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If everyone bought **Michigan** products and services, there would be **more** jobs, **more** businesses, **more** people living here, and a **better** quality of life.



We are proud to be

- A Michigan Company, Locally Owned and Operated.
- Certified as a Women's Business Enterprise (WBE)
- Certified as a Detroit-Based Business (DBB)
- Certified as a Wayne County Based Business (WCBB)



INTERNATIONAL OUTDOOR

Main Office: 28423 Orchard Lake Rd. Suite 200, Farmington Hills, MI 48334

248.489.8989

geopath

Audience Location Measurement

www.iobillboard.com

The City of Lathrup Village

Sign Application

17600 W Eleven Mile Rd, Lathrup Village, MI

We are seeking a Sign permit for an off-premises sign.

The location is noted on the following pages in detail. It will be along the side of the building at 17600 E Eleven Mile Rd. This will be a 2-sided digital display.

We received MDOT locational, height, setback approval for both digital displays. The state allows for 513 feet of unobstructed viewing. The three overpasses in the area create obstructions.

The 56-foot steel pole will be enclosed in an exterior façade to match and complement the building facade. The overall height will be 70 feet to the top with a digital display surface area of 672 square feet per side (14' x 48').

The **East Option**, shown in the following pages, provides for a display set back 3 feet from the east side property line and 2 feet from the front property line. The display will cantilever over the roof of the building.

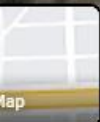
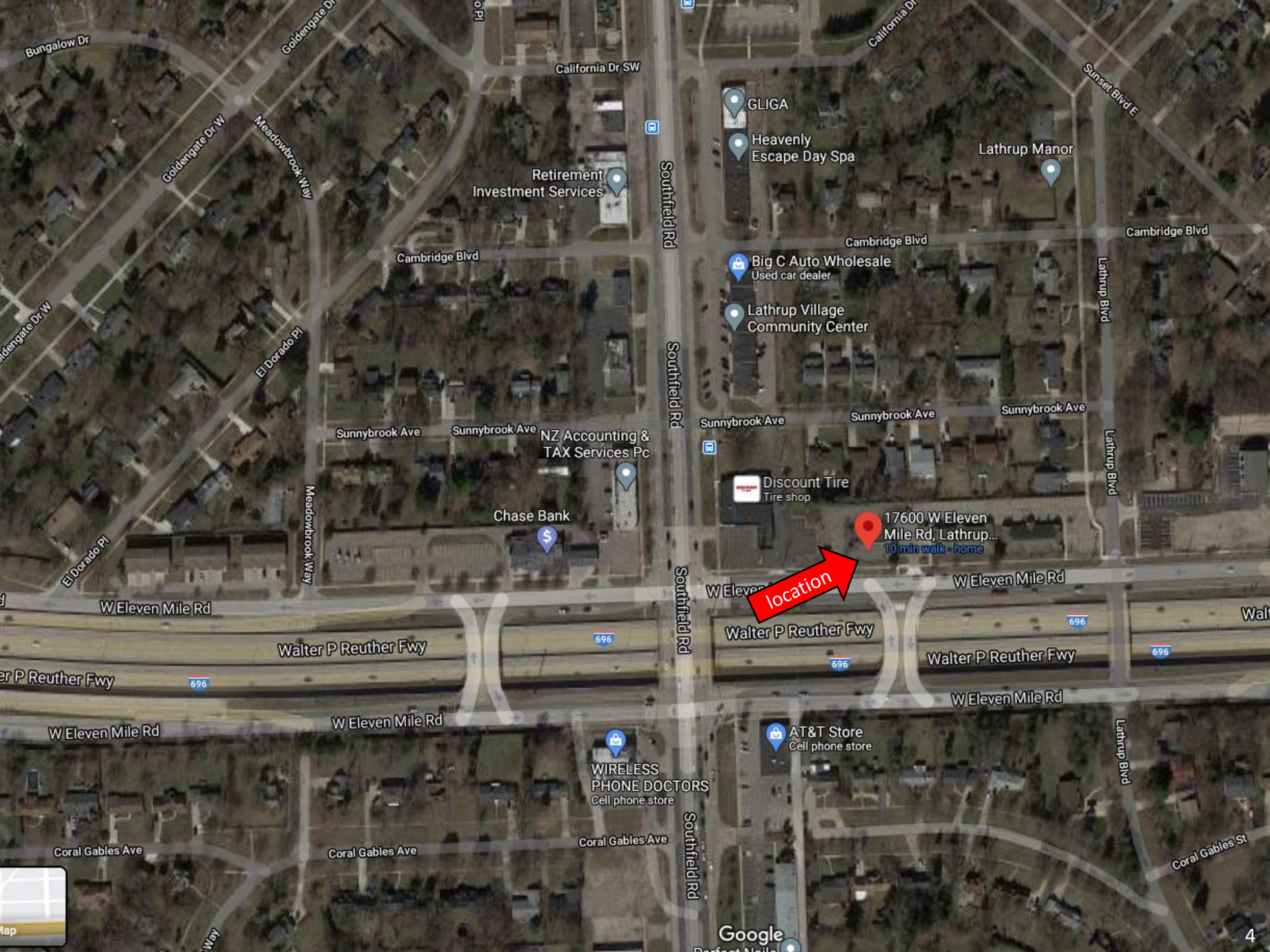
The **West Option**, also shown in the following pages, provides for a display set back 0 feet from the west side property line and 2 feet from the front property line. The display will cantilever over the parking lot.

The digital displays will incorporate industry leading technology (e.g., directional LEDs) that is designed to minimize any indirect illumination to surrounding areas. The digital displays will permit changeable copy every 8 seconds, but only contain 8 messages per day.

Sign Application Requirements

Application for erection permits were submitted using the forms provided by the city and contained the following information:

- a. Name, address and telephone number of the applicant;
International Outdoor, Inc., 28423 Orchard Lake Road, Ste 200, Farmington Hills, MI 48334, 248-489-8989
- b. Location of building, structure or lot to which the sign is to be attached or erected; **(See pages 4 – 15)**
- c. Detailed, colored renderings or drawings to show the dimensions, design, structure and location of each particular sign; **(See pages 4 – 15)**
- d. Photographs of the subject site; **(See pages 13 – 14)**
- e. Building elevations which illustrates the position of the sign in relation to nearby buildings, structures, property lines and right-of-way boundaries as established by a submitted survey; **(See pages 4 – 15)**
- f. Drawings of the plans and specifications and method of construction and attachment to the building or in the ground; **(See page 18)**
- g. Name and address of the person erecting the structure; **Over the Top Crane Service – Chris Pheiffer, 14770 Homestead Road, Beulah, MI 49617**
- h. Any electrical permit required and issued for such sign; **Fairfax Electric Services Inc., 25447 Ecorse Rd, Taylor, MI 48180**
- i. Insurance policy or bond as required by this chapter; **(see page 17)**
- j. Such other information as the building official may require to show full compliance with this and all other applicable laws of the city and state; and **(MDOT Permit – See page 16)**
- k. In the discretion of the building official, when in his/her opinion, the public safety requires it, the application containing the material required by this section shall, in addition, bear the certificate or seal of a registered architect or engineer as a condition to the issuance of a permit. **(Sealed Plans)**



East Option

Discount Tire
Tire shop

27000

17585

17605

17575

17565

176
Mile
10 ft

Pole location

W Eleven Mile Rd

W Eleven Mile Rd

W Eleven Mile Rd

W Eleven Mile Rd

Google

Walter P Reuther Fwy

696

West Option

Discount Tire
Tire shop

27000

17600W Eleven
Mile Rd, Lathrup...
10 min walk - home

17594

Pole location

W Eleven Mile Rd

W Eleven Mile Rd

W Eleven Mile Rd

W Eleven Mile Rd

Google

Walter P Reuther Fwy

696



513-foot viewing zone

Measure distance

Click on the map to add to your path

Total distance: 513.88 ft (156.63 m)

SURVEY

East Option



LEGEND

PROPERTY LINE	
●	SET IRON W/ICAP43058
○	FOUND IRON PIPE/MONNAIL (FI/PI/MFN)
⊙	SANITARY CLEAN OUT, MANHOLE
◁	STORM END SECTION, MANHOLE
⊞	CATCH BASIN SQUARE, ROUND,
⊞	HYDRANT, GATE VALVE
⊞	WATER KEY, SHUT-OFF, WATER METER
— ⊞ —	GAS LINE, KEY, METER, VALVE
☆	LIGHT POLE
⊞	TRAFFIC LIGHTS
⊞	ELECTRIC METER/PEDESTAL
— ⊞ —	UTILITY LINE O/H, POLE, GUY WIRE
⊞	UTILITY PEDESTAL
⊞	DECIDUOUS TREE
⊞	CONIFEROUS TREE
⊞	SHRUB
— ⊞ —	FENCE
— ⊞ —	WALL
⊞	CANOPY

LEGAL DESCRIPTION

PID: 24-13-359-056
Lots 1780-1784 of Louise Lathrup's California Bungalow Subn.
No 3, as recorded in Liber 32 of Plats, Page 26 Oakland
County Records.

PID: 24-13-359-062

Lots 1778 and 1779 of Louise Lathrup's California Bungalow
Subn. No 3, as recorded in Liber 32 of Plats, Page 26 Oakland
County Records.

SURVEYOR'S NOTES

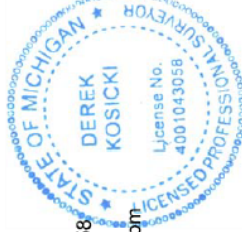
1. Since our Survey work does not include a Title Search,
there may be easements and/or encumbrances upon the land
which are not shown on our Survey at this time.

CERTIFICATION

I hereby certify that I surveyed and mapped the land above
platted and described on 06/26/21;
And that the ratio of closure on the unadjusted filed
observations of such survey was within accepted limits

Derek Kosicki

Derek Kosicki, P.S.#4001043058
Professional Surveyor
Derek.K@MichiganSurveying.com

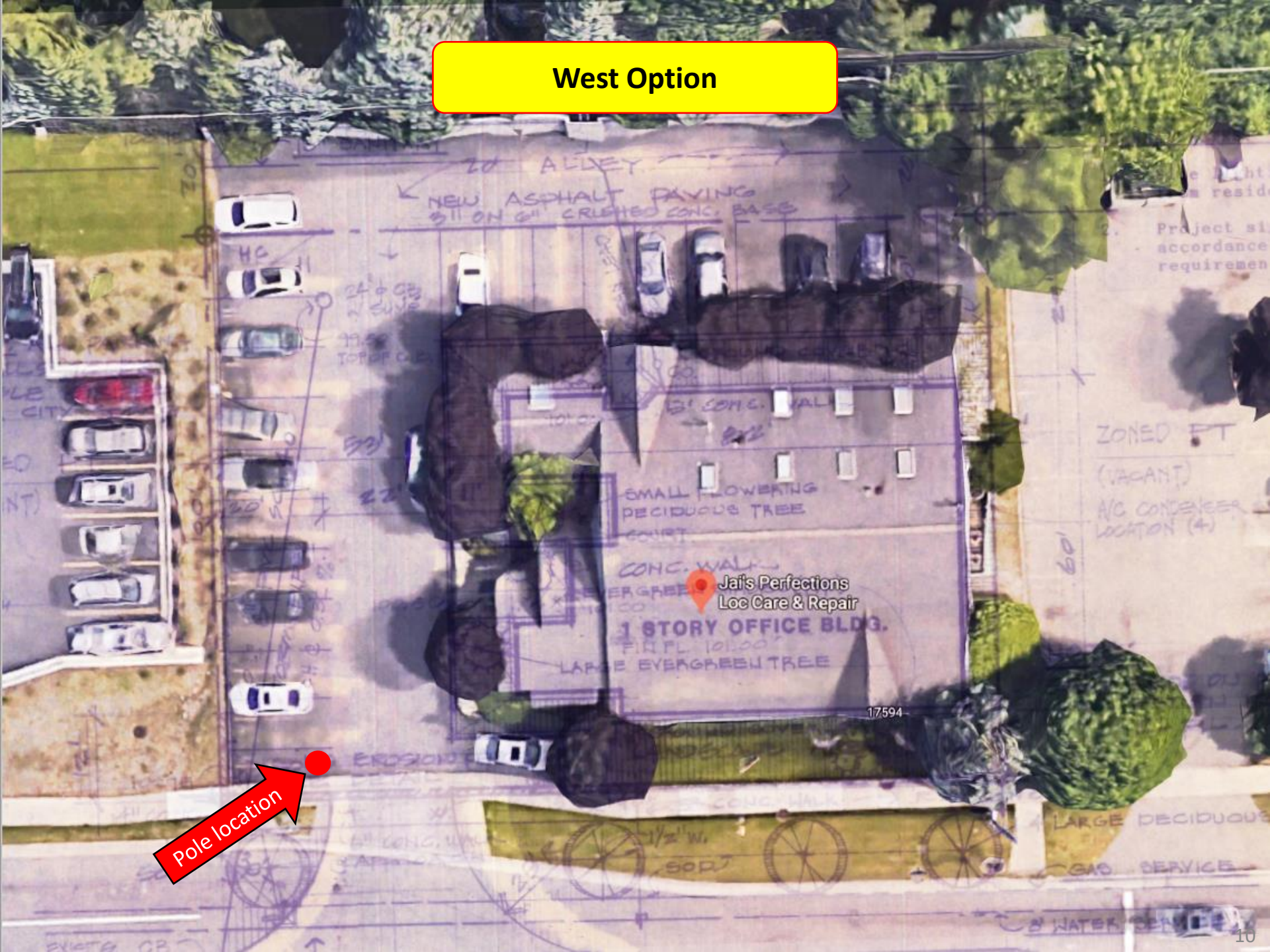


CLIENT: INTERNATIONAL OUTDOOR	JOB NO. 21-160
MICHIGAN SURVEYING, INC.	DATE 07/01/21
20836 Hall Rd., Suite 108	SCALE 1"=30'
Clinton Twp., MI 48038	SHEET 1 OF 1
tel. (734) 542-9088	
www.MichiganSurveying.com	

