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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.

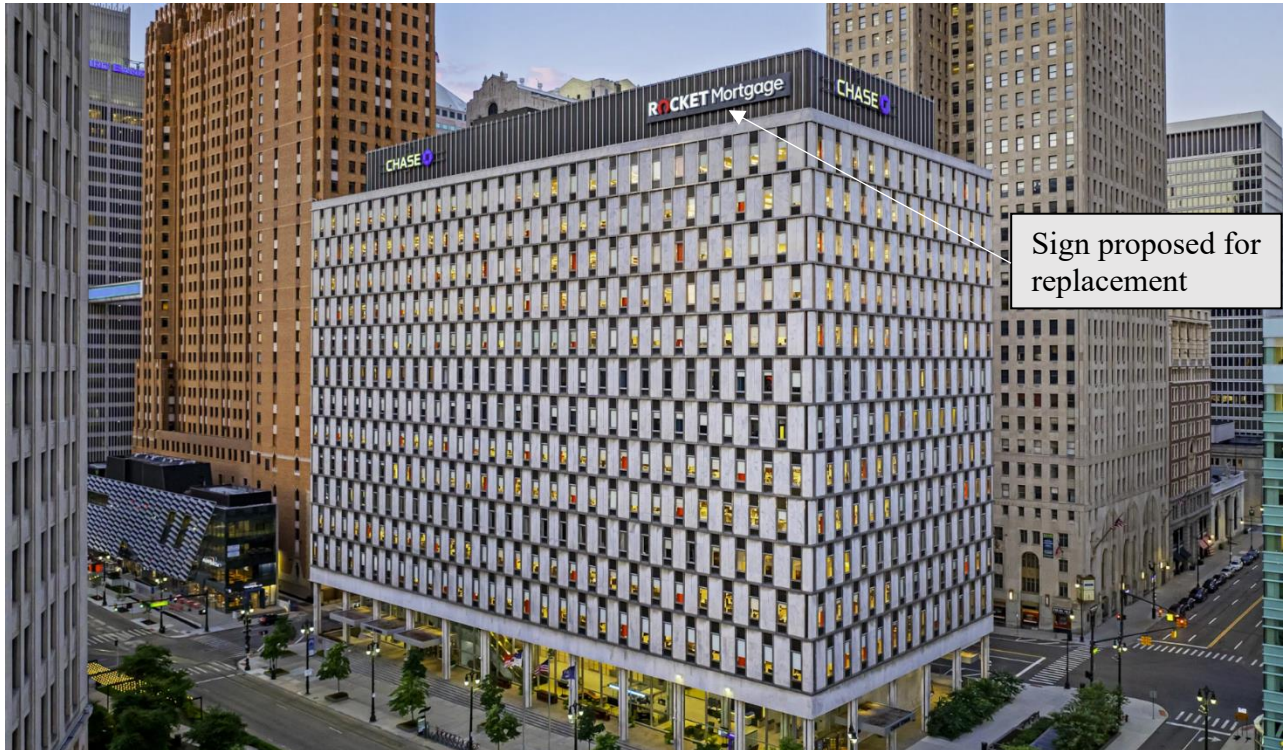
November 14, 2025

HONORABLE CITY COUNCIL

RE: Request of Northern Sign Co. on behalf of Bedrock for PCA (Public Center Adjacent) Special District Review of a proposed sign at 611 Woodward Avenue a.k.a. Chase Tower. **(RECOMMEND APPROVAL)**

REQUEST

The City Planning Commission (CPC) has received a request from Northern Sign Co. on behalf of Bedrock real estate company for PCA (Public Center Adjacent) Special District Review of a proposed sign to be located at 611 Woodward Avenue. This request is being made consistent with the provisions of Section 50-3-222 of the Detroit Zoning Ordinance which requires City Council review and approval of design and exterior appearance of all development within the PCA district.



Chase Tower – 611 Woodward Avenue with existing signage

PROPOSED PROJECT

Rocket Mortgage is undergoing a rebranding and would like to update an existing sign at 611 Woodward with their new name and logo. The proposed sign would replace an existing sign in the same location on the Woodward / east facade. The existing sign is larger in area than the proposed sign, but the proposed sign is taller than the existing sign.

