DETROIT FUTURE CITY



THE NEXT 5 YEARS

NOW STABILIZE

THE NEXT 5 YEARS

YEARS 5-10



2020 IMPROVE

THE NEXT 5 YEARS

YEARS 5-10

YEARS 10-20

NOW STABILIZE

2020 IMPROVE

2030 SUSTAIN

THE NEXT 5 YEARS

YEARS 5-10

YEARS 10-20

YEARS 20-50

NOW STABILIZE

2020 IMPROVE

2030 SUSTAIN

2050 TRANSFORM

- Existing businesses have expanded in target sectors
- Employment districts are defined and supported
- Workforce development funding is preserved
- Land use regulations are transformed, code enforcement is activated, and permitting is expedited
- Blight and foreclosures are visibly reduced

- Public facilities have been colocated and programming has been enhanced
- Public land dispositions are aligned and coordinated
- Pilot projects are testing new ideas
- Local governance has been stabilized
- An implementation organization has been identified



THE NEXT 5 YEARS

YEARS 5-10

YEARS 10-20

YEARS 20-50

NOW STABILIZE

2020 IMPROVE

2030 SUSTAIN

2050 TRANSFORM



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.

VISION OVER TIME

THE NEXT 5 YEARS

YEARS 5-10

YEARS 10-20

YEARS 20-50

NOW STABILIZE

2020 IMPROVE

2030 SUSTAIN

2050 TRANSFORM





STRATEGIC PRIORITIES

HORIZON 1



HAVE AN IMMEDIATE IMPACT ON QUALITY OF LIFE



TAKE INITIAL STEPS TOWARD LONG-TERM FISCAL SUSTAINABILITY



PICK THE LOW-HANGING FRUIT



STRATEGIC PRIORITIES

HORIZON 1





ENGAGE FOR ACTION





LEAD AND ACT







DETROIT FUTURE CITY: LAND USE

CREATING A 50-YEAR LAND USE VISION

A CITY OF MULTIPLE EMPLOYMENT DISTRICTS

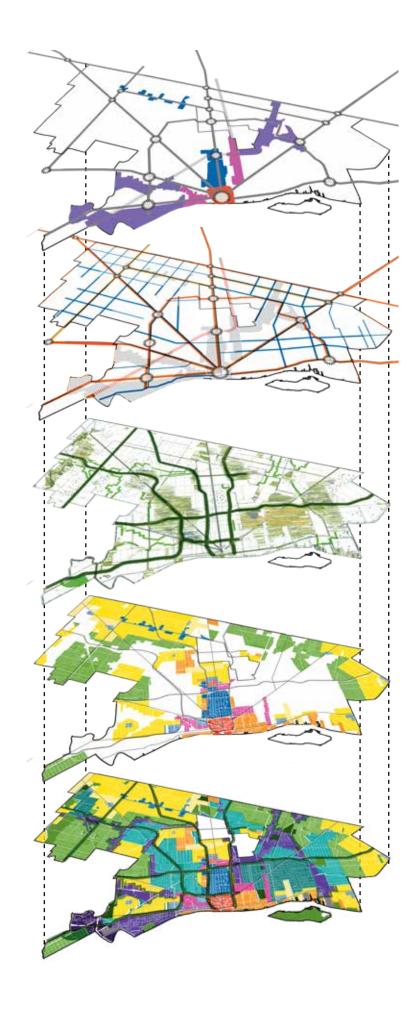
A CITY CONNECTING PEOPLE TO OPPORTUNITY

A GREEN CITY WHERE LANDSCAPES CONTRIBUTE TO HEALTH

A CITY OF DISTINCT, ATTRACTIVE NEIGHBORHOODS

50 YEAR LAND USE VISION

The four transformative ideas provide the basis for the future land use vision.









HOW WE GOT HERE FRAMEWORK ENGAGEMENT



163,000 INTERACTIONS





70,000
SURVEY RESPONSES





PLANNING ELEMENTS

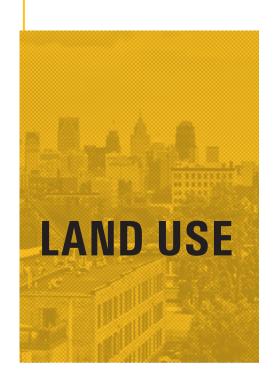
EQUITABLE CITY

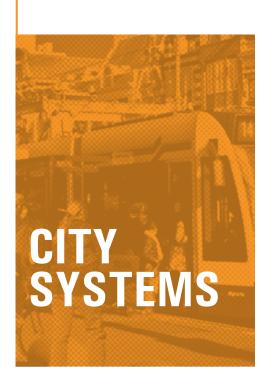
IMAGE OF THE CITY

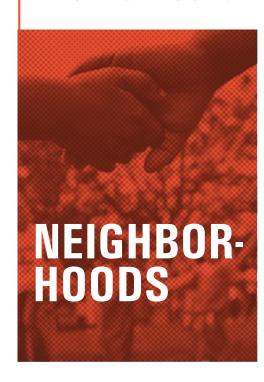
SUSTAINABLE CITY

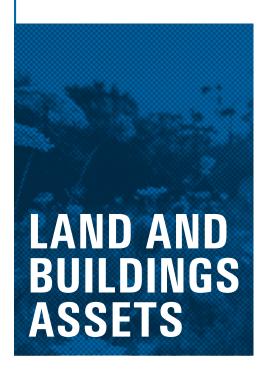
CITY OF DISTINCT & REGIONALLY COMPETITIVE NEIGHBORHOODS STRATEGIC APPROACH TO PUBLIC ASSETS











CIVIC ENGAGEMENT

SUPPORTING LASTING CIVIC CAPACITY IN DETROIT

LAND USE THE IMAGE OF THE CITY

LAND UNDERUTILIZED

UNMET DEMAND

72 SUPERFUND SITES IN DETROIT

Superfund is a program established to address hazardous wastes caused by industrial activities & ABANDONED SITES⁵

OF DETROIT'S 349,170

TOTAL HOUSING UNITS, 79,725 ARE VACANT⁶

22% of DETROIT'S INDUSTRIAL ZONĘD LAND IS VACANT⁷

REALITIES

36% OF DETROIT'S COMMERCIAL PARCELS ARE VACANT⁹

APPROXIMATELY 20 SQUARE MILES OF DETROIT'S OCCUPIABLE LAND AREA IS VACANT⁸

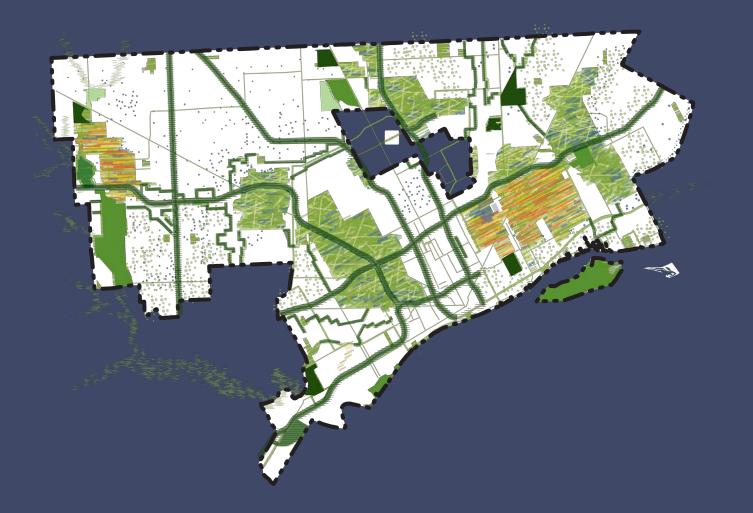


PARK SPACE PER PERSON

66% OF TOTAL HOUSING DEMAND IN DETROIT'S GREATER DOWNTOWN IS FOR MULTI-FAMILY¹³

THE AMOUNT OF MONEY SPENT ON GROCERIES OUTSIDE THE CITY COULD SUPPORT APPROXIMATELY 583,000 SQUARE FEET OF ADDITIONAL GROCERY RETAIL SPACE IN DETROIT 10

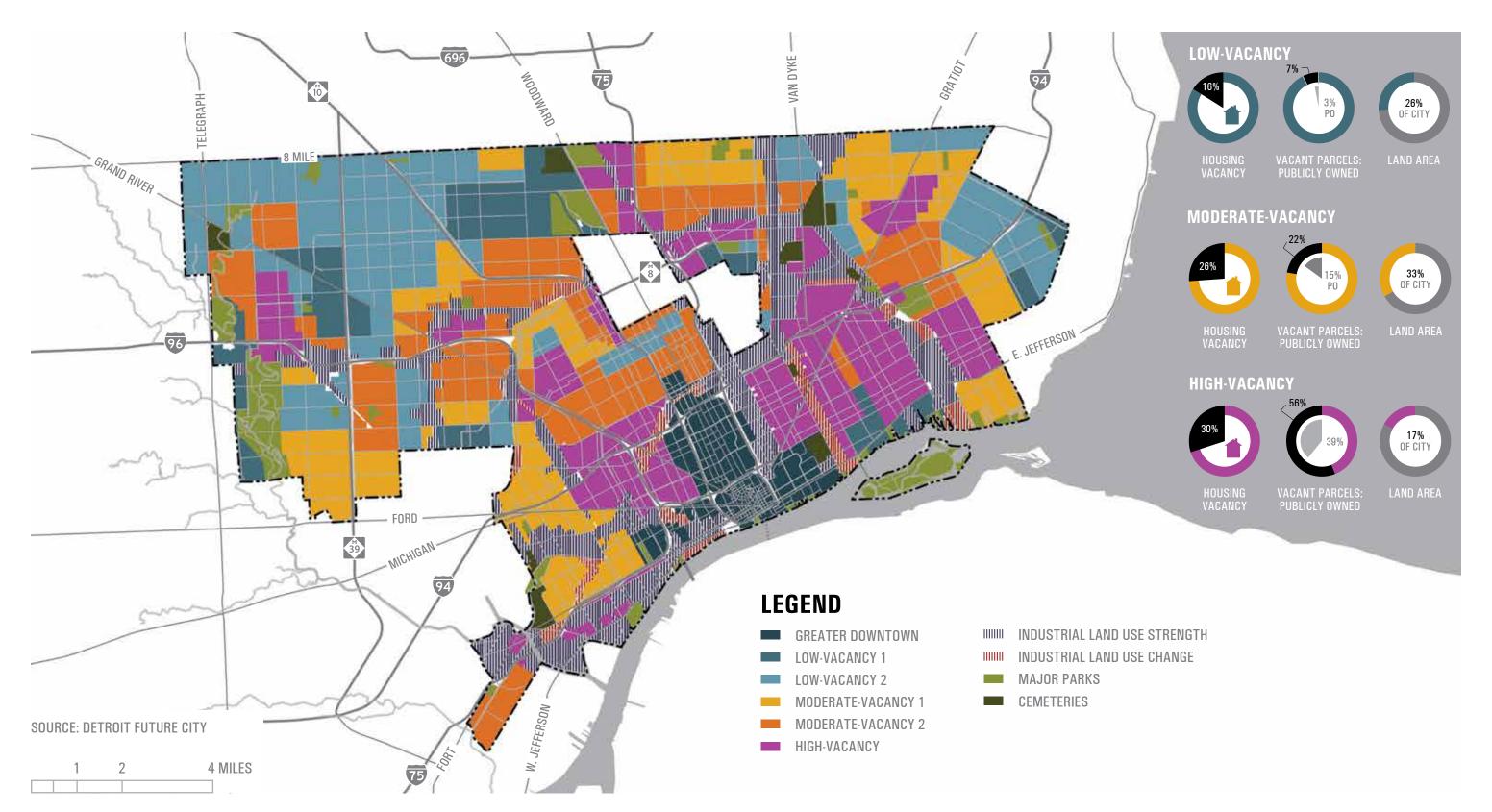
DETROIT FALLS BELOW THE NATIONAL RECREATION AND PARK ASSOCIATION RECOMMENDATION OF 10 acres of park space per 1,000 residents 11 65% of total citywide HOUSING SUPPLY IS SINGLE FAMILY DETACHED¹²



