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CITY of NOVI CITY COUNCIL

Agenda Item M
April 27, 2009

SUBJECT: Approval of the request of Crown Plaza for a Section 9 Façade Waiver. The subject property is located in Section 14, west of Novi Road between I-96 and Twelve Mile Road in the C, Conference District. The applicant is proposing to redesign a portion of the existing eastern façade on the Crown Plaza Hotel at 27000 Sheraton Drive, to accommodate the proposed Deli Unique restaurant.

SUBMITTING DEPARTMENT: Community Development Department - Planning

CITY MANAGER APPROVAL: *[Signature]*

BACKGROUND INFORMATION:

Crown Plaza is proposing to redesign a portion of the existing eastern façade on the Crown Plaza Hotel to accommodate the proposed Deli Unique restaurant. Deli Unique is part of the Matt Prentice Restaurant Group and specializes in deli sandwiches, soups and salads as well as complete dinner options. There are currently two Deli Unique locations in the Metro-Detroit area: West Bloomfield and Bloomfield Hills. The proposed interior and exterior changes equal a total investment of approximately \$180,000.

The proposed alteration consists mainly of the addition of several fabric awnings with minor alterations to the cultured stone. Per the façade consultant's review, the proposed changes do not conform to the requirements of the façade ordinance due to the percentage of brick being below the minimum on the east façade (0% percent provided, minimum of 30% required), and the percentage of cultured stone and fabric awning are above the maximum percentages allowed by the Façade Schedule. The cultured stone represents 72% of the east façade (maximum of 50% permitted) and the fabric awnings represent 18% of the east façade (maximum of 10% permitted). A Section 9 façade waiver is required.

The City's façade consultant is recommending approval of the requested waiver as the cultured stone represents an existing material and the design proposes to reduce the percentage of this material to bring it closer to compliance with the façade chart. A sample board was provided showing the proposed awnings will be black in color. The façade consultant has indicated that the awning design and color will be a tasteful addition to the existing façade. For additional information, please see the attached review letter from the City's façade consultant.

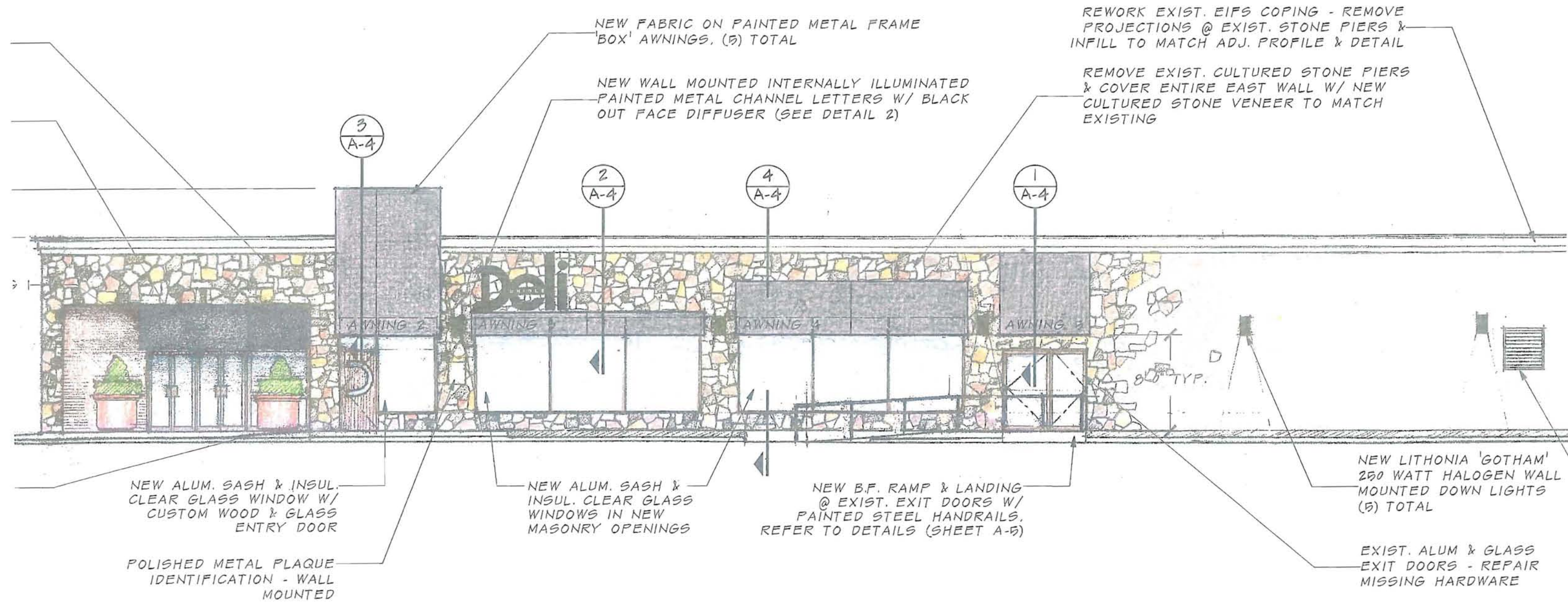
Section 2201 of the Zoning Ordinance requires all projects in the Conference District to appear before the City Council for approval of all site plans and waivers after a recommendation from the Planning Commission. On April 8, 2009, the Planning Commission recommended approval of the requested Section 9 façade waiver. Draft minutes from the Planning Commission meeting are attached. As part of their motion, the Planning Commission included a condition that the landscaping on the eastern side of the building should be replaced per the landscape review. This condition is no longer needed as the City's landscape architect has visited the site and confirmed that no landscaping has been removed. The applicant has submitted a colored rendering and sample material as requested by the City's façade consultant.

