

# City of Detroit

Lauren Hood, MCD  
Chairperson  
Donovan Smith  
Vice Chair/Secretary

Marcell R. Todd, Jr.  
Director

**CITY PLANNING COMMISSION**  
208 Coleman A. Young Municipal Center  
Detroit, Michigan 48226  
Phone: (313) 224-6225 Fax: (313) 224-4336  
e-mail: [cpc@detroitmi.gov](mailto:cpc@detroitmi.gov)

Brenda Goss Andrews  
Kenneth R. Daniels  
Damion W. Ellis  
David Esparza, AIA, LEED  
Ritchie Harrison  
Gwen Lewis  
Frederick E. Russell, Jr.

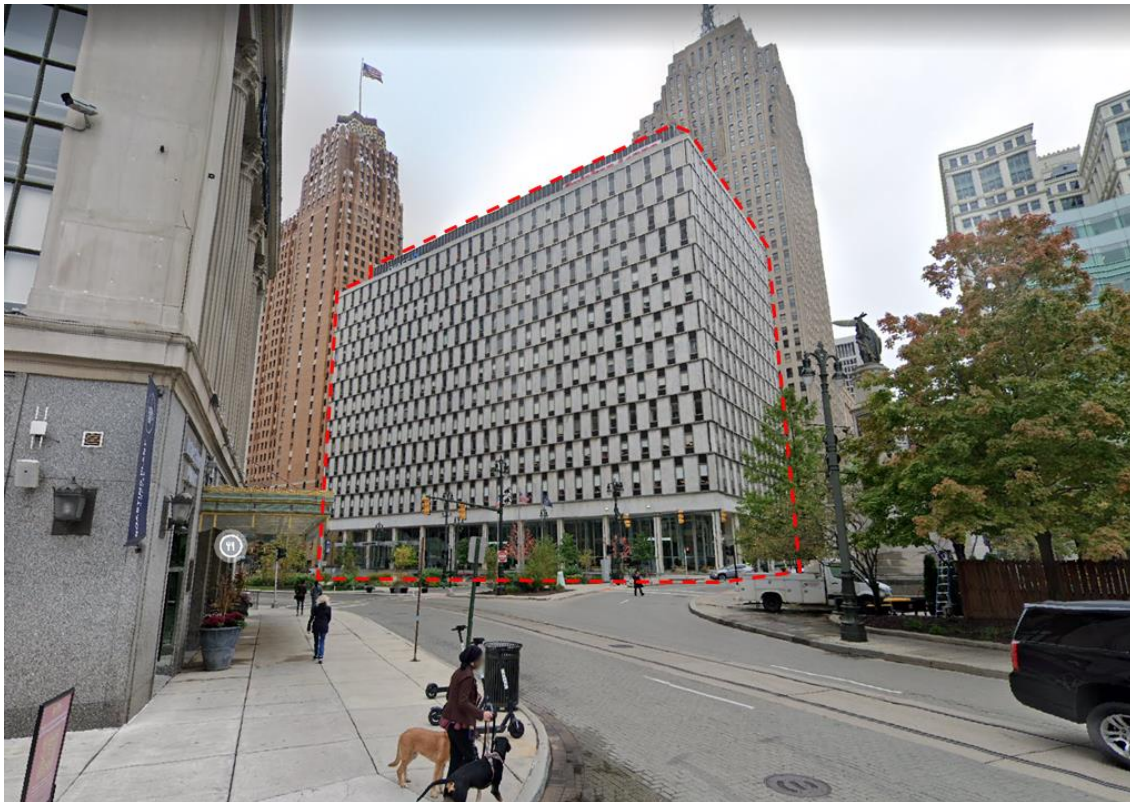
November 4, 2021

## HONORABLE CITY COUNCIL

**RE:** Request of Metro Detroit Signs on behalf of Bedrock Detroit for PCA (Public Center Adjacent) Special District Review of a proposed sign at 611 Woodward Avenue.  
**(RECOMMEND APPROVAL)**

## REQUEST

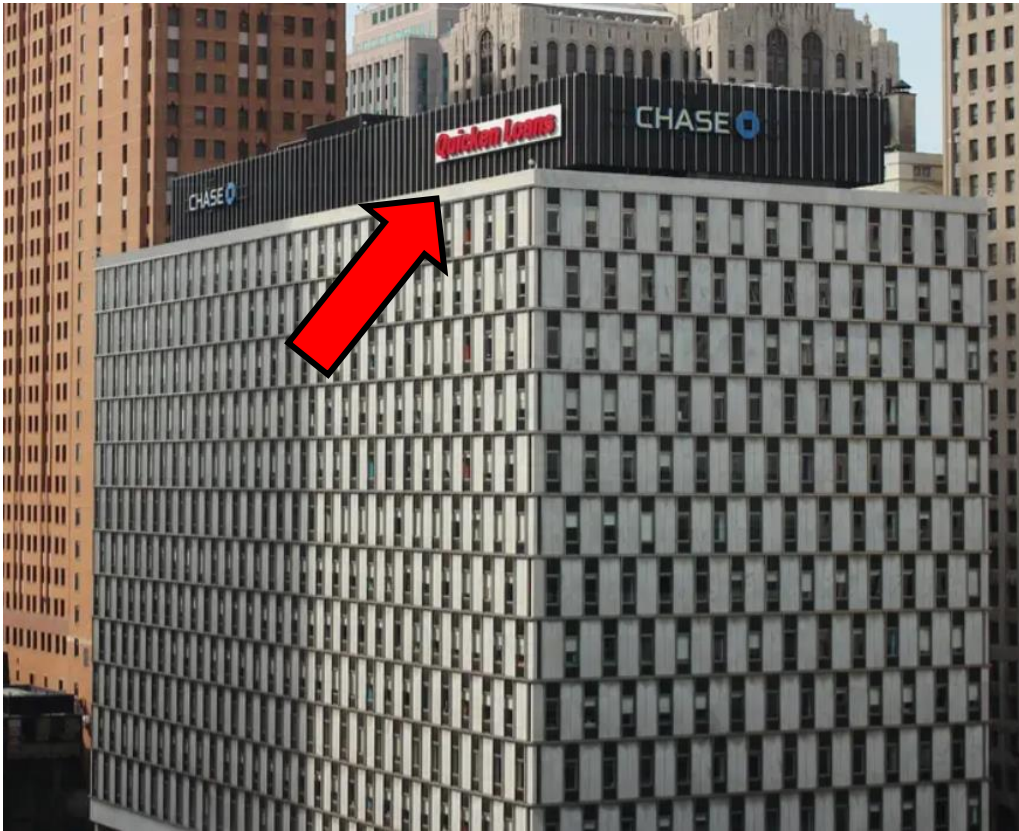
The City Planning Commission (CPC) has received a request from Metro Detroit Signs on behalf of Bedrock Detroit for PCA (Public Center Adjacent) Special District Review of a proposed sign to be located at 611 Woodward Avenue. This request is being made consistent with the provisions of Section 50-3-222 of the Detroit Zoning Ordinance.



*Subject premises – 611 Woodward Ave.*

## PROPOSED PROJECT

The building currently has three signs on its penthouse as shown in the picture below. “Quicken Loans” changed its name to “Rocket Mortgage” earlier this year and would like to change the copy of the identification sign to reflect the new name. No change to the size of the sign is proposed. The existing backer cabinet will remain; it will be painted black and new channel letters will be installed.



*Existing Sign proposed to be changed*



*Proposed New Sign*

## **REVIEW & ANALYSIS**

### ***Sign Ordinance Standards***

Because the proposed alteration is the change of copy on an existing sign (as opposed to a new sign), the sign ordinance standards regarding size, number, and placement are not applicable. However, the existing signage on the building does comply with the allowed total area of signage for the building as specified in Chapter 4, *Advertising*, of the City Code, Sec. 4-4-62. The location in the Central Business District allows three square feet of signage per foot of building frontage; as the building has frontage on all four sides, the entire perimeter of the 280' x 130' building is frontage, resulting in an allowance of 2,460 square feet. Including the sign proposed to be changed, the existing signs on the building are approximately 1,008 square feet, leaving 1,452 square feet of allowable signage that could be added (provided that the new signs complied with the standards for individual size, number, and placement for the particular sign type).

