



PLANNING & DEVELOPMENT DEPARTMENT  
2 WOODWARD AVE SUITE 808, DETROIT, MI 48226

# HISTORIC DISTRICT COMMISSION

## CERTIFICATE OF APPROPRIATENESS

**Application Number:** HDC2025-00164

**Effective Date:** 05/21/25

**Project Address:** 1535 Broadway St

**Issued to:** Zachary Meers

**Historic District:** Broadway Avenue

9000 Lahser

Detroit, MI 48214

**Description of Work:**

The installation of a 25' W x 30' L painted mural per the submitted documents and drawings.

**With the Conditions that:**

- ☐ The ghost signs shall remain in place.
  - ☐ The Commission selects the 25'W x 30'L mural size and location for the following reasons:
    - o The mural will not cover nor alter any distinctive character-defining features of the building.
    - o The mural won't remove, cover, nor alter the existing ghost signs.
    - o The 25' x 30' mural is more proportional to the existing signs and the two-story masonry wall.
    - o The mural will leave most of the brick wall unpainted, allowing the wall to retain its permeability to shed water.
  - ☐ Prior to painting the masonry surface, an inspection of the wall surface - the brick and mortar - should be completed. Identifying disintegrating mortar, cracks in mortar joints, loose and/or delaminating bricks and damp walls should be addressed. Should touch painting be required, duplicating the old mortar in strength, composition, color and texture is imperative. Particular attention should be given to the historic District. Cases involving historic masonry work should be referred to the Detroit Historical Society for guidance.
- Commission ("DHDC") interpretation of the existing historic wall shall be matched. Also, per DHDC policy, the staff of the DHDC has reviewed the above referenced application and hereby issues a Certificate of Appropriateness ("COA") for the description of work, effective date above, as it meets the Secretary of the Interior's Standards for Rehabilitation and the district's Elements of Design. The selected coating should be highly breathable (vapor permeable) to allow moisture in the brick to escape and evaporate, preventing damage to or deterioration of the wall.

**For the Commission:**

Daniel Rieden  
Senior Clerk to the Historic District Commission

PSR: 250521AD

Post this COA at the subject property until work is complete. It is important to note that approval by the DHDC does not waive the applicant's responsibility to comply with any other applicable ordinances or statutes.





# HISTORIC DISTRICT COMMISSION APPLICATION FOR WORK APPROVAL

City of Detroit - Planning & Development Department  
2 Woodward Avenue, Suite 808  
Detroit, Michigan 48226

## APPLICATION ID

HDC2025-00164

## PROPERTY INFORMATION

**ADDRESS(ES):** 1535 Broadway St

**HISTORIC DISTRICT:** Broadway Avenue

## SCOPE OF WORK: (Check ALL that apply)

- |  |   |  |   |  |                                |
|--|---|--|---|--|--------------------------------|
| <input type="checkbox"/> Windows/<br>Doors | <input type="checkbox"/> Walls/<br>Siding | <input type="checkbox"/> Painting        | <input type="checkbox"/> Roof/Gutters/<br>Chimney | <input type="checkbox"/> Porch/Deck/Balcony  | <input type="checkbox"/> Other |
| <input type="checkbox"/> Demolition        | <input type="checkbox"/> Signage          | <input type="checkbox"/> New<br>Building | <input type="checkbox"/> Addition                 | <input checked="" type="checkbox"/> Site Improvements<br>(landscape, trees, fences,<br>patios, etc.) |                                |

## BRIEF PROJECT DESCRIPTION:

The owners of Simmons and Clark Jewelers are looking to potentially have a mural painted on the side of their building, in celebration to our store's 100th anniversary this fall. (2025)

## APPLICANT IDENTIFICATION

**TYPE OF APPLICANT:** Architect/Engineer/Consultant

**NAME:** Bethany J. Howard

**COMPANY NAME:** City of Detroit - City Walls

**ADDRESS:** 9000 Lahser

**CITY:** Detroit

**STATE:** MI

**ZIP:** 48214

**PHONE:** +1 (313) 542-2171

**EMAIL:** Bethany.howard@detroitmi.gov

## I AGREE TO AND AFFIRM THE FOLLOWING:

- ☒ I understand that the failure to upload all required documentation may result in extended review times for my project and/or a denied application.
- ☒ I understand that the review of this application by the Historic District Commission does not waive my responsibility to comply with any other applicable ordinances including obtaining appropriate permits (building, sign, etc.) or other department approvals prior to beginning the work.
- ☒ I hereby certify that the information on this application is true and correct. I certify that the proposed work is authorized by the owner of record and I have been authorized to make this application as the property owner(s) authorized agent.

