A Report on Greater Downtown Detroit

7.2 SQ MI

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INTRODUCTION

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

Like city-centers globally, downtowns are owned by everyone—welcoming residents, employees, visitors, and tourists. Greater Downtown contains high-rise and low-rise living, our richest cultural assets, the center of Detroit's business world, the region's sports and entertainment hub, some of the city's most storied neighborhoods, and some of Southeast Michigan's leading educational and medical institutions.

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

We believe after reading 7.2 SQ MI you will see the momentum of today in Greater Downtown Detroit and the promise of tomorrow.

The Hudson-Webber Foundation
Detroit, Michigan, February 2013

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.

SECTION ONE

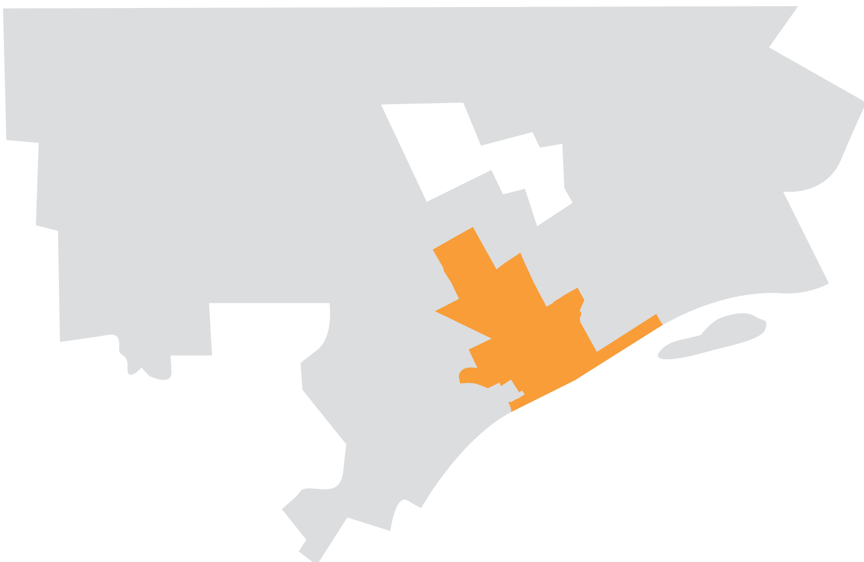
OVERVIEW

OVERVIEW

Greater Downtown Detroit is **7.2 SQ. MI.** in area. There are **36,550 people** or **5,076 people per SQ. MI.** The average per capita income is **$20,216.**

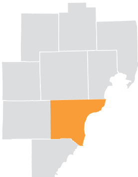
Greater Downtown Detroit

Square Miles: 7.2 SQ. MI.
Population: 36,550 people
Density: 5,076 People/SQ. MI.
Per Capita Income: $20,216



Nesting Geography Comparisons

Detroit
Square Miles: 139 SQ. MI.
Population: 713,777 people
Density: 5,144 People/SQ. MI.
Per Capita Income: $15,062



Wayne County
Square Miles: 612 SQ. MI.
Population: 1,820,584 people
Density: 2,974 People/SQ. MI.
Per Capita Income: $22,125

Southeast Michigan
Square Miles: 5,781 SQ. MI.
Population: 5,218,852 people
Density: 903 People/SQ. MI.
Per Capita Income: $27,169

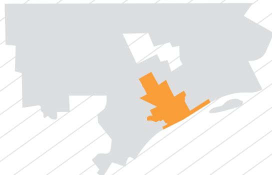
Michigan
Square Miles: 56,539 SQ. MI.
Population: 9,883,640 People
Density: 175 People/SQ. MI.
Per Capita Income: $25,135

Great Lakes
Square Miles: 414,398 SQ. MI.
Population: 83,805,970 people
Density: 202 People/SQ. MI.
Per Capita Income: $27,618

United States
Square Miles: 3,531,905 SQ. MI.
Population: 308,745,538 people
Density: 87 People/SQ. MI.
Per Capita Income: $27,334

City & City-Center Comparisons

(City-Center is 5.2% of City)



Greater Downtown Detroit
Square Miles: 7.2 SQ. MI.
Population: 36,550 people
Density: 5,076 People/SQ. MI.
Per Capita Income: $20,216

(City-Center is 3.9% of City)

Downtown Cleveland
Square Miles: 3.2 SQ. MI.
Population: 9,523 people
Density: 2,939 People/SQ. MI.

City of Cleveland
Square Miles: 82 SQ. MI.
Population: 396,815 people
Density: 4,839 People/SQ. MI.
Per Capita Income: $16,302

(City-Center is 6.0% of City)

Expanded City-Center Philadelphia
Square Miles: 8.1 SQ. MI.
Population: 164,333 people
Density: 20,188 People/SQ. MI.

City of Philadelphia
Square Miles: 135 SQ. MI.
Population: 1,526,006 people
Density: 11,304 People/SQ. MI.
Per Capita Income: $21,117

(City-Center is 2.3% of City)

Greater Downtown Pittsburgh
Square Miles: 1.3 SQ. MI.
Population: 4,064 people
Density: 3078 People/SQ. MI.

City of Pittsburgh
Square Miles: 58 SQ. MI.
Population: 305,704 people
Density: 5,270 People/SQ. MI.
Per Capita Income: $24,833

(City-Center is 5.8 % of City)

Downtown Minneapolis
Square Miles: 3.4 SQ. MI.
Population: 28,811 people
Density: 8,474 People/SQ. MI.

City of Minneapolis
Square Miles: 58 SQ. MI.
Population: 382,578 people
Density: 6,596 People/SQ. MI.
Per Capita Income: $29,551

(1.2) GREATER DOWNTOWN TIMELINE

1700's–1800's

1701: Antoine de la Mothe Cadillac founded Fort Pontchartrain du Detroit

1806: City of Detroit incorporated

1837: State of Michigan admitted into Union

1868: Detroit Medical College founded out of Harper Hospital Physicians; later became Wayne State University

1883: First electrical street lights installed

1885: Detroit Institute of Arts founded

1869: Hammond Building completed, the first skyscraper at 12 stories tall

1869: Olds, the first mass producer of automobiles in the U.S., moved to Detroit

1900's

1903: Ford Motor Company launched with $28,000 from 12 investors

1906: College for Creative Studies founded as the Society of Arts and Crafts on Watson Street

1909: First mile of concrete highway paved along Woodward Avenue

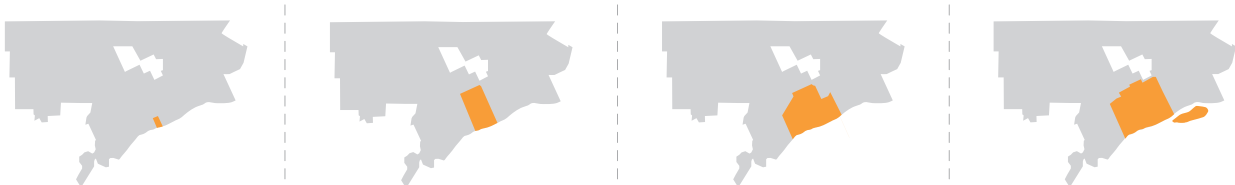
1909: Ford Building, Detroit's first modern skyscraper completed, at 23 stories tall

1912: Dime Building opened at 23 stories; it's later renamed the Chrysler House in 2012

1912: Tiger Stadium opened as Navin Field, home to the Detroit Tigers and Lions

1915: Henry Ford Health Systems established

Detroit Annexation and Growth, 1810–1930



1810 1840 1860 1880

1900's

1923: General Motors relocated HQ to New Center along Grand Blvd

1924–30: Over a third of the tallest buildings in Detroit constructed

1925: Site of the J.L. Hudson Co. on State and Woodward recorded as the busiest corner in the U.S. with 1.2 million people crossing during an 18-hour period

1929: The Ambassador Bridge completed, connecting Detroit to Windsor, Canada

1930: Detroit–Windsor Tunnel completed

1930–33: Great Depression

1940 Population: 1,623,452 people

1900's

1940–45: U.S. participation in World War II

1942: Davison Freeway/M-8 opened as the first urban depressed freeway in the U.S.

1950 Population: 1,849,568 people

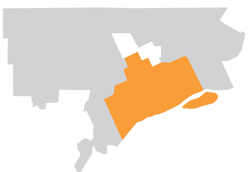
1953: John C. Lodge Freeway/M-10 opened with the first full freeway-to-freeway interchange in U.S. at Edsel Ford Freeway/I-94

1955: Edsel Ford Freeway/I-94 completed to connect I-96 across Downtown to Russell Street

1960 Population: 1,670,144 people

1960: Cobo Center and Arena completed

1963: First 2.7 miles of the Walter P. Chrysler Freeway/I-75 opened, destroying Detroit's "Black Bottom" neighborhood



1900

1920

1930 – PRESENT

(1.2) GREATER DOWNTOWN TIMELINE

1900's

1967: Detroit Riots

1967: Fisher Freeway/I-75 completed between Gratiot and Rosa Parks connecting I-375, M-10 and I-96

1970 Population: 1,511,482 people

1973: Mayor Coleman Young, Detroit's first black mayor, elected

1976: City of Detroit Downtown Development Authority created

1977: Renaissance Center completed at 73 stories at its center and 39 stories at its four towers

1979: Joe Louis Arena completed, home of the Detroit Red Wings

1980 Population: 1,203,339 people

1987: Detroit People Mover opened

1990 Population: 1,027,974 people

1993: One Detroit Center completed, the tallest building in the 1990's, standing at 43 stories

1999: Motor City Casino completed

2000's

2000 Population: 951,270 people

2000: Comerica Park opened, home of the Tigers

2002: Ford Field opened, home of the Lions

2003: Compuware World HQ completed at 16 stories; Compuware moved Downtown

2003: Detroit Riverfront Conservancy renovation of 5.5 miles of riverfront property began

2004: GM HQ moved to Renaissance Center: $500M

2004: Campus Martius Park re-established: $20M

2005: Major League Baseball's All-Star Game hosted at Comerica Park

2006: Super Bowl XL hosted at Ford Field

2007: MGM Grand Casino completed

2007–11: Economic Recession

2008: Book Cadillac Hotel and Fort Shelby Hotel renovations completed: $200M and $90M

2008: Auto industry received federal aid

2009: Greektown Casino Hotel completed, the most recent skyscraper at 30 stories

2000's

2009: NCAA Final Four basketball tournament held at Ford Field

2010 Population: 713,777 people

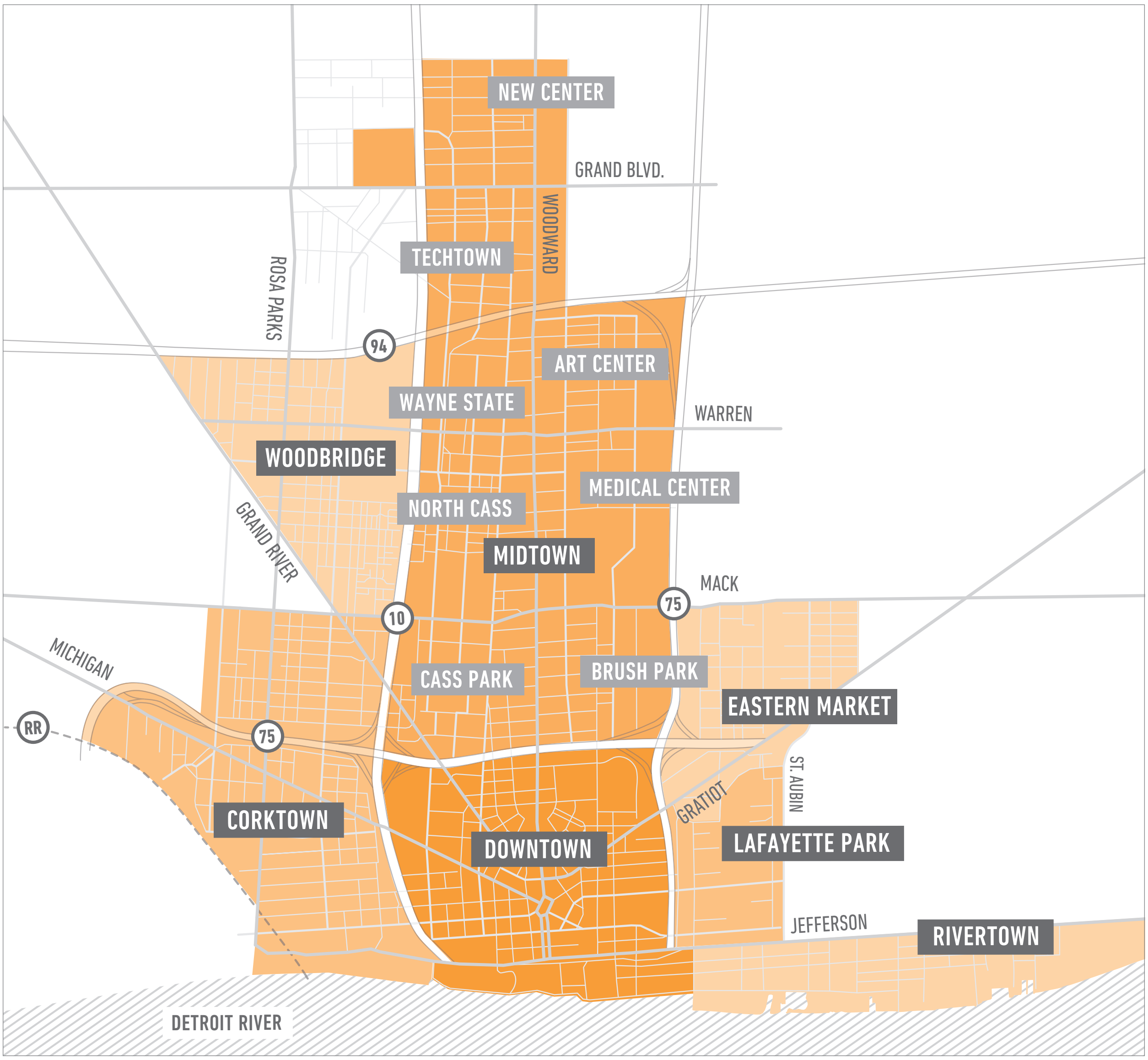
2010: Quicken Loans HQ moved to Compuware

2010: Henry Ford Health System announced $500M expansion

2010: Detroit Medical Center sold to Vanguard; $850M campus renovation announced

2011: Detroit/Wayne County Port Authority development completed, $22M

(1.3) GREATER DOWNTOWN BY NEIGHBORHOOD



DOWNTOWN/CENTRAL BUSINESS DISTRICT

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. Major employers, many of which relocated to Downtown in the past decade, include General Motors, DTE Energy, Blue Cross Blue Shield of Michigan, Compuware, and the Rock/Quicken family of companies. Downtown Detroit is the longtime home of the city and county governments as well as the region's major financial, legal, accounting, and consulting firms. Recently, young tech and creative industry firms have joined the growing neighborhood, adding youth and vibrancy to the core of the city.

Demand for housing has followed jobs. The area's residential offerings—mostly apartments and condos in mid- and high-rises—are 97 percent occupied.

