



WOODWARD CORRIDOR INITIATIVE

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The Woodward Corridor Initiative

- Resource key efforts that will advance policies and systems change within the City of Detroit;
- Collaboration between government, philanthropy, community groups and the anchor institutions in a way that will create a shared unified vision;
- Fuse initiatives into one cohesive project that links data to problem-solving, residents to assets, children to high-quality education, people to environment, employees to neighborhoods, businesses to demand, and ultimately citizens to a re-imagined future for the City of Detroit.



Key Strategies

- Build **local capacity and leadership** of organizations to advance planning efforts.
- Attract **new financial capital and leverage current resources** to execute plans for the area.
- Reframe **citywide land use polices** and practices.
- Improve data quality, **access and transparency.**

Key Strategies

- Create **new anchor** investment in the community.
- Create **affordable housing and real estate development** in North End and Midtown neighborhoods.
- Improve and create **education and workforce** options for residents.
- Streamline **government agencies and regulations** affecting business development making it simpler to operate in Detroit.

Funding

- **\$25 million Commercial Debt**
 - *Charter School Development, Mixed-Income Housing*
- **\$4 million PRIs**
 - *North End Community Land Trust, Charter Schools, Health Centers, Mixed-Use Facilities*
- **\$3 million Grants**
 - Capacity
 - City
 - Anchors
 - CDCs
 - Data Collection, Sharing and Transparency
 - Community Engagement
 - Evaluation



