

AUBURN HILLS

PALACE RESEARCH & TECHNOLOGY PARK

**Former Palace of Auburn Hills
6 Championship Drive
Auburn Hills, MI 48326**

CONCEPTUAL SITE PLAN



PROPERTY FEATURES

- Approx. 110 Acres
- Easy access to I-175 and Lapeer Road (M-24)
- Natural habitat to the south
- High Visibility
- 715,012 square feet of NEW development
- Strong Surrounding Retailers
- Located at the former home of the Detroit Pistons

ZONING

Corporate Headquarters
Technology & Research
Research & Development
Medical
Retail
Hotel
Mixed Use



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PROPERTY DESCRIPTION

Located near Lapeer Road and I-75, approximately 110 acres for development is available at the former Palace of Auburn Hills site which was the home of the Detroit Pistons from 1988 to 2017. The property will be development into the premier Oakland County Class A office/technology/research & development destination. Undisturbed natural space surrounds the site which future owners/tenants can take advantage of by creating outdoor amenities for its employees with walkways, wetland, sitting areas, fountains and unique meeting space the cultivate interactions. New construction can be situated in a manner that will maximize both visibility from the interstate and the unique natural environment of the site.

Approximately 40k sf is planned to be located along Lapeer Rd. This retail area will create a destination anchored by great streets and pedestrian oriented storefronts that will be accessed by direct connections from the site interior.

Access to the site could not be easier. I-75 interchanges are adjacent to the site which provides simple and direct access to the project. Lapeer Rd. (M-24) is a north-south state trunkline highway that services the site for commuters who come from areas not served by I-75. Retailers within minutes of this location include: Great Lakes Crossing, Costco, Sam's Club, The Auburn Mile Shopping Center, and The Home Depot.

Oakland County expects to see job growth projected at a rate of 1.4% per year, or 10,300 jobs. Economists forecast that Oakland County will set a new employment high by the Summer of 2021.

The current land use and zoning designations allow a wide range of uses ideal for any of the following: corporate headquarters, research and development, technology and research, medical, retail, hotel, mixed use.

DEMOGRAPHICS

	3mi	5mi	10mi
Total Households	17,023	51,501	194,248
Total Population	43,267	131,130	485,237
Ave. HH Income	\$101,917	\$99,002	\$113,606

DAILY TRAFFIC COUNTS

Harmon Rd.	4,000
Lapeer Rd.	40,000
I-75	87,000



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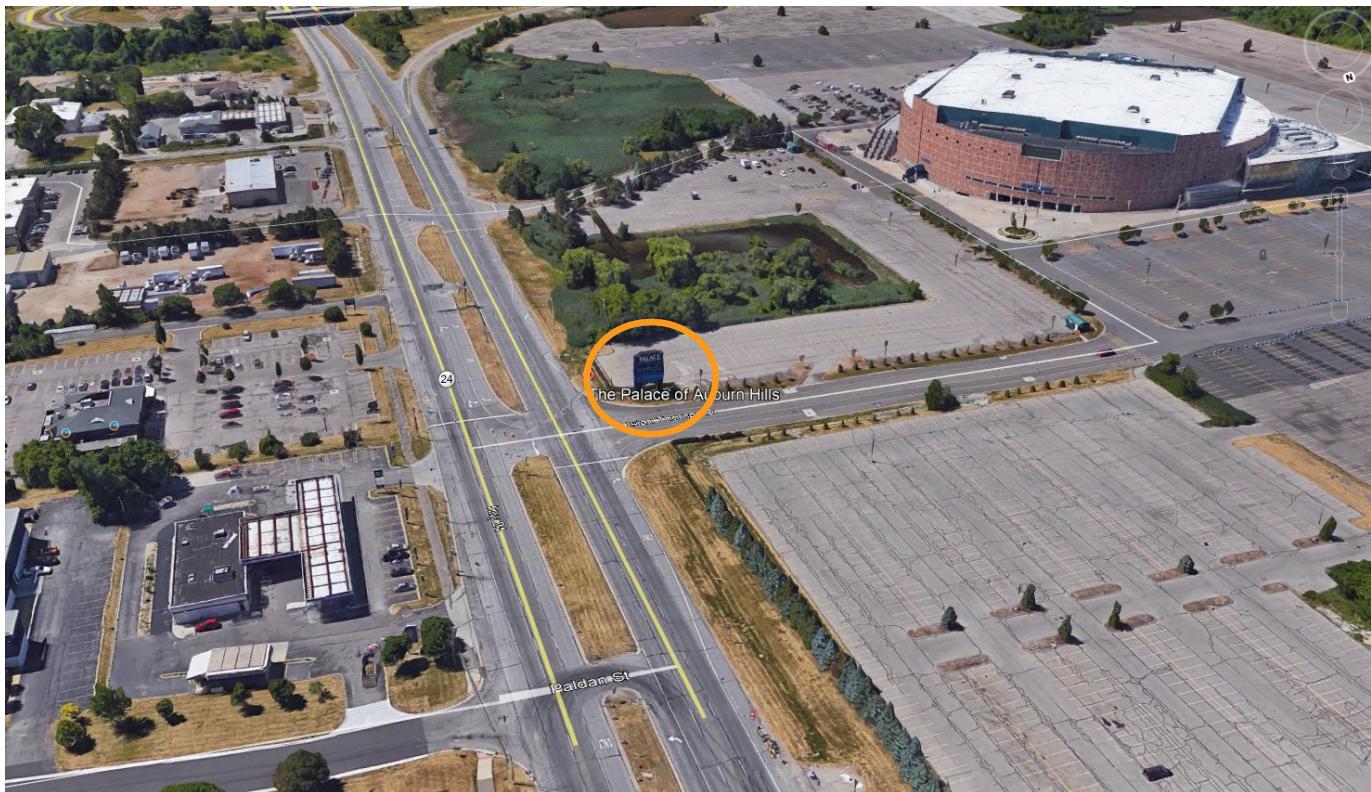
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SIGNAGE FROM LAPEER RD.