This property is located in the Detroit Financial Center Historic District. The proposed sign alteration has been reviewed and approved by the Historic District Commission as required. The Certificate of Appropriateness is attached.

### ***PCA District Review Criteria***

There are eighteen PCA District Review Criteria listed in Section 50-11-97 of the Zoning Ordinance. The relevant criteria follow 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 the same size as the existing sign, therefore the scale will remain the same. The proposal to paint the backer cabinet will enable the sign to blend in with the building and appear less prominent.*

(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 location is appropriate as it does not cover any architectural details, 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." with a stylized flourish at the end.

Marcell R. Todd, Jr., Director  
Jamie J. Murphy, City Planner

Attachment: Application packet for 611 Woodward Rocket Mortgage sign  
Historic District Commission Certificate of Appropriateness  
PDD Recommendation  
Resolution

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

November \_\_\_\_, 2021

**A RESOLUTION AUTHORIZING ALTERATIONS IN A PCA ZONING DISTRICT  
AT 611 WOODWARD AVENUE**

**BY COUNCIL MEMBER \_\_\_\_\_ :**

**WHEREAS**, Metro Detroit Signs on behalf of Bedrock Detroit, proposes a new sign at 611 Woodward Avenue; and

**WHEREAS**, 611 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 and the Historic District Commission have 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 Yesco and dated 6/7/2021, referenced in the staff report, with the following condition:

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



**PLANNING AND  
DEVELOPMENT DEPARTMENT**

Coleman A. Young Municipal Center  
2 Woodward Avenue, Suite 808  
Detroit, Michigan 48226

Phone 313•224•1339  
www.detroitmi.gov

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

October 29, 2021

Dear Director Todd:

Following is the Planning and Development Department's (PDD) review of the proposed internally illuminated, high-rise wall sign located on the east elevation of 611 Woodward Avenue. (BSEED Permit number SGN2021-00319). This property is within the Detroit Financial Center Historic District and the applicant obtained a Certificate of Appropriateness on 8/6/2021 (Application Number 21-7433) from the Historic District Commission (HDC). The total frontages of the building are 130' on the north and south elevations and 280' on the east and west elevations. As the property is zoned PCA (Public Center Adjacent), this review is required per Sec. 50-11-96.

*Criterion 2: Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development; One 472.6 square foot (7.983' X 62.33') illuminated, high-rise wall sign is proposed. The proposed sign will be replacing a sign of similar size, but the backer panel is proposed to be painted in order to blend with the existing building color. Maintaining a similar size will adapt well with the surrounding environment. There should be minimal impact on the massing and density.*

*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 proposed illuminated, high-rise wall sign is the national logo for Rocket Mortgage and is of the appropriate scale and color for the building. The sign will be approximately the same size as the previous sign and the backer panel and will be painted the same color as the parapet. The proposed sign won't diminish the architectural details of the building.*

The PDD supports the requested installation of the proposed illuminated, high-rise wall sign on the building at 611 Woodward Ave. We conclude that the proposed wall sign will not significantly negatively impact the character of the surrounding downtown area adjacent to the Public Center. The sign must of course meet all Federal, State, and City regulations.

Respectfully Submitted,

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

CC: Karen Gage  
Russell Baltimore

8/6/2021

**CERTIFICATE OF APPROPRIATENESS**

Kevin Deters /  
Metro Detroit Signs  
11444 Kaltz Ave.  
Warren, MI, 48089

**RE: Application Number 21-7433; 611 Woodward; Detroit Financial Historic District**

Dear Kevin:

Pursuant to Section 5(10) of the Michigan Local Historic District Act, as amended, being MCL 399.205(10), MSA 5-3407(5)(10); Sections. 21-2-57 and 21-2-73 of the 2019 Detroit City Code; Detroit Historic District Commission Resolution 97-01 (adopted August 13, 1997); Detroit Historic District Commission Resolution 97-02 (adopted October 8, 1997); Detroit Historic District Commission Resolution 98-01 (adopted February 11, 1998), and Detroit Historic District Commission Resolution 21-04 (adopted May 5, 2021), the staff of the Detroit Historic District Commission has reviewed the above-referenced application for building permit and hereby issues a Certificate of Appropriateness (COA), which is effective as of August 6, 2021.

Staff finds the following proposed work meets the defined elements of design for the historic district and the Secretary of the Interior's Standards for Rehabilitation and guidelines for rehabilitating historic buildings (36 CFR Part 67).

**Wall Sign:**

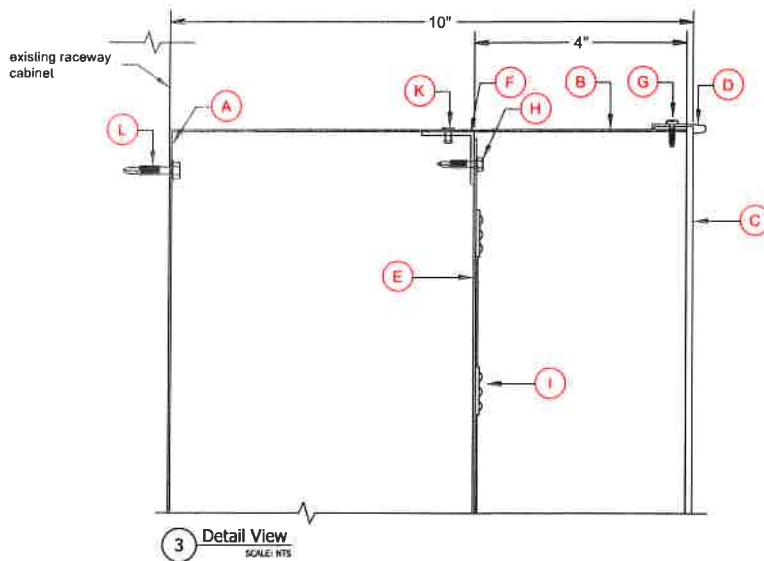
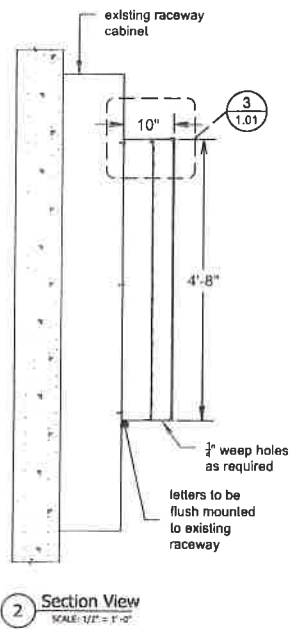
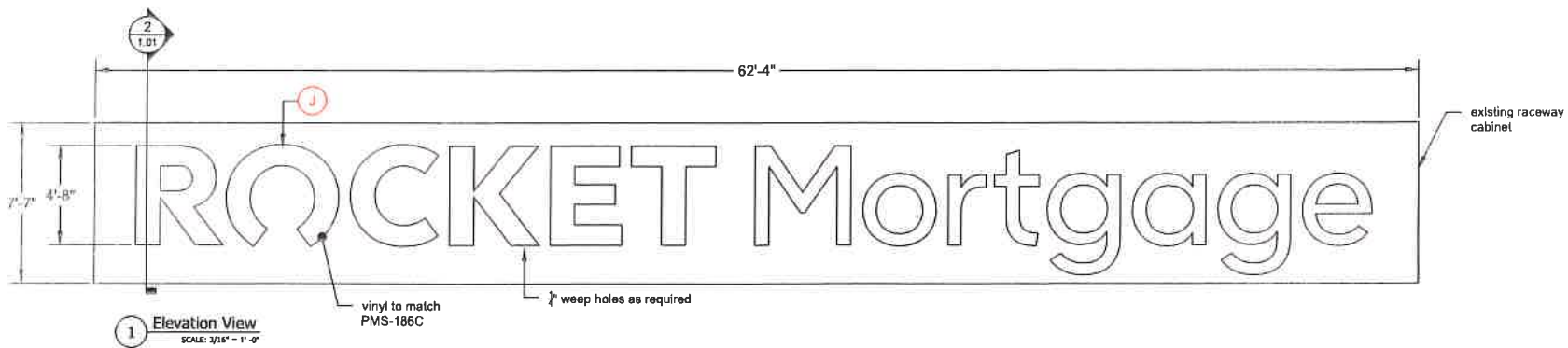
- Installation of 7'-7" tall x 62'-4" wide "Rocket Mortgage" signage, with aluminum letter returns and back, and acyclic face, on existing raceway cabinet
- Internal LED lighting
- Colors as proposed on spec

Please retain this Certificate of Appropriateness for your files. You should now proceed to the City of Detroit Buildings Safety and Engineering Department to obtain a building permit. The Detroit Historic District Commission's approval and issuance of a Certificate of Appropriateness does not waive the applicant's responsibility to comply with any other applicable ordinances or statutes. If you have any questions regarding this letter, please contact me at [cagneyb@detroitmi.gov](mailto:cagneyb@detroitmi.gov).

