

THE BRADBY PROPOSED MULTI-FAMILY DEVELOPMENT



1300 McDougall Street, Detroit, MI 48207

UPDATED PRICE

\$1,995,000



4.74 ACRES

FOR SALE

INVESTMENT HIGHLIGHTS



Description

Prime development opportunity to acquire a 4.74 - acre, multi-family development in a strengthening Detroit submarket. Surrounded by established residential housing and ongoing reinvestment, the property is ideally positioned to meet growing rental demand. This site offers an efficient footprint for apartment or townhome development with convenient access to Downtown Detroit and major employment corridors.

Address

1300 McDougall Street
Detroit, MI 48207

Traffic Counts

Lafayette Street - 7,489 + cpd
Vernor Highway - 11,317+ cpd
Gratiot Avenue - 22,833+ cpd

Features

- 4.74 Acres
- Strong Rental Demand & Neighborhood Growth
- Close Proximity to Downtown Detroit
- Densely Populated
- Potential Developer Incentives Available
- Zoned PD - Planned Development

Updated Price

\$1,995,000

Proposed Unit Count

Building 1: 85 Units = 73,333 SF

Building 2: 54 Units = 52,418 SF

Building 3: 51 Units = 52,418 SF

TOTAL: 190 Units = 178,169 SF

Demographics

	1 MILE	3 MILES	5 MILES
POPULATION:	16,036	81,576	207,517
HOUSEHOLDS:	10,054	44,655	91,790
AVG. HOUSEHOLD INCOME:	\$75,303	\$73,638	\$68,836
DAYTIME POPULATION:	14,300	138,520	229,324

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MARKET OVERVIEW



DETROIT, MICHIGAN

Detroit's urban core is undergoing a sustained resurgence, driven by billions in public and private investment, growing population density, and a shift toward a more diversified economy anchored by technology, healthcare, finance, and mobility innovation. Transformational developments such as the \$1B+ Hudson's Site—set to house General Motors' new headquarters—and Ford's Michigan Central innovation district in Corktown are redefining the city's skyline and positioning downtown as a premier live-work-play environment. Continued adaptive reuse of historic buildings, new multifamily construction, and increased demand from young professionals and empty nesters are fueling residential growth across Downtown, Midtown, and surrounding neighborhoods. Located just east of downtown, the area surrounding 1300 McDougall Street benefits from proximity to established residential communities and accessible green space, including nearby neighborhood parks and riverfront access points such as Elmwood Park and Gabriel Richard Park, enhancing walkability and livability for future residents. Major employers including General Motors, Rocket Companies, Henry Ford Health, DTE Energy, Blue Cross Blue Shield of Michigan, Ally Financial, and Wayne State University provide a strong and stable employment base, further supporting long-term housing demand and investment potential in Detroit's evolving urban core.



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POTENTIAL DEVELOPER INCENTIVES



Detroit offers one of the most aggressive incentive environments in the Midwest, allowing developers to significantly enhance returns and reduce upfront capital requirements.

ELIGIBLE DEVELOPMENT INCENTIVES

- **NEZ (Neighborhood Enterprise Zone)** - Significant property tax abatement on new multifamily construction (up to 15 years).
- **Brownfield TIF** - Reimbursement of eligible development costs through future tax capture.
- **MCRP (Michigan Community Revitalization Program)** - State grants/loans to support project financing gaps.
- **MSF Incentives (Michigan Strategic Fund)** - Discretionary funding for job creation and investment.
- **LIHTC (Low-Income Housing Tax Credits)** - Equity financing for mixed-income or affordable housing components.
- **MSHDA Financing** - Gap funding and low-interest loans for residential developments.
- **PILOT/OPRA** - Alternative tax structures to reduce long-term operating expenses.
- **DTE Energy Incentives** - Rebates for energy-efficient construction and systems.

**Incentives are subject to developer qualifications, project structure, and approval by applicable government authorities.*



