STAFF REPORT: FEBRUARY 23, 2022 MEETING **PREPARED BY**: A. DYE
APPLICATION NUMBER: 22-7676
ADDRESS: 9000 (8940) WOODWARD
HISTORIC DISTRICT: LITTLE ROCK CHURCH
APPLICANT: JONATHON ROLLENS, LAVANWAY SIGNS
PROPERTY OWNER: LITTLE ROCK BAPTIST CHURCH
DATE OF PROVISIONALLY COMPLETE APPLICATION: JANUARY 18, 2022
DATE OF STAFF SITE VISIT: JANUARY 21, 2022

SCOPE: REPLACE DOUBLE-SIDED DIGITAL PYLON SIGN* WITH A DOUBLE-SIDED MONUMENT SIGN THAT INCLUDES LED SCREENS

Note: This staff report was revised on 03/03/2022 to reflect a correction on the elevator addition, which is discussed on page three.

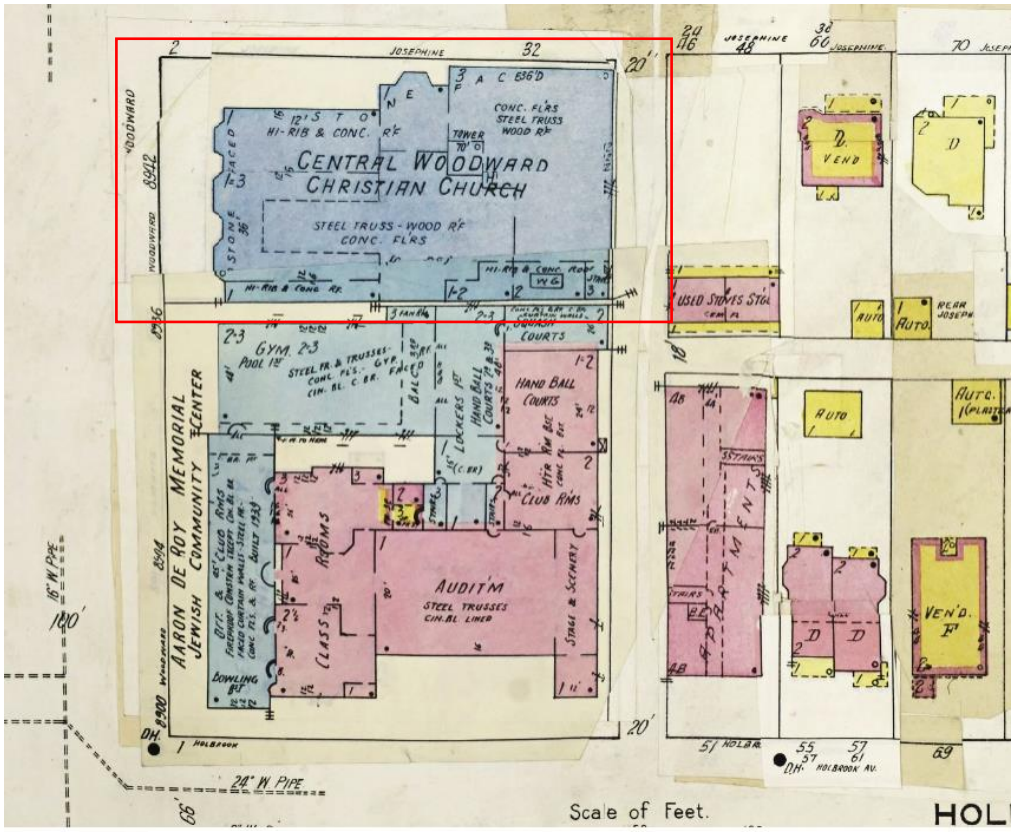
EXISTING CONDITIONS

The structure at 9000 Woodward Avenue was designed by architect George D. Mason and Company for Central Woodward Christian Church. Erected in 1927-1928, the building is an example of the Modern Gothic. The asymmetrical façade is composed of Indiana limestone, slate roof, leaded glass windows, copper trim.

A contemporary aluminum fence runs along the north and south lot lines; foundation plantings exist around the north and west areas of the building as well as between the north lot line fence and (Josephine) sidewalk. An electronic pylon sign is located within the front lawn, north of the Woodward building entrance.

HDC staff photo, January 21, 2022

The complex is oriented toward the corner of Woodward and Josephine Avenues. While the most visible entrance faces west along Woodward, the north elevation is equally appointed in Gothic details and offers another entrance halfway down the building. The complex is set to the south on the site, creating an "L"-shaped lawn of grass turf that fills the remainder of the area between the building and the sidewalks.



Sanborn Map, Vol. 10, 1915 - Mar 1950

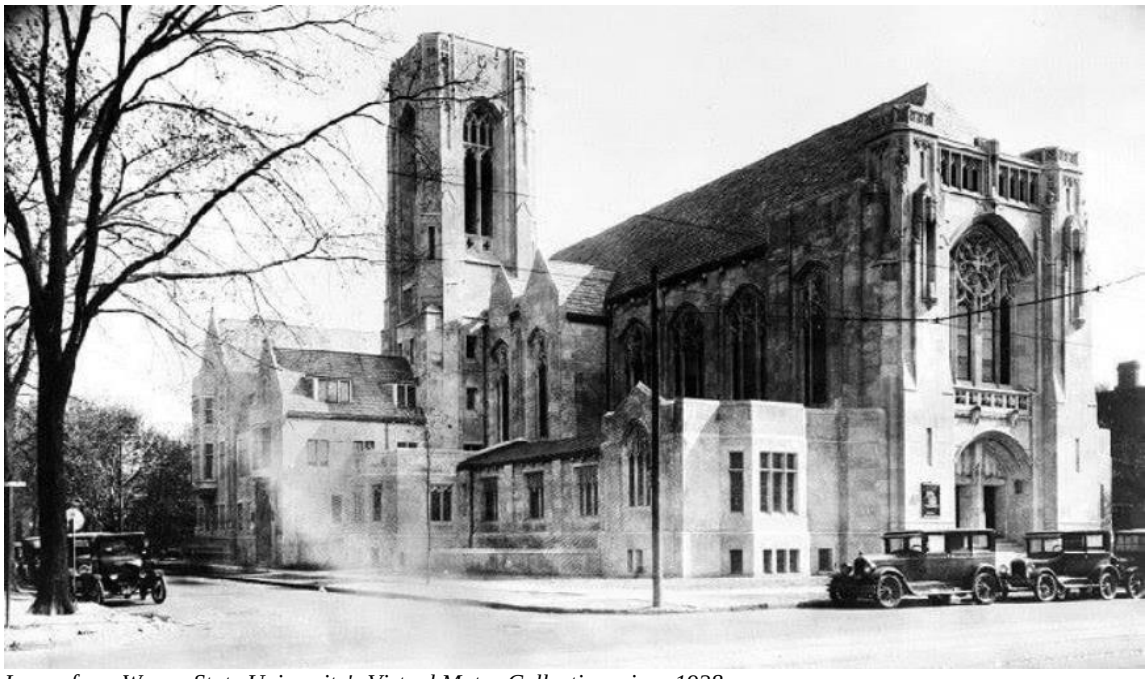
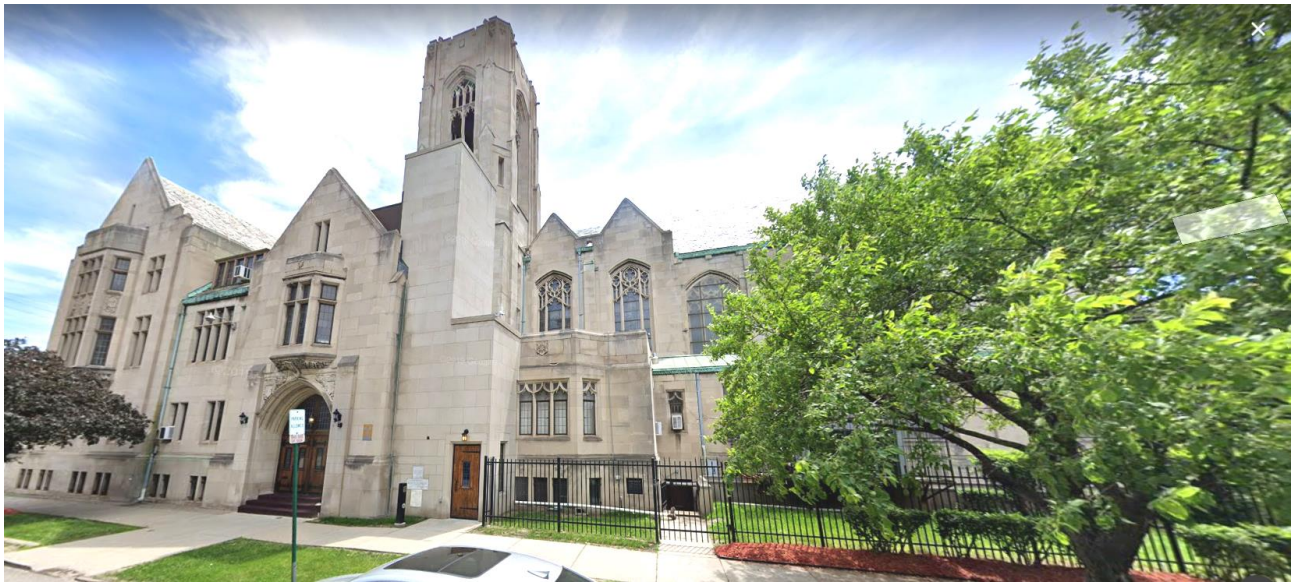


