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# CITY of NOVI CITY COUNCIL

Agenda Item 8 October 24, 2011

SUBJECT: Consideration of a revised sign package for the USA 2 GO property in accordance with the requirements of the current Planned Rezoning Overlay (PRO) agreement.

SUBMITTING DEPARTMENT: Community Development Department

CITY MANAGER APPROVAL

## BACKGROUND INFORMATION:

City Council Approved a Planned Rezoning Overlay (PRO) for a group of parcels located east of Beck Road between Grand River Avenue and the I-96 freeway on March 22, 2010. The initial phase of the project was development of the USA 2 Go project located on the northwest corner of the area adjacent to Beck Road and the east bound I-96 entrance ramp. At the time of the approval, a tenant for the proposed restaurant suite within the building had not been definitely selected. In accordance with the PRO agreement, specific signage is identified in drawing Exhibit D. The approved signage included both building mounted wall signs as well as a freestanding monument sign near the corner of Beck Road and the new roadway to be installed. Section 2(m) of the agreement states:

"the signage identified on Exhibit D shall be permitted. Any additional signs on the Gas Station Parcel shall require approval of City Council."

Currently the USA 2 Go structure is nearing completion. The owners have secured an agreement with Tim Hortons to occupy the restaurant portion of the building. Developer erroneously made application to the Zoning Board of Appeals (ZBA) for approval of a revised freestanding monument sign. The board considered the request before to staff caught the PRO requirement and heard the case within the isolated context of only the Sign Ordinance. As originally proposed in the application to the ZBA, the revised monument sign was 11 feet 6 inches in height, plus a curved address section of 6 inches for a total height of 12 feet.

At the June 14, 2011 meeting, the ZBA approved a variance for a reduced height sign not to exceed 10 feet in height including the address arched portion. When apprised of the requirement for City Council approval, the Developer forwarded the proposed attached Tim Hortons tenant sign package for information and consideration at the same time. The developers are requesting consideration of additional or revised signage as follows and as described in the attached drawings: (the sign number below are referenced on the attached exhibit)

Addition of (2) 11.8 square foot panels to the previously approved monument sign and addition of project name identification below addresses at the top of the sign. One of these additional panels is intended for the restaurant tenant (Tim Hortons Sign #1) The other panel is intended to provide off premises direction to future

tenants of the development located further from the Beck Road intersection along the roadway to be constructed as a condition of the PRO. Staff notes that there are currently no future tenants proposed to be constructed at this time. The proposed sign would be 53.6 square feet in area and 10 feet high. A monument sign 10 feet in height exceeds the 4 Ordinance standards by 4 feet, but the approved PRO plan allows a 9 foot tall sign per previous approval by City Council.

- Addition of (2) Menu Board signs (#4 and #6) and Speaker/Order screen kiosk with menu panel (#5) at drive through aisle. These signs are not regulated by the Sign Ordinance but are additional to those described in the PRO exhibits.
- Addition of (2) double sided illuminated **Directional signs** of 4.8 square feet for the drive through lane (indicated as #7 and #8 on the attached drawing) Directional signs are typically limited to 3 square feet under the Novi Sign Ordinance)

The other wall signs proposed for the restaurant tenant (indicated as #2 and #3)) are within the parameters specified in the original PRO agreement. The Table below indicates the previous and current requests for the monument, wall and directional signs.

Sign Type	Ordinance Allows	Original PRO	Current Proposal	
Ground Sign	(1) sign 30 square feet 6 feet in height	(1) sign 30 square feet 9 feet in height	(1) sign 53.6 square feet 10 feet in height	
Directional signs	3 square feet (quantity not limited)	none provided	(2) signs at 4.8 square feet	
Wall Sign - west Gas station	65 square feet (or ground sign)	40.5 square feet	no change	
Wall Sign - west Tim Hortons	40 square feet	58 square feet	47.5 square feet	
Wall Sign - north	40 square feet	30 square feet	no change	
Canopy Sign	not permitted	(2) canopy signs at 16 square feet	no change	
Total	181.0 square feet (including (2)	190.5 Square feet	223.7 square feet	

