



# THE DISTRICT DETROIT



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APRIL 2024

# Overview

I. Who We Are

II. The Catalyst

III. Our Commitment

IV. The District Detroit

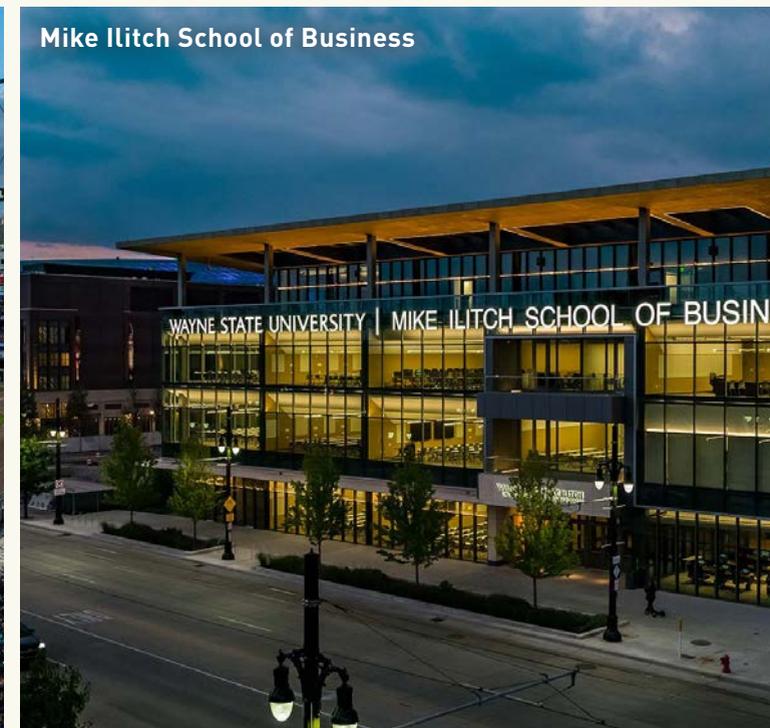
V. Impact

# Who We Are



# Improving the Lives of People

Affordable Housing | Job Creation | Historic Renovation | Placemaking | Education | Entertainment



# A Devotion to Detroit since 1959





# 50 Years of Restless Ambition for Urban Life

## Commitment to Affordable Housing

Portfolio of 60,000 workforce and affordable apartments — the largest privately-owned preserver of affordable housing in the U.S.

## \$90 Billion, 12 City Real Estate Portfolio

across office, market-rate, multi-family residential, commercial, mixed-use developments

## Invested in Inclusive Economic Growth

and learning opportunities for underserved communities

## Environmentally-Responsible Leadership

creating a working example of best practices across energy, waste, water and health initiatives

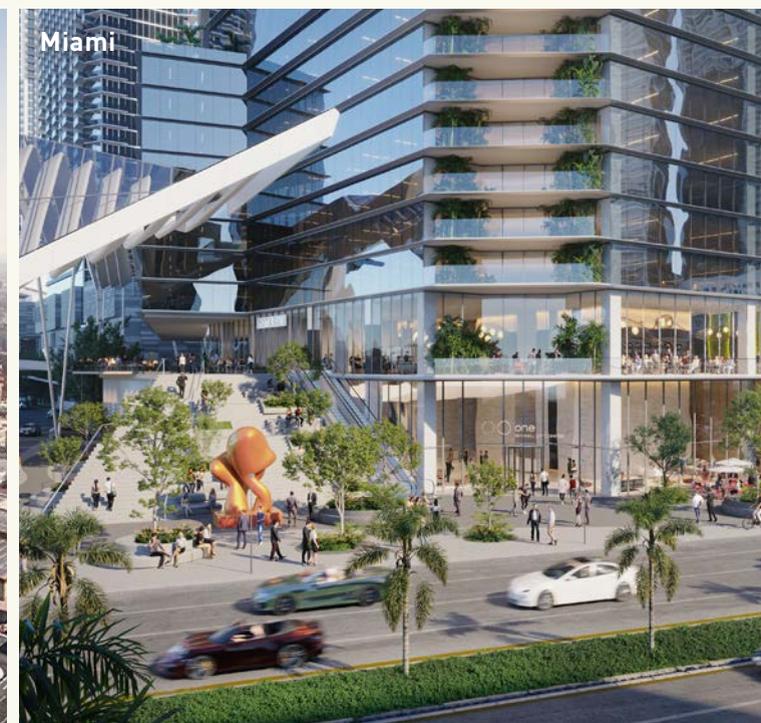
## Strategic Partnerships Investments and Affiliations

with the best of the best in placemaking and lifestyle enterprises





# Creating Memorable Experiences, Supporting Our Neighbors And Giving Back For A Better Tomorrow



# The Catalyst

# University of Michigan Center for Innovation: \$250M Academic Building

A world-class center for education, research and entrepreneurship in the heart of Downtown Detroit.

## Pipeline of Talent

Hundreds of residential master's students potential degree areas:

- Sustainability
- Urban planning
- Cyber security
- Entrepreneurship
- Emerging technology

Thousands of workforce development Detroit based workers, potential credential areas:

- Big data
- Programming
- Fintech
- Robotics
- Advanced manufacturing
- Immersive media
- Entrepreneurship
- Future-of-work skills

## \$200 million and land to University of Michigan

- \$100 million donation from foundation of Stephen Ross
- \$100 million investment from State of Michigan
- Contribution of land from Illitch Organization
- Academic research building broke ground in December 2023

