

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:*

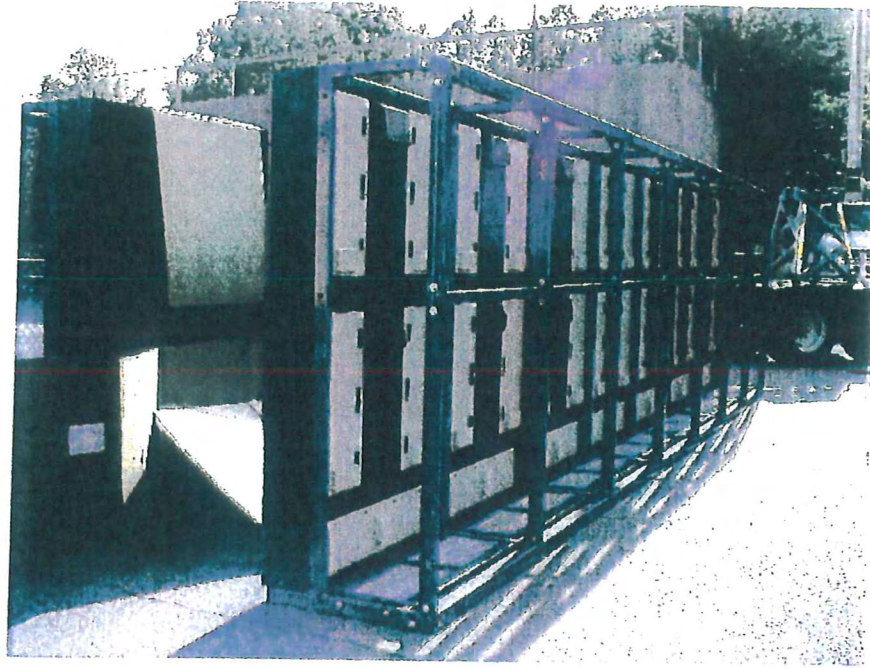
Response: Subject to applicant's response to item #7 above the following information is provided for the Zoning Board of Appeals consideration:

- 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.

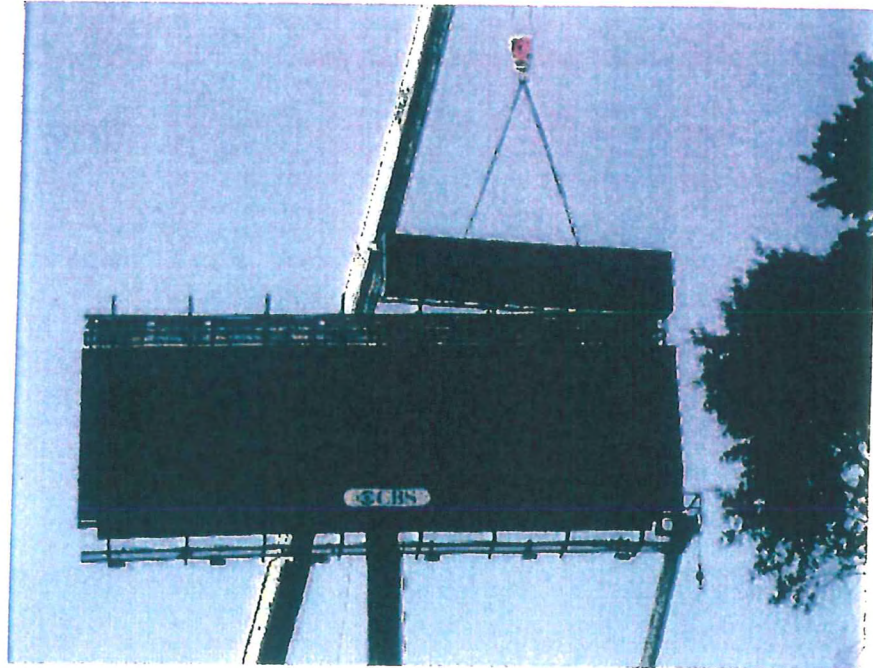
Finally, given the limited height and location of the existing structures continued denuding and elimination of trees and vegetation will have to be preformed which will not be necessary in the long-term if the new sign is approved. We are committed to locating the sign with input from the community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

