

CITY of NOVI CITY COUNCIL

Agenda Item 2
December 21, 2009

SUBJECT: Consideration of signage requests of Alaa Sharrak for Sunshine Market located at the southeast corner of 13 Mile and Novi Road, as part of the Sandstone Agreement.

SUBMITTING DEPARTMENT: Community Development Department *(signature)*

CITY MANAGER APPROVAL: *(signature)*

BACKGROUND INFORMATION:

Sunshine Market is the newly-constructed commercial development on the southeast corner of 13 Mile and Novi Roads. The property was a part of the Sandstone Consent Judgment. Under the terms of the judgment, the property is allowed a single 35 square foot ground sign. No other signs that would otherwise be permitted under the current Sign Ordinance are allowed.

The owners of the building have installed a 35 square foot ground sign on the property in accordance with the consent judgment and are requesting additional signage for the site. The attached proposed sign package forwarded with the request for consideration includes the following:

- (2) "Sunshine Market" wall signs of non-illuminated 12" high aluminum letters on the north and south building elevations (approximately 48 square feet each)
- (8) large and (8) small non-illuminated panel wall signs with raised aluminum letters of 12.5 square feet and 7.2 square feet each, respectively, on the north and south building elevations, for a total of 78.8 square feet of signage on each elevation (157.6 square feet total).
- (4) large and (4) small non-illuminated panel wall signs with raised aluminum letters of 12.5 square feet and 7.2 square feet each, respectively, on the east and west building elevations, for a total of 39.4 square feet of signage on each elevation (78.8 square feet total).

The proposed signage would add 332.4 square feet of signage in addition to the 35 square feet ground sign allowed in the consent judgment.

Under the current Sign Ordinance provisions, a site developed in a similar manner would be allowed either (1) 30 square feet ground sign or (2) wall signs of 33 and 36 square feet each located on the north and west elevations. Directional signs and business signs displayed through the building glass area up to 25% of all the glass area of the frontage of the building would also be allowed.

What is proposed is a substantial deviation from both the sign ordinance and the consent judgment. Should the City Council be inclined to consider allowing some additional signage, staff suggests approval of an alternative package that represents a lesser deviation than is proposed. Since the building is fairly substantial, and based on the drawings/renderings that have been submitted, staff suggests the alternative of allowing the "Sunshine Market" lettering as proposed for the north and for one other façade (48 square feet each), to assist in identifying the business, and also that interior window signage up to the 25% limit allowed in the current Ordinance for similar businesses be allowed for the north elevation (gas pump side) only.

See attached exhibits showing applicant's request and staff's recommendation. The applicant has been asked to appear before the City Council to present the request.

City Council may remember a similar request for additional signage at the Rite Aid store, located across the street from the Sunshine Market, on the southwest corner of Novi Road and 13 Mile Road. That property is also governed by the Sandstone Agreement, and allowed one ground sign up to 35 square feet. In that instance, Rite Aid requested numerous additional site signs. After meeting with the applicant, City Council approved a modified sign packet to allow two "Rite Aid" wall signs (31.17 square feet each), one "Pharmacy" sign (8.75 square feet), and three small signs over the door (total 20.48 square feet). The total sign package for that business was 75.25 feet, meeting with the general standards of the sign ordinance to allow signage up to 80 square feet. Pictures of the approved signs for that location are attached for reference.

RECOMMENDED ACTION: Approval of the recommended "Alternative Package" for additional signage at the Sunshine Market located at the southeast corner of 13 Mile and Novi Road, as part of the Sandstone Agreement, as follows:

- (2) "Sunshine Market" wall signs of non-illuminated 12" high aluminum letters on the north and south building elevations (approximately 48 square feet each), and
- Interior window signage up to the 25% limit allowed in the current Ordinance for similar businesses allowed for the north elevation (gas pump side) only.

	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				

APPLICANT'S REQUEST

**2 "SUNSHINE MARKET" WALL SIGNS
(NORTH AND SOUTH ELEVATION)**

8 LARGE AND 8 SMALL WALL SIGNS (NORTH AND SOUTH ELEVATIONS)

4 LARGE AND 4 SMALL WALL SIGNS (EAST AND WEST ELEVATIONS)

To the City Council of Novi,

Sunshine Market of Novi located on 42355 13Mile rd, Novi Mi 48377 is a new family owned business that was started when the property was purchased by Alaa Sharrak in 2005. This property is under a consent judgment and therefore unable to present its case in front of the zoning board of appeals.

