MIDTOWN DETROIT, INC. 2016 COMMUNITY DEVELOPMENT BRIEFING



MIDTOWN TODAY Population

Total Population: 20,653

Midtown: 17,643

TechTown: 383

New Center: 2,627

7% Population increase since 201356% Diversity Index

Employment/Visitors

- Der **50,000** Midtown workers
- >54% employed by anchor institutions
- ▶51% of small business employees are Detroit residents

Over 2.7 Million annual visitors

New Businesses 2013-2016

- ▶96 storefront businesses opened or expanded
- ▶46 other businesses opened or expanded
- ▶94 additional start-ups opened in TechTown or Green Garage
- ▶98 businesses received assistance from MDI
- ▶91 total new businesses woman/minority owned
- ▶27 new businesses anticipated to open in 2016

Business Breakdown

Retail	39	129	Office	
Pharmacy	6	73	Restaurants	X
Health & Wellness	16	18	Clothing & Apparel	1
Entertainment	4	4	Hotel/Lodging	
Services	23	6	Grocery	
Bars	8	14	Cafes	3

Retail & Office Space



Retail Rental Rates:

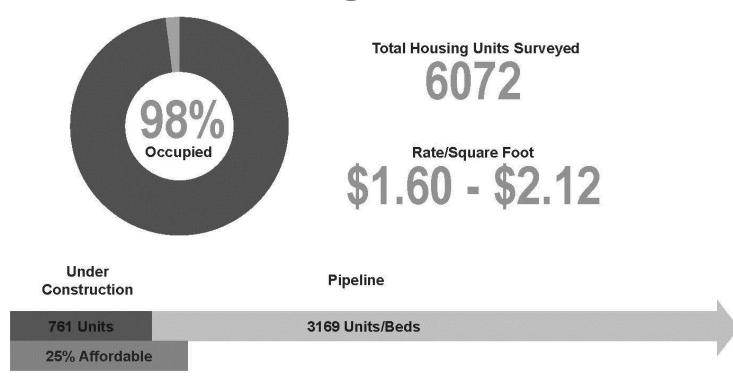
\$16 - \$30 NNN



Office Rental Rates:

\$14 - \$20 NNN

2015 Rental Housing



▶10% average increase in rental rate in Midtown/New Center (between 2014-2015)

MIDTOWN TODAY 2015 For Sale Housing

- ▷ Average Listing Price: \$279,567
- ▷ Average Sale Price: \$283,813
- ⊳Average Price/SF: **\$210**
- ▷Average Days Listed: 77



10 Year & Future Investment

2006-2016 Investment in Midtown & New Center

Over \$2.1 Billion

Midtown & New Center Investments in the Pipeline

Over \$2.3 Billion











Commercial Space

Over **550K square feet** has been
added or upgraded. Over **170K** is in the
pipeline.



Over **3.5 million** square feet has been added or upgraded. Over **400K** is coming online.

Housing Units

Over 2000 units have been added or renovated. Another 3169 units/beds are in the pipeline.

Infrastructure Upgrades

Over **13 miles** of streets/bike lanes and over **5 acres** of parks have been improved.

Parking Spaces

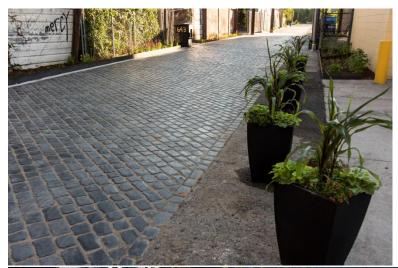
Over 3000 spaces have been added.
600 more are scheduled to come online.

