

10/19/2021

CERTIFICATE OF APPROPRIATENESS

Terrance E. Ulch II
Aver Sign Co.
359 Livernois
Ferndale, MI 48220

RE: Application Number 21-7513; 2310 Park Avenue (AKA Colony Club), Park Avenue Historic District

Dear Mr. Ulch,

At the regularly scheduled meeting held virtually on October 13, 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 October 19, 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).

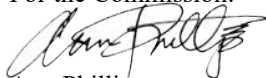
- Install one (1) new wall sign at the upper east portion of the north elevation near the parapet.

With the following condition:

- All attachments points for the sign shall be mounted in mortar joints and not into the brick itself.

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: 5-27-21

PROPERTY INFORMATION

ADDRESS(ES): 2310 Park Ave AKA: Colony Club

PARCEL ID: 02000470 HISTORIC DISTRICT: Park Avenue Local

SCOPE OF WORK: (Check ALL that apply)
 Windows/Doors Walls/Siding Painting Roof/Gutters/Chimney Porch/Deck/Balcony Addition
 Demolition Signage New Building Major Alteration (3+ scope items) Site Improvements (landscape, trees, fences, patios, etc.)

BRIEF PROJECT DESCRIPTION: Erect Business Wall Sign on North elevation of building.

APPLICANT IDENTIFICATION

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

NAME: Terrance E. Ulch II COMPANY NAME: Avers Sign Co.

ADDRESS: 359 Livernois CITY: Farmdale STATE: MI ZIP: 48220

PHONE: 248 542-0678 MOBILE: 248 388 7719 EMAIL: jennifer@aversign.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)
BLD2020-05881
- ePLANS Permit Number (only applicable if you've already applied for permits through ePLANS)
SGN2021-00209
- 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 (BSE&ED) to perform the work.

SUBMIT COMPLETED REQUESTS TO: HDC@DETROITMI.GOV

P2 - BUILDING PERMIT APPLICATION

Date: 5-28-21

PROPERTY INFORMATION

Address: 2310 Park Ave. Floor: 6x7 Suite#: 6x7 Stories: 12
AKA: Colony Club Lot(s): Subdivision:
Parcel ID#(s): 02000470 Total Acres: Lot Width: 87' Lot Depth: 801'
Current Legal Use of Property: Private Club Proposed Use: No Change
Are there any existing buildings or structures on this parcel? [X] Yes [] No

PROJECT INFORMATION

Permit Type: [] New [] Alteration [] Addition [] Demolition [] Correct Violations
[] Foundation Only [] Change of Use [] Temporary Use [X] Other: New Sign
[] 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)
Erect New exterior wall sign on existing North side of building
[] MBC use change [X] No MBC use change

Included Improvements (Check all applicable; these trade areas require separate permit applications) N/A
[] HVAC/Mechanical [] Electrical [] Plumbing [] Fire Sprinkler System [] Fire Alarm

Structure Type
[] New Building [] Existing Structure [] Tenant Space [] Garage/Accessory Building
[X] Other: Sign Size of Structure to be Demolished (LxWxH) cubic ft.
Construction involves changes to the floor plan? [] Yes [X] 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 \$ 9,000.00 \$ By Contractor By Department

Structure Use Will remain the same.
[] 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:





City of Detroit

Re: 2310 Park Ave.

To Whom it May Concern-

Our scope of work is listed below by bullet point. Our intent is to follow the list below in order

1. 8am Arrive on site
2. Place 125 articulating boom in position for installation of sign
3. Set up caution cones around equipment.
4. Unpack sign
5. Install sign on to north elevation at approx. 118' high
6. Connect electrical to existing circuit
7. Take photos of all work
8. Clean up area
9. Load up boom and remove caution cones
10. Leave site. About 5pm



April 2, 2021

City of Detroit
2 Woodward Ave.
Detroit, MI 48226

Re: Permits/ZBA

To the City of Detroit-

Please let this letter serve as authorization for Aver Sign Company (Jennifer Glover) to apply and obtain the necessary permits for my property located at 2310 Park.

Please let me know if you have any questions or require additional information.

Sincerely,

Property Owner/Authorized Agent

JAMES S. FARSET
MANAGING MEMBER
COCOVY CLUB LLC

2310 PARK AVENUE

20 ft

Collapse all Open all

1 Current Master Plan Future General Land Use

Special Commercial: High-density commercial/industrial sign district
Future Land Use: Special Commercial
Sign Regulation: High-density commercial/industrial sign district

1 Zoning

Zoning: Major Business District (B5)
Zoning: B5
Zoning Description: Major Business District (B5)

1 Central Business District

Central Business District

1 Detroit Local Historic Districts

Historic Districts

Name	Park Avenue Local
Section	21-2-203
Year_Enacted	12/20/2007, 7:00 PM
Report_Link	View
Interior Designation?	



Jennifer Glover

From: Dale Moeller <DMoeller@yourNBS.com>
Sent: Tuesday, July 6, 2021 8:07 AM
To: Jennifer Glover; Terlep, Jeff; Terry Ulch
Cc: John Soard; Jim Forbes
Subject: RE: [External] RE: OutFront 2310 Park Ave.

Team,
Here is the Permit Number



Permit Number: **BLD2020-05881**

construction
solutions

Sincerely,
Dale

From: Jennifer Glover <Jennifer@aversign.com>
Sent: Tuesday, July 6, 2021 8:04 AM
To: Terlep, Jeff <jeff.terlep@outfront.com>; Terry Ulch <TerryJr@aversign.com>; Dale Moeller <DMoeller@yourNBS.com>
Cc: John Soard <JohnS@aversign.com>; Jim Forbes <jforbes@gemtheatre.com>
Subject: [External] RE: OutFront 2310 Park Ave.

[EXTERNAL EMAIL- Watch links and attachments]

Good morning-

I was out on vacation. I am waiting for the engineered documents to submit. Once I have those, I can submit the rest of the documents. I am still in need of the Building permit number to submit as well.

DETAILS

North Facing Elevation Dimensions

E4 - North Facing Elevation Length
81' - 0"

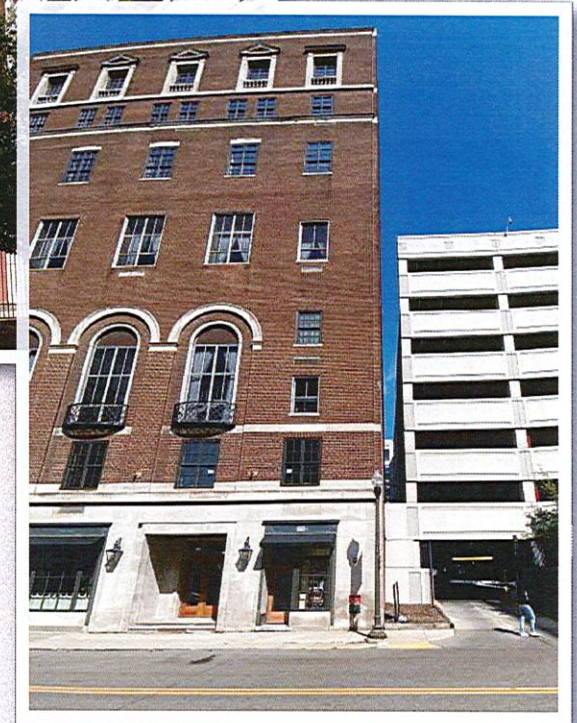
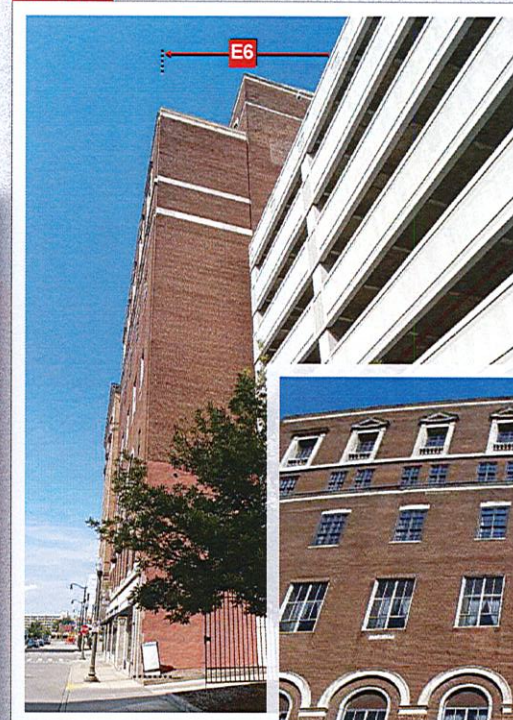
E5 - Building Height
121' - 0"

East Facing Elevation Dimensions

E6 - East Facing Elevation Length
90' - 0"



East Facing



NOTES

- East Elevation faces parking structure
- No Signage on East Elevation



359 Livernois
Ferndale, MI 48220
tel: 248-542-0678
fax: 248-542-2023

OUTFRONT
2310 Park Ave
Detroit, MI 48201

Rendering is conceptual Only. Variations of size, colors and finished sign can occur. Layouts are property of Aver Sign Co. Sales or Copying of the renderings are not permitted without written consent of Aver Sign Co. Trademarked Logos are used for visual representation only.