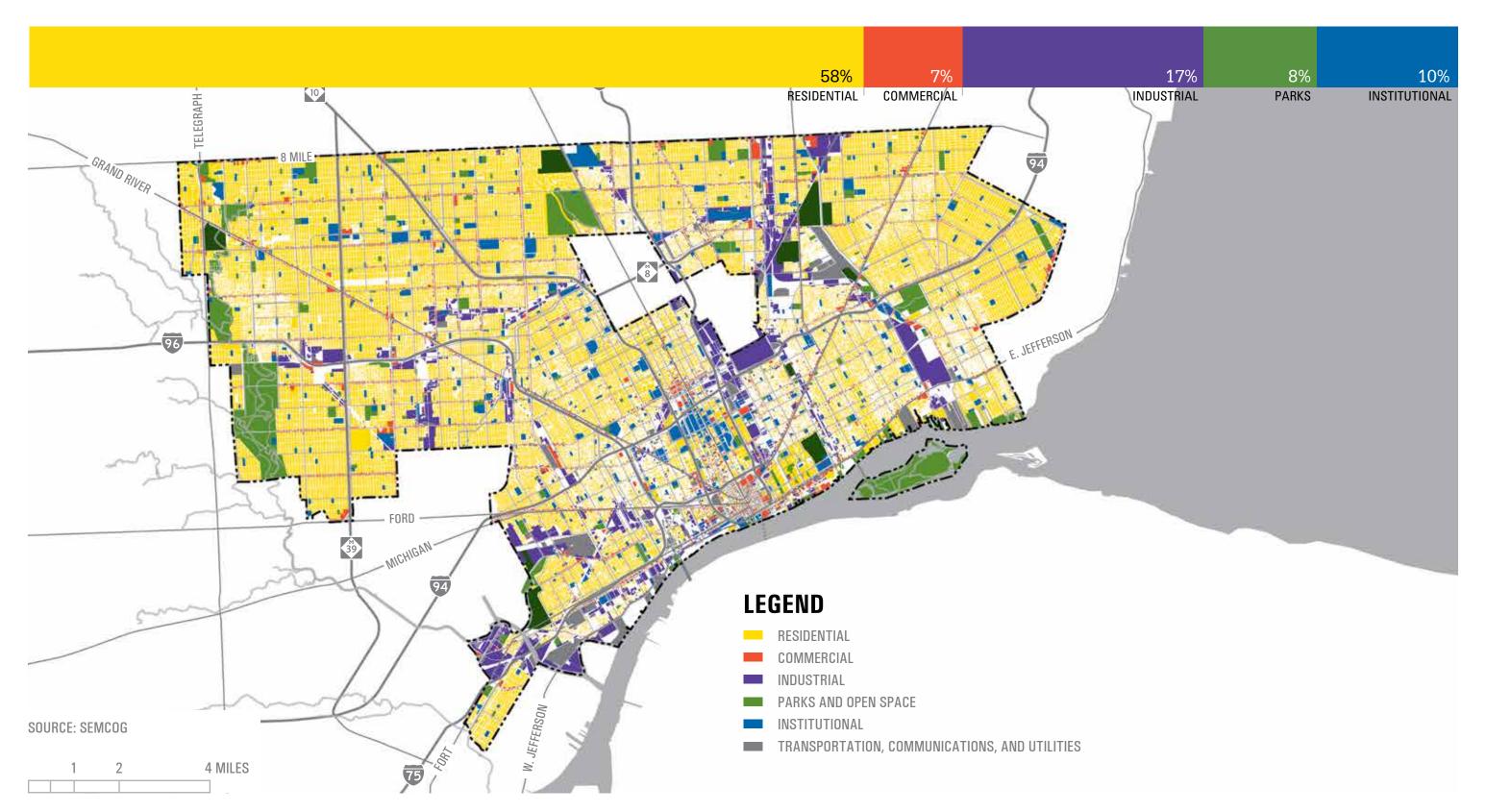
IMPLEMENTATION PRIORITY:

CREATE AN OPEN SPACE NETWORK TO REUTILIZE VACANT LAND

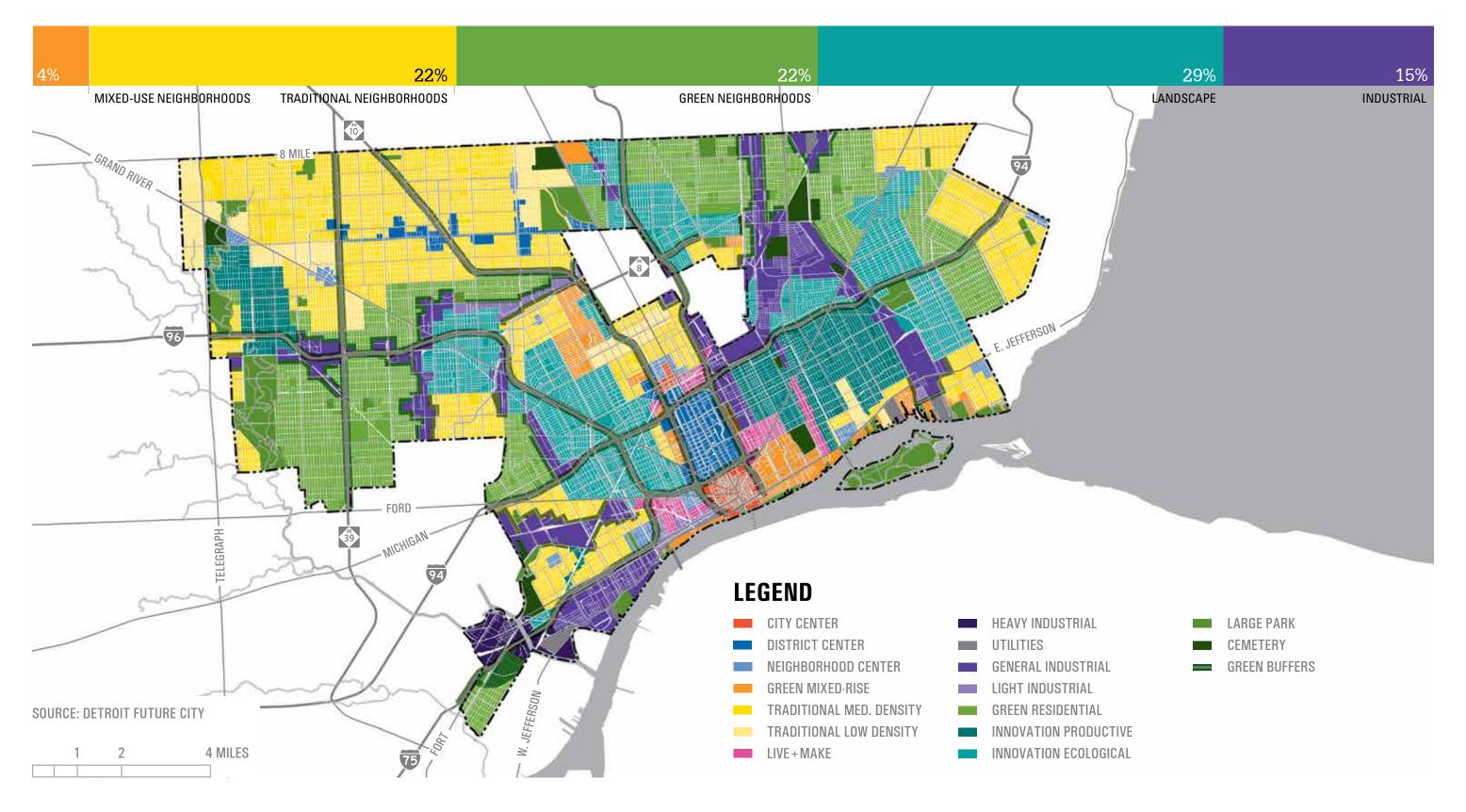
FRAMEWORK ZONES



CURRENT LAND USE



50-YEAR LAND USE SCENARIO



LONG-TERM LAND USE TYPOLOGIES

LAND USE TYPOLOGY - NEIGHBORHOODS

CITY CENTER

DISTRICT CENTER

NEIGHBORHOOD CENTER

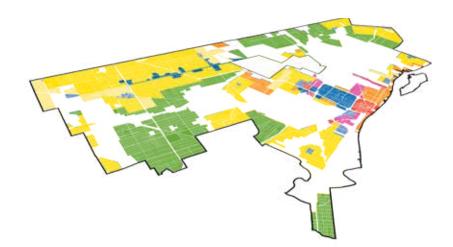
GREEN MIXED-RISE

MEDIUM DENSITY

LOW DENSITY

LIVE / MAKE

GREEN RESIDENTIAL



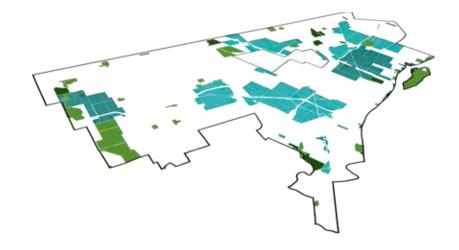
LAND USE TYPOLOGY - LANDSCAPE

INNOVATION PRODUCTIVE

INNOVATION ECOLOGICAL

LARGE PARK

CEMETERY



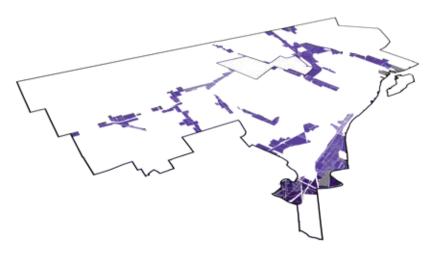
LAND USE TYPOLOGY - INDUSTRY

HEAVY INDUSTRIAL

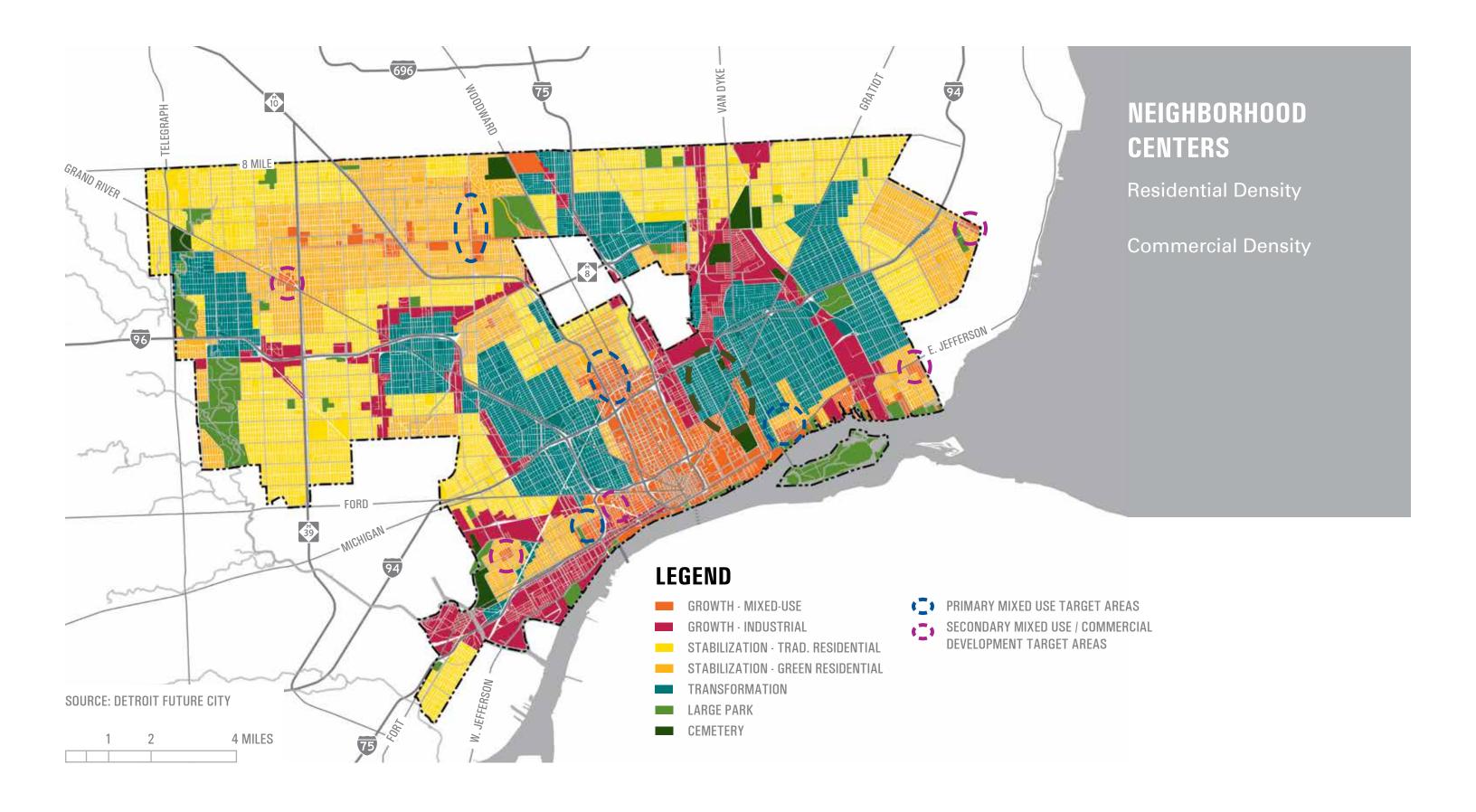
GENERAL INDUSTRIAL

LIGHT INDUSTRIAL

UTILITIES



FOCUSED DEVELOPMENT



CITY SYSTEMS **SUSTAINABLE CITY**

REALITIES

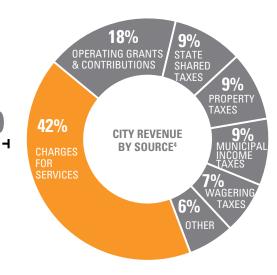
STRUCTURE **MISALIGNMENT** REVENUE

PUBLIC TRANSPORTATION IS RELIANT ON CITY'S GENERAL FUND TO SUBSIDIZE 40% OF REVENUES¹

 $336\ \mbox{million}$ decline in property tax revenue from $1950\mbox{-}2005$ ($60\%\ \mbox{decline})\ ^2$

20% of DETROIT'S POTENTIAL REVENUE GENERATING LAND AREA IS

VACANT 3



UNDERUTILIZED SYSTEMS

ENVIRONMENTAL IMPACT

AVERAGE PERCENTAGE OF ANNUAL HOUSEHOLD INCOME SPENT ON TRANSPORTATION IS 32%

7%

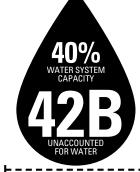
27% of detroit's 3000 miles of public roads are in poor

ONLY 35,000 OF THE EXISTING 88,000 STREET LIGHTS WORK IN DETROIT⁷

ONLY 9% OF DETROITERS USE PUBLIC TRANSIT⁸ BUSES RUN AT



Buses run at 75% capacity during peak hours IN DETROIT. THE NATIONAL AVERAGE CAPACITY FOR UNITED STATES BUSES DURING PEAK TIME IS 105%9



Detroit's water system operates at 40% of its overall capacity 10

Detroit's 42 billion gallons OF WATER CLASSIFIED AS 'UNACCOUNTED FOR WATER' OFTEN RESULTS FROM LEAKS, METER INACCURACIES & HYDRANT USE¹¹



47.7 BILLION GALLONS OF RAW, UNTREATED SEWAGE WAS DIRECTLY DISCHARGED INTO THE DETROIT RIVER IN 2011. This is the EQUIVALENT TO FILLING 4,800 OLYMPIC SIZED SWIMMING POOLS 11



80% increase in coal consumption by dte energy since 1975^{12}

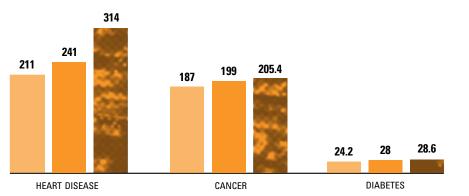


DETROIT HAS THREE TIMES HIGHER RATE OF CHILDREN WITH ELEVATED BLOOD LEAD LEVELS THAN THE NATIONAL AVERAGE¹³

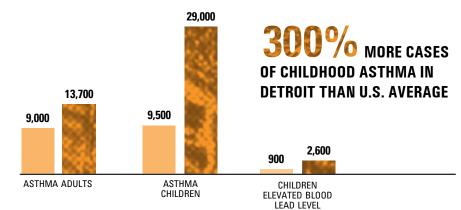
DETROIT HAS THREE TIMES HIGHER RATE OF CHILDREN WITH ASTHMA THAN THE NATIONAL AVERAGE¹⁴

REALITIES

COMPARATIVE DEATH RATES PER 100,000 POPULATION



PREVALENCE RATES PER 100,000 POPULATION



U.S.

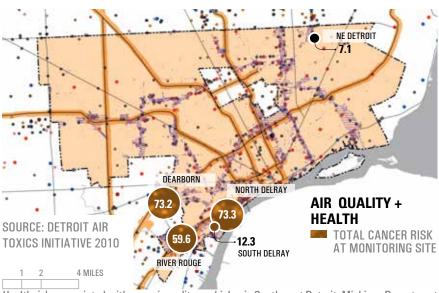
MICHIGAN

DETROIT

Detroiters have a higher incidences of heart disease, cancer, diabetes, adult and childhood asthma, and elevated blood lead levels within children than the national average. Many health problems are correlated with general lifestyle factors including diet and exercise; others are associated with unfavorable environmental conditions.¹

TOTAL CANCER RISK AT MONITORING SITES

* SIZE OF CIRCLE INDICATES RELATIVE RISK



Health risks associated with poor air quality are higher in Southwest Detroit. Michigan Department of Environmental Quality conducted two studies to assess air quality and health risk in Detroit (DATI-1 and DATI-2). The map takes into account air quality measurements from 2006-2007, MDEQ DATI-2.

19.5%

19.5% OF DETROITERS HAVE NO HEALTH INSURANCE COVERAGE, WHILE 32.8% USE PUBLIC HEALTH INSURANCE COVERAGE.²

Some areas of the city are less healthy to live in than others because of their proximity to environmental hazards. Low income and minority residents are disproportionately impacted by environmental hazards.