We are writing this letter to ask you, the city council to allow the brand name, which is Sunshine Market and all that the business has to offer to the community of Novi, to be placed on the building with as much elegance as the building itself. Sunshine Market is a family business since 1975, and has been an established business throughout the Detroit Metro area.

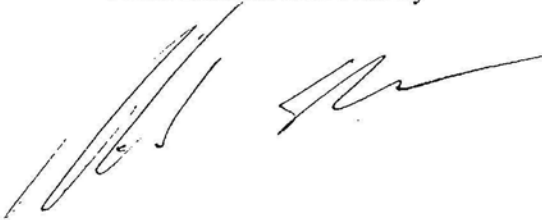
In addition, this location is by far the grandest and the most stylish building that our family has ever built. However, in order to convey what we have in the "Market" and who we are as a "Brand" we need to let the consumer know what we offer throughout the store and in order to do that we have enclosed some options that we have decided would help our business become a community market and for the building to look tasteful for the city of Novi. Also, the signs on the building will portray to the customer all the different departments that we have in our market and it will enhance and create a more cohesive brand image for the building itself.

We want to illustrate throughout our building that we are a market and not just a gas station and it is up to you to grant us that approval. We have been working on this site with our architect to make this building an attractive site that expresses the richness of the city of Novi, the gracious community that we come to enjoy, and all its consumers that we aim to please. Enclosed you will find all the variances, locations, sizes, and colors that we would like portrayed throughout the building.

Furthermore, please keep in mind that we are family business and we are trying to the best of our ability to make this a thriving business for the community and the city of Novi.

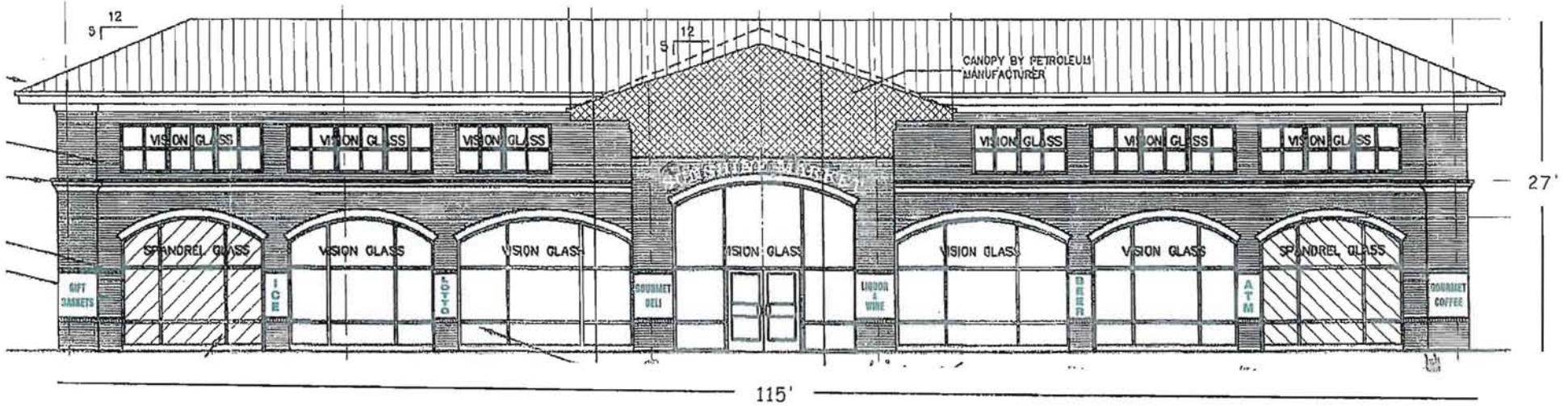
Sincerely,

Alaa Sharrak and Family

The image shows two handwritten signatures in black ink. The first signature on the left is a stylized, cursive signature that appears to be 'Alaa Sharrak'. The second signature on the right is also cursive and less legible, likely representing a family member. Both signatures are written in a fluid, connected style.

