

THE DISTRICT DETROIT



DETROIT'S TIME IS NOW

A CITY POISED FOR PURPOSE

Downtown Detroit is in the midst of one of the largest urban redevelopment booms in the country, with over \$7.5 billion invested to create a truly world class live-work-play destination.

This trend has spurred numerous corporate relocations from suburban markets as employers are leveraging downtown as a recruitment tool to compete for the best talent, while also establishing Detroit as a hub for technological innovation and entrepreneurship. A central aspect to the Detroit resurgence is the quality and depth of the region's existing economic infrastructure, high quality of life and low cost of living, and convenient transit, including one of the largest U.S. air hubs in North America. All of this is woven into a rich, dynamic and diverse cultural scene.



**RICH HERITAGE,
DIVERSITY & RESILIENCE**

+

HIGH QUALITY OF LIFE

+

**TALENT GENERATION
& ENGAGEMENT**

+

**CORPORATE INNOVATION
& INVESTMENT**

+

**COMMUNITY & GOVERNMENT
COMMITMENT**



EXPERIENCE DETROIT

An established and growing hub of culture, gaming, music, and sports, Detroit is a popular destination for tourists and residents alike.

Home to more than 200 cultural attractions, and the second biggest theatre district in the county, Detroit is rich with entertainment and cultural activities.



Detroit Institute of Arts

Detroit Symphony Orchestra



MOCAD



Charles H. Wright Museum of African American History



Motown Museum - \$50M Expansion



Detroit Opera House



Detroit Riverwalk

LOW COST OF LIVING, HIGH QUALITY OF LIFE

10 MILLION projected visitors to The District Detroit annually

LITTLE CAESARS ARENA IS THE 2ND BUSIEST ARENA IN THE U.S. behind Madison Square Garden

4 PRO SPORTS TEAMS WITHIN BLOCKS — the Detroit Tigers (baseball), Detroit Lions (football), Detroit Red Wings (hockey), and Detroit Pistons (basketball)

2.5M+ ANNUAL VISITORS to Detroit's top two museums¹

25+ PERFORMING ARTS VENUES²

14 MILES of scenic shoreline plus 11K inland lakes

76 GOLF COURSES within 20 miles

TOP 2 PUBLIC METRO AREA HIGH SCHOOLS are in top 45 of U.S.³

90-MINUTE FLIGHT from 60% of the nation's population

#5 BEST HOSPITAL in the U.S.⁴

1: Henry Ford Museum of American Innovation, Detroit Institute of Arts.

2: Within 30-minute's drive of the project.

3: International Academy of Macomb #24 in U.S., International Academy Bloomfield Hills #43 in U.S.

4: University of Michigan Hospitals - Michigan Medicine

A ROBUST, TECH-FORWARD TALENT POOL

DOUBLE THE MILLENNIAL POPULATION
in Downtown Detroit since 2010

10% FASTER GROWTH
of young and educated talent than Chicago

2X THE ENGINEERING PIPELINE
of Charlotte, Austin, Phoenix, and Tampa

#2 ADVANCED HIGH-TECH DEGREES
compared to U.S. research university clusters
through the University Research Corridor:
U-M, MSU, and WSU

#2 METRO FOR TECH TALENT RETENTION





Google Detroit

MARKET MOMENTUM THROUGH CORPORATE INVESTMENT

DETROIT IS HOME TO 20 FORTUNE 1000 COMPANY HEADQUARTERS

Notable companies are establishing a significant new presence or investing in Downtown Detroit — backed by government commitment and community ambition.





