

March 8, 2023

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

## Commercial Sign Application – ZBA Review

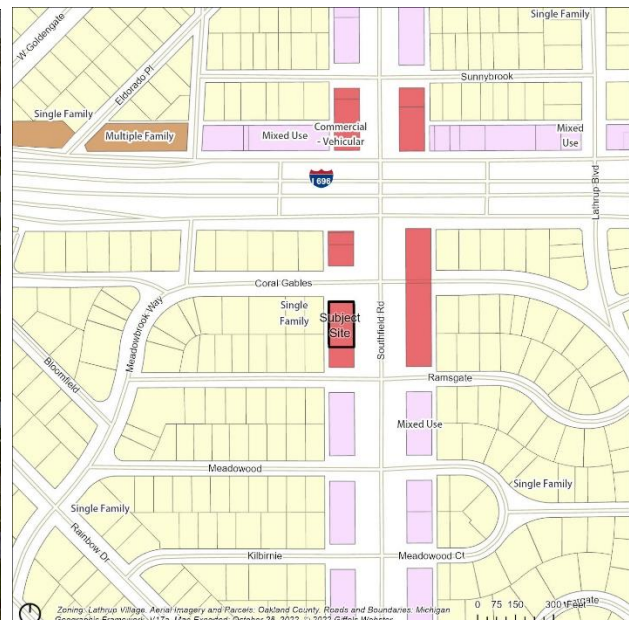
Site: 26727 Southfield Road  
Applicant: LV Petro LLC  
Plan Date: January 30, 2023  
Zoning: CV – Commercial Vehicular District  
Parcel ID: 24-23-229-029; -029  
Proposal: Signage for Commercial Gas Station

Dear Zoning Board of Appeals,

We have completed a review of the Sign Ordinance for the gas station development under development at the southwest corner of Southfield Road and Coral Gables Boulevard. A summary of our findings is provided below. Comments are provided in **bold**.

### PROJECT SUMMARY

The subject site has been under development since 2018 and most recently received Planning Commission approval on January 17, 2023 for site plan modifications pertaining to a proposed landscape wall along Southfield Road and Coral Gables Avenue. The remaining improvements include the commercial signage proposed at the site.



## SUMMARY OF SIGN REVIEW

Generally, the primary wall signs on the north and east sides of the building are permitted. However, the monument sign and gas canopy roof signs either do not fully comply or are not permitted in the sign ordinance, as outlined in the tables, and summarized in the bullets below:

### MONUMENT SIGN

- The monument sign is proposed to encroach the minimum setback standards required by the ordinance (10-ft. from both the Southfield Road and Coral Gables Boulevard property lines).
- The monument sign is proposed within the 25' x 25' clear vision zone at the corner of the lot.
- The maximum surface area of the monument sign is slightly larger than the maximum permitted by the ordinance (42.915 square feet provided and 42 square feet required).
- The monument sign does not consist of street numbers on the sign face or supporting structure as required by the ordinance.
- The monument sign shall not have scrolling, blinking, flashing, animated or fluttering lights or other illuminating devices which have a changing light intensity, brightness, or color (LED area).

### WALL SIGNS (5)

- The three logo wall signs on the canopy structure exceed the two wall signs allowed by the ordinance for a corner parcel. The two permitted wall signs are proposed on the north and east building facades facing each right-of-way.
- No sign, sign structure, or sign support is permitted to project beyond the roof of any building. The three logo wall signs project above the roof of the canopy.

