

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