The proposed sign would be constructed of halo lit channel letters mounted on a backer. It would appear red during the day and white when illuminated at night. The overall size is proposed to be 6'-8" tall and 37'-3" wide for a total area of 248 square feet. The existing sign is 4'-8" tall and 60' wide for a total area of 280 square feet.

The Historic District Commission has reviewed and approved the proposed sign as the building is located in the Financial District Local Historic District. The Planning and Development Department has also reviewed the proposal and recommends approval.



Rendering of proposed 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 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 sign is similar in size to the existing sign and will fit well with surrounding development.*
- (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 is appropriate*

in scale and color for the building. It will not cover any architectural features and will be mounted in a way that the backer will not be visible.

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 sign.

Respectfully submitted,



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

Attachment: Drawing of proposed sign
PDD Recommendation
Resolution

cc: Alexa Bush, Director, 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 611 WOODWARD AVE.**

BY COUNCIL MEMBER _____:

WHEREAS, Northern Sign Co., on behalf of Bedrock, proposes a new sign at 611 Woodward Avenue; and

WHEREAS, 611 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 (CPC) 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 Stratus and dated 8/11/25, referenced in the CPC report, with the following condition:

1. That final signage plans be reviewed by CPC staff for consistency with this approval prior to issuance of applicable permit.

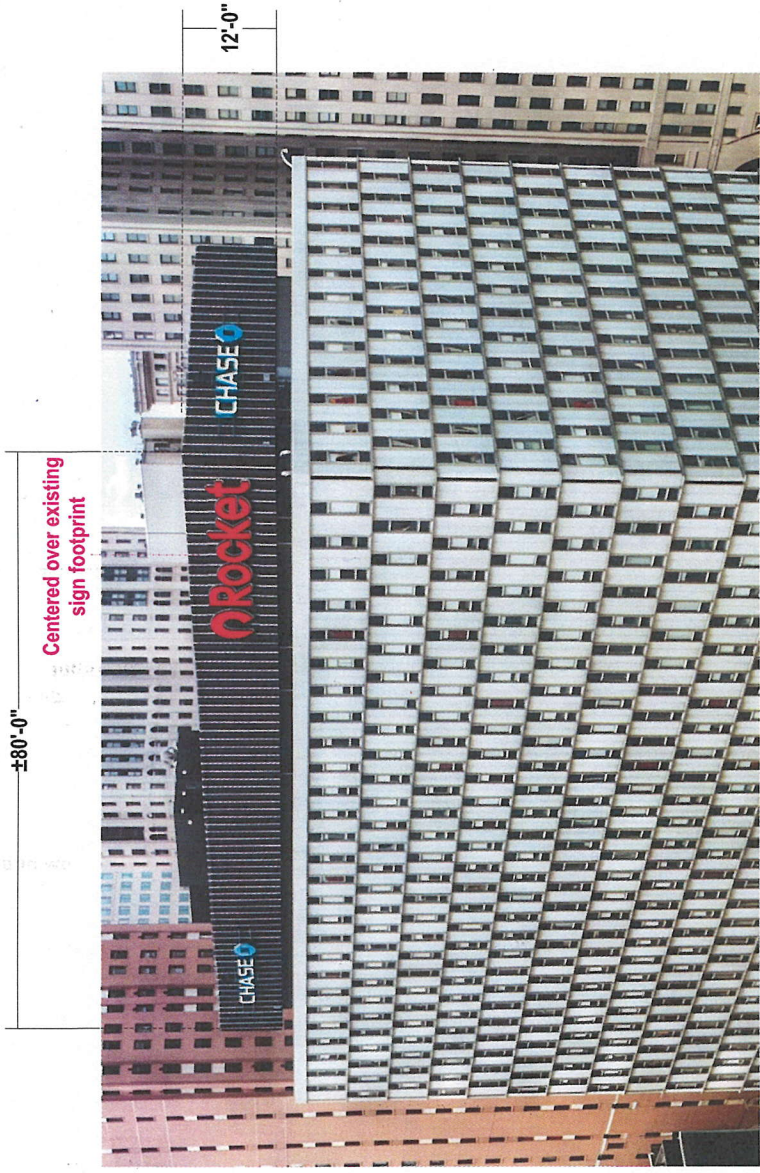
FRONT ELEVATION

Scale: 1/16" = 1'

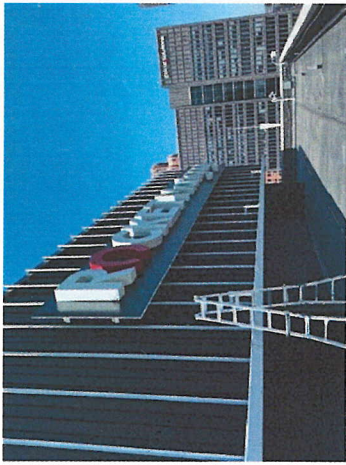
E01

FLHL52.i.p.RC

EXISTING SIGN SF:	282.5
PROPOSED SIGN SF:	267.3



EXISTING CONDITIONS



Existing 56-1/2" x 60'-0" channel letters
 [91-1/4" x 62'-6" backer panel]
 to be removed & replaced;
 Wall repair TBD

Stratus
 onestratus.com
 8959 Tyler Boulevard
 Mentor, Ohio 44060
 888.503.1599

CLIENT: **Rocket**
 ADDRESS: 611 WOODWARD AVE
 DETROIT, MI 48226-3408
 PAGE NO: **2**

ORDER NUMBER: 1237149
 SITE NUMBER: 611226
 PROJECT NUMBER: 89323
 PROJECT MANAGER: SCOTT DODDS
 ELECTRONIC FILE NAME: G:\ACCOUNTS\ROCKET COMPANIES\LOCATIONS\2025\M1611226_Detroit\611226_Detroit_RS.cdr

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	53833	04/29/25 KB					
Rev 1	529516	05/02/25 KB	Revised wall repair note				
Rev 2	530622	05/08/25 KB					
Rev 3	537798	06/10/25 SJ					
Rev 4	539788	07/02/25 MKS					
Rev 5	546857	08/11/25 JCH					

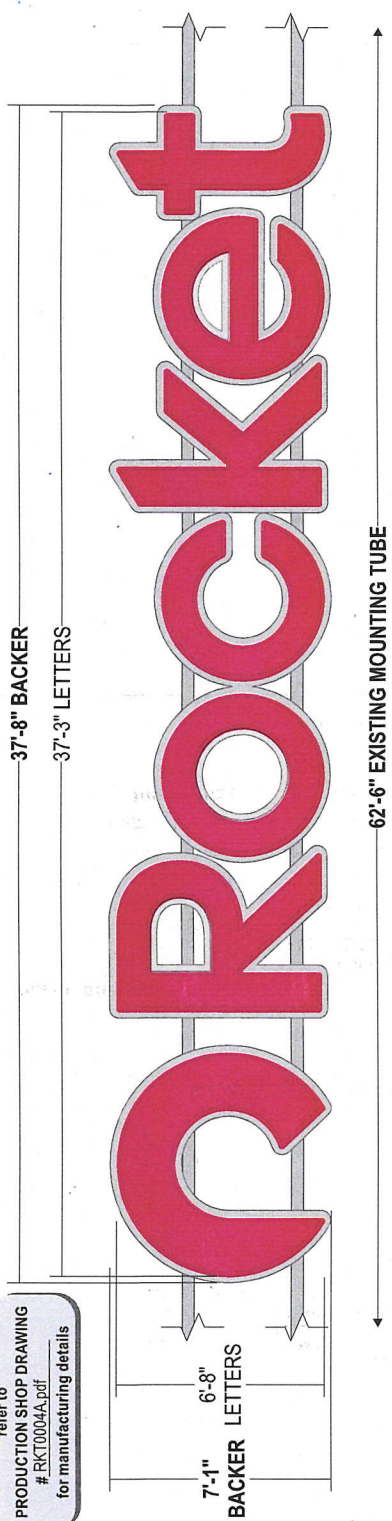
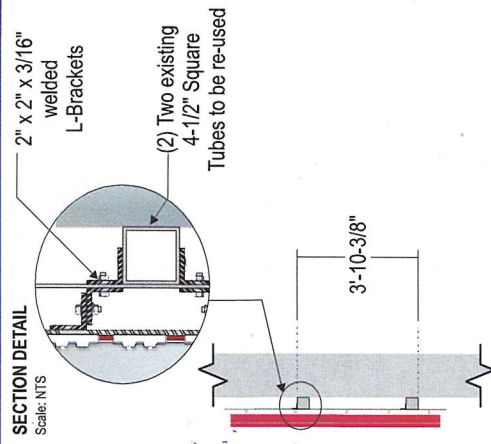
E01 FACE LIT, HALO LIT CHANNELS on Flat Backer