160 TONS

IN 2010, THE GARDEN RESOURCES PROGRAM COLLABORATIVE ENGAGED MORE THAN 5000 ADULTS AND 10,000 YOUTH IN THE CULTIVATION OF MORE THAN 1,200 VEGETABLE GARDENS - PRODUCING MORE THAN 160 TONS OF FOOD! 4

30%

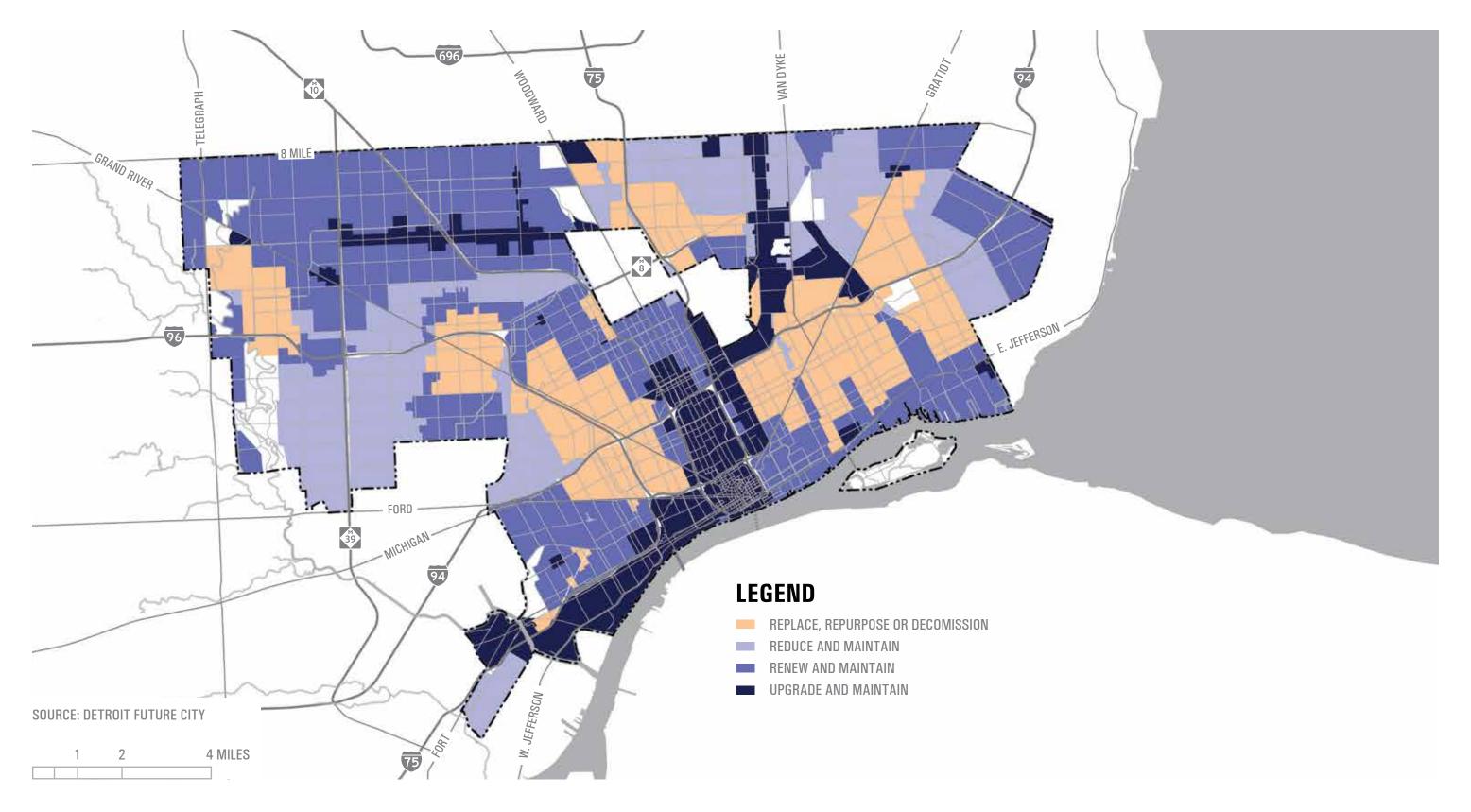
FOOD INSECURITY IN DETROIT IS ESTIMATED TO BE DOUBLE THE NATIONAL RATE, APPROXIMATELY 30%.3



IMPLEMENTATION PRIORITY:

RENEW SYSTEMS STRATEGICALLY & INNOVATIVELY

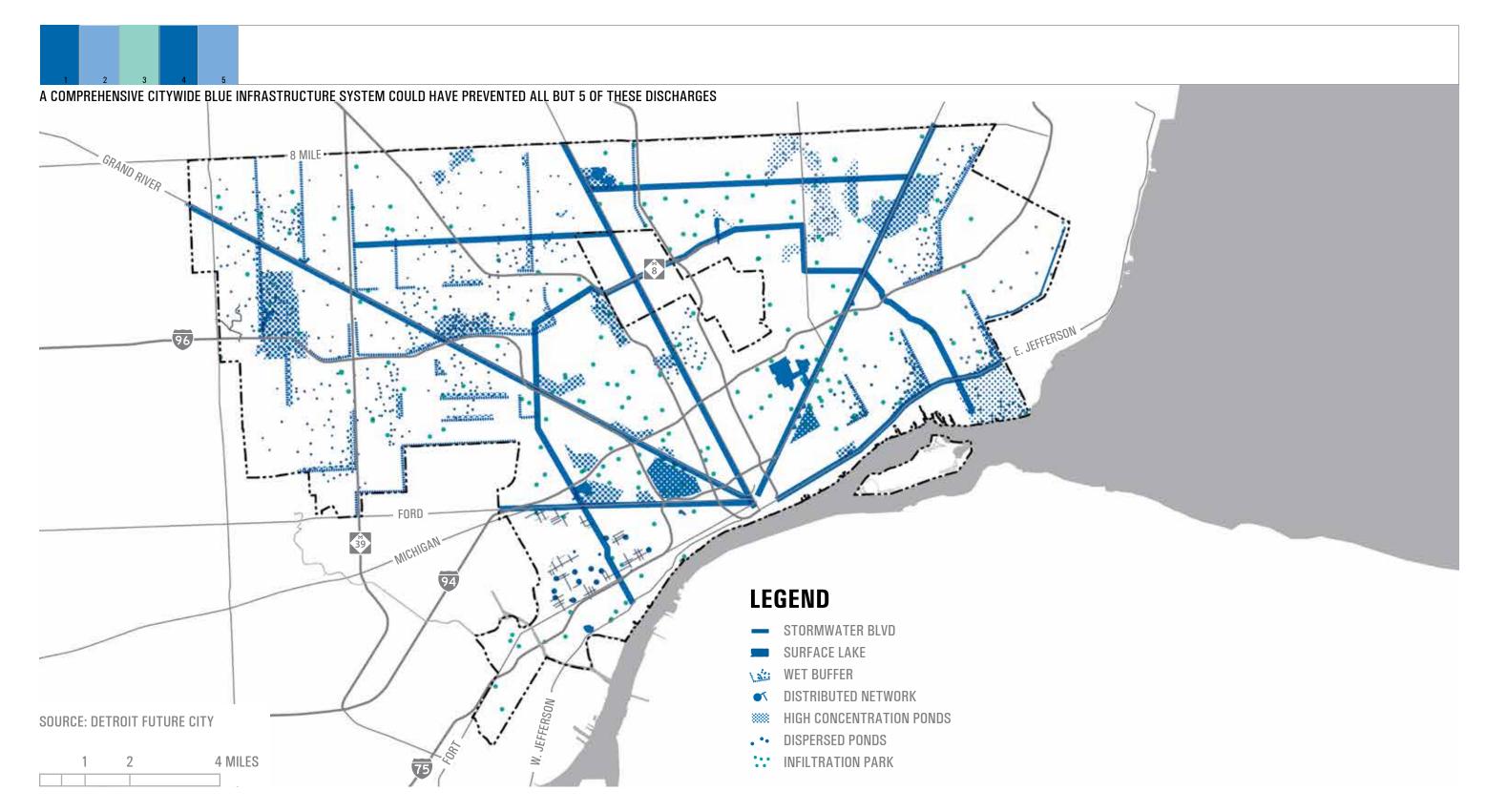
STRATEGIC RENEWAL APPROACH: YEAR 20



CURRENT WATER SYSTEM CONFIGURATION



2030 BLUE INFRASTRUCTURE SYSTEM



FUTURE OPEN SPACE NETWORK





PROJECT INFORMATION

CONTRIBUTING ORGANIZATIONS: DWSD, SEMCOG, Michigan Land Bank, RecoveryPark, The Greening of Detroit, Warren/Conner Development Coalition, LTU, Detroit Economic Growth Association (DEGA), Detroit Future City, Kresge Foundation, Erb Family Foundation

DFC INITIATIVE TYPE: Partner

DFC REPRESENTATIVES: Chris Dorle

INITIATIVE SCALE: 30-50 vacant lots in the LEAP Area;

8 block units in the RecoveryPark Area

INITIATIVE DURATION: Planning was initiated in July 2013. If awarded, implementation and monitoring will take place from January 2014 to December 2015.

RELEVANT PLANNING ELEMENTS:







IMPLEMENTATION STRATEGIES

- INTRODUCE NEW FORMS OF DEVELOPMENT
- CREATE A NEW AND DIVERSE OPEN SPACE SYSTEM FOR THE CITY
- CREATE LANDSCAPES THAT WORK
- REPURPOSE VACANT LAND TO CREATE GREEN **NEIGHBORHOODS**
- UTILIZE PRODUCTIVE LANDSCAPES AS THE BASIS FOR A SUSTAINABLE CITY
- USE VACANT LAND AS A TOOL FOR **NEIGHBORHOOD STABILIZATION**
- TRANSFORM LARGELY VACANT AREAS THROUGH BLUE AND GREEN INFRASTRUCTURE
- INCORPORATE MORE INNOVATIVE VACANT LAND MAINTENANCE APPROACHES

GLRI GREEN INFRASTRUCTURE PROJECT

OBJECTIVE:

Seeks to plan, resource, and implement Green Infrastructure Projects across the Lower East Side of Detroit through a joint grant request under the Great Lakes Restoration Initiative (GLRI). If awarded, the Project will deploy a range of green infrastructure treatments in line with local planning and development efforts to mitigate stormwater runoff.



