

RECEIVED  
OCT 09 2007  
CITY OF NOVI  
COMMUNITY DEVELOPMENT

To Whom It May Concern:

I am writing with regard to Mixx Lounge and its appeal to the Novi ZBA to allow the following: Move the current Mixx Lounge sign to the rear of the building and construct a new sign to be put on the front of the building.

This appeal is based on the following grounds:

- New customers are having a difficult time locating the Lounge. By adding the rear elevation sign, we feel potential customers will be able to view the sign from Grand River Avenue. Also, the majority (90% plus) of available parking is located in the rear of the Main Street development and this sign would allow customers to locate Mixx Lounge.
- New customers are not able to see the current sign on the front of the building until they are directly in front of the location. A projecting sign would allow potential customers to see the sign from either direction on Main Street and not have to be directly in front of Mixx to know where we are.
- With anticipation of the Triangle development, which we fully support, construction will limit traffic flow on Main Street and more customers will be using the Grand River side to approach Main Street and park.

We appreciate the Zoning Board of Appeals consideration of this application.

Sincerely,  
Randy Gregory  
Mixx Lounge  
248.640.6721



**Community Development Department**  
45175 W. Ten Mile Road  
Novi, MI 48375

September 25, 2007

Sign Depot  
4767 Dixie Highway  
Waterford, Michigan 48327

RE: MIXX LOUNGE/43155 MAIN STREET

The sign permit application for the above location has been reviewed and DENIED.

Novi Sign Code Section 28-5 (2) (f) states:

“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 District, 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) Area: A pedestrian level projecting sign shall not exceed three (3) square feet in area or three (3) feet in width. The area of such sign shall be in addition to any permitted sign provided herein;

The application shows a 30 square foot projecting sign and the ordinance allows only a 3 foot projecting sign.

The Sign Design Review Manual permits pedestrian level projecting signs to be mounted on the building between 12 and 8 feet above the pedestrian walkway. Information as to the location of the sign has not been provided.

The Sign Design Review Manual requires:

- 1) all signs be illuminated using externally mounted “gooseneck” style fixtures mounted on the sign bracket or the building façade

**Building**  
248-347-0415  
248-735-5600 Fax

**Planning**  
248-347-0475  
248-735-5633 Fax

**Ordinance Enforcement**  
248-347-0438  
248-735-5682 Fax

- 2) all signs must 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 of the manual) (attached)
- 3) 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
- 4) Signs shall be fabricated of wood, metal or acrylic letters mounted to a solid background designed to resist deleterious effects of weather exposure
- 5) 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.

The design of the sign is not in conformance with the above requirements of the Sign Design Review Manual.

You may resubmit drawings with the appropriate information and changes to comply with the ordinance or you may make application the Zoning Board of Appeals to request a variance to these requirements within the next 30 days. Should you choose to appeal this decision, please contact the Zoning Board of Appeals secretary, Robin Working at 248-347-0580.

Should you have any questions please feel free to contact me at 248-347-0438.

