

Sign Design and Review Manual for Novi TC-1 District

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Purpose:

Whereas it is desirable that the signage erected within the TC-1 zoning district be aesthetically consistent with the "Neo-Traditional" Architectural Style. This manual is intended to provide guidelines for the design of such signage as well as provide a basis for review and approval of such signage by the City of Novi. This Manual shall regulate the type and design of all signs attached to buildings located within the TC-1 District. Application for a sign permit shall be on a form approved by the building official and shall contain all the required information and exhibits necessary for the Design Review Committee to render a decision. The size and quantity of signs attached to buildings shall be as regulated in the Novi Sign Ordinance, except a modified herein. To the extent that conflicts may occur between this Manual and the Sign Ordinance, the requirements of this Manual shall apply.

Allowable Wall Signs:

1. Board Type Signs - Board type wall signs shall be defined as signs consisting of opaque letters permanently applied to an opaque background, anchored as a single unit to the building facade. The overall shape and design of the sign and sign lighting fixtures shall be consistent with the neo traditional style associated with the Main Street project. All signs and sign lighting fixtures shall exhibit ornamental features consistent with the examples shown in Figure "A" attached (square cornered backgrounds are prohibited). All text shall be raised from the background by not less than 3/4" nor more than 2", and be of a contrasting color from the background (painted-on text is not permitted). Text shall be 3" minimum height, and 36" maximum height. The background shall be framed by a decorative molded edge raised above the background not less than the dimension that the letters are raised above the background. Logos, graphics, and features other than text are encouraged and may be painted directly on the background. All colors shall be harmonious with other colors used within the sign and with the adjacent Building Facade. All Board Signs shall be illuminated using externally mounted "gooseneck" style fixtures spaced as required to provide even illumination over full area of the sign background. Illumination of the Wall Sign may be eliminated if the Projecting Sign on the same establishment is illuminated. Signs shall be fabricated of wood, metal, or acrylic letters mounted to a solid wood background designed to resist deleterious effects of weather exposure.
2. Halo Illuminated Letter Signs - Halo Illuminated Letter Signs shall be defined as individual, internally neon illuminated letters with opaque face and sides. Halo Illuminated Letter Signs are characterized by indirect illumination, with the all illumination projecting from the rear of each letter onto the background surrounding the letters; usually the building facade. Halo Illuminated Letter Signs appear the same as Dimensional Letter Signs during daylight hours, and appear as silhouetted letters at night. Sides of letters shall not be greater than 4". Text shall be 3" minimum height, and 36" maximum height. All transformers, fasteners, and connections shall be concealed from view.

3. Dimensional Letter Sign - Dimensional Letter Signs shall be defined as individual letters with opaque face and sides, pin mounted to the building facade. Sides of letters shall not be greater than 4". Text shall be 3" minimum height, and 36" maximum height. All Dimensional Letter Signs shall be illuminated using externally mounted "gooseneck" style fixtures spaced as required to provide even illumination over full area of the sign. Illumination of the Wall Sign may be eliminated if the Projecting Sign on the same establishment is illuminated. Letters shall be fabricated of metal or acrylic (note that wood is prohibited) designed to resist deleterious effects of weather exposure, and shall be mounted to the building facade using stainless steel anchors to prevent staining.

Examples of Allowable Wall Signs are provided in Figures "A" and "D", attached.

Prohibited Wall Signs: Except as provided below, Translucent Internally Illuminated Signs such as Channel Letter Signs, Box Signs, and exposed luminaries of any type including neon are prohibited. Examples of Prohibited Wall Signs are provided in Figure "E", attached. Interior Illuminated Channel Letter Signs and Box Signs are permitted on business walls having frontage on a major thoroughfare, provided the placement, number and area requirements of the Sign Ordinance, Chapter 28, are met.

Allowable Projecting Signs:

1. Pedestrian Level Projecting Sign - Pedestrian Level Projecting Signs shall be defined as signs mounted perpendicular (90 degrees) to the building facade, located in its entirety between twelve (12) feet and eight (8) feet above the pedestrian walkway. Pedestrian Level Projecting Signs shall be securely mounting using ornamental brackets attached to either the building facade or from permanent overhanging canopies (chain or hinge mounting is prohibited). Projecting signs shall be "double sided" having text on two faces. The overall shape and design of the sign and mounting brackets shall be consistent with the neo traditional style associated with the Main Street project. All signs and brackets shall exhibit ornamental features consistent with the examples shown in Figure "C", attached. All text shall be raised from the background by not less than 3/4" nor more than 2", and be of a contrasting color from the background. The background shall be framed on both faces by a decorative molded edge raised above the background not less than the dimension that the letters are raised above the background. Logos, graphics, and features other than text are encouraged and may be painted directly on the background. All signs shall be illuminated using externally mounted "gooseneck" style fixtures mounted on the sign bracket or the building facade. Illumination of the Pedestrian Level Projecting Signs may be eliminated if the Wall Sign on the same establishment is illuminated. Signs shall be fabricated of wood, metal, or acrylic letters mounted to a solid background designed to resist deleterious effects of weather exposure.

