

# WPP Detroit Campus Exterior Signage Design

03.22.2021

bdg

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.

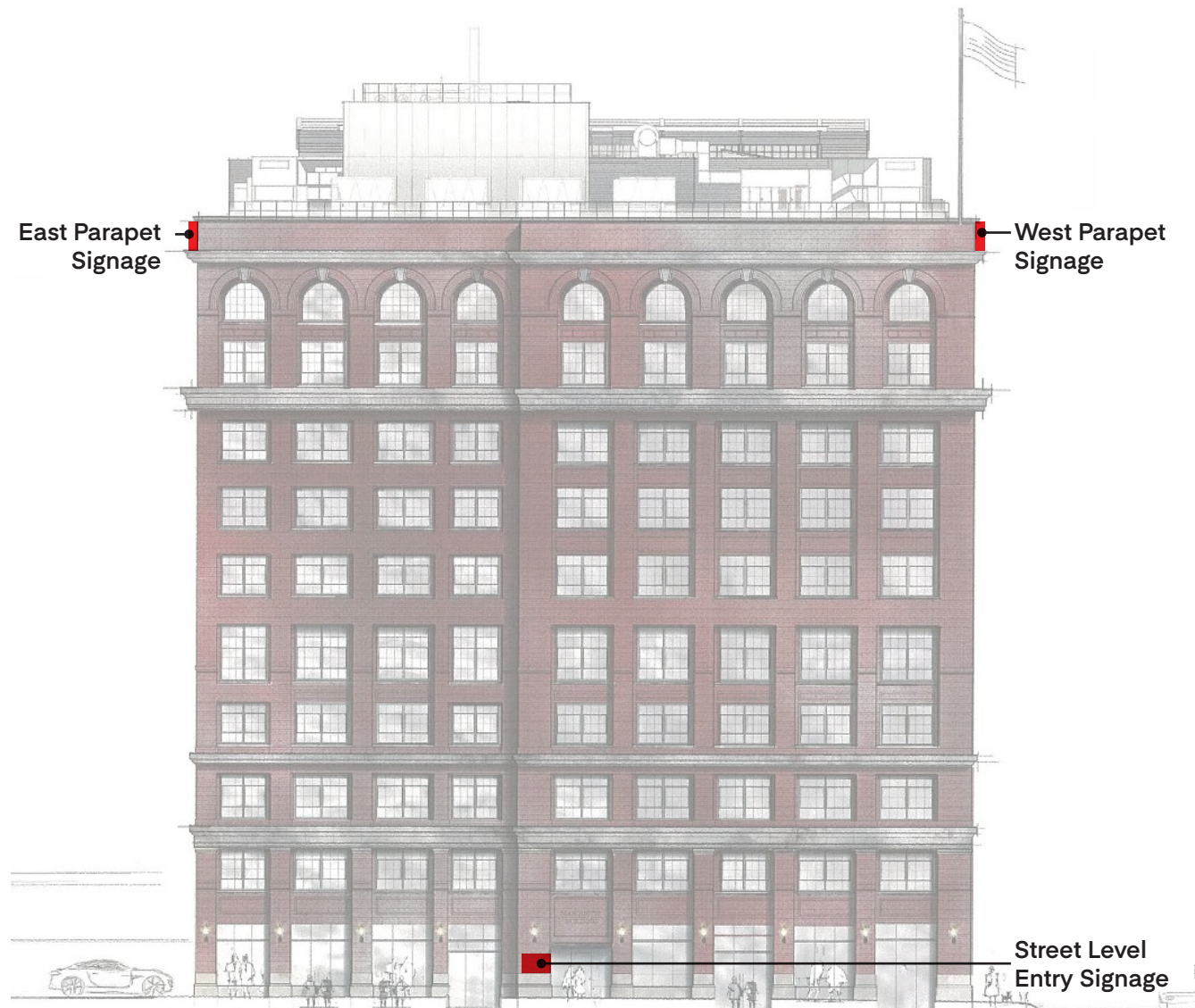
### Street-Level:

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 repairable.



