

4/20/2021

CERTIFICATE OF APPROPRIATENESS

Elie Torgow
Sterling Group
333 W. Fort, Suite 1350
Detroit, MI 48226

RE: Application Number 21-7174; 243 W. Congress Street, Detroit Financial Historic District

Dear Mr. Torgow,

At the regularly scheduled meeting held virtually on April 14, 2021, the Detroit Historic District Commission (“Commission”) reviewed the above-referenced application for building permit. Pursuant to Section 5(10) of the Michigan Local Historic District Act, as amended, being MCL 399.205, MSA 5-3407(5)(10) and Section 21-2-73 of the 2019 Detroit City Code; the Commission has reviewed the above-referenced application for building permit and hereby issues a Certificate of Appropriateness, which is effective as of April 20, 2021.

The following proposed work meets the defined elements of design for the historic district and the Secretary of the Interior’s Standards for Rehabilitation and guidelines for rehabilitating historic buildings (36 CFR Part 67).

• **General Building Signage**

- New address signage will be added directly above the north and west building entries. The address numbers and letters are to be surface applied and will be smaller in size than the existing historic sign at the north building entry.
- The historic sign at the north building entrance which reads “Marquette Building” will remain.

• **Retail Signage at Ground Floor**

There are three (3) retail spaces at the ground floor of the building, however, only one tenant is known at this time. This COA covers the general locations and sizes for all tenant spaces as noted. The retail spaces include: one (1) space at the southwest corner (tenant unknown), one (1) space at the northwest corner (Starbucks), and one (1) space at the northeast corner (tenant unknown). The retail signage includes wall-mounted signage and projecting blade signage.

○ **Wall-mounted Retail Signage**

- The maximum size of all of the wall-mounted signage is to be 8’-8” W x 2’ H to allow for the signs to be contained within the existing decorative brick panels above the storefronts which are 10’ W x 2’-6” H.
- The locations of the wall-mounted signage are determined by the locations of the retail spaces. The southwest and northeast retail spaces (tenants unknown) may each have one (1) wall-mounted sign above their storefront. The northwest retail space (Starbucks) may have a wall-mounted sign on both the north and west elevations.

○ **Projecting “Blade” Retail Signage**

- The maximum size of all the projecting (blade) signage is to be 6’-0” H x 3’-0” W x 1’-0” D and is scaled to the size of the brick piers (3’-8” W) and the storefront (10’-0” H). The shape of the projecting blade sign is to be determined by each tenant and the applicant has requested final projecting blade sign proposals be approved by HDC staff.
- Each retail tenant may have one (1) projecting sign mounted on one of their storefront piers.

• **Upper Floor Tenant Signage at Building Entrances and Parapet**

The major tenant of the upper floors is WPP and included in this COA is a specific sign package for WPP. The second floor tenant is unknown at this time and therefore, a general signage strategy is included in this COA with final signage packages to come once tenants are known and sign designs are finalized.

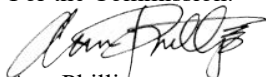
- **Major Tenant (WPP) Signage**
 - **Parapet Signage**
 - Two (2) parapet signs – one (1) on the east elevation and one (1) on the west elevation. The size of the parapet signs is to be 5'-0" H x 16'-8" x 10" D to fit within the height of the parapet which is 5'-8" tall. The signs are to be internally illuminated individual channel letters with white acrylic perforations "pixels" which create the WPP logo.
 - **Building Entrance Signage**
 - Two (2) wall-mounted plaque signs – one (1) at the north building entrance and one (1) at the west building entrance. The size for the matching wall-mounted plaque signs is to be 1'-0" H x 1'-8 1/2" W and they will be mounted 5'-5" above grade. The signs will be constructed of perforated metal with halo lighting and will not extend beyond 4" from the building.
- **Secondary Tenant Signage** – This COA includes a general signage strategy for this tenant as the tenant is unknown at this time.
 - **Building Entrance Signage**
 - Tenant may have a sign above the west entrance to the building. The maximum size of this sign is to be 8'-0" W x 2'-4" H to fit within the decorative brick panel above the building entrance and to be similar in size to the existing historic "Marquette Building" sign above the north building entrance.
 - Similar to the major tenant, the secondary tenant may have (2) wall-mounted plaque signs – one (1) at the north building entrance and one (1) at the west building entrance. The maximum size for the wall-mounted plaque signs is to be 1'-0" H x 2'-8 1/2" W to compliment the size of the brick piers (3'-8" W) and allow ease of reading for pedestrians.

With the following conditions:

- Tenants are to submit final sign packages to HDC staff for review and approval prior to pulling the permit. Should staff determine that the work does not meet the Standards, staff shall forward the proposal to the Commission for review at a future meeting.

Please retain this COA for your files. You should now proceed to obtain a building permit from the City of Detroit Buildings, Safety, Engineering and Environmental Department. It is important to note that approval by the Detroit Historic District Commission does not waive the applicant's responsibility to comply with any other applicable ordinances or statutes.

For the Commission:



Ann Phillips

Staff

Detroit Historic District Commission

THIS IS A 3-PAGE FORM—ALL INFORMATION IS REQUIRED FOR PROJECT REVIEW

HISTORIC DISTRICT COMMISSION PROJECT REVIEW REQUEST

City of Detroit - Planning & Development Department
2 Woodward Avenue, Suite 808
Detroit, Michigan 48226

Date: _____

PROPERTY INFORMATION

ADDRESS: _____ AKA: _____

HISTORIC DISTRICT: _____

SCOPE OF WORK: (Check ALL that apply)

<input type="checkbox"/> Windows/ Doors	<input type="checkbox"/> Roof/Gutters/ Chimney	<input type="checkbox"/> Porch/ Deck	<input type="checkbox"/> Landscape/Fence/ Tree/Park	<input type="checkbox"/> General Rehab
<input type="checkbox"/> New Construction	<input type="checkbox"/> Demolition	<input type="checkbox"/> Addition	<input type="checkbox"/> Other: _____	

APPLICANT IDENTIFICATION

Property Owner/
Homeowner

Contractor

Tenant or
Business Occupant

Architect/Engineer/
Consultant

NAME: _____ COMPANY NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ MOBILE: _____ EMAIL: _____

PROJECT REVIEW REQUEST CHECKLIST

Please attach the following documentation to your request:

PLEASE KEEP FILE SIZE OF ENTIRE SUBMISSION UNDER 30MB

- Completed Building Permit Application** (highlighted portions only)
- ePLANS Permit Number** (only applicable if you've already applied for permits through ePLANS)
- Photographs** of ALL sides of existing building or site
- Detailed photographs** of location of proposed work (photographs to show existing condition(s), design, color, & material)
- Description of existing conditions** (including materials and design)
- Description of project** (if replacing any existing material(s), include an explanation as to why replacement--rather than repair--of existing and/or construction of new is required)
- Detailed scope of work** (formatted as bulleted list)
- Brochure/cut sheets** for proposed replacement material(s) and/or product(s), as applicable

NOTE:

Based on the scope of work, additional documentation may be required.

See www.detroitmi.gov/hdc for scope-specific requirements.

Upon receipt of this documentation, staff will review and inform you of the next steps toward obtaining your building permit from the Buildings, Safety Engineering and Environmental Department (BSEED) to perform the work.

SUBMIT COMPLETED REQUESTS TO HDC@DETROITMI.GOV

P2 - BUILDING PERMIT APPLICATION

Date: _____

PROPERTY INFORMATION

Address: _____ Floor: _____ Suite#: _____ Stories: _____

AKA: _____ Lot(s): _____ Subdivision: _____

Parcel ID#(s): _____ Total Acres: _____ Lot Width: _____ Lot Depth: _____

Current Legal Use of Property: _____ Proposed Use: _____

Are there any existing buildings or structures on this parcel? Yes No

PROJECT INFORMATION

Permit Type: New Alteration Addition Demolition Correct Violations

Foundation Only Change of Use Temporary Use Other: _____

Revision to Original Permit #: _____ (Original permit has been issued and is active)

Description of Work (Describe in detail proposed work and use of property, attach work list)

MBC use change No MBC use change

Included Improvements (Check all applicable; these trade areas require separate permit applications)

HVAC/Mechanical Electrical Plumbing Fire Sprinkler System Fire Alarm

Structure Type

New Building Existing Structure Tenant Space Garage/Accessory Building

Other: _____ Size of Structure to be Demolished (LxWxH) _____ cubic ft.

Construction involves changes to the floor plan? Yes No

(e.g. interior demolition or construction to new walls)

Use Group: _____ Type of Construction (per current MI Bldg Code Table 601) _____

Estimated Cost of Construction \$ _____ By Contractor \$ _____ By Department

Structure Use

Residential-Number of Units: _____ Office-Gross Floor Area _____ Industrial-Gross Floor Area _____

Commercial-Gross Floor Area: _____ Institutional-Gross Floor Area _____ Other-Gross Floor Area _____

Proposed No. of Employees: _____ List materials to be stored in the building: _____

PLOT PLAN SHALL BE submitted on separate sheets and shall show all easements and measurements (must be correct and in detail). SHOW ALL streets abutting lot, indicate front of lot, show all buildings, existing and proposed distances to lot lines. (Building Permit Application Continues on Next Page)

For Building Department Use Only

Intake By: _____ Date: _____ Fees Due: _____ DngBld? No

Permit Description: _____

Permit #: _____ Current Legal Land Use: _____ Proposed Use: _____

Permit#: _____ Date Permit Issued: _____ Permit Cost: \$ _____

Zoning District: _____ Zoning Grant(s): _____

Lots Combined? Yes No (attach zoning clearance)

Revised Cost (revised permit applications only) Old \$ _____ New \$ _____

Structural: _____ Date: _____ Notes: _____

Zoning: _____ Date: _____ Notes: _____

Other: _____ Date: _____ Notes: _____



Sign Strategy Narrative

This application requests approval of the overall strategy for signage at the Marquette Building.

The building will have three retail spaces, one at the southwest corner, one at the northwest corner (Starbucks has leased this space) and one at the northeast corner.

The building will have two office tenants at the upper floors. WPP, as large advertising firm, has leased floors 3-11. The second floor does not yet have tenant.

This application proposes the following strategy to meet the signage requirements for each of the tenants:

Building Signage

1. The historic sign at the north entry to the building will be retained.
2. Address signage in the form of surface applied letters will be added directly above the entries at the north and west entries to the building (see attached rendering). The letters are scaled to be smaller than the historic building sign at the north entry.

Retail Signage

1. The southwest and northeast retail tenants can each have one wall mounted sign above their storefront. The northwest corner tenant can have such as sign on both the north and west elevations. The proposed size of these signs is set so that the signs will be contained within the decorative brick panels above the storefronts.
2. Each retail tenant can have one projecting sign mounted on one of their storefront piers. The proposed size of the signs is scaled to the size of the piers and the storefronts. Because the shapes of projecting signs can vary considerably, we recommend that final approval of projecting sign sizes and shapes be by HDC staff.

Upper Floor Tenant Signage

1. The major tenant for the upper floors (in this case WPP) will have two parapet signs – one on the east elevation and one on the west elevation. These signs are scaled to the size of the building and of the parapet.
2. The secondary tenant (in this case the future second floor tenant) will be allowed a sign above the west entrance to the building. The proposed size for this sign is scaled to be similar to the historic sign above the north entry to the building.
3. Both upper floor tenants will be permitted wall-mounted plaque signs - one for each tenant at the north and west entries to the building. The size of these signs is scaled to the size of the pier and for ease of reading by pedestrians.

Marquette Building
243 West Congress
Detroit, MI



North and West Storefront Elevations
after rehabilitation looking se.

Marquette Building
243 West Congress
Detroit, MI

Photo 1

Feb. 22, 2021



West Elevation looking east during construction.

Marquette Building
243 West Congress
Detroit, MI

Photo 2

July 2020



North end of parapet at west elevation during construction.

Marquette Building
243 West Congress
Detroit, MI

Photo 3

July 2020



East and North Elevations looking sw
(during construction)

