



CITY of NOVI CITY COUNCIL

Agenda Item 4
January 24, 2011

SUBJECT: Consideration of City Code Amendment 11-100.40 in order to include definitions and standards to permit promotional wall signs in the EXO District. **FIRST READING**

SUBMITTING DEPARTMENT: Community Development Department - Planning

CITY MANAGER APPROVAL:

BACKGROUND INFORMATION:

The applicant is proposing modifications to Chapter 28, "Signs" of the City of Novi City Code to allow promotional signs in the EXO District along freeways. This would be in addition to the ground and/or wall signs already permitted in that district. Staff has reviewed the amendment and recommends approval with some revisions, most of which the applicant has agreed to. The packet includes a staff version of the amendment and an applicant/Planning Commission version of the amendment. The Planning Commission held the public hearing for and reviewed the proposed amendment on January 12, 2011 and recommended approval the applicant's modified request.

Proposed changes include the following:

- *Permitted Districts and Uses:* Promotional wall signs would be added to Section 28-1, "Definitions" and permitted for exposition facilities only, in the EXO, Exposition Overlay District.
- *Sign Size:* Allowable signs could be up to 360 square feet.
- *Number of Signs:* Staff has proposed allowing up to two signs on exposition facilities 150,000 square feet or greater. The applicant has proposed and the Planning Commission has recommended allowing four signs on exposition facilities 150,000 square feet or greater.
- *Placement:* Staff has proposed limiting placement of a promotional sign to those sides of a building without an existing wall sign or a proposed or existing promotional wall sign. The applicant has proposed and the Planning Commission has recommended placement of a promotional wall sign only be limited to those sides of a building without an existing wall sign, thereby allowing more than one promotional wall sign on a building side.

As a means to assist the City Council and Planning Commission in visualizing the size and location of the signage amendments, Suburban Collection Showplace has installed sample temporary signage (approximately 480 square feet) with nighttime illumination. See attached photo of temporary signs installed at Rock Financial Showplace. The Planning Commission expressed some concerns regarding the size, appearance and lighting of the sample signs provided; the applicant indicated the smaller sign size recommended by staff (360 square feet) would be acceptable, and that a more finished appearance would be provided on future signs (if the code amendment is approved).

The applicant has addressed a number of items in the response letter that have not been considered by staff as part of the review of the proposed amendment. Staff is working with the applicant on initiating the appropriate review processes for those additional requests.

RECOMMENDED ACTION: Approval of the Applicant/Planning Commission version City Code Amendment 11-100.40 in order to include definitions and standards to permit promotional wall signs in the EXO District. **FIRST READING**

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

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

DEMONSTRATION SIGNAGE

Temporary Demonstration Sign



Temporary Demonstration Sign- View
from
Expressway



**PROPOSED ORDINANCE AMENDMENTS –
APPLICANT/PLANNING COMMISSION 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, and the entire surface excluding any frame of which is 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 on which it is placed. 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 EXO district 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, C, and 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) Exposition facilities within the EXO District: Promotional wall signs shall be permitted up to three-hundred and sixty (360) square feet when displayed on a building operating as an exposition facility within the EXO District.

2. Height: A promotional wall sign shall not extend above 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. One promotional wall sign shall be permitted if the building is no less than seventy-five thousand (75,000) square feet in size. Four promotional wall signs shall be permitted if the building is no less than one-hundred fifty thousand (150,000) square feet in size.

(4) – (5) [Unchanged.]

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 _____, 2011.

DAVID LANDRY, MAYOR

MARYANNE CORNELIUS, CITY CLERK

Ayes:
Nays:
Abstentions:
Absent:

PROPOSED ORDINANCE AMENDMENTS – STAFF VERSION

STATE OF MICHIGAN
COUNTY OF OAKLAND
CITY OF NOVI
ORDINANCE NO. 11-100.40

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1. Area:

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2. Height: A promotional wall sign shall not extend above 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 a proposed or existing wall sign or proposed or existing promotional 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:*

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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 _____, 2011.

DAVID LANDRY, MAYOR

MARYANNE CORNELIUS, CITY CLERK

Ayes:
Nays:
Abstentions:
Absent:

**PLANNING COMMISSION
MEETING MINUTES – EXCERPT
JANUARY 12, 2011**



PLANNING COMMISSION MINUTES

Draft

CITY OF NOVI

Regular Meeting

Wednesday, January 12, 2011 | 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: Member Greco, Member Gutman, Member Larson, Member Lynch (arrived at 7:03 PM), Member Meyer, Chairperson Pherson, Member Prince

Also Present: Barbara McBeth, Deputy Director of Community Development; Kristin Kolb, City Attorney; Kristen Kapelanski, Planner; David Beschke, Landscape Architect; Lindon Ivezaj, Engineer

Absent: Member Baratta (excused), Member Cassis (excused)

3. TEXT AMENDMENT 11-100.40

Public Hearing for Planning Commission's recommendation to the City Council for consideration 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 to allow promotional wall signs in the EXO, Exposition Overlay District and EXPO, Exposition District.

