

the Platform

Woodward West

3439 WOODWARD AVENUE, DETROIT



RETAIL SPACE AVAILABLE FOR LEASE

PLATFORM LEASING & BROKERAGE

Woodward West

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The Platform and Queen Lillian are partnering in the construction of a new residential and retail development located along Woodward Avenue just south of Martin Luther King Jr. Boulevard / Mack Avenue in Midtown.

Sitting on 1.85 acres, the five-story building will include 204 apartment units and 24,800 square feet of first floor retail space. Residential units will be offered at affordable and market rates.

Woodward West is situated within a walkable neighborhood rich in amenities such as a grocery store, coffee shops, restaurants and banks. The development is four blocks north of Detroit's sports and entertainment district. This transit-oriented development is located near QLine and bus stops, and is easily accessible from major Detroit freeways.

Stage of Development



NEIGHBORHOOD
Midtown

ADDRESS
3439 Woodward Ave.

PROJECT TYPE
Residential & Retail

CONSTRUCTION TYPE
New Construction

EXPECTED COMPLETION
Spring 2022

TOTAL SIZE
188,000

RESIDENTIAL
204 Units

TOTAL RETAIL
24,800 SF

PARKING
84+ Spaces

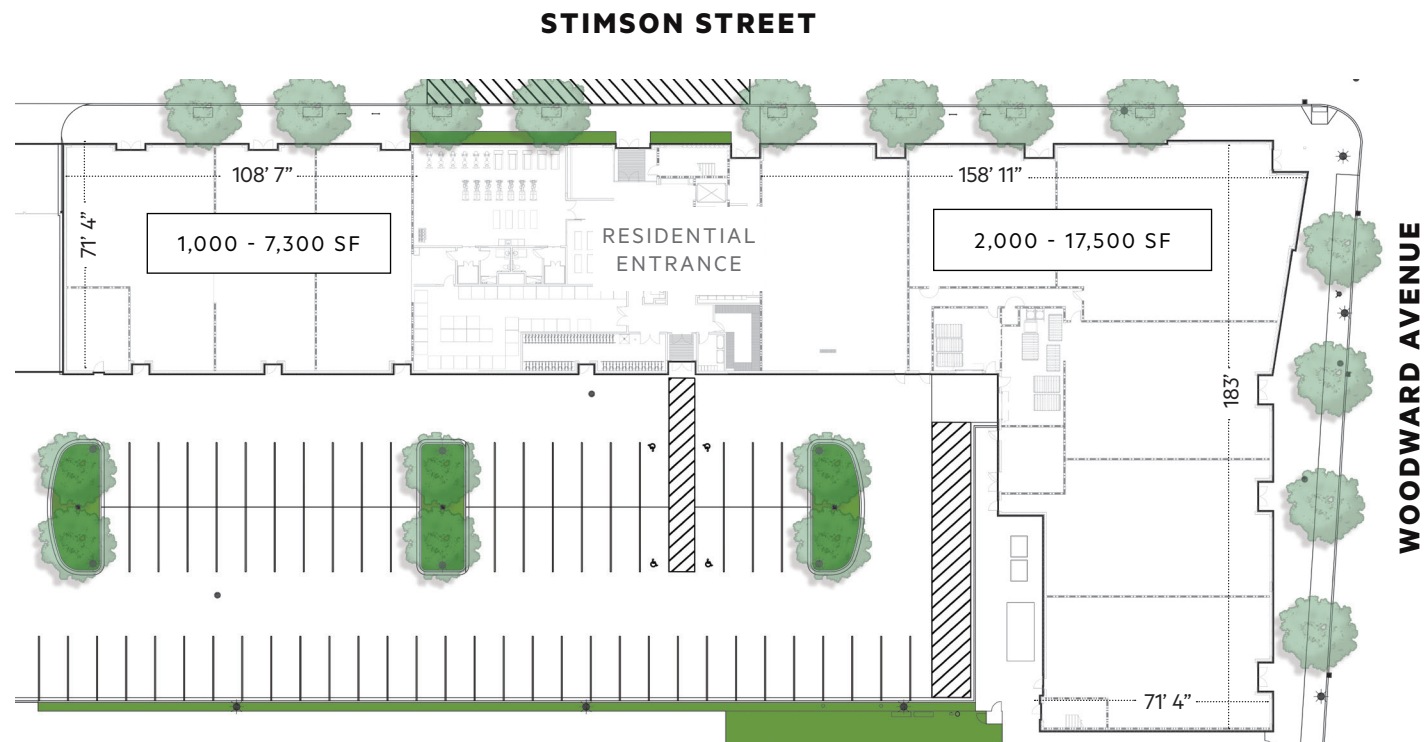
theplatform.city

leasing@theplatform.city

Our goal is to create a development approach in neighborhoods that honors existing residents and businesses while creating new and exciting services and amenities.