While the monument sign is proposed to be in far in excess (+78%) of what the Ordinance allows, staff is aware of a few oversize signs approved with ZBA or City Council consideration. Photos of existing individual signs, not part of a PRO package such as this, but similar to the proposed monument sign are attached (pages 13 and 14) for reference. These are currently installed at:

directional signs)

- Keystone Medical Center on Twelve Mile Road near West Park Drive (8 foot height/64 square feet. The Keystone sign is allowed in addition to a wall sign on the building and is oversize per ZBA approval.
- Henry Ford Medical Center located at Twelve Mile Road and Haggerty Road (9.75 foot height/61 square feet) The Henry Ford Medical Center sign is one of (2) ground signs, (1) allowed by right, both of which are oversize as approved by the ZBA in

addition to the building wall sign. This sign also provides direction to emergency medical facilities.

Also included for reference (page 15) is the following gas station sign:

• Sunshine Market Gas Station at Novi Road and 13 Mile (5 foot height, 33 square feet).

Staff does <u>not</u> support the approval of the increased height or area of the monument sign, but recognizes the consideration of the Zoning Board of Appeals. We note too that the property is located on a highly traveled and visible street with an internal access road and access to I-96, Beck Road and Grand River Avenue traffic. Approval is recommend for the reduction in the requested area of the west wall restaurant sign and 4.8 square foot oversize directional signs based on the distance of the site entry drives from Beck Road

### **RECOMMENDED ACTION**

- A) Denial of the proposed oversize monument sign as the request is beyond what has been approved by City Council or ZBA for similar uses in Novi.
- B) Approval of the reduced west wall restaurant sign (47.5 square feet proposed, 40 square feet allowed in the previous PRO agreement)
- C) Approval of the requested oversize directional signs ((2) 4.8 square foot signs proposed, 3.0 square feet allowed)

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

	1	2	Υ	Z
Council Member Mutch				
Council Member Staudt				
Council Member Wrobel				

TIM HORTONS #914221- BECK RD. & I-96 NOVI, MICHIGAN I.96 M.D.O.T. 18 CURB DROP FOR ACCESS.
TO EXISTING CITY SANITARY SEMER
FORCE MAIN AND BASIN
INCLUDING DRASS BRICK PAVERS CANOPY SIGNS **SIGN LEGEND** GAS STATION REPLACEMENT FACES ON EXISTING SIGN **GROUND SIGN** PROPOSED BUILDING 5.820 SF TOTAL MODEL - THL-CBS-48-NP FF 971.5 POP EXISTING MODEL - THL-CBS-31-NP WATI TH-QUAD-FLIP-LED ND SIGN ZONE OFFICE TECHI THSP - SPEAKER TH-PRESELL-FLIP-LED TEN DIRECTIONAL DIR 4A-CC DIR 4B-CC DIRECTIONAL DIR 4A-CC DIR 4B-CC EXISTING CHASE BAMK DRIVEWAY 1000 MONUMENT SIGN

SCALE: 1/64"=1'

SITE PLAN

TIM HORTONS #914221- BECK RD. & I-96 NOVI, MICHIGAN

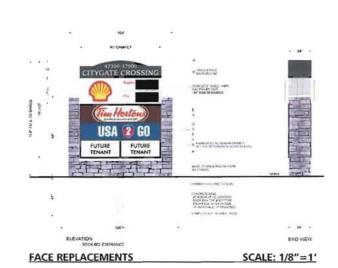
RESTAURANT

# **PERMIT DRAWING**

1 8-,1 CAFE & BAKE SHOP

REPLACEMENT FACES SCALE: 3/4"=1"

