

**STAFF REPORT 4-14-2021 REGULAR MEETING**

**PREPARED BY: A. PHILLIPS**

**APPLICATION NUMBERS: 21-7174**

**ADDRESSES: 243 W. CONGRESS STREET**

**HISTORIC DISTRICT: DETROIT FINANCIAL**

**APPLICANT: ELIE TORGOW, STERLING GROUP**

**PROPERTY OWNER: ELIE TORGOW, STERLING GROUP**

**DATE OF PROVISIONALLY COMPLETE APPLICATION: 3-22-2021**

**DATE OF STAFF SITE VISIT: 3-30-2021**

**SCOPE: INSTALL NEW SIGNAGE**

**EXISTING CONDITIONS**

The building located at 243 W. Congress Street, known as the Marquette Building, is a steel-framed, ten-story brick and terra cotta commercial office tower. (1906, 1916). It fronts 150 feet on West Congress Street and 120 feet on Washington Boulevard. The building is faced with red brick, and retains its original first floor brickwork. A bulkhead of cast stone runs around the base of the building, and at the end of piers it is formed into column bases and plinths. A running band of beige terra cotta divides the second and third floors as well as the third and fourth floors. The tenth-floor windows have round-arch heads and terra-cotta keystones. All the windows have a sill of white terra cotta. The cornice is a simple band of terra cotta. The roof is flat. Above the entrance doors on the West Congress Street (north) façade, the name “Marquette Building” is applied in metal lettering. The building is currently being rehabilitated.



243 W. Congress. View from intersection of W. Congress Street and Washington Boulevard looking southeast. Photo taken by HDC staff, March 30, 2021.



243 W. Congress. View from W. Congress Street looking southwest. Photo taken by HDC staff, March 30, 2021.

**PROPOSAL**

With the current proposal, the applicant is seeking the Commission’s approval **of the overall building signage strategy proposed per the attached drawings and application**. Included in the proposal are the following scope items:

• **General Building Signage**

- New address signage will be added directly above the north and west building entries. The address numbers and letters are proposed 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. The application is proposing general locations and sizes for all tenant spaces. 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 proposed includes wall-mounted signage and projecting blade signage.

- **Wall-mounted Retail Signage**

- The maximum proposed size of all of the wall-mounted signage is 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. **See attached drawings for additional size details.**
- The proposed 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. **See attached drawings for additional location details.**

- **Projecting "Blade" Retail Signage**

- The maximum proposed size of all the projecting (blade) signage is 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. **See attached drawings for additional size details.**
- Each retail tenant may have one (1) projecting sign mounted on one of their storefront piers. **See attached drawings for additional location details.**

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

The major tenant of the upper floors is WPP and included in this application is a specific sign package for WPP to be reviewed and approved by the HDC. The second floor tenant is unknown at this time and therefore, a general signage strategy is being proposed 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 are proposed – one (1) on the east elevation and one (1) on the west elevation. The proposed size of the parapet signs is 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. **See attached drawings for additional design, size, and location details of parapet signage.**

- **Building Entrance Signage**

- Two (2) wall-mounted plaque signs are proposed – one (1) at the north building entrance and one (1) at the west building entrance. The proposed size for the matching wall-mounted plaque signs is 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. **See attached drawings for additional design, size, and location details of entry signage.**

- **Secondary Tenant Signage** – This is a general proposal as the tenant is unknown at this time.

- **Building Entrance Signage**

- Tenant may have a sign above the west entrance to the building. **See attached drawings for additional location details.** The maximum proposed size of this sign is 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. **See attached drawings for additional size details.**
- 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 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.

## **STAFF OBSERVATIONS & RESEARCH**

- Detroit Financial Historic District was designated in 2011.
- The general rehabilitation of this building was approved by the Commission in June, 2019.

## ISSUES

- As mentioned above, the applicant is requesting that HDC staff be given authority to approve the final sizes and shapes of the projecting “blade” signs for the retail tenants. HDC staff does not currently have the authority to approve sign proposals that do not meet the *Historic District Commission’s Sign & Awnings Guidelines*, so any sign proposal that does not meet the guidelines would be required to come before the Commission for review unless the Commission grants staff the authority otherwise, via this approval.

## RECOMMENDATION

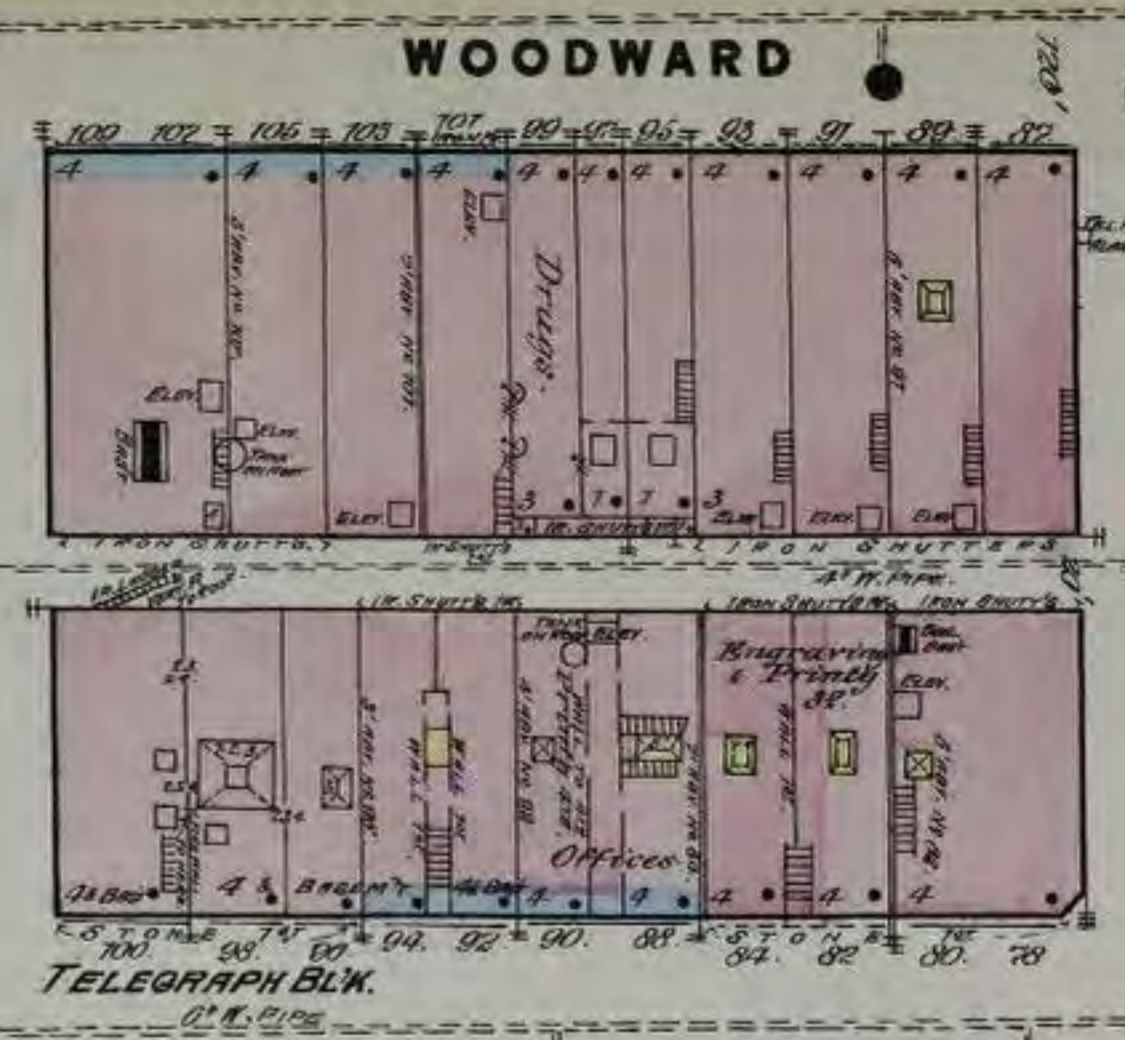
### Section 21-2-78, Certificate of Appropriateness

It is staff’s opinion that the proposal should qualify for a Certificate of Appropriateness. Staff recommends that the Commission approve a COA for the proposed application, as it meets the Secretary of the Interior’s Standards and the Historic Detroit Financial District Historic District’s Elements of Design, with the conditions that:

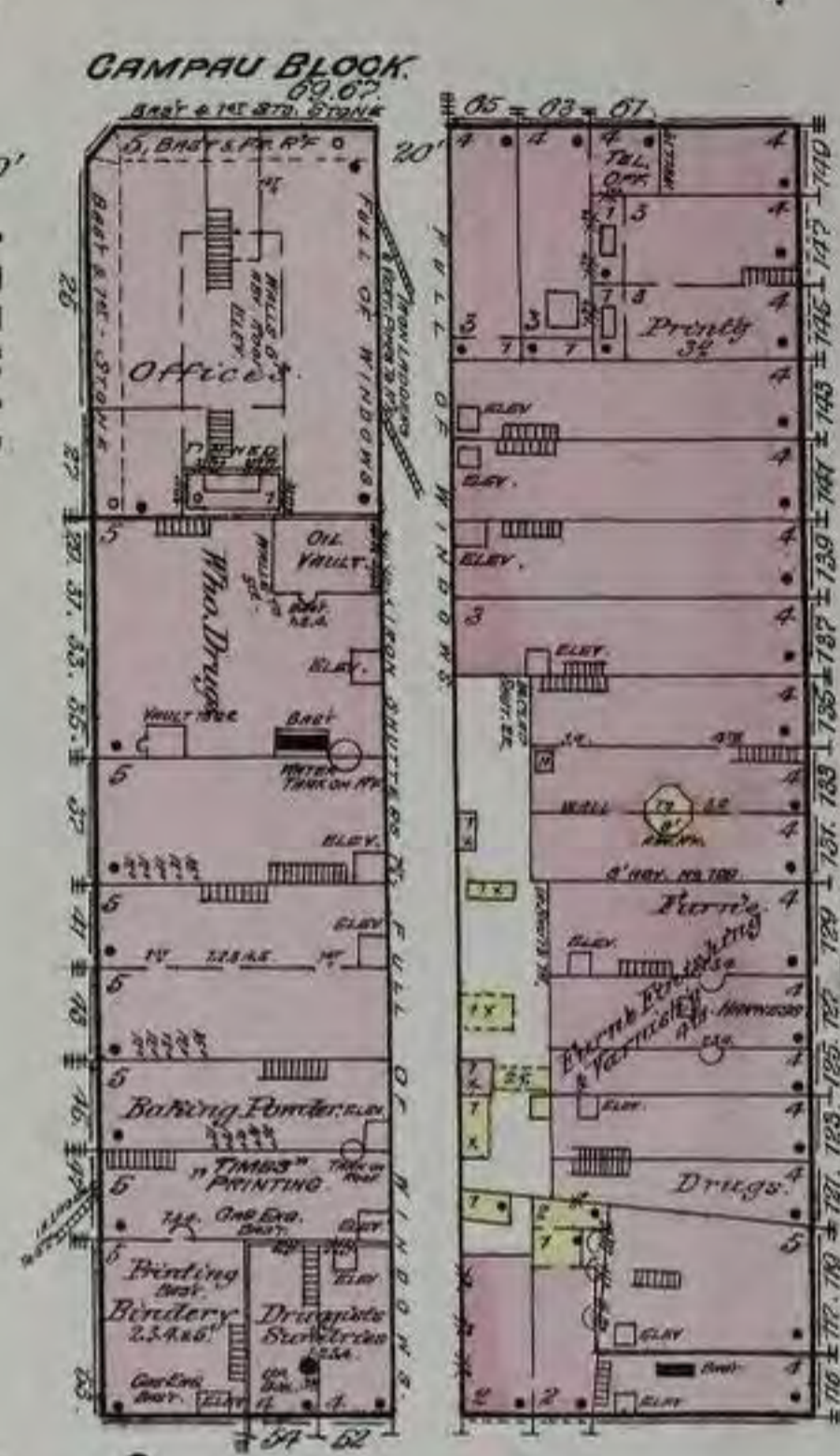
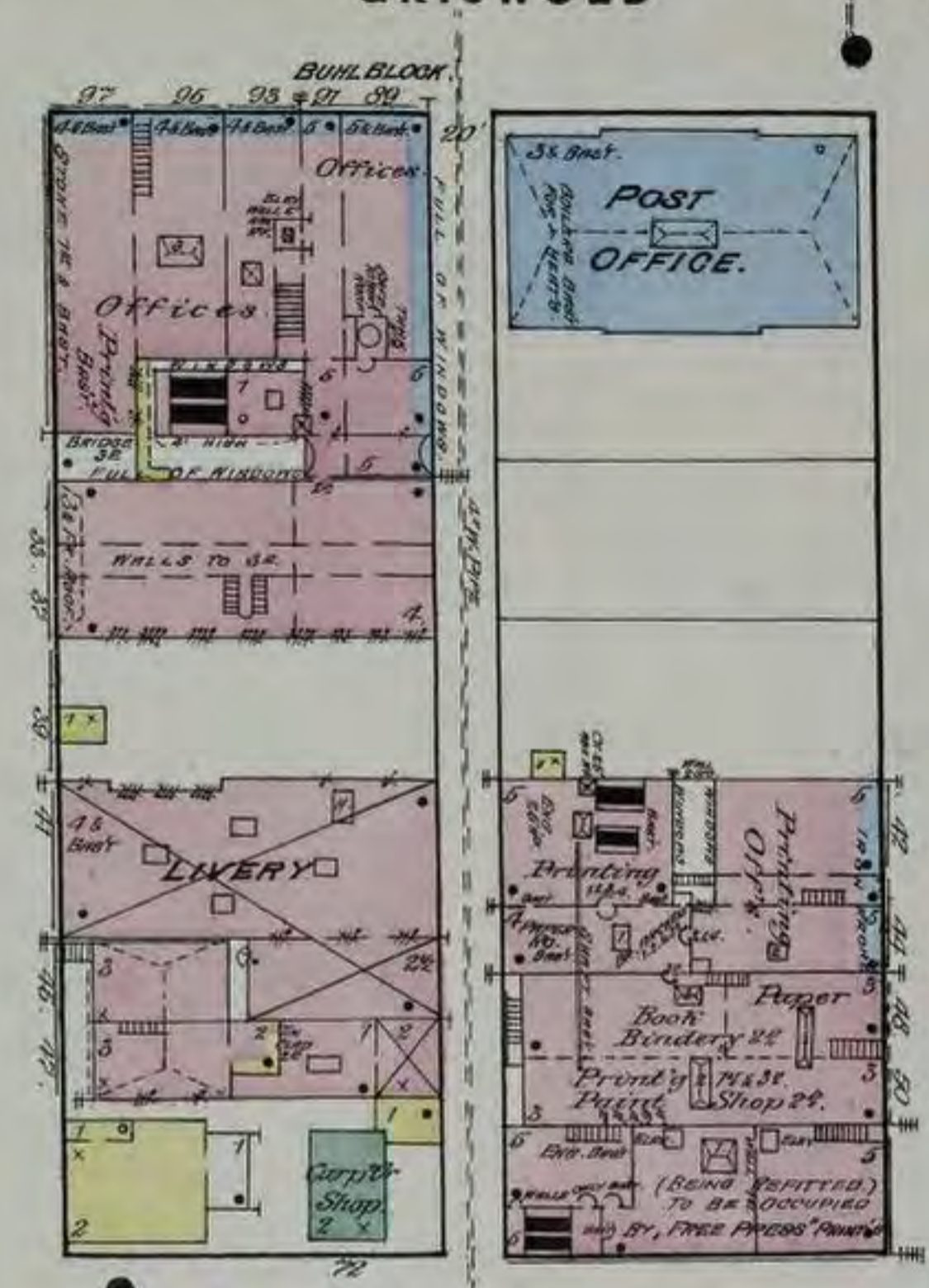
- Tenants are to submit final sign packages to HDC staff for review and approval prior to pulling the permit. Should staff determine that the work does not meet the Standards, staff shall forward the proposal to the Commission for review at a future meeting.



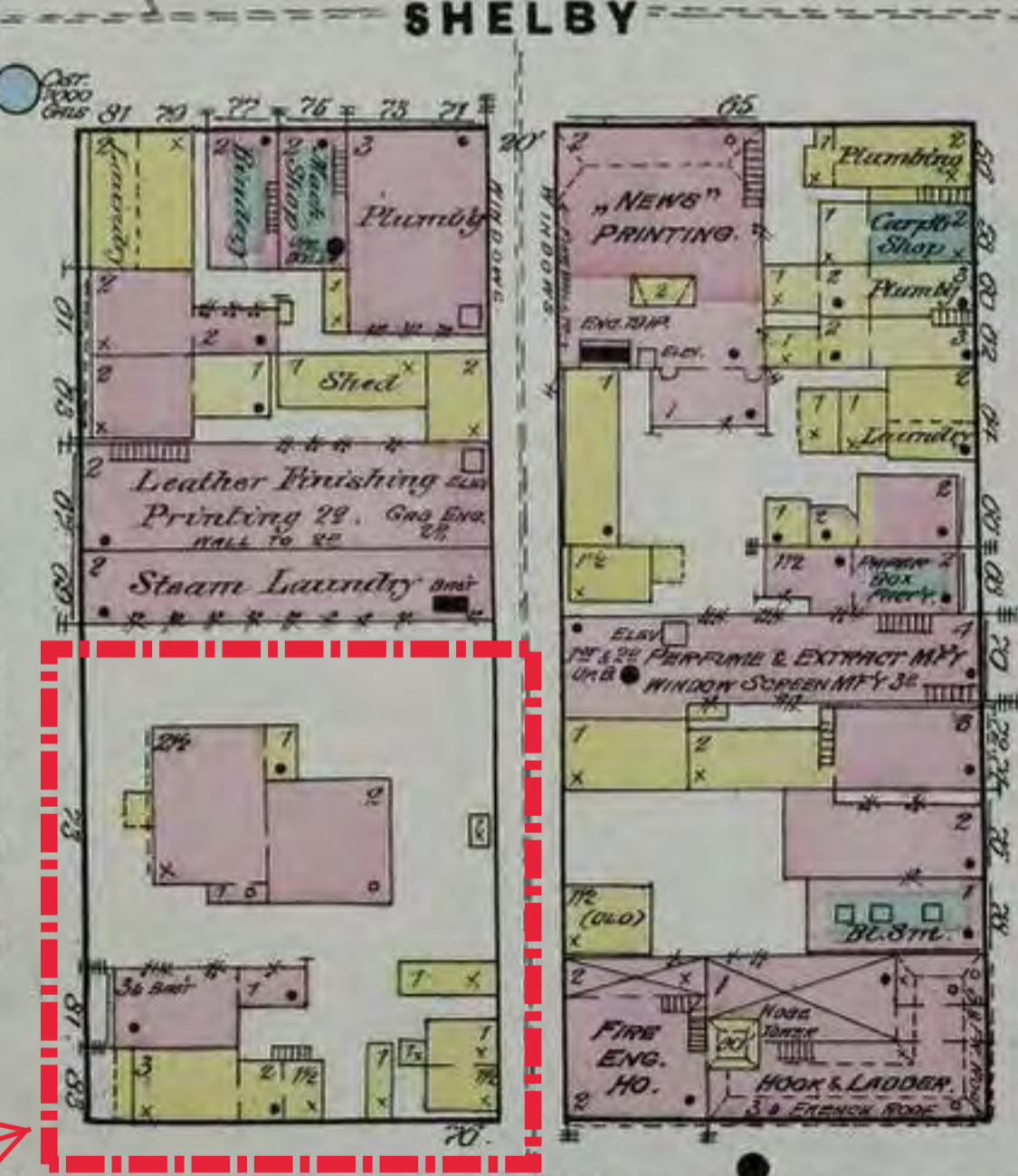
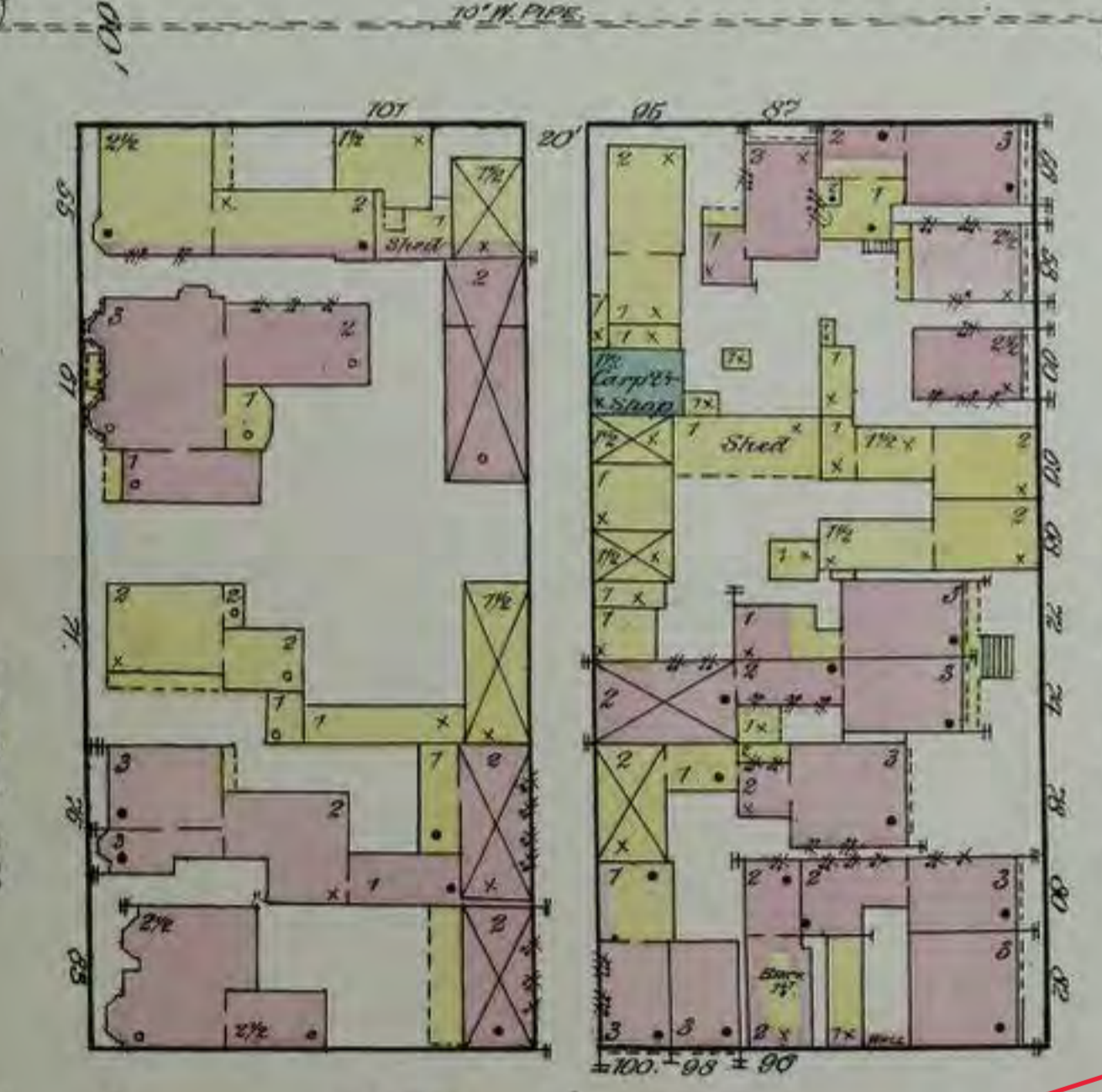
WOODWARD