Downtown is the city's entertainment center, boasting the second largest theater district in the country, with 13,000 seats. It is home to the Fox, Fillmore, and Gem theaters, as well as the Detroit Opera House. In addition, Downtown houses a number of casinos and nearly 150 bars and restaurants. Thousands of sports fans come Downtown to cheer on the Red Wings, Tigers, and Lions.

Downtown welcomes millions of visitors each year, and has more than 3,500 hotel rooms to lodge them. Its historically and architecturally significant skyscrapers, like the Guardian and Penobscot buildings, draw many visitors and hundreds of thousands of people visit Cobo Hall for annual conventions, including the North American International Auto Show.

Downtown's Campus Martius Park comes alive with seasonal events and festivities. In the winter, it is home to the city's Christmas tree and an ice skating rink, and in the summer, it is a vibrant public park for outdoor dining, movies, and live music. Major festivals like Detroit River Days, Movement Electronic Music Festival, and Detroit International Jazz Festival draw a host of visitors all summer long.

Downtown Detroit is bounded by the Lodge (M-10), Fisher (I-75), and Chrysler (I-375) freeways, and the Detroit River.

Downtown is the city's entertainment center, boasting the second largest theater district in the country, and is home to nearly 150 bars and restaurants.

MIDTOWN

Hosting two million annual visitors and a daytime population of 50,000, 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 re-imagined 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 **two-square-mile district** is home to restaurants, galleries, community gardens, and markets. Midtown is one of the city's most walkable communities.

The cultural capital 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 **95 percent occupied.**

Midtown is generally defined as the area between the Chrysler (I-375), Lodge (M-10) and Fisher (I-75) freeways and a northern boundary passing Grand Boulevard.

The two-square-mile Midtown district houses restaurants, galleries, community gardens and markets, making it one of the city's most walkable communities.

NEW CENTER

New Center 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 their 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.

New Center has a rich architectural history. Both the Fisher Building and Cadillac Place are National Historic Landmarks. Residential options in New Center include market-rate condominiums, single-family homes, duplexes, and mid-rise multi-unit residential buildings. The area is attractive for its varied retail, restaurants, and entertainment venues, such as the Fisher Theater and the newly renovated New Center Park, a three-season outdoor concert venue.

As the northern anchor of Midtown, New Center is located north of the Ford Freeway (I-94), west of John R. Street, and adjacent to the historic Virginia Park neighborhood on the north and Henry Ford Health System's main campus on the west.

WOODBRIDGE

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 the area's only veterinary clinic, is just south of the city's recycling center, and is adjacent to Midtown's grocery stores and bakeries.

Woodbridge sits along Trumbull Avenue on the western edge of Wayne State University and Midtown, bordered by the Ford (I-94) and John Lodge (M-10) freeways to the north and east, and Grand River Avenue to the south and west.

EASTERN MARKET

Eastern Market hosts the **oldest continuously operating public market in the United States,** founded in 1891. It hosts 250 food vendors and merchants at a year-round Saturday public market, as well as the seasonal Tuesday Market from July to October. On any given Saturday, as many as **40,000 customers** shop for fruits, vegetables, specialty foods, flowers, and more—most from the local farms of Michigan, Ohio, and Ontario.

Nearby are retail shops, restaurants, a community garden, and access to the River Walk via the Dequindre Cut Greenway.

During special events, such as the annual Flower Day, there are more than 200,000 visitors. Eastern Market is also the largest tailgating location for Ford Field, attracting approximately 3,000 Detroit Lions football fans at 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. Like other areas of Greater Downtown, these locations are currently **occupied at 95 percent.**

Eastern Market is located northeast of Downtown, just north of the Gratiot Avenue Corridor.

Constructed through the late 1950s and early 1960s, Lafayette Park contains a **19-acre district designed by famed architect Mies Van der Rohe.** The district is listed on the National Register of Historic places and is the largest concentration of Van der Rohe's work, demonstrating the simple International style of architecture.

Low-rise townhomes and high-rise apartment towers are complemented by open landscaped space, a small 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 residential options and proximity to other Greater Downtown neighborhoods and amenities draw **ethnically and socioeconomically diverse families, many of whom are longtime residents.**

Lafayette Park is located directly east of the Central Business District, south of Eastern Market, west of St. Aubin Street and north of Jefferson Avenue. The Dequindre Cut Greenway connects the neighborhood to Rivertown's River Walk to the south and Eastern Market to the north.

RIVERTOWN

A central feature of Rivertown is 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 rentals and tours.

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.

Rivertown is located between one of Detroit's major thoroughfares, Jefferson Avenue, and the Detroit River. It extends east from Downtown's Renaissance Center to Belle Isle's MacArthur Bridge.

CORKTOWN

For sources, notes & definitions, see page 74.

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 **federal-style row houses, Victorian single-family homes, and new housing, as well as loft conversions and a high-rise residential development.** Although Corktown lacks sizable commercial office space, it is beginning to see the development of small shared commercial and live/work spaces to complement the small office and light industrial uses on the southern and western ends of the neighborhood. Locally owned bars and restaurants line Michigan Avenue through Corktown, anchored by the popular Slows Bar BQ, and North Corktown is the site of one of Detroit's three casinos, MotorCity Casino, as well as the city's only hostel.

Corktown is the site of many of Detroit's community and cultural activities. Roosevelt Park sits at the foot of Detroit's most famous vacant building, the grand Michigan Central Station, and in recent years, it has been the focus of community efforts to revitalize and program public space. 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 5,000 bike riders in 2012 for a 30-mile ride throughout the city.

Corktown sits to the west of Downtown. The Fisher Freeway/I-75 splits Corktown and North Corktown.

SECTION TWO

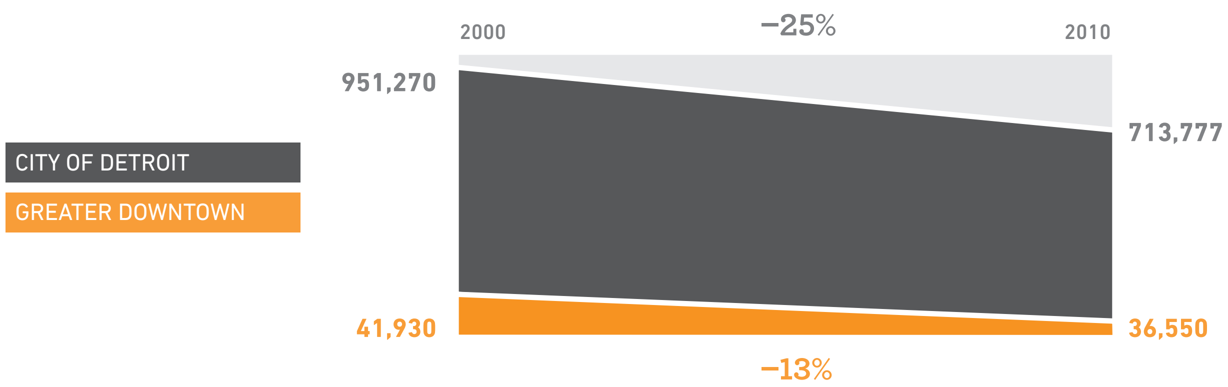
PEOPLE

PEOPLE

POPULATION

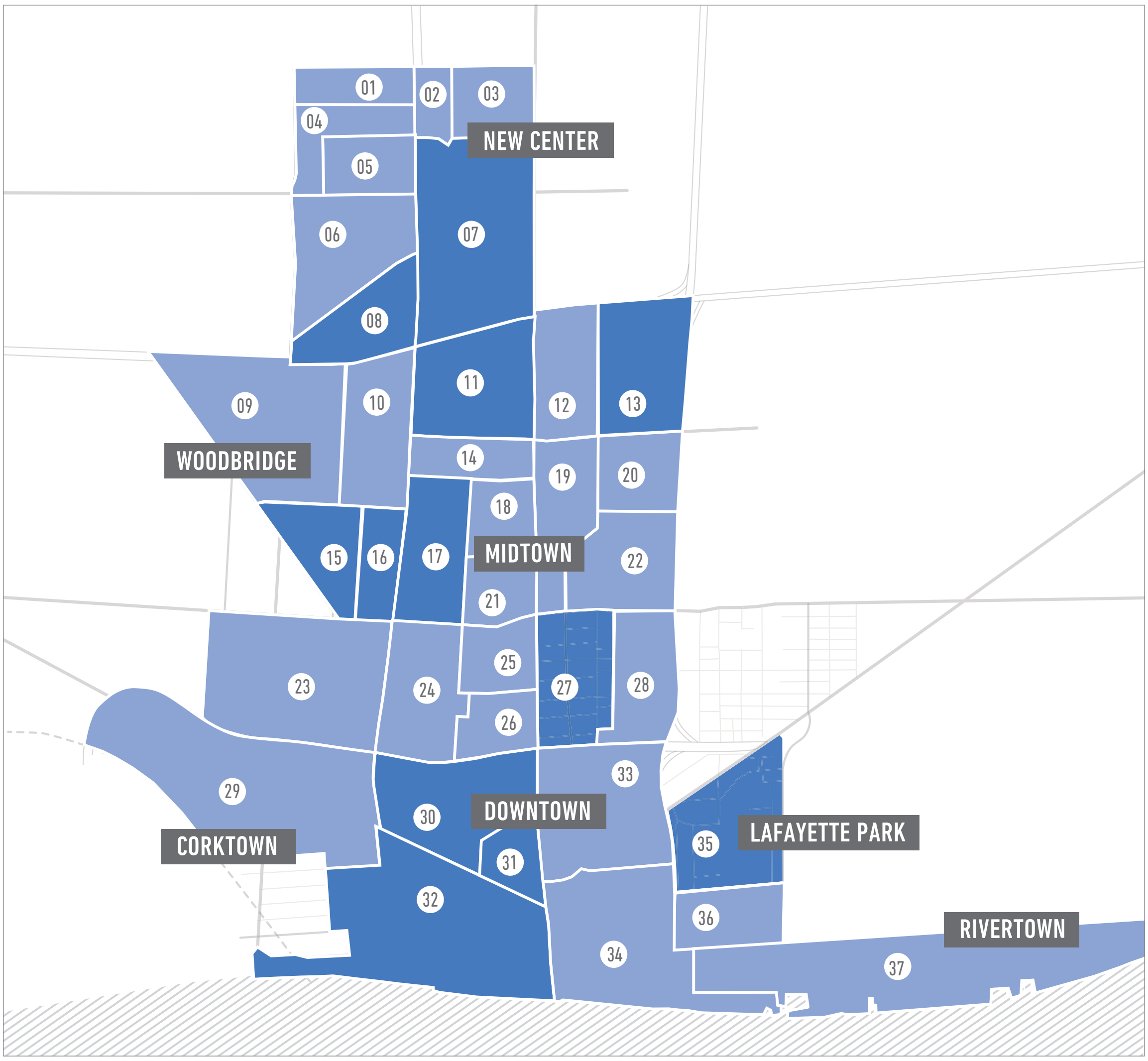
While Detroit experienced a **25% population loss** between 2000 and 2010, Greater Downtown's population declined at **half that rate.**

(2.1/2.2) City of Detroit/Greater Downtown Population Change, 2000–2010



AREA	2000	2010
CITY OF DETROIT	951,270	713,777
GREATER DOWNTOWN	41,930	36,550

(2.2) Greater Downtown Population Change, 2000–2010



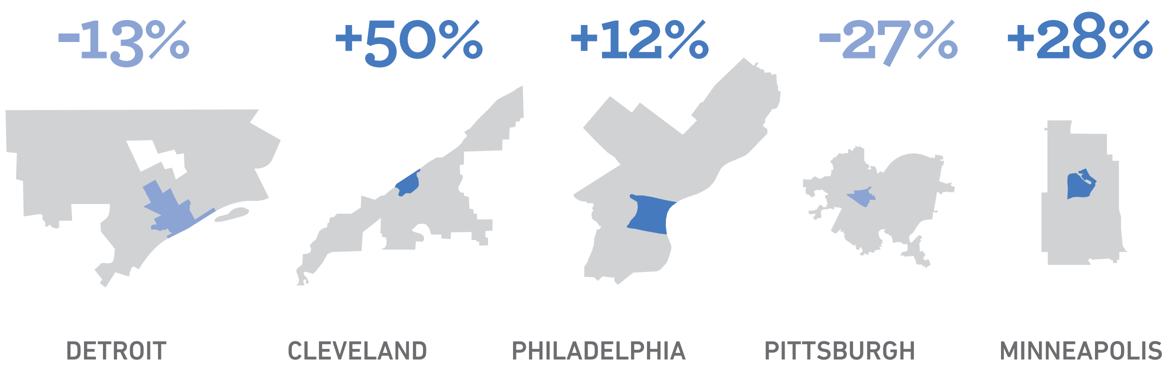
POPULATION GAIN

POPULATION LOSS

New Center	Woodbridge	17: +06%	Downtown	Rivertown
01: -33%	09: -06%	18: -01%	30: +29%	37: -06%
02: -19%	10: -15%	19: -10%	31: +9%	
03: -41%	15: +07%	20: -16%	32: +24%	Corktown
04: -10%	16: +493%	21: -22%	33: -64%	23: -13%
05: -69%		22: -06%	34: -25%	29: -05%
06: -61%	Midtown	24: -79%		
07: +24%	11: +41%	25: -26%	Lafayette	
08: +18%	12: -05%	26: -43%	Park	
	13: +39%	27: +94%	35: +05%	
	14: -30%	28: -36%	36: -20%	

POPULATION & HOUSEHOLDS SIZE

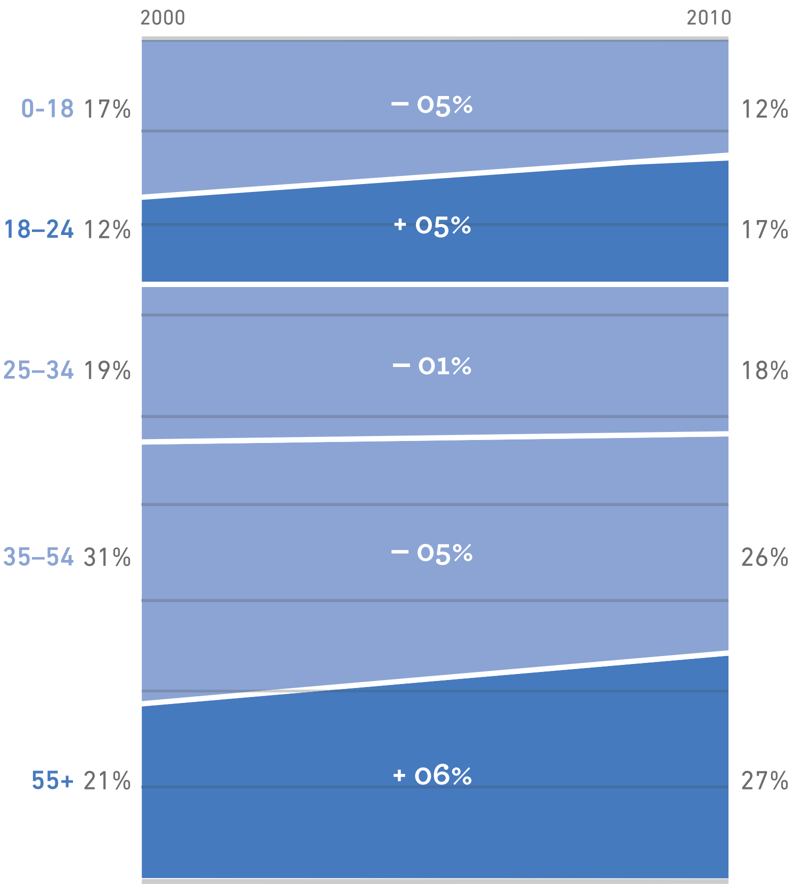
(2.3) City-Center Population Change, 2000–2010