# WPP Facade Signage Exterior

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

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



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



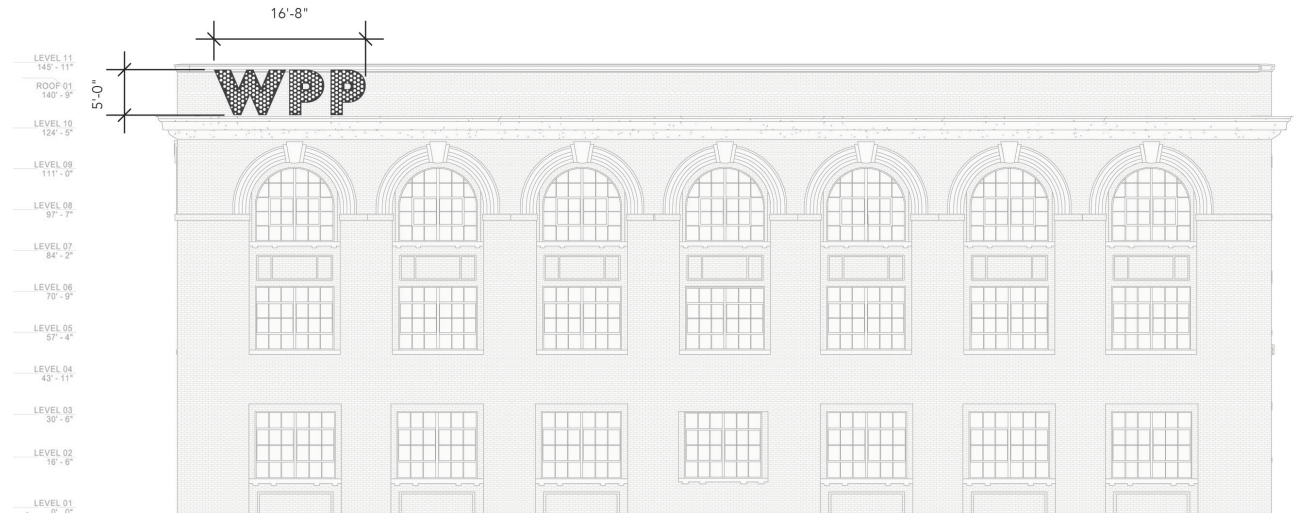
Rendering



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

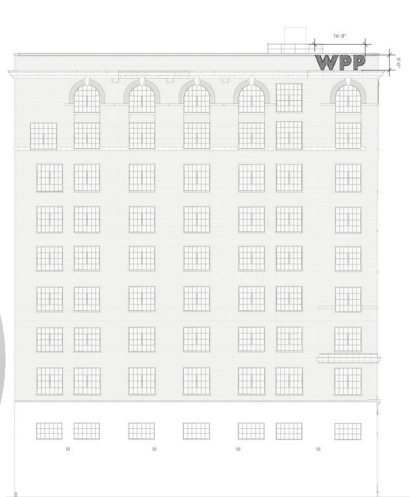
The design large metal letters on a minimal open frame across the West facade at the roof parapet level. These letters are to be made from dark painted metal and have illuminated "pixels" that create the WPP logo. The sign is internally illuminated.



