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APPENDIX A: THE MAP TEAM

This project involved five dynamic minds from a very diverse social and professional background.

Brad Alexander- Previous to attending Ross, Brad worked as a Healthcare Consultant for Deloitte in Seattle. Brad has a strong affection for the outdoor activities such as bike riding and jogging. He felt the city of Detroit possess “untapped potential” that will soon see itself realized.

Chris Gore- Chris is originally from Brooklyn, New York. He worked at Merrill Lynch in Cash Equity Trading for 6 years before attending Ross. He has a strong link to the city, whereas he goes Downtown whenever he can to experience the exciting nightlife.

Tamara Jones- Attended University of Virginia and is an ambassador for the Boys & Girls Club which she has actively been involved with since 1998. She brings a different view to the group because of her not-for-profit expertise. This project has affected her so much, she is planning on moving to Detroit after graduation.

Jonathan Nawrocki- Jonathan is originally from Michigan and has strong feelings to seeing the city of Detroit change for the better. Jonathan began his career as an engineer and is looking to transition his career in to Real Estate Development. Throughout the process, Jonathan asked the question what came first, “chicken or the egg”? Could Detroit’s problem be a demand or supply issue?

Ken Powers- Ken received his undergrad degree at Northwestern University. Ken worked in Eaton Corporation’s Leadership Development Program and moved up the ranks to Integration Manager during his 6 years there. Ken actually lived in Detroit for a short time as a child. He has plenty of family members in the Detroit area and also wants to see a Detroit revitalization occur.

APPENDIX B: FOCUS GROUP TRANSCRIPTS

Public Policy

March 27, 2008

Tammie: I'm curious about everyone's story behind why they chose to live in a certain city after undergrad. Talk to me about it.

Zach: I lived in both DC and NY after undergrad. I went to school in Boston and I grew up in San Francisco. Honestly, I hated New York. I lived there for 2 years. It was too compact, almost too much going on. However, I enjoyed my time in DC. I feel as though there are specific aspects of a city that make it pleasant to live in.

Tammie: What aspects made it nice?

Zach: Convenience. You find places you like so you settle and get comfortable. The subway in New York was convenient. I did not grow up in a city, so I was used to driving for hours. It gave me a sense of being free. In contrast, when you live in the city, you rely on buses and trains. It is easy to get claustrophobic. I wanted to experience a neighborhood feel.

Tammie: Do city parks help balance your desire for neighborhood feel?

Zach: They are nice but they don't meet my needs of getting out. They are necessary, but Central Park in New York is designed differently from Rockcreek Park in DC. The main difference is that Rockcreek is a real park. It is continuous stretch. For Example, I can walk across street at Rockcreek, enter a dirt path, and be in like would could be considered a jungle. The fact that you could do that in a city is extraordinary to me. In Central Park, that is not possible.

Tammie: How about walking distance to grocery stores and public transportation?

Zach: I would be just as happy driving to grocery store, relative to using public transportation to go to grocery store. I just don't feel the need to be in the middle of everything. Sure it is nice to be close to city, but I would rather have more distance either by having my own means of transportation or by public means of getting to city.

Tammie: How do you choose place to live? What makes it pleasant?

Taurean: I grew up in New York. I have lived in other cities whereas different job opportunities brought me there. I lived in both DC and Philadelphia and that was mainly because of work. Accessibility surely makes things pleasant. Philly transportation was not as efficient as New York or DC transportation. This is the reason I am drawn to big cities. The availability of cabs, grocery stores, parks are much better in an urban city area.

Tammie: What is really important to have close and within walking distance?

Taurean: Grocery stores, a Movie theater, and a Mall would be nice. A park can be further outward. It is not a big deal.

Tammie: What do you dislike or would deter you from moving into an area?

Taurean: Philly was the city I liked the least because it was run down. Not many opportunities in Philly. My experience was difficult as a middle class professional, because the social infrastructure was not there. Philly did not have clean and safe places to live. Philly did not maintain the rest of the city like they did Center city. The development aspect is so important.

Tammie: Tanya what are your thoughts?

Tanya: I grew up in a small town in Michigan about an hour away with a population of about 10,000 people. Diversity draws me to a city. I grew up in homogenous place. Being around different people is good. Proximity to airport is important, because I travel a lot. In terms of walking distance, being near public transportation is huge. I did not have a car, so I needed adequate public transportation.

Tammie: What did you not like about city?

Tanya: To have my own space was really nice. I think that the sad thing about Bangkok was that I lived there for years and did not know anyone. I had friends but not a strong knowledge of the community and I lived there for years.

Tammie: Do coffee shops help? Roof tops?

Tanya: Yes, I like going places where I can see people.

Tammie: Ashley your thoughts ?

Ashley: I grew up in a small rural town about 20 minutes from DC. I went to college in Atlanta. What I really like is convenience factor within a neighborhood. I like to experience the culture of a city and being able to find something to do. Whether it is a coffee shop, or an art exhibit, (especially in Atlanta), I want to meet different people, from different groups.

Tammie: What would be a detractor?

Ashley: Safety! I have a dog and I want to be safe when I walk her at night. Other areas I feel safe, such as DC. Other areas are not so safe. Also pollution is an issue. Once I was in an airplane flying into Detroit and there was so much smog it was overwhelming.

Tanya: I agree with the safety issue because my working hours will be late. Ann Arbor is not an ideal place to live but it is safe and that is important to me. We are able to have nice stuff and get a decent amount of space in Ann Arbor.

Taurean: Most likely will not return to NY.

Tammie: Rent or Buy?

Ashley : I own a condo in Ann Arbor. The point is that Ann Arbor is the only place I could afford to do that.

Taurean: I would like to own.

Zach: I want to own, but not until I'm sure financially. I need to feel stable.

Tammie: In terms of safety, crime stats, and what you see. What are some things that make you feel safe or unsafe?

Ashley: In Ann Arbor, people jog at midnight. So this is a place that must be safe. So I can take my dog for a walk at night and feel safe. I don't like people loitering around because you don't know people's true intentions.

Taurean: I thought that there would be no shock to what I can see since I was coming from New York but in Philly I felt unsafe. I can tell if someone is shady just by their body language. However in Philly, I was not able to understand the social cues. The look of abandonment makes me feel a lot less safe. The safe and fun parts in Philly are in center, everywhere else is bad. In New York it is much different. There is something everywhere and you can get out of one area quickly. Philly, on the other hand, is isolated. The crime and poverty element is in one huge area. This type of setting is important to understand because it effects the composition of the surrounding neighborhoods. DC in some ways is like a mini-New York.

Zach: Also important are the types of establishments that are around. If you see blocks and blocks of row-houses and nothing else, then that's bad. If you look at the roads and there is no shortage of potholes, then the area is not taken care of and that is a city issue. I also look at trash-pick procedures. Those are proxies for determining if a neighborhood is good.

Ashley: in DC I was on a trip and saw a long line of row-houses, and all of a sudden I saw a bagel shop and felt comfortable.

Taurean: With more economic diversity, I feel more safe then having a neighborhood that is concentrated in poverty. DC is intermixed so that makes it nice. It could very well be due to gentrification. But it has worked for the better.

Tanya: Also to interject, lighting is important.

Tammie: What is the ideal city scope for you? Suburban? Urban?

Ashley: I live in a spacious apartment, but I will be in 9 by 12 room for my summer internship. I like the space though. A lot of places in DC have nice apartments for cheap because of gentrification. Atlanta is not possible to have this type of space because it is too expensive

Taurean: I am a city person. I will need to be close. I could not live in Ann Arbor and commute to Detroit. Personally, my commute can't be more than 20 minutes.

Zach: This is what makes Boston so appealing. When you are in the suburbs in Boston, you don't even realize you left the city. Affordability is not a problem. The commute is great. However, in contrast, San Francisco has a lot of the surrounding areas that are not desirable to live in.

Tanya: Adding to Ashley's point, I also like space. I don't want to be in a small place with a baby. Also, the long commutes are not for me.

Ashley: I lived 20 miles from DC and it is not worth commuting for a long time. LOL

Taurean: That is why I don't care for the LA traffic. It is too much to deal with. Too many cars, in spite of that, I could see myself living there.

Ashley: I still would want a car but

Zach: Having a car in New York is easier than having car in DC. Actually, all you need to do in New York is keep track of alternative parking. There is a comfort of being in city and being able to go anywhere.

Tammie: Shifting gears, let's speak on Detroit. Have you been there? If so, what have you been doing there? What were your perceptions of Detroit after visiting?

Taurean: When I ask my friends about Detroit, they say Detroit is where someone dropped a bomb and never bothered to clean up. Coming from living in Philly after undergrad, I had my standards dropped. But to me, Downtown was cool. I went to a festival downtown and it was cool. I did not see any major problems.

Ashley: I have been to the clubs, casino, and other cultural stuff. You come in with a perception about Detroit. I do believe that you have to know where you are going in Detroit. There must be a specific destination.

Zach: I have been to sporting events. However, I have a problem that we can talk about going to Detroit for only specific things. In terms of design of a city, that is a problem. If you have to pick a specific destination just to go to Detroit, and not just going to Detroit just to go, that is not good. That is not how you develop a city. Although there are interesting aspects, they are few and far between.

Taurean: The Distance is a stronghold. I recently saw brochures in the airport that stated all these great festivals and shows in Detroit, I just never knew. I might try it.

Tammie: What if it was Chicago. Would you make that long trip?

Taurean: Yes because I know people in Chicago, I don't know anyone in Detroit.

Zach: Chicago is different. Most of us have friends in Chicago. Just like Taurean said, we don't know ANYONE in Detroit, there is something about Chicago that is drawing people there.

Taurean: SF DC NY Chicago are places to be and Detroit is not a place to develop socially or professionally.

Tanya: My family would go to Windsor, not Detroit. But Detroit has gotten a hell of a whole lot better.

Taurean: Detroit would need a big mall and a major movie theater. If you have a city that is 40 minutes away, and it does not offer that same type of fun opportunity it is pointless to consider going there.

Ashley: The main thing for me is the job factor. Detroit needs to find the balance to bring people from different areas and to have those different jobs to satisfy their career objectives.

Tammie: Generally speaking, do you choose a city then find a job or is it the other way around?

Taurean: I apply for jobs in cities that I would not mind living in.

Tammie: Is there a preference to having a single family detached property, etc.?

Taurean: If I had my choice I would like a detached single family house.

Ashley: Me too, in Atlanta they are everywhere.

Tanya: I like that and a townhouse too

Zach: Honestly, I would take a small, renovated home and transplant it in a place that I wanted to live, like Boston.

Ashley: A condo would be great for me because I would not cut the grass. Yes, a condo works for me right now. No shoveling in snow. However, later on I want a single family detached house. I want my kids to have space to run, play, etc.

Tammie: What would inside of your ideal place look like?

Zach: Recess lighting and a walk-in closet.

Ashley: Walk-in closet space and a fireplace, also a finished basement.

Taurean: A basement is very important.

Tanya: Covered parking is necessary

Zach: The 2 most important things for me would be a nice leather chair), and I want a rain shower so you I can sit.

Audience laughter

Tammie: If you were a realtor, what key amenity would you sell to someone in your shoes to make them want to purchase your property?

