

ANN ARBOR DESIGN REVIEW BOARD

Staff Report

MEETING DATE: November 10, 2021

PROJECT: 330 Detroit Street
Project No. DR21-002

ADDRESS: 330 Detroit Street

ZONING: D2 Downtown Interface (base)
Kerrytown Character Area (overlay)
Primary Street Frontage (street designation) – Detroit Street
Secondary (street designation) – North Fifth Avenue

DESIGN TEAM: MAVD; Rueter Associates Architects, Huron Contracting,
Macon Engineering

PROJECT LOCATION: The site is located at the intersection of Detroit Street and North Fifth Avenue in the Kerrytown area.

PROJECT HISTORY: The site includes a parking lot and two small, single-story commercial buildings. The site is not in an historic district although the Old Fourth Ward historic district is located immediately to the east.

PROPOSED PROJECT: The petitioner proposes to demolish the two existing buildings and construct a 5 story (60' tall) 33,613 square mixed use building with 14 dwelling units, 23 parking spaces and an 1,887 square foot ground floor retail suite on the north side of the building. Ten of the vehicular parking spaces are proposed to be provided on the ground floor level while 13 spaces are proposed to be provided below grade with access at the south west corner of the site from Detroit Street. Proposed, primary façade materials include face brick, vertical metal siding, and natural precast concrete panel.

The [design plan application](#) illustrates the proposed redevelopment.

STAFF COMMENTS:

1. **Zoning Compliance (Area, Height, Placement).** The following provides a cursory review of the proposed development for compliance with the D2, Kerrytown Character Overlay District, primary and secondary frontage designation areas, and area, height and placement regulations.

	Requirement	Proposed
Lot Area	NA	9,879 sq ft
Floor Area	34,576 sq ft standard MAX	33,613 sq ft
FAR (Floor Area Ratio)	200% standard MAX, up to 350% MAX with green building premiums (34,576 square feet MAX)	340.2% FAR
Front Setback-West	0 ft MIN	1 ft
Front Setback-East	0 ft MIN	1 ft
Rear Setback - Southwest	0 ft MIN, 10 ft MAX	3.5 ft
Rear Setback - Southeast	0 ft MIN, 10 ft MAX	1.37 ft
Streetwall Height	Min 2 stories, Max 3 stories	4 stories
Offset at Top of Streetwall	Average 5 ft MIN	5 ft
Total Height	60 ft MAX	60 ft
Massing Articulation	Not applicable	None
Tower Diagonal	Not applicable	
Building Coverage	Not applicable	
Open Space	Not applicable	

2. **Site Context and Site Planning.** The design guidelines for context and site planning address the arrangement of buildings and features on the site, including how the site relates to its neighbors, and suggests preferred ways to express and articulate some of the minimum and maximum area, height, and placement standards. Staff finds the design team assessed the character of the adjacent streetscapes and buildings in generally keeping with the recommendations of the design guidelines and incorporated the positive characteristics into the proposed project. The following guidelines are particularly relevant:
 - a. Guideline A.1.2 – Enhances pedestrian sidewalk level features and facilities to enrich the pedestrian experience.
 - b. Guideline A.1.3 – An enhanced architectural feature (more vibrant corner element) at the corner is proposed.
 - c. Guideline A.6.2 – New bicycle parking facilities will be proposed near the main entrance on the west side of the site.

3. **Building.** The design guidelines for buildings focus on breaking down massing of larger buildings from their lower-scale neighbors. Staff find that the building

mass includes most of the suggested strategies to visually divide the mass, provide clear definitions and a sense of scale. The following guidelines are particularly relevant:

- a. Guideline B.1.1 – Provide variation in building massing to reflect the underlying pattern of established lot widths.
- b. Guideline B.1.2 – Vary the height of building modules, cornice lines and roof finish elements. Change wall surface materials, colors or texture. Align projecting features, such as balconies to express different building modules.
- c. Guideline B.1.3 – Use a distinct horizontal molding to define the base, provide variation in the façade plane of the upper floors, provide district change in ratio of solid to void to distinguish base from upper floors.

4. **Building Elements.** Building elements include specific features that give character and detail to a building and influence the degree to which a new building contributes to the urban fabric. This section of the design guidelines call for features and architectural details at the street edge to have a direct impact on the quality of the pedestrian experience and to create an attractive and interesting street front. Staff finds the design generally achieves the goals of the design guidelines for building elements. The following guidelines are particularly relevant:

- a. Guideline C.1.1 – Wall surfaces with visually interesting detailing, textures and colors, architectural details that provide a sense of scale, wall surfaces with visually interesting detailing, textures and colors.
- b. Guideline C.3.1 – High level of ground floor transparency is encouraged throughout downtown.
- c. Guideline C.7.1 – Use sustainable building materials whenever possible.

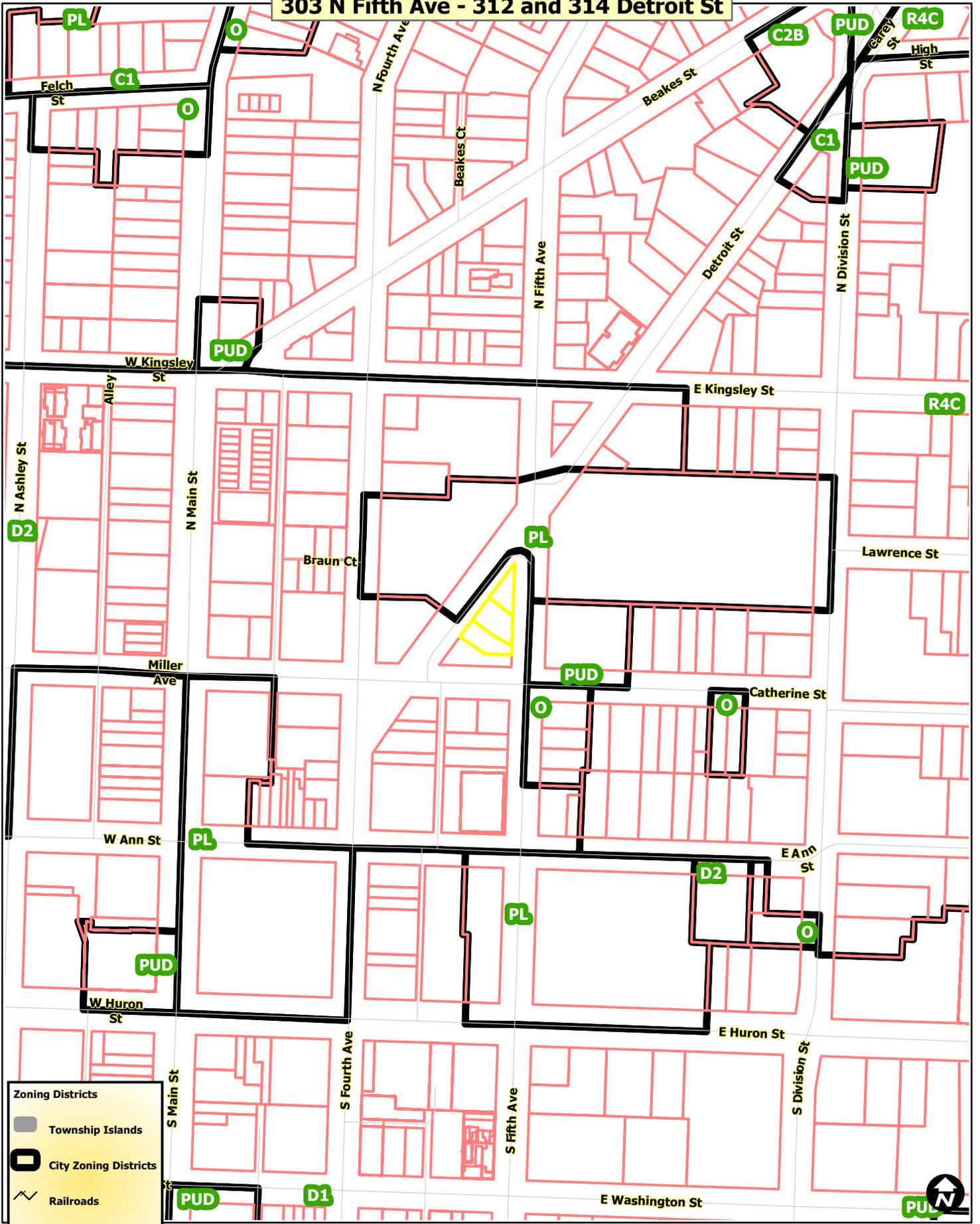
5. **General Comments**

- a. The Unified Development Code limits the streetwall height to 3 stories in the Kerrytown Overlay District. A majority of the streetwall height on the west side (Detroit Street) appears to be 4 or 5 stories. A smaller portion of the east side (Fifth Avenue) frontage also appears to be 4 stories.
- b. Section c.3.1 indicates that, “a high level of ground floor transparency is encouraged throughout downtown.” The ground floor of the N. Fifth Avenue frontage uses very little transparency. Consider opportunities for public art, additional transparency, or another design feature that adds

interest to this otherwise fairly sterile first floor façade.

