

**EXHIBIT A**  
Zoning Board of Appeals Application  
ServMan, LLC

For the purpose of completing items #7 and #8 on the City of Novi Zoning Board of Appeals application for ServMan, LLC's planned erection of an expressway billboard monopole two faced sign.

**Item #7:** *List variances requested (including measurements) and related ordinance section(s) required to be met.*

Response: Notwithstanding the fact that any applicable City of Novi ordinance or state regulation prohibits the installation of its requested sign and the issuance of any and all permits relating thereto from the City of Novi. The City of Novi has apparently, from its November 12, 2008 communication, indicated that the sign would require variances from the following ordinance provisions:

Section 28-8 (1)  
Section 28-8 (2)  
Section 28-8 (3)

Without specific contentions as to the applicability of this ordinance being set forth in this application, the applicant's request is for a sign of 50' in height with dual faces and a dimension of a standard expressway billboard size, i.e. 14'x 48' sign face.

**Item #8:** *This appeal is based upon the following grounds:*

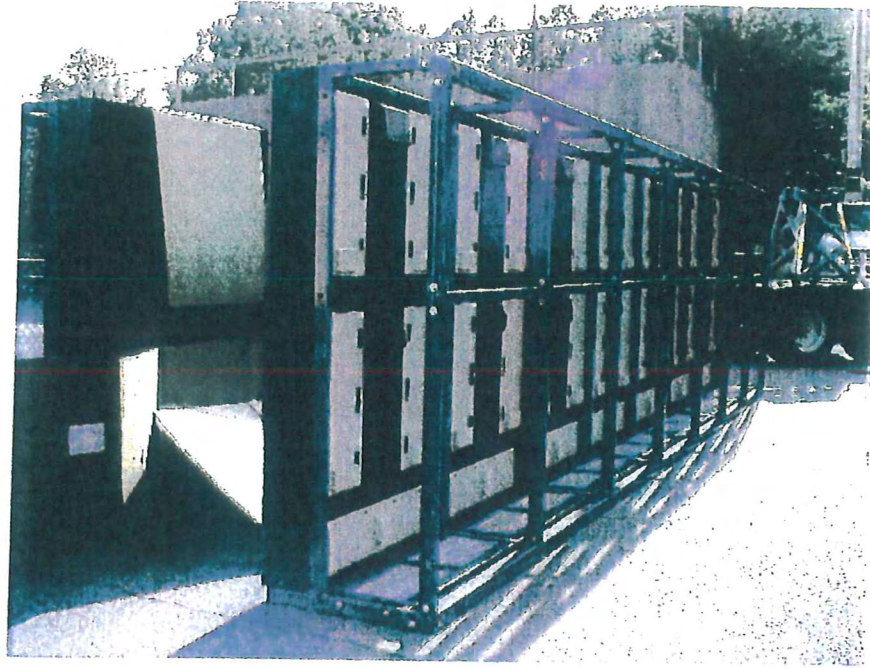
Response: Subject to applicant's response to item #7 above the following information is provided for the Zoning Board of Appeals consideration:

- There are already two (2) existing expressway billboard signs in the immediate vicinity of the proposed sign. The applicant is committing that immediately upon permit approval and completion of construction of the new sign both of the existing signs will be eliminated.
- The property where the existing signs are located and where the new sign will be installed were previously zoned for I-2 heavy industrial and are currently used for intense commercial operations and/or surrounded by existing heavy industrial operations.
- There are multiple other signs in existence on both the north and south side of the expressway all of which are similarly situated and which are outside any of the distance requirements for both the state and city regulations.

- The approval of such installation would accomplish the elimination of older less visually appealing signs with a single modern visual pleasing structure.
- The new technology of the proposed structure will allow access by the Rock Financial Showplace to a portion of the sign usage for much needed message and event information delivery to the motoring public which is currently lacking and negatively affected by obstructed views especially for the east bound traveling motorists due to the conservation easement granted to the Michigan Department of Transportation on the former rest area site.

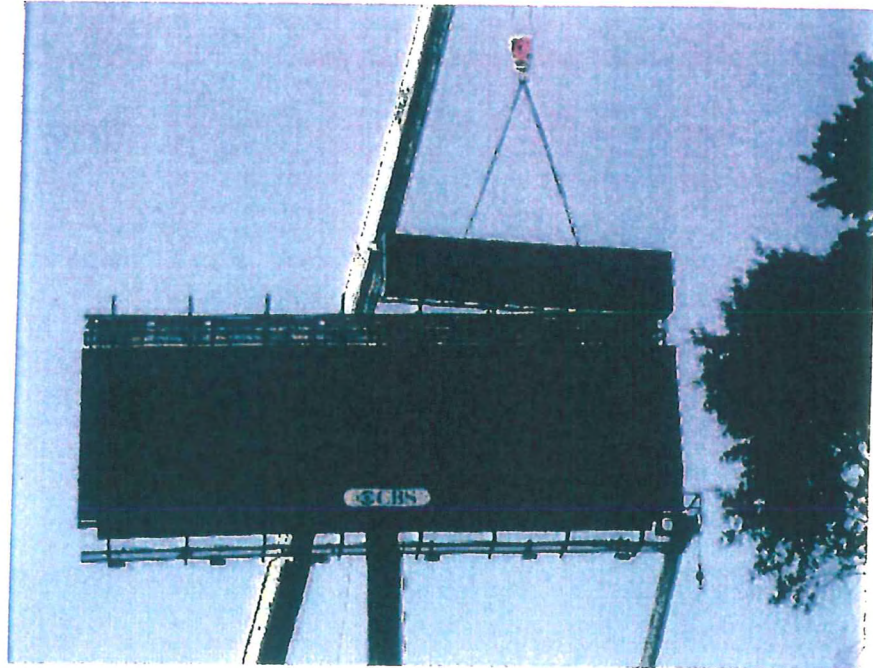
Finally, given the limited height and location of the existing structures continued denuding and elimination of trees and vegetation will have to be preformed which will not be necessary in the long-term if the new sign is approved. We are committed to locating the sign with input from the community and the state in the best possible location with respect to existing trees, vegetation, topography and visibility.

For all of these reasons we respectfully request that the ZBA grant the permit for installation of our expressway billboard sign.



