

Northland Hudson's Building

Mixed-Use Feasibility Study

February 27, 2017

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AGENDA

1. Introduction
2. Project Outline
3. Mixed-Use Options (Architecture and Site)
4. Financial Considerations
5. Summary



SCOPE OF WORK

Goal:

To evaluate the architectural and fiscal implications of the adaptive reuse of the existing Hudson's building at the Northland Mall site.

- *WORKSTEP 1: Project Launch/ Base Preparation*
- *WORKSTEP 2: Mixed-Use Options*
- *WORKSTEP 3: Building Reuse Feasibility*
- *WORKSTEP 4: Final Conceptual Feasibility Financial Analysis*
- *WORKSTEP 5 & 6 Hudson's Building & Power Plant Reuse Perspective Renderings*



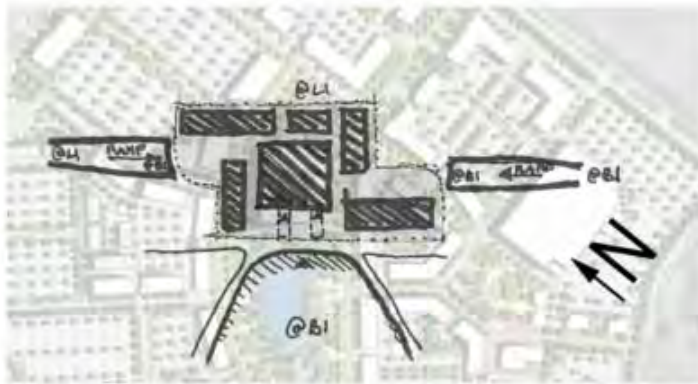
MIXED-USE OPTIONS

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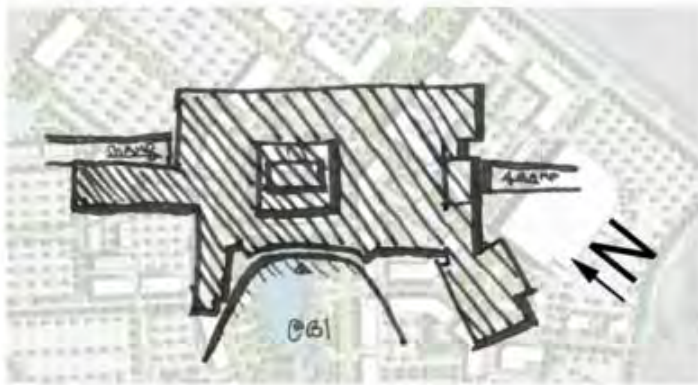