Planner Kapelanski stated that this is an applicant initiated text amendment and the applicant has proposed modifying the Sign Ordinance to allow promotional signs in the EXO and EXPO Districts. There are two versions of the amendment included in the packet, the applicant's version and the staff version. Staff has been working with the applicant on the amendment and staff and the applicant generally agree with the staff version of the amendment with a few exceptions.

The staff version of the amendment would add promotional wall signs to the Sign Ordinance as a permitted sign in the EXO District only and only for exposition facilities. These signs would be permitted to be up to 360 square feet. As a point of reference, the applicant has installed temporary signs on the existing facility as an example of what may be installed should the amendment be adopted. These temporary signs are approximately 480 square feet. The applicant has agreed to the decrease in size to 360 square feet as recommended by staff.

The staff version of the amendment also recommends a maximum of two promotional wall signs be permitted, one on each side of the building. The applicant does not agree with this modification and would like to permit up to four promotional wall signs, two on each side of the building.

Planner Kapelanski concluded noting the Planning Commission is asked to hold the public hearing and make a recommendation to Council on the proposed amendment. The applicant has addressed items in the response letter that are not related to the proposed amendment. The Planning Commission is asked to consider this evening only those changes included in the proposed amendment as the public notice did not include the additional items mentioned in the applicant's response letter.

Blair Bowman with TBON, LLC came forward as the applicant and wanted to thank both the administration and the Planning Commission for considering this request. He previously came before the Planning Commission and then the City Council to talk about the potential for some billboard style signage. At that time, there was an indication that maybe the center should look more towards some other opportunities more specific to the needs of the showplace.

Mr. Bowman looked at some other facilities and examined with the customers what they felt would be the best approach to things. Good signage is often referred to as the number one or number two way that

people are delivered information about what is happening at the facility.

Mr. Bowman explained that the example that was up for the Pet Expo was a really good example. Getting the word out really helped and the signage was referred to many times in the exit survey that was conducted. The new banner signage or the sign on the wall was mentioned as the reason why a patron got information about the event. Mr. Bowman is trying to find reasonable ways to assist the show community. They are facing challenges and the attendance has somewhat decreased on the general public exposition side of things and the other exposition business has helped level that out. These are the types of events that bring people into the community to visit the restaurants and patronize the shops.

A considerable amount of other requests relating to signage issues are included in the packet. The exposition facility is now known as the Suburban Collection Showplace and with that name change the branding of the facility is also being examined. Quite frankly, there is a pretty significant lack of any identification along Grand River Avenue. If a driver misses the small marquee, there is nothing else on Grand River Avenue that indicates what this 360,000 square foot building is. Since those types of issues cannot be considered tonight, Mr. Bowman is here to speak mostly about the promotional signs.

Mr. Bowman stated that he is also asking both the administration and this body what the most expeditious way is regarding the other items. There are several examples that have been included to demonstrate other places comparable signage is installed. The pictures of the temporary mock-up do not accurately represent the type of signage that will be installed. It will have a very adhered and professional look and it will be adhered to the building. If four signs are permitted, then a 360 square foot limit on the signage is acceptable. The expanse of this building is over half a mile worth of frontage and the additional signage makes sense with the multiple events that could be going on at one time.

Chair Pehrson asked if there was anyone in the audience that would like to address the Planning Commission on this particular matter.

Seeing none, Chair Pehrson asked if there was any correspondence.

Member Greco answered in saying there was no correspondence.

Chair Pehrson then closed the public hearing portion and turned it over to the Planning Commission.

Member Lynch asked the applicant why he wouldn't consider putting in LED displays where they can be changed electronically. Member Lynch is concerned about the size of the signage and the overall look.

Mr. Bowman answered the temporary mock-up does not accurately depict the quality of the permanent signage. It is going to be very consistent with those more fixed examples in the packet and will be professionally installed. LED signage is what was previously proposed and if that is something that is truly possible, Mr. Bowman would be pleased to go and look at that and what it would cost. But he didn't know that was a possibility.

Member Lynch stated that would be the ideal thing to do.

Chair Pehrson stated that there are ordinances regarding changeable copy signs.

Member Lynch said he would like to have the signage look nice and fit in with the character of the rest of Novi. He would prefer to see a fixed LED sign on the four corners of the building.

Mr. Bowman stated that he would not be opposed at all to allowing such signage for a period of time, maybe a year. He would consider placing the temporary static signs for a year and in that time he could look into the

cost of electronic signage.

Member Lynch explained that he understands the initial capital expense and it would be expensive but long term people drive down the road or the expressway will be able to look and see what is happening at the facility.

Mr. Bowman stated that he would like to get the text amendment passed and then examine over the course of the next year more permanent style issues if the City was interested in doing that. Mr. Bowman would love that opportunity and could get information on what it would entail and if it was feasible. He is somewhat concerned about the cost.

Member Lynch stated that the exposition facility is something that is going to be there for a long time and he would like to see it successful and see something permanent.

Mr. Bowman explained that the permanent signage will be in a frame and up-lit versus the temporary down lighting and it will be considerably different.

Member Lynch stated he is leaning toward approving the text amendment that the staff recommended.

Member Meyer asked if he read this correctly, this is eight signs.

