

City of Detroit

Donovan Smith
Chairperson
Melanie Markowicz
Vice Chair/Secretary

Marcell R. Todd, Jr.
Director
Christopher Gulock, AICP
Deputy 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

Adrian-Keith Bennett
Kenneth R. Daniels
David Esparza, AIA, LEED
Ritchie Harrison
Gwendolyn A. Lewis, MBA
Frederick E. Russell, Jr.
Rachel M. Udabe

February 20, 2025

HONORABLE CITY COUNCIL

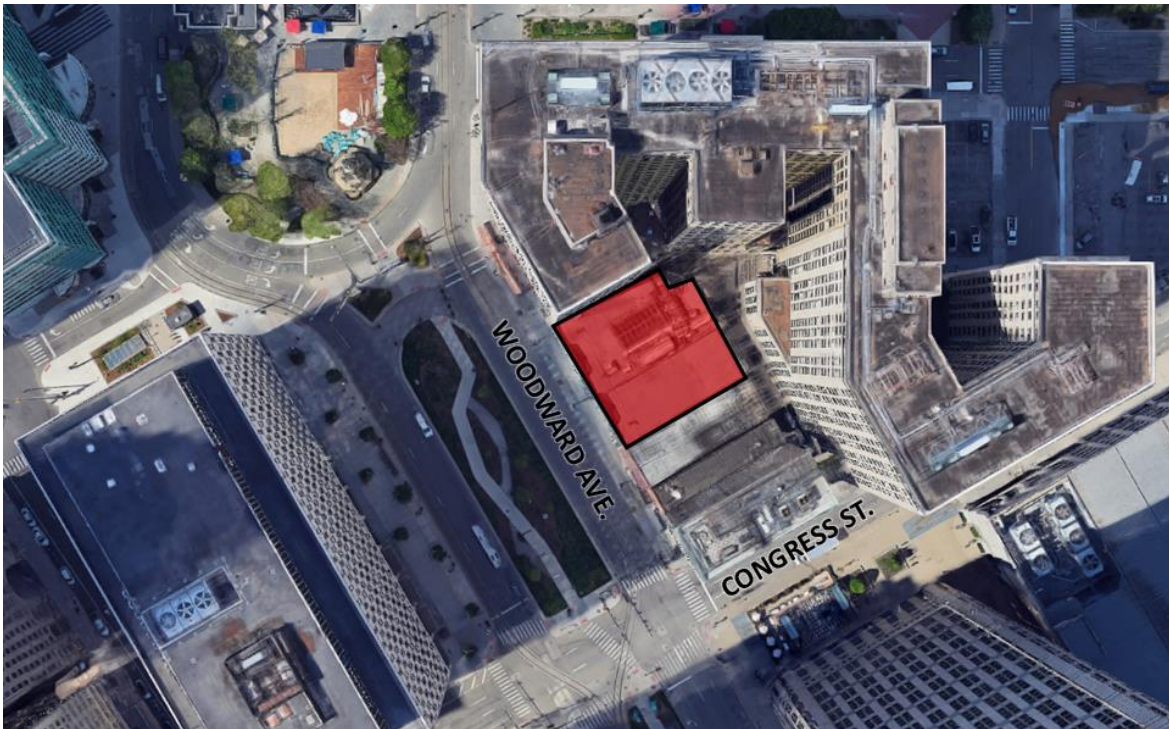
RE: Request of Metro Signs & Lighting on behalf of Bedrock Detroit for PCA (Public Center Adjacent) Special District Review of two proposed signs located at 630 Woodward Avenue. **(RECOMMEND APPROVAL)**

REQUEST

The City Planning Commission (CPC) has received a request from Metro Signs & Lighting on behalf of Bedrock Detroit for PCA (Public Center Adjacent) Special District Review of two proposed signs at 630 Woodward Avenue. This request is being made consistent with the provisions of Section 50-3-222 of the Detroit Zoning Ordinance.



Subject property



Location of subject property

PROPOSED PROJECT

630 Woodward Avenue is an existing four-story building on the east side of Woodward Avenue between Congress Street and Cadillac Square. The building was purchased by Bedrock in 2013 and renovated to house the Bedrock Headquarters in 2017. A Chipotle restaurant occupies a ground-floor retail space at the south side of the building.

Two new signs are proposed to be installed on the front (west) façade, one on the awning over the main entrance and one near the top of the building just below the cornice.



Proposed awning sign over main entrance

The proposed awning sign over the main entrance measures 7” x 50” (2.43 square feet) and will be constructed of white trimless channel letters attached to the existing awning as pictured above. The sign will be internally illuminated, which means that the lighting is installed inside the letters and shines out through the translucent faces.