Marquette Building
243 West Congress
Detroit, MI

Photo 4

July 2020

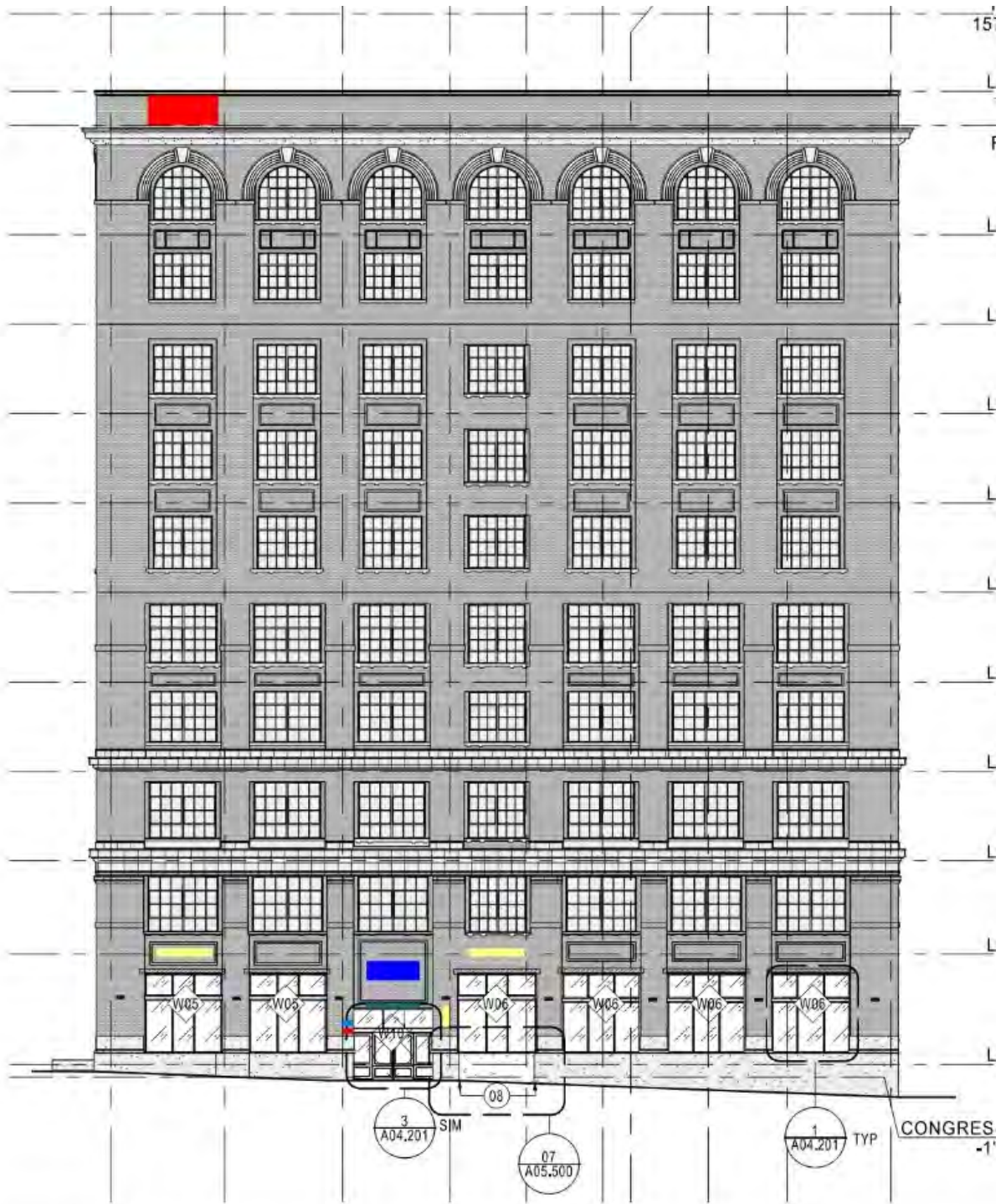


03 BUILDING NORTH ELEVATION - CONGRESS
 SCALE: 1/16" = 1'-0"

Marquette Building
 243 West Congress
 Detroit, MI

DWG: SignRend 1a

Feb. 22, 2021



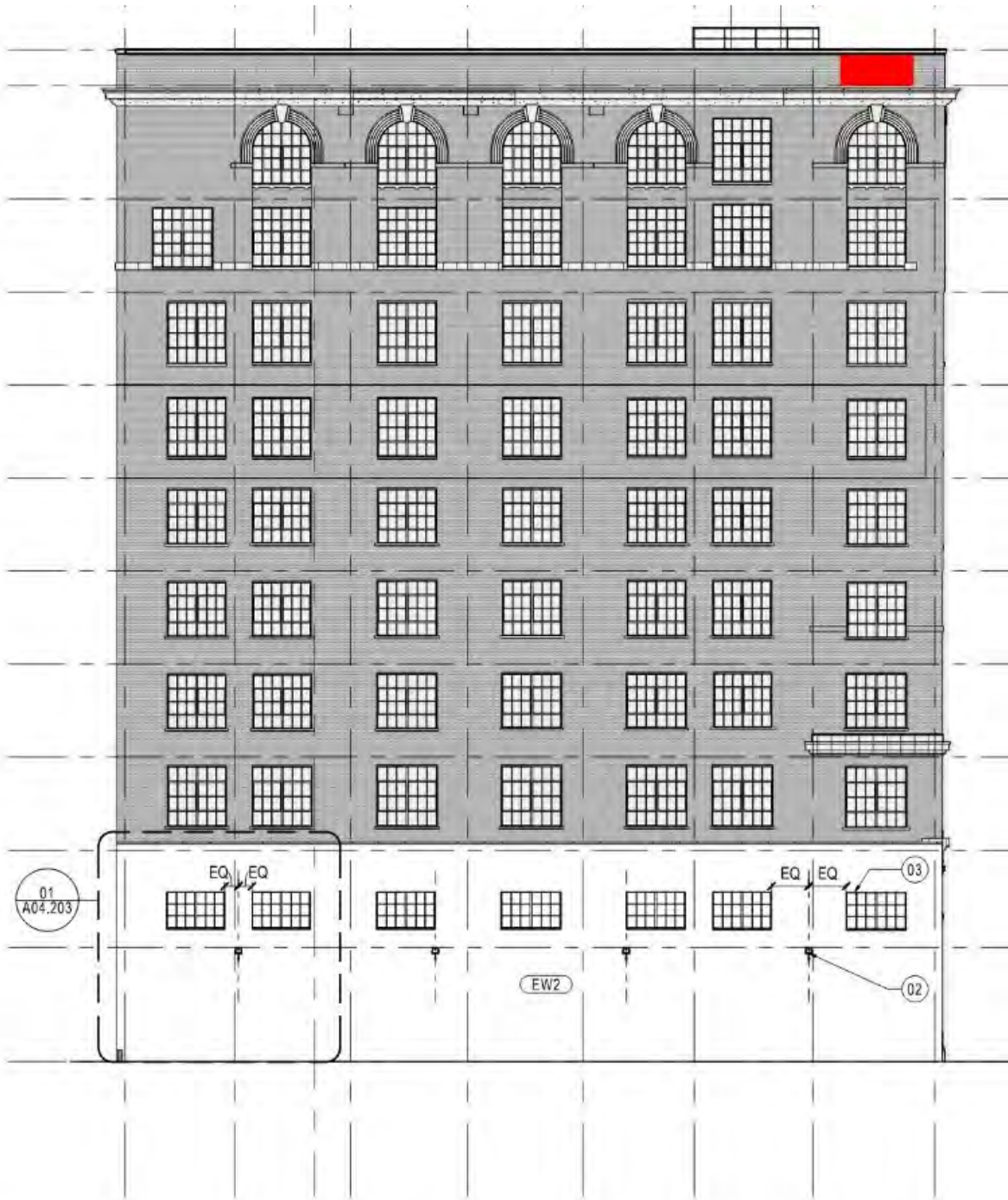
01 BUILDING WEST ELEVATION - WASHINGTON
 SCALE: 1/16" = 1'-0"

- Upper Floor Tenant Sign
- Second Floor Tenant Sign
- Building Sign
- Bldg. Address
- Tenant Sign
- Projecting Sign

