

A Report on Greater Downtown Detroit

7.2 SQ MI

2nd Edition

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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, Woodbridge, Eastern Market, Lafayette Park, Rivertown, and Corktown**—and so much more.


Like-city centers globally, Greater Downtown Detroit is a nexus of activity—welcoming residents, employees, visitors and tourists. Greater Downtown contains high-rise and low-rise living, some of the city's most storied neighborhoods, and many of Southeast Michigan's leading education and medical institutions. Greater Downtown Detroit is the center of the city's business world, home to our richest cultural assets, the region's sports and entertainment hub, and serves as a bridge connecting communities across the region to opportunity and prosperity.

First released in early 2013, [7.2 SQ MI](#) is the data story of a changing place. This updated version is a new snapshot that captures current information on residing, working, employing, visiting, living, playing, and investing in Greater Downtown. It helps us to understand where we were, where we are, and offers a glimpse into where we are going. It contextualizes Greater Downtown Detroit within the city, region, and country. It recognizes progress made in addressing some of the city's challenges, while also highlighting opportunities for new successes.

As you flip through these pages, we invite you to join us in celebrating the progress made in Greater Downtown Detroit and welcome you to consider your role in the challenges and opportunities that lie ahead.

The Hudson-Webber Foundation
Detroit, Michigan, February 2015

Right:
M-1 Rail construction
on Woodward Avenue
in Downtown Detroit.



Electronic materials and updates to 7.2 SQ MI can be viewed online at: detroitsevenpointtwo.com

7.2 SQ MI is the data story of a physically and economically changing place.

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(1.1) GREATER DOWNTOWN IN CONTEXT

Greater Downtown Detroit is **7.2 SQ. MI.** in area.
There are **35,037 people** or **4,278 people per SQ.MI.**

Greater Downtown Detroit

Square Miles: 7.2 SQ. MI.

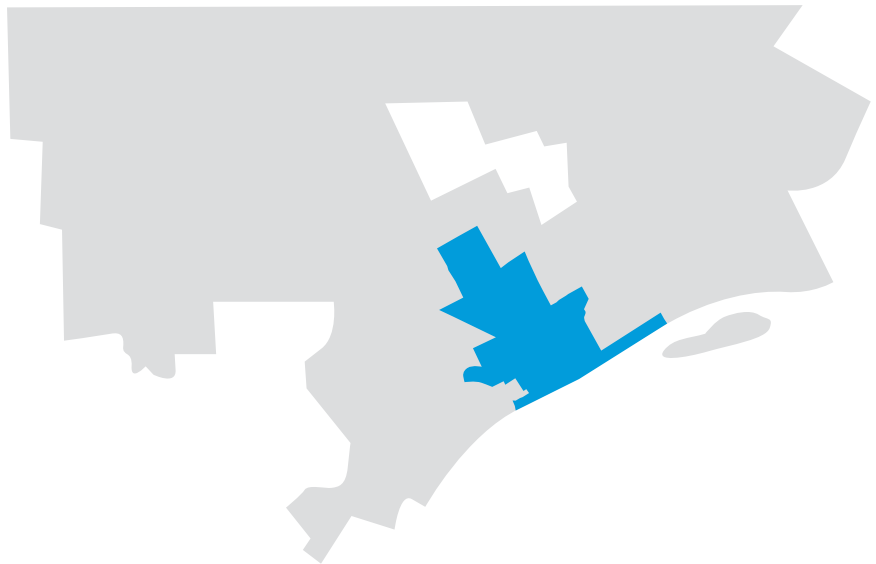
Population: 35,037 people

Density: 4,278 people/SQ. MI.

Median HH Income: \$20,681

Employment: 136,401 employees

Housing Units: 26,060 units

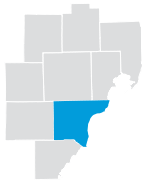


Nesting Geography Comparisons



Detroit

Square Miles: 139 SQ. MI.
Population: 721,459 people
Density: 5,190 people/SQ. MI.
Median HH Income: \$26,955



Wayne County

Square Miles: 612 SQ. MI.
Population: 1,822,469 people
Density: 2,978 people/SQ. MI.
Median HH Income: \$41,504



Southeast Michigan

Square Miles: 5,781 SQ. MI.
Population: 5,227,908 people
Density: 904 people/SQ. MI.
Median HH Income: \$58,481



Michigan

Square Miles: 56,539 SQ. MI.
Population: 9,897,264 People
Density: 175 people/SQ. MI.
Median HH Income: \$48,471



Great Lakes

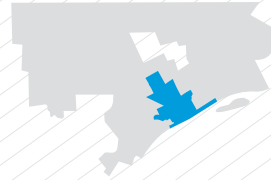
Square Miles: 414,398 SQ. MI.
Population: 64,440,104 people
Density: 156 people/SQ. MI.
Median HH Income: \$52,031



United States

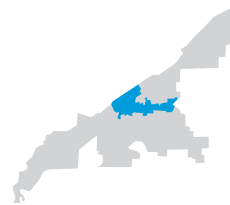
Square Miles: 3,531,905 SQ. MI.
Population: 309,138,711 people
Density: 8.7 people/SQ. MI.
Median HH Income: \$53,046

City & City-Center Comparisons



Greater Downtown Detroit

Square Miles: 7.2 SQ. MI.
Population: 35,037 people
Density: 4,278 people/SQ. MI.
Median HH Income: \$20,681



City-Center Cleveland

Square Miles: 7.7 SQ. MI.
Population: 22,324 people
Density: 2,888 people/SQ. MI.
Median HH Income: \$23,570

City of Cleveland

Square Miles: 82 SQ. MI.
Population: 396,815 people
Density: 4,839 people/SQ. MI.
Median HH Income: \$26,556



City-Center Pittsburgh

Square Miles: 4.1 SQ. MI.
Population: 31,421 people
Density: 7,682 people/SQ. MI.
Median HH Income: \$33,414

City of Pittsburgh

Square Miles: 58 SQ. MI.
Population: 305,704 people
Density: 5,270 people/SQ. MI.
Median HH Income: \$38,029



City-Center Minneapolis

Square Miles: 6.4 SQ. MI.
Population: 54,529 people
Density: 8,520 people/SQ. MI.
Median HH Income: \$34,304

City of Minneapolis

Square Miles: 58 SQ. MI.
Population: 382,578 people
Density: 6,596 people/SQ. MI.
Median HH Income: \$48,881



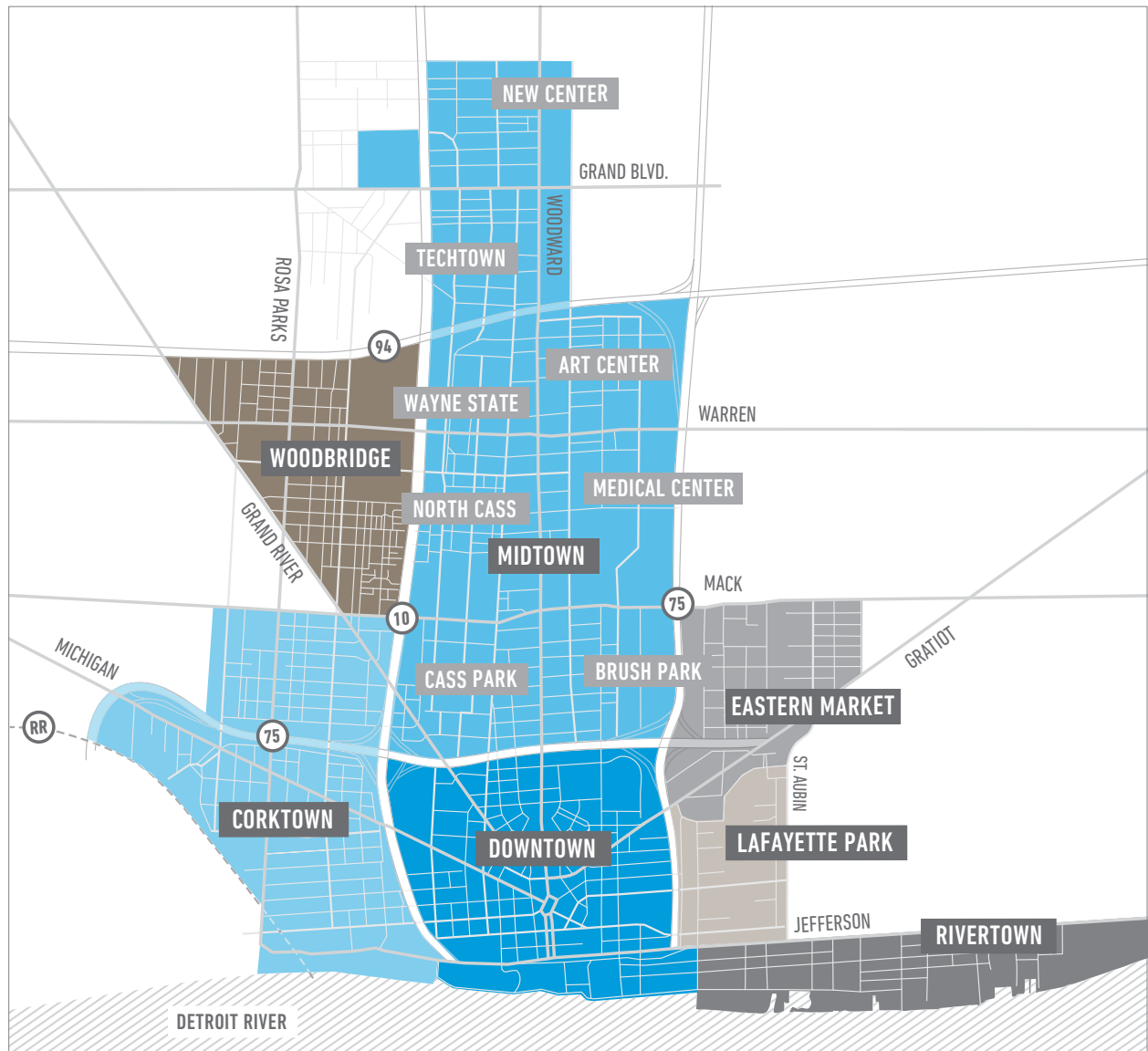
City-Center Philadelphia

Square Miles: 4.7 SQ. MI.
Population: 88,242 people
Density: 18,695 people/SQ. MI.
Median HH Income: \$53,580

City of Philadelphia

Square Miles: 135 SQ. MI.
Population: 1,526,006 people
Density: 11,304 people/SQ. MI.
Median HH Income: \$37,016

(1.2) GREATER DOWNTOWN BY NEIGHBORHOOD



Right:
Historic homes
in Woodbridge.





One square mile. That's the size of Downtown Detroit, also known as Detroit's Central Business District (CBD). In recent years, Downtown Detroit has flourished. It has attracted thousands of new employees and hundreds of new residents, demonstrating a healthy demand for the mix of renovation and new projects that are in the development pipeline.

Naturally, the CBD is the largest employment center in Greater Downtown approaching 85,000 employees. Major employers include General Motors, DTE Energy, Blue Cross Blue Shield of Michigan, Compuware, and the Rock/Quicken family of companies. Since 2010, the Rock/Quicken Loans family of companies has acquired over 9 million square feet of real estate, created 6,500 jobs in the city, and recruited over 120 companies and businesses as tenants. Blue Cross Blue Shield of Michigan has added over 2,000 jobs, bringing its Downtown team to over 6,000 employees. Recently, tech and creative industry firms have grown significantly along Woodward Avenue. Start-ups and major national corporations alike have sought a Downtown Detroit presence from Google, Microsoft, and Uber to Chrysler. In 2013, Downtown welcomed national advertising and marketing communications firm Lowe Campbell Ewald. In addition Downtown Detroit is the longtime home of the city and county governments as well as the region's major financing, legal, accounting, and consulting firms.

Demand for Downtown living is at an all-time high. The area's residential offerings – mostly apartments and condos in mid- and high-rises – are 98 percent occupied. Major new residential developments are under way in Capitol Park, Grand Circus Park, and along Woodward Avenue, totaling over 1,300 new units. There is projected market demand for over 500 new residential units annually.

Downtown is the city and region's entertainment center. The Detroit Tigers, Lions, and Red Wings attract over 4 million fans annually. The Downtown boasts the second largest theatre district in the country with 13,000 seats. It is home to the Fox, Fillmore, and Gem theatres, as well as the Detroit Opera House and Music Hall. Downtown houses three casinos, MGM Grand, Greektown, and Motor City, and nearly 200 bars and restaurants.

Downtown welcomes millions of visitors each year and has more than 3,500 hotel rooms to lodge them. From major festivals and events such as Movement Electronic Music Festival and Detroit International Jazz Festival to the North American International Auto Show and the Detroit Marathon, the Downtown is active throughout all four seasons. Campus Martius Park, Detroit's Gathering Place, has become a hub of much of this activity hosting over 650 performances, movies, and events as part of its summer placemaking activities. The energy continues into the fall and winter with the Christmas tree lighting and skating rink.

Left:
Basketball in Cadillac
Square, Downtown Detroit

Home to major medical and educational institutions and the City’s cultural center, Midtown is one of the fastest developing areas in Detroit, with a growing residential base and opportunities for new construction and rehabilitation within its historic neighborhoods. Midtown represents a wide array of Detroit’s architectural history—from castles and Victorian homes to funky industrial buildings reimagined from their auto industry days.

Midtown is home to major anchor institutions—Wayne State University, the Detroit Medical Center, the Henry Ford Health System, and the College for Creative Studies. A collection of small neighborhoods makes up the community, including New Center, TechTown, Art Center, North Cass, Cass Park, and Brush Park.

The 3.3 square mile district is home to restaurants, galleries, community gardens, and markets. Midtown is one of the city’s most walkable communities.

The cultural capitol of the region, Midtown is home to the Detroit Institute of Arts (DIA), the Charles H. Wright Museum of African American History, the newly refurbished Detroit Historical Museum, the Museum of Contemporary Art Detroit (MOCAD), the Michigan Science Center, the Detroit Symphony Orchestra (DSO), and the Max M. Fisher Music Center. The Area hosts annual activities and events, such as Noel Night, Dlectricity, and ArtX.

Historic homes and apartments can be found in Art Center, Brush Park, Cass Park, and the West Canfield Historic District. There are also newer options spread throughout Midtown, such as converted loft buildings, contemporary apartments, townhomes, and condos.

There is high demand for the lifestyle and amenities this neighborhood offers, and apartment offerings are currently 97 percent occupied

Midtown’s New Center district comes alive during the day, with one of the largest office populations in the area, including the employees and visitors of the Fisher, Albert Kahn, New Center One, and State of Michigan (Cadillac Place) buildings, and the Henry Ford Health System. The College for Creative Studies opened its second Greater Downtown campus in New Center in 2009 in the A. Alfred Taubman Center for Design Education (formerly General Motors’ Argonaut Building), which also hosts the Henry Ford Academy/School for Creative Studies middle and high schools. The area is attractive for its varied retail, restaurants, and entertainment venues, such as the Fisher Theatre and the newly renovated New Center Park, a three-season outdoor concert venue.

Right:
Midtown Dog Park,
Midtown Detroit





The tree-lined residential neighborhood of Woodbridge is on the National Register of Historic Places. A racially diverse, mixed-income community, the neighborhood is home to an eclectic mix of longtime owners and new renters, families, students, college professors, professionals, musicians, artists, and more.

Woodbridge is also home to a varied cultural scene, with destinations including the Contemporary Art Institute of Detroit, parks, a community garden, a bike shop, and a Buddhist Temple. The Woodbridge Pub offers residents a place to enjoy local and seasonal food and drink. This livable community houses a vibrant arts community and is located in close proximity to Wayne State University and Midtown's cultural and retail amenities.

Left:
Woodbridge Tavern, Woodbridge



Corktown is Detroit's oldest neighborhood and is listed on the National Register of Historic Places. Named for the Irish county of its immigrant founders, Corktown has a mix of historic homes, independent retail, restaurants, bars, and light industrial properties.

The neighborhood features an eclectic mix of historic and new single and multi-family housing from federal-style row houses and Victorian single-family homes to industrial loft conversions. Corktown is home to a growing number of incubator, live/work, and maker spaces to complement the small office and light industrial uses on the southern and western ends of the neighborhood. Additionally, Corktown boasts one of the best collections of independently-owned restaurant and retail stores in the city. Locally owned bars and restaurants line Michigan Avenue, anchored by popular favorites like Slows BBQ, Sugar House, Gold Cash Gold and Nemo's sports bar, but retail activity extends beyond the main drag with unique shops dotting the neighborhood. North Corktown is the site of one of Detroit's three casinos, MotorCity Casino, as well as the city's only hostel, and multiple community gardens.

Two annual events bring thousands to the area: Detroit's Annual St. Patrick's Day parade and the annual Tour de Troit bike ride, which hosted more than 7,000 bike riders in 2014 for a 30-mile ride through the city. Additionally, Roosevelt Park which sits at the foot of Detroit's most famous vacant building, the grand Michigan Central Station, has been the focus of community efforts to revitalize and program this iconic public space.

Left:
Historic Homes, Corktown

Eastern Market is the largest historic public market in the United States. Founded in 1891, it hosts both retail and wholesale markets. On any given Saturday, as many as 40,000 customers shop elbow-to-elbow for fruits, vegetables, breads, meats, specialty foods, jams, honey, cheeses, spices, herbs, plants and flowers—all from the marvelous bounty of farms from Michigan, Ohio, and Ontario.

The district is home to more than 550 vendors and merchants. In addition to its Saturday market, Eastern Market also hosts a seasonal Tuesday Market from July to October, a Sunday Street Market of locally made goods, and a summer Third Thursdays offering family-friendly food and entertainment.

The district includes a diverse array of specialty retail shops, restaurants, a community garden, and access to the River Walk via the Dequindre Cut Greenway. A lively arts scene is also emerging with galleries and studios growing with local, national, and international artists collaborating on projects from the Red Bull House of Art to public art and murals.

Eastern Market also hosts many special events, such as the annual Flower Day, where more than 150,000 visitors gather for one of the largest flower shows in the country. Eastern Market is also the spot to tailgate before a Detroit Lions game, attracting over 3,000 football fans before and during each home game.

Though the focus of Eastern Market is primarily food-related business, housing is available in the form of loft conversions as well as more traditional apartments. Eastern Market possesses many assets of a great urban neighborhood: historic authenticity, a concentration of small and medium-sized independent businesses, and high walkability with 58 amenities available within one mile. Like other high occupancy neighborhoods in the Greater Downtown, Eastern Market is currently occupied at 95%.

Right:
Eastern Market

MARKET
days





Constructed in the late 1950's and early 1960's, Lafayette Park is a 19-acre district designed by famed modern architect Mies van der Rohe and landscape architect Alfred Caldwell. Set in a lush park-like landscape, its simple steel and glass structures epitomize the International Style of architecture. The district is listed on the National Register of Historic Places and is the largest concentration of Mies van der Rohe's buildings in the world.

Low-rise townhomes and high-rise apartments towers are complemented by open space, parks and playgrounds, a neighborhood shopping center that includes a full-service grocery store, and a successful elementary school. The neighborhood also boasts a concentration of cooperatively owned multi-family housing options.

Lafayette Park's historic modern architecture, lush setting, close-knit community, and proximity to other Greater Downtown neighborhoods and amenities draw a diverse population of students, families, and long-time residents.

Left:
Mies van der Rohe townhouses,
Lafayette Park

A central feature of Rivertown is the eastern portion of the River Walk that runs the length of the neighborhood on its 3.5-mile path from Gabriel Richard Park to Joe Louis Arena. The lively River Walk connects bars and restaurants, Chene Park amphitheater, Milliken State Park and Harbor, and public plazas with amenities including bike rental tours.

