



Detroit City Planning Commission
208 CAYMC
Detroit, MI 48226

May 13, 2020

RE: Public Center (PC) and Public Center Adjacent (PCA) Review of signage changes for the rebranding of and the addition of a dumpster enclosure at the TCF Center at 1 Washington Blvd. **(RECOMMEND APPROVAL)**

The following is the Planning and Development Department's (PDD) review of the now-complete signage changes that are part of the rebranding of the former Cobo Center to TCF Center and the addition of a dumpster enclosure. Regarding the signs, all previously approved signage is retained with the name changed to TCF. Three large red COBO names on the east side, added in 2002, have been removed. Three new TCF signs on the east side are added in this petition, located directly over the original location of the red COBO signs. Also, two additional signs are proposed. The fourth new sign proposed is to install the TCF logo on the roof of the ballroom (the former Cobo Arena) flush with the roof surface. The fifth new sign proposed is to install the logo at the corner of Congress and Washington Boulevard directly over the animated display.

The site is zoned PCA on the north and PC on the south. This review is carried out per Sec. 50-11-97 for the review of developments located in the Public Center Adjacent (PCA) zoning district and 50-11-67 for Public Center (PC) zoning district (the criteria are identical). Following is our response to the applicable criteria, with our response in italics.

- (2) Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development; *The dumpster enclosure does relate to the appearance of the wall to which it is adjacent. It is below grade from Jefferson.*
- (3) The proposed development should be compatible with surrounding development in terms of land use, general appearance and function and should not adversely affect the value of adjacent properties; *See previous.*
- (4) Vehicular and pedestrian circulation facilities should be adequately designed to meet expected demands; disruption of traffic flow in surrounding areas should be minimized; truck traffic should be carefully planned and controlled; *Trucks can access the dumpster enclosure from the existing circulation routes.*

- (9) Appropriate buffering and screening of service, loading, refuse collection, mechanical and electrical equipment and parking areas should be provided; *The enclosure is screened on both the top and sides.*
- (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 new signs generally replace the existing “Cobo” signs. The new sign on the roof will not be visible to the general public. There is an increase in the overall area of signage, but it appears to be appropriate to the scale of the TCF Center. The brightness of the illumination will have to be monitored, of course.*

Because of the conformance to the above standards for development in the PC and PCA districts, the PDD is pleased to support the proposed changes to the TCF Center.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Karen M. Gage". The signature is written in black ink and is positioned to the left of the typed name and title.

Karen Gage, Director
Office of Zoning Innovation

CC: Katy Trudeau, Deputy Director
Gregory F. Moots, Lead Planner