



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

Phone: 313.224.1339
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www.detroitmi.gov/pdd

NOTICE OF HEARING

Sign waiver hearings will be both in person and on-line. **ON-LINE PUBLIC ATTENDANCE IS STRONGLY ENCOURAGED.** There are NO additional opportunities for public viewing within the building.

TO OWNERS AND RESIDENTS OF PROPERTY WITHIN 300 FEET OF:

1208 Woodward Ave.

You are hereby notified that a hearing will be held online and in person at
2:00 PM on September 18, 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: 222 516 136 813 6

Passcode: 6gc9wd76

Dial in number: 469-998-6602

Phone Conference ID: 677 139 505#

Any citizen, owner or resident of property (or his/her duly authorized representative) may express his/her comments, statements, or opinions concerning the proposed sign waiver either in writing to the Department, by email at signwaiver@detroitmi.gov or at this hearing.

PDD Case: SWA2025-00199, 00390, 00391, 00392, and 00393
Applicant Roger Riddick of Fairmont Signs Inc. for General Motors
Location: 1208 Woodward Ave.

Summary of the proposed signage:

- Four 20 ft. x 20 ft (400 sq ft) internally illuminated wall signs (SGN2025-00199, 390, 391, 392) at a height of 152 ft on the four sides of the building
- A 14 sq ft arcade sign above the west entrance at 12 ft (SGN2025-00393)

Summary of the waiver request and the extent to which the sign does not meet the regulations:

A waiver is requested from sections:

- 4-4-45(d) to permit a wall sign above 112 ft (280%) taller than the 40 ft permitted
- 4-4-7 to permit signs to cover architectural features (the windows)
- 4-4-32(c) to permit an arcade sign 8 ft (133%) larger than the 6 sq ft permitted for arcade signs.

NOTICE TO HANDICAPPED PERSONS

PDD Hearings are accessible to the handicapped. Any handicapped person needing special assistance (other than transportation) in order to participate in this hearing must notify the Department of such need at least forty-eight hours prior to the hearing. Michigan Relay is a communications system that allows hearing persons and deaf, hard of hearing, or speech impaired persons to communicate by telephone. Users may reach Michigan Relay by dialing 7-1-1 and then connecting with the Zoom conference number above. There is no additional charge to use this service. Please contact 313-590-1922 with any requests for accommodations.

CRITERIA FOR WAIVER

Per Sec 4-4-22(j), PDD may approve a petition for a waiver or adjustment only upon finding that such waiver or adjustment satisfies all of the following:

1. That, without the requested waiver or adjustment, the sign would be subject to one or more practical difficulties that would substantially hinder the communicative potential of the sign;
2. That 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. That the requested waiver or adjustment would be sufficient to effectively eliminate all practical difficulties referenced in the first bullet;
4. That the requested waiver or adjustment will not have a detrimental effect on the privacy, light, or air of the premises or neighboring premises;
5. That the requested waiver or adjustment will not substantially affect the use or development of the subject premises or neighboring premises;
6. That 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. That 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. 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.