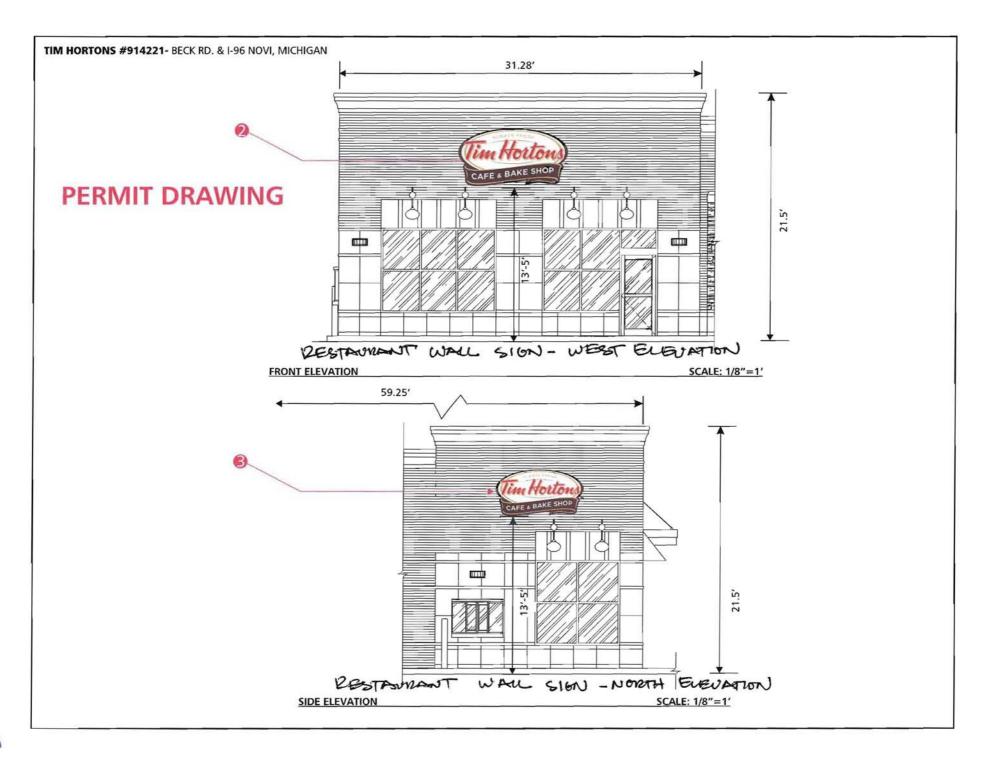
PANEL ON PROPOSED

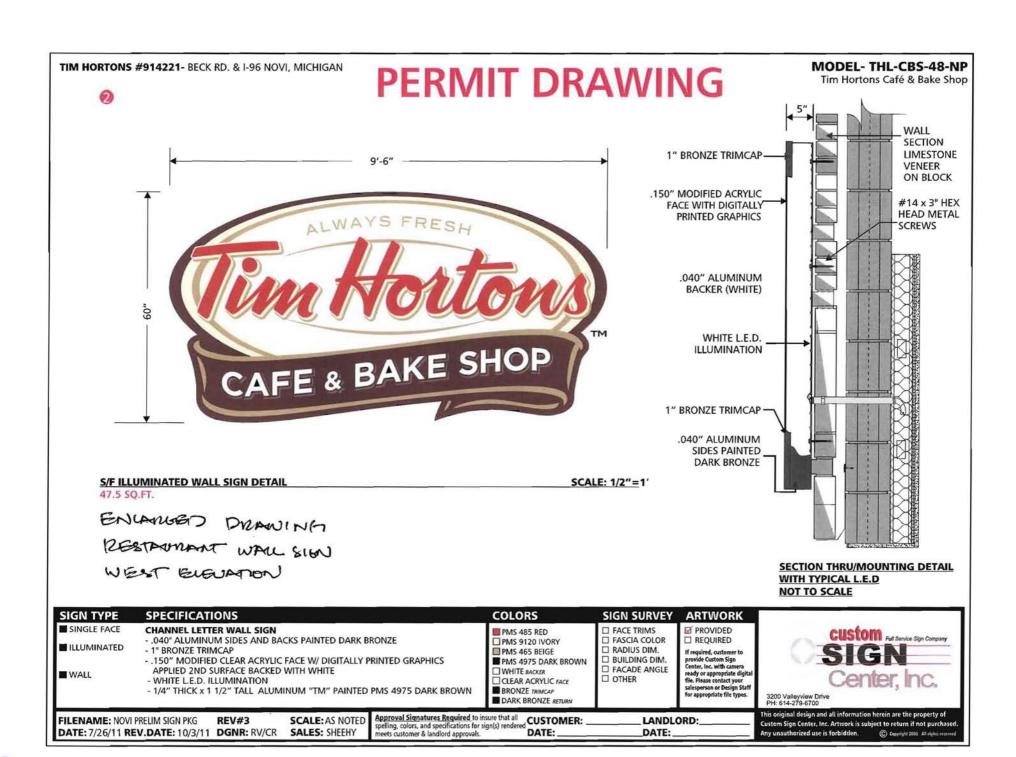


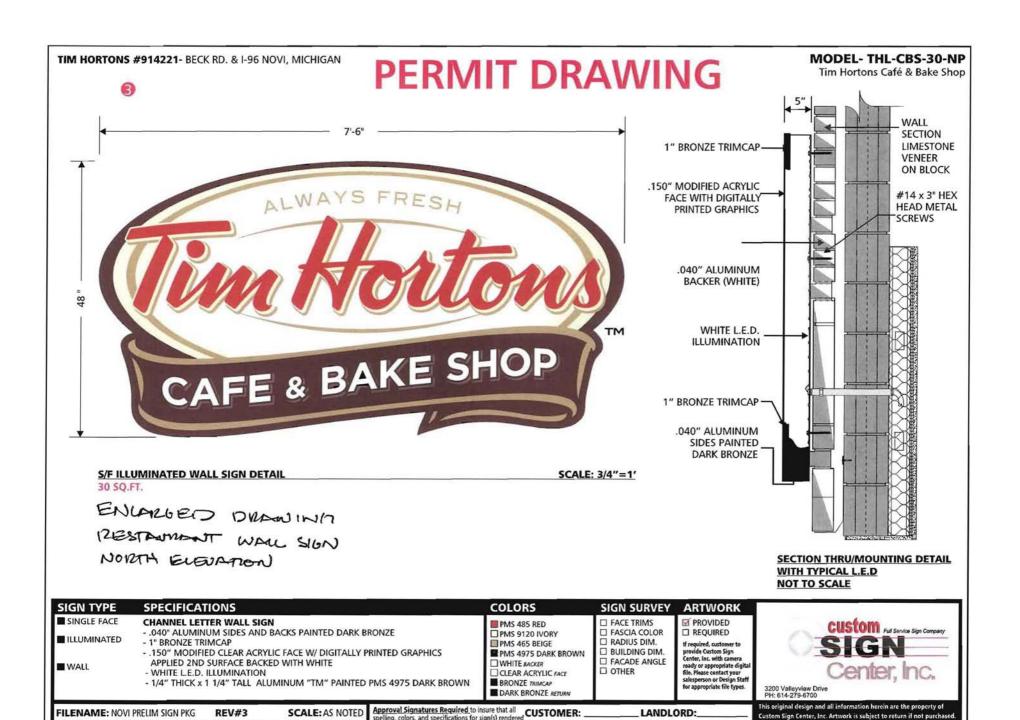
SURVEY REQUIRED FOR TRIM SIZES

SIGN TYPE	SPECIFICATI	ONS			COLORS	SIGN SURVEY	ARTWORK	
■ DOUBLE FACE ■ ILLUMINATED  REPLACEMENT FACES150 FLAT POLYCARBONATE FACES WITH FLAT DECORATED GRA  GROUND		ATED GRAPHICS	PMS 485 RED PMS 9120 IVORY PMS 465 BEIGE PMS 4975 DARK BROWN WHITE BACKER CLEAR ACRYLIC FACE BRONZE TRIMCAP DARK BRONZE FETURN	FACE TRIMS FASCIA COLOR RADIUS OIM. BUILDING DIM. FACADE ANGLE OTHER	PROVIDED REQUIRED If required, customer to provide Custom Sign Center, Inc. with camera ready or appropriate digital file. Please contact your salesperson or Design Staff for appropriate file types.	3200 Valleyview Drive		
FILENAME: NOVI DATE: 7/14/11 RE		REV#3 DGNR: RV/CR	SCALE: AS NOTED SALES: SHEEHY	Approval Signatures Required to spelling, colors, and specifications for meets customer & landlord approvals.	nsure that all sign(s) rendered CUSTOMER:	LANDL	ORD:	PH: 614-279-6700  This original design and all information herein are the property of Custom Sign Center, Inc. Artwork is subject to return if not purchased. Any unauthorized use is forbidden.  © Copputply 2206. All higher revered.

