

the Platform

Fisher Building

3011 WEST GRAND BOULEVARD, DETROIT



RETAIL SPACE AVAILABLE FOR LEASE

PLATFORM LEASING & BROKERAGE

Fisher Building

3011 WEST GRAND BOULEVARD, DETROIT

Sitting at Detroit’s geographic and metaphoric center, the Fisher Building is emerging once again as an engine of creativity and a hub for the City. Completed in 1928, the Fisher brothers spared no expense in the building’s construction, which is evidenced by the spectacular frescos, mosaics, marble and brass work adorning its surfaces.

The Platform is reactivating the Fisher brothers’ original vision in a way that resonates with current and future residents of the City. The intent is to develop a fully occupied and upgraded Class A retail, office and entertainment destination that marries the historic and modern. More than \$10 million has been invested into “Detroit’s Largest Art Object” since 2016, providing heating and cooling in the three-story Arcade, restoring its hand painted ceilings and installing new elevators.

Stage of Development



NEIGHBORHOOD

New Center

ADDRESS

3011 W. Grand Boulevard

PROJECT TYPE

Office, Retail & Entertainment

ORIGINAL DATE BUILT

1928

TOTAL SIZE

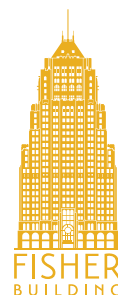
635,000 SF

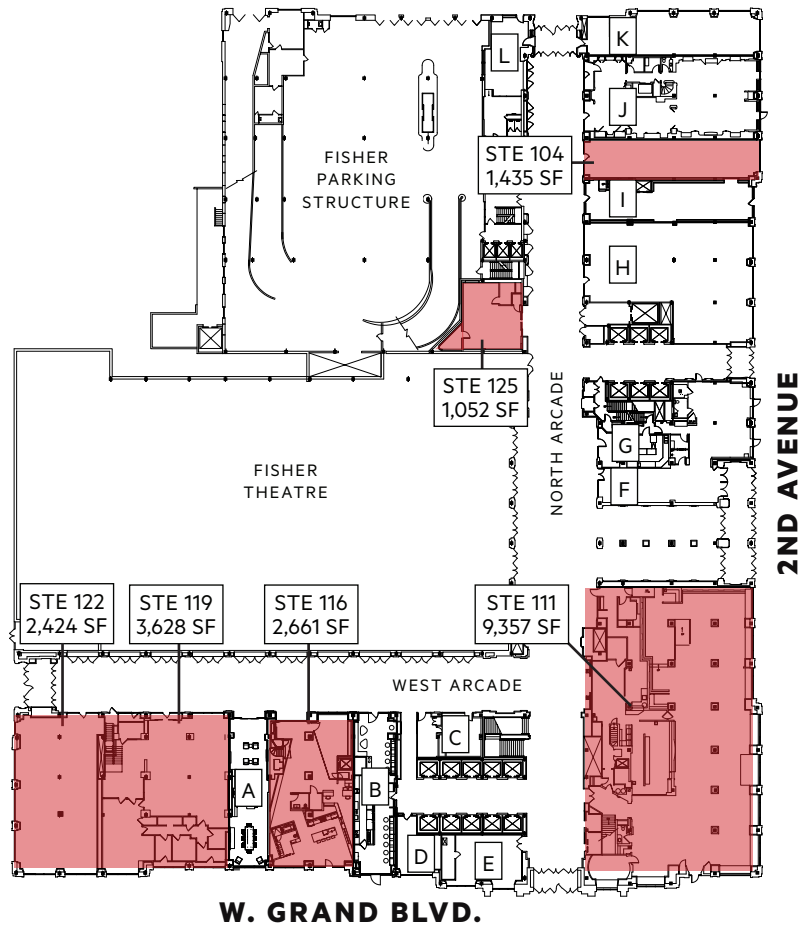
PARKING

1,900 Spaces

leasing@theplatform.city

theplatform.city





JOIN RETAIL TENANTS

FIRST FLOOR

- A Fisher Leasing Center
- B Fisher Bakery
- C Vera Jane
- D The Fashion Place
- E Mature
- F Yama
- G Stella Good Coffee
- H Russell's Pharmacy
- I Workshop
- J The Peacock Room
- K Pure Detroit
- L Hair. A Salon

CONCOURSE

- Kill the Hate
- Shy vs. Bold
- William + Bonnie Alterations



AVAILABLE SQUARE FEET:

20,557

1,052-9,357 SF
MIN/MAX

Leasing is gaining momentum as the Fisher Building re-energizes. The building offers retail opportunities for more than 9,000 SF contiguous in its stunning Art Deco Arcade with storefronts on W. Grand Boulevard. Hundreds of thousands of people visit the Fisher every year to work, shop, enjoy the theatre, and attend building tours, programs and special events.

BUILDING AMENITIES

- Ample parking
- 24-hour security & access
- Building conference center
- Pharmacy & convenience store
- Food & beverage providers

