



Coleman A. Young Municipal Center
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HEARING OFFICER:

Russell Baltimore, Planning and Development

ADVISORY CITY DEPARTMENT REPRESENTATIVES:

Eric Johnson, Buildings, Safety Engineering and Environmental Department

Jamie Murphy, City Planning Commission

Greg Moots, Planning and Development

DATE: 05/20/2022

PDD CASE: SWA 2022-00073

APPLICANT: Araneae, Inc. on behalf of Michigan First Credit Union

LOCATION: 21431 West Grand River Avenue

Notices were mailed and published which contained the following information:

PLEASE NOTE OUR HEARINGS ARE TEMPORARILY ON ZOOM

Sign waiver hearings will be both in person and on-line. ON-LINE PUBLIC ATTENDANCE IS STRONGLY ENCOURAGED. As pursuant to public health guidelines, the meeting room will be subject to space limitations, and there are NO additional opportunities for public viewing within the building.

TO OWNERS AND RESIDENTS OF PROPERTY WITHIN 300 FEET OF:
21431 W. Grand River Ave.

You are hereby notified that a hearing will be held at
2:20 PM on Thursday, May 12, 2022, in Rm. 808 of the
Coleman A. Young Municipal Center, 2 Woodward Ave.

The link below is for all our Zoom Meetings:

<https://cityofdetroit.zoom.us/j/8537820871?pwd=TGdGaVhaZTg1N2syOG1tOW42U2dSQ09>

Dial in number: +1 312 626 6799 US

Meeting ID: 8537820871

Passcode: 12345

A public hearing for the Signage Waiver and Adjustments Ordinance was held on Thursday,
May 12, 2022 @ 2:20pm by way of Zoom.

Hearing Officer Baltimore called the hearing to order.

ADVISORY CITY DEPARTMENT REPRESENTATIVES PRESENT:

Eric Johnson, Buildings, Safety Engineering, and Environmental Department

Jamie Murphy, City Planning Commission

Greg Moots, Planning and Development

Summary of the proposed signage:

Install one 19 sq. ft. internally illuminated channel letter sign on the north façade to replace an existing sign.

Summary of the Waiver request, including citation and the extent to the sign does not meet the regulation:

- 4-4-45(b) to permit more than one wall sign to be erected on a facade.
- 4-4-62(b) to permit sign area in excess of 500 sq ft.

I. STATEMENTS FROM THE ADVISORY CITY DEPARTMENT REPRESENTATIVES: Inspector Johnson described the need for a waiver of 4-4-45(b) to permit more than one wall sign to be erected on a façade. The proposed sign exceeds the allowable amount of signage for this location. Since this building is on a corner, there is an ability to combine the two façade allowances because the building is on a corner lot.

Ms. Murphy was not present for the hearing but has submitted a statement that says the proposed sign is replacing an existing sign of the same size and is therefore compliant with the signage approved by the PD Ordinance for the property.

II. ARGUMENT FOR THE SIGNAGE WAIVER OR ADJUSTMENT FROM THE APPLICANT:
Present from the Applicant: Representing the applicant: Kyle Hurley, Saroki Architecture; Sam Zeidman & Brad Petty, Jiffy Signs, on behalf of Michigan First Credit Union.

Mr. Hurley presented the argument for the waiver. He stated that the sign is to replace an existing sign for a previous tenant and that the sign will be in the same location and size. He also argued that since site location is on a corner, they should be allowed to combine the east and north façade allowance to increase the allowable size of the sign. This sign is to announce the presence of Michigan First Credit Union within the Meijer store.

III. PUBLIC COMMENTS:

There were no public comments in favor or opposed to the waiver.

IV. ACTION OF THE HEARING OFFICER:

APPROVED

We have reviewed the applicant's proposal and find that it although it exceeds the criteria set forth in **Section 4-4-45 (b)**, we find that allowing the sign to be constructed to replace an existing sign is in keeping with the spirit of the ordinance. We also agree that the applicant can combine the sign allowance from two facades to increase the allowable amount of signage at this location.

V. APPEALS OF ADMINISTRATIVE DECISIONS

For any petition that is approved, approved with conditions, or denied, notice of the opportunity to appeal the decision of the Director of the Planning and Development Department, or the Director's Designee, as authorized by **Section 4-4-23** of the **Detroit City Code** and the deadline by which such appeal must be made, as well as a certificate of the right to appeal in a form acceptable to the **Department of Appeals and Hearings** within **30 days of receipt** of the determination letter.

You can find a copy of the certificate of right to appeal here:

<https://detroitmi.gov/sites/detroitmi.localhost/files/2020-12/DAH-right%20to%20appeal%20certificate-PDD%20sign%20waiver-ADMINISTRATIVE%20APPEAL-2020.pdf>

Sincerely,

A handwritten signature in black ink, appearing to read "Russell Baltimore", with a long horizontal line extending to the right.

Russell Baltimore
Assistant Director Design Review
Planning and Development Department

c: K. Gage
G. Moots
E. Johnson
J. Murphy