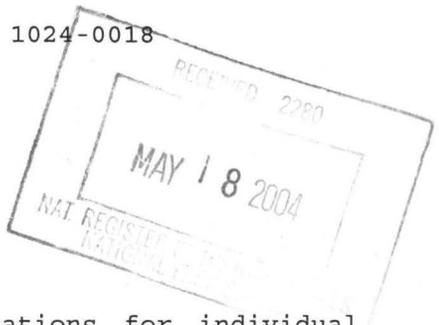


656

NPS Form 10-900  
(Rev. 10-90)

OMB No. 1024-0018



United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

=====

1. Name of Property

=====

historic name Broadway Avenue Historic District

other names/site number N/A

=====

2. Location

=====

street & number Broadway between Gratiot & Grand River not for publication N/A

city or town Detroit vicinity N/A

state Michigan code MI county Wayne code 163

zip code 48226

=====

3. State/Federal Agency Certification

=====

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination      request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets      does not meet the National Register Criteria. I recommend that this property be considered significant      nationally      statewide X locally. (      See continuation sheet for additional comments.)

Brian D. Murray 5/10/04  
Signature of certifying official Date

Michigan SHPO  
State or Federal agency and bureau

Property: Broadway Avenue Historic District, Wayne Co., MI

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria. \_\_\_ See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of commenting or other official Date

\_\_\_\_\_  
State or Federal agency and bureau

=====  
4. National Park Service Certification  
=====

I, hereby certify that this property is:

- entered in the National Register  
    \_\_\_ See continuation sheet.
- determined eligible for the  
    National Register  
    \_\_\_ See continuation sheet.
- determined not eligible for the  
    National Register
- removed from the National Register

*Elson Beall* 7/1/04

\_\_\_ other (explain): \_\_\_\_\_

\_\_\_\_\_  
Signature of Keeper Date of Action

=====  
5. Classification  
=====

Ownership of Property (Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property (Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

Contributing	Noncontributing
__10__	__1_ buildings
_____	_____ sites
_____	_____ structures
_____	_____ objects
__10__	__1_ Total



United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 1

Description

The Broadway Avenue Historic District is comprised of eleven commercial buildings located in the block of Broadway Avenue between Gratiot Avenue on the southeast and East Grand River Avenue on the northwest. The district includes seven buildings and a parking lot on the northeast side of the avenue and four buildings on the southwest side at the southeast end of the block. The buildings range in date of construction from c. 1896-97 to 1925-26 and in height from two to eleven stories, with one being two stories in height, six of them three to five stories in height, and four eight to eleven stories in height.

Broadway Avenue is a three block long street in the northern portion of Detroit's central business district. Located two blocks east of Woodward Avenue, it runs southeast from the southeast edge of Grand Circus Park to intersect Gratiot Avenue and Randolph Street at Pingree Square. The block included in the Broadway Avenue Historic District is the avenue's southeasternmost, bounded on the southeast by Gratiot Avenue and on the northwest by East Grand River Avenue. To the district's northwest, along the avenue's southwest side, are parking lots northwest to East Grand River. Northwest of Grand River, a structure containing a four-level parking garage atop street-level commercial space entirely fills the trapezoidal block bounded by Broadway, Grand River, Centre, and John R. Opposite the garage on Broadway's southwest side between Grand River and John R is open land, with construction currently under way. The northwestern block of Broadway Avenue is located within the Grand Circus Park Historic District and contains the 1921-22 Capitol Theater, now refurbished as the Detroit Opera House, on the northeast side, and the Wurlitzer Building and other early 1900s commercial buildings on the southwest side.

At the Broadway Avenue district's opposite (southeast) end, Broadway intersects Gratiot Avenue at a right angle and continues southeast another 100-150 feet to the point where it merges into the southward-running Randolph Street. The intersection of Broadway, Gratiot, and Randolph is known as Pingree Square, but concrete traffic islands and the raised concrete viaduct of the People Mover mass transit system that cuts diagonally across the intersection have destroyed the square as an open space.

The Broadway Avenue Historic District is all but surrounded by existing national register and locally designated districts within the city's broader central business district. The national register-listed Randolph Street Commercial Buildings Historic District, comprising a row of Late Victorian commercial buildings, stands just south of the district, along Randolph's east side, its red brick buildings terminating the view southeast on Broadway Avenue over the top of the People Mover structure. Along its northeast edge the Broadway Avenue district immediately adjoins the city's Madison-Harmonie Historic District, which includes the Harmonie Club, individually listed in the national register, along with other mostly early twentieth-century buildings. One block to the Broadway district's northwest is the Grand Circus Park area, which is both listed in the national register and designated as a city historic district (the two with somewhat different boundaries). At the east corner of the East Grand River/Library Street intersection, one block west

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 2

of the Broadway district, is the L. B. King & Co. Building, also listed in the national register; two buildings to the southeast, at 1250-54 Library, the national register-listed Remick Building; and, across the street from the Remick, at the Library/Gratiot intersection, the downtown Detroit Public Library (now known as the Rose and Robert Skillman Branch), eligible for listing in the national register. A block further west stands the Lower Woodward Historic District, much of which is currently undergoing rehabilitation as a single project. Immediately beyond (west) is the Capital Park national register district, and then the Washington Boulevard national register district – both to the southwest of the Grand Circus Park district. These districts, along with the national register-listed Park Avenue Historic District and State and Fox Theater buildings north of Grand Circus Park and west of Woodward Avenue, together comprise a large part of the north end of downtown Detroit.

Broadway Avenue is 120 feet in width, wide enough for four traffic lanes plus a parking lane on each side. Despite its width, the street carries a relatively low traffic volume. Ample sidewalks front the buildings on either side, and the buildings stand directly on the sidewalk line. On the avenue's northeast side the buildings form a solid row except for one relatively narrow gap where a parking lot has existed since the mid-1960s. The district's four buildings on the southwest side stand side-by-side at the southeast end of the block. The rest of that side of the street is now a parking lot, and outside of the district.

The district contains the following buildings:

Northeast Side of Broadway Avenue, Gratiot to Grand River

**1308 Broadway. Breitmeyer Building**

Built 1905-06, later known as Tobin Building and now known as Harmonie Centre.

Identified as the Breitmeyer-Tobin Building for local historic district and national register purposes.

Raseman & Fisher, architects.

Individually listed in the National Register of Historic Places under Breitmeyer-Tobin Building name March 10, 1980.

Steel frame 8-story commercial/office building with red brick and cream terra-cotta Beaux-Arts Classical facades on Broadway and Gratiot avenues displaying, as the AIA Detroit *Guide to Detroit Architecture* so aptly puts it, "a wealth of columns, cornices, and cartouches." Renovation in the 1990s by architects Schervish Vogel Merz included new 1<sup>st</sup>-floor storefront treatment and reconstruction, in simplified form, of the original column-framed and broken pediment-capped arched lobby entrance.

**1310-14 Broadway. John Breitmeyer's Sons Building**

Built 1911. Burrowes & Wells, architects.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 3

Built to house John Breitmeyer & Sons, florists, this 2-story commercial/office building has a simply detailed stuccoed façade that originally displayed flower boxes beneath the 2<sup>nd</sup>-story windows and along the roofline and potted plants atop the roofline piers. The building's design and the copious plantings no doubt intended to provide a suggestion of Italian villas and gardens and advertise the shop's business. While the 1<sup>st</sup>-floor storefront has been entirely redone, the 2<sup>nd</sup> story with its paired transom windows in the northern three bays and simple double-hung sash window in the narrow southern one remains remarkably intact.

Detroit building permits: 1730 (May 17, 1911).

**1322 Broadway. MacDiarmid Candy Company Building**

Older building renovated to current appearance 1912.

Flat-roof 3-bay 3-story commercial building with elegant symmetrical Georgian Revival façade in white terra cotta that displays a broken pediment center entrance at street level, applied Ionic columns in the 2<sup>nd</sup> and 3<sup>rd</sup> stories that subdivide the façade into 3 bays, an entablature with dentils and egg-and-dart molding below the cornice, and a roofline classical balustrade. Swag panels separate the 2<sup>nd</sup> and 3<sup>rd</sup> floor windows. An urn-crowned pedestal in the center of the entrance pediment displays a large M (presumably for MacDiarmid). The building as it currently exists appears to reflect a 1912 expansion into a 3-story building and remodeling with the current terra-cotta façade of a 1-story building that MacDiarmid was occupying by 1908.

Detroit building permits: 2834-A (Aug. 5, 1912), 6409-M (Nov. 11, 1915).

**1326 Broadway. Reckmeyer Building**

c. 1896-97, probably a renovation of the previous house on the site.

Narrow-fronted 3-story commercial building with brick façade and bracketed metal Late Victorian cornice with a set of paired brackets at each end above raised brick quoins that outline the outer edges of the facade. Window openings – old photos show a triple window in each story – now extend across the central 2/3 each of the 2<sup>nd</sup> and 3<sup>rd</sup> floor facades, but the openings are boarded up and it is not clear what survives beneath.