Image from Wayne State University's Virtual Motor Collection, circa 1928



Google street view photo, North elevation facing Josephine Avenue

PROPOSAL

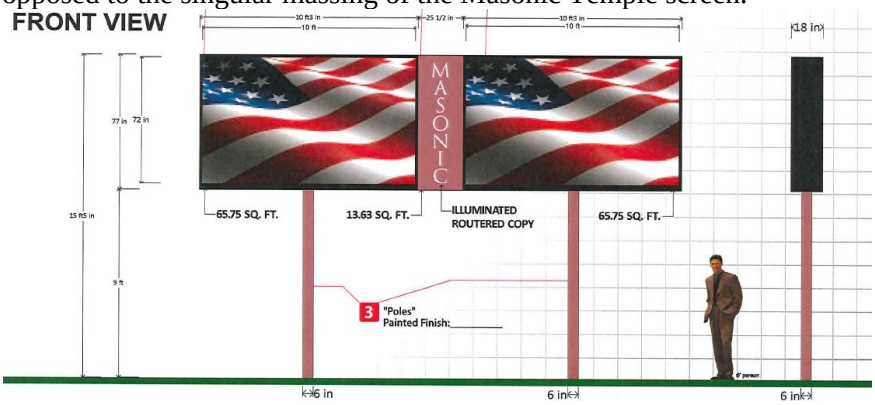
Per the submitted documents, the applicant proposes to remove the existing electronic sign and erect a monument sign within the same front lawn location as the existing sign.

STAFF OBSERVATIONS AND RESEARCH

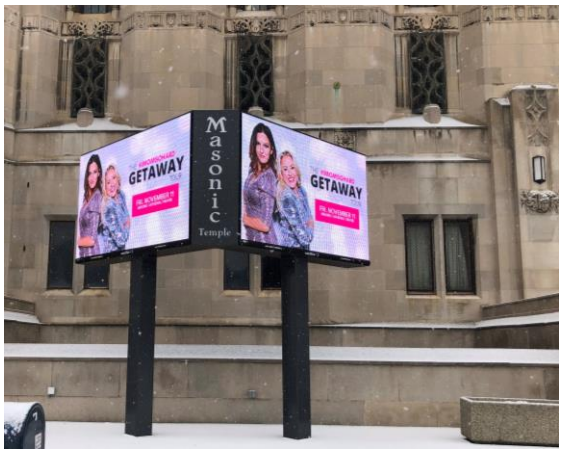
- In 1978 Central Woodward moved to Troy after selling the building to Little Rock Missionary Baptist Church. The congregation, under the leadership of Reverend Jim Holley, moved into the structure in August 1979.
- The Little Rock Church Historic District was designated in 1993.
- Between 2007 and 2009, the existing electronic sign appears to have been erected, based on Google street view. HDC staff did not find record of an HDC approval (or building permit) for this installation.
- The applicant informed staff that the blue proposed for the sign face was selected to match a similar blue used on some of the stained-glass windows. HDAB's Final report states some stained-glass windows were installed in 1990 (prior to district designation).
- Other work identified includes an elevator addition and installation of mechanical equipment, both at the north elevation and identified below. BSEED issued a permit for the elevator in 2008. ~~However, it is not clear if the HDC reviewed the project as it is not listed on DPI and staff currently doesn't have access to the paper files~~. Staff checked the property's paper file and confirmed the HDC issued a COA in July 2006 for the elevator addition. However, HDC staff ~~also~~ didn't locate an HDC approval/building permit for the mechanical equipment.

Google street view, June 2019

- For comparison's sake, the HDC approved a two-sided electronic message board at the Masonic Temple at the July 24, 2019 meeting. Little Rock's electronic screen would be slightly smaller than Masonic Temple's (5' high x 7'-9" compared to 6' x 10'). However, this reduction in size is of nominal effect as the screen within the Little Rock Church sign (shown on the following page) is only one component of the sign massing, as opposed to the singular massing of the Masonic Temple screen.

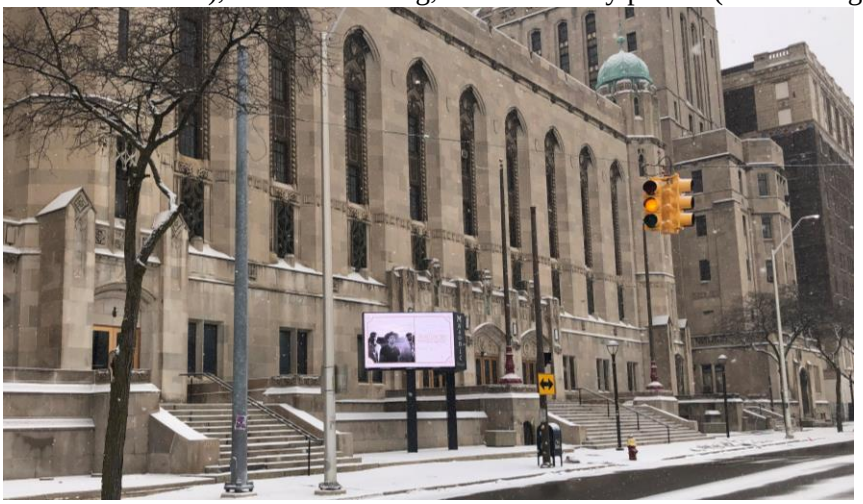


Applicant drawing, 500 Temple, Application #19-6332



Masonic Temple Marquee Sign, HDC staff photos, February 13, 2022

- During a recent visit, staff found the Masonic Temple sign to be minimally impactful to the building and site. This is largely due to the elevated sign face (the open space around the columns allows for most of the building to remain in one's line of vision), minimal framing, and event-only photos (no scrolling text).



ISSUES

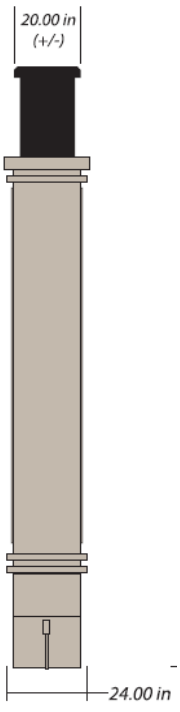
- The applicant noted the existing overall sign size is 210 square feet (21'-4" high x 10' wide). The depth of the existing sign wasn't submitted in time for the staff report, but appears to be about 2' deep. While the overall size of the proposed sign will reduce to 185 square feet (15'-6" high x 12'3" wide), about half of the square footage of the existing sign is primarily open space surrounding the supporting pole (similar to the Masonic Temple sign).

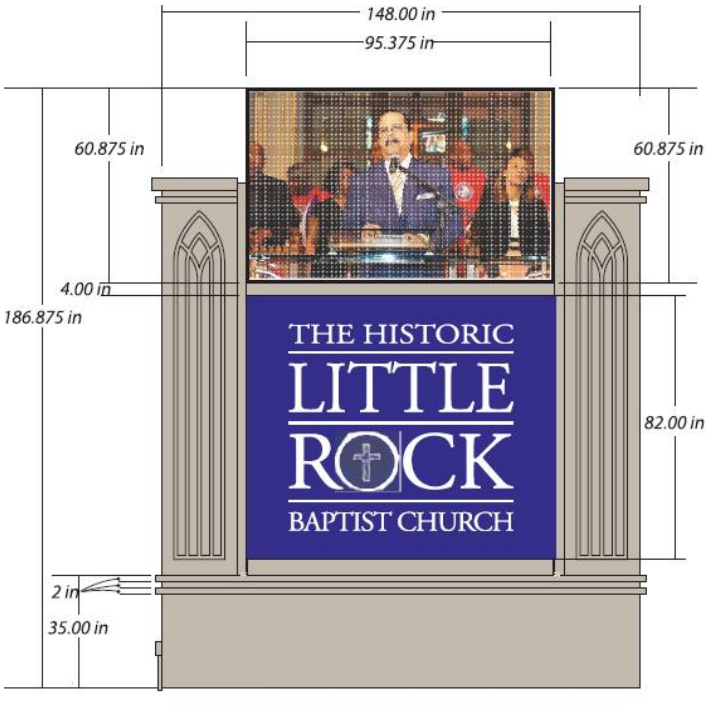
Right:
Applicant photo

Left:
HDC staff photo

- The originally designed open space of lawn bridging Woodward Avenue and Josephine Avenue remains intact and offers a visual respite to the multi-story church that dominates the remainder of the site, and should remain the focus of this historic property. Staff is not clear why the sign face starts at 3' above grade, and the inclusion of gothic detailing adds about 4'-4" to the overall sign width. As the sign's proposed location is close to an intersection, staff notes the potential visual and physical impact to vehicular and pedestrian traffic, in addition to its impact on the open yard. Therefore, it is staff's opinion the proposed sign is too large for the proposed location and is not compatible with the massing, size and scale of the property and its environment.