In 2014, Mt. Elliott Park opened a new public plaza and splash pad, creating an updated and reinvigorated destination along the River Walk. The area includes a mix of commercial, residential, and recreational uses. Along East Jefferson, residents live in both affordable and luxury high-rises and condominiums, and enjoy a variety of casual dining options and bars.

Rivertown is unique for being one of the few locations in Greater Downtown with large development-ready parcels available for future mixed-use development. These sites have the potential to transform the neighborhood in coming years.

Right:
Mt. Elliott Park public plaza
and splash pad, Rivertown



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TWO

PEOPLE

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(2.1) Population, 2012 Estimate



DOWNTOWN – 5,269 PEOPLE



MIDTOWN – 18,388 PEOPLE



WOODBIDGE – 3,807 PEOPLE



CORKTOWN – 2,834 PEOPLE



LAFAYETTE PARK – 3,494 PEOPLE



RIVERTOWN – 1,245 PEOPLE



(2.2) Average Household Size, 2012 Estimate

GREATER
DOWNTOWN



1.7 people

DETROIT



2.7 people

MICHIGAN



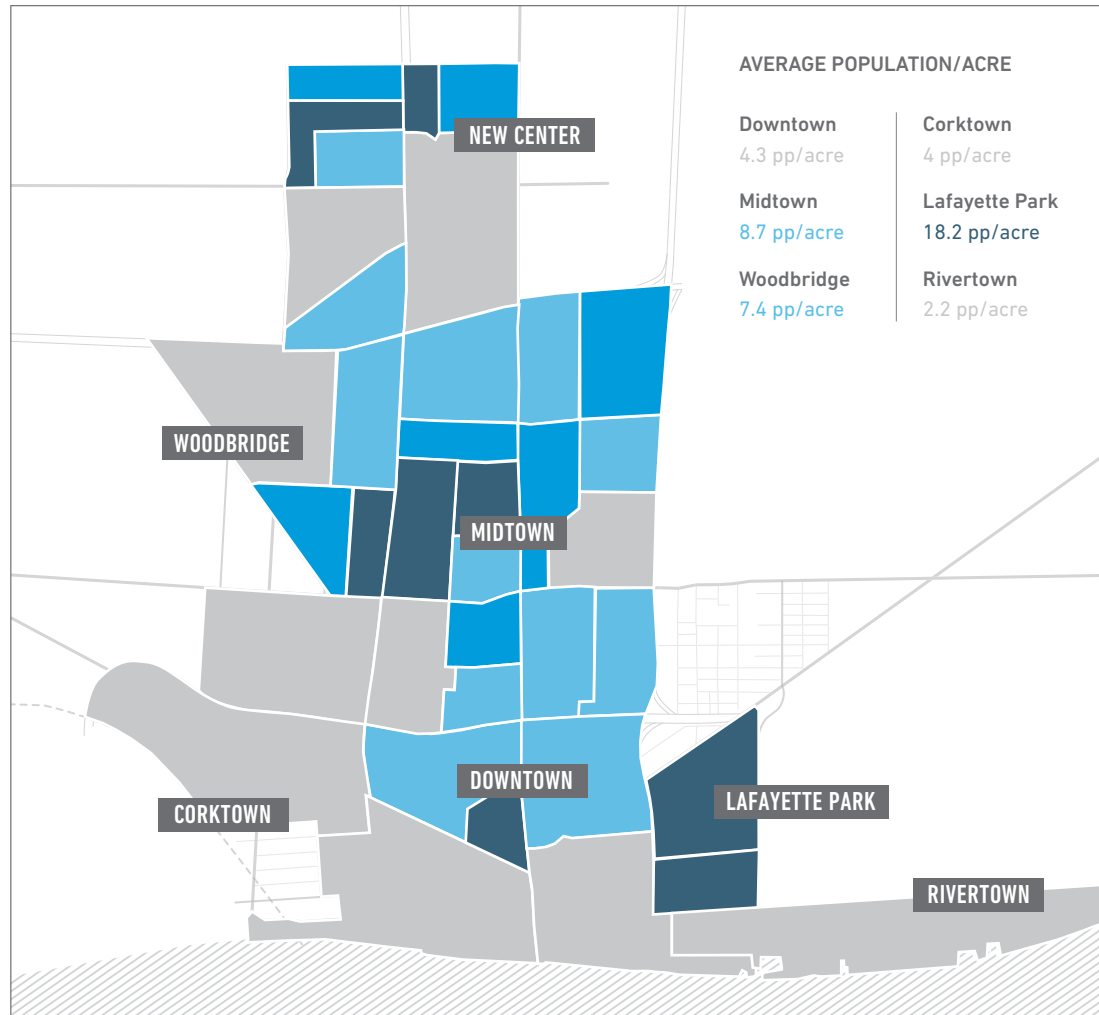
2.5 people

U.S.

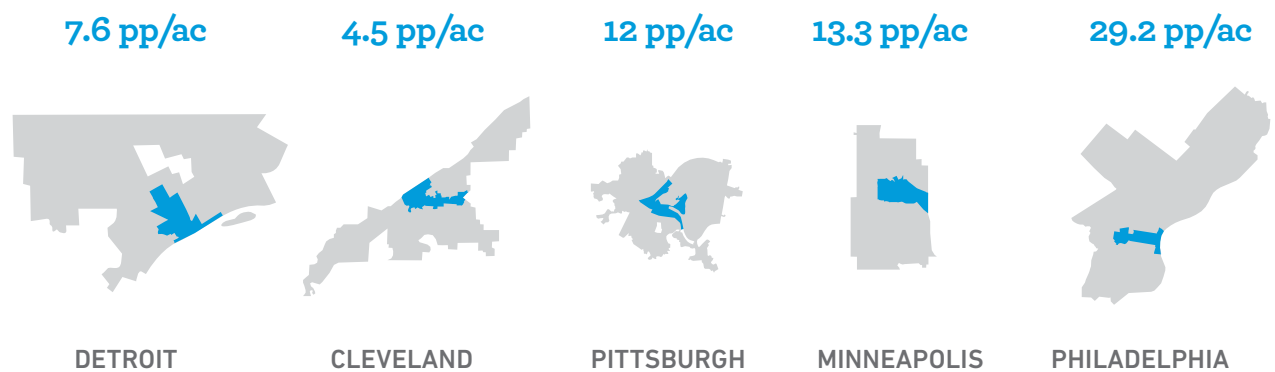


2.6 people

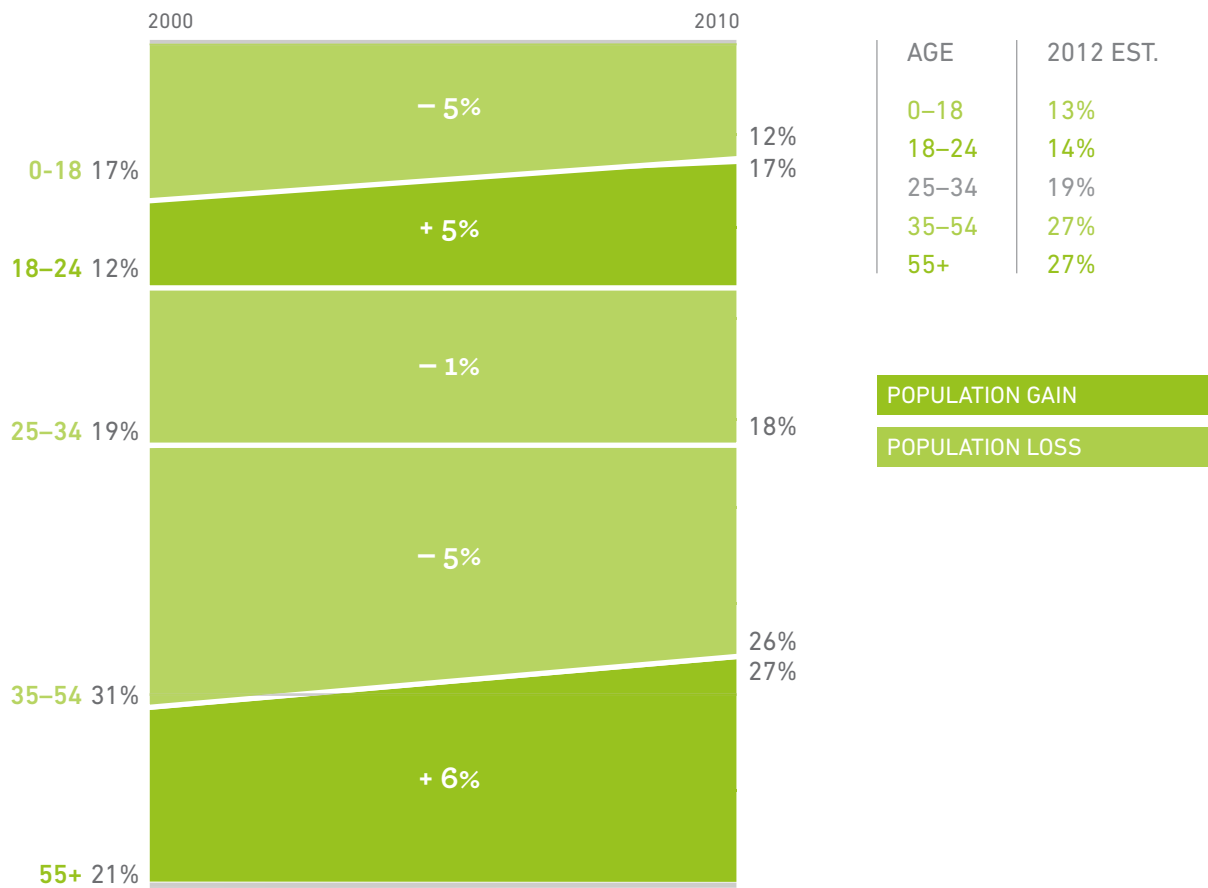
(2.3) Greater Downtown Population Density, 2012 Estimate



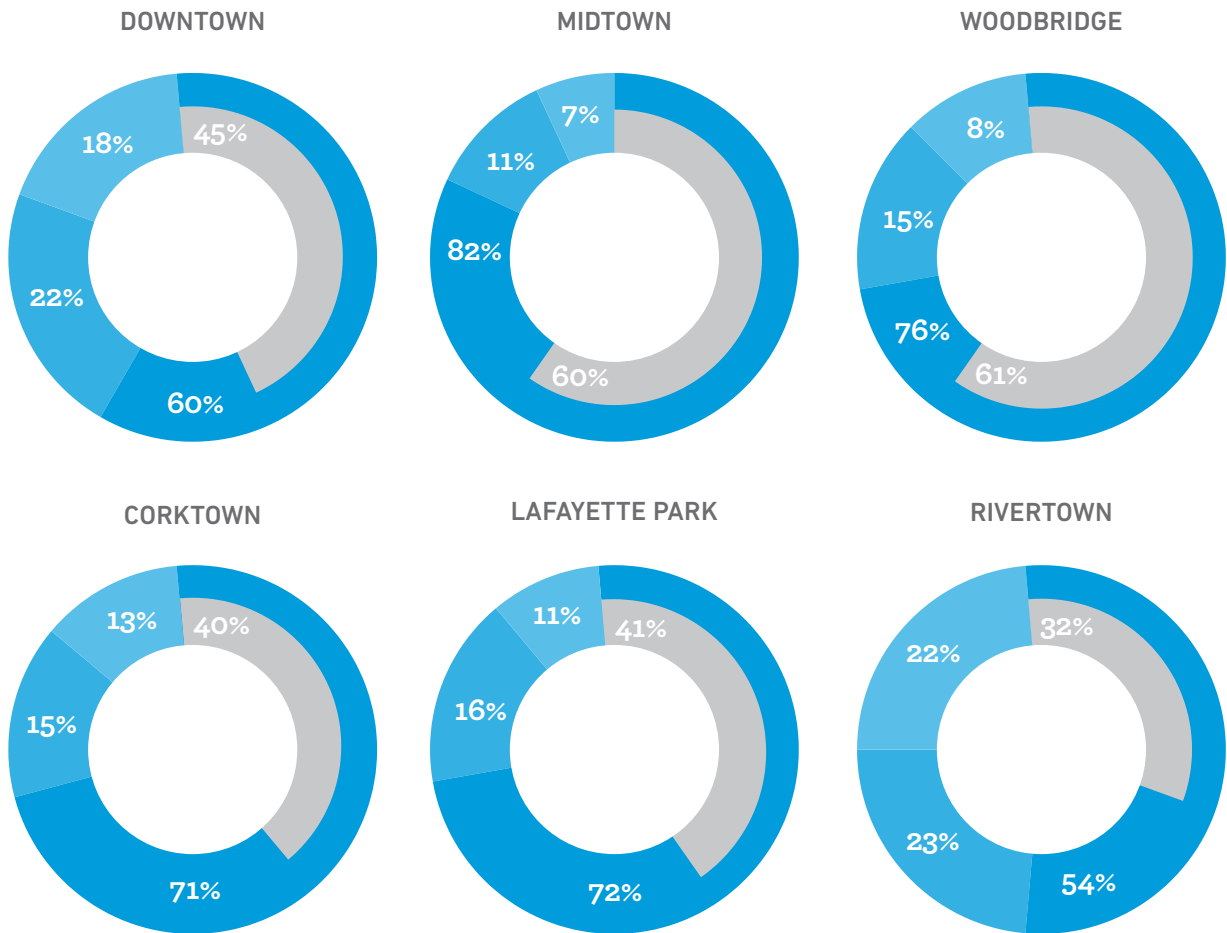
(2.4) Population Density, City-Center Comparisons, 2012 Estimate



(2.5) Age, as a Share of Population in Greater Downtown, 2000–2010, 2012 Estimate

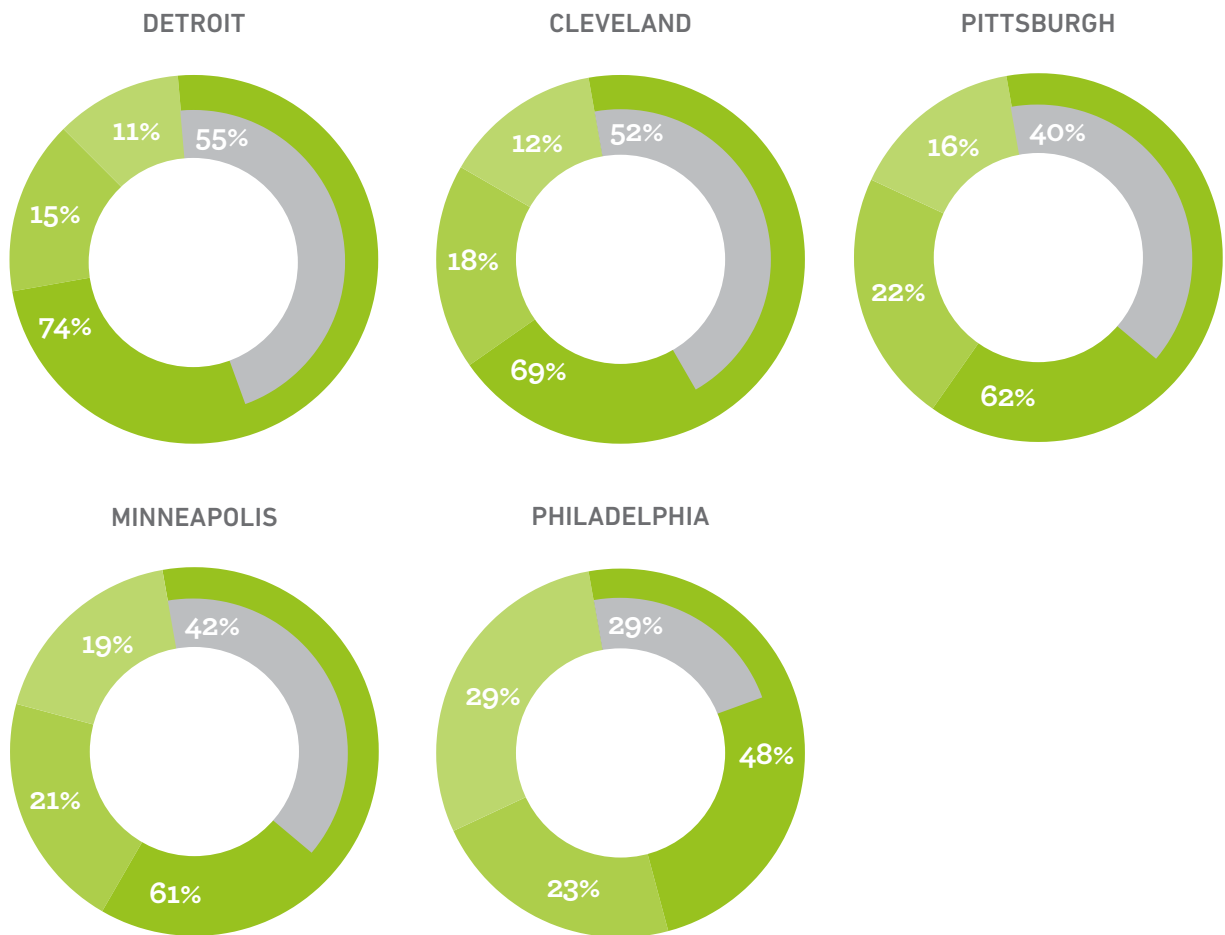


(2.6) Income Distribution, Percentage and Number of Households, 2012 Estimate



	NEIGHBORHOOD	< \$25K	< \$50K	\$50K-\$100K	\$100K+
< \$25 K	DOWNTOWN	1,505 HH	2,056 HH	695 HH	560 HH
< \$50K	MIDTOWN	6,136 HH	8,162 HH	1,207 HH	748 HH
\$50K-\$100K	WOODBIDGE	1,139 HH	2,056 HH	695 HH	560 HH
\$100K +	CORKTOWN	533 HH	946 HH	200 HH	183 HH
	LAFAYETTE PARK	1,115 HH	1,966 HH	431 HH	297 HH
	RIVERTOWN	300 HH	516 HH	220 HH	211 HH

