

City of Detroit

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January 6, 2020

HONORABLE CITY COUNCIL

RE: Request of SignGraphix on behalf of Redico for PCA (Public Center Adjacent) Special District Review of proposed signs at 150 W. Jefferson Avenue.
(RECOMMEND APPROVAL)

REQUEST

The City Planning Commission (CPC) has received a request from SignGraphix on behalf of Redico for PCA (Public Center Adjacent) Special District Review of proposed signs to be located at 150 W. Jefferson Avenue. This request is being made consistent with the provisions of Section 50-3-222 of the Detroit Zoning Ordinance.

PROPOSED PROJECT

The petitioner proposes to install new signs at four locations around the building:

- New “150” sign on Jefferson (south) façade – 47 square feet (drawing dated 12/12/2019)
- New signage on existing monument structure at corner of Shelby Street and Larned Street (northwest corner of site) – 30 square feet of signage on 126 square foot monument (drawing dated 10/14/2019)
- New projecting sign and re-face existing wall sign at entrance to parking garage from Griswold Street (east) – 12 square foot projecting, replacement of existing wall sign (drawing dated 10/9/2019)
- New projecting sign and re-face existing wall sign at entrance to parking garage from Larned Street (north) – 12 square foot projecting, replacement of existing wall sign drawing (dated 10/9/2019)

Based on the frontage of this building, 500 square feet of signage is allowed. The existing and proposed signs do not exceed this maximum.

REVIEW & ANALYSIS – PCA District Review Criteria

There are eighteen PCA District Review Criteria listed in Section 50-11-97 of the Zoning Ordinance. The relevant criteria follow with staff analysis in italics:

(2) Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development. *The new “150” sign on the Jefferson façade is similar in size to the existing sign in that location. The proposed placement of the signs on*

the building do not obscure any architectural features. The projecting signs at the entrances to the parking garage will help motorists navigate more easily.

(7) Adequate rights-of-way, easements and dedications should be provided where appropriate for trafficways, utilities and community facilities. *The proposed projecting signs comply with the required 8.5 foot clearance from grade and maximum 3 foot projection.*

(11) Signage and graphics should be tastefully designed to be visually appealing and in character with surrounding development; they should provide needed information, direction and orientation in a clear and concise manner. *The proposed signs complement the design of the building and coordinate all of the signage on the property. The updated monument signage is more readable than the existing.*

Design

The Planning & Development Department has reviewed the proposed signage and recommends approval. Their recommendation is attached.

CONCLUSION & RECOMMENDATION

Consistent with the above, the City Planning Commission recommends approval of the proposed signs.

Respectfully submitted,

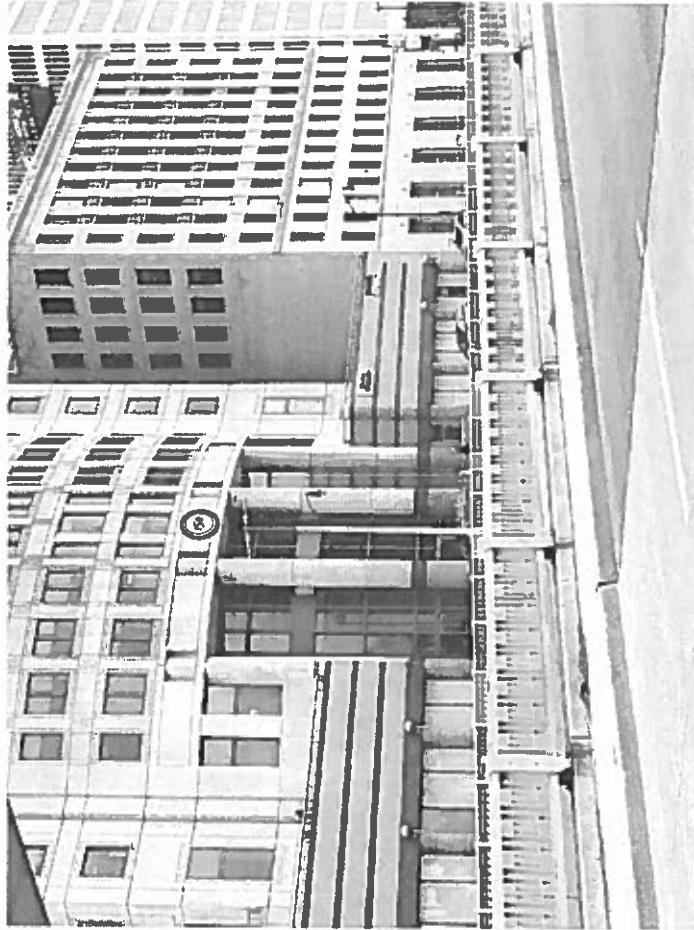
ALTON JAMES, CHAIRPERSON



Marcell R. Todd, Jr., Director
Jamie J. Murphy, Staff

Attachment: Drawings of proposed signs
PDD Recommendation
Resolution

cc: Arthur Jemison, Director, PDD
Katy Trudeau, Deputy Director, PDD
David Bell, Director, BSEED

