ULI Rose Center presents

Detroit Future City

The making of Detroit’s Long Term Strategic Framework Plan

Alison Johnson
Program Manager
202-624-7015; alison.johnson@uli.org
Welcome

ULI Rose Center
  – Who we are/what we do

Webinar instructions

Webinar
Mission:

“. . . to encourage and support excellence in land use decision making. By providing public officials with access to information, best practices, peer networks and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.”
How this webinar works:

• Webinar audio information:
  • Dial-in #: 866.404.3683
  • Conference code: 1496305939
  • All callers are muted during the presentation
    • To prevent any audio disruption, please mute your individual line by pressing *6. You can un-mute your line by pressing #6.
  • To ask a question-
    • During the presentation, type your question into the Question or Chat box, the moderator will review and present your questions to the panelists.
    • There will be time for questions at the end of the presentation.
Malik R. Goodwin  
Vice President-Project Management  
Detroit Economic Growth Corporation  
Detroit, MI

Daniel Kinkead  
Design Principal  
Hamilton Anderson Associates  
Detroit, MI
AGENDA

1. DETROIT IS...
2. FRAMEWORK
   TIMELINE
   OBJECTIVES
   ENGAGEMENT
   UTILIZATION
   ELEMENTS
3. ECONOMIC GROWTH
4. LAND USE
5. CITY SYSTEMS
6. NEIGHBORHOODS
7. LAND AND BUILDINGS ASSETS
8. Q&A
9. CLOSING
DETROIT IS...

Each day, $1.7B in goods cross the Ambassador Bridge.
And 25% of all US-Canadian trade crosses the bridge each year.

People live in Southeast Michigan. Approximately 700k live in Detroit.

4.7M

New jobs are projected for Southeast Michigan by 2040.

300K

10 foundations have invested nearly $422M in Detroit from 2008-summer 2011.

$422M

An average of 19 million annual visitors and tourists come to downtown Detroit each year.

19M

In 1940 Detroit was the 4th largest city in the United States by population.

18th Largest in 1940

18th Largest City

19M

18th Largest City in 2010

18th

1) Detroit Regional Chamber; 2) US Census 2010; 3) Southeast Michigan Council of Governments (SEMCOG); 4) DWP/TP Civic Engagement Audit; 5) Detroit Economic Growth Corporation; 6) US Census 2010; 7) US Census 1940;
DETROIT IS CLOSER TO ITS FUTURE THAN WE IMAGINE.
DETROIT IS...

TRANSFORMATION
TRANSFORMATION HORIZON TIMELINE

STABILIZE & SUSTAIN
10 YEAR HORIZON

IMPROVE
20 YEAR HORIZON

TRANSFORM
50 YEAR HORIZON
FRAMEWORK OBJECTIVES:
BY 2030, DETROIT WILL...

- HAVE A STABILIZED POPULATION BETWEEN 600-800K PEOPLE.
- DOUBLE THE NUMBER OF JOBS AVAILABLE IN THE CITY.
- HAVE AN INTEGRATED REGIONAL TRANSPORTATION SYSTEM.
- LEAD THE WORLD IN DEVELOPING LANDSCAPE AS 21ST CENTURY INFRASTRUCTURE.
- BE ENHANCED AND SUSTAINED BY A BROAD-BASED AND ONGOING CIVIC STEWARDSHIP NETWORK.

PHOTO CREDIT (1,2,5): MARVIN SHAUNI
FRAMEWORK ENGAGEMENT

30,000 CONVERSATIONS

163,000 INTERACTIONS

70,000 SURVEY RESPONSES
# How is the Framework Used?

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<th>Community Development</th>
<th>Faith-Based Community</th>
<th>Institutions</th>
<th>Philanthropic Sector</th>
<th>Public Sector</th>
<th>Residents</th>
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| • Elevate current and future policies and strategies. | • Provide service predictability and clear direction for investment.  
• Provide framework to grow existing and new businesses. | • Align resources with small scale actions.  
• Deploy innovative strategies. | • Recognize added value of neighborhoods.  
• Facilitate localized community development efforts. | • Identify key areas of growth and investment.  
• Inform current and future programming, hiring, and contracting of Eds/Meds. | • Identify areas of investment and collaboration between public, private and nonprofit sectors.  
• Leverage resources. | • Provide long term vision and policy recommendations.  
• Align regulatory framework to achieve long term vision. | • Provide clear direction for city’s improvement.  
• Develop neighborhood-based strategies for action.  
• Participate in the transformation of the city. |
ECONOMIC GROWTH
Detroit is projected to receive only 2% of these new regional jobs.

