

One Woodward

Detroit, MI 48226



Businesses and Talent Are Choosing Detroit

The Detroit region is home to more than 740,000 workers, 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.

SPENDING POWER

\$12.2B

Greater Downtown Detroit tallied a total annual earnings of \$12.2B in 2023.²

POPULATION GROWTH

49%+

The population of adults ages 25-34 in Greater Downtown Detroit has increased by 49% since 2013.³

AFFORDABILITY

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

ECONOMY

In 2022, Michigan continued its strong economic recovery with a 7.81% growth in real GDP. Detroit’s startup ecosystem was named the second-fastest growing in the world in 2024.¹

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.

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 2024, CNBC ranked Michigan #9 in America’s Top States for Business.²



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

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 over 170,000 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.

THE CITY’S STEM OCCUPATION
JOB GROWTH IS NEARLY TRIPLE
THE NATIONAL AVERAGE RATE
SINCE 2010

STATE INNOVATION
POWER RANKINGS

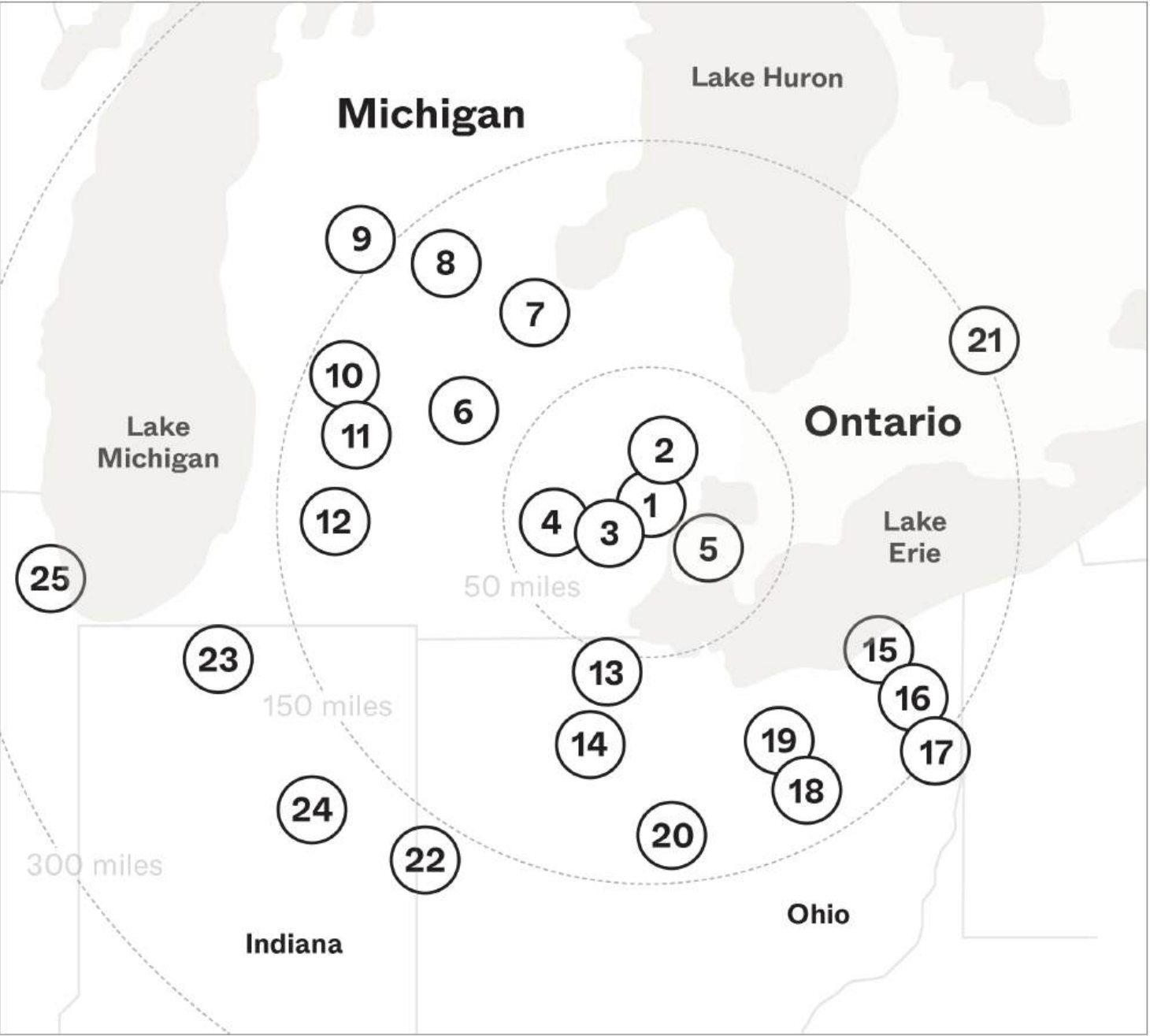
The University Research Corridor (URC) is a collaborative partnership with the University of Michigan, Michigan State University and Wayne State University.

