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Donovan Smith
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Marcell R. Todd, Jr.
Director

City of Detroit

CITY PLANNING COMMISSION
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July 11, 2023

HONORABLE CITY COUNCIL

RE: Request of Araneae, Inc. on behalf of Blue Cross Blue Shield of Michigan for PCA (Public Center Adjacent) Special District Review of proposed sign alterations at 415 East Jefferson Avenue. (**RECOMMEND APPROVAL**)

REQUEST

The City Planning Commission (CPC) has received a request from Araneae, Inc. on behalf of Blue Cross Blue Shield of Michigan for PCA (Public Center Adjacent) Special District Review of the alteration of three existing signs located at 415 East Jefferson Avenue. This request is being made consistent with the provisions of Section 50-3-222 of the Detroit Zoning Ordinance.



Subject property

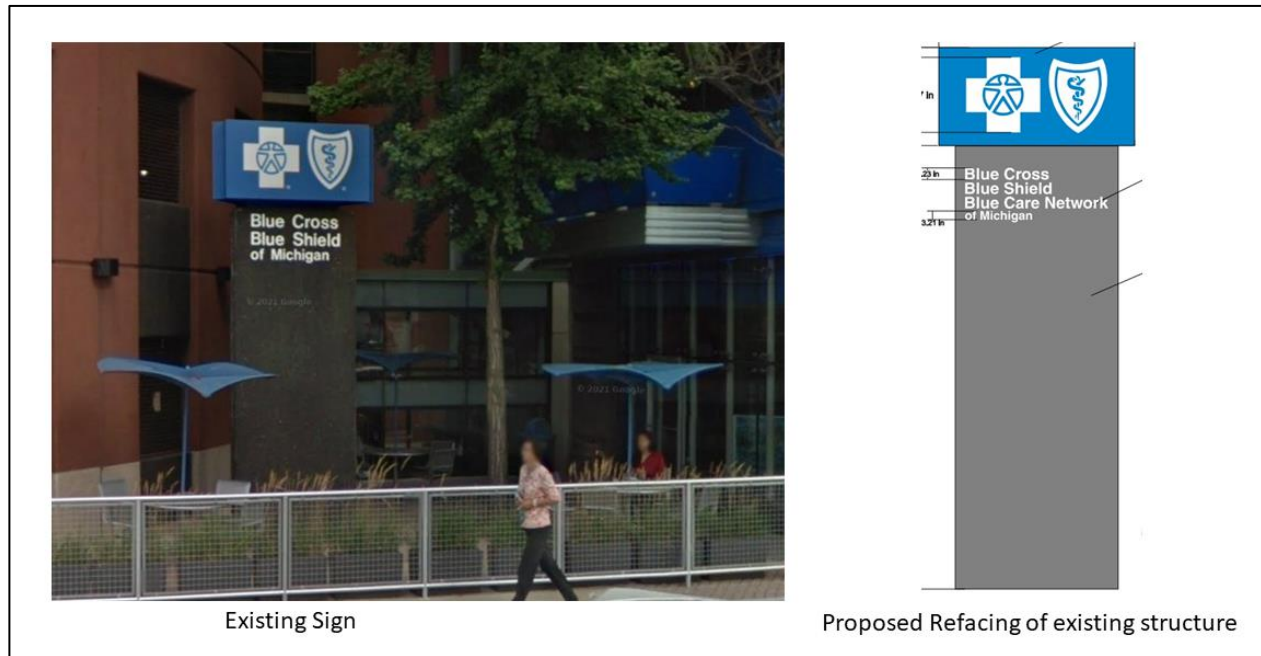
PROPOSED PROJECT

Blue Cross Blue Shield is proposing to update three existing signs at its property located at the northwest corner of East Jefferson and Beaubien. Two of the signs are monument style signs and one

is a wall sign. The proposed alterations are minimal and comply with the regulations of Chapter 4 of the City Code, Advertising and Signs (informally known as the sign ordinance).