FLHL80.1.p

Scale: 1/4" = 1'-0"

267.3 square feet

refer to
PRODUCTION SHOP DRAWING
FRKT0004A.pdf
for manufacturing details



- FACES:** .177" clear polycarbonate with first surface applied red dual color film & second surface white diffuser film, to illuminate White at night
- RETAINERS:** 1-1/2" metal retainers painted red to match faces
- RETURNS:** 5" deep .063" aluminum painted red
Note: baffle required for separation of led
- BACKS:** .177" Clear polycarbonate w/ applied White diffuser film to diffuse LED's
- ILLUM.:** Face illum.: White LEDs as required by manufacturer;
Halo illum.: RGB LEDs w/ controller;
Power supplies mounted behind the wall above the roof deck; Need 12' Whips

- BACKER:** Flat .125 aluminum backer painted silver
- INSTALL:** Channel letters mounted to backer panel with 2" x 2" angle iron clips; Secured to existing 4-1/2" square mounting tubes with welded 3" x 2" L-brackets to backs of each letter backer; Backer mounted flush to square tubes and to have additional studs and construction grade adhesive as required. No visible fasteners

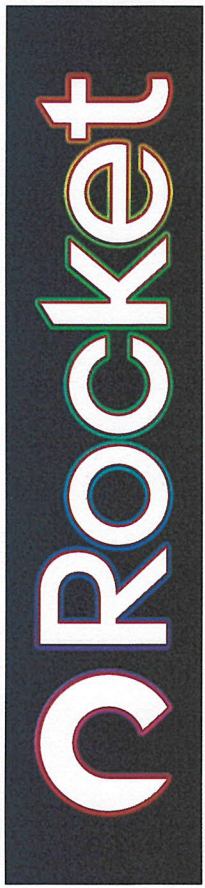
QUANTITY: (1) ONE SET REQUIRED

COLOR PALETTE

Pantone Red 032 C
 3M 3635-70 white diffuser
 Custom perforated vinyl to match Pantone Red 032 C
 Silver

Paint finish to be satin unless otherwise specified

SIMULATED NIGHT VIEW



CLIENT: Rocket

ADDRESS: 611 WOODWARD AVE
DETROIT, MI 48226-3408

ORDER NUMBER: 1237149

PROJECT NUMBER: 89323

SITE NUMBER: 611226

PROJECT MANAGER: SCOTT DODDS

ELECTRONIC FILE NAME: G:\ACCOUNTS\ROCKET COMPANIES\LOCATIONS\2025\MIB1126_Detroit\611226_Detroit_RS.ctb

Stratus[®]

onstratus.com

899 Tyler Boulevard
Mentor, Ohio 44060
888.503.1589

Rev. #	Rev. #	Date/Artist	Description	Rev. #	Rev. #	Date/Artist	Description
Original	52832	04/29/25	KB	Added stringers			
Rev1	529516	05/02/25	KB	Added stringers			
Rev2	530622	05/08/25	KB	Removed Stringers; Added existing mounting tubes			
Rev3	537798	06/19/25	SI	Updated w/ survey info/ Added install section			
Rev4	537798	07/02/25	AKS	Updated per engineering			
Rev5	546892	08/11/25	JCH	Updated per engineering			