X

CUSTOMER SIGNATURE

08/18/21

DATE

DETAILS

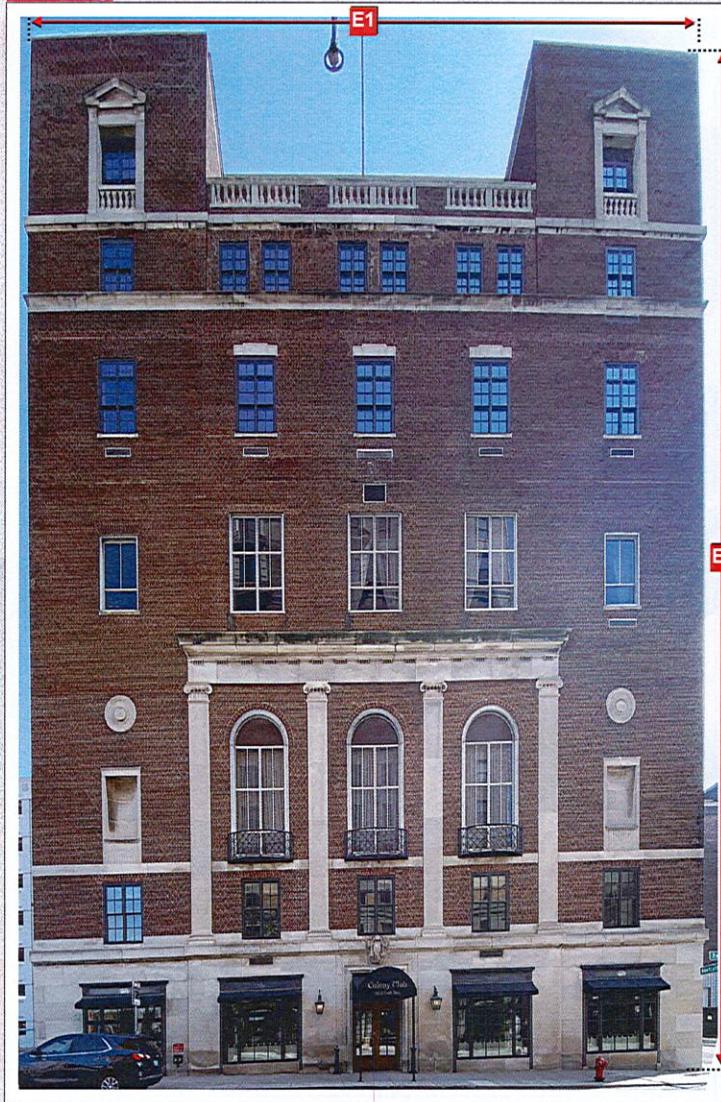
West Facing Elevation Dimensions

- E1 - West Facing Elevation Length
90' - 0"
- E2 - Building Height
121' - 0"