APPLICANT'S REQUEST

BUILDING FRONT AND BACK



8
 PROPOSED SIGNS
 FRONT &
 BACK
 ELEVATIONS

4 OF EACH SIZE INSTALLED ON FRONT BRICK
 NON-ILLUMINATED PANELS WITH RAISED ALUMINUM LETTERS

GIFT BASKETS 45" x 40"

ICE 45" x 23"

SUNSHINE MARKET 12" x 17.5"
 NON-LIT RAISED ALUMINUM LETTERS

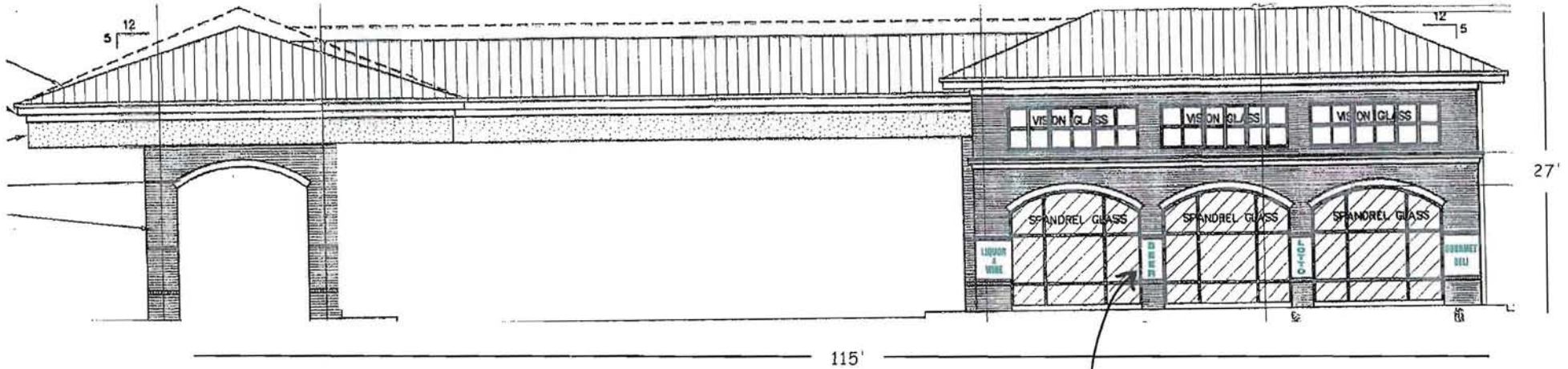


2
 PROPOSED
 "SUNSHINE
 MARKET"
 SIGNS
 FRONT &
 BACK
 ELEVATIONS

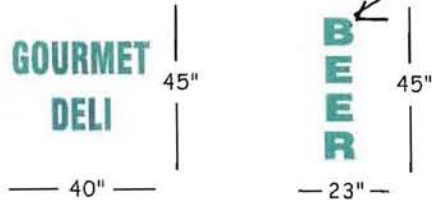
127 TOTAL SQUARE FOOTAGE OF WALL SIGNS ON FRONT OF BUILDING

APPLICANT'S REQUEST

EAST & WEST SIDE OF BUILDING



2 OF EACH SIZE INSTALLED ON SIDE BRICK
NON-ILLUMINATED PANELS WITH RAISED ALUMINUM LETTERS



4
PROPOSED
SIGNS
ON EACH
SIDE

39.4 TOTAL SQUARE FOOTAGE OF WALL SIGNS ON SIDE OF BUILDING

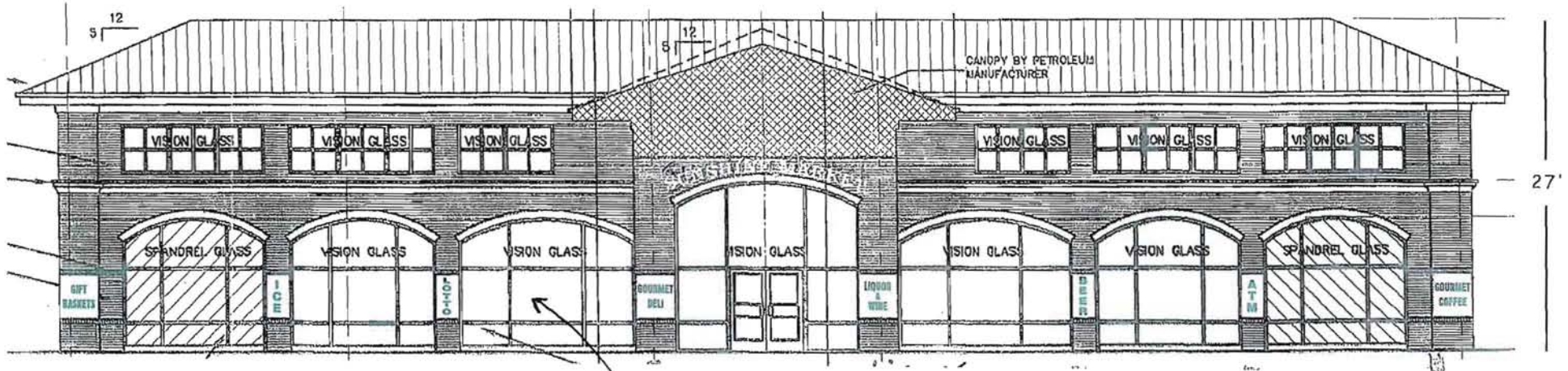
STAFF'S RECOMMENDATION

**2 "SUNSHINE MARKET" WALL SIGNS
(NORTH AND ONE ADDITIONAL ELEVATION)**

