



## CITY of NOVI CITY COUNCIL

**Agenda Item 4**  
**March 12, 2012**

**SUBJECT:** Adoption of resolution to rename from Sheraton Drive to South Karevich Drive for the existing road west of Novi Road and south of West Oaks Drive, and to rename from existing Karevich Drive to North Karevich Drive, north of West Oaks Drive, in Section 15.

**SUBMITTING DEPARTMENT:** Community Development - Planning <sup>Back 5</sup>

**CITY MANAGER APPROVAL:** 

**BACKGROUND INFORMATION:**

The Department of Public Services Engineering staff met with representatives of various businesses to discuss improving certain public roadways around the West Oaks I shopping area. One road slated for improvement this year is Sheraton Drive. Representatives of the Crowne Plaza Hotel, located at 27000 Sheraton Drive, asked the Engineering staff whether Sheraton Drive could be renamed because of confusion with the customers and vendors to the Crowne Plaza Hotel. The attached February 9<sup>th</sup> memo from Rob Hayes indicates that it may be an opportune time to consider a street name change to the area, since improvements are planned to Sheraton Drive, including upgraded signage.

Sheraton Drive is located south of West Oaks Drive, north of the Crown Plaza Hotel parking lot and west of Novi Road, in Section 15. Please see the attached map for reference. Three properties have addresses on Sheraton Drive: The Crowne Plaza Hotel and the front and rear buildings of the future Genji Japanese Steakhouse.

One suggestion provided in the February 9<sup>th</sup> memo from the DPS Department is for Sheraton Drive to be renamed Karevich Drive by extending the existing Karevich Drive south of West Oaks Drive. DPS Department staff notes that there is a 250 foot offset between the roads, but that there could be potential benefits to making this change:

- Preserve the name "Karevich" to continue to honor the service of former Mayor Pat Karevich if the existing Karevich Drive north of West Oaks Drive were to be vacated to accommodate commercial expansion in the future.
- Eliminate the confusion caused by naming a street after a hotel brand that is no longer located on that street.

Crowne Plaza hotel's owner's representative Mr. Saad Sitto provided a request to consider renaming Sheraton Drive to one of four potential street names:

- Desiree Drive (or Street),
- Hospitality Drive
- Priority Drive (or Street)
- Asmar Drive

Mr. Sitto's street naming request was forwarded to the City's Administrative Project and Street Naming Committee for consideration, along with the City-Initiated street naming

change from Sheraton to Karevich Drive. The Committee met on Monday, February 27<sup>th</sup> to consider the proposed changes.

The Committee first reviewed the City-initiated request to change the street name to Karevich Drive, and found that the Section 31-54 of the City Code, Criteria for naming streets indicates *Streets having center lines offset by one hundred twenty-five (125) feet or more should be given separate names*. The Committee noted that the offset of the two existing streets is approximately 250 feet. Therefore, the Committee recommended that the name **South Karevich** be applied, if the City-initiated request is presented to the City Council for approval.

If the City Council approves the name South Karevich, the Committee also recommended naming existing Karevich Drive **North Karevich**, to further avoid confusion.

The Committee also reviewed the request of Mr. Sitto for review against City Code standards or potential conflicts with other streets in the City. The Committee recommended **Hospitality Drive** to the City Council, if the City Council is not inclined to rename the road to South Karevich Drive, but is inclined to rename Sheraton Drive.

Staff contacted Mr. Sitto of the Crowne Plaza Hotel and let him know about the recommendation of the Project and Street Naming Committee. Mr. Sitto reiterated that he would prefer another name be used, and indicated he would provide written follow-up or appear at the City Council meeting on March 12<sup>th</sup>. Please see the attached email from Mr. Sitto dated March 6, 2012 and another email from Mr. Ron Asmar dated March 5, 2012. Mr. Henry Pi, owner the Genji Japanese Steakhouse, indicated that he is in support of the City's efforts to name the street in honor of a former Mayor and said he had no objection to the renaming. The Novi Post Office also indicated there were no objections to the proposed street name change (to either South Karevich or Hospitality Drive).

A Suggested Resolution is attached for consideration by the City Council.

**RECOMMENDED ACTION:**

Adoption of resolution to rename from Sheraton Drive to South Karevich Drive for the existing road west of Novi Road and south of West Oaks Drive, and to rename from existing Karevich Drive to North Karevich Drive, north of West Oaks Drive, in Section 15.