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.

2.5^x

#2



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

DEGREES AWARDED FROM
REGIONAL COLLEGES IN 2021

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 67 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.

RETAIL + OFFICE TENANTS

7.9M+

In 2023, Greater Downtown Detroit welcomed 7.9 million unique annual visitors.¹

TOTAL CONCERTS

400+

More than 400 shows were reported in Detroit in 2022. From large venues like Little Caesars Arena to historical spaces like The Fox Theatre, Detroit is a destination for concertgoers.

MAJOR MUSEUMS

15

There are 15 major museums within Greater Downtown and 150 museums in the Southeast Michigan region.

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

DOWNTOWN HOSPITALITY

5,400+

Greater Downtown Detroit has over 5,400 hotel rooms with more than 1,100 additional under construction.²

DOWNTOWN RETAILERS

320+

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



AfroNation 2024



Campus Martius Tree Lighting



Grand Prix



Motown Museum



Constructing Futures



NFL Draft 2024

Downtown Activations

More than 3.5 million people attend a special event and 1.8 million attend a show in Detroit's Central Business District annually.¹

¹ Placer.ai data



Woodward Avenue Shopping



The Belt



Detroit RiverWalk



Campus Martius Park



NFL Draft 2024

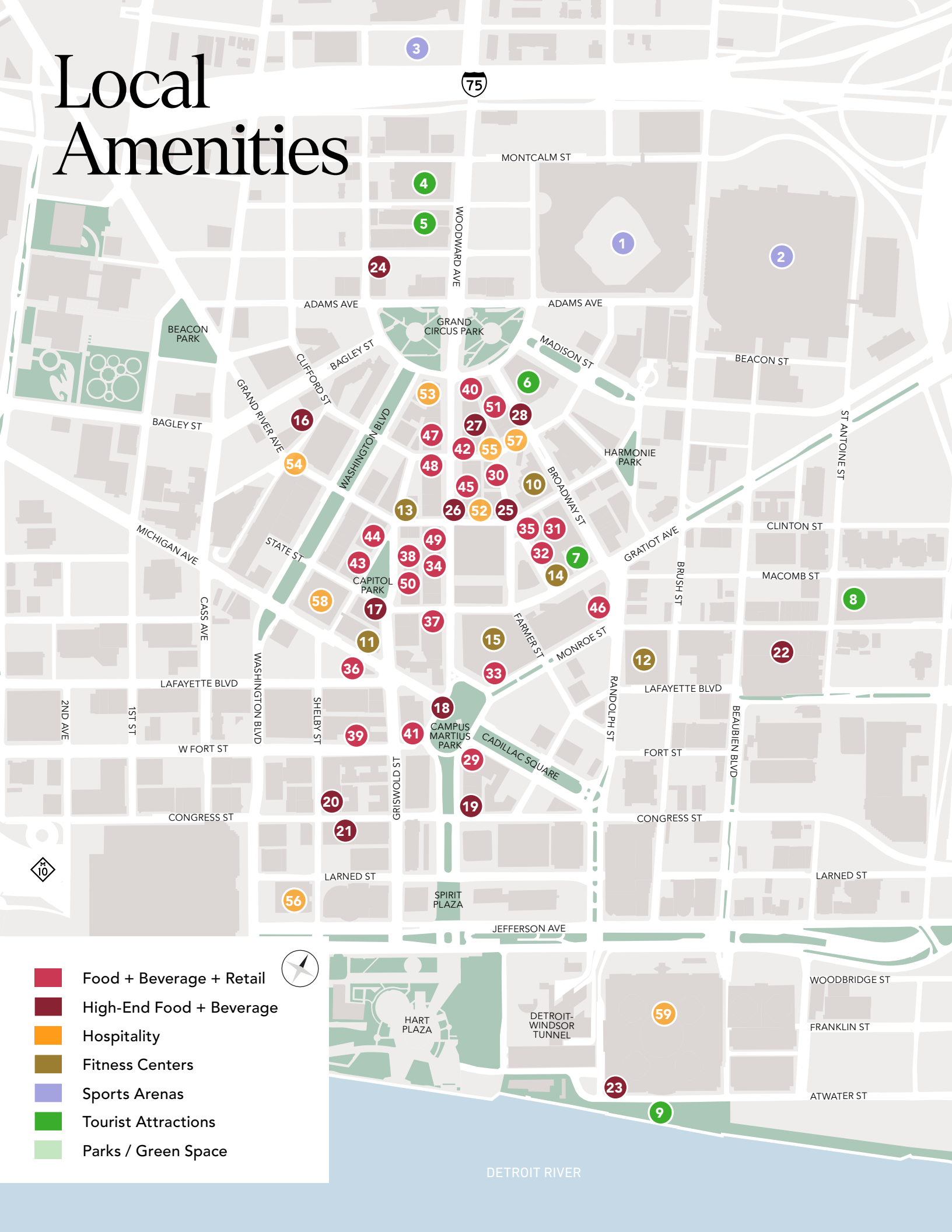


Yoga In The Park



Ford Field

Local Amenities



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

<div>1-3</div> <p>COMERICA PARK, FORD FIELD, LITTLE CAESARS ARENA</p>	<div>4</div> <p>FOX THEATRE</p>	<div>5</div> <p>THE FILLMORE</p>	<div>6</div> <p>DETROIT OPERA HOUSE</p>
