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PURPOSE & VISION

The Parade Company has been evaluating sites for a new home for the past nine years. 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. We see a new home that is a beacon of light to all, a sanctuary of culture similar to the Detroit Institute of Arts and Campus Martius. Our vision creates a collaborative partnership that opens its doors to our immediate neighbors: the Detroit RiverFront Conservancy, Jefferson East Inc., Rivertown Detroit Association, and all Detroiters to elevate the Parade Company mission to another level in a well thoughtout, economic, and effective manner.



THE PARADE COMPANY

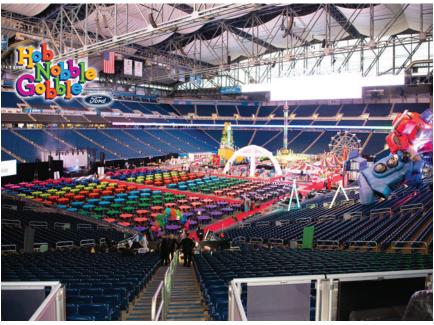
INITIATIVES

The Parade Company currently runs The Ford Fireworks, America's Thanksgiving Parade, Hob Nobble Gobble, and the Strategic Staffing Solutions Turkey Trot. Assisted by over 2,500 volunteers, each year we host thousands of children and families as they tour our studio. In addition, we help facilitate events such as River Days and build animated props such as the bobble heads that appeared Downtown in Spring 2018.

The Parade, now in its 93rd year, has been a one-of-a-kind spectacle of fantasy, holiday spirit, and community enthusiasm. Over the past nine years, the organization has created a business model that provides sustainable growth, financial stability, and success for Detroit.



AMERICA'S THANKSGIVING PARADE DETROIT



HOBBLE NOBBLE GOBBLE



FORD FIREWORKS DETROIT



STRATEGIC STAFFING SOLUTIONS TURKEY TROT

THE PARADE COMPANY

CURRENT HOME

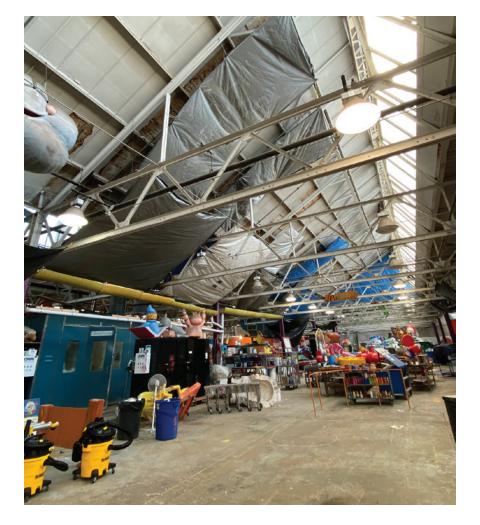
All of the floats and costumes are created and constructed in the Detroit Parade Studios. The Parade Company employs local artists to skillfully build all the floats and costumes for America's Thanksgiving Parade.

Our current home is located on Mt. Elliott Street north of I-94 in a district that is becoming a transportation logistics hub with heavy semi-truck traffic. Our studio is a portion of a former automotive plant. The Albert Kahn designed facility is in need of major work; in particular the saw-toothed roof system leaks like a sieve.

Being located in an industrial area has been a deterrent to attracting school tours. It is not the optimal location for the family friendly, community oriented activities we host today and intend to increase to be daily.



PARADE COMPANY MT. ELLIOTT STREET LOCATION



THE PARADE COMPANY

FUTURE NEEDS

To satisfy the Parade Company's current operations and future vision, the new home will need to provide 130,000 square feet of high-bay area for the production and storage of floats, big heads, and costumes, and an additional 30,000 square feet for offices and events.

The Parade Company envisions expanding our family oriented offerings. We are planning for an increase in tours, particularly elementary and middle school tours; educational workshops and internships; corporate events; family and community celebrations such as weddings, graduation parties and bar mitzvahs.

Given the Brodhead's military heritage, the Parade Company is in conversations with local veteran organizations to collaborate on Memorial Day celebrations and gatherings.



ROMULUS MIDDLE SCHOOL TOUR OF THE PARADE COMPANY



VOLUNTEERS AT PARADE COMPANY HEADQUARTERS



PARADE STUDIO TOURS



PROP PRODUCTION

R. THORNTON BRODHEAD ARMORY

The City of Detroit Historic Designation Advisory Board notes that the Richard Thornton Brodhead Armory stands as a reminder of **Detroit's sea service heritage** since 1930. In the late 1920s Lieutenant Commander R. Thornton Brodhead, the head of the Michigan State Naval brigade, led a drive to establish a new armory. The City of Detroit provided the land and a portion of the funding. Brodhead Armory has served the Navy, Marine Corps, Coast Guard, and their reserve and militia components.

Its historic significance is founded in its associations with influential members of Detroit's Naval Militia community and in its art deco design by Detroit's preeminent architect of the times — William Buck Stratton of Stratton & Hyde.

During the Great Depression, artists were engaged on projects at the armory in 1939 and 1941. Projects included painted murals by David Fredenthal and Edgar Yaeger, a carved mural by Gustav Hildebrand, wooden doors and banisters carved by John Tabacanuk, and a reclaimed steel bulkhead from a mothballed ship.



Students at the Brodhead Armory, 1930s. Source: Detroit Historical Society



Front facade and lawn, c. 1970s. Source: G. Garner

TWO DETROIT LEGACIES UNITED

Detroit has a rich cultural heritage. It is our gift from past generations, and it is our responsibility to pass on to future generations.

Visually the greatest evidence of our cultural heritage (besides the Detroit River itself) is the abundance of historically significant architectural structures. Each day we are reminded of the artistic investments in brick-and-mortar created by those who came before us. The Brodhead Armory is a legacy that anchors the eastern side of the MacArthur Bridge along East Jefferson Avenue.

As we live and experience Detroit, some of our most memorable cultural traditions are produced by the Parade Company. Several times a year the Parade Company brings the city to life with events such as the America's Thanksgiving Parade, Ford Fireworks, Strategic Staffing Solutions Turkey Trot, Pancake Breakfast and Hob Nobble gobble presented by Ford. The Parade Company is a legacy that defines our holiday and community celebrations.

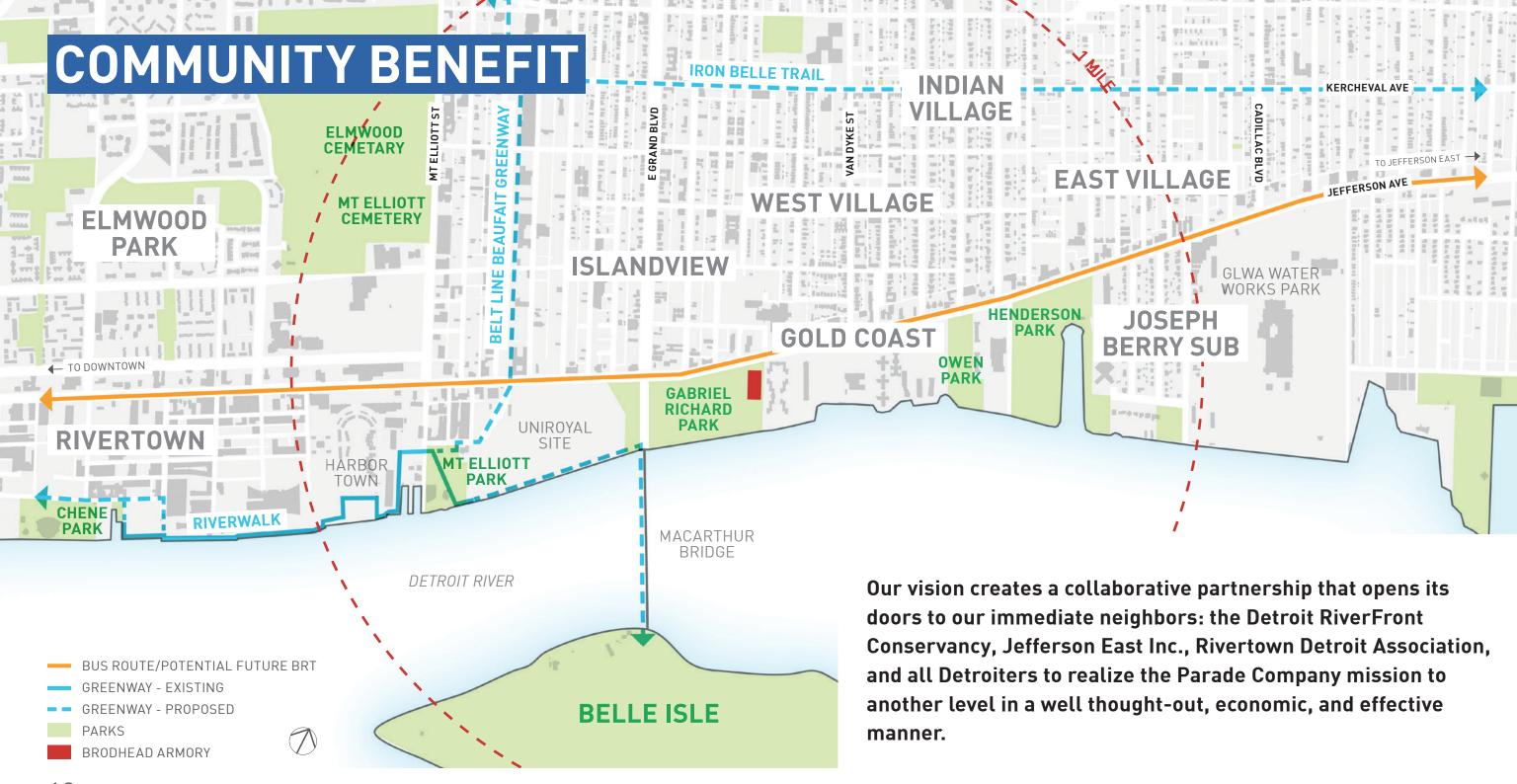
This proposal brings together the legacies of the Brodhead Armory with the Parade Company, so together, they can both survive and continue to serve Detroit.



BRODHEAD ARMORY, C. 2019



PROPOSED PARADE STUDIO/BRODHEAD ARMORY (RENDERING)



This proposal by the Parade Company for the rehabilitation of the Brodhead Armory addresses each of the five purposes identified in the City Code.

"Historic preservation is a public purpose in the City of Detroit with the authority and purposes noted below.

- 1) Safeguard the heritage of the City by preserving areas in the City which reflect elements of its cultural, social, spiritual, economic, political, engineering, or architectural history or its archeology;
- (2) Stabilize and improve property values in each historic district and the surrounding areas;
- (3) Foster civic beauty and community pride;
- (4) Strengthen the local economy; and
- (5) Promote the use of historic districts for the education, pleasure, and welfare of the People of the City, the state, and the United States of America."

"Safeguard the heritage of the City by preserving areas in the City which reflect elements of its cultural, social, spiritual, economic, political, engineering, or architectural history or its archeology;"

Despite years of neglect, the Brodhead Armory and its storied past embody the cultural, social, spiritual, political, and architectural history of the City. Today we (the City, the neighborhoods and the Parade Company) have the opportunity to 'rescue' the building from continued decay and write the next chapter of the building's life. Economic conditions cannot be separated from the history of civilization's creative efforts. During the depression era funds became available for some of our nation's greatest public art. The period attracted world renowned muralists to Detroit. Diego Rivera recorded the story of the emerging industrial age on the walls of the Detroit Institute of Arts (DIA) and Edgar Yeagar and David Fredenthal represented naval life and vessels on the Brodhead Armory walls which have deteriorated by neglect.

This proposal will rehabilitate the north block, preserving its iconic street presence, and salvage historic interior elements in the south block for display on site in the rehabilitated and new facility, preserving the unique craftsmanship in the woodwork and the painted frescoes.

This proposal will retain the ability to celebrate cultural military events (Memorial Day, Veterans Day, et al) at their historic home location, providing a continuity of culture and spiritual values.

"Stabilize and improve property values in each historic district and the surrounding areas;"

Our vision for uplifting the property values, community pride and energy in each historic district begins with understanding how we got to where we are, and a plan for bringing back to the life key historical assets.

In October 2003 the flag was taken down and the keys were turned over to the City. That Thanksgiving weekend a hard freeze burst water pipes in the building. The building instantly went from a perfectly maintained building into a water-soaked disaster.

Scrappers, vandals and graffiti 'artists' have added to the rapid and irreversible deterioration of some of the City's best depression-era treasures. Between 2005 and 2013 scrappers entered the building and removed essential structural members of the southern trusses in the north block. Following a major snow fall in 2014, the weight of the snow caused several of the compromised trusses to fail and the roof collapsed. The structure is a safety hazard.

On the west facade scrappers removed the metal panels of an historic plaque honoring Edwin Denby, a sailor, soldier, member of Congress and Secretary of the Navy. The scar left with the removal of the bas relief casting diminishes the appearance of the building.

This proposal will stop the deterioration, stabilize the asset, and bring a new future

characterized by community pride, and growth in engagement, energy and activity.

This proposal will repair the roof and heal other wounds resulting from the building being abandoned. The property values of the property of the immediate neighbors will reflect an improved landmark that becomes a year-round destination and center of community activity rather than its current status of an abandoned shell used only for rogue Halloween parties and countless homeless cats.

"Foster civic beauty and community pride;"

With the possible exception of the Old Wayne County building, few Detroit buildings foster civic beauty and community pride as does the Brodhead Armory. For nearly a century the Brodhead Armory has been the gathering place for military activities in Detroit. Designed in the late 1920's in the modernistic style by the prestigious Detroit architectural firm of Straton & Hyde (William B. Stratton), the Jefferson Avenue façade is tastefully appointed with custom Pewabic tiles and intricate stonework details in the main entrance arcade. Four of the Pewabic tiles depict naval insignia and one details the seal of the State of Michigan.

This proposal allows the community to see, remember and experience the City's role in the military – particularly its naval and reservist history.

"Strengthen the local economy; and"

The direct economic benefit of jobs of this proposal is modest. There will be construction jobs for City residents during construction and there will be a handful of new positions on the Parade staff related to the increase in events. However the largest economic impact will come from the 'multiplier effect' of the monies spent by visitors and staff to the Parade Company at the Brodhead.

This proposal leverages the resurgent use of Belle Isle, the investment of the Detroit Riverfront Conservancy on the east Riverwalk, and multiple private developments proposed along east Jefferson to bring community and economic activities to the neighborhood.

For over a decade the Community
Foundation for Southeast Michigan has been 'building capacity' in the community (CDC) and underpinning key institutions in the neighborhood. This proposal builds on the strength of those investments.

"Promote the use of historic districts for the education, pleasure, and welfare of the People of the City, the state, and the United States of America."

Few institutions provide the pleasure and welfare to the whole of Detroit as the Parade Company does with its signature events at Thanksgiving and the 4th of July! Millions of people are entertained and connected to Detroit through their experiences.

To deliver its magic the Parade Company needs a new home – one that is in an accessible location and one that is suitable (dry/leak-free) for all its activities.

During the Parade Company's investigation in 2015 of the former Cass Tech site, conversations were shared regarding the natural synergies between the Detroit Public Schools (DPS) and the Parade Company. Potential collaborations included internships, blended curriculum and summer camps. This proposal includes operational programs that integrate educational events into the production of

floats, the planning of public events and communications.

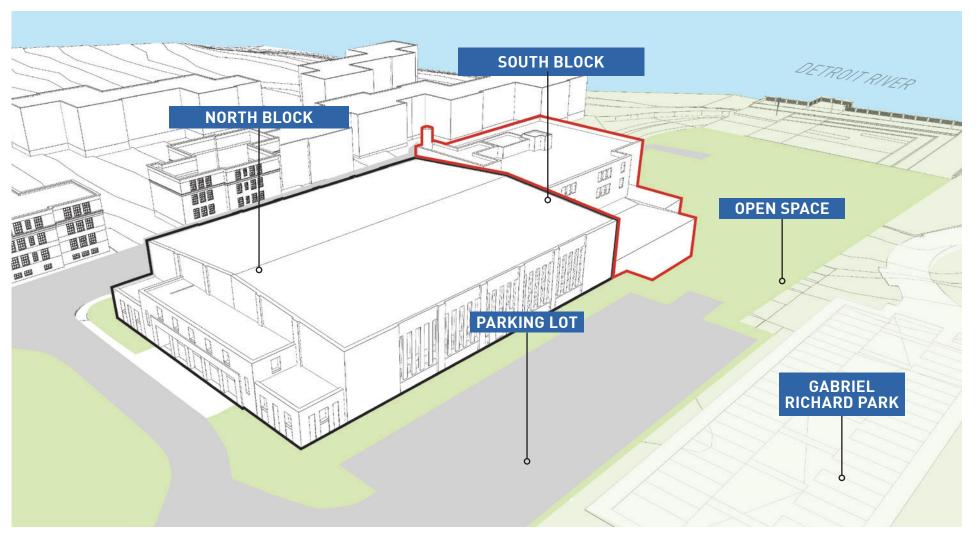
This proposal provides multiple community benefits to the City of Detroit and opens the door to a brighter future for the remaining 'brick-and-mortar' of the Brodhead Armory while providing the Parade Company a safe place to work.



TWO BUILDINGS, SEPARATE USE

Built in 1930, the Brodhead Armory was designed and constructed to serve as a training center and barracks for the state's military reserves. The accommodation of these different needs resulted in the complexity of the existing floor plan layouts. The more public areas - open, double height spaces intended for large groups of people - were finished with more durable materials and located in the northern half of the building along Jefferson Ave, while the southern half of the Brodhead Armory comprises compartmentalized floor plans with much smaller rooms, smaller circulation corridors, higher quality of finish materials, and lower floor to ceiling heights. In essence, the +/-106,932 SF of the Brodhead Armory is actually comprised of two separate buildings connected by one vertical circulation core. These physical constraints would

either require a singular tenant who desires the same range in spatial requirements or multiple tenants to fully lease the range of spaces within the Brodhead Armory.



NORTH BLOCK BUILDING EXTERIOR

While the exterior masonry of the Jefferson Avenue Block, or North Block, is generally intact, over the years it has sustained environmental damage that has neither been remediated through repair nor proactively averted through periodic facility maintenance.

As a result, deterioration of the exterior is visible in a number of locations. Many of the windows have also been damaged or compromised.

The limestone panels will require cleaning. A number of the exterior architectural details, such as Pewabic pottery tile and memorial elements, have either been damaged or removed. These will require replacement or repair.

In addition to these conditions, and exacerbating an already unfortunate rate of interior degradation, the roof of the North Block sustained major damage years ago. This has permitted unabated water ingress and direct exposure of the interior to the elements.

The repair and rehabilitation of the entire building envelope for the North Block will require extensive investment. We believe, however, that the Armory's heritage and its eminent position in Detroit's historical narrative are uniquely complementary to the legacy of the Parade Company. As such, the Brodhead Armory will be an exceptionally fitting 'front door' for the Home of America's Thanksgiving Parade.



NORTH BLOCK BUILDING EXTERIOR













SOUTH BLOCK BUILDING EXTERIOR

The exterior masonry, windows and doors of the existing South Block building have been compromised in a manner similar to that of the North Block. A number of the window lites are either broken or missing. It appears some of the original windows have been replaced, resulting in an inconsistent visual expression.

As with the North Block, the original limestone panels require cleaning, although some of the panels appear to be in generally good condition. Where feasible the Parade Company intends to salvage and reuse limestone panels from the South Block as cladding accents for the new building addition.









BUILDING INTERIOR

Beginning in the winter of 1991/1992, water from roof leaks severely damaged some of the David Fredenthal murals. Deferred maintenance, vacancy, and vandalism have significantly deteriorated the infrastructure, the finishes, and the artwork of the historic elements.

The armory was vacated in 2004 and immediately became the victim of Detroit's weather and those who intentionally destroyed or removed critical components. Between 2005 and 2013, scrappers and vandals removed members of the roof trusses in the Main Drill Hall, causing the roof to collapse; stole the historic plaque on the building's west elevation; removed the carved handrails; and left extensive graffiti.

Water damage is evident throughout the interior and has ruined the original wood parquet floor in the Mail Drill Hall and the historic murals.



Carved veneer by Tabaczuk, warped and delaminated



Plaster relief by Gustave Hildebrand, ruined by exposure



Roof collapse in the Main Drill Hill (Jefferson Avenue Block); scrappers removed bottom chord of roof truss

STRUCTURAL ASSESSMENT

Desai Nasar Consulting Engineers performed a Phase I Structural Condition Assessment in March 2019.

The structural condition assessment is based on observation of visble elements and is limited to the interior structural framing elements including the concrete and steel building frame, concrete floors, basement walls, roof trusses, structural masonry walls and roof decks.

The assessment highlighted the significant deterioration of a number of the building elements noted elsewhere in this submission, but focused in particular on impacts to the concrete slabs, steel framing members, stairs, guardrails, roof structure, and masonry bearing walls.

The assessment noted the following conditions:

Existing steel roof trusses appear to be in good condition with the exception of the two south-most trusses which have collapsed and miscellaneous bridging and x-bracing that has been removed.

Stair stringers and their connections are experiencing moderate corrosion; some must be evaluated for section loss before use.

Steel framing for the mezzanine is experiencing corrosion, some of which must be further investigated for impact to structural integrity.

Both the first floor and mezzanine structural slabs will require further evaluation.

The mezzanine slab does not present outwardly visible spalling or delamination and is therefore thought to be in generally good condition. However concrete coring is recommended in order to evaluate compressive strength and carbonation.

The full Phase I Condition Assessment is included in the Appendix of this document.



To satisfy the Parade Company's current operations and future vision, the new home has a need for 130,000 square feet of high-bay area for the production and storage of floats, big heads, and costumes, and an additional 30,000

square feet for offices and events. The

proposed design features the Jefferson

Brodhead Armory as the focal point of

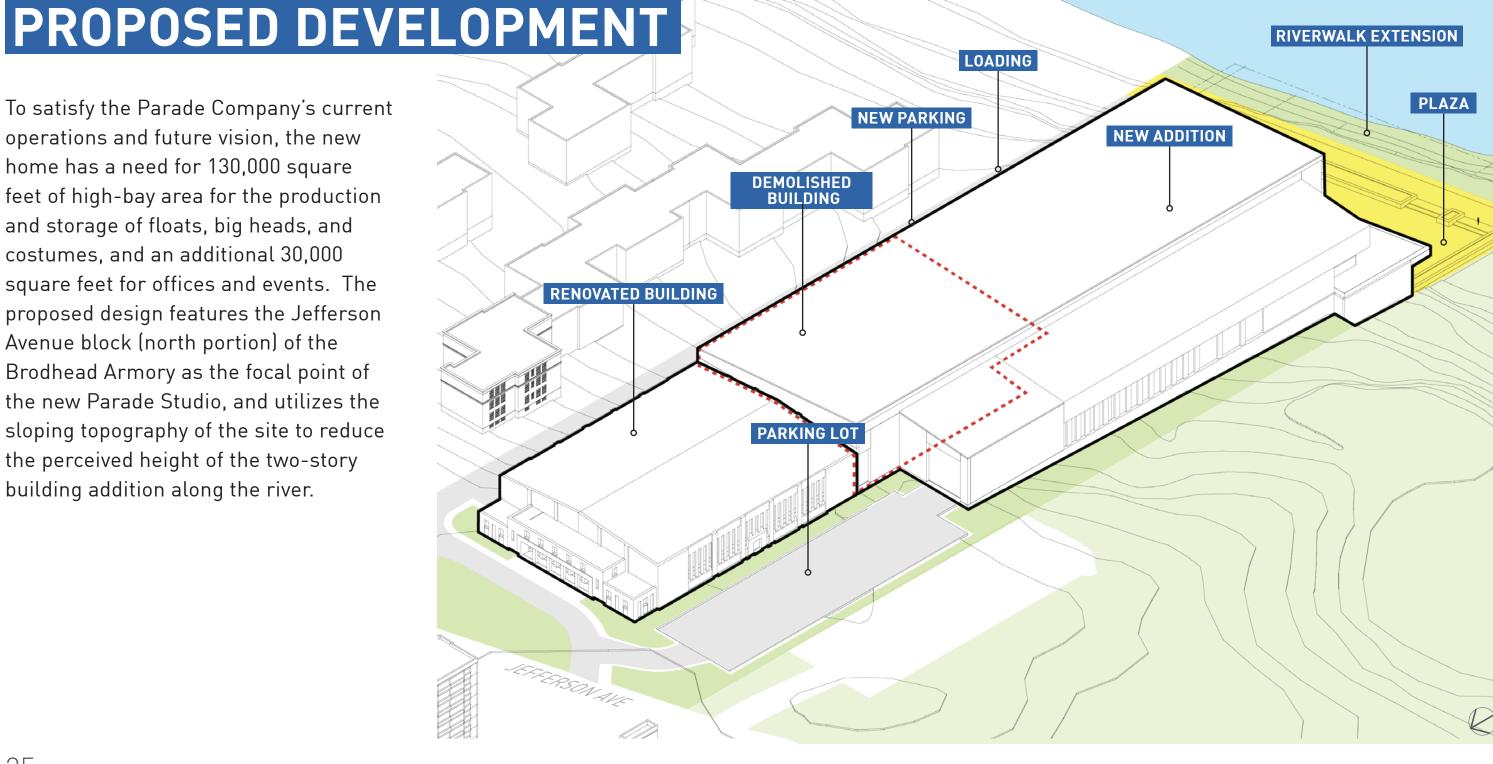
the new Parade Studio, and utilizes the

sloping topography of the site to reduce

the perceived height of the two-story

building addition along the river.

Avenue block (north portion) of the



TREATMENT OF HISTORIC PROPERTIES

6 Choosing an appropriate treatment for a historic building or landscape is critical.

- » Preservation focuses on the maintenance and repair of existing historic materials and retention of a property's form as it has evolved over time.
- » Rehabilitation acknowledges the need to alter or add to a historic property to meet continuing or changing uses while retaining the property's historic character.
- » Restoration depicts a property at a particular period of time in its history, while removing evidence of other periods.
- » Reconstruction re-creates vanished or non-surviving portions of a property for interpretive purposes.

The choice of treatment depends on a variety of factors, including the property's historical significance, physical condition, proposed use, and intended interpretation.

This proposal is for the **rehabilitation** of the Brodhead Armory. The Historic District Commission of the City of Detroit strives to ensure the preservation of historically and culturally significant areas of the City. The strategy for each project is unique and set on a case-by-case basis.

The future of the Brodhead Armory finds its inspiration by following in the footsteps of many recent developments which have chosen to continue the life of neglected structures. Specifically, the rehabilitation of the Detroit Opera House by the late Dr. David DiChiera seems analogous to this proposal.



Postcard, c. 1946. Source: Detroit Historical Society



West facade of the Jefferson Avenue Block today

REHABILITATION OF JEFFERSON AVE. BLOCK

The iconic limestone façade and entrance into the high bay Main Drill Hall is the image most Detroiters see and remember as they drive along Jefferson Avenue.

This proposal seeks to **retain and rehabilitate** the Jefferson Avenue Block as
well as the entry drop-off and lawn.
Rehabilitation plans include:

- » Iconic Jefferson Avenue facades (north, east, and west)
- » Historic Marker (stone) along sidewalk
- » Front doors, decorative tile work, stonework details, and fenestration on Jefferson façade
- » Entry vestibule and mezzanine along Jefferson
- » Side entrances (west)
- » High bay drill hall (+/- 30,000 square feet) with repairs to roof and exposed trusses



Iconic Jefferson Avenue north facade



Entry vestibule interior doors



Stone historical marker



High-bay drill hall with exposed trusses

REHABILITATION OF JEFFERSON AVE. BLOCK

The anticipated **building exterior scope of** work for the Jefferson Avenue Block is as follows:

- Repair/replace steel roof structure.
- Replace roof with energy compliant roof system.
- Clean and repair all coping and parapets.
- Clean and repair all limestone facades.
 Use salvaged limestone from South
 Building where panels are broken or
 beyond repair.
- Replace all historic steel windows and mismatched replacement windows with high energy efficient aluminumframed insulated glass units. Mullions and frame profiles to match aesthetic of historic steel- framed windows.
- Repair or replace all historic exterior doors.

- Replace exterior lighting for code-required life safety and landscape lighting to accentuate historic facades and flagpole.
- Clean and repair all exterior Pewabic accent tiles.
- Restore main building signage to original "Brodhead Naval Armory" condition.
 Replace panels as necessary and paint to match original.

The anticipated interior scope of work for the Jefferson Avenue Block is as follows:

- Replace all existing floor finishes.
- Repaint all CMU walls, concrete interior surfaces and exposed structural steel.
- Restore existing wood vestibule doors.
- Remove interior demising walls and interior windows on perimeter of drill hall Replace with gypsum and glass walls

- as necessary to serve the programmatic functions of Owner.
- Replace all mechanical, electrical and plumbing systems with code-compliant systems.
- Replace interior light fixtures with highbay fixtures as required to meet the needs of program. Remove existing basketball hoop.
- Provide structural remediation and repair as required based on structural assessment.

RETENTION OF SOUTH BLOCK HISTORY

The 2015 Due Diligence Report of a private development company observed:

The existing floor plan layouts, height constraints, and lack of continuity in floor plates (elevation shifts that create problems for interior tenant circulation) all make for an extremely compartmentalized building and smaller leasable spaces for potential tenants.

The Parade Company space needs are primarily for high bay (25- to 30-foot clear height) for constructing and storing floats. The height constraints, lack of continuity in floors, and compartmentalization of the three-story South Block make it unusable for the Parade Company.

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

The architect and the general contractor for this project are currently investigating procedures for safely removing and relocating historic elements in the South Block. The murals present a unique challenge because the plaster is water damaged and the 1930 vintage concrete block installation used a weak mortar.

The Parade Company has not completed an environmental study and many of the materials used in the original construction may contain hazardous materials and are not suitable for abatement and continued use. 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 dinning room

BUILDING ADDITION - DESCRIPTION

The new building addition that replaces the existing South Block is envisioned as a complementary and programmatically purposeful addition to the Brodhead Armory's Jefferson Avenue Block. This two-story, high-bay space is sited to take advantage of sloping grades as a means of achieving an appropriate sense of scale relative to the north building.

The new building exterior is intended to be deliberately distinct from the Art Deco and Art Moderne styles of the original building. At the same time, the addition provides an opportunity to pay subtle respect to the site's architectural heritage through thoughtful visual vocabulary and use of materials.

At the south end of the building, a plaza is

planned to provide programmable activation space adjacent to the Detroit River.

At a conceptual level, the anticipated **scope** of work for the new building addition is as follows:

- Remove and store historic elements from existing South Block building.
- Remove and salvage selected limestone panels for use on existing North Block building and new building addition.
- Demolish South Block building.
- Construct two-story high-bay preengineered metal building on concrete foundations. Address required building systems.

- Utilize combination of salvaged limestone panels, polycarbonate, metal panel and glazing to create facades that are complementary to both existing historic Armory building and adjacent park and properties.
- Provide exterior plaza on south side of building with connection to future Riverwalk and potential balcony/terrace above.
- Provide parking and service drives as necessary to allow building to function as per programmatic requirements.

SITE CONTEXT

Site Summary

208,510 sf Lease Boundary (4.79 acres)

290.5 lf Street Frontage

Zoning Designation SD-4 (Special Dev't, Riverfront Mixed-Use)

Historic Designation Local historic district (interior and exterior)

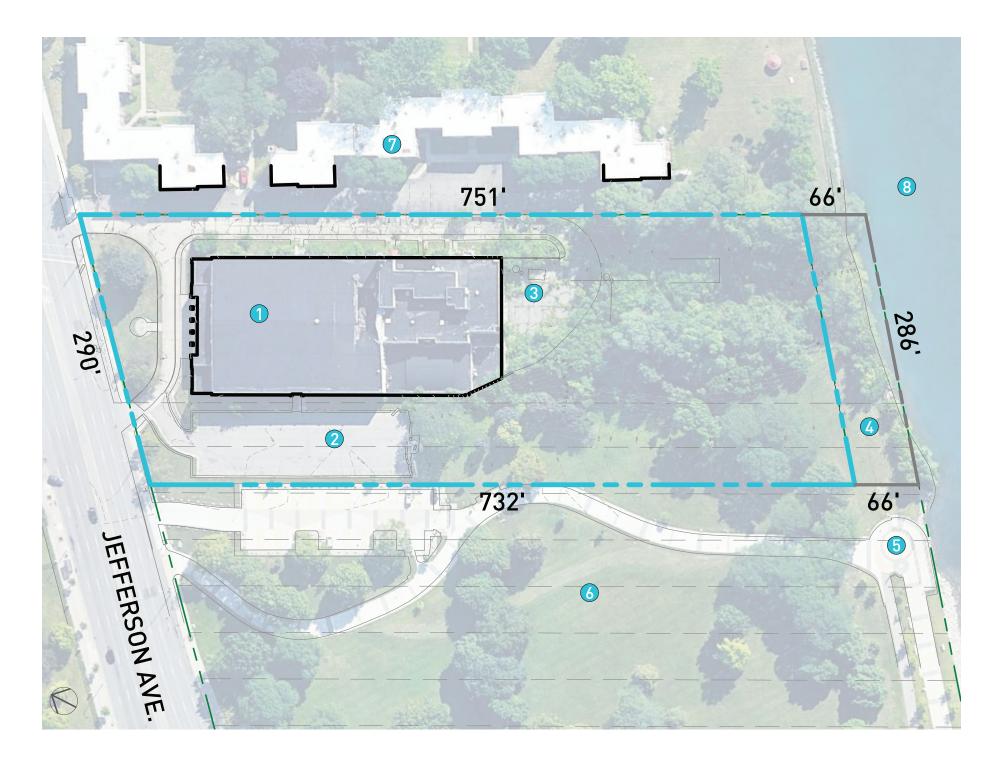
Bldg. Area, Above Grade +/- 87,000 sf

Bldg. Area, Basement +/- 20,000 sf

Total Exist. Building +/- 106,932 sf Area

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



PROPOSED SITE PLAN

Site Summary

Bldg. Area, Rehabilitated +/- 30,600 GSF Jefferson Block

Bldg. Area, Addition +/- 130,300 GSF

Total Prop. Building +/- 160,900 GSF Area

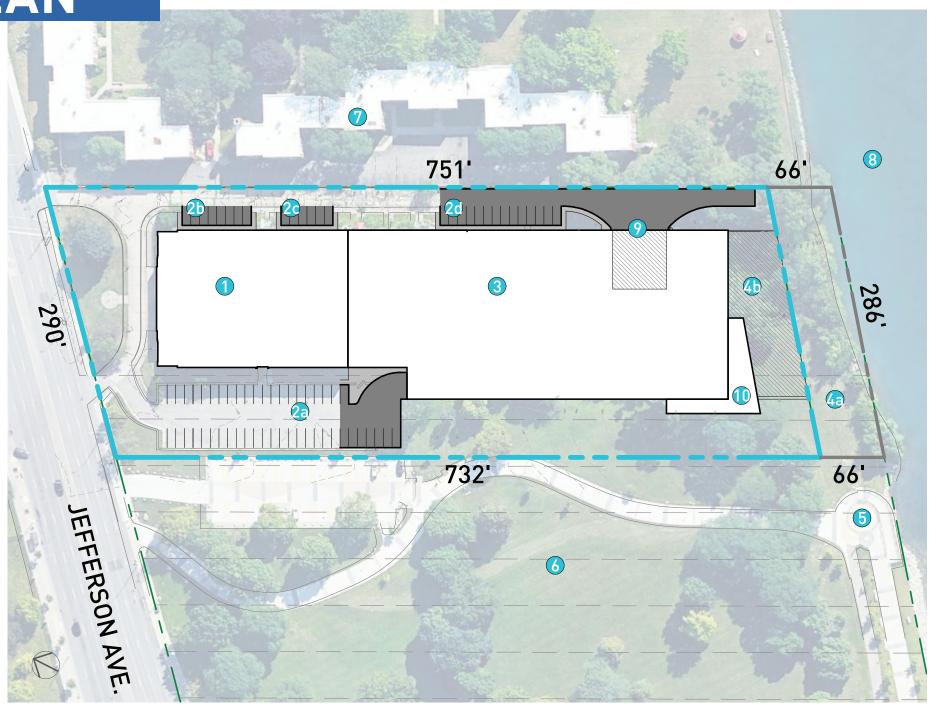
Outdoor Terrace +/- 2,700 sf

Riverwalk Plaza +/- 11,800 sf

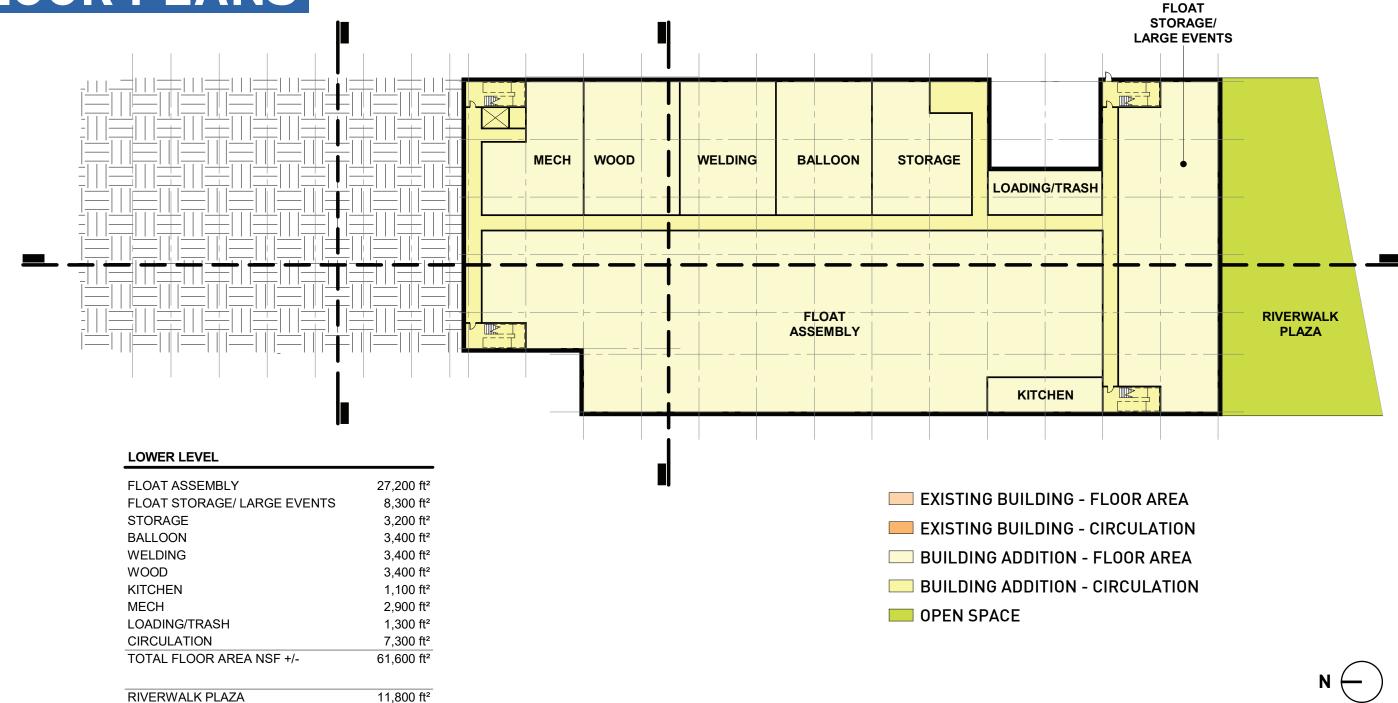
Parking Spaces 80+ spaces

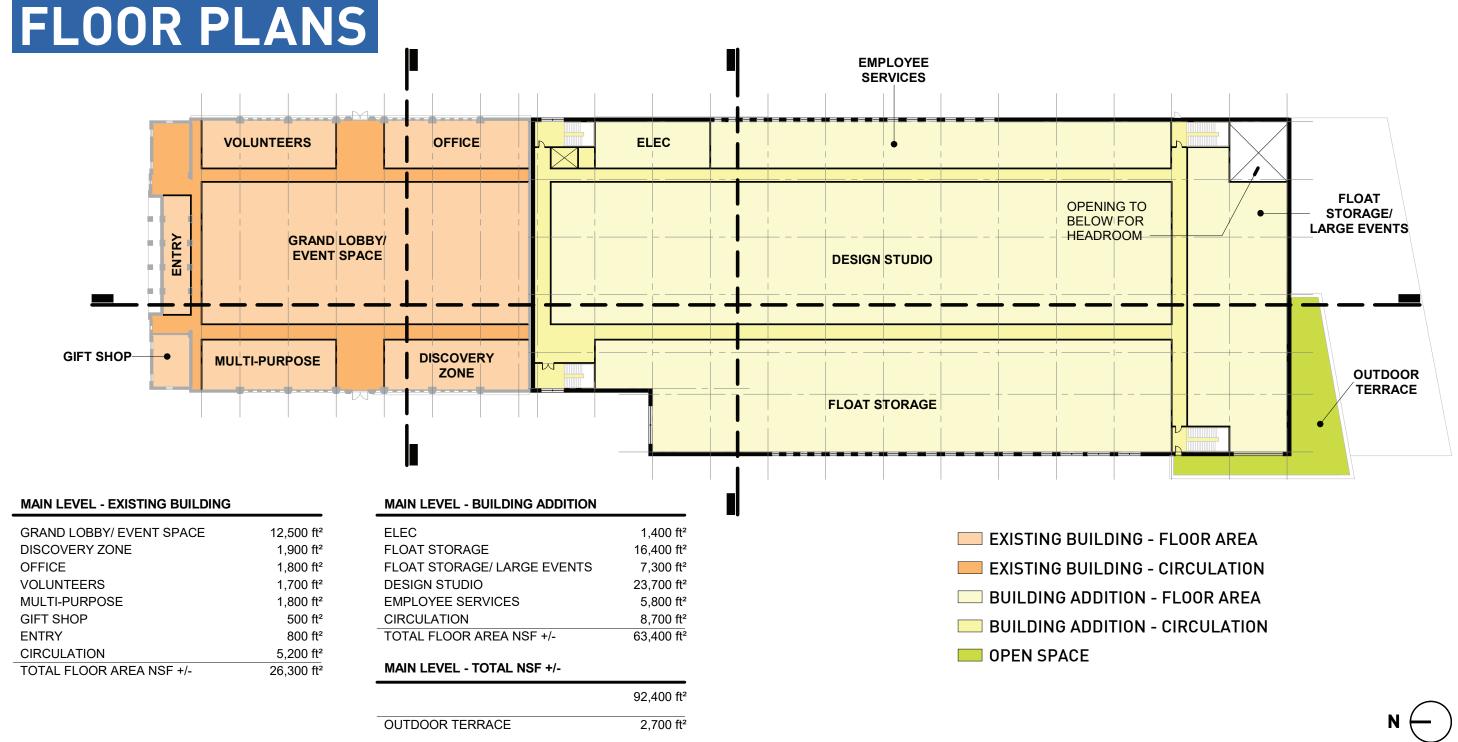
Proposed Conditions Site Plan

- 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



FLOOR PLANS





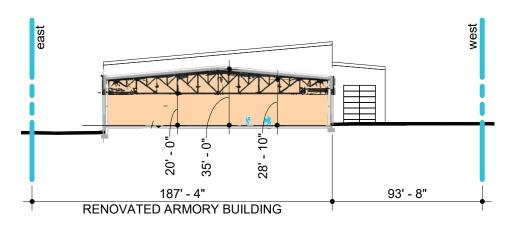


FLOOR PLANS OPEN TO BELOW OPEN TO BELOW **MEZZ LEVEL - EXISTING BUILDING** OFFICE 1,200 ft² **EXISTING BUILDING - FLOOR AREA CIRCULATION** 1,100 ft² **EXISTING BUILDING - CIRCULATION** TOTAL FLOOR AREA NSF +/-2,400 ft² **BUILDING ADDITION - FLOOR AREA BUILDING ADDITION - CIRCULATION** OPEN SPACE

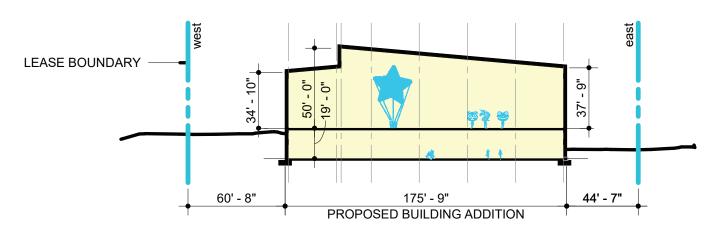


BUILDING SECTIONS

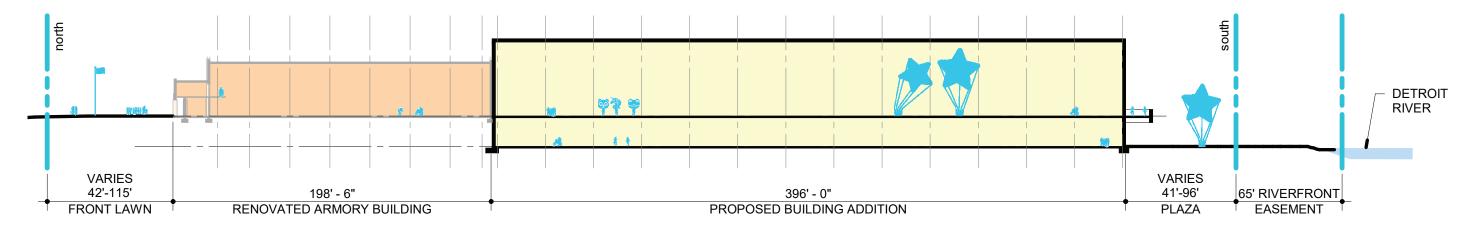
East/West Section (Looking South)



East/West Section (Looking North)



North/South Section (Looking East)



MATERIAL PALETTE

HISTORIC WINDOW REPLACEMENT



ALUMINUM FRAMED GLASS IG UNITS CUSTOM PAINT TO MATCH HISTORIC COLOR

ACCENT EXTERIOR CLADDING



POLYCARBONATE

SALVAGED LIMESTONE



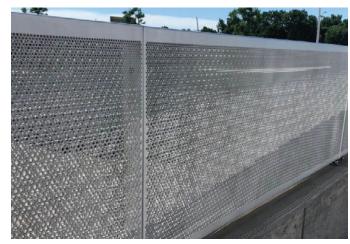
LIMESTONE PANELS FROM SOUTH BUILDING

PRIMARY EXTERIOR CLADDING



VERTICAL METAL PANEL

GUARDRAIL



PERFORATED ALUMINUM GUARDRAIL

WINDOW FRAME & GLAZING



ANODIZED ALUMINUM WINDOW FRAMES W/ CLEAR GLASS

OVERHEAD DOORS



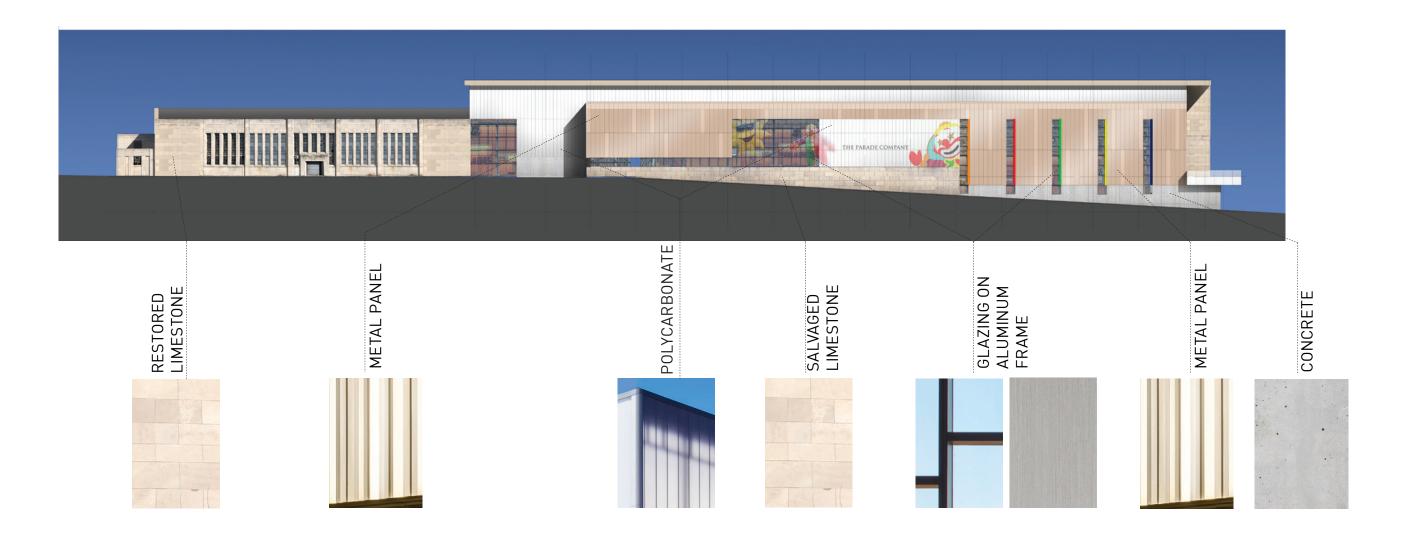
CUSTOM PAINTED STEEL DOORS

EXPOSED FOUNDATION & SITE WALLS



CAST-IN-PLACE ARCHITECTURAL CONCRETE FOUNDATION WALLS

BUILDING ELEVATIONS



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BUILDING ELEVATIONS

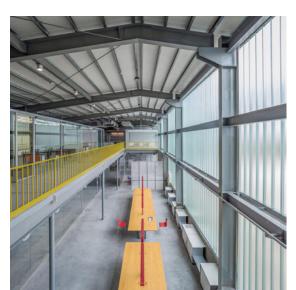


40

BUILDING ELEVATIONS



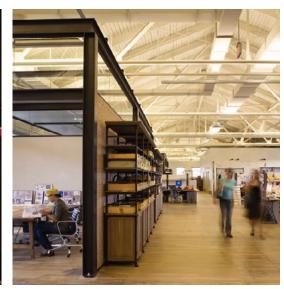
BUILDING ADDITION "LOOK & FEEL"











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











Exterior: differentiated from the historic building in massing, size, scale, and architectural features; relates to the Detroit River, Riverwalk, adjacent park; human-scale elements







ROSSETTI

Founded in 1969, ROSSETTI is a multi-disciplinary architecture and planning firm headquartered in Detroit. Our philosophy is centered around designing experiences for people and generating value for our clients and community.

We specialize in complex renovation projects that require both thoughtful design and technical expertise. Our approach is to design engaging experiences that honor legacy and reconnect communities while envisioning modern uses for the building. Renovation projects range from large scale stadiums, such as Ford Field and historic structures like the Federal Reserve Building, to residential projects like Burroughs Lofts and River Place Lofts.

We bring value through our understanding of Detroit's context. Our urban planning team is particularly well versed in Detroit's landscape, and has developed masterplans for Brewster Douglass, the Detroit Amazon bid and several important properties along the Detroit River.

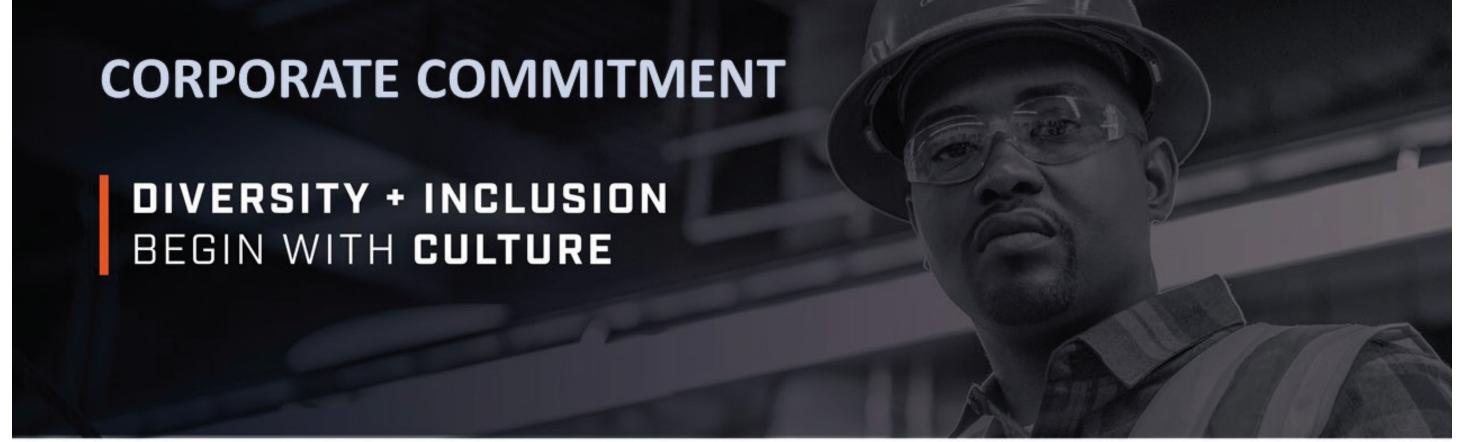
Our commitment is to design a new home that celebrates the Parade Company's history and culture, while breathing new life into the Brodhead Armory. The project will provide a new Riverfront community anchor, an activated space that connects with Gabriel Richard Park and a foundation for the future of the Parade Company in Detroit.

BARTON MALOW

Barton Malow is an American-owned, privately held Corporation with 14 offices across North America. Since our inception, we have been 100% American owned. Our services include construction management with full preconstruction services, coordinating projects from planning through close-out. In addition, Barton Malow provides self-perform services including civil, sitework, concrete, equipment installation/rigging and interiors. Our experience spans many markets and notably within the city of Detroit, we've focused on commercial, industrial, restoration, sports, health and higher education.

Barton Malow has been part of the landscape of Detroit since our founding in 1924 and currently is involved in a large volume of construction work in the city including the Hudson's Site Redevelopment and the Wayne County Criminal Justice Complex. We've proudly constructed notable historic and riverfront projects in the City of Detroit including Wayne State University IBio, renovations at the GM Renaissance Center, DTE Energy's General Office (GO) Building Auditorium renovation, The Dime Building historic renovation, UAW-GM Human Resource Center, Riverfront Tower, Joe Louis Arena and the recently completed Shinola Hotel.

Our reputation within the local labor and subcontractor market, as well as our relationship with the City of Detroit, affords us great success on all of our landmark construction projects within the city. Our commitment to safety is evident as demonstrated by our EMR rate of .40, which is well below the industry standard.





MAXIMIZE LOCAL BUSINESS PARTICIPATION



OPPORTUNITIES FOR LOCAL RESIDENTS



DEVELOP
RELATIONSHIPS AND
PARTNERSHIPS



CAREERS IN CONSTRUCTION



STRENGTHEN LOCAL COMMUNITIES

BUSINESS DIVERSITY ON PROJECTS

BARTON MALOW'S
SUPPLIER DIVERSITY
PROGRAM
ESTABLISHED IN

1984











SNAPSHOT OF RECENT BMC MWDBE PARTNERSHIPS

Barton Malow 1st Tier MWDBE Partnerships

Dai toli Matow i Tit	et MMDDE Lattiletzilihz
Blaze (MBE)	A&C Builders (WBE)
Brinker Team (MBE)	Artisan Tile (WBE)
City Steel (MBE)	Benkari (MWBE)
RBV Contracting (MBE)	Eastside Coatings (WBE)
Crest performance Group (MBE)	Danboise Mechanical (WBE)
Detroit Piping (MBE)	Michigan Fence Company (WBE)
Eagle Specialties (MWBE)	Reynolds Renovations (MWBE)
Dixon (MBE)	Prater Commerical (MBE)
Lawrence Green Fire Protection (MBE)	WH Canon (WBE)

WORKFORCE DEVELOPMENT + INCLUSION







READY. SET. BUILD!

CONSTRUCTION CAREERS EXPO





1.618 INTERESTS

The role and responsibility of Development Manager is to be an extension of the Parade Company. Their oversight and involvement will include management of the Architect, General Contractor, other consultants and the overall project delivery process. The Development Manager has a fiduciary responsibility to the leadership and board of the Parade Company. 1.618 Interests, LLC is a Detroit-based real estate development and consulting firm founded in 2013. The leadership of the firm has over four decades of experience in institutional and investment grade real estate across property types. Their track record is proven in all phases of development -- Conceptual Vision Phase, Defining Design Phase, Pre-Construction Phase, Construction Phase as well as continuous Asset Management.

The purpose of 1.618 Interests is defined in our 2017 Declaration stating: 1.618 Interests will be an enduring company, a going concern, economically robust, market sensitive, and socially and environmentally responsible. Beyond being fact-based and market drive their work is founded on values: art, being the best, collaboration, community, innovation, integrity, reduction of our carbon footprint, return on investments, sense of urgency, transformative, and urban. Through these values 1.618 Interests creates a sense of connection and belonging in the built environment through action, discipline, discovery and mastery.

Prior to 2013 the Principal of 1.618 Interests was a Director with Hines and was a leader of the Hines Development Management team on the GM Renaissance Center and the Detroit RiverFront.

1.6180339887... is the ratio of the Golden Section, a proportion found in nature and design, suggesting harmony and growth.



PROJECT BUDGET

The Parade Company has invested extensive time and treasure into understanding the feasibility and economic realities of the project, including:

Multiple site visits

Boundary, topography and utility survey – Giffels Webster

3D high definition interior scanning - Giffels Webster

Conceptual designs - ROSSETTI

Structural review of the collapsed roof conditions and building interior - Desai/Nasr

Preliminary cost analysis - Barton Malow

Parade Company Board/Governance discussions

The City's team has supported and cooperated in many of the site visits and discussions. The Parade Company appreciates and is grateful for the time and talent the professionals of the City of Detroit with the DEGC have provided.

The Parade Company team has determined an appropriate budget to be:

Area

Existing Armory	30,600 GSF
Proposed Building Addition	130,300 GSF
Total	160,900 GSF

Construction Cost

Construction	\$30,500,000
	\$190 \$/SF

Project Cost

Construction	\$30,500,000	
Soft Cost (20%)	\$6,100,000	
Total	\$36,600,000	

PROPOSED FUNDING STRATEGY AND SCHEDULE

The Michigan Thanksgiving Parade Foundation was founded in 1982 for the purpose of staging and perpetuating America's Thanksgiving Parade. The Foundation is an independent, not for profit, tax exempt foundation.

Funding is derived from three donor levels: Corporate Sponsorships, Foundations and Individuals.

Preliminary discussions with each of the three levels regarding the Brodhead Armory have been extremely positive and significant commitments are expected upon final approvals by the City of Detroit. A campaign strategy to raise the \$37 million needed is in place over the 2020 – 2024 period. Pledges of \$xx million have been secured pending City approvals.

To encourage inclusive participation by the entire community a donor recognition program is being structured for donations under \$1,000.

We hope to have fundraising completed in 2021 with a groundbreaking that same year. Construction is estimated to be complete within 24 months of breaking ground.

STRUCTURAL ASSESSMENT



PHASE I CONDITION ASSESSMENT REPORT

7600 W. Jefferson Ave. (Brodhead Armory) Detroit, Michigan

Submitted to:

Amy Chesterton
Director of Urban Planning
Rossetti
160 West Fort, Suite 400
Detroit, MI 48226

Submitted by:

Desai/Nasr Consulting Engineers, Inc. 6765 Daly Rd West Bloomfield, Michigan 48322

Phone: 248-932-2010 Fax: 248-932-3088 www.desainasr.com

DNCE Project No.: 19-1049

Date Submitted: March 15, 2019



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1.0 INTRODUCTION

Desai/Nasr Consulting Engineers was authorized by Rossetti Architects to perform a Phase I Structural Condition Assessment for the building located at 7600 W. Jefferson Ave. (Brodhead Armory) in Detroit, MI.

A walk-through inspection of the above captioned property was conducted on Wednesday March 6th, by Alexander Lamb, Ph.D., P.E. of Desai/Nasr Consulting Engineers, Inc. Mr. John Cox assisted to provide access to areas of the building and roof.

The walk-through inspections were limited to observations of elements that were readily accessible and visible. No destructive or non-destructive testing was performed. As such, although the condition assessment is useful for detecting gross issues, it may not detect every issue, especially subtle or hidden conditions.

The scope of the report does not include full ADA compliance, environmental issues, such as mold, asbestos, or any other hazardous material.

The structural condition assessment is limited to the interior structural framing elements including the concrete and steel building frame, concrete floors, basement walls, roof trusses, structural masonry walls and roof decks. The exterior façade and structural steel supporting façade elements are not included in this report. Assessment of the attached office building is not included in this report.

2.0 GENERAL DESCRIPTION

7600 W. Jefferson Ave. was originally constructed in 1930 to service as the home of the Michigan Naval Militia. The primary armory space consists of a double height assembly area, flanked by mid-level mezzanines on 4-sides. The office buildings and facades are not included in this condition assessment report.

A full set of original Construction Drawings of the existing building are not available and as such, approximate sketches of the framing/plans are used to delineate the deteriorations present.

The main structural framing system consists of perimeter masonry bearing walls supporting steel roof trusses. Spanning between the steel roof trusses are steel purlins supporting fiber deck board. The mid-level mezzanine is constructed of a combination of reinforced concrete and steel framing members.

3.0 EXISTING DRAWINGS AND PREVIOUS EVALUATION REPORTS

Original Construction Drawings for the structure are not available. An excerpt from an evaluation report of the roof trusses prepared for Bedrock Development Company is available. This report was performed sometime after 2014, the exact date is unknown without access to the full report.

4.0 STRUCTURAL LOAD CAPACITY / CODE REVIEW

Predicated on the assumption of a fully restored structure, a summary of the original design live load capacities for each level are as follows:

- First Floor 100psf assembly live load
- Mezzanine 50psf office live load (plus 10psf allowance for MEP systems)
- Roof 25psf snow load (not including drift effects)



5.0 PHASE I -CONDITION ASSESSMENT - BUILDING INTERIOR STRUCTURE

Visible issues, deterioration and defects observed are highlighted with photographic references below. The issues identified are also summarized on the attached picture and assessment plans attached at the end of this report.

5.1 FIRST FLOOR STRUCTURE

During the site visit the first-floor level was accessible however with a wood flooring covering most of the structural slab. The general conditions and issues that need to be addressed are detailed below for each building component:



P-1 First-floor structural slab



P-2 Mechanical penetrations



P-3: Mechanical penetrations

5.1.1 First-Floor Structural Slab

The first-floor level structural slab was covered by a wood flooring system at the time of the site visit. The wood flooring was uneven and had lifted in many locations throughout. The floor appears to have been exposed to water for some time due to the in-situ condition. It is recommended to permit an allowance in the cost estimate related to the addition of a new leveling surface once the wood flooring is removed. It should be noted that structural restoration of the structural slab may be required after the wood flooring is removed to allow further structural inspection (refer to photograph P-1 and SK-1).

5.1.2 Mechanical Penetrations

There are multiple penetrations through the first-floor structural slab. These penetrations will require infill or encasement to avoid a potential hazardous condition to the future occupants (refer to photographs P-2, P-3, and sketch SK-1).



5.2 MEZZANINE STRUCTURE

During the site visit the mezzanine level was accessible with the primary observations made from below the slab due to approximately 2-3" of frozen ponded water covering the floors. The general conditions and issues that need to be addressed are detailed below for each building component:



P-4 Mezzanine structural slab water ponding



P-5 Mezzanine structural slab from below



P-6: Mechanical Penetrations

5.2.1 Mezzanine Structural Slab

The mezzanine structural slab was covered by approximately 2-3" of frozen ponding water at the time of the site visit. As a result, the majority of the structural inspection took place with observations made from below (refer to photograph P-4 and sketch SK-2).

Generally, the slab was observed to be in good condition absent the presence of outwardly visible spalls and delamination type cracking (refer to photograph P-5). Because of the presence of ponding water throughout, it is recommended to perform a chain drag survey of the floor structure to verify delamination has not occurred. Additionally, approximately (9) concrete cores are requested for compressive strength and carbonation evaluation (refer to sketch SK-2 for core locations).

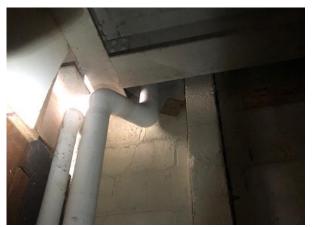
5.2.2 Mezzanine Steel Framing

The steel framing members supporting the mezzanine level are showing outward signs of corrosion in multiple locations (refer to sketch SK-2). Most of the corrosion observed is superficial surface discoloration. However, in select locations as identified in the plan sketches, intragranular delamination type corrosion (pack rust) is present (refer to photograph P-6). The members and connections experiencing this type of corrosion are required to be evaluated for section loss prior to being permitted back into service.

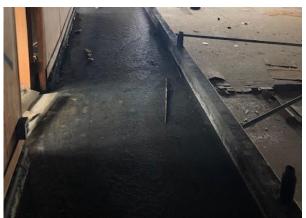




P-7 Corroded stair stringer and connection



P-8 Masonry wall crack at bearing pocket



P-9 Missing guardrail

5.2.3 Stair Stringers and Connections

The steel stair stringers and their connections are experiencing moderate levels of corrosion (refer to photograph P-7 and sketch SK-2). The members and connections experiencing pack rust type of corrosion are required to be evaluated for section loss prior to being permitted back into service.

5.2.4 Masonry Beam Pocket

The steel beam bearing pockets into the masonry bearing wall are generally in good condition. Minor hairline cracking was observed below (2) beam pocket locations (refer to photograph P-8). While these cracks do not constitute a safety concern at this time, they are recommended to be repaired to maintain the integrity of the construction and prevent additional cracking in the future at these locations.

5.2.5 Guardrail at Overhang and Stairs

The steel guardrail at the overhang of the mezzanine has been removed. This presents an immediate safety hazard to current and future occupants of the building and must be corrected immediately (refer to photograph P-9).



5.3 ROOF STRUCTURE

During the site visit the roof level framing structure above the armory space was accessible for view from below. No lifts of ladders were available at the time of the inspection to facilitate observations of the members. As such, observations were performed from below and with photographic assistance. The general conditions and issues that need to be addressed are detailed below for each building component:



P-10 Removed truss bottom chord (2nd truss)



P-11 Removed truss bottom chord (1st truss)



P-12 Removed bottom chord bridging

5.3.1 Roof Trusses

The existing steel roof trusses are in good condition with the exception of the (2) south most trusses which have collapsed and miscellaneous bridging and x-bracing that has been removed. The damage to the end trusses and removed bracing/bridging, is likely the result of a scrapping operation. The (2) south most trusses require removal and replacement due to the amount of damage that occurred during the presumed scrapping operation (refer to photographs P-10, P-11, and sketch SK-3). Bottom chord bridging and x-bracing is required to be reinstalled at the locations indicated on plan sketch SK-3 (refer to photograph P-12).





P-13 Roof purlins



P-14 Roof purlins at collapsed trusses



P-15 Damaged masonry bearing wall

5.3.2 Roof Purlins

The existing steel roof purlins are generally in good condition away from the collapsed roof trusses. At the collapsed roof trusses, the purlins have twisted and distorted requiring their removal and replacement (refer to photographs P-13, P-14 and sketch SK-3).

5.3.3 Masonry Bearing Walls

The existing masonry bearing walls are in good condition away from the collapsed roof trusses. Because of the amount of debris present and risk of falling materials, the inspection of the wall was performed from a standoff distance. It is expected that a portion of the wall will be required to be repaired/rebuilt as a result of the collapse related damage (refer to photograph P-15 and sketch SK-3).

Minor hairline cracking was observed in the masonry piers located at the truss bearing pockets (refer to photograph P-16 and sketch SK-3). The total number of locations is unknown due to cladding materials covering most of the locations. While these cracks do not constitute a safety concern at this time, they are recommended to be repaired to maintain the integrity of the construction and prevent additional cracking in the future at these locations.





