

PARK AVENUE HISTORIC DISTRICT

Detroit, Michigan

LEASING OPPORTUNITIES

Women's City Club

2110 Park Avenue

The Blenheim

2218 Park Avenue

**THE DISTRICT
DETROIT**

RELATED

OLYMPIA
DEVELOPMENT
OF MICHIGAN





WHERE DETROIT COMES TOGETHER

Rich Heritage, Diversity & Resilience

Talent Generation & Engagement

Corporate Innovation & Investment

Community & Government Commitment

High Quality of Life



A ROBUST, TECH-FORWARD TALENT POOL

Double the millennial population in Downtown Detroit since 2010

10% faster growth of young and educated talent than Chicago

2X the engineering pipeline of Charlotte, Austin, Phoenix, and Tampa

#2 advanced high-tech degrees compared to U.S. research university clusters through the University Research Corridor: U-M, MSU, and WSU

#2 metro for tech talent retention

62% higher proportion of educated African American population than the average of comparable Midwest cities¹

“The amazing talent we need for our company is here in Detroit.”

BILL MCDERMOTT | PRESIDENT AND CEO | SERVICENOW

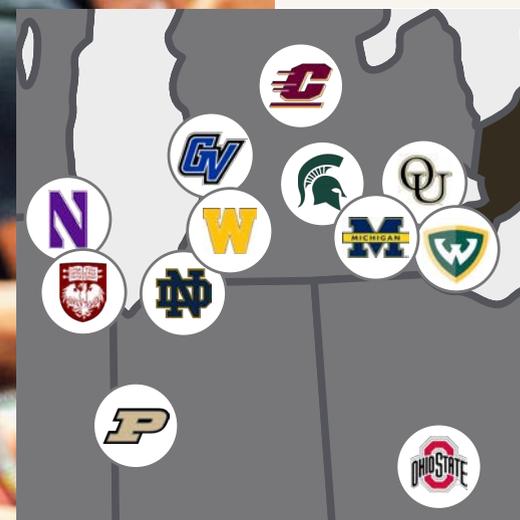


GRADS AND STUDENTS ARE READY

#1 U.S. public university, University of Michigan

168K annual degree program completions in Financial, Tech, Research, Engineering and Design within a 5-hour drive of Detroit

64% of graduates from Michigan colleges and universities stay in-state after graduation



DETROIT OUTLOOK OF STUDENTS AND RECENT GRADUATES

91%
think that The District
Detroit makes Detroit a
more desirable city

76%
believe Detroit's best
days are ahead with
The District Detroit

73%
are more likely to
consider a move to
Detroit because
of The District Detroit



LOW COST OF LIVING, HIGH QUALITY OF LIFE

#3 U.S. city in which a \$100K salary stretches the furthest

Lowest average apartment rents in the U.S.

10 million projected visitors to The District Detroit annually

2nd busiest arena in the U.S.

4 pro sports teams within blocks

2.5M+ annual visitors to Detroit's top two museums¹

25+ performing arts venues²

14 miles of scenic shoreline plus 11K inland lakes

76 golf courses within 20 miles

Top 2 public metro area high schools are in top 45 of U.S.³

90-minute flight from 60% of the nation's population

#5 best hospital in the U.S.⁴

1: Henry Ford Museum of American Innovation, Detroit Institute of Arts.

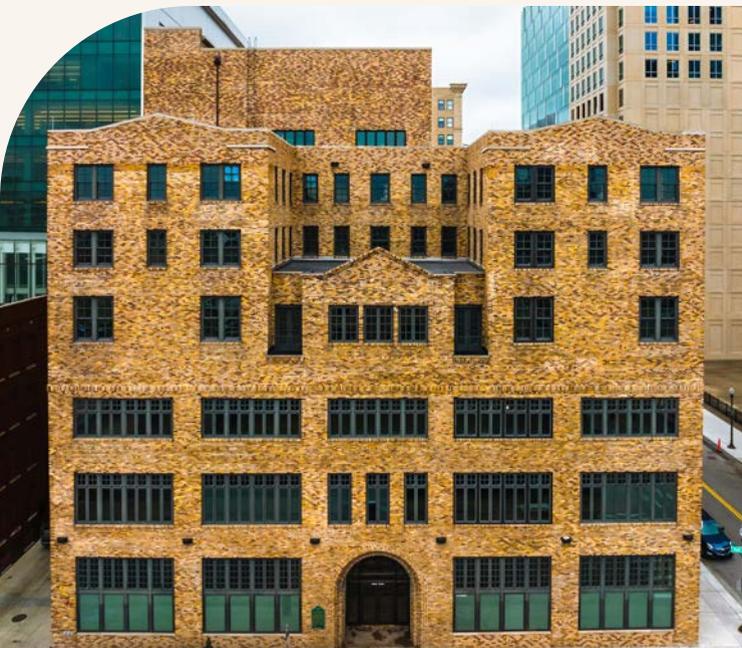
2: Within 30-minute's drive of the project.

3: International Academy of Macomb #24 in U.S., International Academy Bloomfield Hills #43 in U.S.

