

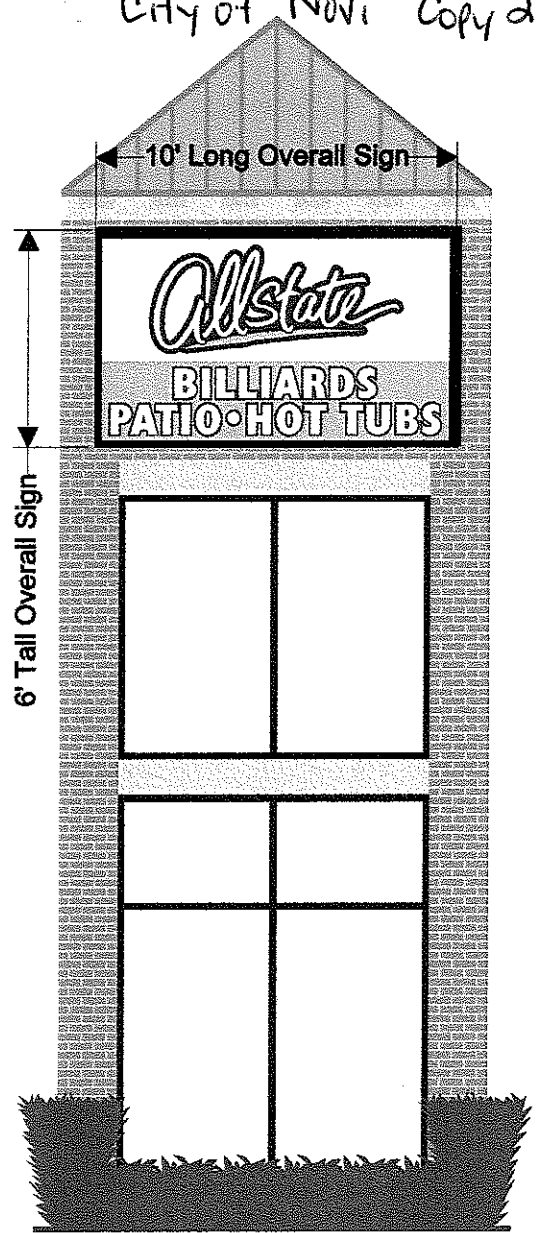


THIRD GENERATION FAMILY OWNED & OPERATED SINCE 1932
 OFFICE # (248) 922-9560 FAX # (248) 922-0554
 9641 NORTHWEST COURT, CLARKSTON, MICHIGAN 48346
 THIS SHOP DRAWING IS SUBMITTED FOR APPROVAL AND REMAINS THE EXCLUSIVE PROPERTY OF CORNELL SIGN COMPANY, INC. UNTIL THE DESIGN AND SIGN PROJECT IS PURCHASED BY CUSTOMER.

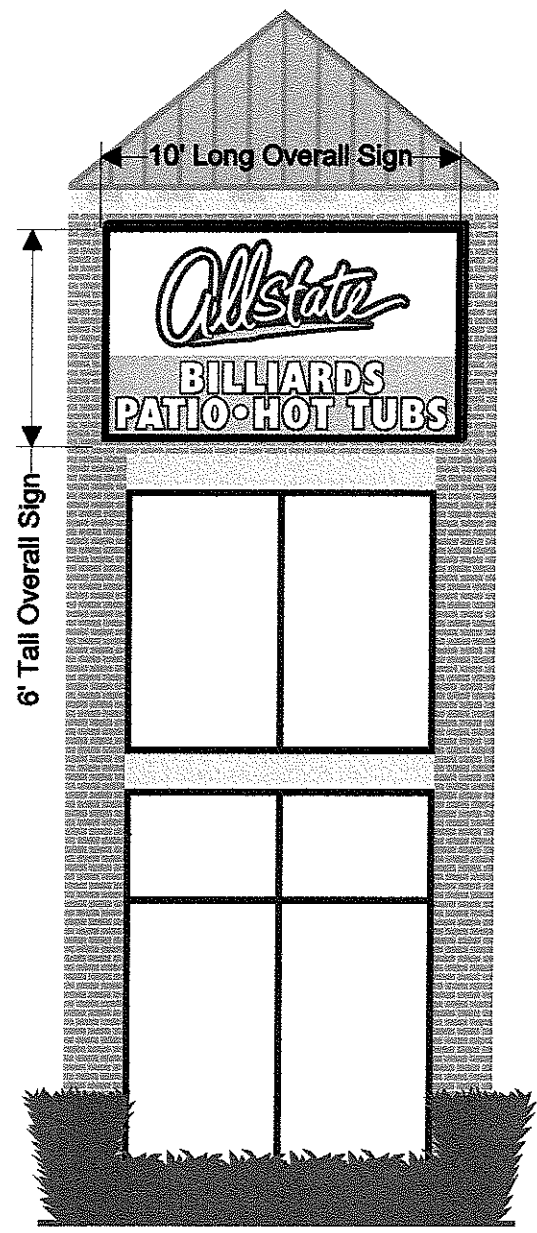
Scale 3/16" = 1'

