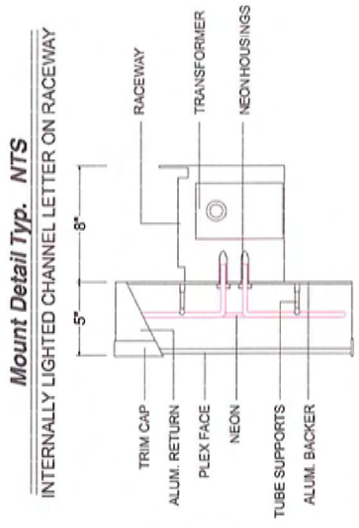
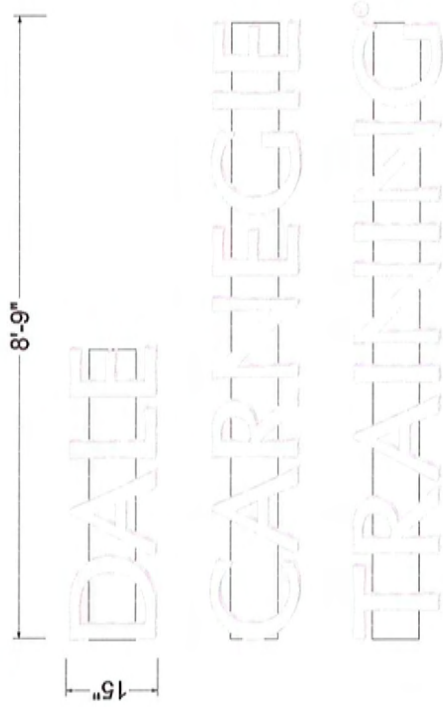
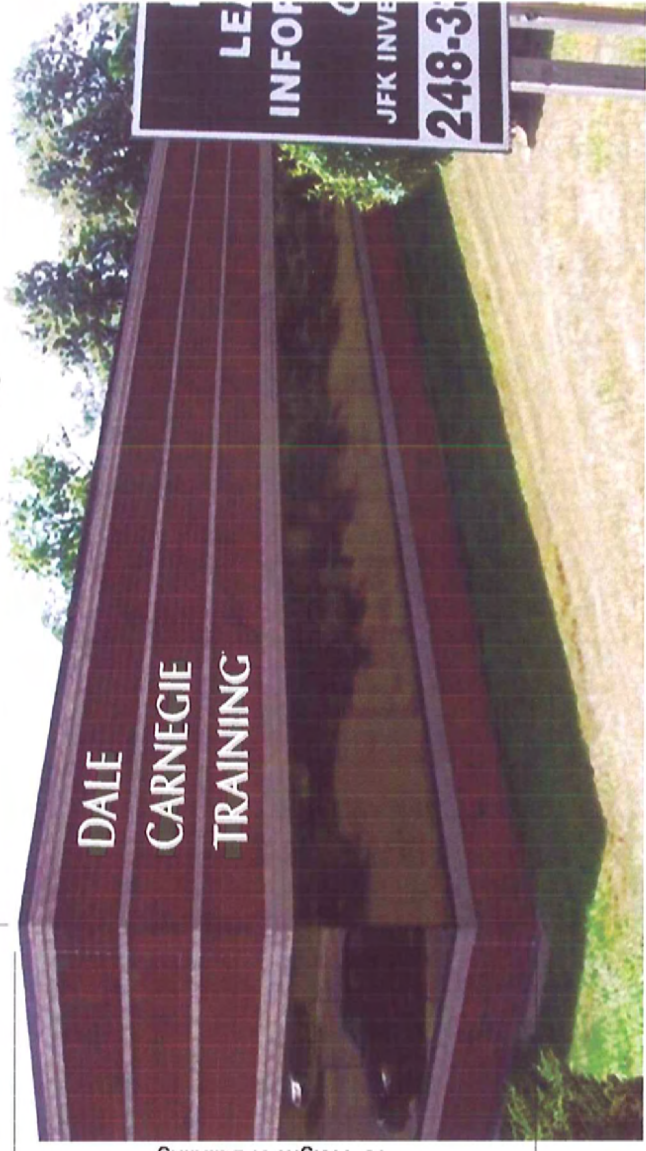