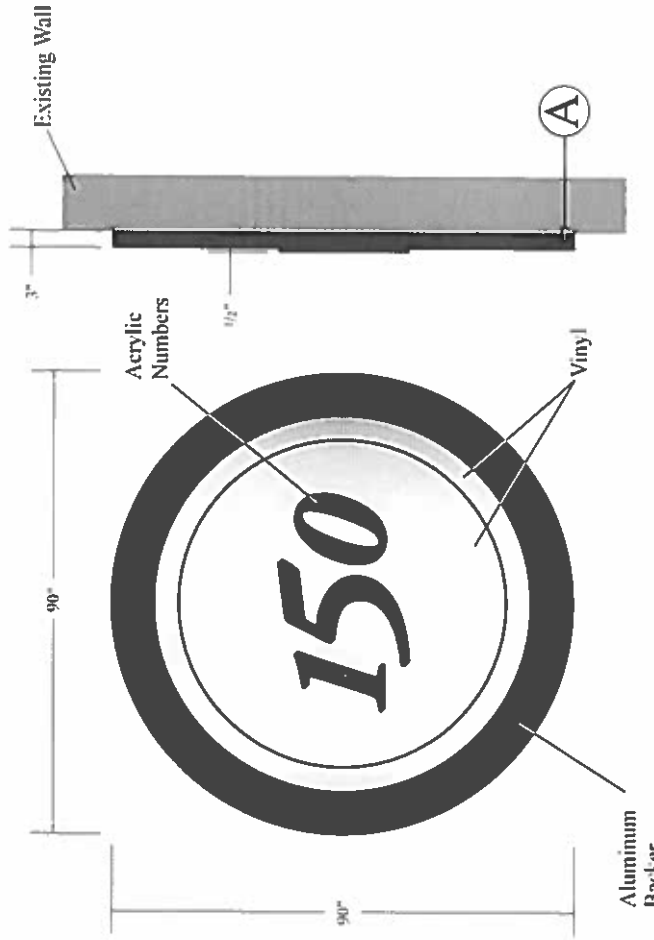


ELEVATION

Not to scale

SPECIFICATION:

- 3" deep non-illuminated, fabricated aluminum backer, painted black with 3M Satin Aluminum vinyl graphics
- 1/2" thick acrylic numbers, painted black and flushed mounted to aluminum backer
- To be mounted to exterior building facade using expansion fasteners and "L" brackets

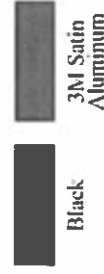


ELEVATION

SIDE VIEW



CROSS SECTION A



Black

3M Satin Aluminum

ONE (1) EXTERIOR WALL SIGN

Scale: 3/8" = 1'-0"

signgraphix

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Clarkston, Michigan 48346
(O) 248.848.1700 (F) 248.848.1722
www.signgraphix.net

AN ARTIST REPRESENTATION - NOT TO SCALE. Image is for illustration purposes only. Objects in reality may be larger or smaller than depicted. Non contractual.