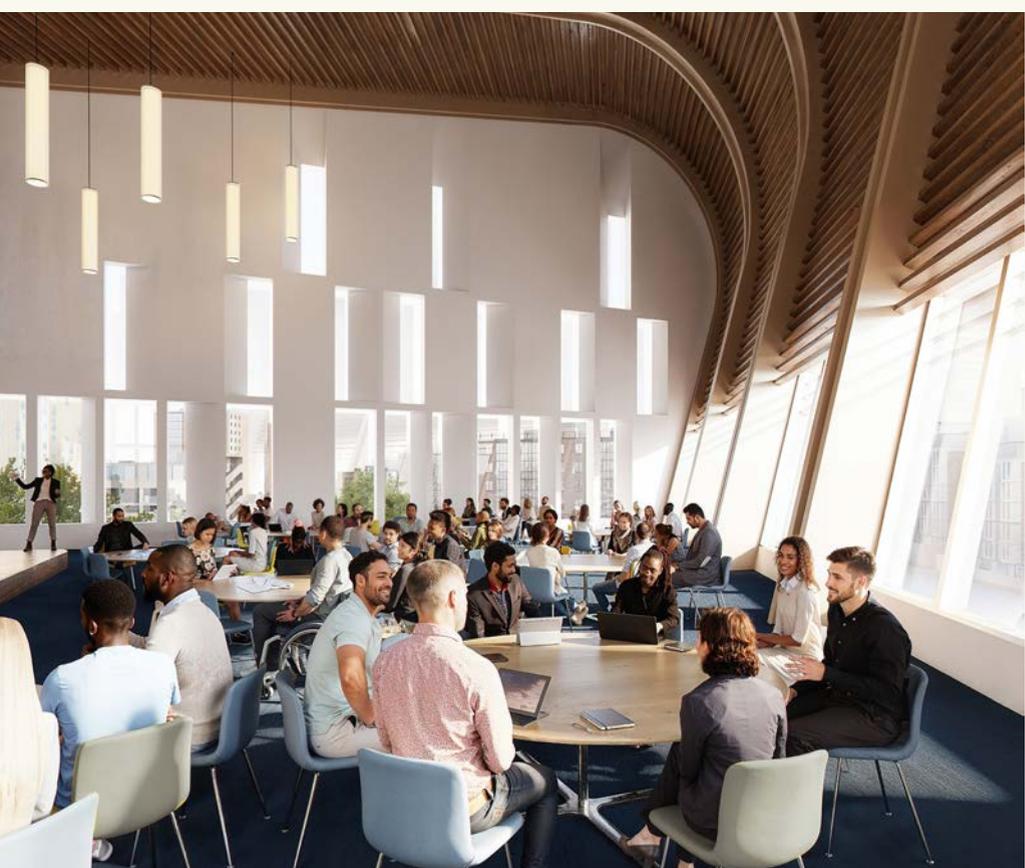
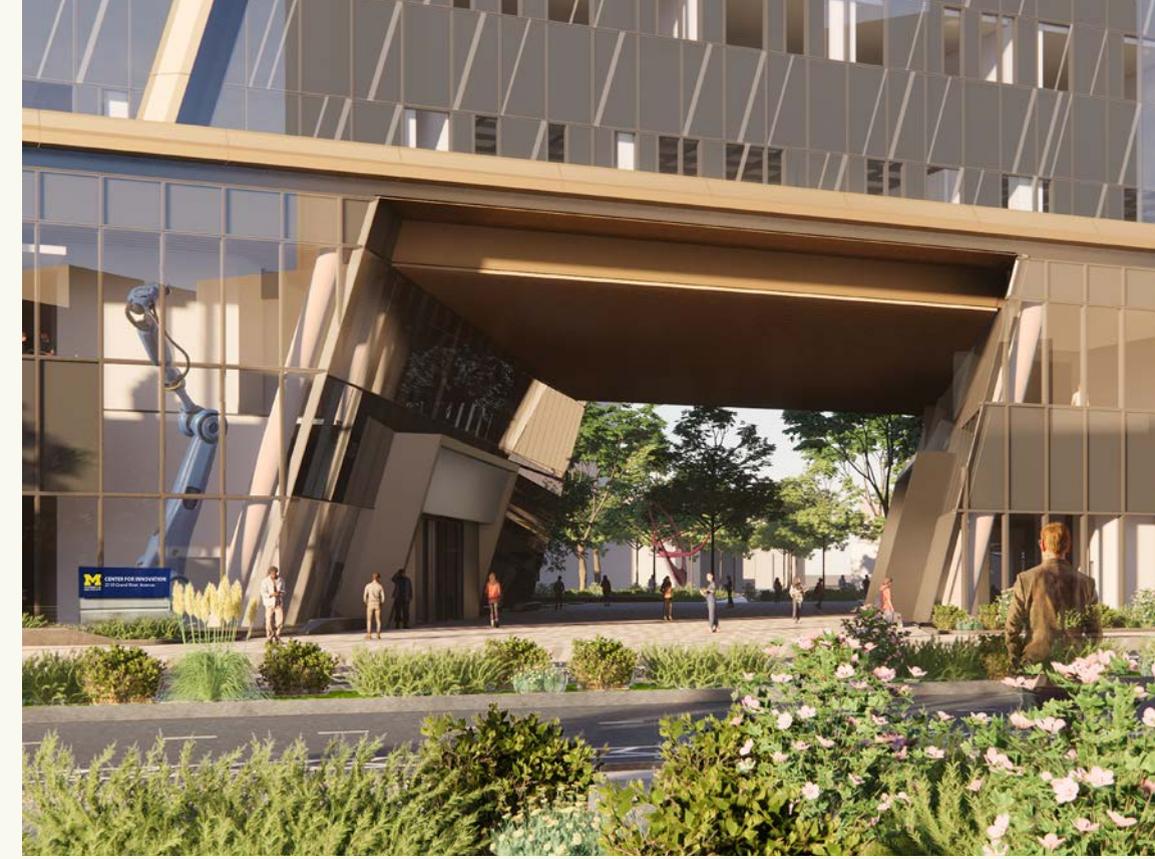