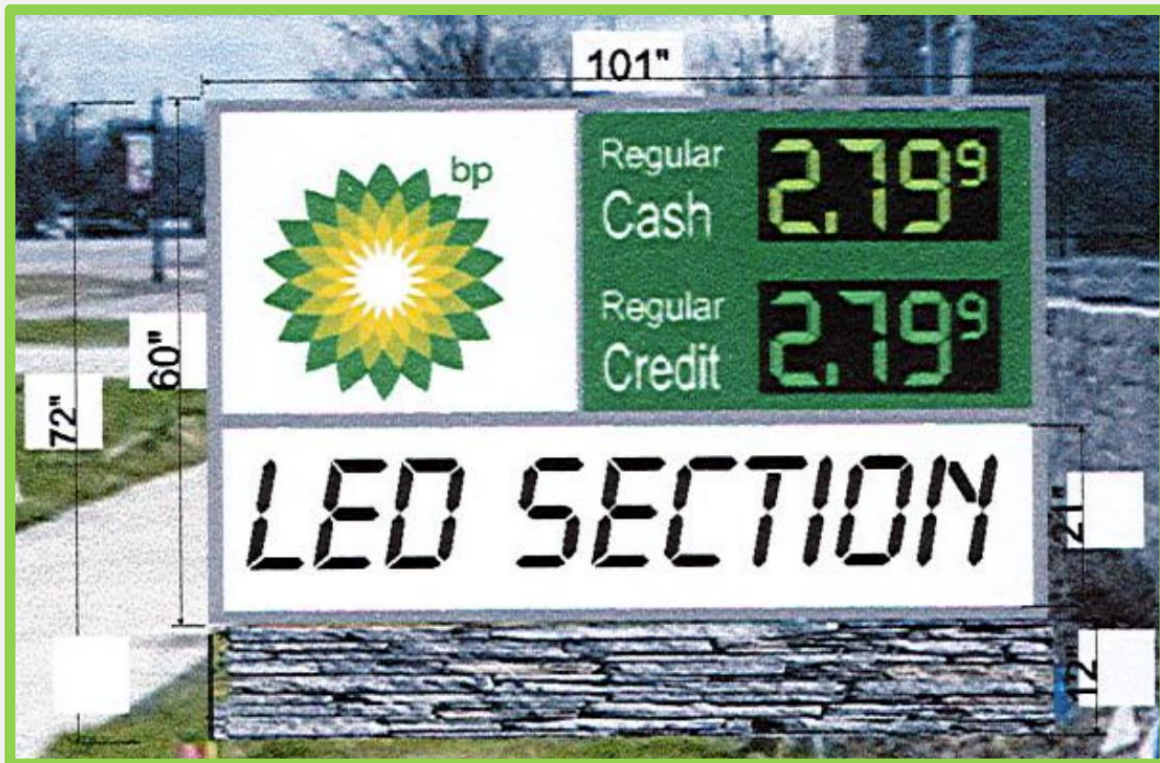
## DETAILED REVIEW

### 1. Sign types permitted.

The sign standards as to type, location, area, height, and number for each district can be found in Section 52-24.

Ordinance Sign Standards – CV District				
MONUMENT SIGN (GROUND)				
Sign Type & Standard	Zoning Ord. Section	Required	Provided	Comments
Location	52-24.C.	10 ft. from street right-of-way line.	1 ft. from the Southfield Rd. ROW line. 2 ft. from the Coral Gables Blvd. ROW line.	Not Compliant
	52-23.B.	A clear vision zone shall be free of all signs.	Proposed location within the clear vision zone.	

Max Surface Display Area	52-24.C.	42 sq. ft. per side.	<b>42.915 sq. ft.</b>	<b>Not Compliant</b>
Max Height		6 feet from ground level to top of sign.	6 feet	Compliant
Number		1 sign per parcel.	1 sign	Compliant
Max. Total Area	52-25.A.1.	No more than 3x the surface display area (128.75 sq. ft.)	51.5 ft.	Compliant
Min. Base Size & Material	52-25.A.2.	12 in. high min. Masonry	12 in. high Stone	Compliant
Street Number	52-25.A.3.	On sign face or supporting structure	<b>No street numbers shown on sign.</b>	<b>Not Compliant</b>
Min. Height of all Letters/Numbers	52-25.A.4.	6 inches (45 mph. or greater)	<b>Dimensions not provided.</b>	Appears to Comply.



