

City of Detroit

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October 10, 2024

HONORABLE CITY COUNCIL

RE: Request of Valley City Sign/LaVanway Sign Company on behalf of Fifth Third Bank for PCA (Public Center Adjacent) Special District Review of two proposed new signs at 1 Woodward Avenue. **(RECOMMEND APPROVAL WITH CONDITIONS)**

REQUEST

The City Planning Commission (CPC) has received a request from LaVanway Sign Company on behalf of Fifth Third Bank for PCA (Public Center Adjacent) Special District Review of two proposed new signs at 1 Woodward Avenue. This request is being made consistent with the provisions of Section 50-3-222 of the Detroit Zoning Ordinance. Because this site is zoned PCA, all exterior changes require review by Your Honorable Body.



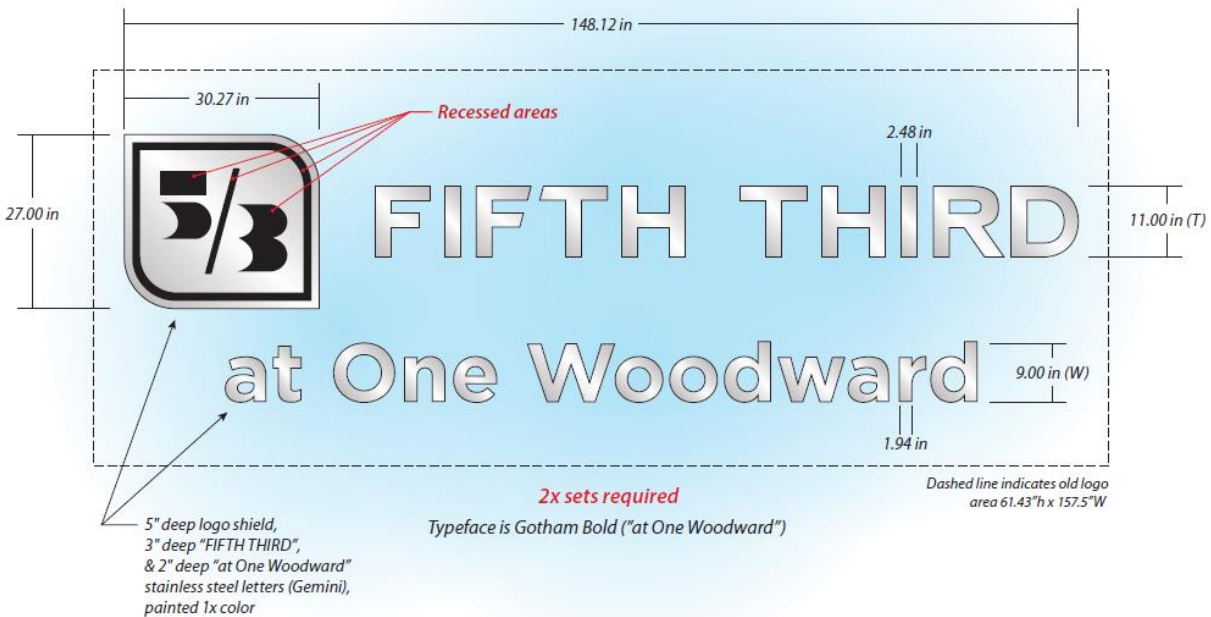
Subject premises – 1 Woodward Ave.

PROPOSED PROJECT

The petitioner proposes to remove two existing signs on the ground-floor east and west facades of the building and replace them with similar, slightly smaller signs. Both the new and old signs are non-illuminated, stainless-steel letters mounted flush to the wall. The existing sign is 67 square feet and the proposed sign is 43 square feet.



Existing sign



Proposed sign

REVIEW & ANALYSIS – PCA District Review Criteria

The purpose of PCA District review is to ensure that proposed changes are consistent with the spirit, purpose, and intent of the district. To guide the review, eighteen PCA District Review Criteria are listed in Section 50-11-97 of the Zoning Ordinance. The relevant criteria follows 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.

The proposed signs are smaller than the existing signs and are appropriate for the space.

(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 coordinate well with the building. The stainless steel material complements the surroundings.

Design

The Planning & Development Department has reviewed the proposed changes and recommends approval. The full recommendation is attached. The Historic District Commission has also reviewed and approved the proposed signs.

CONCLUSION & RECOMMENDATION

Consistent with the above and Section 7.5 of the CPC bylaws, the CPC staff recommends approval of the proposed changes with the following condition:

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

Respectfully submitted,



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

Attachments: Sign specifications
PDD Recommendation
Resolution

cc: Antoine Bryant, Director, PDD
Greg Moots, PDD
Bruce Goldman, Law Dept.
David Bell, Director, BSEED
Eric Johnson, BSEED

**A RESOLUTION REGARDING ALTERATIONS IN A PCA ZONING DISTRICT
AT 1 WOODWARD AVE.**

BY COUNCIL MEMBER _____:

WHEREAS, Valley City Sign/LaVanway Sign Company on behalf of Fifth Third Bank proposes two new signs at 1 Woodward Avenue; and

WHEREAS, 1 Woodward 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 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; and

NOW, THEREFORE, BE IT RESOLVED, that the Detroit City Council hereby approves the proposed changes as depicted in the sign specifications prepared by Valley City Sign and dated 2/28/2024, with the following condition:

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



Detroit City Planning Commission
208 CAYMC
Detroit, MI 48226

October 3, 2024

RE: Public Center Adjacent (PCA) Review of exterior changes at 1 Woodward Avenue.
(SGN2024-00192 and 00193)

RECOMMEND APPROVAL

The following is the Planning and Development Department's (PDD) review of the proposed two wall signs facing northeast and southwest for 5/3 Bank at 1 Woodward 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. This building is also located in a local historic district and the Historic District Commission has approved the proposed signs. The proposed signs (42" x 148", 43 sq. ft.) replace the existing signs (61" x 157", 67 sq. ft.).