# A Campus Designed for the Diverse Workforce of the Future



DECEMBER  
2023  
GROUND  
BREAKING





# Our Commitment

# 300+ Engagement Sessions

## Completed City Council Tours

**District 7** Councilman Fred Durhal

**District 3** Councilman Scott Benson

**District 2** Councilwoman Angela Calloway

At Large Councilwoman Waters

**District 4** Councilwoman Latisha Johnson

**District 5 &** City Council President Sheffield

**District 6** Councilwoman Santiago-Romero



## Prioritizing Meetings with Community Leaders and Groups

Metro Detroit Black Business Alliance

Detroit Branch NAACP

DAPCEP

Detroit Public Schools

Community District

Project Destined

Boys and Girls Club of SE Michigan

IBEW/Carpenters/Union Leaders

Fellowship Chapel

Third New Hope Baptist Church

Wayne State University

TechTown

Michigan Central

College for Creative Studies

Detroit Equity Report

Erb Institute

Central United Methodist Church

Eastern Market

Detroit Excellence in Youth Arts

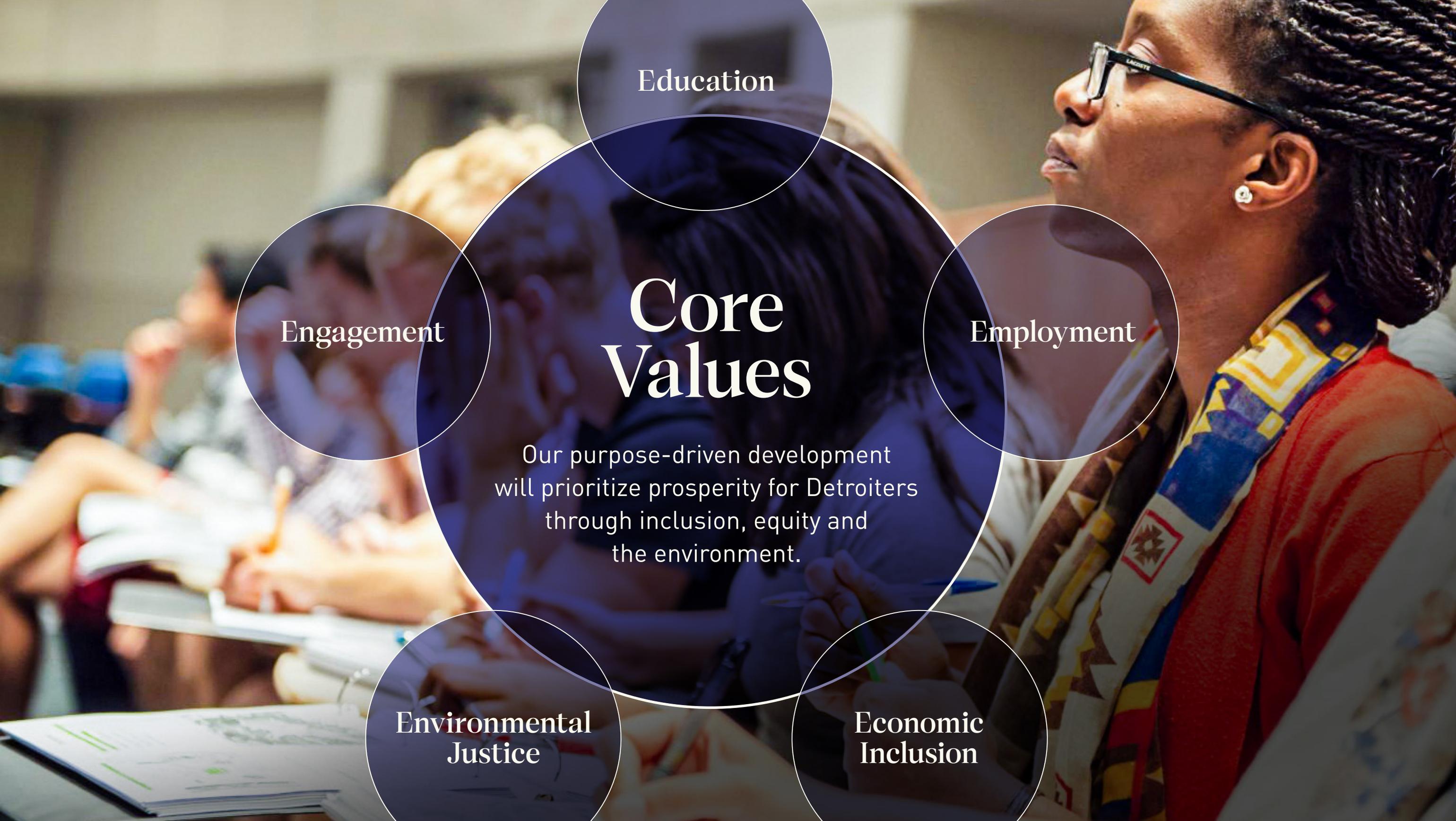
Knight, Kresge, Ballmer,  
Davidson, and Wilson Foundations

NOAH Project Detroit

Michigan Hispanic Collaborative

Detroit Future City





Education

Engagement

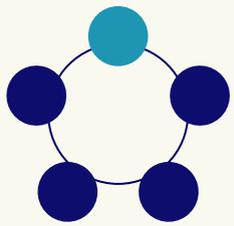
# Core Values

Employment

Our purpose-driven development will prioritize prosperity for Detroiters through inclusion, equity and the environment.

Environmental Justice

Economic Inclusion



## Core Values

# Education

Increase access to education and expanded opportunities for Detroiters.

### Our Commitment:

- Mike Illitch School of Business - Wayne State University
- Cass Technical High School
- University of Michigan Center for Innovation
- Stitching together collegiate institutions within a 2-mile radius
  - Michigan State University
  - Central Michigan
  - Grand Valley State University
- Expanded access to opportunity
- Cass Tech Field Renovation
- Project Destined with WSU & DPSCD

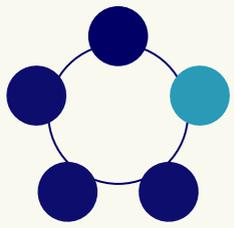


When complete, it will be a world-class research, education and entrepreneurship center. One that educates and retains world-class talent. One that drives innovation and economic growth and job creation. And one that empowers the next generation of Detroiters.