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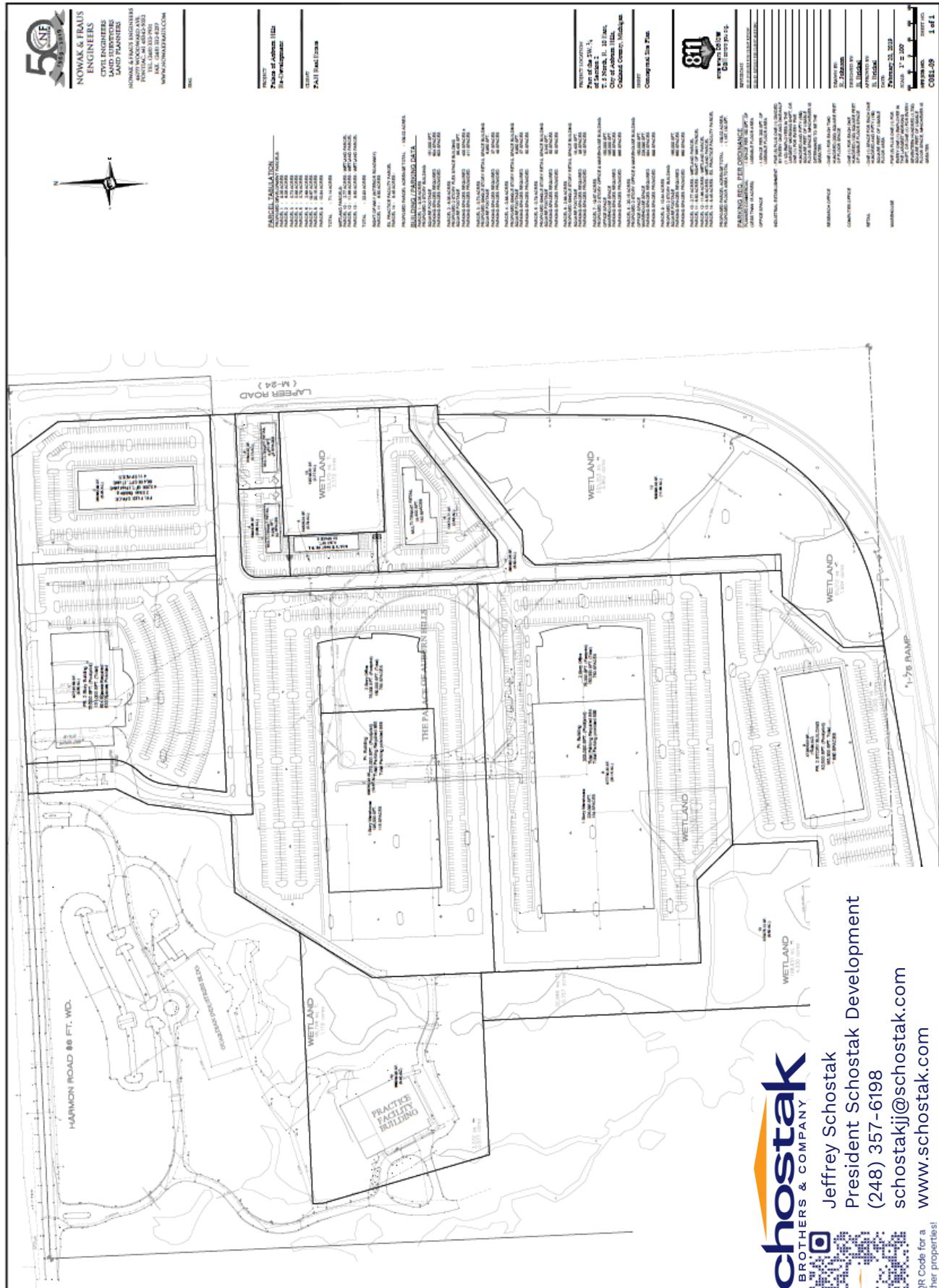