ALLSTATE BILLIARDS-PATIO-HOT TUBS
CORPORATE OFFICES
 Mr. Roy Farmer - Owner
 Corporate Offices Phone # (734) 838-6500
 Corporate Offices Fax # (734) 838-6505
 Roy's E-Mail: RoyF@shopallstate.com
 Corporate Offices Address:
 30650 Plymouth Road
 Livonia, Michigan 48150

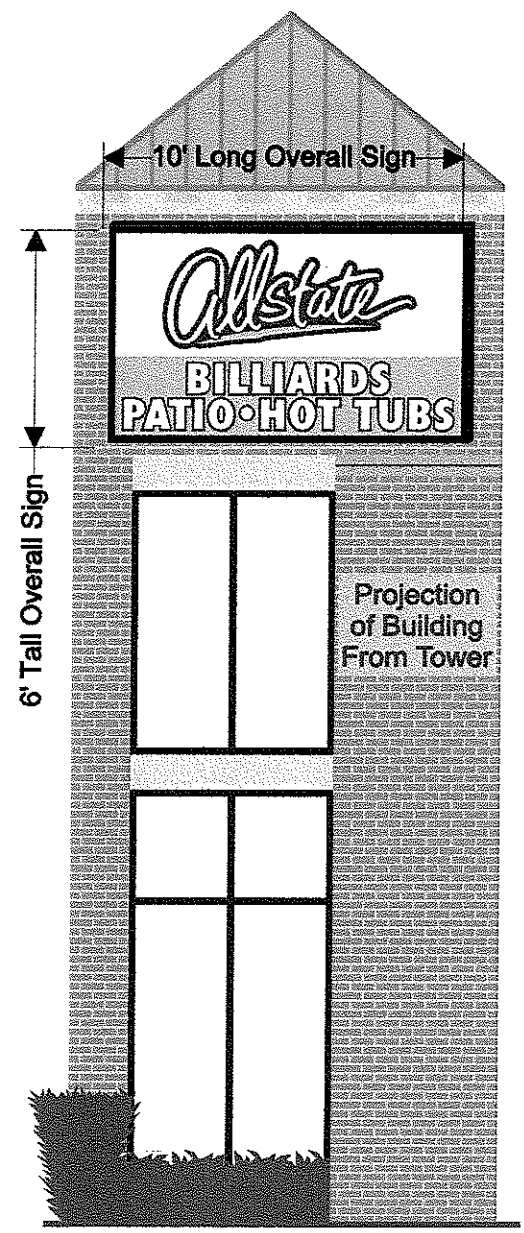
ALLSTATE BILLIARDS PATIO-HOT TUBS
NOVI SHOWROOM
 Store Address: 26159 Novi Road
 Novi, Michigan 48375



