

Donovan Smith
Chairperson
Melanie Markowicz
Vice Chair/Secretary

Marcell R. Todd, Jr.
Director
Christopher Gulock, AICP
Deputy Director

City of Detroit

CITY PLANNING COMMISSION
208 Coleman A. Young Municipal Center
Detroit, Michigan 48226
Phone: (313) 224-6225 Fax: (313) 224-4336
e-mail: cpc@detroitmi.gov

Adrian-Keith Bennett
Kenneth R. Daniels
David Esparza, AIA, LEED
Ritchie Harrison
Gwendolyn A. Lewis, MBA
Frederick E. Russell, Jr.
Rachel M. Udabe

May 30, 2025

HONORABLE CITY COUNCIL

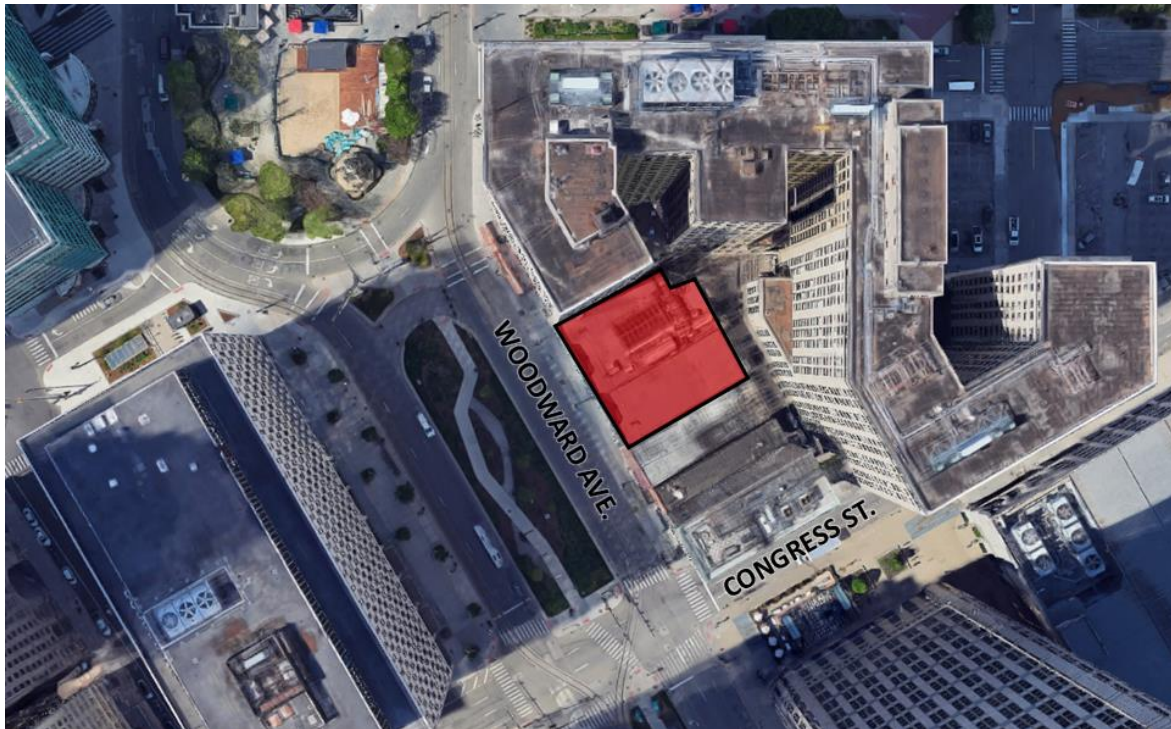
RE: Request of Jones Sign on behalf of Cava restaurant for PCA (Public Center Adjacent) Special District Review of two proposed signs located at 636 Woodward Avenue.
(RECOMMEND APPROVAL OF THE ATTACHED RESOLUTION)

REQUEST

The City Planning Commission (CPC) has received a request from Jones Sign on behalf of Cava restaurant for PCA (Public Center Adjacent) Special District Review of two proposed signs at 636 Woodward Avenue. This request is being made consistent with the provisions of Section 50-3-222 of the Detroit Zoning Ordinance.



Subject property



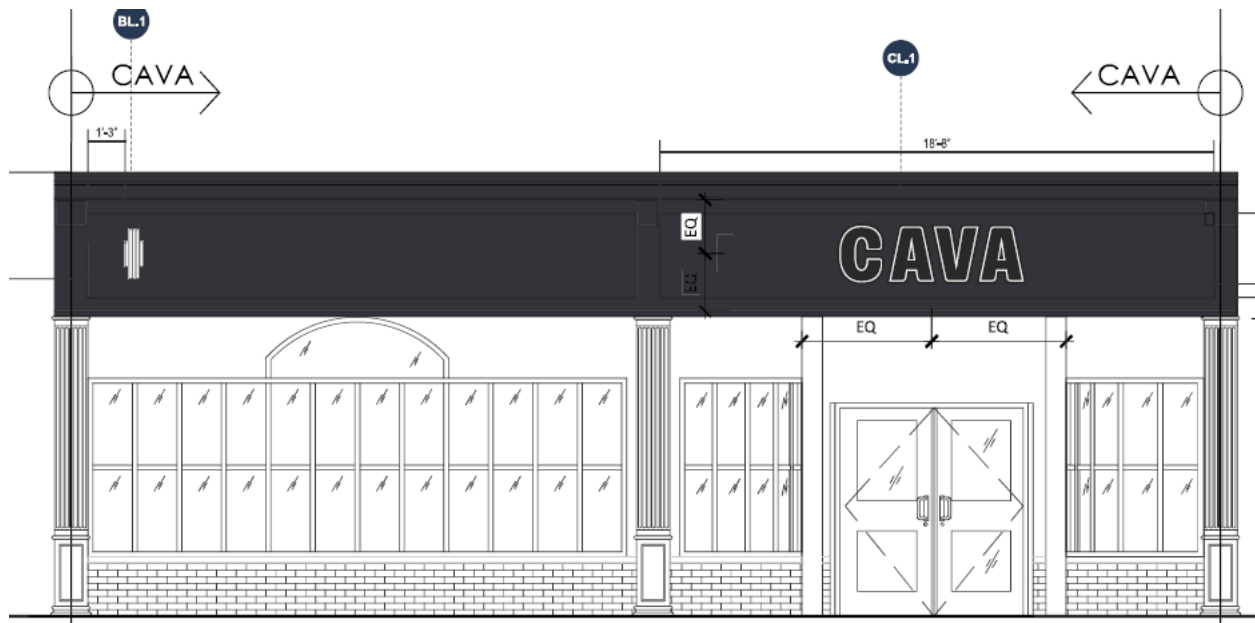
Location of subject property

PROPOSED PROJECT

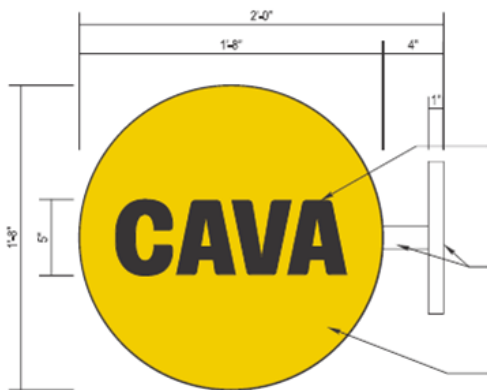
636 Woodward Avenue is a ground-floor tenant space in a four-story office building on the east side of Woodward Avenue between Congress Street and Cadillac Square. The building was purchased by Bedrock in 2013 and renovated to house the Bedrock Headquarters in 2017. A Chipotle restaurant occupies the other ground-floor retail space at the south side of the building. A restaurant called Cava is proposed to occupy this space at 636 Woodward Avenue. A building permit was issued for the interior build-out (with no exterior alterations) in February 2025.

Two new signs are proposed to be installed on the front (west) façade: one wall sign above the door and one projecting sign toward the left (north) side of the space. The wall sign is proposed to measure approximately two feet tall by six feet wide and to be constructed of internally illuminated channel letters with black faces outlined in white; this will make it appear as a white neon sign when lit. The projecting sign is proposed to be an approximately two foot diameter circle and internally illuminated.

Both proposed signs meet the requirements of the sign ordinance (found in Chapter 4 of the City Code) regarding sign type, number, area, illumination and location. The total amount of signage on the building also conforms to the sign ordinance—the addition of these signs will bring the total sign area to 53 square feet while 300 square feet is allowed.



Proposed wall sign over main entrance



DAYTIME VIEW



NIGHTTIME VIEW

Proposed projecting sign

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 CPC 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 appropriately scaled for the building and are comparable in size to other nearby signs. They do not cover any important architectural features.*

- (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, easy to read, and don't detract from the building. The signs convey needed information to both vehicles and pedestrians.*

DESIGN

The Planning & Development Department (PDD) has reviewed the proposed signage and recommends approval. Their recommendation is attached. As this property is located in the Financial District Local Historic District, the review and approval of the Historic District Commission is required and has been obtained.

CONCLUSION & RECOMMENDATION

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

Respectfully submitted,



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

Attachment: Drawings of proposed signs
PDD Recommendation
Resolution

cc: Dara O'Byrne, Deputy 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 636 WOODWARD AVE.**

BY COUNCIL MEMBER _____:

WHEREAS, Jones Sign on behalf of Cava restaurant proposes to install two signs at 636 Woodward Avenue; and

WHEREAS, 636 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 (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

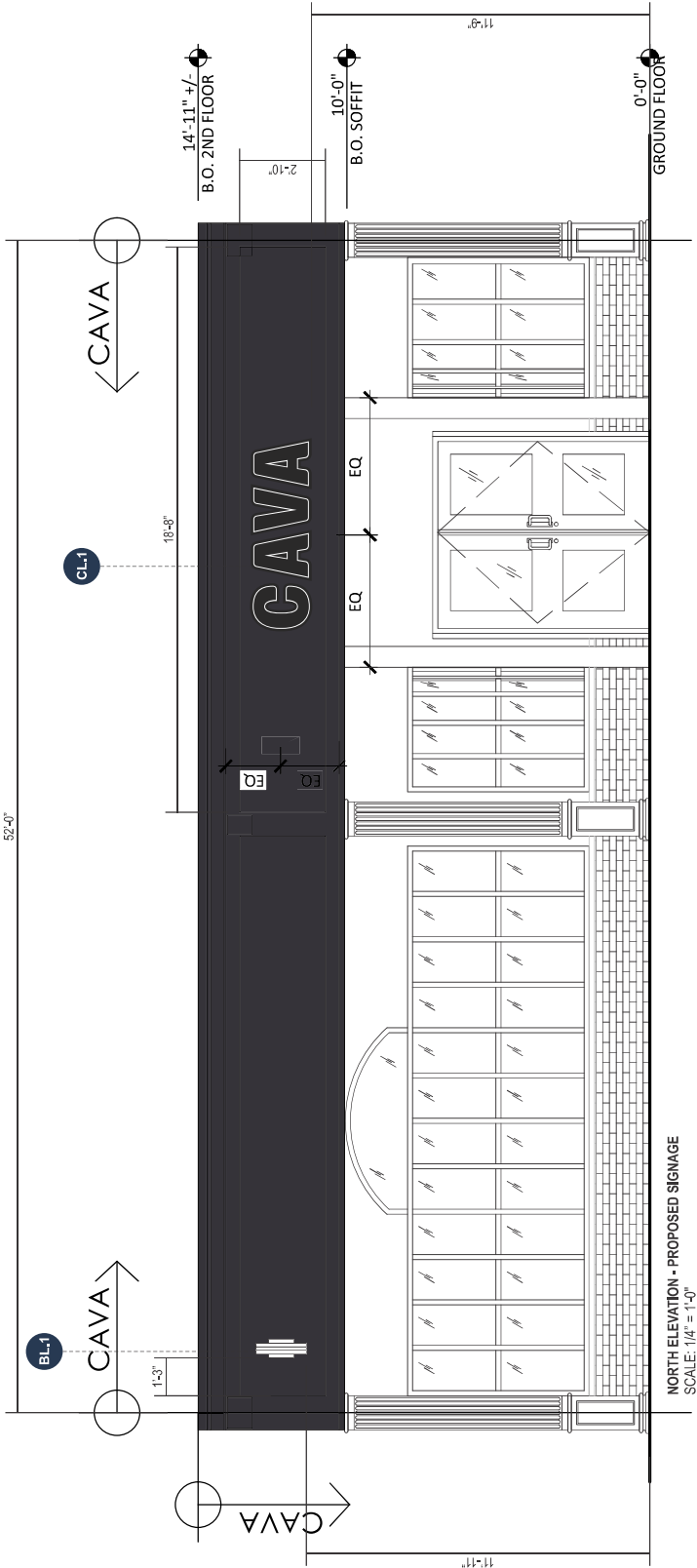
WHEREAS, the Planning and Development Department and Historic District Commission have provided favorable review; and

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 Jones Sign and dated September 4, 2024, 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 the issuance of applicable permits.

NORTH ELEVATION



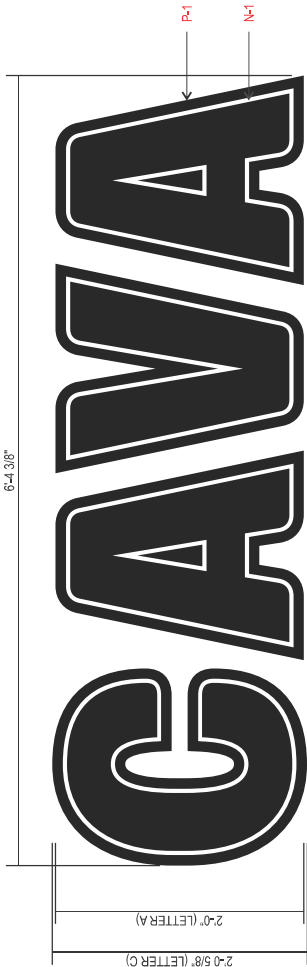
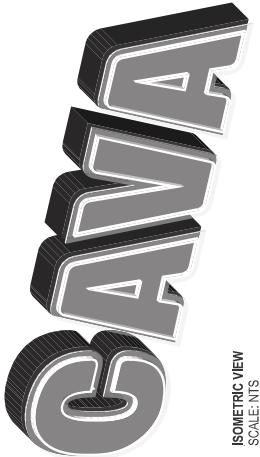
NORTH ELEVATION - PROPOSED SIGNAGE
SCALE: 1/4" = 1'-0"

<div>JONES SIGN Your Vision. Accomplished. <small>A MORTENSEN COMPANY</small></div>	<div>JOB #: 291349_R5 DATE: 08.04.2024 DESIGNER: A. GREENSLADE SALES REP: J. DAVIS PROJ MGR: A. MCCANN</div>	<div>REQUIRED: <div><input type="checkbox"/> FIELD SURVEY <input type="checkbox"/> VECTOR ARTWORK <input type="checkbox"/> OTHER:</div><div><input type="checkbox"/> PAINT COLOR <input type="checkbox"/> CLIENT PMS COLOR</div><div><input type="checkbox"/> FONTS <input type="checkbox"/> ENGINEERING</div></div>	LANDLORD APPROVAL		DATE		CAVA 636 WOODWARD AVENUE DETROIT, MI 48226	SHEET NUMBER 6.0
			CLIENT APPROVAL		DATE			

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use in conjunction with a project being planned for you by JONES SIGN. It is not to be shown to anyone outside of your organization, nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of JONES SIGN, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

CL.1 24" FAUX NEON REVERSE CHANNEL LETTERS - BLACK LETTER WITH PUSH THRU FAUX NEON (Qty 1)

