

the Platform

# Fisher Building





# Fisher Building

## 3011 WEST GRAND BOULEVARD, DETROIT

Sitting at Detroit’s geographic and metaphoric center, the Fisher Building is an engine of creativity and a beacon for the City. Completed in 1928, the Fisher brothers spared no expense in the building’s construction, which is evidenced by the spectacular frescoes, mosaics, marble, and brass work adorning its surfaces.

The Platform has reactivated the Fisher brothers’ original vision of a Class A retail, office, and entertainment destination in a way that marries the historic and modern. More than \$30 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, installing new elevators, and surveying the facade to determine the best way to preserve its integrity and beauty for generations to come.

### BUILDING FEATURES

- Albert Kahn masterpiece and National Historic Landmark
- Spectacular city views
- Abundant parking
- First floor dining and retail
- Walk to area restaurants and shops
- Near I-94, M-10, I-75 & I-96 freeways
- Near bus routes and QLine

### STAGE OF DEVELOPMENT



#### NEIGHBORHOOD

New Center

#### ADDRESS

3011 W. Grand Boulevard

#### ORIGINAL DATE BUILT

1928

#### PROJECT TYPE

Office, Retail & Entertainment

#### TOTAL SIZE

635,000 SF

#### PARKING

1,900 Spaces

#### TOTAL OFFICE

505,000 SF

#### TOTAL RETAIL

68,000 SF

#### FLOORS

28





# Retail Space



MANY RETAIL SPACES FEATURE HIGH CEILINGS, HISTORIC ARCHITECTURAL DETAILS, AND MEZZANINES.

AVAILABLE SQUARE FEET:

1,052 - 9,357

The Fisher Building has long served as Detroit’s premier shopping destination and is leading the resurgence of new retail development in New Center. From pop-up spaces to premier corner units, the Fisher Building has a variety of first floor suites available for retail and commercial use. Quality spaces with large storefronts, high ceilings, and quality finishes are hallmarks of the Fisher Building.

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

- DAYTIME POPULATION
- 25,735
- ANNUAL BUILDING VISITORS
- 310,000
- TRAFFIC COUNT
- 40,653

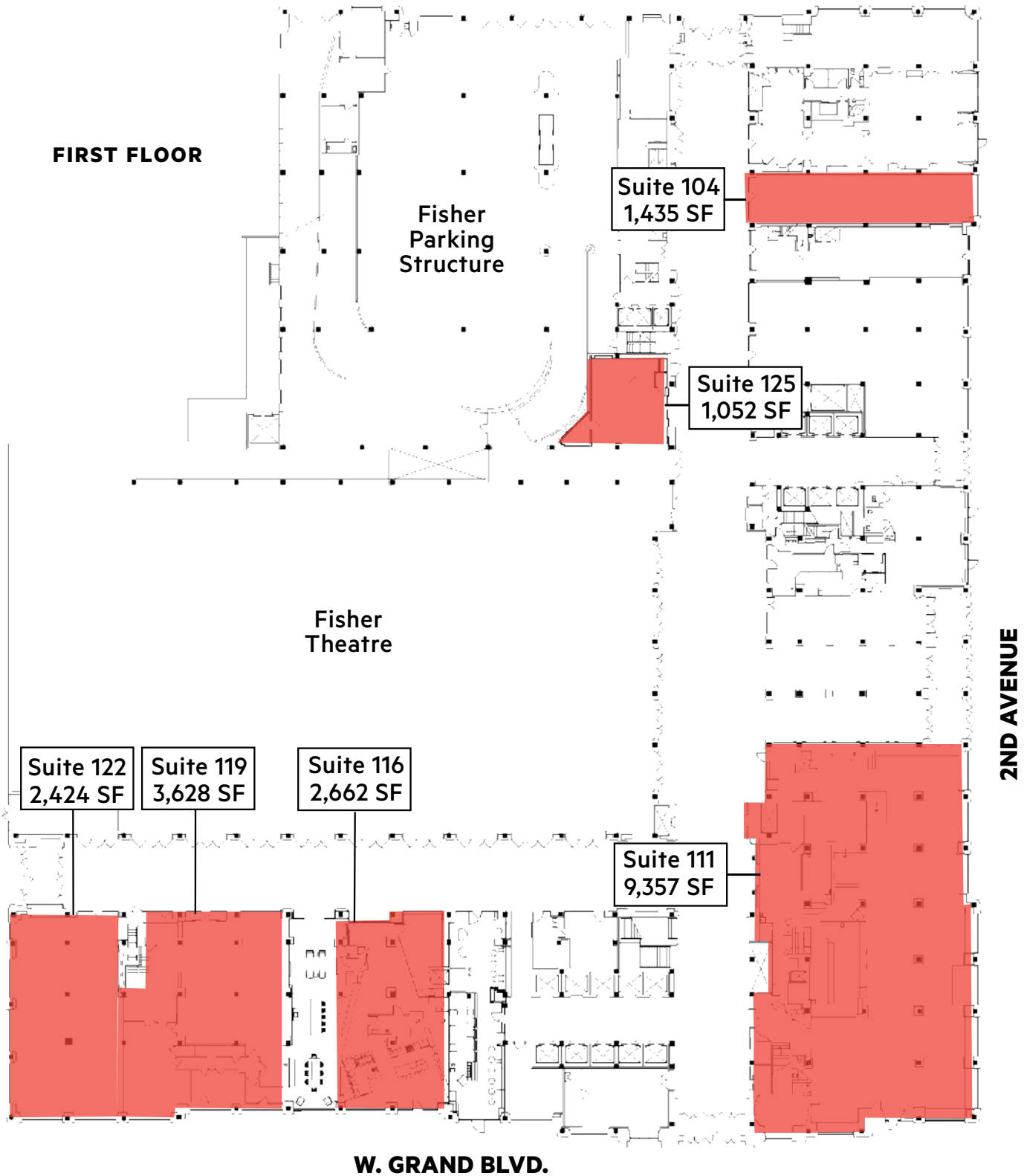
AVAILABILITY

SUITE	SQUARE FEET
104	1,435
111	2,000 - 9,357
116	2,662
119	3,628
122	2,424
125	1,052

RETAIL LEASING

**The Platform**  
Clarke Lewis  
leasing@theplatform.city  
313.446.8600

# Availability





# Office Space



ELEVATOR LOBBIES PROVIDE A WELCOMING EXPERIENCE FOR EMPLOYEES AND VISITORS.

AVAILABLE SQUARE FEET:

# 800 - 70,000

One of Detroit’s most recognizable buildings, the historic Fisher Building has been an aspiration for Detroit businesses for nearly a century. The restored three-story arcade and art deco details on each floor provide an immersive experience for employees, customers and guests. Accessing the Fisher Building couldn’t be easier with adjacent freeways and abundant onsite parking. Small suites to full floors available.

### FEATURES

- Upgraded building HVAC system
- Modernized elevators
- Restored first floor arcade

### AMENITIES

- Surface and structure parking
- Building conference center
- Onsite food & beverage

### OFFICE LEASING

#### JLL

AJ Weiner  
AJ.Weiner@am.jll.com  
248.515.5595

Anne Knopke  
Anne.Knopke@am.jll.com  
616.560.1641



OFFICE TENANTS ENJOY SPECTACULAR CITY VIEWS.



FLOOR PLATES SUPPORT OPEN COLLABORATION AREAS.



# Building Amenities & Retailers



FISHER THEATRE



MEETING & EVENT SPACES



CAFE



MENS AND WOMENS FASHION



CONFERENCE CENTER



COFFEE SHOP



PHARMACY & CONVENIENCE STORE



HAIR SALON



# Metro Detroit Location





# Greater New Center Institutions





# Neighborhood Amenities

Dine, Shop & Play

New Center

Whatever you need, you'll find it in **New Center**. Located in the heart of the city, just minutes from Midtown and Downtown, New Center is home to the best Detroit has to offer. From the city's finest bars and restaurants to boutique clothing stores and everything in between, New Center has it covered.

- Dine & Drink
- Shopping & Essentials
- Play
- Institutions
- Platform Properties
- QLINE Stations

1/4 Mile





# Anchor Institutions



College for Creative Studies

The College for Creative Studies (CCS) is a private college in Detroit that enrolls more than 1,400 students focused on art and education. In addition to its main campus in Midtown, CCS also operates the A. Alfred Taubman Center for Design Education in New Center. CCS plays a key role in Detroit’s cultural and educational communities.



Ford Piquette Avenue Plant

The Ford Piquette Avenue Plant is a museum dedicated to preserving Ford Motor Company’s first factory and its legacy as the birthplace of the Ford Model T which 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.



Pistons Performance Center + HFHS Center for Athletic Medicine

The Detroit Pistons Performance Center in Tech Town 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. It also includes the Center for Athletic Medicine managed by Henry Ford Health System.

# Art, Culture & Entertainment



Chroma

A new office, coworking, and event venue has opened on E. Grand Blvd. in Milwaukee Junction. The historic building features a variety of indoor and outdoor spaces for meetings, private events, and public programs. Chroma-hosted events include chef dinners, art exhibits, festivals, and more.



Detroit Institute of Arts

The Detroit Institute of Arts (DIA) 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. The DIA hosts more than 675,000 visitors annually.



Detroit Public Library

Detroit Public Library (DPL) opened in 1865 as a 5,000 book collection located in 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.



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.



TechTown Detroit

TechTown 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 in the greater New Center neighborhood.



Wayne State University

Wayne State University (WSU) is a public research university in Detroit and the 3rd largest university in Michigan consisting of 13 schools and colleges. WSU offers nearly 350 programs to more than 27,000 graduate and undergraduate students in Midtown Detroit.



Detroit Symphony Orchestra

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.



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 was designated a National Historic Landmark in 1989. The Fisher Building is home to the Fisher Theatre, which hosts an estimated 300,000 attendees per year.



Motown Museum

The Motown Museum - home of Hitsville U.S.A. - is the birthplace of the Motown sound. Visitors from around the world come to stand in legendary Motown Record’s Studio A and absorb the sounds, photos, costumes and artifacts that define Motown. The museum will re-open in 2022 following a \$50 million expansion.



# Food & Drinks



**Baobab Fare**

The wife and husband team of Nadia Nijimbere and Hamissi Mamba share their East African cuisine and culture through Baobab Fare. Opened in 2021 at the corner of Woodward and Grand Blvd., Baobab Fare’s menu features East African entrees, desserts, coffees and teas. Bottled passion fruit juice and pili hot sauce are also available for purchase.



**Beyond Juicery + Eatery**

Beyond Juicery + Eatery is an expanding Michigan restaurant franchise specializing in healthy, accessible breakfast and lunch options. It offers salads, smoothies, wraps, and more made with fresh ingredients daily. Beyond Juice is located on W. Grand Blvd. in New Center.



**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.



**Milwaukee Caffe’ + Kiesling**

The owners of Kiesling cocktail bar have opened Milwaukee Caffe, an Italian-inspired coffee bar. The small neighborhood shop welcomes guests with a walk-up window and sidewalk seating. Next door, Kiesling serves up craft cocktails, beer and wine in a saloon-style setting complete with private rooms and secluded patio.



**Oak & Reel**

Native Detroiters and international restaurateur, Chef Jared Gadbow, opened Oak & Reel in 2020 to offer the finest Italian and seafood experience in the Midwest. The menu features inventive interpretations, local ingredients, and exceptional wine and cocktail pairings. It’s a high-end dining experience in a friendly and fun setting.



**Supino Pizzeria**

The owner of the popular Eastern Market pizza restaurant has opened a second location in New Center on Woodward near Grand Blvd. Supino is known for its thin New York style pizza which is available by the slice, to-go or eat-in.

# Shopping & Essentials



**Crème Brûlée**

This full-service multicultural salon is a one-stop shop for luxurious beauty. Crème Brûlée offers hair, nail, makeup, and spa services as well as a private beauty lounge for parties and special events. Crème Brûlée is located on Woodward Ave. south of Grand Blvd.



**Orangetheory Fitness**

Orangetheory Fitness 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 company’s first location 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’sFisherPharmacyisanindependently 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, 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.



**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

## Retail Leasing

**The Platform**  
theplatform.city

**Clarke Lewis**  
Senior Development Manager  
leasing@theplatform.city  
313.446.8600

## Office Leasing

**JLL**  
jll.com

**AJ Weiner**  
Managing Director  
AJ.Weiner@am.jll.com  
248.515.5595

**Anne Knopke**  
Vice President  
Anne.Knopke@am.jll.com  
616.560.1641