MONUMENT SIGN







spelling, colors, and specifications for sign(s) rendere

DATE:

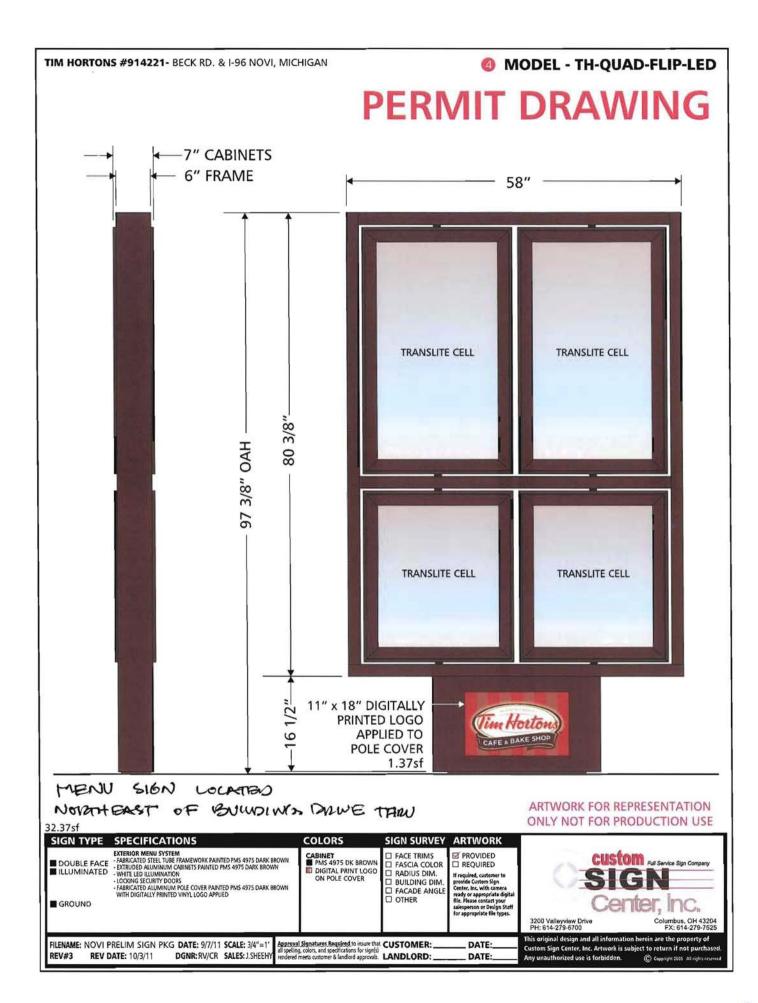
DATE:

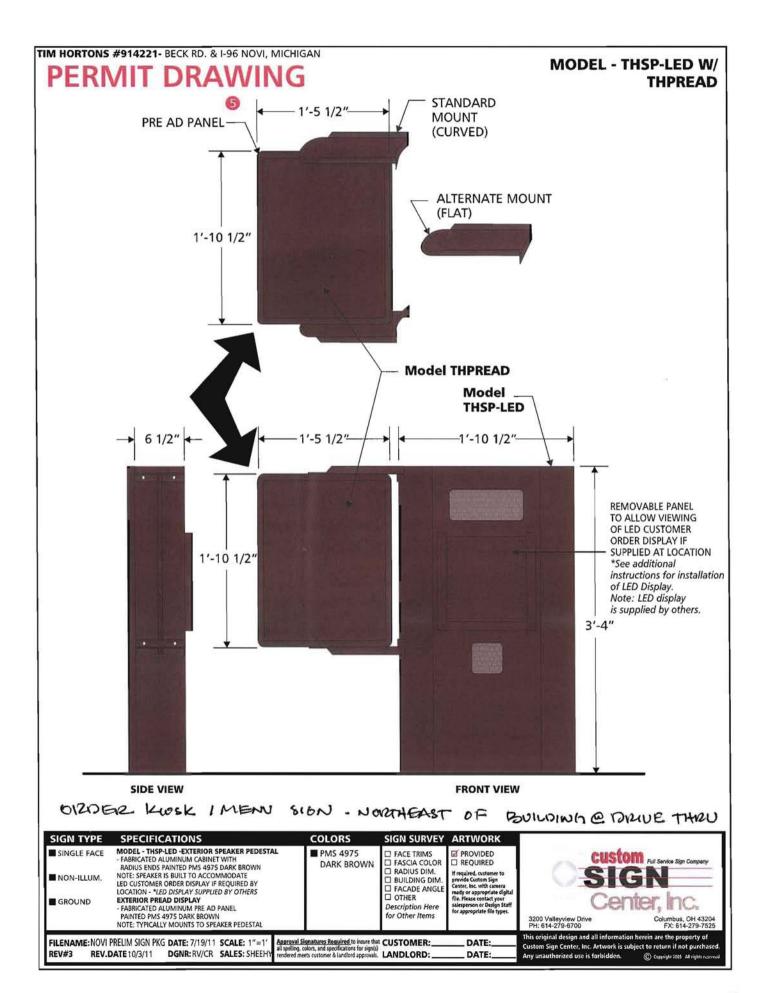
Any unauthorized use is forbidden.

