



DEPARTMENT OF
**Planning &
Development**

Coleman A. Young Municipal Center
2 Woodward Avenue, Suite 808
Detroit, Michigan 48226

Phone: 313.224.1339
Fax: 313.224.1310
www.detroitmi.gov/pdd

HEARING OFFICER:

Gregory Moots, Planning and Development

ADVISORY CITY DEPARTMENT REPRESENTATIVES:

Eric Johnson, Buildings, Safety Engineering and Environmental Dept.

Sunny Jacobs, Department of Public Works – Traffic Engineering Division

Jamie Murphy, City Planning Commission

DATE: 06/02/2022

PDD Case: SWA2022-00010

APPLICANT: Fast Signs Detroit, Inc on behalf of Amazon

LOCATION: 20110 Woodward Ave.

Notices were mailed and published which contained the following information:

NOTICE OF HEARING

Sign waiver hearings will be both in person and on-line. ON-LINE PUBLIC ATTENDANCE IS STRONGLY ENCOURAGED. As pursuant to public health guidelines, the meeting room will be subject to space limitations, and there are NO additional opportunities for public viewing within the building.

TO OWNERS AND RESIDENTS OF PROPERTY WITHIN 300 FEET OF:

20110 Woodward Ave.

You are hereby notified that a hearing will be held at
2:00 PM on Thursday, May 26, 2022 in Rm. 808 of the
Coleman A. Young Municipal Center, 2 Woodward Ave.

The link below is for all of our Zoom Meetings:

<https://cityofdetroit.zoom.us/j/8537820871?pwd=TGdGaVhaZTg1N2syOG1tOW42U2dSQ09>

Dial in number: +1 312 626 6799 US

Meeting ID: 8537820871

A public hearing for the Signage Waiver and Adjustments Ordinance was held on Thursday, May 26, 2022 @ 2:00pm by way of Zoom.

ADVISORY CITY DEPARTMENT REPRESENTATIVES PRESENT:

Gregory Moots Planning and Development – Presiding Hearing Officer
Eric Johnson, Buildings, Safety Engineering and Environmental Dept.
Jamie Murphy, City Planning Commission

Hearing Officer Gregory Moots called the hearing to order at 2:02 pm

Summary of the proposed signage: Install one internally illuminated monument sign (96 sq ft) at the southwest entrance on State Fair Avenue.

Summary of the waiver request and the extent to the sign does not meet the regulation:

- 4-4-39(c) to permit monument signs larger than 20 sq. ft (96 sq ft proposed)
- 4-4-39 (b) to permit more than 2 monument signs (4 total proposed)
- 4-4-62(b) to permit the combination of the permissible sign are for a corner lot (greater than 500 sq ft of total signs proposed)

I. STATEMENTS FROM THE ADVISORY CITY DEPARTMENT REPRESENTATIVES:

Inspector Johnson described the need for a waiver.

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

Present from the Applicant: Brent Walker from Fast Signs, Inc. and Greg Scovitch from Hillwood Development were present on behalf of Amazon. Mr. Walker presented the case for the need for the waivers. The overarching reason revolved around the large scale of the development. A larger monument sign would allow for more visibility for vehicular traffic entering from State Fair Avenue and matches the other previously approved monument signs for the project.

III. PUBLIC COMMENTS:

Two persons spoke in opposition to the proposed sign, citing the excess size when trucks are not to use State Fair Avenue and the always-on internal illumination.

Brent Walker responded that the signs would have opaque aluminum faces with acrylic push-through letters to minimize light pollution, and Inspector Johnson stated that the signs would have to follow the sign ordinance’s illumination standards.

IV. ACTION OF THE HEARING OFFICER:

APPROVED

We have reviewed the applicant’s proposal and although it exceeds the criteria set forth in **4-4-39(c)**, **4-4-39 (b)**, and **4-4-62(b)**, we find that due to the large scale of the development and the primarily opaque faces, 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,



Gregory Moots
Lead Planner, Office of Design and Development
Innovation
Planning and Development Department

c: K. Gage
R. Baltimore
E. Johnson
J. Murphy