

STAFF REPORT 07-24-2019 SPECIAL MEETING

PREPARED BY: A. PHILLIPS

APPLICATION NUMBER: 19-6332

ADDRESS: 500 TEMPLE AVENUE

HISTORIC DISTRICT: CASS PARK

APPLICANT: DAWN BILOBRAN, 313 HISTORIC PRESERVATION FOR MASONIC TEMPLE ASSOCIATION

STAFF SITE VISIT: 07-16-2019

PROPOSAL

The building located at 500 Temple Street, a 14-story Masonic Temple in the Neo-Gothic style of architecture, was constructed ca. 1926. The building is constructed of steel and clad in Indiana limestone and features an asymmetrical façade composed of ornate limestone detailing, steel windows, arched openings and a multiple entrances. A non-historic marquee sign currently exists on the south façade facing Temple Avenue. The utilitarian marquee is constructed of metal (painted maroon) with a backlit plastic panel which holds the lettering. It is 20' wide and 6' high with the bottom of the sign elevated 6'-10" above grade.



With the current proposal, the applicant is seeking the Commission's approval to **replace the existing single-panel marquee signage with a new two-panel marquee featuring a LED display per the attached drawings**. Including the following scope items:

- Remove and dispose of existing marquee and panel signs along Temple Avenue elevation
- Install double-faced internally illuminated V-shaped pole sign anchored with concrete footings
- Exposed metal to be painted Black or Gunmetal Gray
- Paint Temple Avenue flagpole bases to match

STAFF OBSERVATIONS

- The existing sign is not considered to be a character defining feature of the historic building, its site, or setting.
- The proposed sign does not conform to the Commission's Sign & Awning Guidelines (see document attached).
- The proposed sign is significantly larger and taller than the existing. The bottom of the proposed sign will be 9' above grade (existing sign is 6'-10" above grade) with the top of the proposed sign finishing at 15'-5" above grade (existing sign finishes approximately 13' above grade)

ELEMENTS OF DESIGN

- (1) **Height.** Heights within the district are varied, from 445 Ledyard, a two-story (2 story) building with a single-story addition) to 500 Temple, a fourteen-story (14 story) building. Commercial, residential, and institutional buildings all vary in height.
- (2) **Proportion of buildings front facades.** Front façades of all building are typically than wide, with few exceptions. A notable exception is the building at 2727 Second Avenue, which is four (4) stories tall but is composed of three (3) distinct sections, two (2) of which are taller than wide. Buildings often occupy most or all of deep lots, resulting in side elevations of buildings that are often substantially wider than tall.
- (3) **Proportion of openings within the facades.** Openings generally amount to between twenty (20) percent and thirty-five (35) percent of the front façade, typically of office or apartment buildings from the first half of the twentieth (20th) century. Windows are taller than wide on all building types with the exception of Art Deco-influenced buildings at 2906 Cass and 445 Ledyard. On apartment buildings, sash windows are sometimes arranged in groupings which, together, are wider than tall. A minority of buildings feature arched, mullioned, semicircular, casement, or dormer windows appropriate to their respective architectural styles. Upper sashes and transoms are occasionally subdivided into smaller panes. Casement windows are usually subdivided into smaller panes. Door openings are typically slightly larger in scale than window openings. Primary entrance openings are usually centered on the façades of buildings.
- (4) **Rhythm of spacing of building on streets.** Rhythm of spacing on streets is generally determined by setbacks from side lot lines. The overall character of the district is one of densely clustered, yet visually distinct, structures separate by narrow side setbacks, or sharing common walls. There is a general irregularity in the widths of buildings, and in the widths of subdivisions lots themselves, subdivision lots from one block to another, contributing to an irregular rhythm of spacing of building on streets.
- (6) **Rhythm of entrance and/or porch projections.** Porches and entrances typically do not project. On apartment buildings, entrances are often located several steps above grade to accommodate high basements. Doorways on other buildings are typically centered on building façades. Irregular building widths creates an irregular rhythm of entrance projections. Several entrances of the building at 500 Temple are raised above a high basement and accessed by broad, projecting, limestone steps.
- (7) **Relationship of materials.** Many building are faced with brick and feature stone or cast stone trim. Limestone clads several buildings, including monumental structures at 2727 Second and 500 Temple. Wood is uncommon other than as a sash window material, but wood brackets and eaves adorn the sole building on Charlotte. Metal is used on decorative corbel panels on 2952 Second, for windows spandrels at 2966 Second, as a window frame material on several buildings, and, notably, for the porcelain enamel steel panels at 2906 Cass. Stone is used for window sills, belt courses, and strong courses on a majority of buildings within the district. Roofs within the district are generally flat and not visible, but copper accents define building at 500 Temple and 2727 Second. The stature of Robert Burns is bronze on a granite base.
- (8) **Relationship of textures.** On a majority of buildings within the district, the major textural effect is that of brick with mortar joints juxtaposed with cast stone or limestone trim. Patterned brickwork is used to create subtle detail on apartment buildings, such as spandrels and rectangular panels. More pronounced textural interest often exists on the upper stories of buildings, such as at the sole building on Charlotte. Where they exist, detailed wooden vergeboards, gables, brackets, and dormers create considerable textural interest on all single-family residential buildings in the district. Rough-cut stone with thick mortar joints creates considerable textural interest on buildings where it exists, while other buildings feature smooth stone with thin mortar joints.
- (9) **Relation of colors.** Natural brick colors in shades of brown, red, and buff predominate on wall surfaces, while natural stone colors in shades of gray, red, and brown also exists. Although most roofs are flat and therefore not visible, roofs on 2727 Second and 500 Temple are accented by green copper. Wood architectural details are frequently painted in subdued tones appropriate to the architectural style of the buildings, but nonetheless contrast with brick or limestone facing. Apartment buildings are unpainted, with gray stone trim contrasting with brown or buff brickwork. The original colors of any building, as determined by professional analysis, are always acceptable for that building and may provide guidance for similar buildings.
- (10) **Relationship of architectural details.** Buildings in the district exemplify a broad range of architectural styles, and their architectural details relate to their style. Smaller apartment buildings are Italian Renaissance Revival or Georgian Revival. The building at 2931 Second is Craftsman style. The building at 500 Temple is Gothic Revival in style. Other buildings are frequently Classical Revival. Buildings range are high style in appearance, with the level of architectural detail varying from one building to the next.
- (11) **Relationship of roof shapes.** Most building have flat roof that cannot be seen from the ground. At 500 Temple, projecting, doomed towers and a varying building height creates a dramatic roofline. The building at 2727

Second features a flat-decked Mansard roof. Flat-roofed apartment buildings often feature parapet walls which add interest.

