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CITY of NOVI CITY COUNCIL

Agenda Item 3
October 24, 2011

SUBJECT: Approval of Sign Ordinance Text Amendment 11.100.41 to amend the City of Novi Code of Ordinances at Chapter 28, to add regulations concerning the placing of signs in the PSLR, Planned Suburban Low-Rise Overlay Zoning District. **SECOND READING**

SUBMITTING DEPARTMENT: Community Development Department - Planning ^{Bull}

CITY MANAGER APPROVAL: 

BACKGROUND INFORMATION:

A Sign Ordinance amendment has been proposed to add requirements for signs in the Planned Suburban Low-Rise (PSLR) Overlay District. These regulations would only be for those areas of the district with a PSLR Concept Plan that has been approved as part of a PSLR Development Agreement. Properties in the PSLR Overlay District without an approved PSLR Concept Plan would be subject to the sign requirements of the underlying zoning district.

Based on the intent of the PSLR Overlay District, the proposed Sign Ordinance Amendment includes standards that strive to promote a residential character to the streetscape. The proposed sign requirements are similar to those for properties in an office zoning district, but with larger section line road setbacks and additional lighting restrictions to lessen the impact future signs could have on neighboring residential properties. For example, in the Planned Suburban Low-Rise Overlay District, a ground sign could be up to a maximum of 30 square feet, and may not be internally-illuminated, but must be at least 25 feet from a Section Line Road. These standards were provided to maintain the residential character of this area. Certain situations will allow projecting wall signs, similar to what is allowed in the TC-1, Town Center and GE, Gateway East zoning districts.

The Planning Commission held the required public hearing and recommended adoption of the amendment on October 5, 2011. At that meeting, the Planning Commission discussed the proposed amendment and **recommended approval**. Please see separate packets for a Zoning Ordinance text amendment creating the PSLR Overlay district and a Zoning Map amendment establishing the boundaries of the PSLR Overlay District.

The City Council approved the first reading on October 17, 2011.

RECOMMENDED ACTION: Approval of **SECOND READING** of Sign Ordinance Text Amendment 11.100.41 to amend the City of Novi Code of Ordinances at Chapter 28, to add regulations concerning the placing of signs in the PSLR, Planned Suburban Low-Rise Overlay Zoning District for the following reasons listed in the Staff report:

- The proposed sign standards strive to promote a residential character to the streetscape;
- The signage requirements are similar to those for properties in an office district, but with larger section line road setbacks and lighting restrictions to lessen the impact future signs could have on neighboring residential properties.

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

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

**Proposed Sign Ordinance Amendments
For Planned Suburban Low-Rise Overlay District
Strike-Through Version**

STATE OF MICHIGAN
COUNTY OF OAKLAND
CITY OF NOVI
ORDINANCE NO. 11.100.41

AN ORDINANCE TO AMEND CHAPTER 28, "SIGNS," OF THE CITY OF NOVI CODE, AT SECTION 28-5, "PERMITTED ACCORDING TO DISTRICT" IN ORDER TO INCLUDE STANDARDS FOR SIGNS IN THE PLANNED SUBURBAN LOW RISE OVERLAY DISTRICT (PSLR).

THE CITY OF NOVI ORDAINS:

Part I. That Chapter 28, "Signs," of the City of Novi Code, at Section 28-1, "Definitions" and at Section 28-5, "Permitted according to district" is hereby amended to read as follows:

Sections 28-1 to 28-4 [unchanged]

Section 28-5. - Permitted according to district.

The following types of signs, illuminated or unilluminated, shall be permitted in the following districts and in limited number, in accordance with the following regulations:

- (1) Types of signs permitted in each district:
 - a. [unchanged
 - b. In any office district (OS-1, OS-2, OSC, and OST) or areas within the boundaries of a Planned Suburban Low-Rise Overlay Concept Plan approved by the City, on-premises advertising signs as follows:
 1. Business: Ground sign, wall sign or canopy sign;
 2. Business center sign: Ground sign only;
 3. Entranceway sign;
 4. Temporary signs as noted in section 28-6
 5. Signs as noted in section 28-7
 6. Signs within the boundaries of a Planned Suburban Low-Rise Overlay Concept Plan approved by the City shall only be externally illuminated.

c.- g. [unchanged]

(2) Area height and placement regulations:

a. Ground sign:

1. Area:

i. Except as provided below, ground signs shall not exceed a maximum thirty (30) square feet or one (1) square foot of sign area for each two (2) feet of setback from the nearest street center line as required herein, whichever is greater, with a maximum area of one hundred (100) square feet.

ii. [unchanged]

iii. Ground signs within the boundaries of a Planned Suburban Low-Rise Overlay Concept Plan approved by the City shall not exceed thirty (30) square feet.

