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Elroy's Place
321 North Main Ann Arbor, MI 48104

Design Review Board 1st Submission
August 23, 2017
Design Review Board 2nd Submission January 24, 2018

Atlantes, LLC
440 South Main Street Ann Arbor, MI 48104

## Design Concept (2a)

The design of the massing and facade of the building is intended to be a contempo ray contextual building that incorporates parts of the eclectic nature of the Kerrytown District. Within and behind the façade is the intent to design towards 2030 LEED GOLD, and focus on using high quality, durable materials as part of a highly insulated envelope with an efficient geothermal heating and cooling system supported with an energy producing photovoltaic system on the roof.

The masonry portions of the building will use a full depth brick masonry with repetitive, inset punched openings, similar to the industrial buildings developed at the beginning of the 20th century that are prominent around Ann Arbor, mixed in with larger, more contemporary and modern voids and setbacks in the facade. Cast stone or limestone lintels and sills will highlight the windows and doors. A modern, large scale storefront will highlight the first and second floors along Main Street to promote views into the spaces and support urban retail. The upper floors will set back at various elevations to provide balconies for the upper floors, where the façade will switch to a lighter weight system, currently conceived as an architectural/commercial grade fiber cement rain screen; however alternate systems are being considered. Certain areas of the building will be highlighted with a steel trellis framing system that will provide support to balconies, canopies and shading devices that will also support a vertical landscape.

## Development Program (2b)

The program for the building is designed as a flexible mixed use building, with retail, office and residential uses, although the tenants for the majority of the building are already known. The tenants for the first two floors are taking advantage of the growth in the personal fitness and well-being markets and will be a complimentary mix of uses including spa, yoga, personal fitness and similar uses. The third floor will be an open office space for Robert Darvas Associates. The fourth and fifth floors will be residential one bedroom apartments. The top floor is planned as four market rate residential units; three two-bedroom units and one large one-bedroom unit.


Larger Commercial/Office


Small Commercial/Office



Larger Commercial/Office


Multi Family Residential


## Site Context (3a)

The project is located in the Kerrytown Character District one half-block away from the Main Street District. The project is located in the middle of the block between East Kingsely and Catherine/Miller on the west side of Miller. This area is a transition zone between the denser D1 zoning district downtown and the residential areas outside of the DDA districts.

The immediately adjacent area has seen two new residential developments in the recent years including the condominiums at 408-418 North Main and Kingsley West. In addition there is a mix of small commercial uses, medium to larger office buildings, and residential houses, some converted to office uses. The broader area includes a vibrant mix of restaurants, shops, markets and entertainment venues with mixed residential types.


East Elevation

West Elevation



South Elevation


## Inspiration and Theme (3b)

The project is the first stage of a multi-stage plan fo growing the company I have had the privilege and responsibility of managing for the past several years Robert Darvas Associates has been a local structural engineering firm with a reputation for excellence in designing buildings for over sixty years. The business was started out of the house that Bob Darvas lived in when he moved to Ann Arbor to take a teaching position at the University of Michigan, and has been our home since its beginning. We have reached a point where the office doesn't meet the needs of our growing business and the time to build a new space is upon us. As part of our growth plan I have been working through the prerequisites necessary to be successful in designing and developing a new building for our business.

With that in mind I began a search for a potential site to develop as a place for our company and the other businesses in our buildings to move to. After a lengthy search the opportunity to purchase and develop the property at 321 North Main developed. As I studied the potential for the site and imagined taking off on the plan I have been developing, the imagery of a rocket launching was irrefutable. And in a lot of ways my plan is like the design of a multi-stage rocket. The first stage of a rocket propels the rocket form its stationary position, and is designed efficiently and simply to accomplish this task. This building is conceptualized in that manner; design a simple and efficient building that will provide the fuel to take off on this multi-stage plan.


Context Rendering showing height relationship with Mckinley Building


Building Rendering

## Character District (3c)

Kerrytown is described as a transition area from commercial to residential uses, and this building includes a compatible mix of retail, office and residential uses. In addition, the building shape includes a mix of heights, setbacks, window sizes and other geometrical variances that blend with the variety of scales of buildings incorporated around the district. Materials used for this building are similar to other materials around the building, including the cream colored brick, similar to 301 North Main.