This building's structural history presents a variety of quandaries. A comparison between the 1896 Baist and 1897 Sanborn maps shows that the building footprint expanded to cover the lot between 1896 and 1897, indicating a renovation and expansion of an older building or construction of a new one. Renovation seems possible in that the existing building was a solid-looking brick structure – the c. 1870s mansard-roof townhouse is illustrated in *Detroit of To-Day, the City of the Strait* (p. 111), published in 1893 – but the fact that the house's first-floor level was several steps above the sidewalk grade and first-floor level in the

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 4

present building suggests a new building. A photograph of the northeast side of the street taken while the Breitmeyer (Breitmeyer-Tobin) Building was under construction in 1905 appears to show the building's façade in its present form, but is not clear enough to be conclusive about the details. The façade's brickwork, particularly in the central area around and between the windows in the upper two stories, appears to have been altered, if not entirely redone, at some later date, perhaps 1925, when an alteration permit was issued for a new storefront. The similarity of the present bracketed metal cornice above the 3<sup>rd</sup> story to that depicted in the illustration of the house is striking, but the illustration is not sufficiently clear to make out whether the details of large and small brackets and panels are really identical.

Detroit building permits: 36 Miami, dated March 11, 1879 (uncertain whether this refers to this property); 16067-A (March 30, 1925).

**1332-36 Broadway. Michigan Cut Flower Exchange Building**

Built 1904; 1923 alteration.

Non-contributing at present due to modern metal-sheathing façade cover-up.

Old photos show a symmetrical 3-bay 3-story commercial building with broad outer and narrow center bay, the outer bays containing square-plan bay windows in the 2<sup>nd</sup> and 3<sup>rd</sup> stories. By 1925 the bay windows were replaced with large multi-light windows placed flush with the façade. A permit for a 2-story building at this location was taken out in 1904 by architect Louis Kamper, but a photo taken before 1912 shows the 3-story building with bay windows. The replacement of the bay windows was presumably part of the work for which an alteration permit was taken out in 1923. It appears that the façade as rebuilt or renovated in 1923 is the one covered by the present metal skin. Whether architect Louis Kamper designed the building constructed in 1904 and, assuming he was the designer then, how much of his façade remains in place as a result of the 1923 work and modern cover-up is unclear.

Detroit building permits: 292 (April 9, 1904); 1715-A (May 2, 1923); 14471-A (Nov. 24, 1924).

**1342-46 Broadway. Broadway Exchange Building**

Built 1925-26, now labelled Harvard Square Centre. George D. Mason & Co., architects; Everett Winters Co, general builders.

Concrete-encased steel-frame 11-story (plus penthouse) commercial/office building finished in buff terra cotta (with variegated mauve-hued marble in the mezzanine level) on the street façade and in concrete and beige brick on the other facades. The tall and narrow Italian Romanesque-inspired façade displays 3 vertical banks of paired windows that, flanked by elongated "columns," rise from the 4<sup>th</sup> to the 11<sup>th</sup> floor; at the top of each bank is a pair of round-head windows below a centered rondelle, the whole capped by an arch springing from the capitals beneath. Topping the façade is a low gable. The façade, virtually unaltered

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 5

above the modernized street level, displays a wealth of decoration in terra cotta.

Detroit building permits: 68921 (July 10, 1925).

**206 E. Grand River. Merchants Building**

Built 1922. Otto Misch Company, builder.

Individually listed in the National Register of Historic Places Nov. 25, 1983.

Reinforced concrete frame 8-story commercial building with white terra-cotta-clad facades fronting on Broadway and Grand River that display modernized classical styling; non-street-facing facades display the exposed concrete frame and plain brick. The ground dimensions are 110 feet along Grand River and 66 feet along Broadway. Above a 2-story base, 5-story high multi-window banks flanked by "fluted" colossal pilasters with Corinthian-looking capitals (undecorated piers mark the corners and center of the Broadway façade) rise to a decorative entablature that, in turn, supports an attic story.

Southwest Side of Broadway Avenue, from Gratiot north

**1301 Broadway/229 Gratiot. Cary Building**

Built 1906. Richard E. Raseman, architect.

Individually listed in the National Register of Historic Places, Nov. 25, 1983.

Buff brick-clad (with buff-colored terra-cotta trim) 5-story commercial/office building with a reinforced-concrete frame. Extending 112 feet along Gratiot Avenue and 34 feet along Broadway, the building displays broad round, segmental-arch, and square-head window openings in its 2<sup>nd</sup>-4<sup>th</sup>-story portion and paired square-head windows in the top floor. In the 4<sup>th</sup> floor a small Ionic column separates the windows in each window pair in the Broadway Avenue façade and each end window pair on the Gratiot façade. The windows in the 2<sup>nd</sup>-4<sup>th</sup> floors' center bays on the Gratiot side are set into segmental-arch head recesses, while the 3<sup>rd</sup>-story windows on the Broadway façade and ends of the Gratiot façade are arched. The recesses and arched windows all display boldly projecting keystone devices. A projecting main cornice of simple design has been removed.

**1307-09 Broadway. Standard Trust Company Building**

Built 1907; renovated 1912-13, 1925.

Limestone-clad 4-story Commercial Style commercial building. The façade above the street level is divided into two bays of tripartite windows. A metal cornice with shallow brackets is topped by a solid balustrade with end and central piers and smaller piers aligned with the window dividers below. The top of a side-gable tiled roof is visible above the parapet. The present storefronts may date from the mid-1950s when

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 6

Henry the Hatter moved into the southerly storefront. The building permits suggest that this building's first two stories were constructed in 1907 and the upper two stories added in 1912-13, but a photo of the street taken before the construction of the buildings at 1310-14 and 1322 Broadway (built 1911 and 1912, respectively) shows the building with its full four-story façade (perhaps the 1912 permit was for interior work on the 3<sup>rd</sup> and 4<sup>th</sup> floors). The original façade was of North German or Low Country Renaissance design and crowned above the 3<sup>rd</sup> story with a high Flemish gable. It was replaced with the current facade in 1925-26.

Detroit building permits: 1987 (July 13, 1907); 1254-A (Oct. 4, 1912); 3171-A (March 5, 1919); 5548-A (Jan. 15, 1921); 12947-A (Sept. 16, 1924); 22576-A (Dec. 8, 1925); 86359 (Oct. 16, 1952); 89803 (Dec. 15, 1952).

**1313-19 Broadway. Commercial building**

Built c. 1912-15.

Smith, Hinchman & Grylls listed as architects for 1912 work.

Brick-wall 4-story commercial building with white terra-cotta Commercial Style facade. The façade on each of the 2<sup>nd</sup>-4<sup>th</sup> floors consists primarily of a broad horizontal six-unit window with transoms above. A low gabled parapet with central raised pedestal crowns the façade. The building permits indicate the construction of a new 2-story building in 1912. A 1915 permit for adding two floors may be for this building, but this cannot be proven today because of the lack of a lot number. Thus it is possible that the bottom two stories were constructed in 1912 and the 3<sup>rd</sup> and 4<sup>th</sup> added in 1915 or that the entire building may date from 1912. Whether the terra-cotta façade dates from 1912, dates from 1912 with extension in 1915, or was part of a 1915 expansion cannot presently be determined.

Detroit building permits: 69 (Jan. 15, 1912); 2002A (March 5 or May 5, 1915).

**1323-25 Broadway. Lafer Brothers Building**

Built 1916. Joseph E. Mills, architect.

Reinforced concrete-frame 9-story commercial building with red brick façade trimmed in cream-colored (with deep blue accents) terra cotta. In the façade the two lowest stories, faced in terra cotta around the sides and top and beneath the window band that fills most of the 2<sup>nd</sup> story, serve as the base for the 7-story upper façade with its central segmental-arch head recess filled with tripartite double transomed windows in each story – the 9<sup>th</sup>-floor window rising into the head of the arch – flanked by narrow windowed brick bays. A low gable with raised central pedestal and a flat section of parapet at each end once topped off the façade, but it has been replaced with a plain flat-topped brick parapet. Below, the façade remains virtually unaltered except for the storefront. The building's fully exposed northwest side wall now displays a deteriorating

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 7

mural (non-contributing) depicting a straight-on perspective image of a boulevarded avenue with rows of abstract "lollipop" trees in the center flanked by rows of tall "buildings" on either side forming the letters "BROADWAY" on the left and "RANDOLPH" on the right. Painted primarily in a grayish hue against a yellow-buff background, the mural is unsigned. It dates from around 1980, when the city mounted a cosmetic spruce-up campaign for the downtown in advance of the 1980 Republican National Convention in Detroit (David Mercier, building owner, March 1, 2004).

Detroit building permits: 11714 (Nov. 26, 1915).

Property: Broadway Avenue Historic District, Wayne Co., MI

=====  
8. Statement of Significance  
=====

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

- Architecture \_\_\_\_\_
- Commerce \_\_\_\_\_
- Ethnic Heritage \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Period of Significance 1896-1954 \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_

Property: Broadway Avenue Historic District, Wayne Co., MI

Significant Dates 1896  
1926  
1953

Significant Person (Complete if Criterion B is marked above)  
Philip Breitmeyer

Cultural Affiliation European  
Black

Architect/Builder Joseph E. Mills; Richard E. Raseman  
Burrowes & Wells; George D. Mason & Co.

