

The Company That Does
Things Right



Architectural Signage, Inc.
Since 1971

City of Novi
Zoning Board of Appeals
45175 W. Ten Mile Road
Novi, MI 48375
Re: Variance Application
Ground Sign for 40000 Eight Mile Road

Ladies and Gentlemen:

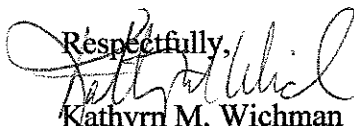
This year Henry Ford Health System implemented a new exterior, facility identification signage program throughout their system of Medical Centers. The program came about because of the difficulty experienced by patients and visitors in locating the Centers and Center entrances.

Henry Ford spent the two previous years conducting extensive testing with groups of individuals that represent their patient population. They have designed their new graphic standard, based on the findings of those tests; creating a sign design that is "leading edge", eye-catching, aesthetically pleasing and visually directs the visitor into the Medical Center. Interestingly enough, one of the major requests by the focus group was for large address letters to be included on the sign.

We have attempted to place new signage at each site to conform with the local signage code, but in the case of the Medical Center located on 14300 Beck Road, we believe it would cause a hardship to do so. Our patient surveys tell us that this is one of our most difficult sites for first time and infrequent visitors to find. Our patient population includes elderly patients and patients with physical, mental or visual handicaps. Almost 20% of the site's patients are 70 years of age or older, with 65% older than 45.

The Eight Mile and Haggerty Road intersection, directly to the east, is extremely congested. That congestion, combined with the fact that the entrance is actually not off Eight Mile but off of the side street to the east, creates difficulty for our patients, as well as traffic safety concerns with elderly patients attempting to find the site while driving. The requested 48 square foot sign, to include the height in the base area to accommodate the address numbers, is necessary to assist our patients in finding this facility.

Thank you for your consideration in this matter. Please contact me at the number below with any questions or concerns.

Respectfully,

Kathryn M. Wichman
Sales Representative

INNERFACE Architectural Signage, Inc.

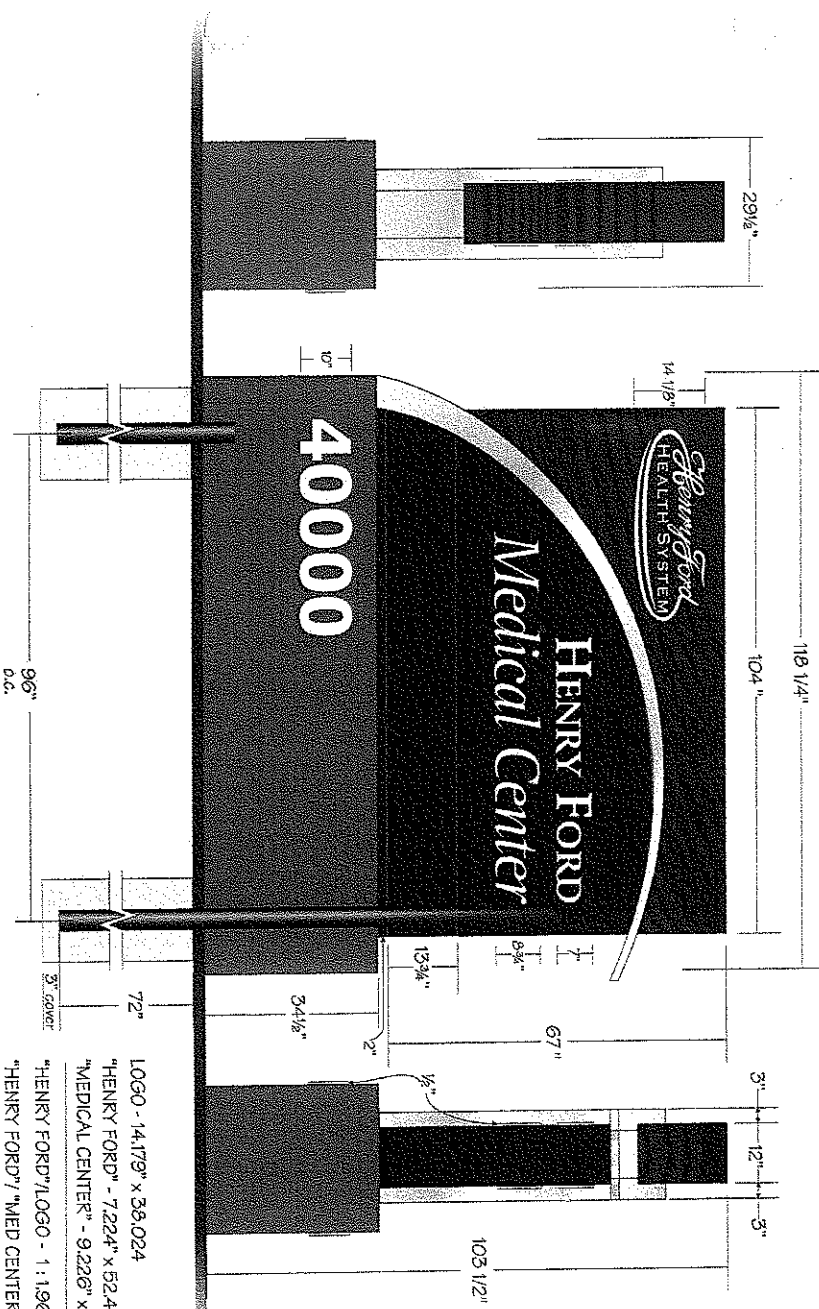
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CUSTOM SERIES 12 - Double Sided - Illuminated