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MICRO AERIAL



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MACRO AERIAL



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BUILDING ELEVATIONS



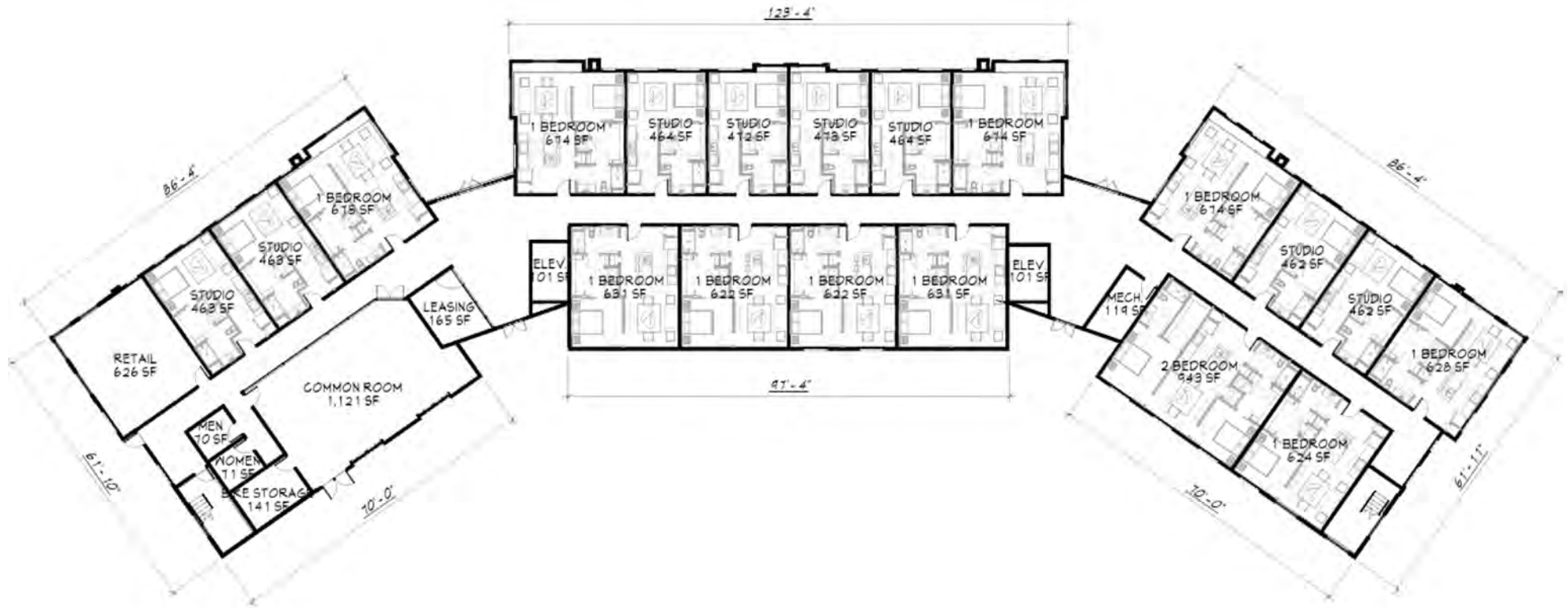
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CONCEPTUAL COMMON AREA & OUTDOOR SPACE



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PROPOSED GROUND FLOOR PLAN



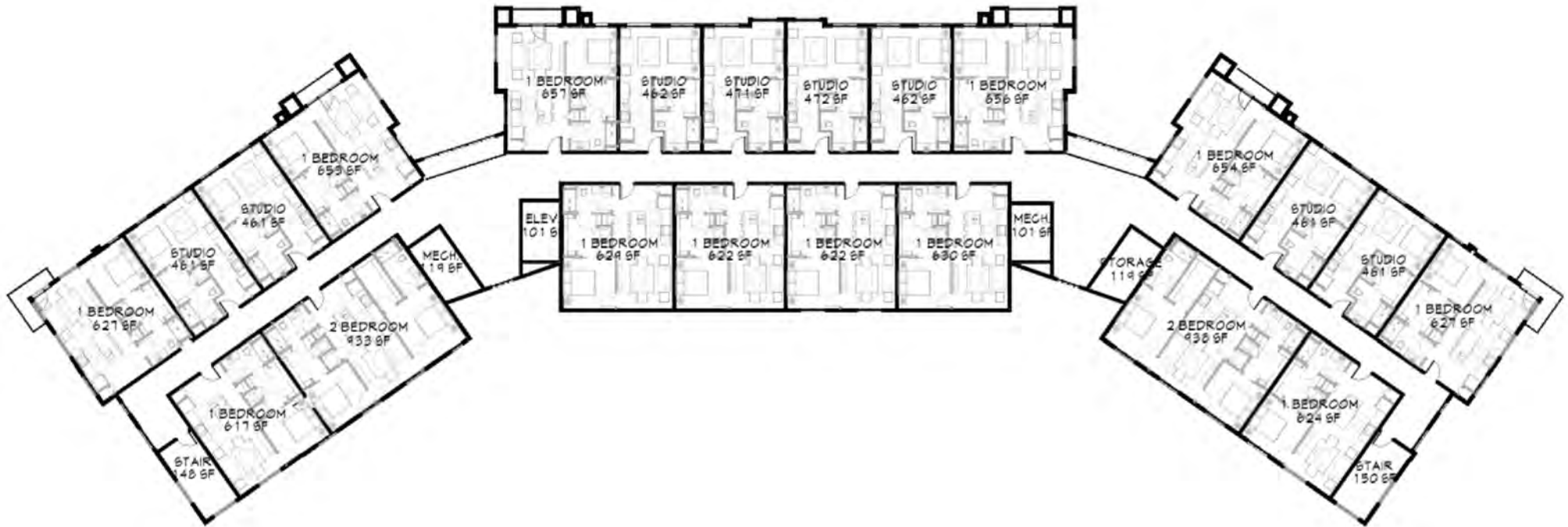
BUILDING 1 GROUND FLOOR PLAN 3/64" = 1'-0"