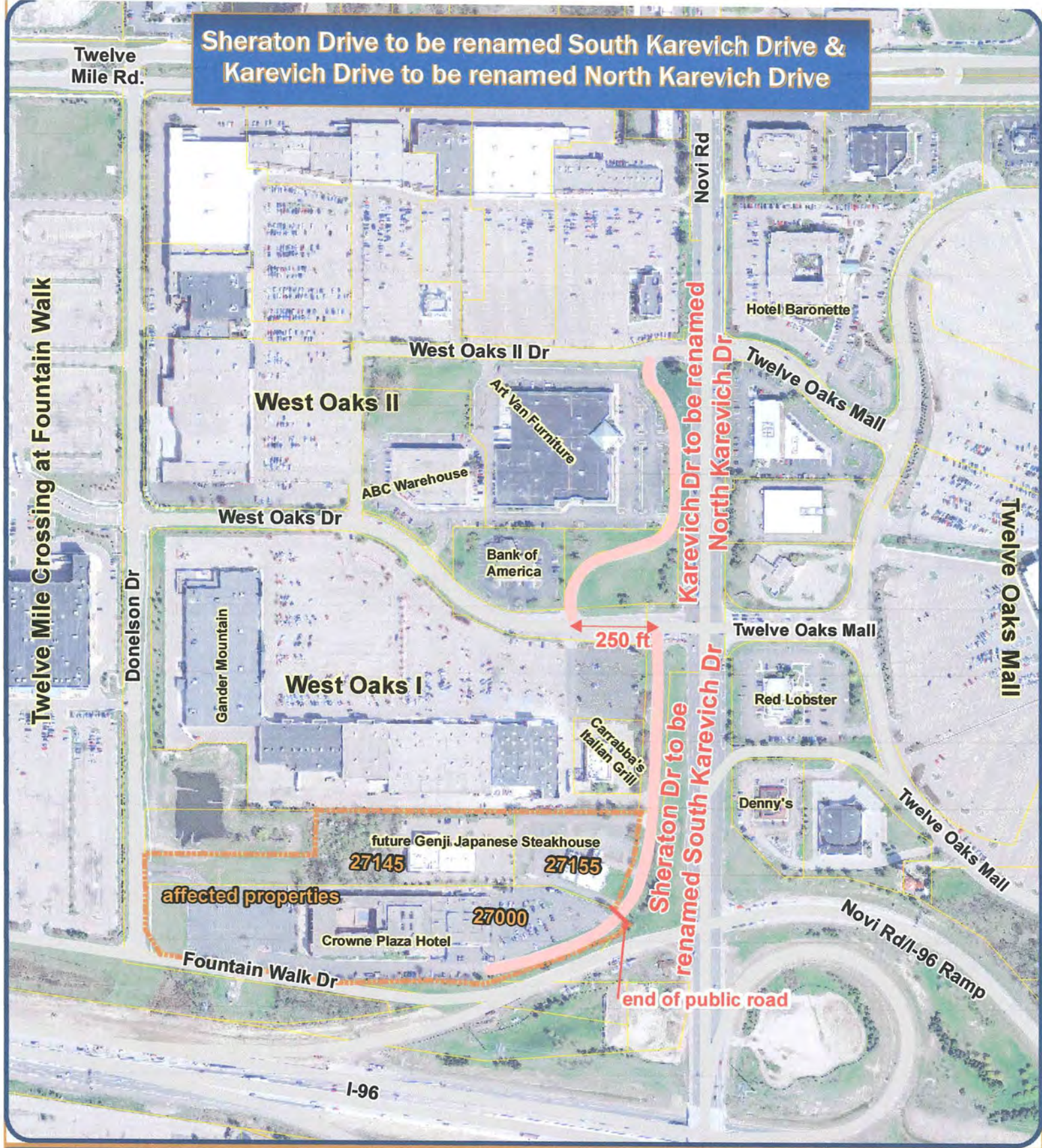
	1	2	Y	N
<b>Mayor Gatt</b>				
<b>Mayor Pro Tem Staudt</b>				
<b>Council Member Casey</b>				
<b>Council Member Fischer</b>				

	1	2	Y	N
<b>Council Member Margolis</b>				
<b>Council Member Mutch</b>				
<b>Council Member Wrobel</b>				

**LOCATION MAP**



**Sheraton Drive to be renamed South Karevich Drive & Karevich Drive to be renamed North Karevich Drive**



Map Author: Mark Spencer  
 Date: 3/1/12  
 Project: Karevich Drive  
 Version #: 1.0

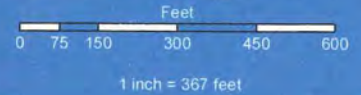
**MAP INTERPRETATION NOTICE**  
 Map information depicted is not intended to replace or substitute for any official or primary source. This map was intended to meet National Map Accuracy Standards and use the most recent, accurate sources available to the people of the City of Novi. Boundary measurements 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.

