

the Platform

# Chroma

2937 EAST GRAND BOULEVARD



OFFICE & RESTAURANT AVAILABLE FOR LEASE

PLATFORM LEASING & BROKERAGE

# Chroma

2937 EAST GRAND BOULEVARD

The Platform continues Milwaukee Junction’s legacy of art and innovation through the redevelopment of Chroma, a 75,000-square-foot historic building along East Grand Boulevard in Detroit.

Considered the birthplace of the automotive industry, Milwaukee Junction is alive with arts, culture, and emerging businesses establishing itself as the preeminent neighborhood for the creative class.

Chroma propels this resurgence as a hub for creativity, design and entrepreneurship with its office, coworking, dining and event spaces. Tenants enjoy a fully-modernized historic building with awe-inspiring 360-degree views of Detroit, along with abundant onsite parking and close proximity to major freeways.

## Stage of Development



### NEIGHBORHOOD

Milwaukee Junction

### ADDRESS

2937 East Grand Boulevard

### TYPE

Traditional Office Space  
Serviced Offices + Coworking  
Restaurant  
Events

### DATE BUILT

1913

### DATE COMPLETE

November 2020

### CONSTRUCTION TYPE

Rehab

### TOTAL SIZE

75,000 SF

### AVAILABLE SPACE

40,270 SF Office

16,000 SF Coworking

11,500 SF Restaurant

### PARKING

282 Spaces

### KEY TENANT

City Year Detroit

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

313.446.8600

[leasing@theplatform.city](mailto:leasing@theplatform.city)



The name Chroma honors the musical, artistic and automotive legacy of Milwaukee Junction as well as the diversity and creativity of the culture today. To celebrate this spirit, The Platform commissioned Detroit artist Sydney G. James to paint a mural on Chroma’s west side, replacing a previous mural that was damaged during construction.

“The Girl with the D Earring” is a modern Detroit take on Dutch painter Johannes Vermeer’s “Girl With a Pearl Earring,” deemed the most beautiful painting in the Netherlands.

According to James, “From the wide range of music, visual arts, fashion and automotive innovation to everything in between, Detroit has been a city of culture creation. Culture and innovation creates figurative and literal ‘chroma’ - the purity and intensity of color. Though this piece is North End specific, it captures the personality of Detroit, the city.”

# Office, Coworking + Restaurant Space For Lease



AVAILABLE SQUARE FEET:

# 59,700

Chroma is a 75,000-square-foot fully-renovated historic building in Milwaukee Junction offering traditional office, coworking, restaurant and event space. New floor-to-ceiling windows and open floor plates provide incredible views from anywhere within the building.

### SERVICES + AMENITIES

- |                                    |                                    |
|------------------------------------|------------------------------------|
| Furnished Offices + Studios        | 12' exposed ceilings               |
| Serviced Boardrooms                | Floor-to-ceiling windows           |
| Conference + Ideation Spaces       | 360-degree city views              |
| Building Reception + Service Staff | Full floors with open floor plates |
| Top-Tier Technology + IT Services  | Finished restrooms                 |
| Private Event Space + Concierge    | Outdoor patio                      |
| Food + Beverage Offerings          | Onsite parking                     |