For the Commission:



Brendan Cagney  
Staff  
Detroit Historic District Commission



Mark	Description	Qty	Finish
A	.090 Aluminum Letter Back	-	P1
B	.063 Aluminum Letter Edging	-	P1
C	3/16" White Acrylic	-	
D	1" White Trim Cap, Logo "O" to be 1" Red Trim Cap	-	
E	.040 White Pre-Coat Aluminum LED Pan	-	
F	.063 Aluminum LED Pan Clip	-	
G	#8 Self Tapping Screw	-	
H	Self Tapping LED Pan Screw	-	
I	Principal Quick Mod 3 LED Module @ 5200 White	-	
J	Letter Logo "O" To Be Painted Red with Customer Approved Red Vinyl Overlay On 3/16" White Acrylic Face	-	P2
K	#44 Stainless Steel Rivet	-	
L	1/4-20 Self Tapping Screw	-	

Finish Key	
P1	White
P2	PMS-186C Red

YESCO LLC  
Las Vegas Division  
5119 S. Cannon St  
Las Vegas, NV 89118  
Phone (702) 976 8080  
www.yesco.com

Client Name & Address  
Rocket Mortgage  
1082 Woodward Ave  
Detroit, MI 48228

Project Number  
165876

Project Manager  
M Flieg

Drafted by  
TLM

Origin Date  
5-7-2021

Rev	Date	Description
1		Trim Cap LTRS

Page Description

Scale:  
NOTED

Classification:

Sheet:  
1.01

File: R:\0221\Rocket Mortgage 165076\Shop Draw Sheet Elevations Last Modified: Jun 16, 2021 - 7:33am

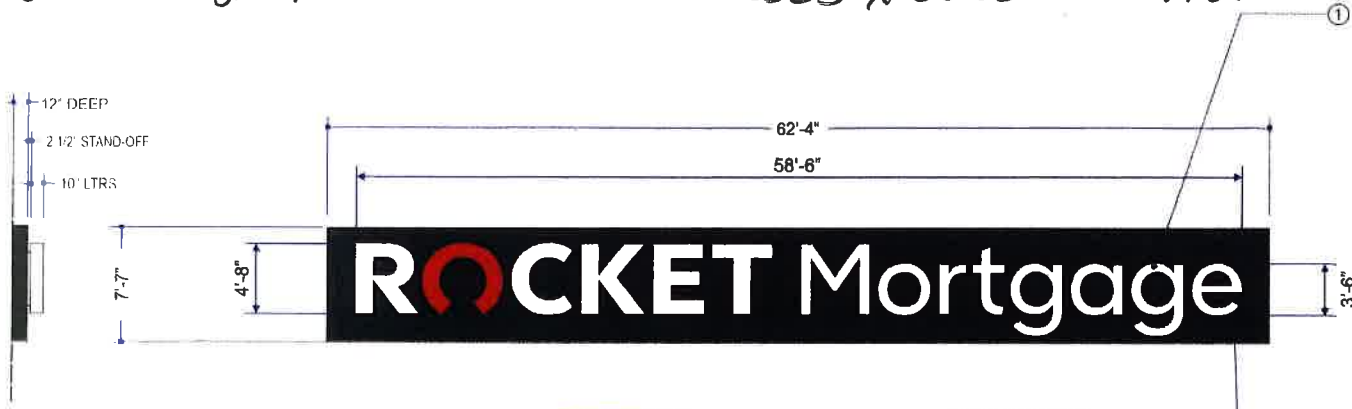
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



SGN2021-00319 - Address is 611 Woodward Ave.

4.66' x 58.5' = 272.61 # - new letters on existing backer Panel

Overall sign measurements are 7.583' x 62.33' = 472.6 #



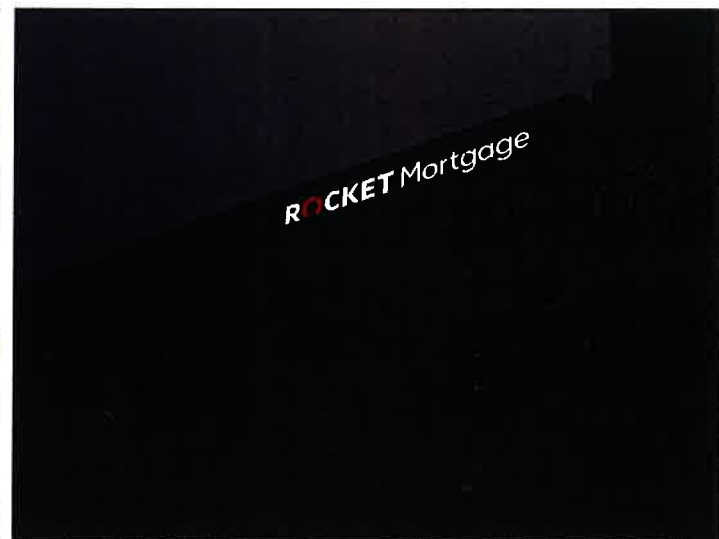
① CHANNEL LETTERS PAINTED WHITE AND RED TO MATCH LOGO. WHITE AND RED ACRYLIC FACES TO MATCH LOGO. INTERNAL LED FACE ILLUMINATION.

② EXISTING ALUMIN. BACKER CABINET RE-PAINTED BLACK (SATIN FINISH).

**BG-1** PAN CHANNEL LETTERS W/ LED ILLUMINATION  
SCALE @ 1/8" = 1'-0" QTY = ONE (1) SET REQ'D



PROPOSED



PROPOSED/ night rendering

NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL.

YESCO LLC  
LAS VEGAS DIVISION  
5119 SO. CAMERON ST.  
LAS VEGAS, NV 89115  
PHONE: 702.797.8330  
WWW.YESCO.COM

**YESCO**

ROCKET MORTGAGE  
1092 WOODWARD AVE.  
DETROIT, MI 48226

Client: ROCKET MORTGAGE

Account Executive: RICHARD PURVIS

Designer: JAMIL PETERSON

Design Approval: [Signature]

Drawings: [Signature]

Project Director: [Signature]

Project Engineer: [Signature]

Client: [Signature]

Rev. / Item / Designer: [Signature]

Checked: [Signature]

Bill of Materials: [Signature]