DAYTIME POPULATION

25,735

ANNUAL BUILDING VISITORS

310,000

TRAFFIC COUNT

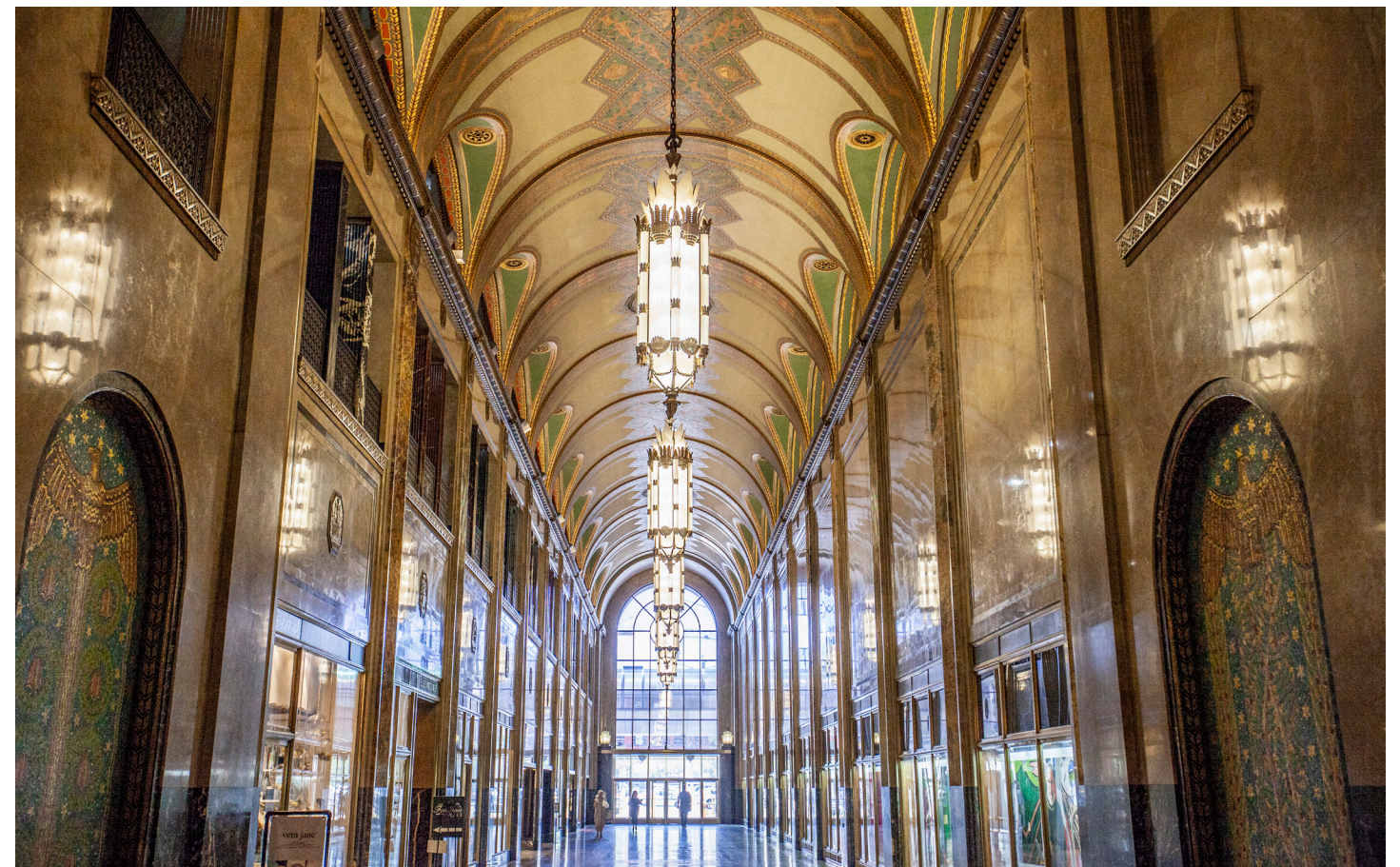
40,653

IN THE NEIGHBORHOOD

Henry Ford Health System Campus, Wayne State University, College for Creative Studies, New Center One, Cadillac Place, TechTown Detroit, WSU Innovation Center, Detroit Pistons Performance Center, Plum Market, University Preparatory Academy, Carhartt Flagship Store, Shinola Factory Headquarters, Midtown Cultural Center

TRANSIT/ACCESS

Near I-94, M-10, I-75, I-96 and Woodward Ave. Bus #023, 042, 016, 080, 089, 851, Q-line Station: Grand Blvd; MoGo Station: Second Ave & Burroughs St; Amtrak Detroit Station



Available Retail: Suite 111

AVAILABLE SQUARE FEET:

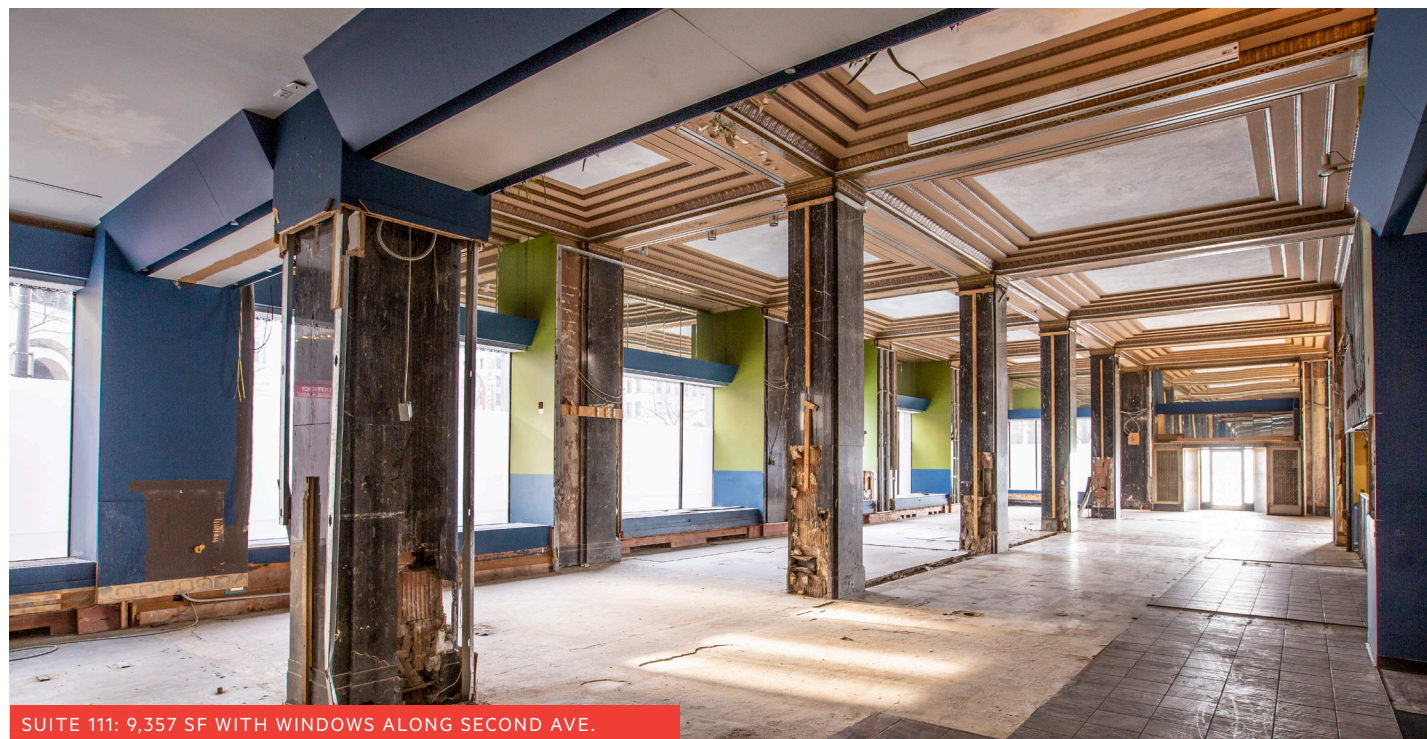
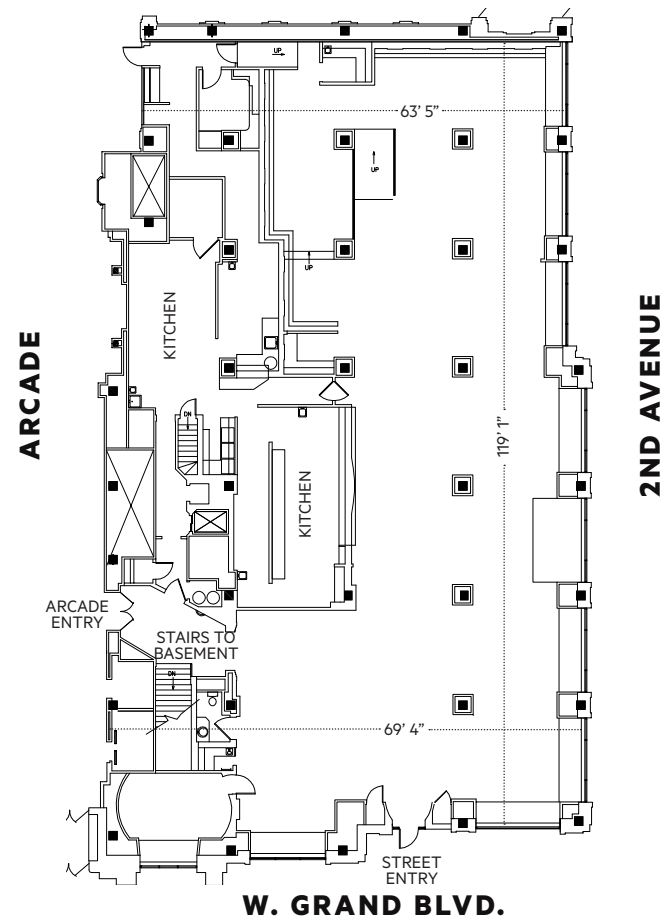
9,357+

DIMENSIONS

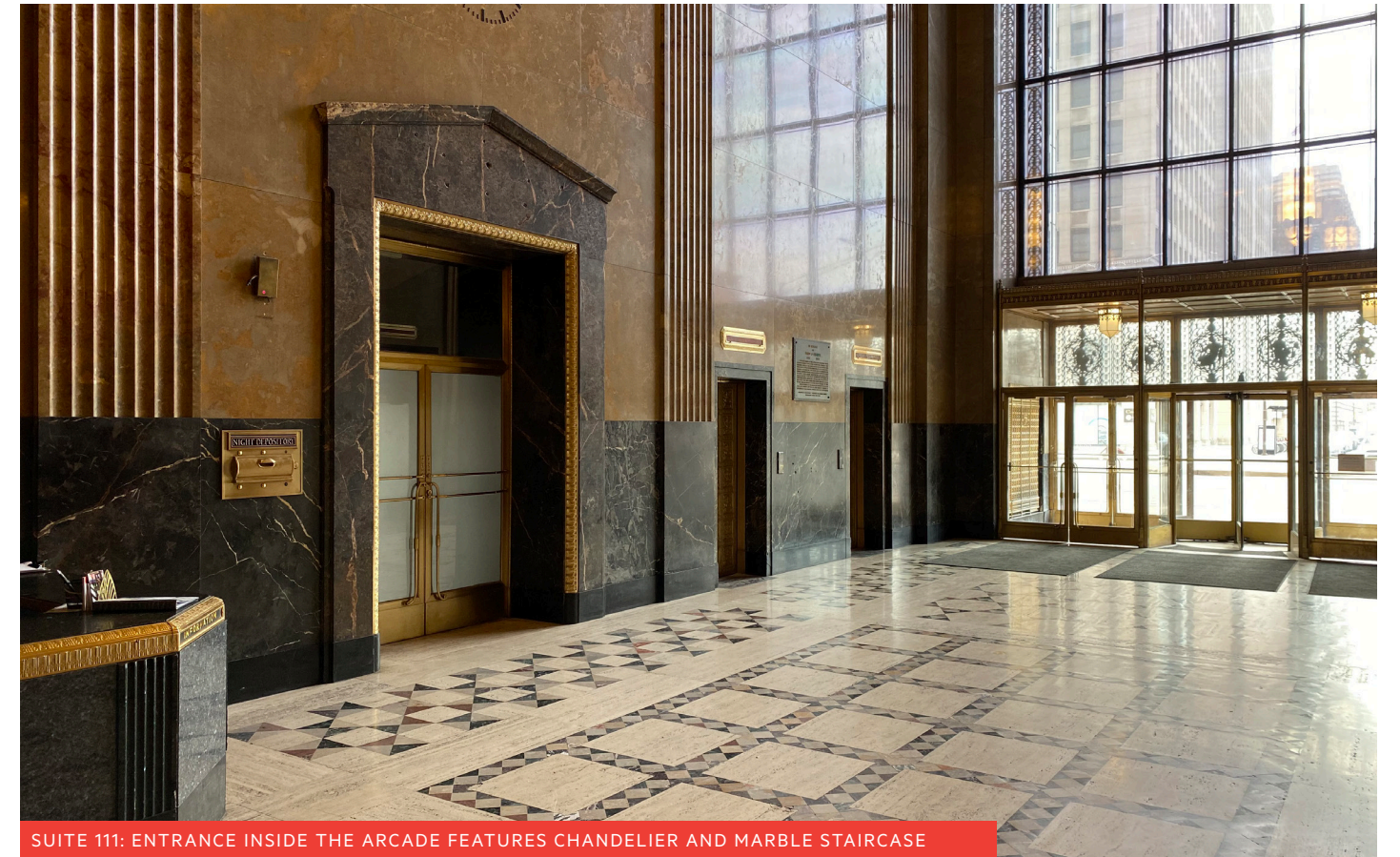
63' 5" - 69' 4" x 119' 1"