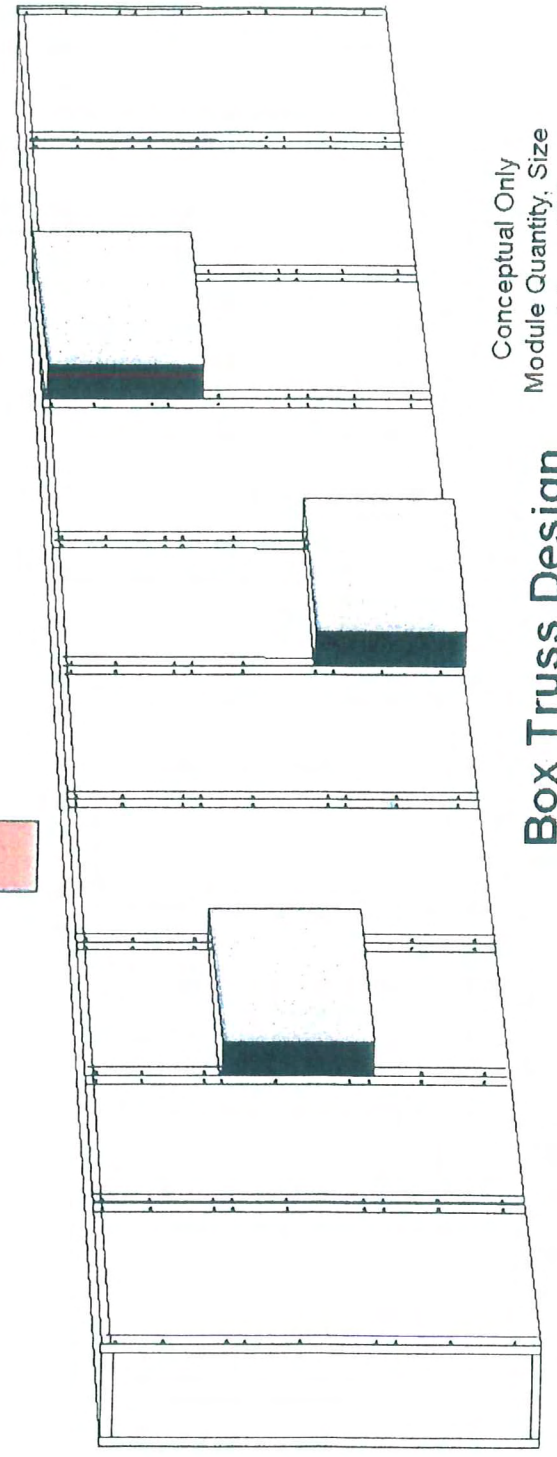
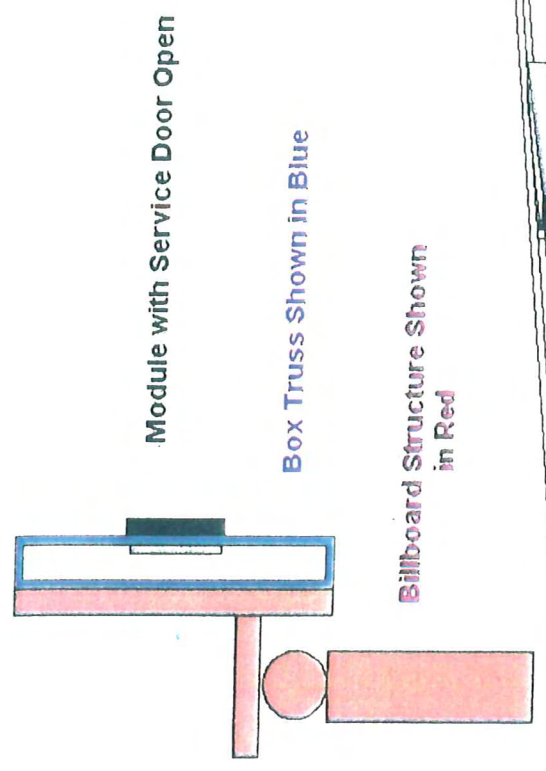
Rear View of Modules Preassembled on Box Truss with Catwalk Grating

20 x 60 Box Truss Design being Erected in Large Sections





Side Elevation  
Showing Box  
Truss Design on  
Billboard  
Verticals



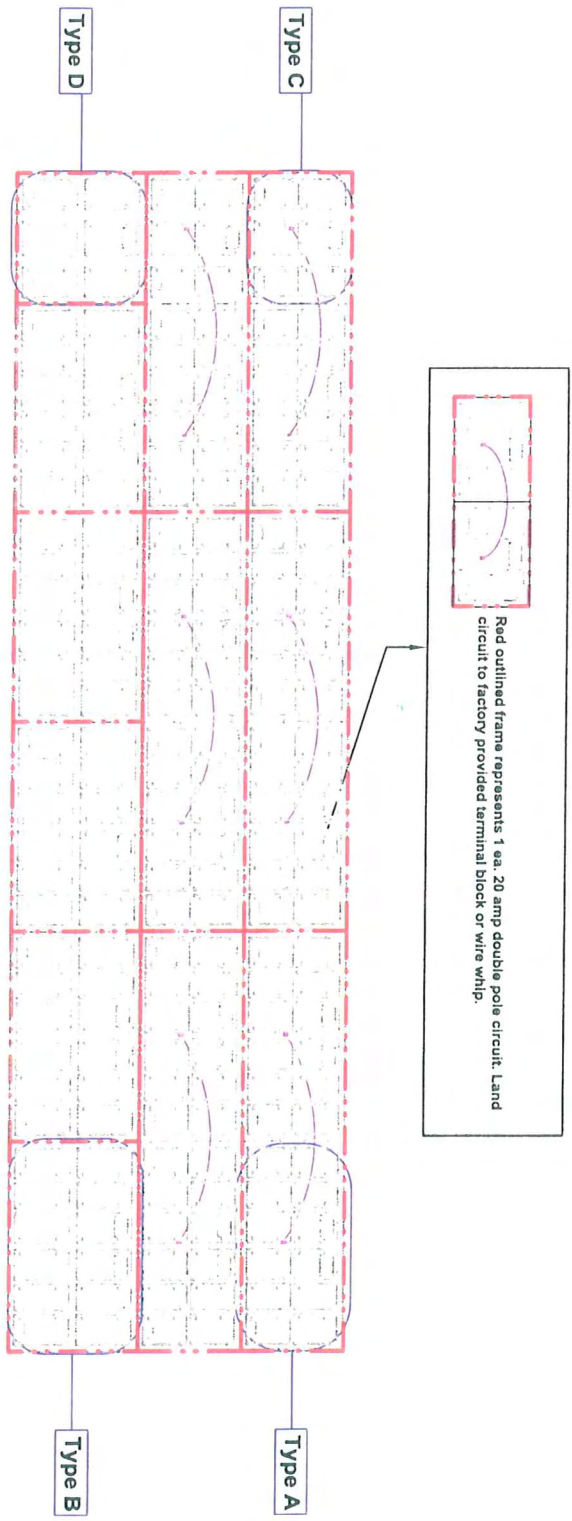
Conceptual Only  
Module Quantity, Size  
and Array TBD

### Box Truss Design

Module Type	Module Size	Module Watts	Module Qty.	Total Watts	
Type A	64x128	1,920	10	19,200	Total Watts/face: 35,100
Type B	80x128	2,400	5	12,000	LED Module Power: 120/208 3-phase power, 2 hots, 1 ground, NO NEUTRAL.
Type C	64x80	1,200	2	2,400	Total Circuits/Display: 12 each- 20 amp double-pole breaker
Type D	80x80	1,500	1	1,500	Single Phase Circuits: 1 each- 20 amp single-pole breaker- (Control Unit) 2 each -20 amp single-pole breaker- (lighting/service receptacle)

**Air Conditioning:** Review on a individual site basis. Specific ambient temperatures and thermal sun loading will determine if AC is required.

