

STAFF REPORT 10-13-2021 REGULAR MEETING

PREPARED BY: A. PHILLIPS

APPLICATION NUMBER: 21-7513

ADDRESS: 2310 PARK AVENUE (AKA COLONY CLUB)

HISTORIC DISTRICT: PARK AVENUE

APPLICANT: TERRANCE E. ULCH II, AVER SIGN CO.

PROPERTY OWNER: JIM FORBES, FORBES REALITY

DATE OF PROVISIONALLY COMPLETE APPLICATION: 8-26-2021

DATE OF STAFF SITE VISIT: 9-30-2021

SCOPE: INSTALL PARAPET SIGNAGE AT NORTH FAÇADE

EXISTING CONDITIONS

The building located at 2310 Park Avenue, also known as the Colony Club, is a multi-story commercial structure constructed ca. 1928. The building is clad in limestone at the street level and red brick above street level. Limestone details accentuate the upper floors. The top of the building contains multiple levels, all with flat roofs. The footprint of the building extends to the sidewalk along Park Avenue and Montcalm Street, however, a surface parking lot exists adjacent to the north elevation along the W Fisher Service Drive. The Fox Theater parking structure is adjacent on the east elevation.



2310 Park. View of south and west facades taken from Park Avenue looking northeast . Photo taken by HDC staff, September 30, 2021.



Google Satellite View.



2310 Park. North elevation & location of proposed sign.
Photo by HDC staff, September 30, 2021.



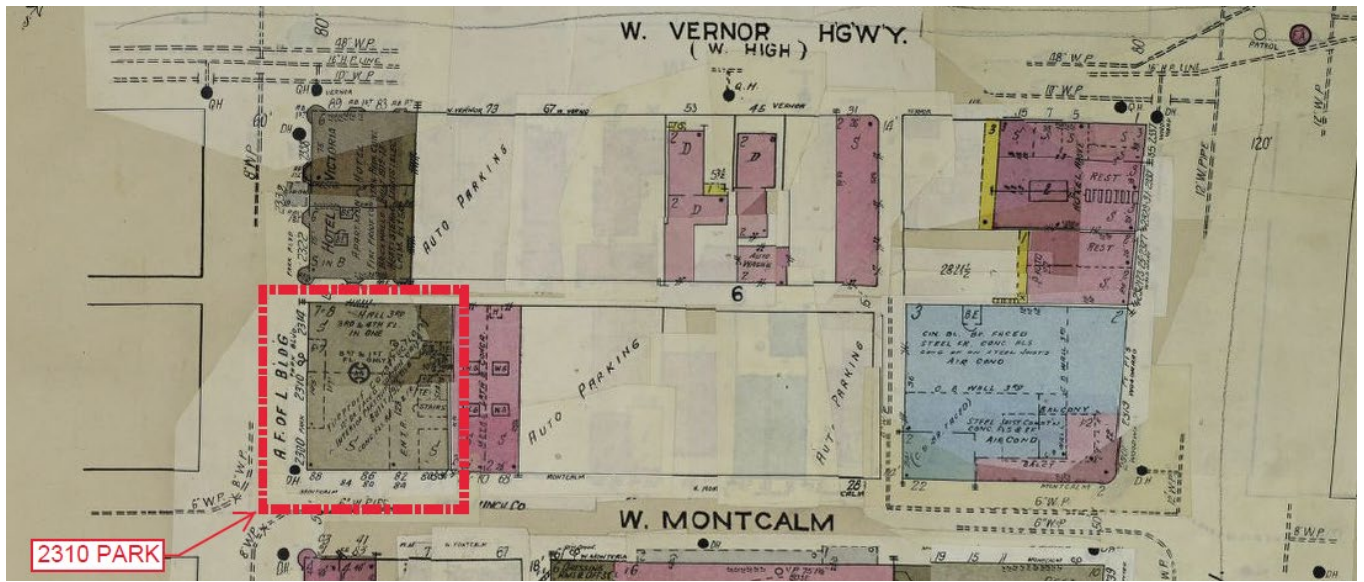
2310 Park. North elevation & location of proposed sign.
Photo by HDC staff, September 30, 2021.

PROJECT DESCRIPTION

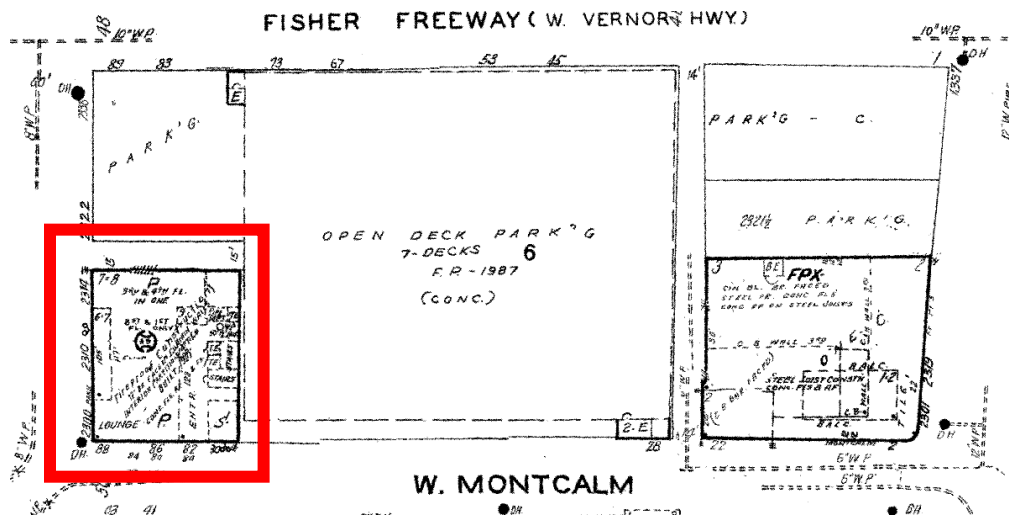
Per the submitted application, the applicant is seeking the Commission’s approval to install one (1) new parapet sign at the north elevation of the building. The proposed size of the sign is 34” H x 19’-4”. The sign is to be composed of individual channel letters which will be internally illuminated as well as halo-lit and mounted to an ACM (aluminum composite panel) which will be attached to the building. See attached application materials for additional details.

STAFF OBSERVATIONS & RESEARCH

- Park Avenue Historic District was designated in 2007.
- The north façade of the building, on which the new signage is proposed to be located, faces a parking lot and the I-75/Fisher Fwy corridor.
- The general environmental character of the historic district is an urban, commercial setting adjacent to the entertainment area with theaters and sports facilities directly to the east.
- This project cannot be approved at the administrative level as it does not meet the [Historic District Commission’s Signs and Awning Guidelines](#) – specifically, it does not meet the size (not within the storefront), position (not located above the storefront opening), or illumination (internal illumination of individual letters) guidelines for signs mounted on buildings.



Sanborn map of vicinity, ca 1950.



Sanborn map of vicinity, post 1950.

