

CITY of NOVI CITY COUNCIL

**Agenda Item 1
October 12, 2009**

SUBJECT: Approval of Resolution regarding Temporary Holiday Promotional Signage allowing temporary relief from Sign Ordinance from November 27 through December 26, 2009

SUBMITTING DEPARTMENT: Neighborhood & Business Relations

CITY MANAGER APPROVAL: *pwa for CSP*

BACKGROUND INFORMATION:

In order to help the Novi business community and to assist in promoting the City-wide Fall for Novi event, a suggestion has been made to take advantage of the "temporary promotional event" signage authorization in the sign ordinance. The provision allows the City Council to permit special City-wide business signage on private property relating to an identified event. The City has done so for the Ringing in the Holidays event, with no apparent issues. Should the Council decide that it is appropriate to do so for Fall for Novi, we suggest the following general parameters:

This one time permit would be valid only between November 27, 2009 – December 26, 2009.

The sign would in the nature of a business sign, as defined in Section 28-1 of the City Code, which means it must direct attention to a business or profession conducted or to a product, service, or activity sold or offered upon, the premises where such sign is located, and may only reference the name of the business at the premises, and the profession conducted thereon, or the product, service, or activity sold at the premises.

The size should be no larger than 48" X 72". This would satisfy the typical A-frame and real estate sign.

Application (or registration) must be made to the City, on a form provided by the City, which shall include an acknowledgement and permission for the city to enter upon the property to remove the sign if it is not removed by the applicant within the time specified in the resolution.

RECOMMENDED ACTION: Approval of Resolution regarding Temporary Promotional Signage allowing temporary relief from Sign Ordinance from November 27 through December 26, 2009.

	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				

CITY OF NOVI

COUNTY OF OAKLAND, MICHIGAN

RESOLUTION REGARDING TEMPORARY HOLIDAY PROMOTIONAL SIGNAGE

Minutes of a _____ Meeting of the City Council of the City of Novi,
County of

Oakland, Michigan, held in the City Hall in said City on October 12, 2009, at
_____ o'clock

P.M. Prevailing Eastern Time.

PRESENT:

Councilmembers _____

ABSENT:

Councilmembers _____

The following preamble and Resolution were offered by Councilmember

_____ and supported by Councilmember _____.

WHEREAS, the City's Sign Ordinance, Chapter 28 of the City of Novi Code of Ordinances authorizes the placement of "temporary promotional signs, defined as a sign that is "specifically authorized by resolution of the City Council in connection with an event or promotion and that is subject to any limitations as to size, duration and purpose as are established in such resolution"; and

WHEREAS, the City has in prior years allowed such temporary promotional signs in connection with the City-wide holiday event known as “Ringing in the Holidays,” as well as more recently in connection with the City event known as “Fall for Novi”; and

WHEREAS, the City Council believes that these sign authorizations have been beneficial to the participating businesses and has not been detrimental to the City as a whole; and

WHEREAS, the City Council believes that, given the current economic situation of the state and region, and its effect on local City businesses, it would be appropriate to authorize such promotional signage this holiday season;

NOW, THEREFORE, BE IT RESOLVED THAT:

1. Only one additional sign per business registered with the City as required under Chapter 8 of the City Code is authorized, and such sign shall be in the nature of a business sign, as defined in Section 28-1 of the City Code, which means it must direct attention to a business or profession conducted, or to a product, service, or activity sold or offered upon, the premises where such sign is located, and may only reference the name of the business at the premises, and the profession conducted thereon, or the product, service, or activity sold at the premises.
2. The sign must be a ground pole or portable sign, as defined in Section 28-1 of the City Code, meaning a freestanding sign not permanently anchored or secured to either a building or the ground.
3. The sign shall not exceed 24 square feet (e.g., 48” X 72”) in area and shall not be in excess of six (6) feet in height.
4. The sign shall not be placed on public property or in the public road right-of-way or any roadway easement.
5. The sign shall be permitted from Friday, November 27, 2009, through Saturday, December 26, 2009. The sign shall be removed immediately upon the expiration of this approval.
6. As an event authorized specifically by the City Council, the City Council retains the right to alter or amend its authorization and to cancel, rescind, or revoke the same, with or without notice, and any individual or entity who undertakes to participate in or take any action under this authorization acknowledges that this authorization creates no rights inconsistent with the reservation of all such rights

to the City and bears all risk of such cancellation, rescission, or revocation, including the loss of any benefit of the additional sign and/or the cost of the sign.

7. Before any such sign is placed, application must be made to the City, on a form provided by the City, which shall include an acknowledgement and permission for the City to enter upon the property to remove the sign if it is not removed by the applicant within the time specified in the resolution.

AYES:

NAYS:

RESOLUTION DECLARED ADOPTED.

