



December 26, 2010

C&L Ward
41460 Grand River Ave
Novi, MI 48375

To: Zoning Board of Appeals – City of Novi

Dear ZBA Board Members,

I respectfully submit this Letter of Appeal for a sign variance in the City of Novi.

C&L Ward entered into a lease agreement for two retail suites at the Shops of GV in June 2010. The purpose of the space was for the opening of a new Andersen Window showroom in Novi. The space at the Shops of GV was chosen because of its two retail entrances and two areas for signage. Under our retail agreement with Andersen Windows, the design & construction of the showroom was to be financially subsidized by Andersen Windows with the commitment that they would be represented with exterior building signage featuring their brand identity along with the separate brand identity of C&L Ward.

In November 2010, we received a Notice of Violation stating that “only one sign is permitted for the C&L Ward business and the original sign permit for C&L Ward was issued based on the lineal frontage of both units F & G and that we must remove the Andersen Window sign”. We sincerely apologize to the City of Novi for this violation, and therefore, are requesting a variance. The variance that we are seeking is for an additional sign totaling 18 Sq. Ft.

We are requesting this variance for the following reasons:

- Two separate retail suites are being leased for the purpose of this showroom. Proper signage above each entrance eliminates potential consumer confusion by properly communicating each entrance into the building. In addition, it shows the center is fully occupied by tenants, and does not appear to be vacant.
- The showroom was financially subsidized by Andersen Windows with the agreement that the Andersen brand identity would be featured on the building exterior within the retailer agreement guidelines. Under these terms, the Retailer may not combine their name and/or logo together with the Andersen brand. Both brand identities must be represented in separate signage so that it is not implied to the consumer that the Retailer is affiliated with Andersen or that it is an Andersen-owned entity.
- Relief, if granted, will not offend the spirit or intent of the Ordinance; will not cause a substantial detriment to the public good and surrounding properties; will not jeopardize the public safety, health and welfare of the community.

C&L Ward and its employees, appreciate your time and consideration of this request.

Sincerely,

Patrick Ward - President

December 26, 2010

The Shops of GV, LLC
30403 Thirteen Mile Rd.
Farmington Hills, MI 48334

To: City of Novi, Zoning Board of Appeals

This letter is to support the request for a sign variance by our tenant, C&L Ward. Due to the current economic conditions, we encourage the Zoning board to approve this variance request and allow the existing Andersen Windows signage to remain at The Shops of GV.

Because of the brand recognition of Andersen Windows, our tenants have noticed an increase in center traffic since the Andersen Windows signage was installed. With the current challenging economic conditions, the additional consumer traffic generated by the Andersen Windows brand is welcomed by all of our retail tenants including our newest tenant, C&L Ward.

Please note that the sign appearance and sizing doesn't appear out of place, and we have no problem with it remaining as is within our center.

Sincerely,



The Shops of GV, LLC
Pierre Nona

December 28, 2010

Andersen Corporation
100 Fourth Avenue North
Bayport, MN 55003

RE: City of Novi Sign Variance

Dear Zoning Board Members;

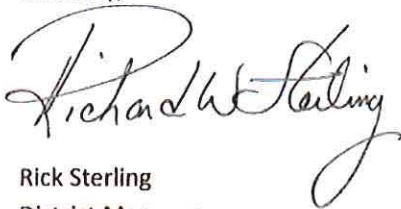
This is a letter of support for a sign variance by our Circle of Excellence dealer, C&L Ward. They have been a reputable and industry-leading business partner with our company for over 25-years.

In a collaborative effort, we worked with C&L Ward to design and establish a new Andersen Window & Door showroom in the City of Novi in late summer 2010. This exquisite showroom features our complete line of window and door products including our latest A-Series and 100-Series product lines.