<div>7</div> <p>THE BELT</p>	<div>8</div> <p>HOLLYWOOD CASINO AT GREEKTOWN</p>	<div>9</div> <p>DETROIT RIVERWALK</p>	<div>12</div> <p>VIBE RIDE</p>
<div>14</div> <p>CITIZEN YOGA</p>	<div>17</div> <p>PRIME + PROPER</p>	<div>18</div> <p>PARC</p>	<div>19</div> <p>BESA</p>
<div>15</div> <p>COR WELLNESS</p>	<div>24</div> <p>CLIFF BELL'S</p>	<div>26</div> <p>SAN MORELLO</p>	<div>27</div> <p>WRIGHT & CO.</p>
<div>29</div> <p>SHAKE SHACK</p>	<div>30</div> <p>MR DIPS</p>	<div>32</div> <p>MOOTZ</p>	<div>33</div> <p>SUGAR FACTORY</p>
<div>34</div> <p>HUDSON CAFE</p>	<div>35</div> <p>GUCCI</p>	<div>39</div> <p>MARU</p>	<div>40</div> <p>BUDDY'S</p>
<div>42</div> <p>GREYSON</p>	<div>44</div> <p>XHIBITION</p>	<div>45</div> <p>SHINOLA DETROIT</p>	<div>47</div> <p>H&M</p>
<div>48</div> <p>LULULEMON</p>	<div>49</div> <p>NIKE</p>	<div>50</div> <p>DETROIT CITY FC SHOP</p>	<div>52</div> <p>SHINOLA HOTEL</p>
<div>51</div> <p>PARAMITA SOUND</p>	<div>53</div> <p>ALOFT DETROIT</p>	<div>54</div> <p>ROOST HOTEL</p>	<div>55</div> <p>ELEMENT HOTEL</p>
<div>56</div> <p>FOUNDATION HOTEL + APPARATUS ROOM</p>	<div>10</div> <p>YMCA</p>	<div>20</div> <p>Caucus Club</p>	<div>25</div> <p>Olin</p>
<div>11</div> <p>CrossFit in the D</p>	<div>21</div> <p>London Chop House</p>	<div>28</div> <p>Albena</p>	<div>37</div> <p>Avalon Bakery</p>
<div>13</div> <p>Pure Barre</p>	<div>22</div> <p>Prism</p>	<div>31</div> <p>Vicente's</p>	<div>38</div> <p>Go! Sy Thai</p>
<div>16</div> <p>Savannah Blue</p>	<div>23</div> <p>Joe Muer Seafood</p>	<div>36</div> <p>American Coney / Lafayette Coney</p>	<div>41</div> <p>Potbelly</p>
		<div>43</div> <p>Eatōri</p>	<div>46</div> <p>Hot Sam's</p>
			<div>57</div> <p>Siren Hotel</p>
			<div>58</div> <p>Westin Book Cadillac</p>
			<div>59</div> <p>Marriott Renaissance</p>

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.