- c. The white vertical metal panels on the upper floors of the façade provide a strong and dramatic contrast from the face brick material. Were other colors of the metal panels considered?
- d. The design team should consider providing solar panels on the roof of the building in order to reduce energy costs and the building's carbon footprint.

303 N Fifth Ave - 312 and 314 Detroit St



Zoning Districts

- Township Islands
- City Zoning Districts
- Railroads
- Huron River
- Tax Parcels



Map date: 10/21/2021
 Any aerial imagery is circa 2020 unless otherwise noted
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303 N Fifth Ave - 312 and 314 Detroit St



- Railroads
- Huron River
- Tax Parcels



Map date: 10/21/2021
Any aerial imagery is circa 2020 unless otherwise noted
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303 N Fifth Ave - 312 and 314 Detroit St



-  Railroads
-  Huron River
-  Tax Parcels



Map date: 10/21/2021
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City of Ann Arbor

PLANNING & DEVELOPMENT SERVICES — PLANNING DIVISION

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Ann Arbor Design Review Board Application

Section 1: General Information	
Project Name:	330 Detroit Street
Project Location and/or Address:	330 Detroit Street parcels 303, 312, 314 to be combined into one new address 330 Detroit Street
Base Zoning District, Character Overlay District, and Building Frontage Designation:	D-2 Zoning Kerrytown Character Area Detroit Street - Primary Street Frontage Fifth Ave. Secondary Street Frontage
Type of Site Plan Petition (check):	<input checked="" type="checkbox"/> Site Plan for City Council approval <input type="checkbox"/> Site Plan for Planning Commission approval <input type="checkbox"/> PUD Site Plan <input type="checkbox"/> Planned Project Site Plan <input type="checkbox"/> Administrative Amendment with façade change
Developer:	MAVD AS MANAGER OF 303 DETROIT STREET, L.L.C.
Property Owner:	303 DETROIT STREET, L.L.C.
Property Owner's Signature:	<i>David Kelly, CFO & VP, MAVD, Manager of 303 Detroit Street LLC</i>
Developer's interest in property if not owner:	MANAGING MEMBER

<p>Design Team (include all individuals, firms and groups involved):</p>	<p>Greg Copp - MAVD Marc Rueter - Rueter Associates Architects Jim Scrivens - Rueter Associates Architects Tom Fitzsimmons - Huron Contracting Kathy Keinath - Macon Engineering</p>
<p>Contact Person (name, phone number and email of one person):</p>	<p>Greg Copp - MAVD 2723 South State Street Suite 250 Ann Arbor Michigan 48104 gcopp@mavd.com T: 1 (734) 929-1015</p>

<p>Section 2: Project Details</p>	
<p>Project Specifics:</p>	<p>Site size (sq. ft.): <u>9879 sf.</u></p> <p>Total floor area (sq. ft.): <u>33,613 square feet</u></p> <p>Number of stories: <u>5 stories</u></p> <p>Building Height (ft.): <u>60' Elevator overrun</u></p> <p>Ground floor uses: <u>Retail, building services, residential entry, storage, parking</u></p> <p>Upper floor uses: <u>Residential suites</u></p> <p>Number dwelling units: <u>14 residential</u></p> <p>Number off-street parking spaces: <u>23</u></p> <p>Open space (sq. ft.): <u>1041 square feet</u></p>

On a separate sheet(s), please address each of the following in separate statements:

- 2a. Brief description of design concept (what the project/structure looks like).
- 2b. Brief description of development program (intended uses, known or possible tenants, etc.)

Section 3: Project Design

On a separate sheet(s), please address each of the following in separate statements:

- 3a. Describe the context of the site.
- 3b. Is there an inspiration or a theme for the design concept? Describe.
- 3c. Describe how the project responds to the Design Guidelines for its Character District.
- 3d. Describe how the project responds to the Design Guidelines for Context and Site Planning.
- 3e. Describe how the project responds to the Design Guidelines for Buildings.
- 3f. Describe how the project responds to the Design Guidelines for Building Elements.
- 3g. If desired, note any other important elements, features or design concepts not covered above that will help the Design Review Board understand how the project fosters excellence in the design of the built environment of downtown Ann Arbor, the overarching goal of the Downtown Design Guidelines.

Design Review Board Application for 330 Detroit Street

2a. Brief description of design concept (what the project/structure looks like).

The project is best described as a “Flatiron” style building having a narrow wedge shape pointing to the intersection of Detroit Street and North Fifth Avenue and directly toward another “flatiron building” located at 415 Detroit Street.

The structure has a concrete podium forming a strong base with large glazed openings supporting three brick clad residential stories. On the topmost level is a lighter colored fourth story clad in metal panels. The mass of the building is broken into three separate elements with recesses defined by balconies and a five-foot building offset.

2b. Brief description of development program (intended uses, known or possible tenants, etc.)

The ground floor level has a large flexible area at the prow of the wedge for retail or food services. The portion behind the prow is for access to parking storage and building services.

Above the podium are 15 residential condominiums. Some parking is at street level accessed off Fifth Avenue and is screened by building services and storage. Additional parking is in the basement served by a ramp off Detroit Street.

3a. Describe the context of the site.

The Site is in the D2 zoning district and in the Kerrytown Character District. This is one of Ann Arbor’s few unique commercial sites formed by Detroit Street cutting diagonally across a grid of streets oriented in the four cardinal directions. There are opportunities to construct distinct building forms in the “flatiron” tradition as most famously realized by the architect Danial Burnham in his dramatic 22 story wedge shaped “Flatiron Building” at 175 Fifth Avenue, New York City.

This street pattern has led to the creation of at least ten distinctive building forms from The People Food Coop at 214 North Fourth Avenue past the original Zingerman’s Delicatessen and ending at 544 Detroit Street a newly constructed flatiron building.

3b. Is there an inspiration or a theme for the design concept? Describe.

“Market Place” at 303 Detroit Street is a late 1980’s addition to the Davis Block/ Agricultural Hall an 1856 historic brick building. Design inspiration comes from architect Frederick Herrmann’s use of a heavy concrete base supporting brick walls with “punched” rectangular windows. To reduce the apparent mass of the building and to reflect the lower cornice lines of the historic building, a lighter glass and aluminum curtain wall corner and top story became a part of the design.

3c. Describe how the project responds to the Design Guidelines for its Character District.

The Kerrytown Character District is a very diverse collection of commercial and residential buildings at different scales ranging from fairly large buildings fronting Detroit and Fifth Avenue to small fewer than 1000 square foot houses in the adjoining residential neighborhoods. The proposed building site is located

in the larger commercially scaled area of Kerrytown and responds to the height, setbacks and more urban feel of this district.

3d. Describe how the project responds to the Design Guidelines for Context and Site Planning.

Sited directly opposite the Farmers Market 330 Detroit Street is set back on its upper floors to provide more of an open feel. The one-story base, while required by zoning to be not more than one foot from the property line, still provides a sheltered arcade for tables so that they do not encroach on the sidewalk effectively widening the walking space in this pedestrian intensive area.

The building wall along 330 Detroit Street emphasizes the diagonal strength of this street by reinforcing the effect of a walled enclosure at more locations along the street's length. This building gives the Farmer's Market steel sheds a greater sense of place and strengthens the visual effect of Community High School's large open lawn.

As was described earlier, the 34-degree acute angle formed by the intersection of Detroit Street and Fifth Avenue provides a unique opportunity to make a bold statement with a "Flatiron" building echoing its opposite neighbor's wedge shape at 415 Detroit Street.

3e. Describe how the project responds to the Design Guidelines for Buildings.

At the south end of the building open balconies are used to reduce the structural mass adjacent to the historic properties. These balconies provide a more transparent visual connection than a solid building mass.

The building is divided into three discrete modules with varying heights roughly reflecting the underlying lot widths that comprise this development. These modules rest on a strong base or podium reflecting the newer commercial building across the street. The base's large piers are infilled by either large glass walls or dark charcoal brick to differentiate the base from the upper stories. The topmost floor is clad in lighter metal siding and separated by a projecting cornice line reducing its effective height much as does the curtain wall on the Market Place building to the west.

3f. Describe how the project responds to the Design Guidelines for Building Elements.

The residential entry is clearly defined by its recess and the large decorative canopy sheltering the pedestrian entrance and visitor's bikes. The canopy will have an artistic metal screen providing a distinctive memorable identification with a place. Adjacent to the entry is a large non tinted glass wall enclosing a lighted decorative steel stairway where typically a fully enclosed fire-stair might only be provided. This visually exposed stairway adds to pedestrian interest by creating a connection with the interior workings of the building and marks the location of the stairway landings where offset windows light the fire stair reducing the need for artificial lighting. The effect would be similar to the main entrance of Kerrytown Market and Shops.

