

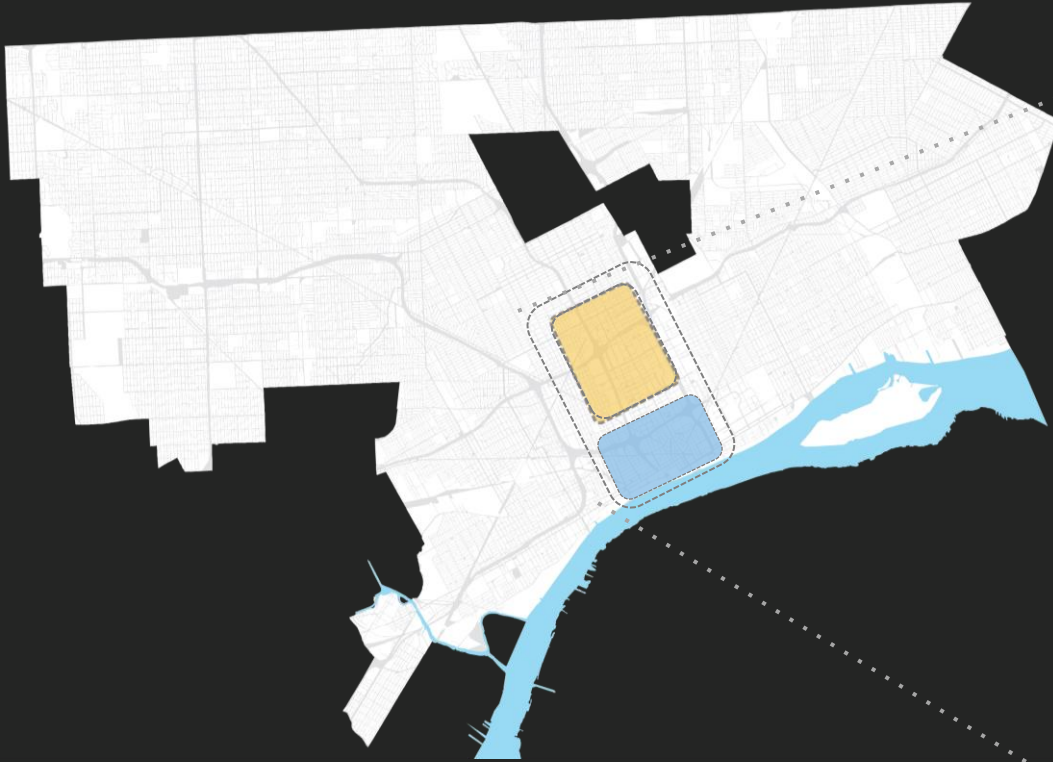
An aerial photograph of Midtown Detroit, Michigan, showing a dense urban landscape with various buildings, streets, and green spaces. The skyline of downtown Detroit is visible in the background. A semi-transparent dark horizontal band across the middle of the image contains the text "Midtown Detroit".