Marquette Building
 243 West Congress
 Detroit, MI

DWG: SignRend 1b

Feb. 22, 2021



02 BUILDING EAST ELEVATION

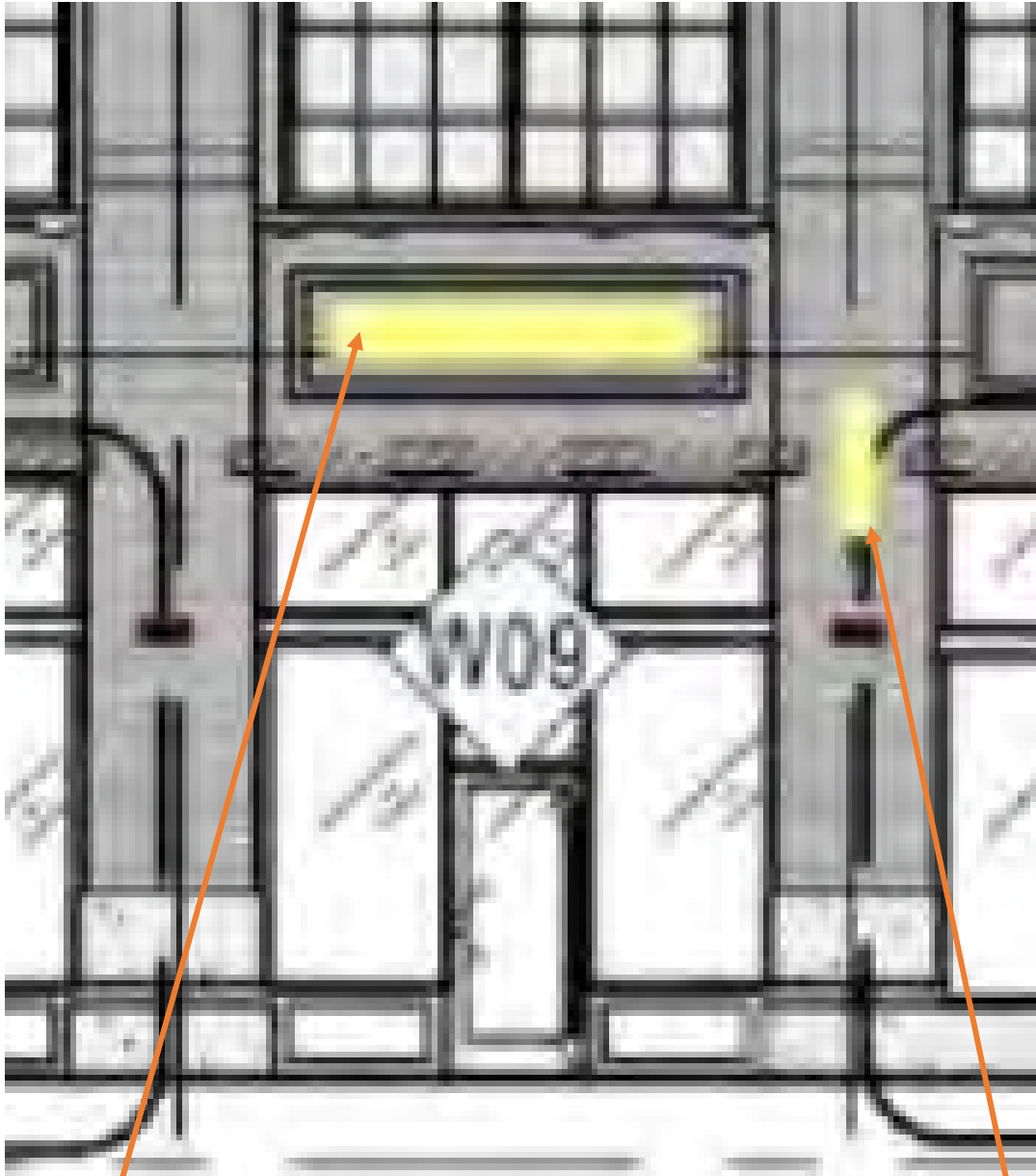
SCALE: 1/16" = 1'-0"

- Upper Floor Tenant Sign
- Second Floor Tenant Sign
- Building Sign
- Bldg. Address
- Tenant Sign
- Projecting Sign

Marquette Building
243 West Congress
Detroit, MI

DWG: SignRend 1c

Feb. 22, 2021



Brick panel above storefront is 10' wide and 2'6" tall: maximum proposed sign size is 8'8" wide x 2' tall.

Brick Pier width is 3'8" wide, storefront height is 10': maximum projecting sign is 6' high x 3' wide x 1' thick, subject to HDC Staff approval.

- Upper Floor Tenant Sign
- Second Floor Tenant Sign
- Building Sign
- Bldg. Address
- Tenant Sign
- Projecting Sign

Marquette Building
243 West Congress
Detroit, MI



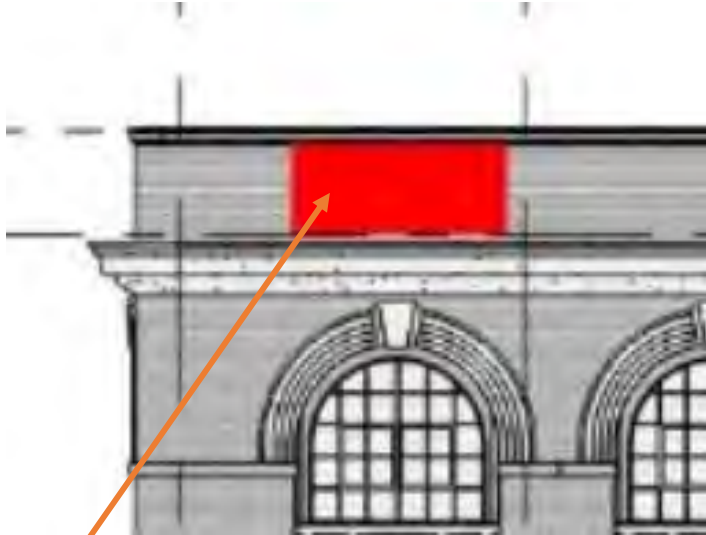
Brick panel above entry is 10' wide and 6' tall: maximum sign size proposed is 8' wide x 28" tall (for second floor tenant at west entrance, north entrance to remain as is with historic sign.

Brick Pier width is 3'8" wide, storefront height is 10': maximum entry sign proposed size is 1' high x 2'8 1/2" wide.

Address sign to be as shown on separate sketch.

- Upper Floor Tenant Sign
- Second Floor Tenant Sign
- Building Sign
- Bldg. Address
- Tenant Sign
- Projecting Sign

Marquette Building
243 West Congress
Detroit, MI



The parapet height is 5'8": maximum sign size proposed is 5' tall x 16'8" long.

- Upper Floor Tenant Sign
- Second Floor Tenant Sign
- Building Sign
- Bldg. Address
- Tenant Sign
- Projecting Sign

Marquette Building
243 West Congress
Detroit, MI

DWG: SignRend 1f

Feb. 22, 2021



Marquette Building March 3, 2021
 Detroit, MI
 SignRend 5



contact: **Scott Smith**
 419-344-5660
 scott@scottconsultinginc.com

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client: **MARQUETTE BUILDING**

location: **Detroit MI.**



sign type: **Proposed Signage**

filename: **Marquette Bldg. 12-23-20**

drawn by / date: **TB 2-10-21**

revisions:

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



WPP Detroit Campus Exterior Signage Design

03.22.2021



acrylicize

THIS IS A 3-PAGE FORM - ALL INFORMATION IS REQUIRED FOR PROJECT REVIEW

HISTORIC DISTRICT COMMISSION PROJECT REVIEW REQUEST

City of Detroit - Planning & Development Department
2 Woodward Avenue, Suite 808
Detroit, Michigan 48226

Date: 03/22/2021

PROPERTY INFORMATION

ADDRESS: 243 W Congress St, Detroit, MI 48226 AKA: Marquette

HISTORIC DISTRICT: Financial District

SCOPE OF WORK: (Check ALL that apply)