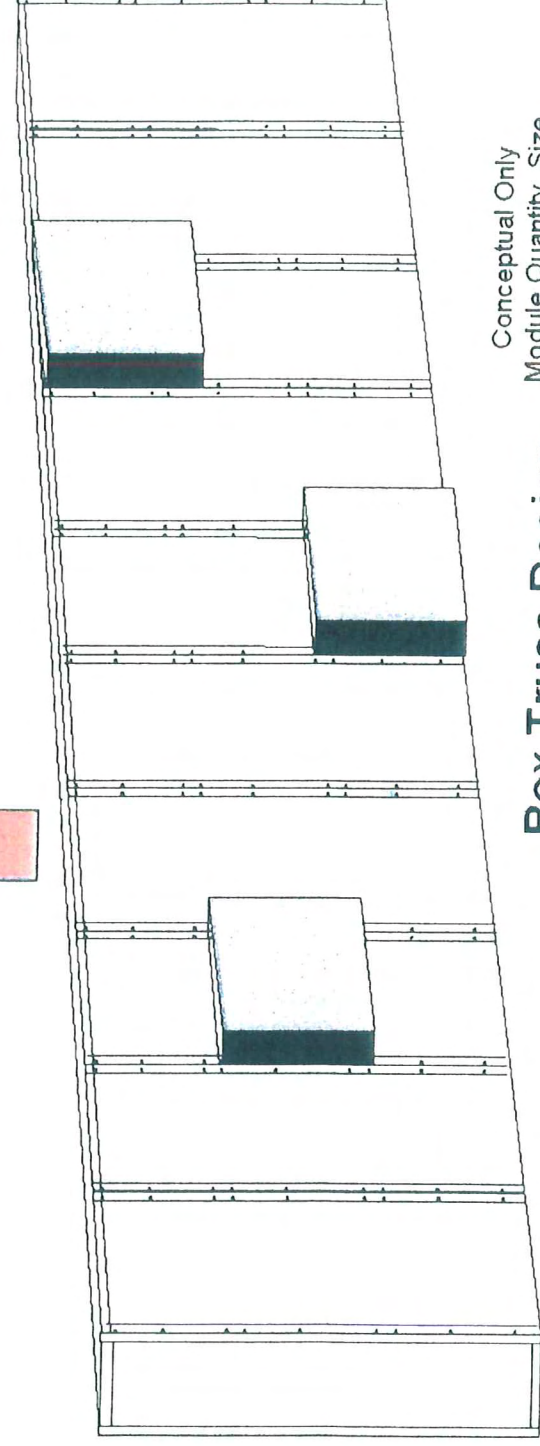
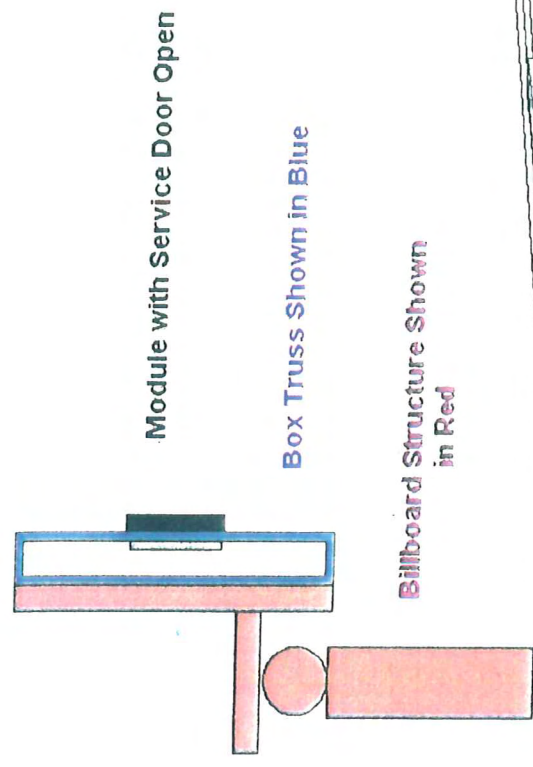


Rear View of Modules Preassembled on Box Truss with Catwalk Grating

20 x 60 Box Truss Design being Erected in Large Sections



Side Elevation
Showing Box
Truss Design on
Billboard
Verticals



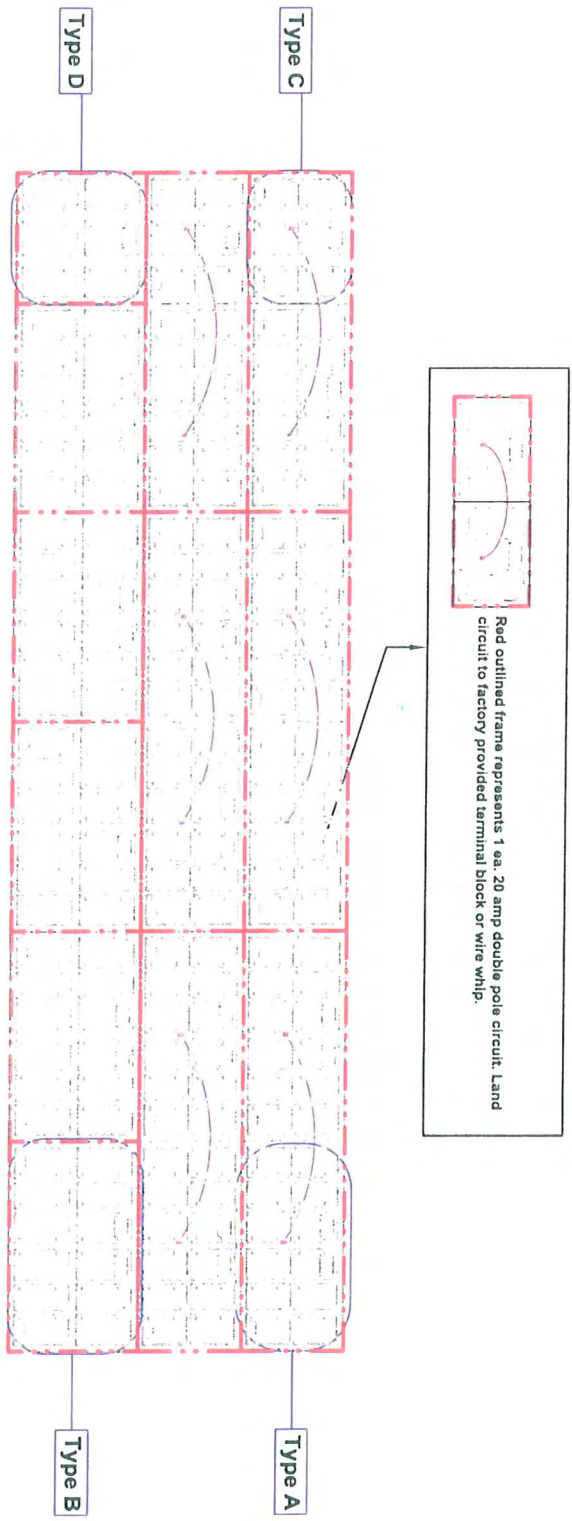
Conceptual Only
Module Quantity, Size
and Array TBD

