

The Press

321



**A NEWSWORTHY RESIDENCE
WITH A STORIED FOUNDATION**



A NEW STORY FOR A TIMELESS TREASURE

Welcome to The Press/321.

Constructed in 1925, the building originally served as the full in-house production facility for Michigan's oldest newspaper – the Detroit Free Press. The 14-story, 250,000-square-foot limestone building has since been reimagined into a modern, mixed-use residential development with resort-like amenities. The Press/321 is located in the city's Financial District, nestled between Corktown, the Cass Corridor and the riverfront. It boasts the Midwest's first fully automated parking system powered by AUTOParkit, a rooftop pool with a sundeck and gas grills, and panoramic views of downtown and the Detroit River.

ROOFTOP REFLECTION

Your summertime oasis awaits just beyond your door. The Press/321 provides a spectacular downtown Detroit rooftop experience. Located seven stories up, the space features a beautiful pool, a far-reaching furnished sundeck, cozy firepits and gas grills, all with panoramic views of the city below.



FIT FOR YOUR LIFESTYLE

The Press/321 has been tailored to fit the needs of modern downtown residents.

With apartments ranging from studios to three-bedrooms, the options are as open as the floor plans. Each unit's spacious layout boasts oversized windows to welcome natural light and city vistas. Every apartment has a feature wall that integrates a picturesque archway, adding to the space made for you.

In-Unit Amenities:

- Open floor plan
- Large historic windows
- Stainless steel Whirlpool brand kitchen appliances
- In-unit washer and dryer by Bosch
- Large bathroom vanities
- Fiber internet





SPA-LIKE AMENITIES

While the building itself is a work of art, residents also enjoy amenities that are second to none.

Inviting in sunlight from skylights and windows, the well-outfitted fitness center features a yoga studio, strength training equipment and cardio machines to accommodate your personal routine. Moving from workout to workday, the work lounge and conference room complement your home office with a close-by change of space for solitary or collaborative tasks.

Building Amenities:

- Rooftop swimming pool with sundeck, lounge seating, firepit and built-in grills
 - AUTOParkit indoor parking options
 - State-of-the-art fitness center
 - Community work lounge and conference room
 - Bicycle storage
 - Storage lockers
 - Secure package pickup room
 - Fiber internet
 - 24-hour security desk
 - 7th-floor community room that leads out to the rooftop
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PARKING IN STYLE

Say goodbye to snow-covered cars and walking blocks in the cold to get to your vehicle.

The Press/321 is home to the Midwest's first fully automated parking system, a convenient option available to residents and visitors.

Designed by Dasher Lawless Automation, the system allows drivers to park their vehicles in street-level loading bays before the vehicles are whisked away automatically. Vehicles are parked in a vending machine-like structure and retrieved in 40-80 seconds via mobile device or at the kiosk in the lobby.

AUTOParkit reduces the human error involved in parking vehicles and eliminates up to 80 percent of the emissions incurred in traditional parking structures.





WELCOME TO THE NEIGHBORHOOD

The Press/321 is uniquely positioned in Detroit's Financial District for residents to experience the best of downtown living.

Unique art, award-winning restaurants, world-class entertainment, and local and national retailers are just blocks away.

The nearby Riverwalk is the perfect place to spend your weekend mornings or to take out-of-town visitors for views of the Detroit River and Canada. The eclectic, historic Corktown neighborhood also is nearby and full of hidden gems to explore.

Public parks, including Campus Martius and Capitol Park, offer year-round events and free activities. Can't-miss shows and games at Ford Field, Comerica Park and Fox Theatre are just a QLINE or People Mover ride away.



Map Legend

Retail & Restaurants

1. Good Neighbor
2. H&M
3. Nike
4. Under Armour
5. Lululemon
6. Bird Bee
7. Detroit Bark
8. The TEN Nail Bar
9. Madewell
10. Shinola Woodward Store
11. 6 Salon
12. Moosejaw
13. Eatóri Market
14. Plum Market
15. State Deli & Grocery
16. Maru Sushi
17. AKTakeaway
18. Lafayette Coney Island
19. American Coney Island
20. Caucus Club
21. Dessert Oasis Coffee Roasters
22. La Lanterna
23. Shake Shack
24. Brome Modern Eatery
25. Press Room Cafe
26. Motor City Kitchen
27. Tommy's Detroit Bar & Grill
28. Republic Tavern
29. Parks & Rec Diner
30. Nick's Gaslight