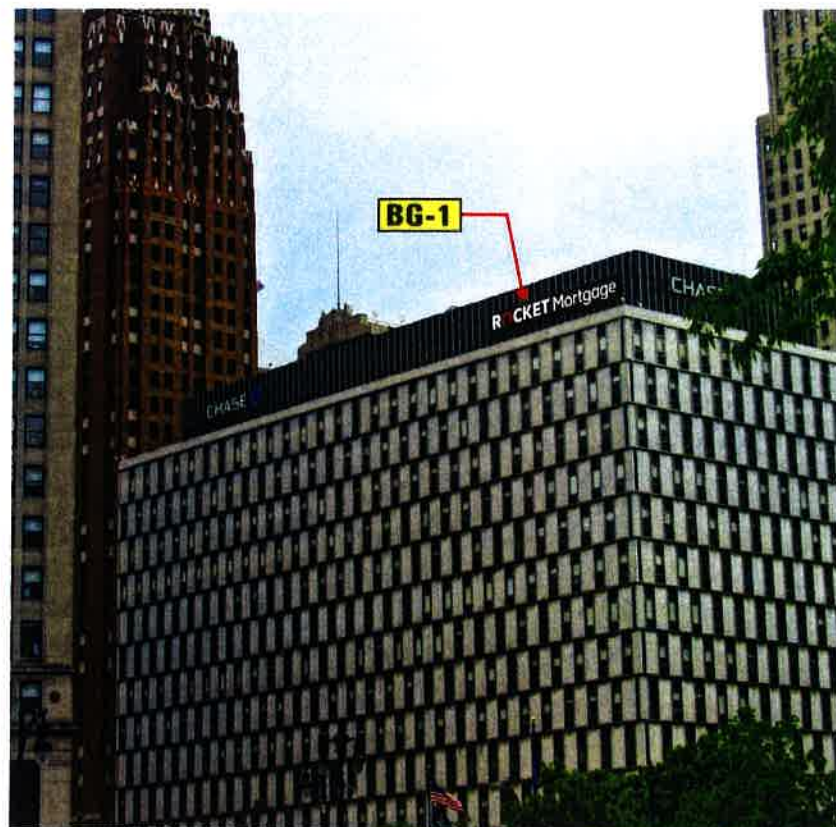
D.E.M. Date: [Signature]

Scale: **3.0**

**REMOVE EXISTING  
"QUICKEN LOANS" LETTERS  
BACKER CABINET TO REMAIN.**



**EXISTING**

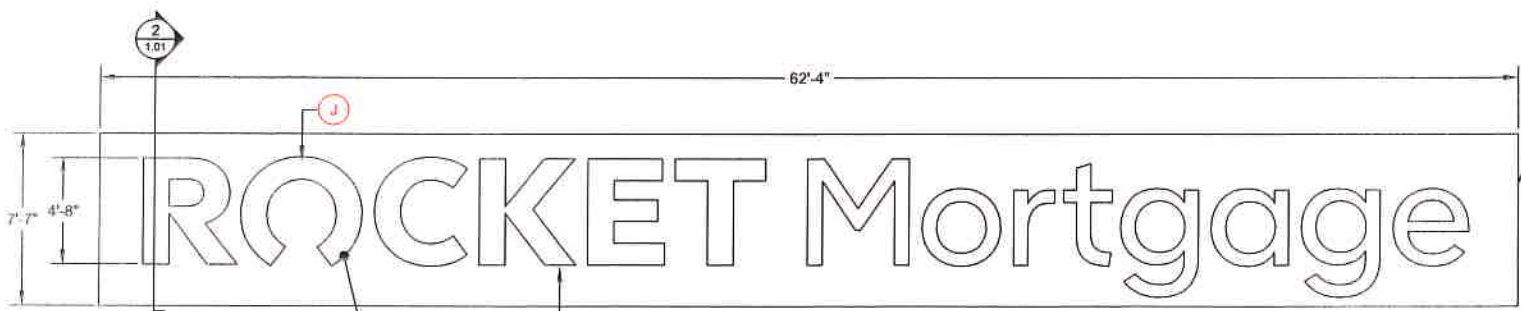


**PROPOSED**

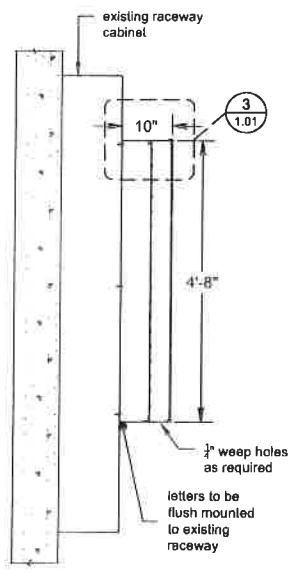
NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WIRING TO SIGN AREA IS NOT INCLUDED IN SIGN PROPOSAL

<p><b>YESCO</b></p> <p>YESCO LLC LAS VEGAS DIVISION 5119 SO CAMERON ST LAS VEGAS NV 89118 PHONE 702.375.8330 WWW.YESCO.COM</p>	
<p>Client: <b>ROCKET MORTGAGE</b> 1095 WOODWARD AVE DETROIT MI 48226</p>	
<p>Project Name: <b>ROCKET MORTGAGE</b></p>	
<p>Account Executive: <b>RICHARD HURVITZ</b></p>	
<p>Designer: <b>JAMIE PETERSON</b></p>	
<p>Design Approvals</p>	
<p>Checked by</p>	
<p>Created by: D. Hoff</p>	
<p>Estimating</p>	
<p>Account Executive</p>	
<p>Client</p>	
<p>Rev / Date / Designer</p>	
<p>1 / 03/2014 / JPH</p>	
<p>Classification</p>	
<p>Reference Design</p>	
<p>0.0.0.0.0.0</p>	
<p>Level:</p>	
<p><b>2.0</b></p>	

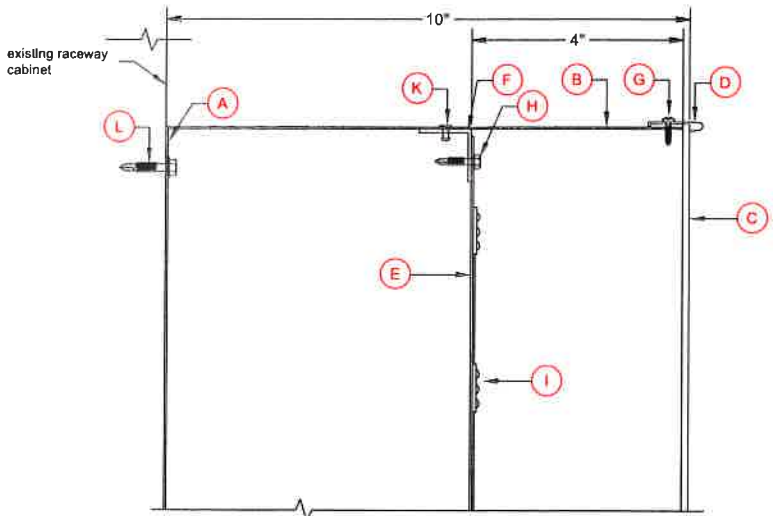
A | B | C | D | E | F | G | H | I | J | K | L | M | N | O



1 Elevation View  
SCALE: 3/16" = 1'-0"



2 Section View  
SCALE: 1/2" = 1'-0"



3 Detail View  
SCALE: NTS

KEY NOTES

Mark	Description	Qty	Finish
A	.090 Aluminum Letter Back	-	P1
B	.063 Aluminum Letter Edging	-	P1
C	3/16" White Acrylic	-	
D	1" White Trim Cap, Logo "O" to be 1" Red Trim Cap	-	
E	.040 White Pre-Coat Aluminum LED Pan	-	
F	.063 Aluminum LED Pan Clip	-	
G	#8 Self Tapping Screw	-	
H	Self Tapping LED Pan Screw	-	
I	Principal Quick Mod 3 LED Module @ 5200 White	-	
J	Letter Logo "O" To Be Painted Red with Customer Approved Red Vinyl Overlay On 3/16" White Acrylic Face	-	P2
K	#44 Stainless Steel Rivet	-	
L	1/4-20 Self Tapping Screw	-	

Finish Key	
P1	White
P2	PMS-186C Red

existing raceway cabinet

YESCO LLC  
Las Vegas Division  
5119 S. Carson St.  
Las Vegas, NV 89118  
Phone: (702) 576 8080  
www.yesco.com