(2.4) Average Household Size in Greater Downtown, 2000–2010

In 2000, the average household size in Greater Downtown was **1.76 people.** In 2010, that number decreased slightly (–7%) to an average household size of **1.63 people.**

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



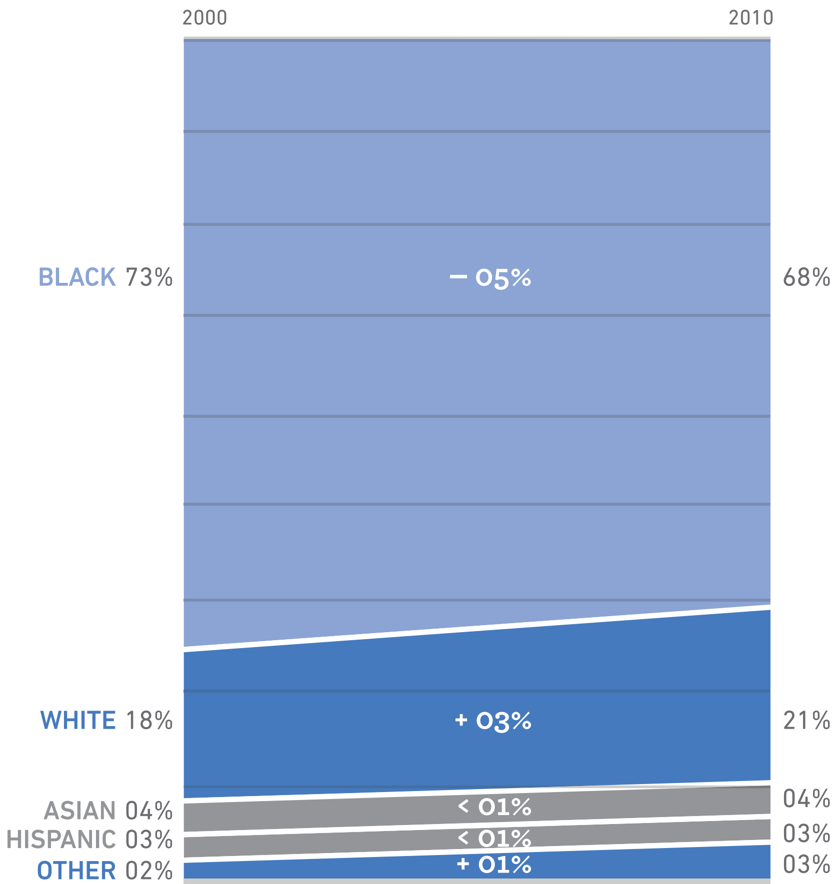
AGE	2000	2010
0–18	17%	12%
18–24	12%	17%
25–34	19%	18%
35–54	31%	26%
55+	21%	27%

POPULATION GAIN

POPULATION LOSS

Greater Downtown continues to be racially diverse, with black residents accounting for the racial majority (68%). Between 2000 and 2010, the black population **declined,** the white population **increased,** and Asian and Hispanic populations **remained steady.**

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

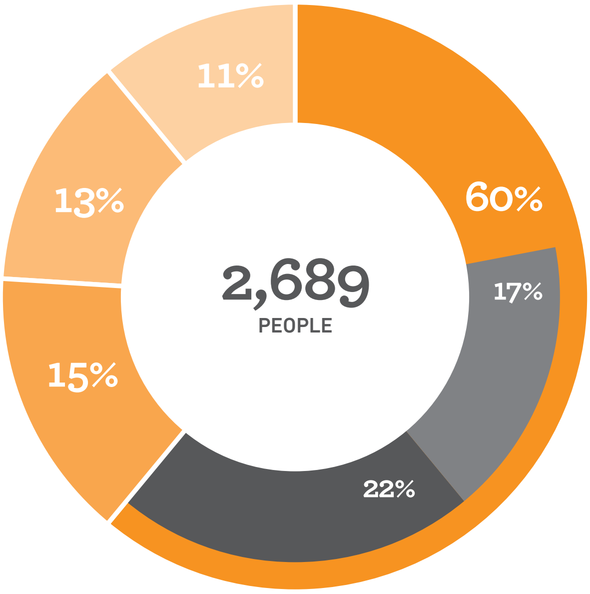


RACE	2000	2010
BLACK	73%	68%
WHITE	18%	21%
ASIAN	04%	04%
HISPANIC	03%	03%
OTHER	02%	03%

POPULATION GAIN
POPULATION LOSS

FOREIGN-BORN

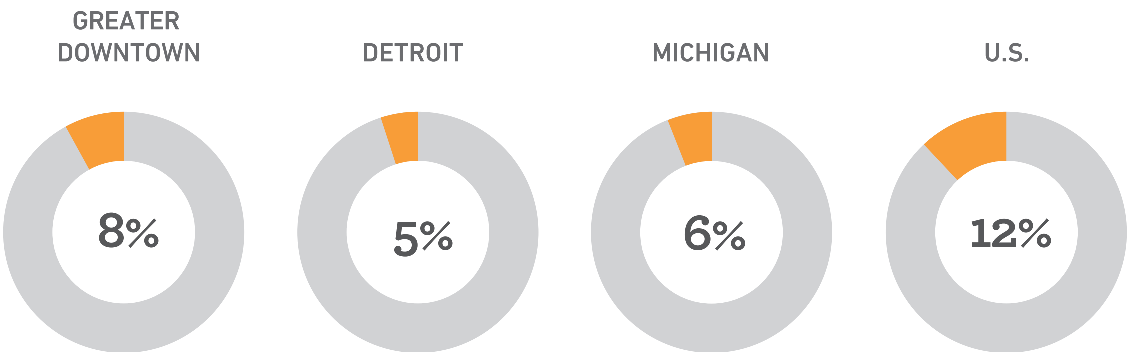
(2.7) Foreign-Born Population in Greater Downtown, by Continent and Countries of Origin, 2010



CONTINENT	PERCENT
ASIA	60%
AFRICA	15%
AMERICAS	13%
EUROPE	11%

Countries with the greatest representation are India (22%) and China (17%), respectively.

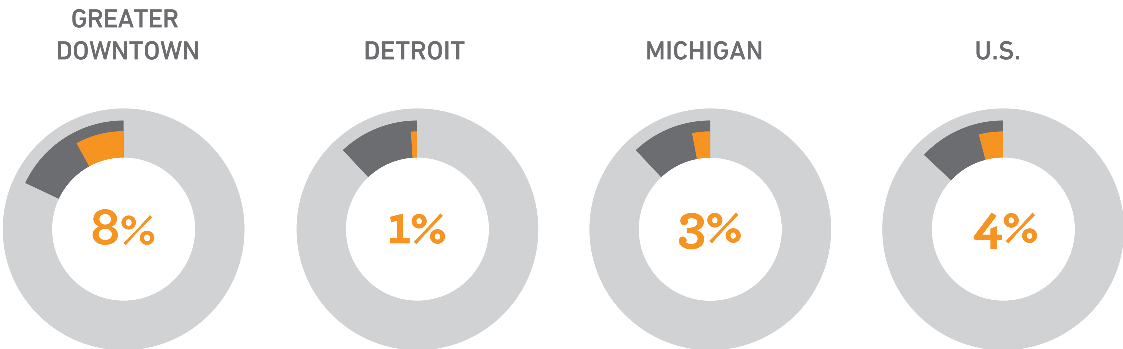
(2.8) Foreign-Born, as a Share of Total Population, Nesting Geography Comparisons, 2010



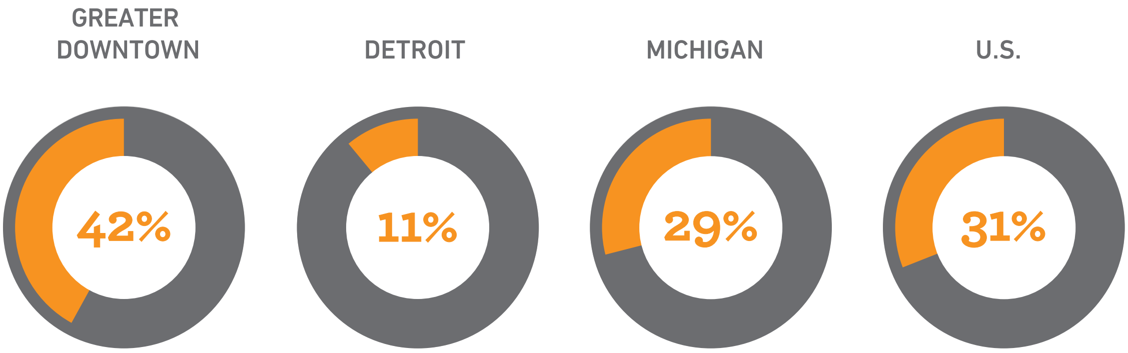
YOUNG & COLLEGE-EDUCATED

TOTAL POPULATION
25-34 POPULATION
25-34 AND EDUCATED

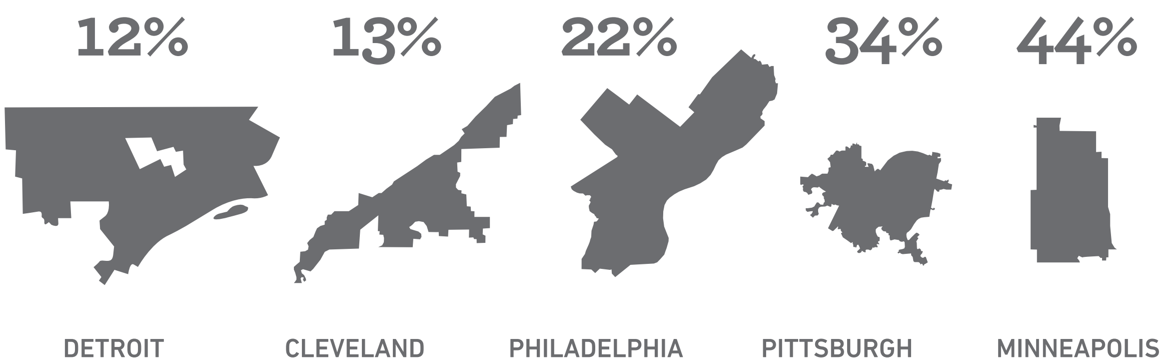
(2.9) Age 25–34 and College-Educated, of the Total Population, 2006–2010



(2.10) College-Educated, of the 25–34 Population, 2006–2010

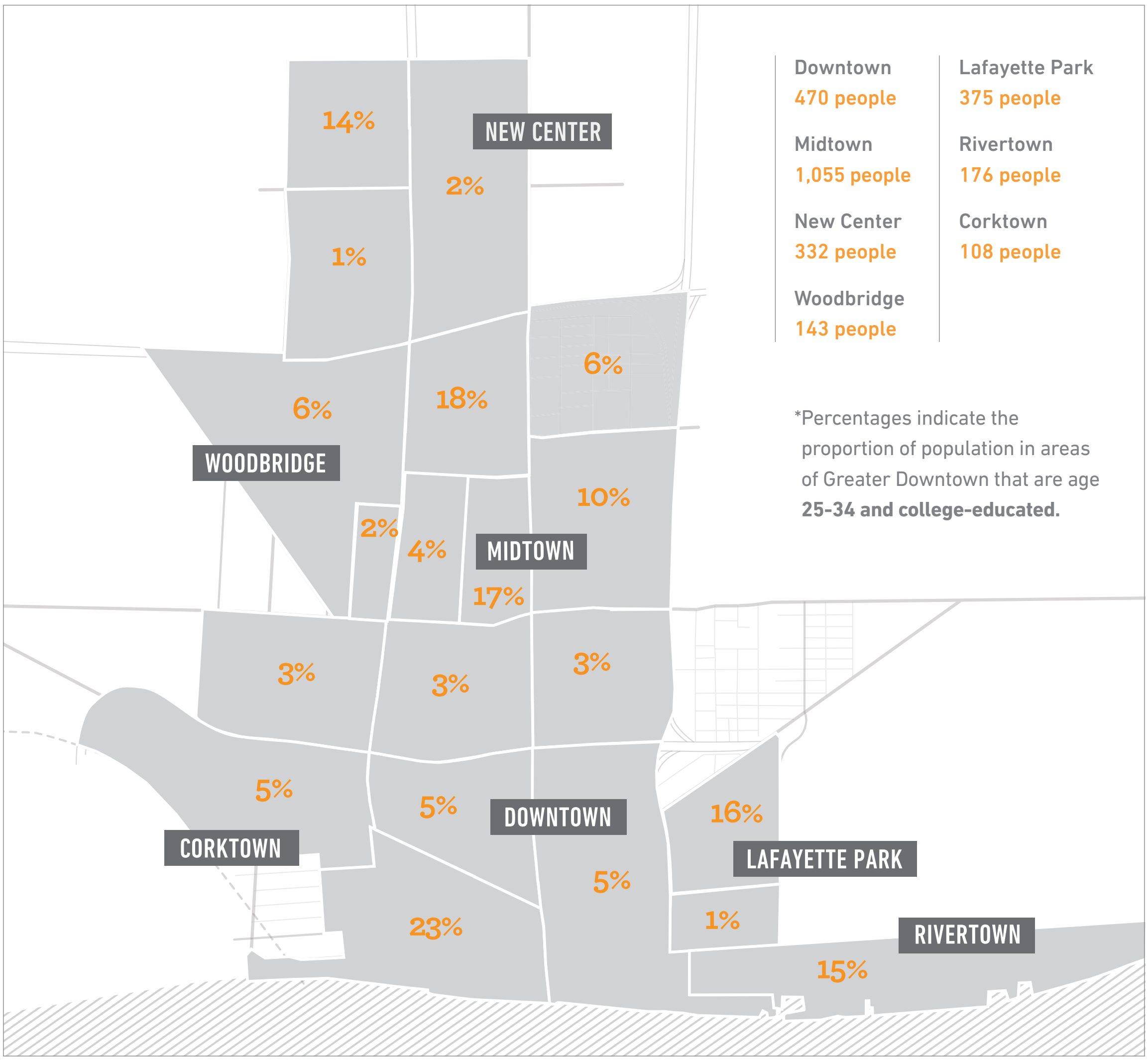


(2.11) College-Educated, of the Age 25 and Over Population, 2006–2010



RESIDENCE OF YOUNG PROFESSIONALS

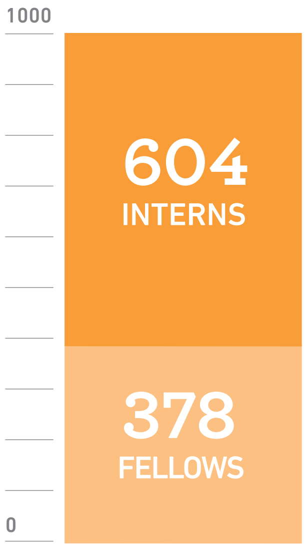
(2.12) Residence of Age 25–34 and College-Educated, 2006–2010



2,659 25–34 year-olds with a bachelor's degree or higher reside in Greater Downtown. **Downtown, Midtown and Lafayette Park** have the highest concentrations of young and college-educated residents.