East Option



West Option

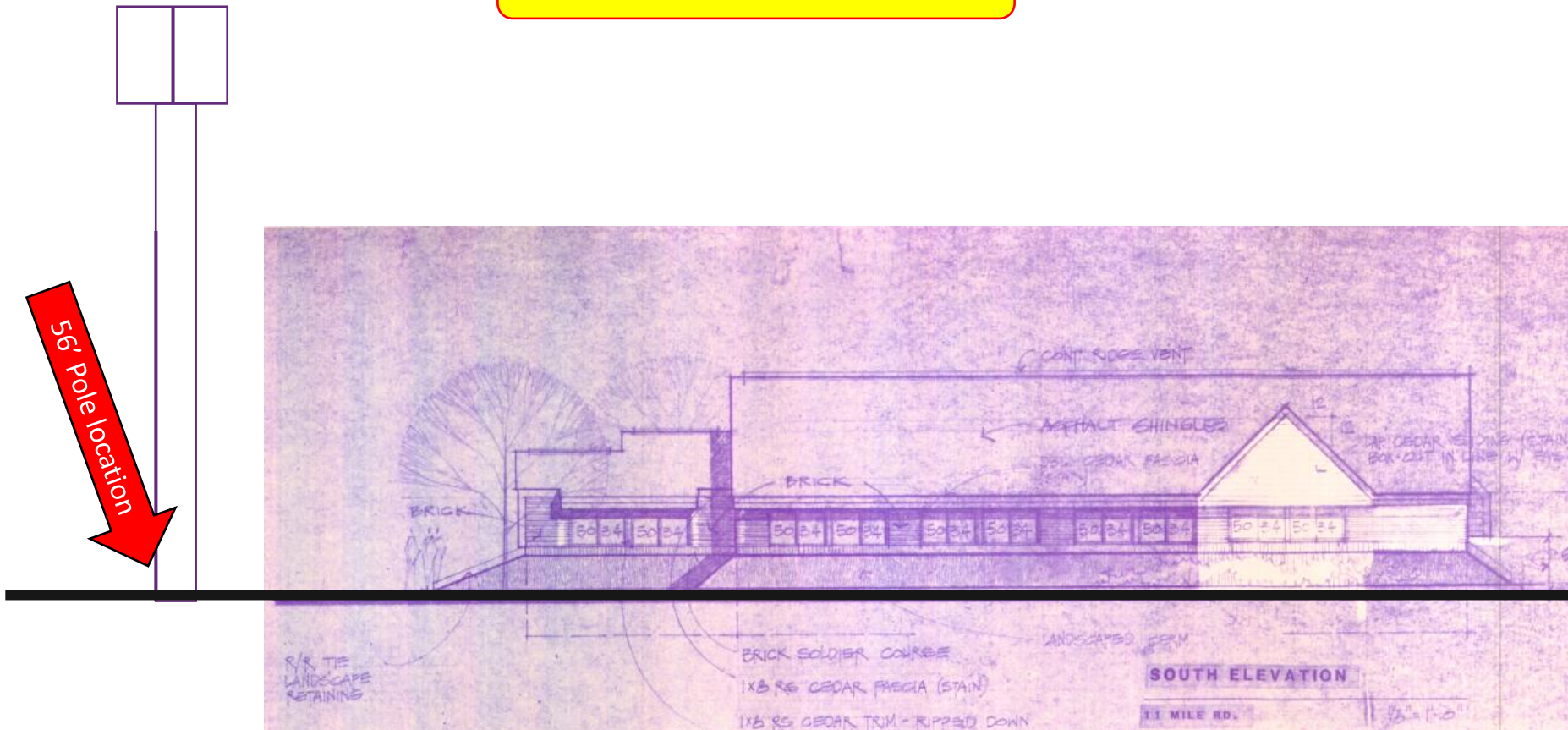


East Option



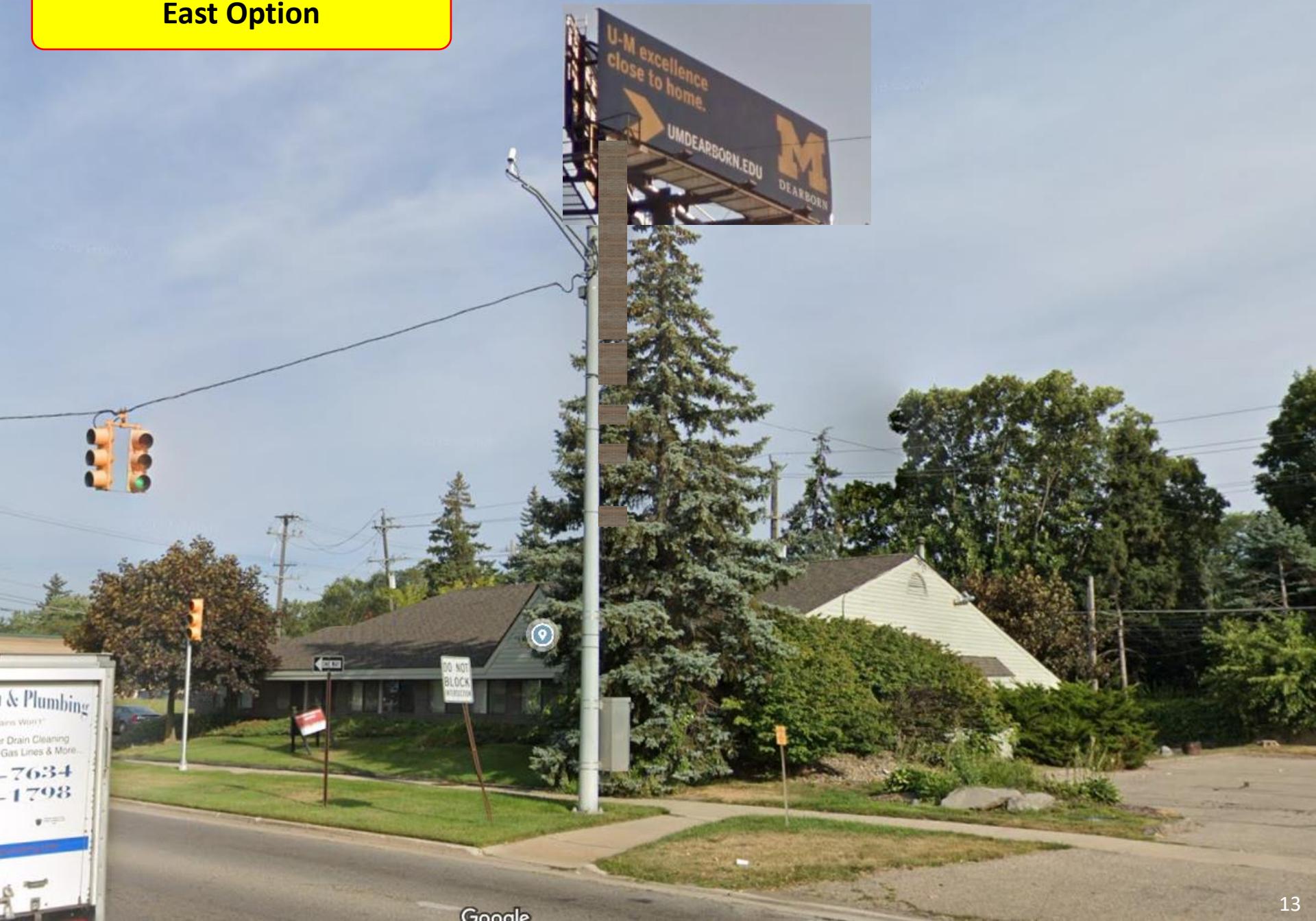
Pole shall have a brick style façade in a like color and design to match the building

West Option

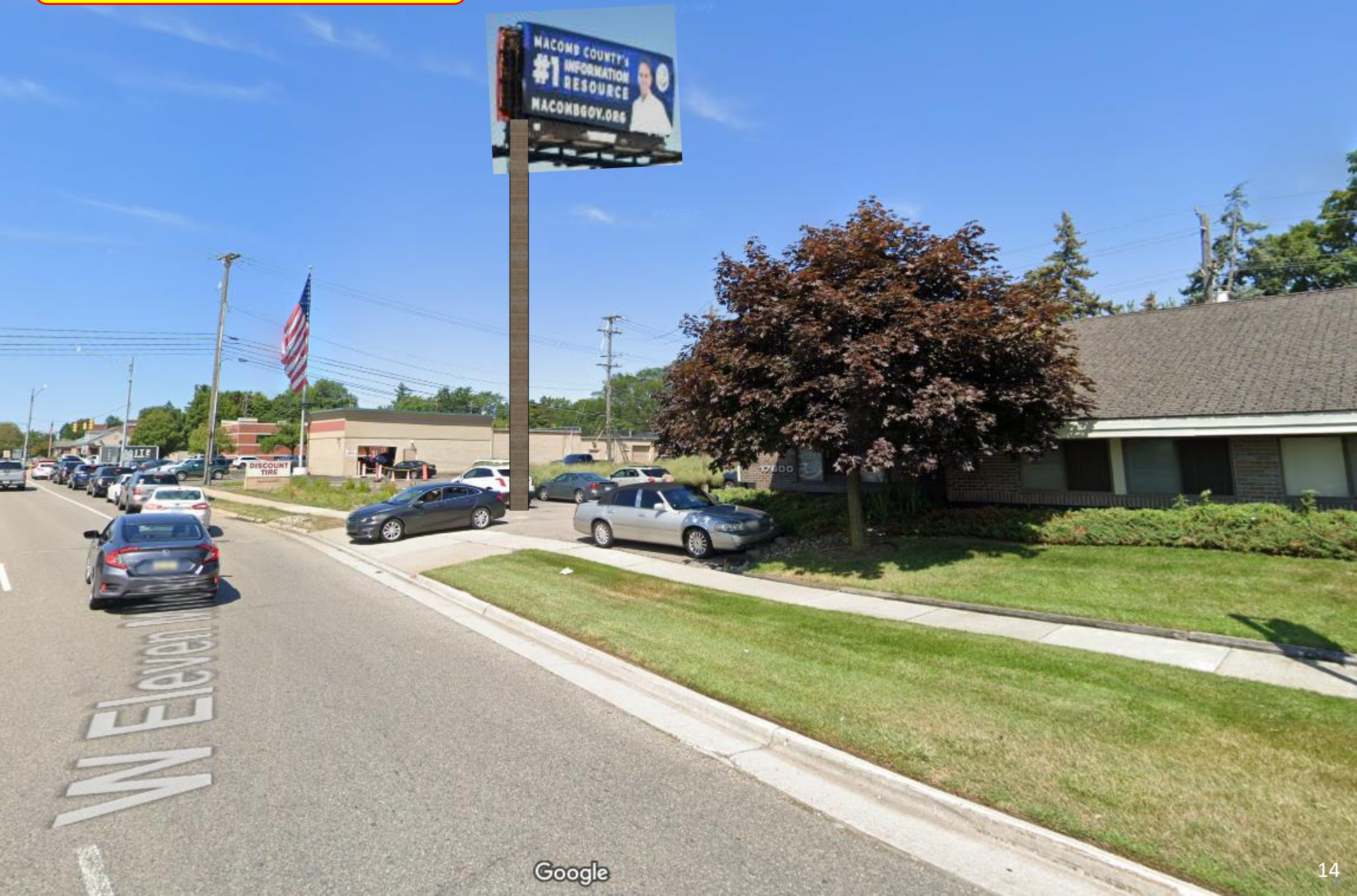


Pole shall have a brick style façade in a like color and design to match the building

East Option



West Option



3.1.9

MX Mixed Use

A. INTENT

The MX Mixed Use district is intended to allow flexibility in the redevelopment of property along Southfield Road, where frontage lots limit the availability of parking and compliance with buildings setbacks. This district will encourage pedestrian-oriented design, and will compliment the Village Center district.

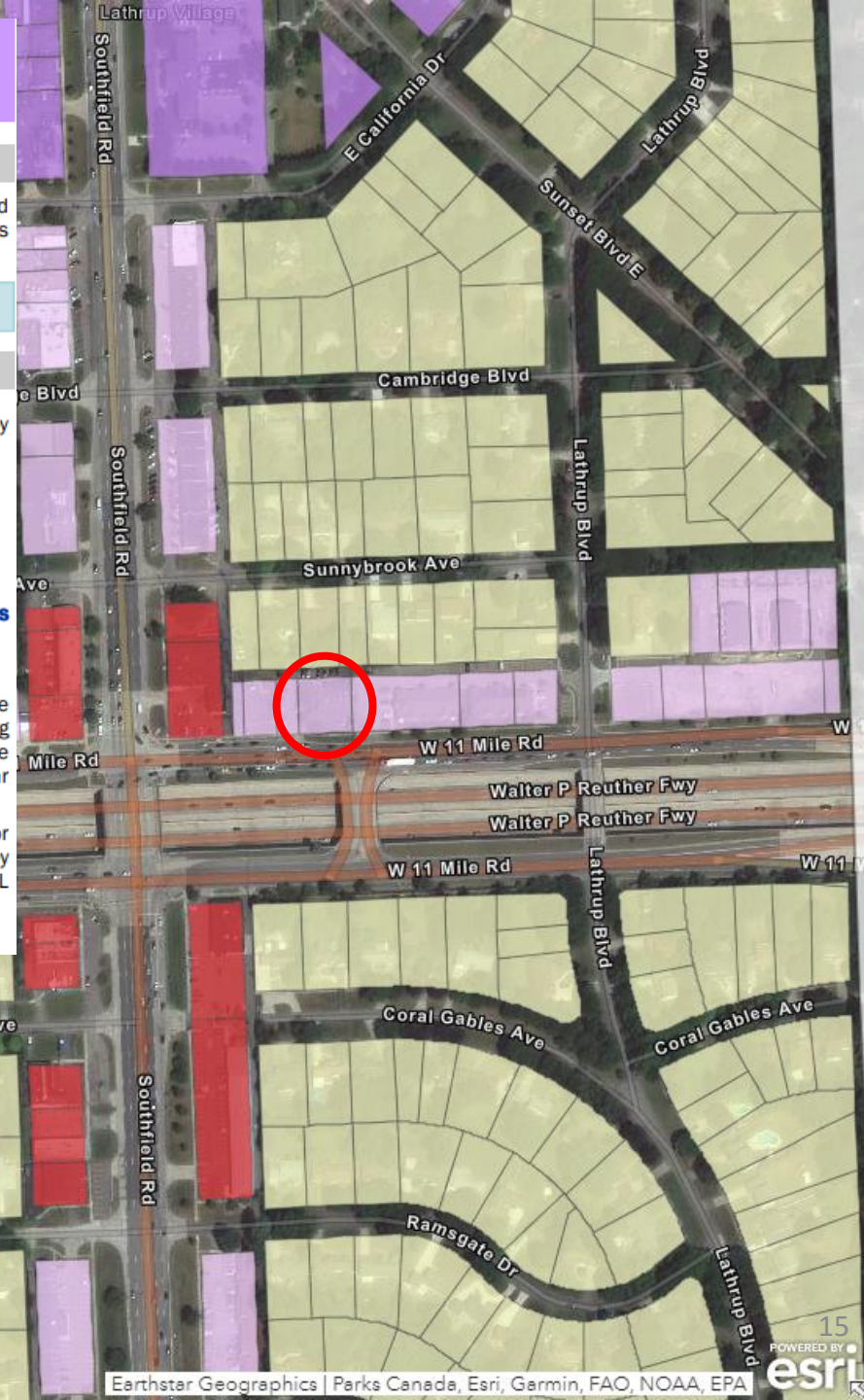
User Note: For uses listed in **bold blue**, refer to Article 4, or click on use, for use-specific standards

B. PRINCIPAL PERMITTED USES

- i. Single-family attached dwellings
- ii. Duplex dwelling units
- iii. Multiple-family dwellings
- iv. Professional and administrative offices [□]
- v. Personal services [□]
- vi. Restaurants
- vii. Health and fitness facilities
- viii. Business service uses [□]
- ix. Banks and other financial institutions
- x. Outdoor cafes
- xi. Retail commercial uses [□]
- xii. Accessory buildings [□] and uses [□] customarily incident to any of the above permitted uses
- xiii. Publicly owned and operated parks and parkways
- xiv. Uses similar to any principal permitted use, as determined by the Planning Commission

C. SPECIAL LAND USES

- i. **Drive-through or Drive-in service** §36-6.2 only when located in the side or rear of a building
- ii. **Public utility substations** §36-4.9
- iii. **Places of worship** §36-6.2
- iv. **Assembly and meeting halls** §36-6.2
- v. **Child care centers** [□] §36-4.15
- vi. **Instruction centers for academic and fine arts purposes** §36-6.2
- vii. **Adult day care centers** [□] §36-4.15
- viii. Uses similar to any special land use in the district, as determined by the Planning Commission, and subject to reasonable conditions to address impacts of similar special land uses.
- ix. Establishments involving the manufacture or sale of any alcoholic beverages regulated by the Michigan Liquor Control Act, MCL 436.1101 et seq.





GRETCHEN WHITMER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF TRANSPORTATION
LANSING

PAUL C. AJEGBA
DIRECTOR

December 4, 2020

International Outdoor, Inc.
Attention: Mr. Greg Miller
28423 Orchard Lake Road
Farmington Hills, MI 48334

Dear Mr. Miller:

Permit Application: 3758 and 3759
WB I-696, west of Southfield Road, Oakland County
Interim Permit 274 and 275

The Michigan Department of Transportation (MDOT) has completed its site inspection. Your application to erect, use, and maintain a commercial sign adjacent to I-696 has been approved (252.306 and 252.307a(4)).

You have one year from the date of MDOT's location approval (December 4, 2020) to construct your sign. Please inform me once construction is complete and provide pictures of the sign as proof. Pursuant to Section 252.307a(9), after construction of a sign structure under an interim permit is complete, the department shall issue an annual renewable permit.

If the sign is not erected within one year, the location approval is deemed expired. Should you still wish to pursue constructing a sign after the location approval has expired, you must submit new applications, meeting all requirements at the time of application.

Should you have any questions, please contact me at staffeldm@michigan.gov or (517) 335-2209.

