

MONROE BLOCKS



PROJECT UPDATE
SEPTEMBER 11, 2017

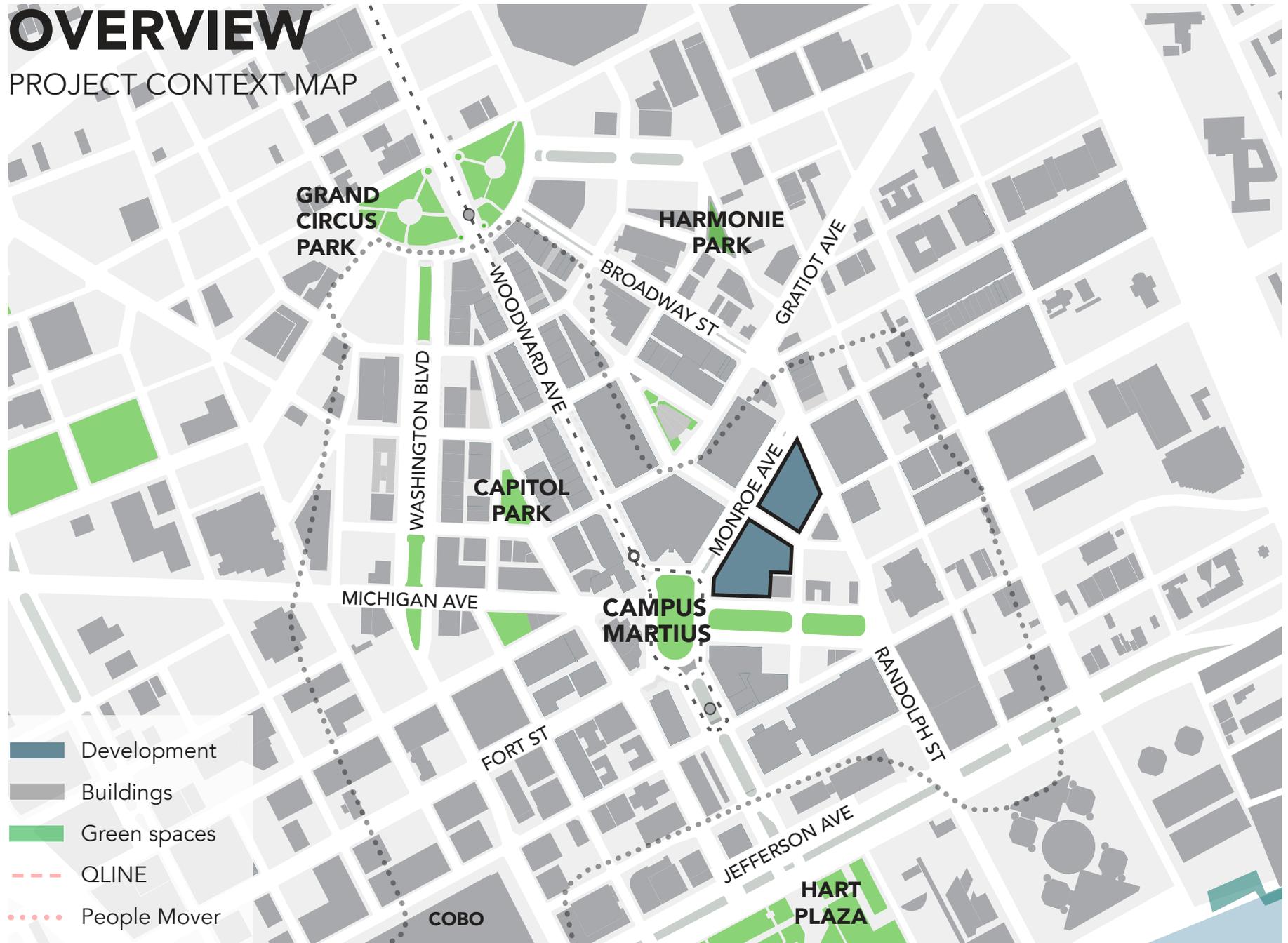
INTRODUCTION

Agenda

- 5:30 - 5:40pm** Sign-in
- 5:40 - 5:50pm** Welcome & Introductions
- 5:50 - 6:00pm** Council Member Remarks
- 6:00 - 6:30pm** Monroe Blocks Developer Project Overview
- 6:30 - 7:00pm** Neighborhood Advisory Council / Developer Q&A
- 7:00 - 7:15pm** Community / Public Q&A
- 7:15 - 7:30pm** Next Steps