Signed by:

Bethany J. Howard

City of Detroit - City Walls

*Bethany J. Howard*

04/13/2025

SIGNATURE

9000 Lahser

DATE

Detroit

MI

48214

+1 (313) 542-2171

Bethany.howard@detroitmi.gov

Questions? Contact us at [hdc@detroitmi.gov](mailto:hdc@detroitmi.gov) or (313)224-1762

**NOTE: Based on the scope of work, additional documentation may be required. See [www.detroitmi.gov/hdc](http://www.detroitmi.gov/hdc) for scope-specific requirements.**

## PROJECT DETAILS – TELL US ABOUT YOUR PROJECT

**Instructions: Add project details using the text box in each section. If your details exceed the space provided, attach the details via the attachment icon for that section.**

### ePLANS PERMIT NUMBER:

(only applicable if you've already applied for permits through ePLANS)

n/a

## GENERAL

### 1. DESCRIPTION OF EXISTING CONDITION

*Please tell us about the current appearance and conditions of the areas you want to change. You may use a few sentences or attach a separate prepared document on the right. (For example, "existing roof on my garage is covered in gray asphalt shingles in poor condition.")*

Existing Wall has 2 ghost murals and is bare brown brick exterior.



### 2. PHOTOGRAPHS

*Help us understand your project. Please attach photographs of all areas where work is proposed.*



### 3. DESCRIPTION OF PROJECT

*In this box, tell us about what you want to do at the areas described above in box #1. (For example, "Install new asphalt shingle roofing at garage.")*

Simmons and Clark is celebrating their 100th Anniversary and would like to commemorate with a mural that ties them to the community.

Potentially, we could have a member of the HDC be on the selection panel to help us select a community led mural.



### 4. DETAILED SCOPE OF WORK

*In this box, please describe all steps necessary to complete the work described in box #3. (For example, "remove existing shingles, replace wood deck as necessary, replace wood eaves, install roof vents, replace rotted fascia boards, paint, clean worksite.")*

Please see an example of The We Build Giants Open Call, which is a previous open call that will be similar to the open call that City Walls Would release for Simmons and Clark. The vision and timeline will be different and cater to the Vision and Timeline for Simmons and Clark. Please use example as a reference.

Art has not been chosen yet.


If there is a particular paint that is suggested by the HDC, we can discuss that as well... previous paints that have be



### 5. BROCHURES/CUT SHEETS

*Please provide information on the products or materials you are proposing to install. For example, a brochure on the brand and color of the shingles proposed.*

ADDITIONAL DETAILS

<div>8. SITE IMPROVEMENTS</div> <div><i>If site improvements are proposed, please provide any relevant site improvement plans pertaining to your project.</i></div>	<div></div>

## City Walls Potential Mural Project for Simmons & Clark

### Overview:

This document provides a reference for a potential mural partnership between Simmons & Clark x City Walls, outlining comparable project, estimated costs, timelines, and the overall process.

### Comparable Projects:

Please see the [Open Call Document for The Godfrey Hotel](#). Something similar will be released for your Open Call.

Please see the following links for The Godfrey Hotel Murals:

[Jacob Dwyer “Godfrey” Mural](#)

[Trae Issac “Godfrey” Mural](#)

#### 1. Godfrey Hotel Mural Project (2023)

- a. 2 Murals
- b. Scale ranging from: 2 Stories to 8 Stories
- c. Total Cost: \$100,000 (including artist fees, materials, and installation)
- d. Timeline: 8 to 10 weeks (design to completion)
- e. Key Features: Community engagement, historical themes, Corktown

### Estimated Costs:

- Small (under 300 sq ft): \$10,000 - \$15,000
- Medium (300-600 sq ft): \$15,000 - \$25,000
- Large (600+ sq ft): \$25,000 - \$50,000+
- **Additional costs** may include wall prep, equipment like boom lift, scissor lift, or scaffolding, and long-term protective coatings.