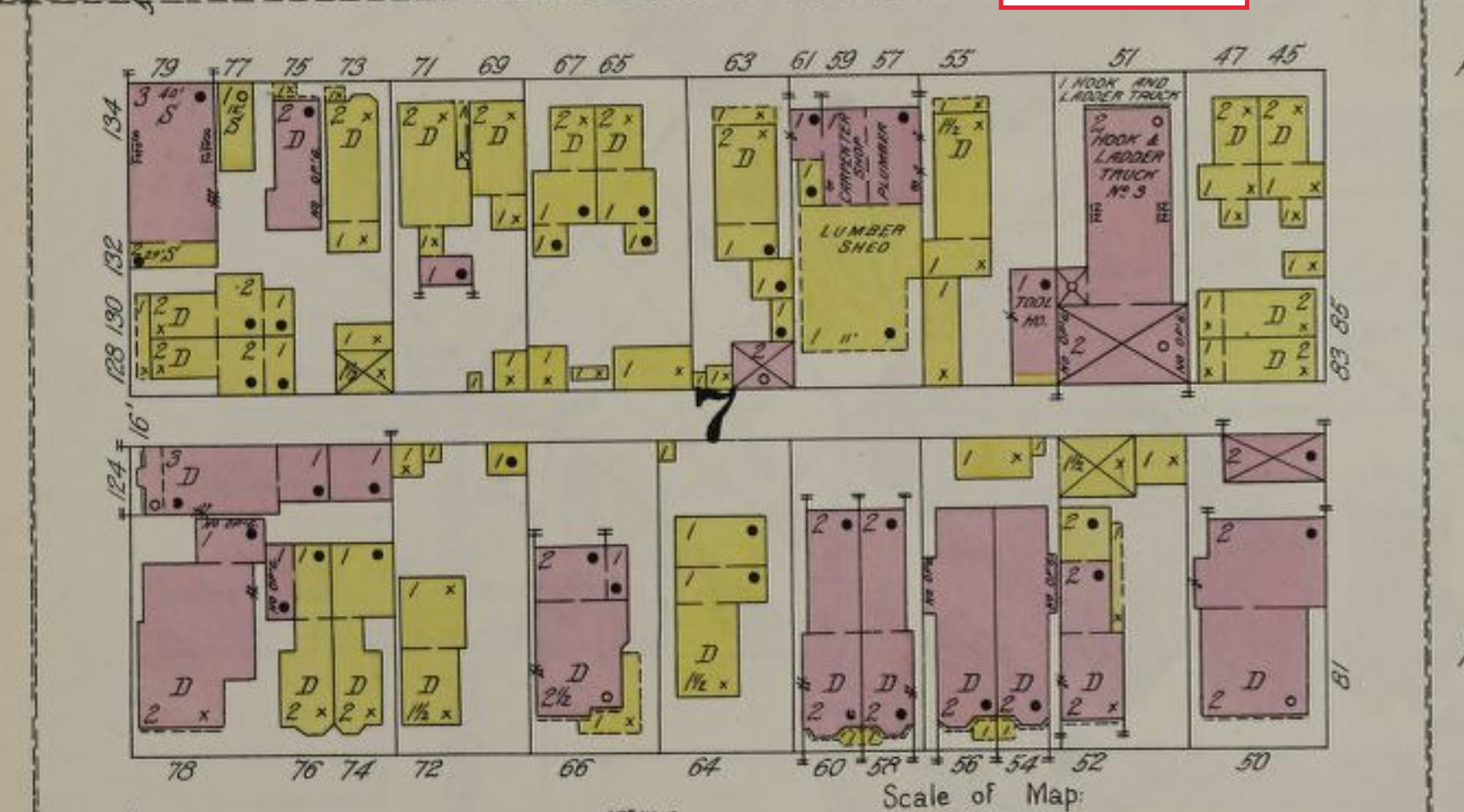
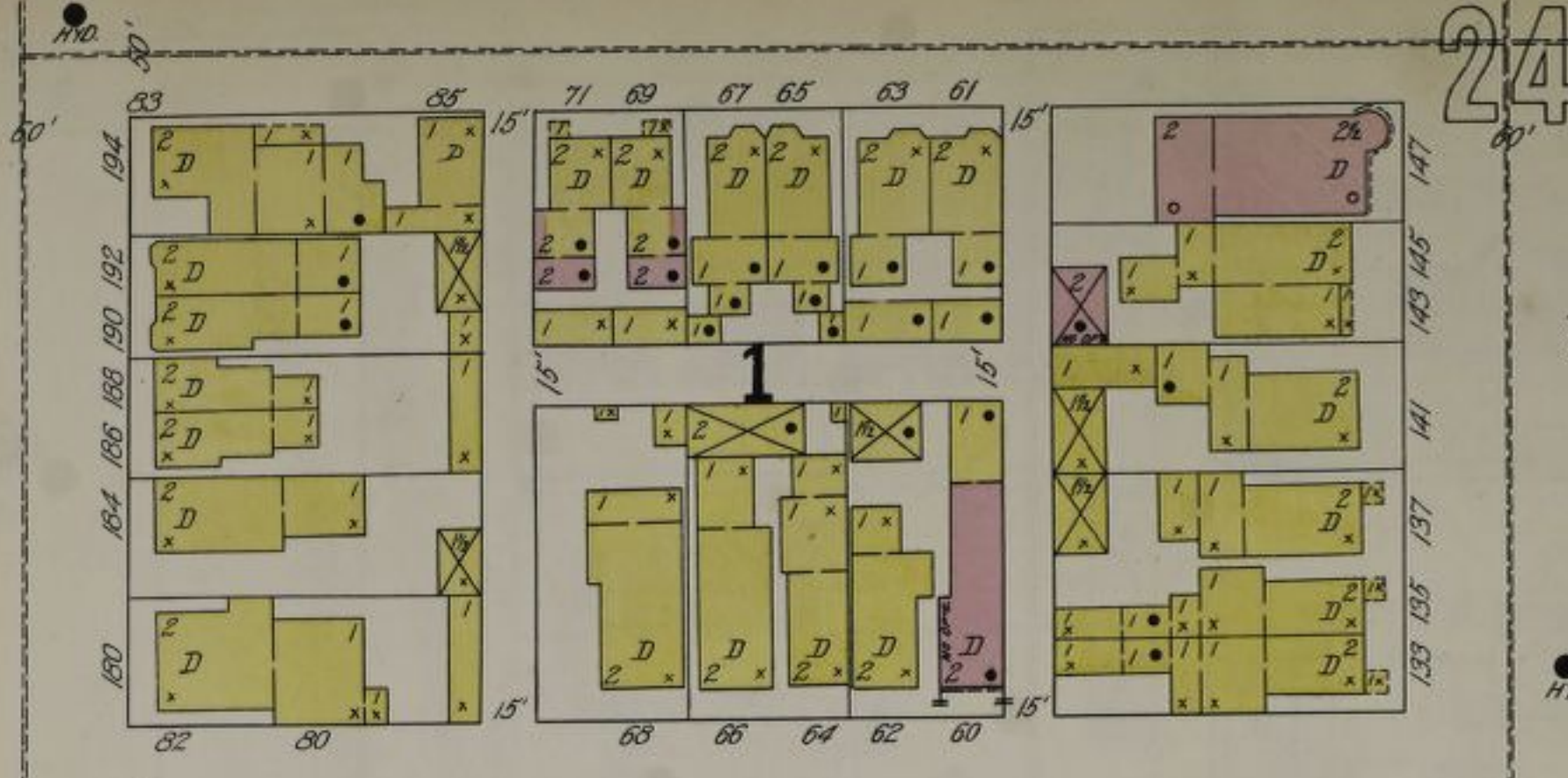