Redmond Park



Selden Alley







N'Namdi Green Alley

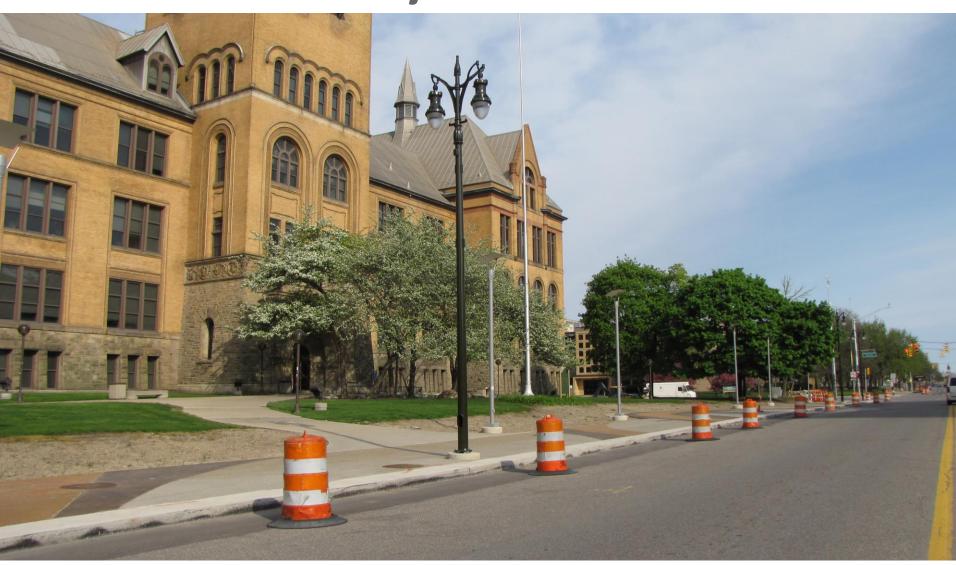


W. Grand Boulevard Medians





Cass Avenue Project



INFRASTRUCTURE Viaducts



INFRASTRUCTURE Viaducts



LIGHTBENDER - 3rd STREET VIADUCT



Forest Arms Apartments

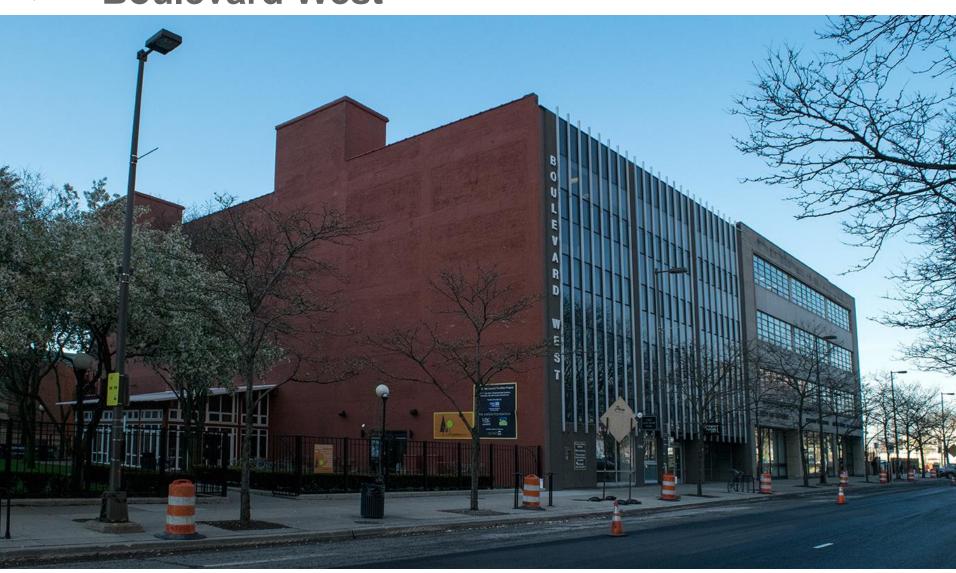


Strathmore Apartments





Boulevard West



Woodward Shoppes



Woodward Shoppes

Woodward Avenue (East)

6568



30,016 SF

Woodward Avenue (West)



2,010 SF 2,171 SF 1,006 SF 2,766 SF

3,245 SF

2,600 SF 1,600 SF 2,650 SF

1,606 SF

18,133 SF



110 E. Ferry





92 E. Forest



REAL ESTATE Selden Innovation Corridor

Detroit Innovation Real Estate Target Fund

- Develop unique places to support and attract innovation and product generation
- ▶ Connect innovation assets to urban challenges
- ▶ Create and attract entrepreneurial startups within emerging and growing sectors
- Create assets to support and develop skills and opportunities for Detroit residents
- Provide space and support for smaller firms to scale
- Create low cost spaces to support entrepreneurial activity
- PActivate and connect creative and vibrant spaces to drive investment within micro districts



Selden Innovation Corridor

Jefferson School



ECO-HOMES NATURAL PLAYGROUND

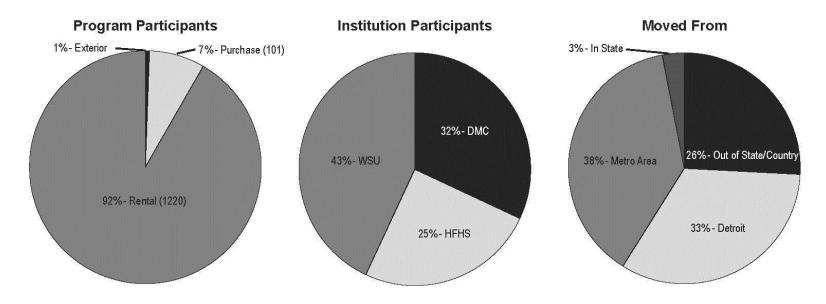


ECO-HOMES NATURAL PLAYGROUND



Live Midtown

- ⊳Total Participants: 1,332
- ⊳Adjusted for Household Size: 2,025
- ⊳New Midtown Residents: 1,125
- PRetained Midtown Residents: 900
- ▶ Financial Impact: Over \$21 Million





Façade Matching Grants

Blossoms | Shag Bar | Cake Ambition





Façade Matching Grants



Coming soon...