**INTERIOR WINDOW SIGNAGE UP TO 25% ON NORTH ELEVATION,
AS ALLOWED IN ORDINANCE**

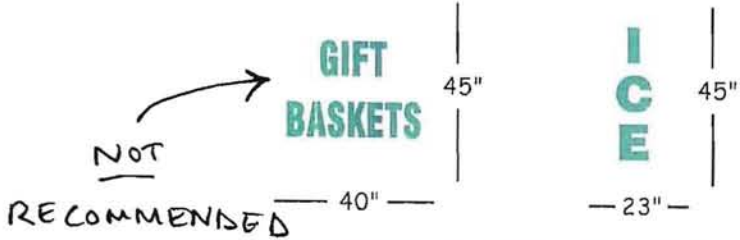
STAFF'S RECOMMENDATION

BUILDING FRONT



115' WINDOW SIGNS UP TO 25%. ONE ELEVATION ONLY

4 OF EACH SIZE INSTALLED ON FRONT BRICK NON-ILLUMINATED PANELS WITH RAISED ALUMINUM LETTERS

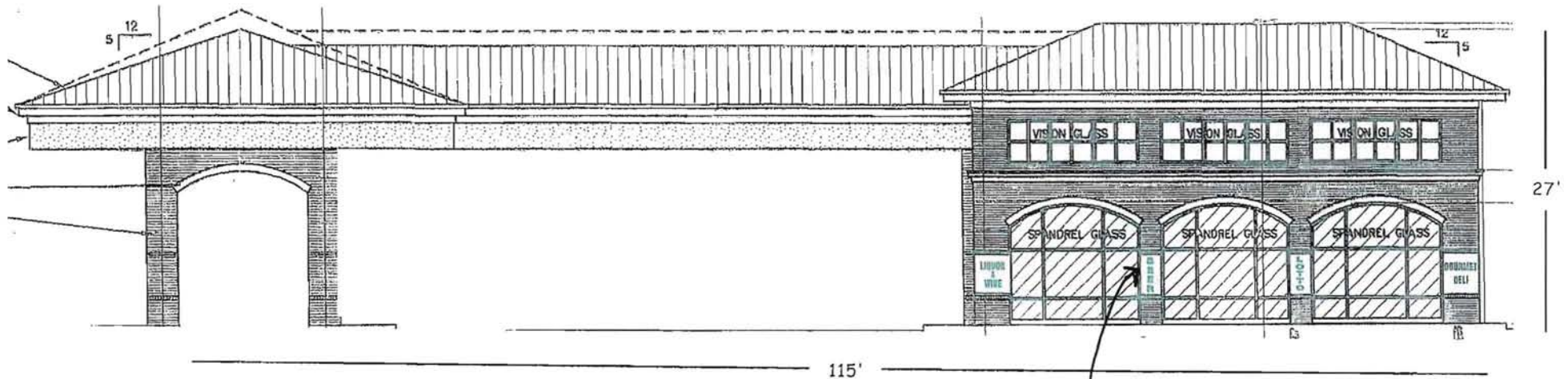


2 PROPOSED "SUNSHINE MARKET" SIGNS FRONT & ONE ADDITIONAL ELEVATION

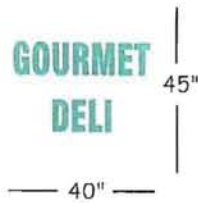
127 TOTAL SQUARE FOOTAGE OF WALL SIGNS ON FRONT OF BUILDING

STAFF'S RECOMMENDATION

WEST SIDE OF BUILDING



2 OF EACH SIZE INSTALLED ON SIDE BRICK
NON-ILLUMINATED PANELS WITH RAISED ALUMINUM LETTERS



NOT
RECOMMENDED

39.4 TOTAL SQUARE FOOTAGE OF WALL SIGNS ON SIDE OF BUILDING

**PICTURES OF APPROVED
RITE AID SIGNS**



RITE AID

00:
01:

Phone No.: 209-

RITE AID

1 303

Contractor: SIGN ART INC

Phone No.:

Architect:

PHARMACY

Drive Thru

Food Mart

1 Hr Photo