PROGRAMS FOR YOUNG PROFESSIONALS

(2.13) **9,110 young professionals** applied to various fellowships and/or internships in 2011. **982 young professionals** were selected to work **three months to two years** for Detroit-area employers or programs.



604 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.**

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

(2.14) ANCHOR ACADEMIC INSTITUTIONS, 2012

WSU PUBLIC UNIVERSITY

1

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

29,000 STUDENTS

REPRESENTING **50 STATES**

AND **70 COUNTRIES**

$320 MILLION

in investments in capital projects since 2006.

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

Research: 1 of only 3 public urban universities recognized for their research by the Carnegie Foundation for the Advancement of Teaching. Wayne State ranks among the highest in research expenditures at public universities, with research dollars totaling $254 million, largely attributed to WSU's renowned School of Medicine.

CCS PRIVATE ART & DESIGN COLLEGE

2 1

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.

1,404 STUDENTS

REPRESENTING **27 STATES**

AND **13 COUNTRIES**

$145 MILLION

campus expansion project began in 2008.

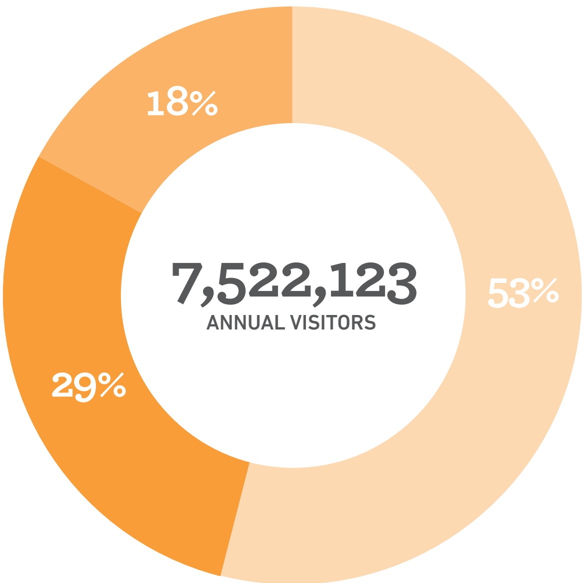
456 students on-campus in two buildings, currently at full occupancy.

Design: Named one of the top design schools in the world by Business Week. CCS offers state-of-the-art facilities and is an epicenter of Detroit's emerging creative economy. It serves as a major supplier of talent to the region and draws attention from the top professionals and creative industries from around the world.

VISITORS & VENUES

10.5 million people visit Greater Downtown each year to attend theaters, cultural institutions, sporting events, special events and public markets. The areas with the most visitors annually are **Downtown (7.5 M), Midtown (1.7 M) and Eastern Market (1 M).**

(2.15) Downtown Total Annual Visitors, 2011



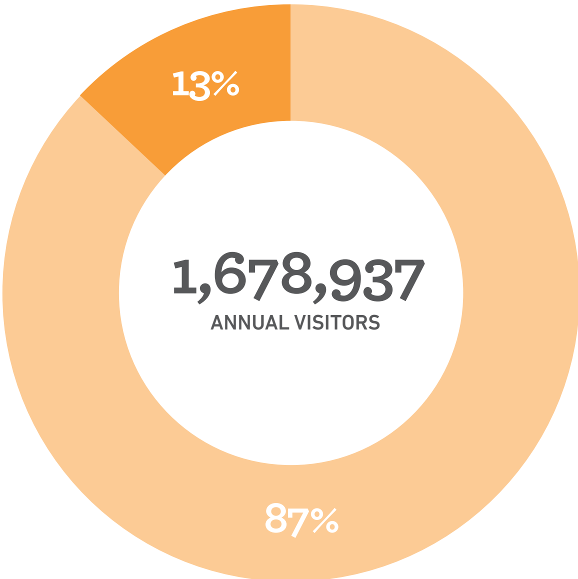
MONTH	ACTIVITY
JAN.	N.A.INT. AUTO SHOW
FEB.	WINTER BLAST
JUN.	RIVER DAYS
JUN.	TARGET FIREWORKS
SEP.	INT. JAZZ FESTIVAL

Each year, nearly **4 million people** attend a sporting event (53%), **2.1 million people** attend a special event (29%) and **1.4 million people** visit the theater (18%).

Event Venues Maximum Capacity

In total, 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), Music Hall (1.7K) and Gem Theatre (450).

(2.16) Midtown Total Annual Visitors, 2011



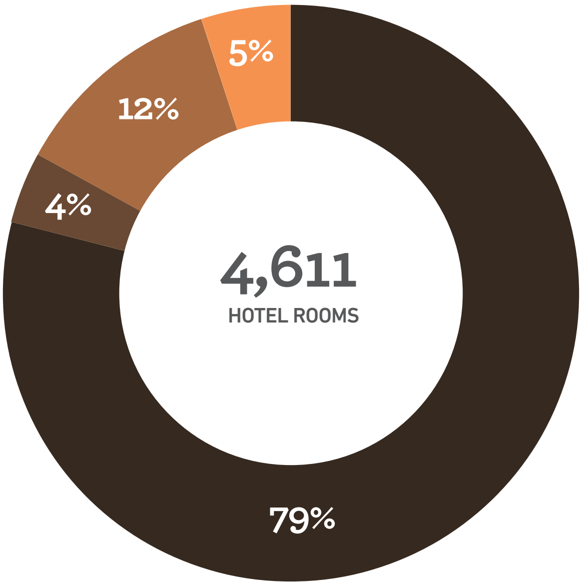
MONTH	ACTIVITY
APR.	ART X
JUL.	CONCERT OF COLORS
SEP.	DALLY IN THE ALLEY
OCT.	DLECTRICITY
DEC.	NOEL NIGHT

Each year, nearly **1.5 million people** visit Midtown to experience a cultural institution (87%), and **215,000 people** visit to attend a special event (13%).

(2.17) Eastern Market Total Annual Visitors, 2012

It is estimated that nearly **a million visitors** find their way to Eastern Market each year.

(2.18) Hotels by Neighborhood, 2012



NEIGHBORHOOD	# OF ROOMS
DOWNTOWN	3,661 ROOMS
MIDTOWN	164 ROOMS
CORKTOWN	548 ROOMS
RIVERTOWN	238 ROOMS

(2.19) Annual Hotel Occupancy, 2012

As of 2012, there were **4,611 hotel rooms** in Greater Downtown Detroit. The annual hotel occupancy increased by **5.6%** between **2010 (54%)** and **2011 (60%).**

For sources, notes & definitions, see pages 75–76.

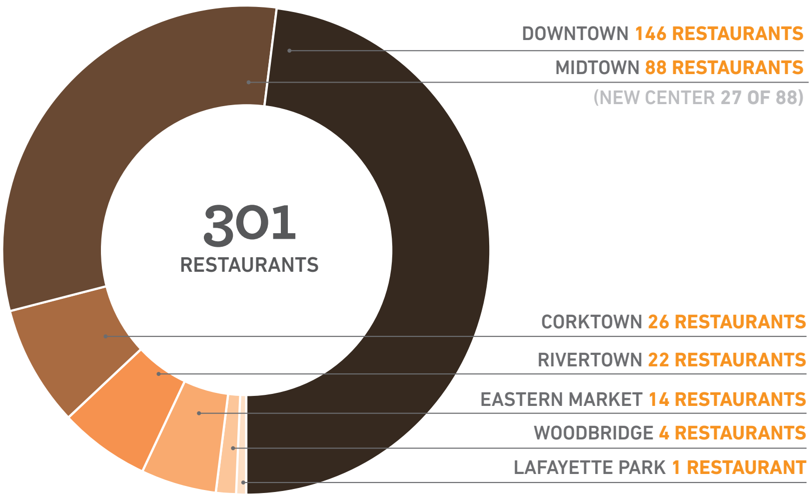
SECTION THREE

PLACE

PLACE

Restaurants: (301) Outdoor Dining Locations: (49) Retail Establishments: (300) Grocery Stores/Markets: (6) Cultural Institutions: (77) K-12 Schools: (29) Parkland: (108 acres) Bike Lanes: (16 miles) Greenways: (11 miles)

(3.1) Number of **Restaurants and Outdoor Patios** in Greater Downtown

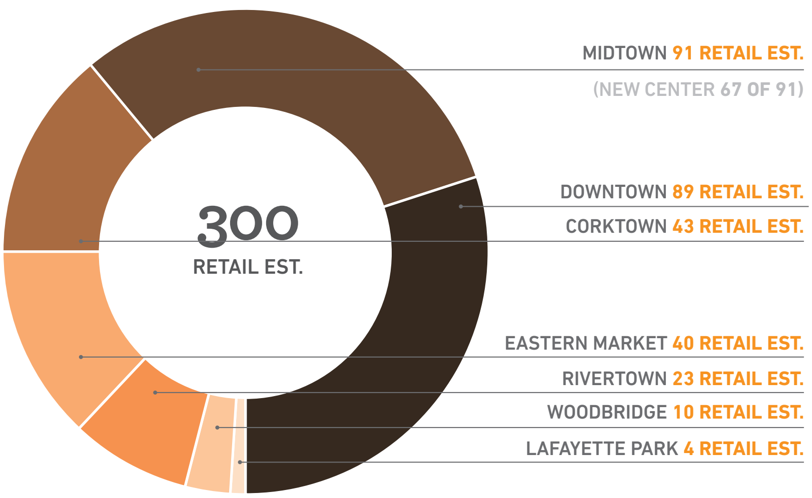


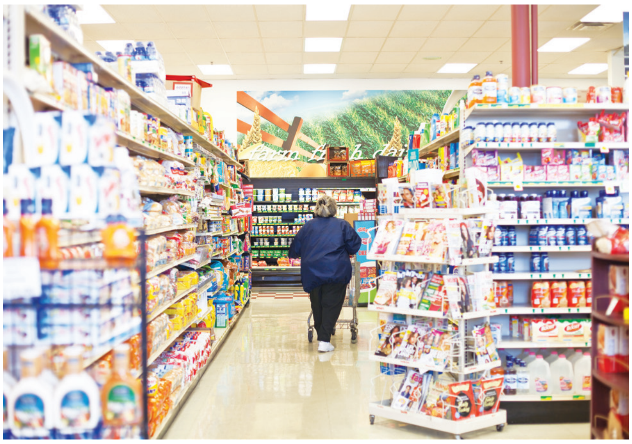
OF THE 301 RESTAURANTS IN GREATER DOWNTOWN, **49 HAVE OUTDOOR DINING:**

DOWNTOWN (29)
MIDTOWN (7)
CORKTOWN (7)
RIVERTOWN (3)
EASTERN MARKET (2)
WOODBRIDGE (1)

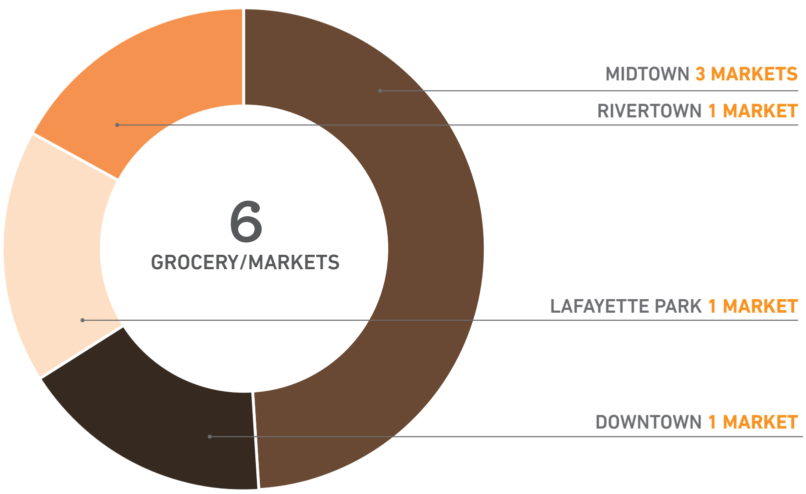
There are **301 restaurants** and **300 retail establishments** in Greater Downtown. Downtown houses the majority of restaurants (146) and Midtown houses the majority of retail (91).

(3.2) Number of **Retail Establishments** in Greater Downtown





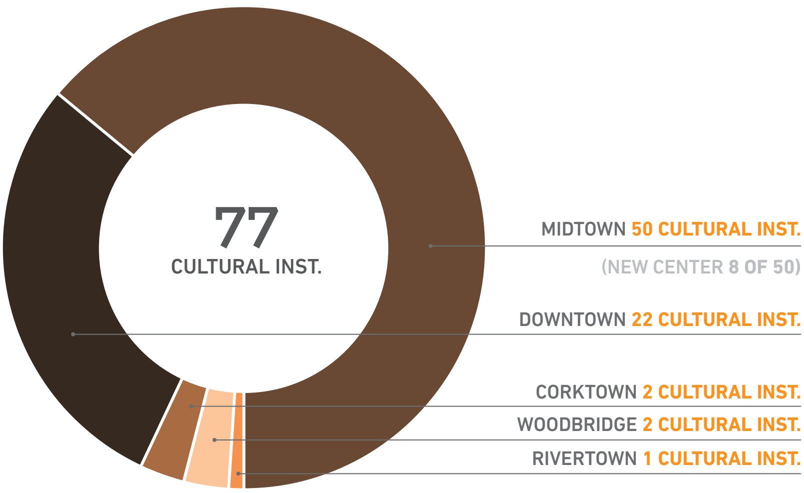
(3.3) Number of **Grocery Stores/Markets** in Greater Downtown



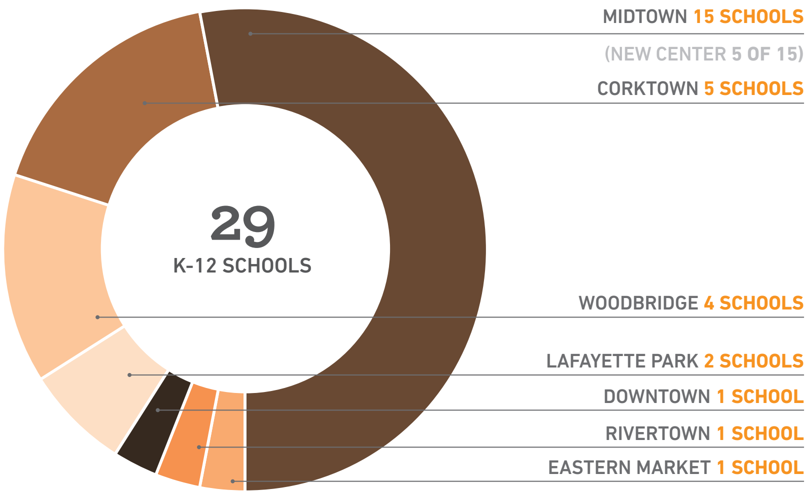
There are **6 full-service grocery stores/markets** in Greater Downtown.