P-16 Hairline cracking at truss bearing pocket



P-17 Deteriorated roof decking



P-18 Fallen section of roof decking

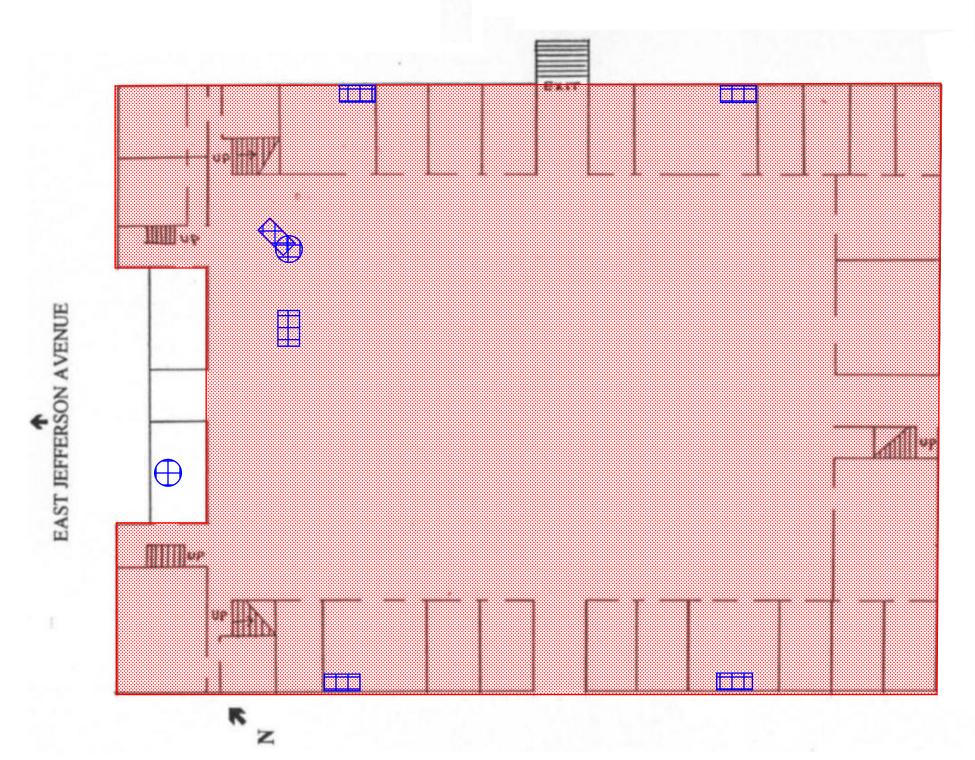
5.3.4 Roof Decking

The existing roof deck structure is deteriorated throughout and requires complete replacement. A new waterproofing membrane is also required (refer to photograph P-17). At the time of the inspection multiple sections of the roof deck structure were observed on the ground indicating incipient failure/collapse of the deck structure (refer to photograph P-18). At this time, the structure is not safe for occupants or any users. Repair/replacement/stabilization of the roof trusses, roof deck, and guardrails are required prior in order to make the structure safe for occupants/users.



6.0 PLAN SKETCHES SK-1, SK-2, AND SK-3

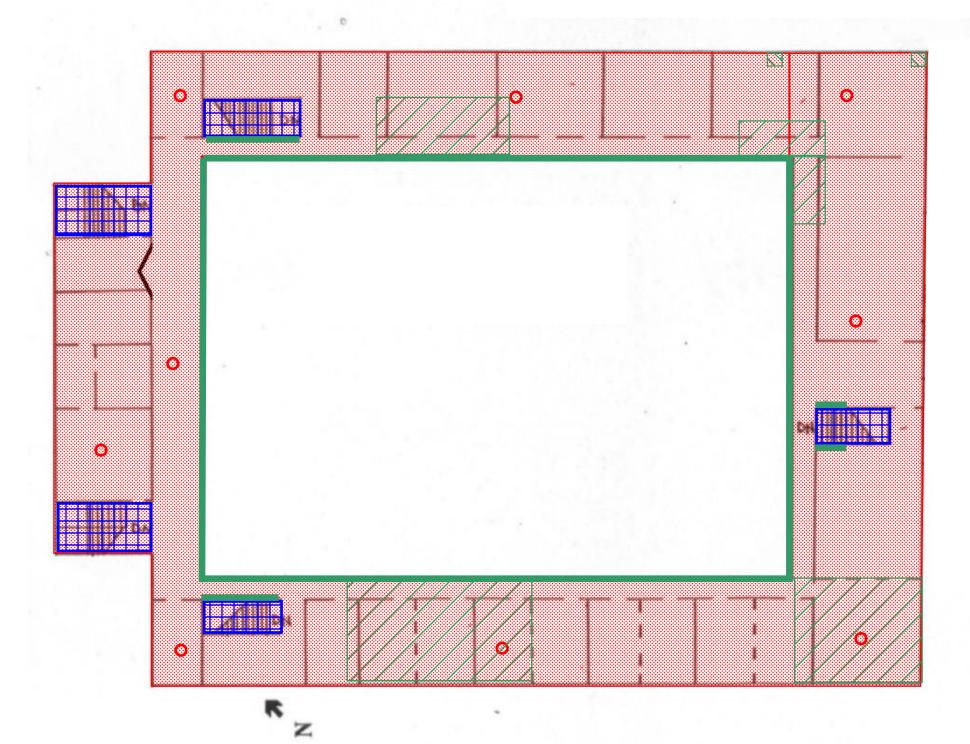




REFERENCE KEY	
DESIGNATION	DESCRIPTION
	EXISTING WOOD FLOORING. PROVIDE ALLOWANCE FOR NEW LEVELING SURFACE
	CONCRETE CORE FOR COMPRESSIVE STRENGTH AND CARBONATION EVALUATION

SK-1: FIRST FLOOR PLAN

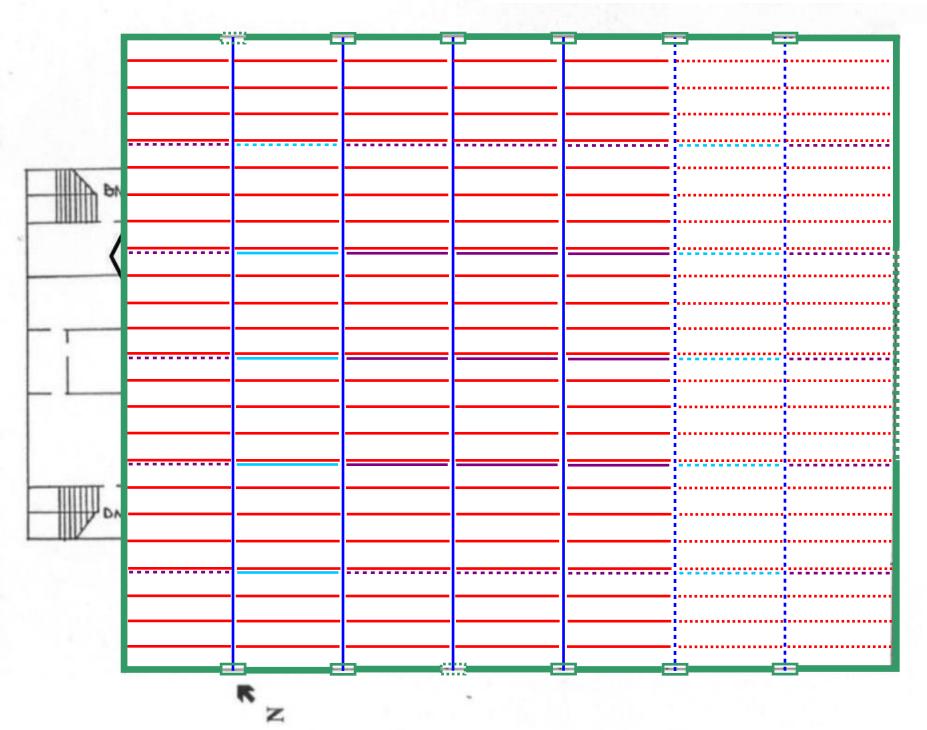




REFERENCE KEY	
DESIGNATION	DESCRIPTION
	2-3" PONDING WATER. CONCRETE CORES AND CHAIN DRAG SURVEY ARE REQUIRED
0	CONCRETE CORE FOR COMPRESSIVE STRENGTH AND CARBONATION EVALUATION
	CORRODED STEEL STAIR STRINGER CONNECTIONS TO BE RETROFIT
	CORROSION OF EXISTING STEEL FRAMING
	EXISTING MASONRY WALL CRACK TO BE REPAIRED
	MISSING GUARDRAIL TO BE REINSTALLED

SK-2: MEZZANINE PLAN





SK-3:	ROOF PI	LAN

REFERENCE KEY	
DESIGNATION	DESCRIPTION
	EXISTING ROOF TRUSS IN SOUND CONDITION STRUCTURALLY
	EXISTING ROOF TRUSS TO BE REMOVED AND REPLACED
	EXISTING STEEL PURLIN IN SOUND CONDITION STRUCTURALLY
	EXISTING STEEL PURLIN TO BE REMOVED AND REPLACED
	EXISTING MASONRY PIER IN SOUND CONDITION STRUCTURALLY
VIII2	EXISTING MASONRY PIER DETERIORATION REFER TO CONDITION ASSESSMENT
	EXISTING MASONRY WALL IN SOUND CONDITION STRUCTURALLY
	EXISTING MASONRY WALL TO BE REPAIRED
	EXISTING BOTTOM CHORD BRIDGING IN SOUND CONDITION STRUCTURALLY
	MISSING OR DAMAGED BOTTOM CHORD BRIDGING TO BE REPLACED
-	EXISTING X-BRIDGING IN SOUND CONDITION STRUCTURALLY
	MISSING OR DAMAGED X-BRIDGING TO BE REPLACED
*	REPLACE EXISTING ROOF DECK AND ROOFING SYSTEM THROUGH OUT
**	EXISTING STRUCTURE IS UNSAFE FOR OCCUPANTS UNTIL STABILIZATION/REPAIR OF ROOF TRUSSES AND ROOF DECK HAS BEEN COMPLETED

SITE SURVEY