2. Upper Level Projecting Sign - Upper Story Projecting Signs shall be defined as signs mounted perpendicular (90 degrees) to the front building facade, located in its entirety between twelve (12) feet above grade, and the uppermost point of the building facade. Upper Story Projecting Signs shall be securely mounting to the building facade. Projecting signs shall be "double sided" having text on two faces, and shall not otherwise be limited as to type.

Interior Illuminated Translucent Channel Letter Signs, Board Type Signs, and Interior Illuminated Box Signs shall be considered acceptable types of Upper Story Projecting Signs, provided the illumination level of any such sign does not exceed 15 foot candles measured at a distance of 4 feet from the sign face.

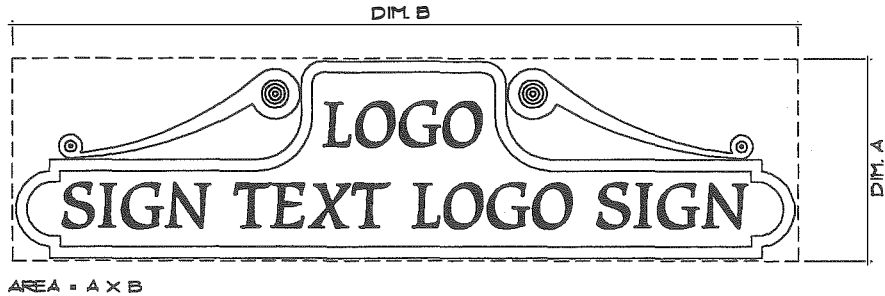
Prohibited Projecting Signs: Translucent Internally Illuminated Signs such as Channel Letter Signs, Box Signs, and exposed luminaries of any type including neon are prohibited from use in Pedestrian Level Projecting Signs.

Allowable Kiosk Signs:

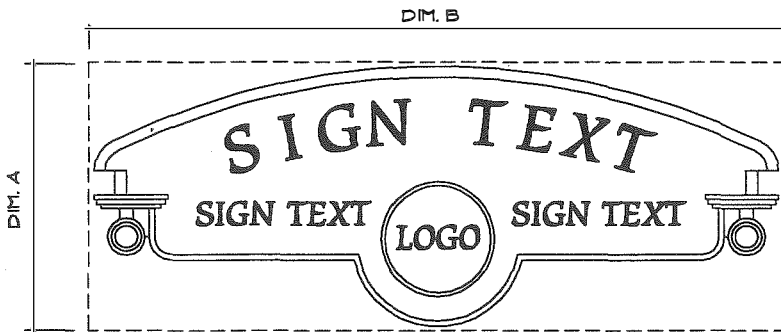
3. Kiosk Sign - The design of Kiosk Signs shall be consistent with the neo traditional style associated with the Main Street project. All Kiosk Signs shall exhibit ornamental features consistent with the examples shown in Figure "F", attached. All opaque text shall be raised from the background by not less than 3/4" nor more than 2", and be of a contrasting color from the background. The background shall be framed on all edges by a decorative molded edge raised above the background not less than the dimension that the letters are raised above the background. All signs shall be illuminated using externally mounted "gooseneck" style fixtures. If internally illumination is utilized only the letters shall be translucent and shall be surrounded by an opaque background. Signs shall be fabricated of wood, metal, or acrylic letters mounted to a solid background designed to resist deleterious effects of weather exposure.

TC-1 SIGN DESIGN REVIEW MANUAL - FIGURE "A"