RECOMMENDED ACTION: Approval of the request of Crown Plaza for a Section 9 Façade Waiver since the proposed façade is consistent with and will generally enhance the visual quality of the project.

	1	2	Y	N
Mayor Landry				
Mayor Pro-Tem Gatt				
Council Member Burke				
Council Member Crawford				

	1	2	Y	N
Council Member Margolis				
Council Member Mutch				
Council Member Staudt				

PROPOSED ELEVATIONS



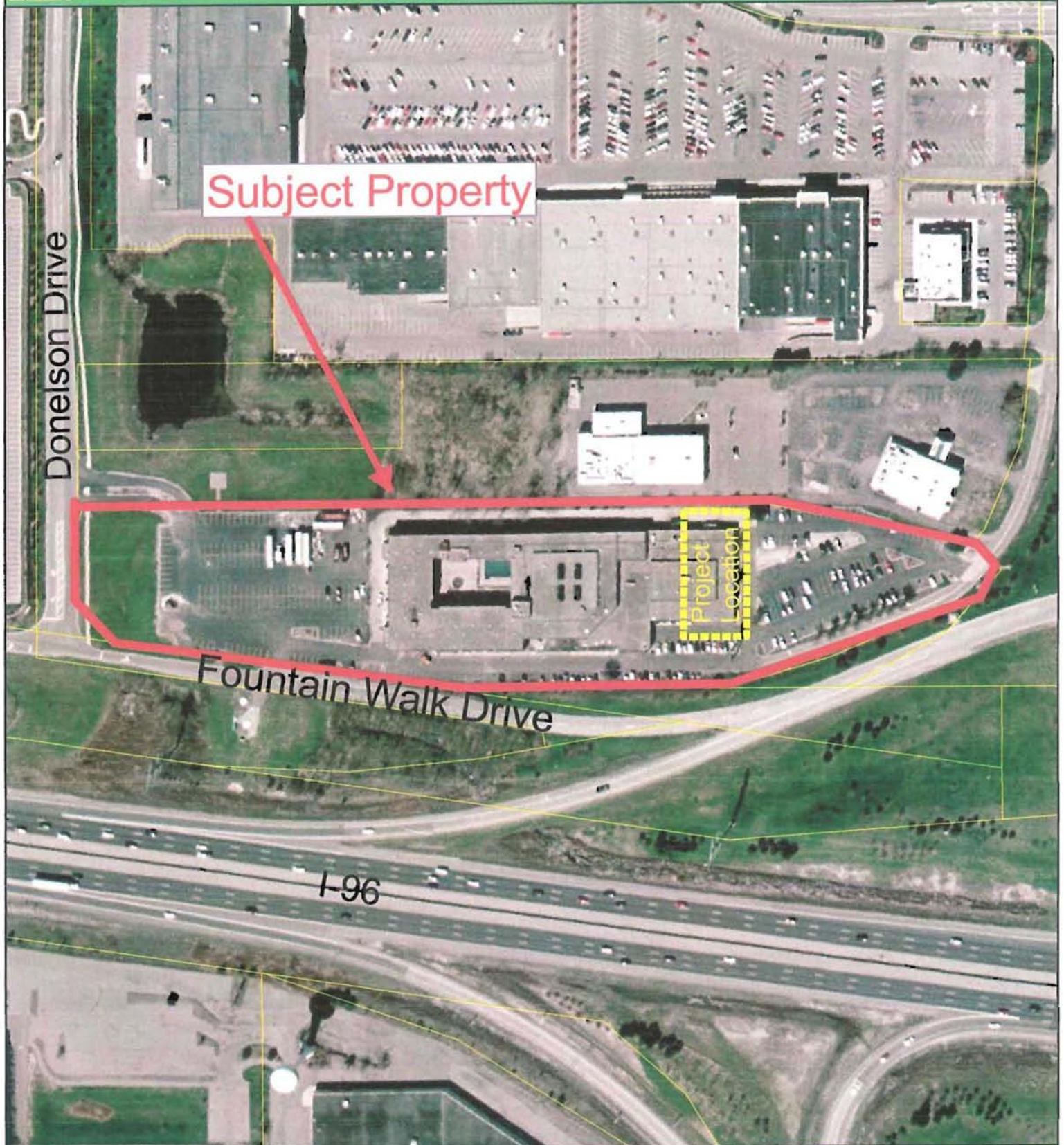
1 EAST EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"