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)

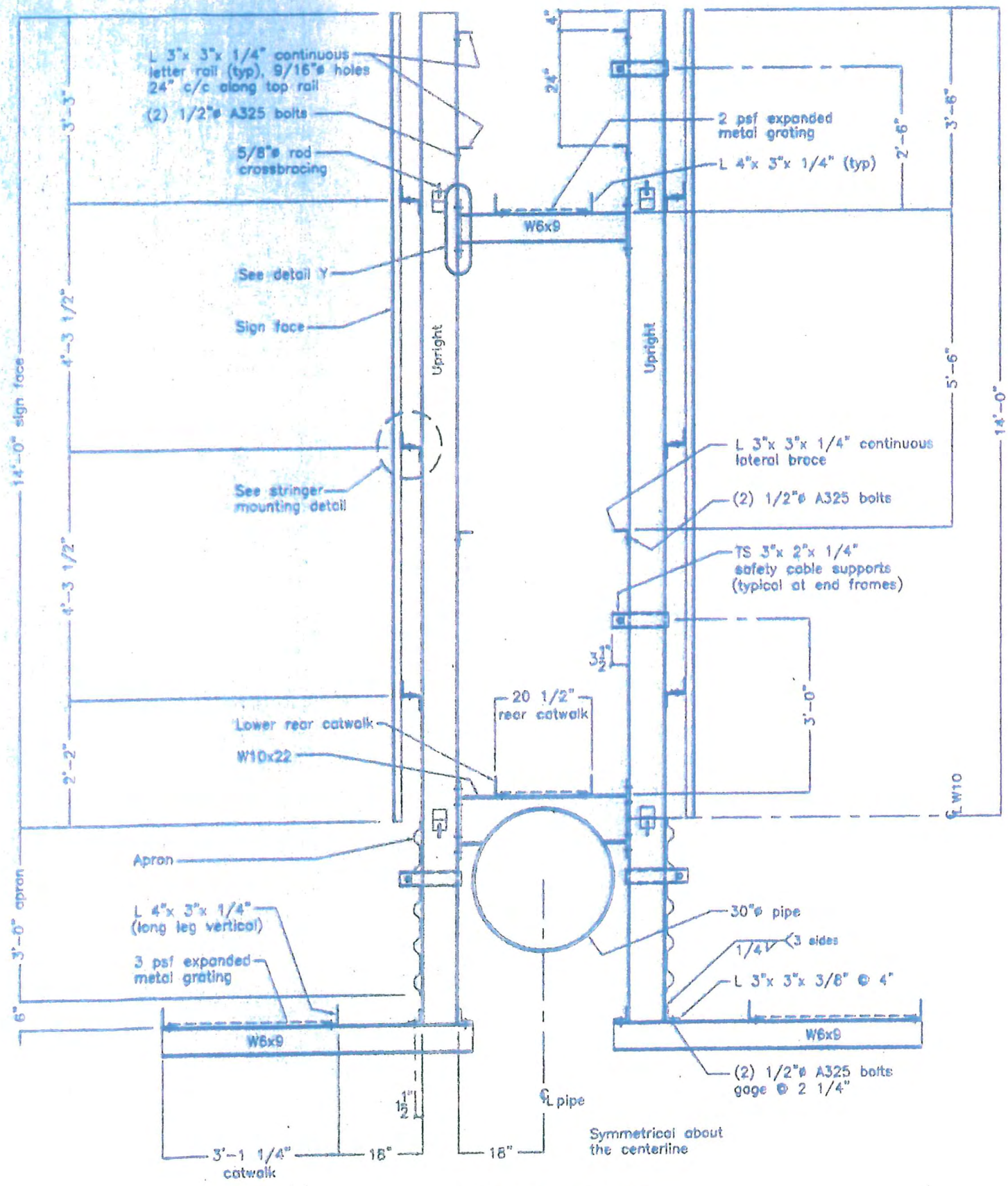
Air Conditioning: Review on a individual site basis. Specific ambient temperatures and thermal sun loading will determine if AC is required.

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.