Advance
Plumbing and Heating Supply Company

Façade Matching Grants

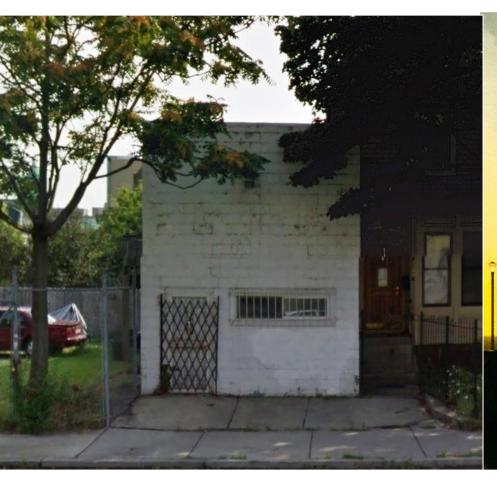
Atomic Chicken

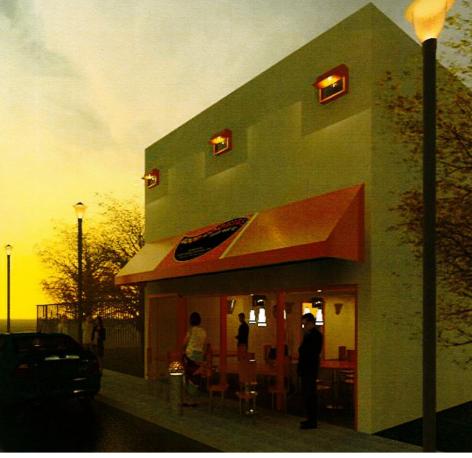




Façade Matching Grants

Good Cookies





PROGRAMS Re-Zoning



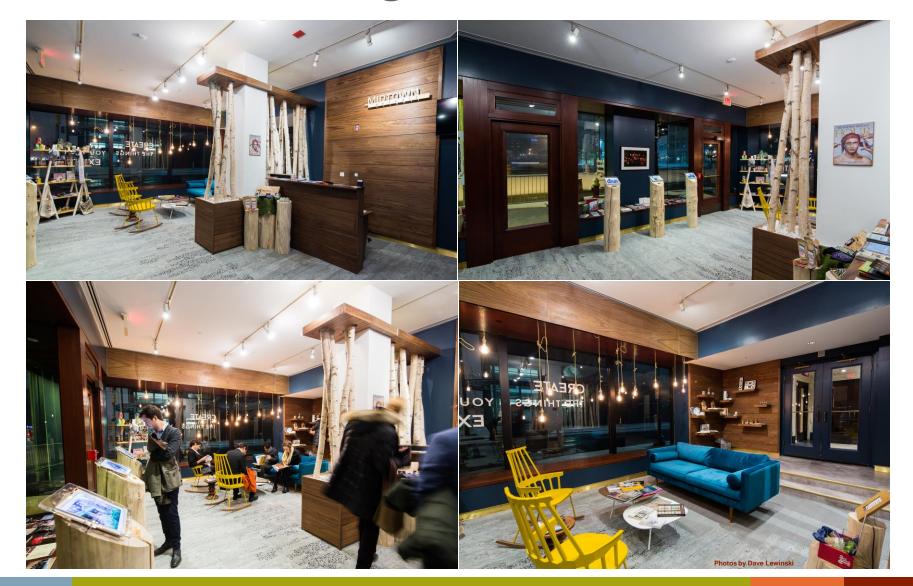
PROGRAMS Business Mitigation

- ⊳Workshops
- ► Marketing Support
- ▶ Leased Parking
- ▶Partnerships
- Small Equipment Purchases
- ▶Rent/Loan Restructuring
- ▶Local Buying





