



cityofnovi.org

# CITY of NOVI CITY COUNCIL

**Agenda Item C**  
**June 23, 2008**

**SUBJECT** Approval of Policy Resolution for Special City-wide Business Signage from July 7 – 26, 2008 in conjunction with the 2008 Michigan 50's Festival.

**SUBMITTING DEPARTMENT:** Neighborhood and Business Relations Group *ell*

**CITY MANAGER APPROVAL:** *[Signature]*

**BACKGROUND INFORMATION:**

In June 2006, City Council approved a special Signage Policy Resolution to aid Novi business owners in promoting their business during the Michigan 50's Festival. The special sign policy allows:

1. The placement of **ONE** additional sign on the private property of the operating business
2. Does require a City Registration
3. The sign is to be removed immediately following the close of the Festival
4. The sign must be portable
5. The sign may not exceed six square feet in area, five feet in height
6. The City maintains the right to change sign placement as necessary to maintain public safety

**RECOMMENDED ACTION:** Approval of Policy Resolution for Special City-wide Business Signage from July 7 – 26, 2008 in conjunction with the 2008 Michigan 50's Festival.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Capello				
Council Member Crawford				
Council Member Gatt				

	1	2	Y	N
Council Member Margolis				
Council Member Mutch				
Council Member Staudt				

City of Novi  
County of Oakland, Michigan

**RESOLUTION AUTHORIZING "COMMUNITY SPECIAL EVENT"  
SIGNAGE DURING THE TIME PERIOD SURROUNDING  
THE 2008 MICHIGAN 50s FESTIVAL"**

Minutes of a June 23, 2008 Meeting of the City Council of the City of Novi, County of Oakland, Michigan held in the City Hall in said City on June 23, 2008, at seven o'clock P.M. Prevailing Eastern Time.

PRESENT: Mayor Landry, Mayor Pro Tem Capello and Councilmembers Crawford, Gatt, Margolis, Mutch and Staudt

ABSENT:

\_\_\_\_\_

The following preamble and Resolution were offered by Councilmember \_\_\_\_\_  
and supported by Councilmember \_\_\_\_\_.

**WHEREAS**, the past several years have been growing attendance and increased local and regional interest in the annual "Michigan 50s Festival" held in the City of Novi; and

**WHEREAS**, the Festival has a positive influence on community pride and spirit and on the local economy of the City; and

**WHEREAS**, although the Festival is conducted by a private, nonprofit organization with no formal ties to the City, the City desires to see the Festival succeed, and a corresponding desire that the Festival positively influence the surrounding areas in the City; and

**WHEREAS**, the City Council has determined that it would be appropriate to support the Festival and City's interests by authorizing a limited, one-time promotion sign approval, City-wide and for an appropriate period of time surrounding the Festival dates; and

**WHEREAS**, the signs authorized herein are in the nature of "temporary promotional" signs, as to which under the Novi Code of Ordinances the sign itself, the place of display, and the time period of display is to be approved by City Council;

**NOW, THEREFORE**, pursuant to Chapter 28 of the City Code, and specifically Section 28-6(10), relating to temporary promotional signs, the Novi City Council hereby authorizes the placement of signs under the following terms and conditions, as a **one-time** event acknowledging the significance of the Michigan 50s Festival to the Novi community – not an annual occurrence, not an ordinance amendment, and not a waiver or variance for the sign ordinance:

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 six (6) square feet in area and shall not be in excess of five (5) 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 July 7 – 26, 2008. 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.

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 an amended copy of the Resolution adopted by The City Council of the City of Novi with at least five (5) affirmative votes, at a duly-called meeting Held on June 23, 2008, a copy of which is on file in my office.

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

The Resolution was signed and acknowledged before me on June 23, 2008, by MARYANNE CORNELIUS, the duly-authorized Clerk for the City of Novi, a Michigan municipal Corporation.

\_\_\_\_\_  
 Notary Public, Oakland County,  
 Michigan  
 My Commission Expires: \_\_\_\_\_

June 24, 2008



## Novi Businesses are Authorized One Additional Business Sign

July 7 through July 26, 2008

The City of Novi is providing a one-time business sign allowance during the Michigan 50's Festival. The annual event at Twelve Mile Road Crossing at Fountain Walk attracts visitors from across the metro Detroit area and this one-time additional sign allowance offers businesses the opportunity to promote their offerings to community guests.

### Rules for the sign allowance

To provide fairness and to maintain safe and attractive business areas, the following rules apply:

- ✓ No City permit is required for the additional sign.
- ✓ Each sign meeting the criteria below will be permitted from **Monday, July 7 through Saturday, July 26, 2008**. Each sign shall be removed immediately upon the expiration of this approval.
- ✓ **One** additional sign per business registered with the City of Novi is permitted.
- ✓ The **sign must be a portable sign** meaning a freestanding sign not permanently anchored or secured to either a building or the ground, such as A-frame poles temporarily driven into the ground and T-shaped signs in the nature of a traditional "for sale" sign.
- ✓ The **sign can be up to six square feet** in area and not in excess of five feet in height.
- ✓ The sign must not be placed on public property or in the public road right-of-way or any road easement. To determine public property, behind the sidewalk is generally a good indicator of right-of-way lines. Tenants will need to coordinate and receive permission from property owners. The City will not become involved in any leasee-leasor discussions. **The signs must be placed on the same private property as the business being promoted.** Be aware to not block site lines for drivers entering and exiting the business area. The City reserves the right to direct changes to sign placement as required to maintain safety.
- ✓ Before any sign is placed, the enclosed registration **must be completed and returned to the City**. The registration may be faxed to 248-735-5682, care of **Alan Amolsch**.

Additionally, I'd like to take this opportunity to introduce you to the Novi BAT - Business Assistance Team - program. Novi BAT is a collaborative business outreach initiative using resources from Oakland County, the Service Corps of Retired Executives (SCORE), National City Bank, and the City of Novi to link small business owners with organizations that can provide meaningful assistance.

If there are questions regarding the sign allowance or BAT program, please contact me at 248.347.0437 or [cuglow@cityofnovi.org](mailto:cuglow@cityofnovi.org).

Sincerely,

Cindy Uglow  
Neighborhood and Small Business Manager



cityofnovi.org

CITY OF NOVI  
45175 W. TEN MILE ROAD  
NOVI, MI 48375  
(248) 347-0415  
Fax (248) 735-5682

**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: \_\_\_\_\_

**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 six (6) square feet in area and shall not be in excess of five (5) 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 July 7, 2008 – July 26, 2008. 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 July 26, 2008.
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.

In Addition:

1. Provide a sketch at the bottom of this page illustrating what will be included on the sign, type of sign, along with the location and position of sign in relation to nearby buildings, structures, and property lines.

\_\_\_\_\_  
Name of person authorized to sign

\_\_\_\_\_  
Business name

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