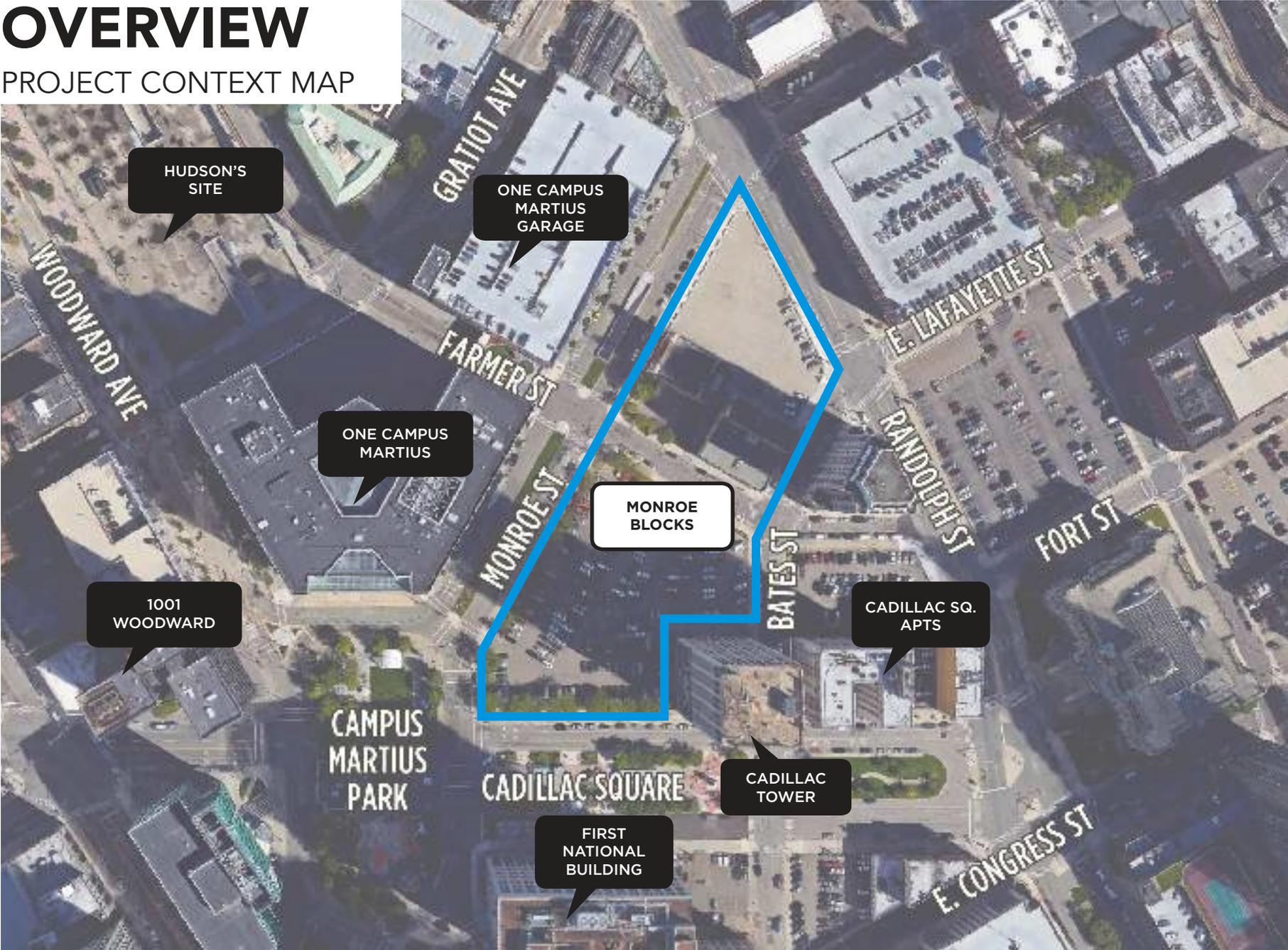
OVERVIEW

PROJECT CONTEXT MAP



OVERVIEW

PROJECT CONTEXT MAP



OVERVIEW

AERIAL VIEW



PROJECT PRINCIPLES

MONROE BLOCKS

- 01** **CONNECT** the surrounding Downtown districts through intelligent urban and landscape design strategies
- 02** **CREATE** new vibrant public spaces mixed with active retail, food and entertainment experiences.
- 03** **REVIVE** density and a variety of uses to the heart of Downtown with iconic office and residential design.
- 04** **CELEBRATE** the historic significance of the Monroe District.

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DISTRICT STRATEGY

CONNECTING NEIGHBORHOODS



GREEKTOWN

Housing a dense area of retail and restaurants, Greektown provides an activated streetscape with a prominent night life, creating a connection of activity from Monroe Blocks to Greektown casino.



FINANCIAL DISTRICT

Detroit's Financial District is one of the city's highest concentrations of quality commercial architecture. Thousands of office workers pass through its streets every day.



LOWER WOODWARD

Detroit's Main Street: an iconic avenue of fashion and retail. Campus Martius is the "Heart" of Downtown Detroit, programmed year round to attract a diverse population from the area.