Midtown Studio @ the Max



PRO

PROGRAMS New Center Park

⊳Wednesday Night Movies

⊳Friday Night Family Movies

Special Events









Henry Ford Health System





Henry Ford Health System





Henry Ford Health System





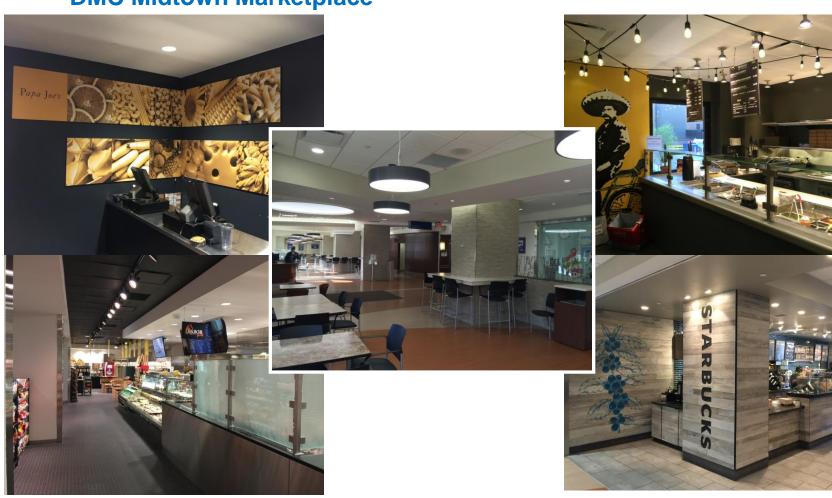
Wayne State University





Detroit Medical Center

DMC Midtown Marketplace



DMC DETROIT MEDICAL CENTER



Detroit Medical Center

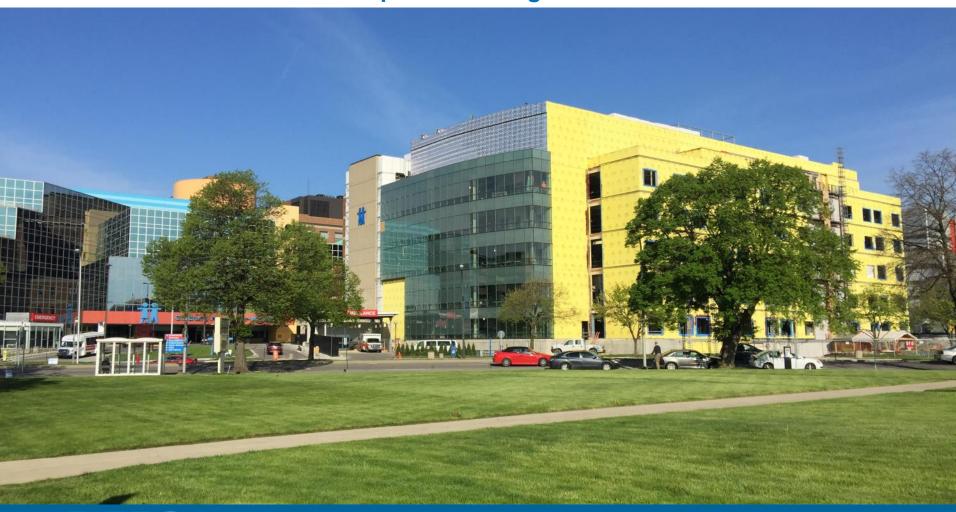


dmc detroit medical center



Detroit Medical Center

The New Children's Hospital of Michigan



DMC DETROIT MEDICAL CENTER



Detroit Symphony Orchestra

Context

Detroit

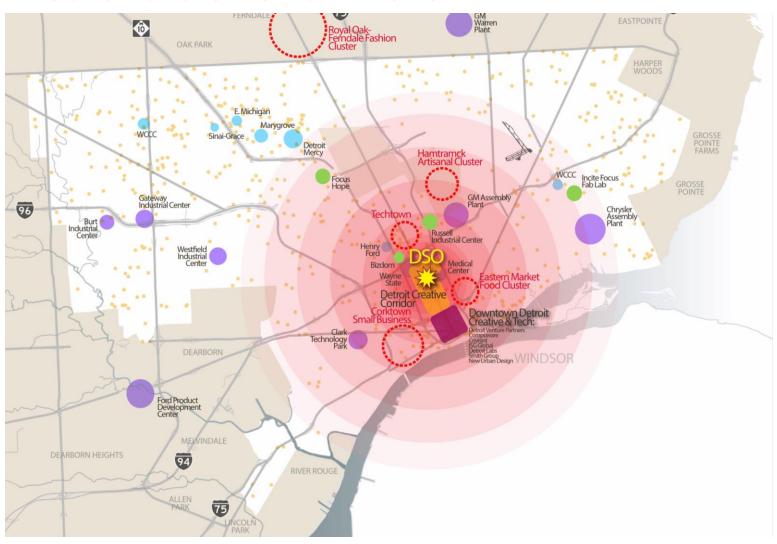
Symphony

Orchestra

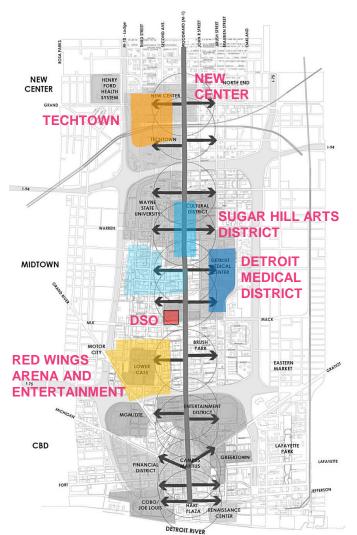