Tanya: Close to Freeway,

Taurean: Good Schools and fun stuff for kids such as little league baseball and girls scout activities.

Ashley: Walking distance to restaurants because it is all about LOCATION, LOCATION, LOCATION.

Taurean: Also, how could I forget about the importance of large bed rooms.

Ashley: A lot of houses have huge master bedrooms and everything else is tiny. I feel bad for the kids.

Erb/Architecture Focus Group Transcripts

Moderator: Brad

Responders: Mike, Greg, & Tom

BRAD: Where did you locate after college and what were the chief considerations that you took into account, what did you really enjoy about it?

MIKE: I actually moved to Troy Michigan, solely for the purpose to be 5 min away from work. I wanted to be close to my employment. However, Troy is a traditional suburb and it is pretty boring. I actually moved ended up moving back to Ann Arbor in my 2nd year and I wanted to live in this environment, I wanted to enjoy my time after work and I really didn't worry about the 2 hour drive to work every day.

BRAD: How much commute did you have day-to-day?

MIKE: From Troy to back [AA] and hour and 15 each way.

BRAD: So you really prioritized restaurants and other neighborhood amenities over work?

MIKE: Restaurants and people as I went to Michigan for undergrad, I can find those same amenities in places closer to where I worked but I was also just planning on going to grad school and I wanted to hang out with my buddies. So places like Royal Oak and Ferndale, those are other places that I would consider

BRAD: What didn't you like both about both living in Troy and living in Ann Arbor? What were other things about them that didn't appeal to you?

MIKE: What didn't appeal to me in Troy was that it was a city that shuts down at 10 o'clock at night, if I wanted to go out and do something there weren't a lot of opportunities there also you had to drive everywhere, there were the 4-6 lane roads all throughout Troy and 7-block squares, if you are familiar with the way the city is laid out but basically you have to driver everywhere - it is dangerous to try to cross between blocks. (I found that out a couple of times) For that reason I had to drive everywhere, I had to park everywhere and there wasn't a district if you will i.e. let's go to this bar or this restaurant – you have to drive there. If you want to go someplace else you have to go 5 miles down the road.

What I liked about Ann Arbor and why I chose to come back here, is that I can go to 20 places without having to keep parking my car especially when alcohol is involved and not wanting to drink and drive, and I thought that that was very important. The other question is what I did I not like about Ann Arbor?

BRAD: Yeah.

MIKE: The one thing that I don't like about Ann Arbor is since I have been here long enough, is that I don't think that there are enough different opportunities. So, there are some great things here, but there wasn't enough variety in Ann Arbor - I don't think there is enough critical mass for me to want to stay.

BRAD: Ok, so the city wasn't quite big enough?

MIKE: The city is not quite big enough, also there is the University side versus the adult side, and so the University side - 22 yr olds drive a lot of what is going on – there are a lot of positives of that, but also some negatives at the same time.

BRAD: I hear you. So does the variety you are talking about, does it apply to restaurants? Does it apply to other entertainment options? What other kinds of things does Ann Arbor could have for it to be a better locale?

MIKE: The one thing that I think it needs to have more density, not more density, but more downtown. One of the things is in Ann Arbor housing is relatively pricey compared to the rest of Southeast Michigan. Because if you want to live downtown and I actually looked at renting or buying an apartment above Main Street, it is rather expensive compared to something that I can get 2 miles away. So, it is a great concept and it is what I want but there isn't enough of it that it has brought the prices down. So I think that that is probably a big concern.

BRAD: Ok, so that leads me to my next question: What did you choose in terms of an actual housing product type? Loft, condo, detached house, townhouse?

MIKE: After I left?

BRAD: Yes, so I guess in Troy and in Ann Arbor, and what did you like about the option you chose?

MIKE: In Troy I had a grade apartment, so a single entrance in and out of the apartment; and it was in a nice master-planned community with 200 apartments. We had a clubhouse and a pool, racquetball court, gym, and all the stuff in there. The one thing that I liked about it was (1) I had my privacy but I also had ponds and gazebos to walk to and all the amenities close to my area. So that is the part that I enjoyed there. I actually moved to a shared house with a buddy of mine for a year, I don't want to get into that story. But, I ended up coming to Ann Arbor and finding just a huge downtown loft style apartment, which was my preference, but instead I chose to live in a rather expensive two-bedroom apartment a little farther out of town- in a 3-storey, 8-unit apartment building, with a bunch of them clustered together, with the same pool, amenities..

BRAD: Like a Nob Hill sort of thing?

MIKE: Like a Nob Hill type of thing.

BRAD: So loft was your preference, but it didn't fall within your price point?

MIKE: Yes

BRAD: And then, what about the loft idea do you really like?

MIKE: Just personal preference, I really like contemporary floor plans, open spaces, just has that more of a rougher edge...I like hard lofts instead of soft lofts. So I like the rougher, edgier kind of look with the exposed – all the exposed electrical things along those lines. I think of what I grew up in and what I like.

BRAD: Ok, so I am going to switch focus a little bit. Now that you are in graduate school and you will be graduating, pretty soon you will be making another location decision and what kinds of things are you

thinking about, particularly now that you have lived somewhere and kind of experimented with some different things, can you talk a little about your ideal city, your ideal neighborhood and then getting to the specifics about product type; where do you hope to be once you graduate?

GREG: I think that there are a couple of things that are really important to me, wherever I move and are largely informed by things that I find lacking by living here [AA]. Probably mostly, I have a car here; I never had a car in Ann Arbor because I always had meal plans or something like that because I went to graduate school I needed a car to go get groceries or something like that. There is no real, legitimate grocery store anywhere within walking distance. We have a couple of buses and things like that to get to places but isn't convenient or useful to get to a grocery store.

So wherever I live, the key thing is that I want to live within 2 blocks of a grocery store, 2 blocks from a gym, and then 2 blocks from a train station so that I can get to my job. I think besides those things, I really don't care so much what my actual or condo or whatever it is looks like because I am going to put a big screen TV in there and a couch. It is more location, it is more having ... it is kind of having the critical mass; you have to have enough people to support those few really important things for me, within walking distance of wherever I live. Those things are kind of critical in what I would be interested in – I don't want a car. Having a car is expensive.

BRAD: Then, how far do you see yourself travelling to work? Or is that not a big issue as long as you have transit?

GREG: Half-hour transit ride

BRAD: In terms of the characteristics of the city that you are looking for, does it not matter quite so much, as long as you have those amenities? Or what other things about the city do you see yourself making important?

GREG: Well, one big thing that no one can change about a given city is the climate. I really just want to move to like, Texas or California someday where everything is really comfortable and I don't have to worry about winter. Besides that, I think any city will be sufficient by having the amenities that I want. I have a feeling that any city that I went to having the amenities that I am interested is going to have a wide variety of cultural things: bars and nightlife, restaurants – stuff like that. I couldn't imagine they wouldn't.

GREG: Interestingly enough, I was thinking about the whole climate thing, I think one of the big reasons that I want to live in a place in a nice climate is that I can walk places a lot easier – I hate walking around in the winter. So, that particular aspect is very much tied into the other things that I am interested in.

BRAD: Ok, and then so you had mentioned the housing product type doesn't matter to you that much as long as it is in an area that you want to be in that is successful to all of the things that are important to you? If you could choose anything what would you choose? And what would it look like? What sort of amenities would you ideally have versus what amenities can you give up?

GREG: Probably be a soft loft, I am ok with hard lofts, and I like some division between the public and private space in my apartment or whatever it might be. Between condos and apartments, I imagine that I will probably just rent when I get out of school because I will probably stay wherever I land for only 2 or 3 years and make a move so, I will probably look at an apartment and I definitely won't be living in a

house – not even interested in a house at all. Obviously, nicer stuff is always great. Tom: nice countertops, lighting fixtures, that is all wonderful but I guess one thing that I will be really interested in is having a lot of windows – somewhere I could get a lot of natural light, and I think that that is one big feature that will make or break the decision for me.

BRAD: Would you sacrifice things like kitchen space for living space? Or would you sacrifice living space for closet space?

GREG: I mean, probably... I don't need a big kitchen or large refrigerator. I feel like when you live in a larger city you don't cook as much at home anyways. I think ideally it would be pretty much open between your kitchen and living space, with a separate bedroom.

BRAD: How do you feel about communal spaces? And grilling options, things like that?

GREG: I think that is cool, I really don't have time for things like that.

BRAD: So Tom, let's backtrack a little with you. Where were you before you started grad school, what were the things that brought you there, what were the things about that particular city and neighborhood that you really liked and what were some of the things that you didn't like?

TOM: Well, I was in NYC and I lived in three different areas when I was there, over 5 years, since I graduated from college, and I think the main that I look for in returning is what the feel I got from the neighborhood immediately surrounding wherever I lived. There were 2 neighborhoods that I really did like and there was one neighborhood that I didn't and it was just a general feel about the neighborhood. One neighborhood there was trees, and was just generally pleasant to walk around and others there were just concrete or any parks around. It just didn't seem like there was much ... life or anything like that – buildings stack up right next to each other and don't particularly have interesting commercial space.

BRAD: In the neighborhood you didn't like was there a ponderous of high-rises, low-rise?

TOM: Yeah

BRAD: High-rise?

TOM: Yeah.

BRAD: In the neighborhood you did like, was it more of a pre-war neighborhood versus post-war neighborhood?

TOM: Pre-War.

BRAD: Do you think that that contributed to the aesthetic?

TOM: Definitely

BRAD: What kinds of things could you walk to in the neighborhoods that you did like?

TOM: Good restaurants, boutique stores, you are asking commercial space, right?

BRAD: Commercial, parks...

TOM: Parks...one huge thing was easy access to the river, which had nice parks along the river – it was always nice to have that option. In the neighborhood I didn't like, really didn't have any parks at all.

BRAD: How far did you have to walk to get to your job? Was that a factor in the neighborhoods you liked versus the other?

TOM: It was definitely a factor. Between the two, the one that I liked and the one that I didn't like there wasn't much of a difference in the commute time.

BRAD: For actual housing product type, what is your ideal now that you have experienced a little bit prior to coming to school, what types of amenities and those types of things are you looking for?

TOM: I don't really care all that much about the amenities; I tend to spend not that much time in my home or my apartment, and that has been true for a long time. Though, I can see that changing in a little bit after school – just need a decent amount of space, but I don't need anything else – I am not looking for a gym in the building or like in the suburbs. I think that those are the amenities that you are talking about?

BRAD: Yeah, things like that – any sort of preference to kitchens, communal spaces, closet size, flooring options – do you care about granite countertops, highest end kitchen appliances, things like that?

TOM: I don't think so, I think that it helps on first blush it makes it feel newer with granite countertops. For me, I think that it really comes down to a price thing, and I definitely don't need that stuff because I don't really all that much time in my apartment, and I don't really cook that much.

BRAD: Do you find yourself more attracted to; you mentioned new construction versus old construction? Or new construction versus rehab construction? Would you rather be in an older building that has been gutted and refurbished?

TOM: As opposed to a new building?

BRAD: Yeah, compared to a new high-rise type condo-unit.

