



# 1400 WOODWARD PERMIT APPLICATION

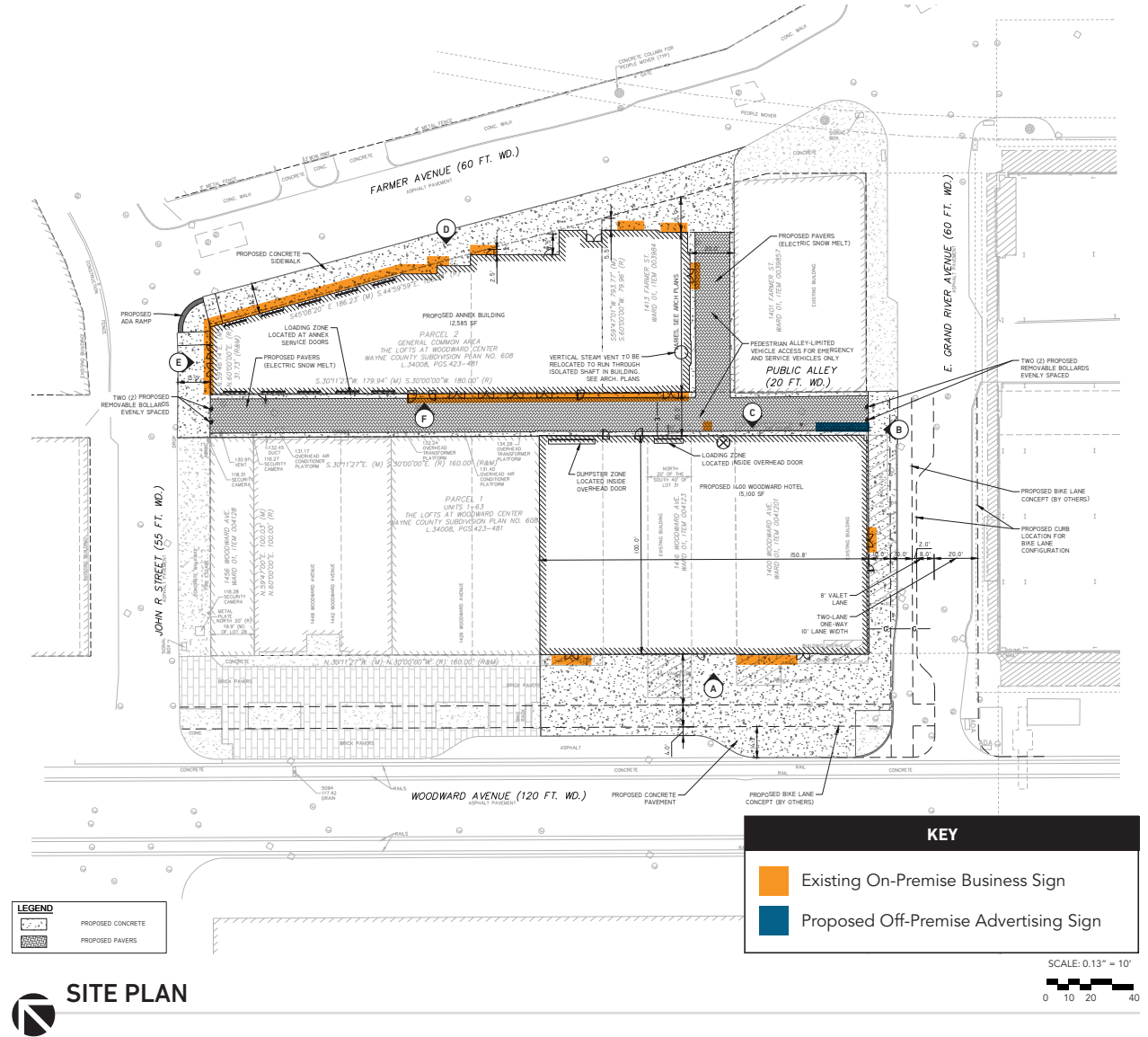
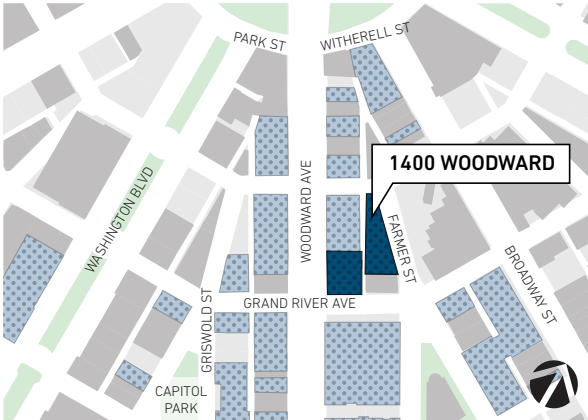
APRIL 2021



# SITE PLAN

## 1400 WOODWARD

INFORMATION	
<b>Owner Name</b>	1400 Webward Avenue LLC
<b>Premise Parcel #(s)</b>	01004120-1
<b>Zoning District</b>	B-5: Mixed - Residential/Commerical (MRC)
<b>Existing On-Premise Business Sign Size</b>	Varies
<b>Existing On-Premise Business Sign Area</b>	442.68 S.F. Total
<b>Proposed Off-Premise Advertising Sign Size</b>	45' H x 15' W
<b>Proposed Off-Premise Advertising Sign Area</b>	675 S.F.
<b>Proposed Sign Qualification</b>	Local
<b>Proposed Sign Setback from Closest ROW</b>	3'-8" from E Grand River Ave ROW
<b>Total Street Frontage</b>	659'-3" L.F.



# ELEVATION A

1400 WOODWARD

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## EXISTING ON-PREMISE BUSINESS SIGNS

### SHINOLA DETROIT (STORE) SIGN SIZE & AREA:

3' - 10" H X 11' - 8" W, 44.72 SQ. FT.

### SHINOLA DETROIT (HOTEL) SIGN SIZE & AREA:

2' - 0" H X 6' - 10" W, 13.67 SQ. FT.

### SAN MORELLO SIGN SIZE & AREA:

1' - 9" H X 13' - 3" W, 23.19 SQ. FT.

**TOTAL SIGN AREA:** 81.58 SQ. FT.



# ELEVATION A SIGNAGE

1400 WOODWARD

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**SHINOLA**  
**DETROIT**

6' - 10"

2' - 0"

**SHINOLA**  
**DETROIT**

11' - 8"

3' - 10"

*San Morella*

13' - 3"

1' - 9"



# ELEVATION B

1400 WOODWARD

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## EXISTING ON-PREMISE BUSINESS SIGNS

### SHINOLA DETROIT (HOTEL) SIGN SIZE & AREA:

2' - 0" H X 6' - 10" W, 13.67 SQ. FT.

### MADCAP COFFEE SIGN SIZE & AREA:

1' - 0" H X 9' - 4" W, 9.3 SQ. FT.

### MADCAP COFFEE BLADE SIGN AREA:

2' - 6" H X 2' - 6" W, 6.25 SQ. FT.

**TOTAL SIGN AREA:** 29.25 SQ. FT.



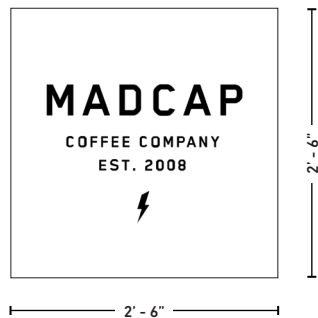
# ELEVATION B SIGNAGE

1400 WOODWARD

**SHINOLA**  
**DETROIT**



**MADCAP COFFEE**





# ELEVATION C

1400 WOODWARD

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## EXISTING ON-PREMISE BUSINESS SIGNS

### EVENING BAR SIGN SIZE & AREA:

1' - 0" H X 2' - 0" W, 2 SQ. FT.

### PROPOSED OFF-BUSINESS ADVERTISING SIGN

### PROPOSED NEW SIGN SIZE & AREA:

45' - 0" H X 15' - 0" W, 675 SQ. FT.

### PROPOSED SIGN CONSTRUCTION TYPE:

STRETCHED MESH VINYL ANCHORED TO BUILDING IN MORTAR EXCLUSIVELY

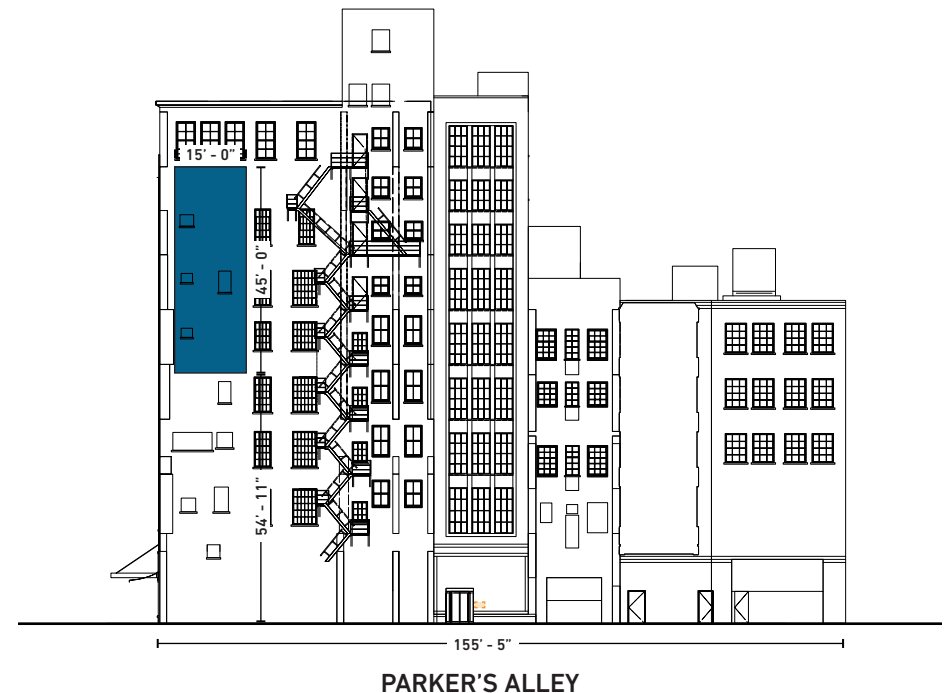
### PROPOSED SIGN ILLUMINATION:

EXTERNAL SURFACE MOUNTED LIGHTING

### PROPOSED SIGN MOTION:

STATIC

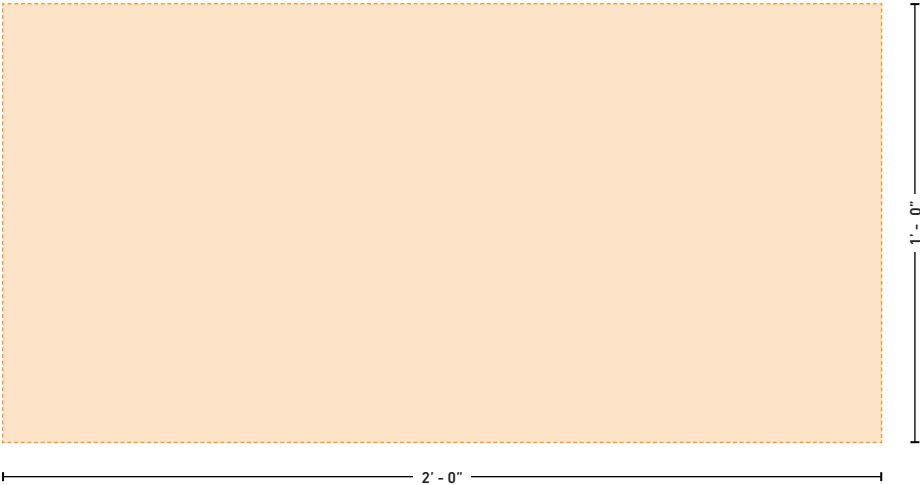
**TOTAL SIGN AREA:** 677 SQ. FT.



# ELEVATION C SIGNAGE

1400 WOODWARD

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# ELEVATION D

1400 WOODWARD

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## EXISTING ON-PREMISE BUSINESS SIGNS

### MADCAP COFFEE SIGN SIZE & AREA:

1' - 4" H X 13' - 0" W, 17.33 SQ. FT.

### POTENTIAL TENANT SIGN SIZE & AREA:

19.2" H X 96" W, 12.8 SQ. FT.

### GOOD NEIGHBOR SIGN SIZE & AREA:

19.2" H X 96" W, 12.8 SQ. FT.

### GOOD NEIGHBOR BLADE SIGN SIZE & AREA:

18" H X 24" W, 3 SQ. FT.

### PENNY RED'S SIGN SIZE & AREA:

24" H X 101" W, 16.83 SQ. FT.

### PENNY RED'S BLADE SIGN SIZE & AREA:

18" H X 24" W, 3 SQ. FT.

### THE BRAKEMAN SIGN SIZE & AREA:

46" H X 586" W, 187.19 SQ. FT.

**TOTAL SIGN AREA:** 252.96 SQ. FT.



# ELEVATION D SIGNAGE

1400 WOODWARD

MADCAP COFFEE

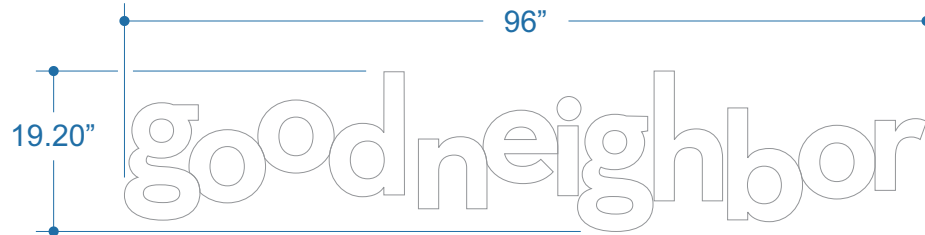
13'-0"

1'-4"



96"

19.2"



96"

19.20"



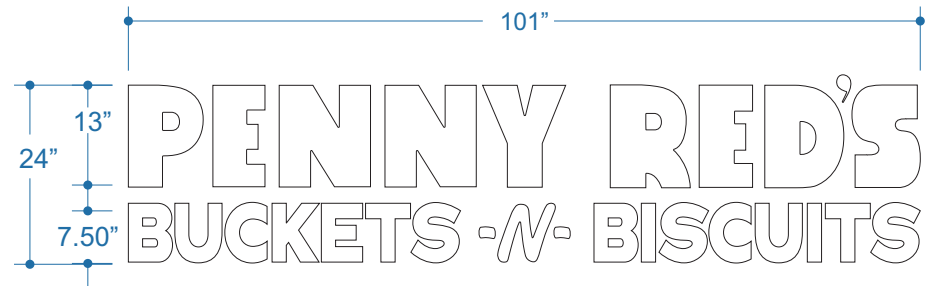
24"

23"

4"

16"

18"