the street of music

Detroit Symphony Orchestra

Arts and Culture District in Detroit



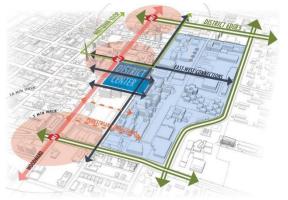
Detroit Symphony Orchestra Woodward Ave - Future Developments



Techtown



Detroit Medical District Center



New Detroit Red Wings Arena & Entertainment District





Detroit Symphony Orchestra

Arts Village

Detroit

Symphony

Orchestra

the street of music



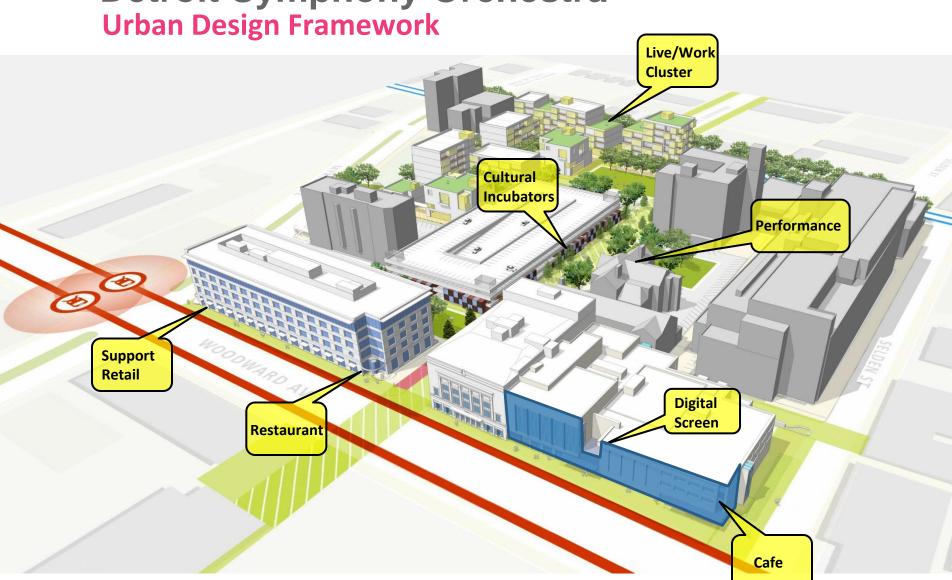
Detroit Symphony Orchestra

Urban Design Framework





Detroit Symphony Orchestra





Detroit Symphony Orchestra

DSO Court: Option- Event Plaza



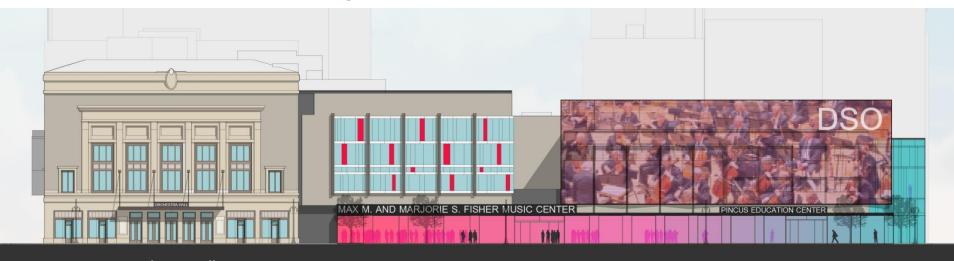
Detroit Symphony Orchestra Urban Design Framework