SOUTH ELEVATION OF TOWER FACING NORTHBOUND TRAFFIC ON NOVI ROAD



EAST ELEVATION OF TOWER FACING NOVI TOWN CENTER DEVELOPMENT



NORTH ELEVATION OF TOWER FACING SOUTHBOUND TRAFFIC ON NOVI ROAD

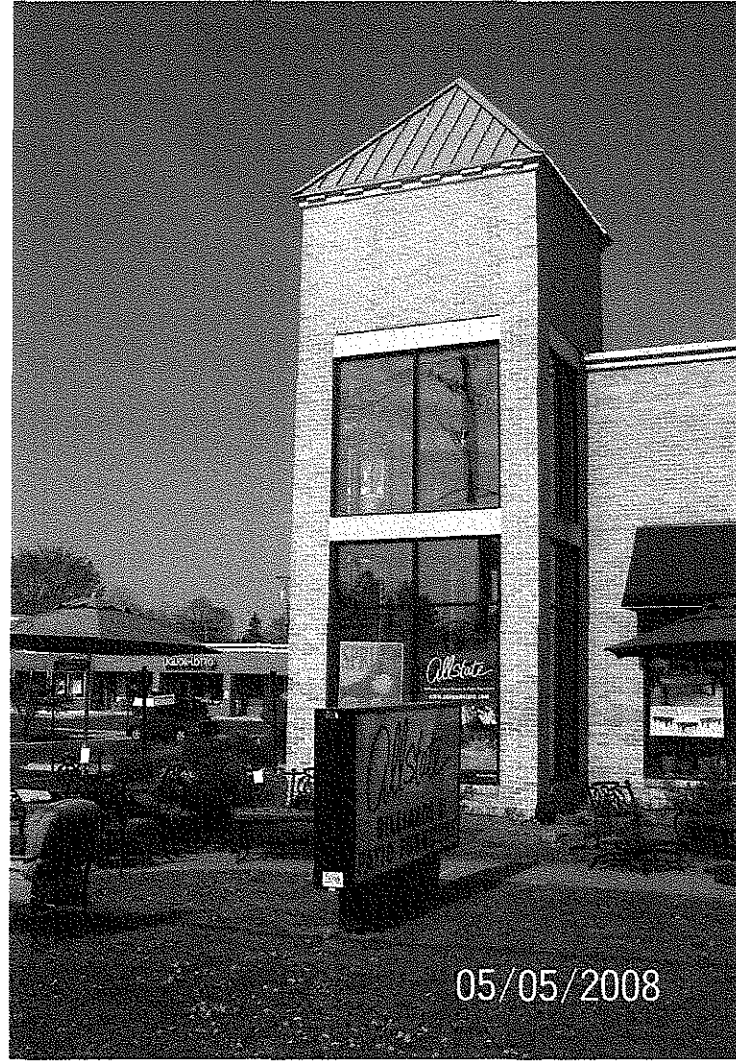
CODE INFORMATION: ZONED TC; TOWN CENTER: Property has an existing freestanding double face ground sign that is conforming in that the sign is 4' tall overall X 8' long overall or 32 square feet, 5' from the top of the sign to grade, and is setback 64' from the centerline of the thoroughfare.

PROPOSED SIGN INFORMATION: Each sign is 6' tall overall X 10' long overall or 60 square feet total sign area each or 180 square feet total all three signs combined. These signs require variances from the City of Novi Zoning Board of Appeals to allow more than one business sign since a ground sign already exists on the property in the form of a thirty-two square feet freestanding ground sign and to allow a total square footage of sign area in excess of what is allowed by code.