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; *The proposed signs are smaller than those they are replacing and are appropriate for the location.*
- (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 sign material of stainless steel and concise wording are appropriate for the historic building.*

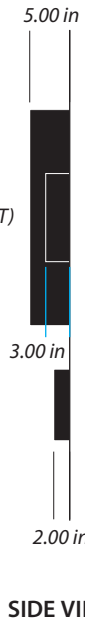
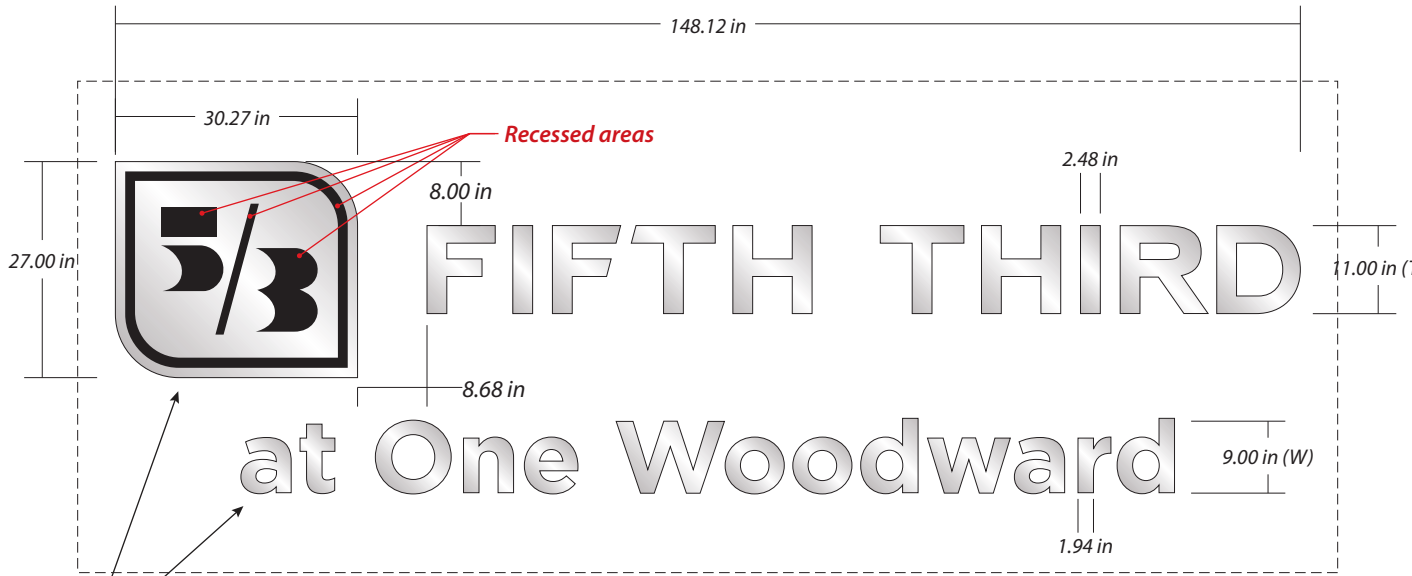
Because of the conformance to the above standards for development in the PCA district, P&DD is pleased to support the proposed signs at 1 Woodward Avenue.

Respectfully Submitted,

Gregory Moots
Office of Zoning Innovation

CC: Karen Gage, Director of Design + Development Innovation, PDD
Antoine Bryant, Director, PDD

EXISTING SIGN



STAINLESS STEEL LOGO:

- 27" h stainless steel logo (Gemini)
- #8 Brushed finish
- Cut out and recessed elements
- 5" deep sidewalls paint Black
- L - Bracket Mounts
- Mount flush to wall

STAINLESS STEEL LETTERS:

- 11" h & 9" h stainless steel channel letters (Gemini)
- #8 Brushed finish
- 3" & 2" deep sidewalls paint Black
- Custom font
- Studs required
- Pattern required

SIDE VIEW

INSTALLATION:

- Mount flush to wall

5" deep logo shield,
3" deep "FIFTH THIRD",
& 2" deep "at One Woodward"
stainless steel letters (Gemini),
painted 1x color

2x sets required
Typeface is Gotham Bold ("at One Woodward")

Dashed line indicates old logo
area 61.43" h x 157.5" W

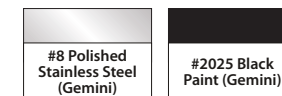


OVERLAY COMPARISON OF NEW & OLD

SCALE: 3/16" = 1'-0"



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LOCATION: ONE WOODWARD

DRAWING #153,665A-4

SCALE: 1/2" = 1'-0"

TWO (2) SETS OF PLATE LETTERS / LOGO REQUIRED

PROJECT: **CBRE (Fifth Third Bank)**

PHOTOSCAN (S): **No** DESIGNER: **JV**

DATE: **03.11.24** REVISIONS: **JB**

HOURS: **.75 + .25** SALES: **35(KC)**

CUSTOMER SIGNATURE: _____

DATE: _____

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