150 West Jefferson Detroit, MI 48226

REDICO

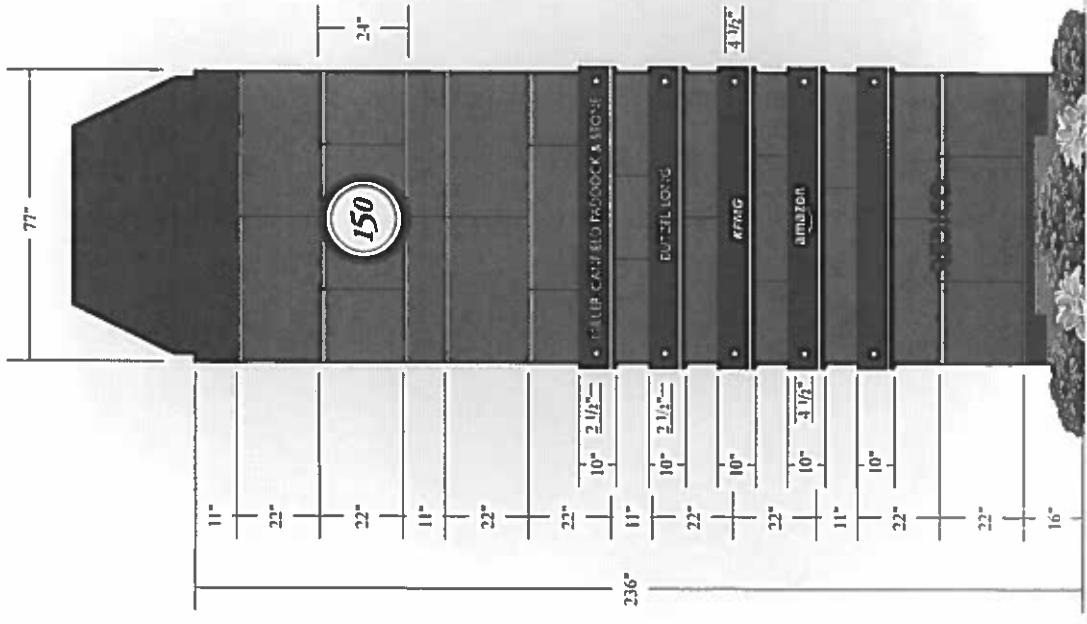
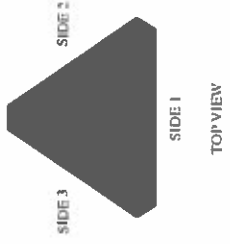
DRAWING: 6-11-18
A-1 280 12-12-19

JOB: 23631

CLIENT SIGNATURE

DATE:

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- SPECIFICATIONS**
- 24" H x 14" thick painted silver substrate with a black vinyl pen strip and a 1/4" thick, painted black 150 numbers
 - 1/4" thick black substrate, stud mounted to existing ground sign, to wrap around existing monument sign
 - 1/2" H 3M silver vinyl rule line
 - 2 1/4" H 3M silver vinyl circle with a digitally printed black line
 - 3M silver vinyl caps, rule line, and circle to be on side 1 and side 2 of substrate panels



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ONE (1) SET OF EXTERIOR MONUMENT SIGN PANELS
ELEVATION

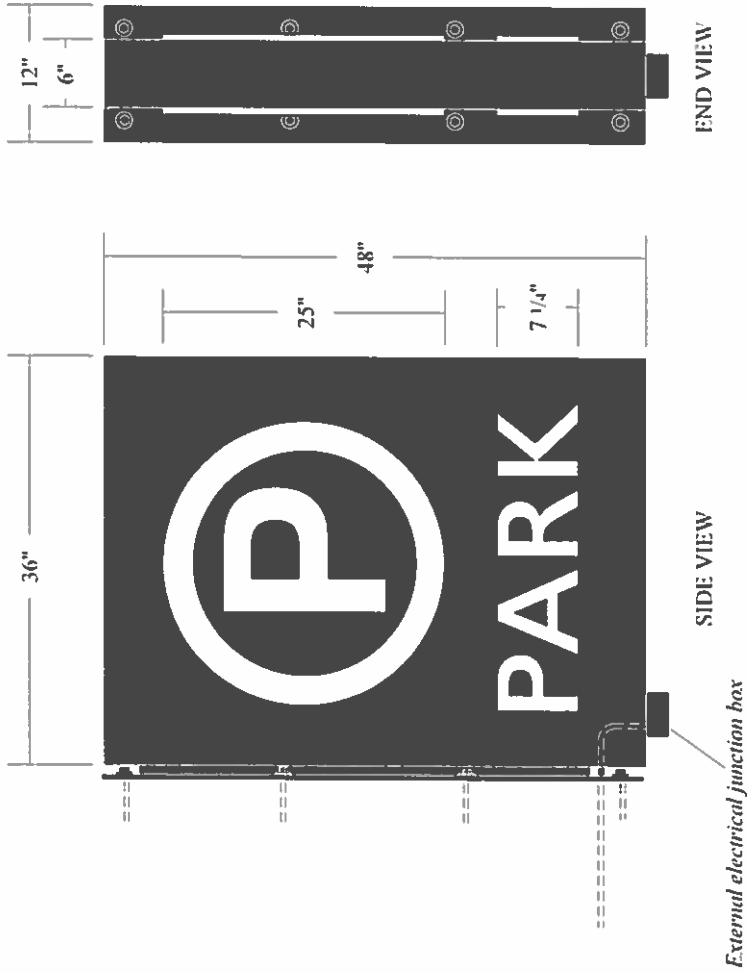
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150 West Jefferson Detroit, MI 48226