- (12) ***Walls of continuity.*** Setbacks of buildings tend to vary slightly from one to the next, but generally create a wall or continuity on all streets in the district. Significantly, building in the district create a wall of continuity surrounding Cass Park. Mature trees create a wall of continuity along the perimeter of Cass Park, and provide a sense of enclosure within the park.
- (13) ***Relationship of significant landscape features and surface treatment.*** Street trees exist only where setbacks allow. Alleys provide access to the rear of a majority of lots in the district. Trees, hedges and other landscaping features are regularly spaced where they exist. Trees in the front yards of buildings vary in size, age, and species. Most buildings are built up to or near the front lot line. Public sidewalks run alongside all streets in the district. Curbs, while historically stone, have been replaced with concrete in a majority of the district. Public lighting is generally of the modern, steel, pole-mounted variety.
- (14) ***Relationship of open space to structures.*** The primary relationship of open space to structures is that of the green space of Cass Park surrounded by a continuous street wall on four sides. Front and side yards range from shallow to nonexistent. Other than public rights-of-way, no other large areas of open space exist. However, outside the district boundaries, vast open spaces exist where they have been created by building demolition; sometimes these spaces serve as parking lots or are maintained as open lawns.
- (15) ***Scale of façades and façade elements.*** Building are moderate to large in scale relative to typical buildings from the period in which they were constructed. Residential buildings range from small to large scale, with the hotel building at 400 Temple being significantly larger than the others. The largest buildings in the district are the institutional buildings at 2727 Cass, which is four (4) stories tall and a full block wide, and 500 Temple, a portion of which is fourteen (14) stories tall. Façade elements are moderate in scale, typical of building from the time period.
- (16) ***Directional expression of front elevations.*** Façades of apartment structures are generally vertical in directional expression due to tall window and door openings and relatively tall buildings heights. The building at 500 Temple has a strong directional expression. The buildings at 2727 Second has a vertical emphasis despite being much wider than tall. Exceptions are Art Deco-influenced buildings at 2906 Cass and 445 Ledyard, which have a horizontal emphasis.
- (17) ***Rhythm of building setbacks.*** While setbacks may vary slightly from one building to the next the overall impression is one of a consistent rhythm of building setbacks. This rhythm is particularly significant where structures create a street wall effect surrounding Cass Park.
- (18) ***Relationship of lot coverages.*** Lot coverages within the district are generally high. Buildings typically cover most of their lots save small front or sides setbacks. Exceptions are smaller residential buildings at 2753 Park and 457 Ledyard, which have rear yards.
- (19) ***Degree of complexity within the façades.*** The façades within the district range from simple to complex, depending on style. Overall, front façades tend to be simple in their massing and mostly regular in their fenestrations, though a variety of window and door shapes, materials, architectural elements, and details of individual buildings increase the overall level of complexity of the district. A particularly complex façade, however, is that of 500 Temple, with projecting towers, bays, arched door surrounds, and other features that add complexity.
- (20) ***Orientation, vistas, overviews.*** Building generally face the streets and are entered from the front façades by a single or double doorway. The larger buildings within the district, such as at 500 Temple, 2727 Cass, and 400 Temple, constitute landmarks that are clearly visible from several blocks away, or in the case of 500 Temple, from a great distance. Buildings flanking Cass Park create a sense of enclosure and contribute greatly to the integrity of feeling and setting within the park. The statue of Robert Burns sits on the northern edge of Cass Park, centered on its block face, and faces north along Second Avenue. Cass Park bisects Second Avenue and, consequently, provides a vista that is visible from a great distance to the north.
- (21) ***Symmetric or asymmetric appearance.*** The appearance of front faced in the district is, for the most part, symmetrical. The building at 500 Temple is asymmetrical, but is composed of sections that are symmetrical. Cass Park is highly symmetrical in nature, with eight (8) sidewalks converging on the center of the park from each corner and from the center of each of its four (4) sides; this relationship is considered a significant feature of the park.
- (22) ***General environmental character.*** The general character of the district is that of a dense, mixed –use, urban neighborhood of apartment, office, and institutional buildings, surrounding and complimenting the green space of Cass Park.

RECOMMENDATION

Removal of Existing Marquee:

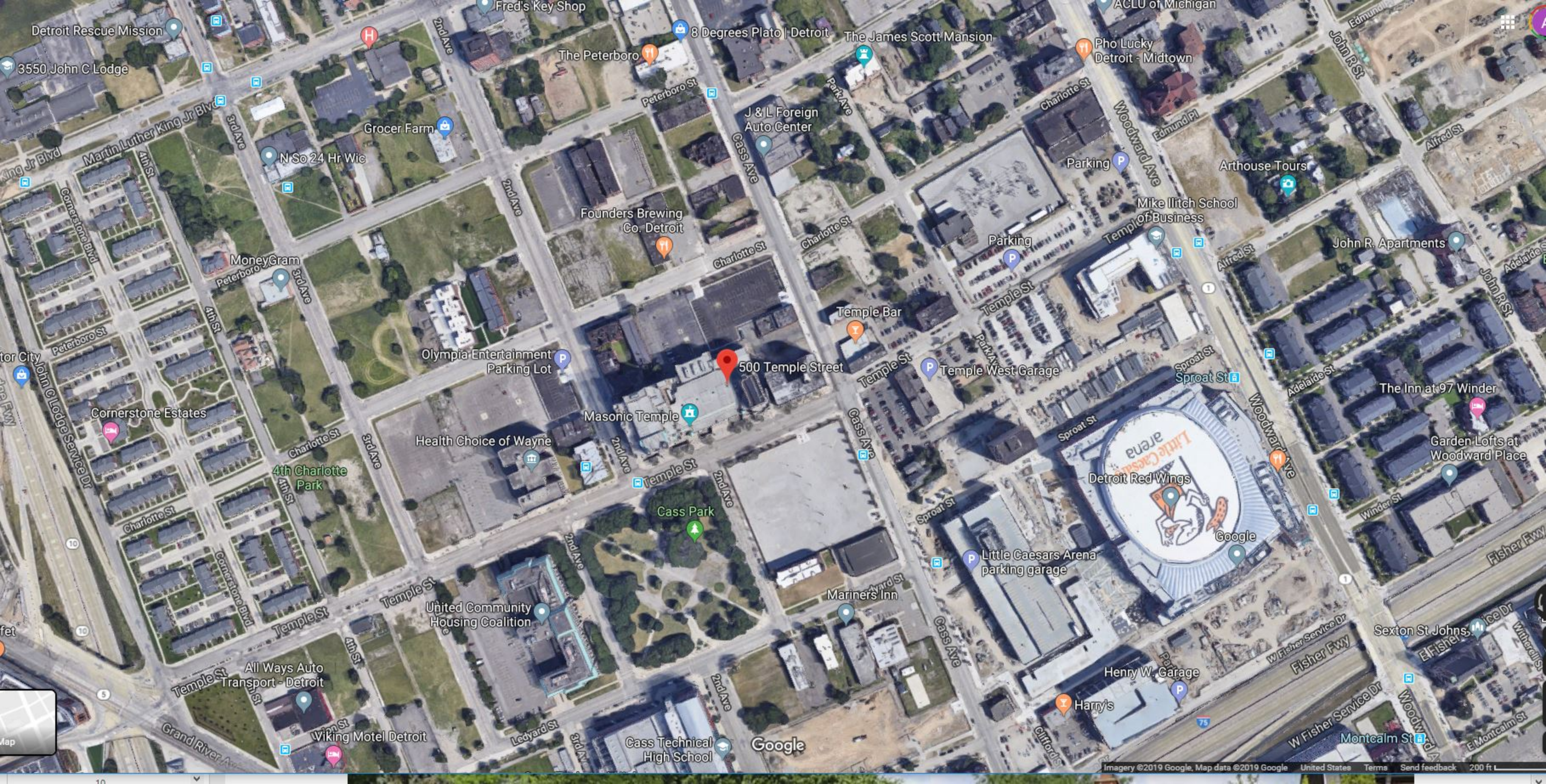
It is staff's opinion that the proposed removal of the existing marquee signage will not destroy historic materials that characterize the building, its site, or setting. Staff therefore recommends that the Commission find the proposed removal of the existing marquee signage to be an acceptable proposal as the work meets the Secretary of the Interior's Standards for Rehabilitation