2. [unchanged]

3. Placement: Ground signs shall not be placed less than three (3) feet from the future (planned) right-of-way line. The sign shall be placed no closer than fifty (50) feet from any residential district. Within the boundaries of a Planned Suburban Low-Rise Overlay Concept Plan approved by the City, ground signs shall not be placed less than twenty-five (25) feet from the future (planned) section line road right-of-way line.

b. - e. [unchanged]

f. Projecting sign, subject to the requirements of the Sign Design Review Manual, and provided that any other permitted sign shall be reduced by the area of the projecting sign:

1. Pedestrian level projecting sign: in a TC-1 and GE zoning districts or within the boundaries of a Planned Suburban Low-Rise Overlay Concept Plan approved by the City, a business having a first floor pedestrian entrance in a single or multiple story building shall be entitled, in addition to any other sign, to one (1) pedestrian level projecting identification sign. Each business shall be entitled to only one (1) projecting sign.

(a) – (c) [unchanged]

2. Upper level projecting sign: in a TC-1 or GE zoning district or within the boundaries of a Planned Suburban Low-Rise Overlay Concept Plan approved by the City, a business located on the upper level of a multiple-story building may utilize, in lieu of a permitted wall sign, an upper level projecting identification or business sign. Each sign shall identify only one (1) business.
(a) – (c) [unchanged]

g. [unchanged]

(3) Number of on-premises advertising signs permitted: No building or parcel of land shall be allowed more than one (1) sign permitted under this section, except as follows:

a. - g. [unchanged]

h. Except in the TC-1 and GE districts or within the boundaries of a Planned Suburban Low-Rise Overlay Concept Plan approved by the City, where a corner lot or parcel occupied by a single business and situated on two (2) or more thoroughfares, wall signs may be permitted on each thoroughfare in accord with this chapter, except that if a ground sign is selected and placed on the premises, only the ground sign shall be permitted. At those locations where projecting signs are permitted, no more than one (1) projecting sign shall be permitted at a corner lot or parcel. Each wall sign permitted under this subpart shall be reduced by the area of the projecting sign.

i. - m. [unchanged]

(4) – (5) [unchanged]

Sections 28-6 - 28-17 [unchanged]

PART II.

Severability. Should any section, subdivision, clause, or phrase of this Ordinance be declared by the courts to be invalid, the validity of the Ordinance as a whole, or in part, shall not be affected other than the part invalidated.

PART III.

Savings Clause. The amendment of the Novi Code of Ordinances set forth in this Ordinance does not affect or impair any act done, offense committed, or right accruing, accrued, or acquired or liability, penalty, forfeiture or punishment,

pending or incurred prior to the amendment of the Novi Code of Ordinances set forth in this Ordinance.

PART IV.

Repealer. All other Ordinance or parts of Ordinance in conflict herewith are hereby repealed only to the extent necessary to give this Ordinance full force and effect.

PART V.

Effective Date: Publication. Public hearing having been held hereon pursuant to the provisions of Section 103 of Act 110 of the Public Acts of 2006, as amended, the provisions of this Ordinance shall be published within fifteen (15) days of its adoption by publication of a brief notice in a newspaper circulated in the City of Novi stating the date of enactment and effective date, a brief statement as to its regulatory effect and that a complete copy of the Ordinance is available for public purchase, use and inspection at the office of the City Clerk during the hours of 8:00 A.M. to 5:00 P.M., Local Time. The provisions of this Ordinance shall become effective seven (7) days after its publication.

MADE, PASSED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF NOVI,
OAKLAND COUNTY, MICHIGAN, ON THE ___ DAY OF _____, 2011.

DAVID LANDRY, MAYOR

MARYANNE CORNELIUS, CITY CLERK

Ayes:
Nays:
Abstentions:
Absent: