



Complex 444

DETROIT, MICHIGAN
MIXED USE DEVELOPMENT

Passion for Detroit defines Jonathan Hartzell, Rick Stanza, and their development firm Detroit Rising. For the past several years, they have been working on projects designed to bring businesses and people to the Midtown area, just west of Downtown Detroit. Their first idea was to use re-purposed shipping containers as they had with the first phase of the development, a food hall and entertainment venue known as Detroit Shipping Company. The building was also meant to serve entrepreneurial retailers and office startups who need affordable space and want to be part of the up and coming community.

The first floor features small, independent retailers, while the second and third floors contain office space for start-up companies of various sizes. NewGround's interdisciplinary design team used conventional steel construction and an industrial aesthetic to keep costs down, while still featuring some repurposed shipping containers to tie the two phases together. The new design creates a strong street presence that brings life back to what was a gap in the urban community.

Detroiters see their city rising from the ashes. Passion runs deep with the local developers working to revitalize the city and the pride that Detroit residents feel in their hometown. For Jonathan Hartzell and Rick Stanza of Detroit Rising Development, that

3

STORIES

21,900

SQUARE FEET

2

PHASED DEVELOPMENT



mission to rebuild and embody city pride is so strong that it formed the basis of their company name.

Their first big project was Detroit Shipping Company, a restaurant collective built of repurposed shipping containers located in the Cass Corridor. While the project has been a rousing success and became a lunchtime destination for those working and living nearby in the adjacent neighborhoods, the duo always saw it as the first step in a larger project to rebuild and reinvigorate the neighborhood. The later phases they envisioned would concentrate on rebuilding the population and provide more customers for the Shipping Company through office, retail, and residential projects.

Phase Two, known as Complex 444, will be a mixed-use retail and office building adjacent to the Shipping Company. The first and second floors will house incubator spaces for independent retailers and office tenants respectively, while the third floor will be leased to a larger office tenant.

Detroit Rising began work on the project with the intention of building with repurposed shipping containers as they had utilized at the Shipping Company. Given the entrepreneurial nature of the development and its future clients, the budget for the building is very tight. As it turned out, repurposing the shipping containers to meet the needs and code requirements of a three story retail and office building was more costly than anticipated. Detroit Rising reached out to NewGround's Studio One25 Team to help design a building that felt cohesive with the Shipping Company but would be more cost effective and keep the project on schedule.

NewGround's expertise has typically served financial institution clients, but our team of architecture, interior design, and construction experts have years of experience designing corporate, mixed-use, hospitality, and retail projects. This meant we were ready for the challenge of bringing Jonathan and Rick's exciting vision to life.

The design of the new building is cost effective while maintaining the spirit and charm of the Shipping company. It draws its visual cues from old metal industrial buildings and their regular geometries that create a feeling of openness and flexibility. While most of the facility uses conventional steel construction to stay on budget, shipping containers are used both to connect the two phases conceptually and reduce construction costs by using them as part of the exterior finish.

