

7300 Woodward Modernization

Application To The Historic District Commission

May 16, 2022



the Platform

A Historic Building Renewed

May 16, 2022

Dear Historic District Commission,

Enclosed in this presentation are proposed enhancements to the historic 7300 Woodward building that meld its historic Art Deco design and classic 20th century architecture with modern aesthetics and conveniences for today's businesses and community organizations.

The Platform is investing significant capital in 7300 Woodward to modernize the building inside and out. Facade enhancements will attract renewed interest in this historic Albert Kahn building while interior improvements address occupant comfort and convenience.

A summary of improvements for which we seek Historic District Commission approval include:

- Addition of a decorative metal band on the south and west facades
- Addition of Art Deco-inspired murals on the north and east facades
- New entrances and signage on the south, east and west
- New streetscape along Grand Boulevard with planters, trees and wood benches

Thank you for taking the time to review our submission. We look forward to discussing these improvements at the June 8 meeting.

Sincerely,

Peter Cummings
Executive Chairman & CEO



Current Exterior



Proposed Metal Band & Clean Facade

Melding Classic and Modern

The building's classic architecture will be accented with a contrasting aluminum metal band containing graduated geometric cutouts on the west and south facade. The facade also will be cleaned and new caulking and sealing added around the windows.



Metal Band & A Clean Facade

Before



South elevation

After



South elevation

Proposed Murals

An Art Deco Refresh

Murals on the east and north facade will create a heightened profile and renewed interest in the building. Art Deco-styled graphics inspired by the interior arcade nod to the building's history. The murals will use the same colors and geometric forms but be unique. The same mural is used in both facade renderings for concept approval.

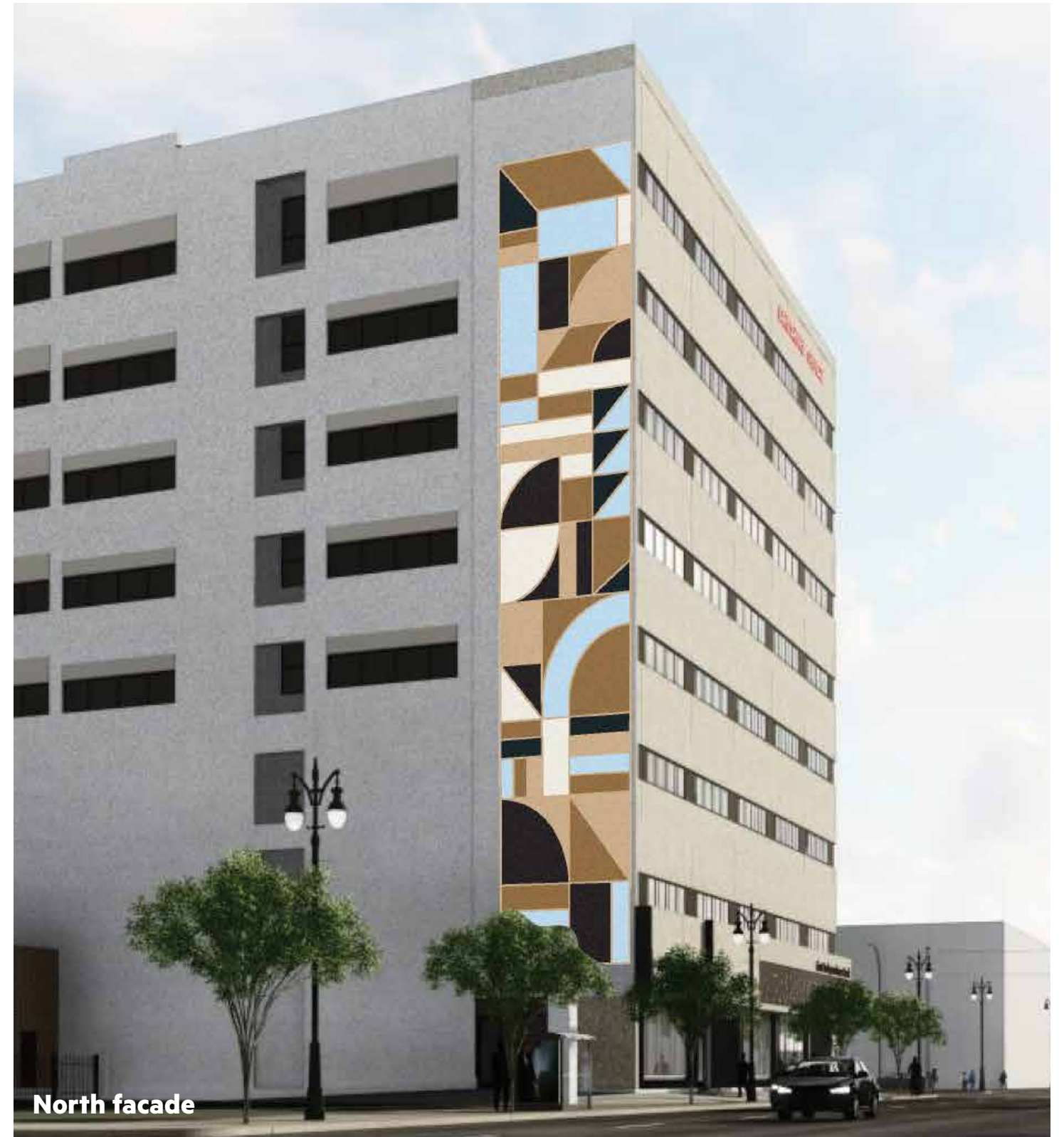


Mural On North Facade

Before



After



Mural On East Facade

Before



East facade

the Platform

After



East facade

Proposed Entrances & Signage

Welcome to 7300 Woodward

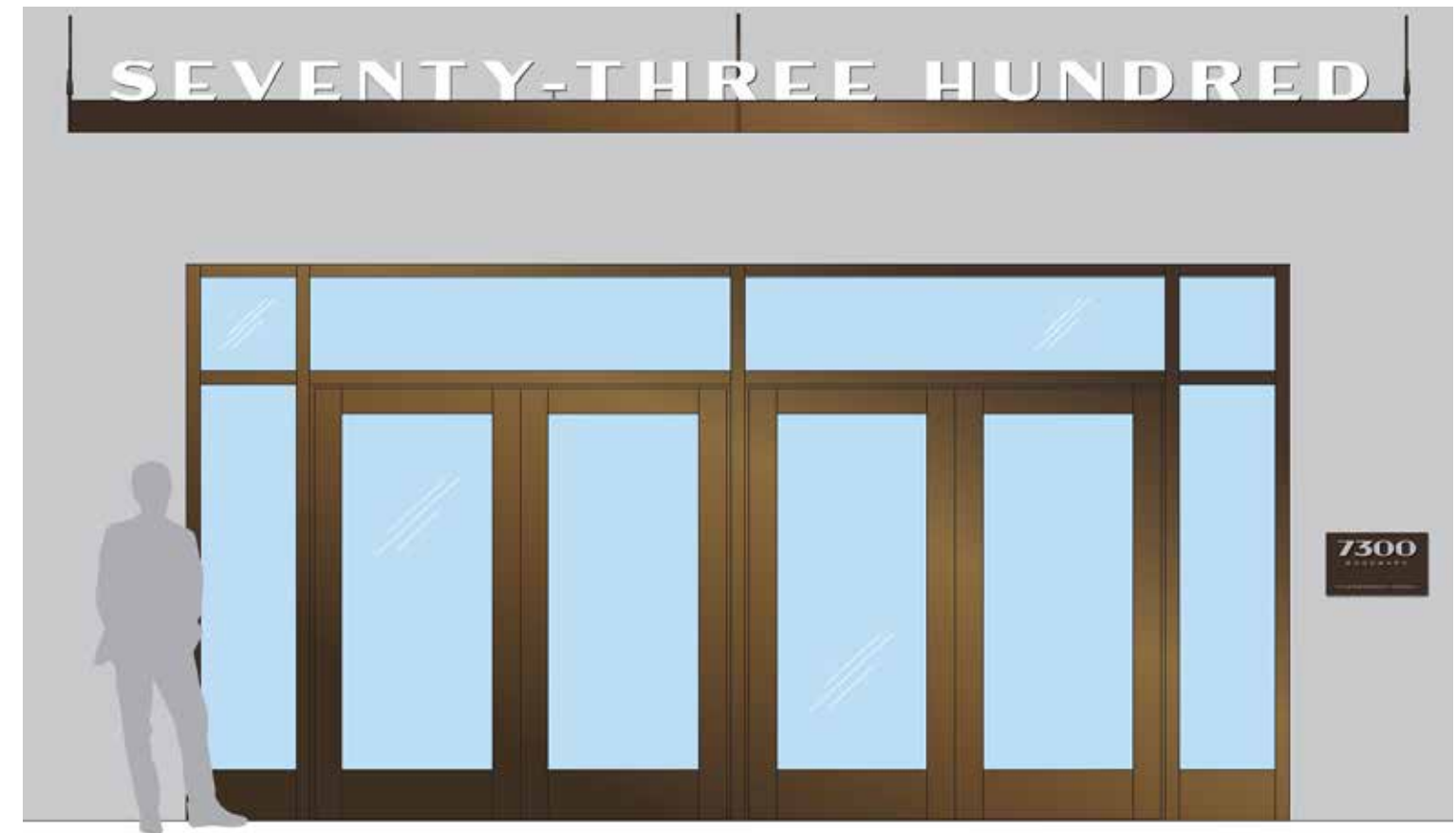
All 3 entrances (doors and sidelights) will be replaced on the south, west and east sides of the building. New canopies above the south and east entrances will contain the building's brand in white dimensional letters. Entrances will be standard black/brown aluminum storefront material. See separate vestibule and canopy detailed plans submitted with our application. First Independence Bank's entrance will not be altered.

Pending Historic District Commission approval of entrances, signage permits will be submitted through BSEED.

Precedent
imagery



Rendering



Existing Entrances & Signage

South Entrance



East Entrance



South Entrance (alternate view)



West Entrance



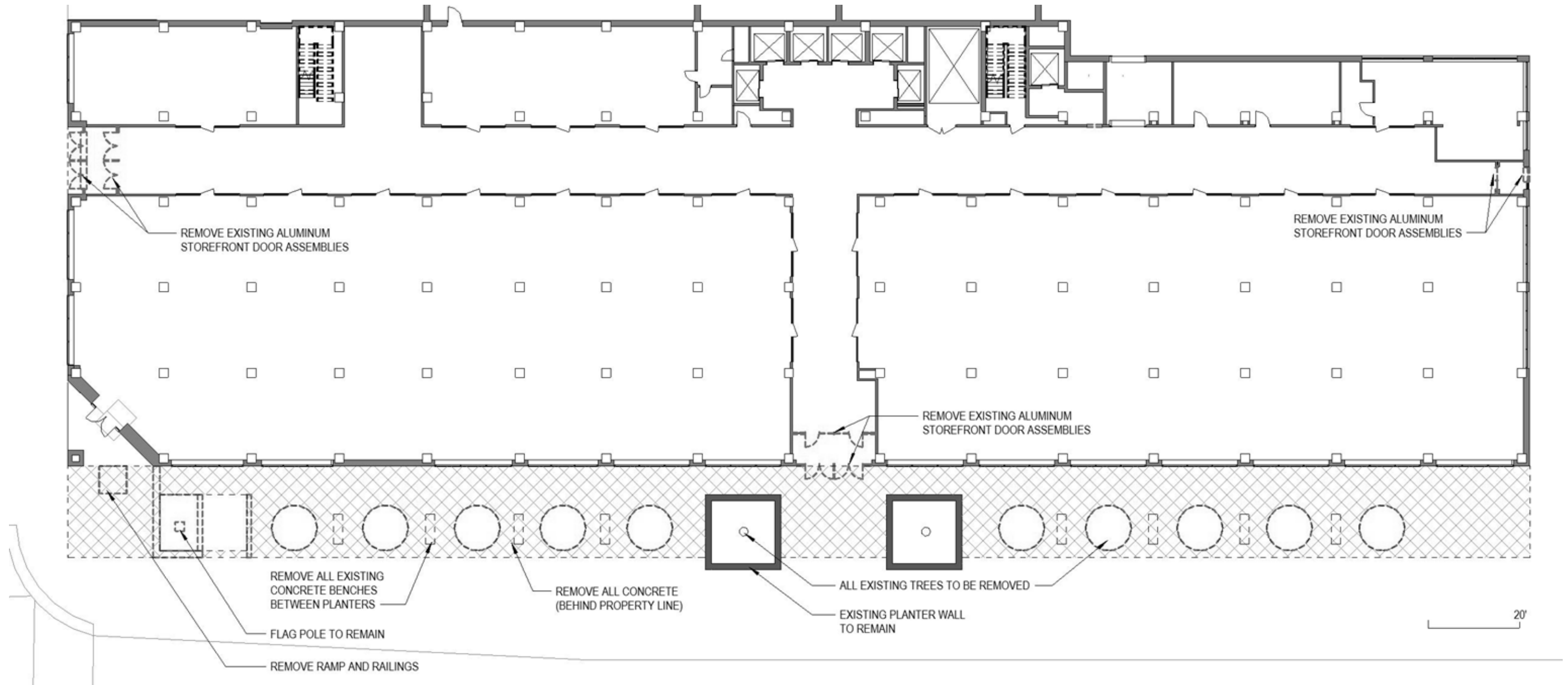
Proposed Streetscape

Improved Sightlines & Seating

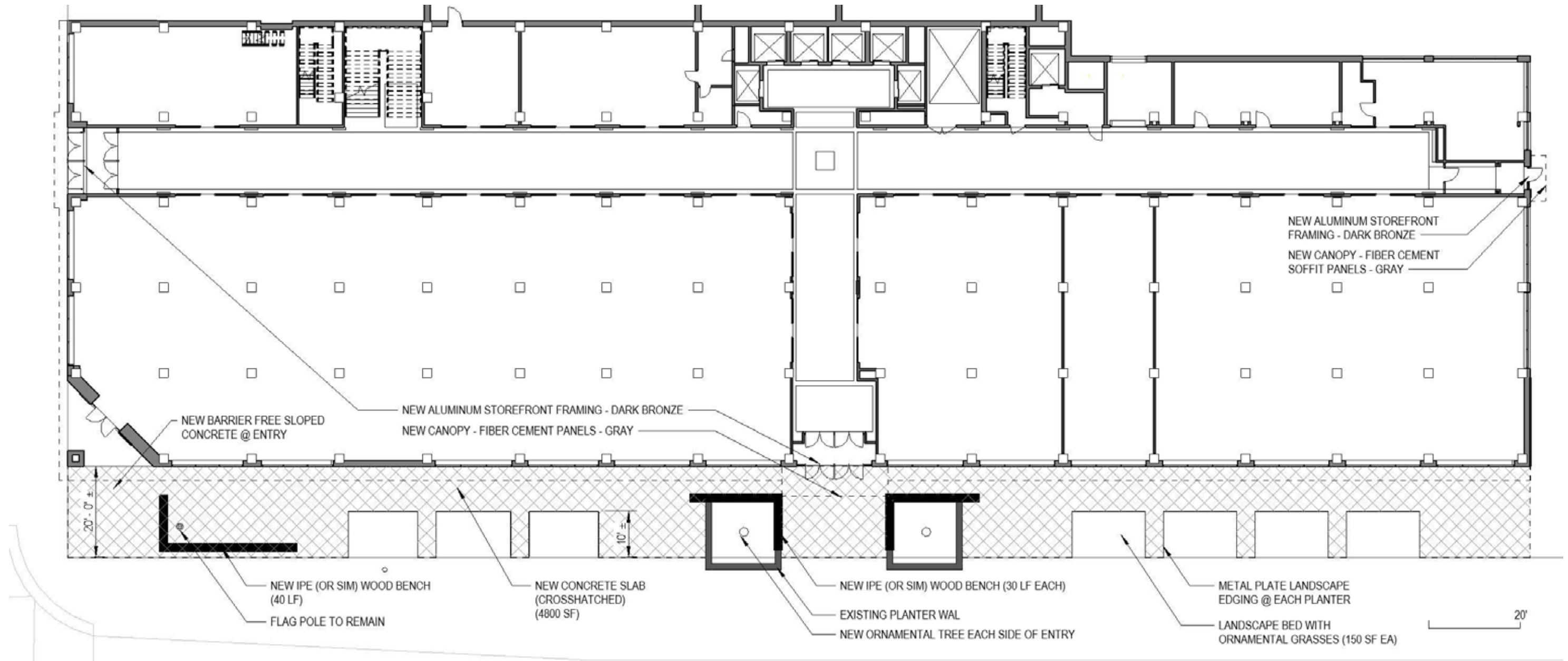
Attractive new trees and landscape beds will replace overgrown and dead landscaping along Grand Boulevard. Beds with metal plate edging will feature ornamental trees and sustainable grasses. Existing concrete benches will be removed and replaced with wood benches near the entrance along Grand Boulevard and the corner near Woodward. New barrier-free sloped concrete will improve building access.



Streetscape Demo Plan



Proposed Streetscape Plan



NEW WORK PLAN

Streetscape Before

Existing Streetscape



Streetscape After

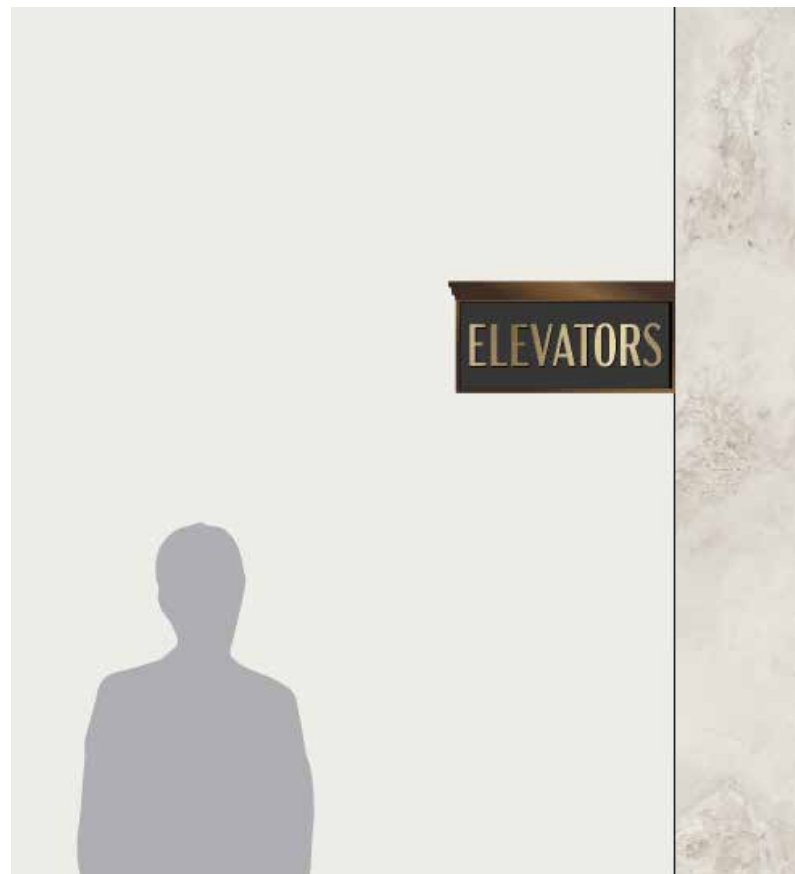
Proposed Renderings (Disregard the darker facade shown in these renderings. The existing facade will be cleaned and not altered.)



Interior Graphics

Celebrating The Building's History

As part of the building modernization, The Platform will share the unique history of 7300 Woodward on the interior walls of the arcade. Bold black and gold graphics will include building history, news and photos. New Art Deco-inspired signage and wayfinding will also be installed.



Timeline

Let's Go!

The Platform is committed to completing the exterior building enhancements as quickly as possible.

Upon approval from the Historic District Commission and permitting through the City of Detroit, we will contract the proposed work with our design, engineering and signage partners. While every effort will be made to complete the work this year, our schedule may be impacted by global supply chain disruptions.

Thank You!

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the Platform