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Novi Town Center Site Signs and Landscaping SP 10-29

Novi Town Center Site Signs and Landscaping SP10-29

Consideration of the request of Novi Town Center Investors, LLC for recommendation to the City Council for Preliminary Site Plan approval for renovation of four existing monument signs and associated landscaping. The four existing signs are located at Town Center Drive and Grand River Avenue and at Crescent Boulevard and Novi Road. The applicant also proposes to add a lighted "Novi" sign and lighted interior element to the existing Novi Town Center clock tower. The property is zoned TC, Town Center, and is located east of Novi Road and north of Grand River Avenue in Section 14 of the City.

Required Action

Recommend approval/denial to City Council for Preliminary Site Plan

REVIEW	RESULT	DATE	COMMENTS
Planning	Approval recommended	07/27/10 (revised)	<ul style="list-style-type: none"> • Variances for signage required. Staff recommends a reduction in the number of tenant names on the monument sign to conform to the Ordinance. • Issues to be addressed at the time of Stamping Set submittal.
Landscape	Approval recommended	07/26/10	<ul style="list-style-type: none"> • Issues to be addressed at the time of Stamping Set submittal.
Signage	Comments provided	06/16/10	<ul style="list-style-type: none"> • Variance required for having more than 2 tenant names displayed on a sign (Novi and S. Crescent). • Modification of existing variance required for three additional signs for increased height (6'10" approved, 8' proposed). • Variance required for "Novi" sign on proposed clock tower. • Additional variances may be necessary when sign areas are calculated.

Motions

Approval –Preliminary Site Plan

In the matter of Novi Town Center Site Signs and Landscaping, SP 10-29, motion to **recommend approval** to City Council of the Preliminary Site Plan, subject to the following:

- a. Applicant receiving a Zoning Board of Appeals variance for having more than two tenant names displayed on the monument sign at Novi Road and South Crescent Drive;
- b. Applicant receiving a Zoning Board of Appeals variance modification for the proposed height of 8' for the monument signs located at Novi Road and North Crescent Boulevard and Grand River Avenue and Town Center Drive;
- c. Applicant receiving a variance for the "Novi" sign proposed for the existing Novi Town Center clock tower;
- d. Applicant receiving any additional variances as required for the size of the proposed signs;
- e. The conditions and items in the staff and consultant review letters being addressed on the Stamping Set submittal;
- f. *(other conditions list here)*

for the reason that the proposed plan is otherwise in compliance with Article 25 and Article 16 of the Zoning Ordinance and all other applicable provisions of the Zoning Ordinance (additional reasons if any...)

Denial –Preliminary Site Plan

In the matter of Novi Town Center Site Signs and Landscaping, SP 10-29, motion to **recommend denial** to City Council of the Preliminary Site Plan *for the reasons that the proposed plan is not in compliance with Article 25, Article 16 and all other applicable provisions of the Zoning Ordinance (additional reasons if any...)*

PLANNING REVIEW



PLAN REVIEW CENTER REPORT

June 25, 2010

Revised – July 27, 2010

Planning Review

Novi Town Center Site Signs and Landscaping
SP #10-29

Petitioner

Novi Town Center Investors, LLC

Review Type

Preliminary/Final Site Plan

Property Characteristics

- Site Location: 26132 Ingersol Drive
- Zoning: TC, Town Center
- Adjoining Zoning: North, South, East and West: TC
- Site Use(s): Novi Town Center
- Adjoining Uses: Various retail and restaurant uses bordering Novi Town Center
- Plan Date: 06-11-10

Project Summary

Novi Town Center is proposing to modify the four existing monument signs and associated landscaping located at Town Center Drive and Grand River Avenue and Crescent Boulevard and Novi Road as well as add a lighted Novi sign and lighted interior element to the existing Novi Town Center clock tower.

Recommendation

Approval of the Preliminary/Final Site Plan is recommended. The applicant has submitted the required landscape plans and photometric plan. This matter will be scheduled for an upcoming Planning Commission meeting to be followed by an upcoming City Council meeting. If City Council approves the plan, the applicant should make the appropriate corrections to the plan per this and the attached review letters and submit plans for Stamping Set approval. Plans will not be stamped until the required Zoning Board of Appeals variances are granted.

