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Director

City of Detroit

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September 24, 2021

HONORABLE CITY COUNCIL

RE: Request of 660 Woodward Associates LLC for PCA (Public Center Adjacent) Special District Review of a proposed super advertising sign at 660 Woodward Avenue (**RECOMMEND APPROVAL**)

REQUEST

The City Planning Commission (CPC) has received a request from 660 Woodward Associates LLC for PCA (Public Center Adjacent) Special District Review of a proposed super advertising sign to be located at 660 Woodward Avenue. This request is being made consistent with the provisions of Section 50-3-222 of the Detroit Zoning Ordinance.



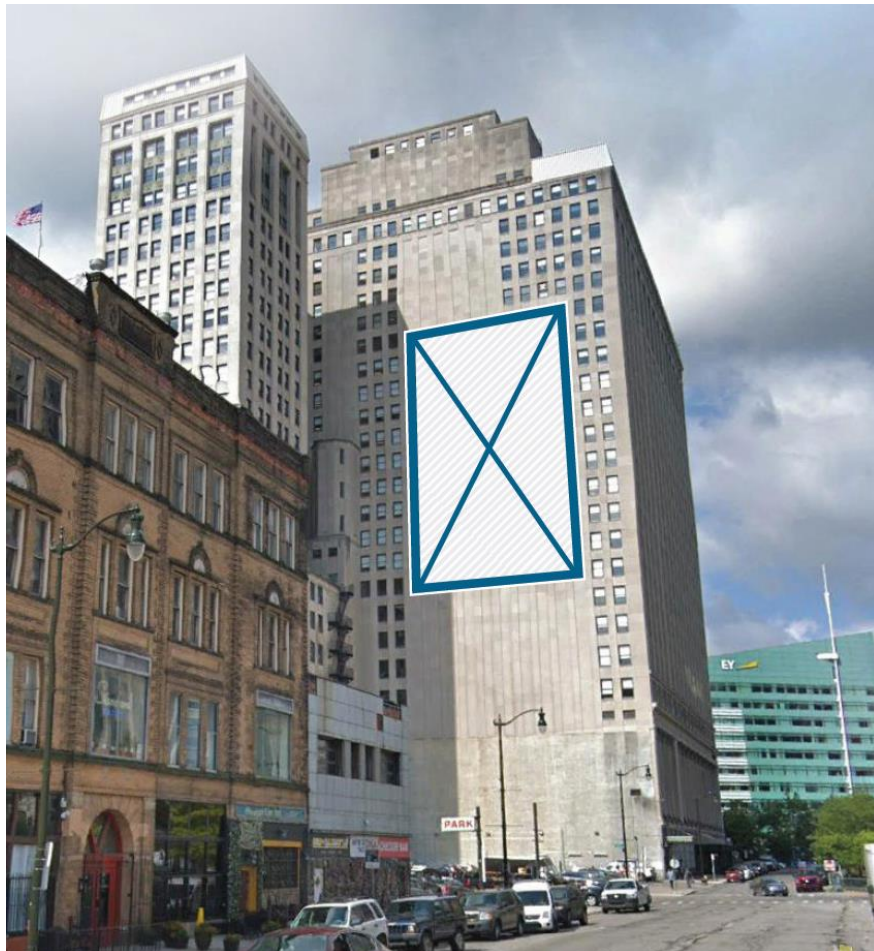
Subject premises – 660 Woodward Ave.

PROPOSED PROJECT

The updated sign ordinance that was enacted in 2020 allows for new advertising signs in the Central Business District (CBD). The specific regulations governing these signs are located in Chapter 4, Article IV, Division 5 of the 2019 Detroit City Code. Because this site is zoned PCA, all exterior changes require review by Your Honorable Body.

The petitioner proposes to erect a 100' high by 50' wide (5,000 square feet) vinyl mesh sign on the east side of the building. The sign meets the regulations in the ordinance including:

- Must be constructed as a wall sign
- No more than one advertising sign per premises
- Area must be greater than 700 square feet, not exceed 80% of the area of the façade, and a maximum of 5,000 square feet
- Height cannot exceed the height of the roof line or parapet
- Clearance must be at least 10 feet (distance between the bottom of the sign and the ground)
- May be externally illuminated but not internally illuminated
- May not be dynamic (electronic)



Proposed Sign Location

As part of the review process for advertising signs in the CBD, findings by several City departments are required including:

- Department of Public Works – placement of the advertising sign on the premises will not impair the traffic safety of motorists and pedestrians