There are currently 27 jobs within the city per 100 Detroit residents.

Detroiters experience high poverty rates at every level of education. Even 20% of two-year degree holders live in poverty.

68% of Detroiters without a high school diploma are unemployed or do not participate in the labor force.

Detroit is ranked 23rd out of 25 U.S. cities in African-American ownership of firms with employees.

In a comparison of 25 U.S. cities, Detroit ranks 8th in terms of African-American business ownership relative to the size of black/African-American population.

IMPLEMENTATION STRATEGIES

**A**
SUPPORT FOUR KEY ECONOMIC PILLARS: INDUSTRIAL, EDS & MEDS, DIGITAL/CREATIVE, SMALL BUSINESS

**B**
USE A PLACE-BASED STRATEGY FOR GROWTH: SEVEN EMPLOYMENT DISTRICTS

**C**
ENCOURAGE LOCAL ENTREPRENEURSHIP AND MINORITY BUSINESS PARTICIPATION

**D**
IMPROVE SKILLS AND SUPPORT EDUCATION REFORM

**E**
IMPROVE LAND REGULATIONS, TRANSACTIONS, AND ENVIRONMENTAL ACTIONS

PHOTO CREDIT (ALL): MARVIN SHAUNI
EXPAND EMPLOYMENT DISTRICTS THROUGHOUT THE CITY

“Relate economic development and land use - target different industries and businesses in different areas of the city.”

Economic Growth Working Session

EMPLOYMENT DISTRICTS

PRIMARY EMPLOYMENT DISTRICTS
- DIGITAL / CREATIVE
- EDS & MEDS AND DIGITAL / CREATIVE
- INDUSTRIAL / CREATIVE
- GLOBAL TRADE / INDUSTRIAL

SECONDARY EMPLOYMENT DISTRICTS
- INDUSTRIAL / CREATIVE
- INDUSTRIAL
LAND USE

IMAGE OF THE CITY
IMPLEMENTATION STRATEGIES

A. Create a citywide framework for growth and investment

B. Support a network of new and existing neighborhood types

C. Introduce new forms of development

D. Create a new and diverse open space system for the city

E. Redefine corridors and create complete streets

F. Enact innovative regulatory reform

Photo Credit (All): Marvin Shaouni
1950
5.7 AVG
5.7 was the average occupied housing units per acre in 1950

2010
8 AVG
8 was the average number of residents per acre in 2010

61%
61% population loss between 1950 - 2010 in Detroit

3 AVG
3 was the average occupied housing units per acre in 2010

21
21 was the average number of residents per acre in 1950

72 SUPERFUND SITES IN DETROIT
Supervfund is a program established to address hazardous wastes caused by industrial activities & abandoned sites

80K
Of Detroit’s 349,170 total housing units, 79,725 are vacant

22%
22% of Detroit’s industrial zoned land is vacant

36%
36% of Detroit’s commercial parcels are vacant

20 SQ MILES
Approximately 20 square miles of Detroit’s occupiable land area is vacant

583K SQ FT
The amount of money spent on groceries outside the city could support approximately 583,000 square feet of additional grocery retail space in Detroit

6.7 ACRES
Park space per person

66%
66% of total citywide housing supply is single family detached

66% of total housing demand in Detroit’s greater downtown is for multi-family

REALITIES

POPULATION & LAND

UNDERUTILIZED LAND

UNMET DEMAND
LONG TERM
LAND USE TYPOLOGIES

LAND USE TYPOLOGY - NEIGHBORHOODS
- CITY CENTER
- DISTRICT CENTER
- NEIGHBORHOOD CENTER
- GREEN MIXED-RISE
- MEDIUM DENSITY
- LOW DENSITY
- LIVE / MAKE
- GREEN RESIDENTIAL

LAND USE TYPOLOGY - LANDSCAPE
- INNOVATION PRODUCTIVE
- INNOVATION ECOLOGICAL
- LARGE PARK
- CEMETERY

LAND USE TYPOLOGY - INDUSTRY
- HEAVY INDUSTRIAL
- GENERAL INDUSTRIAL
- LIGHT INDUSTRIAL
- UTILITIES
EXAMPLE: TYPOLOGIES
DISTRICT CENTER