Adding to the pedestrian experience is the proposed commercial/retail use on the ground floor revealed by large windows. The arcade space adjacent to the Detroit Street sidewalk will provide for pedestrian amenities such as tables and chairs.

The building will be designed as a LEED Gold building and include sustainable systems such as a green-roof, geothermal heating and cooling and operable windows in commercial and residential spaces.

Owner-managers:

MAVD
 2723 South State Street Suite 250
 Ann Arbor Michigan 48104
 Contact: Greg Copp
 734.930.6700

Design Architect:

Rueter Associates Architects
 515 Fifth Street
 Ann Arbor, Mi 48103
 734.769.0070
 (fax) 734.769.0167

Contractor:

Huron Contracting LLC
 P.O. Box 3783
 Ann Arbor, Mi 48106

Engineer Consultant:

Macon Engineering LLC
 P.O. Box 314
 Chelsea, Mi 48118
 Contact: Kathy Keinath, PE
 734.216.9941

Project Data:

location: 330 Detroit Street Ann Arbor, MI

zoning: D2
 Kerrytown character overlay district
 Detroit St. - Primary St frontage
 Fifth Ave. - Secondary St frontage

site area: 9879.0 sf

far: 200% allowable far = 9879.0 sf
 (lot area) x 2 = 19,758.0 sf
 150% leed gold increase far = 9879.0 sf
 (lot area) x 1.5 = 14,818.5 sf
 total far = 9,879 sf (lot area) x 3.5 = 34,576.5 sf

max proposed building height: 60 ft (to midpoint of rooftop elevator shaft)

max proposed number of stories: 5 stories

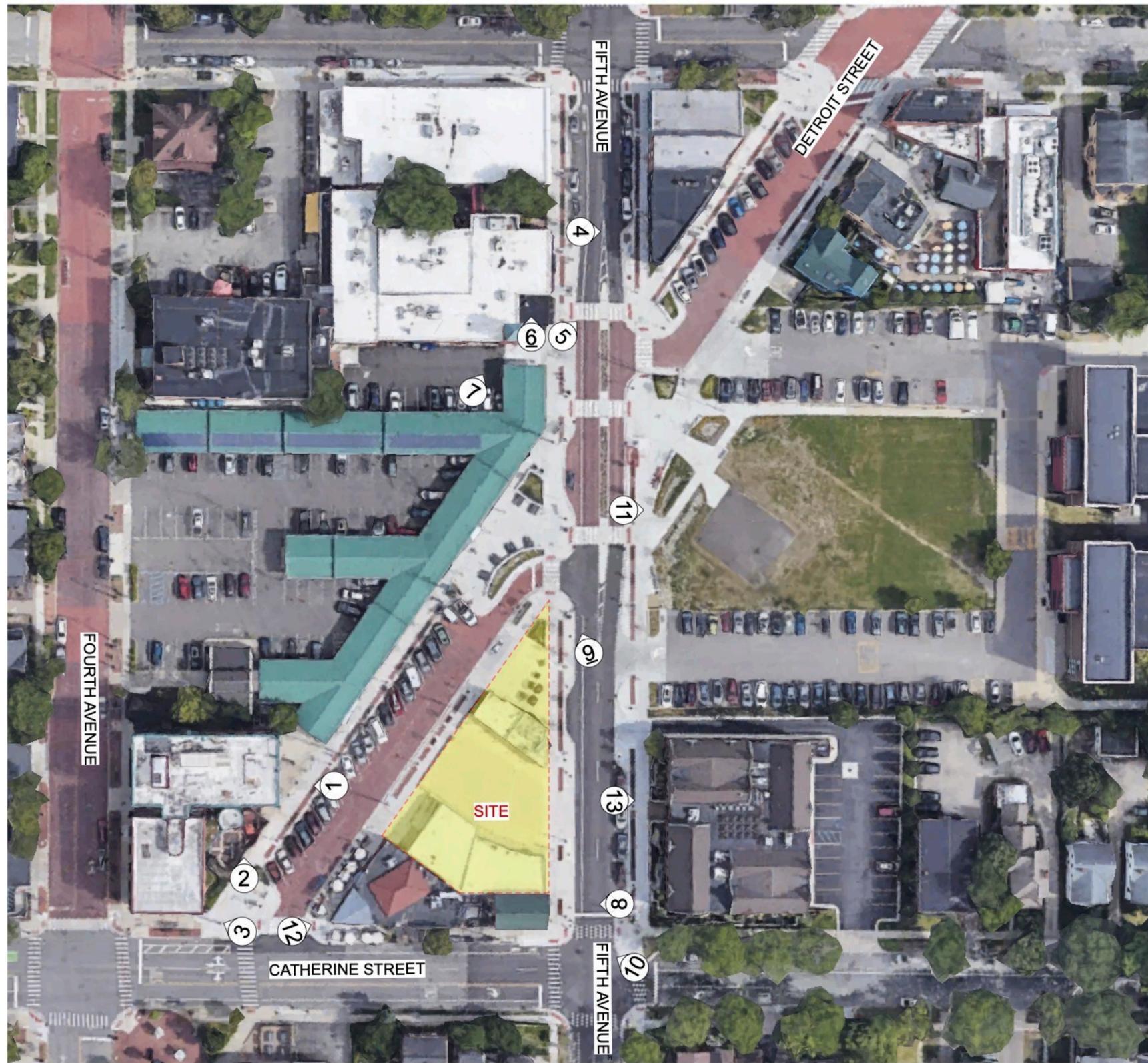
number of dwelling units: 14 residential
 1 commercial

off-street parking spaces: required 0 proposed 11

bicycle parking
 required class A 14 class B 1
 proposed 14 1



LOOKING SOUTH EAST



AERIAL VIEW OF FARMERS MARKET



SEE SHEET A4 FOR FULL SIZE PHOTOS



SEE SHEET A5 FOR FULL SIZE PHOTOS



SEE SHEET A6 FOR FULL SIZE PHOTOS



SEE SHEET A7 FOR FULL SIZE PHOTOS



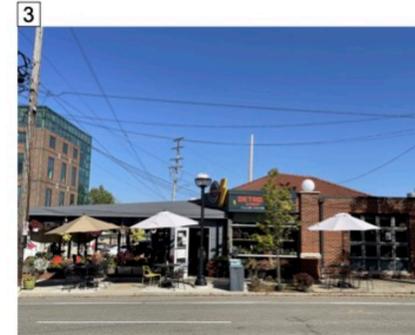
AERIAL VIEW OF FARMERS MARKET 



1



2



3



AERIAL VIEW OF SITE LOOKING NORTH 



4



5



AERIAL VIEW OF SITE LOOKING SOUTH 



6



8



7

Design Review Board

Streetview of Site



1 303 DETROIT STREET MARKET PLACE BUILDING



2 303 DETROIT STREET MARKET PLACE BUILDING



3 303 DETROIT STREET DAVIS BLOCK / AGRICULTURAL HALL BUILDING 1856. aka "WHITE SWAN BUILDING"