Downtown Detroit

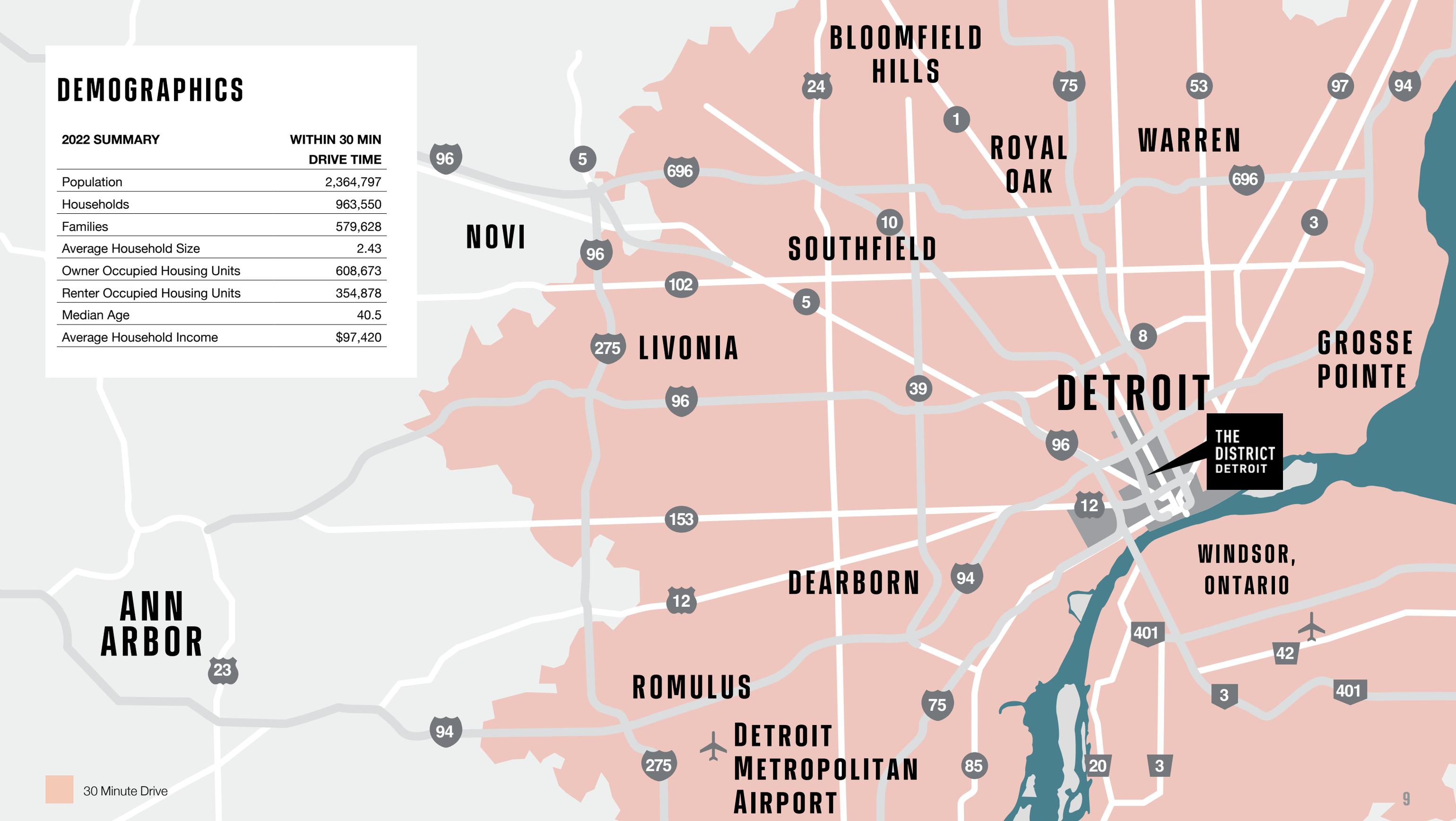
DEMOGRAPHICS

2022 SUMMARY

WITHIN 30 MIN DRIVE TIME

Population	2,364,797
Households	963,550
Families	579,628
Average Household Size	2.43
Owner Occupied Housing Units	608,673
Renter Occupied Housing Units	354,878
Median Age	40.5
Average Household Income	\$97,420