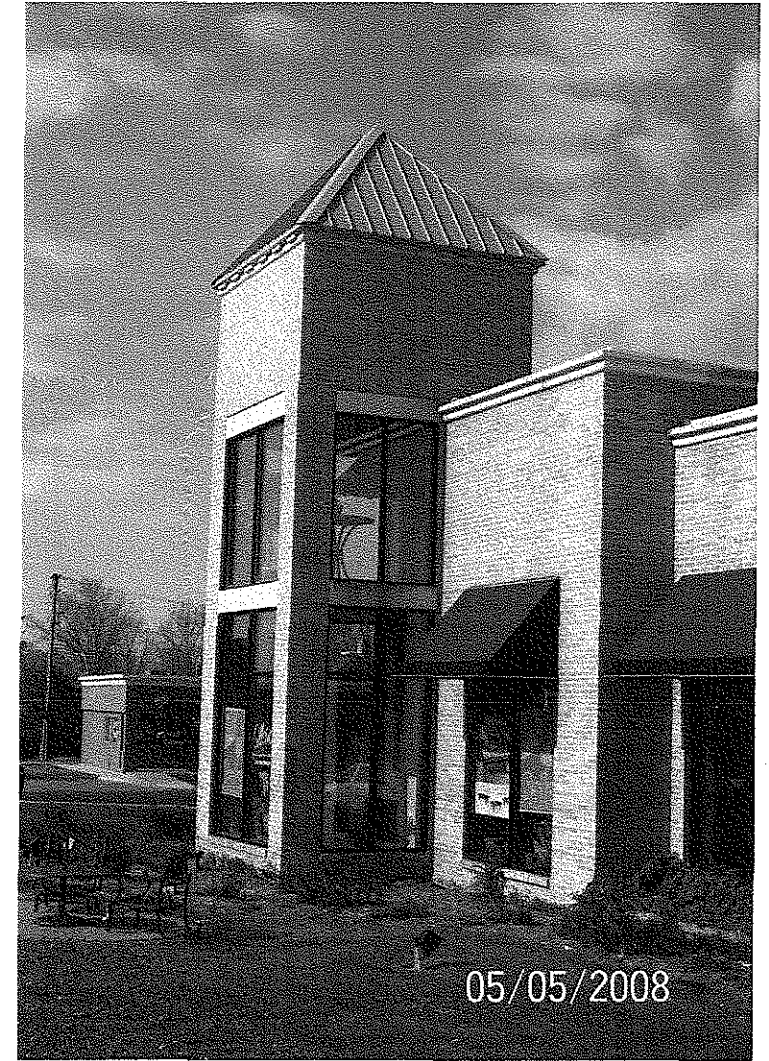
3' tall X 7' long "Allstate" logo. 11" tall upper case letters on "BILLIARDS PATIO-HOT TUBS" copy including the 1/2" outline, in Humanist 521 Bold Condensed typeset.



**SHOWN IN THE PHOTO ABOVE
THE SOUTH TOWER ELEVATION
AND
THE EAST TOWER ELEVATION
ONE (1) WALL SIGN PROPOSED
FOR EACH ELEVATION**



**SHOWN IN THE PHOTO ABOVE
THE EAST TOWER ELEVATION ON
WHICH ONE (1) WALL SIGN IS PROPOSED
IN THE FOREGROUND IS
THE EXISTING FREESTANDING
DOUBLE FACE GROUND SIGN**



**SHOWN IN THE PHOTO ABOVE
THE NORTH TOWER ELEVATION ON
WHICH ONE (1) WALL SIGN IS PROPOSED**



SHOWN IN THE PHOTO ABOVE

VIEW NORTHBOUND NOVI ROAD TOWARDS INTERSTATE I-96 TAKEN FROM THE LEFT TURN LANE TO ILLUSTRATE THE INEFFECTIVENESS OF THE EXISTING FREESTANDING GROUND SIGN FROM A DISTANCE – THIS INEFFECTIVENESS IS EVEN WORSE WHEN TRAFFIC IS HEAVY ON THE SOUTHBOUND DIRECTION OF NOVI ROAD, I.E. RUSH HOUR OR DURING THE HOLIDAY SHOPPING SEASON, ETC.



