

2911

WEST GRAND BLVD

NEW CENTER

RETAIL FOR LEASE



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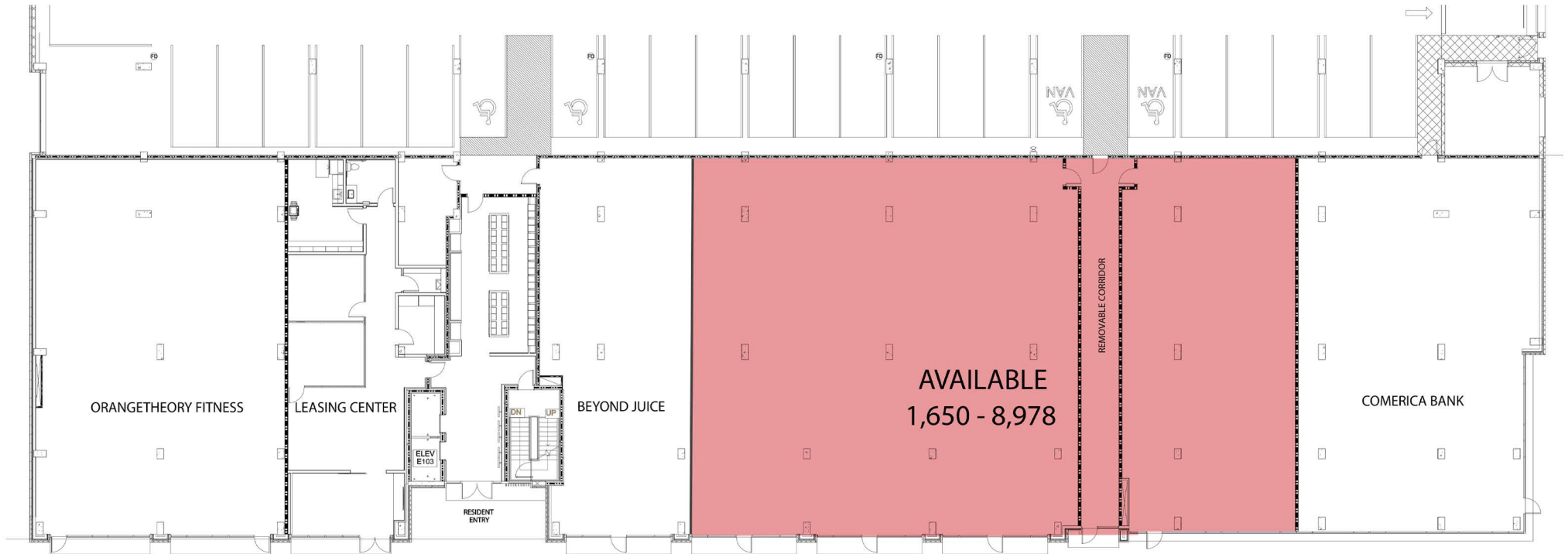
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O'Connor Real Estate

The Boulevard is ideally located between medical buildings and historic high-rises in New Center where expansion of Henry Ford Health System's campus and new residential developments are increasing demand for restaurants and retail.



2911 West Grand Blvd New Center

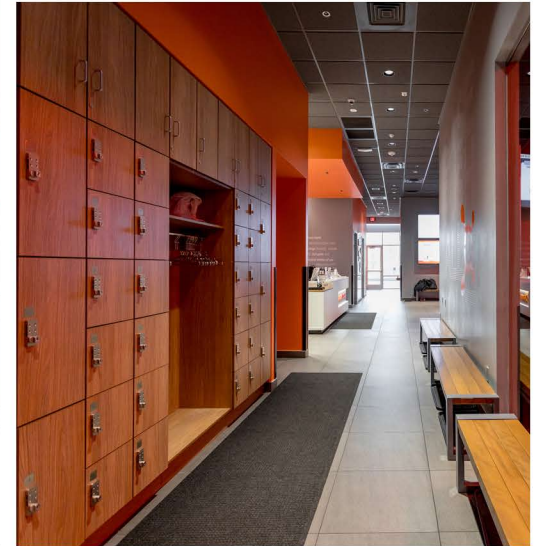
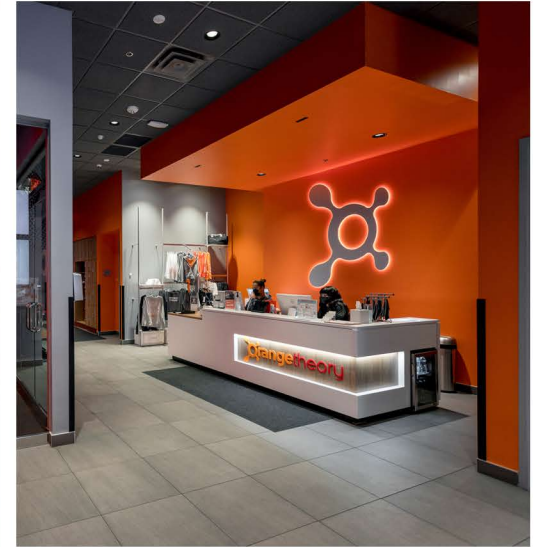
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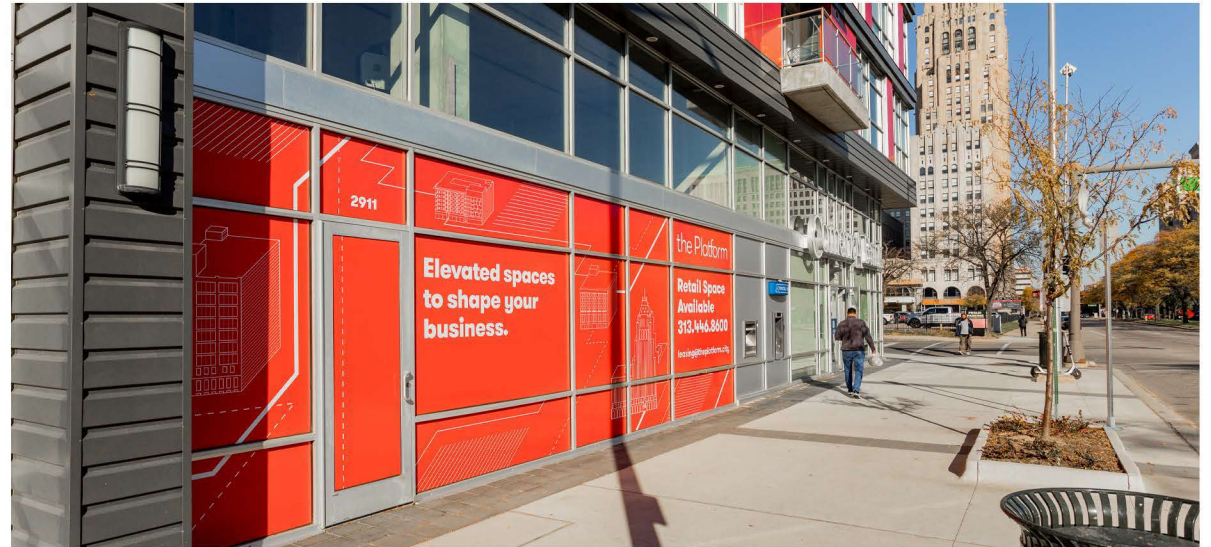
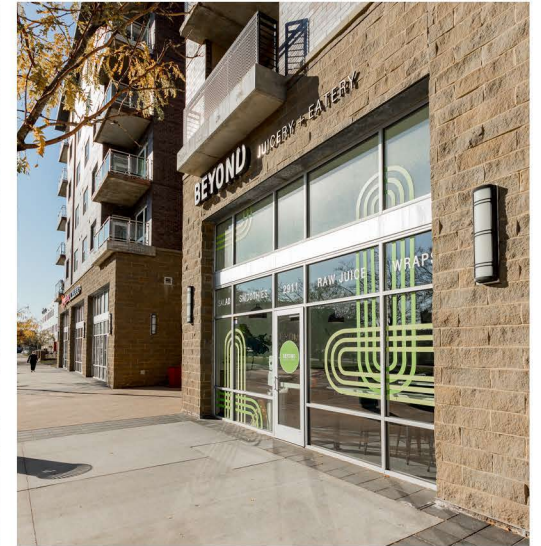
1,650 - 8,978 Available Square Feet

Newly constructed, The Boulevard is a prime location along the walkable and well-traveled stretch of Grand Boulevard between Woodward and M10. First generation retail space with large storefronts ranges from 1,650 to 8,978 square feet, ideal for retail, restaurant and other commercial use. Spaces feature floor-to-ceiling windows, 18-foot ceilings, and connection to an attached parking structure.

Property Highlights

- New Center location
- New construction
- Large storefronts
- 18' ceilings
- Onsite parking







Area 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.

Area art, culture & entertainment



Chroma

A new hub celebrating creativity, collaboration and community has opened in Milwaukee Junction featuring a variety of indoor and outdoor meeting and event spaces. Public programming includes chef dinners, art exhibits, festivals and more. Chroma meeting and event space is also available for private rental.



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, 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 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 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.



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.

Area 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

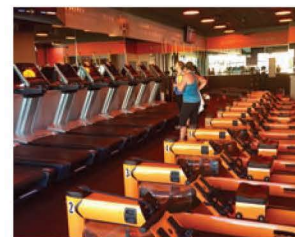
The goal of owner Quiana "Que" Broden in creating The Kitchen by Cooking with Que, was to create a place where vegans and meat eaters could coexist while introducing more plant-based meals into everyday living. Que's kitchen is a café by day and classroom by night. She also offers a meal prep program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

Area shopping & daily 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 and 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.



Milwaukee Caffé + Kiesling

The owners of Kiesling cocktail bar have opened Milwaukee Caffé, 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 Detroit 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.



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, 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.

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ABOUT THE DEVELOPERS

the Platform

www.theplatform.city

The Platform was formed in 2016 to become a driving force in the rebuilding of Detroit. We are committed to inclusive development, working across Detroit from the city center to the neighborhoods on the east and west. Our team has decades of experience and a legacy of successful developments in Detroit.

Our vision includes developing quality residential, commercial, and retail properties in ways that honor Detroit's existing social and physical fabric while creating places that bring people together. Our mission embraces revitalizing neighborhoods, inspiring the next generation, and using design as a tool to make Detroit a great place to live.

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