



NEIGHBORHOOD

**NEW CENTER**

LOCATION

**NE CORNER OF WOODWARD  
AND BALTIMORE**

SPACE TYPE

**RETAIL**

Completed in 1928, the Fisher Building has long served as Detroit’s premier shopping destination in the the New Center neighborhood. The building’s theatre attendees, office tenants, and visitors supply a valuable customer base. From pop-up spaces to premier corner units, the Fisher Building has a range of first floor suites for retail and commercial use. Dynamic spaces with large windows, high ceilings, and brass finishes are hallmarks of the building's historic design. Less than 1 mile from I-94, M-10, I-75 and Woodward Ave. and just 2 miles from I-96, the Fisher Building is convenient to the city center and metro Detroit. The building boasts abundant parking directly adjacent to the arcade entrances. It’s also in a walkable neighborhood well-serviced by public transportation.

**ASKING RENT**

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**\$25 / SF Modified Gross**

**NEIGHBORS**

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Shinola Headquarters, CCS, Henry Ford Hospital, Pistons Performance Center, Planet Fitness, Plum Market, Beyond Juice, Orange Theory, Comerica, Future MSU/Henry Ford Research Center, Albert Kahn Apartments, Oak & Reel, Freya, Kiesling, Milwaukee Cafe, UpPaint, CityYear, TruFit, Tangent Gallery, The Gathering Coffee Co, Tech Town, Time Will Tell, Baobab Fare, Huntington Bank, Wayne State, The Ten, Supino’s Pizza, Yum Village, QLine station

**GROUND FLOOR SIZE**

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**1,052 - 9,357 RSF**

**JOIN FIRST FLOOR TENANTS**

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Mature, MG Studio, Pure Detroit, Peacock Room, Promenade Artisan Foods, Russell’s Pharmacy, Shy vs Bold, TechTown Retail Pop-Up, and Yama

