




BEDROCK

 **FRIEDMAN**
REAL ESTATE 

FIFTH THIRD BANK

ONE WOODWARD

Detroit, MI 48226

BUSINESSES + TALENT ARE CHOOSING DETROIT



The Detroit region is home to more than 120,000 businesses, 17 Fortune 1000 companies, 5.4 million people and some of the top educational institutions in the world. The business-friendly region has the talent, resources and cutting-edge facilities that drive innovation.



AFFORDABILITY

The cost of space and talent in Detroit is lower than in other major markets, which allows for more investment opportunities.

TALENT

The Detroit region leads the nation in engineers per capita, thanks in large part to its proximity to world-renowned colleges and universities that issue thousands of STEM degrees each year.

CAPACITY

In 2021, Michigan continued its strong economic recovery with a 10.29% growth in real GDP. Bloomberg ranked Michigan's economic improvement the best among the 37 states with a population greater than 2 million.

BUSINESS-FRIENDLY

After reworking its approach to business and development this decade, Detroit and the state of Michigan have adapted their respective approaches to attracting and retaining businesses. In 2023, CNBC ranked Michigan #10 in America's Top States for Business.¹

MILLENNIAL POPULATION GROWTH

+52%



The population of adults ages 25-34 in Greater Downtown Detroit has increased by 52% since 2013.²

INCREASED SPENDING POWER

\$11.4B

Greater Downtown Detroit tallied a total annual earnings of \$11.4B in 2022.²

1. CNBC's America's Top States for Business 2023
2. Lightcast.io, Q3 2023

DETROIT'S CONNECTIVITY

DETROIT IS A MAJOR POINT FOR EAST-TO-WEST U.S. FLIGHT CONNECTIONS

PASSENGER SATISFACTION

#1 RATED AIRPORT

DTW has the highest customer satisfaction rating among mega airports in North America, as rated by JD Power.¹

DAILY FLIGHTS

1,100+

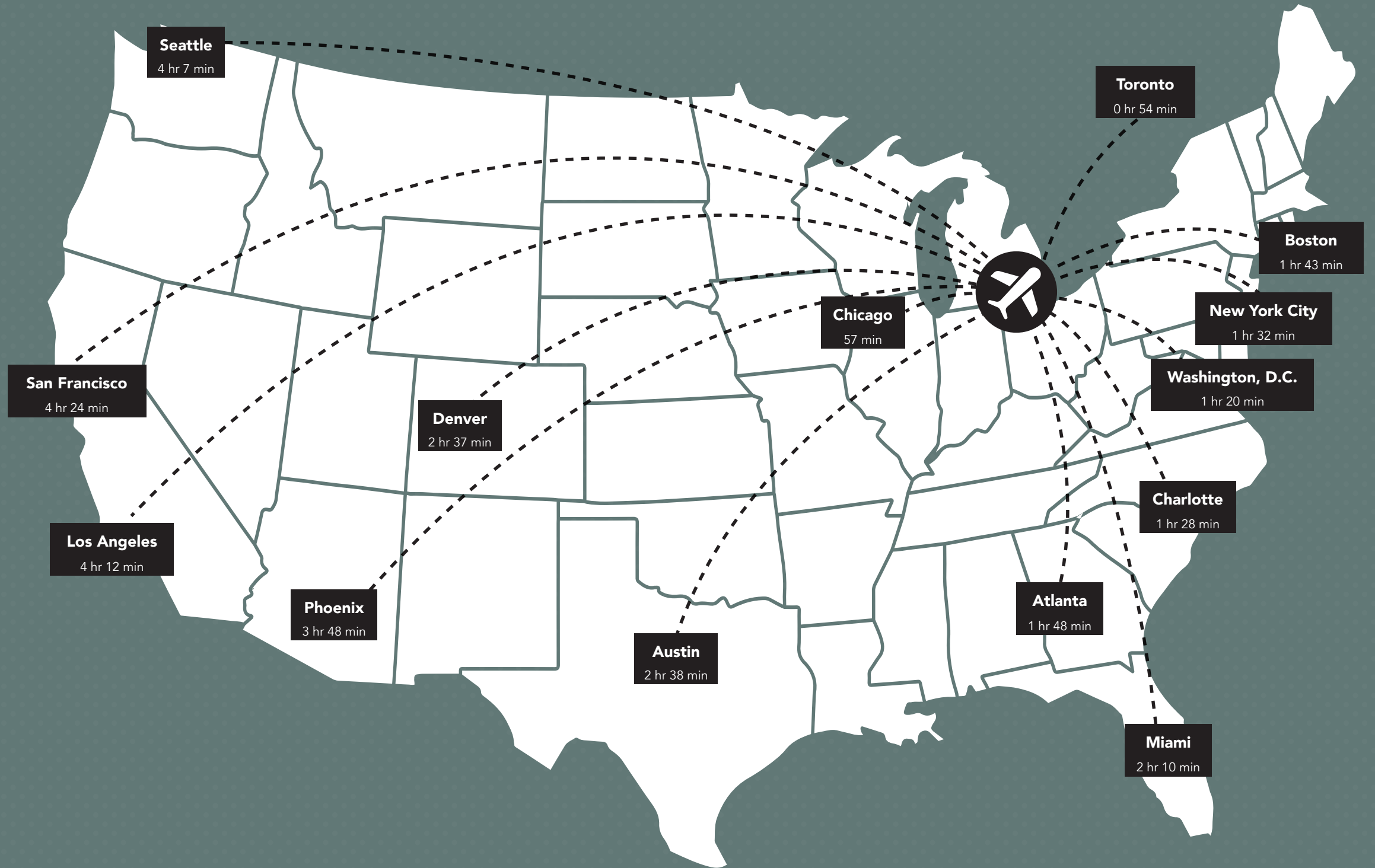
Detroit is a major Delta hub and focus city for Spirit Airlines. The airport is home to 17 scheduled passenger airlines with flights to and from more than 140 nonstop destinations on 4 continents.²