<input type="checkbox"/> Windows/ Doors	<input type="checkbox"/> Roof/Gutters/ Chimney	<input type="checkbox"/> Porch/ Deck	<input type="checkbox"/> Landscape/Fence/ Tree/Park	<input type="checkbox"/> General Rehab
<input type="checkbox"/> New Construction	<input type="checkbox"/> Demolition	<input type="checkbox"/> Addition	<input checked="" type="checkbox"/> Other: <u>Exterior Signage</u>	

APPLICANT IDENTIFICATION

Property Owner/
Homeowner Contractor Tenant or
Business Occupant Architect/Engineer/
Consultant

NAME: Shannon Andrews

COMPANY NAME: Acrylicize USA

ADDRESS: 1505 Broadway CITY: Seattle STATE: WA ZIP: 98122

PHONE: +1 206 492 5849 MOBILE: N/A EMAIL: shannon@acrylicize.com

PROJECT REVIEW REQUEST CHECKLIST

Please attach the following documentation to your request:

PLEASE KEEP FILE SIZE OF ENTIRE SUBMISSION UNDER 30MB

- Completed Building Permit Application** (highlighted portions only)
- ePLANS Permit Number** (only applicable if you've already applied for permits through ePLANS)
- Photographs** of ALL sides of existing building or site
- Detailed photographs** of location of proposed work (photographs to show existing condition(s), design, color, & material)
- Description of existing conditions** (including materials and design)
- Description of project** (if replacing any existing material(s), include an explanation as to why replacement--rather than repair--of existing and/or construction of new is required)
- Detailed scope of work** (formatted as bulleted list)
- Brochure/cut sheets** for proposed replacement material(s) and/or product(s), as applicable

NOTE:

Based on the scope of work, additional documentation may be required.

See www.detroitmi.gov/hdc for scope-specific requirements.

Upon receipt of this documentation, staff will review and inform you of the next steps toward obtaining your building permit from the Buildings, Safety Engineering and Environmental Department (BSEED) to perform the work.

SUBMIT COMPLETED REQUESTS TO HDC@DETROITMI.GOV

P2 - BUILDING PERMIT APPLICATION

Date: **03/22/2021**

PROPERTY INFORMATION

Address: **243 W Congress St, Detroit, MI 48226** Floor: _____ Suite#: _____ Stories: _____

AKA: **Marquette** Lot(s): _____ Subdivision: _____

Parcel ID#(s): _____ Total Acres: _____ Lot Width: _____ Lot Depth: _____

Current Legal Use of Property: _____ Proposed Use: _____

Are there any existing buildings or structures on this parcel? Yes No

PROJECT INFORMATION

Permit Type: New Alteration Addition Demolition Correct Violations

Foundation Only Change of Use Temporary Use Other: _____

Revision to Original Permit #: _____ (Original permit has been issued and is active)

Description of Work (Describe in detail proposed work and use of property, attach work list)

See attached PDF for detailed scope of work.

MBC use change No MBC use change

Included Improvements (Check all applicable; these trade areas require separate permit applications)

HVAC/Mechanical Electrical Plumbing Fire Sprinkler System Fire Alarm

Structure Type

New Building Existing Structure Tenant Space Garage/Accessory Building

Other: _____ Size of Structure to be Demolished (LxWxH) _____ cubic ft.

Construction involves changes to the floor plan? Yes No

(e.g. interior demolition or construction to new walls)

Use Group: _____ Type of Construction (per current MI Bldg Code Table 601) _____

Estimated Cost of Construction \$ _____ By Contractor \$ _____ By Department

Structure Use

Residential-Number of Units: _____ Office-Gross Floor Area _____ Industrial-Gross Floor Area _____

Commercial-Gross Floor Area: _____ Institutional-Gross Floor Area _____ Other-Gross Floor Area _____

Proposed No. of Employees: _____ List materials to be stored in the building: _____

PLOT PLAN SHALL BE submitted on separate sheets and shall show all easements and measurements (must be correct and in detail). SHOW ALL streets abutting lot, indicate front of lot, show all buildings, existing and proposed distances to lot lines. (Building Permit Application Continues on Next Page)

For Building Department Use Only

Intake By: _____ Date: _____ Fees Due: _____ DngBld? No

Permit Description: _____

Current Legal Land Use: _____ Proposed Use: _____

Permit#: _____ Date Permit Issued: _____ Permit Cost: \$ _____

Zoning District: _____ Zoning Grant(s): _____

Lots Combined? Yes No (attach zoning clearance)

Revised Cost (revised permit applications only) Old \$ _____ New \$ _____

Structural: _____ Date: _____ Notes: _____

Zoning: _____ Date: _____ Notes: _____

Other: _____ Date: _____ Notes: _____

Permit #:



IDENTIFICATION (All Fields Required)

Property Owner/Homeowner

Property Owner/Homeowner is Permit Applicant

Name: _____ Company Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Mobile: _____
Driver's License #: _____ Email: _____

Contractor

Contractor is Permit Applicant

Representative Name: _____ Company Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Mobile: _____ Email: _____
City of Detroit License #: _____

TENANT OR BUSINESS OCCUPANT

Tenant is Permit Applicant

Name: _____ Phone: _____ Email: _____

ARCHITECT/ENGINEER/CONSULTANT

Architect/Engineer/Consultant is Permit Applicant

Name: _____ State Registration#: _____ Expiration Date: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Mobile: _____ Email: _____

HOMEOWNER AFFIDAVIT (Only required for residential permits obtained by homeowner.)

I hereby certify that I am the legal owner and occupant of the subject property and the work described on this permit application shall be completed by me. I am familiar with the applicable codes and requirements of the City of Detroit and take full responsibility for all code compliance, fees and inspections related to the installation/work herein described. I shall neither hire nor sub-contract to any other person, firm or corporation any portion of the work covered by this building permit.

Print Name: _____ Signature: _____ Date: _____
(Homeowner)

Subscribed and sworn to before me this _____ day of _____ 20 ____ A.D. _____ County, Michigan

Signature: _____ My Commission Expires: _____
(Notary Public)

PERMIT APPLICANT SIGNATURE

I hereby certify that the information on this application is true and correct. I have reviewed all deed restrictions that may apply to this construction and am aware of my responsibility thereunder. I certify that the proposed work is authorized by the owner of the record and I have been authorized to make this application as the property owner(s) authorized agent. Further I agree to conform to all applicable laws and ordinances of jurisdiction. **I am aware that a permit will expire when no inspections are requested and conducted within 180 days of the date of issuance or the date of the previous inspection and that expired permits cannot be**

Print Name: _____ Signature: _____ Date: _____
(Permit Applicant)

Driver's License #: _____ Expiration: _____

Subscribed and sworn to before me this _____ day of _____ 20 ____ A.D. _____ County, Michigan

Signature: _____ My Commission Expires: _____
(Notary Public)

Section 23a of the state construction code act of 1972, 1972PA230, MCL 125.1523A, prohibits a person from conspiring to circumvent the licensing requirements of this state relating to persons who are to perform work on a residential building or a residential structure. Visitors of Section 23a are subject to civil fines.

This application can also be completed online. Visit detroitmi.gov/bseed/elaps for more information.



