

# FurnitureBrands

Furniture Brands International  
Retail Development  
401 East Main Street  
Thomasville, NC 27360  
336.313.4420 Tel  
336.472.4099 Fax

Greg A. Darus  
Vice President, Corporate Real Estate  
Furniture Brands International

gdarus@furniturebrands.com  
Direct: 314-290-8996

April 28, 2011

City of Novi  
Zoning Board of Appeals  
Community Development Department

**Re: 27754 Novi Road, Request for Variance to display two additional exterior signs**

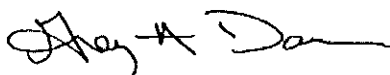
To whom it may concern:

Thomasville Retail, Inc. is negotiating a lease agreement with ownership of said property contingent upon gaining the right to install additional signage for sufficient exposure and visibility to local traffic. The additional signage is imperative to the success of this store. The building itself sits below grade and its placement on the ring road of Twelve Oaks Mall leaves only the back and side of the building visible from Novi Road and slightly from I-96. There are no monument, pylon, or directional signs to alert consumers to our location visible to Novi Road or I-96. The majority of tenants on the ring road are to the left of the main entrance. This location is to the right, including 2 direct competitors, which creates even greater need for awareness of the location prior to entering the Mall ring road.

Additionally, the previous failed tenant, La-Z-Boy, had one additional sign which clearly was not adequate. We are asking for one additional over what La-Z-Boy had in an effort to succeed in the City of Novi.

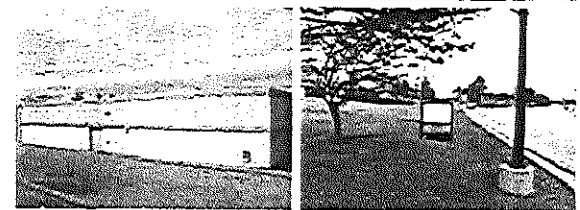
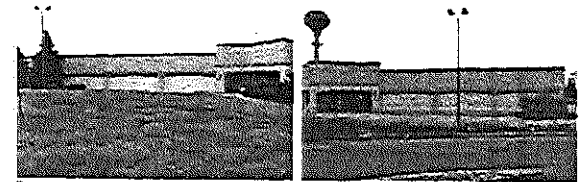
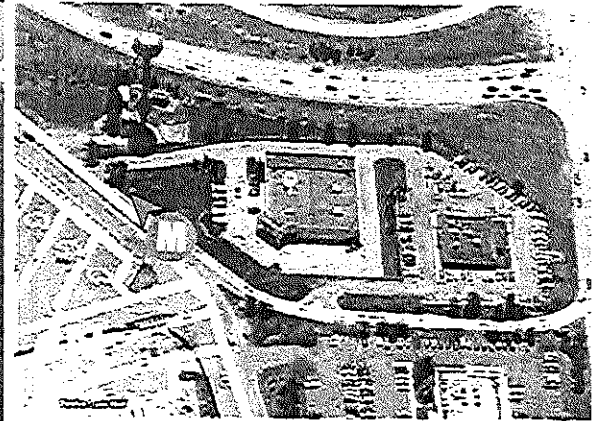
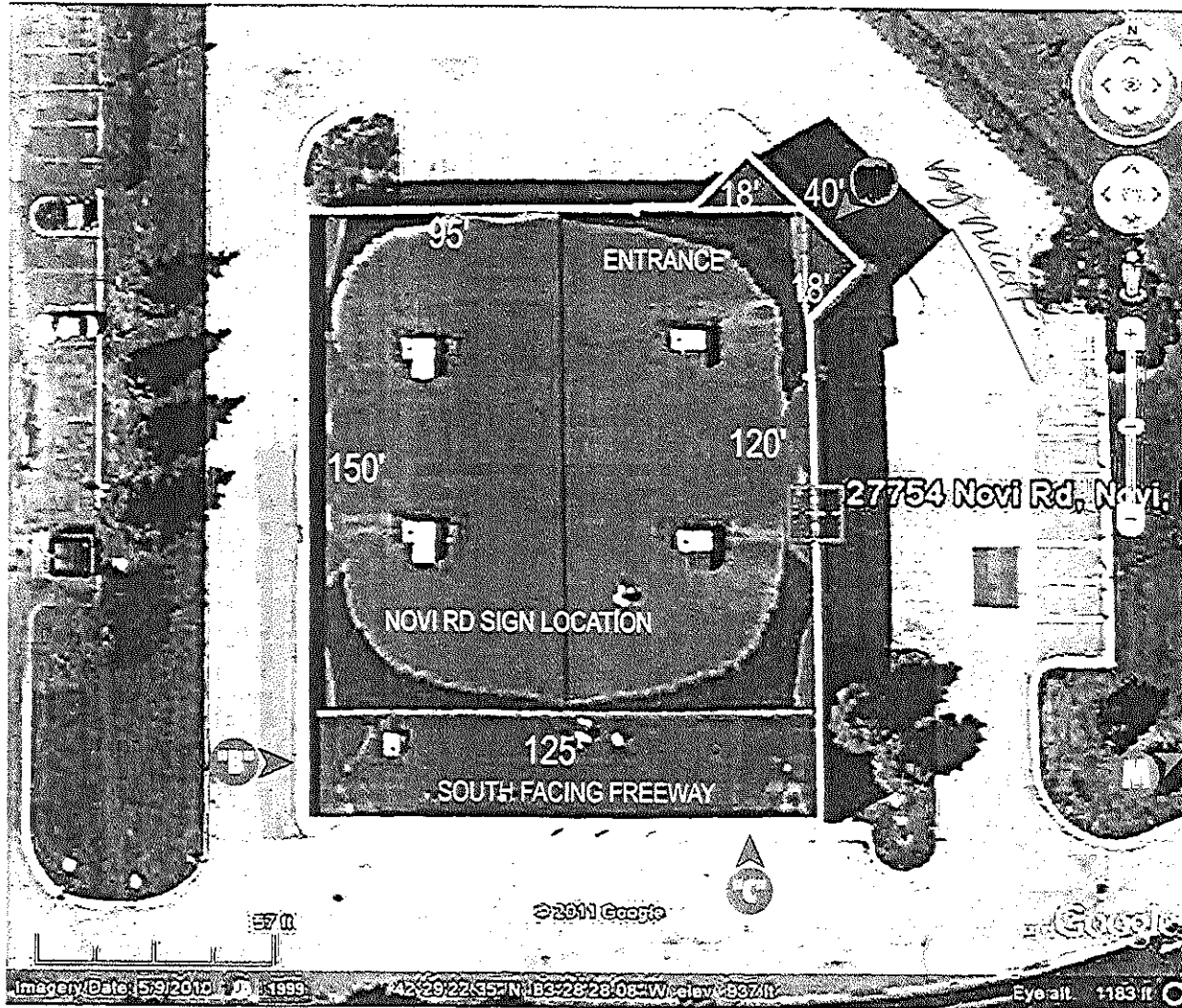
In summary, Thomasville Retail, Inc. is requesting permission to install two additional signs on the exterior walls per the proposed package. We strongly believe this will increase our ability to become a meaningful retail partner in the Novi community.