- *2) The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

Installation of Proposed Digital LED Marquee:

It is staff's opinion that the proposed digital LED marquee detracts from the historic building, its site, and urban pedestrian setting. Staff therefore recommends that the Commission find the proposed marquee signage to be inappropriate as the work does not meet the Secretary of the Interior's Standards for Rehabilitation

- *9) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*



Detroit Rescue Mission

3550 John C Lodge

Martin Luther King Jr Blvd

Cornerstone Blvd

Peterboro St

Cornerstone Estates

Cornerstone Blvd

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Olympia Entertainment Parking Lot

Health Choice of Wayne

Masonic Temple

Cass Park

United Community Housing Coalition

All Ways Auto Transport - Detroit

Wiking Motel Detroit

Ledyard St

3rd Ave

3rd Ave

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3rd Ave

Temple Bar

Temple West Garage

Little Caesars Arena parking garage

Mariners Inn

Henry W. Garage

Harry's

Cass Technical High School

Google

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500 Temple Street

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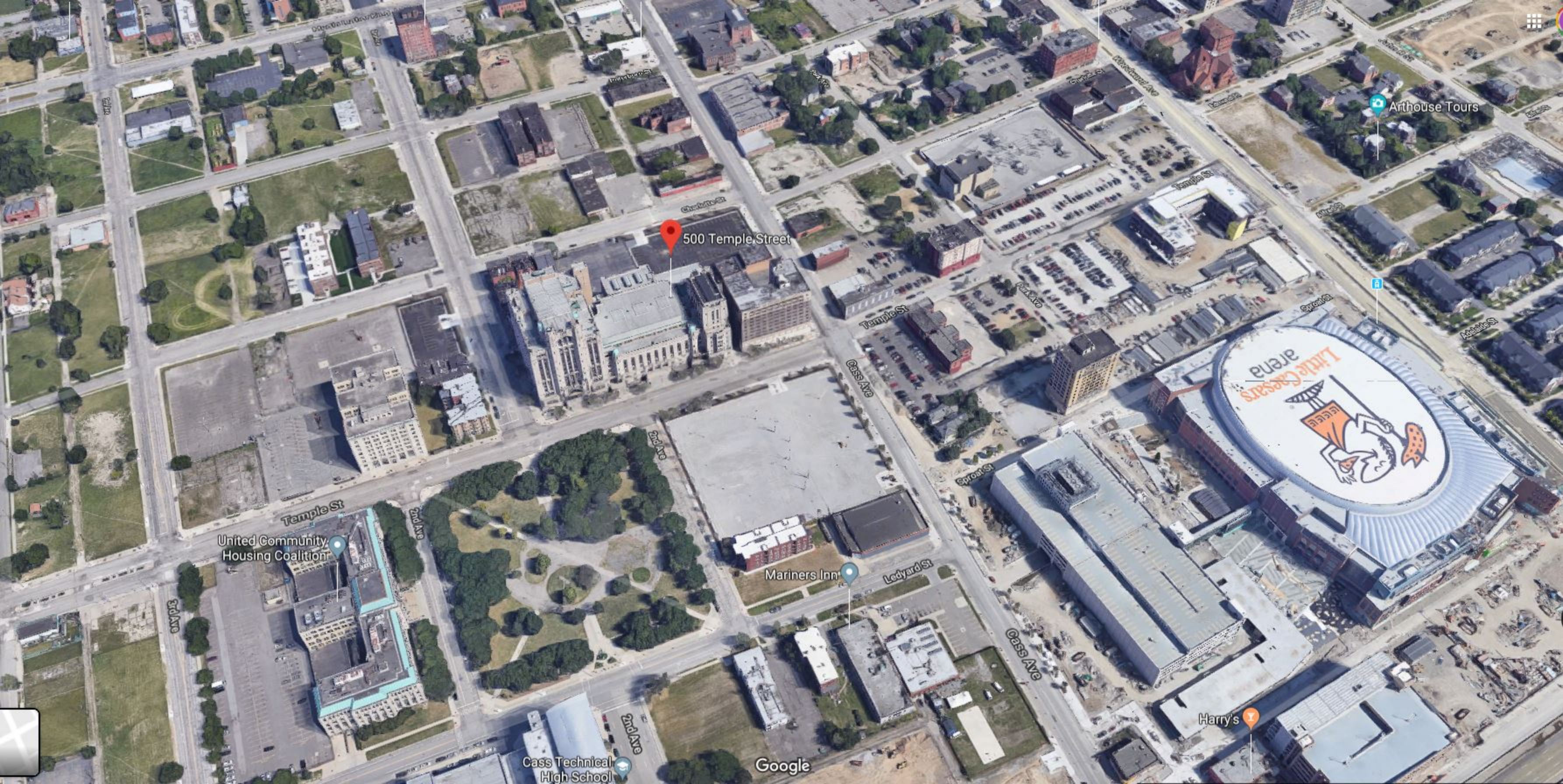
Temple St

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500 Temple Street

Arthouse Tours

United Community Housing Coalition

Mariners Inn

Harry's

Cass Technical High School

Google



Masonic Temple
JOJO SIWA AUG 3
SCHITTS CREEK AUG 10
SUICIDEBOYS AUG 13



Masonic Temple

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| JOJO SIWA | AUG 3 |
| SCHITTS CREEK | AUG 10 |
| SUICIDEBOYS | AUG 13 |

Masonic Temple

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| JOJO SIWA | AUG 3 |
| SCHITTS CREEK | AUG 10 |
| SUICIDEBOYS | AUG 13 |

