

Donovan Smith  
Chairperson  
Melanie Markowicz  
Vice Chair/Secretary

Marcell R. Todd, Jr.  
Director

**City of Detroit**  
**CITY PLANNING COMMISSION**  
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Frederick E. Russell, Jr.  
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**CORRECTED REPORT**

June 20, 2024

**HONORABLE CITY COUNCIL**

**RE: Special District Review for the Roasting Plant at 660 Woodward Avenue, for installation of two replacement signs and a new blade sign at the First National Building in a PCA (Public Center Adjacent/Restricted Central Business) zoning classification. (RECOMMEND APPROVAL)**

The City Planning Commission (CPC) has received a request to permit the installation of five signage elements for the existing Roasting Plant Coffee Shop at 660 Woodward Avenue, the First National Building. The site falls within the confines of a PCA (Public Center Adjacent/Restricted Central Business) zoning district, which requires approval by your Honorable Body following review and recommendation from the Planning and Development Department (P&DD) and the CPC. It also falls within the Financial District Historic District and requires the review and approval of the Historic District Commission (HDC).

**BACKGROUND**

In 2013 a new coffee shop, the Roasting Plant, located to the First National Building at the corner of Woodward and Cadillac Square with new business signage. The primary identification sign along the Cadillac Square façade was originally deemed by CPC and PDD to be in violation of the City Code provision prohibiting signage from covering architectural features. In this case the sign ran horizontally covering the vertical pilaster that defines the bays of the façade. (see attached image) City Council was supportive of allowing the sign and the two agencies conceded to a less restrictive interpretation of the provision. As a result the currently installed signs were approved and permitted.

**REVIEW**

The proposed signage includes replacement signs for the primary sign along Cadillac Square and the sign above the entrance facing Woodward Ave. While the proposed signage is generally the same height as the existing, 12 inches, it differs in a couple of ways. The current letters of the signs are royal blue and trimmed with a light gray outline. The letters of the proposed signs are dark blue without any trimming. The present and proposed sign along the north facing façade along Cadillac Square reads, "Roasting Plant." The present sign above the west facing Woodward Ave. entrance reads the same. The proposed replacement sign at the Woodward Ave. entrance adds a word and reads, "Roasting Plant Coffee." The sign on the north facade decrease from 32.7 sq. ft. to 29.7 sq. ft. The sign on the west façade increased from 20.1 sq. ft. to 30.4 sq.

ft. The proposal also includes the addition of a new 5.5 sq. ft. circular blade sign at the corner of the building. The sign is dark blue bearing white lettering and the company logo.

Please see the attached drawings depicting the existing signage as well as the details of this proposal.

Current sign regulations differ from those of ten years ago. Presently Chapter 4 of the 2019 Detroit City Code limits a tenant of this type to one sign. Therefore, the petitioner will also be required to seek a waiver from the PDD for the excess signage. As this site is also located within a local historic district, it will also be subject to the review and approval of the Historic District Commission (HDC).

### **CONCLUSION AND RECOMMENDATION**

CPC staff find the proposed signage to be consistent with the spirit and intent of the PCA zoning district and recommends approval with the understanding that a waiver will need to be sought from PDD and review by the HDC is also required. Consistent with procedure PDD has also reviewed this matter and recommends approval, please see the attached report.

Also, attached for Your consideration is a resolution approving the proposed signage, should Your Honorable Body concur with the staff's recommendation and be so inclined to adopt.