Arts, Culture & Entertainment

31. Detroit Opera House
32. Saint Andrew's Hall
33. TCF Center

Fitness

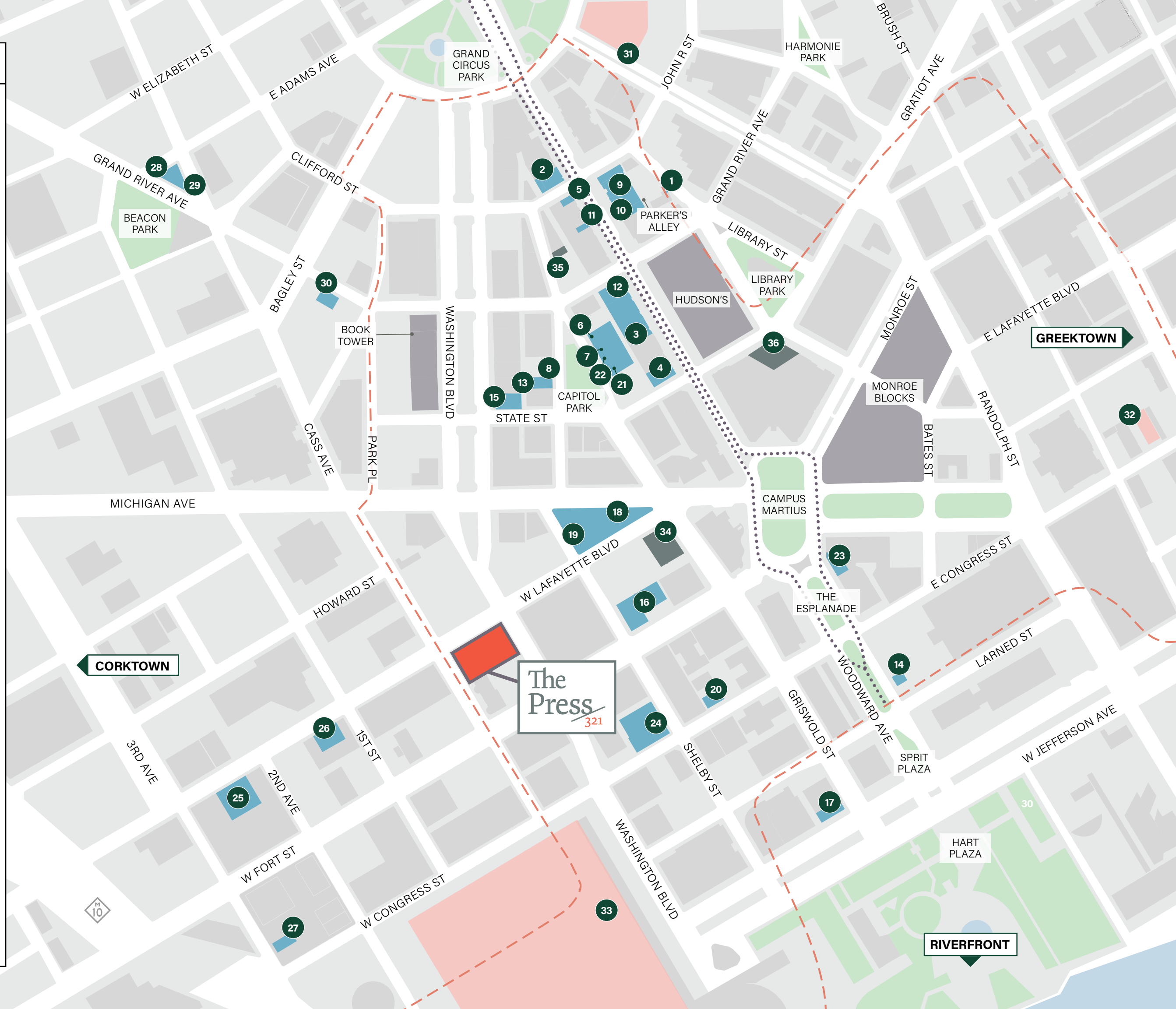
34. Anytime Fitness
35. Pure Barre
36. COR Wellness

Public Space

Future Development

People Mover

QLine



REDEFINING A LEGACY

Since its completion in 1925, The Press/321 has been a staple in downtown Detroit. Despite all the changes, the landmark building still maintains many of its trademark features. The current redevelopment of this historic building will ensure that it remains a mainstay for years to come.

1925: Commissioned by Detroit Free Press owner E.D. Stair, the \$6 million (equivalent to \$88 million in today's money), 14-story property is completed.

1950: The Detroit Free Press is acquired by Knight Newspapers.

1981: The property earns a Michigan Historic Site designation.

1987: Under a 100-year joint operating agreement, the Detroit Free Press and the Detroit News establish the Detroit Media Partnership to publish, distribute and sell advertising for both papers, despite being separately owned and employed.

1998: The Free Press leaves its home of 73 years and moves three blocks away to 615 W. Lafayette Blvd.

2001: The previously formed Detroit Media Partnership sells the property to a real estate investment group.