Masonic Temple

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Masonic Temple

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Masonic Temple

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Masonic Temple

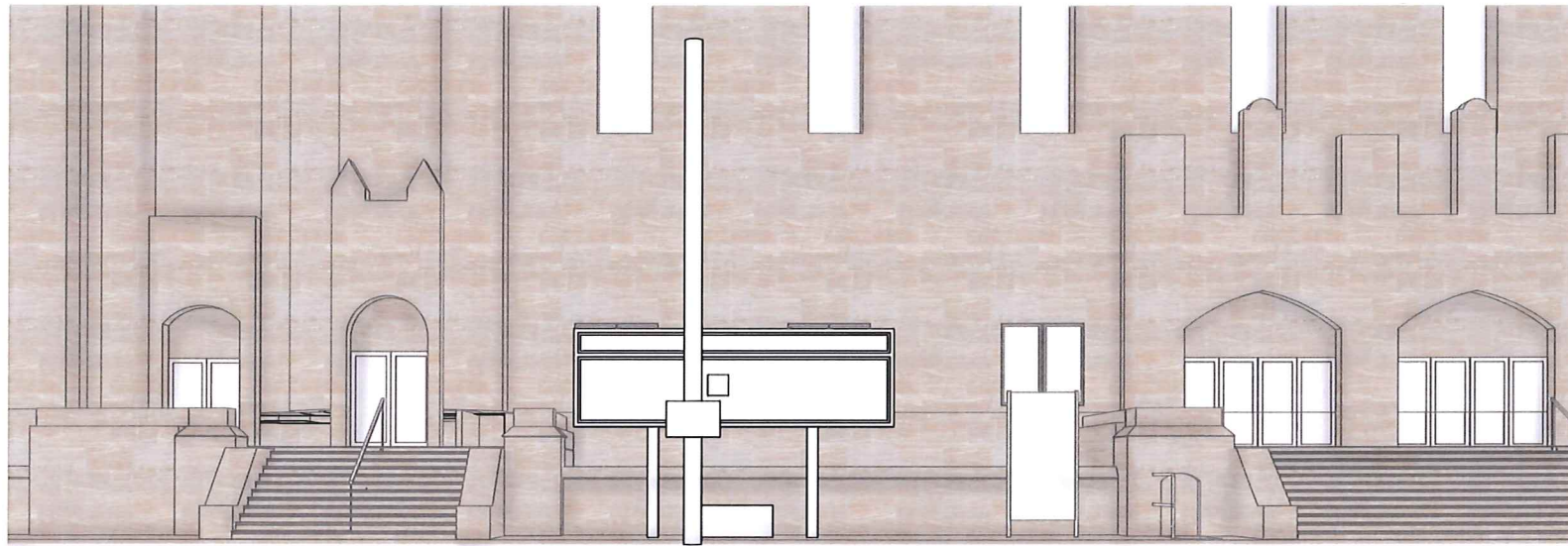
DEATH CAB FOR CUTIE JUN 18
GRACE JONES JUL 1
THE RACONTEURS JUL 12&13



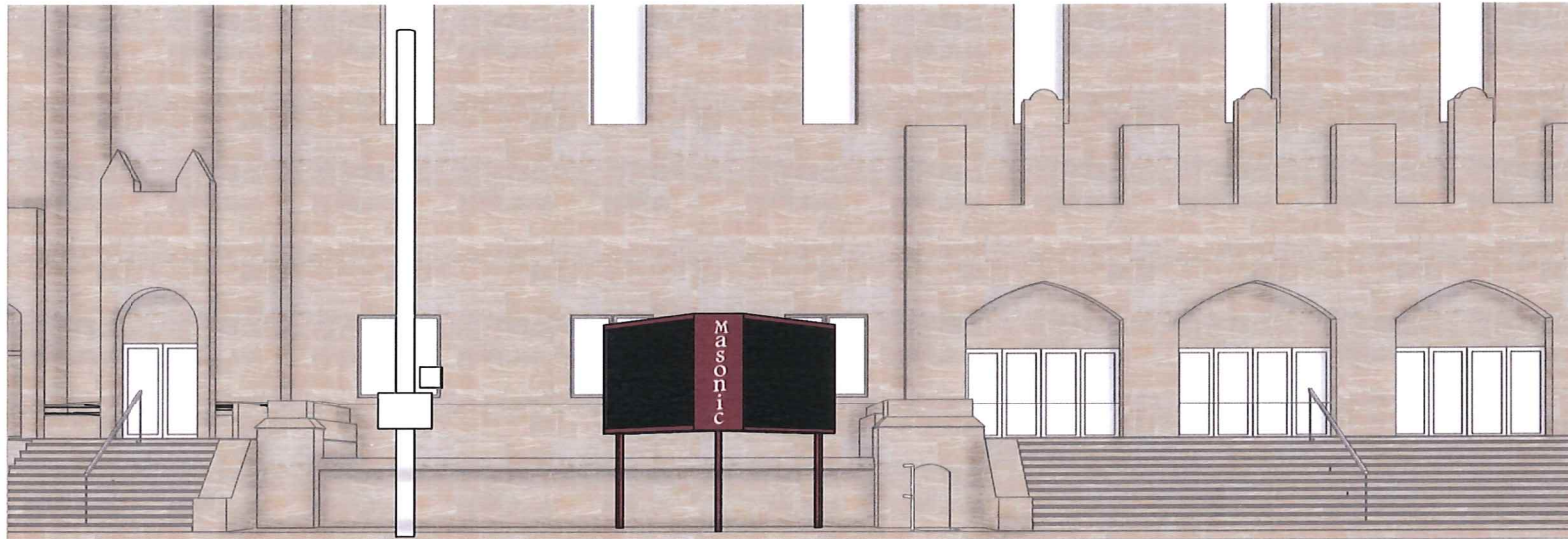
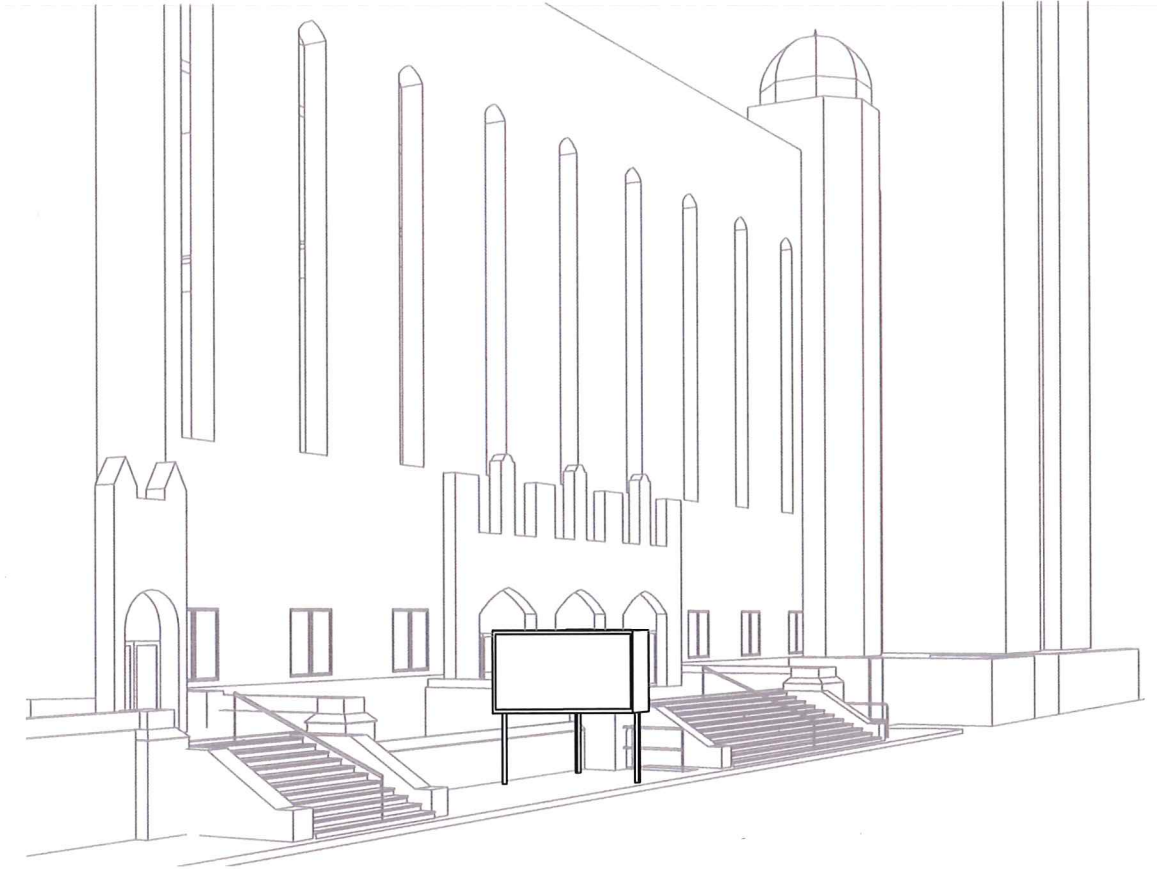
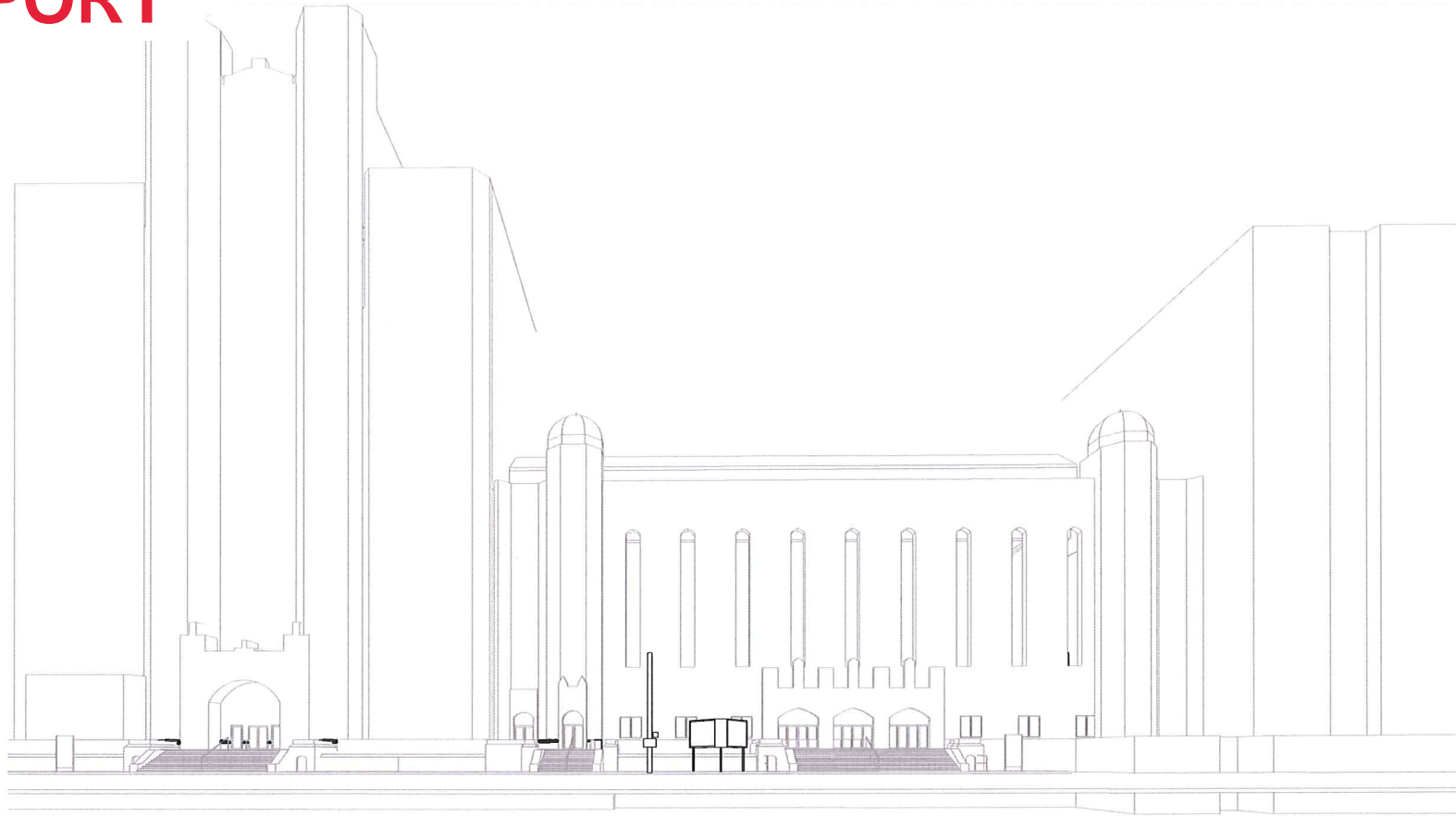
Masonic Temple

