

Donovan Smith
Chairperson
Melanie Markowicz
Vice Chair/Secretary

Marcell R. Todd, Jr.
Director

City of Detroit
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

Kenneth R. Daniels
David Esparza, AIA, LEED
Ritchie Harrison
Lauren Hood, MCD
Gwen Lewis
Frederick E. Russell, Jr.
Rachel M. Udabe

February 29, 2024

HONORABLE CITY COUNCIL

RE: Request of Allied Signs, Inc., on behalf of Courtyard by Marriott for PCA (Public Center Adjacent) Special District Review of a proposed sign at 333 East Jefferson Avenue – Millender Center (**RECOMMEND APPROVAL**)

REQUEST

The City Planning Commission (CPC) has received a request from Allied Signs, Inc., on behalf of Courtyard by Marriott for PCA (Public Center Adjacent) Special District Review of proposed a proposed sign at the Millender Center located at 333 East Jefferson Avenue. This request is being made consistent with the provisions of Sections 50-3-222 and 50-11-96 of the Detroit Zoning Ordinance.

PROPOSED SIGN

The applicant is requesting approval to replace an existing high-rise identification sign that was recently removed from the building with a new high-rise identification sign that would match current branding for Courtyard by Marriott. The sign would be located on the East Jefferson Avenue façade, oriented southeastward in the direction of the Renaissance Center. The sign would be approximately 40 feet wide by 4 feet tall, with a small one and a half foot “BY MARRIOTT” sign at the bottom. The applicant has submitted information on existing Marriott signs present. However, no other alterations to existing signage are proposed.

REVIEW AND ANALYSIS – City Code Chapter 4

Chapter 4 of the Detroit City Code, Advertising and Signs, includes requirements for signs citywide. Below is a summary of Chapter 4 as it relates to this proposal.

- The Millender Center is located within the Central Business District. The Central Business District corresponds with the “High-density commercial/industrial sign district” per Section 4-1-1 of the City Code.
- The proposed sign meets the following sign type definitions:
 - Business sign – means a sign containing a commercial message that is intended to direct attention to a principal business or principal commodity, service, or entertainment that is conducted, sold, or offered on the premises on which the sign is located, or if the sign is located in the right-of-way then on the premises adjacent to the location of the sign, at a large scale and intensity that is reasonably proportional to the degree of physical presence or economic activity of the business,

commodity, service, or entertainment at such premises. Identification signs and sponsorship signs are types of business signs.

- Identification sign – means a type of business sign that is intended solely to identify either a principal business or profession, which is conducted on and physically occupies the premises where the sign is located, or the name and street number of a building or structure on the premises.
- Wall sign – means a sign that is affixed to and supported by, or painted or projected upon, the exterior wall or parapet of a building or structure, with the orientation of the sign face in a direction that is approximately parallel to the orientation of the façade of the wall or parapet.
- Wall signs are permissible in all sign districts. In any High-density commercial/industrial sign district, not more than one wall sign is permissible for any façade of a building with the exception that on any premises containing a multi-tenant building, not more than one wall sign is permissible for each ground floor tenant space.
- In any high-density commercial/industrial sign district, the area of any wall sign must not exceed 60 percent of the area of the façade to which the sign is affixed.
- Section 4-4-63 permits additional aggregate area for business signs that qualify as a “high-rise identification sign” (not defined by chapter 4). Below are the chapter 4 requirements for high-rise identification signs with staff comments.
- Section 4-4-63(a)(1) High-rise identification signs. On any building or structure located within the Central Business District that does not contain a roof sign and for which the height of the roofline or parapet exceeds 100 feet, not more than two high-rise identification signs are permissible, subject to the following:
 - a. The minimum clearance of each sign must be 100 feet.
Staff comment: As indicated on the Building Signage plan, the proposed sign would have a minimum clearance of approximately 110 feet (116’-8” height to roofline minus 6’-7 7/16” letterset height). Compliant.
 - b. For any sign with a clearance of at least 100 feet but less than 200 feet, the area of the sign must not exceed two square feet per linear foot of building width.
Staff comment: The Millender Center has an approximate building width of 230 feet along East Jefferson Avenue, this would permit a maximum sign area of 460 square feet. The proposed sign would be just over 160 square feet, significantly less than the maximum area permitted. Compliant.
 - c. Not more than one high-rise identification sign may be located on any façade of a building or structure.
Staff comment: The proposed sign would be replacing a smaller high-rise sign on the East Jefferson Avenue façade that was previously removed (see Project Proposal). No other high-rise identification signs are existing on this façade. Compliant.
 - d. Not more than two high-rise signs may be located on any premises.
Staff comment: Based on staff’s review of aerial imagery, the proposed sign would constitute a second high-rise sign on the premises. The proposed sign would be replacing a smaller high-rise sign that was previously removed. There is one existing high-rise sign for Renaissance City Club Apartments. Compliant.
 - e. Any high-rise identification sign may be illuminated, either internally or externally, but may not be dynamic.
Staff comment: As indicated on the Installation Plan, the sign would be internally illuminated and would not be dynamic. Compliant.