SHOWN IN THE PHOTO ABOVE

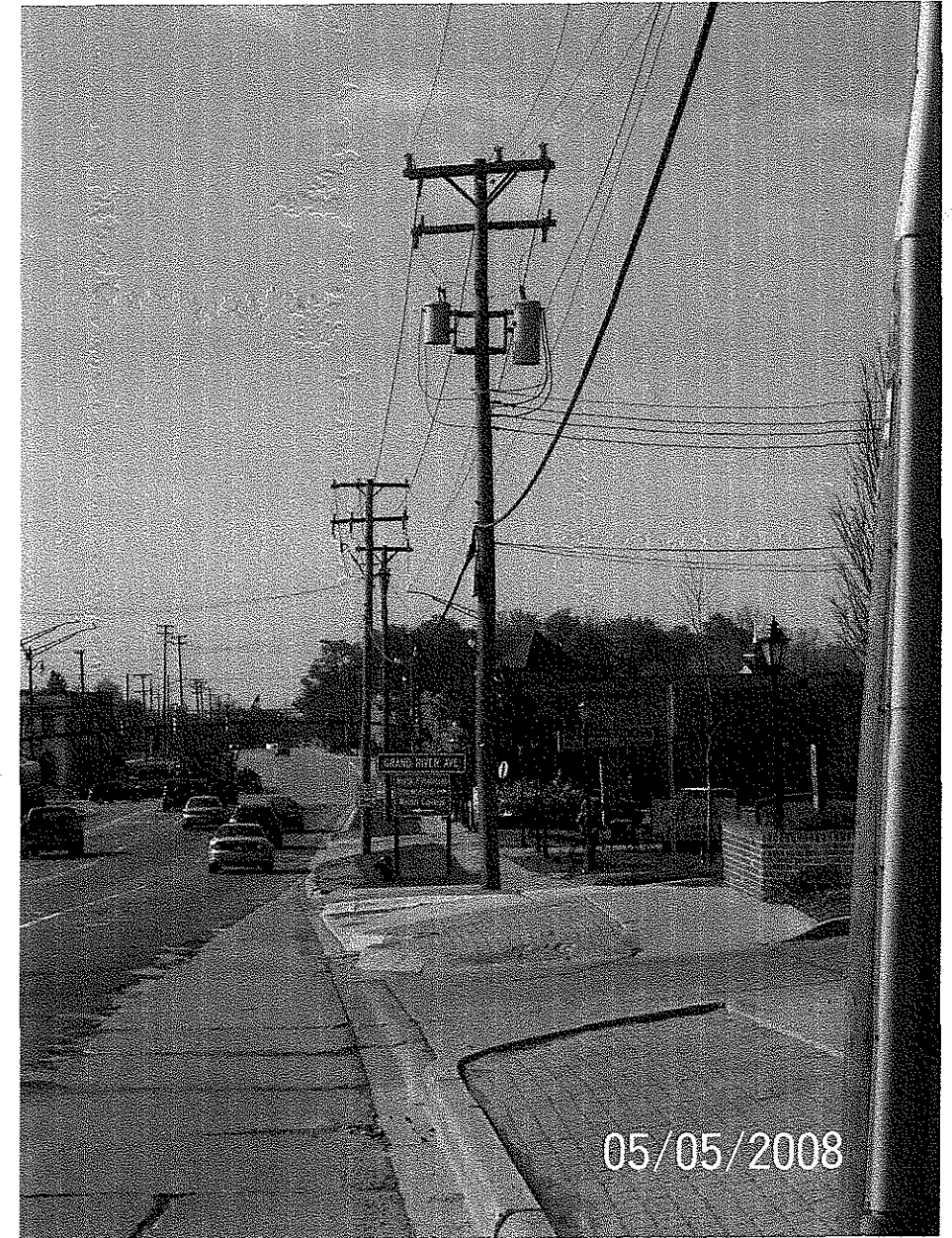
VIEW FROM NORTHBOUND NOVI ROAD IN A NORTHWEST DIRECTION TOWARDS THE ALLSTATE BILLIARDS-PATIO-HOT TUBS STORE, SHOWING THAT THE EXSITING FREESTANDING GROUND SIGN ALSO CAN BE BLOCKED BY THE LANDSCAPING ON THE PROPERTY WHEREAS THE TOWER ELEVATIONS ARE ALWAYS VISIBLE TO THE PUBLIC AND THEREFORE ARE THE BEST LOCATION FOR A BUSINESS SIGN.