Sincerely,

Melissa J. Staffeld
Highway Advertising Specialist
Michigan Department of Transportation

Enclosures



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
05/07/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER		CONTACT	
ISU-Great Northern Insurance Agency		NAME: Joanna Dellin	
39850 Van Dyke Ave		PHONE (AC, N, EXT): (248) 856-9000	
		FAX (AC, N): (248) 856-9001	
Sterling Heights		ADDRESS: gmla@4great.com	
INSURED		INSURER(S) AFFORDING COVERAGE	
INTERNATIONAL OUTDOOR INC		INSURER A: EMPLOYERS MUTUAL CASUALTY COMPANY	
28423 ORCHARD LAKE RD STE 200		INSURER B: TRAVELERS IND CO OF AMERICA	
FARMINGTON HILLS		INSURER C:	
		INSURER D:	
		INSURER E:	
		INSURER F:	

COVERAGES

CERTIFICATE NUMBER:

MI 48334-2971

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDITIONAL INSURER (INSR, LTR)	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXP. DATE (MM/DD/YYYY)	LIMITS
<input checked="" type="checkbox"/>	COMMERCIAL GENERAL LIABILITY					EACH OCCURRENCE \$ 1,000,000
<input type="checkbox"/>	CLAIMS MADE <input checked="" type="checkbox"/> OCCUR					DAMAGE TO RENTED PREMISES (Per occurrence) \$ 500,000
<input checked="" type="checkbox"/>	Contractual					MED EXP (Any one person) \$ 10,000
<input checked="" type="checkbox"/>	XCU		6D15580	01/10/2021	01/10/2022	PERSONAL & ADV INJURY \$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:					GENERAL AGGREGATE \$ 2,000,000
<input type="checkbox"/>	POLICY <input checked="" type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC					PRODUCTS - COMP/OP AGG \$ 2,000,000
	OTHER:					COMBINED SINGLE LIMIT (Per accident) \$ 1,000,000
	AUTOMOBILE LIABILITY					BODILY INJURY (Per person) \$
<input type="checkbox"/>	ANY AUTO					BODILY INJURY (Per accident) \$
<input checked="" type="checkbox"/>	OWNED AUTOS ONLY	<input type="checkbox"/>	6E15580	01/10/2021	01/10/2022	PROPERTY DAMAGE (Per accident) \$
<input checked="" type="checkbox"/>	HIRE AUTOS ONLY	<input checked="" type="checkbox"/>				EACH OCCURRENCE \$ 10,000,000
<input checked="" type="checkbox"/>	UMBRELLA LIAB	<input checked="" type="checkbox"/>	6J15580	01/10/2021	01/10/2022	AGGREGATE \$
<input type="checkbox"/>	EXCESS LIAB	<input type="checkbox"/>				PER STATUTE <input type="checkbox"/> OTHER <input type="checkbox"/>
<input checked="" type="checkbox"/>	DED <input checked="" type="checkbox"/> RETENTIONS \$ 10,000					E.L. EACH ACCIDENT \$ 1,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/ MEMBER EXCLUDED? (Mandatory in MI)	Y/N	005F09929A	01/10/2021	01/10/2022	E.L. DISEASE - EA EMPLOYEE \$ 1,000,000
	If yes, describe under DESCRIPTION OF OPERATIONS below	N/A				E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

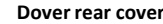
City of Detroit
1301 3rd Street 6th Floor

Detroit

MI 48226

AUTHORIZED REPRESENTATIVE

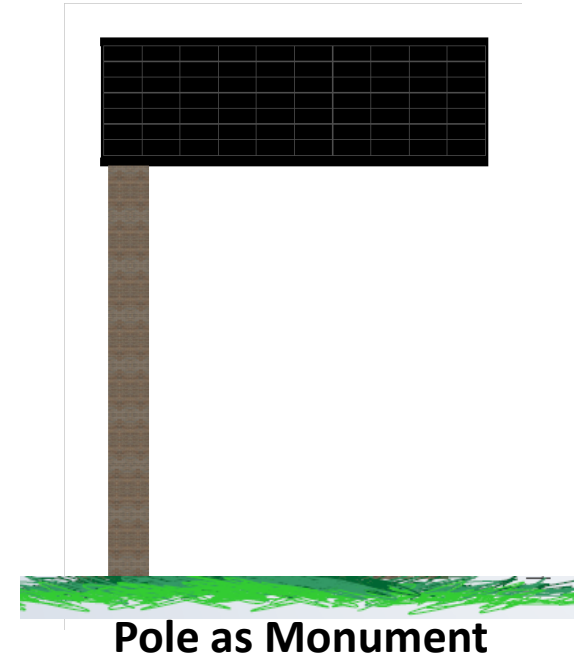
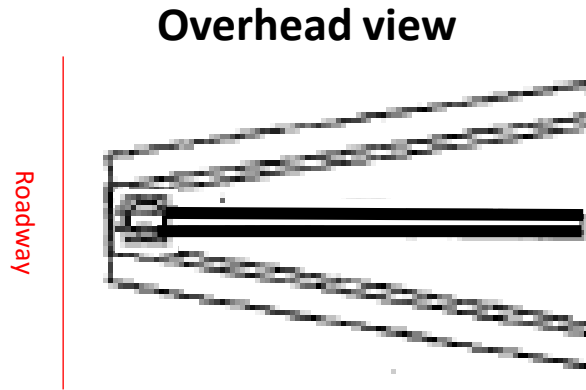
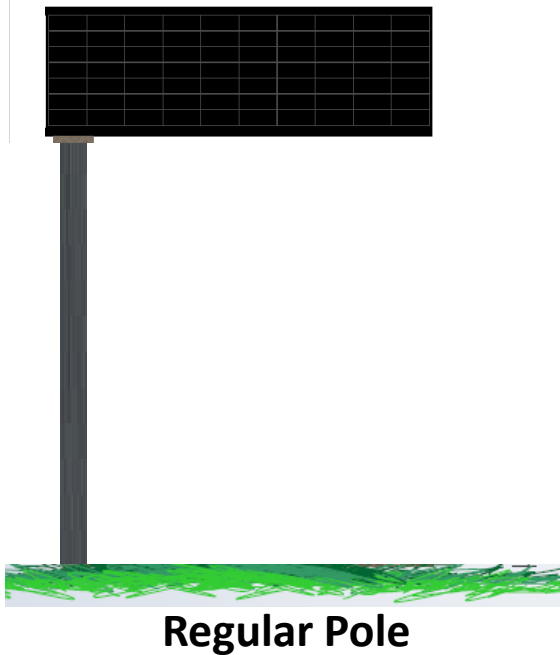
Joanna Dellin



1. STEEL ROLLED "H" BEAM DESIGN: ASTM A992
ALL OTHER STEEL ROLLED SECTIONS ASTM A333
2. PIPE SECTIONS: A.P.I. 5L X52
3. BOLTS: MAXIMUM 1/2" DIAMETER L&L
1/2" DIAMETER LONGER GAGE
5/8" DIAMETER & LONGER, GRADE A325
4. CONCRETE: 3000 PSI @ 28 DAYS
5. HYDROSTATIC TEST PRESSURE: 100%/177°F
6. THIS DESIGN MEETS THE REQUIREMENTS OF THE 2012 INTERNATIONAL BUILDING CODE FOR F115 ALPH. (1.50C GUST) WIND SPEED, AND CATEGORY A AND EXPOSURE "C".
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AWS D1.10/11.10, CATEGORY E-1 TO E-3
8. ALL WELDING TO HAVE SHEAR STUDS
9. POSTDRIVING AND/ OR ASTM A-615 GRADE 60 (REBAR IS NOT REQUIRED IF FREE REINFORCED CONCRETE IS USED)
10. WIND LOADING: EXPOSED SURFACE LOADING
11. DESIGN TO HOLD (2) DIGITAL VANS @ 7,000/PIER



Billboard Sign Styles

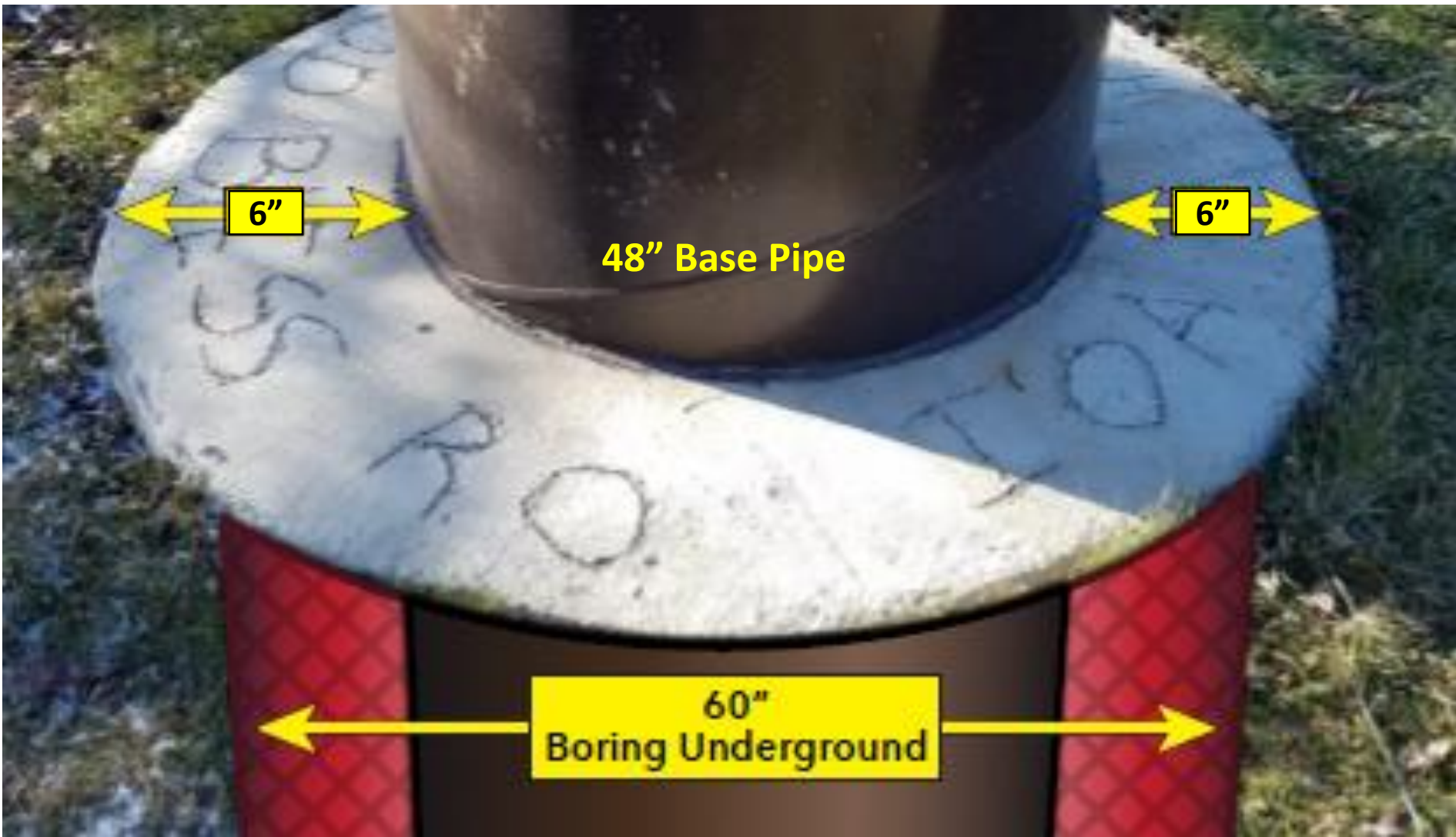


20 foot "V" style structure allows for the angled digital LED's to be focused on drivers allowing for better visibility, less power consumption, less light outside of preferred visibility area.

Section 52-23 General Requirements

A. All signs shall complement the building for which they are serving in terms of color, materials and design.

A Pole as Monument in this sign style is our intent, although the pine tree will block most of the pole from view by travelers along both I-696 and 11 Mile Rd in the **East Option** location. In the **West Option** that would not be the case. We intend to enclose the pole regardless of the location to complement the building for which it is on in terms of color and materials.





DOT study finds digital billboards don't distract drivers

BY KEITH LAING - 01/07/14 02:57 PM EST

Drivers are not distracted by digital billboards alongside roads, according to a study conducted by the Department of Transportation (DOT).

The study, which was released by the Federal Highway Administration (FHA), found that drivers are not any more likely to be distracted by digital billboards than stationary signs.

"On average, the drivers in this study devoted between 73 and 85 percent of their visual attention to the road ahead for both [Commercial Electronic Variable Message Signs] and standard billboards," the study said. "This range is consistent with earlier field research studies. In the present study, the presence of CEVMS did not appear to be related to a decrease in looking toward the road ahead."

The study surveyed drivers in Richmond, Va. and Reading, Pa. and found that the average length of time drivers spent looking at digital billboards was 379 milliseconds, compared to 335 milliseconds for standard signs.

The results were both well below the "currently accepted threshold of 2,000 milliseconds," the study said.

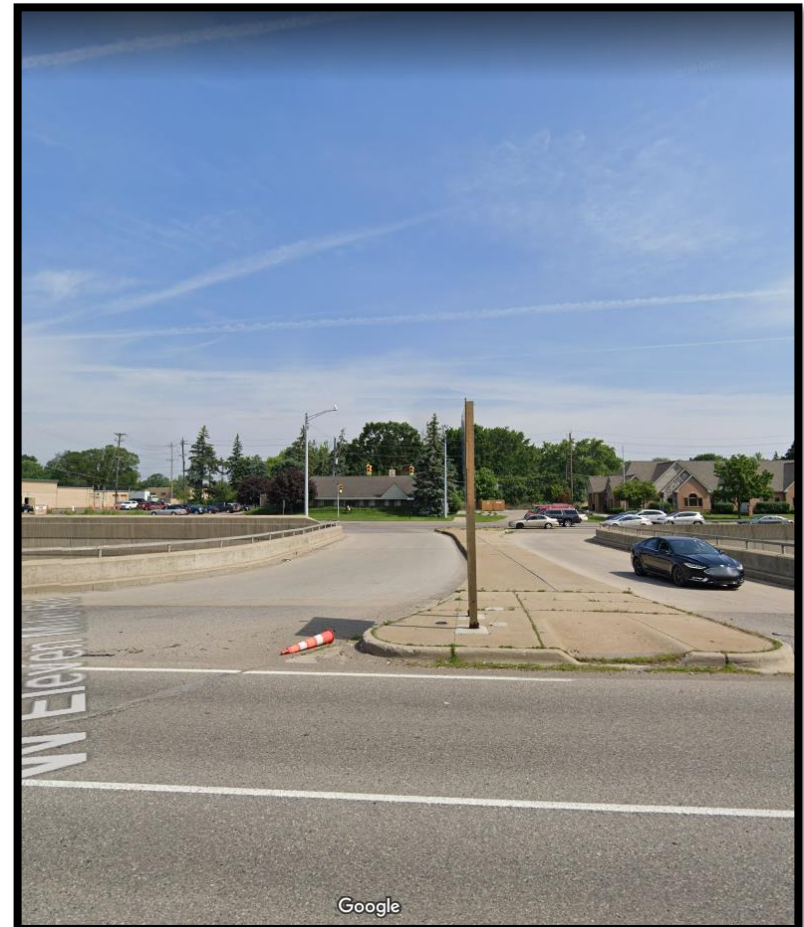
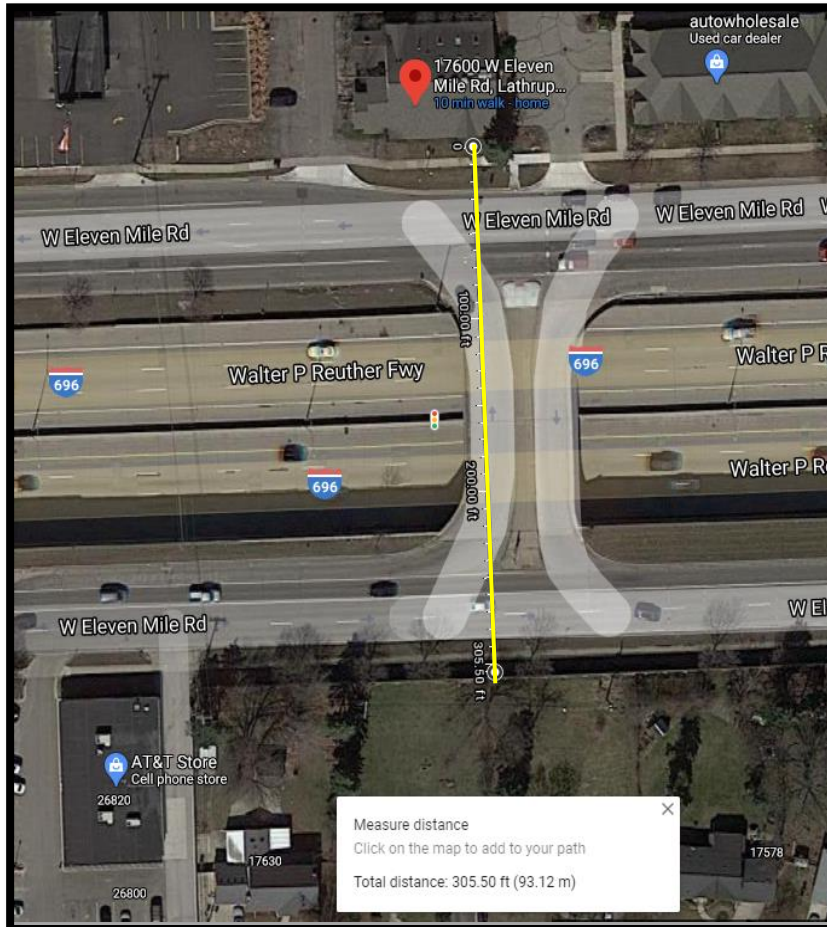
"The results did not provide evidence indicating that CEVMS, as deployed and tested in the two selected cities, were associated with unacceptably long glances away from the road," the study said. "When dwell times longer than the currently accepted threshold of 2,000 [milliseconds] occurred, the road ahead was still in the driver's field of view. This was the case for both CEVMS and standard billboards."

The results were cheered by the Washington, D.C.-based Outdoor Advertising Association of America (OAAA), which has pushed the transportation department to relax its rules regarding digital billboards.

"Studies have long shown that digital billboards do not cause distracted driving," the outdoor advertising agency said in a statement. "The new federal study released on Dec. 30 comes to the same conclusion."



The pole will be facing I-696 and 500 feet from the fence that backs the residential lots on east bound Eleven Mile Rd. With digital technology the board will not be noticed.



Lathrup Village, Michigan Application for Zoning Appeal



City of Lathrup Village
Zoning Board of Appeals
27400 Southfield Road
Lathrup Village, MI 48076

Phone: (248) 557-2600
Fax: (248) 557-2602

A HERITAGE OF GOOD LIVING

Office Use Only

Date Submitted: _____
ZBA Review #: _____
Fee Paid: _____
Hearing Date: _____

Application for Zoning Appeal

Subject Property Address: 17600 E 11 Mile Rd, Lathrup Village, MI 48076

Subject Property Parcel Number: 40-24-13-359-062

Property Zoning: MX - Mixed Use

Applicant Information

Name: International Outdoor, Inc.