—University of Michigan President, Santa Ono

### Our Partners





# Core Values

# Employment

Expand entrepreneurship, career and job opportunities for Detroiters.

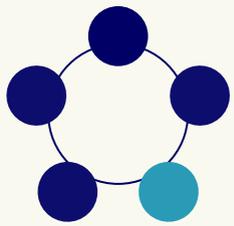
### Our Commitment:

- The Opportunity Center
- District Detroit Fast Track Program
- Grow Detroit's Young Talent (GDYT)
- Employment Barrier Reduction
- Executive Order Compliance
- Detroit@Work Participation
- COCO Jobsite Program



### Our Partners





## Core Values

# Economic Inclusion

Intentional inclusion of historically disenfranchised businesses, coupled with a commitment to fostering generational wealth and addressing societal needs such as affordable housing.

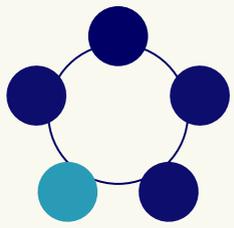
### Our Commitment:

- Disadvantaged and Detroit Business Spending Goal
- Disadvantaged & Detroit Business Bond Fund
- Targeted Retail TI Fund
- MCM Technical Assistance & Award
- District Detroit Co-Developer Program
- Deeply Affordable Housing
- Section 8 Voucher Acceptance
- On-Site Opportunity Connector
- Accessibility Design Consultant



### Our Partners





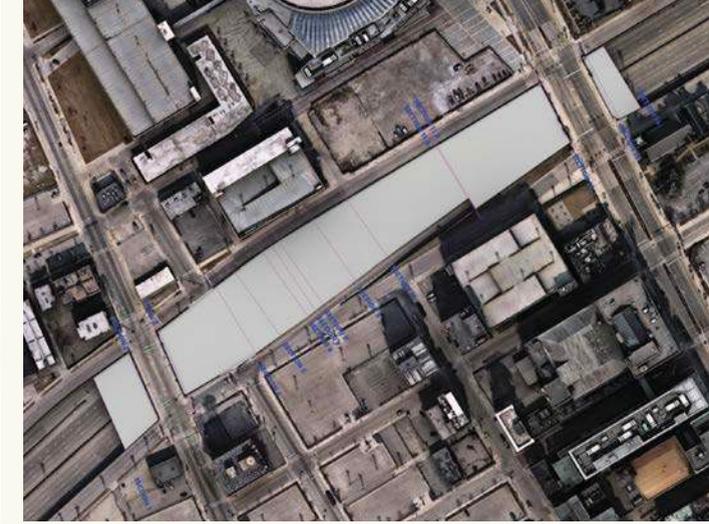
# Core Values

# Environmental Justice

Build The District Detroit with a sustainability framework that improves the lives of Detroiters.

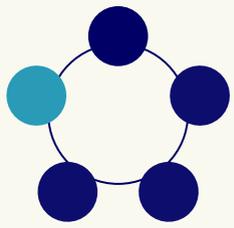
### Our Commitment:

- Columbia Street Plaza
- UMCI Green Space
- I-75 Community Reconnector Overbuild Grant
- Cass Park Design Study
- Brush Park Landscaping and Improvements
- Public Safety and Walkability Enhancements
- Design Charrettes
- Construction Impact Planning



### Our Partners





# Core Values Engagement

Create an inclusive environment where all Detroiters can take part in the programming and activations in The District Detroit.

## Our Commitment:

- Community events in The District Detroit
- Culturally Relevant Placemaking
- Local Art Commitment
- Local History Study & Recognition



## Our Partners



# The District Detroit

# The District Detroit Vision

Redefining Downtown to Maximize Impact



## Diversity, Equity & Inclusion

- Cradle-to-career programs
- Jobs & economic development
- Affordable housing



## Increased Open Space

- Acres of public parks
- Well-maintained, secure spaces maximized for well-being



## Innovation

- \$250M University of Michigan Center for Innovation
- Job creation
- Talent retention

## Commercial Office

- 4M SF in 14 new buildings
- Flexible floor plates
- Historic preservation



## Residential

- 10M SF housing
- Affordable & workforce
- Market-rate
- Historic preservation



## Arts & Entertainment

- Highly-programmed arenas and theaters
- 4 pro sports teams
- 12K SF mixed-use hotel, dining & retail