Based on the above analysis, it appears that the proposed sign design would comply with Chapter 4 of the City Code subject to BSEED granting a sign permit subsequent to Council approval.

REVIEW AND ANALYSIS – PCA District Review Criteria

There are eighteen PC District Review Criteria listed in Section 50-11-67 of the Zoning Ordinance. As stated in Section 50-3-225, the purpose of this design review “is to ensure harmony with the Public Center and for consistency with the spirit, intent, and purpose of the Zoning Ordinance.” Criteria #11 below is the most applicable to the proposed sign:

(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.

Staff comments: The sign would be tastefully designed and would be more visually appealing than the previous sign in this location. The sign would also be similar in character and appearance to existing wall signs located near the intersection of East Jefferson Avenue and Brush Street (see Existing Signs). Lastly, the sign would be located and oriented in relation to the hotel arrival area off East Jefferson Avenue.

CONCLUSION AND RECOMMENDATION

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

Respectfully submitted,



Marcell R. Todd, Jr., Director
Eric Fazzini, City Planner
Jamie Murphy, City Planner

Attachments: Project Proposal
Existing Signs
Building Signage Plan
Installation Plan

cc: David Bell, Director, BSEED
Eric Johnson, BSEED

February 29, 2024

**A RESOLUTION AUTHORIZING ALTERATIONS IN A PC ZONING DISTRICT AT
MARINERS' CHURCH, 170 EAST JEFFERSON AVE.**

BY COUNCIL MEMBER _____:

WHEREAS, Allied Signs, Inc., on behalf of Courtyard by Marriott, proposes exterior alterations (a sign) at 333 East Jefferson Avenue; and

WHEREAS, Courtyard by Marriott at 333 East Jefferson 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 description of the PCA zoning district classification is provided for in Section 50-11-81 of the Zoning Ordinance as follows:

The Public Center Adjacent District (Restricted Central Business District) includes property in close proximity to the Public Center 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 City Council has received the CPC staff recommendation of support in the CPC report dated February 29, 2024 as well as the Planning and Development Department report dated February 2, 2024; and

WHEREAS, the City Council has reviewed and concurs the CPC recommendation, **NOW THEREFORE BE IT**

RESOLVED, that the Detroit City Council hereby approves the proposed exterior alterations as presented in the submitted plans and referenced in the above referenced CPC staff report.



**PLANNING AND
DEVELOPMENT DEPARTMENT**

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

Phone 313•224•1339
www.detroitmi.gov

City Planning Commission
208 CAYMC
Detroit, MI 48226

February 2, 2024

Commissioners:

Following is the review by the Planning and Development Department for replacement of the of the existing Courtyard by Marriott sign submitted by pesona Signs LLC on the upper portion of the hotel tower at 333 E. Jefferson Ave. (BSEED Permit number SGN2023-00163). As the property is zoned PCA (Public Center Adjacent), this review is required under Sec. 50-11-96.

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

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 replacement of the high-rise sign seems appropriate to direct traffic to the hotel. It's appearance blends with the architecture of the building, and the individual letters are preferable to the existing cabinet sign.*

The Planning and Development Department supports the proposed sign replacement at 333 East. Jefferson. We conclude that the proposed sign will not change the character of the surrounding downtown area adjacent to the Public Center and is appropriate for the building.

