



# Feldman Chevrolet

## Proposed Site Signage



**R1.0** Date  
12/27/2010

Prepared By  
Cityscope Architects, Inc.

These drawings are for communication of design intent only.  
These drawings are not suited or intended for construction or fabrication





# Feldman KIA

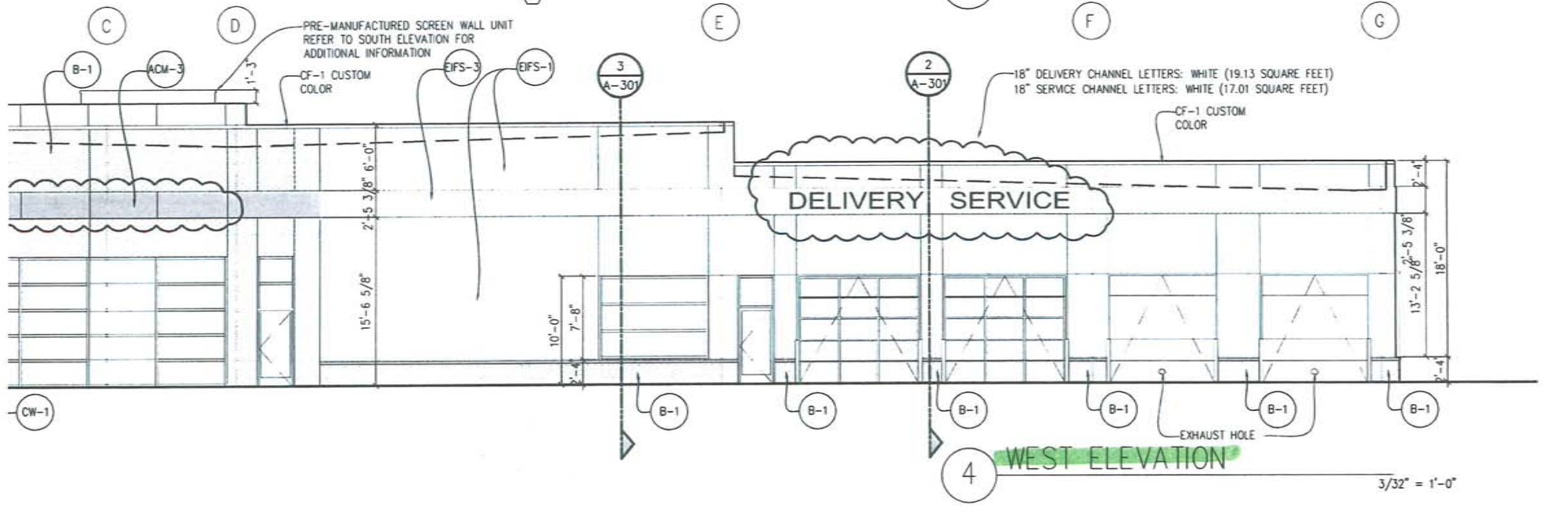
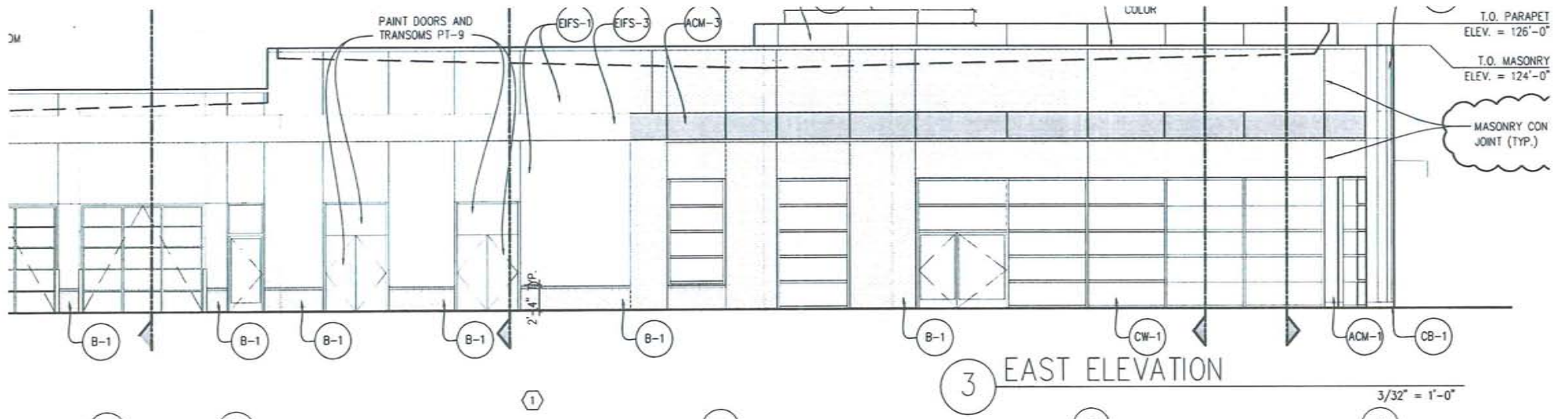
## Proposed Site Signage

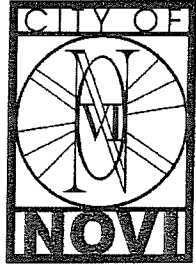


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December 17, 2010

**CITY COUNCIL**

**Mayor**  
David B. Landry

**Mayor Pro Tem**  
Bob Gatt

Terry K. Margolis

Andrew Mutch

Kathy Crawford

Dave Staudt

Justin Fischer

**City Manager**  
Clay J. Pearson

**City Clerk**  
Maryanne Cornelius

Phillips Sign & Lighting  
40920 Executive Drive  
Harrison Township, Michigan 48045

RE: MARTY FELDMAN CHEVROLET – 42355 GRAND RIVER  
MARTY FELDMAN KIA – 42235 GRAND RIVER

The sign permit applications for the above location have been reviewed.

**MARTY FELDMAN CHEVROLET SIGNS**

**Sign A**

The face change to the ground sign located at the main entrance is approved as it meets the requirements of Zoning Board of Appeals Case No. 894 A.

**Sign B**

The face change to the ground sign for “Trucks – Marty Feldman” is approved as it meets the requirements of Zoning Board of Appeals Case No. 894 B.

**Sign C**

The face change to the ground sign for “Certified Used Vehicles” cannot be approved as the variance allowing this sign, Zoning Board of Appeals Case No. 894 C, required the wording to state “Used Cars – Marty Feldman”

**Sign D**

The face change to the ground sign for “Goodwrench” cannot be approved as the variance allowing this sign, Zoning Board of Appeals Case No. 894 D, required the wording to state “Parts and Service”.

**Sign E**

The 103.25 square foot wall sign with Chevrolet and logo cannot be approved. Zoning Board of Appeals Case Nos. 1820 and 95-109 allowed a sign of 52.4 square feet.