 30 Minute Drive

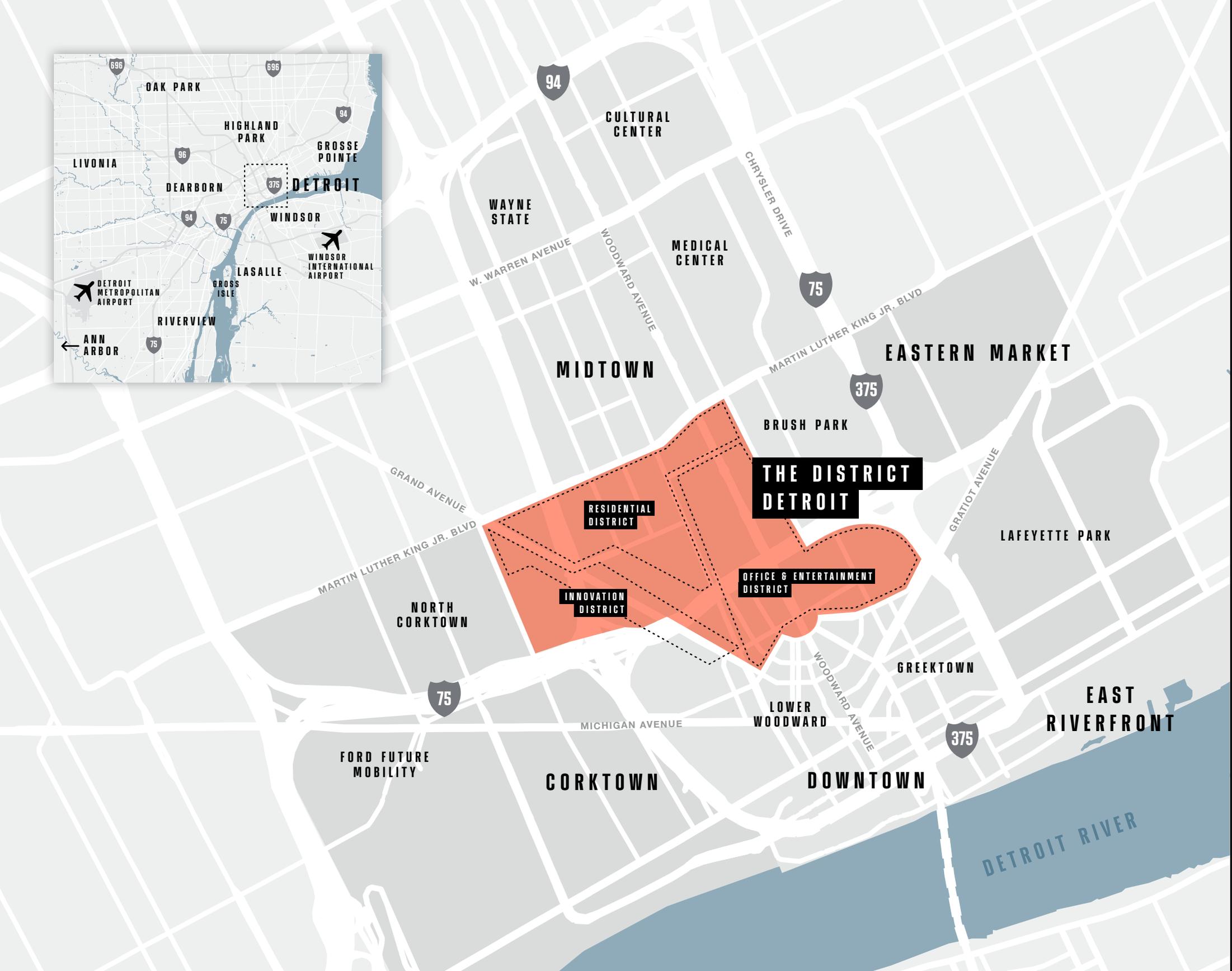
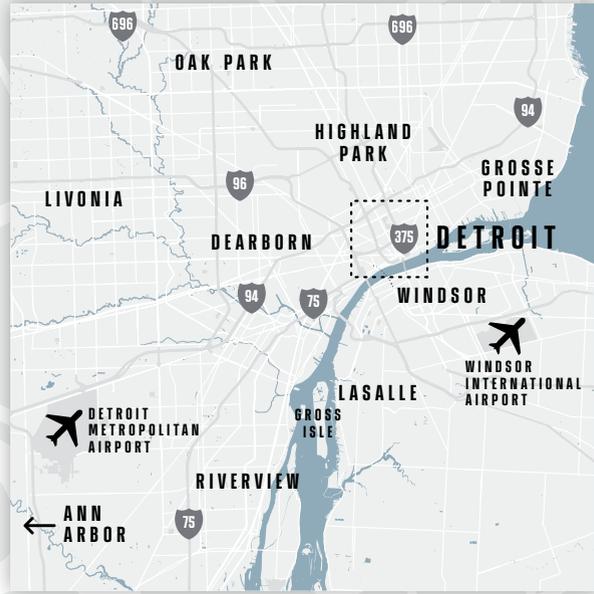




HAPPY HOUR

Italian RESTAURANT

Conceptual Rendering — Park Avenue



WHERE DETROIT COMES TOGETHER

The District Detroit is a premier urban live, work, play destination featuring professional sports, entertainment, residential, retail, educational, and office space in Detroit. By connecting downtown Detroit to growing nearby neighborhoods such as Midtown, Corktown and Brush Park, The District Detroit is having a dramatic economic impact on Detroit and is a driving catalyst of the city's remarkable resurgence.