# The Future of The District Detroit

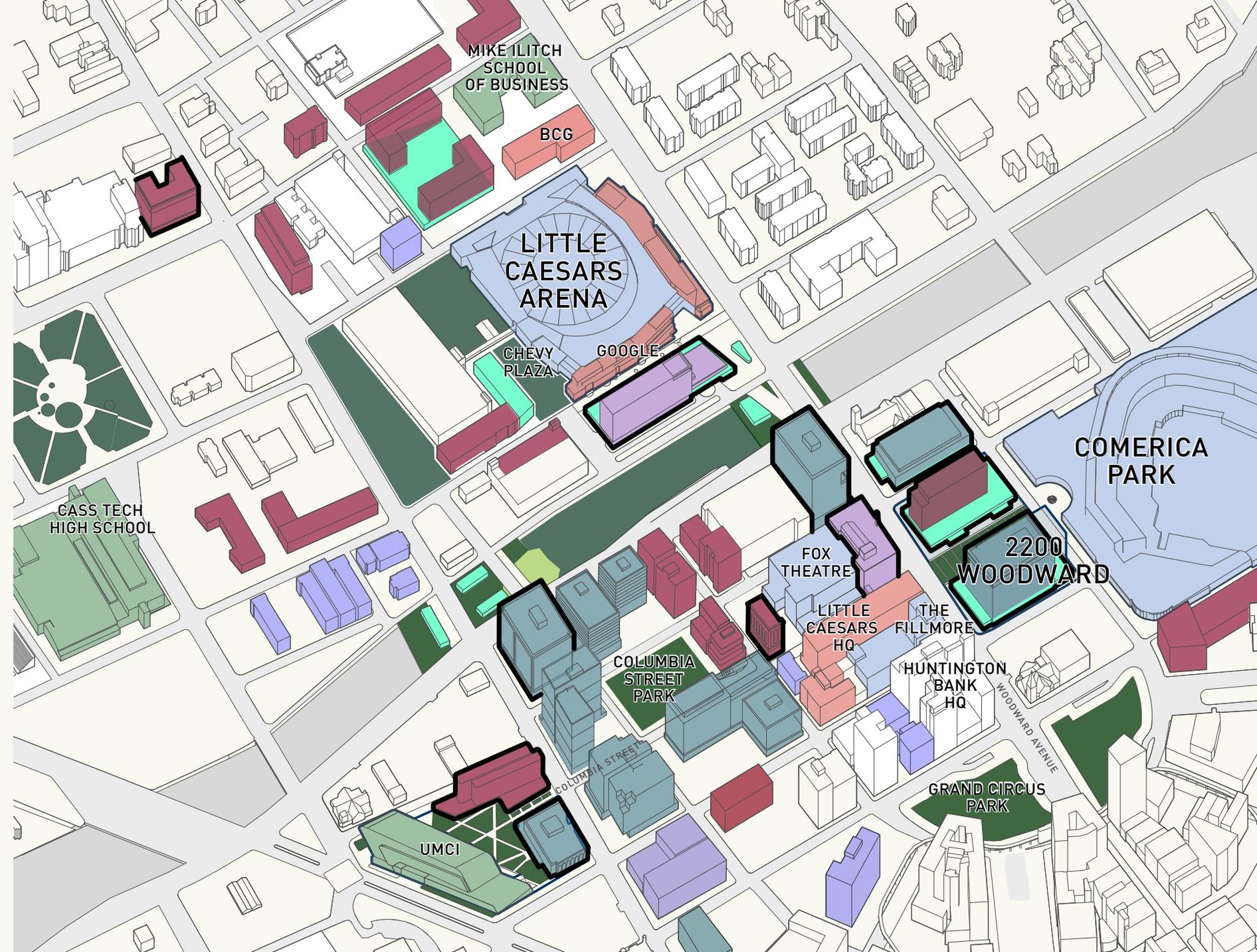
The partnership will further develop The District Detroit with a walkable, urban core built around the neighborhood's existing anchors and a brand new catalyst, the University of Michigan Center for Innovation.

## Six Years, Ten New Developments:

- 1.2 million SF office
- 150K SF retail
- 467 hotel keys
- 800 mixed-income residential units

## Master Planning Principles:

- Diversity, equity, and inclusion
- Increased open space
- Education, job creation, and talent retention
- New office buildings and historic preservation
- Market rate and affordable housing
- Arts and entertainment



- Existing Commercial Office
- New Commercial Office
- Sports and Entertainment Venues
- Academic and Innovation
- Retail
- Hotel
- Existing Residential
- New Residential (Ground Up & Adaptive Reuse)
- Open Space