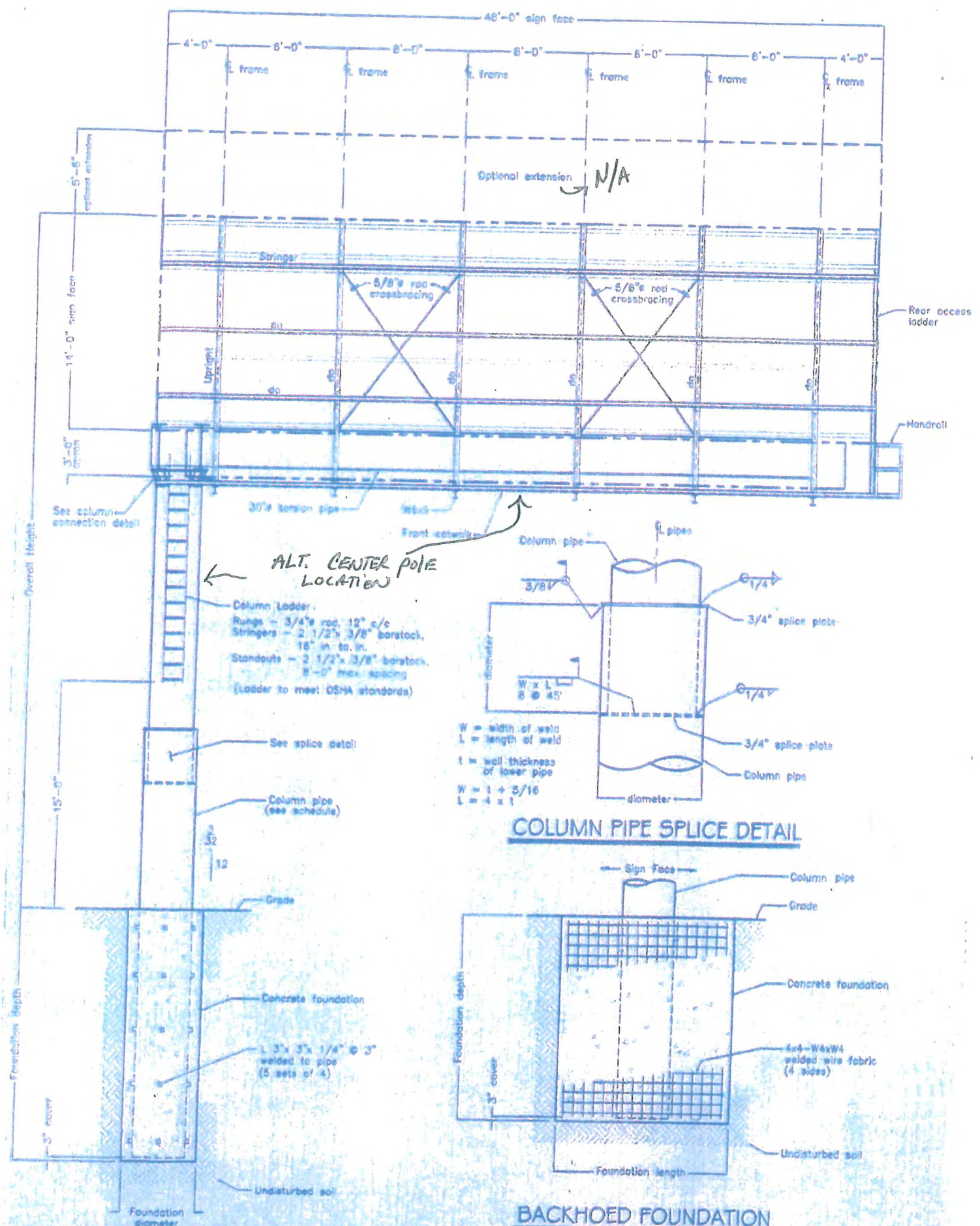


Project	Digital Billboard 20mm 14 x 48 Video 208 x 720	Drawn By	WN	Date	11/21/2007	Scale	N.T.S
		Client No.	204814-112107A	Rev.		Sheet	S2
Location				Rev. Date			



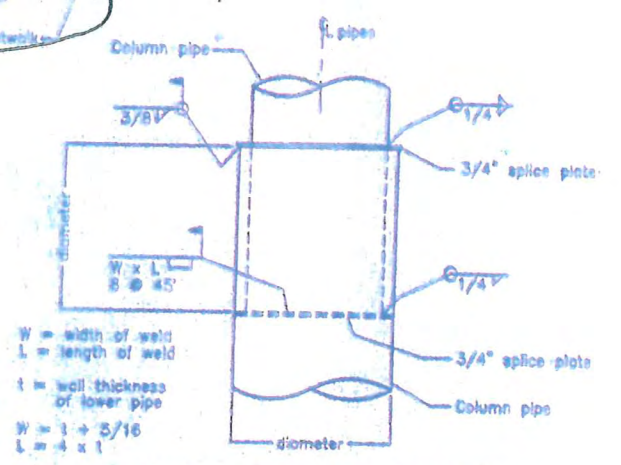


FRAME DETAIL

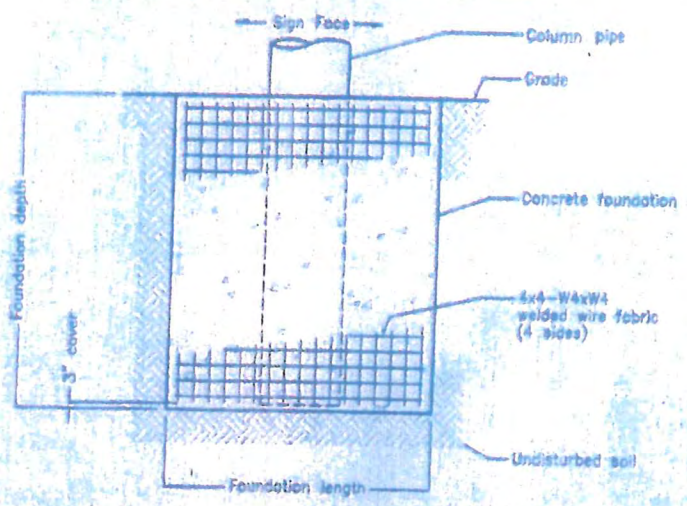


ALT. CENTER POLE LOCATION

- 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)