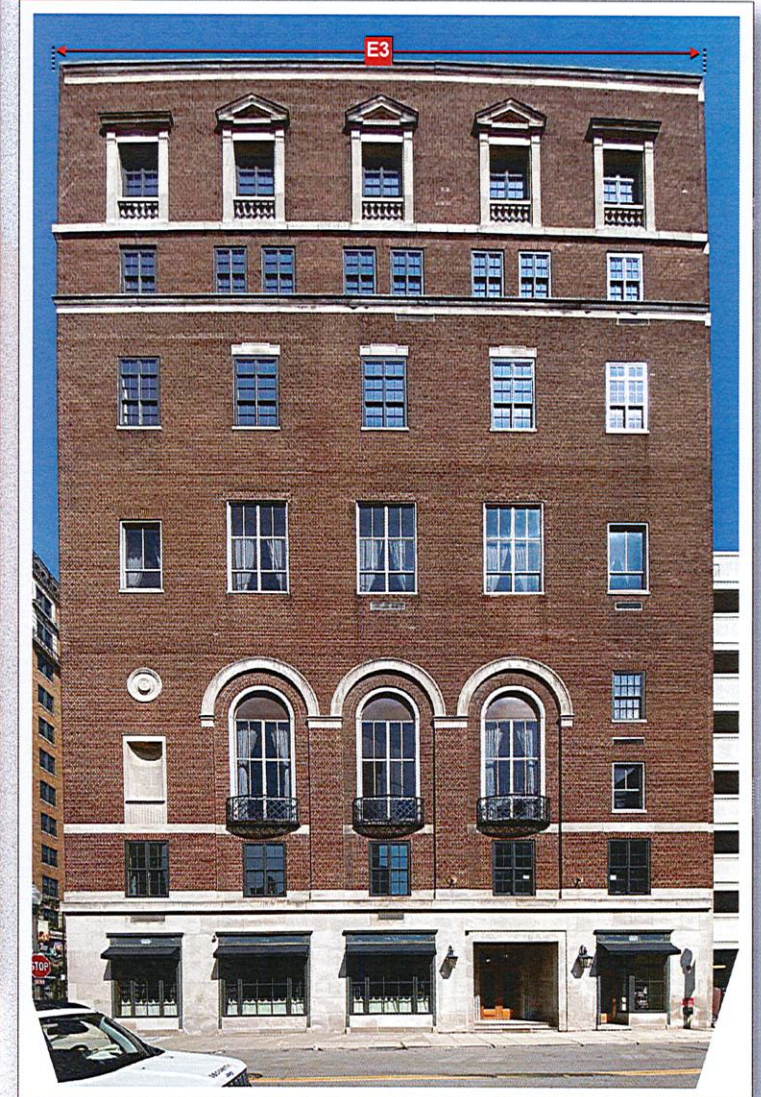
South Facing Elevation Dimensions

- E3 - South Facing Elevation Length
81' - 0"

West Facing



South Facing



NOTES



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tel: 248-542-0678
fax: 248-542-2023

OUTFRONT
2310 Park Ave
Detroit, MI 48201

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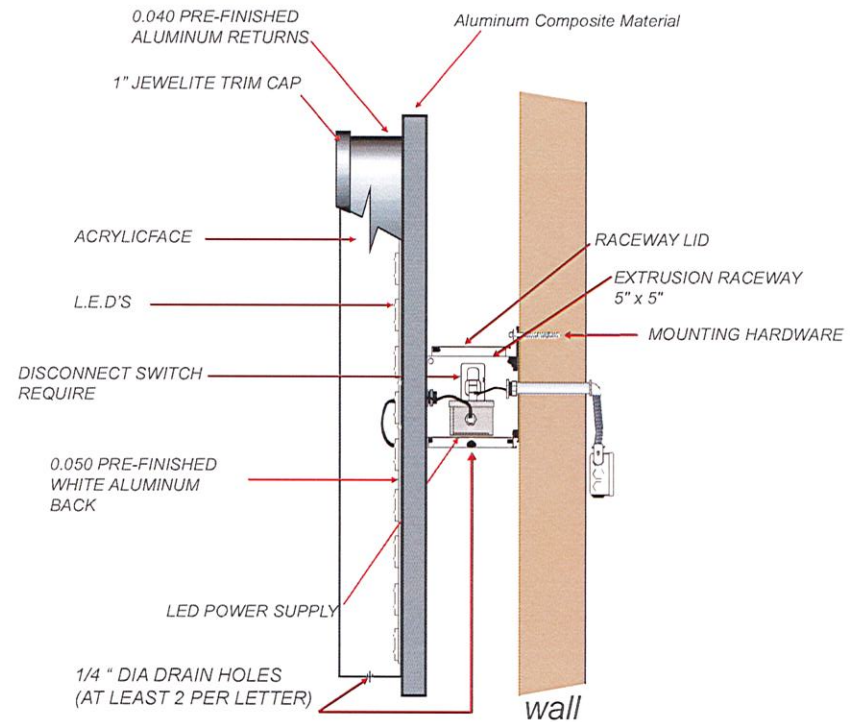
X

CUSTOMER SIGNATURE

08/18/21

DATE

HALO LIT / FACE LIT CHANNEL LETTERS / ACM BACKER / RACEWAY



DETAILS

Dimensions

W1 - 19' W x 30" H

W2 - 19' W x 30" H

NOTES

- Halo Lit & Face Lit - Channel Letters
- Perforated Vinyl
 - Black During Day, Lit White During Night
- Edge Mark is Custom Color Matched
- ACM Backer
 - 2" expansion around LOGO
- Raceway Between ACM & Fascia



