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Bedrock Reveals Design for Transformational Development on Historic Woodward Avenue Hudson's Site

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February 22, 2017 [DETROIT] – After Bedrock presented preliminary design and plans for the site of the former J.L. Hudson's Department Store (Hudson's Site), the Downtown Development Authority (DDA) today approved a timeline that allows groundbreaking of the development by December 1, 2017. The new timeline aligns the groundbreaking of the Hudson's development with the Michigan Thrive Initiative, an economic development tool supported by more than 40 communities from every corner of Michigan. This coordination is critical to provide the opportunity to deliver a catalytic, transformational project on the site.

“For long-time Detroiters, we remember what Hudson's represented. It wasn't just a department store – it was the economic engine of Detroit. It drew residents and visitors downtown, where they spent a day shopping at Hudson's and visiting the retail, restaurants and theaters around it,” says Dan Gilbert, founder and chairman of Rock Ventures and Quicken Loans and founding partner of Bedrock. “Our goal is to create a development that exceeds the economic and experiential impact even Hudson's had on the city. We believe this project is so unique that it can help put Detroit back on the national – and even global – map for world-class architecture, talent attraction, technology innovation and job creation.”

Transformational Development

The plans for the new, 52-story, 734-foot transformational development will make it the tallest building in the city. The nine-story podium and residential tower that rises from the podium will total 1.2 million gross square feet and will offer 700 parking spaces underneath the structure. The development will be among the largest construction projects in Detroit in decades and will anchor Woodward Avenue making it the economic engine of the city once again.

Transformational developments, like Hudson's, often serve as catalysts for an entire city and region. They attract visitors; create thousands of jobs; are magnets for talent, business and investment; and create a positive ripple effect on the area around them resulting in significant economic impact for the city and its residents.

An economic impact study from New York based WSP-Parsons Brinkerhoff estimates the Hudson's development, which is projected to attract three million unique visitors per year, will:

- Create more than 5,800 direct and indirect jobs and \$1.5 billion in new economic output during the construction of the project
- Generate \$230 million in direct annual spending and support 3,000 direct jobs once the project is completed
- Generate \$560 million per year in economic output, or nearly \$6 billion in total economic output over 10 years

Development and Design

The development plans were designed by New York City-based [SHoP Architects](#) in partnership with Detroit-based [Hamilton Anderson Associates](#). Retail, residential, parking and an experiential destination focusing on technology, arts and culture will be among the amenities for residents and visitors alike.

"In its heyday, Hudson's was a premier destination in the heart of downtown. After the flagship store closed in 1983, the structure would bring back fond memories of a vibrant downtown," says Sandra Laux, Project Architect, Hamilton Anderson Associates. "We now have the opportunity to be a part of creating unique, new architecture in one of the few vacant sites downtown."

The proposed 52-story building is estimated to include:

- 250 residential units totaling 441,500 gross square feet

- A nine-story podium comprised of 733,823 gross square feet of mixed use, commercial, office, technology, arts and culture space
- Three stories below grade featuring additional commercial space on one level with 700 parking spaces on the other two levels

“The driving force behind our design for the Hudson’s site is to create a building that speaks to the rebirth of optimism in the city’s future and an experiential destination that positively impacts Detroit in a meaningful way,” said William Sharples, Principal, SHoP. “The building is conceived around a huge and inspiring new public space, a year-round civic square that, both in its architecture and its culture, will foster and convey the feeling we all share when we work together to imagine what this great city can become.”

For more information and to keep up with the latest updates on the Hudson’s site development, visit hudsonssitedetroit.com. We are also inviting people to share their Hudson’s memories on the website.

About Bedrock

Detroit-based Bedrock is a full-service real estate firm specializing in acquiring, developing, leasing, financing, and managing commercial and residential buildings. Since its founding in 2011, Bedrock and its affiliates have invested more than \$3.5 billion in acquiring and developing more than 100 properties in downtown Detroit and Cleveland totaling more than 16 million square feet. Bedrock’s real estate portfolio consists of more than 330 office and retail tenants in Detroit’s technology-centric downtown. For more information, visit bedrockdetroit.com or engage with us on Twitter [@BedrockDetroit](https://twitter.com/BedrockDetroit) and [Facebook](https://www.facebook.com/BedrockDetroit).

About SHoP

SHoP is an award-winning architecture firm with a staff of over 180 talented architects, designers and engineers. Since 1996, SHoP has harnessed the power of diverse expertise in the design of buildings and environments that improve the quality of public life. An inclusive, open-minded process allows SHoP to effectively address a broad range of issues in its work: from novel programmatic concepts, to next-generation fabrication and delivery techniques, to beautifully crafted spaces that precisely suit their functions. shoparc.com

About Hamilton Anderson Associates (HAA)

Hamilton Anderson was founded in Detroit, Michigan in 1994 when architect Rainy Hamilton, Jr. partnered with landscape architect Kent Anderson. Together they founded Hamilton Anderson with a simple premise: as architect and landscape architect, and as two individuals from radically different beginnings, they would pool their talents, personalities and backgrounds to build a firm that values unity over uniformity.

Today, HAA has evolved with emerging, dynamic leaders whose design acumen stretches across a wide array of professional design services, including architecture,

landscape architecture, planning, interiors and urban design. The firm includes a diverse group of design professionals working collaboratively to create compelling, inspirational and sustainable projects, to make a positive, lasting impact on communities.

The firm's diversity in background, education and professional experience is blended with solid experience working on projects ranging from small scale city parks, to technologically sophisticated new arts high schools, regional master plans, and multi-billion dollar urban design plans. They are not specialists, but believers in the merit of well-informed, broad professional experience – that when brought together – will form the basis of superior design.