

The National Trend of Downtown Revitalization

How Downtown Detroit Can Catch
Up, Move Ahead and Set a New
American Standard

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Goals of Downtown Revitalization

**Walkable Urbanity
&
Reflect the Region**

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Downtown Sea Change from 1985 to 2005

	1985	%	2005	%
Platinum	4	6.5	12	20
Gold	2	3	8	13
Silver	1	1.5	16	26
Copper	15	25	16	26
Lead	39	64	9	15
Total	61	100	61	100



















So, How Did They All Do It?

5% Inspiration/95% Perspiration

Give the Market What It Wants

More in Better

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Setting the Stage

- 1. Intention and Vision (cartoon)
- 2. Strategy & Implementation Plan
- 3. Role of Public Sector
- 4. Make the Right Thing Easy
- 5. Establish BID and Coordinate between Various Non-Profits

URBAN STRATEGIST GIVES ADVICE TO LANCASTER LAST WEEK...

YOU NEED UNIFIED INTENTION AND VISION TO REVITALIZE...

CAN YOU GET THAT AT WAL-MART?

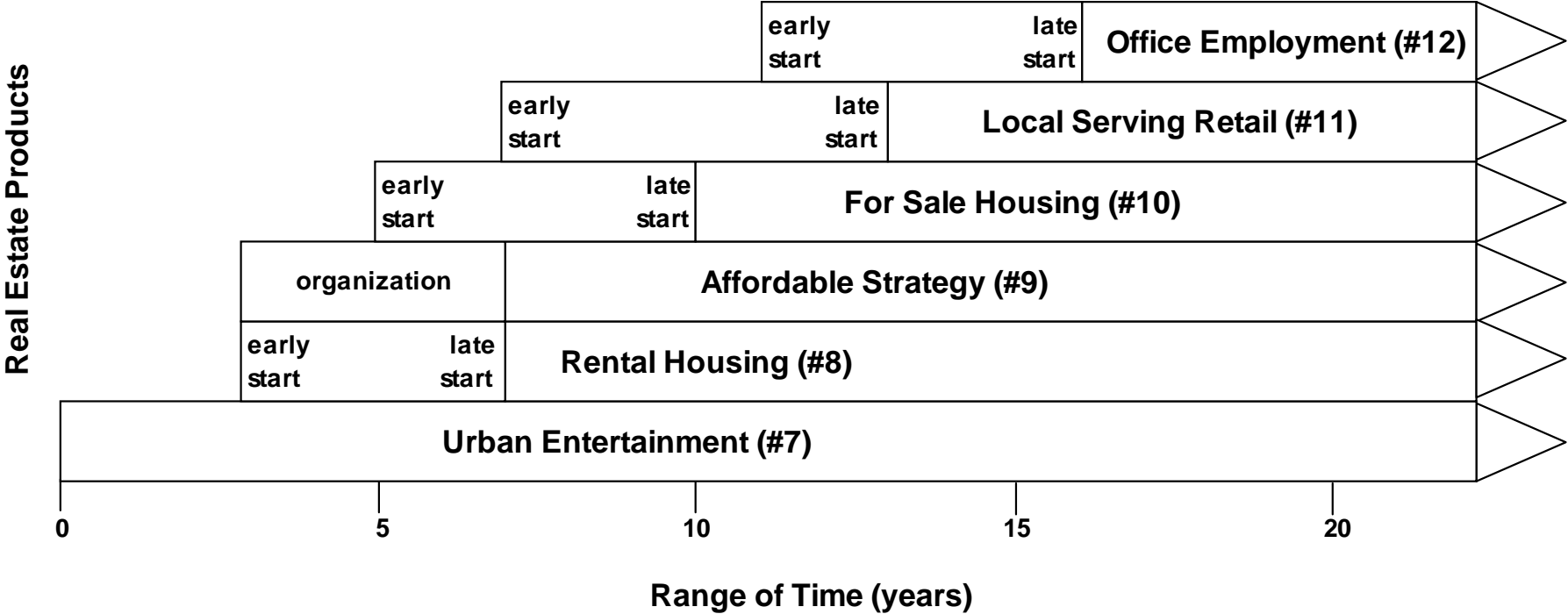


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Re-introducing the Real Estate Industry to Downtown