GRISWOLD



SHELBY



STREET

STREET

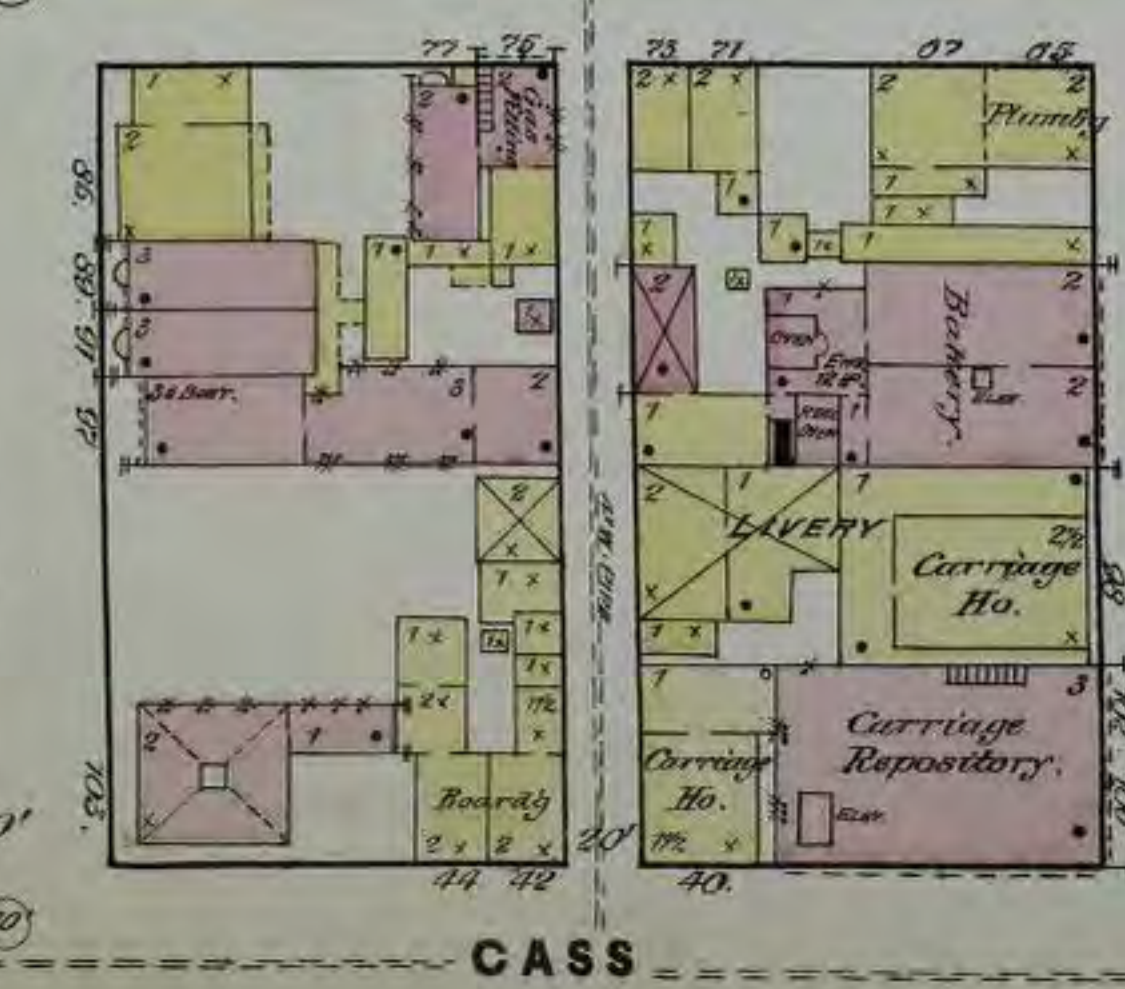
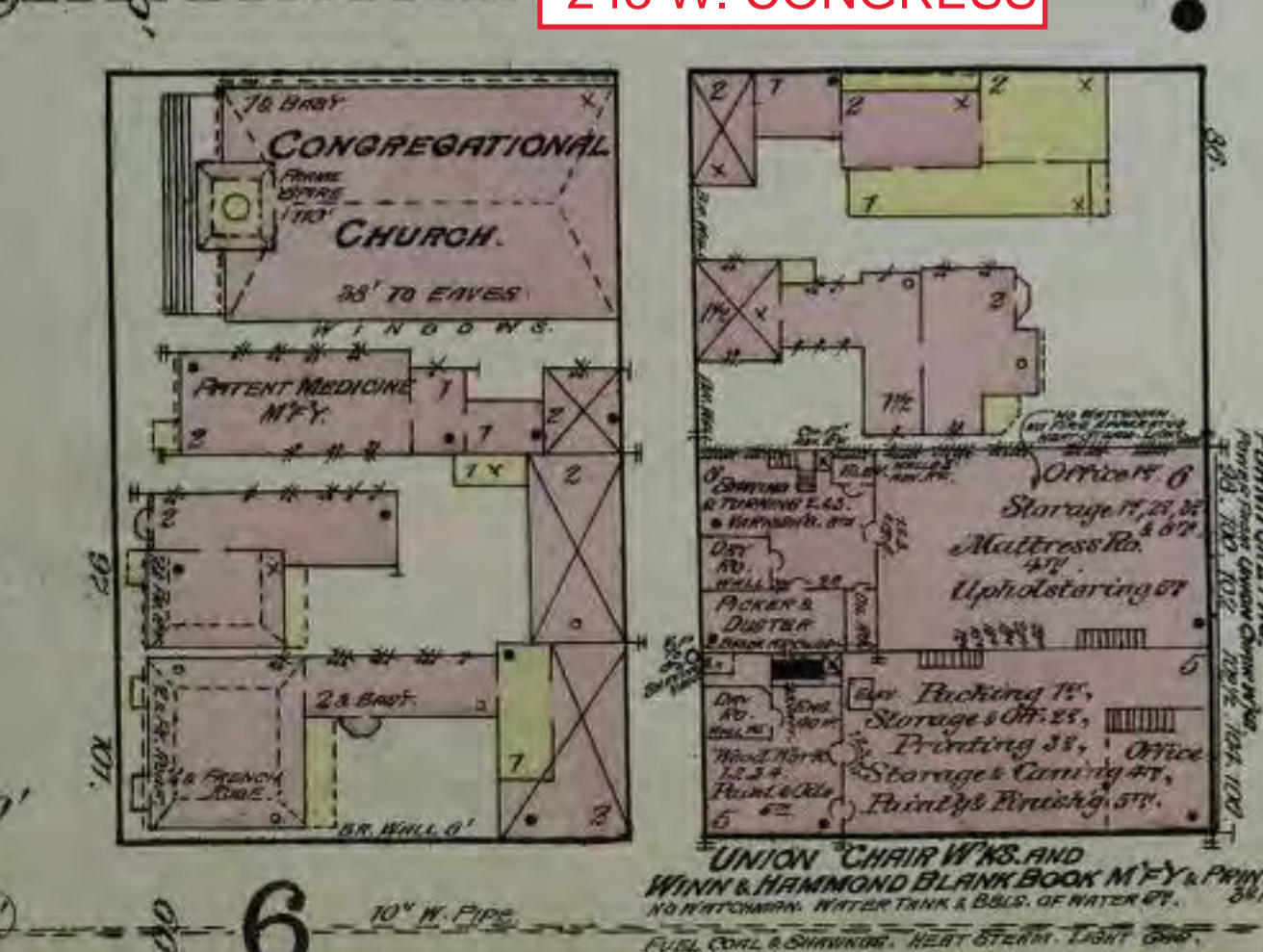
STREET