Respectfully submitted,



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

**A RESOLUTION AUTHORIZING PROPOSED SIGNAGE FOR 660 WOODWARD AVE., THE FIRST NATIONAL BUILDING WHICH IS LOCATED IN A PCA ZONING DISTRICT**

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

**WHEREAS**, Metro Signs has submitted a permit request for proposed sign at the Roast Plant located within the First National Building at 660 Woodward Ave.; and

**WHEREAS**, the First National Building is located within a PCA (Public Center Adjacent) zoning district; and

**WHEREAS**, work to be performed within the PCA zoning districts requires Special District Review and the PCA zoning district classifications are described 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 report dated June 20, 2024 as well as the Planning and Development Department report; and

**WHEREAS**, the City Council has reviewed the proposed signage and concurred with the CPC and PDD recommendations of approval, **NOW THEREFORE BE IT**

**RESOLVED**, that the Detroit City Council hereby approves the proposed Roasting Plant signage in the First National Building at 660 Woodward Ave. as depicted in the drawings prepared by Metro Signs and dated February 8, 2024 and referred to in the CPC report of June 20, 2024 with the following condition:

That the petitioner submit final, site plans, elevations, landscape, lighting and signage plans to CPC staff for review for consistency with approved plans prior to the issuance of applicable permits.



Detroit City Planning Commission  
208 CAYMC  
Detroit, MI 48226

April 18, 2024

RE: Public Center Adjacent (PCA) Review of two wall signs and projecting sign at 660 Woodward Avenue for Roasting Plant. (SGN2024-00127, 00128 and 00129)

### **RECOMMEND APPROVAL**

The following is the Planning and Development Department's (PDD) review of the two proposed wall signs on the building located at 660 Woodward Avenue, at the northwest corner for Roasting Plant Coffee. Proposed are a new, non-illuminated, 5.55 sq ft projecting sign at the corner, a 30.4 sq ft. internally illuminated wall sign on the west replacing the existing 20.1 sq. ft one, and an internally illuminated 29.7 sq ft wall sign replacing the existing 32.7 sq. ft. north-facing one. A waiver from the one-wall-sign standard of 4-4-45(b) will be required, as only one wall sign is permitted for each ground floor tenant. This site is also within the Financial District Historic District and will need to obtain review and a Certificate of Appropriateness from the Historic District Commission. This review is carried out per Sec. 50-11-96 of the Zoning Ordinance for the review of developments located in the Public Center Adjacent (PCA) zoning district.

Following is our response to the applicable criteria from Sec. 50-11-97, with our response in italics.

(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 signage is compatible with the character of the First National Building and does not interfere with the architectural features of the building.*

Because of the conformance to the above standards for development in the PCA district, P&DD is pleased to support the three proposed sign changes to 660 Woodward Avenue. Note that this recommendation is only for the purposes of the PCA review and not for the historic or waiver reviews.

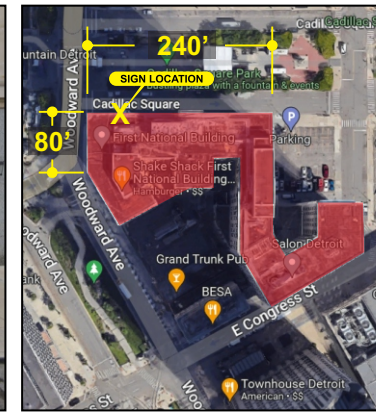
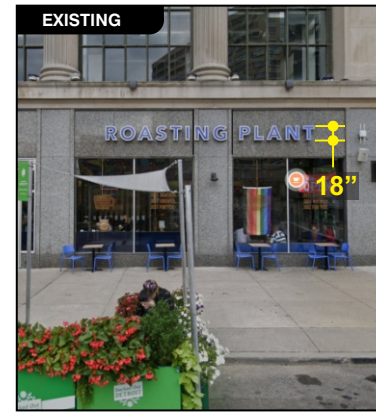
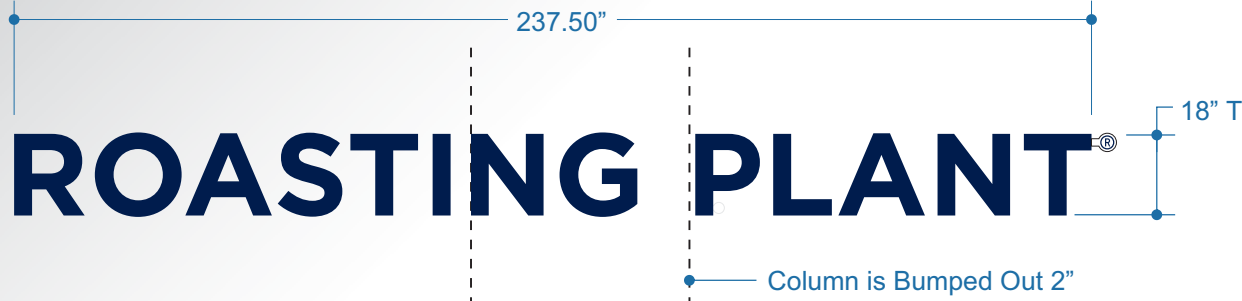
Respectfully Submitted,