Client Name & Address:  
Rocket Mortgage  
1092 Woodward Ave  
Detroit, MI 48226

Project Number  
165876  
Project Manager:  
M Flahg

Drafted by:  
TLM  
Date:  
6-7-2021

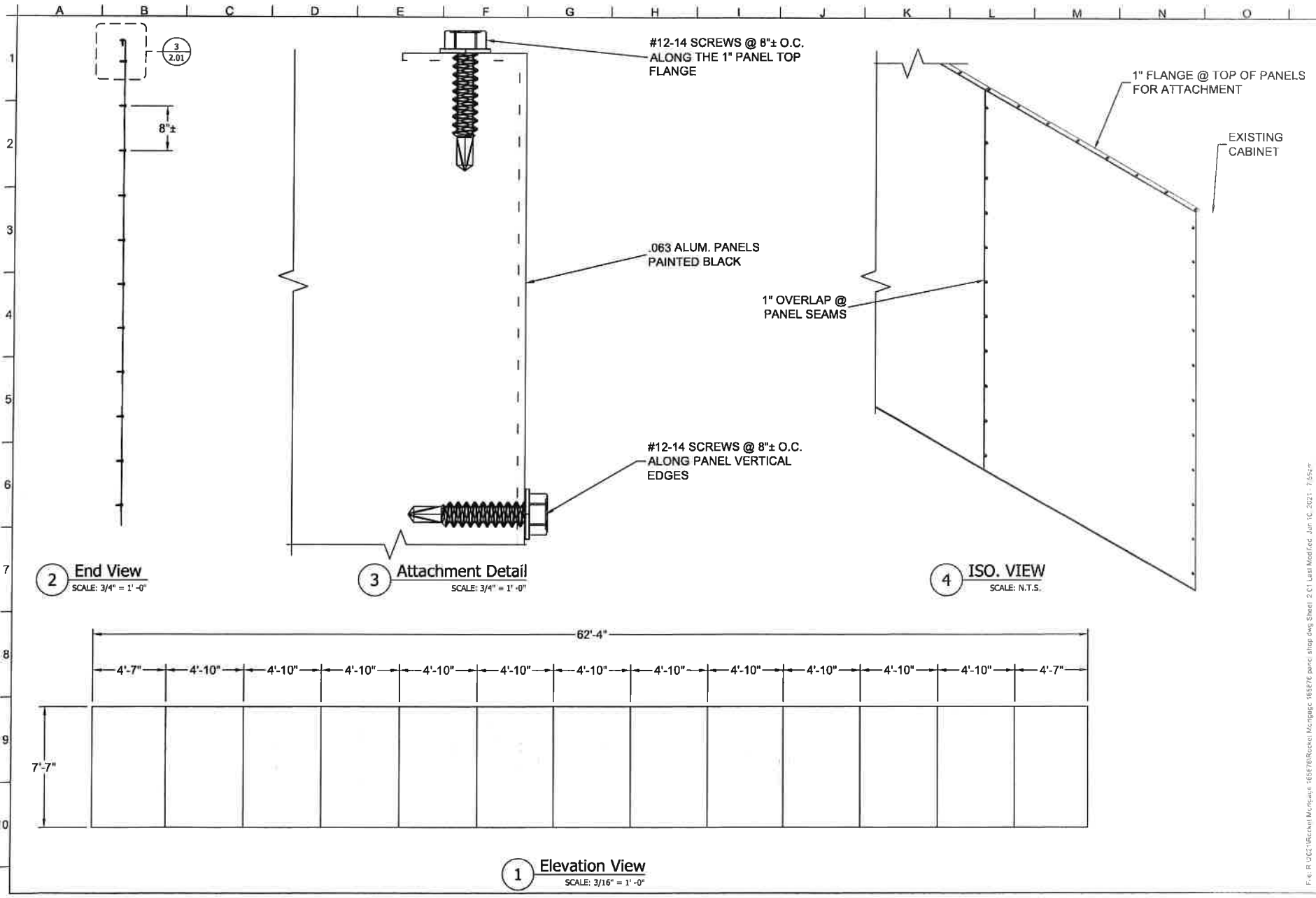
Revised By	Date	Description

Page Description:  
NOTED  
Classification:  
Sheet:  
1.01

File: R:\2021\Rocket Mortgage - 165876\Shop Draw Sheet: Elevations Last Modified: Jun 16, 2021 - 7:33am

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 690 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

# Mounting Detail



YESCO LLC  
Las Vegas Division  
5715 S. Carnegie St  
Las Vegas, NV 89119  
Phone: (702) 776-8100  
www.yesco.com

**YESCO**  
Aerial Lifting & Rigging  
Rope Access  
Scaffolding  
Erection  
Demolition  
Construction

Client Name & Address  
Rocket Mortgage  
1002 Woodmont Ave  
Detroit, MI 48226

Project Number  
165876

Project Manager  
FLAIG

Drawn By  
BWM

Issue Date  
8/10/21

Rev	Description
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Classification  
ALUM PANELS

Page Description  
DETAIL

Scale  
NOTED

Classification  
+

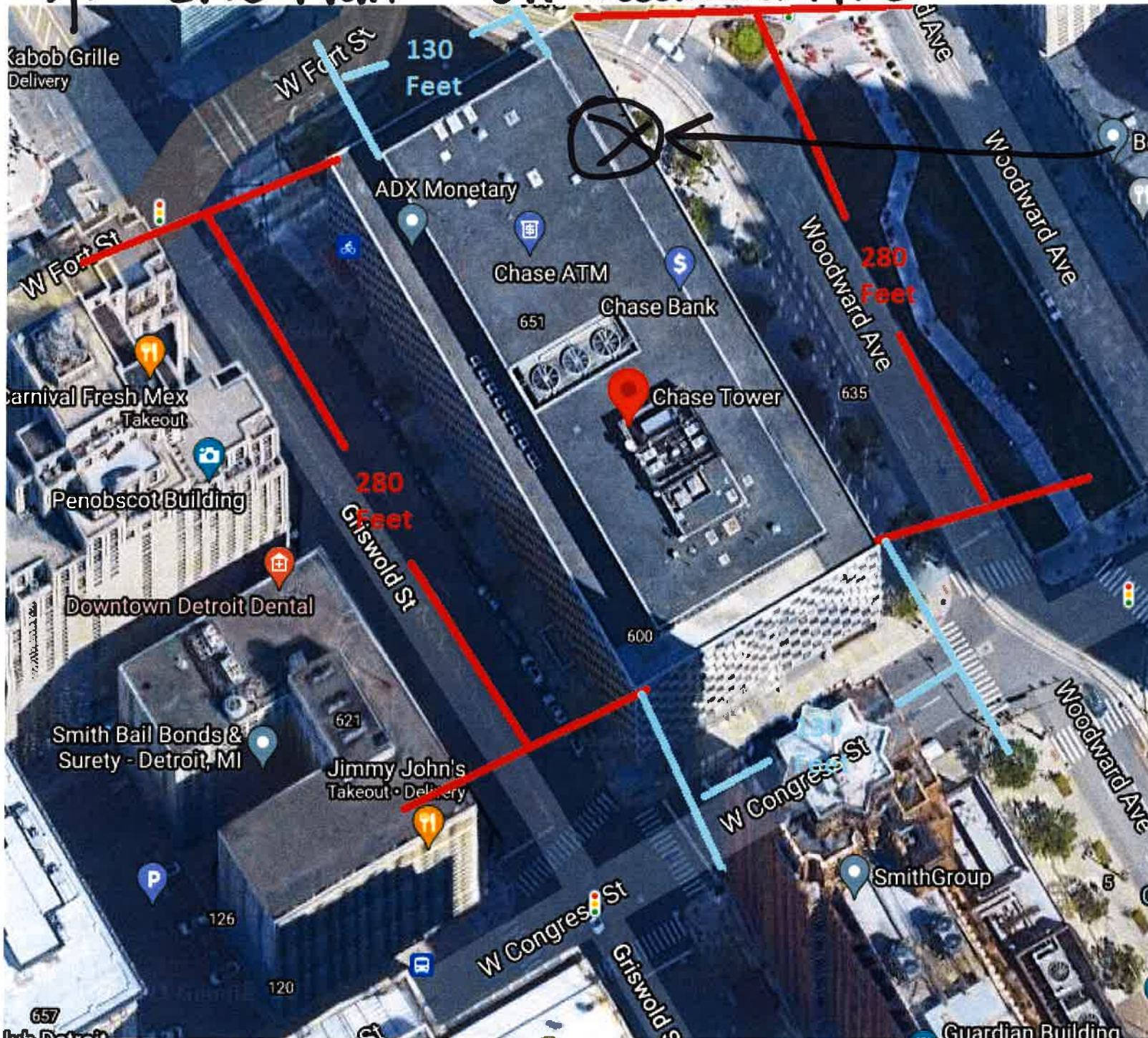
Sheet  
2.01

P:\R\2021\Rocket Mortgage 165876\Rocket Mortgage 165876.dwg Jun 10, 2021 - 7:55am