PLANNING & DEVELOPMENT DEPARTMENT
2 WOODWARD AVE SUITE 808, DETROIT, MI 48226

HISTORIC DISTRICT COMMISSION

CERTIFICATE OF APPROPRIATENESS ADMINISTRATIVE APPROVAL

Application Number: HDC2025-00649

Effective Date: 10/22/25

Project Address: 611 Woodward

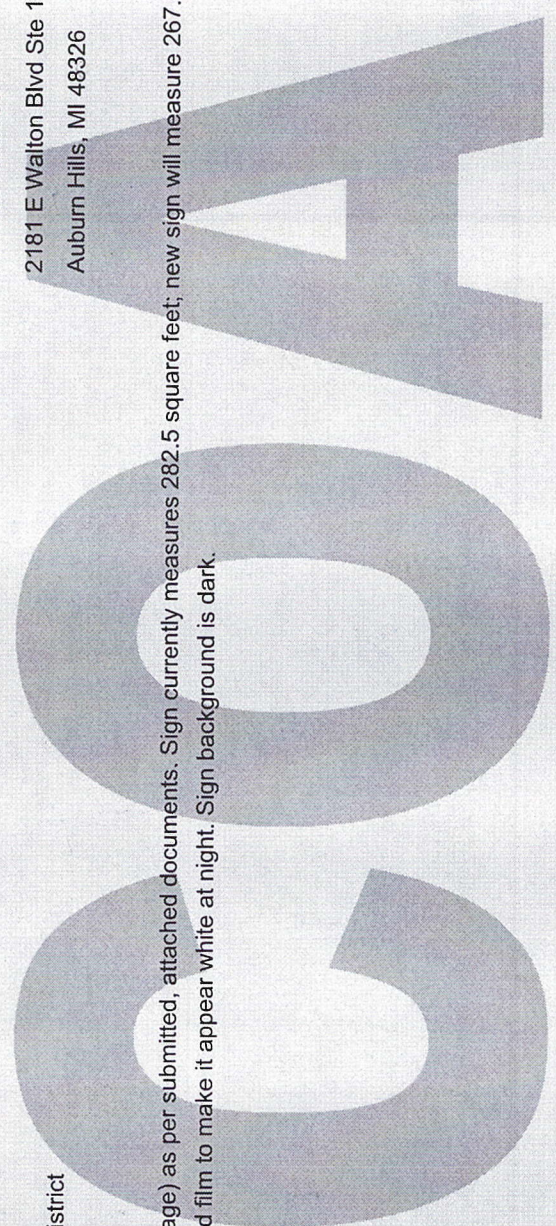
Issued to: Richard Kielbasa

Historic District: Financial District

2181 E Walton Blvd Ste 100
Auburn Hills, MI 48326

Description of Work:

Reface existing sign (Rocket Mortgage) as per submitted, attached documents. Sign currently measures 282.5 square feet; new sign will measure 267.3 square feet. Sign will appear red during the day and has a second film to make it appear white at night. Sign background is dark.



With the Conditions that:

N/A

Pursuant to Section 5(10) of the Michigan Local Historic District Act, as amended, being MCL 399.205 (10) and Sections 21-2-57 and 21-2-73 of the 2019 Detroit City Code, and Detroit Historic District Commission ("DHDC") delegation of administrative authority via Resolutions 97-01, 97-02, 98-01, 20-03, 21-04, and/or 21-07, as applicable, the staff of the DHDC has reviewed the above referenced application and hereby issues a Certificate of Appropriateness ("COA") for the description of work, effective date above, as it meets the Secretary of the Interior's Standards for Rehabilitation and the district's Elements of Design

For the Commission:

Garrick Landsberg
Director of Staff, Historic District Commission

PSR: Ellen

251022et



Post this COA at the subject property until work is complete. It is important to note that approval by the DHDC does not relieve the applicant's responsibility to comply with any other applicable ordinances or statutes.