4 REAR OF 417 DETROIT STREET AND 415 DETROIT STREET



5 FIFTH AVENUE SIDE 415 DETROIT STREET



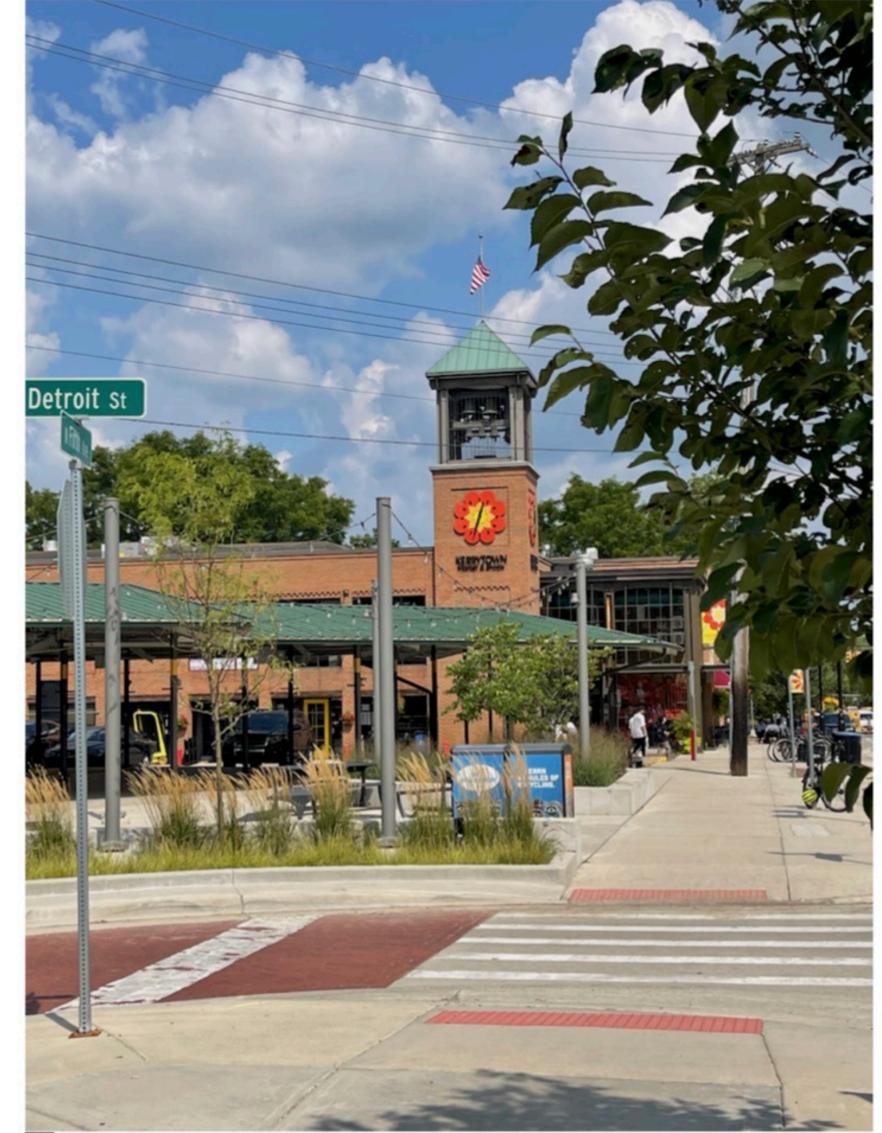
6 MAIN ENTRANCE TO KERRYTOWN MARKET AND SHOPS



7 BELL TOWER AT KERRYTOWN MARKET AND SHOPS



8 301 NORTH FIFTH AVENUE



9 1938-1940 WPA FARMERS' MARKET SHEDS IN FOREGROUND



10



11



12



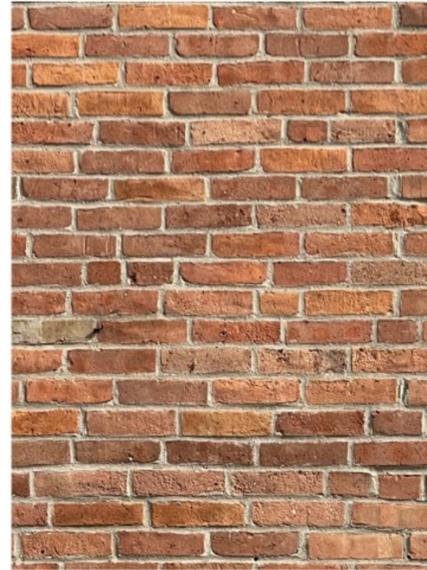
13

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relevant context



PHOTO OF BRICK AT KERRYTOWN MARKET PLACE BUILDING



BRICK AT 303 DETROIT STREET DAVIS BLOCK / AGRICULTURAL HALL BUILDING 1856. aka "WHITE SWAN BUILDING"

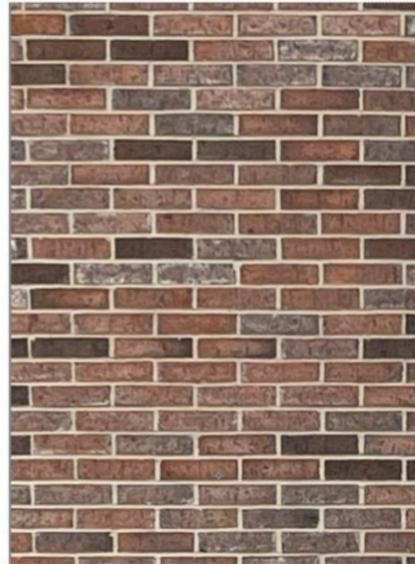
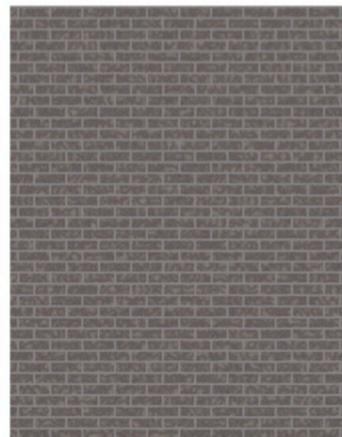


PHOTO OF BRICK AT MARKET PLACE 303 DETROIT STREET



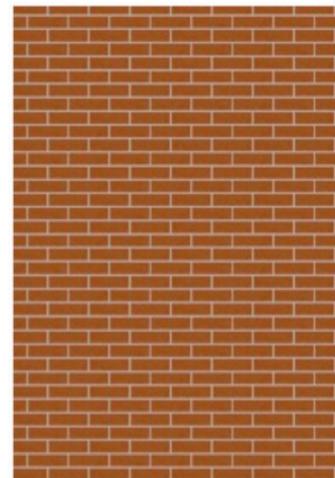
BRICK PAVING IN DETROIT STREET



BRICK #2 BUILDING BASE (RENDERED BRICK WITH DARK MORTAR JOINTS)



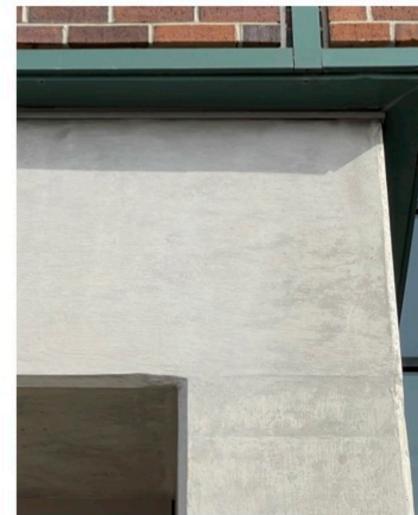
ACTUAL BRICK SAMPLE FOR BUILDING BASE (MORTAR JOINTS NOT TINTED CHARCOAL IN ENDICOT SEINNA IRONSPOT SAMPLE BOARD)



