

# THE PARADE COMPANY

PRESENTATION DOCUMENT // JANUARY 12TH, 2022



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# 01 DISCOVER



**“THE PARADE BRINGS US TOGETHER”**

TONY MICHAELS

**PURPOSE & VISION**

OUR DREAM IS TO BUILD A PARADE STUDIO WHICH NOT ONLY HOUSES ALL OF THE CREATIVITY AND PRODUCTION SEEN IN EVERYTHING WE DO, BUT ALSO OPENS UP NEW OPPORTUNITIES FOR THE COMMUNITY: TOURS, EVENTS, EDUCATION, INTERNSHIPS, AND JOBS. WE ENVISION A NEW HOME THAT PARTNERS WITH THE DETROIT COMMUNITY IN A WAY THAT SETS THE GOLD STANDARD FOR OPPORTUNITY, INCLUSION, CREATIVITY, AND FUN.



# DISCOVER | PROJECT QUESTIONS

## WHAT IS PARADE COMPANY 2.0?

- A RESILIENT SPACE THAT CELEBRATES THE LEGACY OF THE BUILDING AND THE PARADE COMPANY.
- ACCENTUATE PARTNERSHIPS & DONOR VALUE
- CREATING A LASTING IMPRESSION, A DESTINATION, A NATIONAL IMAGE.
- A BEACON THAT ELEVATES THE PARADE COMPANY WITHIN THE COMMUNITY OF DETROIT
- ESTABLISH A DESTINATION ON THE RIVERFRONT DEVELOPMENT OF THE RIVERFRONT

“We do the right thing” - Tony Michaels



# DISCOVER | PROJECT QUESTIONS

## WHAT IS THE DESIRED VISITOR EXPERIENCE FOR THE PARADE COMPANY?

- EXPERIENCE TRADITION & HISTORY OF PARADES
- CREATE THE CONNECTION OF THE HEART
- FEEL A PART OF THE PARADE AS A COMMUNITY
- IMPACTFUL EXTERIOR
- BLENDING HISTORY WITH TECHNOLOGY
- DIGITAL ARTIFACTS
- TURKEY TROT TICKER
- DYNAMIC ENVIRONMENT
- FEEL GREAT! A DESTINATION TO VISIT
- THE ENORMITY OF EVERYTHING
- THE HEART & SOUL OF THE CITY

## WHAT IS THE DESIRED STAFF EXPERIENCE FOR THE PARADE COMPANY?

- BUILD 'PARADE' CULTURE
- BRIGHT & COLORFUL INTERIORS
- COLORFUL ARTIFACTS
- OPEN COLLABORATIVE OFFICE ENVIRONMENT
- VISUAL CONNECTION TO VISITORS
- AMPLE STORAGE SPACE
- FLEXIBLE CONFERENCE ROOMS
- CREATING SPACES THAT INSPIRE

## DISCOVER | GUIDING PRINCIPLES

THESE WORDS BEGIN TO RESONATE WITH THE ESSENCE OF WHAT THE NEW HOME MEANS TO THE PARADE COMPANY. FIVE WORDS EXTRACTED, RESONATE AS COMMON THEMES, THE MOST IMPORTANT VALUES TO THE PROJECT AND WILL SERVE AS A GUIDE THROUGHOUT THE PROJECT PROCESS.

LEGACY **ICON** HISTORY IDENTITY HONOR LEGENDS ORIGINS **MEMORY** NOSTALGIA  
CREATIVITY PARTNERSHIP **EXPERIENCE** IMPACT FULLY COME JULY EMORABLE  
**CULTURE** COLLECTIVE HEROES TRADITIONS FUTURE **CORPORATE-GROUPS** EXPLORE  
**SKILLFUL** COMMUNICATE INTERACTION SUPPORT RELATIONSHIP ORGANIZATION  
PUBLIC SHARED **COMMUNITY** PRESENT IN INVOLVEMENT VOLUNTEER  
INDUSTRIAL **YOUTH-EDUCATION** CIVIC PASSION IMAGINATION FRIENDSHIP  
DIVERSITY STRENGTH PLAY FAMILY **SUSTAINABILITY** GROWTH OUTREACH  
APPROACH CHARITY **INSPIRE** MOTIVATE DRIVE EXCITE DETERMINATION SKILL  
**CELEBRATE** PARTY VIBRANT ARTIST SPECTRAL **HOSPITALITY** DIVERSITY  
INTEGRATION **OPPORTUNITY** MENTORSHIP **SERVICE** HERITAGE HOME SPIRIT  
PRODUCTION AWE CAPTIVATING **SPONSORSHIP** TIMELESS TEACH INSPIRATIONAL  
CONNECTION EFFICIENCY AUTHENTICITY INTEGRITY MADE PROUDLY AMIC  
IMAGINATIVE MULTI-PURPOSE **DEVELOPMENT** RESPONSIVE TRADITION PRIDE

# EXPERIENCE COMMEMORATION COMMUNITY INDUSTRY PARTNERSHIP



DISCOVER | GUIDING PRINCIPLES

# EXPERIENCE

AWE | INSPIRATIONAL | CAPTIVATING | PURPOSEFUL | EDUCATIONAL  
| EXPANSIVE | BEAUTIFUL | THEATRICAL | IMAGINATIVE | ARTFUL



## WHAT IT MEANS

- AN EVENT OR OCCURRENCE THAT LEAVES AN IMPRESSION ON SOMEONE.
- THE KNOWLEDGE OR SKILL ACQUIRED BY EXPERIENCE OVER A PERIOD OF TIME, ESPECIALLY THAT IS GAINED IN A PARTICULAR PROFESSION.

## WHAT IT MEANS TO THE PARADE COMPANY:

- CREATING BETTER VISITOR EXPERIENCE TO VIEW THE FACILITY, INDULGE IN THE LEGACY ASSOCIATED WITH THE BUILDING AND PARADE COMPANY WHILE HAVING A CHANCE TO EXPERIENCE THE PROCESS OF WORKING IN A PARADE COMPANY.
- SPATIAL DESIGN THAT HAVE ABUNDANT LIGHT IN THE WORK SPACE, WHICH CAPTIVATES, INSPIRES THE CREATIVE MINDS.
- CREATING A BETTER VISITOR EXPERIENCE THAT PROMINENTLY EXHIBITS THE WORK, PROVIDING A LARGE FRAME FOR DISPLAY OF SUPERSIZED WORKS OF ART.

# COMMUNITY

COMMONS | OUTREACH | FLEXIBLE | INSPIRATIONAL | NURTURING  
STRENGTH | SHARED | ACCESSIBLE | PLAYFUL | MENTORSHIP



## WHAT IT MEANS

- A FEELING OF FELLOWSHIP WITH OTHERS, AS A RESULT OF SHARING COMMON ATTITUDES, INTERESTS, AND GOALS.
- A RESOURCE DESIGNED TO SERVE THE PEOPLE OF A PARTICULAR AREA.

## WHAT IT MEANS TO THE PARADE COMPANY:

- CREATING A SENSE OF BELONGING AND TOGETHERNESS THROUGH VOLUNTEER PROGRAMS AND TOURS.
- CONNECTING THE RIVERFRONT AND SEVERAL COMMUNITY OUTREACH PROGRAMS THAT ARE ACCESSIBLE TO THE PUBLIC.
- A PLACE WHERE THE COMMUNITY BECOME A PART OF THE PROCESS CREATING AND ENGAGING WITH THE SPIRIT OF THE PARADE COMPANY.

# COMMEMORATION

MEMORY | HONOR | EMBODIMENT | TRANSCEND | TIMELESS | HEROES  
RECOGNITION | MONUMENT | COLLECTIVE | CEREMONIAL | EPHEMERAL



## WHAT IT MEANS

- REMEMBRANCE, TO DO SOMETHING SPECIAL IN ORDER TO REMEMBER, RESPECT AND HONOR AN IMPORTANT EVENT OR PERSON FROM THE PAST.
- TO EXIST OR BE DONE IN ORDER TO REMIND PEOPLE OF AN IMPORTANT EVENT OR PERSON FROM THE PAST.