Applicant drawings





- If the larger size finds favor with the Commission, staff recommends the video screen and ersatz gothic styling be removed from the design, as both are incompatible with the authentic historic character of the building. The sign should be a simple modern design that does not detract from the building.

RECOMMENDATION

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

It is staff's opinion the installation of the monument sign, as proposed, will alter the features and spaces that characterize the property. Staff therefore recommends the Commission deny a Certificate of Appropriateness for the work as proposed because it does not meet the Secretary of the Interior Standards for Rehabilitation and the Elements of Design for the district, specifically Standards

2) The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

9) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

LaVanway Sign Company, Inc.
22124 Telegraph
Southfield, MI 48033

CERTIFICATE OF APPROPRIATENESS REQUEST January 3, 2022

Dear City of Detroit Historic District Commission,

Reverend Jim Holley, from The Little Rock Baptist Church, would like to replace their existing exterior sign that is installed in the ground/front lawn area, utilizing a modern technology electronic messaging center while incorporating stylistic American Gothic features that complement the character of the building in the Little Rock Church Historic District.

1.**Description of existing conditions**

Located on the West elevation near the North corner of the property there is an existing Double Sided, internally illuminated single pole pylon sign with LED electronic message center installed in the front lawn/ground with the edge of the sign 12" away from the West elevation sidewalk, and 20 Feet away from the North Elevation sidewalk. Construction materials comprise of a baseplated steel pole on a poured concrete footing protruding from grade, aluminum cabinet fabrication, polycarbonate/plastic with translucent vinyl for illuminated verbiage/numerals, and an Optec LED EMC display. The sign is oriented perpendicular to Woodward ave, so the sign faces are visible as you travel either direction on Woodward ave.

The overall area of the sign area is 123" vertical x 120" horizontal (102.5 Square Feet) , and the bottom of the sign is 12 feet above grade. The very top of the existing sign is 22 feet from grade. The sign incorporates a 77inch vertical x 120inch horizontal Optec Displays LED Electronic Message Center on both sides of the sign. The top of the sign has an internally illuminated section of sign cabinet section displaying the property address numerals of "9000" as well as verbiage that reads "The Historic Little Rock Baptist Church". The pole is baseplate bolted to a concrete poured foundation into the ground, and is surrounded by an aluminum shroud. A dedicated electrical sign circuit already exists.

2.**Description of project**

Little Rock Church would like to replace the existing sign to a style more fitting to the architecture of the historic building. The new main sign body with verbiage that reads "The Historic Little Rock Baptist Church" is 82inches vertical x 95.375"horizontal (54.3Square feet). The new VIZIDEF electronic message center Outdoor Display unit is 60.875"vertical x 95.375"horizontal (40.3 square feet) for a combined total main sign area of 94.6 Square feet. Replacement rather than repair is preferred and requested now that technology has improved in electronic message centers and has rendered the existing unit to be somewhat obsolete. The replacement monument sign incorporates American Gothic stylistic features surrounding the main sign area, and complements the historic features of the building. Modifying the existing sign would not achieve the same aesthetic of character that the proposed replacement sign's style promotes. *[Part 3 Continued on Page 2]*

3.**Detailed scope of proposed work for approval**

- Submit online Sign Permit and Electrical Permit applications online via Detroit Accela/ePlans
- Permit SGN2021-00424 is pending until certain requirements are met, one of which is submitting a Historic District Commission's Certificate of Appropriateness via the HDC Project Review Request procedure. After approval letter is received, upload to eLaps online and proceed with acquisition of Sign Permit SGN2021-00424 through Project Dox.
- Once the Sign Permit is issued, fabrication of sign project will commence. The sign will be fabricated through the coordination of Valley City Sign and VIZIDEF then will be delivered to LaVanway Sign Co. in Southfield, Michigan.

Description of on-site work to be performed is as follows:

- Call and obtain Miss Dig to mark underground utilities/lines/etc for clearance to dig.
- Remove Existing sign unit from base plate, hoist onto truck for disposal or off-site storage.
- Dig and remove existing concrete foundation and steel pole protruding above grade.
- Dig new holes for appropriate concrete footings for 2 new foundation poles for new sign's ground structural supports. •Obtain and pass Hole Inspection for footing, then pour concrete footings.
- Verify electrical conditions are correct for new sign. Electrical work if required to be performed by other licensed Electrician if required.
- Rough Electrical and Rough Sign Inspections to be performed and passed prior to sign installation.
- Install sign structure, and connect to dedicated sign circuit. Electrical permit ELE2021-04357 has been issued for this project via Accela for LaVanway to connect the sign to it's dedicated circuit.
- Perform initial electronic message center software configuration and ensure illumination nit levels are set to *not exceed* the maximums as dictated per sign ordinance during specified time periods.
- Request and Pass Final Sign inspection and Final Electrical inspection.
- There is nothing on the actual building that will be repaired, replaced, removed, built or installed. The proposal is to replace the existing Sign installed in the ground only.

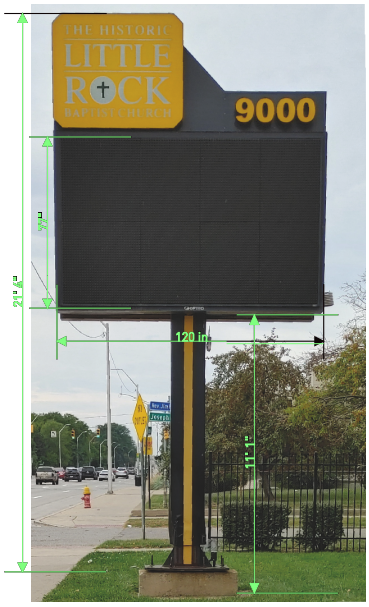
Thank you for reviewing our request.

Sincerely,

LaVanway Sign Co., Inc.

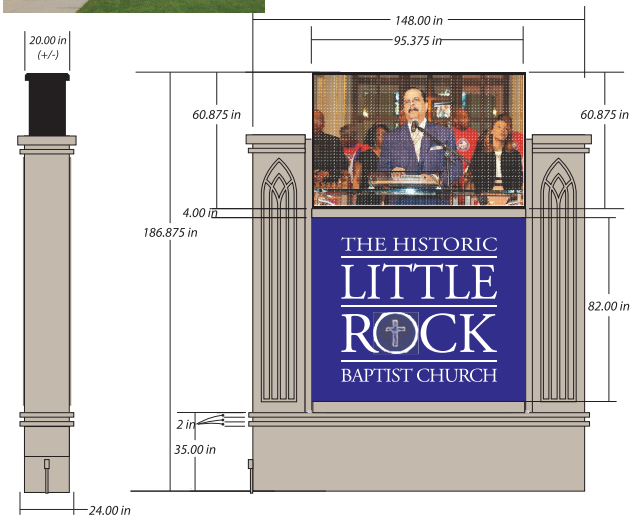
EXISTING:

Double Sided Pylon Sign internally illuminated, including LED Electronic Message Center



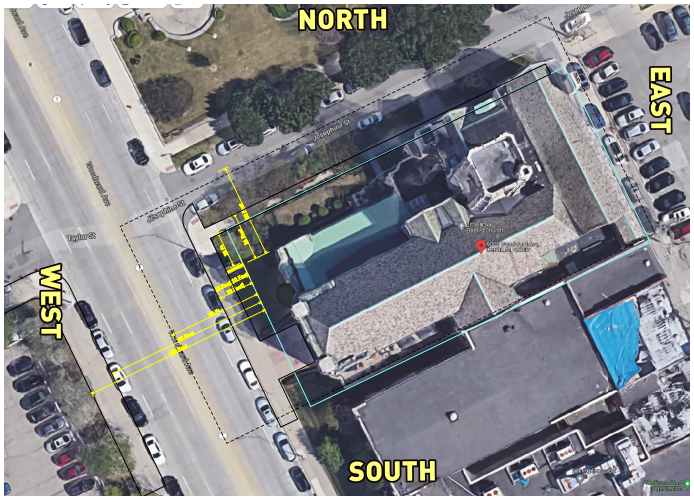
PROPOSED REPLACEMENT SIGN:

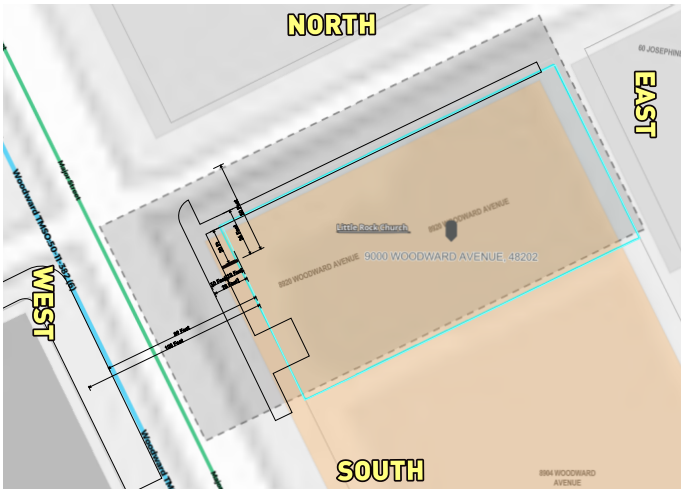
Double Sided Pylon Sign internally illuminated, including LED Electronic Message Center



Little Rock Baptist Church: 9000 Woodward Ave.