Gregory F. Moots  
Lead Planner

CC: Karen Gage, Director, Office of Zoning Innovation

Dara O'Byrne, Deputy Director

North elevation facing Cadillac Square is 16' h x 240' w = 3,840 sq feet  
 proposed wall sign is 1.5' x 19.79' = 29.685 sq feet at 13.33' underclearance  
 existing sign to be replaced is 1.5' x 21.833' = 32.74 sq feet



**METRO SIGNS**  
 & LIGHTING

**METRO DETROIT OFFICE:**  
 11444 Kaltz Avenue, Warren, MI 48089

**GRAND RAPIDS OFFICE:**  
 6490 E. Fulton, Ada, MI 49301

Phone: 586-759-2700  
 www.metrosoal.com

Project: Roasting Plant Coffee

Project Description: New Channel Letters

Address: 660 Woodward Ave  
 Detroit, MI 48226

Date: 2/8/2024

File Name: Roasting Plant 230420 Design02.cdr

Drawing Title: Roasting Plant 230420 Design02  
 North Elevation Channel Letters Pg 2  
 Design Number

**Design02**

Sales: Eric Ropelewski  
 Drawn By: Connie Fotiu

**Project Number**  
**230420**

Revised By: Connie Fotiu

Date: 2/26/2024 #2

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**FLUSH MOUNT TRIMLESS CHANNEL LETTERS**

**Mounting Hardware**  
 3/8"x4" Dia. Stainless Steel Wedge Anchor

**Letter Faces**  
 Plexiglass 2447 White

**Vinyl**  
 Vinyl to Match PMS# 2768c

**Letter Returns**  
 Painted to Match PMS# 2768c

**Illumination**  
 White LED

**PMS# 2768c**

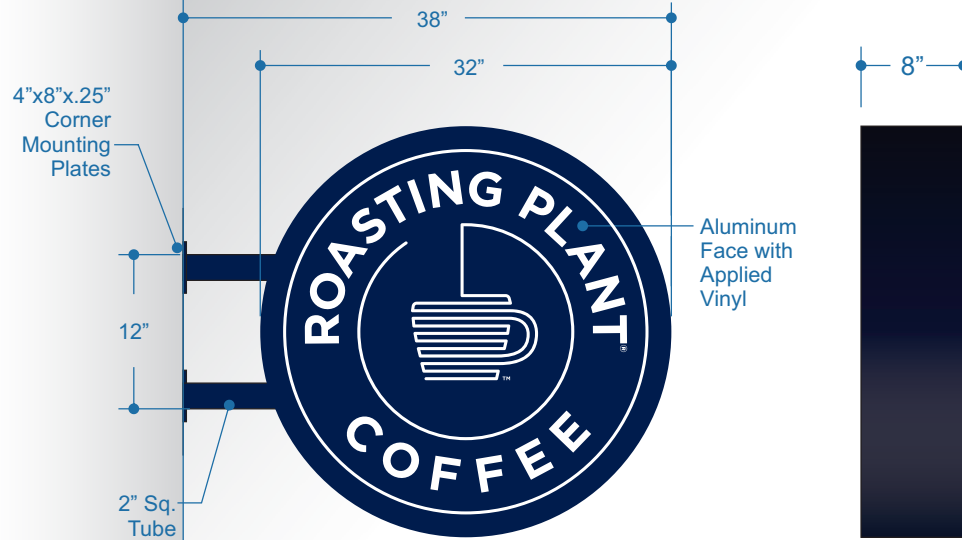
Notes  
 New, Illuminated, Flush Mounted, Trimless Channel Letters

Sign Dimensions  
 18.61"x234" Overall - 30.24 Sq. Ft.