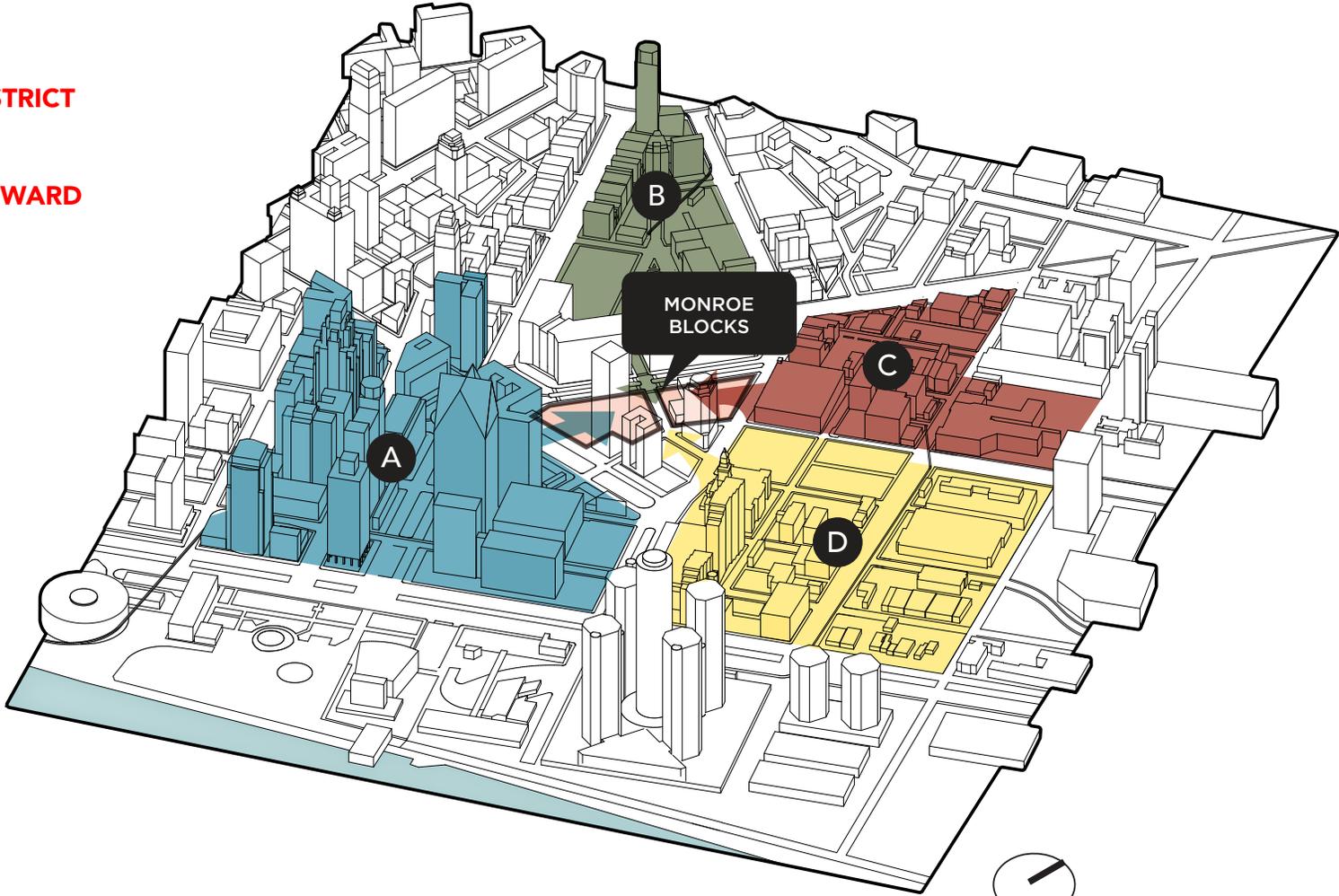
BRICKTOWN

Perhaps best known for the People Mover stop that bears its name, the Bricktown District includes the Wayne County Building, Jacoby's Pub, St Andrews Hall, as well as the headquarters for Blue Cross Blue Shield.