MAPS

Location/Air Photo



Deli Unique SP09-05 Location



Subject Property

Project Location

Donelson Drive

Fountain Walk Drive

I-96

CITY OF NOVI

DEPARTMENT OF COMMUNITY DEVELOPMENT

45175 W. TEN MILE ROAD
NOVI, MI 48375-3024
(248) 347-0415

MAP AUTHOR: Kristen Kapelanski, Planner



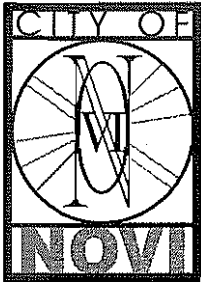
1 INCH = 200 FEET

MAP PRINT DATE: 03/30/09

MAP INTERPRETATION NOTICE

Map information depicted is not intended to replace or substitute for any official or primary source. This map was intended to meet National Map Accuracy Standards and use the most recent, accurate sources available to the people of the City of Novi. Boundary measurements and area calculations are approximate and should not be construed as survey measurements performed by a licensed Michigan Surveyor as defined in Michigan Public Act 132 of 1970 as amended. Please contact the City GIS Manager to confirm source and accuracy information related to this map.

**PLANNING COMMISSION MEETING
MINUTES – EXCERPT
April 8, 2009**



cityofnovi.org

PLANNING COMMISSION

DRAFT COPY

CITY OF NOVI
Regular Meeting

Wednesday, April 8, 2009 | 7 PM

Council Chambers | Novi Civic Center | 45175 W. Ten Mile
(248) 347-0475

CALL TO ORDER

The meeting was called to order at or about 7:00 PM.

ROLL CALL

Present: Members David Baratta, Victor Cassis, David Greco, Brian Larson, Michael Lynch, Michael Meyer (7:02 PM), Mark Pehrson, Leland Prince

Absent: Member Andy Gutman (excused)

Also Present: Kristen Kapelanski, Planner; Doug Necci, Façade Consultant; Kristin Kolb, City Attorney

PLEDGE OF ALLEGIANCE

The meeting attendees recited the Pledge of Allegiance.

APPROVAL OF AGENDA

Moved by Member Lynch, seconded by Member Greco:

VOICE VOTE ON AGENDA APPROVAL MOTION MADE BY MEMBER LYNCH AND SECONDED BY MEMBER GRECO:

A motion to approve the April 8, 2009 Planning Commission Agenda. Motion carried 7-0.

