

WOODWARD AVE DETROIT ARENA
BRUSH PARK FORD FIELD PARK AVE COMERICA PARK
FOX THEATRE EADAMS ST COLUMBIA STREET
CASS PARK THE FILLMORE DETROIT CASS ST GRAND CIRCUS PARK
GRAND RIVER AVE MASONIC TEMPLE HENRY ST
MOTOR CITY CASINO HOTEL TEMPLE ST
THE WILDCAT BALLPARK GREEN COLUMBIA PARK
CORNER
DISTRICT WOODWARD CASS PARK VILLAGE
SQUARE

DDA Board Presentation

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New Detroit: It's all about Woodward

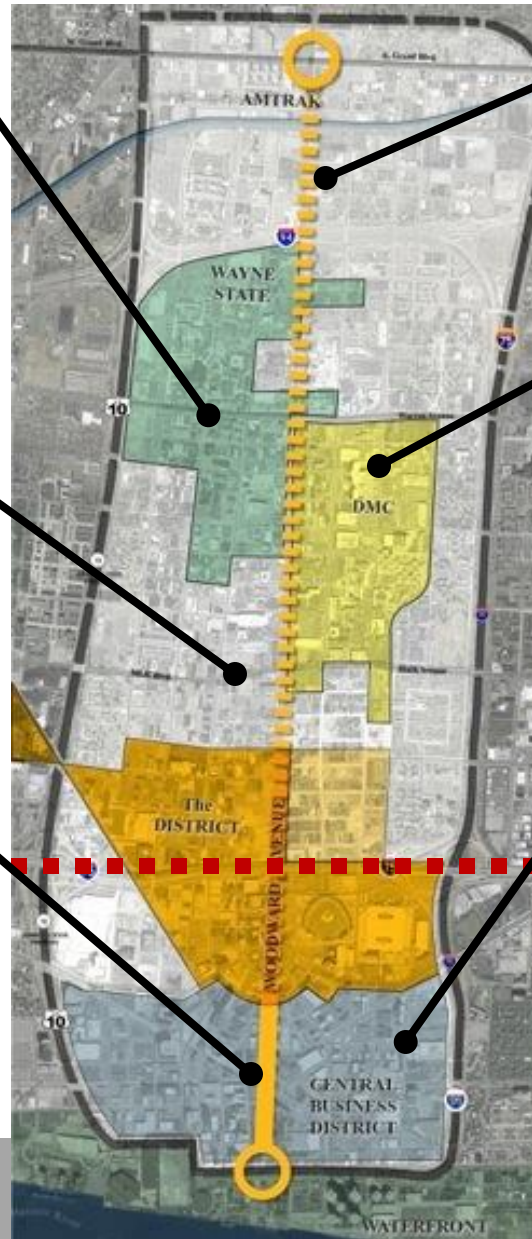
- Wayne State University
- Closed auto dealership turned biomedical research building
 - Student Center renovations

Midtown

- Majestic Theatre
- Shinola retail store
- Whole Foods
- Dozens of restaurants

Bedrock

- Nearly 50 buildings
- 13 parking areas



M-1 RAIL

- Vital connector
- 3.3 miles
- 20 stations

Detroit Medical Center

- New emergency department at Harper Hospital
- New Children's Hospital of Michigan Specialty Center

Other Central Business District

- Broderick Tower
- Griswold Apartments
- Statler Apartments
- David Whitney
- Capital Park restoration
- G.A.R. Building renovation

District Needs New Infrastructure.



Private Investment in Public Infrastructure.



New street paving & curbs



New sidewalks



New landscaping



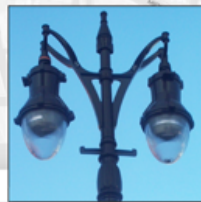
New street trees



New street furnishings



New or upgraded utilities



New or relamped street lights



New and upgraded city parks



New or upgraded signalization



New or upgraded surface parking

Five Distinct New Neighborhoods.



Five Distinct Neighborhoods.



CASS PARK VILLAGE

Promise: An energized neighborhood
Personality: Eclectic, creative and cutting-edge

HOCKEYTOWN

Promise: A fully-immersive hockey experience
Personality: Passionate, committed and emotionally invested

THE AVENUE

The Iltch Organization will lead the planning/approvals process and master develop of the entire new District.

