

cityofnovi.org

ZONING BOARD OF APPEALS
CITY OF NOVI
Community Development Department
(248) 347-0415

Case No. 11- 047 43155 Main Street, Suite 502 (Mixx Sports Bar)

Location: North of Main Street and east of Novi Road

Zoning: TC-1, Town Center District

The applicant is requesting variances from 28-5 (2)f.1.(a), 28-5 (2)f.1.(b) and 28-5 (2)f. of the Novi Sign Ordinance to allow a forty nine (49) square foot projecting wall sign located up to 17.5 foot high and not in compliance with the requirement of the Sign Design Review Manual. The property is located north of Main Street and east of Novi Road. The property is zoned TC-1 (Town Center District).

CITY OF NOVI, CODE OF ORDINANCE, Sections 28-5 (2)f.1.(a), 28-5 (2)f.1.(b) and 28-5 (2)f. allowing maximum 3 square feet and 3 foot width for pedestrian level projecting signs, 12 foot maximum height and requirement for sign design and mounting brackets in accordance with the Sign Design Review Manual.

Sign area proposed:	49 square feet
Sign area allowed:	3 square feet
Variance requested:	46 square feet

Sign width proposed:	8 feet, 2 inches
Sign width allowed:	3 feet
Variance requested:	5 feet, 2 inches

Sign height proposed:	17 feet, 6 inches
Sign height allowed:	12 feet
Variance requested:	5 feet, 6 inches

Sign brackets proposed:	Non-Ornamental brackets
Sign brackets required:	Ornamental
Variance requested:	Non-Ornamental brackets

Sign illumination proposed:	Internally illuminated
Sign illumination required:	Goose neck style fixtures
Variance requested:	Internally illuminated

Sign design proposed:	Internally illuminated channel letters
Sign design required:	*Text raised from background and of contrasting color
	*Decorative molded edge raised above background
	*Signs fabricated of wood, metal or acrylic letters mounted to a solid background
Variance requested:	Internally illuminated channel letters

City of Novi Staff Comments:

The Mixx Sports Bar is a rebranding of an existing business in the Main Street Development. The applicant is requesting variances to allow installation of a new sign. The specific Ordinance restrictions as well as the requirements of the Sign Design Review Manual are intended to provide a consistent, harmonious level and style of signage throughout the Novi Town Center and Main Street developments. Staff cannot support the request as the failure to grant relief will not unreasonably prevent or limit the use of the property and will not result in substantially more than mere inconvenience or inability to attain a higher economic or financial return.

Standards for Granting a Sign Variance

- The request is based upon circumstances or features that are exceptional and unique to the property and do not result from conditions that exist generally in the City or that are self-created.
- The failure to grant relief will unreasonably prevent or limit the use of the property and will result in substantially more than mere inconvenience or inability to attain a higher economic or financial return.
- The grant of relief will not result in a use of structure that is incompatible with or unreasonably interferes with adjacent or surrounding properties, will result in substantial justice being done to both the applicant and adjacent or surrounding properties, and is not inconsistent with the spirit of the ordinance.



November 29, 2011

MRJ Sign Company LLC
10490 Denton Creek Drive
Fenton, Michigan 48430

RE: MIXX SPORTS BAR – 43155 MAIN STREET STE 502

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

Sign Code Section 28-5 (2) f. 1 allows a pedestrian level projecting sign for a business having a first floor pedestrian entrance.

Sign Code Section 28-5 (2) f. 2. permits an upper level projecting sign for those businesses that are located on the upper level of a multiple-story building.

This business is located on the first floor and has a first floor pedestrian entrance. This review is based on a pedestrian level projecting sign.

Sign Code Section 28-5 (2) f.1. (a) Permits pedestrian level projecting signs not to exceed three (3) square feet in area or three (3) feet in width. The proposed sign is 49 square feet.

Sign Code Section 28-5 (2) f. 1. (b) Requires that the sign not exceed twelve (12) feet in height. The height from grade to top of sign is indicated as 17'-6".

Sign Code Section 28-5 (2) f. requires projecting signs within the TC-1 district subject to the requirements of the Sign Design Review Manual.

The Sign Design Review Manual requires pedestrian level projecting signs to be mounted using ornamental brackets. Ornamental brackets are not shown on the plan.

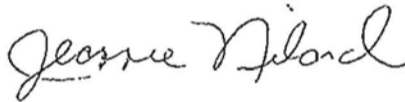
The Sign Design Review Manual requires the sign to be illuminated using externally mounted “gooseneck” style fixtures. Translucent internally illuminated signs such as channel letter signs are prohibited. The proposed sign is an internally illuminated channel letter sign.