W. FORT

W. CONGRESS

W. LARNED

WAYNE



CASS

243 W. CONGRESS





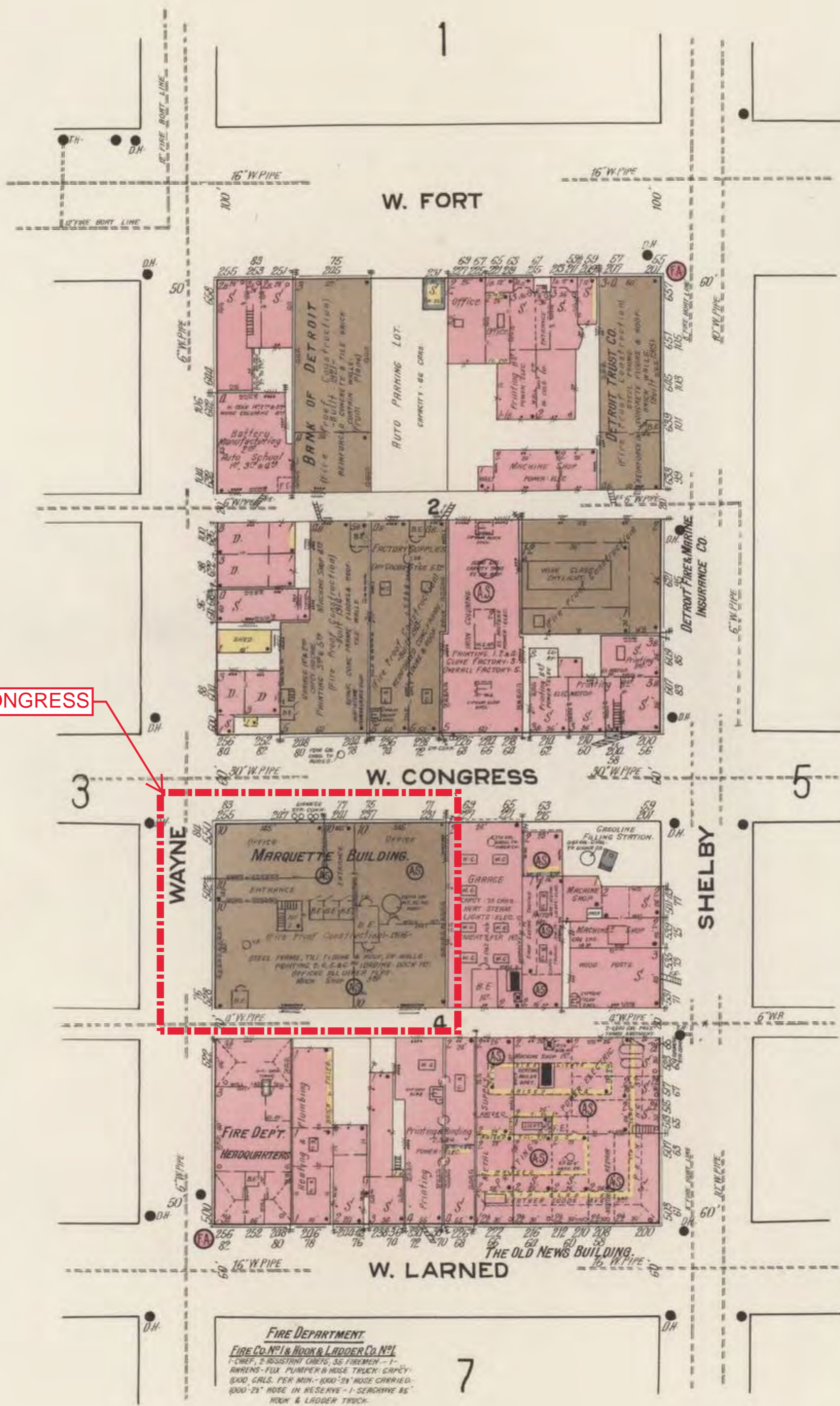
243 W. CONGRESS

STEEL BATH M'FG. CO.  
M'FR. BATH TUBS  
Nos 87 and 85 CONGRESS ST. W.  
SHIPPING 1<sup>st</sup> AND 2<sup>nd</sup>  
SUDANE SILVER PLATED WARE 2<sup>d</sup>  
OFFICE 3<sup>d</sup>, GRINDING 4<sup>th</sup>  
SHEET IRON WORKS 5<sup>th</sup>

NOTE:  
75 SHELBY ST.  
MACHINE SHOP  
FUEL - CRUDE OIL  
121 BBL. OIL TANK UNDER WINNING  
OF BASEMENT

Scale of Map  
50 Feet to one inch





243 W. CONGRESS

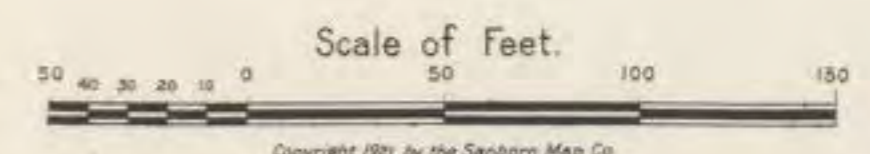
**MARQUETTE BUILDING**  
 PHENIX AUTO SPRINKLERS, WET SYSTEM, SPACED 4' X 8' & 10' X 10'. SUPPLY: 1-25000 GALLON GRAVITY TANK, 20' ABOVE ROOF. - 1-6000 GALLON PRESSURE TANK, 6' CITY CONNECTION, PRESSURE 100 LBS. - 2-SHIMMISE STEAMER CONNECTIONS (TANKS FILLED BY SMALL PUMPS THROUGH 2 1/2" PIPE).

**DETROIT FIRE & MARINE INSURANCE CO.**  
 HOME OFFICE  
 621-SHELBY ST.  
 FIRE PROOF CONSTRUCTION - BUILT 1912 - REINFORCED CONCRETE  
 218-226-W. CONGRESS ST.  
 MINOR AUTO SPRINKLERS, WET SYSTEM - SUPPLY: 15000 GAL. GRAVITY TANK 22' ABOVE ROOF, FILLED BY SMALL PUMP FROM 2 1/2" CITY CONNECTION - HERO'S SPACED TO COVER 64 TO 80 5/8 FT. SHIMMISE 5TH CONC.

**215-W. CONGRESS ST.**  
 GRINNELL AUTO SPRINKLERS, DRY SYSTEM - SUPPLY: SPACED 8' X 8' & 10' X 10' - SUPPLIED FROM 'THE OLD NEWS' 200 TO 222 W. LARNED STREET.

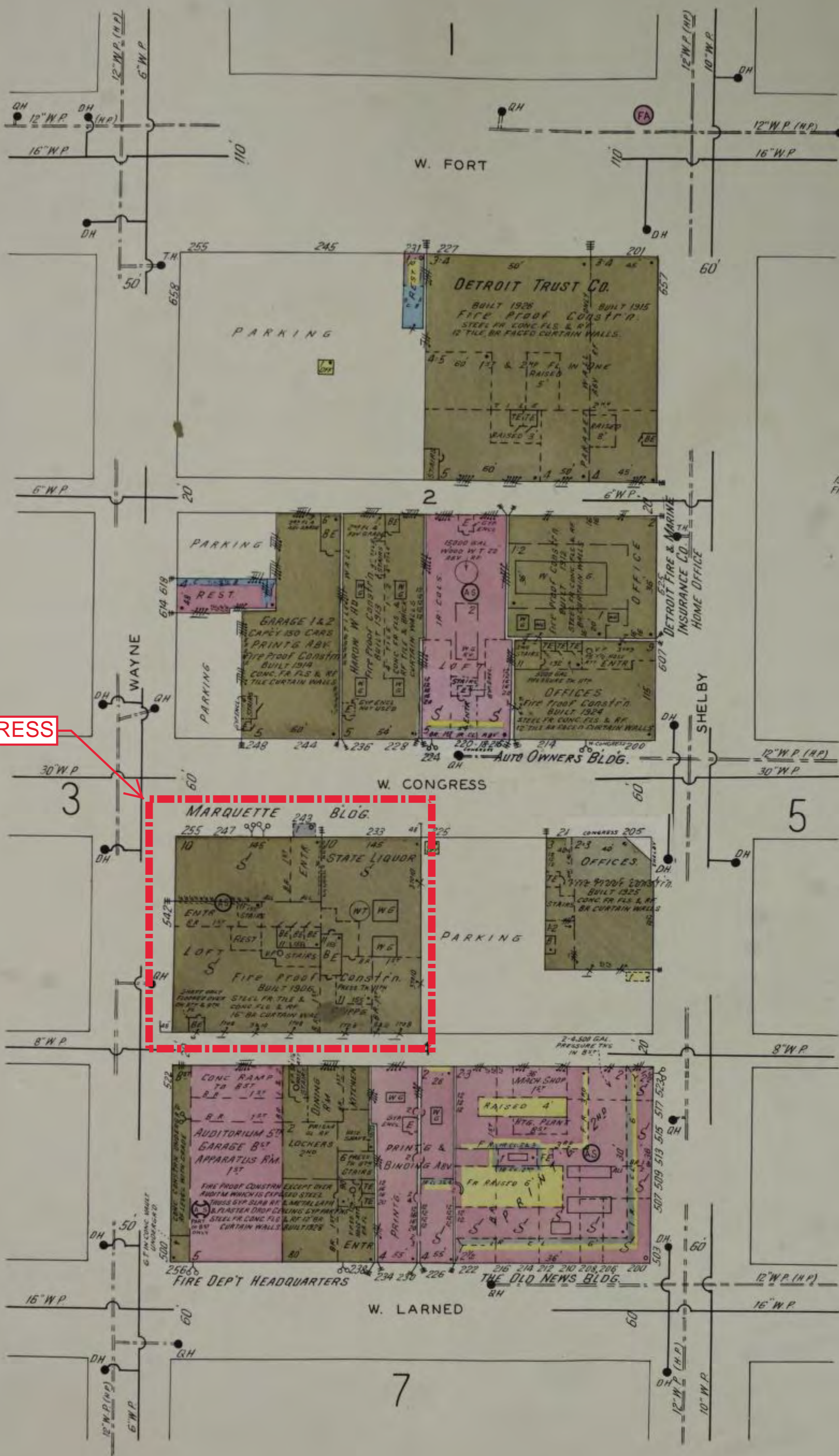
**THE OLD NEWS BUILDING**  
 200-222 - W. LARNED ST.  
 MANUFACTURERS' AUTO SPRINKLERS, WET SYSTEM - COVERING 64 TO 80 SQ. FT. - SUPPLY: 2-4500 GALLON PRESSURE TANKS - SHIMMISE STEAMER CONNECTION CITY WATER - AUTO SPRINKLERS TO BUILDINGS AT 215-W. CONGRESS ST. SUPPLIED FROM THIS SOURCE.

**FIRE DEPARTMENT**  
**FIRE CO. #1 & HOOR & LADDER CO. #1**  
 1-CHEF, 2-ASSISTANT CHIEFS, 36-FIREMEN - 1-ARMERS - 1-FLY PUMPER & HOSE TRUCK - 1-1800 GALS. PER MIN. 1000' 2 1/2" HOSE CARRIED - 1000' 2 1/2" HOSE IN RESERVE - 1-SEARCHING 8 1/2' HOOR & LADDER TRUCK.