8,054 SF  
PER FLOOR

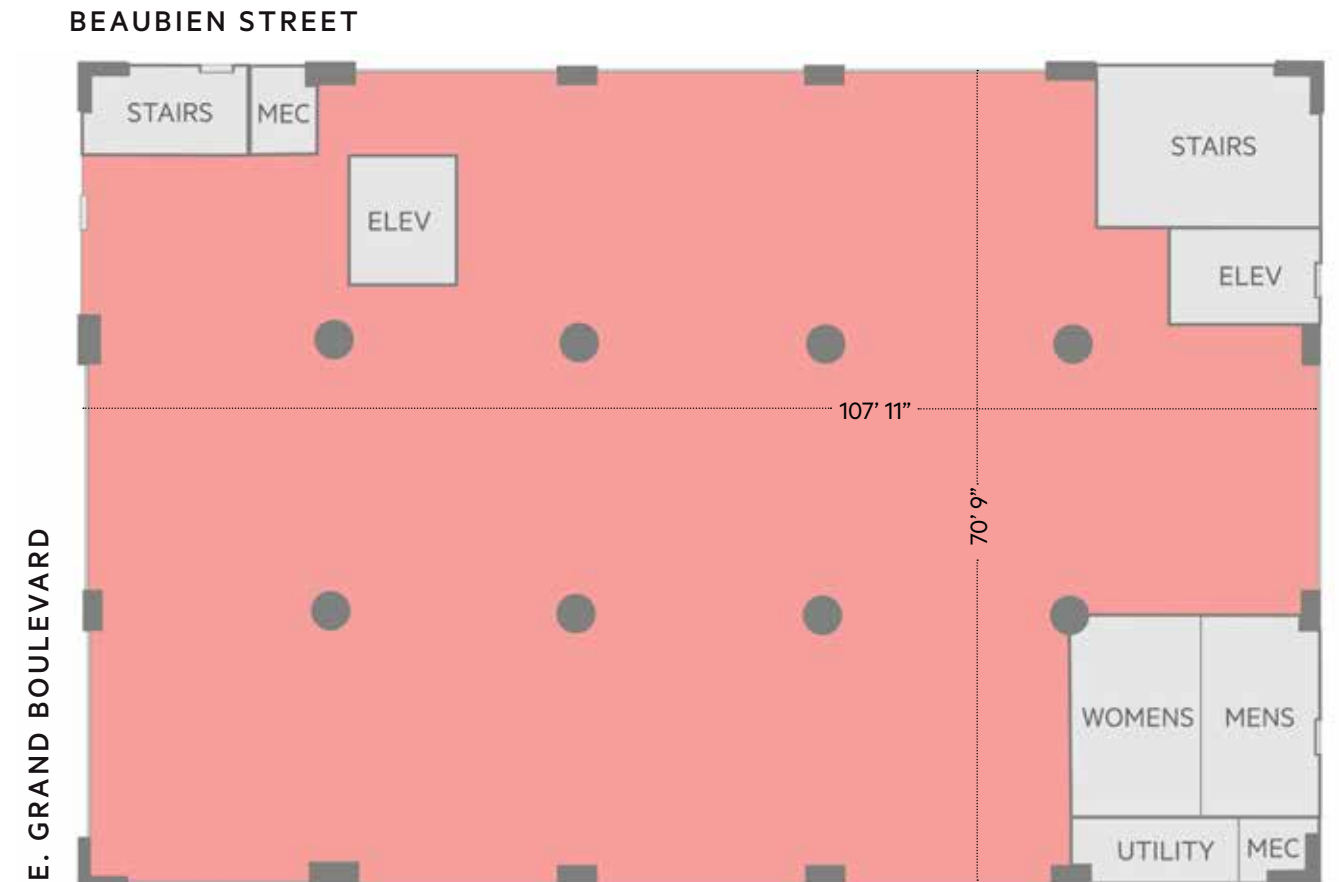
### IN THE NEIGHBORHOOD

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

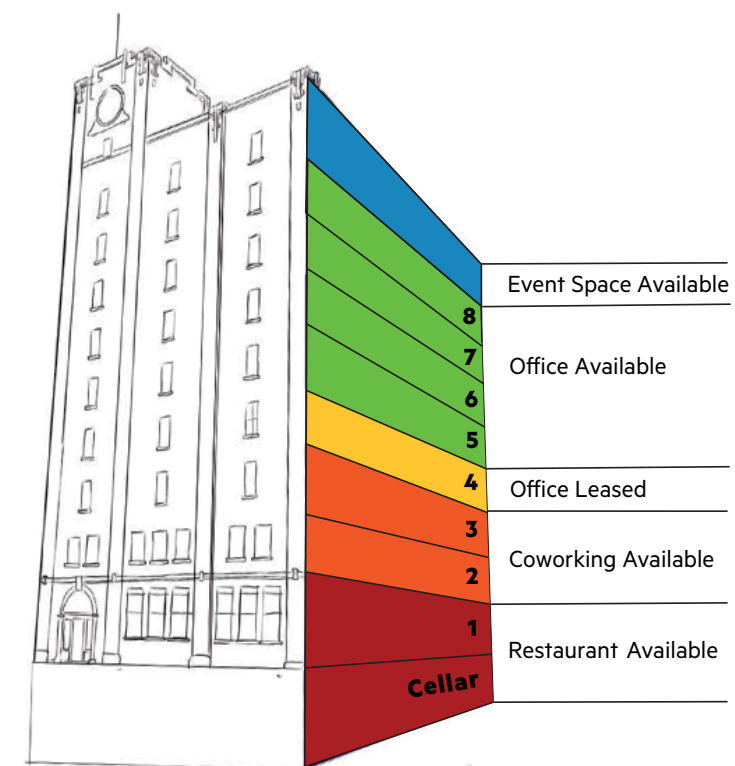
### TRANSIT/ACCESS

Bus #042; Q-line Station: Grand Blvd; MoGo Stations: E Bethune St & Brush St.

# Typical Floor Plate: 8,054 SF



# Building Program



# Restaurant: 1st Floor & Cellar

AVAILABLE SQUARE FEET:

# 5,452

**DETAILS**

- Can combine with 6,000 SF cellar
- Frontage along E. Grand Blvd.
- 2,000 SF outdoor patio
- Finished restrooms
- 2nd floor balcony overlooks space



A PORTION OF THE SPACE OPENS TO THE 2ND FLOOR



ENTRANCE AND RECEPTION AREA



OPEN SPACE WITH GARAGE DOORS LEADING TO PATIO



2,000 SF PATIO FOR OUTSIDE SEATING

# Coworking: Floors 2 - 3

AVAILABLE SQUARE FEET:

# 14,000

## DETAILS

Membership options:

- +Flexible workspace
- +Dedicated desk
- +Private furnished offices + suites

Concierge service

Reception, kitchen, 24/7 access

Conference rooms

Mail, print and technology services

High speed internet

Monthly memberships available



RECEPTION (CONCEPT PHOTO)



CONFERENCE AND BOARD ROOMS (CONCEPT PHOTO)



OPEN WORKSPACE (CONCEPT PHOTO)



OPEN WORKSPACE (CONCEPT PHOTO)

# Office: Floors 5 - 8

AVAILABLE SQUARE FEET:

# 32,216

**DETAILS**

- 8,054 SF per floor
- Open floor plates
- Exposed concrete columns
- New floor-to-ceiling windows
- 360-degree views of Detroit
- Finished restrooms on each floor
- Two elevators and two stairwells



4TH FLOOR TENANT BUILD OUT



FLOOR-TO-CEILING WINDOWS OFFER STUNNING VIEWS OF THE CITY



8,054 SF OF OPEN SPACE PER FLOOR



4TH FLOOR TENANT BUILD OUT

# Events: Floor 9

AVAILABLE SQUARE FEET:

# 8,054

**DETAILS**

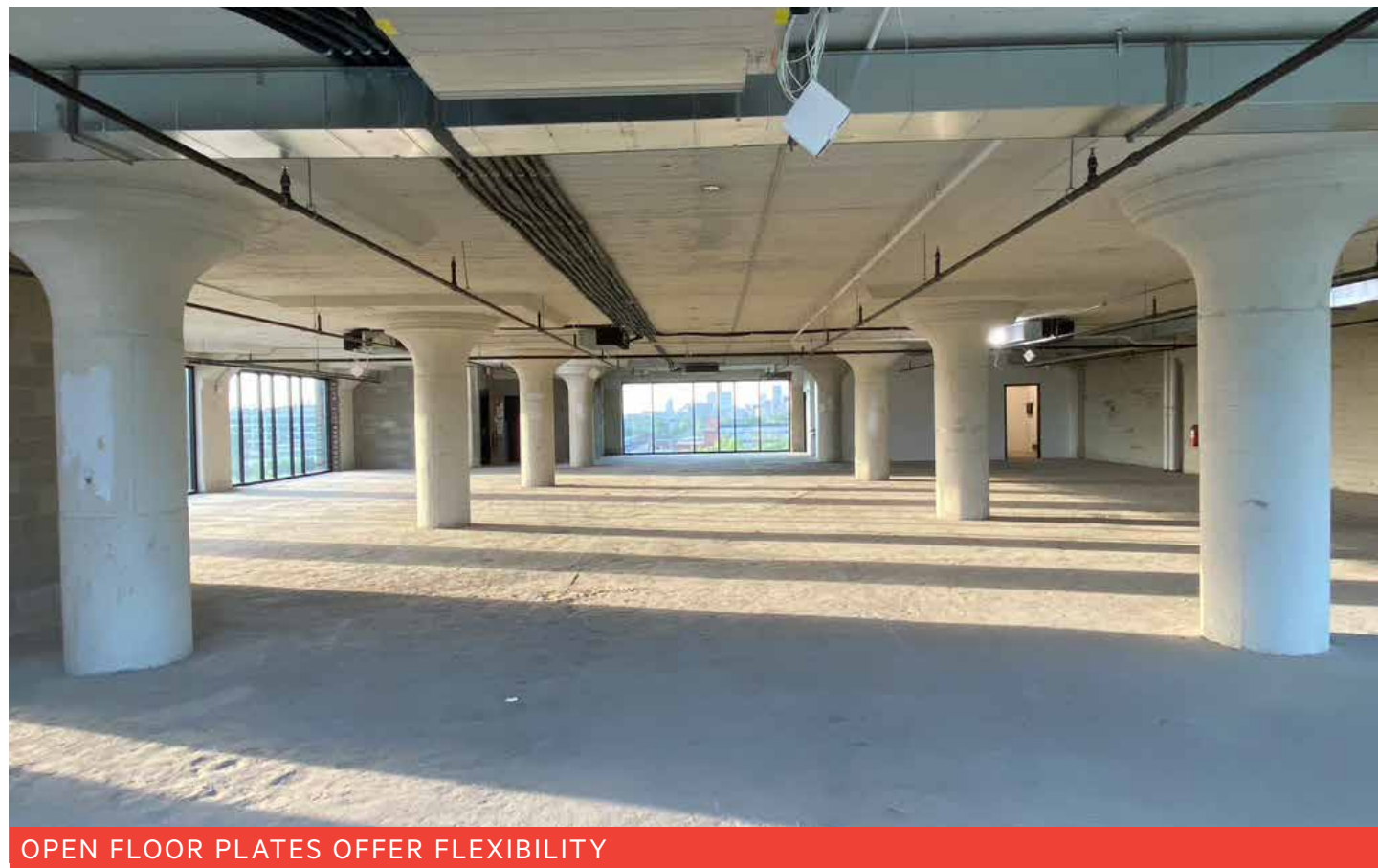
Open floor plate  
Exposed concrete columns  
New floor-to-ceiling windows  
360-degree views of Detroit  
Finished restrooms on each floor  
Two elevators and two stairwells