Mr. Bowman answered in saying it is only four signs and he knows they are proposing large square footages but with the scale of the building, it is going to be a very modest amount and the signs will be immediately next to each other in two locations. There will be four frames with two immediately next to each other on the far west end where the temporary signage was displayed. On the east end, he is proposing to work with the staff on the location of the signage. The idea is to get the public to know what events are taking place and planned. It is interesting to note that at the old Expo Center there was a changeable letter sign with current events posted on one side and coming events on the other.

Member Meyer wanted to just make sure he was clear about that because he thought maybe Mr. Bowman was asking for a sign for each side.

Mr. Bowman answered no, just on the freeway side.

Member Meyer stated that if he heard correctly, the applicant is okay with the three hundred and sixty square feet.

Mr. Bowman answered he is as long as four signs are permitted. If only two were permitted, he would prefer the four hundred eighty square feet.

Member Meyer stated that he served on the ZBA for four years and heard many times that the City should not be turned into streets of signs. On the other hand, Member Meyer wants to encourage business and agrees with Member Lynch that the City should help promote the Suburban Collection Showplace however it can.

Member Larson asked Mr. Bowman if the sign material would be similar to what's used on freeway billboards.

Mr. Bowman stated that they are going to be of more durable material and they are made to last approximately three years and the freeway signage lasts only one year.

Member Greco addressed Mr. Bowman and asked if the rendering in the packet was generally to scale.

Mr. Bowman answered said it is close but not exactly to that scale. The temporary signage is 24 feet x 20 feet

and totaled four hundred and eighty square feet.

Member Greco addressed Planner Kapelanski and with respect to the signs, the two versus four and the four smaller ones, Member Greco understands there are no signs there and appreciates baby steps rather than leaps and bounds with the additional permitted signage and asked if the staff have a particular objection regarding what is being offered here regarding the one sign versus the two.

Planner Kapelanski answered generally the sign ordinance allows a business to have a ground sign or a wall sign and it is really intended as Member Meyer was referencing to prevent Novi from becoming a place with signs everywhere. Staff does not think it's appropriate to go down the slope where the City is allowing any businesses to have four signs, plus a ground sign, plus a wall sign. Staff is trying to keep with the intent of the sign ordinance to limit the amount of signs, but still allow businesses to properly advertise.

Member Greco stated that this text amendment is for the EXO area exclusively and it is rather unique use and he would rather have more information than less along the highway and id tending to favor the applicant's suggestion rather than the staff's, with respect to the number of signs.

Member Gutman stated that he echoes Member Greco's sentiments and this is a unique situation and he is not worried about Novi being inundated with signs.

Motion made by Member Gutman, seconded by Member Larson:

In the matter of City Code Amendment 11-100.40, motion to recommend approval to the City Council of the staff version of the proposed amendment with the except that four signs be permitted as suggested by the applicant.

Chair Pehrson stated he would support he motion as well given the unique nature of the use.

ROLL CALL VOTE ON MOTION TO RECOMMEND APPROVAL TO CITY COUNCIL OF CITY CODE AMENDMENT 11-400.40 MADE BY MEMBER GUTMAN AND SECONDED BY MEMBER LARSON.

In the matter of City Code Amendment 11-100.40, motion to recommend approval to the City Council of the staff version of the proposed amendment with the except that four signs be permitted as suggested by the applicant. *Motion carried 7-0.*

Mr. Bowman stated that he didn't want to belabor any further signage issues, but he included the additional signage information to get the review process started.

APPLICANT RESPONSE LETTER

TBON, L.L.C.

A Michigan Limited Liability Company

46100 Grand River Ave.

Novi, Michigan 48374

Ph: (248) 348-5600 Fax: (248) 347-7720

January 3, 2011

City Council
Planning Commission
City Administration
City of Novi
45175 W. Ten Mile Road
Novi, MI 48375

**RE: Response to Review of Text Amendment 11-100.40
Outline of Additional Signage Related Issues for the Suburban Collection
Showplace and Diamond Center Facility and Property**

Council members, commission members, and members of the city administration:

First, let me say that I very much appreciate your consideration of this Promotional Signage text amendment. This type of additional method for delivery of information relating to events occurring at the facility will be a vital part of our being able to continue to preserve and indeed expand the positive economic impact that events occurring at our facility have on the Novi community and surrounding area. Although limited in both duration and in our ability to as formally as we would have liked to have installed them the mockup example banners were extremely effective. Entry surveys were conducted asking where individuals had learned about the events and over 1/3 of those responding stated the "banner" or the sign on the side of the building. As indicated above and as we have also communicated to the city administration, these mockups were not able to be installed in a way that we believe is a good representation of what the formal installation mechanism will be. We would simply request that this is kept in mind by the decision makers as we proceed through the process.

We have reviewed staff's comments and in general feel that they are quite supportive and reasonable. To summarize the reaction, we would be acceptable to the reduction in the square footage of the individual signs while arguing strongly in regards to the ability to install up to four (4) at any given time. These would be located with two (2) at the far west end of the facility and two (2) toward the east end of the facility (placement of the eastward signs would be decided with staff and administration involvement). Primary reason for this amount of signs is the fact that we deal with both multiple events occurring at the same time and the fact that we have both currently occurring events as well as upcoming events. We need to provide a sufficient amount of

time for the general/motoring public to see events that are occurring and make plans for attendance. I believe given the size of the facility and the extensive amount of frontage and building fascia the placement of two signs at each end would be very consistent with the provisions of the overall ordinance as it relates to appropriate and safe information delivery and respectfully argue that it would have little or no detriment or concern relating to sign "overload" or something that would be considered "excessive".