MATTERS FOR CONSIDERATION

1. DELI UNIQUE FAÇADE, SP09-05

Consideration of the request of Crown Plaza for a recommendation to City Council for a Section 9 Façade Waiver. The subject property is located in Section 14, west of Novi Road between I-96 and Twelve Mile in the C, Conference District. The Applicant is proposing to redesign a portion of the existing eastern façade on the Crown Plaza Hotel at 27000 Sheraton Drive to accommodate the proposed Deli Unique restaurant.

Planner Kristen Kapelanski described the request for this Section 9 Façade Waiver to the Planning Commission. The Applicant proposes to redesign a portion of the façade on the eastern side of the Crown Plaza Hotel, which is just north of Fountain Drive. This will accommodate the proposed Deli Unique restaurant. The proposal includes the installation of fabric awnings in addition to several other changes and is not in compliance with the Façade Ordinance because of an underage of brick and an overage of cultured stone and fabric awnings. The City's Façade Consultant recommends approval of the request, and noted that the proposed design will bring the façade closer into compliance with the façade chart. The Applicant has submitted the required rendering and the Consultant believes the changes will harmonize with the existing materials.

Roman Bonislowski from Ron and Roman Architects addressed the Planning Commission on behalf of the Applicant. He stated that Matt Prentiss, the operator of the No. VI Chophouse, is relocating all of his operations into the Crown Plaza Hotel. With this change, the No. VI Restaurant will move to make way for Deli Unique. Mr. Prentiss has been doing very well at the Hotel Baronette, and he hopes to improve his business with this move to the Crown Plaza.

It was important for this façade of the building to be distinguishable from the other brick facades of the hotel. The cultured stone has been incorporated into this façade, and the other changes are a bit more graphic and more important. With regard to the awning, the Applicant is proposing black fabric. This color choice is not garish and will not demean the property. Mr. Bonislowski thanked the Planning Commission for its consideration.

Member Lynch asked Façade Consultant Doug Necci to comment on the request. Mr. Necci responded that there are three non-compliance issues. The proposal does not offer 30% brick, but the stone is visually equivalent and

probably even superior to brick. The addition of awnings brings the façade more into compliance as they will cover up the overage of stone. Mr. Necci agreed that black is the best choice for the awnings and will make a tasteful and classy statement. He thought this was a good design.

Member Lynch had concluded the same thing. He supported the Applicant's request.

Mr. Greco reviewed the request and supported the Applicant's request.

Moved by Member Greco, seconded by Member Larson:

In the matter of Crown Plaza for Deli Unique, SP09-05, a motion to recommend approval to City Council for a Section 9 Waiver for the overage of cultured stone, the underage of brick and the overage of fabric awnings on the eastern façade, subject to: 1) The Applicant submitting a colored rendering and sample board to show how the proposed awning color will harmonize with existing materials; and 2) The Applicant replacing the landscaping on the eastern side of the existing building per the Landscape Review; for the reasons that the proposed façade is consistent with and will generally enhance the visual quality of the project and because the plan is otherwise in compliance with Article 25 of the Zoning Ordinance and all other applicable provisions of the Ordinance.

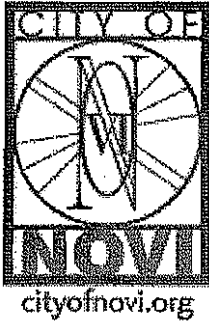
DISCUSSION

Member Cassis said that Matt Prentiss is a well known operator of classy restaurants. He thought Mr. Prentiss would be a nice addition to the Crown Plaza and wished him well.