**Map Legend**

-  Streets
-  affected properties
-  Tax Parcels



**City of Novi**  
 Dept. of Community Development  
 City Hall / Civic Center  
 45175 W Ten Mile Rd  
 Novi, MI 48375  
 cityofnovi.org





**SUGGESTED RESOLUTION**

CITY OF NOVI

OAKLAND COUNTY, MICHIGAN

**RESOLUTION TO CHANGE STREET NAME**

**SHERATON DRIVE TO**  
**SOUTH KAREVICH DRIVE**

AND TO CHANGE STREET NAME

KAREVICH DRIVE TO  
NORTH KAREVICH DRIVE

**IN THE CITY OF NOVI**

Minutes of a \_\_\_\_\_ Meeting of the City Council of the City of Novi, Oakland County, Michigan, held on the \_\_\_\_ day of \_\_\_\_\_, 2012, at the City Hall, 45175 West Ten Mile Road, Novi, Michigan 48375.

The following resolution was offered by \_\_\_\_\_ and supported by \_\_\_\_\_.

**WHEREAS**, City staff have been working to rename Sheraton Drive, located south of West Oaks Drive and north of the Crowne Plaza Hotel parking lot, west of Novi Road in Section 15 of the City, as described on the attached and incorporated Exhibit A; and,

**WHEREAS**, Sheraton Drive was named after the former Sheraton Hotel located on the site of the current Crowne Plaza Hotel fronting on Sheraton Drive; and

**WHEREAS**, the name Sheraton Drive creates confusion for Crowne Plaza Hotel customers and suppliers; and

**WHEREAS**, only two businesses are addressed on Sheraton Drive, the Crowne Plaza Hotel and the future Genji Japanese Steakhouse (2 buildings); and

**WHEREAS**, the City's Project and Street Naming Committee met to discuss this matter, and recommended renaming from "Sheraton Drive" to "South Karevich Drive", while maintaining the street numbers as currently used; and

**WHEREAS**, the City's Project and Street Naming Committee also indicated that existing Karevich Drive (running parallel to Novi Road between West Oaks Drive and North Oaks Drive in front of the Art Van store) should be renamed to North Karevich Drive in order to avoid any confusion with the newly-named South Karevich Drive; and

**WHEREAS**, the property owners of the affected parcels and the Novi Post Office were notified of the recommended street name designation and were offered an opportunity to provide comment; the manager of the Crowne Plaza Hotel objects to the proposed South Karevich Drive name and again suggested consideration of the alternative names previously proposed, and no concerns were registered from the Novi Post Office or the owner of the Genji Steakhouse property; and

**WHEREAS**, Chapter 31, Article V of the City Code allows public and private street names to be changed by resolution of the City Council following review and approval by the City's Street Naming Committee;

**NOW, THEREFORE, IT IS HEREBY RESOLVED** by the Novi City Council that "Sheraton Drive" is renamed to "South Karevich Drive" as shown on the attached location map, and existing "Karevich Drive" is renamed to "North Karevich Drive".

AYES:  
NAYS:  
ABSTENTIONS:

STATE OF MICHIGAN     )  
  ) ss.  
COUNTY OF OAKLAND    )

I, MARYANNE CORNELIUS, the duly-qualified Clerk of the City of Novi, Oakland County, Michigan, do hereby certify that the foregoing is a true and complete copy of a Resolution adopted by the City Council of the City of Novi at a duly-called meeting held on the \_\_\_ day of \_\_\_\_\_, 2012, the original of which is on file in my office.

IN WITNESS WHEREOF, I have hereunto affixed my official signature this \_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
MARYANNE CORNELIUS  
Clerk, City of Novi



## EXHIBIT A

The Project and Street Naming Committee has reviewed and approved the request for a recommendation to the City Council for the readdressing of several properties on the west side of Sheraton Drive, which include the addresses 27000, 27145 and 27155 Sheraton Drive.

The following addresses will keep the numerical portion of the address the same, but the street name will change to South Karevich Drive:

- 27000 Crowne Plaza Hotel
- 27145 Genji Japanese Steakhouse, rear building
- 27155 Genji Japanese Steakhouse, front building

Note: No properties are addressed off of Karevich Drive north of West Oaks Drive, so no change necessary to reflect changes from Karevich Drive to North Karevich Drive.