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

=====

9. Major Bibliographical References

=====

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)  
 preliminary determination of individual listing (36 CFR 67) has been requested.  
 previously listed in the National Register  
Breitmeyer-Tobin Building; Cary Building; Merchants Building  
 previously determined eligible by the National Register  
 designated a National Historic Landmark  
 recorded by Historic American Buildings Survey # \_\_\_\_\_  
 recorded by Historic American Engineering Record # \_\_\_\_\_

Primary Location of Additional Data  
 State Historic Preservation Office  
 Other State agency  
 Federal agency  
 Local government  
 University  
 Other  
Name of repository: \_\_\_\_\_

=====

10. Geographical Data

=====

Acreage of Property About 2 acres

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	17	331420	4688790	3	_____	_____
2	_____	_____	_____	4	_____	_____

See continuation sheet.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 7

### Significance

With its commercial buildings all constructed between the 1890s and the late 1920s, the Broadway Avenue Historic District typifies the evolution of formerly residential areas along the one-time downtown fringes into integral parts of Detroit's central business district and the rapid re-development with more intensive land uses that took place as the city's population exploded in the early twentieth century with the rise of the auto industry. Broadway Avenue served as the center of the "women's trade" in Detroit for a time in the first decades of the twentieth century, and several buildings within the district survive of those that once housed important shops that catered to that trade. Several of the district's buildings reflect Detroit's German and Jewish history and one, the Breitmeyer or Breitmeyer-Tobin Building, is important for its role as one of the first downtown buildings to rent office space to African American tenants. The Broadway Avenue district's building stock dates from c. 1896-97 to 1925-26 and includes commercial buildings that are both unique today within Detroit's central business district and representative of broader architectural trends within the downtown. The district, like the city's downtown as a whole, is also notable for its distinguished display of architectural terra cotta, used in a majority of the buildings.

Detroit's population grew more than seven-fold between 1890 and 1930, from 205,876 to 1,563,662. Michigan was in 1890 a leader in iron, copper, and lumber production, and convenient transportation on the Great Lakes and the network of railroads connecting Detroit with raw material sources and markets in all directions made the city a prime location for industry. Detroit's economy was based on manufacturing, and in 1890 the leading industries included railroad freight cars and car wheels, steam engines, machinery, stoves, medicines and pharmaceuticals, and tobacco products (Farmer, pp. 802-36). In the early twentieth century the automobile industry, including trucks and the full range of auto components, quickly came to dominate the city's economy. The city's burgeoning population growth created vast areas of new low-rise housing around the city's fringes and caused more intensive land development in the older parts of the city as commercial buildings and apartment houses replaced older houses.

Detroit's downtown expanded dramatically during the same years. In the 1880s the downtown was still a relatively small area that focused on Jefferson, Fort, and other streets near the southern (Detroit River) end of Woodward Avenue and on Woodward Avenue running northward toward Grand Circus Park and adjacent sections of major streets such as Michigan, Grand River, and Gratiot avenues. By the 1920s the downtown occupied substantially the same area as today's downtown whose boundaries can generally be described as the Detroit River on the south, the Lodge Freeway (Michigan Route 10) on the west, I-75 on the north, and I-375 on the east. Woodward Avenue remains today, as it has been since the 1840s and 50s, if not before, Detroit's "Main Street."

Originally named Miami Avenue, Broadway Avenue is one of the streets laid out in accordance with the

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 8

1805-06 "Governor and Judges' Plan" for Detroit adopted in the wake of the June 11, 1805, fire that destroyed most of the previously existing village (Farmer, pp. 26-30). At first isolated from the growing community located closer to the Detroit River, Miami Avenue was becoming more thickly settled by the mid-nineteenth century. The 1853 Henry Hart map shows the block between Gratiot and Grand River avenues solidly built up with detached buildings, presumably mostly or entirely houses (Farmer, p. 375). Photographs of the Grand River-to-Gratiot block in the 1890-1910 period reveal remnants of the street's late nineteenth-century residential character that included buildings running the gamut from simple clapboarded gable-roof houses to the mansard-roof townhouses on the sites of 1313-19 and 1326 Broadway.

The avenue was located near the southwest edge of Detroit's east-side German neighborhood. The city's largest ethnic community, the German neighborhood extended northeast from the downtown with its center along Gratiot Avenue. Today this area retains many of Detroit's most important German-heritage landmarks. These include numerous churches – among them St. Joseph Catholic Church (1870-73; Francis G. Himpler, architect), St. John's Evangelical Church, now St. John's-St. Luke's United Church of Christ (1873-74; Julius Hess, architect), St. Mary's Catholic Church, Greektown (1884-85; Peter Dederichs, architect), St. Anthony Catholic Church (1901-02; Donaldson & Meier, architects), and Trinity Lutheran Church (1930-31; W. E. N. Hunter, architect) – and commercial buildings – such as the Detroit Brewing Company and Ekhardt & Becker Brewing Company buildings and the Roth, J. Hirt, Jr., J. P. Schmitt, and Weyfarth Hall buildings that stand in a row in Eastern Market. They also include the Harmonie Club (1894-95; Richard E. Raseman, architect), located at the corner of East Grand River Avenue and Center Street, only a block east of Broadway Avenue. Much of Broadway Avenue's early commercial development was related to the nearby German community.

Broadway Avenue's conversion from a residential to a commercial street began in the later nineteenth century and proceeded in earnest in the 1890s as houses were renovated to serve as shops or replaced by small-scale commercial buildings. A mark of the rapidly evolving neighborhood character was the conversion of the public school building erected in 1889 on the lot next north of 1342-46 Broadway to the Board of Education Building only seven years later (it was demolished in 1964 for a parking lot).

The assertively German Renaissance Abend Post Building, the home of August Marxhausen's German daily newspaper, built c. 1890 at the southeast corner of East Grand River, where the Merchants Building now stands, was the first large commercial building constructed along Broadway. It displayed a standing figure, presumably of Gutenberg, in a niche at the corner. Within the Gratiot-to-Grand River block of Broadway, the Cary and Breitmeyer (Breitmeyer-Tobin) buildings, constructed in the 1905-07 period, were the next large commercial buildings. Another high, Flemish-gabled building next door to the Cary Building at 1307-09 Broadway soon followed, in 1907. It originally housed the Alt Heidelberg restaurant and buffet and the residence of its proprietor, Joseph H. Lume (the North German or Low Country Renaissance façade was expunged in 1925-26 in the renovation project that gave the façade its present character).

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 9

Little evidence of the first generation of smaller commercial buildings remains today because of subsequent renovations and enlargements and demolitions. The oldest of these buildings that retains a substantial part of its historic appearance is the Reckmeyer Building at 1326 Broadway, reconstructed in its present form c. 1896-97, the next oldest the 1911 J. Breitmeyer's Sons Building at 1310-14 Broadway.

A *Detroit Free Press* article in 1906 called Miami Avenue "the Broadway of Detroit" ("Miami Avenue the Broadway of Detroit," May 15, 1906). The street's old name officially disappeared that year, replaced by the Broadway Avenue name. Newspaper articles in 1906 and 1907 heralded the avenue's emerging role as the center of the women's trade in Detroit. The March 24, 1907, *The Detroit News* noted that,

Observers of the development of the business section of Detroit have watched with the keenest interest the gradual evolution of Broadway from a fashionable residence street into a fashionable and popular shopping district for the women of the city.

This broad avenue, 120 feet wide, which lies between Gratiot avenue and Grand Circus park, is so conveniently situated aside from yet near to the main arteries of traffic in the city that almost every available building on the avenue is occupied by shops catering to the trade of women. Florists, corsetiers, women's dress goods shops, modistes, notion shops, hair dressers, and other[s] who cater to [the] women's trade have pre-empted the avenue for themselves, and the women of the city have shown their appreciation of this move by making the avenue the headquarters for their shopping in these lines ("Broadway's Busy Marts," 1907).

A number of buildings within the Gratiot-to-Grand River block of Broadway Avenue housed "women's" businesses – some of them German-American-owned – in the 1890s and early 1900s. The John Breitmeyer's Sons florist shop, which occupied the site at the northeast corner of Broadway and Gratiot now occupied by the Breitmeyer or Breitmeyer-Tobin Building, may have been the first, having opened shop at this location in 1883 in a two-story wooden building with attached greenhouse along the Gratiot frontage. The business was established in 1854 by John Breitmeyer, whose role as a pioneer florist in Michigan is commemorated by a bronze tablet in Agriculture Hall at Michigan State University. Philip Breitmeyer (1864-1947), John's son, served as Detroit's commissioner of parks and boulevards in 1907-08 and as mayor of Detroit in 1909-10. He expanded the business into what *The Detroitier* called "one of the largest retail florist establishments in the United States" (May 16, 1927) and received national recognition within the field as president of the Society of American Florists, Florists' Telegraph Delivery, and other bodies (*Detroitier*, May 7, 1928).

In 1906 the Breitmeyer florist shop moved into Philip Breitmeyer's new Breitmeyer (Breitmeyer-Tobin) Building, which occupied the site of the former shop and greenhouse. The building, constructed in 1905-06,

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8  
Page 10

Broadway Avenue  
Historic District  
Wayne Co., MI

housed rental office space as well as the family shop.

