

SOMA BRUSH PARK MIXED USE

brush park CDC presentation

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SoMA (South of Mack Avenue) is a multi-building phased development in Mid-Town Detroit that will create a landmark gateway to the famed Brush Park neighborhood. Located at the intersection of Woodward Avenue and Mack Avenue and bounded by John R Street on the east and Erskine Street to the south, the nearly 7-acre parcel is unique for being held almost entirely by a single owner. The exceptions are the Bonstelle Theater, owned and operated by nearby Wayne State University and the currently landlocked house at 80 Eliot Street, owned by the University of Michigan.

The Transit Oriented Development will include multifamily residential housing, office space, small and medium scale commercial retail shops and a mix of restaurants and cafes. These uses compliment the office and laboratory functions in the existing buildings on the John R side of the project and the cultural and educational programs in the Bonstelle Theater and the Michigan State University Detroit Center on Woodward Avenue.

A key feature of this development that will be built in the initial phase is the reconnection of Eliot Street through the block from John R Street to Woodward Avenue. This publicly accessible, private road will on occasion be closed to vehicular traffic for block parties, street fairs and other community events.

The development aims to restore degraded portions of the urban fabric and enhances the public realm by balancing

new buildings among smaller garden spaces, pocket parks and linear connections that strengthen neighborhood pedestrian connections. These park spaces provided much needed outdoor recreation areas for residents in the northwest corner of Brush Park as a compliment to John R Watson park further south.

Behind the MSU Detroit Center and the Bonstelle Theater there is an existing, substandard public alleyway. The proposed buildings in this development are set further back to widen the alleyway from 20 feet to 40 feet, providing vital secondary “streets” lined with active commercial uses increasing the vibrancy of the neighborhood.

The first phase of this pivotal development is a 5 story mixed use building on Erskine Street situated between the MSU Detroit Center and the former Red Cross headquarters and across from The Scott, a recently completed mixed use multifamily residential apartment building. The proposed project replaces an asphalt parking lot. The building is a multilevel parking deck with office, retail and restaurant functions wrapping the lower level on three and a half sides with the requisite mechanical, electrical and plumbing functions tucked elegantly on the alley and contained within the footprint.

The structure is planned to accommodate an additional 7 levels of multifamily housing to be built on top in a subsequent phase. In addition to the enhanced and activated alley on

the west side of the building, a new publically accessible garden will be added between the east side of the building and the former Red Cross headquarters (itself being upgraded to Class A office space but not a part of this project.) This green space will connect to the reestablished Eliot Street and frame the University of Michigan’s house, a gem from the “Little Paris” heyday of Brush Park.

Architecturally the proposed building aspires to a simple and honest expression of structure and decoration. The exterior is finished in Copper Slag, a recycled byproduct of mining operations. The dark, quiet luster of the stone recalls the character of clinker brick from the turn of the 20th century and subtly references the industrial heritage of the Michigan Territory. On the upper levels, the parking tiers are masked by a linear scrim of vertical rods of recycled plastic lumber in a warm and rich taupe color. They function to activate the facades with texture and shadow and their precise geometry is a counterpoint to the less refined stone faced concrete structural elements. The scrim also will obliquely mask emanating light for vehicles inside the building. The upper parking tiers are naturally ventilated and the single below grade level will be mechanically ventilated with fresh air pulled from areaways within the fragrant garden. Two glazed stair and elevator towers stand on the west face capping the north and south ends of the activated alley. These beacons enhance legibility and wayfinding for visitors to the district and provide visual transparency that supports pedestrian safety and orientation. Additionally, they direct

visitors down into the alley, further strengthening its active role while safely keeping people away from the vehicles entering and exiting the facility.

Sustainability is a strong component of this project and the overall site development. As a Transit Oriented Development located adjacent to the new QLine and existing Smartbus route, the facility will ease neighborhood street congestion as patrons park here and take public transportation out to the nearby sports, entertainment and cultural venues. Bicycle Parking and Bike Share rentals are planned in the facility. Electric Vehicle charging stations, along with preferred parking for them and other alternative fuel vehicles are included. The garden spaces will feature plants that support the habitat of native wildlife while reducing stormwater demands on the public infrastructure. All new lighting fixtures are energy efficient, LED sources designated as Dark Sky compliant to limit light pollution and disruption to adjacent residential neighbors. Furthermore, site is a designated Brownfield and the proposed development will remediate soils contaminated during years of light industrial usage.

