

411 Piquette

411 PIQUETTE AVENUE, DETROIT



COMMERCIAL SPACE AVAILABLE FOR LEASE

PLATFORM LEASING & BROKERAGE

411 Piquette

411 PIQUETTE AVENUE, DETROIT

Part of Milwaukee Junction's proud automotive heritage, 411 Piquette manufactured and exported cars around the world. Designed by Albert Kahn and attached to Ford's Piquette Avenue Plant, this 110,000-square-foot, 4-story brick building is being re-imagined to serve the next generation of Detroit creators and makers.

411 Piquette will be transformed into a mixed-use development with ground floor retail space. The large windows along the facades of Piquette Ave. and Brush St. will activate this important neighborhood intersection.

The building features large open floor plates, 14-foot clear heights, 24-foot column spacing, 7 loading docks, 2 drive-in doors, and ample secure parking. The site is 3 blocks from Woodward Avenue and offers convenient access to I-75, I-94 and the Lodge Freeway.

The Platform is committed to revitalizing Milwaukee Junction through the redevelopment of 411 Piquette and Chroma, a 75,000-square-foot office and co-working building a few blocks north, and Baltimore Station, a 27,000-square-foot residential and retail development to the west.

Stage of Development



NEIGHBORHOOD

Milwaukee Junction

ADDRESS

411 Piquette Avenue

PROJECT TYPE

Commercial

CONSTRUCTION TYPE

Historic Rehab

ORIGINAL DATE BUILT

1920

TOTAL SIZE

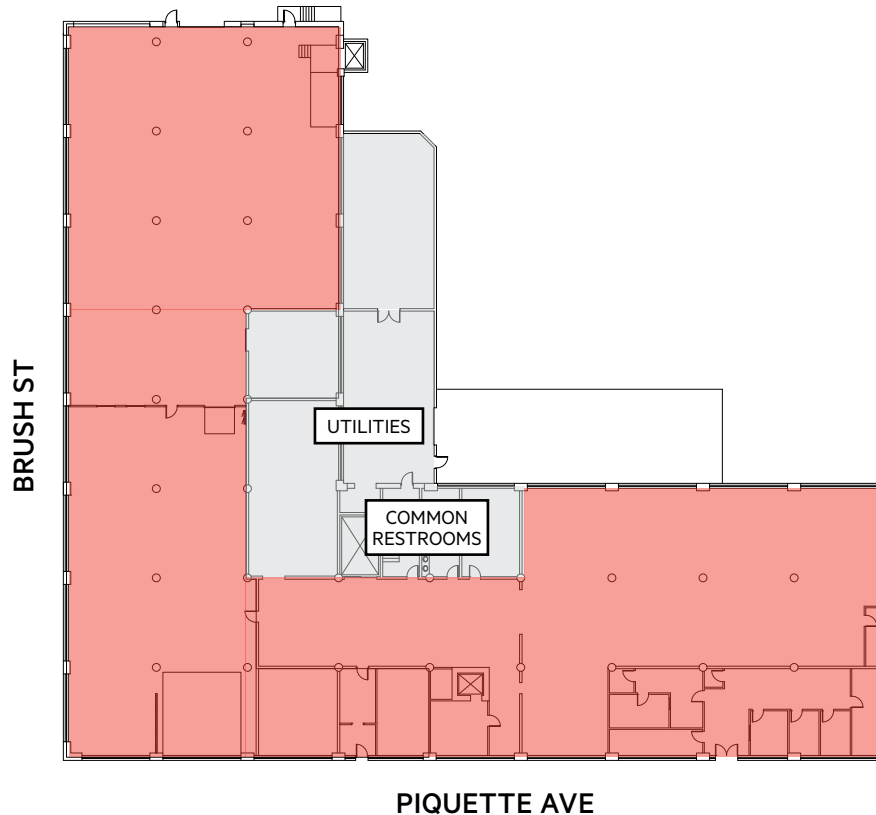
110,000 SF

“The Platform’s vision is to catalyze historic Milwaukee Junction as Detroit’s preeminent neighborhood for the creative class.”