City of Novi  
45175 W. Ten Mile Road  
Novi, Michigan 48375  
248.347.0460  
248.347.0577 fax

cityofnovi.org



Sign F

The 23 square foot wall sign with "Feldman" cannot be approved.  
No additional signs are permitted for this location.

Sign Code Section 28-5(3) Number of on-premises advertising signs permitted, states, "No building or parcel of land shall be allowed more than one (1) sign permitted under this section..."

**FELDMAN KIA SIGNS**

Sign G

The 58.79 square foot wall sign for "KIA" is approved as it meets the ordinance requirements.

Sign H

The 18.75 square foot wall sign for "Feldman" cannot be approved as only one sign is permitted for this business.

Sign Code Section 28-5(3) Number of on-premises advertising signs permitted, states, "No building or parcel of land shall be allowed more than one (1) sign permitted under this section..."

Sign I

The 44 square foot, 20 foot high ground sign for "KIA" cannot be approved as there currently exists four (4) ground signs for this parcel which have been approved by the Zoning Board of Appeals and no additional ground signs are permitted by ordinance. This ground sign also exceeds the allowable height and square foot allowances for ground signs which is 6 feet per Sign Code Section 28-5(2)a2.ii. and 30 square feet per Sign Code Section 28-5 (2)a.1.i.

Sign J

The 17 square foot sign for "Service" cannot be approved as directional signs may not exceed 2 square feet per Sign Code Section 28-7a.(9).

Sign K

The 17 square foot sign for "Service" on the west elevation cannot be approved as directional signs may not exceed 2 square feet per Sign Code Section 28-7a.(9).

Sign L

The 19 square foot sign for "Delivery" on the west elevation cannot be approved as directional signs may not exceed 2 square feet per Sign Code Section 28-7a.(9).

You may make application for the Zoning Board of Appeals for consideration of variances to any or all of the above denials, by contacting the board secretary, Malinda Martin, at 248-347-0459.

Please feel free to contact me at 248-347-0438 should you have any questions.

Sincerely,

CTTY OF NOVI



Jeannie Niland  
Ordinance Enforcement Officer





GMDI SIGN INVENTORY - MARTY FELDMAN 42355 GRAND RIVER, NOVI, MI  
PROPOSED SIGN CHANGES - PYLON SIGNS

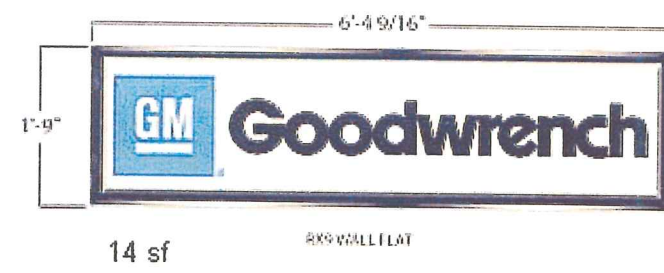
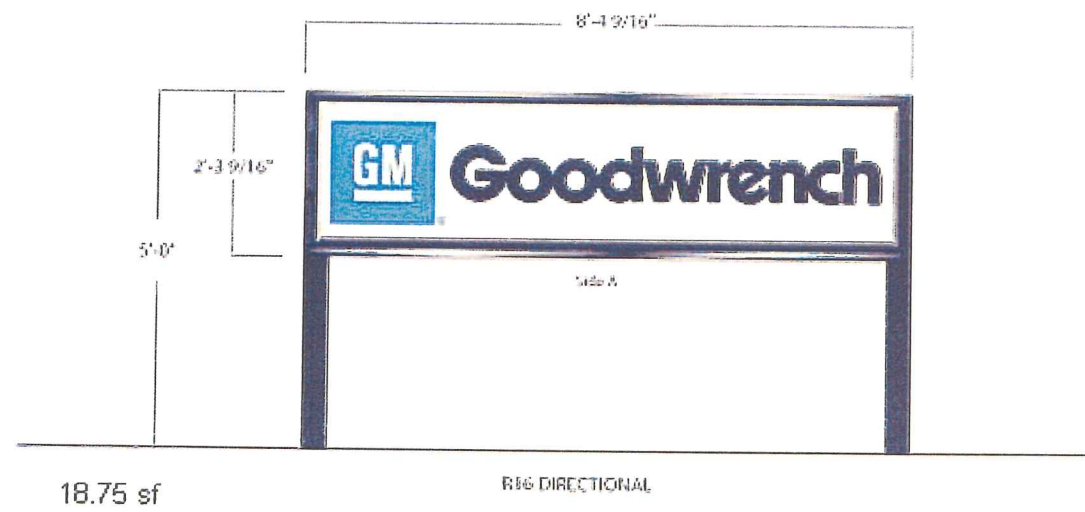
SIGN C

Face Change Allowed P92 -



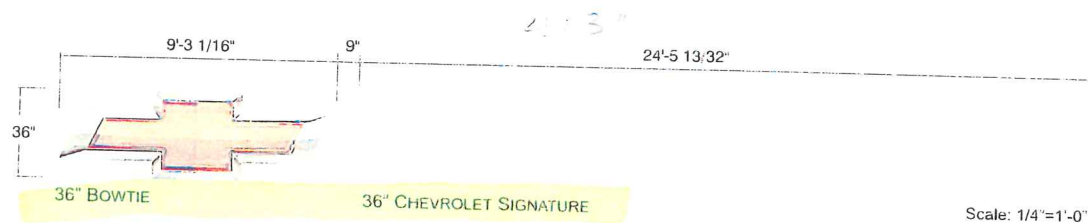


D



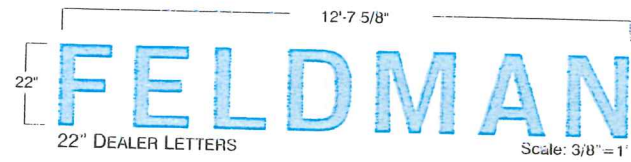
GMDI SIGN INVENTORY – MARTY FELDMAN 42355 GRAND RIVER, NOVI, MI  
DIRECTIONAL SIGNS – CURRENT GRAPHICS – NEW GRAPHICS ARE TBD

SIGN D



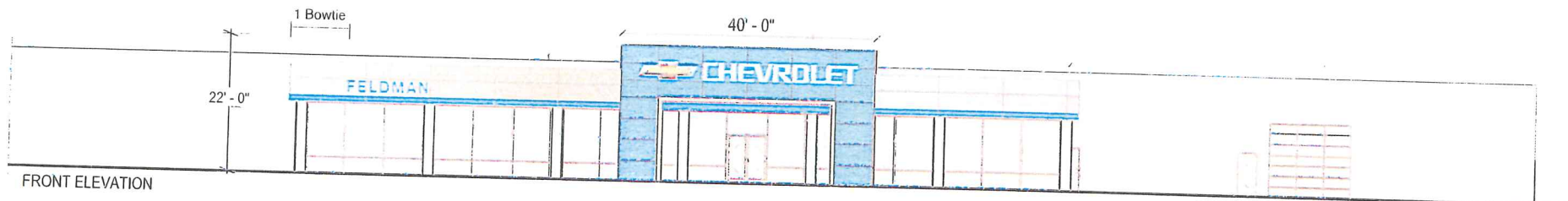
Scale: 1/4"=1'-0"

