

AUBURN HILLS

PALACE RESEARCH & DEVELOPMENT PARK

Former Palace of Auburn Hills
6 Championship Dr.
Auburn Hills, MI 48326

CONCEPTUAL SITE PLAN



PROPERTY FEATURES

- Approx. 110 Acres
- Easy Access to I-75 and Lapeer Road (M-24)
- Natural habitat to the south
- High Visibility
- 1 million + 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



Jeffrey Schostak
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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 developed 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, wetlands, sitting areas, fountains, and unique meeting spaces that 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			DAILY TRAFFIC COUNTS	
	3mi	5mi	10mi		
Total Households	17,023	51,501	194,248	Harmon Rd.	4,000
Total Population	43,267	131,130	485,237	Lapeer Rd.	40,000
Ave. HH Income	\$101,917	\$99,002	\$113,606	I-75	87,000



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SIGNAGE FROM LAPEER RD.



AUBURN HILLS

PALACE RESEARCH & DEVELOPMENT PARK

CORPORATE LOCATIONS



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PALACE RESEARCH & DEVELOPMENT PARK

RETAIL/RESTAURANTS



DEVELOPMENT CALCULATIONS:
 GROSS RESTAURANT BUILDING AREA (S.F.) = 21,891 S.F.
 GROSS RETAIL BUILDING AREA (S.F.) = 17,313 S.F.
 RESTAURANT PARKING REQUIRED PER ORDINANCE (170 S.F./1,000 S.F.) = 380 SPACES
 TOTAL, PROPOSED = 313 SPACES

THE PALACE RETAIL DEVELOPMENT

AUBURN HILLS, MI 48324



WAH YEE ASSOCIATES
 ARCHITECTS & PLANNERS
 4080 GRAND PINE AVENUE, SUITE 200
 AUBURN HILLS, MI 48324
 PHONE: (248) 840-1800
 PROJECT NO. 306

DESIGN TEAM:
 ARCHITECTS: WAH YEE ASSOCIATES
 PLANNERS: WAH YEE ASSOCIATES
 LANDSCAPE ARCHITECTS: WAH YEE ASSOCIATES
 CIVIL ENGINEERS: WAH YEE ASSOCIATES
 ELECTRICAL ENGINEERS: WAH YEE ASSOCIATES
 MECHANICAL ENGINEERS: WAH YEE ASSOCIATES
 STRUCTURAL ENGINEERS: WAH YEE ASSOCIATES
 PRELIMINARY
 NOT FOR CONSTRUCTION



