

STAFF REPORT 7/24/2019 MEETING
APPLICATION NUMBER 19-6357
ADDRESS: 2458 BRUSH
HISTORIC DISTRICT: BRUSH PARK
APPLICANT: MONA ROSS-GARDNER

PREPARED BY: J. ROSS

PROPOSAL

The building at 2458 Brush was constructed in 1946 in the Streamline Moderne style. The exterior has been extensively altered. A long-standing previous establishment was a drycleaner. Exterior walls are brick at the front elevation and concrete block at the side and rear elevations. The masonry at the front is unpainted, while side and rear elevations are currently painted. A single brick chimney (unpainted) tops the building's flat roof. Windows are aluminum-sash, fixed units. The building is in a relatively isolated location **within the district**. It is surrounded by empty lots to the east, west and north. The Fisher Freeway and associated service drive is to the south.



2458 Brush, note building's isolated location

With the current proposal, the applicant is seeking the Commission's approval to paint signage and murals on the building. **As per the attached proposal**, the proposed work includes the following:

- Paint 6ft x 3ft cocktail murals on all 4 sides of the unpainted chimney
- Paint a 12ft x 20ft sign/ business logo on the south elevation which reads "Brush Street"
- Paint a 12ft x 20ft sign/business logo on the north elevation which reads "Brush Street"
- Paint a 6ft x 8ft sign/business logo on the concrete block dumpster enclosure which reads "Brush Street"
- Paint a mural at the building's rear elevation (image and size not provided)
- Replace face of existing blade sign with new face which reads "Brush Street Stadium Deli"

STAFF OBSERVATIONS

As noted, the building's side and rear elevations are currently painted while the chimney is unpainted. In re: to painting, staff does have the authority to approve the installation of murals and painted signage (with conditions). However, staff felt it prudent to forward this application to the Commission for review due to the number of signage/murals which have been proposed. Although the colors proposed for the murals and signage are generally not neutral/do not present as natural brick stone colors, it is staff's opinion that the signage proposed for the walls will not result in the the removal/alteration of any features or spaces that characterize the district because the building sits in a relatively isolated location. Also, the proposed **painted signage** will not result in the removal of historic materials nor will it alter any features or spaces that characterize the building because the side and rear elevations are currently painted. However, please note that staff does have concerns in regard to the proposed addition of murals at the unpainted chimney because, as per the National Trust, "...modern waterproof sealants, coatings, and paints significantly decrease the brick's natural breathability. Water saturation and decreased breathability trap water in the material, and as the water freezes in the material it expands causing stress cracks and eventually spalling, and ultimately, failure."

APPLICABLE ELEMENTS OF DESIGN

- (9) *Relationship of colors.* Brick red predominates, both in the form of natural color brick and in the form of painted brick. Other natural brick and stone colors are also present. These relate to painted woodwork in various colors, and there is an occasional example of stained woodwork. Roofs of other than asphalt are in natural colors; older slate roofs are often laid in patterns with various colors of slate. Original color schemes for any given building may be determined by professional analysis of the paint layers on the building, and when so determined are always appropriate for that building.
- (22) *General environmental character.* The environmental character is of an old urban neighborhood which has undergone, and is undergoing, considerable change. The original development, reflected in the Victorian period houses, has been altered by the provision of more intensive residential development in the early twentieth century, the change in character of Woodward from residential to commercial at about the same time, and a long period of decline. (Ord. No. 369-H, ' 1, 1-23-80

RECOMMENDATION

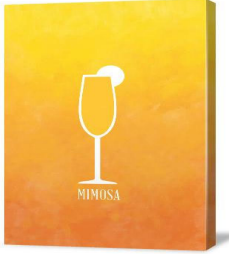

It is the HDC staff's recommendation that the Commission approve the issuance of a Certificate of Appropriateness for the project because it meets the Secretary of the Interior's Standard for Rehabilitation Standard Number 9) *New additions, exterior alterations, or related new construction shall not 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.* However, staff does recommend that the Commission issue this approval with the following condition:






- The new painted signage and murals be confined to the painted portion of the building and the non-historic dumpster enclosure walls


The final proposal shall be submitted to HDC staff for review and approval. If HDC staff determines that proposal does not conform to the Secretary of the Interior's Standards for Rehabilitation and/or the Elements of Design, staff shall forward the application to the Commission for review at a monthly meeting.