DISTRICT STRATEGY

CONNECTING NEIGHBORHOODS

- A FINANCIAL DISTRICT
- B LOWER WOODWARD
- C GREEKTOWN
- D BRICKTOWN

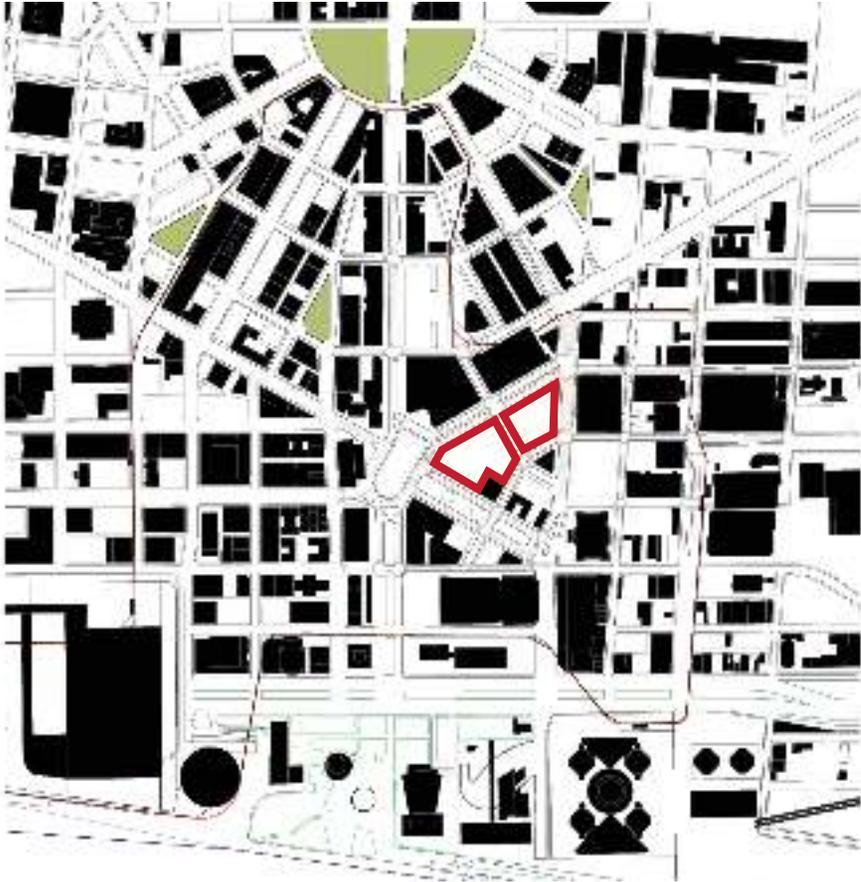


URBAN DESIGN

WOODWARD GRID



HISTORIC STREET FABRIC



CURRENT SITE CONDITIONS

DISTRICT STRATEGY

REINTRODUCE HISTORIC ALLEYWAYS



DISTRICT STRATEGY

CONNECT TO SURROUNDING CONTEXT



DISTRICT STRATEGY

CREATE NEW PUBLIC COURTYARDS



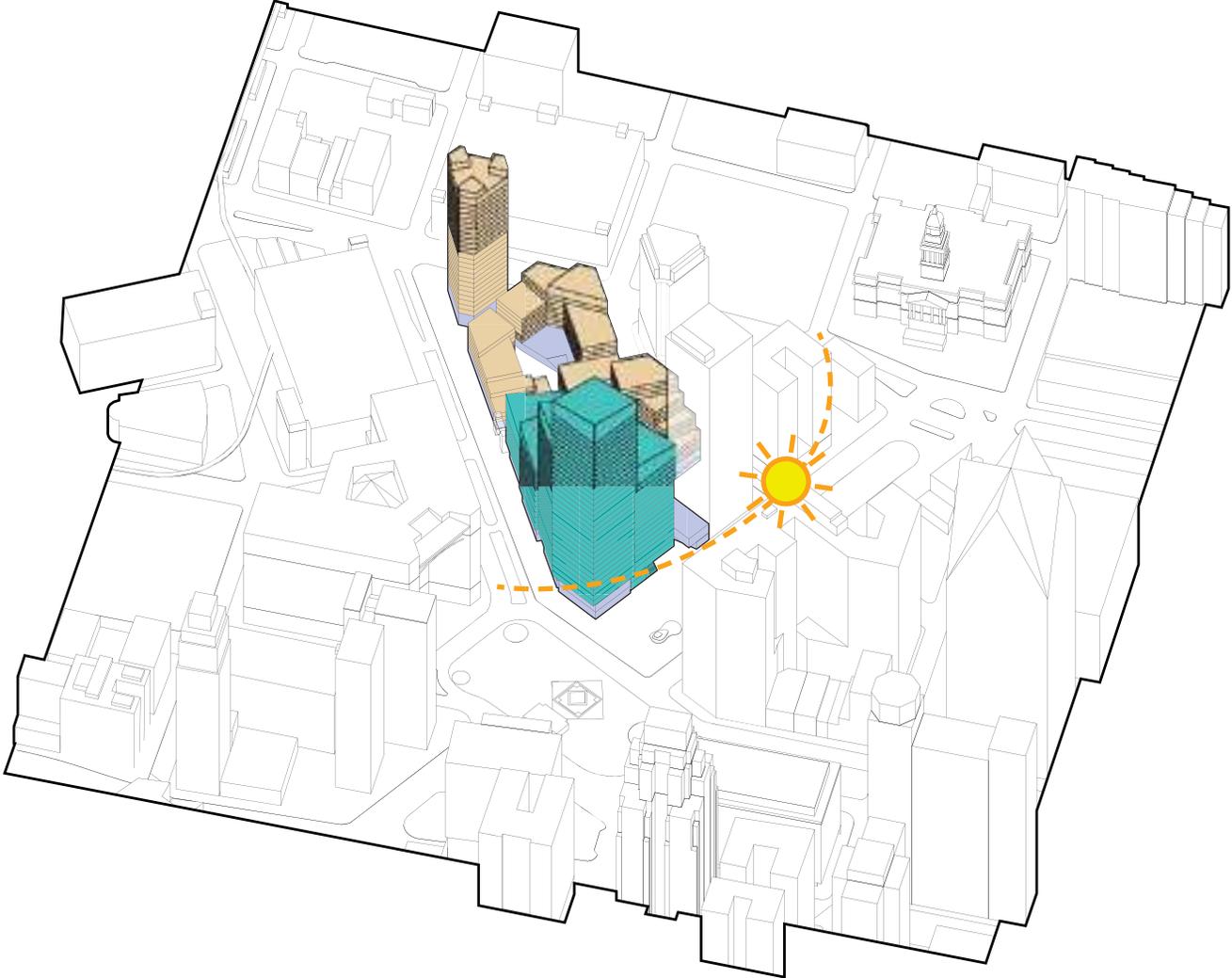
DISTRICT STRATEGY

ADJUST FLOOR PLATES BY USE



DISTRICT STRATEGY

ADJUST HEIGHT TO CONTEXT

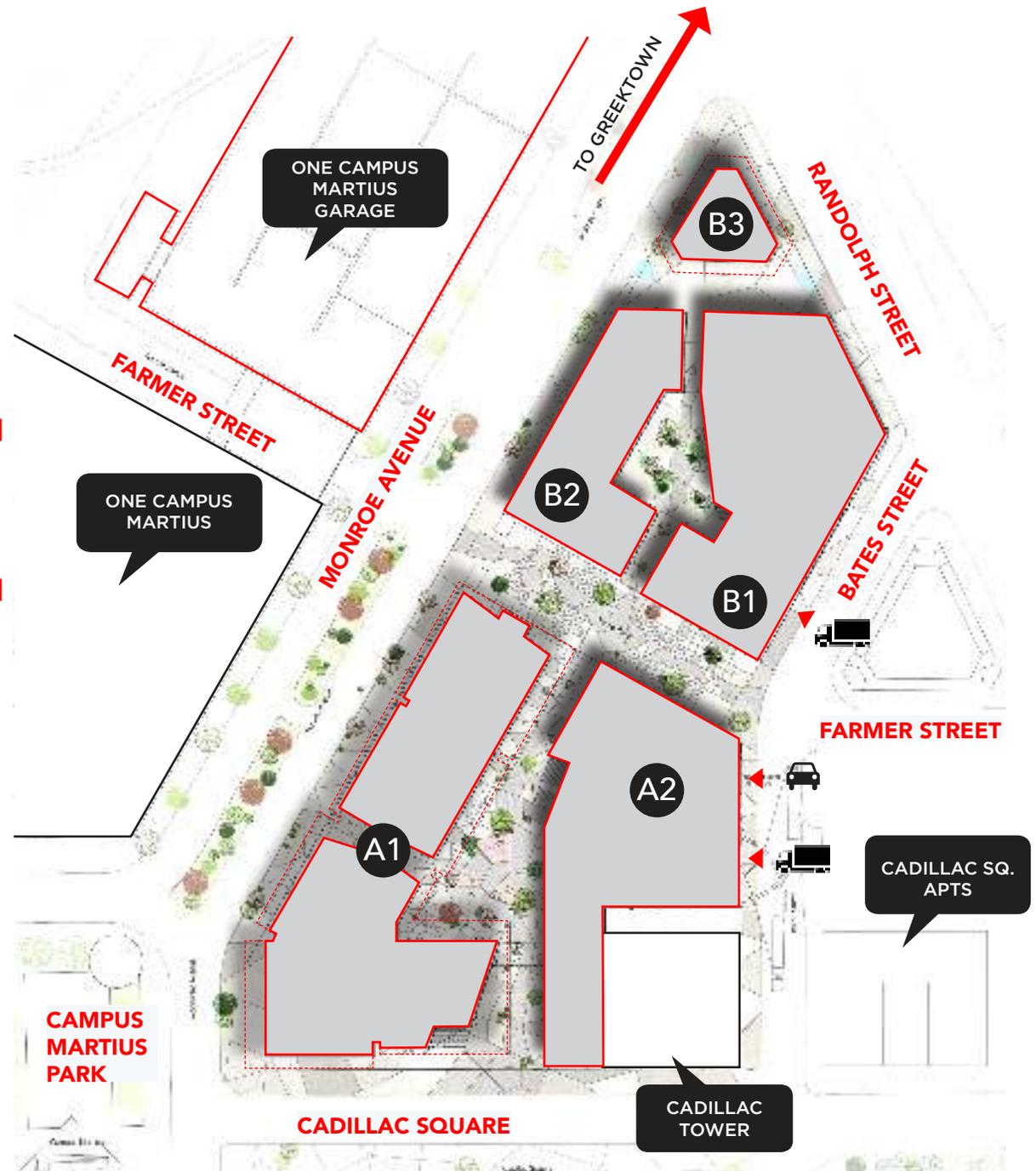


SITE PLAN

MONROE BLOCKS

- a1 OFFICE TOWER [35 STORIES: 535']**
 - 818,000 GSF Office
 - 64,000 GSF Retail
- a2 RESIDENTIAL MID-RISE [18 STORIES: 187']**
 - 104,000 GSF Residential
 - 53,500 GSF Retail
- b1 RESIDENTIAL MID-RISE [12 STORIES: 122']**
 - 122,000 GSF Residential
 - 38,000 GSF Retail
- b2 RESIDENTIAL MID-RISE [7 STORIES: 70']**
 - 49,000 GSF Residential
 - 13,700 GSF Retail
- b3 RESIDENTIAL TOWER [26 STORIES: 341']**
 - 158,000 GSF Residential