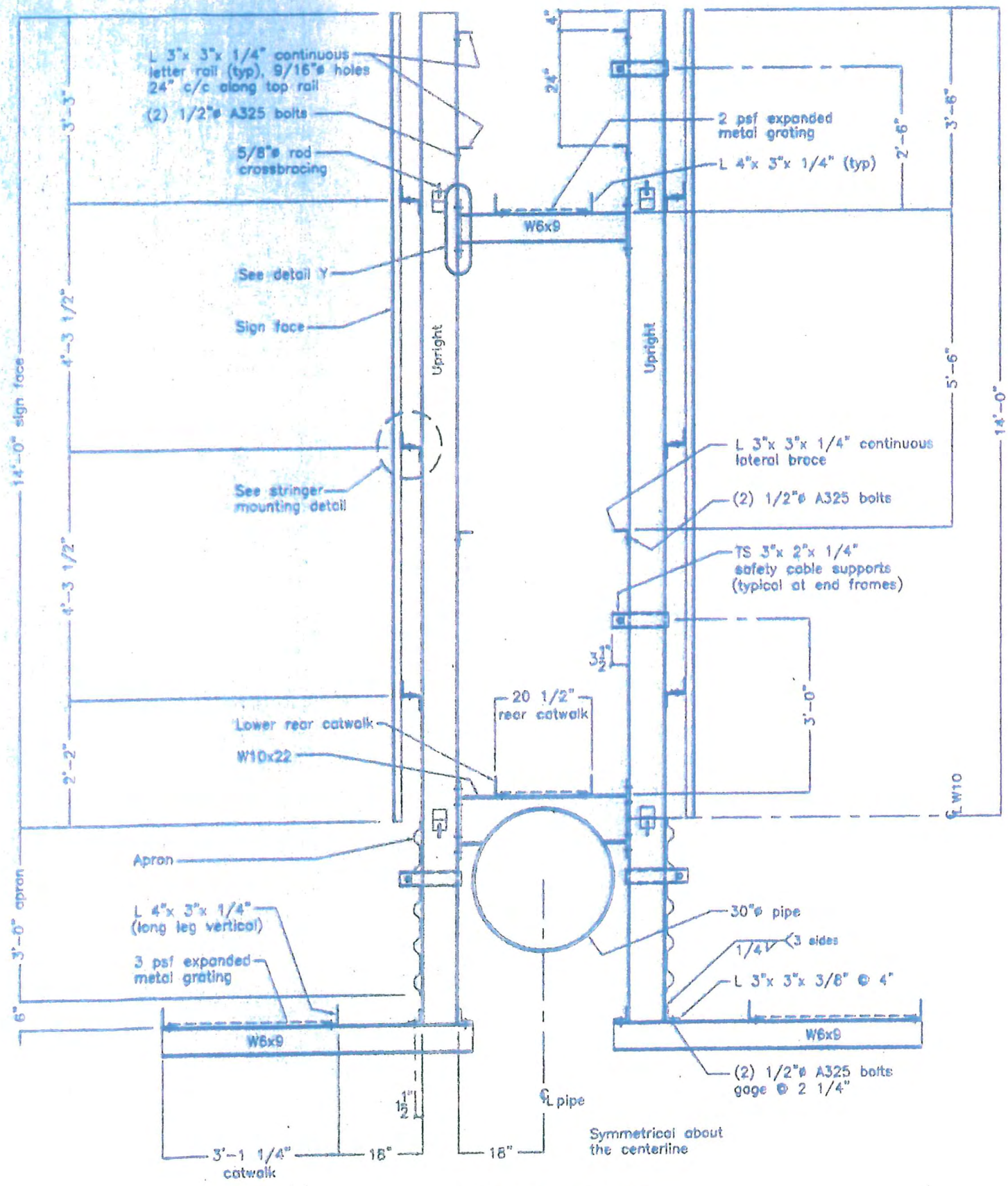
**General Notes:** LED display is comprised of eighteen (18) self contained modules. The module array is three (3) modules high by six (6) modules wide.  
Factory provided wire whips and terminal blocks are used to connect power to adjacent modules.



Red outlined frame represents 1 ea. 20 amp double pole circuit. Land circuit to factory provided terminal block or wire whip.

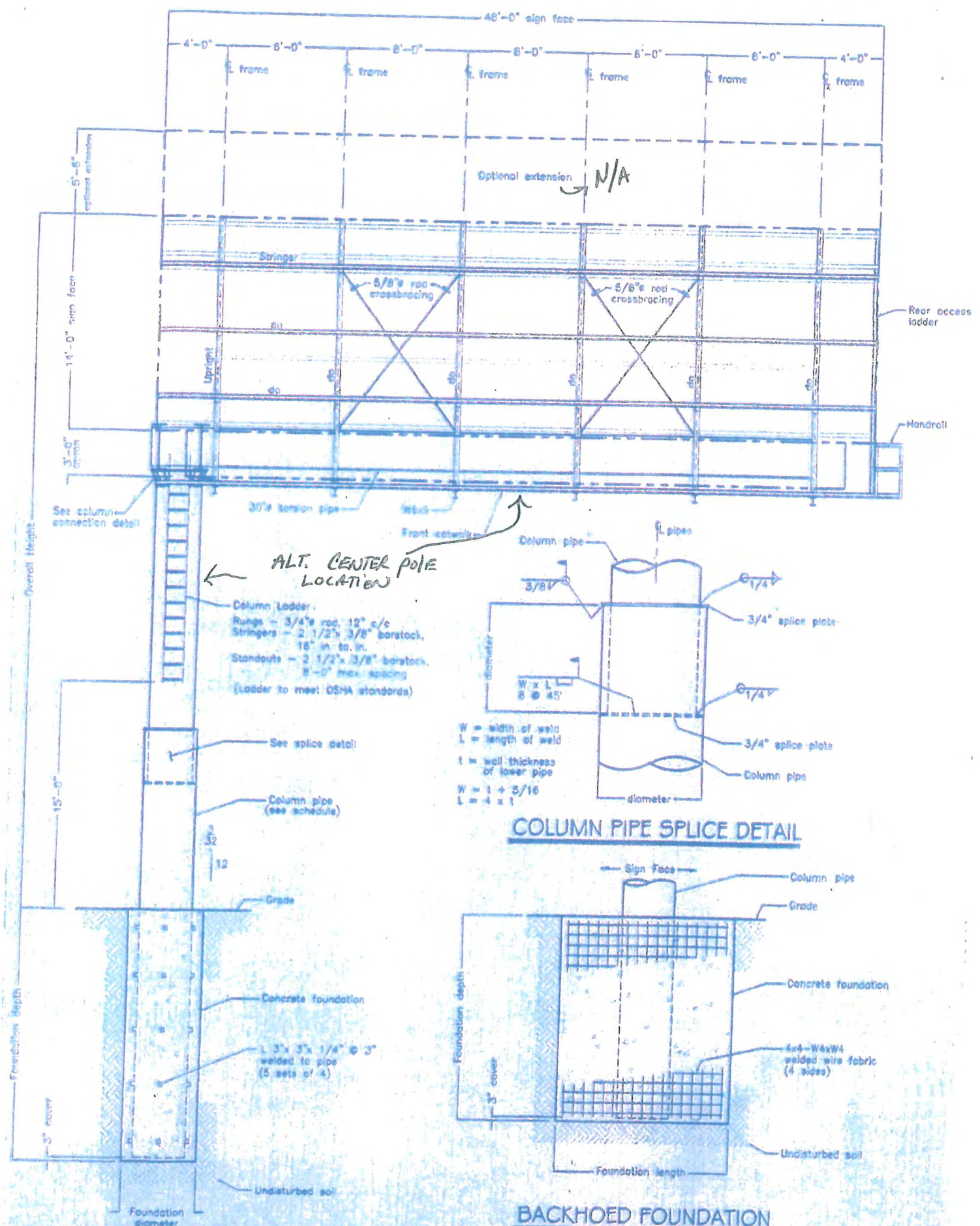
Project Digital Billboard 20mm 14 x 48 Video 208 x 720	Drawn By WN	Date 11/21/2007	Scale N.T.S.
		Rev.	
Location	Dwg No. 204814-112107A	Rev. Date	Sheet S2