Detroit Symphony Orchestra

Elevation - Identity



Orchestra Hall

Design Goals- Graphic Identity:

- •Create a visual destination, provide engagement, encourage curiosity and excitement
- Provide a beacon that can be seen from far away, providing a view of activity and events within
- Concurrently identifying the DSO, the Music & Education Centers
- Maintain transparency from windows

Palmer Townhomes



Kirby Center Lofts





Art Center Rowhouses





5734 Woodward



524 E. Kirby





524 - 526 EAST KIRBY STREET



457 E. Kirby



The Charles





Gus's Fried Chicken







Rainer Court Apartments

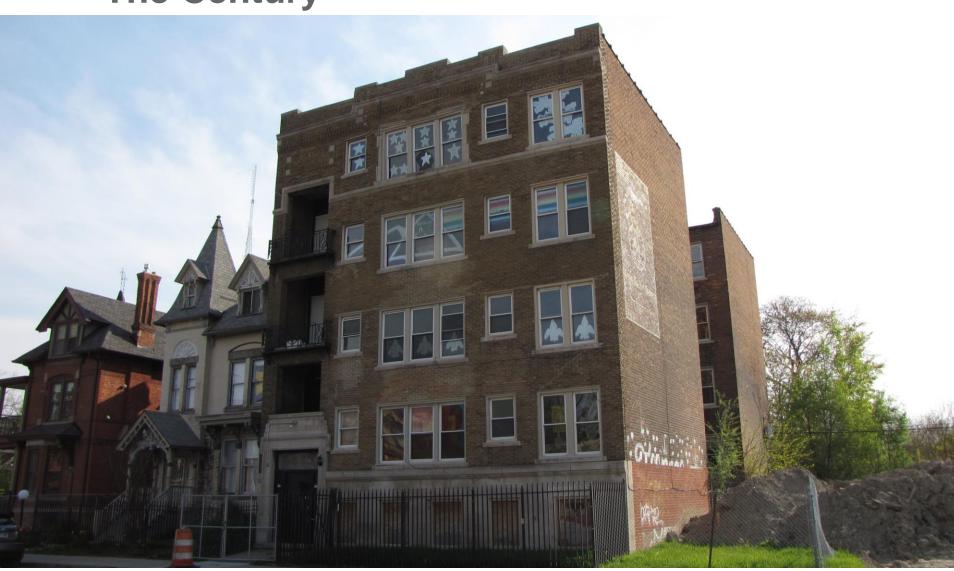


691 W. Alexandrine



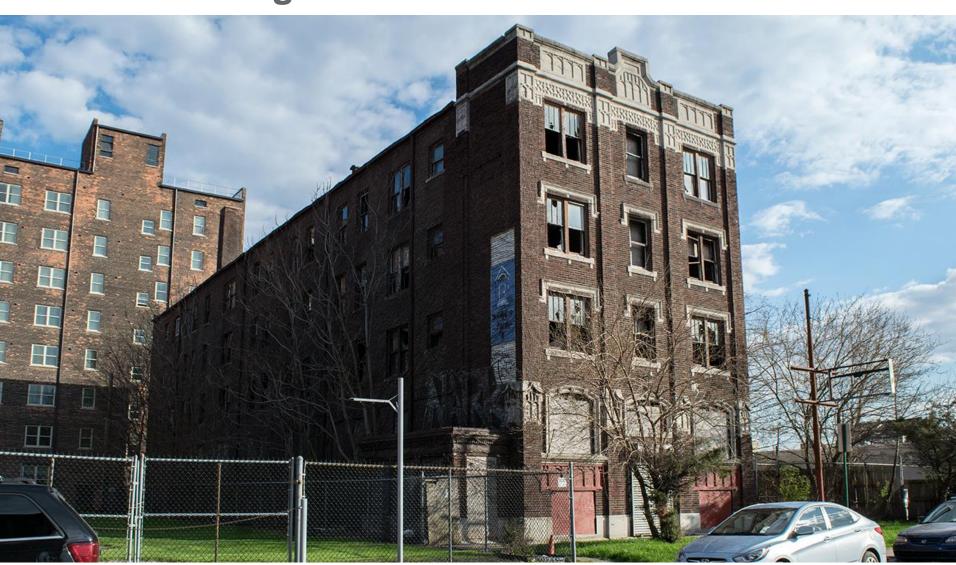


The Century





The Billinghurst



701 W. Canfield





Cass Plaza



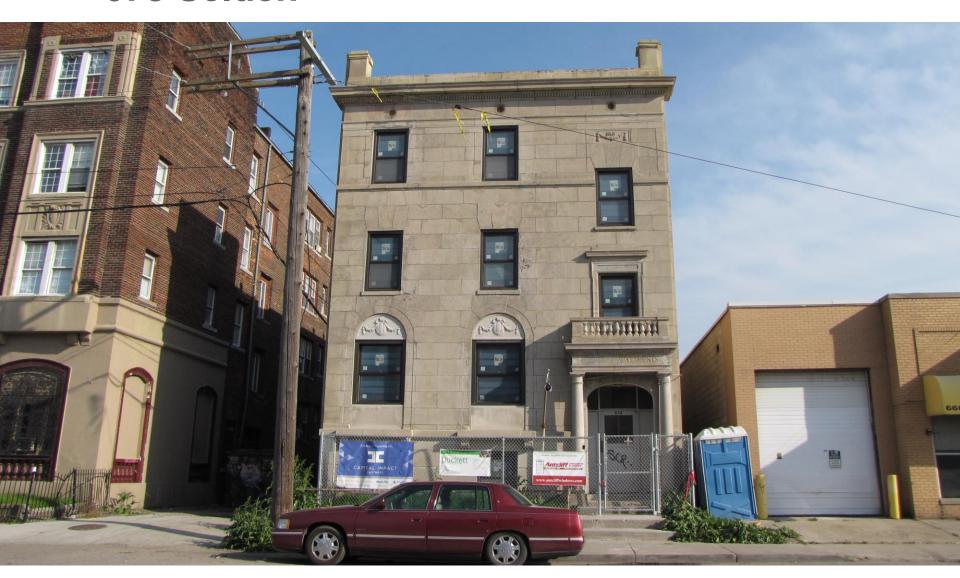


3627 Cass





678 Selden



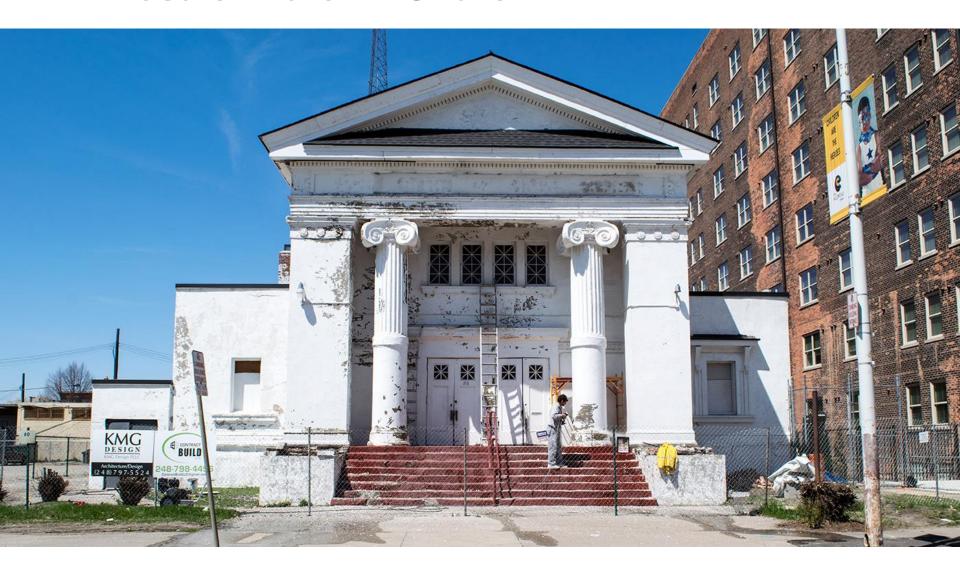


Williamson House (445 W. Forest)