Sincerely,



Vice President, Corporate Real Estate

*You're Home. We're There.*



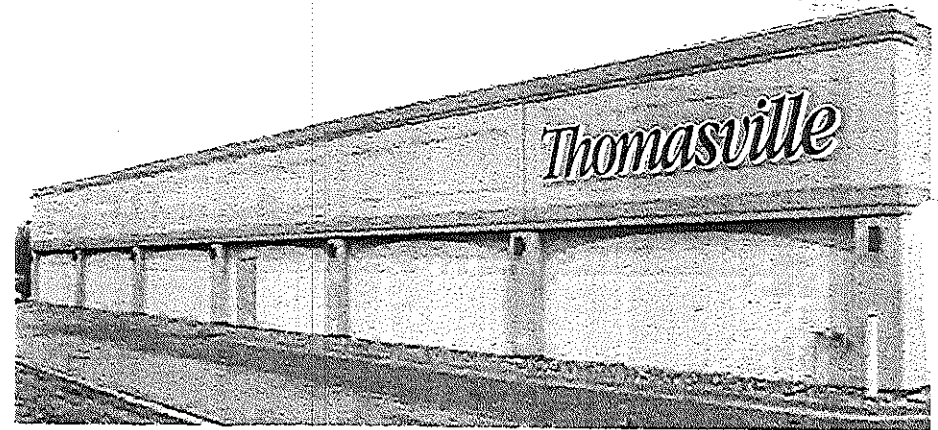
Image/Date: 15/9/2010 11:18:59 42.29/22.35°N 83.28/28.08°W Location: 937 ft Eye alt: 1183 ft