**FEBRUARY 9, 2012**  
**MEMO FROM DPS**

# MEMORANDUM



**TO:** CLAY PEARSON, CITY MANAGER  
**FROM:** ROB HAYES, DPS DIRECTOR/CITY ENGINEER  
**SUBJECT:** SHERATON DRIVE  
**DATE:** FEBRUARY 9, 2012

2/9/2012  
To: Mayor and City Council members  
For your input and consideration.  
Clay

DPS Engineering staff met with representatives of various businesses last month to discuss improving certain public roadways around the West Oaks I shopping area. In addition to West Oaks Drive and Fountain Walk Drive, the other road slated for improvement this year is Sheraton Drive.

Representatives of the Crowne Plaza hotel, located at 27000 Sheraton Drive, requested that Sheraton Drive be re-named because the name "Sheraton" creates considerable confusion for Crowne Plaza customers and vendors. Because there are only two businesses that currently have a Sheraton Drive address (i.e., Crowne Plaza and the future Genji Steakhouse), and the improvements to Sheraton Drive – including upgraded signage – are slated for completion this summer, it appears to be an opportune time to consider a street name change.

One suggestion is for Sheraton Drive to be re-named Karevich Drive by extending the existing Karevich Drive south of West Oaks Drive, despite the 250-foot offset depicted on the attached map (please note that the southernmost 400-foot segment of Sheraton is a private road). Doing so would provide the following benefits:

- Preserve the name "Karevich" to continue to honor the service of former Mayor Pat Karevich if the existing Karevich Drive north of West Oaks Drive were to be vacated to accommodate commercial expansion in the future.
- Eliminate the confusion caused by naming a street after a hotel brand that is no longer located on that street.

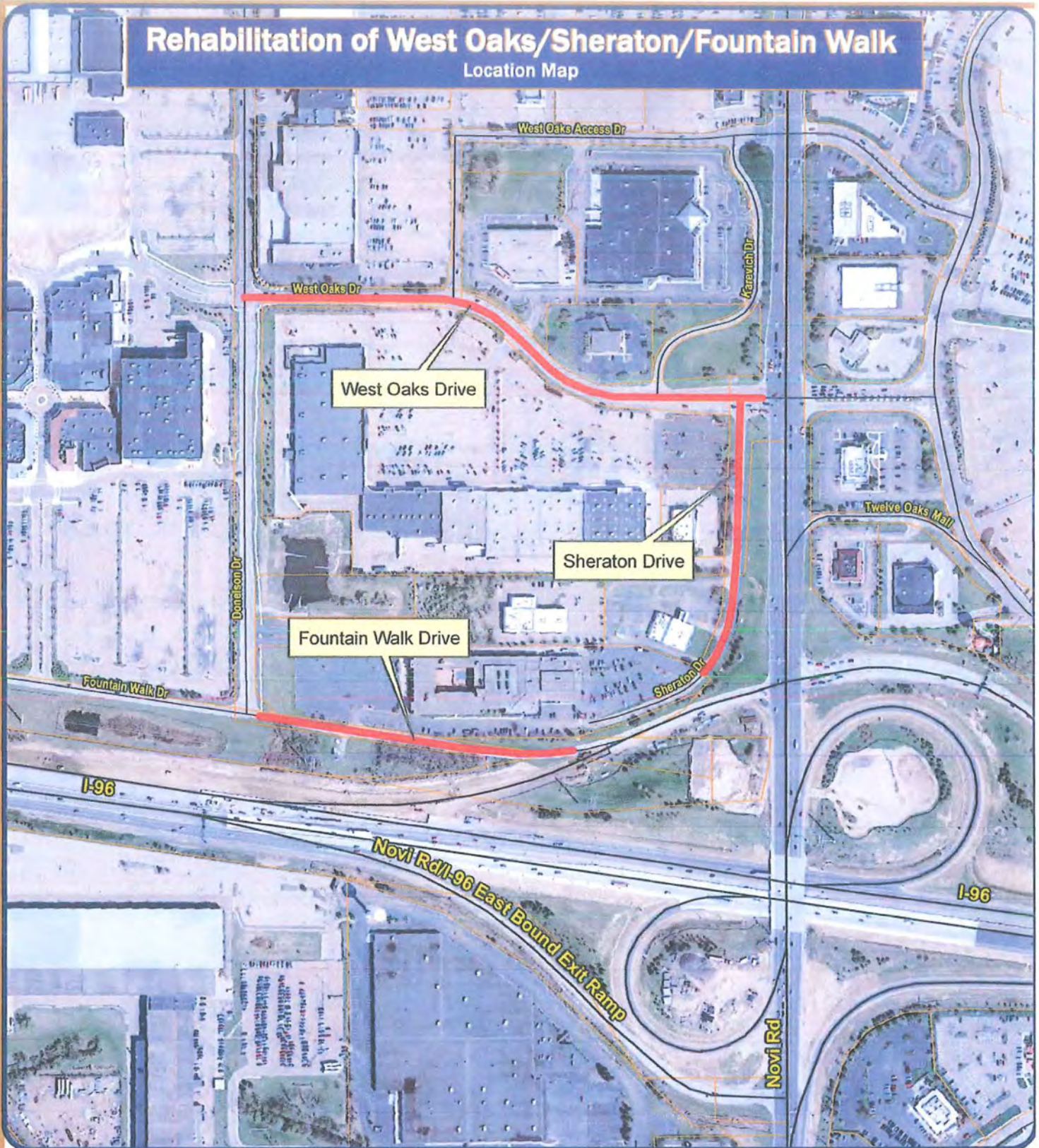
With Genji potentially opening as soon as mid-summer, we may want to take action on this matter sooner rather than later. Please let me know how you would like to proceed.