WPP Exterior Signage

Scope Of Work

Overall:

The addition of exterior "WPP" tenant signage at both street level and roof level on the North, East, and West elevations.

Street-Level:

At street-level on the North and West elevations, the addition of two perforated metal signage plaques with halo lighting attached to the building facade. The signs will have a minimal projection not to exceed 4" and will use a perforated design that will allow the existing brick facade to show through.

Roof-Level:

At roof level on the East and West elevations, the addition of two internally illuminated "WPP" signage elements attached to the parapet wall. The signs will consist of individual channel letters with white acrylic perforations in the design of the WPP logo. The signs' height will not exceed the top of the parapet wall as not to alter the building profile.

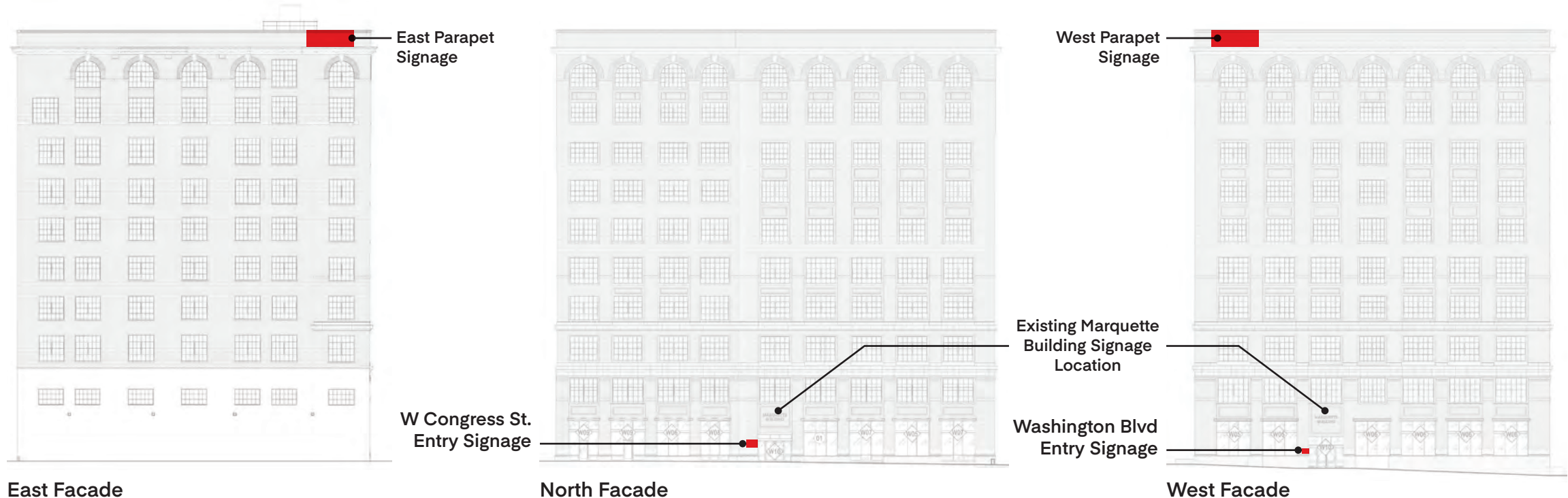
All exterior signs will have a dark metal finish to match the existing metalwork on the building. Signs will be attached to the facade using concealed fasteners and anchoring systems that are removable and repairable.



WPP Facade Signage Exterior

Art Deco and Chicago style architecture has a highly refined and prestigious material palette. Polished and metallic materials are used to highlight detail and craftsmanship.

We integrate into the facades' architectural proportions and style by using refined and durable materials for exterior signage. A series of signage designs are shown on the following pages, and all represent a restrained and sophisticated design approach that is intended to accent the historic nature of the Marquette Building while providing future-facing distinction to the WPP brand.



WPP Facade Signage Exterior

West Parapet Sign Location

The design large metal letters on a minimal open frame across the West facade at the roof parapet level. These letters are to be made from dark painted metal and have illuminated "pixels" that create the WPP logo. The sign is internally illuminated.