Brush Park is a neighborhood in transition. This project continues the positive activity on other sites to restore the district, to “connect the dots” so to say, and invigorate it with vibrant, humane, walkable and ecologically sensitive buildings and outdoor spaces that will be an asset to the community for years to come.

Key Project Goals

- **Restore** gaps in the urban and cultural fabric
- **Activate** the street with pedestrian and commercial vibrancy
- **Balance** building mass and garden space
- **Serve** the community with Privately Owned Public Spaces for daily activities and special events



Strengthening Neighborhood Connections



AERIAL PHOTO SOURCE : GOOGLE EARTH PRO

PROJECT LOCATION IN CENTRAL DETROIT



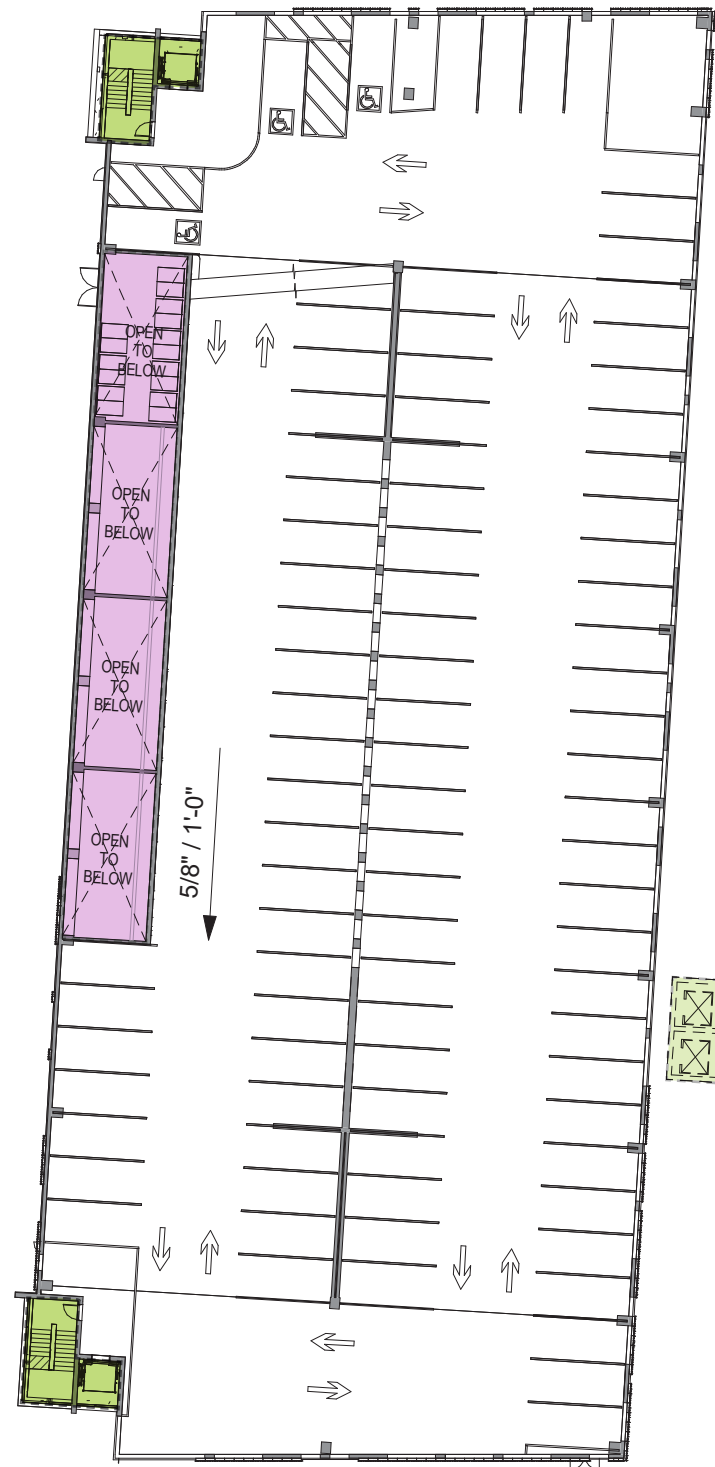


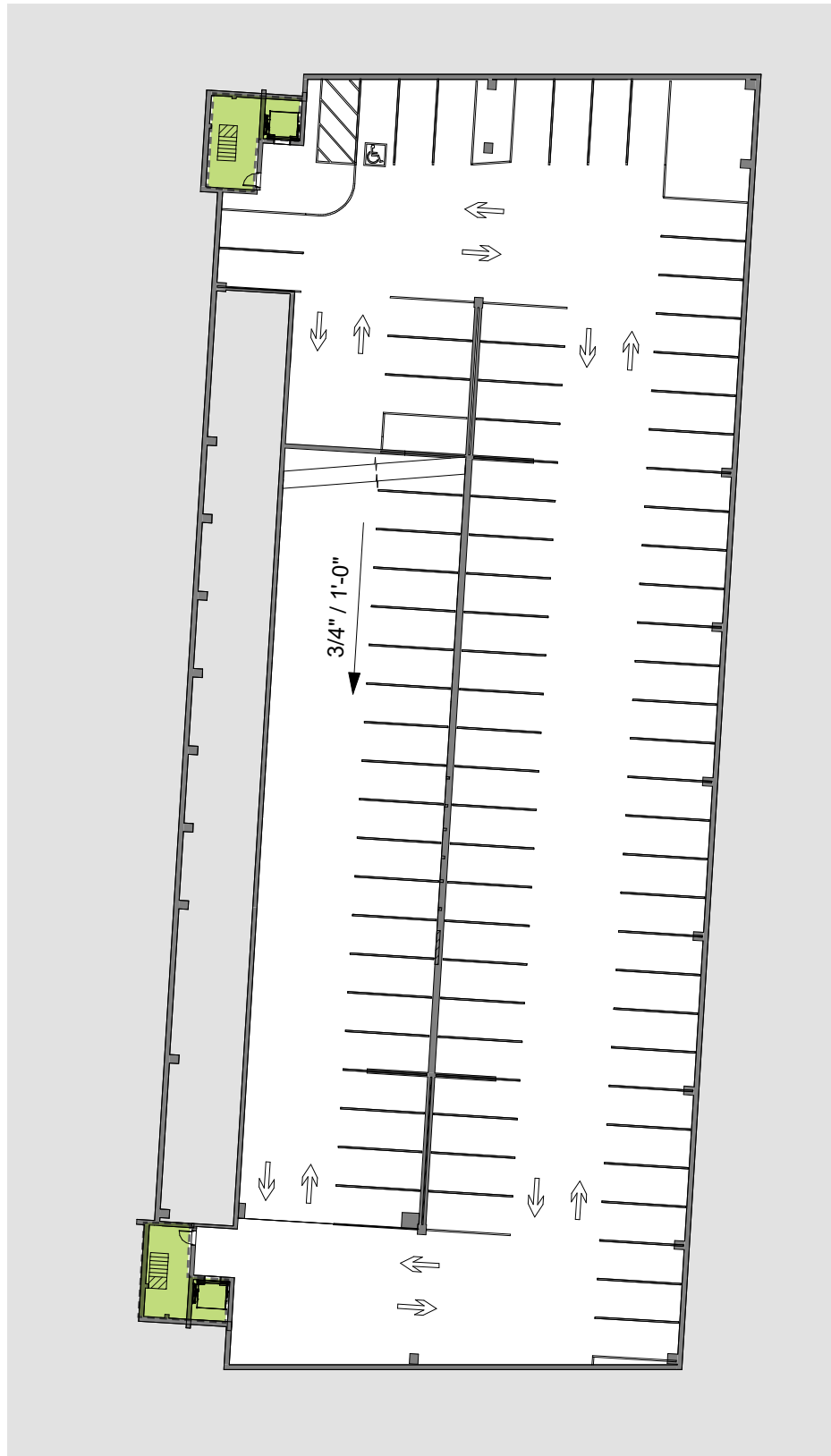
