

STAFF REPORT: 9/8/2021 MEEETING
ADDRESS: 3448 WOODWARD (AKA 10 ELIOT)
APPLICATION NO: #2021-7473
HISTORIC DISTRICT: BRUSH PARK
APPLICANT: MICHEAL DECOSTER
OWNER: SEC WOODWARD ELIOT LLC
DATE OF PROVISIONALLY COMPLETE APPLICATION: 8/27/2021
DATE OF STAFF SITE VISIT: 9/14/2021

PREPARED BY: J. ROSS

SCOPE: REVISION TO PREVIOUSLY APPROVED DESIGN

EXISTING CONDITIONS

The site located at 3448 Woodward (AKA 10Eliot) is an empty paved surface parking lot which sits within a complex of existing structures. Adjacent buildings includes a ca. 1970 brick commercial building, a ca. 1900, 2 ½-story single family residence, and the Wayne State Bonstelle Theatre. A new 5-story, mixed use building is located across Erskine Street, while a ca. 2010 commercial building with accompanying parking lot is located across Mack Avenue. The project parcel is currently enclosed with an 8’-0” high, metal picket fence.



3448 Woodward (10 Eliot), staff photo showing current appearance

PROPOSAL

The Commission approved the erection of a new 12-story commercial building/hotel at 3448 Woodward at their Regular Meeting on 4/3/2019. See the staff report from the 2019 HDC meeting, which outlines the approved building design. Per the 2019 staff report, the new building was to be erected according to the following description:

The building is 138'-8" x 60'-0" and rises (12) stories with a lower two (2) story conservatory. The roof of the main building is flat, while the conservatory displays a gabled roof. At the main building, limestone clads stories 1&2, while with brick is found at stories 3-12. The texture of the brick façade is comprised of two different bond techniques. The "frame" brick uses a running bond and a bright white mortar. The "fill" brick above and to the side of the openings is set back slightly from the "frame." Further visual distinction is achieved by using an "iron" color mortar and a stacked soldier bond. The two-story podium at the rear of the conservatory is also clad with brick while the conservatory is composed of glass. Primary access to the main building is gained via aluminum storefront entrances on the north and west elevations a flat metal canopy wraps the north and west elevations and provides shelter to the main entries. Windows are aluminum and measure 2'-8" x 6'-8" and 6'-0" x 6'-8".

HDC staff received the project's final permit drawings in August 2021 and upon review noted a number of revisions to the 2019 design. The applicant has therefore submitted the current revised project design to this body for review and approval. Per the applicant's submission narrative and permit drawings, the revised design calls for a ten-story building which will be topped with a rooftop penthouse. Metal panels and mullions are located within window openings at stories 3-10. Louvered metal mechanical panels will also be located within window openings at stories 3-10 at the north and south elevations in order to accommodate the installation of in-room air-conditioning units. Exterior walls will be clad with stone with a granite base at stories 1 and 2, brick at stories 3-10, and metal panel at the rooftop penthouse. A metal canopy will wrap around the front and side elevation first story storefronts.

The applicant is also proposing to install four new signs at the building to include the following:

- Install one internally-lit box sign with applied vinyl graphics at the north elevation parapet. The sign will measure between 4'-x4' and 6'-6'.
- Install one internally-lit box sign with applied vinyl graphics at the north elevation parapet. The sign will measure between 4'-x4' and 6'-6'.
- Install one 18"x 1'-6" sign which includes aluminum channel letters with acrylic faces at the canopy over the first-story storefront, north elevation
- Install one 18"x 1'-6" sign which includes aluminum channel letters with acrylic faces at the canopy over the first-story storefront, west elevation

STAFF OBSERVATIONS AND RESEARCH

- The overall building height proposed by the new design will generally conform with the height which was approved by the HDC in 2019

- The HDC sign guidelines do not allow HDC staff to approve signage which is proposed for location outside of the traditional signband area. Also, staff does not have the authority to approve internally-illuminated box signage. While staff supports the location and scale of the signage proposed for the parapet, staff does recommend that the sign be halo-lit versus internally lit.
- The final design proposed for the conservatory connector between the hotel building and the Bonstelle was approved by the Michigan State Historic Preservation Office. It is staff's opinion that the final design is in keeping with the Commission's 2019 approval and conforms to the Standards and the district's elements of Design

ISSUES

- None

RECOMMENDATION

Section 21-2-78. Determination of the Historic District Commission

Staff recommends that the Commission issue a Certificate of Appropriateness for the project because it conforms to the district's Elements of Design and meets the Secretary of the Interior Standards for Rehabilitation. However, staff does recommend that the Commission issue this COA with the following conditions:

- The box signage proposed for installation at the north and west elevation parapet be halo lit. HDC Staff shall be afforded the opportunity to review and approve the final signage proposed for the building prior to the issuance of the project's permit