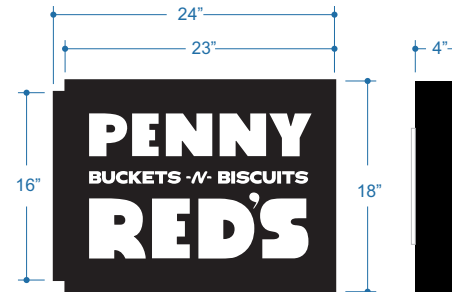


101"

13"

24"

7.50"



24"

23"

4"

16"

18"



586"

46" T



# ELEVATION E + SIGNAGE

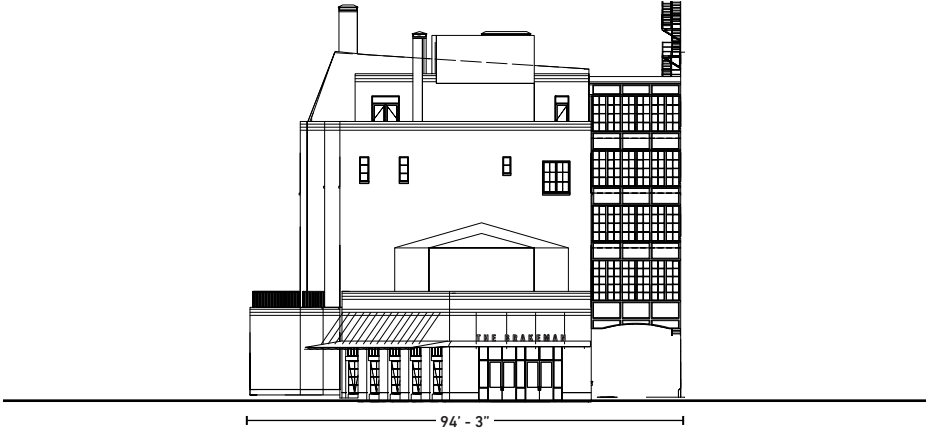
1400 WOODWARD

## EXISTING ON-PREMISE BUSINESS SIGNS

### THE BRAKEMAN SIGN SIZE & AREA:

16.01" H X 204" W, 22.68 SQ. FT.

**TOTAL SIGN AREA:** 22.68 SQ. FT.



JOHN R ST

# ELEVATION F

1400 WOODWARD

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## EXISTING ON-PREMISE BUSINESS SIGNS

### FLOWERS FOR DREAMS SIGN SIZE & AREA:

1' - 6" H X 6' - 6" W, 9.75 SQ. FT.

### FLOWERS FOR DREAMS BLADE SIGN SIZE & AREA:

18" H X 24" W, 3 SQ. FT.

### LIP BAR SIGN SIZE & AREA:

39" H X 90" W, 24.38 SQ. FT.

### LIP BAR BLADE SIGN SIZE & AREA:

18" H X 24" W, 3 SQ. FT.

### DROUGHT SIGN SIZE & AREA:

1' - 6" H X 6' - 6" W, 9.75 SQ. FT.

### DROUGHT SIGN SIZE & AREA:

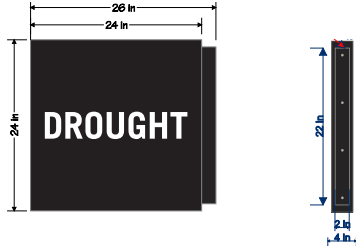
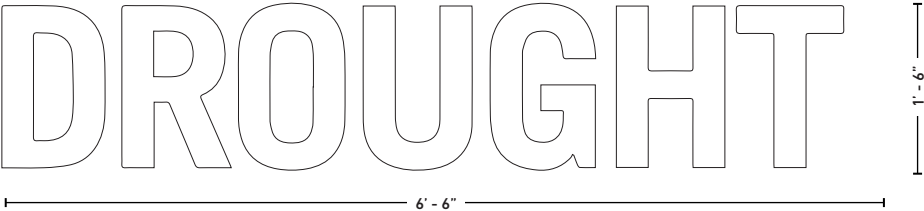
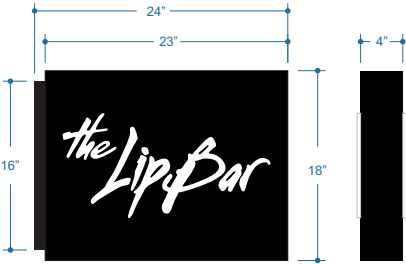
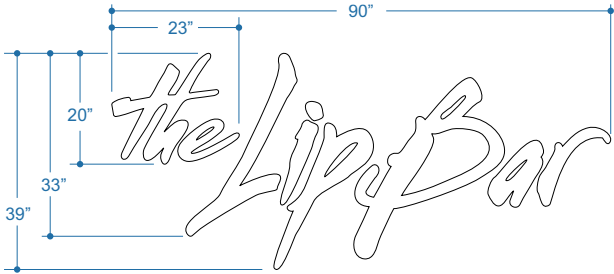
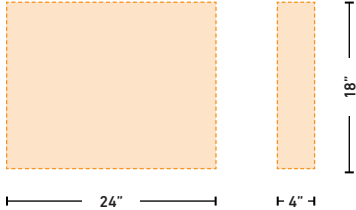
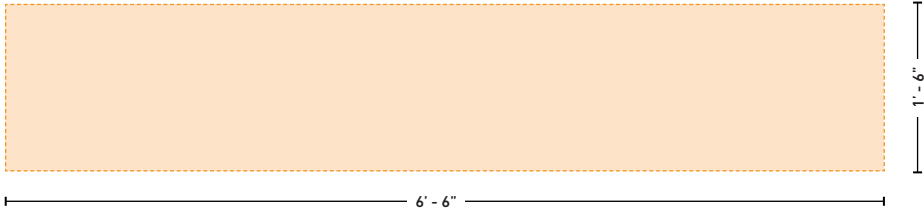
26" H X 24" W, 4.34 SQ. FT.