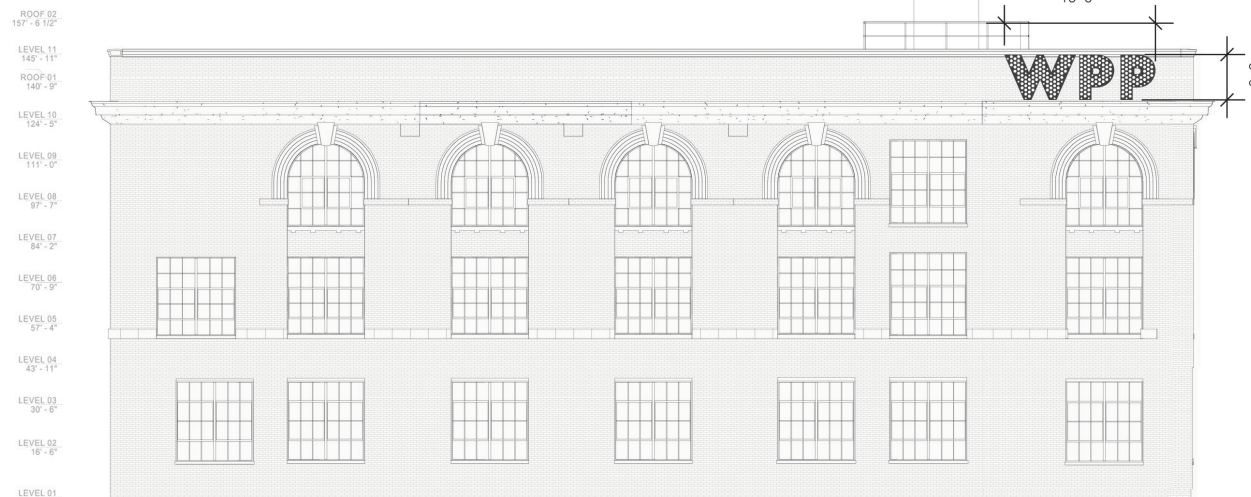
Night Rendering



Rendering



Overall East Elevation



East Elevation Detail



# WPP Facade Signage Exterior

## East Parapet Sign Location

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

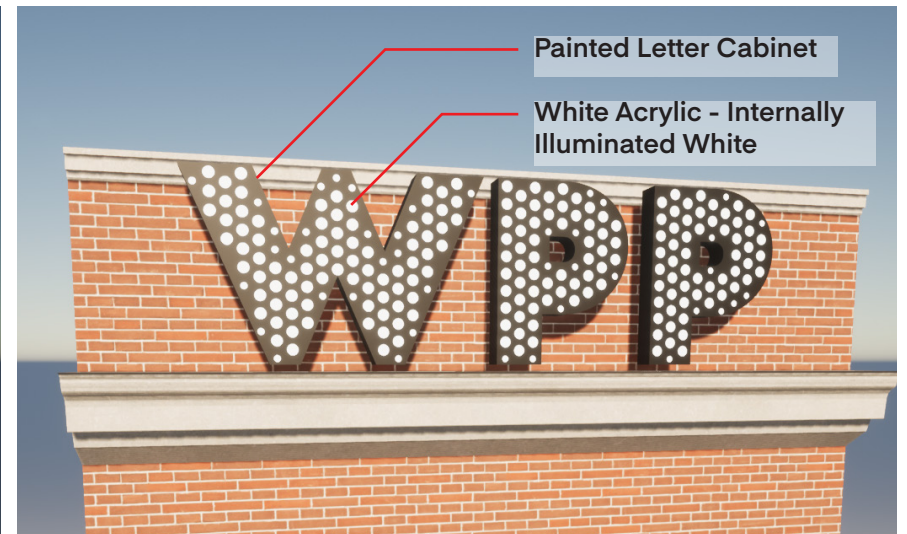
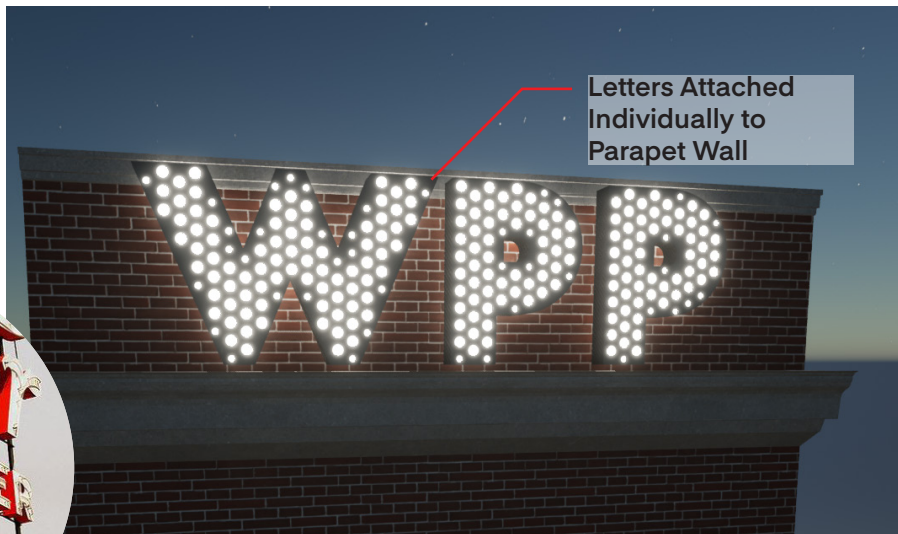
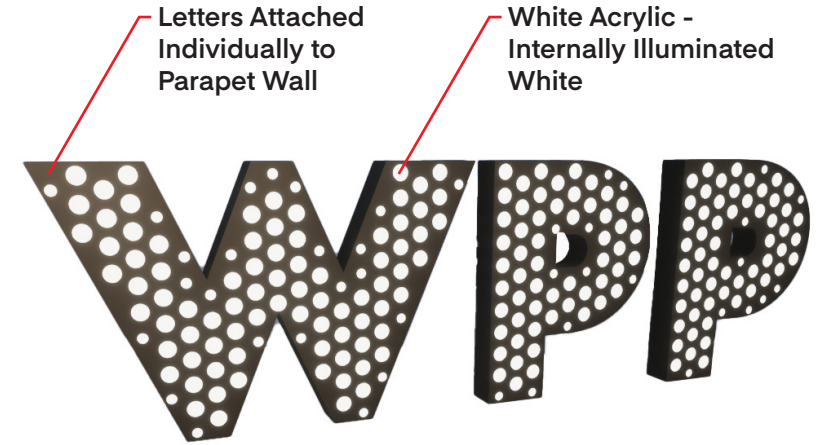