TOM: Yeah I think so. In relationship to just an old building that hadn't been refurbished at all, that is tough to say, though that would be the lowest choice as it depends on what type of shape the building is in.

BRAD: But definitely an older building versus a new building?

TOM: Yeah.

BRAD: That makes sense, this is great. The next set of questions are to see what your impressions are of Detroit, and I want to leave this really open ended as I am not sure of what your experience levels are with Detroit. Could you just talk a bit about what your impressions are and why you think that way and what type of experiences you have had with Detroit?

MIKE: I can talk for the next three hours if you want...

BRAD: Can you sort of kick us off?

MIKE: So I actually like Detroit. I like the grittiness of the city; I like the character of the city; I am a gear head, so I like the whole history of the automotive industry in Detroit. I don't have a problem going down there; I don't have a problem hanging out there. A lot of people I associate with do [have a problem]. They feel that it is unsafe. Some of the areas aren't the nicest areas...

BRAD: Why do you not feel that way?

MIKE: Just for safety and all of that, there are a lot of boarded up buildings, a lot of unlit areas, not the most appealing looking curbs. There is a street corner... "The Town Pump", it is like my favorite street corner in all of Detroit, right behind the Fox, but stuff like that is cool. But, you get a little farther away from there and there are some pretty rough areas. I have almost gotten into trouble in those areas once or twice.

So, I like Detroit, I like the feeling, I like the people as the people are very passionate, but I think that there is a safety concern and that is the first thing that has to be addressed. And whether it is real or it is from the stereotypes that have been driven for years and years that perception has to be turned around before people will go back down there. A lot of people I know live in the suburbs and go downtown for a sporting event and then they will come right back out. They will go to the casino and come right back out – people do not view Detroit as a place to live.

BRAD: So what is your experience with activities there, when you go to Detroit?

MIKE: I go there for sporting events, some cultural events, go to Canada. I like to go to Mexicantown, which is a cool area to go. I like to go to Corktown and Michigan Ave. I like to go to the casinos, and to Greektown. I go down there and do just whatever. But there is not enough to keep me down there or live there. There is a guy who I know lives down there and has had a great experience.

For example, I went to the roller derby the Detroit Derby girls, paid \$10 bucks to park around the Masonic, which is a cool building and the buildings around are cool...with a guard there someone smashed the windows of the car next to mine and stole all of the stuff out of it. There is just a perceived...but that is not a violent crime but that type of stuff drives people from not wanting to be in that area – why deal with the hassle?

BRAD: That makes sense, what experience did you have?

GREG: It is nowhere near critical mass to have the venues I want to see in the city right now. Part of...I have actually tried to stay in the City of Detroit...one major issue is that I really want to try something new. Bringing that aside, it's just...you go downtown and just every other building is really, really active and the one next to it is boarded up and being utilized at all. Down on the streets downtown, I have been in the middle of the day several times and there isn't a lot of activity going on – it just seems like that there is no one there. I don't go there, and I don't know if that is actual or perceived and does not seem active.

My experiences going for social things, ballgames or the music festival, there is some really cool stuff that goes on downtown; and when those are going on, you get more of the sense of security because there

is a whole bunch of people around and even if you go just a block away from the ballpark and you park in these weed-overgrown lots that, I mean, I have parked down there several times in where I pull into the lot and a guy asks me that you got to pay this, and I get in there and park and someone else asks me to pay. There is no real sense of organization and so little things like that, more uniform parking structures down there, so people don't get that feel that this unorganized and crazy.

So that, and I don't know, and I have actually talked to a bunch of the law offices downtown and they are all pretty optimistic and they think that their business is going to be sustained and even grow. There is a couple: McKinsey downtown is hiring a bunch of new partners to consulting work downtown – it is definitely, there is definitely more of a job market coming out of it down there, it just a lot more people of course.

BRAD: When you have gone down there for an event, have you ever stuck around gone to a bar afterwards? Do you see other people doing that?

GREG: Yeah, but we either, or I have either gone to Chris Chelios' restaurant, which is right across the street from the ballpark or we go to Greektown because that is safe. It is an area that you know that people go down all the time and have never had a problem with that. All the other time...I go to all the casinos – they're fun. There is a Coney Island right downtown that is pretty amazing. That is probably off-the-beaten path that I have gone to in the middle of the night, it was pretty sweet. I wasn't worried with that, as it was in the core of the Campus MauritiuS downtown area.

TOM: So, I have only been downtown to go to the ballpark and to go to the casinos, and both went there to do the activity and the left immediately, as I haven't spent any amount of time in Detroit at all. I really don't know from a firsthand experience, I guess that from my perception that it just is like we heard here: boarded up, crime issues.

BRAD: Have you heard of any other events that you thought sounded appealing? Do you have a sense of what is going on?

TOM: I feel that I have a decent sense of that Greektown is the place to go and a neighborhood place to check out. That sounds like there are some good musical options that are there permanently or come through town. So you don't know, that is all I know that there is a lot of other stuff going on downtown.

BRAD: How do you guys feel about the entrepreneurship options in Detroit? Do you feel as though it would be a place where you could start a business? Do feel that it would be a conducive place to do that? A conducive place to do real estate development, if that is what you are interested? What are your thoughts?

GREG: High Risk.

BRAD: High Risk?

TOM: Entrepreneurship in Detroit? I notice existing businesses are just hoping that one day it will pick up and take off. However starting out? I can't even imagine it not being really high risk to do any type of retail store Downtown

GREG: Way too high risk! I had some guys come talk to one of our classes, in doing that kind of development downtown and he said that he is just holding on. You don't know what the market is going to do, you don't know if you are going to get anywhere near the type of return. Lots of old buildings, derelict type structure, a lot of money goes into doing anything downtown and they are just barely breaking even right now. They are kind of treating it as one of those catalytic type developments, just hoping that one day that it will pick up and take off, but starting out, I can't even imagine it would be really high risk to do any type of retail or probably even for the grocery options downtown as there isn't enough residents to support that. Restaurants probably pretty close to the main features, but they are getting really high rents because they know that they can demand them as they know that people are going to those areas that already exist. So to go down there and just set something up, if you are doing office space, why do it in Detroit? There is no incentive, there is no incentive, no promise of collaboration or synergy from anyone else around because they are just professional offices.

BRAD: Do you see cheap rents as a meaningful incentive?

GREG: I am not really sure, last time I looked I don't think that their rents are any different as you can get super cheap rents in the suburbs right now, as there is a ton of vacant space because of the economy. So I can go to Southfield and get killer rents right now, and even build to suit.

TOM: In terms of starting up a business, I mean, I am not that familiar, but it doesn't sound like...It sounds like Detroit doesn't have some pretty disposable income, so it depends on what type of business you are talking about but, almost targeted towards some lower income bracket – I guess for housing too, how much real prospect is there, I don't know. You'll almost have to live through the rough patch that continues and hope that revitalization actually happens.

BRAD: What are your impressions about working with the city bureaucracy?

MIKE: That actually is my biggest ploy; I think that the politics in Detroit are tough, if you aren't an insider or from the city. Just like the city council is known for doing some crazy things in times, if you will, I think that it is very much a "pay to play" city; and also if you are not from the City of Detroit you are viewed as an outsider and it just hurts you.

GREG: Look at this scandal that is constantly happening downtown, do you want to get involved in any of that? It just seems like a bad business decision right off the bat.

TOM: Michigan's really tough off of financially, from a tax revenue standpoint, I see Detroit is as well. So how much can you really hope for cooperation of the city?

BRAD: If you guys were trying to sell Detroit as a living option to one of your buddies, or a relative or something like that, what do you think are the good points or the selling points of the city?

MIKE: Sports I think are a big selling point, for SE Michigan in general, if you like the teams. If you don't, it is still a great sports town, a lot of people root just the same. With Michigan, Michigan State and all professional teams, and everything going on around here, there is a really big sports contingency. It is also the access to the outdoors activities – all the lakes, so much to do around Detroit and SE Michigan for outdoor activities; maybe not in Detroit itself but around it.

TOM: It is right on the lake, which strikes me as something that they should exploit. New York spent a lot to beef up their waterfront, which is along the rivers, just thinking about the similar situation Chicago has a nice setup in what they do with all the stuff along their waterfront; and people like being near the water, which is definitely something. I don't know of anything about Detroit's waterfront.

MIKE: I had a conversation with Mark [Wallace] about the Detroit waterfront, and the reason they don't do that [like Chicago] is that it [Detroit River] is a shipping channel, and it flows so quickly that if you through a kayak in the river you'd be gone.

GREG: There are water sports on Belle Isle.

MIKE: Belle Isle is in the lake [Huron]. The Detroit River is just a channel.

GREG: It [Belle Isle] is in a pretty decent proximity to get up there.

TOM: Not necessarily for stuff in the water, for most of the year. Waterfront parks, like waterfront buildings, running lanes, bicycling lanes, recreational activity near the water, it is nice to be near the water.

MIKE: Jefferson just cuts the waterfront off from....Jefferson Ave is like 8 lanes, 10 lanes wide, so to cross it is a daunting task. Seriously, it is pretty close to the waterfront so it separates the rest of downtown from the riverfront.

GREG: Jefferson is where the freeway comes off ...

BRAD: The Westside highway [in Manhattan] is the same deal and they have managed to bridge that.

GREG: They have gotten some money to re-do Hart Plaza and the waterfront...I think that GM is paying a lot of that. They are starting to do a lot of that and it will be looking great when they do. I do think...I can think about it this term, I have tried to convince my friends to go down there, as there are a bunch of cool things to do. You have the DSO, the DIA, just recently renovated, which looks awesome, and all the sports things. Thank god that they put the two parks, the Lions and Tigers right there, a great idea.

I think that within 5 or 10 years that it might have a bit of mass that is necessary to get people to move down there. The buildings are really cool, and people would want to live some of those old buildings – if there was actually life happening, it would be a really awesome place to live. And I think that a lot of the things that will help move it in that direction is really small, like putting more police officers around there all the time and just cleaning up empty lots, so they don't look like crap to do parking. Parking structures are incredibly expensive; you don't necessarily have to have that as there is plenty of open land. But, making things clean and safe-looking and taking steps to do that – the more that happens, the more it is going to be feasible for people to check it down there and actually think that “I can live here...”

One thing that I was thinking, just for the suburbs, and like me here in Ann Arbor it is a big deal to go to Detroit because I have to make sure that we have enough cars to go down there and drive all the way. I really, really think that any sort of transit line is going to be necessary to make that break, that jump from here is this insular city that people just go to this is a regular place that people go and visit.

BRAD: Like a light rail that connects Ann Arbor with Downtown?

GREG: I would probably go 3 times a month, if I could just hop on a train or transit line and just go down there.

BRAD: What about, you mentioned the visual arts, the DIA, performing arts and music; to what extent do you see that as a selling point?

GREG: Music is huge in Detroit; I have been to a lot of concerts. We go to little places like St. Andrews. The DSO, Detroit Symphony Orchestra is awesome, it is a great experience. The Opera House is down there...they have a lot of stuff to do; it is just a matter of getting down there.

