

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.

In 2020, The Platform initiated a new phase of restoration focused on the Fisher Building facade. Its 325,000 square feet of marble is being surveyed to determine the best way to preserve its integrity and beauty for generations to come.

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

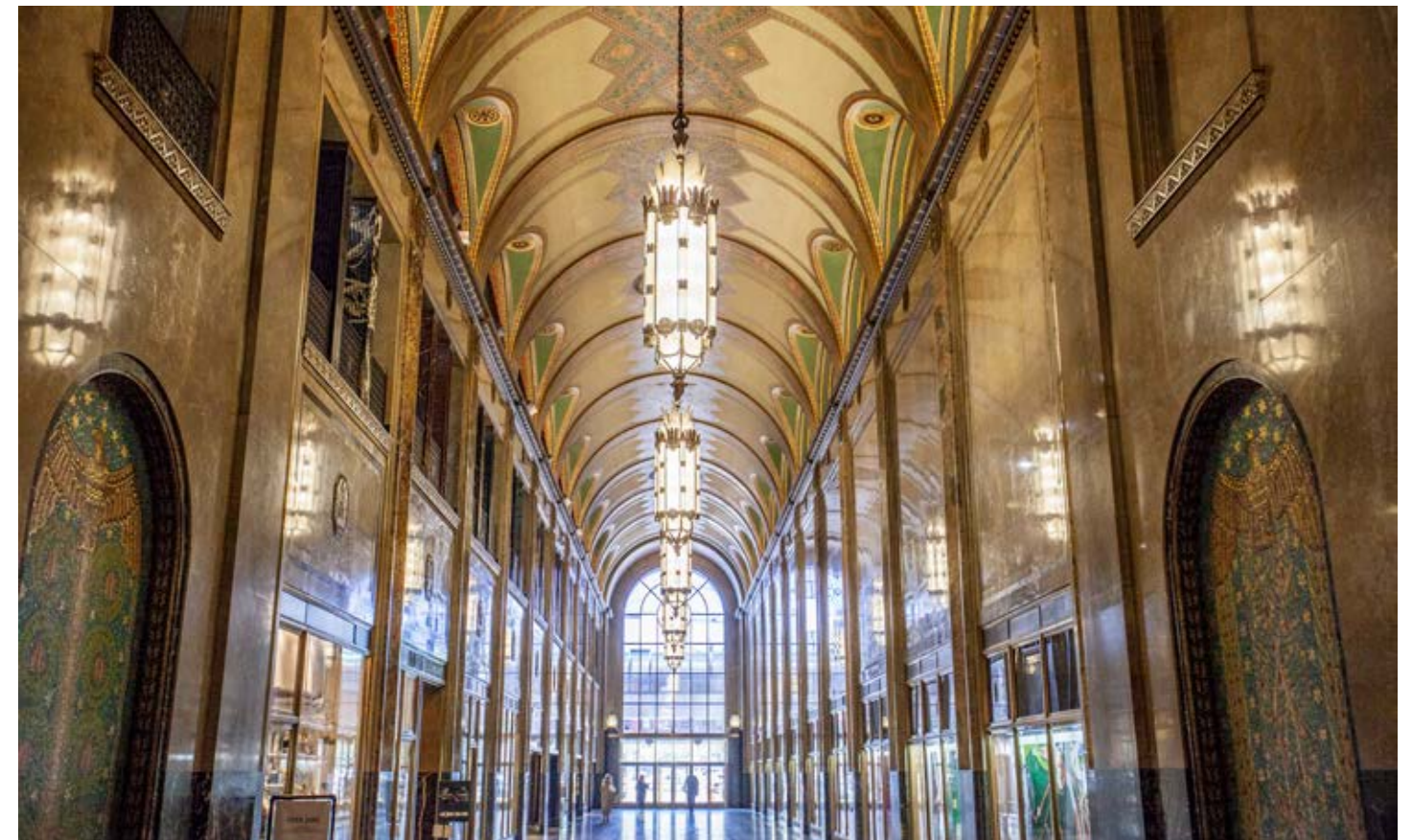
PARKING
1,900 Spaces

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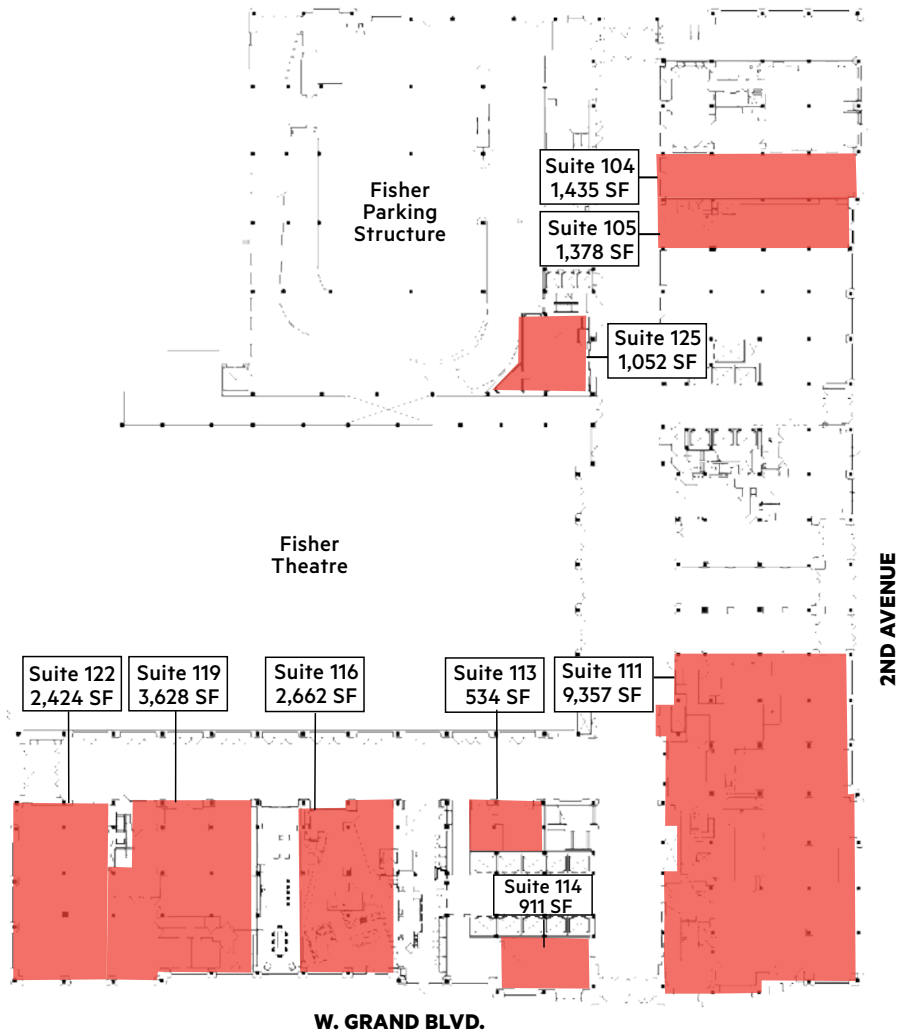
leasing@theplatform.city



THE FISHER BUILDING IS A NATIONAL HISTORIC LANDMARK TOURED BY THOUSANDS OF PEOPLE EVERY YEAR.



THE STUNNING THREE-STORY ARCADE IS ONE OF DETROIT’S PREMIER RETAIL DESTINATIONS.



AVAILABLE RETAIL

SUITE	SQUARE FEET	TYPE
104	1,435	Retail
105	1,378	Retail
111	2,000 - 9,357	Restaurant
113	534	Retail
114	911	Retail
116	2,662	Retail
119	3,628	Retail
122	2,424	Retail
125	1,052	Retail

AVAILABLE SQUARE FEET:

1,000 - 9,000

The Fisher Building has served as Detroit's premier retail destination throughout its history and is leading the resurgence of retail in New Center. From pop-up spaces to premier corner units, the Fisher Building has a variety of suites available for retail and restaurants. Quality suites with large windows, high ceilings and quality finishes, provide a solid foundation for business growth.