COLUMBIA PARK

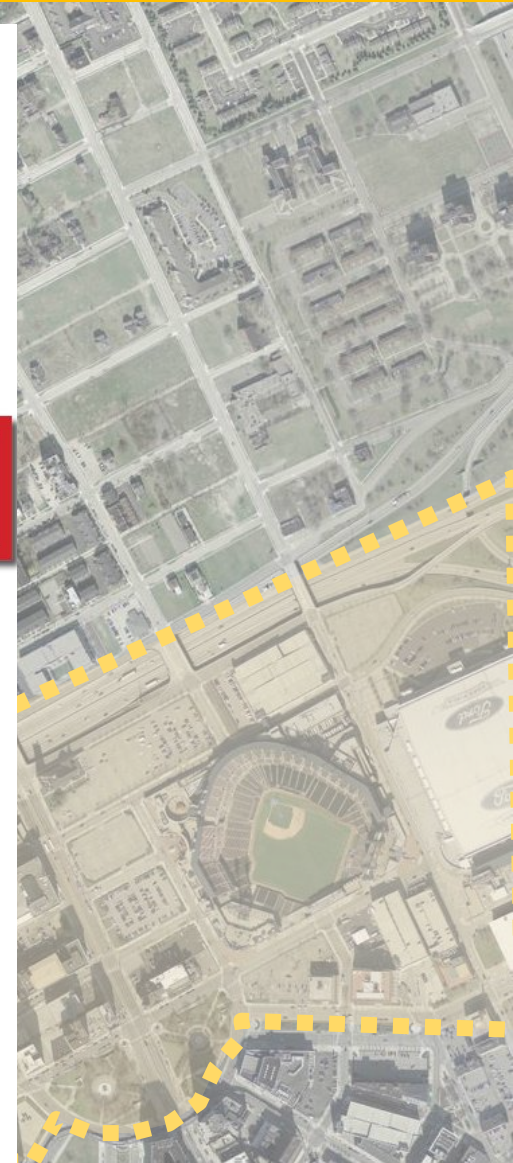
Promise: A modern gathering place
Personality: Contemporary, fresh and open

COLUMBIA STREET

Promise: An aspirational theatre experience
Personality: Sophisticated, timeless and inviting

WILDCAT CORNER

Promise: Where sports fans come out to play
Personality: Spirited, colorful and fun



As large as Georgetown, Washington, DC.



Colorful 19th Century Rowhouses



Wisconsin Ave Retail District



View of Georgetown University from the Potomac River



As large as Back Bay, Boston.



19th Century Rowhouses on Commonwealth Ave



Shops Along Newbury St



Commonwealth Mall with John Hancock Tower in the Distance



As large as Greenwich Village, NYC.