# Midtown Detroit

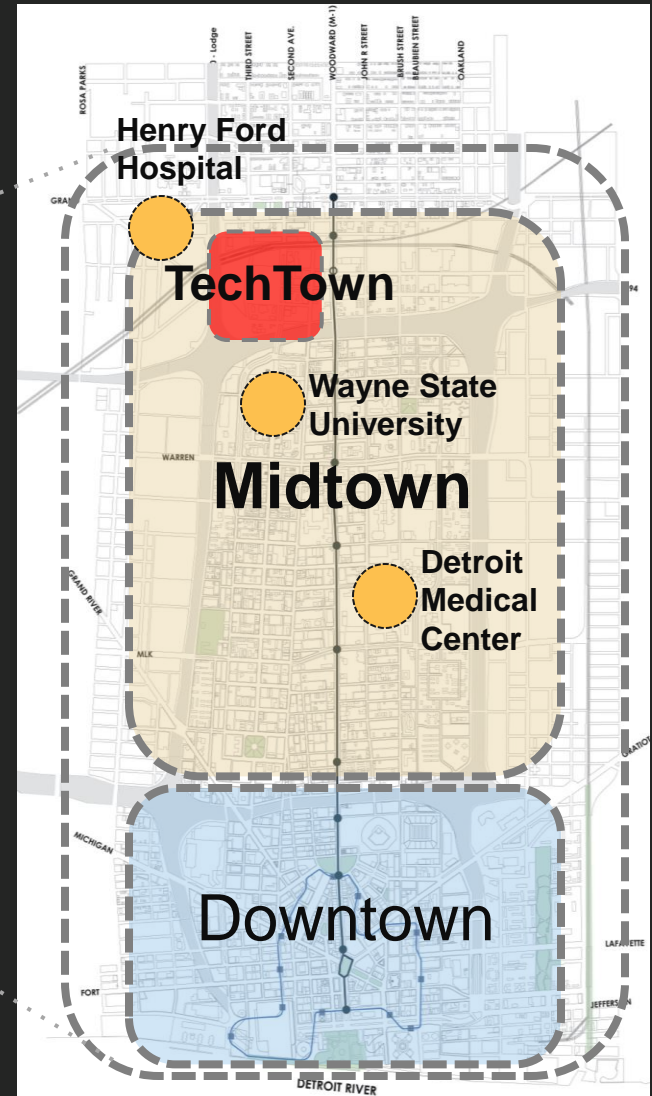
# Midtown Detroit

## Anchor Strategy

Detroit



## Woodward Corridor





# Midtown Anchor Strategies

- **Live Midtown:** Purchase, rental, and retention **housing incentives** for anchor employees
- **Buy Detroit:** effort focused on **increasing purchases** from Detroit based businesses
- **Midtown Detroit Inc.** Leads real estate development, community development, marketing, events and essential neighborhood services in Midtown Detroit

