

City of Detroit

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July 14, 2020

HONORABLE CITY COUNCIL

**RE: Special District Review of proposed signs at 511 Woodward Avenue
(RECOMMEND APPROVAL)**

REQUEST

The City Planning Commission (CPC) has received a request to review the installation of business signs on a portion of the building at 511 Woodward Avenue.

The PCA (Restricted Central Business District) zoning classification, in which the building is located, calls for City Council approval of any exterior changes following the review and recommendation of the City Planning Commission and the Planning and Development Department (P&DD), found in Sections 50-3-222 and 50-11-96 of the Zoning Ordinance. This address is within the Financial Center Historic District and the proposed signs require the review and approval of the Detroit Historic District Commission (HDC) as well.

On July 23, 2019, City Council approved the request of Iconic-55, LLC for PCA review of overall redevelopment and exterior changes to 511 Woodward – the former Detroit Federal Savings and Loan Association Building. On June 26, 2019, the HDC approved the overall redevelopment of 511 Woodward Avenue subject to several conditions.

This specific request involves signs for the Capital One Café and Peet's Coffee, who are tenants within the building. CPC and P&DD staff reviewed the proposed modifications, and CPC staff submits this report and recommendation.

Attached are the proposed plans for the signs.

PROPOSAL

Six signs are proposed and summarized as follows:

1. Capital One Café wall sign, Woodward façade, 20 inch Halo-Lit, 94.2 square feet (sf)
2. Capital One Café wall sign, Congress façade, 10 3/8 inch Halo-Lit, 25.3 sf
3. Capital One Café illuminated blade sign, Congress façade, 4.8 sf
4. Peet's Coffee hanging window sign, Congress façade, interior illuminated, 9 sf
5. Peet's Coffee hanging window sign, Woodward facade, interior illuminated, 9 sf

6. Capital One Café hanging window sign, Woodward facade, interior illuminated, 9 sf

REVIEW

In accordance with the Special District Review provision of Sec. 50-3-225 of the Detroit Zoning Ordinance and the PCA provisions of Section 50-11-97, reviews of proposed signs should be conducted in light of the following criteria:

“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.”

In general, the proposed signs appear to meet the requirements of City Code and the criteria of the PCA provisions. However, the HDC staff has noted that the first sign listed above (1. Capital One Café wall sign, Woodward façade, 20 inch Halo-Lit, 94.2 square feet) is proposed to be mounted too high and should be lowered to be consistent with the location shown in the original building plans approved by the HDC in June 2019.

RECOMMENDATION

CPC staff has completed its review of the proposed signs, as has the P&DD staff. We find that the signs would be in keeping with the spirit and intent of the PCA zoning district. Therefore, staff recommends approval of the location and design of the proposed signs, with the recommended change by the HDC that the Capital One wall sign facing Woodward Avenue be lowered. Please find attached the appropriate resolution to effectuate Your approval should you concur.

Respectfully submitted,



Marcell R. Todd, Jr., Director
Christopher J. Gulock, Staff

Attachments

cc: Katy Trudeau, P&DD
Helen Sharpley, P&DD
Greg Moots, P&DD
Garrick Landsberg, P&DD, HDC

By Council Member _____:

WHEREAS, SSG, on behalf of Capital One Café and Peet’s Coffee, has requested to install six business signs (three on Woodward Avenue and three on Congress Avenue) on the building located at 511 Woodward Avenue; and

WHEREAS, the building is subject to provisions of Sec. 50-3-225 (Special District Review) and Sec. 50-11-97, the PCA (Restricted Central Business District) zoning classification of the Detroit Zoning Ordinance; and

WHEREAS, the PCA zoning district classification requires that the location and design of proposed signs within a PCA district be approved by resolution of the City Council following the receipt of a written report and recommendation from the City Planning Commission; and