- Chief Financial Officer – neither the applicant nor the owner of the premises to which the sign is sought to be placed is in arrears to the City for any unpaid, outstanding, or delinquent property tax, income tax, personal tax, or special assessments
- Buildings, Safety Engineering, and Environmental Department – neither the applicant nor the owner of the premises to which the sign is sought to be placed is the subject of any outstanding violations of the Detroit City Code
- Fire Marshall – the premises are not in violation of Chapter 18, *Detroit Fire Prevention and Protection Code* and that the placement of the advertising sign on the premises will not cause any such violation
- Any other federal, state, or local governmental agency that may be necessary for construction, erection, or operation of the sign, including, but not limited to, approval by the Michigan Department of Transportation or the Detroit Historic District Commission

This review process has not concluded, but is being conducted concurrently with the PCA Review. However, all findings are required before a permit can be issued.

REVIEW & ANALYSIS – PCA District Review Criteria

There are eighteen PCA District Review Criteria listed in Section 50-11-97 of the Zoning Ordinance. The relevant criterion follows with staff analysis in italics:

(2) Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development. *The proposed sign is located on a blank wall and appears appropriate.*

(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. *The proposed sign meets the standards and spirit of the ordinance. The proposed location is appropriate as does not cover any architectural details, is not located on a primary façade, and does not detract from the appearance of the building.*

Design

The Planning & Development Department has reviewed the proposed signage and supports approval. The full recommendation is attached.

CONCLUSION & RECOMMENDATION

Consistent with the above, the City Planning Commission staff recommends approval of the proposed sign.

Respectfully submitted,

A handwritten signature in blue ink that reads "Marcell R. Todd, Jr." in a cursive style.

Marcell R. Todd, Jr., Director
Jamie J. Murphy, Staff

Attachment: 660 Woodward Banner drawing
PDD Recommendation
Resolution

cc: Antoine Bryant, Director, PDD
Katy Trudeau, Deputy Director, PDD
Greg Moots, PDD
David Bell, Director, BSEED
Eric Johnson, BSEED
Tonja Long, Law Department

**A RESOLUTION AUTHORIZING ALTERATIONS IN A PCA ZONING DISTRICT
AT 660 WOODWARD AVE.**

BY COUNCIL MEMBER _____:

WHEREAS, 660 Woodward Associates LLC, proposes a new super advertising sign at 660 Woodward Avenue; and

WHEREAS, 660 Woodward Avenue is located within an established PCA (Public Center Adjacent) zoning district; and

WHEREAS, work to be performed within a PCA zoning district requires Special District Review and the purpose of the PCA zoning district classification is provided for in Section 50-11-81 of the Zoning Ordinance as follows:

This district includes property in close proximity to the Public Center (PC) District, and the controls specified in this division are designed to prevent any uses or structures within the district from having a deleterious effect upon the public center. Uses in this district shall include, to the maximum extent possible, ground-floor commercial space or other space oriented to pedestrian traffic, to enhance the public streetscape and street-level activity; and

WHEREAS, the Planning and Development Department has provided favorable review; and

WHEREAS, the City Planning Commission staff has, on behalf of the City Planning Commission, reviewed and recommended approval of the proposed alterations in accordance with Section 7.5 of the City Planning Commission bylaws;

NOW, THEREFORE, BE IT RESOLVED, that the Detroit City Council hereby approves the proposed signage depicted in drawings by Metro Signs & Lighting, sealed by Mustafa Hussain Engineer and dated 5/21/2021, referenced in the staff report, with the following condition:

1. That final signage plans be submitted to and reviewed by CPC staff for consistency with this approval prior to application be made for applicable permits.



**PLANNING AND
DEVELOPMENT DEPARTMENT**

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Marcell R. Todd Jr., Director
Detroit City Planning Commission
208 CAYMC
Detroit, MI 48226

July 15, 2021

Dear Director Todd:

Following is the review by the Planning and Development Department of an externally illuminated 5,000 square foot wall-mounted advertising sign proposed for the eastern wall of 660 Woodward Ave. (BSEED Permit numbers SGN2021-00116) As the property is zoned PCA (Public Center Adjacent), this review is required under Sec. 50-11-96.