MIKE: I actually think that Detroit needs to make an entertainment district that is bigger than any other entertainment districts in the suburbs. The reason is that you want to convince people that there is reason to party there, then people will want to come, and that is just from my perspective. I actually drive 35 minutes to Pontiac to go to the clubs there, I'll drive half an hour to Novi, or I'll drive to St. Clair Shores – people go to all these places because that is where the fun is at, and there are all of these opportunities.

But, I think that if an entertainment district can get started, then they want to live there and it builds up – that is just my thought process. Not like hedonism, but bars and restaurants are always a draw. I think of places like Austin and Sixth Street; you can go to various places and in every city there is a bar street. Once it becomes fun and there is stuff to do, which unfortunately usually comes after housing, you almost have to start that. But, until there is a reason why to not go to Royal Oak versus down there, why would I want to go.

BRAD: I think that we covered all of our questions....

Business School

March 25, 2008

Participants: Robert, Jose, Andrew, Jon, Julia, Amy, Helene, Vikramram, Sonya, Sherman

Ken: When you decided to locate to a city. Specifically, where you would go after graduation? What exactly were the criteria?

Andrew: I wanted to do outside stuff (i.e. parks, recreational activity) within a city. I wanted to feel safe. Be able to walk places such as bars and restaurants. Safety is key.

Ken: When you look at a neighborhood, give me a specific feel of that neighborhood that you expect?

Andrew: I prefer a newer looking-building. I prefer wise, younger people. No empty nesters,

Ken: Give me an example of your personal "ideal" new building?

Andrew: The way it looks, newer kitchen appliances, dishwasher, laundry machine, more open layouts, in comparison to an older blocks of rooms. Also fitness center would be nice.

Ken: Sherman, Give me your experiences in choosing cities.

Sherman: For me, it is more so about job opportunity, but otherwise, I would want to be in a nice place with good weather more than 3 times of year. I'm looking for people my age. I want constant activity to where there is so much going on I don't have time to get to everything. For example, Atlanta and Chicago always have something going on.

Ken: What type of hours in something always going on? Give me your time period

Sherman: Starting 6 pm and winding down on 2 am, Ideally, a waterfront, shops, Ex: Georgetown, Riverstreet. A place you could put a boat on the water.

Ken: Give me your experiences.

Nicholas: Even now a big factor is family. What draws me to a city is a feeling of being alive and you want to feel like the city is on the upswing and not on the downswing. You want to feel like down the road the city will be better. Constant improvement is the key.

Ken: What cities would you say are on downswing?

Nicholas: Detroit due to the stereotypes. If I were to bring up Detroit or Cleveland to some extent, I would say those cities are on the down trend.

Ken: When you left undergrad, what did you decide to do? Rent? Buy?

Nicholas: I choose to rent because I knew I would be coming back to business school at some point and did not feel it made sense to invest that much money in a property. If money was not an option I would have bought a loft.

Ken: What exactly is appealing to you?

Nicholas: Something new. I want to be in the center of what is going on Restaurant bars friends, and also being close to work.

Ken: When you say new construction? What do you think of new lofts in an old space?

Nicholas: Yes, as long as it has been gutted, appliances furnishings, and as long as it looks new it is fine. Older structure can actually be more appealing than new ones if it is done the right way.

Ken: What was your outlook after undergrad?

Jose: Coming out of Syracuse, I was focused on Job first. I wanted to work in the financial services industry. So New York for me was the only viable spot. Family was also important. I lived at home, then I further down the road I got an apartment. I did not look outside of New York.

Ken: Rent or buy?

Jose: I could not afford to buy. I wanted to live in a decent sized space. I did not want a car. I wanted to be close to the subway. A wanted a safe neighborhood and a decent amount of space but not expensive.

Ken: If you were going to buy a place, what is the “ideal” place?

Jose: I am a condo kind of person. Ideally, I would like to live in a high rise building couple of bathrooms, an underground parking spot, don't need a gym, waterfront would be nice.

Ken: What type of things would be within walking distance? Grocery store? Blockbuster? Or would you want to drive?

Jose: Walking is nice but not a deal breaker. I would like the supermarket to be close. I am willing to drive to the supermarket, but no more than say 10 minutes. I don't need Blockbuster. A Professional sports teams for that city would be nice.

Ken: Living arrangements Vikram?

Vikram I looked for an area with a diversity of restaurants. Different alternatives of food pizza, lounges, clubs, don't need or like big tall buildings.

Ken: Would you pay a premium for energy efficient home

Vikram Yes I want one

Ken: What types of sounds would you want your neighborhood to have?

Vikram No train noise

Ken: Give me your experience in your first living arrangement, what led you there?

Julia: I lived in DC then Chicago, the most important thing was to have public transportation within 5 – 10 minute walking distance. DC was expensive, did not want car payment.

Julia: Another big thing for me was parks and trees. Chicago neighborhood streets having all that stuff was important, also jogging, a big trail system along Chicago.

Ken: How do you guys feel about green spaces?

Nicholas: I would like it but it is not important.

Ken: Yards?

Julia: I wanted a park nearby so I can read a book. Not necessarily a back yard

Ken: Would you be willing to pay for common green space?

Helene: no not really.

Sherman: Got to have a yard. If it is nice out, I want to enjoy the weather. If it is going to get nice, you want to get out and enjoy it.

Ken: In terms of neighbors, how important to live in close proximity? 10-15+ neighbors or be isolated?

Currie: No yelling

Julia: Thick walls so I can't hear anything

Ken: In terms of parking preference do you prefer street or gated parking?

Nicholas: In a condo or loft, I just want one parking space. I don't want to fight for a spot on street.

Ken: Willing to pay premium for heating?

Nicholas: I would prefer it to be covered

Andrew: Covered is important.

Ken: Managed facilities? Shared services, business centers, do you value or go without?

Jon: I prefer to get it on my own. The house gyms I don't use anyway.

Andrew: It is nice to go downstairs, very convenient.

Sherman: Well it depends on how hard your job is. If you have a lot of hours to work, you want the option of using gym in building instead of making a trip to go elsewhere.

Ken: Laundry service important?

Nicholas: at least dry cleaning

Helene: if it is in the building great, depends on redundancy. If there is a dry cleaning place nearby, it makes no sense.

Ken: I want you guys to now give me your General understanding of DetroitTom:

Helene: I like to stick to higher end places. It is cool but my concern is when I park my car and I have to have someone walk with me from work to my parking space. Detroit has potential but it is difficult to convince people otherwise. There is no grocery store, and it is hard to get people to visit if you there, but there is potential.

Ken: Comment on perception of safety?

Helene: Lighting. Certain areas by the YMCA are well lit up. If you go around the corner, the buildings are shut down and it is dark, so there is a visual difference, the streets are crumbled and it looks intimidating

Ken: If you were to generalize amongst peers and friends about Detroit what would they say?

Helene: Oh dear god! Why would you want to go.

Ken: I know want to draw upon you guys own personal Experience of Detroit.

Sonya: I grew up in Detroit. I spent a little of my adult life there. I did not enjoy my time in Detroit during a summer internship experience after being away. It is home but the biggest problem, In general? Well, 2 summers ago when I was in Detroit for my internship, I never saw so many cops in my life, I did not feel unsafe, part of it is that I am from there so I feel safe because I know what to look out for. Honestly, Downtown has cleaned up.

Ken: Is it an urban living option? "Ideal" job opportunities?

Sonya: I like to separate between work and play. If I needed cleaning done, I would need to drive 20 miles. This is inconvenient for me. From a lifestyle standpoint, Detroit has a lot of improvement to be done. Forget about your shoes being fixed.

Ken: Do you think perception of Detroit has gotten worse stayed the same gotten better?

Sonya: First of we would need to separate Downtown Detroit from the rest of Detroit. The perception of Downtown has grown tremendously. NO place to go for it but up.

Ken: Detroit and safety?

Sonya: I felt fine downtown, but I'm from there. As a taller woman, I don't get physically threatened easily.

Ken: General impression John?

John: I have been there a few times for baseball games football games. You go to specific things. You will have nice things but then you have abandoned buildings.

Ken: What is buzz on campus about Detroit?

Jon: I have heard of people going to clubs but not for theater. Nobody I know says they want to move there.

Ken: How would you describe peers perception of Detroit?

Jon: It would be like Cleveland or Cincinnati, not a lot of things going on.

Ken: Same question, Julia?

Julia: I have been to Detroit 5 times. I have been impressed by the people's spirit. They don't know that other people think that it is an uninteresting city. It is amazing because all I here is how bad it is.

Ken: What do you think it would take to get one of your peers to move?

Julia: Jobs is an issue for us MKW. People think that there are NO jobs in Detroit. The other point is why would a corporation want to setup in Detroit? its cold, but Chicago does the cold city thing perfectly.

Ken: Same Questions to you Andrew:

Andrew: I have been to the casinos and sports games. I did not notice as much the social scene. They need to utilize the potential it has. It does not seem like a lot of stuff to do. People don't feel like there is that much to do. With that said, Minneapolis get folks to go there. There could be opportunity for people to come to Detroit just like they do in Minneapolis.

Ken: In terms of Safety in Detroit?

Andrew: I did not feel unsafe, but I was in a small area, so it was not a big deal.

Ken: One of challenges is the distance from Ann Arbor. The suburbs are so far from downtown. Would a transit system to downtown make it more appealing?

Andrew: Possibly, but there needs to be something to do. The Casinos would not be a motivation to go there.

Sonya: They might be putting a light rail out

Amy: there has to be things to do in order to go out there.

Ken: Well what type of things?

Amy: I don't know, maybe nightlife, parks?

Sonya: Detroit has an amazing art scene, there are stuff to do.

Jose: Nightlife in Detroit is better than in Ann Arbor. If it was 25 minutes away, I would go there all the time.

Julia: Detroit has an image of sports that hinders it. Instead of improving the quality of life In Chicago for example (Julia point). They thrive on the sports issue and not the surrounding area.

Ken: In Downtown Detroit, there are distinct things, Fox district Corktown, are you aware of them?

Julia: I am aware of them

Ken: What would make it more attractive? Are there any other factors?

Helene: I like grocery stores. I want to walk downstairs down the block.

John: For a cold weather place, they have to take advantage of opens space. 50 -60 miles of track. Minneapolis always has outdoor concerts to draw people in.

Sonya: But see, Detroit has that Bel-air. Detroit has bike trails and places to keep boats, and street-fairs. They have live music in the afternoon from 11 to 1. Minneapolis is not doing anything dramatically different from Detroit.

Vikram: The only way I learn about Downtown Detroit is what I hear. People don't live in the downtown area.

John: Detroit is not bringing people in. There are a ton of people in the Detroit suburbs.

Sherman: you want to be somewhere where you know people. People won't live there if there is not anything or anyone for them. Why would a company want to go there when the taxes are high?

Ken: Some say Detroit has a strong potential for entrepreneurship? You can get land for cheap, any thoughts on entrepreneurship?

Sonya: One of the bigger problems of entrepreneurship in Detroit, the city does not have a coordinated redevelopment program, without a mechanism for reducing carryover liability, it is hard to gauge, so it effects condo and loft development.