Fire Insurance Map Collection  
 University of Michigan  
 Library of Congress

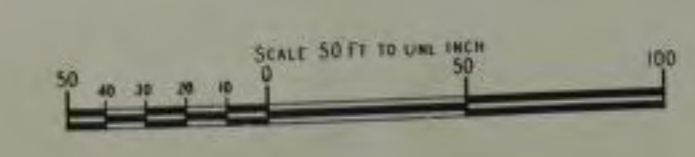




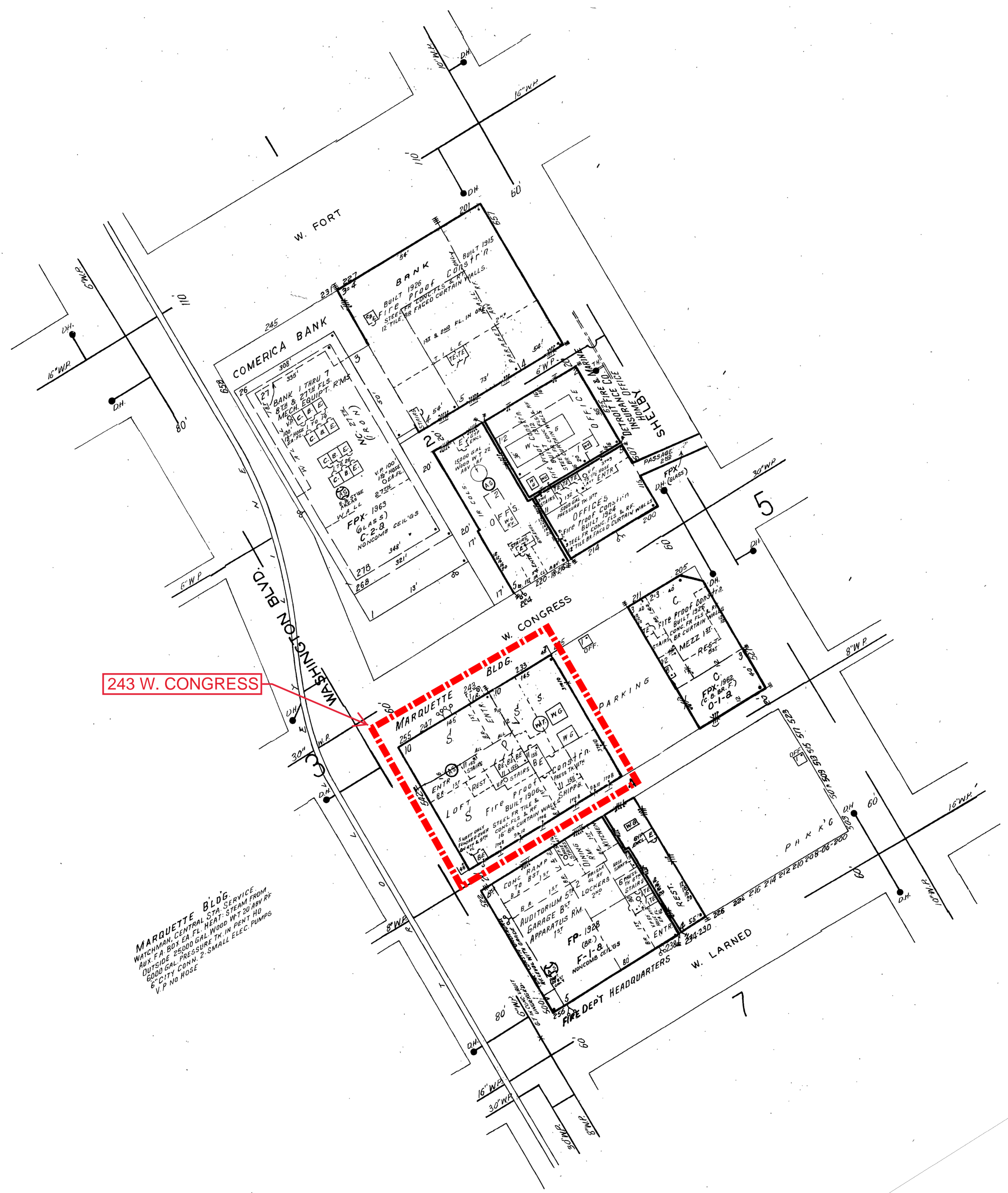
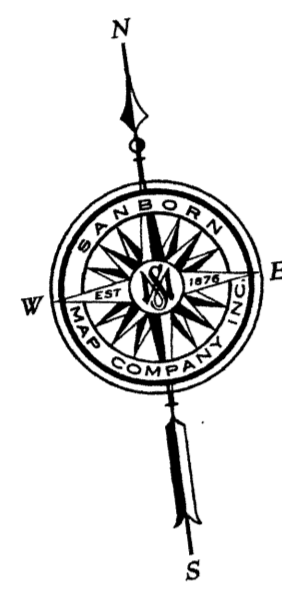
243 W. CONGRESS

MARQUETTE BLDG.  
WATCHMAN, CENTRAL STA. SERVICE  
AUX. F.A. BOX EX. PL. HEAT STEAM FROM  
OUTSIDE. 25,000 GAL. WOOD WT. 20' ABY. RP.  
6,000 GAL. PRESSURE TR. IN PENT. HD.  
6" CITY CONN. 2 SMALL ELEC. PUMPS  
V.P. NO HOSE

216-224 W. CONGRESS  
15,000 GAL. WOOD WT. ELEV'D 22' ABY. RP.  
FILLED BY SMALL ELEC. PUMP FROM 2 1/2" CITY CONN.

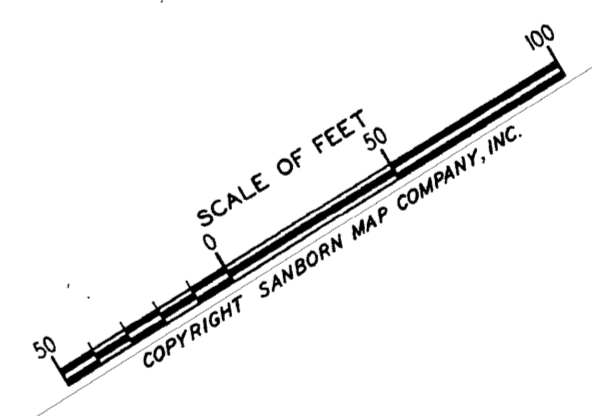






243 W. CONGRESS

MARQUETTE BLDG. SERVICE  
WATCHMAN, CENTRAL STA. SERVICE FROM  
APR. 1914. 10' EA. 14' WOOD. 10' ST. 10' W.P.  
DESIGN: PRESSURE TR. IN REPT. HY. 10'  
DESIGN: PRESSURE TR. IN REPT. HY. 10'  
DESIGN: PRESSURE TR. IN REPT. HY. 10'  
DESIGN: PRESSURE TR. IN REPT. HY. 10'







**STAFF SITE VISIT 3/30/2021**





211

NO STANDING

THIS SIDE OF SIGN

STAFF SITE VISIT 3/30/2021







AVAILABLE

MARQUETTE BUILDING  
Call Danny Samson  
313 394 1154

Prime Retail Space

AVAILABLE

MARQUETTE BUILDING  
Call Danny Samson  
313 394 1154

Prime

STAFF SITE VISIT 3/30/2021





MARQUETTE  
BUILDING

AVAILABLE

office  
space

ESSENTIAL  
DEVELOPMENT

STAFF SITE VISIT 3/30/2021





MARQUEE  
BUILDING

STAFF SITE VISIT 3/30/2021





Washington Blvd

Congress

ONE WAY

DO NOT BLOCK INTERSECTION

ONE WAY

STAFF SITE VISIT 3/30/2021

AVAILABLE  
Prime Loft  
Office  
Space  
Call Today  
800.233.1184

AVAILABLE  
Prime Loft  
Office  
Space  
Call Today  
800.233.1184

\$10





Monyers Jr Blvd

AVAILABLE

Prime Loft Office Space  
Up to 18,000 SF  
Call Danny Samson  
313.264.1154

AVAILABLE

Dramatic Two-Level  
Office, Retail or Restaurant  
Call Danny Samson  
313.264.1154

STAFF SITE VISIT 3/30/2021





WORK  
ZONE  
BEGINS

**AVAILABLE**

**Prime  
Loft  
Office  
Space**

Up to 16,000 SF



MARQUETTE  
BUILDING

Call Danny  
Samson

313 394 1154

**STAFF SITE VISIT 3/30/2021**





WORK  
ZONE  
BEGINS

**AVAILABLE**  
Prime  
Loft  
Office  
Space  
Up to 10,000 SF  
Call Danny  
Samson  
313.304.1154

**AVAILABLE**  
Dramatic  
Two-Level  
Office, Retail  
or  
Restaurant  
Call Danny  
Samson  
313.304.1154

**STAFF SITE VISIT 3/30/2021**





WASHINGTON BOULEVARD

STAFF SITE VISIT 3/30/2021





WORK  
ZONE  
BEGINS

**AVAILABLE**  
Prime  
Loft  
Office  
Space  
Up to 18,000 SF  
Call Danny  
Samson  
313.294.1154

**AVAILABLE**  
Dramatic  
Two-Level  
Office, Retail  
or  
Restaurant  
Call Danny  
Samson  
313.394.1154

**STAFF SITE VISIT 3/30/2021**





WASHINGTON BOULEVARD

**AVAILABLE**  
Prime Loft Office Space  
Up to 16,000 SF  
313.394.1154

**AVAILABLE**  
Dramatic Two-Level  
Office, Retail or Restaurant  
Call Danny Samson  
313.394.1154

**STAFF SITE VISIT 3/30/2021**



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:  Windows/Doors  Roof/Gutters/Chimney  Porch/Deck  Landscape/Fence/Tree/Park  General Rehab  
(Check ALL that apply)  New Construction  Demolition  Addition  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](http://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](mailto: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"

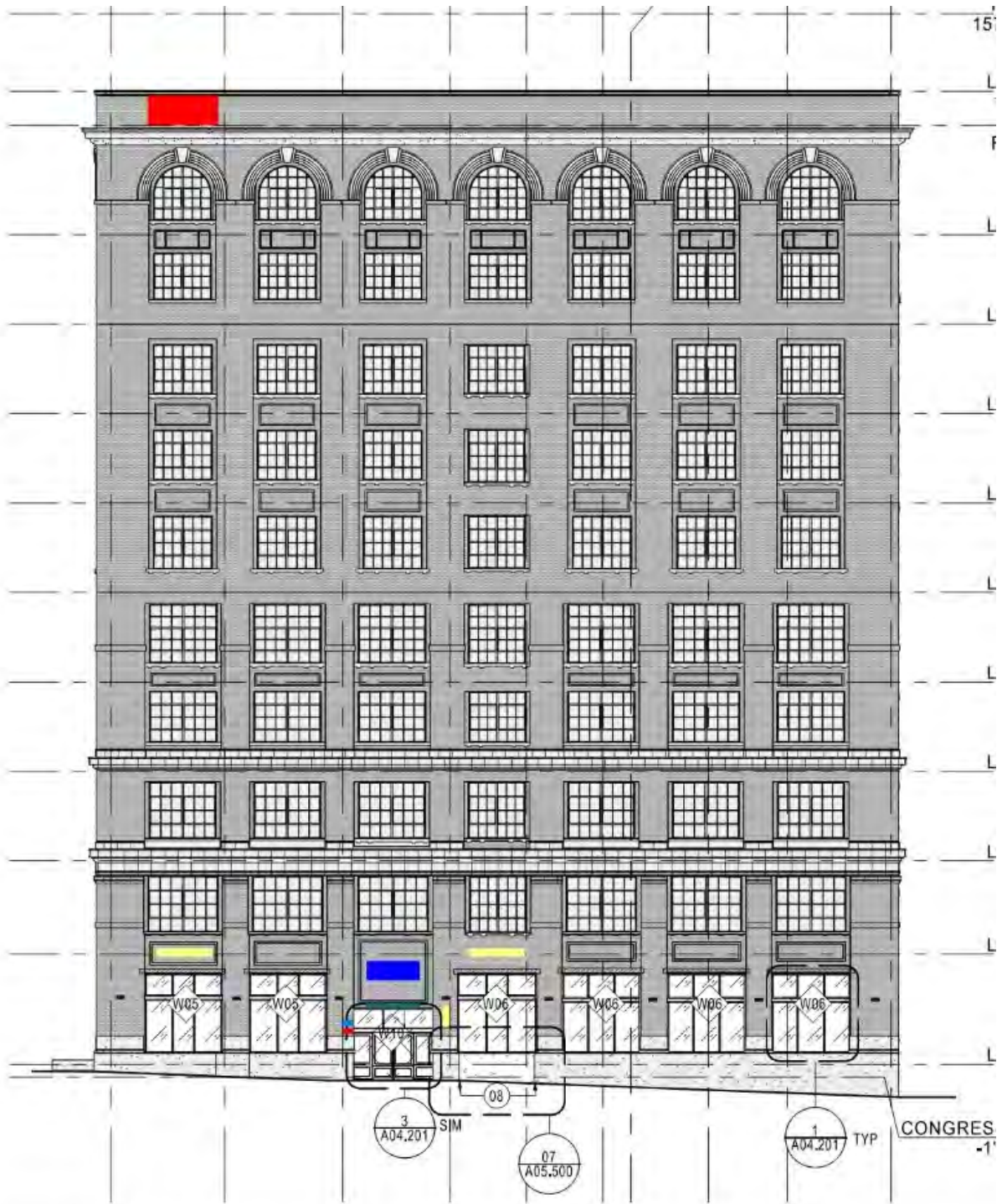
- Upper Floor Tenant Sign
- Second Floor Tenant Sign
- Building Sign
- Bldg. Address
- Tenant Sign
- Projecting Sign