BRICK FROM RENDERING



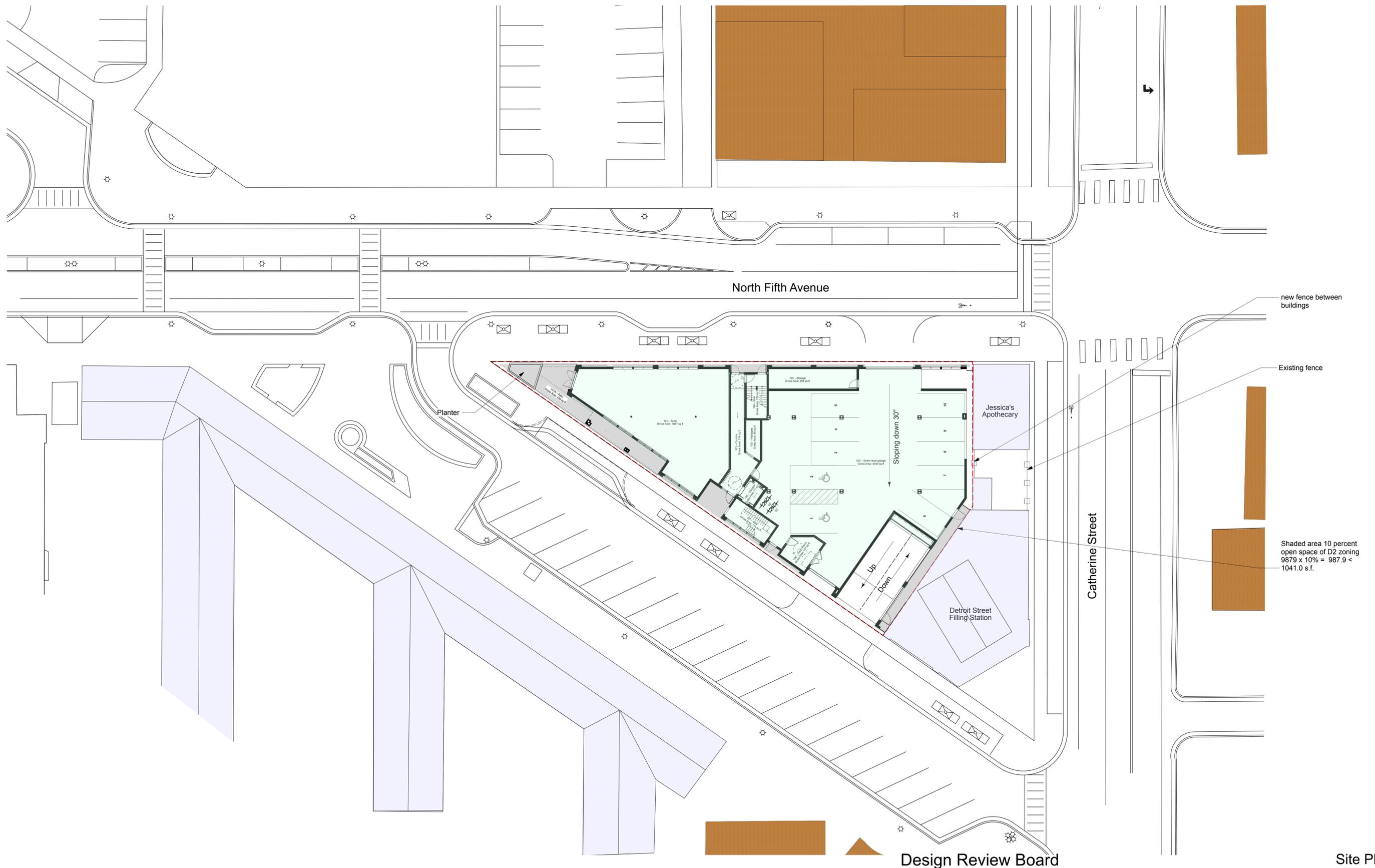
ACTUAL BRICK SAMPLE BOARD
Brick-Teck

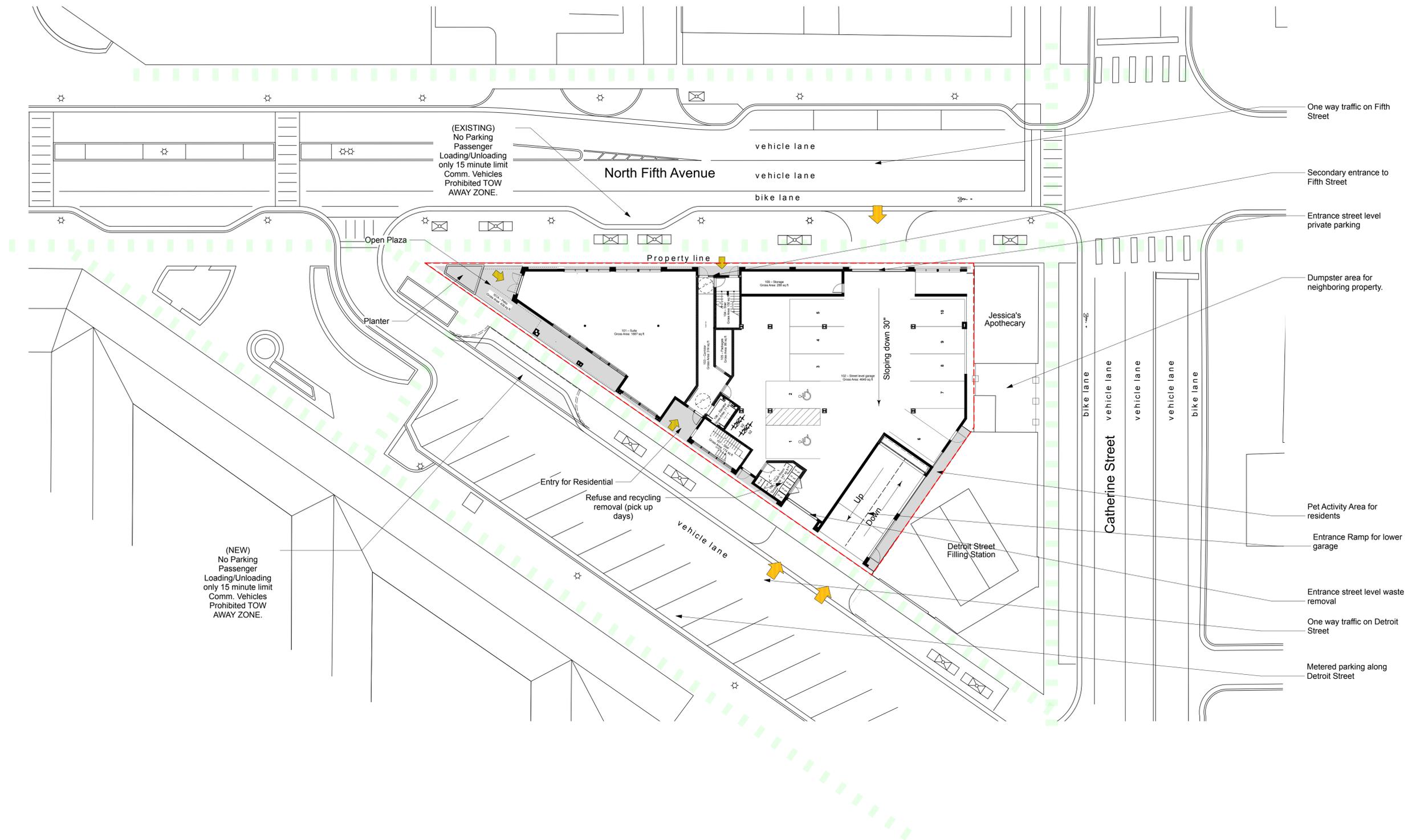


CONCRETE AT 303 DETROIT STREET MARKET PLACE BUILDING (PRECAST CONCRETE TO HAVE SIMILAR COLOR AND ALUMINUM FORMED FINISH AND FILLED FINISH)



