



**PLANNING AND
DEVELOPMENT DEPARTMENT**

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SR-1 – OBJECTIVE STAFF REPORT (03-27-2026)

This report, prepared by staff, summarizes the proposed scope of work, the existing conditions at the property, and any factual background information. No PDD/HDC staff analysis/opinion is included.

ADDRESS: 1528 WOODWARD

MEETING DATE: 04-08-2026

APPLICATION NUMBER: HDC2026-00109

HISTORIC DISTRICT: LOWER WOODWARD AVENUE

APPLICANT: WILLIAM SMITH/ROSETTI

OWNER: 1528 WEBWARD AVENUE LLC

ARCHITECT/CONSULTANT: ROSETTI

DATE OF PROVISIONALLY COMPLETE APPLICATION: 03-16-2026

DATE(S) OF STAFF SITE VISIT: 03-26-2026

SCOPE PHRASE FOR AGENDA: INSTALL SIGNAGE

PUBLIC HEARING PER 21-2-77: NO

SUMMARY OF SCOPE OF WORK:

Based on staff review of the submitted documents, the following work is proposed:

- Install sign at front façade, first story

MISSING INFORMATION, CLARIFICATION, OR OTHER ITEMS RELATING TO A COMPLETE SCOPE OF WORK:

- None

EXISTING CONDITIONS:

- Per the Detroit Historic Designation Advisory Board, the building was erected in 1916 but has undergone "...many renovations.... Its cornice was removed in 1958, and in 1960, the face of this building was taken down and entirely rebuilt for the United Foundation at a cost of approximately \$500,000. The exterior was faced with vertical stainless-steel piers that create a ridged effect. The stainless steel and glass screen is suspended over the setback first floor entrance to the office building. On the first story, two structural piers and the entranceway walls are faced with small mosaic tiles in blue colors ranging from sky blue to a deep blue. A retail store in the northern half of the building is faced with plate glass." The firm of Diehl and Diehl Architects, Inc., engineers Hyde & Bobbio, Inc. and the contractor Darin & Armstrong, Inc. were responsible for the 1960 rehabilitation.
- The building is six stories in height
- The north/side and rear walls are brick



- 1528 Woodward, facing southeast. HDC staff, 03/25/2026



- + Detroit parcel viewer, 1528 Woodward in yellow

BACKGROUND INFORMATION:

- In 2010, HDC staff issued a Certificate of Appropriateness (COA) for the minor repairs and the installation of new rooftop solar panels (HDC2010-64)
- In 2012, HDC staff issued a COA for the repair of the front façade and rear wall, to include the installation of a new storefront entry door at the front facade, first story (HDC2012-150)
- An application (HDC2025-00747) for a number of work items, to include the proposed signage, was submitted to the Commission for review at the 3/11/2026 regular meeting. However, the sign was withdrawn from application HDC2025-00747 during the 3/11/2026 regular HDC meeting.

DISTRICT INFORMATION/SIGNIFICANCE:

- The HDAB designation report for the Lower Woodward Avenue Historic District, completed in 2001, states that its period of significance is **1886-1941**
- [Chapter 21 - HISTORY | Code of Ordinances | Detroit, MI | Municode Library](#)
- Per the HDAB, the building was originally built in 1916. The front façade was installed in 1960
- The HDAB designation report for the Lower Woodward Avenue Historic District, completed in 2001, states that the building is **non-contributing**
- The 2001 HDAB designation report for the Lower Woodward Avenue Historic District notes

that the contributing/non-contributing status of the buildings within the district coincided with the district's National Register of Historic Places (NRHP) listing. Specifically, the Grand Circus Park NRHP Nomination Form, completed in 1983, determined that 1528 Woodward was non-contributing to the district.

- However, please note that in 2012, the National Park Service updated the district's historic context and extended its period of significance to 1962. Specifically, the 2012 NRHP nomination update provided "...additional documentation of the district's historic significance to show that the period of significance should be expanded to extend down to 1962. When the original nomination was prepared the period of significance was defined as ending in 1930 because a major period of development that resulted in most of the district's largest buildings ended with the beginning of the Great Depression. In this new form we propose to expand the district's period of significance down to 1962 to reflect the continued development and renovations that occurred in the Grand Circus Park district after 1930 and especially from the early post World War II period down to 1962. Note that the original Grand Circus Park national register nomination is an old one that does not meet today's requirements in several respects."
- The 2012 National Park Service NRHP update determined that 1528 Woodward, to include the current façade which was installed in 1960, is **contributing** to the Grand Circus Park Historic District.

REPORT PREPARED BY: JR