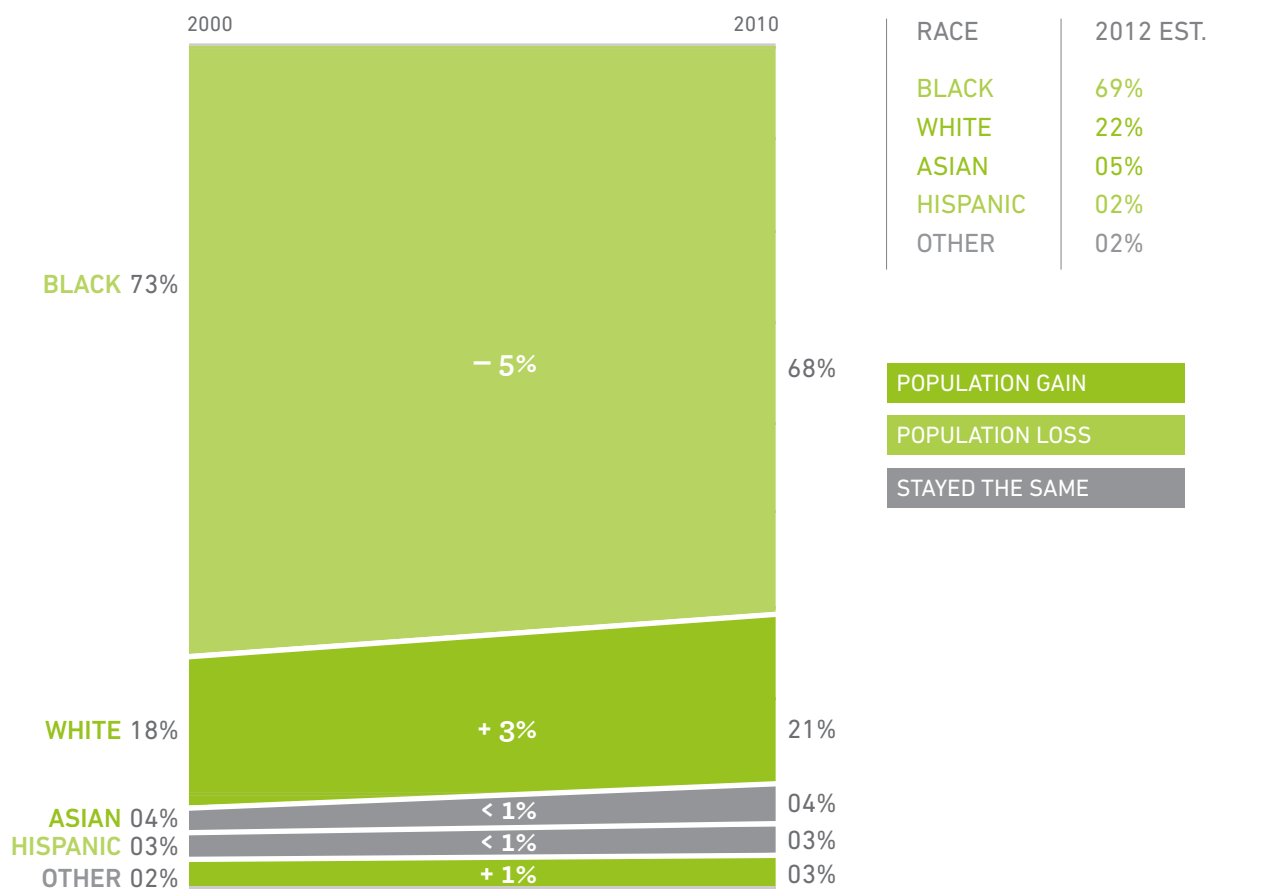
(2.7) Income Distribution City-Center Comparison, 2012 Estimate



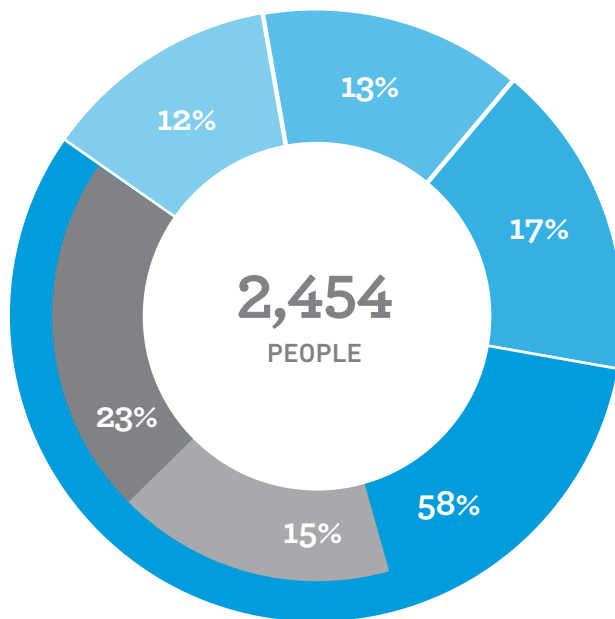
	CITY CENTER	< \$25K	< \$50K	\$50K-\$100K	\$100K+
< \$25 K					
< \$50K					
\$50K-\$100K					
\$100K +					
	DETROIT	10,728 HH	15,070 HH	3,042 HH	2,158 HH
	CLEVELAND	4,911 HH	6,588 HH	1,762 HH	1,127 HH
	PITTSBURGH	4,147 HH	6,363 HH	2,260 HH	1,638 HH
	MINNEAPOLIS	10,510 HH	14,862 HH	5,157 HH	4,712 HH
	PHILADELPHIA	10,728 HH	20,002 HH	9,736 HH	12,034 HH

Greater Downtown has become increasingly racially diverse with black residents accounting for the racial majority (69%). The percentage of foreign-born residents in the Greater Downtown exceeds the percentage of foreign-born residents in the city and state.

(2.8) Race & Ethnicity as a Share of Population in Greater Downtown, 2000–2010, 2012 Estimate



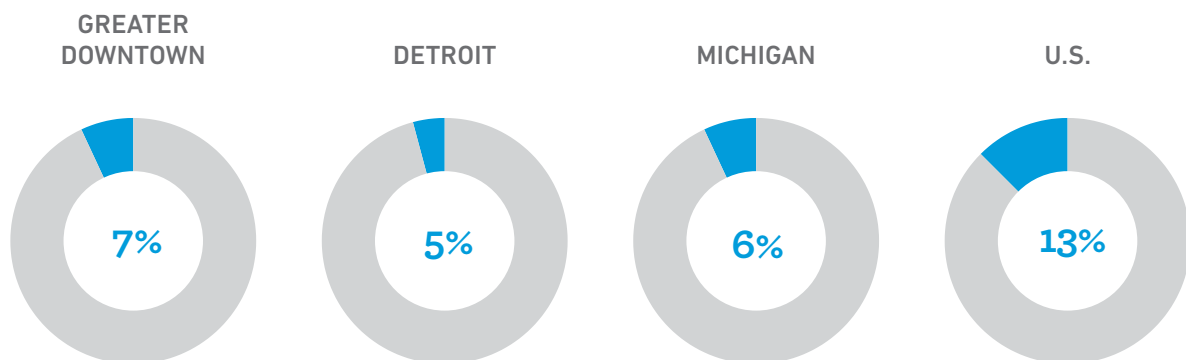
(2.9) Foreign-Born Population in Greater Downtown, by Continent, 2012 Estimate



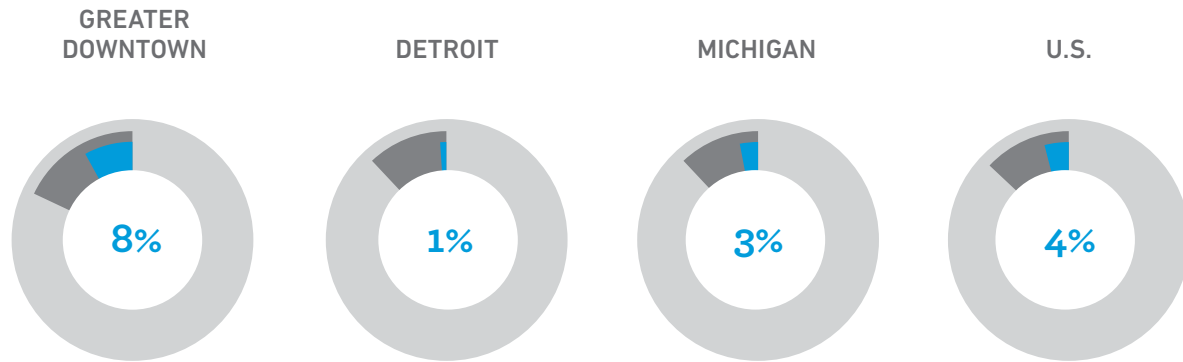
CONTINENT	ESTIMATE
ASIA	58%
AMERICAS	17%
AFRICA	13%
EUROPE	12%

Countries with the greatest representation are India (23%) and China (15%)

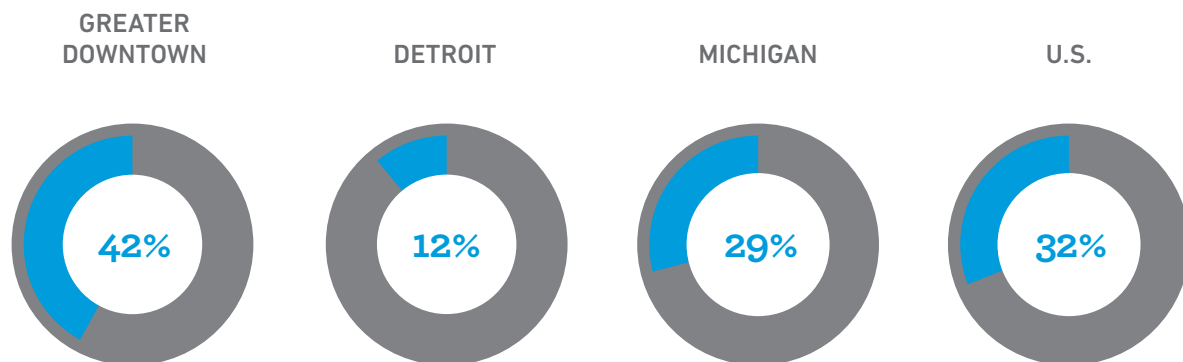
(2.10) Foreign-Born, as Share of Total Population, Nesting Geography Comparison, 2012 Estimate



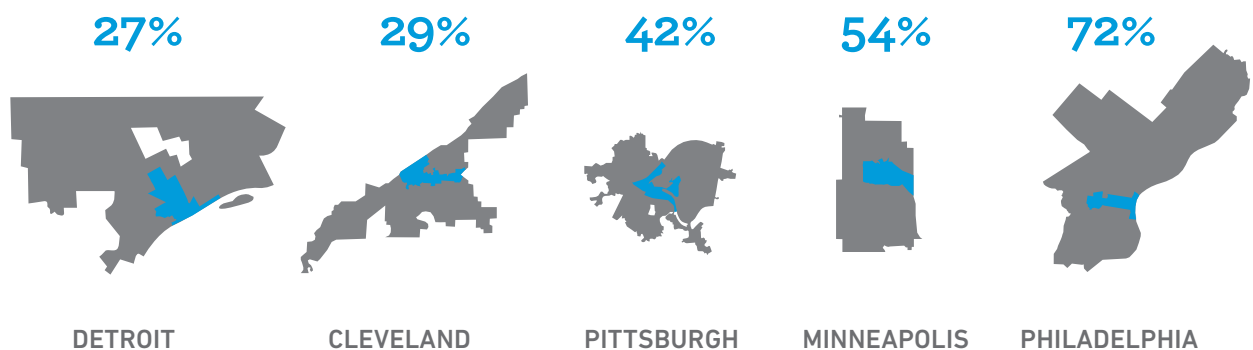
(2.11) Age 25–34, and College Educated, of the Total Population, 2012 Estimate



(2.12) College Educated, of the 25–34 Population, 2012 Estimate

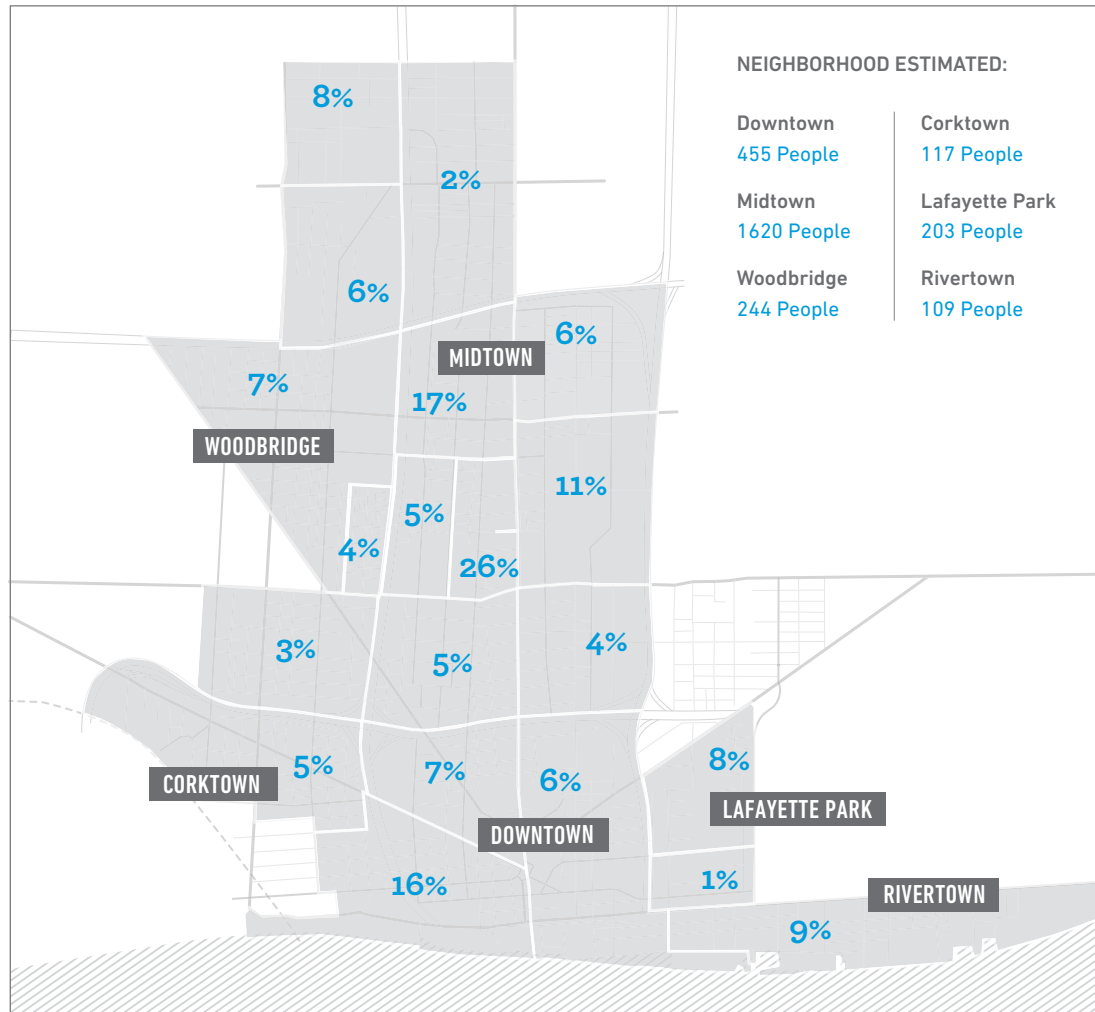


(2.13) College Educated, of the Age 25 + Population, City-Center Comparisons, 2012 Estimate



RESIDENCE OF YOUNG PROFESSIONALS

(2.14) Residence of Age 25–34, and College Educated, 2012 Estimate

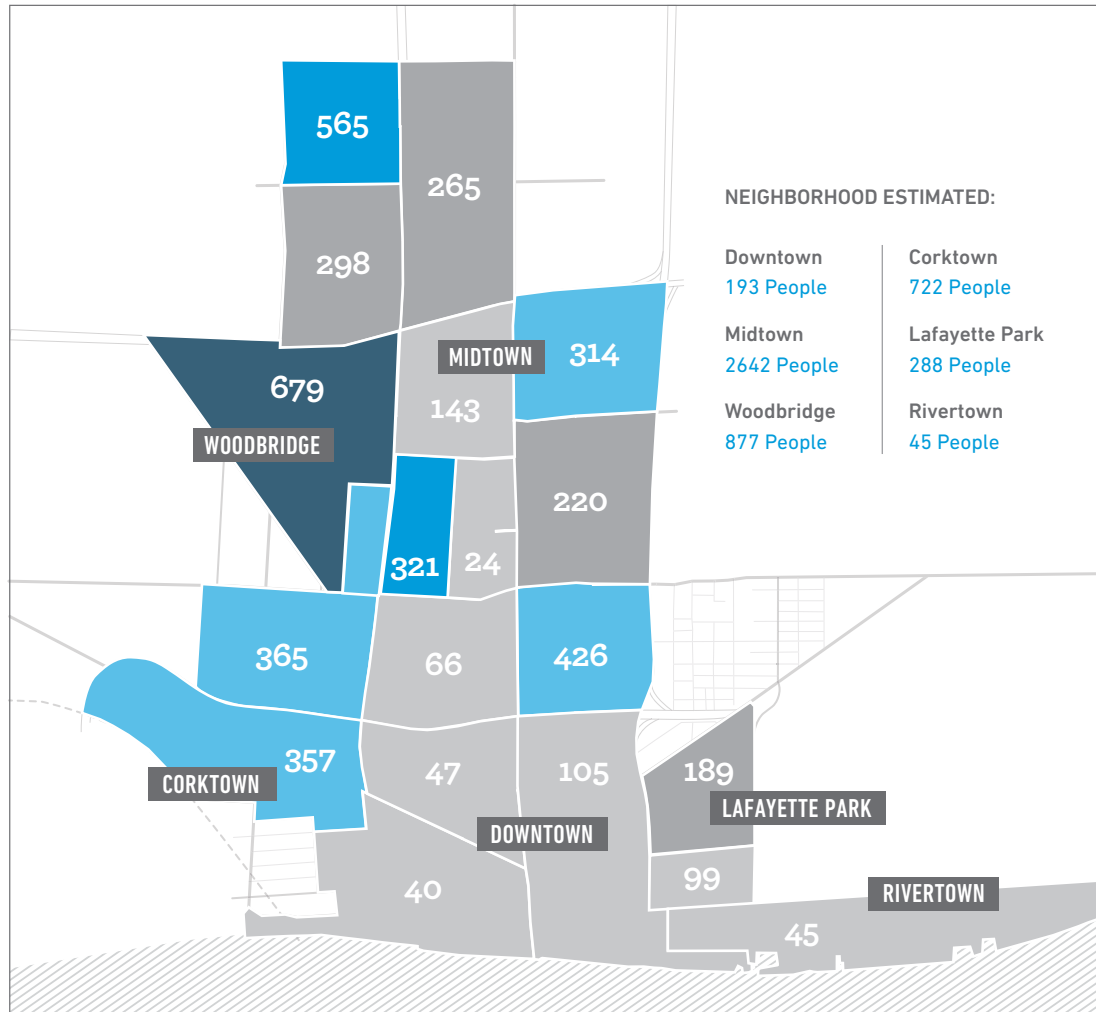


* Percentages indicate the proportion of population in area of Greater Downtown with a Bachelor's Degree or higher.

2,748 25–34 year-olds with a bachelor's degree or higher reside in Greater Downtown. **Downtown, Midtown and Woodbridge** have the highest number of young and college-educated residents.



(2.15) Population Under 18 Years Old, 2012 Estimate



There are **4,767** people under the age of 18 living in Greater Downtown.

Left:
Fisher Kahn Apartments, Midtown

(2.16) Over 1,600 young professionals were selected to work **three months to two years** for Detroit-area employers or programs.



1300 interns, who were either working on or recently received a bachelor's degree, were selected to work as part of the **Quicken Loans Internship Program** or the **D:hive Residency**. This is an increase of nearly **700 interns** from 2012.



329 fellows, holding a bachelor's degree or higher, were selected for the **Detroit Revitalization Fellows Program**, **Challenge Detroit**, **Teach for America** and **Venture for America**.

(2.17) ANCHOR ACADEMIC INSTITUTIONS, 2013

WSU PUBLIC UNIVERSITY



1 **central campus** in Midtown with over 100 buildings on nearly 200 acres of land.

28,000 STUDENTS

REPRESENTING 50 STATES



AND 70 COUNTRIES



\$2.6 BILLION

annual economic impact.



3,000 units of on-campus housing in **seven buildings**, currently at full occupancy.

Placement: Of all the students who graduated from WSU in 2013–2014, **92%** of them work in Michigan, and **8%** work out of state. **20%** of WSU graduates who work in Michigan after graduation work exclusively in Midtown.

CCS PRIVATE ART & DESIGN COLLEGE



2 **campuses** in Midtown: the Walter and Josephine Ford Campus in Art Center and the A. Alfred Taubman Center for Design Ed. in New Center.

1,412 STUDENTS

REPRESENTING 29 STATES



AND 17 COUNTRIES



\$145 MILLION

campus expansion project began in 2006.