Ordinance Requirements

This project was reviewed for conformance with Chapter 28 of the City Code, the Sign Ordinance, the Zoning Ordinance with respect to Article 16 (Town Center District), Article 24 (Schedule of Regulations), Article 25 (General Provisions) and any other applicable provisions of the Zoning Ordinance. Items in **bold** below must be addressed by the applicant and incorporated as part of the Stamping Set submittal.

1. Monument Sign: Four proposed monument signs are being altered to incorporate the names of four tenants. The previous sign stated just the name of the shopping center. In addition, some architectural detail is being added to the signs. The

monument signs were included with the original approval for the Novi Town Center (SP86-05) and were therefore approved by the City Council. **City Council approval (after a recommendation from the Planning Commission) is required to change any elements of the originally approved plan.**

Section 1602 of the Zoning Ordinance includes several provisions noting that proposed façade materials shall be complimentary to existing facades within the Town Center, which are composed primarily of brick and stone. In addition, Section 1602 notes that architectural amenities, such as landscaped plazas and decorative paving shall be provided. The proposed monument signs will be composed of brick and a small landscape plaza with brick pavers has also been included. It is staff's opinion that the materials composing the monument sign and associated landscaping conform to the regulations of the Town Center District.

The Town Center Design Guidelines also include a small section on entryway signage. The Guidelines recommend a low curved brick wall with "Novi Town Center" spelled out in brass letters. Landscaping and brick pavers are also recommended adjacent to the sign. The applicant has proposed a rectangular brick sign with the words "Novi Town Center" in a muted brown lettering and with the names of four tenants displayed in colored lettering. Although the proposed sign does not exactly match the description and illustration provided in the Town Center Guidelines, it is staff's opinion that it generally meets the intent of the Town Center Guidelines. Chapter 28 of the City Code allows a business center sign to include two tenant names. The applicant has proposed four tenant names. Staff would recommend the applicant reduce the number of tenant names to conform to the Sign Ordinance.

2. Signage Regulations: Several of the proposed signs exceed the regulations established for signage in the City Code (Chapter 28 Signs). Please see the attached memo detailing the provisions of the sign ordinance and the required variances. **The applicant will need to seek variances from the Zoning Board of Appeals for the proposed signage.**
3. Clock Tower: A new illuminated "Novi" sign and lighting around the edges of the structure will be added to the clock tower. In addition, the interior of the tower will be lit with a green light. These additions have the potential to cause an unnecessary amount of light to be projected into the night sky. The applicant has provided a photometric plan which indicates that although some light will be projected from the tower, only low levels of light will reach behind the height of the tower and continue into the night sky. Additionally, the Town Center Guidelines do encourage the use of backlit signage and the creation of architectural focal points throughout the Town Center. Staff is not opposed to the proposed clock tower lighting provided the lighting does not flash, frequently change colors, or exhibit other characteristics of animated-type lighting.

Stamping Set Approval

Once the applicant receives the appropriate approvals from the City Council and the Zoning Board of Appeals and makes the appropriate corrections to the plan, Stamping Sets should be submitted. A letter responding to the comments in all review letters should

Novi Town Center Site Signs and Landscaping, SP# 10-29

Revised – July 27, 2010

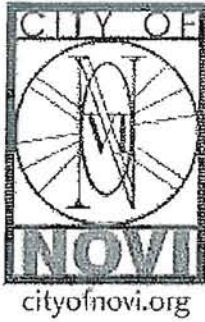
Page 3 of 3

be attached. Eight copies of the plan should be submitted to the Community Development Department for Stamping Set approval. Any changes to the plan required by the City Council or Zoning Board of Appeals should be incorporated into the Stamping Sets. The Stamping Sets must have original signatures and original seals.