SITE CONDITIONS

CHALLENGES & OPPORTUNITIES



1950'S OUTDOOR MALL



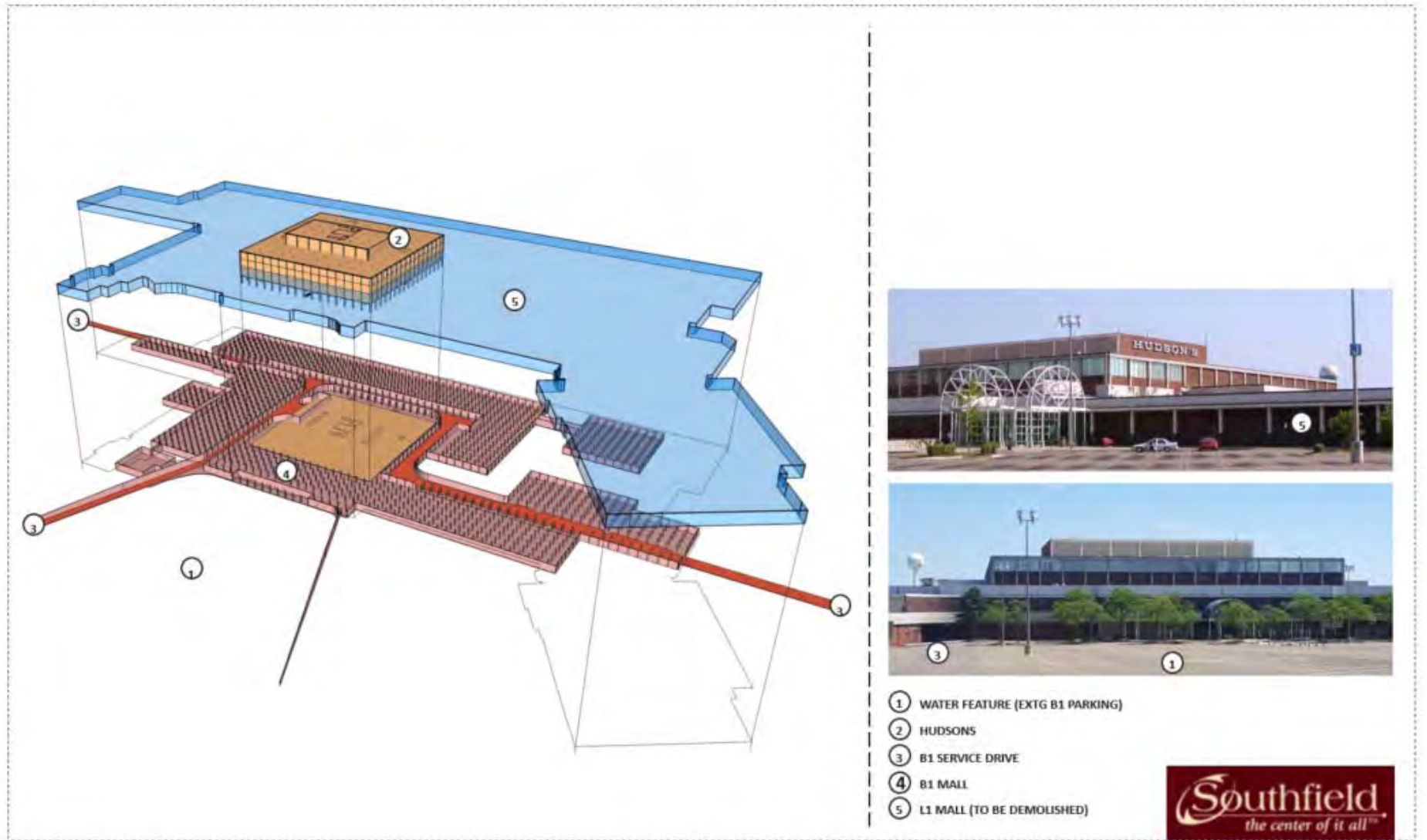
EXISTING ENCLOSED MALL



PROPOSED NEW MASTERPLAN SITE PLAN

- ① PARK & WATER FEATURE
- ② HUDSONS
- ③ B1 SERVICE DRIVE
- ④ B1 MALL OUTLINE
- ⑤ L1 MALL OUTLINE
- ⑥ HOSPITAL
- ⑦ CHURCH



