

Detroit Events Center Planned Development

Project Narrative in Support of Planned Development (PD) Rezoning



DETROIT EVENTS CENTER PLANNED DEVELOPMENT (DEC PD)

A New Mixed Use Neighborhood and Home to the Detroit Red Wings

The proposed Detroit Events Center Planned Development (DEC PD) is a new mixed use neighborhood anchored by an approximately 785,000 square foot event center/arena that will be the new home of the Detroit Red Wings. The DEC PD is a “deconstructed” arena where many of the elements of a professional sports arena are located in adjacent buildings with other retail and office uses. The arena is connected to these buildings at street level by a glass-enclosed street and above by walkways. Other uses within the DEC PD include offices and retail stores, including the Red Wing’s offices and team store, restaurants, apartments, townhouses, public outdoor gathering spaces, and an approximately 1,100-space parking structure. The plan will also result in the reconstruction and upgrading of surrounding street rights-of-way, public lighting, and utilities.

The DEC PD is proposed for the land area bounded by Woodward Avenue on the east, Henry Street on the south, Clifford Street on the west, and Sproat Street on the north. It is strategically located on Woodward Avenue, Detroit’s Main Street. It lies just north of the Central Business District and the existing sports and entertainment district anchored by the Fox Theater, Comerica Park and Ford Field, directly west of the venerable Brush Park neighborhood, and south of the Midtown anchors of Wayne State University and the Detroit Medical Center. The site is easily accessed by I-75, and will be easily accessed in the future by the M-1 Rail and a Bus Rapid Transit (“BRT”) line.

This is the first of five distinct new neighborhoods announced by the Ilitch Organization in July 2014. The DEC PD is well-positioned to not only create a distinct new neighborhood, but also to connect existing hubs of activity and to catalyze future development in the area.

Site work is anticipated to start in March 2015 and be completed in a single phase with a planned substantial completion date of Summer 2017. The project is expected to create 8,300 construction jobs and 1,100 permanent jobs.

DETROIT EVENTS CENTER PLANNED DEVELOPMENT (DEC PD)

Project Narrative

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1.0 DEC Overview – Pedestrian-Focused, Human-Scale Design

The DEC site design focuses on the pedestrian and human-scale design, to accommodate large pedestrian traffic volumes during events, and to create a comfortable, safe space for people during non-event times. The scale of spaces, sense of enclosure, materials, street trees, and plantings all help to create a safe, comfortable environment by clearly delineating where they should be and buffering them from vehicular traffic.



Designing for the pedestrian includes connecting pedestrians to local and regional transit networks. The M-1 Rail and future Bus Rapid Transit (“BRT”) line will bring pedestrians to the site and provide a sustainable transportation alternative to driving. The design accommodates these transit connections and aims to make them convenient in order to promote their use.

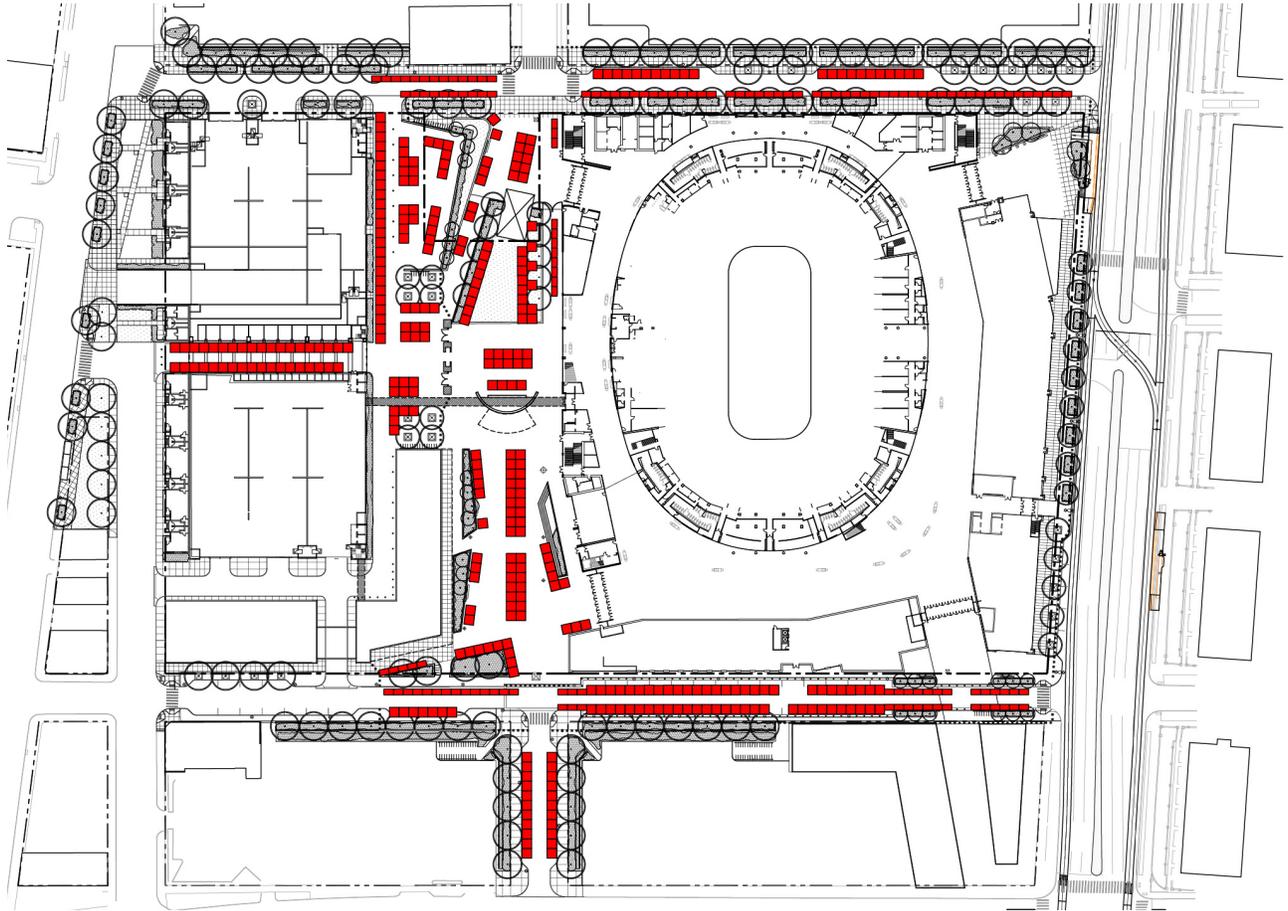
Another focus of the site design is the creation of flexible spaces that can accommodate large events while serving other uses during off-peak times. The *Conceptual Event Layout Diagrams* depicted on the next page illustrate two of the many possible layouts. The incorporation of the use of temporary structures, such as stages, projection screens, and retail kiosks supports this design intent.