## WHAT IT MEANS TO THE PARADE COMPANY:

- MAINTAINING THE TIMELESS LEGACY TO THOSE WHO GAVE THEIR LIVES FOR FREEDOM AND RETAINING THE SPATIAL CHARACTER OF THE HISTORIC BUILDING AND TO BRING BACK ITS LOST VALUE.
- RESTORING THE SYMBOLIC & MATERIAL VALUE OF ELEMENTS THAT REMAIN IN THE HISTORIC BUILDING.
- SHOWCASING THE EXPERTISE OF THE PARADE COMPANY TO EXPOSE A LEGACY INDUSTRY WHILE RE-ESTABLISHING THE HISTORIC BUILDING ITSELF.

DISCOVER | GUIDING PRINCIPLES

# INDUSTRIAL

ORGANIZED | PRODUCTION | MANUFACTURING | MACHINERY | LIGHT-FILLED  
SAWDUST | GRAND | EXPOSED | TIMELESS | RAW | DETROIT HERITAGE | STUDIO  
SPARKS | PAINT | ROUGH | ADAPTABLE | EXPANSIVE | MOVEMENT | CREATION



### WHAT IT MEANS

- RELATING TO OR CHARACTERIZED BY INDUSTRY.
- MANUFACTURING UNITS THAT ACTIVELY MAKE A PRODUCT, PRODUCE, INVENT OR FABRICATE.

### WHAT IT MEANS TO THE PARADE COMPANY:

- SPATIAL PLANNING AND STATE OF THE ART FACILITY THAT EFFICIENTLY USES LABOR, MACHINES AND TOOLS FOR PRODUCTION & STORAGE OF FLOATS.
- AN ORGANIZED, EXPANSIVE LIGHT-FILLED MANUFACTURING AREA THAT IS ADAPTABLE
- A PRODUCTION PLACE THAT EXPRESSES THE CREATIVE AND IMAGINATIVE THINKING WHILE TRANSFORMING DREAMS INTO REALITY.

# PARTNERSHIP

ALLIANCE | SPONSORSHIP | IMMERSIVE | INTEGRAL | DIGITAL | COLLECTIVE  
SUSTAINABLE | COLLABORATE | LEGACY | BRAND | GROW | TEACH | CONNECT



### WHAT IT MEANS

- AN ASSOCIATION OF TWO OR MORE PEOPLE AS PARTNERS.
- A COOPERATIVE LINK BETWEEN ORGANIZATIONS FOR A JOINT PURPOSE.

### WHAT IT MEANS TO THE PARADE COMPANY:

- AN ALLIANCE BETWEEN PARTNERS LIKE DTE, GENERAL MOTORS IN EXCHANGE FOR SPECIFIC PROMOTIONAL BENEFITS.
- AN INTEGRAL DESIGN STRATEGY TO CREATE SYNERGY FOR ALL CORPORATE PARTNERS AND DONORS
- OPPORTUNITIES TO ENGAGE WITH OTHERS TO CREATE, EXHIBIT AND EXPLORE WHAT THE PARADE COMPANY HAS TO OFFER.

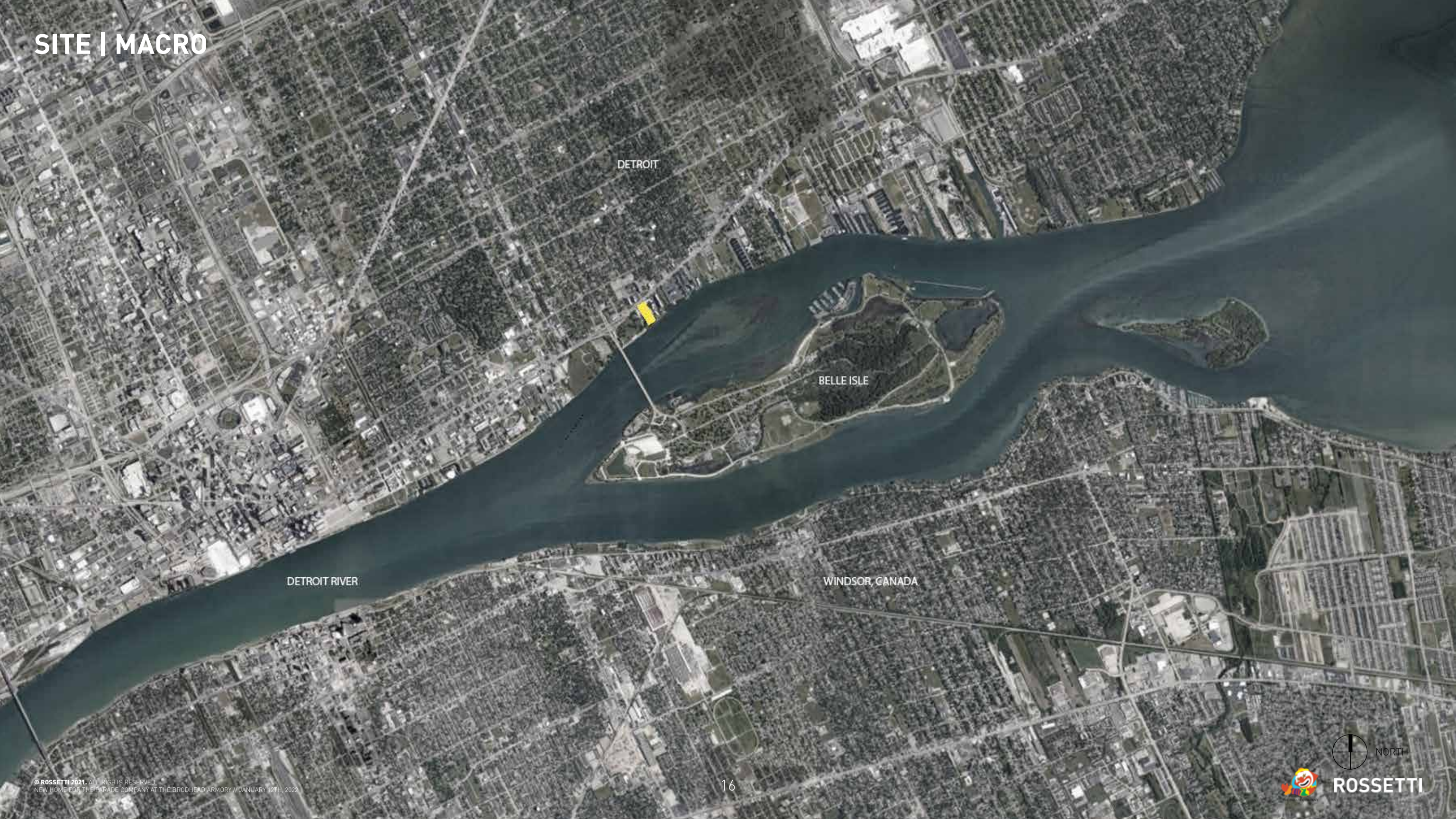
## “HOME”

THE PARADE COMPANY “HOME” WILL BECOME AN ALL-ENCOMPASSING HEAD QUARTERS THAT ELEVATES THE ORGANIZATION ON A LOCAL AND NATIONAL LEVEL. THE BUILDING WILL CREATE AN INCLUSIVE ENVIRONMENT THAT BROADENS THE MISSION AND EXTENDS THE PRESENCE OF THE PARADE COMPANY IN DETROIT. NATURAL LIGHT, BRIGHT GRAPHICS, VOLUMINOUS AND CURATED SPACES WILL CREATE AN EXPERIENCE THAT RESEMBLES THE LARGER-THAN-LIFE PARADE COMPANY. THE FACTORY, BUILDING SYSTEMS, PROGRAMMATIC PLANNING AND SUSTAINABILITY WILL BE INTERTWINED INTO THE PARADE COMPANY BRAND RESULTING IN A VIBRANT AND AWE-INSPIRING EXPERIENCE THAT CAPTURES ITS VISITORS AND SUPPORTERS’ IMAGINATION.

THE HEAD QUARTERS WILL BECOME A TRUE DESTINATION, CELEBRATING DETROIT, COMMEMORATING ITS HISTORY, CONNECTING WITH THE COMMUNITY AND ESTABLISHING ENDURING PARTNERSHIPS.

# 02 SITE

# SITE | MACRO



DETROIT

BELLE ISLE

DETROIT RIVER

WINDSOR, CANADA



# SITE | MICRO



E JEFFERSON

GABRIEL RICHARD PARK

MACARTHUR BRIDGE

BELLE ISLE

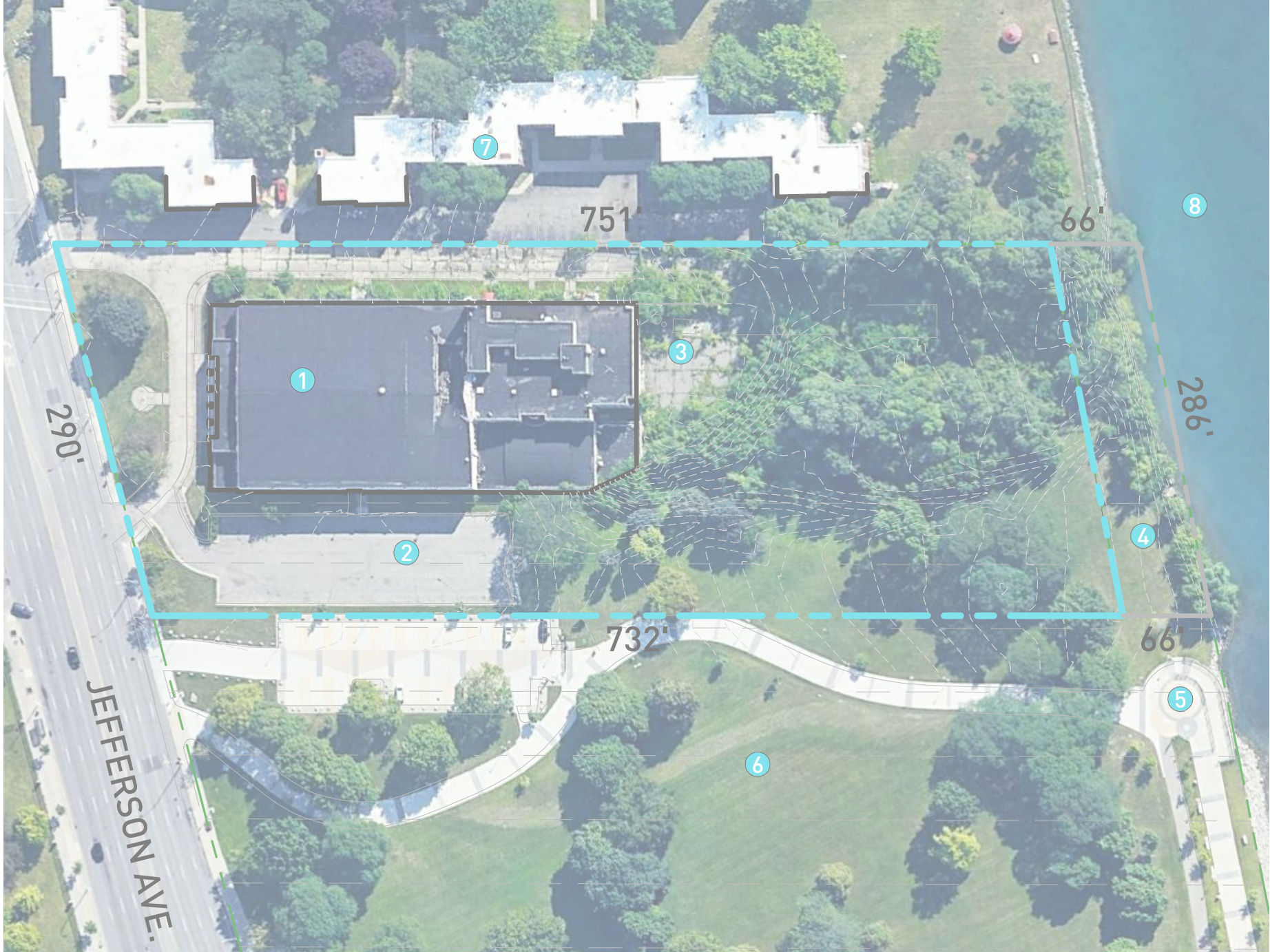
# SITE | EXISTING CONTEXT

## Site Summary

Lease Boundary	208,510 sf (4.79 acres)
Street Frontage	290.5 lf
Zoning Designation	SD-4 (Special Dev't, Riverfront Mixed-Use)
Historic Designation	Local historic district (interior and exterior)
Bldg. Area, Above Grade	+/- 87,000 sf
Bldg. Area, Basement	+/- 20,000 sf
<b>Total Exist. Building Area</b>	<b>+/- 106,932 sf</b>

## Existing Conditions Site Plan

1. Existing Building
2. Existing Parking Lot, ~46 spaces
3. Existing Loading Area
4. Riverfront Easement
5. Existing Riverwalk
6. Gabriel Richard Park (16.6 acres)
7. River Terrace Apartments
8. Detroit River





EXTERIOR



WPA ARTWORK



WPA ARTWORK



EXTERIOR



FRONT FACADE



DRILL HALL



DRILL HALL



FRONT FACADE

# BRODHEAD ARMORY

THEN & NOW

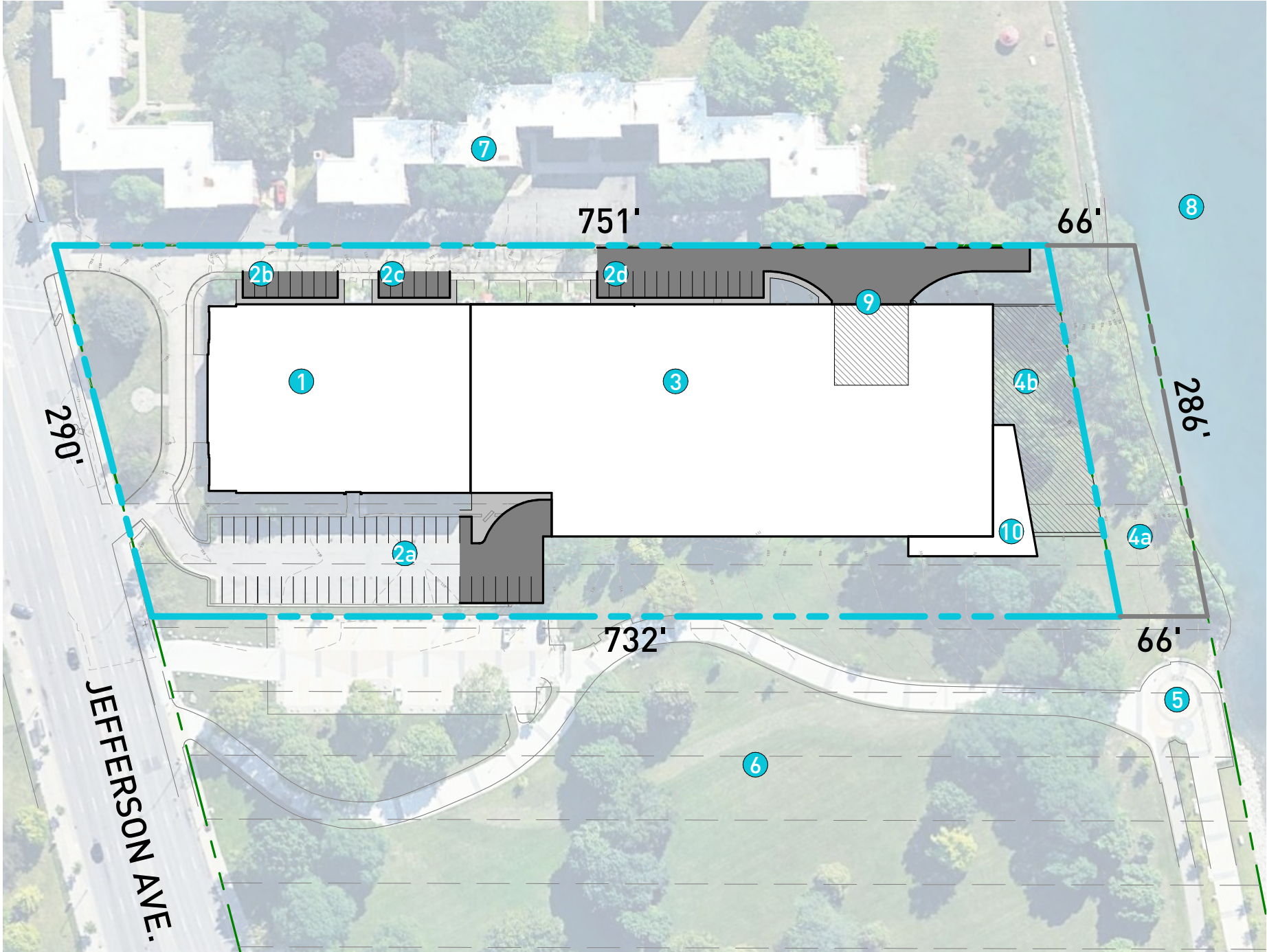
# SITE | PROPOSED SITE PLAN

## Site Summary

Bldg. Area, Rehabilitated Jefferson Block	+/- 37,900 GSF
Bldg. Area, Addition	+/- 133,800 GSF
<b>Total Prop. Building Area</b>	<b>+/- 171,700 GSF</b>
Outdoor Terrace	+/- 2,700 sf
Riverwalk Plaza	+/- 11,800 sf
Parking Spaces	80+ spaces

## Proposed Conditions Site Plan

1. Renovated Brodhead Armory
- 2a. Renovated Parking Lot, 52 spaces
- 2b. New Parking, 8 spaces
- 2c. New Parking, 6 spaces
- 2d. New Parking, 14 spaces
3. Proposed Building Addition
- 4a. Riverfront Easement
- 4b. Proposed Riverfront Plaza
5. Existing Riverwalk
6. Gabriel Richard Park
7. River Terrace Apartments
8. Detroit River
9. Proposed Recessed Loading Dock
10. Proposed Outdoor Terrace



# 03 PROGRAMMING

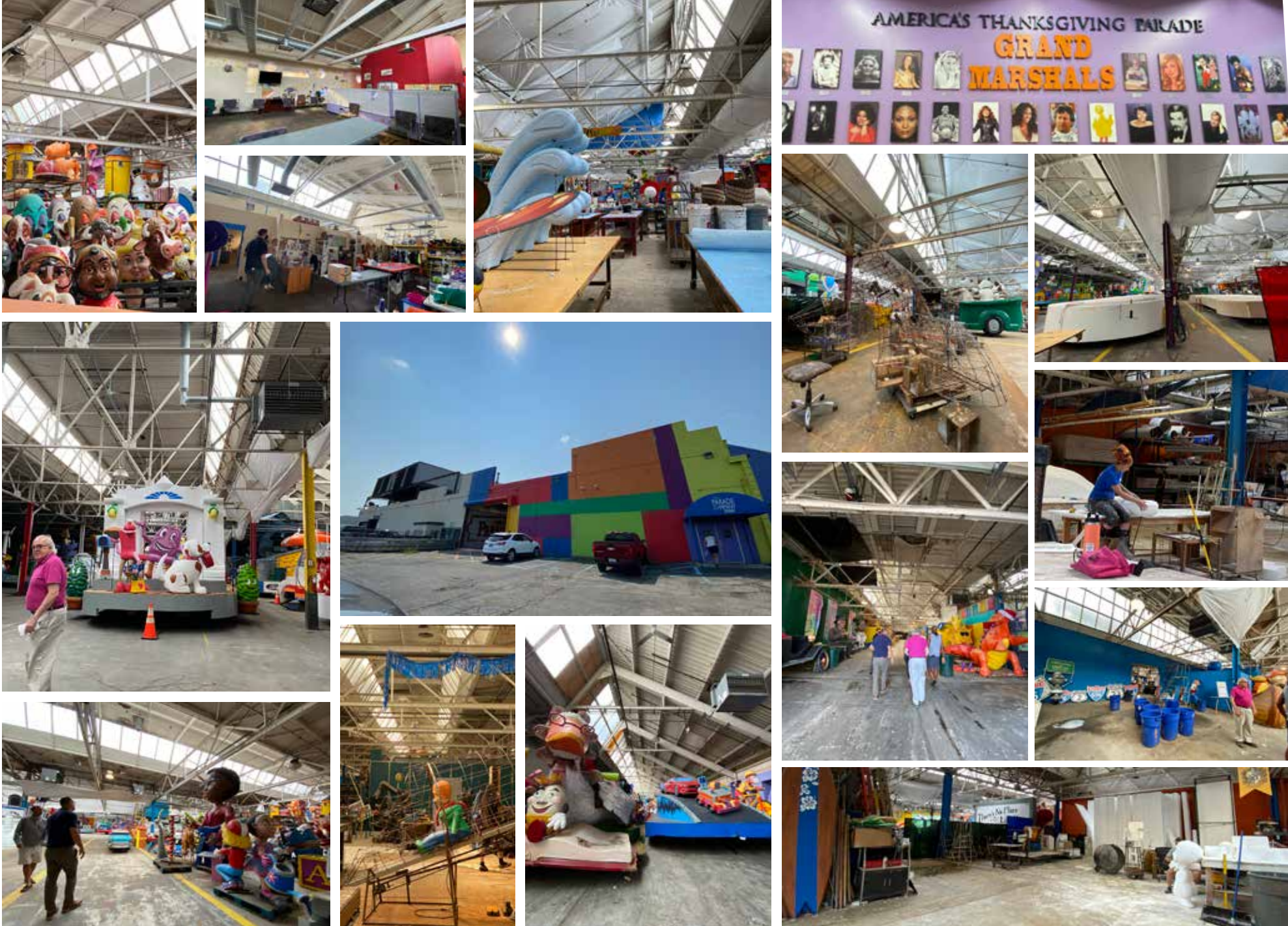
# PROGRAMMING | INTERVIEW SYNOPSIS

ROSSETTI conducted two interview sessions with The Parade Company. The purpose of these interviews was to conduct an in-depth understanding of all of the spaces TPC currently has and is looking to grow into. We sat down with staff to learn about their roles, work habits, and how the new facility can better support what they do.

The results of the interviews direct and inform the program for the new Home of The Parade Company.

Here are the groups that we interviewed:

- Leadership
- Office
- Facilities
- Art
- Tours
- Volunteers
- Events
- Turkey Trot
- Costumes



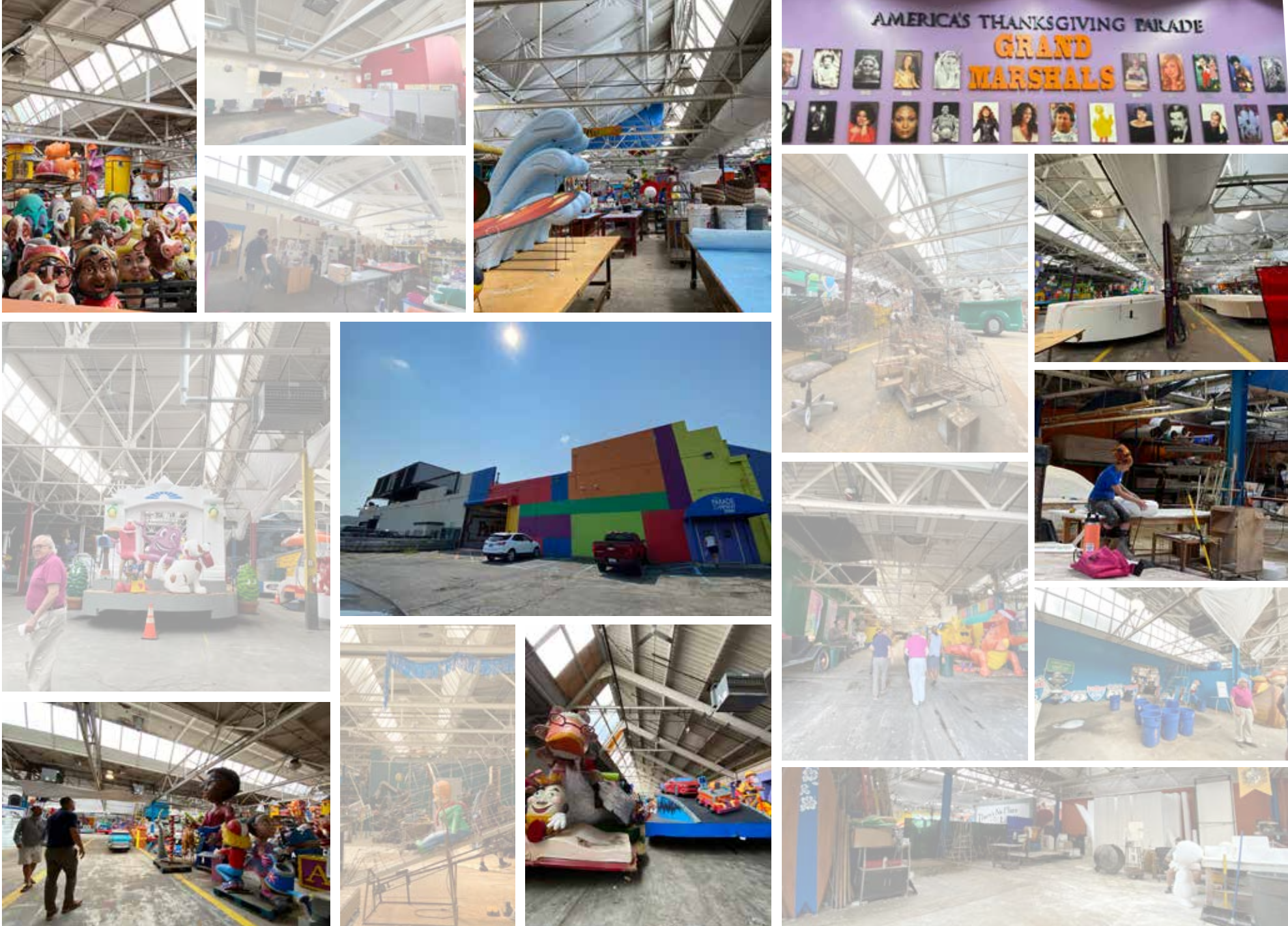
# PROGRAMMING | INTERVIEW SYNOPSIS

The parade company is defined into 2 categories:

1. Parade staff
2. Volunteers and Visitors

TPC requires dedicated work spaces that inspire and better support every department and their working system.

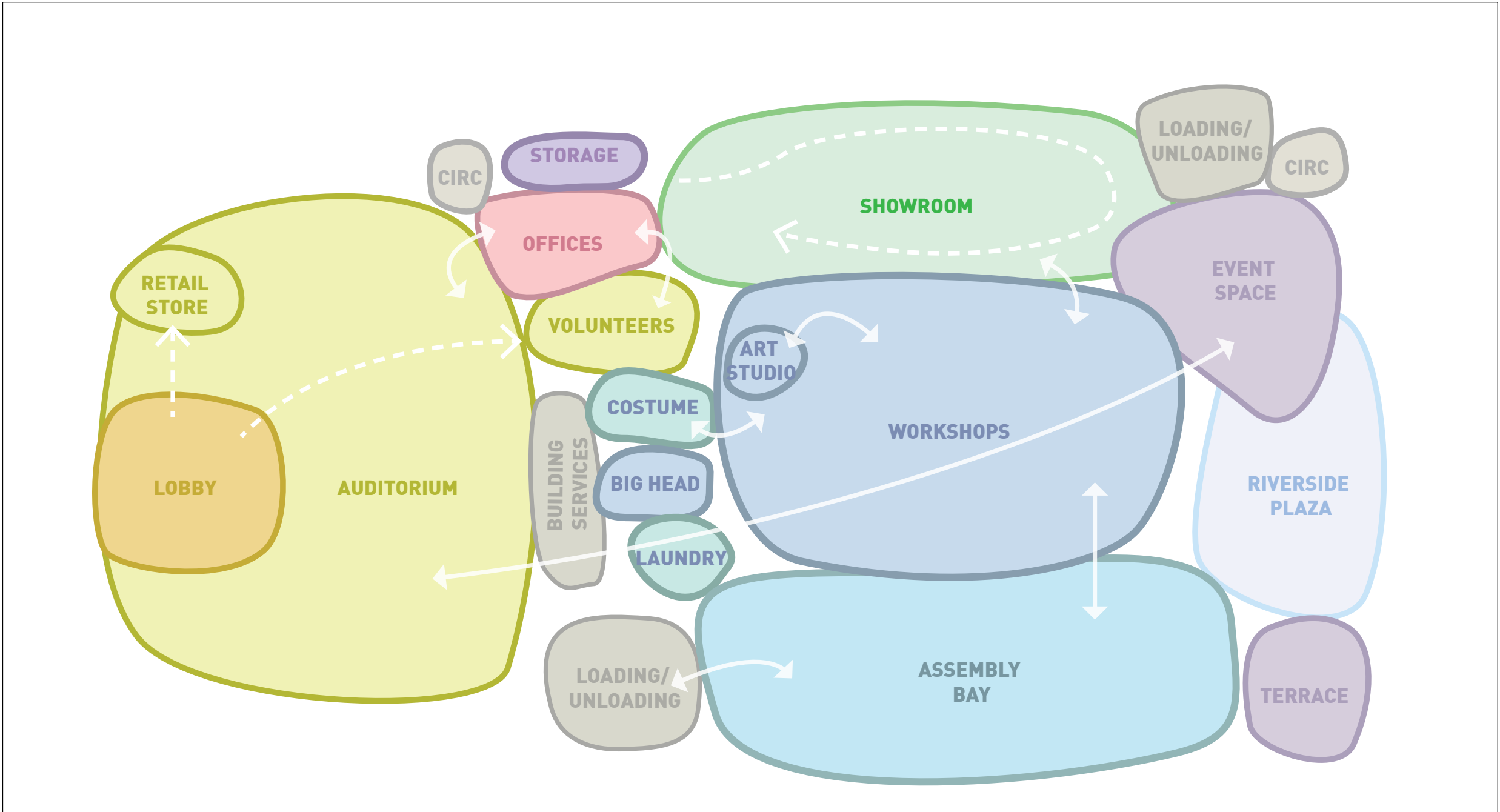
- Large open, bright naturally lit spaces
- Use of bright colors and graphics to reinforce the TPC brand
- Introduce a separate Visitor and Volunteer experience from entry to exit. Safe and accessible circulation.
- Create a space to provide for rent-able events up to 2000 people.
- Provide flexibility, where float spaces can be shrunk or expanded to provide for alternate uses and stories.
- Integrate necessary equipment and physical space requirements needed to design, create and fabricate floats.
- Develop offices that support TPC culture and personalities, the space should be imaginative and inspiring.