Henry Ford Health System

Business District

North End Neighborhood

New Center

Techtown



Wayne State University

Cultural Center

Midtown

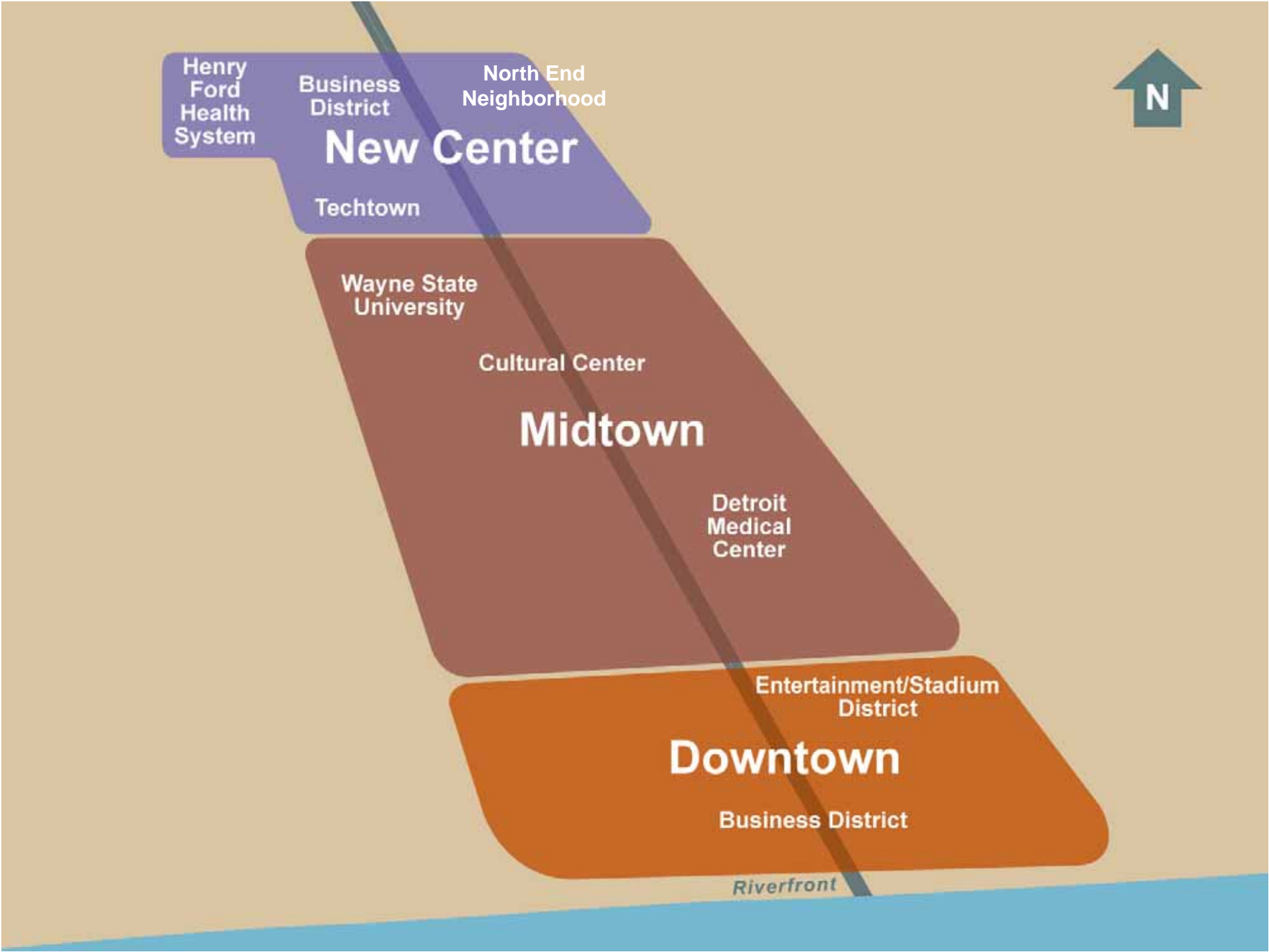
Detroit Medical Center

Entertainment/Stadium District

Downtown

Business District

Riverfront





MIDTOWN

DETROIT





Susan Mosey in front of one of the four Midtown houses she helped restore to create the award-winning 100 on Perry Street.

A dogged group of Detroiters is fighting to redefine their city and its future

by Dan Shine
photography by Kevin J. Miyazaki

BLOCK BY BLOCK

In February, Susan Mosey and a cadre of indefatigable Detroit residents gathered for a luncheon at a historic bowling alley

discuss how, sharing with us how to create a zone and a vision of the city's biggest challenges—abandoned warehouses and apartments, dilapidated schools and vacant lots and imagine how they play out in the city's future. They talk about the city's biggest challenges—abandoned warehouses and apartments, dilapidated schools and vacant lots and imagine how they play out in the city's future. They talk about the city's biggest challenges—abandoned warehouses and apartments, dilapidated schools and vacant lots and imagine how they play out in the city's future.

Meet Me in Midtown

By Dan Shine
Photography by Kevin J. Miyazaki



NEXT RENAISSANCE

People, money migrate back into Midtown.

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Born in Marseilles, France, Castaing is widely acknowledged as a brilliant *engineering visionary*. He enjoys a low public profile but, as chairman of the board of the University Cultural Center Association (UCCA) in Detroit, wields extraordinary influence when it comes to the growth of the Midtown concept. He is also the founder of the Woodward Planning Group, which has been at the center of commercial and residential development in Midtown.

Mosey is a local gadfly who keeps tabs on every project, large and small, that has developed within the boundaries of the free-

Please see VISIONARIES, Page 2B

CRAIN'S DETROIT BUSINESS

2014

The D's next decade

10 ideas, projects and places that can create Detroit's future

REBUILDING BOOM

\$225,000 condominiums. 742 building permits. \$796 MILLION in construction. A surge in lending since 1998. This 2-square-mile neighborhood is leading

DETROIT'S NEXT RENAISSANCE

MIDTOWN



It Pays to Live in Midtown, Literally.

That is...if you work at the Detroit Medical Center (DMC), Henry Ford Health System (HFHS) or Wayne State University (WSU). As if being a moment's walk from one of 10 theaters, nine museums, over 40 restaurants, 12 galleries, charming boutique retail, and more, wasn't enough! Now, there are financial incentives to live here for employees of these three major anchor institutions.

Yes, Live Midtown is a residential living program aimed to entice you, as a DMC, HFHS or WSU employee, to live and invest in a Midtown home. There are four incentive options to accommodate those looking to purchase or rent a home, and current homeowners interested in exterior improvements.

Your housing choices are endless – own or rent; condo or rowhouse, low-rise or mid-rise, historic or new construction – so dive into this Web site and learn more about the incentives and how to take advantage of them.

Most importantly, make sure to Live Midtown, where life is art!



New
Center



WOODWARD LIGHT RAIL



Development Pipeline



The North End Neighborhood