Marquette Building  
 243 West Congress  
 Detroit, MI

DWG: SignRend 1a

Feb. 22, 2021





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

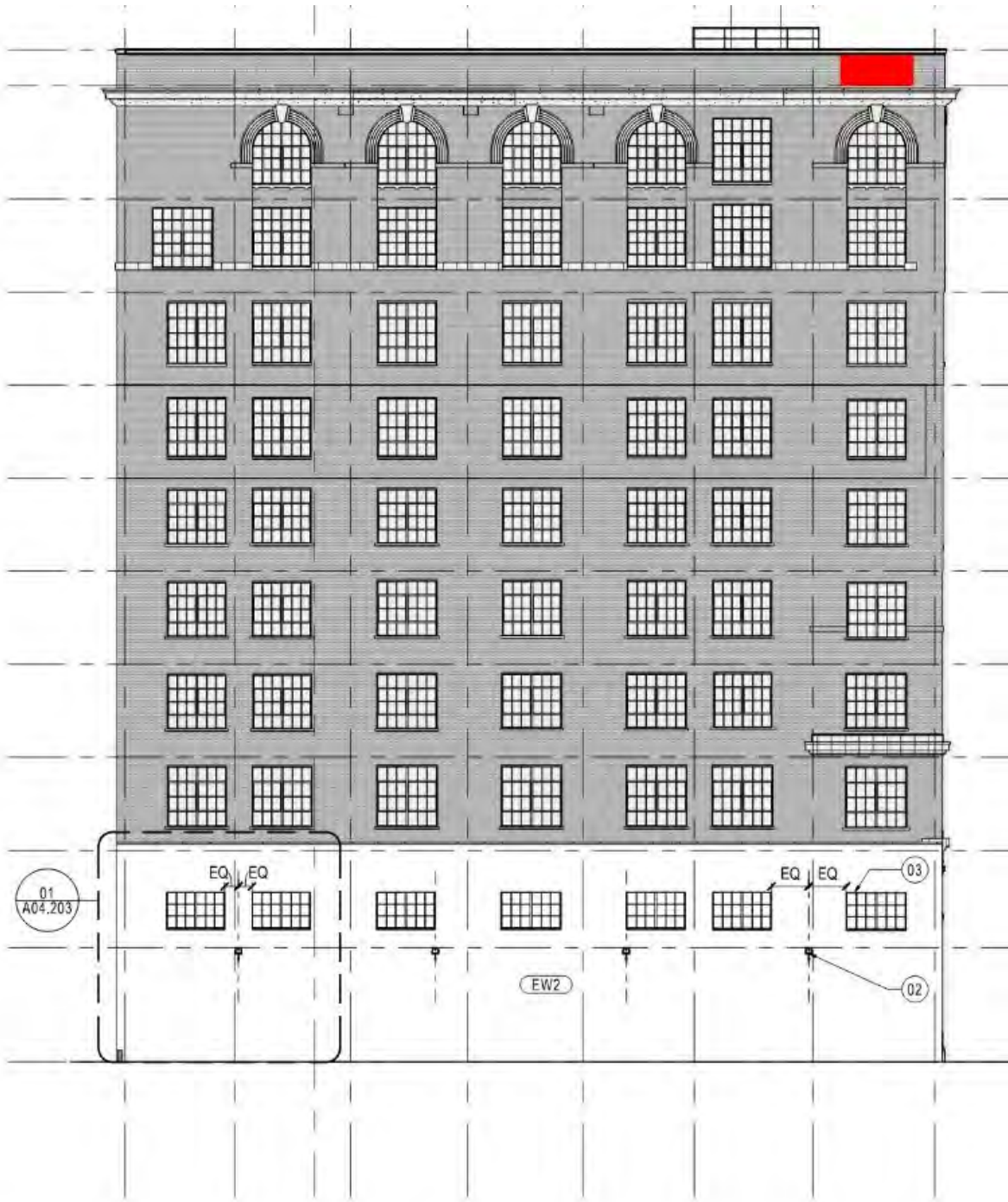
- Upper Floor Tenant Sign
- Second Floor Tenant Sign
- Building Sign
- Bldg. Address
- Tenant Sign
- Projecting Sign

Marquette Building  
 243 West Congress  
 Detroit, MI

DWG: SignRend 1b

Feb. 22, 2021





**02** BUILDING EAST ELEVATION  
SCALE: 1/16" = 1'-0"

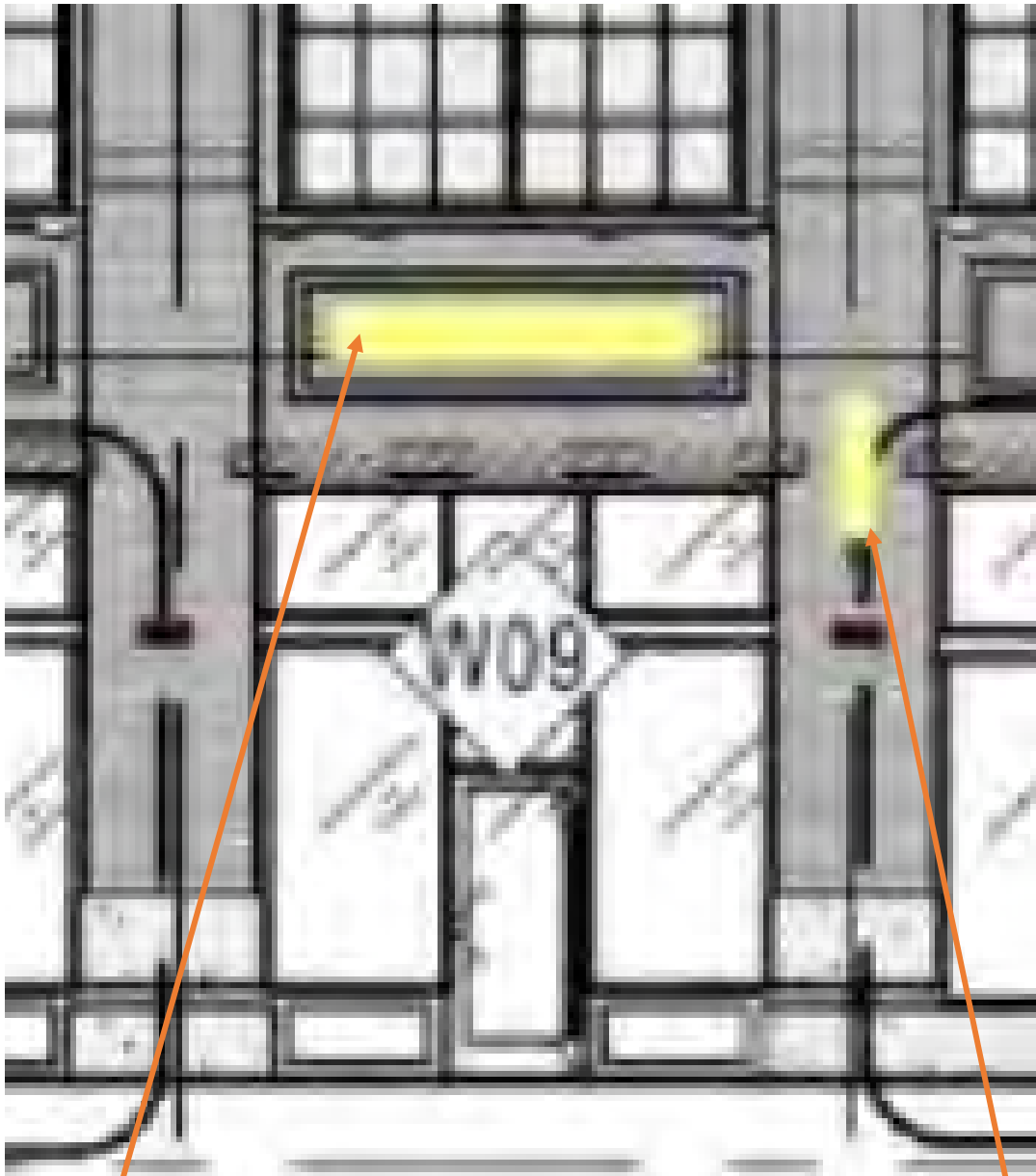
- Upper Floor Tenant Sign
- Second Floor Tenant Sign
- Building Sign
- Bldg. Address
- Tenant Sign
- Projecting Sign

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.

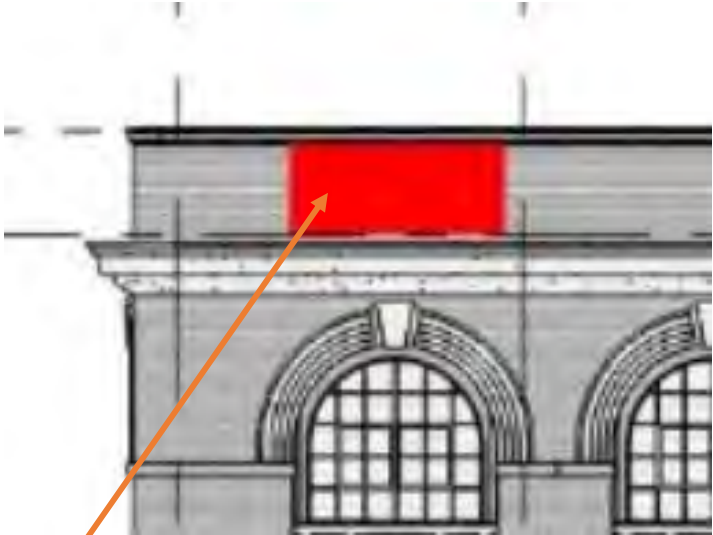
Brick Pier width is 3'8" wide, storefront height is 10': maximum entry sign proposed size is 1' high x 2'8 1/2" wide.