Respectfully submitted,

Gregory Moots
Lead Planner-Office of Zoning Innovation
Planning and Development Department

CC: Antoine Bryant, Director
Karen Gage

BUILDING SIGNAGE

STANDARD SPECS ARE USED FOR THIS PROPOSAL

1

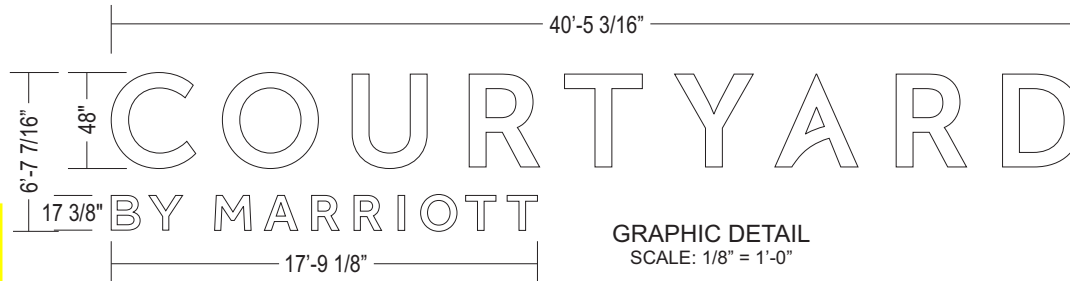


EXISTING
8'-0" X 12'-0" +/- WALL SIGN



TECHNICAL SURVEY REQ BEFORE PRODUCTION

PROPOSED



GRAPHIC DETAIL
SCALE: 1/8" = 1'-0"

Illumination levels of 3500 NITS from 6 am – 10 pm and 160 NITS from 10 pm – 6 am.

Scope of work:

1. Remove existing wall sign and scrap
2. Patch and paint old mounting and electrical penetrations on wall surface
3. Paint entire background for a clean uniform look
4. Install new channel letters by connecting to existing power at sign location