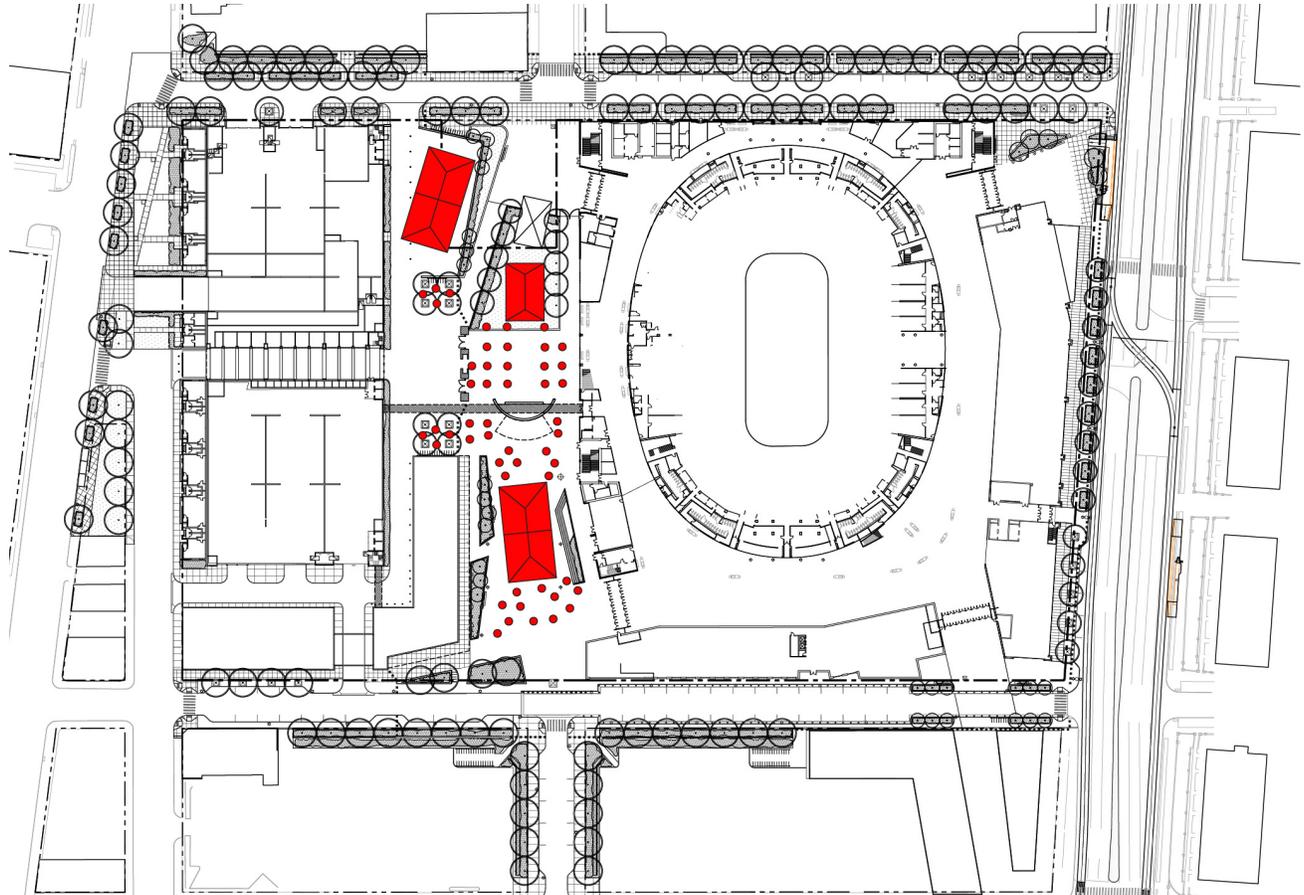
The DEC PD site plan calls for the permanent vacation of Park Avenue between Henry and Sproat Streets and Sibley Street between Clifford Street and Woodward Avenue, and overlays the street grid with pedestrian pathways, so as to avoid creating an unfriendly, impenetrable superblock. These pedestrian pathways enhance pedestrian circulation and create desirable sight lines.

Barrier-free accessibility will be accomplished through universal design methods. Pedestrian routes are designed to avoid the need for ramps or stairs.

MARKET LAYOUT



TENTED EVENT LAYOUT



1.1 DEC Entrances

The primary entrances to the DEC are located at the intersection of Woodward/Sproat (northeast entrance) and Woodward/Henry (southeast entrance), and along Henry off the Piazza (southwest entrance). The Woodward entrances are expansive to allow for large pedestrian traffic volumes, particularly from the south where most event participants are likely to park. The *Woodward Avenue Streetscape* detail on the following page illustrates the integration of the drop-off zone, off-street parking and pedestrian spaces along the Woodward Avenue frontage.

A special feature, such as a sculpture large enough in scale to fit in the context of the building and the wide Woodward right-of-way, will be located at the Woodward and Sproat entry to act as an iconic beacon on this major thoroughfare.

1.2 The Piazza and The Park

The Piazza and The Park are the central gathering spaces for pre-event concerts as well as smaller events and festivals and informal socializing. These areas will remain open to the public when there is not an event, and may be a ticketed venue for separately programmed events. The Piazza at the southern end will primarily have open pavement to allow for flexibility of uses, and the

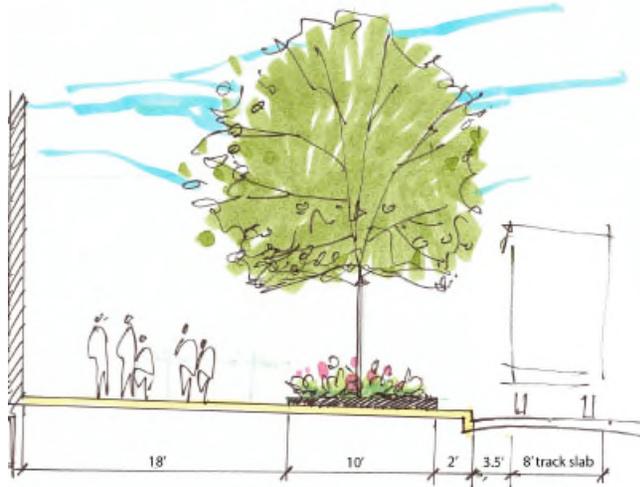
use of temporary stages and projection screens, including the use of outdoor speakers, and removable fences to enclose the space when needed.



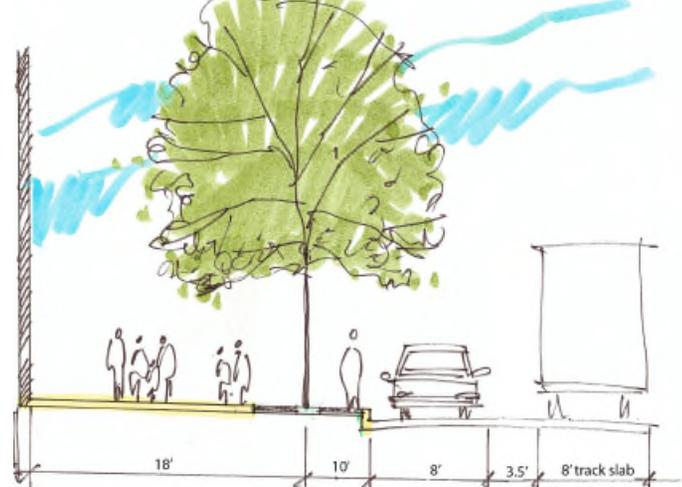
The Park at the northern end will incorporate a large lawn space and may include the use of a temporary retail kiosk structure.

Trees will frame these spaces to create a sense of enclosure and a series of smaller spaces along the edges. Special features such as sculptural elements, light features, fire and/or fountains will activate the space and establish focal points within these large public open spaces.

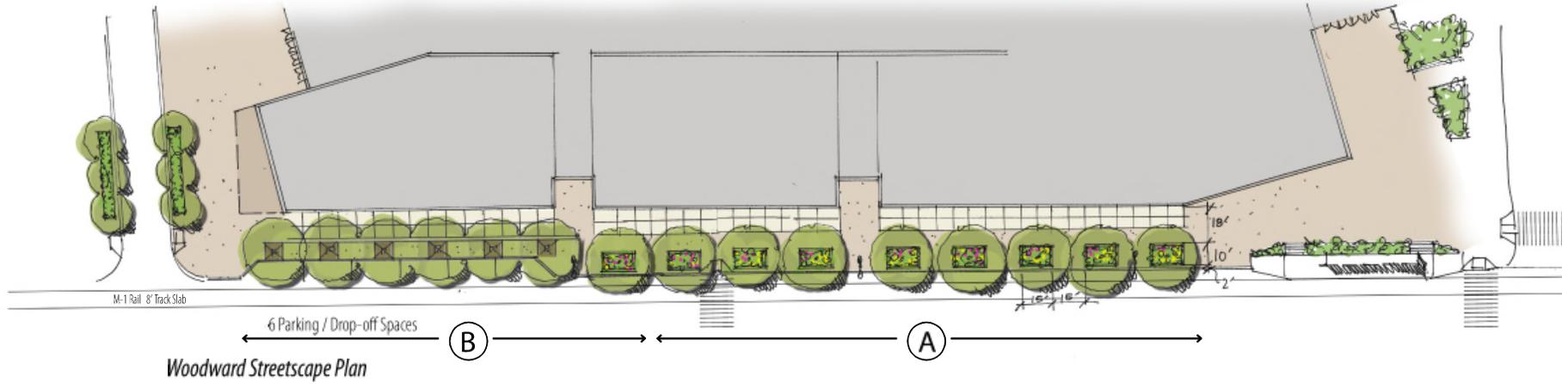
A



B



Woodward Streetscape Sections



Woodward Streetscape Plan

Pavement patterns will break up the expansive ground plane while knitting certain elements together. Informal, moveable seating adjacent to first floor restaurants and retailers will spill into the Piazza along the edges.

These features are depicted on the Site Plan (Sheets No. L1.1.) and Illustrative Site Plan (Sheets No. L1.2) that are part of the PD Drawing Set Issued for Approval April 6, 2015. The site plan titled “Site Plan – Post Demolition” Option B – L1.1) will be effective upon issuance of a notice to proceed with demolition of the former Park Avenue Hotel. Until such time, the April 6, 2015 site plan titled “Site Plan – Pre-Demolition (Option A – L1.1) shall be effective.

1.3 Pedestrian Ways and Bike Storage

An east/west connection through the parking structure is accessed from Cass Avenue and designated as a special arrival sequence with lighting and paving materials.

A north/south connection is retained along the approximate path of the former Park Avenue right-of-way between Henry and Sproat Streets.

Large canopy trees are arranged to guide pedestrians through the site, while breaking the scale of the space down to a comfortable pedestrian level. Accent lighting and custom benches provide opportunities for gathering along the way. Special paving is used throughout.

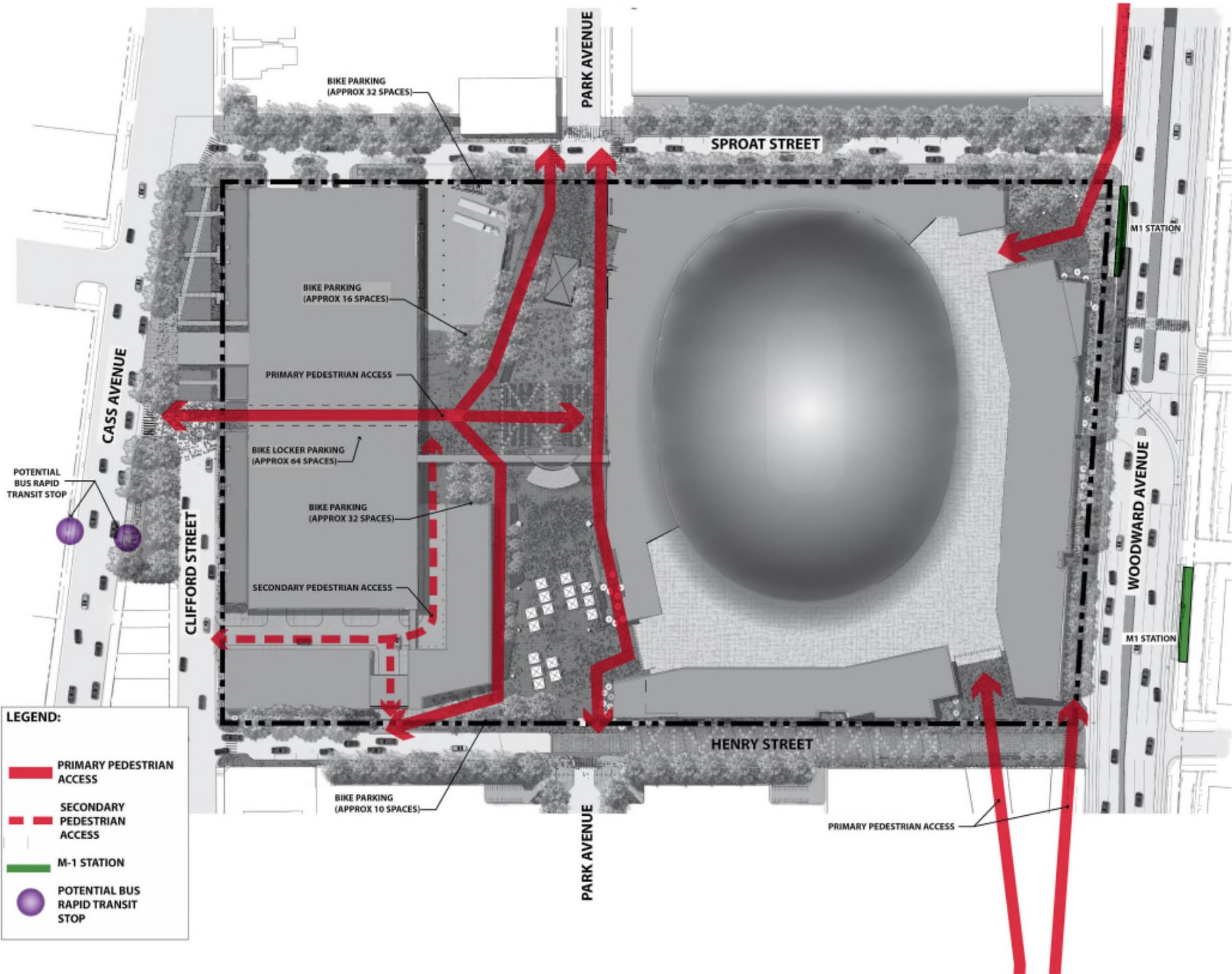
Bike racks will be provided in locations throughout the site for use during and between events.

The *Site Access + Bike Storage Diagram* on the following page illustrates intended pedestrian circulation paths and bike storage locations.



1.4 Alleys and Service Areas

The alleys located between the parking structure and the residential buildings (labeled Buildings D & E on the site plans) place functional loading and trash collection needs in a pedestrian friendly environment. Trash collection facilities located off Sproat Street are screened and integrated with the adjacent architecture to minimize physical and visual impacts. Access to the underground loading facility is from Cass Avenue. Its integration into the pedestrian and built environment is illustrated on the *Ramp to Underground Loading Area* detail that follows the *Site Access + Bike Storage Diagram*.





1.5 Hardscape Materials

Hardscape materials include high-quality, precast pavers on a concrete base for designated areas with decorative pavement accent bands interspersed throughout. The Piazza is designed to accept significant vehicular loads. The rest of the pedestrian pavement is concrete, designed to accept appropriate vehicular or pedestrian loads.

1.6 Furnishings

Moveable furnishings, including café tables and chairs, and fixed benches, all of which are intended to be uniquely designed for the project, will be utilized throughout the site as shown on the *Seating Diagram* on the following page.

Trash receptacles are located throughout the site for convenience. Flagpoles will be installed at the Woodward/Sproat entrance.

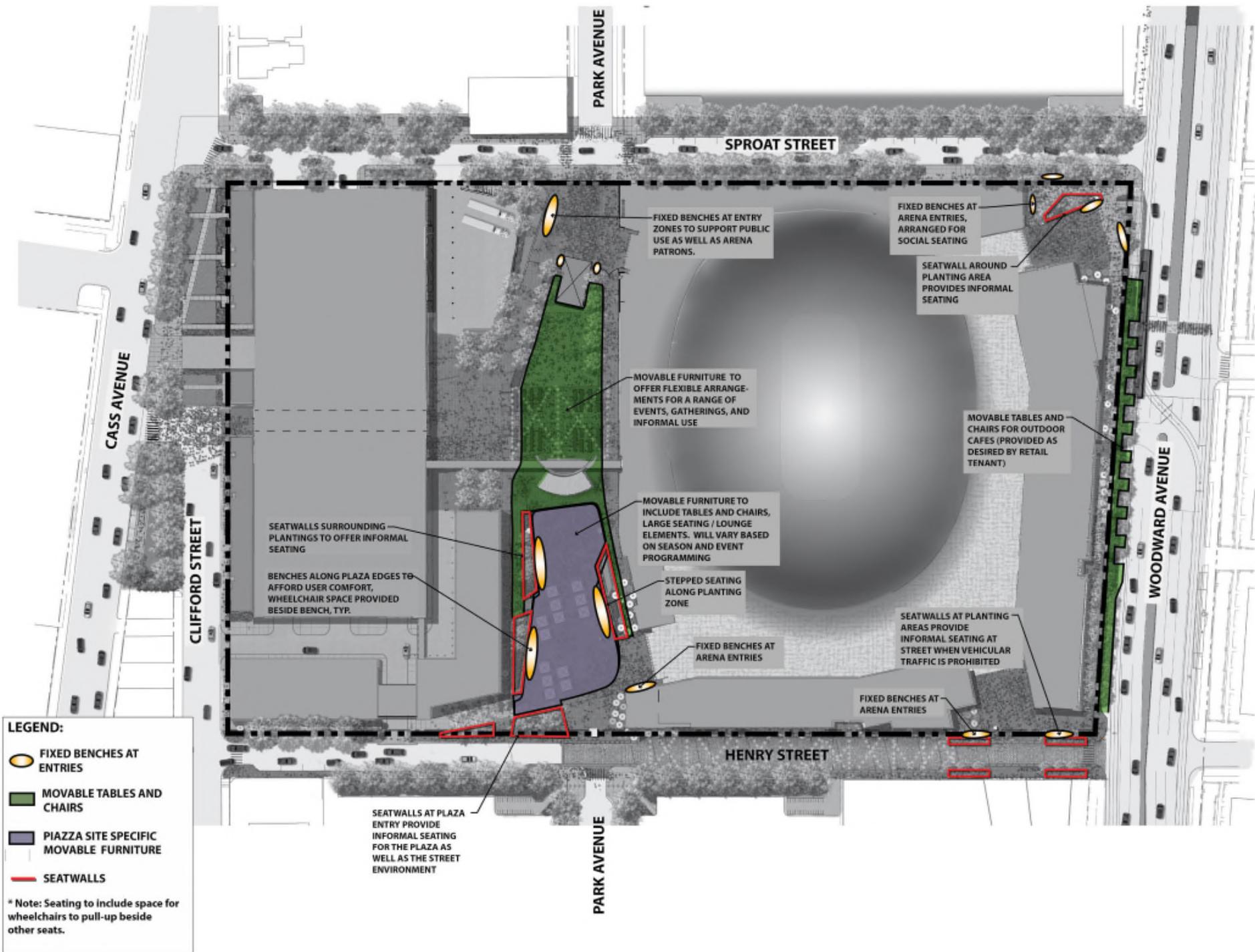


1.7 Landscape Materials

A simple palette of large canopy trees (such as London Planetree, Red Maple or Lacebark Elm, etc.), columnar trees (such as Princeton Sentry Ginkgo, Columnar English Oak), and ornamental trees ('Winter King' Hawthorn, Eastern Redbud, etc.) are planned throughout the site to soften and shape pedestrian spaces. The trees are either in a custom, decorative tree grate or in a low raised planter.



Smaller planters include a mixture of perennials, ornamental grasses, and ground covers (such as Geranium, Pennisetum, Hosta, etc). Larger planters will include a mixture of evergreen and deciduous shrubs (such as Juniper, Yew, 'Gro-Low' Sumac, etc.) to ensure year-round color and interest. Plants will be selected for their aesthetic value, hardiness, water efficiency and ease of maintenance. Prohibited and invasive plants will not be used.



1.8 Security Elements

A 100-foot security perimeter will be established for public safety and security around the perimeter of the DEC. Security elements that meet K12 rating will protect the facility. (K12 barriers (K refers to kinetic) will stop a 15,000 pound vehicle travelling at 50 miles per hour.)

Lighting features will provide a sense of security, as well as add definition and structure to outdoor spaces.



2.0 Existing Conditions and Proposed Uses and Buildings

2.1 Existing Conditions

The majority of the land within the DEC PD project boundary is vacant. The project site is crossed by Sibley Street and Park Avenue and number of mid-block alleys.

The existing vegetation is sparse; there are few trees. There are eight blighted one and two-story structures within the site. They are generally clustered near the middle of the site, close to the existing intersection of Sibley Street and Park Avenue. The existing vegetation and blighted structures will be removed prior to the start of construction.

The site includes the former Park Avenue Hotel, also known as the Harbor Light building. The 13-story building is vacant. The interior of the building has sustained substantial damage due to water infiltration, scrapper activity and vandalism. The scrapper activity occurred sometime between 2005 and 2007, prior to its acquisition by the current title holder, Eventide Property Holdings, LLC, an Olympia Development-affiliated company. This structure will be removed after issuance of a Notice to Proceed with demolition.

Existing site conditions and utility services are described in more detail on Sheet Nos. C2.01A and C2.01B of the PD Plan Set. The overall utility plan is depicted on Sheet No. C5.01.

The Geotechnical Report and Environmental Reports (Phase I Environmental Assessments and Baseline Environmental Assessments/Due Care Plans) submitted with the PD Application describe the soil and subsurface conditions within the project site. Soil and subsurface conditions do not pose a barrier to development of the land.

2.2 Proposed Rights-of-Way Vacations

The DEC PD site design requires the outright vacation of Sibley from Clifford to Woodward, the outright vacation of Park Avenue between Henry and Sproat, the outright vacation of the south 5 feet of Sproat Street between Woodward and Park, and the outright vacation of all of the mid-block alleys. The plan also requires the partial vacation of Clifford Street north of Sibley to its terminus at Cass Avenue, and the partial vacation of Sproat Street between Park and Woodward. This portion of Clifford will be closed to traffic but the existing underground utilities will remain in place subject to a subsurface utility easement. This portion of Sproat will be subject to vehicular, pedestrian and subsurface utility easements. A petition seeking these vacations has been submitted to the City Clerk. It is identified as Petition No. 239.

The DEC PD site design does not require any increase in the width of the Henry, Sproat or Clifford Street rights-of-ways. The plan does contemplate the improvement of certain utilities within these rights-of-way. These improvement plans are the subject of a separate review and approval process.

2.3 Proposed Land Uses

The DEC PD contemplates the construction of a mixed use neighborhood anchored by a deconstructed event center/arena. The uses proposed within the DEC PD are generally described on the Sheets No. L1.1 and L1.2 of the PD Plan Set. The following uses are specifically proposed for inclusion in the DEC PD without regard to other general and specific zoning regulations that govern these uses except as otherwise noted:

1. Residential uses:
 - a. Town house;
 - b. Multiple-family dwellings, including loft-style apartment units and efficiency units of no less than 400 gross square feet;
 - c. Residential uses combined in structures with permitted retail, office, personal service and commercial use.
2. Public, Civic, and Institutional uses:
 - a. Auditoriums, public, but not including a church, temple, synagogue or other house of worship;
 - b. Convention or exhibit building;
 - c. Police substation;
 - d. Museum.
3. Retail, Service, and Commercial uses:
 - a. Automated teller machine without drive-up or drive-through facilities;
 - b. Brewpub, microbrewery, small distillery, winery, wine tasting bar;
 - c. Concert hall;
 - d. Dry-cleaning establishment, retail only, but not including a dry cleaning plant;
 - e. Establishments for the sale of beer or intoxicating liquor for consumption on or off premises, including establishments with cabaret licenses;
 - f. Exhibition hall;
 - g. Hotel, including retail sales, restaurants and personal service uses accessory and incidental to that use;
 - h. Office, business, professional, or medical, including physical therapy, but not including alcohol/drug rehabilitation clinics or psychological counseling offices or veterinary hospital or animal-raising facilities;
 - i. Outdoor entertainment facility, including video projection screens;
 - j. Outdoor areas for the consumption of food and beverages, including the sale of beer or intoxicating liquor for consumption on or off-premises;
 - k. Parking structure and parking lots for operable private passenger vehicles;
 - l. Recreation, indoor commercial and health club;

- m. Restaurant, standard without drive-up or drive-through facilities, including the sale of beer and intoxicating liquor for consumption on or off premises and accessory outdoor areas for the consumption of food and beverages as provided above;
 - n. Restaurant, carry-out or fast-food;
 - o. Retail sales and personal services in first floor of building primarily occupied for office or multiple-family residential use, but not including a funeral parlor or mortuary; psychic, tarot card reading or similar services; or bail bondsman services;
 - p. Specially designated distributor's (SDD) or specially designated merchant's (SDM) establishment;
 - q. Stadium, sports arena;
 - r. Stores of a generally recognized retail nature whose primary business is the sale of new merchandise, including but without limitation Red Wings merchandise, sporting goods, books, art and art supplies, new clothing; food stores; collectibles, and stores of generally recognized retail nature whose primary business is the sale of collectibles, art, antiques and other high-quality goods that are not new merchandise, but not including the sale, rental or storage of guns, firearms, ammunition, explosives or other unusually hazardous materials (other than cleaning supplies and other materials used in the normal course of operation, maintenance and repair of any portion of the Events Center Project provided that the same are handled in accordance with all governmental rules, regulations and requirements applicable thereto); establishments selling or exhibiting pornographic materials; establishments selling or exhibiting paraphernalia for use with illicit drugs; or adult bookstore, adult video store or adult movie theater; pawn shop, flea market, junk yard, carnival or shooting gallery.
 - s. Theater and concert café.
4. Other uses.
- a. Antennas, as regulated in Article XII, Division 3, Subdivision G of Chapter 61, excluding Sections 61-12-311, 61-12-312, 61-12-313, 61-12-314 and 61-12-318;
 - b. Signs as described in PD Plan Set and this Project Narrative.

2.4 Proposed Buildings, Elevations and Floor Plans

The DEC is connected to the adjacent buildings by a glass-enclosed street referred to as the Via. This area must be secured during events and will only be available to event participants a set number of hours before an event, during an event and a set number of hours after an event, or to those who have been cleared through the security at the entrance to the adjoining use. Otherwise the Via will be generally open to the public during the hours of operation of the adjoining uses.

While the DEC anchors the entire development, it does not overwhelm it. Because the bottom elevation of the bowl is approximately 40 feet below grade, the bowl only rises about 75 feet above grade, the height of an 8-story building. The four and five-story mixed use buildings that surround the DEC reduce the visual mass and scale of the bowl. Similarly, a row of townhouses

flanks the west elevation of the parking structure to reduce its scale and provide a transition to the Cass Park neighborhood. The street views of the proposed building elevations are shown on PD Plan Set Sheets Nos. A4.01-A4.06.

The DEC lighting design is meant to complement the bold architectural expression. The primary illumination feature, the roof, is intended to become a globally-recognized landmark and may be capable of displaying images. The project renderings show the roof lit in red and displaying the Red Wings logo. Architectural lighting, including LED lighting, may be used to accentuate building architecture.

The DEC PD plan seeks flexibility in the future design of storefronts and signs. Storefronts are a key component of a pedestrian-oriented environment. For the streetscapes to have varied texture, storefronts must reflect the individual character of the tenant rather than the architecture above. To implement this strategy, the design of future storefronts will be governed by the guidelines set forth on PD Plan Set Sheets No. A5.01 – A5.04, and signs by the guidelines set forth on PD Plan Sheets No. A5.05 – A5.06. The storefront guidelines are consistent with the guidelines that apply with a Traditional Main Street Overlay Area.

Storefront signs within the storefront signage zone are depicted on the *DEC Sign Summary*, which appears on the following page. These signs will comply with the sign regulations of the Zoning Ordinance and Chapter 3 of the City Code as amended. All other signs (sponsorship signs) are permitted as depicted on PD Plan Sheets A5.05-A5.08.

Outdoor cafes will be governed by the guidelines set forth on PD Plan Sheets No. A5.09. The floor plans for the DEC are shown on PD Plan Set Sheet Nos. A1.01 –A1.08. The proposed bowl is steeply pitched to create a loud and intimate environment that puts every event participant on top of the action, and to make this the “baddest” bowl in the National Hockey League.

In addition to the arena/event center and the office/retail buildings (Buildings A, B and C) that are connected to it by the Via, the DEC includes two buildings that incorporate residential uses above street-level retail uses (Buildings D and E). The total number of apartment units proposed in these buildings is 107. The typical floor plan for Buildings D and E is depicted on PD Plan Set Sheet No. A1.05. Each floor will contain a mix of studio, 1-bedroom and 2-bedroom units ranging in minimum size from approximately 450 square feet for a studio, 600 square feet for a 1-bedroom and 750 to 1,200 square feet for a 2-bedroom.

A row of 16 townhouses are proposed on the west side of the parking structure, containing a total of 32 units.

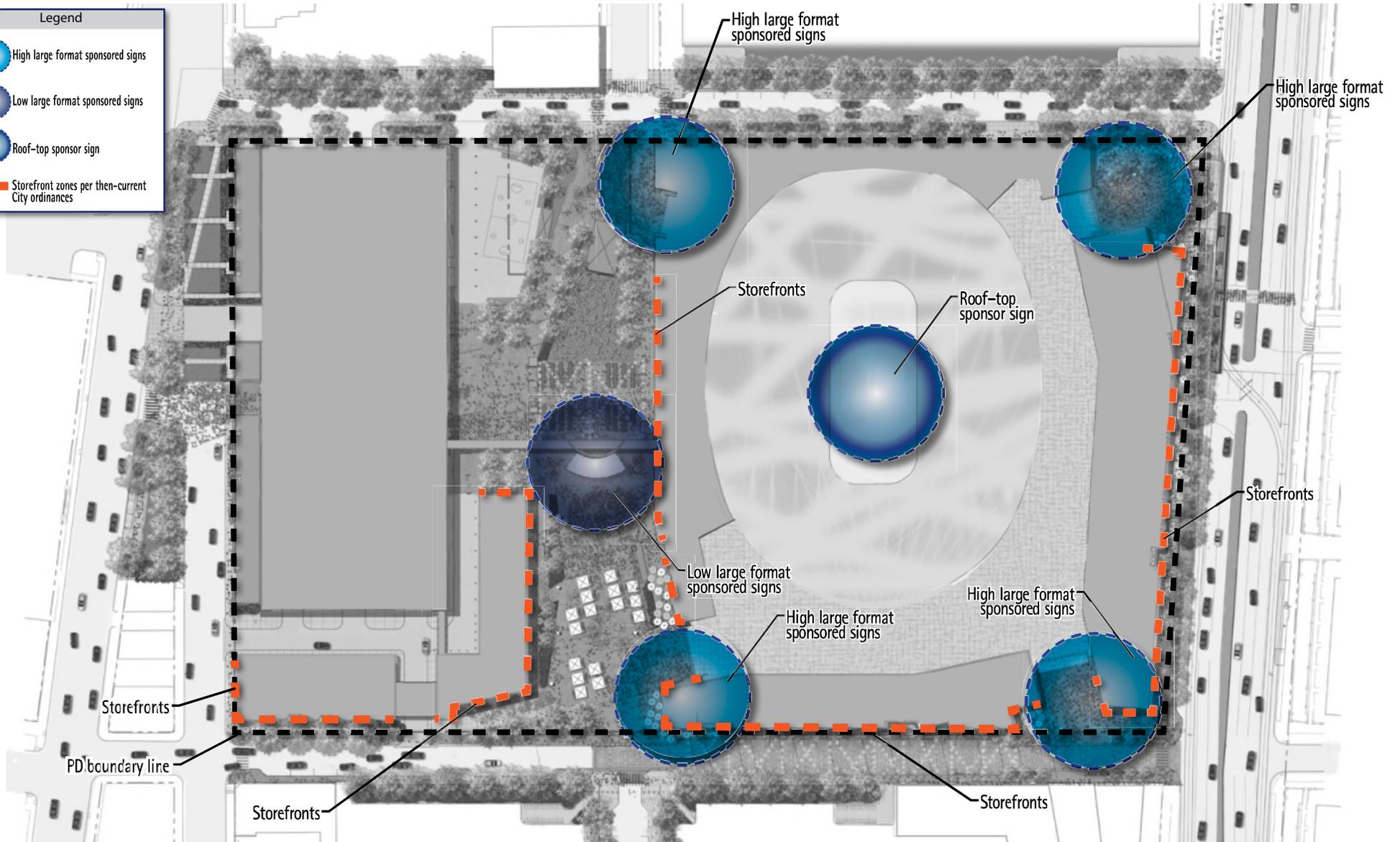
The square footage and height of each proposed structure is described in Section 4.0, Development Summary.

DEC: SIGN SUMMARY.

April 6, 2015.

Legend

- High large format sponsored signs
- Low large format sponsored signs
- Roof-top sponsor sign
- Storefront zones per then-current City ordinances



2.5 Green Building Standards

The DEC PD site design will strive to meet LEED Silver ND standards. It will include measures to reduce energy consumption – both the embodied energy required to extract, process, transport and install building materials and operating energy to provide services such as heating and power for equipment. The goals of reducing water consumption, using locally available products and “green” certified materials, and waste reduction measures for construction operations will be employed in designing and constructing the facilities. Indoor air quality and access to daylight will also be key features highlighted in the deconstructed design of the new arena building.

3.0 Parking, Traffic Management and Loading

The general plan for meeting demand for off-street parking is depicted on the *Day 1 Parking Supply Within 1000 Feet* diagram that follows. It illustrates the supply of off-street parking spaces that is anticipated to exist within 1,000 feet of the Event Center entrances on Day 1 (opening day August 2017), together with the existing supply of parking spaces in parking structures and surfaces lots south of I-75.

If the land use elements of the DEC PD were constructed on a stand-alone basis under the existing B4 zoning district, approximately 4,238 off-street parking spaces would be required:

- 20,000-seat Events Center/Arena: 3333 spaces (1 space per 6 seats within 1000 feet)
- 107 Apartment Units: 134 spaces (1.25 spaces per unit within 100 feet)
- 16 Townhouse Buildings containing 32 Units: 48 spaces (1.5 spaces per unit within 100 feet)
- 167,000 sf Office: 417 spaces (1 space per 400 sf within 100 feet)
- 76,400 sf Retail: 306 spaces (1 space per 250 sf within 100 feet)

An M-1 Station is planned at the northeast entrance to the DEC. It is estimated that M-1 service should reduce parking needs in this area by 8 percent (approximately 342 spaces).

During events, taxis will be staged along Clifford between Henry and Sibley, and VIP/limousines will be staged along Henry Street between Park Avenue and Clifford and along Park Avenue between Henry Street and I-75. Courtesy shuttles will be encouraged to stage along Clifford Street between Columbia Street and I-75. These alternate modes of arrival should reduce parking needs in the area by 6 percent (approximately 256 spaces).

The types of uses planned in the mixed use neighborhood surrounding the DEC will have different peak trip generation hours and therefore different peak parking demands. It is anticipated that the retail uses will be oriented to serving event participants and the occupants of the offices and residents in the surrounding neighborhood. These factors support the provision of fewer parking spaces than would be ordinarily required if the project components were constructed as stand-alone uses.

There will be one parking structure containing approximately 1,100 parking spaces, about 25% of the spaces typically required. (The parking spaces will of standard dimensions.) This parking structure is not unreasonably large. The DEC's primary competitor, the Palace of Auburn Hills, has approximately 8,400 parking spaces immediately adjacent to a similarly sized facility. Other parking structures in Downtown and Midtown are much larger: MGM Casino (5,200 spaces); Greektown Casino (2,800 spaces); Compuware (2,662 spaces); GM Headquarters River East (2,169 spaces); One Detroit (2,068 spaces); Z-Deck (2,092 spaces); Blue Cross/Blue Shield (1,800 spaces); and DMC Cardiovascular Institute (1,700 spaces). A parking structure of approximately 1,100 spaces is the minimum size possible due to market, security and convenience requirements of this mixed-use, events-centered project.

To soften the appearance of the parking structure, green walls may be incorporated into the east facing façade.

Office occupants of Buildings A and B (Olympia Entertainment and Red Wings) will park in the DEC parking structure. Occupants of these buildings can be relocated to the Fox Parking Garage during events as necessary. Office occupants of Building C will also park in the DEC parking structure.



Residential occupants of Buildings D and E will park in reserved, nested areas within the DEC parking structure and have a direct connection to the units within those buildings.

Additional off-street parking will be provided in interim surface parking lots that are future development sites, as shown on the *DEC: Day 1 Interim Parking and Future Development* diagram at the end of this section. These interim off-street parking lots are intended to transition to higher and better land uses as the DEC PD catalyzes redevelopment of the area. These new uses are anticipated to include parking facilities of sufficient capacity to provide adequate parking for the new development as well as replace the displaced spaces.

Non-event patrons of street-level retail uses located in Buildings A through E (*e.g.*, restaurants, Red Wings store) will park in the interim surface parking lot south of Henry Street (labeled DEC Lot 3 on the *Day 1 Parking Supply Within 1000 Feet* diagram) and will have access to a limited number of on-street parking spaces on Henry and Clifford Streets to the extent they are available. Short term parking in DEC Lot 3 will be controlled during events by a method to be determined.

The total number of spaces within 1,000 feet of the DEC entrances exceeds 4,200. This supply includes off-street parking spaces located in interim surface parking lots located immediately north and south of the DEC PD. In addition, there are almost 20,000 parking spaces within a 10-minute walk of the south entrances to the DEC. Thus, as shown on the *Day 1 Parking Supply Within 1000 Feet* diagram, there is sufficient parking in the area to handle the heavy demand that may arise on days when there are concurrent events at the DEC, Comerica Park, Ford Field and the Fox.

Although no permanent surface parking lots are proposed within the boundary of the DEC PD, the land underlying Building D and E will be used for surface parking space until such time as that building is constructed. Permitting this portion of the project to be used for surface parking

prior to the commencement of construction of Building D and E is necessary to support the Developer's efforts to market the adjacent retail building to potential tenants.

The Traffic Management Study submitted in support of the PD rezoning shows that the traffic generated by the DEC PD can be satisfactorily managed. It also explains in detail how event traffic will be managed and supports the car trip reduction numbers cited above.

The DEC will be served by a below-grade loading dock facility at event level. Access to the loading dock area will be from Cass Avenue. An area for broadcast truck staging and other event-related trucks is provided on-site, above the below grade facility. Truck loading and staging areas are standard dimensions.

Executive:	STC
Manager:	MWM
Designer:	JEK
Quality Control:	TET
Section:	

Professional Seal:



DATE:	04-06-2015	ISSUE:	PD Rezoning

Developed For:
 OLYMPIA DEVELOPMENT
 OF MICHIGAN
 2211 WOODWARD AVE.
 DETROIT, MI 48201

**DAY 1
 PARKING SUPPLY
 WITHIN 1000 FEET**

THE DISTRICT
 CITY OF DETROIT
 COUNTY OF WAYNE
 MICHIGAN

Date:	10.13.2014
Scale:	1"=500'
Sheet:	CSA
Project:	18275.01D
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PARKING LEGEND

DEC PD	
PARKING GARAGE	
SURFACE PARKING	

*DAY 1 LOTS SHOWN FOR INFORMATIONAL PURPOSES ONLY

DEC: DAY 1 INTERIM PARKING & FUTURE DEVELOPMENT

April 6, 2015.

DIAGRAM PROVIDED FOR INFORMATIONAL AND ILLUSTRATIVE PURPOSES ONLY



Legend	
	Curb Cut
	Future Development
	Interim Parking/Future Development
	Office/Retail
	Parking
	Townhouses
	Retail/Residential

4.0 Development Summary Sheet

DETROIT EVENTS CENTER PLANNED DEVELOPMENT				
Site Area:	538,693 sf	12.37 acres		
Existing Zoning:	B4, General Business District			
Use/Standards	Min. Lot	Front Setback	Rear Setback	Height
Event Center/Arena	7000 sf	20 ft	NA	75 ft
Retail	NA	NA	NA	35 ft
Office	NA	NA	NA	35 ft
MF Above Retail	7000 sf	30 ft	NA	2.00 FAR
Townhouses	7000 sf	20 ft	30 ft	35 ft
Proposed Zoning	PD, Planned Development			
	Min. Lot	Front Setback	Rear Setback	Approx. Height*
Event Center/Arena	NA	Zero Lot Line	Zero Lot Line	8 stories
MXD Use Building A	NA	Zero Lot Line	Zero Lot Line	4 stories
MXD Use Building B	NA	Zero Lot Line	Zero Lot Line	4 stories
MXD Use Building C	NA	Zero Lot Line	Zero Lot Line	5 stories
MXD Use Building D	NA	Zero Lot Line	Zero Lot Line	5 stories
MXD Use Building E	NA	Zero Lot Line	Zero Lot Line	5 stories
Townhouses	NA	Zero Lot Line	Zero Lot Line	4 stories
Parking Structure	NA	Zero Lot Line	Zero Lot Line	5 stories
Central Plant Building	NA	NA	NA	2 stories
*See also PD Plan Set Drawings				
Parking	Space Requirement		Req. No.	Provided
Event Center/Arena	1/6 seats within 1000 feet		3,333	--
Multiple Family Units	1.25/unit within 100 feet		107	--
Townhouses	1.5/unit within 100 feet		48	--
Office	1/400 sf within 100 feet		417	--
Retail (50K-100K sf)	1/250 sf within 100 feet		306	--
Total Required	---		4,238	--
M1 Offset	8% reduction in cars		(342 approx.)	
Shuttles, taxis, limos offset	6% reduction in cars		(256 approx.)	
Total Reduction	---		(598 approx.)	
DEC Parking Structure	---		--	1,100 approx.
Existing within 1000 feet				4,200 approx.
Existing 5-minute walk	---		--	7,500 approx.
Existing 10-minute walk	---		--	19,850 approx.

The following describes the approximate number of suites, boxes, and seats planned for the DEC. The spatial arrangement of these facilities is depicted on PD Plan Set Sheets Nos. A1.01-A1.08.

SUITE LEVEL SEATING					
Description	Seats	Barstools	WC	Comp	Total
32 Person Party Suite (4)	96	32			128
20 Person Suite (8)	128	32			160
16 Person Suite (34)	408	136			544
Suite Level Seating Total					832

UPPER CONCOURSE SEATING					
Description	Seats	Barstools	WC	Comp	Total
Sideline Bars	272	46	2	2	322
Mid Bowl Seating	860	72	8	8	948
Upper Concourse Seating	1348	254	6	6	1614
Upper Concourse Seating Total					2884

UPPER DECK SEATING					
Description	Seats	Barstools	WC	Comp	Total
Legend's Club	450	0	2	2	454
Upper Deck	5419		18	20	5457
Legend's Boxes Level 1 (8)	32				32
Legend's Boxes Level 2 (20)	80				80
Legend's Boxes Level 3 (28)	112				112
Gondola Club Level 1	105	105			210
Gondola Club Level 2	105	105			210
Upper Concourse Seating Total					6555

Lower Seating Bowl Total	9518
Suite Level Seating Total	832
Upper Concourse Seating Total	2884
Upper Concourse Seating Total	6555
Press Seating	400
	20189

5.0 Construction Management Plan

Construction of the DEC PD will be undertaken with the goals of maintaining public safety and minimizing disruption to adjacent land uses and road ways. A more detailed plan will be submitted for review and comment prior to the issuance of building permits.

- 8'-0" high screened fence will be erected around the entire perimeter of the site with designated secured access construction entry/exit gates.
- Security will be provided at the main entry/exit points of the gated construction boundaries.
- Work hours will generally be 7AM to 5PM, seven days a week with some selective "shift-work" and/or off-hour work times to support specific construction activities.
- Site Lighting will be provided by the use of portable light plant units that run on generated (self-supported) power.
- Construction workers onsite will be required to badged and show project specific identification for access entry to the project site.
- All visitors will be required to check-in at the construction office complex and receive temporary site badging to be allowed access onsite.
- Will use 'Flagmen' as necessary to augment the traffic control measures and to manage deliveries and egress during construction operations.
- Truck wheel wash stations will be located at the main entry and exit points of the project so that truck vehicle tires are reasonably clean and debris free when re-entering the public roadway surfaces surrounding the site, thus minimizing dirt and debris accumulation in those traffic areas.
- Water truck disbursement and street cleaning/sweeping for environmental control measures, including dust control, during construction will be implemented as necessary.
- Provide construction updates to the Neighborhood Advisory Committee (NAC) with respect to phasing of various construction activities.
- Sproat, Sibley and Henry Streets will be closed to through traffic between Woodward and Clifford/Cass. East-west traffic will be detoured to Temple Street and the Fisher Freeway. Signs will be erected as necessary to direct pedestrian foot traffic to appropriate pedestrian pathways around the site.

6.0 DEC Project Team

Planning and design of the DEC PD is being undertaken on behalf of the City of Detroit Downtown Development Authority by the following firms:

HOK

HOK is a global design, architecture, engineering and planning firm, and serves as Architect of Record. Their Sports + Recreation + Entertainment group has an extensive portfolio of widely respected arenas, stadiums, training facilities, recreation centers, and sports complexes that anchor urban districts and entertainment destinations. Current projects include the 18,600-seat Rogers Place arena, for the National Hockey League's Edmonton Oilers, and the new 71,000-seat retractable roof, multipurpose stadium in Atlanta, which will be home to the National Football League's Atlanta Falcons and a Major League Soccer expansion team. HOK also played a major role in the design of Nationwide Arena, American Airlines Arena, and MetLife Stadium.

Street-Works

Street Works is a White Plains, N.Y.-based firm that is leading the urban planning and design for the DEC PD. It focuses on mixed use planning, development and financing projects. One of its major projects was the creation of the 42-acre, \$750 million Santana Row urban village in San Jose California in the mid-2000s.

Olympia Development of Michigan

Olympia Development of Michigan is a Detroit-based, full-service real estate company formed in 1996 and owned by Detroit entrepreneurs Michael and Marian Ilitch. It is responsible for the development of the DEC PD. The company has developed and invested in some of Detroit's most recognized and visited venues, including the nationally acclaimed Comerica Park.

Other project design consultants include **Giffels Webster** (Detroit, Civil Engineering), **Parson-Brinckerhoff** (Detroit, Traffic Engineering); **SmithGroup JJR** (Detroit/Ann Arbor, Landscape Design), and **Miller Canfield** (Detroit/Ann Arbor, Legal Counsel).