

Zoning Board of Appeals

Application for Variance

Re: Sign Usage, Paradise Park

Paradise Park is a multi-use, multi-venue business that is intended for group events of varying sizes, family events, and individual usage. The Park features a variety of indoor and outdoor activities, a food court, and has a capacity of hosting in excess of 2500 guests. The Park is located on Grand River, opposite of the Rock Financial Show Place, and was built new, on a 10 acre parcel, 2 years ago.

Paradise Park has a city approved sign installed per ordinance in the front of the property, facing Grand River avenue. This sign, constructed and designed by C & J Sign company of Novi, includes a 1 foot section capable of displaying text messages on either one line or two lines. The purpose of employing this type of sign was to provide an important and essential notice of activities to our patrons and potential patrons, to provide information about future activities and park specials, notification of Novi youth activities, and to provide a civic based notification of missing children based on the Amber Alert Program. In as much as Paradise Park addresses children as an important part of our client base, we felt it essential to provide an avenue to participate in the Amber Alert Program as it expands in Michigan.

On any given day, Paradise Park is host to as many as 25 separate and unique events. (a typical Saturday schedule is attached for your reference) The larger events tend to be corporate or community related while the smaller events would be family celebrations, birthdays, wedding parties, Bar Mitzvahs, First Communion, Graduation Events, Anniversaries, sports teams, and Church groups. It is an important and essential part of our business to be able to provide notice of these events on our sign. Our business is financially dependent on these events. Notification of these events is indelibly linked to our success and would otherwise cause a major financial hardship.

Since we consistently face the situation where we have a real need for displaying multiple event notices on our sign, we are asking variance authorization to allow this message sign to be updated a rate of 3 seconds per notice.

To insure compliance with all other areas of the sign ordinances, we will insure that the text information displayed will not be scrolled or flashed. This sign is not capable of advanced graphics or any form of video imaging.

Comparatively, this sign is quite small compared to the signs used by the Rock Financial Show Place, yet our scenario of a "Multi Event" business, is the same and the needs are usage are therefore similar.



City of Novi

COMMUNITY DEVELOPMENT DEPARTMENT

45175 W. Ten Mile Road
Novi, Michigan 48775-3024

Notice of Violation

01/05/2007

Expiration Date: 01/15/2007

PARADISE PARK
45799 GRANDRIVER
NOVI MICH 48375

Subject Property: 45799 GRAND RIVER AVE NOVI
Sidwell No.: 5022-16-451-046

Ordinance Activity No: ORD07-0011

You are in violation of code Section 28-1(5)

CHANGEABLE COPY SIGNS MUST NOT CHANGE ANY MORE THAN FOUR
(4) TIMES PER HOUR PURSUANT TO ABOVE CITED ORDINANCE
REQUIREMENT. CORRECT SIGN WITHIN STIPULATED TIME PERIOD OR
APPLY TO ZONING BOARD OF APPEALS FOR VARIANCE REQUEST
WITHIN STIPULATED TIME PERIOD.

You will have 10 days from the date of this notice to comply with the violation cited above. Your immediate attention to this matter is requested and advised. A municipal civil infraction violation ticket will be issued for failure to comply with this matter within the time constraints stated above. Once a ticket is issued, a court appearance will be required. Please contact the Officer listed below should you have any questions with regard to this matter.

Alan Amolsch
Ordinance Enforcement Officer

City of Novi



City of Novi

COMMUNITY DEVELOPMENT DEPARTMENT

45175 W. Ten Mile Road
Novi, Michigan 48375-3024

Notice of Violation

01/24/2007

Expiration Date:

PARADISE PARK
45799 GRANDRIVER
23268 MYSTIC FOREST
NOVI MI 48375

Subject Property: 45799 GRAND RIVER AVE NOVI
Sidwell No.: 5022-16-451-046

Ordinance Activity No: ORD07-0122

You are in violation of code Section 28-10(B)(4)

TICKET #0454/ANIMATED SIGN

You will have 0 days from the date of this notice to comply with the violation cited above. Your immediate attention to this matter is requested and advised. A municipal civil infraction violation ticket will be issued for failure to comply with this matter within the time constraints stated above. Once a ticket is issued, a court appearance will be required. Please contact the Officer listed below should you have any questions with regard to this matter.

Alan Amolsch
Ordinance Enforcement Officer

City of Novi



Paradise
Park

OPENING



11/11/11
11/11/11
11/11/11



Paradise
Park



What is Paradise Park?

- “Multi Venue” , “Multi Function” facility. We are a part of the “pulse of Novi”. Everyone benefits.
- We bring business that expands commerce and good image.
- We appeal to the “whole market”

Key Safety and Usage Points

- Safe and Effective Rate
- Tasteful Usage of Sign
- Comfortable Reading Rate
- No Traffic Distraction
- No Flashing or Blinking Sensation

Hardships

- Our ability to grow is based on quality and visibility.
- We are a new Business with very real Hardships.
- Multiple purpose / nature of Facility
- Competitive Disadvantage - - without sign usage as requested.

Safe and Effective Communication

- A small high quality sign
- Tasteful usage, Purposeful usage
- Business purposes and community purposes.
- An Update Rate that “makes sense” and is safe.

TO: Zoning Board of Appeals

Please note my **Objection** to the requested variance.

Comments:

To approve the requested variance for an "animated sign" will likely improve business for Paradise Park, but will have an overall negative impact on the community of Novi.

Two issues we see with this type of signage are:

1) This type of signage begins to change the image of the Novi community as presented to our residents and non-residents visiting families and businesses. The image would be somewhat on the "trashy" side, beginning to resemble the Las Vegas strip image trying to get the passerby's attention to come in and spend money. As Grand River continues to expand to be a main Novi artery, more and more shopping and entertainment type business will likely appear and will be looking to utilize "animated signage". Visualize what Grand River might look like in 10 years with animated signs.

2) "Animated signs" are distracting to road traffic. That is their purpose – moving words or parts of the sign to redirect one's focus to see what it is all about. Today there are way too many distractions for young drivers – music (radio, CD players, ipods), conversation with friends in the vehicle, and the wide use of cell phones while driving. Let's admit it, lack of focus or attention to driving causes the majority of traffic accidents we have today. Why add more distractions which will likely result in an increase of accidents. Grand River has a speed of 50mph, the fastest street speed except for the freeway. We don't need more distractions at this speed.

In summary, we feel that the precedence set by approving this requested variance for Paradise Park and later other Novi businesses following this approach to improve their business volume will over the next 5-10 years change the projected Novi image negatively and will contribute to more frequent traffic accidents.

Name: Matthew & Annette Rozek
Address: 45950 W 11 Mile
Date: January 3, 2008

Case No.07-094 Paradise Park

RECEIVED

JAN 04 2008

CITY OF NOVI
COMMUNITY DEVELOPMENT