2021 Core Programs

Public Space Maintenance
2021 CORE PROGRAMS

Cultural Center Planning Initiative (CCPI)

Images courtesy of Agence Ter-Akoaki, LLC
2021 CORE PROGRAMS

Cultural Center Planning Initiative (CCPI)

Images courtesy of Agence Ter-Akoaki, LLC
2021 Core Programs

Small Business Support
2021 Core Programs

Housing Support

- **Stay Midtown**
  - 165 households have received assistance to date
  - Over $90,000 in assistance payments were disbursed in 2021

- **W. Grand Blvd./Holden Home Repair**
  - 36 homeowners have been approved
  - 23 home repair projects have been completed
  - Over $165,000 has been disbursed in 2021
  - 39% of contractors are Detroit-based
  - 44% of contractors are woman and/or minority owned companies
2021 CORE PROGRAMS

Real Estate Assistance

• Developer Assistance
• Site Location
• Data Sharing
• Financing Assistance
• Community Engagement
• Zoning and City Processes
• Utility Company Coordination
2021 Core Programs

Arts Programming

DLECTRICITY
2021 CORE PROGRAMS

Arts Programming
New Center Park
TRENDS IN 2021

- Housing
- Commercial
- Small Business
- Student & Employees
Housing

Rental Units:
- Delivered: 692 (48% Affordable)
- Under Construction: 1,459 (29% Affordable)
- Future Pipeline: 1,029 (38% Affordable)
- Rental Occupancy: 95%
- Rental Pricing: $2.10 - $2.45/Square Foot

Condo Units:
- Home Sales 2021: 115
- Sale Range: $190-$525/Square Foot
- Avg. Condo Pricing: $327/Square Foot
- 6 months of inventory
HOUSING - CONDO TRENDS
COMMERCIAL

• **Avg. Storefront Pricing:**
  • $27 NNN/Square Foot

• **Office Trends:**
  • Smaller Footprint Users
  • Shorter Terms
  • More Flex Space/Co-working models
Small Business Trends

- Businesses opened in 2021: 29
- Businesses closed in 2021: 10
- Businesses in the pipeline: 27
- Target businesses:
  - CrossFit
  - Eyewear
  - Music & Entertainment Venues
  - Small Batch Food Concepts
  - Design Focused Shops
  - Diner
  - Apparel
  - More Galleries/Artist Studios
  - More Grocery Options
- Small Business Survey Feedback
- Customer Traffic: 76% of normal monthly averages (North Cass District)
MIDTOWN - NORTH CASS VISITS 2019 VS 2021
### Student & Employee Trends

<table>
<thead>
<tr>
<th>Location</th>
<th>Trend Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wayne State University (main campus)</td>
<td>• 65% compared to 2019 traffic</td>
</tr>
<tr>
<td>Wayne State University</td>
<td>• 65% student housing occupancy</td>
</tr>
<tr>
<td>College for Creative Studies (main campus)</td>
<td>• 107% compared to 2019 traffic</td>
</tr>
<tr>
<td>College for Creative Studies</td>
<td>• 100%+ student housing occupancy</td>
</tr>
<tr>
<td>New Center Office Buildings</td>
<td>• 30% compared to 2019 traffic</td>
</tr>
<tr>
<td>Bicycle Ridership (Cass/Canfield)</td>
<td>• 538 daily average</td>
</tr>
</tbody>
</table>
MAJOR VENUES

Theatre & Performance Venues:
• 32% compared to 2019 traffic
• 62% compared to Fall/Winter (2019)

Sport Venues:
• 52% compared to 2019 traffic (Comerica Park, Ford Field, Little Caesars Arena)
# 2022 Initiatives

## Ongoing
- Public Space Maintenance
- Data Collection & Sharing
- Small Business Technical Assistance
- Real Estate Developer Assistance

## Programmatic
- Tenant Improvement
- Façade Enhancement
- Tree Canopy Restoration
- New Center Park
- Selden Courtyard
- Brew School
- CCPI
- Voluntary Business Improvement District (BID)
District Catalytic Projects 2022

- College for Creative Studies & Pensole Design Academy
- Wayne State University Gateway Theater Project
- Henry Ford Health System & Michigan State University Health Sciences
- CCA Midtown
- Woodward/West
- Seward Renovations
- Albert Kahn Lease-Up
- University of Michigan Rackham Building Renovation
- The Mid Co-Living Tower
- DIA Van Gogh Exhibit
Key District Strategies 2021-2030

• Housing, housing, housing
• More green space
• Connected street fabric
• Marketing & branding program
• More entertainment
• Small batch & maker studio spaces
• Mix of indie businesses and urban format regional/national tenants
• Mixed-income/mixed-used development model
• Renovation of vacant and blighted commercial properties in key locations
Thank You

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