

Alton James
Chairperson
Lauren Hood, MCD
Vice Chair/Secretary

City of Detroit
CITY PLANNING COMMISSION
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Brenda Goss Andrews
Lisa Whitmore Davis
David Esparza, AIA, LEED
Gregory Pawlowski
Frederick E. Russell, Jr.
Angy Webb

Regular Meeting
September 20, 2018
Committee of the Whole Room
13th Floor – Coleman A. Young Municipal Center

I. Opening

A. Call to Order

The meeting was called to order by Chairperson James at 5:15 pm.

B. Roll Call

Executive Director Marcell Todd called the roll. A quorum was present.

Attendees: James, Hood (*arrival 5:20 pm*), Andrews, Esparza (*exited 6:42 pm*), Pawlowski (*arrival 6:20 pm*), Russell (*arrival 7:06 pm*), Webb (*exited 9:40 pm*)

Excused: Davis

C. Amendments to and Approval of Agenda

Commissioner Webb motioned to approve agenda; seconded by Commissioner Andrews.

II. Minutes

A. Minutes for July 19, 2018, August 2, 2018 and September 6, 2018.

Commissioner Webb motioned to approve the minutes for July 19, 2018 and August 2, 2018; seconded by Commissioner Andrews.

Commissioner Webb motioned to approve the minutes for September 6, 2018; seconded by Commissioner Hood.

III. Public Hearings and Presentations

- A. **5:15 PM PRESENTATION** The proposal of Jerry Pattah to modify the plans for the existing PD (Planned Development District) zoning classification on the District Map No. 6, Article XVII of the 1984 Detroit City Code, Zoning, for the property located at 500 East Warren Avenue generally bounded by St. Antoine Street, E. Hancock Street, Brush Street and E. Warren Avenue.

Jamie Murphy, CPC staff, provided a summary of report dated September 17, 2018 regarding the proposal to modify the existing PD (Planned Development District) for property located at 500 East Warren Avenue. The site was rezoned from B4 (General Business) and R5 (Medium Density Residential) to a PD in 1974.

The applicant proposes to build a one-story, 9,500 square foot building at the southeast corner to house a Secretary of State Branch office. The parking lot will be reconfigured eliminating eight (8) parking spaces.

The site was previously zoned B4 and staff used those standards as a benchmark for reviewing the PD. The proposed 185 parking spaces are deficient by 32 spaces. The required interior landscaping is 4,070 sq. ft. (22 sq. ft. per parking space); the existing is 900 sq. ft. The right-of-way screening requirement is 5' wide strip with trees every 30' and 30"-36" high screen of vegetation, berm or masonry wall; the existing landscape strip is 20' wide; trees and screening are absent.

The site is located within the Lower Woodward area of Neighborhood Cluster 4 of the Detroit Master Plan of Polices. The Future Land Use map for the area shows "Medium Density Residential". The Planning and Development Department is reviewing the proposed modification.

Chairperson James suggested that the developer reach out to the community and inform them of the proposed Secretary of State Branch office.

- B. **6:00 PM PUBLIC DISCUSSION** – Special District Review of Proposed LED Digital Wall Sign - Renaissance City Club Apartments (Millender Center, PCA District)

Dr. Rory Bolger, CPC Staff and Greg Moots, PDD Staff, provided an overview of the report dated September 18, 2018, regarding a proposed LED Digital Wall Sign installation at the highest point on the western façade of the Renaissance City Club Apartments, (RCCA), formerly known as the "Millender Center".

The Renaissance City Club Apartments (RCCA) occupy the upper floors of the Millender Center. The proposed LED digital sign measures 54 ft x 25ft, with a dead weight of 4,500 pounds. The sign will be affixed to the precast concrete façade above the 33rd story of the building at a height of 306 feet.

The land is zoned PCA (Public Center Adjacent – Restricted Central Business District.) Section 61-3-185 of the Zoning Ordinance indicates that all development in the PCA District involving changes to the exterior of buildings or premises requires a Special

District Review by the City Planning Commission and the Planning and Development Department.

The City Planning Commission and the Planning and Development Department will review proposals, referenced in Section 61-11-96 of the Zoning Ordinance, in accordance with the following criteria:

- 1) The proposed development should reflect applicable polices stated in the Detroit Master Plan;
- 2) Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development;
- 3) The proposed development should be compatible with surrounding development in terms of land use, general appearance and function and should not adversely affect the value of adjacent properties;
- 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;
- 15) Urban design elements of form and character should be carefully considered; such elements include, but are not limited to: richness/interest of public areas through the provision of storefronts, window displays, landscaping, and artwork; color, texture and quality of structural materials; enclosure of public spaces; variations in scale; squares, plazas and/or “vest pocket parks” where appropriate; continuity of experience, visual activity and interest; articulation and highlighting of important visual features; preservation/enhancement of important views and vistas;
- 17) Careful attention should be given to ease of maintenance of the completed project; snow removal, mowing, cleaning, and other maintenance and repair operations should be considered.

