



Cadillac of Novi JSP13-28

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Public hearing on the request of Phillips Sign & Lighting for Cadillac of Novi for recommendation to the City Council of the amended Special Development Option permitted signage. The subject property is located in Section 24 at 41350 Grand River Avenue at the northeast corner of Grand River Avenue and Meadowbrook Road, in the GE, Gateway East District. The property totals 6.7 acres and the applicant is proposing an additional sign to indicate the auto service and repair location on the site.

REQUIRED ACTION

Recommend approval or denial of the amended Special Development Option permitted signage

REVIEW	RESULT	DATE	COMMENTS
Planning	Approval recommended	04/26/13	<ul style="list-style-type: none"> • Revised Special Development Option Agreement required prior to City Council consideration • Applicant should reduce the area of the proposed signage by two-thirds

Motion sheet

Approval – Special Development Option Permitted Signage

In the matter of the request of Phillips Sign & Lighting for Cadillac of Novi JSP13-28, motion to recommend approval of the amended Special Development Option permitted signage, subject to and based on the following:

- a. City Council finding that the proposed use meets the criteria identified in Section 904C.1.b of the Zoning Ordinance to allow a use in the GE District listed elsewhere in the Zoning Ordinance, provided certain criteria including those identified below are met:
 - The proposed use incorporates a predominant physical component of the development that provides a unique entry feature along Grand River for the GE District, characterized by a distinct, high profile appearance, given that the architecture of the existing building and additions offers distinctive presence on this corner.
 - The proposed use is compatible with, and will promote, the uses permitted with the GE District and SDO, *as this property has demonstrated compatibility with adjacent properties as a vehicle dealership over the last several years.*
 - The proposed use is designed in a manner that will result in traffic and pedestrian safety, consistent with the adjoining pedestrian and vehicular thoroughfares, *as there is no significant change to the traffic flow on the site or the surrounding thoroughfares since the original SDO Agreement and Concept Plan were approved several years ago.*
- b. That, relative to other feasible uses of the site, the proposed use and concept plan, meets the criteria listed in Section 2516.2.c of the Zoning Ordinance, including:
 - The proposed use will not cause any detrimental impact on the capabilities of public services and facilities, including water service, sanitary sewer service, storm water disposal and police and fire protection to service existing and planned uses in the area, *as the proposed signage will not affect the site layout, utilities or City services.*
 - The proposed use is compatible with the natural features and characteristics of the land, including existing woodlands, wetlands, watercourses and wildlife habitats, *as the proposed signage will not affect the site layout.*
 - The proposed use is compatible with adjacent uses of land in terms of location, size, character, and impact on adjacent property or the surrounding neighborhood, *as has been demonstrated through several years of use as an automotive dealership.*
- c. The applicant has demonstrated compliance with the conditions listed in Section 904D of the Zoning Ordinance, such as:
 - Based upon proposed uses, layout and design of the overall project the proposed building façade treatment, the proposed landscaping treatment and the proposed signage, the Special Development Option project will result in a material enhancement to the area of the City in which it is situated, *as identified in the initial approvals of the SDO Concept Plan and Agreement, and as identified in the staff review letter.*
 - The proposed development shall not have a materially adverse impact upon the Master Plan for Land Use of the city, and shall be consistent with the intent and spirit of this Section, *as identified in the staff and review letter.*
 - Each particular proposed use in the development, as well as the size and location of such use, shall result in and contribute to a reasonable and mutually supportive mix of uses on the site, and a compatibility of uses in harmony with the surrounding area and other downtown areas of the City, *as the project has been developed for several years for a similar use.*

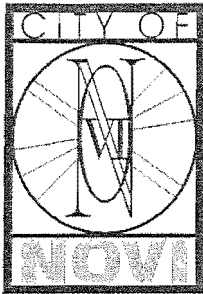
- The proposed development shall be under single ownership and/or control such that there is a single person or entity having responsibility for completing the project in conformity with this Ordinance.
- d. Applicant providing the **amended** Special Development Option Agreement and Development Agreement prior to consideration by the City Council;
- e. Applicant revising the signage to be two-thirds the size of the original proposal;
- f. Compliance with all conditions and requirements listed in the staff review letter; and
- g. *(additional conditions here if any)*

(This motion is made because the plan is otherwise in compliance with Article 9, Article 24 and Article 25 and all other applicable provisions of the Zoning Ordinance.)