PROJECT INFORMATION

CONTRIBUTING ORGANIZATIONS:

United States Department of Energy and its National Laboratories, DFC

National Laboratories, DFC

DFC INITIATIVE TYPE: Partner

DFC REPRESENTATIVE: Chris Dorle

INITIATIVE SCALE: Citywide

INITIATIVE DURATION: June 2014–Ongoing

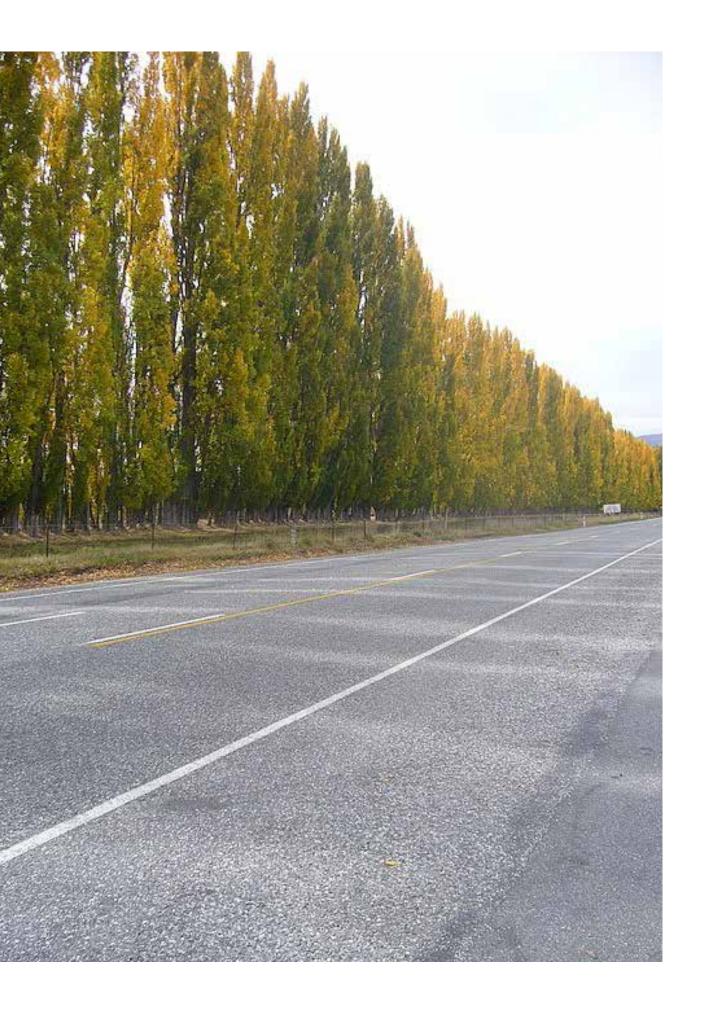


IMPLEMENTATION STRATEGIES

- B USE A PLACE-BASED STRATEGY FOR GROWTH
- E LAND REGULATIONS, TRANSACTIONS, AND ENVIRONMENTAL ACTIONS
- B SUPPORT A NETWORK OF NEW AND EXISTING NEIGHBORHOOD TYPES
- D CREATE A NEW AND DIVERSE OPEN SPACE SYSTEM FOR THE CITY
- E ENACT INNOVATIVE REGULATORY REFORM
- A REFORM SERVICE DELIVERY
- E IMPROVE LIGHTING EFFICIENCY
- F REDUCE WASTE AND INCREASE RECYCLING
- C REGENERATE NEIGHBORHOODS THROUGH FUSION OF ART AND INDUSTRY

U.S. DEPT. OF ENERGY STRATEGIC COORDINATION

Work closely with the United States Department of Energy and its National Laboratories to identify opportunities to increase renewable energy production and/or pilot new energy technologies in the city



PROJECT INFORMATION

CONTRIBUTING ORGANIZATIONS: Detroit Water and Sewerage Department (DWSD), Southeast Michigan Council of Governments (SEMCOG), Detroit Future City, The Greening of Detroit

DFC INITIATIVE TYPE: Partner

DFC REPRESENTATIVES: Christopher Dorle

INITIATIVE SCALE: 1-3 pilot areas near

expressways

INITIATIVE DURATION: April 2014



GREEN BUFFERS

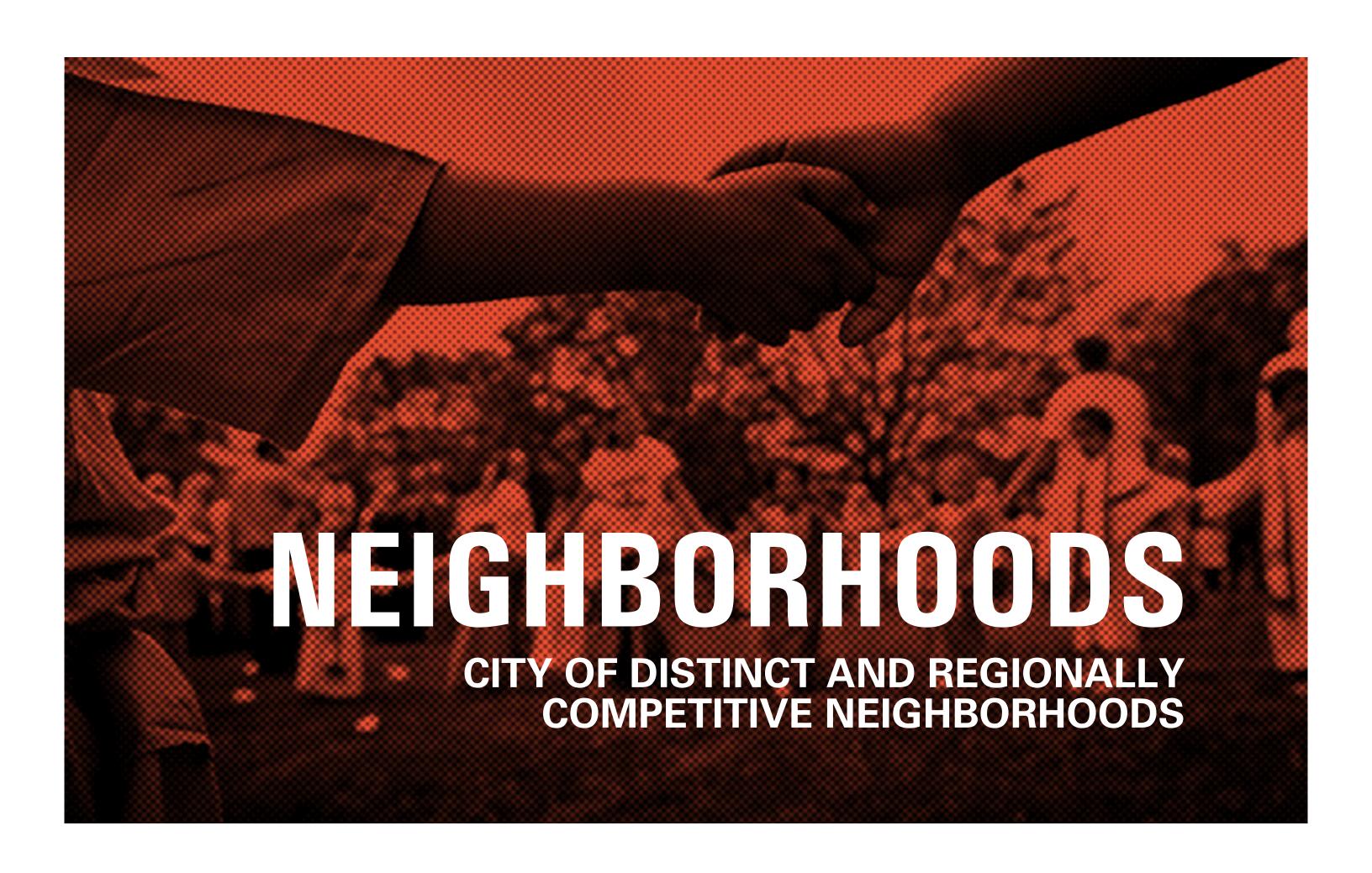
IMPLEMENTATION STRATEGIES

- LAND REGULATIONS, TRANSACTIONS, AND **ENVIRONMENTAL ACTIONS**
- CREATE NEW AND DIVERSE OPEN SPACE SYSTEM FOR THE CITY
- CREATE LANDSCAPES THAT WORK
- UTILIZE PRODUCTIVE LANDSCAPES AS THE BASIS FOR A SUSTAINABLE CITY
- MAKE LANDSCAPE INTERVENTIONS CENTRAL TO DETROIT'S RENEWAL

CARBON BUFFERING PILOT PROGRAM

OBJECTIVE:

Improve air quality in neighborhoods near expressways through the use of carbon buffers



\$1.5 BILLION OF DETROIT RESIDENT

CITY EACH YEAR¹

EXPENDITURES ARE MADE OUTSIDE THE

\$200 MILLION OF DETROIT RESIDENT **GROCERY EXPENDITURES** **REALITIES**

32% of detroiters' annual income is spent on transportation³

DETROIT HAS THE 2ND HIGHEST VIOLENT CRIME RATE IN THE U.S.

FOR UNITED STATES CITIES WITH OVER 100,000 POPULATION⁴

33,000 dangerous

1,600 CHURCHES, BLOCK CLUBS, AND COMMUNITY ORGANIZATIONS IN DETROIT⁶

ARE MADE OUTSIDE THE CITY EACH YEAR²

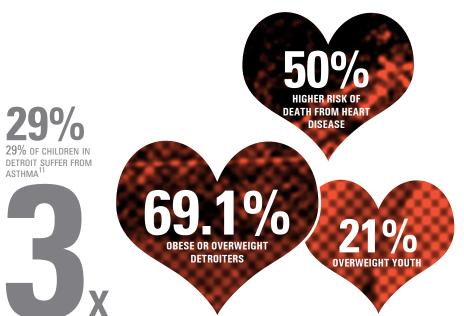
OF DETROIT HOMEOWNERS BETWEEN 2000-20107

OF DETROIT'S PARKS ARE

ONLY 21% OF DETROIT'S PARKS ARE IN GOOD

DETROIT IS RANKED LAST IN ACRES OF PARK SPACE PER RESIDENT¹⁰

MEDIAN HOUSING SALES PRICE (2006-2010). Median sales price in 2010: \$23,5918



82% of detroiters have a high SCHOOL DIPLOMA OR LESS¹⁵

32% of detroiters without A HIGH SCHOOL DIPLOMA ARE EMPLOYED¹⁶

60%

In detroit public schools enrollment from $2001-2010^{17}$

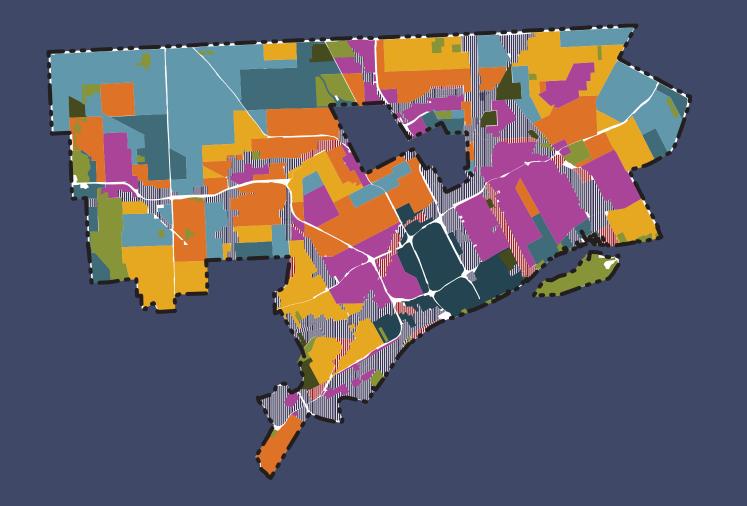
DETROIT'S CHILDHOOD ASTHMA RATE IS THREE TIMES HIGHER THAN THE NATIONAL AVERAGE¹¹

BUILDINGS IN DETROIT

69.1% OF DETROITERS ARE OBESE OR OVERWEIGHT¹² DEATHS RESULTING FROM HEART DISEASE IN DETROIT ARE 50% HIGHER THAN THE NATIONAL AVERAGE¹³

21% of detroit's youth are overweight¹⁴

1) Social Compact 2010; 2) Social Compact 2010; 3) American Community Survey 2010 5-Year, Happold Consulting, Inc., 4) Federal Bureau of Investigation 2011, 5) Buildings, Safety Engineering, and Environmental Department; 6) City Planning Commission; 7) US Census 2000, 2010; 8) PolicyMap; 9) Detroit Recreation Department 2006; 10) Trust for Public Land 2010; 11) Detroit Alliance for Asthma Awareness; 12) Michigan Department of Community Health 2009; 13) Michigan Department of Community Health 2007; 14) Michigan Department of Community Health 2009; 15) American Community Survey 2010 5-Year; 16) American Community Survey 2010 5-Year; 17) Detroit Public Schools



IMPLEMENTATION PRIORITY:

IMPROVE QUALITY OF LIFE











Artists on the Ballot

- Charlie Michaels
- Eric Rattan
- Keenan Nielbock
- Richard Pruckler
- Vito Valdez

Come make your voice heard!



