

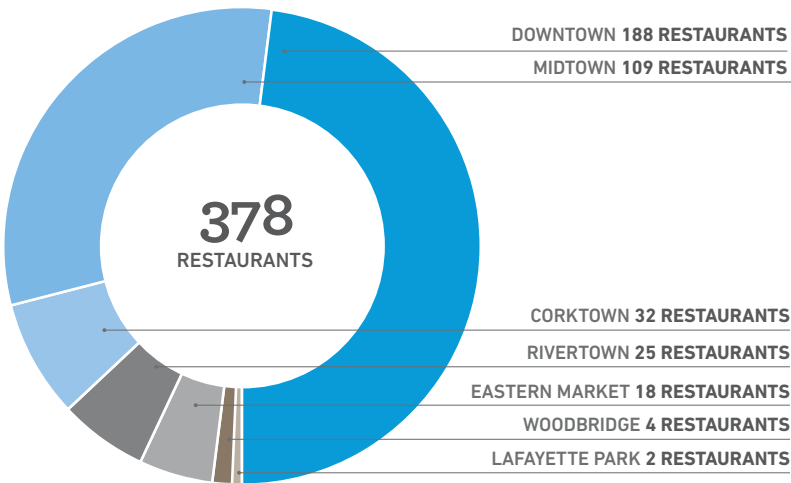
SECTION

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.**

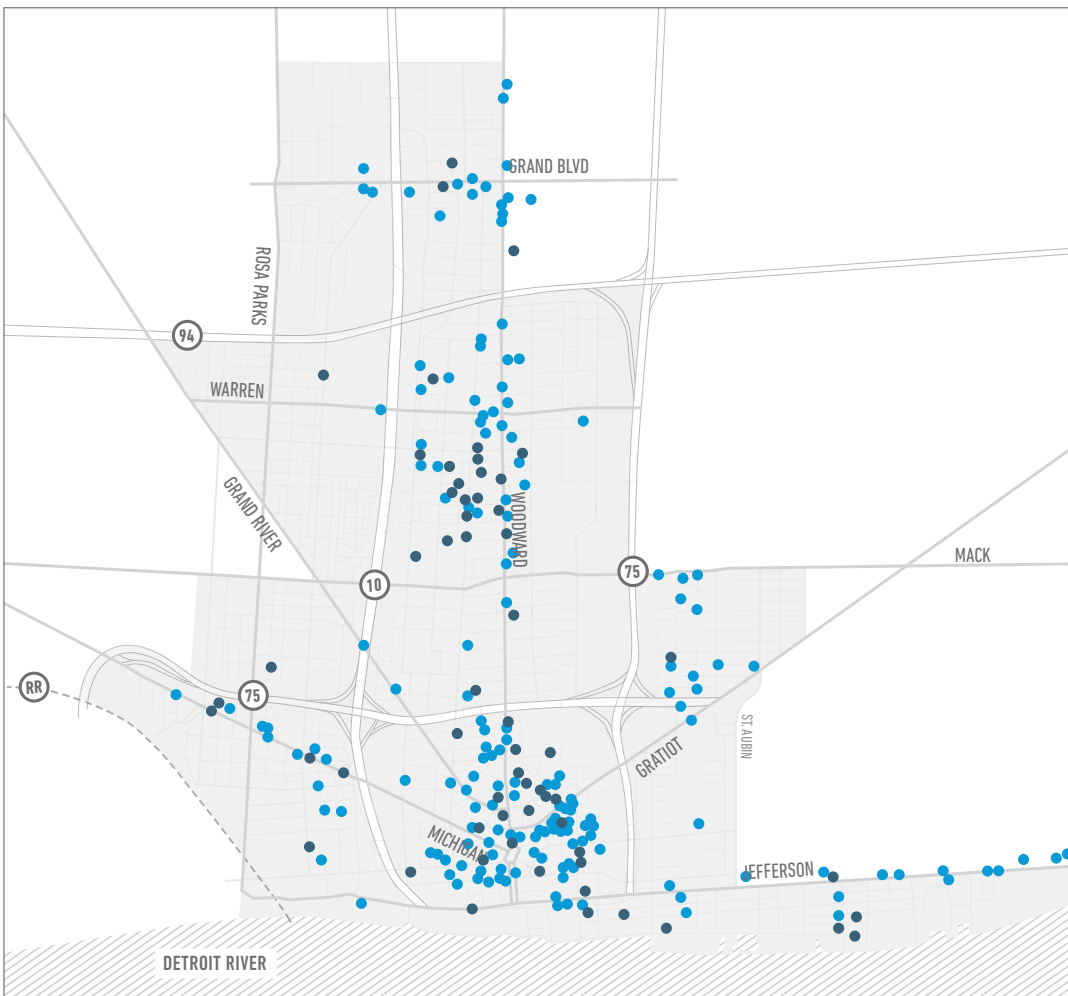
DOWNTOWN (34)  
MIDTOWN (28)  
CORKTOWN (9)  
RIVERTOWN (7)  
EASTERN MARKET (2)  
WOODBIDGE (1)  
LAFAYETTE PARK (0)