Address: 28423 Orchard Lake Rd, Ste 200, Farmington Hills State: MI Zip Code: 48334

Phone Number: 248-489-8989 Fax: 248-489-8990

Email Address: gregm@iobillboard.com

Interest in Property: Easement

Property Owner Information

Name: S & J Faith Investments LLC

Address: 17600 W Eleven Mile Rd, Lathrup Village State: MI Zip Code: 48076

Phone Number: 586-698-9050 Fax: _____

Email Address: jwagner@precisebilling.net

Variance Information (Attach Additional Pages as Necessary)

1) Section: 52-28	Variance Description: Off Premises signs prohibited
2) Section: 52-23	Variance Description: Roof signs are prohibited
3) Section: 52-28	Variance Description: Pole signs are prohibited

Please State the Reason for Requesting an Ordinance Variance: Denied by city for a sign.

Further Variance Information: (4) Section: 52-24 Variance Description: Maximum sign size of sign 40 sq. ft.

(5) Section: 52-24 Variance Description: Maximum sign height 5 feet. (6) Section: 52-24 Variance Description: one sign per parcel. (6) Section: 52-24 Variance Description: Minimum 10-foot front and side yard setback

Required Items

Prior to 30 Days before next scheduled regular meeting of the Zoning Board of Appeals the applicant is required to file 3 copies of plans containing the following items with the Clerk's Office:

- ☒ Application fee
- ☒ Actual shape and dimensions of the lot, Drawn to Scale
- ☒ The location and dimensions of all existing structures and the location and dimensions of the proposed change (i.e. new structure of alteration of existing one).
- ☒ Existing and intended use for each building or part thereof.
- ☒ Statement of practical difficulties that prevent conformities with the Ordinance Requirements
- ☒ Description of any unique circumstances regarding the property (i.e. parcel shape, location, building, etc)

Application for Zoning Appeal

The Zoning Board of Appeals has the responsibility for making the decision to approve or deny your appeal. Information such as photographs, evidence that you have discussed your appeal with your neighbors, detailed plans, examples of the type of building, structure or the like will provide a better basis for review and understanding of your appeal. Failure to provide adequate specifics and details will result in a refusal by the City staff to accept your application and delay your appearance before the Zoning Board of Appeals.

Standards Used by the Zoning Board of Appeals for Granting Variances

The Zoning Board of Appeals will use the following standards for granting variances. The Applicant is encourage to review Article 7.0 of the Zoning Ordinance prior to appearing before the Board.

Article 7.0, Section 7.7(14) Deviations and Standards

- a) Because of the particular physical surroundings, shape, or topographical conditions of the specific property involved, a particular hardship will result to the applicant if the strict letter of the regulations are carried out. Mere the factual circumstances upon which an application for a deviation is based are unique to the property for which the deviation is sought, and are not applicable to the City generally, or to other property within the same zoning classification.
- c) Any alleged practical difficulty or unnecessary hardship caused by this ordinance has not been created by a persons presently or previously having an interest in the property.
- d) The proposed deviation will not adversely affect the purpose or objectives of this ordinance, nor impair the adequate supply of light and air to adjacent property nor diminish the marketable value of adjacent lands and buildings, nor increase the congestion in public streets.
- e) The proposed deviation will not otherwise impair the public health, safety, comfort, and general welfare.
- f) The benefit to the applicant will be real and substantial and any detriment to the neighboring property owners and occupants or the community at large is not substantial or is illusory. Benefits and detriments shall be determined in relation to the factors which impair the value and use of properties as related in (d) and (e), above.
- g) The applicant is both willing and able to provide additional amenities beyond those minimally required by this ordinance and/or restrict the use of the property beyond those limitations placed on the property by this ordinance so that the fair market value of neighboring properties will be enhanced beyond the values which would accrue to them if the property were developed and used in strict conformity with the ordinance.
- h) The same or a substantially similar request shall not have been presented to the Council in the form of a petition for a zoning amendment and been expressly denied and rejected after a public hearing.
- i) Any special criteria listed for specific deviations elsewhere in this ordinance.

Verbatim Minutes

If any party desires that a verbatim record be kept, \$200.00 shall be paid by the requesting party before the evidentiary portion of the hearing commences. The city shall refund such amount of the fee paid as exceeds the city's actual costs when the proceedings have been completed.

Owner's Affidavit


The undersigned being duly sworn, deposes and says that the foregoing statements and answers herein contained and supporting information and data are in all respects true and correct to the best of the Owner's knowledge and belief.

Signature:		Date:	8/26/2021
Subscribed and sworn to before me this:	26 th	Day of	August, 2021
Notary Public Name:	Gregory Thomas Miller	County of:	Oakland

With Commission to expire on: 12-19-2025

Applicant Signature

I/We do hereby swear that the above stated information is accurate and complete.

Name:	LARRY Z. "KID" APPIN - International Outdoor, Inc.	Date:	8-26-21
Signature:			

Lathrup Village, Michigan

Application for Zoning Appeal

Statement of practical difficulties

Statement of practical difficulties that prevent conformities with the Ordinance Requirements:

We are seeking variances to permit an off-premises sign:

- 1) Section 52-28 The ordinance does not permit billboards / “off premises” signs. We are requesting a use variance to permit an off-premises sign.
- 2) Section 52-28 The ordinance does not permit pole signs. We are requesting a variance to permit a pole sign covered in a brick-like facade.
- 3) Section 52-28 The ordinance does not permit signs over the roof of a building or structure. In our East Option we are requesting a variance to permit a sign over the roof of the building.
- 4) Section 52-24 The ordinance does not permit signs in excess of 40 sq ft per side. We are requesting a variance to permit an industry standard 672 square foot digital sign face per side.
- 5) Section 52-24 The ordinance does not permit signs over 5 feet from the ground level to top of sign that are not attached to a building wall. We are requesting a variance to permit a 70-foot sign (sign will be 14 feet and the pole will be 56 feet).
- 6) Section 52-24 The ordinance requires a minimum 10-foot front and side yard setback. We are requesting a front yard setback of 2 feet and a side yard setback of 0 feet from the property line.
- 7) Section 52 The ordinance does not address billboard signs so there are no specifications for sign dimensions, size, height, setback, etc. For this reason, we cannot request a variance for something undefined.

Lathrup Village, Michigan

Application for Zoning Appeal

Article 7.0, Section 7.7(14) Deviations and Standards

- a) Because of the particular physical surroundings, shape, or topographical conditions of the specific property involved, a particular hardship will result to the applicant if the strict letter of the regulations are carried out.
Not Applicable
- b) The factual circumstances upon which an application for a deviation is based are unique to the property for which the deviation is sought, and are not applicable to the City generally, or to other property within the same zoning classification.
Not Applicable
- c) Any alleged practical difficulty or unnecessary hardship caused by this ordinance has not been created by an persons presently or previously having an interest in the property.
This statement is true.
- d) The proposed deviation will not adversely affect the purpose or objectives of this ordinance, nor impair the adequate supply of light and air to adjacent property nor diminish the marketable value of adjacent lands and buildings, nor increase the congestion in public streets.
This statement is true.

Lathrup Village, Michigan

Application for Zoning Appeal

Article 7.0, Section 7.7(14) Deviations and Standards

- e) The proposed deviations will not otherwise impair the public health, safety, comfort, and general welfare.

This statement is true. Permitting an off-premises sign at this location will not impair the public health, safety, comfort or general welfare. If anything, they will improve the community by providing an outlet to advertise local businesses and services and community notices and alerts.

- The standard height for off-premises signs on Michigan Interstates is 70 feet. We received locational approval from MDOT for the location, size, height, and orientation of the sign. (See page 16)**
- The 70-foot height request will promote advance visibility for the drivers and allowing them to keep their eyes to the road. The height will also allow for viewing from the eastbound traffic on I-696 under the East bound 11 Mile Road bridge and West bound 11 Mile cross-over bridge and still be above existing trees. The traffic volumes, traffic speeds, geographic and topographic conditions of the area make this an ideal location for a digital sign. (See pages 38-41)**
- Most of the signs along I-696 are at least 60-80 feet from grade to top of sign and are between 10 and 130 feet from the traveled right-of-way. (See pages 45 – 52)**
- No part of the sign will have moving parts. It will incorporate industry leading advanced digital technology and sign manufacturing with remote communication access and the best-in-class directional LED self-enclosed lighting available. Although we can have up to 8 messages, the message does not change more than eight times per day.**

Lathrup Village, Michigan

Application for Zoning Appeal

Article 7.0, Section 7.7(14) Deviations and Standards

- The digital sign will also integrate superior structural technology with a 20-foot V-shape orientation making only one side visible to proceeding traffic and angled toward commuters.
- The sign will be powered by underground wiring from the electrical source to the sign.
- We will maintain unobstructed access to our digital sign structure. Disturbance to vegetation will be minimal, if any.
- No part of the sign will have moving parts. It will be the latest in advanced digital technology and in sign manufacturing, all steel with remote communication access and the best-in-class LED self-enclosed lighting available.
- There are many challenges for business on Southfield Rd and Eleven Mile in Lathrup Village. Travelers on I-696 have desirable demographics to complement those businesses. A digital billboard with the ability to provide local advertising and community messaging would be a huge plus to the area.

Lathrup Village, Michigan

Application for Zoning Appeal

Article 7.0, Section 7.7(14) Deviations and Standards

- f) The benefit to the applicant will be real and substantial and any detriment to the neighboring property owners and occupants or the community at large is not substantial or is illusory. Benefits and detriments shall be determined in relation to the factors which impair the value and use of properties as related in (d) and (e), above.

This statement is true.

- **MDOT approved the location, height and setbacks for an off-premises digital advertising sign. (See page 16)**
- **The many overpasses, where the sign is planned, are a minimum of 40+ feet requiring any proposed off-premises digital advertising sign to be at a height of 70' (an industry standard height along freeways) in order to be visible. (see pages 34 – 38)**
- **This area of I-696 is 125 feet wide with the median and roughly 40 feet deep with a speed limit of 70 miles per hour (mph). According to MDOT, a billboard is permitted a 5-second viewing cone at 70 mph that equates to 513 feet. At any height less than 70' the many overpasses would block the view in either direction for the entire 5 second viewing period. At an approximate 500 feet from any residence, directed at I-696, these signs will not project any light into residential areas. (see pages 55 - 62).**
- **The MDOT right-of-way and W. Eleven Mile Rd setback combined place the sign approximately 105 feet. Having the sign at 70 feet will put the sign in the natural line of sight of the motorist and prevent drivers from taking their eyes off what is in front of them.**

Lathrup Village, Michigan

Application for Zoning Appeal

Article 7.0, Section 7.7(14) Deviations and Standards

- **International Outdoor, Inc. is asking for building permits and wants the City of Lathrup Village to recognize the genuine hardships and unique circumstances that exist regarding the ordinance and the property. All other off-premises signs along I-696 are on properties having other primary uses and buildings on the subject property. International Outdoor is looking for a competitive fair playing field and wants to be a MARKETING PARTNER with The City of Lathrup Village.**
 - **Our company policy does not permit lewd or lascivious content.**
- g) The applicant is both willing and able to provide additional amenities beyond those minimally required by this ordinance restrict property beyond placed the property by this restrict property placed the property so that the fair market value of neighboring properties will be enhanced beyond the values which would accrue to them if the property were developed and used in strict conformity with the ordinance.
- Not applicable.**

Lathrup Village, Michigan

Application for Zoning Appeal

Article 7.0, Section 7.7(14) Deviations and Standards

- h) The same or a substantially similar request shall not have been presented to the Council in the form of a petition for a zoning amendment and been expressly denied and rejected after a public hearing.

This statement is true. We have not made any similar requests to the city.

- i) Any special criteria listed for specific deviations elsewhere in this ordinance.

None that we are aware of.

Eastbound I-696
at Southfield Rd



Eastbound I-696 east
of Southfield Rd

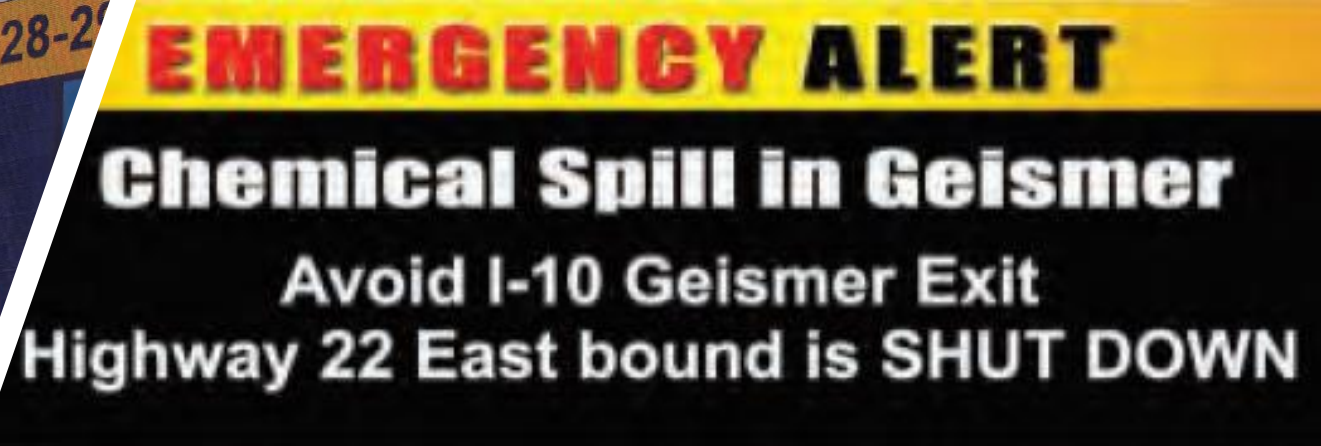


Westbound I-696 east of
the turn lane overpass



Walter P. Reuther





Amber Alerts & Emergency Response Alerts

The State Police may access a digital display advanced technology sign to place emergency alert messages and Amber Alerts.



Crime Stoppers



**SGT. SMITH WAS
KILLED BY A
HIT-AND-RUN
DRIVER AT HINES RD.
IN WESTLAND
ON AUGUST 14TH, 2018**

SGT. LEE SMITH



**SUSPECTED
VEHICLE**

**IF YOUR TIP
LEADS TO AN
ARREST,
YOU CAN EARN A
CASH REWARD
UP TO
\$15,000!**



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UP TO
\$15,000!**

CAPTURED

Public Service Messages

*Doctors, Nurses, Caregivers, Staff,
1st Responders...*

Thank you

for going above and beyond



INTERNATIONAL
OUTDOOR

Thank you caregivers
for your compassion
and resilience.

#YouAreRemarkable



Cashing in on COVID-19 is **ILLEGAL**
REPORT PRICE-GOUGING

– Attorney General Dana Nessel

michigan.gov/agcomplaints

Thank you to all medical
and other essential workers.

xfinity

Admire. Embrace. Cherish.

Thank you to all essential
workers taking care of us.

We are grateful!



– CORONAVIRUS INFO –
OAKGOV.COM

**THANK YOU TO OUR
AMAZING ASSOCIATES**
For everything you do! ❤️



CORONAVIRUS HELP HOTLINE
(248) 858-1000



Public Service Boards

BULLYING IS NO JOKE **Royal Oak** MUSIC THEATRE **TICKETS** ROMTLIVE.COM
AN EVENING OF COMEDY IN SUPPORT OF ANTI-BULLYING **JAN 16 7PM** **18+ MATURE CONTENT** **JB SMOOVE**

DONATE YOUR CAR **DIRECTLY TO A VETERAN** **VETS RETURNING HOME • 1-833-VET-RIDE**

"I Gave My Sole for Parkinson's" Walk ParkinsonsMI.org
MICHIGAN PARKINSON FOUNDATION™ **May 19, 2018**

UFAM RALLY 2018 **May 17 | 10am-4pm**
Lansing, MI @ The Capital Building ufamichigan.org
Supported by Brighton Center For Recovery

Kidney disease doesn't define me.
National Kidney Foundation® of Michigan

DON'T CATCH & DRIVE

START A TEAM **WALK TO END ALZHEIMER'S** **October 1** **Comerica Park**
ACT.ALZ.ORG/DETROIT

BENEFIT VIII **Tune In: BenefitVIII.org**
LIGHT UP THE NIGHT TO END NF **Auctions:**
Nov 21 • 6PM **TEXT "NFF" to 243725**



Public Service Boards

OUR HEARTS ARE WITH HOUSTON
GHCF.ORG
Greater Houston Community Foundation **Please Donate**

SMASH SUICIDE
Join or Donate at
www.EMIYWORLD.com
Boys NEED our Encouragement!
GOOD FATHERS ONLY

MICHIGAN STANDS WITH ORLANDO
Our thoughts & prayers are with you

IT'S OKAY... TO NOT BE OKAY
Here to Talk. Here to Help. **800-241-4949**
DWIHN

Make A Difference **DONATE TODAY**
HelpMIDLAND.org
#RELIEFMIDLAND

JOB FAIR & SKILL EXPO
FREE EVENT • LUNCH INCLUDED • SEMINARS & JOB PLACEMENT
(313) 872-2900 **APRIL 13**
8904 WOODWARD AVE. **9AM - 3PM**

Women's Health Care Classic
24th Annual
TAKE A SWING AT BREAST CANCER
June 13
oakwood.org/foundation
Beaumont HEALTH

CONGRATULATIONS
Raphael "Ray" Washington
Wayne County Sheriff



Public Service Boards

Rest in peace, love you
and miss you Sheriff

- Family, Friends, Sheriffs, and Residents



Benny N. Napolean



////// **MISSING** ////

DANIELLE STISLICKI

MISSING FROM HER HOME IN FARMINGTON HILLS

CALL FHPD 248.871.2610

AGE: 28
\$125,000
REWARD



A Hero Remembered...Never Dies

SERGEANT
KEN "SHARK" STEIL

Detroit Police Department
End of Watch: 09-17-2016



Ring in the **New Year**
with a **Bell** not a **Bang**



In Memory of
Officer Glenn Doss, Jr.
YOU WILL BE MISSED, GOD BLESS.