Description	Color wave	Dimensions	Concept(Photo inspiration and artist rough sketches)
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<p>Chimney Cocktail Painting 1(North)</p> <p>Minimalist cocktail</p>	<p>GOLDFINCH/WHITE</p>	<p>Available Space(HxL): 15ft x 3ft</p> <p>Space that is going to be used(HxL): 6ft x 3ft</p>	
<p>Chimney Cocktail Painting 2(South)</p> <p>Minimalist cocktail</p>	<p>Royal Blue/White</p>	<p>Available Space(HxL): 15ft x 3ft</p> <p>Space that is going to be used(HxL): 6ft x 3ft</p>	

<p>Chimney Cocktail Painting 3(East) Minimalist cocktail</p>	<p>Eros Pink/White</p>	<p>Available Space(HxL): 15ft x 3ft Space that is going to be used(HxL): 6ft x 3ft</p>	
<p>Chimney Cocktail Painting 4(West) Minimalist cocktail</p>	<p>Obstinate Orange/White</p>	<p>Available Space(HxL): 15ft x 3ft Space that is going to be used(HxL): 6ft x 3ft</p>	
<p>"Brush Street" Side View(North) Letters will be in Tricorn Black with background colors/</p>	<p>Real Red(Top Layer) Goldfinch(2nd Layer) Tricorn Black(Base Layer)</p>	<p>Available Space(HxL): 17ft x 84ft Space that is going to be used(HxL): 12ft x 20ft</p>	
<p>"Brush Street" Side View(North) Letters will be in Tricorn Black with background colors/</p>	<p>Real Red(Top Layer) Goldfinch(2nd Layer) Tricorn Black(Base Layer)</p>	<p>Available Space(HxL): 17ft x 84ft Space that is going to be used(HxL): 12ft x 20ft</p>	
<p>"Dumpster concrete wall(East) Letters will be Tricorn Black with Goldfinch background</p>	<p>Tricorn Balck(Top Layer) Goldfinch(Base Layer)</p>	<p>Available Space(HxL): 6ft x 8ft Space that is going to be used(HxL): 6ft x 8ft</p>	

<p>Dumpster concrete wall(West) Letters will be Tricorn Black with Goldfinch background</p>	<p>Tricorn Balck(Top Layer) Goldfinch(Base Layer)</p>	<p>Available Space(HxL): 6ft x 8ft Space that is going to be used(HxL): 6ft x 8ft</p>	
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Building Profile:

- Yellowish Brick front on Brush to remain untouched. The existing preapproved hanging sign insert will be replaced with the same size insert with the new business name logo on it depicted at the top of this description page, Brush St Stadium Deli
- Both North & South side of Building cinder Block will be power washed with water to remove all peeling paint, primed & repainted. The artist will then paint a mural on each side of the North and South sides of the building. Most of the mural will depict the business name on the mural "Brush Street Stadium Deli".
- The width of the cinder block portion of the building is 84 feet long and 17 feet in height (North & South facing Fisher Freeway Service Drive and Winder St will have murals) approximate size of mural is 12 ft x 20 ft.
- The existing chimney will have a mural of a cocktail on each four sides please see pictures on it will only include the picture and not the outside colored framing.
- The Rear of the building is 48 feet long and 17 feet in height (East facing). The most detailed mural will be added to the rear entrance of the parking lot (we will submit these drawings once sketches are completed for your approval).

HISTORIC DISTRICT PROJECT REVIEW REQUEST

Applicant Name:

Brush Street Stadium Deli ("Brush Street")



Location:

2458 Brush Street Detroit, MI 48225

Picture of replacement insert on existing hanging sign in front of building on Brush St

Muralist:

Brian Nickson

www.artbybnick.com

Materials-Acrylic Paint

EAST FACING SIDE OF BUILDING

COCKTAIL
MURAL
Space
available
17ft x 3ft

Space used
for mural
6ft x 3ft

3ft



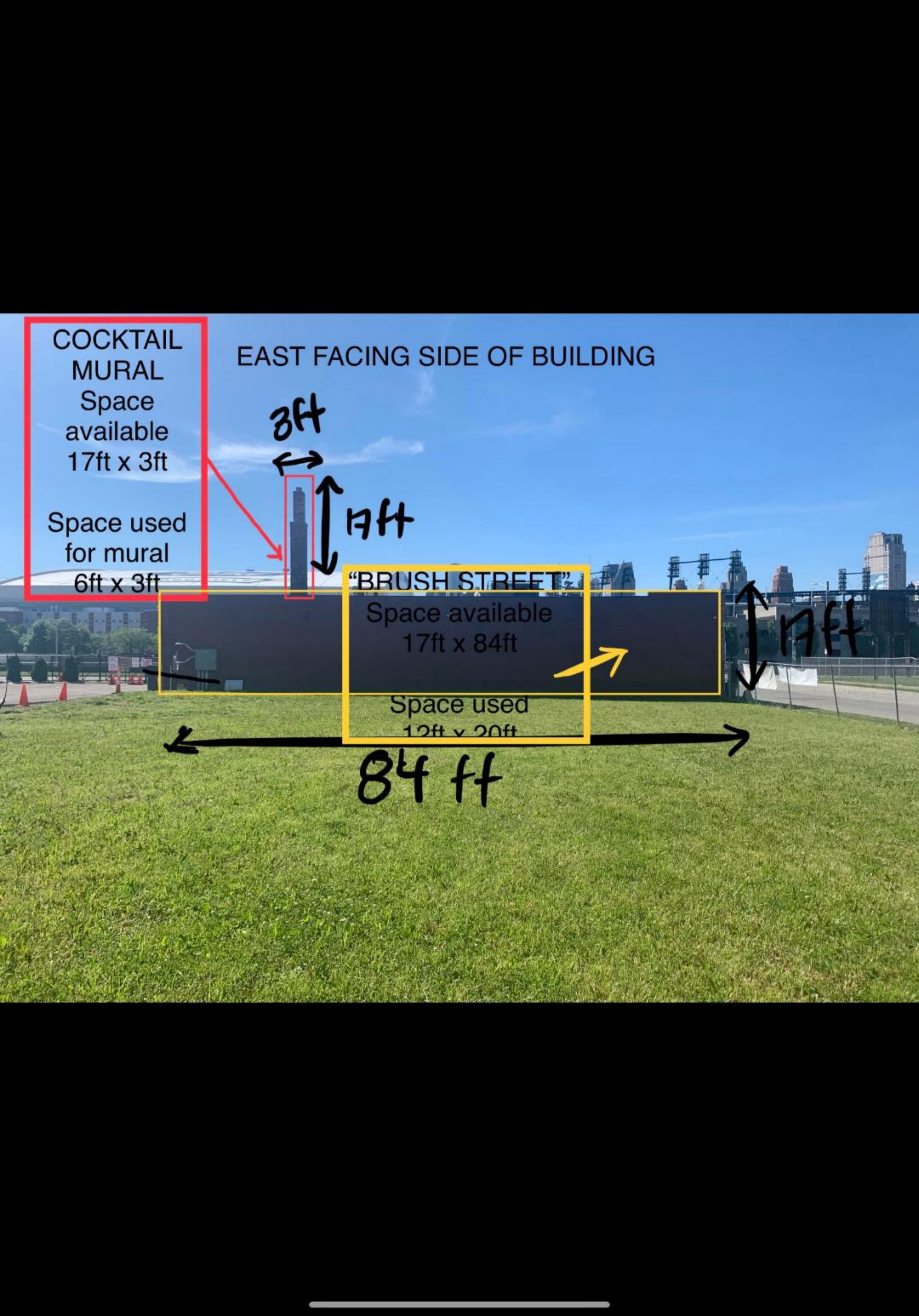
"BRUSH STREET"

Space available
17ft x 84ft

Space used
12ft x 20ft

17ft

84 ft



WEST FACING SIDE OF BUILDING

COCKTAIL MURAL
Space available
17ft x 3ft

Space used for
mural
6ft x 3ft



SOUTH FACING SIDE OF BUILDING

COCKTAIL MURAL

Space available
17ft x 3ft

Space for
6ft x 3ft

3ft

17ft

17ft

84 FT

"BRUSH STREET"

Space available
17ft x 48ft

Space used for mural
12ft x 20ft