# New and Renovated Historic Projects

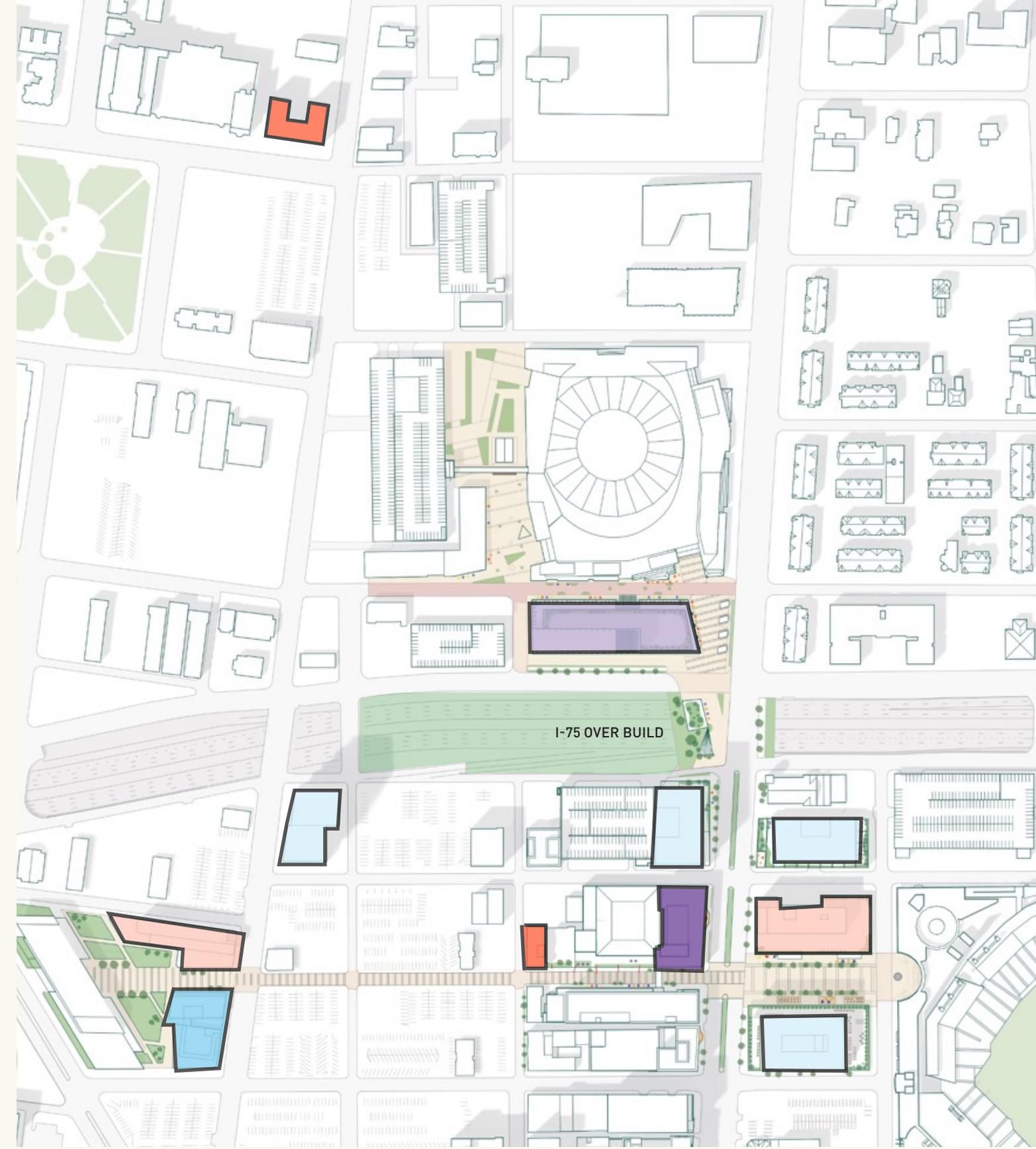
1.2M+ SF of Office

146K SF of Retail

467 Hotel Rooms

865 Mixed-Income Residential Units

- Residential
- Historic Renovation
- Academic/Business Incubator
- Historic Renovation
- Office
- Historic Renovation
- Hotel
- Historic Renovation



1



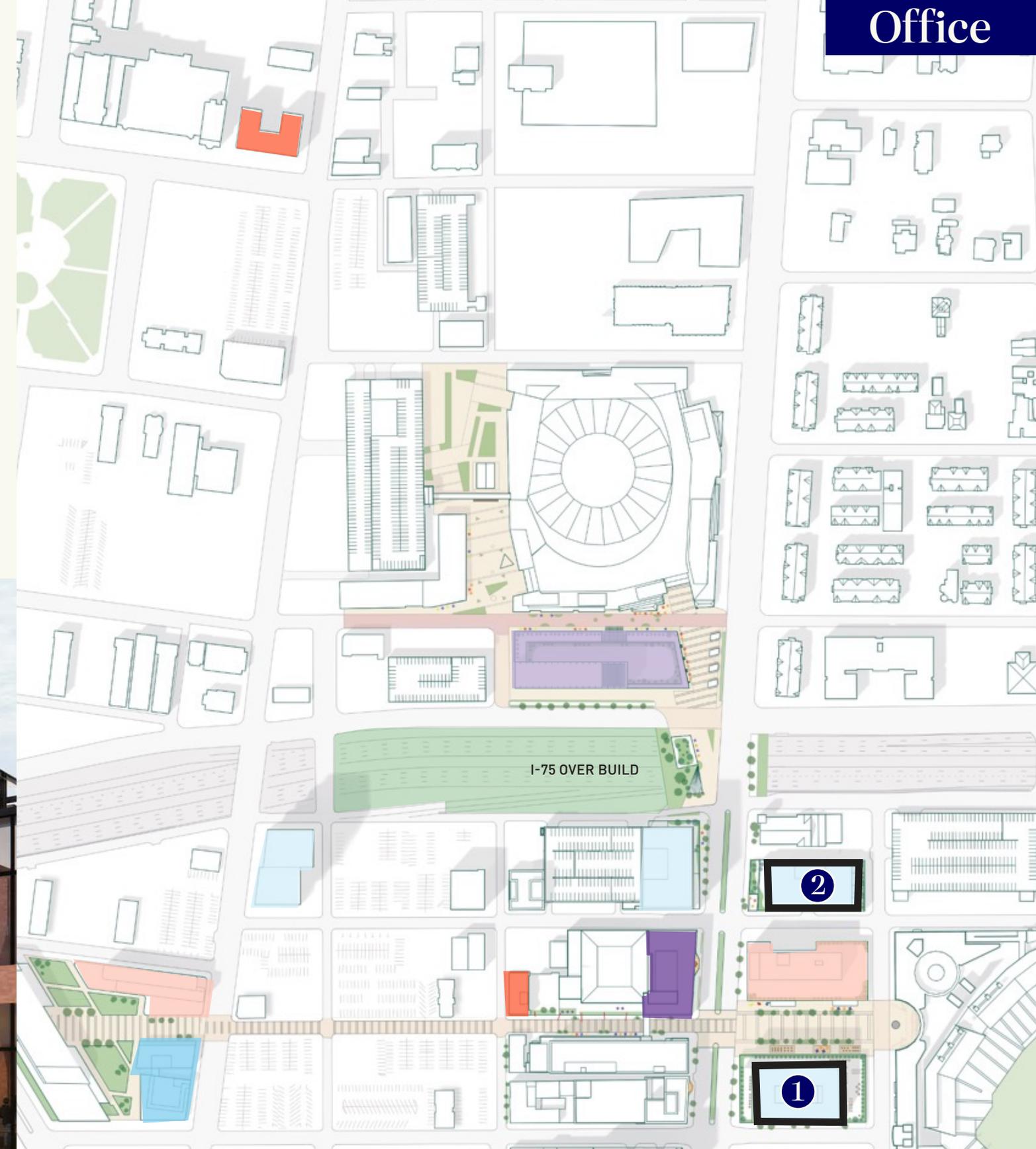
### 2200 Woodward (Superblock Office Tower)