Planning Review by Kristen Kapelanski, AICP
248-347-0586 or kkapelanski@cityofnovi.org

LANDSCAPE REVIEW



PLAN REVIEW CENTER REPORT

July 26, 2010

Landscape Review

Novi Town Center Site Signs and Landscaping
SP #10-29A

Petitioner

Novi Town Center Investors, LLC

Review Type

Preliminary/Final Site Plan

Property Characteristics

- Site Location: 26132 Ingersol Drive
- Zoning: TC, Town Center
- Adjoining Zoning: North, South, East and West: TC
- Site Use(s): Novi Town Center
- Adjoining Uses: Various retail and restaurant uses bordering Novi Town Center
- Plan Date: 07-20-10

Recommendation

Approval of the Preliminary/Final Site Plan for SP#10-29A is recommended.

Ordinance Requirements

This project was reviewed for conformance with the Zoning Ordinance with respect to Article 16 (Town Center District), Article 24 (Schedule of Regulations), Article 25 (General Provisions), applicable provisions of the Zoning Ordinance and in regard to the originally approved site plan.

Adjacent to Public Rights-of-Way – Berm (Wall) & Buffer (Sec. 2509.3.b.)

1. The proposed design is in keeping with the originally approved site plan.
2. Twenty five foot clear vision areas have been provided as required. These should be depicted on the site plans.

Street Tree Requirements (Sec. 2509.3.b.)

1. No street trees are required.

Parking Landscape (Sec. 2509.3.c.)

1. No parking lot landscape will be altered.

Parking Lot Perimeter Canopy Trees (Sec. 2509.3.c.(3))

1. Perimeter parking lot trees will not be affected.

Plant List (LDM)

1. A Plant List has been provided per the requirements of the Ordinance and the Landscape Design Manual.

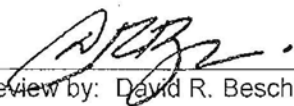
Planting Notations and Details (LDM)

1. Planting details and notations have been provided per the requirements of the Ordinance and the Landscape Design Manual.

Irrigation (Sec. 2509 3.f.(6)(b))

1. An Irrigation Plan and Cost Estimate must be provided.

Please follow guidelines of the Zoning Ordinance and Landscape Design Guidelines. This review is a summary and not intended to substitute for any Ordinance. For the landscape requirements, see the Zoning Ordinance landscape section on 2509, Landscape Design Manual and the appropriate items in the applicable zoning classification.


Review by: David R. Beschke, RLA ASLA

SIGNAGE MEMO

MEMORANDUM

TO: Kristen Kapelanski – Planner

FROM: Jeannie Niland – Ordinance Enforcement Officer

DATE: June 16, 2010

**RE: PROPOSED TOWN CENTER BUSINESS CENTER SIGNS
AND CLOCK TOWER SIGNS**

Per your request, I have reviewed the proposed drawings for changes to the existing business center signs and offer the following comments.

Sign Code Section 28-1 (2) (Definition of a business center sign)

“Business center sign means a sign that identifies the name and/or logo of a group of four (4) or more contiguous stores....and that does not contain any additional information regarding individual stores...”

Sign Code Section 28-5 (1) e. States that a business center sign in a TC district may also contain up to two (2) tenant names and logos.

Sign Code Section 2-5 (2) a.2.i requires business center signs in the TC district to not exceed 15 feet in height.

Sign Code Section 28-5 (2) allows ground signs to be 30 square feet or 1 square foot of sign for each 2 feet setback from the nearest street centerline.

Four (4) Business Center signs are currently located on the property. Each sign is 6'-10" in height.

Only one (1) sign was approved by ordinance (Novi Road, south side of Crescent). The proposed changes to this sign would not comply with the sign ordinance in that only 2 tenant names may be placed on the sign. The permitted sign on Novi Road is 15 square feet (verbiage only calculated when this permit was issued)

A calculation of the area of the proposed sign cannot be determined without exact measurements of the lettering portion of the sign. Signs are calculated based on enclosing the extreme limits of all wording or logos within a geometric shape.

The three (3) additional signs (Novi Rd & Crescent and 2 on Grand River at Town Center) were approved by ZBA Case No. 1518, subject to the verbiage reading "Novi Town Center – A Trammell Crow Company Development" and each sign being a height of 6'-10".

In conclusion, the Novi Road sign would require a ZBA variance to add more than two (2) tenant names or logos and may require a variance for the size if it does not comply with the ordinance.

The three (3) additional signs would require a modification to the variance by the ZBA for the increased height of the signs (from 6'-10" to 8'), and addition of tenant names to the signs.

