

the Platform

# The Boulevard

2911 WEST GRAND BOULEVARD, DETROIT



RETAIL SPACE PRESENTED BY COLLIERS

A DEVELOPMENT BY THE PLATFORM



# The Boulevard

2911 WEST GRAND BOULEVARD, DETROIT

The Boulevard is a newly constructed mixed-use development at the corner of West Grand Boulevard and Third Avenue in New Center. Ideally located in a neighborhood of professional institutions and cultural gems, The Boulevard is walking distance to Henry Ford Hospital, Fisher Building, several large office buildings, two universities and is less than two blocks from QLine streetcar and MoGo electric bike stations. The Boulevard is also less than a mile from major area expressways.

The six-story building is highly visible with its modern design and varied use of brick, metal and glass. First floor retail spaces feature large window walls to engage and invite the community inside. A discreet attached parking structure services residents, visitors and retailers.

## Stage of Development



**NEIGHBORHOOD**  
New Center

**ADDRESS**  
2911 W. Grand Boulevard

**DATE COMPLETE**  
Fall 2019

**PROJECT TYPE**  
Residential & Retail

**TOTAL SIZE**  
207,000 SF

**RESIDENTIAL**  
231 Units

**TOTAL RETAIL**  
17,500 SF

**AVAILABLE RETAIL**  
8,395 SF

**PARKING**  
330 Spaces in structure

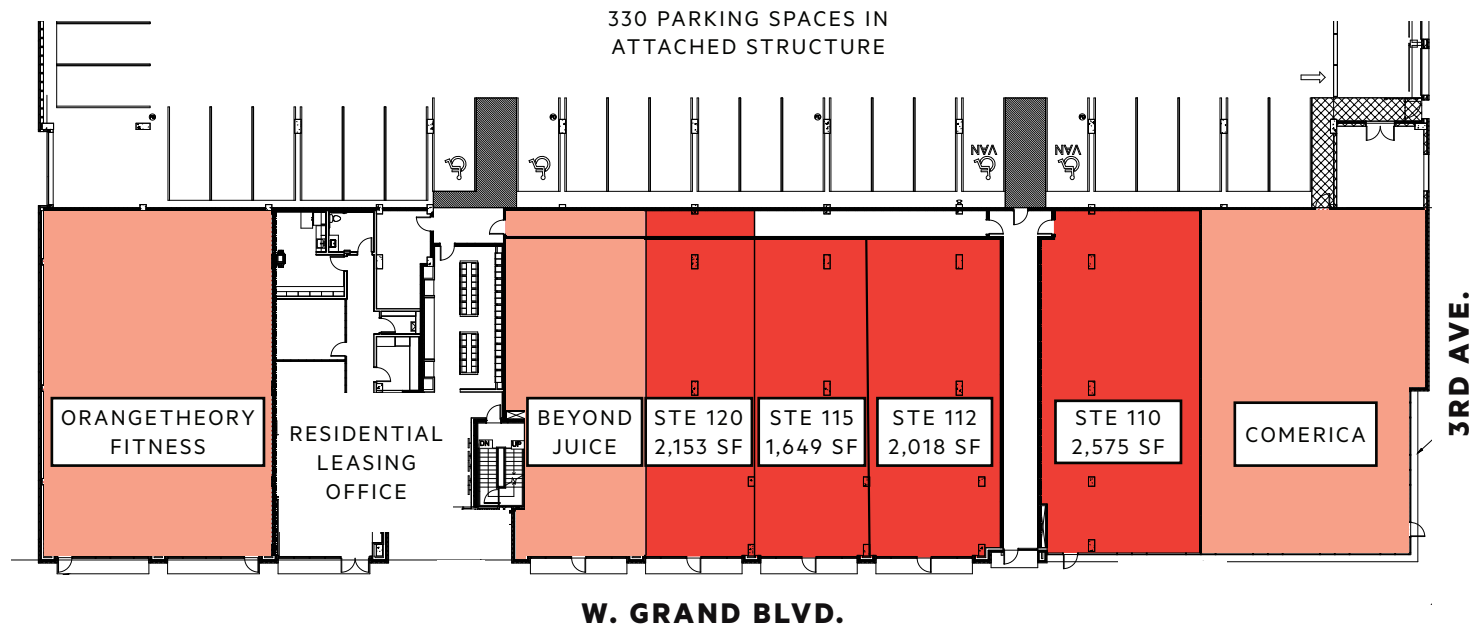
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[theplatform.city](http://theplatform.city)

THE BOULEVARD







AVAILABLE RETAIL SQUARE FEET:

8,395

1,649-8,395 SF  
MIN/MAX

A new 231-unit residential and retail development on the corner of Third Avenue and Grand Boulevard between Henry Ford Hospital and the Fisher Building, The Boulevard offers prime visibility and accessibility along a well-trafficked corridor in a walkable urban community.