# FISHER BUILDING

3011 W GRAND BLVD

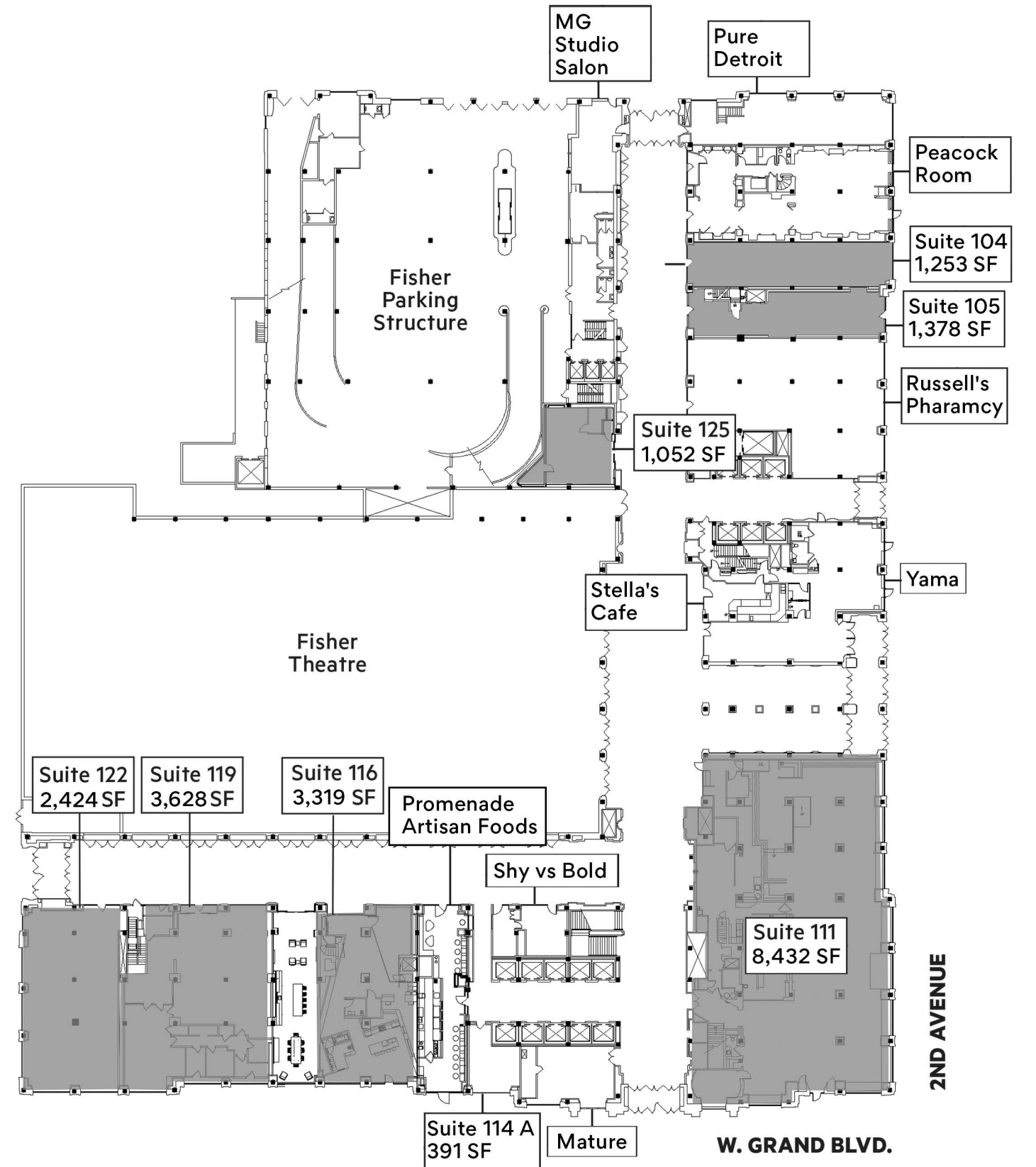
New Center