4: University of Michigan Hospitals - Michigan Medicine

THE DISTRICT DETROIT

360 ACRES
AT THE
CENTER
OF THE CITY



Women's City Club & The Blenheim

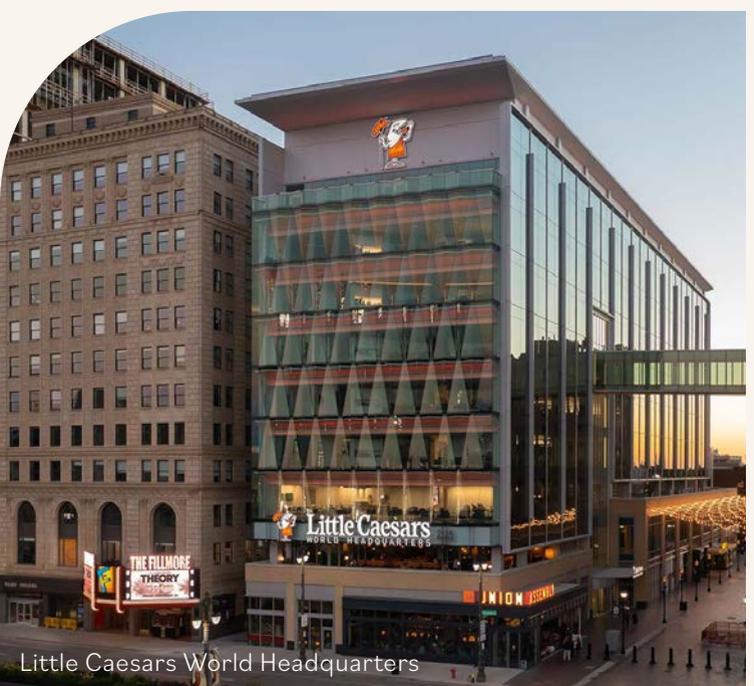


Conceptual Development Plan

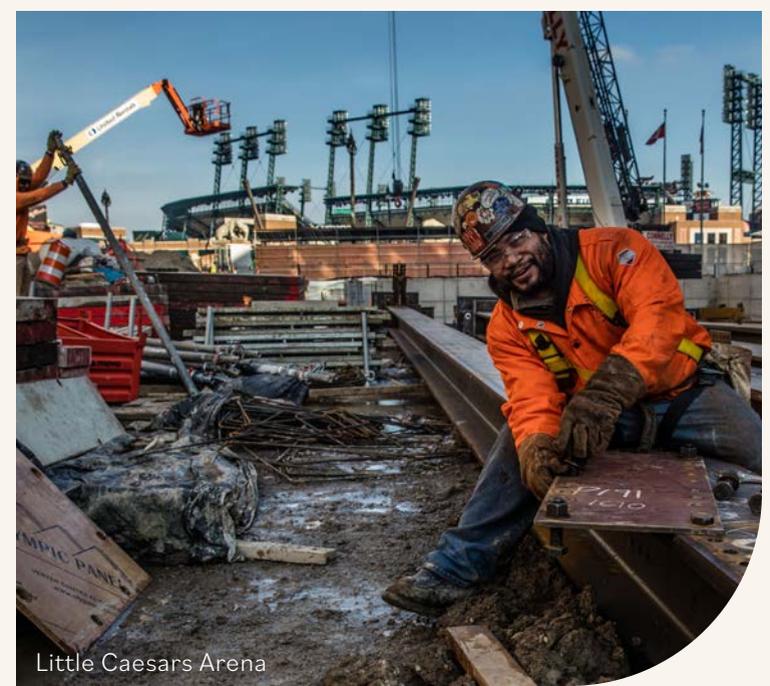
OLYMPIA

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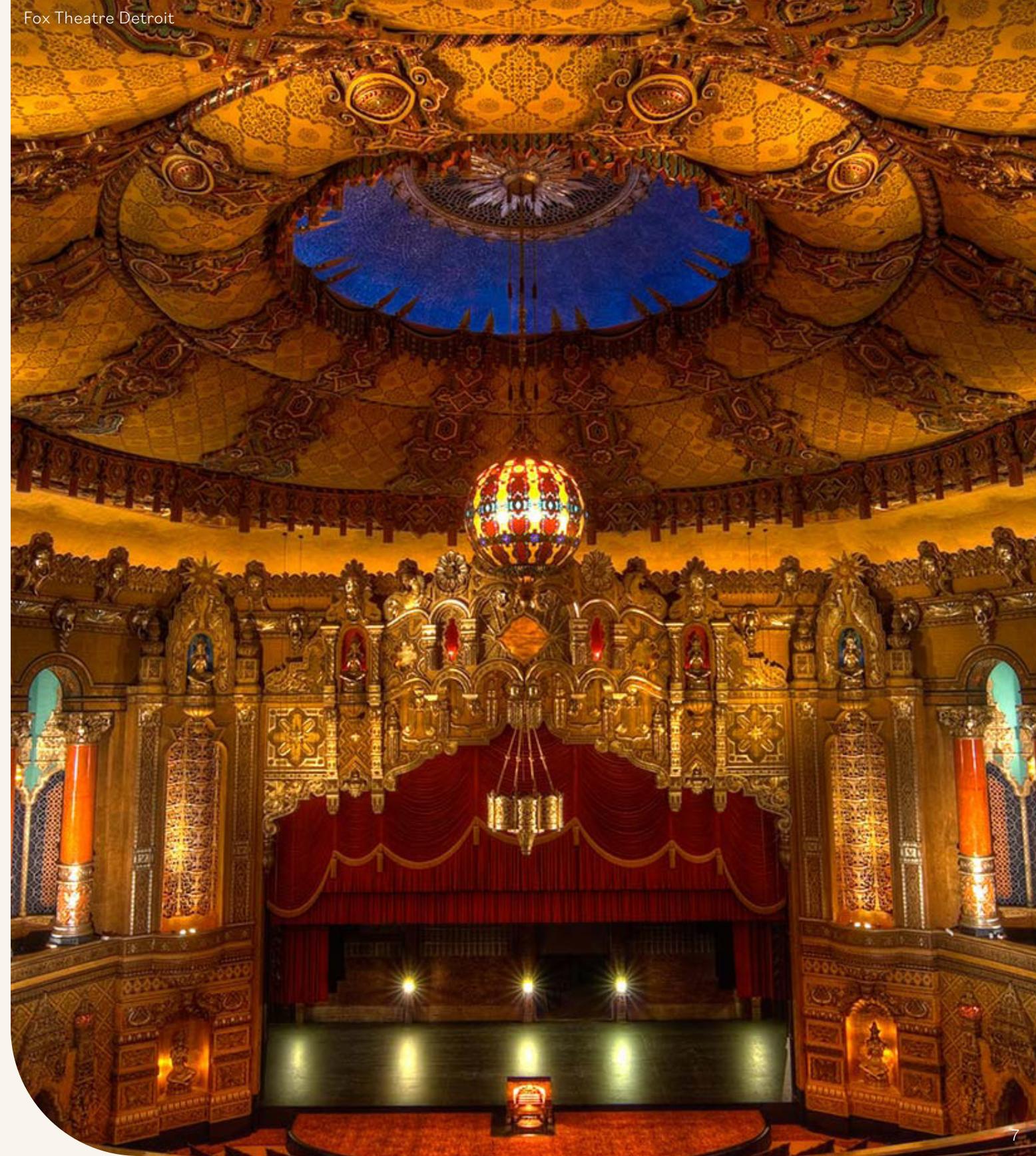
IMPROVING THE
LIVES OF PEOPLE



Little Caesars World Headquarters



Little Caesars Arena





The Eddystone Residences



Little Caesars Arena