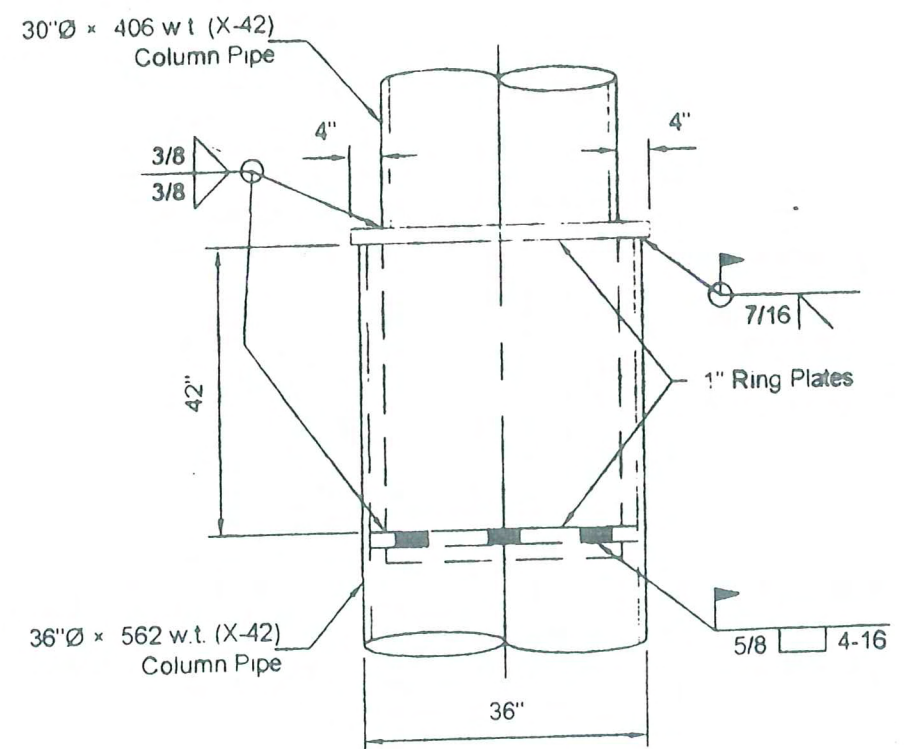


COLUMN PIPE SPICE DETAIL