Night Rendering



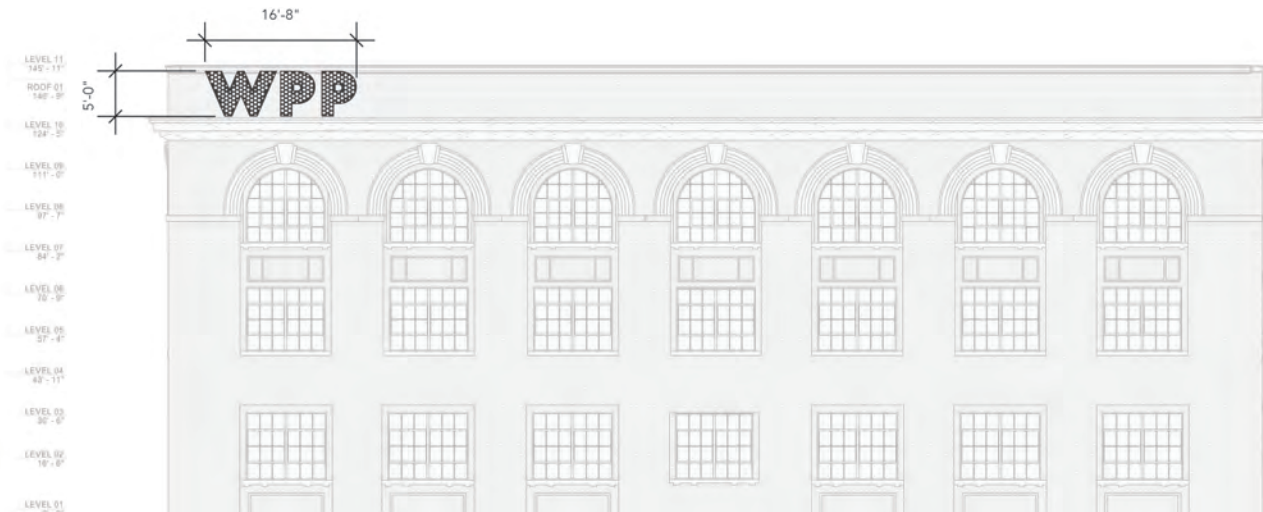
Rendering



Rendering



Overall West Elevation

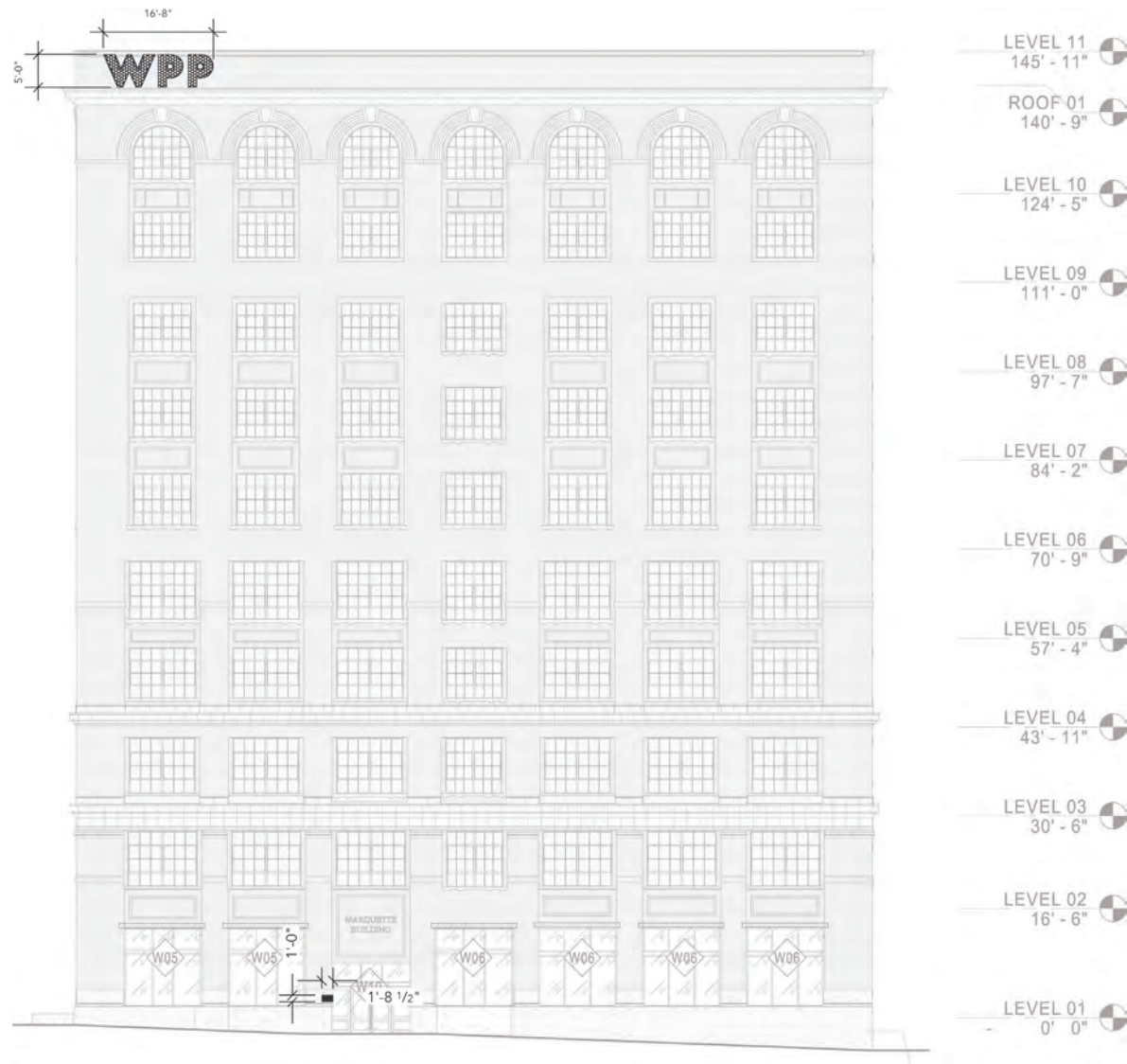
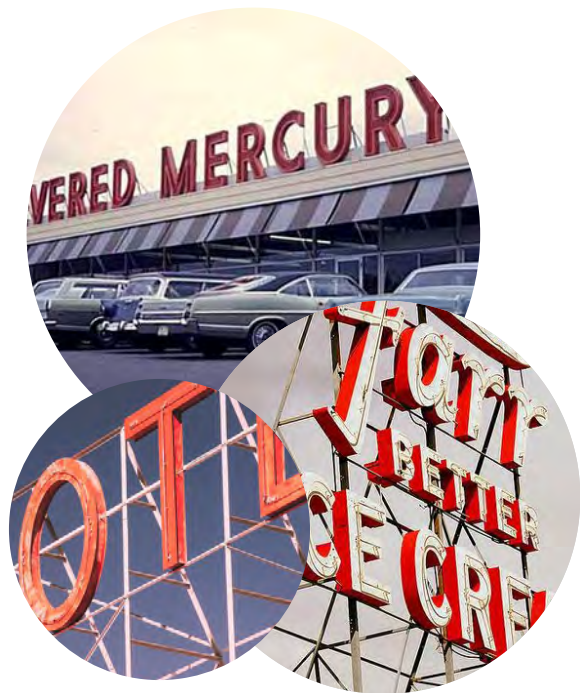


West Elevation Detail

WPP Facade Signage Exterior

West Parapet Sign Location

The design large metal letters on a minimal open frame across the West facade at the roof parapet level. These letters are to be made from dark painted metal and have illuminated "pixels" that create the WPP logo. The sign is internally illuminated.



West Elevation

WPP Facade Signage Exterior

East Parapet Sign Location

The design large metal letters on a minimal open frame across the West facade at the roof parapet level. These letters are to be made from dark painted metal and have illuminated "pixels" that create the WPP logo. The sign is internally illuminated.



Night Rendering



Rendering



Overall East Elevation



East Elevation Detail

WPP Facade Signage Exterior

East Parapet Sign Location

The design large metal letters on a minimal open frame across the West facade at the roof parapet level. These letters are to be made from dark painted metal and have illuminated "pixels" that create the WPP logo. The sign is internally illuminated.

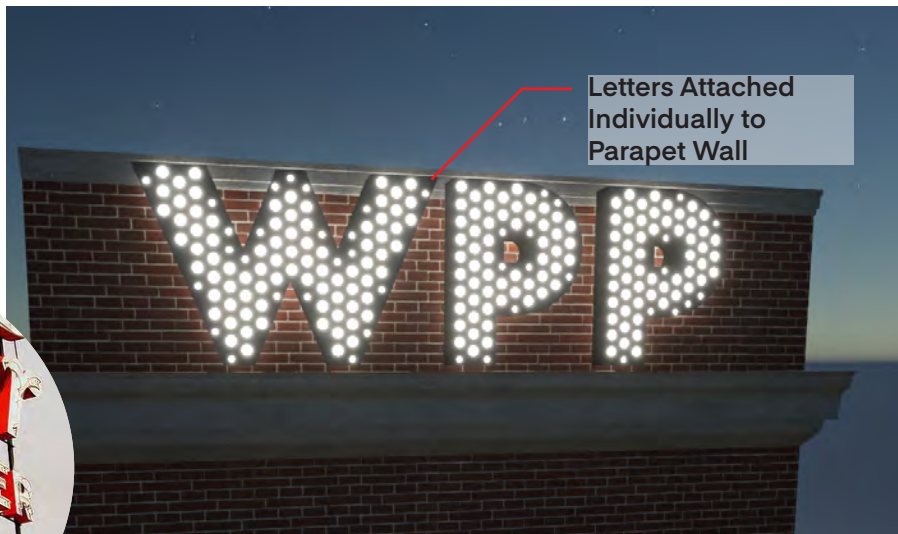
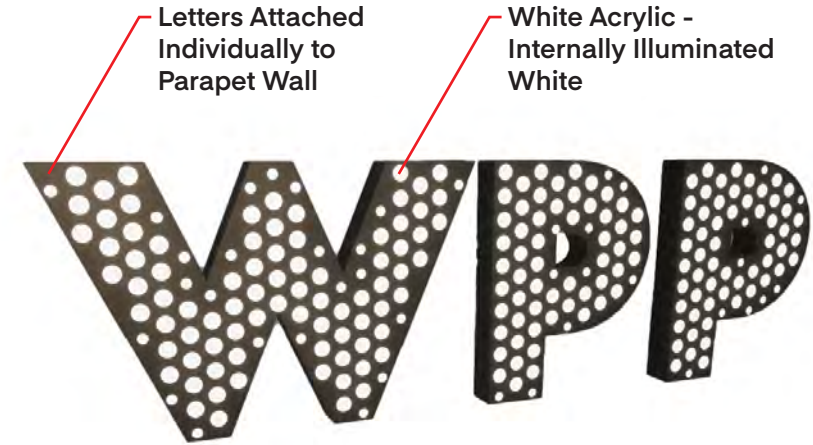