TOTAL SQUARE FOOTAGE

21M+

Bedrock’s portfolio includes over 21 million square feet between Detroit and Cleveland.

BEDROCK OWNED PROPERTIES

140+

Bedrock has over 140 properties combined in Detroit and Cleveland.

RETAIL + OFFICE TENANTS

400+

Bedrock prides itself on providing the best care and services to its tenants.



Property Management



Leasing + Acquisition



Construction



Development

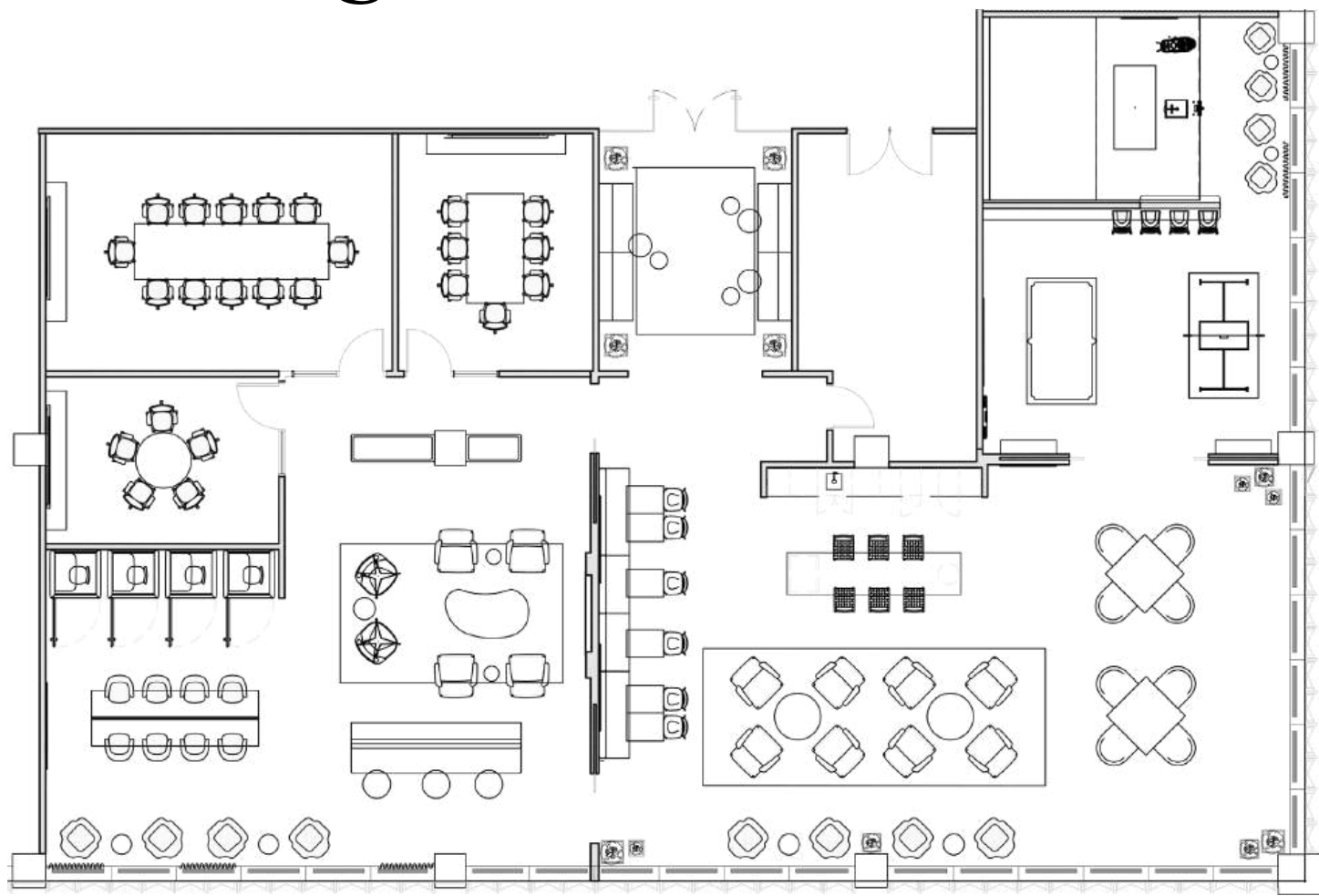


Historic Restoration



Community Experiences and Activations

Tenant Lounge (Coming Soon)



Cafe



Co-Working Lounge



Entryway



Game Room

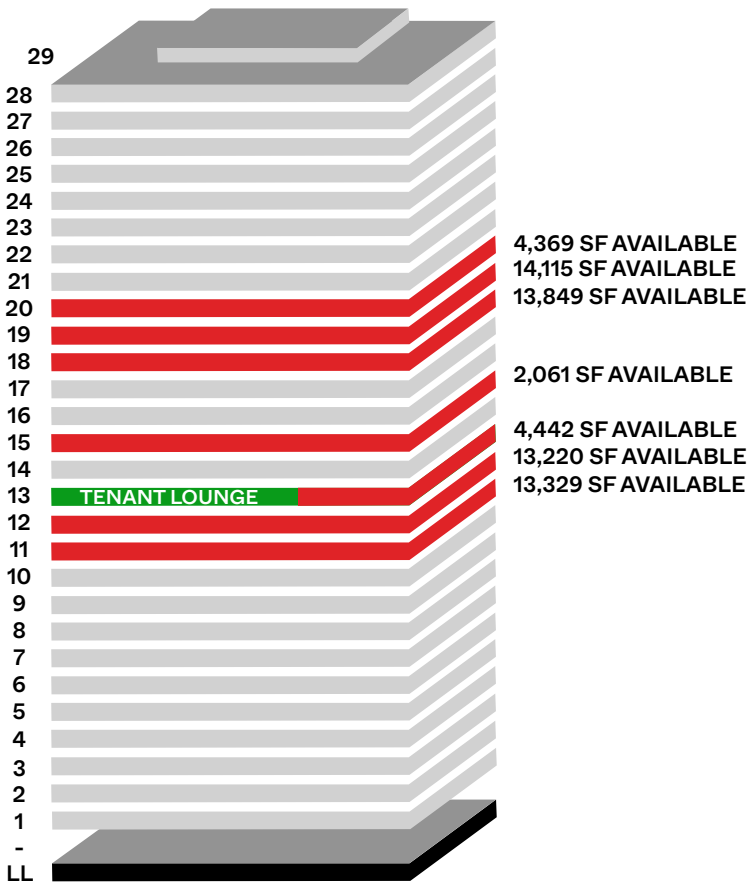


One Woodward

PROPERTY DETAILS	
ECODE	282
TOTAL BUILDING SIZE	370,360 SF
LOCATION	Detroit, MI 48226
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 1,312 SF - 27,964 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 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