**TOTAL SIGN AREA:** 54.21 SQ. FT.



# ELEVATION F SIGNAGE

1400 WOODWARD



# SIGNAGE INSTALL SPECIFICATIONS

1400 WOODWARD

## MANUFACTURER ANCHOR SPEC:

STAINLESS STEEL WEDGE ANCHOR - SEE  
ADDITIONAL DETAILS ON PAGE 16.



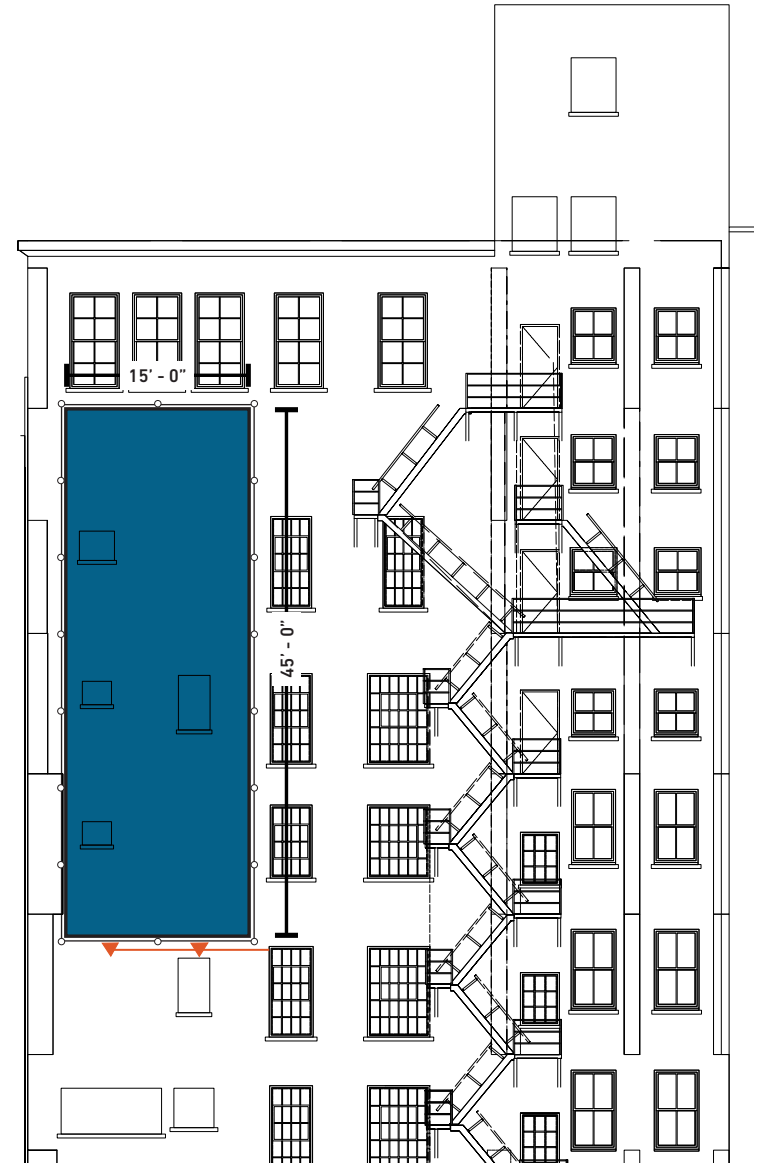
## SIZE OF ANCHORS: 3" TO 4" L X 3/8" D

- **AMOUNT OF ANCHOR POINTS:** (22) TOTAL - SEE  
ADDITIONAL DETAILS ON PAGE 16. EACH CORNER  
INCLUDES (2) ANCHOR POINTS.
- ▼ **INSTALLED LIGHTS:** (2) TOTAL - CONDUIT TO FLOOD  
LIGHT FIXTURES FACE MOUNTED TO BUILDING ALONG  
MORTAR JOINTS. SEE LIGHT SPEC ON PAGE 15.