Parcel#01004339 Photos of Existing Elevations indicating where work is to be performed

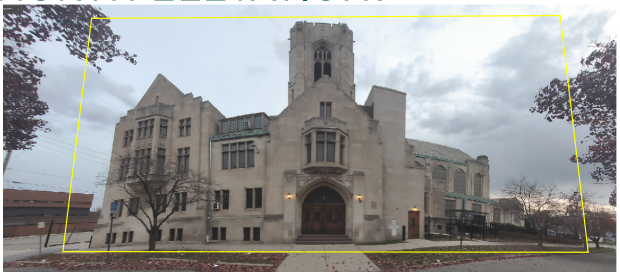




NORTH ELEVATION:

No Signage

No Work To Be Performed On Building



EAST ELEVATION:

No Signage

No Work To Be Performed On Building

SOUTH ELEVATION: No Signage

No Work To Be Performed On Building

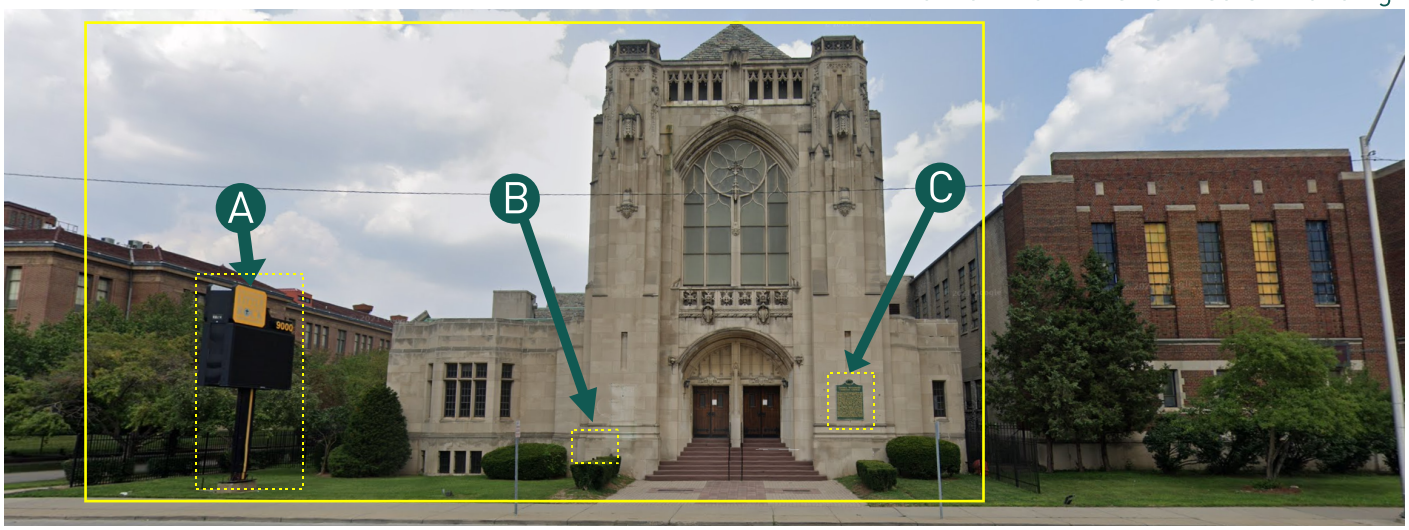
WEST ELEVATION:

Qty: 3 Signs existing.

(See West Elevation Detail sheet for specifications)

Proposed: REPLACING ground sign only.

No Work To Be Performed On Building

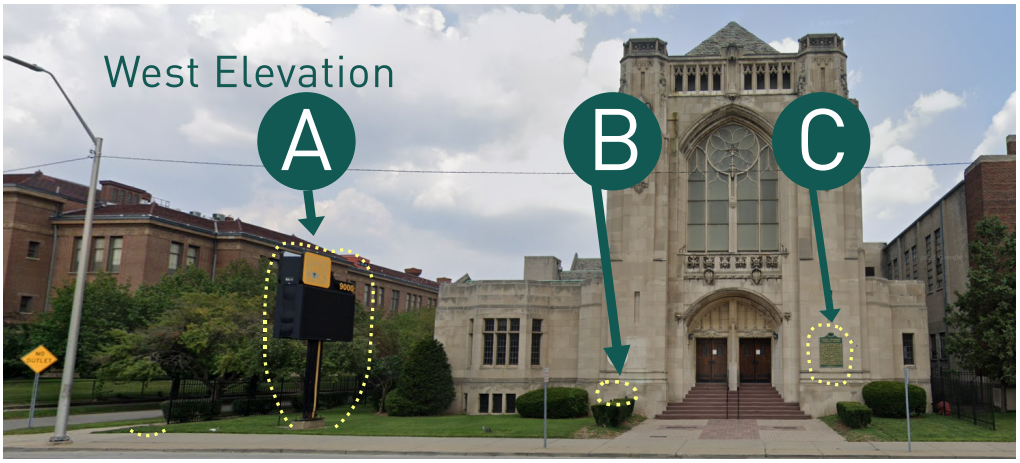


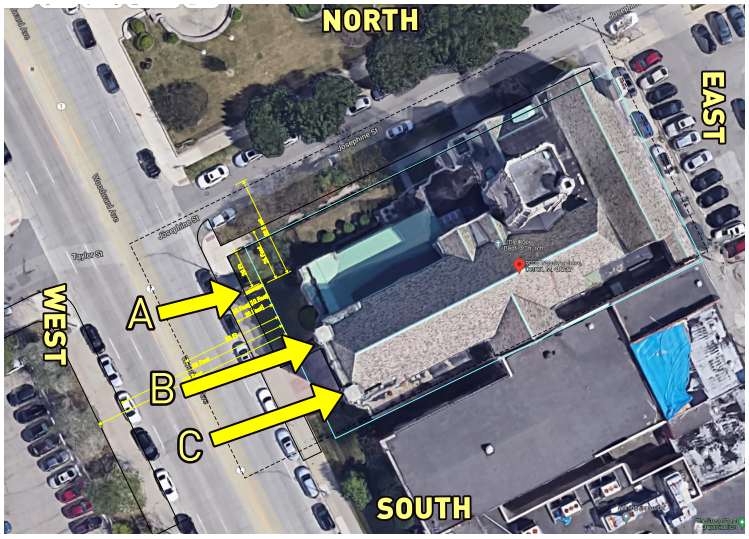
Little Rock
Baptist Church:

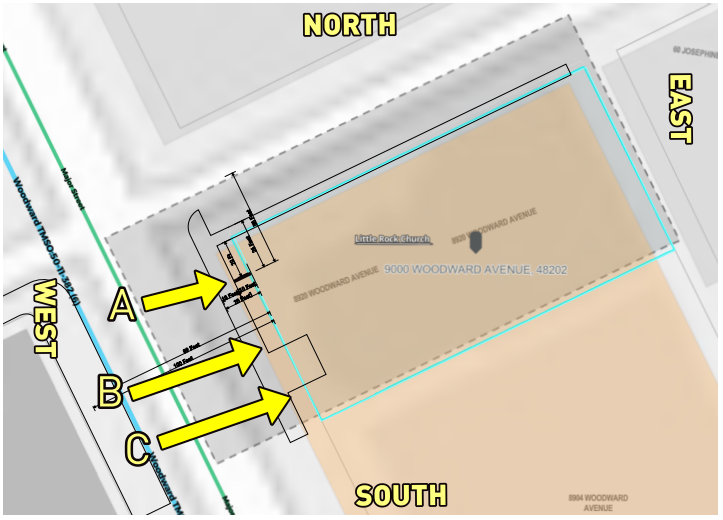
9000 Woodward Ave.

