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May 12, 2023

HONORABLE CITY COUNCIL

RE: Special District Review of proposed signs for ZuZu restaurant at 511 Woodward Avenue (RECOMMEND APPROVAL)

REQUEST

The City Planning Commission (CPC) has received a request to review the installation of business signs for a proposed restaurant (ZuZu restaurant) at 511 Woodward Avenue. Herewith, please find CPC staff's review.

The PCA (Public Center Adjacent District) zoning classification, in which the building is located, requires City Council approval of any exterior changes following the review and recommendation of the City Planning Commission and the Planning and Development Department (P&DD), found in Sections 50-3-222 and 50-11-96 of the Zoning Ordinance.

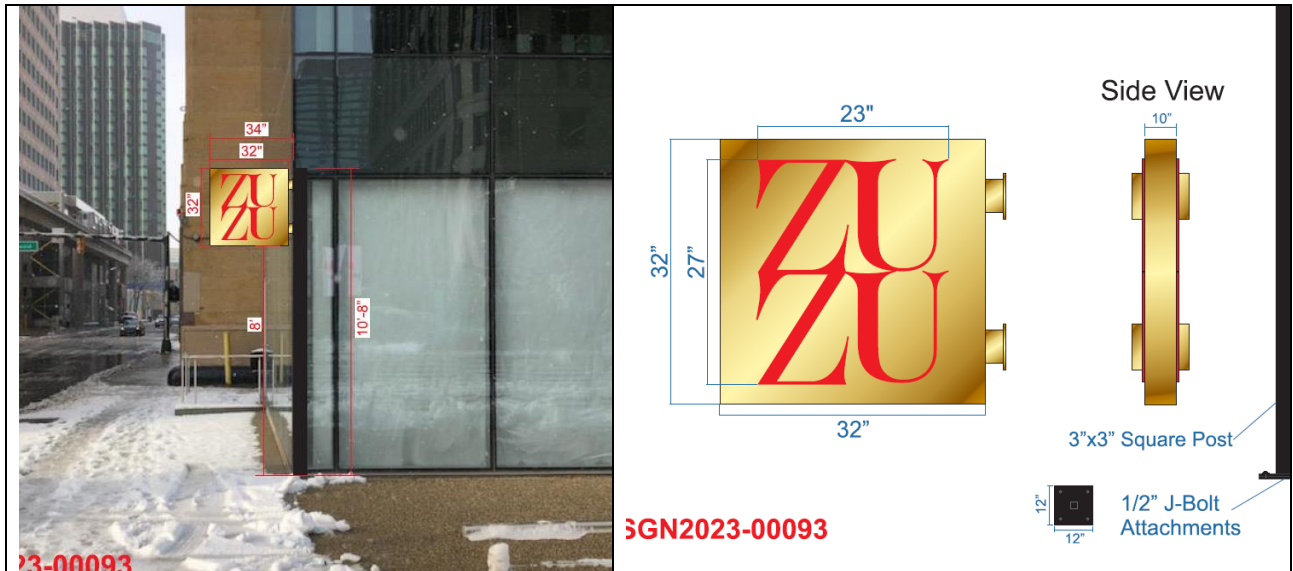
On July 23, 2019, City Council approved the request of Iconic-55, LLC for PCA review of overall redevelopment and exterior changes to 511 Woodward – the former Detroit Federal Savings and Loan Association Building.

This specific request involves signs for the ZuZu restaurant, which is a new tenant at the south side of the building on the ground floor level. P&DD staff have reviewed the request and recommend approval. This address is within the Financial Center Historic District, and the Detroit Historic District Commission (HDC) has approved the proposed signs.

PROPOSAL

The signs are depicted and described below; an additional wall sign was proposed, but has since been removed:

1. The proposed blade sign on West Larned:



2. The proposed monument sign on Woodward Avenue:



REVIEW

In accordance with the Special District Review provision of Sec. 50-3-225 of the Detroit Zoning Ordinance and the PCA provisions of Section 50-11-97, reviews of proposed signs should be conducted in light of the following criteria:

“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.”

In general, the proposed signs appear to meet the requirements of the City Code and the criteria of the PCA provisions.

RECOMMENDATION

CPC staff has completed its review of the proposed signs, as has the P&DD staff. We find that the signs would be in keeping with the spirit and intent of the PCA zoning district. Therefore, CPC staff recommends approval of the location and design of the proposed signs. Please find attached the appropriate resolution to effectuate Your approval should you concur.

Respectfully submitted,

A handwritten signature in blue ink that reads "Marcell R. Todd, Jr." with a stylized flourish at the end.

Marcell R. Todd, Jr., Director
Christopher J. Gulock, Staff

cc: Antoine Bryant, Director, P&DD
Greg Moots, P&DD
David Bell, Director, BSEED
Jayda Philson, BSEED

By Council Member _____:

WHEREAS, Sign Emporium, on behalf of ZuZu restaurant, has requested to install business signs (a monument sign and a blade sign) at the building located at 511 Woodward Avenue; and

WHEREAS, the building is subject to provisions of Sec. 50-3-225 (Special District Review) and Sec. 50-11-97, the PCA (Public Center Adjacent District) zoning classification of the Detroit Zoning Ordinance; and

WHEREAS, the PCA zoning district classification requires that the location and design of proposed signs within a PCA district be approved by resolution of the City Council following the receipt of a written report and recommendation from the City Planning Commission; and

WHEREAS, both the Planning and Development Department and the staff of the City Planning Commission have reviewed the proposal in order to ensure that the proposed signs are in keeping with the spirit, purpose and intent of the PCA zoning district classification; and

WHEREAS, the signs meet the requirements for business signs provided in Chapter 4, Article IV of the 2019 Detroit City Code;

NOW, THEREFORE, BE IT RESOLVED, that the Detroit City Council approves the location and design of the proposed business signs for the building located at 511 Woodward Avenue, described in the foregoing communication from the City Planning Commission staff and as depicted in the drawings prepared by Sign Emporium and dated February 3, 2023.