

To: Novi Building Department  
Novi Zoning Board of Appeals

From: Sue Dillon, Graphic Visions, Inc.  
Sign contractor for Planet Fitness

Address: 31140 – 31124 Beck Road (contiguous units)

RE: Variance Request - Sign application for 2 signs  
Date: 11/2/09

**Variance Request** for the allowance of two (2) wall signs in the Shoppes at the Trail shopping complex (Novi Shopping Center, LLC). Current codes restricts Planet Fitness to one (1) 65 square foot wall sign.

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Sec. 28-5(2)b Wall sign – single story building

- a. Multiple Business: A business having a first floor pedestrian entrance shall be allowed one and one-fourth (1 ¼) square feet of signage per linear foot of contiguous public or private street frontage up to a maximum of sixty-five (65) square feet.

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**Hardship Statement:** The tenant, Planet Fitness, has leased the units with the addresses of 3114-31124 Beck Road with a total of 16,000 square feet of floor space; located between the Dollar Castle (31142) and Coney Island (31120). The linear frontage of these units, 165'0", was originally intended and marketed for 4 to 5 individual tenant spaces with a total maximum signable area of 206.25 square feet (165.0 x 1.25). The current sign code would have allowed up to 3 signs at 65 square feet if leased to separate businesses or a single tenant divided his space usage into separate identifiable locations.

We are requesting 2 wall signs each at 65 square feet for the following reasons:

**-Displaying Viability:** This particular shopping center has been unable to market these tenant units for years, and unfortunately, the public's perception is one of empty units. The intent of this shopping center's façade was to have a continuous pattern of signs across the frontage - to allow only one sign for this tenant where 3 to 5 signs would have normally have been would only continue the perception that many of the units are not leased and visually will look empty from traffic on Beck Road. To have the complex appear fully leased after years of perception will take a strong visual change – which having 2 signs on this long façade helps communicate that the spaces are leased and viable.

**-Wayfinding/Public Safety:** Planet Fitness bases its business plans on an aggressive marketing program that attracts a large percentages of new people to their business on a weekly and daily basis. They also cross market their various facilities so when members are traveling or in a different location, members can use other member facilities. This shopping center in the area of Beck and Pontiac Trail is already confusing to find with just an address; the Beck Road entry driveway is 700 feet from the leading edge of the tenant space. Current code allows the Planet Fitness channel letters at 65 square

feet, to allow the 2<sup>nd</sup> “thumbs up” sign on the façade would help ensure safe driving patterns with the vehicle traffic and improved pedestrian wayfinding to the entrance based on the support below:

- The “thumbs up” icon is a highly recognized branding for the franchise and will create far distance recognition from both Beck and Pontiac Trail driveway entrances which the Planet Fitness lettering by itself will not be as effective.
- Positioning both signs towards the only pedestrian entrance on the far end of the long tenant space with the purpose to direct drivers to the proper parking area closest to their destination will bring additional safety. Directing members to the closest parking areas has been documented by safety officials as a key benefit of being in a high traffic commerce/shopping center – strong direction through these signs can bring a higher level of safety during nighttime and off hours use of the facility.

**-Equitable Treatment/Mutual Benefit:** The owner of this Planet Fitness franchise, Chris Klebba, looked in the Beck and Pontiac Trail area for a stand alone building to allow for the maximum exposure for this large fitness facility. He ultimately chose this location because of his research that there is a mutual benefit in a multiple business shopping center for both his business and the neighboring tenants. To have a large recognizable and very reputable company, such as Planet Fitness, take multiple units in this complex will bring new daily traffic patterns and repeat consumers to this mall – and he will benefit from having neighboring tenants who can service his customers’ needs as well.

He understands that the current sign codes limit one business to one sign in order to keep tenant signs equitable but his lease of 4 to 5 contiguous units is unusual for most shopping centers and the sign codes are not formulated for this situation. In fact, he could lease two 52 linear feet in this complex for a total of 104 linear feet to allow him 2 signs at 65 square feet as long as he handled the addresses as separate business units but to segment the facility is not allowed in his franchise agreements.

Thank you for your time in considering our request,



Susan E. Dillon  
President, Graphic Visions, Inc.