DEVELOPMENT TYPES

- Traditional Neighborhood
- Traditional District
- Retail
- Residential
- Multi-Family
- High Rise
- Townhouse
- Multi-Family
- High Rise
- Retail
- Residential
- Low-Lying Lake
- Small Retention
- Stormwater Boulevard
- Carbon Forest
- Green Industrial Buffer
- Blue and Green Infrastructure
- Parks: Multiple Scales
- Plaza
- Recreation Center
- Greenways
- Urban Garden
- Community Open Space
- Landscape
EXAMPLE: TYPOLOGIES

LIVE + MAKE

DEVELOPMENT TYPES

ARTISANAL

INDUSTRIAL

RESIDENTIAL

MULTI-FAMILY

TRADITIONAL

TRADITIONAL DISTRICT

RETAIL

COMMUNITY OPEN SPACE

LANDSCAPE

PARKS - MULTIPLE SCALES

PLAZA

RECREATION CENTER

GREENWAYS

URBAN GARDEN

COMMUNITY OPEN SPACE

TRANSITIONAL LANDSCAPE

LOW- LYING LAKE

STORMWATER BoulevarD

CARBON FOREST

GREEN INDUSTRIAL BUFFER

BLUE AND GREEN INFRASTRUCTURE

COMMUNITY OPEN SPACE

LANDSCAPE

EVENT LANDSCAPES

ARTSCAPES

PHYTOREMEDIATION

URBAN MEADOW

TRANSITIONAL LANDSCAPE
EXAMPLE: TYPOLIGIES
GREEN RESIDENTIAL

DEVELOPMENT TYPES

- LOW - LYING LAKE
- SMALL RETENTION
- STORMWATER BOULEVARD
- CARBON FOREST
- GREEN INDUSTRIAL BUFFER
- LOW - LYING LAKE
- SMALL RETENTION
- STORMWATER BOULEVARD
- CARBON FOREST
- GREEN INDUSTRIAL BUFFER

- PARKS: MULTIPLE SCALES
- PLAZA
- RECREATION CENTER
- GREENWAYS
- URBAN GARDEN
- COMMUNITY OPEN SPACE LANDSCAPE

- EVENT LANDSCAPES
- ARTSCAPES
- PHYTOREMEDIATION
- URBAN MEADOW
- TRANSITIONAL LANDSCAPE

- TRADITIONAL N’HOOD
- AUTO - ORIENTED STRIP
- RETAIL
- BLUE AND GREEN INFRASTRUCTURE
EXAMPLE: TYPOLOGIES

INNOVATION

PRODUCTIVE LANDSCAPE

DEVELOPMENT TYPES

- LOW-LYING LAKE
- SMALL RETENTION
- STORMWATER BASIN
- CARBON FOREST
- GREEN INDUSTRIAL BUFFER
- BLUE AND GREEN INFRASTRUCTURE

- RESEARCH PLOT
- URBAN FARM
- ENERGY FIELD OR FOREST
- AQUACULTURE
- WORKING PRODUCTIVE LANDSCAPE

- NATURE PARK
- RAPID REFORESTATION
- SUCCESSIONAL ROADS
- ROADS TO RIVERS
- ECOLOGICAL LANDSCAPE

- EVENT LANDSCAPES
- ARTSCAPES
- PHYTOREMEDIATION
- URBAN MEADOW
- TRANSITIONAL LANDSCAPE
**REVENUE & STRUCTURE MISMATCH**

- **40%** - $336M
- **20%**

- Public transportation is reliant on city’s general fund to subsidize 40% of revenues.
- $336 million decline in property tax revenue from 1950-2005 (60% decline).
- 20% of Detroit’s potential revenue generating land area is vacant.

**UNDERUTILIZED SYSTEMS**

- **32%**
- **27%**

- Average percentage of annual household income spent on transportation is 32%.
- 27% of Detroit’s 3000 miles of public roads are in poor condition.
- Only 35,000 of the existing 88,000 street lights work in Detroit.
- Buses run at 75% capacity during peak hours.
- Buses run at 75% capacity during peak hours in Detroit. The national average capacity for United States buses during peak time is 105%.

**ENVIRONMENTAL IMPACT**

- **40%** Water system capacity.
- **42B** Unaccounted for water.
- **4.8K** Olympic sized swimming pools.
- **3X** Lead poisoning asthma.
- **80%** increase in coal consumption by DTE Energy since 1975.
- Detroit has three times higher rate of children with elevated blood lead levels than the national average.
- Detroit has three times higher rate of children with asthma than the national average.
TRANSFORMATIVE IDEAS

1. STRATEGIC INFRASTRUCTURE RENEWAL

2. LANDSCAPE AS 21ST CENTURY INFRASTRUCTURE

3. DIVERSIFIED TRANSPORTATION FOR DETROIT AND THE REGION
STRATEGIC RENEWAL

UPGRADE AND MAINTAIN
Areas stabilizing at a population level above current system capacity:
• City Center : 15-20 DUPA; 110 -220 EPA
• District Center : 10-20 DUPA; 25 - 50 EPA
• Neighborhood Center : 10-20 DUPA; 3-5 EPA

RENEW & MAINTAIN
Areas stabilizing at or near current system capacity:
• Traditional Med. Density Housing : 4-8 DUPA; 1-2 EPA
• Traditional Low Density Housing : 1-4 DUPA; 1-2 EPA
• Green Mixed Rise : 10-30 DUPA; 3-5 EPA
• Secondary Industrial Employment

MAINTAIN ONLY
Areas where a decision has not yet been made about system capacity requirements:
• Green Residential : 3-6 DUPA; 1-5 EPA
• Non-Traditional Landscape
• Traditional Landscape

REDUCE & MAINTAIN
Areas stabilizing at a level significantly below system capacity:
• Live/ Make : 3-15 DUPA; 3-20 EPA
• Green Residential : 3-6 DUPA; 1-5 EPA
• Tertiary Industrial Employment

EMERGENCY REPAIR
Areas expected to transition to a new land use with a different and generally lower systems requirement:
• Non-Traditional Landscape
• Traditional Landscape
LANDSCAPE AS INFRASTRUCTURE
SOLVING PROBLEMS THROUGH INNOVATIVE USE OF LANDSCAPE

GREEN INFRASTRUCTURE: LANDSCAPES THAT CLEAN AIR

CARBON FOREST

INDUSTRIAL BUFFER
LANDSCAPE AS INFRASTRUCTURE
SOLVING PROBLEMS THROUGH INNOVATIVE USE OF LANDSCAPE

BLUE INFRASTRUCTURE: LANDSCAPES THAT CAPTURE AND CLEAN STORMWATER

STORMWATER RETENTION BASIN
SUSSEX COUNTY, DELAWARE
SOURCE: INLANDBAYSO.ORG

CURB CUT INTO RETENTION AREA
GRAYLING, MICHIGAN
SOURCE: SEMCOG.ORG
NETWORK TRANSFORMATION

TRANSPORTATION

Tier 1 BRT Routes:
- Fast long distance routes
- High capacity BRT
- Scheduled services

Tier 2 Crosstown Routes:
- Fast medium distance routes capacity
- Conventional buses
- Scheduled services

Tier 3 Feeder Routes:
- Low/ mid speed & capacity
- Small/ mini buses
- Scheduled services

Tier 4 Micro-Transit Routes:
- Low speed & low capacity
- Micro buses/vans
- On demand services

Light Rail:
- Mid speed & high capacity
- Connecting within city center
- Frequent scheduled services

Non-Motorized:
- Low speed and low capacity
- Bikes and shared vehicles

Walking:
- 10 minute (half mile) walk defines catchment of most transit stops
PRECEDEENTS AND PILOT PROJECTS

PILOT PROJECTS

DDOT ROUTE HIERARCHY

DISTRICT-WIDE WEATHERIZATION AND ENERGY

WASTE STREAMING AND INCENTIVE PROGRAM

PRECEDEENTS

PHILADELPHIA ON-SITE STORMWATER MANAGEMENT

CLEVELAND CITY SYSTEMS GIS DATABASE

REAL-TIME ENERGY CONSUMPTION FEEDBACK

PHOTO CREDIT (6): MARVIN SHAOUNI
CITY OF DISTINCT AND REGIONALLY COMPETITIVE NEIGHBORHOODS

NEIGHBORHOODS
IMPLEMENTATION STRATEGIES

A. ADDRESS CITY-WIDE QUALITY OF LIFE CHALLENGES THAT AFFECT ALL DETROITERS

B. CREATE DENSE, WALKABLE, MIXED-USE NEIGHBORHOODS

C. LIVE+MAKE NEIGHBORHOODS AS FUSION OF ART AND INDUSTRY

D. REPURPOSE VACANT LAND TO CREATE GREEN NEIGHBORHOODS

E. RENEW TRADITIONAL NEIGHBORHOODS

F. UTILIZE PRODUCTIVE LANDSCAPES AS THE BASIS FOR A SUSTAINABLE CITY

PHOTO CREDIT (ALL): MARVIN SHAOUNI
URBAN MIXED-USE NEIGHBORHOODS

SAMPLE STRATEGIES

1. Incorporate multi-modal transportation options including light rail, bus rapid transit, bike lanes, and car sharing to better connect residents to jobs and amenities.