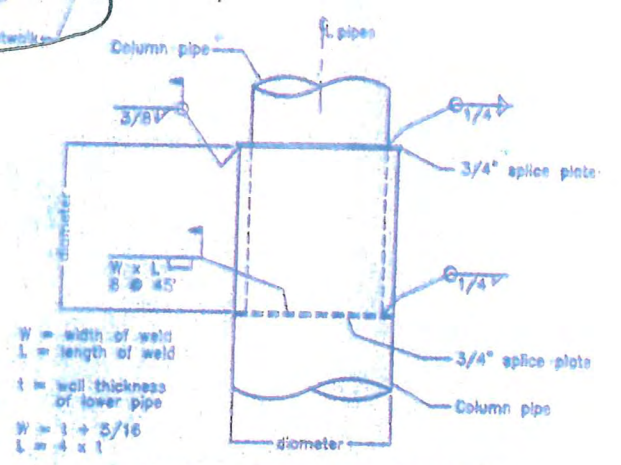
**FRAME DETAIL**



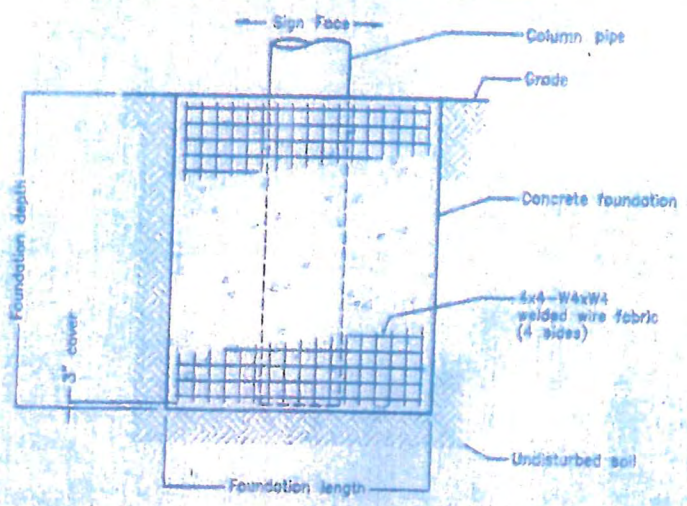


**ALT. CENTER POLE LOCATION**

Column Ladder:  
 Rungs - 3/4" rod, 12" c/c  
 Stringers - 2 1/2" x 3/8" barstock, 16" in. to in.  
 Standouts - 2 1/2" x 3/8" barstock, 8'-0" max. spacing  
 (Ladder to meet OSHA standards)