Parcel#01004339

Existing Signs



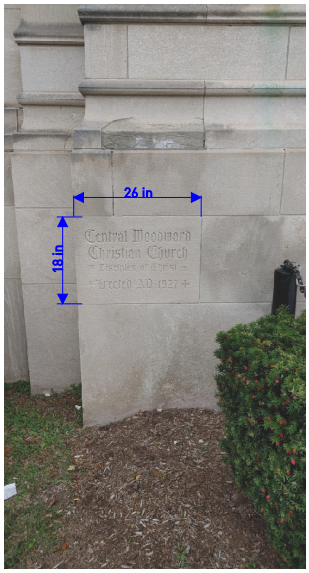


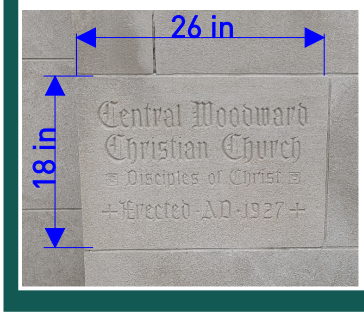


EXISTING SIGN A:

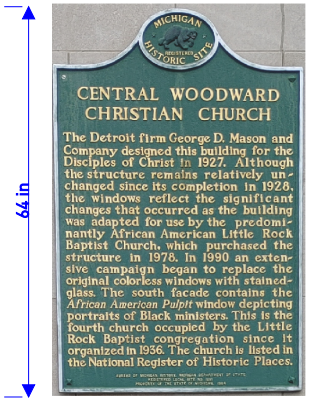
Pole Sign with Electronic Message Center
THIS SIGN TO BE REPLACED WITH NEW SIGN AS PROPOSED

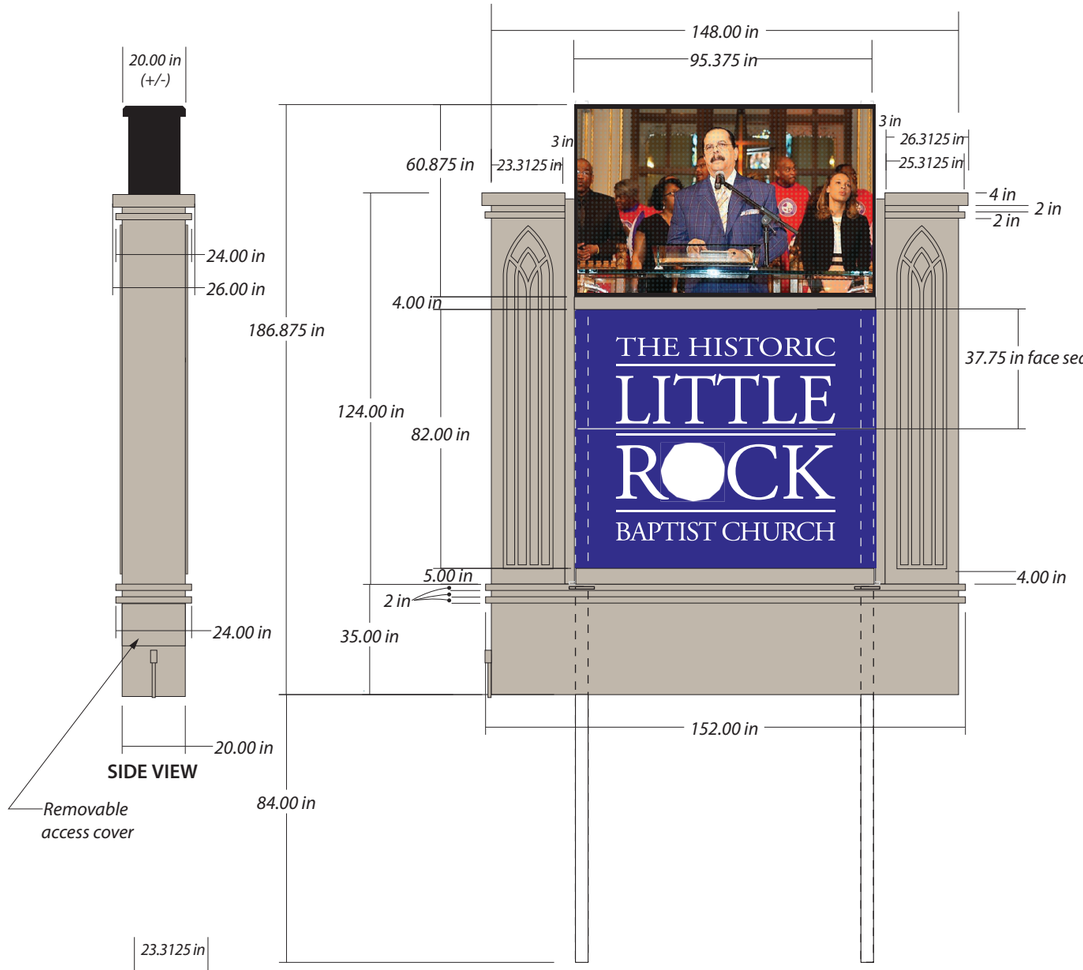
EXISTING SIGN B:
Engraved concrete

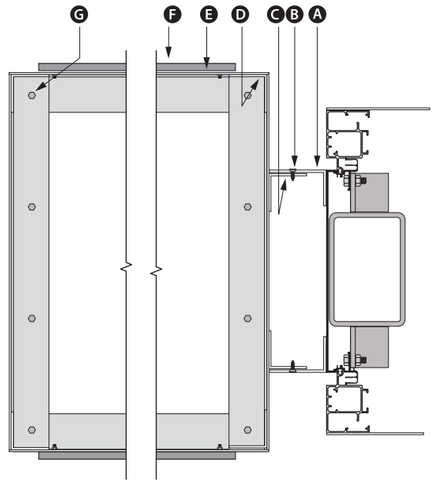




EXISTING SIGN C:
Historic Wall Plaque

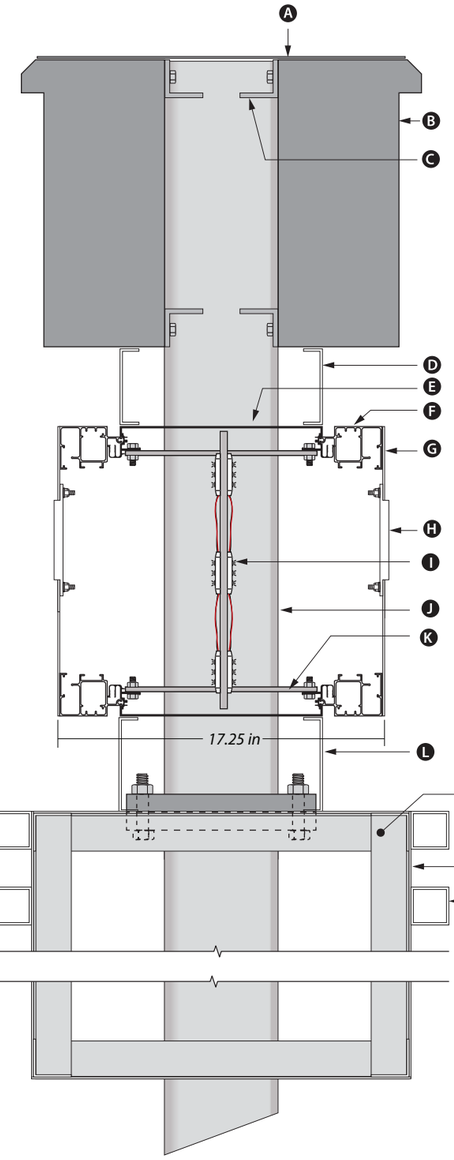






Top View Side Cabinet
(Scale: 1-1/2" = 1')

SIDE CABINETS:
A - 3"w brakeform angle (122"h reveal)
B - Countersink screws
C - 2" x 2" x .125" alum. angle
D - 2" x 2" x .125" alum. angle frame construction
E - .100" alum. sheeting
F - .375" alum plate accent, stud mount flush
G - Tek screw to top of base
• Access holes required on sides for mounting to top of base



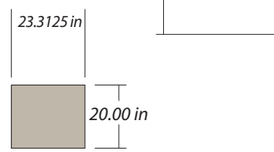
VIZIDEF EMC UNITS:
A - .100" alum. top cover
B - 60.875"h x 95.375"w cabinet size (see page 2)
• .100" alum. brakeform back and sides
• .080" Brakeform alum. internal ribs w/routed holes
• .100" Alum. panel w/routed holes for Led module placement
• Routed module holes (7.16" x 7.16")
• Information needed from Vizidef for final size of cab.
C - 2" x 2" x .25" steel angle