2. Provide incentives to create density through new infill construction or adaptive reuse of historic structures for residential and commercial uses.

3. Develop walkable retail nodes with services and amenities to support neighborhood residents and attract citywide and regional visitors.

4. Incorporate high-quality public spaces to act as civic gathering spaces and catalyze new development.
URBAN MIXED-USE NEIGHBORHOODS

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LIVE+MAKE NEIGHBORHOODS

SAMPLE STRATEGIES

1. Adaptive reuse of obsolete vacant or underutilized industrial buildings for entrepreneurial activity, artisanal production or residential dwelling.

2. Repurpose large-scale vacant land for Live+Grow opportunities that tie into adjacent networked entrepreneurial activities: warehousing, distribution, and commercial uses.

3. Remediate contaminated former industrial land by integrating phytoremediation and other landscape-based uses.

4. Define and program outdoor event spaces to establish neighborhood identity.
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URBAN GREEN NEIGHBORHOODS

SAMPLE STRATEGIES

1. Eliminate blight to stabilize neighborhoods, prioritizing areas around schools, through demolition or deconstruction of vacant structures.

2. Engage in neighborhood-based planning to strategize reuse of vacant land around a comprehensive, community-endorsed planning process.

3. Identify and assemble land in areas suitable for long term green mixed rise development.

4. Integrate blue and green infrastructure into vacant land strategies.
1. Eliminate blight to stabilize neighborhoods, prioritizing areas around schools, through demolition or deconstruction of vacant structures.

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ALTERNATIVE USE NEIGHBORHOODS

SAMPLE STRATEGIES

1. Revise zoning to allow expanded range of landscape-based reuse options.

2. Assemble public land for large-scale reuse for blue infrastructure, ecological or productive landscape development types.

3. Prioritize job opportunities associated with productive reuse for neighborhood residents.

4. Replace, repurpose, or decommission city systems infrastructure and develop alternative systems delivery such as on-demand micro-bus bus connections to regional transit system.
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<td>LOWER EASTSIDE ACTION PLAN (LEAP)</td>
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<td>EARTHWORKS URBAN FARM</td>
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<td>LARGE-SCALE BLUE INFRASTRUCTURE</td>
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*Photo Credit (4): Marvin Shaouni*
STRATEGIC APPROACH TO PUBLIC ASSETS

LAND AND BUILDINGS ASSETS
We must be strategic and coordinated in our use of land.
IMPLEMENTATION STRATEGIES

A. Target vacant public land and buildings in employment districts for economic growth

B. Use vacant public land as a tool for neighborhood stabilization

C. Transform largely vacant areas through blue and green infrastructure

D. Link public facility and property decisions to larger strategies

E. Incorporate more innovative vacant land maintenance approaches

F. Use more aggressive regulatory tools

Photo Credit (B): Marvin Shaouni
COORDINATED MULTI-AGENCY DISPOSITION AND ACQUISITION PROCESSES

PUBLIC LAND OWNERSHIP

- City of Detroit
- Detroit Housing Commission
- Wayne County Land Bank
- Michigan Land Bank Fast Track Authority
- Wayne County Treasurer
- Detroit Public Schools

Sources: Planning and Development Department, Wayne County Land Bank, Detroit Public Schools, Wayne County Treasurer, Michigan Land Bank Fast Track Authority
COORDINATED MULTI-AGENCY DISPOSITION PROCESS

**DECISION MAKING MATRICES: VACANT HOUSE**

- **LOW VACANCY**
  - **GOOD CONDITION**
    - Rehabilitate and sell home to buyer
  - **POOR CONDITION**
    - Demolish and consolidate lots to facilitate green reuse options
    - Demolish/sell as side lot or minimum treatment
    - Green reuse (garden, etc.) or minimum treatment
    - Rehabilitate and sell home to buyer
    - Sell as side lot for adjacent house
    - Sell to home buyer
    - Assemble for large scale reuse

- **HIGH VACANCY**
  - **NOT KEY BUILDING**
    - Sell to home buyer investor or CDO
  - **KEY BUILDING**
    - Demolish
  - **OTHER ZONE**