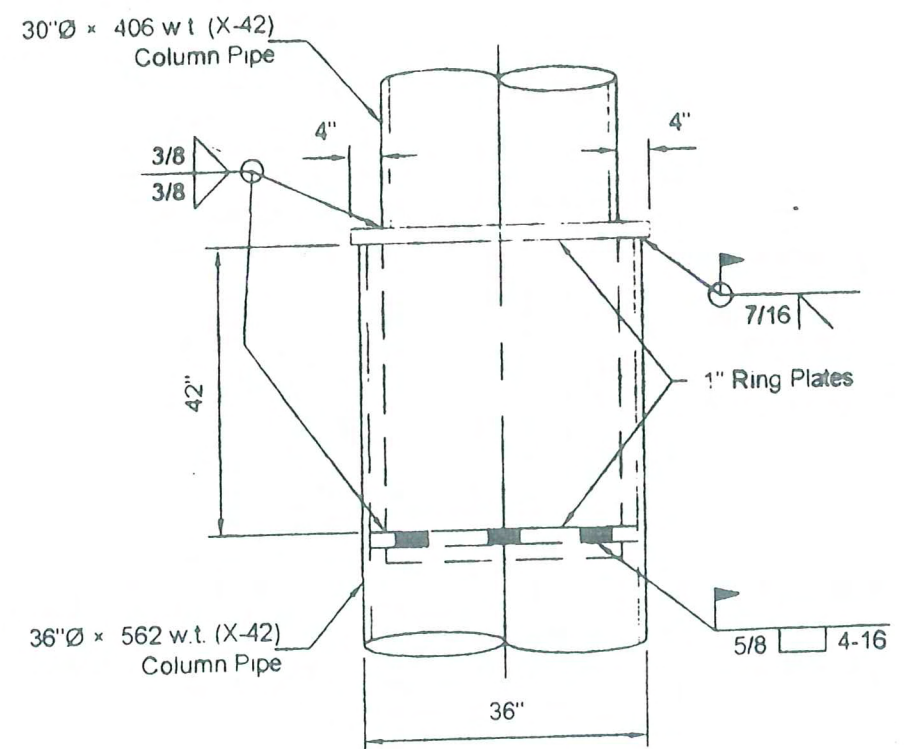


**COLUMN PIPE SPICE DETAIL**



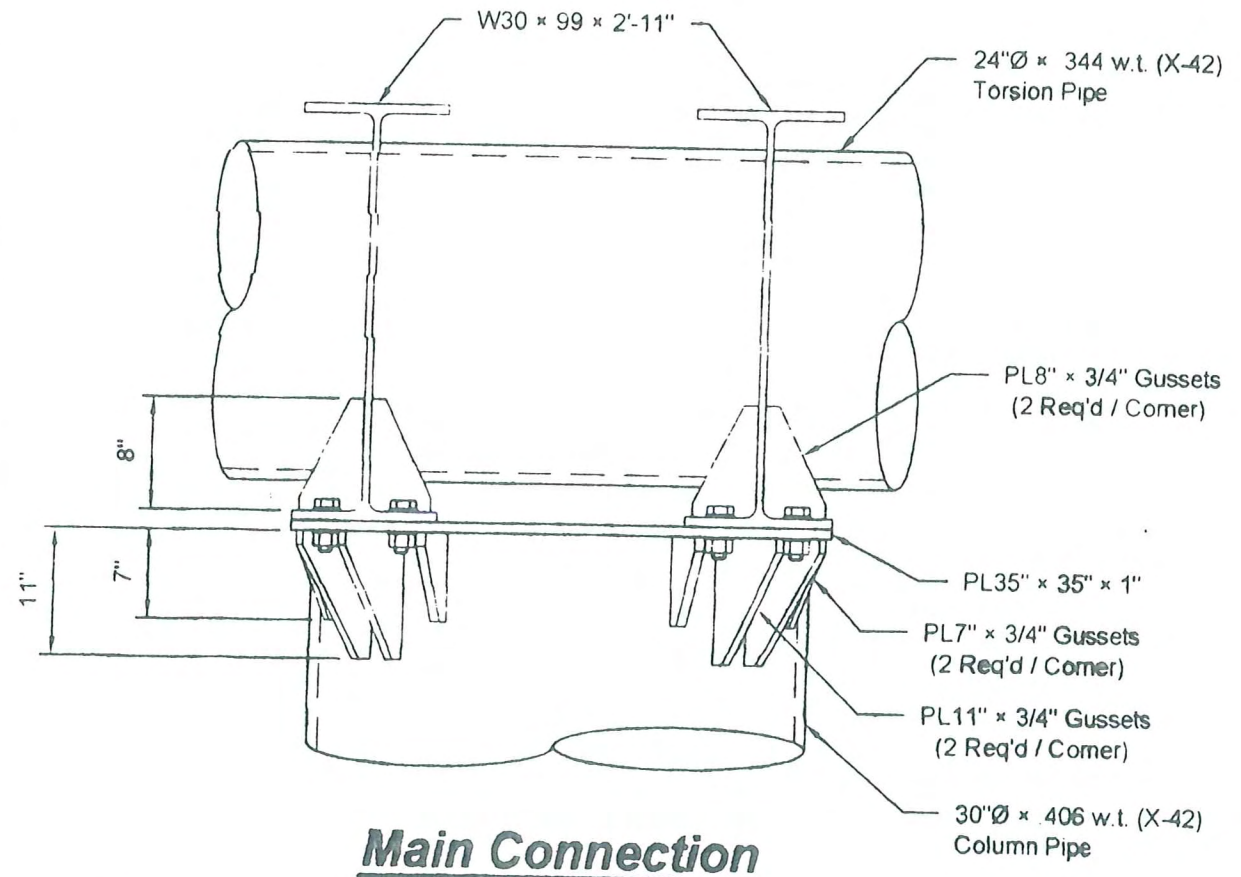
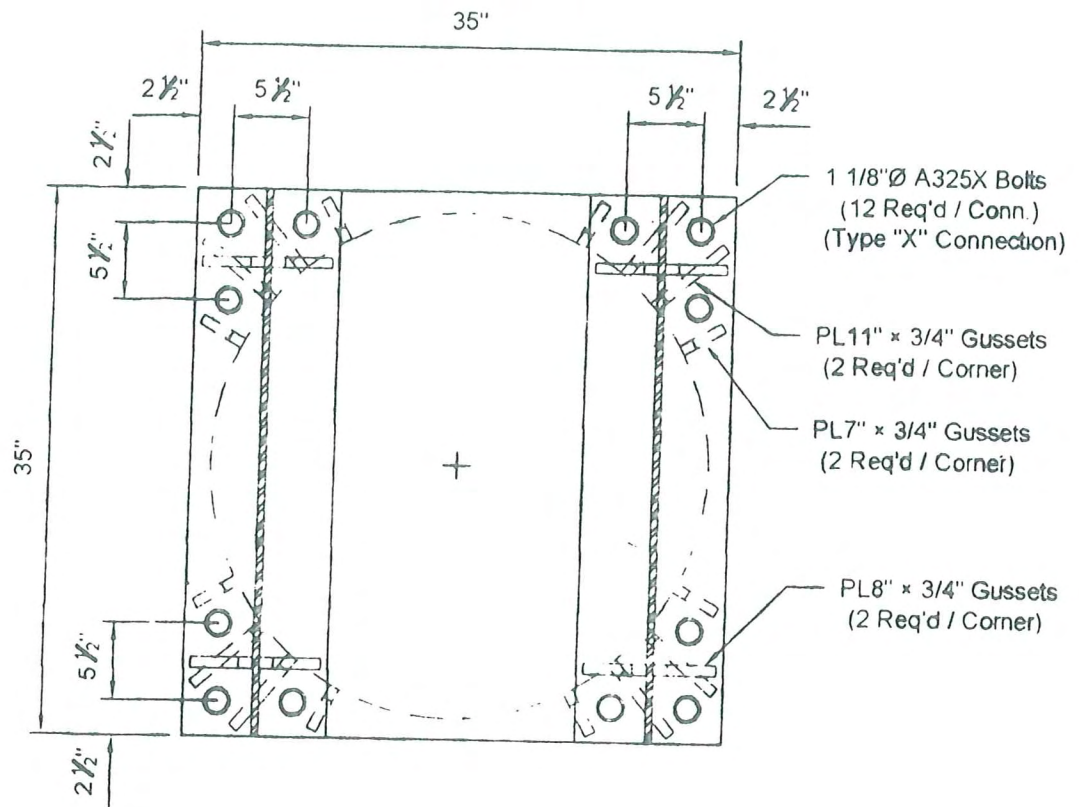
**BACKHOED FOUNDATION**