ON-TIME FLIGHTS

#3 MOST PUNCTUAL

DTW is ranked the third most-punctual airport in the U.S. in 2024.³

36M+ ANNUAL PASSENGERS²



1. J.D. Power 2023 Customer Satisfaction Survey
 2. Detroit Metro Airport
 3. Detroit Free Press

BUILDING TALENT

Southeastern Michigan is home to one of the most robust higher-education regions, with schools like the University of Michigan, Michigan State University and Wayne State University annually ranking among the best research institutions in the nation each year.

The Detroit region employs nearly 300,000 people in science, technical, engineering and math (STEM) occupations.

From high-tech to skilled trades, Michigan is on its way to becoming one of the top states in the nation for job creation. Developing talent for jobs that are in-demand right now and in the future is a top priority for the state.



1. Lightcast Q4 2022
2. University Research Corridor 2019 Annual Report

2.5X THE NATIONAL AVERAGE

The city's STEM occupation job growth is nearly triple the national average rate since 2010.¹

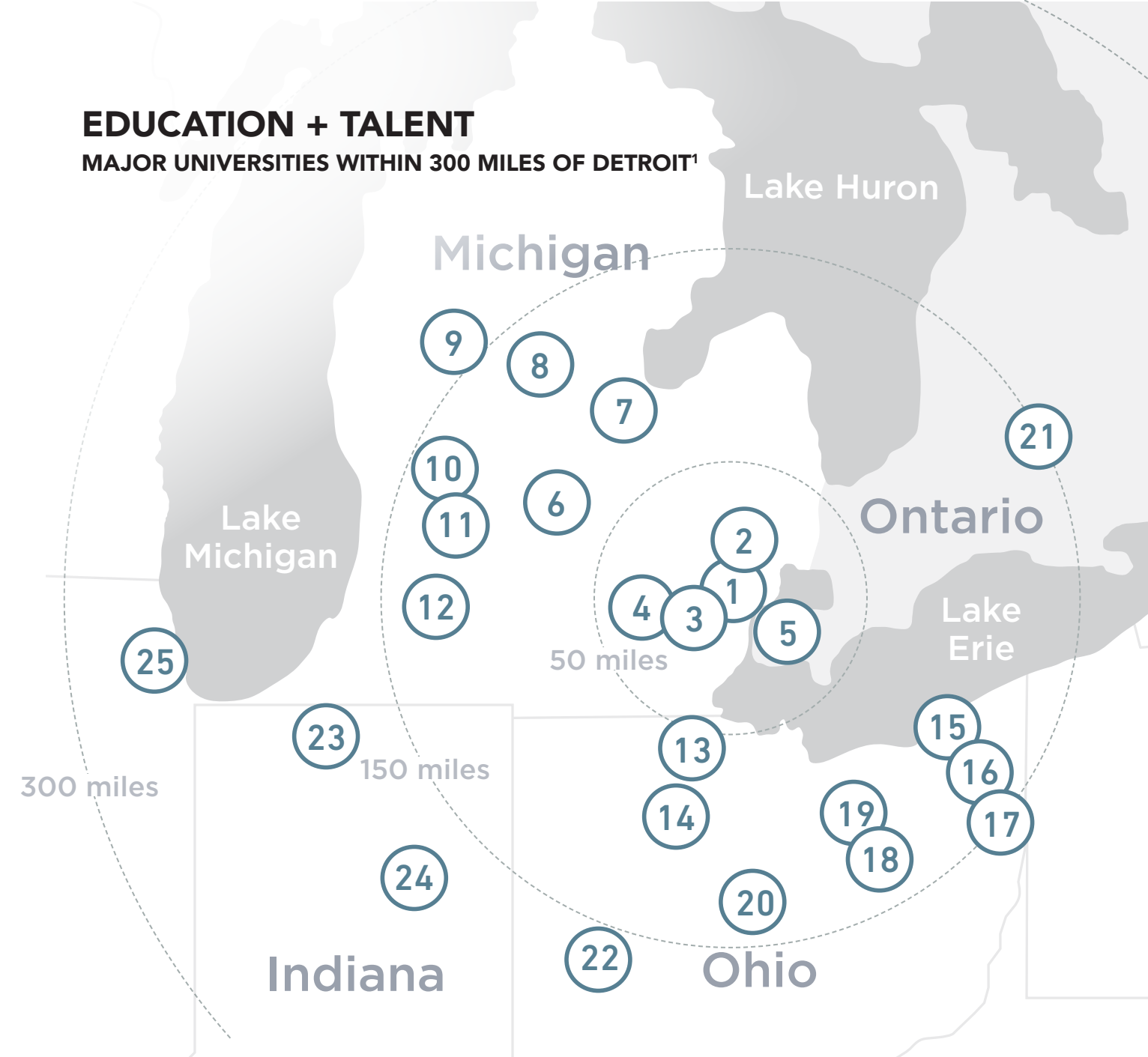
2ND IN INNOVATION POWER

The University Research Corridor (URC) is a collaborative partnership with the University of Michigan, Michigan State University and Wayne State University.

Their research has led to advancements in medicine, mobility and business, and the most recent study showed that the URC had a statewide economic impact of \$18.7 billion and generated 78,845 jobs.