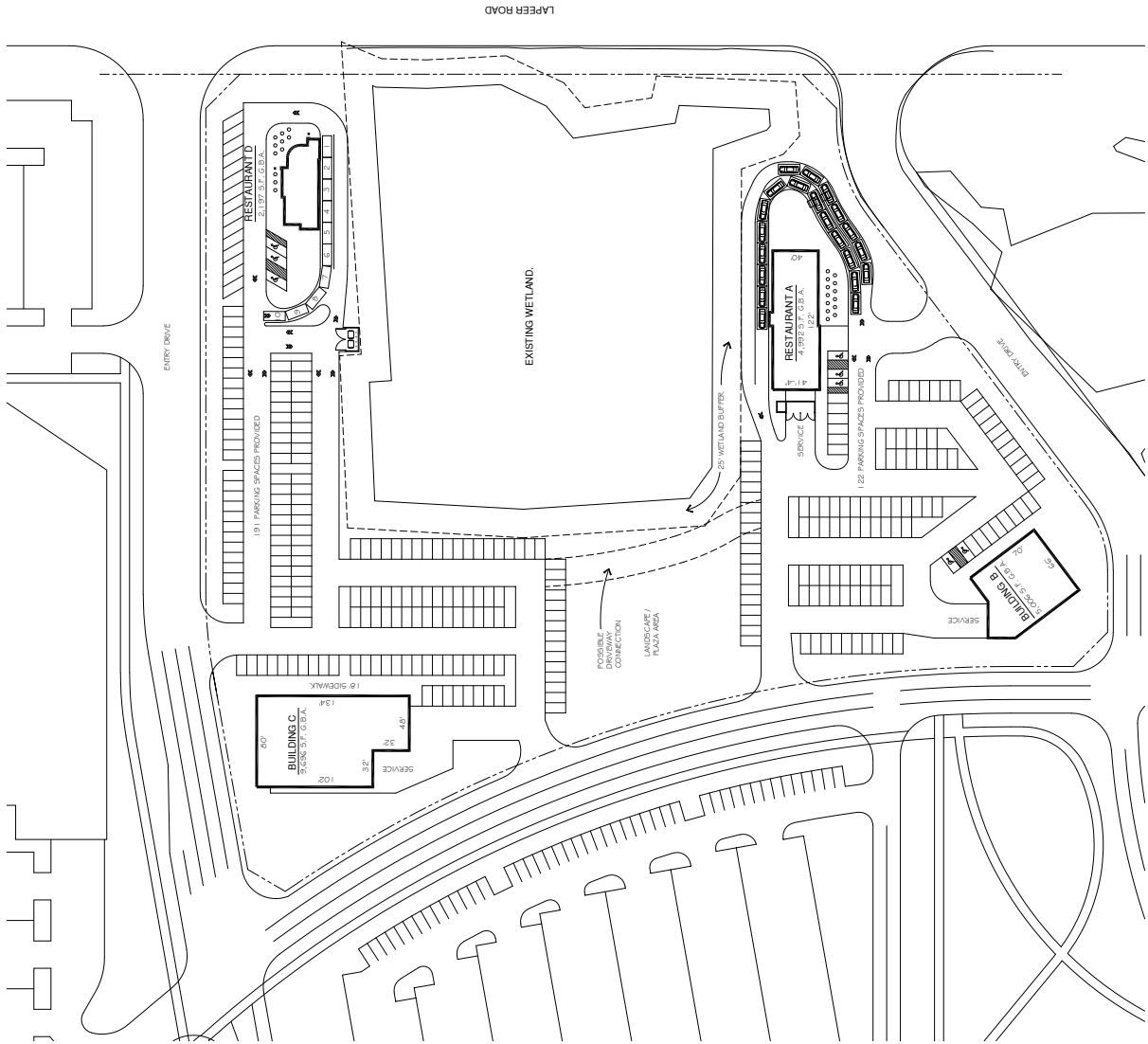
INTERSTATE - 75

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AUBURN HILLS

PALACE RESEARCH & DEVELOPMENT PARK

RETAIL/RESTAURANTS



DEVELOPMENT CALCULATIONS

- RESTAURANT BUILDING AREA (S.A. ASSIGNED) = 91,841 S.F.
- USABLE BUILDING AREA (S.A. ASSIGNED) = 17,613 S.F.
- RESTAURANT PARKING SPACES PER ORDINANCE (1:60 S.F. USABLE) = 292 SPACES
- TOTAL PROVIDED = 313 SPACES

THE PALACE RETAIL DEVELOPMENT

AUBURN HILLS, MICHIGAN



WAH YEE ASSOCIATES
ARCHITECTS & PLANNERS
4600 GRANDVIEW AVENUE, SUITE 200
NOVI, MICHIGAN 48075
PHONE 248-4899160
PROJECT NO. 3006