DETAILS

- Former restaurant
- Entrance on W. Grand Blvd
- Corner suite with windows along W. Grand Blvd. & Second Ave.
- Outside seating available
- 18' ceiling height
- Additional basement space for prep kitchen, wash rooms & storage
- May be demised to +/-2,000 SF



SUITE 111: 9,357 SF WITH WINDOWS ALONG SECOND AVE.



SUITE 111: ENTRANCE INSIDE THE ARCADE FEATURES CHANDELIER AND MARBLE STAIRCASE



SUITE 111: CORNER SUITE WITH STOREFRONT AND ENTRANCE ON W. GRAND BLVD.

Available Retail: Suite 122

AVAILABLE SQUARE FEET:

2,424

DIMENSIONS

35' 3" x 69' 5"

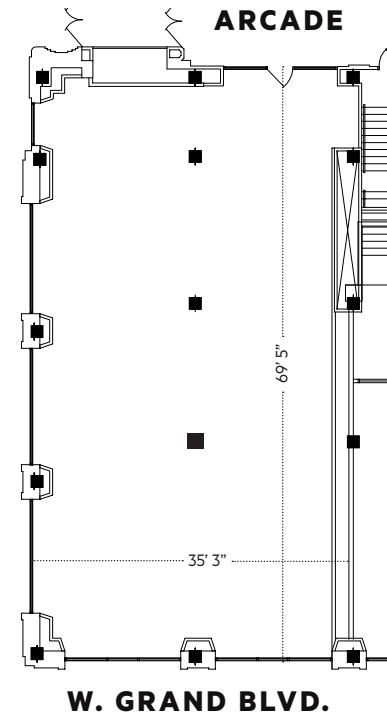
DETAILS

Storefront and entrance on W. Grand Blvd.

Corner suite with windows along Grand Blvd. and Third Ave.

16'11" ceiling height

Space includes window into building entrance vestibule



SUITE 122: 2,424 SF AVAILABLE



SUITE 122: CORNER SUITE WITH FRONTAGE ALONG W. GRAND BLVD. AND THIRD AVE.



REPRESENTATIVE STOREFRONTS WITH SIDEWALK ENTRANCES

Available Retail: Suite 104

AVAILABLE SQUARE FEET:

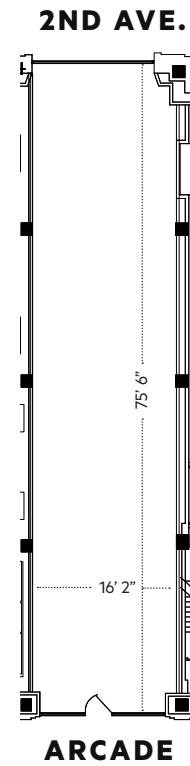
1,435

DIMENSIONS

75' 6" x 16' 2"

DETAILS

- Storefront and entrance on 2nd Ave.
- Additional mezzanine space for storage or office use
- Original tile flooring
- Display cases and desk



SUITE 104: 1,435 SF AVAILABLE

Available Retail: Suite 116

AVAILABLE SQUARE FEET:

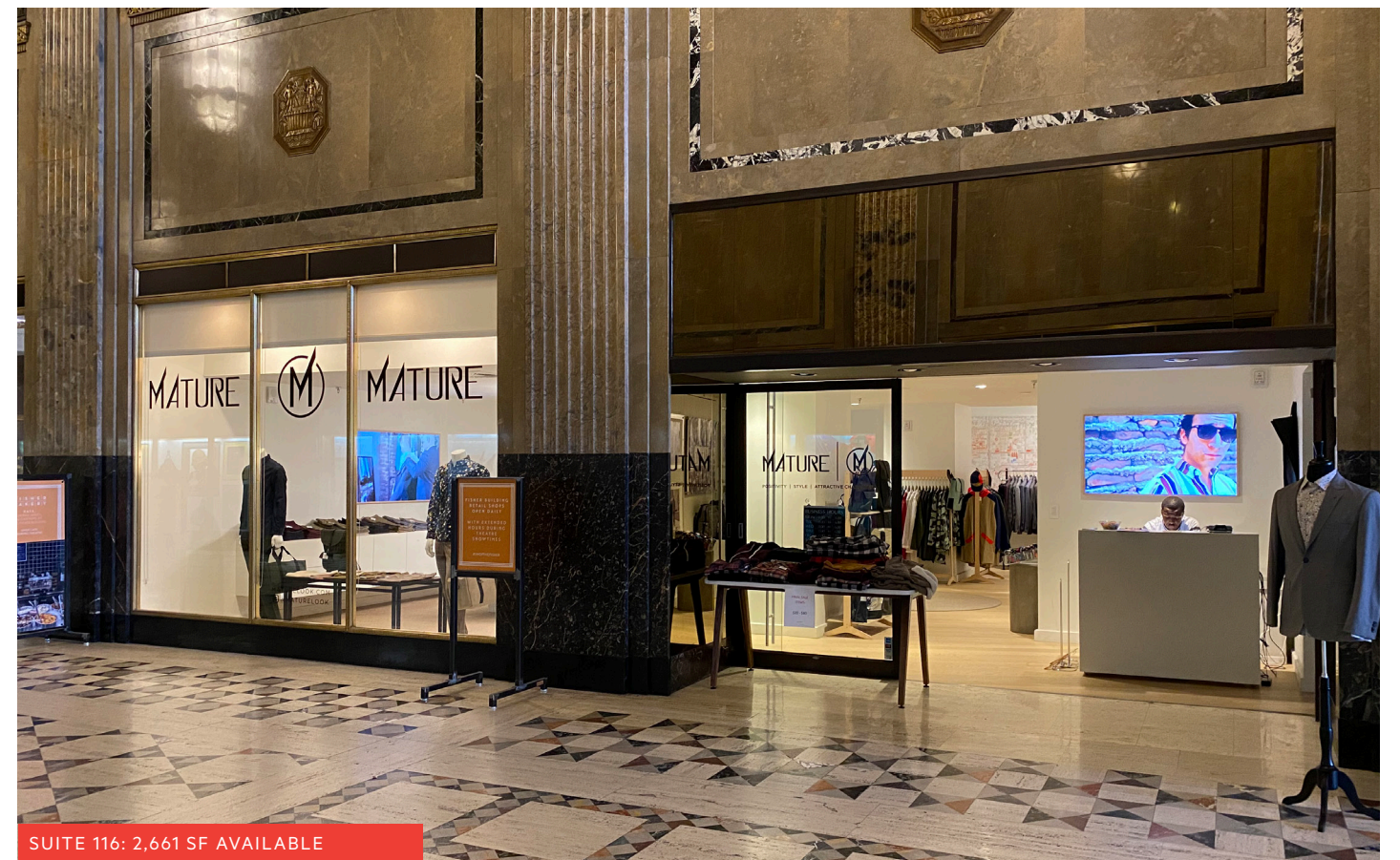
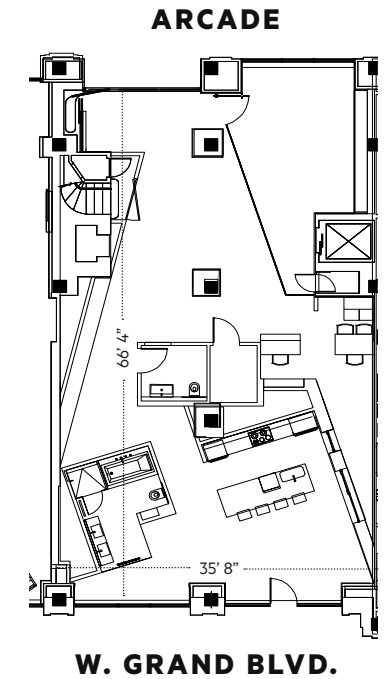
2,661

DIMENSIONS

35' 8" x 66' 4"

DETAILS

- Former leasing center with high-end finishes
- Storefront and entrance on W. Grand Blvd.
- Bathroom in suite
- Additional mezzanine space for storage or office use



SUITE 116: 2,661 SF AVAILABLE

Available Retail: Suite 119

AVAILABLE SQUARE FEET:

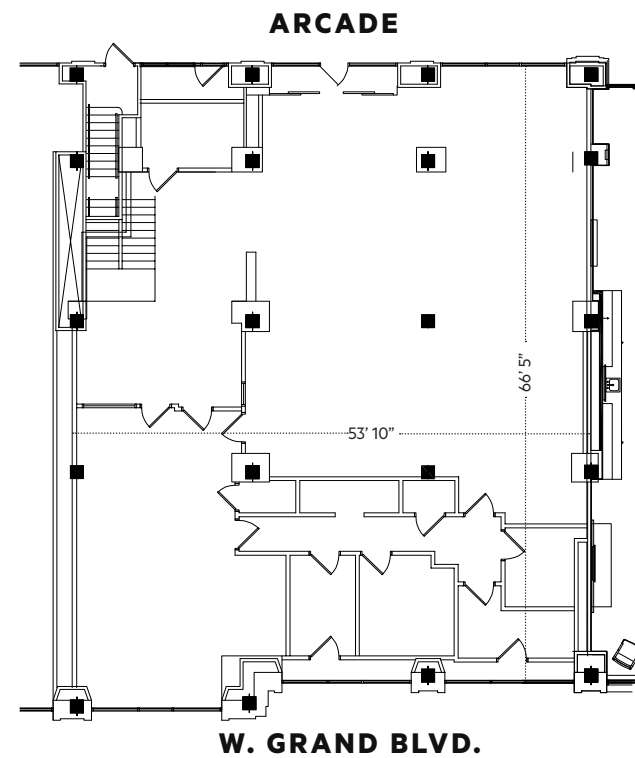
3,628

DIMENSIONS

53' 10" x 66' 5"

DETAILS

- Former bank location
- Storefront and entrance on W. Grand Blvd.
- 3 window bays inside the Arcade
- Bathroom and offices
- Small vestibule (former ATM)



Available Retail: Suite 125

AVAILABLE SQUARE FEET:

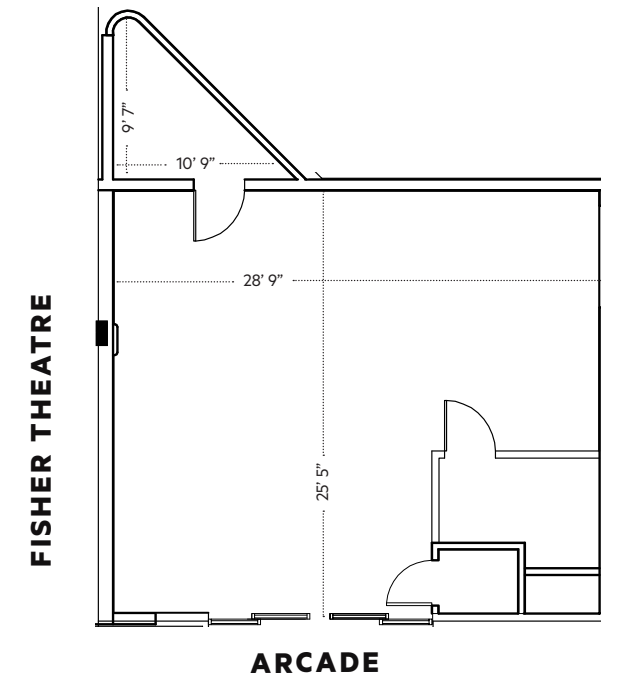
1,052

DIMENSIONS

25' 5" x 28' 9" and 9' 7" x 10' 9"

DETAILS

- Open floor plan
- Small office and storage room
- Located near Theatre entrance



REPRESENTATIVE STOREFRONTS



SUITE 125: 1,052 SF AVAILABLE

In the neighborhood

NEIGHBORHOOD ANCHORS

- 1 College for Creative Studies + Shinola HQ
- 2 Detroit Medical Center
- 3 Detroit Pistons Performance Center
+ Henry Ford Health System Center for Athletic Medicine
- 4 Fisher Building | Key Tenants
Children's Hospital Foundation, Kellogg Foundation
Strategic Staffing Solutions, United Way, WJR
- 5 Henry Ford Health System Brigitt Harris Cancer Pavilion
- 6 Henry Ford Health System Headquarters + Campus
- 7 Henry Ford Hospital
- 8 Ralph C. Wilson Jr. Foundation
- 9 TechTown Detroit
- 10 Wayne State University Campus
- 11 Wayne State University Police

ARTS, CULTURE & ENTERTAINMENT

- 12 Campus Martius Park
- 13 Charles H. Wright Museum of African American History
- 14 Comerica Park
- 15 Detroit Children's Museum
- 16 Detroit Historical Museum
- 17 Detroit Institute of Art
- 18 Detroit Opera House
- 19 Detroit Public Library
- 20 Detroit Riverwalk
- 21 Detroit Symphony Orchestra
+ The Max M. & Marjorie S. Fisher Music Center
- 22 Eastern Market
- 23 The Filmore Detroit
- 4 Fisher Theatre @ Fisher Building
- 24 Ford Field
- 25 Ford Piquette Avenue Plant
- 26 Fox Theatre
- 27 Little Caesars Arena
- 28 Michigan Science Center
- 29 Michigan Urban Farming Initiative
- 30 Motown Museum
- 31 Museum of Contemporary Art Detroit
- 32 New Center Park
- 33 TCF Center
- 34 Wayne State University Art Gallery @ 6001 Cass
(coming soon)

FOOD + BEVERAGE

- 35 Avalon Café + Biscuit Bar
- 36 Babo
- 37 Baobab Fare (coming soon)
- 38 Batch Brewing (coming soon)
- 39 Beyond Juicery + Eatery @ The Boulevard
- 40 Bucharest Grill
- 41 Chartreuse concept (coming soon)
- 42 Common Pub
- 43 Cuisine
- 4 Fisher Bakery @ Fisher Building

FOOD + BEVERAGE (CONT.)

- 44 Ima
- 45 Jimmy Johns
- 46 Kiesling
- 47 The Kitchen, by Cooking with Q
- 48 Marble Bar
- 49 New Center One restaurants
- 50 Northern Lights Lounge
- 51 Oak and Reel (coming soon)
- 3 Plum Market + Zingerman's Café @ Detroit Pistons
Performance Center
- 52 Selden Standard concept (coming soon)
- 4 Stella Good Coffee @ Fisher Building
- 53 Starbucks
- 54 Supino Pizzeria concept (coming soon)
- 55 Time Will Tell (coming soon) @ Baltimore Station I
- 56 Tony V's Tavern
- 57 Woodward Cocktail Bar
- 58 Yumvillage
- 59 Zo's Good Burger
- 60 Z's Villa