The proposed clock tower sign is not a permitted sign under the sign ordinance and would require a variance.

Please let me know if you have additional questions.

APPLICANT'S RESPONSE LETTER



Wah Yee Associates
Architects & Planners
Since 1961

July 30, 2010

Ms. Kristen Kapelanski
Planning and Community Development
City of Novi
45175 W. Ten Mile Road
Novi, MI 48375

RE: Novi Town Center Site Signs and Landscaping, SP #10-29
Preliminary & Final Site Plan Submittal

Dear Ms. Kapelanski:

The following comments are in response to your Planning Review Letter, dated July 27, 2010.

Ordinance Requirements:

Item No. 2: The applicant is seeking all required variances.

Item No. 3: The clock tower lighting will not flash, frequently change colors, or have any characteristics of animated - type lighting.

The following comments are in response to the Jeannie Niland Memorandum, dated June 16, 2010.

- A variance will be requested to allow 4 tenant names on each of the business center signs, 2 tenant names are allowable.
- A variance will be requested to allow 62.83 S.F. of copy on each of the business center signs, 30 S.F. is allowable.
- A modification to the existing variance for 3 of the business center signs to increase from 6'-10" high to 8'-10" high will be requested.
- A modification to the existing variance for the clock tower signs to increase from 15 S.F. to 39.5 S.F. will be requested.

The following comments are in response to the Landscape Review Letter, dated July 26, 2010.

Irrigation:

Item No. 1: An Irrigation Plan and Cost Estimate are now provided.

Sincerely,

WAH YEE ASSOCIATES

MATT NILES
SENIOR PROJECT DESIGNER

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37911 West Twelve Mile Road
Farmington Hills, MI 48331
(248) 489-9160 FAX: (248) 489- 0133
E-Mail: wya@wahyeeassoc.com



EXAMPLE OF PROPOSED SIGN



PROJECT MONUMENT SIGN - NOVI TOWN CENTER

PAVED SIGN : 10'-0" HIGH X 11'-0" WIDE
 UNPAVED SIGN : 10'-0" HIGH X 11'-0" WIDE
 CONTACT: 248-499-9161

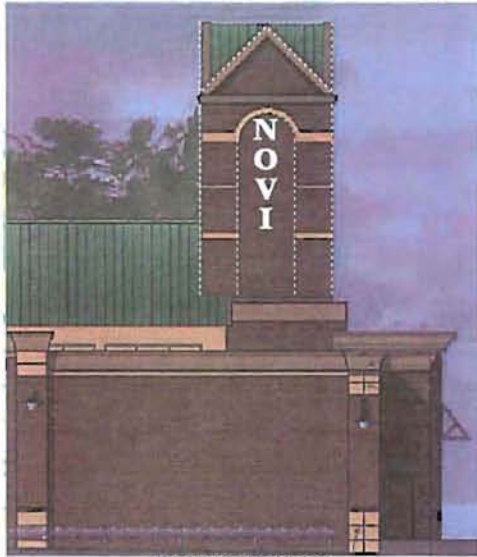


WAH YEE ASSOCIATES
 ARCHITECTS & PLANNERS

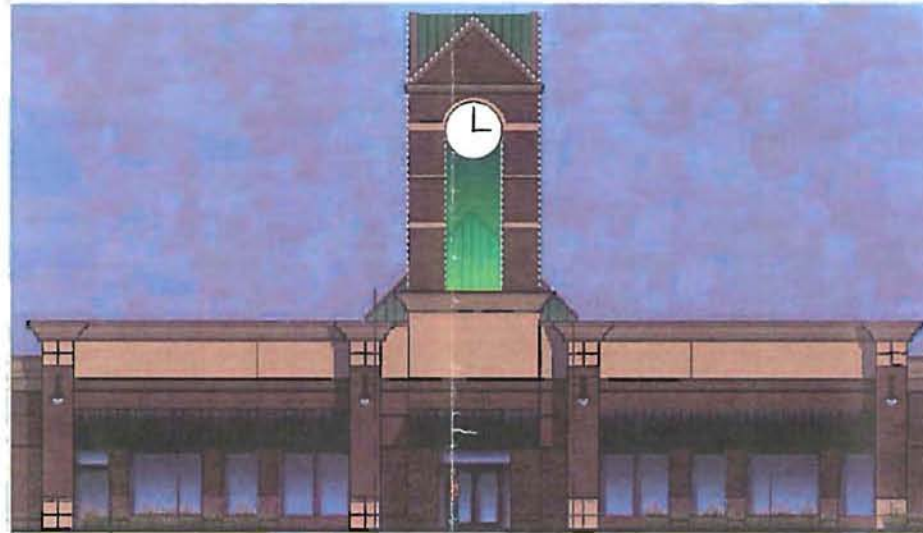
3791 WEST TWELVE MILE ROAD
 FARMINGTON HILLS, MICHIGAN 48331
 PHONE 248-499-9161 FAX 248-499-9161