Vikram: Simply there is not enough entrepreneurial spirit in Detroit to start a business. Ann Arbor is hot because of the hot entrepreneur talent. Not that much talent in Detroit, beside the big 3, not much there.

Sherman: You got companies chasing people, and people chasing the companies. There are not a ton of advanced degree holders in Detroit so they will just go to set up shop in A.A. or another state. It is hard to get one or the other to make the first move and that is the key.

Are there any other thoughts?

APPENDIX C: DEPTH INTERVIEW TRANSCRIPTS

Matteo, Wayne State Student
March 30, 2008

Chris: Are you a native of Detroit?

Matteo: I am from Grand Rapids, but now I live in Royal Oak.

Chris: Where did you go to undergrad?

Matteo: I attended Valley State University in Grand Rapids.

Chris: Where did you find yourselves (state) after graduating from college?

Matteo: Right after graduation I went back to Grand Rapids to live not too far from my folks.

Chris: Now how important was the neighborhood feel to that decision?

Matteo: I would have definitely stayed in Grand Rapids. Out there Grand Rapids has restored neighborhoods, a very well taken manicured downtown. And an appealing 9am-5pm work center. It is a little away from Downtown Detroit, around 2 hours.

Chris: Can you describe the attributes and feeling of the neighborhood you were looking for at that time?

Matteo: Well the neighborhood was just east of the city. Grand Rapids has a host of Furniture moguls who live out there and those very same moguls dedicated themselves to fixing up Grand Rapids. Brand new museums were built and other things to make the city look nicer.

Chris: Can you describe the type of housing that you found most appealing?

Matteo: As a 22 year old, I liked the classic older apartment. That's what makes Detroit so unique. With the high ceilings and brick material, I was drawn to that. I really did not care for having the brand new looking apartment. I liked the sentimental buildings that reminded me of the old Detroit. The architecture to me was incredible. The 1920's style looked good and I can't get that in Downtown Detroit.

Chris: What brought you back here to Michigan specifically, Detroit?

Matteo: I actually applied to several out of state school. Wayne state's tuition and urban planning program felt like a perfect fit for me. Detroit is a great place to invest in if you know the specific cities that possess potential. You have to understand the city.

Chris: Since you are already in Detroit, do you see yourself returning to Detroit after graduation? Why or Why not?

Matteo: I would like to work for a company in the city or live in the city itself. The problem is that I take a \$15,000 pay cut. With the understanding that, yes I am single and I have no kids, I have to think about down to road. With that I mean, I need to think about how can I possibly manage having a family in the city. I don't want to live in suburbs, but at the same time the public education in the Detroit area is the worst.

Chris: How close are bad parts from Downtown Detroit,

Matteo: The South Cass Corridors are within walking distance of Downtown Detroit. Another shady part is Rush Park. Maybe in five to ten years, it might be better but it is currently being renovated and is not a good place to be. Think about it, on Monday thru Friday 9pm-5am you have a business atmosphere but on the weekend and or during the evening it is very empty.

Chris: As a Wayne State student, comment on perception of safety in Downtown Detroit and the surrounding areas?

Matteo: The safest place is the city. In regards to the city as a whole, crime is up but in Downtown it is down. A lot of that is to make sure nothing happens to the people that work there.

Chris: If you were to generalize amongst peers and friends at Wayne State what would they say about Downtown Detroit?

Matteo: Most people in the program don't have good things to say as far as living there. Now you can pick through controversy and the unfortunate stereotypes. Some parts are really nice and really unique such as Midtown on Woodward and Mack Street. Now that area is really nice. It has cleaned up a lot. People can tell you where to go and where not to go. Everyone would give downtown a decent grade of things to do, but it is not all together yet.

Chris: What is buzz in your school about staying in Detroit let alone living in Downtown Detroit after graduation?

Matteo: A good amount of students are willing to stay if it is feasible. A lot of people are torn because they feel as though the idea, (switches gears) Honestly this city is at a breaking point. It is teetering on making its way back but at the same time could fall right into mediocrity for next 10 years. It is almost at a reflection point. The mid to late 20's market will say, yeah I want a cool place to live I want night life but I want a family, how much is private school going to cost. At some point, you will think about it.

Chris: are the schools really that bad?

Matteo: Cass tech and MLK are rated in top 100 national high schools in America. Here is the catch. All the other public schools in the urban Detroit area are in the bottom 100, all of them. All you need are teachers who care, and parents who care, and books. Not all of blame falls on the Detroit school system. No one can ignore crime statistics but the lack of educational stability in Detroit is linked to crime further down the road, which effects the Downtown Detroit community.

Chris: Do you feel Is Downtown Detroit has "Ideal" job opportunities?

Matteo: The biggest thing about Detroit is if you look at the Quick and Loans deal, Gilbert could have gone to Los Angeles or NY. However he decided to come to Detroit and he is a hero and this community will bend over backwards for him. Detroit Metro has some of best higher education and best research pools to dip into. A company needing young, well-trained professionals has a large pool in Michigan. Dan Gilbert will make his money back in 5-10 years

Chris: What about the Taxes however?

Matteo:

Taxes were minimal for a big company like Quick and Loans. Not as big of a deal as for a smaller business. With the \$200 million in incentives, a lot of it is tax abatement. The Detroit system is willing to bend over backward, so for the big guys, it can happen.

Chris: Downtown's lack of transit, speak on it

Matteo:

It would be huge. A light-rail is being proposed to be built on Woodward. The Peplemover investors screwed that up. A lot of controversy stems from in 1959 when Michigan had the biggest trolley system. By 1960, they were gone. The buses are horrible when they are the only mode of transportation. The Big 3 probably had something to do with it. I studied a couple of the major corridors from 8 mile, Woodward, Michigan Ave, to Downtown in total it would be 11 stops and would take 20 minutes or so. The bus stop could take an hour and a half. Our generation is looking for mass transit. Detroit is the largest city without mass transit. So instead, I have to drive. Since the city of Detroit has no clue what they are doing, I have to drive to school. In terms of my car, now I have to find a way to park it, keep it safe and keep it full of gas. Nobody who lives on the Palmer block goes Downtown because you only have busses. Palmer is

an area between 7 and 8 mile so around seven miles from Downtown. Indian Village and Boston Edison district homes are selling for nothing. Young professionals would swoop there if there was a sufficient transit system especially homes NOT apartments. Here is an interesting fact that no one thinks about, parking for new structures set up in Downtown Detroit takes up 30% of the project's costs. If anyone told me I could put a dollar down and get six back, I would do it. I say this because great rail lines, on an economic return for every dollar they are getting 6 dollars back because businesses know younger generations want mass transit. If you're a developer, the profit of that stop would go through the roof, if you are near a transit station you don't need to worry about parking. Thus, the developer can use that extra 30% to help out with the community whether it is trees other retail stores next to the development or whatever. Detroit has so many parking lots that it is a shame. The history of this city is amazing. The city and region could do more to make things appealable to people. There is so much untapped attraction. There is history to every corner of this city. This city was birth place and graveyard of the Industrial Revolution. The Model T building is the building where it all started. As far as the train station? It would have been perfect location for one of the Casinos. However, it is too far from Downtown Detroit. The train system closed in 82 or 83 and it was still within its restorability.

Chris: Keep on, don't stop.

Matteo: Detroit has the second best architecture of 1910 to 1920 housing structures. Those buildings don't exist in Chicago, over there they are mostly newer.

Chris: Do you ever travel to surrounding cities like Chicago and say, Wow I wish Detroit was more like this? Which cities?

Matteo: It's got the unique aspect already. As far as the RenCen, the story behind that is intriguing. Think about it. All the major cities, block system, the artery system in Downtown Detroit are one of a kind. When you get to the city, you have semi circular, diagonal roads. A city I like a lot, and Detroit could learn a lot from is Philadelphia. Philadelphia is 16 years ahead of its renaissance. I feel a lot of the inner city crime along with the big old industrial town and its location across the Delaware River are similar to Detroit and Windsor. Philadelphia takes more regional care for its city. I believe that both Detroit and Windsor think they don't need each other. One can't live without other, it's a shame that they both hate each other.

Chris: Abandon buildings low density zoning?

Matteo: Low density exists because there is no mass transit. Stan Gilbert (Quick and Loans), says he is going to bring 4,000 people. However, has to put 4,000 cars in the city. Now if these people had mass transit no need to build a massive parking lot. Abandoned buildings? That has to do with crime and the ultra-high risk of investment here. But you would have problems living there because of people living in surrounding areas. For example, some asshole wants to throw rock through the window of a new development or someone's antique home. Even after it is built halfway through building, some arsonist sets it on fire, and when this developer is finished building his condo, the windows are facing a burned building. As far as the inner city, the abandoned buildings are old and those old buildings were originally office buildings. The outside of them looks different but inside is the same. Think of a bunch of old buildings that got converted into apartments, a lot more money as apartments then office buildings. You can charge \$5 dollars per square foot and in \$15 dollars per square foot as an apartment. Those buildings would be worth a lot more, much more. David Broedick was previously an office building. It has been empty for awhile. The owner wants to turn it into apartment building. The problem is that the building is bordered and with no where to park a car. If there were more viable grocery store options, you don't need transit or car. It gets expensive when looking at parking.

Chris: So as far as Downtown Detroit, it does not have the sustainable amenities to keep residents from shopping elsewhere.

Matteo: Exactly. Here is another point people do not think of, Detroit will have the second highest theater seating capacity when renovation is done. Detroit has more theatre potential than Chicago. And as far as condos and apartments relative to the Chicago structure, because that is the city I hear people comparing Detroit to, People don't care about how the structure looks. For example, as far as the David Brodwick, people would want to live there regardless because it's the David brodwick.

Chris: Is there a last point you want to leave me with about this issue?

Matteo: One thing that is vital for Detroit as a whole to attract the young generation, is to remember it is a massive city. To accommodate a population that went from 2.5 million people to now under 900,000, it can't be built back up overnight. Think about it, if you focus on Palmer Park, Indian Village, Midtown, Downtown, Belle Isle area, and put all your eggs in these baskets, it is hard to try to bring something so big all at once. Put all of your money in the Cass Corridor or one part and things would be different or have a more realistic chance of getting progress done.

Melita, Wayne State Alumni

March 30, 2008

CHRIS: Where did you all find yourself after graduating from college?

MELITA: West side of Detroit, a block from Redford.

CHRIS: Can you talk a bit about why you decided to move to that city?

MELITA: Didn't look for a job, and could not find one, I had to move in with my brother

CHRIS: How important was a job to that decision?

MELITA: Graduated looked for job for a month, incredibly it was hard to find one. I was an anthropology and political science major. I started bartending. I decided that job availability was going to happen. I graduated without any jobs for any field. The majority of people leave Detroit to get a job after school.

CHRIS: Can you describe the attributes and feeling of the neighborhood you were looking for?

MELITA: Safety is huge. It does not have to have lowest crime statistics. I'm from Detroit, it has to be urban, it has to be vibrant and cool. But it can't be too vanilla. It has to have some kind of shopping district nearby. It can't be in the sticks. It can be urban but not too urban with trees and plants.

CHRIS: Do you see yourself returning to the same city you lived in after you get your law degree?