Brightly Colored 19th Century Rowhouses



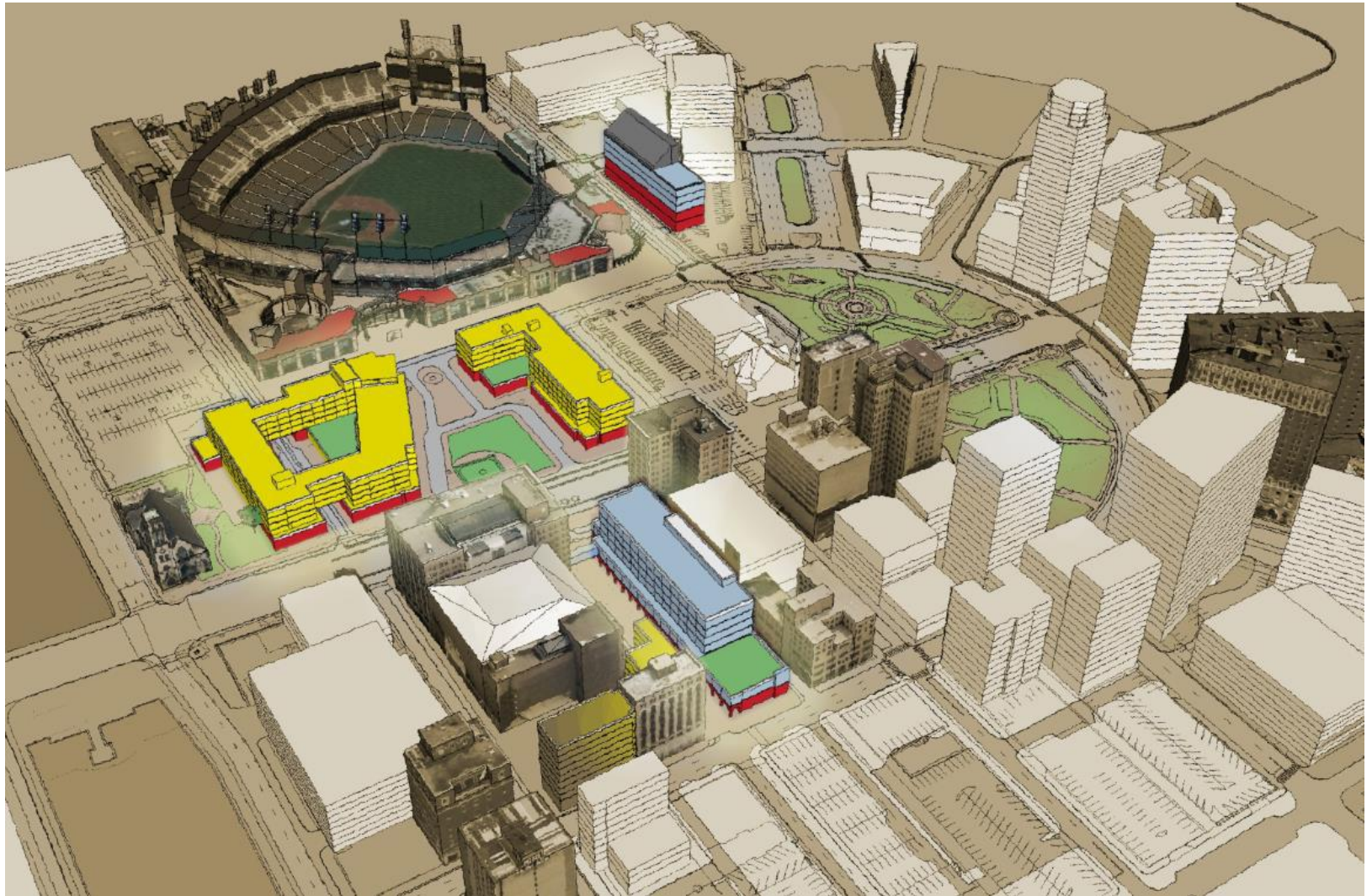
Retail and Residential on Macdougall St



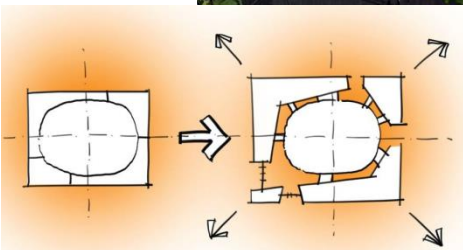
Washington Square Park



Simultaneous MXD Design.



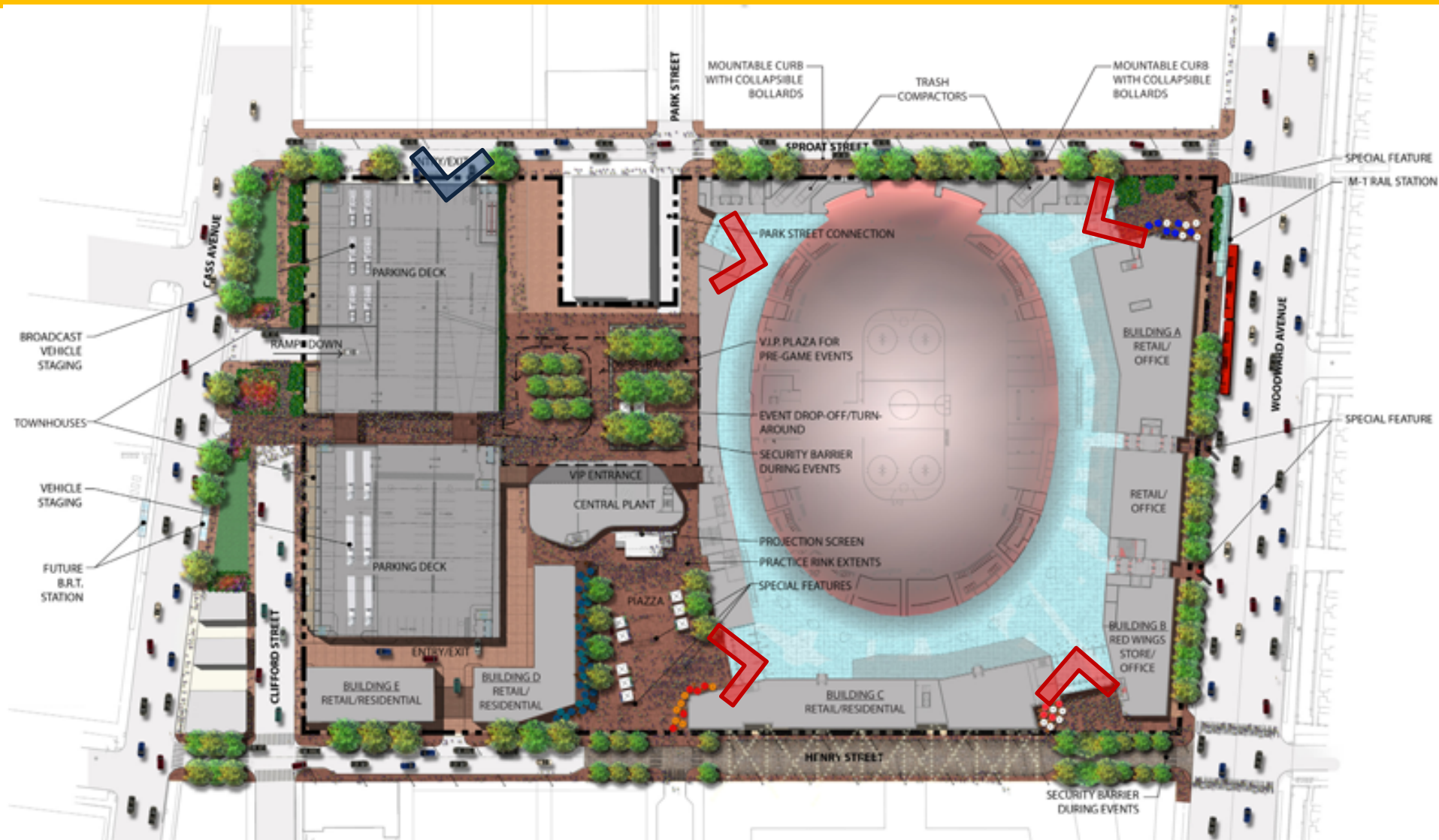
Detroit Fueled Design.