The relevant PCA criteria from Sec. 50-11-97 of the Zoning Ordinance are followed by our analysis in italics:

Criterion 2: Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development; *The proposed sign is located on a blank wall and appears appropriate.*

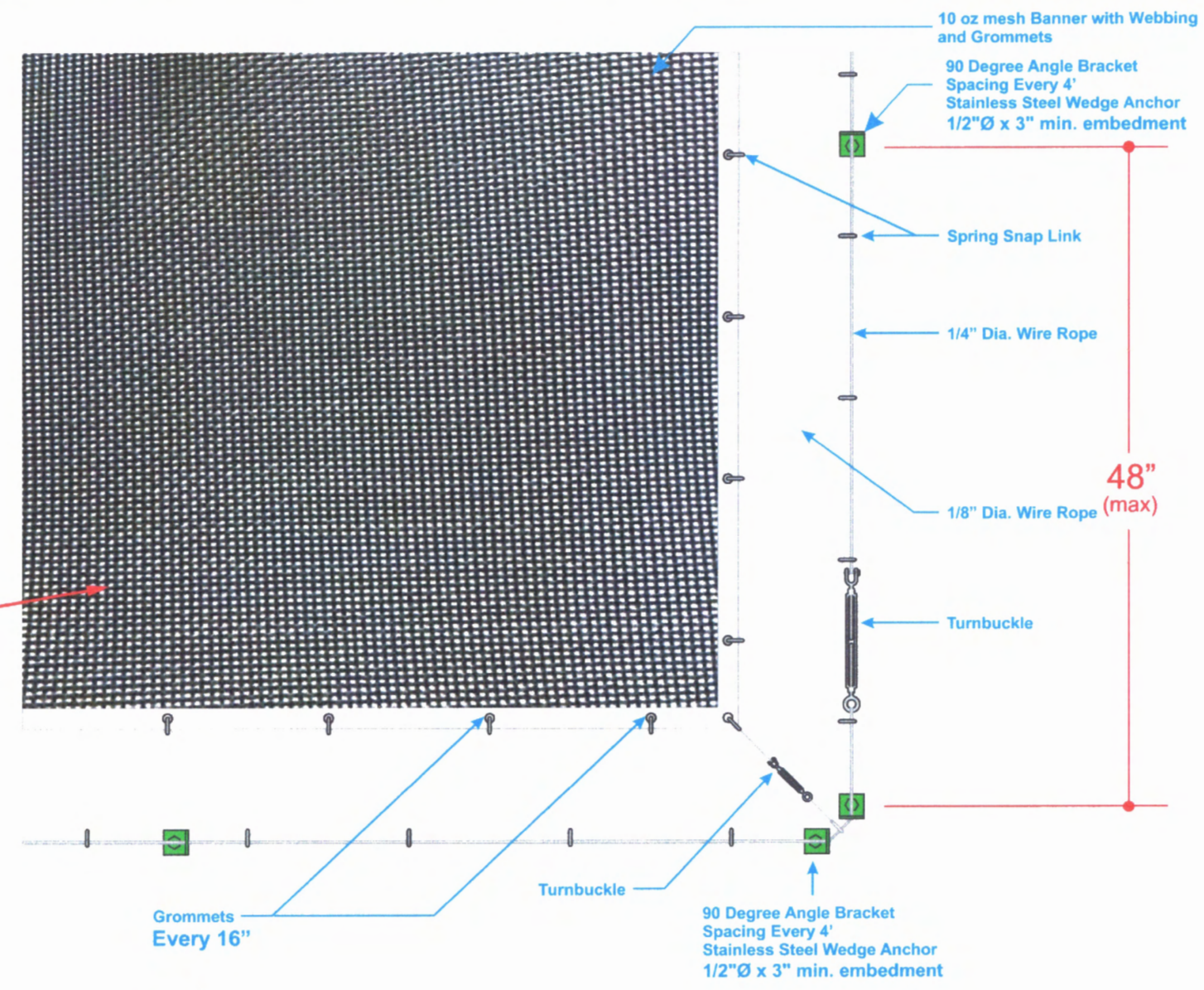
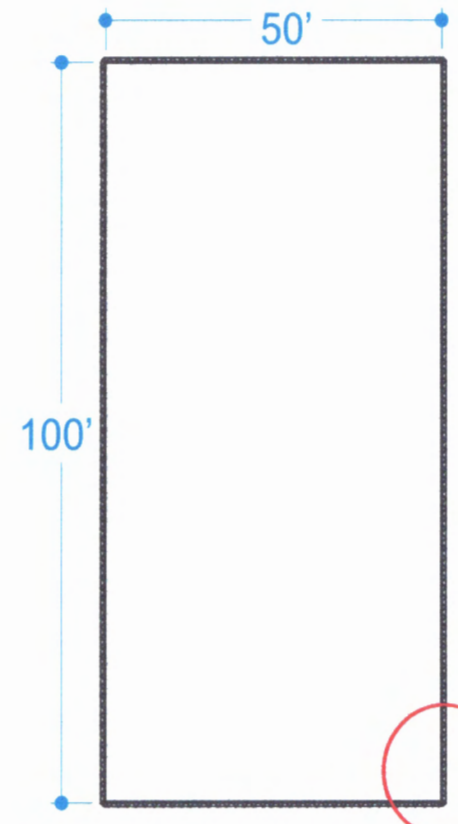
Criterion 11: Signage and Graphics should be tastefully designed to be visually appealing and in character with surrounding development, they should provide needed information, direction and orientation in a clear and concise manner; *The advertising sign location is in character with the building and does not cover any architectural features.*