Mosaic Midtown Church



Mosaic Midtown Church



El Moore Lodge









El Moore Gardens



El Moore Gardens



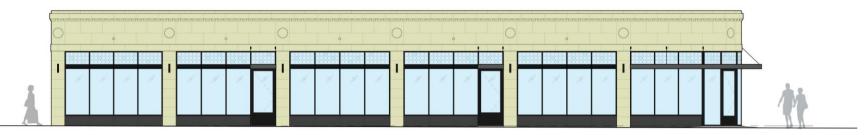
The Selden



4100 Third







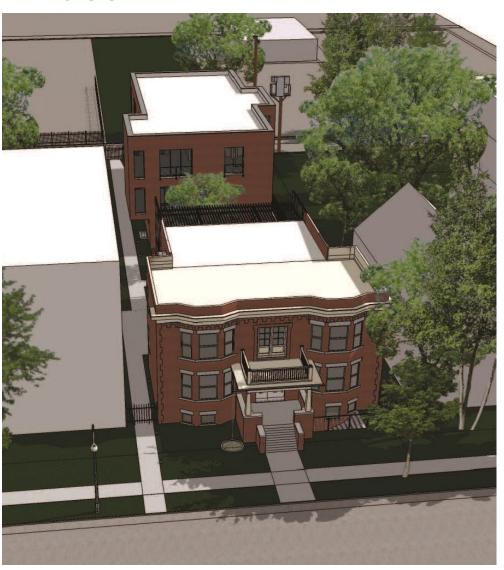
51 W. Palmer



Bretton Place



Bretton Place

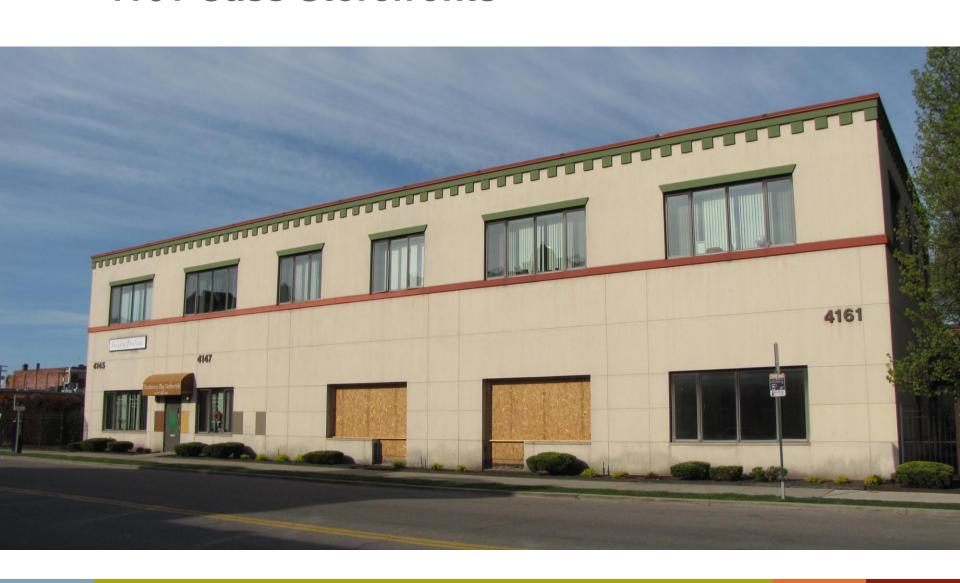


Bretton Place





4161 Cass Storefronts





Detroit Design Center

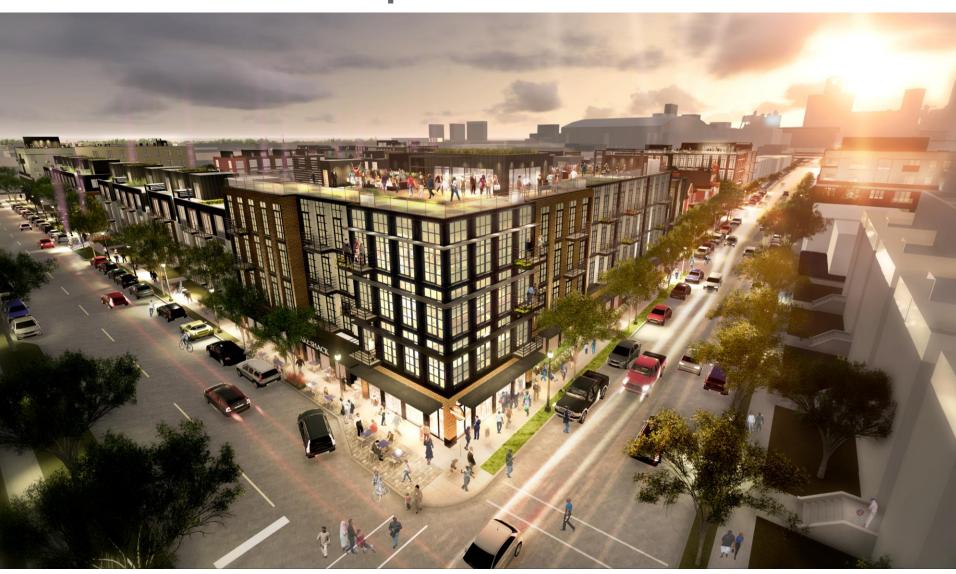


The Plaza





Bedrock Development



The Scott at Brush Park





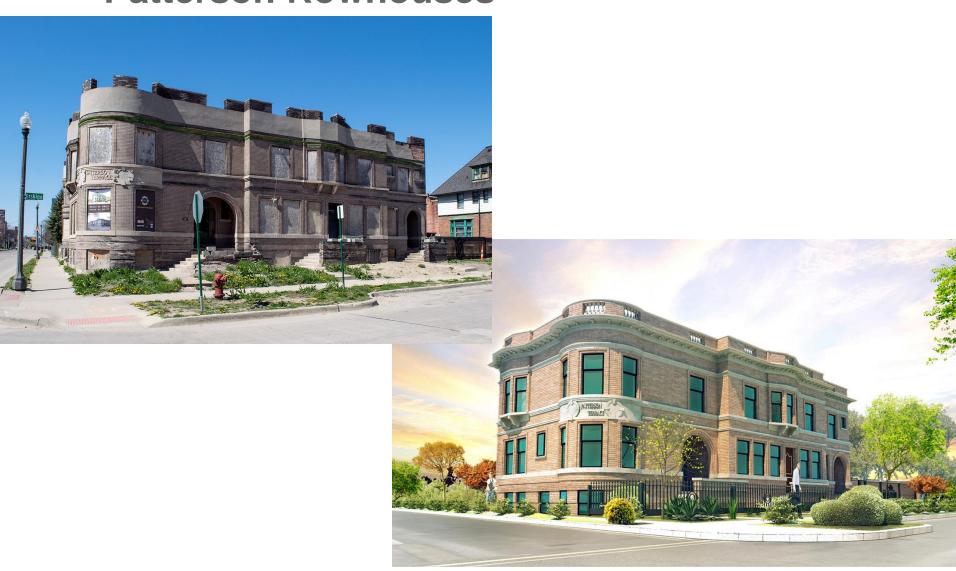


Rainbow Childcare





Patterson Rowhouses



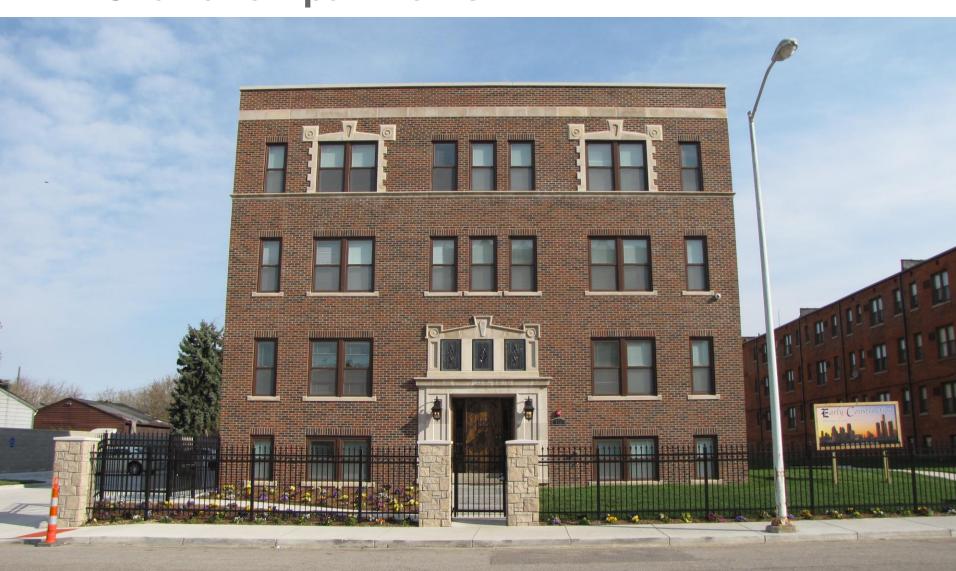
64 Watson







Charlotte Apartments





Scott Mansion





3175 Cass





Mondrian @ Midtown



Regis Houze Apartments





Third Grand



Fisher-Kahn Buildings



Baltimore Station





7001 Second

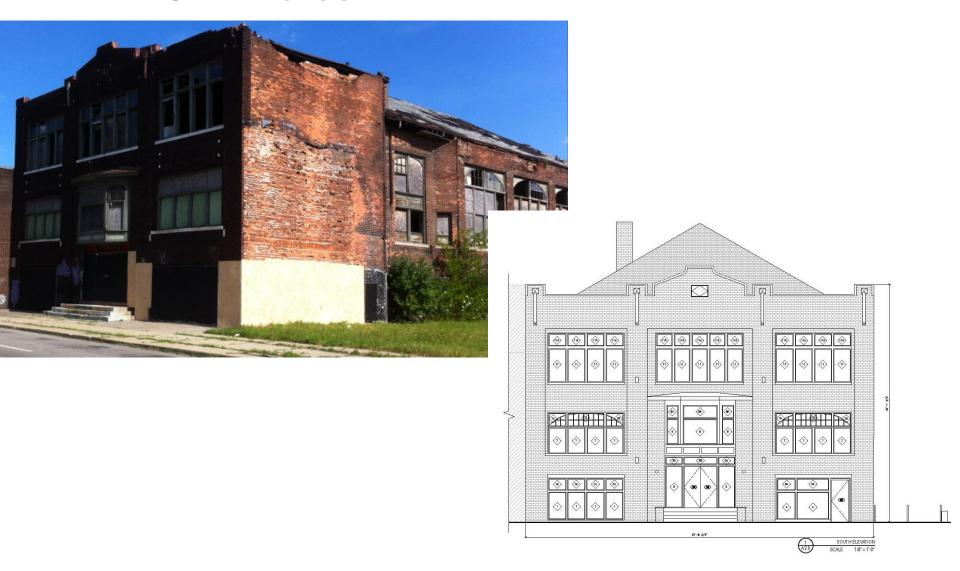


207 E. Baltimore





1775 W. Forest



Anticipated Openings







29/41 Street Food Advanced Plumbing Atomic Chicken Babe's Blossoms Cake Ambition Canine to Five Expansion Dana White Salon Filson First Independence Bank **Good Cookies** Grey Ghost Gus's Chicken Jim Brady's Detroit

