

City of Detroit

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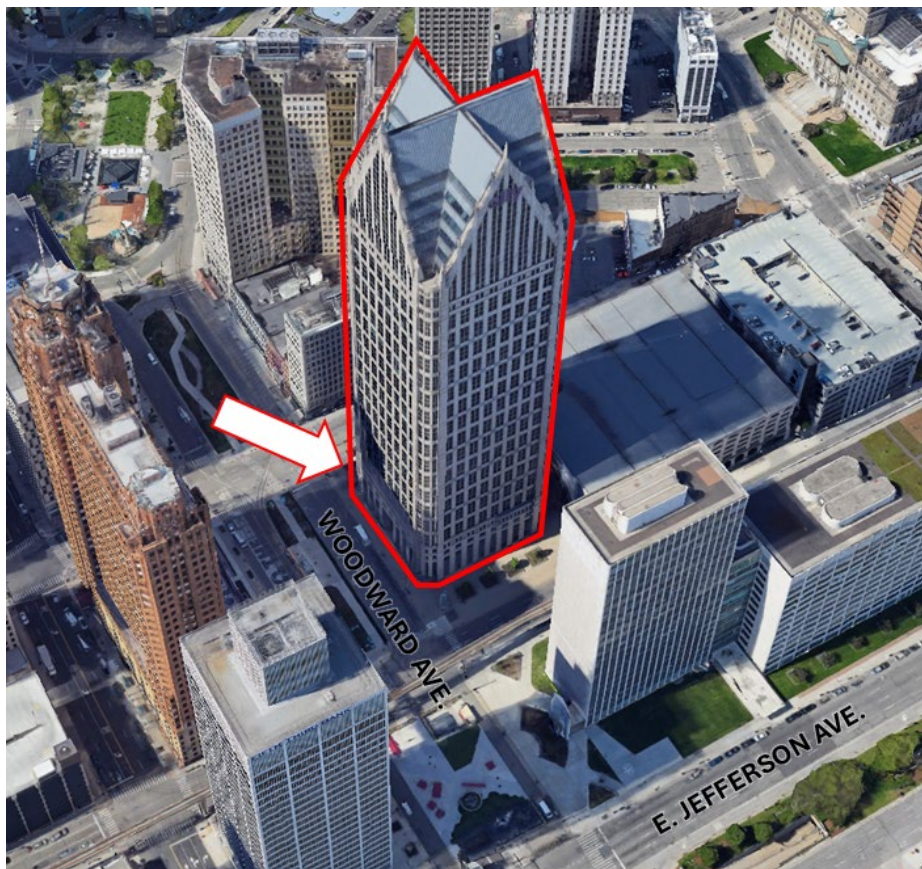
April 1, 2026

HONORABLE CITY COUNCIL

RE: Request of Kevin Deters on behalf of Metro Detroit Signs for PCA (Public Center Adjacent) Special District Review of a proposed sign to be located at 500 Woodward Avenue – aka the Ally Building. **(RECOMMEND APPROVAL)**

REQUEST

The City Planning Commission (CPC) has received a request from Kevin Deters on behalf of Metro Detroit Signs for PCA (Public Center Adjacent) Special District Review of a proposed sign to be located at 500 Woodward Avenue – aka the Ally Building. This request is being made consistent with the provisions of Section 50-3-222 of the Detroit Zoning Ordinance.



Subject property with sign location indicated



Existing wall sign to be replaced

PROPOSED PROJECT

PWC is a tenant in the Ally Building at 500 Woodward Avenue which is located on the east side of Woodward Avenue between Larned and Congress Streets. The proposal is to replace an existing wall sign on the western façade facing Woodward Avenue with a new, slightly smaller wall sign. The reason for the new sign is to reflect an updated logo which was adopted about a year ago.

The existing sign measures 5'-11" x 8'-9" (51.8 square feet) and the proposed sign measures 3'-11" x 7'-11" (31 square feet). The proposed sign is constructed of channel letters with acrylic faces and internally-illuminated with LED lights.