Five years later J. Breitmeyer's Sons moved next door to a new building at 1310-14 Broadway that replaced an old Italianate house. The new building was designed to look like a florist shop, with a sunny stuccoed front and window and rooftop boxes for plantings. JBS remained in business there until 1927.

Philip Breitmeyer was also responsible for the construction in 1904 of the Michigan Cut Flower Exchange Building at 1332-36 Broadway. The exchange, which Breitmeyer served as president and director, occupied the building until 1913 or 14, when it moved to a new building a block away on Randolph. The building also housed a variety of small businesses, including tailor and millinery shops, an apron company, lighting store, piano company, and photography studio, at the same time.

Another early "women's trade"-related business on Broadway Avenue was that of A. W. Reckmeyer, manufacturing furrier. Reckmeyer, a partner in Rasch & Reckmeyer from 1887 to 1891, moved to 1326 Broadway in 1893 and stayed at that location until 1903. In 1896-97, it appears, he had the three-story building that stands there today constructed; this present building may have been an entirely new building or a renovation of the brick mansard-roof townhouse the business previously occupied. Following Reckmeyer, Gustave Zanger, another furrier, occupied the building from 1904 to 1913.

The MacDiarmid Candy Company also found a long-term home on Broadway. The company was founded by 1906 by Mrs. Hester MacDiarmid, who moved to Detroit from Carlisle, Ontario, in 1905. The company's first store was located in a former house that stood on the site soon to be occupied by the John Breitmeyer's Sons Building at 1310-14 Broadway. MacDiarmid Candy moved into a one-story building at 1322 Broadway in 1908 and transformed it into the present three-story building with its gleaming white terra-cotta façade and 'M' monogram four years later. A company advertisement described the spot as the "Chocolate Homestead" and urged potential patrons to "Afford a Freedom from the Ordinary and an Acquaintance with the Best" (1914 city directory). MacDiarmid, which operated a chain of nine stores and served Cleveland as well as Detroit as of 1926, occupied this location until 1927. By 1931 the company was apparently defunct.

The growth of commerce probably drove out the last residential uses along the Gratiot-to-Grand River block of Broadway during the 1910s. In addition to the J. Breitmeyer's Sons Building at 1310-14 Broadway and the MacDiarmid building at 1322 Broadway, the Lafer Brothers Building at 1323-25 Broadway and the building at 1313-19 Broadway were constructed during those years. At the same time the street's earlier commercial focus on shops catering to the "women's trade" began to break down as a broader range of shops, offices, and other commercial enterprises, including banks, typical of an urban downtown as a whole moved in. Heralded by the earlier construction of the Abend Post, Breitmeyer, and Cary buildings, this commercial evolution gained momentum in the 1910s. Examples of the new type of development included

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8  
Page 11

Broadway Avenue  
Historic District  
Wayne Co., MI

the massive Broadway Market, a building of Neoclassical inspiration housing market stalls, with shops and office space upstairs, that was built at the southwest corner of Grand River in about 1911, and the Broadway Strand Theater, another substantial structure, constructed next door about five years later. Both are gone and their sites, now a large surface parking lot, stand just outside the district boundary.

The Broadway Market and Broadway Strand buildings epitomized the new development along Broadway Avenue in both the broad range of commercial uses they housed and the more intensive land use represented by the growing bulk of the buildings themselves over the small one and two-story houses and shops they replaced. In the 1910s and 20s, commercial buildings constructed only a few years before were expanded or replaced with larger structures. The MacDiarmid Candy Company Building at 1322 Broadway exemplifies the expansion trend while the Abend Post Building illustrates the trend toward more intensive land uses. The block's first "large" commercial building, it was replaced by the much larger Merchants Building in 1922 when little more than thirty years old.

The block's other "German" Renaissance building, at 1307-09 Broadway, was built in 1907 for the Alt Heidelberg Restaurant. Occupied (following the advent of Prohibition in 1920) by the Continental Bank beginning in 1921, it was entirely remodeled in 1925-26, probably for another bank, the Standard Trust Company, its brick front with Flemish gable transformed into a reserved limestone façade of vaguely classical inspiration. Not only the demands of commerce but also the public's hostility to all things German in the wake of World War I may have hastened the demise of these two assertively German landmarks.

The block's two tallest buildings, the nine-story Lafer Brothers Building at 1323-25 Broadway and eleven-story Broadway Exchange Building at 1342-46 Broadway, also date from this time period. The Lafer was built in 1916 and Broadway Exchange in 1925-26. Replacing another house, the Lafer Brothers Building housed the operations of Lafer Brothers, which billed itself in its newspaper advertising and on its building's façade as "Detroit's Largest Grocery, Wholesale & Retail." John W. Lafer moved to Detroit from Toledo about 1887 and established the business in July 1888. His brother Frank G. Lafer became a partner in the following March. In the firm's early days the store sold butter, eggs, "fruits in season and kindred commodities" (*Detroit of To-Day*, p. 232). By the 1920s coffee was also a company specialty. Eventually Lafer Brothers abandoned the grocery business and concentrated on coffee alone. The company occupied this building until 1946.

Built as an office building with commercial space in the lower floors, the Broadway Exchange Building replaced a three-story commercial building. It housed professionals such as architects, engineers, lawyers, and doctors, as well as firms such as marketing and insurance companies and realtors. The largest tenant of the first and second-story commercial space was the American Radiator Company and its successor, American Radiator and Standard Sanitary Corporation (following a 1929 merger with the Standard Sanitary Company), which operated a showroom/store in 1927 and, beginning in 1929, branch office in the building

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8  
Page 12

Broadway Avenue  
Historic District  
Wayne Co., MI

from 1927 into the 1940s. The building soon acquired the name American Radiator Building.

Beginning in the 1910s Broadway Avenue attracted a number of Jewish-owned businesses. The first may have been the D. Levy and Sons fish market that occupied the ground floor of the white terra cotta building at 1313-19 Broadway from 1913 to at least 1919 (directories). The street was located not far from the southwest edge of the section of Detroit – generally bounded by Woodward Avenue on the west, Gratiot Avenue on the southeast, Rivard Street on the east, and East Grand Boulevard on the north – that as of 1920 contained the greatest concentration of Jews in the city (Bolkosky, p. 42). Even as the Jewish community was gradually migrating northward and northwestward away from the downtown and old Jewish neighborhood over the next few decades, the number of Jewish-owned stores along Broadway Avenue grew. “By the 1960s, 50 or more Jewish merchants lined both sides of the busy thoroughfare” (Kandel and Waxenberg, p. 2). These businesses, primarily clothing, jewelry, and electrical appliance stores and delicatessens, served a general downtown market.

Broadway Avenue’s flowering as a center of Jewish-owned businesses took place in the 1950s and early 60s. In the wake of Detroit’s decline following the 1967 riots, Broadway Avenue as a street of Jewish-owned businesses also went into decline as shops closed or moved away. However, several long-time Jewish businesses remain to represent this important era in the avenue’s history. One of these, Simmons & Clark, jewelers, stands just to the north of the proposed Broadway Avenue district within the part of Broadway Avenue encompassed by the already national register-designated Grand Circus Park Historic District, another, J. L. Stone, men’s fashions, just to the proposed district’s south.

One long-time Jewish-owned business within the proposed district is the Detroit institution known as Henry the Hatter, which has occupied the storefront at 1307 Broadway since March 1953. Henry W. Komrofsky founded the store in 1893, and Sy Wasserman purchased it following Komrofsky’s death in 1941. “Wasserman’s love of fedoras, passed down to his son Paul, saw them through the ups and downs of retailing in Detroit. Throughout the years, the store remained a popular shopping spot with countless Detroiters, including Mayor Coleman A. Young, and his aides who often swooped into the store to pick up a hat or two, their large limousines idling outside” (Kandel and Waxenberg, p. 3).

Another of the district’s buildings, the Breitmeyer or Breitmeyer-Tobin Building, possesses significance in terms of African American history in Detroit as one of the first downtown buildings to rent office space to African American tenants, beginning about 1936. Benjamin Tobin, who became owner in 1944, continued and expanded this policy. The 1945 (sixth) edition of the *Official Business & Professional Guide of Detroit*, published for the African American community, carried a full-page advertisement for the building, then known as the Tobin Building, containing the line, “Best Professional Address.” As a result, many of Detroit’s prominent African American professionals were associated with the building, among them attorneys Hobart Taylor, Jr., Charles A. Roxborough, Lloyd Loomis (and the Loomis, Jones, Piper and

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 13

Colden firm), Charles Jones, Harold E. Bledsoe, and Wade McCree. This group includes the first African American Recorder's Court judge, Wayne County Circuit Court judge, assistant Wayne County prosecutor, and attorney on the state attorney general's staff. Hobart Taylor, Jr., served as associate general council to President Lyndon Johnson, and Judge McCree as a U. S. District Court judge, member of the Sixth Circuit Court of Appeals, and Solicitor General of the United States (Detroit Historic District Study Committee Report, Breitmeyer-Tobin Building).

