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TO: City Planning Commission

FROM: Kimani Jeffrey, Staff

RE: Request of Rockford Construction to amend Article XVII, District Map 4, of the 1984 Detroit City Code Chapter 61, Zoning, by modifying the provisions of the existing PD (Planned Development District) zoning classification for the property located at 3750 Woodward Avenue generally bounded by Alexandrine Avenue, John R. Street, Mack Avenue and Woodward Avenue to establish a mixed-use development to include a hotel, retail space, condominiums, student residences, multi-family units, and on-site parking. Additionally, the request of the Roxbury Group, LLC to modify the provisions of the PD (Planned Development District) classification at 3800 Woodward Avenue to allow for the existing tower with an ‘establishment that serves alcohol for consumption on the premises.’ Each of these requests proposes to allow those uses that are generally permitted in the B5 Major Business District.

DATE: April 9, 2019

NATURE OF REQUEST

Before the Commission are two separate requests for PD modifications on the land generally bounded by Alexandrine Avenue, John R. Street, Mack Avenue and Woodward Avenue. Although these two requests are adjacent to one another, they are separate and distinct, having no common ownership interests or relation according to documentation that has been submitted to CPC staff. However, since both requests were received generally at the same time, CPC staff was able to package the requests together.

The specific requests and proposed developments are as follows:

1. **3750 Woodward, The Mid-** Rockford Construction’s request for a \$175 million mixed-use development to include retail pavilions, a hotel, condominiums, student residences, and a multi-family residence tower. Also included is a parking structure with above and below grade-level parking and additional off-street surface parking. Also to permit those uses that are generally permitted in the B5 Major Business District.



3750 Woodward proposed site for “The Mid.”

2. **3800 Woodward, The Professional Plaza Tower ‘Hammer and Nail Building’**- The Roxbury Group’s request to reestablish the existing development and allow for the sale of beer or intoxicating liquor for consumption on the premises, and also to permit those uses that are generally permitted in the B5 Major Business District.

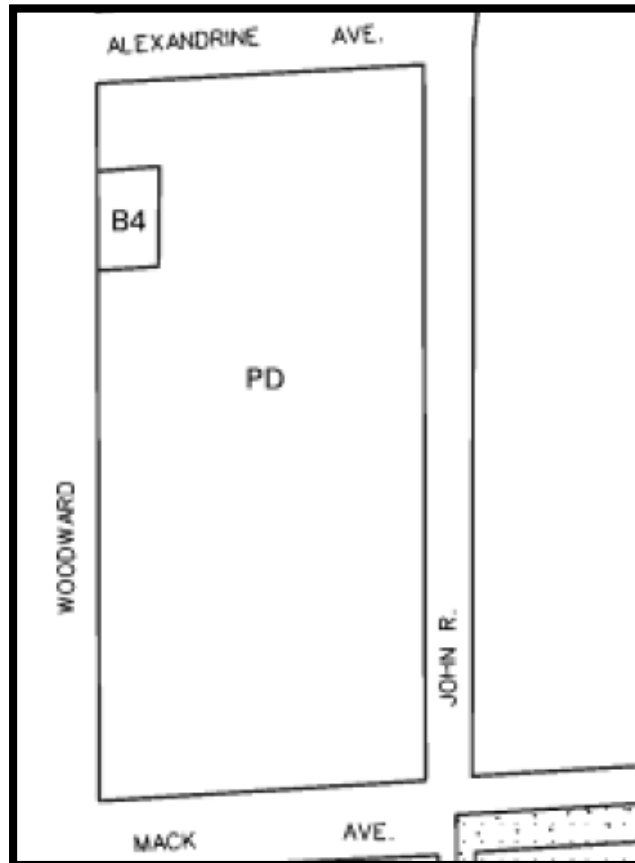


3800 Woodward, The Professional Plaza Tower ‘Hammer and Nail Building; existing.

BACKGROUND

Overall Site Zoning history

The two requests that are before the Commission for consideration, lie on an approximately 9.2 acre portion of land that was rezoned to the PD (Planned Development district) zoning classification in October 1998 by ordinance 37-98. The PD classification at the time was established to implement the Medical Center Rehabilitation Project No. 1 Urban Renewal Area plan. The PD zoning district replaced the B4 (General Business district) which accounted for the land within the boundaries mentioned.