PROPERTY HIGHLIGHT VIDEO



Suite 1100

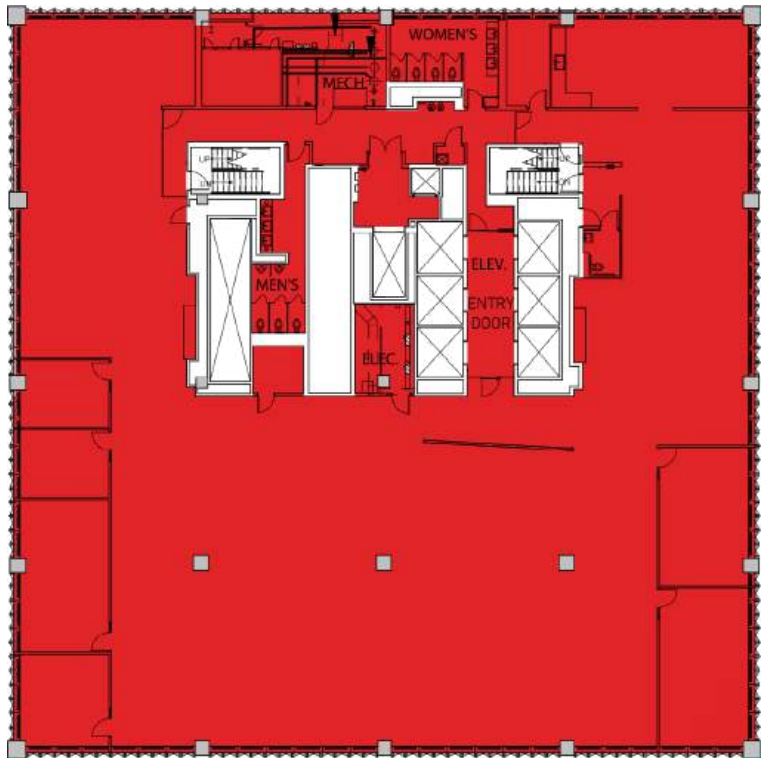
13,329 SF



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A VIRTUAL WALKTHROUGH

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GRISWOLD ST



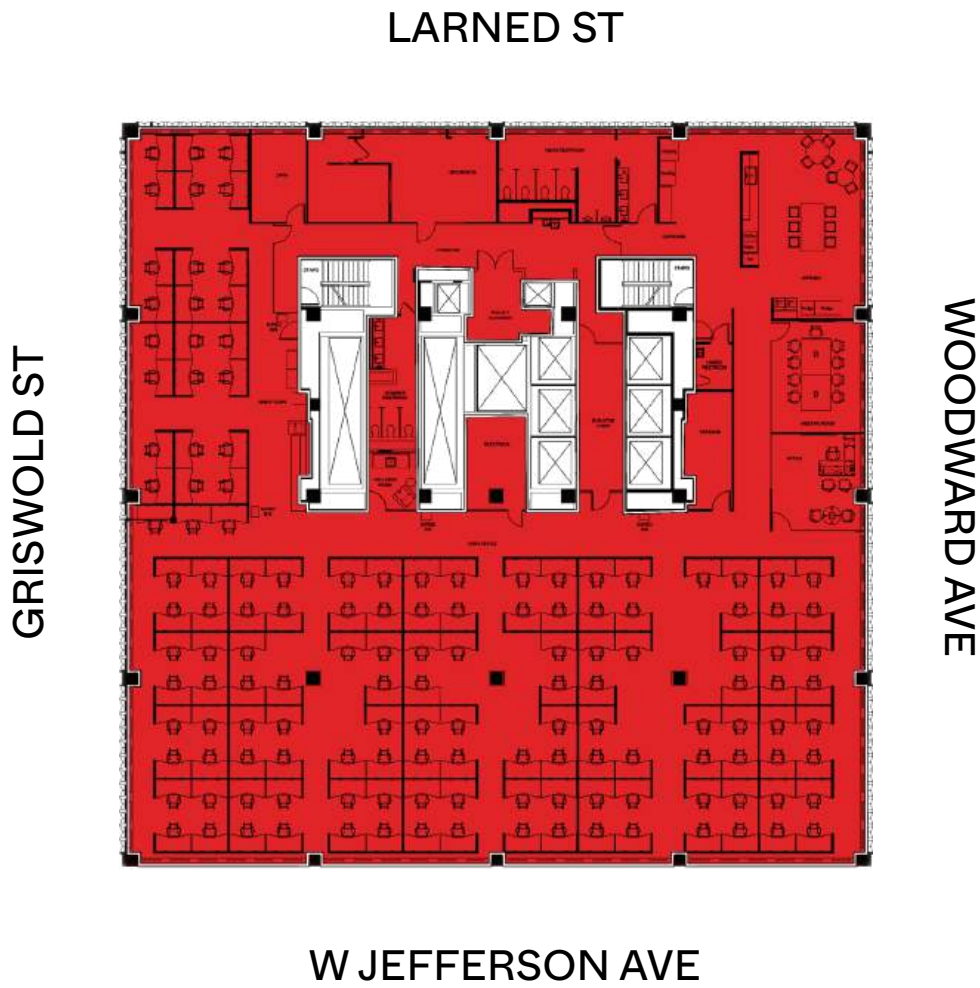
WOODWARD AVE

W JEFFERSON AVE