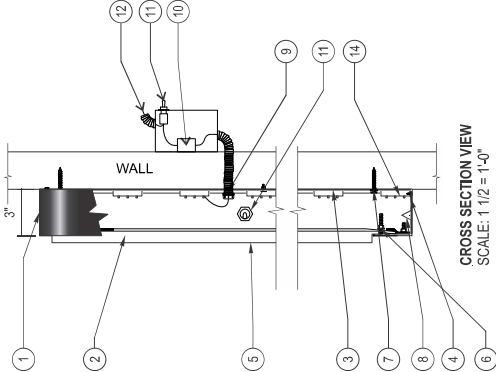
SQUARE FOOTAGE: 13.09



FRONT VIEW
SCALE: 1" = 1'-0"



SIDE VIEW
SCALE: 1" = 1'-0"



CROSS SECTION VIEW
SCALE: 1 1/2" = 1'-0"

SPECIFICATIONS:

- .063" X 3" ALUMINUM RETURNS STITCH WELDED TO ALUMINUM FACE P-1
- .125" ALUMINUM BACKS WELDED TO RETURN STRIPS
- .080 ALUMINUM BACKS WELDED TO RETURN STRIPS
- CONTINUOUS .080" THK. X 3/4" WIDE ALUMINUM STRIP WELDED TO LETTER BACKS.
- 1/2" THICK WHITE ACRYLIC PUSH THRU COPY / 1/4" PROTRUSION FROM FACE
- Z-TRACK / FOIL TAPE ATTACHED TO INSIDE FACE WITH VHB TAPE AROUND POLYCARBONATE PERIMETER / ADDITIONALLY FASTEN TO BACK OF FACE WITH STUDS AND WASHER/NUT TO SECURE
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
- 1/4" DIA. WEEP HOLES IN BACK AT BOTTOM (EXTERIOR APPLICATIONS ONLY)
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE) INSTALLER TO FOLLOW LOCAL CODE
- LED POWER SUPPLY INSIDE OF REMOTE POWER SUPPLY BOX
- TOGGLE SWITCH (IF REQUIRED ON LETTER MOUNTED TO RETURN OF LETTER)
- 2 FT. MIN. WHIP LENGTH IF PRIMARY ELECTRIC IS LOCATED WITHIN 6' OF THE POWER SUPPLY BOX. ELECTRIC TO BE CONNECTED BY INSTALLERS. INSTALLER TO FOLLOW LOCAL CODE
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL.
- 15' MIN WHIP LENGTH FOR LOW VOLTAGE WIRE
- GE PowerMax 4100K WHITE LED S

COLORS / FINISHES:

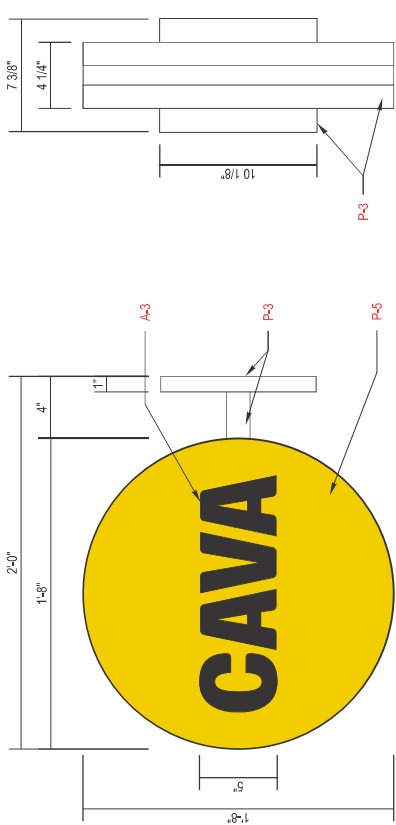


JONES SIGN Your Vision, Accomplished. <small>A MORTENSEN COMPANY</small>	.JOB #: 291349_R5 DATE: 08.04.2024 DESIGNER: A. GREENSLADE SALES REP: J. DAMS PROJ. MGR: A. MCCANN	REQUIRED: <input type="checkbox"/> FIELD SURVEY <input type="checkbox"/> VECTOR ARTWORK <input type="checkbox"/> PAINT COLOR <input type="checkbox"/> CLIENT PMS COLOR <input type="checkbox"/> FONTS <input type="checkbox"/> ENGINEERING OTHER: <div></div>	LANDLORD APPROVAL DATE	CAVA 636 WOODWARD AVENUE DETROIT, MI 48226	SHEET NUMBER 7.0

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use in conjunction with a project being planned for you by JONES SIGN. It is not to be shown to anyone outside of your organization, nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of JONES SIGN, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.