Puttshack

Conceptual Rendering — Aerial View of The District Detroit



Fox Theatre Detroit



Little Caesars World Headquarters



Little Caesars Arena



Comerica Park



Ford Field



Google Headquarters Detroit



Mike Ilitch School of Business



The Fillmore

A FRONT ROW SEAT TO EVERYTHING

District Detroit is the densest concentration of the four major sports teams in any urban core in the country.

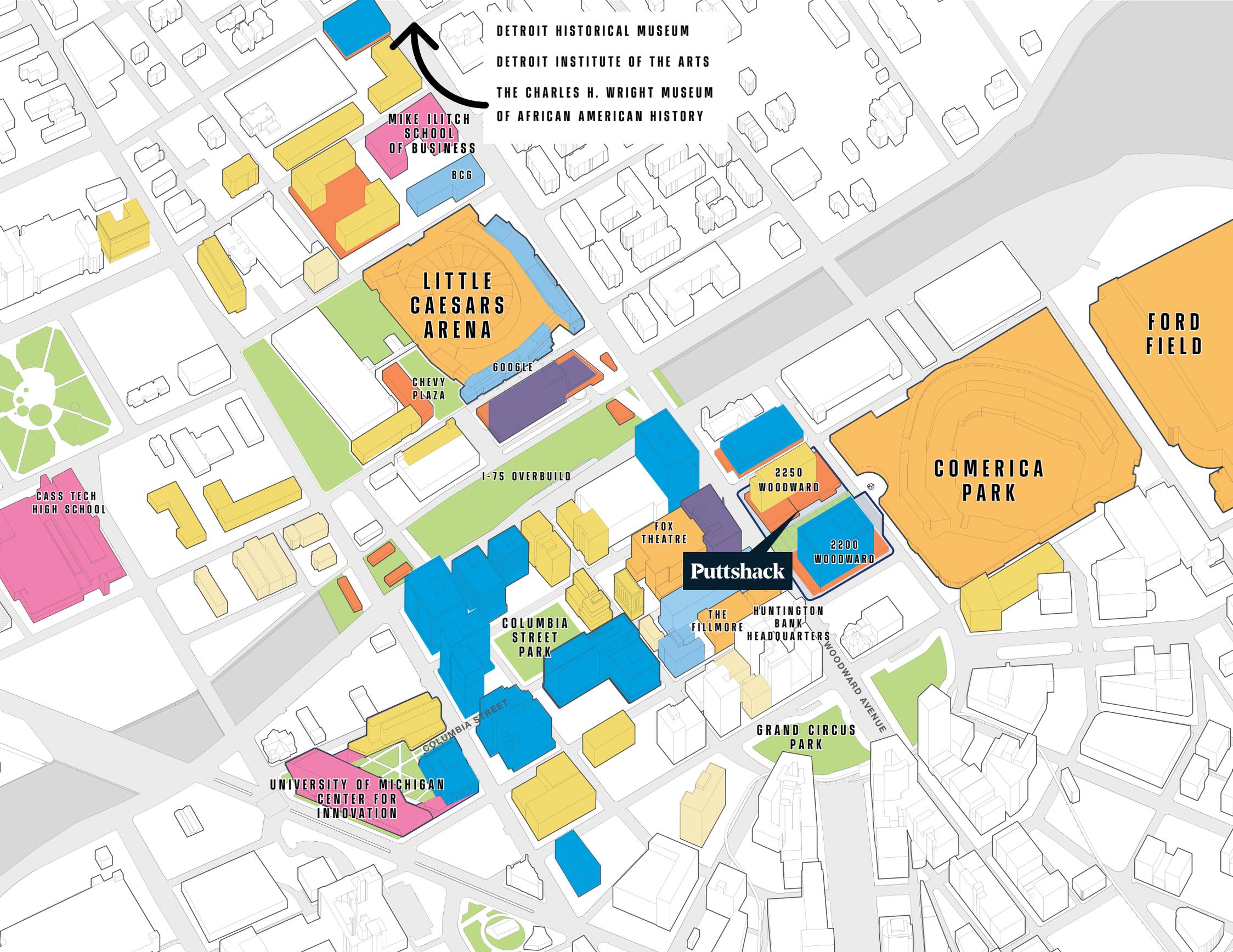
Today, the District Detroit encompasses:

- Cutting-edge office headquarters
- Six world-class theaters
- Three multi-use sports venues
- All four of the city's major professional sports teams
- Modern apartments
- Higher education institutions
- Retail and dining destinations

THE FUTURE OF THE DISTRICT DETROIT

This next chapter of the District Detroit will solidify the neighborhood as one of the most exciting, ambitious, and inclusive urban developments in the country.