### **Timeline:**

1. **Concept Development & Approval (2-4 weeks)** – Define vision, gather stakeholder input, and secure approvals and selection panel meetings.
2. **Design Phase (2-3 weeks)** – Create preliminary and final renderings, adjust based on feedback.
3. **Production & Installation (4-8 weeks)** – Wall preparation, painting, sealing, and final inspections.
4. **Community Engagement & Unveiling (1-2 weeks)** – Public involvement, media outreach, and launch event.

### **Overall Process:**

- Initial meeting to discuss vision, site selection, and budget
- Partnership agreement outlining responsibilities and funding
- Open Call released local artists
- Review of preliminary designs and refinement
- Mural execution and project management oversight
- Unveiling FOR 100<sup>TH</sup> Anniversary

## 2 Potential Mural Locations:



OR



The outline listed here is approx. 35W  
x35L = 1,225 SQ.FT + Pricing for  
Boom Lift.

A potential mural here would cover  
the uppermost ghost mural.





The outline listed here is approx.  
 $25w \times 30L = 750 \text{ SQ. FT}$  + Pricing  
for Boom Lift.

A potential mural here wouldn't  
cover ghost signs and keep  
them intact, if you so choose.



The outline listed here is approx. 35W x35L = 1,225 SQ.FT + Pricing for Boom Lift.

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## Open Call: “We Build Giants” Mural Project

**Deadline to Apply: 9/3/24**

### Project Description:

City Walls Detroit (CWD) is partnering with BuildSubmarines.com to celebrate Michigan’s manufacturing workforce through the eyes and talent of its incredible artists. Specifically, we are seeking an artist to design a mural that brings to life Michigan’s skilled trade workers of today *and* tomorrow working on and being trained to work on Michigan’s new major maritime manufacturing initiative: the maintenance and construction of U.S. Navy Submarines.

### Project Background:

The U.S. Submarine Industrial Base and Navy is at the beginning of a 10-year initiative to maintain and construct its submarine fleets, and as a result, providing skilled and aspiring trade workers around the country with significant opportunity for meaningful, enduring maritime manufacturing careers. However, this manufacturing initiative is challenging given the current shortage of trade workers in our country due to several factors such as a decades-long turn away from vocational education/job training programs, a hyper focus on the college learning model, skilled trade worker retirement, etc.

So, to drive national awareness of and attraction to the maritime manufacturing career and training opportunities on [BuildSubmarines.com](https://BuildSubmarines.com), the U.S. Submarine Industrial Base, U.S. Navy, and BlueForge Alliance launched the national recruitment advertising campaign “We Build Giants.” Inspired by insights derived from research with national and local workforce opportunity focus groups, [the “We Build Giants” commercial](#) aired nationally in Fall 2023 gaining hundreds of millions of media impressions (broadcast, digital, etc.) and record breaking traffic on BuildSubmarines.com, where more than 37,000 tradespeople across the U.S. in every role, skill level, and industry have gone to create profiles and get hired by hundreds of U.S. maritime manufacturing suppliers.

Recently, in Michigan, Governor Whitmer [announced](#) the U.S. Submarine Industrial Base and Navy’s recognition of Michigan and its incredible manufacturing talent and history as a perfect place to invest millions of dollars into maritime manufacturing infrastructure, technology, workforce training and K-12 education via the **Michigan Maritime Manufacturing (M3)** initiative. To help inform Michiganders about the robust career opportunities the **M3 initiative** brings to Michigan’s current and future generations of trade workers, the U.S. Submarine Industrial Base, U.S. Navy, and BlueForge Alliance produced a [Michigan version of the “We Build Giants”](#) campaign that aired in July 2024 and features footage shot in and language inspired by Detroit and surrounding Michigan areas, along with accompanying digital and out-of-home executions.

### Project Vision: BuildSubmarines.com

BuildSubmarines.com would like to partner with Detroit’s incredible artist talent to produce a mural that celebrates the meaningful career opportunities associated with, and Michigan’s manufacturing workforce’s critical role in, the construction and maintenance of U.S. Navy Submarines through the eyes of people who know Michigan best: its artists, and where the spirit and pride of Michigan is so vibrant: Detroit.