SHOPPING + DAILY ESSENTIALS

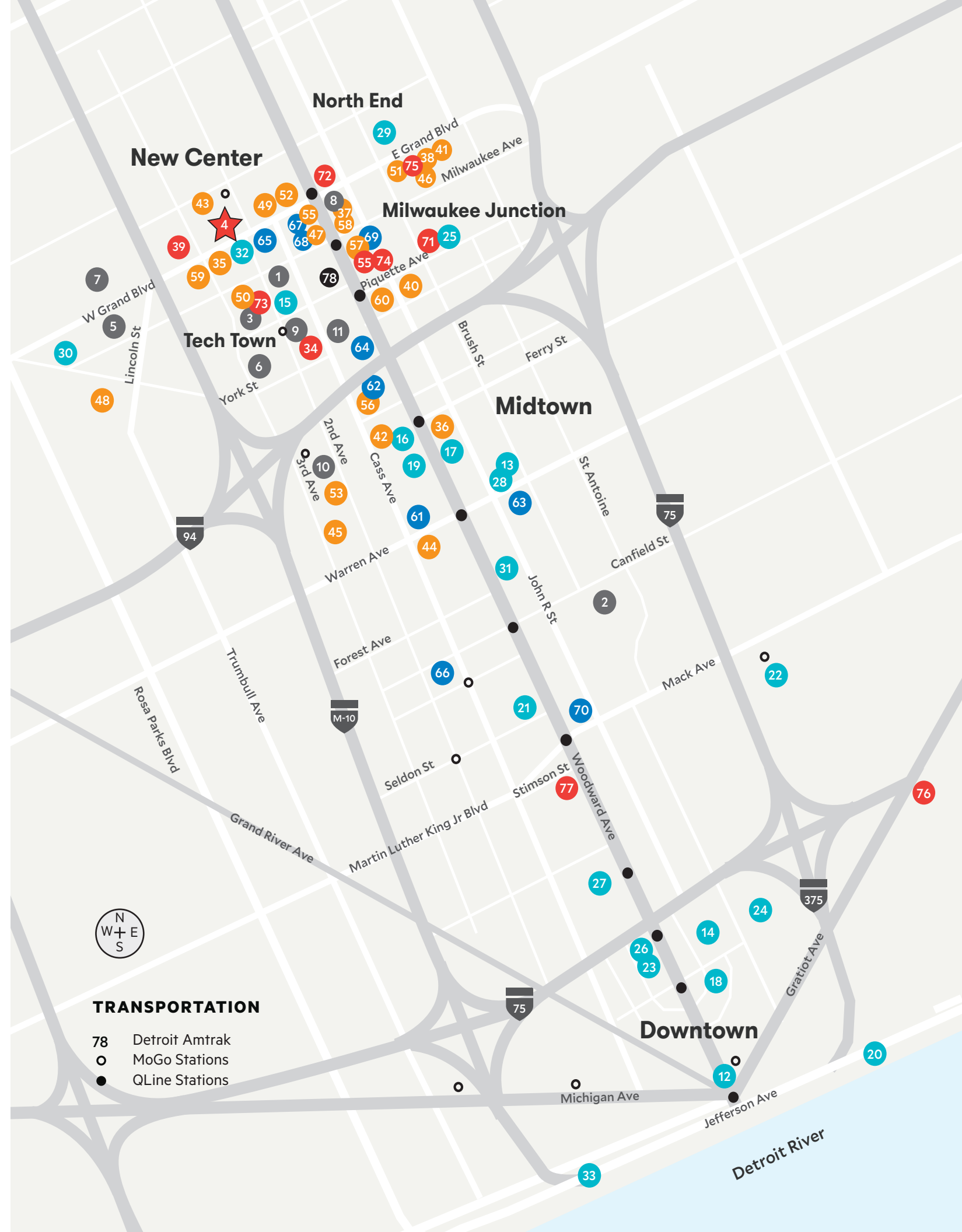
- 61 Barnes + Noble
- 62 Carhartt
- 39 Comerica Bank @ The Boulevard
- 63 CVS
- 4 Hair. A Salon @ Fisher Building
- 55 Huntington Bank @ Baltimore Station I
- 64 London Luggage Shop
- 4 Mature Men's Fashions @ Fisher Building
- 65 Michigan Secretary of State @ Cadillac Place
- 39 Orangetheory Fitness @ The Boulevard
- 4 The Peacock Room @ Fisher Building
- 4 Pure Detroit @ Fisher Building
- 4 Russell's Pharmacy @ Fisher Building
- 66 Shinola
- 67 The TEN Nail Bar
- 68 Urbanum
- 69 U.S. Post Office
- 70 Whole Foods Market
- 4 William + Bonnie Alterations @ Fisher Building

THE PLATFORM DEVELOPMENTS

- 71 411 Piquette (residential + office)
- 34 6001 Cass (office + retail)
- 72 7300 Woodward (office + retail)
- 73 Baltimore Garage
- 55 Baltimore Station I (residential + retail)
- 74 Baltimore Station II (residential + retail)
- 39 The Boulevard (residential + retail)
- 75 Chroma (office)
- 76 Gratiot (hospitality + retail + residential)
- 4 Fisher Building (office + retail)
- 77 Woodward West (residential + retail)

TRANSPORTATION

- 78 Detroit Amtrak
- MoGo Stations
- QLine Stations



Area anchor institutions



State of Michigan @ Cadillac Place

Cadillac Place, formerly the General Motors Building, is a 15-story office complex located at West Grand Boulevard and Second Avenue in New Center. It houses several State of Michigan government agencies, over 2,000 State employees, and additional office and retail. It was designated a National Historic Landmark in 1985.



College for Creative Studies + Shinola Headquarters

The College for Creative Studies (CCS) is a private college in Detroit that enrolls more than 1,400 students focused on arts and education. Founded in 1906, as the Detroit Society of Arts and Crafts, CCS plays a key role in Detroit's cultural and educational communities. Shinola Headquarters is located in the A. Alfred Taubman Center of the CCS main campus in Midtown.



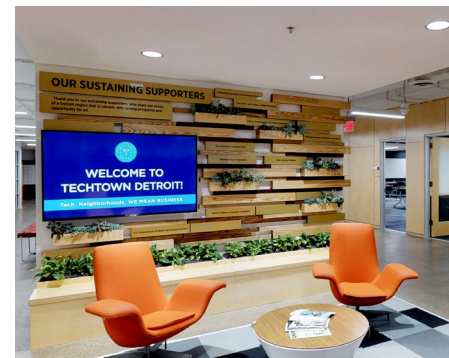
Pistons Performance Center + HFHS Center for Athletic Medicine

The Detroit Pistons Performance Center is a recently completed, new construction mixed-use development in Tech Town. It serves as the training place for the Detroit Pistons and the corporate headquarters for the NBA franchise. It features public spaces for events and ground-floor retail for the surrounding community. It also includes the Center for Athletic Medicine managed by Henry Ford Health System.



HFHS Brigitte Harris Cancer Pavilion

The Henry Ford Health System Brigitte Harris Cancer Pavilion will be a destination center for ambulatory cancer treatment, precision medicine, clinical trials and research, and enhanced support services for cancer patients. It is part of a 300-acre expansion and neighborhood redevelopment initiative that will include retail, housing, and other mixed uses expected to open in 2020.



TechTown Detroit

TechTown Detroit is an entrepreneurial hub focused on helping tech startups and local businesses launch and grow. It is part of the Wayne State University System and offers coworking, office, meeting and event space for the greater New Center neighborhood.



Wayne State University Main Campus

Wayne State University (WSU) is a public research university in Detroit. It is the 3rd largest university in Michigan, consisting of 13 schools and colleges and offers nearly 350 programs to more than 27,000 graduate and undergraduate students in Midtown Detroit.