1. EXISTING GROCERY STORE (OFF SITE)
2. EXISTING MASONIC LODGE (OFF SITE)
3. EXISTING MULTIFAMILY RESIDENTIAL (OFF SITE)
4. EXISTING BONSTELLE THEATER (OWNED BY WAYNE STATE UNIVERSITY)
5. EXISTING HOUSE (OWNED BY UNIVERSITY OF MICHIGAN)
6. EXISTING M.S.U. DETROIT CENTER
7. EXISTING OFFICE BUILDING
8. PROPOSED 5 STORY BUILDING - PARKING DECK WITH GROUND FLOOR OFFICE & RETAIL - WITH FUTURE 7 STORY RESIDENTIAL ABOVE (12 STORIES TOTAL)
9. FUTURE 5 STORY BUILDING - PARKING DECK WITH GROUND FLOOR OFFICE & RETAIL - WITH FUTURE 7 STORY RESIDENTIAL ABOVE (12 STORIES TOTAL)
10. FUTURE BUILDING - RESIDENTIAL OVER OFFICE AND RETAIL (8 STORIES)
11. FUTURE BUILDING - RESIDENTIAL OVER OFFICE AND RETAIL (12 STORIES)
12. PUBLICLY ACCESSIBLE GARDEN
13. ACTIVATED ALLEY
14. RECONNECTED ELIOT STREET