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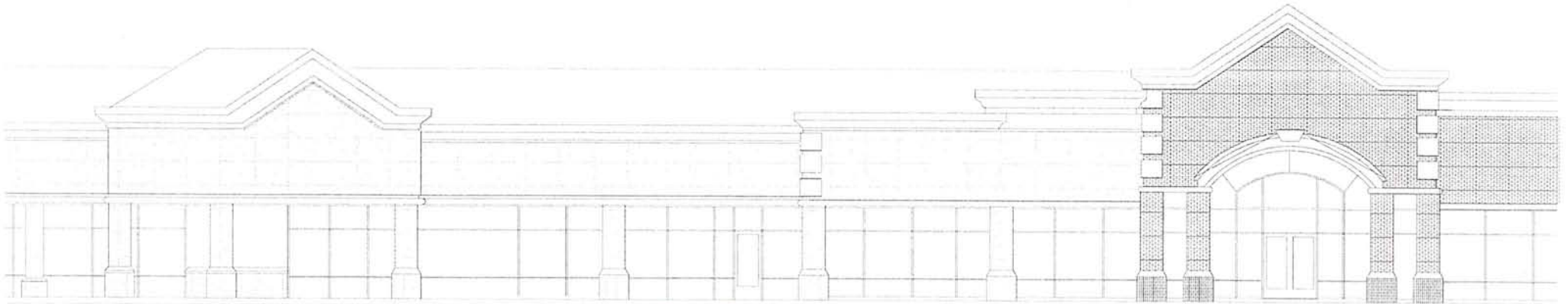
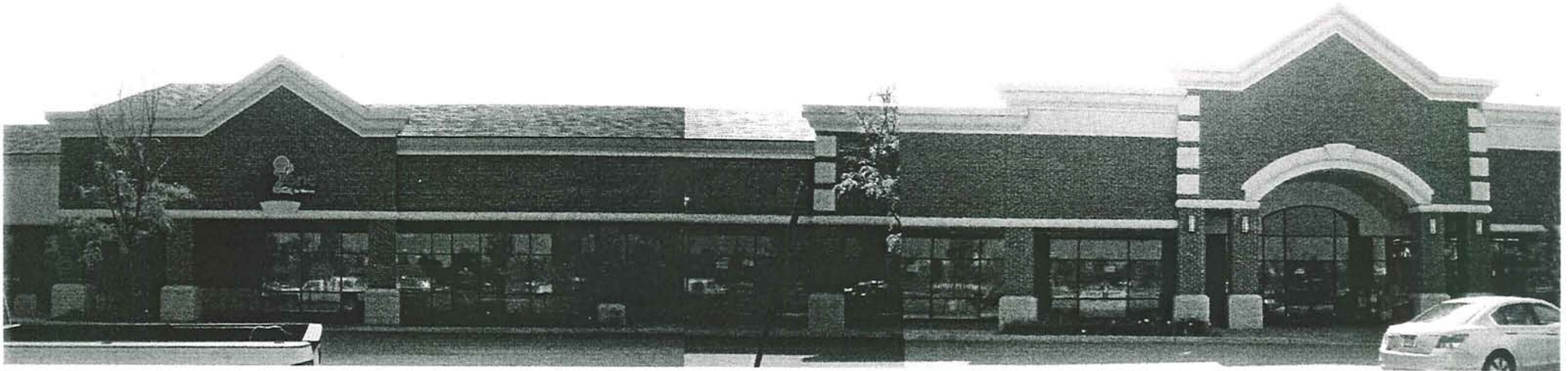
Qty: 1 set of internally illuminated channel letters "planet fitness" with Yellow acrylic faces, Black returns & Jewelite trim mounted to a raceway painted SW 6342 Spicy Hue.

Qty: 1 internally illuminated sign with a White lexan face, Black returns & Jewelite trim. Logo is a solvent print on outdoor vinyl with UV laminate.

Electrical to site, including dedicated circuit for each electrical sign, are the responsibility of the client. GVI to install.

BUILD INFORMATION		LOGOS • STATIONERY • BROCHURES • VEHICLE GRAPHICS • SIGNS & BANNERS • WEB SITES			
SCALE	1/8" = 1'	CLIENT NAME:	Planet Fitness	PROOF #:	3
QUANTITY	1, 1	FILE NAME:	pf29656.fs	PROOF DATE:	10-12-09
SUBSTRATE	Channel letters	APPROVED BY:		APPROVAL DATE:	
SURFACE APP.	First	visit our online portfolio at <a href="http://www.graphicvisionsinc.com">www.graphicvisionsinc.com</a>			
SINGLE/DOUBLE SIDED	Single	16857 Northville Rd., Northville, MI 48168 • (248) 347-3355 • FAX (248) 347-3388			
SQUARE FOOTAGE	65, 63 sq. ft.	©Graphic Visions, Inc. 2009. Use or reproduction must be authorized in writing by Graphic Visions, Inc. or be subjected to design fees.			
FINISHING	GVI to install				

