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**HEARING OFFICER:**

Russell Baltimore, Planning and Development

**ADVISORY CITY DEPARTMENT REPRESENTATIVES:**

Eric Johnson, Buildings, Safety Engineering and Environmental  
Jamie Murphy, City Planning Commission  
Karen Gage, Planning and Development

**DATE:** 10/28/2021

**PDD CASE:** SWA 2021-00322

**APPLICANT:** Allied Signs/Dollar General

**LOCATION:** 3431 Joy Rd.

Notices were mailed and published which contained the following information:

**PLEASE NOTE OUR HEARINGS ARE TEMPORARILY ON ZOOM**

Governor Gretchen Whitmer's "Stay Home, Stay Safe" Executive Order 2020-21 (EO 2020-21) went into effect on March 24, 2020. Consistent with the various executive orders from Governor Whitmer, due to the COVID-19 pandemic, the City of Detroit Planning and Development Department, Signage Waiver Hearings will be meeting remotely via the internet until further notice. This action is being taken in accordance with Governor Whitmer's Executive Order 2020-75, which provides temporary authorization of remote participation in public meetings and hearings. The Planning and Development Department, Signage Waiver Hearings will be held electronically, in compliance with the Open Meetings Act and EO 2020-75.

**TO OWNERS AND RESIDENTS OF PROPERTY WITHIN 300 FEET OF:**

3431 Joy Rd

You are hereby notified that a hearing will be held at 2:20 PM on Oct. 14, 2021

The link below is for all of our Zoom Meetings:

<https://cityofdetroit.zoom.us/j/85361038176>

Dial in number: +1 312 626 6799 US

Meeting ID: 853 6103 8176

**A public hearing for the Signage Waiver and Adjustments Ordinance** was held on Thursday, Oct. 14, 2021 @ 2:20pm by way of Zoom.

Hearing Officer Baltimore called the hearing to order.

**ADVISORY CITY DEPARTMENT REPRESENTATIVES PRESENT:**

Jamie Murphy, City Planning Commission  
Greg Moots, Planning and Development  
Karen Gage, Planning and Development

**Summary of the proposed signage:**

A 112 sq. ft., externally illuminated wall sign for a Dollar General store.

**Summary of the Waiver request, including citation and the extent to the sign does not meet the regulation:** Waive the provisions of **Sections 4-4-45(b)** to permit more than one wall sign to be erected.

**I. STATEMENTS FROM THE ADVISORY CITY DEPARTMENT REPRESENTATIVES:**

The location of the subject property is in a former grocery store on Joy Road near Dexter Avenue. The new tenant, Dollar General, is proposing to provide signage on the north elevation facing Joy Road elevation as well as on the east elevation facing the adjacent parking lot.

**II. ARGUMENT FOR THE SIGNAGE WAIVER OR ADJUSTMENT FROM THE APPLICANT:**

**Present from the Applicant:** Emily Mahrle from Allied Signs was present on behalf of the owner. Ms. Mahrle presented the argument that signs are needed on both elevations to grab the attention of people driving along Joy Road as well as those entering the building from the adjacent parking lot.

**III. PUBLIC COMMENTS:**

No Public comments in favor or opposed.

**IV. ACTION OF THE HEARING OFFICER:**

**APPROVED**

We have reviewed the applicant's proposal and find that it although it exceeds the criteria set forth in **Sections 4-4-45(b)**, we find that because this additional sign faces an adjacent parking lot the proposed signage is in keeping with the spirit of the ordinance.

**V. APPEALS OF ADMINISTRATIVE DECISIONS**

For any petition that is approved, approved with conditions, or denied, notice of the opportunity to appeal the decision of the Director of the Planning and Development Department, or the Director's Designee, as authorized by **Section 4-4-23** of the **Detroit City Code** and the deadline by which such appeal must be made, as well as a certificate of the right to appeal in a form acceptable to the **Department of Appeals and Hearings** within **30 days of receipt** of the determination letter.

You can find a copy of the certificate of right to appeal here:

<https://detroitmi.gov/sites/detroitmi.localhost/files/2020-12/DAH-right%20to%20appeal%20certificate-PDD%20sign%20waiver-ADMINISTRATIVE%20APPEAL-2020.pdf>

Sincerely,

A handwritten signature in black ink, appearing to read "Russell Baltimore", with a long horizontal line extending to the right.

Russell Baltimore  
Assistant Director Design Review  
Planning and Development Department

c: K. Gage  
G. Moots  
E. Johnson  
J. Murphy