**STAFF REPORT:** SEPTEMBER 9, 2020 MEETING PREPARED BY: B. CAGNEY

APPLICATION NUMBER: 20-6830 ADDRESS: 3711 WOODWARD

**HISTORIC DISTRICT:** ORCHESTRA HALL

**APPLICANT**: ART CONLEY / ALLIED SIGNS INC.

**PROPERTY OWNER:** DETROIT SYMPHONY ORCHESTRA / LINDA LUTZ, CFO **SCOPE OF WORK:** INSTALL DIGITAL MONITORS IN EXISTING POSTER FRAMES

**PROVISIONAL COMPLETE DATE:** 9-2-2020

**DATE OF STAFF SITE VISIT: 9-3-2020** 



Orchestra hall, and the Max M. Fisher Music Center, as seen from across the street on Woodward Ave., Staff Photo

### **Existing Conditions**

Located on the northwest corner of Woodward Avenue and Parsons Street, Orchestra Hall was designed by architect C. Howard Crane and opened in 1919. The building is one of the great success stories of historic preservation in Detroit, as the building was vacant and mostly unused during the 1960's but was designated as a historic district at the end of 1969 to ward off demolition. A grassroots effort led by a member of the orchestra was successful and restoration efforts began in 1974. In 1979, the DSO returned to perform the first concert on the renowned stage since 1939 and finally, the orchestra returned to performing at the venue regularly in 1989. In 2003, construction finished on the adjacent addition, the Max M. and Majorie S. Fisher Center for Performing Arts, which is not in the historic district.

The façade of the boxy building is primarily buff brick but uses light gray precast stone that carries neoclassical detailing from the ground to the central portion of the façade. Some of the character-defining features include six (6) pilasters featuring Corinthian style capitals, detailed architraves, entablature and a large cartouche at the top center of the front façade, done in terracotta. Additional ornamental details include metal work on the balconies below the windows, the marquee and poster frames on both sides

of the main entrance. Photos of the façade throughout the years show what appears to be the shape of the frames in the 1920's and 1930's.

### **Proposed Exterior Modification – Digital Poster Displays**

- The applicant proposes to install two (2) digital monitors inside of the existing poster frames mounted to the façade of Orchestra Hall and five (5) at various locations at the Max M. Fisher Center for Performing Arts.
- Only two of the seven proposed posters are located in the Orchestra Hall Historic District.
  - o The applicant is proposing to install a 2.83' wide x 5.67' high x 2.12" deep LED display with mounting channels inside of the existing metal frame.
  - o The existing frame is aprox. 2.99' x 5.72' x 1-5/8" deep to the plywood.
  - The existing plywood backing would be removed to accommodate the larger size.
  - The blocking behind the poster frame will be removed to provide enough depth to mount and ventilate the LED display.
  - O New 3/4" plywood will be attached to support the new LED
  - The applicant states that "no changes to the outside of the poster frame, existing glass or stone structure will be modified in any way; and the "LED display will be located totally within the current frame."
  - The removal of backing, brick and attaching new plywood is responsibility of the Detroit Symphony Orchestra. The applicant will work with the contractors to ensure proper fit and ventilation for the LED displays.
  - The displays are driven with digital signage players running Carousel software.

### **Staff Observations:**

- Location: Only two (2) of the seven (7) posters are in the Orchestra Hall Historic District.
- Exterior Modification: The applicant states that beyond the installation of the LED panels and the removal of material behind the frames, there will be no noticeable modification to the building. Further, any modification of building material behind the frame will always be covered by the frame. It is staff's opinion that the installation of these LED panels is a sensitive way to maximize exposure for DSO programming while preserving the character defining details of Orchestra Hall.

### **Recommendations:**

• <u>Installation of LED Panels in existing poster frames</u>: Staff recommends that the Commission issue a Certificate of Appropriateness for the proposed work based on the Secretary of the Interior's Standards for Rehabilitation and the district's Elements of Design.



Orchestra Hall in the 1920's, detroiturbex.com



Orchestra Hall in the 1920's, expanded to show poster frame. detroiturbex.com



Orchestra Hall in the 1930's, detroithistorical.org



Orchestra Hall in the 1970's, detroithistorical.org



Orchestra Hall in the 1970's, detroiturbex.com



Orchestra Hall in the early 1990's, detroiturbex.com



Orchestra Hall, September 2020, Staff Photo.



### A COMMUNITY-SUPPORTED ORCHESTRA

Linda Lutz 3711 Woodward Ave Detroit, MI 48201 September 16, 2019

To: The City of Detroit

From: Detroit Symphony Orchestra

RE: Permit to Install Digital Poster Boards

To Whom It May Concern:

Allied Signs and Bluewater Technologies have been contracted to install new digital poster boards at the Max M. & Marjorie S. Fisher Music Center building located at 3711 Woodward Avenue, Detroit, MI. Please allow Allied Signs and Bluewater Technologies to apply for the permit that allows us the opportunity to move forward with the project.

If you have any questions or concerns, please feel free to contact our office.

Sincerely,

Linda Lutz, Vice President and Chief Financial Officer

### DSO Digital Poster Boards – (3 Sheets) Detailed Scope of Work

### Detailed Scope -

The DSO would like to replace the paper posters on either side of the main entrance to Orchestra Hall with digital signage. Bluewater is recommending LED over LCD due to size of enclosure, product lifespan and outdoor lighting conditions.

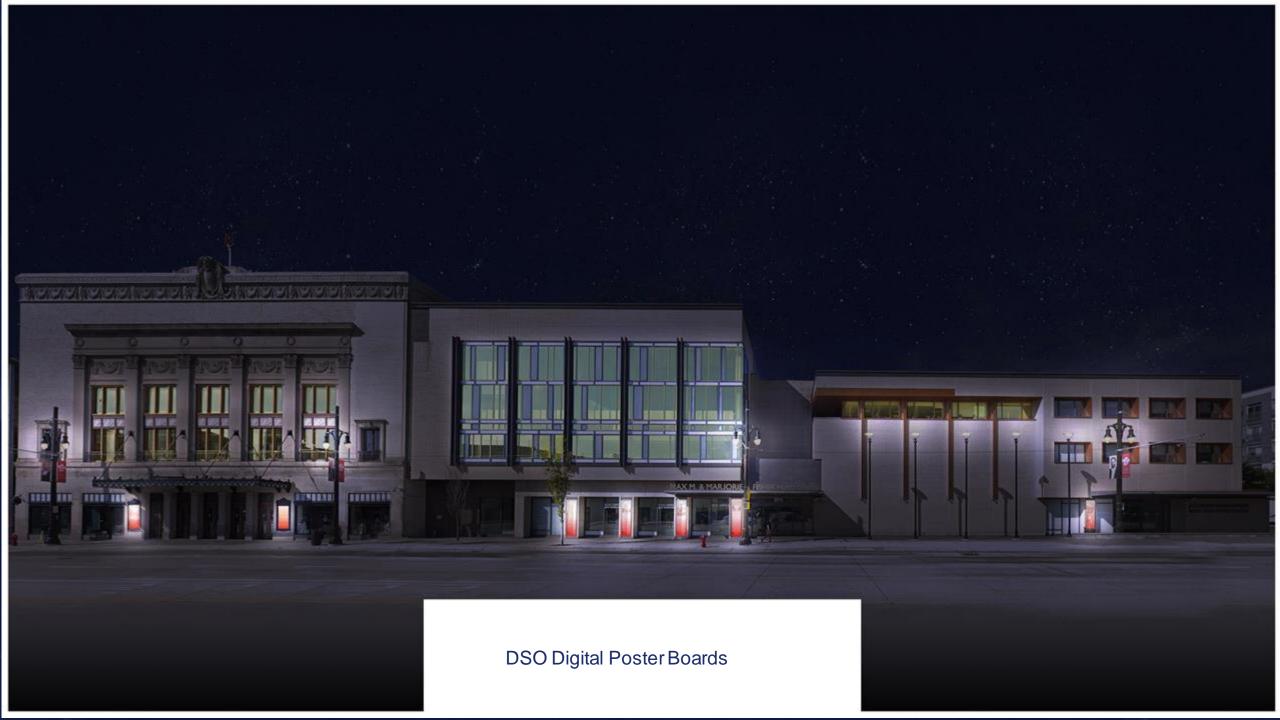
Bluewater understands that the frame of the poster is required to stay in place due to the Historical Designation of Orchestra Hall. The glass front measures 2'-117/8'' wide by 5'-67/8'' high. The current depth of the poster frame is 1'-5/8'' from the inside of the glass to the plywood.

The LED display is 2.83-feet wide by 5.67-feet high. The depth of the LED display with mounting channel is 2.12" deep.

Due to the shallow depth of the frame, the brick and other blocking in the rear of the poster frame will need to be removed to provide enough depth to mount and properly ventilate the LED display.

The rear plywood backing will be removed, the bricks behind the plywood will be removed and a new ¾" sheet of plywood will be attached to the inside structure to support the LED. No changes to the outside of the poster frame, existing glass or stone structure will be modified in any way. The LED display will be located totally within the current frame. The removal of the backing, brick and attaching the new plywood is the responsibility of the Detroit Symphony Orchestra. Bluewater will work with the DSO's contractors to ensure proper fit and ventilation for the LED displays.

The displays will be driven with digital signage players running Carousel software.





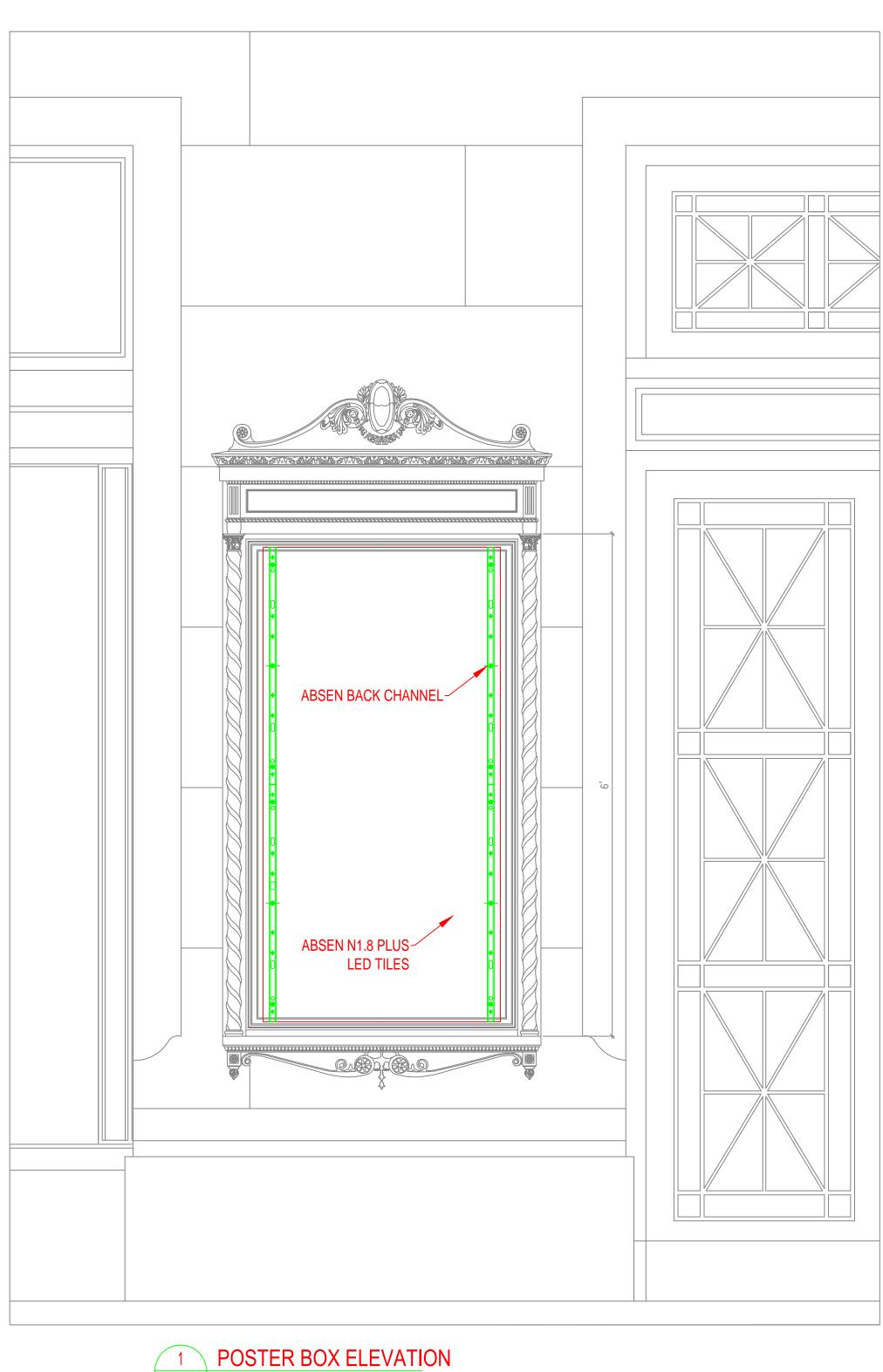




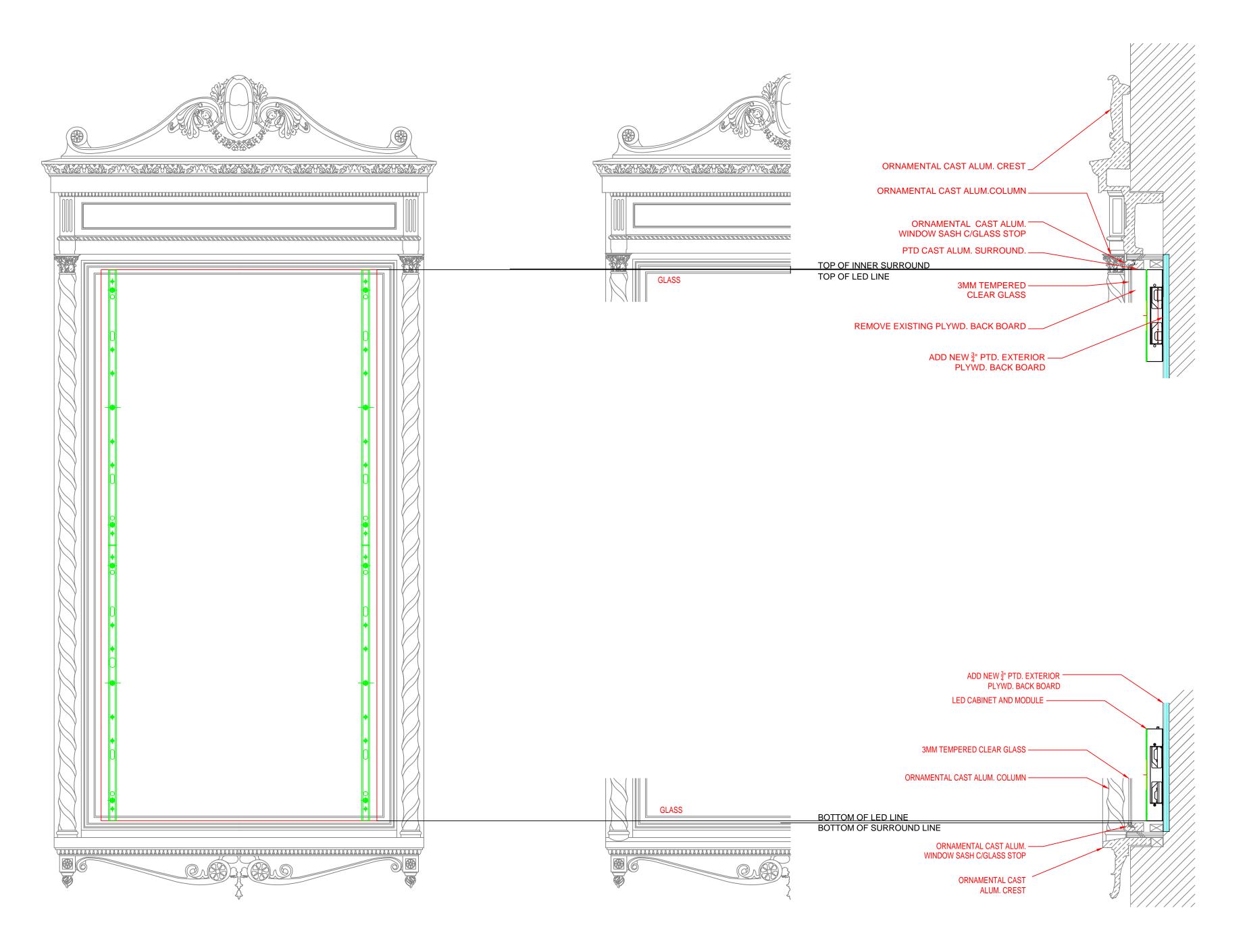














BLUEWATER 24050 NORTHWESTERN HWY SOUTHFIELD, MI 48075 (800) 344-6575 4245 44TH ST. SE #1 GRAND RAPIDS, MI 49512 (800) 344-6575 9715 KINCAID DR. FISHERS, IN 46037 (800) 344-6575

BLUEWATERTECH.COM

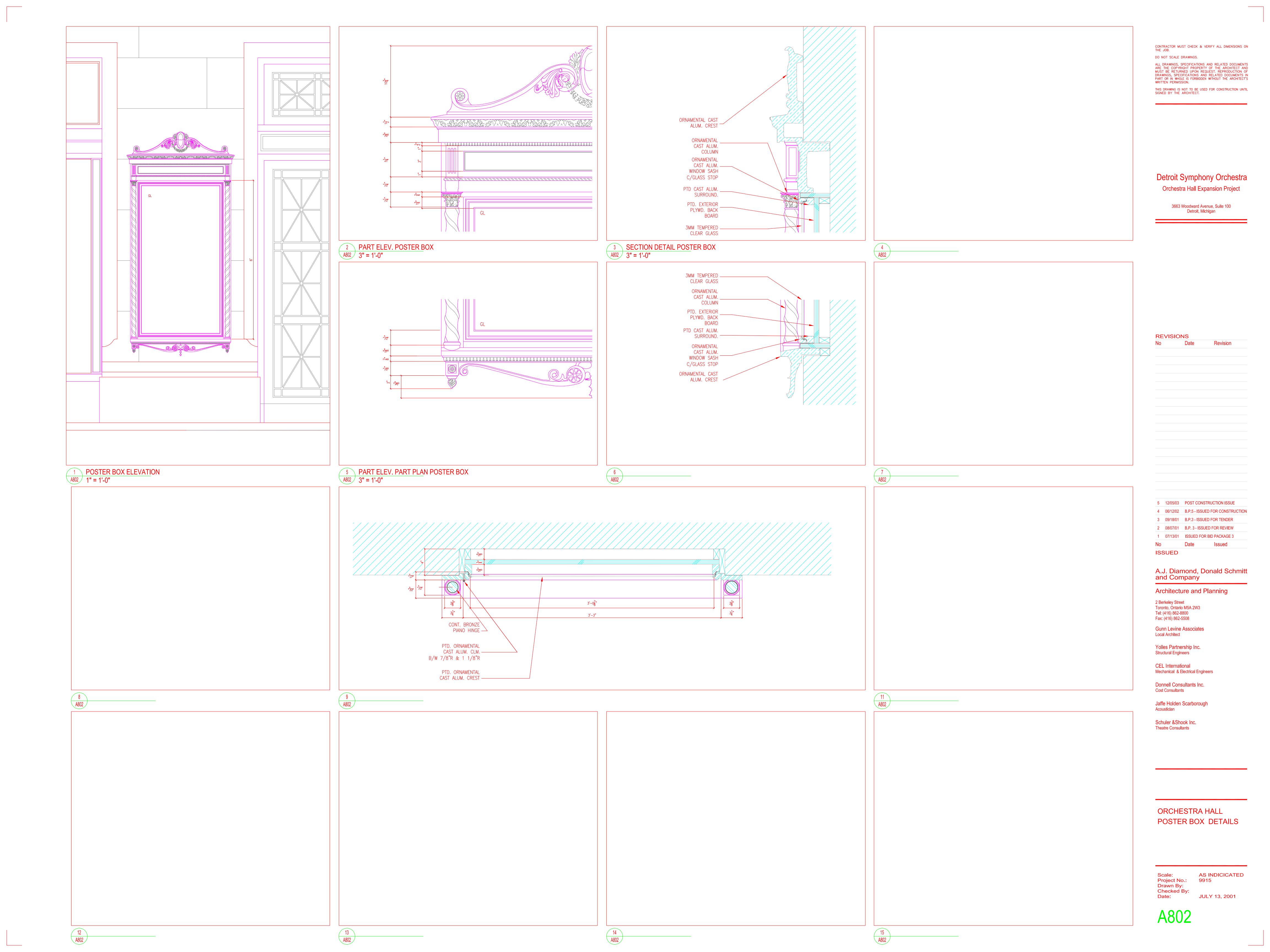
OUTDOOR DIGITAL POSTERS DETROIT SYMPHONY ORCHESTRA 3711 WOODWARD AVENUE DETROIT, MI 48201

