

# Zingerman's Deli Expansion

03/8/10 Citizen Participation Report

## Citizen Participation Report

A public meeting was held March 8th, 2010, 5:00-6:30pm, on the patio at Zingerman's Delicatessen, 422 Detroit Street.

Enclosed please find copies of:

- The postcard notice mailed to our neighbors
- A general FAQ handout given to all those in attendance
- A handout given at our WHEN station.

1014 postcard notices mailed on February 22<sup>nd</sup> 2010 were directed to all property owners and registered neighborhood groups within 1000 feet of the proposed petition site, 422 Detroit Street.

76 individuals attended the March 8th meeting. See enclosed copies of sign-in sheets.

**Taken verbatim from the comment cards, the following summary of responses to three questions:**

*question #1: What did you like best about what you saw tonight?*

- Massing of addition – two stories
- Lots of people to answer questions
- Good visual aids
- The plans look great and minimal impact on the neighborhood
- We want to see that burned out house gone and your nice plans to put up a nice building.
- Site plan
- Rendering
- Community support
- That Zingerman's is fighting to grow in our community (sorry that you have to fight)
- The design is beautiful. Particularly glad for Detroit Street the façade is remarkably unchanged.
- Complete and well prepared info
- It is wonderful!
- Plan shows keeping historic home (annex)
- The fact that you will be able to move forward
- The character of the 2 main buildings is maintained, the green aspect as well as the fact that it will increase the sense of place in this part of Downtown.
- The new building looks really nice!
- Marshmallows
- Lots of information, questions answered, lots of pictures.

*question #2: What questions do you have about the project?*

- What is the annex program?
- If annex is gone, how does that change the design of the new building? i.e., does it fill the space
- What is the date of the house that caught on fire?
- Most were answered tonight
- How can we help make it happen?
- What about the annex and garage is the Historic office considering historic?
- How can we help as neighborhood residents to get approval?
- Very few anymore

*question #3: Other comments?*

- Please consider any help that I can be. I am happy to add my name or help get other signatures.
- I hope the historical commission approves the plan
- I do not want this at all. I hate it!
- Thank you for doing this
- The Zingerman's community of businesses has earned our trust by their investment in this community. Whatever they do, they will make it right.
- Build it and I will come . . .
- I support you too!
- It is time for a new look, new icons, and especially new and fewer colors. Get rid of the 1970s comic book aesthetic and light pastels on buildings, enter the 21<sup>st</sup> century.
- Please ask for neighborhood support should you need it. We LOVE having here and near.
- I think everything looks great! (From an urban planning/ preservation perspective)

**Other concerns/comments collected from speaking directly to people:**

About loading zone and curb cut signifying that trucks might back up to building

About process being followed

About zoning houses on Kingsley to become shops

About our project setting a precedent

About noise from mechanicals

**How we have addressed or intend to address these concerns, issues or problems:**

*Loading zone/curb cut*

We are working to address the concerns raised by the neighbors in this meeting, as part of the site plan submission. The location and size of the loading zone has not changed significantly from existing conditions. The curb cut will be used for the handcarts to unload the trucks parked in the loading zone. There is no plan to back trucks up to the building. We anticipate due to increased building storage we will be able to reduce the frequency of our deliveries and the amount of time trucks spend unloading in our zone.

To our knowledge there has never been an accident involving our loading operations. The largest truck that is allowed to provide deliveries is a 53' trailer.

*What about mechanical noise?*

We are sensitive to the concerns of the neighbors regarding noise. We have instructed our design team to look at several ways to mitigate noise including: acoustic equipment enclosures, acoustic baffles (rooftop screening), and investigating geothermal options to reduce the amount of air-handling equipment (and noise) on the rooftop.

*What is the annex program?*

At present there are several uses being considered. We are still working on how to best integrate this space into our program.

*If annex is gone, how does that change the design of the new building i.e., does it fill the space?*

It would require a slight increase in the new buildings size to fit our programming, but the new building would not entirely fill the space. If the Annex were gone it would offer more outdoor guest space in the courtyard. This would also make our new building a more efficient and cost effective structure.

*Will this project be precedent setting?*

This project will be unique in many ways. The site includes five buildings, four of which are considered contributing to the historic district. Two of these are in poor condition (322 Kingsley & 420 Detroit). The site is zoned D2 and is partially in the DDA boundary – meaning it is considered commercial and part downtown interface district. Zingerman's has been at this location in the neighborhood for 28 years and is committed to stewarding our key historic resources. We are pursuing sustainable design features for the project.