Peter D. Cummings
Executive Chairman & CEO





AVAILABLE SQUARE FEET:

24,800

1,000-17,500 SF
MIN/MAX

A new development along Woodward Avenue in Midtown, Woodward West offers retail spaces ranging from 2,000-17,500 SF in a 204-unit residential building.

BUILDING AMENITIES

- New Construction
- Frontage along Woodward
- 14' ceilings
- Floor-to-ceiling windows
- On-site and nearby parking
- QLine and bus accessible

ANNUAL DISTRICT VISITORS

2.5 Million

TRAFFIC COUNT

23,749

WALK SCORE

91

IN THE NEIGHBORHOOD

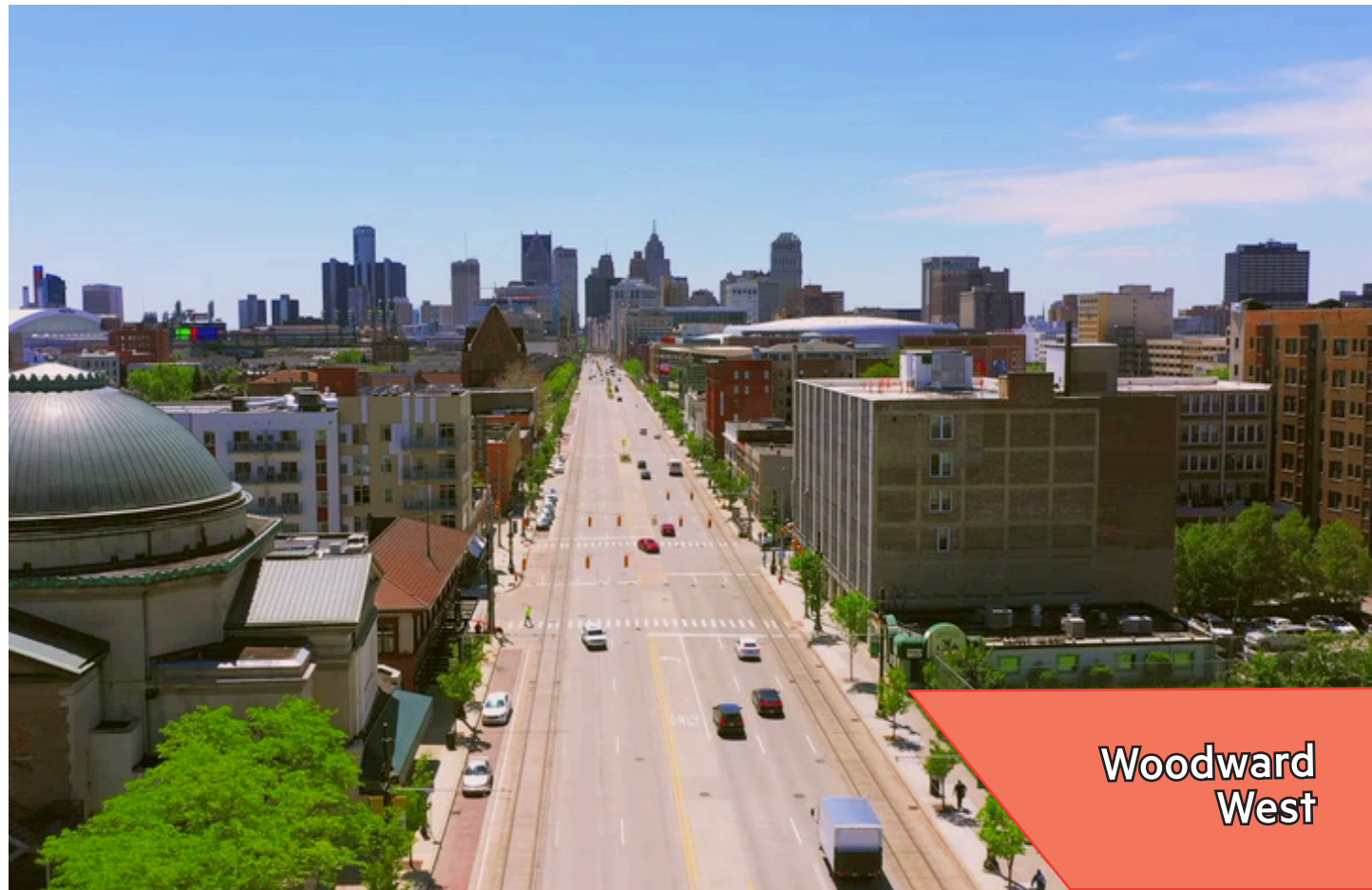
Wayne State University, College for Creative Studies, Detroit Medical Center, Henry Ford Health System, Detroit Symphony Orchestra + The Max, Detroit Institute of Arts, Museum of Contemporary Art, Michigan Science Center, Museum of African American History, Detroit Public Library, Little Caesars Arena, Detroit Pistons Performance Center, Whole Foods Market, The Majestic Theatre