> COLLEEN GRADY FRAN VANDENBROECK

RANDY HALL, CTS-D

AV3-D1

ORCHESTRA HALL DIGITAL POSTER DETAIL



DETROIT SYMPHONY ORCHESTRA 3711 WOODWARD AVENUE DETROIT, MI 48201



Linda Lutz 3711 Woodward Ave Detroit, MI 48201 September 16, 2019

To: The City of Detroit

From: Detroit Symphony Orchestra

RE: Permit to Install Digital Poster Boards

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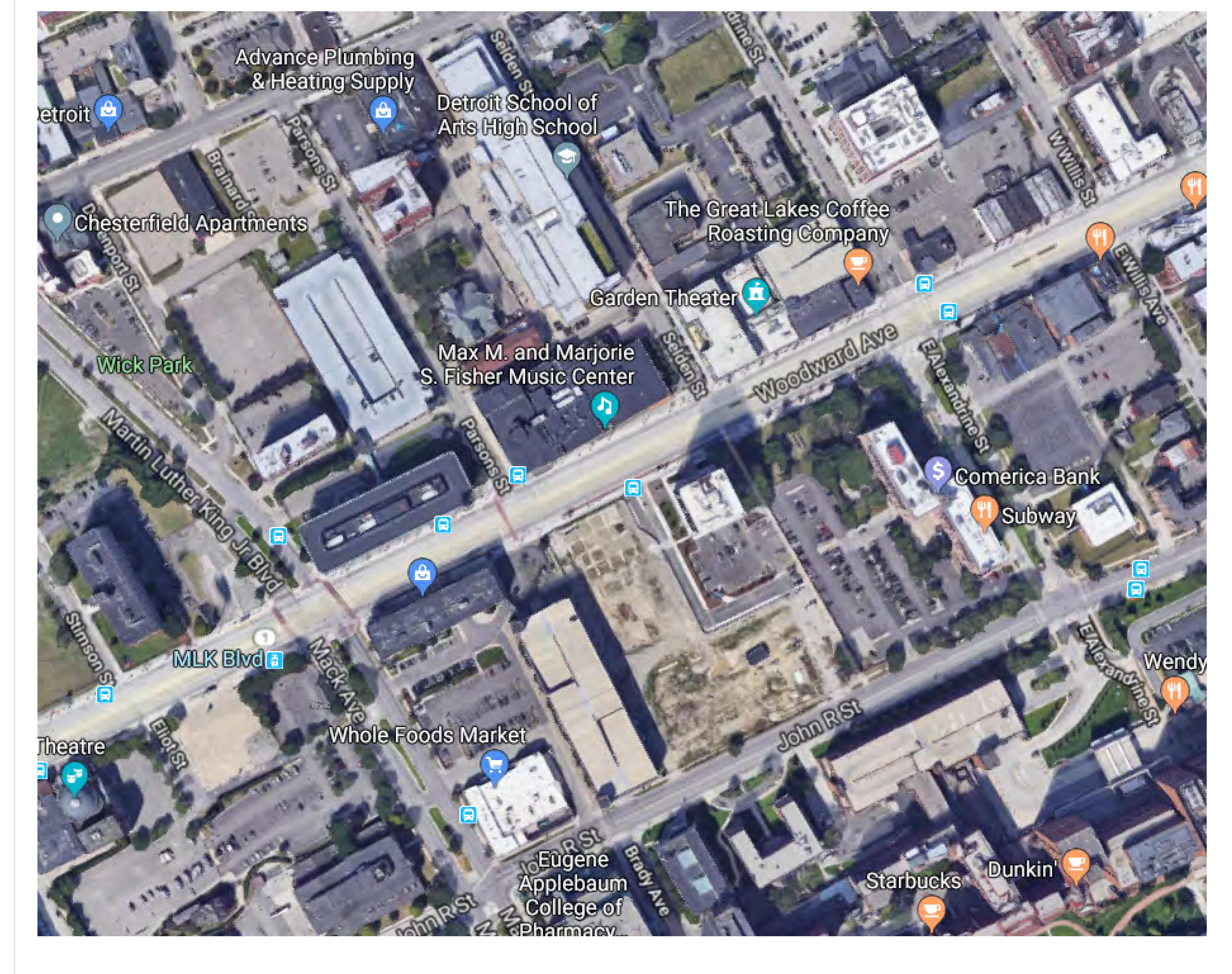
MAX M. & MARJORIE S. FISHER MUSIC CENTER 3711 WOODWARD AVENUE · DETROIT, MI 48201 T 313.576.5100 · F 313.576.5101 · DSO.ORG

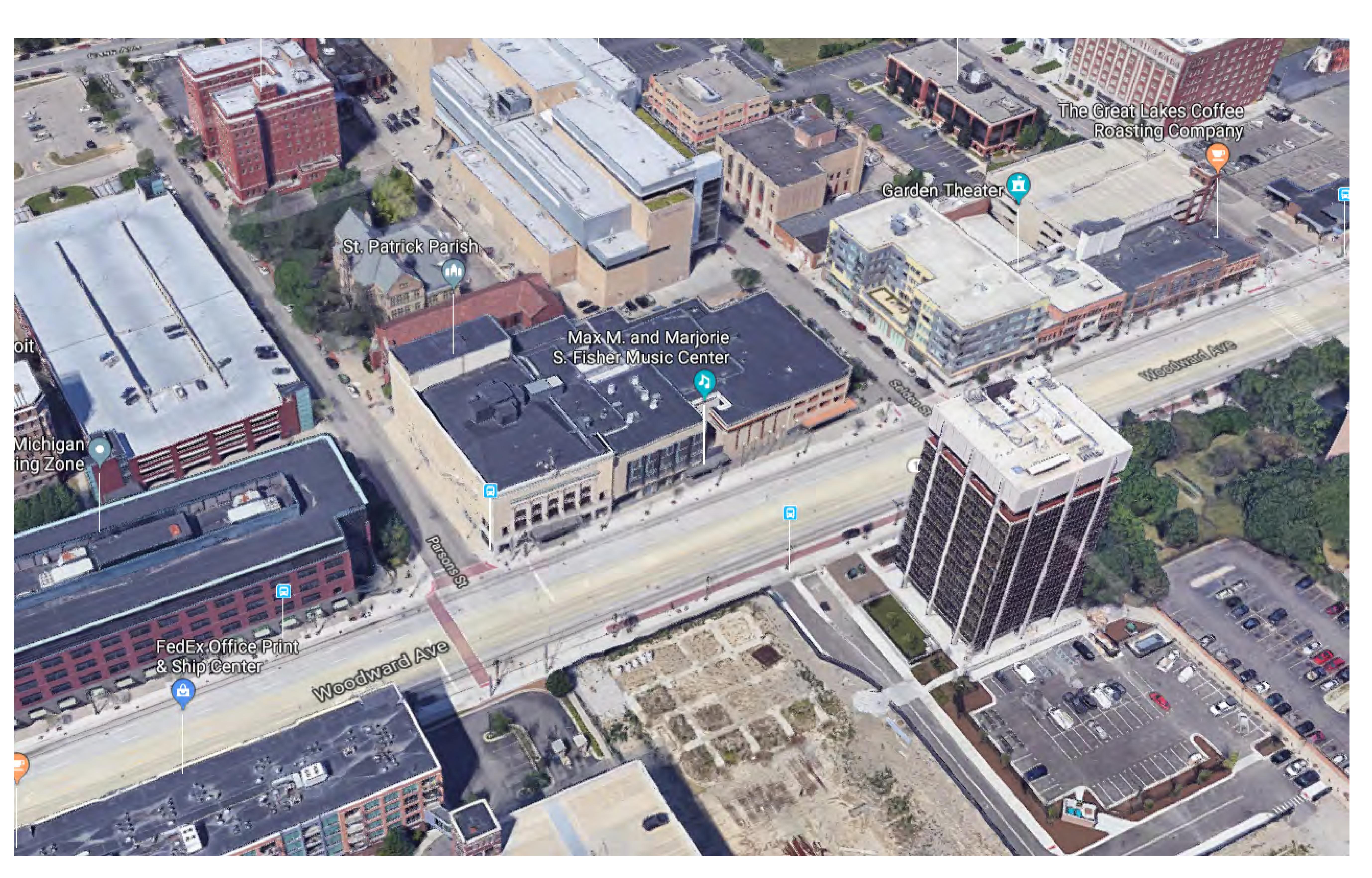
MARK DAVIDOFF, Chairman ANNE PARSONS, President and CEO