QLINE
DETROIT

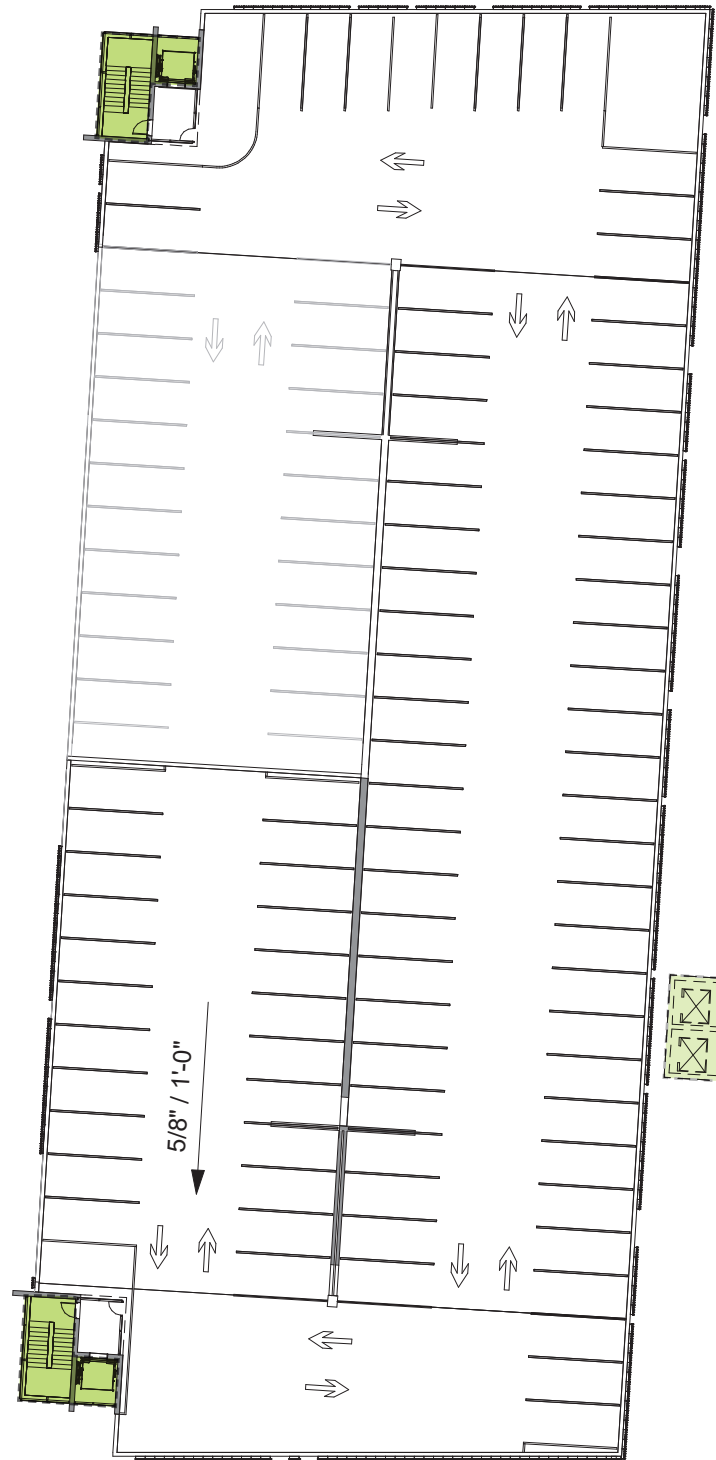




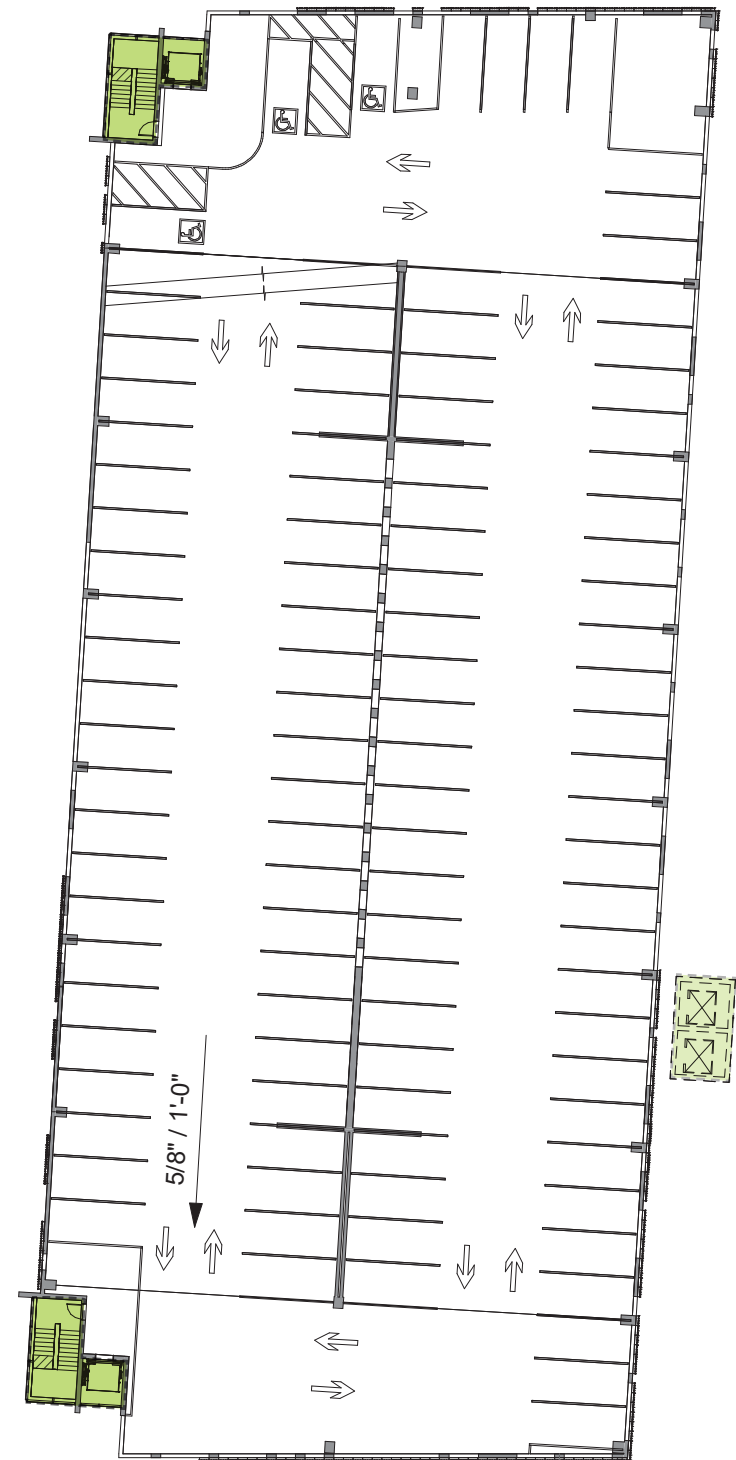




LEVEL B1



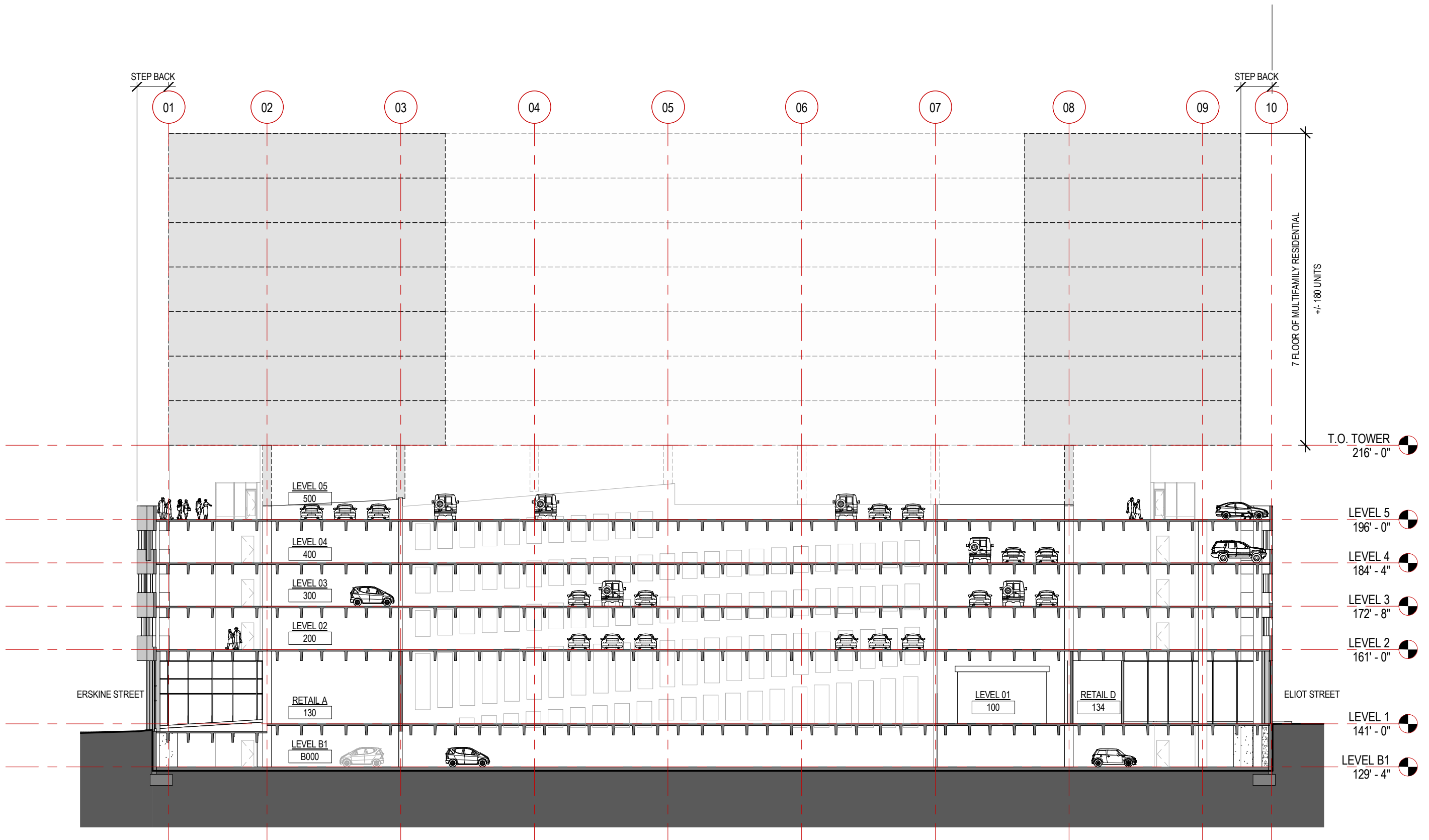
LEVEL 5



LEVEL 3-4



TYPICAL PLANS

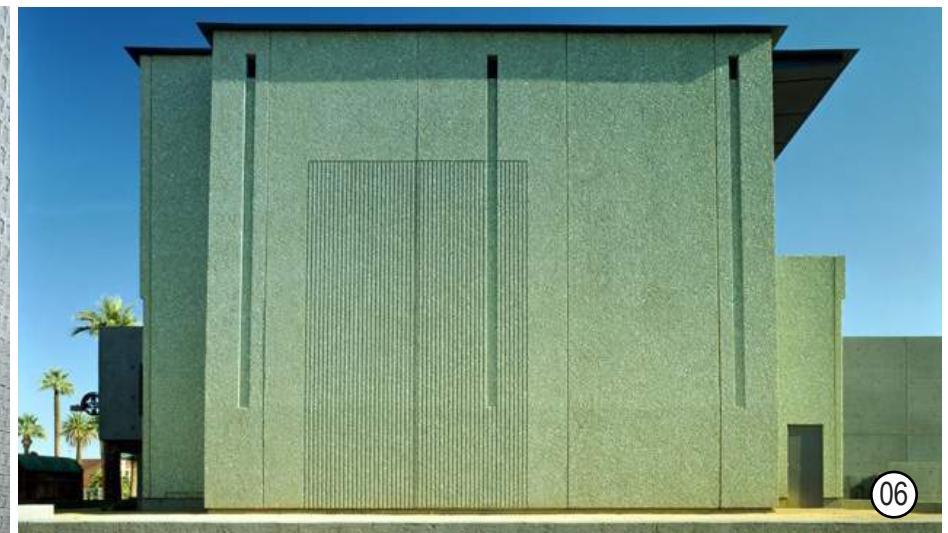


SECTION - LOOKING WEST

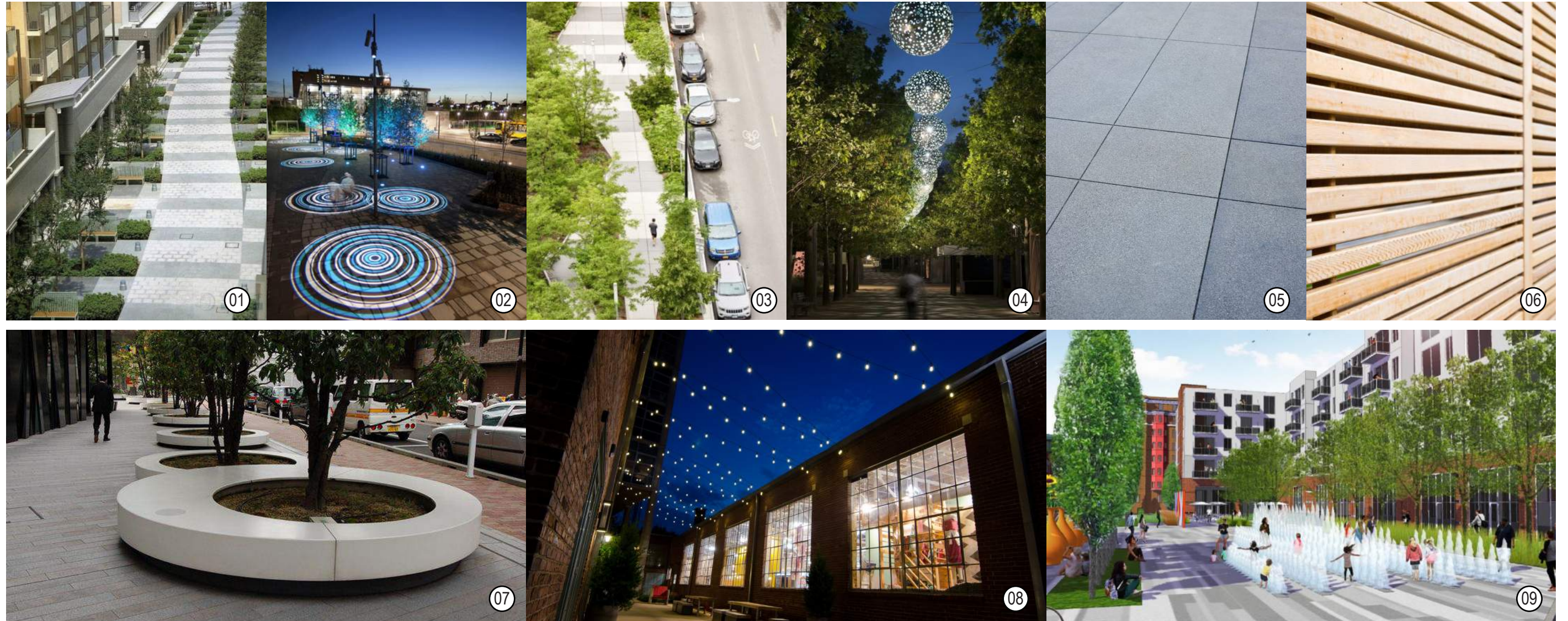


1. COLORED CONCRETE PAVING
2. CONCRETE SIDEWALK
3. SPECIAL PAVING
4. WATER FEATURE
5. CUSTOM SEATING
6. LOW PLANTINGS
7. LOW HEDGE
8. SCREEN HEDGE
9. LIGHT POLES
10. SHADE TREES (VARIOUS SIZES)