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

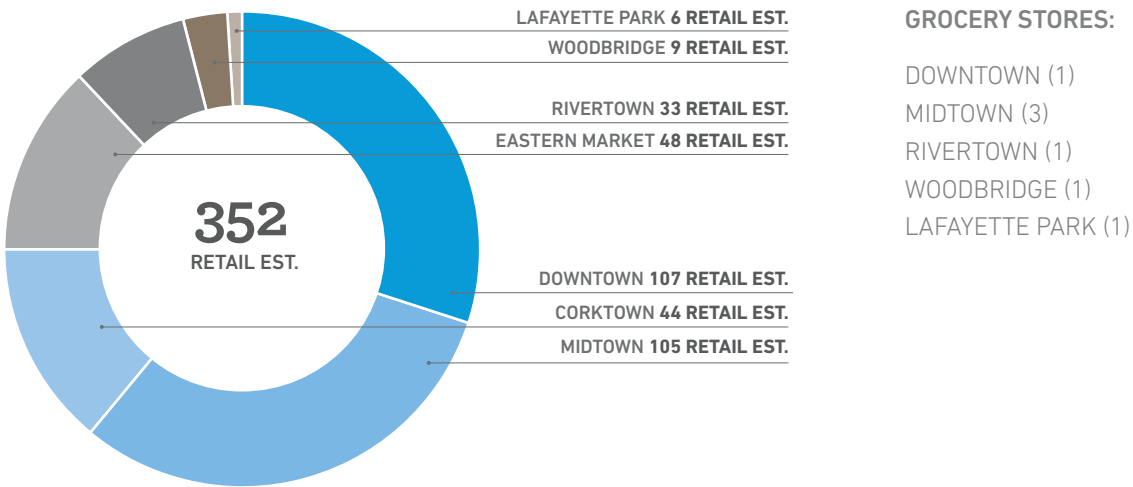
RESTAURANT WITH PATIO

Right:  
Stella International Cafe,  
Fisher Building, Midtown





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



Right:  
Whole Foods Market, Midtown