ROLL CALL VOTE ON DELI UNIQUE, SP09-05, RECOMMENDATION FOR APPROVAL OF A SECTION NINE FAÇADE WAIVER MADE BY MEMBER GRECO AND SECONDED BY MEMBER LARSON:

In the matter of Crown Plaza for Deli Unique, SP09-05, a motion to recommend approval to City Council for a Section 9 Waiver for the overage of cultured stone, the underage of brick and the overage of fabric awnings on the eastern façade, subject to: 1) The Applicant submitting a colored rendering and sample board to show how the proposed awning color will harmonize with existing materials; and 2) The Applicant replacing the landscaping on the eastern side of the existing building per the Landscape Review; for the reasons that the proposed façade is consistent with and will generally enhance the visual quality of the project and because the plan is otherwise in compliance with Article 25 of the Zoning Ordinance and all other applicable provisions of the Ordinance. *Motion carried 8-0.*

PLANNING REVIEW



PLAN REVIEW CENTER REPORT

March 30, 2009

Planning Review

Deli Unique

SP #09-05

Petitioner

Crown Plaza

Review Type

Final Site Plan

Property Characteristics

- Site Location: 2700 Sheraton Drive
- Zoning: C, Conference
- Adjoining Zoning: North: C; East: Novi Road and I-96 ROW; West: RC, Regional Center; South: I-96 ROW
- Site Use(s): Crown Plaza Hotel (with existing vacant restaurant space within hotel)
- Adjoining Uses: North: Wisne Design and vacant restaurant space; East: Novi Road and I-96 ROW; West: 12 Mile Crossing at Fountain Walk; South: I-96 ROW
- Plan Date: 02/25/09

Project Summary

Crown Plaza is proposing to redesign a portion of the existing eastern façade on the Crown Plaza Hotel to accommodate the proposed Deli Unique restaurant. The proposal was reviewed by the Façade Consultant for compliance to the standards of Section 2520 of the Zoning Ordinance (see review).

Recommendation

Approval of the Final Site Plan is recommended, per the Façade Consultant's review. The plan will be scheduled for an upcoming Planning Commission meeting to be followed by a subsequent City Council meeting. Once the applicant receives approval from the City Council, Stamping Sets should be submitted. The applicant should submit the required rendering and material sample board prior to the Planning Commission meeting.

Ordinance Requirements

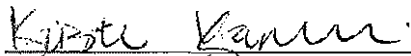
This project was reviewed for conformance with the Zoning Ordinance with respect to Article 22 (Conference District), Article 24 (Schedule of Regulations), Article 25 (General Provisions) and any other applicable provisions of the Zoning Ordinance. Items in **bold** below must be addressed by the applicant and incorporated as part of the Stamping Set-submittal.

Deli Unique, SP# 09-05
Final Site Plan
March 25, 2009

1. Lighting: It appears additional lighting is proposed. **The applicant should confirm that the proposed lighting will have a 90 degree cut-off angle and will not shine upwards.**
2. Facade Review: **The applicant will be required to submit a facade board and colored rendering.** A Section 9 facade waiver is required. Please see the attached facade review letter for additional information.
3. Facade Waiver Approval: Section 2201 of the Zoning Ordinance requires all projects in the Conference District to appear before the City Council for approval of all site plans and waivers after a recommendation from the Planning Commission. The applicant will be placed on the agenda of an upcoming Planning Commission meeting to be followed by a subsequent Council meeting.
4. Exterior Signage: Exterior signage is not regulated by the Planning Division or Planning Commission. Please contact Jeannie Niland at 248-347-0438 for information on sign permits.

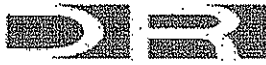
Stamping Set Approval

The applicant should address the comments above and the comments in all review letters in a response letter to be submitted with the Stamping Sets. Four copies of the plan should be submitted to the Community Development Department for Stamping Set approval. The Stamping Sets must have original signatures and original seals. Stamping Sets can be submitted after the applicant receives approval of the required Section 9 facade waiver from the Planning Commission.



Planning Review by Kristen Kapelanski
248-347-0586 or kkapelanski@cityofnovi.org

FAÇADE REVIEW



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 E-Mail: drn@drnarchitects.com
 Web: drnarchitects.com

DRN & ASSOCIATES, ARCHITECTS, PC

50850 Applebrooke Dr., Northville, MI 48167



March 26, 2009

City of Novi Planning Department
 45175 W. 10 Mile Rd.
 Novi, MI 48375-3024

Attn: Ms. Barb McBeth – Director of Community Development

Re: FACADE ORDINANCE
Deli Unique, SP9-05
 Façade Region: 1, Zoning District: C

Dear Ms. McBeth:

The following is the Façade Review for the proposed façade alteration to the above referenced project based on the drawings prepared by RonandRoman Design LLC, dated February 25, 2009. The percentages of materials proposed for each façade are as shown on the table below. The maximum (and minimum) percentages allowed by the Schedule Regulating Façade Materials of Ordinance Section 2520 are shown in the right hand column. Materials that are in non-compliance with the Façade Schedule, if any, are highlighted in bold.