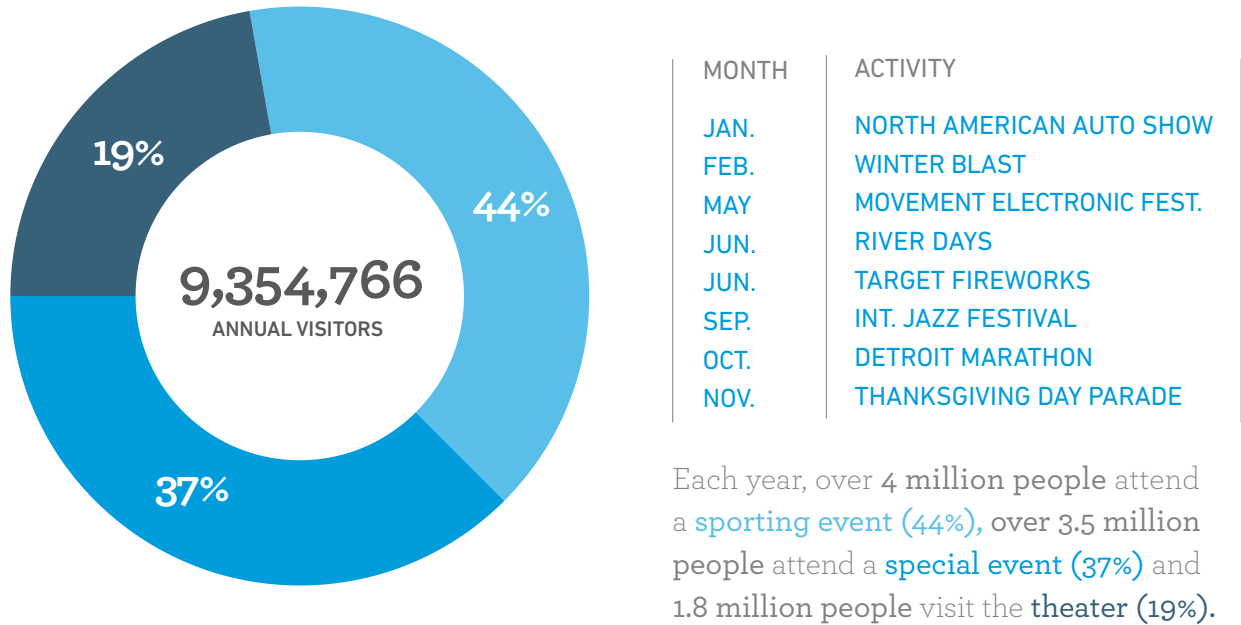


520 **students** on-campus in **two buildings**, currently at full occupancy.

Enrollment: Of all the students who attend CCS, over **6%** are from Detroit proper while **83%** are from Michigan. The remaining **17%** of students come from 29 states and 17 countries.

Placement: Of all the students who graduated from CCS in 2013–2014, **52%** of them work in Michigan, **39%** work outside of the state, and **9%** work outside the United States.

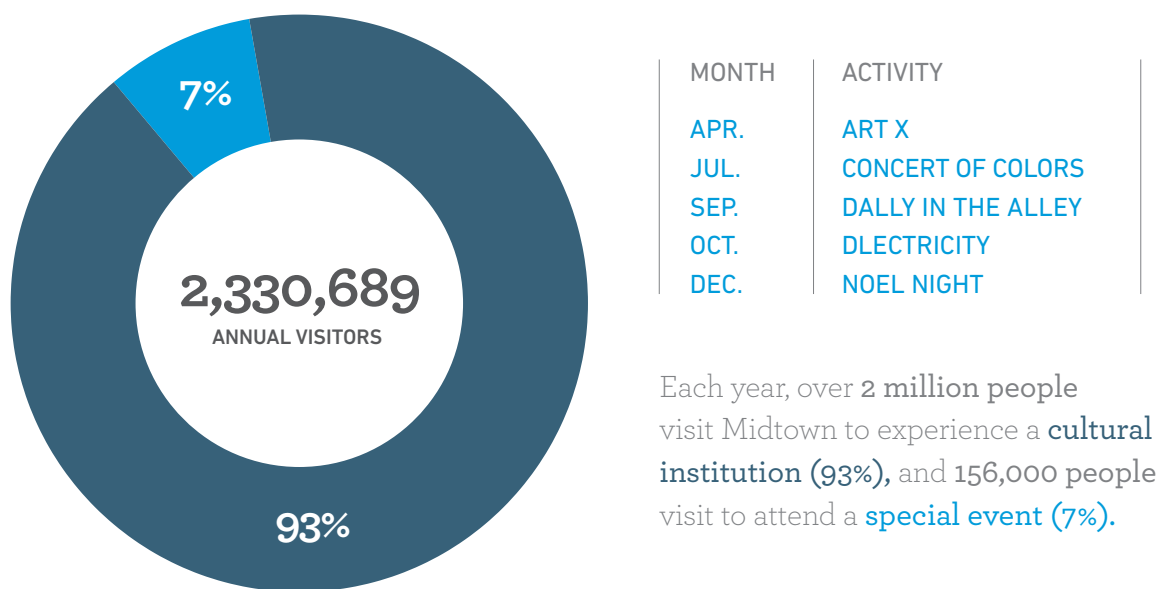
(2.18) Downtown Total Annual Visitors, 2013



Event Venues & Placemaking

There are **126,058 stadium seats** and **12,550 theater seats** in Downtown Detroit: Ford Field (65K), Comerica Park (41K), Joe Louis Arena (20K), Fox Theatre (5K), Detroit Opera House (3.2K), Fillmore Detroit (2.2K) and Music Hall (1.7K). In 2013, it is estimated that over **2 million people** came to special events at Campus Martius Park and Cadillac Square. It is estimated that in 2013 **4 million visitors** came to events that took place on or around the Detroit Riverfront and RiverWalk.

(2.19) Midtown Total Annual Visitors, 2013

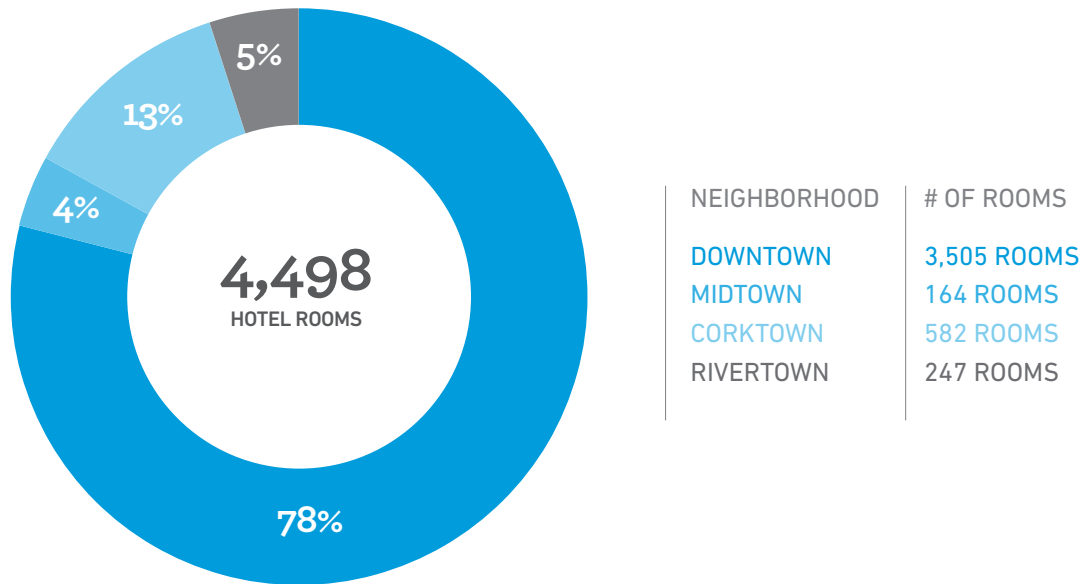


(2.20) Eastern Market Total Annual Visitors, 2013

It is estimated that over **2 million visitors** found their way to Eastern Market in 2013 for Market Saturdays, Market Tuesdays, Flower Days, Red Bull Art Parties, Eastern Market After Dark and other special events.



(2.21) Hotels by Neighborhood, 2014



(2.22) Annual Hotel Occupancy, 2010–2014

As of 2014, there were **4,498 hotel rooms** in Greater Downtown Detroit. The annual hotel occupancy grew by **16%** between **2010 (54%)** and **2014 (70%)**.

Left:
Westin Book Cadillac
Hotel, Downtown

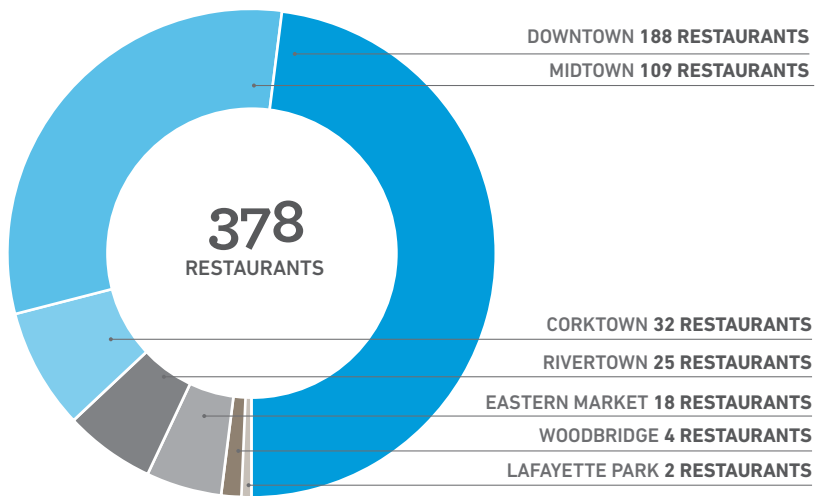
SECTION

THREE

PLACE

VIBRANCY	
AMENITIES & NECESSITIES	48
PEDESTRIANS & BICYCLES	64
HOUSING	
UNITS & OCCUPANCY	66
RENTS	70
INCENTIVES	72

(3.1) Restaurants and Outdoor Patios in Greater Downtown, 2014



OF THE 378 RESTAURANTS
IN GREATER DOWNTOWN,
81 HAVE AN OUTDOOR PATIO.

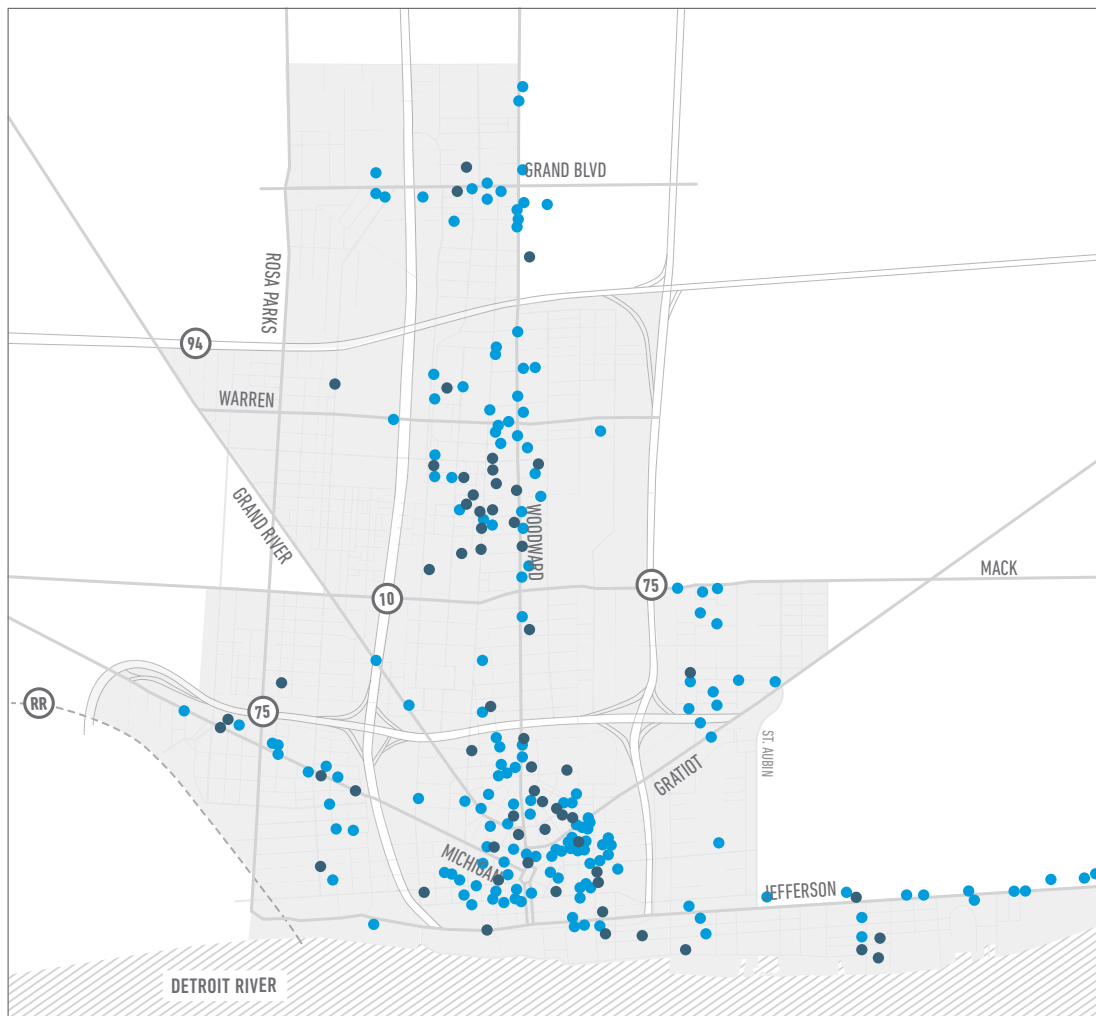
DOWNTOWN (34)
MIDTOWN (28)
CORKTOWN (9)
RIVERTOWN (7)
EASTERN MARKET (2)
WOODBIDGE (1)
LAFAYETTE PARK (0)

Right:
Mercury Burger Bar
patio, Corktown



AMENITIES & NECESSITIES

There are **378 restaurants** throughout Greater Downtown. Of these, **81** have an outdoor patio. This is an increase of **77** restaurants and **32** outdoor patios since 2013.



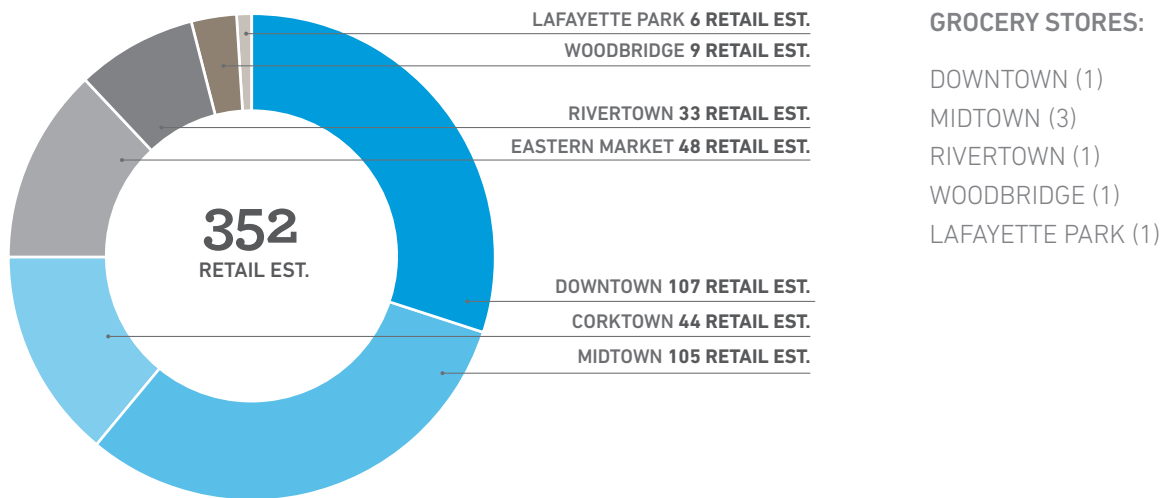
RESTAURANT

RESTAURANT WITH PATIO

Right:
Stella International Cafe,
Fisher Building, Midtown



(3.2) Retail and Grocery Stores in Greater Downtown, 2014

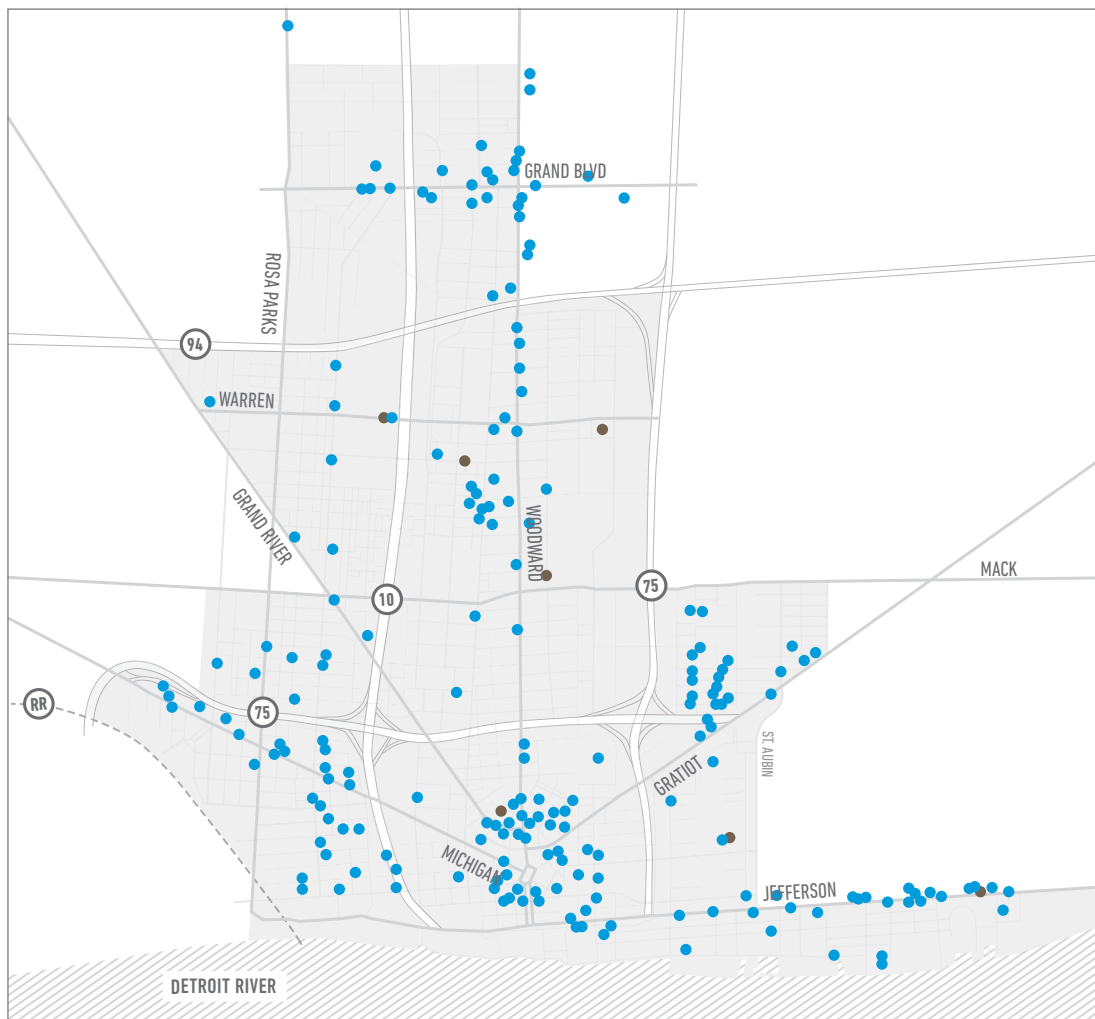


Right:
Whole Foods Market, Midtown



AMENITIES & NECESSITIES

There are **352 retail establishments** and **7 grocery stores** in Greater Downtown. This is an increase of **41 retail establishments** and **1 grocery store/market** since 2013.



