

HOURL

DETROIT

Birmingham Place



Christopher Enright Architects, it will boast a new facade, state-of-the-art windows and doors, and a soaring two-story lobby with abundant use of granite and exotic woods. Landscape architect Kenneth Weikal will re-landscape the cozy, third-floor garden terrace, while Wendy Silverman of Silverman Design will direct the interior redesign.



WHEN YOU THINK OF TRUE, URBAN HIGH-RISE LIVING, you're likely to envision handsome residential towers with well-appointed lobbies, deluxe amenities like valet parking and a concierge, spacious homes with panoramic views, and a prime location in the heart of it all — dining, shopping and entertainment. Add to the mix the advantage of ownership at mid-market pricing — in lieu of renting — and a new benchmark for city living is born.

And so it goes at 411 South Old Woodward Avenue in downtown Birmingham, where Pomeroy Reinhart Stration Development, in partnership with Sachse Construction and Development Corporation, is remaking Birmingham Place into what will be the Woodward corridor's most-sought after address for those whose penchant for life leans more toward the urbane than suburban.

Renovation of the 10-floor Birmingham Place, built in 1982 and consisting of 159 apartment homes, ground floor retail space, 100,000 square feet of offices, and a 433-space enclosed parking garage, began in July. The grand opening of four model homes takes place October 2.

"We're taking the structure down to its shell, basically starting over and making a new building ... when we're done, it'll rival the most successful high-rise projects in New York and Chicago," says Jerry Reinhart, CEO of PRS Development. "And we can say that, as during our planning process, we toured high-rise residential buildings in [those cities] as well as high-end hotels."

When Birmingham Place unveils its new look, as envisioned by

BIRMINGHAM PLACE

Developer: PRS Development ♦ **Contact:** Lori Davidson-Mertz **Address:** 74 E. Long Lake Road Bloomfield Hills, MI 48304 ♦ **Phone:** (248) 642-0900 ♦ **Website:** www.birminghamplace.com ♦ **Location:** 411 S. Old Woodward Ave., three blocks south of Maple Road ♦ **Square Footage:** 600-square-foot studios to 3000-square foot three bedroom/three bath penthouses ♦ **Price Range:** \$200,000 to about \$1 million