The first sign is a monument sign located adjacent to East Jefferson on the south side of the building. The proposal is to remove the existing letters and faces, patch the holes, and install new letters and faces. A comparison of the existing and proposed signs is below:

The second sign is a monument sign located at the southeast corner of Larned and Brush Streets near



the rear corner of the parking garage. Similar to the first sign, the proposal is to remove the existing letters and faces, patch the holes, and install new letters and faces. A comparison of the existing and proposed signs is on the following page:



The third sign is a wall sign located on the south façade facing Jefferson Avenue above the building's entrance. The proposed sign is composed of internally-illuminated channel letters mounted to an aluminum panel. A comparison of the existing and proposed signs is below:



REVIEW & ANALYSIS – PCA District Review Criteria

There are eighteen PCA District Review Criteria listed in Section 50-11-97 of the Zoning Ordinance. The relevant criteria follow with staff analysis in italics:

- (2) Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development. *As the existing signs are appropriate and the proposed changes are minimal, the proposed signs are also appropriate.*

- (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 proposed signs are straightforward and easy to read. They convey needed information to both vehicles and pedestrians.*

Design

The Planning & Development Department has reviewed the proposed signage and recommends approval. Their recommendation is attached.

CONCLUSION & RECOMMENDATION

Consistent with the above, the City Planning Commission recommends approval of the proposed signs.

Respectfully submitted,

LAUREN HOOD, CHAIRPERSON

A handwritten signature in blue ink that reads 'Marcell R. Todd, Jr.'.

Marcell R. Todd, Jr., Director
Jamie J. Murphy, City Planner

Attachment: Drawings of proposed signs
PDD Recommendation
Resolution

cc: Antoine Bryant, Director, PDD
Karen Gage, PDD
Greg Moots, PDD
David Bell, Director, BSEED
Eric Johnson, BSEED
Conrad Mallett, Corporation Counsel
Daniel Arking, Law Department

**A RESOLUTION AUTHORIZING ALTERATIONS IN A PCA ZONING DISTRICT
AT 415 EAST JEFFERSON AVE.**

BY COUNCIL MEMBER _____:

WHEREAS, Aranae, Inc. on behalf of Blue Cross Blue Shield of Michigan proposes to alter three existing signs located at 415 East Jefferson Avenue; and

WHEREAS, 415 East Jefferson Avenue is located within an established PCA (Public Center Adjacent) zoning district; and

WHEREAS, work to be performed within a PCA zoning district requires Special District Review and the purpose of the PCA zoning district classification is provided for in Section 50-11-81 of the Zoning Ordinance as follows:

This district includes property in close proximity to the Public Center (PC) District, and the controls specified in this division are designed to prevent any uses or structures within the district from having a deleterious effect upon the public center. Uses in this district shall include, to the maximum extent possible, ground-floor commercial space or other space oriented to pedestrian traffic, to enhance the public streetscape and street-level activity; and

WHEREAS, the Planning and Development Department has provided favorable review; and

WHEREAS, the City Planning Commission staff has, on behalf of the City Planning Commission, reviewed and recommended approval of the proposed alterations in accordance with Section 7.5 of the City Planning Commission bylaws;

NOW, THEREFORE, BE IT RESOLVED, that the Detroit City Council hereby approves the proposed signage depicted in drawings by Visual Entities and dated March 16, 2023, referenced in the staff report, with the following condition:

1. That final signage plans be reviewed by CPC staff for consistency with approval prior to application be made for applicable permits.



Detroit City Planning Commission
208 CAYMC
Detroit, MI 48226

June 27, 2023

RE: Public Center Adjacent (PCA) Review of exterior changes at 415 E Jefferson Avenue.
(SGN2023-00091, 92, and 93)

RECOMMEND APPROVAL

The following is the Planning and Development Department's (PDD) review of the proposed three signs (modifying an existing wall sign on the south and the two monument signs on the south and east) for Blue Cross Blue Shield of Michigan, located at 415 East Jefferson Avenue. This review is carried out per Sec. 50-11-96 for the review of developments located in the Public Center Adjacent (PCA) zoning district.