MELITA: No, I feel like I have seen everything there is to see in Detroit. There is not a lot here to offer me. I'm just over the city, I don't like the city. Whenever I leave I'm saying that it sucks. The mindset of the people of the city is not cool. It is easy to advance but not a lot of people are doing anything. The people here are not progressive. I would rather be somewhere else.

CHRIS: How do you view downtown Detroit as a possible urban living option?

MELITA: Downtown is the opposite of most downtowns in other cities. There isn't anything there. No mall that exist downtown. There is one movie theater and it closes at 7. I don't want to have to drive everywhere. Downtown Detroit is like bumb city. There are a lot of random jerks. Downtown is not vibrant and it is very desolate with a lot of abandoned building. None of the buildings have anything going on. It is not the kind of place to walk around after dark. Some parts around Comerica Park and Burt's on Broadway are safe. Also, some parts off of Michigan Ave. However, Club Evolution which is on Broadway had a crime there last week. I believe somebody got shot at there. Car Insurance in Detroit is ridiculous and it is cheaper to insure it in the suburbs. I had a friend who had it insured in Detroit and he pays 2 times more than me.

CHRIS: What would it take to make Detroit a viable living option?

MELITA: Detroit needs to be bombed and start all over. The thing is that there is so much wrong with the city I don't think it will ever come back. The rapid rate of people leaving Detroit per year is incredible. The school system is horrible. The city itself is bad. Me, myself I have never been to a Downtown in any other city where there are so many abandoned buildings. There needs

to be some commerce. As a woman, there is no reason to go there by myself. There is no reason to go there. The only reason to go there is to go to a club or sports game. There are a few restaurants there. People come from suburbs to watch game and leave. Detroit needs to do something to attract people to that area besides getting drunk.

CHRIS: What parts of the city would you say are on downswing?

MELITA: Some parts of east side near downtown. Like on MLK Blvd, the northend to midtown. You can be 6 blocks away from Wayne state in any direction and you could run into some trouble. For example, Highland Park you don't ever need to go there.

CHRIS: Talk about the Transit System?

MELITA: This is bad. I have never been on the bus. If you are taking the bus you are labeled the poor. I did not go to public school. A lot of Detroit school kids have to take the bus. With the bus system, time is not an issue. They don't stick to schedule and are not good. I went for a period without car and in Detroit, you can't get anywhere without car. They look at you as a bumb if you use bus. The People mover makes no sense. Where ever it goes, you can walk. They said initially when it was built it was suppose to go to Pontiac. Now it does not bother me because the older you get the more you realize it is what it is. It was an inconvenience when I was younger. I felt it was ridiculous. If you drink too much at a party, you can use the subway. Woodward would be the best place to build a light-rail, all the way out to Birmingham.

CHRIS: Train station?

MELITA: Big ass abandoned buildings

CHRIS: What can be done?

MELITA: Honestly, there is nothing that can be done. Detroit is becoming a ghost town. People will just have to recognize reality. Chicago is dope. The condos don't work in Downtown. Nobody wants to live downtown because it sucks. It is like saying how can you fix Afghanistan. Who wants to live downtown? You can't even send kids to school there. Possibly if you work at one of the hospital, then it would make a little more sense.

CHRIS: Kwame's effect on city?

MELITA: Kwame is an idiot. He is a dumb guy. The little things have gotten worse. You have places in city where there are no lights or signs at crosswalks. Bulk trash pick-up is 4 times a year. Detroit did not have that for a while. It is the little things that make a city worth living in that people don't think of.

Ericka

March 30, 2008

Chris: Are you a native of Detroit?

Ericka: I grew up in Canton which is around 20 miles from Downtown Detroit.

Chris: Where did you go for undergrad?

Ericka: I graduated from the University of Michigan in 2004. At Michigan I studied Hispanic studies and psychology

Chris: Where did you find yourself (state) after graduating from college?

Ericka: After graduation, I stayed in Canton with my folks for 6 months. After that time I went to Florida for a month and could not find work. I came back to be a bartender in Michigan when I could not find a job.

Chris: What made you move out of Michigan to Florida straight out of school in the first place?

Ericka: Money!! I had lived in Michigan all my life, and I felt that there were no jobs available for me. I wanted to get out. Also, the weather in Florida also drew me there, but there were not any jobs there either.

Chris: So it is obvious from right after your experience, you choose a city then find job.

Ericka: Take a city then job.

Chris: Can you talk a little bit more about why you decided to move to that city? What were your criteria?

Ericka: Weather and a place to find fresh food. Grocery stores are so key, yet underrated. I take into account rent prices, housing prices, property taxes (which are ridiculous in Detroit). Personally, I don't really go out. So I don't need a massive amount of nightclubs. I have a strong interest in the arts and culture, but not to the point where I would NEED it to be in a neighborhood. It is not that important for me. So my top 3 would be 1) Food 2) Housing and 3) Weather

Chris: Rent or Buy?

Ericka: After moving back from Florida, I moved in with my then boyfriend who is now my husband in a rental apartment in Belcrest apartments which are right across from campus (Wayne State). We bought a house in Ferndale which is just north of the city of Detroit. To get there you would take Woodward Avenue straight down. Ferndale is one of older suburbs. Our house was built in the 1920's. The block itself is really close. I wanted to live in a neighborhood where I personally knew the neighbors. I wanted to know that my neighbors were maintaining their property. Ferndale has a very cute and intimate downtown area on 9 mile. You have Mama and Pop stores retail stores. Ferndale has a good mix of businesses (3 grocery stores and hardware stores) It has uniqueness. It is everything I need. As far as Downtown Detroit, if I did not have to

go to school down there at Wayne State, and did not have friends in downtown Detroit, I would not go there. There would be no reason to.

Chris: What brought you back here to Michigan specifically, Detroit?

Ericka: One key is that now I am married. My husband is a Fireman in Detroit. It was his apartment in hillcrest that I moved to from Florida. He was a big part of me coming back. My family was also important in me moving back. My sister had children and I did not want to miss out on my nieces and nephews. As far as staying, I thought that if I was going to study urban planning, I might as well be in an urban area. I felt as though I would need to be in the urban land. However, we moved because the cost of living in Downtown Detroit was very expensive.

Chris: Since you are already in Detroit, do you and your husband see yourselves returning to Detroit after your graduation? Why or Why not?

Ericka: Ferndale and that will be it. I felt as though if we could have sold our home in Ferndale and bought a condo down there. However, there are a couple of tax free condos in the tax free zone that were attractive to us. But then the housing market had turned for the worse. From a common sense point of view, I get more for my money living in the suburbs because I would pay so much in taxes for less service Downtown. The Tax issue in Downtown Detroit was the main reason we did not move there. We pay \$3000 a year in property taxes in Ferndale. If we lived in or closer to downtown Detroit, we would be paying more than double. For example, in Downtown Detroit, there is bulk trash pick-up maybe, 4 times a month. However, in Ferndale, there is bulk trash pick-up on a regular basis. From a common sense point of view, I get more bang for my buck living in the suburbs because I would pay so much in taxes for less service Downtown.

Chris: How close are bad parts from Downtown Detroit?

Ericka: I will tell you a story. I worked at the bar opera house right across the street from Comerica Park. This was an eye opener for me. On game night or during an event, just the near presence of people would make it safe. However, If I were to leave there at 3 in the morning in the dead of night, I would be scary for my freakin' life. The wife of the owner of the opera club got mugged on the corner of Broadway and John Street. During Lions stadium, people would be coming out of the football stadium during late games which lasted until 8 p.m. and get robbed. East Detroit which is east of downtown and is a 5 minute drive is beyond dangerous. If you go south on cass corridor you will run right into it. The safety issue is what mainly keeps people from living in Detroit. Yes I feel as though it is great that they are redeveloping but if people don't feel safe, things will not change. Cass Corridor used to be the most populated area in regards to square miles in Detroit. Now it is just a bunch of dilapidated houses and this is a 5 minute drive from Downtown. People want to be able to venture more than 5 minutes from where they live and still feel it is their neighborhood. In this part of town you will see crack dealers and a lot of shelters and churches. Trumble Street is also dangerous. You would drive south all the way down Trumble.

Chris: As a Wayne State student, comment on perception of safety in Downtown Detroit and the surrounding areas?

Ericka: Not a big issue for us in Ferndale. Now Ferndale is not the safest place in the suburbs. You have muggings here also. Where I live in Ferndale, I can walk down the street at 10 pm whereas I could not do that in Downtown Detroit at even on the Wayne State campus. It is more

of a night town issue. I always remind myself on how to maintain my car which has been broken into numerous times. I try to keep it empty.

Chris: If you were to generalize amongst peers and friends at Wayne State what would they say about Downtown Detroit?

Ericka: It would vary greatly. Urban planners see what is being done and are proud. The Penske clean up was huge. It was sad that the city could not clean it up itself. Safety is still a concern. In general amongst urban planners, it is good to see businesses coming in. There are stores, retail options coming into city. But I want to stress that it is not enough. There is no place to buy food or clothing. It makes it almost impossible to live in Downtown Detroit without paying extra money. I would have to literally drive to the suburbs to buy fresh produce. Among friends who live in City, they can never see the renovation happening. Bill McGraw who writes for the Detroit free press went on a block for block, week- long trip in the Detroit area. He started on a Sunday and spoke about all issues in city, and said most significant thing of his case, was that it is areas with million dollar housing developments being put up and if you turn the corner, you will see extremely dilapidated units right next to the developments. Who is realistically going to buy into that neighborhood?

Chris: What other parts should my group members and I venture to? I mean good and bad.

Ericka: You guys should venture to Boston Edison and Palmerwoods. These neighborhoods are where the upper and middleclass neighborhoods are starting to get abandoned. Patrol cars actually patrol this is not gated community. However the abandonment of this city has started inward and is now spreading outward. Out of the 100 houses in Boston Edison and Palmerwoods around 20 are abandoned and it will only increase. The land is so beautiful it is a shame to see it about to die a slow death in around 5 to 10 years if not sooner.

Chris: So how did all of this start?

Ericka: Coleman Young hurt this city. I don't know if he realized what he was doing but he turned a lot of big business people off to this city and we are suffering from the seeds he planted.

Chris: Do you feel Is Downtown Detroit has "Ideal" job opportunities?

Ericka: No, not enough. A lot of the jobs are mostly in retail or casino related and frankly you don't get paid enough. I hear about the Quick and Loans headquarters but we need more. Most of the jobs in Downtown are poor paying jobs. Most people are not going to pay more in taxes if there is no where to get food and that is what it comes down to when you speak of Downtown Detroit.

Chris: So basically you are saying it is not so much the way a particular condo or loft unit is structured, it is more than that. So Detroit's problem is not so much a supply issue.

Ericka: Look at the history of SoHo that drew in young people. Young people, at least the ones I know, don't care about matching color washer and dryer. They prefer it to be gritty. Not too many people care about all that stuff. They are drawn to historic architecture and the historic feel of Detroit. The only Detroit really has left are these old school designs that are unique to this city. These structures have been dilapidated for over 50 years. The Park Shelton, right next to DIA at its lowest unit starts at \$150,000. You will be paying 1,300- 1,400 a month for it. It is not affordable to live in downtown Detroit. I get more for my money in the suburbs.