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





Marquette Building March 3, 2021  
 Detroit, MI  
 SignRend 5



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

This artwork is an original unpublished design protected by copyright laws of the United States of America and shall remain the sole property of Scott Consulting Inc. Prior to sale or paid design fees, artwork contained herein cannot be used or reproduced without the written permission of Scott Consulting Inc.

© COPYRIGHT 2020

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](http://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](mailto: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](http://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 reparable.





# 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.



East Facade

North Facade

West Facade



# WPP Facade Signage Exterior

## West Parapet Sign Location

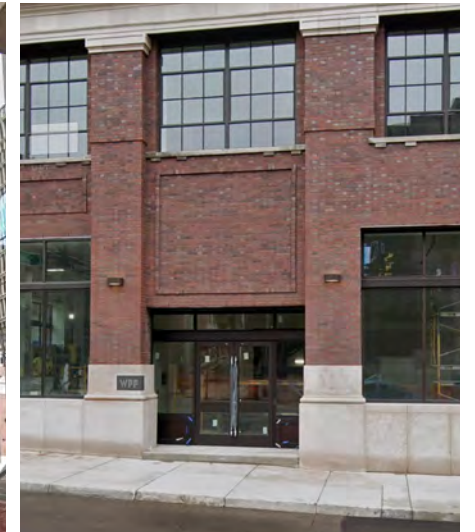
The design large metal letters on a minimal open frame across the West facade at the roof parapet level. These letters are to be made from dark painted metal and have illuminated "pixels" that create the WPP logo. The sign is internally illuminated.



Night Rendering



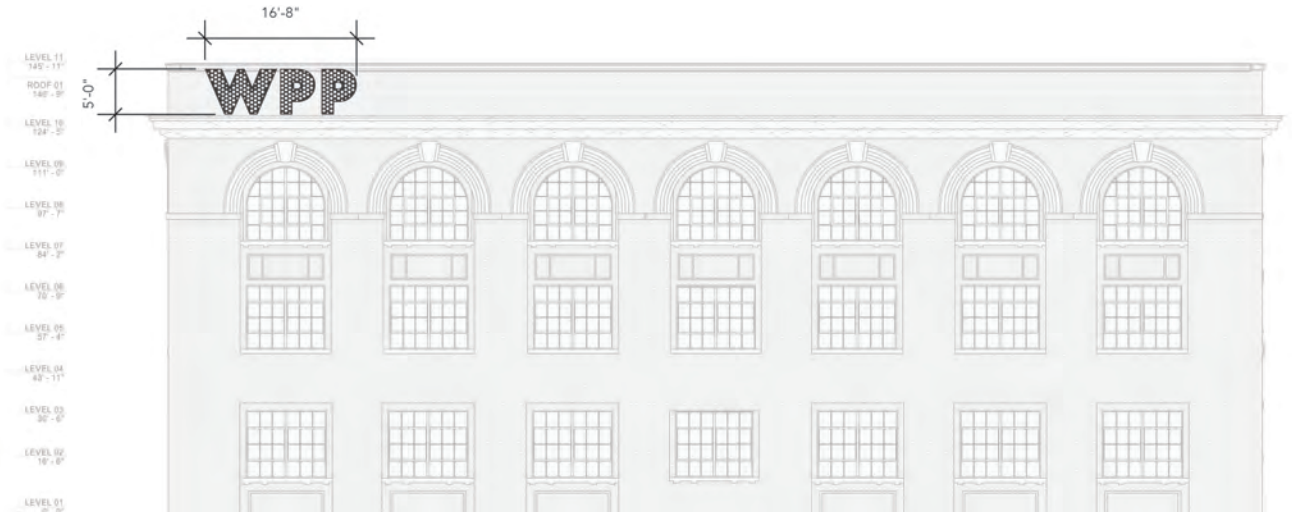
Rendering



Rendering



Overall West Elevation



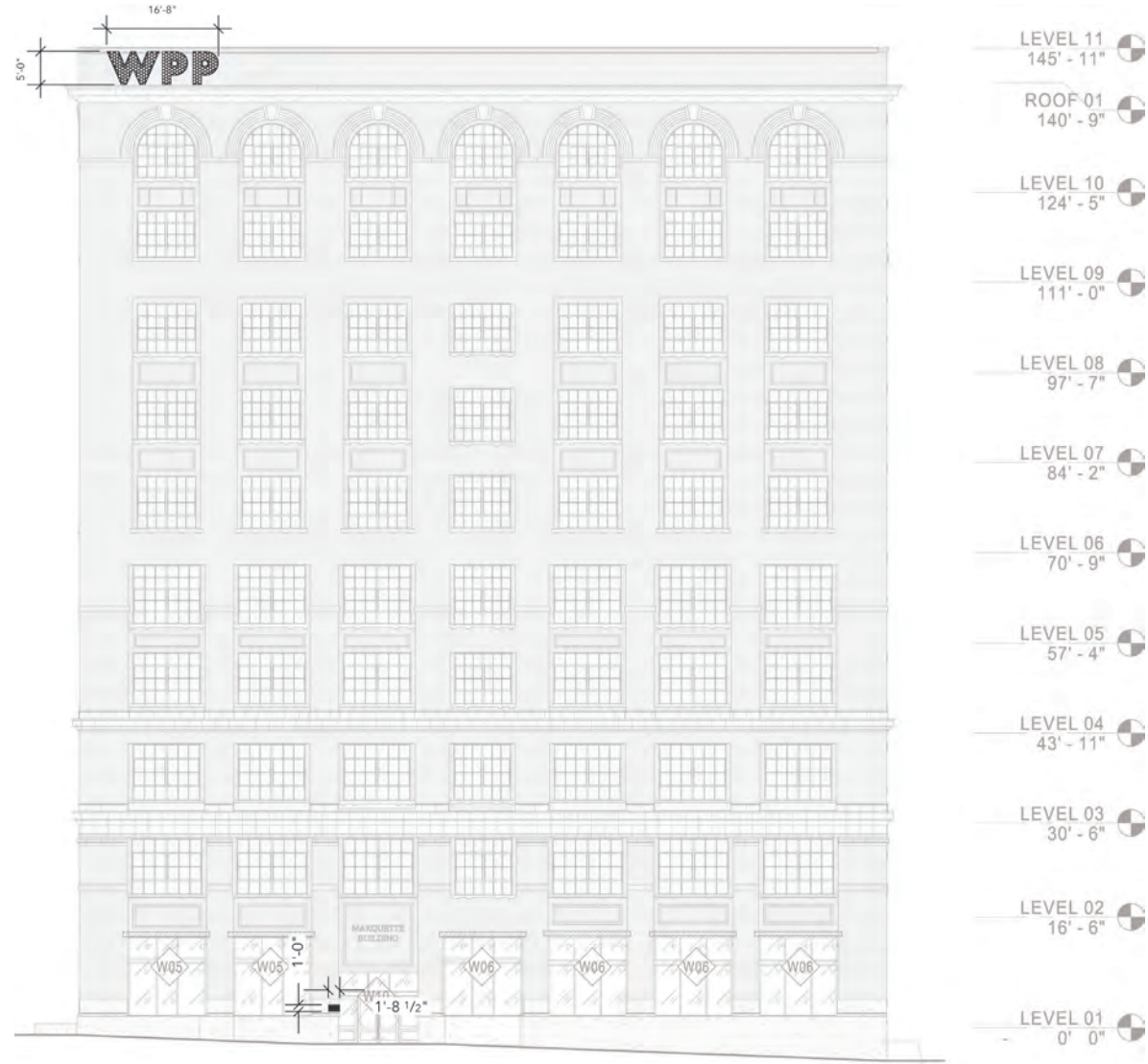
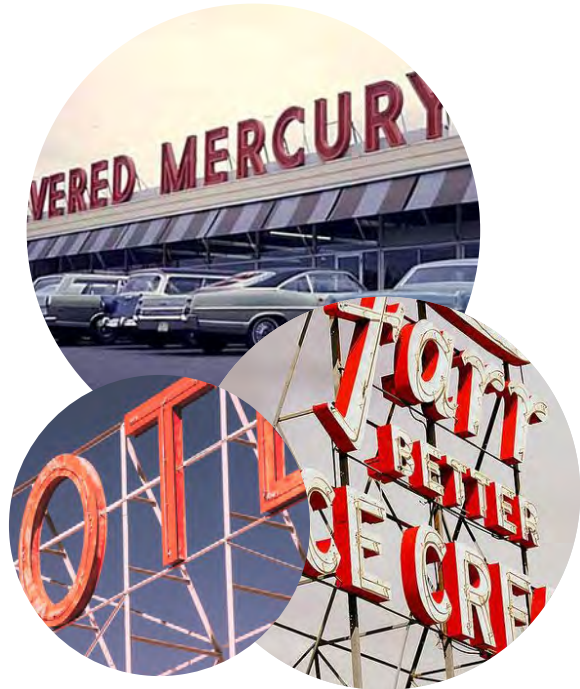
West Elevation Detail



# 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

ROOF 02  
157'-8 1/2"  
 LEVEL 11  
142'-11"  
 ROOF 01  
140'-0"  
 LEVEL 10  
134'-0"  
 LEVEL 09  
111'-0"  
 LEVEL 08  
97'-8"  
 LEVEL 07  
84'-2"  
 LEVEL 06  
79'-0"  
 LEVEL 05  
57'-4"  
 LEVEL 04  
42'-11"  
 LEVEL 03  
30'-6"  
 LEVEL 02  
18'-0"  
 LEVEL 01



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.



- ROOF 02 157' - 6 1/2"
- LEVEL 11 145' - 11"
- ROOF 01 140' - 9"
- LEVEL 10 124' - 5"
- LEVEL 09 111' - 0"
- LEVEL 08 97' - 7"
- LEVEL 07 84' - 2"
- LEVEL 06 70' - 9"
- LEVEL 05 57' - 4"
- LEVEL 04 43' - 11"
- LEVEL 03 30' - 6"
- LEVEL 02 16' - 6"
- LEVEL 01 0' - 0"