Brightmoor Public Art Project **Arts & Culture Committee Special Voting Meeting**

Wednesday April 15, 2015 6:00 PM-8:00 PM

Christ the King Catholic Church

20800 Grand River Detroit, MI, 48219

Light Refreshments will be provided.

Community Contacts

Joe Rashid (313) 575-7014 JRashid@brightmooralliance.org

Gavin Buckley (248) 520-3064 neighborsbuildingbrightmoor@gmail.com













Kalia A. Keith (313) 664-1549 KKeith@collegeforcreativestudies.edu







CONTRIBUTING ORGANIZATIONS: DFC, Detroit Land Bank Authority, Detroit Building Authority, Reclaim Detroit, Architectural Salvage Warehouse Detroit, Michigan Historic Preservation Network, Loveland Technologies, United States Environmental Protection Authority, Region V

DFC REPRESENTATIVE: Erin Kelly

INITIATIVE SCALE: Citywide

INITIATIVE TYPE: Partner/Execute

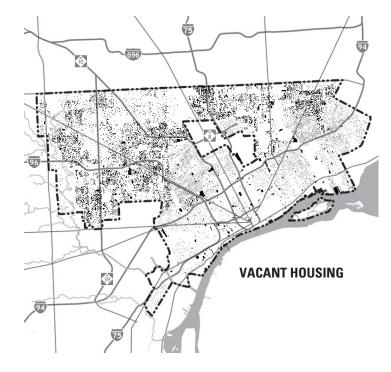
INITIATIVE DURATION: Summer-Fall 2014

RELEVANT PLANNING ELEMENTS:









IMPLEMENTATION STRATEGIES & ACTIONS

- USE A PLACE-BASED STRATEGY FOR GROWTH
- Base land use decisions on the fundamental physical and market conditions of the city: low vacancy, moderate vacancy, high vacancy, and Greater Downtown area.
- REDUCE WASTE AND INCREASE RECYCLING
- **ACTIVELY MANAGE CHANGE**
- CREATE DENSE, WALKABLE, MIXED-USE **NEIGHBORHOODS**
- USE VACANT LAND AS A TOOL FOR **NEIGHBORHOOD STABILIZATION**

STRATEGIC ASSESSMENT & TRIAGE TOOL (SATT)

Provide a common tool to recommend either that a structure be removed through demolition or through a mix of deconstruction and demolition, rehabilitated, secured for future redevelopment, or that debris and trash removal services are deployed



CONTRIBUTING ORGANIZATIONS: DFC

DFC REPRESENTATIVE: Erin Kelly

INITIATIVE SCALE: Citywide

INITIATIVE TYPE: Partner/Execute

INITIATIVE DURATION: Ongoing advocacy to advance opportunities for expanded salvaged material retail

services inside the city of Detroit

RELEVANT PLANNING ELEMENTS:



IMPLEMENTATION STRATEGIES

- C ENCOURAGE LOCAL ENTREPRENEURSHIP AND MINORITY BUSINESS PARTICIPATION
- F REDUCE WASTE AND INCREASE RECYCLING
- D LINK PUBLIC FACILITY AND PROPERTY DECISIONS TO LARGER STRATEGIES

USED BUILDING MATERIAL RETAIL ADVOCACY

Provide ongoing advocacy, support and strategic coordination to develop and enhance existing opportunities for the retail of salvaged building materials in Detroit, Hamtramck, and Highland Park with local, regional, and national parties in the public, private, and nonprofit sectors





CONTRIBUTING ORGANIZATION: DFC

Implementation Office

DFC INITIATIVE TYPE: Execute

INITIATIVE SCALE: Citywide

INITIATIVE START: Fall 2014

RELEVANT PLANNING ELEMENTS:







IMPLEMENTATION STRATEGIES

- A ADDRESS QUALITY OF LIFE CHALLENGES THAT AFFECT ALL DETROITERS
- PREPURPOSE VACANT LAND TO CREATE GREEN NEIGHBORHOODS
- **E** RENEW TRADITIONAL NEIGHBORHOODS
- B USE VACANT LAND AS A TOOL FOR NEIGHBORHOOD STABILIZATION
- E INCORPORATE MORE INNOVATIVE VACANT LAND MAINTENANCE APPROACHES

VACANT LAND TRANSFORMATION GUIDE

Develop electronic and physical resources to guide vacant land transformation that will stabilize neighborhoods, create resilient soft systems, and provide spaces for a range of activities.



REALITIES





39% OF EMPLOYED DETROITERS WORK WITHIN THE CITY¹

21.5% of detroiters do not have ACCESS TO A PRIVATE VEHICLE²

BY COMMUTERS³

EDUCATION AND EMPLOYMENT

ECONOMIC STAKE

RACE AND

300,000 NEW JOBS ARE PROJECTED FOR SOUTHEAST MICHIGAN BY 20404

REGIONAL JOBS⁵

Detroit is There are currently 27 Jobs within the city per 100 PROJECTED TO RECEIVE ONLY 2% DETROIT RESIDENTS⁶ OF THESE NEW

27 JOBS



DETROITERS EXPERIENCE HIGH POVERTY RATES AT EVERY LEVEL OF EDUCATION. EVEN 20% OF TWO-YEAR DEGREE HOLDERS LIVE IN POVERTY⁷



68% of Detroiters without A HIGH SCHOOL DIPLOMA ARE UNEMPLOYED OR DO NOT PARTICIPATE IN THE LABOR FORCE⁸

OTHER 83% AFRICAN AMERICAN

DETROIT'S POTENTIAL WORKFORCE DEMOGRAPHICS (AGES 25-64)⁹



WHITE



OTHER

15% of Detroit's

AMERICANS¹

PRIVATE EMPLOYER FIRMS

ARE OWNED BY AFRICAN



Break down of revenue AT ALL DETROIT FIRMS¹⁰

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*

*The 25 cities used to rank detroit were picked based on variables including population size, minority concentration and geography. The 25 cities are: 1) Detroit, MI; 2) Birmingham, AL; 3) Baltimore, MD; 4) Memphis, TN; 5) New Orleans, LA; 6) Atlanta, GA; 7) Cleveland, OH; 8) Washington, D.C.; 9) St. Louis, MO; 10) Philadelphia, PA; 11) Charlotte, NC; 12) Chicago, IL; 13) Columbus, OH; 14) Indianapolis, IN; 15) New York, NY; 16) Boston, MA; 17) Houston, TX; 18) Miami, FL; 19) Fort Worth, TX; 20) Los Angeles, CA; 21) Austin, TX; 22) San Antonio, TX; 23) San Diego, CA; 24) Phoenix, AZ; 25) El Paso, TX

Sources: US Census 2010, 2007 Survey of Business Owners

IMPERATIVES





We must re-energize Detroit's economy to increase job opportunities for Detroiters within the city and strengthen the tax base.