Detroit Police Department | End of Watch 1/28/2018



REMEMBER & HONOR
HAPPY MEMORIAL DAY

 **INTERNATIONAL OUTDOOR**



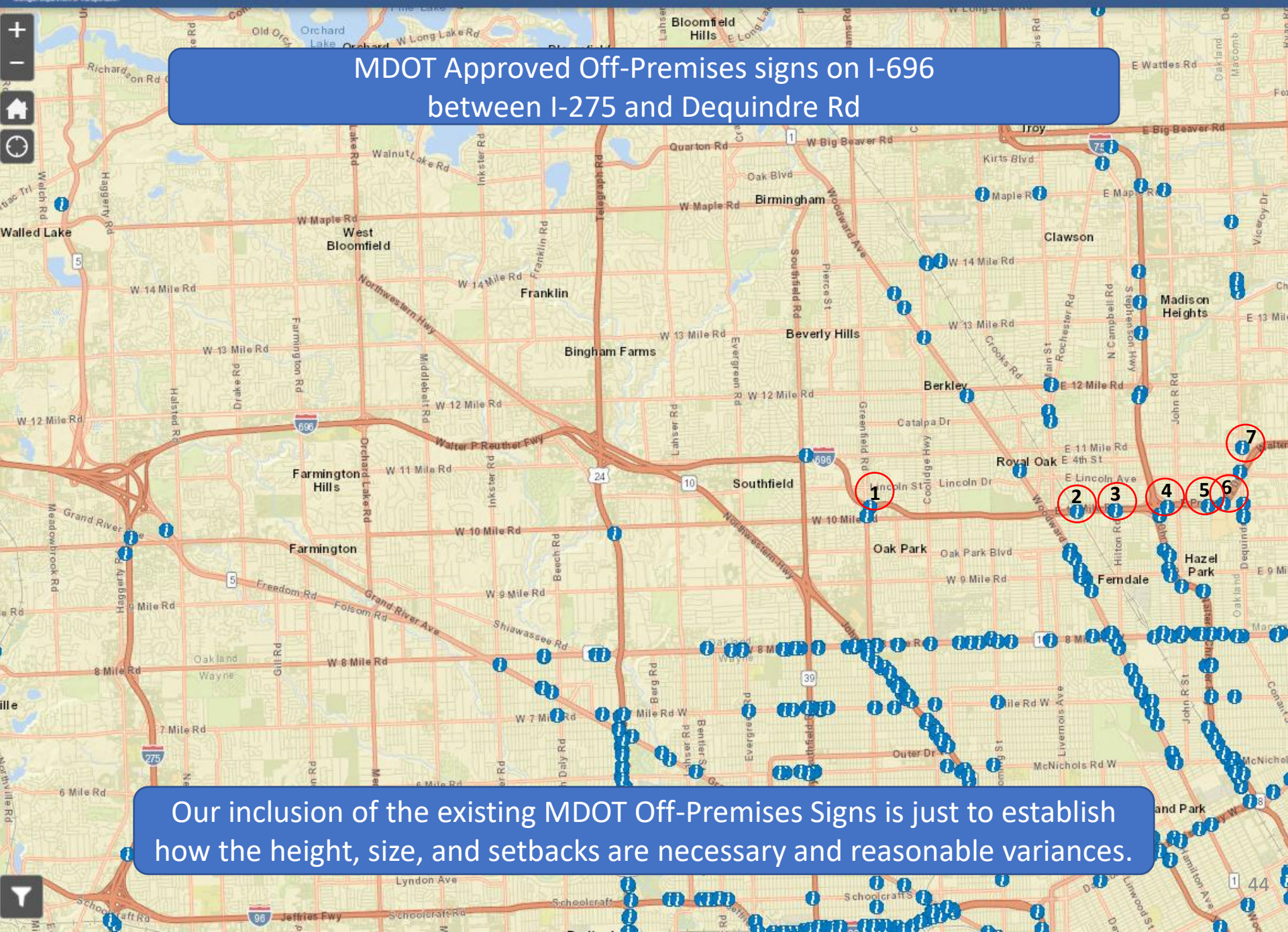
In Memory of
Officer Rasheen McClain
YOU WILL BE MISSED, GOD BLESS

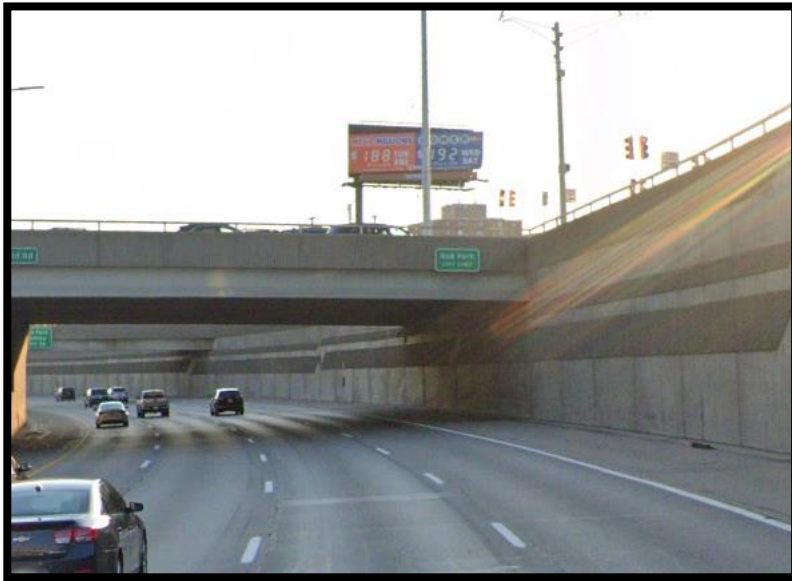
Detroit Police Department | End of Watch 11/20/2019



VETERANS DAY
CELEBRATING THOSE WHO SERVED

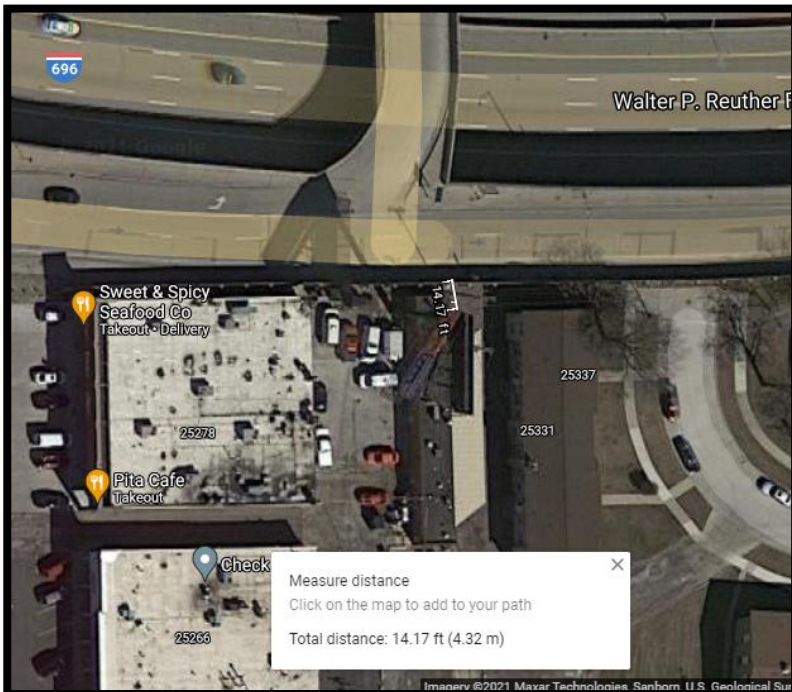
MDOT Approved Off-Premises signs on I-696 between I-275 and Dequindre Rd

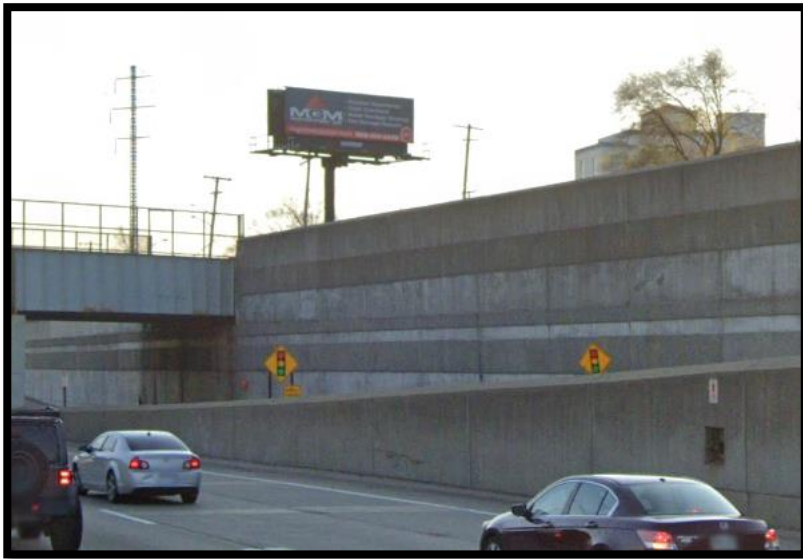




Example Sign #1

- The south side of I-696 approx. 290 feet east of Greenfield Rd
- 14' x 48' = 672 square feet
- **2-sided Static with remote changeable copy on one side**
- 70' tall
- Owner: Outfront
- **Distance from Traveled Edge of Road: 15 feet**
- **All measurements are estimates from MDOT & Google**

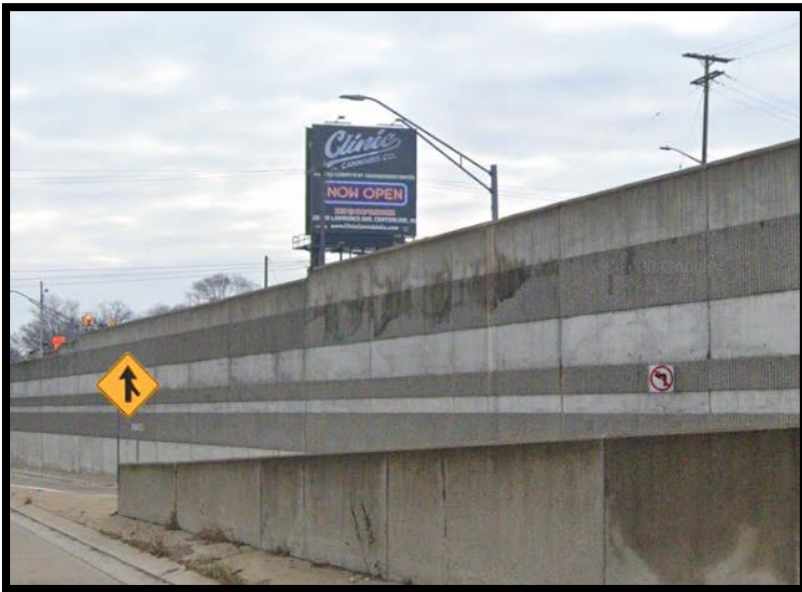




Example Sign #2

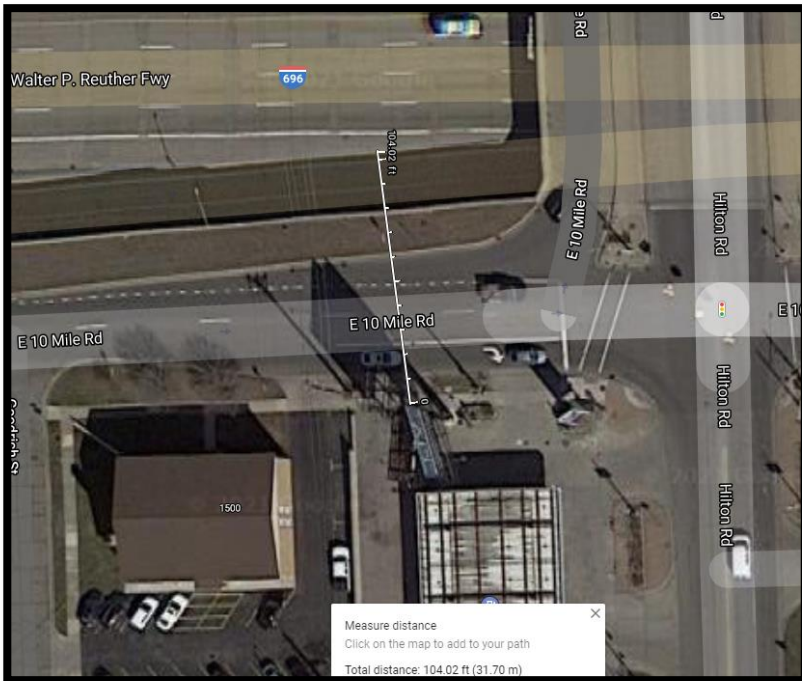
- The south side of I-696 on the railroad tracks between Main St and Bermuda St in Royal Oak.
- 14' x 48' = 672 square feet
- **2-sided Static**
- 70' tall
- Owner: Outfront
- **Distance from Traveled Edge of Road: 35 feet**
- **All measurements are estimates from MDOT & Google**





Example Sign #3

- The south side of I-696 approx. 90 feet west of Hilton Ave.
- 40' x 30' = 1,200 square feet
- **2-sided Static**
- 70' tall
- Owner: Five Star Outdoor Media
- **Distance from Traveled Edge of Road: 100 feet**
- **All measurements are estimates from MDOT & Google**





Example Sign #4

- The south side of I-696 approx. 790 feet west of John R Rd
- 14' x 48' = 672 square feet
- **2-sided Digital**
- 70' tall
- Owner: Outfront
- **Distance from Traveled Edge of Road: 79 feet**
- All measurements are estimates from MDOT & Google





Example Sign #5

- The south side of I-696 approx. 74 feet west of Couzens Ave.
- 14' x 48' = 672 square feet
- **1-side Digital**, 1-side Static
- 70' tall
- Owner: Lamar
- **Distance from Traveled Edge of Road: 150 feet**
- All measurements are estimates from MDOT & Google

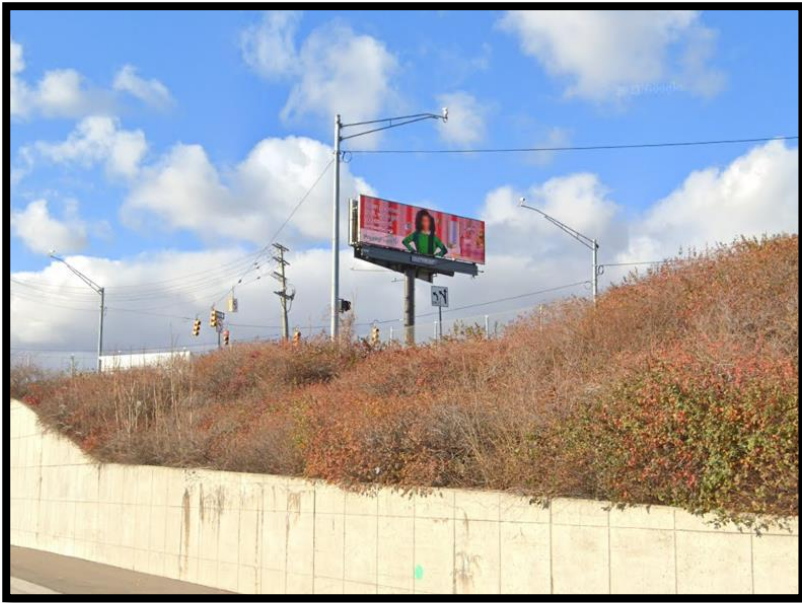




Example Sign #6

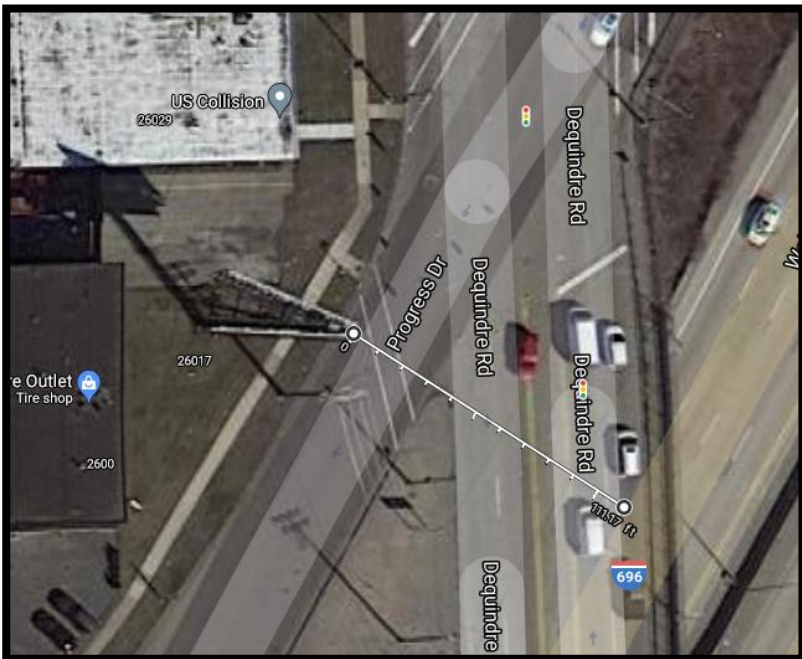
- The south side of I-696 approx. 50 feet east of I-696 Service Dr.
- 14' x 48' = 672 square feet
- 2-sided Static
- 70' tall
- Owner: Lamar
- **Distance from Traveled Edge of Road: 140 feet**
- **All measurements are estimates from MDOT & Google**