DRAWING:	4-26-18	10-09-19
A-1245	4-27-18	10-14-19
JOB:	4-30-18	
23631	5-1-18	

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 DATE _____

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- CONSTRUCTION:**
- Extruded aluminum sign cabinet
 - Internally illuminated with White LEDs
 - Painted MAP Black
 - Routed-out pushed-thru extended clear acrylic graphics with applied 3M vinyl
 - Gil Sans Semi-bold
 - Baseplate mounted to building

TWO (2) DOUBLE-SIDED INTERNALLY ILLUMINATED PROJECTING BUILDING SIGN
 Scale: 3/4" = 1'-0"

3M 3635-30 Diffuser Film
 3M 3630-20 White
 MAP Black

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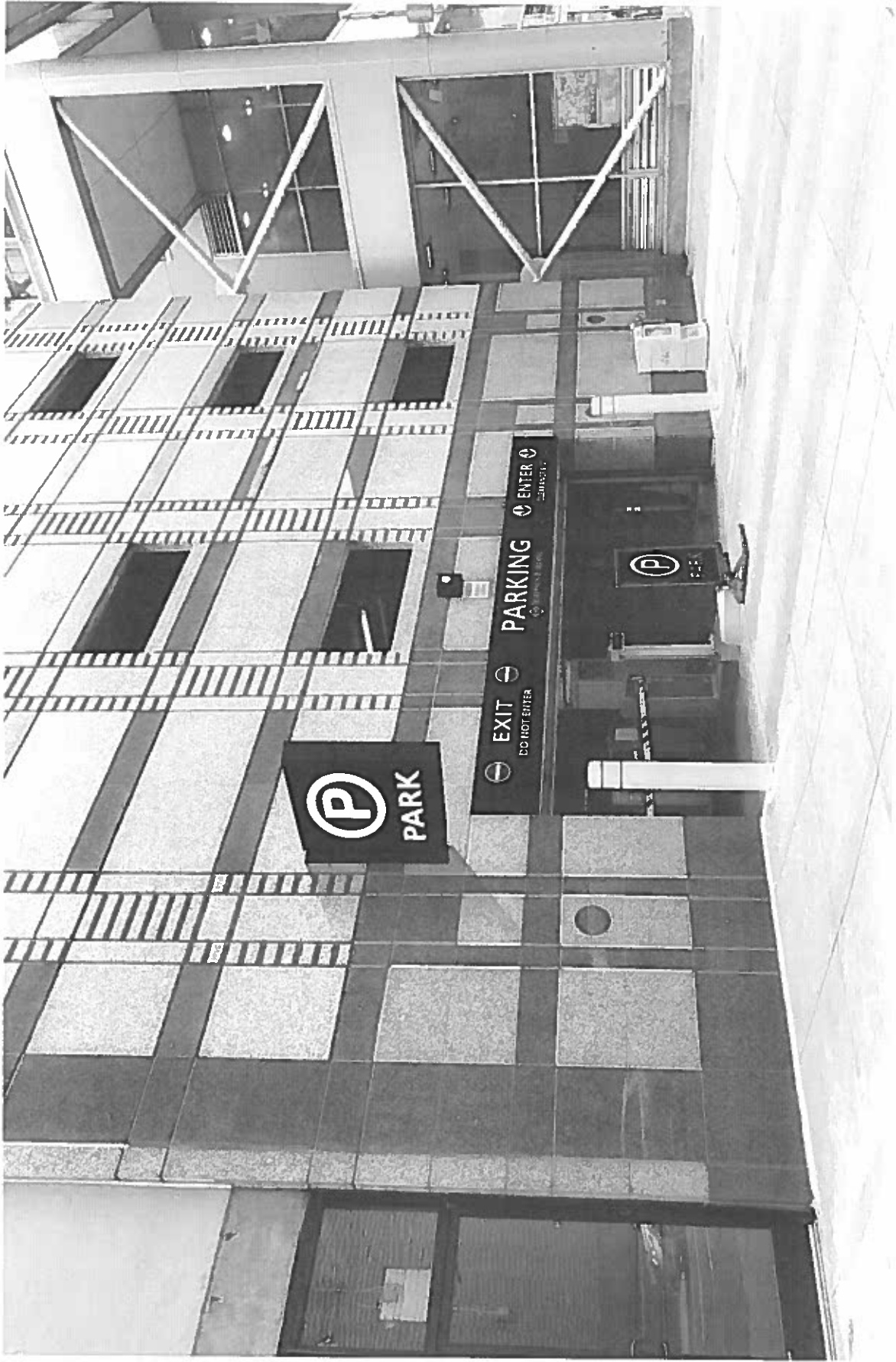
REDICO 150 West Jefferson Detroit, MI 48226