TOTAL DEVELOPMENT: 1.4M GSF*



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PUBLIC SPACES

BUILDING ON SUCCESS



CAMPUS MARTIUS

Detroit’s Main Street: an iconic avenue of fashion and retail. Campus Martius is the “Heart” of Downtown Detroit, programmed year round to attract a diverse population from the area.



CADILLAC SQUARE

Adjacent to the “Heart” of Downtown Detroit, Cadillac Square houses the largest area for public activation and private events. Surrounded by high foot traffic for both retail and office buildings, Cadillac Square acts as the hub of activity for both day and night time events.

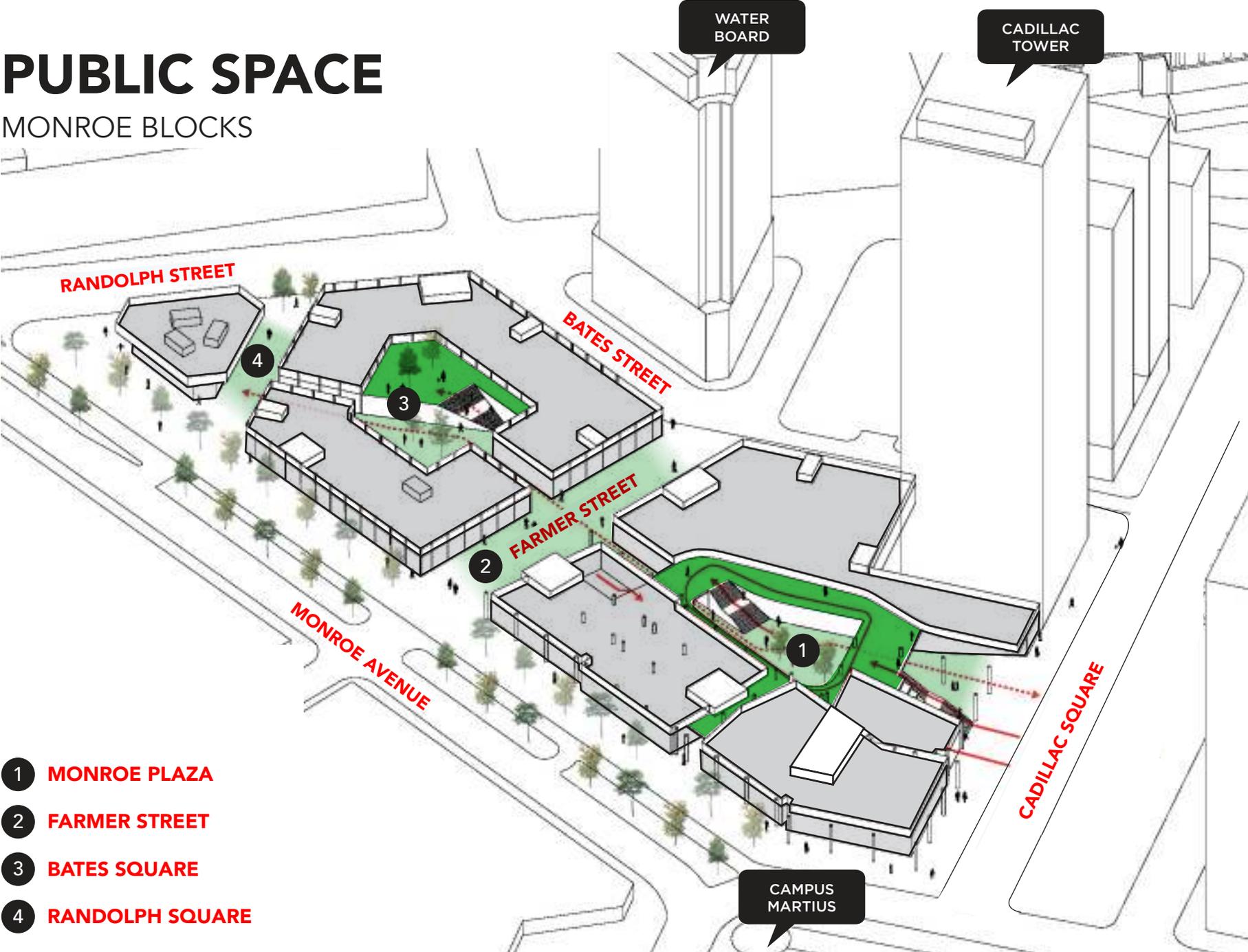


ESPLANADE

Located along the center of Woodward, the Esplanade provides a connection point between Campus Martius and the Q Line, a new light rail transit system. The Esplanade provides pedestrian connectivity to public events and high end retail.