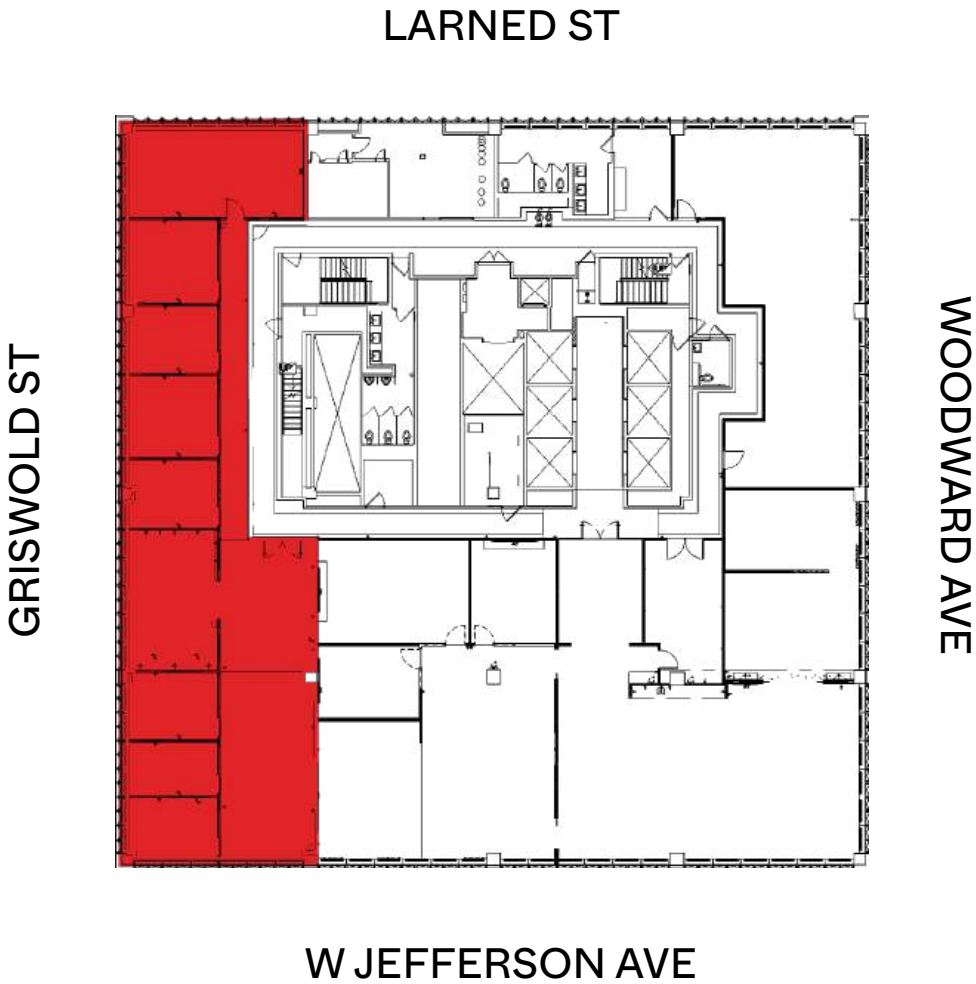
Suite 1200

13,220 SF



Suite 1350

3,130 SF

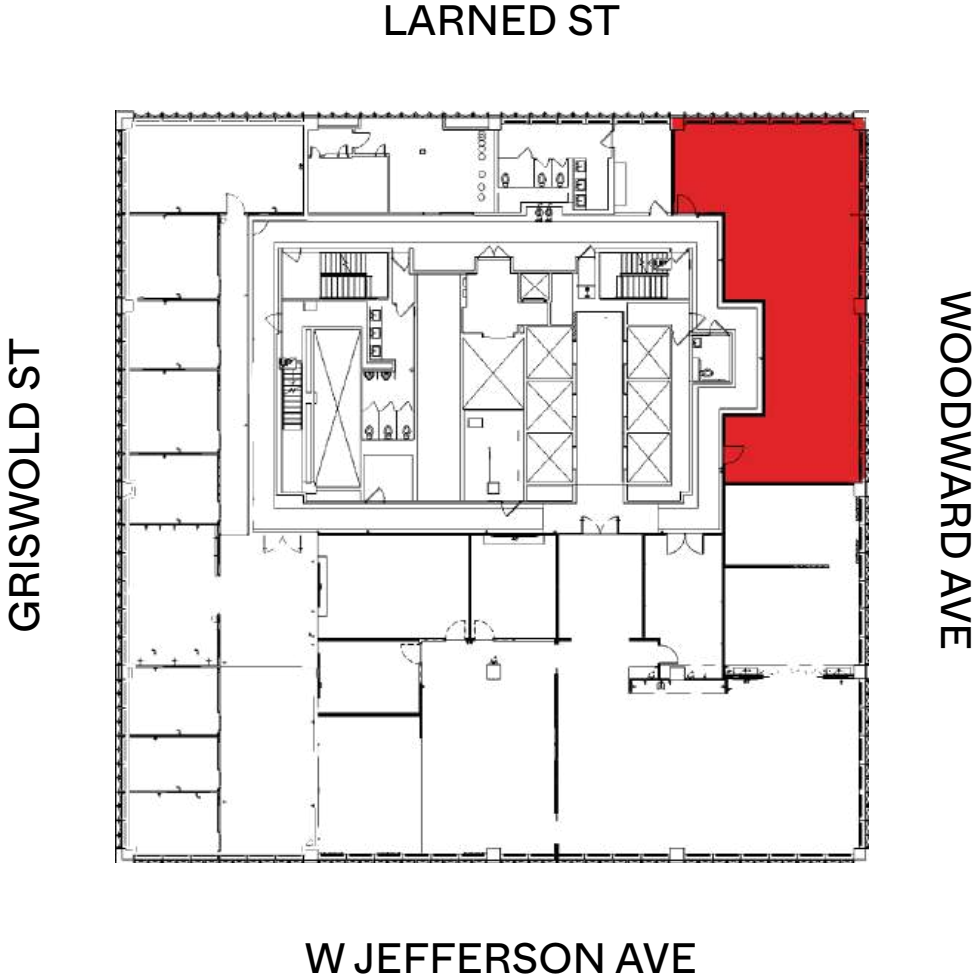


Suite 1350 Photography - Coming Soon



Suite 1375

1,312 SF



Suite 1375 Photography - Coming Soon



Suite 1550

2,061 SF



Suite 1550 Photography - Coming Soon



