

July 21, 2010

Zoning Board of Appeals

City of Novi
45175 W. Ten Mile Road
Novi, MI 48375-3024

RE: Mercedes-Benz of Novi
39500 Grand River, Novi, Michigan
Our Project No. 08-31

To the Zoning Board of Appeals:

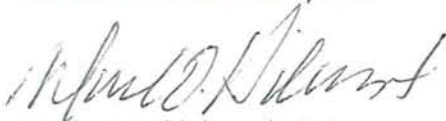
Please accept this letter, rendering, and drawings for consideration regarding a variance for replacement signage for Mercedes-Benz of Novi located at Grand River and Haggerty. The owner is currently completing renovations of the interior and exterior based on a Mercedes-Benz USA mandated program referred to as 'Autohaus'.

These renovations incorporate a modern, clean façade with an integral marquee sign. The new replacement sign is actually less than half of the existing signage. The replacement marquee will be 80 S.F. while the current total of signage is in excess of 200 S.F.. The replacement signage also incorporates a 'silver-metallic' backboard. This backboard is integral to the new 'silver-metallic' panels to be installed on the parapet (as previously approved under an existing Section-9 material waiver). This leaves the area of the revised text to stand out alone against the new wall finishes.

We ask the Zoning Board of Appeals to approve our application for a signage variance. The replacement signage will reduce the current signage, maintain aesthetic proportions, and provide a fresh and clean façade in keeping with the owner's tradition of meticulous property management. If additional information is required, please contact Matthew Madden or myself.

Sincerely,

GILLETT ASSOCIATES, INC.



Mark D. Hildebrandt, R.A.
President

MDH/mtm

Enclosure: Reference application, Reference Signage Specs, Reference Renderings





NOTE: All signage and locations are as prescribed by Mercedes-Benz USA, LLC.

Any revisions requested of these sign selections or their configuration on the site or building facades shall require prior written approval from MBUSA Dealership Facility Planning.



Architectural Graphics Incorporated
 2655 International Parkway
 Virginia Beach, VA 23452
 1.800.877.7868 • www.agisign.com

Client: Mercedes-Benz USA	Scale: As Noted	Date Created: 19 Jan 2009
Project Title: MB Novi, MI	Proposal:	Date Revised: 5/21/10 mar



Mercedes-Benz of Novi

Sign Family



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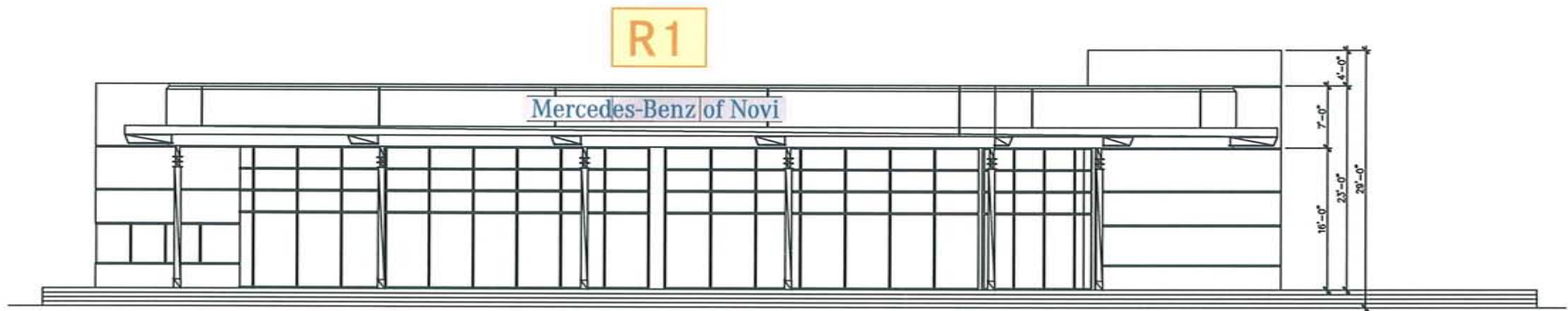
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Mercedes-Benz of Novi