For comparison purposes, I have attached two photographs of examples of other exterior facility signage, one which is similar banner style signage used in the Chicago Museum of Arts where they have three large rotating banners for displays and events. The second is projected image lettering which are literally hundreds of square feet in size for each letter, on the entire side of the DeVos Place in Grand Rapids which provides motoring traffic on US-31 information pertaining to events at that facility.

The second purpose of this correspondence is to provide an update to our naming change over for the overall facility and to outline what we are hoping to accomplish with regards to signage for the separate and distinct Diamond Center banquet and conference portion of the facility as well as additional reasonably placed directional and location signage for the newly named Suburban Collection Showplace itself. If you may or may not be aware we have formally entered into a new naming rights arrangement with The Suburban Collection. We are very excited about the major cross promotional benefits that this will provide our facility and in turn again assist us with delivering on the promise of major positive economic impact. One of the immediate observations and requests that was made by the Suburban Collection operators was what they perceived to be significant lack of identification signage on the facility except for small marquee on Grand River and the larger marquee on I-96 and a request that we pursue options for additional signage.

We are proceeding through the permit process for changing the two marquee signs and changes will be complete by the end of January. In addition, we would like to request an additional identification sign over the main exposition facility entrance and have provided a rendering attached to this correspondence. Additionally, we would like to request the placement of a monument entrance sign at our west entrance stating to the motoring public that it is in fact an available entrance point into our parking areas that would simply indicate "Suburban Collection Showplace West Entrance" with an arrow.

We also have an independent operation attached to the exposition halls, the "Diamond Center", which is our banquet and conference operation. Although attached it is a separate facility operated by a third party caterer, also a Novi business, Epoch Events, Inc. With the rebranding efforts for the Suburban Collection Showplace side of the facility we feel that it is extremely important to eliminate confusion and provide accurate information and provide the users of the Diamond Center with signage appropriate for their attendees and guests to find their way and recognize where they are going when they have arrived onsite. The classic example is the increasing number of wedding events that are occurring in the Diamond Center. Because there is absolutely no signage either on the road or on the building for the Diamond Center a bride is

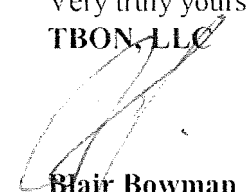
literally forced to indicate that her marriage ceremony and/or reception is being held at the Showplace. We have invested large sums in developing what we believe is the finest banquet and conference facility in the state and we are looking to request reasonable signage and identification for this separate and distinct business operation within the facility. This request would include a monument sign at the Grand River main entrance, a sign that would be attached the portico share at the Diamond Center main entrance and a identification sign placed on the foundation pole for the main marquee sign viewable from I-96. These signs would all carry a consistent look albeit different size with the Diamond Center logo with Diamond Center with banquet and conference facility as the text on the sign.

I am interested to see if these additional signage requests can be built into and dealt with at the same time as the text amendment or in the alternative what is the most efficient method of making these requests.

It is my hope at the time of this correspondence to have some renderings of the Diamond Center signage as well and if not I will provide them as soon as available and certainly before the Planning Commission meeting on the 12th.

Thank you again for all of your time and attention to these issues. I look forward to working with you to a final and successful resolution. As always if there is any questions or need for additional information please do not hesitate to contact me.