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Progressive Introduction of Real Estate Products in a Reviving Downtown



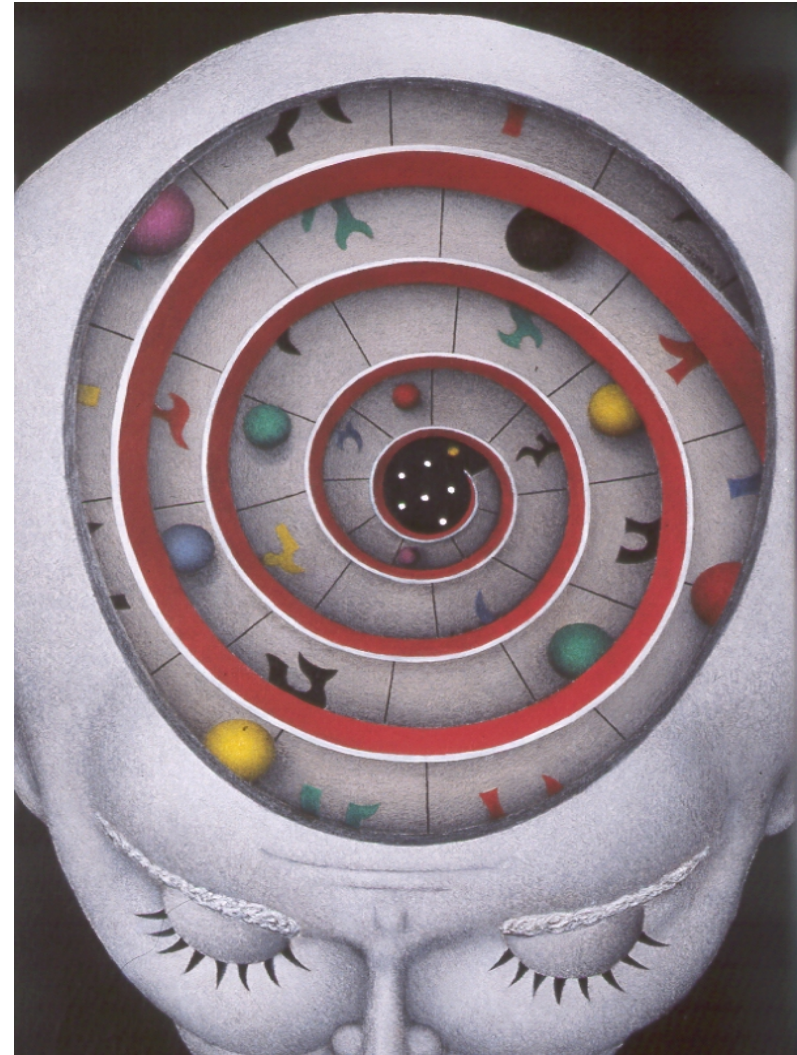
Give the Market What it Wants

- Baby Boomers Becoming Empty Nesters
- Generation Xers—television shows
- 75/25 to 25/75 of Households with School Age Children in Household
- Boredom by Some with Conventional Development since “More is Less”
- Attraction of walkable urbanity to 33-50% of the market—pent-up demand

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Upward Spiral

- More is Better
- Each New Element Adds Value to Existing Assets...IF within Walking Distance
- Creates a Special Place...and Significantly Higher Tax Revenues



How Can Detroit Set a New American Standard?

- Learn from other downtowns, especially Philadelphia and DC
- Take advantage of great wealth and civic entrepreneurship
- Have a coordinated strategy between existing non-profits
- Office can lead here unlike most downtowns
- Waterfront, which has significant land available
- Surprise the Nation and the World

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What Does Detroit Do Next?

- Ignore the failed efforts or partial successes of the distant past
- Recognize how much you have done recently—One of the biggest efforts in the USA
- Get a unified vision so that everyone is on the same page
- Get a unified strategy that is market-based
- Work Hard & Smart!

Why Should Detroit Do It?

- The market wants it...that means you
 - It's about economic development
 - Develop a “living room” for all Detroiters
 - Starts in the center and ripples out
 - Pride of Place
-
- The Next Detroit & the Next American Dream