**REPARATIONS TO AREAS AFFECTED:** TUCK POINT  
ALL MORTAR JOINTS AFFECTED BY SIGNAGE  
INSTALLATION

\*Any work related to advertising signage will not cause permanent  
impacts to facade

\*\*No future plans to open up infilled windows



# SIGNAGE MATERIAL + LIGHTING

1400 WOODWARD

## SIGNAGE SPECIFICATIONS



### Technical Data Sheet

#### UltraMesh® 100

UltraMesh® 100 is a 10 oz. PVC coated polyester mesh, printable on two sides with UV and Solvent inks. Allowing 30% air-flow through, UltraMesh 100 is best suited for large images on building, stadium and fence wraps, murals, signs, banners, protective barriers for scaffolding as well as theatrical and TV backdrops. Available in seamless wide-widths ranging from 126"- 196".

#### Material Details

CHARACTERISTICS	TEST METHOD	METRIC	ENGLISH
Support Cloth	DIN 60001	Polyester	Polyester
Yarn dtex	DIN EN ISO 2060	1100 x 1100 dtex	1000 x 1000 denier
Type of Coating	N/A	PVC	PVC
Total Weight	DIN EN ISO 2286-2	340 g/m <sup>2</sup>	10 oz/yd <sup>2</sup>
Tensile Strength	DIN EN ISO 1421	204 x 184 kgF/5cm	225 x 203 lbs/in
Tear Strength (warp/weft)	DIN 53363	2500 x 1300 kgF/5cm	168 x 55 lbs/in
Flame Resistance	DIN 75200	NFPA701, Title 19, CSFM, B1	
Low Temperature (No Crack at:)	ISO 1876	Low at -30°C	Low at -22°F
RF Weldable (Heat Sealable)	DIN 53354	Yes	Yes
Air Permeability	ISO 9237	1580 liter/m <sup>2</sup> /sec	
Fungus Resistant	ASTM G21	Treated	

#### Applications

	Back-lit	Banner	Billboard	Block-out	Building Wrap	Display Systems	Truckside
Applications		■			■		

#### Ink Printability

Solvent	Eco Solvent	UV	Screen Printing	Dye Transfer	Dye Direct
■	□	■	■		

Key: ■ - Excellent □ - Good

The information on physical and chemical characteristics is based upon tests believed to be reliable. The values are intended only as a source of information. A legally binding guarantee of specific properties is not to be inferred from our specifications. They are given without warranty and do not constitute a warranty. The purchaser should independently determine, prior to use, the suitability of this material for his/her specific purpose. (Data represents averages and is not intended for use as a specification.)

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Updated: 12/2008

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## LIGHTING SPECIFICATIONS

### FXLED150T



Color: Bronze

Weight: 20.9 lbs

<b>Project:</b>	<b>Type:</b>
<b>Prepared By:</b>	<b>Date:</b>

Driver Info	LED Info
Type Constant Current	Watts 150W
120V 1.39A	Color Temp 5000K (Cool)
208V 0.81A	Color Accuracy 72 CRI
240V 0.70A	L70 Lifespan 100,000
277V 0.60A	Lumens 20,686
Input Watts 163.60W	Efficacy 126.4 LPW

#### Technical Specifications

##### Listings

**UL Listed:**  
Suitable for wet locations. Suitable for mounting within 1.2m (4ft) of the ground.

##### IESNA LM-79 & IESNA LM-80 Testing:

RAB LED luminaires and LED components have been tested by an independent laboratory in accordance with IESNA LM-79 and LM-80.

##### DLC Listed:

This product is listed by Design Lights Consortium (DLC) as an ultra-efficient premium product that qualifies for the highest tier of rebates from DLC Member Utilities. DLC Product Code: P0000173K

##### LED Characteristics

**Lifespan:**  
100,000-hour LED lifespan based on IES LM-80 results and TM-21 calculations

##### LEDs:

Long-life, high-efficacy, surface-mount LEDs

##### Color Stability:

LED color temperature is warranted to shift no more than 200K in color temperature over a 5-year period

##### Color Uniformity:

RAB's range of Correlated Color Temperature follows the guidelines of the American National Standard for Specifications for the Chromaticity of Solid State Lighting (SSL) Products, ANSI

##### Electrical

**Driver:**  
Constant Current, Class 2, 120-277V, 50/60 Hz, 120V: 1.39A, 208V: 0.81A, 240V: 0.70A, 277V: 0.60A

##### THD:

1.95% at 120V, 8.2% at 277V

##### Power Factor:

99.9% at 120V, 97.6% at 277V

##### Note:

All values are typical (tolerance +/- 10%)

##### Construction

##### IP Rating:

Ingress Protection rating of IP66 for dust and water

##### EPA:

2

##### Ambient Temperature:

Suitable for -40°C (-40°F) to 40°C (104°F)

##### Lens:

Tempered glass lens included

##### Housing:

Die-cast aluminum housing and door frame

##### Mounting:

Heavy-duty Trunnion mount with stainless steel hardware

##### Finish:

Formulated for high durability and long-lasting color

##### Other

**Warranty:**  
RAB warrants that our LED products will be free from defects in materials and workmanship for a period of five (5) years from the date of delivery to the end user, including coverage of light output, color stability, driver performance and fixture finish. RAB's warranty is subject to all terms and conditions found at [rablighting.com/warranty](http://rablighting.com/warranty).