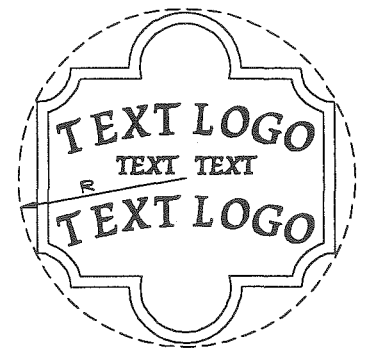
BOARD TYPE WALL SIGNS



AREA = A X B



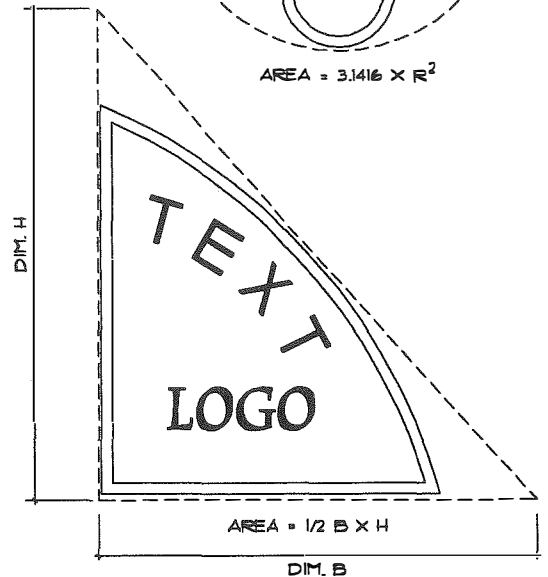
AREA = A X B



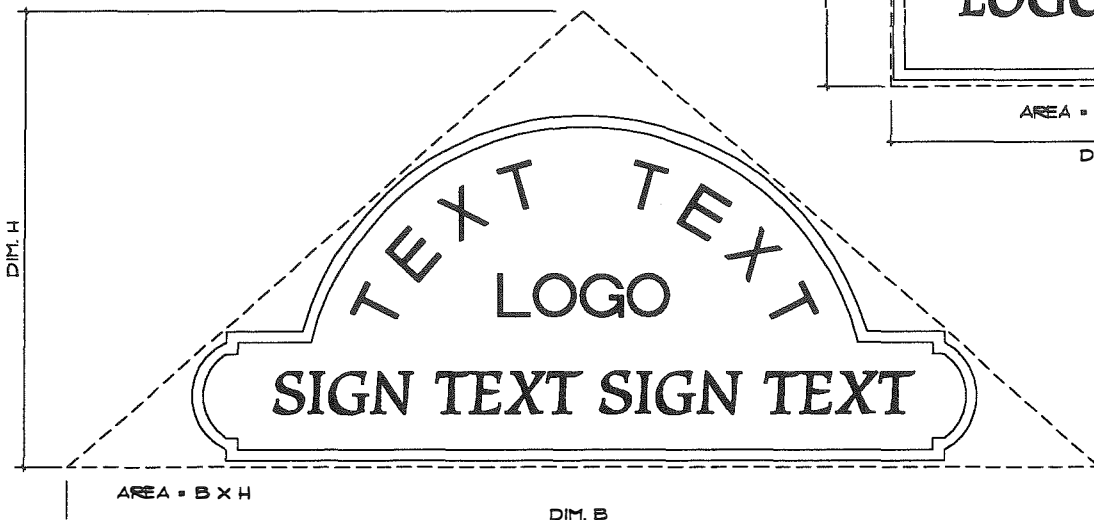
AREA = 3.1416 X R²



AREA = A X B