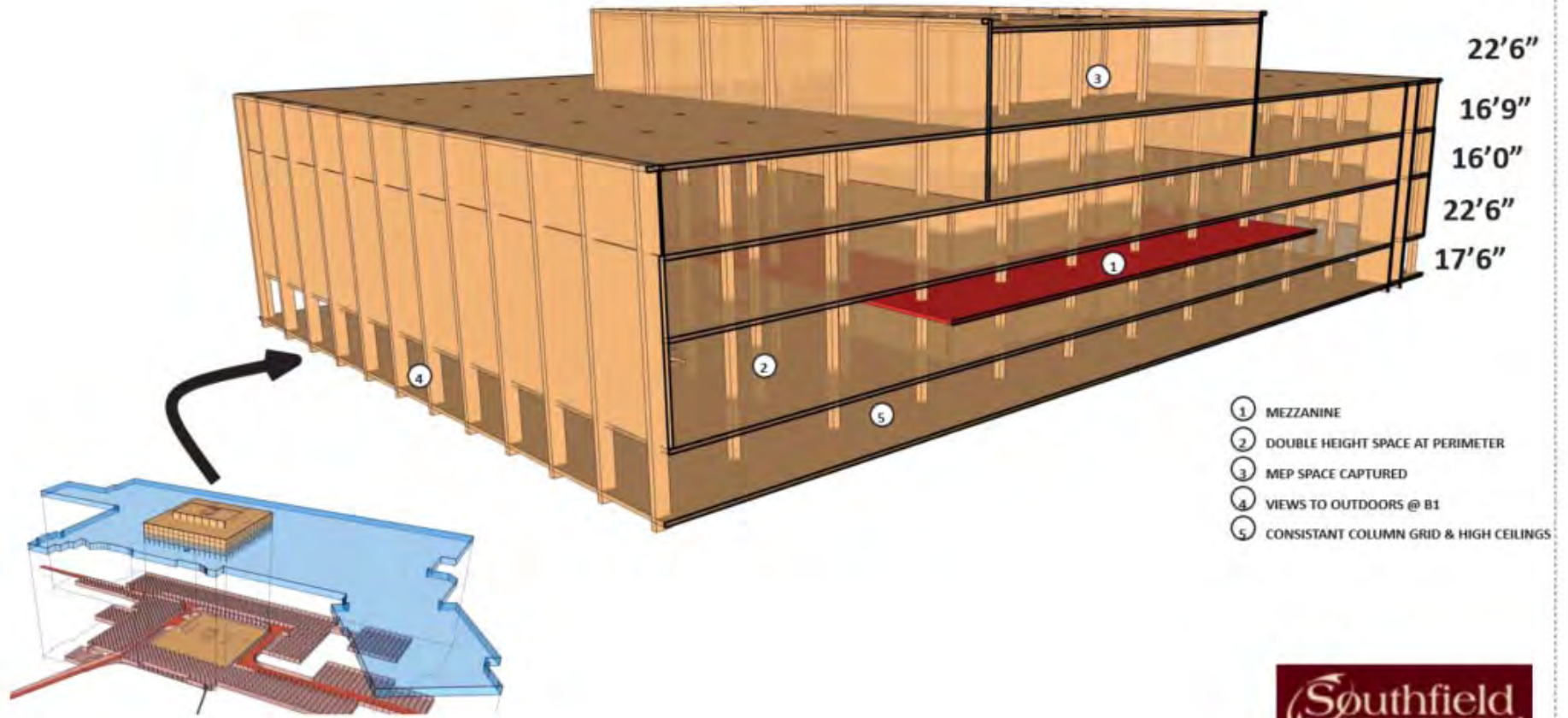


HUDSON'S REPURPOSE
 SOUTHFIELD, MI

Existing Building Diagram



EXISTING BUILDING OPPORTUNITIES



HUDSON'S REPURPOSE
SOUTHFIELD, MI



HUDSON'S BUILDING CONCEPT

COMPARISON



LUXURY OF SPACE

- PROS**
- Existing building is left largely intact
 - Gracious rooftop amenity
 - Internally parked
- CONS**
- Storage is inefficient use of space



