

Alton James  
Chairperson  
Lauren Hood, MCD  
Vice Chair/Secretary

**City of Detroit**  
**CITY PLANNING COMMISSION**  
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Detroit, Michigan 48226  
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Angy Webb

October 19, 2018

HONORABLE CITY COUNCIL

**RE: Special District Review of Proposed Wall Sign at Renaissance City Club  
Apartments/Millender Center (RECOMMEND APPROVAL)**

At its regular meeting of October 18, 2018, the City Planning Commission (CPC) voted to recommend approval of an 800 square foot illuminated wall sign proposed by SDG Architects + Planners identifying the Renaissance City Club Apartments (RCCA) and to be displayed at the uppermost point of the western elevation of the Millender Center.

The sign will be a static, non-programmable channel letter sign with LED lighting that will not change colors and will not suggest motion and will be equipped with an ambient light sensor. An image of the proposed sign is attached.

Per the requirements of Article III, Division 6 of the Detroit Zoning Ordinance, the City Planning Commission and the Planning & Development Department have reviewed the proposed sign and have found it in compliance with the on-premises sign provisions of Chapter 3, Article VII.

Because the land on which the sign is displayed is zoned Public Center Adjacent/Restricted Central Business District (PCA), Your Honorable Body has the authority to allow an excess of the usual 500 square foot maximum for on-premises signage. CPC and P&DD find that with the addition of the proposed sign, the RCCA at Millender Center would still be within the sign area formula and that the excess over 500 square feet would be appropriate given the size of the building and the parcel.

The CPC and P&DD also find that the proposed sign satisfies the applicable approval criteria for PCA special district review, as provided in Sec. 61-11-97. A resolution is attached, authorizing the Buildings, Safety Engineering and Environmental Department to issue a permit to SDG, subject to final plan review by CPC staff.

Respectfully submitted,

ALTON JAMES, CHAIRPERSON



Marcell R. Todd, Jr., Director  
M. Rory Bolger, Staff

Attachment

**A RESOLUTION BY \_\_\_\_\_ :**

**WHEREAS**, SDG Architects + Planners has petitioned to display an 800 square foot, non-programmable, illuminated channel-letter wall sign at the uppermost point of the western elevation of the Renaissance City Club Apartments (Millender Center); and

**WHEREAS**, Chapter 3, Article VII of the Detroit City Code customarily limits on-premises signage to a maximum of 500 square feet except where City Council review and approval is required; and

**WHEREAS**, the property is located at 555 Brush Street between East Larned and East Congress Streets on land zoned Public Center Adjacent/Restricted Central Business District (PCA), a zoning district in which City Council has review and decision-making authority; and

**WHEREAS**, the Detroit Zoning Ordinance mandates “special district review” and recommendation by the City Planning Commission and the Planning and Development Department to City Council of all exterior modifications to buildings on land zoned PCA; and

**WHEREAS**, the City Planning Commission and the Planning and Development Department have reviewed the proposed sign in light of the specified approval criteria as provided in Sec. 61-11-97 of the Detroit Zoning Ordinance; and

**WHEREAS**, the petitioner has confirmed to the City Planning Commission that: the LED-illuminated, static sign will be equipped with an ambient light sensor; that only the wording, “Renaissance City Club Apartments,” will be displayed on the sign together with a flag and star logo; the colors of which wording and logo will not change; and the sign will be free of animation or movement; and

**WHEREAS**, the City Planning Commission and Planning and Development Department find the proposed sign to comport with the provisions of Chapter 3, Article VII and the special district review and approval criteria of Article III, Division 6 and Sec. 61-11-97 of the Detroit Zoning Ordinance and recommend approval of the petition for said sign; and

**WHEREAS**, the City Planning Commission voted at its regular meeting of October 18, 2018 to recommend approval of such sign; **NOW THEREFORE BE IT**

**RESOLVED**, the Detroit City Council approves the recommendation of the City Planning Commission and Planning and Development and authorizes the Buildings, Safety Engineering and Environmental Department to issue a sign permit for an 800 square foot, non-programmable, illuminated channel-letter wall sign at the uppermost point of the western elevation of the Renaissance City Club Apartments (Millender Center) at 555 Brush Street on land zoned PCA, consistent with the plans and renderings by SDG Architects + Planners dated 10.15.2018, provided such sign is equipped with an ambient light sensor and subject to final approval of the sign permit application by City Planning Commission staff.