##### Buy American Act Compliance:

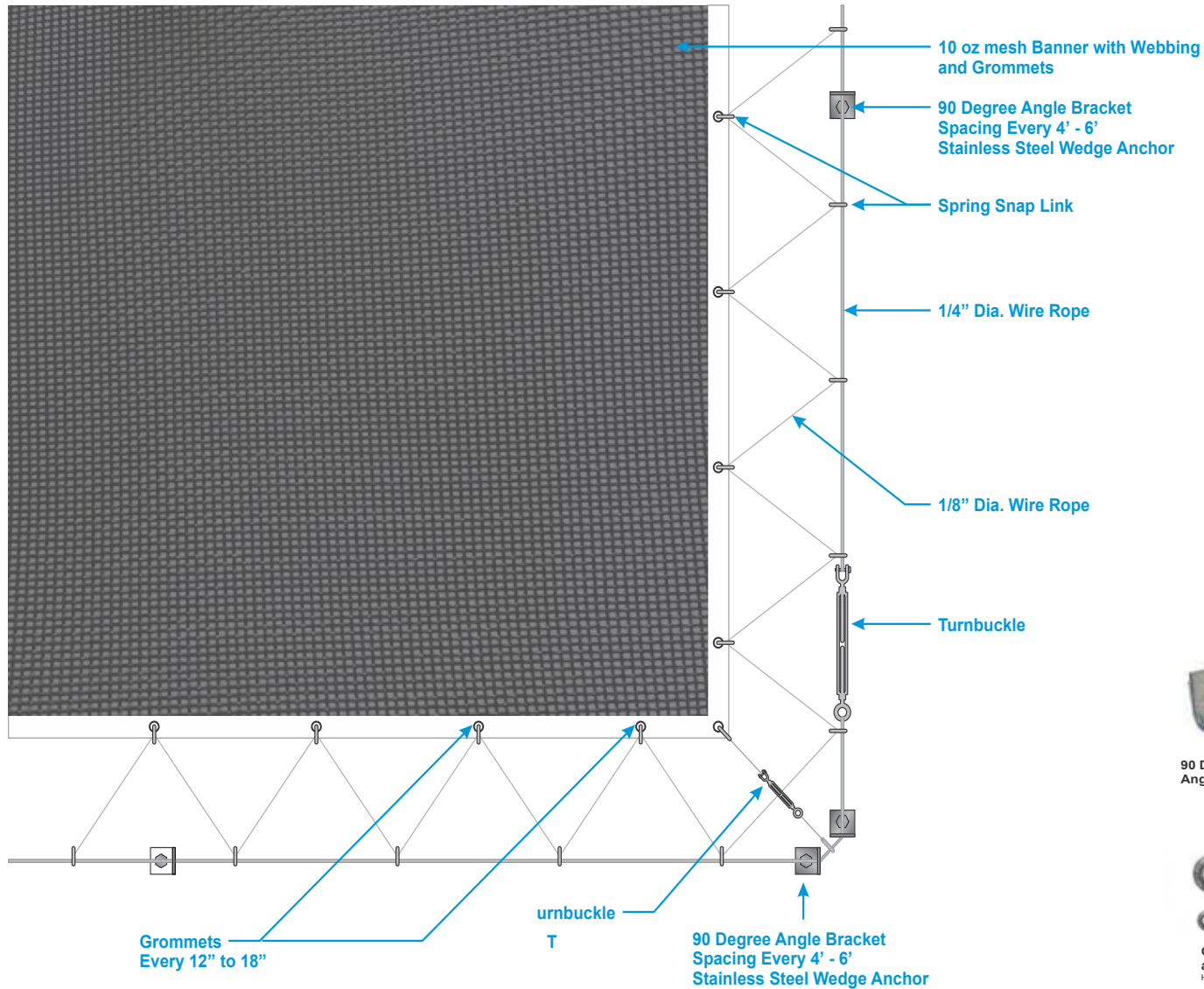
RAB values USA manufacturing! Upon request, RAB may be able to manufacture this product to be compliant with the Buy American Act (BAA). Please contact customer service to request a quote for the product to be made BAA compliant.

\*1 light fixture every 8' horizontally. Lighting Engineer to verify NITs meet ordinance prior to installation.



# SIGNAGE INSTALLATION

1400 WOODWARD



Banner with Webbing and Grommets



90 Degree 2-hole Wall Angle Bracket



Stainless Steel Wedge Anchor



1x19 - SS 316  
Stainless Steel Wire Rope  
1/8" Dia. Breaking Strength = 1,780 Lbs  
Weight Per 100' = 3.3 Lbs  
1/4" Dia. Breaking Strength = 6,900 Lbs.  
Weight Per 100' = 12.5 lbs



Cable Zip Line Turnbuckle and Mini Turnbuckle  
High Quality Hot Galvanized, Drop Forged Steel



3/16" Electro Galvanized Spring Snap Link  
Working Load Limit: 105 lbs.



