

cityofnovi.org

## CITY of NOVI CITY COUNCIL

**Agenda Item 4**  
**August 23, 2010**

**SUBJECT:** Consideration of the request of Novi Town Center Investors, LLC, for the approval of the Preliminary Site Plan SP10-29 for the renovation of four existing monument signs and associated landscaping. The four existing monument signs are located at Town Center Drive and Grand River Avenue and at Crescent Boulevard and Novi Road. The applicant is also proposing to add a lighted "Novi" sign and lighted interior element to the existing Novi Town Center clock tower.

**SUBMITTING DEPARTMENT:** Community Development – Planning Division

**CITY MANAGER APPROVAL:** 

### **BACKGROUND INFORMATION:**

Novi Town Center is proposing to modify the 4 existing monument signs located at Novi Road and Crescent Boulevard; and at Grand River Avenue and Town Center Drive. Architectural details are being added to the signs and the names of 4 tenants are proposed to be displayed in addition to the words "Novi Town Center". Landscaping surrounding the signs will be updated. The monument signs were included as part of the City Council's original approval of the Novi Town Center site plan, and were approved with name of the shopping center only. Changes to the sign concepts provided on that plan require City Council approval, followed by ZBA variances for inconsistencies with sign ordinance standards.

While the applicant is reusing the current brick monument signs, and increasing the height of the signs with the addition of the decorative cap, several changes to the monument signs will not be in conformance with the Sign Ordinance. Staff recommended the applicant reduce the proposed number of tenant names from 4 names to 2 names on the 4 monument signs to conform to the regulations of Sign Code sections 28-1(2) Definition of Business Center Sign, and 28-5(1)e, which states that a Business Center Sign in a TC district may contain up to 2 tenant names and logos. Please be aware that on the applicant's proposal, the 4 tenant names would be provided on each of the 4 signs, located on both sides of the two intersections. In staff's alternative, 2 tenant names could be provided on each sign, with up to 4 tenants listed at each shopping center entrance.

The applicant has elected to submit a variance application to the Zoning Board of Appeals regarding the overage of tenant names and other sign regulations exceeded by the proposal:

- Variance to allow four names on each of the 4 monument signs (2 names are permitted).
- Variance to allow approximately 63 square feet of copy on each monument sign (30 square feet allowed).
- Modification of previous variance to allow the monument signs to be increased from 6'10" tall to 8'10" tall (using existing signs with new decorative cap).
- Variance to allow clock tower signs to increase from 15 square feet to approximately 39 square feet.

The applicant is also proposing new illuminated "Novi" signs and lighting around the edges of the existing Novi Town Center Clock Tower. In addition, the interior of the tower is proposed to be lit with a green light. Staff is not opposed to the clock tower lighting provided the lighting does not flash, frequently change colors, or exhibit other characteristics of animated-type lighting. The applicant has agreed to this condition, noting that the internal illumination may change in color at certain holidays.

The Planning review and Landscape review recommend approval of the Preliminary Site Plan subject to the reduction of the business names to 2 on each of the monument signs. This matter appeared before the Planning Commission on August 11, 2010 where the Planning Commission recommended approval of the proposed plan subject to the applicant receiving the required signage variances from the Zoning Board of Appeals.

**RECOMMENDED ACTION:** Approval of the request of Novi Town Center Investors, LLC, for the Preliminary Site Plan SP 10-29, Novi Town Center Site Signs and Landscaping subject to the following:

- a. Applicant reducing the number of tenant names on each of the 4 signs to from 4 to 2 tenant names per sign;
- b. Applicant receiving a Zoning Board of Appeals variance modification for the proposed increased height from 6' 10" to 8' 10" for the monument signs;
- c. Applicant receiving a Zoning Board of Appeals variance for the modifications to the "Novi" signs proposed for the existing Novi Town Center clock tower;
- d. Applicant receiving any additional Zoning Board of Appeals variances as required for the size of the proposed signs; and
- e. The conditions and items in the staff and consultant review letters being addressed on the Stamping Set submittal

This motion is made for the reasons that the plan is otherwise in compliance with Article 25 and Article 16 of the Zoning Ordinance and all other applicable provisions of the Zoning Ordinance.