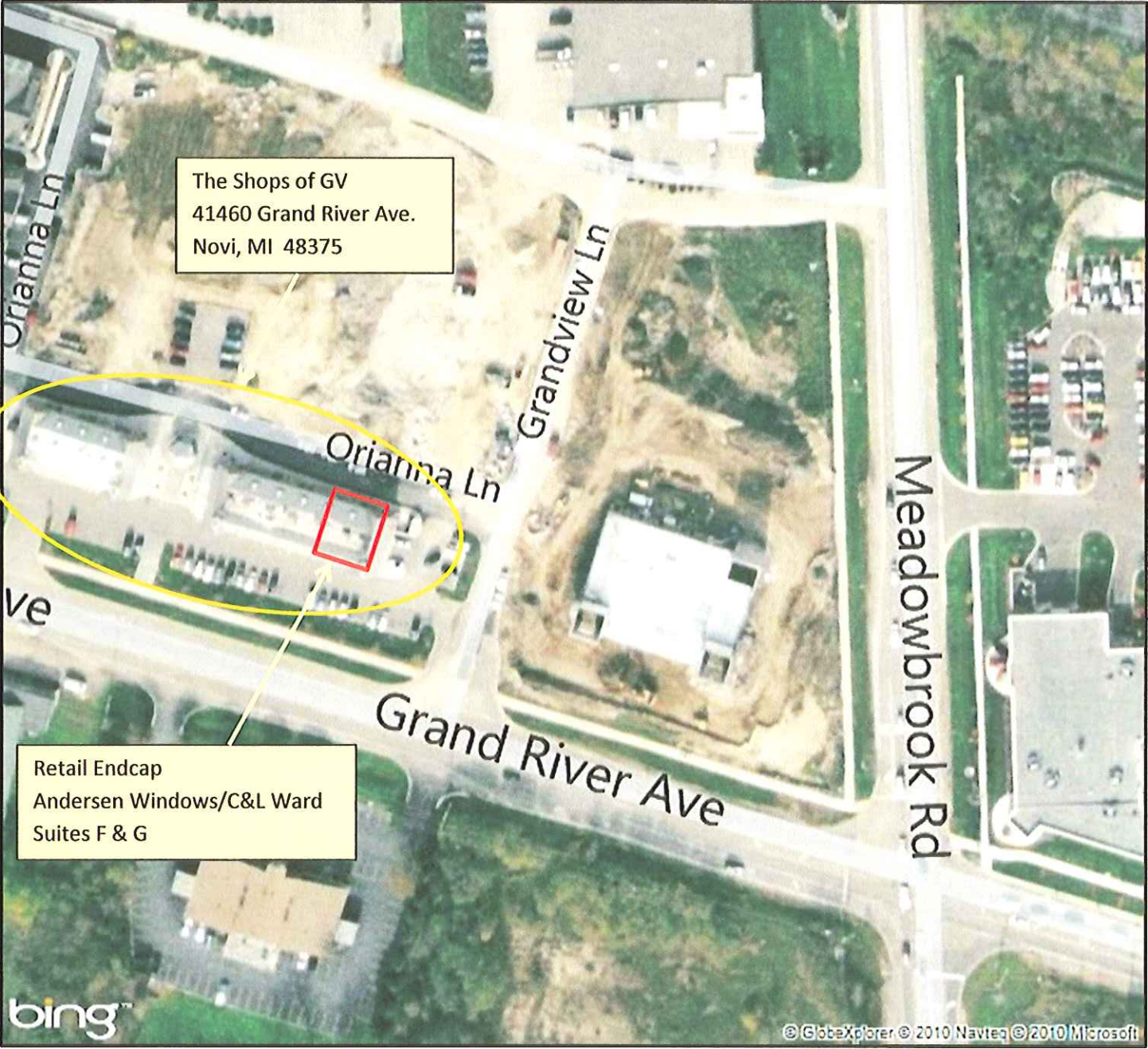
To maximize the effectiveness of the showroom investment, we do encourage our dealers to establish exterior signage of our logo. This has been proven to increase local market awareness of our products, which in turn, provides the necessary showroom traffic for our dealers to ensure their long-term success within the communities which they serve.

Thank-you for your time, and once again, we strongly support C&L Ward's request for a sign variance in the City of Novi.

Sincerely,



Rick Sterling
District Manager



The Shops of GV
41460 Grand River Ave.
Novi, MI 48375

Retail Endcap
Andersen Windows/C&L Ward
Suites F & G

bing™

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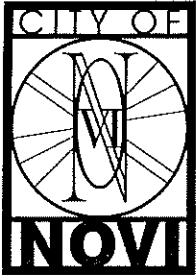
Variance requested for Andersen Windows signage.

Approved building signage for C&L Ward

Two separate retail suites (F & G) occupied by Andersen Windows /C&L Ward.

Sign Dimensions





Notice of Violation

CITY COUNCIL

11/16/2010

Expiration Date: 11/26/2010

Mayor
David B. Landry

C & L WARD
9284 LAPEER RD
DAVISON MI
48423

Mayor Pro Tem
Bob Galt

Terry K. Margolis

Subject Property: 41460 GRAND RIVER AVE NOVIST: F & G

Andrew Mulch

Sidwell No.:

Kathy Crawford

Dave Staudt

Ordinance Activity No: ORD10-2012

Justin Fischer


You are in violation of code Section 28-5 (2)b.1.(a) (i)

City Manager
Clay J. Pearson

REMOVE "ANDERSON WINDOW" WALL SIGN. This is a non-permitted sign. Only one sign is permitted for the C & L Ward business. The original sign permit for C & L Ward was issued based on the lineal frontage of both units F & G

City Clerk
Maryanne Cornelius

You will have 10 days from the date of this notice to comply with the violation cited above. Your immediate attention to this matter is requested and advised. A municipal civil infraction violation ticket will be issued for failure to comply with this matter within the time constraints stated above. Once a ticket is issued, a court appearance will be required. Please contact the Officer listed below should you have any questions with regard to this matter.


Jeannie Niland
Ordinance Enforcement Officer
248.347.0438
City of Novi

City of Novi
45175 W. Ten Mile Road
Novi, Michigan 48375
248.347.0460
248.347.0577 fax

cityofnovi.org