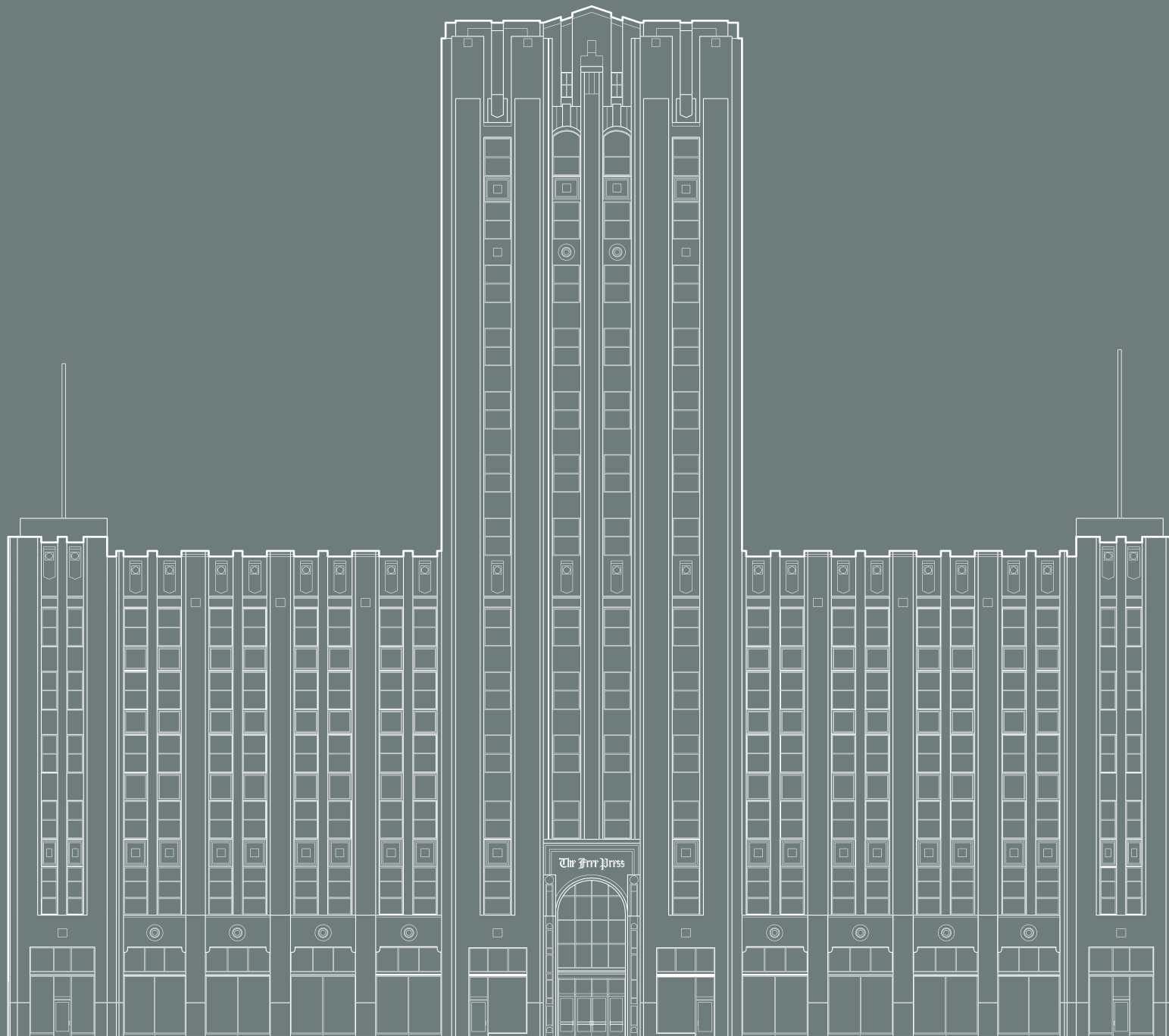
2008: A new use for the property is unable to be developed, so it's again sold – this time to a firm in West Palm Beach, Fla.

2010: Brownfield Redevelopment Authority approves incentive financing for a deal to overhaul the property into residential apartments with office and retail space.

2012: The property is placed for auction because the owners do not come to an agreement on a redevelopment plan.

2016: Bedrock acquires the property and begins planning extensive renovations and reprogramming.

2020: The Press/321 opens as a mixed-use property featuring retail, office and residential apartments after a complete restoration and transformation.





BEDROCK STORY

Bedrock is a full-service real estate firm specializing in the strategic development of urban cores. Bedrock's portfolio includes a mix of office, retail and residential properties.

With a commitment to creating unique and inclusive experiences through real estate, and a focus on design, Bedrock lends a different approach to each property it develops. Bedrock owns and manages a diverse residential portfolio featuring both market-rate and affordable properties within the greater downtowns of both Cleveland and Detroit.

From fully furnished micro-lofts with extensive community amenities to three-bedroom penthouses with breathtaking city views, Bedrock has options that are ideal for anyone looking to live in or around downtown.

Bedrock's team of real estate experts provide a full range of resident services. Experienced leasing agents, dedicated in-house property management and resident experience teams are just some of the people who work together to make the experience of living in a Bedrock residence exceptional. To find out more and view a complete list of our properties, please visit BedrockDetroit.com.



To learn more about The Press/321 or to discuss leasing options, visit our website or contact us by phone for more information.

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