- **FRAMEWORK ZONE**
  - **LOW VACANCY 1**

- **RESUE**
  - Market sale to home buyer or investor
  - Sell for rehabilitation
  - Demolish
  - Sell to home buyer investor or CDO

- **GOOD CONDITION**
  - Rehabilitate

- **POOR CONDITION**
  - Demolish

- **KEY BUILDING**
  - Demolish

- **NOT KEY BUILDING**
  - Sell to home buyer
  - Rehabilitate

- **OTHER ZONE**
  - Sell to home buyer
  - Demolish

- **LOW VACANCY**
  - Rehabilitate
  - Sell to home buyer

- **HIGH VACANCY**
  - Demolish
  - Sell to home buyer

- **KEY BUILDING**
  - Demolish

- **LOW VACANCY 1**
  - Rehabilitate

- **OTHER ZONE**
  - Sell to home buyer

- **GOOD CONDITION**
  - Rehabilitate

- **POOR CONDITION**
  - Demolish

- **KEY BUILDING**
  - Demolish

- **NOT KEY BUILDING**
  - Sell to home buyer

- **OTHER ZONE**
  - Sell to home buyer

- **LOW VACANCY**
  - Rehabilitate

- **HIGH VACANCY**
  - Demolish
PLANNING TEAM

Toni L. Griffin
Project Director

Hamilton Anderson Associates
Project Management, Land Use and Neighborhoods

Stoss Landscape Urbanism
Landscape, Ecology and Environment

Initiative for a Competitive Inner City
Economic Growth

Mass Economics
Economic Growth

Interface Studio
Economic Growth

Happold Consulting
City Systems

Center for Community Progress
Land and Buildings Assets

Carlisle Wortman
Zoning

AECOM
Landscape, Ecology and Environment Audit

Skidmore Owings and Merrill, LLP
Urban Design Audit

HR&A Advisors
Public Land Audit

CIVIC ENGAGEMENT TEAM

Detroit Collaborative Design Center
Co-Director

Michigan Community Resources
Co-Director

Grassroots Solutions
Advisor

STEERING COMMITTEE

George W. Jackson, Jr.
President and CEO, Detroit Economic Growth Corporation
Steering Committee Chair

Bishop Charles Ellis
Greater Grace Temple

Lydia Gutierrez
President, Hacienda Mexican Products

Heaster Wheeler
Assistant CEO, Wayne County

Alice Thompson
CEO, Black Family Development

Phillip Cooley
Owner, Slows Bar BQ

Don Chen
Senior Program Officer, Ford Foundation

Tyrone Davenport
CEO, Charles H. Wright Museum of African American History

Linda Jo Doctor
Program Officer, W.K. Kellogg Foundation

Rod Rickman
President and CEO, Rickman Enterprises

Dr. George Swan III, Ed.D.
Vice Chancellor, Wayne County Community College District

City Council Representative

Marcell Todd
Director, Detroit City Planning Commission

Laura Trudeau
Senior Program Director, Kresge Foundation

Mayor’s Office Representative:

Marja Winters
Deputy Director, Detroit Planning & Development Department

MAYOR’S OFFICE

Mayor Dave Bing
Deputy Mayor Kirk Lewis

CITY COUNCIL

Council President Charles Pugh
Council President Pro Tem Gary Brown
Councilman Kenneth V. Cockrel Jr.
Councilwoman Saunteel Jenkins
Councilwoman Brenda Jones
Councilman Kwame Kenyatta
Councilman Andre Spivey
Councilman James Tate
Councilwoman JoAnn Watson

PROJECT MANAGEMENT

Malik Goodwin
Vice President, Project Management, Detroit Economic Growth Corporation

Wendy Jackson
Senior Program Officer, Community Development, Kresge Foundation

Olga Savic-Stella
Vice President, Business Development, Detroit Economic Growth Corporation

PROJECT FUNDERS

Kresge Foundation
Ford Foundation
W.K. Kellogg Foundation
John S. and James L. Knight Foundation
Hudson Webber Foundation
Erb Family Foundation
Questions?
Give us your Feedback!

- Email us – rosecenter@uli.org
- Complete our survey via Survey Monkey: https://www.surveymonkey.com/s/DetroitFutureCity

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- twitter: @ULIRoseCenter
- Facebook: www.facebook.com/ulirosecenter

Alison Johnson
Program Manager
202-624-7015; alison.johnson@uli.org