Very truly yours,
TBON, LLC

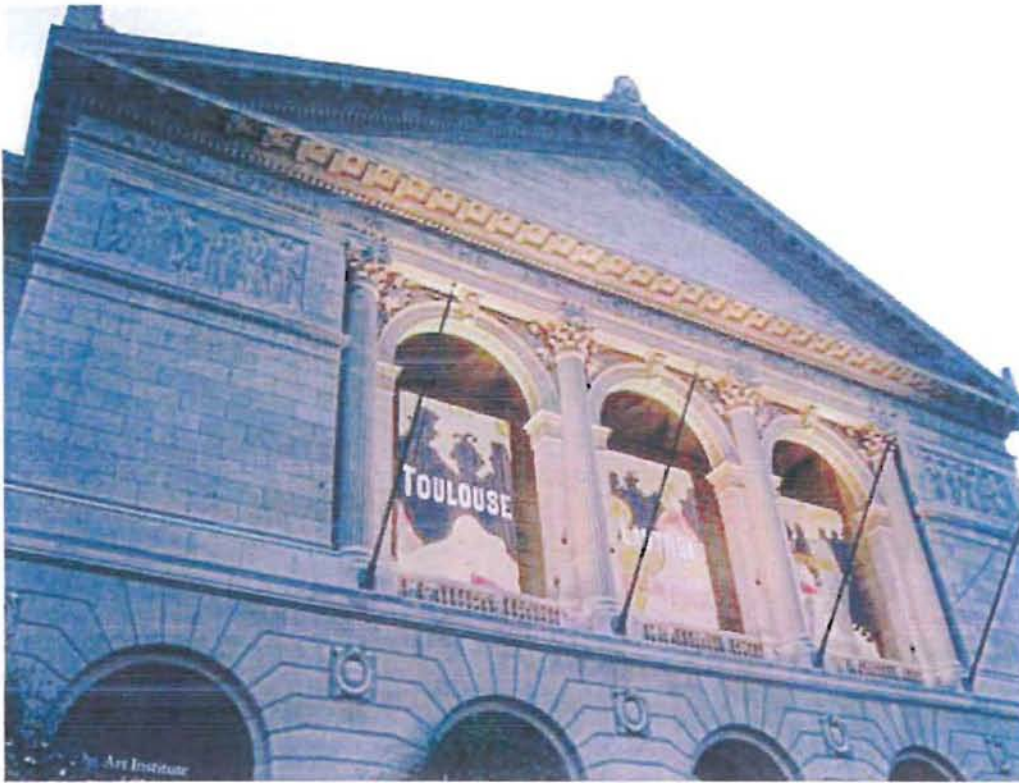


Blair Bowman
Manager

Attachments

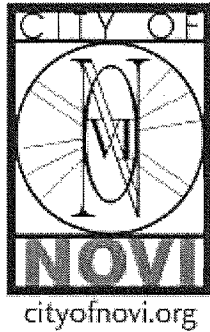






STAFF REVIEW

MEMORANDUM



TO: T BON, LLC
FROM: BARBARA MCBETH, DEPUTY DIRECTOR OF COMM. DEV.
KRISTEN KAPELANSKI, PLANNER
SUBJECT: REVIEW OF PROPOSED TEXT AMENDMENT 11-100.40
DATE: DECEMBER 17, 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. Proposed changes include the following:

- Promotional wall signs would be added to Section 28-1, "Definitions" and permitted for any use in 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 that are not exposition facilities.
- A condition allowing up to four promotional wall signs up to 480 square feet each for exposition facilities only has also been proposed.

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.

Staff Review

Planning staff recommends approval of an alternative text amendment (with the suggested staff modifications described below) to add promotional signs as permitted signage in the EXO District for approved exposition facilities only.

1. The purpose of the sign ordinance is "to aid in the development and promotion of business and industry by providing sign regulations that encourage creativity, effectiveness, and flexibility in design and use of devices without creating a detriment to the general public." Exposition facilities in the EXO District often showcase events, trade shows, conventions, etc. that utilize the facility for a limited amount of time. The ability to display promotional signage would allow these events and shows the opportunity to advertise their presence to passing motorists and pedestrians who might not otherwise have realized such an event was taking place.
2. A listed intent of the sign ordinance is to "Enhance the appearance of the business community, taking into account the nature of the use, and thus stimulate as well as protect the economic vitality of the city and the orderly growth and development of business and industry in the city." As previously noted, the nature of the uses permitted in the EXO District lend themselves to the presence of temporary events that otherwise would not be able to be advertised on the building through wall signs, etc. Furthermore, the promotion of such events could draw additional customers to other businesses in the City (such as hotels and restaurants) which could help to stimulate and sustain the local economy.

Additional Ordinance Provisions

If the Planning Commission and City Council are inclined to approve the amendment to allow promotional signage in the EXO District, the following additional standards or modifications are recommended:

1. The proposed definition should be slightly altered to indicate the whole surface of the sign will change instead of the contents with the exception of any permanent frame. This modification is proposed to prevent the new promotional wall signage definition from conflicting with the current definition of a changeable copy sign, defined as "...a sign designed so the copy can be changed either manually or electronically, while the surface remains unchanged..."
2. Promotional wall signs should be permitted in the EXO District only, instead of in the EXO and EXPO Districts.
3. References to the allowable area of promotional wall signs for buildings with multiple businesses and single businesses should be removed as staff would recommend promotional wall signs be permitted only for exposition facilities and not for other permitted uses in the EXO District. The primary use of exposition facilities is to provide space for rent by conferences, trade shows and other events running for a limited amount of time. Although other permitted uses in the EXO District (such as hotels) may host these types of events, they are not the primary purpose of those businesses.
4. The allowable area of promotional wall signs for exposition facilities should be decreased from 480 square feet to 360 square feet. This decreased size would still allow visibility from the adjacent freeway but be more in line with item (c) of the stated intent of the sign ordinance which is to, "Provide for signage that is adequate but not excessive..." As a point of reference, the temporary promotional wall signs currently installed on the wall adjacent to Interstate 96 at the existing Rock Financial Showplace are approximately 480 square feet.
5. Additional regulations should be added to the allowed placement provisions for the proposed promotional wall sign to prevent a proliferation of several sign types on one side of a building in accordance with item (g) of the stated intent of the sign ordinance, which is to, "Prevent sign overload..." and item (d) of the stated intent of the sign ordinance, which is to, 'Prohibit the erection of signs in such numbers, sizes, designs and locations as may create a hazard or distraction to pedestrians and motorists and thus promote safety upon the streets and highways in the city.' This change would only allow one promotional wall sign on each side of a building. The applicant has indicated they would like to place two promotional wall signs each on two sides of the building.
6. Only one promotional wall sign should be permitted for each building with a minimum of 75,000 square feet and two promotional wall signs should be permitted for each building with a minimum of 150,000 square feet. This change would be consistent with the previously referenced intent and purpose of the sign ordinance. The applicant had proposed up to four promotional wall signs be permitted for exposition facilities greater than 150,000 square feet.