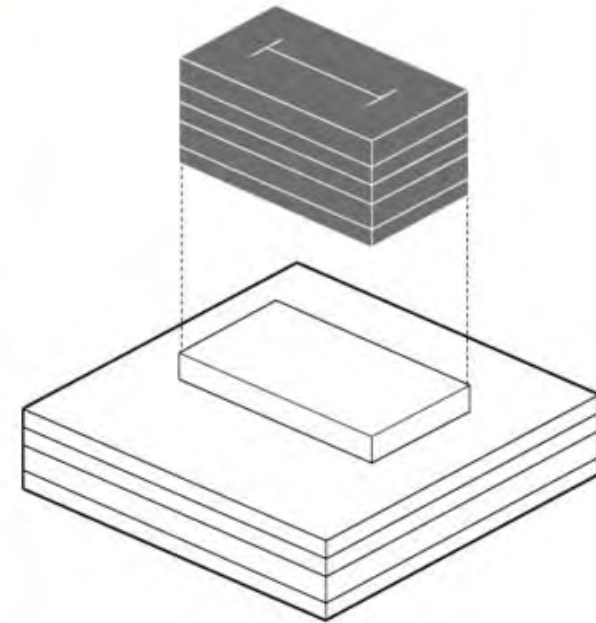
CREATIVE COURTYARD

- PROS**
- Semi private/public courtyard
 - Efficient use of remaining floor plate (no storage)
- CONS**
- Selective demolition is costly and challenging
 - B1 parking may need to extend beyond Hudson's footprint.



OPTION 1: LUXURY OF SPACE

MAXIMUM BUILDING USE



- ① ROOFTOP AMENITY (running path, community garden, play lawn, lounge)
- ② COMMUNITY SPACE ADJACENT TO WATER
- ③ MEP SPACE CAPTURED (loft units)
- ④ DOUBLE HEIGHT CREATIVE CLASS OFFICE & RESI UNITS

PROS

- Existing building is left largely intact
- Gracious rooftop amenity
- Convenient parking provides direct access at all levels

CONS

Both uses share same identity



HUDSON'S REPURPOSE
SOUTHFIELD, MI

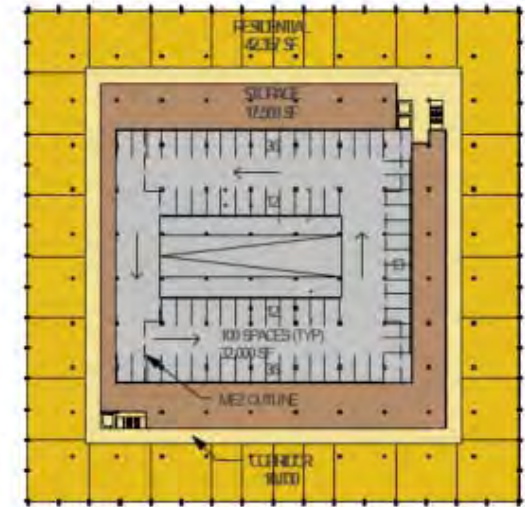
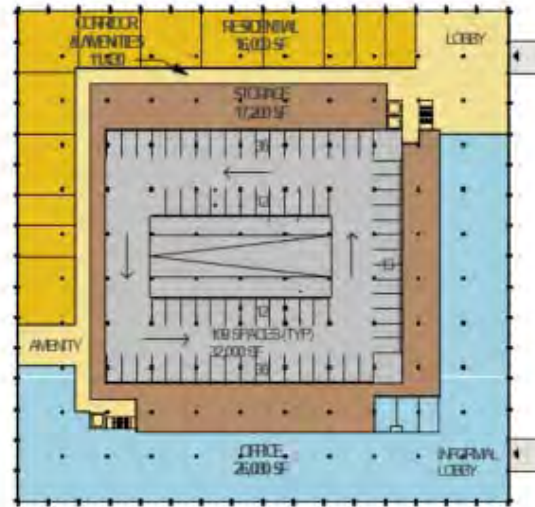
OPTION 1 - LUXURY OF SPACE



BASEMENT LEVEL

B1	RESIDENTIAL		OFFICE	COMMUNITY & WELLNESS	MEP	PARKING
	NET (SF)	UNITS	(SF)	(SF)	(SF)	(COUNT)
	15,500	13	0	27,260	7,000	79
L1	16,000	13	26,080	0	17,200	109
MEZ	0	0	0	0	0	96
L2	42,367	35	0	0	17,500	109
L3	42,367	35	0	0	17,500	109
L4 (MECH LVL)	19,000	16	0	0	0	0
TOTAL	135,234	112	26,080	27,260	59,200	502
PKG NEEDED		168	79	82	0	329

LEVEL 1



LEVEL 2-3 (TYPICAL)