Sincerely,

CITY OF NOVI

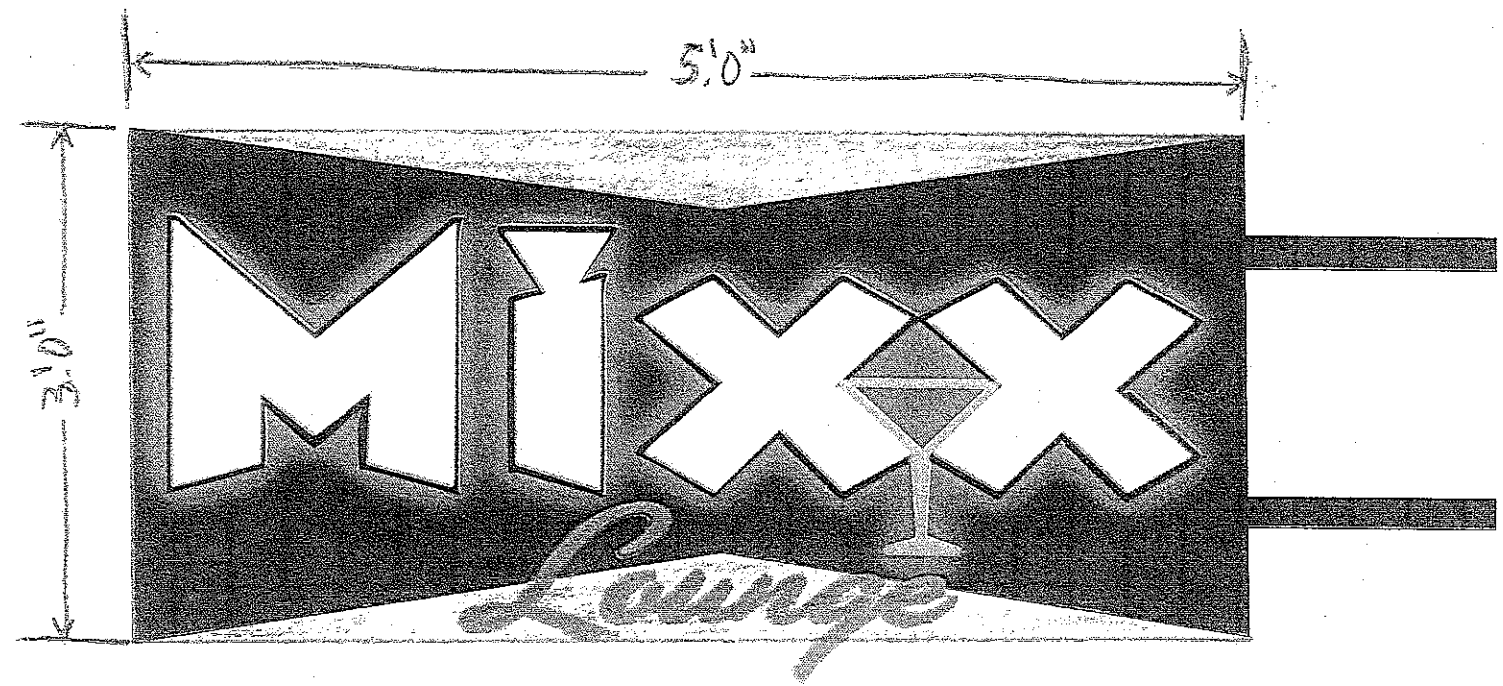
Jeannie Niland  
Ordinance Enforcement Officer

**Building**  
248-347-0415  
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**Planning**  
248-347-0475  
248-735-5633 Fax

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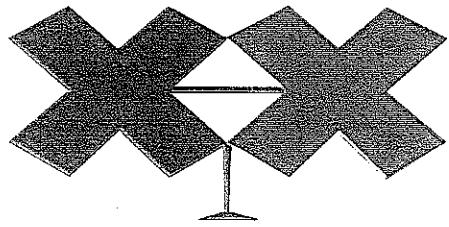
#1



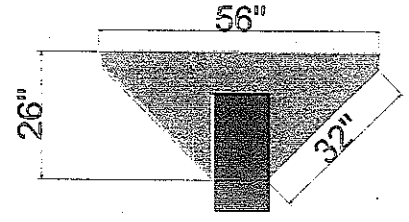
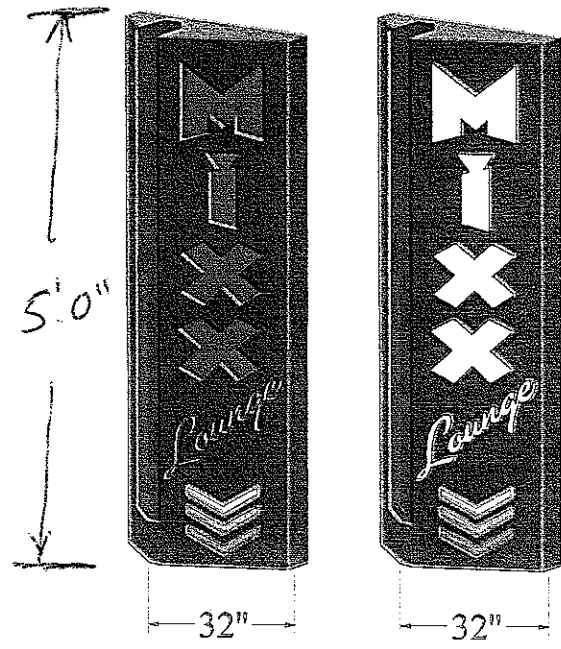
-TWO SIDED CHANNEL LETTERING-  
(BACKLIT BY LED)