54'

# RENAISSANCE

54'

## CITY CLUB APARTMENTS



800 sqft

# RENAISSANCE

## CITY CLUB APARTMENTS



REVISÉD 10.15.2018

625 sqft

175 sqft



October 15, 2018

Detroit City Council  
1340 Coleman A. Young Municipal Center  
Two Woodward Avenue  
Detroit, Michigan 48226

Re: REVISED PETITION 2 - SIGNAGE UPGRADE COMPLIANCE

From Renaissance City Club Apartments, Detroit

Dear Honorable Body:

**At the request of Renaissance City Club Apartments, and pursuant to the request of the City Planning Commission at its October 4, 2018 meeting, we are hereby resubmitting this petition for your approval of signage modifications for the Renaissance City Club Apartments complex, formerly known as the "Millender Center".**

**The Renaissance City Club Apartments' properties are zoned in a PCA District. The new owners of Renaissance City Club Apartments made a decision that the property needs identification and engaged signage professionals to develop concepts. Subsequently, SDG conducted a thorough analysis of the proposed sign plan relating to the zoning and signage ordinances. That analysis is attached to this petition.**

**The proposed signage revision will be non-programmable channel letters with LED lighting that will display the building name only and will not change colors nor be attractive to probable advertisers. The proposed signage would be located on the West façade of the building facing the downtown district and will not be seen from the existing East residences that are nearby; complying with the City Ordinance for lumens on the West Side.**

**It is considered reasonable that the Renaissance City Club Apartments would require identification in order to achieve equivalent visibility of nearby structures.**

**We are hereby resubmitting this petition requesting approval of the signage by your honorable body.**

**Legislative Policy**

**OCT 16 2018**



Architects + Planners  
Since 1964

Sincerely,

A handwritten signature in black ink that reads 'Lincoln Calhoun'.