The New York Times

Commercial

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

NEIGHBORHOODS GREAT HOMES AND DESTINATIONS COMMUNITIES



Enjoy free breakfast  
a room upgrade upon  
arrival

RESERVE NOW

## New Thirst for Urban Living, and Few Detroit Rentals

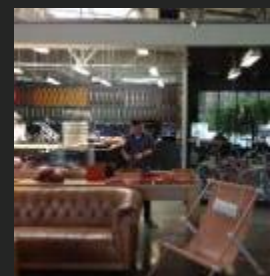


# Midtown 2009





# Midtown Today







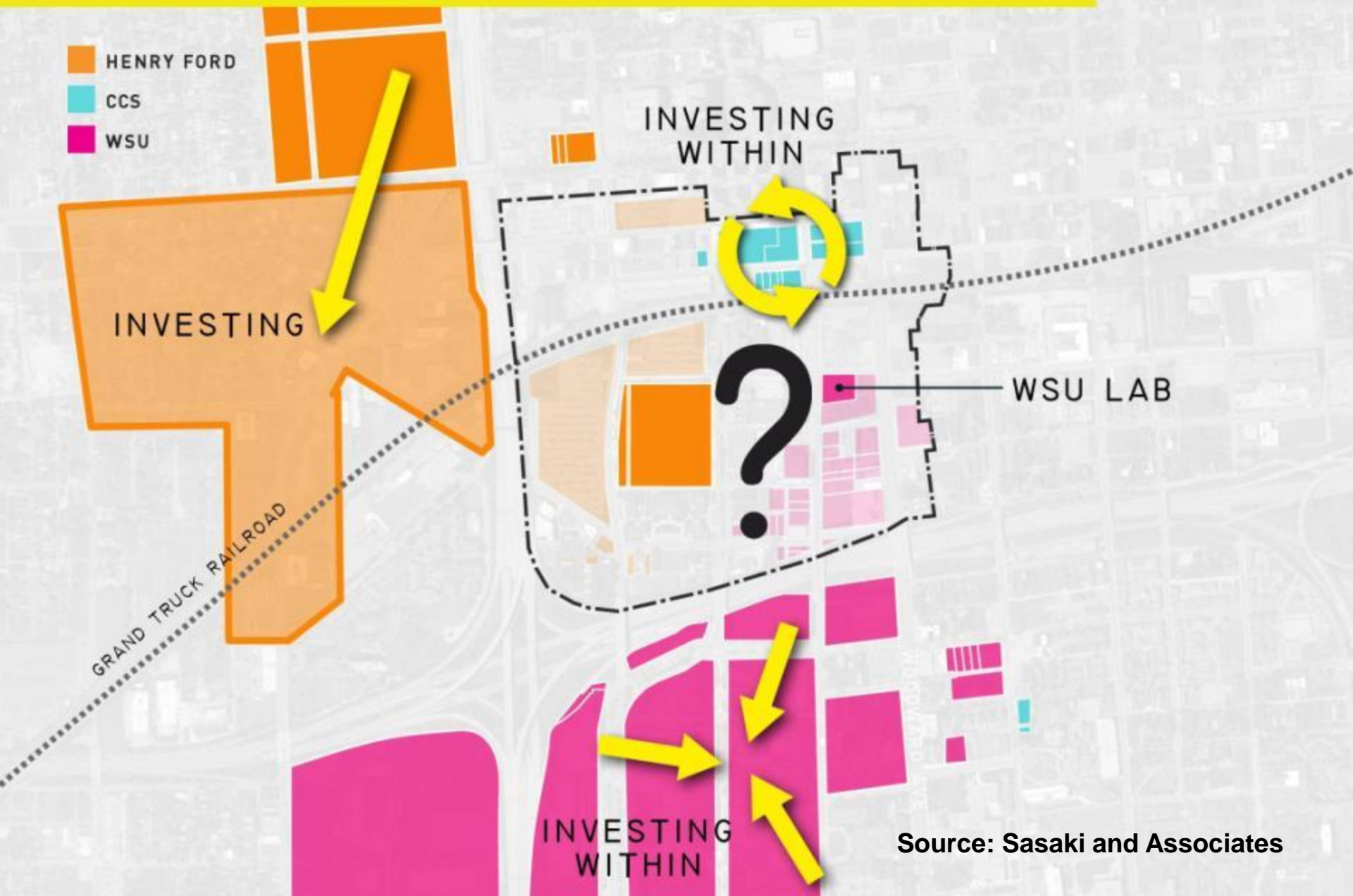
# TechTown



# TechTown today



# INSTITUTIONAL PLANS FOR INVESTMENT

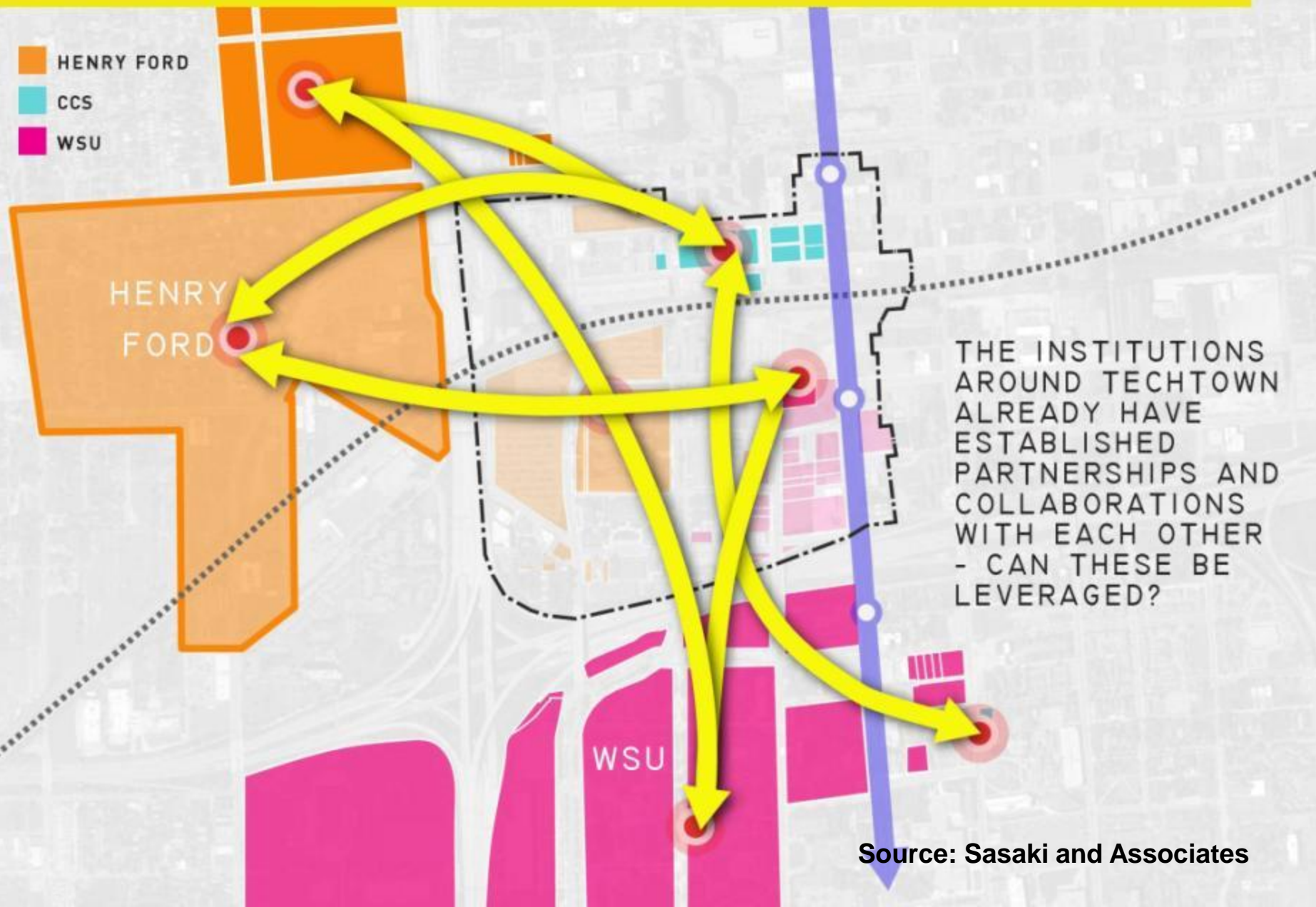