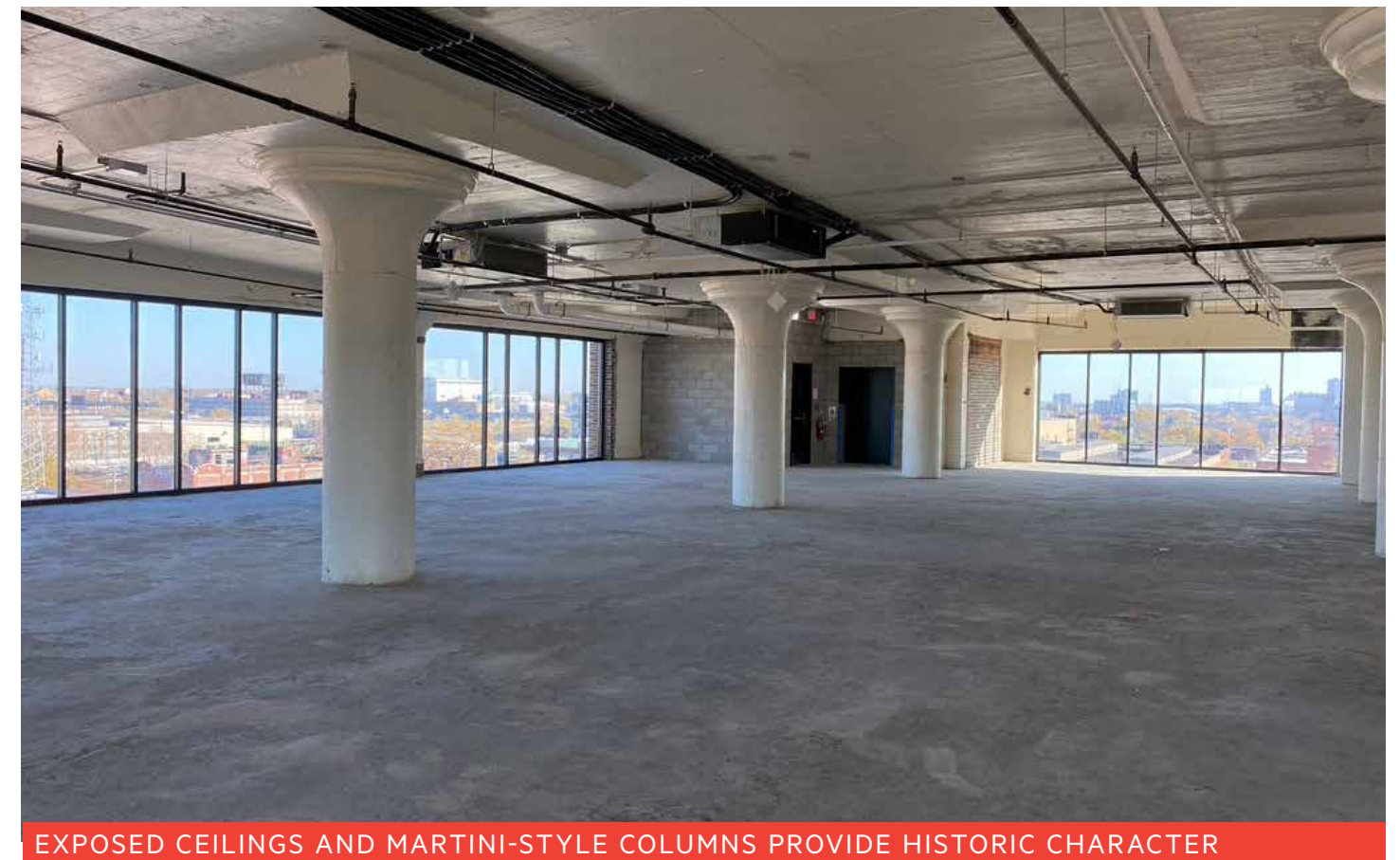
WINDOWS FACE EACH DIRECTION



FLOOR-TO-CEILING WINDOWS OFFER STUNNING VIEWS OF THE CITY



OPEN FLOOR PLATES OFFER FLEXIBILITY



EXPOSED CEILINGS AND MARTINI-STYLE COLUMNS PROVIDE HISTORIC CHARACTER

# 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.)

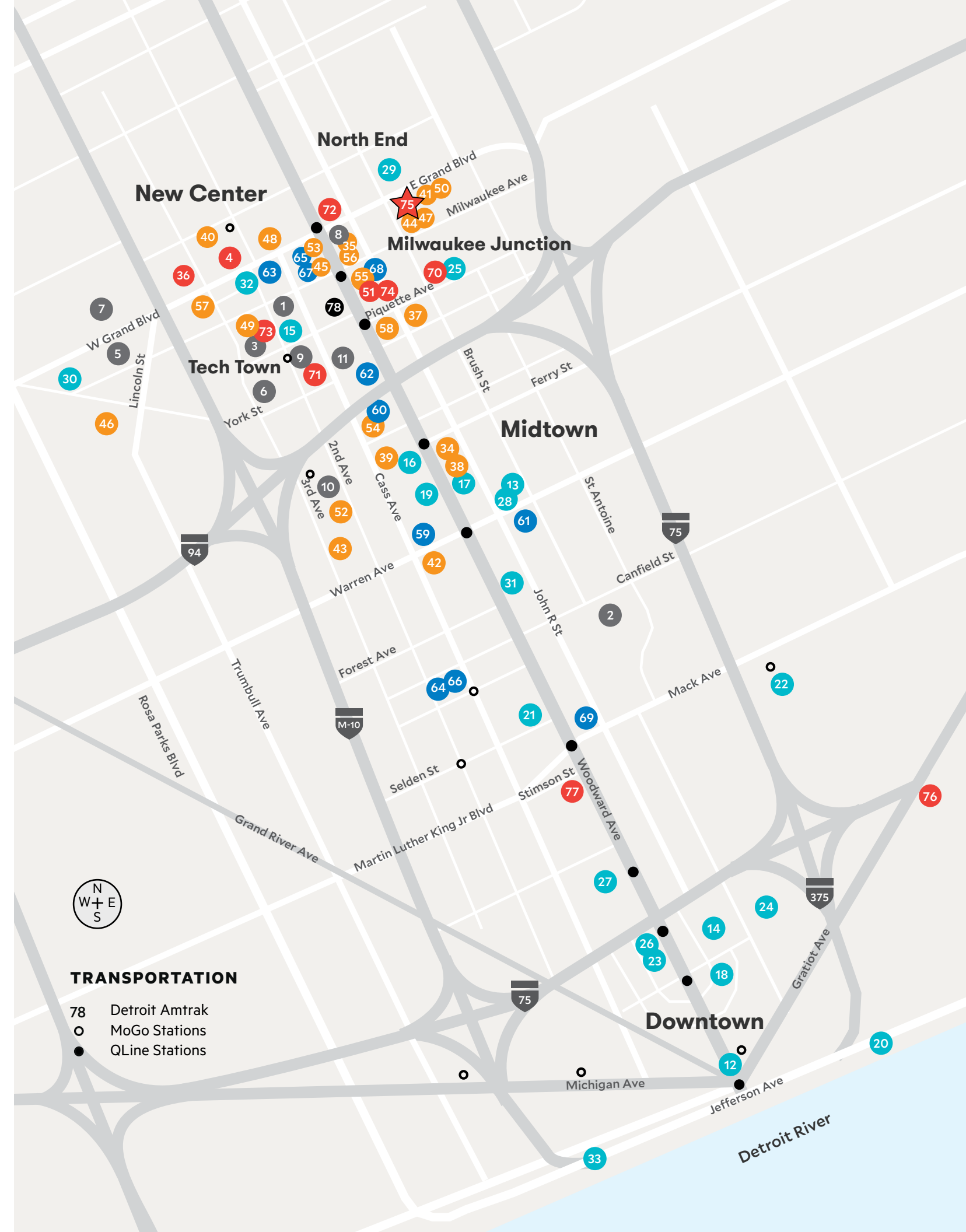
- 44 Kiesling
- 45 The Kitchen by Cooking with Q
- 46 Marble Bar
- 47 Milwaukee Caffe'
- 48 New Center One restaurants
- 49 Northern Lights Lounge
- 50 Oak and Reel
- 3 Plum Market + Zingerman's Café @ Detroit Pistons Performance Center
- 51 Restaurant (coming soon) @ Baltimore Station I
- 4 Stella Good 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)





## 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



### 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.

# Chroma

A DEVELOPMENT BY

**The Platform**

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## **Platform Leasing & Brokerage**

theplatform.city

leasing@theplatform.city

313.466.8600

**Ed Wizner**

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

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the Platform