

SECTION

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## (1.1) GREATER DOWNTOWN IN CONTEXT

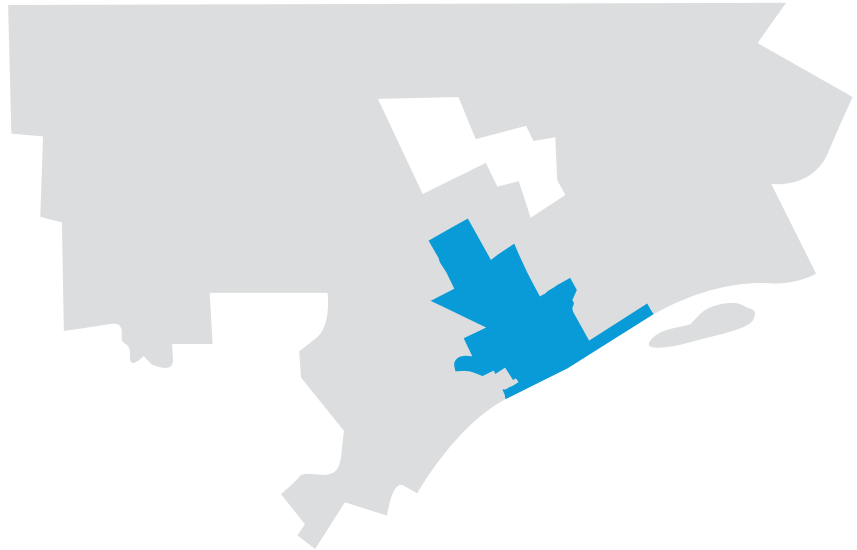
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Greater Downtown Detroit is **7.2 SQ. MI.** in area.  
There are **35,037 people** or **4,278 people per SQ.MI.**

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### 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

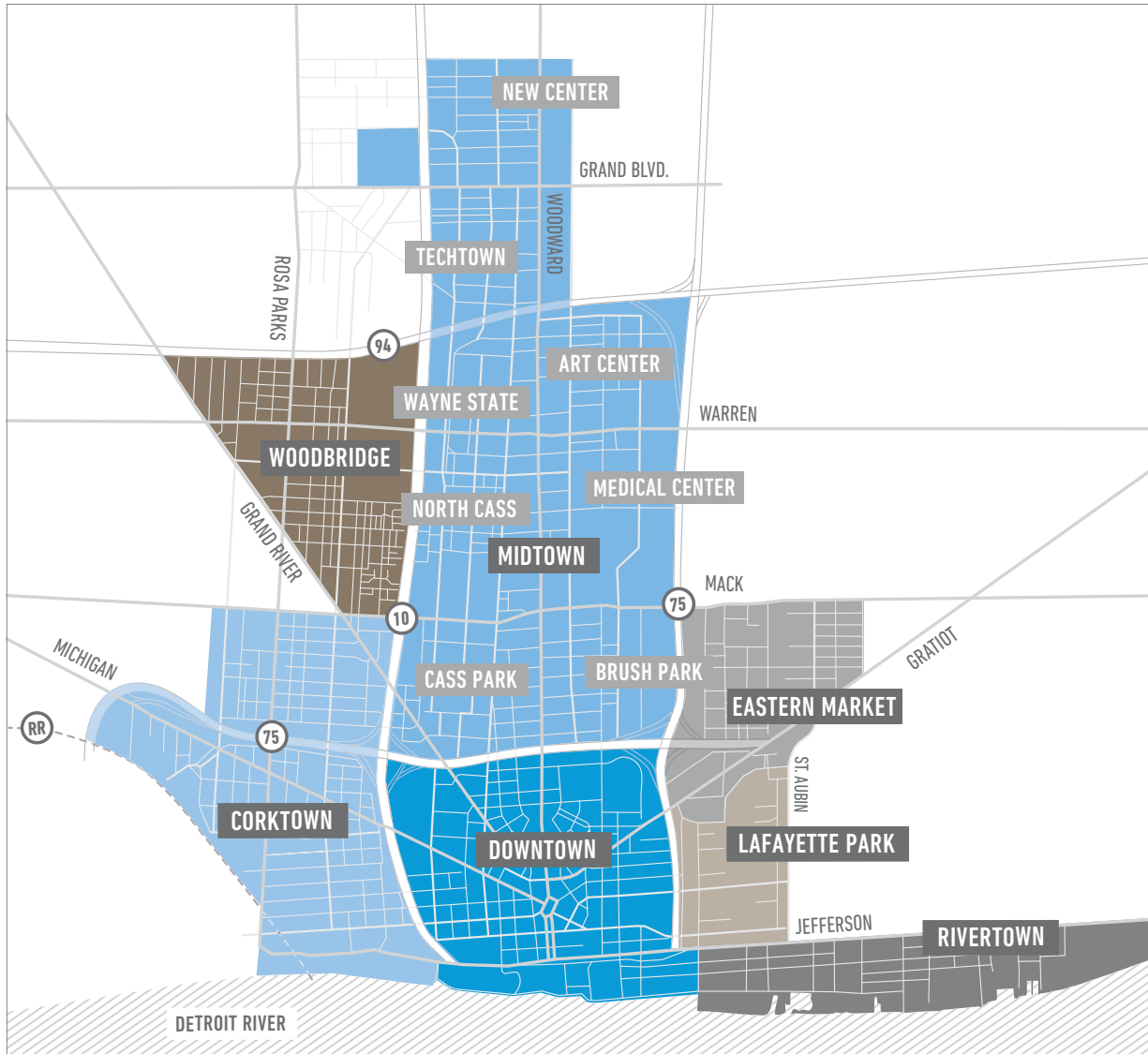


**City-Center Minneapolis**  
**Square Miles:** 6.4 SQ. MI.  
**Population:** 54,529 people  
**Density:** 8,520 people/SQ. MI.  
**Median HH Income:** \$34,304  
**City of Minneapolis**  
**Square Miles:** 58 SQ. MI.  
**Population:** 382,578 people  
**Density:** 6,596 people/SQ. MI.  
**Median HH 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.









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**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.

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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.

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**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 reimaged 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









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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.

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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.

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**Left:**  
Woodbridge Tavern, Woodbridge





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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.

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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.

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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.

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**Left:**  
Historic Homes, Corktown

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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.

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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.

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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%.

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**Right:**  
Eastern Market



MARKET  
days







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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.

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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.

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**Left:**  
Mies van der Rohe townhouses,  
Lafayette Park

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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.

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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.

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