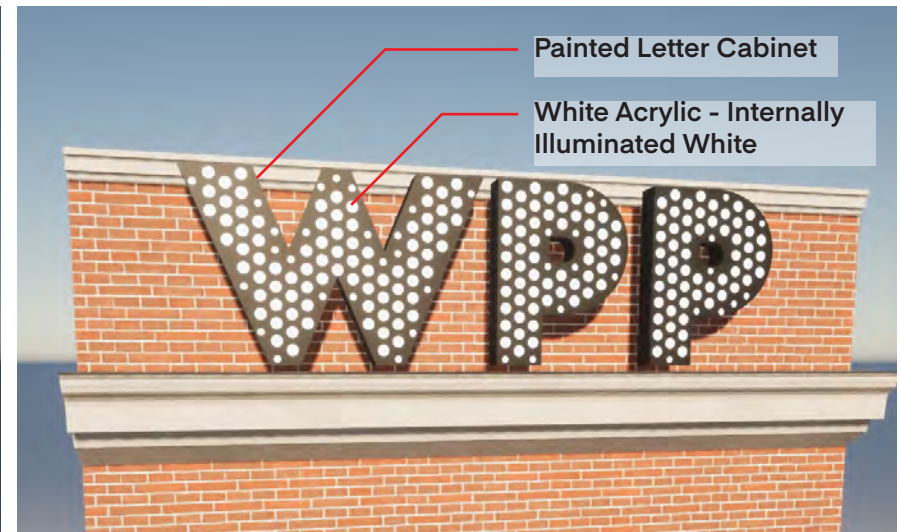
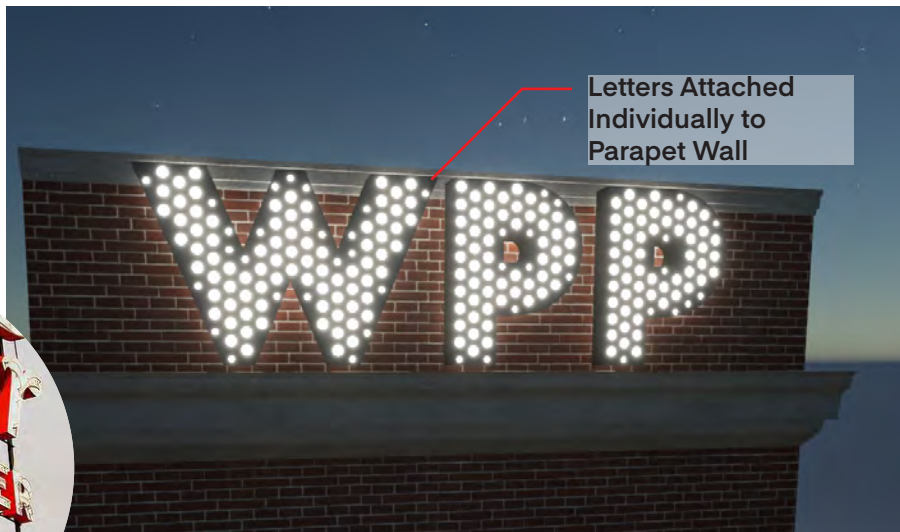
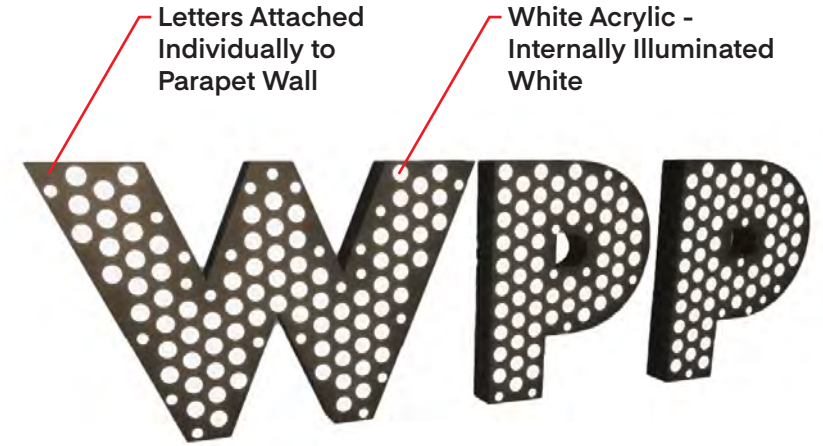
East Elevation



# 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.

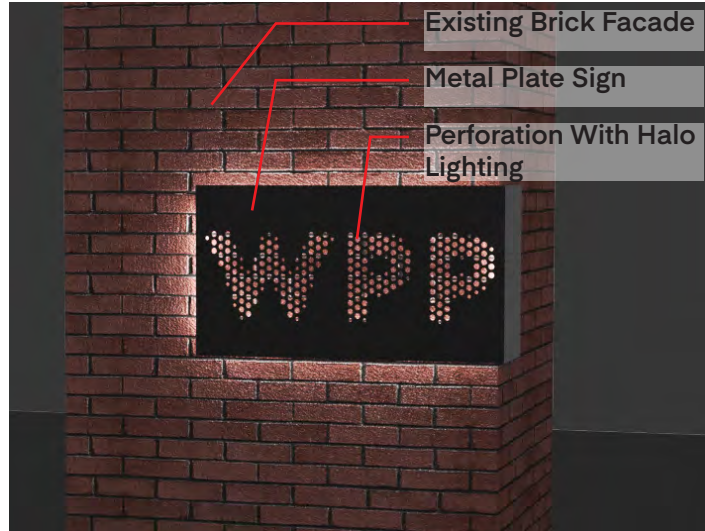




# WPP Facade Signage Exterior

## 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.



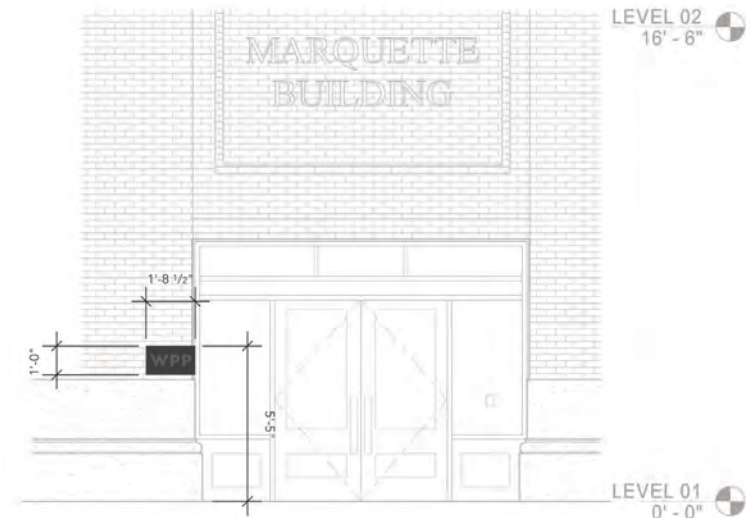
Night Rendering



Rendering



Overall North Elevation



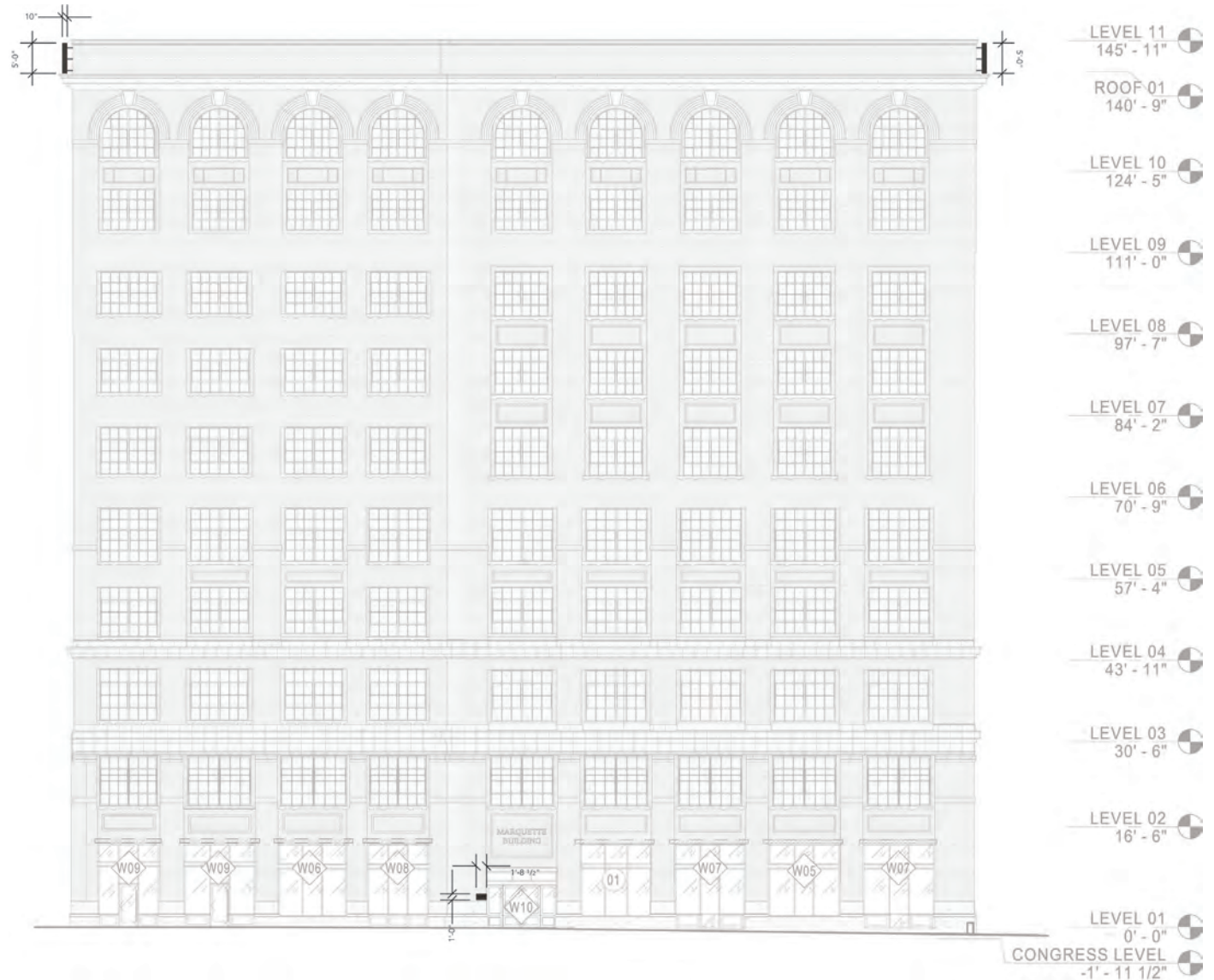
North Elevation Detail



# 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.



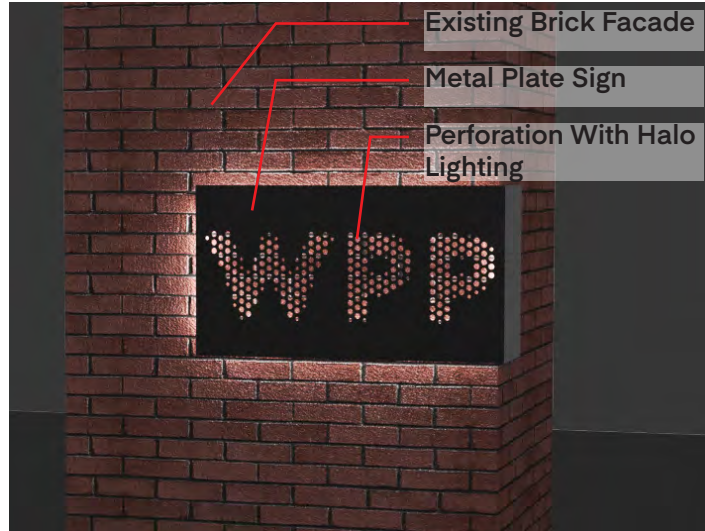
North Elevation



# 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"



acrylicize **bdg**

1505 Broadway  
Seattle  
WA 98122

+1 206 492 5849

Studio 5  
1a Old Nichol Street  
London E2 7HR

+44 (0) 207 739 2279

acrylicize.com  
@acrylicize