#### Architecture

The Broadway Avenue district contains buildings that are both unique and representative within the context of Detroit's central business district. The district's buildings represent a relatively short time period, beginning in 1896-97, when, it appears, the narrow-fronted Reckmeyer Building, the district's smallest, was built or renovated with its present façade, to 1925-26, when the eleven-story Broadway Exchange Building, the district's tallest, was constructed. This period coincides closely with the early twentieth-century building boom period in downtown Detroit that saw the construction of most of the large-scale buildings along leading streets such as Woodward Avenue, Washington Boulevard, and Adams and Griswold streets that give the downtown its character today.

The prolific use of architectural terra cotta is one of the visual delights of Detroit's commercial architecture dating from the 1910s and 20s. Downtown Detroit as well as the city's neighborhood business districts contain an abundance of buildings from those years with façade trimmings or entire facades of the material, despite the lack of any company in Detroit that produced it. Terra cotta's appeal was its low material and construction cost in comparison to building with cut stone, the ease of maintenance, and the variety of visual effects in the way of colors, textures, and designs that were possible. Large-scale terra-cotta-clad commercial buildings in downtown Detroit built, like those on Broadway, prior to the ascendancy of Art Deco at the end of the 1920s illustrate a broad range of styles, from the Classical, 1909 Ford Building by D. H. Burnham & Co. to the Sullivanesque of the 1915 T. B. Rayl Company Building by Baxter, O'Dell & Halpin to the "Gothic" of the 1919 Fyfe Building by Smith, Hinchman & Grylls and 1927 Barlum (now Cadillac) Tower by Bonnah & Chaffee to the Italian Romanesque-inspired Vinton Building of 1917 by Albert Kahn and the "hybrid Baroque-Beaux Arts-Moorish" (*AIA Detroit Guide to Detroit Architecture*, p. 98) of the 1911 National Theater façade by Albert Kahn and Ernest Wilby.

Seven of eleven buildings in the Broadway Avenue district use architectural terra cotta in their exteriors, and four have facades largely clad in it. These buildings display a similarly broad stylistic variety, from the Commercial Style elegant simplicity of the c. 1912-15 façade on 1313-19 Broadway to the Georgian Revival styling of the 1912 MacDiarmid Candy Company Building's façade to the Italian Romanesque-inspired 1925-26 Broadway Exchange Building at 1342-46. Like most of the city's terra-cotta buildings, there is

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 14

rarely anything “pure” about the styling in Broadway’s buildings: historical styles serve as points of departure into more inventive forms appropriate in scale and character for the day’s modern commercial buildings. One such building, already listed in the national register, is the 1922 Merchants Building. It uses a superficially “Classical” vocabulary, but with details such as elongated pilasters, that outline the banks of two and four windows forming much of the facades, a frieze above the “Corinthian” capitals displaying a continuous raised pattern that seems to be a take-off on anthemions, and a parapet that reads like a highly stylized triglyph and metope band. The Merchants Building is similar in scale and in the playful lightness of form of its white terra-cotta facades to the nearby 1910-11/1926 L. B. King & Co. Building – also individually listed in the national register – that stands one block away, outside of the Broadway Avenue district, at the corner of East Grand River Avenue and Library Street.

In addition to the Merchants Building, two other buildings within the district are already individually listed in the National Register of Historic Places: the Breitmeyer (Breitmeyer-Tobin) Building and Cary Building. Both were the work of Detroit architect Richard E. Raseman (the Breitmeyer during an apparently brief association with architect Reynolds Fisher), one of a number of German-American architects practicing in Detroit in the late nineteenth and early twentieth centuries. Raseman (1855-1944) was born in Detroit and began the practice of architecture in 1883 or 4. A partner with Detroit architect Julius Hess from 1885 until about 1893, according to the city directories (Hess died in 1899), he “was primarily an industrial specialist who is remembered for his many now demolished Detroit breweries and industrial buildings” (Detroit Historic Designation Advisory Board, Madison-Harmonie Historic District report, p. 3). Raseman designed the c. 1890 Abend Post, 1894-95 Harmonie Club, 1908 Hinz, and 1911 Hemmeter Building – the latter three in the Madison-Harmonie district – and Eastern Market’s 1898 Shed No. 2 in Detroit. Like other Detroit German-American architects such as Peter Dederichs, Raseman presumably did much work for German-American clients both in Detroit and elsewhere in the region – for example, Ann Arbor’s 1894-96 Bethlehem Lutheran Church (Story of Bethlehem Church, pp. 33-34). Raseman’s 1905-06 Breitmeyer Building stands out among downtown Detroit’s early tall buildings as the downtown’s only Beaux-Arts-Classical building. While small compared with much taller buildings built before or only a few years later – including the now much altered 1895 thirteen-story Chamber of Commerce Building by Detroit architects Spier & Rohns and the 1909 eighteen-story Ford Building and 1910 twenty-three-story Dime Building, both by D. H. Burnham & Co. – the eight-story building towered above its low-rise surroundings east of Woodward when it was built.

The 1916 Lafer Brothers and 1925-26 Broadway Exchange buildings are representative examples of middle-height Detroit commercial/office buildings of the 1910s and 20s that are also seen in the Lower Woodward district and elsewhere in the downtown. Both are the work of long-time Detroit architects – the Lafer by Joseph E. Mills and Broadway Exchange by George D. Mason & Co. Joseph E. Mills’ name first appears in the 1877 Detroit directory with his profession listed as draftsman. In 1879 and subsequent directories through the 1885 edition, he is listed as a draftsman with architect Elijah E. Myers, best known for his many

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 15

county courthouses in Illinois and other Midwestern states and for the state capitols of Michigan, Colorado, and Texas. The directories from 1886 through 1912 list Mills as an architect in practice on his own. The 1914 through 1919 directories list the architecture firm of Joseph E. Mills & Son, with Byron E. Mills. The 1919 directory is the last to list Joseph E. Mills. Mills' work is not well known today, but the few examples that have been identified reflect a broad range both of building types and geography encompassed by his career – a school (1895-96) in Marlette and the Sanilac County Courthouse (1915-16) in Sandusky, Michigan. The March 20, 1896, *Marlette Leader*, in connection with the then newly completed school, complimented Mills on his role:

In selecting Mr. Mills as architect and superintendent the board made no mistake. He has proven himself a master of his profession. His drawings were plain and his specifications very clear and every point looked after. As a proof of this we can point to the fact that the bill for extras, usually so large, in this instance amounted to but \$6.00. He was at all times on the alert for the interests of the district (Johnson, p. 214).

George D. Mason, whose firm designed the Broadway Exchange Building, is better known. Mason (1856-1948) came to Detroit with his parents in 1870. After completing high school in 1873, Mason worked with Detroit architect Henry T. Brush until 1878 and then as a partner with Zachariah Rice in Mason & Rice, architects, from 1878 to 1898. Mason maintained his own practice from 1898 until 1910, except for a period in 1902-03 when he had Albert Kahn as his partner. He then formed George D. Mason Architects with A. C. McDonald as associate. In 1920 he established George D. Mason & Company, Architects, with McDonald and H. G. Wenzell. Mason's practice produced such notable examples of Detroit and Michigan architecture as Mackinac Island's Grand Hotel (1887), Detroit's 1<sup>st</sup> Presbyterian Church (1889) and Trinity Episcopal Church (1892), Pontchartrain Hotel (1907-16), Detroit Masonic Temple (1922-26), and Century Club and Gem (Little) Theater (1902 and 1927) over a career that lasted more than sixty years. The firm designed a broad range of building types. The Broadway Exchange Building takes something of a hint in its broadly Italian Romanesque-inspired styling and low-gabled, tall-and-narrow façade from Kahn's earlier Vinton Building (1916-17), but it also falls into the broader regional and national fad for Italian Romanesque for bank and office building design in the later 1920s that gave rise to Italian Romanesque-inspired bank and office tower buildings in Lansing, Grand Rapids, Battle Creek, and other Michigan cities and elsewhere.

Another Detroit architectural firm represented in the Broadway Avenue's building stock is that of Burrowes & Wells, which designed the 1911 stucco-clad florist shop building at 1310-14 Broadway Avenue for John Breitmeyer's Sons. Marcus R. Burrowes (1874-1953), born in western New York state, came to Detroit shortly after the turn of the century after working in Ontario for about fifteen years. After several-year stints with Detroit architects Albert Kahn and Stratton & Baldwin, he with Dalton R. Wells formed the firm of Burrowes & Wells in 1909. Burrowes was in practice by himself by 1914, but formed a new partnership

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section           8  
Page             16

Broadway Avenue  
Historic District  
Wayne Co., MI

with Frank Eurich in 1920 (Fox, pp. 1-2). Burrowes and his partners were known primarily for their large houses, libraries, and civic and institutional buildings in Detroit and its suburbs. The Breitmeyer's Sons Building must have been an unusual commission for the firm: neither Ferry nor Fox or Hill and Gallagher list any commercial work by Burrowes or his partners.