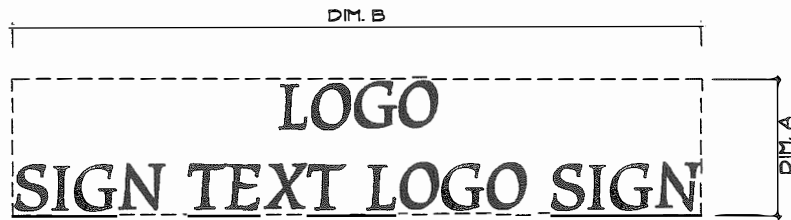
AREA = 1/2 B X H



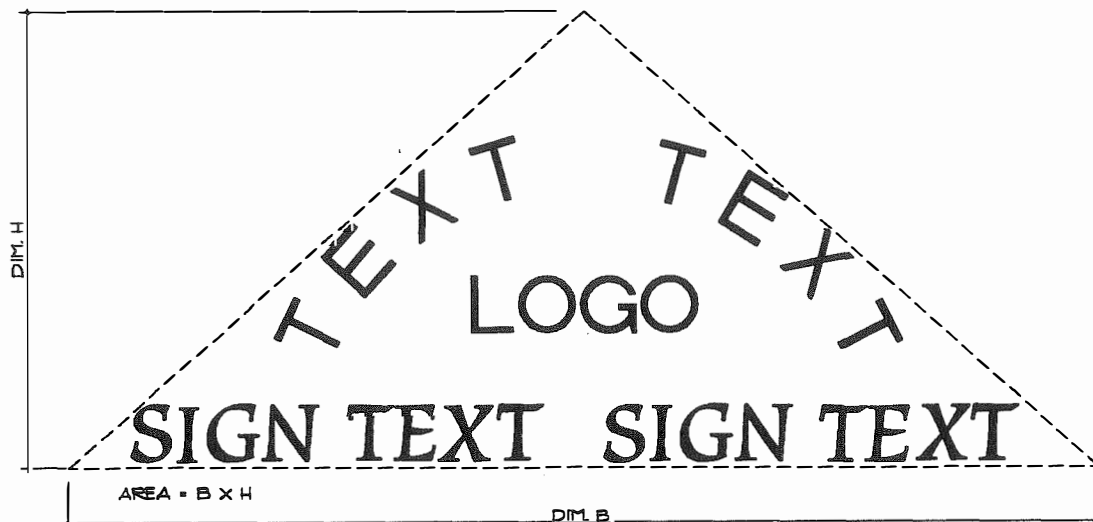
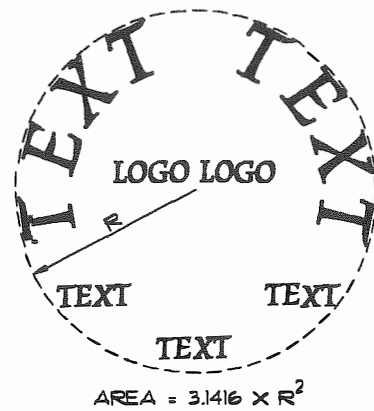
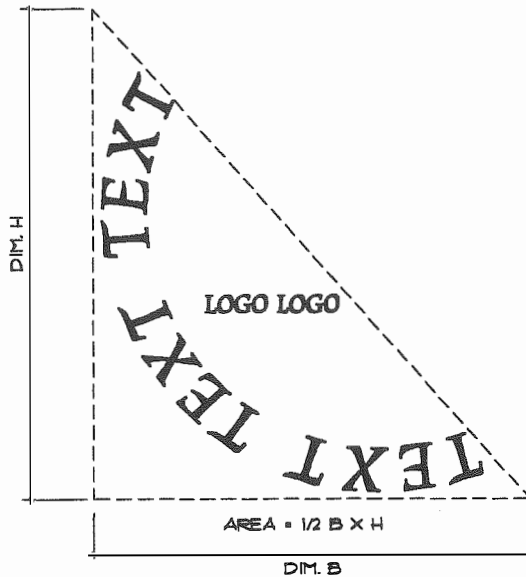
AREA = B X H

TC-1 SIGN DESIGN REVIEW MANUAL - FIGURE "B"