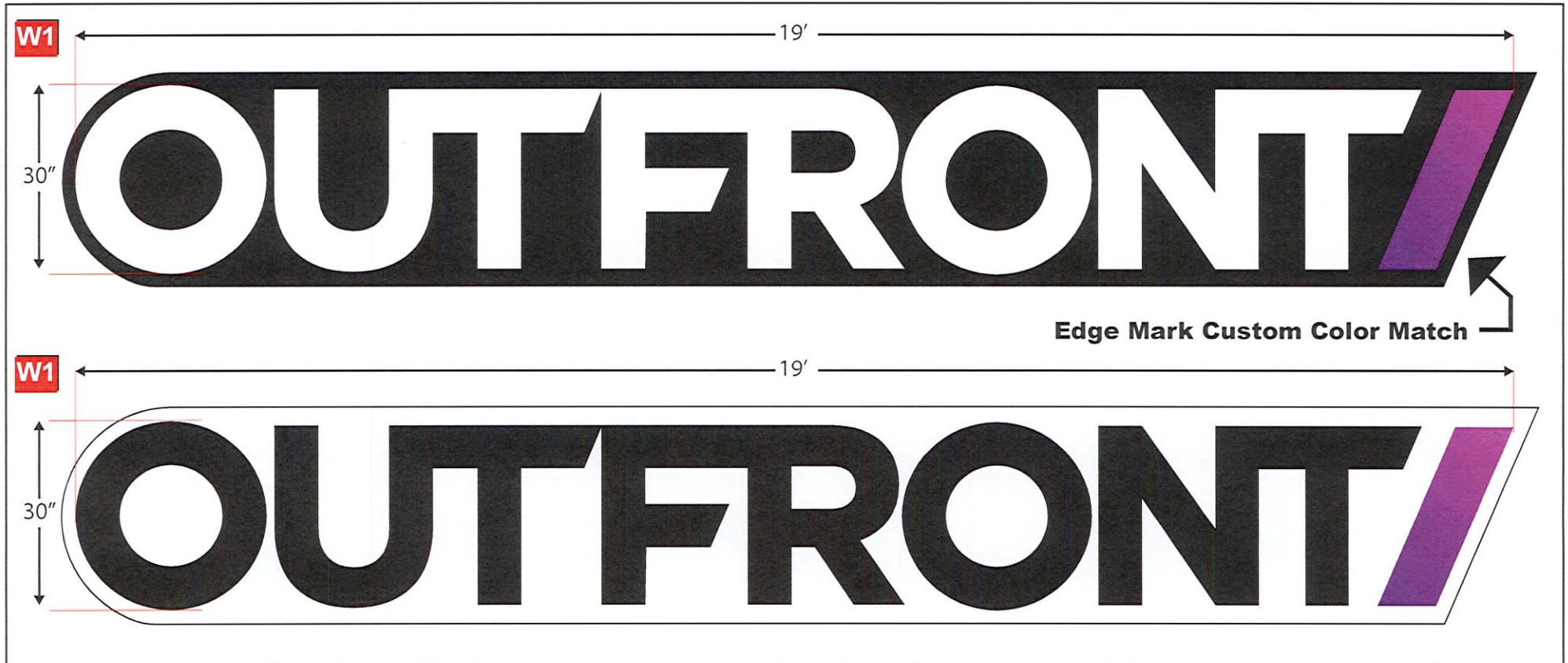
359 Livernois
Ferndale MI. 48220
tel:248-542-0678
fax:248-542-2023

OUTFRONT MEDIA
2310 Park Ave
Detroit, MI 48201

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Date: 02/24/21

HALO LIT / FACE LIT CHANNEL LETTERS / ACM BACKER



DETAILS

WALL SIGN AREA

W1 - 19' W x 30" H

W2 - 19' W x 30" H

NOTES

- Halo Lit & Face Lit - Channel Letters
- Perforated Vinyl
 - Black During Day, Lit White During Night
- Edge Mark is Custom Color Matched
- ACM Backer
 - 2" expansion around LOGO



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Ferndale MI. 48220
tel:248-542-0678
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OUTFRONT MEDIA
2310 Park Ave
Detroit, MI 48201

