

7.2 SQ MI

FAST FACTS

7.2 square miles. That is Greater Downtown Detroit. A slice of Detroit's 139-square mile geography. A 7.2 square mile collection of neighborhoods: **Downtown, Midtown, New Center, Woodbridge, Eastern Market, Lafayette Park, Rivertown, and Corktown**—and so much more.

7.2 SQ MI: People

Greater Downtown in Context:

Population: 36,550 people

Density: 5,076 people/SQ MI

Per Capita Income: \$20,216/person

Population Change: Over a ten-year period, the city's population declined by 25% while Greater Downtown declined by half that rate (13%).

Racial Diversity: Greater Downtown continues to be racially diverse with Black residents accounting for the racial majority (68%).

Foreign-Born Population: 8% of Greater Downtown's population is foreign-born.

Young & College-Educated: 8% of Greater Downtown's population is age 25-34 with a Bachelor's Degree or higher. This is a greater proportion of "young talent" than the City of Detroit (1%), State of Michigan (3%) and the United States (4%).

Visitors & Venues: 10.5 million people visit Greater Downtown each year, filling 126,058 stadium seats, 12,550 theater seats and 4,611 hotel rooms.

7.2 SQ MI: Place

Pedestrian & Bicycle Counts: On a typical weekday, nearly 2,000 pedestrians and over 80 bicycles per hour pass key blocks in Midtown and Downtown.

Housing Units: Over a ten-year period, the number of housing units in Greater Downtown increased by 1,300 units; for a total of 26,722 housing units in 2010.

Rentals: Of the available rental units in Downtown and Midtown, 97% and 95% were fully occupied in 2012. Rent costs in Midtown were \$325-\$2,500 while rent costs in Downtown were \$475-\$5,100.

Amenities & Necessities:

- > 301 Restaurants
- > 49 Outdoor Dining Locations
- > 300 Retail Establishments
- > 6 Grocery Stores/Markets
- > 77 Cultural Institutions
- > 29 K-12 Schools
- > 108 Acres of Parkland
- > 16 Miles of Bike Lanes
- > 11 Miles of Greenways

7.2 SQ MI: Economy & Investment

Employment: Employment in Greater Downtown as of March 2010 totaled 135,402 employees and accounted for 40% of the total employment in the city. In the last two years, large employers have moved nearly 10,000 employees to Downtown.

Wages: More than half of all Greater Downtown jobs pay wages greater than \$40,000 annually.

Commercial Real Estate: There is 35,758,178 SQ. FT. of rentable commercial space in Greater Downtown. The average asking lease rate is \$19.41/SQ. FT. Greater Downtown is at nearly 80% commercial occupancy.

Real Estate Development: Since 2006, \$6 billion has been invested in real estate development projects in Greater Downtown.

7.2 SQ MI: About

7.2 SQ MI is the data story of a physically and economically changing place. It is a snapshot that captures current information on residing, working, employing, visiting, living, playing, and investing in Greater Downtown. While a celebration of progress, **7.2 SQ MI** also acknowledges continued challenges and reveals potential opportunity.

7.2 SQ MI was prepared by the Hudson-Webber Foundation, the Detroit Economic Growth Corporation, the Downtown Detroit Partnership, Midtown Detroit, Inc., D:hive, and Data Driven Detroit. We hope it is the beginning of a sustained system of reporting on the progress of Greater Downtown Detroit.

7.2 SQ MI is a tool to help us leverage continued support and investment by providing one place for Greater Downtown data. It is also an opportunity to unite us

in the data we cite and the picture we build of Greater Downtown. For more data, including helpful context and comparisons, view the full **7.2 SQ MI** online at: detroitsevenpointtwo.com

