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FOCUSED ON REINVENTION

Centennial Real Estate’s big purchase brings new vision to malls.
As the city of Detroit’s downtown real estate revitalization continues, headline projects serve as waypoints on the path to progress. The latest development to make headlines is The Scott at Brush Park, a $65 million, five-story mixed-use development that includes 199 high-end residences and approximately 15,000-square-feet of first-floor retail and restaurant space. The Scott is scheduled to open later this year.

Birmingham, Michigan-based Broder & Sachse Real Estate Services Inc. and Southfield, Michigan-based Woodborn Partners LLC are developing the project, which is located on 2.4-acres of land on Woodward Ave. and Erskine Street.

The Scott is just blocks away from Dan Gilbert’s $70-million, 400-unit housing development complex in Brush Park. Along with projects like The Albert, which parlayed a historic renovation of the 12-story Griswold Building in Detroit’s Capitol Heights neighborhood into 127 luxury apartment units and ground floor retail space, The Scott is part of a larger residential resurgence in downtown Detroit.

Broder & Sachse CEO Richard Broder says that The Scott will be a standout feature on the city’s expanding residential landscape.

“The Scott would be a landmark project in any city,” he explains, “but it’s a particularly exciting addition for Detroit because it offers the kind of lifestyle experience you simply cannot find anywhere else downtown.”

The lifestyle elements Broder is referring to include a wide array of amenities and conveniences for residents at The Scott. This includes a second-floor outdoor pool deck and terrace with a four-season lounge, spa, hot tub and fireplaces, a 24-hour health and fitness center, a pet grooming station, a second-floor resident kitchen and lounge area, a private reading room and library, a conference center, a secure bike storage facility, and community green space — including a “bark park” for pets. Residents will be able to park their vehicles in a 300-space private underground parking deck, and can take advantage of 24/7 concierge service that includes luxuries like secure package pickup, door-to-door dry cleaning pickup and delivery service. In a unique fashion, The Scott will also feature a gallery-style display area with rotating art installations from local artists.

“If that list seems extensive, that is exactly the point,” says Broder. “We want The Scott to stand out when it comes to the full range of experiences and extra features available for residents and guests — the ultimate in luxurious urban living.”

The Scott will even have a full-time “lifestyle curator” on staff tasked with planning and coordinating social gatherings and special events for residents.

“Perhaps the most enticing amenity of all, says Broder, is The Scott’s location — specifically its proximity to a wide range of commercial, cultural, sports and entertainment venues and attractions.”

“It’s going to feel to residents as if they
are literally at the center of it all,” Broder says.

The Scott’s historic Brush Park location is just one block away from Detroit’s new M-1 rail line, with several of Detroit’s most iconic neighborhoods — including Downtown, Midtown and Eastern Market — within easy walking distance.

“All of the culture and nightlife that Detroit has to offer is just minutes away,” Broder says. “From Tigers games at Comerica Park, to evenings with the Detroit Symphony Orchestra, residents can walk to stadiums, theaters, restaurants and shopping.”

The project is not far from Wayne State University, Detroit Medical Center and Henry Ford Health System. Additionally, residents will be able to shop at the nearby Whole Foods Market and Eastern Market — both of which are just a short walk away.

Perhaps the most significant neighborhood amenity has not even been built yet: The Scott is directly across the street from the new $650 million Detroit Red Wings arena and entertainment district.

Broder & Sachse, which is responsible for leasing and property management, recently announced that pre-leasing is now available for The Scott’s 199 residential units — which will include eight studio apartments, 63 one-bedroom, 120 two-bedroom and eight three-bedroom units. Prices range from $904 per month for a studio to $2,849 for a three-bedroom unit.

At a time when downtown Detroit is booming with award-winning renovations, revitalizations and exciting new examples of adaptive reuse, it is noteworthy that The Scott is literally and figuratively breaking new ground. In an evolving urban cityscape with an abundance of new retail, residential and mixed-use development, The Scott already stands out from the crowd. SCB