103 25 #



**SIGN ELEMENTS**

ELEMENT	SIZE (HEIGHT)	WEIGHT	ELECTRICAL	SQUARE FT.	LENGTH
Bowtie	36"	27 lbs	2 amps.	27.77	9'-3 1/16"
Chev. Signature	36"	108 lbs	8 amps.	73.35	24'-5 13/32"
Dealer Name Letters	22' Med. LED	8 lbs./letter	.4 amps./letter.	23.16	12'-7 5/8"



Scale: 1/16"=1'-0"

**PATTISON SIGN GROUP, INC.**  
 410 N CEDAR BLUFF RD. • SUITE 101 • KNOXVILLE, TN 37923  
 TEL (615) 635-1165 • FAX (615) 634-1163 • TOLL FREE (888) 210-1576

Customer Approval: \_\_\_\_\_ Date: \_\_\_\_\_

By: \_\_\_\_\_ Date: \_\_\_\_\_  
 ISO 9001:2008 Certified Enterprise

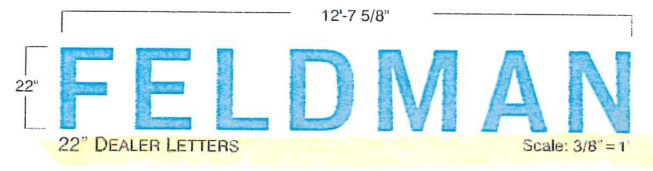
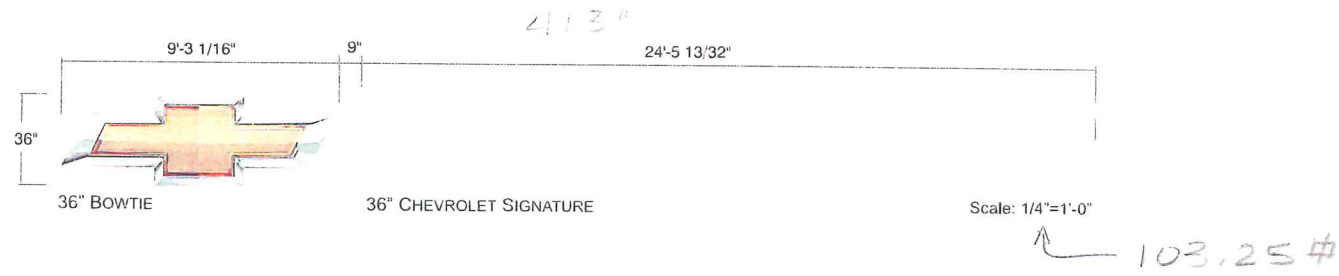
ISO 9001:2008 Certified Enterprise

Patison Sign Group, Inc. is a member of the Patison Group of Companies. Patison Group of Companies is a leading provider of sign and graphics solutions for commercial and residential applications. Patison Sign Group, Inc. is a member of the Patison Group of Companies.

Client:	FELDMAN CHEVROLET
Spec:	FELDMAN
Draftsman:	R. ANDER
Checked By:	
Page:	1 / 1
Date:	10-14-10
Rev:	
Scale:	as noted

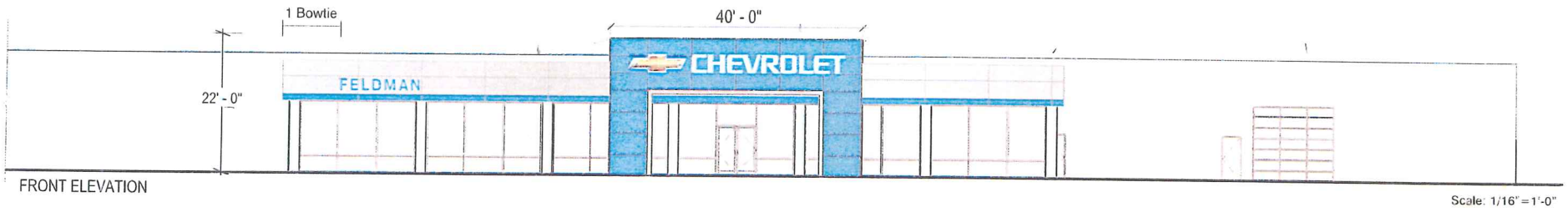
SIGN E





**SIGN ELEMENTS**

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Dealer Name Letters	22" Med. LED	8 lbs./letter	.4 amps/letter.	23.16	12'-7 5/8"



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410 N. CEDAR BLUFF RD. • SUITE 101 • KNOXVILLE, TN 37923  
• Tel (615) 693-1105 • Fax (615) 694-1165 • Toll Free (866) 219-1576

Customer Approval: \_\_\_\_\_ Date: \_\_\_\_\_

By: \_\_\_\_\_ Date: \_\_\_\_\_

ISO 9001:2000 Certified Enterprise

This sign must be installed in accordance with the requirements of Article 601 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of this sign.

Pattison Sign Group warrants that the sign meets the requirements of the National Electrical Code and/or other applicable local codes. Please refer to the sign's specifications for details. Register of Product when ordering in Social, Professional, State or Federal Buildings.

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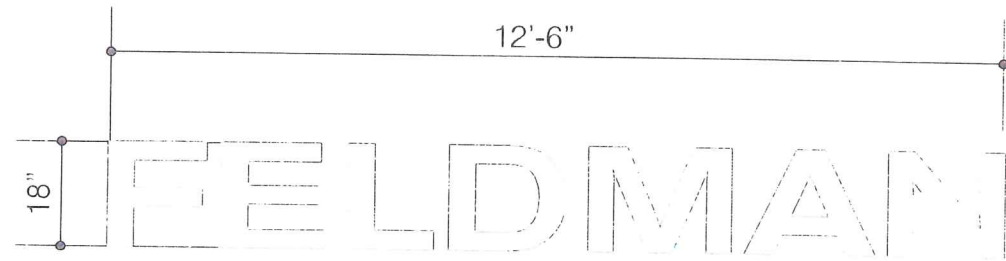
Client:	FELDMAN CHEVROLET
Site:	NSM, MI
Draftsman:	R. ANDREE
Checked By:	
Page:	1 / 1
Date:	10-14-10
Rev:	
Scale:	as noted

SIGN F



**CUMMINGS  
SIGNS**

Proposed Recommendations



18" Feldman Channel Letters; White (18.75 Square Feet)