We envision a spirited mural that showcases Michigan skilled trade workers (experienced, novice, retired military, men, women, variety of ages) supporting the construction and maintenance of maritime manufacturing in Michigan along with the benefits of joining the skilled trade work force.

- **The main focus of the mural should be Michigan's skilled trade workers of today and tomorrow engaged in meaningful submarine manufacturing careers.** To a smaller but still noticeable degree, the mural should pay homage to the incredible accomplishments, dedication, and legacy of Michigan's current and historic manufacturing workforce.
- Please utilize the [Michigan version of the "We Build Giants"](#) advertising campaign and content/imagery on [BuildSubmarines.com](#) for inspiration and education about the mission, but do not create a mural design that exactly mirrors these creative executions. **The mural should not feel or look like an advertisement.**
- Please visit <https://www.buildsubmarines.com/career-paths> to learn more about several of the **high priority job segments buildsubmarines.com will hire for over the next 10 years: Additive Manufacturing, CNC Machining, Metrology, Non-Destructive Testing, and Welding.** Scroll towards the bottom of <https://www.buildsubmarines.com/career-paths> to see a list of other positions that while not high hiring priority job segments, will play an integral part in our pursuit of constructing a fleet of next-generation submarines.
- Michigan has a tremendous/growing Veteran population and Michigan's maritime manufacturing sector represents opportunity for Michigan men and women who once wore a uniform to serve their country in a new and different capacity. As such, please incorporate a degree of patriotism, but **ensure patriotism does not take over, as the focus of the mural should be meaningful skilled trade manufacturing careers in Michigan.**

#### **Project Vision: City Walls Detroit**

We have selected this location due to its visibility from the Ambassador Bridge, Detroit River, and from Riverside Park. This location is high visibility and will serve as an arts anchor to the park welcoming visitors and helping to frame the park with hopefully an energetic backdrop. We hope the mural incorporates the skilled trade work force and the critical role they play in improving the quality of life for themselves, their family, and the community. We believe the park is an ideal location to highlight that we Detroiters and Michiganders both work hard and play hard in our parks. We hope this mural adds energy to the surroundings and inspires folks to get involved with the evolution of the workforce and take pride in their city and state as a driving force in the future of manufacturing as it has been the foundation of the manufacturing past in putting the world on wheels and being the arsenal of democracy.

**The City of Detroit has a vision for neighbors to feel connected to each other, take shared responsibility for their neighborhoods, feel empowered to make a change in their environment, and envision a positive future for themselves, their children, and the built environment in which they live.**

#### **Project Scope and Deliverable:**

- Provide (1) one unique mural design concept that aligns with the above Project Vision.
- Execute (1) one approved mural design that aligns with the above Project Vision

**Project Schedule:**

- 8/12/2024: Open Call released
- 8/20/2024: Deadline for question submissions
- 9/3/2024: Open Call closes
- 9/16/2024: Artist or artist team announced
- Late September 2024: Artist or artist team starts work on approved mural concept
- By the end of October 2024: Artist or artist team concludes work

**Project Location:**

- Detroit's Nicholson Terminal (4105 W Jefferson Ave, Detroit, MI 48209), located along the perimeter of newly-renovated and highly-trafficked 29-acre Riverside Park.

**Artist Scope of Work Artist or Artist Team Responsibilities:**

- The selected artist or artist team will be required to work in collaboration with City of Detroit, the U.S. Submarine Industrial Base, BlueForge Alliance, Nicholson Terminal and Accenture Federal Services.
- The selected artist or artist team is responsible for:
  - Conducting research to better understand the site, the project, Michigan's manufacturing history and current culture, along with any other elements deemed helpful to their creative process.
  - Developing and presenting to Selection Panel: (1) one unique mural design concept that represents the above Project Vision.
  - Incorporating feedback from Selection Panel about concept, making revisions, and presenting (1) one final concept for approval.
  - Creating and executing the final concept.
  - Fulfilling the responsibilities within the contracted budget and timeline.
  - Participating in any planned unveilings, if necessary.