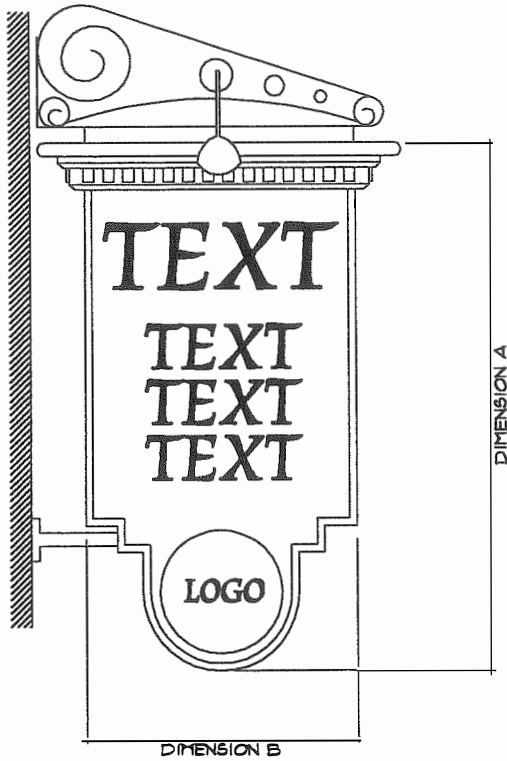
LETTER SIGN AREA MEASUREMENTS



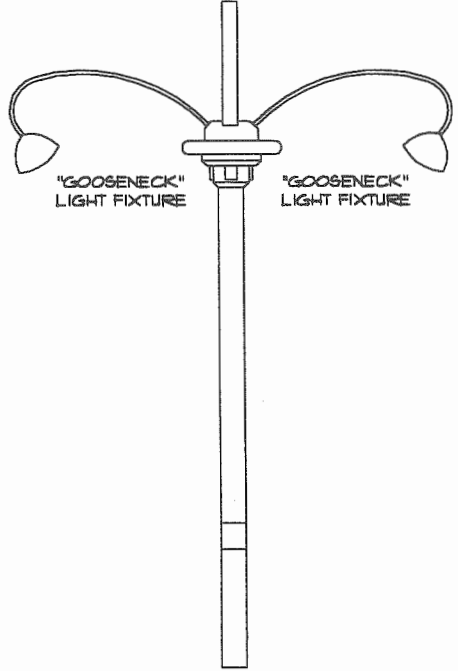
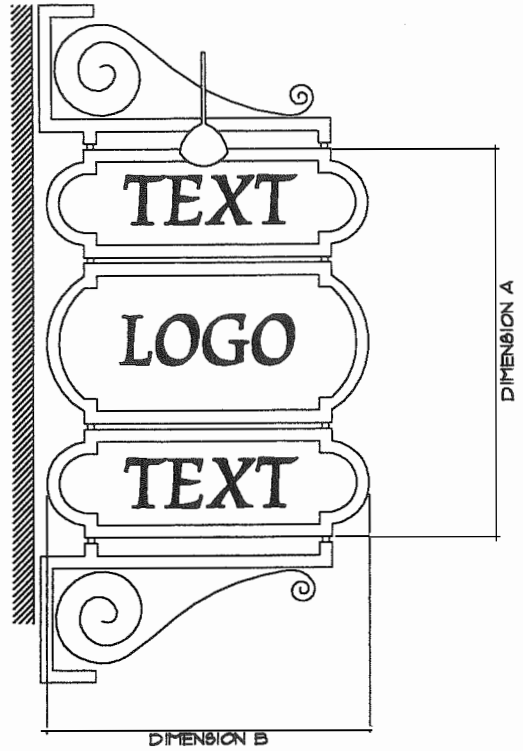
AREA = A X B