DETROIT HISTORICAL MUSEUM
 DETROIT INSTITUTE OF THE ARTS
 THE CHARLES H. WRIGHT MUSEUM
 OF AFRICAN AMERICAN HISTORY

MIKE ILITCH
 SCHOOL
 OF BUSINESS

LITTLE
 CAESARS
 ARENA

FORD
 FIELD

COMERICA
 PARK

Puttshack

UNIVERSITY OF MICHIGAN
 CENTER FOR
 INNOVATION

PROPOSED PROGRAM

Innovation	310K SF
Retail	200K SF
Commercial Office	4M SF
Residential	1K UNITS
Hotel	240 KEYS

- 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

DOWNTOWN DYNAMIC

WHERE THE CITY'S PULSE BEATS AND COMMUNITIES UNITE

A world-class, walkable destination that shifts the center of gravity downtown.

This mixed-use master plan will further solidify The District as one of the most exciting and ambitious urban developments in the country by offering corporations the most innovative and customizable offices, providing new housing options, giving open park space to residents of all income levels, and connecting the existing sports and entertainment anchors downtown.



THE DISTRICT DETROIT VISION

REDEFINING DOWNTOWN TO MAXIMIZE IMPACT

THE DEVELOPMENT TEAM HAS COMMITTED TO:

- Partnering with local, minority, and women-owned businesses and developers to lead smaller projects and participate in larger ones.
- An inclusive leasing strategy that authentically reflects the local community of Detroit.
- Large-scale community benefits program
- Sustainable development including LEED Silver certification, at a minimum.



DIVERSITY, EQUITY & INCLUSION

Access to Education
Job & Economic
Development
Affordable Housing



COMMERCIAL OFFICE

Innovative New Buildings
Flexible Floorplates
Historic Preservation



INCREASED OPEN SPACE

Acres of public parks
Well-maintained, secure spaces
maximized for well-being
Public Amenity
Access to Light & Air



RESIDENTIAL

Affordable & workforce
Market-rate
Historic preservation



INNOVATION

Education
Job Creation
Talent Retention



ARTS & ENTERTAINMENT

Sports & Concerts
Public Events
Retail





INNOVATION AT THE DISTRICT

The Detroit Center for Innovation (DCI) will be a world-class research, education, and entrepreneurship center in the heart of the city. It is a collaboration between the University of Michigan (U-M), Related Companies and Olympia Development to advance innovation — the talent-focused community development, propelling city, region, and statewide job creation and inclusive economic growth.



OFFICE AT THE DISTRICT

The city's new hub for business, with an ecosystem designed to support employee engagement and retention that enhances the quality of the work environment. The District Detroit will define how business comes together, offering large block, multi-level office spaces to boutique buildings with customized amenity spaces that expand the collaboration and office opportunities. Adjacent to incredible open spaces and active public parks and plazas, the office campus will be a destination that attracts the top talent to The District.



LIVE AT THE DISTRICT

The District Detroit will define the heart of home, with proposed projects offering up to 695 new mixed-income residential units, in addition to The Eddystone, with historic roots, dating back to 1924. Living at The District will give Detroiters an opportunity to truly be in the heart of the city, while enjoying the serenity of open spaces, outdoor sports and activities, and easy access to great food, art, and culture.



OPEN SPACE AT THE DISTRICT

From streets that fill up with sports fans and concertgoers; parks to rest and reflect, plazas to unwind and entertain and tree-shaded streets with new cafes, bars and shops — open spaces are the emotional heart of The District Detroit. A true destination for the community, the parks and plazas will be programmed 12-months per year, with seasonal activities and events.

RETAIL & ENTERTAINMENT AT THE DISTRICT

THE HEART OF THE ACTION

Detroit's renowned center of entertainment and sports, The District will be infused with a multitude of new shopping, dining and hospitality options ideal for a family outing or a night with friends.

Visitors can park once and walk the pedestrian plazas to all the major venues, including Comerica Park, Fox Theater or Little Caesars Arena, all while enjoying the great dining and shopping opportunities along the journey.





EDENS

EDENS

NIMURI

BIJOU

RAVN

Puttshack

HAAS

BAUBAU

MOU

MERCHANDISING PLAN

GROUND FLOOR

	RETAIL
	FOOD & BEVERAGE
	ENTERTAINMENT
	BANK





Conceptual Rendering – Woodward Entertainment & Comerica Park



 **RELATED**  **OLYMPIA**
DEVELOPMENT
OF MICHIGAN