

10/31/2010

Novi Zoning Board of Appeals: We are asking for a sign variance to install a sign over our front doors and use of the pylon sign to the south of building on the ring road.



Front Door entrance



Ring Road Sign



View of building from 12 mile road



View from driveway entering from 12 mile

With out signage over our front door we daily have people coming to the door with rugs for Hagopian and cars enter off 12 mile and go south along the front of building which is where our only signage exists and wind up at Hagopian's front door or down on the ring road and unsure how to return to our store.

Our present signage is inadequate to meet the needs of prospective customers of both Hagopian and American Mattress Gallery and is causing confusion to customers of both businesses .

Regarding the pylon sign Mr. Hagopian has offered to allow American Mattress Gallery use of the entire sign. Without the pylon sign we have no way of directing customers to our store from the Twelve Oaks Mall or its ring road. Many people today use various GPS systems and on many our location comes up as Twelve Oaks Mall. For cars east bound on 12 mile rd looking for our store by the time they see the Building sign they are passed out driveway and must go around and enter from the Twelve Oaks Mall ring road and we have no signage on that side of the building. If we add our name to the sign American **Mattress** Gallery it would read more like **HAGOPIAN MATTRESS** or **MATTRESS HAGOPIAN** and cause further confusion.



Purposed sign



CURRENT STORE FRONT

DOORWAY



12 MILE RD. ↑ N

← 100 FT. --- →
← 60 FT. --- →

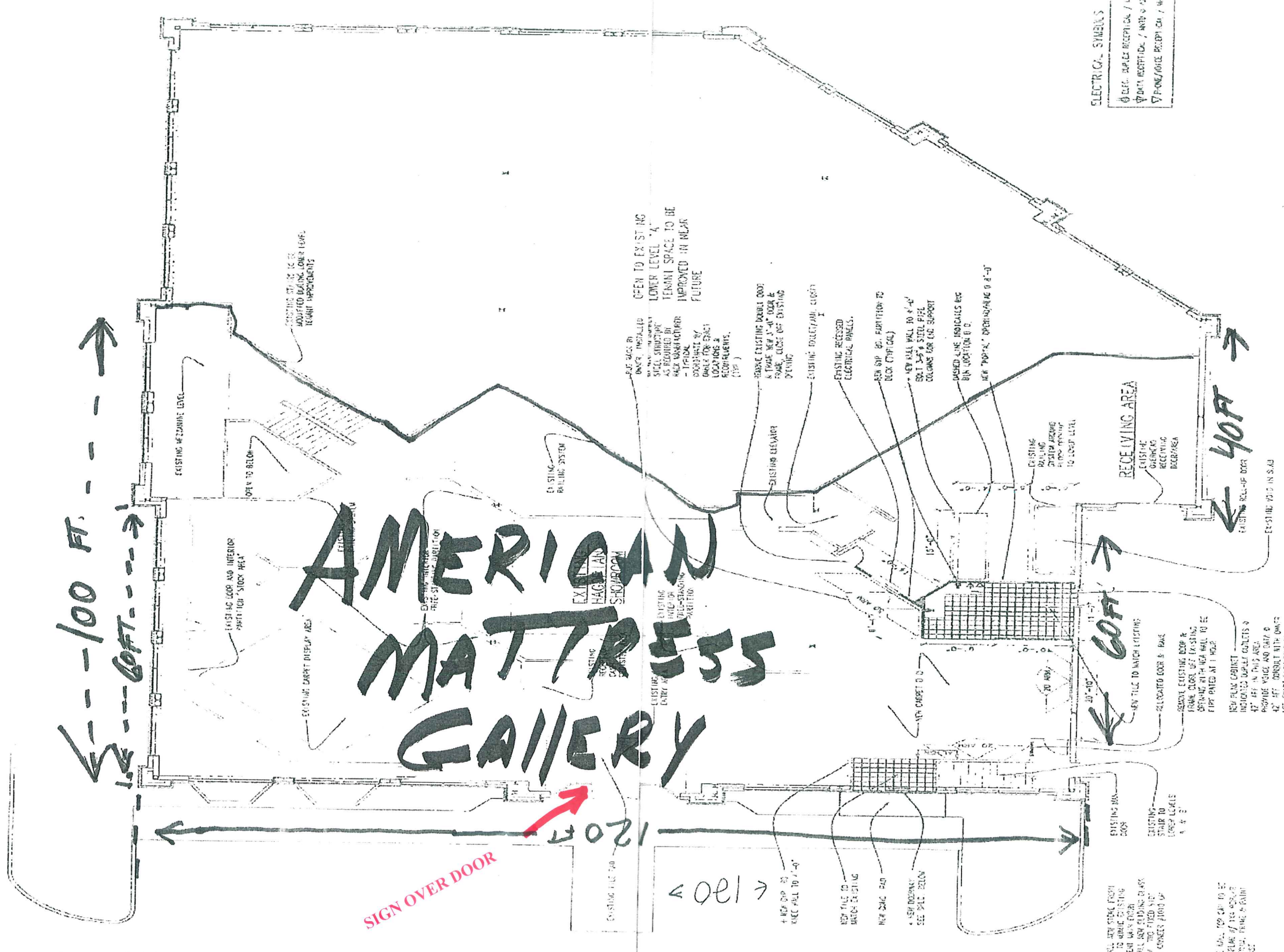
AMERICAN MATTRESS GALLERY

SIGN OVER DOOR →

← 120 FT. →

← 40 FT. →

⊘	ELEC. PANEL RECEPTION / UNIT 6 1
▽	DATA RECEPTION / UNIT 6 1
▽	PHONE/VOICE RECEPTION / UNIT 6 1



RECEIVING AREA
EXISTING RECEIVING RECEPTION AREA
RECEIVING AREA

EXISTING WALL TO 4'-0"
EXISTING MECHANICAL LEVEL
EXISTING BALDING SYSTEM
EXISTING CARPET DISPLAY AREA
EXISTING LLOOR AND INTERIOR PARTITION "STOCK AREA"
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EXISTING LLOOR AND INTERIOR PARTITION "STOCK AREA"

OPEN TO EXISTING LOWER LEVEL "A"
TENANT SPACE TO BE IMPROVED IN NEAR FUTURE

REMOVE EXISTING DOUBLE DOOR & FRAME, NEW 3'-0" DOOR & FRAME, CLOSE OFF EXISTING OPENING

EXISTING RECEIVED ELECTRICAL PANELS

NEW DUP. SIG. PARTITION TO ROCK (TYPICAL)

NEW WALL WALL TO 4'-0" BOLT 3'-0" & STEEL PIPE COLUMNS FOR LUG SUPPORT

DASHED LINE INDICATES RC RIG LOCATION U.O.

NEW "POPCO" OPERATORING 6'-0"

EXISTING ENTRY REVISION TO 4'-0" PARTITION

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