**City Walls Detroit Responsibilities:**

- Coordinate reviews and permissions regarding artist selection and concept development
- Coordinate marketing, documentation, and public engagement
- Assist in the coordinating applicable permits and right of entry for install

**Budget:**

- \$75,000
- The budget is all-inclusive, including but not limited to the artist's fees, artist's assistant costs, artist's studio costs, materials and supplies, consultants, and installation.

**Artist Selection Process:**

- Eligibility: We are seeking an artist or artist team who can make a commitment to working in Detroit as necessary to fulfill the responsibilities of this project. Any artist or artist team is encouraged to apply.
- Process: This will be an open call. Qualifications, portfolios, and statements will be solicited by City Walls Detroit. A 9-member selection panel will score each application with the highest score winning the commission.

**Selection Criteria:**

- Winning artist or artist team will be selected based on the Selection Panel's evaluation of the following 100 point-scale criteria:
  - 30pts: Ability to accomplish projects of a similar complexity within the budget, timeline, and technical constraints presented, based on examples of prior works
  - 30pts: Preliminary sketches/renderings
  - 20pts: Artist or artist team statement
  - 10pts Detroit Based Artist
  - 5pts: Michigan-based artist
  - 5pts: Veteran

**9 Member Selection Panel will consist of one member per category below:**

- City Walls Detroit
- The U.S. Submarine Industrial Base
- BlueForge Alliance
- Accenture Federal Services
- Nicholson Terminal
- Community Arts Professional
- Community Arts Professional
- Community Member
- Community Member

**Application:**

- After completing the online form, each interested artist or artist team must submit:
- A CV or resume for each artist (1 page max per artist) including a min of 2 references of previous public art clients
- Up to 3 images of past work considered relevant to this project
- Up to 3 images of preliminary designs for this project
  - Digital images must be JPEG files
  - Each image must be unlocked and downloadable for viewing
  - Upload 1 sheet with the following information per image
    - Image name
    - Title of artwork
    - Location
    - Date of completion
    - Budget, medium, and dimensions
    - Up to 4 sentences of project description

**Additional Background / Project Inspiration / Context:**

- The U.S. Navy is on a once-in-a-generation journey to completely transform its next-gen submarine fleet by producing 2 fleets of next-generation submarines (2 Virginia-Class Submarines and 1 Columbia-Class Submarine per year over the next ten years). What makes a next-generation submarine? They are the largest and most technologically advanced subs the U.S. Navy has ever put to sea, with the endurance to run without

refueling for over 40 years, and unlimited range. These are truly futuristic marvels of design and engineering.

- The Great Lakes is a critical maritime center of gravity for the U.S. Navy's submarine enterprise and includes 2,510 partners from across region. In Michigan, there are more than 400 businesses that currently support related U.S. Navy programs and platforms, 175 of which are in the Greater Detroit area. Several of these suppliers (7 in MI) are considered "critical" to shipbuilding efforts either by volume or nature of work.
- Examples of tailored programs for Michigan's elementary, middle, and high-school students that will provide students with hands-on activities to inspire an interest in trades and the skills necessary to build submarines. **The following is for artist inspiration only, please do not use program names.**
  - "BOAT for Kids" elementary school program provides students with a series of weekly structured activities aimed at exposure to maritime trades. The program provides curricula and project kits (activity books, drawstring bags, kitted projects like cheese whiz welding, PVC periscopes, etc.)
  - "BOAT for Explorers" is aimed at middle school students and provides exposure to maritime careers. EB and SIB industry personnel are present in the classroom, supporting teachers while they deliver the lessons. The program provides activity kits and materials for a series of 2-4 structured activities totaling 10 hours of curriculum.
  - "BOAT for NextGen" is a comprehensive program for high school students with six structured, hands-on trade exposure projects for students interested in maritime trades post-graduation. This program is timed to ensure students are aware of opportunities as they make post-graduation plans, including partnering with Community Colleges, so students can learn in the same environment as adult learners.

Questions can be submitted to [citywalls@detroitmi.gov](mailto:citywalls@detroitmi.gov)

**Wall:**





**Dimensions: 150x40 feet**



The outline listed here is approx.  
 $25w \times 30L = 750 \text{ SQ. FT}$  + Pricing  
for Boom Lift.

A potential mural here wouldn't  
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