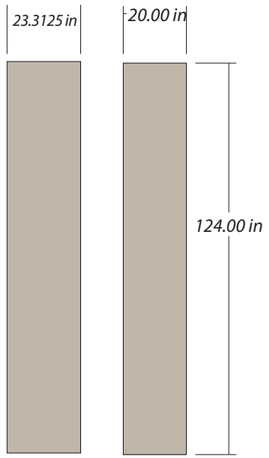
ILLUMINATED CABINET & REVEAL:
D - 4"h x 95.375"w x 10.75" deep fabricated alum. reveal
E - Wide Body (#2005)
F - 2.25" Retainer (#2045)
G - .100" alum. faces (seamed as shown)
H - .50" clear plex, surface applied vinyls subsurface diffuser
I - LED Sticks
J - 4" x 6" x .25" steel support w/8" x 10" x .75" steel match plates and 119" stubs (weld bolts on bottom match plate w/threads pointing upward)
K - Steel Body Plate (ST-PL-WB-4x6)

BASE & REVEAL:
L- 5"h x 95.375"w x 10.75" deep fabricated alum. reveal (removable)
M - 2" x 2" x .125" alum. angle frame base
N - .100" alum. sheeting
O- 2" x 2" x .125" alum. tube

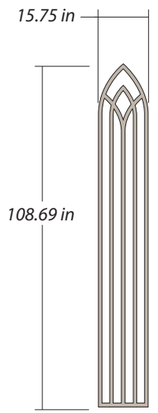
ELECTRICAL:
• 120 volt / UL approval
• 8x - 84" D/F AnPro LEDsticks
• 3x - 120w power supplies
• Electrical box w/switch on base

INSTALLATION:
• Direct bury 84"
• Sign will be shipped and installed in 4x - sections

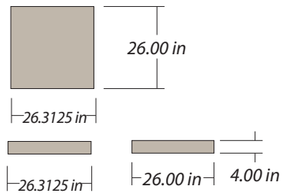




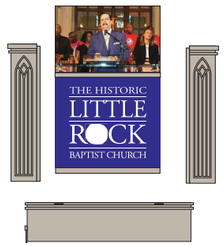
Side Cabinet



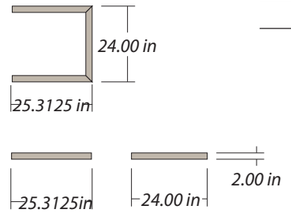
Accent Detail



Top Cap Detail

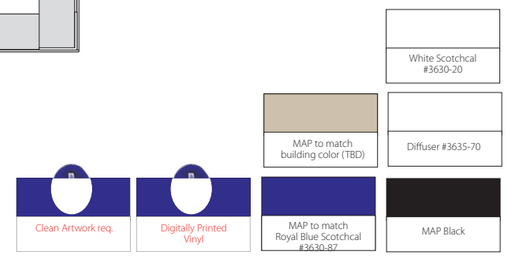


Fabricate sign in 4x - sections



Tube Accent Detail

Side View Cross Section
(Scale: 1-1/2" = 1')



VALLEY CITY SIGN

5009 West River Drive | Comstock Park, MI 49321 | Ph 616.784.5711 | Fx 616.784.8280 | www.valleycitysign.com

CUSTOMER SIGNATURE: _____ **DATE:** _____

DRAWING #173,883B-3

SCALE: 1/4" = 1'-0"

ONE (1) D/F INTERNALLY-ILLUMINATED MONUMENT SIGN WITH EMC

PROJECT: **Vizidef - Little Rock Baptist Church**	
PHOTOSCAN (S): **NO**	DESIGNER: **TC**
DATE: **10.19.21**	REVISIONS: **JB(2)**
HOURS: **.5 + 1**	SALES: **SU(MW)**

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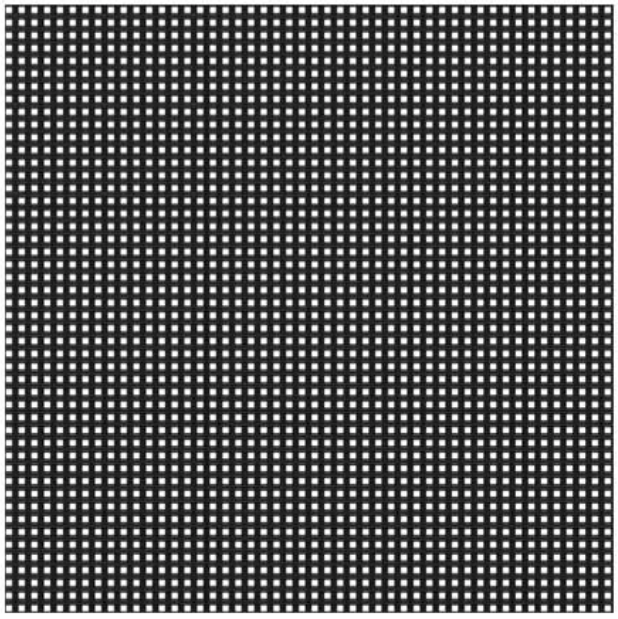
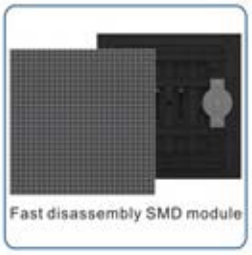
- No deformation under sunlight by the use of anti-UV modules
- Long service time and low attenuation by applying duel channels for heat dissipation
- High protection grade of IP65 achieved by applying duel channels for heat dissipation
- High protection grade of IP65 achieved by patented mask design with waterproot and dustproof fucntion
- Safe and reliable operation ensured by stable signal nad power supply



Front Maintenance Illustration



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Item	Value	
Pixel Pitch(mm)	8	
Pixel Density(pixels/㎡)	15625	
Pixel Configuration	SMD	
Viewing Angle(deg.)	160(Horizontal), 160(Vertical)	
Brightness(nits)	≥5500	≥6500
Grey Level(bit)	12/14/16	
Refresh Rate(Hz)	1920/2880/3840	
Panel Size(mm)	960(W)×960(H)×130(D)	1024(W)×1024(H)×130(D)
Panel Size(inch)	37.80(W)×37.80(H)×5.1(D)	40.3(W)×40.3(H)×5.1(D)
Panel Resolution(pixels)	120×120	128×128
Panel Material	Aluminum/Iron	
Weight(kg/㎡)	≤45/≤55	
Module Size(mm)	240(W)×240(H)	256(W)×256(H)
Module Size(inch)	9.45(W)×9.45(H)	10.08(W)×10.08(H)
Module Resolution(pixels)	30×30	32×32
Protection Grade(Front/Rear)	IP65/IP54	
Serviceability	Front/Rear	
Voltage(V)	AC 100~AC 240	
Avg.Power Consumption(W/㎡)	153（AC）	
Max.Power Consumption(W/㎡)	610（AC）	
Operating Temp/Humidity(°C/%RH)	-20~50/10~90	
Storage Temp/Humidity(°C/%RH)	-40~60/0~90	
Lifetime(Normal Temp)(hours)	100000	
Compliant Standard	CE FCC RoHS	
Notes: Specifications are for reference only. Please contact our salesperson for details.		