Subject block depicted in zoning map

Subsequent to the entire parcel being rezoned to Planned Development, there have been projects proposed for the site that did not come to fruition. In 1998 there was a project approved by Council for an additional tower to be placed adjacent to the Professional Plaza to include hotel, a retail mall, and office space.

Another project was approved for the 3750 Woodward site, which was never realized. It included a four-story medical office building that would've housed the Wayne State University Physician Group, the Detroit Medical Center surgery offices, etc. That project also anticipated the closure and demolition of the Carpenter Plaza development now known as the Professional Tower Plaza.

Projects that did in fact come into being after approval by City Council at the southern end of the site include the Ellington Lofts with an accompanying six (6) story parking garage (including 954 parking spaces). Subsequently, the Whole Foods market was developed to the east of the lofts completing the redevelopment of the southern third of the PD superblock.

The Professional Plaza Tower, the ¹‘Hammer and Nail Building’ as many know it, is a twelve (12) story International Style structure, designed by Gerald Crane and Norbert Gorwic and erected in 1964-1966. The building was originally planned to be one of several towers, but in the end, was the only building completed from the plan.

PROJECT PROPOSAL -3750 Woodward (The Mid)

The project that is being proposed at 3750 Woodward is a \$175 million large scale mixed-use development in the heart of Midtown. The plans for the approximately 3.78 acre L shaped site = 60 Luxury Condominiums, 313 Multifamily Apartments and 520 beds (within 154 student units) for student residences.

Of the multi family apartment units, 54 are planned as efficiency units of approximately 515 sq. ft. each; 172 are 1-bedroom units of approximately 671 sq. ft. each; and 87 are 2-bedroom units of approximately 1,190 sq. ft. each.

A breakdown of the proposal components is found below:

Retail Anchor- 50,581 sf total, 23,747 sf 1st floor, 26,834 sf 2nd floor

Retail Grocer- 29,640 sf

Retail Pavilion (West) - One (1) story (3,870 sf.)

Retail Pavilion (East) - 1story (4,256 sf)

Student Residence- twelve (12) stories (228,526 sf)

Multi-Family Residence- 35 stories (325,474 sf)

Hotel- (209,485 sf.) and **Luxury Condominiums** (100,381 sf) which together comprise 24 stories of the development.

Underground Parking- One (1) story below grade (139,420 sf) and **Above Ground Parking-** five (5) stories above grade (172,723 sf) total

The total gross square footage of all structures is estimated to be 1,124,936 sf (excluding underground the parking)

The project plans to include affordable units according to the department of Housing and Urban Development standards. Of the total number of multiple family dwelling units, 62 units would be affordable, which is 20% of the total unit number.

In addition to the housing component of the development, the plan is to create outdoor plazas, a hotel, and multiple retail spaces that include one that will accommodate a large scale big box retailer, large scale grocer and also small boutique retailers.

To support all of the components of the development, the plan proposes 743 parking spaces, with the large majority of 728 spaces being structured parking (5 structured stories above grade and one (1) level of structured parking would be below-grade. The remaining 15 spaces would be surface lot parking housed outside of the structure. A traffic study has been conducted to assess the impact of the development on the surrounding area (see attached). Some recommendations

¹ Known as the Hammer and Nail building because of two signs that once adorned the façade that depict a hammer and nail. The signs were a trademark of the Carpenters Union that once had offices on the top floors of the Plaza. The Roxbury Group has restored one of the signs and reintroduced it into the building lobby, after it was removed in 2016.

have been made in the conclusion of the study. CPC staff will provide an analysis in our subsequent report.

The developer would like to begin the project as soon as possible, and complete construction by 2021. The developer anticipates that this project would spur approximately 1300 to 1500 temporary jobs and 400+ permanent jobs.

The developer is seeking a number of subsidies including the ²Neighborhood Enterprise Zone, Brownfield Tax Increment Financing, Brownfield MBT Credit, Commercial Property Tax Abatement, and MEDC DRP Loan.