The Planning and Development Department supports the requested installation of an advertising sign on the building 660 Woodward Ave. This support is of course contingent on the sign meeting all Federal, State, and City regulations. We conclude that the proposed advertising sign will not significantly negatively impact the character of the surrounding downtown area adjacent to the Public Center.

Respectfully submitted,

Gregory Moots
Lead Planner-Design and Developer Innovation
Planning and Development Department

CC: Karen Gage
Russell Baltimore

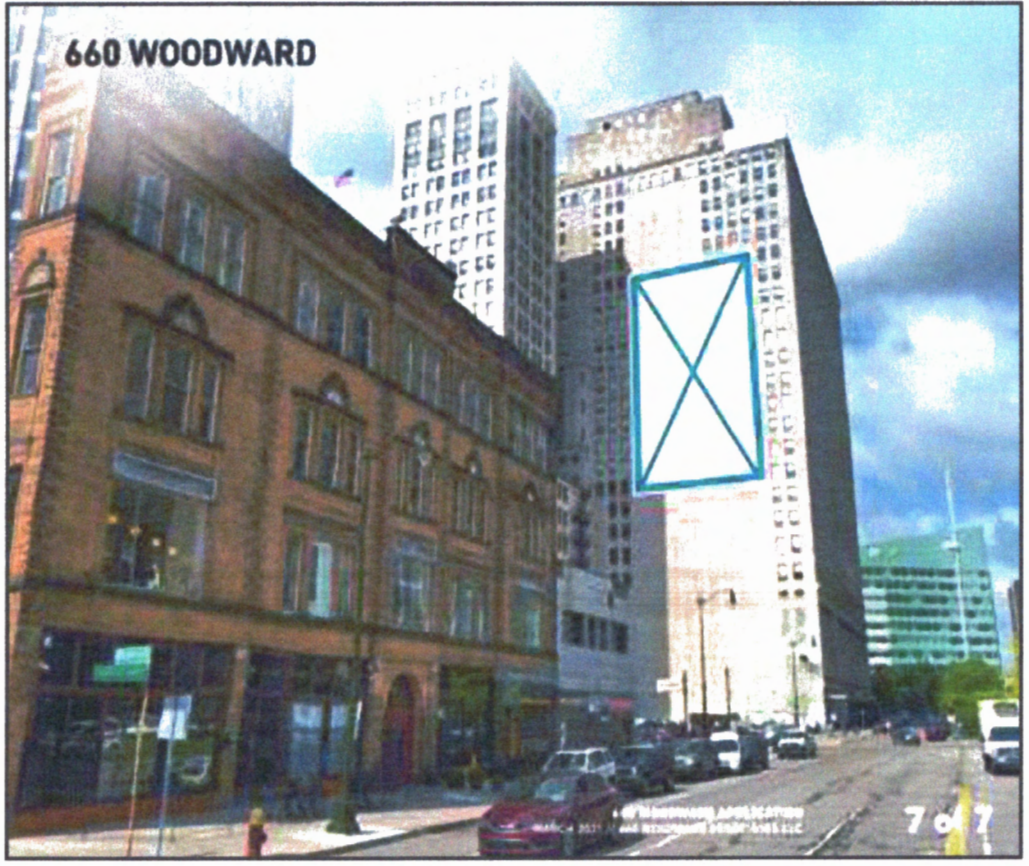
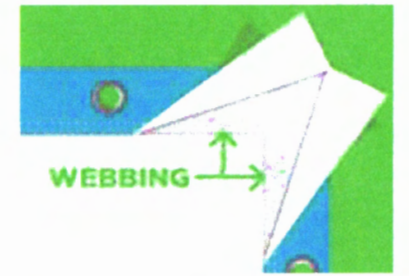


NOTES:
 The Banner Attachment Frame and Mounting Anchors are designed for 115 mph, 3 sec. gust Wind Speed for Exposure B, Category II Structure as per 2015-MBC and ASCE 7.