Suite 1800

13,849 SF



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Suite 1900

14,115 SF



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A VIRTUAL WALKTHROUGH

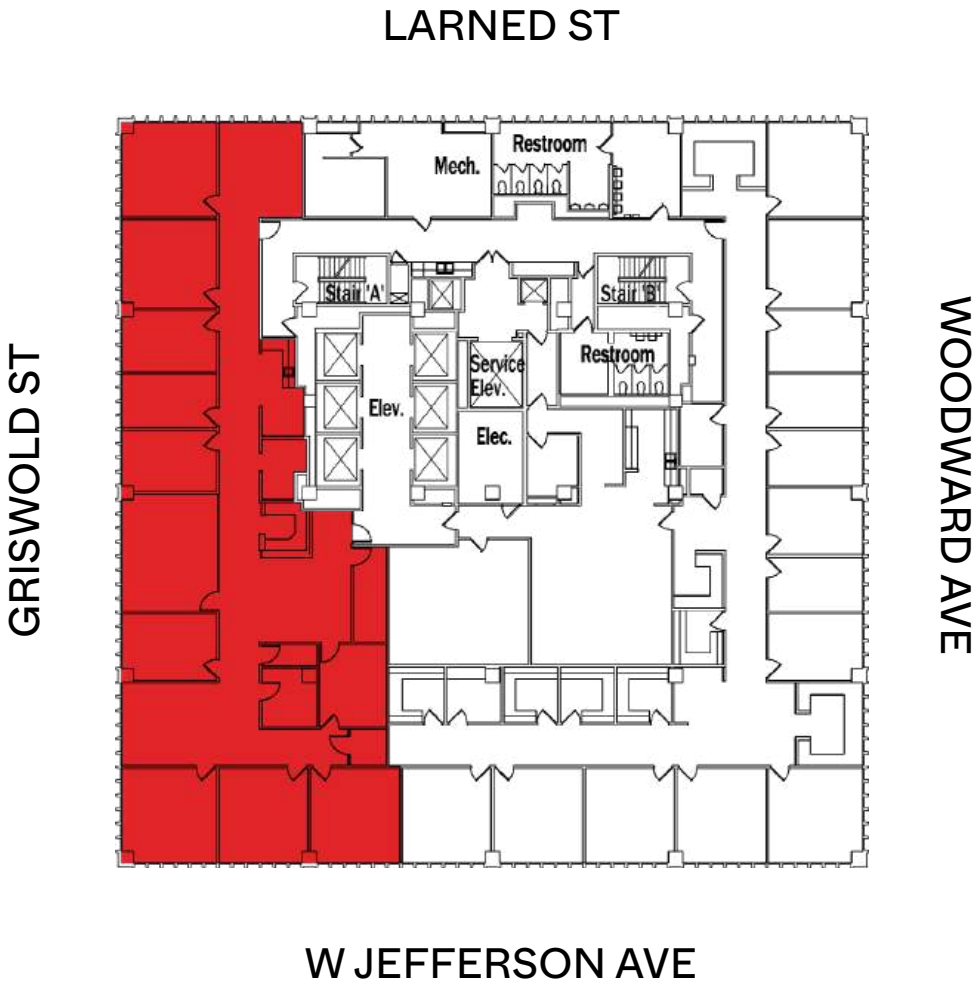


Suite 2000

4,369 SF



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