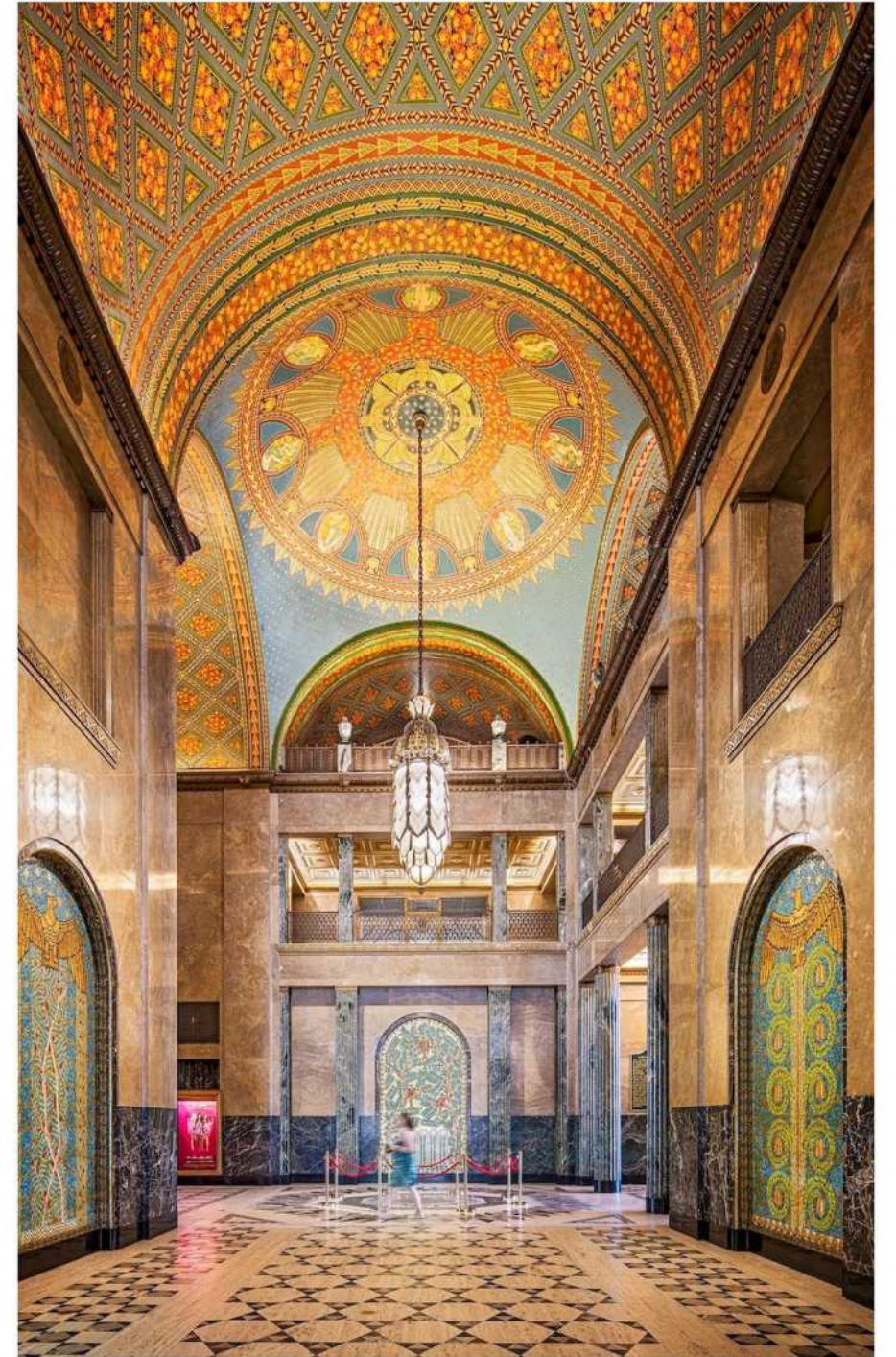
## FEATURES

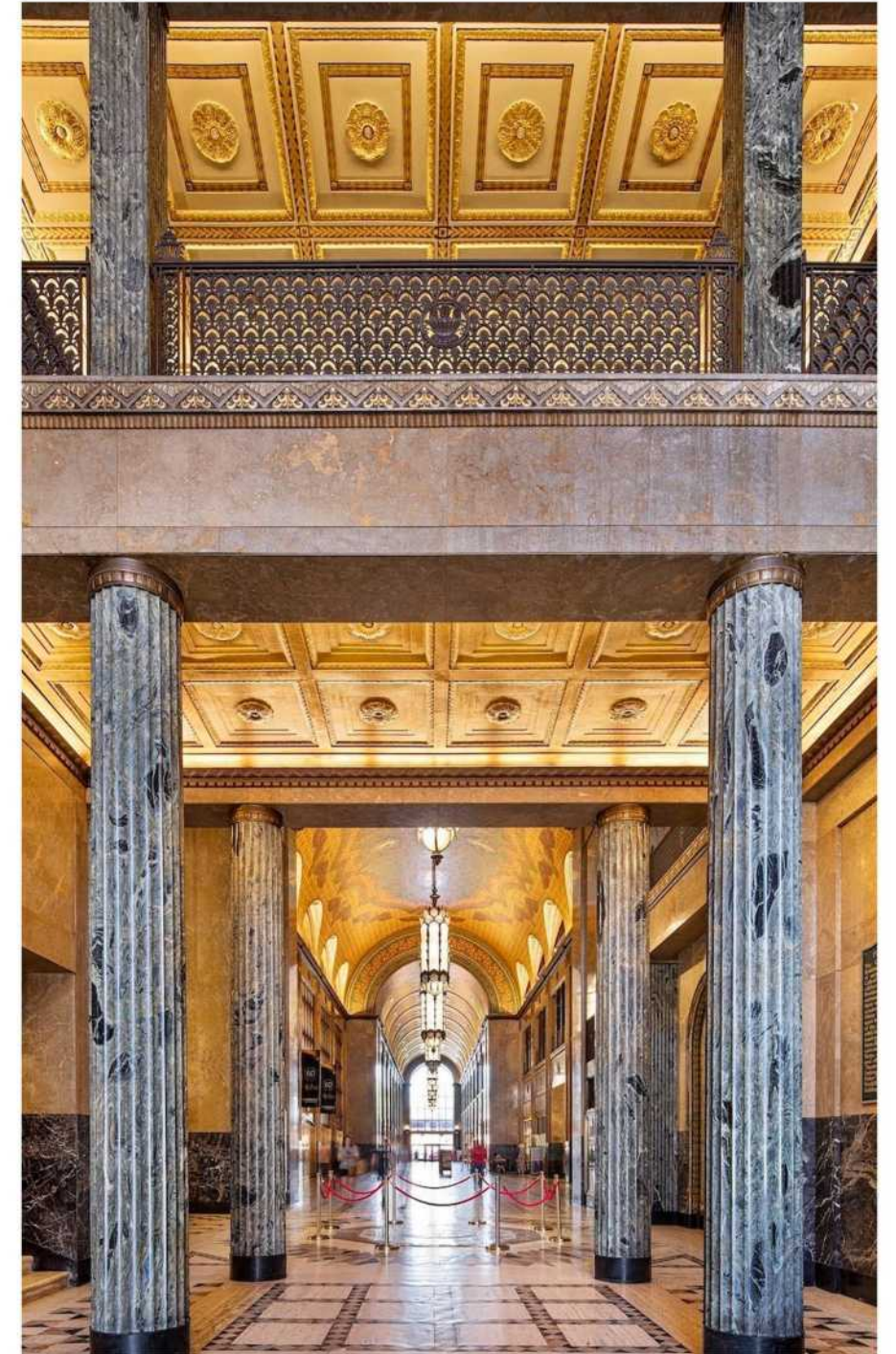