Peter D. Cummings
Executive Chairman & CEO, The Platform

- + Historic architecture
- + Rich history
- + Creative community
- + Access to freeways + public transit
- + Existing institutions + infrastructure
- + Emerging food + beverage district





AVAILABLE SQUARE FEET:

110,000

25,000-110,000
MIN/MAX

411 Piquette offers virtually unlimited flexibility to suit a variety of users from creative and retail to office and light industrial. The building features large, open floor plates, high ceilings, abundant daylight, indoor and outdoor parking, 8-bay loading dock, and multiple overhead doors.

BUILDING AMENITIES

Ample secure on-site parking	5,000 SF garage
Open floor plates	7 loading decks, 2 drive-in doors
14' ceilings	Freight elevator
Large windows	

DAYTIME POPULATION

25,735

IN THE NEIGHBORHOOD

Rebuild Group, Howrani Studios, Jam Handy, ONE Mile Detroit, Underground Resistance, Techno Music Museum, Michigan Urban Farming Initiative, Tangent Gallery, Kiesling Bar, Woodward Cocktail Bar, Batch Brewing, Chroma, Fisher Building, Henry Ford Health System Campus, Wayne State University, College for Creative Studies, TechTown Detroit, Pistons Performance Center, Midtown Cultural Center

TRANSIT/ACCESS

Near I-75, I-94, M-10 and Woodward Ave.
Bus #445, 450, 460, 461, 462, 465, 849, 851
QLine Station: Amsterdam
MoGo Station: Second Ave & Burroughs St



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.)

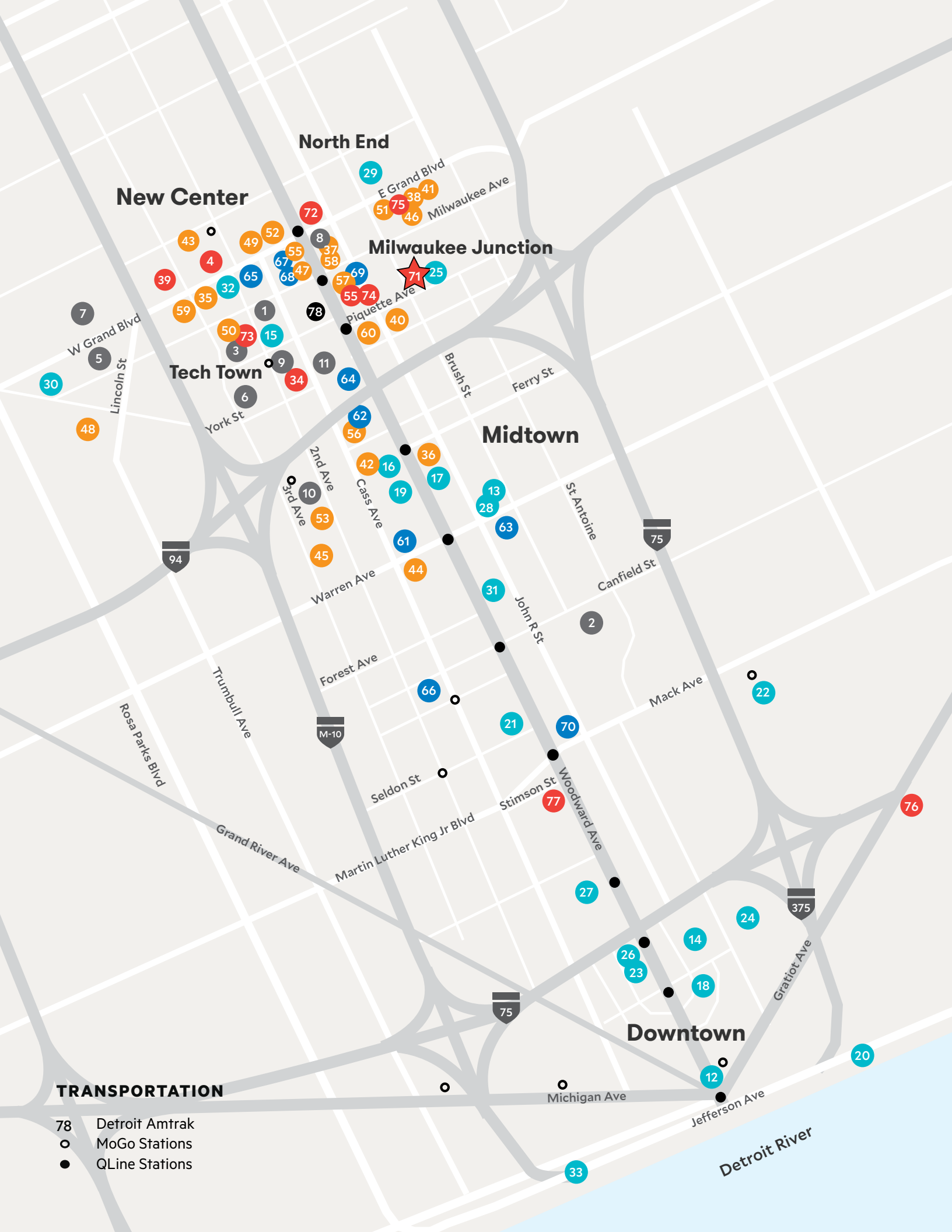
- 44 Ima
- 45 Jimmy Johns
- 46 Kiesling
- 47 The Kitchen, by Cooking with Q
- 48 Marble Bar
- 49 New Center One restaurants
- 50 Northern Lights Lounge
- 51 Oak and Reel (coming soon)
- 3 Plum Market + Zingerman's Café @ Detroit Pistons
Performance Center
- 52 Selden Standard concept (coming soon)
-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