East Elevation

# Parapet Signage Details

## Parapet Sign Location

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

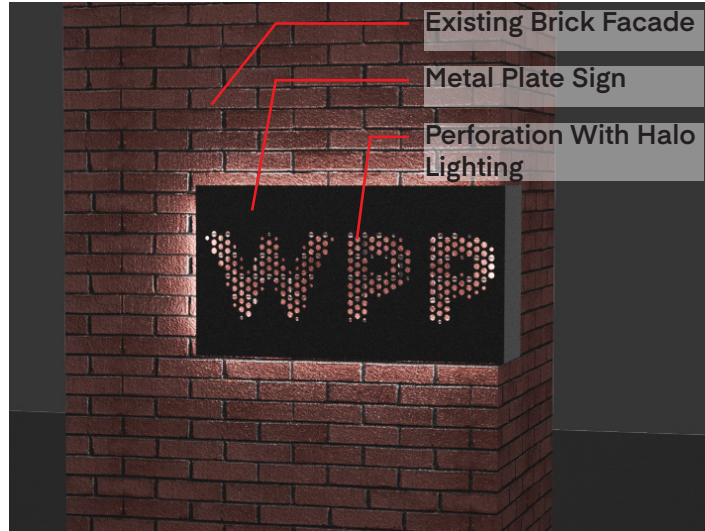




# WPP Facade Signage Exterior

## North Entry Wall Signage

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



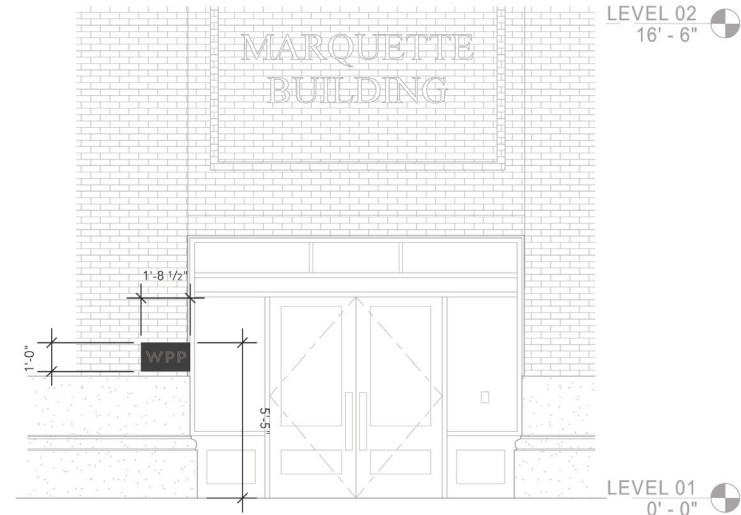
Night Rendering



Rendering



Overall North Elevation



North Elevation Detail



# WPP Facade Signage Exterior

## North Entry Wall Signage

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

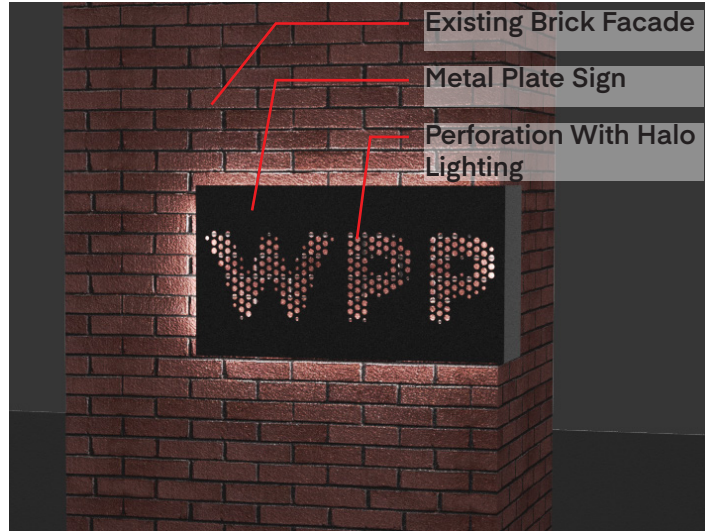


North Elevation

# WPP Facade Signage Exterior

## West Entry Wall Signage

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



Night Rendering



Rendering



Overall West Elevation



West Elevation Detail

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