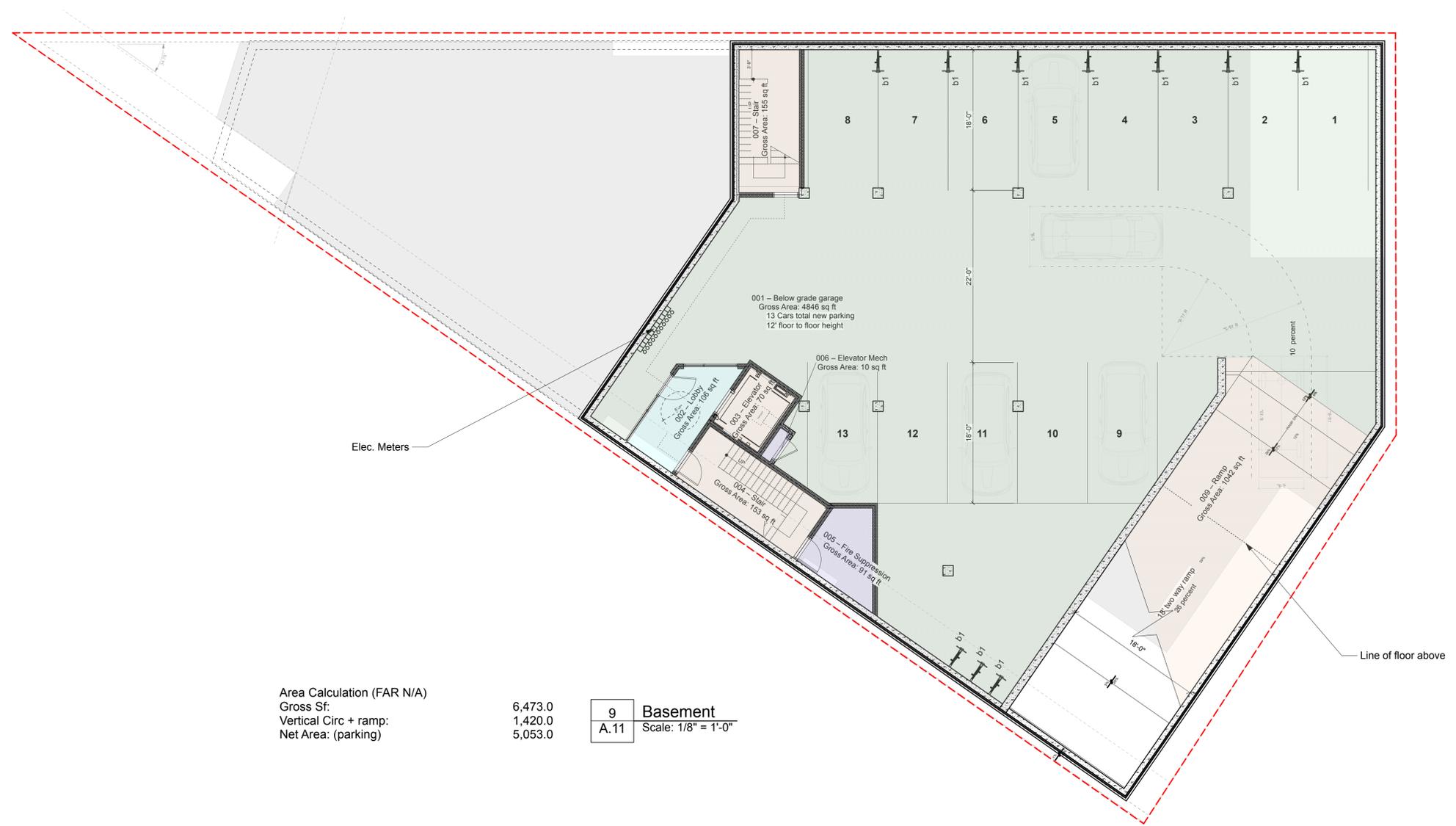
FLUSH METAL 12" T PANELS BONE WHITE





Design Review Board

Site Logistics Plan



Elec. Meters

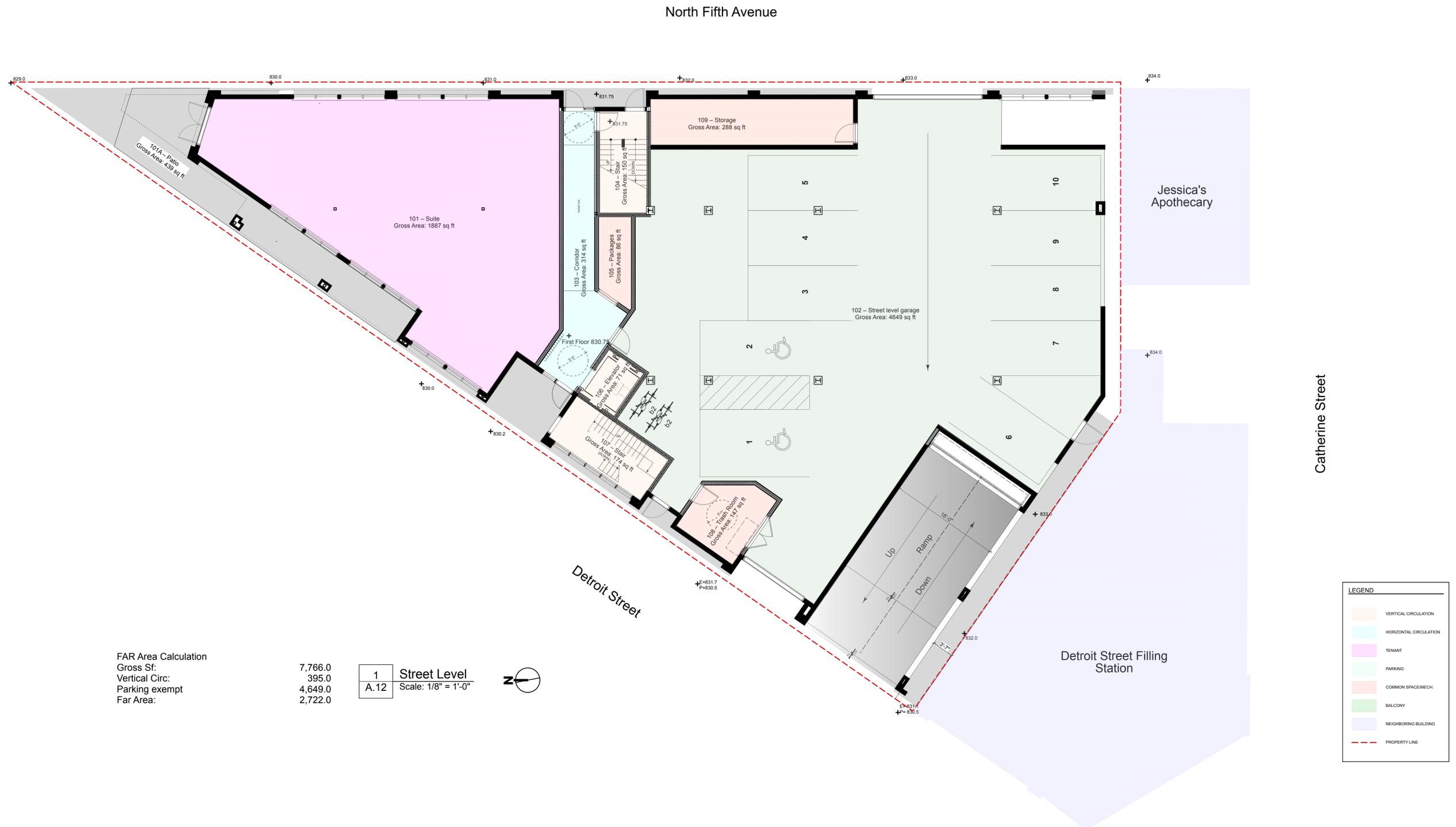
Line of floor above

Area Calculation (FAR N/A)
 Gross Sf: 6,473.0
 Vertical Circ + ramp: 1,420.0
 Net Area: (parking) 5,053.0

9 Basement
 A.11 Scale: 1/8" = 1'-0"

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Basement



FAR Area Calculation

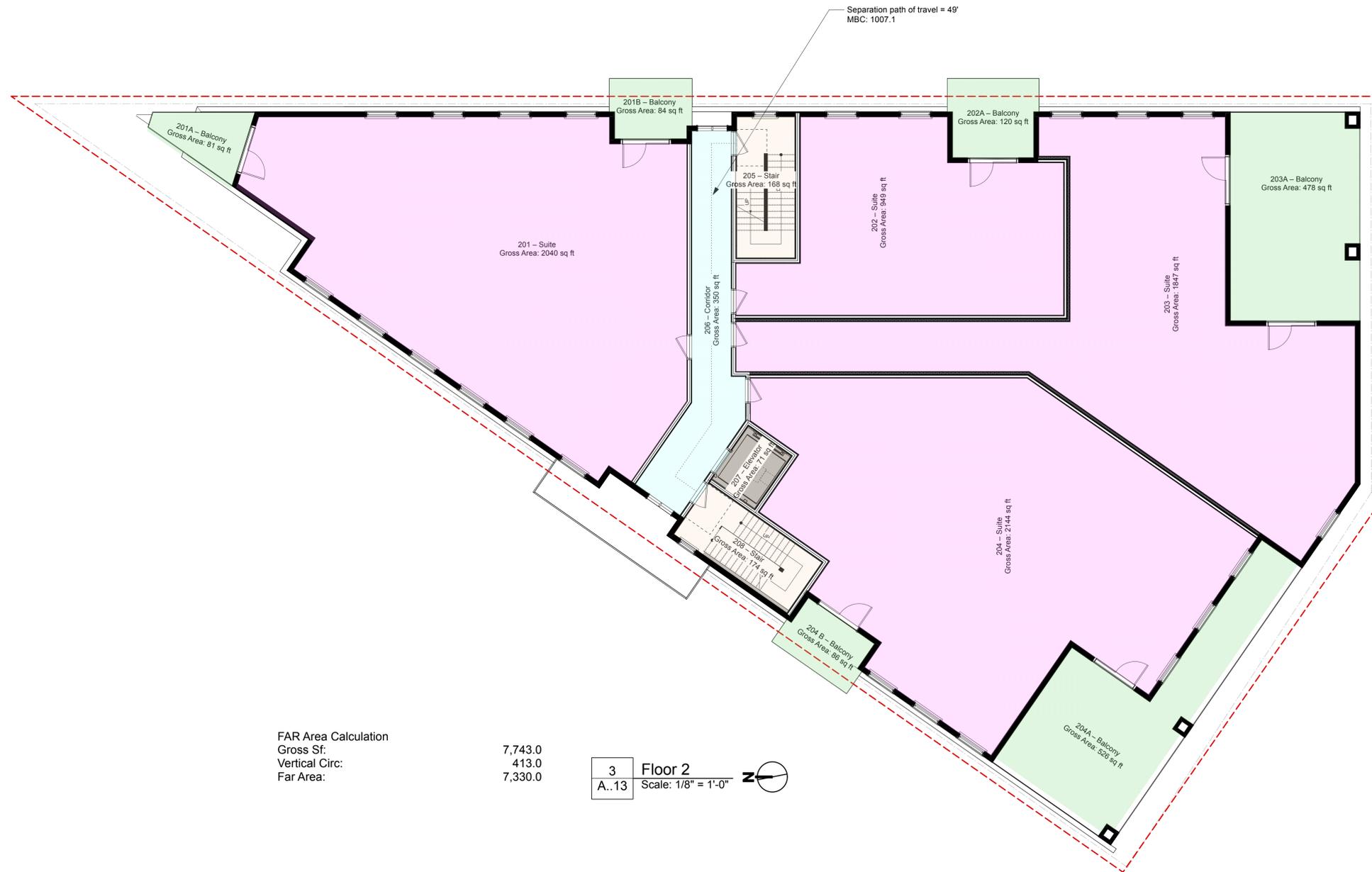
Gross Sf:	7,766.0
Vertical Circ:	395.0
Parking exempt	4,649.0
Far Area:	2,722.0