RETAIL

GROCERY

Right:
The Auburn Storefronts, Midtown



AMENITIES & NECESSITIES



Friends School in Detroit,
Lafayette Park

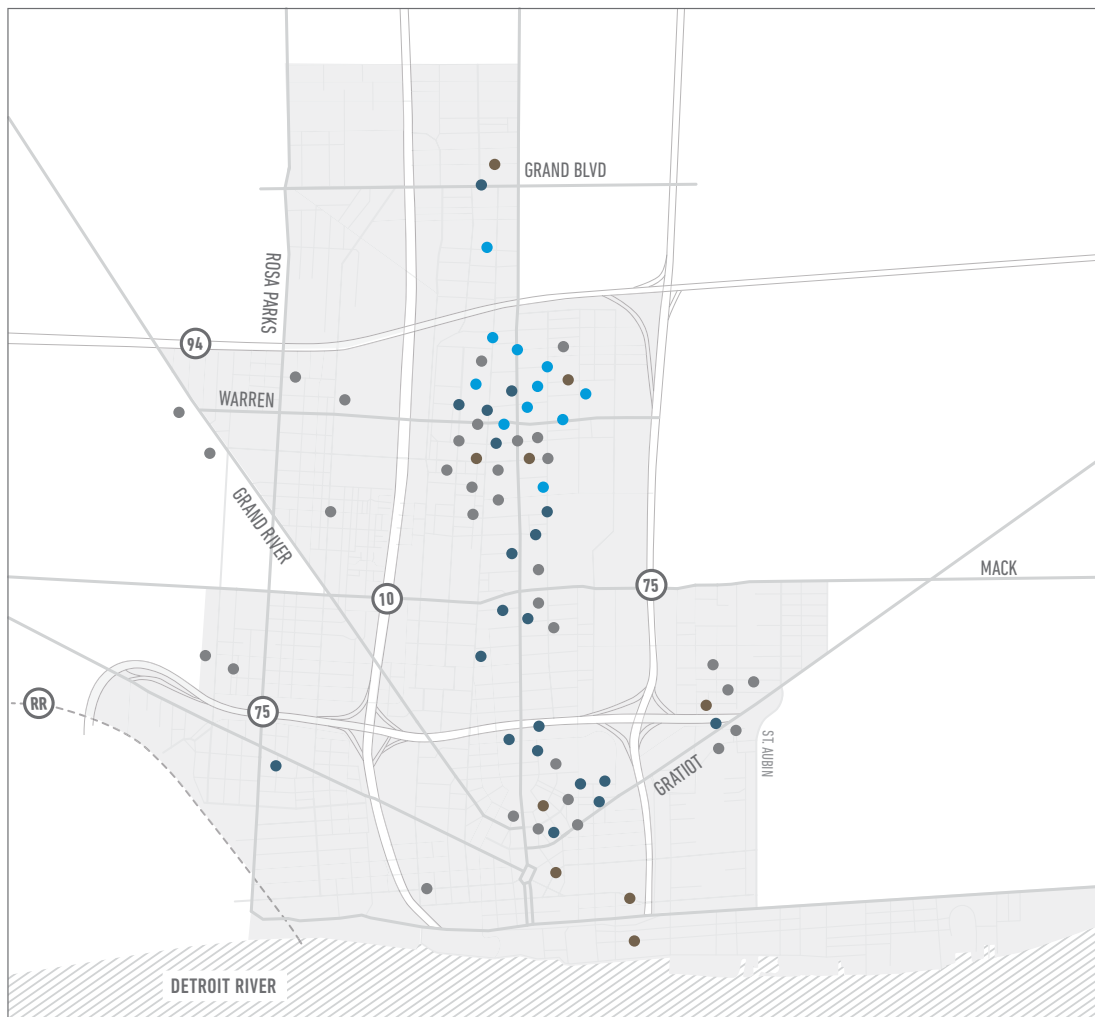
(3.3) PK – 12 Schools and School Types in Greater Downtown, 2014



There are **14 high schools** and **13 K-8 schools** in Greater Downtown, as well as nearly **31 early childhood education centers**. Of the 27 schools, **9 are public, 1 is private and 17 are charter**.

(3.4) Cultural Institutions in Greater Downtown, 2014

There are **33 galleries**, **22 theatres and performance venues**, and **11 museums and libraries** within Greater Downtown.



LIBRARY/MUSEUM

ARTS/CULTURE ORGANIZATION

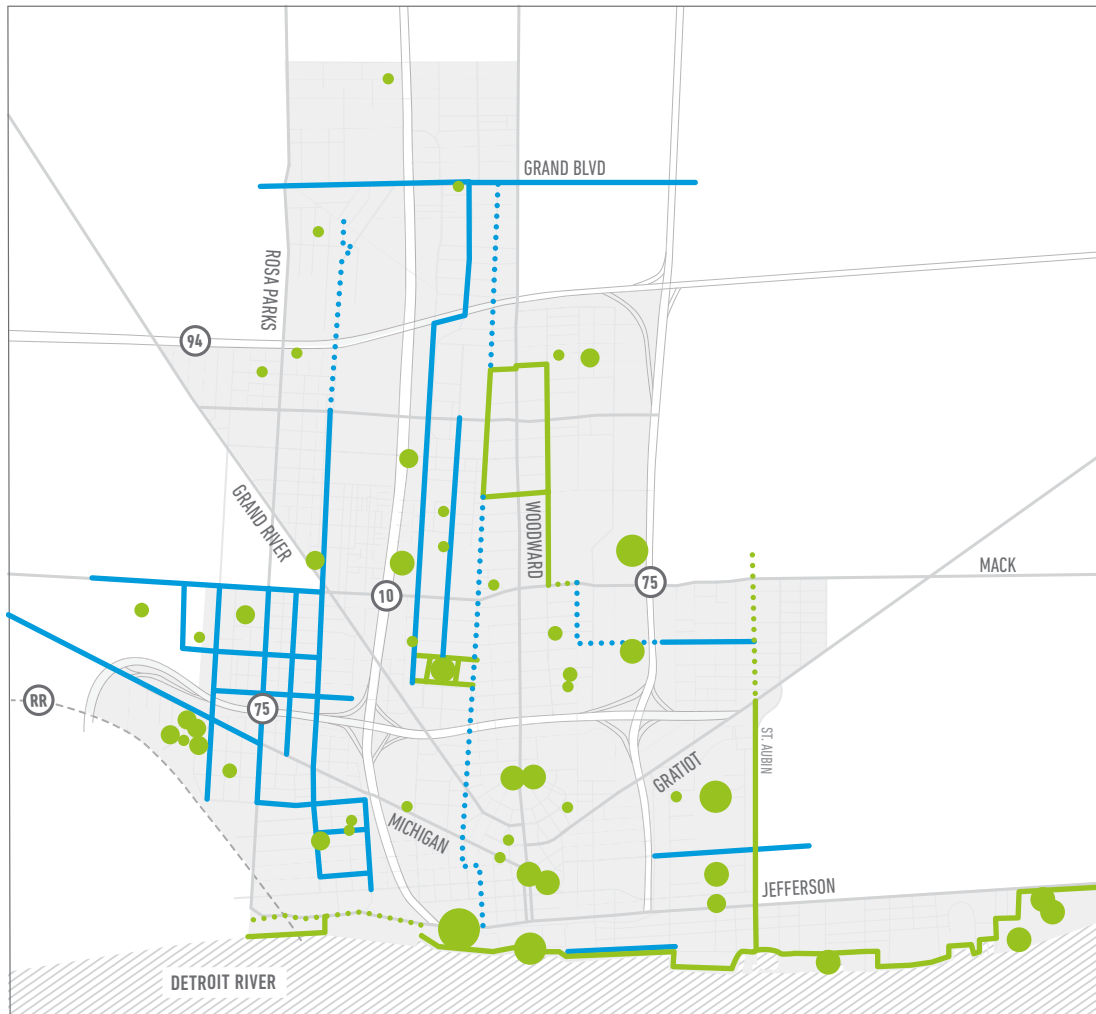
GALLERY

THEATRE/PERFORMANCE SPACE

Right:
Lincoln Street Art Park, Midtown

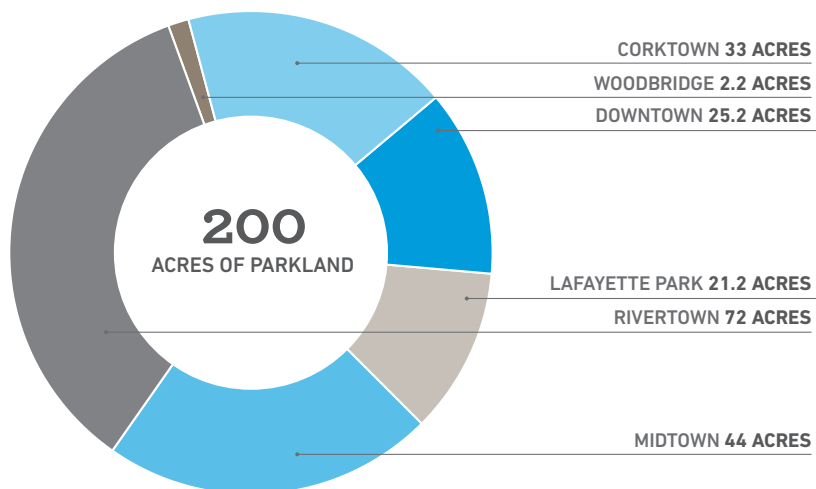


(3.5) Map of Parks, Bike Lanes and Greenways





(3.6) Acres of Parkland in Greater Downtown



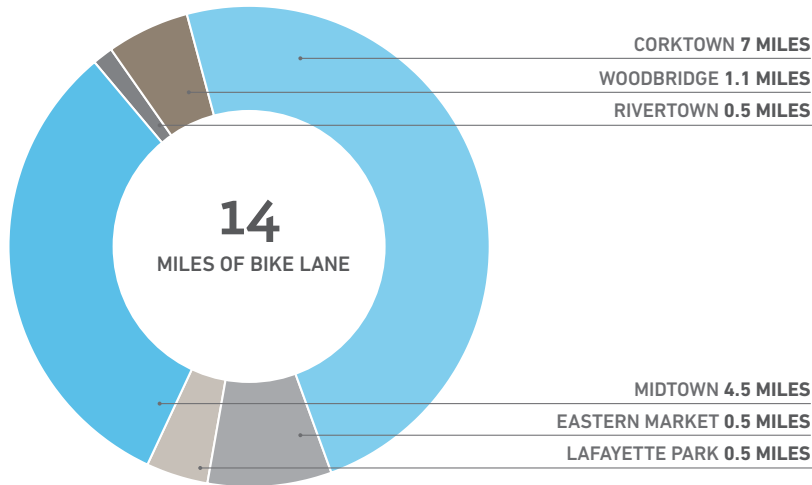
Above:
The Beach at Campus
Martius Park, Downtown

The Globe Building, Outdoor
Adventure Center, and Dequindre
Cut Greenway, Rivertown

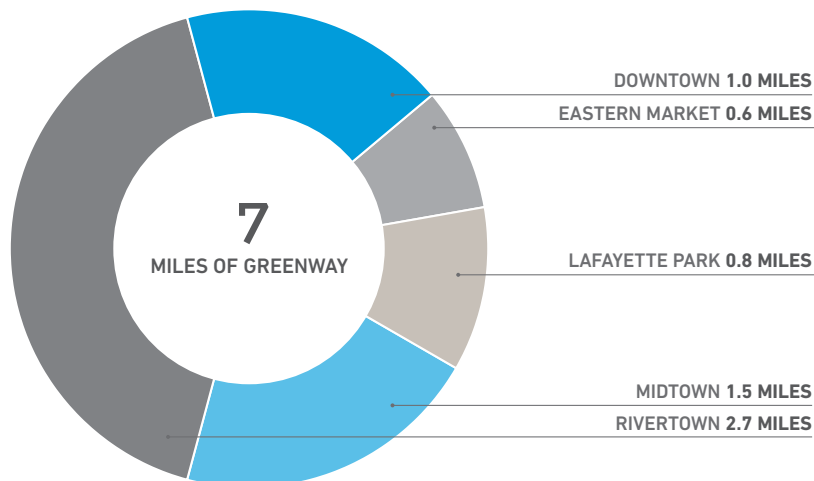


AMENITIES & NECESSITIES

(3.7) Miles of Bike Lanes in Greater Downtown



(3.8) Miles of Greenway in Greater Downtown



Over **20 miles of bike lanes and greenways**, and nearly **200 acres of parkland** exist in Greater Downtown.

(3.9) Locations of Pedestrian and Bicycle Counts



On a typical weekday afternoon, nearly **2,500 pedestrians** and over **80 bicycles** per hour pass key blocks in Midtown and Downtown.

From October 2012 to October 2013, there was an increase of **600 pedestrians** recorded in the Downtown area, while bicycle traffic in Woodbridge and Eastern Market doubled.

(3.9) Pedestrian Count in Greater Downtown, October 2013

Downtown: 2,106 people
Midtown: 258 people
New Center: 623 people
Woodbridge: 100 people
Corktown: 598 people
Eastern Market: 526 people
Rivertown: 48 people

(3.9) Bicycle Count in Greater Downtown, October 2013

Downtown: 56 bicycles
Midtown: 30 bicycles
New Center: 30 bicycles
Woodbridge: 24 bicycles
Corktown: 36 bicycles
Eastern Market: 20 bicycles
Rivertown: 57 bicycles

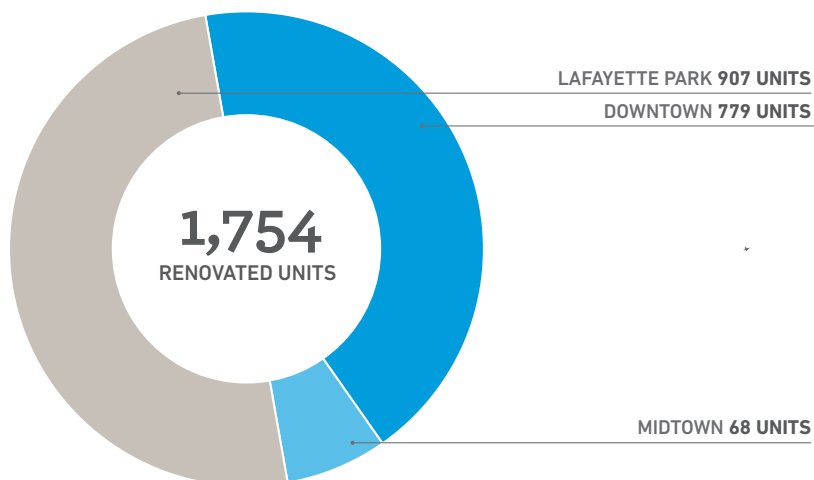
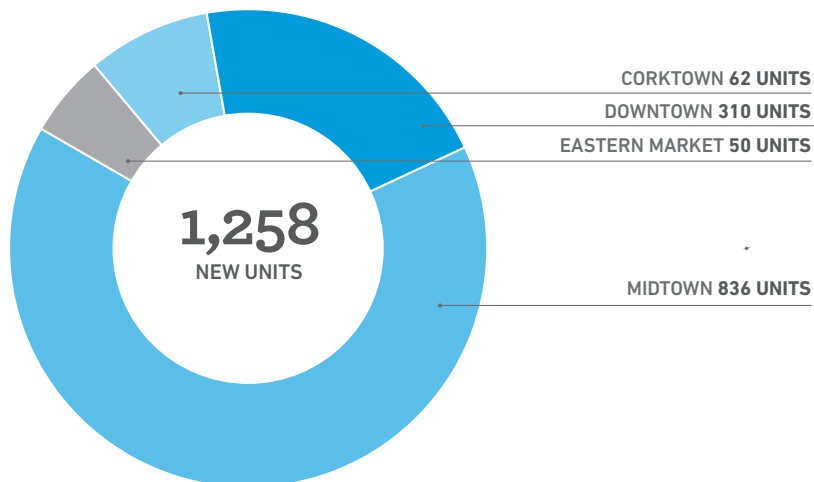
(3.10) Rental Unit Occupancy, Downtown and Midtown, 2013–2014

Both Midtown and Downtown experienced a **2% increase** in rental unit occupancy rates since last report. Of the available rental units in Downtown and Midtown, **98% and 97% were fully occupied 2013–2014.**

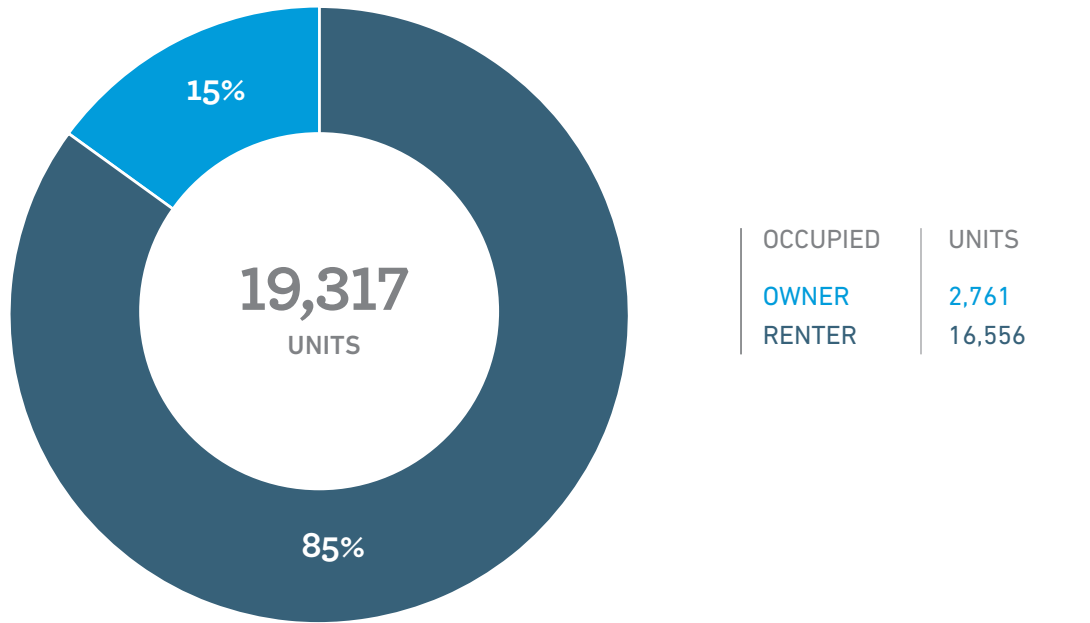


Above:
Capitol Park, Downtown

(3.11) New Housing Units by Neighborhood, 2010–2014

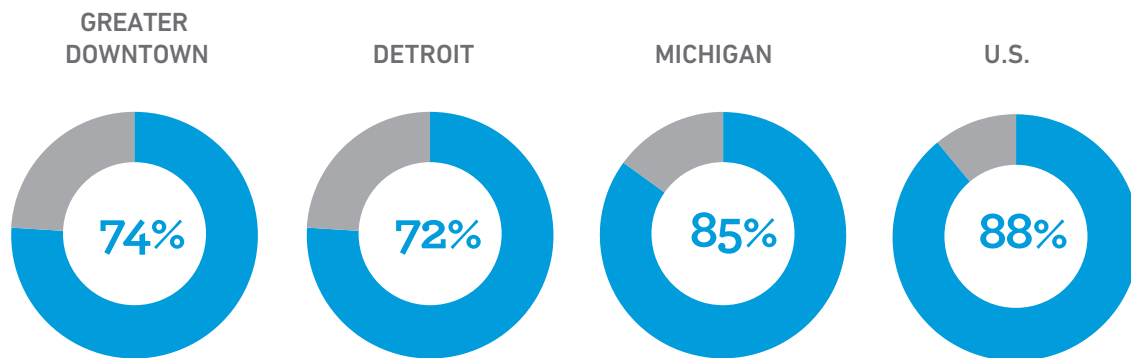


(3.12) Owner & Renter Occupied Housing Units, as Share of Occupied Housing Units, 2012 Est.