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Date: 02/24/21

DETAILS

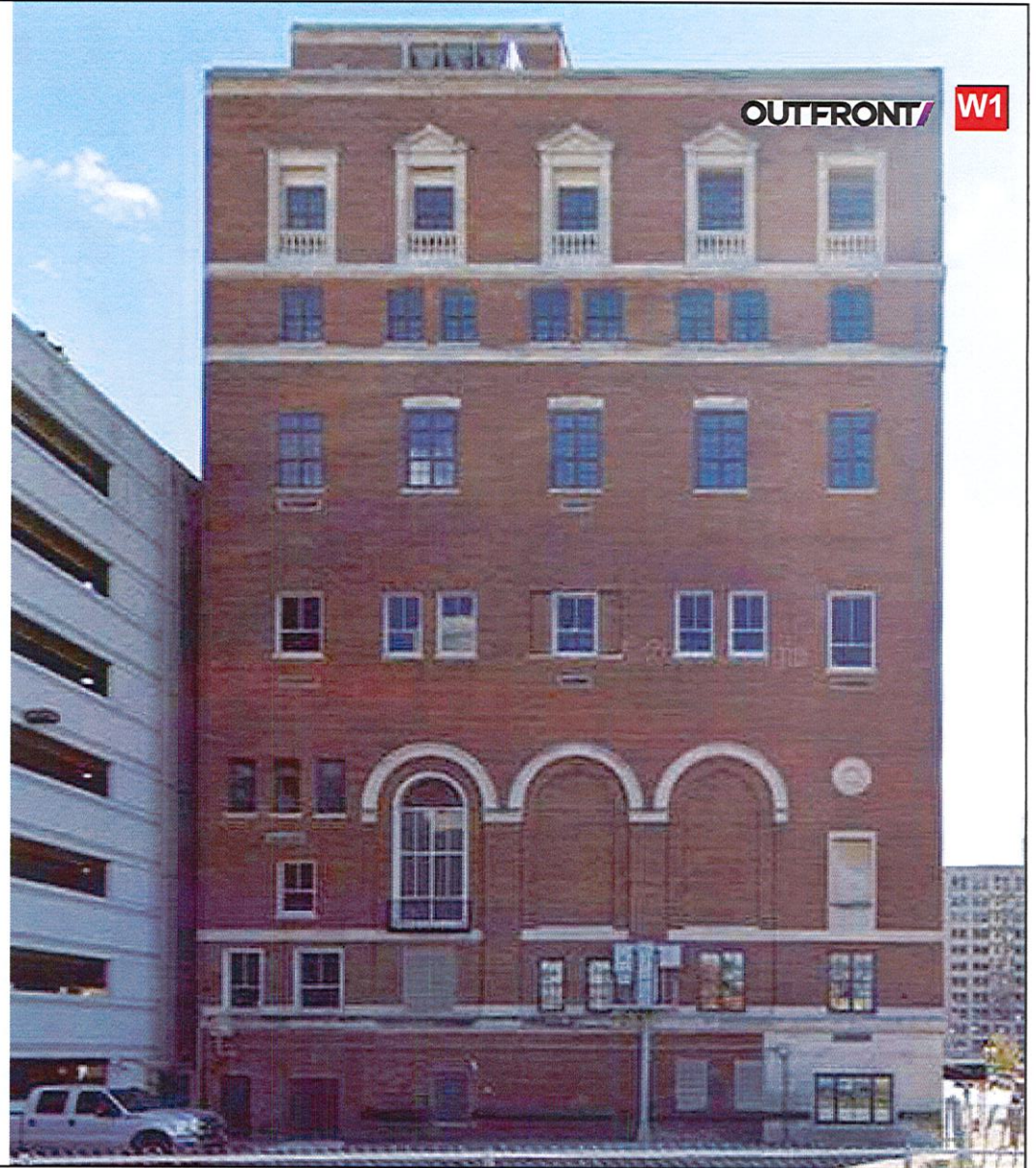
Lorem ipsum

W1 - 19' W x 30" H

NOTES

- Channel Letters
- Halo Lit
- Perforated
- ACM Backer

NORTH ELEVATION



Date:	7/30/21	City, State:	Detroit, MI	SHEET:	1 OF 1
Client:	Aver Sign Co	Overall Height:	120'-0" Max.	Sean M. McFarland, P.E.	
Sign:	Outfront Media	Wind Speed	115 mph	McFarland Engineering	

Project Description **2310 Park Ave** **Table of Contents**

ME Job:	53315	Content:	Page
		Design Loads.	1
		Connection Design.	1

ULTIMATE LOADS

Overall Size: 34" x 19'-4"
 Mounting Height: 120'-0" Max.
 Mounting Style: Raceway Mounted Channel Letters & Logo with Backer Panel, Various Attachment Metho