C Copyright 2006 All rights rest

meets customer & landlord approvals.

DATE: 7/19/11 REV.DATE: 10/3/11 DGNR: RV/CR SALES: SHEEHY



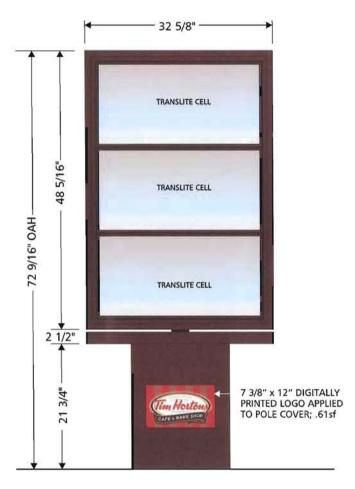


TIM HORTONS #914221- BECK RD. & I-96 NOVI, MICHIGAN

# **MODEL - TH-PRECELL-FLIP-LED**

# **PERMIT DRAWING**





MENU SIGN LOCATED NOWTHEAST OF BUILDING @ DRIVE THOW

10 94sf

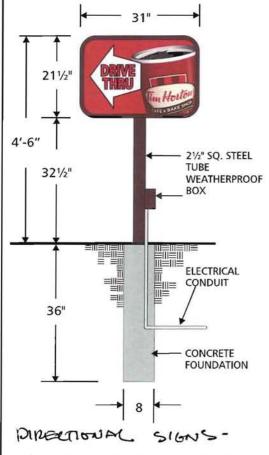
ARTWORK FOR REPRESENTATION ONLY NOT FOR PRODUCTION USE

SIGN TYPE	SPECIFICATIONS	COLORS	SIGN SURVEY	ARTWORK			
DOUBLE FACE ILLUMINATED  GROUND	EXTERIOR MENU SYSTEM  - FABRICATED STEEL TUBE FRAMEWORK PAINTED PMS 4975 DARK BROWN  - EXTRUDED ALIMINUM CABINET PAINTED PMS 4975 DARK BROWN  - WHITE LED ILLUMINATION  - LOCKING SECURITY DOORS  - FABRICATED ALIMINUM POLE COVER PAINTED PMS 4975 DARK BROWN WITH DIGITALLY PRINTED VINYL LOGO APPLIED	CABINET PMS 4975 DK BROWN DIGITAL PRINT LOGO ON POLE COVER	☐ FASCIA COLOR	PROVIDED REQUIRED If required, customer to provide Custom Sign Center, Inc., with camera ready or appropriate digital file. Please contact your salesperson or Design Staff for appropriate file types.	Custom Full Service Sign Company SIGN Center, Inc.		
				in appropriate for offers	3200 Valleyview Drive PH; 614-279-6700	Columbus, OH 43204 FX: 614-279-7525	
	RELIM SIGN PKG DATE: 9/7/11 SCALE: 3/4"=1' Aparts 10/3/11 DGNR:RV/CR SALES: J.SHEEHY render	oval Signatures Required to insure that Hing, colors, and specifications for sign(s) ed meets customer & landlord approvals.		DATE:	This original design and all information Custom Sign Center, Inc. Artwork is sul Any unauthorized use is forbidden.		