The applicant is asked to review this memo and contact the Planning Division to indicate whether they would like to agree to these modifications by staff or make any additional revisions to their proposed amendment or if they would like to proceed to the Planning Commission with their original proposal. A staff version of the amendment incorporating the suggested modifications is attached with staff changes noted in red. The attached staff version of the proposed amendment is subject to review and changes by City staff and/or the City Attorney's Office. The Planning Commission will hold the public hearing for the proposed text amendment and make a recommendation to the City Council, who will ultimately approve or deny the amendment and may propose alterations as well. Please contact Kristen Kapelanski (248) 347-0586 or kkapelanski@cityofnovi.org with any questions or concerns.

SUPPLEMENTAL MATERIALS
PROVIDED BY APPLICANT AT
PLANNING COMMISSION MEETING

City of Novi
Planning Commission Meeting
Wednesday, January 12, 2011
Various Project Signage Requests
Suburban Collection Showplace (“SCS”) and Diamond Center
and Future Proposed Hotel

IA & IB. Promotional Wall Signage: This request relates to the text amendment currently being considered relating to rotating event signage to be placed on the expressway facing side of the Showplace facility. SCS is requesting up to four (4) sign locations with an individual size of 20’ height x 24’ wide. Staff has recommended slightly smaller signage and only two (2) locations. While we would like to find a mid-point for compromise on size the number of at least four (4) is critical. This is due to the multiple shows that occur at the same time and each of which require and deserve promotion and publication. Given the vast expanse of building fascia and having over a half mile of expressway frontage the positive impact of such signage would be significant with minimal or no negative impact visually.

Exhibits: Original renderings
Examples of similar banner style applications
Example of DeVos Place, Grand Rapids, promotional signage

- II. Additional Diamond Center Signage**
 - A. Grand River monument signage
 - B. Pedestal of I-96 signage
 - C. Portico share/canopy signage at Diamond Center main entrance

- III. Additional Suburban Collection Showplace Signage**
 - A. Main entrance additional signage
 - B. West entrance small additional monument sign

Please see attached site plan identifying the proposed signage locations.

IA & IB

COMING SOON
NOVI BOAT SHOW
FALL REMODELING EXPO



JAEIB

NOW SHOWING

SE MICHIGAN
GOLF SHOW

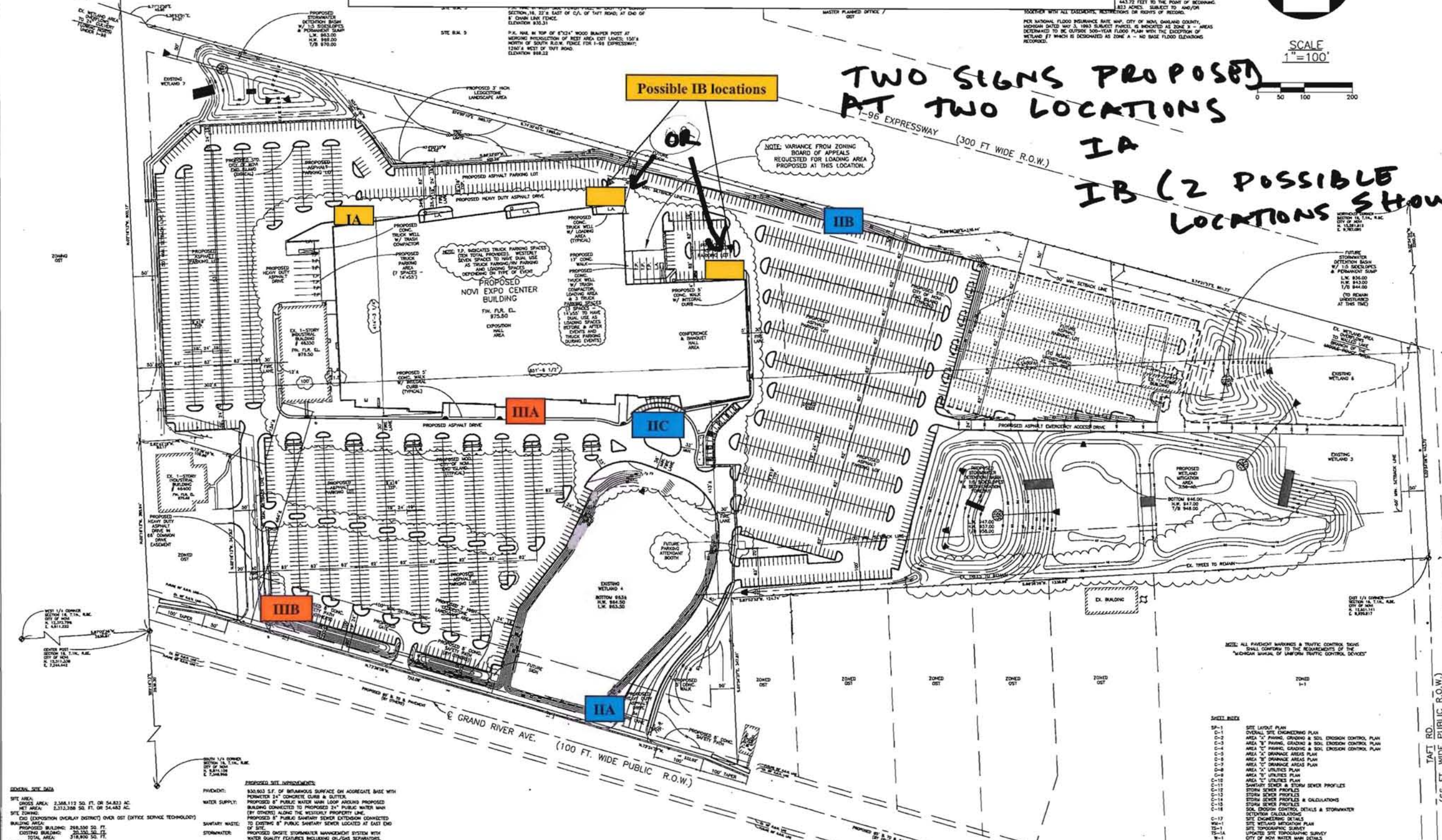
automotive
testing EXPO 2010
north america