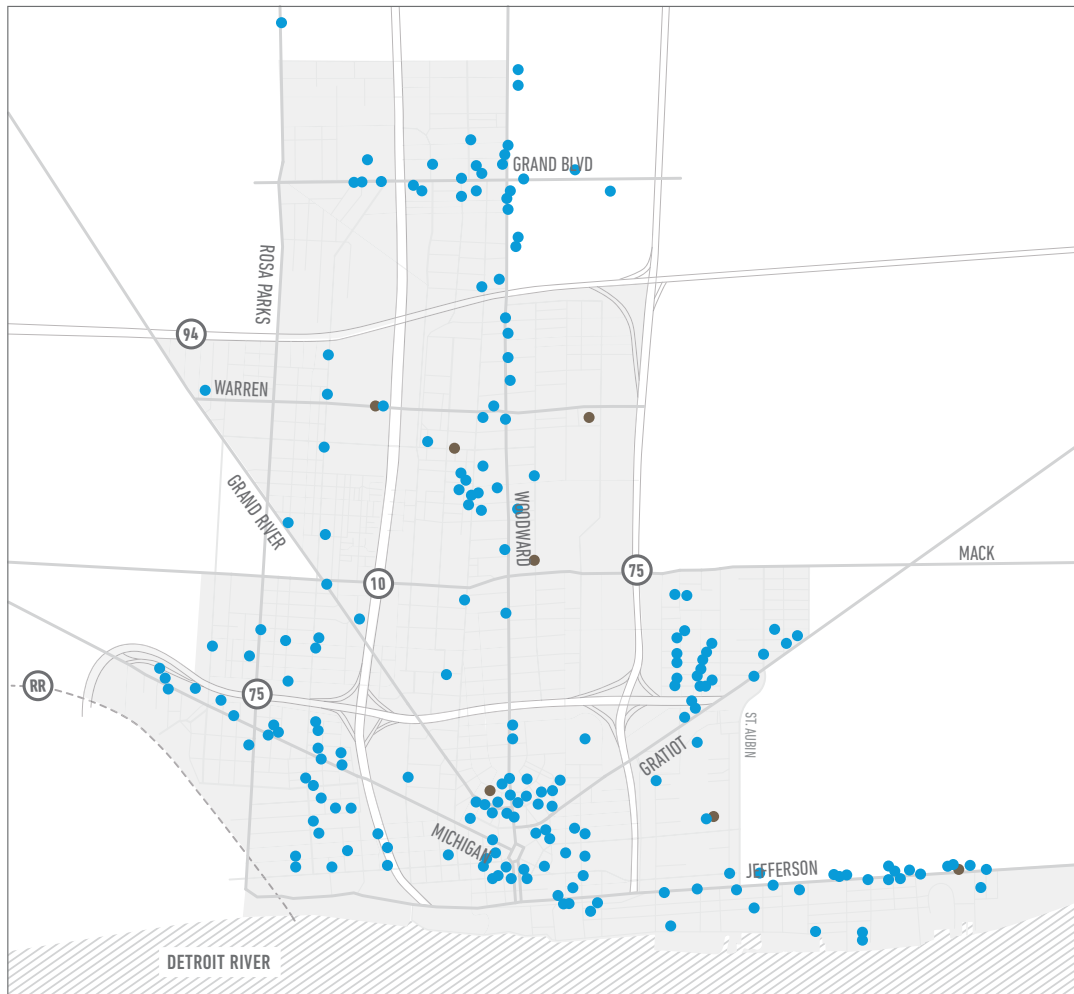






## AMENITIES & NECESSITIES

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





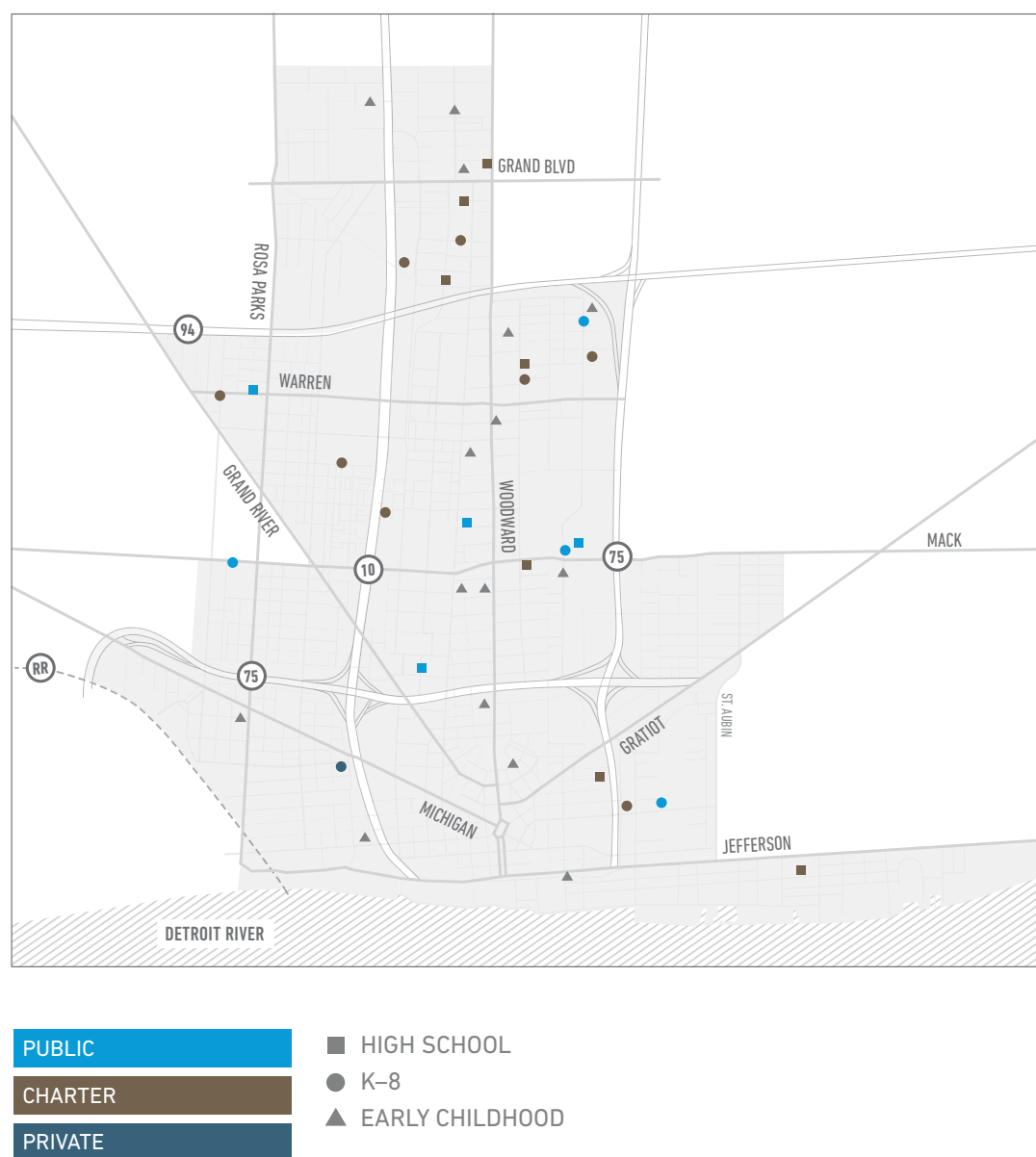
## AMENITIES & NECESSITIES

### Friends School in Detroit

Friends School in Detroit,  
Lafayette Park



