

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

Department of Building & Safety

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

Permit No.: S06-0023 **Applied:** 02/02/2006
Permit Type: SIGN **Approved:** 03/06/2006
Status: APPROVED **To Expire:**

Job Address: 45799 GRAND RIVER AVE NOVI

Location:

Parcel No.: 5022-16-451-046

Owner: PARADISE PARK

Phone No.:

Applicant: ACTION PROMOTION

Phone No.:

Contractor: ACTION PROMOTION

Phone No.:

Architect:

Engineer:

Developer:

Description: ILLUMINATED GROUND SIGN 6' 8" X 5' 33 SQUARE FEET IN AREA
SET BACK AT LEAST 66' FROM CENTER LINE OF GRAND RIVER.
CHANGEABLE COPY PORTION OF SIGN MUST BE A STATIC MESSAGE
AND NOT MOVE, FLASH OR ROTATE IN ANY MANNER

Occupancy:

Type:

Use:

Valuation: \$0.00

Conditions: Cond: SIGN1
SUBJECT TO FIELD INSPECTION

Comments:

Fees:

Total Calculated Fee: \$75.00

Additional Fees: \$0.00

Total Permit Fee: \$75.00

Payments: \$75.00

Balance Due: \$0.00

I hereby acknowledge that I have read the application and the above information is correct and agree to comply with all City Ordinances and State Laws regulating building construction. I further agree this building does not violate any restrictive covenant of the abstract.

TCO & CO REQUESTS REQUIRE 2 BUSINESS DAYS NOTICE

Signature of Applicant

Date

Call for inspections 24 hours in advance no later than 3:30pm at the Inspection Line 248-347-0480.

Phone: 248-347-0415 Fax: 248-735-5600



City of Novi

COMMUNITY DEVELOPMENT DEPARTMENT

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

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

OPEN