Today the old commercial buildings in the Gratiot-to-Grand River segment of Broadway Avenue, like those in much of Detroit's downtown, stand largely vacant, the result of several decades of population loss and disinvestment in the city. The last few years have seen a growing wave of re-investment in the city's old downtown buildings, especially in the historic districts, where the federal Investment Tax Credits have proved a critical part of the financing. Nomination of this district is intended to encourage and facilitate rehabilitation of the street's worthy historic buildings.

Property: Broadway Avenue Historic District, Wayne Co., MI

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

=====  
11. Form Prepared By

=====  
name/title Robert O. Christensen, National Register Coordinator

organization MI SHPO date March 2004

street & number 702 W. Kalamazoo telephone 517/335-2719

city or town Lansing state MI zip code 48909-8240  
=====

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage

or numerous resources.

Photographs

Representative black and white photographs of the property.

=====  
Property Owner

=====  
(Complete this item at the request of the SHPO or FPO.)

name \_\_\_\_\_

street & number \_\_\_\_\_ telephone \_\_\_\_\_

city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_  
=====

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 9

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 17

### Bibliography

Most of the research material from which this nomination was prepared was developed by Ms. Wendy Hoefer of Zachary & Associates. Her bibliography starts on page 24. The following additional sources were used in preparing this nomination.

Bethlehem United Church of Christ. *The Story of Bethlehem United Church of Christ, Ann Arbor, Michigan, 1833-1973*. Ann Arbor, MI, 1973.

Bolkoskey, Simon. *Harmony & Dissonance: Voices of Jewish Identity in Detroit, 1914-1967*. Detroit: Wayne State University Press, 1991.

Detroit, City of; Historic Designation Advisory Board. Historic District Study Committee Reports for Breitmeyer-Tobin Building, Grand Circus Park Historic District, and Madison-Harmonie Historic District.

Farmer, Silas. *History of Detroit and Wayne County and Early Michigan*. 3<sup>rd</sup> ed., rev. and enl. Detroit: Gale Research Co., 1969 (1890).

Fox, Jean M. *Marcus Burrowes: English Revival Architect*. Farmington Hills, MI: Farmington Hills Historical Commission, 1992.

Johnson, Lois, comp. *Images. Millenium Edition*. Marlette, MI: Marlette Historical Society, 2000. [Joseph E. Mills]

Marquis, Albert Nelson. *The Book of Detroiters: A Biographical Dictionary of Leading Living Men of the City of Detroit*. 2<sup>nd</sup> ed. Chicago, 1914.

National Register of Historic Places nomination forms, Michigan State Historic Preservation Office: Cary Building, Eastern Market Historic District, L. B. King & Co. Building, Lower Woodward Avenue Historic District, Merchants Building, Vinton Building.

Polk, R. L., & Co. *Detroit City Directory*. Detroit, MI. 1890-1915.

Zunz, Olivier. *The Changing Face of Inequality: Urbanization, Industrial Development, and Immigrants in Detroit, 1880-1920*. Chicago: University of Chicago Press, 1982.

NOTE: There are no pages 18-23.



United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 9,10

Broadway Avenue  
Historic District

Page 25

Wayne County, MI

Conot, Robert. American Odyssey, New York: 1974.

"Continental Bank." Main Detroit Public Library, Burton  
Historical Collection on file.

"Death Ends Dentist's Role of Santa Claus." Dr. Walter L. Black, Main Detroit  
Public Library - Burton Historical Collection, on file under biography  
index cards: April 18, 1951.

"Detroit's Building Cost Will Exceed \$120,000,000 For This Year, All Figures  
Indicate," The Detroit. Detroit: October 22, 1923.

Detroit of To-Day, The City of the Strait, Its Growth, Resources,  
Commerce, Manufacturing Concerns, Financial Institutions and  
Prospects, Detroit & Chicago: 1893.

"Drive Opened by Breitmeyer." The Detroit News, Detroit: September 13,  
1933.

"Easter at the House of Flowers." Main Detroit Public Library - Burton  
Historical Collection, advertisement on file under D/Industries and  
Business Houses - Breitmeyer J & Son.

Eckert, Kathryn Bishop. Buildings of Michigan. New York: Oxford University  
Press, 1993.

"Extinct or Obsolete Companies, Inc." Main Detroit Public Library, Business and  
Finance Department.

Farmer, Silas. History of Detroit and Wayne County and Early Michigan,  
Detroit: Silas Farmer & Co., 1890. Reprinted 1969 by Gale  
Research Co., Book Tower.

Ferry, W. Hawkins. The Buildings of Detroit, A History, Detroit: Wayne  
State University Press, 1980.

Forty-first Annual Report of the Commissioner of the Banking Department of the  
State of Michigan, December 31, 1929, Lansing: 1930.

"George D. Mason, Dean of Architects Passes." Weekly Bulletin Michigan  
Society of Architects, Vol. XXII #25, Detroit: June 22, 1948.

"Good Old Golden Rule Days." Building History - Detroit 300.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 9,10

Broadway Avenue  
Historic District

Page 26

Wayne County, MI

"Hanson-Ward Veneer Company." Main Detroit Public Library, Burton Historical Collection on file - D/Industries and Business - G-L, 1-29.

"Heating Man." Fortune, (April, 1935).

"Henry the Hatter Dies; 'Drummer Boy' 50 Years." The Detroit News, Detroit: June 22, 1941.

Hill, Eric, and John Gallagher. AIA Detroit, The American Institute of Architects, Guide to Detroit Architecture, Detroit: Wayne State University Press, 2003.

"Index to Building Permits, A-Z." On microfilm at the Main Detroit Public Library, Burton Historical Collection - MS/Detroit Archives Building and Safety Department, No. 96 Reel 3 and 4.

Jacobs, Jane. The Economy of Cities, New York: 1969.

King, R. J. "More lofts predicted in downtown." The Detroit News, Detroit: February 27, 1998.

"Komrofsky." Main Detroit Public Library, Burton Historical Collection on file - Komrofsky Reading Room File.

"Lafer." Main Detroit Public Library, Burton Historical Collection on file - Lafer Reading Room File.

"Lafer Building." Greater Downtown Partnership File. Detroit, Michigan.

"Lafer, Florence B." Obituary.

Longstreth, Richard. The Buildings of Main Street, A Guide to American Commercial Architecture, New York: AltaMira Press, 2000.

Lorch, Emil. "Letter to the Baldwin Memorial Archive of American Architects on George Mason." On file at the Detroit American Institute of Architects Office, Detroit: April 4, 1950.

Lorch, Emil, Papers. On file at the Bentley Historical Library at the University of Michigan under subtitle for Emil Lorch Papers  
"Note: George Mason {12-13}," Box 12.

Manning Brothers General Detroit Photograph Collection. Detroit, Michigan.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 9,10

Broadway Avenue  
Historic District

Page 27

Wayne County, MI

Marquis, Albert Nelson. The Book of Detroiters: A Biographical Dictionary of Leading Living Men of the City of Detroit 1908, Second Edition. Chicago, 1908.

Marquis, Albert Nelson. The Book of Detroiters: A Biographical Dictionary of Leading Living Men of the City of Detroit 1914, Second Edition. Chicago, 1914.

Mason, George. "Letter to Professor Lorch." (March 20, 1945). On file at the American Institute of Architects in Detroit.

"Merchants Building." National Register of Historic Places Inventory - Nomination Form, 1983.

"Miami Avenue The Broadway of Detroit." Detroit Free Press: 1906.

"Our Michigan Friends As We See 'Em." Detroit: 1905.

Pederson, Jay P. International Directory of Company Histories, Farmington Hills, Michigan: St. James Press, Vol. 30, 2000.

Permit book at the Main Detroit Public Library, Burton Historical Collection - MS/Detroit Building and Safety Department A-Central.

Peterson, Roy T. Architecture 14 Thesis George D. Mason & His Works, (June, 5, 1929). On file at the Bentley Historical Library at the University of Michigan under the College of Architecture and Urban Planning, student papers, Box 3.

"Phillip Breitmeyer." Detroit Free Press, Detroit: September 27, 1932.

"Phillip Breitmeyer: A Life-Long Detroiter." The Detroiter, Detroit: May 7, 1928.

Photograph of Boyer-Campbell Company on file at the Main Detroit Public Library, Burton Historical Collection - D/Industries & Business Houses - Boyers-Campbell Company.

Photograph of Broadway Hotel on file at the Main Detroit Public Library, Burton Historical Collection - D/Industries & Business Houses - Broadway Hotel.

Photograph of Edison Illuminating Company on file at the Main Detroit Public Library, Burton Historical Collection - D/Industries & Business Houses - Edison Illuminating Company.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 9,10 Broadway Avenue  
Historic District

Page 28  
Wayne County, MI

Photographs of Broadway Avenue on file at the Main Detroit Public Library, Burton Historical Collection - D/Streets-Broadway.

Photographs of Miami Avenue on file at the Main Detroit Public Library, Burton Historical Collection - D/Streets-Miami.

Place, Ruth Mosher. "Where Old Gardens Bloomed Downtown Detroit Has Risen." The Detroit News, Detroit: January 2, 1938.

Polk, R.L. Detroit City Directory, Detroit: R.L. Polk & Company, 1925/26-1941, 1957, 1963, 1967, 1968, 1970, 1974.