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

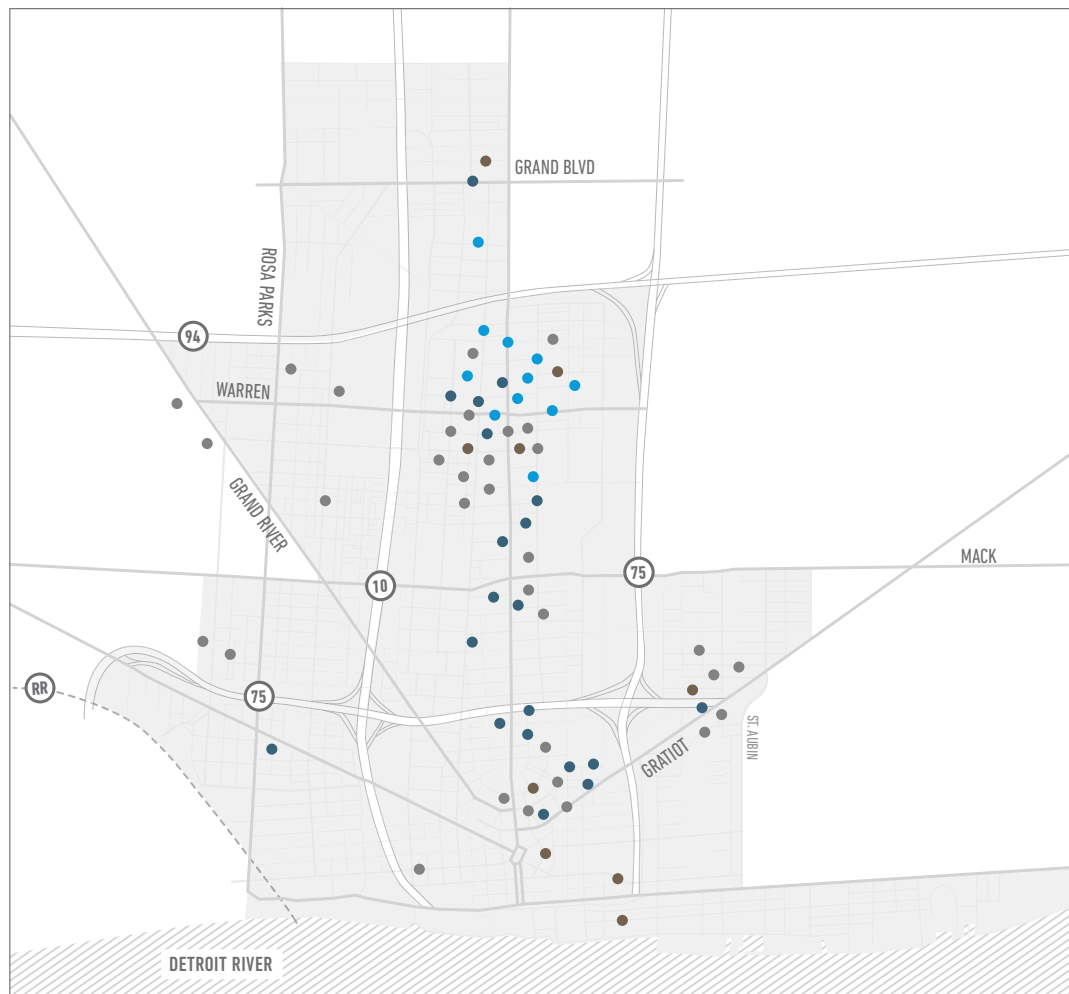


There are **14 high schools** and **13 K-8 schools** in Greater Downtown, as well as nearly **31 early childhood education centers**. Of the 27 schools, **9 are public**, **1 is private** and **17 are charter**.