**LIGHTED LETTERS**



89' Length of Building



15' Height of Building

QTY. 1  
INTERNALLY LIGHTED CHANNEL LETTERS w/ WHITE ILLUMINATION,  
WHITE FACES, BRUSHED CHROME TRIM CAPS & ANODIZED  
ALUMINUM RETURNS. LETTERS MOUNT FLUSH TO RACEWAYS.

ELEVATION NOT TO SCALE



Salesman DAN COLLINS	Drawing# 006975	Revision	G. Alumbaugh 9-23-08 G. Alumbaugh 8-13-08	Drawn By/Date G. Alumbaugh 8-12-08
Job Name/Location DALE CARNEGIE TRAINING, NOVI, MI	Scale 3/8"=1'-0"			Filename DALCA-NM-08-NLL

This design & engineering is submitted as our proposal & is to remain our property exclusively until accepted & approved by purchase © COPYRIGHT 2008



## DALE CARNEGIE TRAINING®

Offered by  
Ralph Nichols Group, Inc.  
19500 Victor Parkway  
Suite 275  
Livonia, MI 48152-7014

Tel: 734.953.1200  
Fax: 734.953.1251  
1.800.342.7787  
[www.dalecarnegiemichigan.edu](http://www.dalecarnegiemichigan.edu)

North America  
South America  
Europe  
Africa  
Asia  
Australasia

December 1, 2008

City of Novi Board of Appeals  
Community Development Department  
45175 W. Ten Mile Rd.  
Novi, MI 48375

RE: Signage for Dale Carnegie Training  
41650 Gardenbrook Rd.  
#50-22-14-451-020

For the first time in the 40 year history of Ralph Nichols Group (RNG) there is a good chance we will be doing business in Novi.

RNG holds the license in southern Michigan for Dale Carnegie Training. Dale Carnegie Training was established in 1912 and is globally recognized as one of the top professional business training leaders. With nearly 100 years experience the Dale Carnegie organization has acquired the information, knowledge and skills to help achieve higher levels of performance. Our clients tell us that we have changed their lives and their companies.

RNG is Dale Carnegie's top producer in North America.

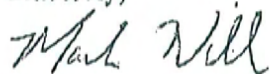
We are excited to do business in Novi for a number of reasons:

1. The reputation of Novi, a place where professionals do business.
2. We will be next to Walsh College that enjoys a fine reputation as an educational institution.
3. Years ago Leo Harawood was one of our instructors and I believe was once the mayor of Novi.
4. As equally important, we want to be assured that our students, clients and the business community will recognize our continued business growth (and new location).

Dan Collins of Harmon Sign Company indicated that we need your permission for signage. We assure you it will be appropriate to the city and to our educational community because we want to fit into Novi instead of stand out.

Please tell us what we would need to do to be able to put appropriate signage on our leased space at 41650 Gardenbrook Rd..

Sincerely,



Mark Will  
Vice President

# **JFK** INVESTMENT COMPANY L.L.C.

A Michigan Limited Liability Company

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November 26, 2008

City of Novi Board of Appeals  
Community Development Department  
45175 W. Ten Mile Road  
Novi, Michigan 48375

RE: Signage for Dale Carnegie Training  
41650 Gardenbrook Road  
Tax ID No. 50-22-14-451-020

Dear Board of Appeals:

JFK Investment Company L.L.C. ("JFK") is the owner of the above referenced location, which is a multi-tenant, single story building, zoned I-1 (light industrial) and abuts the I-96 Freeway. JFK has entered into a lease with Ralph Nichols, Inc. (d/b/a Dale Carnegie Training), pursuant to the terms of which, JFK has granted its permission to allow Ralph Nichols, Inc. to place a sign on the northern facade of the building facing the I-96 Freeway.