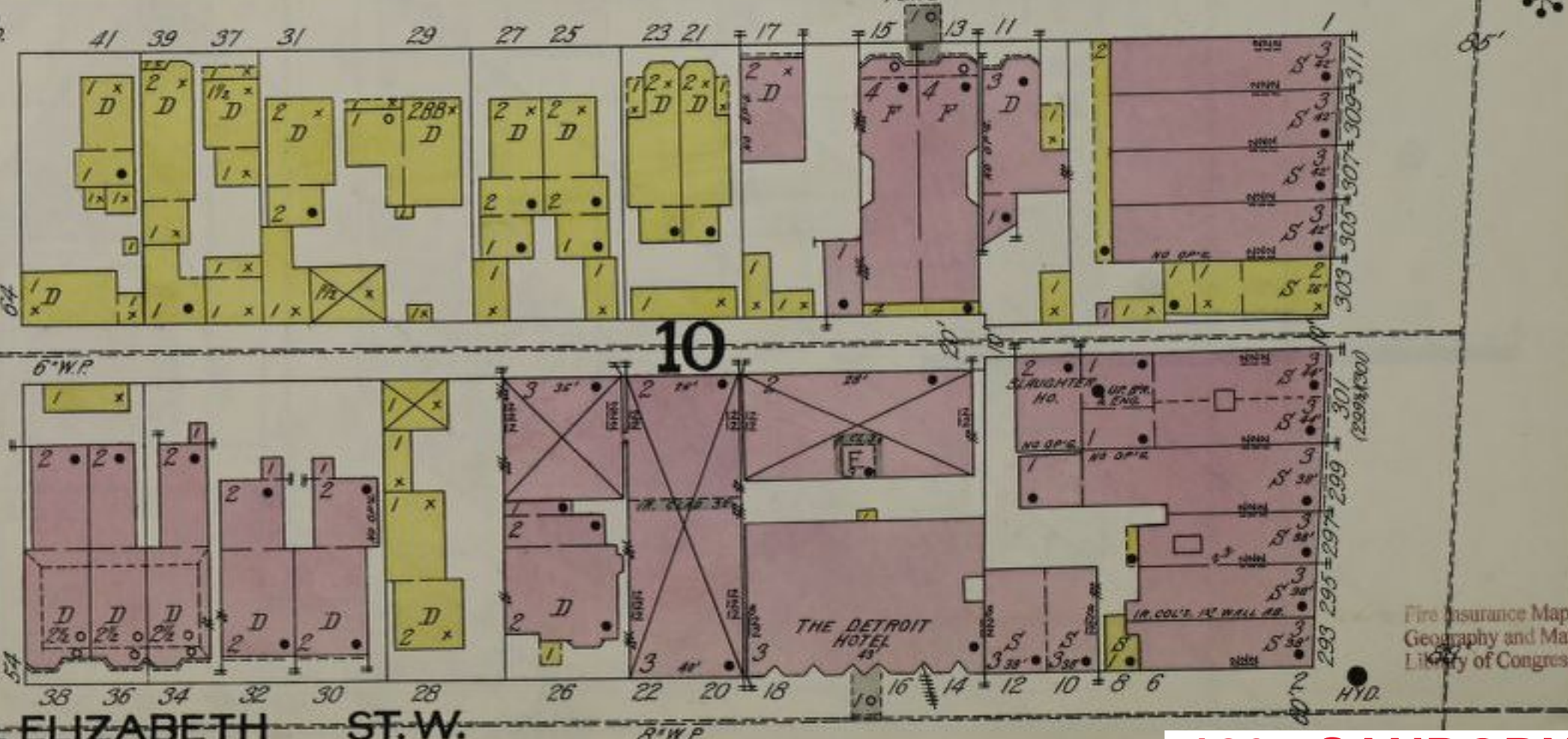
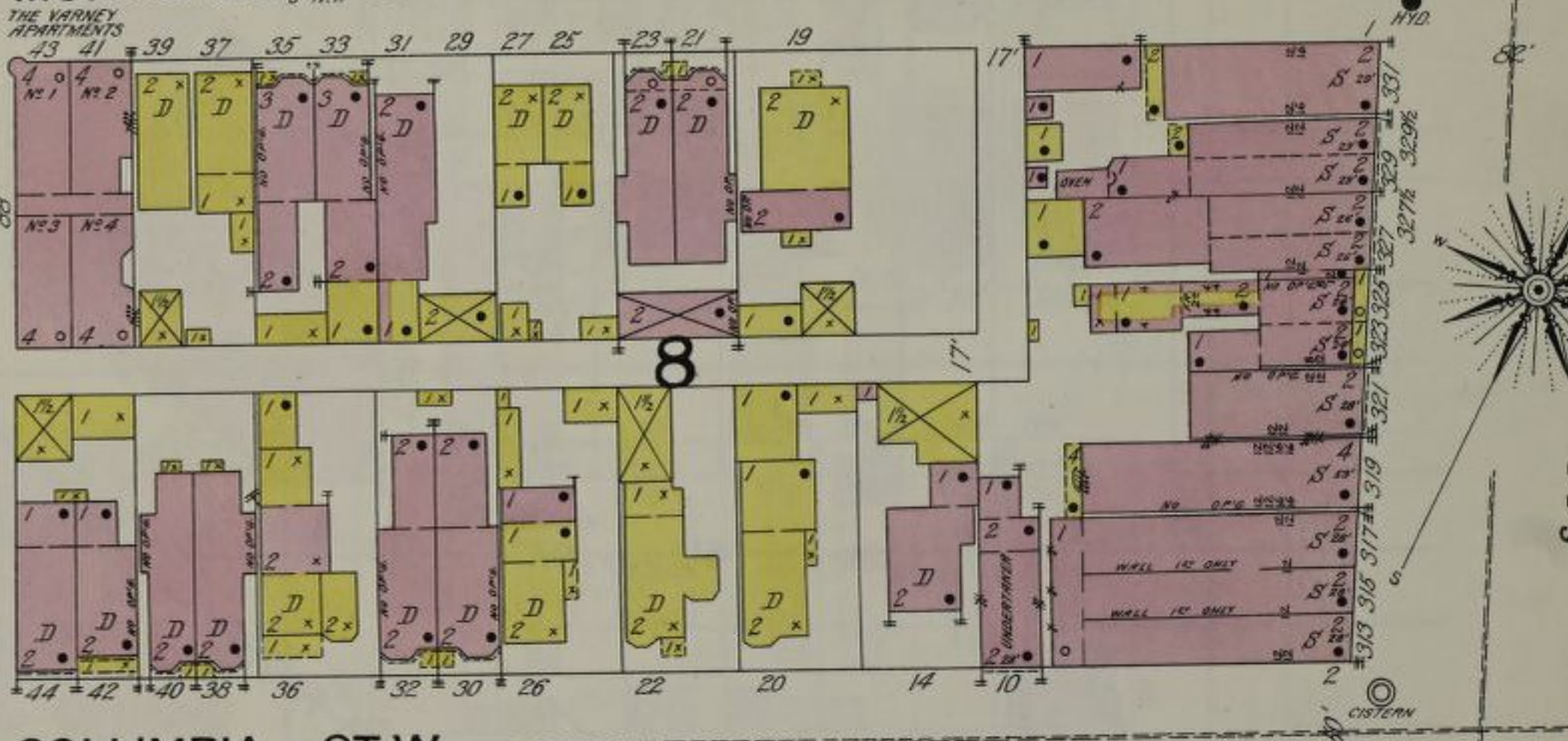
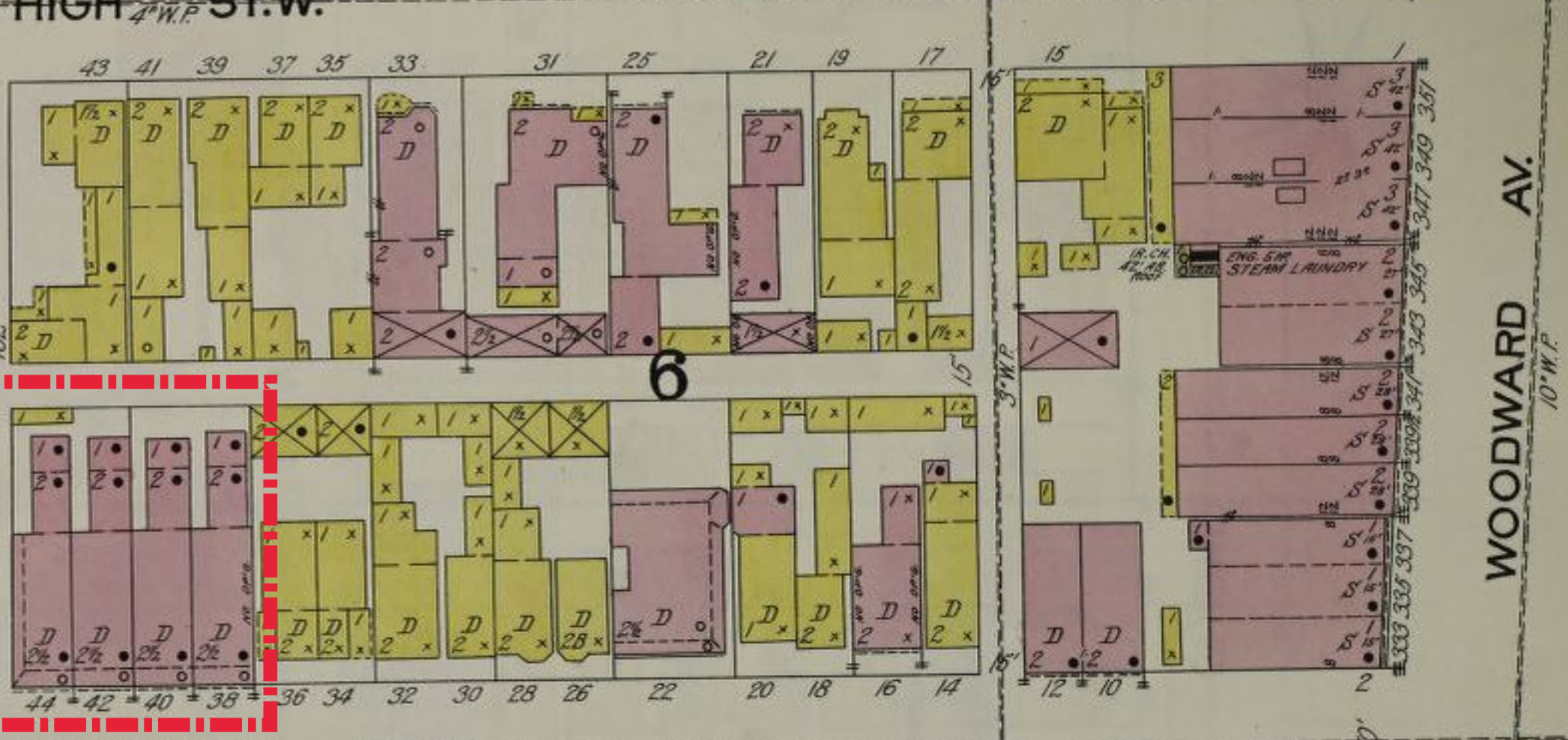