Source: Sasaki and Associates



# TECHTOWN AS A CROSSROADS OF INNOVATION?

HENRY FORD  
CCS  
WSU

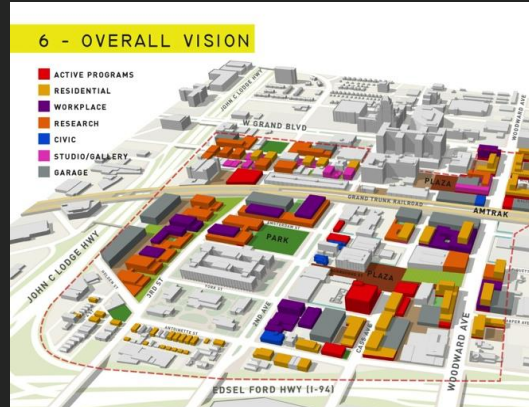
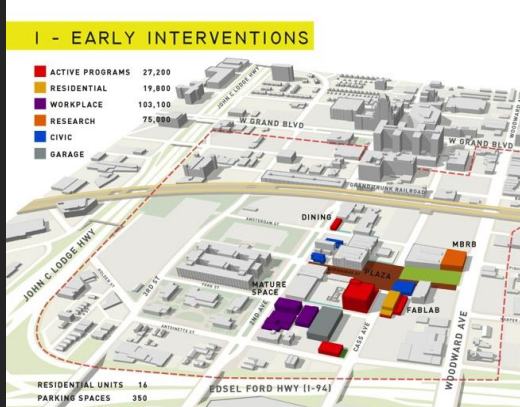


THE INSTITUTIONS  
AROUND TECHTOWN  
ALREADY HAVE  
ESTABLISHED  
PARTNERSHIPS AND  
COLLABORATIONS  
WITH EACH OTHER  
- CAN THESE BE  
LEVERAGED?

Source: Sasaki and Associates



# TechTown District Plan



Source: Sasaki and Associates



# TechTown Living Room