There are **29 K-12 schools** and **77 cultural institutions** (universities, museums, galleries) in Greater Downtown.

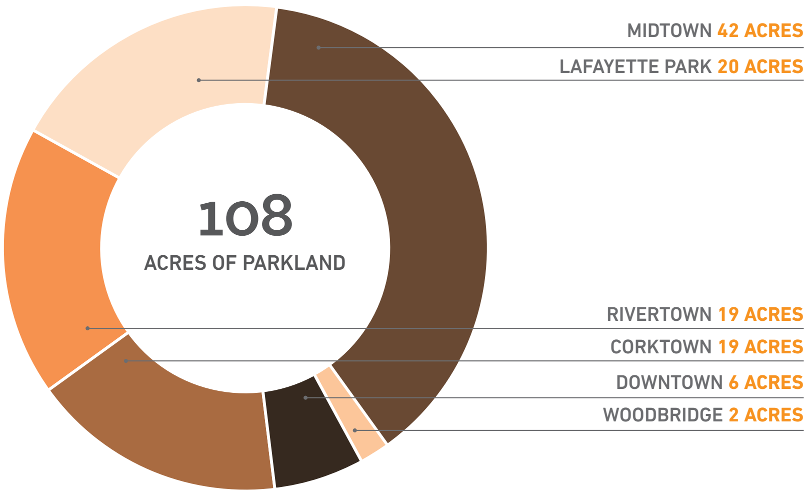
(3.4) Number of **Cultural Institutions** in Greater Downtown



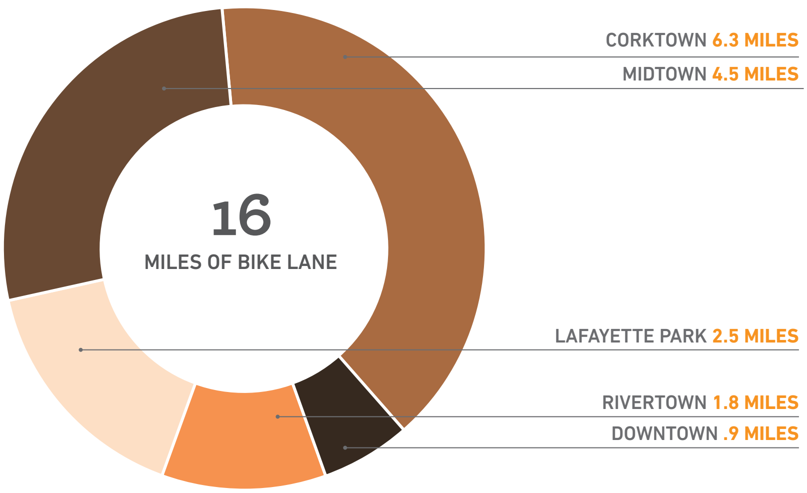
(3.5) Number of **K-12 Schools** in Greater Downtown



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

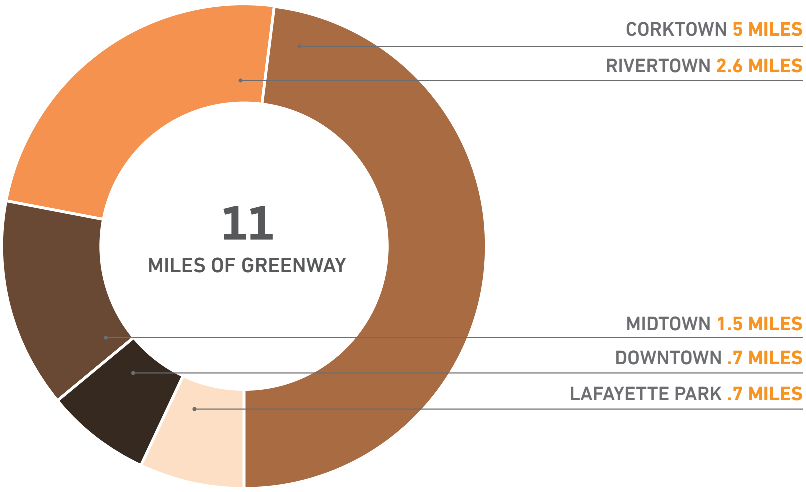


(3.7) Miles of **Bike Lanes** in Greater Downtown



Over 25 miles of bike lanes and greenway, and over 108 acres of parkland exist in Greater Downtown.

(3.8) Miles of **Greenway** in Greater Downtown



(3.9) Locations of Pedestrian and Bicycle Counts

On a typical weekday afternoon, nearly **2,000 pedestrians** and over **80 bicycles** per hour pass key blocks in Midtown and Downtown.

(3.9) **Pedestrian Count** in Greater Downtown (During a Two-Hour Peak Period), 2012

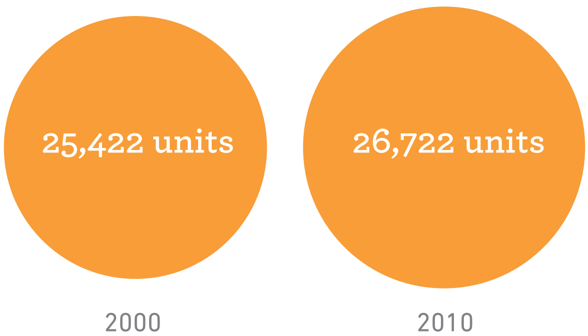
Downtown: 1,515 people
Midtown: 275 people
New Center: 1,560 people
Woodbridge: 85 people
Corktown: 339 people
Eastern Market: 633 people

(3.9) **Bicycle Count** in Greater Downtown (During a Two-Hour Peak Period), 2012

Downtown: 38 bicycles
Midtown: 75 bicycles
New Center: 40 bicycles
Woodbridge: 12 bicycles
Corktown: 21 bicycles
Eastern Market: 10 bicycles

UNITS & OCCUPANCY

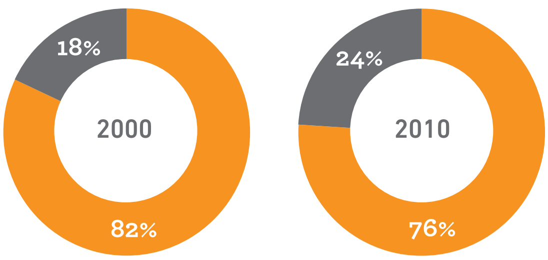
(3.10) Number of Housing Units in Greater Downtown, 2000–2010



+1,300

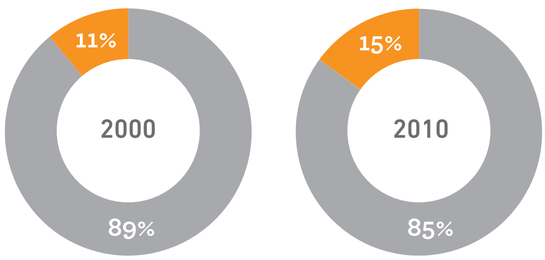
Between 2000 and 2010 the number of housing units in Greater Downtown increased by **1,300 units, or 5%.**

(3.11) Occupied and Vacant Housing Units, as a Share of All Housing Units



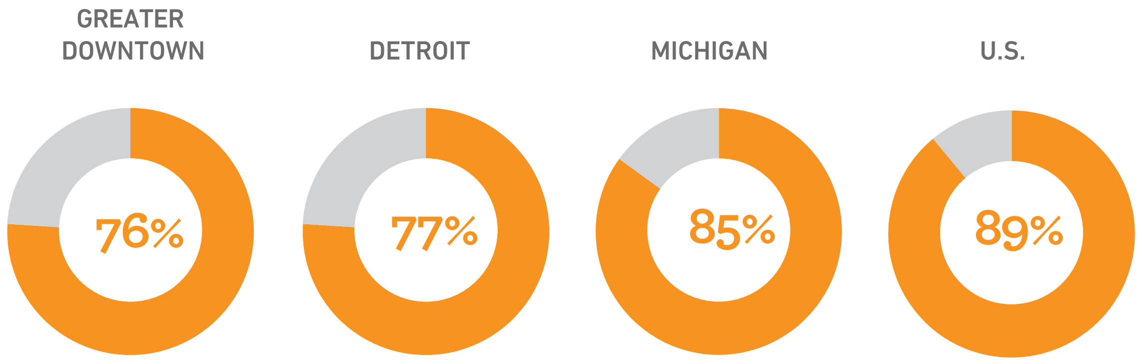
UNITS	2000	2010
OCCUPIED	20,720	20,203
VACANT	4,680	6,519

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

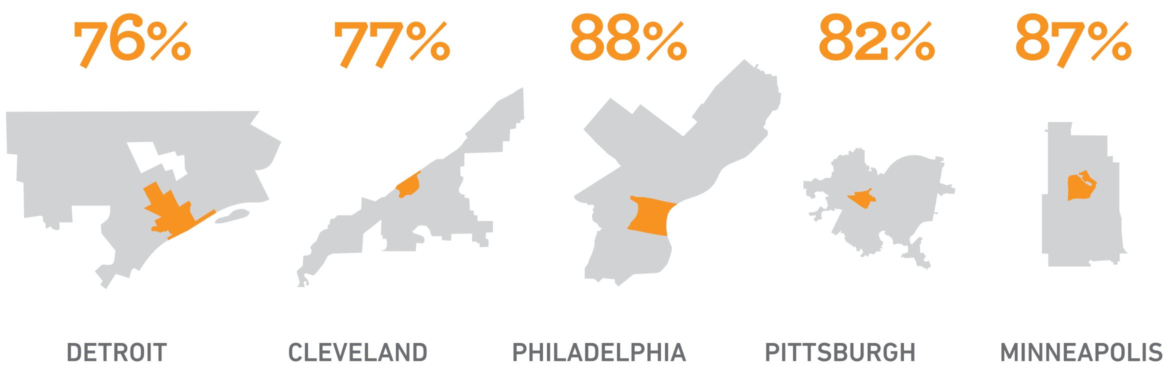


OCCUPIED	2000	2010
OWNER	2,230	3,053
RENTER	18,490	17,150

(3.13) Occupied Housing Units, Nesting Geography Comparisons, 2010



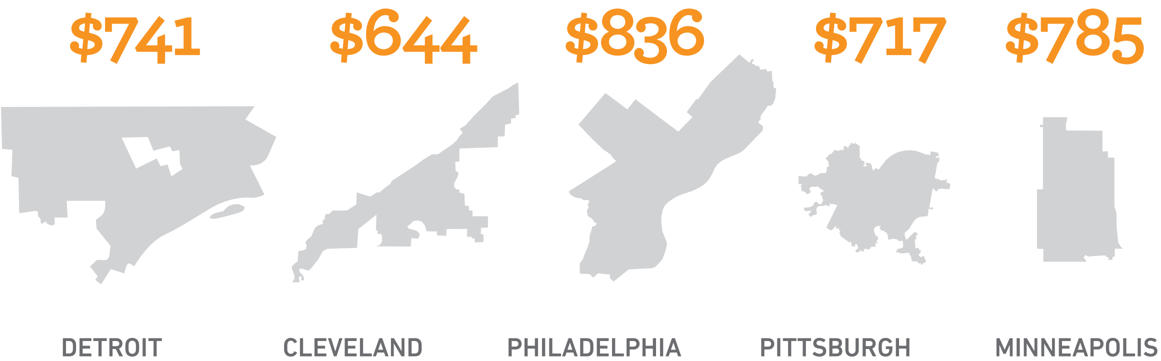
(3.14) Occupied Housing Units, City-Center Comparisons, 2010



(3.15) Rental Unit Occupancy, Downtown and Midtown, 2012

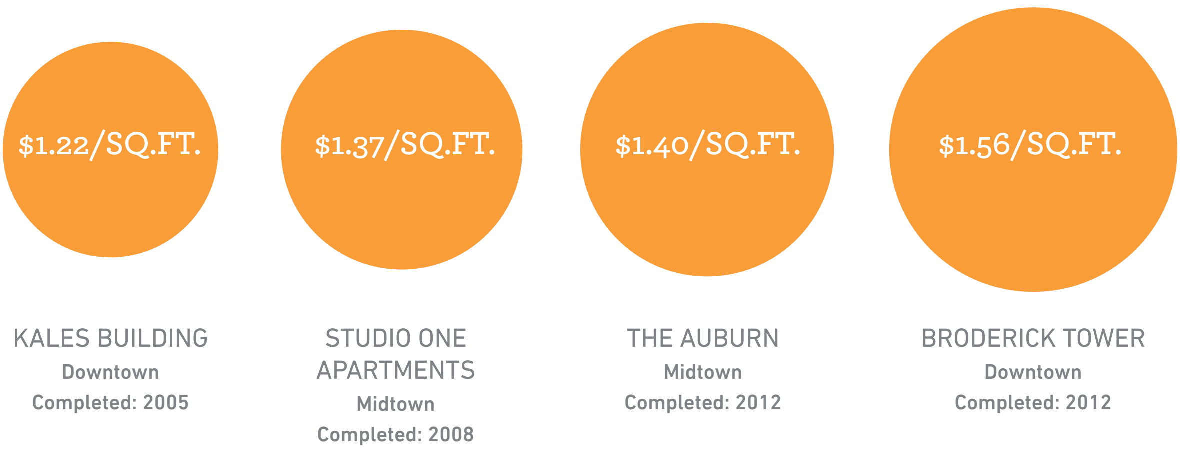
Of the available rental units in Downtown and Midtown, **97% and 95%** were fully occupied in 2012.

(3.16) Median Gross Rent, City Comparisons, 2010



(3.17) In 2012, **$615 was the median gross rent** in Greater Downtown. Rent costs in Midtown were between **$325 and $2,500** while rent costs in Downtown were between **$475 and $5,100.**

(3.18) Rental Rates of Downtown and Midtown New Construction (per SQ.FT.), 2005–2012



For sources, notes & definitions, see pages 76–77.

(3.19) Greater Downtown Housing Incentives, 2011–2012

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

Incentive Highlights

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

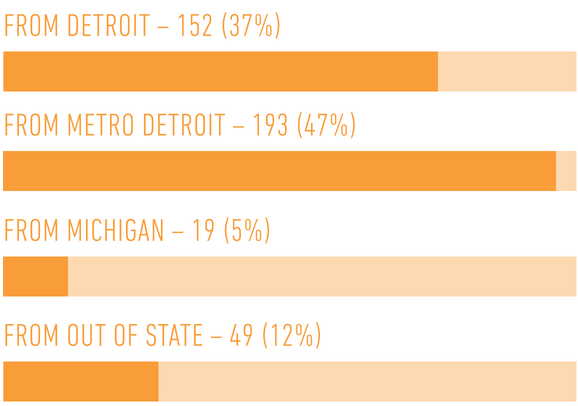
Up to **$2,500 allowance** toward first year's rent.