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

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

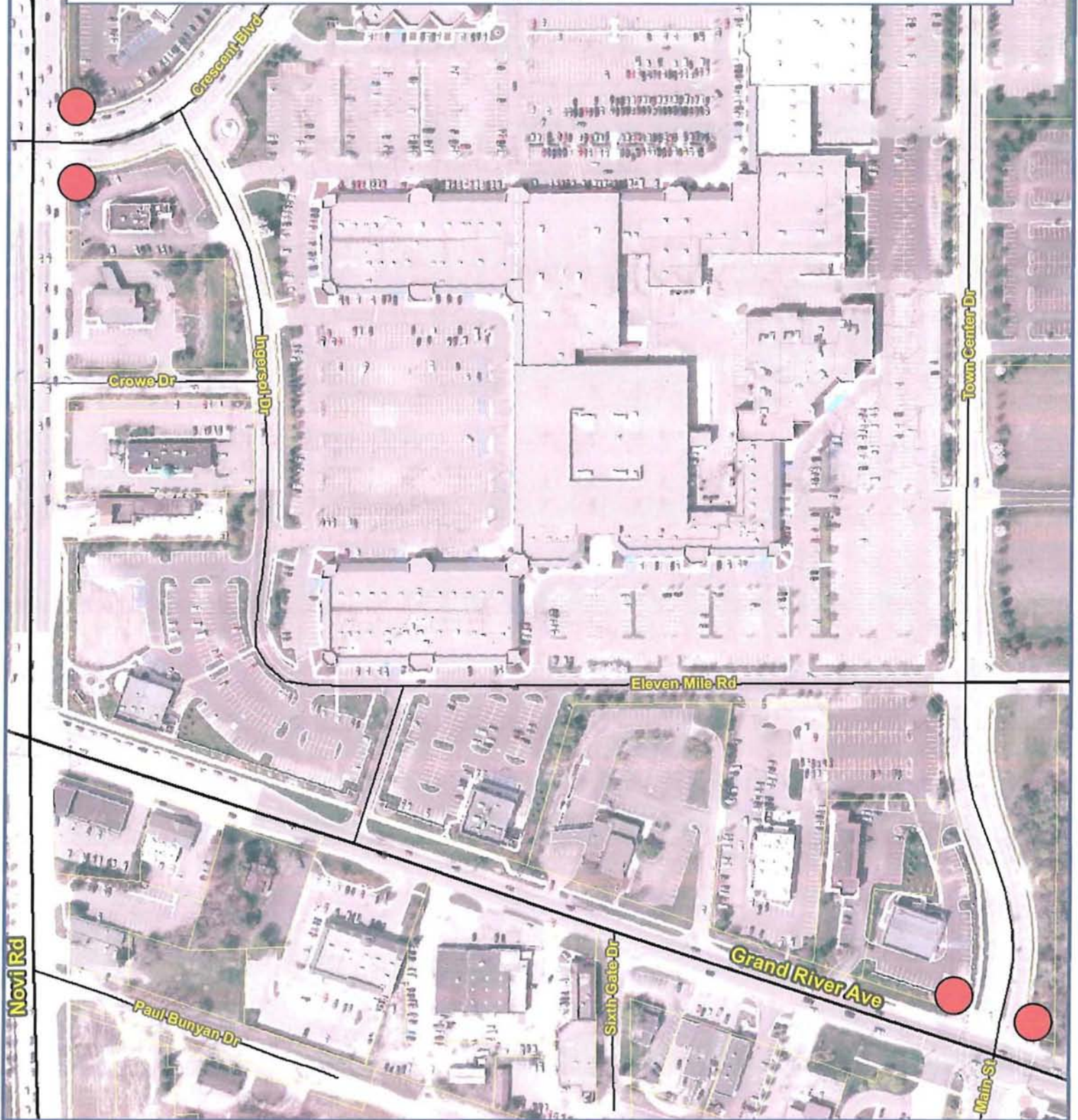
MAPS

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

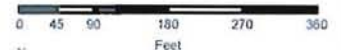
 Sign Locations

#### 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.



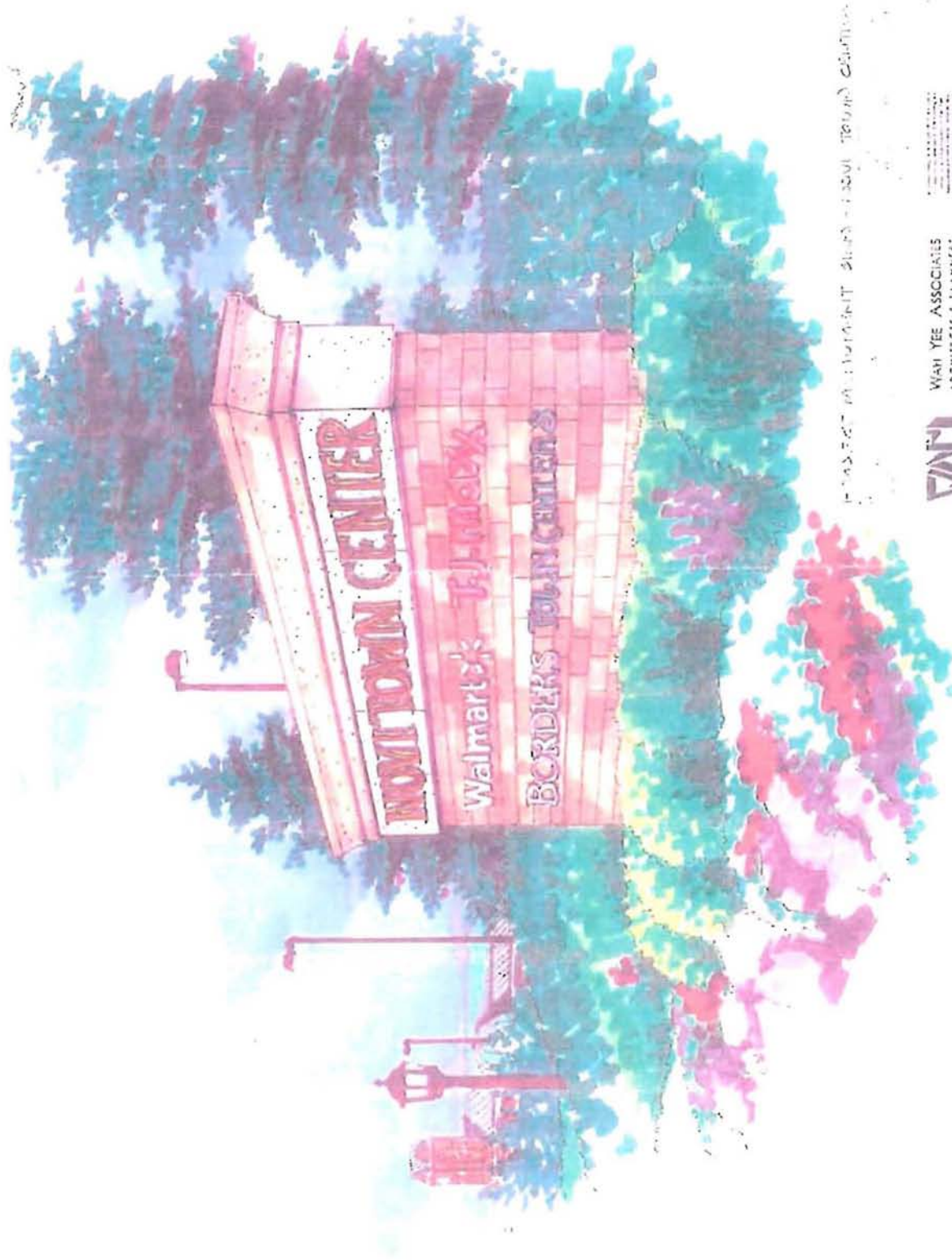