- 67" x 104" series 12 hingebody cabinet
- 2" base reveal
- 34 1/2" x 118 1/4" x 29 1/2" fabricated aluminum base
- 103 1/2" grade to top of sign
- Dual internal 4" steel posts - extended 72" for direct burial in concrete
- Bleed retainers
- Area above arch to be White fiberglass face with first surface applied full color translucent digital print (both sides)
- "Henry Ford" logo to be printed White as part of the larger digital image
- Balance of face below arch to be routed 1/8" aluminum backed with 3/4" White translucent acrylic, routed to leave 1/2" push thru letters
- 134" x 104" x 1/8" stud mounted changeable panel at bottom of cabinet
- Face and frame to have a custom arch bolted through the fiberglass face to the cabinet frame
- Arch to be fabricated from aluminum
- Arch is painted MAP 953 Sparkle Silver
- Attachment by stainless steel fasteners
- 10" x 1/2" thick flat plate aluminum address numbers, stud mounted to base
- Address numbers are painted MAP 953 Super Sparkle Silver with first surface applied Calton #02 White reflective vinyl
- Base to be fabricated from 1/8" aluminum with reinforcements
- Base is painted MAP 28448 Umbra Grey Metallic
- Cabinet and returns are painted PMS 288 Blue
- Illumination by HO fluorescent lamps
- All electrical service to be 120V

NOTE: ALL GROUND SIGNS

Lower end of arch - ALWAYS ON ROAD SIDE
Upper end of arch - ALWAYS ON BUILDING SIDE

- LOGO - 14.179" x 38.024
 - "HENRY FORD" - 7.224" x 52.469"
 - "MEDICAL CENTER" - 9.226" x 73.846"
 - "HENRY FORD" LOGO - 1 : 1.962
 - "HENRY FORD" / "MED CENTER" - 1 : 1.277
 - "MED CENTER" / LOGO - 1 : 1.536
- Note: Heights shown will vary from callout dimensions

Sign Type (B) - 48 Sq. Ft. (REDRAWN 8-1)

PROJECT	LOCATION	DATE	REVISIONS	APPROVAL
360624 Henry Ford Nov	MAIN ID	3-28-07 4-3-07 8-9-07	3-27-07 8-1-07 8-13-07	X
DESCRIPTION	COLOR	DRAWN BY		
Henry Ford	- PMS 288 Blue - Calton #35 Red trans	1/2" = 1'		
Proprietary	- MAP # 953 Super Sparkle - Polished Stainless Steel	any		
	- MAP 28448 Umbra Grey Metallic - PMS 300 Blue	Date:		

Substrate: White trans vinyl
 Color Per File
 Contour Cut Reverse print

120V
 277V

Ext.
 Int.

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Proposed
5/8/07

6' man in photo 8/20/2007



Existing signs to be replaced