Chapter 3, Article VII, Section 3-7-5 (a) of the Detroit City Code, which governs on premises business signs provides:

“the maximum total areas of all business signs for each business shall be the greater of twenty (20) percent of a business’ building frontage elevation or one (1) square foot per each linear foot of business street frontage, not to exceed a total of five hundred (500) square feet.”

The property has frontage on four streets; the formula would allow for a theoretical maximum of 2,808 square feet of signage; well in excess of usual 500 square foot limit.

The City's regulations for on-premises business signs and off-premises advertising signs are undergoing a review and reconsiderations. The City Planning Commission approved a draft ordinance for on-premises signage on June 18, 2015. The recent draft of the Administration's sign revisions defines dynamic signs as follows:

"Dynamic sign" means any sign that is equipped with components, equipment, or other technology capable of automated motion of the sign face, the sign structure, or any other sign replacement of the sign copy. Types of dynamic signs include, but are not limited to:

- 1) Signs that incorporate technologies or other methods that enable the sign to automatically change the copy of the sign without the need to manually replace the sign face or its component;
- 2) Signs that include components capable of mechanically rotating, revolving, waving, or flapping, or any other type physical motion, and
- 3) Signs that incorporate technologies or other methods that enable the sign to display copy that is animated for any period of time.

The LED sign proposed by SDG for Renaissance City Club Apartments would be a dynamic sign.

Greg Moots, PDD staff, expressed the department's shared concerns with CPC regarding the request for a digital sign and the impact on the character of the city.

SDG has submitted an application for sign installation. Adam Behrent, applicant's representative, indicated that the new owners made the decision that the property needs identification. The signage will promote their world class apartments and is consistent with what residents and people seeking to move into the city are looking for. Signage professionals have been engaged to develop a concept and SDG has conducted a thorough analysis of the proposed sign. The proposed sign will be static LED and will display building name only; it will not change colors. The owner will provide an affidavit stating compliance with City guidelines and offer a fee if found in non-compliance.

CPC and PDD staff will assess the information resulting from the September 20th public discussion and will provide a recommendation to the Commission at the regular meeting of October 4, 2018.

C. 6:45 PM PRESENTATION – Proposed Form Based Code for the Brush Park Neighborhood

Kimani Jeffrey, City Planning Commission, Julio Cedano, Planning and Development Department, Michael Jamison, Office of Financial Planning and Analysis and Michael Lane, Office of Financial Planning and Analysis provided a PowerPoint Presentation relative to the proposed Form Based Code Initiative for the

Brush Park Neighborhood. The presentation included views of the Implementation Timeline, the Development Analysis, Updates and Changes and a Cost Benefit Analysis by the City of Detroit, Office of Financial Planning and Analysis (*Scope, Methodology & Assumptions, Current City Process Costs, Form-Based Code City Process Costs, Results and Recommendations*).

IV. Unfinished Business - None

V. New Business - None

VI. Committee Reports - None

VII. Staff Report

- ✓ President Pro Tem Sheffield – assignment to Legislative Policy Division – resolution expressing the concerns regarding rumors of the closing of Chene Park, prior to the renaming of the park to Aretha Louise Franklin Amphitheater.
- ✓ Uncompleted documents to go before Commission – Sign Ordinance; Form-Based Code Ordinance; Text Amendments.
- ✓ Chene discussion creates further discussion regarding the Riverfront
- ✓ Ponchartain denial due to owners not in compliance with union concerns; Raymond James Building (Church of Scientology) denial of rooftop signage; Two legal opinions relative to these denials
- ✓ Millender Center request – CPC and PDD are bound to provide review based on certain standards; which do not apply to City Council’s decision – legal opinion provided by Law Department
- ✓ Marijuana Task Force discussion on next CPC agenda; City Council recognizes and agrees with concerns
- ✓ Michigan Bar Association to hold session through their marijuana unit to educate the public in Traverse City – four (4) Legislative Policy Staff Members to attend during the End of October
- ✓ Alert from Commissioner Pawlowski regarding the State attempting to shut down viable candidates for licenses in the City; judge ruled against State’s attempt; Law Department in agreement with judge
- ✓ Provide update on Zoning Presentation to Commission with video

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- ✓ Recognition of former Commissioners Williams and Carr; discussion held with Council President Jones regarding replacement; she will take that up.

VIII. Communications - None

IX. Public Comment – Ashley Williams

X. Adjournment - Meeting adjourned at 9:35 p.m.