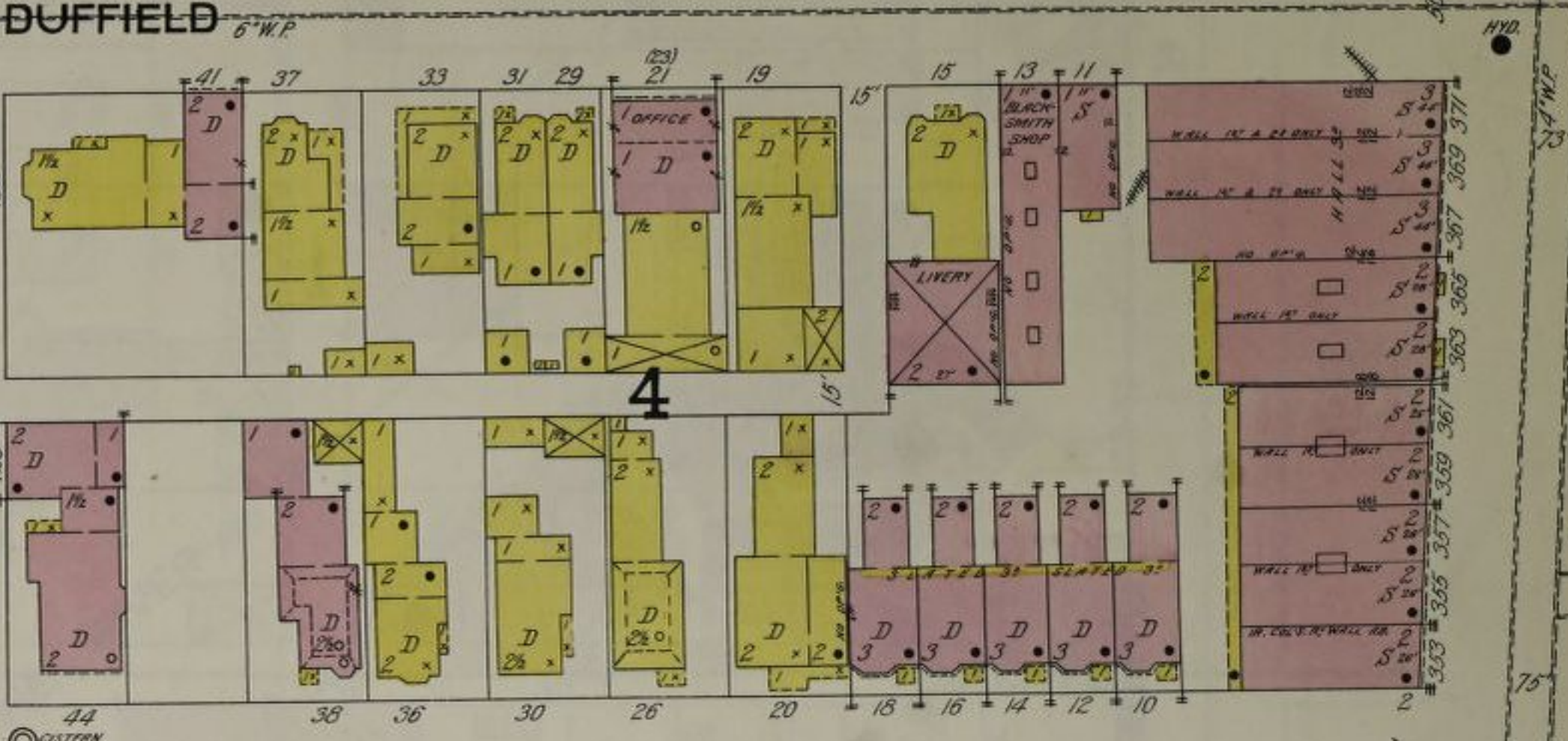
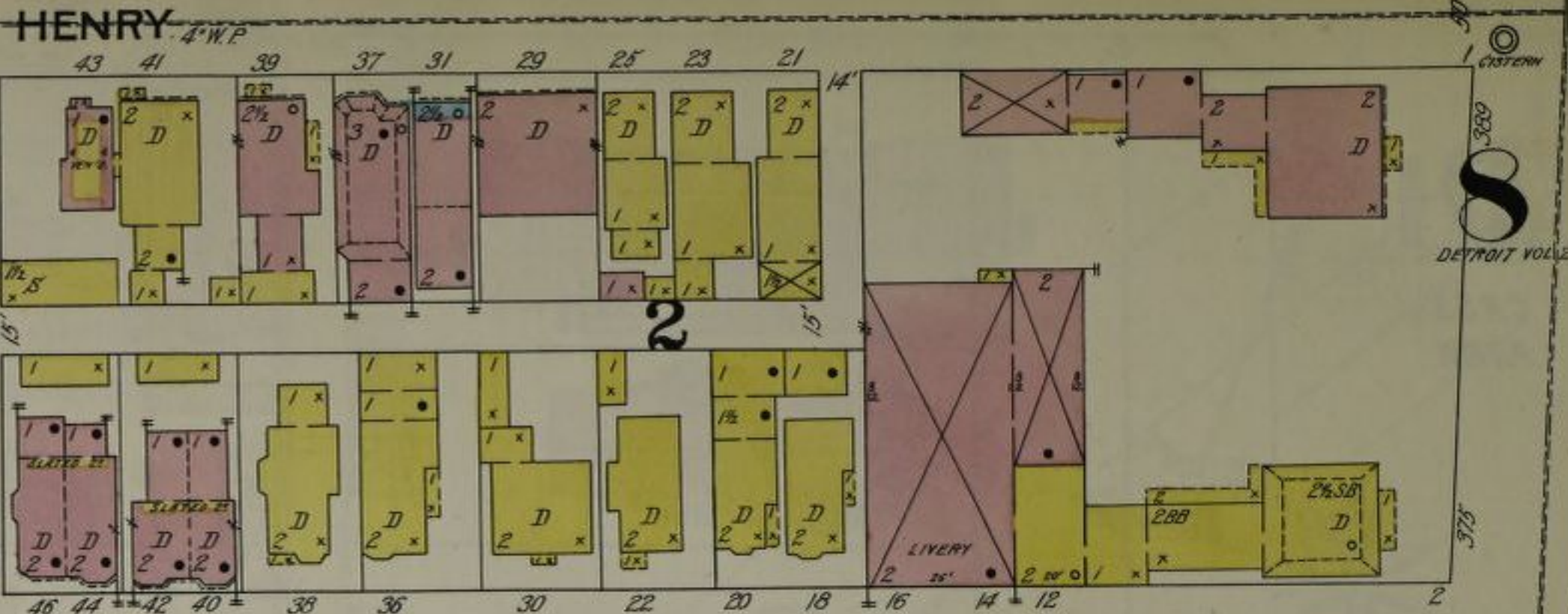
ISSUES

