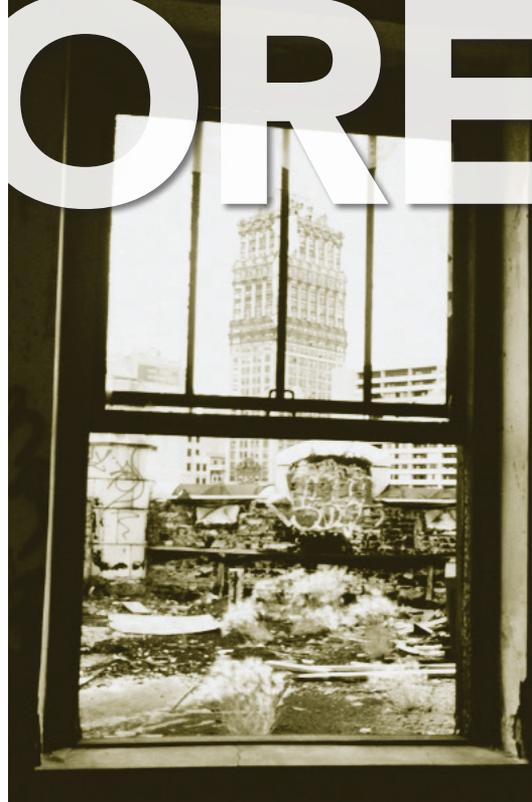
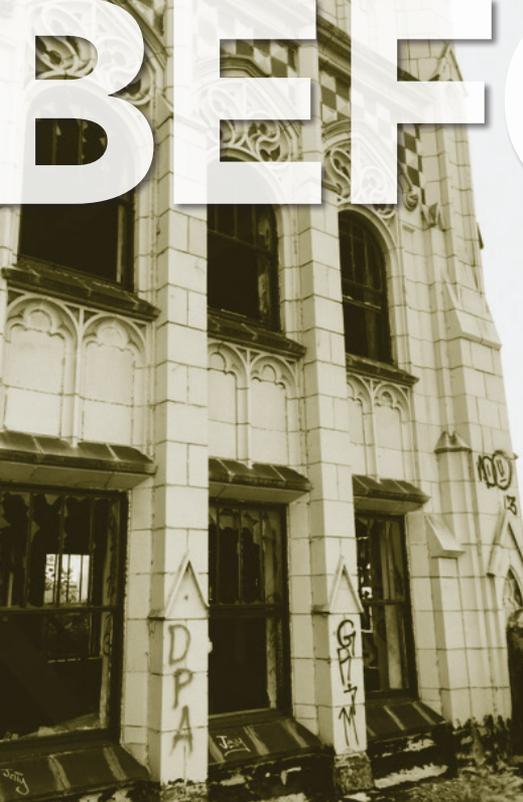


BEFORE





AFTER

The Element Detroit and Metropolitan Building

33 John R Street, Detroit

2019

Project overview

The project has redeveloped the historic Metropolitan Building into a mixed-use, 110-room extended-stay hotel that includes retail space and meeting facilities. The project restored the historic character of the building and serves as a catalyst for additional revitalization of the surrounding neighborhood.

The Element is an extended-stay hotel from the Starwood hospitality family. Amenities include full kitchens, large suites with work stations, snack and grocery shops, and 2,000 square feet of meeting facilities. The 7,000-square-foot first floor and garden level is devoted to third-party restaurant and retail, and the building includes “penthouse retail,” likely going to be a bar or restaurant.

The Metropolitan stands at 15 stories and was once occupied by shops, offices, and the facilities of jewelry manufacturers and wholesalers, leading it to also be known as the “Jeweler’s Building.” The manufacture of luminous watch dials in the building left behind several toxic substances that have thwarted redevelopment plans. Architects Weston and Ellington designed it in a Neo-Gothic style. The exterior of the building is faced with brick, granite, and terra cotta.

The Metropolitan Building closed in 1977 due to tax foreclosure and has remained vacant ever since. The property was acquired by City of Detroit Downtown Development Authority (DDA), and in March 2010, they had to install safety scaffolding and netting to prevent having parts of the building façade fall to the ground. The building was sold to the development team (Means Group and the Roxbury Group) by the DDA for \$250,000.

The guestrooms are located on floors three through 14 of the building. The hotel offers an appropriate mix of rooms to accommodate the extended-stay corporate traveler and double-bedded rooms popular with the weekend traveler.

MEDC investment: \$6.5 million Michigan Community Revitalization program performance-based loan

Private investment: \$34 million

Local investment: \$6.7 million

Jobs: 30