

Bradley Signworks
13347 Marion
Redford, Mi 48239

2-28-2008

attention Zoning Board of Appeals

RE: CROWNE PLAZA HOTEL
27000 Sheraton Drive
Novi, Mi. 48377

. Re question #8 this appeal is based upon the following grounds...

1. Pole sign: We feel that the hotels existing pole sign is not visible from I96 and by adding the restaurant sign to it would bring in the tourist business to eat and shop in the city of Novi, hereby bringing in much needed revenue for the city. By adding a reader board sign we would be able to advertise community events such as the 50's party, the car show and let the public know that the hotel offers banquet accommodations and special events for all the holidays. The reader board sign would also be made available to the City of Novi for Amber alerts, special road alerts construction and anything else the traveling public may need to be made aware of. It would be easily read on I96. We also feel that because of the location of the hotel and the driveway leading into it, its very hard for out of town guests to figure out where it is and how to access it.

2. The Crowne Plaza on the westside of the building facing the Emagine theater is needed as there is no advertising visible from the freeway. They have plenty of square footage on the building for a second sign.

* 3. The proposal for the restaurant sign reading BENEDETTO'S STEAKHOUSE would be replacing an existing sign that reads OAK GRILL. We have plenty of square footage for the sign and it would be highly visible for the traffic coming and going to all the malls in the area and bring in needed business to the area.

4. As far as a mock sign for the pole sign goes we believe it would not be in the best interest of the public to put up a mock sign that high in the air as it would create a hazard for people as well as cars what with the wind load and the cost of constructing a safe mock for such a short time is not feasible. By adding the two new signs to the front sign, the hotel as well as the city will get much needed attention and bring in many out of town guests who come to Novi to shop and eat and enjoy the night life without the worry of having to drive home. The hotel would also benifit by letting the public know that they have banquet facilities.

Thank you for your time
Sincerely
Cynthia Nelsen/ Agent for Bradley Signworks

* Please note:

Applicant withdrew request 3 prior to
Public Hearing Announcement



C&J SIGN 248-349-3767

CROWNE PLAZA

30"

25'

C&J SIGN CO. 248-349-3767