



**PLANNING AND
DEVELOPMENT DEPARTMENT**

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RE: Public Center (PC) and Public Center Adjacent (PCA) Review of signage changes for the rebranding of and the addition of a sculptural element at the Huntington Place at 1 Washington Blvd. **(RECOMMEND APPROVAL)**

The following is the Planning and Development Department's (PDD) review of the signage changes that are part of the rebranding of the former TCF Center to Huntington Place and the addition of a sculptural element on Washington Boulevard. Regarding the signs, all previously approved signage is retained with the name changed to Huntington Place. Five new signs are proposed:

1. On the southernmost meeting room block along Washington Boulevard, south of Jefferson Avenue, above the location of the removed red COBO sign.
2. On the central meeting room block along Washington Boulevard, between Jefferson Avenue and Larned, above the location of the removed red COBO sign.
3. On the northernmost meeting room block along Washington Boulevard, between Larned and Congress, above the location of the removed red COBO sign.
4. On the north face of the ballroom building (ex Cobo Arena).
5. On the roof of the ballroom

The site is zoned PCA on the north and PC on the south. This review is carried out per Sec. 50-11-97 for the review of developments located in the Public Center Adjacent (PCA) zoning district and 50-11-67 for Public Center (PC) zoning district (the criteria are identical).

Following is our response to the applicable criteria, 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 appropriate for the scale of the building. The sculpture is appropriate for its location.*
- (3) The proposed development should be compatible with surrounding development in terms of land use, general appearance and function and should not adversely affect the value of adjacent properties; *See previous.*
- (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 new signs generally replace the existing "Cobo" and "TCF" signs, with the addition of the signs at the top of the walls of the ballroom. The new sign on the roof will not be visible to the general public. There is an*

increase in the overall area of signage, but it appears to be appropriate to the scale of the facility. The brightness of the illumination will have to be monitored, of course.

Because of the conformance to the above standards for development in the PC and PCA districts, the PDD is pleased to support the proposed changes to the TCF Center, with the recommendation that the proposed roof sign be centered and aligned either within the roof or above the Jefferson entrance.

Respectfully Submitted,

A handwritten signature in cursive script, reading "Gregory Moots".

Gregory Moots, Lead Planner
Office of Design and Zoning Innovation

CC: Karen Gage