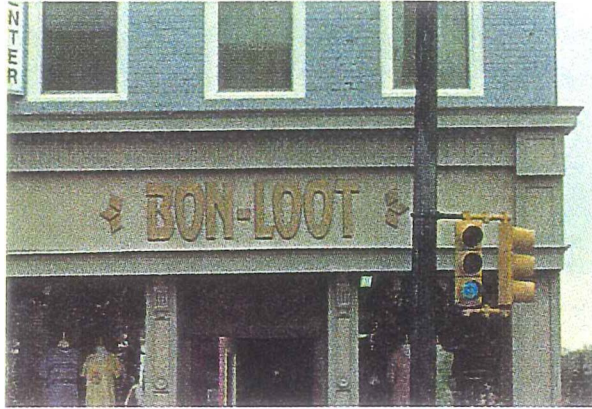
TC-1 SIGN DESIGN REVIEW MANUAL - FIGURE "C" PEDESTRAIN LEVEL PROJECTION SIGNS



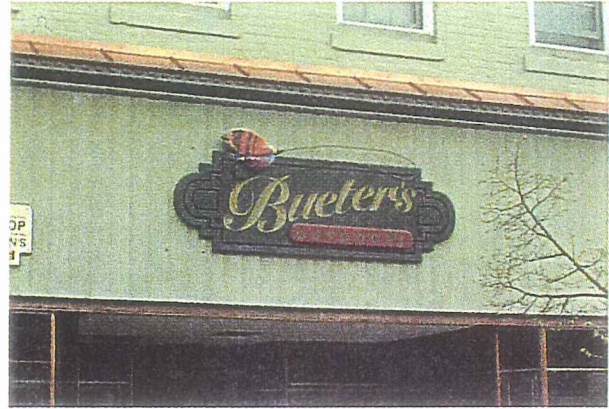
AREA = A X B



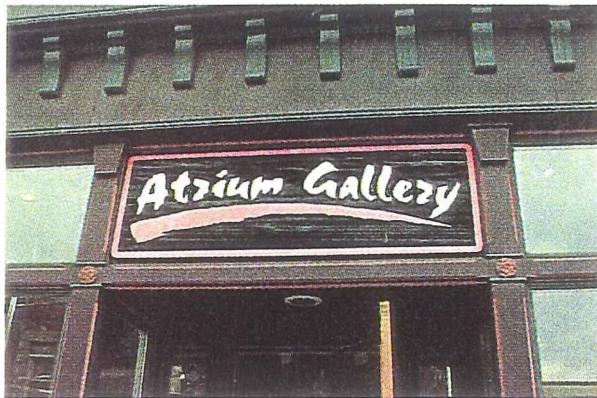
EXAMPLES OF ALLOWABLE WALL SIGNS



Dimensional Letter Sign



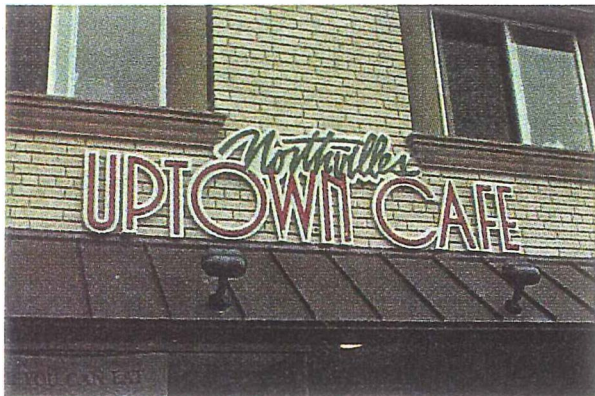
Board Type Sign



Board Type Sign



Board Type Sign

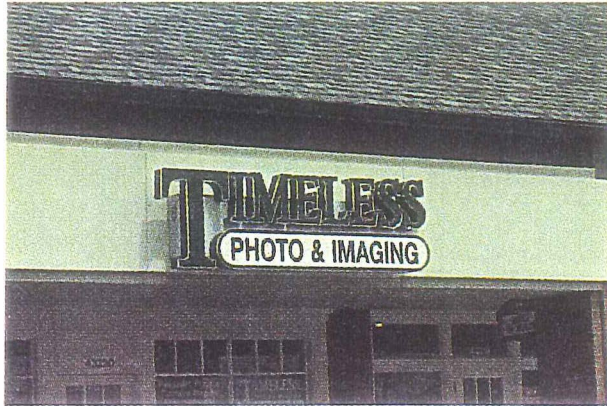


Dimensional Letter Sign



Dimensional Letter Sign on Board Sign

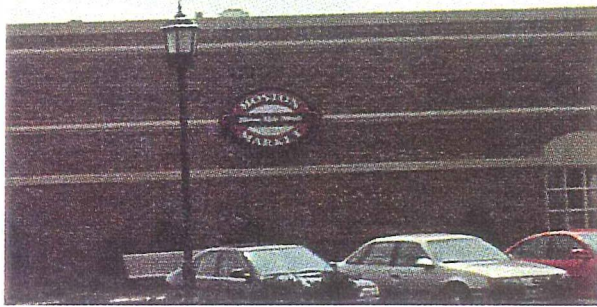
EXAMPLES OF PROHIBITED WALL SIGNS



Translucent Channel Letter Sign (upper)
Translucent Box Sign (lower)



Translucent Channel Letter Sign



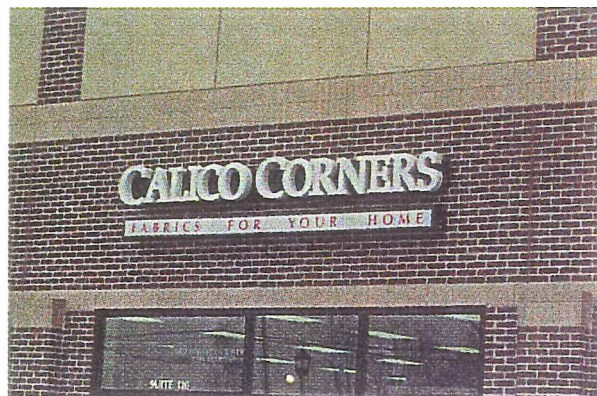
Translucent Box Sign



Translucent Box (left) Exposed Neon (Right)