**Image National, Inc.**  
 The Electric Sign Company  
 16205 Star Road, Memphis, TN 38167  
 Toll Free: 800.592.8058  
 Tele: 208.345.4020  
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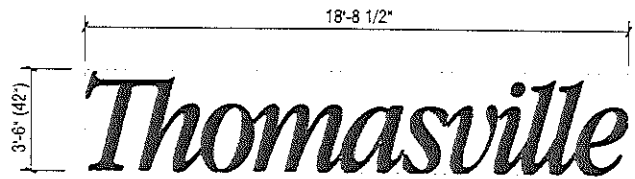
PROJECT NO: 03.28.2011  
 CLIENT: S. Carco  
**Thomasville**  
 27754  
 Novi Road  
 Novi, MI, 48377  
 YEAR: 19858  
 DRAWING NO: TF-NOVI-C  
 DESIGNER: G. Dardis  
 DATE: R1 04.19.2011


**HARRIS PLANT - 01-423185-001**  
**TERRILL PLANT - 01-423185-002**  
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PAGE NO.  
**2 of 8**



EXISTING BUILDING WEST ELEVATION - w/ NEW "Thomasville" LED CHANNEL LETTERS



**Mfg. & Install (1) New 42" LED Channel Letter set**  
 scale: 1/4" = 1'-0" 65.5sf



**Image National, Inc.**  
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16265 Star Road, Tampa, ID 83687  
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DATE: 03/28/2011