BL.1 D/F FACE LIT BLADE SIGN (Qty 1)

SQUARE FOOTAGE: 2.8



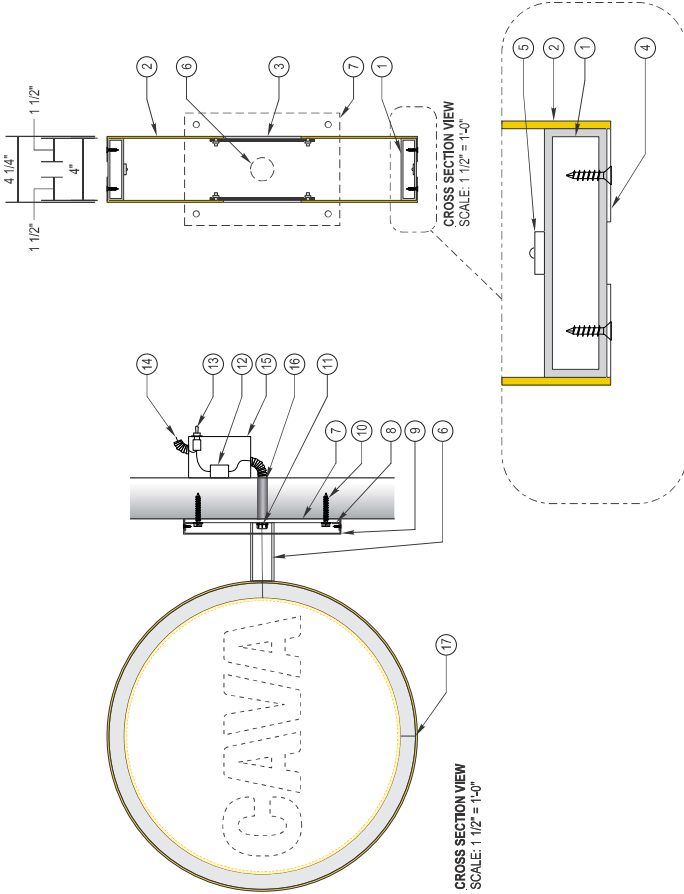
END VIEW
SCALE: 1 1/2" = 1'-0"

SPECIFICATIONS:

- 1" X 4" ROLLED ALUMINUM TUBE P-3
- 125" ALUMINUM FACE WITH COPY ROUTED AND BACKED
- FRONT FACE WILL BE GLUED TO 3" X 1" ALUMINUM TUBE FRAME P-5
- 188" DAY / NIGHT ACRYLIC STUD MOUNTED TO BACK OF 125" ALUM FACE A-3
- 1121" RETURNS WELDED TO ALUMINUM FACE. SCREW THROUGH RETURNS TO ATTACH TO ROLLED ALUMINUM TUBE FRAME WITH COUNTERSUNK SCREWS P-3
- 3500K WHITE TAPE LED'S AROUND PERIMETER OF SIGN
- 11210" PIPE PAINTED P-3
- 1/4" ALUMINUM MOUNTING PLATE WELDED TO 1 1/2"Ø PIPE
- 12" X 1/2" ALUMINUM ANGLE CLIPS WELDED TO TOP OF MOUNTING PLATE FOR ATTACHING EUSTACHIAN COVER
- .063" ALUMINUM CLAM SHELL ESCUTCHEON COVER P-3
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE)
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX (IF REQUIRED ON LETTER MOUNTED TO TOP)
- 14, 15 FT. MIN. WHIP LENGTH
- POWER SUPPLY BOX
- RIGID CONDUIT THROUGH LOCAL CODE.
- 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER (EXTERIOR APPLICATIONS ONLY)

COLORS / FINISHES:

- P-3 MP WHITE
- P-5 MP TO MATCH PMS 7408C YELLOW WITH MATTE FINISH
- A-3 DAY / NIGHT ACRYLIC (BLACK AT DAY AND WHITE AT NIGHT)