Proposed Signage Locations



SCALE
1" = 100'



GENERAL SITE DATA
 SITE AREA: 2,368,113 SQ. FT. OR 54,833 AC.
 GROSS AREA: 2,312,308 SQ. FT. OR 54,483 AC.
 NET AREA: 2,312,308 SQ. FT. OR 54,483 AC.
SITE ZONING:
 C-10 (COMMERCIAL OVERLAY DISTRICT) OVER C-10 (OFFICE SERVICE TECHNOLOGY)
BUILDING AREA:
 PROPOSED BUILDING: 285,000 SQ. FT.
 EXISTING BUILDING: 20,230 SQ. FT.
BUILDING HEIGHTS:
 44 & 47' MAXIMUM (1 STORY)
SITE FLOOR AREA RATIO:
 718,800 S.F./2,312,308 S.F. = 31.1%
SITE PARKING REQUIRED:
 CONFERENCE/BUILDING HALL: 2,400 PEOPLE/2 = 800 SPACES
 CONFERENCE/BUILDING HALL: 2,400 PEOPLE/2 = 800 SPACES
PROPOSED PARKING:
 PROPOSED PARKING AREA: 2,548 SPACES (INCL. 36 HOP)
 FUTURE PARKING AREA: SEE SEPARATE SHEET
PROPOSED PARKING:
 PROPOSED PARKING: 2,522 SPACES
OUTSIDE STORAGE:
 WETLANDS: 44 & 47' MAXIMUM (1 STORY)
 WETLANDS: 44 & 47' MAXIMUM (1 STORY)
 WETLANDS: 44 & 47' MAXIMUM (1 STORY)
WETLANDS:
 REGULATED WETLANDS EXIST ON THE SITE PER THE CITY OF NOVI WETLANDS MAP. SEE SITE WETLAND MITIGATION PLAN FOR WETLAND LOCATION, SIZE & MITIGATION INFORMATION.
SITE WETLANDS:
 REGULATED WETLANDS EXIST ON THE SITE PER THE CITY OF NOVI WETLANDS MAP. SEE SITE WETLAND MITIGATION PLAN FOR WETLAND LOCATION, SIZE & MITIGATION INFORMATION.
SITE FLOODPLAIN:
 PER NATIONAL FLOOD INSURANCE RATE MAP, CITY OF NOVI, OAKLAND COUNTY, MICHIGAN DATED MAY 3, 1993, SUBJECT PARCEL IS INDICATED AS ZONE X - AREAS DETERMINED TO BE OUTSIDE 100-YEAR FLOOD PLAIN WITH THE EXISTENCE OF WETLAND BY WHICH IS DESIGNATED AS ZONE A - NO BASE FLOOD ELEVATIONS RECORDED.