11. STREETScape SHADE TREES (MATCHED)
12. PARKING DECK VENTILATION
13. IDENTITY ICON / SCULPTURE
14. EXISTING TREES TO REMAIN
15. OVERHEAD LIGHTING FEATURE
16. UPRIGHT SHADE TREES WITH PLANTER SEATING
17. CONCRETE CURB
18. SCREEN FENCING
19. LAWN

1. TURN OF THE CENTURY "CLINKER" MASONRY
2. GLAZED MASONRY DETAIL
3. LINEAR SCREEN
4. COPPER SLAG
5. POROUS PAVING MERGES WITH LANDSCAPING
6. PATTERN AND DETAIL WITH PRECAST CONSTRUCTION



1. CURVED STREET CALMS TRAFFICE
2. CUSTOM LIGHTING EFFECTS IDENTIFYING DISTRICT
3. COLORED PAVING
4. OVERSCALED FEATURE LIGHTING
5. SAW CUT CONCRETE JOINTS
6. LINEAR SCREEN FENCES REFERENCE BUILDING FAÇADE
7. GEOMETRIC PLANTER BENCHES
8. OVERHEAD LIGHTING FOR ELIOT STREET AND ALLEY CONNECTION
9. IN-GRADE FOUNTAINS

















PHASE ONE BUILDING

- 5 LEVELS ABOVE GRADE / 1 LEVEL BELOW GRADE
- +/- 500 AUTOMOBILE PARKING STALLS
- BICYCLE PARKING / ELECTRIC VEHICLE CHARGING / PRIORITY PARKING FOR E.V. AND ALTERNATIVE FUELS