Dealer #: MI031

Dealer Name: Feldman Kia

Address: 42355 Grand River

City/State: Novi, MI 48375

NOTE: SIGN SIZES AND PLACEMENTS ARE APPROXIMATE  
TO BE VERIFIED WITH A FIELD SURVEY PRIOR TO FABRICATION

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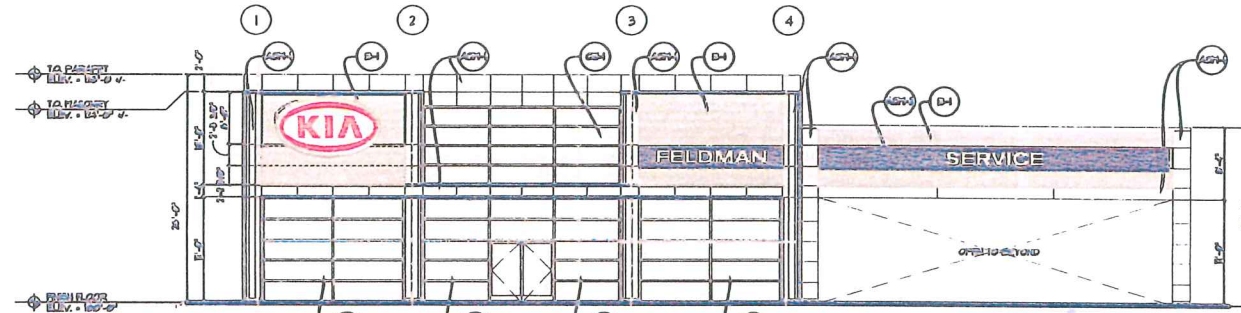
SIGN H



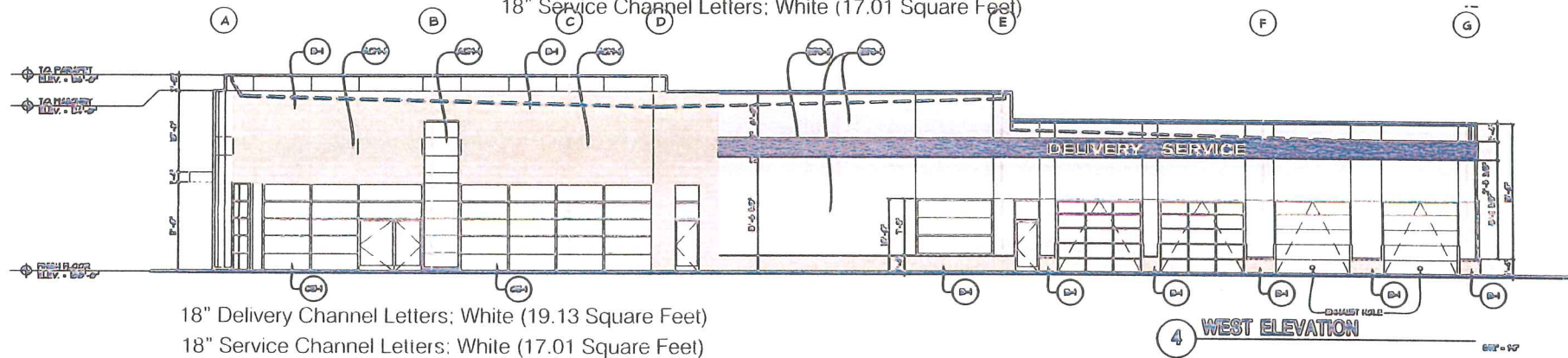


**CUMMINGS  
SIGNS**

# Proposed Recommendations



KWL-3 (58.79 Square Feet)  
 18" Feldman Channel Letters: White (18.75 Square Feet)  
 18" Service Channel Letters: White (17.01 Square Feet)



18" Delivery Channel Letters: White (19.13 Square Feet)  
 18" Service Channel Letters: White (17.01 Square Feet)

4 WEST ELEVATION

NOTE: Photo overlays are strictly for illustration purposes only. As a result the drawing is not to scale and the sign may appear large/smaller than it might actually be upon installation.

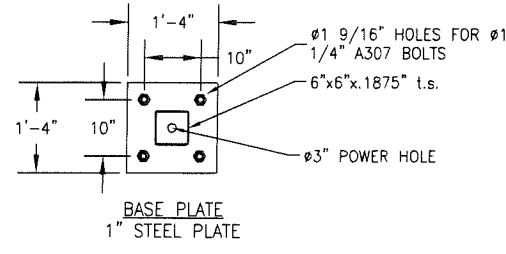
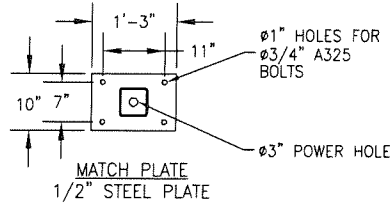
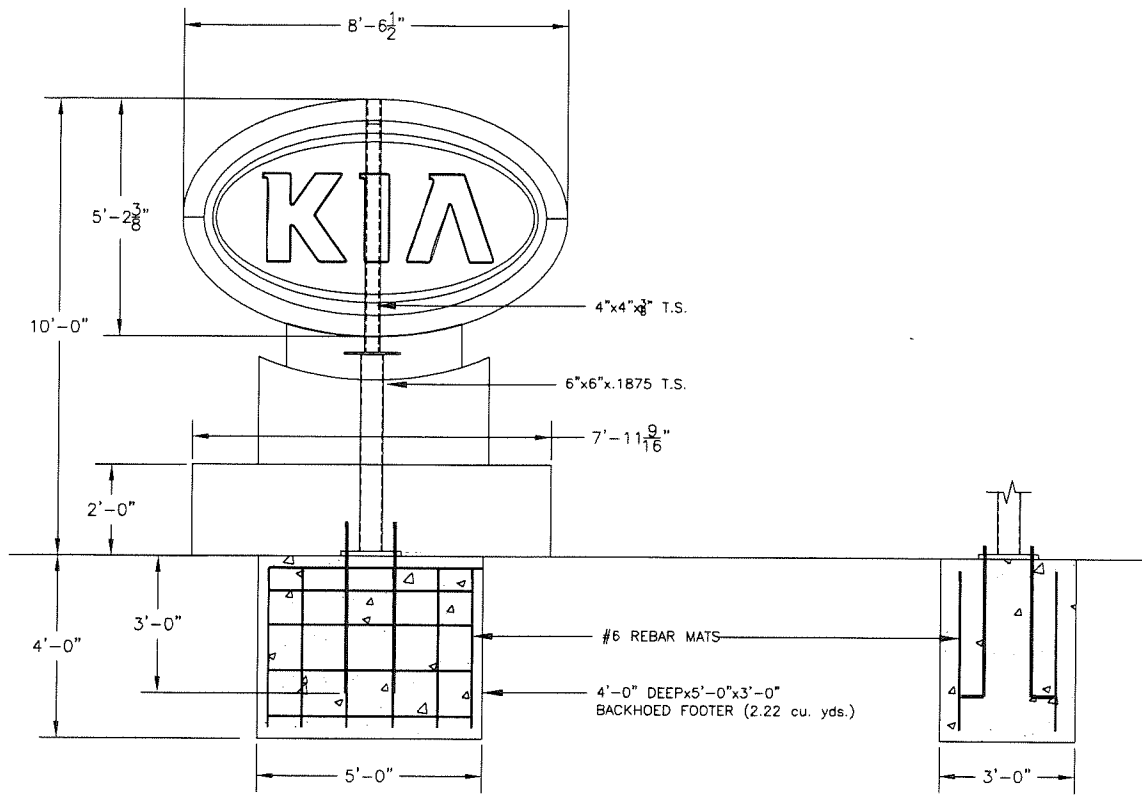
Dealer #: MI031  
 Dealer Name: Feldman Kia  
 Address: 42355 Grand River  
 City/State: Novi, MI 48375