Rendering of proposed wall sign near top of building

The proposed wall sign near the top of the building just below the cornice measures 36” x 42” (10.5 square feet) and will be black aluminum with white halo lighting (the light is installed behind the solid sign and illuminates the wall behind and the edges of the sign). This sign replaces a similar sign in the same location as shown below:



Existing wall sign to be replaced

Although Section 4-4-45(d) of the sign ordinance does not allow wall signs to be located higher than 40 feet, the applicant has applied to the Planning & Development Department for a waiver of this requirement and has been granted the waiver which is attached for reference.

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 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 signs are appropriately scaled for the building and are comparable in size to other nearby signs. They do not cover any architectural features.*

- (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 signs are straightforward, easy to read, and don't detract from the building. They convey needed information to both vehicles and pedestrians.*

Design

The Planning & Development Department (PDD) has reviewed the proposed signage and recommends approval. Their recommendation is attached. As this property is located in the Financial District Local Historic District, the review and approval of the Historic District Commission is required and has been obtained.

CONCLUSION & RECOMMENDATION

Consistent with the above and Section 7.5 of the CPC bylaws, the CPC staff recommends approval of the proposed changes.

Respectfully submitted,



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

Attachment: Drawings of proposed signs
PDD Recommendation
PDD Sign Waiver
Resolution

cc: Dara O'Byrne, Deputy Director, PDD
Karen Gage, PDD
Greg Moots, PDD
David Bell, Director, BSEED
Eric Johnson, BSEED
Conrad Mallett, Corporation Counsel
Daniel Arking, Law Department

**A RESOLUTION AUTHORIZING ALTERATIONS IN A PCA ZONING DISTRICT
AT 630 WOODWARD AVE.**

BY COUNCIL MEMBER _____:

WHEREAS, Metro Signs & Lighting on behalf of Bedrock Detroit proposes to install two signs at 630 Woodward Avenue; and

WHEREAS, 630 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

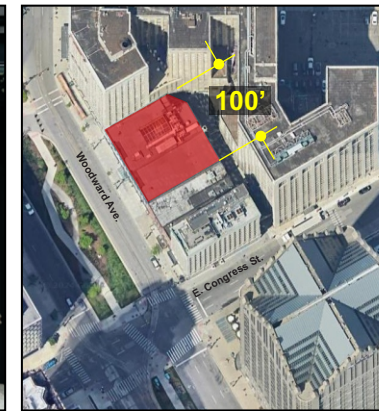
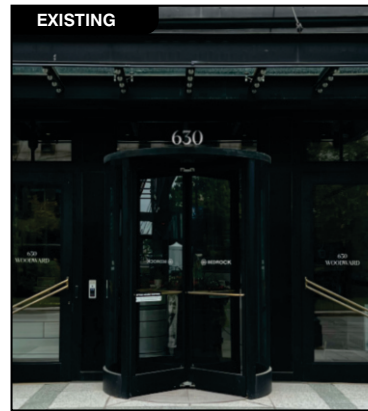
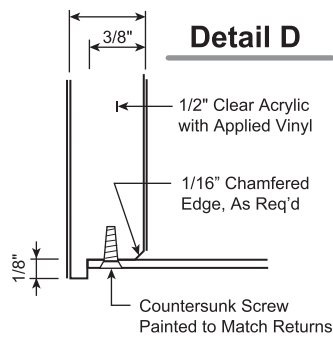
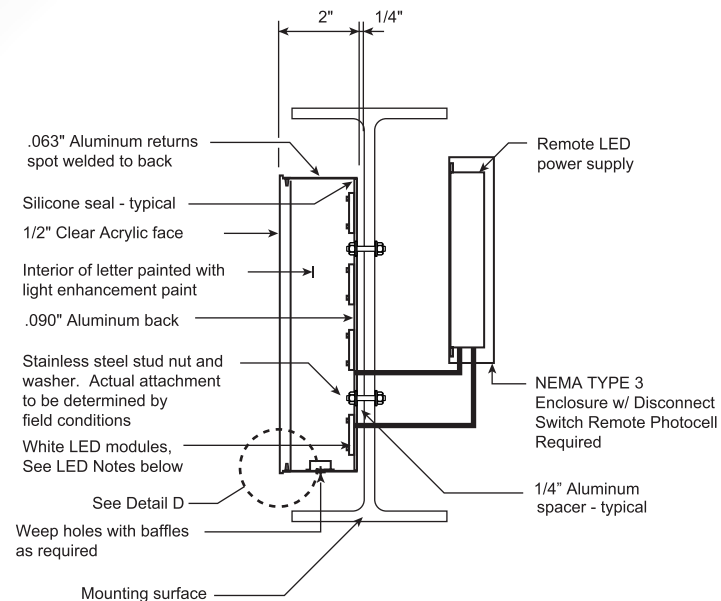
WHEREAS, the Planning and Development Department and Historic District Commission have provided favorable review; and

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 Metro Signs & Lighting and dated October 9, 2024, 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 the issuance of applicable permits.

