**LaCasa Properties LLc**

**1502 Randolph**

Detroit, MI 48226

Application #21-7528

Historic District: Madison-Harmonie

Located in Zone 4 - Entertainment Buffer of the Entertainment District within the Central Business District.

**Scope: Install a New Electronic Message Center / Dynamic Digital Billboard at the Sidewall/North Elevation**

Request: **Approval – Notice-to-Proceed**

The Applicant, Ismail Houmani, respectfully requests a **Notice-to-Proceed** for the installation of a new Electronic Message Center/ Dynamic Digital Billboard on the side/north wall of 1502 Randolph, with the following reasons.

1. Sidewall/ North Wall Installation - Historical Impact – The new digital sign will be installed on the north sidewall and will not detract from the historical primary façade of the property which faces Randolph. The character defining features of the street façade will be preserved. The installation of the sign will not remove any historical materials nor will it alter the features and spaces that characterize the property. The sidewall is painted brick masonry with one non-original window, which will not be covered.
2. Sidewall / North Wall - Noncontributing – The side/ north wall of the property does not contribute to the historical character of the property; historically this wall was covered by a neighboring building. Any future development on the adjacent parking lot, currently being used for parking and The Music Hall Amphitheatre, will potentially block this wall, and depending on the height of the new development, will also cover the existing window. Similarly, and more immediate, the south wall of 1502 Randolph will be covered by the approved mixed-use development project, Hastings Place, which will be taller than 1502 and offer a mix of commercial ground floor space with apartments above. Hastings Place is slated to begin construction in 2022 and has received preliminary approval by HDC.
3. Electronic Sign – Not Permanent – The Electronic Message Center will not be a permanent fixture in that removal, at a future date, will be possible and will not be detrimental to the historic building.
4. Character and Size of Sign – The Electronic Message Center will not be overly bright and will comply with the City of Detroit Sign Ordinance. The sign faces north towards the adjacent Theater District where Dynamic Signs are permitted. They are also permitted on a limited basis, in the Entertainment Buffer Zone where this property is located. The applicant will comply with applicable guidelines and restrictions.
5. Community Service Announcements – The applicant is agreeable to provide some advertisement options for the Paradise Valley/Harmonie Park District and the Paradise Valley Conservancy. The applicant is a founding member of the Paradise Valley Conservancy and supports promoting the district and the successful use of Harmonie Park.
6. Advertising – The Applicant intends to solicit advertising from a variety of entities including vendors that provide products in the food and beverage industries which are provided on the premises of 1502 Randolph. This type of advertising signage is allowable in the Sign Guideline and non-related advertising allowable with the approval of the Commission. (see Capitol Outdoor attached letter for digital bill board content)