The Sign Design Review Manual requires projecting sign text to be raised from the background by not less than 3/4” nor more than 2” and be of a contrasting color from the background. The background shall be framed on both faces by decorative molded raised edge above the background not less than the dimension that the letters are raised above the background. Logos, graphics and features other than text are encouraged and may be painted directly on the background. Signs shall be fabricated of wood, metal or acrylic letters mounted to a solid background.

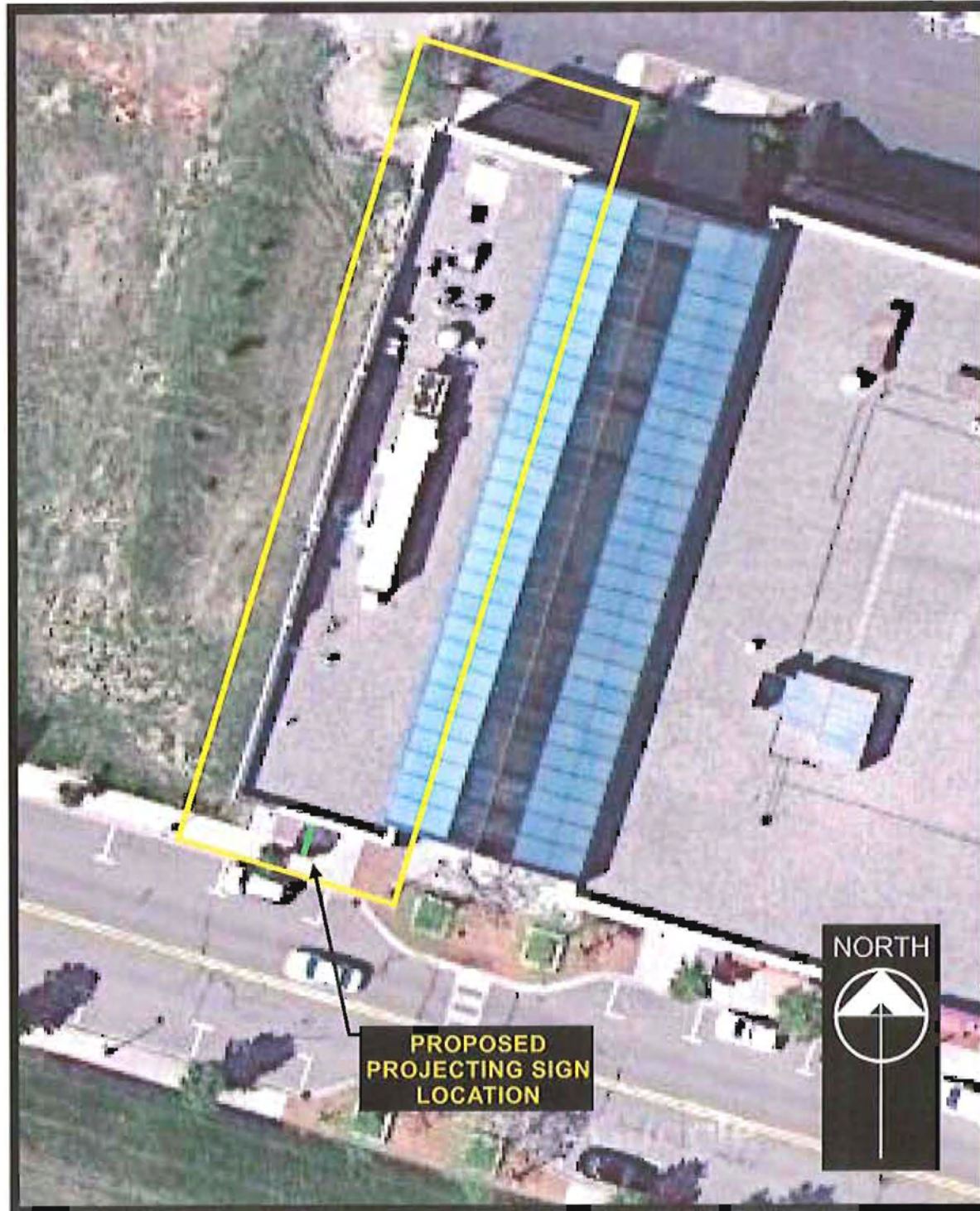
Should you wish to pursue consideration of a variance from the Zoning Board of Appeals, you may contact the board secretary, Angie Pawlowski, at 248-347-0459.

Sincerely,

CITY OF NOVI

A handwritten signature in cursive script that reads "Jeannie Niland".