TRANSIT/ACCESS

Near I-94, I-75, M-10, I-96. Well serviced by bus and QLine streetcar with numerous stops along Woodward Avenue. Several MoGo Stations in neighborhood.



Midtown is one of the hottest neighborhoods in Detroit and arguably the country. This walkable and affordable district is home to the City's renowned arts and cultural center, ever-expanding commercial corridors, major universities, medical center and historic neighborhoods and \$1.1 billion in planned investment.



In the neighborhood

ANCHOR INSTITUTIONS

- 1 College for Creative Studies
- 2 Detroit Medical Center
- 3 Detroit Pistons Performance Center
- 4 Henry Ford Hospital + Health System
- 5 John D. Dingell VA Medical Center
- 6 Karmanos Cancer Institute
- 7 TechTown Detroit
- 8 Wayne State University

ARTS, CULTURE + ENTERTAINMENT

- 9 Bonstelle Theatre
- 10 Campus Martius Park
- 11 Charles H. Wright Museum of African American History
- 12 Comerica Park
- 13 Detroit Children's Museum
- 14 Detroit Historical Museum
- 15 Detroit Institute of Arts
- 16 Detroit Opera House
- 17 Detroit Public Library
- 18 Detroit Riverwalk
- 19 Detroit Symphony Orchestra
+ The Max M. & Marjorie S. Fisher Music Center
- 20 The Filmore Detroit
- 21 Fisher Theatre @ The Fisher Building
- 22 Ford Field
- 23 Fox Theatre
- 24 Little Caesars Arena
- 25 The Masonic
- 26 The Majestic Theatre
- 27 Michigan Science Center
- 28 Museum of Contemporary Art Detroit
- 29 TCF Center

FOOD + DRINK

- 30 Avalon International Breads
- 31 Bakersfield
- 32 The Block
- 33 Bronx Bar
- 34 Cass Café
- 35 Castalia at Sfumato
- 36 Chartreuse Kitchen + Cocktails
- 37 Chili Mustar Onions
- 38 Common Pub
- 39 Detroit Shipping Co.
- 40 Empire Kitchen + Cocktails
- 41 Founders Brewing Co.
- 42 Go Sy Thai
- 43 Great Lakes Coffee Detroit
- 44 Grey Ghost Detroit
- 45 Honest John's
- 46 HopCat

FOOD + DRINK (CONT.)

- 47 Ima
- 48 Jolly Pumpkin
- 49 La Feria
- 50 La Palma
- 51 Motor City Brewing Works
- 52 The Peterboro
- 53 Poke Poke
- 54 Rock City Eatery
- 55 Royale with Cheese
- 56 Seva
- 57 Seldon Standard
- 58 Shangri-La
- 59 SheWolf Pastificio + Bar
- 60 Traffic Jam & Snug
- 61 Tony V's Tavern
- 62 Urban Ramen
- 63 The Whitney

