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CORRECTED REPORT

June 20, 2024

HONORABLE CITY COUNCIL

RE: Special District Review for the Roasting Plant at 660 Woodward Avenue, for installation of two replacement signs and a new blade sign at the First National Building in a PCA (Public Center Adjacent/Restricted Central Business) zoning classification. (RECOMMEND APPROVAL)

The City Planning Commission (CPC) has received a request to permit the installation of five signage elements for the existing Roasting Plant Coffee Shop at 660 Woodward Avenue, the First National Building. The site falls within the confines of a PCA (Public Center Adjacent/Restricted Central Business) zoning district, which requires approval by your Honorable Body following review and recommendation from the Planning and Development Department (P&DD) and the CPC. It also falls within the Financial District Historic District and requires the review and approval of the Historic District Commission (HDC).

BACKGROUND

In 2013 a new coffee shop, the Roasting Plant, located to the First National Building at the corner of Woodward and Cadillac Square with new business signage. The primary identification sign along the Cadillac Square façade was originally deemed by CPC and PDD to be in violation of the City Code provision prohibiting signage from covering architectural features. In this case the sign ran horizontally covering the vertical pilaster that defines the bays of the façade. (see attached image) City Council was supportive of allowing the sign and the two agencies conceded to a less restrictive interpretation of the provision. As a result the currently installed signs were approved and permitted.

REVIEW

The proposed signage includes replacement signs for the primary sign along Cadillac Square and the sign above the entrance facing Woodward Ave. While the proposed signage is generally the same height as the existing, 12 inches, it differs in a couple of ways. The current letters of the signs are royal blue and trimmed with a light gray outline. The letters of the proposed signs are dark blue without any trimming. The present and proposed sign along the north facing façade along Cadillac Square reads, "Roasting Plant." The present sign above the west facing Woodward Ave. entrance reads the same. The proposed replacement sign at the Woodward Ave. entrance adds a word and reads, "Roasting Plant Coffee." The sign on the north facade decrease from 32.7 sq. ft. to 29.7 sq. ft. The sign on the west façade increased from 20.1 sq. ft. to 30.4 sq.

ft. The proposal also includes the addition of a new 5.5 sq. ft. circular blade sign at the corner of the building. The sign is dark blue bearing white lettering and the company logo.

Please see the attached drawings depicting the existing signage as well as the details of this proposal.

Current sign regulations differ from those of ten years ago. Presently Chapter 4 of the 2019 Detroit City Code limits a tenant of this type to one sign. Therefore, the petitioner will also be required to seek a waiver from the PDD for the excess signage. As this site is also located within a local historic district, it will also be subject to the review and approval of the Historic District Commission (HDC).

CONCLUSION AND RECOMMENDATION

CPC staff find the proposed signage to be consistent with the spirit and intent of the PCA zoning district and recommends approval with the understanding that a waiver will need to be sought from PDD and review by the HDC is also required. Consistent with procedure PDD has also reviewed this matter and recommends approval, please see the attached report.

Also, attached for Your consideration is a resolution approving the proposed signage, should Your Honorable Body concur with the staff's recommendation and be so inclined to adopt.

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
Jamie Murphy, City Planner

**A RESOLUTION AUTHORIZING PROPOSED SIGNAGE FOR 660 WOODWARD
AVE., THE FIRST NATIONAL BUILDING WHICH IS LOCATED IN A PCA ZONING
DISTRICT**

BY COUNCIL MEMBER _____:

WHEREAS, Metro Signs has submitted a permit request for proposed sign at the Roast Plant located within the First National Building at 660 Woodward Ave.; and

WHEREAS, the First National Building is located within a PCA (Public Center Adjacent) zoning district; and

WHEREAS, work to be performed within the PCA zoning districts requires Special District Review and the PCA zoning district classifications are described as follows:

*The **Public Center Adjacent District** (Restricted Central Business District) includes property in close proximity to the Public Center 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 City Council has received the CPC staff recommendation of support in the report dated June 20, 2024 as well as the Planning and Development Department report; and

WHEREAS, the City Council has reviewed the proposed signage and concurred with the CPC and PDD recommendations of approval, **NOW THEREFORE BE IT**

RESOLVED, that the Detroit City Council hereby approves the proposed Roasting Plant signage in the First National Building at 660 Woodward Ave. as depicted in the drawings prepared by Metro Signs and dated February 8, 2024 and referred to in the CPC report of June 20, 2024 with the following condition:

That the petitioner submit final, site plans, elevations, landscape, lighting and signage plans to CPC staff for review for consistency with approved plans prior to the issuance of applicable permits.