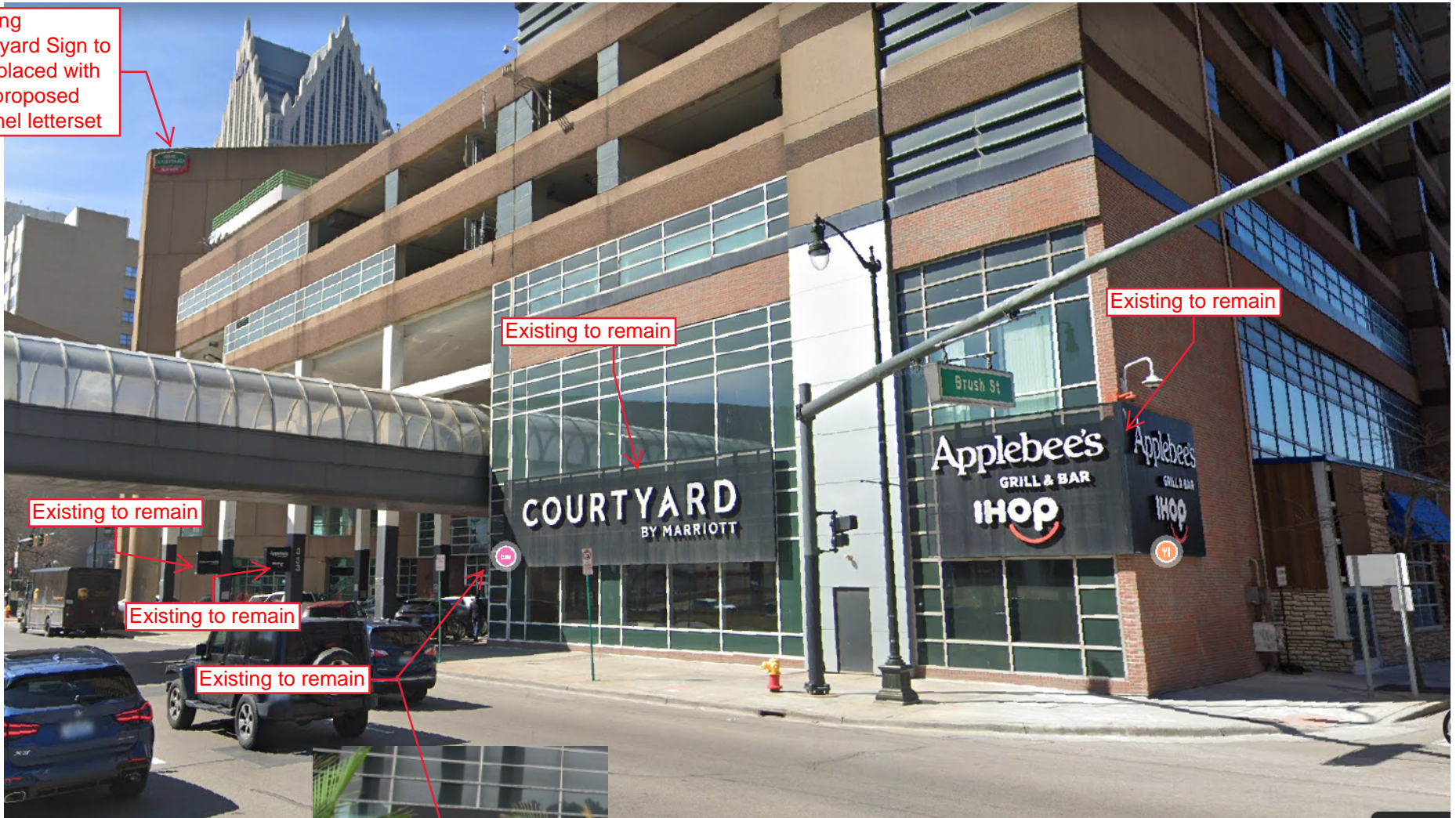
 <p>persona SIGNS LIGHTING IMAGE</p>	<p>Persona Signs, LLC 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com</p>	<p>Customer: COURTYARD</p>	<p>Project No.: 391476</p>	<p>Request No.: 50792</p>	<p> This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.</p>	<p>Customer Approval (Please Initial):</p>
		<p>Location: DETROIT, MI</p>	<p>Prepared By: JR/MW/JR/CM/QP/PVC</p>	<p>This is an original document created by Persona Signs, LLC provided specifically to the client for the client's personal use. This document should not be shared, reproduced, disclosed or otherwise used without written permission from Persona Signs, LLC.</p>		<p>Approval Date:</p>
		<p>File Name: 391476 - R5 - DETROIT, MI</p>	<p>Date: 11/10/23</p>	<p>Revision: 5</p>		

