

Downtown Development Authority of City of Madison Heights

Memorandum

Date: April 12, 2022
To: Downtown Development Authority Board Members
From: Giles Tucker, Community & Economic Development Director
Subject: Cadillac Straits- Supply House Sign Grant Application

On April 6th staff met with the owners of Cadillac Straits to discuss the expansion of the brewery portion of their business, the relocation of the “Supply House” brewing equipment storefront and the inclusion of outdoor seating including alcohol service. As a part of this move and expansion Cadillac Straits is seeking a sign grant from the DDA for a new illuminated wall sign.

Staff has verified that there are no outstanding code enforcement issues at the property and verified that the property owner is current with all taxes and utility payments. The sign proposed is approximately 30SF, which is in compliance with city ordinances and staff believes that this project meets the guidelines and intent of our sign grant program. Finally, the sign proposed is an attractive/visually appealing sign that helps better denote the retail storefront portion of the business.

The MHDDA has budgeted a total of \$5,000 within the current and future budgets for sign grant requests. The applicant has provided a quote for this sign with a total of \$9,532. The applicant is requesting a reimbursement grant of \$4,766 (50% of the total project).

Staff Recommended Action:

Staff recommends that the MHDDA board approve the sign grant application from Cadillac Straits for a total of \$4,766 to be taken from the “Sign Grant” line item 248-863-8185.



Madison Heights Southend Downtown Development Authority

SIGN GRANT PROGRAM APPLICATION

1. Applicant: GORDON DAVIGNON Title: OWNER
2. Business Name: CADILLAC STRAITS BREWING COMPANY
3. Business Address: 27651 JOHN R RD,
4. Business Phone Number: (248) 850-7673
5. Building Address: 27645 JOHN R RD
6. Building Owner: LAURENCELLE PROPERTIES, INC
7. Building Owner's Address: 44004 WOODWARD AVE, STE 300 BLOOMFIELD TWP 4830
8. Building Owner's Phone Number: (248) 258-6200 Zoning: _____
9. The Following Items Must Be Provided: (check all enclosed items)
 - ☒ a) Contractor's Cost Estimate \$ 9,532.00
 - ☒ b) Sign Design with all Specifications (Total Size, Dimensions, Colors, Materials & Location on Building)
 - ☒ c) Color Photo of the Building Facade or Existing Ground Sign
 - ☒ d) Brief Description and History of Business
10. Sign Type: Category 1 ☐ (Non-Conforming Removal) Category 2 ☐ (Dilapidated/Non-Conforming Removal & Replacement) Category 3 ☒ (Other/New) Category 4 ☐ (Previous Recipient)
11. Total Grant Amount Requested: \$4,766.00 12. Total Investment by Applicant: \$4,766.00

The Undersigned Applicant Affirms and Understands That:

- a. The information submitted herein is true and accurate to the best of my knowledge.
- b. I have read and understand the DDA Sign Grant Program Guidelines and the DDA Business Sign(s) Design Guidelines and agree to abide by these conditions.
- c. I understand that receipt of a Sign Grant Funding Commitment Letter from the DDA does not constitute application or approval for a City of Madison Heights sign permit.
- d. I understand that the proposed sign cannot be installed until the DDA Board and/or staff reviews and acts upon this Sign Grant Program application.
- e. I understand that any changes made to the approved Sign without the approval of the DDA will be cause for the DDA to withdraw its funding commitment.
- f. I understand that once the new signage is installed, it must be properly maintained at all times.

Applicant Signature: [Signature]

Date: 4/6/22

Submit the completed application with items 9 (a), (b), (c), and (d) to:

Madison Heights Southend DDA, 300 W. Thirteen Mile Rd., Madison Heights, MI 4807

Please call 248-583-0831 if you have any questions.

CUSTOMER				LOCATION		QUOTE DATE		QUOTE				
Cadillac Straits Brewery				27651 John R road Madison Heights MI 48071		2/18/2022		Salesman name: Nick Hanna Salesman phone #: Contact Name: Gordie Davignon Customer phone #: FAX: Customer Email: Gordie@cadillacstraits.com				
ITEM	ITEM DESCRIPTION	SUPPLY EACH	INSTALL ESTIMATE	OTHER	QTY	TOTAL						
A-1	Provide a 4'-0" x 7'-5 5/8" sign with the following characteristics: - 4'-0" x 7'-5 5/8" fabricated aluminum panel 2" deep painted dark brown. - Illuminated top hat with red plastic face. - Illuminated (THE SUPPLY HOUSE) With white plastic face. - Illuminated leaf shapes with golden plastic face. - Non illuminated 1/4" aluminum (AT CADILLAC STRAITS) Letters mounted to panel. - Non illuminated 1/4" aluminum 8 vertical bars mounted to panel.	\$ 6,972.00			1	\$ 6,972.00						
A-2	Travel to location and install sign and connect to existing electrical power.		\$ 2,160.00		1	\$ 2,160.00						
							SUB-TOTAL		\$ 9,132.00			
							PERMIT FEES		At Cost			
							PERMIT ACQUISITION		\$ 300.00			
							TAXES (6%)					
							FREIGHT		included			
							SITE SURVEY		\$ 100.00			
							TOTAL		\$ 9,532.00			
Quotation prepared by:							Signature / Date					
To accept this quotation, sign here, date and return:												

1. Customer to provide electrical service within 5 feet of sign location(s). The service MUST meet all codes.
2. Customer must provide written authorization if Fairmont Sign Co. is to fabricate signage prior to obtaining permits.
3. Fairmont Sign is not liable for increase cost for excavation due to under earth obstacles or obstructed access.
4. Freight estimate assumes all products ship on same load.
5. Customer must approve Signage Fabrication design prior to permits being released.
6. Terms:
7. Installation quotations are estimates subject to verification of technical survey and confirmed access to signage.

Gordie's Brewery | The Supply House

NOTE: Renderings below utilize sample dimensions.



EXISTING SIGNAGE



PROPOSED SIGNAGE- DAY VIEW



QTY 1: Aluminum Panel with 1/4" Deep Copy
Panel painted to match existing sign

PROPOSED SIGNAGE- NIGHT VIEW



DETAIL VIEW

FAIRMONT
SIGN COMPANY
3750 East Outer Drive
Detroit, MI 48234
T: 313.368.4000 F: 313.368.9335
www.fairmontsign.com

Client:



The Supply House

Date:

2/15/22

File:

Accounts/Misc/Supply House

Designer:

RNB

Scale:

NA

Job#

00000

Revision #

0

Date:

00-00

Revision Description:

Customer Approval:

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ALL DIMENSIONS TO BE FIELD VERIFIED PRIOR TO INSTALLATION

Description and History of Business

The Supply House at Cadillac Straits Brewing company is a retail homebrew and winemaking supply store connected to Cadillac Straits Brewing Company in Farnum Plaza in Downtown Madison Heights. The retail store opened to the public in January of 2019, followed by the brewery/taproom in July of the same year.

Cadillac Straits is Madison Heights' first and only brewery and has quickly become a staple in the neighborhood and community. After a healthy start in 2019, things quickly became much more difficult, as it did for most businesses, during the pandemic and its associated shutdowns. However, the retail store provided the equipment and ingredients that provided so many people, now forced to spend more time at home, a convenient and affordable solution to pursue the hobby of craft beverage making.

Since the resumption of normal operations in the brewery, both sides of the business have seen tremendous growth, leading the owners to exercise the option in their lease to procure the adjacent unit in the plaza. Upon completion of the buildout, the retail portion of the business will move into the newly acquired space and the existing retail area will be converted into additional seating and event space.