall signs for exposition facilities only has also been proposed.
- Up to four promotional wall signs totaling 480 square feet each would be allowed for facilities equal to or greater than 150,000 square feet.

This matter was brought before the Implementation Committee on November 10, 2010. At that meeting, the Committee was generally in support of additional signage adjacent to the freeway for the EXPO and EXO Districts but had some minor concerns about the number of signs the applicant was proposing. Relevant meeting minutes are attached.

As a means to assist staff and the Commission in visualizing the size and location of the signage amendments, Rock Financial has installed sample temporary signage (approximately 480 square feet) with nighttime illumination. See attached photo of temporary signs installed at Rock Financial Showplace.

Staff is concerned about the size and number of additional signs as proposed by the applicant and may be recommending a number of modifications to the ordinance when this matter is presented at a public hearing. A more detailed staff review will be presented at the public hearing.

On December 8th, the Planning Commission will be asked to set a Public Hearing for January 12th on the proposed ordinance amendments. At that time, the Commission will hold the public hearing and forward a recommendation to the City Council, for reading and adoption. If any Commissioner has any questions related to this request, do not hesitate to contact Kristen Kapelanski, in the Community Development Department at (248) 347-0586 or kkapelanski@cityofnovi.org.

PROPOSED ORDINANCE AMENDMENTS – STRIKE VERSION

APPLICANT VERSION

STATE OF MICHIGAN

COUNTY OF OAKLAND

CITY OF NOVI

ORDINANCE NO. 11-100.40

AN ORDINANCE TO AMEND CHAPTER 28, "SIGNS," OF THE CITY OF NOVI CODE, AT SECTION 28-1, "DEFINITIONS" AND AT SECTION 28-5, "PERMITTED ACCORDING TO DISTRICT" IN ORDER TO INCLUDE DEFINITIONS AND STANDARDS FOR A PROMOTIONAL WALL SIGN.

THE CITY OF NOVI ORDAINS:

Part I. That Chapter 28, "Signs," of the City of Novi Code, at Section 28-1, "Definitions" and at Section 28-5, "Permitted according to district" is hereby amended to read as follows:

Sec. 28-1. Definitions.

(25) Promotional wall sign means a sign which is attached directly to a building wall which does not project more than eighteen (18) inches therefrom, the contents of which are intended to change on a regular basis to promote specific events to be held for a set period of time at the building on which the sign is displayed. The exposed face of the sign must be in a plane parallel to the wall of the building. The sign shall not extend above the height of the wall. A promotional wall sign may not be an animated sign, changeable copy sign and/or flashing sign. Promotional wall signs are only permitted in the EXPO and EXO districts subject to the standards of sec. 28-5.

Sec. 28-5. Permitted according to district.

The following types of signs, illuminated or unilluminated, shall be permitted in the following districts and in limited number, in accordance with the following regulations:

(1) *Types of signs permitted in each district:*

- a. [unchanged].
- b. [unchanged].
- c. [unchanged].
- d. In B-1, B-2, B-3, FS, RC, NCC, and C, ~~EXPO, and EXO~~, on-premises advertising signs as follows:
 1. – 4. [unchanged].

- e. [unchanged].
- f. In any parking district (P1):
 - 1. [unchanged].
 - 2. Signs as noted in section 28-7-;
- g. In any EXPO and EXO district on-premises advertising signs as follows:
 - 1. Business sign: Ground signs, wall sign or canopy sign;
 - 2. Business center sign: Ground sign only;
 - 3. Temporary signs as noted in section 28-6;
 - 4. Signs as noted in section 28-7;
 - 5. Promotional wall sign (s) as noted in section (2) g., below.

(2) *Area height and placement regulations:*

- a.- f. [unchanged].
- g. Promotional wall sign:

1. Area:

(a) Multiple businesses: A promotional wall sign displayed on a building occupied by two (2) or more businesses shall not exceed fifty (50) square feet. If more than one (1) promotional wall sign for the building is permitted under this chapter, the total area of all signs shall not exceed fifty (50) square feet.