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ECR REV REVISIONS DATE BY

110715



NOTES:

<b>CUMMINGS SIGNS.</b> 4255 NAPER FIELD RD DOTHAN, AL 36303 PHONE: (334) 983-8000 FAX: (334) 983-1379		CUSTOMER <b>KIA</b>	
DRAWING APPROVED BY		CODE PAGE LAYOUT	INSTALL
PROGRAM APPROVED BY		ITEM DESCRIPTION KMS4 @ 10 OAH W/ CLADDING	DRAWN BY
PROTOTYPE BY		LOCATION VARIOUS	ACCOUNT REPRESENTATIVE BAKER
1st RUN BY	SCALE	ENGINEER	ITEM NUMBER
PRODUCTION 02-07-07	BY	SHEET 1 OF 1	BOXED SQ FT KMS4-10
		WIND LOAD (MPH) 110 MPH	EST WEIGHT (LBS)

ITEM NUMBER  
KMS4-10

REV  
-



IVER AVENUE (VARIABLE WIDTH)

EXISTING  
GM TRUCK  
SIGN LOCATION

173'-6" +/-

130'-0" +/-

PROPOSED  
KIA  
PYLON  
LOCATION

PROPOSED  
KIA  
9,800 SF ±  
F.F. 900.5

PROP. 20'  
WIDE WM ESMT

6" HIGH CURB  
TYP.