"Promises Cut In City Expense." The Detroit News, Detroit: November 29, 1933.

"Preston MacDiarmid." The Detroit News, Detroit.

Quaife, M. M., and William White. This is Detroit 1701 - 1951 Two Hundred and Fifty Years in Pictures. Detroit: Wayne University Press, 1951.

"Raseman." Main Detroit Public Library, Burton Historical Collection - Raseman Reading Room File.

"Recognition of Ability." Michigan Investor, February 17, 1906. Main Detroit Public Library, Burton Historical Collection - Phillip Breitmeyer Reading Room File.

Register of Deeds Wayne County, Detroit: Michigan.

"Rites Today for Ex-Mayor Breitmeyer." Detroit Free Press, Detroit: November 11, 1941.

Rollins, J. Frank, ed. Michigan Architect and Engineer: A monthly Journal of Progress in Architecture and Engineering. Vols 1-3. Detroit: 1919-1921.

Rosemond, Irene. "Jim Ramsey Remembers Downtown Detroit." Reflections: An Oral History of Detroit, Detroit, Michigan: Broadside Press, 1992.

Souvenir and General Information Book of the Detroit Railway, Detroit: c. 1895.

"Standard Trust Company." On file at the Main Detroit Public Library, Burton Historical Collection.

Seymour. Detroit As She Is, 1889.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 9,10

Broadway Avenue  
Historic District

Page 29

Wayne County, MI

- Stark, George W. "George Mason Dies; Was Noted Architect." Detroit Free Press, Obituaries, Detroit: June 5, 1948.
- Stark, George W. "Muted Drums, Henry the Hatter, a Musical Veteran, Dies." Detroit News, Detroit: June 23, 1941.
- Stark, George W. "Town Talk...Birthday of a Builder." The Detroit News, Detroit: July 1, 1946.
- Stark, George W. "We Old Timers...Drummer Boy." The Detroit News, Detroit: July 8, 1940.
- Stark, George W. "We Old Timers...High Hatting Detroit." The Detroit News, Detroit: July 10, 1940.
- Stark, George W. "We Old Timers...Say it with Flowers." The Detroit News, Detroit: July 14, 1938.
- Stark, George W. "We Old Timers...Say it with Flowers." The Detroit News, Detroit: July 11, 1940.
- Taylor, Harvey. "School's Out for Good, Wreckers to Smash Old Education Center." Detroit Free Press, (May 7, 1964).
- The City of Detroit Michigan 1701-1922, Vol. III, Detroit-Chicago: The S.J. Clarke Publishing Company, 1922.
- "The Last Resident: Owner of Broadway's Only Homestead Dies." The Detroit News, Detroit: January 3, 1921.
- Thirty-fourth Annual Report of the Commissioner of the Banking Department of the State of Michigan, December 31, 1922, Lansing: 1922.
- Tiller, de Teel Patterson. "The Preservation of Historic Glazed Architectural Terra-Cotta." Preservation Briefs, Brief 7, Washington, D.C.: National Park Service, 1979.
- "Toepel." Main Detroit Public Library, Burton Historical Collection on file.
- Withey, Henry F., and Elsie Rathburn Withey. Biography Dictionary of American Architects (Deceased), California: New Age Publishing Company.
- Who's Who in Detroit, 1935-36, Detroit: Romig, Walter & Co., February 1935.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 9,10

Broadway Avenue  
Historic District

Page 30

Wayne County, MI

"Zanger." Main Detroit Public Library, Burton Historical Collection on  
file.

Maps

Baist, G.W. Baist Real Estate Atlas of Surveys of Detroit. Philadelphia  
1896 Baist Map, Detroit  
1906 Baist Map, Detroit  
1911 Baist Map, Detroit  
1915 Baist Map, Detroit  
1918 Baist Map, Detroit  
1921 Baist Map, Detroit  
1923 Baist Map, Detroit  
1929 Baist Map, Detroit

Sanborn Insurance Maps of Detroit, Michigan. New York  
1897 Sanborn Map, Detroit  
1921 Sanborn Map, Detroit  
1922 Sanborn Map, Detroit  
1988 Sanborn Map, Detroit  
1991 Sanborn Map, Detroit

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 10

Broadway Avenue  
Historic District  
Wayne Co., MI

Page 31

### Verbal Boundary Description

Includes the southeast part of the tract that – bounded by Broadway Ave on the northeast, Gratiot Ave on the southeast, the alley southwest of and parallel with Broadway on the southwest, and E. Grand River on the northwest – includes the entire properties associated with the Cary Building, 229 Gratiot, and 1307-09, 1313-19, and 1323-25 Broadway Avenue.

Also, the entire tract bounded by Broadway Ave on the southwest, Gratiot Ave on the southeast, the alley northeast of and parallel with Broadway Ave on the northeast, and E. Grand River Ave on the northwest – except for the small parcel(s) at the east corner of this tract occupied by the building at 281-87 Gratiot Ave (the building adjacent on the northeast to the Breitmeyer (Breitmeyer-Tobin) Building).

Plus that portion of the public right-of-way of Broadway Avenue between the northeast line of the Gratiot Ave right-of-way and a continuation of the northwest line of the lot associated with 1323-25 Broadway Ave.

### Boundary Justification

Includes the concentration of historic commercial buildings in this block of Broadway Avenue. A parking garage and vacant land occupy the next block of Broadway to the northwest, while an already national register-listed district is located to the southeast, a city-designated historic district exists to the northeast, and vacant land exists to the west.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Broadway Avenue Historic District

MULTIPLE NAME:

STATE & COUNTY: MICHIGAN, Wayne

DATE RECEIVED: 5/18/04      DATE OF PENDING LIST: 6/18/04  
DATE OF 16TH DAY: 7/03/04      DATE OF 45TH DAY: 7/01/04  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 04000656

REASONS FOR REVIEW:

APPEAL: N    DATA PROBLEM: N    LANDSCAPE: N    LESS THAN 50 YEARS: N  
OTHER: N    PDIL: N    PERIOD: N    PROGRAM UNAPPROVED: N  
REQUEST: N    SAMPLE: N    SLR DRAFT: N    NATIONAL: N

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    7/1/04 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the  
National Register

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



Broadway Ave. HD  
Detroit, Wayne Co, MI  
Gian. Puzzuoli 3/2004  
Negs: SHPO

Looking SE



Broadway Ave HD  
Detroit, Wayne Co., MI  
Gian Puzzaoli 3/2004  
Neg: SHPO

Lafer Bldg looking SW



Broadway Ave. HD  
Detroit, Wayne Co., MI  
Gian Puzholi 3/2004

Neg: SHPO

NE side of street looking N



Broadway Ave. HD  
Detroit, Wayne Co., MI  
Eian Puzzuoli 3/2004  
Negs: SHPO  
Looking SE