SHOPPING + DAILY ESSENTIALS

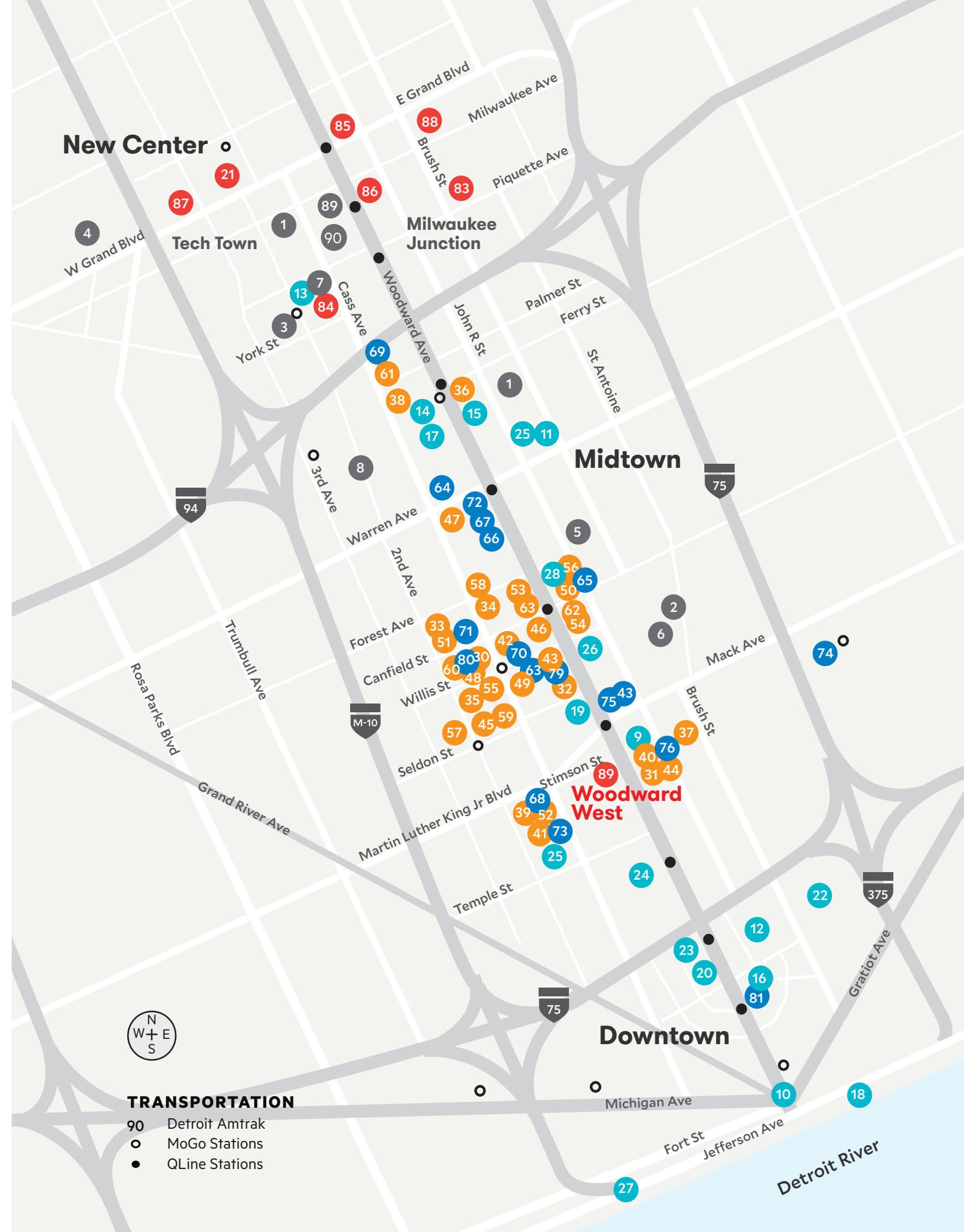
- 63 Artloft Midtown
- 64 Barnes + Noble
- 65 The Black Dress Co.
- 66 Blick Art Supplies
- 67 Bob's Classic Kicks
- 68 Canine to Five
- 69 Carhartt
- 70 Cass Corridor
- 71 City Birt + Nest
- 72 Detroit Artists Market
- 73 Downtown Detroit Bike Shop
- 74 Eastern Market
- 75 FedEx
- 76 For the Love of Sugar
- 21 Retailers @ The Fisher Building
- 3 Plum Market + Zingerman's Café
- 79 Pure Detroit
- 80 Run Detroit
- 80 Shinola
- 81 Somerset Collection Studio
- 80 Third Man Records
- 82 Whole Foods Market

PLATFORM PROPERTIES

- 83 411 Piquette (currently industrial)
- 84 6001 Cass (office, retail)
- 85 7300 Woodward (office, retail)
- 86 Baltimore Station I (residential, retail)
- 87 The Boulevard (residential, retail)
- 21 Chroma (office)
- 88 Fisher Building (office, retail)
- 89 Woodward West (residential, retail)

TRANSPORTATION

- 90 Detroit Amtrak
- MoGo Stations
- QLine Stations

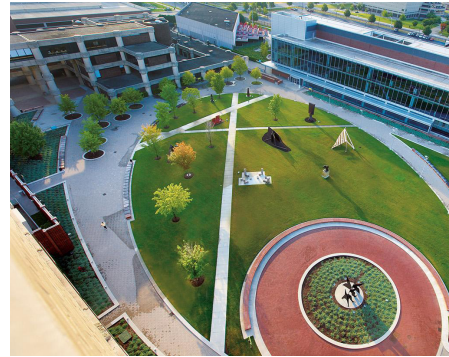


Area anchor institutions



Eastern Market

Eastern Market is a destination district for fresh food, restaurants, business, art and culture. Nourishing Detroit since 1891, the six-block area transforms into a vibrant open-air marketplace each Saturday with hundreds of vendors offering fresh produce, meat, flowers and specialty products. Additional market days and programming draw approximately 40,000 visitors each week.