*What is the date of the house that caught on fire?*

The house at 322 Kingsley is difficult to date. The original structure shows up on fire insurance maps in 1888 subsequent additions were made to the structure throughout the early to mid 1900s.

*What is the approval process?*

We are following the process laid out by the city. We did go to some length to describe this process please refer to the **when** handout included with this report.

*What about the annex and garage is the Historic office considering historic?*

The Historic District Commission has determined that the garage is not contributing to the historical district. The annex is considered a contributing structure since it was built and relocated within the period of significance.

If you would like to get project updates from Zingerman's in the future please send a request to [deliaddition2@zingermans.com](mailto:deliaddition2@zingermans.com) in the subject line please write project updates.

# hello deli neighbors & friends!

this is a notice & an invite to a public meeting on monday, march 8, 2010

**Why?** A Site Plan Petition for an addition to the Deli at 422 Detroit St. will be submitted to the Ann Arbor Planning Commission on March 29th, 2010. **Project Description:** Zingerman's Deli is considering an expansion of its Detroit street campus Deli operation to alleviate overcrowded working conditions, lack of storage and guest facilities, address accessibility issues and create a more enjoyable guest experience. A building addition attached to the Deli on the property at 322 East Kingsley is proposed.

**Timeline?** Review by city in April, go before Planning Commission in May

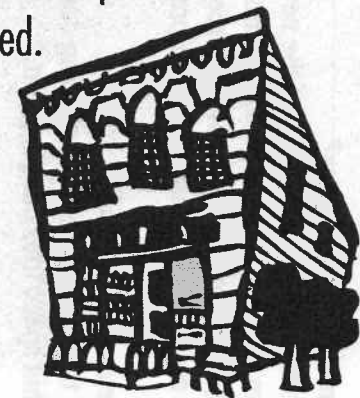
**What's Happening?** See sketches & meet the Architects

**What Else?** Come to learn, ask questions, give feedback

**When, Where?** 5-6:30pm, Zingerman's Deli Patio Tent

**Questions?** Contact Chris Krause 663-0974, [ckrause@zingermans.com](mailto:ckrause@zingermans.com)

note: persons with disabilities are warmly encouraged to attend. we thank you for letting us know of accomodations needed 72 hours in advance.





Thanks for your interest in our pending project. Below you will find answers to some of the most frequently asked questions:

**Why are you doing an addition?**

Since Zingerman's opened its front door in 1982, we've grown and grown:

- 2,000 sandwiches sold in 1982 compared to half a million sandwiches sold in 2009.
- 4 employees in 1982 compared to over 200 employees in 2010.
- 2 restrooms in 1982 compared to 3 restrooms in 2010.

The time has come and here's what we need:

- A bigger kitchen.
- An efficient, well-designed, unified plan for the whole campus.
- Preservation of 422 Detroit Street (the original brick deli building).
- Enough storage to reduce frequency of deliveries and put less wear and tear on our staff.
- Better accessibility for guests and staff.
- No compromise of service given to guests or staff.
- Increased energy efficiency and new, greener technologies.

**Where will it be?**

The proposed project consists of a two-story addition to the historic deli building to be located directly to the east on the property at 322 E. Kingsley.

**When will it happen?**

We hope to start construction early in 2011 and complete construction by the spring of 2012. Our exact construction start date depends on approvals from several agencies. There is a specific process we are following and because of this process we will seek city approvals before we go before the Historic District Commission.

**What will it look like?**

The project is being designed to fit into the context of the Old Fourth Ward Historic District. The addition is envisioned as a simple two-story brick masonry building harkening back to an early 20th century industrial loft building in its materials and massing. Although this will be a new structure it will respect the historic deli and surrounding neighborhood.

The intention of the project design is to be sustainable and environmentally friendly.

The proposed project consists of a two-story addition (about 9,500 sf) to the historic deli building to be located directly to the east on the property at 322 E. Kingsley. This will entail removal of the badly damaged wood frame structure at 322 E. Kingsley to accommodate the proposed addition.

The new addition will house the cooking operations, dining areas, staff and building support spaces, storage and guest amenities (toilets) and will make the Zingerman's Deli and campus much more accessible to guests and staff.

**Who do I contact if I have additional questions or comments?**

Please contact us at [deliaddition2@zingermans.com](mailto:deliaddition2@zingermans.com)



In the Zingerman's Community of Businesses, we live our mission. Our guiding principles manage our day-to-day actions. People we work with and serve comment on our integrity. "You really do what you say you do. And when you don't, you make it right." We have developed a radical model of responsible business growth in concert with our guiding principles and inspired by a commitment to our community. Our work leads to positive change around the country and even across the world.