Columbia Street

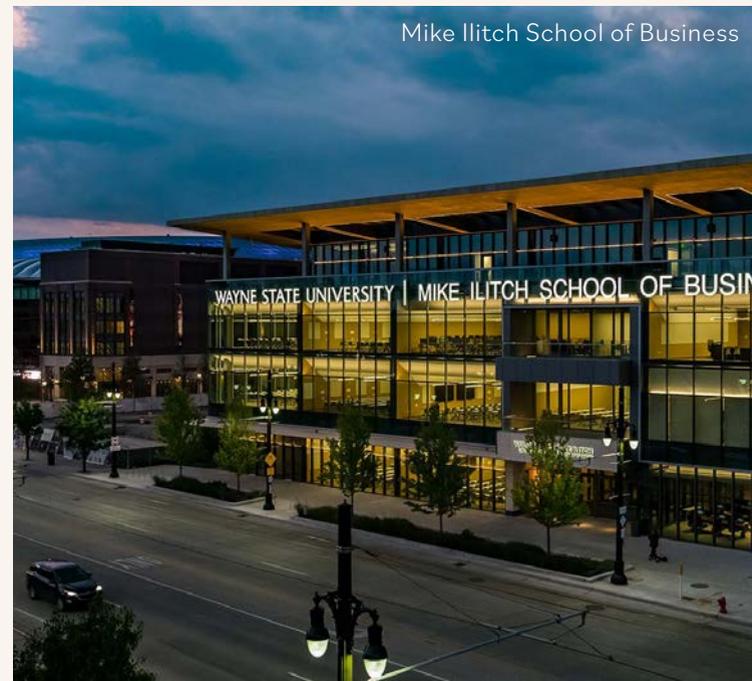


Henry Street Apartments

Affordable Housing | Job Creation | Historic Renovation | Placemaking | Education | Entertainment



Comerica Park



Mike Ilitch School of Business



2715 Woodward



Former Women's City Club



50 YEARS OF RESTLESS AMBITION FOR URBAN LIFE

Commitment to Affordable Housing

Portfolio of 60,000 workforce and affordable apartments — the largest privately-owned preserver of affordable housing in the U.S.