- None

RECOMMENDATION

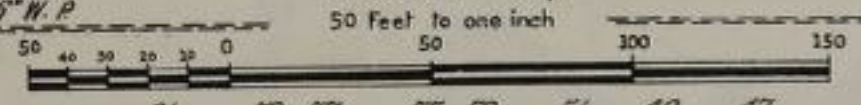
Section 21-2-78, Determinations of Historic District Commission

It is staff's opinion that the proposal to install new parapet signage at the north façade, as proposed, 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 Park Avenue Elements of Design.

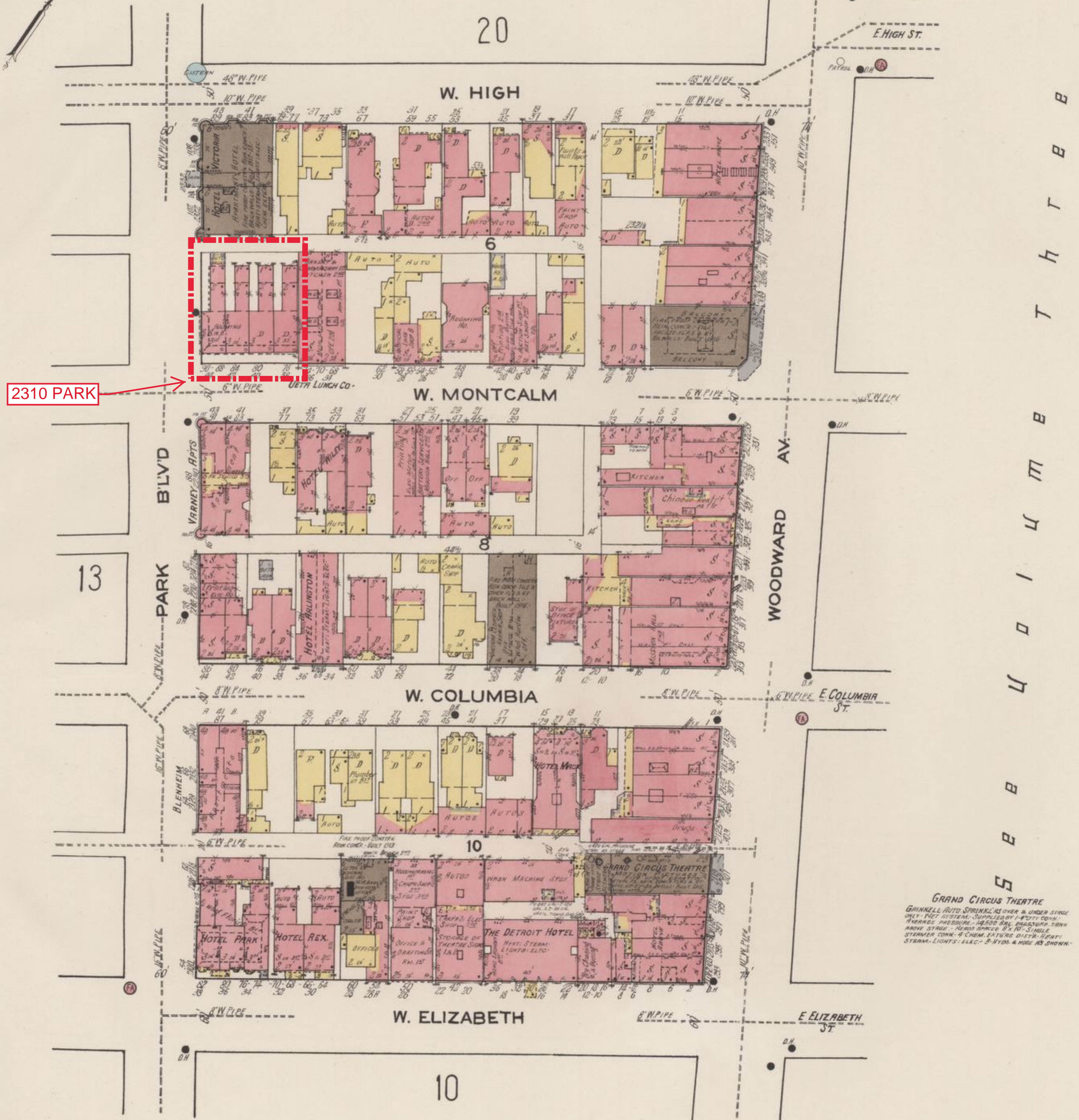


2310 PARK

Scale of Map: 50 Feet to one inch

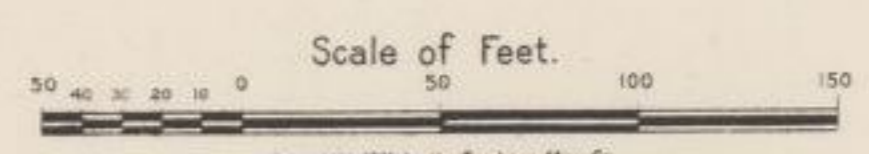


WOODWARD AV. VOLUME THREE



2310 PARK

GRAND CIRCUS THEATRE
GRINKELL AUTO SPRINKLING OVER & UNDER STAGE
ONE - NET SYSTEM SUPPLIED BY 1-4\"/>

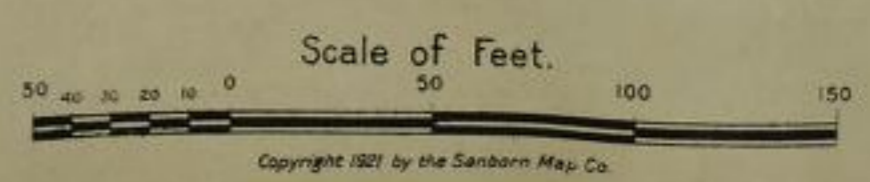


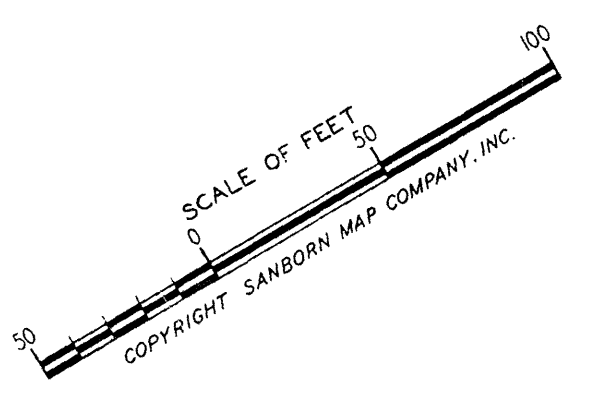
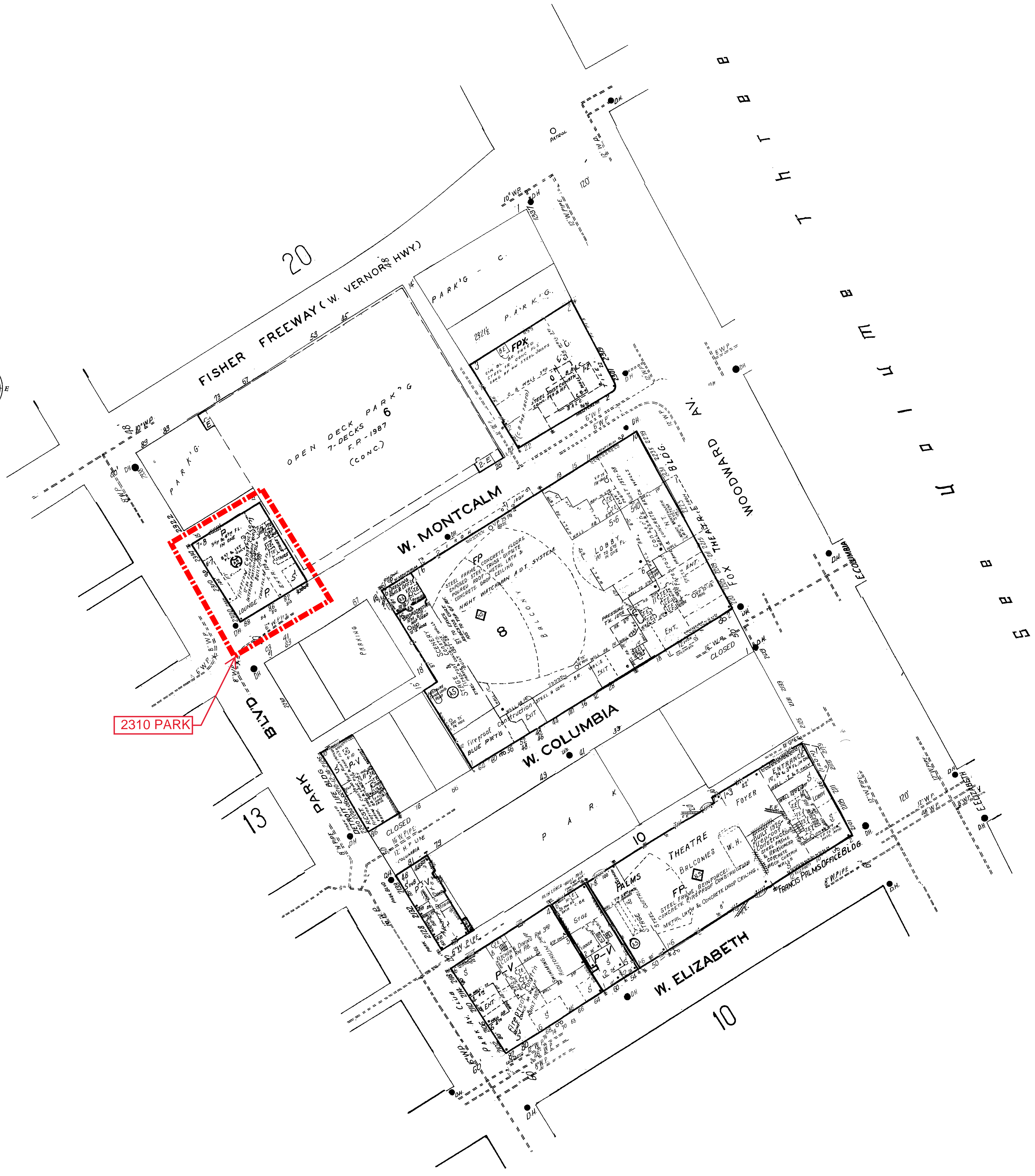
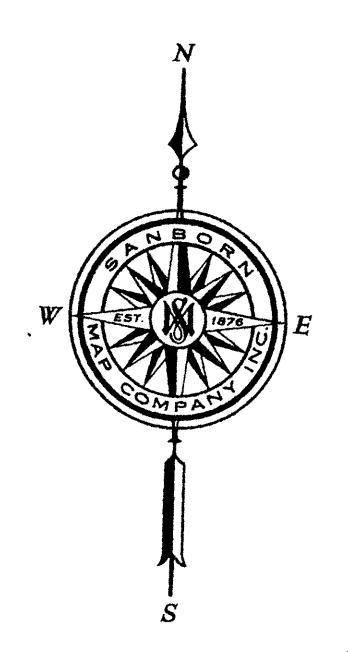
Copyright 1911 by the Sanborn Map Co.
Fire Insurance Map Division
Geography and Map Division
Library of Congress



2310 PARK

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STAFF SITE VISIT 9/30/2021



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DEMAND OR ON
THE DISTRICT
DETROIT APP



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STOPPING
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OF SIGN

BUTCHER & BUTCHER NATIONAL CRANE

STAFF SITE VISIT 9/30/2021



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: 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: Ferndale 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