BUILDING AMENITIES

- New construction
- Storefronts on W. Grand Blvd.
- Large windows
- Attached parking structure
- Street parking
- Walkable neighborhood
- Excellent freeway access

JOIN RETAIL TENANTS

- Beyond Juicery + Eatery
- Comerica Bank
- Orangetheory Fitness

DAYTIME POPULATION

25,735

TRAFFIC COUNT

40,653

IN THE NEIGHBORHOOD

Henry Ford Health System Campus, Wayne State University, College for Creative Studies, Fisher Building, Fisher Theatre, Cadillac Place, New Center One, TechTown Detroit, WeWork, Tata Technologies, Detroit Pistons Performance Center, University Preparatory Academy, Midtown Cultural Center

TRANSIT/ACCESS

Near I-94, M-10, I-75, I-96 and Woodward  
Bus #023, 042, 016, 080, 089, 851  
QLine Station: Grand Blvd  
MoGo Stations: Second Ave & W Grand Blvd and Henry Ford Hospital  
Amtrak Detroit Station





# Available Retail: Suite 110

AVAILABLE SQUARE FEET:

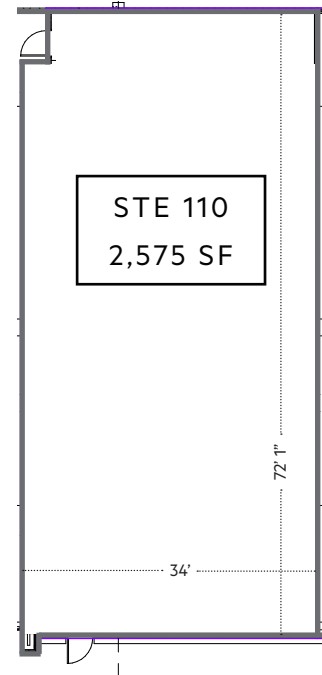
# 2,575

**DIMENSIONS**

34' x 72' 1"

**DETAILS**

Storefront on W. Grand Blvd  
18'+ clear height  
Large windows  
Located next to Comerica



SUITE 110: 2,575 SF AVAILABLE

# Available Retail: Suite 112

AVAILABLE SQUARE FEET:

# 2,018

**DETAILS**

Storefront on W. Grand Blvd.  
May be combined for 5,820 SF  
18'+ clear height  
Large windows  
Located next to public retail corridor



SUITE 112: 2,018 SF AVAILABLE



# Available Retail: Suite 115

AVAILABLE SQUARE FEET:

# 1,649

**DETAILS**

Storefront on W. Grand Blvd.  
May be combined for 5,820 SF  
18'+ clear height  
Large windows



SUITE 115: 1,649 SF AVAILABLE

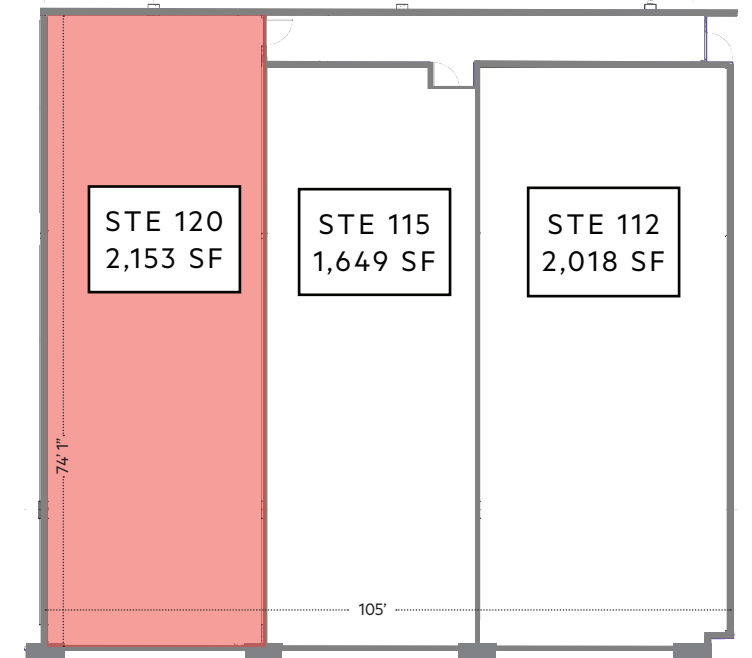
# Available Retail: Suite 120

AVAILABLE SQUARE FEET:

# 2,153

**DETAILS**

Storefront on W. Grand Blvd.  
May be combined for 5,820 SF  
18'+ clear height  
Large windows  
Located next to Beyond Juicery



SUITE 120: 2,153 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.)