# Site Plan

# 611 Woodward Ave.



(X) = Proposed

Rocket Mortgage  
Wall Sign

280'  
East and  
West lot  
Frontage

130'  
North and  
South lot  
Frontage

**Rocket Mortgage  
611 Woodward Ave  
Detroit, MI**

**SIGN**

**DESCRIPTION OF SIGN**

**MEASUREMENTS**

**COMMENT**

SGN2021-00319 – East elevation facing Woodward Ave – replace Chase hi-rise wall sign with Rocket Mortgage hi-rise wall sign	7.583' x 62.33' = 472.6 sq feet	SGN2021-00319
East elevation facing Woodward – existing Chase hi-rise wall sign	6.66' x 35' = 233 sq feet	Existing Sign
North elevation facing Fort St – existing Chase hi-rise wall sign	6.66' x 35' = 233 sq feet	Existing Sign
East elevation facing Woodward – existing Chase ATM sign	1.25' x 3.83' = 4.78 sq feet	Existing Sign
East elevation facing Woodward – existing plaque	2' x 3' = 6 sq feet	Existing Sign
East elevation facing Woodward – existing Chase Tower letters	1.66' x 14' = 23.24 sq feet	Existing Sign
South elevation facing Congress St – existing plaque	2' x 3' = 6 sq feet	Existing Sign
North elevation facing Fort St – existing plaque	2' x 3.16' = 6.32 sq feet	Existing Sign
North elevation facing Fort St – existing Chase Tower letters	1.66' x 14' = 23.24 sq feet	Existing Sign

# Photos of 4 building elevations and existing signage at 611 Woodward

**CHASE**  
 .80" h x 420" w

240 ft Overall Bldg Height

132 ft Elevation Length

**W FORT ST ELEVATION**

ELEVATION TOTAL SIGNAGE SQFT= 233 sqft

**CHASE**  
 .80" h x 420" w

335 ft Elevation Length

REMOVING QUICKEN LOANS SIGNAGE

240 ft Overall Bldg Height

**WOODWARD AVE. ELEVATION**

ELEVATION TOTAL SIGNAGE SQFT= 233 sqft

.335 ft Elevation Length

240 ft Overall Bldg Height

**GRISWOLD ST ELEVATION**

ELEVATION TOTAL SIGNAGE SQFT= 0 sqft

132 ft Elevation Length

240 ft Overall Bldg Height

**CONGRESS ST ELEVATION**

ELEVATION TOTAL SIGNAGE SQFT= 0 sqft

Existing Signs at ground level (4 pages)



East Elevation

$1'3'' \text{ H} \times 3'10'' \text{ W} = 4.78 \text{ sq ft}$   
Sign on top of ATM

## Rocket Mortgage Qube ...



611 Woodward Ave • Detroit, Michigan 48226

MD Mike Deters  
9/28/2021, 12:50 PM

Add Tags

Description   
Add a description...

Edit

### Comments

@Mention someone to notify them.

Add a comment...



Post





South  
Elevation

2'H x 3'W Plaque  
6#

## Rocket Mortgage Qube ...



611 Woodward Ave • Detroit, Michigan 48226

MD Mike Deters  
9/28/2021, 12:50 PM

Add Tags

### Description ?

Edit

Add a description...

### Comments

@Mention someone to notify them.

Add a comment...



Post

# Rocket Mortgage Qube ...



611 Woodward Ave • Detroit, Michigan 48226

MD Mike Deters  
9/28/2021, 12:50 PM

Add Tags

## Description ⓘ

Edit

Add a description...



East  
Elevation

2' x 3' w  
H Plaque  
6 ⌀

18" x 14'  
Letter Set  
23.24 ⌀

## Comments

@Mention someone to notify them.

Add a comment...



Post

# Rocket Mortgage Qube ...



611 Woodward Ave • Detroit, Michigan 48226

MD Mike Deters  
9/28/2021, 12:50 PM

Add Tags

## Description ?

Edit

Add a description...



## Comments

@Mention someone to notify them.

Add a comment...