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

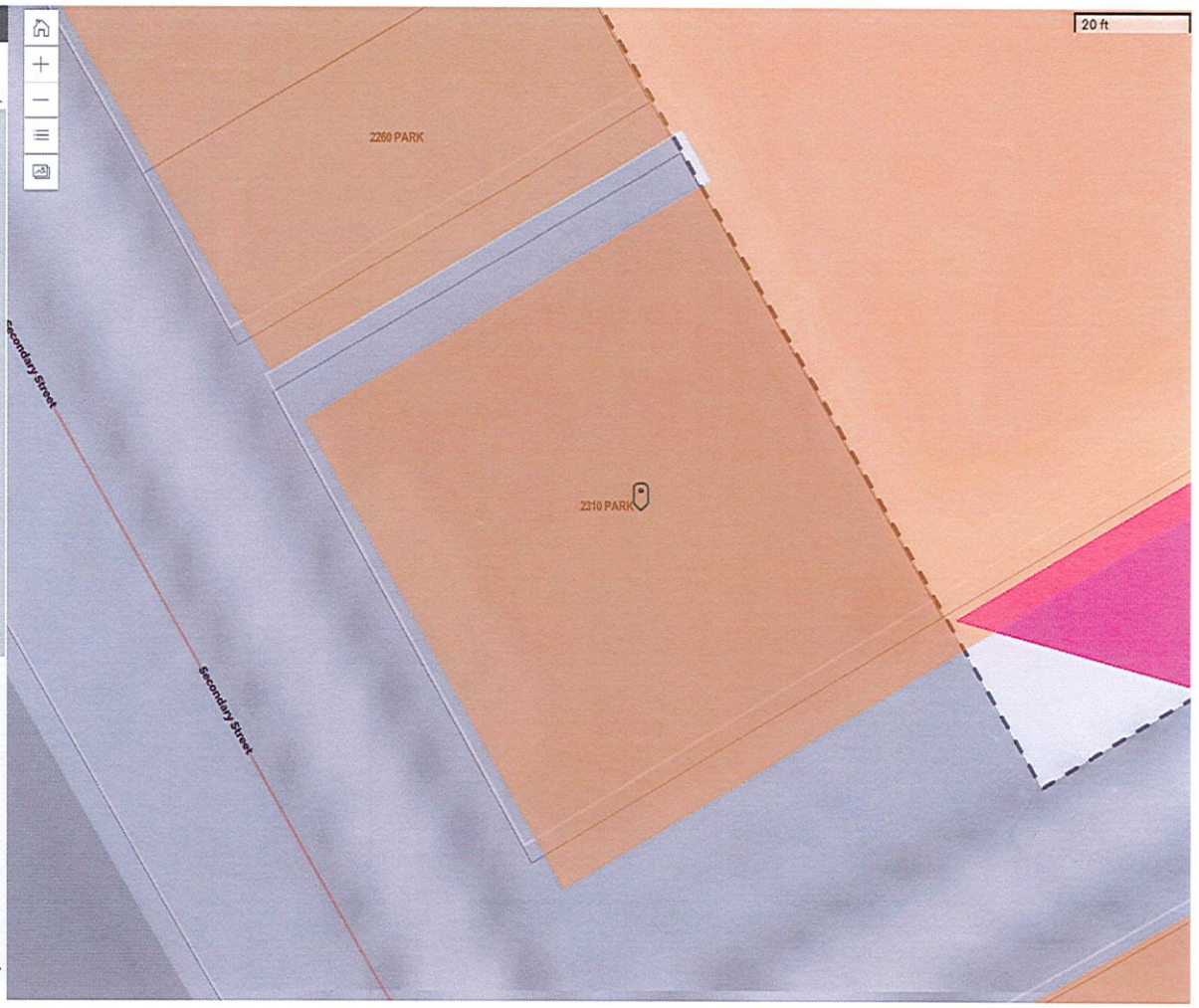
Zoning: Major Business District (B5)
Zoning: B5
Zoning Description: Major Business District (B5)

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"

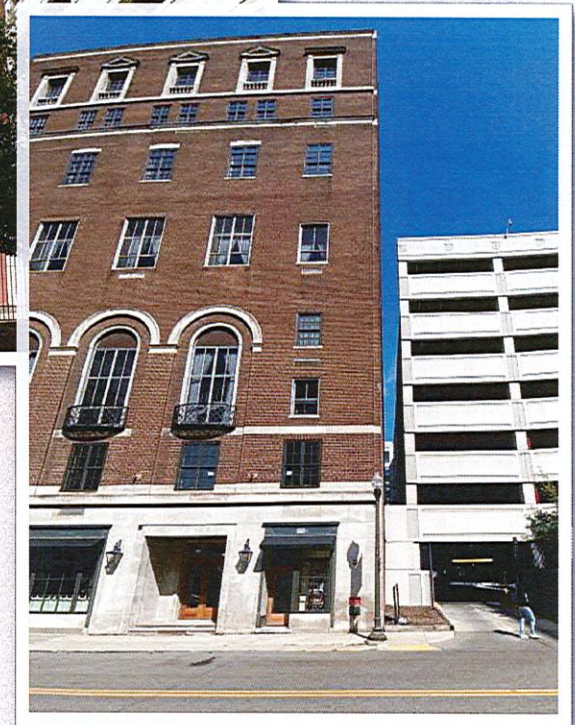
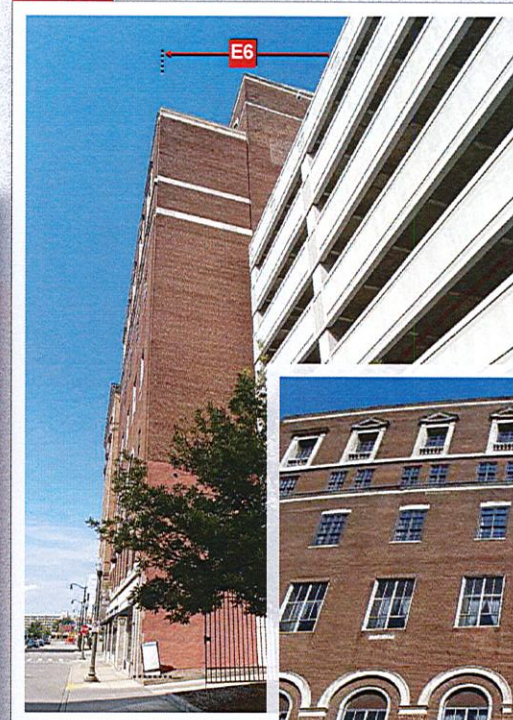
E5 - Building Height
121' - 0"

East Facing Elevation Dimensions

E6 - East Facing Elevation Length
90' - 0"



East Facing



NOTES

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

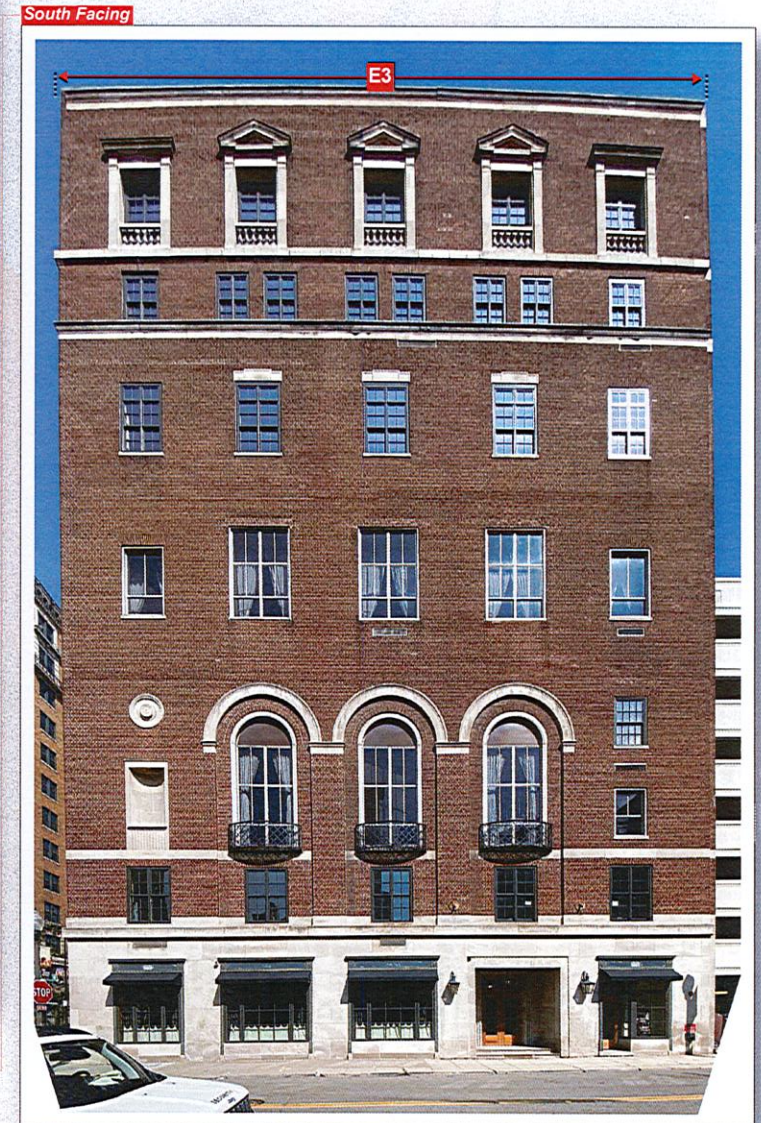
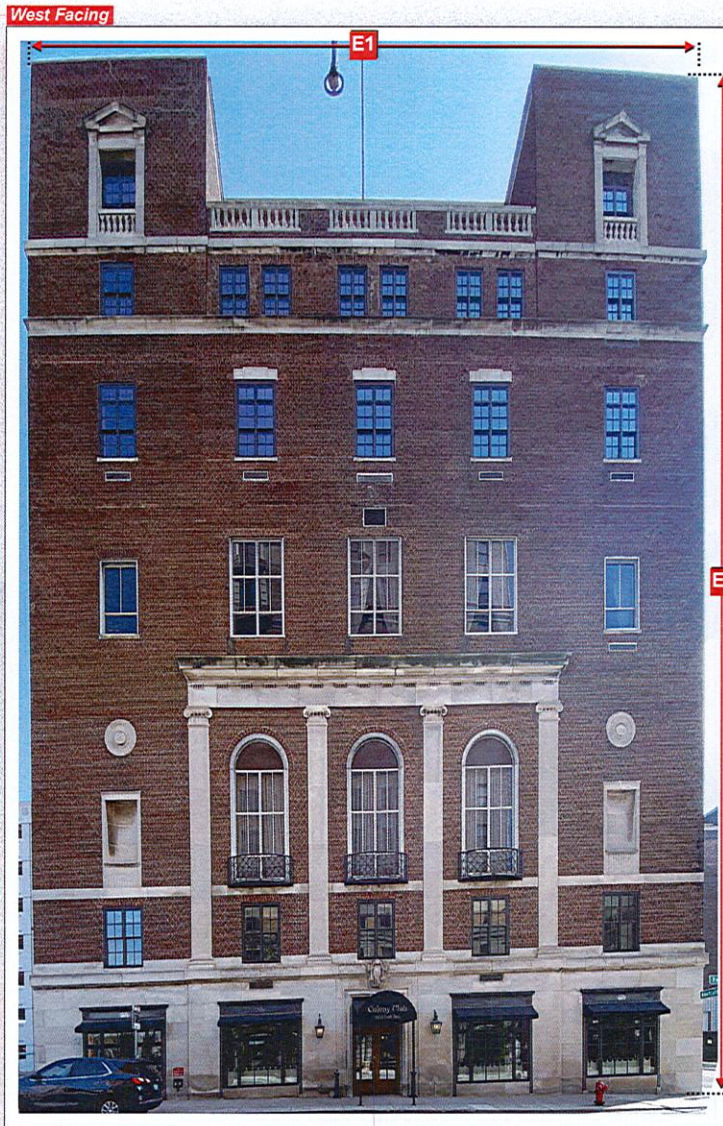
DETAILS