cc: Victor Cardenas, Assistant City Manager  
Charles Boulard, Community Development Director  
Brian Coburn, Engineering Manager



# Rehabilitation of West Oaks/Sheraton/Fountain Walk

Location Map



Map Author: Croy  
Date: 1/9/2012  
Project: Road Rehab  
Version #: 1.1



1 inch = 400 feet

#### MAP INTERPRETATION NOTICE

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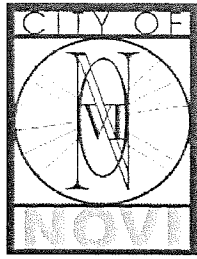


**City of Novi**

Engineering Division  
Department of Public Services  
26300 Delwal Drive  
Novi, MI 48375  
cityofnovi.org



**PROJECT AND STREET NAMING COMMITTEE  
APPLICATION**



**PROJECT AND STREET NAME REQUEST FORM**  
City of Novi Community Development Department  
45175 W. Ten Mile, Novi, MI 48375  
248-347-0475; 248-735-5633 fax

CROWNE PLAZA HOTEL  
Project Name (working title)

CITY OF NOVI  
COMMUNITY DEVELOPMENT  
Site Plan Number, If known

APPLICANT	NOVI OAKS HOTEL LLC Company		SAAD SITTO Primary Contact
	248 348 5000 ext 641 Phone Number	248 348 5060 Fax Number	Saad@CPAnovi.com E-mail address

PROJECT	27000 Sheraton Dr. Property Address, if known		North or South of which road?	East or West of which road?
	5099 01 210 198 Parcel Number(s) (Contact Assessing Dept. if unknown)	Section	Post Office providing mail service to this location	

Please note that requests for certain project or street names may be denied in accordance with Chapter 31, Article IV of the Novi Code of Ordinances. In order to expedite the approval of your desired project and/or street names, avoid using any of the following words in your choices:

- Water names** (e.g., Brook, Creek, River, Lake)
- Nature terms** (e.g., Cove, Crest, Pebble, Rock)
- Letters of the Alphabet**
- Directionals** (e.g., East Maple, Novi South Condos)
- Meadowbrook or Novi**, when used generically (e.g., Novi Business Park)
- Tree Names** (e.g., Forest, Maple, Oak, Pine, Timber, Wood)
- Generic Descriptors** (e.g., Village, Bridge, Summit, Park)
- Presidents' names**

Have you previously submitted project or street names for this site plan?  Yes  No

If yes, what was the previously approved project name?

What street/project name(s) do you want replaced? Sheraton Dr.

**PROJECT NAME REQUESTS** (in order of preference)

- |          |          |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |

How many street names do you need? 1

**STREET NAME REQUESTS** (in order of preference)

- |                            |                          |
|----------------------------|--------------------------|
| 1. <u>DESIREE DR OKST</u>  | 2. <u>HOSPITALITY DR</u> |
| 3. <u>PRIORITY DR OKST</u> | 4. <u>ASMAR DR</u>       |
| 5. _____                   | 6. _____                 |
| 7. _____                   | 8. _____                 |
| 9. _____                   | 10. _____                |
| 11. _____                  | 12. _____                |
| 13. _____                  | 14. _____                |
| 15. _____                  | 16. _____                |
| 17. _____                  | 18. _____                |

Please contact the Community Development Department at 248-347-0475 in advance of your submittal to check for similar names on the list of approved and reserved street and project name list.

