

June 20, 2023
Historic District Commission
2 Woodward Ave., Suite 808
Detroit, MI 48226

RE: Broadway Lofts—1322 through 1332-1336 Broadway, Detroit MI

Dear Historic District Commission:

Kraemer Design Group, LLC (KDG) is writing to submit information to the Detroit Historic District Commission (HDC) on behalf of Broadway Detroit Development II, LLC regarding the rehabilitation of 1322 Broadway, 1326 Broadway, and 1332-1336 Broadway which are collectively referred to here as the Broadway Lofts project. Broadway Detroit Development II, LLC privately owns 1322 Broadway while 1326 Broadway and 1332-1336 Broadway are currently owned by the Downtown Development Authority. As part of a public RFP process in 2016 for redevelopment of these two publicly owned buildings, the Detroit Economic Growth Corporation (DEGC) selected Broadway Detroit Development II, LLC to design a comprehensive redevelopment of all three buildings to “demonstrate maximum density and maintain the goals of a walkable urban environment.” These redevelopment priorities are specifically addressed in this proposal as the owner seeks to balance the historic preservation aspects of the existing structures while still maximizing density and providing much needed low-income housing in the downtown core of Detroit. The project will offer 20% of the residential units at 60% AMI (area median income) which meets the definition of affordable housing per DEGC staff.

In brief, work planned on the Broadway lofts includes rehabilitation of 1322 Broadway and 1326 Broadway to include rehabilitation of the primary facades of both buildings, while demolishing 1332-1336 Broadway due to the poor structural condition. A new building and façade will be built at 1332-1336 Broadway in a historically compatible scale. Behind all three buildings, a nine-story residential tower is planned and designed to sit set back from the historic facades.

Note: This project was initially submitted to the HDC on 2-12-2020 under application #20-6647. At the time, Hamilton Anderson Associates (HAA) were the architects, and the commission issued a Notice to Proceed (NTP) with conditions. The project received an extension due to pandemic related delays, yet the extension has expired. HHA has been replaced by KDG as the architects.

This project was submitted by Kraemer Design Group to HDC again on 5-30-2023 under application #23-8326. The commission issued a Notice of Proceed (NTP) of the conceptual approach. The proposed concept includes a new architectural façade to replace the historic façade targeted for demolition. The NTP is subject to additional review by the commission of the final detailed design.

Building History and Condition

1322 Broadway: The MacDiarmid Candy Company was founded in 1906 and originally built a one-story building on this site, however in 1908 the original one-story was turned into a three-story building in 1908. In 1914 the extant building was constructed, and it was designed by Stahl, Kinsey & Champman while Malow Brothers was the general contractor. The building was described as the “Chocolate Homestead.” The MacDiarmid Candy Company occupied the building until 1927 and went defunct in 1931. By the 1940s the building housed the Detroit School of Photography.

This building is in fair to good condition with extensive delamination of the terra cotta at the parapet, cracked and damaged terra cotta on the second and third floor areas of the façade, and extensive delamination at grade. The first and second story windows are modern aluminum replacements and are in fair condition. The storefront system is a historically incompatible modern aluminum system while the entrance door is also a modern fully glazed aluminum unit likely dating to the later decades of the twentieth century.

On the alley façade, the window openings have been infilled with CMU and there is one large loading door that is boarded over. The first-floor alley windows have security bars installed in front of CMU although small vinyl slider units have been cut into the CMU infill. The brick on the alley façade is in poor condition with significant missing mortar, spalling, staining, and cracking visible.

1326 Broadway: A.W. Reckmeyer, a furrier, occupied the building from 1893 until 1903. In 1904 Gustave Zanger, also a furrier, moved into the building and occupied it until 1913. Sometime in the 1920s the façade was reconstructed but the



local historic district report notes that some elements of the 19th century façade may still remain in the extant 1920s façade. In 1921 William F. Dixon Chandelier Co. occupied the building. In later years the building went through a variety of tenants.

This building is in fair condition with damaged terra cotta coping stones at the parapet and cornice, water damaged bricks and joints above the third-floor windows, and limestone deterioration at the water table band below the second-floor windows. The cornice is made of sheet metal and is in very poor condition—see the attached structural report for additional details. The storefront is in poor condition and is not historic. The second-floor windows are historic but are missing the sashes—the upper diamond mullioned transoms are intact but show evidence of water damage. The third-floor windows are currently boarded over but the sashes are no longer extant.