(b) Single businesses: A promotional wall sign displayed on a building occupied by one (1) business shall not exceed one (1) square foot of signage for each five and one-half (5 ½) feet of setback from the centerline of the nearest adjacent thoroughfare or collector street as defined in the master plan adopted by the city, as amended, but not greater than ten (10) percent of the frontage surface of the building and not greater than one-hundred eighty five (185) square feet. In those instances where the promotional wall sign is adjacent to a private roadway or drive within a development, the calculation required above shall be made based upon the distance to the centerline of that roadway or drive. If the promotional wall sign area would be greater if calculated under the standard set forth in subsection (a) above, than said standard shall be used.

(c) Exposition facilities within an EXO District: Promotional wall signs shall be permitted up to four hundred and eighty (480) square feet when displayed on a building operating as an exposition facility within the EXO District.

2. Height: Not to exceed the height of the wall on which the sign is located.

3. Placement: A promotional wall sign shall be placed as provided in the definition of "promotional wall sign" in section 28-1. A promotional wall sign shall not be located on the same side of the building as an existing wall sign.

(3) Number of on-premises advertising signs permitted: No building or parcel of land shall be allowed more than one (1) sign permitted under this section, except as follows:

a. - .l [unchanged].

m. Promotional wall signs are not permitted except on approved exposition facilities in the EXO district and provided the exposition facility is greater than one-hundred fifty thousand (150,000) square feet up to four promotional wall signs shall be permitted.

PART II.

Severability. Should any section, subdivision, clause, or phrase of this Ordinance be declared by the courts to be invalid, the validity of the Ordinance as a whole, or in part, shall not be affected other than the part invalidated.

PART III.

Savings Clause. The amendment of the Novi Code of Ordinances set forth in this Ordinance does not affect or impair any act done, offense committed, or right accruing, accrued, or acquired or liability, penalty, forfeiture or punishment, pending or incurred prior to the amendment of the Novi Code of Ordinances set forth in this Ordinance.

PART IV.

Repealer. All other Ordinance or parts of Ordinance in conflict herewith are hereby repealed only to the extent necessary to give this Ordinance full force and effect.

PART V.

Effective Date: Publication. Public hearing having been held hereon pursuant to the provisions of Section 103 of Act 110 of the Public Acts of 2006, as amended, the provisions of this Ordinance shall be published within fifteen (15) days of its adoption by publication of a brief notice in a newspaper circulated in the City of Novi stating the date of enactment and effective date, a brief statement as to its regulatory effect and that a complete copy of the Ordinance is available for public purchase, use and inspection at the office of the City Clerk during the hours of 8:00 A.M. to 5:00 P.M., Local Time. The provisions of this Ordinance shall become effective seven (7) days after its publication.

MADE, PASSED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF NOVI, OAKLAND COUNTY, MICHIGAN, ON THE ___ DAY OF _____, 2010.