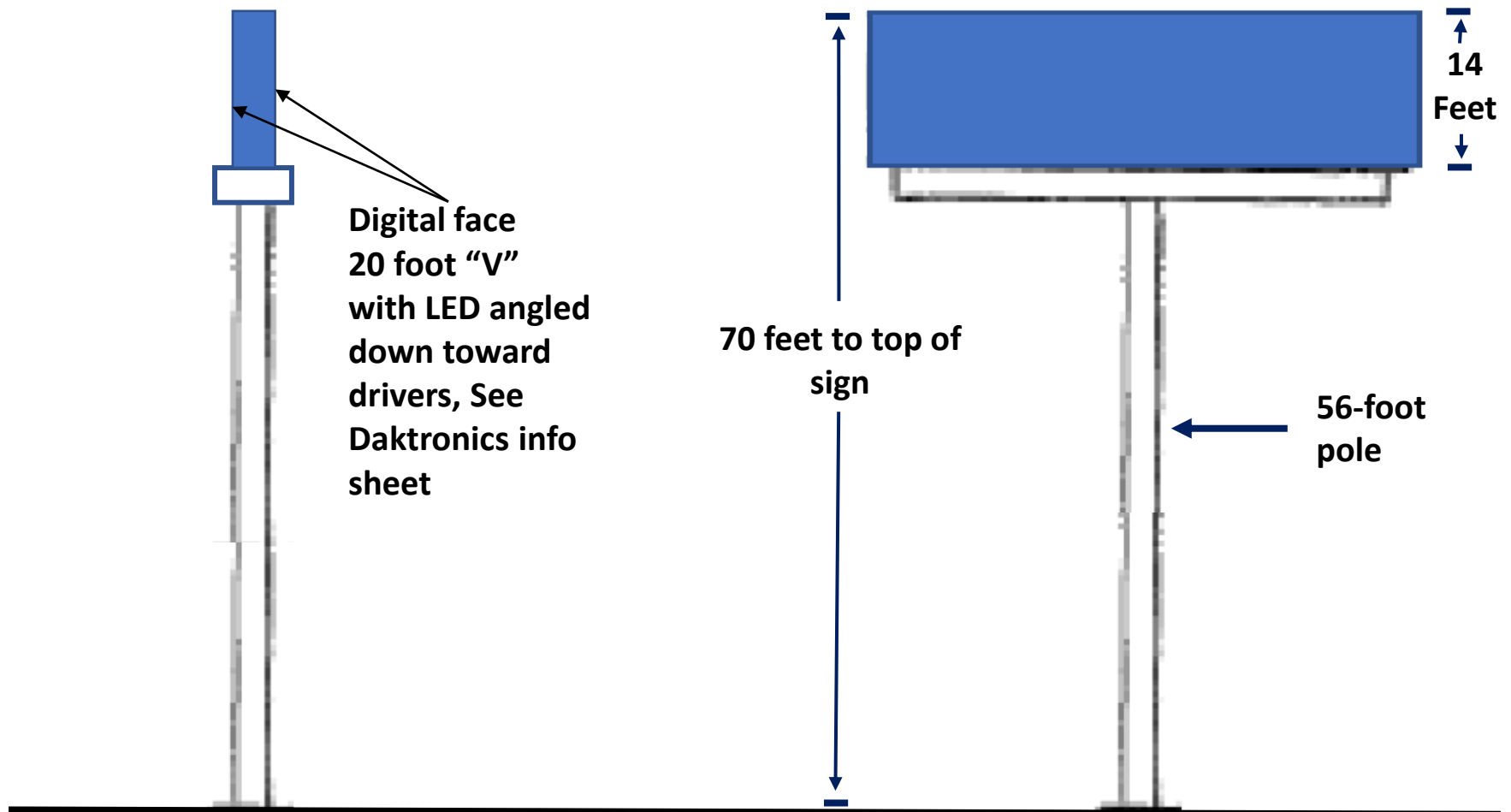
Example Sign #7

- The north side of I-696 approx. 1 foot west of Progressive Dr and 30 feet west of Dequindre.
- 14' x 48' = 672 square feet
- **2-sided Digital**
- 70' tall
- Owner: International Outdoor, Inc.
- **Distance from Traveled Edge of Road: 150 feet**
- All measurements are estimates from MDOT & Google



Lighting

Lighting is often a concern not always addressed. We want you to know that we will be using the newest in technology and remote communications for our proposed advanced digital display signs.



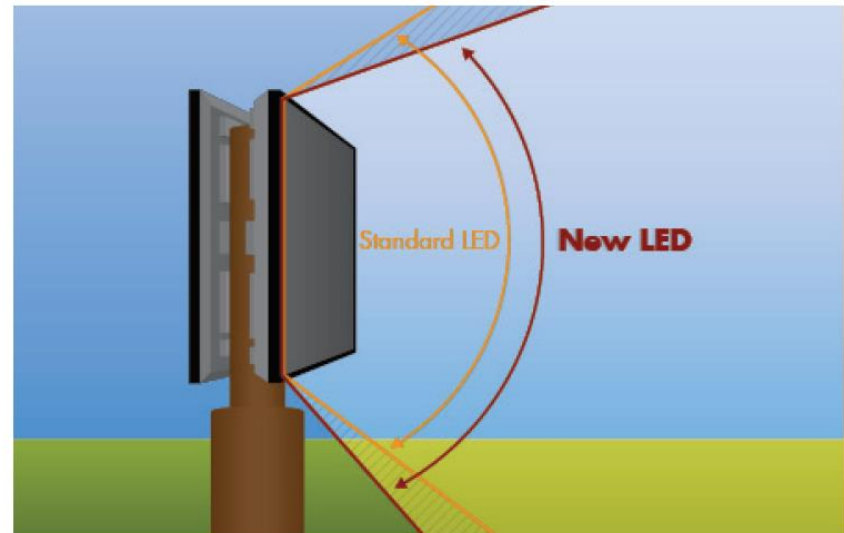
ARTICLE 2 SIGN ORDINANCE: Section 52-23 General Requirements

- A. Signs shall not have scrolling, blinking, flashing, animated or fluttering lights or other illuminating devices which have a changing light intensity, brightness or color.

DAKTRONICS TECHNOLOGY

Daktronics was the first billboard manufacturer to integrate a targeted LED to redirect light toward your intended audience back in 2015. These LEDs increase brightness and improve image quality while reducing power consumption to save you money.

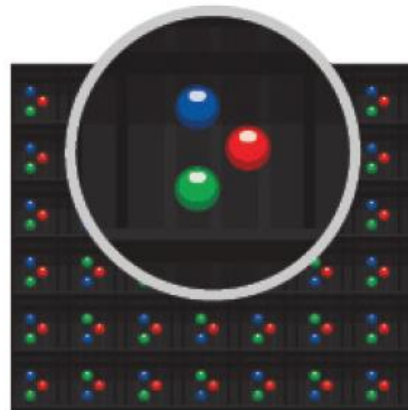
These new LEDs, combined with our proprietary module coating and louver design, produce the best contrast in the industry. That means true-to-life images with whiter whites, deeper blacks and more vibrant colors.



*With an optimal viewing area 0 to 60 degrees, the DB-6400 directs light where it's needed most, increasing brightness and impact while reducing light pollution and saving energy.

MULTI-DIRECTIONAL LIGHT SENSOR

- Fail-safe brightness and dimming control unique to the industry
- Designed exclusively for Daktronics
- Detects direction of light source
- Reads ambient light

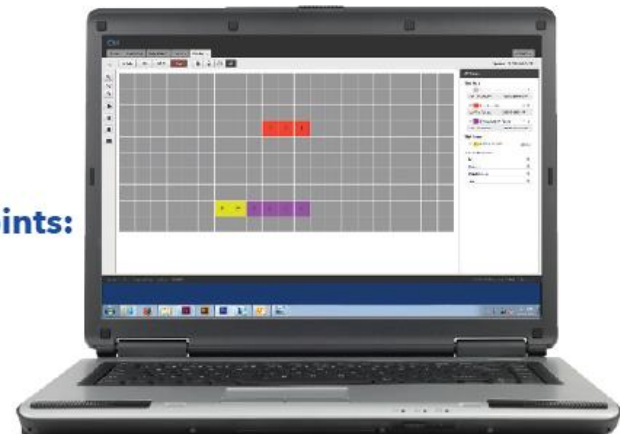


WHAT DOES REMOTE DIAGNOSTICS PROVIDE?

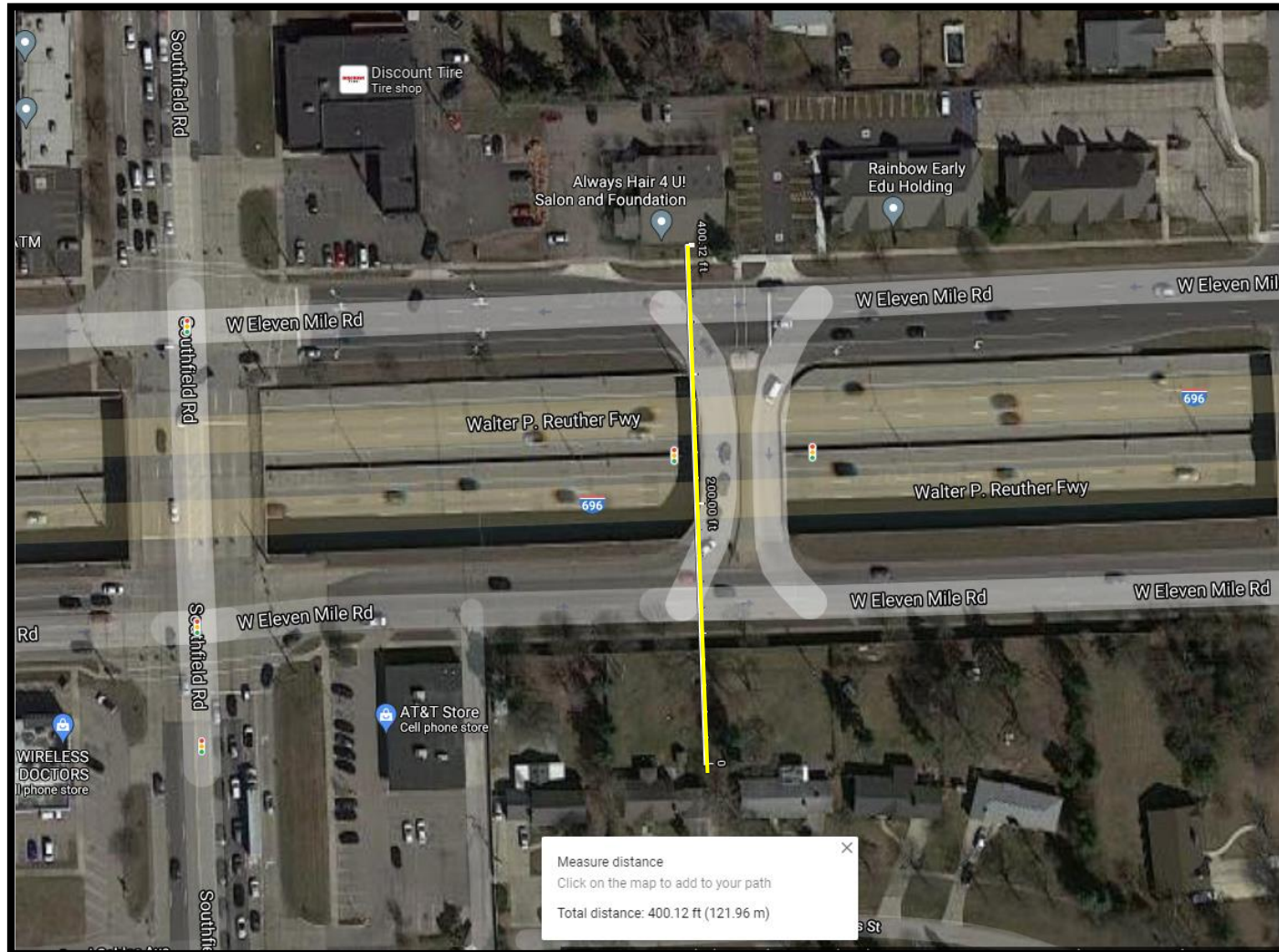
- Display system diagnostic views
- Flags and identifies potential issues
- Thermal Maps
- Snapshots of display status for technician use
- Webcam to spot physical viewing obstructions (i.e. graffiti)
- Historical data
- Remote access to diagnostic data
- Scheduling maintenance capability
- Sophisticated sensor system
- Diagnostics down to the LED level
- Review of thousands of points checked every poll period
- Millions of daily checks

Remote diagnostics collects data from the following points:

- Improper night brightness
- Elevated temperature
- Incorrect display configuration
- Loss of power, signal or network



At over 400 feet away, the residences on the south side of I-696 will not be affected by the sign.



Aerial showing 400+ foot distance from center of sign to residential

View from 11 Mile Rd across I-696



Note: The flag and the telephone poles along Southfield Rd.





Note the flag

- The residences on Coral Gables Street will not be impacted by light from the sign.



We will be placing a Dover shield on the back of the sign so the residences behind don't have to look at the inside of the structure.

What Today's Consumers Need To Know About Lumens

The term lumen is a measurement of light output which consumers have a need to become more and more aware of.

Back in the day, we went to the store and bought light bulbs. We had become used to what a 60 watt or 100 watt light bulb looked like and how much light they provided. We weren't concerned with lumens and didn't need to be.

Things began to change with lower wattage incandescent lamps which provided the same light output, but with a bit less power consumption. It was a pretty easy adjustment to make from a 75 watt flood light to a 65 watt energy miser. Both were still incandescent bulbs and we got the idea that it's better to consume less energy. This is when lumen output was introduced to the consumer. Light bulb producers wanted to let us know that we were getting just as much light as we did before.

Incandescent Watts	Lumen Output
40 watt	450-500
60 watt	800-900
75 watt	1100
100 watt	1600
150 watt	2200

Fluorescent tubes have been around for a long time, but when they were introduced in a form that could be used in a table lamp, we saw even lower watt consumption levels for equivalent light output. Consumers became more and more conscious of lumens vs. watts. The 'ice cream cone' fluorescent lamps consumed even less than energy miser incandescent bulbs and produce the same amount of usable light.

LED light bulbs are brighter than ever, with excellent coverage and color rendering. Best of all, they've come way down in price.

At last, the LED light bulb arrived on the scene. Now we are talking even lower power consumption for a comparable light output and those watt consumption numbers continue to go down. "Wattage" is no longer a valid reference point. "Lumens" is however, a valid reference point. That is a stable measurement of light output that will not vary as LED light bulbs continue to get brighter and more efficient. Lumens per watt is even more important.

FACT

How much light output are you getting from a product and how many energy dollars (watts paid for on your electric bill) do you need to spend to get that light output? So here are some numbers for you to keep in mind when shopping for LED light bulbs. It won't be long before referencing incandescent bulbs is totally a thing of the past, so learn your lumen numbers now. The higher the number, the brighter the bulb.

For those of you who want to delve into the definition of lumens in a more detailed, technical manor, here is an article written for us some time ago by a professor, Robert (Doc) Bryant. It's entertaining while still very informative.

Lumens, Illuminance, Foot-candles and bright shiny beads

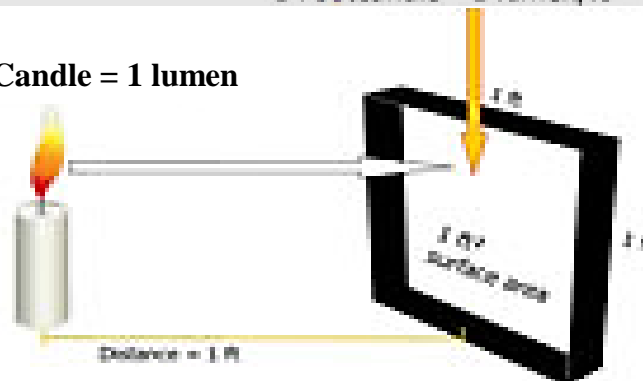
In defining how bright something is, we have three things to consider.