PUBLIC SPACE

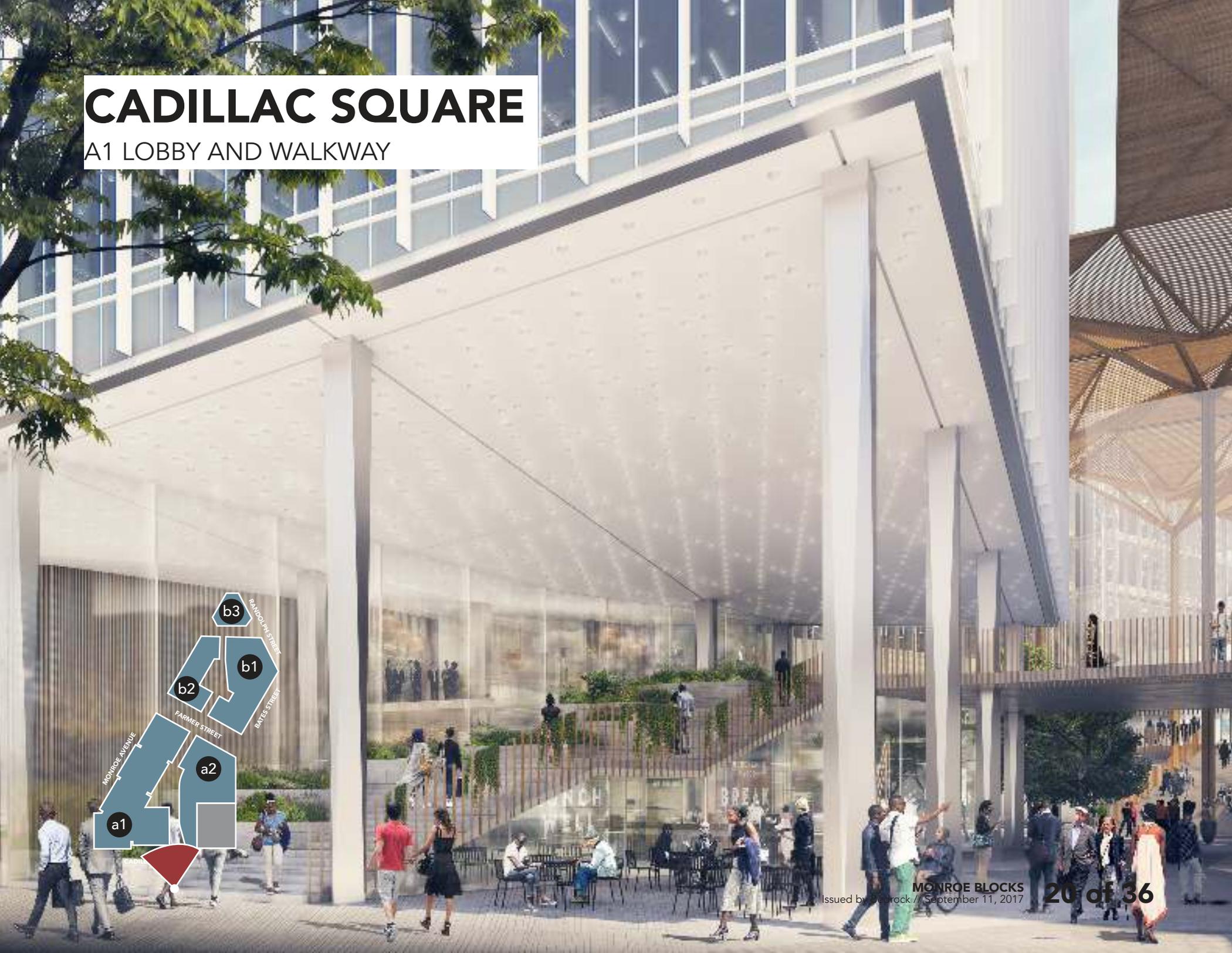
MONROE BLOCKS



- 1 MONROE PLAZA
- 2 FARMER STREET
- 3 BATES SQUARE
- 4 RANDOLPH SQUARE

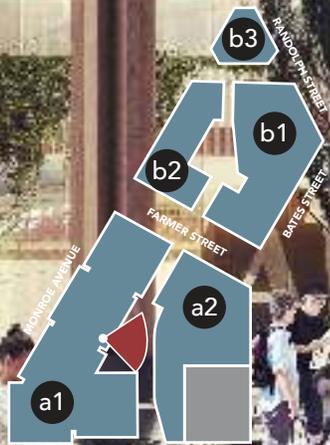
CADILLAC SQUARE

A1 LOBBY AND WALKWAY



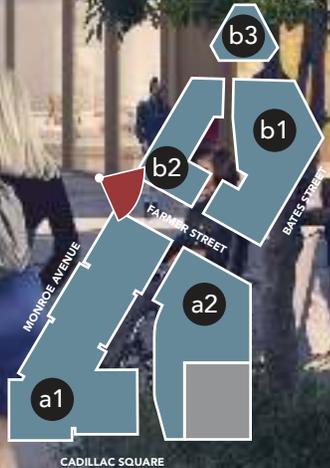
MONROE PLAZA

BLOCK A COURTYARD



FARMER STREET

PEDESTRIAN STREET



BATES YARD

BLOCK B COURTYARD



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PROGRAM LAYOUT

MONROE BLOCKS

OFFICE

Building A1:	818,000 SF
Total Office:	818,000 GSF

RESIDENTIAL

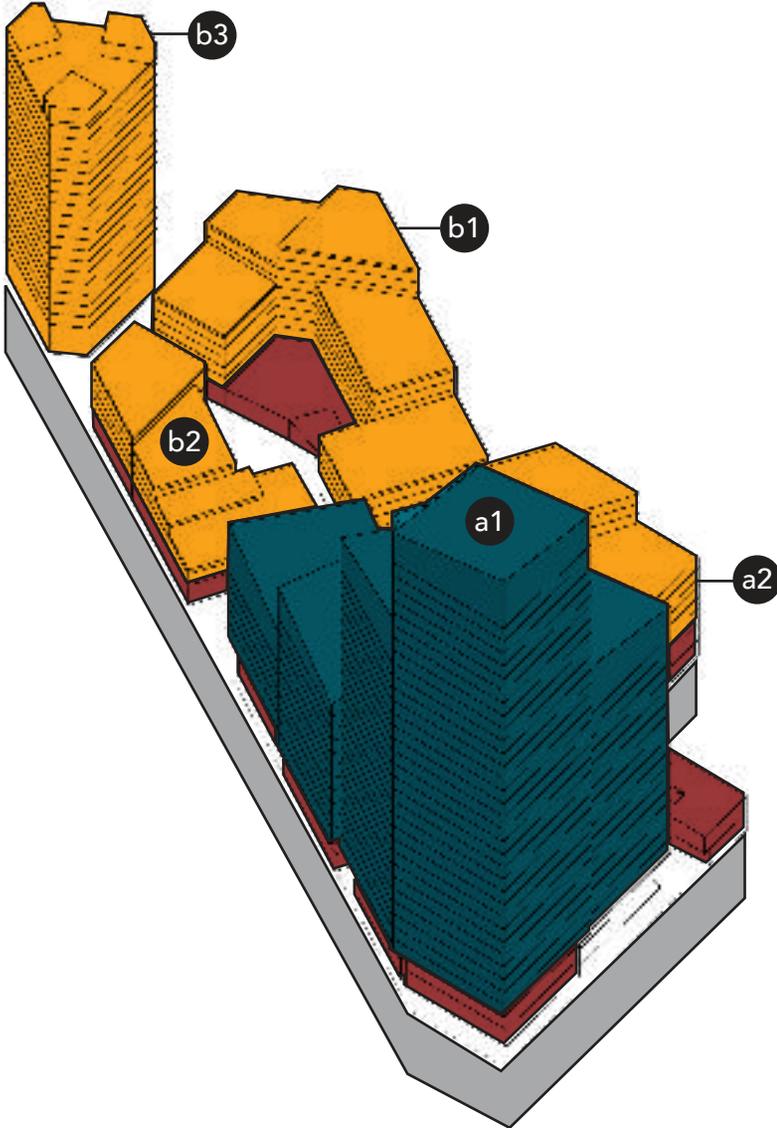
Building A2:	136 UNITS
Building B1:	153 UNITS
Building B2:	61 UNITS
Building B3:	130 UNITS