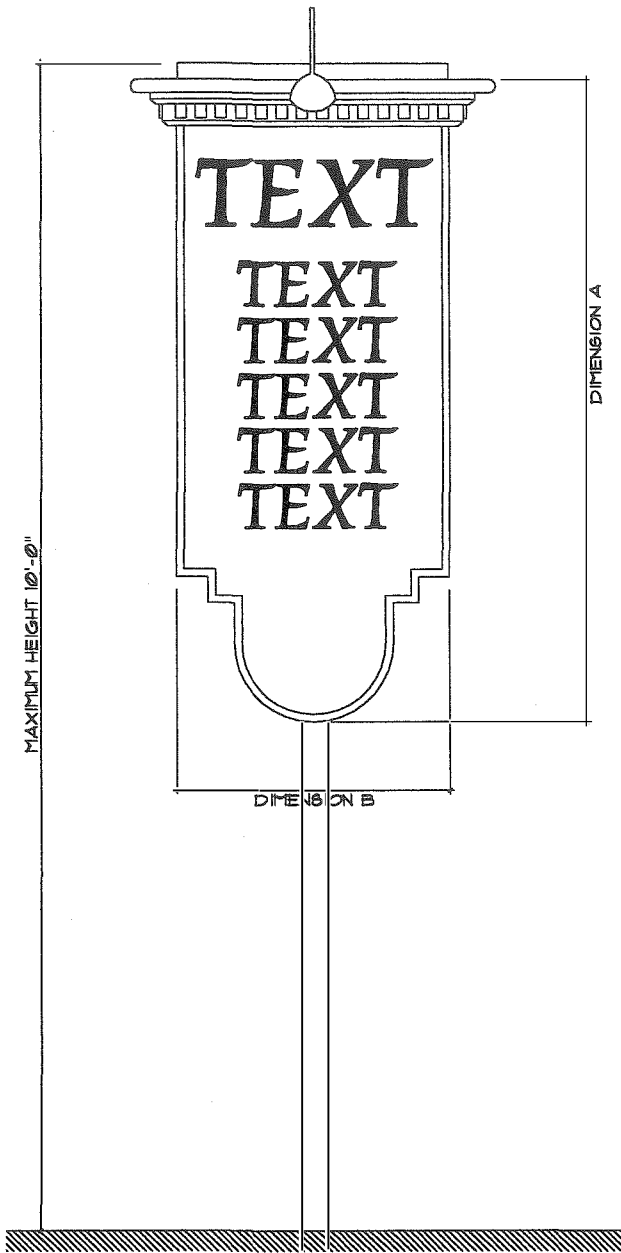
Translucent Channel Letter Sign



Translucent Channel Letter Sign (upper)
Translucent Box Sign (lower)

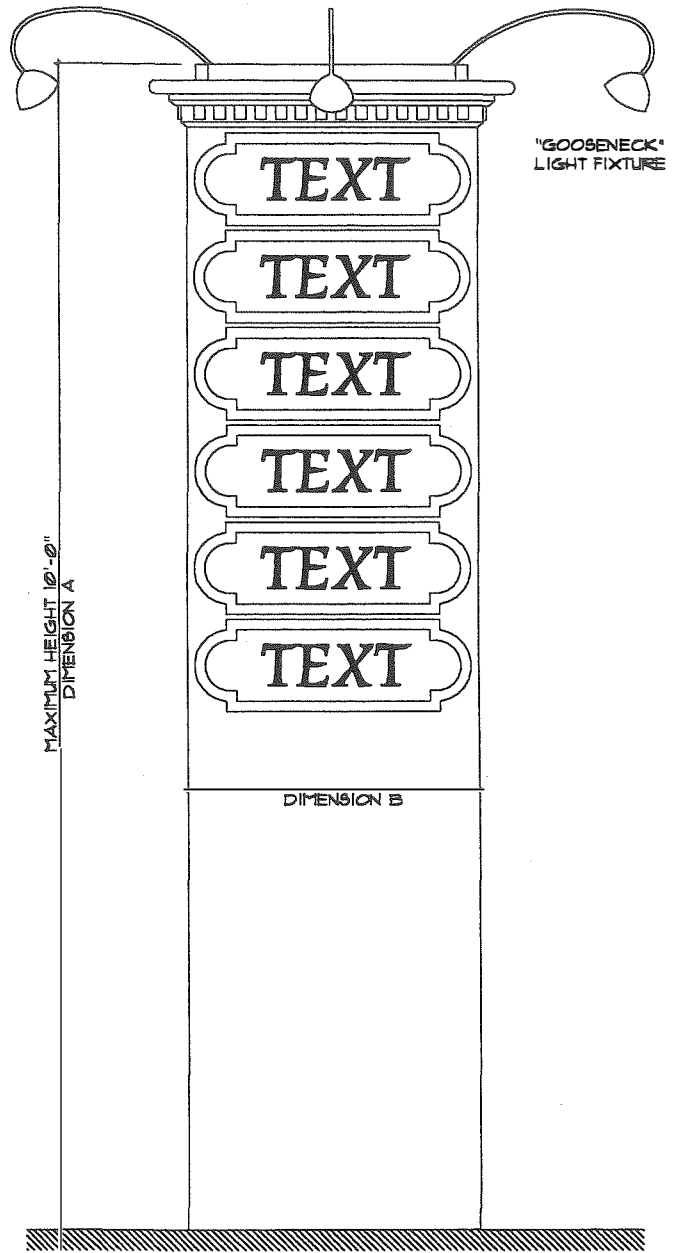
TC-1 SIGN DESIGN REVIEW MANUAL - FIGURE "F"

KIOSK SIGNS



TWO SIDED TYPE

AREA = A X B
 MAXIMUM THICKNESS = 12"