**Zingerman's Guiding Principles**

Great Food

Great Service

A Great Place to Shop & Eat

Solid Profits

A Great Place to Work

Strong Relationships

A Place to Learn

An Active Part of Our Community

**When will the project be built?** – The short answer is that we hope to start construction early in 2011 and complete construction by the spring of 2012. The longer answer is that the start of construction is dependent upon our obtaining approvals from a number of governmental entities, including, the Ann Arbor Historic District Commission (“HDC”), the Ann Arbor Planning Commission, the Ann Arbor City Council and the Ann Arbor Planning and Development Services Department. The process for obtaining approvals from the various entities is described (briefly) below.

**When will you go to the HDC?** The HDC is responsible for reviewing all applications involving demolition, rehabilitation and additions to resources within a historic district. Our project is located in the Old Fourth Ward Historic District. There are five buildings on the Deli Campus that are considered resources by the HDC. We lovingly refer to those buildings as the Deli, Next Door, Annex (orange building), Garage and Kingsley (fire-damaged structure).

The Deli and Next Door are the “jewels” of our Deli Campus. Both buildings will be preserved and honored as part of our project. We plan to do some sprucing up of the Next Door and a bit more work on the Deli.

We asked the HDC to issue a certificate of appropriateness to remove the Annex, Kingsley and Garage. A certificate of appropriateness is a permit from the HDC that states that the proposed work meets the Secretary of the Interior’s Standards for Rehabilitation and is appropriate for the resource. The HDC issued a certificate of appropriateness to remove the Garage, but determined that removal of the Annex and Kingsley did not meet the Secretary of the Interior’s Standards and declined our request to issue a certificate of appropriateness to remove those structures.

But we are a resilient group! We plan to ask the HDC to issue a notice to proceed to remove Kingsley and we are continuing to have discussions with the HDC to determine if the issuance of a notice to proceed for the Annex is possible and proper. A notice to proceed is a permit from the HDC that states that the work is inappropriate (from the standpoint that the Secretary of the Interior’s Standards for Rehabilitation are not met), but that the HDC finds that the work is necessary to enable a major improvement project that will substantially benefit the community. We will be asking the HDC to issue a notice to proceed to demolish Kingsley (and depending on the outcome of our discussions with the HDC at an upcoming work session, perhaps the Annex). We think we fit the standard for issuance of a notice to proceed.

When the HDC considers issuing a notice to proceed, it wants to know exactly what will replace what is taken down. So, we are required to obtain all necessary planning and zoning approvals before we ask the HDC for a notice to proceed. Not the typical process, but we’ve never claimed to be typical.

Also, we will need to obtain a certificate of appropriateness for the new construction comprising our project. We plan to ask for that certificate of appropriateness at the same time as we ask for the notice to proceed.

**When will you go to the Planning Commission and City Council?** Really soon! We plan to submit an application for site plan approval at the end of March. The application will be reviewed by the Planning Staff and will then be submitted to the Planning Commission for consideration at a public meeting. It’s possible that our application will require more than one meeting of the Planning Commission. Once the Planning Commission approves our application (we’re optimists by nature!) the application will go to the City Council for approval. We hope to have the Planning Commission approval and the City Council approval in place by late this summer.

**What other approvals will be required?** Once we receive the approvals from the Planning Commission and the City Council, we will apply to the HDC for the necessary approvals (see above). We will also submit drawings and specifications to the Ann Arbor Planning and Development Services Department (better known as the Building Department) for review and approval. If all goes well, we plan to have a shovel in the ground very early in 2011.





citizen participation meeting sign in sheet

march 8<sup>th</sup> 2010

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Tom Wain	2500 CHURCH LANE ANN ARBOR, MI 48108	_____
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# Zingerman's<sup>®</sup>

DELICATESSEN

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march 8<sup>th</sup> 2010

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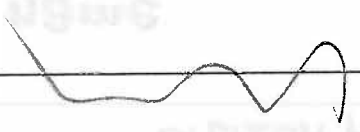
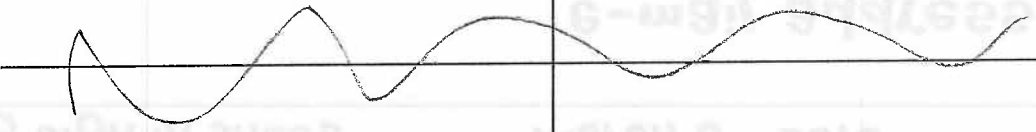
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