\$90 Billion, 12 City Real Estate Portfolio

Across office, market-rate, multi-family residential, commercial, mixed-use developments

Invested in Inclusive Economic Growth

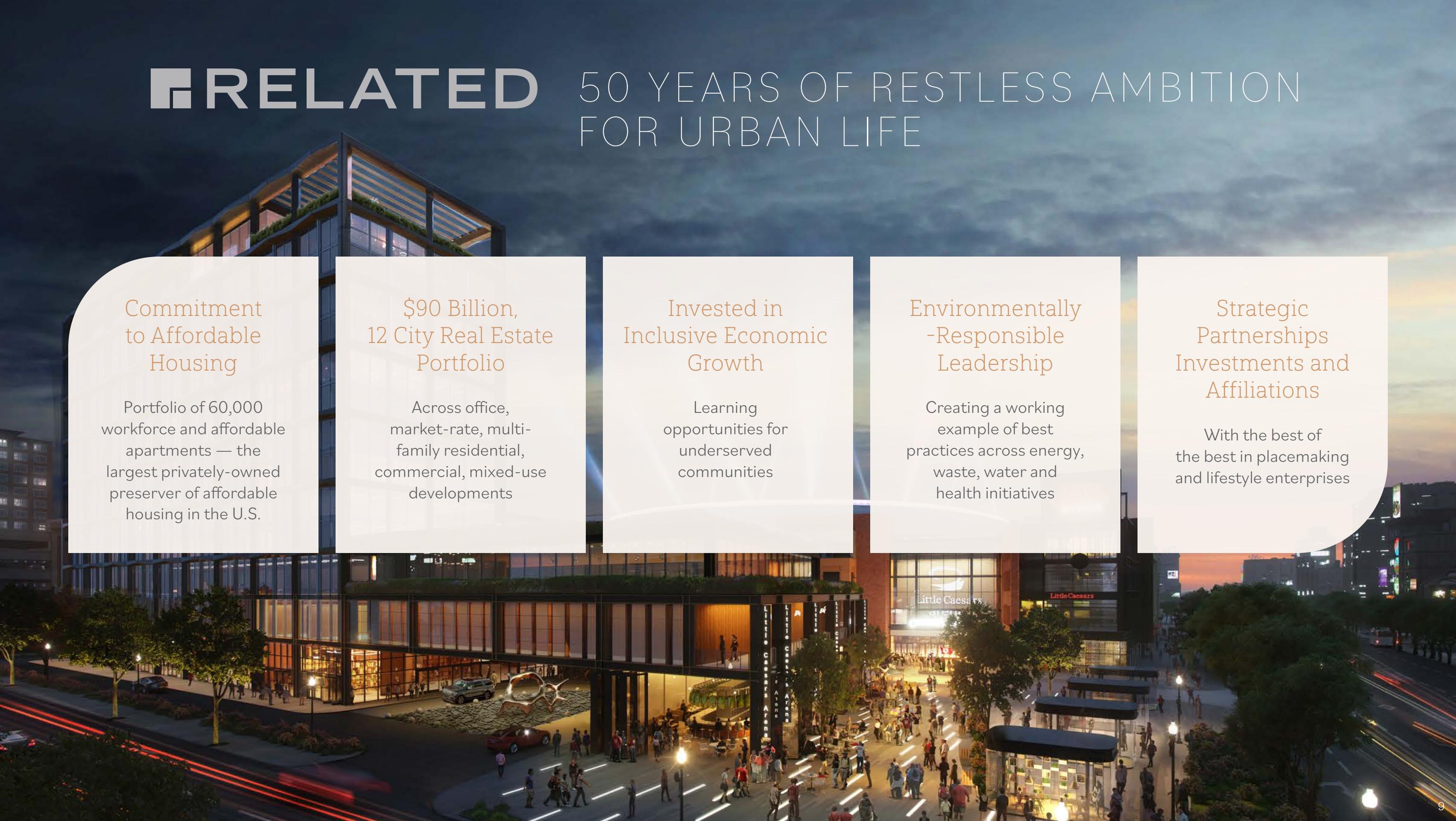
Learning opportunities for underserved communities

Environmentally -Responsible Leadership

Creating a working example of best practices across energy, waste, water and health initiatives

Strategic Partnerships Investments and Affiliations

With the best of the best in placemaking and lifestyle enterprises





Hudson Yards



Chicago



West Palm Beach



Boston

Dynamic Destinations Connecting Communities



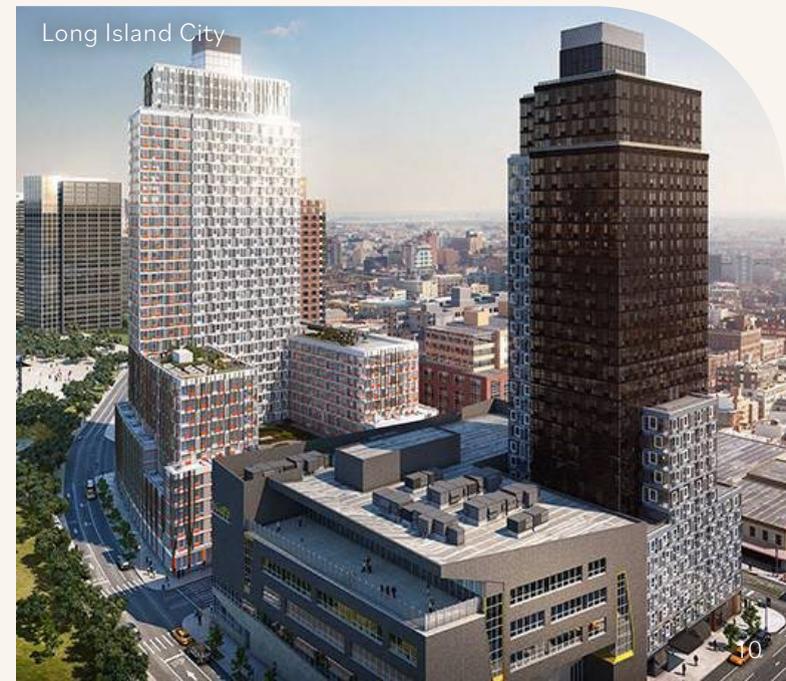
Los Angeles



London



Columbus Circle



Long Island City



EDUCATION

ENGAGEMENT

CORE VALUES

EMPLOYMENT

Our purpose-driven development will prioritize prosperity for Detroiters through inclusion, equity and the environment.