**Thomasville**

27754  
 Novi Road  
 Novi, MI 48377

03/28/2011

NOVA RT S. Curcio

19858  
 11 DUBOIS  
 RT 04 19 2011



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 www.imagenational.com

DATE: 03/28/2011

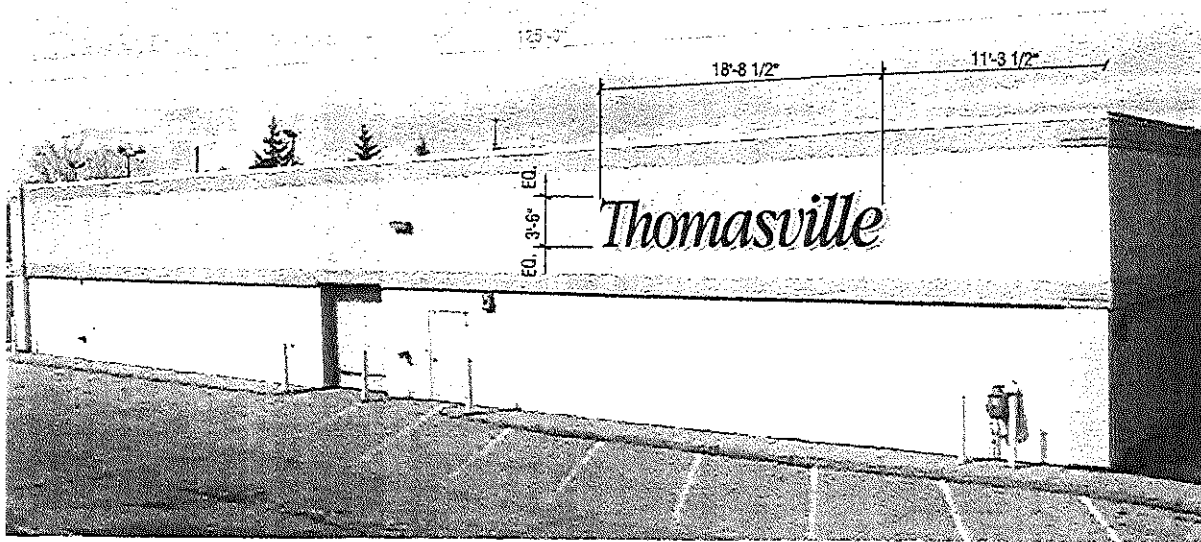
NOVA RT S. Curcio

19858

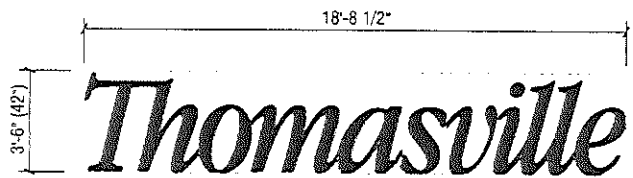
11 DUBOIS

RT 04 19 2011

4 of 8



EXISTING BUILDING SOUTH ELEVATION - w/ NEW "Thomasville" LED CHANNEL LETTERS



**Mfg. & Install (1) New 42" LED Channel Letter set**  
 scale: 1/4"=1'-0" 65.5sf

**Image National, Inc.**  
 The Electric Sign Company

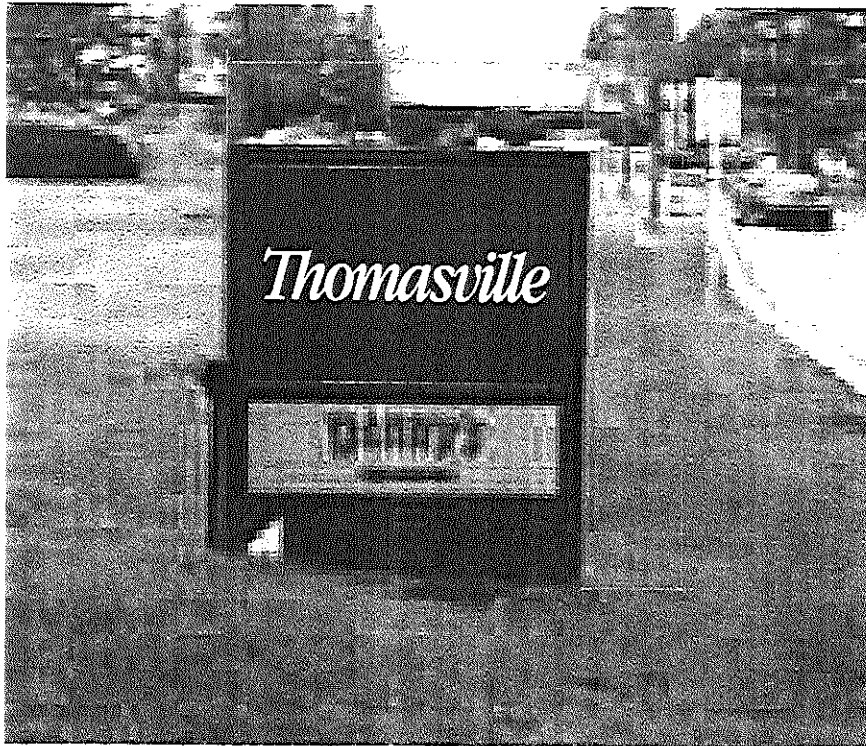
16205 Star Road, Memphis, TN 38187  
 Toll Free: 800.592.8058  
 Tele: 208.345.4020  
 Fax: 208.336.9886  
 www.imagenational.com

DATE: 03/28/2011	PROJECT: S. Conico
27754	19858
Novi Road	F-Nov-C
Novi, MI, 48377	M. Hardin
	RI: 04/19/2011

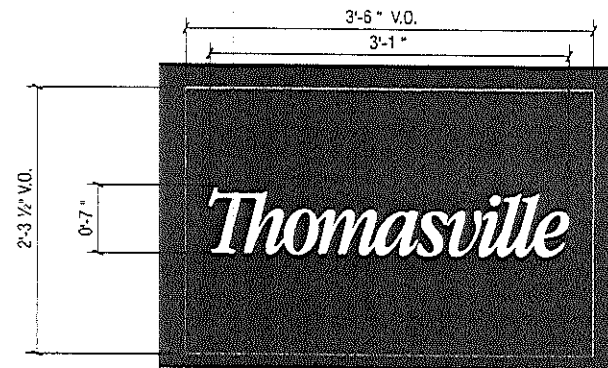
**Image National, Inc.**

HANOVER PLANT - 01-453185-011  
 TERRYVILLE PLANT - 01-453185-012

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EXISTING D/F MONUMENT DISPLAY - w/ NEW "Thomasville" FACES & VINYL



**Mfg. & Install (2) New Polycarbonate Faces w/ 1st Surface Vinyl**  
scale: 1"=1'-0"

Mfg. & Install (2) Polycarbonate Replacement Faces w/ 1st Surface Vinyl  
.177 White Polycarbonate Faces w/ 1st Surface Calon #2500 #2992 Dk. Blue  
Vinyl Overlay w/ Weeded White "Thomasville" Copy



**Image-National, Inc.**  
The Electric Sign Company

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Toll Free: 800.592.8058  
Tel: 248.345.4020  
Fax: 248.336.9886  
www.imagenational.com

FILE NO. 2011-0001

**Thomasville**

27754

Novi, Mich

Novi, MI 48377

03.26.2011

10/11/11

S. Condo

DATE	03.26.2011	BY	10/11/11	PROJECT	S. Condo
NO.	27754	REV.	19858	DESCRIPTION	TH-NOVI-C
APPROVED	G. Gurdin	DATE	01.04.19.2011		



16285 Star Road, Novi, MI 48377  
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