Post

North  
Elevation

1'8" x 14' = 23.24 φ  
Letter Set

2'H x 3'2" W  
Plaque  
6.32 φ



EAST

Quicken Loans

CHASE

CHASE

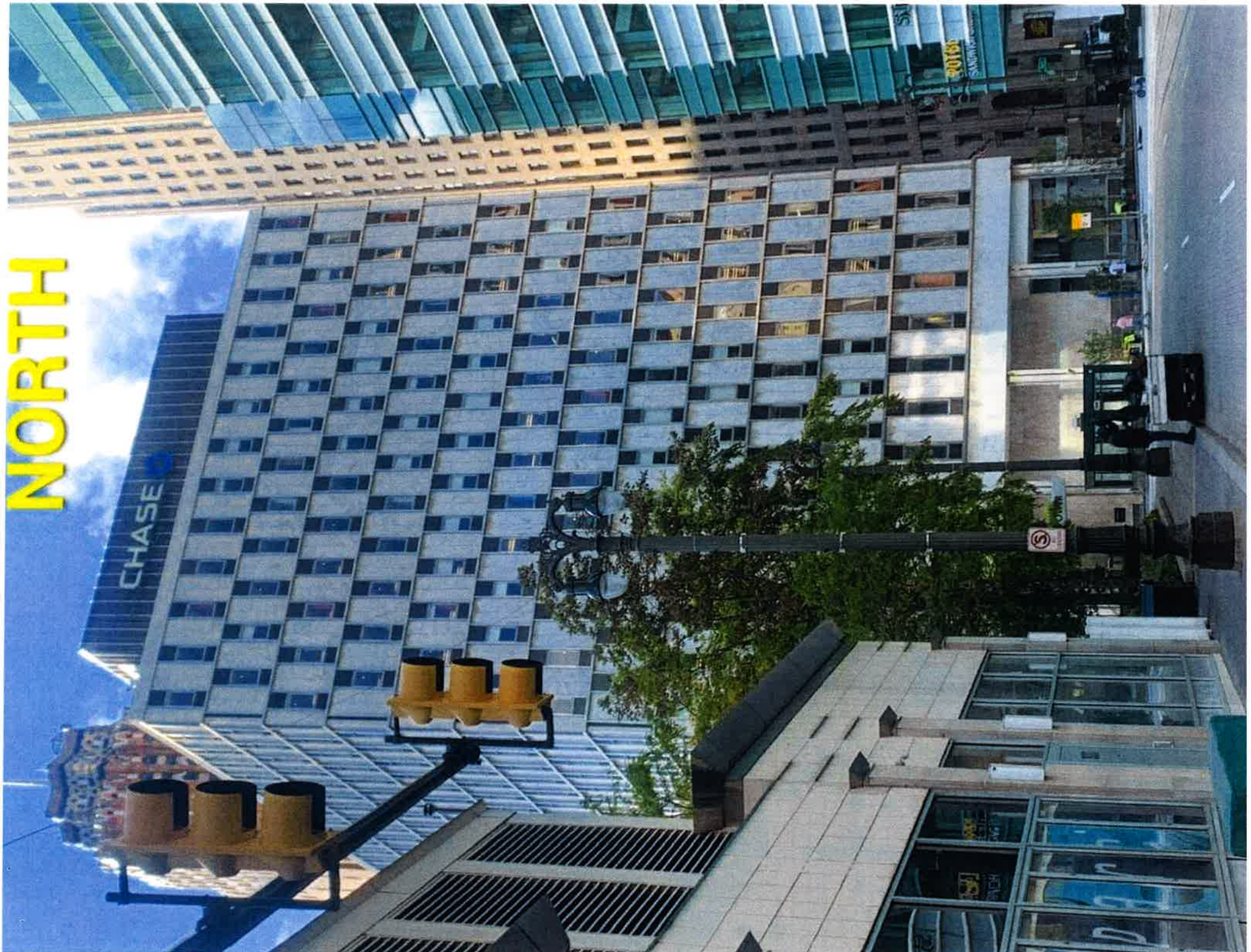
RESTING PLANT

OPEN

DO NOT ENTER



NORTH

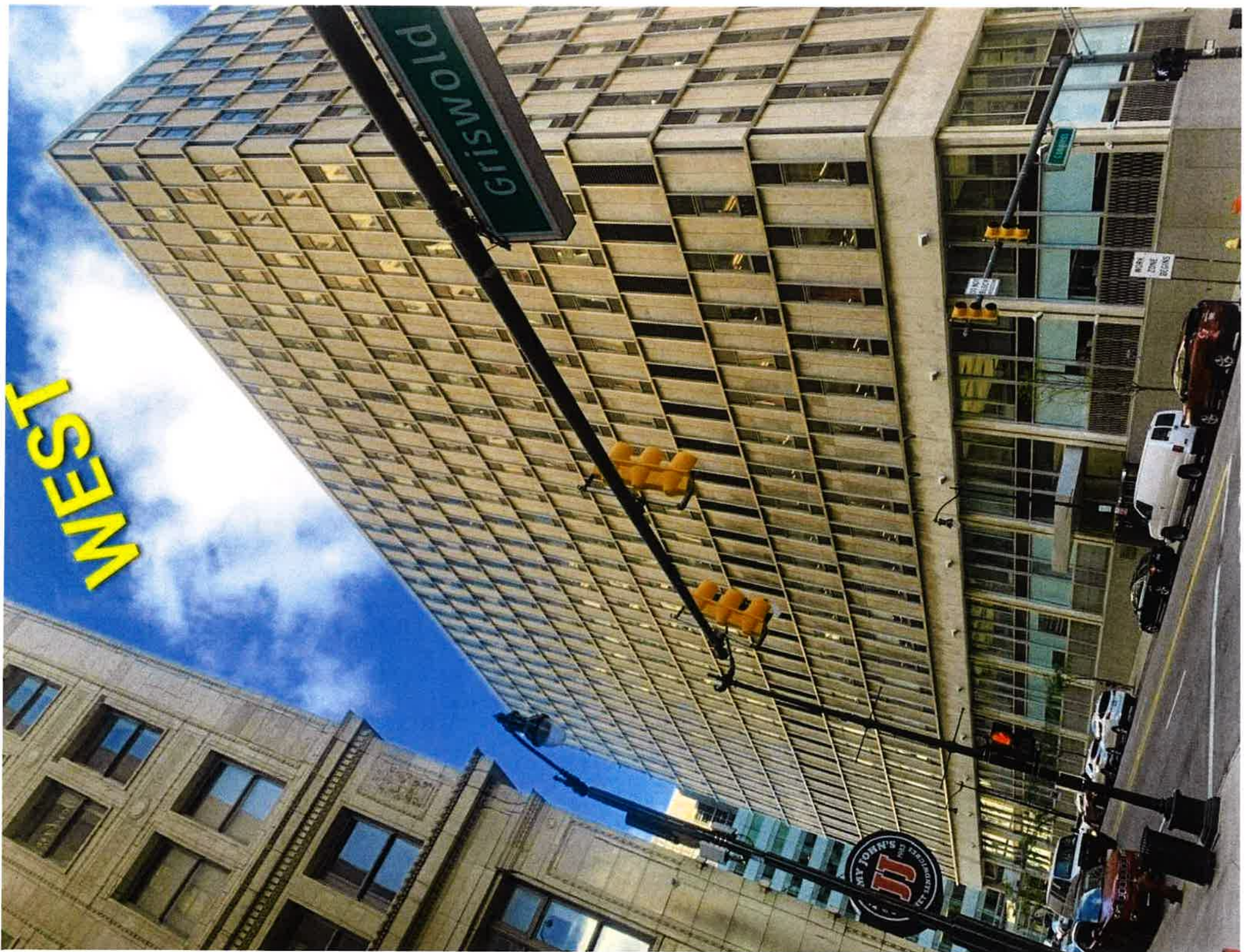


WEST

GRISWOLD



WORK  
ZONE  
AHEAD



SOUTH





# BEDROCK

— DETROIT —

October 1, 2021

City of Detroit  
2 Woodward Ave  
Detroit, MI 48226

Letter from Owner  
Re: NITS

RE: Rocket Mortgage signage at 611 Woodward Avenue

To Whom It May Concern,

I am the Authorized Representative of the property located at 611 Woodward Ave. 611 Woodward Ave is located in a high-density commercial district, as defined in the City of Detroit's Master Plan of Policies, within the Central Business District. This letter is being provided in connection with the replacement signage Rocket Mortgage will be installing on the exterior of our property. The luminance of the proposed sign will comply with applicable regulations, which as of the date of this letter provides that luminance must not exceed 3,500 nits during the hours between 6:00am and the subsequent 10:00pm and 160 nits during the hours between 10:00pm and the subsequent 6:00am.

Sincerely,

**OWNER**

611 Webward Avenue LLC  
a Michigan limited liability company

DocuSigned by:  
By: Kofi Bonner  
C8230DD0CF30494...  
Name: Kofi Bonner  
Its: Authorized Representative

**MASTER TENANT**

611 Webward Avenue Master Tenant LLC

DocuSigned by:  
By: Kofi Bonner  
C8230DD0CF30494...  
Name: Kofi Bonner  
Its: Authorized Representative



2011 APR 11 PM 3:29

Warranty Deed as proof of  
Ownership - 4 pages

P.A. 327 OF 1900  
AFFIDAVIT FILED

Bernard J. Youngblood  
Wayne County Register of Deeds

April 11, 2011 03:29 PM  
Liber 49136 Page 1319-1322

#2011193910 WD FEE: \$24.00



**WARRANTY DEED**

611 ASSOCIATES LLC, a Michigan limited liability company ("Grantor"), whose address is c/o Eli Halpern, Esq., 2301 W. Big Beaver Rd., Troy, Michigan 48084, conveys and warrants to 611 WEBWARD AVENUE LLC, a Michigan limited liability company, whose address is 1050 Woodward Avenue, Detroit, Michigan, 48226, the premises situated in the City of Detroit, County of Wayne, State of Michigan more specifically described as set forth on **Exhibit A** hereto for the sum set forth on the Real Estate Transfer Tax Valuation Affidavit filed herewith, subject to the exceptions set forth on **Exhibit B** hereto.

If the land being conveyed is unplatted, the following is deemed to be included:

Grantor grants to Grantee the right to make all division(s) under Section 108 of the Land Division Act, Act No. 288 of the Public Acts of 1967, as amended.

This property may be located within the vicinity of farmland or a farm operation. Generally accepted agricultural and management practices which may generate noise, dust, odors, and other associated conditions may be used and are protected by the Michigan Right to Farm Act.

**GRANTOR:**

611 ASSOCIATES LLC,  
a Michigan limited liability company

This is to certify that there are not tax liens or taxes on this property and that taxes are paid for FIVE YEARS previous to date of this instrument EXCEPT  
No. 3234 [Signature] Date 04-11-11  
WAYNE COUNTY TREASURER Clerk [Signature]

By: [Signature]  
Eli Halpern  
Its: Authorized Representative

Dated as of April 7, 2011

Deed - page 2 of 4

STATE OF MICHIGAN )  
 )  
COUNTY OF **OAKLAND** ) ss.

The foregoing instrument was acknowledged before me, this **20** day of April, 2011, by Eli Halpern, the Authorized Representative of 611 Associates LLC, a Michigan limited liability company, on behalf of the company.