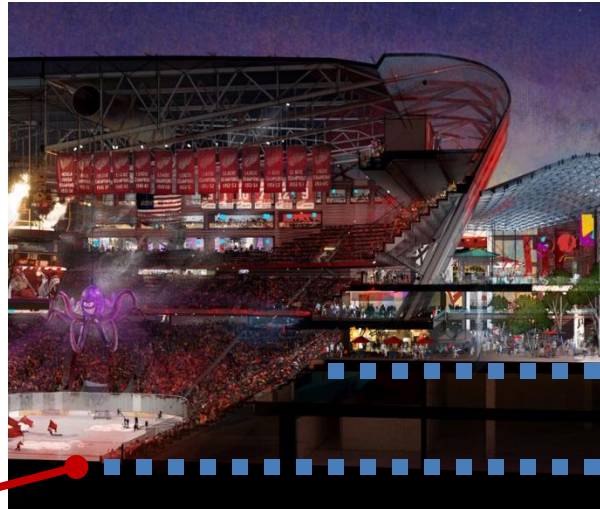
Section Thru Bowl & Via.



Proposed Site Plan.

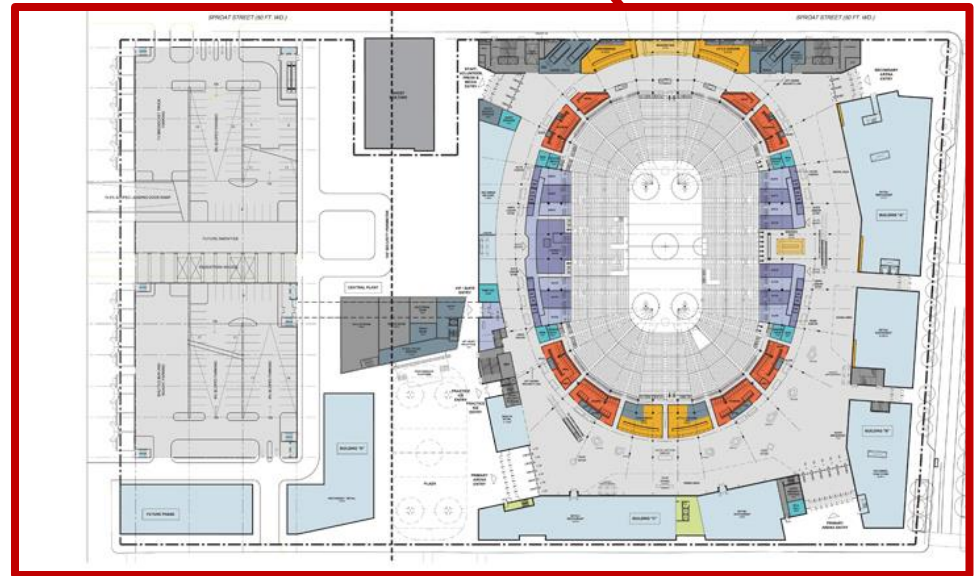
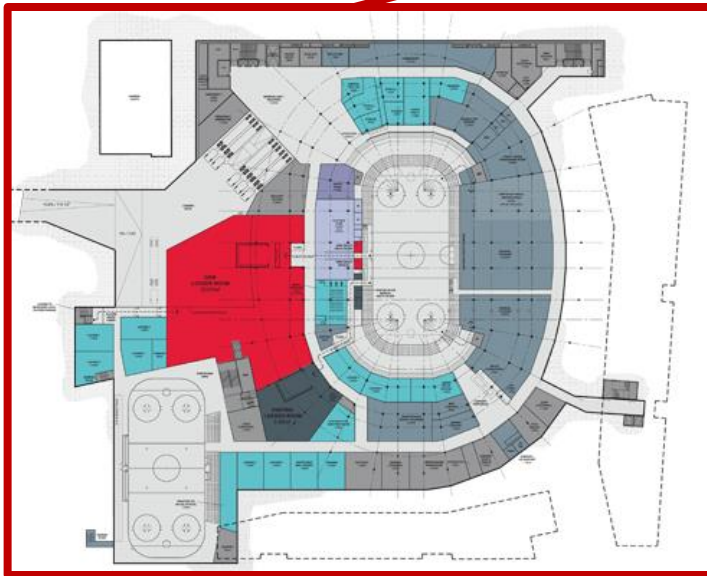