1 Street Level
A.12 Scale: 1/8" = 1'-0"



Design Review Board

Street Level



FAR Area Calculation
 Gross Sf: 7,743.0
 Vertical Circ: 413.0
 Far Area: 7,330.0

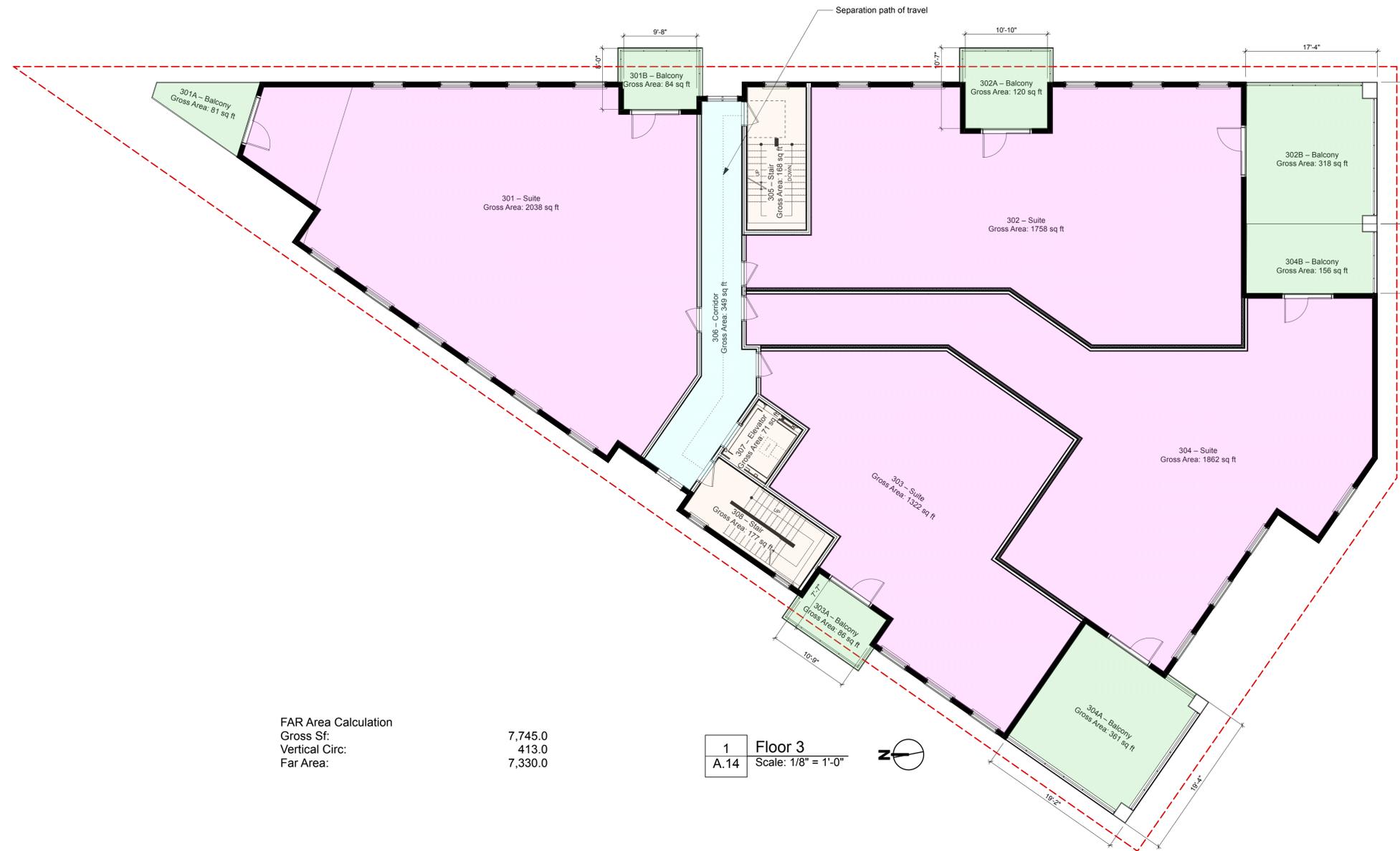
3 Floor 2
 A..13 Scale: 1/8" = 1'-0"

LEGEND

- VERTICAL CIRCULATION
- HORIZONTAL CIRCULATION
- TENANT
- PARKING
- COMMON SPACE/MECH
- BALCONY
- NEIGHBORING BUILDING
- PROPERTY LINE

Design Review Board

Level 2



FAR Area Calculation
 Gross Sf: 7,745.0
 Vertical Circ: 413.0
 Far Area: 7,330.0

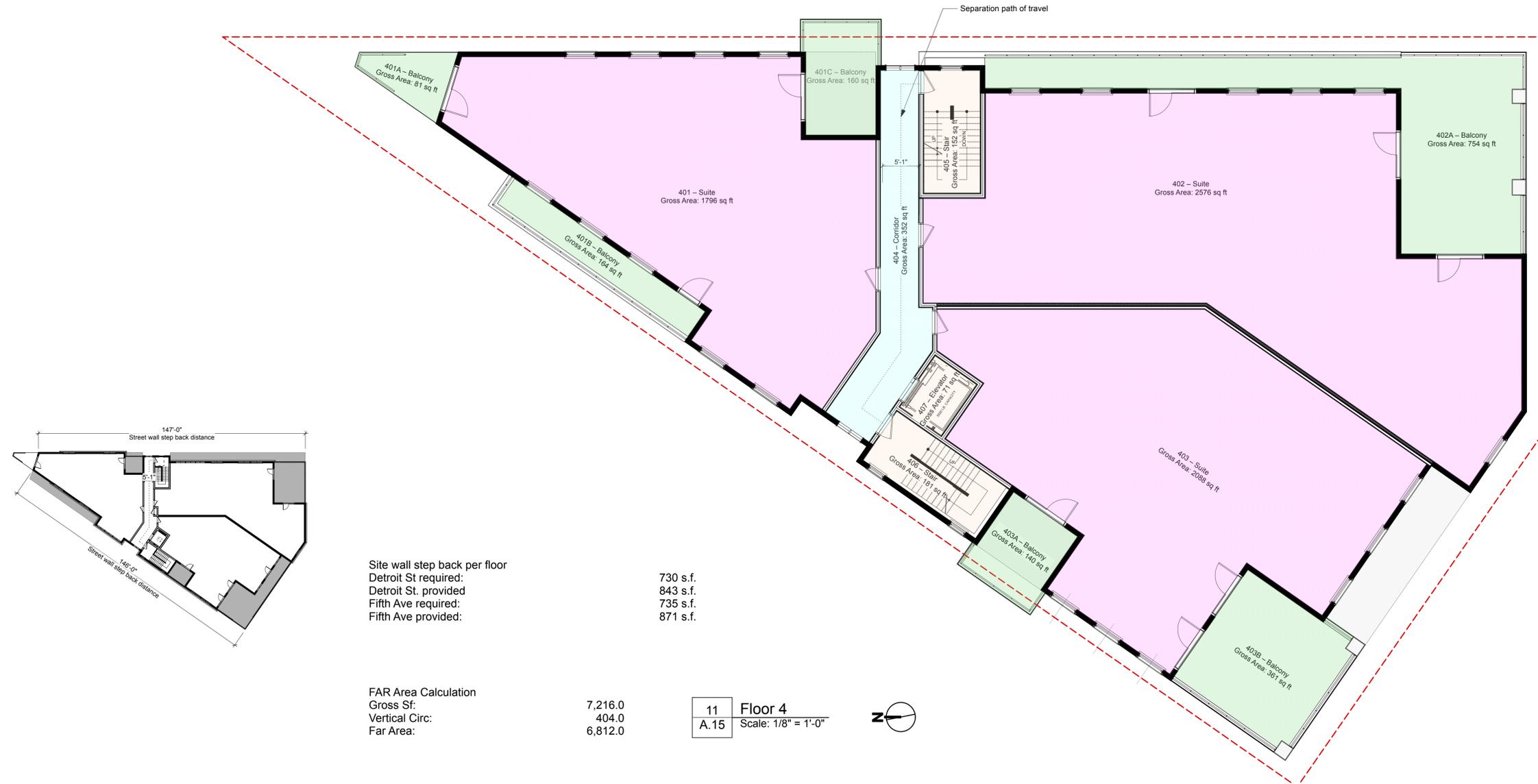
1 Floor 3
 A.14 Scale: 1/8" = 1'-0"



LEGEND	
	VERTICAL CIRCULATION
	HORIZONTAL CIRCULATION
	TENANT
	PARKING
	COMMON SPACE/MECH.
	BALCONY
	NEIGHBORING BUILDING
	PROPERTY LINE