Structural Variables and Code Loading Specifications

Cabinet Type:	Miscellaneous	Code:	2015 MBC / 2015 IBC
Sign Weight Per Square Foot:	5	Wind Speed:	115
		Wind Exposure:	C
		Seismic Zone:	1 ASCE 7-10
		Seismic Loads negligible	
		Snow Load negligible	

Connection Design

Using ASCE 7-10 (Method 2)

Topography:	Homogeneous	I =	1.15 (Table 6-1, Category III)
Exposure:	C	Zone =	5 (End-Wall)
Enclosure:	Fully Enclosed	Zone =	4 (Mid-Wall)
Structure:	Components and Cladding	Effective Wind Area:	<20 (Max Tributary per connector)
Building:	Category II	GCp =	+/- 0.18 (Figure 6-5)
GCp	(From Figure 6-17)		
Pressure =	P = q(GCp) - qi(GCpi)		

qz = .00256 * Kz * Kzt * Kd * V^2 * I	59.24	Kd =	0.85 (Table 6-4)
qh = .00256 * Kh * Kzt * Kd * V^2 * I	59.24	Kzt =	1.00 (Homogenous)
qi = qh		Kh =	1.79 (Table 6-3)
		Kz =	1.79 (Table 6-3)

(Zone 5) GCp = -1.18
 Windward (Parallel Loading)
 P = 59.24 * (-1.18) = -63.98 psf

Raceway Backer	54.70 FT^2
Sign Weight Backer	125 LBS
Total Suction Backer	-3500 LBS

Connectors - 3/8" Dia. HIT-A Rods with HY-70 into Solid Brick Masonry - 6" Embedment
 OPTION: 35 KSI Threaded Rods with Redhead A7 Epoxy Adhesive

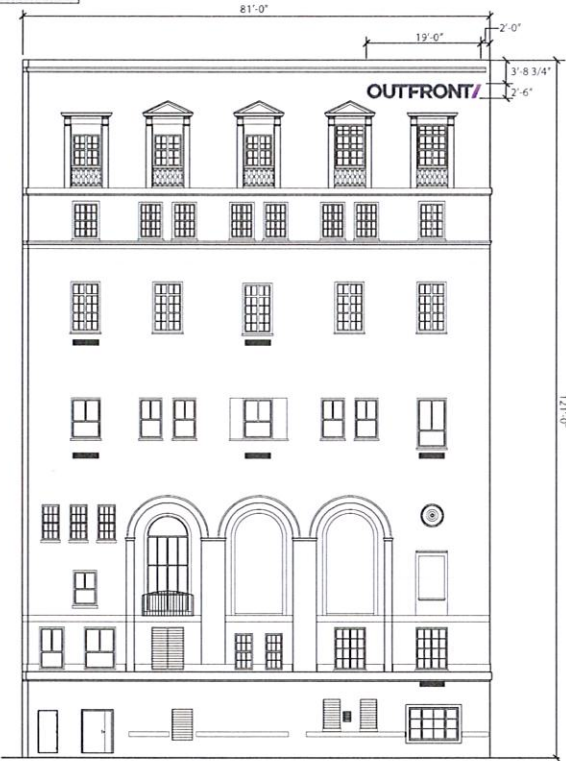
Quantity -	14	Each	26	Each
Capacity Per Connector -	-400	LBS	-190	LBS
Total Capacity -	-5600	LBS	-4940	LBS
Required Capacity -	-3500	LBS	-3500	LBS

USE: (14) 3/8" Dia. HIT-A Rods w/ HY-70 Epoxy - 6" Embedment into Solid Brick Masonry Wall. Equally Spaced Horizontally.
 One Connector Top/ One Bottom of Raceway, in pairs.
 OPTION: 35 KSI Threaded Rods with Redhead A7 Epoxy Adhesive