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

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

(3.20) Participants, Prior Residence

413 PARTICIPANTS



LIVE INCENTIVE AVERAGE HOUSEHOLD SIZE: **1.48**

(3.21) Participants, Salary Range

INCOME	% OF HOUSEHOLDS
UNDER $20K	08%
$20K–$60K	66%
$60K+	27%

(3.22) Participants, Race/Ethnicity

RACE	DOWNTOWN	MIDTOWN
BLACK	18%	48%
WHITE	70%	30%
ASIAN	04%	17%
HISPANIC	00%	01%
OTHER	05%	02%

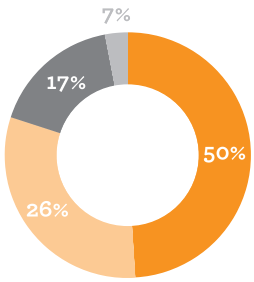
SECTION FOUR

ECONOMY AND INVESTMENT

ECONOMY & INVESTMENT

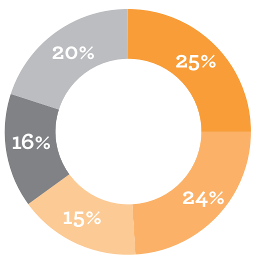
(4.1) Employment in Greater Downtown as of March 2010 totals **135,402 employees** and accounts for **40%** of the total employment in the city.

(4.1) Total Employment in Greater Downtown, March 2010



AREA	EMPLOYEE COUNT
CBD	67,812 EMPLOYEES
ADJACENT TO CBD	9,666 EMPLOYEES
MIDTOWN	34,813 EMPLOYEES
NEW CENTER	23,111 EMPLOYEES

(4.2) Employment by Sector, March 2010



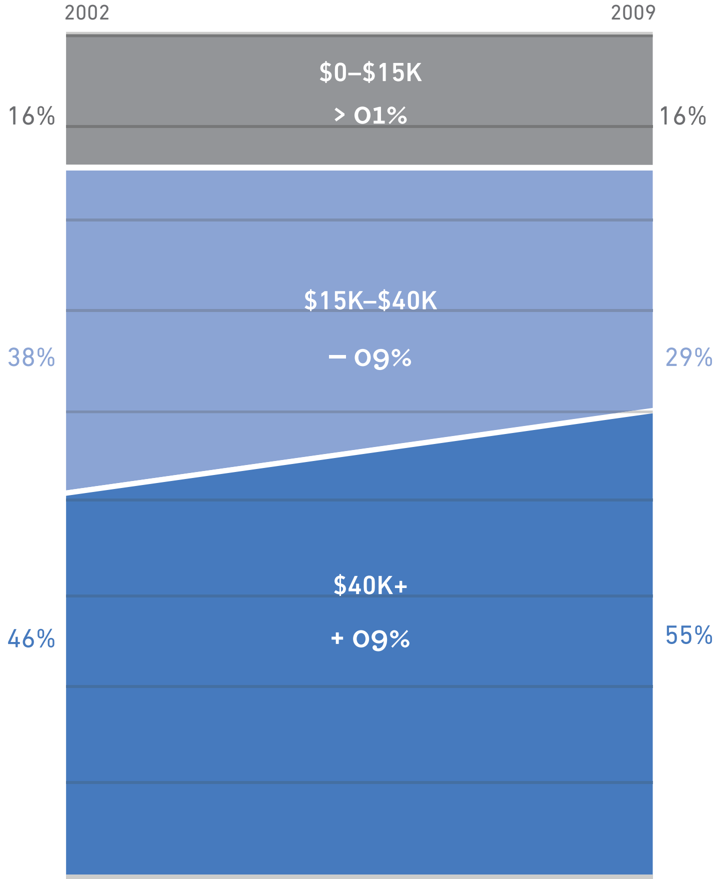
SECTOR	EMPLOYEE COUNT
PRIVATE EDUCATION & HEALTHCARE	26,616 EMPLOYEES
GOVERNMENT	24,665 EMPLOYEES
PROFESSIONAL, SCIENTIFIC, TECH & MGMT	16,617 EMPLOYEES
LEISURE & HOSPITALITY	16,118 EMPLOYEES
OTHER SECTORS	20,639 EMPLOYEES

(4.3) Since March 2010, large employers have moved nearly **10,000 employees** to Greater Downtown. Quicken Loans/Rock Ventures: 6,430; Blue Cross Blue Shield of Michigan: 3,000; and Strategic Staffing Solutions: 450.

(4.4) Employment projection for **creative companies** from 2012 to 2017 is **1,720 employees.**

WAGES & HOUSEHOLD INCOME

(4.5) Annual Wages at Greater Downtown Jobs, 2002-2009



WAGE	2009 COUNT
0–$15K	22,434
$15K–40K	41,695
$40K+	78,933

More than **half of all jobs** in Greater Downtown pay wages greater than **$40,000** annually.

POPULATION GAIN

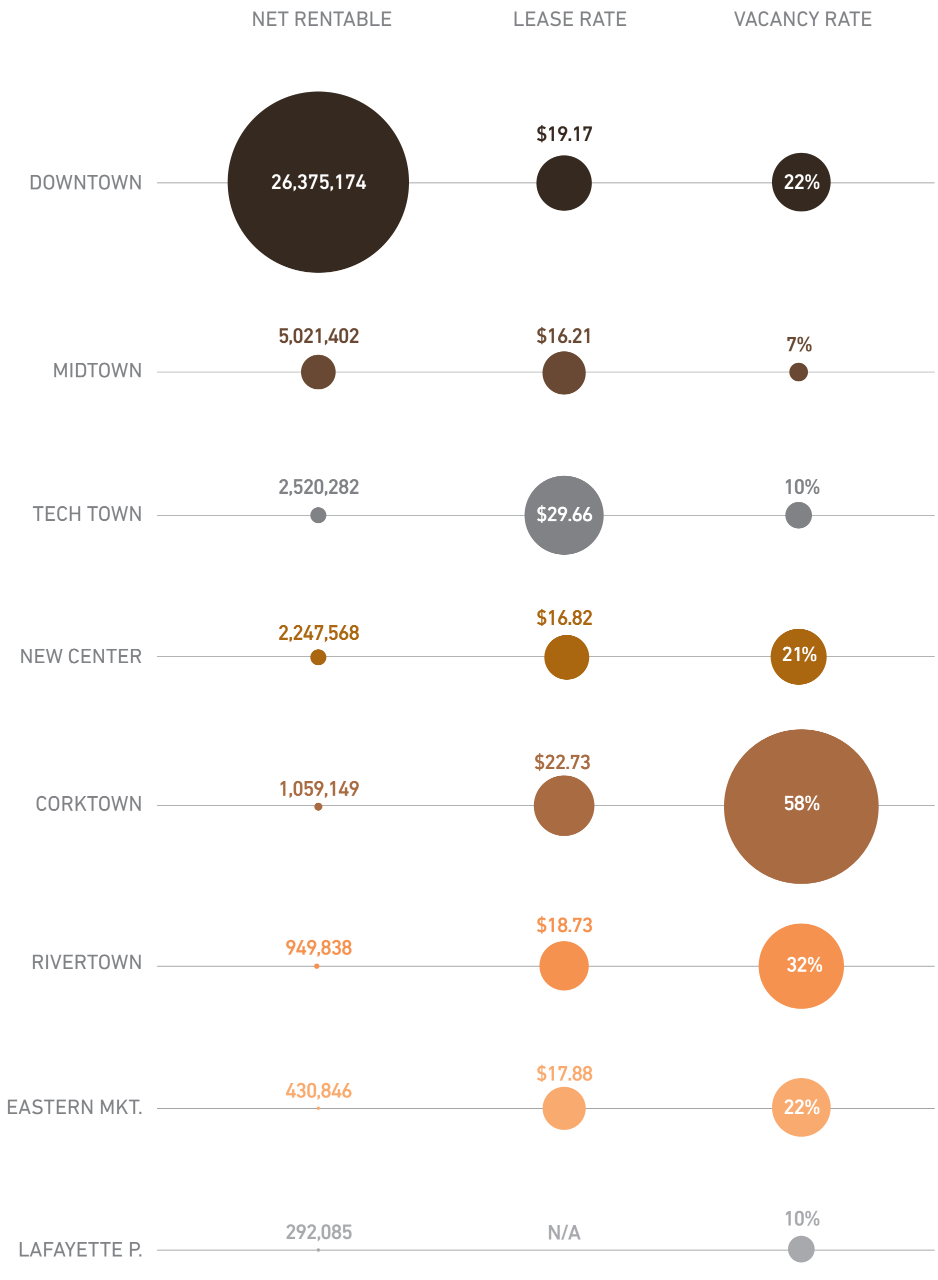
POPULATION LOSS

(4.6) Income of Greater Downtown Households, 2010

INCOME	# OF HOUSEHOLDS
$0–$20,000	9,533 (51%)
$20,000–$50,000	5,405 (29%)
$50,000–$100,000	2,707 (14%)
$100,000+	1,080 (06%)

In 2010, the median household income of Greater Downtown households was **$19,410.**

(4.7) Commercial Real Estate in Greater Downtown, All Properties, 2012



Net Rentable: 26.4M SQ.FT.
Lease Rate: $19.17
Vacancy Rate: 22%

Net Rentable: 5M SQ.FT.
Lease Rate: $16.21
Vacancy Rate: 7%

Net Rentable: 2.5M SQ.FT.
Lease Rate: $29.66
Vacancy Rate: 10%

Net Rentable: 2.2M SQ.FT.
Lease Rate: $16.82
Vacancy Rate: 21%

Net Rentable: 1M SQ.FT.
Lease Rate: $22.73
Vacancy Rate: 58%

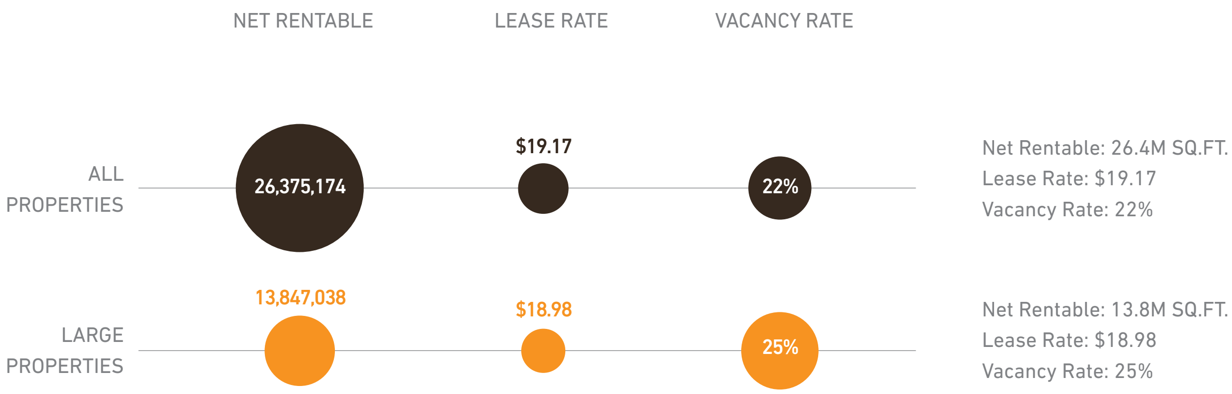
Net Rentable: 950K SQ.FT.
Lease Rate: $18.73
Vacancy Rate: 32%

Net Rentable: 431K SQ.FT.
Lease Rate: $17.88
Vacancy Rate: 22%

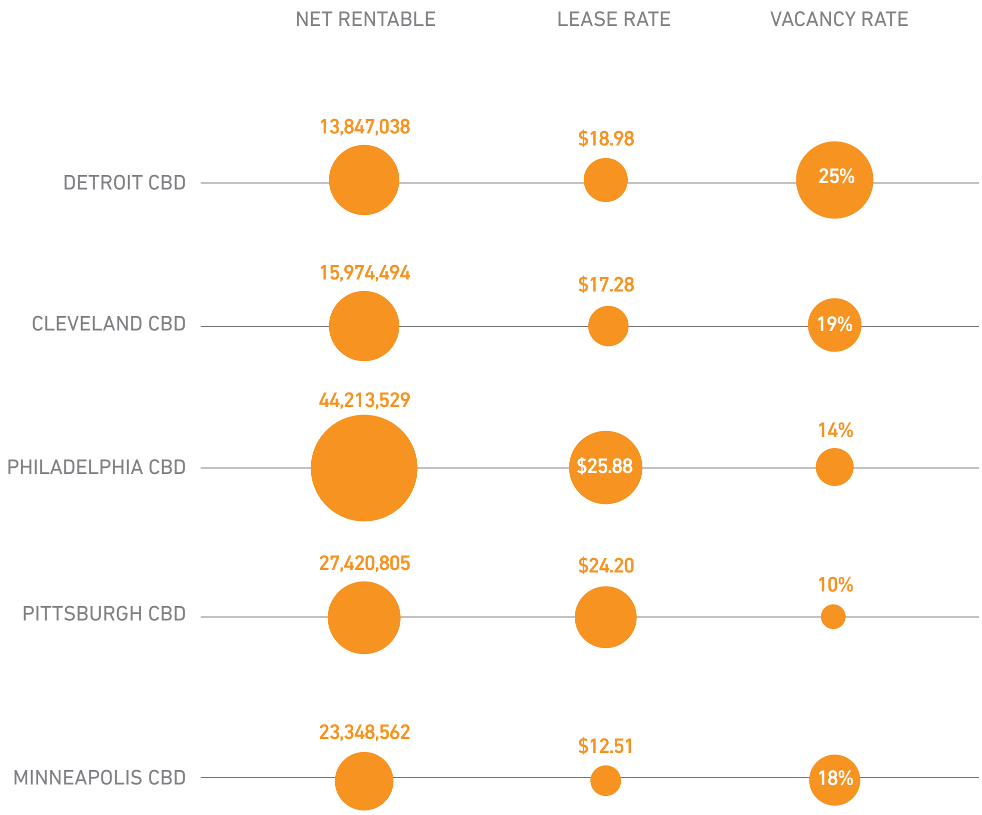
Net Rentable: 292K SQ.FT.
Lease Rate: N/A
Vacancy Rate: 10%

(4.7) There is **35,758,178 SQ. FT.** of rentable commercial space in Greater Downtown. The average asking lease rate is **$19.41/SQ. FT. Greater Downtown is at nearly 80% commercial occupancy.**

(4.8) Commercial Real Estate in the Central Business District, 2012



(4.9) Commercial Real Estate, Central Business District Comparisons, Large Properties, 2012



Net Rentable: 13.8M SQ.FT.
Lease Rate: $18.98
Vacancy Rate: 25%

Net Rentable: 15.9M SQ.FT.
Lease Rate: $17.28
Vacancy Rate: 19%

Net Rentable: 44M SQ.FT.
Lease Rate: $25.88
Vacancy Rate: 14%

Net Rentable: 27.4M SQ.FT.
Lease Rate: $24.20
Vacancy Rate: 10%

Net Rentable: 23.3M SQ.FT.
Lease Rate: $12.51
Vacancy Rate: 18%

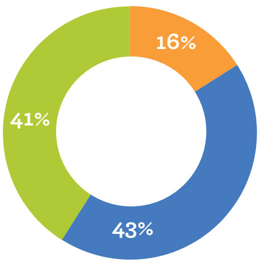
The average lease rate among central business districts compared above is **$19.72 per SQ. FT.**

The average vacancy rate is **17%.**

(4.10) Since 2006, **$6 billion has been invested** in real estate development projects in Greater Downtown.