SHOWN IN THESE PHOTOS

VIEW SOUTHBOUND NOVI ROAD TOWARDS GRAND RIVER AVENUE TAKEN FROM THE RIGHT HAND LANE AND THE PUBLIC SIDEWALK TO ILLUSTRATE THE INEFFECTIVENESS OF THE EXISTING FREESTANDING GROUND SIGN FROM A DISTANCE WITH THE CROWN OF THE HILL ON NOVI ROAD NORTH OF THE ALLSTATE BILLIARDS-PATIO-HOT TUBS STORE, WHEREAS THE TOWER ELEVATIONS ARE ALWAYS VISIBLE TO THE PUBLIC AND THEREFORE ARE THE BEST LOCATION FOR A BUSINESS SIGN.

PLEASE NOTE THAT THE PHOTOS ON THESE PHOTO SHEETS WERE TAKEN FROM THE LOCATIONS CHOSEN FOR THE SAFETY OF THE PERSON TAKING THEM, HOWEVER THE PROBLEMS VEIWING THE STORE ILLUSTRATED ARE COMPARABLE FROM THE VARIOUS LANES OF THE NOVI ROAD TRAFFIC



City of Novi – Zoning Board of Appeals

Attachment Sheet for Allstate Billiards-Patio-Hot Tubs – 26159 Novi Road, Novi, Michigan 48375

CODE INFORMATION:

City of Novi code allows either a freestanding ground business sign or a business wall sign for a single use building in the TC Town Center District.

REQUESTED VARIANCE:

Variance requested is to allow an additional three (3) wall business signs where a business freestanding ground sign already exists in the form of a thirty-two square feet freestanding ground sign and to allow a total square footage of sign area in excess of what is allowed by code.

APPEAL BASED ON THE FOLLOWING GROUNDS:

The Allstate Billiards-Patio-Hot Tubs store is in a freestanding single use building that sits perpendicular to Novi Road. Although the property has an existing conforming freestanding ground sign it is easily blocked from view by either traffic and or landscaping from the various lanes of traffic on Novi Road. In fact during rush hour or the holiday shopping season the sign can be easily blocked by a SUV waiting in traffic located on Novi Road, whereas the tower elevations are always in view of the public and the best location for a business sign.

The Allstate Billiards-Patio-Hot Tubs store is a “Destination” store in that a customer does not, as a rule, just decide to make a purchase of a pool or game table, patio set, or hot tub since that type of purchase can run into the thousand of dollars. Even though many smaller items cost much less many of this store’s customers come from well outside the City of Novi, i.e. Brighton, Howell, Fenton, Canton, Plymouth, etc. Some think because of this that primary on-site signage is not that important because someone usually does not just walk in and spend \$5,000.00 on a pool table, however I would like to state that this is the exact reason why primary on-site signage is so important for a “Destination” store. If a potential customer cannot find the store they may give up easily looking for it. This store requires good advertising visibility when someone comes south on Novi Road from Interstate I-96, comes north from Grand River Avenue, or comes from the Novi Town Center across Novi Road.

POSSIBLE ADDITIONAL CONSIDERATIONS:

The Allstate Billiards-Patio-Hot Tubs store is a larger single use building that if were divided into four or more stores would be allowed considerably more in signage, or approximately one hundred and seventy five square feet of wall signage and a thirty square foot freestanding ground sign.

This Allstate Billiards-Patio-Hot Tubs store was originally located across Novi road in the Novi Town Center Development. During that time the store experienced ups and downs financially, such as when the “Mervyn’s” space was vacant. At which time instead of leaving the City of Novi Allstate Billiards-Patio-Hot Tubs instead purchased the property in question now because they believed that the City of Novi held great long term potential. Since then they have once again had both ups and downs financially, such as when the previously vacant “Mervyn’s” space was rented by a large big box competitor!