456K SF Office  
32K SF Retail

### 2300 Woodward (Mixed-Use Office)

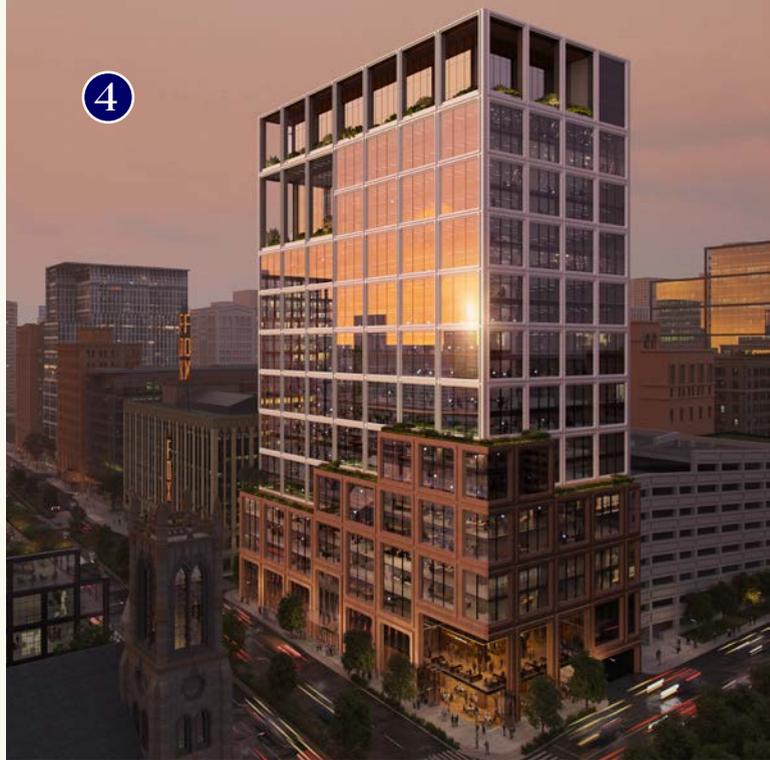
131 SF Office  
18K SF Retail

Office



2





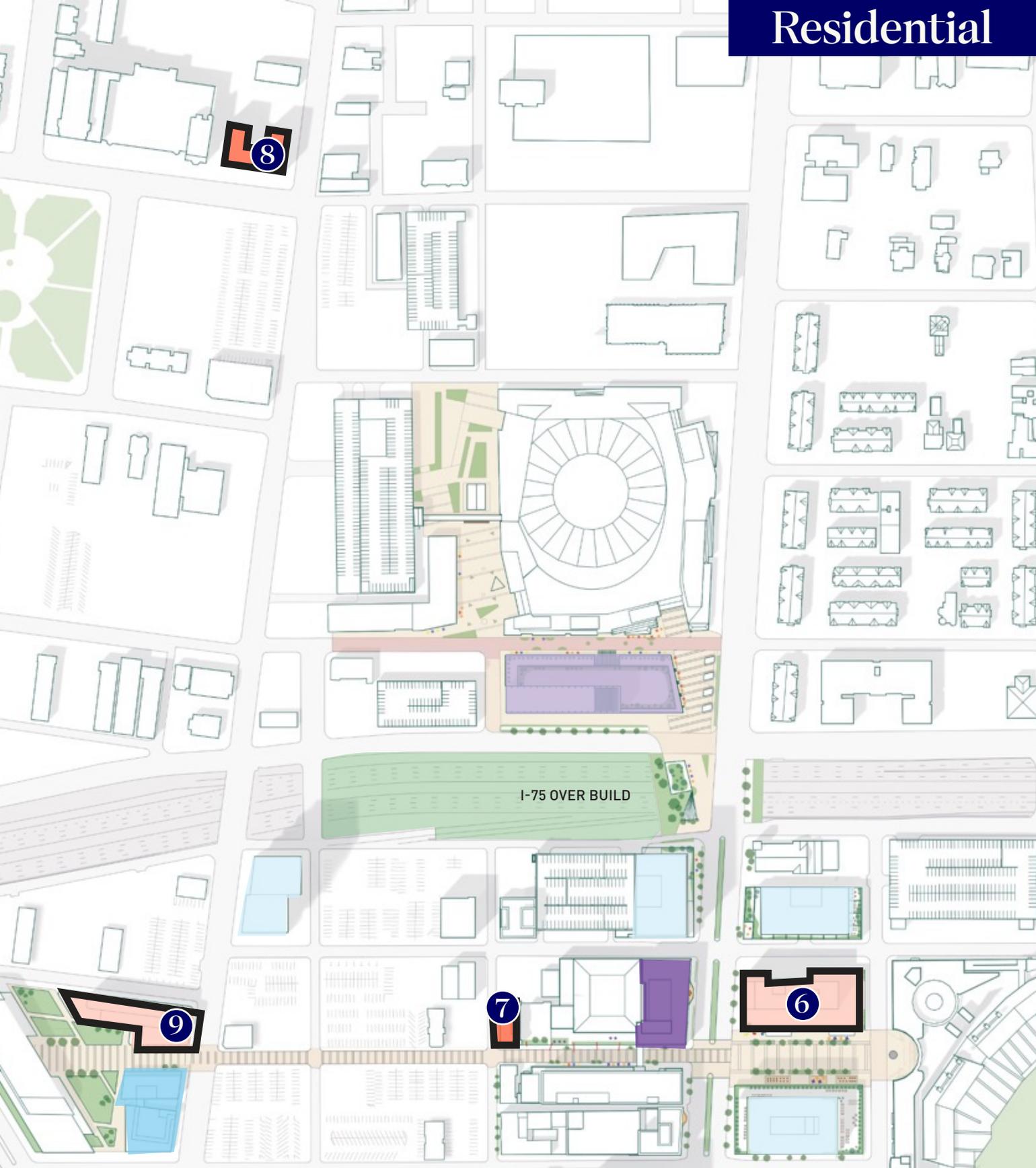
**2300 Cass**  
(New Office Tower Near UMCI)  
429K SF  
10K SF Retail