### (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.



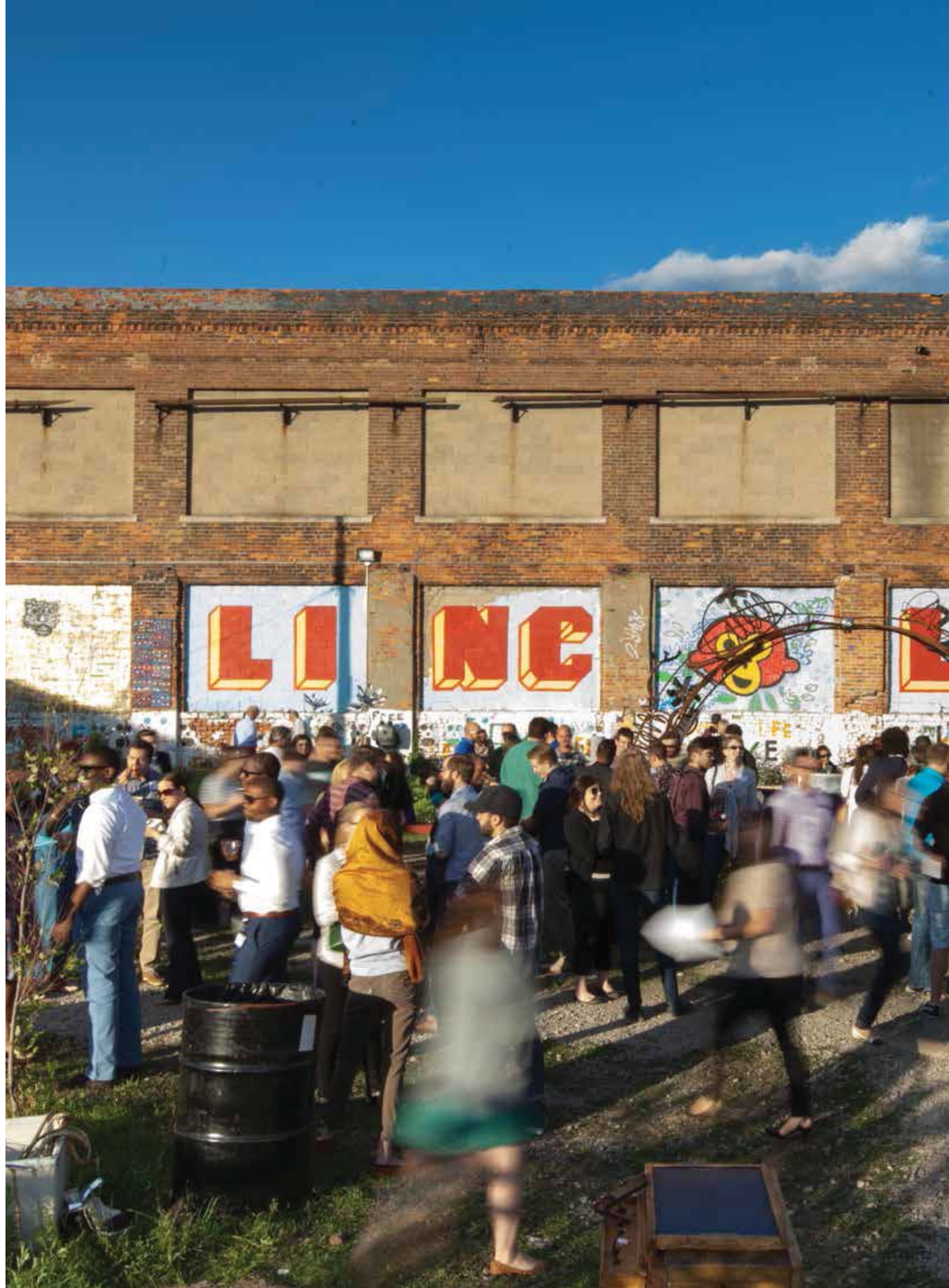
LIBRARY/MUSEUM

ARTS/CULTURE ORGANIZATION

GALLERY

THEATRE/PERFORMANCE SPACE

Right:  
Lincoln Street Art Park, Midtown



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

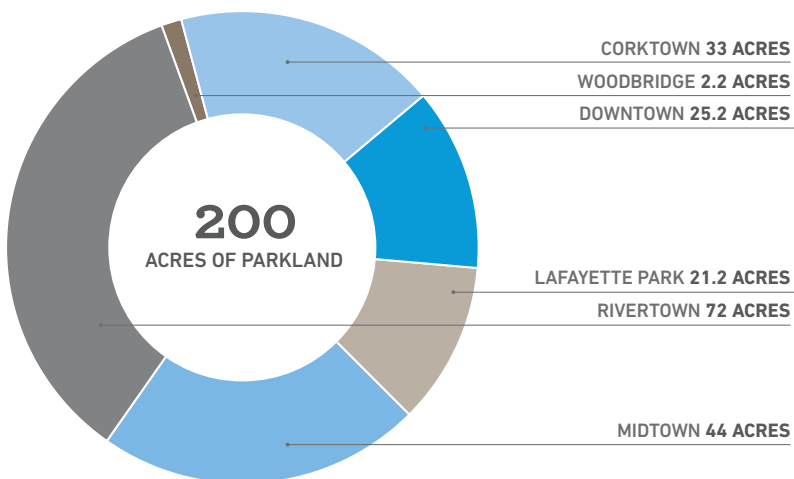






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### (3.6) Acres of Parkland in Greater Downtown