Typical Floor Plans.

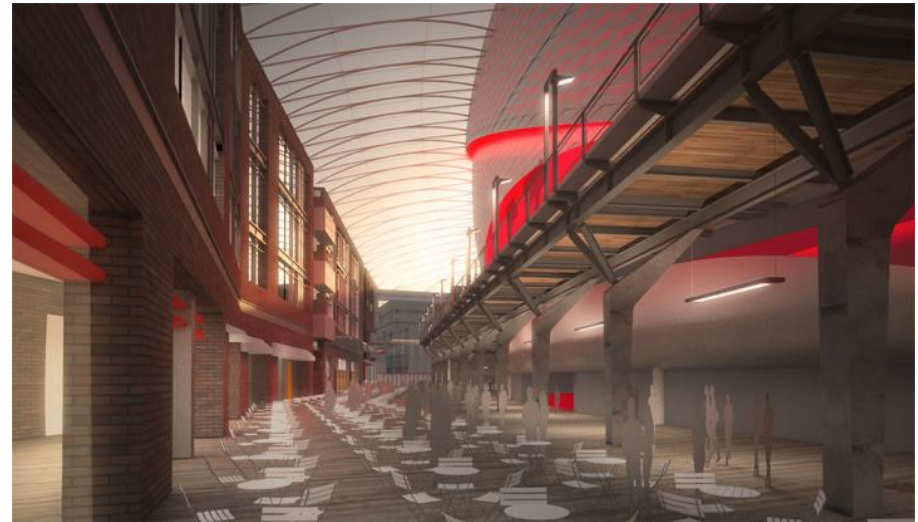
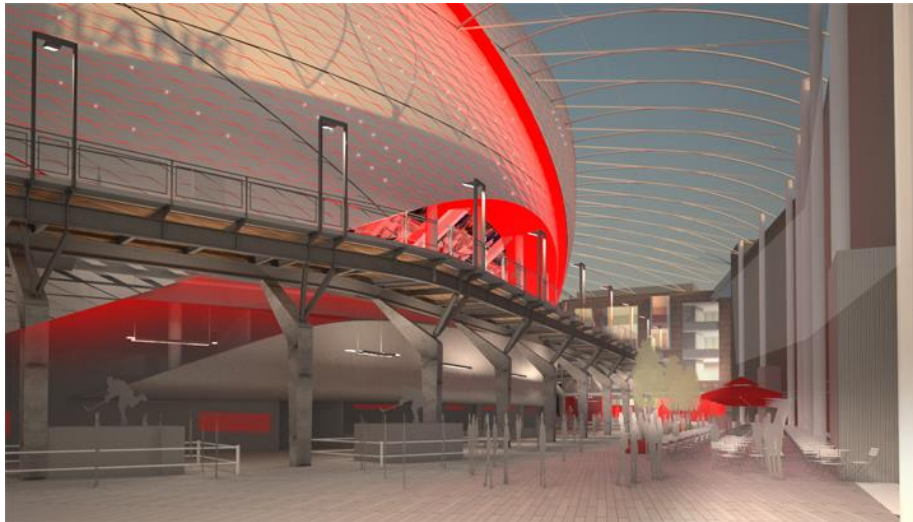


Event Level.

Street Level.



Street Level.