# EXISTING CONDITIONS

1400 WOODWARD

WEST ELEVATION



EAST ELEVATION



SOUTH/EAST ELEVATION

NORTH ELEVATION



EAST ELEVATION





# SUMMARY

1400 WOODWARD

## ELEVATION A



## ELEVATION B



## ELEVATION C



### SIGN SUMMARY

<b>Existing Sign</b>	<b>Shinola Detroit (Store)</b>
<b>Size &amp; Area</b>	3' - 10" H X 11 - 8" W, 44.72 SQ. FT.
<b>Purpose</b>	On-Premise Business
<b>Existing Sign</b>	<b>Shinola Detroit (Hotel)</b>
<b>Size &amp; Area</b>	2' - 0" H X 6' - 10" W, 13.67 SQ. FT.
<b>Purpose</b>	On-Premise Business
<b>Existing Sign</b>	<b>San Morello</b>
<b>Size &amp; Area</b>	1' - 9" H X 13 - 3" W, 23.19 SQ. FT.
<b>Purpose</b>	On-Premise Business

### SIGN SUMMARY

<b>Existing Sign</b>	<b>Shinola Detroit (Hotel)</b>
<b>Size &amp; Area</b>	2' - 0" H X 6' - 10" W, 13.67 SQ. FT.
<b>Purpose</b>	On-Premise Business
<b>Existing Sign</b>	<b>Madcap Coffee</b>
<b>Size &amp; Area</b>	1' - 0" H X 9' - 4" W, 9.3 SQ. FT.
<b>Purpose</b>	On-Premise Business
<b>Existing Blade</b>	<b>Madcap Coffee</b>
<b>Size &amp; Area</b>	2' - 6" H X 2' - 6" W, 6.25 SQ. FT.
<b>Purpose</b>	On-Premise Business

### SIGN SUMMARY

<b>Proposed Sign</b>	TBD
<b>Size &amp; Area</b>	45' - 0" H x 15' - 0" W, 675 SQ. FT.
<b>Purpose</b>	Off-Premise Advertising
<b>Existing Sign</b>	<b>Evening Bar</b>
<b>Size &amp; Area</b>	1' - 0" H X 2' - 0" W, 2 SQ. FT.
<b>Purpose</b>	On-Premise Business

# SUMMARY

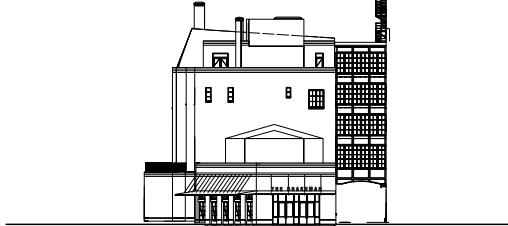
1400 WOODWARD

## ELEVATION D



SIGN SUMMARY	
<b>Existing Sign</b>	<b>Madcap Coffee</b>
Size & Area	1' - 4" H X 13' - 0" W, 17.33 SQ. FT.
Purpose	On-Premise Business
<b>Existing Sign</b>	<b>Potential Tenant</b>
Size & Area	19.2" H X 96" W, 12.8 SQ. FT.
Purpose	On-Premise Business
<b>Existing Sign</b>	<b>Good Neighbor</b>
Size & Area	19.2" H X 96" W, 12.8 SQ. FT.
Purpose	On-Premise Business
<b>Existing Blade</b>	<b>Good Neighbor</b>
Size & Area	18" H X 24" W, 3 SQ. FT.
Purpose	On-Premise Business
<b>Existing Sign</b>	<b>Penny Red's</b>
Size & Area	24" H X 101" W, 16.83 SQ. FT.
Purpose	On-Premise Business
<b>Existing Blade</b>	<b>Penny Red's</b>
Size & Area	18" H X 24" W, 3 SQ. FT.
Purpose	On-Premise Business
<b>Existing Sign</b>	<b>The Brakeman</b>
Size & Area	46" H X 586" W, 187.19 SQ. FT.
Purpose	On-Premise Business

## ELEVATION E



SIGN SUMMARY	
<b>Existing Sign</b>	<b>The Brakeman</b>
Size & Area	16.01" H X 204" W, 22.68 SQ. FT.
Purpose	On-Premise Business

## ELEVATION F



SIGN SUMMARY	
<b>Existing Sign</b>	<b>Flowers for Dreams</b>
Size & Area	1' - 6" H X 6' - 6" W, 9.75 SQ. FT.
Purpose	On-Premise Business
<b>Existing Blade</b>	<b>Flowers for Dreams</b>
Size & Area	18" H X 24" W, 3 SQ. FT.
Purpose	On-Premise Business
<b>Existing Sign</b>	<b>Lip Bar</b>
Size & Area	39" H X 90" W, 24.38 SQ. FT.
Purpose	On-Premise Business
<b>Existing Blade</b>	<b>Lip Bar</b>
Size & Area	18" H X 24" W, 3 SQ. FT.
Purpose	On-Premise Business
<b>Existing Sign</b>	<b>Drought</b>
Size & Area	1' - 6" H X 6' - 6" W, 9.75 SQ. FT.
Purpose	On-Premise Business
<b>Existing Blade</b>	<b>Drought</b>
Size & Area	26" H X 24" W, 4.34 SQ. FT.
Purpose	On-Premise Business



# 1400 WOODWARD