PROP. BASIN  
RELOCATION

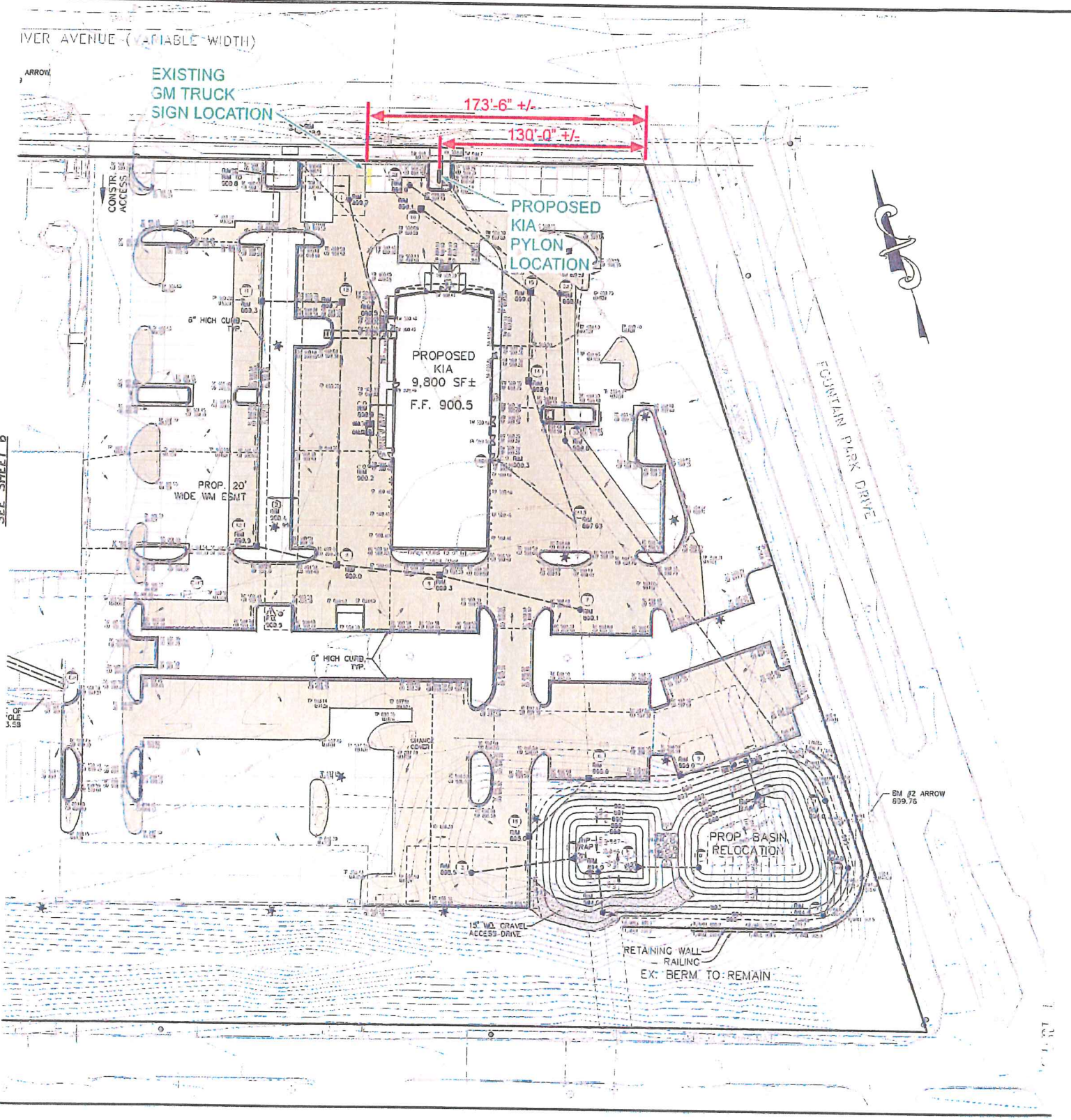
15" DIA. GRAVEL  
ACCESS DRIVE

RETAINING WALL  
- RAILING  
EX: BERM TO REMAIN

BM #2 ARROW  
839.75

FOUNTAIN PEEK DRIVE

SEE SHEET 6

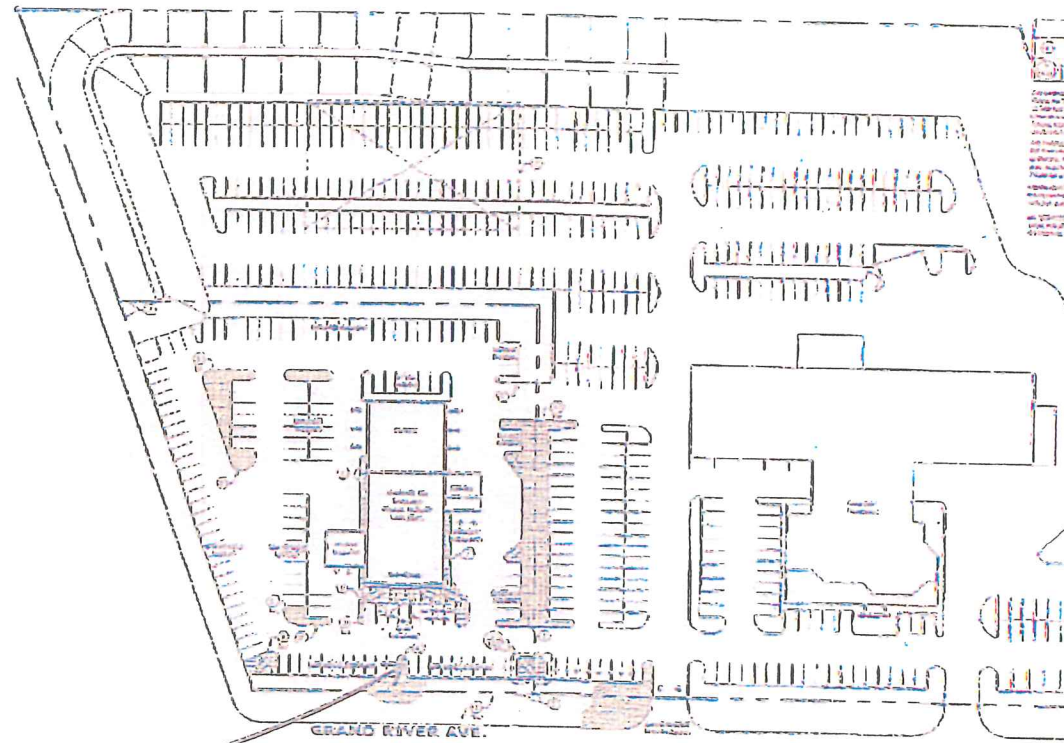
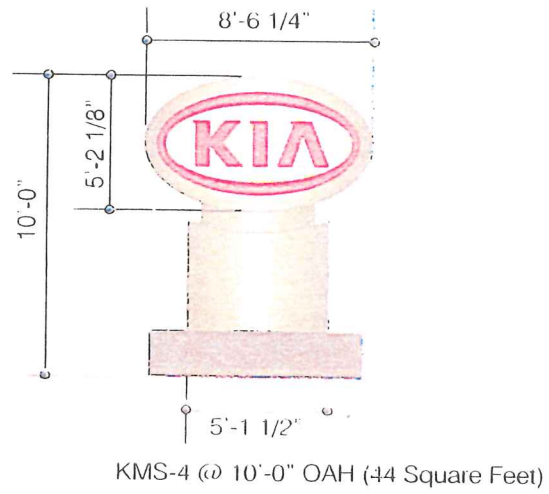






**CUMMINGS  
SIGNS**

### Proposed Recommendations



Dealer #: MI031  
 Dealer Name: Feldman Kia  
 Address: 42355 Grand River  
 City/State: Novi, MI 48375

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SIGN 1

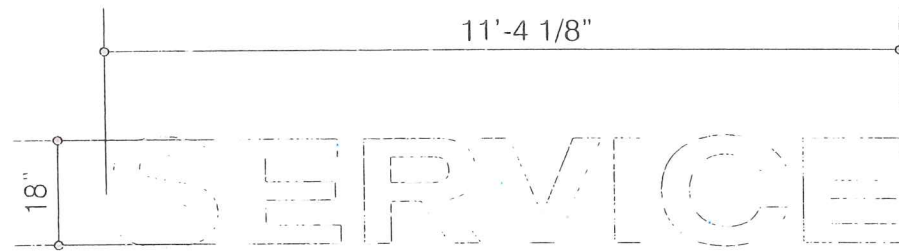
SIGN 1





**CUMMINGS  
SIGNS**

Proposed Recommendations



18" Service Channel Letters; White (17.01 Square Feet)  
Quantity = 2

Dealer #: MI031  
 Dealer Name: Feldman Kia  
 Address: 42355 Grand River  
 City/State: Novi, MI 48375

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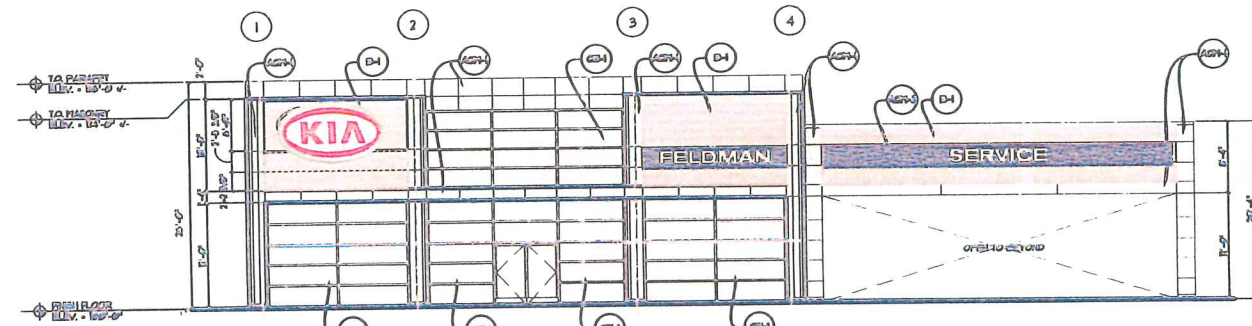
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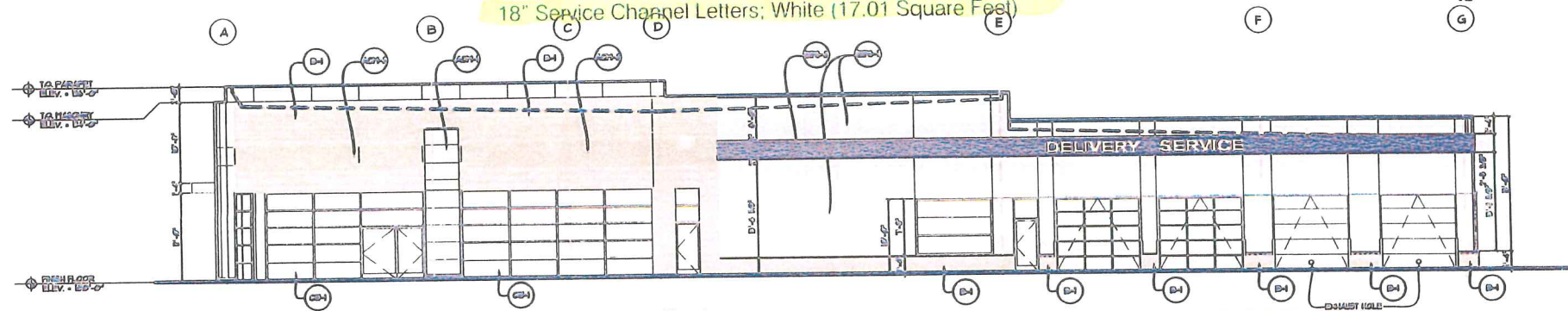