SGN2024-00520 - internally illuminated letters above entry door
 0.583' x 4.16' = 2.42 sq feet / 2" projection / 11.95' underclearance
 west elevation facing Woodward is 60' high x 100' wide = 6,000 sq feet



Scope of Work:
 • Illuminated Entrance Sign
 • White Trimless Channel Letters

Additional Notes (barriers To Production Must Be Resolved Before Production Can Start)
 Confirm Sign Band Measurements
 Confirm Fabrication

Sign Dimensions:
 7.30"x50" Overall - 2.53 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.metrosof.com

Project:
 BEDROCK

Project Description:
 ENTRANCE SIGN

Address:
 630 WOODWARD AVE
 DETROIT, MI 48226

Date:
 10/9/2024

File Name:
 241666 Bedrock.cdr

Drawing Title:
 241666 Bedrock
 C Entrance Sign REV-00 Pg 5

Revision Number REV-00	
Sales: Joe Stelzer	Drawn By: Connie Fotiu

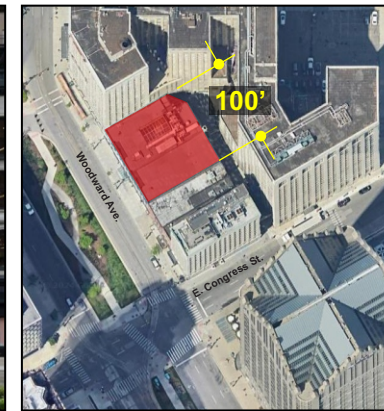
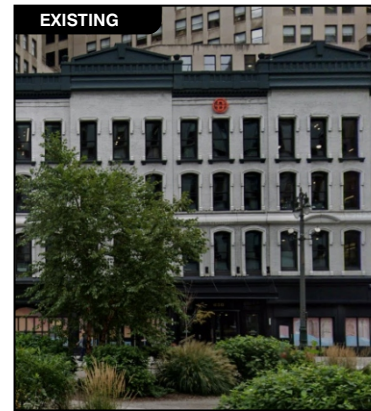
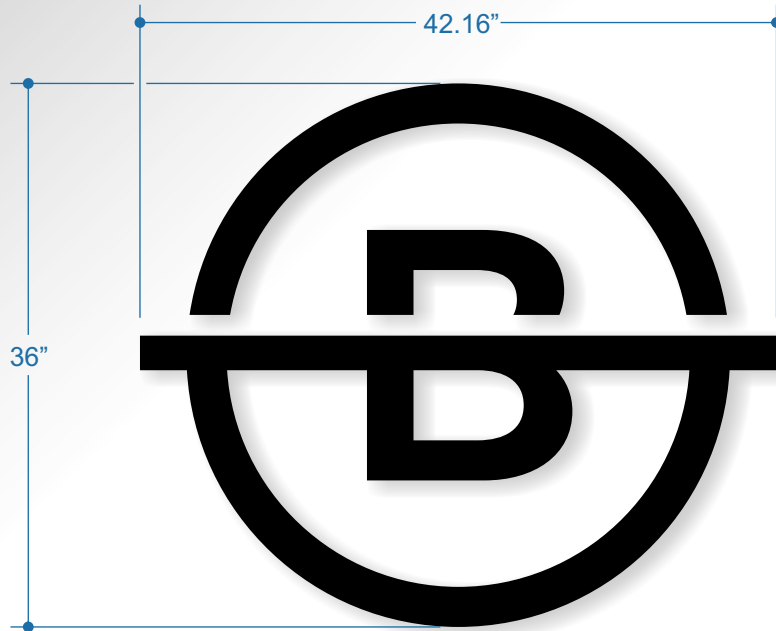
Project Number
241666

Revised By: XXX

Date: XXX

© 2024 - This is an original, unpublished drawing created by Metro Detroit Signs. It is submitted for your approval. It is not to be shown to anyone outside your organization, reproduced or copied in any fashion. Ownership of this design is held by Metro Detroit Signs. Authorization to use this design must be obtained by Metro Detroit Signs. Colors depicted are a graphic representation. Refer to call-outs for actual colors to be used.