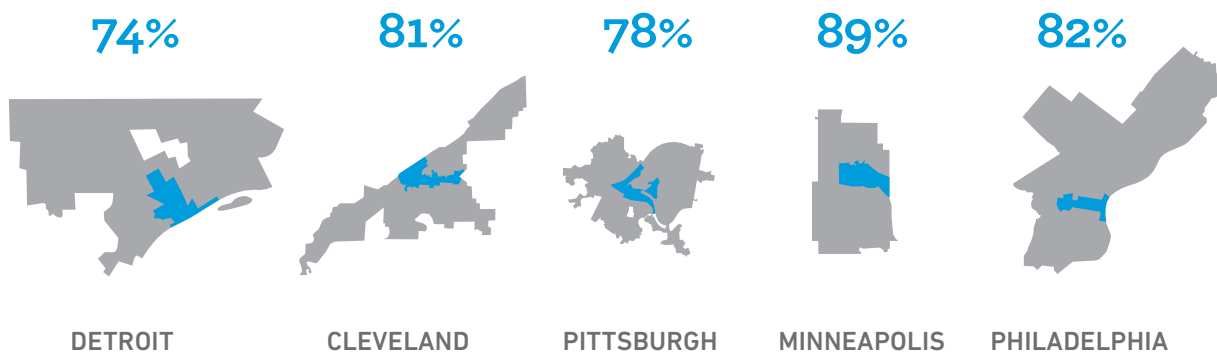


85% of all housing units in Greater Downtown Detroit are renter occupied.

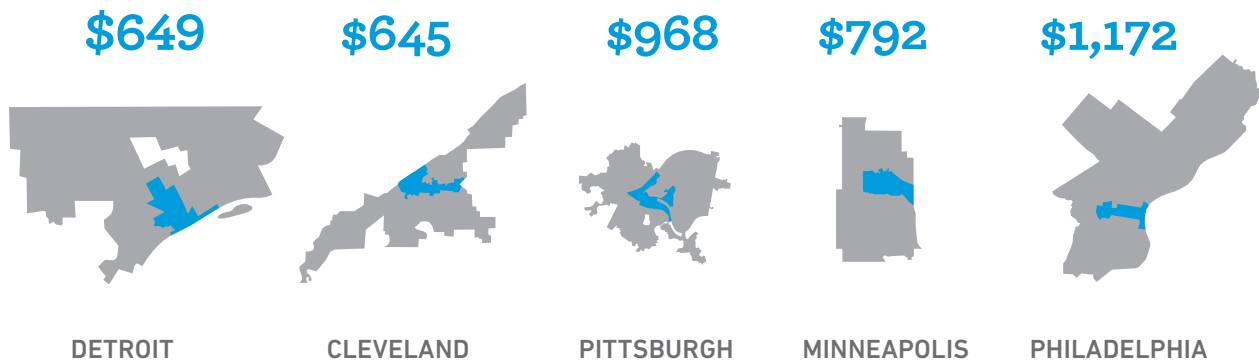
(3.14) Occupied Housing Units, Nesting Geography Comparisons, 2012 Estimate



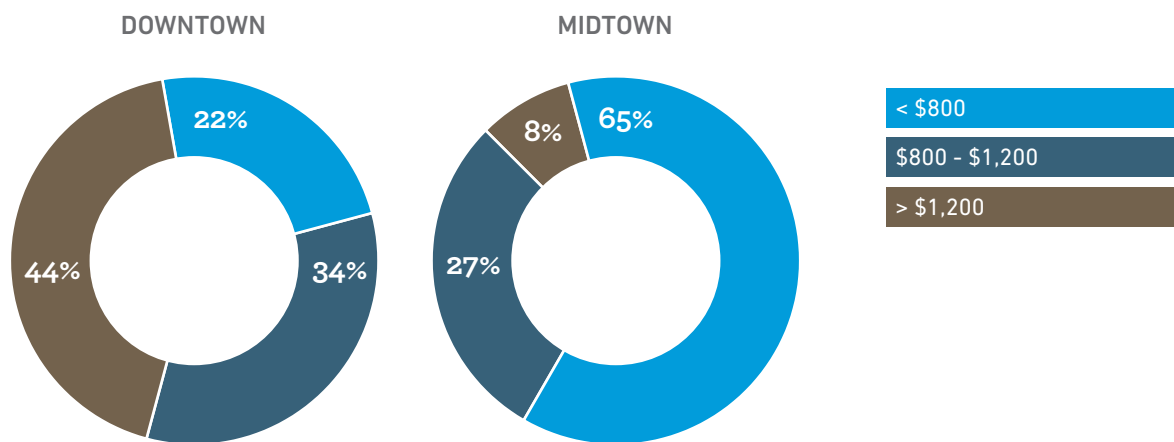
(3.15) Occupied Housing Units, City-Center Comparisons, 2012 Estimate



(3.16) Median Gross Rent, City Center Comparisons, 2012 Estimate



(3.17) Rental Price Range for a Market Rate One Bedroom Unit, Downtown/Midtown, 2014



(3.18) Rental Rates of Downtown and Midtown Recent Construction (per SQ.FT.), 2014



(3.19) Greater Downtown Housing Incentives, 2014

Live Downtown and **Live Midtown** are residential incentive programs that encourage professionals that work in these neighborhoods to invest in homes in Greater Downtown.

Live Downtown (CBD) employers include:

- > Blue Cross Blue Shield of Michigan
- > Compuware
- > DTE Energy
- > Marketing Associates
- > Quicken Loans
- > Strategic Staffing Solutions

Live Midtown employers include:

- > Detroit Medical Center
- > Henry Ford Health Systems
- > Wayne State University

(3.20) Participants, Prior Residence

1,592 PARTICIPANTS

FROM DETROIT – 424 (27%)



FROM METRO DETROIT – 851 (53%)



FROM MICHIGAN – 107 (7%)



FROM OUT OF STATE – 210 (13%)



LIVE INCENTIVE AVERAGE HOUSEHOLD SIZE: **1.45**

Incentive Highlights

Up to **\$20,000 forgivable loan** toward purchase of primary residence for new homeowners.

Up to **\$2,500 allowance** toward first year's rent.

A **\$1,000 allowance** for existing renters to renew a current lease.

Matching funds up to **\$5,000 for exterior improvements** for existing homeowners.

Right:

Grand Circus Park, dog park and Broderick Tower, Downtown



SECTION

FOUR

ECONOMY

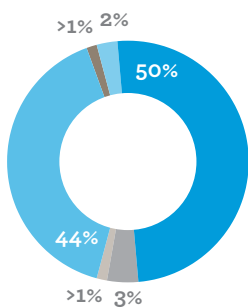
AND

INVESTMENT

EMPLOYMENT	
EMPLOYMENT, EMPLOYMENT SECTORS & GROWTH	76
WAGES	77
COMMERCIAL SPACE	78
REAL ESTATE DEVELOPMENT	82

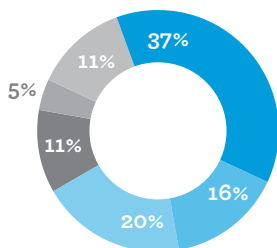
(4.1) Since 2010, Downtown Detroit has added over **16,000 employees** including over **12,000 Quicken Loans** affiliated team members, **3,400 Blue Cross Blue Shield** employees, and **600 Campbell Ewald** employees.

(4.2) Total Employment in Greater Downtown, 2011



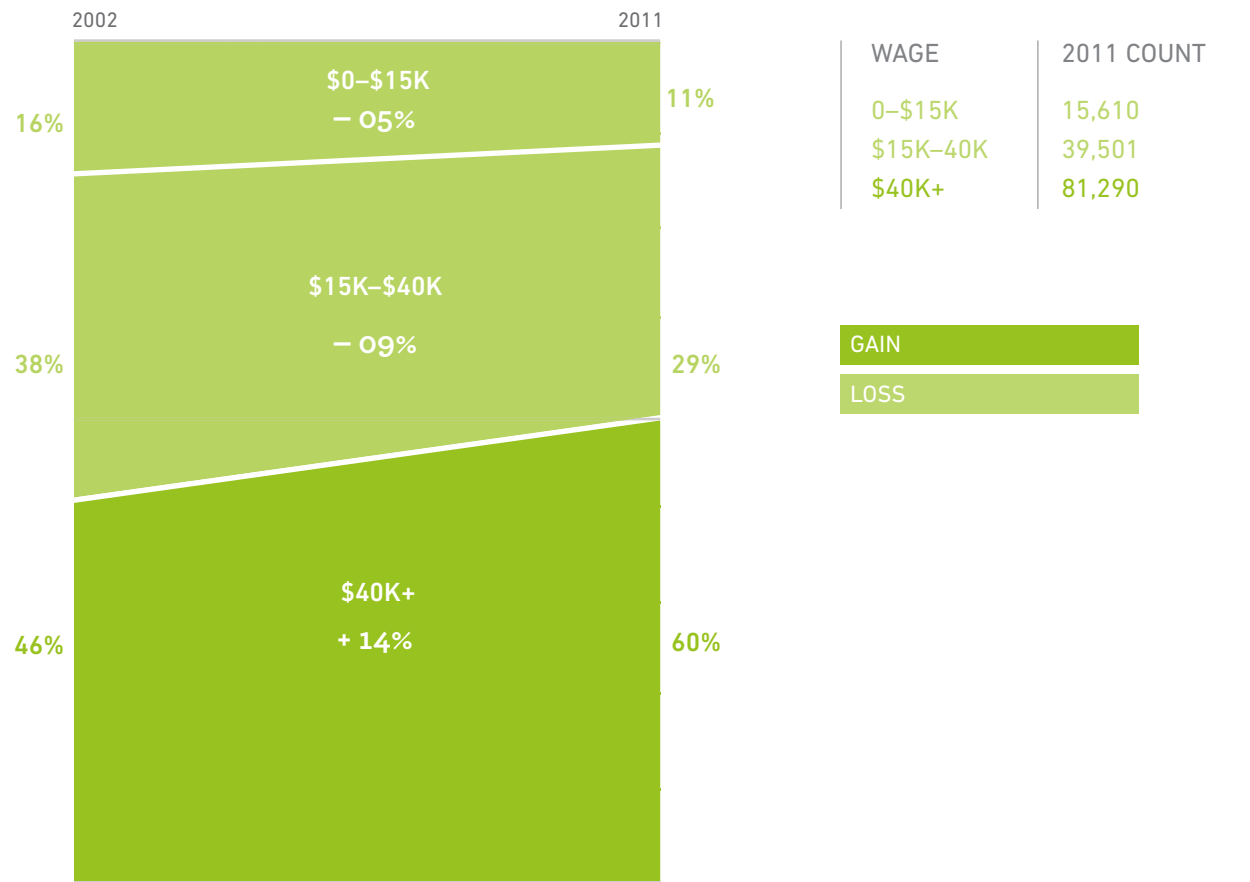
AREA	EMPLOYEE COUNT
CORKTOWN	2,329 EMPLOYEES
DOWNTOWN	66,489 EMPLOYEES
EASTERN MARKET	3,407 EMPLOYEES
LAFAYETTE PARK	413 EMPLOYEES
MIDTOWN	59,557 EMPLOYEES
RIVERTOWN	1,664 EMPLOYEES
WOODBIDGE	542 EMPLOYEES

(4.3) Employment by Sector, 2011

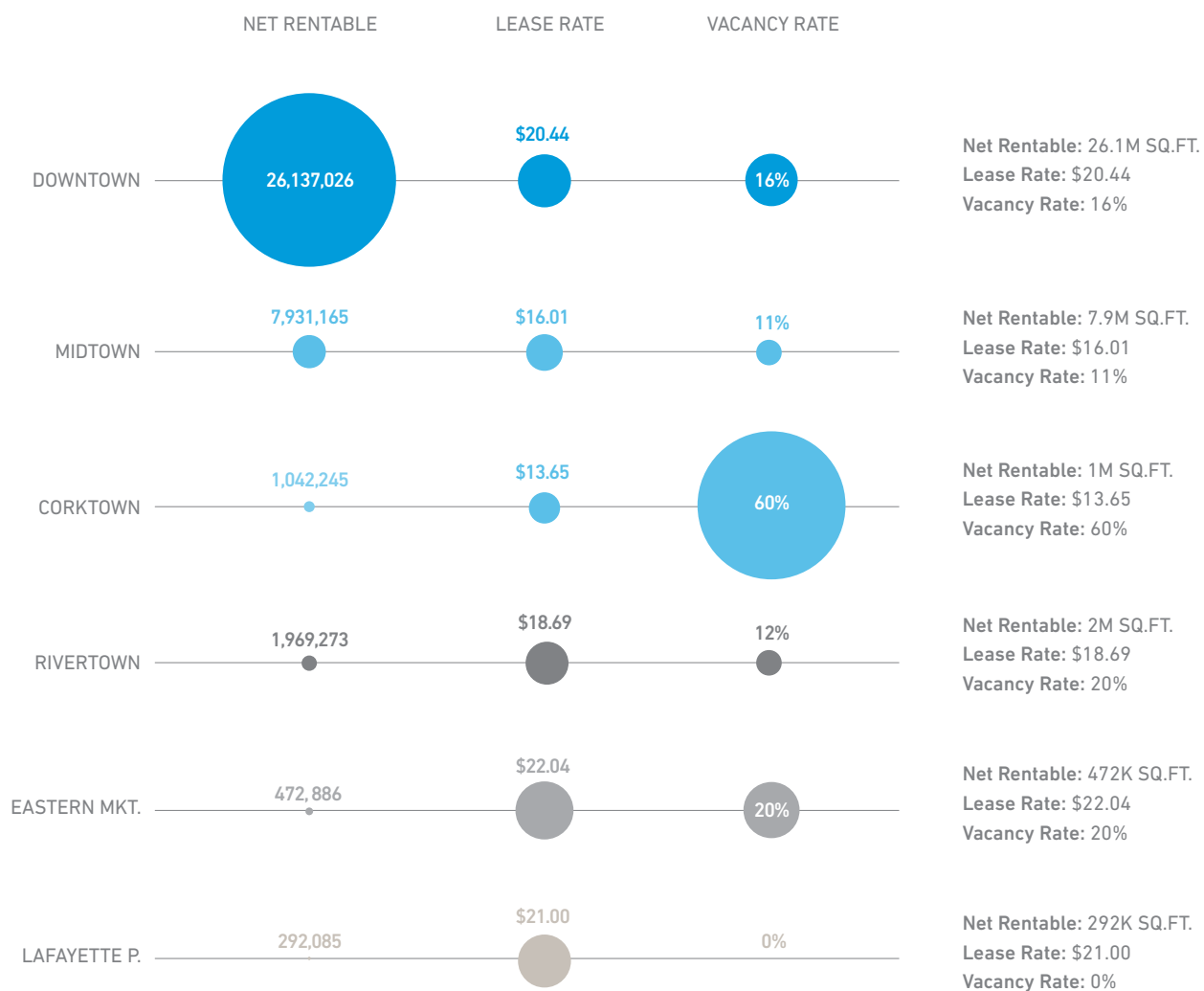


SECTOR	EMPLOYEE COUNT
PRIVATE EDUCATION & HEALTHCARE	50,875 EMPLOYEES
GOVERNMENT	21,596 EMPLOYEES
PROFESSIONAL, SCIENTIFIC, TECH & MGMT	27,862 EMPLOYEES
LEISURE & HOSPITALITY	15,093 EMPLOYEES
CONSTRUCTION, MANUFACTURE & TRANSPORT	6,493 EMPLOYEES
OTHER SECTORS	14,482 EMPLOYEES

(4.4) Annual Wages at Greater Downtown Jobs, 2002-2011



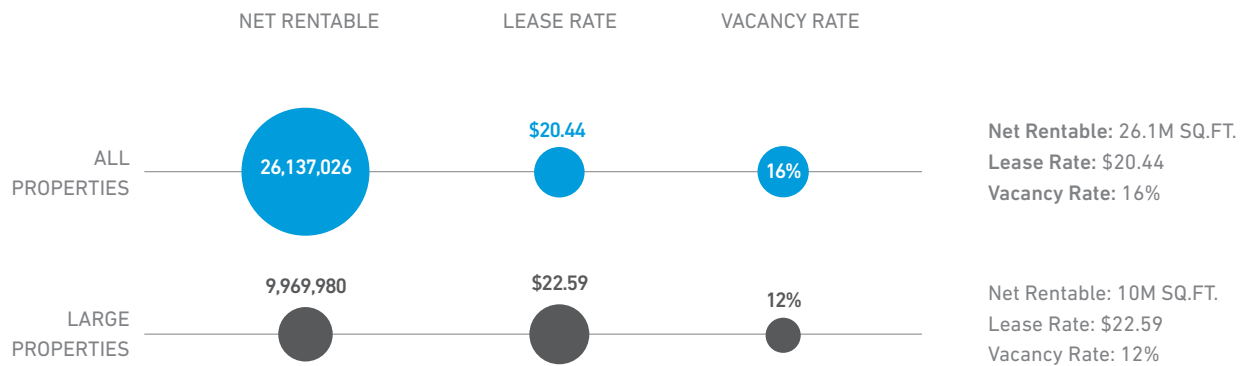
(4.5) Commercial Real Estate in Greater Downtown, All Properties, 2014



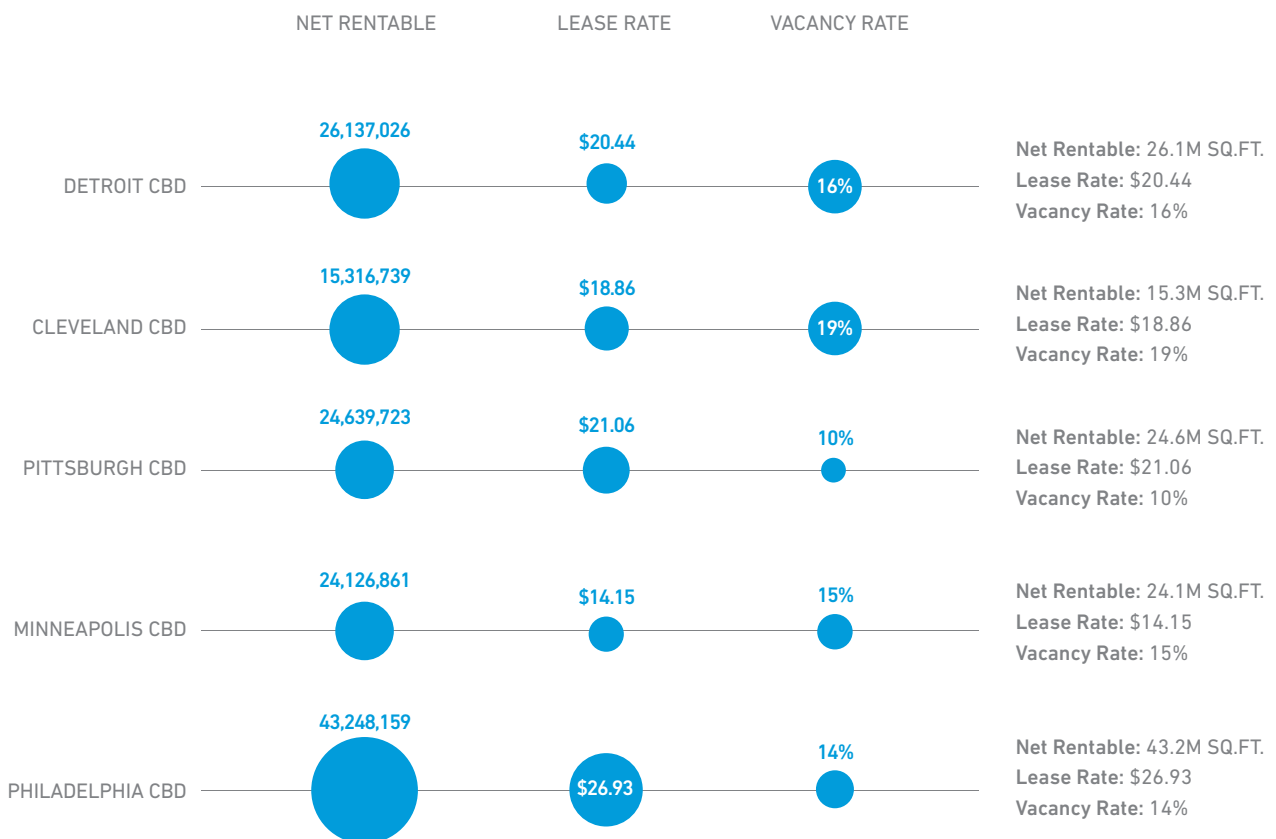
(4.6) Commercial Vacancy Rate in the Central Business District, 2010–2014



(4.7) Large Properties in the Central Business District, 2014



(4.8) Commercial Real Estate, Central Business District Comparisons, 2014



Right:
Woodward Avenue, Downtown

LOFT

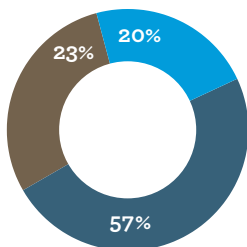
Moosejaw



(4.9) Since 2006, over **\$9 billion** has been invested in real estate development projects in Greater Downtown.

