

January 31, 2024

Planning Commission
City of Lathrup Village
27400 Southfield Road
Lathrup Village, MI 48076

PUD Amendment – Monument Sign Application

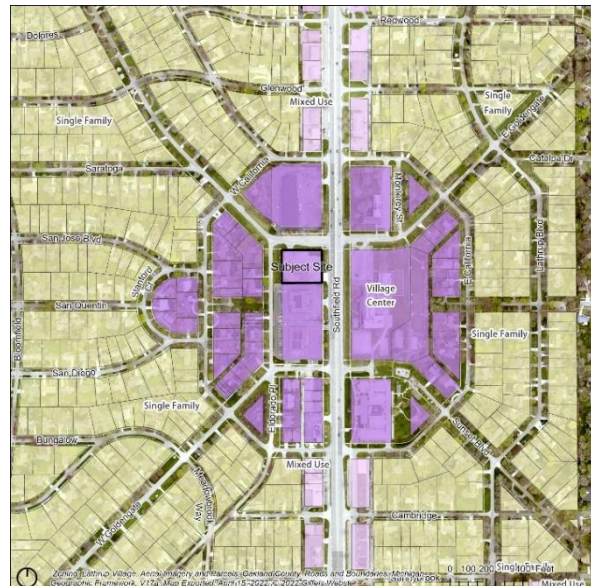
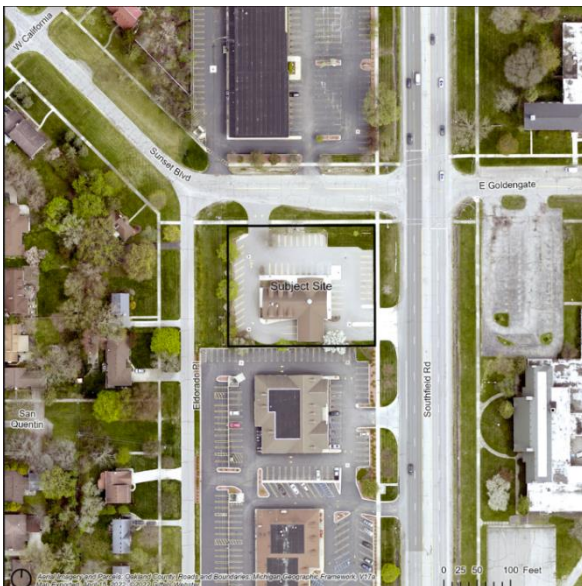
Site: 27777 Southfield Road
Applicant: Allen Industries
Plan Date: January 9, 2024
Zoning: PUD – Village Center District
Parcel ID: 24-14-432-006
Proposal: Restaurant Monument Sign

Dear Planning Commissioners,

We have completed a review of the Sign Ordinance for a monument sign at the new Panera restaurant under development at the southwest corner of Southfield Road and Sunset Boulevard. A summary of our findings is provided below. Comments are provided in **bold**.

PROJECT SUMMARY

The Panera restaurant with drive-through development received approval as a PUD by City Council on June 1, 2022. On July 26, 2022, the Planning Commission approved the final site plan which included a full review of the proposed signs on the site. The approved agreement between the City and Panera included approval of the site signage and was conditioned on the existing monument sign remaining as-is if the new Panera facility were to make use of the sign structure. The sign structure was removed during construction and therefore approval of a new monument sign is required. No other sign(s) is seeking approval with this application and amendment to the approved PUD.



SUMMARY OF THE PROPOSED MONUMENT SIGN REVIEW

Monument signs are not permitted in the Village Center (VC) zoning district; however, as part of the overall PUD consideration, the preexisting monument sign structure was approved by the Planning Commission and City Council if it were to remain and be reused by the new drive-through restaurant facility. While the preexisting sign structure was determined to be located within the 10’ minimum setback along Southfield Road, the applicant did not provide the dimensions of the structure itself. An image of the former sign structure is shown below for reference.

DETAILED REVIEW

1. Sign types permitted.

The sign standards as to type, location, area, height, and number for each district are found in Section 52-24. Since monument signs are not permitted in the Village Center district, the standards in the table below represent monument signs in general.