MARYANNE CORNELIUS, CITY CLERK

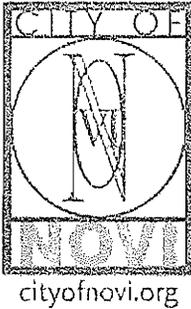
CERTIFICATION

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the City Council of the City of Novi, County of Oakland, and State of Michigan, at a regular meeting held this ____ day of _____, 2009, and that public notice of said meeting was given pursuant to and in full compliance with Act No. 267, Public Acts of Michigan, 1976, and that the minutes of said meeting have been kept and made available to the public as required by said Act.

MARYANNE CORNELIUS, CITY CLERK

1307647

MEMORANDUM



TO: CLAY J PEARSON, CITY MANAGER
FROM: ARA TOPOUZIAN, ECONOMIC DEVELOPMENT DIRECTOR
SUBJECT: TEMPORARY HOLIDAY PROMOTIONAL SIGNAGE
DATE: OCTOBER 1, 2009

10/1/09
To: Mayor / City
Council / Antil
FY/CLM

In an effort to help our Novi business community, City Council approved a "temporary promotional event" signage authorization in the sign ordinance on September 14, 2009 in conjunction to Fall for Novi. The provision allowed the City Council to permit special City-wide business signage on private property relating to an identified event. As I personally spoke to several retail businesses, this temporary sign waiver was received very positively. **18 businesses** took advantage of the September sign waiver. In light of the positive feedback and the current conditions facing our retail businesses, it is suggested that Council approve a similar signage authorization to assist our businesses during what is traditionally, one of the busiest retail seasons of the year, from Thanksgiving to Christmas.))

Should the Council decide that it is appropriate to do so, we suggest the following general parameters:

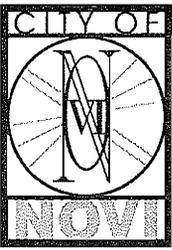
This one time permit would be valid only between **Friday, November 27, 2009 – Saturday, December 26, 2009.**)

The sign would in the nature of a business sign, as defined in Section 28-1 of the City Code, which means it must direct attention to a business or profession conducted or to a product, service, or activity sold or offered upon, the premises where such sign is located, and may only reference the name of the business at the premises, and the profession conducted thereon, or the product, service, or activity sold at the premises. The size should be no larger than **48" X 72"**.

Application (or registration) must be made to the City, on a form provided by the City, which shall include an acknowledgement and permission for the city to enter upon the property to remove the sign if it is not removed by the applicant within the time specified in the resolution.

The ability to introduce this sign waiver now will give greater ability to publicize throughout the Novi business community through mailings, email, website, Novi Chamber and out local media outlets.

c: Pam Antil, Assistant City Manager
Maryanne Cornelius, City Clerk
Charles Boulard, Community Development Director
Thomas Schultz, City Attorney



InvestNovi.org

Community Development
45175 W. TEN MILE ROAD
NOVI, MI 48375

Phone: 248.347.0415
Fax: 248.735.5600

TEMPORARY PROMOTIONAL SIGN PERMIT REGISTRATION
by Special Resolution of the Novi City Council
Subject to Chapter 28 of the City Code

Name of business: _____

Address of business: _____

Business phone number: _____

Name of applicant: _____

Home address: _____

Home phone: _____

Names and phone numbers of persons erecting and removing sign _____

Requirements:

1. The sign shall be in the nature of a business sign, as defined in Section 28-1 of the City Code, which means it must direct attention to a business or profession conducted or to a product, service, or activity sold or offered upon, the premises where such sign is located, and may only reference the name of the business at the premises, and the profession conducted thereon, or the product, service, or activity sold at the premises.
2. The sign must be a ground pole or portable sign as defined in Section 28-1 of the City Code.
3. The sign shall not exceed 24 square feet in area and shall not be in excess of six (6) feet in height.
4. The sign shall not be placed on public property or in the public road right-of-way or any roadway easement.
5. This one time only permit is valid only between November 27 – December 26, 2009. The permitted sign must be removed by the applicant within twenty four (24) hours of the end of the Event. The Event ends 12 PM December 26, 2009, therefore, any sign must be removed by 12 PM December 26, 2009.
6. **Applicant hereby authorizes the City of Novi to enter upon the property, or any adjacent property necessary to access the sign, to remove the sign if it is not removed by the applicant within the time specified above or does not comply with requirements 1-4, and hereby releases and waives any claims of liability on the part of the City for any damage done to the property or sign, and to indemnify and hold harmless the City from any claims as a result of the City's actions, including damage done to the property or adjacent property as a result of the removal.**
7. As an event authorized specifically by the City Council, the City Council retains the right to alter or amend its authorization and to cancel, rescind, or revoke the same, with or without notice, and any individual or entity who undertakes to participate in or take any action under this authorization acknowledges that this authorization created no rights inconsistent with the reservation of all such rights to the City and bears all risk of such cancellation, rescission, or revocation, including the loss of any benefit of the additional sign and/or the cost of the sign.
8. I agree to comply completely with the aforementioned requirements.

Name of person authorized to sign

Company name (if applicable)

*Return completed form to the City of Novi, 45175 W. Ten Mile Road, Novi, MI 48375
or fax to 248.735.5600, attention of Jeannie Niland, Community Development.*