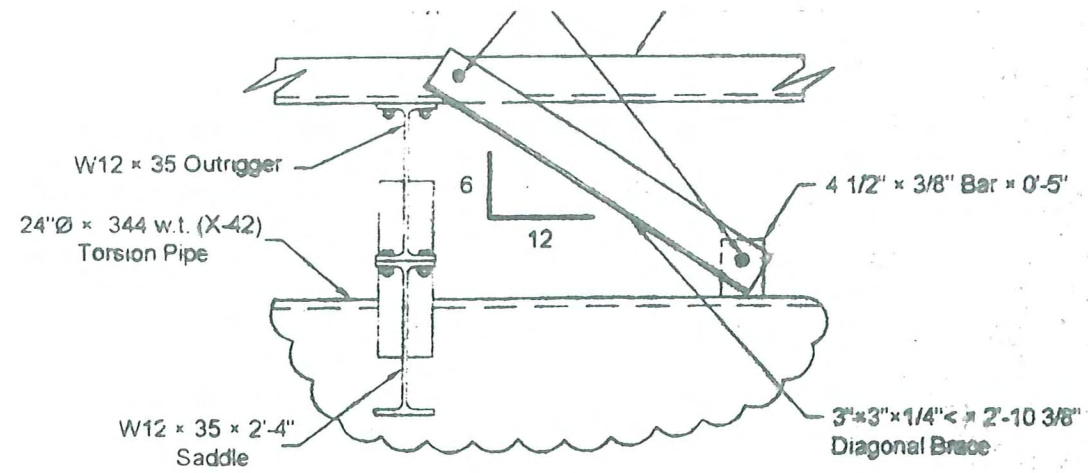
**SIGN FACE ELEVATION**



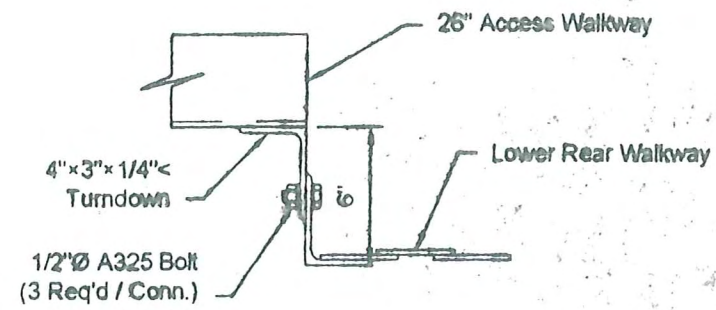
**Transition Splice**



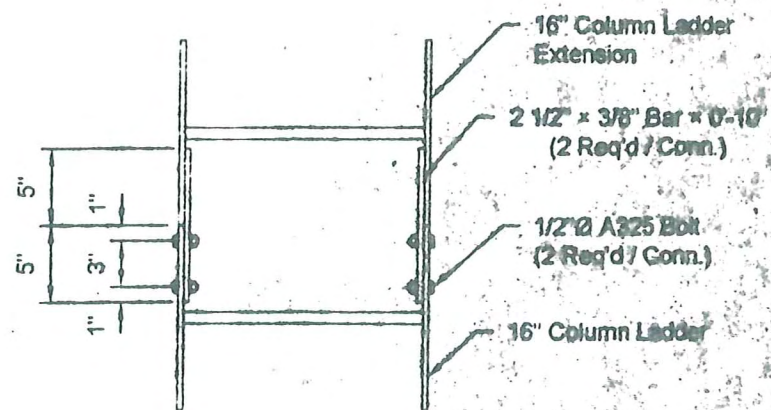




**Outrigger Diagonal Brace**



**Access Walkway To Rear Walkway Connection**

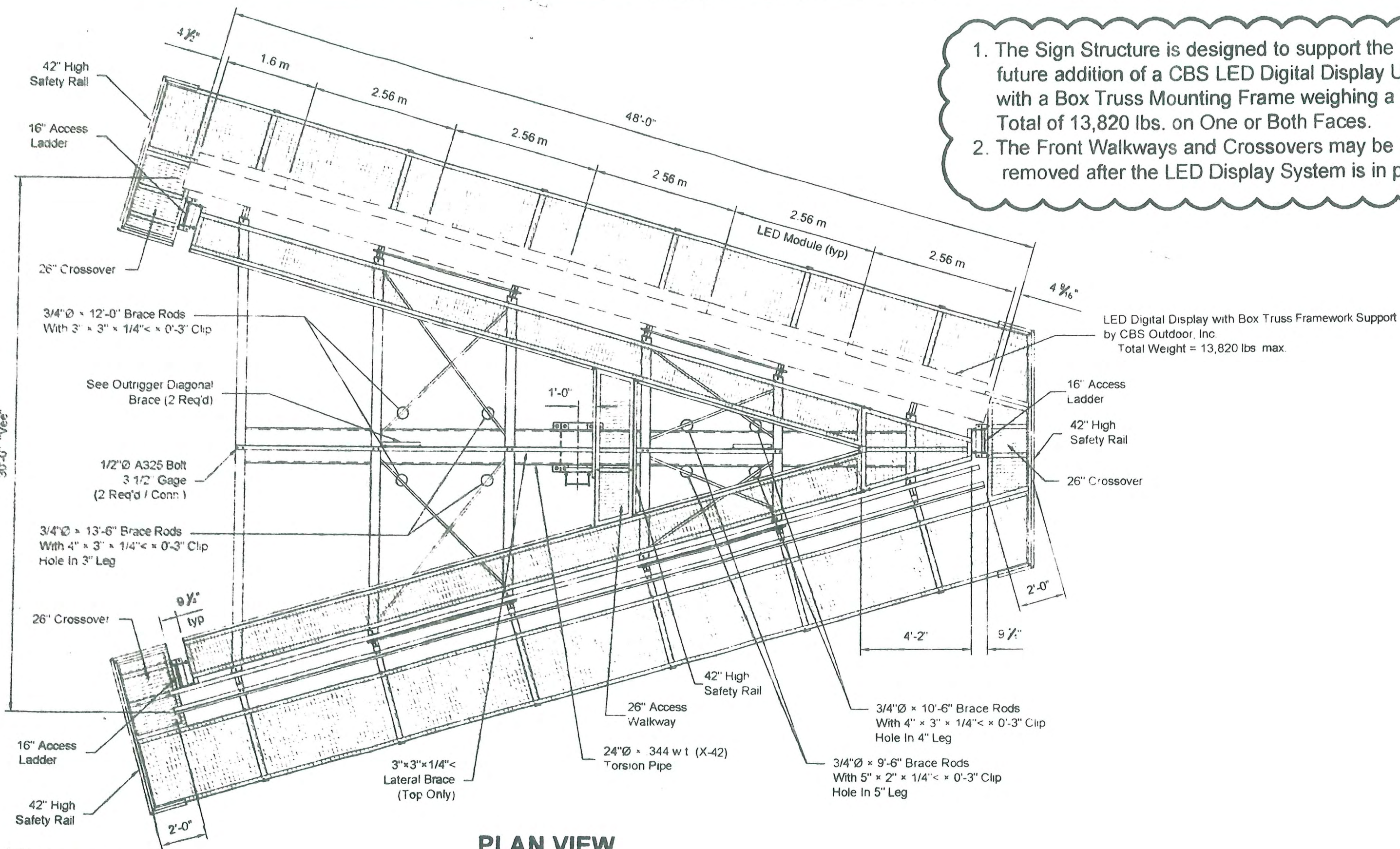


**Column Ladder Splice**

**NOTES:**

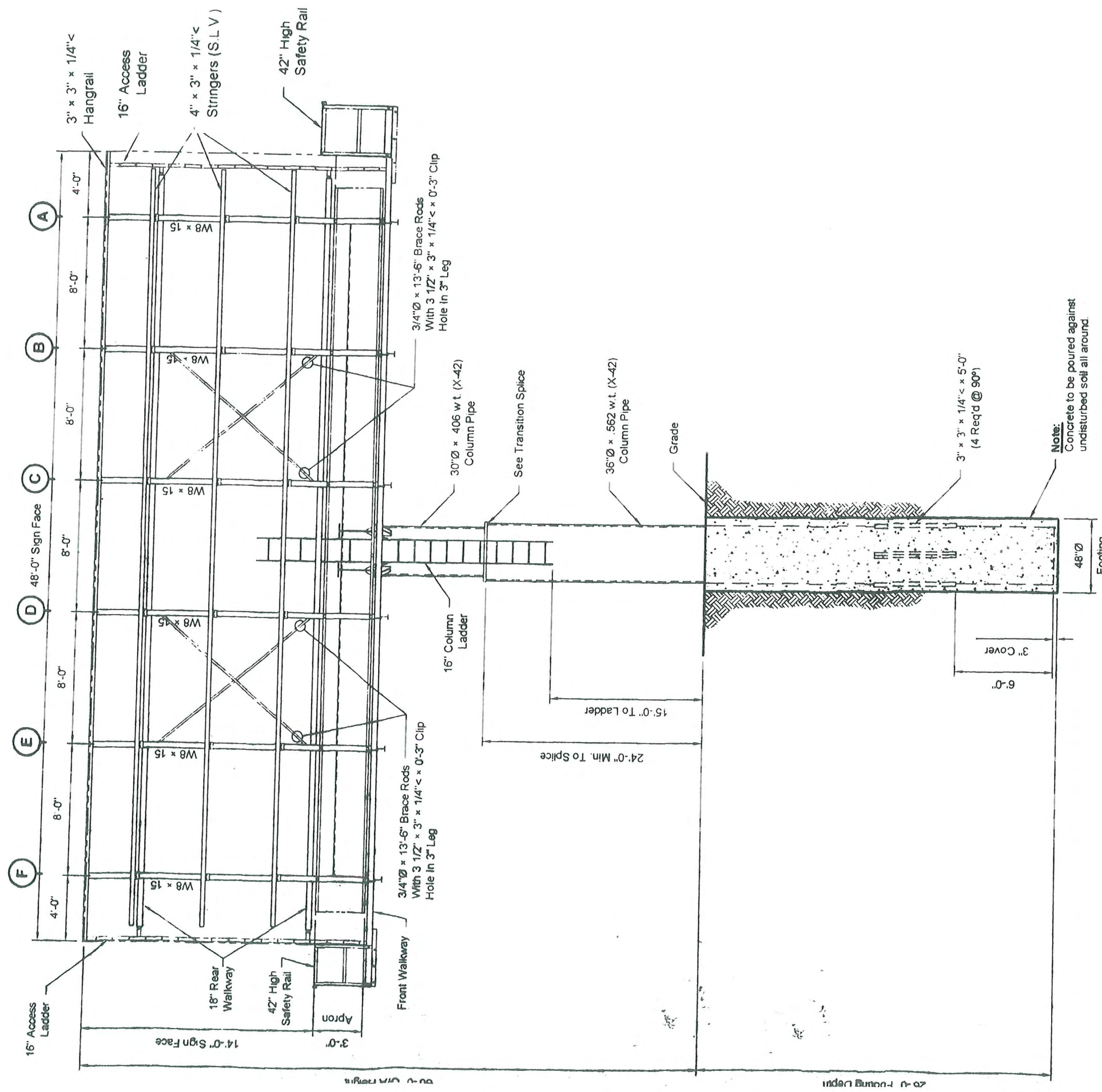


1. The Sign Structure is designed to support the future addition of a CBS LED Digital Display Unit with a Box Truss Mounting Frame weighing a Total of 13,820 lbs. on One or Both Faces.
2. The Front Walkways and Crossovers may be removed after the LED Display System is in place.