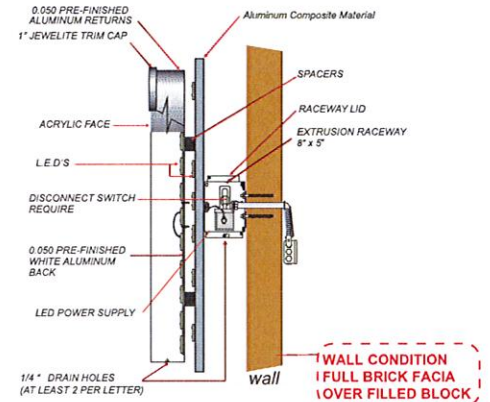
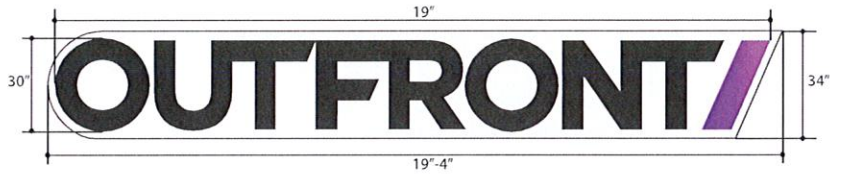
Backer To Raceway: USE: (26) 1/4" Thru Bolts with Washer Backers.
 Letters To Backer: USE: (5) 1/4" Thru Bolts with Washer Backers.
 Logo To Backer: USE: (4) 1/4" Thru Bolts with Washer Backers.



ME #: 53315



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



OUTFRONT MEDIA - Wall Sign - Cross Section

- NOTES**
- Halo Lit & Face Lit - Channel Letters
 - Perforated Vinyl
 - Black During Day, Lit White During Night
 - Edge Mark is Custom Color Matched
 - ACM Backer
 - 2" expansion around LOGO
 - Raceway Between ACM & Fascia

McFarland Engineering
 M. N. McFarland, P.E.
 4000 N. C. 2000
 Structural Steel Design & Engineering Services

Ph: (281) 813-7439
 Email: sean@sigstructures.com
 Web: www.sigstructures.com

OUTFRONT MEDIA
 Address: 2310 PARK AVE
 City/State: DETROIT MI
 Client: AVER SIGN CO

ENGINEERING OF ATTACHMENT TO WALL ONLY. NO CABINET ENGINEERING OR EVALUATION OF AS BUILT WALL CONDITIONS PROVIDED OR IMPLIED.

Initial Drawing: (53315) DS



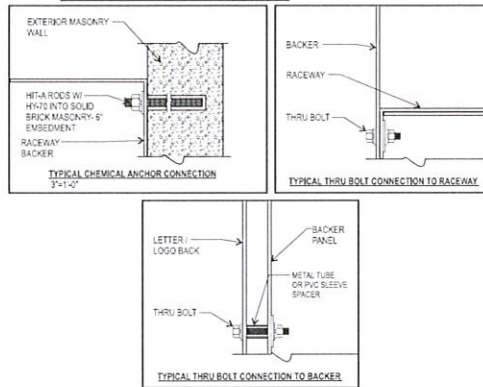
The electronic appearing on this document was authorized by Sean M. McFarland, P.E. on July 30, 2021.
 Date: 7-30-2021
 Sheet #: 1 OF 2
 NC Firm Registration: F-1136
 Michigan License Number: 6201051803
 Michigan Expiration Date: 10/31/21

ME #: 53315

Connection Specifications
 Attach Channel Letters Raceway / Logo / Backer to Wall with Evenly Spaced Connectors. See Drawings for Complete Fabrication Specifications. Don't Overtighten Connectors.

CONNECTION QUANTITY	①		②	
	3/8" HY-70	1/4" THRU BOLTS	3/8" HY-70	1/4" THRU BOLTS
TOTAL RACEWAY	14			
BACKER TO RACEWAY		26		
LETTERS TO BACKER		5		
LOGO TO BACKER		4		

HIT-A Rods with HY-70 into Solid Brick Masonry - 6" Embedment
 OPTION: 35 KSI Threaded Rods with Redhead A7 Epoxy Adhesive



McFarland Engineering
 44 N. Hallsbrook Dr.
 AHANNA, NC 27009
 Structural Steel Design & Engineering Services

Ph: (281) 813-7439
 Email: sean@sigstructures.com
 Web: www.sigstructures.com

OUTFRONT MEDIA
 Address: 2310 PARK AVE
 City/State: DETROIT, MI
 Client: AVER SIGN CO

ENGINEERING OF ATTACHMENT TO WALL ONLY. NO CABINET ENGINEERING OR EVALUATION OF AS BUILT WALL CONDITIONS PROVIDED OR IMPLIED.

Initial Drawing: _____ (53315) DS



The electronic seal appearing on this document was authorized by Sean M. McFarland, PE on July 30, 2021.
 Date: 7-30-2021
 Sheet #: 2 OF 2
 NC Firm Registration: F-1136
 Michigan License Number: 62015151803
 Michigan Expiration Date: 12/31/21