- 1. How bright it is at the source
- 2. How Bright is that light?
- 3. How much light is falling on something a certain distance away from the light.

Lets' do some definitions now.....

1 Footcandle = 1 lumen/ft²

1 Candle = 1 lumen



Foot Candles

Foot-Candles - We're in America, so we are going to talk about units of measurement that concern distance in feet and inches. So, we will use some terms that folks in Europe don't use. We're going to talk about "foot-candles". This one's simple. Get a birthday cake candle. Get a ruler. Stick the candle on one end of the ruler.

Light the candle. Turn out the lights. Sing Happy Birthday to Doc. It was his 47th on the 23rd. OK, quiet down. Enough of that nonsense. One foot-candle of light is the amount of light that birthday cake candle generates one foot away. That's a neat unit of measurement. Why? Say you have a lamp. You are told it produces 100 foot candles of light. That means at one foot from the lamp, you will receive 100 foot candles of light.

But here's where it gets tricky. The further away you move the light from what you want to illuminate, the less bright the light seems! If you measure it at the light, it's just as bright. But when you measure at the object you want illuminated, there is less light! A Physics teacher is going to tell you that light measured on an object is **INVERSELY PROPORTIONAL** to the distance the object is from the light source. That's a very scientific and math rich way of saying, the closer you are to the light bulb, the brighter that bulb is. Or, think of it this way. You can't change how much light comes out of your light bulb. So, to make more light on an object, you have to either move the light closer, or add more lights.

Now, lets get to **LUMENS**.

A **LUMEN** is a unit of measurement of light. It measures light much the same way. Remember, a foot-candle is how bright the light is one foot away from the source. A lumen is a way of measuring how much light gets to what you want to light! A **LUMEN** is equal to one foot-candle falling on one square foot of area.

So, if we take your candle and ruler, lets place a book at the opposite end from the candle. We'd have a bit of a light up if we put the book right next to the candle, you know. If that book happens to be one foot by one foot, it's one square foot. OK, got the math done there. Now, all the light falling on that book, one foot away from your candle equals both.....1 **foot candle** AND one **LUMEN**!

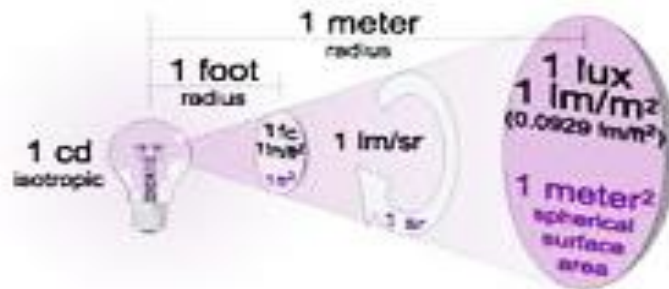


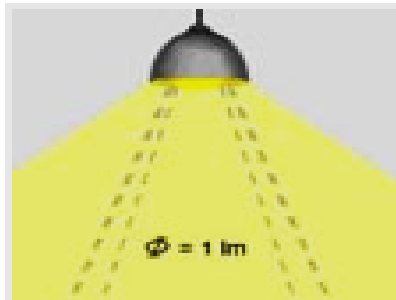
Fig. 7.4 Irradiance



RADIANCE is another way of saying how much energy is released from that light source. Again, you measure it at the source. Unless you're talking about measuring the radiance of something intensely hot, like the Sun. Then you might want to measure it at night, when it's off.

ILLUMINANCE is what results from the use of light. You turn your flashlight on in a dark room, and you light something up. That's **ILLUMINANCE**. Turning on a light in a dark room to make the burglar visible gives you ILLUMINANCE. It also gives you another problem when you note the burglar is pointing your duck gun at your bellybutton.

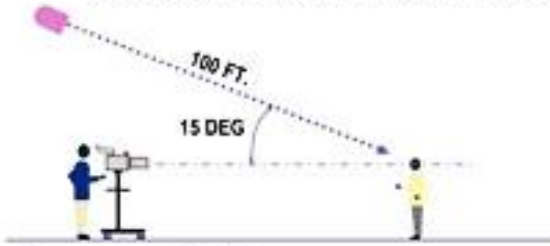
Illuminance is the intensity or degree to which something is illuminated and is therefore not the amount of light produced by the light source. This is measured in foot-candles again! And when people talk about LUX, it's illuminance measured in metric units rather than English units of measure. To reinforce that, LUX is the measurement of actual light available at a given distance. A lux equals one lumen incident per square meter of illuminated surface area. They're measuring the same thing, just using different measurement units.



Pretend you're an old photographer, like O. Winston Link, or Ansel Adams. These two gods of black and white photography (and a print made by either can fetch quite a hefty sum of money these days) used a device called a light meter to help them judge their exposure. (There is another way of judging exposure-that's when someone whispers in our ear at a cocktail party, "You silly twit, your fly's come undone!").

These light meters were nifty devices. You could use it to show how much light was falling on an object, light from the sun, and reflected light energy from every thing else. Or you could use it to show how much light energy was reflected off the object itself.

PAR 64/2 (NSP); 1000 Watts; Candlepower = 330,000



$$E = \frac{I}{d^2} \cos(15) = \frac{330,000}{(100)^2} (0.946) = 32 \text{ Foot-Candles}$$

Diagram Illustrating Use of Candlepower to Calculate Foot-Candles

We've measured two different things. We have a unit of measure for how much light is produced. We Yankees express that as a foot-candle. Being lazy, we use it all over the place. More Confusion! Candlepower! Candlepower is a way of measuring how much light is produced by a light bulb, LED or by striking an arc in a Carbon-Arc spotlight. Is it a measure of how much light falls upon an object some distance away? No. That's illuminance. Is it a measure of how well we see an object that is illuminated by that light source? No. That's something all together different, and we are not going there!

Nowadays we use the term **CANDELA** instead of **candlepower**. **candlepower**, or **CANDELA** is a measure of how much light the bulb produces, measured at the bulb, rather than how much falls upon the thing you want to light up. Further confusing the matter is **beam focus**. That's how much **candlepower** can be focused using a reflector/lens assembly. Obviously, if you project all your light bulbs intensity at a given spot, or towards something, it will be more intense, and the illuminance will be higher.

And here comes the confusion! A **candlepower** as a unit of measure is not the same as a **foot-candle**. A **candlepower** is a measurement of the light at the source, not at the object you light up.

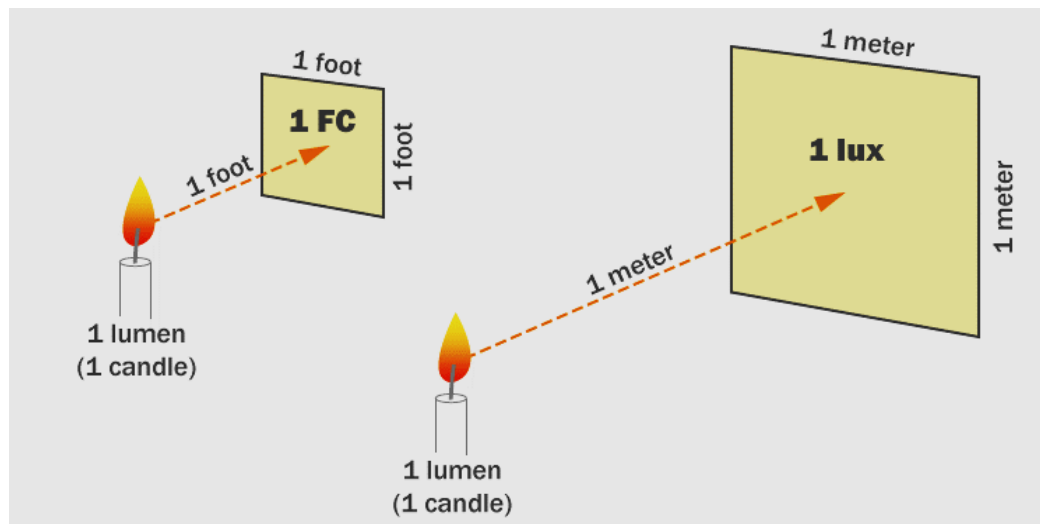
And a **candela** is the metric equivalent of the light output of that one candle, based on metric calculations. And since using a candle is rather imprecise, the definition was amended to replace a light source using carbon filaments with a very specific light source, see the following: The **candela** is the luminous intensity, in a given direction, of a source that emits monochromatic radiation of frequency 540×10^{12} hertz and that has a radiant intensity in that direction of $1/683$ watt per steradian. The above from the National Institute of Standards Reference on Constants, Units, and Uncertainty.

Candlepower is a measure of light taken at the source-not at the target. **Foot-candles** tell us how much of that light is directed at an object we want to illuminate. Now, let's convert the **lumens**, a metric unit of light measurement, to **candlepower**.

We understand a candle radiates light equally in all directions, its output, in this consideration is not focused by any mechanical means (lenses or reflectors). Pretend for a moment that a transparent sphere one meter in radius surrounds your candle. We know that there are 12.57 square meters of surface area in such a sphere. Remember your Solid Geometry classes?

That one candle (1 **Candlepower/Candela**) is illuminating equally the entire surface of that sphere. The amount of light energy then reflected from that surface is defined thusly: The amount of energy emanating from one square meter of surface is one lumen. And if we decrease the size of the sphere to one foot radius, we increase the reflected energy 12.57 times of that which fell on the square meter area.

LUX is an abbreviation for **Lumens per square meter**. **Foot-candles** equal the amount of **Lumens per square feet** of area.



So, that **one candlepower** equivalent equals **12.57 lumens**. And for you figuring out LED equivalents, first you must know how many **lumens** your LED's each produce. Then divide that value by 12.57 and you have **candlepower** of the LED. You don't have **foot-candles**, remember **foot-candles** are **illuminance**. And we are measuring **radiance**.

Summing it all up:

Candlepower is a rating of light output at the source, using English measurements. .

Foot-candles are a measurement of light at an illuminated object. .

Lumens are a metric equivalent to foot-candles in that they are measured at an object you want to illuminate. .

Divide the number of **lumens** you have produced, or are capable of producing, by 12.57 and you get the **candlepower equivalent** of that light source. We've now converted a measurement taken some distance from the illuminated object, converted it from a metric standard to an English unit of measure, and further converted it from a measure of **illumination** to a measure of **radiation!** .

This has been an ideal proof of the superiority of the metric system. Then again, the metric system is a product of those wonderful folks that brought us: .

TheLEDLight.com.

Community Signage

Off-premises sign means a display sign that contains a message unrelated to or not advertising a business transacted or goods sold or produced on the premises on which the sign is located.



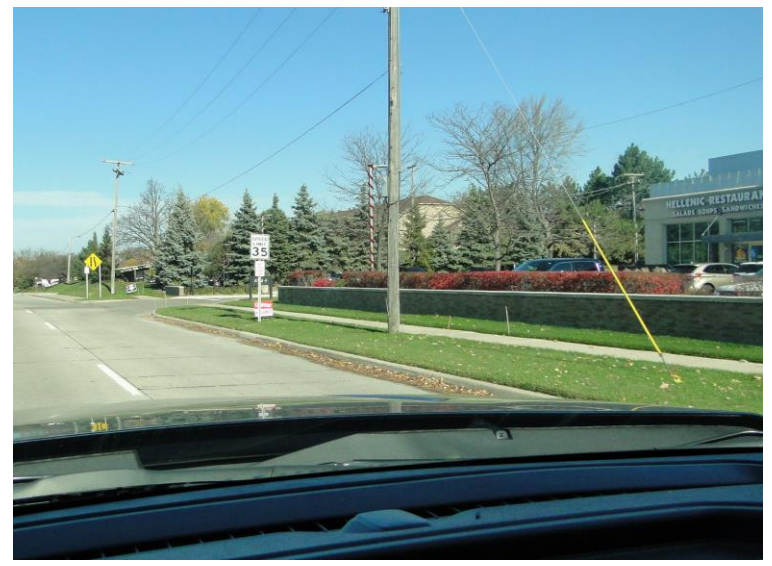
17500 W 11 Mile Rd



17655 W 12 Mile Rd



26444 Meadowood Ct



27000 Evergreen Rd

All signs shall complement the building for which they are serving in terms of color, materials and design. One per parcel, except multiple-tenant building with 100 ft or more contiguous frontage on 11 Mile, 12 Mile or Southfield Roads may have two signs, separated by 100 ft. minimum.



27265 Lathrup Blvd



27411 Southfield Rd



28641 Southfield Rd



27465 Southfield Rd

1 Ancillary sign is permitted in Commercial Districts (CV) and Office Districts (O & GO)



28641 Southfield Rd



28927 Southfield Rd



28861 Southfield Rd



28861 Southfield Rd

No sign shall be located in or project into a public right-of-way or private road or dedicated easement, except governmental signs and signs installed by the applicable road agency or utility company, or as otherwise expressly permitted in this section.



28690 Southfield Rd



28939 Southfield Rd



City Hall Southfield Rd



Saratoga Blvd & Evergreen Rd

Lathrup Village, Michigan Application for Zoning Appeal Summary

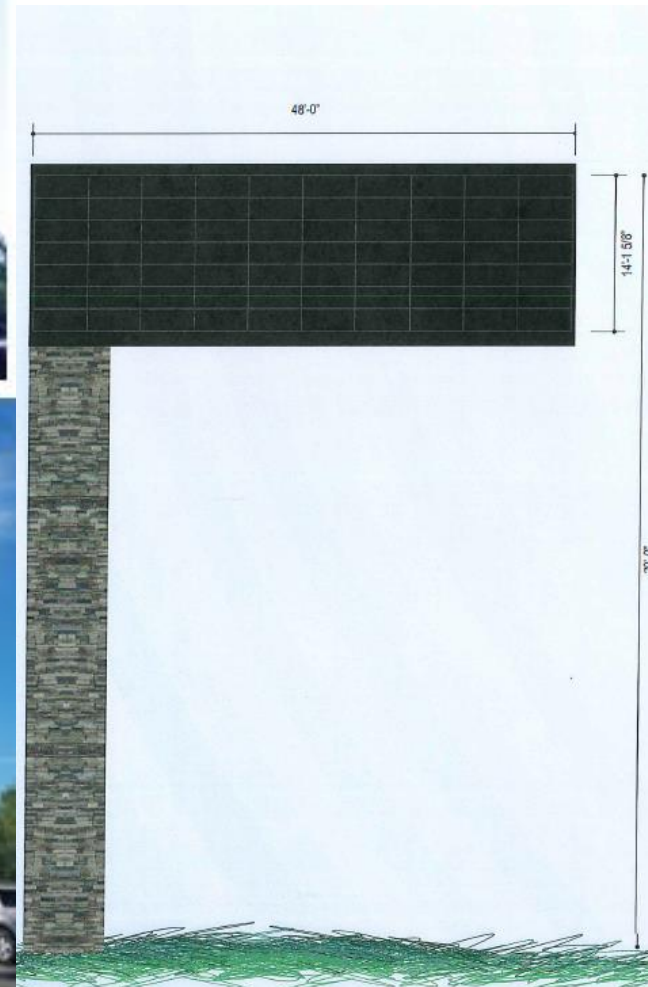
We believe the Lathrup Villages Code of Ordinance's does not provide for the ability to permit the placement of off-premises digital signs in the community and it is for this reason that we seek the variances requested.

- The amount of variance requested is the minimum amount we would need to remedy the current Code of Ordinance's concerns.**
- Granting the variance does not substantially impair the intent or purposes of this ordinance because the sign will face I-696 only.**
- The advertising and messages are designed to catch the eye of the driver but to accomplish that in a safe and temporary manner the sign must be visible.**
- Our request reflects the intent and spirit of the Ordinance pertaining to the health, safety and welfare of the city of Lathrup Village residents and their visitors.**

We believe our request does not place a practical hardship on the community which would handicap the city of Lathrup Village should they grant our request.



A coping cover surrounding the base pipe will provide for a more aesthetically pleasing appearance.



Memorandum **giffels** **webster**

To: International Outdoor, Inc. Date: 9.15.15
Patrick Depa

From: Jim Renshaw, PE, PTOE Project: Crash Analysis
(I-75 between Mile Marker 63 –
76.8) in Troy, Madison Heights
and Auburn Hills)

RE: Billboard Traffic Safety Evaluation Project Number: 18827.00

Introduction and Objective

Hundreds of research projects have been conducted by the Federal Highway Administration and/or the National Cooperative Highway Research Program relating to digital billboards (DBBs). Several conclusions can be drawn from these studies; however, no significant policy changes have been made to aid State agencies in regulating DBBs. There are a host of human factors, billboard operating characteristics, roadway conditions, and roadside conditions to take into account when conducting these nationwide research projects.

The purpose of this safety evaluation is quite simple. This project reviews the historical crash patterns, frequencies, and crash rates both before and after DBB installations on I-75 in southeast Michigan. This project represents the review of at least a thousand (1000) crash reports (aka UD-10 reports) along I-75 in order to determine if existing DBBs have exhibited adverse safety impacts or are safety neutral. Giffels Webster has been retained by International Outdoor Inc. to conduct this evaluation in preparation for proposed for two (2) DBB installations in the City of Troy, Michigan (identified below). In addition, this report presents the results of a "rolling" review of I-75 crashes that had been conducted by others along the same segments of I-75.

