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TO: City Planning Commission

FROM: Kimani Jeffrey, Staff

RE: Request of the Roxbury Group, LLC to amend Article XVII, District Map 4, of the 1984 Detroit City Code Chapter 61, Zoning, by modifying the provisions of the existing PD-H (Planned Development District-Historic) zoning classification for the property located in the 3400 Woodward Avenue block generally bounded by Eliot Street and the vacated portion of Eliot Street, John R. Street, Erskine Street and Woodward Avenue to establish the development known as the West Elm Hotel Detroit. The request proposes to allow for a twelve (12) story hotel tower and a two (2) story glass conservatory.

DATE: April 8, 2019

NATURE OF REQUEST

Before the City Planning Commission (CPC) is the request of the Roxbury Group for the modification of in existing PD (Planned Development District) Zoning Classification on land located at 3400 Woodward Avenue and generally bounded by Eliot Street and the vacated portion of Eliot Street, John R. Street, Erskine Street and Woodward Avenue. The request would establish the development known as the West Elm Hotel Detroit. It proposes to allow for a twelve (12) story hotel tower and a two (2) story glass conservatory.



The West Elm Hotel proposed adjacent to the Bonstelle Theater in Brush Park.

PROJECT PROPOSAL

The Roxbury Group is proposing to erect the West Elm Hotel in the Brush Park Historic District at the southeast corner of Woodward Avenue off of Eliot Street in the 3400 block of Woodward. The hotel would be complemented by a proposed new Conservatory on the south side of the hotel between it and the ¹Bonstelle Theater.

The hotel is proposed to be twelve (12) stories tall, totaling 138'-8" and is planned to host 154 guest rooms, dining and lounge venues on the first floor. Additionally, the hotel will accommodate meeting room and an exercise area on the second floor. Amenities include, a restaurant and bar, conference center, and fitness center.

The Conservatory is planned to be two (2) stories tall and will have a height of 20'-10". It will abut the Bonstelle Theater and will serve as a dining and lounge space to support the hotel. It'll also serve as a gathering space for attendees of the Bonstelle Theater, for which the developer will have a long-term lease to operate. The two buildings would have in total 110,064 gross square footage.

As was stated during the recent public hearing for the proposed SOMA parking deck, the West Elm Hotel is proposing to provide the required ²116 parking stalls for the hotel within the SOMA parking deck once completed. Until this is completed, the developer would use the existing surface parking area on the adjacent lot which is controlled by the same interests which owns the entire Red Cross site.

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; underutilized lot
- South:** PD; Bonstelle Theater
- East:** PD; Surface parking lot, site of proposed SOMA parking structure
- West:** PD; underutilized lot

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

The development team has been in contact with members of the community regarding this project. CPC staff did receive one email communication in opposition (see attachment).

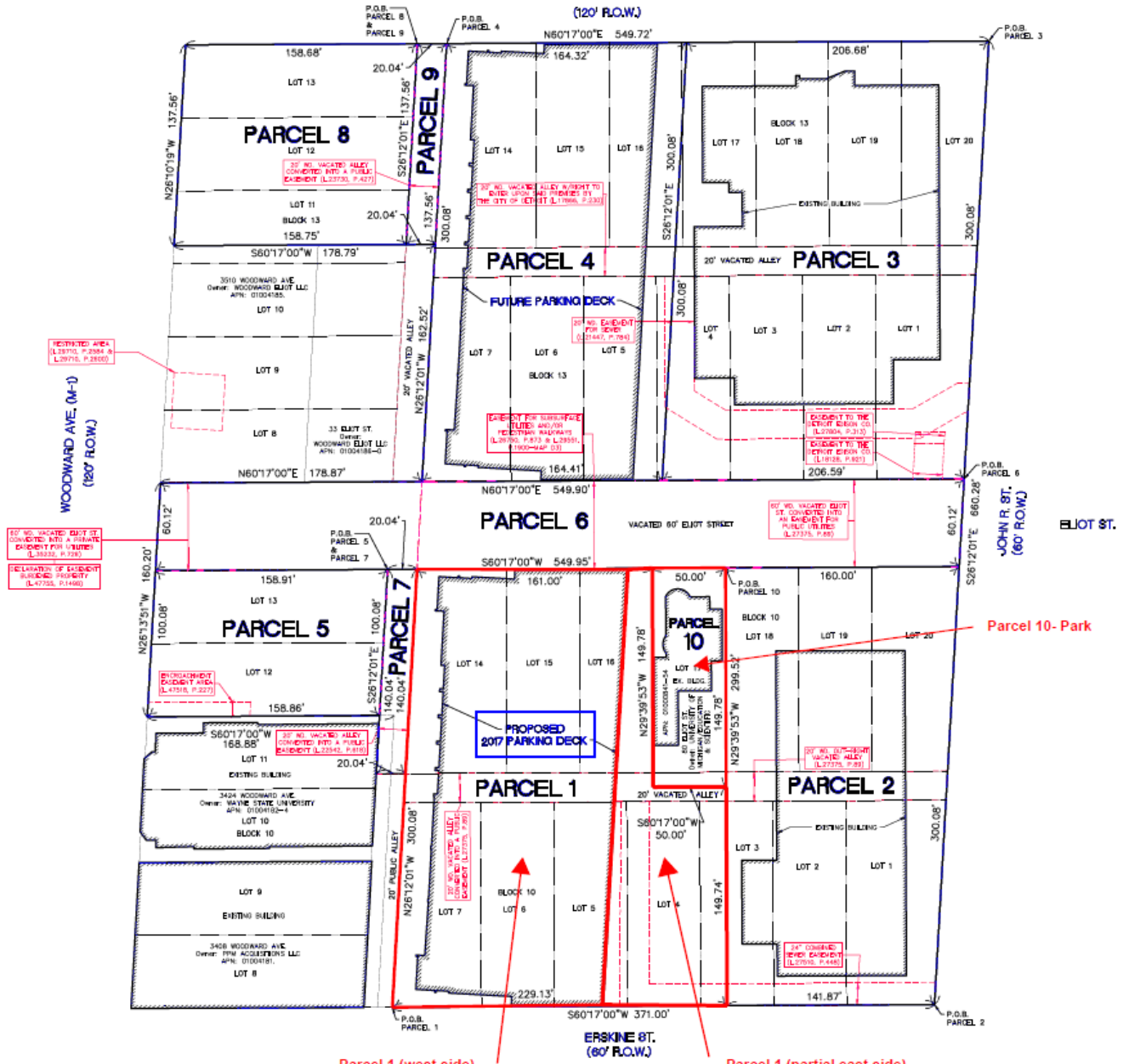
¹ The Bonstelle Theatre, originally known as Temple Beth-El at its inception in 1902 is owned and operated by Wayne State University. The building is on the National Register of Historic Places and is the work of renowned architect Albert Kahn. The Theater originally hosted a Jewish congregation led by Rabbi Leo M. Franklin. The theaters architecture is influenced by Roman and Greek temples such as the Pantheon in Rome. Italy. The structure was eventually sold to Jessie Bonstelle, hence the renaming, and converted to a theater in the 1920's.