**CUMMINGS  
SIGNS**

# Proposed Recommendations



KWL-3 (58.79 Square Feet)  
 18" Feldman Channel Letters; White (18.75 Square Feet)  
 18" Service Channel Letters; White (17.01 Square Feet)



18" Delivery Channel Letters; White (19.13 Square Feet)  
 18" Service Channel Letters; White (17.01 Square Feet)

4 WEST ELEVATION

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Dealer #: MI031  
 Dealer Name: Feldman Kia  
 Address: 42355 Grand River  
 City/State: Novi, MI 48375

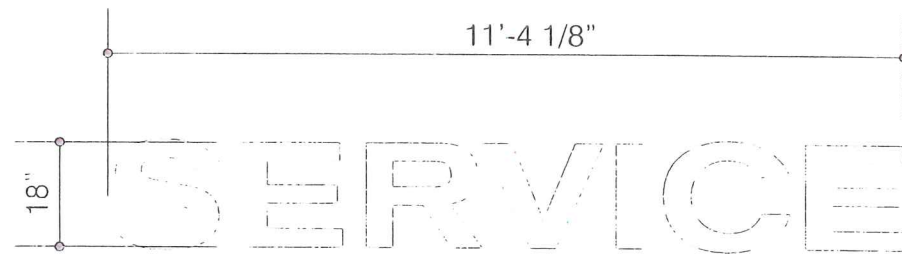
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**CUMMINGS  
SIGNS**

Proposed Recommendations



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Quantity = 2

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 Address: 42355 Grand River  
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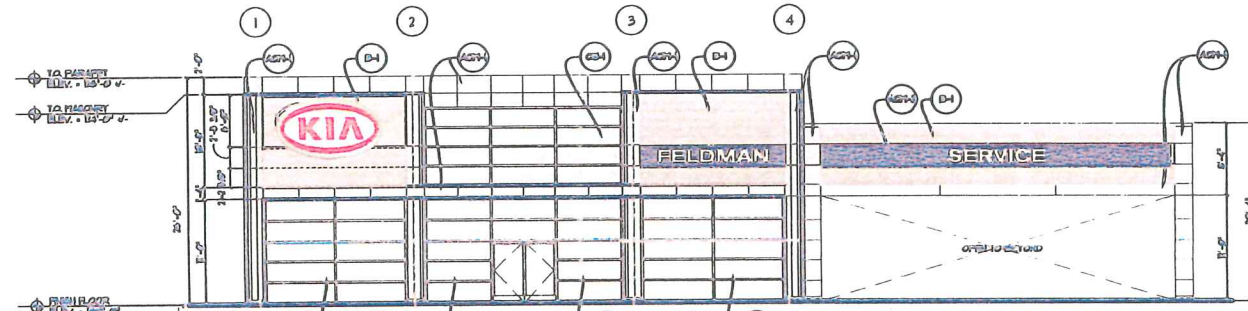
SIGN K



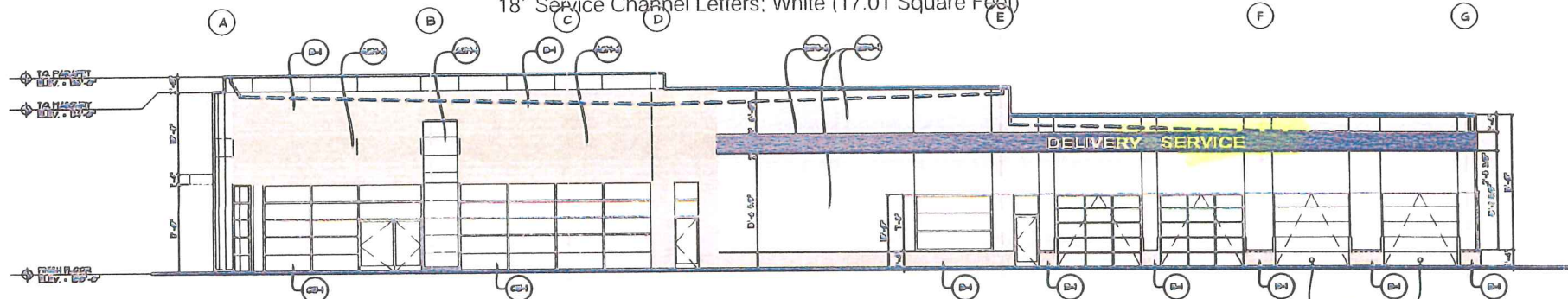


**CUMMINGS  
SIGNS**

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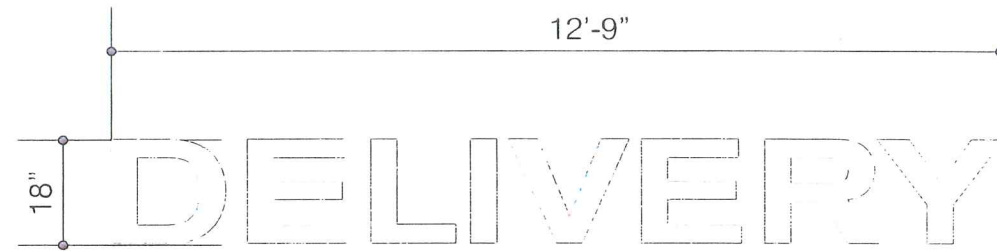
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Proposed Recommendations



18" Delivery Channel Letters; White (19.13 Square Feet)