Chris: Speak to me about the Train station.

Ericka: Its historic. It was such beautiful picture. Now whether it is savable? I do not think so. A lot of people do not know that there is so much toxic waste there nobody will touch it. Hence that is why it just sits there. I kid you know, it is filled up with toxic waste so nobody will touch it, ever. There is a tunnel underneath it filled filth. So nobody wants to even invest money to tear it down. So it will continue to just sit there. I remember I tried to gather info on abandoned structures from the fire department, and mind you my husband is a Firefighter, and I was verbally berated and was cursed out for trying to find info on the city.

Chris: I know the feeling I had a similar problem at a store near the old Tiger Stadium.

Ericka: Exactly.

Chris: Talk to me about Detroit's lack of a transit system make downtown more appealing to you?

Ericka: It is a huge issue, beyond belief. We have buses as the main mode of transportation. Livonia cancelled their bus service. Livonia is the whitest community in Michigan. They did not want city people coming into the city. So they cut the bus service. The Bus service in Detroit is dangerous, unreliable, and people do not use it. It is said that most of the people who use the bus are residents of the city who cannot afford a car. Suburbanites won't use it. A transit system would attract a lot of young people from the outside community. Detroit is known for good music, however young people don't want to drive 45 minutes to get there. It is too much to drive for that long. There is a train that goes from Royal Oak to Ann Arbor and it costs so much to go there and back that it is not worth it. In order to get federal funding for a light rail, there needs to be a plan and the city of Detroit and the surrounding suburbs for years could not agree on where to put the damn rail-line. The South East Council of government has decided on Woodward Avenue but it has taken almost 10 years and still nothing has been done.

Chris: Some say Detroit has a strong potential for entrepreneurship. You can get land for cheap, any thoughts on the entrepreneurship factor? What changes in business do you see?

Ericka: NO. This is not a realistic statement. For big business, it is much easier, however, for a new business, nope. I hate to say this but big businesses can grease pockets in starting a business. Small entrepreneurs don't have the pockets to deal with permits and sector people. A lot of stuff getting done in Detroit deals with paying off politicians. It is very hard to start a business here so it is not entirely the Big 3.

Chris: Do you ever travel to surrounding cities like Chicago and say, Wow I wish Detroit was more like this? Which cities?

Ericka: No. Detroit should have its own character. I would not like to see a Chicago feel in Downtown Detroit. I like the organic process of Detroit. Organic Process- (traditional) is weekly and informal. Should not try to be like anyone else, but make it better. Organic market – a market of 3 big pavilions and a bunch of local growers come up every Saturday and set up their kiosks. Food, flowers, fun, open market and then you have the local businesses.

Chris: Abandon buildings? low-density? zoning? Speak on it.

Ericka: The way Detroit is developed is why it is the way it is today. Single family homes purchased back in the 40's sat on large lots. Even in the east side, those row houses looked great

at one time. There are a crop of abandoned building that got taken over by the Hiedelberg project. The area is near Mt. Elliot and Grashett. In abandoned structures there are people living there. There are lots of drug needles. The homes are due to people abandoning the city and just going to suburbs. If you had a mortgage, you will let it foreclose. You will notice a lot of people in Ferndale and Royal Oak have a lot of ex –Detroit residents. In these abandoned buildings rests a lot of squatters and homeless people. Also, metal stripping of copper is very expensive. Thieves steal copper from abandoned buildings, melt them down. Whether it is the plumbing pipes and sell it on the black market. You can cut up wires from underneath the house and turn that into scrap. This interrupts the infrastructure of the redevelopment of new buildings because developers have to hire security guards to police against thieves stealing copper from these new developments during the building stage. You also can not call the police because it takes them forever to react. There is so much crime in the city, the police do not have the ammuniton to baby-sit a developing structure to make sure no one is stealing the copper.

Chris: Interesting proceed.

Ericka: We keep coming back to chicken or egg situation. If you don't have people in the city, nobody will go there. There is nobody there because there is no transit. You don't have companies coming in because they don't believe people are there. Detroit has some money, but people are spending money outside of Detroit, All these issues of development, safety, and business are not seeing the money the people have. Those in Downtown Detroit do not spend money in the city. If there was not a constant outflow of people, there would be businesses that would come here. It all is a chain reaction. You need a draw. I can find it that draw in Ferndale. I have all the things that I need here, and it does not have the perception that Detroit has. There is nothing to pull me into the city right now. Metal stripping copper is very expensive, and they melt down plumbing and sell it, you can cut up wires and they turn that into scrap yards also, interrupting infrastructure and those abandoned buildings are relevant for new construction will have to hire new security to make sure nobody steals that copper, and the police department moves to slow.

Fran, Mark and Adam

March 30, 2008

Fran: It is hard to move into housing without having enough retail present; however, stores don't want to move to an area until there is a strong population in place. Really, all families need is the basics. If there's a farmers' market, or a place to buy milk, fruit, and vegetables, we can make do. This doesn't have to be big box. It would be great to have a Plum Market nearby, since they source almost everything from Michigan.

Mark: Someone has to have a big, clear vision of what they want to do in Detroit. It's hard to commit to moving to an area where the future seems so uncertain.

Fran: order to serve young professionals with kids, there needs to be green spaces. Plus, a lot of people who have families have dogs, so dog parks would be great. In Seattle, they had a lot of problems with some of their parks being over run with drugs. The city transformed some of these parks to dog parks, and drugs haven't been an issue since. I guess drug dealers don't like dogs!

Adam: That gets to a good point, though. Beyond building the parks, you have to make sure that these are places that people can feel safe in. They don't need to be big and robust, but they need to have a place for a kid to climb on stuff, get a little bit of exercise.

Fran: For me and my family, our ideal place to live would be a loft with three or four bedrooms. That's a big challenge, because most lofts have only two bedrooms.

Mark: Honey, I'm not sure that there's really a demand for that.

Adam: Mixed use development is very helpful. When I live in the city, I want to be able to go to the dry cleaner, a restaurant, a coffee shop, a bar, a post office (or at least a place to buy stamps, send letters), and a market with my kid in a stroller. It has to be relatively easy to navigate.

Fran: In Seattle, one of the things I really grew to appreciate were the bars and restaurants that had a kids' play-pit. In one of these places, there were tables surrounding the play area, so that parents could be together and eat and have a decent conversation while keeping an eye on their kids. It's great for young families when businesses can create these complementary opportunities, where adults can socialize with other people and still have their children nearby.

Mark: I really like having a library nearby, or at least a good book store. My kids love to read and look at books, so this is important to me.

Adam: Seattle and Portland are cities that value the idea of a town center. The city had this idea that they wanted everyone who lived in the city to be able to pick up the necessities without getting in the car. This really drove their investment decisions.

Fran: There's not much you can do about the weather in Detroit, but honestly it's not like Seattle or Chicago is that much better. One of the good things about Seattle is that they would have GPS on the bus

system that you could track online. This meant that you could run out at the last minute instead of standing outside in the bad weather.

Fran: You absolutely need to have good places to go for lunch and dinner. I don't want to have to cook all the time.

Adam: You have to have the feeling that the area you live in is clean and safe. Especially with kids, you worry about the air quality and pollution. You don't want them to have to grow up surrounded by trash, playing on dirty streets.

Fran: Seattle has lots of homeless people, drug addicts, and whatnot but you just kind of work with it. You have to feel that no one is going to come and rob you at gunpoint. In Seattle, the most we were worried about was getting panhandled, or maybe having our cars getting broke into. That was doable.

Fran: When I'm considering a city, I am looking for good schools and affordability. That doesn't mean the public schools have to be great. As long as there are strong private schools I can send my kids to, I am okay. The most important thing is that I don't get hit up twice. If I'm sending my kids to private school, I don't want to have to pay a lot in taxes.

Adam: Also, I want to have a good train system. Portland is all light rail; Salt Lake is pretty good too. The city center is the hub and the train runs along the spokes, the major roads coming off of it all have bike paths, and the light rail runs through the city.

Mark: I don't think there are jobs in Detroit. If my wife and I can't both find jobs, then there's no way we're moving there.

Adam: Providence RI went through a huge turnaround 10 years ago. Initially, the downtown area was a place where people went into work and went home – it was totally empty at night. But then there was an enormous and rapid redevelopment of downtown (in 1980s and 1990s). They made the water part of the attraction of the city.

Fran: They even hosted that event – Waterfire. It's kind of a strange event, families sit on the side and watch all these things get set on fire in the water. It's kind of beautiful, and the whole community comes out for it.

Fran: People who are married with kids love these family-friendly events. It really changes the perception of the city when you see all these people out and about. You feel really safe, and beyond that you feel a sense of community and a sense of pride.

Fran: What are the resources, core competencies that Detroit has as a city? Let's capitalize on that. People aren't looking for another New York or Chicago. Detroit needs to have its own presence, its own uniqueness.

Mark: Michigan has a lot of smart people and if they jumped on the renewable energy bandwagon (electric cars), they could find a real opportunity

Adam: We never go to Detroit – we just don't know it. The only time we go into town is for the Fox Theater, but even then there is no nice family-friendly restaurant nearby. Besides, Ann Arbor is self-

sustaining. I think Detroit could benefit from some cross-marketing so that there was a better understanding of what is going on there. You never hear of any events or anything.

Fran: You should probably check out the Sweet Juniper blog. It was started by this stay-at-home dad who moved to Detroit from San Francisco. He has a list of great places to go with kids. This may provide some insight into what he is looking for as a parent in the city.

Fran: I guess, for me as a parent, I want to move to a place where there are kids. It's important that my kids can have friends in their building or neighborhood. This can be supplemented with parks, which for families tend to be very much a social experience. Any arenas where kids can talk to each other and parents can support one another is great.

Fran: If there really are jobs in Detroit but companies aren't able to get anyone to take these jobs, why don't companies buy the lofts and give their employees a place to live for the first year? I know that would make me strongly consider moving to Detroit. Or they could offer to put money towards purchasing a place in the city, maybe.

Mark: I think Detroit has a few issues. One is that the culture of the people there is that they are entitled to a job; there's no sense that people are willing to take risks. Plus, people are scared of the black man in Detroit, scared of all the baggage the city carries. Just listening to the mayor playing the race card in response to this scandal; it scares people away from the city.

Fran: The thing that has been hardest for us in moving around has been building a community once you get there. If the company were able to support young families in tapping into the community, that would be great. I'd be much more willing to work at Deloitte's Detroit office if I believed they could help make sure that my partner and my kids are happy.

Fran: As far as schools go, I have always sent my kids to private schools. I went to private school, and that's what I want my kids to go to. Forty percent of kids in Seattle go to private or parochial school, but our taxes were half of what they are here. You really can't have high taxes and shitty schools; it's like you're getting hit up twice. There either needs to be good schools and high taxes, or bad schools with private school options and low taxes. As long as I'm not getting dinged on both, I'm willing to move to that city. That said, there needs to be an availability of private schools with a whole range of price points.

Mark: Personally, I prefer public school because they have greater diversity. I want my kids to be grounded, and I don't think that always happens with private schools. Plus, a good public school helps the community, not just those with means.