ENVIRONMENTAL
JUSTICE

ECONOMIC
INCLUSION



THE DISTRICT DETROIT VISION

Redefining Downtown to Maximize Impact

Diversity, Equity & Inclusion

- Cradle-to-career programs
- Jobs & economic development
- Affordable housing

Increased Open Space

- Acres of public parks
- Well-maintained, secure spaces maximized for well-being

Innovation

- \$250M Detroit Center for Innovation with U-M
- Job creation
- Talent retention

Commercial Office

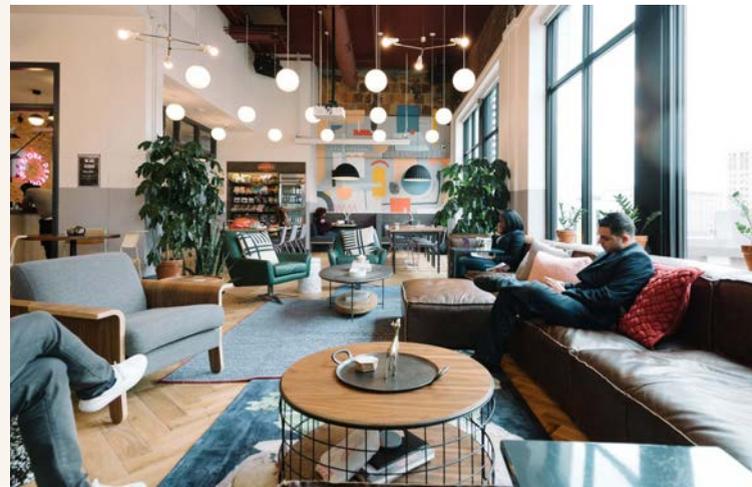
- 1.2M SF in 4 new buildings
- Flexible floor plates
- Historic preservation

Residential

- 8 new projects
- 695 units with 20% for affordable housing and 50% for area median income
- Historic preservation

Arts & Entertainment

- Highly-programmed arenas and theaters
- 4 pro sports teams
- 100K SF of dining and retail
- Two new hotels with 400 rooms total



DETROIT CENTER FOR INNOVATION

University of Michigan, Related Companies and Olympia Development to advance innovation- and talent-focused community development, propelling job creation and creating opportunity for Detroiters and residents across Michigan.

Pipeline of talent

1,000 students annually

Mobility, Sustainability, AI,
Data Science, Fintech,
Cybersecurity, Entrepreneurship