**PLAN VIEW**





**Front Elevation**





SCALE  
1" = 100'



Location of new sign TBD with placement being sensitive to existing natural features. Sign will not extend over lot line.

Existing Sign  
State Permit #9-0755

Existing Sign  
State Permit #9-0758

NOTE: VARIANCE FROM ZONING BOARD OF APPEALS REQUESTED FOR LOADING AREA PROPOSED AT THIS LOCATION.

NOTE: 1" INDICATES TRUCK PARKING SPACES (SEE TOTAL PROPOSED) SEVEN SPACES TO HAVE DUAL USE AS TRUCK PARKING/STORAGE AND LOADING SPACE DEPENDING ON TYPE OF EVENT.

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NOTE: ALL PARKING MARKINGS & TRAFFIC CONTROL SIGNS SHALL CONFORM TO THE REQUIREMENTS OF THE "MICHIGAN MANUAL OF UNIFORM TRAFFIC CONTROL DEVICES"

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WWW.BENTLEY.COM

Fire Protection Engineer  
PLUMBING ENGINEER  
MECHANICAL ENGINEER  
VEHICULAR ENGINEER

Title:  
**Exposition, Convention and Conference Center**  
North side of Grand River, between Taft and Beck Roads  
Section 16  
City of Novi, Oakland County, Michigan

DRAWING REVISION

Rev. No.	Description	Date
SP-1	PROVISIONAL SITE PLAN APPROVAL	08/20/09
SP-2	MODIFICATIONS FOR CLIENT	03/10/10
SP-3	MODIFICATIONS FOR FINAL DESIGN	10/21/10
SP-4	FINAL SITE PLAN APPROVAL	11/02/10
SP-5	FINAL SITE PLAN APPROVAL	02/11/11
SP-6	FINAL SITE PLAN APPROVAL	02/13/11
SP-7	FINAL SITE PLAN APPROVAL	04/18/11
SP-8	MODIFICATIONS FOR CLIENT	05/21/11

The Professional Architectural seal is provided for the record. The Architect has prepared or directed the preparation of the drawings and documents only in his/her own name and is not responsible for the accuracy of the information provided. Other drawings and documents not submitted by the Architect are the responsibility of the undersigned.

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Drawing No. **SITE LAYOUT PLAN**

Scale: 1"=100'

Drawn By: B.J. Check By: P.L.

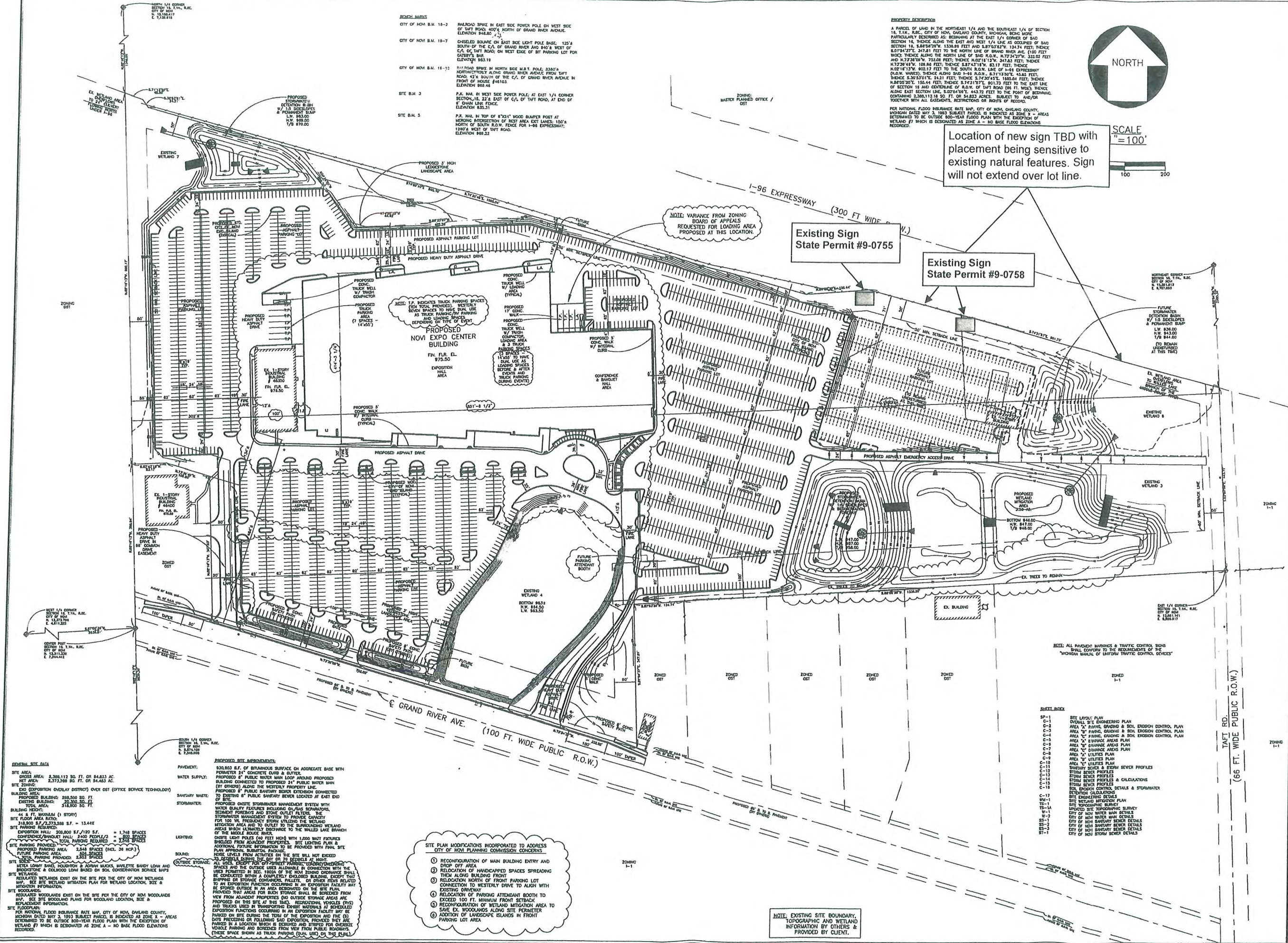
Revised: 03/10/10

SP-1

SITE PLAN MODIFICATIONS INCORPORATED TO ADDRESS CITY OF NOVI PLANNING COMMISSION CONCERNS

- RECONFIGURATION OF MAIN BUILDING ENTRY AND DROP OFF AREA
- RELOCATION OF HANDICAPPED SPACES SPREADING THEM ALONG BUILDING FRONT
- RELOCATION NORTH OF FRONT PARKING LOT CONNECTION TO WESTERLY DRIVE TO ALIGN WITH EXISTING DRIVEWAY
- RELOCATION OF PARKING ATTENDANT BOOTH TO EXCEED 100 FT. MINIMUM FRONT SETBACK
- RECONFIGURATION OF WETLAND MITIGATION AREA TO SAVE EX. WOODLAND ALONG SITE PERIMETER
- ADDITION OF LANDSCAPE ISLANDS IN FRONT PARKING LOT AREA

NOTE: EXISTING SITE BOUNDARY, TOPOGRAPHIC AND WETLAND INFORMATION BY OTHERS & PROVIDED BY CLIENT.