The project is seeking planned project approval to build higher than the $60^{\prime}-0^{\prime \prime}$ maximium allowed for the D2 zoning. The zoning code provides a list of community benefits that a developer can provide when requesting planned project variance. Below is a list of some of the benefits that have been designed into the project as part of the request:
1.The rooftop is proposed to have 359 solar panels to provide power to the building
2. The building is proposed to be heated and cooled through a geo-thermal system; approximately 20-25 wells are estimated for this building. In addition, a high R value thermal envelope is proposed providing an energy conserving design.
3. The north and south facades are setback from the property to allow an ADA ramp on the north side of the building, additional vegetation, and access to light for this building and neighboring buildings
4. The usable open space is in excess of the minimum requirements and has been designed to accomodate additional trees, vegetation and pedestrian amenities.

In addition, while not described specifically in the various design guidelines and zoning requirements, the site is located one-half block away from the D1 zoning, which allows a substantially taller building. Allowing a slightly taller building would provide a soft transition to the smaller buildings at the north end of Kerrytown.

The building facade proposes a monumentality that is greater than the remainder of the direct vicinity. This is based on recom mendations for successful urban retail. The monumentality of the residential and office entrance is proposed to be reduced by the addition of steel trellises and vertical vegetation (Virginia Creeper) along that entry to fill in and soften the entry to create a more human scale.


Kerrytown Building Varieties


## Context and Site Planning (3d)

The Kerrytown district includes an eclectic group of buildings from the residential wood framed houses built around the turn of the century to various three to five story brick masonry buildings, with this block of Main Street having a mix of building scales, materials and uses, built at a variety of periods. This project considers that eclecticism, and is designed to compliment that nature

The ground level space takes into account the new zoning ordinance for D2 districts, including at least 60\% openings at the Main Street facade witha pedestrian friendly approach, and the use of high quality materials at the street. The design will have two entries, one directly for the first floor retail space and one for the remainder of the building. Site features will include a mixture of concrete walks, benches and landscaping to blend with the adjacent properties, yet provide an easily accessible and vibrant retail space.

Special attention was paid to the alley, which is currently in a dilapidated state. Additional space will be set aside for greenery and vertical landscaping, along with several balconies on various floors. The developer is hoping to work with the DDA to reconstruct the alley as part of a example project as to what can be done to reclaim alleys in urban areas. Alleys are an excellent opportunity to create community spaces that are easily blocked off from traffic for pop-up festivals, musical events, and similar community events. The west facade of the building is designed to support more use of the alley space.

Even though space on site is limited, the design has paid special attention to provide landscaping and natural systems for daylighting and ventilation to each floor of the building. Stormwater will be managed on site below grade and solar panels on the roof are planned to maximize building energy production.

The design of the first floor space is flexible and can change with time to accomodate anything from the planned spa, to art galleries, retail stores or a cafe/restaurant with some outdoor seating

## Buildings (3e)




 ing, cornice lines vary around the building, the building is set back to align with porches and elements of the adjacent buildings, wall surfaces vary, and there is a clear definition of building elements.

## Building Elements (3f)

The design incorporates multiple elements that support the intent of the design guidelines. Those elements include:

1. Setback windows creating shadow lines
2. Steel canopies and trellises
3. Landscaping that will provide a dynamic effect to the building as the vegetation flowers and changes color throughout the seasons.

4. A variety of high quality, durable materials including brick, extensive glass on Main Street, metal cladding and fiber cement paneling
5. Clearly defined entries for the first floor retail and remainder of the building.
6. Breaks and setbacks in the building facade
7. Reuse of the previous building materials including brick and old growth wood
8. Solar panels and a geotherma
heating and cooling system.
9. Operable windows and access to nature throughout the building.

10. A naturally ventilated and daylot lower level parking garage
11. Bicycle parking in excess of minimum requirements



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