URC is the number-one university cluster in the United States, not only attracting talent from around the world, but also delivering one of the strongest talent bases in the country. Additionally, URC is ranked second in innovation power in the nation – using talent, technology, research and development as metrics.²

EDUCATION + TALENT MAJOR UNIVERSITIES WITHIN 300 MILES OF DETROIT¹



- | | |
|-----------------------------------|------------------------------------|
| 1 Wayne State University | 14 Bowling Green University |
| 2 Oakland University | 15 Cleveland State University |
| 3 Eastern Michigan University | 16 Case Western Reserve University |
| 4 University of Michigan | 17 Youngstown State University |
| 5 University of Windsor | 18 Kent State University |
| 6 Michigan State University | 19 University of Akron |
| 7 Saginaw Valley State University | 20 The Ohio State University |
| 8 Central Michigan University | 21 University of Waterloo |
| 9 Ferris State University | 22 University of Dayton |
| 10 Grand Valley State University | 23 University of Notre Dame |
| 11 Davenport University | 24 Ball State University |
| 12 Western Michigan University | 25 University of Illinois |
| 13 University of Toledo | |

DEGREES AWARDED FROM REGIONAL COLLEGES IN 2021²

265,437	BACHELOR'S DEGREES
110,340	MASTER'S DEGREES
97,925	ASSOCIATE'S DEGREES
27,813	DOCTORAL DEGREES

A CITY WORTH VISITING

Greater Downtown Detroit experiences more than 65 million visits annually, with visitors traveling from throughout Southeastern Michigan and the Midwest to attend a game, concert, special event or festival.¹ With all four major league sports teams within a four-block radius, Detroit hosts 171 regular season games every year.