### STANDARD DIRECTIONAL MODEL - THDD-DIG

DOUBLE FACED ILLUMINATED - DIGITAL PRINT FACE

# **PERMIT DRAWING**



DIR 4A-CC

DIR 4B-CC

DIR 4B-CC

Methodological Control of the Monton of

DIR 4A-CC



DIR 4B-CC

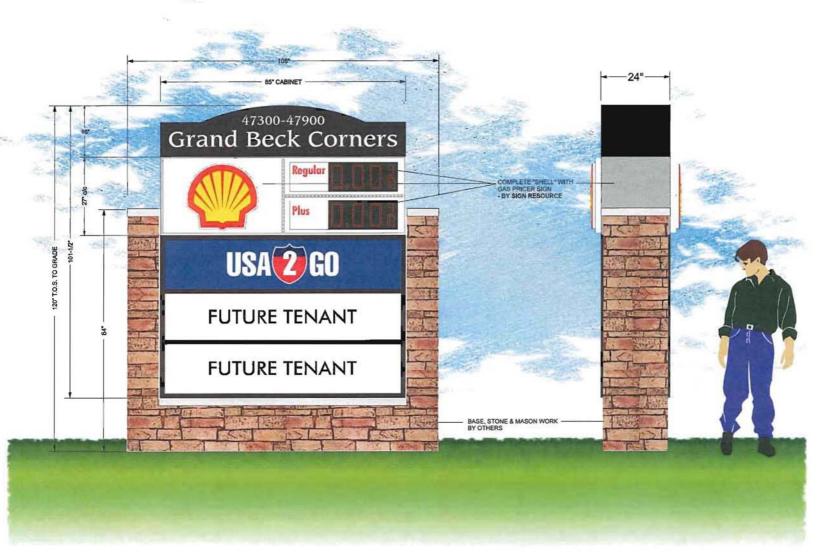


DAME THRU

LOCATED ADJACENT TO SITE ENTRY DRIVES

ARTWORK FOR REPRESENTATION ONLY NOT FOR PRODUCTION USE

**SIGN TYPE SPECIFICATIONS** COLORS SIGN SURVEY ARTWORK ☐ FACE TRIMS M PROVIDED D/F ILLUMINATED DIRECTIONAL - MODEL THDD-DIG PMS 4975 DARK BROWN DOUBLE FACE ☐ FASCIA COLOR ☐ REQUIRED PMS 485 RED ILLUMINATED ☐ RADIUS DIM. If required, customer to - FABRICATED ALUMINUM CABINET/SUPPORT POLE PAINTED PMS 4975 DARK BROWN ☐ WHITE provide Custom Sign Center, Inc. with camera BUILDING DIM. - .150" FLAT POLYCARBONATE FACES WITH FLAT PAINTED GRAPHICS **■** BLACK ☐ FACADE ANGLE ready or appropriate digita file. Please contact your - FLUORESCENT LAMP ILLUMINATION ☐ TIM HORTONS COFFEE CUP ■ GROUND ☐ OTHER salesperson or Design Staff for appropriate file types. Columbus, OH 43204 3200 Valleyview Drive This original design and all information herein are the property of Approval Signatures Required to insure that all spelling, colors, and specifications for sign(s) rendered CUSTOMER: LANDLORD: SCALE: 3/8"=1" FILENAME: NOVI PRELIM SIGN PKG REV#3 Custom Sign Center, Inc. Artwork is subject to return if not purchased **DATE: 2/8/11** REV.DATE: 10/3/11 DGNR: RV/CR SALES: J.SHEEHY DATE: DATE: Any unauthorized use is forbidden. C Copprighe 2005 Aft righte re meets customer & landlord approvals.





