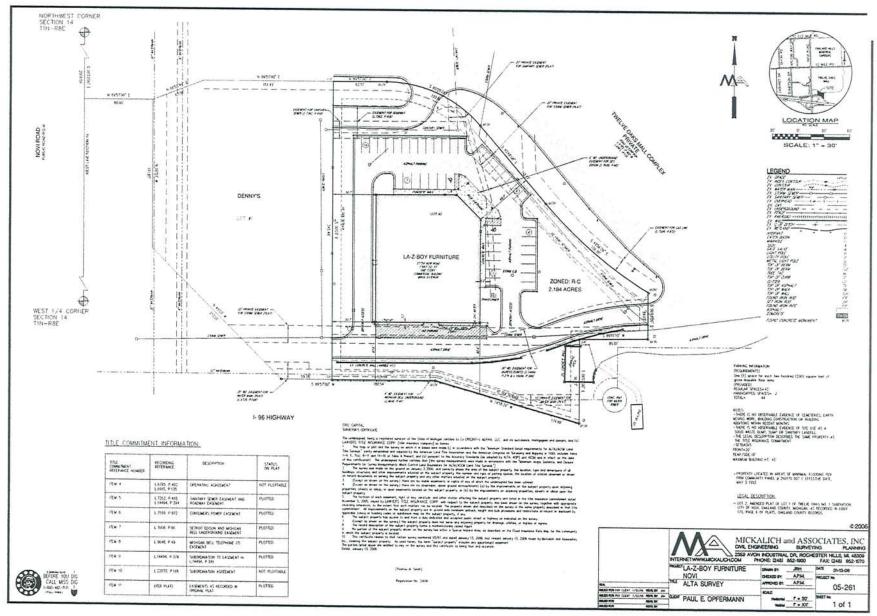


Jeffrey W. Senn Founding Partner 12 - 2 - 2010

We are seeking the variance based on our current and near future traffic patterns, sales history and business model. We currently operate an 18.000 sq.ft. stand alone store (formerly Borders Books) in Oakbrook, Illinois. During that time in our 2 best months (Sept. & Oct. 2010) we had 268 and 239 transactions respectively. Being a standalone store our conversion rate is approximately 50%. Spread out over a 30 day period (17 customers a day) open 9 hours a day it is obvious that 40 parking spaces is more than enough to accommodate our business model and customer counts.

Novi, MI







3in deep background Power supply inside at top for easy service. .060 painted alum. Non Illuminated 3 in 3in deep channel letter mounted to background 47in max 94 Max letter ht.

Side elevation







Chicago Sign Group, llc

Blue background.

LED transformer to be inside

Background NOT Illuminated

305 Albert Drive Vernon Hills, IL 60061 847.899.9021

www.ChicagoSignGroup.com David@ChicagoSignGroup.com

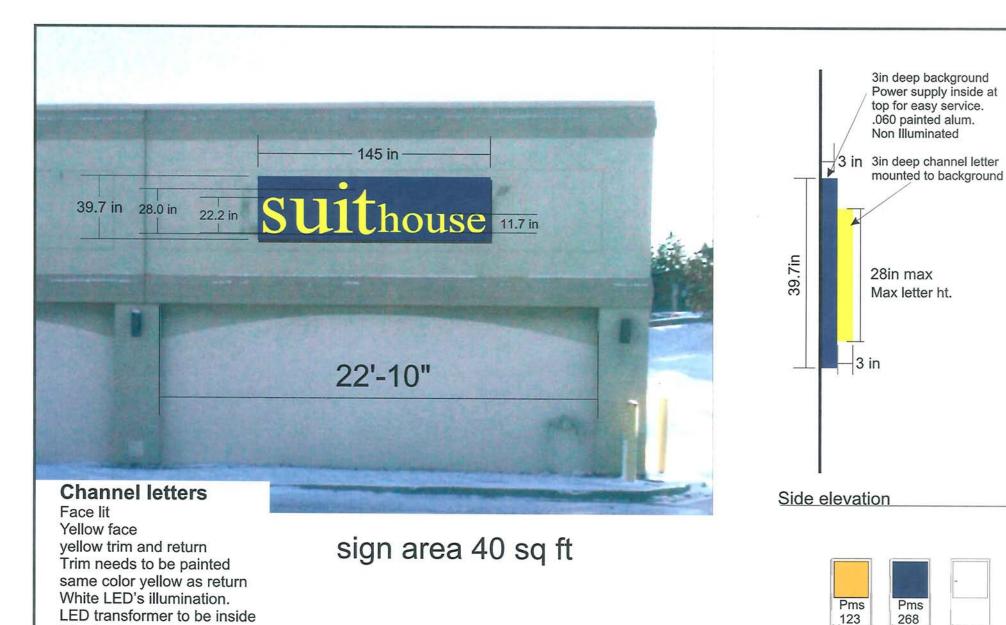
Customer:

suithouse 324 s.route 59. Naperville,illinois 60540 Location: Suitehouse Jeff Senn 27754 novi rd. Novi,michigan 48377 517-414-6611

Customer Approval

Landlord Approval

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Background NOT Illuminated

Blue background.

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12 sq ft existing sign

- -new faces
- -double faced
- -illuminated

Face Change only

-remove existing lexan face -replace with new with new vinyl lettering as shown







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