15 MAJOR MUSEUMS WITHIN DETROIT

There are 15 major museums within Greater Downtown including the Detroit Institute of Arts, Charles H. Wright Museum of African American History, Museum of Contemporary Art Detroit, Detroit Historical Museum, Motown Museum. There are 150 museums in the Southeast Michigan region.



Motown Museum

VISITORS TO DOWNTOWN DETROIT

8M+

In 2023, Greater Downtown Detroit welcomed 8.1 million unique annual visitors.¹

TOTAL CONCERTS

250+

Detroit hosted over 250 concerts in 2023. From large arenas like Little Caesars to historical spaces like The Fox Theatre, Detroit is a destination for concertgoers.

HOTEL ROOMS

5,400+

Detroit has over 5,400 hotel rooms with another 1,589 rooms currently under development.²

DOWNTOWN RETAILERS

320+

There are more than 320 retailers, from nationally known brands to locally owned establishments in the Central Business District.³



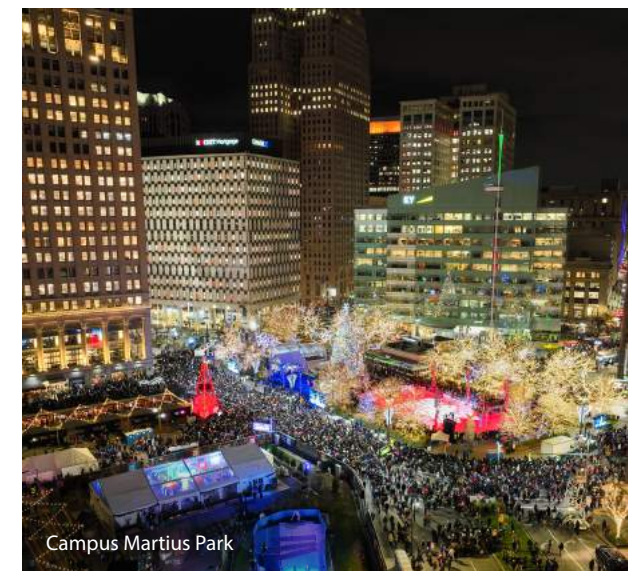
Woodward Retail



Afro Nation



Jazz Fest

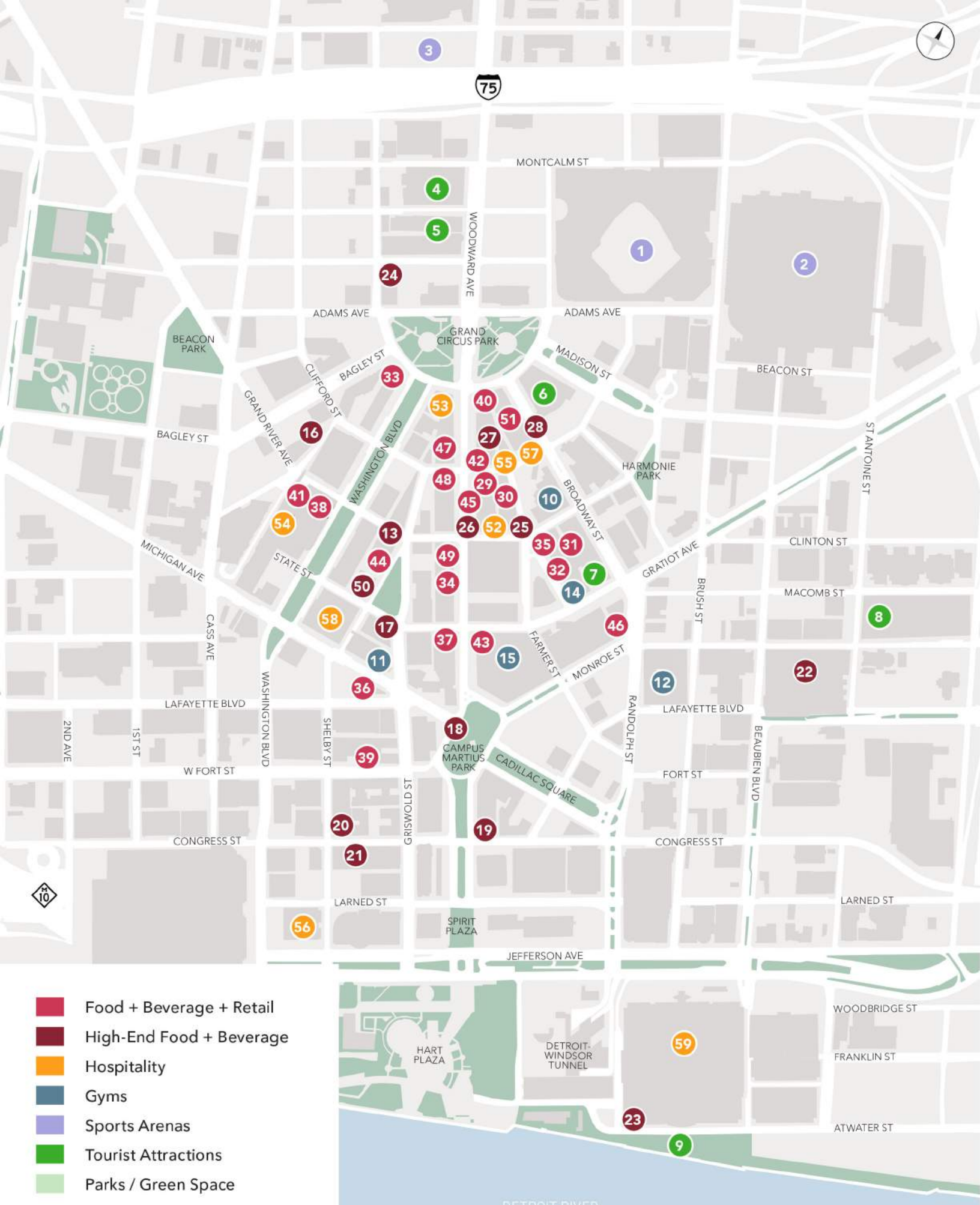


Campus Martius Park





Woodward Avenue

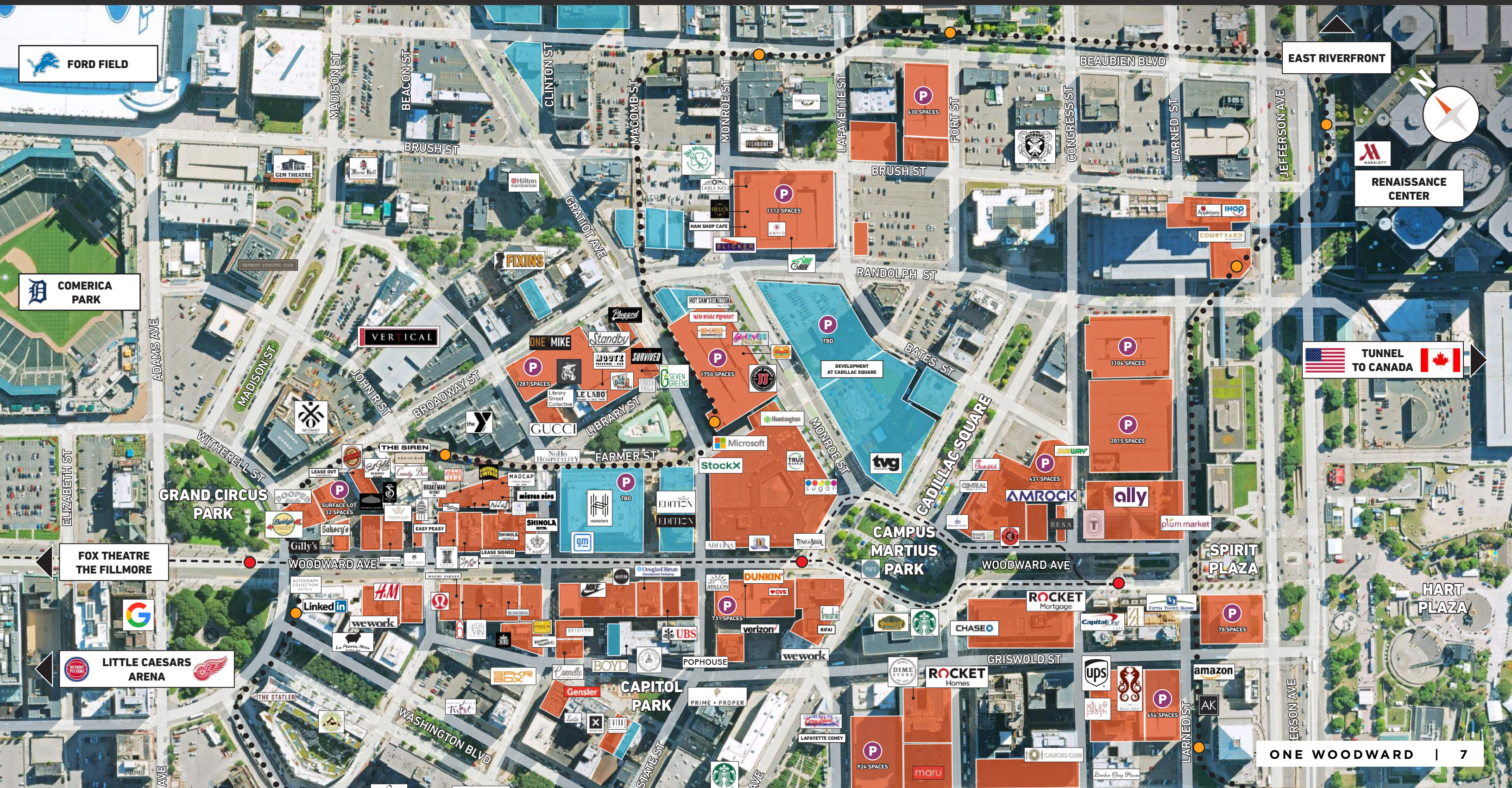
1. Placer.ai data
2. Downtown Detroit Partnership
3. ESRI Business Summary