DEATH CAB FOR CUTIE JUN 18
GRACE JONES JUL 1
THE RACONTEURS JUL 12 & 13

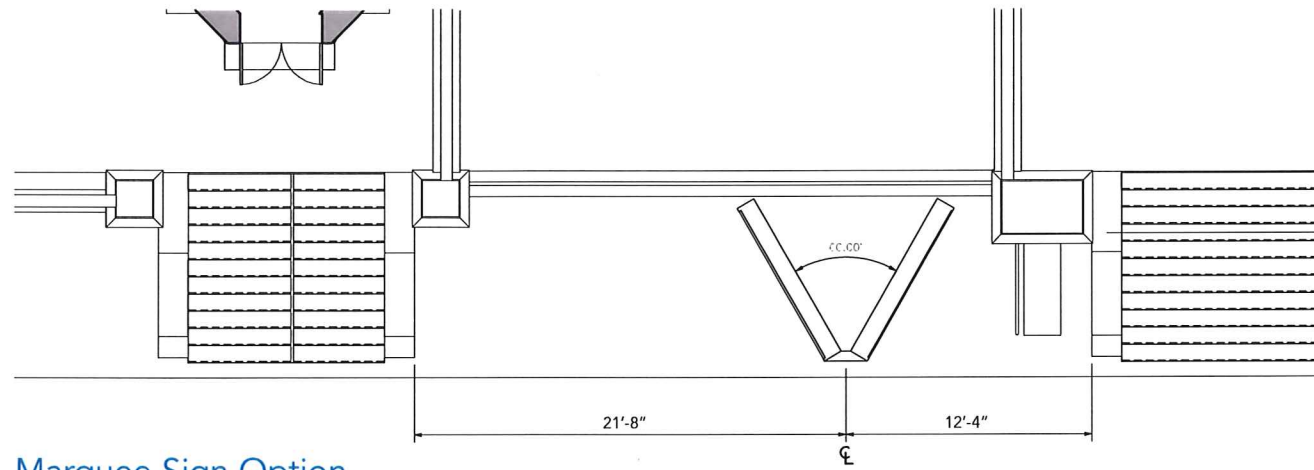
REPORT



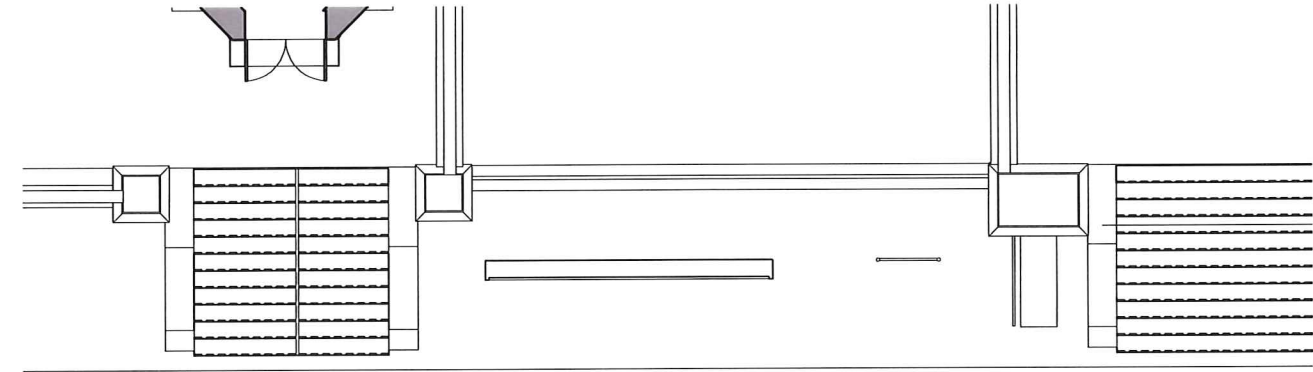
REPORT



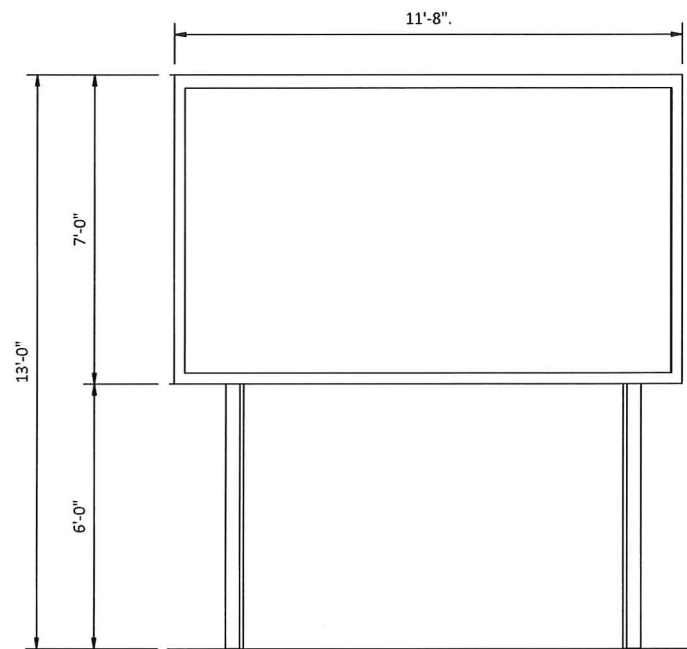
MARQUEE PLANS + ELEVATIONS
REPORT



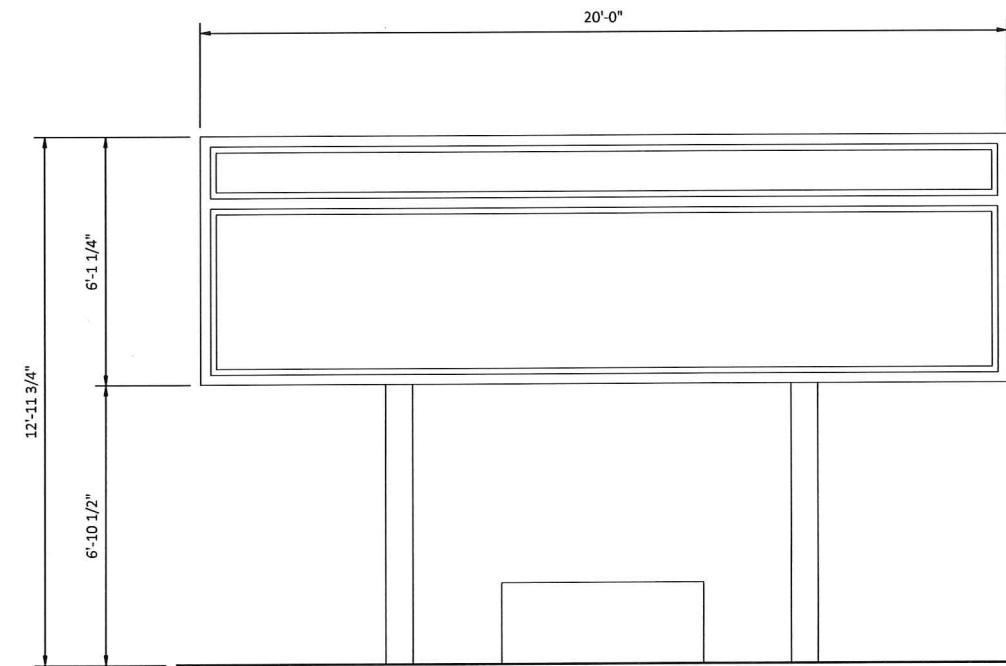
Marquee Sign Option



Existing Marquee Sign



Marquee Sign Option
 80 SF x 2 = 160 SF

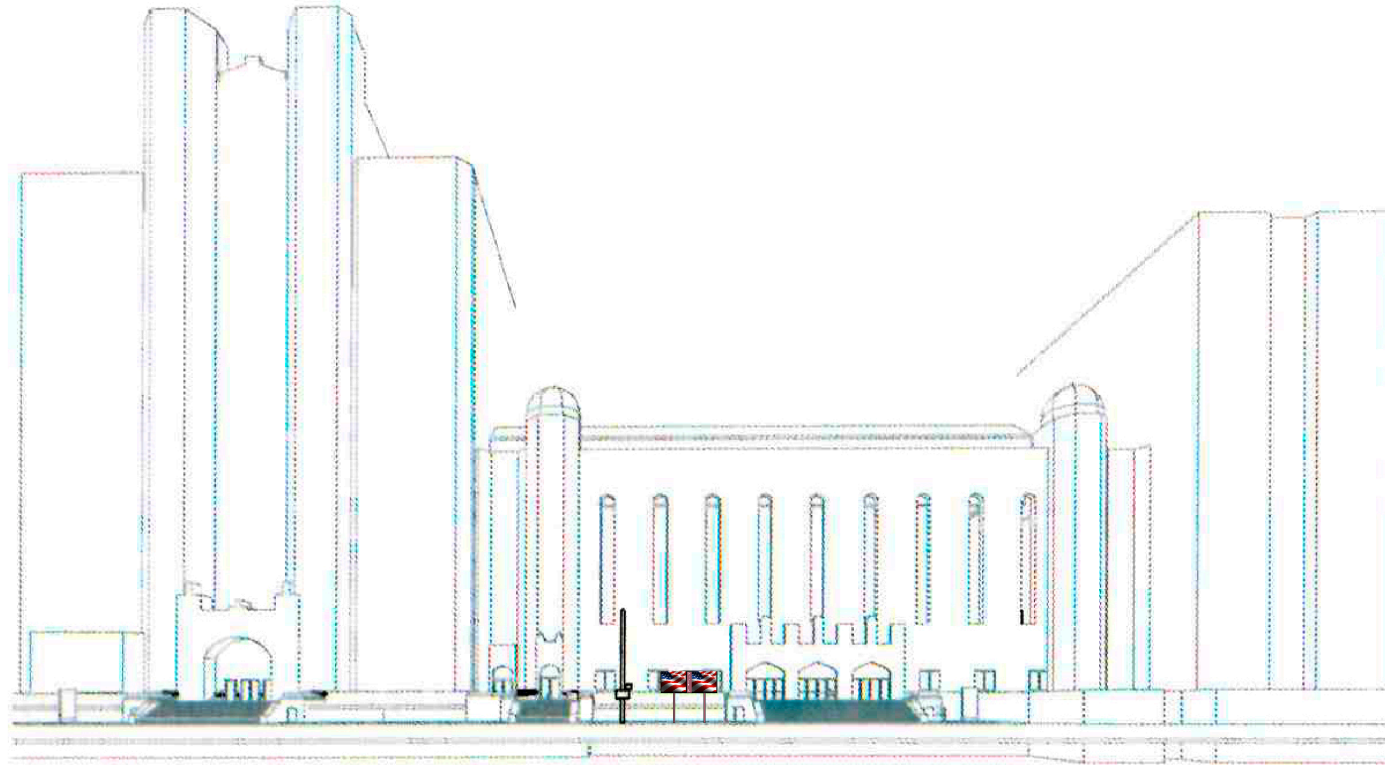


Existing Marquee Sign
 120 SF



Simulated Front View

REPORT

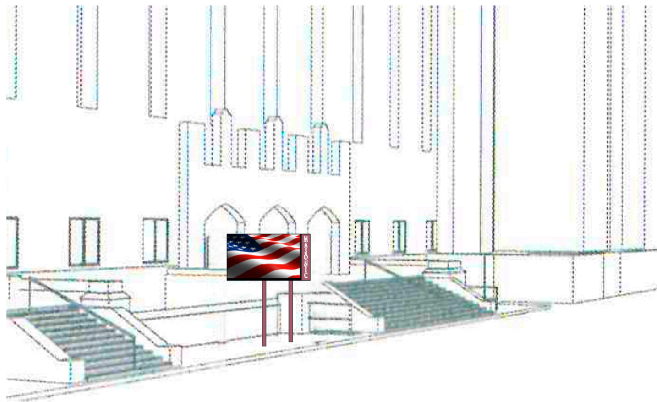


Item #2
TOTAL SIGN AREA: 145.13 Sq. Ft.

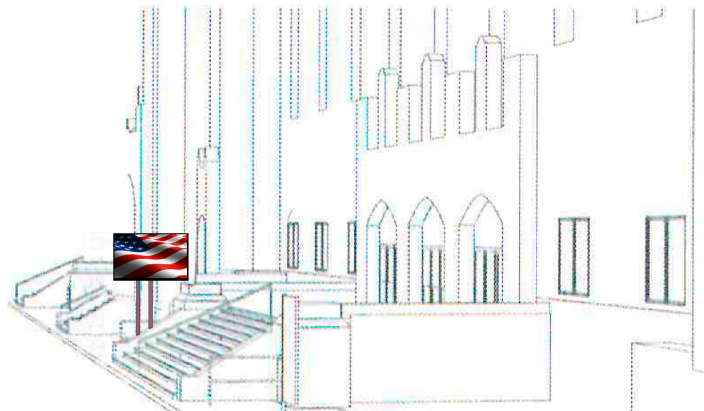
Single Sided Illuminated
Ground Signs with
Electronic Message Centers
Qty:1

| | |
|---|------------------|
| Lead #: 1809022 | |
| PROJECT: Masonic Temple / Detroit | |
| FILE: Masonic Temple - Sign Renovation-REV 6-25-19 | |
| SITE ADDRESS: 500 TEMPLE ST, DETROIT, MI | |