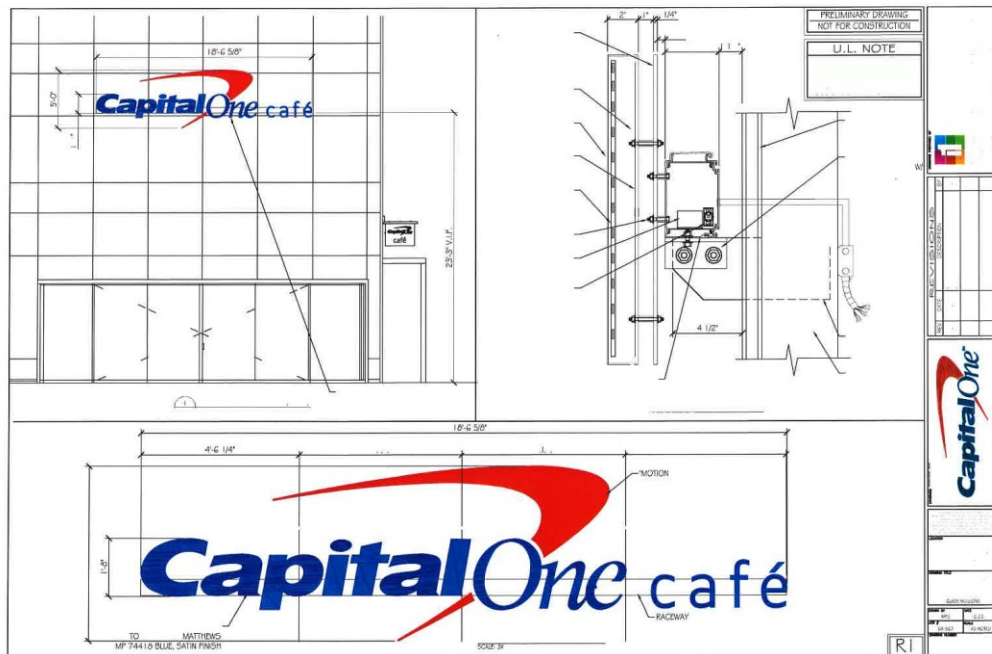
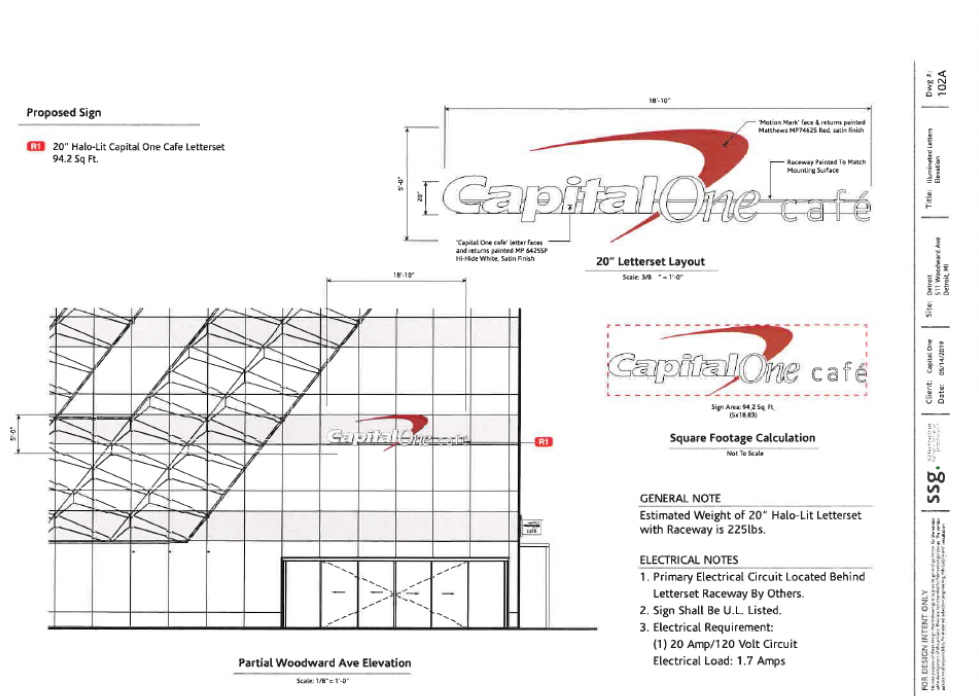
WHEREAS, both the Planning and Development Department and the staff of the City Planning Commission have reviewed the proposal in order to ensure that the proposed signs are in keeping with the spirit, purpose and intent of the PCA zoning district classification; and