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Above:  
The Beach at Campus  
Martius Park, Downtown

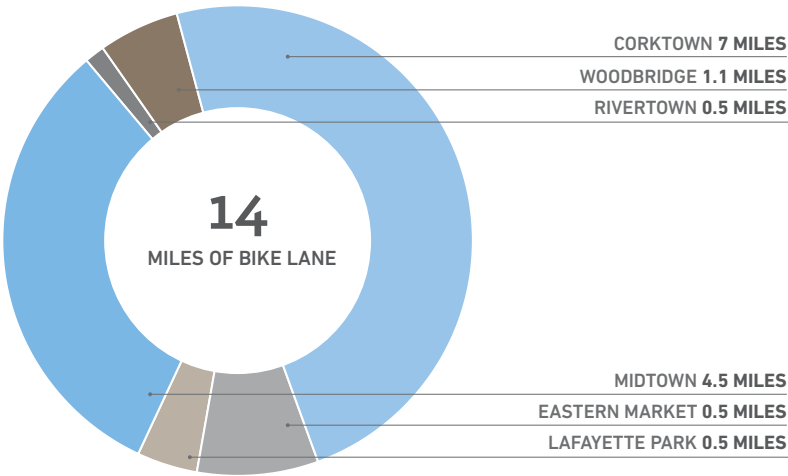


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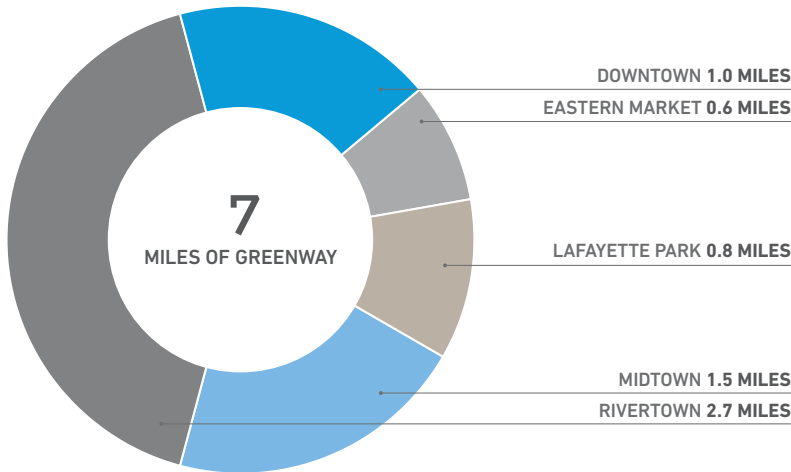
The Globe Building, Outdoor  
Adventure Center, and Dequindre  
Cut Greenway, Rivertown



(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



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

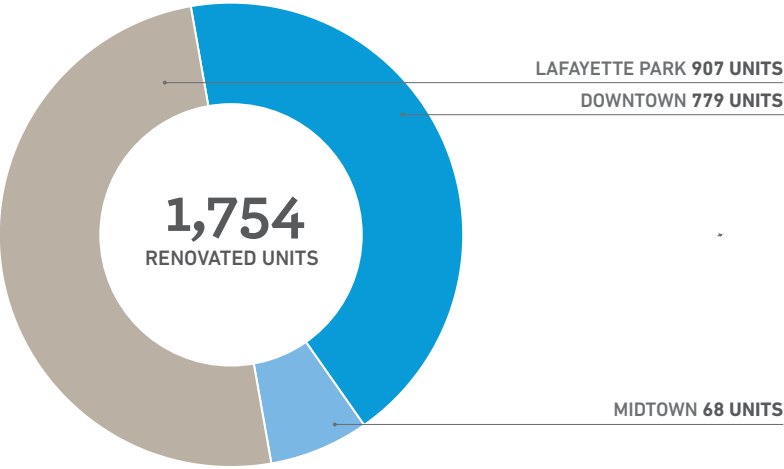
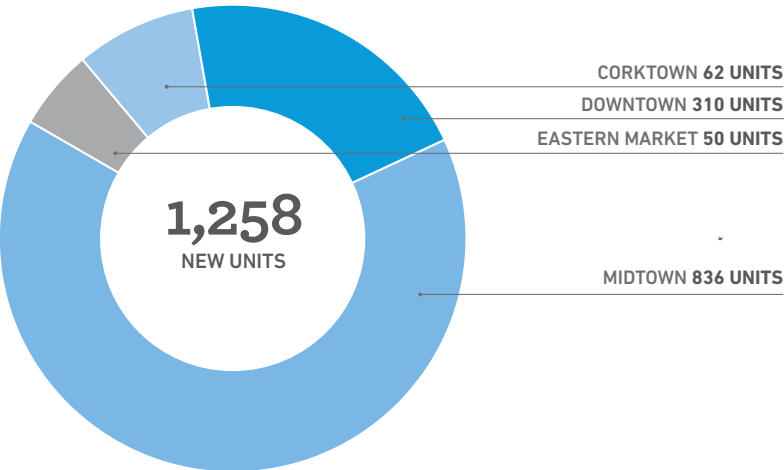
Both Midtown and Downtown experienced a **2% increase** in rental unit occupancy rates since last report. Of the available rental units in Downtown and Midtown, **98% and 97% were fully occupied 2013–2014.**