PROPOSED SITE IMPROVEMENTS:
FOUNDATION:
 800,000 S.F. OF IRREGULAR SURFACE ON AGGREGATE BASE WITH PERIMETER 24" CONCRETE CURB & OUTLET.
WATER SUPPLY:
 PROPOSED BY PUBLIC WATER MAIN LOOP AROUND PROPOSED BUILDING CONNECTED TO PROPOSED 24" PUBLIC WATER MAIN (BY OTHERS) ALONG THE WESTERLY PROPERTY LINE.
SANITARY WASTE:
 PROPOSED BY PUBLIC SANITARY SEWER EXTENSION CONNECTED TO EXISTING 8" PUBLIC SANITARY SEWER LOCATED AT EAST END OF SITE.
STORMWATER:
 PROPOSED ON-SITE STORMWATER MANAGEMENT SYSTEM WITH WATER QUALITY FEATURES INCLUDING OIL/GREASE SEPARATORS, SEDIMENT FOREBAYS AND STORM QUALITY FILTERS. THE STORMWATER MANAGEMENT SYSTEM TO PROVIDE CAPACITY FOR 100 YR. FREQUENCY STORMS LEADING THE WETLANDS UPTOWN AREA AND TO OUTFLET TO THE SURROUNDING WETLANDS AREAS WHICH ULTIMATELY DISCHARGE TO THE WALLED LAKE BRANCH OF THE MIDDLE TRUNK RIVER.
LIGHTING:
 ON-SITE LIGHT POLES (50 FEET HIGH) WITH 1,000 WATT FIXTURES SPACED FROM REDUCED HEIGHTS. SEE LIGHTING PLAN & ADDITIONAL FUTURE INFORMATION TO BE PROVIDED WITH THIS SITE PLAN APPROVAL SUBMITTAL PACKAGE.
SOILS:
 ALL USES OCCUPYING THE SITE WILL NOT EXCEED 20% DISTURBANCE OF THE SITE. ALL EXISTING AND PROPOSED SPACES AND THE OUTSIDE USES ALLOWABLE IN CONNECTION WITH THE USES IDENTIFIED IN SEC. 12026 OF THE ZONING ORDINANCE SHALL BE CONDUCTED WITHIN A COMPLETELY ENCLOSED BUILDING, EXCEPT THAT SHIPPING OR STORAGE CONTAINERS, PALETTE, OR OTHER ITEMS RELATED TO AN EXPOSITION FUNCTION OCCURRING IN AN EXPOSITION FACILITY MAY BE STORED OUTSIDE IN AN AREA DESIGNATED ON THE SITE PLAN.
LANDSCAPE:
 PROVIDED THAT AREAS FOR SUCH STORAGE SHALL BE SCREENED FROM VIEW FROM ADJACENT PROPERTIES AND OUTSIDE STORAGE AREAS ARE PROPOSED ON THIS SITE AT THIS TIME. RECREATIONAL VEHICLES (RVs) AND TRUCKS USED IN TRANSPORTING CORPUS MATERIALS AT SCHEDULED EXPOSITION FUNCTIONS OCCURRING IN AN EXPOSITION FACILITY MAY BE PARKED ON SITE DURING THE TERM OF THE EXPOSITION AND THE (S) DATE PRECEDING OR FOLLOWING SAID EXPOSITION, PROVIDED THEY ARE PARKED IN A LOCATION WHICH IS DESIGNATED AND STRIPED FOR OVERSIZE VEHICLE PARKING AND SCREENED FROM VIEW FROM ADJACENT ROADSWAYS. (THOSE SPACES SHOWN AS TRUCK PARKING (DUAL USE) ON THIS PLAN.)

- SITE PLAN MODIFICATIONS INCORPORATED TO ADDRESS CITY OF NOVI PLANNING COMMISSION CONCERNS**
- 1) RECONFIGURATION OF MAIN BUILDING ENTRY AND DROP OFF AREA
 - 2) RELOCATION OF HANDICAPPED SPACES SPREADING THEM ALONG BUILDING FRONT
 - 3) RELOCATION NORTH OF FRONT PARKING LOT CONNECTION TO WESTERLY DRIVE TO ALIGN WITH EXISTING DRIVEWAY
 - 4) RELOCATION OF PARKING ATTENDANT BOOTH TO EXCEED 100 FT. MINIMUM FRONT SETBACK
 - 5) RECONFIGURATION OF WETLAND MITIGATION AREA TO SAVE EX. WOODLANDS ALONG SITE PERIMETER
 - 6) ADDITION OF LANDSCAPE ISLANDS IN FRONT PARKING LOT AREA

NOTE: EXISTING SITE BOUNDARY, TOPOGRAPHIC AND WETLAND INFORMATION BY OTHERS & PROVIDED BY CLIENT.

TWO SIGNS PROPOSED AT TWO LOCATIONS
IA
IB (2 POSSIBLE LOCATIONS SHOWN)

ENVIRONMENTAL ENGINEERS, INC.
 18420 WEST TON HILL ROAD
 SOUTHFIELD, MICHIGAN 48075
 PHONE: 248/341-9210
 FAX: 248/424-2854
 E-MAIL: www@eeinc.com

Title:
Exposition, Convention and Conference Center
 North side of Grand River, between Taft and Beck Roads
 Section 16
 City of Novi, Oakland County, Michigan

Rev.	Description	Date
01	Professional Site Plan Approval	08.30.02
02	Modifications Per Client	03.19.03
03	Modifications For Final Exp.	10.31.03
04	Final Site Plan Approval	11.07.03
05	Final Site Plan Amendment	02.18.04
06	Planning Board at Approval	02.18.04
07	Final Site Plan Amendment	02.18.04
08	Final Site Plan Approval	02.18.04
09	Final Site Plan Approval	02.18.04

DRAWING ISSUE / REVISION

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Professional Architects and Engineers
 This sheet indicates that the named Architect has prepared or checked the information of the material shown only on this sheet. Other drawings and information not appearing on this sheet shall not be considered approved by or the responsibility of the undersigned.
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Scale: 1"=100'

Drawn By: J.L. **Checked By:** P.L.

Date: 08/30/02 **Scale:** 1"=100'