



27400 Southfield Rd
Lathrup Village, MI 48076
(248) 557 - 2600
www.lathrupvillage.org

To: DDA Board of Directors
From: Susie Stec, Director – Community & Economic Development /DDA Director
RE: Sign Grant – 27411 Southfield Road
Date: March 12, 2024

Since the beginning of the year, staff has been working with Jay Brown to obtain the necessary approvals to open Jay Birds Bar & Grille at 27411 Southfield Road. The DDA received a Sign Grant application from Mr. Brown to install new sign panels for the both the existing monument sign and existing blade sign on the building.

Monument signs are not a permitted sign type in the Village Center (VC) district; however, because it is existing, the monument sign is considered a legal non-conformity. As such, Mr. Brown is able to use the existing monument sign and update the sign panels though he may not expand that non-conformity. The new monument sign panels are 4’ x 6’ per side (24 sf).

The blade sign is a permitted sign type in the VC district. It, too, is an existing sign and the proposal is to update the sign panels only. The blade sign panels are 4’ x 4’ (16 sf) which conforms to the standards detailed in the chart below.

52-24 Sign Types Permitted by District				
D. Pedestrian-Oriented Business Districts (MX and Village Center). Permits required, unless otherwise noted				
Sign Type	Location	Max. Area	Max. Height	Number
Projecting Sign or Blade sign See Section 52-25.D.	<ul style="list-style-type: none"> i. At least 8 ft. above ground level ii. No closer than 20 ft to another such sign iii. No higher than the 2nd floor of a multi-story building 	16 sq. ft. total	4 ft. from bottom edge of sign	1 per occupant at street level

Mr. Brown has received two quotes for the fabrication and installation of the new sign panels. He has indicated a preference to accept the quote from Signarama in the amount of \$4,051.50. Per the DDA Sign Grant Program parameters, the LVDDA Board of Directors may approve and provide reimbursement

for signage up to a maximum grant of fifty (50%) percent of total project cost or two thousand dollars (\$2,000.00).

Suggested Motion: To award a DDA Sign Grant in the amount of \$2,000 to Jay Brown, owner of Jay Birds Bar & Grill located 27411 Southfield Road, to be reimbursed upon installation and final approval by the Building Official.