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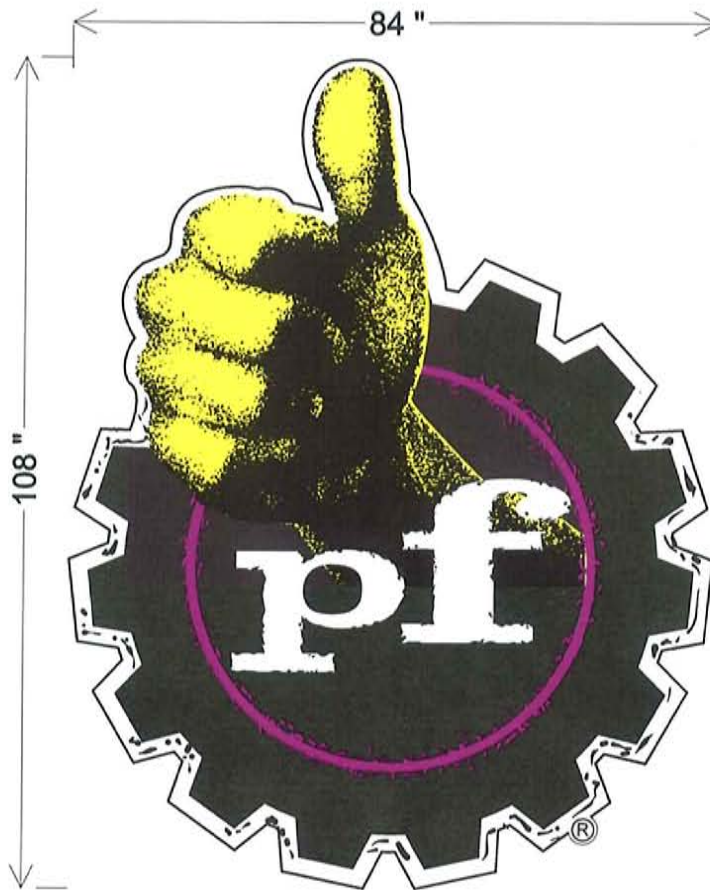


Linear footage

PARTIAL EXISTING NORTH ELEVATION  
NOT TO SCALE

165'8"

Sign 2

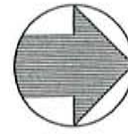


Qty: 1 internally illuminated sign with a White lexan face, Black returns & Jewelite trim. Logo is a solvent print on outdoor vinyl with UV laminate.

Electrical to site, including dedicated circuit for each electrical sign, are the responsibility of the client. GVI to install.

BUILD INFORMATION		LOGOS • STATIONERY • BROCHURES • VEHICLE GRAPHICS • SIGNS & BANNERS • WEB SITES	
SCALE	1/2" = 1'	CLIENT NAME:	Planet Fitness
QUANTITY	1	PROOF #:	4
SUBSTRATE	Channel letters	FILE NAME:	pf29656.fs
SURFACE APP.	First	PROOF DATE:	11-3-09
SINGLE/DOUBLE SIDED	Single	APPROVED BY:	
SQUARE FOOTAGE	63 sq. ft.	APPROVAL DATE:	
FINISHING	GVI to install	<i>graphic visions inc.</i> visit our online portfolio at <a href="http://www.graphicvisionsinc.com">www.graphicvisionsinc.com</a> 16857 Northville Rd., Northville, MI 48168 • (248) 347-3355 • FAX (248) 347-3388	
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# FLOOR PLAN FOR BUILDING A



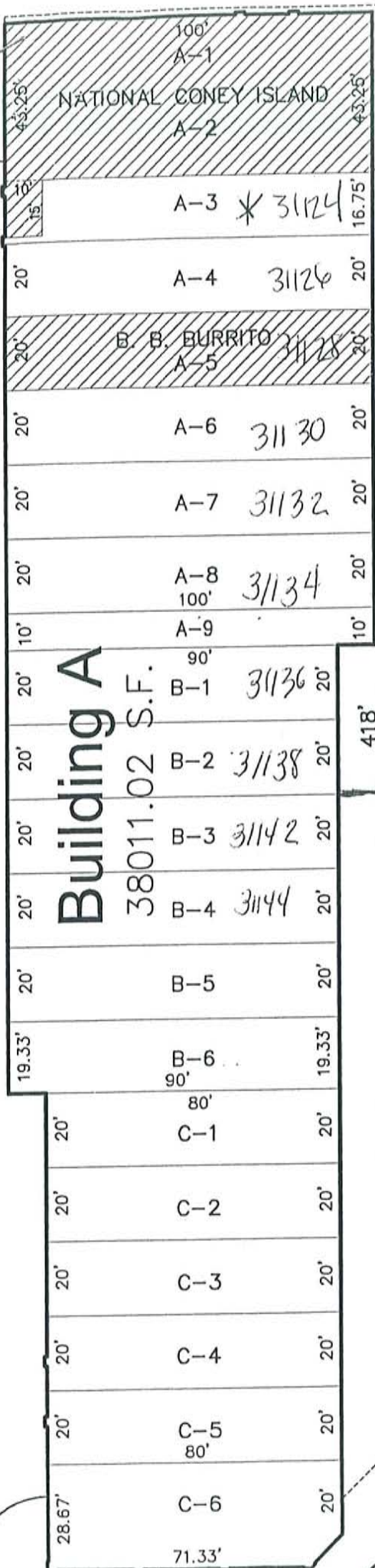
North

Scale:  
1"=40'

## Legend

	Leased
	Pending

Tenant	S.F.
National Coney Island	4356.00
B. B. Burrito	2000.00



\* 31124 is the address tenant is using for all units.