The proposed sign meets the requirements of the sign ordinance (found in Chapter 4 of the City Code) regarding sign type, number, area, and illumination. The location does not meet the requirements of the sign ordinance because its height is proposed to exceed 40 feet. A variance of this requirement has been applied for with the Planning & Development Department (P&DD).

Enlarged view





Proposed wall 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 appropriately scaled for the building and is comparable in size to other nearby signs. It does not cover any 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 sign is straightforward, easy to read, and doesn't detract from the building. It conveys needed information to both vehicles and pedestrians.*

Design

P&DD has reviewed the proposed signage and recommends approval. Their recommendation is attached.

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
P&DD Recommendation
Resolution

cc: Dara O'Byrne, Deputy Director, P&DD
Karen Gage, P&DD
Greg Moots, P&DD
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 500 WOODWARD AVE.**

BY COUNCIL MEMBER _____:

WHEREAS, Kevin Deters, on behalf of Metro Detroit Signs, proposes to install one wall sign at 500 Woodward Avenue; and

WHEREAS, 500 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 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;

NOW, THEREFORE, BE IT RESOLVED, that the Detroit City Council hereby approves the proposed signage depicted in drawings by Stratus and dated October 10, 2025, 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.

E01 FACE LIT CHANNEL LETTERS

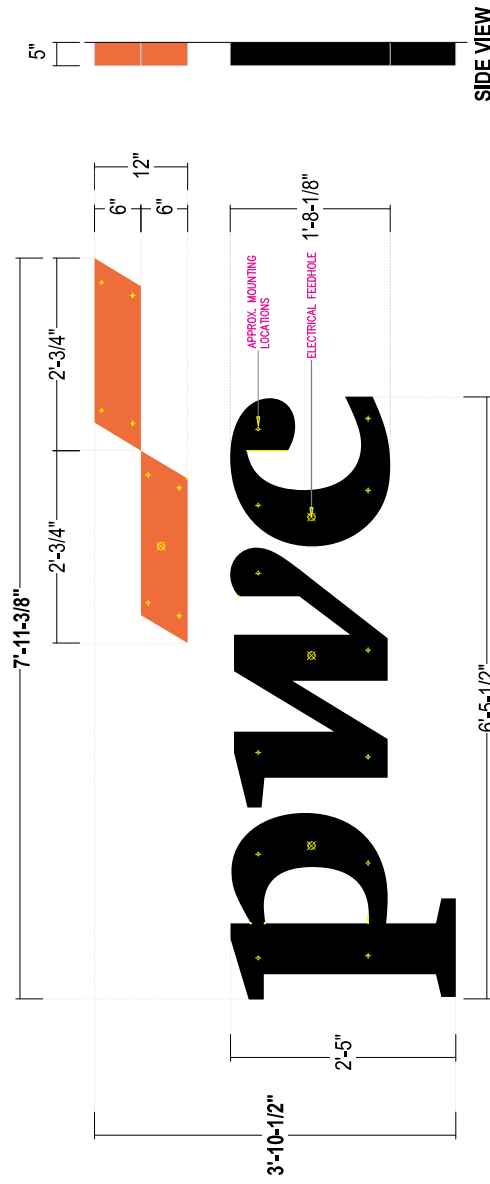
FL46.ac

Scale: 3/4"=1'-0"

30.8 square feet

refer to
PRODUCTION SHOP DRAWING
PWC0012A
for manufacturing details

 **APPROVED BY PWC TEAM**






SIDE VIEW

- FACES:** .177" #2406 white acrylic; Logo to have surface applied trans Orange vinyl overlay w/ matte overlaminate; Letters to have surface applied Black dual color film and will illuminate White at night
- TRIMCAP:** 1" jewelite trimcap painted Orange for logo; 1" Black jewelite trimcap for letters
- RETURNS:** 5" Deep .040 alum. returns pre-finished white interior / exterior painted Orange for logo & standard Black for letters
- BACKS:** .063 alum. insides painted Reflective white
- ILLUM.:** Principal Sloan White LED's as required by manufacturer;
Remote Power Supplies
- INSTALL:** Thru bolted flush to wall surface using all thread into approved blocking; 12" standard length of min 3/8" threaded rod will be supplied unless otherwise noted