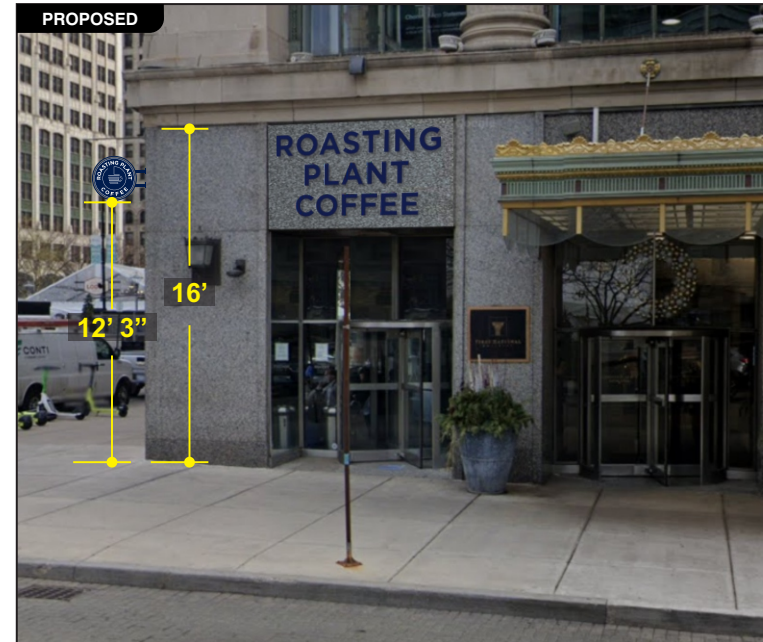
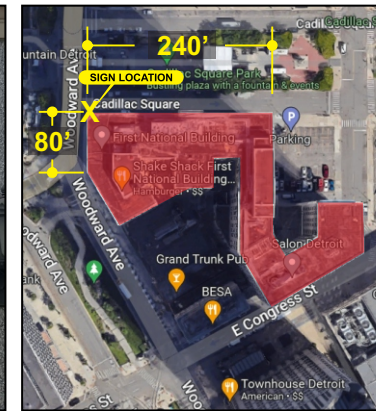
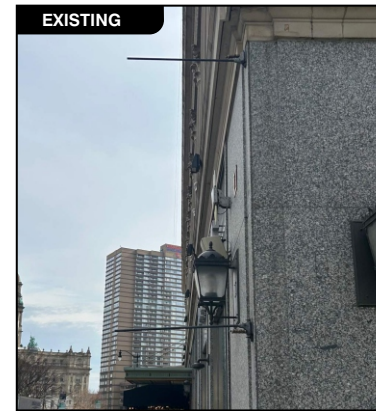
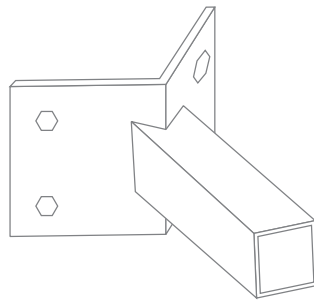
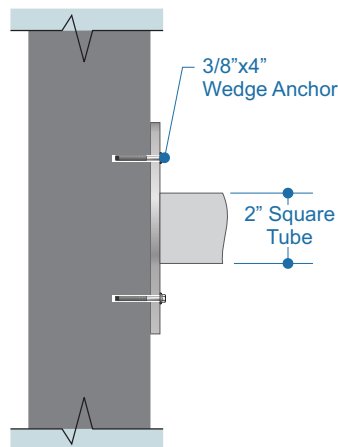
Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_



Non illuminated projecting sign at 12.25 foot underclearance  
 2.66' circle = 5.55 sq feet in area



**NON-ILLUMINATED BLADE SIGN**



Notes  
 New, Double Sided, Non- Illuminated Blade Sign

Sign Dimensions  
 32" Dia. - 5.58 Sq. Ft.