Four acres

200K SF research and
education center

300 units of housing

Parks and green space

95K SF technology incubator

\$50 to \$60 million

Annual U-M investment into
Detroit to operate

\$100 million

Philanthropic commitment
from Stephen Ross

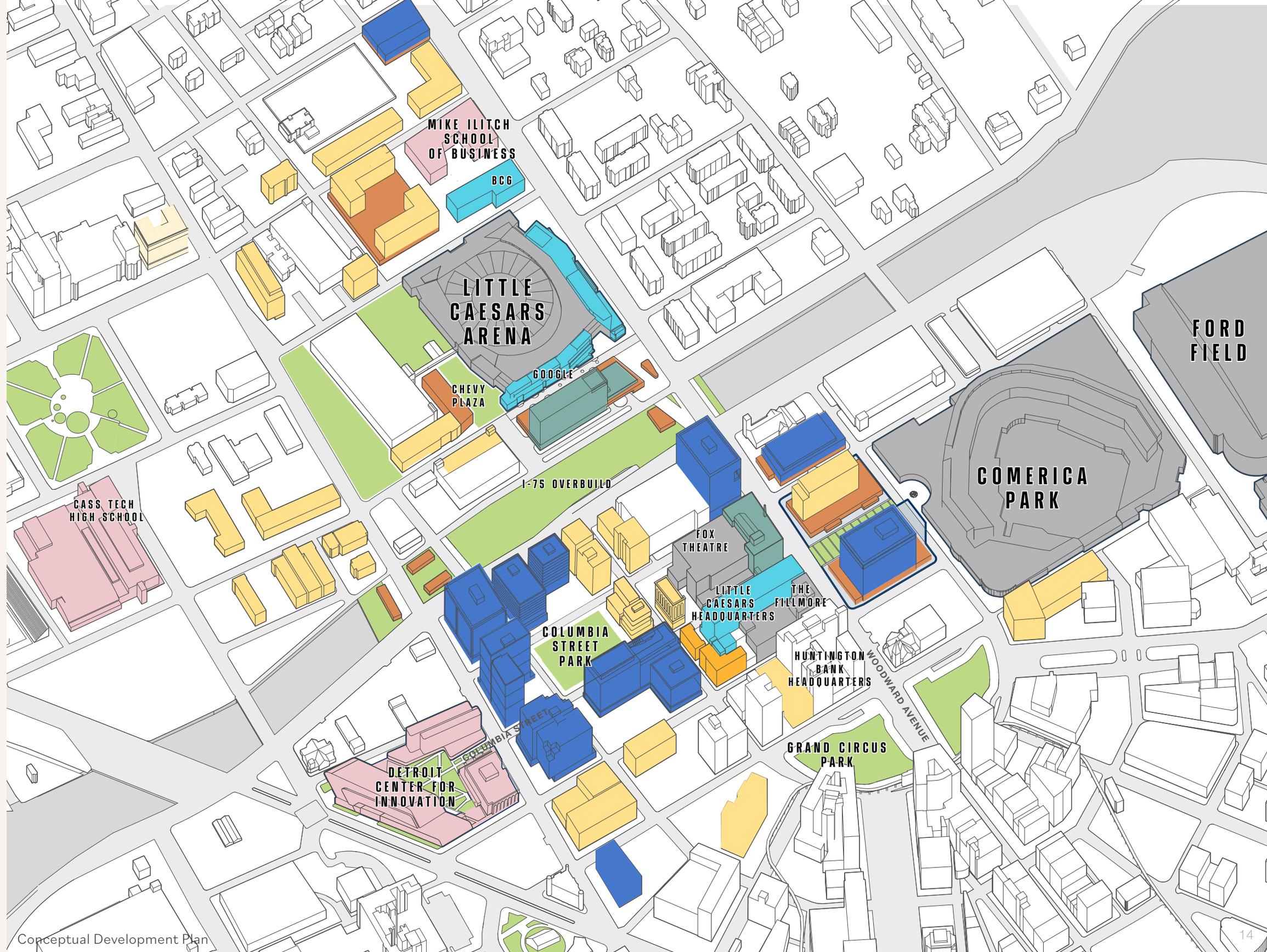
Contribution of land

By the Ilitch organization



THE DEVELOPMENT PLAN

- Women's City Club
2110 Park Avenue
Blenheim Building
2218 Park Avenue
- Existing Commercial Office
- New Commercial Office
- Sports and Entertainment Venues
- Academic and Innovation
- Retail
- Hotel
- New Residential
(Ground Up & Adaptive Reuse)
- Open Space





Fox Theatre Detroit



City Club Apartments



Cliff Bell's



Ford Field



Huntington Tower

COLUMBIA STREET

The District Detroit is set to be the city's latest retail destination, bringing new restaurants and shops for the tenants and visitors and fans with nearly 40,000 square feet adjacent to the historic Fox Theater.



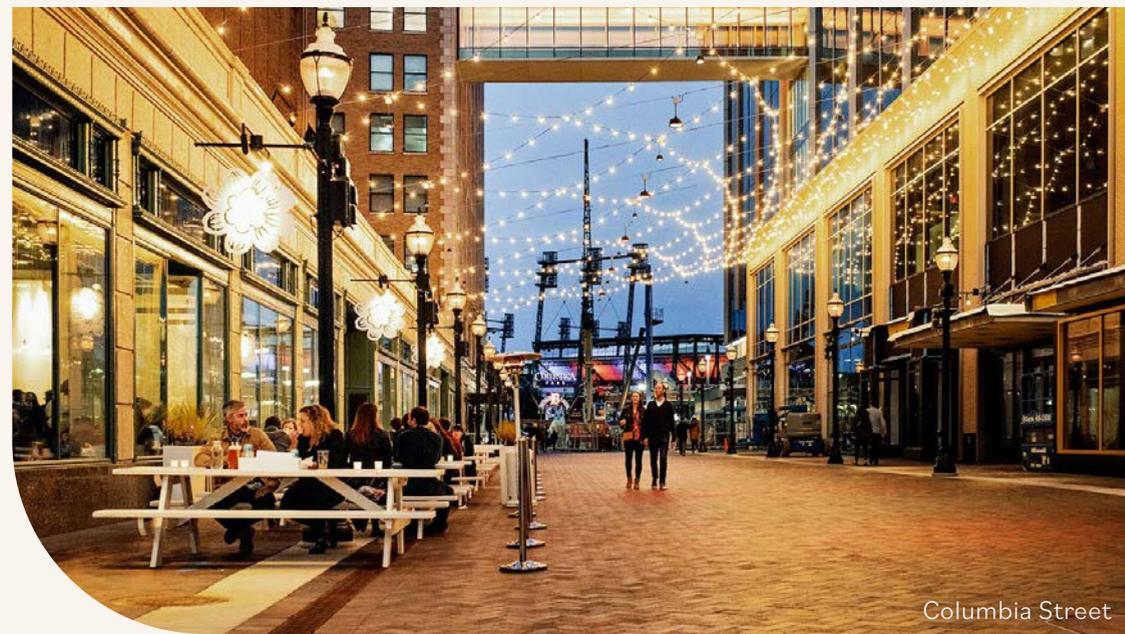
Google Headquarters



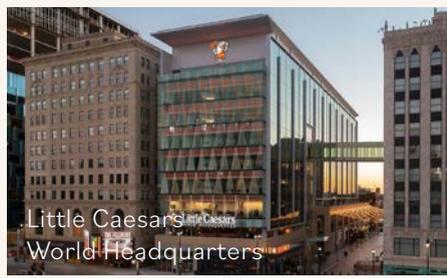
Little Caesars Arena



Comerica Park



Columbia Street



Little Caesars World Headquarters



Wayne State University Mike Litch School of Business



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PARK AVENUE: 100 YEARS IN THE HEART OF THE ACTION



1920s

Detroit's version of New York's Fifth Avenue boomed with commercial development, social clubs and upscale residences



1930s-1950s

Park Avenue was one of Detroit's more bustling evening scenes dotted with clubs, pubs and Burlesques.