BUILDING ONE GROSS AREA	
FLOOR	AREA
1ST FLOOR	18,951 SF
2ND FLOOR	18,510 SF
3RD FLOOR	18,510 SF
4TH FLOOR	18,436 SF
BUILDING TOTAL	73,933 SF

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PROPOSED FLOOR PLAN

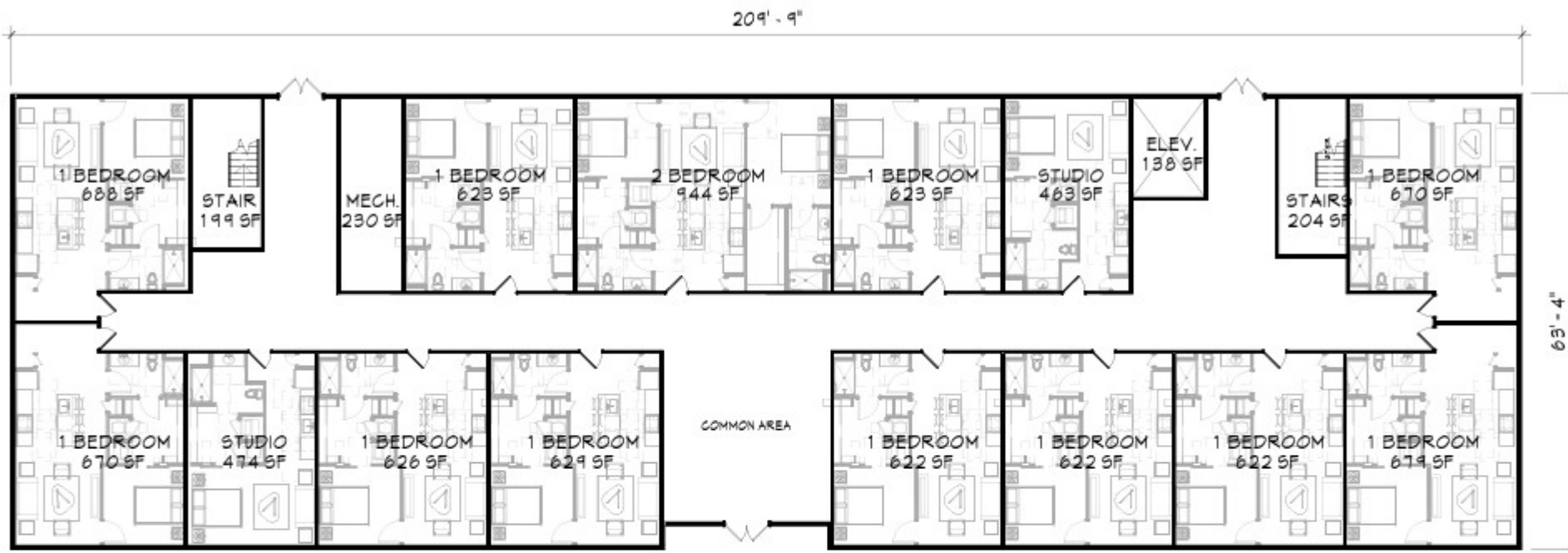


BUILDING 1 TYPICAL FLOOR PLAN 3/64" = 1'-0"