| LEAD: GM | REVISION: |
| LAYOUT: BF | BF 6-19-19 |
| Date: 12/11/17 | |

Simulated Left Side



Simulated Right Side



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phillips SIGN & LIGHTING inc.

Ph: 586.468.7110

REPORT

Item #2

TOTAL SIGN AREA: 145.13 Sq. Ft.

Single Sided Illuminated
Ground Signs with
Electronic Message Centers
Qty:1

Lead #: 1809022

PROJECT: Masonic Temple / Detroit

FILE: Masonic Temple - Sign Renovation-REV 7-12-19

SITE ADDRESS: 500 TEMPLE ST, DETROIT, MI

LEAD: GM

REVISION:

LAYOUT: BF

BF 6-19-19

BF 6-25-19

CG 7-12-19

Date:
12/11/17

1 8mm – WatchFire Series
Electronic Message Center
216 x 360 matrix
Full Color L.E.D. Display

2 Internally Lit Cabinet:
Routed Aluminum Faces
Acrylic
Painted Finish
Internally Illuminated w. L.E.D.s

3 Poles:
Painted Finish

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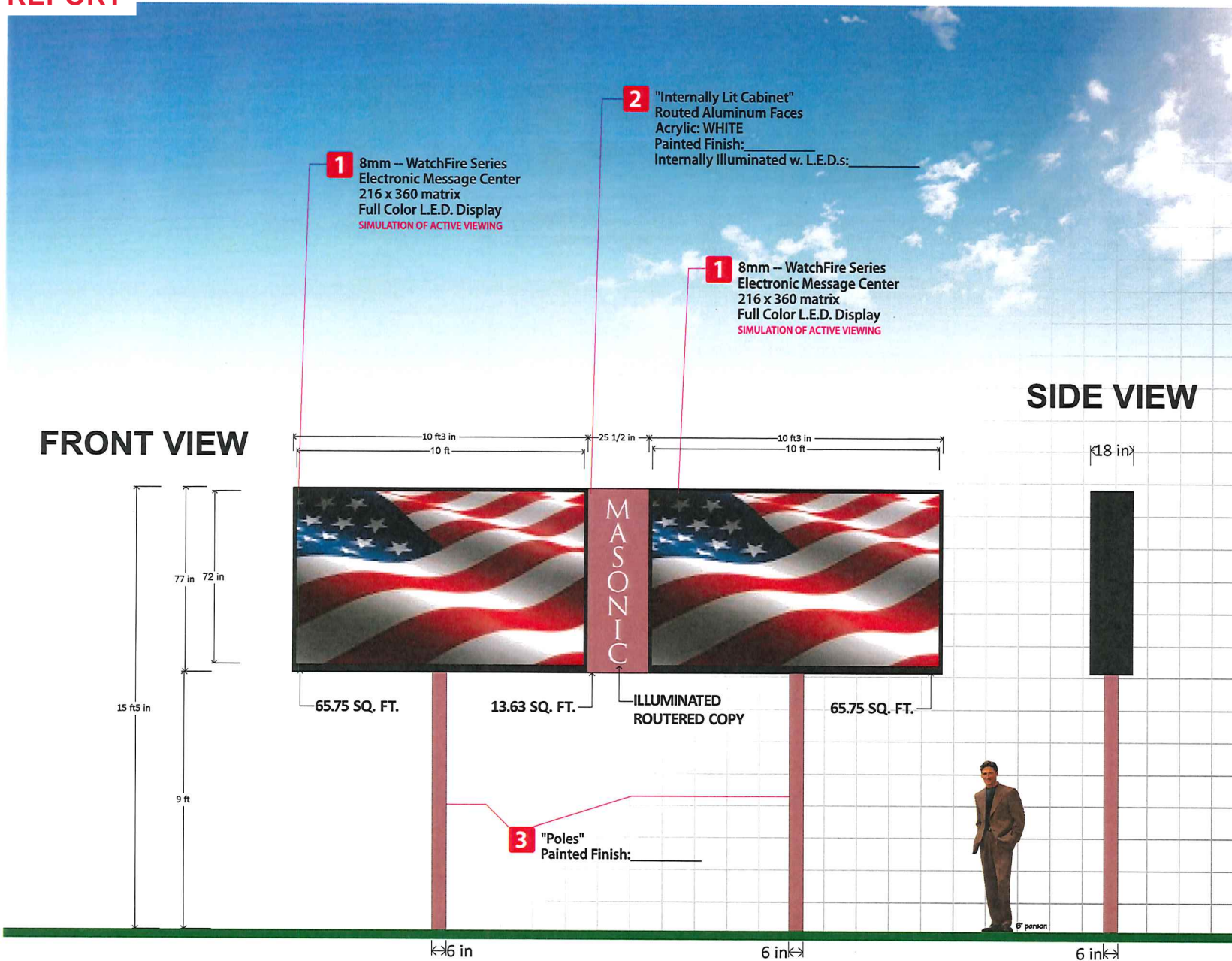