BUILDING AMENITIES

- Ample parking
- 24/7 security & access
- Pharmacy & convenience store
- Coffee shop

DAYTIME POPULATION

25,735

SPACE FEATURES

- Large windows for displays
- Sidewalk entrances
- High ceilings
- Mezzanines for storage or office

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



RETAIL SPACES OFFER WINDOW STOREFRONTS INSIDE THE ARCADE.



SUITES ARE AVAILABLE ALONG WEST GRAND BOULEVARD AND SECOND AVENUE WITH SIDEWALK ENTRANCES.

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

FOOD + BEVERAGE

- 34 Babo
- 35 Baobab Fare
- 36 Beyond Juicery + Eatery @ The Boulevard
- 37 Bucharest Grill
- 38 Chartreuse Kitchen & Cocktails
- 39 Common Pub
- 40 Cuisine
- 41 Freya & Dragonfly (coming soon)
- 42 Ima
- 43 Jimmy Johns

FOOD + BEVERAGE (CONT.)

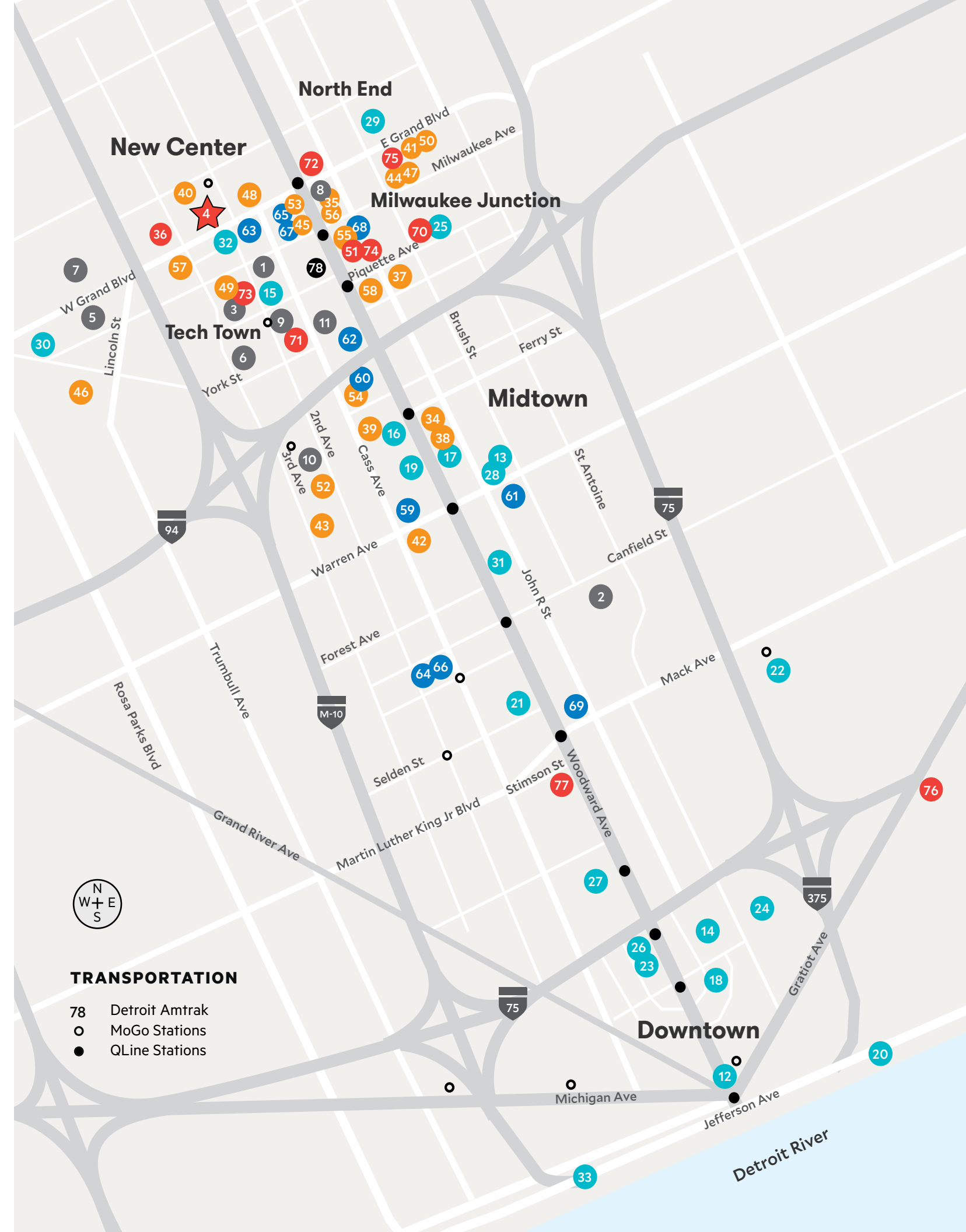
- 44 Kiesling
- 45 The Kitchen by Cooking with Q
- 46 Marble Bar
- 47 Milwaukee Caffe'
- 48 New Center One restaurants
- 49 Northern Lights Lounge
- 50 Oak and Reel
- 3 Plum Market + Zingerman's Café @ Detroit Pistons Performance Center
- 51 Restaurant (coming soon) @ Baltimore Station I
- 4 Stella Good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