Design Review Board

Level 3



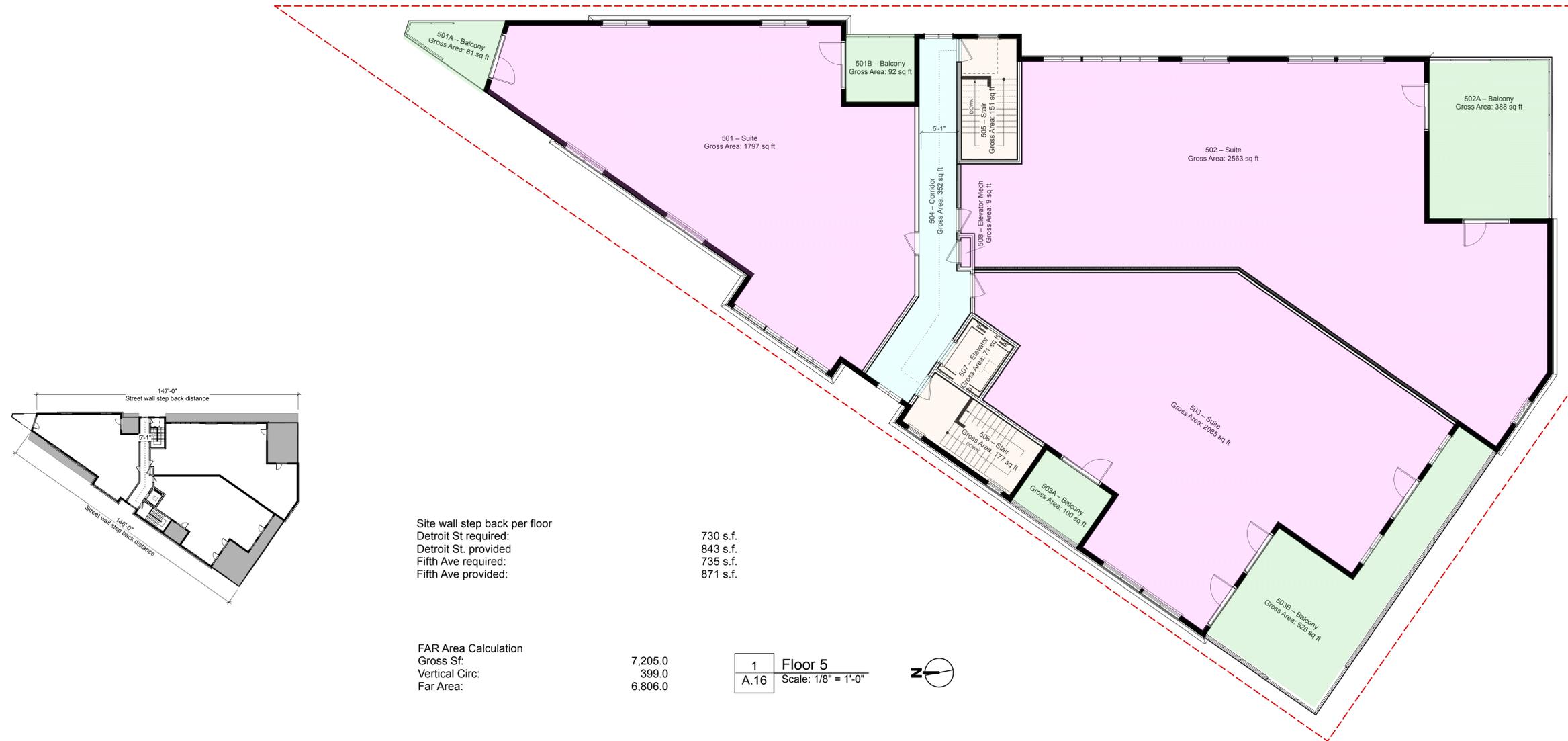
Site wall step back per floor
 Detroit St. required: 730 s.f.
 Detroit St. provided: 843 s.f.
 Fifth Ave required: 735 s.f.
 Fifth Ave provided: 871 s.f.

FAR Area Calculation
 Gross Sf: 7,216.0
 Vertical Circ: 404.0
 Far Area: 6,812.0

11	Floor 4
A.15	Scale: 1/8" = 1'-0"

Design Review Board

Level 4



Site wall step back per floor
 Detroit St required: 730 s.f.
 Detroit St. provided: 843 s.f.
 Fifth Ave required: 735 s.f.
 Fifth Ave provided: 871 s.f.

FAR Area Calculation
 Gross Sf: 7,205.0
 Vertical Circ: 399.0
 Far Area: 6,806.0

1 Floor 5
 A.16 Scale: 1/8" = 1'-0" 

LEGEND

-  VERTICAL CIRCULATION
-  HORIZONTAL CIRCULATION
-  TENANT
-  PARKING
-  COMMON SPACE/MECH
-  BALCONY
-  NEIGHBORING BUILDING
-  PROPERTY LINE

Design Review Board

Level 5



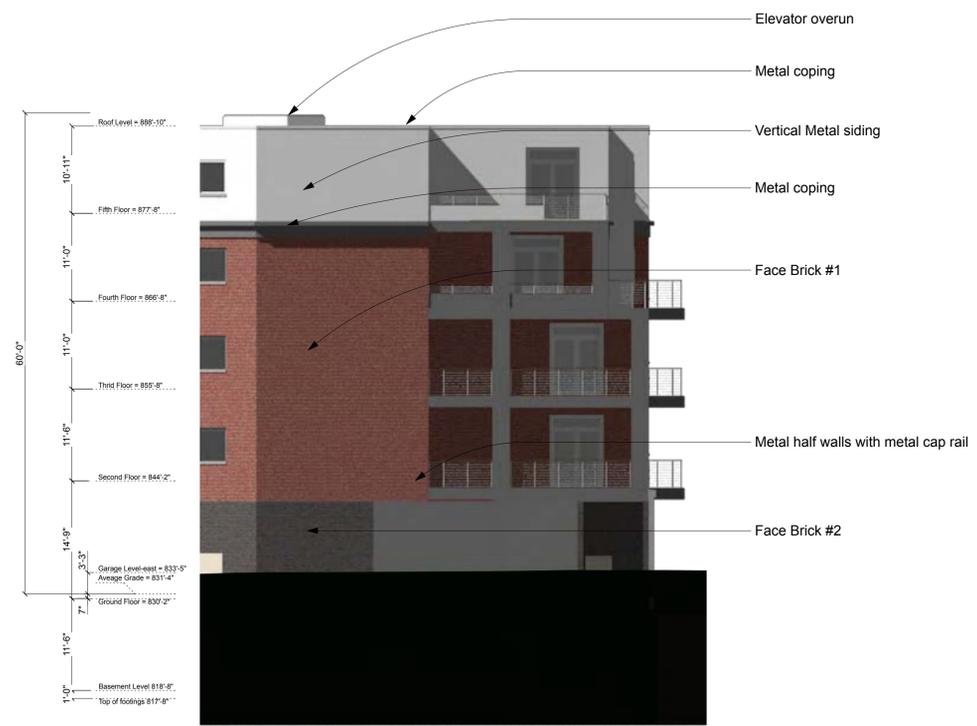
1 East Elevation
A.17 Scale: 3/32" = 1'-0"



2 West Elevation
A.17 Scale: 3/32" = 1'-0"

Design Review Board

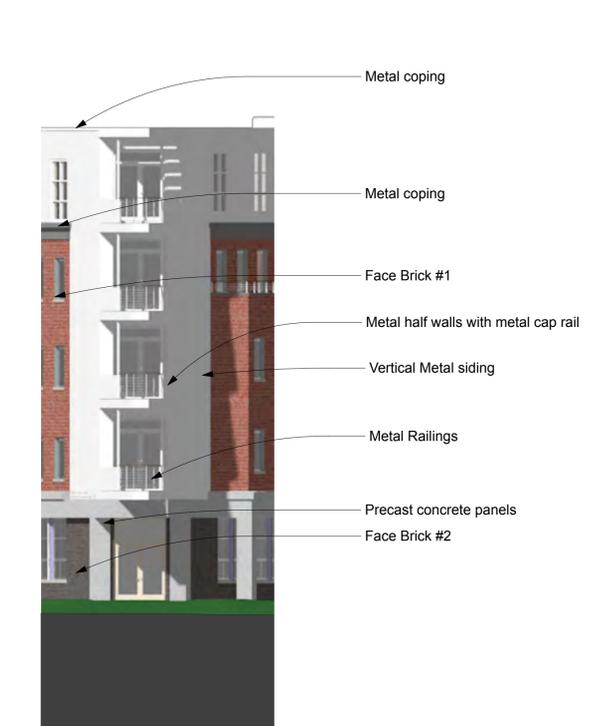
East | West Elevation



3 South East Elevation
A.18 Scale: 3/32" = 1'-0"



2 South West Elevation
A.18 Scale: 3/32" = 1'-0"



1 North Elevation
A.18 Scale: 3/32" = 1'-0"



Design Review Board

Perspective Views



1 Longitudinal Section
A.20 Scale: 1/8" = 1'-0"

LEGEND	
	VERTICAL CIRCULATION
	HORIZONTAL CIRCULATION
	TENANT
	PARKING
	COMMON SPACE/MECH
	BALCONY
	NEIGHBORING BUILDING
	PROPERTY LINE

Design Review Board

Section