It is our understanding that the sign proposed by Ralph Nichols, Inc. complies with the City of Novi Sign Code, but its application was denied due to a questionable interpretation of an ambiguous and undefined term. Section 28-5(1)(c) clearly allows for a ground sign, wall sign or canopy sign for buildings that are zoned I-1. Additionally, under Section 28-5(3)(e) of the Novi Sign Code, buildings zoned I-1 are allowed to have an additional wall sign facing an expressway if the property in question abuts one (which is the case here). However, we have been told that the permit was denied because Ralph Nichols, Inc.'s suite does not have a "first floor pedestrian entrance." Although the Sign Code allows for wall signs for single story buildings zoned I-1 containing multiple businesses, that right, apparently, is reserved for those businesses only that have a "first floor pedestrian entrance" (Please see Section 28-5(2)(b)).

Given that the Sign Code does not define "first floor pedestrian entrance", JFK vigorously argues that Ralph Nichols, Inc.'s suite (and all the businesses in the building for that matter) have first floor pedestrian entrances and should be entitled to a wall sign without having to obtain a variance. To interpret the ordinance otherwise would be arbitrary and unfair as we can conceive of no aesthetically material difference between a multi-tenant, single story building that has a so called "first floor pedestrian entrance" as opposed to one that does not. Also, to make such a distinction creates a distinct disadvantage for Landlord's trying to lease single story multi-tenant buildings that do not have "first floor pedestrian entrances" versus those that do. Finally, when Neighborhood Services was contacted for further explanation as to why this distinction exists in the Sign Code, none could be given. In fact, it was suggested that this distinction was an unintended consequence created by the drafters of the recently revised Sign Code.

43252 WOODWARD AVENUE ~SUITE 210 ~BLOOMFIELD HILLS, MI 48302  
PHONE: (248) 333-2373 ~FAX: (248) 333-2573


City of Novi Board of Appeals  
Community Development Department  
November 26, 2008  
Page 2 of 2

If, notwithstanding the foregoing, the Board determines that Ralph Nichols, Inc. still needs a variance under the Sign Code, then one should be granted as its sign is consistent with the spirit and purpose of the Sign Code. As mentioned above, but for the ambiguous and undefined "first floor pedestrian entrance" requirement, Ralph Nichols, Inc. would be entitled to a wall sign under the clear and unambiguous terms of the Sign Code. Also, a wall sign on the building facing the freeway would not be out of context with its surroundings given that numerous businesses along the I-96 freeway already have wall signs facing the freeway. In fact, the building located immediately east of 41650 Gardenbrook Road, which contains Walsh College, has prominent signage facing the freeway.

Finally, Ralph Nichols, Inc. has been in business conducting Dale Carnegie Training courses for more than 40 years and has an outstanding reputation in the community. Its offices are currently located in Livonia. For a variety of reasons, Ralph Nichols, Inc. wishes to relocate to Novi, but one of the primary reasons for choosing Novi (and the building located at 41650 Gardenbrook in particular) is the opportunity to have signage along I-96. Such signage would not only increase its name recognition, but more importantly would also help its clients locate the building. To deny the variance will discourage Ralph Nichols, Inc. (and other businesses) from relocating or establishing themselves in Novi.

For all the foregoing reasons, we respectfully request that the Zoning Board of Appeals grant the variance requested by Ralph Nichols, Inc. for its signage. If you have any questions or thoughts with respect to the foregoing, please call. I may be reached at 248-333-2373, ext. 103. Otherwise, we plan on attending the next Board meeting when this matter is before it to show our support for Ralph Nichols, Inc. in its request for a variance.

Very truly yours,



JFK Investment Company L.L.C.  
Thomas H. Kosik, Manager

THK/ag

O:\Buildings\Novi Garden\Correspondence\General\ZBA letter for Dale Carnegie.doc