ROBERT S. POWELL  
Notary Public, State of Michigan  
County of Oakland  
My Commission Expires Jul. 01, 2014  
Acting in the County of **Oakland**

*Robert S. Powell*  
\_\_\_\_\_, Notary Public  
\_\_\_\_\_, County, State of Michigan  
Acting in \_\_\_\_\_ County,  
My Commission expires: \_\_\_\_\_

*This Instrument drafted by and when recorded return to:*

Abby M. Stover, Esq.  
Honigman Miller Schwartz and Cohn LLP  
2290 First National Building  
660 Woodward Avenue  
Detroit, Michigan 48226

*Return to: 55423685*  
**Title Source Inc.**  
**1450 W. Long Lake Rd.**  
**Suite 400**  
**Troy, MI 48098**

Send subsequent tax bills to: Grantee

Recording Fee: \$ \_\_\_\_\_

Transfer Tax: See Real Estate Transfer Tax Valuation Affidavit

Deed - Page 3 of 4

**EXHIBIT A**  
**LEGAL DESCRIPTION**

Land Situated in the City of Detroit in the County of Wayne in the State of MI

A parcel of land situated in the City of Detroit, Wayne County, Michigan lying Westerly of and adjoining Woodward Avenue (190.00 feet wide), Northerly of and adjoining Congress Street (75.00 feet wide), Southerly of and adjoining the Easterly extension of the Southerly line of Fort Street (100.00 feet wide), Easterly of and adjoining the Easterly line of Griswold Street (as widened), being a part of Lots 50, 51, all of Lot 52 and a part of Lots 53, 54, 55, 56, 57, 94, 95, 96, 97, 98 together with adjoining vacated alleys, as originally platted and later revised, of Section 2, Governor and Judges Plan of Detroit, together with a portion of a Street (now vacated) situated Northwesterly of and adjoining the Northwesterly line of Section 2 of said Governor and Judges Plan of Detroit, as recorded in Liber 34 Page 549 of Deeds, and that part of Campus Martius (now vacated) lying Southerly of the Easterly extension of the Southerly line of Fort Street (100.00 feet wide), and Westerly of the Westerly line of Woodward Avenue (190.00 feet wide) more particularly described as:

Beginning at the intersection of the Westerly line of Woodward Avenue (120.00 feet wide) with the Northerly line of Congress Street (60.00 feet wide), said point being the Southeasterly corner of Lot 57 of said Section 2 of Governors and Judges Plan of Detroit; thence South 59 degrees 50 minutes 40 seconds West, along the Northerly line of said Congress Street 200.00 feet to a point on the Easterly line of Griswold Street (90.00 feet wide); thence North 30 degrees 12 minutes West, parallel to the Westerly line of Woodward Avenue 15.00 feet to a point; said point being the intersection of the Northerly line of Congress Street (now 75.00 feet wide) with the Easterly line of Griswold Street (as widened) and the Southwest corner and the point of beginning the parcel herein described; thence North 30 degrees 12 minutes West along the Easterly line of Griswold Street (as widened), and parallel to the Westerly line of Woodward Avenue 281.00 feet to a point on the Southerly line of Fort Street (100.00 feet wide), said point being 14.99 feet Easterly (measured along the Southerly line of Fort Street) from the Easterly line of Griswold Street (90.00 feet wide), thence North 59 degrees 52 minutes 30 seconds East along the Southerly line of Fort Street and said line extended Easterly 130.00 feet to a point on the Westerly line of Woodward Avenue (now 190.00 feet wide); thence South 30 degrees 12 minutes East along the Westerly line of Woodward Avenue (190.00 feet wide) 280.93 feet to a point on the Northerly line of Congress Street (75.00 feet wide); thence South 59 degrees 50 minutes 40 seconds West along the Northerly line of Congress Street (75.00 feet wide), 130.00 feet, more or less, to the point of beginning.

Tax Id Number(s): WARD 2 ITEM NO. 001894-9

Commonly known as: 611 Woodward Avenue, Detroit, MI 48226

Deed - Page 4 of 4

EXHIBIT B  
EXCEPTIONS

1. Subject to the Leasehold Interest of JPMorgan Chase Bank, National Association, as evidenced by Short Form of Lease and the covenants and provisions contained therein, dated March 12, 2007 and recorded March 16, 2007 in Liber 46079, Page 1309.
2. Terms, conditions and provisions of Resolutions, as set forth in Liber 13221, Page 429, Liber 13547, Page 529, Liber 14074, Page 367, Liber 13666, Page 841 and Liber 20062, Page 124.
3. Taxes and assessments for 2011, a lien not yet due and payable.
4. The rights of the Economic Development Corporation of the Charter County of Wayne, as tenant only, under an unrecorded lease.

611 Woodward\_21-7433\_COA\_staff\_210806.pdf V1

CITY OF DETROIT  
HISTORIC DISTRICT COMMISSION

2 WOODWARD, SUITE 808  
DETROIT, MICHIGAN 48226  
PHONE 313-224-6536  
FAX 313-224-1310

8/6/2021

**CERTIFICATE OF APPROPRIATENESS**

Kevin Deters /  
Metro Detroit Signs  
11444 Kaltz Ave.  
Warren, MI, 48089

**RE: Application Number 21-7433; 611 Woodward; Detroit Financial Historic District**

Dear Kevin:

Pursuant to Section 5(10) of the Michigan Local Historic District Act, as amended, being MCL 399.205(10), MSA 5-3407(5)(10); Sections. 21-2-57 and 21-2-73 of the 2019 Detroit City Code; Detroit Historic District Commission Resolution 97-01 (adopted August 13, 1997); Detroit Historic District Commission Resolution 97-02 (adopted October 8, 1997); Detroit Historic District Commission Resolution 98-01 (adopted February 11, 1998), and Detroit Historic District Commission Resolution 21-04 (adopted May 5, 2021), the staff of the Detroit Historic District Commission has reviewed the above-referenced application for building permit and hereby issues a Certificate of Appropriateness (COA), which is effective as of August 6, 2021.

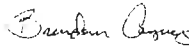
Staff finds the following proposed work meets the defined elements of design for the historic district and the Secretary of the Interior's Standards for Rehabilitation and guidelines for rehabilitating historic buildings (36 CFR Part 67).

**Wall Sign:**

- Installation of 7'-7" tall x 62'-4" wide "Rocket Mortgage" signage, with aluminum letter returns and back, and acyclic face, on existing raceway cabinet
- Internal LED lighting
- Colors as proposed on spec

Please retain this Certificate of Appropriateness for your files. You should now proceed to the City of Detroit Buildings Safety and Engineering Department to obtain a building permit. The Detroit Historic District Commission's approval and issuance of a Certificate of Appropriateness does not waive the applicant's responsibility to comply with any other applicable ordinances or statutes. If you have any questions regarding this letter, please contact me at [cagneyb@detroitmi.gov](mailto:cagneyb@detroitmi.gov).

For the Commission:

  
Brendan Cagney  
Staff  
Detroit Historic District Commission

611 Woodward\_21-7433\_COA\_staff\_210806.pdf V1



DEPARTMENT OF Appeals & Hearings

# APPLICATION FOR DAH BLIGHT CLEARANCE

PLEASE PRINT & COMPLETE IN FULL

Please send my clearance by:  FAX  MAIL  EMAIL or I'll  PICK-UP in Office

I am an Applicant for a Buildings Safety Engineering & Environmental (BSEED): (Pick One) →  permit  certificate  variance  
COMPLETE ONE APPLICATION FOR EACH ADDRESS  other \_\_\_\_\_

FOR: Property Address: 611 Woodward Ave Property Owner's Name: 611 Webward Avenue, LLC

Applicant's Name: Kevin Deters Applicant is:  Property Owner  Contractor  Other: \_\_\_\_\_  
(Person's name not Company name) First Last

Applicant's Address: 11444 Kaltz Ave Warren, MI 48089 Phone: (586) 759-2700 Email: kdeters@metrosal.com  
Street Address, City & State & Zip (area code) xxx-xxxx

Applicant's Company Name & Address: Metro Detroit Signs - 11444 Kaltz Ave Warren, MI 48089

List ALL Property Addresses in the city of Detroit that are owned/have been owned by: APPLICANT, PROPERTY OWNER and related entities (use a separate sheet if needed), IF GRANTED THE CLEARANCE WILL ONLY BE FOR THE ADDRESS ABOVE:

I certify that the information above is true to the best of my knowledge and understand that providing false information may deem me, my company AND the owner of the property ineligible for BSEED permit, certificate or variance.

Applicant Signature: *Kevin Deters* Date: 7/27/21

Return this form to DAH via: Email: dah\_cs@detroitmi.gov Mail/In-Person: Department of Appeals & Hearings  
Fax: 313 224-7923 2 Woodward Ave., Suite 1004, Detroit, MI 48226

DO NOT WRITE IN THIS SECTION - DAH STAFF ONLY

GRANTED Date/Time: 7-28-21 10:40am

DENIED Reviewed by: \_\_\_\_\_ Date/Time: \_\_\_\_\_

By: *Lee Mitchell*