- Food + Beverage + Retail
- High-End Food + Beverage
- Hospitality
- Gyms
- Sports Arenas
- Tourist Attractions
- Parks / Green Space

DETROIT CENTRAL BUSINESS DISTRICT

KEY	
	Bedrock Owned/Controlled
	Bedrock Owned/Controlled - Development
	Bedrock Owned Parking
	QLINE Route
	People Mover Route



 FORD FIELD

 COMERICA PARK

 FOX THEATRE THE FILLMORE

 LITTLE CAESARS ARENA

EAST RIVERFRONT

 RENAISSANCE CENTER

 TUNNEL TO CANADA

ABOUT BEDROCK

Bedrock is a full-service real estate firm specializing in innovative city building strategies. Since its founding in 2011, Bedrock and its affiliates have invested and committed more than \$7.5 billion to acquire, develop and operate more than 140 properties in Detroit and Cleveland with landmark developments at Hudson's Detroit, Book Tower, City Modern, Tower City and the May Company Building.

Bedrock's projects include new construction, adaptive reuse and a portfolio totaling more than 21 million square feet of office, retail, residential, industrial, hospitality and parking.



BEDROCK PROPERTIES

140+

Bedrock has over 140 properties in Detroit and Cleveland.

SQUARE FOOTAGE

21M+

Bedrock's portfolio includes over 21 million square feet in Detroit and Cleveland.

OFFICE + RETAIL TENANTS

400+

With award-winning tenant relation programs and a customer-focused team, Bedrock prides itself on providing the best care and service to its buildings and tenants.



