

Exhibit "A"
to
Zoning Board of Appeals Application
regarding
Building Signs
for
Hilton Garden Inn at 27355 Cabaret Drive

Item 7: List of Requested Variances and Related Ordinance Sections.

A) Reference Sign #1 – The Primary Building Sign.

This single faced sign faces east toward Cabaret Drive. The edge of this sign closest to Cabaret Drive is located 235 feet from the centerline of the road, permitting a sign area of 79.33 SF per Section 28-5 (2) b.1 (a) ii b of the Novi Sign Code.

The Hilton Garden Inn "Brand Standard" sign area is 230.24 square feet.

A variance is requested to permit the additional 151 SF of area.

B) Reference Sign #3 – The Third Second (not permitted per 28-5 (3)) sign requested for the Primary Building's West Elevation.

This is also a single faced sign facing west toward the I-96 freeway. This sign is located 92 feet from the rear property line and is the same 230.24 sign area as Sign #1 above.

Variances are requested for the extra sign itself, and its sign area.

Item 8: This Appeal is Based on the Following Grounds.

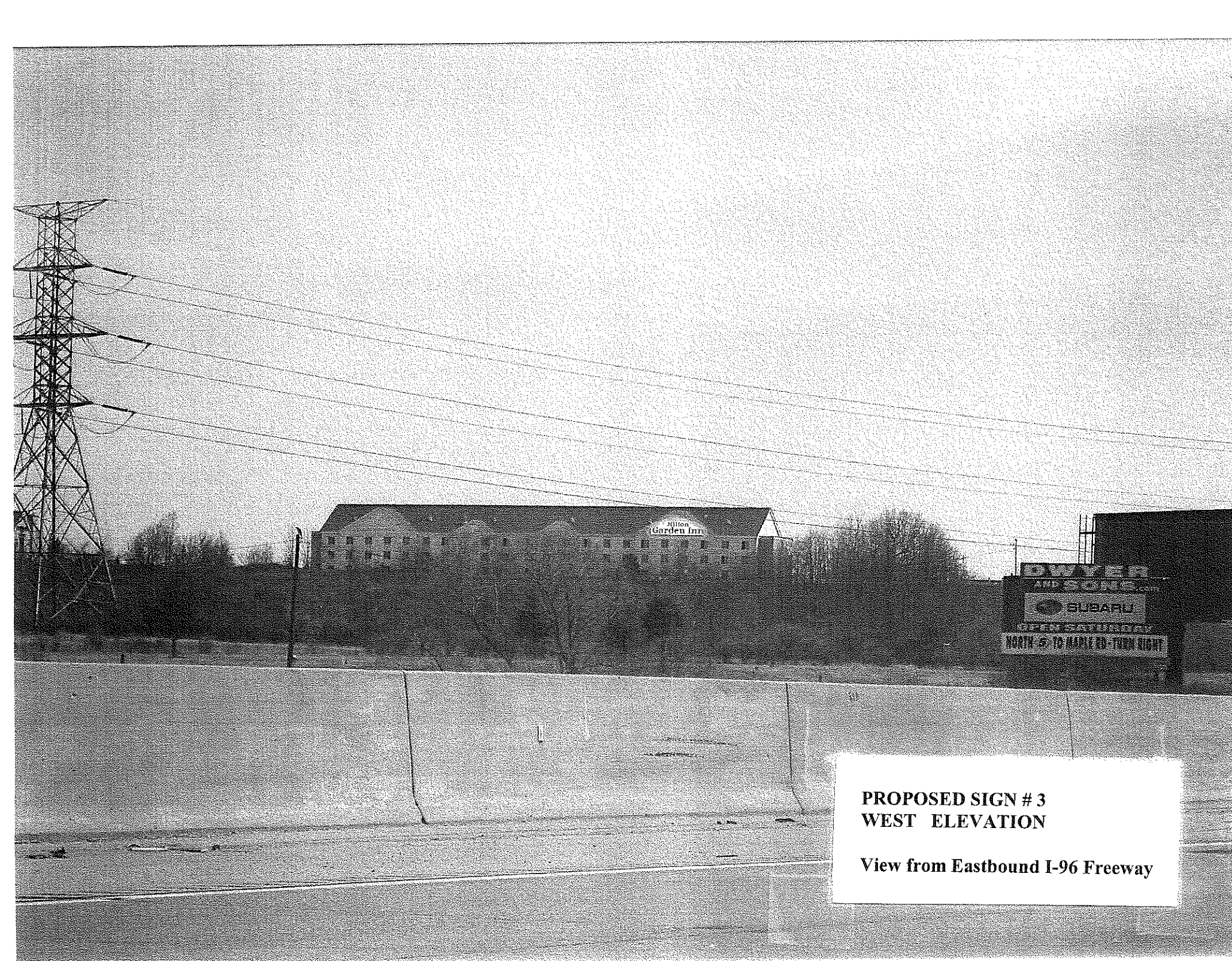
- A) Two of the three signs (Signs #1 and #2) are Hilton Garden Inn "Brand Standards" for the property in: a) Sign area; b) Location; and c) Height when a hotel has only one (1) exposure on a frontage street. The third sign (Sign #3) is a duplicate Building sign which is strongly recommended when additional roadway frontages are present. Even though I-96 is not abutting, its close proximity makes the sign on the west face of the building facing eastbound freeway traffic visible and distinguishable. Further, in the owner's opinion, this third sign is conceptually abutting the freeway (similar to the existing "Husky" site and its freeway facing building sign).