Denial – Special Development Option Concept Plan

In the matter of the request of Phillips Sign & Lighting for Cadillac of Novi JSP13-28, motion to **recommend denial** of the Special Development Option concept plan ...because the plan is not in compliance with Article 9, Article 24 and Article 25 of the Zoning Ordinance.

PLANNING REVIEW



PLAN REVIEW CENTER REPORT

April 26, 2013

Planning Review

Cadillac of Novi

JSP 13-28

Petitioner

Phillips Sign & Lighting

Review Type

Proposed Signage

Property Characteristics

- Site Location: 41350 Grand River Avenue, North of Grand River Avenue and east of Meadowbrook Road (Section 24)
- Site Zoning: GE (Gateway East)
- Site Size: 6.7 acres
- Plan Date: 01-09-13

Project Summary

The proposed plan sheet shows one additional sign to indicate the auto service and repair location at the existing Cadillac of Novi. The last review of the signage was included in the City Council consideration of the Third Amendment to the SDO Agreement in 2011.

The Gateway East district allows only one sign per parcel – **either** a wall sign (not to exceed 65 square feet) **or** a ground sign (not to exceed 35 square feet). Several signs outside of those permitted by the City Code have been approved for the site. (See chart on page 2.)

Recommendation

Conditional approval of the modified signage plan is recommended. The proposed signage will aid customers in identifying the proper entrance for service and repairs on the site. However, given the fact that this is meant to be an internal directional sign, the proposed sign area seems excessive. Staff suggests the applicant reduce the area of the proposed signage by two-thirds.

Special Development Option Considerations

In the GE District an applicant may utilize the Special Development Option. Deviations from the Zoning Ordinance and City Code, including deviations from the Sign Ordinance may be approved by the City Council via an amendment to the existing Special Development Option Agreement. The Zoning Board of Appeals does not have jurisdiction over any proposed signage variances. Prior to the consideration of the modifications by the Planning Commission and the City Council, the applicant will need to update the Special Development Option Agreement to incorporate the proposed signage. The revised agreement shall be submitted to the City for review.

Below is a chart that shows existing and proposed signage:

	East Bldg. Elevation	SW Bldg. Elevation	West Bldg. Elevation	Screen wall	Entry Monument	Service Entrance
Existing	100 sq. ft.	91 sq. ft.	2 medallions @ 6.5 sq. ft. each	3.5 ft. diameter medallion	2 ground signs @ 28.5 sq. ft. each	None
Permitted under SDO Third Amendment	100 sq. ft.	91 sq. ft.	2 medallions @ 6.5 sq. ft. each	3.5 ft. diameter medallion	2 ground signs @ 30 sq. ft. each	None
Proposed	No change	No change	No change	No change	No change	33.8 sq. ft. wall sign
Permitted by Ordinance	One wall sign of 65 sq. ft. OR one ground sign of 30 sq. ft. Non-commercial message (directional) signs not exceeding 2 sq. ft.					

Response Letter

A letter from either the applicant or the applicant's representative addressing comments in this review letter is required prior to the Planning Commission meeting. Additionally, the applicant should install mock signage reflecting the proposed signage by Friday, May 10th. This mock signage should remain in place until Thursday, May 16th.

Stamping Set Approval

Stamping sets are still required for this project. After having received the approval of the City Council, the applicant should submit **6 copies of the plan submitted for review** to the Community Development Department for final Stamping Set approval.

Signage Permit

Following the approval of the amended SDO Agreement and Stamping Sets, the applicant will be required to obtain a sign permit for the proposed signage prior to installation. Please contact Jeannie Niland (248.347.0438) for information regarding sign permits.