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"



NOTES



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.

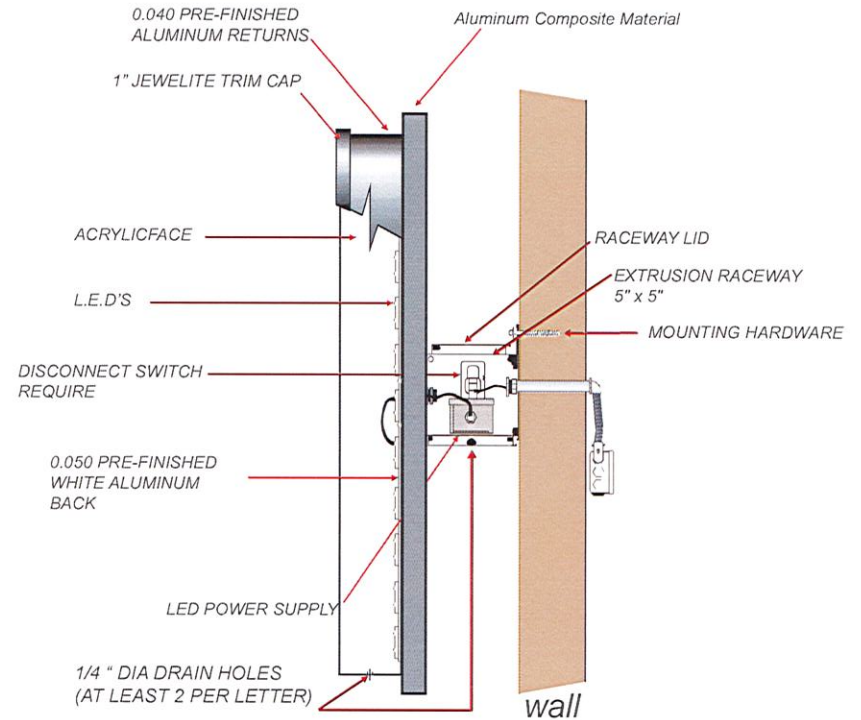
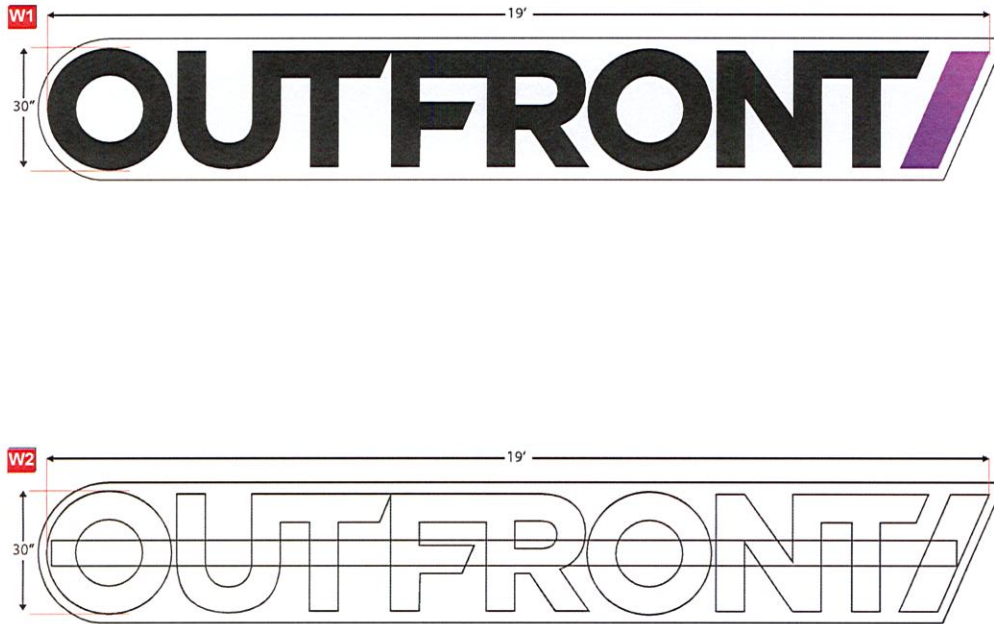
X

CUSTOMER SIGNATURE

08/18/21

DATE

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



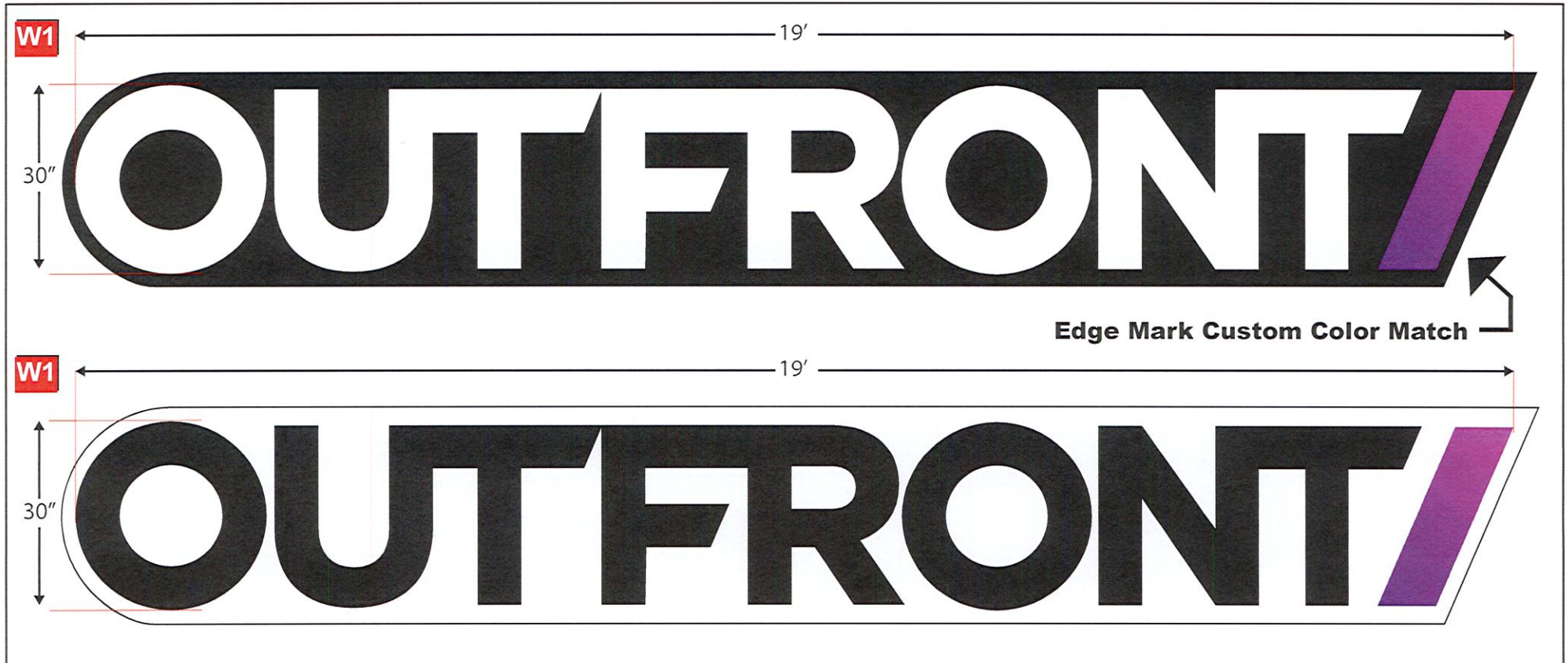
359 Livernois
Ferndale MI. 48220
tel:248-542-0678
fax:248-542-2023