WHEREAS, the Historic District Commission staff based on the Historic District Commission approval of the overall building changes, notes that one of the six signs (the Capital One Café wall sign, on the Woodward façade, 20 inch Halo-Lit, 94.2 square feet) should be lowered to be consistent with the location shown in the approved plans from its review in June 2019; and

WHEREAS, the signs meet the requirements for business signs provided in Chapter 3, Article VII of the 1984 Detroit City Code;

NOW, THEREFORE, BE IT RESOLVED, that the Detroit City Council approves the location and design of the six proposed business signs for the building located at 511 Woodward Avenue, described in the foregoing communication from the City Planning Commission staff and as depicted in the drawing prepared by SSG and dated 5/14/2019 and Image Industries dated 12/23/19, with the condition that the Capital One Café wall sign (on the Woodward façade, 20 inch Halo-Lit containing 94.2 square feet) should be lowered to be consistent with the location in the approved plans by the Historic District Commission’s in June 2019.

1. Capital One Café wall sign, Woodward façade, 20 inch Halo-Lit, 94.2 sf

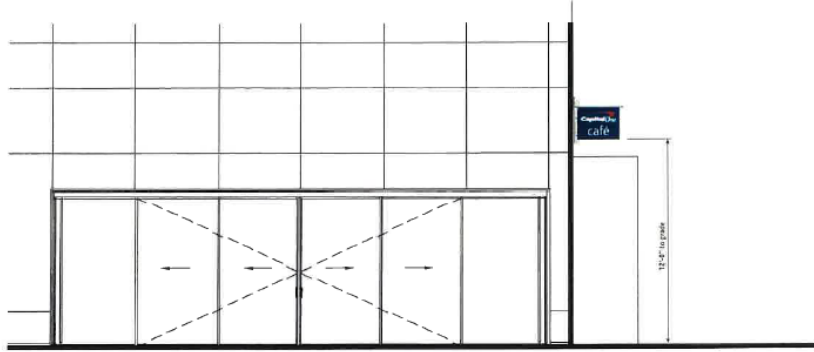


3. Capital One Café illuminated blade sign, Congress façade, 4.8 sf

Proposed Sign

R5 Illuminated Blade Sign - Blue
4.79 Sq Ft.

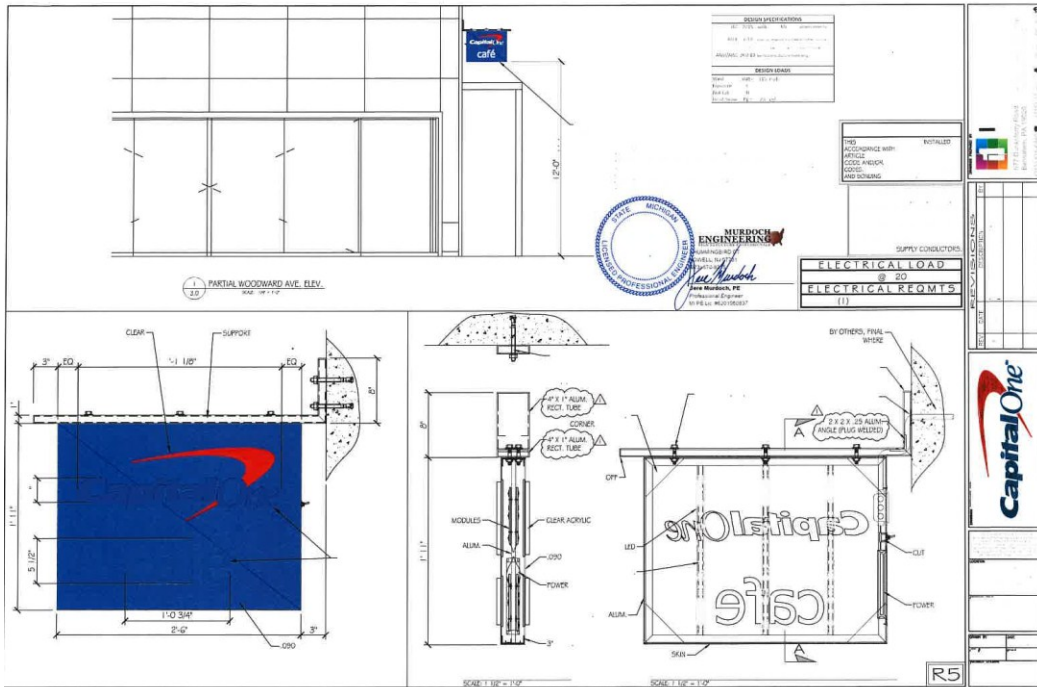
NOTE: Subject To City And Landlord Approval