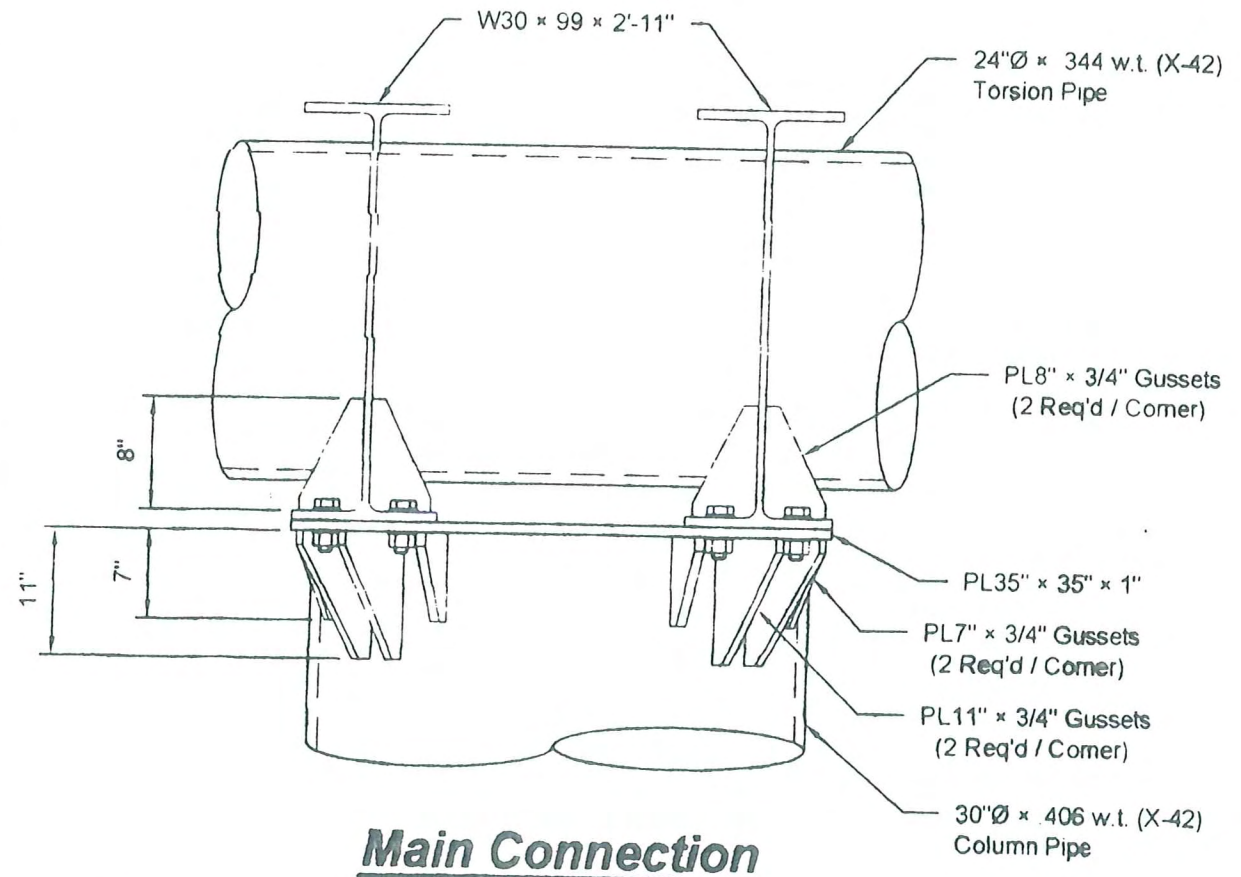
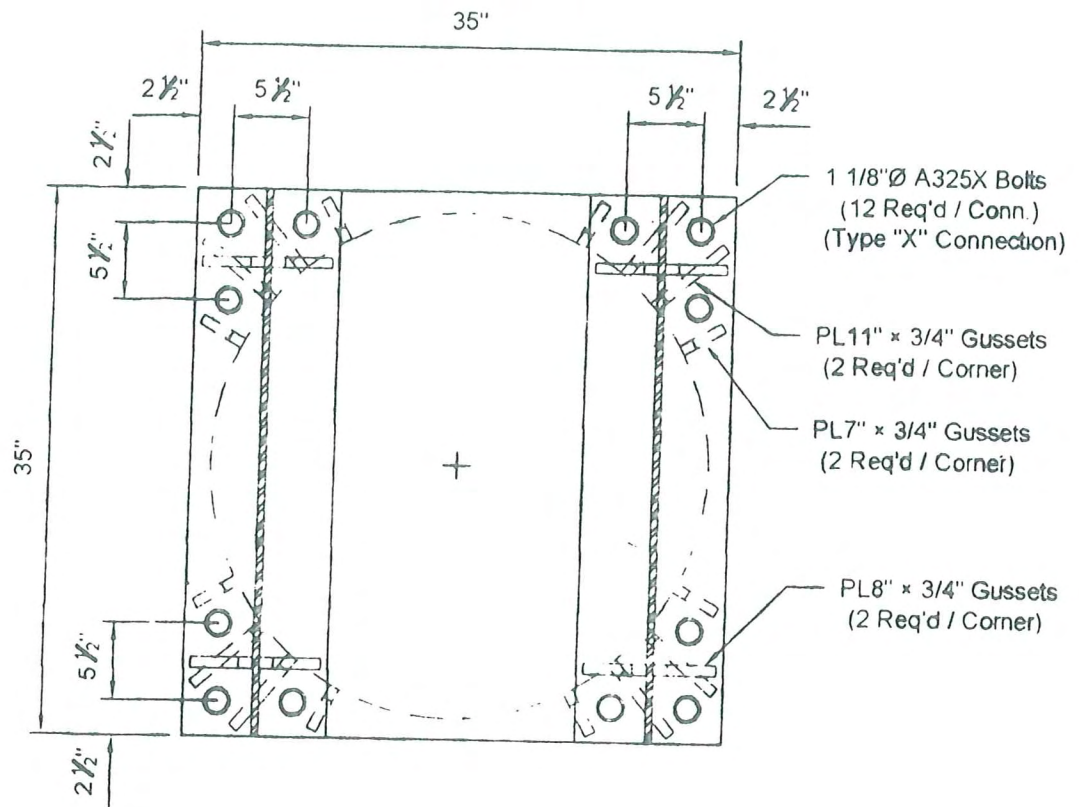