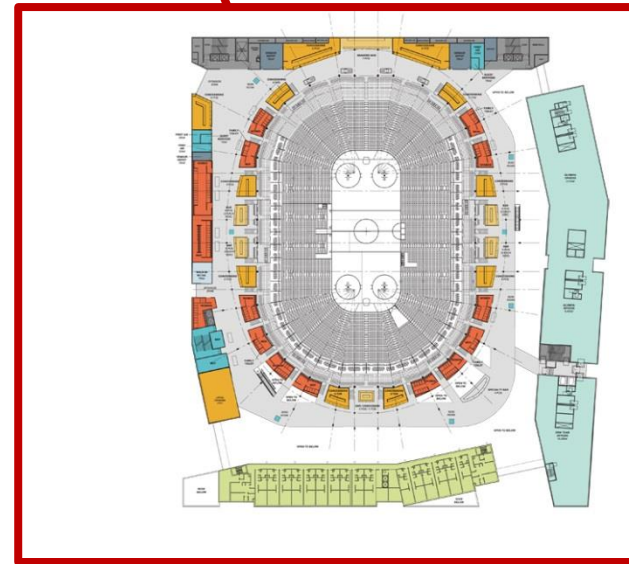
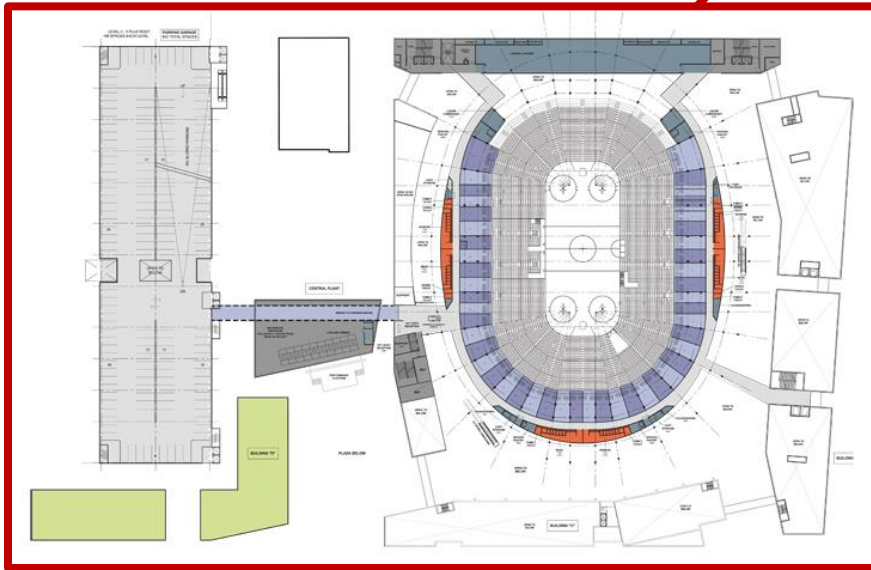


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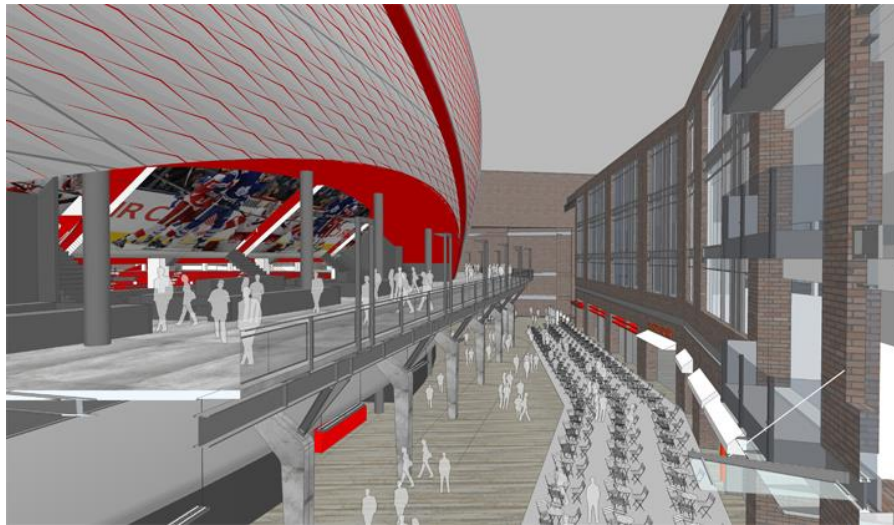
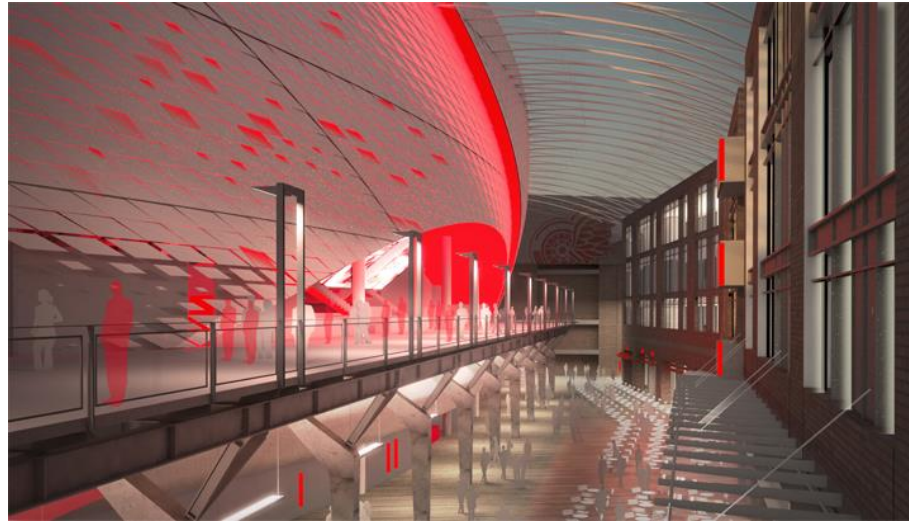