COURTYARD

BY MARRIOTT

333 E JEFFERSON
DETROIT, MI 48226

Existing
Courtyard Sign to
be replaced with
new proposed
channel letterset



Existing to remain

Existing to remain

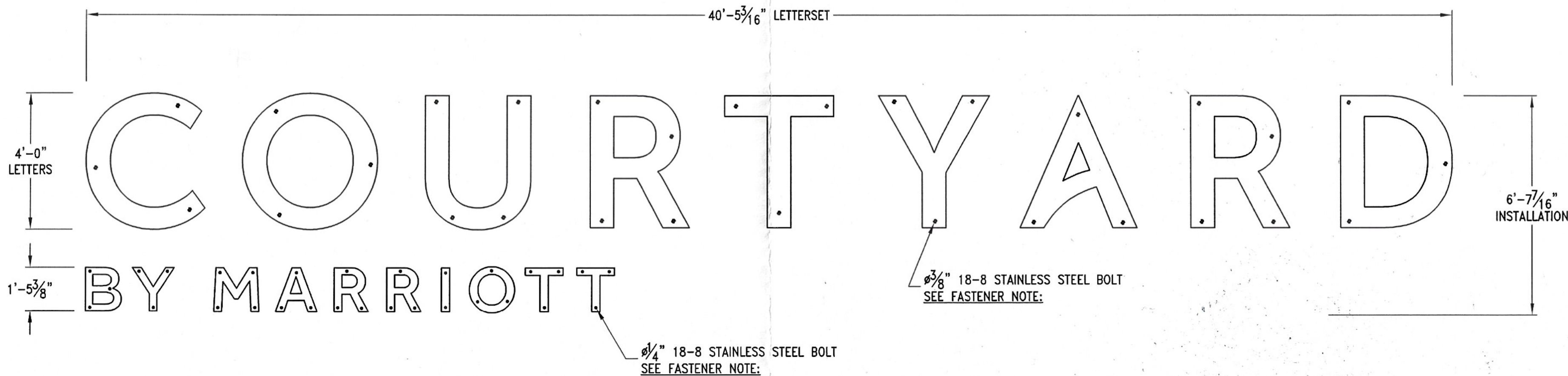
Existing to remain

Existing to remain

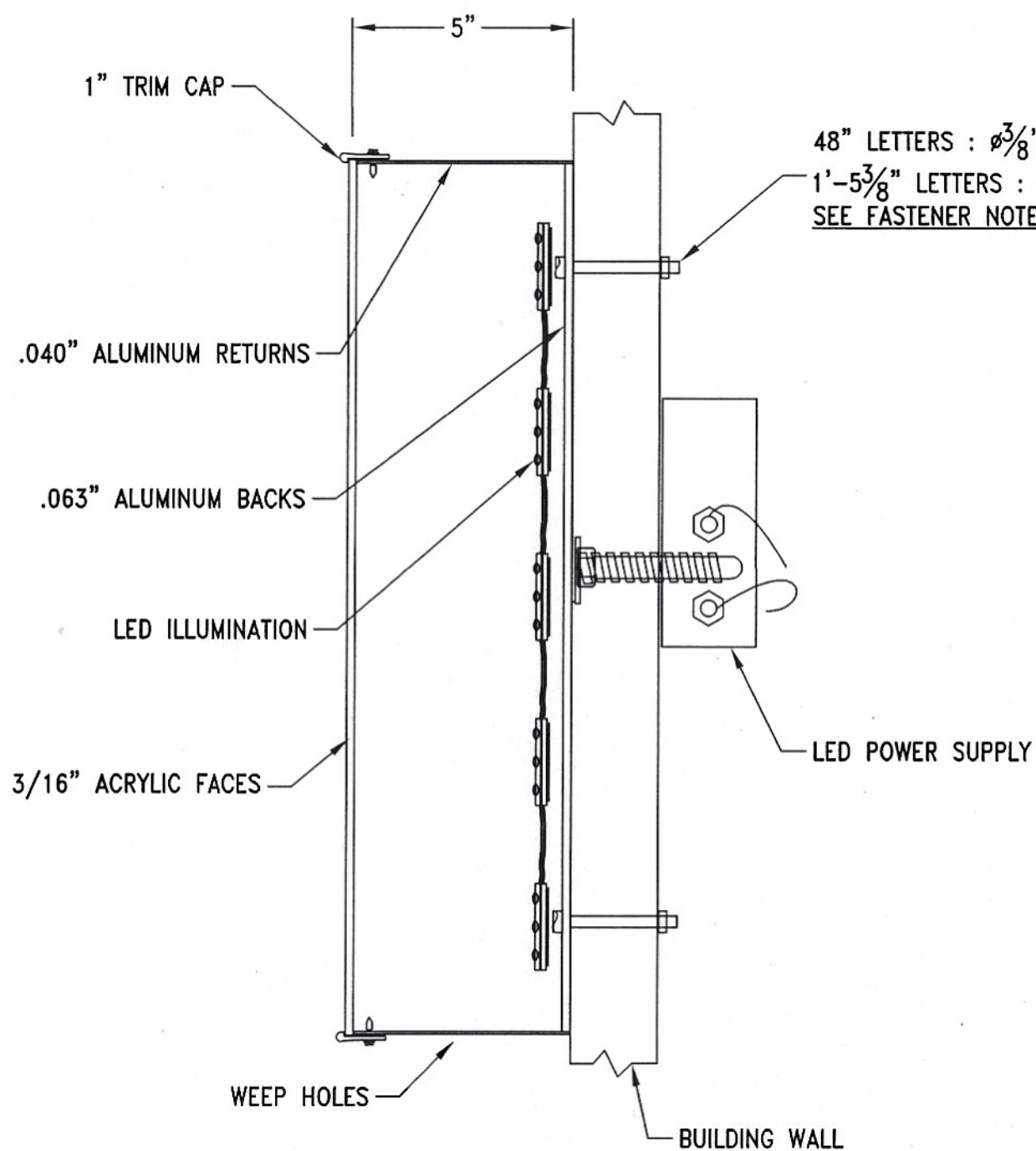
Existing to remain



***NOTE: See separate document uploaded with existing sign measurements



ELEVATION VIEW



DETAIL VIEW

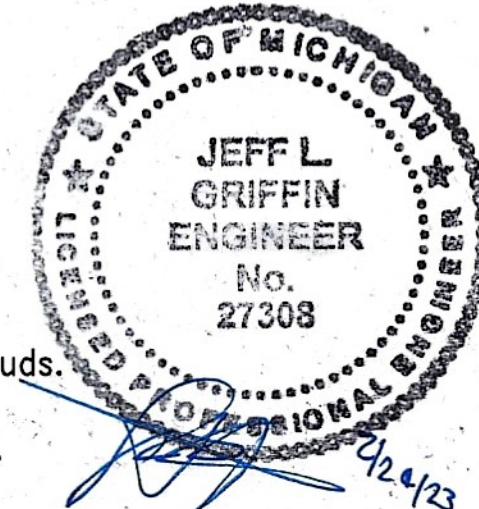
48" LETTERS : $\phi 3/8$ " 18-8 STAINLESS STEEL BOLT
 1'-5 3/8" LETTERS : $\phi 1/4$ " 18-8 STAINLESS STEEL BOLT
 SEE FASTENER NOTE:

DESIGN WIND LOAD:
 Based on the Michigan Building Code Rules (2015 IBC) using Risk Category II, Exposure C and 115 mph wind speed.

DESIGN SNOW LOAD:
 Based on Ground Snow Loads.

FASTENER NOTE:
 Use 18-8 stainless steel bolts, w/spacers thru EIFS, as listed:
 Toggle bolts in hollow concrete block or plywood sheathing.
 Self drilling, self tapping hex washer head screws in metal studs.
 Lag bolts in wood studs.
 All thread bolts with blocking between studs without sheathing.
 $\phi 3/8$ " HILTI:
 HIT-IC inserts embedded 3-1/8" with HY-70 adhesive in brick.
 HLC Sleeve anchors embedded 1-1/2" in concrete.
 $\phi 1/4$ " HILTI:
 HIT-IC inserts embedded 2" with HY-70 adhesive in brick.
 HLC Sleeve anchors embedded 1 1/8" in concrete.

NOTE:
 All electrical to be in accordance with U.L., the NEC and local code.



SITE:
 Courtyard by Marriott
 333 East Jefferson
 Detroit, Michigan 48226

A	22 Feb 23	RELEASED FOR PERMITTING	J. HOGAN
REV	DATE	DESCRIPTION	APPROVED
Robert-James & Associates, Inc. 12255 West 187th Street, Mokena Illinois 60448-9737 phone: 708-479-8385 fax: 708-479-8395 email: rja37@comcast.net			
TITLE STACKED LED CHANNEL LETTERS FOR INSTALLATION ON BUILDING WALL			
DRAWN BY	A. KLOTZKE	DATE 22 Feb 23	SCALE NONE
CHECKED BY	J. HOGAN	DATE 22 Feb 23	DRAWING NUMBER 2302215
		SHEET 1 OF 1	REV. A

PROJECT PROPOSAL



MARSHA: DTWDC

OWNERSHIP: MARRIOTT / COURTYARD DETROIT, MI



Persona Signs, LLC
 700 21st Street Southwest
 PO Box 210
 Watertown, SD 57201-0210
 1.800.843.9888 • www.personasigns.com

Customer:
COURTYARD
 Location:
DETROIT, MI
 File Name:
391476 - R1 - DETROIT, MI

Project No.:	391476	Request No.:	37240
Prepared By:	JR		
Date:	01/09/23	Revision:	0

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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Customer Approval (Please Initial):

Approval Date: