

Birmingham Place gets upgrades, cheaper condos

By Rebecca Jones
C & G Staff Writer

BIRMINGHAM — Affordability is a relative term, but as Birmingham Place converts from apartments to condominium units, developers tout value in the six figures.

Renovated luxury condominiums will stagger in the “mid-market” price range of \$350,000 for a two-bedroom, two-bath unit.

“In Birmingham, I don’t think they’re going to get any more affordable than that,” said Jerry Reinhart, CEO of Pomeroy Reinhart Stratton Development, which purchased Birmingham Place last month.

Birmingham Place contains 159 apartments at 401-411 S Old Woodward.

Current residents will have the first option of buying their home “as is” or upgraded at reduced prices, Reinhart said.

PRS Development has already had inquiries, but is not accepting reservations from the general public, Reinhart said. A sales office and model will open in the next few months.

Occupying the slim peninsula between Woodward and S Old Woodward, the 10-story building has a fourth-floor garden and rooftop terrace.

Converted studio apartments will start at about \$200,000, and premium, three-bedroom, two-and-a-half bath units could approach \$1 million, Reinhart said.

Reinhart compares the value of a Birmingham Place condominium with that of a vintage 1950s bungalow on the outskirts of the city.

“That thing that that property has always had to offer is its location,” Reinhart said. As upgrades take place, “we’re trying not to price people out of that experience.”

Birmingham Place was built in 1982, and reportedly looks dated inside. Plans call for makeovers of all units with granite, tile and crown moldings, and new French doors leading to the private balcony of each unit.

The building has 15 floor plans.

Birmingham-based Christopher Enright Architects is leading redevelopment design. “The focus of improvements is to create a visually intriguing, unifying theme, remove dated stylistic elements, work with existing proportions, and integrate a solution that is timeless,” he said.

Residents will enjoy amenities including concierge, valet parking and door-to-door dry-cleaning service.

While residents must now make the decision to buy or move, Reinhart said the general response is that residents are pleased to see the renovation plans.

A number of Birmingham Place residents did not return calls seeking comment. One 10-year resident said he appreciated the diplomatic manner with which developers communicated their plans to tenants.

Bloomfield Hills-based Pomeroy Reinhart Stratton Development will work on renovations and upgrades in conjunction with Broder & Satche Real Estate Services Inc.

PRS Development has developed, renovated and expanded such properties in town as the Townsend Hotel and Holiday Inn Express.

You can reach Rebecca Jones at rjones@candgnews.com