

City of Ferndale
Planning Commission Discussion Item
Meeting Date: January 6, 2021
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**Iron Ridge Holdings LLC
6960 Orchard Lake Rd., Suite 300A
West Bloomfield, MI 48322**

December 23, 2020

City of Ferndale
Planning Commission

Re: Discussion item during the Planning Commission meeting for the "Iron Row Apartments" located at the southeast corner of E 10 Mile Road and Bermuda Street

Dear Commission Members:

Enclosed please find our design for discussion at the January 6, 2021 Planning Commission meeting. The design was completed by Krieger Klatt Architects, which has a strong background in multi-story, multi-family design throughout the region, and which is based in Royal Oak, Michigan. We are hoping to receive feedback on the project as a whole so we can continue to move forward and submit for Site Plan Approval. We are planning to achieve final approval of the design in early 2021, with projected construction start in mid-2021.

The design meets the zoning requirements of the R-3 zoning district and we believe that it will be an asset to the area. Below is a brief description of the project:

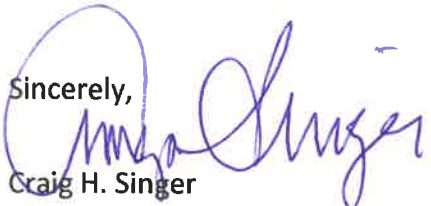
- 94 for-rent, multi-family units;
- 4 floors totaling 44'-6" to the roof and 56'-6" to the tallest parapet;
- The units will be studio, one, and two bedrooms, with sizes between 640 sf and 1,350 sf;
- The project offers a two-story amenity space, a pool with surrounding pool deck, pocket park, dog run, bike repair station, unit balconies/patios, private garages, carports, greenspace/landscaped areas, and building articulation to maintain interest in the façade.

In addition to the technical requirements, we believe the project is very well-designed aesthetically and creates a transition from the industrial/commercial district to the west to single family residential districts to the east. This transition is reinforced with the use of the more residential brick and cement board siding paired with accents of the more commercial/industrial corrugated metal panels. The units include wall hung balconies and cantilevered floors to create visual interest. The north and south corners of the building act as "book ends" using different façade materials while also projecting up higher than the rest of the building. The middle portion of the building consists almost entirely of glass creating a distinct visual break in the building.

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Lastly, the northwest corner is acting as the main entrance to the building being close to all of the building amenities. There will also be multiple access points from this building, across Bermuda Street to the commercial spaces part of the Iron Ridge District.

We are extremely proud of the presentation and welcome any comments you may have regarding the design.

Sincerely,

Craig H. Singer
Iron Ridge Holdings, LLC, Member