- 3 TO 4 COMMERCIAL SPACES (OFFICES, RESTAURANT, CAFÉ, SPECIALTY SHOPS, ETC.)

SITE AMENITIES

- ACTIVATED ALLEY WITH RETAIL SHOPS AND PEDESTRIAN CIRCULATION ACCESS (STAIRS AND ELEVATOR)
- RESTORED ELIOT STREET CONNECTING WOODWARD AVENUE TO JOHN R STREET
- NEW LANDSCAPING AND RECREATION SPACE BETWEEN EXISTING OFFICE, HISTORIC HOME AND PROPOSED PARKING DECK

PRIMARY EXTERIOR MATERIALS

- COPPER SLAG PEBBLE FACING ON PRECAST CONCRETE STRUCTURAL COLUMNS, BEAMS AND SPANDRELS
- SANDBLASTED CONCRETE STAIR AND ELEVATOR TOWERS
- RECYCLED PLASTIC LUMBER SCREENS
- CLEAR GLASS
- ALUMINUM CURTAIN WALLS
- PRECAST CONCRETE PAVING
- DARK SKY COMPLIANT L.E.D. LIGHTING (MINIMIZES LIGHT POLLUTION)

ZONING

- PD and PD-H ZONES
- MASTERPLAN AND PROPOSED PROJECT CONFORM TO FORTHCOMING FORM BASED ZONING CODE
- REVIEW PROCESS - DETROIT PLANNING AND DEVELOPMENT, DETROIT HISTORICAL COMMISSION, BRUSH PARK CDC AND DETROIT CITY COUNCIL



STRUCTURE



TEXTURE



CONTRAST