PROJECT PROPOSAL- 3800 Woodward (The Professional Plaza Tower/Hammer and Nail Building)

The Roxbury group has in recent years purchased the Professional Plaza Tower and rehabilitated it into 72 apartment units with the project estimated to have a cost \$20 million. The primary request for the 3800 Woodward Professional Plaza, is to allow for the building to have an “upscale cocktail bar, offering a carefully curated menu of classic and original cocktails, as well as a selection of beer, wine and small plates. This venue would provide seating for approximately 65 guests in a midcentury modern atmosphere.” Such a venue would be considered an ‘establishment that serves alcohol for consumption on the premises’ per the Zoning Ordinance. Unfortunately, breakdowns in communication and processing have resulted in the construction of the bar without the full authority to establish it. Additionally, the developer is also requesting that the uses allowed in the B5 Major Business District also be allowed for the subject property. This is being requested to allow for flexibility in operations and future programming of the building.

PLANNING CONSIDERATIONS AND ANALYSIS

Surrounding Zoning and Land Use

The zoning classification and land uses surrounding the full project subject area are as follows:

North: PD; Bicentennial Tower senior apartments
South: PD; The Ellington Lofts parking deck; Whole Foods market
East: PD; McLaughlin Hall Medical Center
West: PD; Music Orchestra Hall/ Max M. & Marjorie Music Center and the Detroit School of Arts (high school)

Master Plan Consistency

The subject site is located within the Lower Woodward area of Neighborhood Cluster 4 of the Detroit Master Plan of Policies. The Future Land Use map for this area shows Mixed Residential Commercial (MRC) for the subject property. P&DD has been requested to provide a determination regarding the consistency of this proposal with the Master Plan of Policies.

COMMUNITY ENGAGEMENT

3750 Woodward

In regard to the proposal at 3750 Woodward, the developer has provided the following list of entities and groups that it has shared its development plans with:

² The request of these incentives in addition to the amount of the total project amount, trigger the CBO requirements for the project. The CBO is expected to commence in coming weeks.

Detroit Medical Center
Detroit Symphony Orchestra
Henry Ford Health Systems
Wayne State University
Bicentennial Towers Tenant Association
Whole Foods
Plaza Midtown

Additionally, this project will be required to undergo the Community Benefits Ordinance process, as it meets the qualifying threshold. This will require even more extensive community engagement for this project. Lastly, Midtown Detroit Inc. has submitted a letter of support for this project.

3800 Woodward

The developer has been working with Midtown Detroit Inc. with regard to the Professional Plaza Tower proposal,

Cc: Maurice Cox, Director, PDD
Arthur Jemison, Director, HRD
David Bell, Director, BSEED
Detroit Housing Commission



August 22, 2018

Brian Vosburg, AICP
Brownfield Redevelopment Manager
Detroit Economic Growth Corporation
500 Griswold, Suite 2200
Detroit, MI 48226

RE: 3750 Woodward Avenue LLC Brownfield Redevelopment Plan

Dear Mr. Vosburg,

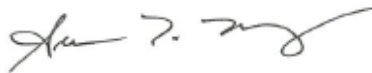
On behalf of the Midtown Detroit, Inc. (MDI), I would like to express our support for the redevelopment of 3750 Woodward Avenue. MDI recognizes that this project is eligible for brownfield redevelopment tax credits. These credits will provide a valuable financial benefit to support the completion of the project, which will be a much-needed benefit to the surrounding neighborhood.

The development site is in a great, centralized location within the Midtown District. This proposed \$175 million mixed-use project aims to further develop Midtown by bringing a 225-room boutique hotel; 60 luxury condos; 200 apartment units; 500 beds of student housing; 100,000 square feet of retail; and a 750-space parking deck.

New for-sale, rental housing, and student housing options will support the growing residential demand of a neighborhood facing 98% occupancy. The hotel and retail components will create new economic opportunities for all. The various elements of this project will contribute to the revitalization taking place in the area.

3750 Woodward is currently an underutilized property with the potential to become a thriving part of the neighborhood. MDI is encouraged by the proposed development of 3750 Woodward Avenue and believe it will have a meaningful impact on the surrounding neighborhood. MDI offers its full support of this project. If you have any questions, please feel free to contact me at 313.420.6000.

Sincerely,



Susan T. Mosey
Executive Director