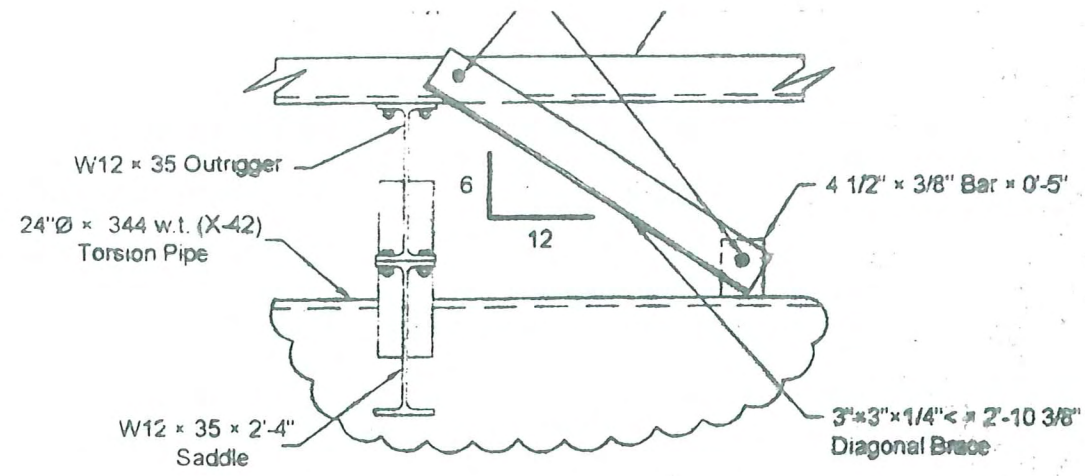
BACKHOED FOUNDATION

SIGN FACE ELEVATION

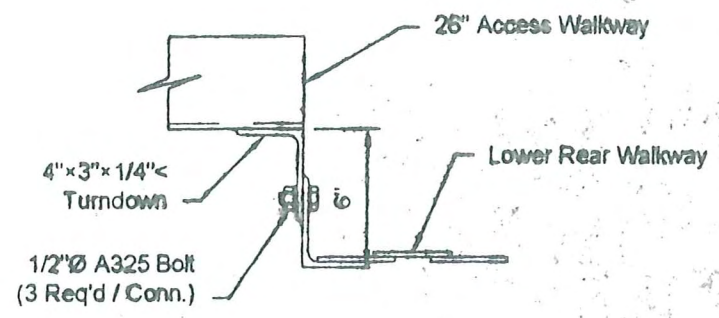


Transition Splice

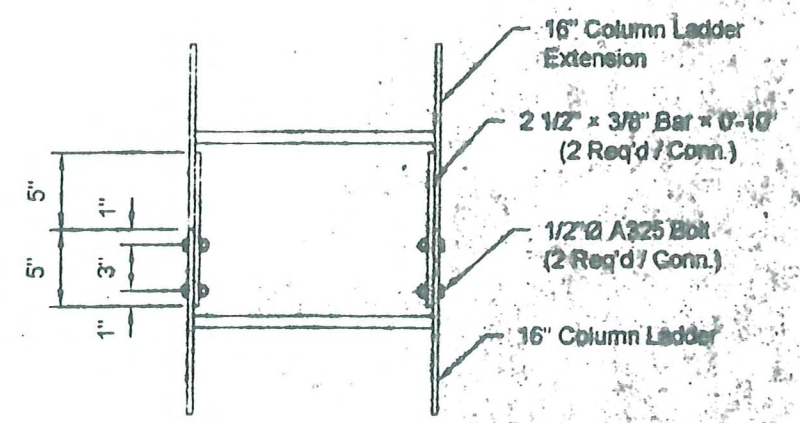




Outrigger Diagonal Brace



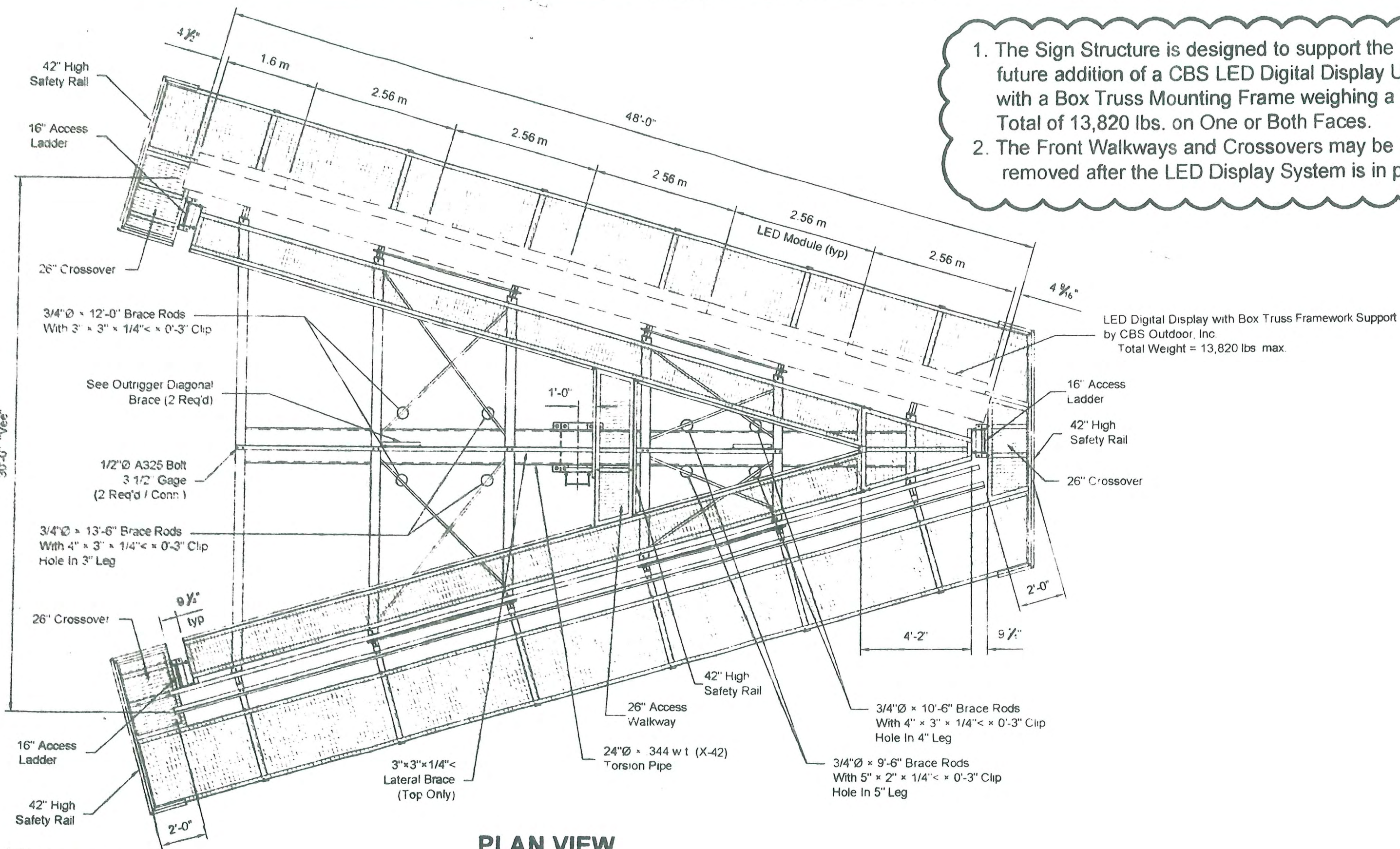
Access Walkway To Rear Walkway Connection



