

# PROJECT DETAILS & DESIGN

## 300 W. HURON

### 1. Brief description of design concept

The design concept of the proposed hotel is to enhance the corner of First and Huron street. As the hotel is located at a prominent intersection, the design language transitions from a simple to a vibrant modern corner which is meant to enhance the surrounding area.

### 2. Brief description of development program

The proposed hotel is a 5 story, 111 key limited-service hotel.

### 3. Describe the context of the site

The site is zoned D2 – Downtown Interface, Area 8 – First Street Character Overlay District. It is located at the northwest corner of the intersection of W. Huron Street (business route I-94) and N. First Street (local street). Huron is a two (2) way, five (5) lane, 30 mph street with no on-street parking. First two (2) way with 2 lanes, with a protected bike lane on the east side, 25 mph street with no on-street parking.

Both frontages are classified as “secondary” per the UDC. The adjacent parcel to the west is the Robert J. Delonis Center (Shelter Association of Washtenaw County), a four (4) story building. Across First Street is the Ashley Terrace Condos, an 11-story condominium with two (2) levels of office and nine (9) residential upper levels, zoned D1.

The Relax Station (massage therapy), The Center for Eating Disorders, and a single-family residential home uses have been relocated and the three (3) structures have been demolished as part of this project. The site is not within a historic district.

### 4. Inspiration or theme for design concept

The inspiration of the design takes elements throughout the First Street Character district and surrounding context by focusing on the main corner element, similar to other properties, and using similar materials such as Brick as a primary material on at the base.

### 5. Description of how the project responds to the Design Guidelines for its Character District

The project responds to the First Street Character districts by following the setback requirements which are common throughout the district and by creating a design which is enhance at the corner due to its location at the intersection of First and Huron St. The

materials & colors used responds to the description of the first street character district which states there is a mixture of “non-historic residential and industrial architecture”.

#### **6. Description of how the project responds to the Design Guidelines for Context and Site Planning**

The hotel has been positioned on the site to take advantage of the corner location and enhance the intersection of First and Huron Street which creates an opportunity to engage the public sidewalk with the large amounts of storefront that is designed at the ground floor. As the site has limitations in size, there is no room for an on-site vehicular drop off. As a result, the hotel has been positioned on the site to allow for a drop off area which would be convenient for guest to enter the lobby.

#### **7. Description of how the project responds to the Design Guidelines for Buildings**

The hotel is designed to take advantage and maximize the developmental potential on site. the massing of the hotel has been stepped back along First street to break down the scale of its mass. Levels 1 & 2 have been clearly defined as a base by the use of different materials & colors and also provided is a clear change in the ratio of solid to void between the base and upper floors as there is more storefront designed at the base levels.

#### **8. Description of how the project responds to the Design Guidelines for Building Elements**

Building elements have been selected to enhance the street edges through the use of an attractive brick and metal panel material at the base levels of 1 and 2, a canopy along 1st and Huron Street and significant amount of storefront glazing along both primary facades. The use of these materials help creates a vibrant and inviting streetscape for pedestrians and incoming hotel guests. The hotel will have integrated lighting, and the vast amount of glazing provides a visual connection between indoor and outdoor spaces.

#### **9. Description of Important Elements, Features and Design**

The design of the proposed hotel will create a new and exciting use to the City of Ann Arbor's downtown core. The hotel will enhance the First Street Neighborhood's magnetism as a prominent focal point on the corner of First and Huron. It will provide the ever-needed spaces for visiting businesspersons, alumni and prospective students.