New Center

North End

Milwaukee Junction

Tech Town

Midtown

Downtown

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.



Ford Piquette Avenue Plant

The Ford Piquette Avenue Plant is a museum dedicated to preserving Ford Motor Company's first purpose-built factory and its legacy as the birthplace of the Ford Model T which is considered the first affordable automobile that put the world on wheels. A National Historic Landmark, the plant hosts visitors from around the world with public and private events from car shows to weddings.



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 co-working, 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.



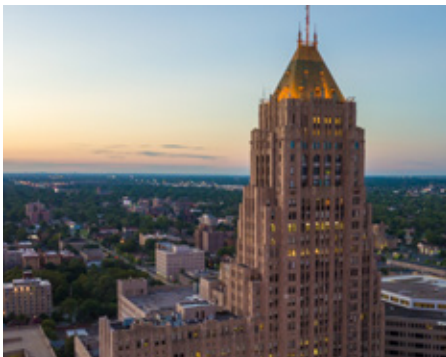
Detroit Public Library

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.



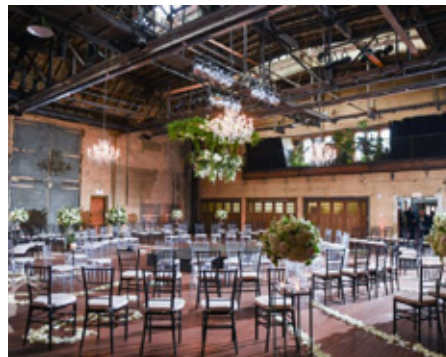
Detroit Symphony Orchestra + The Max

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 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.



Jam Handy

Named for the Detroit production company and film studio, the Jam Handy building on East Grand Boulevard is a relic from Detroit’s once bustling film industry that hosts film showings, weddings, dance competitions and other events while being restored to its former glory.



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.



Bucharest Grill

Bucharest Grill has been a local hot spot in Milwaukee Junction for over 10 years. The food ranges from classic Romanian dishes to middle-eastern concepts and American standards. Everything is an original recipe, handmade in a traditional kitchen.



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.



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 recently opened 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's first Detroit location is 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.

411 Piquette

A DEVELOPMENT BY

The Platform

Platform Leasing & Brokerage

theplatform.city

leasing@theplatform.city

313.466.8600

Ed Wizner

Executive Vice President of Development