**GENERAL SITE DATA**

SITE AREA: 2,388,113 SQ. FT. OR 54,843 AC.  
NET AREA: 2,373,268 SQ. FT. OR 54,483 AC.

SITE ZONING: OFFICE (OFFICE OVERLAY DISTRICT) OVER DISTRICT (OFFICE SERVICE TECHNOLOGY)

BUILDING AREA: 288,500 SQ. FT.  
EXISTING BUILDING: 20,248 SQ. FT.  
TOTAL AREA: 318,748 SQ. FT.

BUILDING HEIGHT: 4 - 8 FT. MAXIMUM (1 STORY)

SITE FLOOR AREA RATIO: 11.8800 SQ. FT./23,788 SQ. FT. = 13.44%

SITE FLOOR AREA: 308,800 SQ. FT. = 1,748 SPACES  
CONFERENCE/PARKET HALL: 2400 PEOPLE/2 = 800 SPACES  
PROPOSED PARKING AREA: 2,848 SPACES (INCL. 39 HOV-3)  
FUTURE PARKING AREA: 288 SPACES

SITE WETLANDS: REGULATED WETLANDS EXIST ON THE SITE PER THE CITY OF NOVI WETLANDS MAP. SEE SITE WETLAND MITIGATION PLAN FOR WETLAND LOCATION, SIZE & MITIGATION INFORMATION.

SITE WOODLANDS: REGULATED WOODLANDS EXIST ON THE SITE PER THE CITY OF NOVI WOODLANDS MAP. SEE SITE WOODLAND PLANS FOR WOODLAND LOCATION, SIZE & MITIGATION INFORMATION.

SITE FLOODPLAIN: PER NATIONAL FLOOD INSURANCE RATE MAP, CITY OF NOVI, OAKLAND COUNTY, MICHIGAN DATED MAY 3, 1993 SUBJECT PARCEL IS INDICATED AS ZONE X - AREAS DETERMINED TO BE OUTSIDE 100-YEAR FLOOD PLAIN WITH THE EXCEPTION OF WETLAND #7 WHICH IS DESIGNATED AS ZONE A - NO BASE FLOOD ELEVATIONS RECORDED.

**PROPOSED SITE IMPROVEMENTS**

PAVEMENT: 830,883 S.F. OF BITUMENOUS SURFACE ON APPROPRIATE BASE WITH FORTIFIER 24" CONCRETE CURB & GUTTER.

WATER SUPPLY: PROPOSED 2" PUBLIC WATER MAIN LOOP AROUND PROPOSED BUILDING CONNECTED TO PROPOSED 24" PUBLIC WATER MAIN (BY OTHERS) ALONG THE WESTERN PROPERTY LINE.

STORMWATER: PROPOSED 8" PUBLIC SANITARY SEWER EXTENSION CONNECTED TO EXISTING 8" PUBLIC SANITARY SEWER LOCATED AT EAST END OF SITE.

STORMWATER: PROPOSED ON-SITE STORMWATER MANAGEMENT SYSTEM WITH WATER QUALITY FEATURES INCLUDING 4" POLYETHYLENE TEREPHTHALATE (PET) STORMWATER MANAGEMENT SYSTEM TO PROVIDE CAPACITY FOR 100 YEAR FREQUENCY STORM UTILIZING THE WETLAND MITIGATION AREA AND TO OULLET TO THE SURROUNDING WETLAND AREAS WHICH ULTIMATELY DISCHARGE TO THE WOLLEK LAKE BRANCH OF THE MIDDLE RIVER.

LIGHTING: EXISTING LIGHT POLES (60 FEET HIGH) WITH 1000 WATT FIXTURES SHIELDED FROM ADJACENT PROPERTIES. SITE LIGHTING PLAN & ADDITIONAL FUTURE INFORMATION TO BE PROVIDED WITH FINAL SITE PLAN APPROVAL SUBMITTAL PACKAGE.

SOUND: EXISTING SOUND BARRIERS ON THE SITE WILL NOT EXCEED 10' HEIGHTS. ALL USES, EXCEPT FOR EXISTING PARKING/STORAGE SPACES AND THE OUTSIDE USES ALLOWABLE IN CONNECTION WITH THE BUILDING OR STORAGE CONCRETE PALLETS, OR OTHER ITEMS RELATED TO AN EXPOSITION FUNCTION OCCURRING IN AN EXPOSITION FACILITY MAY BE PROVIDED THAT AREAS FOR SUCH STORAGE SHALL BE BOUNDARY FROM VIEW FROM ADJACENT PROPERTIES AND OUTSIDE STORAGE AREAS ARE PROPOSED ON THIS SITE AT THIS TIME. RECREATIONAL VEHICLES (RVs) AND TRUCKS LINED BY TRANSPORTING EXHIBIT MATERIALS AT SCHEDULED EXPOSITION FUNCTIONS OCCURRING IN AN EXPOSITION FACILITY MAY BE PARKED ON THIS SITE DURING THE TERM OF THE EXPOSITION AND THE (S) DATE PREVIOUSLY FOLLOWING SAID EXPOSITION. PROPOSED EXHIBIT VEHICLE PARKING AND STORAGE AREAS SHALL BE PROVIDED IN A LOCATION WHICH IS DESIGNATED AND STREPPED FOR OVERSIZE TRUCKS (SEE TRUCK PARKING (DUAL USE) ON THIS PLAN). THESE SPACES SHOWN AS TRUCK PARKING (DUAL USE) ON THIS PLAN.

**GENERAL NOTES**

CITY OF NOVI B.M. 18-2: RAILROAD SPIKE IN EAST SIDE POWER POLE ON WEST SIDE OF TAFT ROAD, 402' NORTH OF GRAND RIVER AVENUE. ELEVATION 848.80 (+/-)

CITY OF NOVI B.M. 18-7: CHISELED SQUARE ON EAST SIDE LIGHT POLE BASE, 125' SOUTH OF THE C/A OF GRAND RIVER AND 840' WEST OF C/A OF TAFT ROAD, ON WEST EDGE OF 80' PARKING LOT FOR CUSTOMER'S BAR. ELEVATION 853.19

CITY OF NOVI B.M. 18-12: RAILROAD SPIKE IN NORTH SIDE M.B.T. POLE, 220' NORTHWESTERLY ALONG GRAND RIVER AVENUE FROM TAFT ROAD, 478' SOUTH OF THE C/A OF GRAND RIVER AVENUE IN FRONT OF HOUSE #41613. ELEVATION 868.48

SITE B.M. 3: P.A. NAIL IN WEST SIDE POWER POLE AT EAST 1/4 CORNER SECTION 16, 27' EAST OF C/A OF TAFT ROAD, AT END OF 4' CHAIN LINK FENCE. ELEVATION 853.31

SITE B.M. 5: P.A. NAIL IN TOP OF 4" DIA. WOOD BOLLARD POST AT INTERSECTION OF WEST AREA EXHIBIT LANE, 100' NORTH OF SOUTH R.O.W. FENCE FOR I-96 EXPRESSWAY, 120' WEST OF TAFT ROAD. ELEVATION 868.22