OPTION 1 - LUXURY OF SPACE

ASSUMPTIONS
 1200 SF average unit size

PARKING
 3 space/1000 sf office
 1.5 spaces /unit residential





CREATIVE CLASS OFFICE

Fun, creative, energetic

Efficient use of resources

Simple, honest

Imaginative use of double height spaces



HUDSON'S REPURPOSE
SOUTHFIELD, MI

LOFT APARTMENTS

Raw, generous space

Bright, clean finishes

Insert lofts into existing double height space

Celebrate mid century modern



HUDSON'S REPURPOSE
SOUTHFIELD, MI



AMENITIES

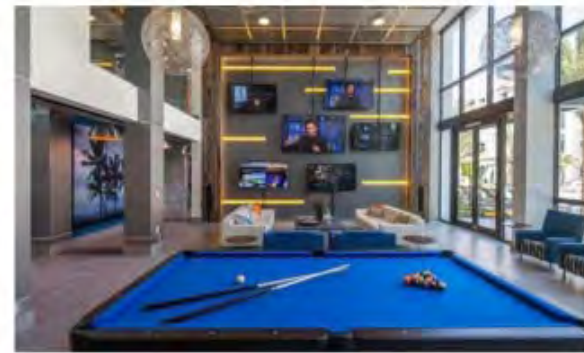
Shared amenity areas that blur work with living

Lively and energetic outdoor amenities

Outdoor cinema

Rooftop lounge

Community Gardens



HUDSON'S REPURPOSE
SOUTHFIELD, MI

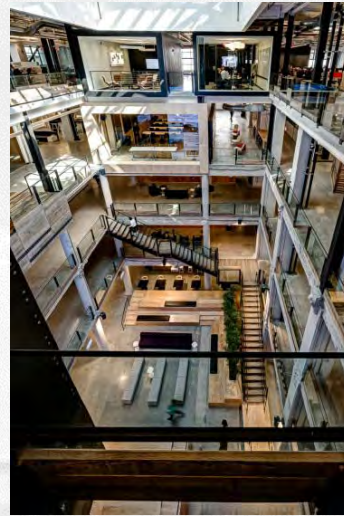
J.L. HUDSON'S - REIMAGINED



J.L. HUDSON'S - REIMAGINED



RELEVANT EXAMPLES



Campbell Ewald Headquarters - J.L. Hudson
Warehouse Building - Detroit, MI

Completed: 2014

Use: Multi-Tenant, Mixed-Use

Size: 122,000 s.f.

RELEVANT EXAMPLES



Arbor Lofts

Completed: 2013

Use: Multi-Family Residential Apartments

Size: 114,000 s.f. (171 units)

FINANCIAL CONSIDERATIONS

OPTION 1 – “LUXURY OF SPACE”

Preliminary Anticipated Demolition and Construction –
Delivered “White Box”

- Conceptual Range of costs \$20,000,000 – \$25,000,000
- Usable area (square feet) 247,000
- Parking Garage 136,000 502 Spaces
- Total Area 383,000
- Range of Possible Cost Per Square Foot \$52- \$65
- With possible T.I. buildout of \$30-\$50 \$82-\$115 per/ s.f. fit-out
- Total costs with T.I. are comparable to new construction
(N.I.C. possible incentives)

SUMMARY

Option 1 - Is more fiscally viable – preliminary analysis suggests that this option is within the range of costs for new construction.

Key Considerations:

- Indicated scenarios reflect demolition of the surrounding mall structure as separate task
- Selection of a developer for this structure who has direct experience with adaptive reuse projects
- Ultimate design should utilize as much of the existing structure as possible
- Recommendation for reuse is based on potential developer pay little, if any, cost for the existing building
- Final viability of financial feasibility will be determined by the selected developer and is dependent upon a variety of factors including but not limited to: type of use, required profit, operating costs, potential public incentives, horizon to ROI, etc.

POWERPLANT – REIMAGINED



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POWERPLANT – REIMAGINED



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POWERPLANT – REIMAGINED



POWERPLANT – REIMAGINED



QUESTIONS

THANK YOU

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