If the applicant has any questions concerning the above review or the process in general, please do not hesitate to contact me.



 Kristen Kapelanski AICP, Planner
 248-347-0586 or kkapelanski@cityofnovi.org

APPLICANT RESPONSE LETTER

Kapelanski, Kristen

From: Chris Jones <cjones@michlaw.biz>
Sent: Wednesday, May 08, 2013 3:43 PM
To: Kapelanski, Kristen
Cc: dcassak@comcast.net; stephanie@phillipssign.com
Subject: Cadillac Additional Signage JSP 13-28

Dear Kristen:

My client and I have reviewed the Plan Review Center Report dated April 26, 2013 regarding the request for one additional sign at Cadillac of Novi. We understand that the Special Development Option Agreement will have to be amended in order to complete this task.

In the meantime I can advise you that Phillips Sign and Lighting Company will have the mock sign installed by this Friday afternoon and it will remain on site and in place until Thursday May 16, 2013.

I note in the Plan Review Center Report that your office is recommending conditional approval of the modified signage plan. I do want you to understand that the requested sign which states "Certified Service" is a requirement of the General Motors Corporation for my clients to maintain the Cadillac dealership in good standing under the Franchise Agreement. Please note that this sign is interior to the site and cannot be seen off-site. This signage is of a size so that it can be seen from the driveway access people enter into the site and it definitely signifies where the entrance to the certified service area is located. Both the statement and the size of the letters is extremely important to this request. It is our hope that the Planning Commission will give a favorable recommendation to the City Council who would then approve the language amendment and the signage as submitted.

Finally, I have drafted an Amendment to the SDO Agreement and will have it to you in the next few days so that you can forward it to the City Attorney for review and discussion.

Thanking you in advance for your cooperation I remain,

Very truly yours

Matthew C. Quinn
Attorney for Cadillac of Novi

Seglund Gabe Quinn Gatti & Pawlak, PLC
28345 Beck Road, Suite 401
Wixom, MI 48393



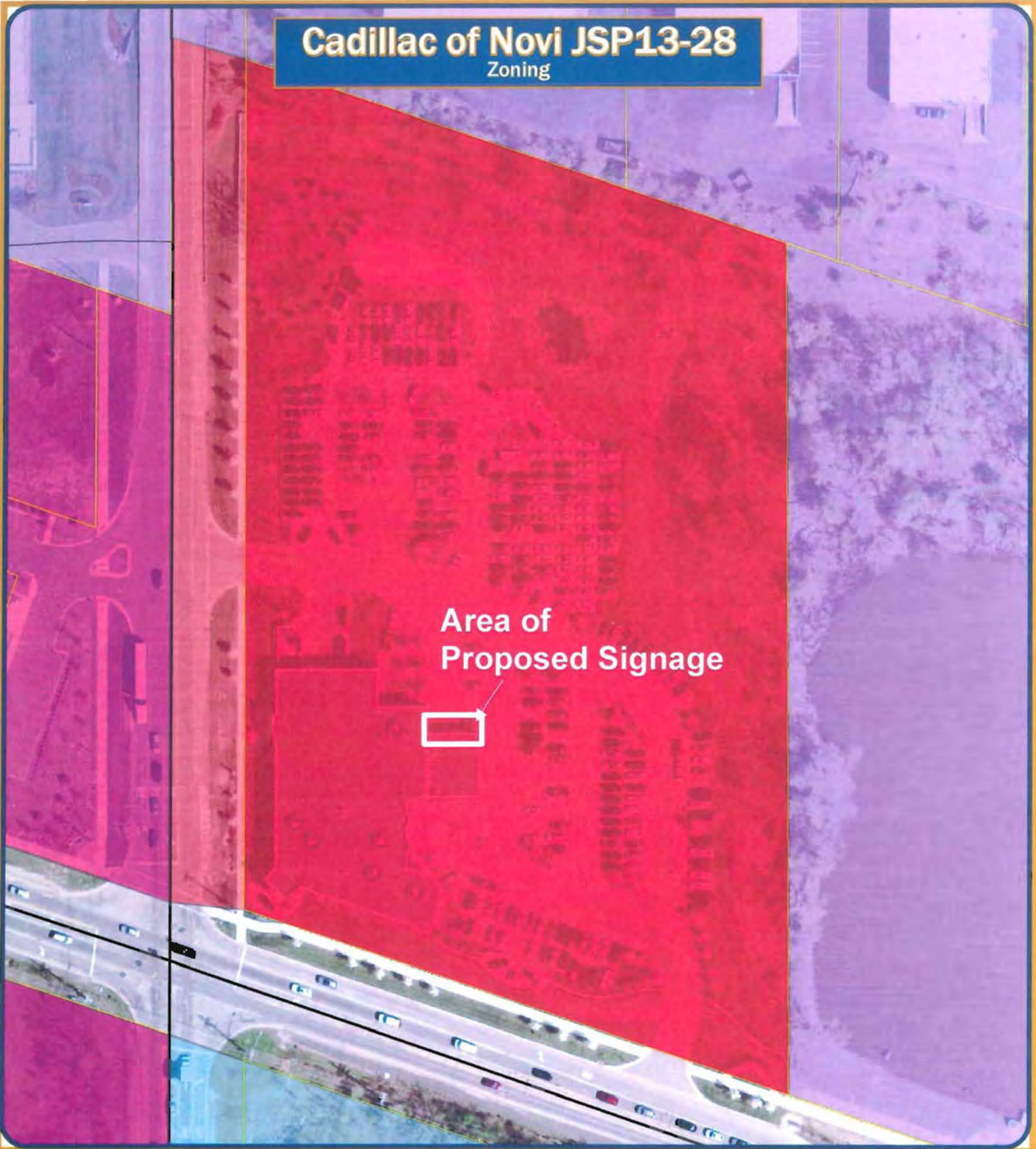
Phone: (248) 869-0030
Fax: (248) 869-0039
Email: mcquinn@michlaw.biz
Website: www.michlaw.biz

