

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.