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



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

DETAILS

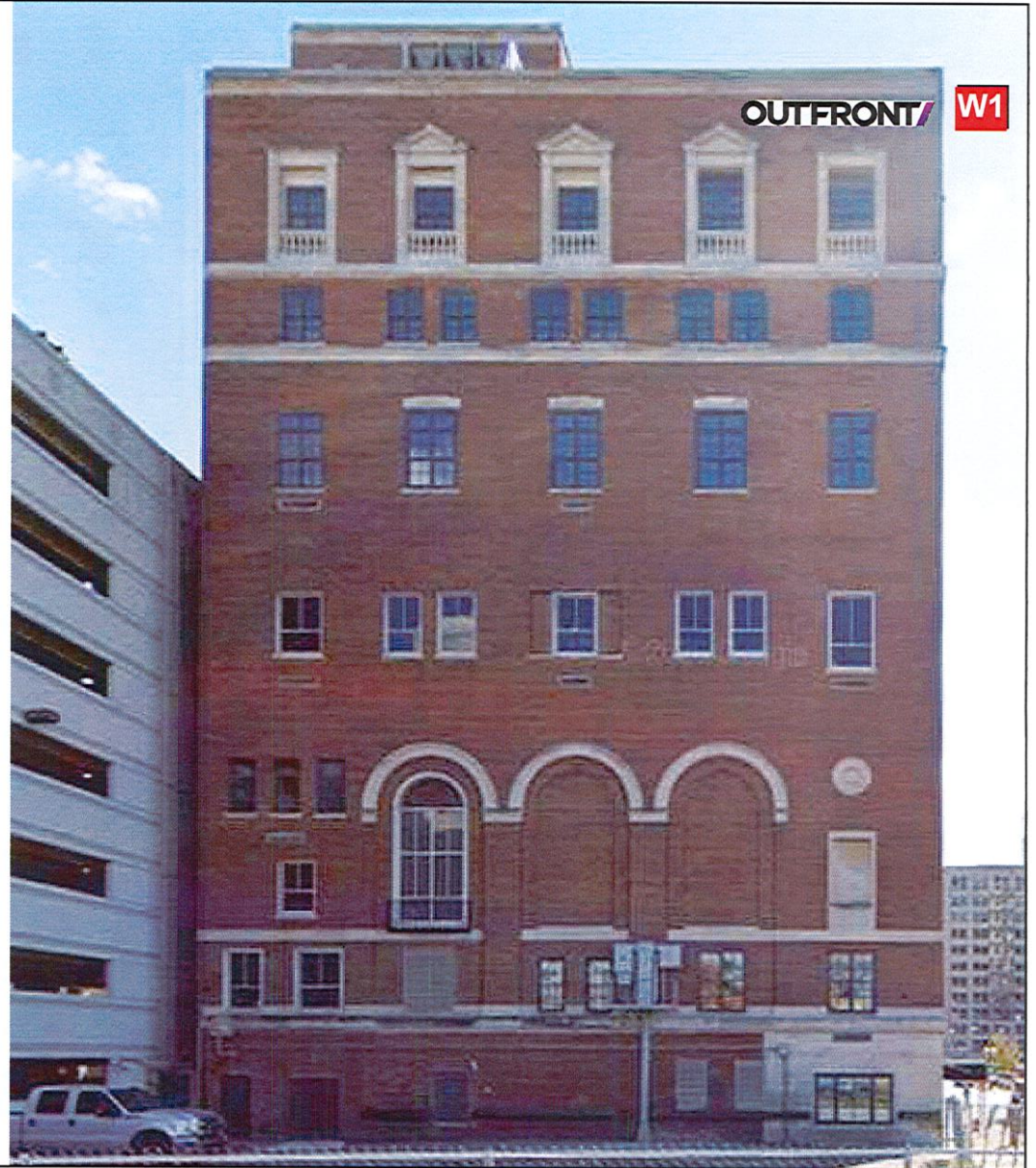
Lorem ipsum

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

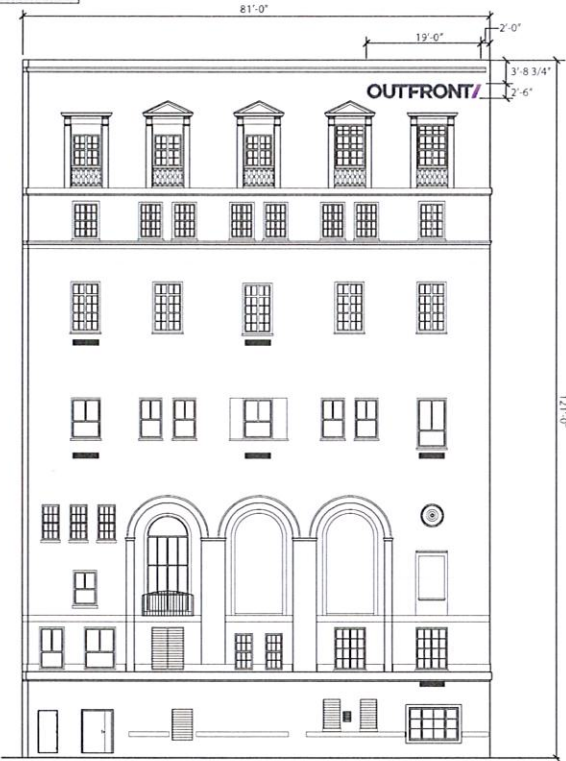
Quantity -	14	Each	26	Each
Capacity Per Connector -	-400	LBS	-190	LBS
Total Capacity -	-5600	LBS	-4940	LBS
Required Capacity -	-3500	LBS	-3500	LBS

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

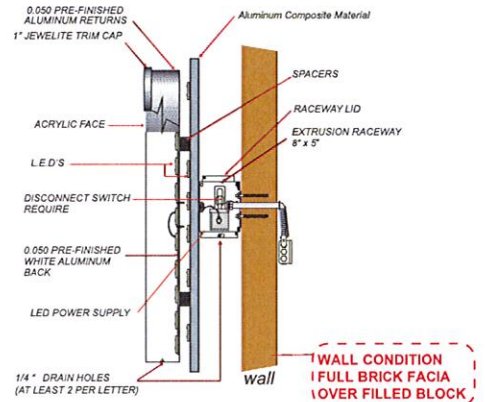
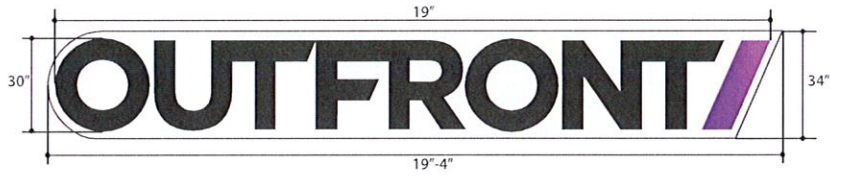
Backer To Raceway: USE: (26) 1/4" Thru Bolts with Washer Backers.
 Letters To Backer: USE: (5) 1/4" Thru Bolts with Washer Backers.
 Logo To Backer: USE: (4) 1/4" Thru Bolts with Washer Backers.



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



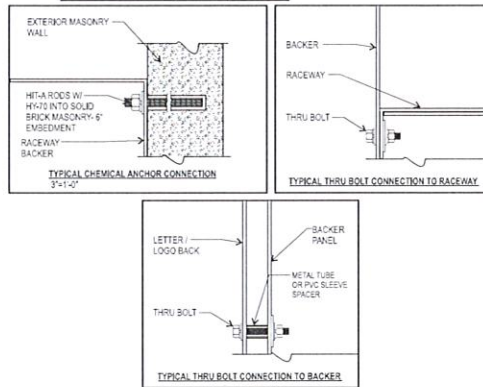
The electronic appearing on this document was authorized by Sean M. McFarland, P.E. on July 30, 2021.
 Date: 7-30-2021
 Sheet #: 1 OF 2
 NC Firm Registration: F-1136
 Michigan License Number: 6201051803
 Michigan Expiration Date: 10/31/21

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. Hargett St.
 Durham, NC 27601
 Structural, Sign, 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: 6201515803
 Michigan Expiration Date: 12/31/21