Photos



SOUTH ELEVATION

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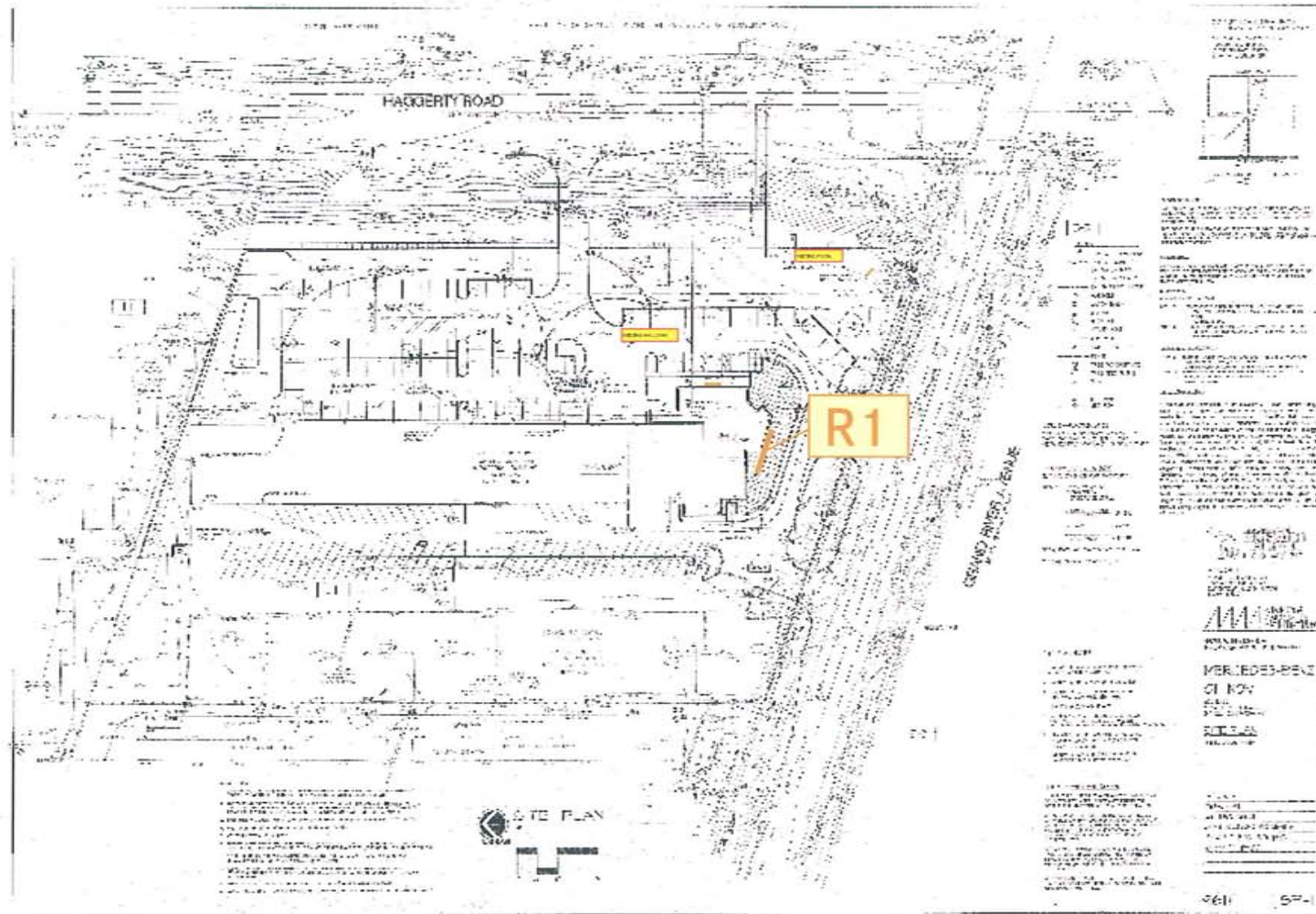
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Elevation



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Mercedes-Benz of Novi

Site Plan

