

## **Developers Break Ground on Vacant Century-old Pontiac Apartment Redevelopment**

### **Casa Del Rey Apartments to Bring 50 Affordable Homes to Pontiac**

PONTIAC, MI—Today, Coleman Allen LLC, alongside local officials and community partners, officially broke ground on Casa Del Rey Apartments, marking the beginning of a \$15.5 million transformation of a century-old Moorish-style building at 111 Oneida Street in Pontiac's historic Seminole Hills district. The development will create 50 affordable apartment homes, with an expected completion in early 2026.

The Casa Del Rey building, designed by renowned architect Robert O'Derrick and listed on the National Register of Historic Places, will be restored to its original grandeur while addressing Pontiac's critical need for affordable housing.

"This project began over a cup of coffee, where Jill Robinson, Executive Director of the Oakland County Land Bank Authority, and I imagined the possibilities together," said **Ronita Coleman**, co-founder of Coleman Allen LLC. "Today, that dream is taking root at 111 Oneida. This is no solo effort—it's a vision and a testament to the power of collaboration. From organizations to individual supporters, local, county and state elected officials, the Land Bank Authority, Oakland County Treasurer, the Historic Committee, City Council, District Two, Cinnaire, and the WE Build program, their unwavering support, guidance and collaboration have been instrumental in making this project a reality."

The redevelopment is led by Gregory and Ronita Coleman, General Motors executives and Pontiac natives, with the support of key partners including the City of Pontiac, Oakland County Land Bank Authority, Michigan State Housing Development Authority (MSHDA), Michigan Economic Development Corporation (MEDC), Cinnaire, and IFF.

"As African American developers, we honor the perseverance and sacrifices of our ancestors," said **Gregory Coleman**, co-founder of Coleman Allen LLC. "This project represents resilience and hope for the City of Pontiac. Our mission goes beyond creating homes—we aim to uplift communities and inspire future generations to carry this work forward."

### **Collaborative Effort to Revitalize Pontiac**

The event featured remarks from several dignitaries who highlighted the significance of the project:

**Pontiac Mayor Tim Greimel** praised the effort, saying, "We are fortunate to have the Colemans, who have chosen Pontiac to invest in and bring this historic building back to its former glory. This project reflects the collaboration required to revitalize our city and honor its rich history."

**Sherita Smith**, Senior Vice President at Cinnaire, celebrated the impact of the WE Build program, which Ronita Coleman participated in: “WE Build empowers women-led real estate ventures to scale, grow, and fund transformative projects. Ronita’s leadership exemplifies the incredible potential of women in development, and we’re proud to have supported this groundbreaking project.”

**Beverley Loyd**, Managing Director of Lending at IFF, remarked, “Quality housing is the foundation of strong communities. Casa Del Rey Apartments will provide safe, affordable, and energy-efficient homes while fostering a sense of community. This project embodies the vision and dedication of the Colemans and all the partners involved.”

**Josh Campbell**, Financial Analyst, Missing Middle Housing Program at MSHDA, added “Each time we support a historic preservation project like this, it feels like we double our impact. Not only is it creating safe, quality affordable housing for the community, but we are also reactivating a historic building that had been vacant for a long time.”

**Jill Robinson**, Executive Director, Oakland County Land Bank Authority

The Oakland County Land Bank Authority is honored to collaborate with Ronita and Gregory Coleman and the many partners to support this incredible community and neighborhood development. It’s clear that we’ve waited for the perfect development partners to bring new life to this special building.

### **A Historic Transformation**

Casa Del Rey Apartments will combine historic preservation with modern energy efficiency, creating a vibrant community space for families to grow and thrive. The project serves as a model for equitable development and the power of partnerships to drive meaningful change.