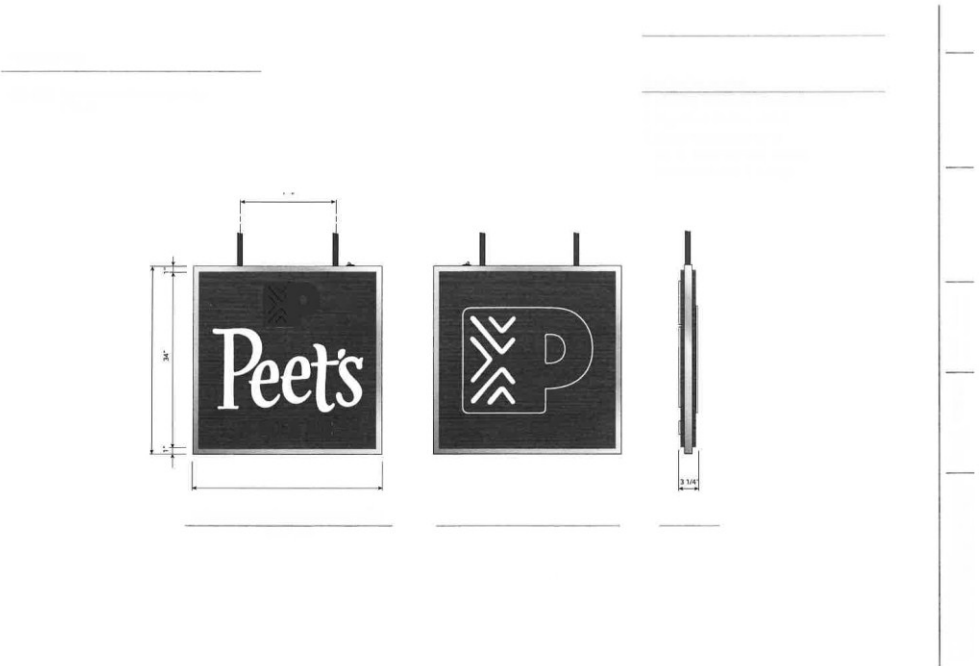
Partial Woodward Ave Elevation

Scale: 1/4" = 1'-0"