LINCOLN CALHOUN, AIA

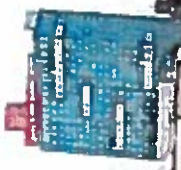
Principal

SDG Associates, LLC

Contact Person – Phone: 313.961.9000

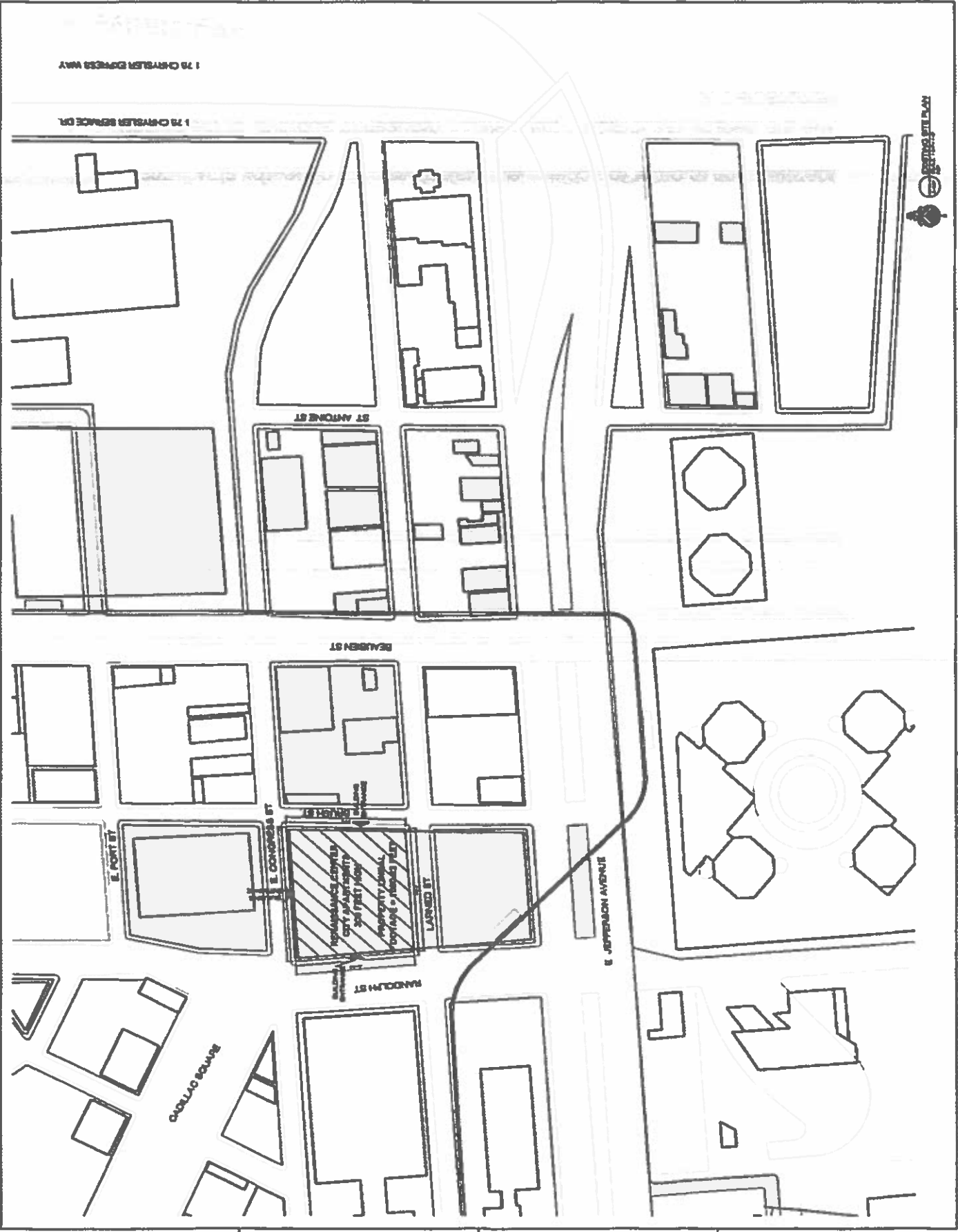
E-Mail: [lcalhoun@sdg-assoc.com](mailto:lcalhoun@sdg-assoc.com)

Fax: 313.964.3233





NO. OF SHEETS	1
SHEET NO.	1
DATE	04/20/11
PROJECT NO.	10001210
PROJECT NAME	RENAISSANCE CENTER CITY APARTMENTS
CLIENT	DETROIT DEPARTMENT OF PUBLIC WORKS
DESIGNED BY	SDG
DRAWN BY	SDG
CHECKED BY	SDG
APPROVED BY	SDG





<b>RENAISSANCE CENTER CITY APARTMENTS SIGNAGE CALCULATIONS</b>	
<b>PROPERTY PERIMETER</b>	757.00 1094.12
Renaissance Center City Apartments (Infill/ender Center) Apartment Parking	
<b>TOTAL PERIMETER</b>	1,018.12
<b>PERMITTED BUSINESS SIGNAGE</b>	
(PERMITTED SIGNAGE AREA PER SIGNAGE ORDINANCE) x 13 (ft above ground) x 0.20	4,777.11
<b>EXISTING COMMERCIAL BUSINESS SIGNAGE</b>	593
<b>PROPOSED NEW SIGNAGE AREA TOTAL SIGNAGE (EXISTING + NEW)</b>	800.00 1963.00
<b>TOTAL AREA WITH NEW ADDITIONAL SIGNAGE</b>	2,927.11