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PALACE RESEARCH & TECHNOLOGY PARK

RESEARCH AND DEVELOPMENT PROPOSAL



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PALACE RESEARCH & TECHNOLOGY PARK

CORPORATE LOCATIONS



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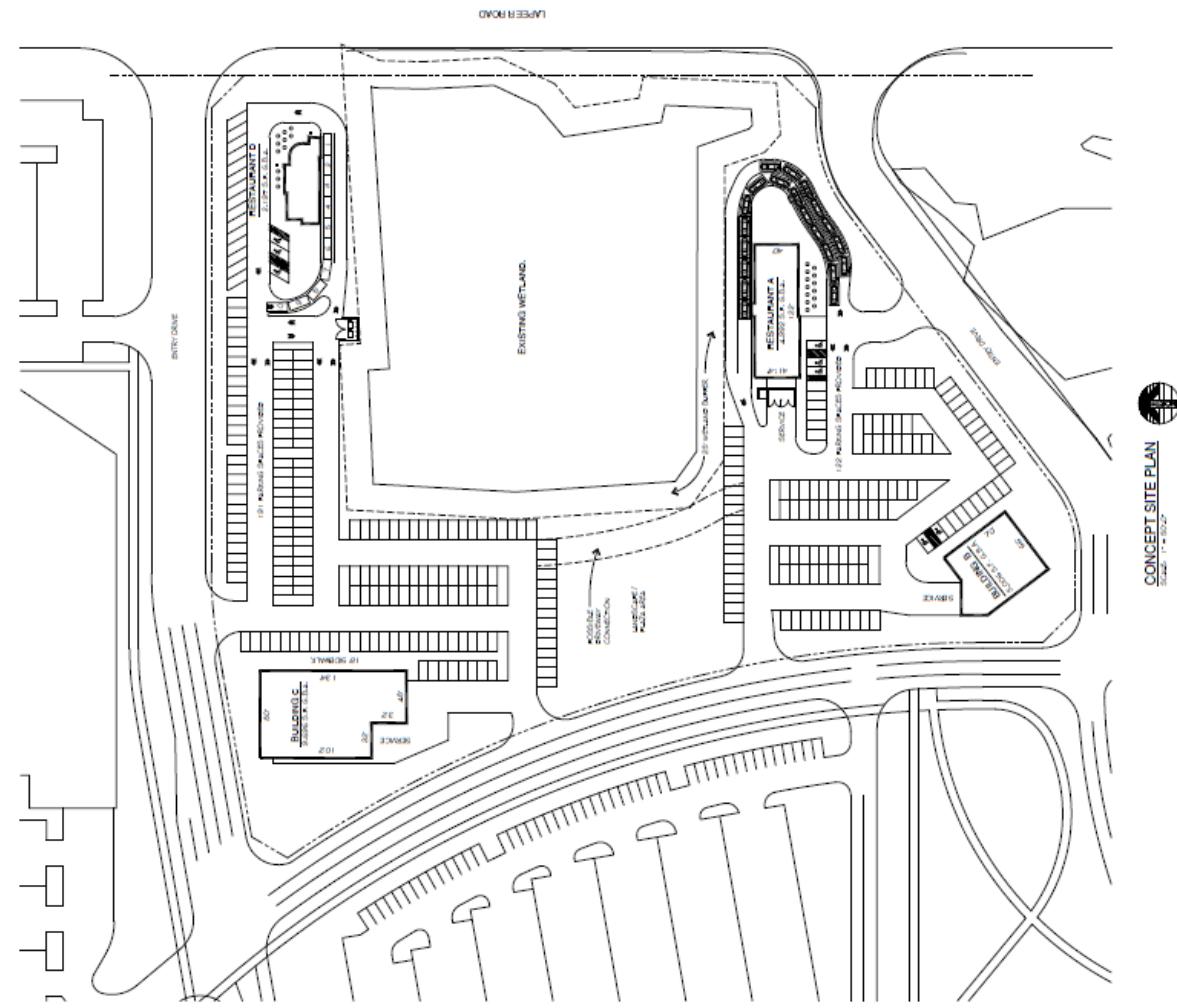
RETAIL/RESTAURANTS



AUBURN HILLS

PALACE RESEARCH & TECHNOLOGY PARK

RETAIL/RESTAURANTS



DEVELOPMENT CALCULATIONS
TOTAL Estimated Building Area: 40,000 SF.
TOTAL Building Area: 30,000 SF. (i.e. allocatable)
TOTAL Building Area: 10,000 SF. (i.e. unallocatable)
TOTAL Building Area: 10,000 SF.

• 21,400 SF. •
• 14,510 SF. •
• 300 SF. •
• 300 SF.

• 100 SF. •
• 100 SF.

• 100 SF. •
• 100 SF.

• 100 SF. •
• 100 SF.

THE PALACE RETAIL DEVELOPMENT

2007/08/02 DRAFT



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