TODAY

In the heart of The District Detroit, the epicenter of sports, entertainment, technology and entrepreneurship.

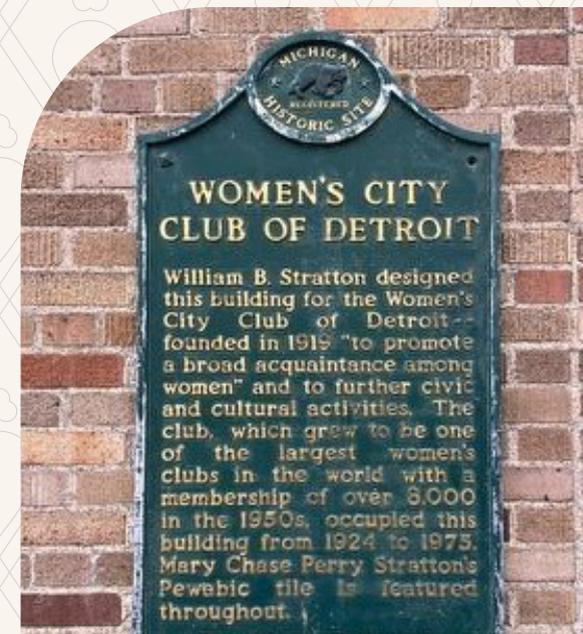
2110 PARK AVENUE WOMEN'S CITY CLUB: A RICH HISTORY

Once home to the largest women's club in the world,
with over 8,000 members.

Built in 1924, the 75,000 square foot club offered
a number of amenities for its members,
including a swimming pool, auditorium, dining room,
library, café, outdoor patio, fireplace lounge
and short-term lodging.

Over the years, a number of lectures, concerts,
art exhibitions and other social events were held at the club.

Nationally prominent women visited the building
and its members to enlist help for their causes.

