



Detroit City Planning Commission
208 CAYMC
Detroit, MI 48226

April 18, 2024

RE: Public Center Adjacent (PCA) Review of two wall signs and projecting sign at 660 Woodward Avenue for Roasting Plant. (SGN2024-00127, 00128 and 00129)

RECOMMEND APPROVAL

The following is the Planning and Development Department's (PDD) review of the two proposed wall signs on the building located at 660 Woodward Avenue, at the northwest corner for Roasting Plant Coffee. Proposed are a new, non-illuminated, 5.55 sq ft projecting sign at the corner, a 30.4 sq ft. internally illuminated wall sign on the west replacing the existing 20.1 sq. ft one, and an internally illuminated 29.7 sq ft wall sign replacing the existing 32.7 sq. ft. north-facing one. A waiver from the one-wall-sign standard of 4-4-45(b) will be required, as only one wall sign is permitted for each ground floor tenant. This site is also within the Financial District Historic District and will need to obtain review and a Certificate of Appropriateness from the Historic District Commission. This review is carried out per Sec. 50-11-96 of the Zoning Ordinance 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.

(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 signage is compatible with the character of the First National Building and does not interfere with the architectural features of the building.*

Because of the conformance to the above standards for development in the PCA district, P&DD is pleased to support the three proposed sign changes to 660 Woodward Avenue. Note that this recommendation is only for the purposes of the PCA review and not for the historic or waiver reviews.

Respectfully Submitted,

Gregory F. Moots
Lead Planner

CC: Karen Gage, Director, Office of Zoning Innovation

Dara O'Byrne, Deputy Director