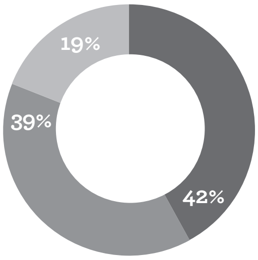
Between 2006 and 2009, **$3.9 billion** was invested in a total of **70 projects.** Between 2010 and 2012, $**2.1 billion** was invested in a total of **130 projects.**

Greater Downtown Investment by Status, 2010–2012



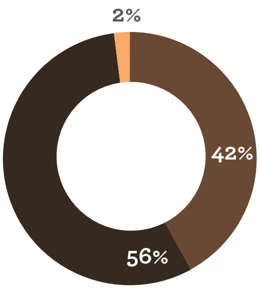
STATUS	INVESTMENT	# OF PROJECTS
UNDER CONST.	$892,021,212	35
PIPELINE	$853,337,077	30
COMPLETE	$339,478,505	65

Greater Downtown Investment by Construction Type, 2010–2012



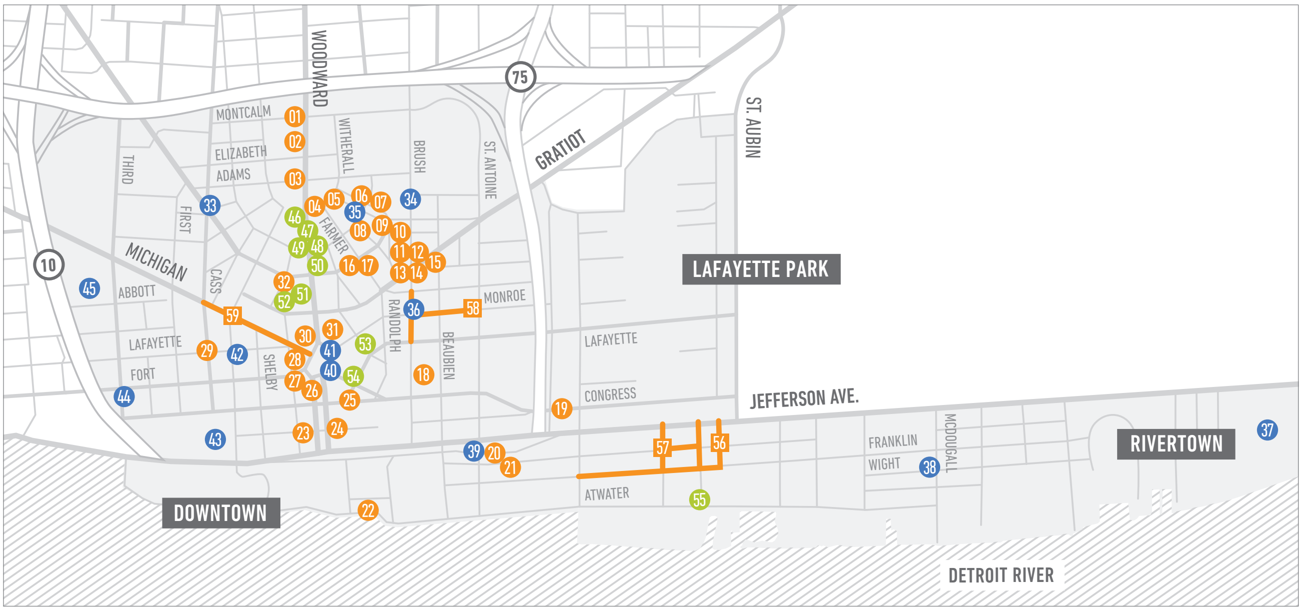
TYPE	INVESTMENT	# OF PROJECTS
NEW CONST.	$883,956,743	25
RENOVATION	$810,368,257	88
INTERIOR	$391,511,794	17

Greater Downtown Investment by Neighborhood, 2010–2012



NEIGHBORHOOD	INVESTMENT	# OF PROJECTS
MIDTOWN	$1,171,077,076	78
DOWNTOWN	$880,871,618	59
EASTERN MARKET	$33,888,100	23

Downtown, Lafayette Park & Rivertown ($880 Million)



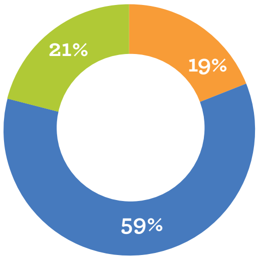
COMPLETE
UNDER CONSTRUCTION
PIPELINE

##	Development Project
01	Goodby, Silverstein & Partners
02	McCann Erickson/ Commonwealth
03	XYZ-SF
04	Broderick Tower
05	Madison Theatre Building
06	Grand Valley State Univ.
07	Detroit Athletic Club
08	Kraemer Design Group
09	Arts League
10	Paradise Valley – Beatrice Buck Park
11	Push Design
12	MIndscape
13	Velocity Cow
14	U Detroit Cafe
15	Atomic Object
16	Curis Office Building
17	Library Street Collective
18	Platinum Innovation
19	Data Consulting Group
20	Blue Cross Blue Shield of Michigan

##	Development Project
21	CH Robinson Worldwide
22	Detroit Wayne Co. Port Auth.
23	150 W. Jefferson
24	Jack Morton
25	Carat
26	Chase Tower
27	Strategic Staffing Solutions
28	Dime Building
29	Comerica Bank
30	GalaxE Solutions
31	Quicken Loans HQ
32	Capitol Park
33	Mindfield
34	Music Hall Center for the Performing Arts
35	Lambert Edwards & Associates
36	Buffalo Wild Wings
37	Belleview Development
38	East Jefferson Neighborhood, Presbyterian Villages of Michigan
39	Urban Science
40	First National Building

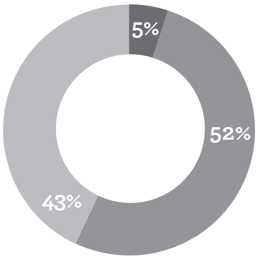
##	Development Project
41	Former Federal Reserve
42	Free Press Building
43	Cobo Hall
44	WCCCD
45	New Safety HQ
46	David Whitney Building
47	1528 Woodward
48	1520 Woodward
49	Wright-Kay Building
50	Farwell Building
51	1212 Griswold
52	1145 Griswold
53	Cadillac Tower
54	Grand Trunk Pub
55	Globe Building
56	Dequindre Cut Extensions
57	East Riverfront Infrastructure
58	Greektown Streetscape
59	Michigan Avenue Improvements

Downtown Investment by Status, 2010–2012



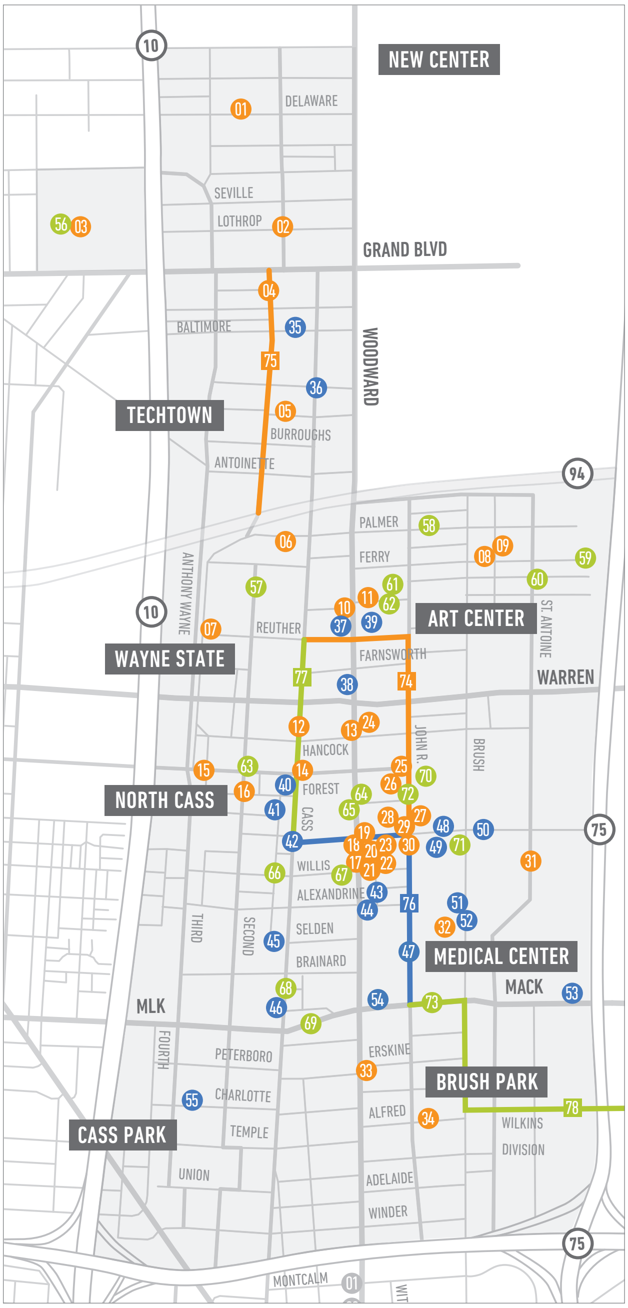
STATUS	INVESTMENT	# OF PROJECTS
UNDER CONST.	$521,480,583	13
PIPELINE	$188,626,035	10
COMPLETE	$170,765,000	36

Downtown Investment by Construction Type, 2010–2012



TYPE	INVESTMENT	# OF PROJECTS
NEW CONST.	$43,000,000	05
RENOVATION	$460,871,618	44
INTERIOR	$377,000,000	10

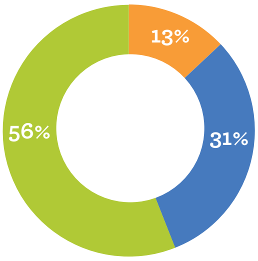
Midtown ($1.2 Billion)



##	Development Project
01	New Center Commons Apartments
02	Fisher Kahn Apartments
03	Innovation Institute at Henry Ford
04	Boulevard West Building/ Parking New Center Park
05	TechTown TechOne
06	WSU Law School
07	Freshens
08	Palmer Court Townhomes
09	GoLightly Preschool
10	Fourteen East Cafe
11	Peacock Room
12	Union at Midtown
13	Wayne County Sheriff
14	Yoga Shelter
15	Beethoven Building
16	Green Garage
17	Slows to Go
18	PNC Bank
19	Woodward Garden Block, PI
20	Great Lakes Coffee Roasting Company
21	Kresge Foundation, Detroit
22	Woodward Garden Block, PII
23	Midtown Detroit Co-Lab
24	The Luella Hannan Memorial Foundation
25	Seva
26	71 Garfield Artist Lofts
27	Newberry Hall Apartments
28	People's Records
29	Detroit Community Acupuncture
30	Be Nice Yoga
31	DMC CHM Pediatric Specialty Center
32	DMC Rehab Institute of Michigan
33	Detroit Central City Community Mental Health
34	The Edmund
35	Shinola
36	WSU Bio Med Facility
37	Detroit Historical Museum
38	Maccabees Restaurant
39	Rodin Bar and Restaurant

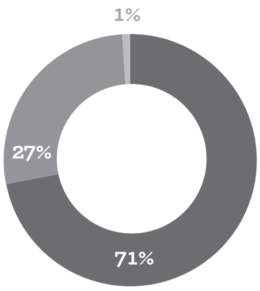
##	Development Project
40	Cass Cafe Facade Improvements
41	Brentwood Apartments
42	The Auburn Apartments
43	Woodward Garden Block PIII
44	Woodward Garden Block PIV
45	Coronado Apartments
46	Cass Corridor Neighborhood Development Corp. Offices
47	DMC Harper Hospital
48	DMC HUH Emergency Expansion
49	DMC HUH Unit Renovations
50	DMC Detroit Receiving Hospital OR/Preparatory/ Recovery/Patient Care
51	DMC Heart Hospital
52	South Campus Parking Structure
53	Queen Lillian Medical Offices
54	Whole Foods Market
55	Charlotte Markets
56	Henry Ford Hospital Future Investment Plan
57	WSU Energy Efficiency Upgrades
58	Palmer Street Apartments
59	Ferry-Kirby Street Apts.
60	Kirby Center Lofts
61	110 E. Ferry
62	Hellenic Museum of MI
63	Forest Arms Apartments
64	Former Agave Building
65	Woodward-Willis
66	The Charles
67	70 W. Alexandrine
68	Treymore Apartments
69	Cass Plaza
70	Sugar Hill Church
71	D Investments
72	DMC HUH Surgery Project
73	Mack at Brush Park
74	Midtown Loop PI
75	2nd/3rd Ave. Conversions
76	Midtown Loop PII
77	Midtown Loop PIII
78	Midtown Loop PIV

Midtown Investment by Status, 2010–2012



STATUS	INVESTMENT	# OF PROJECTS
COMPLETE	$151,233,405	36
UNDER CONST.	$362,862,629	21
PIPELINE	$656,981,042	21

Midtown Investment by Construction Type, 2010–2012

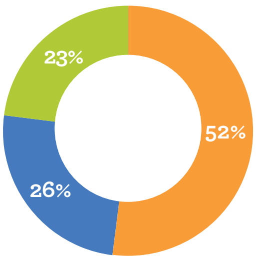


TYPE	INVESTMENT	# OF PROJECTS
NEW CONST.	$836,956,743	23
RENOVATION	$319,608,539	40
INTERIOR	$14,511,794	15

Eastern Market ($33.4 Million)

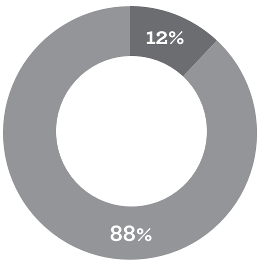
##	Development Project
01	McDonalds
02	Roscoe & Horkey Farms
03	Fairway Packing Co.
04	Detroit Mercantile Co.
05	Team Mental Health Services
06	Detroit Edison Public Academy High School
07	Signal-Return Press
08	Shed 3
09	Wolverine Packing
10	Germack Pistachio Co.
11	Devries Co.
12	Salt & Cedar
13	Red Bull House of Art
14	2:1 Gallery
15	1460 Gratiot
16	1454 Gratiot
17	Del Bene Produce
18	Shed 5
19	Frontera
20	Crowe Lodge
21	Edibles Rex
22	Detroit Wholesale Produce
23	Eastern Market Streetscape

Eastern Market Investment by Status, 2010–2012



STATUS	INVESTMENT	# OF PROJECTS
COMPLETE	$17,480,100	16
UNDER CONST.	$8,678,000	04
PIPELINE	$7,730,000	03

Eastern Market Investment by Construction Type, 2010–2012



TYPE	INVESTMENT	# OF PROJECTS
NEW CONST.	$4,000,000	01
RENOVATION	$29,888,100	22

Corktown

##	Development Project
01	Hostel Detroit
02	Brooklyn Street Local
03	McShanes
04	Onassis Coney Island
05	O'Connor Reality
06	Astro Coffee
07	Sugar House
08	Honor & Folly
09	Mercury Bar
10	UFO Factory
11	Ottava Via
12	Detroit Institute of Bagels
13	WCCCD
14	Ponyride
15	Gold Cash Gold
16	Slows Bar BQ

For sources, notes & definitions, see pages 78–79.