IMPLEMENTATION STRATEGIES







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



ENCOURAGE LOCAL ENTREPRENEURSHIP AND MINORITY BUSINESS PARTICIPATION

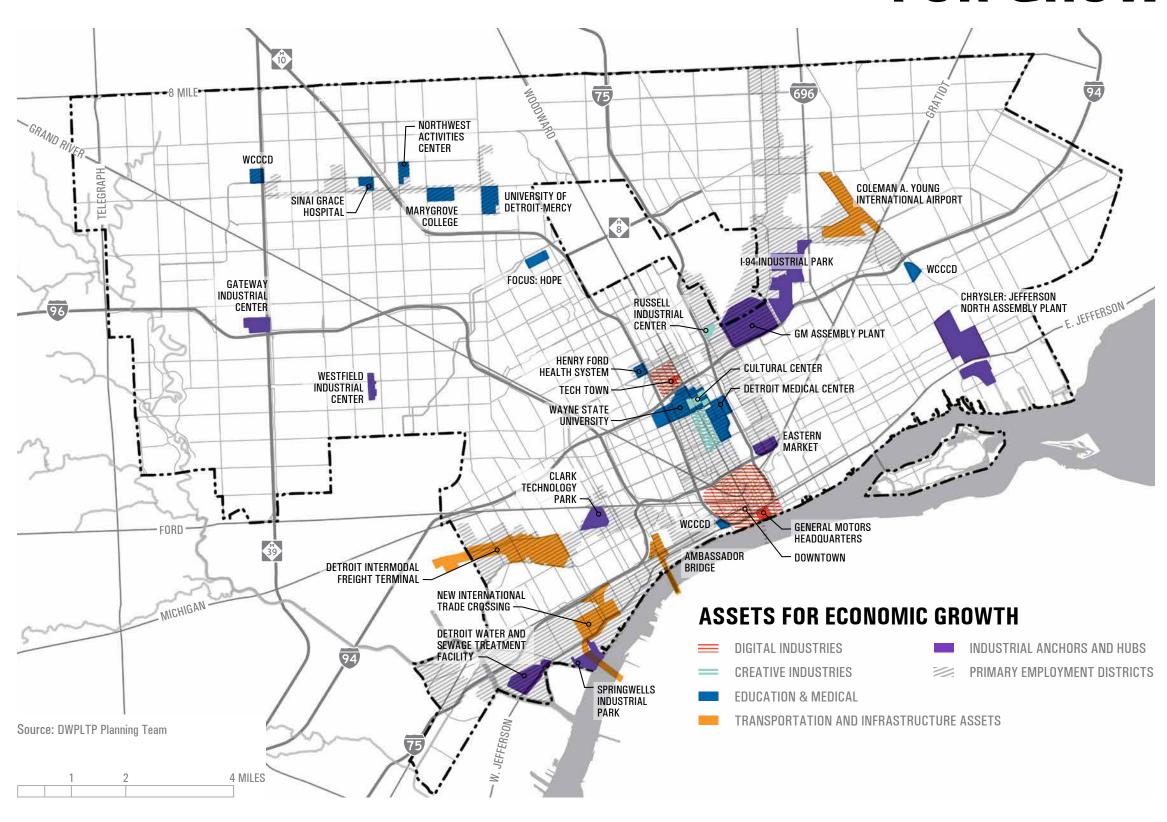


IMPROVE SKILLS AND SUPPORT EDUCATION REFORM

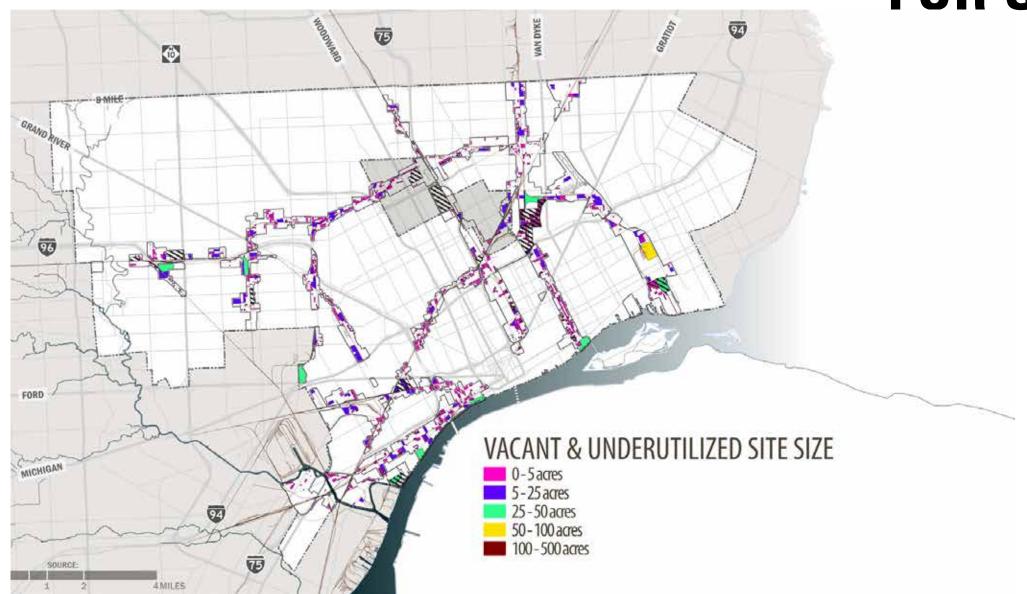


IMPROVE LAND REGULATIONS, TRANSACTIONS, AND ENVIRONMENTAL ACTIONS

USE A PLACE-BASED STRATEGY FOR GROWTH



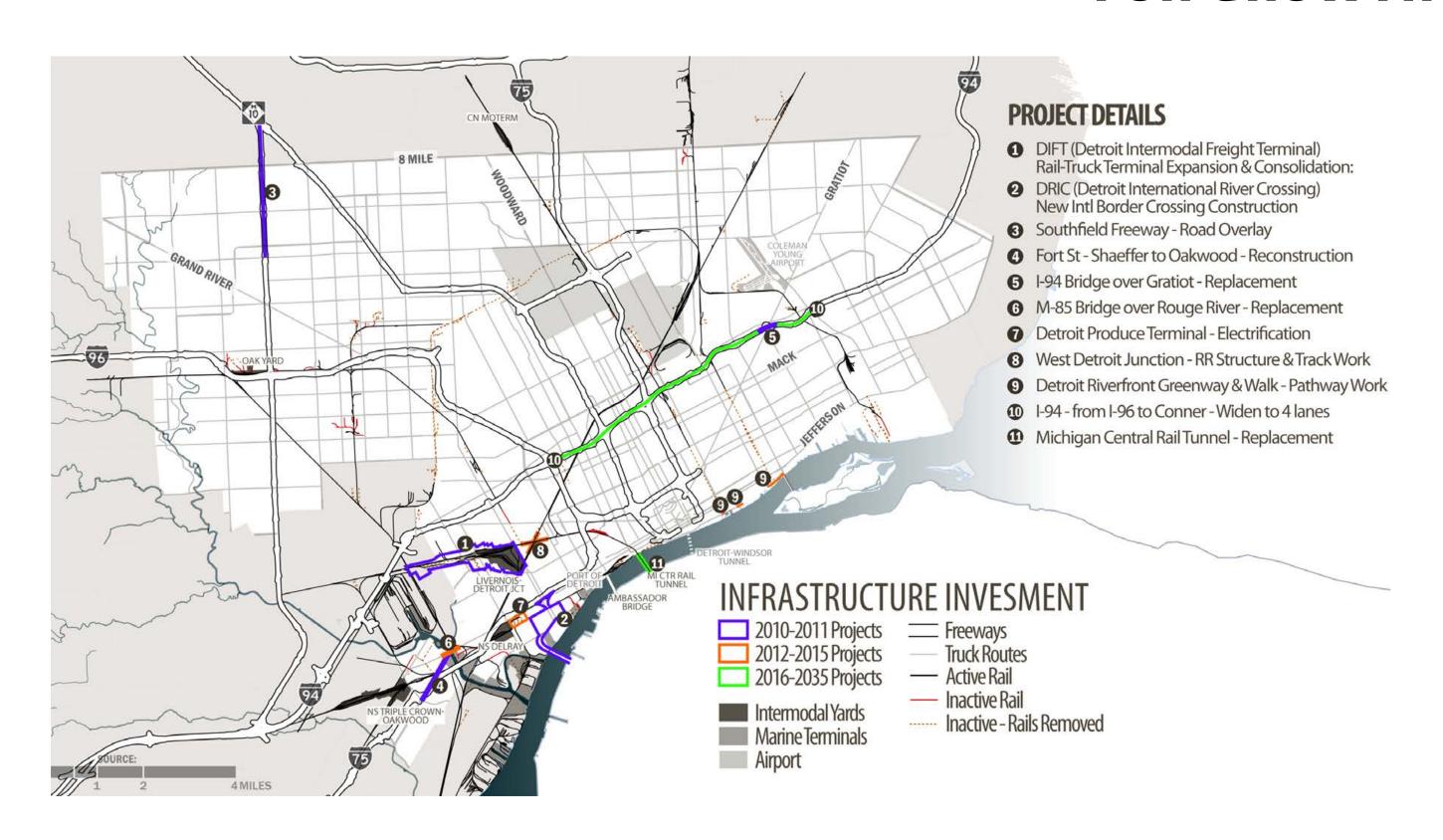
USE A PLACE-BASED STRATEGY FOR GROWTH



OF THE **2,878 VACANT INDUSTRIAL PARCELS** IN DETROIT, 20 ARE LARGER THAN 10 ACRES IN SIZE AND ONLY 12 PARCELS ARE LARGER THAN 20 ACRES.

97% OF VACANT INDUSTRIAL PARCELS ARE 5 ACRES OR LESS.

USE A PLACE-BASED STRATEGY FOR GROWTH

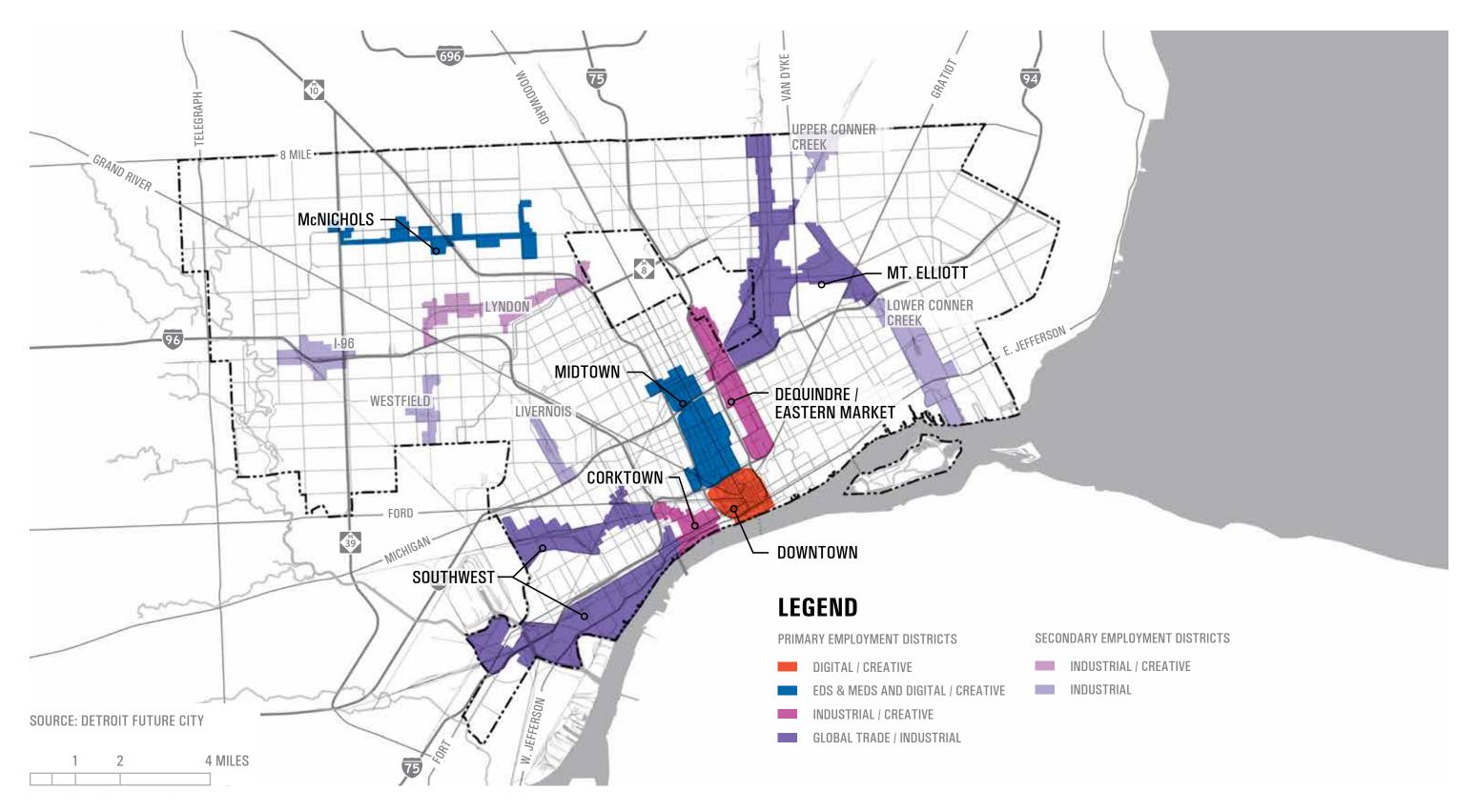


ENCOURAGE ENTREPRENEURSHIP & MINORITY BUSINESS PARTICIPATION



- PROMOTE SHORT-TERM APPROACHES TO INCREASE THE NUMBER AND SUCCESS OF MBES IN THE CITY
- SUPPORT THE DEVELOPMENT OF LOW-COST, SHARED SPACES FOR CLUSTERS WITH HIGH LEVELS OF SELF EMPLOYMENT
- PROVIDE YOUNG DETROITERS WITH EXPERIENCE IN DIGITAL/CREATIVE CLUSTERS AND THE NEW INNOVATION ECONOMY
- DEVELOP A COMPREHENSIVE LONG-TERM STRATEGY TO INCREASE AND STRENGTHEN THE CITY'S MBES