PERFORMANCE CENTER  
CITY APARTMENTS  
DETROIT, MICHIGAN

**SDG**  
SUSTAINABLE DESIGN GROUP  
ARCHITECTS • ENGINEERS  
EST. 1988

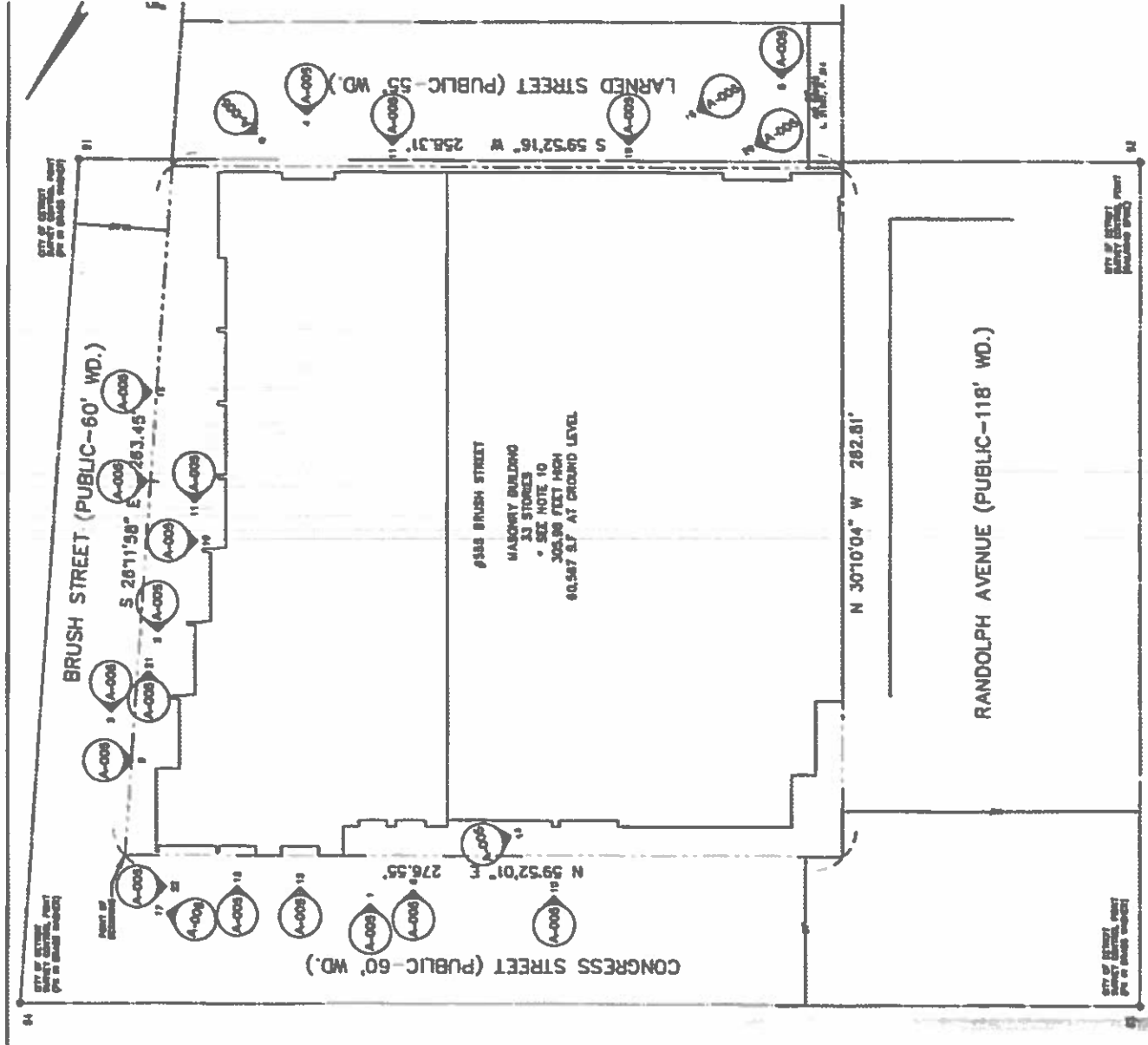
REGISTRATION NO.

SET PLAN



DETROIT PERFORMANCE CENTER CITY APARTMENTS STORAGE LOCATION SITE PLAN

SCALE: AS SHOWN  
DATE: 10/18/2011  
DRAWN BY: [Signature]  
CHECKED BY: [Signature]  
PROJECT NO.: 0000012.10  
SHEET NO.: A-004



CITY OF DETROIT, MICHIGAN  
SURVEY CONTROL POINT  
PER MICHIGAN STATUTE

CITY OF DETROIT, MICHIGAN  
SURVEY CONTROL POINT  
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PER MICHIGAN STATUTE

DETROIT PERFORMANCE CENTER

10/18/2011 2:17:58 PM