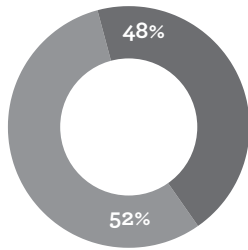
Between 2006 and 2012, over **\$4.2 billion** was invested in a total of **176 projects**. Between 2013 and 2014, **\$5.2 billion** was invested in a total of **258 projects**.

Greater Downtown Investment by Status, 2013–2014



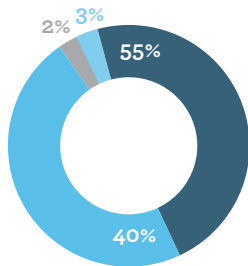
STATUS	INVESTMENT	# OF PROJECTS
COMPLETE	\$1,215,742,227	115
UNDER CONST.	\$1,171,869,976	59
PIPELINE	\$2,957,613,312	103

Greater Downtown Investment by Construction Type, 2013–2014



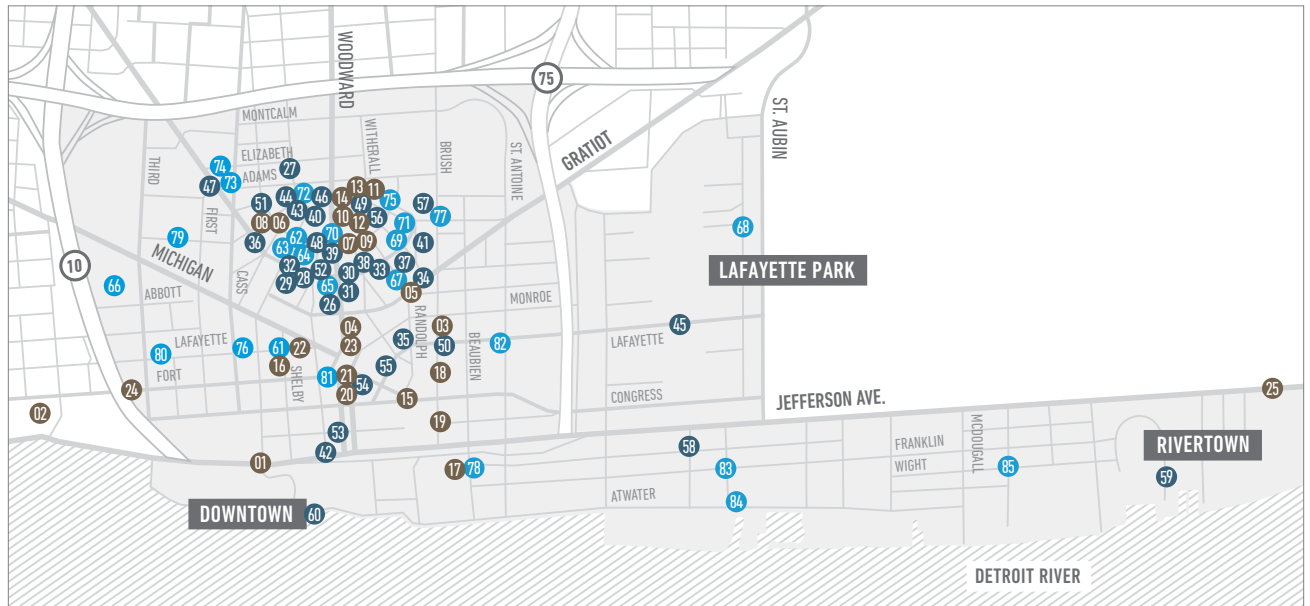
TYPE	INVESTMENT	# OF PROJECTS
NEW CONST.	\$2,542,270,397	51
RENOVATION	\$2,782,210,117	212
INFRASTRUCTURE	\$20,145,000	14

Greater Downtown Investment by Neighborhood, 2013–2014

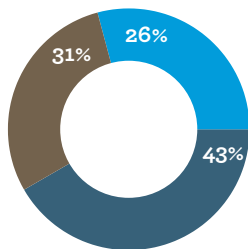


NEIGHBORHOOD	INVESTMENT	# OF PROJECTS
DOWNTOWN, RIVERTOWN AND LAFAYETE PARK	\$2,926,591,563	93
MIDTOWN	\$2,154,706,951	142
EASTERN MARKET	\$85,706,000	24
CORKTOWN	\$178,215,000	18

Downtown, Lafayette Park & Rivertown

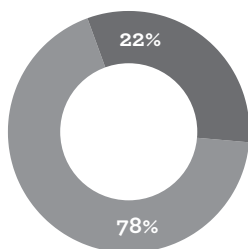


Downtown Investment by Status, 2013



STATUS	INVESTMENT	# OF PROJECTS
COMPLETE	\$919,407,250	26
UNDER CONST.	\$734,592,900	26
PIPELINE	\$1,272,597,414	41

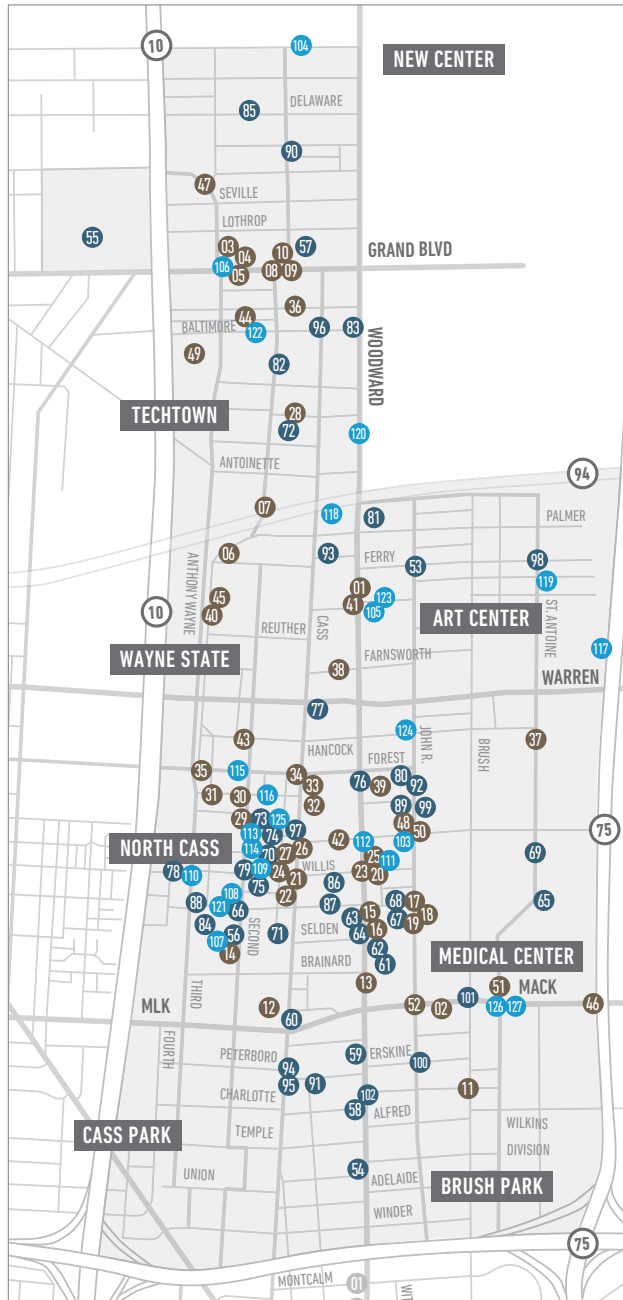
Downtown Investment by Construction Type, 2013



TYPE	INVESTMENT	# OF PROJECTS
NEW CONST.	\$645,562,844	15
RENOVATION	\$2,277,284,719	74
INFRASTRUCTURE	\$3,250,000	4

			COMPLETE
			UNDER CONSTRUCTION
			PIPELINE
## Development Project	## Development Project	## Development Project	
01 Cobo Hall	26 The Griswold Roxbury	61 Olde Building	
02 Riverfront Towers	27 The Residence - Grand	62 Griswold Lofts - Detroit	
03 1001 Brush Street	Circus Park	Savings Bank	
04 1001 Woodward	28 Capitol Park Lofts	63 The Albert	
05 Buffalo Wild Wings	29 119 State Street	64 Farwell Lofts	
06 Julian C. Madison Building	30 1201-1217 Woodward	65 Detroit Institute for Music	
07 Lofts of Merchants Row	31 Hudson's Site	Education (DIME)	
08 Detroit City Apartments	32 1215 Griswold	66 New Safety HQ	
09 1500 Woodward	33 1234 Library (Punchbowl)	67 Cary Building Lofts	
(Wright Kay)	(Z Deck)	68 Lafayette Towers	
10 1520 Woodward	34 1238 Randolph	69 Lambert Edwards	
11 1521 Broadway	35 Bates Garage Site	& Associates	
12 1528 Woodward	36 Book Building and Tower	70 Woodward Lofts	
13 Madison	37 1322-1332 Broadway	71 Ashley/Milner	
14 Grand Circus	(3 buildings)	72 David Whitney Building	
15 Two Detroit Garage	38 1400 Woodward	73 Grand Army Memorial Hall	
16 Former Federal Reserve	39 1412 Woodward	74 Mindfield	
17 Detroit Marriott	40 Valpey Building, Pepper	75 Detroit Athletic Club	
Renaissance Center	Shoes, Schostak	76 Free Press Building	
18 419 Fort Street	41 1452 Randolph/Michigan	77 Music Hall Center for the	
19 Renaissance City	Chronicle	Performing Arts	
Apartments	42 Griswold Capitol Park	78 Urban Science	
20 Grand Trunk Pub	43 1505 Woodward	79 Navitas Building	
21 First National Building	44 Statler City Apartments	80 615 W. Lafayette - Detroit	
22 Anytime Fitness at	45 DuCharme	Media Partnership	
Security Trust Lofts	46 1550 Woodward	81 620-630 Woodward	
23 One Kennedy Square	47 DTE Public Space	82 BCBS Cornice and State	
24 WCCCD	Development	Building	
25 Belleview Development	48 28 W. Grand River	83 Orleans Landing, East	
	49 Metropolitan	River Development	
	50 Randolph and Lafayette	84 Globe Building	
	Surface Lots	85 East Jefferson Neighborhood	
	51 Philip House	- Presbyterian Villages	
	52 45 W. Grand River	of Michigan Development	
	53 511 Woodward Roxbury		
	54 Vinton		
	55 Cadillac Tower		
	56 Wurlitzer		
	57 Madison Avenue - Phase 1		
	Infrastructure (DDA)		
	58 East Riverfront (Phase One)		
	59 Harbortown Residential		
	Complex		
	60 Roberts Riverwalk Hotel		
	Pool Conference Center		

Midtown



Development Project

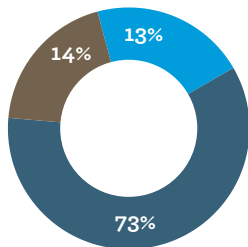
- 01 Emerald
- 02 Mack at Brush Park
- 03 Capital Impact Partners
- 04 Detroit Future City
- 05 Rebuild Nation
- 06 Second Avenue Special LED Street Lighting Project
- 07 Second Ave. Conversion, with Bike Lanes
- 08 Stella Good Coffee Expansion
- 09 The Zenith
- 10 Workshop
- 11 312 Watson
- 12 Cass Corridor Neighborhood Development Corporation
- 13 Great Expressions
- 14 Coronado Apartments
- 15 Woodward Garden Block - Phase IV - Mixed Use
- 16 Woodward Garden Block - Phase III - Theatre
- 17 DMC Harper University Hospital, DMC Hutzel Women's Hospital
- 18 DMC Harper University Hospital
- 19 DMC Harper University Hospital ER/Surgery OR
- 20 AYV
- 21 Adnan Charara Studio
- 22 La Fera
- 23 Union Street Patio
- 24 Melt
- 25 Zefs
- 26 Sy Thai
- 27 The Auburn Apartments
- 28 TechTown Junction 440
- 29 RUNdetroit
- 30 La Hooka Town / Indian Palace
- 31 Bottomline Coffee House
- 32 Fatburger
- 33 HR Block
- 34 Cass Café Façade
- 35 Third Street Bar/Kitchen
- 36 Shinola
- 37 Medical Center Village Upgrades

Development Project

- 38 Maccabees Restaurant
- 39 Sugar Hill Walkway Phase I
- 40 Social Grooming Club
- 41 Detroit Historical Museum
- 42 Bikram Yoga Midtown
- 43 Sherbrooke Apartments
- 44 Sprinkler Building, The
- 45 Freshii
- 46 Queen Lillian Medical Offices (WSU Psych. Bldg)
- 47 Resendes Design Group
- 48 Black Dress Shop Expansion
- 49 Uhaut
- 50 Midtown Loop - Phase II - Canfield and John R
- 51 South Campus Parking Structure
- 52 Whole Foods Market
- 53 110 E. Ferry
- 54 Olympia Sports and Entertainment District
- 55 Henry Ford Hospital Future Investment Plan
- 56 Redmond Park Rehab
- 57 St Regis Apartments
- 58 Addison Eatery
- 59 Woodward/Stimson Mixed Use Project
- 60 Cass Plaza/The Davenport
- 61 WSU Physicians - Group Building & Deck
- 62 Carpenters Building - The Plaza
- 63 Flagstar Bank
- 64 UM Architecture School
- 65 DMC - Children's Hospital Tower
- 66 Century, The
- 67 DMC Harper University Hospital and DMC Hutzel Women's Hospital
- 68 Bicentennial Tower Upgrades
- 69 DMC Detroit Receiving Hospital
- 70 Avalon Renovation
- 71 438 Selden (Former Marie Apartments)
- 72 TechTown Plaza

## Development Project	## Development Project	## Development Project	## Development Project
73 Fellow Barber	89 74 Garfield	103 La Palma Expansion	115 Forest Arms Apartments
74 Willys Detroit	90 Midtown Business Center	104 Virginia Park/Ventuers for America	116 Brentwood Apartments
75 449 W. Willis	91 Scott Mansion	105 Detroit Pizza Co. & Nom Nom's Cupcake Shop	117 Bethel Tower Upgrades
76 Checkers	92 Sugar Hill Church	106 Café Con Leche	118 Tony V's Tavern
77 Mac n' Cheez	93 Verona Façade Upgrades	107 Selden Standard	119 Kirby Center Lofts
78 3rd/4th Street Eco-District	94 8 Degrees Plato	108 3980 Second	120 WSU's Multidisciplinary Biomedical Research Building
79 The Charles	95 Cass Avenue Retail Project	109 Willy's Overland Lofts	121 El Moore Greens
80 Sugar Hill Walkway Phase II	96 Cass, Second and Third Avenue Viaducts	110 Third Street Aquatic Center	122 Northern Lights Lounge Patio
81 5734 Woodward Ave.	97 WSU Convention Center - The Vernor (Cass/Canfield)	111 Woodward-Willis Mixed Use Project	123 Hellenic Museum of MI
82 First American Title Co.	98 East Ferry/Kirby Town Homes	112 HopCat	124 Cathedral Towers
83 Baltimore Station Apartments	99 Sugar Hill Parking Deck	113 Green Alleys	125 Dog Park
84 678 Selden	100 Patterson Terrace	114 Willys Commercial Build-out	126 DMC Heart Hospital
85 Casamira Apartments	101 Midtown Loop Phase IV - Cass		127 DMC Parking Deck
86 Billinghamurst, The	102 Masons		
87 70 W. Alexandrine			
88 711 W. Alexandrine			

Midtown Investment by Status, 2013



STATUS

COMPLETE
UNDER CONST.
PIPELINE

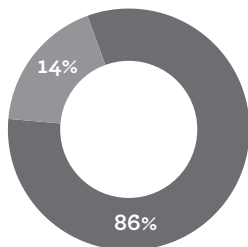
INVESTMENT

\$294,493,977
\$270,362,076
\$1,589,850,888

OF PROJECTS

72
21
49

Midtown Investment by Construction Type, 2013



TYPE

NEW CONST.
RENOVATION
INFRASTRUCTURE

INVESTMENT

\$1,839,107,553
\$305,639,398
\$12,960,000

OF PROJECTS

28
106
8

Eastern Market



COMPLETE

UNDER CONSTRUCTION

PIPELINE

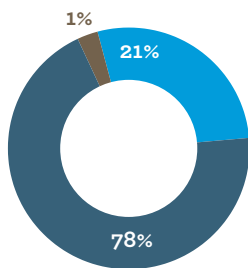
Development Project

- 00 Trinosophes
- 01 Thomas Magee's
- 02 Art Effect Gallery
- 03 Cost Plus Mural
- 04 Detroit City Distillery
- 05 3 Dogs 1 Cat
- 06 Adam's Meats
- 07 Live, Love, Local
- 08 Accelerator
at Eastern Market
- 09 Fairway Packing Co.
- 10 Eastern Market Green
Grocer
- 11 Grobbel Corned Beef
- 12 Metro Cold Storage
- 13 Wolverine Expansion
- 14 Detroit Wholesale Produce
- 15 Shed 4 and Shed 4 Lofts

Development Project

- 16 Shed 5
- 17 E & B Brewery Lofts
- 18 Edibles Rex
- 19 Del Bene Produce

Eastern Market Investment by Status, 2013



STATUS

COMPLETE

UNDER CONST.

PIPELINE

INVESTMENT

\$591,000

\$17,950,000

\$67,165,000

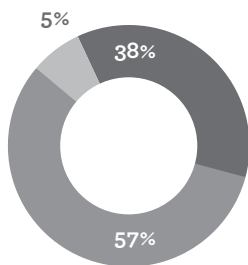
OF PROJECTS

8

5

11

Eastern Market Investment by Construction Type, 2013



TYPE

NEW CONST.