#2

**Mixxx**  
*Lounge*



MIXX LOUNGE NOVI  
www. —



Projecting Sign Location

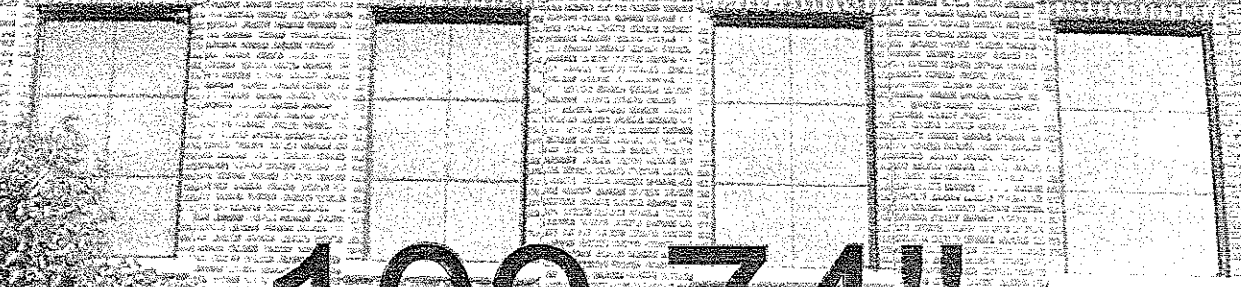
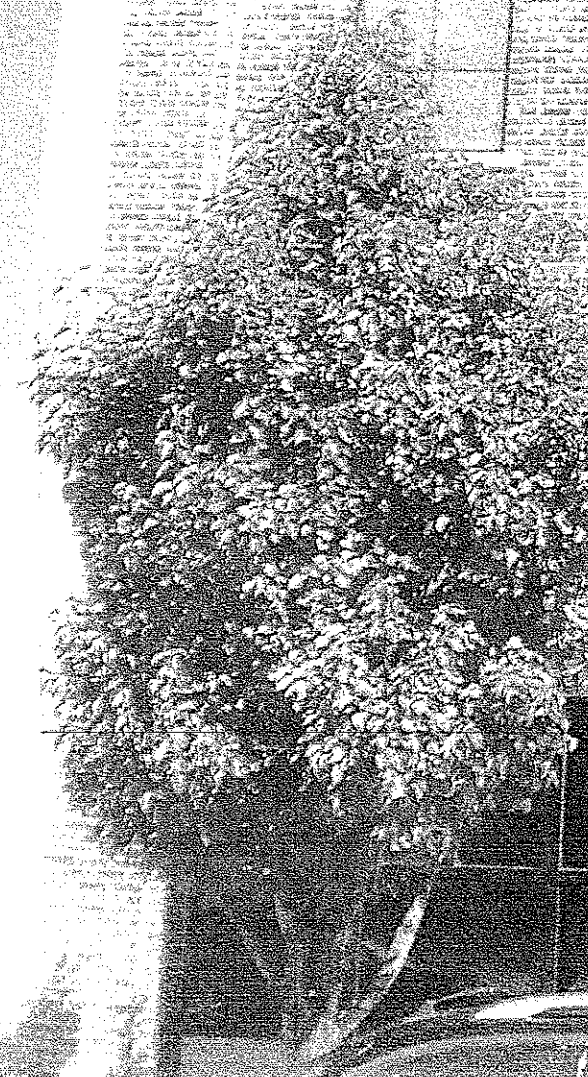
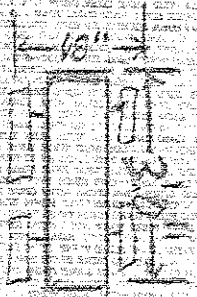
W. Takada D.D.S.  
DENTIST

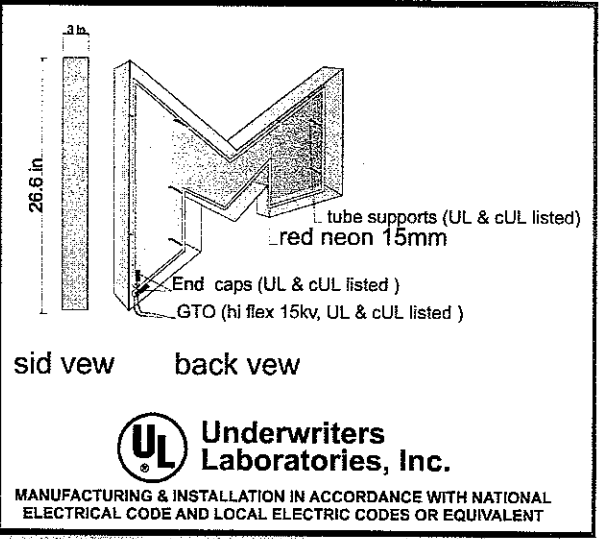
109.74"