SGN2024-00519 - halo lit "B" wall sign
 3' x 3.513' = 10.539 sq feet / 6.5" projection / 49.5' underclearance
 west elevation facing Woodward is 60' high x 100' wide = 6,000 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.metroсал.com

Project:
 BEDROCK

Project Description:
 HALO LIT EXTERIOR WALL SIGN

Address:
 630 WOODWARD AVE
 DETROIT, MI 48226

Date:
 10/9/2024

File Name:
 241666 Bedrock.cdr

Drawing Title:
 241666 Bedrock
 E Halo Lit Exterior Wall Sign
 REV-00 Pg 7

Scope of Work:
 • Halo Lit Channel Logo

Additional Notes (barriers To Production Must Be Resolved Before Production Can Start)
 • Note Bump Out in Brick

Sign Dimensions:
 36"x42.16" Overall - 10.54 Sq. Ft.

Customer Signature:

Date:

HALO LIT CHANNEL LETTERS		INSTALL		
<p>TYPICAL SECTION DETAIL NOT TO SCALE</p>	<p>A. Non-Corrosive Securement Using Appropriate Mounting Hardware</p> <p>B. Liquid Tight Conduit w/ Connectors -Letter to Trans. Box</p> <p>C. 1/2" Flexible Conduit Whip to 120v Power</p>	<p>D. 20 amp 120v Circuits Required (supplied by others)</p> <p>E. Disconnect Switch Provided @ Each End of Transformer Can</p> <p>F. Grounded / Bonded Wire Connection from Letter Return to Transformer Can (Required)</p>	<p>1 FACE: MATERIAL: Aluminum COLOR: Black Black</p>	
	<p>MOUNTING HARDWARE</p> <p>A- 3/8" x4" Expansion Anchor into Brick</p> <p>Notes: Note Bump Out in Brick</p>		<p>2 RETURNS: MATERIAL: 5" DEEP x .063 ALUM. COLOR: Black Black</p>	
			<p>3 ILLUMINATION: MATERIAL: LED COLOR: White</p>	<p>4 STANDOFFS: MATERIAL: 1/2" (2 1/4" LONG) ALUM. SLEEVES W/ WASHERS COLOR: Painted to Match Wall</p>
			<p>5 BACKS: MATERIAL: .177 CLEAR POLYCARBONATE NOTE: BACK RECESSED INTO RETURN 3/4"</p>	<p>6 ELECTRICAL: POWER SUPPLIES BEHIND WALL 20 AMP CIRCUIT(S) REQUIRED @ 120 V.</p>

Revision Number REV-00	
Sales: Joe Stelzer	Drawn By: Connie Fotiu

Project Number
241666

Revised By: XXX

Date: XXX

© 2024 - This is an original, unpublished drawing created by Metro Detroit Signs. It is submitted for your approval. It is not to be shown to anyone outside your organization, reproduced or copied in any fashion. Ownership of this design is held by Metro Detroit Signs. Authorization to use this design must be obtained by Metro Detroit Signs. Colors depicted are a graphic representation. Refer to call-outs for actual colors to be used.



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

Phone: 313.224.1339
Fax: 313.224.1310
www.detroitmi.gov/pdd

HEARING OFFICER:

Russell Baltimore, Planning and Development

ADVISORY CITY DEPARTMENT REPRESENTATIVES:

Eric Johnson, Buildings, Safety Engineering and Environmental

Jamie Murphy, City Planning Commission

Greg Moots, Planning and Development

DATE: 02/17/2025

PDD CASE: SWA2024-00519

APPLICANT: Kevin Deters, Metro Detroit Signs for Bedrock Real Estate Services

LOCATION: 630 Woodward Ave.

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:

630 Woodward Ave.

You are hereby notified that a hearing will be held online and in person at

2:00 PM on February 13, 2025, in Rm. 808 of the
Coleman A. Young Municipal Center, 2 Woodward Ave.

The link below is for this Teams meeting:

<https://www.microsoft.com/microsoft-teams/join-a-meeting>

Meeting ID: 211 787 888 515

Passcode: 652vV74r

Dial in number: 469-998-6602

Phone Conference ID: 375 340 165#

A public hearing for the Signage Waiver and Adjustments Ordinance was held on **Thursday, February 13, 2025 @ 2:30pm** by way of Teams and in person in Rm. 808 of the Coleman A. Young Municipal Center, 2 Woodward Ave.

Hearing Officer Russell Baltimore representing the Planning and Development Department called the hearing to order.