	South Façade	East Façade	West Façade	North Façade	Ordinance Maximum (Minimum)
BRICK	N/A	0%	N/A	N/A	100% (30%)
CULTURED STONE	N/A	72%	N/A	N/A	50%
EIFS	N/A	10%	N/A	N/A	25%
FABRIC AWNING	N/A	18%	N/A	N/A	10%

Comments:

As shown above, the percentage of Brick is below the minimum amount required by the Façade Schedule, and the percentage of Cultured Stone and Fabric Awnings are above the maximum percentage allowed by the Façade Schedule. A section 9 Waiver is therefore required.

Recommendations:

1. The Cultured Stone represents an existing material and the design proposes to reduce the percentage of this material bringing it closer to compliance with the Façade Chart. Lowering the percentage further and adding Brick to achieve full compliance would represent a significant hardship and would not significantly improve the visual appearance of the façade as compared to the proposed design.

2. The proposed alteration consists primarily of the addition of several fabric awnings. The awnings appear to have a somewhat unique design possibly with internal lighting effects and signage. It is recommended that the applicant submit a rendering and/or sample board showing how the proposed awning color will harmonize with existing materials. Striking colors or introduction of signage or logos on the awnings would not be consistent with the Ordinance.
3. A Section 9 Waiver is therefore recommended, contingent on the applicant demonstrating that harmonious color will be used for the awnings by submission of a sample board.

Notes to the Applicant:

1. Inspections - The City of Novi requires Façade Inspection(s) for all projects. Materials displayed on the approved sample board will be compared to materials delivered to the site. It is the applicant's responsibility to request the inspection of each façade material at the appropriate time. This should occur immediately after the materials are delivered. Materials must be approved before installation on the building. Please contact the Novi Building Department's Automated Inspection Hotline at (248) 347-0482 to request the Façade inspection.
2. Revisions after Approval – The Novi Planning Commission's approval under the Façade Ordinance is based upon the façade design, materials and colors indicated on the sample board, and drawing referenced herein. Revisions and modifications to any of these items after approval will require reapplication.

Sincerely,
DRN & Associates, Architects PC



Douglas R. Necci, AIA

APPLICANT'S RESPONSE LETTER

R O N A N D R O M A N

April 2, 2009

Ms. Kristen Kapelanski
Planner City of Novi
45175 W. Ten Mile Road
Novi, MI 48375

Re: *Plan Review Center Report Response*
Deli Unique, Crowne Plaza Hotel
27000 Sheraton Oaks Drive

Dear Kristen,

The following is our response to issues raised in your Review. Listed are the line items included in your review requiring a response, along with our comments.

- 1. It appears additional lighting is proposed. The applicant should confirm that the proposed lighting will have a 90 degree cut off angle and will not shine upwards.*

The proposed lighting fixtures are a cylindrical wall sconce which only provides downlight. The recessed lamp will be directed downwards and no light will be projected beyond the downward oriented cone of light projected by the fixture.

- 2. The applicant will be required to submit a façade board and colored rendering. A section 9 façade waiver is required. Please see attached façade review letter for additional information.*

We have submitted the colored rendering along with the stone sample and awning fabric sample. In reviewing the Façade Ordinance review letter, we are prepared to demonstrate how the proposed black awning fabric will harmonize with the existing materials, and we are not proposing any additional or internal lighting related to the awnings. There is no verbiage or logos being proposed for the awnings.

Please note that we are prepared to submit the 4 stamping sets to the building department following what we hope will be the approval of the façade waiver. Please feel free to contact us should you require additional information. Thank you for your assistance throughout the process.

Very Truly Yours,



Roman Bonislowski
Registered Architect
Architect License No. 37397
Ron and Roman, L.L.C.