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DATE: 01/25/2022

PDD CASE: SWA 2021-00481

APPLICANT: Metro Detroit Signs / Huntington Bank

LOCATION: 2047 Woodward Ave.

Notices were mailed and published which contained the following information:

NOTICE OF HEARING
PLEASE NOTE OUR MEETINGS 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:

2047 Woodward Ave.

You are hereby notified that a hearing will be held at

2:20 PM on Thursday, January 6, 2022

The link below is for all of our Zoom Meetings:

<https://cityofdetroit.zoom.us/j/2568030763>

Dial in number: +1 312 626 6799 US

Meeting ID: 256 803 0763

A public hearing for the Signage Waiver and Adjustments Ordinance was held on Thursday, January 6, 2022 @ 2:27pm by way of Zoom.

ADVISORY CITY DEPARTMENT REPRESENTATIVES PRESENT:

Russell Baltimore, Planning and Development – Presiding Hearing Officer

Jamie Murphy, City Planning Commission

Greg Moots, Planning and Development Department

Eric Johnson, Buildings, Safety Engineering, and Environmental Department

Hearing Officer Russell Baltimore called the hearing to order.

Summary of the proposed signage:

- One internally illuminated wall sign facing east, 604 sq. ft. in size
- One internally illuminated wall sign facing east, 29 sq. ft. in size
- One internally illuminated directional projecting sign facing north, 26 sq. ft. in size
- One directional projecting sign facing east, 9 sf.

Summary of the Waiver request, including citation and the extent to the sign does not meet the regulation: Waive the provisions of:

- 4-4-42(c) Projecting signs - number - to permit more than 1 projecting sign
- 4-4-45(b) Wall signs - number - to permit more than 1 wall sign per facade
- 4-4-62(b) Limitations on maximum aggregate business sign area - to permit the application of signs on a corner lot to be allocated amongst multiple frontages

I. STATEMENTS FROM THE ADVISORY CITY DEPARTMENT REPRESENTATIVES:

1. Inspector Johnson provided a verbal report of the reasons why the applicant was required to apply for a dimensional and numerical adjustment to the restrictions outlined in the Signage Ordinance.
2. Ms. Murphy stated that since this is in a B5 zoning district, the CPC has no jurisdiction in this case.

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

Swearing in of applicant – Kevin Deters, Metro Detroit Signs. Mr. Deters presented their case for the need for the waiver and adjustment. He stated that the proposed signs are scaled appropriately for this development given the large size of the tower and its location within the entertainment district. The signs are solely for the purpose of identifying this tower as the downtown Detroit headquarters for the Huntington Bank.

III. PUBLIC COMMENTS:

There were not comments in favor or opposed to this signage waiver or adjustment.

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 4-4-42(c), 4-4-45(b), & 4-4-62(b)**, we find that because due to the overall size and location of this development, both the increase size and number of 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