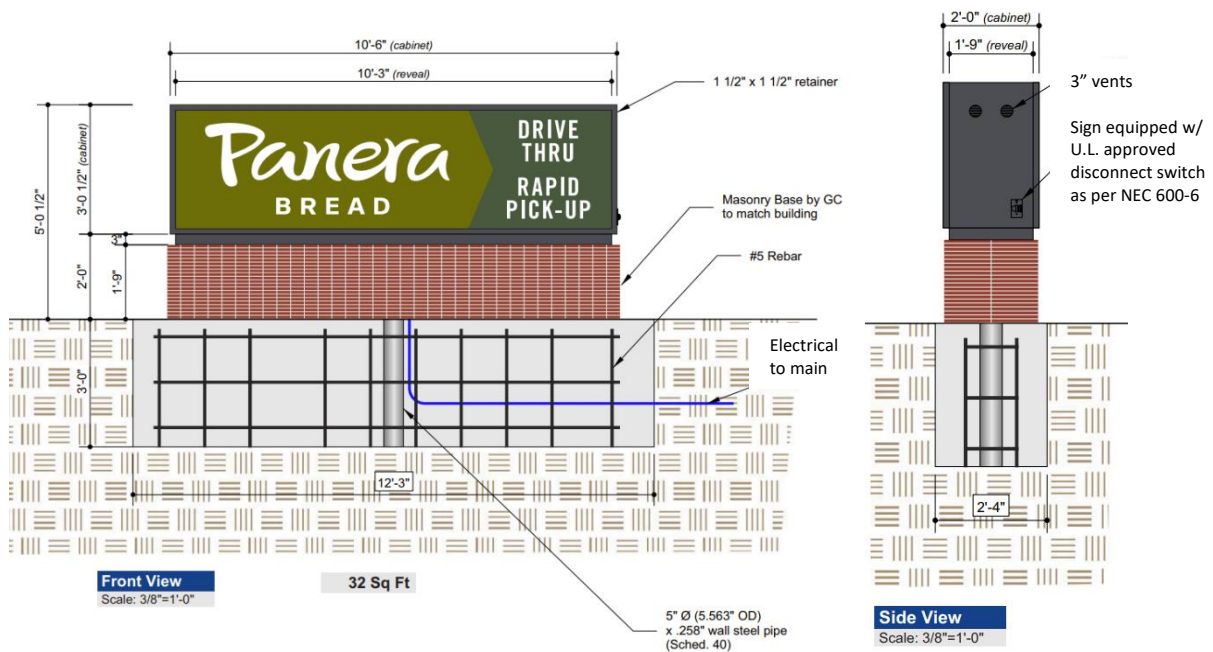
Ordinance Sign Standards – VC District				
Sign Type & Standard	Zoning Ord. Section	Required	Provided	Comments
MONUMENT SIGN (GROUND) - Not Permitted in the VC District				
Location				
(Pre) Existing	52-24.D.	10’ min. front & side yard setbacks	< 10’ min. along Southfield Rd. & Sunset Blvd.	Existing non-conforming. Masonry structure was to remain.
Proposed	52-24.D.	10’ min. front & side yard setbacks	10’ min. along property lines	Compliant
	52-23.B.	Not in the clear vision zone.	Within the clear vision zone.	Not Compliant₁
Size				
Max Area	52-24.D.	20 sf. per side	30.75 sf. per side	Not compliant
Max Height		5’ from ground level to top of sign	5’-0 ½”	Exceeds by ½”
Number		1 per parcel	1 sign	Not permitted in the VC District
Max. Total Area	52-25.A.1.	No more than 3x the surface display area (60 sf.)	92.25 sf.	Not Compliant₂
Min. Base Size & Material	52-25.A.2.	12 in. high min. Masonry	1 ft. 9 in. high Masonry	Compliant ₃
Street Number	52-25.A.3.	On sign face or supporting structure	No street numbers shown on sign or base.	Not Compliant
Min. Height of all Letters/Numbers	52-25.A.4.	6 in. (≥ 45 mph.)	Dimensions not provided.	Appears Compliant

NOTES:

- 1) Section 52-29(b) If the property upon which the sign is located is vacant and the previous use is abandoned, the entire sign (including above-ground base, height, poles, size, wires, panels, and any other element) shall be removed within 30 days of the property becoming abandoned.
- 2) The above-ground base structure did not contain a sign, as shown below, at right.
- 3) *Monument sign* means a sign extending upward from grade which is attached to a permanent foundation for a distance of not less than 50% of its length, and which may be attached or dependent for support from any pole, posts, or similar uprights provided such supports are concealed within the sign structure.



1. **The sign structure encroaches the clear vision zone and exceeds the 30" height limit allowed within the zone. See the diagram at the end of this review letter.**
2. Section 52-24.D. allows for a maximum sign area of 20 square feet per side. Therefore, the total area, including the sign and all supporting structure components for the monument sign shall be limited to no more than 60 square feet (three times the size of the sign surface display area of the sign). **The sign area for each side is 30.75 square feet. When multiplied by 3, the total sign and supporting structure amounts to 92.25 square feet for each side, which exceeds the 60 square foot limit by 32.25 square feet.**
- 3.



Illumination. Sec. 52-23(K).

1. Illuminating devices for signs shall comply with the City of Lathrup Village Electrical Code.
2. The light for any illuminated sign shall be so shaded, shielded or directed that the light intensity or brightness meet the requirements of [section 5.8](#) of the zoning ordinance.
3. The source of illumination may be internal or external but shall not be both internal and external. The source of the light shall not be exposed.

The plans indicate the illumination of the sign will be internal.

4. Glare control for sign lighting shall be achieved through the use of full cutoff fixtures, shields, and baffles, and appropriate application of fixture mounting height, lumens, aiming angle, and fixture placement.
5. Backlit signs shall use only white light for illumination. Such signs shall spread their illumination a maximum of four inches beyond the sign elements.

As stated in number 3 above, the plans indicate the illumination of the sign will be internal and not back lit or externally lit.

Sec. 52-23(L) Signs shall not have scrolling, blinking, flashing, animated or fluttering lights or other illuminating devices which have a changing light intensity, brightness, or color.

There is no indication that the proposed sign will contain any of the above characteristics; however, the applicant shall verify.

Additional Signs. No additional signs are included in the scope of work.

Regards,
Giffels Webster



Jill Bahm, AICP
Partner



Eric Pietsch
Senior Planner

Site Plan Graphic