**2305 Woodward**  
(A/B Flexible Site Office)  
556K SF  
Floor Plate Size: 19-25K SF



**2115 Cass/UMCI**  
**Business Incubator**  
83K SF Business Incubator  
11K SF Retail

# Residential



6

**2250 Woodward**  
(Superblock Residential Tower)

287K Residential Units  
27K SF Retail

7

**2210 Park/Detroit Life**  
(Historic Rehab Residential)

16 Residential Units  
3K SF Retail

8



9

**408 Temple/American Residential**  
(Historic Residential Restoration)

131 Residential Units  
5K SF Retail

**2205 Cass/UMCI Residential**  
(UMCI Residential Tower)

261 Residential Units  
9K SF Retail

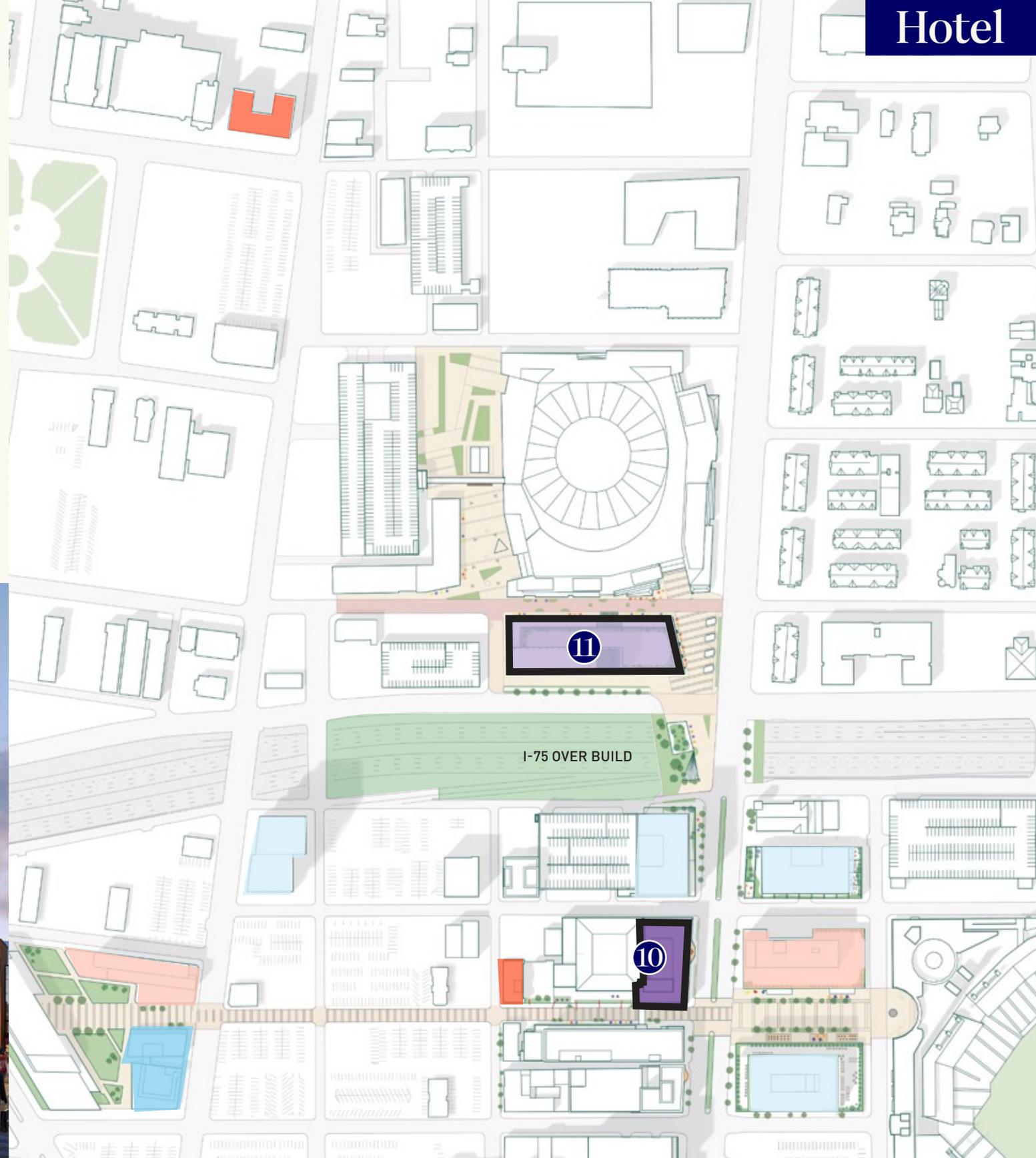
10



### 2211 Woodward/ Fox Hotel (Converted Office Building)

177 Hotel Keys  
8K SF Retail

Hotel



11



### 2455 Woodward/ Little Caesar's Arena Hotel

290 Hotel Keys  
22K SF Retail

11

I-75 OVER BUILD

10

# Impact

# \$1.5B Investment to Drive:

6

## New Projects

- 2 Mixed-Income Residential Buildings
- 3 Commercial Office Buildings
- 1 Hotel

18K

## Jobs

- 12k Construction Jobs
- 6k Ongoing Jobs After Construction

4

## Renovated Historic Projects

- 3 Residential Projects
- 1 Office Building
- 1 Hotel

695

## Mixed-Income Residential Units

- 26% Earmarked at 60% of the area median income (AMI) and below

# Job Opportunities

## Office

- Loan Officers
- Tellers
- Loan Interviewers and Clerks
- Customer Service Representatives
- Claims Adjuster
- Insurance Claims Clerks
- Sales Agents
- Software Developers
- Computer Systems Analysts
- Mechanical Engineers
- Management Analysts
- Office Clerks

## Property Management

- Maintenance and Repair Workers
- Office Clerks
- General Operations Managers
- Landscaping and Groundskeeping Workers

## Hotel

- Concierge
- Housekeeping Cleaners
- Maintenance and Repair Workers
- Waiters
- Cooks
- General Operations Managers

## Retail

- Salespersons
- Supervisors
- Cashiers
- General Operations Managers
- Customer Service Representatives
- Stockers
- Office Clerks

## Food and Beverage

- Waiters
- Cooks
- Supervisors
- Hosts
- Cashiers
- Dishwashers
- Bartenders
- General Operations Managers

## Construction

- Construction Laborers
- Carpenters
- Construction Managers
- First-line Supervisors
- Painters
- Office Clerks

# Thank You



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