ISSUED FOR REVIEW 4/20/19
ISSUED FOR REVIEW 5/20/19
ISSUED FOR REVIEW 7/14/19
ISSUED FOR REVIEW 7/22/19

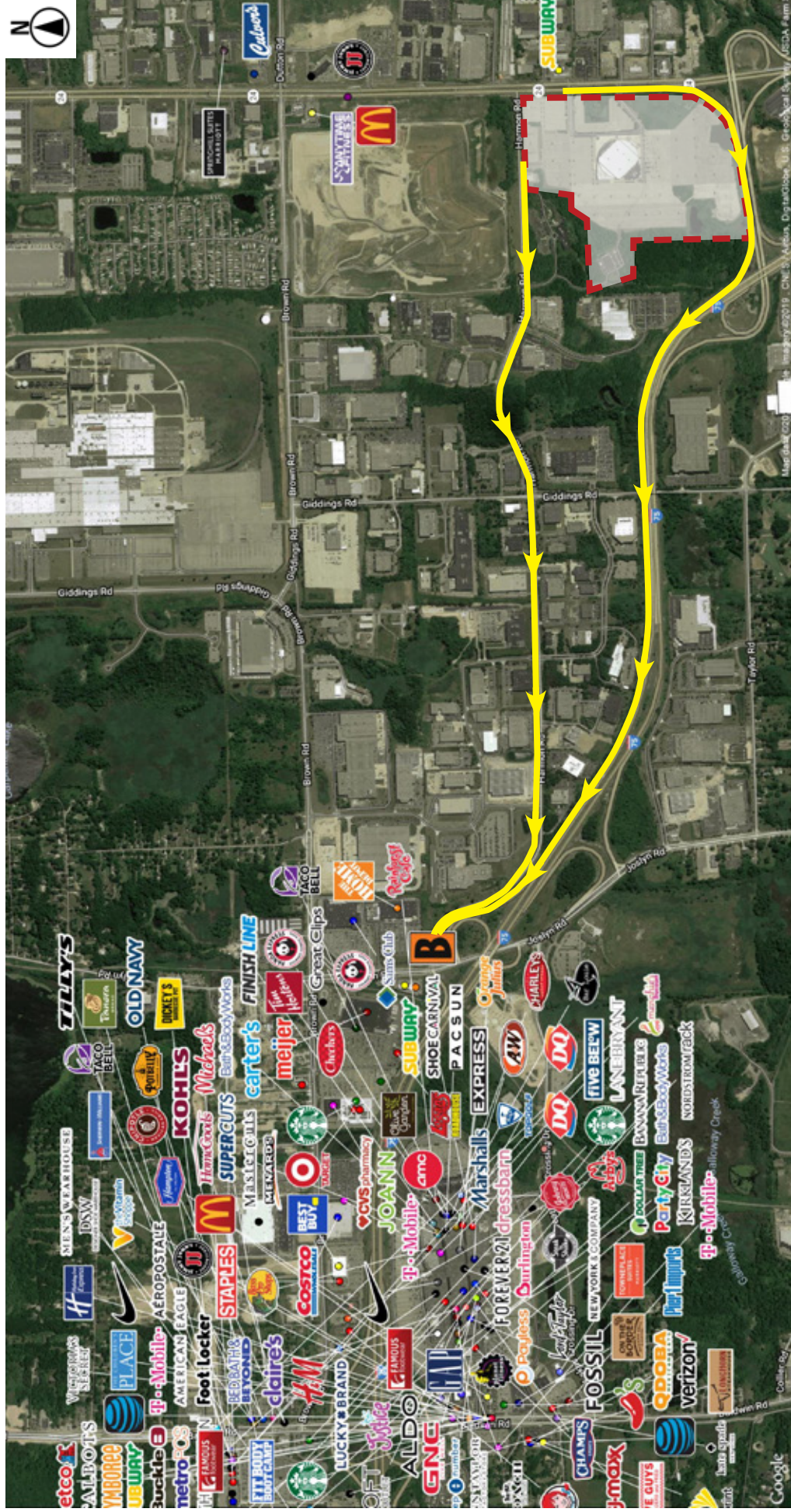
NOT FOR CONSTRUCTION

CONCEPT SITE PLAN
SCALE: 1" = 50'-0"

AUBURN HILLS

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RETAIL AMENITIES



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