Ph: 586.468.7110

40920 Executive Drive
Harrison Twp., MI
48045-1363

FRONT VIEW

SIDE VIEW



1 8mm – WatchFire Series
Electronic Message Center
216 x 360 matrix
Full Color L.E.D. Display
SIMULATION OF ACTIVE VIEWING

2 "Internally Lit Cabinet"
Routed Aluminum Faces
Acrylic: WHITE
Painted Finish: _____
Internally Illuminated w. L.E.D.s: _____

1 8mm – WatchFire Series
Electronic Message Center
216 x 360 matrix
Full Color L.E.D. Display
SIMULATION OF ACTIVE VIEWING

3 "Poles"
Painted Finish: _____

*Logo has been recreated based on client supplied bitmap.

*Client to provide clean vector artwork for production.

visit us at: phillipssign.com

Approved: _____ Date: _____

Permit: _____

REPORT

Item #3

TOTAL SIGN AREA: 132.33 Sq. Ft.

Single Sided Illuminated
Ground Signs with
Electronic Message Centers
Qty:1

Lead #: 1809022

PROJECT: Masonic Temple / Detroit

FILE: Masonic Temple - Sign Renovation-REV 7-9-19

SITE ADDRESS: 500 TEMPLE ST, DETROIT, MI

LEAD: GM

REVISION:
BF 6-19-19
BF 6-25-19
BF 7-9-19

LAYOUT: BF

Date:
12/11/17



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Ph: 586.468.7110

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Approved: _____ Date: _____

Permit: _____

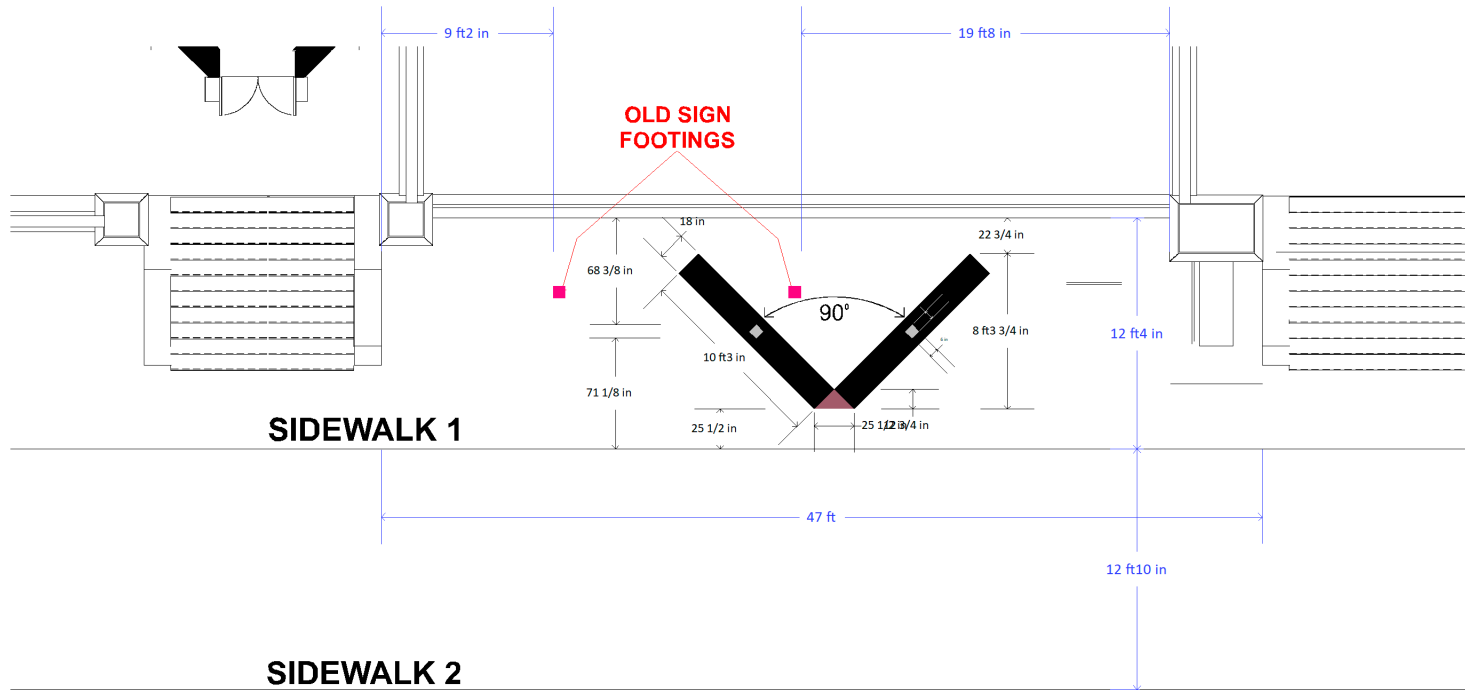
40920 Executive Drive
Harrison Twp., MI
48045-1363

REPORT

Item #2
TOTAL SIGN AREA: 145.13 Sq. Ft.

Single Sided Illuminated
Ground Signs with
Electronic Message Centers
Qty:1

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|---|------------------|
| Lead #: 1809022 | |
| PROJECT: Masonic Temple / Detroit | |
| FILE: Masonic Temple - Sign Renovation-REV 7-12-19 | |
| SITE ADDRESS: 500 TEMPLE ST, DETROIT, MI | |
| LEAD: GM | REVISION: |
| LAYOUT: BF | BF 6-19-19 |
| | BF 6-25-19 |
| | CG 7-12-19 |
| Date: 12/11/17 | |



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Ph: 586.468.7110

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Approved: _____ Date: _____

Permit: _____

40920 Executive Drive
Harrison Twp., MI
48045-1363