Approved names will be reserved for a period of two years after Final Site Plan approval. After two years, the applicant must re-submit their names for approval by the Project and Street Naming Committee.

**PROJECT AND STREET NAMING COMMITTEE  
DRAFT MINUTES**

PROJECT & STREET NAMING COMMITTEE MINUTES  
**February 27, 2012 9:00 A.M.**

Council Conference Room  
45175 W. Ten Mile  
248-347-0475

**Members:** Mike Evans, Andy Gerecke, Richard Mitchell

**Also Attending:** Chris Blough, Richelle Leskun, Barb McBeth, Jeannie Niland

1. **NEW STREET NAME FOR SHERATON DRIVE**

- a. Consideration of the City- initiated request to change the name Sheraton drive to Karevich Drive.

Section 31-54 (1) states that 'Streets having center-lines offset by one hundred twenty-five (125) feet or more should be given separate names.' Since existing Karevich Drive and Sheraton Drive have an offset of greater than 125 feet, the Committee determined the streets should have different names, and should not both be named Karevich Drive. The Committee indicated that an alternate that would be acceptable would be **South Karevich Drive**. In that case, existing Karevich Drive should be renamed **North Karevich Drive**.

- b. Consideration of the request from Saad Sitto, Novi Oaks Hotel LLC to change Sheraton Drive to one of the requests listed below.
- 1) Desiree Drive or Street
  - 2) Priority Drive or Street
  - 3) Hospitality Drive
  - 4) Asmar Drive

The committee approved the name **Hospitality Drive**, as an alternate to the City-initiated request noted above.

2. **CHANGE LANGLEY DRIVE TO LANGLEY COURT SOUTH OF BELLINGHAM DRIVE.**

Consideration of the request submitted by Toll Brothers to change Langley Drive to Langley Court south of Bellingham Drive.

Request was approved due to the fact that Langley Drive as approved in the Oakland County Condominium Subdivision Plan #1552 Exhibit "B" to the Master Deed of Island Lake Orchards (May 19, 2006). The committee approved Langley Drive North of Bellingham is and Langley Ct south of Bellingham is as shown on the Condo documents from the Assessing Department.



**EMAIL FROM RON ASMAR  
OBJECTING TO  
COMMITTEE'S RECOMMENDATION**

**McBeth, Barb**

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**From:** Ron Asmar <rtasmar@tinelle.com>  
**Sent:** Monday, March 05, 2012 8:22 PM  
**To:** McBeth, Barb  
**Subject:** Sheraton Dr

Being in a commercial district of the City, re-naming Sheraton Dr. after the ex mayor would not serve the purpose of commemorating him because the visitors and customers who visit the mall and nearby restaurants are mostly from out of town.

A residential district in the City would best serve to commemorate the former mayor.

We request that City Council re- name the road either Desiree Dr. which we prefer or Hospitality Drive. This would be more appropriate.

Thanks

Ronnie Asmar  
Tinelle Properties Llc.  
29850 Northwestern Hwy  
Suite 200  
Southfield, Mi. 48034  
248.557.5454  
248.557.5959 fax

**EMAIL FROM SAAD SITTO  
OBJECTING TO  
COMMITTEE'S RECOMMENDATION**

**McBeth, Barb**

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**From:** Saad Sitto <Saad@CPNovi.com>  
**Sent:** Tuesday, March 06, 2012 1:25 PM  
**To:** McBeth, Barb  
**Subject:** Name change

I would like to confirm our phone conversation about changing our drive name we still think that renaming Sheraton Dr after the ex mayor wouldn't serve the purpose of commemorating him for the same reasons that Mr. Asmar our CEO mentioned in his e mail to you & I am requesting the honorable city council to re name the Dr either Desiree Dr or Hospitality Dr as a seconded choice thank you very much & I hope that we will see you in the meeting  
with my best regards

Saad Sitto  
Controller  
Crowne Plaza Hotel - Novi Detroit  
27000 Sheraton Drive  
Novi, MI 48377  
(248) 348-5000 Ext 641  
[saad@cpnovi.com](mailto:saad@cpnovi.com)