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.



Detroit Medical Center

The Detroit Medical Center (DMC) is the largest healthcare provider in southeast Michigan and the leading academically integrated system in metro Detroit. Its Midtown campus includes general and specialty hospitals for children, women, surgery, rehabilitation, heart and vascular and more. DMC is affiliated with Wayne State University and Michigan State University medical schools.



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 Midtown area.



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.



Michigan Science Center

The Michigan Science Center inspires curious minds of all ages through STEM (science, technology, engineering and math) discovery and interactive education. The center includes an IMAX dome, 4D theater, Planetarium, stage for live shows and kids town, and offers more than 220 hands-on exhibits.



Detroit Symphony Orchestra + The Max

The Max M. + Marjorie S. Fisher Music Center (The Max) is home to Orchestra Hall and the world-renowned Detroit Symphony Orchestra (DSO). The DSO is known for trailblazing performances, collaborations with the world's foremost musical artists, and a deep connection to its city as evidence by its neighborhood concert series, live streaming and educational programs.



The Masonic

Detroit's neo-Gothic temple is the largest Masonic Temple in the world with more than 1,000 rooms including three theaters (the largest of which has seating for 4,650), two ballrooms, a 17,500-square-foot drill hall, chapel, lodge rooms and more. The nearly 100-year-old building is a popular venue for concerts, meetings, wedding and special events.



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.



Charles H. Wright Museum of African American History

Named for its founder, the Charles H. Wright Museum of African American History is a museum of artifacts and a place of cultural retention and growth. With more than 120,000 square feet, it is the largest African American historical museum in the world and holds the world's largest permanent exhibit on African-American culture.

Area food & drinks



Grey Ghost

Grey Ghost Detroit was born of dedicated craftsmen, committed to the art of butchery, refinement of crafting cocktails and unparalleled hospitality. The name is a nod to the alias of the most notorious run running pirate on the Detroit River during the Prohibition era. Although never identified, the legend of the Grey Ghost lives on at 47 East Watson.



Bakersfield

Bakersfield serves up authentic Mexican street fare and a selection of more than 100 tequilas and American whiskeys. It is a spot where the food is simple, the service is warm and the atmosphere is alive.



Motor City Brewing Works

Detroit's oldest operating brewery, Motor City Brewing Works is committed to producing hand-crafted superior quality beer, wine, cider and soda. Flagship and seasonal. Its taproom exudes a warm vibe and serves up brick-oven pizzas to accompany their flagship and seasonal beers. Additional seating in the beer garden and on the roof deck.



Honest John's

Honest John's is a relaxed eatery serving up breakfast all day and American classics in a down-home setting with a jukebox. Open 19 hours a day, early birds and night owls come classic good food - omelets, burgers, deli sandwiches, chicken, seafood, vegetarian burgers, appetizers, soups and salads.



Great Lakes Coffee Roasting

One of the original specialty coffee shops in Detroit, The Great Lakes Coffee Roasting Company has been roasting, brewing, and serving the highest quality coffee throughout Michigan for over 25 years. They pride themselves on their commitment to ethical sourcing, lasting relationships, and elevating the city of Detroit.



The Peterboro

The Peterboro offers unique American-Chinese fusion cuisine in a relaxed atmosphere. Guests enjoy a wide range of dishes such as Shanghai vegetable soup, crab Rangoon, cucumber avocado salad and classic bao buns, dumplings, rice and noodles dishes. The extensive bar menu features original house and classic cocktails, beer, wine and spirits.

Area shopping & daily essentials



City Bird + Nest

Orangetheory Fitness (OTF) is a privately owned fitness franchise based in Florida. It offers group personal training workouts that blend cardiovascular and strength training. OTF is opening their first Detroit location at The Boulevard in New Center this year.



Shinola

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.



Canine to Five

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.



For The Love of Sugar

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.



Third Man Records

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.

Woodward West

A DEVELOPMENT BY

The Platform & Queen Lillian

Platform Leasing & Brokerage

theplatform.city

leasing@theplatform.city

313.466.8600

Ed Wizner

Executive Vice President of Development