CUSTOMER USA 2 GO LOCATION NOVI, MI ADDRESS GRAND RIVER / BECK RD

SALESPERSON JEFF HEYN DRAWING # 008734 / 000021

SCALE 3/8" = 1" FILENAME USA2GO-NM-10-MON2C DRAWN BY GARY ALUMBAUGH DATE 11-18-10

REVISION# GA 2-8-11 GA 6-15-11 GA 2-11-11 GA 10-3-11 GA 4-5-11 GA 10-11-11

SIGN TYPE MONUMENT SIGN

QUANTITY 1

GRAPHICS

☐ DIGITAL PRINT

**■ VINYL** 

■ PAINTED

ARTWORK

PRODUCTION READY

☐ PRESENTATION ONLY

□ NETWORK

MOUNTING

☐ FLUSH

FACE ☐ SINGLE ☐ RACEWAY ■ DOUBLE

LIGHTING

■ LIGHTED □ NON-LIGHTED

TYPE: INTERNALLY

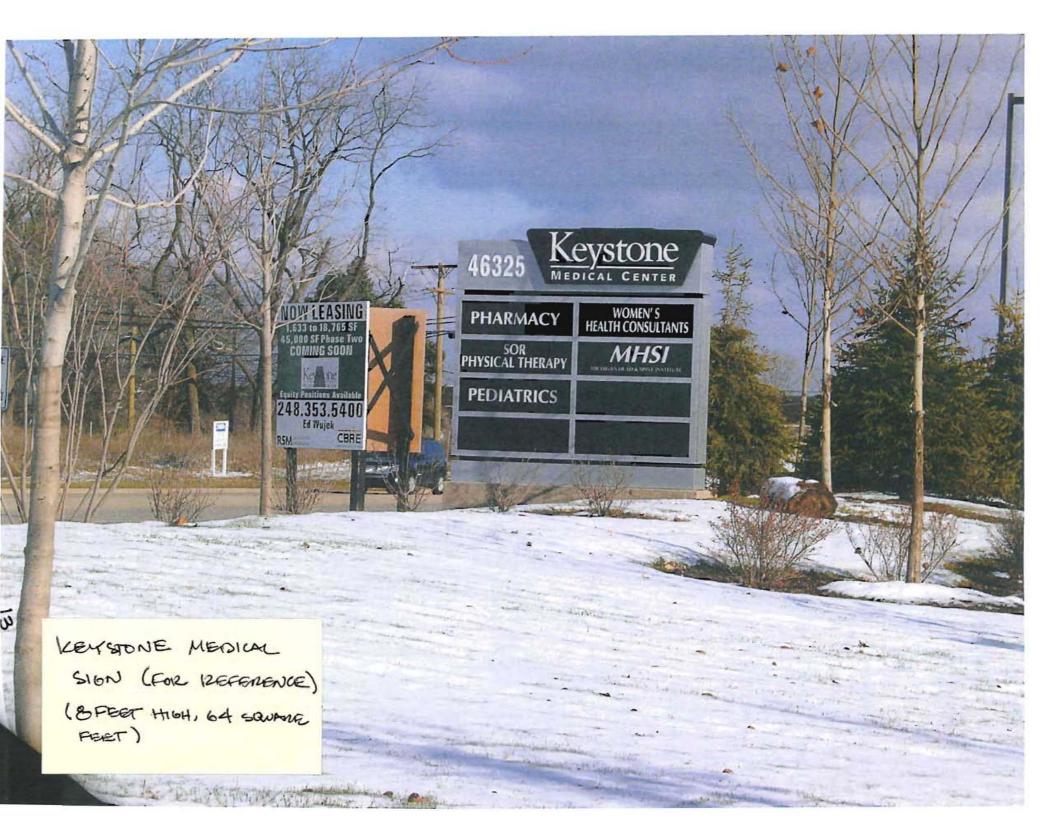
SQ. FTG. ALLOWANCE N/A SITE MEASUREMENTS N/A

### ADDITIONAL NOTES

- INDIVIDUAL TENANT PANELS
- D/F LED GAS PRICE SIGN
- ACTUAL TENANTS TBD, CUSTOMERS TO SUPPLY ARTWORK
- STONE BASE

PROPOSEIT PREUBED MONUMENT SIGN LOCATED @ SOUTHWEST CORNER OF SHE

This Design & Engineering is submitted as our proposal and it to remain our property exclusively until accepted and approved by purchase. © Copyright 2011 Harmon Sign





# Henry Ford Medical Center

AFTER HOURS URGENT CARE

39450 A HENRY FORD HOSPITAL SITE

HENRY FORD MEDICAL CENTER SIGN

(FOR REFERENCE)

(9.75 FEET HIGH,

61 SOWANE FEET