City of Novi  
 Department Division  
 45175 W Ten Mile Rd  
 Novi, MI 48375  
[cityofnovi.org](http://cityofnovi.org)



1 inch = 231 feet

EXAMPLE OF PROPOSED SIGN



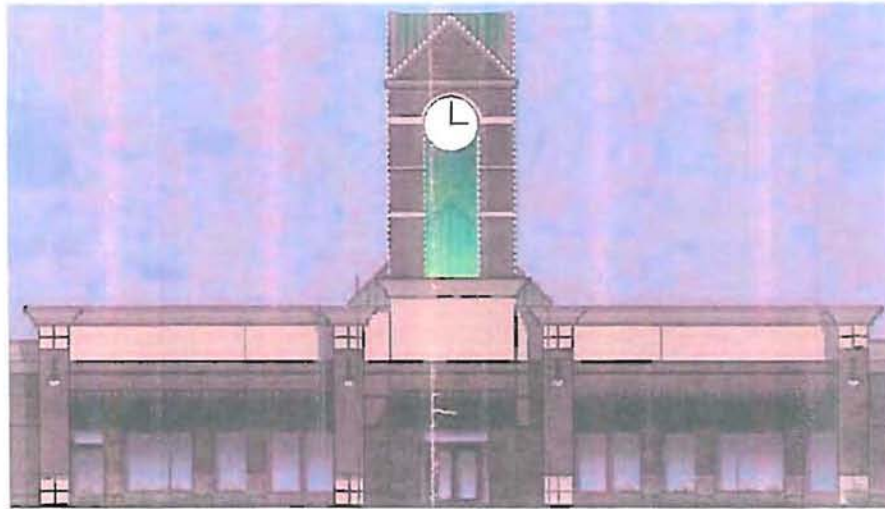


WAH YEE ASSOCIATES  
ARCHITECTS & PLANNERS  
2201 WISE AVE. SUITE 2000  
HAWAIIAN ISLANDS, HI 96713  
PHONE: 808-941-1111 FAX: 808-941-1112