DAVID LANDRY, MAYOR

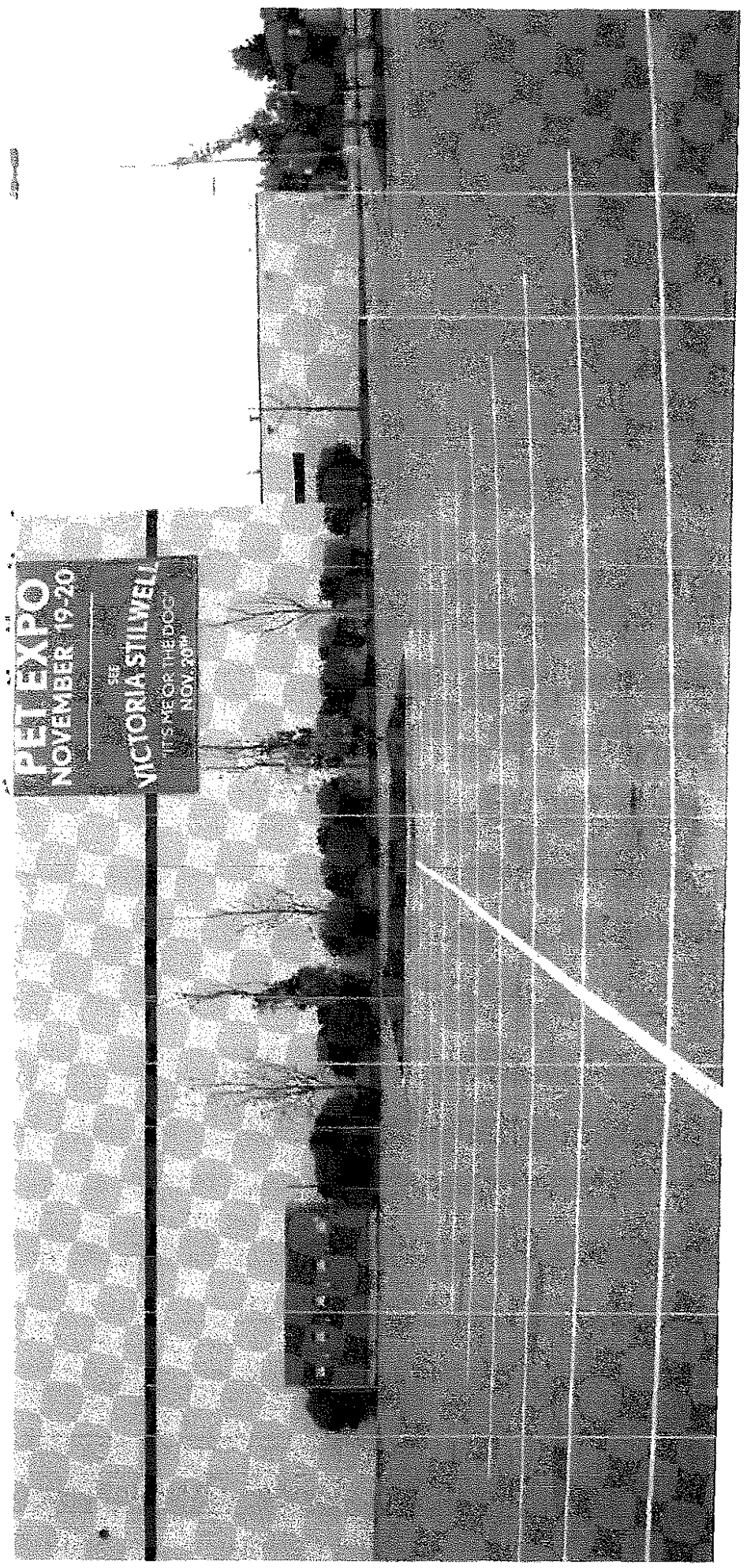
MARYANNE CORNELIUS, CITY CLERK

Ayes:
Nays:
Abstentions:
Absent:

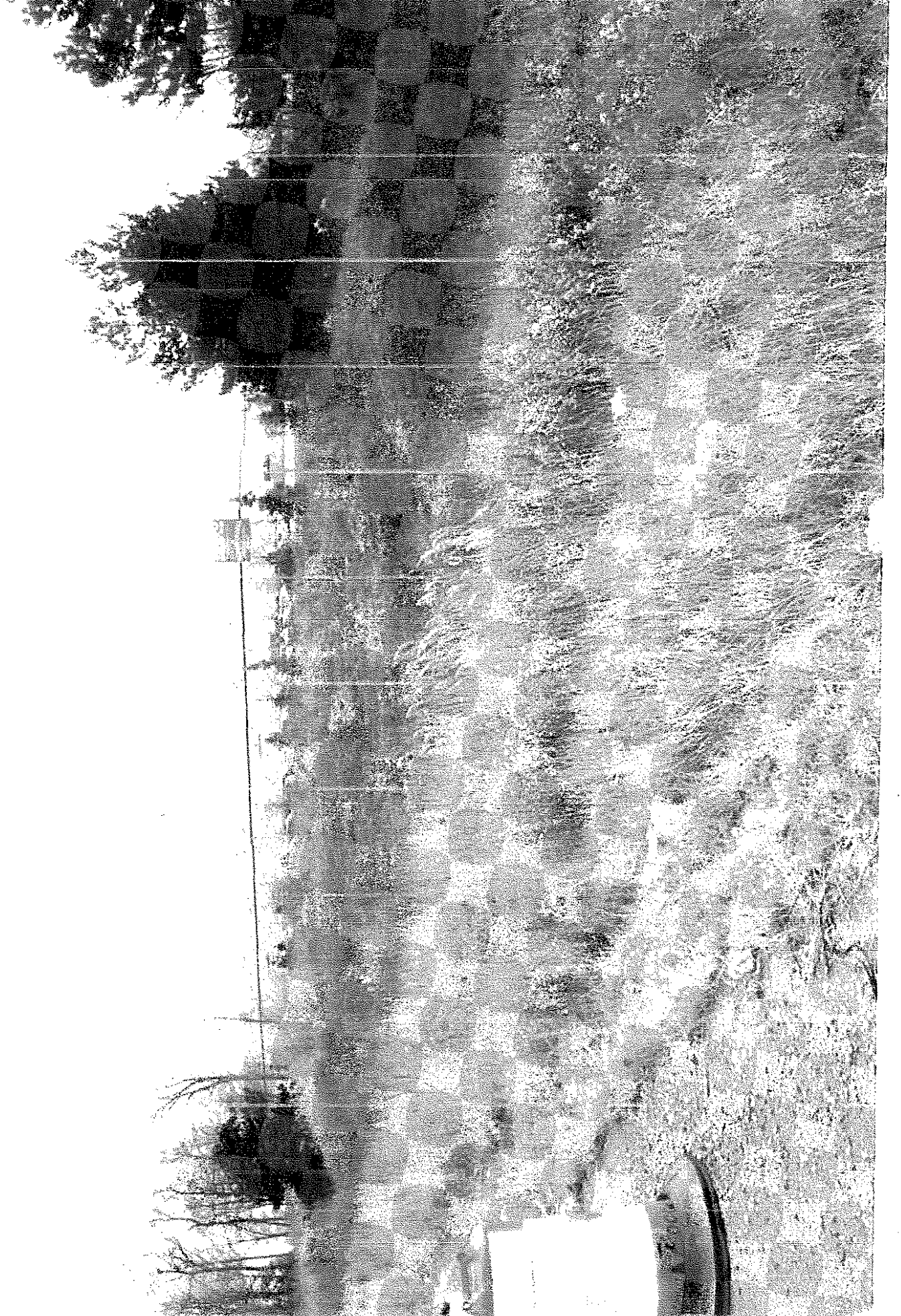
DEMONSTRATION SIGNAGE

Temporary Demonstration Sign

PET EXPO
NOVEMBER 19-20
SEE
VICTORIA STILWELL
IT'S ME OR THE DOG
NOV. 20th



Temporary Demonstration Sign View
from
Expressway



**IMPLEMENTATION COMMITTEE
MEETING MINUTES – EXCERPT
NOVEMBER 10, 2010**



IMPLEMENTATION COMMITTEE
City of Novi Planning Commission
NOVEMBER 10, 2010 at 6:00 p.m.
Novi Civic Center – Mayor's Conference Room
45175 W. Ten Mile, Novi, MI 48375
(248) 347-0475

Members: Cassis, Gutman, Meyer, Pehrson
Staff Support: Kristen Kapelanski

Roll Call

Present: Members Cassis, Meyer (Chair), Pehrson and Gutman

Also Present: Kristen Kapelanski, Planner; Barbara McBeth, Community Development Department Deputy Director

Approval of Agenda

Moved by Member Gutman, seconded by Member Pehrson:

Motion to approve the Agenda.

Member Cassis added a discussion of the signage in the Novi Town Center to the end of the agenda.

Member Gutman and Member Pehrson agreed to the amendment.

VOICE VOTE ON AGENDA APPROVAL MOTION MADE BY MEMBER GUTMAN AND SECONDED BY MEMBER PEHRSON:

Motion to approve the Agenda with Member Cassis's suggested amendment. Motion carried 4-0.

Discussion Items

1. Promotional Signage in EXO District

Discussion of possible ordinance amendment to allow temporary promotional signage in the EXO District adjacent to freeways.

Planner Kapelanski reviewed the proposed amendment with Committee members.

Member Cassis suggested staff research recent sign permit applications and sign variance applications made by Rock Financial to determine if they have applied for something similar. Staff indicated they would research those issues before the proposed amendment moves forward. Member Cassis would be in support of the amendment as it would aid business.

Member Pehrson stated he would not oppose the amendment and felt the proposed size would be appropriate because of the proximity of the EXO District to the freeway.

Chair Meyer was generally in favor of the amendment but thought one sign on each building side would be more appropriate as opposed to two signs on each side.