Jeannie Niland
Ordinance Enforcement Officer



MRJ SIGN COMPANY LLC

WWW.MRJSIGN.COM

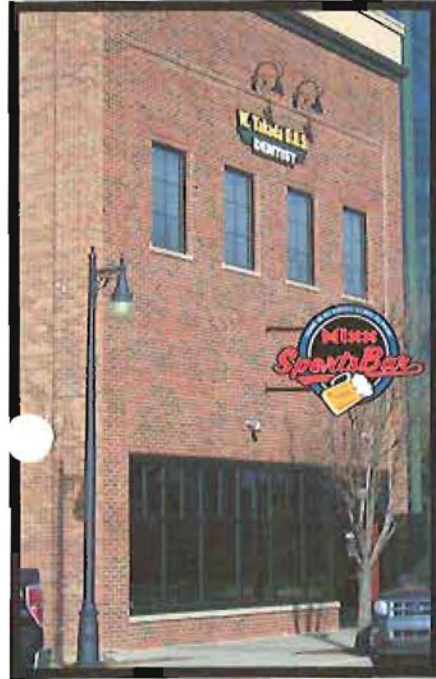
WE DON'T JUST BUILD SIGNS...WE BUILD BUSINESS!
256 NARRIN STREET, ORTONVILLE, MICHIGAN 48462
THIS SHOP DRAWING IS SUBMITTED FOR APPROVAL & REMAINS THE EXCLUSIVE PROPERTY OF MRJ SIGN COMPANY, LLC UNTIL THE DESIGN & SIGN PROJECT ARE PURCHASED BY THE CUSTOMER.

BREAULT DOYLE ENTERTAINMENT, INC.
dba MIXX SPORTS BAR
Mr. Timothy J. Breault - Partner
Mr. Breault's Cell # (248) 210-6874
Mr. Daniel Doyle - Partner
Mr. Doyle's Office # (248) 347-6800
Registered Office Address:
41800 Eleven Mile Road, Suite 225
Novi, Michigan 48375
Sports Bar # (248) 347-6499
Sports Bar Address:
43155 Main Street, Suite # 502
Novi, Michigan 48375

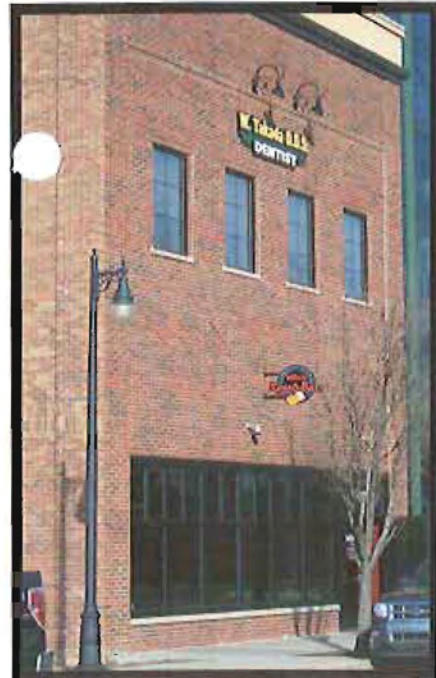
PARCEL # 50-99-00-006-090

**NOT TO SCALE.
ALL DIMENSIONS
AS STATED.**

**PROPOSED SIGN
REQUIRING VARIANCES**



**SIGN MEETS SQUARE
FOOTAGE AND WIDTH
REQUIREMENTS**



10" tall upper and lower case letters with 8" tall lower case letters on "Mixx" copy. 16" tall upper case letters with 13" and 10" tall lower case letters on "SportsBar" copy. 30" tall X 21" long form fitting beer mug capsule. 2 5/8" tall upper case on integrated tagline copy,



2 3/8" tall upper and lower case letters with 2" tall lower case letters on "Mixx" copy. 9" tall upper case letters with 4" and 2 3/8" tall lower case letters on "SportsBar" copy. 7 1/2" tall X 5 1/2" long form fitting beer mug capsule. 5/8" tall upper case on integrated tagline copy,

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COMPANY LLC

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WE DON'T JUST BUILD SIGNS...WE BUILD BUSINESS!
OFFICE # 248-793-3391 FAX # 248-793-3396
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Scale 1/2" = 1'

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Registered Office Address:

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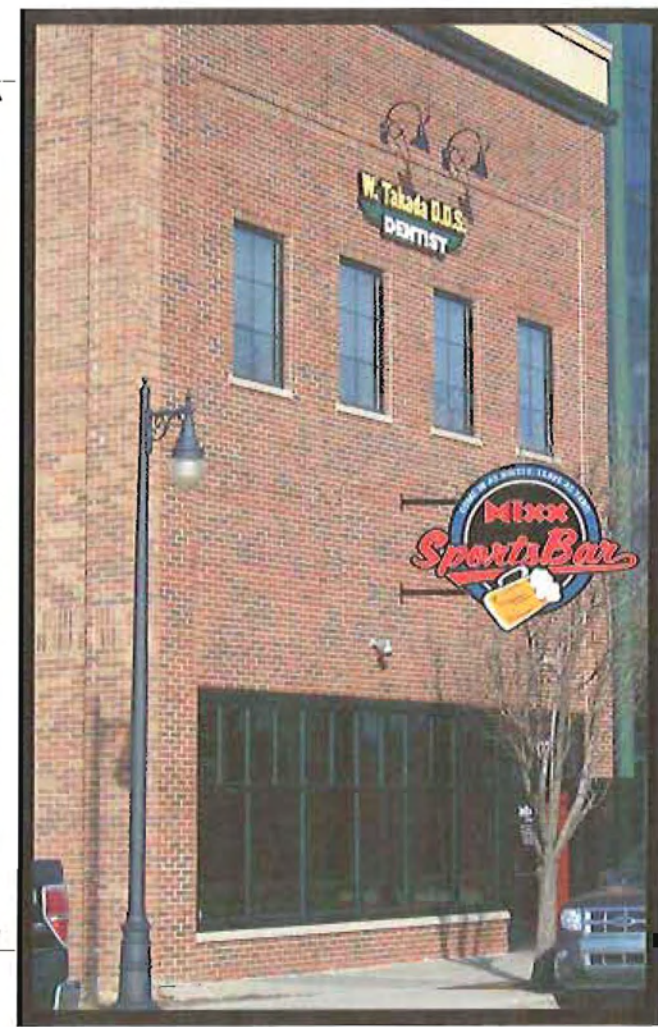
Sports Bar # (248) 347-6499

Sports Bar Address:

43155 Main Street, Suite # 502

Novi, Michigan 48375

COMPARISON DRAWING SHOWING THE SIZE DIFFERENCE BETWEEN THE PROPOSED PROJECTING SIGN THAT REQUIRES THREE VARIANCES FROM THE CITY OF NOVI AND A SIGN THAT MEETS THE SQUARE FOOTAGE AND WIDTH REQUIREMENTS OF THE ORDINANCE BUT WOULD STILL REQUIRE A VARIANCE SINCE TO ALLOW THE SIGN TO NOT MEET THE SIGN DESIGN REVIEW MANUAL



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Scale 3/4" = 1'

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**PROPOSED
DOUBLE SIDED
PROJECTING SIGN**

10" tall upper and lower case letters with 8" tall lower case letters on "Mixx" copy. 16" tall upper case letters with 13" and 10" tall lower case letters on "SportsBar" copy. 30" tall X 21" long form fitting beer mug capsule. 2 5/8" tall upper case on integrated tagline copy,

FABRICATION NOTES: PROJECTING CHANNEL LETTER SIGN

- 1 - RETURNS - Fabricated of Black .040 aluminum, with a baked enamel finish. 3" deep.
- 2 - FACES - In 1/8" thick # 7328 White acrylic.
- 3 - JEWELITE - Faces wrapped with 1" Black Jewelite edging.
- 4 - VINYL - Faces to have computer cut Macmark Macal 9700 series translucent vinyl # 9758-00 Red applied to the first surface. The beer mug logo is to be a digitally printed translucent vinyl graphic. Backer to have high gloss Blue and White vinyl rings applied to the first surface.
- 5 - LED - Illuminated by Sloan LED modules and power supplies. Single stroke on the channel letters and an LED grid on the beer mug form fitting capsule.
- 6 - BACKER - Fabricated of aluminum with panels for access to power supplies.
- 7 - STEEL - Horizontal steel supports to be welded to mounting plates that are lag bolted into the brick fascia. Each plate mounted to wall with four lag bolts.

CODE INFORMATION: ZONED TC-1; TOWN CENTER 1: A business having a first floor pedestrian entrance shall be allowed a pedestrian level projecting sign not to exceed three square feet in area and three feet in width. The maximum overall height allowed is twelve feet from the top of the sign to grade. A pedestrian level projecting sign within the TC-1 district are subject to the requirements of the Sign Design Review Manual, which include ornamental brackets, externally mounted "gooseneck" style fixtures for lighting rather than translucent internally illuminated LED channel letters, and other standards.

NOTE: These variances will be required City of Novi ZBA to allow this sign as proposed.

- 1. Sign Code Section 28-5 (2) f.1. (a) Variance to allow a pedestrian level projecting sign that is 49 square feet in area, variance of 46 square feet from what is allowed, and 8' 2" wide, variance of 5' 2" from what is allowed.
- 2. Sign Code Section 28-5 (2) f.1. (b) Variance to allow a maximum overall height of 17' 6" from top of sign to grade, variance of 5' 6" from what is allowed.
- 3. Sign Code Section 28-5 (2) f. Variance to allow the sign to not meet the Sign Design Review Manual for Pedestrian Level Projection Signs.