Suites Level.

Upper Concourse.



Upper Concourse.

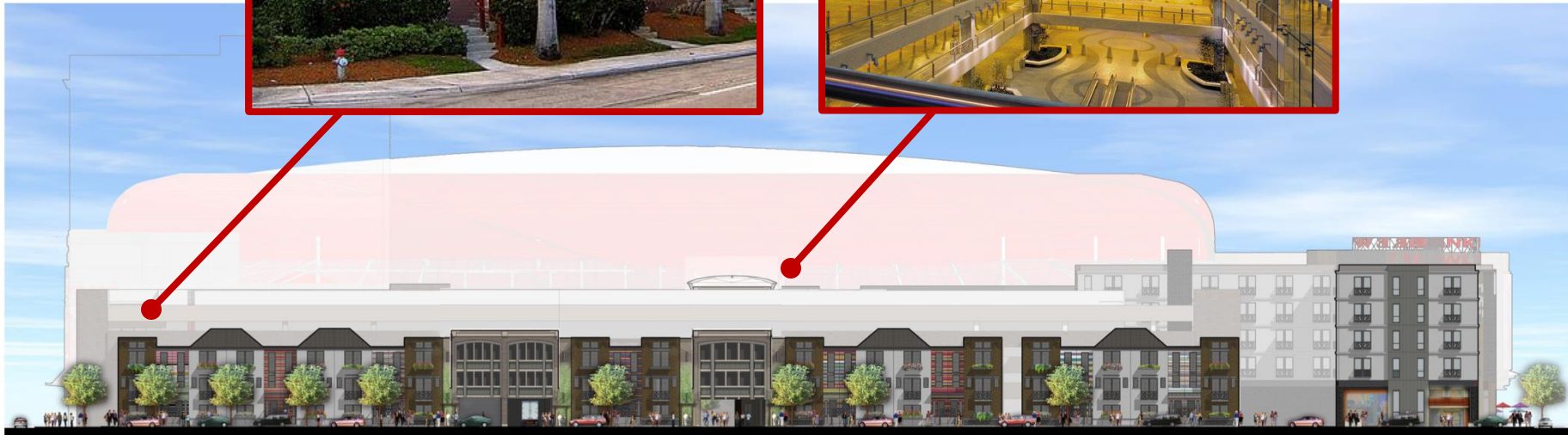


Elevations.



Woodward Elevation.

Elevations.



Cass Elevation.

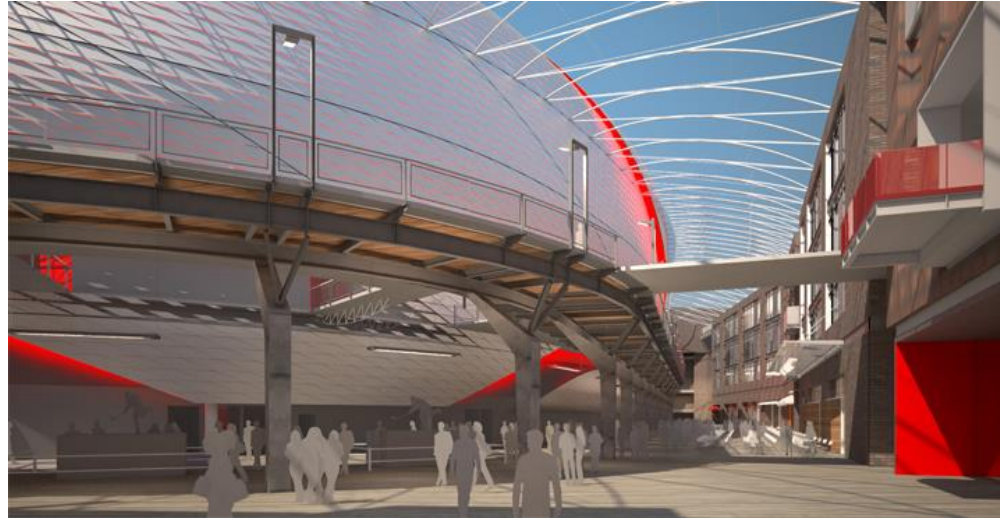
Elevations.



