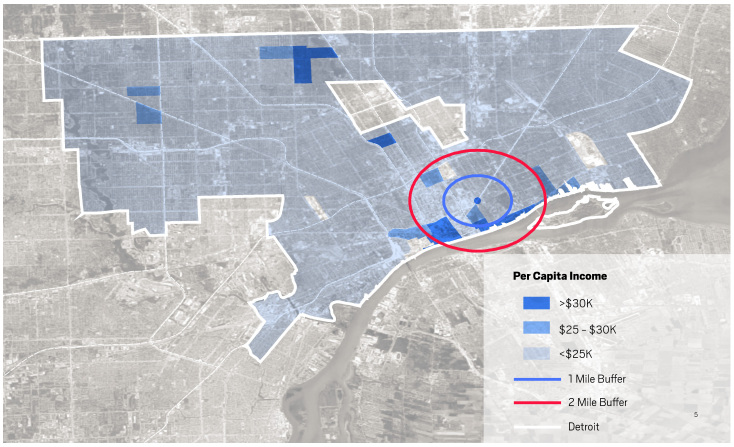
SAMPLE PROJECTS

THE PLATFORM - DETROIT

SITE OPPORTUNITY STUDY FOR 1920 GRATIOT AVENUE



PHASE 1

~200 Units, 30,000sf Retail, 425 Parking spaces — Acres

Housing 200 apts @ 725 sf average; 20% gross up → **0.8** → **Building footprint = 34,500 sf x 6 stories**

Retail 25K - 30K sf → **Add bike parking spaces**

7.5K - 12.5K restaurants
7.5K - 10K food hall
7.5K - 15K conventional retail
2.5K supporting office space (EM, vendors, etc)

Parking 5-story parking (425 spaces @350sf/space): → **0.7** → **Optional, depending on brownfield status/other**

75 surface spaces, ride-share pick up, bike parking → **0.7** → **Can be temp. until Phase 2**

PHASE 1.5

150,000sf Office, Residential, Retail → **0.7**

1st Floor (30K): Retail and office
Restaurant Incubator (2-4 restaurants x 2,500sf)
Other retail, related office/maker space

2nd Floor (30K): Office

3rd - 5th Floors: 90-95 units residential @ 800 sf average

PHASE 2

High Density Residential → **Remaining**

150 - 225 units depending on density, parking, etc.

PROJECT DESCRIPTION

Mass Economics and Noell Consulting Group teamed to provide recommendations on a potential food-related redevelopment of a 4.4 acre site near Detroit's Eastern Market. The project team compiled and reviewed data sources and studies; performed a high-level assessment of the real estate market including retail, office, and residential uses; conducted site visits and stakeholder interviews in Detroit; analyzed the Detroit food cluster and determined food-related market opportunities for the site; and identified precedent projects on which to model design, programming, and financing. The phased recommendations included high-density housing units (with a fifth of the units affordable at 80% AMI), a 30,000 sq. ft. food-based vendor hall (with restaurants, food stalls, and retail outlets for Eastern Market food-related businesses), a restaurant incubator, and small tenant creative office space (2,000 – 5,000 sq. ft. each). The developer and design team are currently incorporating our recommendations into the project's planning and design.

PROJECT REFERENCE

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