QUANTITY: (1) ONE LETTERSET REQUIRED



COLOR PALETTE

-  3M #3635-222 Perf. day/night film - Black
-  3M #3630-20 trans vinyl Pantone 1655c
-  Black

Paint finish to be satin unless otherwise specified

Stratus
onestratus.com
8959 Tyler Boulevard
Mentor, Ohio 44060
888.503.1569

CLIENT: 
ADDRESS: 500 Woodward Ave.
Detroit, MI
48226-3416

ORDER NUMBER: 1242399
SITE NUMBER: 10005
ELECTRONIC FILE NAME: G:\ACCOUNTS\PPWC\2025\MH10005_Detroit\10005_Detroit_R11.cdr

PROJECT NUMBER: 89486
PROJECT MANAGER: SCOTT DODDS

PAGE NO.: 4

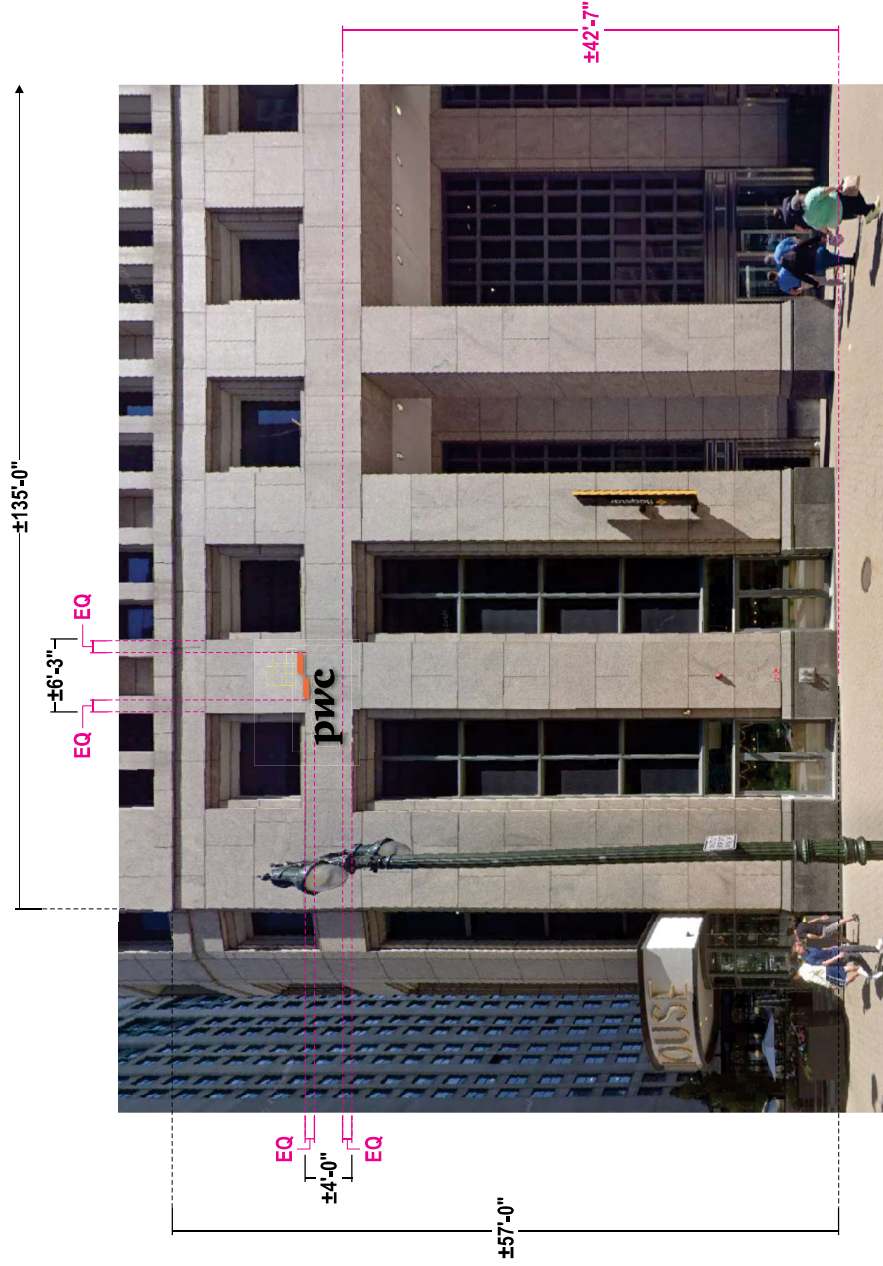
Rev #	Rev #	Date/Artist	Description	Rev #	Rev #	Date/Artist	Description
Original	546109	10/09/25 NS		Rev 7	560486	10/24/25 NS	
Rev 1	546972	08/11/25 NS	Option chosen	Rev 8	560486	10/27/25 PB	
Rev 2	546863	08/19/25 NS		Rev 9	561413	10/29/25 PB	
Rev 3	550118	08/29/25 NS	Updated to new letterset.	Rev 10	568819	12/16/25 NS	
Rev 4	555053	08/16/25 PB		Rev 11	576520	02/03/26 PB	Specs added
Rev 5	555987	10/02/25 NS					
Rev 6	557697	10/10/25 PB	Adds approval box				