DETAIL
SCALE: 6" = 1'-0"



1/4" ALUMINUM MOUNTING PLATE
SCALE: 1 1/2" = 1'-0"

NOTES:

1. WIRING MUST BE LOWER THAN 12'-8" AFF
- 2.
- 3.

<div>JONES SIGN</div> <div>Your Vision. Accomplished.</div> <div>A MONTESIN COMPANY</div>	<div>JOB # 291349_R5</div> <div>DATE: 08.04.2024</div> <div>DESIGNER: A. GREENSLADE</div> <div>SALES REP: J. DAVIS</div> <div>PROJ MGR: A. MCCANN</div>	<div>REQUIRED:</div> <div><div><input type="checkbox"/> FIELD SURVEY</div><div><input type="checkbox"/> VECTOR ARTWORK</div><div><input type="checkbox"/> PAINT COLOR</div><div><input type="checkbox"/> CLIENT PMS COLOR</div></div> <div><input type="checkbox"/> FONTS</div> <div><input type="checkbox"/> ENGINEERING</div> <div>OTHER:</div>	LANDLORD APPROVAL	DATE	<div>CAVA</div> <div>636 WOODWARD AVENUE</div> <div>DETROIT, MI 48226</div>	<div>SHEET NUMBER</div> <div>8.0</div>
			CLIENT APPROVAL	DATE		

This is an original, unpublished drawing by Jones Sign Co., Inc. It is for your personal use in conjunction with a project being planned for you by JONES SIGN. It is not to be shown to anyone outside of your organization, nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by any other company, without the express written permission of JONES SIGN, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. JONES SIGN will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size or exact scale.



**PLANNING AND
DEVELOPMENT DEPARTMENT**

Coleman A. Young Municipal Center
2 Woodward Avenue, Suite 808
Detroit, Michigan 48226

Phone 313•224•1339
www.detroitmi.gov

Marcell R. Todd Jr., Director
Detroit City Planning Commission
208 CAYMC
Detroit, MI 48226

May 15, 2025

Dear Director Todd:

Following is the Planning and Development Department's (PDD) review of the proposed internally illuminated, wall sign and projecting sign located on the west elevation of 636 Woodward Avenue. (BSEED Permit numbers SGN2025-00118 and SGN2025-00119). This property is within the Detroit Financial Center Historic District and the applicant obtained a Certificate of Appropriateness on 4/9/2025 (Application Number HDC2025-00228) from the Historic District Commission (HDC). The total frontage of the building is 100' on the west elevation, with a tenant frontage of 52'. As the property is zoned PCA (Public Center Adjacent), this review is required per Sec. 50-11-96.

Criterion 2: Scale, form, massing and density should be appropriate to the nature of the project and relate well to surrounding development; A 13 square foot (2'-5/8" X 6'-4 3/8") illuminated wall sign is proposed and the site plan indicates faux neon, reverse channel letters which will blend with the existing building color (black). The proposed illuminated, wall sign and projecting sign are the national logo for Cava restaurants and are of the appropriate scale and color for the building. Images dating back to 2008 indicated that there were as many as three tenant signs within the same 52' of building frontage. The 52' tenant frontage will now have one wall sign and one projecting sign and the amount of signage appears to be less excessive. There should be minimal impact on the massing and a reduction in density of signage.

Criterion 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 2.8 square foot (1'8" X 2') projecting sign coordinates with the proposed wall sign national logo and provides an accent color (yellow) that provides visibility to both pedestrians and vehicular traffic. The proposed wall sign and projecting sign won't diminish the architectural details of the building.

The PDD supports the requested installation of the proposed illuminated wall sign and projecting sign located at 636 Woodward Ave. We conclude that the proposed wall sign and projecting sign will not significantly negatively impact the character of the surrounding downtown area adjacent to the Public Center. The signs must of course meet all Federal, State, and City regulations.

Respectfully Submitted,

Gregory Moots
Lead Planner-Design and Developer Innovation
Planning and Development Department

CC: Karen Gage
Russell Baltimore