NOTE ON DATA

2013 marks the first edition of 7.2 SQ MI. This project assembles data on Greater Downtown Detroit that captures a 13-year time period of 2000 to 2012. 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 a portion of time between 2000 and 2012, rather than the entire period. Similarly, data is 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 is Census-based and reflective of the years 2000 and 2010 independently as well as relative to each other to capture change over a ten-year period. The Greater Downtown geography is in the form of 37 Census block groups or 20 tracts. Much of this information was prepared by Data Driven Detroit, the project's data consultant. Public data is updated every five to ten years.

> *United States Census Bureau, 2000 and 2010 Census*
> *United States Census Bureau, American Community Survey*
> *United States Census Bureau, Esri Census Summary Profile*
> *United States Census Bureau, Local Employment Dynamics*

Local Data (2010-2012)

Local data is managed and housed at various Greater Downtown Detroit organizations that are engaged in economic development and physical revitalization work. Local data focuses on 2010 to 2012. 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 is updated quarterly or annually.

> *Central Business District Residential Occupancy Report*
> *Commercial Real Estate, CoStar*
> *Creative Corridor Investment Fund Overview*
> *Employment Data, Southeastern Michigan Council of Governments (SEMCOG)*
> *Live Downtown Incentive Summary*
> *Live Midtown Incentive Summary*
> *Midtown Rental Housing Comps*

7.2 SQ MI Data (2012)

7.2 SQ MI data is specific to this project and constructs less traditional parameters capturing 2012. Like local data, it was collected by Greater Downtown Detroit organizations 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 is updated quarterly or annually.

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

SOURCES, NOTES & DEFINITIONS

Section One: Overview

(1.1) Greater Downtown in Context

Nesting Geography Comparisons

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

Population: *U.S. Census Bureau, 2010 Census.*

Per Capita Income: *U.S. Census Bureau, American Community Survey, 2006-2010.*

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, Minneapolis:

Population: *U.S. Census Bureau, Esri Census 2010 Summary Profile.*

Per Capita Income: *U.S. Census Bureau, 2010 Census QuickFacts.*

City-Center Comparisons

Includes Downtown Cleveland, Expanded Center City Philadelphia, Greater Downtown Pittsburgh, Downtown Minneapolis:

Population:

U.S. Census Bureau, Esri Census 2010 Summary Profile.

State of the Center City Report 2010, Central Philadelphia Development Corporation.

Pittsburgh Neighborhood Data and Map Resource: PGHGIS SNAP, Sector 16, 2010.

Minneapolis Downtown Improvement District, 2012

City-Center is a constructed term that describes a downtown area of a city. A city-center can either reference a single downtown neighborhood geography or multiple geographies adjacent to and inclusive of a downtown. The latter is often referred to as an extended downtown or greater downtown.

Throughout this report, Greater Downtown Detroit is compared to other city-centers for greater perspective. These city-centers are Downtown Cleveland, Expanded Center City Philadelphia, Greater Downtown Pittsburgh, and Downtown Minneapolis, as determined and identified by the following local sources: Downtown Cleveland Alliance, Central Philadelphia Development Corporation, The PLANPGH Exchange, and the Minneapolis Downtown Council.

(1.2) Greater Downtown Timeline

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

Population: *Gavrilovich, Peter and Bill McGraw.* The Detroit Almanac: 300 Years of Life in the Motor City, *2005 (pg. 289).*

Annexation: *Sase, John F. "Detroit Growth by Annexation: 1815 – 1926." SASE Associates, 2011.*

(1.3) 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.

Section Two: People

Demographics: Population

(2.1/2.2) City of Detroit/Greater Downtown Population Change, 2000-2010

U.S. Census Bureau, 2000 & 2010 Census.

(2.3) City-Center Population Change, 2000-2010

Greater Downtown Detroit: *U.S. Census Bureau, 2000 & 2010 Census.*

Other City-Centers: *Esri 2010 Census Summary Profile.*

Households

(2.4) Average Household Size in Greater Downtown, 2000-2010

U.S. Census Bureau, 2000 & 2010 Census.

Households include all residences that are not group quarters. Group quarters are facilities such as college residence halls, group homes, or residential treatment centers.

Age

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

U.S. Census Bureau, 2000 & 2010 Census.

Race & Ethnicity

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

U.S. Census Bureau, 2000 & 2010 Census.

Foreign-Born

(2.7) Foreign-Born Population in Greater Downtown, by Continent and Countries of Origin, 2010

(2.8) Foreign-Born Population, as a Share of Total Population, Nesting Geography Comparisons, 2010

U.S. Census Bureau, American Community Survey 2006-2010.

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

This data is represented at a Census tract level.

Education: Young & College-Educated

(2.9) Age 25–34 and College-Educated, of the Total Population, 2006–2010

(2.10) College-Educated of the 25-34 Population, 2006–2010

(2.11) College-Educated, of the Age 25 and Over Population, City Comparisons, 2006-2010

U.S. Census Bureau, American Community Survey 2006-2010.

(2.12) Residence of Age 25–34 and College-Educated, 2006–2010

U.S. Census Bureau, American Community Survey 2006-2010.

College-educated indicates a bachelor's degree or greater.

Greater Downtown data (2.9, 2.10, 2.12) is represented at a Census tract level.

(2.13) Programs for Young Professionals, 2011

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

Internship numbers (2012) provided by the following employers: Quicken Loans Internship Program, D:hive Residency Program.

(2.14) Anchor Academic Institutions, 2012

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

Visitors: Visitors & Venues

(2.15) Downtown Total Annual Visitors, 2011

Federal Highway Administration, Office of Operations, 2008-2009.

GM Renaissance Center, "Major Detroit Events & Festivals," April 2008.

Downtown visitors are estimated annual visitors to theaters, sports venues, and special events.

Additional venue capacities collected as primary data by the Detroit Economic Growth Corporation and Downtown Detroit Partnership.

SOURCES, NOTES & DEFINITIONS

(2.16) Midtown Total Annual Visitors, 2011

Midtown Detroit, Inc.

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

(2.17) Eastern Market Total Annual Visitors, 2012

Eastern Market Corporation 2012.

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

Hotels & Occupancy

(2.18) Hotels by Neighborhood, 2012

Hotel Capacity Survey, Detroit Economic Growth Corporation, 2012.

(2.19) Annual Hotel Occupancy, 2012

Walsh, Tom. "Detroit area hotel occupancy strengthens." Detroit Free Press, August 27, 2012.

Greater Downtown Hotels include Antheneum Suite Hotel; Corktown Inn; Courtyard by Marriott; Detroit Marriott at the Renaissance Center; Detroit Regency Hotel; DoubleTree Suites by Hilton; Fort Shelby; Greektown Casino Hotel; Hilton Garden Inn; Holiday Inn Express Hotel & Suites; Honor + Folly; Hotel St. Regis; Inn on Ferry Street; MGM Grand Detroit; Milner Hotel; MotorCity Casino Hotel; Roberts River Walk 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) Number of Restaurants and Outdoor Patios in Greater Downtown

(3.2) Number of Retail Establishments in Greater Downtown

Greater Downtown Retail Directory, compiled by *Downtown Detroit Partnership, D:hive and Midtown Detroit, Inc., October 2012.*

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

(3.3) Number of Grocery Stores/Markets in Greater Downtown

Data Driven Detroit, May 2012.

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

This category does not include convenience stores, restaurants, or carry-out establishments.

Greater Downtown grocery stores/markets include: Food Pride Supermarket, Ye Old Butcher Shoppe, University Food Center, Eve's Downtown Gourmet, Lafayette Foods, and Harbortown Market.

(3.4) Number of Cultural Institutions in Greater Downtown

Cultural Alliance for Southeast Michigan, June 2011.

(3.5) Number of K-12 Schools in Greater Downtown

State of Michigan Center for Educational Performance and Information, Educational Entity Masters, Accessed Winter 2012.

(3.6) Acres of Parkland in Greater Downtown

Detroit Recreation Department, June 2011.

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

(3.7) Miles of Bike Lanes in Greater Downtown

Michigan Trails and Greenways Alliance, August 2012.

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

(3.8) Miles of Greenways in Greater Downtown

Detroit Planning and Development Department, 2006. Updated by Data Driven Detroit, October 2011.

Greenways are off-street recreational paths for walking and sometimes cycling. Greenway count includes projects that were completed or under development as of October 2011.

(3.9) Pedestrian & Bicycle Counts

Pedestrian and Bike Survey, D:hive, October 2012.

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, 2000–2010

(3.11) Occupied and Vacant Housing Units, as a Share of All Housing Units

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

U.S. Census Bureau, Esri 2010 Census Summary Profile.

(3.13) Occupied Housing Units, Nesting Geography Comparisons, 2010

U.S. Census Bureau, 2010 Census.

Occupied housing units include both owner and renter occupied units.

(3.14) Occupied Housing Units, City-Center Comparisons, 2010

U.S. Census Bureau, Esri 2010 Census Summary Profile.

(3.15) Rental Unit Occupancy, Downtown and Midtown, 2012

Downtown: *Central Business District Residential Occupancy Report, D:hive, September 2012.*

Midtown: *Midtown Rental Housing Comps, Midtown Detroit, Inc., June 2012.*

Occupancy rates were based on surveys of 26 apartment buildings in the Central Business District and 127 buildings in Midtown (including New Center) that offer units for rent.

Rents

(3.16) Median Gross Rent, City Comparisons, 2010

Greater Downtown Median Gross Rent: *U.S. Census Bureau, 2010 Census.*

All Other Cities: *U.S. Census Bureau, American Community Survey 2006–2010.*

(3.17) Ranges of Rents, Downtown and Midtown, 2012

Downtown: *Central Business District Residential Occupancy Report, D:hive, September 2012.*

Midtown: *Midtown Rental Housing Comps, Midtown Detroit, Inc., June 2012.*

(3.18) Rental Rates of Downtown and Midtown New Construction (per SQ.FT.), 2005–2012

Downtown: *Provided by Invest Detroit, November 2012.*

Midtown: *Provided by Midtown Detroit, Inc., November 2012.*

New construction includes the Broderick Tower and Kales Building in Downtown and The Auburn Apartments and Studio One Apartments in Midtown.

Incentives

(3.19) Greater Downtown Housing Incentives, 2011-2012

Midtown Detroit, Inc., 2012.

(3.20) Participants, Prior Residence and Household Size

(3.21) Participants, Salary Range

(3.22) Participants, Race/Ethnicity

Live Downtown Summary, Midtown Detroit, Inc., October 2012.

Live Midtown data reflects data collected between January 2011 and October 2012. Live Downtown data reflects data collected between July 2011 and October 2012. Race/ethnicity of incentive participants from both programs reflects data collected as of August 2012.

SOURCES, NOTES & DEFINITIONS

Section Four: Economy & Investment

Employment & Employment Sectors

(4.1) Total Employment in Greater Downtown, March 2010

(4.2) Greater Downtown Employment by Sector, March 2010

Southeastern Michigan Council of Governments (SEMCOG), December 2011.

Totals reflect employment as of March 2010.

The employment analysis reflects an area that differs from the Greater Downtown geography defined in this report. The total represented here does not capture all employment in all Greater Downtown neighborhoods. Summary of employment reflects adjusted values. Adjustment adds in 20% for the self-employed and 10% for jobs not mapped by SEMCOG. Subtotal Employment without "Adjacent to CBD" is 96,730 employees and total with adjustments is 125,749 employees. "Adjacent to CBD" includes the areas encompassing the Motor City Casino, and the Eastern Market and Rivertown neighborhoods.

Other sectors includes sectors constituting less than 10% of total employment: Construction; Manufacturing; Wholesale Trade, Transport, Warehousing & Utilities; Retail Trade; Informational & Financial Activities; Administrative, Support & Waste Services; and Other Services.

Total for Industry by Sector is unadjusted total. Excludes self-employed and jobs not mapped by SEMCOG.

Employment Growth

(4.3) Greater Downtown Employment Additions, March 2010-2012

Information provided by Quicken Loans/Rock Ventures, Blue Cross Blue Shield of Michigan, and Strategic Staffing Solutions.

Data reflects employment additions after March 2010.

(4.4) Greater Downtown New Employment Projections for Creative Companies, 2012-2017

Creative Corridor Investment Fund Overview 2012, Detroit Economic Growth Corporation, 2012.

Creative companies are profit and non-profit businesses involved in the creation and distribution of intellectual property, including (but not limited to): design; communications; media; advertising; performing and visual arts; engineering; and life, physical and social sciences.

Projections were determined for jobs to be added between June 2012 and 2017.

Wages & Household Income

(4.5) Annual Wages at Greater Downtown Jobs, 2002-2009

U.S. Census Bureau, Local Employment Dynamics 2002-2009.

(4.6) Income of Greater Downtown Households, 2010

U.S. Census Bureau, 2010 Census.

Commercial Space

(4.7) Commercial Real Estate in Greater Downtown, All Properties, 2012

All properties: *CoStar, 2012. Study area boundaries constructed by Detroit Economic Growth Corporation, September 2012.*

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 exclude New Center and TechTown.

(4.8) Commercial Real Estate in the Central Business District, 2012

All properties: *CoStar, 2012. Study area boundaries constructed by Detroit Economic Growth Corporation, September 2012.*

Large properties: *CBRE, Inc., 2012. "MarketView: Detroit Office," Second Quarter 2012.*

Large properties refer to available, multi-tenant properties of at least 20,000 square feet.

(4.9) Commercial Real Estate, Central Business District Comparisons, Large Properties, 2012

Includes (a) Cleveland, (b) Philadelphia, (c) Pittsburgh, (d) Minneapolis.

(a) "MarketView: Cleveland Office," Second Quarter 2012.

(b) "MarketView: Greater Philadelphia Office," Second Quarter 2012.

(c) "MarketView: Pittsburgh Office," Second Quarter 2012.

(d) "MarketView: Minneapolis/St. Paul Office," Second Quarter 2012.

Pittsburgh data includes Class A buildings only.

Real Estate Development

(4.10) Greater Downtown Real Estate Development, 2010-2012

Detroit Economic Growth Corporation; Downtown Detroit Partnership/D:hive; Midtown Detroit, Inc.; Invest Detroit

Detroit Regional Chamber, Detroit Investment, March 2012

Greater Downtown Real Estate Development includes projects "completed" between 2010 and 2012, and "under construction" or "in pipeline" as of October 2012, in both 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 130 of 160 total projects in Greater Downtown (59 in Downtown, 78 in Midtown, 23 in Eastern Market, and 0 in Corktown.)

Between 2006 and 2009 investment dollars are inclusive of casino development. The adjusted total, with casinos eliminated, is $2,482,950,000.

Completed are those projects occupied by October 2012.

Under Construction are those projects actively under construction as of October 2012.

Pipeline are projects whose development is considered highly feasible as of October 2012. 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 on an existing site.

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