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E01 WEST ELEVATION

Scale: 3/32"=1'-0"

EXISTING SIGN SE:	51.8
PROPOSED SIGN SE:	30.8



Existing 5'-11" x 8'-9" letterset to be removed & replaced;
Patch holes w/ matching caulking.
Existing "p" height = 2'-5"

PROPOSED SIGNAGE

CLIENT: **pwc**

ADDRESS: 500 Woodward Ave.
Detroit, MI
48226-3416

ORDER NUMBER: 1242399
PROJECT NUMBER: 89486

SITE NUMBER: 10005
PROJECT MANAGER: SCOTT DODDS

ELECTRONIC FILE NAME: G:\ACCOUNTS\PPWC\2025\MI\10005_Detroit
10005_Detroit_R10.cdr

PAGE NO.: 3

Rev #	Rev #	Date/Artist	Description	Rev #	Rev #	Date/Artist	Description
Original	546109	10/09/25 NS		Rev 7	560486	10/24/25 NS	
Rev 1	546972	08/11/25 NS	Option chosen	Rev 8	560486	10/27/25 PB	Location revised
Rev 2	546863	08/19/25 NS	Updated processed photo	Rev 9	561413	10/29/25 PB	Location revised
Rev 3	550118	08/29/25 NS	Updated to new letterset.	Rev 10	568819	12/16/25 NS	Location revised
Rev 4	553053	08/16/25 PB					
Rev 5	553937	10/02/25 NS					
Rev 6	557697	10/10/25 PB					

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Stratus

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**PLANNING AND
DEVELOPMENT DEPARTMENT**

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

Phone 313•224•1339
www.detroitmi.gov

City Planning Commission
208 CAYMC
Detroit, MI 48226

March 31, 2026

Commissioners:

Following is the review by the Planning and Development Department of a sign for PWC at 500 Woodward. The proposed sign is internally illuminated wall sign, 7' 11" x 3'10" (30.8 sq ft) in size at a height of 46.5 ft to replace the current on one the west elevation.

The plans are prepared by Stratus and dated 10/10/2025. A sign waiver hearing for a wall sign above 40 ft in height was held and the determination is pending. As the property is zoned PCA (Public Center Adjacent), this review is required under Sec. 50-11-96.

The relevant PCA criterion from Sec. 50-11-97 of the Zoning Ordinance is followed by our analysis in italics:

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 location and scale of the sign on the building is appropriate and replaces an existing sign. The design does not detract from the building.*

The Planning and Development Department supports the proposed sign at 500 Woodward Avenue. We conclude that the proposed sign will not change the character of the surrounding downtown area adjacent to the Public Center and is appropriate for the building.

Respectfully submitted,

Gregory Moots
Lead Planner-Office of Zoning Innovation

CC: Dara O'Byrne, Deputy Director
Karen Gage