EMPLOYMENT DISTRICTS





CONTRIBUTING ORGANIZATIONS: Goldman Sachs, DFC, NEI, DEGC

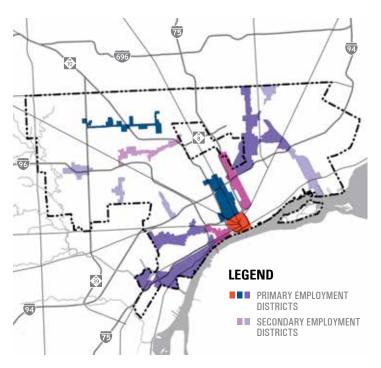
DFC INITIATIVE TYPE: Partner

DFC REPRESENTATIVE: Kyle Polk

INITIATIVE SCALE: Citywide

INITIATIVE LAUNCH: November 2013

RELEVANT PLANNING ELEMENT:



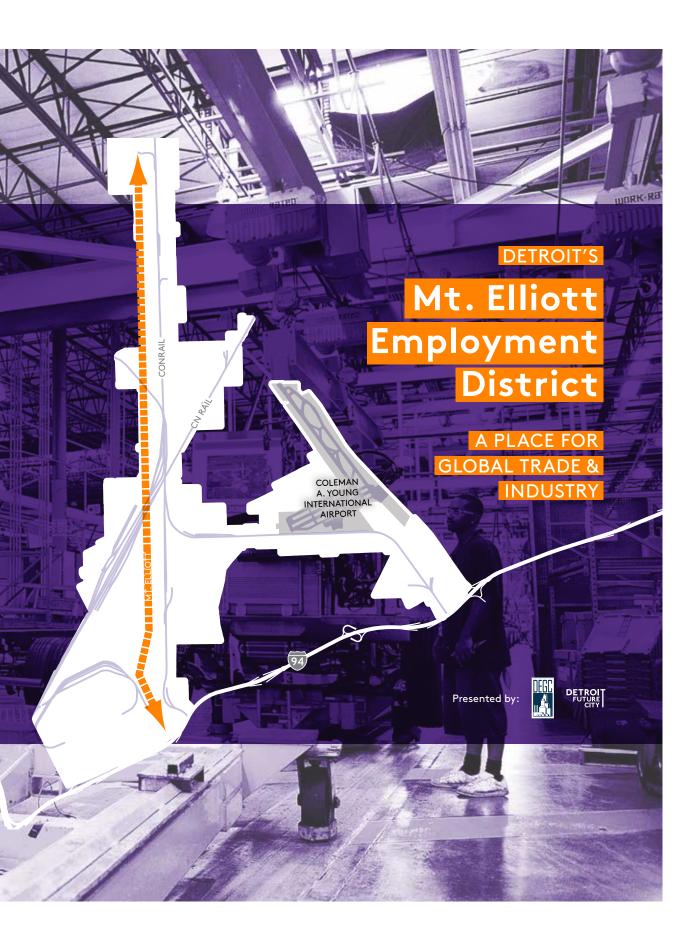
IMPLEMENTATION STRATEGIES

- ENCOURAGE LOCAL ENTREPRENEURSHIP AND MINORITY BUSINESS PARTICIPATION
- Promote short-term approaches to increase the number and success of minority business enterprises (MBEs) and disadvantaged business enterprises (DBEs) in the city.

GOLDMAN SACHS 10,000 SMALL BUSINESSES PROGRAM

OBJECTIVE:

Help entrepreneurs create jobs and economic opportunity by providing them with greater access to education, financial capital and business support services



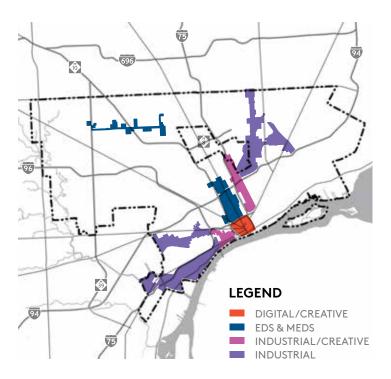
CONTRIBUTING ORGANIZATIONS:

Detroit Future City Implementation Office, Detroit Economic Growth Corporation

DFC INITIATIVE TYPE: Partner

INITIATIVE SCALE: Employment Districts

INITIATIVE START: Summer 2014



IMPLEMENTATION STRATEGIES

- A SUPPORT FOUR KEY ECONOMIC PILLARS
- B USE A PLACE-BASED STRATEGY FOR GROWTH
- A CREATE A CITYWIDE FRAMEWORK FOR GROWTH AND INVESTMENT
- A ADDRESS QUALITY OF LIFE CHALLENGES THAT AFFECT ALL DETROITERS
- A TARGET VACANT PUBLIC LAND AND BUILDINGS IN EMPLOYMENT DISTRICTS FOR ECONOMIC GROWTH

EMPLOYMENT DISTRICT MARKETING

Develop multifaceted, evidence-based marketing materials for seven primary DFC employment districts to inform and attract investors.



CONTRIBUTING ORGANIZATIONS:

Detroit Future City, Detroit Collaborative Design Center (DCDC), Denby High School

DFC INITIATIVE TYPE: Partner

DFC REPRESENTATIVES: Sandra Turner Handy (Process Leader), Heidi Alcock, Allandra Bulger, Josh Budiongan (DCDC,) Charles Cross (DCDC)

INITIATIVE SCALE: One public high school in Detroit

INITIATIVE DURATION: October 2013–Ongoing

RELEVANT PLANNING ELEMENT:



IMPLEMENTATION ACTIONS

- 1 EXPAND CAPACITY FOR THE LONG TERM: BUILDING ON STRENGTHS TO EXTEND RANGE
- 1.1 Focus on Detroit institutions
- 1.2 Focus on Detroit residents
- 2 INFORMED, INCLUSIVE DECISIONS: DEVELOPING AND SHARING KNOWLEDGE AND INFORMATION
- A MOSAIC OF TACTICS FOR A MOSAIC OF PEOPLE: DIVERSE PLATFORM OF OPPORTUNITIES TO ENGAGE

DENBY HIGH SCHOOL CURRICULUM

OBJECTIVE:

Provide technical assistance to Denby High School in developing curriculum plan that utilizes the DFC Strategic Framework

















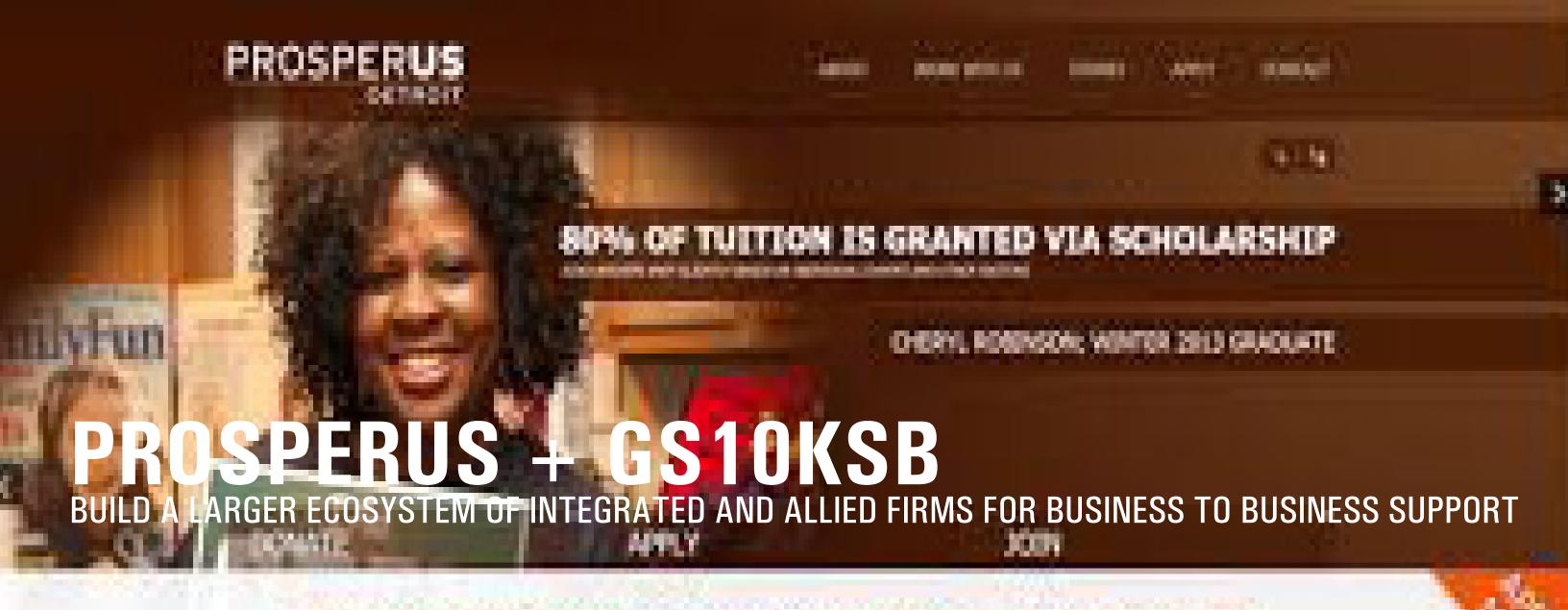












GROWING DETROIT'S NEIGHBORHOOD BUSINESSES, ONE RESCOUNT AT A TIME









DETROIT FUTURE CITY

