



HISTORIC DISTRICT COMMISSION APPLICATION FOR WORK APPROVAL

City of Detroit - Planning & Development Department
2 Woodward Avenue, Suite 808
Detroit, Michigan 48226

APPLICATION ID
HDC2026-00109

PROPERTY INFORMATION

ADDRESS(ES): 1528 Woodward Ave
HISTORIC DISTRICT: Lower Woodward Avenue

SCOPE OF WORK: (Check ALL that apply)

- | | | | | | |
|---|---|---------------------------------------|--|---|--------------------------------|
| <input type="checkbox"/> Windows/ Doors | <input type="checkbox"/> Walls/ Siding | <input type="checkbox"/> Painting | <input type="checkbox"/> Roof/Gutters/ Chimney | <input type="checkbox"/> Porch/Deck/Balcony | <input type="checkbox"/> Other |
| <input type="checkbox"/> Demolition | <input checked="" type="checkbox"/> Signage | <input type="checkbox"/> New Building | <input type="checkbox"/> Addition | <input type="checkbox"/> Site Improvements (landscape, trees, fences, patios, etc.) | |

BRIEF PROJECT DESCRIPTION:

ROSSETTI is working with Bedrock Detroit on behalf of Joe Louis Southern Kitchen (JLSK) for the development of a new JLSK restaurant, in what will become their third business location, on the ground floor level at 1528 Woodward Avenue, formally known as the United Foundation Building.

Under a separate HDC application, the Commission previously approved the addition of a new service door within the existing Woodward Avenue storefront, and work within the alley to accommodate a new kitchen exhaust system and make-up air duct. At this juncture, we are seeking approval for the installation of a new, illuminated building sign which has been designed to reflect the brand uniquely crafted for the Joe Louis Southern Kitchen organization. As illustrated in the enclosed attachments, the sign will be

mounted off the face of the existing exterior curtain wall in a manner that will not damage or deface the existing vertical stainless-steel mullions that are a distinguishing architectural feature of the building. And while the post-war modern building does not possess a traditional signage band, the proposed sign will be located within the bottom spandrel panel that effectively serves as

APPLICANT IDENTIFICATION			
TYPE OF APPLICANT: Architect/Engineer/Consultant			
NAME: Brooke Smith	COMPANY NAME: ROSSETTI		
ADDRESS: 160 West Fort Street	CITY: Detroit	STATE: MI	ZIP: 48226
PHONE: +1 (248) 310-1997	EMAIL: brsmith@rossetti.com		

I AGREE TO AND AFFIRM THE FOLLOWING:

<input checked="" type="checkbox"/>	I understand that the failure to upload all required documentation may result in extended review times for my project and/or a denied application.
<input checked="" type="checkbox"/>	I understand that the review of this application by the Historic District Commission does not waive my responsibility to comply with any other applicable ordinances including obtaining appropriate permits (building, sign, etc.) or other department approvals prior to beginning the work.
<input checked="" type="checkbox"/>	I hereby certify that the information on this application is true and correct. I certify that the proposed work is authorized by the owner of record and I have been authorized to make this application as the property owner(s) authorized agent.
<input checked="" type="checkbox"/>	As required by the state Local Historic Districts Act, Act 169 of 1970 (MCL399.205), I hereby certify that the property where work will be undertaken has, or will have before the proposed project completion date, a fire alarm system or a smoke alarm complying with the requirements of the Stille-DeRossett-Hale single state construction code act, 1972 PA 230, MCL 125.1501 to 125.1531

Signed by:

43D1D764359F42B

03/16/2026

SIGNATURE

DATE

NOTE: Based on the scope of work, additional documentation may be required. See www.detroitmi.gov/hdc for scope-specific requirements.

PROJECT DETAILS – TELL US ABOUT YOUR PROJECT

Instructions: Add project details using the text box in each section. If your details exceed the space provided, attach the details via the attachment icon for that section.

ePLANS PERMIT NUMBER: (only applicable if you've already applied for permits through ePLANS)	BLD2025-02857
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GENERAL

1. DESCRIPTION OF EXISTING CONDITION

Please tell us about the current appearance and conditions of the areas you want to change. You may use a few sentences or attach a separate prepared document on the right. (For example, "existing roof on my garage is covered in gray asphalt shingles in poor condition.")

Originally constructed for the Kresge Foundation in 1916, the 6-story building has since undergone many renovations. In 1960, the original Woodward facade was demolished, and an entirely new curtain wall system, comprised of gray-tinted glass, gray composite spandrel panels and vertical stainless-steel mullions, was installed above the first-floor retail level. At the first-floor retail level, a traditional aluminum storefront system was installed which is set back approximately 6 feet from the building face above. Aside from minor modifications to the first-floor storefront, the Woodward facade has remained unchanged since 1960 and is in very good condition. There is currently no signage on the building.

2. PHOTOGRAPHS

Help us understand your project. Please attach photographs of all areas where work is proposed.



3. DESCRIPTION OF PROJECT

In this box, tell us about what you want to do at the areas described above in box #1. (For example, "Install new asphalt shingle roofing at garage.")

As noted above, we are seeking approval for the installation of a new illuminated building sign which has been designed to reflect the uniquely crafted brand for the Joe Louis Southern Kitchen organization in what will become their third location. As illustrated in the enclosed attachments, the sign will be mounted off the face of the existing exterior curtain wall in manner that will not damage or deface the existing vertical stainless-steel mullions that are a distinguishing architectural feature of the building. And while the post-war modern building does not possess a traditional signage band, the proposed sign will be located within the bottom spandrel panel that effectively serves as a signage band.

4. DETAILED SCOPE OF WORK

In this box, please describe all steps necessary to complete the work described in box #3. (For example, "remove existing shingles, replace wood deck as necessary, replace wood eaves, install roof vents, replace rotted fascia boards, paint, clean worksite.")

The proposed sign has been intentionally located within the bottom spandrel panel of the Woodward Avenue curtain wall that serves as the building signage band. The sign is largely comprised of internally illuminated channel letters attached to a custom blue painted aluminum backer panel. The backer panel will be attached to the building structure with a series of mounting bolts that extend through the composite spandrel panels to a concealed structural steel beam. To prevent damage to the vertical stainless-steel mullions, mounting bolts will flank each side of the vertical mullions and concealed within aluminum spacers/sleeves that separate the backer from the stainless-mullions and spandrel panels. No components will attach to or penetrate the stainless-steel mullions.

5. BROCHURES/CUT SHEETS

Please provide information on the products or materials you are proposing to install. For example, a brochure on the brand and color of the shingles proposed.



ADDITIONAL DETAILS



LOCATION OF PROPOSED SIGN



BRIEF PROJECT DESCRIPTION

ROSSETTI is working with Bedrock Detroit on behalf of Joe Louis Southern Kitchen (JLSK) for the development of a new JLSK restaurant, in what will become their third business location, on the ground floor level at 1528 Woodward Avenue, formally known as the United Foundation Building.

Under a separate HDC application, the Commission previously approved the addition of a new service door within the existing Woodward Avenue storefront, and work within the alley to accommodate a new kitchen exhaust fan system and make-up air duct.

At this juncture, we are seeking approval for the installation of a new, illuminated building sign which has been designed to reflect the brand that has been uniquely crafted for the Joe Louis Southern Kitchen organization. As illustrated in the enclosed attachments, the sign will be mounted off the face of the existing exterior curtain wall in manner that will not damage or deface the existing vertical stainless-steel mullions that are a distinguishing architectural feature of the building. And while the post-war modern building does not possess a traditional signage band, the proposed sign will be located within the bottom spandrel panel that effectively serves as a signage band.

DESCRIPTION OF EXISTING CONDITIONS

Overview

Originally constructed for the Kresge Foundation in 1916, the 6-story building has since undergone many renovations. In 1960, the original Woodward facade was demolished, and an entirely new curtain wall system, comprised of gray-tinted glass, gray composite spandrel panels and vertical stainless-steel mullions, was installed above the first-floor retail level. At the first-floor retail level, a traditional aluminum storefront system was installed which is set back approximately 6 feet from the building face above. In 1960, the building became known as the United Foundation building.

Historical Designation

From a historical perspective, 1528 Woodward was originally designated as a “non-contributing” building in the Lower Woodward Avenue Historic District. However, 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 adjacent Grand Circus Park Historic District. Given the adjacency between the Lower Woodward Avenue and Grand Circus Park Historic Districts, it has been deemed that 1528 Woodward contributes to the local Lower Woodward Avenue Historic District.

Current Condition

Aside from minor modifications to the first-floor storefront system, the Woodward Avenue façade has remained unchanged since 1960 and is in very good condition. As there has been no major tenant in many years, the building has been devoid of a significant sign.

Existing Building Facade

Building Frontage = 62 Linear Feet
Total Curtain Wall Area = 62 FT x 65 FT = 4,030 SF
Total Building Façade = 62 FT x 75 FT = 4,650 SF

DESCRIPTION OF THE PROJECT

New Building Sign

As noted above, we are seeking approval for the installation of a new illuminated building sign which has been designed to reflect the uniquely crafted brand for the Joe Louis Southern Kitchen organization in what will become their third location. As illustrated in the enclosed attachments, the sign will be mounted off the face of the existing exterior curtain wall in manner that will not damage or deface the existing vertical stainless-steel mullions that are a distinguishing architectural feature of the building. And while the post-

war modern building does not possess a traditional signage band, the proposed sign will be located within the bottom spandrel panel that effectively serves as a signage band.

Allowable Building Sign Area

The applicable design criteria per the City of Detroit Signage Ordinance is noted below.

Building Frontage = 62 Linear Feet

Building Aggregate Sign Area Allowance = 62 FT x 3 SF per linear foot of frontage = 186 SF

Proposed Sign Area

As indicated below, the proposed building sign is well below the Building Aggregate Sign Allowance per the City of Detroit Signage Ordinance.

Total Proposed Sign Area = 62 SF

Remaining Building Aggregate Allowance (186 SF-62 SF) = 124 SF

Sign to Curtain Wall Ratio

Total Curtain Wall Area = 62 FT x 65 FT = 4,030 SF

Proposed Sign Area = 62 SF

Sign Area = 1.5% of Total Curtain Wall Area

Joe Louis Southern Kitchen Brand

The proposed sign has been designed in a manner that is consistent with Joe Louis Southern Kitchen's branding, and to significantly alter the sign by removing the light blue backer would decrease legibility and have potential to materially harm business traffic for a prominent black-owned business on Woodward Avenue.

Compliance with the Secretary of the Interior's Standards for Rehabilitation

The proposed sign area is 1.5%, a small fraction of the total curtain wall area, that still maintains the visibility of the distinct architectural elements of the facade. Moreover, the proposed sign will be installed to the building structure in a manner that will not damage, deface, or engage the vertical stainless-steel mullions. As such, the proposed sign was designed to meet the Secretary of the Interior's Standards for Rehabilitation and the Lower Woodward Avenue Historic District's Elements of Design, specifically so that the addition of the exterior signage will not destroy the historical materials that characterize the property and that the new work will be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

DETAILED SCOPE OF WORK

Sign Design

As depicted in the attached signage plans and details, the proposed sign has been intentionally located within the bottom spandrel panel of the Woodward Avenue curtain wall that serves as the building signage band. The sign is largely comprised of internally illuminated channel letters attached to a custom blue painted aluminum backer panel. The backer panel will be attached to the building structure with a series of mounting bolts that extend through the composite spandrel panels to a concealed structural steel beam. To prevent damage to the vertical stainless-steel mullions, mounting bolts will flank each side of the vertical mullions and concealed within aluminum spacers/sleeves that separate the backer from the stainless-mullions and spandrel panels. No components will attach to or penetrate the stainless-steel mullions. If and when the sign is removed, the bolt holes in the spandrel panels can be easily patched/repared and the panels can be re-painted to match the other spandrel panels.

When completed, approximately 98.5% of the existing 4,034 sq. ft. curtain wall system, or 3,972 sq. ft., will remain visible from Woodward Avenue and the vertical stainless-steel mullions that are the distinguish architectural feature of the building will not be damaged, defaced, or engaged in any manner.



December 15th, 2025,

City of Detroit
2 Woodward Ave
Detroit, MI 48226

RE: 1201 Webward LLC signage at 1528 Woodward, Detroit, Michigan 48226

To Whom It May Concern,

I am the Authorized Representative of the property located at 1528 Woodward St. 1528 Woodward St is in a high-density commercial district, as defined in the City of Detroit's Master Plan of Policies, within the Central Business District. This letter is being provided in connection with the signage Metro Signs will be installing for 1528 Webward Avenue LLC on the exterior of our property. The luminance of the proposed sign will comply with applicable regulations, which as of the date of this letter provides that luminance must not exceed 3,500 nits during the hours between 6:00am and the subsequent 10:00pm and 160 nits during the hours between 10:00pm and the subsequent 6:00am.

Sincerely,

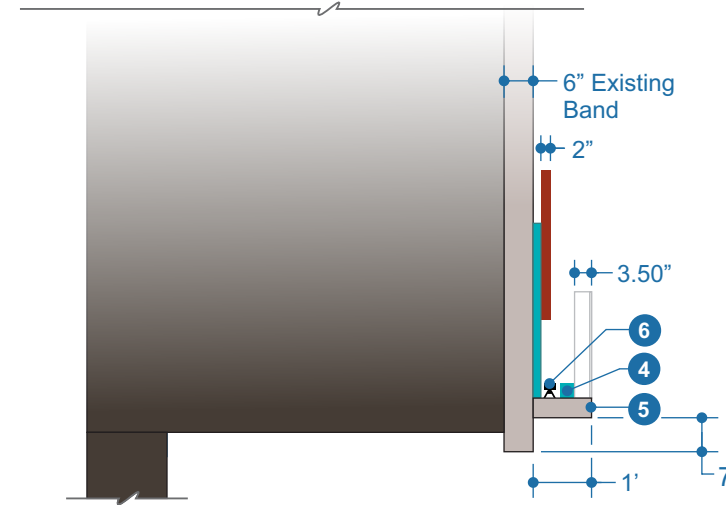
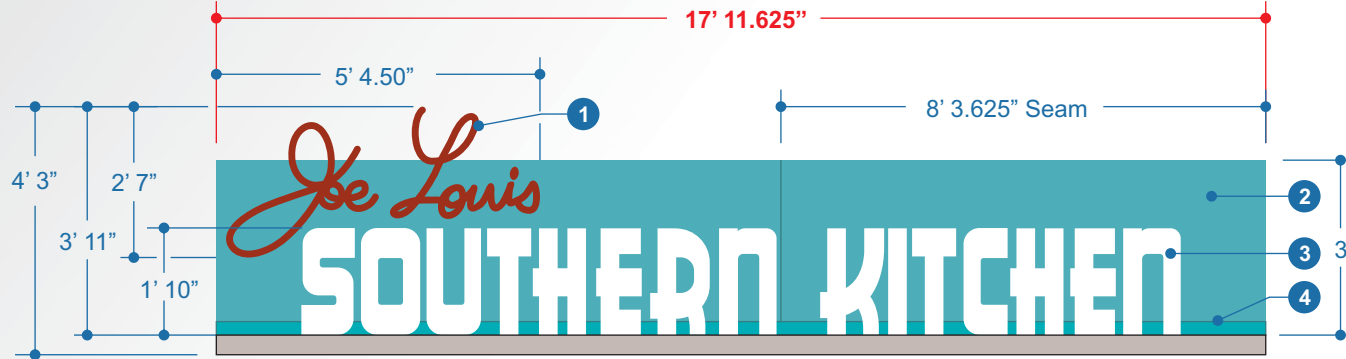
OWNER

1528 Webward Avenue LLC
By Bedrock Management Services LLC, as agent

By: 
boxSIGN 4W66YXLZ-4W916Z6X

Name: Jason Pammler
Its: Authorized Representative

SIGN A6 Big Up Lit



DETROIT • GRAND RAPIDS

11444 Kaltz Ave., Warren MI 48089
 6490 East Fulton, Ada MI 49301
 586-759-2700 • www.metrosoal.com

PROJECT #	SIGNAGE SQ. FT.
252461	70.37

Date: 1/12/2026	Sales: Joe Stelzer
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File Name:
252461-01 Joe Louis Kitchen.cdr

Drawing Title: 252461-01 Joe Louis Kitchen A6 Big Up Lit Channel Letters Details REV-02 Pg 1

Designer:
Connie Fotiu

Revised By, Date and Number
Connie Fotiu 1/15/2026 REV-02

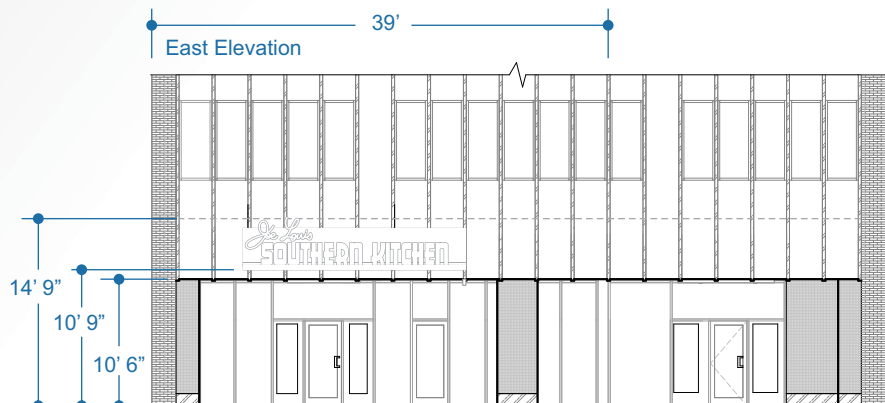
TOTAL QTY: 1

PROJECT DETAILS

Illuminated Channel Letters on Backer

- 1 Illuminated Channel Capsule
- 2 2" Deep, Fabricated Aluminum Backer Painted to Match PMS#7467c
- 3 Illuminated Channel Letters
- 4 3"x3" Raceway Painted to Match PMS7467c
- 5 Custom Fabricated Awning Measurements TBD
- 6 Up Lighting

PROPOSED - EAST ELEVATION



Additional Notes: **Confirm Measurement in RED**

Customer Signature:

Date:

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Disconnect Switch Statement:
The location of the disconnect switch after installation shall comply with Article 600.0 (A) of the National Electrical Code

INSTALLATION ADDRESS:

**1528 WOODWARD AVENUE
 DETROIT, MI 48226**

COLOR PALETTE



SIGN A6 Big Up Lit



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PROJECT #	SIGNAGE SQ. FT.
252461	70.37

Date: 1/12/2026	Sales: Joe Stelzer
--------------------	-----------------------

File Name:
252461-01 Joe Louis Kitchen.cdr

Drawing Title: 252461-01 Joe Louis
Kitchen A6 Big Up Lit Channel Letters
Presentation REV-02 Pg 2

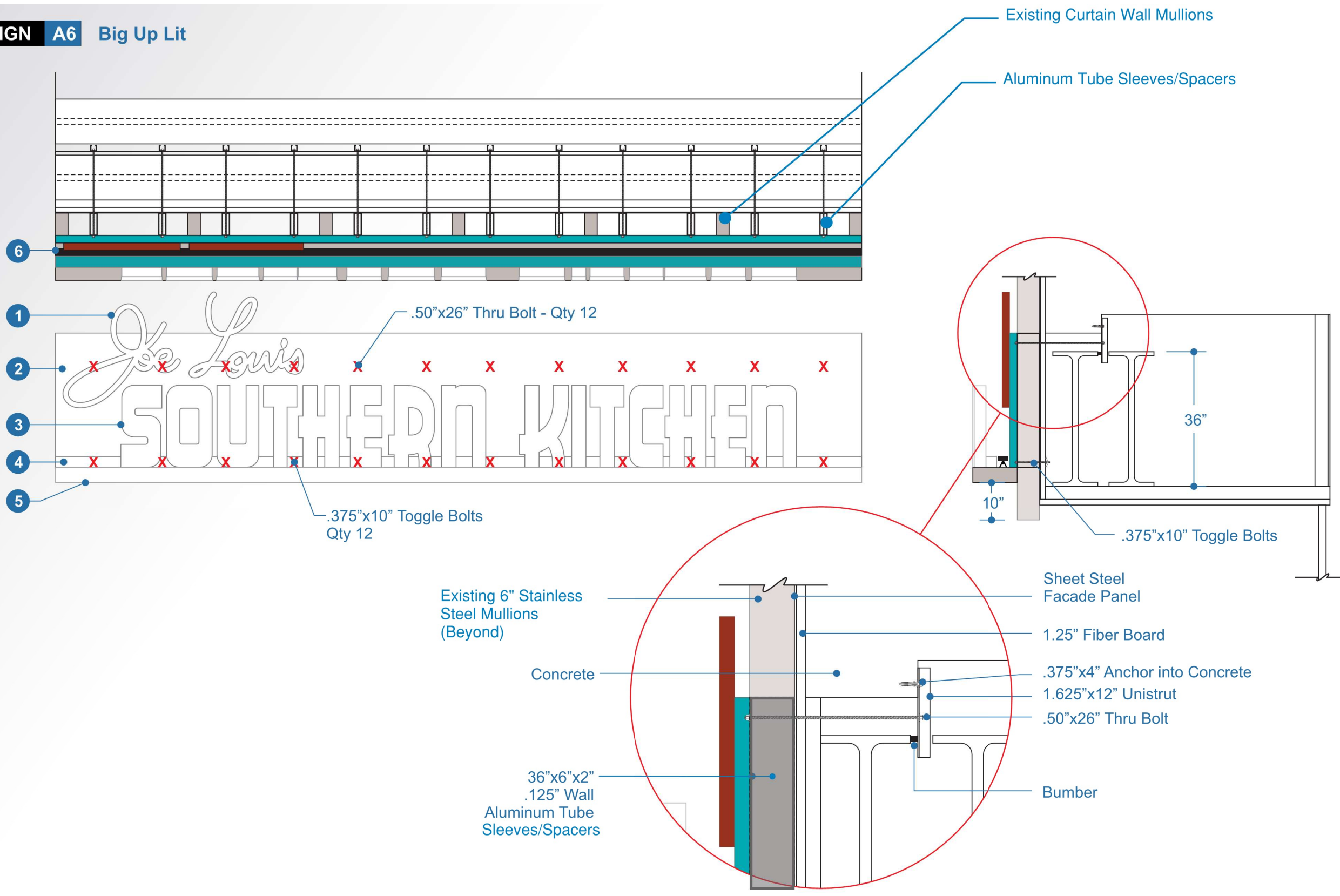
Designer:
Connie Fotiu
Revised By, Date and Number
Connie Fotiu 1/15/2026 REV-02

TOTAL QTY: 1
PRESENTATION

Notes:



SIGN A6 Big Up Lit



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PROJECT # 252461	SIGNAGE SQ. FT. 70.37
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Date: 1/26/2026 Sales: Joe Stelzer

File Name: 252461-01 Joe Louis Kitchen.cdr

Drawing Title: 252461-01 Joe Louis Kitchen A6 Big Up Lit Channel Letters Mounting Details REV-00 Pg 3

Designer: Connie Fotiu
 Revised By, Date and Number

TOTAL QTY: 1
MOUNTING DETAILS

Illuminated Channel Letters on Backer

- 1 Illuminated Channel Capsule
- 2 2" Deep, Fabricated Aluminum Backer Painted to Match PMS#7467c
- 3 Illuminated Channel Letters
- 4 3"x3" Raceway Painted to Match PMS7467c
- 5 Custom Fabricated Awning Measurements TBD
- 6 Up Lighting

Additional Notes

Customer Signature: _____ Date: _____

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Disconnect Switch Statement: The location of the disconnect switch after installation shall comply with Article 600.0 (A) of the National Electrical Code

INSTALLATION ADDRESS:
1528 WOODWARD AVENUE
DETROIT, MI 48226

COLOR PALETTE

PMS# 484c PMS# 7467c WHITE TBD