# PROGRAMMING | ADJACENCIES DIAGRAM

**Legend**  
 ↔ **STAFF**  
 - - - - -> **VISITORS**

The diagram depicts connections between spaces depending on the end user.  
 Solid lines denote Staff access and dashed lines are accessible for visitors while spaces like storage area, docks, offices, laundry are restricted only to Parade Staff.



The diagram is a result of observations and dialogue with the parade company staff

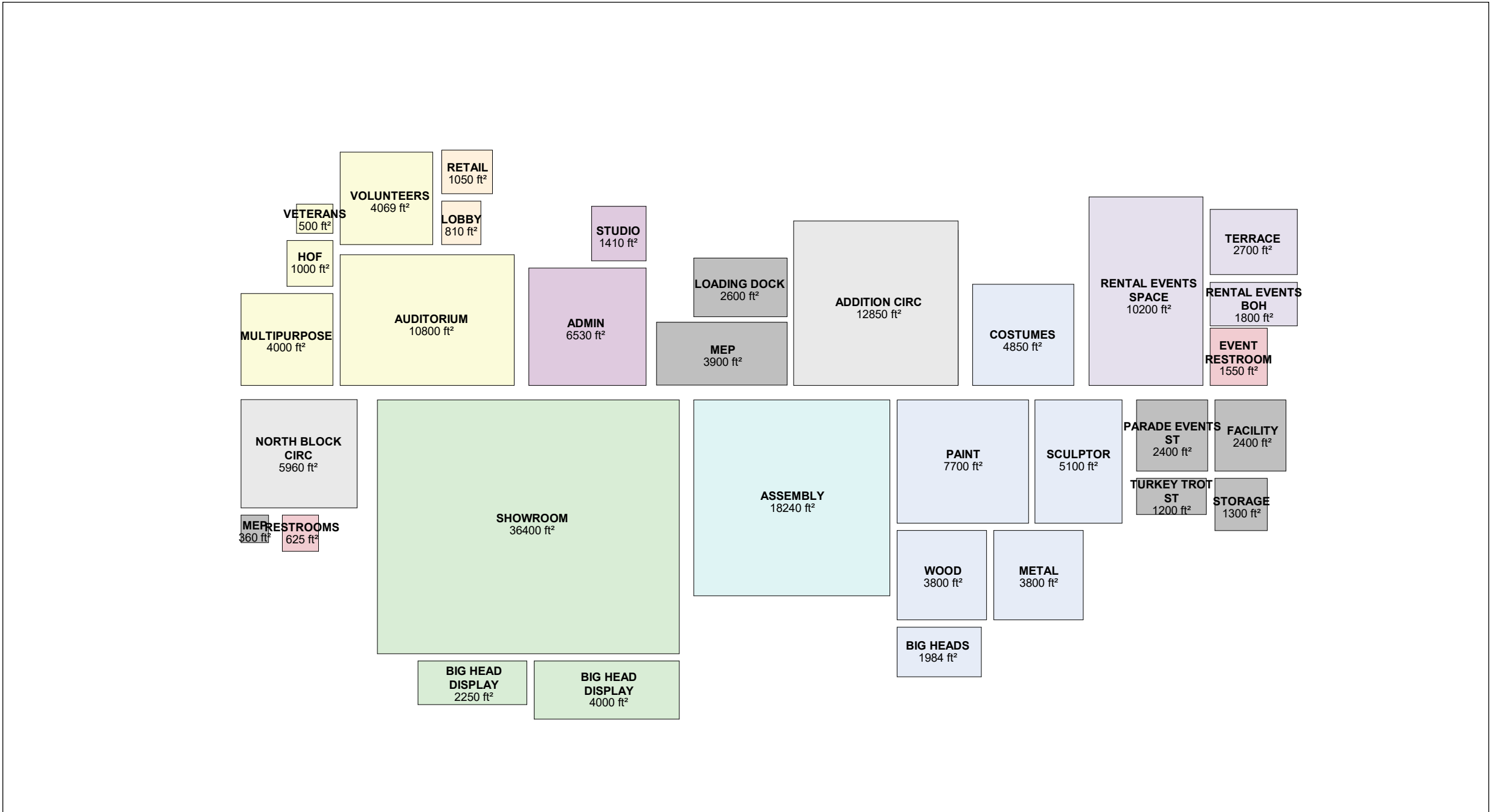
No Scale



# PROGRAMMING| PROGRAM BREAKDOWN

**Legend**

- ENTRY
- PUBLIC SPACE
- ADMIN OFFICE
- RESTROOMS
- RENTAL EVENTS
- SHOWROOM
- WORKSHOPS
- ASSEMBLY AREA
- BACK OF HOUSE
- CIRCULATION



The diagram indicates a graphic representation of the program for the building. These are a high level of breakdown of spaces, see the appendix for the program matrix.