Customer Signature

Date:



**METRO DETROIT OFFICE:**  
 11444 Kaltz Avenue, Warren, MI 48089

**GRAND RAPIDS OFFICE:**  
 6490 E. Fulton, Ada, MI 49301

Phone: 586-759-2700  
 www.metrosoal.com

Project:  
 Roasting Plant Coffee

Project Description:  
 Non-Illuminated Blade Sign

Address  
 660 Woodward Ave  
 Detroit, MI 48226

Date:  
 2/8/2024

File Name:  
 Roasting Plant 230420 Design02.cdr

Drawing Title:  
 Roasting Plant 230420 Design02  
 Exterior Blade Sign Pg 3

Design Number  
**Design02**

Sales: Eric Ropelewski  
 Drawn By: Connie Fotiu

**Project Number**  
**230420**

Revised By: XXX

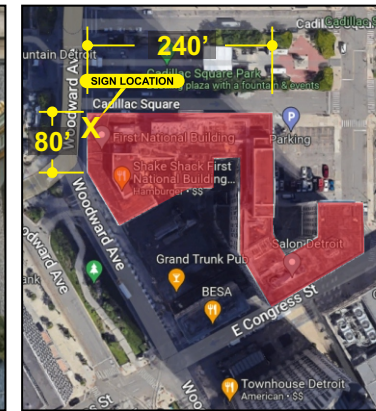
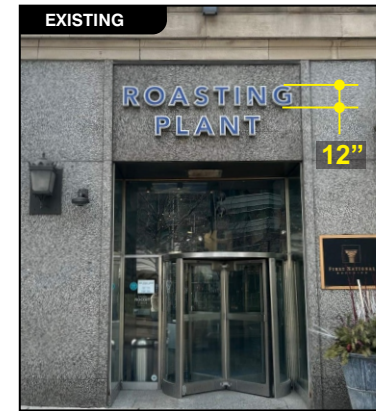
Date: XXX

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West elevation facing Woodward is 16' h x 80' w = 1,280 sq feet  
 proposed wall sign is 3.875' x 7.854' = 30.43 sq feet at 11.66' underclearance  
 existing wall sign to be replaced is 2.583' x 8.083' = 20.87 sq feet



# ROASTING PLANT<sup>®</sup> COFFEE



**METRO SIGNS**  
 & LIGHTING

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 11444 Kaltz Avenue, Warren, MI 48089

**GRAND RAPIDS OFFICE:**  
 6490 E. Fulton, Ada, MI 49301

Phone: 586-759-2700  
 www.metrodal.com

Project: Roasting Plant Coffee

Project Description: New Channel Letters

Address: 660 Woodward Ave, Detroit, MI 48226

Date: 2/8/2024

File Name: Roasting Plant 230420 Design02.cdr

Drawing Title: Roasting Plant 230420 Design02 West Elevation Channel Letters Pg 1 Design Number

**Design02**

Sales: Eric Ropelewski | Drawn By: Connie Fotiu

**Project Number**  
**230420**

Revised By: XXX

Date: 2/9/2024 #1

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**Vinyl**  
 Vinyl to Match PMS# 2768c

**Letter Returns**  
 Painted to Match PMS# 2768c

**Illumination**  
 White LED

**PMS# 2768c**

**UL LISTED**

Notes  
 New, Illuminated, Flush Mounted, Trimless Channel Letters

Sign Dimensions  
 46.50"x94.25" Overall - 30.43 Sq. Ft.

Customer Signature \_\_\_\_\_ Date: \_\_\_\_\_