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PROPOSED SIGNAGE

Cadillac of Novi JSP13-28

Zoning



Area of Proposed Signage



Map Author: Kristen Kapelanski
 Date: 05/07/13
 Project: JSP13-28 Cadillac Signage
 Version #: 1.0

Map Legend

- Subject Property
- GE: Gateway East District
- I-1: Light Industrial District
- NCC: Non-Center Commercial District
- OS-1: Office Service District



City of Novi

Planning Division
 Community Development
 45175 W Ten Mile Rd
 Novi, MI 48375
cityofnovi.org

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.



1 inch = 104 feet

18'-5 1/4"

22" Certified Service

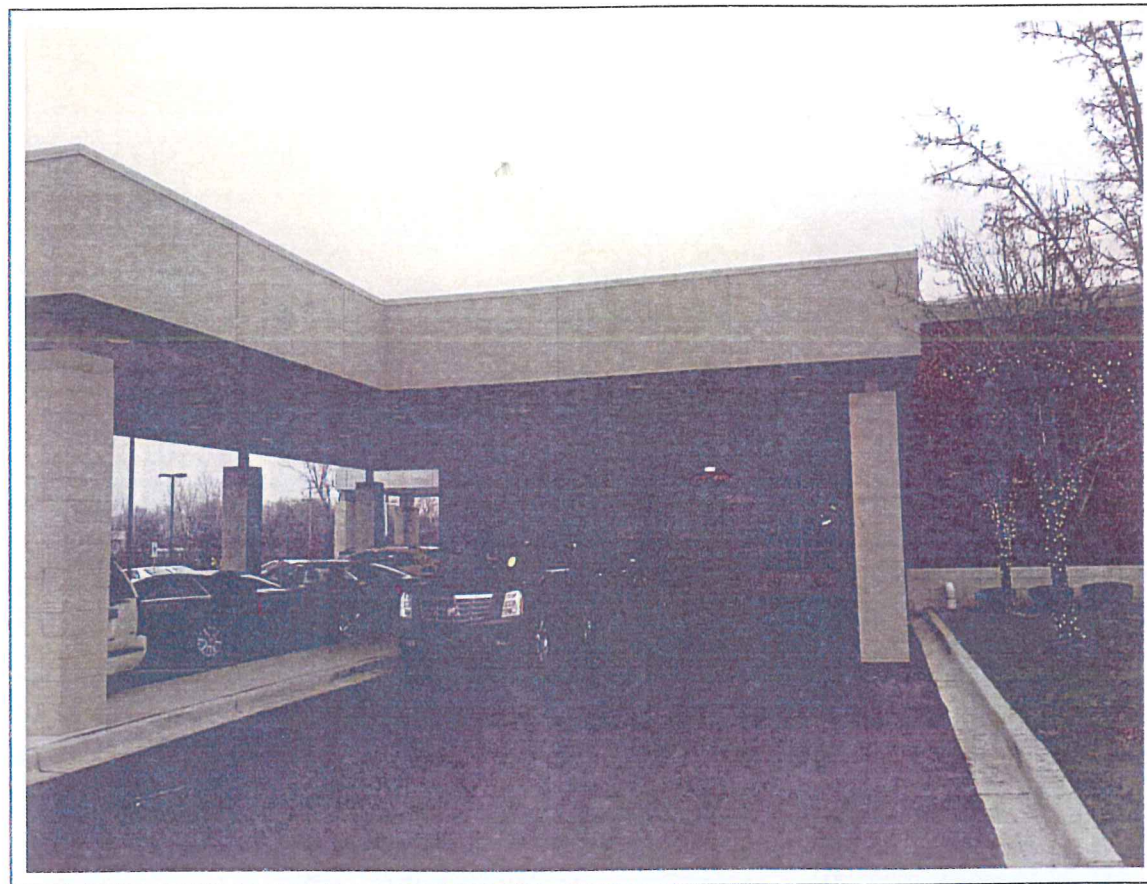
22" Certified Service Letters Scale: 1/4" = 1'-0"

GFLS 22CSBW 22" - Black/White Faces

Required Dedicated Circuits: 1 - 20 amp/120 volt

ELEMENTS					
ELEMENT	SIZE (HEIGHT)	LENGTH	SQUARE FT.	WEIGHT	ELECTRICAL
Certified Service Letters	22"	18'-5 1/4"	33.8	80 lbs	1 amp

Center Horizontally & Vertically on Fascia



EXISTING



PROPOSED

SIGNATURE REQUIRED TO VALIDATE ORDER

DEALER APPROVAL
D. Kuczek
 Date: ___/___/___

PATTISON
 SIGN GROUP, INC.
 410 N. CEDAR BLUFF RD. • SUITE 101 • KNOXVILLE, TN 37923
 • Tol (865) 693-1105 • Fax (888) 694-1106 • Toll Free (866) 218-1976

Pattison Sign Group recommends signage based on the Design Intent Drawings provided by General. If your final approved design documents differ from the original scale or size, it is recommended that your General Contractor send the revised dimensions of your building facade for additional review. The size and placement of the ACM reveals (seams) is a vital part of our recommendation process to comply with General Motors design guidelines.

SP **VL**
 This sign intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Electrical
 These lamps contain Mercury (Hg). Dispose of these lamps according to Local, Provincial, State, or Federal Laws.

Electrical 120V 347V



www.pattison.com

BAC#:	260271
Client:	Cadillac Of Novi
Site:	Novi, MI
Date:	01-09-13
Draftsman:	R. Andree
Scale:	as noted
Rev. #:	
Page:	1/1

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MAPS
Location
Zoning

Cadillac of Novi JSP13-28


Location

Area of Proposed Signage



Map Author: Kristen Kapelanski
Date: 05/07/13
Project: JSP13-28 Cadillac Signage
Version #: 1.0

Map Legend

 Subject Property



City of Novi

Planning Division
Community Development
45175 W Ten Mile Rd
Novi, MI 48375
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Feet
0 20 40 80 120 160

1 inch = 104 feet