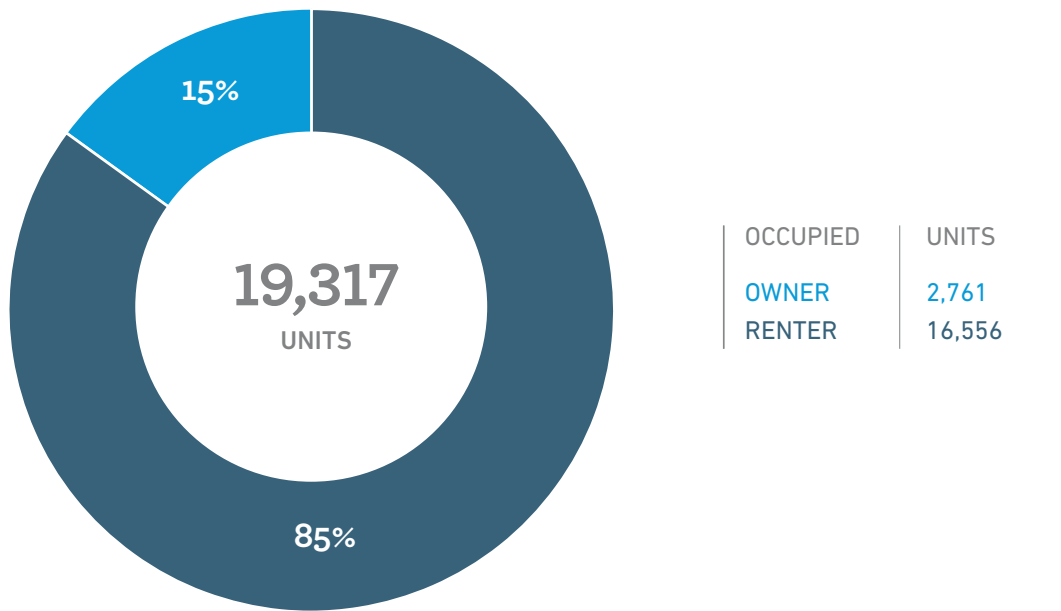
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Above:  
Capitol Park, Downtown

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

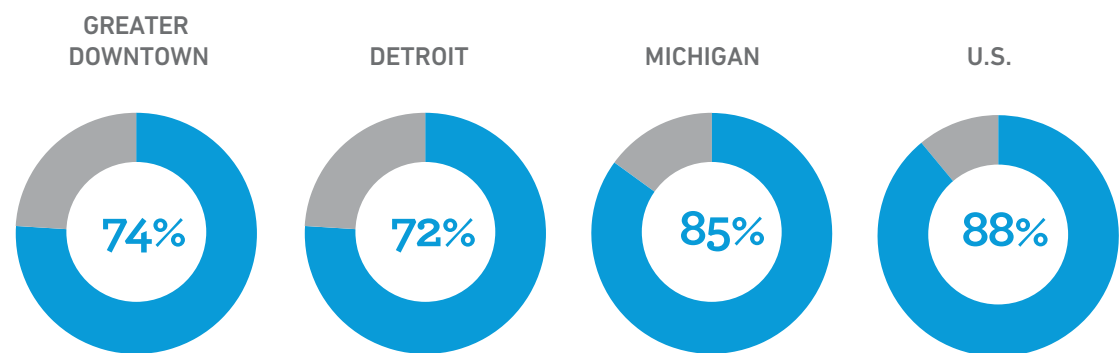


(3.12) Owner & Renter Occupied Housing Units, as Share of Occupied Housing Units, 2012 Est.