SHOPPING + DAILY ESSENTIALS

- 59 Barnes + Noble
- 51 Beauty Salon (coming soon) @ Baltimore Station I
- 60 Carhartt
- 36 Comerica Bank @ The Boulevard
- 61 CVS
- 4 Hair. A Salon @ Fisher Building
- 51 Huntington Bank @ Baltimore Station I
- 62 London Luggage Shop
- 4 Mature Men's Fashions @ Fisher Building
- 63 Michigan Secretary of State @ Cadillac Place
- 36 Orangetheory Fitness @ The Boulevard
- 4 The Peacock Room @ Fisher Building
- 4 Pure Detroit @ Fisher Building
- 4 Russell's Pharmacy @ Fisher Building
- 64 Shinola
- 65 The TEN Nail Bar
- 66 Third Man Records
- 67 Urbanum
- 68 U.S. Post Office
- 69 Whole Foods Market

THE PLATFORM DEVELOPMENTS

- 70 411 Piquette (residential + office)
- 71 6001 Cass (office + retail)
- 72 7300 Woodward (office + retail)
- 73 Baltimore Garage
- 51 Baltimore Station I (residential + retail)
- 74 Baltimore Station II (residential + retail)
- 36 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



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.



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.



The Kitchen, by Cooking with Que

The goal of owner Quiana "Que" Broden in creating The Kitchen by Cooking with Que, was to create a place where vegans and meat eaters could coexist while introducing more plant-based meals into everyday living. Que's kitchen is a café by day and classroom by night. She also offers a meal prep program offering fresh meals three times a day, seven days per week.



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.



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!

Shopping & essentials



Orangetheory Fitness

Orangetheory Fitness (OTF) is a total-body group workout that combines science, coaching and technology to charge your metabolism for more caloric afterburn and better results. High intensity workouts combine rowing, cardio and strength training. The first OTF in Detroit is located at The Boulevard in New Center.



Pure Detroit

Pure Detroit is the original Detroit culture shop. Since opening their first store 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. With its chic nail art and champagne service, TEN Nail Bar was awarded the best salon/spa for a manicure and pedicure by HOUR Detroit magazine.



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.



Urbanum

Urbanum is a curator of distinctly Detroit and city-driven design, with merchandise combining the familiarity of industry with the comfort of found objects. Urbanum offers a variety of home goods and gifts including apothecary, books, candles and kitchen at its store along Woodward Ave. in New Center.

Fisher Building

A DEVELOPMENT BY

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Information is subject to verification and no liability for errors or omissions is assumed. Rates and availability subject to change.

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