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PROPOSED FLOOR PLAN



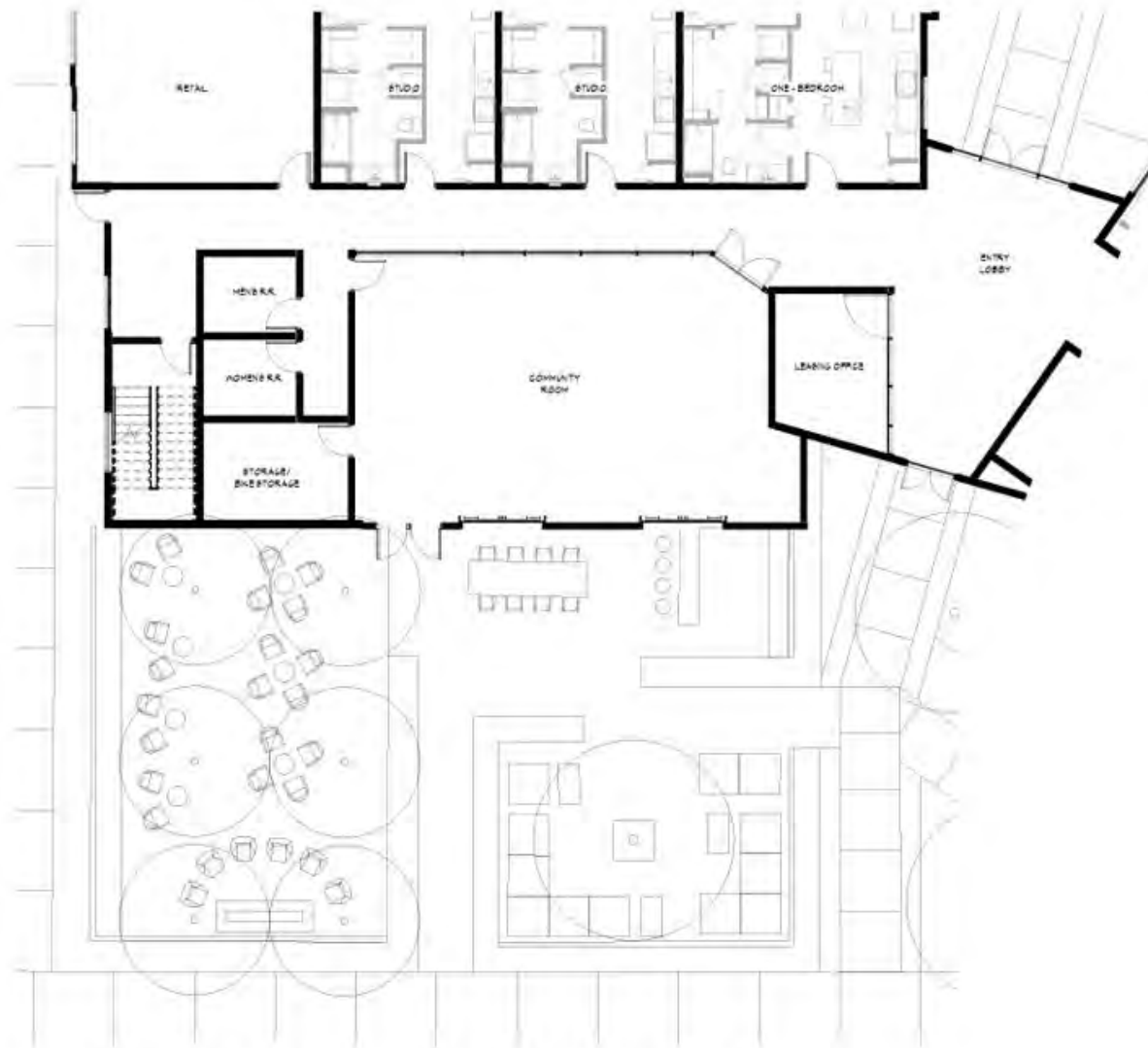
BUILDING 1 & 2 TYPICAL FLOOR PLAN 1" = 20'-0"



BUILDING 2 AND 3 GROSS AREA	
FLOOR	AREA
1ST FLOOR	13,105 SF
2ND FLOOR	13,105 SF
3RD FLOOR	13,105 SF
4TH FLOOR	13,105 SF
BUILDING TOTAL	52,418 SF

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PROPOSED AMENITY AREA



BUILDING 1 ENLARGED AMENITY AREA 3/32" = 1'-0"

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PROPOSED FLOOR PLAN



UNIT A ONE BEDROOM - FLOOR PLAN 1/4" = 1'-0"
NET SF - 622 SF



UNIT B - STUDIO - FLOOR PLAN 1/4" = 1'-0"
NET SF - 464 SF

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PROPOSED FLOOR PLAN



UNIT C TWO BEDROOM - FLOOR PLAN 1/4" = 1'-0"
NET SF - 945 SF

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