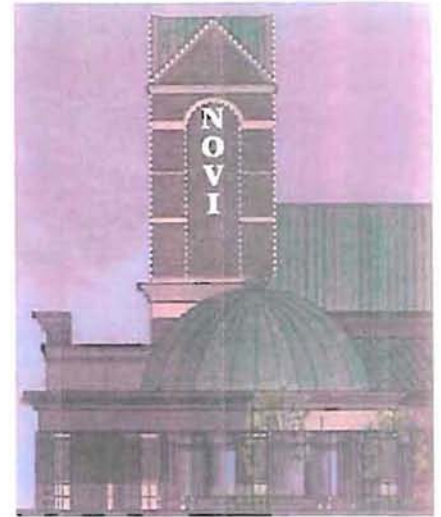
PRELIMINARY  
NOT FOR CONSTRUCTION



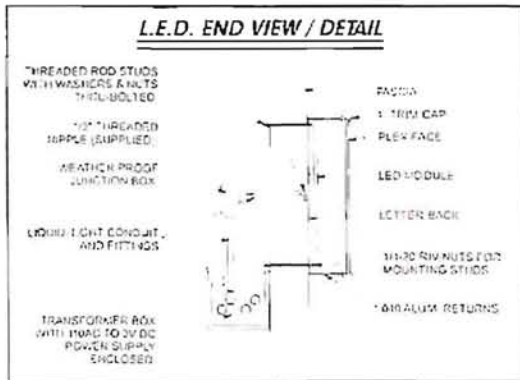
EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION

TOTAL Sq Ft = 39.53 PER LETTER SET | 2'-11 1/4"

2'-6"

13'-5 1/2"

NOTE: COLOR INSIDE CLOCK TOWER WILL VARY BASED ON SEASON



## 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

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#### 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**

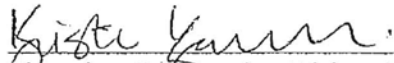
Once the applicant receives the appropriate approvals from the City Council and the Zoning Board of Appeals and makes the appropriate corrections to the plan, Stamping Sets should be submitted. A letter responding to the comments in all review letters should

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.



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Planning Review by Kristen Kapelanski, AICP  
248-347-0586 or [kkapelanski@cityofnovi.org](mailto:kkapelanski@cityofnovi.org)



LANDSCAPE REVIEW



## PLAN REVIEW CENTER REPORT

July 26, 2010

### Landscape Review

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

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#### 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

P:\4486\Office\Letters\4486\_RevLetter\_7-29-10.doc

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



PLANNING COMMISSION ACTION SUMMARY  
AUGUST 11, 2010



*Excerpt from*  
**PLANNING COMMISSION ACTION SUMMARY**  
CITY OF NOVI  
Regular Meeting  
**Wednesday, August 11, 2010 | 7 PM**  
Council Chambers | Novi Civic Center | 45175 W. Ten Mile  
(248) 347-0475

#### **CALL TO ORDER**

The meeting was called to order at or about 7:00 PM.

#### **ROLL CALL**

**Present:** Member Baratta, Member Greco, Member Gutman, Member Lynch, Member Meyer, Chair Pehrson

**Absent:** Member Cassis (excused), Member Larson (excused), Member Prince (excused)

**Also Present:** Barbara McBeth, Deputy Director of Community Development; Kristin Kolb, City Attorney; Mark Spencer, Planner; Kristen Kapelanski, Planner; Lindon Ivezaj, Engineer; David Beschke, Landscape Architect; Doug Necci, Façade Consultant

#### **MATTERS FOR CONSIDERATION**

##### **1. NOVI TOWN CENTER 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.

In the matter of Novi Town Center Site Signs and Landscaping SP10-29, motion to recommend approval to the 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; and (e) The conditions and items in the staff and consultant review letters being addressed on the Stamping Set submittal. This motion is made 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. *Motion carried 6-0.*

\* Actual Language of motions subject to review.