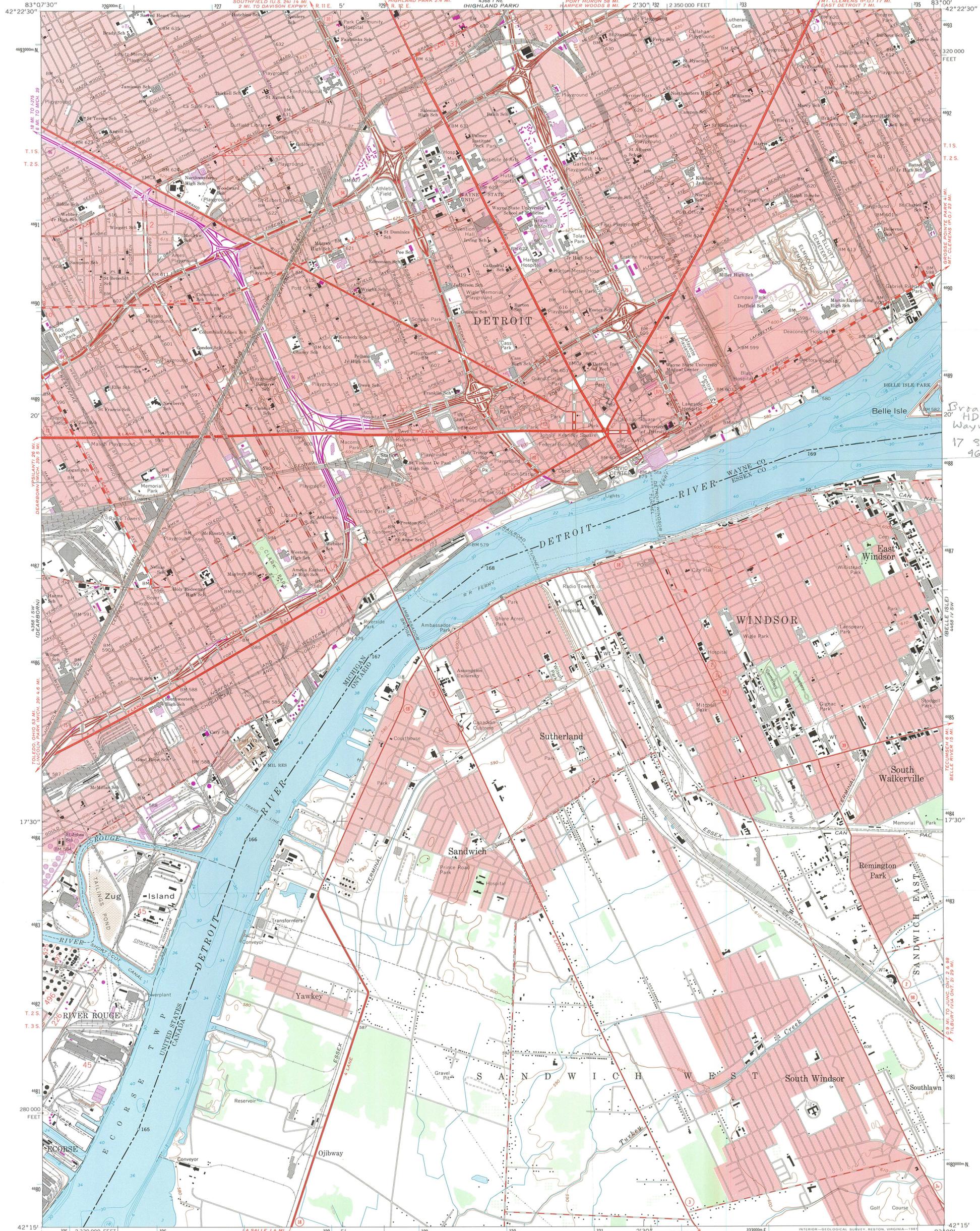
Broadway Ave. HD

Detroit, Wayne Co., MI

Gian Puzzuoli 3/2004

Neg: SHPO

Broadway Exchange Bldg, facing NE



Broadway Ave.  
HD  
Wayne Co., MI  
17 831420  
4688790

Mapped, edited, and published by the Geological Survey in cooperation with State of Michigan agencies  
Control by USGS, USC&GS, U. S. Lake Survey, and City of Detroit  
Planimetry by photogrammetric methods from aerial photographs  
Topography by planetable surveys 1938. Revised from aerial photographs taken 1966-67. Field checked 1968  
Canadian portion copied in part from Windsor quadrangle (1:25 000) 1960, Army Survey Establishment, R. C. E.  
Selected hydrographic data compiled from U. S. Lake Survey Charts 41 and 412 (1966). This information is not intended for navigational purposes  
Polyconic projection. 1927 North American datum 10,000-foot grid based on Michigan coordinate system, south zone 1000-meter Universal Transverse Mercator grid ticks, zone 17, shown in blue  
Red tint indicates areas in which only landmark buildings are shown

UTM GRID AND 1980 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET  
To place on the predicted North American Datum 1983 move the projection lines 7 meters west as shown by dashed corner ticks  
There may be private inholdings within the boundaries of the National or State reservations shown on this map

SCALE 1:24 000  
1000 0 1000 2000 3000 4000 5000 6000 7000 FEET  
1 KILOMETER  
CONTOUR INTERVAL 5 FEET IN THE UNITED STATES AND 10 FEET IN CANADA  
NATIONAL GEODETIC VERTICAL DATUM OF 1929  
DEPTH CURVES AND SOUNDINGS IN FEET—DATUM IS RIVER SURFACE AT FOLLOWING STAGES: LAKE ST. CLAIR—571.7 AND LAKE ERIE—568.6  
THE U. S. PORTION OF THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY  
DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
AND GEOLOGICAL SURVEY DIVISION  
MICHIGAN DEPARTMENT OF NATURAL RESOURCES, LANSING, MICHIGAN 48909  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

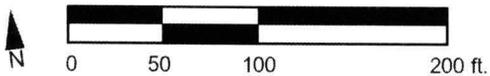
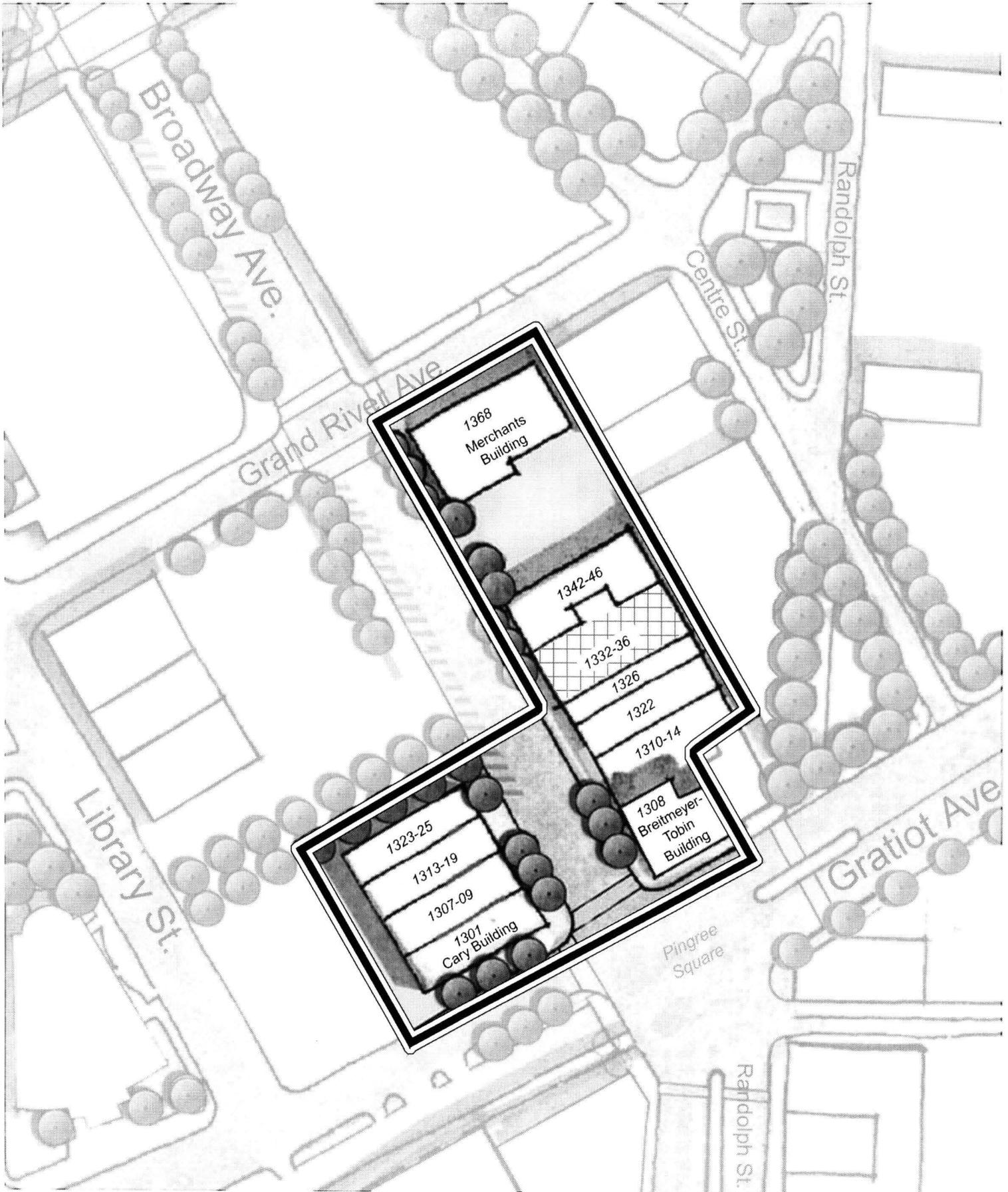
Revisions shown in purple compiled from aerial photographs taken 1973 and 1978. Map edited 1980. This information not field checked. Canadian portion not revised

ROAD CLASSIFICATION  
Primary highway, all weather, hard surface  
Secondary highway, all weather, hard surface  
Light-duty road, all weather, improved surface  
Unimproved road, fair or dry weather  
Interstate Route  
U. S. Route  
State Route  
DETROIT, MICH.—ONT.  
N4215—W8300/7.5  
1968  
PHOTOREVISED 1973 AND 1980  
DMA 4368 I SE—SERIES V862



# Broadway Ave. Historic District

(Detroit, Wayne County, Michigan)



- District Boundary
- Currently Contributing
- Currently Non-contributing

Prepared By:  
Greater Downtown Partnership  
17 March 2004



JENNIFER GRANHOLM  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF HISTORY, ARTS AND LIBRARIES  
LANSING

DR. WILLIAM ANDERSON  
DIRECTOR



May 10, 2004

Ms. Carol D. Shull, Keeper  
National Register of Historic Places  
National Park Service  
1201 Eye Street, NW, 8<sup>th</sup> Floor  
Washington, DC 20005

Dear Ms. Shull:

Enclosed are National Register nomination materials for the Broadway Avenue Historic District in Detroit, Wayne County, Michigan. This property is being submitted for listing in the National Register. No written comments concerning this nomination were submitted to us prior to the submission of the nomination to you.

Questions concerning this nomination should be addressed to Robert O. Christensen, National Register coordinator, by phone at 517/335-2719 or by e-mail at [Christensenro@michigan.gov](mailto:Christensenro@michigan.gov).

Sincerely yours,

Brian D. Conway  
State Historic Preservation Officer

BDC:roc