Clinton Twp, MI 48035 586-791-7900 SIGNS www.alliedsignsinc.com











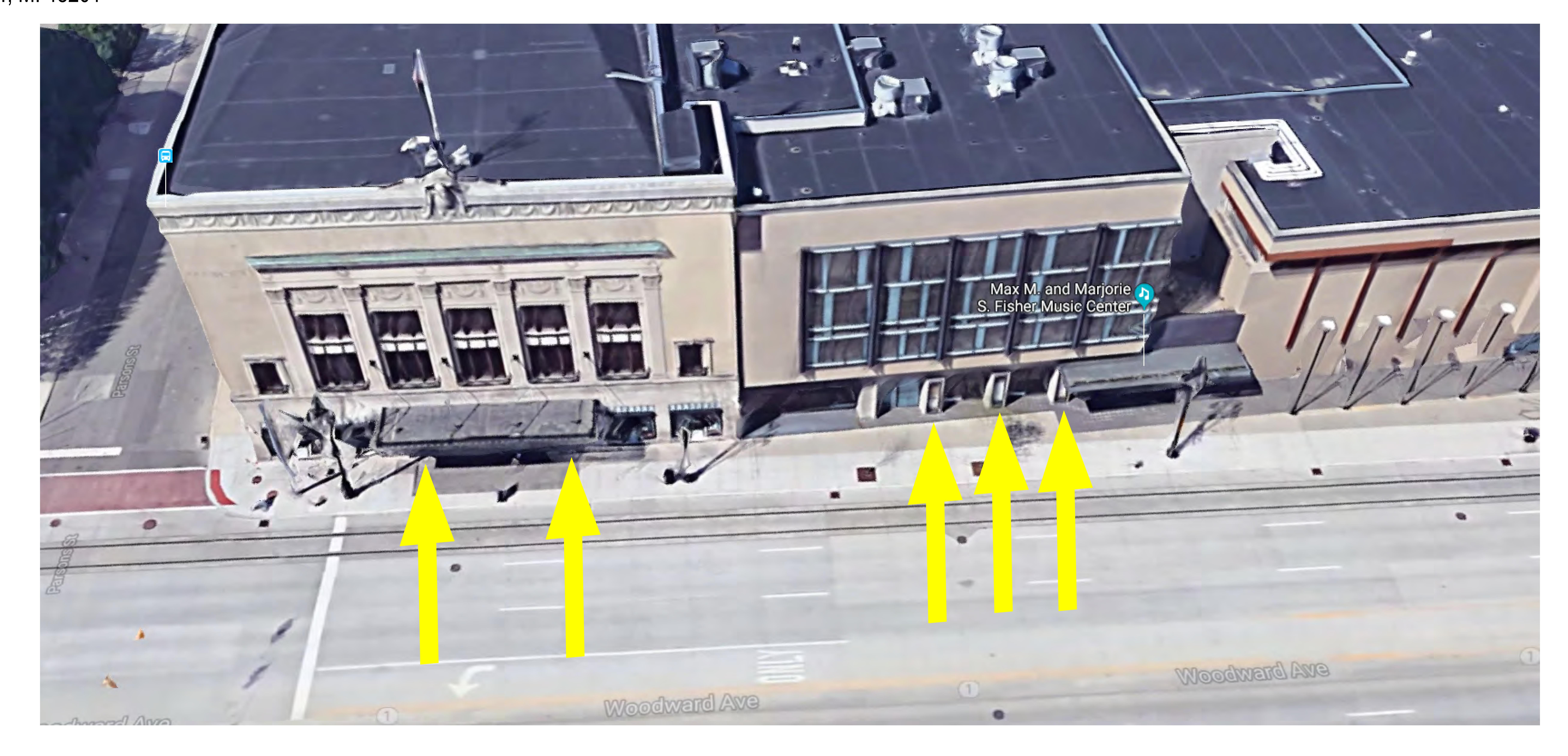
586-791-7900 SIGNS www.alliedsignsinc.com



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THIS SIGN IS INTENDED TO BE INSTALLED ACCORDING

TO ARTICLE 600 OF THE NATIONAL ELECTRIC CODE AND ALL OCAL CODES. THIS INCLUDES PROPER without the expressed written consent by an authorized officer of Allied Signs Inc.



# SUPPLY AND INSTALL (5) NEW DIGITAL BILLBOARD ASSEMBLIES ASSEMBLIES WILL BE INSTALLED INTO EXISTING WALL SPACES










Allied Signs Inc.
33650 Giftos Drive Clinton Twp, MI 48035 586-791-7900 SIGNS www.alliedsignsinc.com