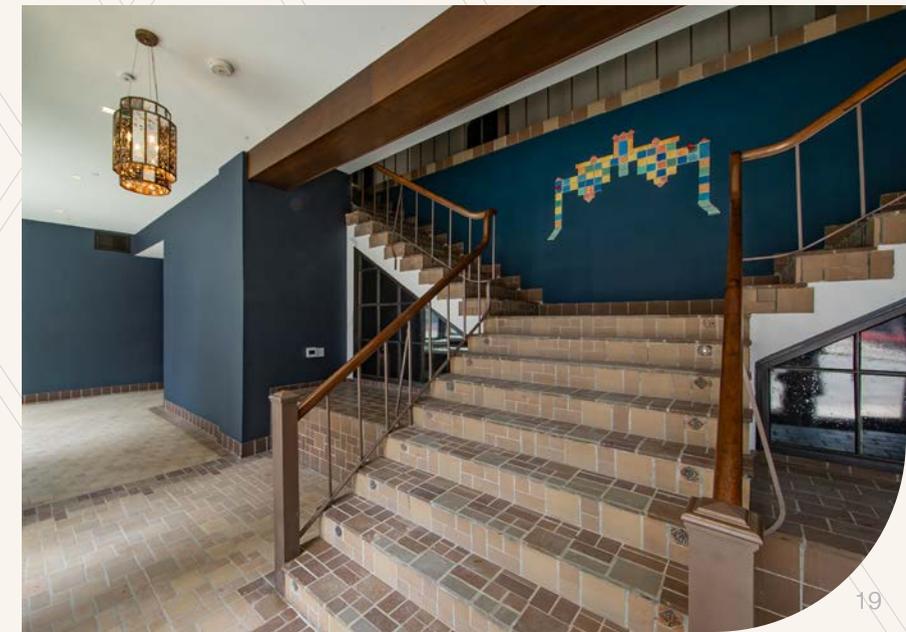
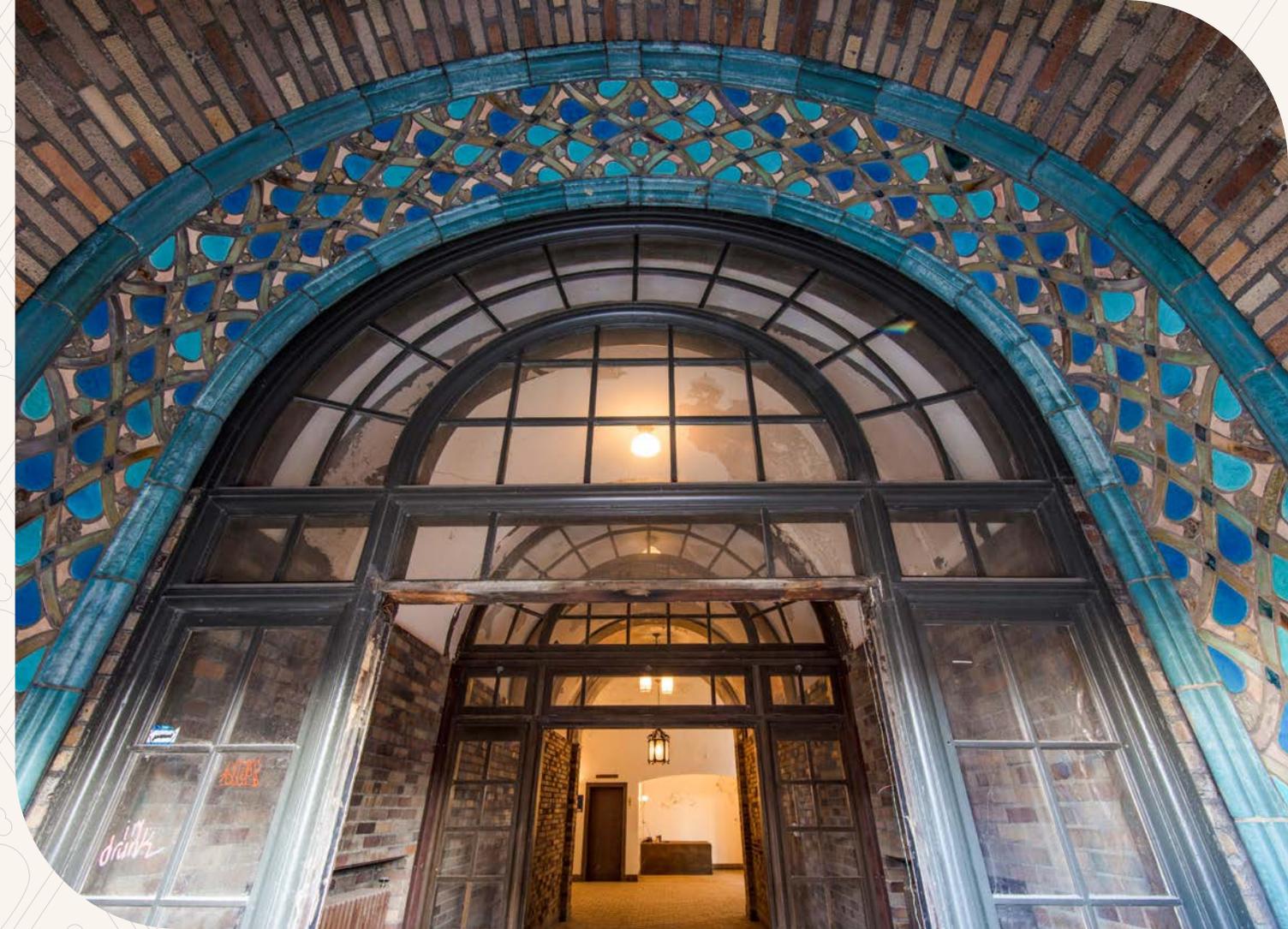


A RARE OPPORTUNITY OF STYLE & SUBSTANCE

Newly renovated and highly amenitized historic property.

Inspired by contemporary European modern design
and the Arts & Crafts style.

Exceptional features: stylized tiling by Pewabi Pottery,
a curved interior staircase, auditorium,
balconies, patios, rooftop, pool area and brick
masonry street level storefronts.





Second Floor West Section facing West



Third Floor Northwest End facing South



Fourth Floor Fireplace and View to Internal Courtyard



Fifth/Sixth Floor facing South / Bay Windows

Multi-million dollar renovation of building systems, core and shell.

Vertical shafts allow for easy residential systems via venting, plumbing stacks, and more.

Floor slab thickness and concrete/masonry construction

Existing central cooling tower provides good main system for residential

RENOVATED & READY

The Detroit Women's City Club at 2110 Park Avenue undertook a \$25M rehabilitation and renovation in 2021 to provide space that is ready for tenant fit-outs or a design-build approach throughout the entire building.

There are multiple signature features, including a semi-spiral staircase connecting the third and fourth floors, a grand ballroom that accommodates up to 100 guests, and the opportunity to build out a full rooftop terrace.

Improvements Include

New copper plumbing and natural gas piping

All new HVAC with high-efficiency 1000MBH boilers

New primary electrical service and distribution gear

Fire alarm and fire suppression system

Modernized elevators, including passenger and freight

Interior and exterior security systems and cameras

New exterior sidewalk and curbs

Exterior masonry and signature tile restoration

A complete list of upgrades and details is available upon request.





Street Level Restaurant or Retail Space - Conceptual Rendering



Fourth Floor Outdoor Space Social Club and Dining - Conceptual Rendering

FOR INQUIRIES:

FOR OFFICE LEASING:

MIKE CARL

Senior Vice President
Plante Moran Cresa

Mike.Carl@plantemoran.com

(248) 361-9175

FOR RETAIL LEASING:

KEITH ROGERS

Broker/Principal
Restaurant Development Advisors LLC

Keith@rdadvisors.net

(248) 245-5447

THE DISTRICT DETROIT

RELATED

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OF MICHIGAN



Park Avenue - Conceptual Rendering