ALL DESIGN, DEVELOPMENT AND PERMITS ARE SUBJECT TO THE APPROVAL OF THE LOCAL GOVERNMENT. THE CLIENT IS RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS. WAH YEE ASSOCIATES ARCHITECTS & PLANNERS IS NOT RESPONSIBLE FOR THE ACCURACY OF THE INFORMATION PROVIDED IN THIS PRELIMINARY DESIGN. THIS IS A PRELIMINARY DESIGN AND IS NOT TO BE USED FOR CONSTRUCTION.

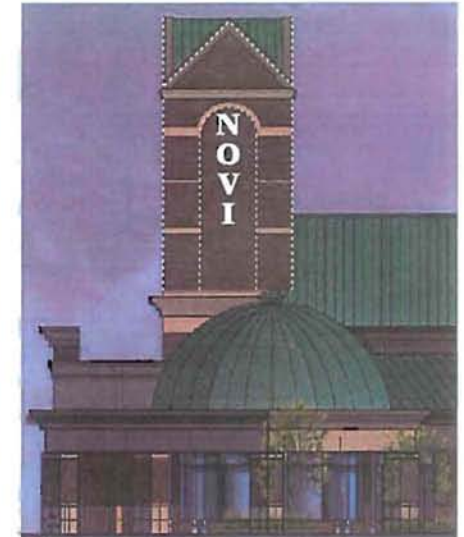
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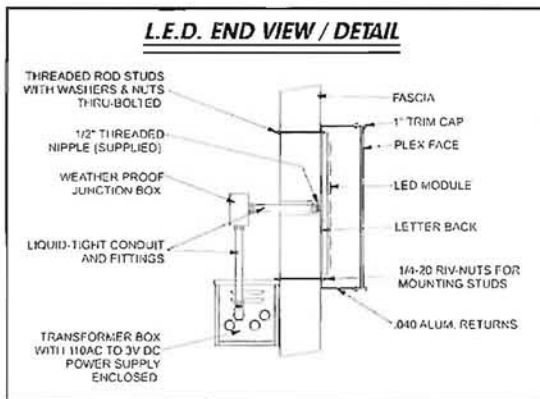
EAST ELEVATION



NORTH ELEVATION



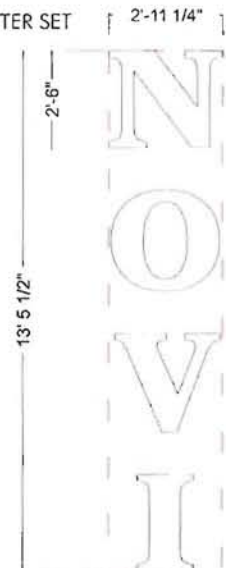
WEST ELEVATION



SOUTH ELEVATION

TOTAL SqFt=39.53 PER LETTER SET 2'-11 1/4"

