

City of Novi – Zoning Board of Appeals

Attachment Sheet for K&S Plaza Shopping Center – 30900 Beck Road, Novi, Michigan 48377

CODE INFORMATION:

City of Novi code allows a business center sign that identifies the name of a group of four or more contiguous stores developed as a planned complex and that does not contain any additional information regarding individual stores within the planned complex.

REQUESTED VARIANCE:

Variance requested is to allow tenant copy to be placed on what is an otherwise conforming business center ground sign.

APPEAL BASED ON THE FOLLOWING GROUNDS:

The K&S Plaza Shopping Center is a multi-tenant development that can accommodate up to eight separate tenants. Of these tenants the vast majorities are located in the portion of the building that runs perpendicular with Beck Road and therefore only have exposure to the South for any wall signage that they may have. When the development was originally built Beck Road had primarily a north bound traffic pattern. This was the case because traffic was able to exit from West bound I-96 and then head north towards Wixom, Walled Lake, Commerce Township, etc. While you could also enter I-96 west bound from Beck Road, you could not enter I-96 east bound towards Detroit. This condition resulted in a traffic pattern that was primarily headed north only since most traffic on I-96 is into and out of metro Detroit. Now that the interchange at Beck Road and I-96 has been improved to allow for increased traffic as well as access onto and exit from both directions of I-96, Beck Road past traffic pattern has changed immensely. Traffic is as likely to be headed south bound as north bound if in fact not more so. This has resulted in these businesses that face only to the south having an exposure hardship to potential customers. By having the ground sign provide exposure to traffic in both directions this hardship is alleviated.

POSSIBLE ADDITIONAL CONSIDERATIONS:

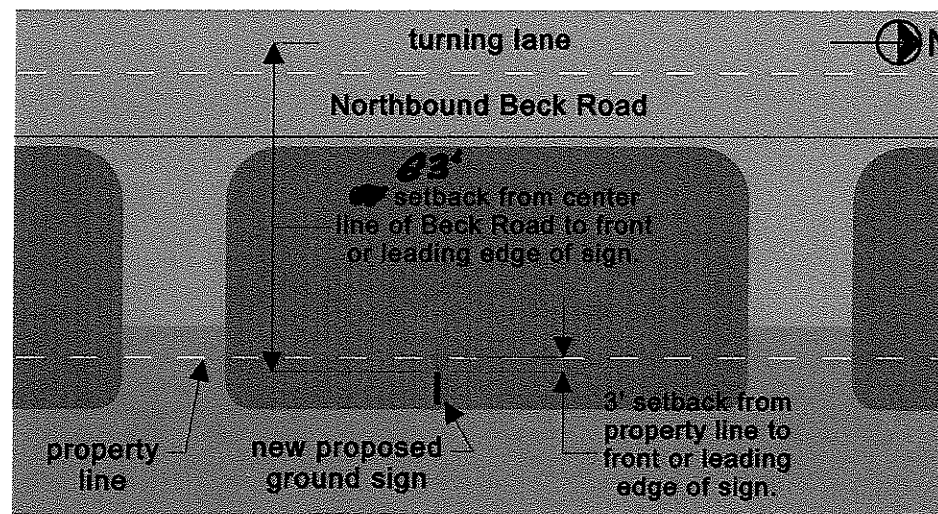
The existing freestanding sign is a non-conforming pole sign with an overall height of fifteen feet from the top of the sign to grade. The sign also does not conform to the required setback because while it does not overhang the front property line and or future right-of-way line it does not meet the three feet setback requirements from these lines. The sign is conforming in square footage and in having only the name of the shopping center on it as well.

Instead of consideration of a reface of the existing non-conforming pole sign the K&S Investment Group, Inc. decided it was time to improve the property with a completely new ground sign, in so doing replacing the pole sign that could be argued as more effective because of its height. However the pole sign is also less esthetically pleasing than a ground sign and could be argued less desirable to the city since pole signs are now prohibited. Therefore, the requested variance to allow tenant copy on an otherwise conforming ground sign seemed a step in the right direction in that afterwards the property would have a freestanding sign that would be in more conformance.