ADVISORY CITY DEPARTMENT REPRESENTATIVES PRESENT:

Greg Moots, Planning and Development

Eric Johnson, Buildings, Safety Engineering, and Environmental

Jamie Murphy, City Planning Commission

Summary of the proposed signage: Install a round **10.5 sq ft** externally lit wall sign on the Woodward Avenue façade at a height of **52.5 ft**.

Summary of the waiver request and the extent to which the sign does not meet the regulations: Waivers are requested from **Sec. 4-4-45(d)** to permit a sign **12.5 ft** higher than the **40 ft** permitted.

I. STATEMENTS FROM THE ADVISORY CITY DEPARTMENT REPRESENTATIVES:

Inspector Johnson provided a summary of the application submittal from BSEED. The application was reviewed on 11/18/2024. He stated that reviews took place on 11/21/2024 and it was found that the proposed height is above the maximum 40' height allowed by the ordinance.

Ms. Murphy stated that the parcel is zoned PCA this sign will have to go to City Council for review and approval.

II. ARGUMENT FOR THE SIGNAGE WAIVER OR ADJUSTMENT FROM THE APPLICANT: Representing the applicant online: Kevin Deters, Metro Detroit Signs; Joe Stelzer; Metro Detroit Signs; and Gage Minkley, Bedrock.

Mr. Baltimore administered the oath to the representatives from the signage contractor and ownership. They responded in the affirmative.

Mr. Deters and Mr. Stelzer shared their screen with an image of the existing signage that is to be replaced. Mr. Deters stated that the purpose of this proposal was to replace the existing orange and white logo sign and replace it with a new black and white sign that represents Bedrock's updated branding. They stated that the existing sign is above the 40' height restriction and the new sign will be installed in the same location.

Mr. Baltimore asked them if they had an illustration of the proposed sign. Mr. Deters showed an image of the existing sign then an image of the updated proposed sign.

Mr. Minkley responded with additional arguments based on the criteria for the waiver.

III. PUBLIC COMMENTS:

There were no public comments in favor or against the waiver.

IV. ACTION OF THE HEARING OFFICER:

APPROVED

For the request of a waiver from **Sec. 4-4-45(d)** to permit a sign **12.5 ft** higher than the **40 ft** permitted, we find that this request is:

- (1) Without the requested waiver, the sign would be subject to one or more practical difficulties that would substantially hinder the communicative potential of the sign.
- (2) The requested waiver or adjustment is necessary to address all practical difficulties referenced in the first bullet, as no form of alternative signage in accordance with this chapter could effectively eliminate all such practical difficulties;
- (3) The requested waiver or adjustment would be sufficient to effectively eliminate all practical difficulties referenced in the first bullet;
- (4) The requested waiver or adjustment will not have a detrimental effect on the privacy, light, or air of the premises or neighboring premises;
- (5) The requested waiver or adjustment will not substantially affect the use or development of the subject premises or neighboring premises;
- (6) The requested waiver or adjustment will not substantially impair, detract from, or otherwise affect the aesthetic value of the subject premises or neighboring premises
- (7) The requested adjustment will not in any way increase the potential for distraction to, obstruct the flow of, or otherwise harm pedestrians or motor vehicles passing within view of the sign; and
- (8) We have determined that the proposed signage for the subject premises, submitted as part of the application for the waiver or adjustment, is in general accord with the spirit and intent of the regulations outlined in this chapter.

This is not an approved permit. Please submit this document to the Building Safety Engineering and Environmental Department to proceed with your sign permit application.

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,



Russell Baltimore

Assistant Director Design Review

Planning and Development Department

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



**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 17, 2025

Commissioners:

Following is the review by the Planning and Development Department for the installation of two signs at 630 Woodward for Bedrock:

- A 7" x 50" (2.4 sq ft) internally illuminated wall sign. (BSEED Permit number SGN2024-00520) located on the awning over the Woodward Avenue entrance, and
- A 3' x 3.5' externally (halo) illuminated wall sign (SGN2024-00519) located at the top of the building on the Woodward Avenue façade, replacing the existing logo.

Both plans are prepared by Metro Signs and Lighting and dated 10/9/2024. The Historic District Commission has approved the signs. A sign waiver for a wall sign above 40 ft in height was also approved for SGN2024-00519. 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 location and scale of the signs on the building are appropriate, as the one fits within the height of the awning and the other is centered on the building. The design does not detract from the building.*

The Planning and Development Department supports the proposed signs at 630 Woodward Avenue. 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

CC: Dara O'Byrne, Deputy Director
Karen Gage