DRAWING: 5-04-18
 21427 10-09-19
 JOB: 23631

CLIENT SIGNATURE _____

DATE _____

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REDICO

DRAWING: 5-04-18
 21427 10-09-19

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CLIENT SIGNATURE

DATE

150 West Jefferson Detroit, MI 48226

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CITY OF DETROIT
PLANNING AND DEVELOPMENT DEPARTMENT

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Detroit City Planning Commission
208 CAYMC
Detroit, MI 48226

November 14, 2019

Commissioners:

Following is the review by the Planning and Development Department of a 46 square foot wall sign, two 12 square foot, double-sided projecting signs and one set of monument sign panels. The proposed signs will be located at 150 W. Jefferson Ave. (BSEED Permit numbers SGN2019-00500, SGN2019-00501, SGN2019-00502 and SGN2019-00503) As the property is zoned PCA (Public Center Adjacent), this review is required under Sec. 50-11-96.

The relevant PCA criteria from Sec. 50-11-97 of the Zoning Ordinance are followed by our analysis in italics:

Criterion 2: Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development; The proposed circular address sign is similar in size to the existing diamond shaped sign. Both parking signs will be adjacent to the current sign bands on the parking structure entrances and will not impact any architectural features of the building. The monument sign will be making more efficient use of the already existing monument structure, which currently uses are hard-to-see letters. The proposed bands of signage in a contrasting color will be more visible and have been kept to a pedestrian scale.

Criterion 7: Adequate rights-of-way, easements and dedications should be provided where appropriate for trafficways, utilities and community facilities; The two proposed, 12 square foot projecting signs on Larned St. and Griswold St. are in compliance with standards dictating the projection over the right-of-way and height from grade.

Criterion 11: Signage and Graphics should be tastefully designed to be visually appealing and in character with surrounding development, they should provide needed information, direction and orientation in a clear and concise manner; Both the address sign and the two proposed parking signs complement the curvilinear accents on the building. The existing monument sign is composed of the same rose colored stone as the building and will have the same circular address signage as the front façade of the building. The proposed signage bands should improve the visibility of information provided about tenants.

The Planning and Development Department supports the requested changes to the signs on the 150 West Jefferson site. With the upgrade and update of these signs, visibility will be maintained while not distracting traffic on West Jefferson, Shelby St., Larned St. or Griswold St. We therefore conclude that the proposed signage changes will not change the character of the surrounding downtown area adjacent to the Public Center.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Gregory Moots".

Gregory Moots
Lead Planner-Office of Zoning Innovation
Planning and Development Department

**A RESOLUTION AUTHORIZING ALTERATIONS IN A PCA ZONING DISTRICT
AT 150 WEST JEFFERSON AVE.**

BY COUNCIL MEMBER _____:

WHEREAS, SignGraphix, on behalf of Redico, proposes new identification signs at 150 W. Jefferson Avenue; and

WHEREAS, 150 West Jefferson Avenue is located within an established PCA (Public Center Adjacent) zoning district; and

WHEREAS, work to be performed within a PCA zoning district requires Special District Review and the purpose of the PCA zoning district classification is provided for in Section 50-11-81 of the Zoning Ordinance as follows:

This district includes property in close proximity to the Public Center (PC) District, and the controls specified in this division are designed to prevent any uses or structures within the district from having a deleterious effect upon the public center. Uses in this district shall include, to the maximum extent possible, ground-floor commercial space or other space oriented to pedestrian traffic, to enhance the public streetscape and street-level activity; and

WHEREAS, the Planning and Development Department has provided favorable review; and

WHEREAS, the City Planning Commission staff has, on behalf of the City Planning Commission, reviewed and recommended approval of the proposed alterations in accordance with Section 7.5 of the City Planning Commission bylaws;

NOW, THEREFORE, BE IT RESOLVED, that the Detroit City Council hereby approves the proposed signage depicted in drawings by SignGraphix, referenced in the staff report, with the following condition:

1. That final signage plans be reviewed by CPC staff for consistency with approval prior to application be made for applicable permits.