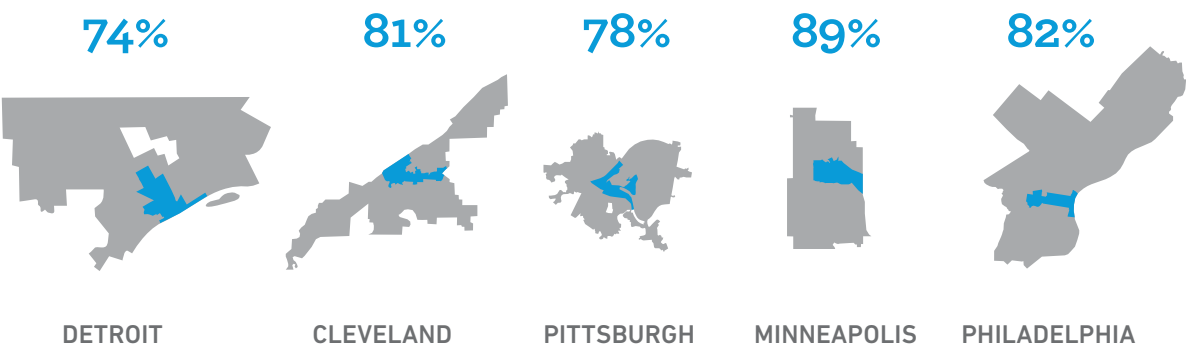


85% of all housing units in Greater Downtown Detroit are renter occupied.

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

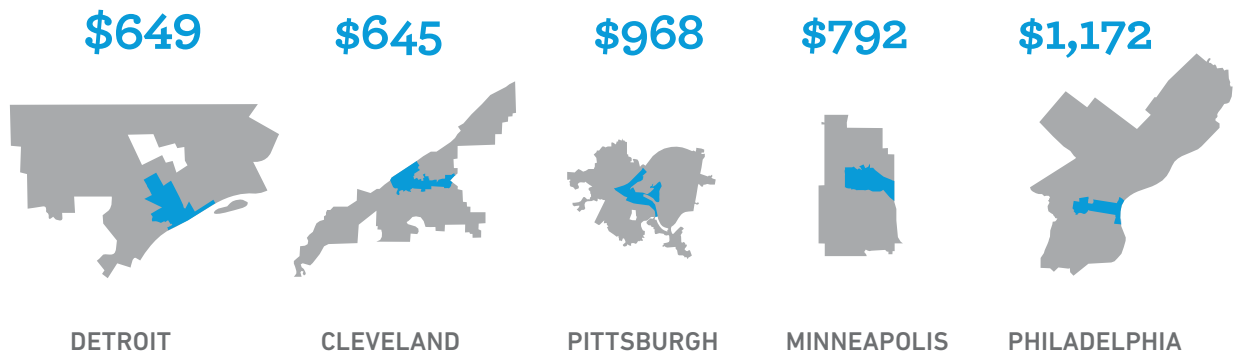


(3.15) Occupied Housing Units, City-Center Comparisons, 2012 Estimate

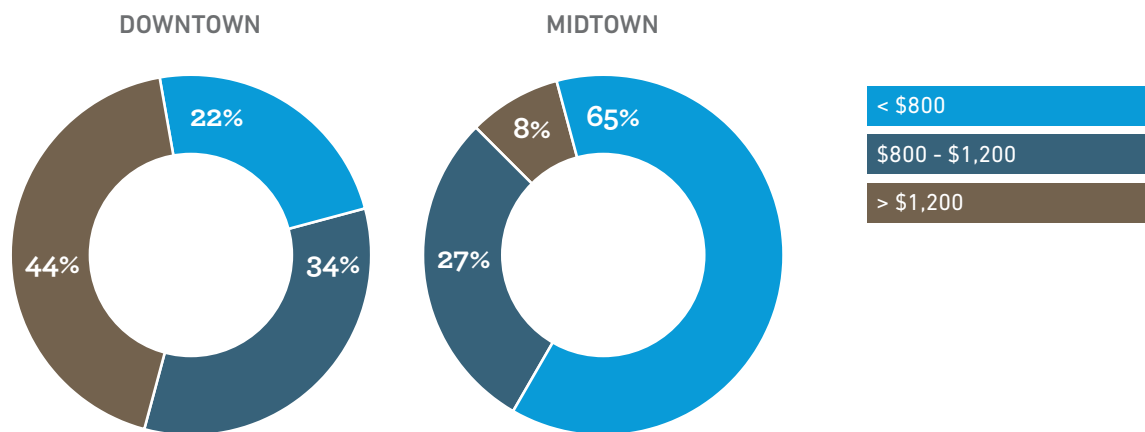




(3.16) Median Gross Rent, City Center Comparisons, 2012 Estimate



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



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(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.

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**Right:**  
Grand Circus Park, dog park and  
Broderick Tower, Downtown