Respectively Submitted,



Mr. Mark R. Johnson
Cornell Sign Company, Inc.



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 THIS SHOP DRAWING IS SUBMITTED FOR APPROVAL AND REMAINS THE EXCLUSIVE PROPERTY OF CORNELL SIGN COMPANY, INC. UNTIL THE DESIGN AND SIGN PROJECT IS PURCHASED BY CUSTOMER.

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K&S PLAZA SHOPPING CENTER
 Job Site Address: 30900 Beck Road
 Novi, Michigan 48377

FABRICATION NOTES: DOUBLE FACE GROUND SIGN

- 1 - EXTRUSION - To be an MMG architectural extrusion system, with 1 3/4" slide style retainers and 1 1/2" id dividers. Sign to be 11 1/2" deep.
- 2 - FACES - To be 3/16" thick White Lexan solar grade polycarbonate plastic.
- 3 - PAINTING - Sign box, retainers, and cladding are to be primed painted a Grip Gard acrylic polyurethane enamel, # 502 F1 Rust Brown.
- 4 - VINYL - Top sign faces to have computer cut Avery A6 series translucent # A6280-T Rust Brown applied to the first surface. Each individual tenant panel layout (colors, style, etc.) is to be determined at a later date.
- 5 - LIGHTING - Sign box illuminated by six 60" T12 C.W.H.O. Fluorescent lamps and and one # 672 AT Allanson ballast.
- 6 - CLADDING - Fabricated of 24 gauge sheet metal. Cladding is to be 1' tall X 4' long X 6" deep.
- 7 - STEEL - A 4" square X 1/4" thick wall X 10' long steel tube is to be set in the foundation when it is poured.
- 8 - FOUNDATION - To be 1' 6" long X 2' wide X 4' deep solid concrete.

CODE INFORMATION: ZONED B-3; GENERAL BUSINESS DISTRICT: City of Novi code allows a business center sign that identifies the name of a group of four or more contiguous stores developed as a planned complex and that does not contain any additional information regarding individual stores within the planned complex. A business center sign may be a ground sign only. Ground signs shall not exceed a maximum 30 square feet total area per side or one square foot for each two feet of setback from the nearest street center line, whichever is greater. Signs shall not exceed a height of 6' from top of sign to grade.

PROPOSED SIGN: Sign is 5' tall overall X 6' long overall or 30 square feet total area per side. Sign is 6' from top of sign to grade. Sign is to be placed between the North and South driveways and will meet the setback requirement of three feet from the future and or planned right of way line. The sign shall also be placed no closer than fifty feet from any residential district.

VARIANCES NEEDED: Proposed sign meets the code requirements for sign square foot area per side, overall height above grade, and setbacks. However a variance is required to have the tenants included on the sign since the name of the planned complex, "K&S PLAZA", is the only copy that is allowed by City of Novi code.

Scale 3/4" = 1'



PROPOSED GROUND SIGN TO BE INSTALLED IN CENTER GREENBELT AREA BETWEEN THE NORTH AND SOUTH DRIVEWAYS AND IN THE SAME GENERAL LOCATION OF THE EXISTING NON-CONFORMING POLE SIGN! THE LEADING EDGE OF THE PROPOSED SIGN WILL BE SETBACK 3' FROM THE 60' WIDE RIGHT-OF-WAY LINE AND OR FRONT PROPERTY LINE WHICH WILL RESULT IN A 63' SETBACK FROM "CENTER LINE" OF BECK ROAD TO FRONT AND OR LEADING EDGE AND THE REAR EDGE OF THE SIGN BEING 1' IN FROM THE ASPHALT CURB OF THE K&S PLAZA SHOPPING CENTER PARKING LOT.



EXISTING NON-CONFORMING POLE IS 5' TALL x 6' LONG, OR 30 SQUARE FEET TOTAL AREA PER SIDE. SIGN IS ALSO 15' FROM THE TOP OF SIGN TO GRADE AND 10' FROM BOTTOM OF SIGN TO GRADE!