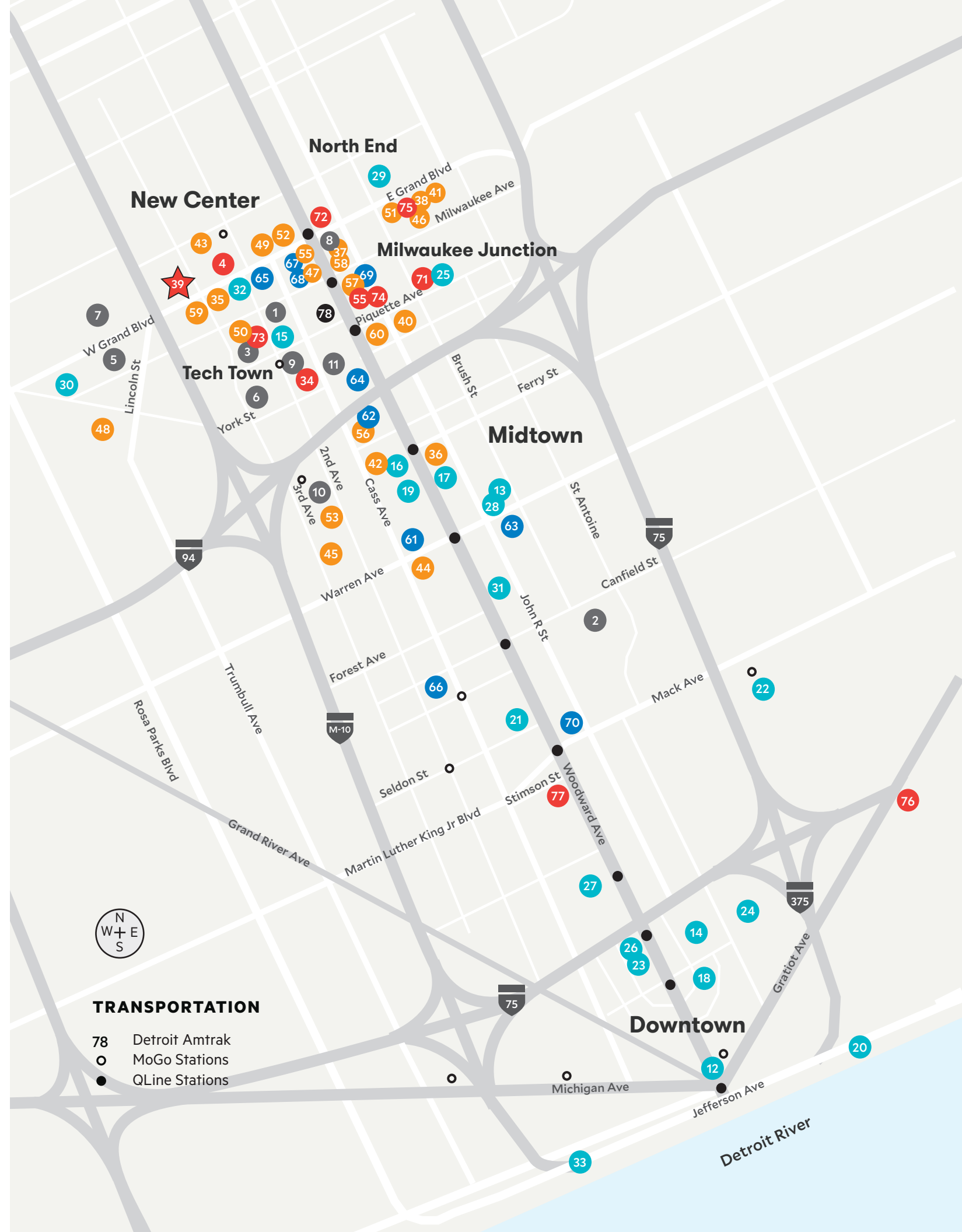
- 44 Ima
- 45 Jimmy Johns
- 46 Kiesling
- 47 The Kitchen, by Cooking with Q
- 48 Marble Bar
- 49 New Center One restaurants
- 50 Northern Lights Lounge
- 51 Oak and Reel (coming soon)
- 3 Plum Market + Zingerman's Café @ Detroit Pistons  
Performance Center
- 52 Selden Standard concept (coming soon)
- 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.



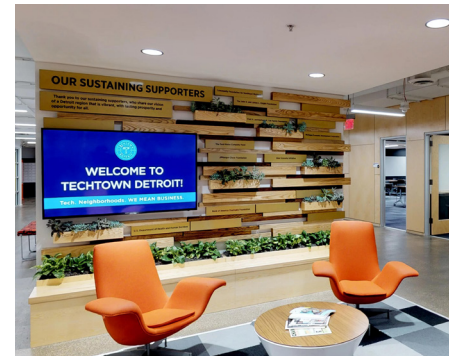
### Pistons Performance Center + HFHS Center for Athletic Medicine

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.



### Fisher Building + Fisher Theatre

The Fisher Building, known as "Detroit's Largest Art Object", is an office, retail, and entertainment destination in New Center. The Albert Kahn building, built in 1928, was designated a National Historic Landmark in 1989. The Fisher Building is also home to the Fisher Theatre, which hosts an estimated 300,000 attendees per year.



### 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.



### 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.



### 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.



### 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 this year.



### 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!



### Kiesling

Kiesling is a popular bar located in Milwaukee Junction. Originally built in 1890, the Kiesling space has previously served as several food, beverage, and living options. The bar was established in 2017, joining a thriving neighborhood with a great mix of residents and businesses.



### 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 has opened their 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.



# The Boulevard

A DEVELOPMENT BY

**The Platform**

RETAIL SPACE OFFERED BY

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