Area art, culture & entertainment



Detroit Institute of Arts

The Detroit Institute of Arts (DIA), founded in 1885, has one of the largest and most significant art collections in the United States. It features over 100 galleries, a 1,150-seat theatre, a 380-seat hall for recitals and lectures, a reference library, and a conservation service library. It is ranked as one of the top six museums in the world, hosts major art exhibitions, and an estimated 677,500 visitors annually.



Detroit Public Library

Detroit Public Library (DPL) opened in 1865 as a 5,000 book collection located in one room of the old Capitol High School on Griswold Street. Today, DPL has 21 locations throughout Detroit with a collection of seven-million plus books. The main library, located on Woodward in Midtown, is listed on the National Registry of Historic Places.



Detroit Symphony Orchestra + The Max

The Detroit Symphony Orchestra (DSO) is the fourth oldest orchestra in the United States. The DSO performs throughout the Metro Detroit area in both paid neighborhood events and free community concerts. Its main performance center is Orchestra Hall located at The Max M. + Marjorie S. Fisher Music Center (The Max) in Midtown.



Fisher Theatre

The Fisher Building is home to the Fisher Theatre, one of the city's oldest live theatre venues. It is owned and operated by the Nederlander Theatrical Corporation and hosts an estimated 300,000 attendees each year. The theatre is considered a favorite by many Broadway stars.



Little Caesars Arena

Little Caesars Arena (LCA) is a new construction, multi-purpose arena in Midtown, in an area more specifically referred to as The District Detroit. LCA is home of the Detroit Red Wings and Detroit Pistons. It also features retail and restaurants, and hosts world-class entertainment events.



Michigan Urban Farming Initiative

The Michigan Urban Farming (MUFI) is a volunteer run, nonprofit organization that seeks to engage members of the community in sustainable agriculture. Their mission is to use urban agriculture as a platform to promote education, sustainability, and community. Their primary focus is the redevelopment of a three-acre area in Detroit's North End.

Area food & drinks



Avalon Cafe + Biscuit Bar

Avalon Cafe + Biscuit Bar is one of several locations of the popular Detroit-based bakery, Avalon International Breads. The biscuit bar is a full service coffee bar and cafe with all-day breakfast and lunch in New Center.



Beyond Juicery + Eatery

Beyond Juicery + Eatery is an iconic Michigan restaurant franchise specializing in providing healthy, accessible breakfast and lunch options. It offers salads, smoothies, wraps, and more, made with fresh ingredients daily. Beyond Juice opened its second Detroit location at The Boulevard in New Center.



Northern Lights Lounge

Northern Lights Lounge is a casual dining restaurant and bar in New Center. The neighborhood staple offers typical pub fare with outdoor patio space, DJ and live band nights. It is an office favorite for lunch and happy hour!



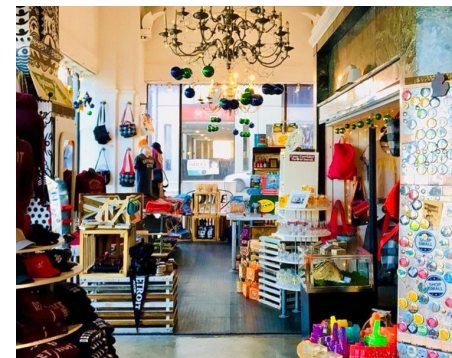
Fisher Bakery

The Fisher Bakery, located in the historic Fisher Building, serves breakfast and lunch daily. The menu includes breakfast sandwiches, homemade soups, unique salads and delicious baked goods. The quaint deli is the perfect escape on a busy day. Grab a coffee and chocolate croissant and see for yourself!



Stella Good Coffee

Stella Good Coffee is an independently owned coffee shop offering locally-roasted coffee, tea, daily baked goods from Avalon International Breads, and soup from Russell Street Deli. It has been a staple in the Fisher Building since 2013.



Plum Market + Zingerman's Cafe

Plum Market is a Michigan-based grocer bringing a new retail store and cafe to the new Detroit Pistons Performance Center in Tech Town. The 5,000-square-foot store is open to the public and features the popular Zingerman brand coffee shop, a grab-and-go snack bar, and a casual dining experience serving a healthy menu with wine and beer.

Area shopping & daily essentials



Orangetheory Fitness

Orangetheory Fitness (OTF) is a privately owned fitness franchise based in Florida. It offers group personal training workouts based on High Intensity Interval Training that blend cardiovascular and strength training. OTF opened its first Detroit location at The Boulevard in New Center.



Pure Detroit

Pure Detroit is the original Detroit culture shop. Since opening their first store in the David Whitney building in 1998, Pure Detroit has grown to six locations, each located in landmark Detroit buildings. Their flagship store is located in the Fisher Building in New Center. Pure Detroit uses the rich history of Detroit to provide amazing Detroit inspired apparel, artwork, books and more!



Russell's Fisher Pharmacy

Russell's Fisher Pharmacy is an independently owned pharmacy and convenience store in the Fisher Building serving the greater New Center area. Russell's offers health and beauty products, as well snacks, candy, tobacco products, reading materials, greeting cards, and gifts.



The TEN Nail Bar

The TEN Nail Bar is an elevated nail care experience curated to provide stellar customer service and workmanship. The TEN opened its second Detroit location in New Center in Summer 2019.



Whole Foods Market

Whole Foods Market is an eco-minded chain with natural and organic grocery items, housewares and other products. In 2013, Detroit welcomed the city's first Whole Foods market at The Ellington in Midtown. The market established nearly 200 jobs for residents in the city.



William + Bonnie

William + Bonnie (W+B) is an alterations boutique located in the historic Fisher Building in New Center. W + B provides full-service clothing alterations, quality tailoring, and restyling services. They incorporate the concepts of sustainability both in their workforce development and environmental impact.

Fisher Building

A DEVELOPMENT BY

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