On the alley façade, the windows have been partially infilled with CMU and one window opening is boarded over. The pedestrian entrance on the alley façade is currently boarded over. There is a paneling system covering the brick cladding at grade which extends to approximately 3' up the building. The brick on this façade shows significant deterioration with missing mortar, collapsing sections of brick, staining, spalling, and delamination.

Building History, Condition, and Proposed Demolition of 1332-1336 Broadway

1332-1336 Broadway: Built in 1904 this building was designed by Louis Kamper and housed the Michigan Cut Flower Exchange Building. Philip Breitmeyer was president of the company and owned the Breitmeyer-Tobin Building further down Broadway Avenue. Breitmeyer occupied 1332-1336 Broadway until 1913 or 1914. In 1936 the largest Detrola radio distributor in Detroit occupied the building. Later the building housed a number of companies including a tailor, a millinery shop, an apron company, a lighting store, a piano company, among others.

The existing façade of 1332-1336 Broadway is in exceedingly poor condition.

- **Stone Lateral Ties:** The lateral ties which attach the limestone cladding to the structural walls behind have been compromised due to years of water infiltration. In order to replace these lateral ties all limestone cladding elements would need to be removed in order to access the ties.
- **Steel Lintels:** The steel lintels are corroded and need to be replaced or completely exposed in order to repair them. In order to do this, all elements surrounding the lintels including the limestone cladding, the marble panels and most of the backup walls and structure would need to be removed.
- **Historic Cornice:** It is also worth noting that much of the historic cornice and details are missing from the facade. During an earlier renovation it appears that projecting stone elements such as the cornice were 'chopped' off to create a flat plane.
- **Limestone Cladding:** The existing stone cladding materials that do exist are in poor condition. Virtually every piece of stone has multiple holes that were drilled in the façade to install the metal cladding that was in place until at least 2007. Furthermore, at some point the mortar joints in the limestone were quasi tuck-pointed by 'smearing' in mortar that is crudely spread over the stone as well. Lastly, the stone was coated with some type of paint like coating.

The alley façade is also in poor condition. The brick is in poor condition with missing mortar, spalling, and staining and some brick has been removed and replaced with rough face CMU. Many windows on the alley façade have been infilled and the remaining window openings are missing their glazing and some sashes. The pedestrian door on the alley façade is a modern flush panel double door unit. There is one small portion of a fire escape still extant on the third floor but it is in poor condition with significant corrosion. Overall, many of the historic elements are either so damaged or have been stripped off (e.g., the historic water table band has been removed and patched with mortar) making rehabilitation too difficult when combined with the structural issues.

Because of the exceedingly poor condition and the logistical difficulties in making the required repairs, this proposal seeks permission to demolish 1332-1336 Broadway. Broadway Detroit Development II, LLC's proposal for this project was specifically selected because it both balanced the historic preservation needs of the Broadway Avenue Historic District while still achieving the desired residential density that was a focus for the DEGC.



Description of Proposed Work

Primary Facades:

1322 Broadway: The historic façade of this building will receive full rehabilitation. The façade is clad in ivory colored terra cotta blocks of various sizes. The façade features various molded terra cotta units including over the main entry door, pilasters between first floor and roof, panels between second and third floors and, detailed balustrade at the parapet. All terracotta shall be cleaned from grade to parapet using the gentlest means possible. Character-defining architectural features such as the molded terra cotta units will be restored where possible and replaced with new terra cotta units, matching the historic units, only when necessary. There is extensive delamination of the glazed terra cotta at the parapet, and this will be repaired, reset, and repointed. All other areas of the façade will be inspected and repaired where terracotta is damaged. Should any terra cotta need to be replaced, the replacement material will be replaced in kind to match the existing historic fabric. The missing urns at the parapet will be re-instated.

The windows on the second and third floors on the primary façade are not historic, they will be retained and repainted. Exterior grade downlight will be installed in the recessed entry. Exterior wall sconces with downlight (Luminis SY 602 series) will be installed on first floor at transom height on both piers. Second and third floors will be lit with concealed spotlight fixtures to highlight historic details. Detailed design will be submitted to HDC for approval once complete. The storefront system is not historic and will be replaced with a new historically appropriate storefront system. The recessed door will be retained, and a new fully glazed door will be installed. The historic mahogany wood casing at the recessed door will be repaired and repainted where possible, and replaced with new wood to match. Temporary fabric awnings will be installed above storefront on either side of the entry. Detailed design will be submitted to HDC for approval once complete.