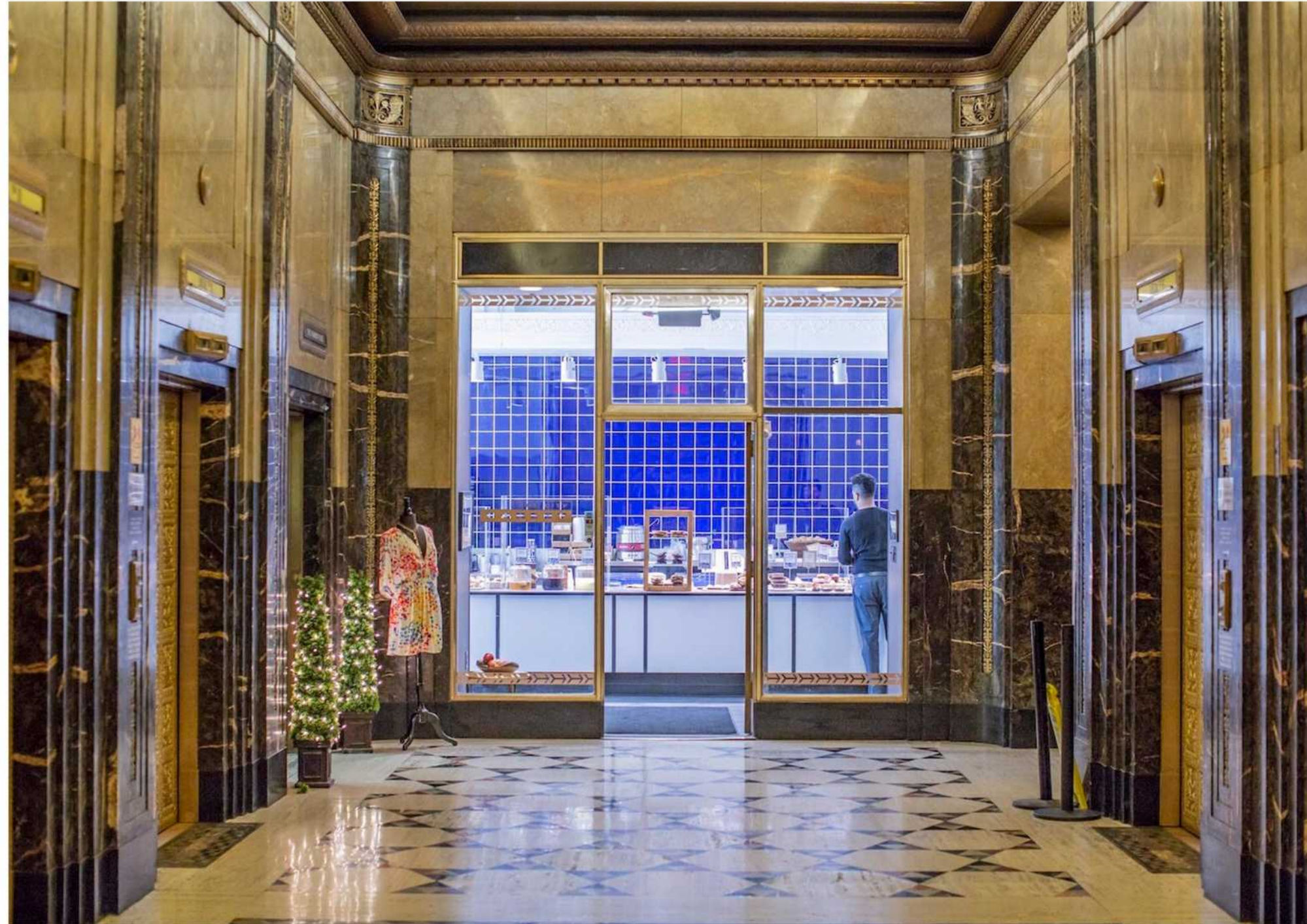
Adjacent parking (surface and garage)