No Scale

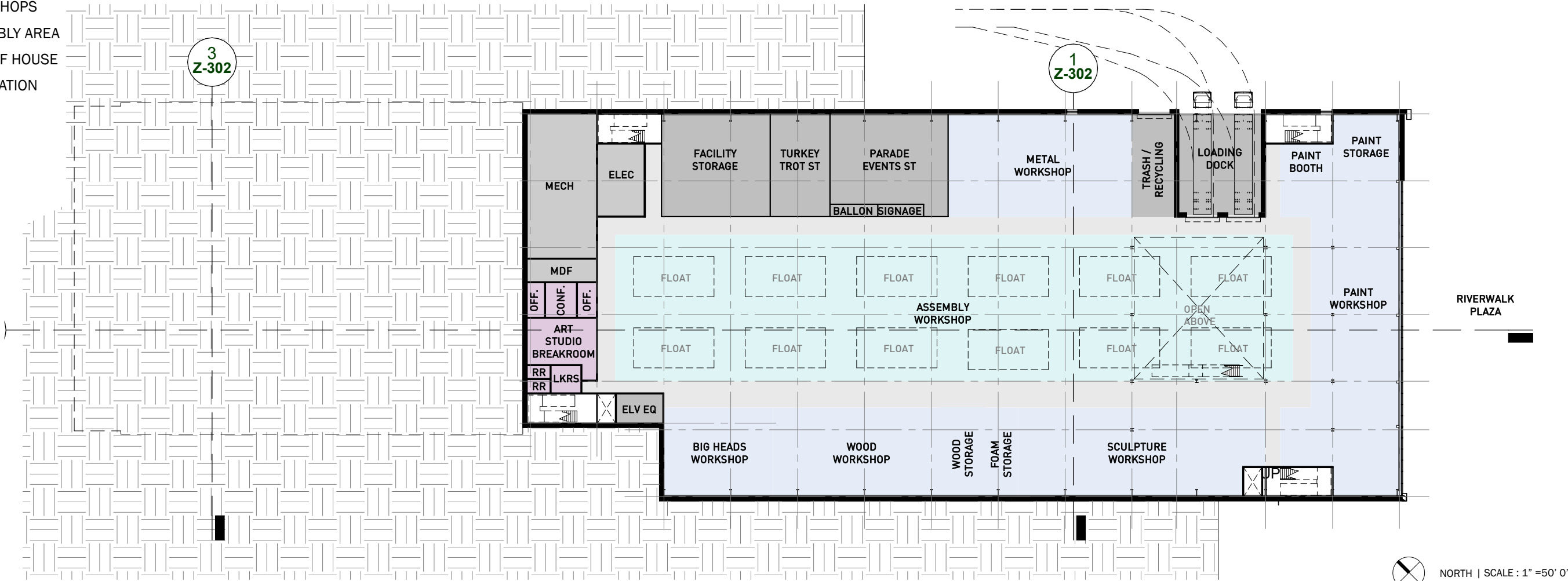
# 04 PLANS



# PLANS | LEVEL - 00 // RIVER LEVEL

**Legend**

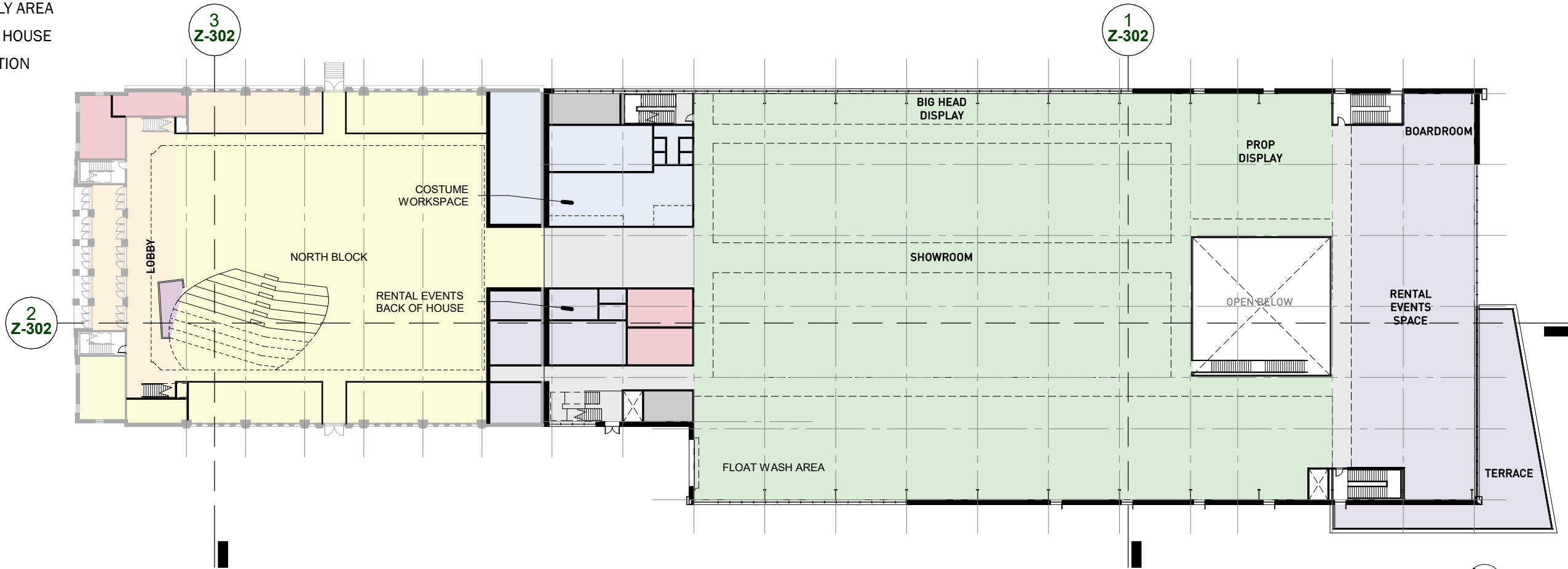
- ENTRY
- PUBLIC SPACE
- ADMIN OFFICE
- RESTROOMS
- RENTAL EVENTS
- SHOWROOM
- WORKSHOPS
- ASSEMBLY AREA
- BACK OF HOUSE
- CIRCULATION



# PLANS | LEVEL - 01 // MAIN LEVEL

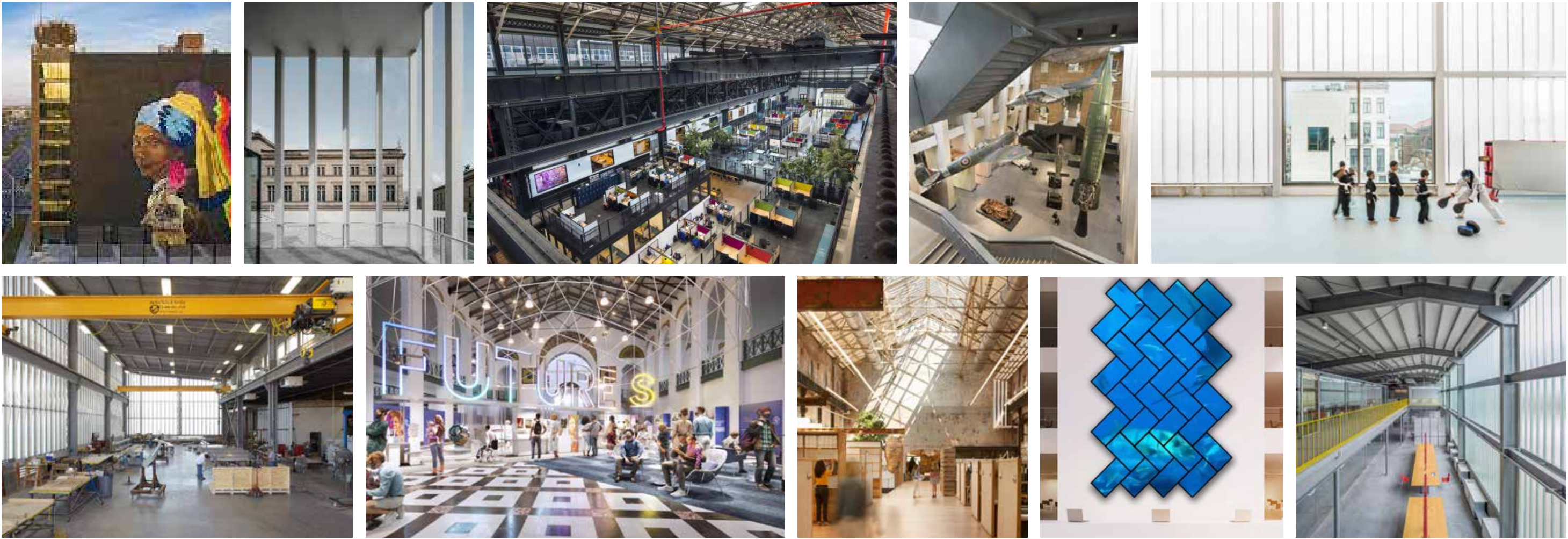
**Legend**

- ENTRY
- PUBLIC SPACE
- ADMIN OFFICE
- RESTROOMS
- RENTAL EVENTS
- SHOWROOM
- WORKSHOPS
- ASSEMBLY AREA
- BACK OF HOUSE
- CIRCULATION



NORTH | SCALE : 1" = 50' 0"

# PLANS| INTERIOR LOOK & FEEL // INTERIOR SPACES



## AESTHETIC

INTERIOR: TALL CEILINGS; NATURAL LIGHT; LARGE OPEN FLOOR PLAN FOR CONSTRUCTION, DESIGN, AND STORAGE; EMPLOYEE LOUNGE AND LOCKERS; GATHERING SPACES FOR EMPLOYEES AND TOURING VISITORS