1326 Broadway: The historic façade of this building will receive a full rehabilitation. The façade consists largely of brick, with stone water table and a detailed painted terra cotta coping. All brick, stone, and terra cotta will be cleaned from grade to parapet. All historic masonry materials and elements will first be cleaned using the gentlest means possible based on mockups of the proposed cleaning process. Joints between all masonry units will be tuckpointed as needed with a mortar matching the existing mortar in terms of compressive strength, texture, color, and overall appearance. Existing holes in the exterior will be patched. Damaged brick units will be patched where feasible using a patching material that is compatible with the brick and matches brick in terms of color. When patching is not feasible, existing brick will be replaced with brick matching the original in terms of color, dimension, and overall appearance.

The original windows for the 1326 Broadway are extant and were assessed by Kraemer Design Group and BlackBerry Systems, Inc. This scope of work includes the replacement of all windows. Please see the attached window survey documenting the condition of Harvard Square building's existing windows. Historic replica wood window units will be installed on the second and third floor and the diamond mullioned transom panels will be recreated on those same floors. Exterior grade downlight will be installed in the recessed entry. Exterior wall sconces with downlight (Luminis SY 602 series) will be installed on first floor at transom height on both piers. Exterior wall sconces with down and uplight (Luminis SY 602 series) will be installed between second and third floors on both piers; reference drawings for locations. The non-historic coiling security door will be removed from the façade and the building will receive a new storefront system with a centrally placed recessed entrance. On the primary façade, the entrance door will be fully glazed. The new storefront windows will be historically compatible with the district and will feature a diamond mullioned transom to match the upper floors. The brick band located above the first floor transom is identified as a location for signage related to the future retail tenant. The terra cotta coping stones at the parapet as well as the terra cotta at the cornice will be cleaned and reset. Stone beneath each window will be repaired.

New Building at 1332-1336 Broadway:

1332-1336 Broadway: A new three bay structure will be built with ground floor retail and open façade screen above. The second and third floor will be a brick façade but there will be no windows as the second and third floor will operate as a screen for the modern nine-story tower behind. This design will keep the rhythmic pattern of the historic massing at the street while still allowing for the new construction behind. The open voids at the second and third floor will be framed with steel, painted dark bronze. Glass railings will be installed just behind the open voids of the façade to provide safety railing for the tower units behind the façade of 1332-1336. In between the second and third floor openings salvaged marble panels from the historic structure will be set as spandrels, between the floor levels. Salvaged medallions will be installed on top of the salvaged marble. Decorative iron posts currently extant on the upper floor windows will be salvaged from the exterior of the extant building and reutilized on the new window voids. At the parapet limestone coping tiles will be installed. Please see renderings for additional details.



The façade design for the new building at 1332-1336 Broadway is similar to the historic structure as the new design divides the façade into three bays. The building will be clad primarily with a dark colored brick (Brick Tech Obsidian Velour) and the pilasters will be delineated to differentiate the three bays. Exterior wall sconces with downlight (Luminis SY 602 series) will be installed on first floor at transom height on all four piers. Exterior wall sconces with down and uplight (Luminis SY 602 series) will be installed between second and third floors on all four piers; reference drawings for locations. A limestone base at grade will be installed and a signage band above the first-floor storefront will provide space for a backlit applied pin letter sign. Address number signage will be applied to the transom over top the main entrance door. Temporary fabric awnings will be installed above storefront on either side of the entry. Detailed design will be submitted to HDC for approval once complete. A new aluminum framed storefront system and fully glazed single door with sidelites will be installed. The storefront will be a Kawneer Trifab Versaglaze 451T framing system in a classic bronze finish. The storefront is divided into two glazed panels with a six-part transom above. Please see renderings attached here for additional details.



New Residential Tower:

Behind the two historic buildings and the newly constructed 1332-1336 Broadway building, a new nine-story residential tower will be constructed to maximize density while still fitting the new construction tower into the surrounding scale and massing of the historic district. The new tower is designed with a significant setback from the face of the historic buildings—in this case the setback is 18.4' feet. This clearly differentiates the newly built tower from the historic fabric below.