East Elevation

Parapet Signage Details

Parapet Sign Location

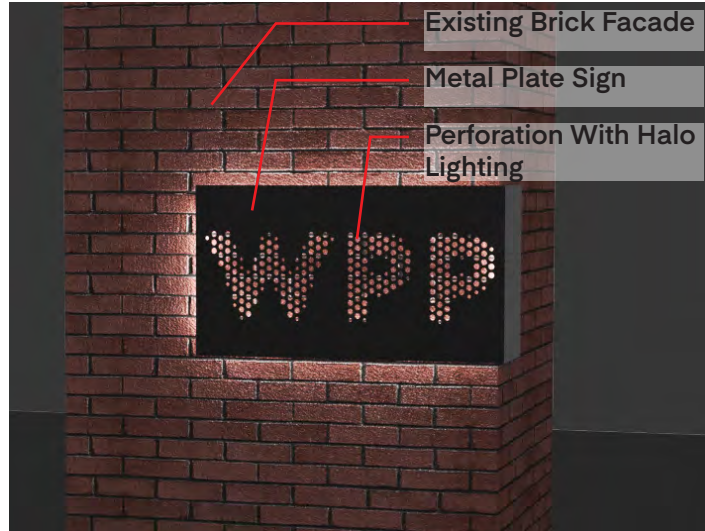
The design places large metal letters on a minimal open frame across the East and West elevations at the roof parapet level. These letters are to be made from metal and have extruded painted "pixels" that create the WPP logo. The sign is front illuminated.



WPP Facade Signage Exterior

North Entry Wall Signage

At the north entry, a metal panel is applied to the corner of the building facade with a small wrapping return towards the entrance doors. The sign panel is stood off the building and uses integrated halo lighting behind the signage panel for nighttime illumination. The sign's front face has individual through-cut "pixels" that create the WPP logo. The holes reveal the existing historic brick facade behind and allow the building facade to become an integrated element within the signage design.



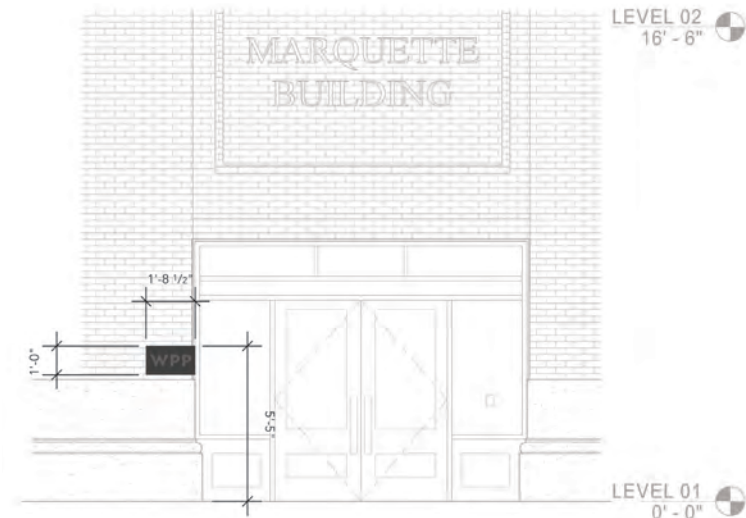
Night Rendering



Rendering



Overall North Elevation



North Elevation Detail

WPP Facade Signage Exterior

North Entry Wall Signage

At the north entry, a metal panel is applied to the corner of the building facade with a small wrapping return towards the entrance doors. The sign panel is stood off the building and uses integrated halo lighting behind the signage panel for nighttime illumination. The sign's front face has individual through-cut "pixels" that create the WPP logo. The holes reveal the existing historic brick facade behind and allow the building facade to become an integrated element within the signage design.

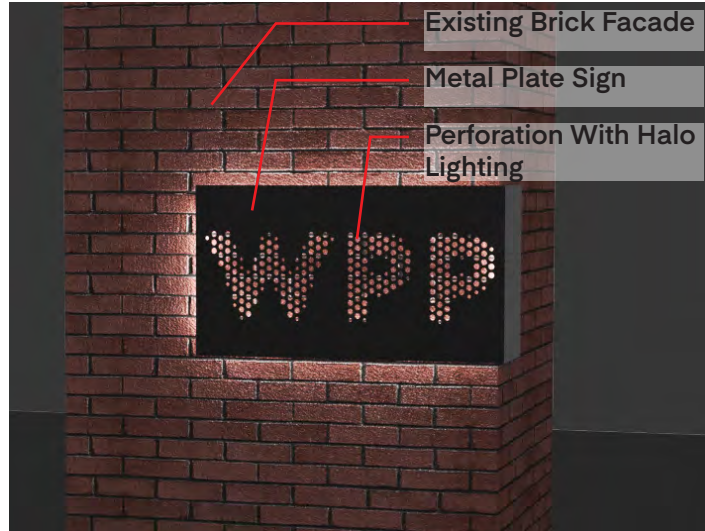


North Elevation

WPP Facade Signage Exterior

West Entry Wall Signage

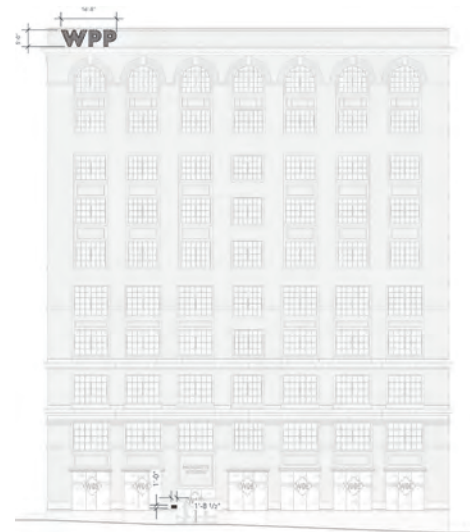
At the west entry, a metal panel is applied to the corner of the building facade with a small wrapping return towards the entrance doors. The sign panel is stood off the building and uses integrated halo lighting behind the signage panel for nighttime illumination. The sign's front face has individual through-cut "pixels" that create the WPP logo. The holes reveal the existing historic brick facade behind and allow the building facade to become an integrated element within the signage design.



Night Rendering



Rendering



Overall West Elevation



West Elevation Detail

LEVEL 01
0' 0"

CONGRESS LEVEL
-1' - 11 1/2"

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