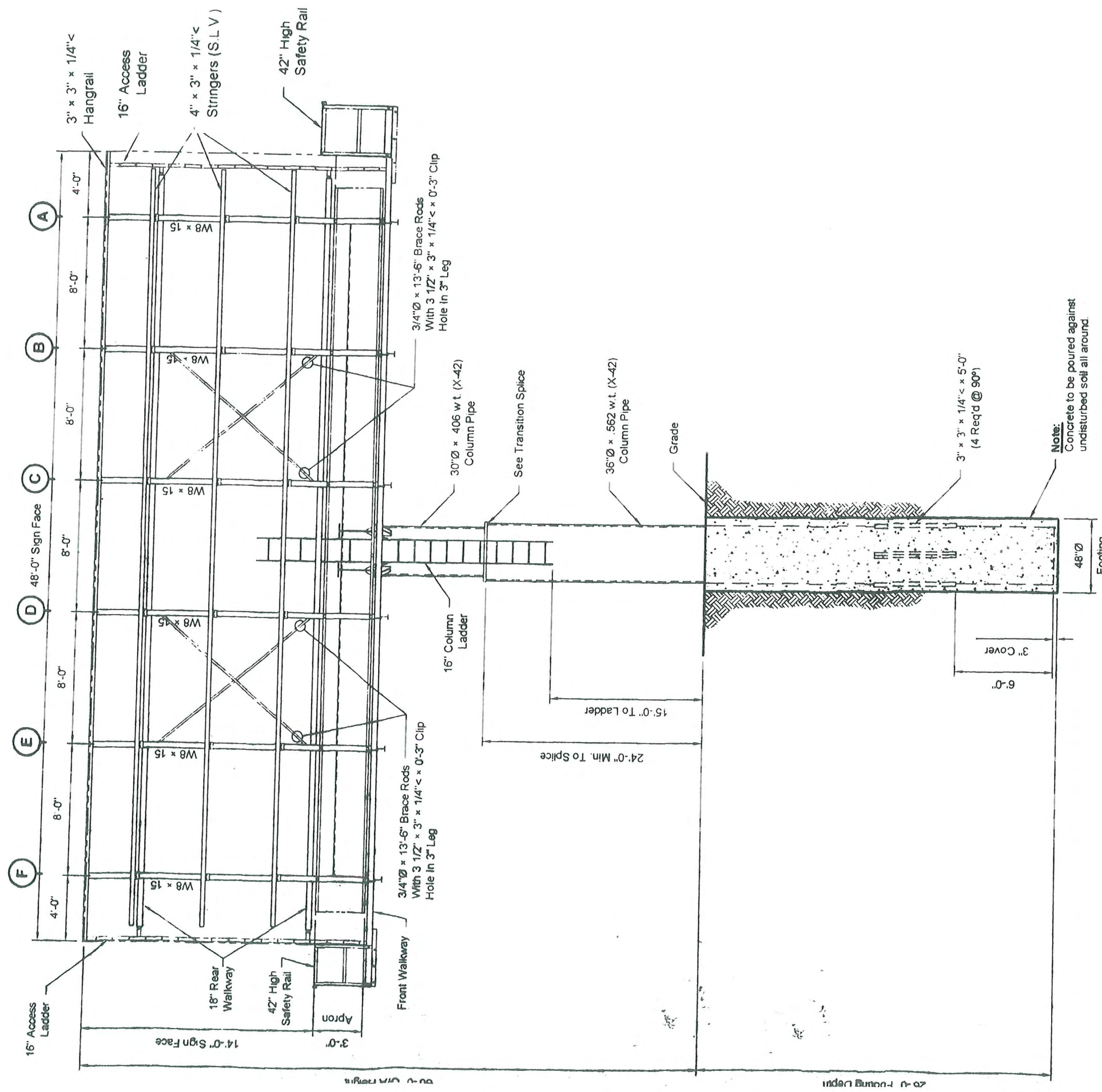
Column Ladder Splice

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