Following is our response to the applicable criteria from Sec. 50-11-97, with our response in italics.

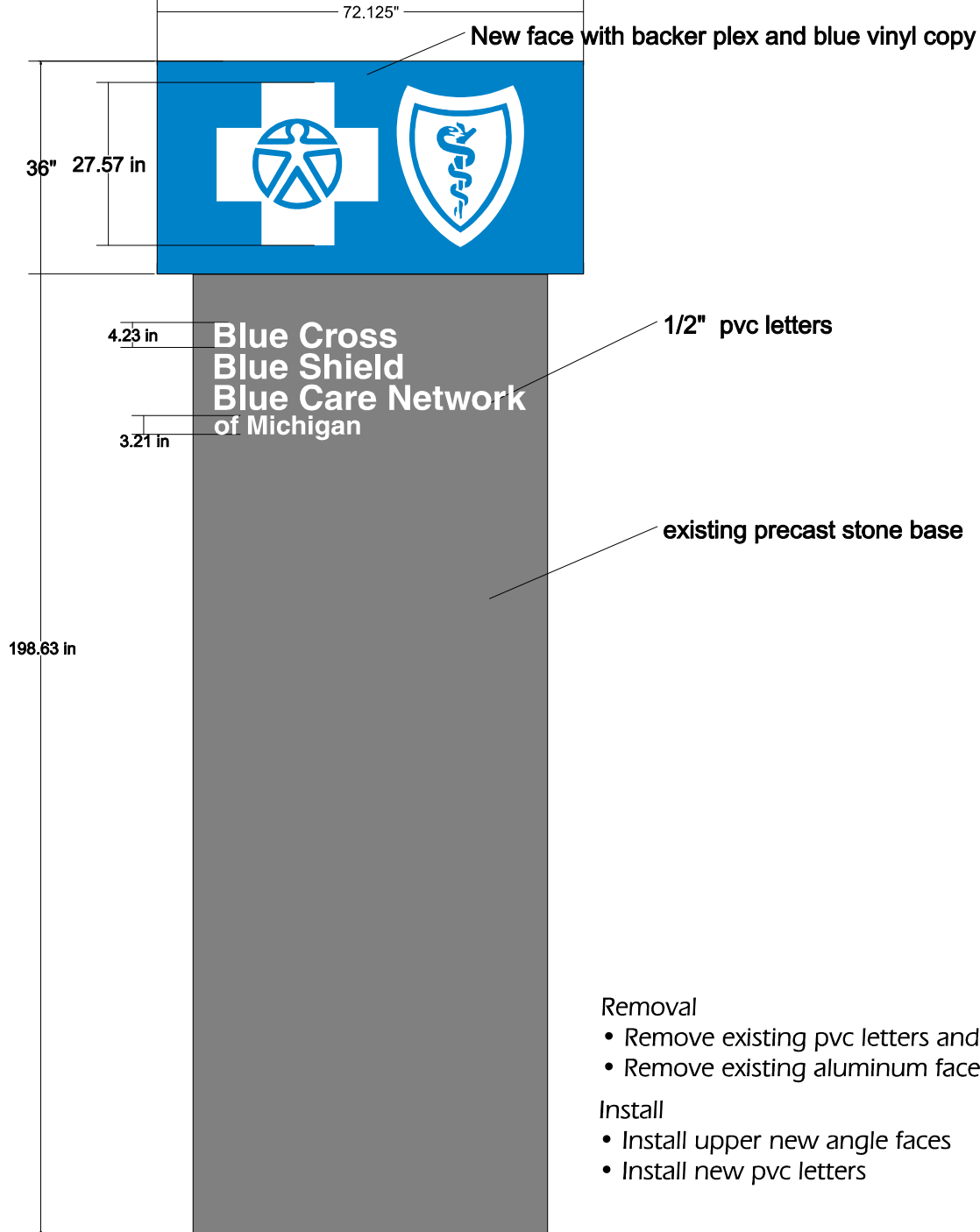
- (2) Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development; *As the existing signs will only be minimally changed, they are appropriate.*
- (11) Signage and graphics should be tastefully designed to be visually appealing and in character with surrounding development; they should provide needed information, direction and orientation in a clear and concise manner; *The proposed sign changes are appropriate and convey the required information to vehicles on East Jefferson Ave. and Beaubien Blvd. .*

Because of the conformance to the above standards for development in the PCA district, P&DD is pleased to support the proposed signs at 415 E. Jefferson Avenue.