VIBRANT | SIMPLE | IMAGINATIVE | SOLID | ENVIRONMENTALISM | EXHIBIT | PLAYFUL | CULTURAL

# PLANS| INTERIOR LOOK & FEEL // OFFICES SPACES



## OFFICE

COLORFUL | BRIGHT | OPEN YET PRIVATE | FLEXIBLE | MULTIPURPOSE | EFFICIENT | INSPIRING

# PLANS | INTERIOR LOOK & FEEL // CIRCULATION SPACES



## CIRCULATION SPACES

COLORFUL | FLEXIBLE | MULTIPURPOSE | INSPIRING

# VIEW FROM ENTRY





# VIEW FROM FLOAT SHOWROOM



THE PARADE COMPANY  
Studio

PAINT SHOP  
WOOD SHOP



# 05 ELEVATIONS

# ELEVATIONS | EXTERIOR LOOK & FEEL



# AESTHETIC

EXTERIOR: DIFFERENTIATED FROM THE HISTORIC BUILDING THROUGH MATERIALITY AND COLOR; COMPATIBLE WITH THE HISTORIC BUILDING IN MASSING, SIZE, SCALE, AND ARCHITECTURAL FEATURES; RELATES TO THE DETROIT RIVER, RIVERWALK, ADJACENT PARK; HUMAN-SCALE ELEMENTS

**VIBRANT | SIMPLE | IMAGINATIVE | SOLID | ENVIRONMENTALISM | EXHIBIT | PLAYFUL | CULTURAL | DETROIT**

# ELEVATIONS | EXTERIOR MATERIALS

**HISTORIC WINDOW REPLACEMENT**



ALUMINUM FRAMED GLASS IG UNITS  
CUSTOM PAINT TO MATCH HISTORIC COLOR

**SALVAGED LIMESTONE**



LIMESTONE PANELS FROM SOUTH BUILDING

**GUARDRAIL**



PERFORATED ALUMINUM GUARDRAIL

**OVERHEAD DOORS**



CUSTOM PAINTED STEEL DOORS

**ACCENT EXTERIOR CLADDING**



POLYCARBONATE

**PRIMARY EXTERIOR CLADDING**



VERTICAL METAL PANEL

**WINDOW FRAME & GLAZING**



ANODIZED ALUMINUM WINDOW FRAMES  
W/ CLEAR GLASS

**EXPOSED FOUNDATION & SITE WALLS**



CAST-IN-PLACE ARCHITECTURAL  
CONCRETE FOUNDATION WALLS

# VIEW FROM JEFFERSON



# AERIAL FROM JEFFERSON



# VIEW FROM RIVER



# 07 PRESERVATION



# RETENTION OF SOUTH BLOCK HISTORY

This proposal seeks to **retain a meaningful amount of the historical interior elements** while removing the South Block to make room for the addition of two new levels of high-bay space south of the rehabilitated Jefferson Avenue Block.

This proposal seeks to retain historic elements of the South Block through:

- » Educational exhibits and displays through the rehabilitated and new structure
- » Redeployment of historic elements to City of Detroit facilities as well as Detroit area museums, schools, and community organizations for display and use in their facilities
- » Salvage through commercial historic restoration venues



David Fredenthal mural in South Block



Reclaimed steel bulkhead from a mothballed ship

# RETENTION OF SOUTH BLOCK HISTORY

Weather and time have not been kind to the interior of the woodwork and murals in the South Block. In the four years since the 2015 Due Diligence Report, the continued deterioration is visibly measurable when compared to 2018 photographs. Soon there may be virtually nothing remaining to retain without intervention.

The Parade Company has included a substantial allowance for Interior Historic Restoration in the construction budget solely for safely removing and relocating historic elements in the South Block.



Fredenthal mural and wood door trim in bar area



Yaeger murals in dining room

# PRESERVATION | ITEMS TO PRESERVE



GUSTAV HILDEBRAND  
INSCRIBED PLASTER

RELOCATION : MEZZ  
VETERANS



FREDENTHAL MURAL,  
WARDROOM

60' LONG, 5 PANELS  
RELOCATION : MEZZ VETERANS



EDGAR YAEGAR MURAL,  
MESS HALL

6' HIGH X 180' LONG  
RELOCATION : MEZZ VETERANS



FREDENTHAL  
MURAL, BAR

RELOCATION : MEZZ  
VETERANS



NAUTICAL DOOR FRAME

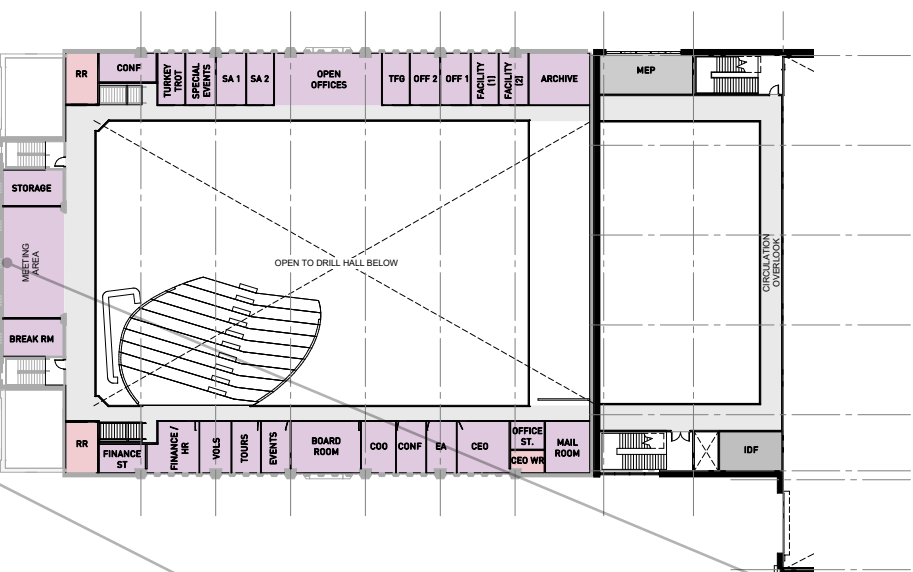
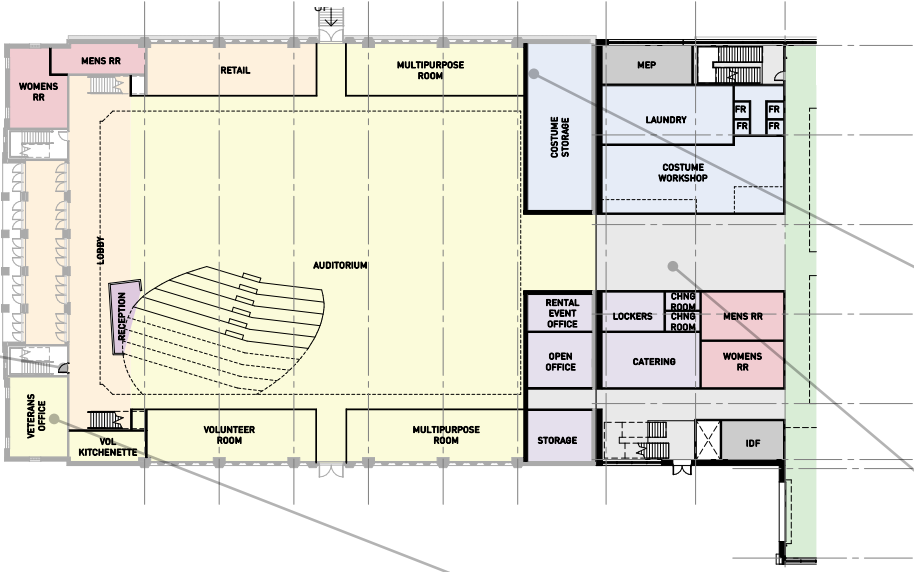
RELOCATION : MEZZ STAIRS



CARVED VENEER BY  
TABACZUK

RELOCATION: VARIOUS  
DOOR LOCATIONS

# PRESERVATION | STORY OVERLAY



NORTH | SCALE : 1/64" = 1'0"

NAUTICAL DOOR  
FRAME

YAEGAR MESS HALL  
MURAL

HILDEBRAND INSCRIBED  
PLASTER

FREDENTHAL  
MURAL

FREDENTHAL  
MURAL WARDROOM





# ROSSETTI