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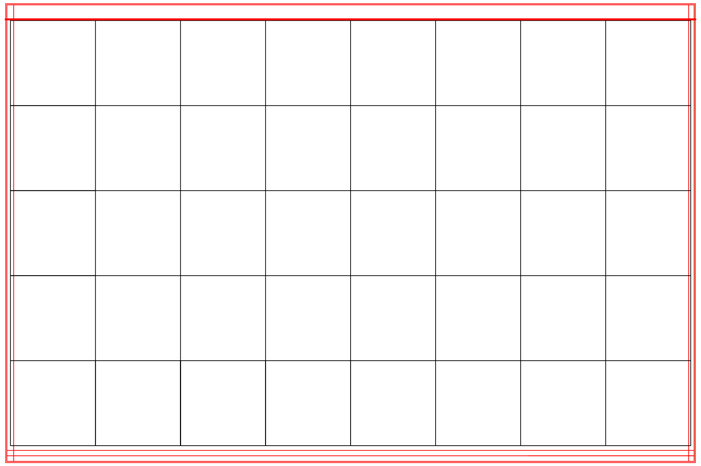
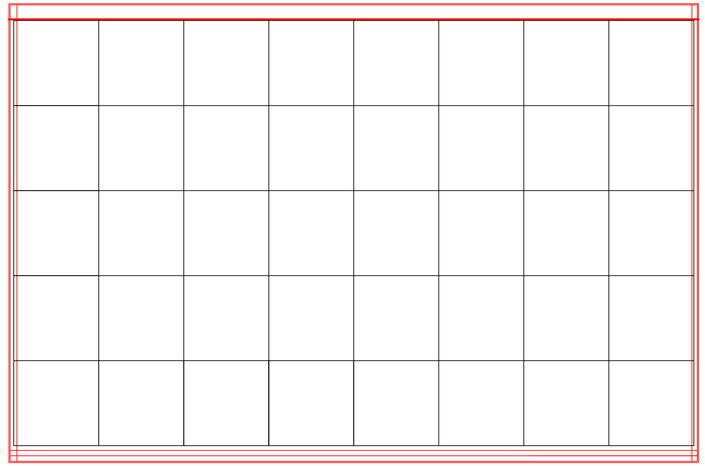
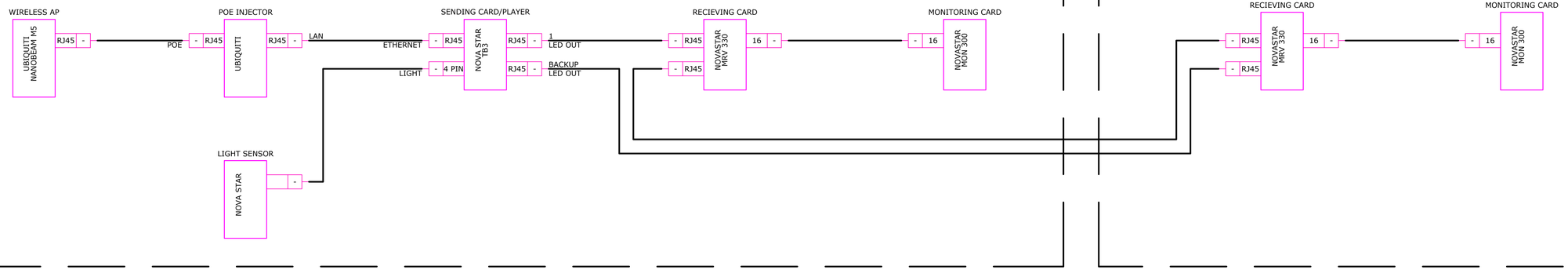




PRIMARY



SECONDARY

1 SIGNAL LINE DIAGRAM

SCALE = NTS

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Designed by: LADUKE/SMITH
Drawn by: K ROELFSEMA
Approved by:
VCS Rep.:
Project #:
Scale: AS NOTED

Drawing History:

Rev #	Date	Description

Project Name, System / Room:

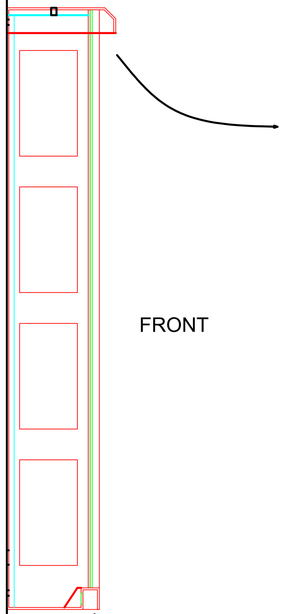
LED ROAD SIGN
AUDIO VIDEO COMMUNICATIONS

Drawing Title:

SIGNAL FLOW
SHEET 1 OF 3

Drawing Sheet Number:

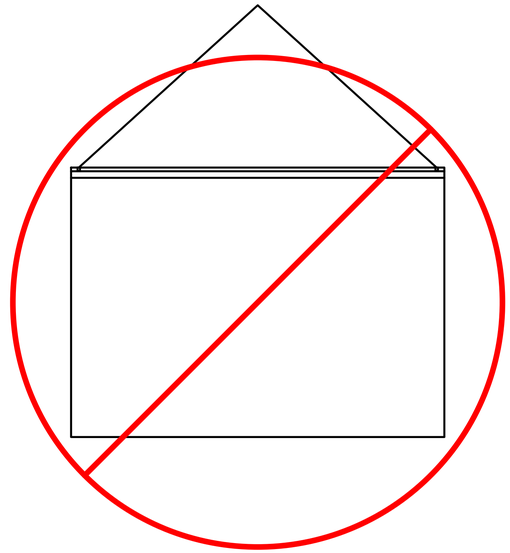
AV-201

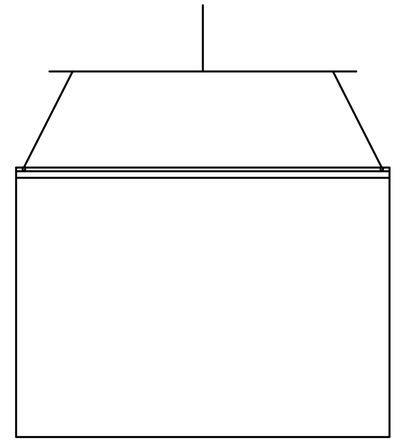


DO:
MUST KEEP CLEAR FRONT OF PANEL CLEAR FOR OPTIMUM AIRFLOW

DONT:
BLOCK BOTTOM INTAKE VENT

1 AIRFLOW — SCALE = NTS





2 RIGGING DETAIL — SCALE = NTS

NOTES:
ELECTRICAL REQUIREMENTS

(1) DEDICATED 20AMP 120V CIRCUIT PER 4X6 (10MM) PANEL
(1) DEDICATED 15AMP 120V CIRCUIT PER 3X5 (10MM) OR 2X3 (8MM) PANEL

TWO 4X6 (10MM) MESSAGE CENTERS HAVE A COMBINED MAX DRAW OF 1900W INCLUDING LED COMPONENTS, FANS, CONTROLLER & COMMUNICATIONS ARRAY.

TWO 3X5 (10MM) MESSAGE CENTERS HAVE A COMBINED MAX DRAW OF 1250W INCLUDING LED COMPONENTS, FANS, CONTROLLER & COMMUNICATIONS ARRAY.

TWO 2X3 (8MM) MESSAGE CENTERS HAVE A COMBINED MAX DRAW OF 750W INCLUDING LED COMPONENTS, FANS, CONTROLLER & COMMUNICATIONS ARRAY.

3 NOTES — SCALE = NTS

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Approved by:
VCS Rep.:
Project #:
Scale: AS NOTED

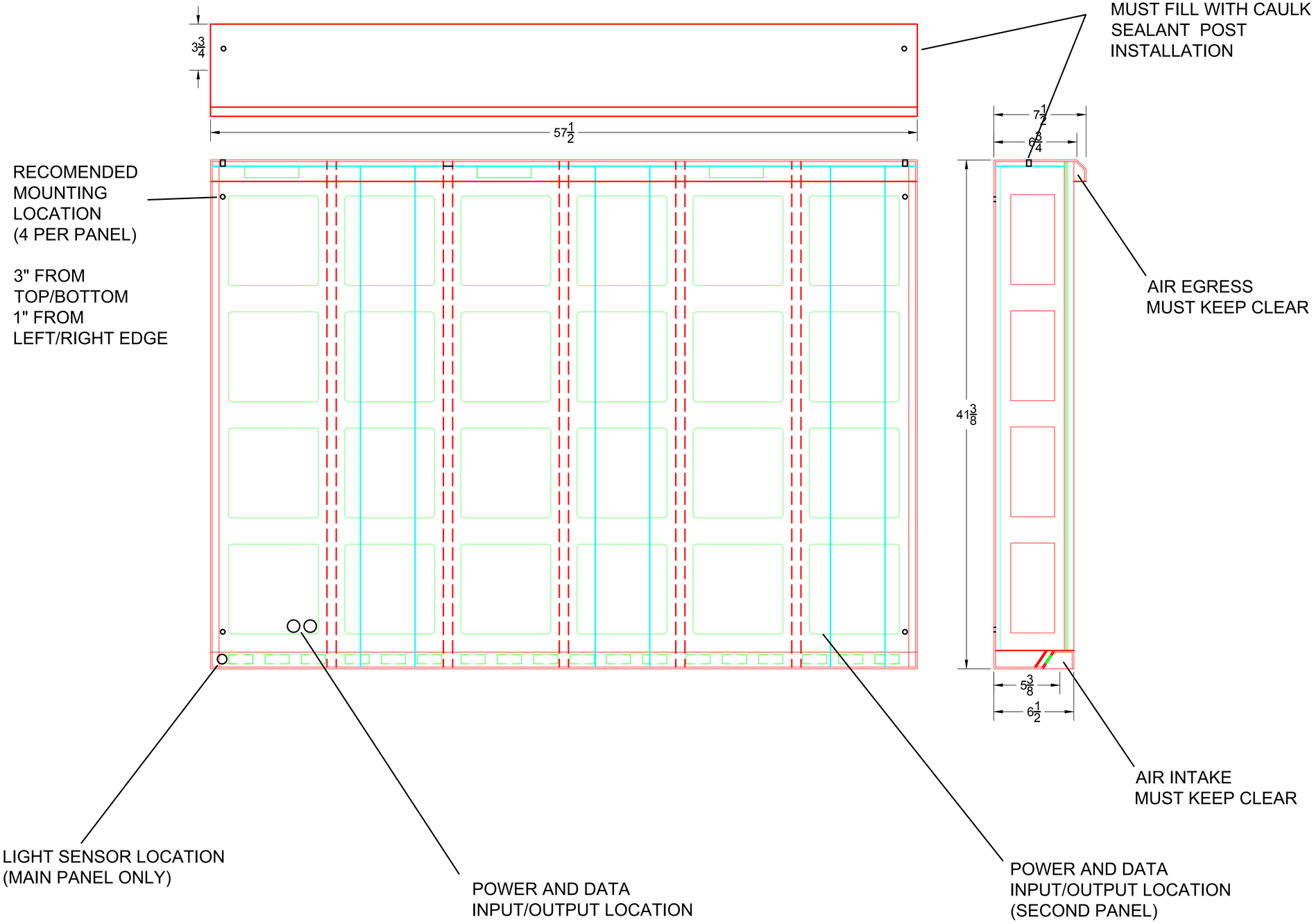
Drawing History:

Rev #	Date	Description

Project Name, System / Room:
LED ROAD SIGN
AUDIO VIDEO COMMUNICATIONS

Drawing Title:
DETAIL
SHEET 2 OF 3

Drawing Sheet Number:
AV-401



1	3x5 DIMENSION/DETAIL	SCALE = 3" = 1'

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Designed by:	LADUKE/SMITH
Drawn by:	K ROELFSEMA
Approved by:	
VCS Rep.:	
Project #:	
Scale:	AS NOTED

Drawing History:

Rev #	Date	Description

Project Name, System / Room:

3x5 LED ROAD SIGN
AUDIO VIDEO COMMUNICATIONS

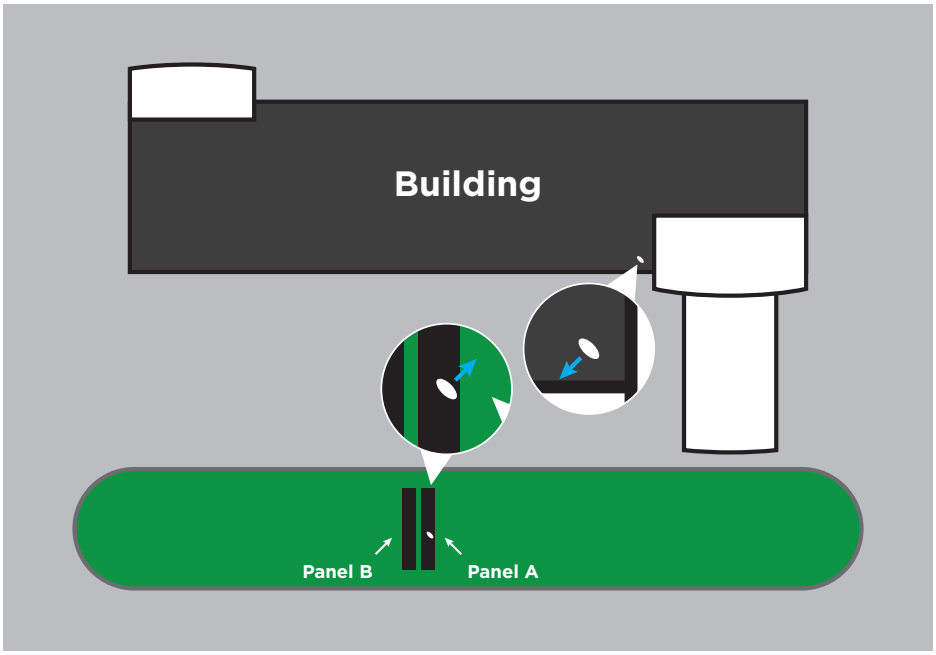
Drawing Title:

DIMENSIONS
SHEET 3 OF 3

Drawing Sheet Number:

AV-301

LED Readerboard Panel Quick Start Guide

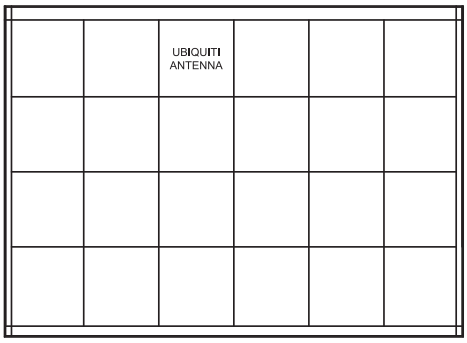


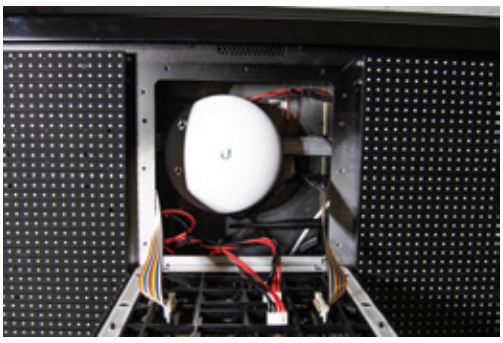
- Before installing the panels, locate and install the supplied Ubiquiti antenna in a location with the least amount of obstructions between the panels and the antenna as possible. Orient the antenna directly at the panels. The antenna should then be plugged into the power adapter via the provided ethernet cable and plug the power adapter into the network.

- When intalling the panels, make sure Panel A is installed on the side best facing where the building Ubiquiti antenna was previously installed due to the Panel A antenna already installed in Panel A.

- Once installed, remove the module that the other Ubiquiti antenna is installed behind (shown below). Orient the antenna towards the other antenna in the building as best as possible.

Panel A





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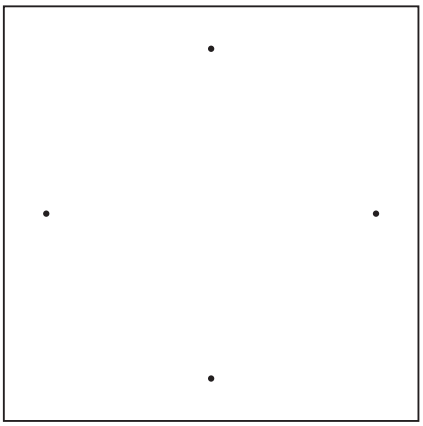
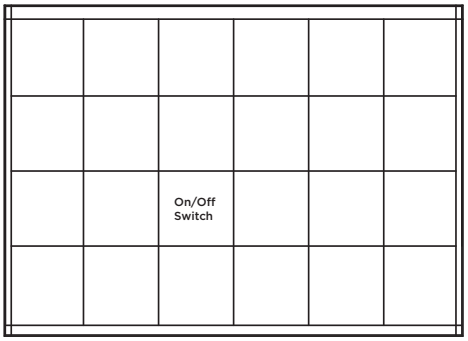
- Each module has four mounting holes, which all must be tight to maintain alignment and weatherproofing. A 2mm allen key is included with the panels and should be used to turn the tabs through the approximate hole locations shown below. This is done so that the module gets drawn into the aluminum evenly and the rubber gasket has a watertight seal.



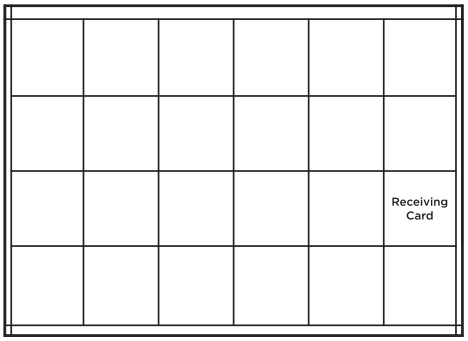
- The main breaker in Panel A ships with the breaker in the "On" position (shown below).

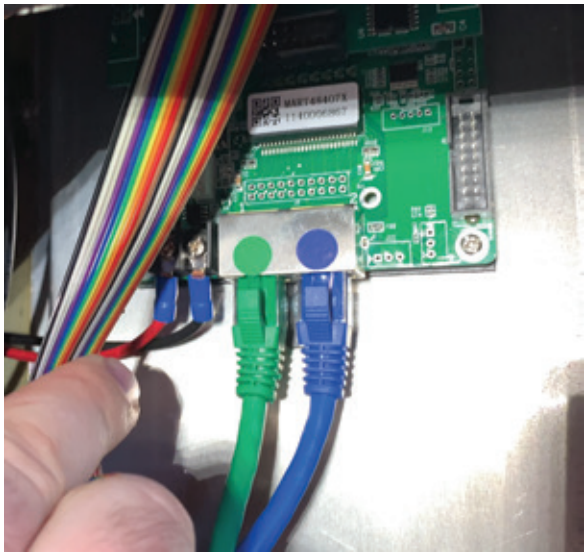
Panel B



- The blue and green data cables in Panel A must be connected to the corresponding ports on the Receiving Card in Panel B.

Panel B





If you have any questions, please reach out to Vizidef at support@vizidef.com

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