Total Residential:	482 UNITS

RETAIL

Building A1:	63,700 SF
Building A2:	53,500 SF
Building B1:	38,000 SF
Building B2:	13,800 SF
Total Retail:	169,000 GSF

PARKING

Underground Spaces:	900 SPACES
Total Parking Spaces:	900 SPACES



OFFICE

A1 OFFICE TOWER



MONROE BLOCKS
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RETAIL

A1 SIGNATURE RETAIL CORNER



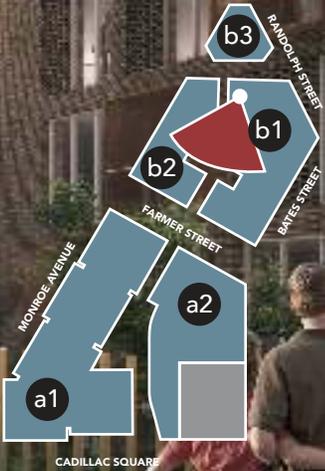
RESIDENTIAL

BUILDING A2



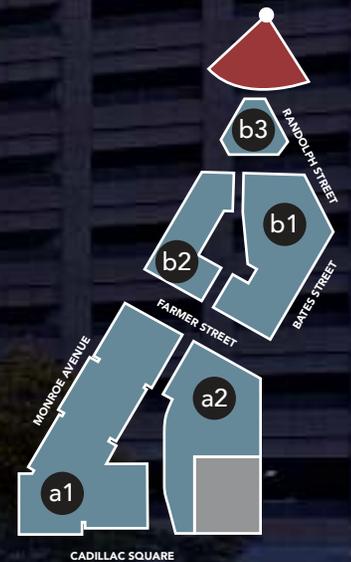
RESIDENTIAL

BUILDINGS B1 & B2



RESIDENTIAL

BUILDING B3



PROJECT PRINCIPLES

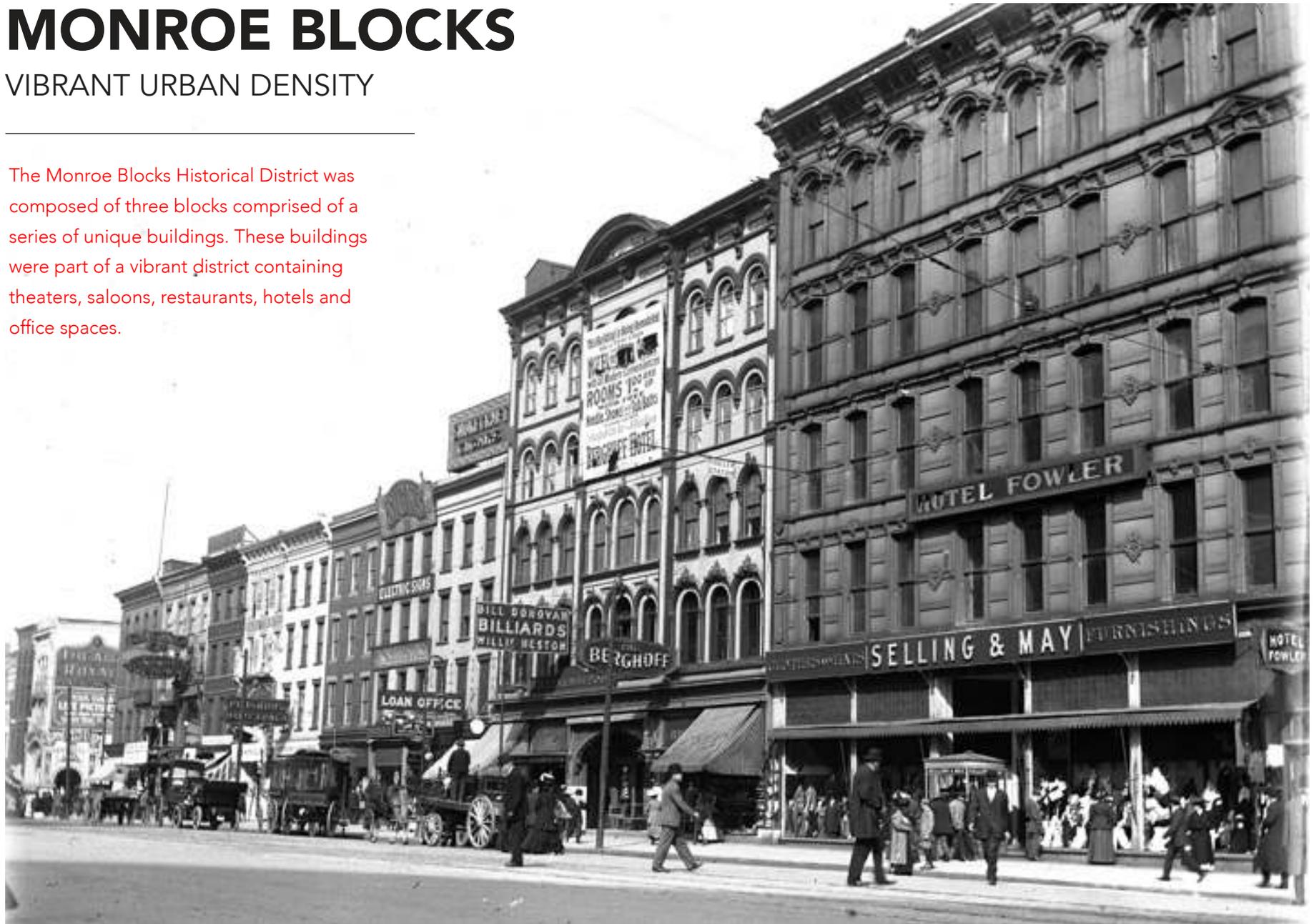
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MONROE BLOCKS