Elevations.



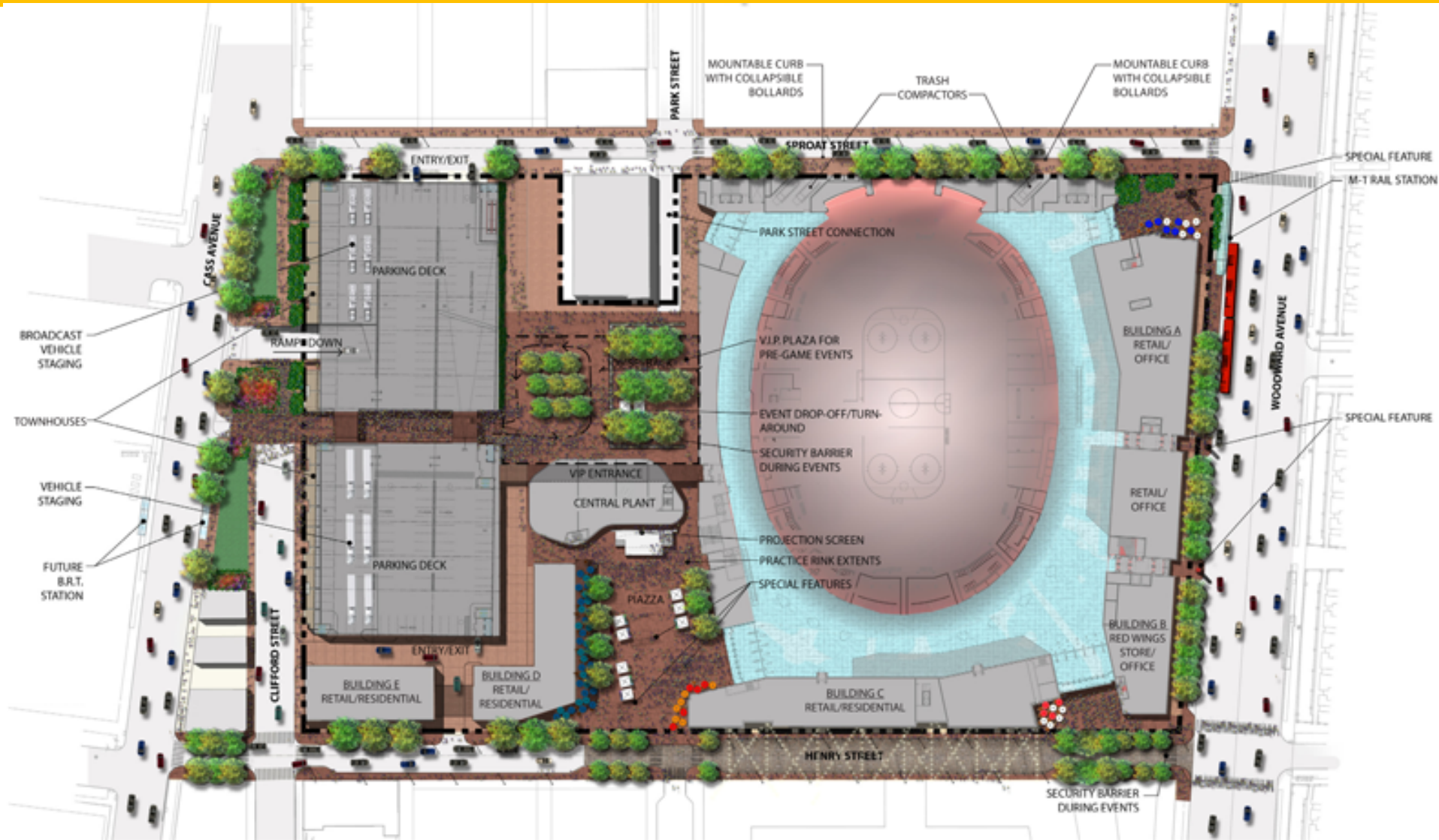
Computer Model.



Detroit Fueled Design.



Proposed Site Plan.



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