Jonna Construction Services
Little High Flyer
Nature Conservancy
North End Collective
Rock City Eatery
Shag Bar
Shinola Audio Factory
Shipyard
Siesta Café
Smoothie Factory
Third Man Vinyl Pressing
Plant
Third Wave Music





BUSINESS DEVELOPMENT Vinyl Pressing Plant







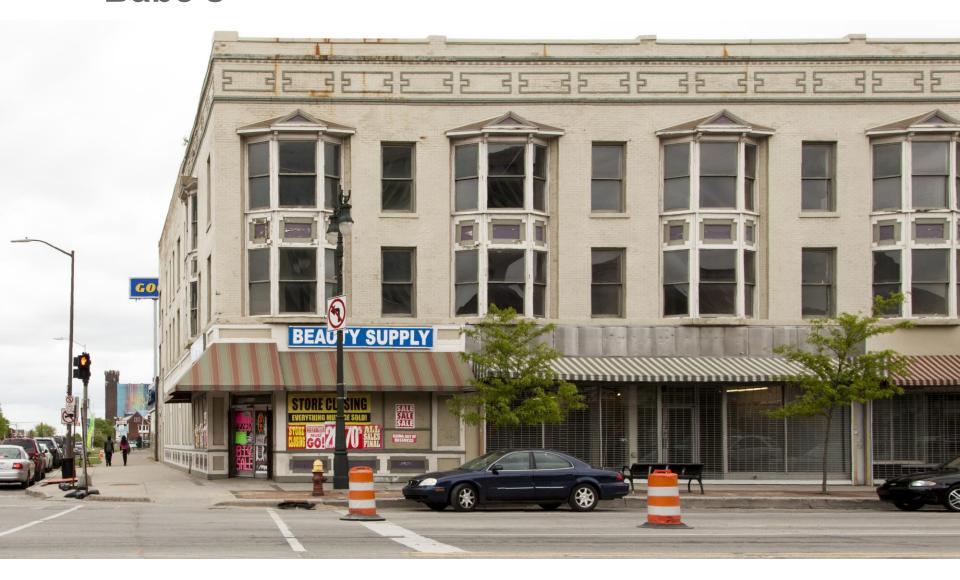


Filson





Babe's



HIGH PRIORITY COMMERCIAL







Apparel

Art House Movie Theater

Bakery

Bridal Boutique

Burger Joint

Candy Shop

Casual Fitness Facility

Contemporary Italian

Deli

Dry Cleaners

Electronics

Full Service Spa

Galleries

Hair Salons

Home Goods Store

Indian Restaurant

Juice Bar

Mexican Food/Tequila Bar

Neighborhood Market

Noodle Café

Optical

Popcorn

Quality Diner

Shoe Store/Repair

Skateboard Shop

Specialty Market

Sushi Restaurant

Tailor Shop

UPS Store

Urban Garden Store

Vintage Home Goods

Wine Shop



AFFILIATED PROJECTS

Bike Share



AFFILIATED PROJECTS

Bike Share





AFFILIATED PROJECTS

QLINE (M1 Rail)