24/7 on-site security

250,000+ annual theater guests with showings over 200 days a year











**Fisher Building**  
1,052 - 9,357 RSF  
Retail For Lease

**Chroma**

**Cadillac Place**

**College for Creative Studies**

**Henry Ford Hospital**

**Pistons Performance Center and MSU Research Facility**

# AREA DEVELOPMENTS



## New Henry Ford Hospital

Henry Ford Health is driving a \$2.2 billion investment in New Center anchored by a new \$1.8 billion hospital at the M-10 Freeway and Grand Boulevard. The new hospital will be more than one million square feet and nearly as tall as the 489-foot Fisher Building. Construction commenced in September 2024 and will conclude in 2029.



## One Ford Place Lofts

Detroit Pistons owner Tom Gores plans to redevelop the health system's 610,000-square-foot headquarters located across from the Pistons Performance Center into housing and construct new mixed-use residential, retail, parking and green spaces on an adjacent surface parking lot.



## Michigan State University Research Center

The 30-year Henry Ford Health (HFH) and Michigan State University partnership includes a new, 300,000- to 400,000-square-foot, cutting-edge medical research facility to be built on the HFH campus near the Detroit Pistons Performance Center. This \$335 million development broke ground in June 2024 and is expected to open in 2027.



# AREA DEVELOPMENTS



## Fisher Body Plant No. 21

The conversion of the long-vacant Fisher Body 21 Plant represents one of the most ambitious redevelopments of an abandoned Detroit building in recent times. The adaptive reuse of the 600,000-square-foot plant into 435 apartments and commercial spaces began its first phase of construction in 2024.



## Piquette Flats

A 108,000-square-foot historic industrial building in Milwaukee Junction is being converted into 161 affordable apartments, representing one of the largest new affordable housing developments in Detroit. The \$40 million project will open in Q4 2024 with 1251 apartments priced between 60%-120% of the area median income.



## Detroit Design District

A mixed-use hub for artists, creators and other design-driven businesses is underway on E. Grand Boulevard in Milwaukee Junction. Phase 1 created 15,000 square feet of retail space, lofts and outdoor event space. Phase 2 will add an additional 60,000 square feet to the district through the adaptive reuse of an adjacent industrial building.