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Dealer Name: Feldman Kia

Address: 42355 Grand River

City/State: Novi, MI 48375

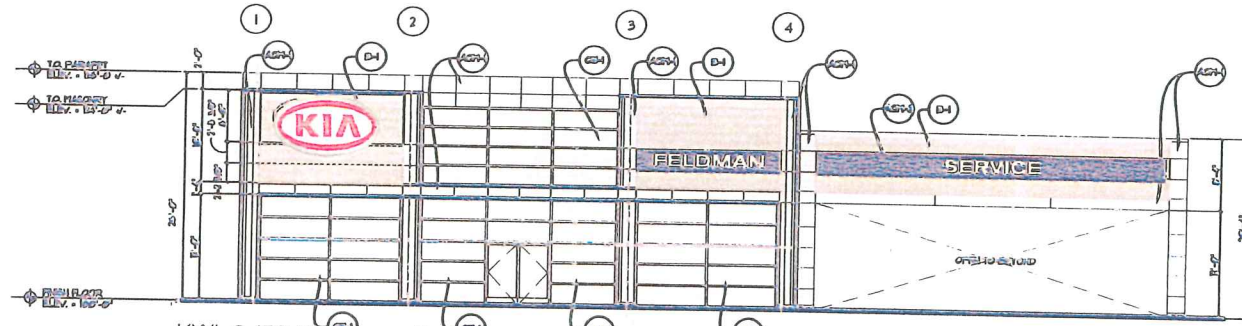
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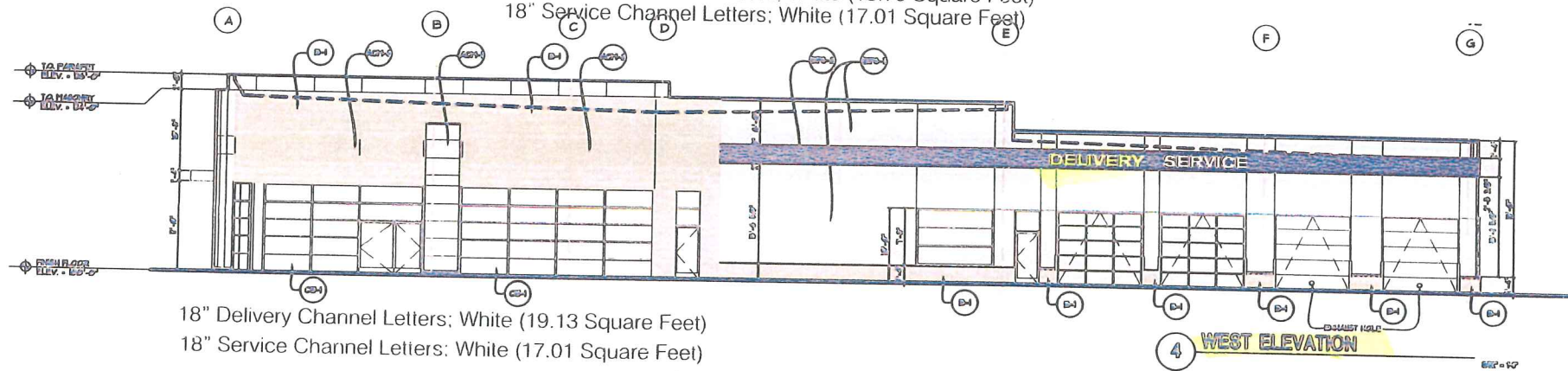




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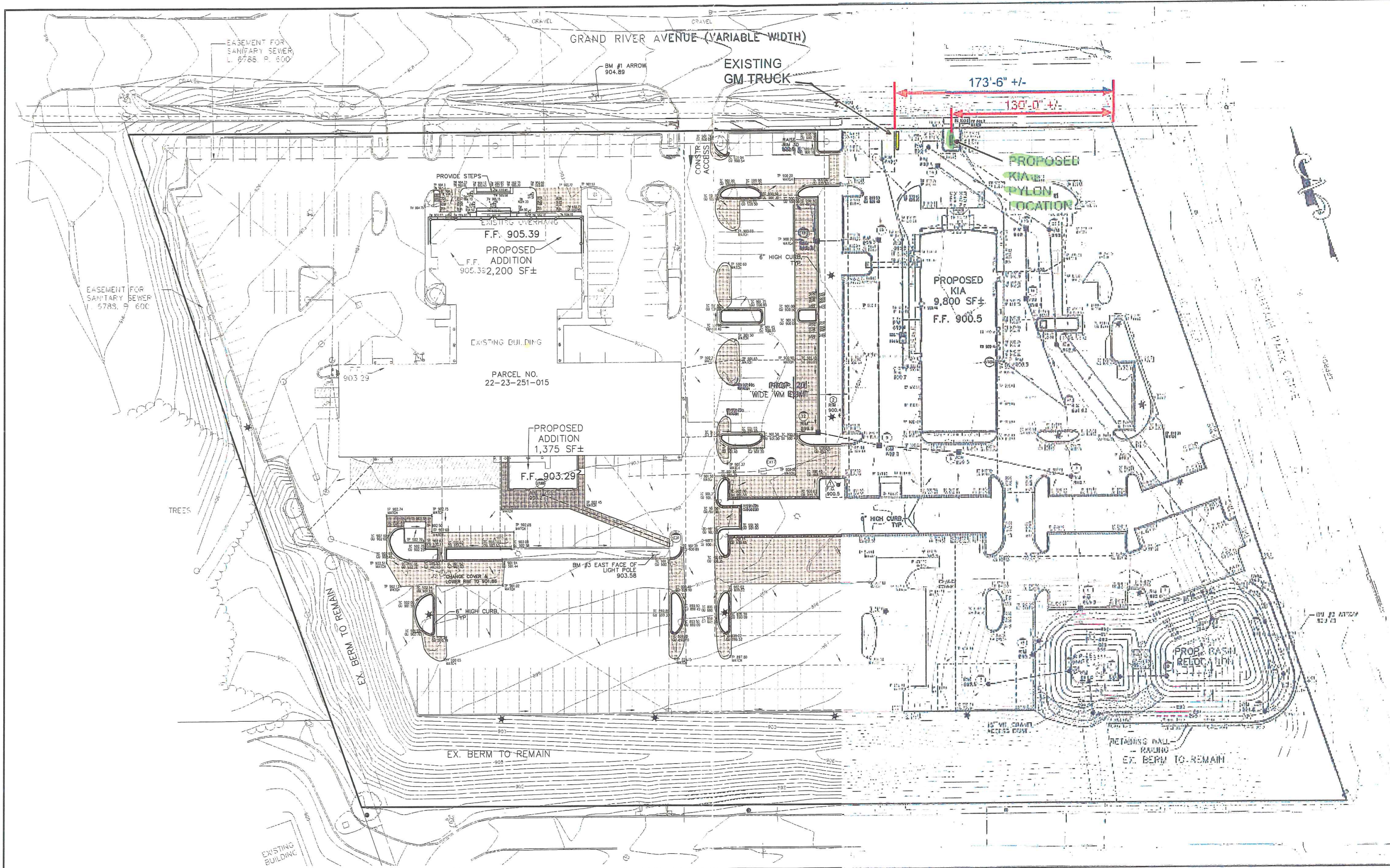
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GRAND RIVER AVENUE (VARIABLE WIDTH)

EXISTING GM TRUCK

173'-6" +/-

130'-0" +/-

EASEMENT FOR SANITARY SEWER L. 6786 P. 600

BM #1 ARROW 904.89

PROVIDE STEPS

EXISTING OVERHANG  
F.F. 905.39

PROPOSED  
F.F. ADDITION  
905.352,200 SF±

EXISTING BUILDING

PARCEL NO.  
22-23-251-015

PROPOSED  
ADDITION  
1,375 SF±

F.F. 903.29

PROPOSED  
KIA  
9,800 SF±  
F.F. 900.5

PROPOSED  
KIA  
PYLON  
LOCATION

EASEMENT FOR SANITARY SEWER L. 6785 P. 600

TREES

EX. BERM TO REMAIN

EX. BERM TO REMAIN

RETAINING WALL - RAISED  
EX. BERM TO REMAIN

EXISTING BUILDING