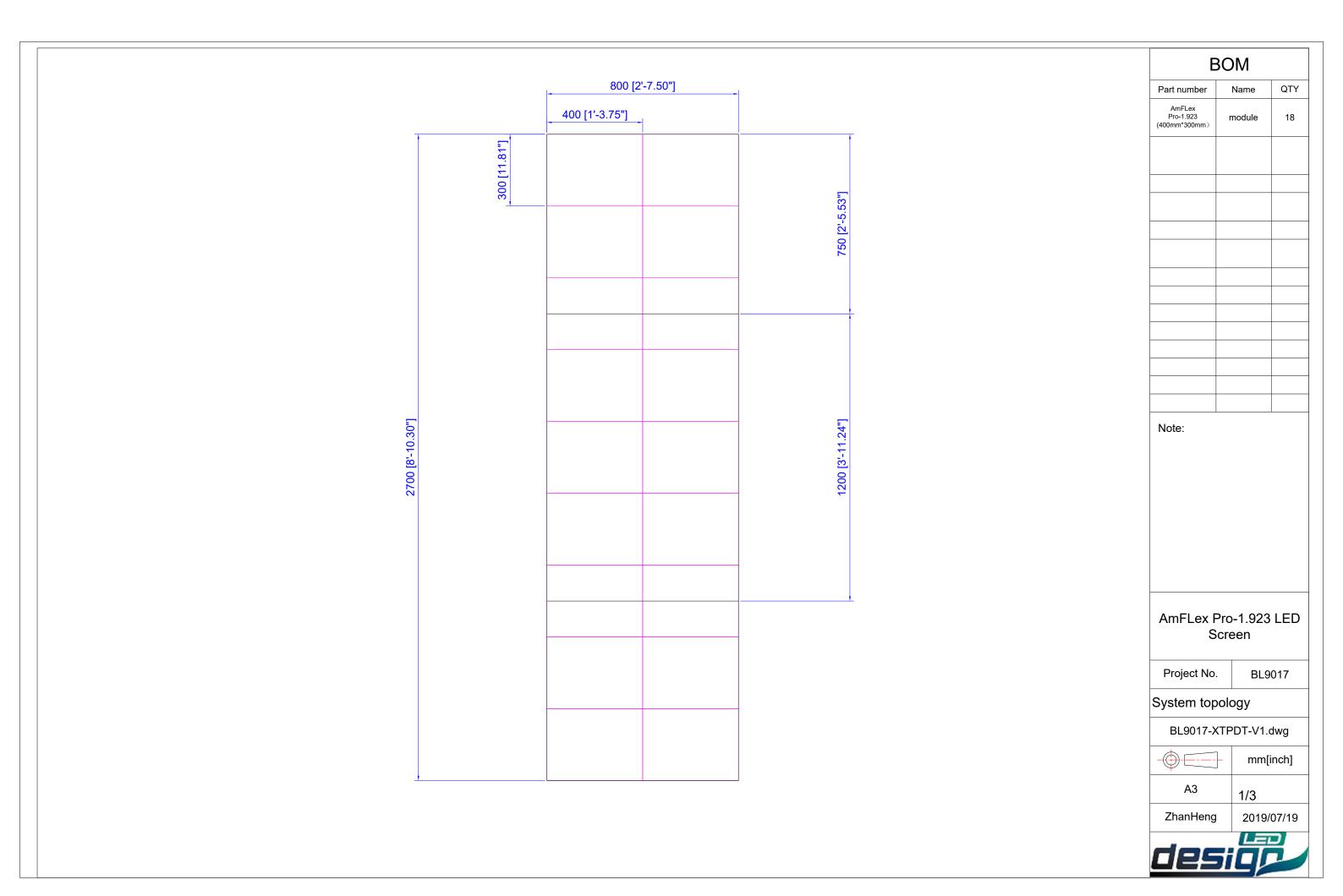


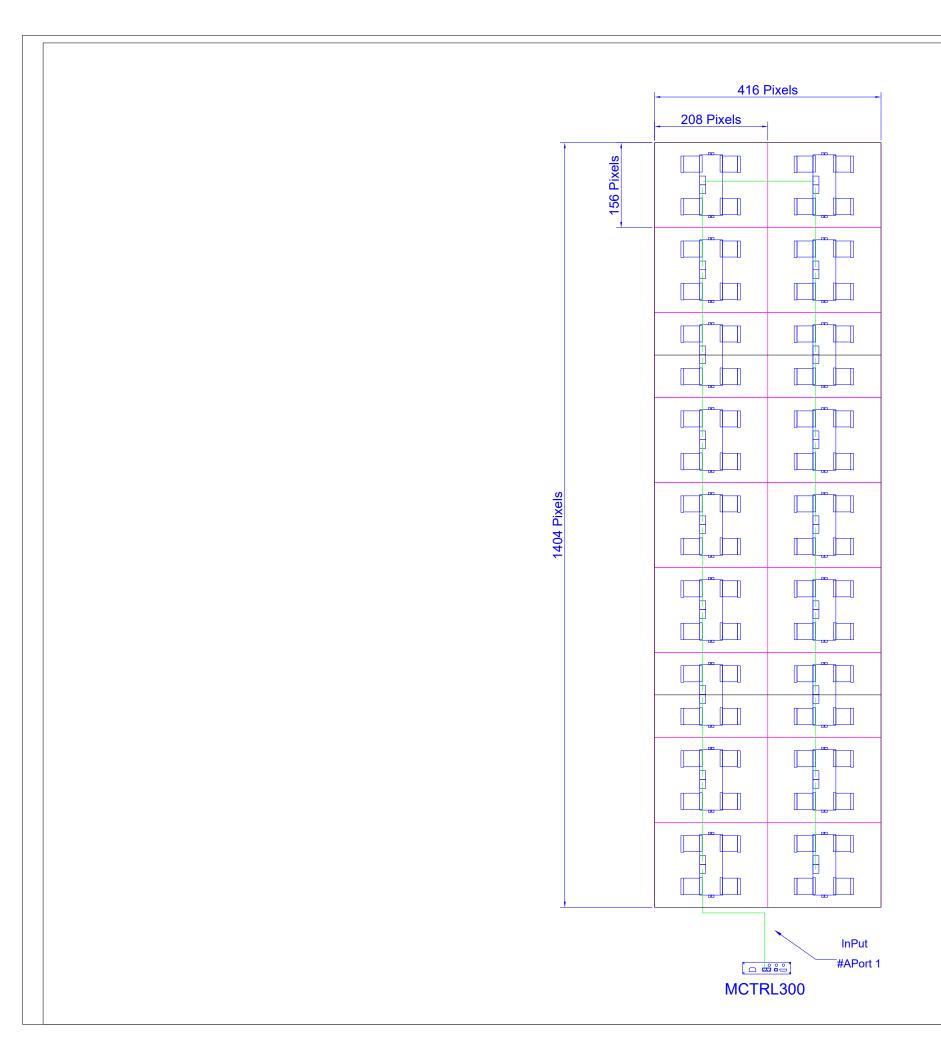
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ВОМ				
Part number	Name	QTY		
	receiver	18		
MCTRL300	sender	1		
700mm	cable 6	18		
10000mm	cable 6	1		

Note:

AmFLex Pro-1.923LED Screen

Project No. BL9017

System topology

BL9017-XTPDT-V1.dwg

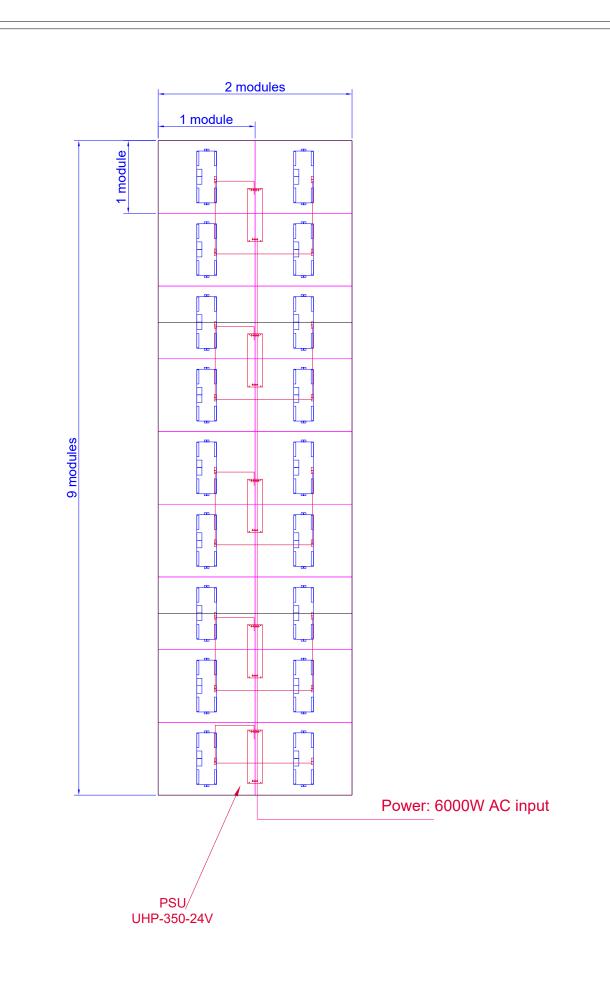


mm[inch]

А3

2/3 ZhanHeng 2019/07/19





BOM				
Part number	Name	QTY		
power	UHP-350-24V	5		
4000mm	AC Main power cord	1		
Note:	1			

AmFLex Pro-1.923LED Screen

Project No.

Switching diagram

BL9017-XTPDT-V1.dwg



mm[inch]

BL9017

А3

3/3 ZhanHeng 2019/07/19



## HISTORIC DISTRICT COMMISSION PROJECT REVIEW REQUEST

**DATE:** 7-29-2020

CITY OF DETROIT
PLANNING & DEVELOPMENT DEPARTMENT
2 WOODWARD AVENUE, ROOM 808, DETROIT, MI 48226

PROPERTY INFORMATION	
ADDRESS: 3711 Woodward Avenue	AKA:Orchestra Hall
HISTORIC DISTRICT:	
SCOPE OF WORK: Windows/ Check ALL that apply)  Windows/ Chimney	Porch/ Landscape/Fence/ General Rehab
New Construction Demolition	Addition Other: Digital Posters
APPLICANT IDENTIFICATION	
Property Owner/ Homeowner Contractor	Tenant or Architect/Engineer/ Business Occupant Consultant
NAME: Jody Harper "on behalf of Company COMPA	NY NAME: Detroit Symphony Orchestra
ADDRESS: 3711 Woodward Avenue CITY: De	etroit STATE: MI ZIP: 48201
PHONE: 313-576-5179 MOBILE: 248-894-409	98 <u>EMAIL:jharper@dso.org</u>
PROJECT REVIEW REQUEST CHECKLIST	
Please attach the following documentation to your requirements of the following documents of the follo	uest.
*PLEASE KEEP FILE SIZE OF ENTIRE SUBMISSION UND	
Completed Building Permit Application (highlighted)	ghted portions only)  Based on the scope of work,
ePLANS Permit Number (only applicable if you'r	additional documentation may
for permits through ePLANS)	See www.detroitmi.gov/hdc for
<b>Photographs</b> of ALL sides of existing building or	site scope-specific requirements.
<b>Detailed photographs</b> of location of proposed w (photographs to show existing condition(s), design	ork , color, & material)
<b>Description of existing conditions</b> (including m	aterials and design)
Description of project (if replacing any existing replacementrather than repairof existing and/	
Detailed scope of work (formatted as bulleted li	st)
Brochure/cut sheets for proposed replacement	material(s) and/or product(s), as applicable

Upon receipt of this documentation, staff will review and inform you of the next steps toward obtaining your building permit from the Buildings, Safety Engineering and Environmental Department (BSEED) to perform the work.

SUBMIT COMPLETED REQUESTS TO HDC@DETROITMI.GOV

### P2 - BUILDING PERMIT APPLICATION

Date: <u>7-29-2020</u>
PROPERTY INFORMATION
Address: 3711 Woodward Ave. Floor:Suite#:Stories:
AKA: Lot(s): Subdivision:
Parcel ID#(s):
Current Legal Use of Property: Proposed Use:
Are there any existing buildings or structures on this parcel?
PROJECT INFORMATION
Permit Type: New Alteration Addition Demolition Correct Violation
Foundation Only Change of Use Temporary Use Other: 516N
Revision to Original Permit #:(Original permit has been issued and is active
Description of Work (Describe in detail proposed work and use of property, attach work list)
see attached
MBC use change No MBC use change
Included Improvements (Check all applicable; these trade areas require separate permit applications)
HVAC/Mechanical Electrical Plumbing Fire Sprinkler System Fire Alarm
Structure Type
■ New Building         ■ Existing Structure         ■ Tenant Space         ■ Garage/Accessory Building
Other: Size of Structure to be Demolished (LxWxH) cubic ft.
Construction involves changes to the floor plan?  Yes  No
(e.g. interior demolition or construction to new walls)
Use Group: Type of Construction (per current MI Bldg Code Table 601)
Estimated Cost of Construction \$ \$
Structure Use
Residential-Number of Units: Office-Gross Floor Area Industrial-Gross Floor Area
Commercial-Gross Floor Area: Institutional-Gross Floor Area Other-Gross Floor Area
Proposed No. of Employees: List materials to be stored in the building:
PLOT PLAN SHALL BE submitted on separate sheets and shall show all easements and measurements
(must be correct and in detail). SHOW ALL streets abutting lot, indicate front of lot, show all buildings, existing and proposed distances to lot lines. (Building Permit Application Continues on Next Page)
For Building Department Use Only
Intake By: Date: Fees Due: DngBld? No
Permit Description:
Current Legal Land Use: Proposed Use:
Permit#: Date Permit Issued: Permit Cost: \$
Zoning District: Zoning Grant(s):
Lots Combined? Yes No (attach zoning clearance)
Revised Cost (revised permit applications only) Old \$ New \$
Structural:
Zoning: Date: Notes:
Other: Date: Notes:

Page 1 of 2

IDENT	FICATION (All Fields Required)	
	y Owner/Homeowner Property Owner/Homeowner is Permit Applicant	
	Inda Lutz, CFO . Company Name: Defroit Symphony O	1
Address	3711 Woodward Ave. City: Detroit State: M1 Zip: 48201	
Phone:	313-576-5190 Mobile: 248-417-7998	
Driver's	icense #: L 320522447 136 Email: 1/utz@dso.org	
Contrac	Contractor is Permit Applicant	
Represe	ntative Name: ART CONLEY Company Name: ALLIED SIGNS INC.	
Address	33650 GUFTOS City: CLINTON TWP, State: WI. Zip: 48035	
Phone:	248-953-9919 Mobile: 248-933-9919 Email: ARTE ALLIETSIENSINC. CON	n
City of D	etroit License #: 0917 - 0918	
TENIAR	IT OR BUSINESS OCCUPANT Tenant is Permit Applicant	
	Phone: Email:	
ivaine.	THORE.	
ARCHI	TECT/ENGINEER/CONSULTANT Architect/Engineer/Consultant is Permit Applicant	
Name:	State Registration#: Expiration Date:	
Address	City: State: Zip:	
	Mobile: Email:	
	HOMEOWNER AFFIDAVIT (Only required for residential permits obtained by homeowner.)	
inspection other pe	ents of the City of Detroit and take full responsibility for all code compliance, fees and ns related to the installation/work herein described. I shall neither hire nor sub-contract to any son, firm or corporation any portion of the work covered by this building permit.	
Print Nar	ne: Signature: Date:	
	d and sworn to before me thisday of20A.DCounty, Michigan	
Signatur	::My Commission Expires:	
/		
	PERMIT APPLICANT SIGNATURE	
restrictio certify th to make all applic nspection	certify that the information on this application is true and correct. I have reviewed all deed as that may apply to this construction and am aware of my responsibility thereunder. I at the proposed work is authorized by the owner of the record and I have been authorized this application as the property owner(s) authorized agent. Further I agree to conform to able laws and ordinances of jurisdiction. I am aware that a permit will expire when no are requested and conducted within 180 days of the date of issuance or the date of our inspection and that expired permits cannot be	
Print Nar	Date: Date:	
	cense #: Expiration:	
	d and sworn to before me thisday of20A.DCounty, Michigan	
	: My Commission Expires:	
	Section 23a of the state construction code act of 1972, 1972PA230, MCL 125.1523A, prohibits a person from conspiring to circumvent the licensing requirements of this state relating to persons who are to perform work on a residential building or a residential structure. Visitors of Section 23a are subject to civil fines.	

 $This \ application \ can \ also \ be \ completed \ on line. \ Visit \ detroitmi. gov/bseed/elaps \ for \ more \ information.$ 



### Sec. 25-2-82. Orchestra Hall Historic District.

The design treatment level for this landmark shall be rehabilitation as provided for in section 25-2-2, and the defined elements -of design for this landmark shall be as follows:

- (1) Height. The main portion of the building is sixty-eight (68) feet in height and is one to four (4) stories high. The concert hall is one undivided space with a balcony. The stage house is eighty (80) feet in height.
- (2) Proportion of building's front facade. The Woodward (east) facade is approximately one and one-half (1 1/2) times wider than it is tall. It is divided into three (3) distinct horizontal sections: The ground level, consisting of entrances and storefront openings, the large midsection containing the engaged order and windows, and the ornate entablature capping the facade.
- (3) Proportion of openings within the facade. Windows and door openings amount to between twenty-five (25) per cent and thirty three (33) per cent of the total area of the front facade. Most openings are two (2) times taller than they are wide, with the exception of the storefront openings, which are square. Storefront openings at the southeast are barricaded with temporary signage.
- (4) Rhythm of solids to voids in front facade. A symmetrical grid pattern is clearly discernible on the Woodward facade. Voids are divided by stone pilasters in the central section of the facade. The five (5) paired-door entrances in the center of the ground floor are also separated by pilasters; the center opening is currently covered. Voids are further pronounced by the recessed moldings surrounding each grouping of voids on the ground floor. Openings on the ground floor of the Parsons Street facade consist of a grouping of three (3) double-door entrances flanked by stone piers and surrounds, a stage door and a window on the west side, and a grouping of four (4) similar entrances on the east side.
- (5) Rhythm of spacing of buildings on street. Inapplicable due to single building landmark.
- (6) Rhythm of entrance and/or porch projections. Inapplicable due to single building landmark.
- (7) Relationship of materials. The reinforced concrete structure is faced with brick and stone. The ground floor stone pilasters frame the hollow metal-clad doors with woo-den door frames and glass lights. All ornamentation and architectural detail is terra cotta; below the windows are iron balconies.
- (8) Relationship of textures. The smoothness of the precast stone on the ground floor is carried up to the central portion of the front facade in the architectural elements, architraves, and entablature. The flat brick of the central section provides a slightly rougher surface appearance. The Parsons facade exhibits a variety of textured brick patterns. Between the stone foundation and the stone stringcourse every eighth row of brick is recessed. Directly below the stringcourse is a band of Flemish bond brickwork with projecting headers. The brick above the stringcourse is panelled.
- (9) Relationship of color. The light gray color of the cast stone stands out against the buff brick. The balconies beneath the windows, door panels, mullions and door and window frames are red-brown in color. Mortar joints between the cast stone blocks are light gray, thus closely matching the color of the stone; mortar between the brick also closely resembles the color of the buff brick.

- (10) Relationship of architectural details. The ground floor is utilitarian in appearance, with simple pilasters between the entrances. The upper portion of the facade is separated from the ground story by a band with a fret pattern and paterae. Panels above the windows bear carved swags and garlands. The entablature above the stiffleaf capitals of the six (6) pilasters bears a frieze with wreaths and a dentilled cornice. Capping the entire front facade is an entablature with a frieze containing swags and a cornice with a key pattern. In its center is a shield medallion with garlands; above this is a parapet with a volute to either side. On the Woodward facade, visible patches above the north and south entrances indicate the presence of rods supporting a marquee over the entrances. Chain rods from which the marquee hung project from the pilasters between the windows of the midsection of this facade. On the Parsons (south) facade, scar evidence depicts the precise former location of a canopy over the firestairs; and remnant hanging hardware and ghosting indicates the locations of a marquee over the Parsons'entrances.
- (11) Relationship of roof shapes. The roof, not visible from the street, has a slight slope. The stagehouse projects twelve (12) feet above the roofline.
  - (12) *Walls of continuity*. Inapplicable due to single building landmark.
- (13) Relationship of significant landscape features and surface treatment. The east and south facades of the building are directly on the sidewalk. The north of the building faces a vacant lot, where an adjacent building stood. Its rear is on an alley. There are no significant landscape features.
- (14) Relationship of open space to structure. The building is on a corner lot. It has no front, side or rear yard.
- (15) Scale of facades and facade elements. The front facade is monumental in scale; facade elements are large and refined architectural detail is confined to these elements.
- (16) *Directional expression of front elevation*. The front elevation is balanced. The horizontal elements, the entablature and stringcourse between the ground floor and the second floor, are counterbalanced by the verticality of the pilasters and proportions of the entrances and voids.
- (17) Rhythm of building setbacks. Inapplicable due to single building landmark.
- (18) Relationship of lot coverages. Inapplicable due to single building landmark.
- (19) Degree of complexity within the facade. The facade is composed of three (3) distinct surface elements, as described in "proportion of building's front facade." The classical decorative elements are relegated to architectural elements, such as panels, capitals, and the entablatures.
- (20) Orientation, vistas, overviews. The building's primary orientation is towards Woodward Avenue, the major thoroughfare in the city. Its secondary orientation is towards Parsons; the Parsons facade is the more functional, with fire stairs. The north facade was intended to abut an adjacent building. The west wall facing the alley is purely functional.
- (21) Symmetric or asymmetric appearance. The appearance is symmetrical.
- (22) General environmental character. On a major thoroughfare surrounded by commercial strip development of different heights, ages, and uses, Orchestra Hall stands out as a major architectural accomplishment and superlative cultural institution which contributes to the cultural climate in Detroit and the mixed use character of Woodward Avenue. (Ord. No. 432-H, § 1(28A-1-14(b)), 3-25-81)