Property Management



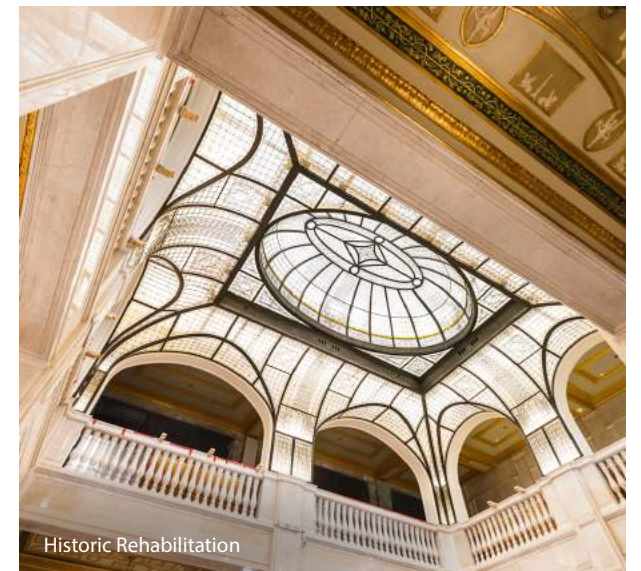
Leasing + Acquisition



Construction



Development

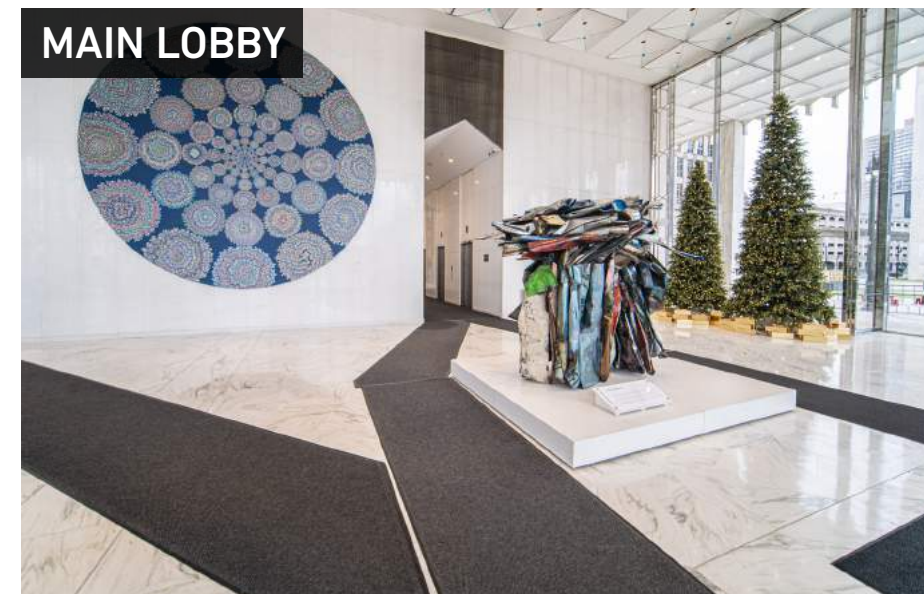


Historic Rehabilitation

MAIN LOBBY



MAIN LOBBY



MAIN LOBBY



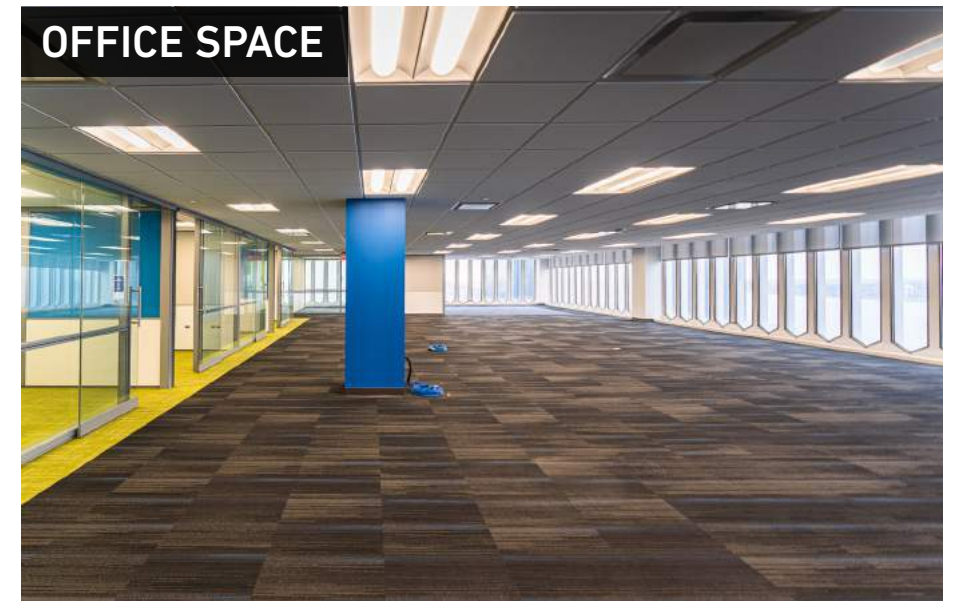
EXTERIOR



OFFICE SPACE



OFFICE SPACE



OFFICE SPACE



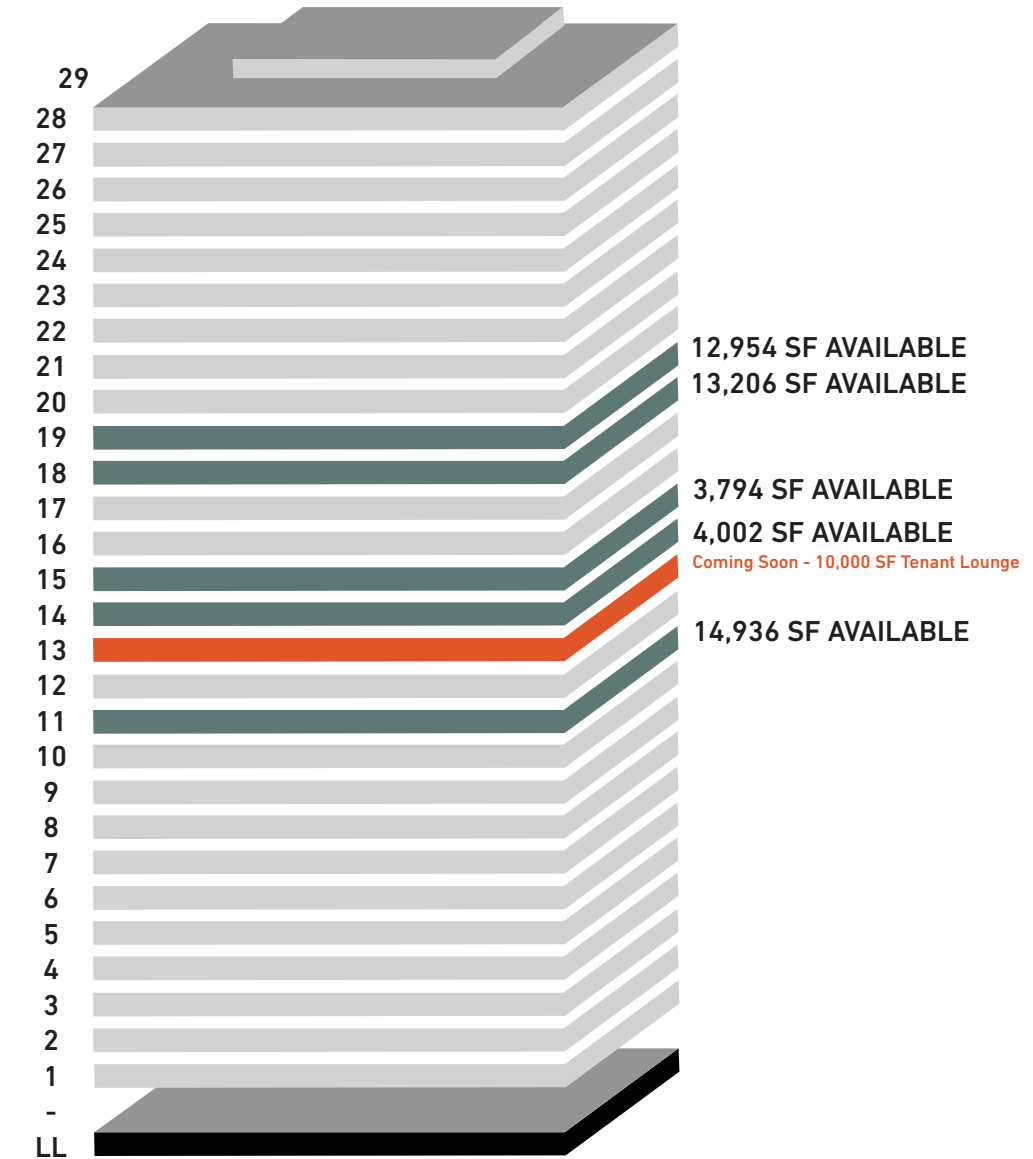
OFFICE SPACE





ONE WOODWARD

PROPERTY DETAILS	
eCode	282
Total Building Size	370,364 SF
Location	Detroit, MI
Parking Spaces	200
Signage	Yes
Year Built/Renovated	1962/2011
Property Type	Office
Rental Rate	Contact Broker



HIGHLIGHTS

- Flexible floor plans can accommodate full floor users or multi-tenant configuration
- Office space available from 2,380 SF - 26,160 SF
- Unparalleled views of the Detroit Riverfront with floor to ceiling windows
- Coming soon - 10,000 SF Tenant Lounge
- Amenities include: Sundry shop, 24/7 security, elegant floor to ceiling glass lobby with seating
- Easy access to M-10, I-75 and to the suburbs
- 2nd Floor event space
- Close proximity to numerous fine dining and retailers
- Signage opportunity
- Professionally owned and managed by Bedrock Management Services LLC

AMENITIES

- 24/7 security
- Floor-to-ceiling glass lobby with seating
- Commuter rail
- Convenience store



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