420"

(APPROX. 13'  
FROM GRADE)

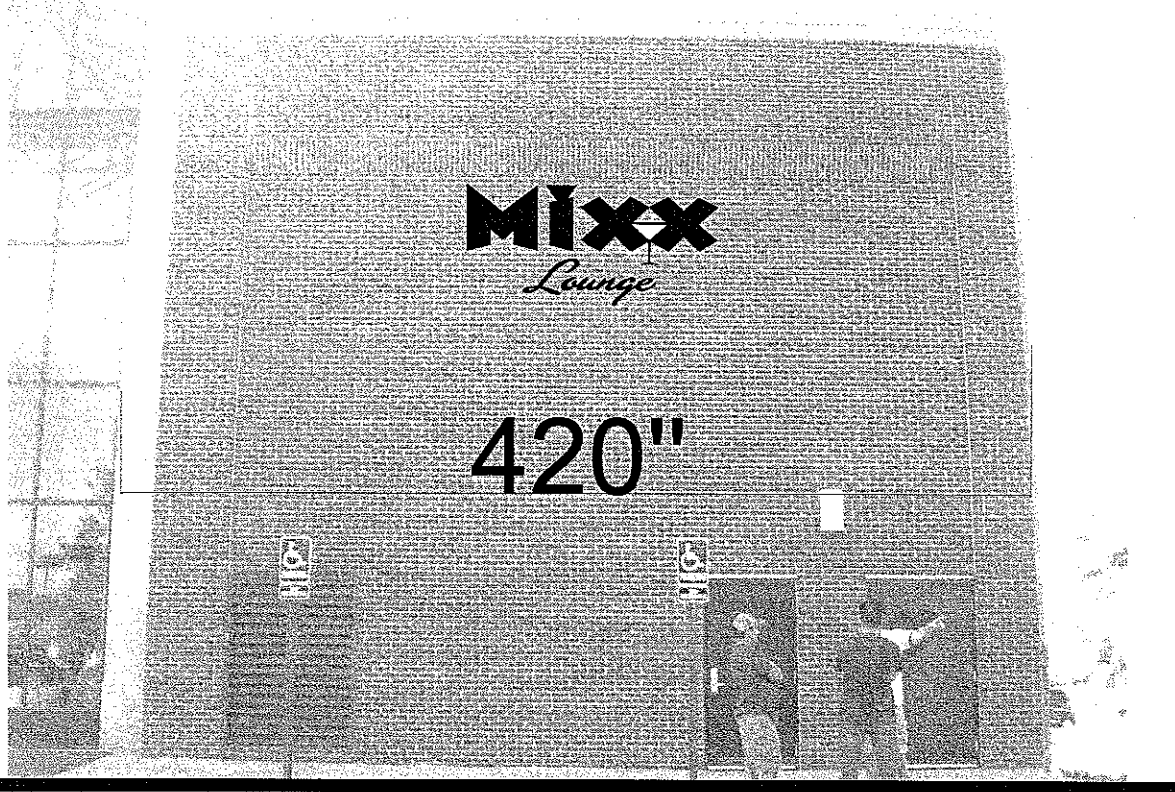




Sign Description:

Text Information:  
 (A) U/C: \_\_\_\_\_ L/C: \_\_\_\_\_ Font: \_\_\_\_\_  
 (B) U/C: \_\_\_\_\_ L/C: \_\_\_\_\_ Font: \_\_\_\_\_  
 (C) U/C: \_\_\_\_\_ L/C: \_\_\_\_\_ Font: \_\_\_\_\_

File Name:	mixxx lounge xx	Date:	mar 06
Sales Person:	scott david	Revised:	00/00/00
Artwork By:	xx	Scale:	x=x
Customer:			
Address:			
	XX		
Phone#:		Sq. Footage:	30.96 SFT



ACCEPTANCE OF ARTWORK—The drawing above is an artistic interpretation ONLY, elements may vary based on field measurements. This color proof is intended for verification of spelling, layout, color and composition. (PLEASE HELP AVOID UNNECESSARY COSTS BY CHECKING THIS PROOF VERY CAREFULLY) Signature constitutes authorization to proceed with specifications and conditions of this document as specified. All artwork and designs are property of Art One Signs and may not be used without the expressed written permission of Art One Signs.

Approval \_\_\_\_\_ Date \_\_\_\_\_

**Art One signs**

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