Respectfully Submitted,

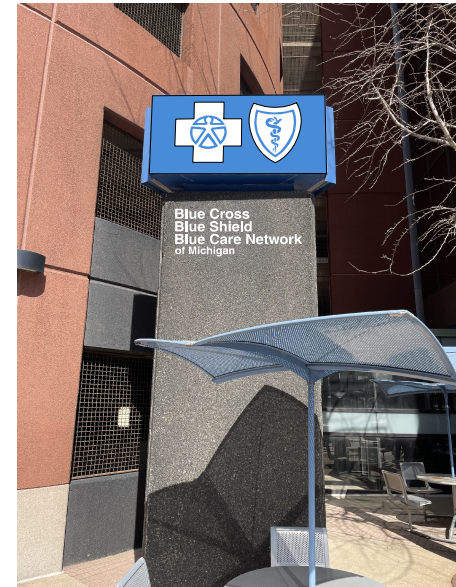
Gregory Moots
Office of Zoning Innovation

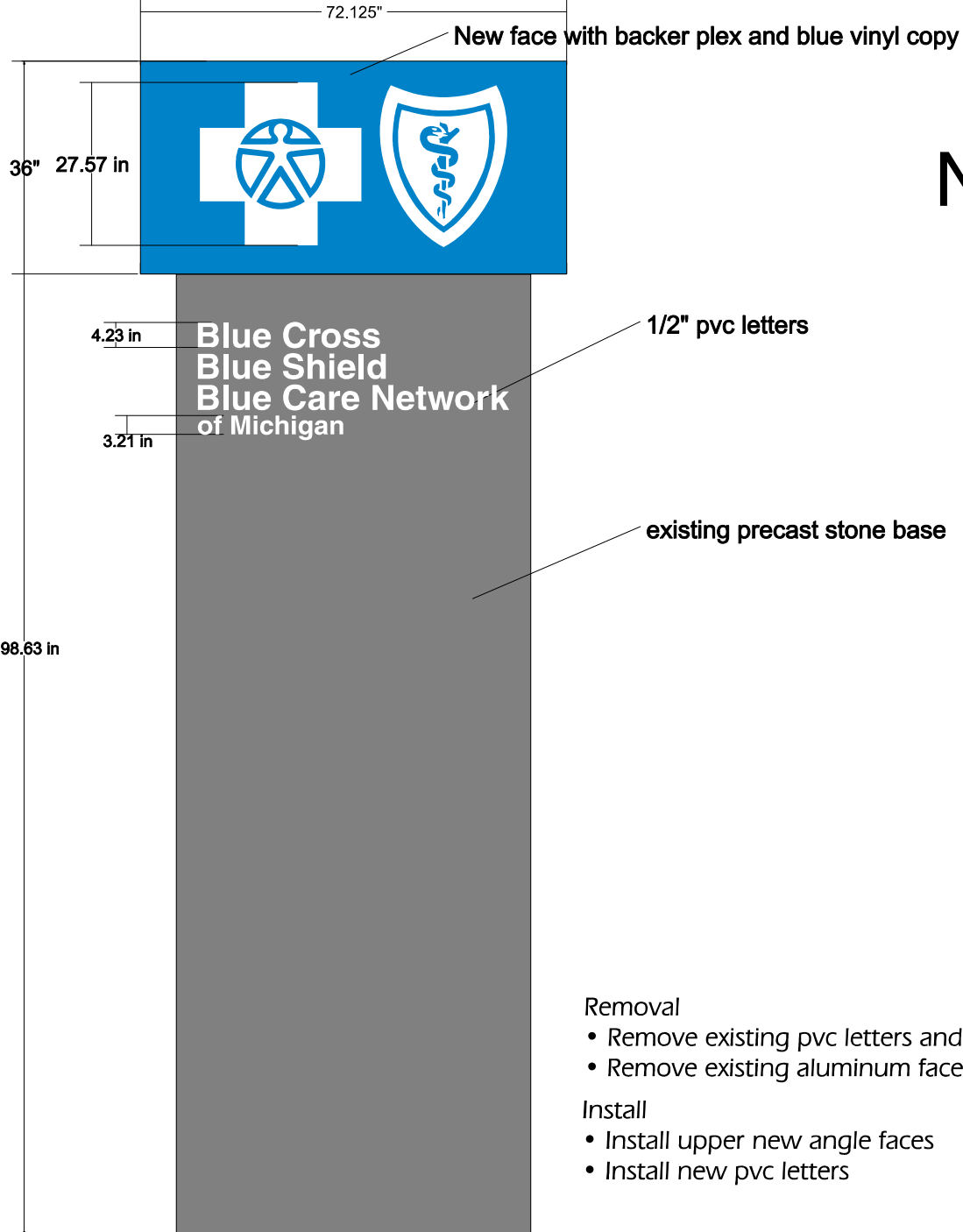
CC: Karen Gage, General Manager
Antoine Bryant, Director, PDD