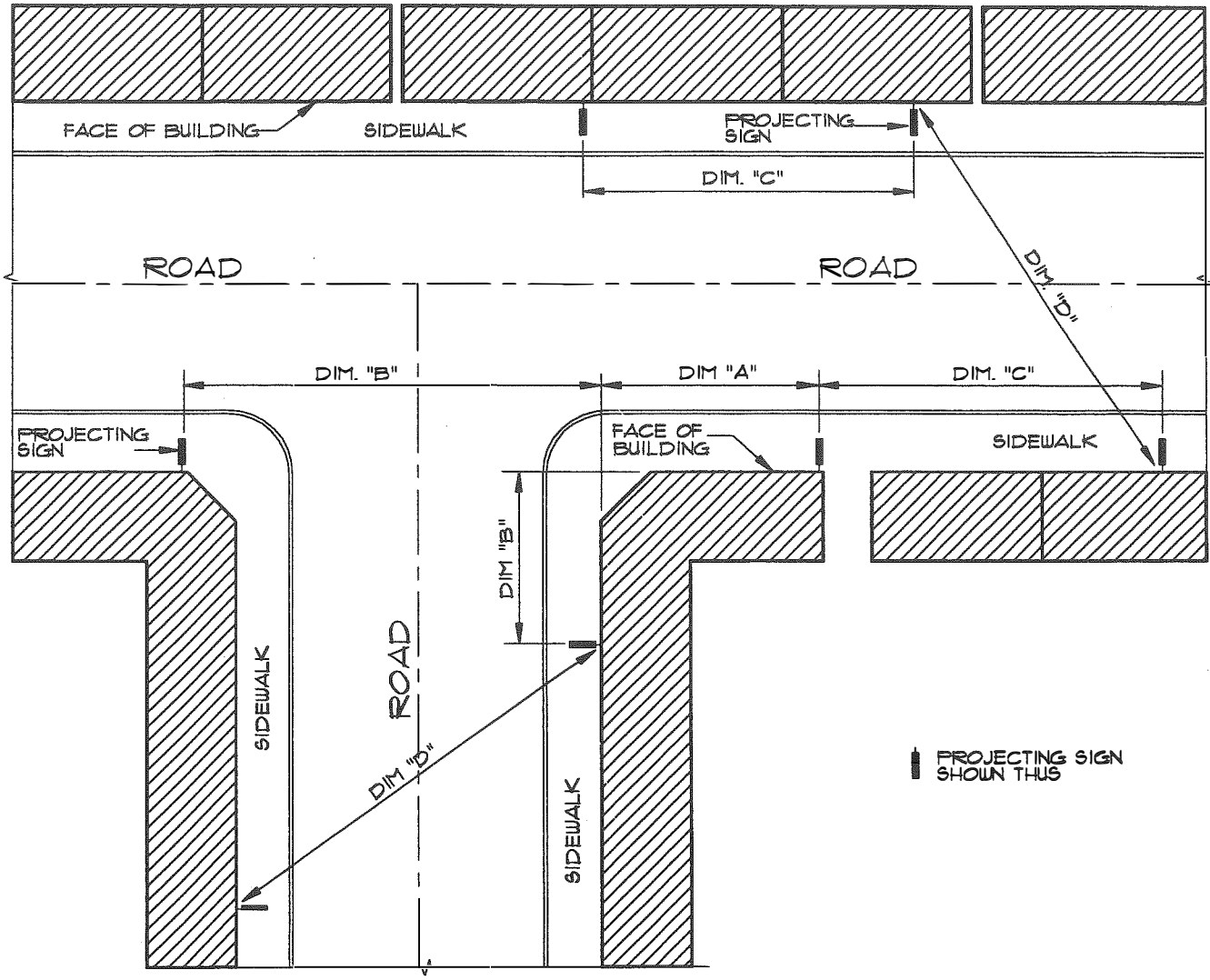


TWO SIDED TYPE

THREE SIDED (TRIANGLE FOOTPRINT) AREA = 3(A X B)
 FOUR SIDED (SQUARE FOOTPRINT) AREA = 4(A X B)

TC-1 SIGN DESIGN REVIEW MANUAL - FIGURE "G"

PROJECTING SIGN SPACING



UPPER LEVEL PROJECTING SIGNS

DIM. "A" + "B" = 240' MINIMUM

DIM. "C" = 240' MINIMUM

DIM. "D" = 140' MINIMUM

PEDESTRAIN LEVEL PROJECTING SIGNS

DIM. "C" = 20' MINIMUM

DIM. "A" + "B" = 20' MINIMUM