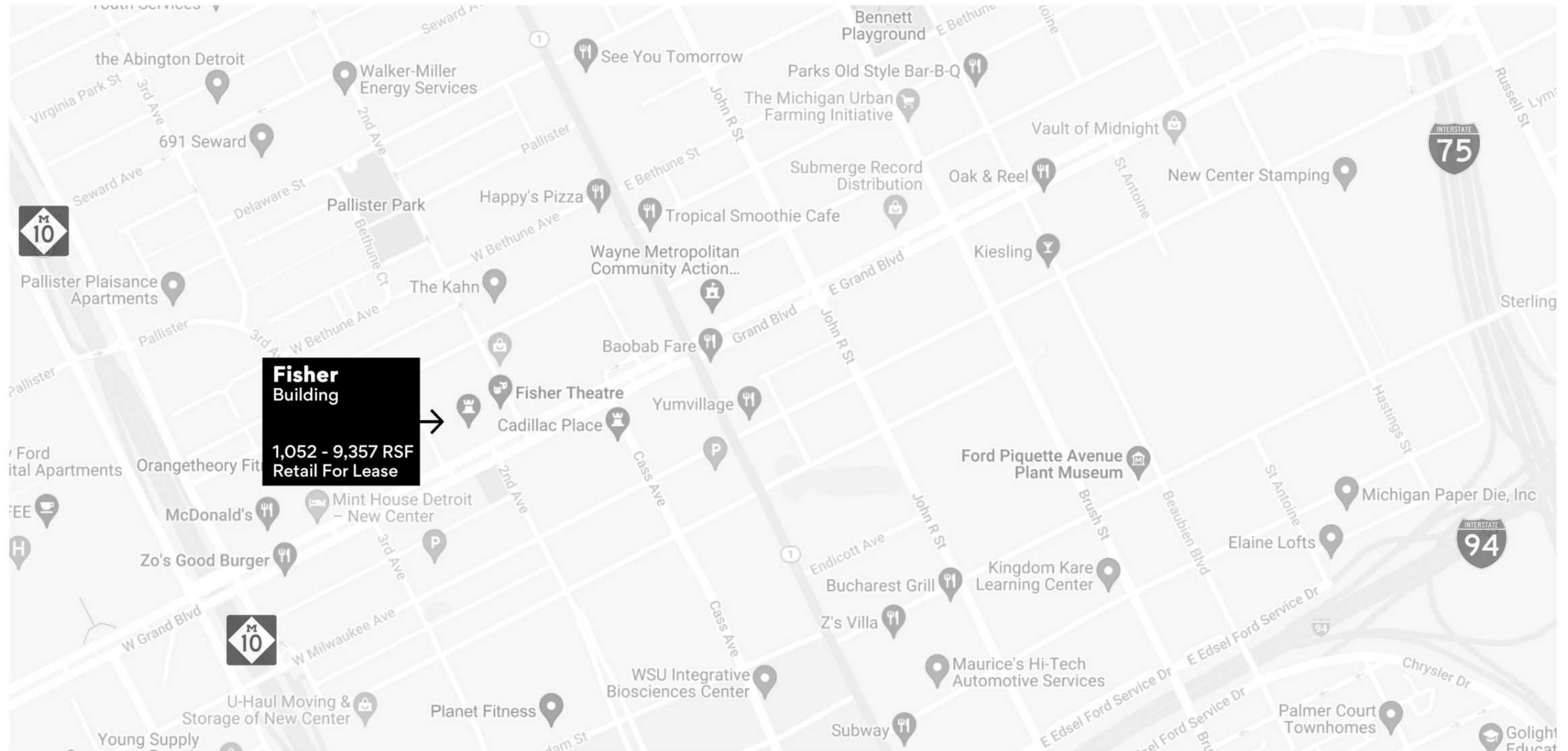
# NEW CENTER

Less than 3 miles north of the central business district, New Center is the geographic heart of Detroit where neighborhoods meet the urban core. New Center sprang to life in the 1920s as a second city where auto companies could be closer to manufacturing facilities in neighboring Milwaukee Junction. The neighborhood's signature historic buildings continue to drive economic activity while industrial facilities are being reimagined as creative mixed-use spaces for residential and retail use.

**O'Connor** Real Estate







A TRUSTED AND RESPECTED  
MEMBER OF THE COMMUNITY,  
O'CONNOR REAL ESTATE  
BRINGS 20 YEARS OF  
EXPERIENCE AND EXPERTISE  
TO THE COMMERCIAL OFFICE  
AND RETAIL MARKET.

For more information about the retail spaces  
available at the Fisher Building,  
please contact O'Connor Real Estate

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