² The Zoning Ordinance requires three (3) spaces per four (4) guestrooms and can be housed within 100 feet of the principal hotel use.

The Brush Park CDC voted to support the West Elm Hotel project by a vote of 6-0.

Staff will provide a complete analysis when this matter returns before our honorable body for action.

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



Proposed West Elm Hotel and Conservatory site on Parcel 5 of the former Red Cross Site.





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April 5, 2019

James Van Dyke
Executive Vice President, The Roxbury Group
1117 Griswold Street #1416
Detroit, MI 48226

Re: Hotel Bonstelle New Development

The Brush Park Community Development Corporation (the "CDC") forwards this letter to indicate our support for the proposed "Hotel Bonstelle" development for the property located at Woodward Avenue and Eliot Street (the "Project").

The Project plan for the proposed new construction of a 12-story hotel was presented before the CDC and the Brush Park community at a public meeting held on March 19, 2019. Community members attending the meeting were generally receptive of the Project.

By a vote of 6 in favor, 0 objections, and 0 abstentions, the Board voted to support the Project. Attachment A contains the opinions offered by the Board during the voting process for your consideration; please note, the opinions have no bearing on the Board's vote and are included for reference only.

We thank you again for your commitment to Brush Park and making a positive impact in our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Karissa Holmes".

Karissa Holmes, Secretary

Cc: City of Detroit Planning & Development

Attachment A: Poll Comments for "Hotel Bonstelle"

Below are the opinions submitted by CDC Board Members during the voting process for reference and consideration. Please note, the opinions have no bearing on the Board's final vote and are included for reference only.

Comment 1

I support this project and the shared parking concept; however, the parking structure where the hotel is parking (part of the SOMA development) should not be allowed as a 580-space structure without another primary use; the retail is not enough. The structure should be improved to be a true mixed-use building with a parking component that supports the hotel and other uses. When this project was originally supported by the CDC, the structure had a residential component and the SOMA plan showed a larger vision.

Comment 2

I support this project, but the developer should use all reasonable means to work with SOMA to make it possible for hotel patrons + valet to enter the SOMA parking deck from the alley rather than having patrons drive around John R. to Erskine to enter the parking deck. This will undoubtedly cause even more congestion to an already congested area.

RE: Brush Park CDC request for feedback on proposed Hotel Bonstelle

As a preservationist and consultant to a property owner in Brush Park, I feel I needed to respond to the initial design for the proposed West Elm Hotel.

It would seem that if they are using the historic Bonstelle Theater as inspiration and the name, they may want to design a building that actually compliments the theater rather than put up an opposing structure. I find the design to lack imagination and is visually unappealing. It does not carry any design elements from the theater that would actually show some creativity.

We as a city have an opportunity to say what we want our city to look like as we re imagine our future. Do we not deserve something that we can be proud of? In 2015 Detroit became the first American city to be named a UNESCO City of Design, an honor that recognizes a city's design legacy and commitment to promote cultural and creative industries, joining a total of 116 cities in UNESCO's Creative Cities Network.

This proposed development on Woodward certainly does not uphold this honor.

Sincerely,
Kim Rusinow
Consultant
Franklin St. LLC