This new tower will be clad in Atas metal panel Opaline system. The Broadway St. and Alley facing façades will be a combination of the OPM profile which is a boxed corrugated profile for panels labeled on sheets A201-203 MTL-2A, 2B, 3A and 3B, and the OPF profile which is a flat profile with flush joints for panels labeled MTL-1A and 1B. At the top and bottom window line will be a custom 3"x3" trim piece from the elite trims system labeled MTL-4A and 4B on the elevation. The façade will incorporate a perforated metal panel in the matching OPM ribbed profile to accommodate and camouflage the venting required by the mechanical system within the unit. The façade also features the appearance of vertical pilasters created by extending the same OPF flat panel system to protrude from the plane of the façade approximately 3". All the metal panel on the Broadway St. facade, and the majority of the southeast façade, and alley facade will be in a champagne finish. There is a regular window pattern consisting of alternating one 4'-10" x 8' window and one 4'-10"x 8' window with a hopper operable window in the lower 3'. The windows are planned to be Kawneer 6400 series in Classic Bronze finish.

The Alley facing façade will feature a dark color masonry (Belden Brick Graphite Black Velour) with limestone base at the first floor. The masonry will have vertical piers matching the rhythm of the piers above, but shifted by half a structural bay. The piers will feature soldier course brick. The masonry will include a course of soldier brick above the door lintels, and a protruding soldier course at the transition to metal panel at the second floor. There will be three new fully glazed entry doors with glazed transoms at the three pedestrian entries. There will be 3 fully glazed overhead doors in painted bronze finish in the future retail space, as well as an insulated metal coiling door with access to the trash/loading in dark bronze finish. There will be a large mechanical louver to service the generator located in the basement, painted dark bronze to match. There will be lit bollards at every overhead door to protect the door jamb from damage. At the second and third floors the color scheme of the metal panel changes while the profile pattern remains the same. The accent color scheme consists of the flat OPF profile panels in classic bronze finish while the trim and trim pieces and OPM panels are planned to be medium bronze finish.

On the southeast façade facing the existing two-story structure at 1314 Broadway maintains a simplified pattern of metal panel. There will be vertical piers in the same rhythm with the flat OPF panels in between. At floor 3 the flat panel will switch from the champagne finish to the classic bronze finish to carry over the accented pattern from the alley side of the building. There will be a transition to the existing brick of 1322 Broadway at the southwest corner of the tower.

At the second floor, the roof of the enclosed single story volume of 1332-1336 Broadway will serve as roof terraces for the tower units behind. At the fourth floor, the roofs of 1326 Broadway and 1322 Broadway will serve as roof terraces for the tower units behind those two buildings. The ninth floor of the new tower will be slightly set back from the primary massing of the tower below so that balconies can be provided to the ninth-floor units. At the 9th floor of the Broadway St. façade the number of vertical piers is reduced by half and shifted half a bay. The placement of the piers capture the division of the outdoor terraces and allow for large amounts of glazing for penthouse units behind. Both the Broadway and Alley facades feature large 4'-10"x10' windows in addition to fully glazed sliding doors (Kawneer 3200 series in medium bronze finish to match) to access the terraces. The vertical piers on the alley and southeast facade shift a half bay on floor 9 to create visual interest and highlight the larger penthouse units on the top floor. The top of the 8th and 9th floors feature cornice like detailing with a continuous band of OPM corrugated panels in champagne on all sides of the building. The band is interrupted by the vertical piers and capped with custom 5" metal panel trim on top and bottom.

Lighting, Signage, Rooftop Work, Other Exterior Elements

Exterior wall sconces with downlight (BEGA 33 509) will be installed at approximately 11' on each vertical pier of the alley facade. Please reference drawing for locations. Exterior wall sconce with downlight and uplight (Luminis SY 602 series) will be installed approximately 9' above floor level at each pier on the 9th floor Broadway and alley elevation. On the alley façade the brick band located above each glazed overhead door is identified as a location for signage related to the future retail tenant.

At this time the design for the rooftop work is still in the schematic phase with the approximate size and location of rooftop equipment shown. The roof is planning to have the following equipment; 9 air cooled condensing units, 1 large outside air unit, 2 makeup air units for future tenant use, and 2 exhaust fans for future tenant use. The approximate size and height



of all proposed equipment is shown diagrammatically on architectural plans and sections. Sightline studies are included in architectural elevations. We do not anticipate any equipment will be visible from street level. Detailed design will be submitted to HDC for approval once complete.

If you have any additional questions about this application, please contact me at (313) 965-3399 or at Bob@thekraemeredge.com

Sincerely,

Kraemer Design Group, LLC



Robert J. Kraemer
Principal