NOTE:
COLOR INSIDE CLOCK TOWER
WILL VARY BASED ON SEASON



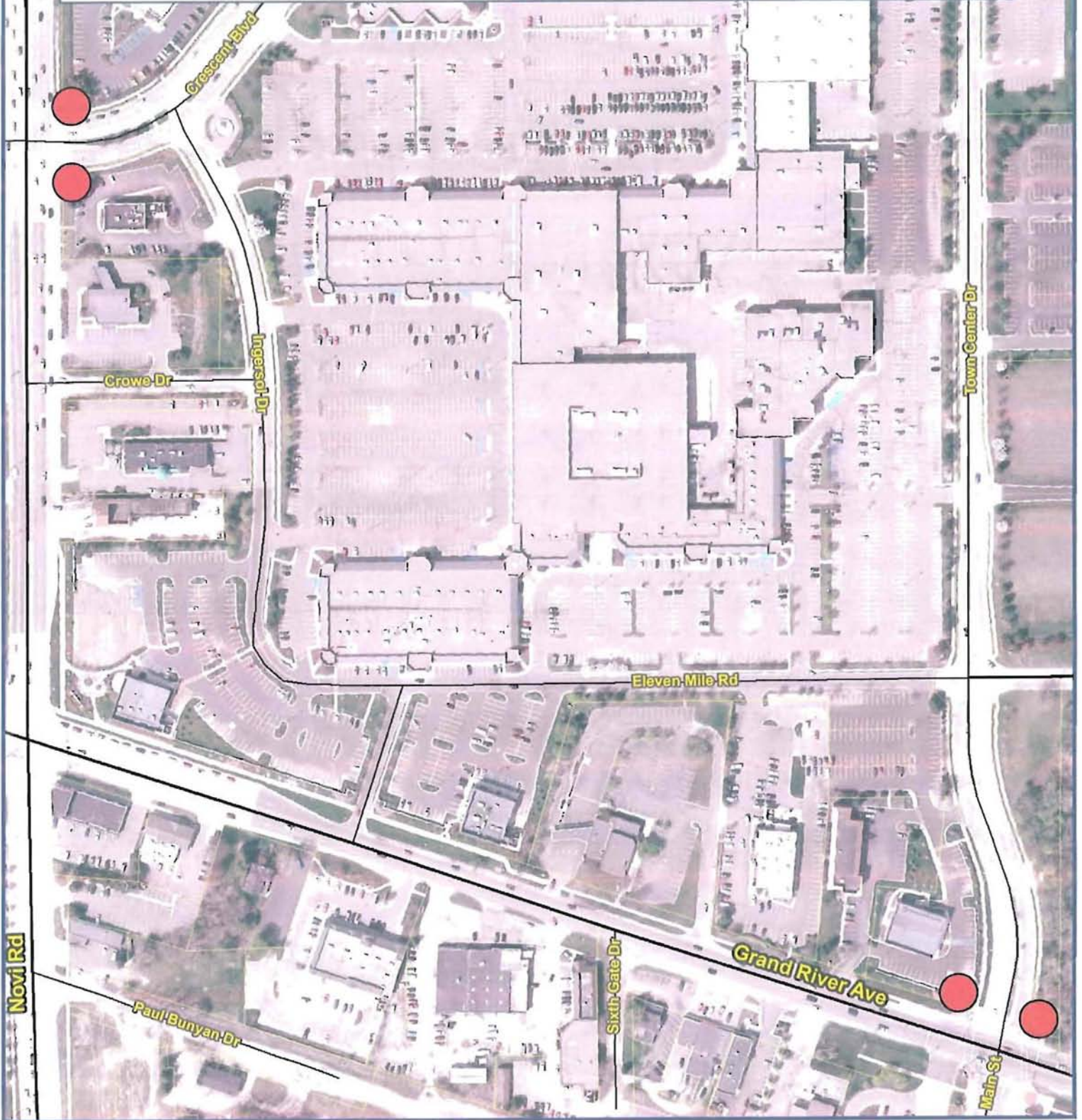
008753	NOVEMBER 15, 2010	ALUMINUM LETTERS
JEFF JOHNSON	NO SCALE	NOV10C-ANA-10-4 S

MAPS

Location/Air Photo

SP10-29 Novi Town Center Site Signs and Landscaping

Location



Map Author: Kristen Kapelanski
 Date: 08-03-10
 Project: SP10-29 Novi Town Center Site Signs and Landscaping
 Version #: 1.0

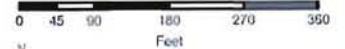
Map Legend

 Sign Locations



City of Novi
 Department Division
 Department Name
 451.75 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 = 231 feet