Mounting Hardware shall be non-corrosive.

Pullout Strength of Anchors: as per ICC-ES, Evaluation Report AC193 & AC355.2 for 1/2"Ø x 3" emb. Trubolt Wedge Anchors: Max. Pullout Loads = 864 lbs/anc. Allow. Pullout Strength = 550 lbs/anc.

Strength of Banner Material: Polyester, 1000 x 1000 Denier 10oz/sqyd, 30% air flow through Tensile Strength = 203 lbs/in Tear Strength = 55 lbs/in Max. Tear Loads = 15 lbs/in



90 Degree 2-hole Wall Angle Bracket

QTY 38
 9 on Top & Bottom
 10 on each side

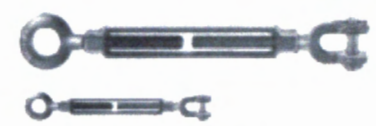


Stainless Steel Wedge Anchor
QTY 14074



3/16" Electro Galvanized Spring Snap Link
 Working Load Limit: 105 lbs.

QTY 194



Cable Zip Line Turnbuckle and Mini Turnbuckle
 High Quality Hot Galvanized, Drop Forged Steel

QTY 1 Each



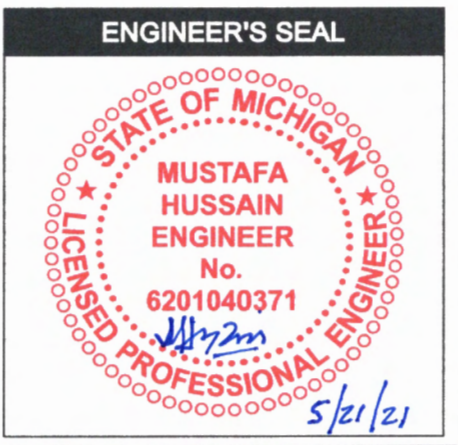
Stainless Steel W 1/8" Dia. Breaking Strength = 1,780 Lbs. Weight Per 100 Breaking Strength = 6,900 Lbs. Weight Per 100

ULTRAFLEX Technical Data Sheet
UltraMesh® 100

UltraMesh® 100 is a 10 oz. PVC coated polyester mesh, printable on two sides with UV and Solvent inks. Allowing 30% air-flow through, UltraMesh 100 is best suited for large images on building, stadium and fence wraps, murals, signs, banners, protective barriers for scaffolding as well as theatrical and TV backdrops. Available in seamless wide-widths ranging from 126" - 196".

CHARACTERISTICS	TEST METHOD	METRIC	ENGLISH
Support Cloth	DIN 60001	Polyester	Polyester
Yarn dtex	DIN EN ISO 2080	1100 x 1100 dtex	1000 x 1000 denier
Type of Coating	N/A	PVC	PVC
Total Weight	DIN EN ISO 2286-2	340 g/m ²	10 oz/yd ²
Tensile Strength	DIN EN ISO 1421	204 x 184 kgF/5cm	225 x 203 lbs/in
Tear Strength (warp/weft)	DIN 53363	2500 x 1300 kgF/5cm	168 x 55 lbs/in
Flame Resistance	DIN 75200	NFPA701, Title 19, CSFM, B1	
Low Temperature (No Crack at)	ISO 1876	Low at -30°C	Low at -22°F
RF Weldable (Heat Sealable)	DIN 53354	Yes	Yes
Air Permeability	ISO 9237	1580 liter/m ² /sec	
Fungus Resistant	ASTM G21	Treated	

Banner with Webbing and Grommets



660 Woodward	Sales Person: Joe Stelzer	Drawn By: Connie Fotiu	Date: 5/18/2021	File: Bedrock 660 Woodward.cdr Banner Install Pg 1	Revision: XXX
	This drawing and design/layout is the property of Metro Detroit Signs. The use of which in part or in whole is not permitted without prior written consent from Metro Detroit Signs. All rights reserved. Copyright 2018				Work Order#: XXX
Customer Signature _____					Date _____