VIBRANT URBAN DENSITY

The Monroe Blocks Historical District was composed of three blocks comprised of a series of unique buildings. These buildings were part of a vibrant district containing theaters, saloons, restaurants, hotels and office spaces.



NATIONAL THEATER

FACADE



1911

As designed by Albert Kahn, the National Theatre opened in September 1911 as a vaudeville house. As vaudeville slowly died out and newer motion picture theaters opened in the new Detroit theater district, the National Theatre switched to burlesque entertainment.



1970s

In the 1970's it became an X-rated movie venue. In 1975, the National Theatre was abandoned and has sat vacant for over 40 years.



TODAY

The National Theater has been structurally compromised and the interior is badly deteriorated and has been stripped of its historic material. The facade remains marginally intact, and will be restored as part of the Monroe Blocks development.

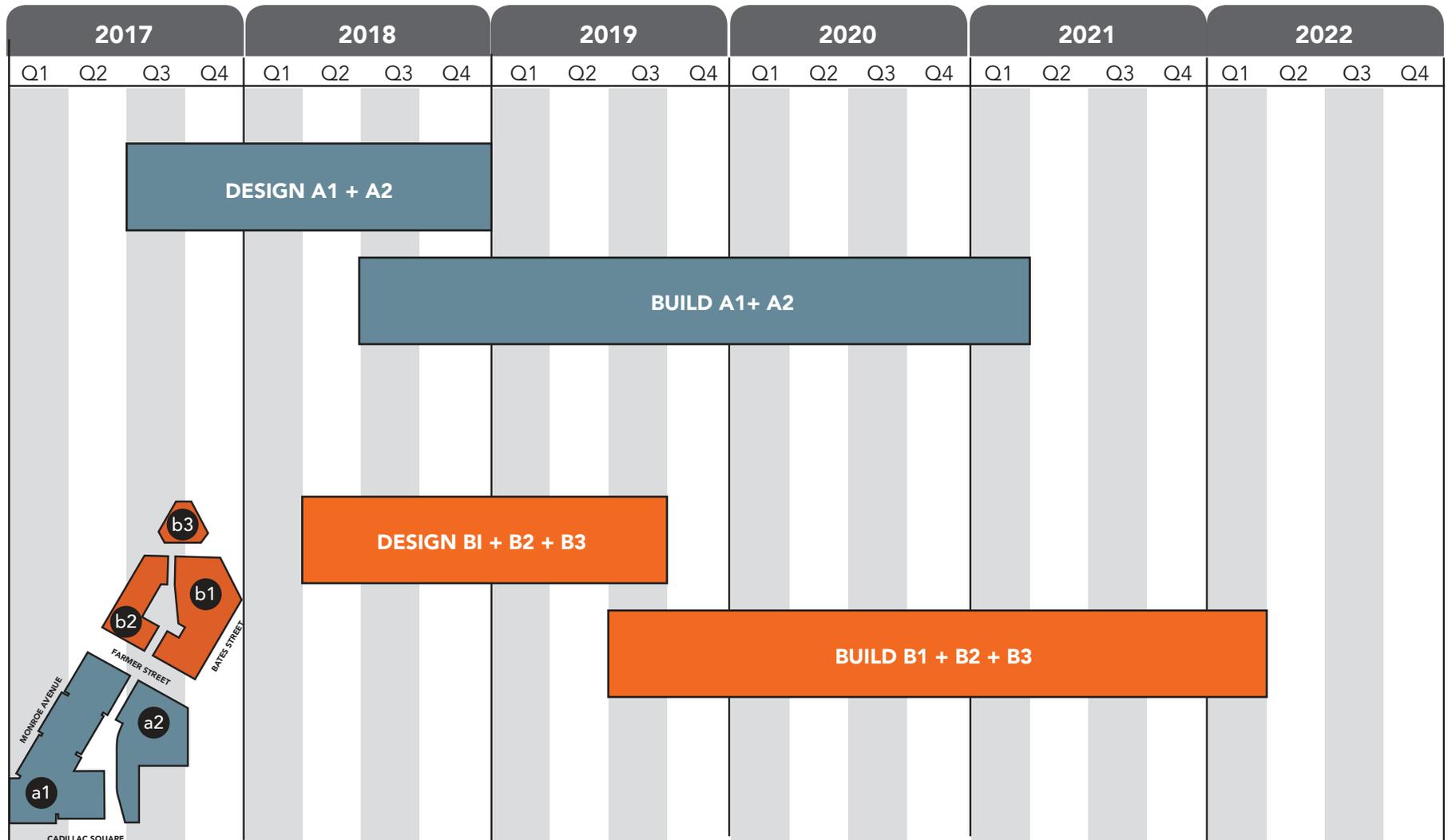
GATEWAY

ADAPTIVE REUSE



SCHEDULE

PROJECT MILESTONES



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