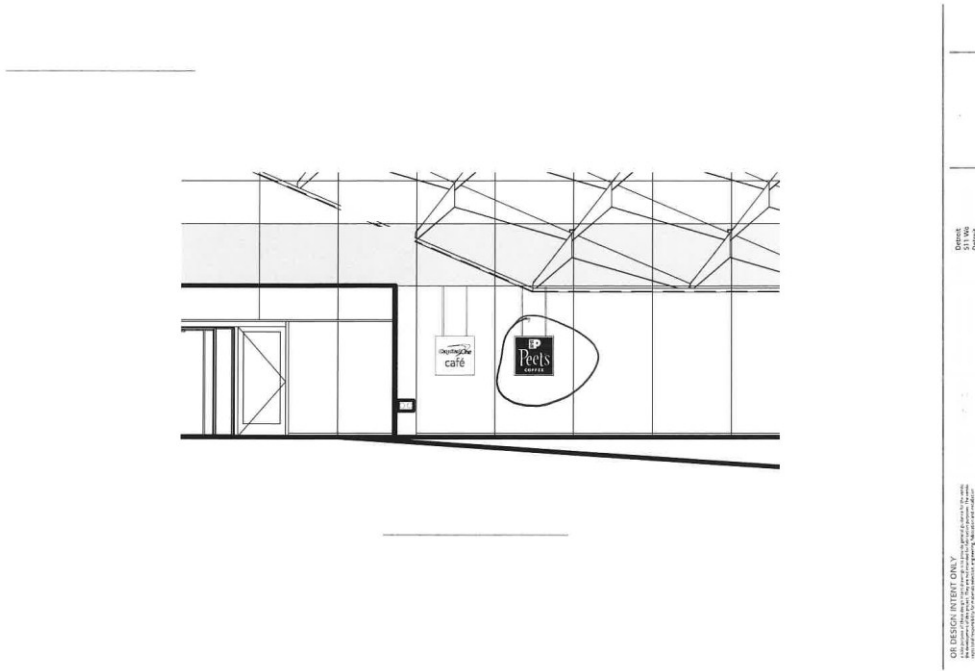
Drawing No. 601A
 Title: Illuminated Sign
 Site: Woodward Ave
 Client: Capital One
 Date: 01/20/2019
 Designer: JH
 SSG
 FOR DESIGN INTENT ONLY
 This drawing is not to be used for construction without the approval of the design professional who has prepared this drawing.



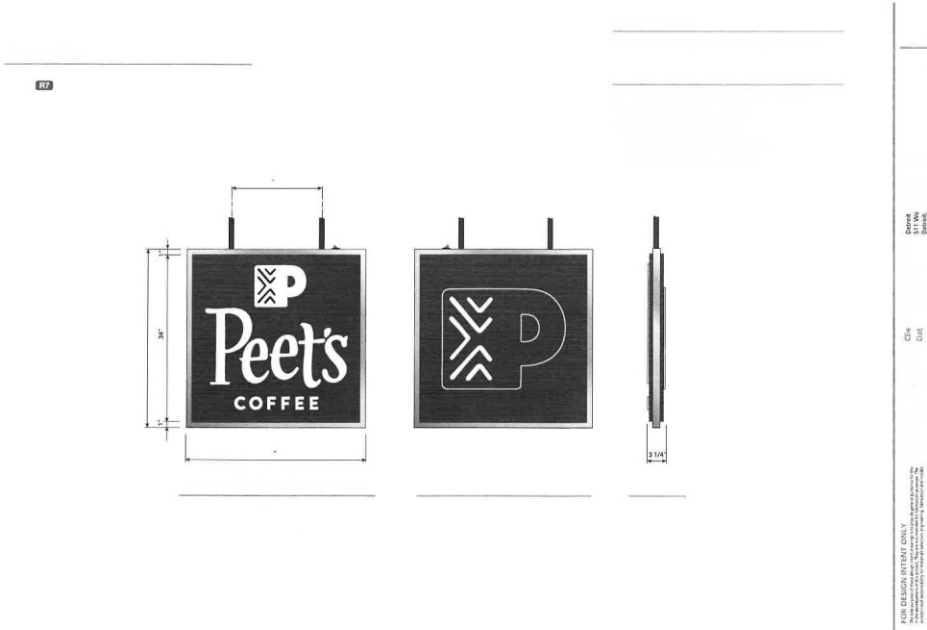
4. Peet's Coffee hanging window sign, Congress façade, interior illuminated, 9 sf



5. Peet's Coffee hanging window sign, Woodward facade, interior illuminated, 9 sf



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 The information on this drawing is for design intent only. It is not intended to be used for construction. The information on this drawing is for design intent only. It is not intended to be used for construction.



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6. Capital One Café hanging window sign, Woodward facade, interior illuminated, 9 sf