RENOVATION

INFRASTRUCTURE

INVESTMENT

\$32,600,000

\$49,071,000

\$4,035,000

OF PROJECTS

6

16

2

Corktown



COMPLETE

UNDER CONSTRUCTION

PIPELINE

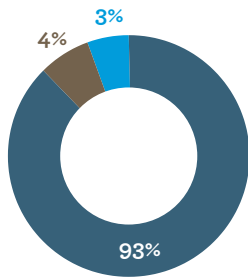
Development Project

- 01 WCCCD
- 02 Detroit Institute of Bagels
- 03 Ottawa Via
- 04 Brew Detroit
- 05 Ponyride
- 06 Slows Bar BQ
- 07 Two James Distillery
- 08 UFO Factory

Development Project

- 09 Tigers Stadium
- 10 St. Vincent Middle School
- 11 American Lightweight & Modern Metals Manufacturing Innovation Institute
- 12 Quicken Loans Data Center
- 13 Bagley/Trumbull Market
- 14 Rubbed Deli on Michigan
- 15 Gold Cash Gold
- 16 Roosevelt Hotel
- 17 Batch Brewery

Corktown Investment by Status, 2013



STATUS

COMPLETE

UNDER CONST.

PIPELINE

INVESTMENT

\$1,250,000

\$148,965,000

\$28,000,000

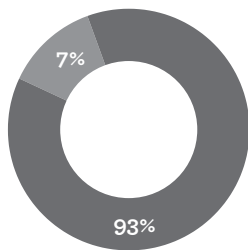
OF PROJECTS

9

7

2

Corktown Investment by Construction Type, 2013



TYPE

NEW CONST.

RENOVATION

INVESTMENT

\$28,000,000

\$150,215,000

OF PROJECTS

2

16

2015 marks the second edition of 7.2 SQ MI. This project assembles data on Greater Downtown Detroit that captures a 15-year time period of 2000 to 2014. Information is derived from a variety of existing sources and, in some cases, collected for purposes specific to this project.

As these sources vary, so do parameters of time and geography. Data typically represents an estimate for the period 2008 to 2012, rather than the entire period. Similarly, these data are reflective of portions or approximations of the overall Greater Downtown geography.

7.2 SQ MI is constructed from the following types of data:

Public Data (2000-2010)

Public data are derived from three principal US Census Bureau sources: the 2000 and 2010 Decennial Censuses, American Community Survey 5-year estimates and the Longitudinal-Employer Household Dynamics Program. Decennial Census data provide 100% counts on a limited number of indicators every ten years. American Community Survey 2008-2012 5-year estimates provide data on a number of demographics and socioeconomic topics and reflect the average characteristics over the entire period. The Longitudinal-Employer Household Dynamics (LEHD) Program produces public-use information combining federal, state and Census Bureau data on employers and employees.

From these data, the program creates statistics on employment, earnings, and job flows at detailed levels of geography and industry and for different demographic groups. Depending on the source, the Greater Downtown geography is defined as 37 Census block groups or 20 tracts. Much of this information was prepared by Data Driven Detroit, the project's data consultant.

- > *United States Census Bureau, 2000 and 2010 Decennial Census*
- > *United States Census Bureau, American Community Survey 5-year estimates*
- > *United States Census Bureau, Longitudinal-Employer Household Dynamics Program, OnTheMap Application*

Local Data (2013-2014)

Local data are managed and housed at various Greater Downtown Detroit organizations that are engaged in economic development and physical revitalization work. Local data focuses on 2013 and 2014. It typically

reflects smaller geographies within Greater Downtown Detroit, such as neighborhoods or incentive boundaries. Local data was prepared by the Detroit Economic Growth Corporation, Downtown Detroit Partnership, D:hive, and Midtown Detroit Inc. Local data are updated quarterly or annually.

- > *Central Business District Residential Occupancy Report*
- > *Commercial Real Estate, CoStar*
- > *Live Downtown Incentive Summary*
- > *Live Midtown Incentive Summary*
- > *Midtown Rental Housing Comps*
- > *Local Online News Media and Print*

7.2 SQ MI Data (2013 -2014)

7.2 SQ MI data are specific to this project and constructs less traditional parameters capturing 2014. Like local data, it was collected by Greater Downtown Detroit organization and reflects smaller geographies within Greater Downtown Detroit, 7.2 SQ MI data was prepared by the Detroit Economic Growth Corporation, Downtown Detroit Partnership D:hive, and Midtown Detroit Inc. 7.2 SQ MI data are updated quarterly or annually.

- > *Hotel Capacity Survey*
- > *Pedestrian and Bike Survey*
- > *Real Estate Development Data and Map*
- > *Restaurant and Retail Directory*

Section One: Overview

(1.1) Greater Downtown in Context

Greater Downtown Detroit

Includes Downtown, Midtown, Woodbridge, Corktown, Eastern Market, Lafayette Park, and Rivertown:

Population: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Population Density: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Median Household Income: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Employment: US Census Bureau, Longitudinal-Employer Household Dynamics Program, OnTheMap Application 2009-2011

Housing Units: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Nesting Geography Comparisons

Includes City of Detroit, Wayne County, Southeast Michigan, Michigan, Great Lakes, and the United States:

Population: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Population Density: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Median Household Income: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Great Lakes includes signatories of the Great Lakes Basin Compact comprised of the states of Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, and Wisconsin.

Southeast Michigan is defined as a nine-county Greater Economic Region inclusive of Genesee, Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne Counties.

City Comparisons

Includes Cleveland, Philadelphia, Pittsburgh, and Minneapolis:

Population: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Population Density: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Median Household Income: US Census Bureau, American Community Survey 2008-2012 5-year estimates

City-Center Comparisons

Includes Greater Downtown Cleveland, Center-City Philadelphia, Greater Downtown Pittsburgh, and Greater Downtown Minneapolis:

Population: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Population Density: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Median Household Income: US Census Bureau, American Community Survey 2008-2012 5-year estimates

City-Center is a constructed term that describes a greater downtown area of a city. A city-center can either reference a single downtown neighborhood geography or multiple geographies adjacent to and incisive of a downtown the latter is often referred to as an extended downtown or greater downtown. Newly constructed city-center boundaries were from a Census Tract analysis to reflect a comparable geography similar to that of Greater Downtown Detroit which includes cultural institutions and educational & medical institutions (Eds & Meds).

Throughout this report, Greater Downtown Detroit is compared to other city-centers for greater perspective. These city-centers are Greater Downtown Cleveland, Greater Downtown Pittsburgh, and Greater Downtown Minneapolis. Center-City Philadelphia was also expanded to include University City Philadelphia.

(1.2) Greater Downtown by Neighborhood

Information for neighborhood descriptions provided by the Detroit Economic Growth Corporation, Downtown Detroit Partnership, D:hive, Eastern Market Corporation, and Midtown Detroit Inc.

Neighborhood Vitals assembled from the following sources:

Population: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Population Density: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Median Household Income: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Employment: US Census Bureau, Longitudinal-Employer Household Dynamics Program, OnTheMap Application, 2009-2011

Housing Units: US Census Bureau, American Community Survey 2008-2012 5-year estimates

Section Two: People

Demographics: Population

(2.1) Population, 2008-2012

US Census Bureau, American Community Survey 2008-2012 5-year estimates

Households

(2.2) Average Household Size Nesting Geography Comparison, 2008-2012

US Census Bureau, American Community Survey 2008-2012 5-year estimates

Density

(2.3) Greater Downtown Population Density, 2008-2012

US Census Bureau, American Community Survey 2008-2012 5-year estimates

Greater Downtown Population Density is represented at a Census Block Group level.

(2.4) Population Density City-Center Comparison, 2008-2012

US Census Bureau, American Community Survey 2008-2012 5-year estimates

Age

(2.5) Age, as a Share of Population in Greater Downtown, 2000-2010, 2008-2012

US Census Bureau, 2000 & 2010 Decennial Census

US Census Bureau, American Community Survey 2008-2012 5-year estimates

Counts are derived from the 2000 and 2010 Decennial Census. American Community Survey estimates are provided to show a snapshot of more recent population trends.

Income

(2.6) Income Distribution, Percentage and Number of Households, 2008-2012

(2.7) Income Distribution City-Center Comparison, 2008-2012

US Census Bureau, American Community Survey 2008-2012 5-year estimates

Race & Ethnicity

(2.8) Race & Ethnicity as a Share of Population in Greater Downtown, 2000-2010, 2008-2012

US Census Bureau, 2000 & 2010 Decennial Census

US Census Bureau, American Community Survey 2008-2012 5-year estimates

Counts are derived from the 2000 and 2010 Decennial Census. American Community Survey estimates are provided to show a snapshot of more recent population trends.

Foreign Born

(2.9) Foreign-Born Population in Greater Downtown, by Continent 2008-2012

(2.10) Foreign-Born, as a Share of the Total Population, Nesting Geography Comparison, 2008-2012

US Census Bureau, American Community Survey 2008-2012 5-year estimates

Foreign-born persons include anyone who was not a U.S. citizen at birth.

Education: Young & College-Educated

(2.11) Age 25-34, and College Educated, of the Total Population, 2008-2012

(2.12) College Educated, of 25-34 Population, 2008-2012

(2.13) College Educated, of the Age 25 and Over Population City-Center Comparisons, 2008-2012

(2.14) Residence of Age 25-34 and College-Educated, 2008-2012

US Census Bureau, American Community Survey 2008-2012 5-year estimates

College-educated indicates a bachelor's degree or greater

Families

(2.15) Population Under 18 Years Old, 2008-2012

US Census Bureau, American Community Survey, 5-year estimates 2008-2012

(2.16) Programs for Young Professionals

Fellowship numbers provided by the following programs: Detroit Revitalization Fellows Program, Challenge Detroit, Teach for America, and Venture for America.

Internship numbers (2013) provided by the following employers: Quicken Loans Internship Program, D:hive Residency Program.

(2.17) Anchor Academic Institutions, 2013

Information provided by the College for Creative Studies and Wayne State University.

Visitors & Venues

(2.18) Downtown Total Annual Visitors, 2013

Downtown visitors are estimated annual visitors to theatres, sports venues, and special events. Information provided by individual venues and event hosts including Detroit Riverfront Conservancy, Cobo Hall, Parade Company, and Detroit 300 Conservancy. Estimates were also provided by prominent media outlets including the Detroit Free Press and Crain's Detroit Business. Additional venue capacities collected as primary data by the Detroit Economic Growth Corporation and Downtown Detroit Partnership.

(2.19) Midtown Total Annual Visitors, 2013

Midtown Detroit Inc.

Midtown visitors are estimated annual visitors to cultural institutions and special events.

(2.20) Eastern Market Total Annual Visitors, 2013

Eastern Market Corporation 2014

Eastern Market visitors are estimated annual visitors to the public market.

Hotels & Occupancy

(2.21) Hotels by Neighborhood, 2014

Hotel Capacity Survey, Detroit Economic Growth Corporation, 2012 – Updated in 2014 for 7.2 SQ.MI. Report.

Information provided by individual hotels.

(2.22) Annual Hotel Occupancy, 2010-2014

STR Report: Market: Detroit MI October 2014

Greater Downtown Hotels include Antheneum Suite Hotel; Corktown Inn; Courtyard by Marriott; Crown Plaza; Detroit Marriott at the Renaissance Center; Detroit Regency Hotel; Double Tree Suites by Hilton; Fort Shelby; Greektown Casino Hotel; Hilton Garden Inn; Holiday Inn Express Hotel & Suites; Honor + Folly; Hostel Detroit; Hotel St. Regis; Inn on Ferry Street; MGM Grand Detroit; Hotel MotorCity Casino Hotel; Roberts Riverwalk Hotel; Shorecrest Motor Inn; and Westin Book Cadillac.

Section Three: Place

Vibrancy: Amenities & Necessities

Greater Downtown amenities and necessities totals are calculated as the sum of all neighborhood values for each category. The area encompassing the boundaries of each neighborhood varies slightly from the Greater Downtown study area based on tracts from the U.S. Census Bureau.

(3.1) Map of Restaurants and Patios in Greater Downtown

(3.2) Map of Retail and Grocery Stores in Greater Downtown

Greater Downtown Retail Directory Compiled by Downtown Detroit Partnership, D:hive, and Midtown Detroit Inc., September 2014

Number of Retail establishments in Greater Downtown excludes grocery stores/markets.

Grocery stores/markets are defined as grocery trade channel businesses with 20 or more employees or 10,000 square feet, but having products regularly available from the following categories: fruits, vegetables, dairy, meat, and bread.

Greater Downtown Groceries include: Eve's Downtown Gourmet, Food Pride Super Market, Harbortown Supermarket, Lafayette Foods, Marcus Market, University Food, and Whole Foods.

(3.3) Maps of PK-12 Schools and School Types in Greater Downtown

Early Childhood Education Centers data taken from United Way Michigan, 2014

K-8 and High School data taken from Excellent Schools Detroit, 2014

(3.4) Map of Cultural Institutions in Greater Downtown

Cultural Institutions data taken from XITI and Culture Source Detroit, September 2014. List of cultural institutions was reviewed by Advisory Group.

(3.5) Map of Parks, Bike Lanes, and Greenways

(3.6) Acres of Parkland in Greater Downtown

City of Detroit, Planning and Development Department; Data Driven Detroit, August 2014

Parks include facilities owned and operated as parks by the city of Detroit.

(3.7) Miles of Bike Lanes in the Greater Downtown

City of Detroit, Department of Public Works, Non-motorized Transportation Projects, 2014

Bike Lanes are defined as designated on-street bicycle infrastructure.

(3.8) Miles of Greenway in Greater Downtown

City of Detroit, Department of Public Works, Non-motorized Transportation Projects, 2014

Greenways are off-street recreational paths for walking and sometimes cycling. Greenway count includes projects that were completed or under development as of October 2014.

(3.9) Locations of Pedestrian and Bicycle Counts

Pedestrian and Bike Survey, D:hive, October 2013

Pedestrians and bikes were tallied for 15-minute intervals during a two-hour period on days in which no special events took place. Tallies were collected at hours and neighborhood intersections selected for their high traffic.

Housing: Units & Occupancy

(3.10) Number of Housing Units in Greater Downtown, 2012 Est.

US Census Bureau, American Community Survey 2008-2012 5-year estimates

(3.11) New Housing Units by Neighborhood, 2010-2014

Data provided by Downtown Detroit Partnership, Midtown Detroit Inc., and Invest Detroit. Housing units completed or preleasing as of December 2014.

(3.12) Owner and Renter Occupied Housing Units, as a Share of Occupied Housing Units, 2008-2012

(3.13) Occupied Housing Units, Nesting Geography Comparisons, 2008-2012

Occupied housing units include both owner and renter occupied units.

(3.14) Occupied Housing Units, City-Center Comparison, 2008-2012

US Census Bureau, American Community Survey 2008-2012 5-year estimates

(3.15) Rental Unit Occupancy, Downtown and Midtown, 2013

Midtown Housing Comps November 2013, MDI

Midtown includes: Art Center, Brush Park, Cass Park, Medical Center, New Center,

North Cass, Wayne State University and Woodbridge,
The report for the Midtown

Neighborhood represents 7,530 units in 155 buildings.

Central Business District Residential Housing Occupancy Report, D:hive, August 2014

The report for the Downtown Detroit neighborhood represents 2,970 units in 20 buildings.

Rents

(3.16) Median Gross Rent, City Center Comparison 2008-2012

US Census Bureau, American Community Survey 2008-2012 5-year estimates

(3.17) Rent Costs, Downtown and Midtown, 2013-2014

"Update Residential Market Update for Greater Downtown Detroit" Zimmerman Volk, DDP July 2014

"Midtown Housing Comps 2013" Midtown Detroit Inc., November 2013

(3.18) Rental Rates of Downtown and Midtown New Construction (per SQ.FT.), 2014

"Update Residential Market Update for Greater Downtown Detroit" Zimmerman Volk, July 2014

Rental Rates of Downtown and Midtown New Construction were based on the average of the ranges of unit costs per square foot.

Incentives

(3.19) Greater Downtown Housing Incentives, 2014

Midtown Detroit Inc. and Downtown Detroit Partnership, 2014

(3.20) Participants, Prior Residence

Live Downtown Summary and Live Midtown Summary, Midtown Detroit Inc., December 2014

Live Midtown data reflects data collected between January 2012 and May 2014. Live Downtown data reflects data collected between July 2011 and December 2014.

Section 4: Economy and Investment

Employment and Employment Sectors

(4.1) Downtown Employment, 2014, DDP Estimates

(4.2) Total Employment in Greater Downtown, 2011

(4.3) Employment by Sector, 2011

US Census Bureau, Longitudinal-Employer Household Dynamics Program, OnTheMap Application, 2011

Wages & Household Income

(4.4) Annual Wages at Greater Downtown Jobs, 2002-2011

US Census Bureau, Longitudinal-Employer Household Dynamics Program, OnTheMap Application, 2002-2011

Commercial Space

(4.5) Commercial Real Estate in Greater Downtown, All Properties, 2014

All properties: CoStar, 4Q 2014 Study area boundaries constructed by Detroit Economic Growth Corporation.

Commercial space properties are classified as either Class A, B, or C buildings. The difference between each of these classifications varies by market. Class A buildings represent the highest quality buildings in their market.

CoStar's database tracks properties, both listed and unlisted, for sale and for lease. While an extensive listing, CoStar's database does not include 100% of all properties for a given area.

The Greater Downtown area was drawn according to overall Census tract boundaries while sub-geographies were drawn according to neighborhood boundaries; therefore, the Greater Downtown totals do not equal the sum of all neighborhood data. Midtown boundaries include New Center and TechTown.

(4.6) Commercial Vacancy Rate in the Central Business District, 2010 - 2014

CBRE Inc. "MarketView: Detroit Office" Second Quarter: 2010

CBRE Inc. "MarketView: Detroit Office" Second Quarter: 2011

CBRE Inc. "MarketView: Detroit Office" Second Quarter: 2012

CBRE Inc. "MarketView: Detroit Office" Second Quarter: 2013

(4.7) Commercial Real Estate in the Central Business District, 2014

Large properties: Jones Lang LaSalle, "Detroit Skyline Review, Spring 2014"

Detroit's Skyline Review includes office buildings that meet one or more of the following criteria: larger than 100,000 total square feet, built or significant renovations since 1985, high-profile location, recognized tenant profile, and/or architectural significance.

(4.8) Commercial Real Estate, Central Business District Comparisons, 2014

All properties: CoStar, study area boundaries constructed by Detroit Economic Growth Corporation, December 2014.

CBRE Inc. "MarketView: Cleveland Office" Second Quarter: 2014

CBRE Inc. "MarketView: Philadelphia Office" Second Quarter: 2014

CBRE Inc. "MarketView: Pittsburgh Office" Second Quarter: 2014

CBRE Inc. MarketView: Minneapolis Office" Second Quarter: 2014

(4.9) Greater Downtown Real Estate Development, 2013-2014

Detroit Economic Growth Corporation: Downtown Detroit Partnership; D:hive; Midtown Detroit, Inc.: Invest Detroit; Eastern Market Corporation; Detroit Riverfront Conservancy; Rock Ventures; O'Connor Reality.

Greater Downtown Real Estate Development includes projects "completed" between 2013 and 2014, and "under construction" or in "pipeline" as of December 2014, both in the public and private sectors. While comprehensive, it does not represent all projects of this classification.

Investment Dollars are the total development costs of a project. Investment dollar information was accessible for 194 of 258 total projects in Greater Downtown (87 in Downtown, 129 in Midtown, 24 in Eastern Market, and 18 in Corktown.)

Completed are those projects occupied by December 2014.

Under Construction are those projects actively under construction as of December 2014.

Pipeline are projects whose development is considered highly feasible as of December 2014. The status of financial commitments and start dates vary on these projects.

New Construction refers to the construction of an entirely new structure or significant extension to an existing structure, whether or not the site was previously occupied.

Renovation refers to renovating, restoring or remodeling. It involves improving an existing structure or existing site.

Interior refers to new construction or renovation of an interior space exclusive of an associated exterior structure.

Infrastructure projects include construction of utilities, roadways, public spaces, and parks.