- B) The second building sign (Sign #3) is never ever visible together with the first building sign (Sign #1) and the Entranceway (Ground) Sign (Sign #2).
- C) Other hotels and buildings in the City of Novi, enjoy the privilege of more than one (1) building sign for the property and similarly have signs that are slightly larger in sign areas than that prescribed by Ordinance. These are:
 - 1) The Marriott Courtyard – One (1) ground and two (2) building.
 - 2) The Hotel Baronette – Two (2) ground and two (2) building.
 - 3) The Sheraton Novi – Two (2) ground and one (1) building.
 - 4) The Residence Inn Hotel immediately adjacent to our site which has two (2) building signs.
- D) We believe the Crowne Plaza Hotel nearby was also recently successful in receiving a variance for a second (oversize) building sign.
- E) The second building sign (Sign #3) will serve to assist the traveling public as a directional benchmark, facilitating their directional awareness of the site's location.
- F) These variances will not negatively impact any neighbor, nor will they alter the essential character of the land and its emerging environment.



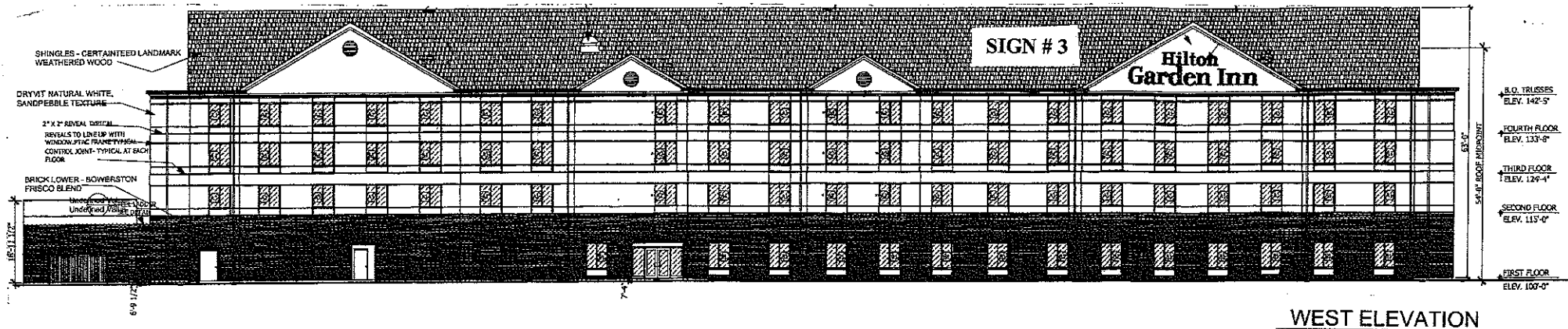
**PROPOSED SIGN # 1
EAST ELEVATION**

**View From Twelve Mile Crossing
(formerly known Fountain Walk)**



**PROPOSED SIGN # 3
WEST ELEVATION**

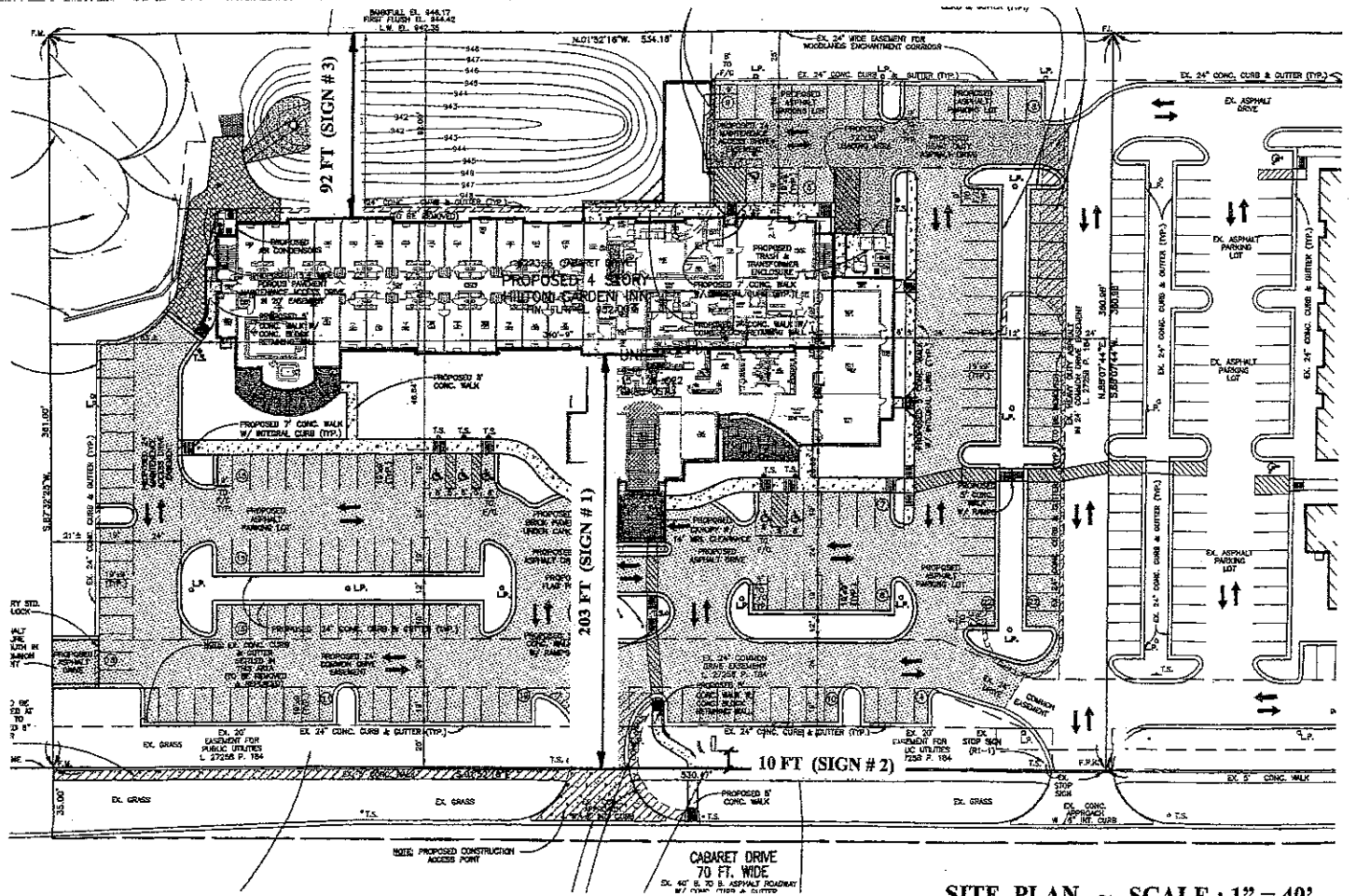
View from Eastbound I-96 Freeway



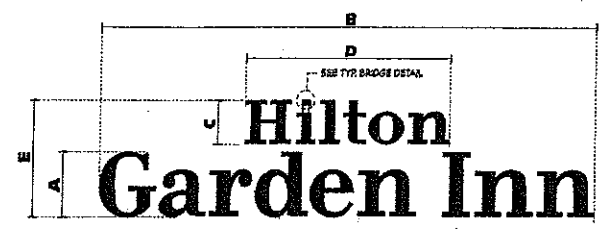
WEST ELEVATION



EAST ELEVATION



SITE PLAN ~ SCALE : 1" = 40'



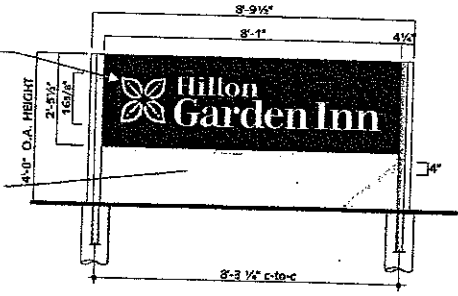
LETTER DISPLAY HGI-ICL-5
 8" DEEP (SELF CONTAINED) OR 5" DEEP (RE-MOTE) LIGHT COLORED WALL

RETURNS PAINTED AKZO 354C2 METALLIC SILVER (GLOSS FINISH) -
 RED FACES w/ 2nd SURFACE 3M 3635-70 DIFFUSER -
 1 STD. RED JEWELITE RETAINERS - RED L.E.D. ILLUMINATION

SIGN NUMBER	A	B	C	D	E	AREA (SQ. FT.)
HGI-ICL-5	34"	31'-8"	39 1/2"	15'-1"	7'-8 1/2"	23234

SIGNS # 1 and # 3 ~ NOT TO SCALE

- PAINTED TO MATCH PMS 2156 BLUE SATIN FINISH
- WHITE LOGO & COPY w/ 3M 3635-70 RED VENT. LOGO BACKGROUND
- PAINT BASE PANELS & SUPPORT COVERS AKZO 354C2 SILVER METALLIC GLOSS FINISH



SIGN # 2 ~ NOT TO SCALE

ETKINEQUITIES

HILTON GARDEN INN
 27355 CABARET DRIVE
 NOVI
 MICHIGAN
 APRIL 17, 2008 SIDWELL # 22-15-106-022