Background

International Outdoor proposes two (2) new DBB installations in Troy, Michigan. They are:

- The 1705 "Austin" DBB – located on the east side of I 75 approximately 500 feet north of Maple Road
- The 1125 "Naughton" DBB – located on the south side of I 75 approximately 1200 feet east of Rochester Road

Four (4) comparable sites (called "Comps") have been selected for safety evaluation. They are:

- The "Comp #1" DBB – located on the east side of I-75 approximately 1300 feet north of 13 Mile Road. This DBB was installed and was operational. Installed July 2012.
- The "Comp #2" DBB – located on the west side of I-75 at the junction of the southbound 14 Mile Road entrance ramp with I-75 southbound mainlines. Installed June 2012.
- The "Comp #3" DBB – located on the west side of I-75 approximately 700 feet south of Auburn Road. Installed in 2010.
- The "Comp #4" DBB – located on the west side of I-75 near the junction of the southbound 12 Mile Road entrance ramp with I-75 southbound mainlines. Installed in 2012.

Crash history of "before" installation and "after" installation have been conducted for each of the four comparable locations within a view shed of five-hundred feet (500) in each direction of these double sided billboard signs. In like fashion, the most recent three (3) year crash history is reported for each proposed DBB location along the 500 ft. view shed/impact area. *Appendix A illustrates graphically the location of each DBB and the view shed/impact area for both proposed locations and each comparables.

International Outdoor has indicated that the operating characteristics of each of the four (4) comparable DBB locations are similar to the operating characteristics of the proposed DBB locations. In addition, the roadway environment (speed limit, # of lanes, traffic counts) are similar to the four (4) comparable DBBs locations.

Methodology and Results

Crash data and reports were collected, reviewed, and aggregated from the Southeast Michigan Council of Governments (SEMCOG) web-site and confirmed through the Michigan Highway Safety Bureau web-site. The analysis of crash statistics were conducted in conformance to recommended procedures from the Institute of Transportation Engineers (ITE) and the Highway Safety Manual (HSM). Severity, frequency and rate analysis were conducted on crashes that occurred within an approximate area of 500 feet on both sides of the double sided DBBs. This distance is the assumed view shed of the DBBs.

Crash rates, in accordance with ITE and HSM, were calculated based upon the following:

$$R = \frac{1,000,000 \times C}{365 \times N \times V}$$

Where: C = Number of crashes

N = number of years of data

V = Average Daily Traffic (vehicles per day)

A summary of the crash analyses is shown in Table 1. *Appendix B provides more detail on each crash summarized in Table 1.

Table 1 – Summary of Crash Analyses

Name	Location	No. Years	Avg. AADT ⁴	PDO ³ Crashes	Injury Crashes/Type	Freq.	Rate ¹
Comp #1 (Before)	North of 13 Mile Rd	2.5	147,500	5	2-Possible Injuries	7	0.05
Comp #1 (After)	North of 13 Mile Rd	2.5	154,630	16	1 – Minor Injury	17	0.12
Comp #2 (Before)	South of 14 Mile Rd	2.5	147,500	31	10-Possible Injs 1 – Minor Injury	42	0.31
Comp #2 (After)	South of 14 Mile Rd	2.5	154,630	24	9-Possible Injuries 2 – Minor Injuries	35	0.25
Comp #2 Ramp (Before)	14 Mile Road Southbound Entrance Ramp	2.5	22,000 ²	5	None	5	0.25
Comp #2 Ramp (After)	14 Mile Road Southbound Entrance Ramp	2.5	22,000 ²	10	2-Possible Injuries	12	0.60
Comp #3 (Before)	South of Auburn Rd	3	116,150	14	2-Possible Injuries 1 – Minor Injury	17	0.13
Comp #3 (After)	South of Auburn Rd	3	131,150	24	2 – Minor Injuries	26	0.18
Comp #4 (Before)	South of 12 Mile Rd	2	161,550	37	6-Possible Injuries	43	0.36
Comp #4 (After)	South of 12 Mile Rd	2	161,400	22	5-Possible Injuries 1 – Minor Injury	28	0.24
Proposed Austin	North of Maple Road	3	128,400	1	None	1	N/A
Proposed Naughton	East of Rochester Road	3	128,400	9	None	9	0.06

Notes:

1. Crashes per million vehicles miles
2. 2013 Ramp Volumes
3. Property Damage Only
4. Average Annual Daily Traffic (vehicles per day)

Conclusions

An accident rate between 2 to 3 accidents per million vehicle mile (MVM) is considered worthy of safety countermeasures. The rates, frequency and severity of all comparables (whether "before" or "after") are modest along all spots/segments of the study area along I-75. As a result, there is no evidence that existing DBBs have any significant adverse safety consequences based upon this historical analysis. Consequently, no rational evidence exists to suggest adverse safety impacts for the proposed DBB locations.

* Appendix C provides a data summary of a similar evaluation along I 75 where segments of the freeway in advance, within, and after the view shed of existing DBB were performed. In like manner, this analysis (which was conducted by an independent certified traffic engineer) suggests that DBBs along I-75 are safety neutral.

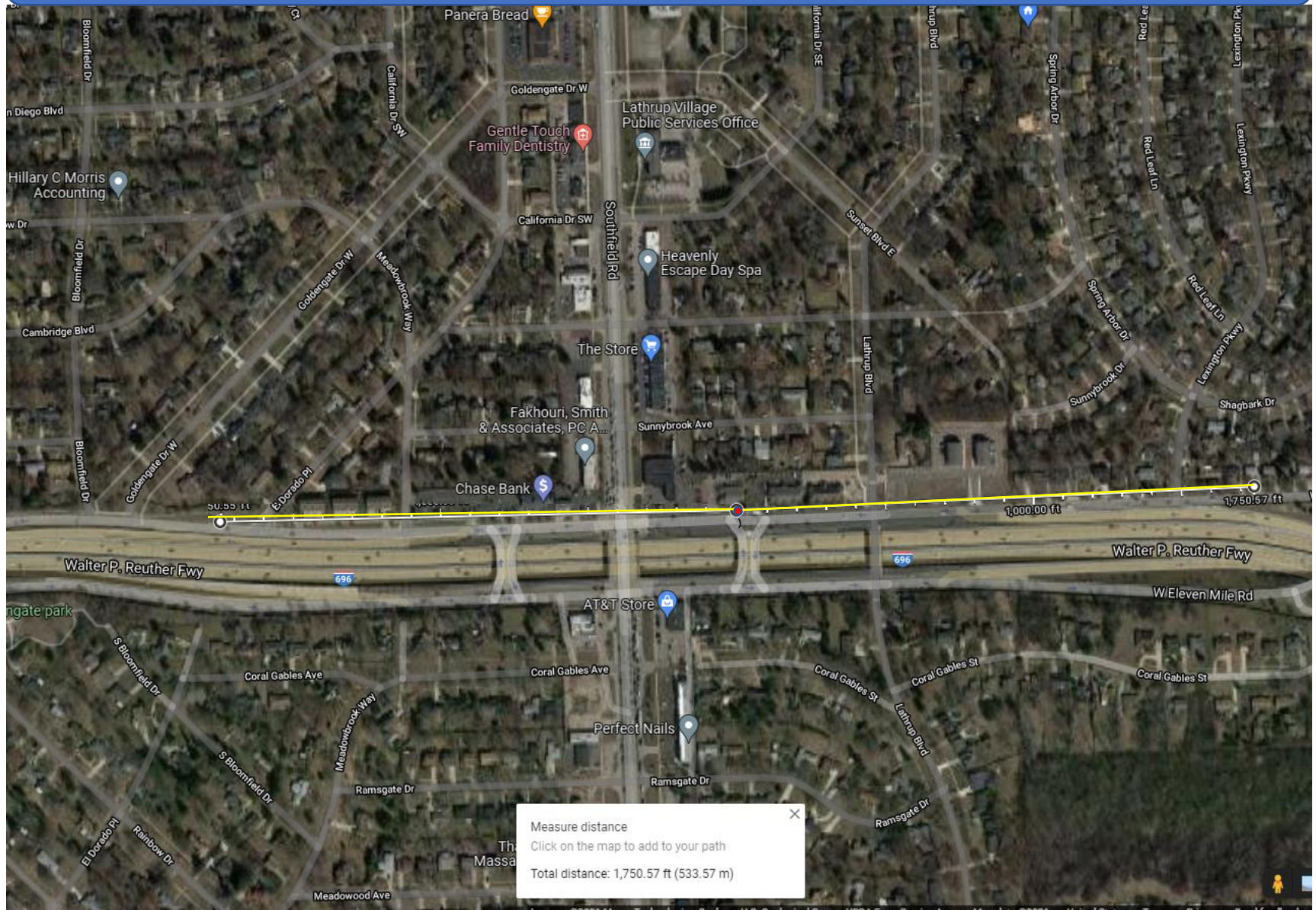
*This data is in an excel format and included on the provided CD.

APPENDIX

*Data described in appendix A, B & C are in excel format and are included on the provided CD.

Additional national and local studies are also included on the provided CD. A list of the traffic Studies and Reports is provided on the following page.

With this MDOT permit there can not be another digital billboard within 1,750 feet on I-696, the only remaining location in Lathrup Village on I-696 is Michigan First Credit Union's property





Light Analysis for Digital Billboard 14x48

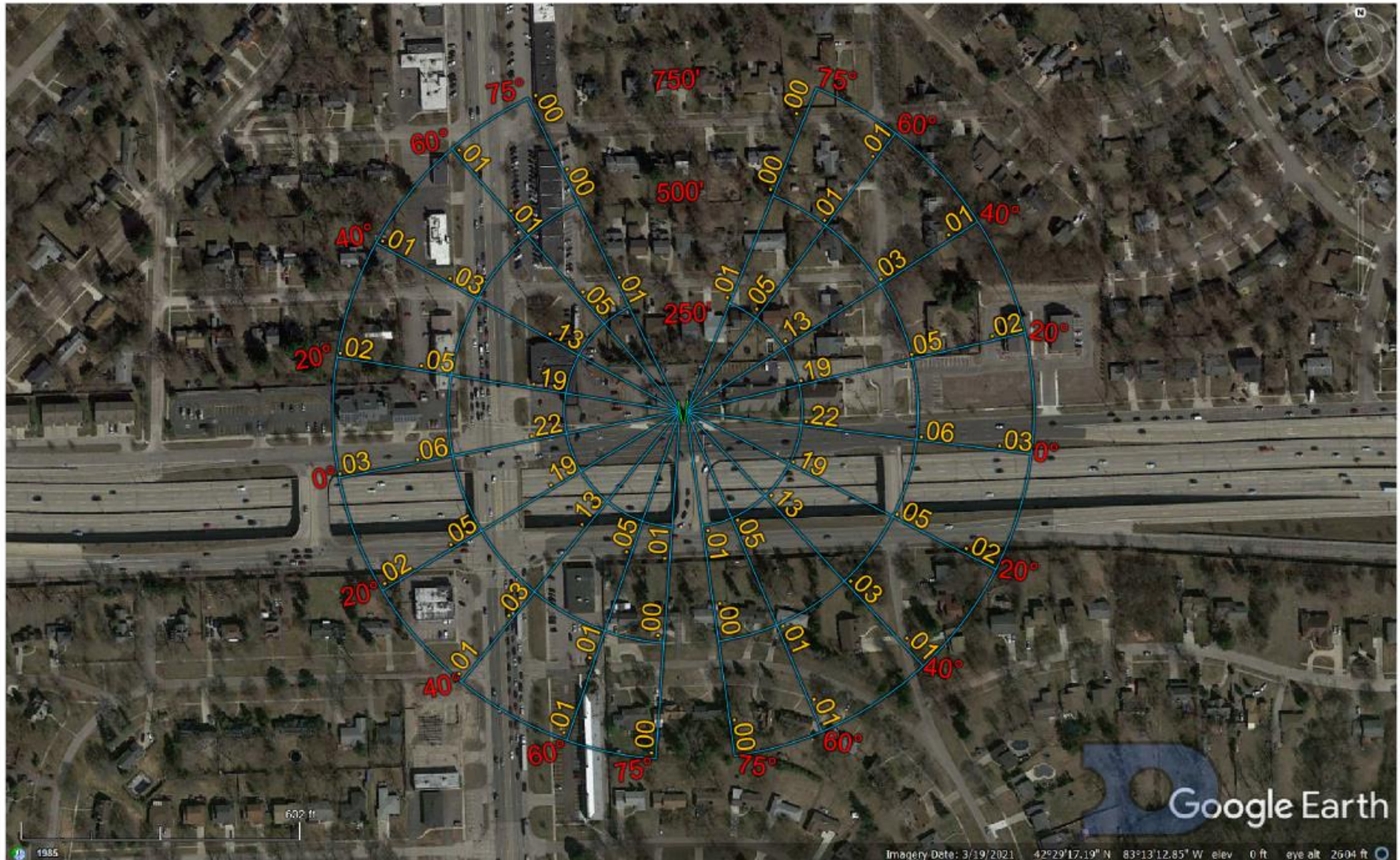
International Outdoor

17600 W Eleven Mile Rd, Lathrup Village, MI

Values expressed are specific to Daktronics product only

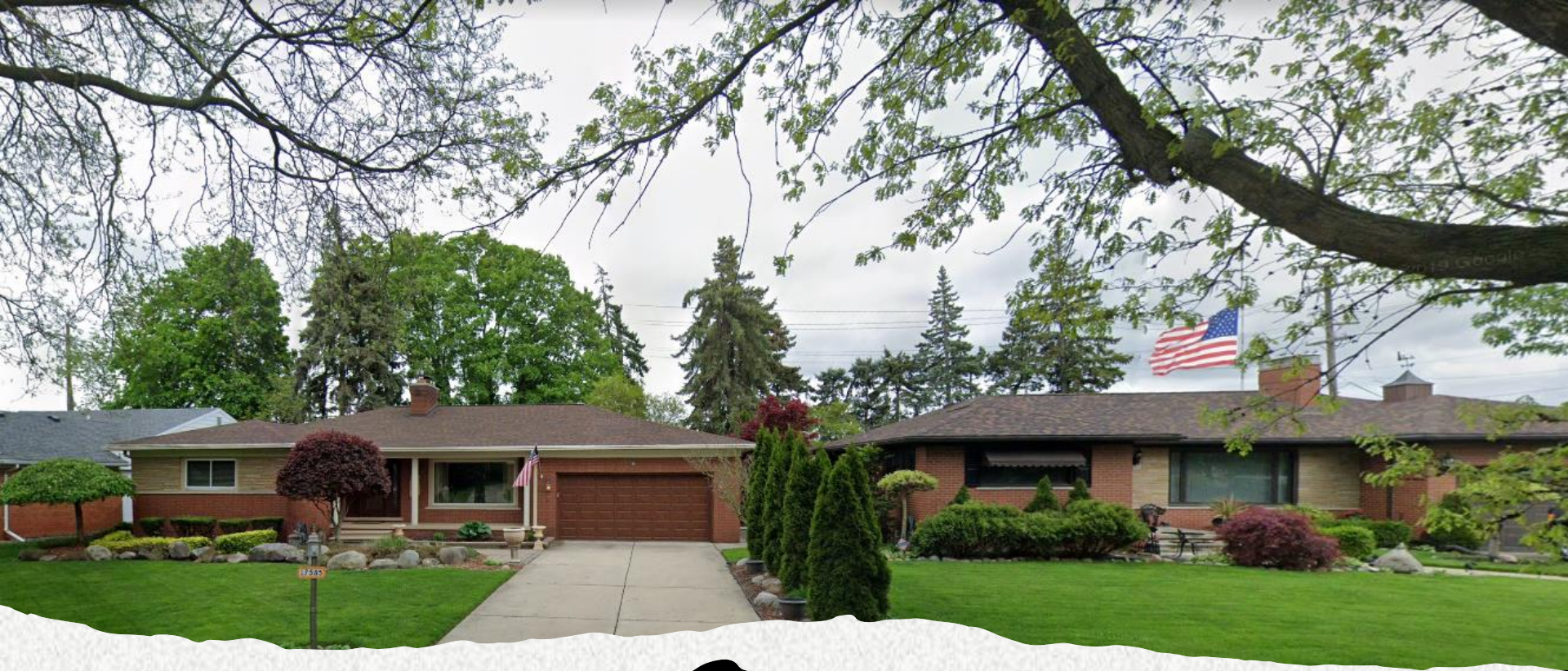
Date: 08/26/2021

Prepared by: Eric Johnson



- Display at Maximum Brightness of 255 Nits - Nighttime Value
- Calculations take into account a 55' HAGL
- Any rise or fall in elevation or physical blockage is not shown in calculations

*Calculations are based on Red, Green, and Blue LEDs (White Content) powered to their maximum potential for nighttime viewing. Values are shown in Footcandles. The average value under normal usage is 25 - 35% of maximum values shown



- The residences on Sunnybrook Avenue will not be impacted by light from the sign. The dover panel will cover up the interior of the structure.