South monument

1 side





Northwest monument

3 sides



STRUCTURE

- Face lighted channel letters
- Fabricated of aluminum with 4" return
- 2" deep aluminum angle pan with mounting frame
- Paint to be Matthews Acrylic Polyurethane

ELECTRICAL

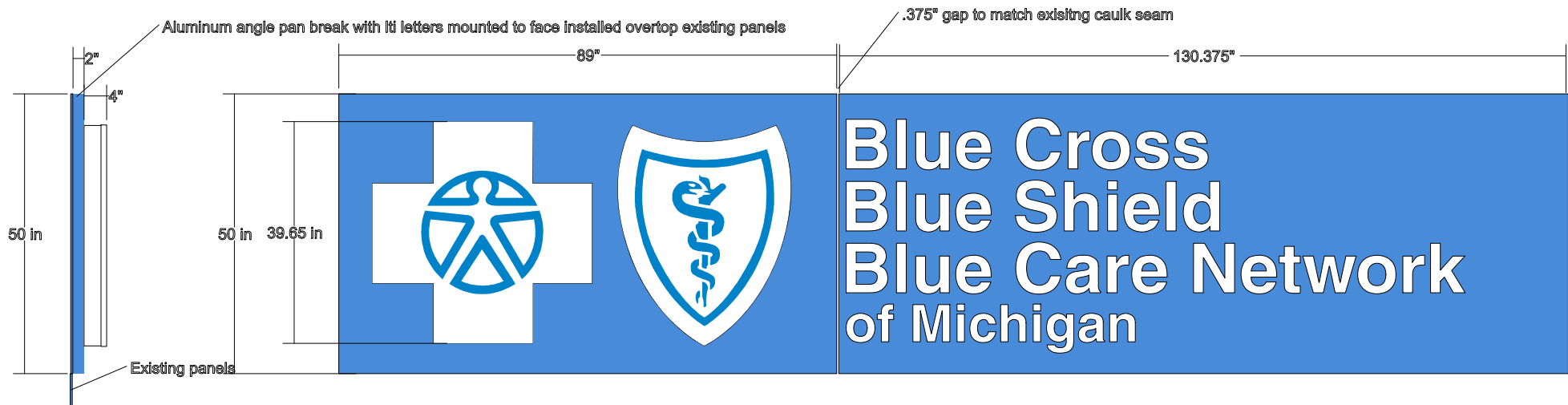
- Low voltage White LED lighting
- Remote power supplies
- UL listed and labeled

FACES

- 3/16" White Acrylic
- 1" Jewelite trimcap



Side Profile



canopy facade is 4'-2" tall x 104' long, sign is 4'-2" x 18'-3.75"