3' x 3' x 42" deep foundation below surface

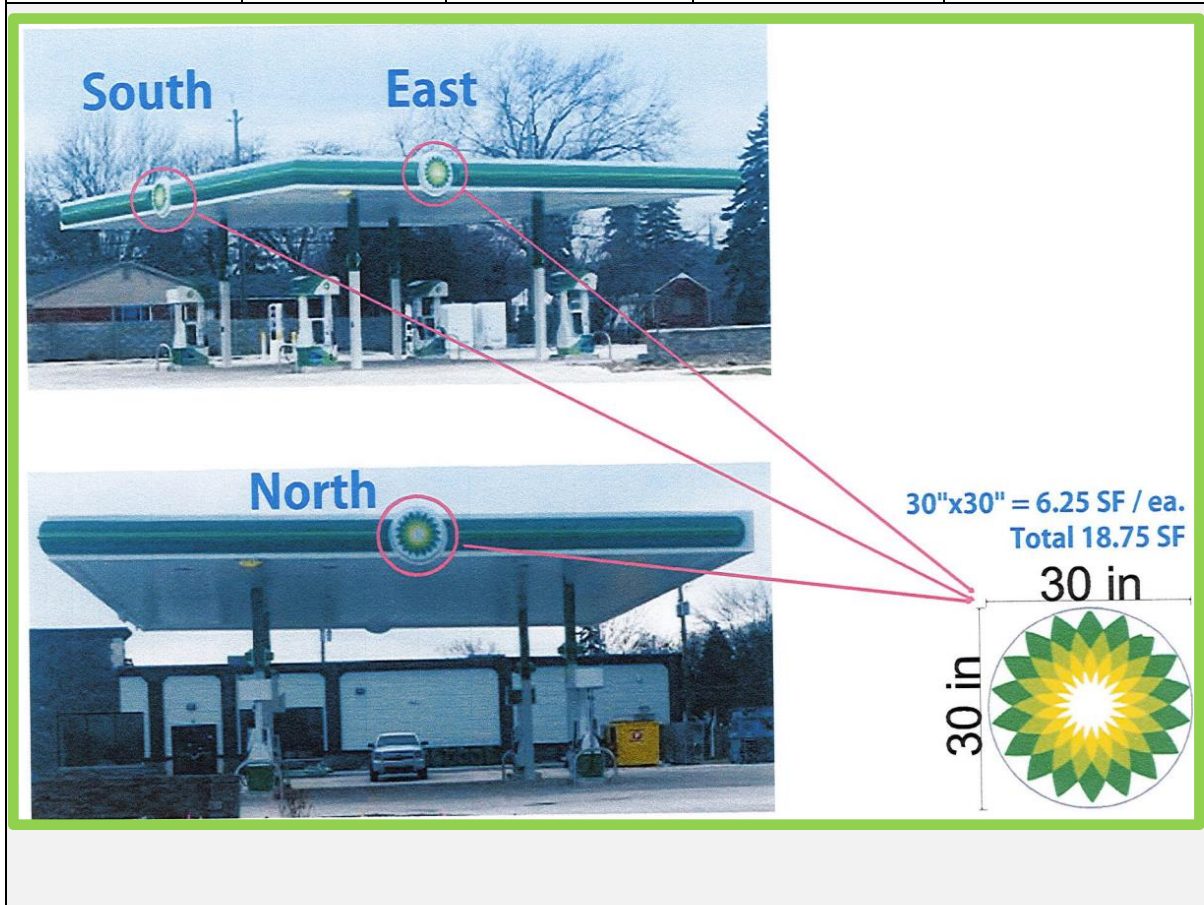


Ordinance Sign Standards – VC District				
WALL SIGNS (Convenience Store Building)				
Sign Type & Standard	Zoning Ord. Section	Required	Provided	Comments
Location	52-24.C.	On principal bldg. façade to be placed at the sign band, when provided.	On principal bldg. near and above the primary entrance.	Compliant
Max Surface Display Area		10% of ground floor, street-facing bldg. face up to 64 sq. ft.	30 sq. ft. (north-facing sign)	Compliant
			30 sq. ft. (east-facing sign)	
Max Height		Not to exceed the height of the bldg.	Lower than the height of the bldg.	Compliant
Number		1 per street-level business w/ principal frontage.	2 signs	Compliant. <i>Corner parcels permit 1 per side.</i>

Location on North Façade (facing Coral Gables Boulevard)

Location on East Façade (facing Southfield Road)

Ordinance Sign Standards – VC District				
WALL SIGNS (Gas Canopy Structure)				
Sign Type & Standard	Zoning Ord. Section	Required	Provided	Comments
Location	52-24.C.	On principal bldg. façade to be placed at the sign band, when provided.	<b>3 logo signs on the wall of the gas canopy structure.</b>	<b>Not Compliant</b>
Max Surface Display Area		10% of ground floor, street-facing bldg. face up to 64 sq. ft.	<b>3 signs x 6.25 SF each = 18.75 SF</b>	<b>Not Compliant. Together with permitted wall signs exceeds 64 sq. ft.</b>
Height		Not to exceed the height of the building.	<b>3 logo signs project beyond the height of the gas canopy roof.</b>	<b>Not Compliant</b>
Number		1 per street-level business w/ principal frontage.	<b>3 signs.</b>	<b>Not Compliant. Exceeds max. allowed by 3.</b>



**Illumination. Sec. 52-23(k-l).**

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.
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.

(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.

***The LED area of the monument sign does not comply with the ordinance standards of sections K and L above. Elimination of the LED portion of the monument sign would improve the degree of visibility within the 25' x 25' clear vision zone. The lighting of the remaining two wall signs, and three canopy wall signs, should they be approved, shall comply with the lighting standards of the ordinance.***

**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