Fran: As far as safety goes, I'm a big believer in clean neighborhoods. Most families believe in the broken window theory – a place with a lot of trash and broken windows will beget more crime. For me, I like being able to park underground. Especially once you start hauling around kids, you pay a lot more attention to the points where you are most vulnerable with a child. There also needs to be a strong police presence; not driving around, but walking and biking. It's great if you know the name of your policeman, if they are a part of your community.

Adam: There may be a mismatch between the perception and the reality of crime in Detroit. This is probably a legacy of the race riots. If Detroit wants to change that, there needs to be a huge neighborhood

campaign to change the perception, plus they need to start having some big festivals like a summer concert series. If people are out in Detroit and having a good time, they'll start to question this perception.

Mark: I was surprised by the Fox Theater, who offers VIP tickets where someone escorts you to and from your car. It makes you feel like you're in some kind of war zone; people get out of their cars and they're looking all around wondering why they need an escort, trying to rush in before something happens. The idea is to make people feel safe, but can have the opposite effect.

Fran: There is definitely not a good perception of Detroit. Really, my only Detroit experiences are going to this entertainment area, and within two blocks you're in urban abandonment. It doesn't really feel like a city making a come-back.

Adam: You can go spend the day in Chicago, but what do you do with a day in Detroit? It just seems like you go in for one event and leave.

Mark: There's also just an aesthetic issue. It feels so sad and depressing, with the vacant areas, these buildings that look like they are burned out. There's just seems to be a lack of community pride.

Adam: Plus it's just a bunch of cement. There is serious need for landscaping on the sides of the freeway, and green spaces within city.

Fran: On the positive side, the Detroit airport is great to come into, especially Northwest Terminal. I don't know that there is any real system for getting people from the airport into downtown, though.

Fran: The streets in Detroit are just too wide; it loses its feeling of neighborhood when you have to cross eight lanes. Plus the streets themselves are full of potholes; it's not clear that the government cares about the city.

Adam: People need to feel like there's something I can get out of Detroit that I can't get from anywhere else. If they can have a good nightlife in Ferndale or Royal Oak, why bother going into the city? What is going to make their Detroit experience unique?

Mark: There needs for there to be action 24-7 in Detroit. It should be busy during the day and through the night. That said, there needs to be quiet neighborhoods. People want to live in a quiet space, but have easy access to the energy and action of a city.

Fran: If Detroit wants people from the suburbs to come into town more often, there needs to be a way to get to Detroit and back so that everyone could drink

Jian , Compuware Employee/WSU Alumna

April 15th, 2008

Tammie: So I know that you work in Detroit, but where do you live?

Jian: I live in Westland, a Western suburb to Detroit.

Tammie: Do many of your co-workers live in Detroit?

Jian: There are 3,000 employees in Compuware... Let me think, out of the 50-70 people I know, two live in Detroit. One bought a condo near the new Comerica complex, he's single. The other one is a married is living in an apartment close to Eastern Market. The inside is really nice, but the neighborhood is not so great. They said there are a lot of young professionals in the complex... They are late 30s, no children, like most of the people in their complex.

Tammie: So what made you live in the suburbs instead of Detroit?

Jian: You've been there, right? Are you seriously asking me that question? At this hour (approximately 9 pm), most of the streets will be empty. It's not a fun place to live.

Tammie: What would Detroit need to have to make you want to move there?

Jian: Build a Chicago. I grew up in Beijing, I'm a city girl. I came to the US ten years ago. I like cities, but downtown Detroit is not a city. There's not a lot of things to do, and safety is a major issue. The streets don't look nice. When I first moved here ,after 5 pm the whole downtown is empty. Now it's better, but only around Woodward from Comerica Park to the Renaissance Center. That's better. But still, my colleagues don't hang out after work. They just go straight home. Plus, lots of them changed their working hours to really early in the morning, so that they won't be in the city after dark. They just don't feel safe. I like city, but the thing is in Detroit you have to drive too. There's not a lot of infrastructure, not a lot of shops, banks, grocery stores... And another thing, most of those stores close at 7 – even the places nearby my work. The restaurants only have lunch business; there are almost no customers for dinner.

Tammie: Do you think Detroit is making a comeback?

Jian: The pictures you see of Detroit look good, but that's only at those hours and not every day. When people are in town it's very exciting, but that doesn't happen very often. I think Detroit is better off now than it was a few years ago, but it still doesn't have that city feel. That's not to say the city isn't making any progress. More companies are moving in, and after Comerica Park was built and since the Tigers have become better, I think more people are coming in for the games. I do notice that more and more people stay in the city after dark. However, there are few places to go. It's fun to go to Greektown, but that's it. There are several nice buildings around Woodward, like the new Ernst Young building, Quicken Loans is going to move there to. And you see tourists – that's a nice surprise. Especially in the summertime, you see people who definitely look like tourists, but only in the daylight.

Tammie: Do you think the city is clean?

Jian: In terms of the streets, only Woodward Avenue is clean, but even there the buildings look so run down. They have done a really stupid thing along Woodward, they have remodeled the façade but the sides are still burned. It's easy to see this as you walk around. I wouldn't call it a clean city at all.

Tammie: What do you think about the available green space in Detroit?

Jian: The park along Campus Martius is nice in the summer, but there's only that little park. I don't like Belle Isle much; there's not much to do there. I think last time I was in Belle Isle was five years ago and it was very dirty. Trash everywhere. I'm not sure about Belle Isle now. They have those riverfront projects, which I haven't been to. Some of my friends say they're pretty nice.

Tammie: What do you think of the available public transportation in Detroit?

Jian: The people mover was okay. I have used it to go to the Auto Show, for a Red Wings game, and once for Fox Theater. For that purpose, the people mover is pretty good. I've never used the buses, and I don't want to. The window panes are completely black with dust. I don't think you want to get on that. In fact, Detroit bus drivers were on strike last year because of safety issues. Those are not places that you want to be.

Tammie: What are some of the biggest challenges the city has to face?

Jian: In addition to safety, there is a real challenge in terms of homelessness. When Compuware first moved down there, my colleagues were giving beggars money. This attracted a lot of homeless people to the front of our building, and nearby businesses complained. We got a company-wide email saying not to give money to them anymore. The quality of the education is really bad. My company works with the Big Brothers Big Sisters program, and I mentored a ten year-old boy from a local school who couldn't read. We would do the Lunch Buddies program, and the food was really awful there. BBBS would tell us not to bring food to them, but we would because it was that bad. Plus, I was surprised at how many single parent households there were among the kids we worked with. The parents aren't involved in the school at all. And beyond academics, the kids don't even have basic social skills. They don't know how to talk to people, shake hands.

Tammie: So what is it that attracts you to a city like Chicago?

Jian: Chicago has nice, safe neighborhoods, and lots of activities, nice restaurants, shops, museums, and the public transportation, you feel very safe there. The people on the streets aren't looking to get your money.

Tammie: So where do you go out in Detroit?

Jian: We only hang out inside of a restaurant or when there's an event. Sometimes I go to see the shows. I usually don't hang out at bars, but my friends say there are good bars in Detroit too.

Tammie: What are the major obstacles as a pedestrian in Detroit?

Jian: Safety is a major challenge to being a pedestrian, because you can almost always see a person that you don't feel safe with on the street. You have to make sure that you never let anyone see your wallet on the street, always have your car keys ready and always be aware of your surroundings. Always walk on the opposite side of the traffic so that people can see you, and always walk in groups. This is the training I was given my first week at Wayne State University; I'm pretty sure it's still available on their website.

Tammie: So do you think that Detroit really is a dangerous place to live?

Jian: I wouldn't leave my car on the street; that's for sure. I think that no matter how good it looks, if you have to be concerned about your safety all the time, it ruins everything.

Tammie: What are the greatest challenges for Detroit to overcome?

Jian: If people don't come and live there, it's very hard to develop a city. I think the education and employment must be changed; if people in the city can't find jobs, they will hang out in the street and they will make the city unsafe... When you don't have proper education, it's harder to find decent jobs to keep your family on the right track. That is a serious problem. Plus, there's not enough job opportunities for college graduates in Detroit. There are only a few companies there, GM, some law firms, Blue Cross Blue Shield, Ernst & Young, Quicken Loans, and some hospitals. But I don't think it is enough. Another real issue the retail... Since there are no residents, that poses a lot of challenges for the retail down there. Lots of little shops closed within the last year. They started to have a lot of business with the Super Bowl, but soon that business dried up. And I'm not sure about the casinos. The casinos seemed to attract people, but I'm not sure whether that is a good or bad thing for the neighborhood. Granholm is bad too. Michigan is going downhill. All the businesses leaving – Comerica Bank, Volkswagen, and Pfizer here... that's all her fault. And those are thousands of high-paying jobs. And she dared to say that there is nothing she can do, that just ticked me off. Having more green space would definitely be better. It makes the city feel cleaner, and it looks a lot better. There is a nonprofit organization in the city dedicated to building gardens, particularly in devastated areas. I think that's a good idea, for the kids as well. The race issue complicates things for Detroit. I'm not sure what to do about that. I guess I'm not supposed to say that as a business school student, but I really don't know the answer to that problem. As far as the government goes, I am not satisfied with how resources are utilized at all.

Tammie: So where is the opportunity? In the authenticity of the old buildings? Along the riverfront?

Jian: The riverfront area has a lot of opportunity, but the water needs to be cleaned. Like in Chicago where they reversed the flow, and years later as the water cleared up then there began to be some development along the riverfront. The people living in the city now don't care about the beautiful buildings. The people who appreciate the cultural and music heritage have left; the people who live in downtown now only care about day-to-day living.

Tammie: So is there no hope?

Jian: I see very, very occasionally after work, they are walking their dogs and they are jogging around Campus Martius Park, and they look happy. There's not a lot of them, but that's a good start. Just from Campus Martius to the Hart Plaza. They city doesn't have money. They use the tax for other things. For that, you would have to ask Granholm. The spending on the public school system is several times more than the national average. That, and the prison. But there's a lot of corruption and inefficiency. Plus the labor is unionized, so the cost for what should be low-paying jobs is so high.

Tammie: Do you think there are things that make Detroit special or unique?

Jian: Sure, but the city is not even trying to maintain the uniqueness. There was a recent law where they forbid some of the Greek town restaurants from providing food to the casinos, which drove them out of business. There's lots of political maneuvering going on, that results in decisions that are not good for the city.

Tammie: What does draw you to Detroit outside of work?

Jian: Several events I do like about Detroit, where more and more people are participating, are the Race for the Cure, and the Free Press Marathon. These two years, they've had a really good turnout. They probably need to use these events more effectively. They also have the taste of Detroit and the Detroit

Art Fair, held on the same day as the race for the cure. And the opening of the new DIA was pretty good too. I think that's a good start. Now I think people are more willing to come to Detroit for an event, but they won't stay – they won't make the commitment of buying a house there. To cross that hurdle is really tough, but it's a good start.

Tammie: Do you think Detroit has a good availability of third places?

Jian: There's not a lot of places to hang out during the day. There is only one coffee shop in my building, and I prefer the office coffee over that.

Tammie: So where would you begin in trying to get the city to move in the right direction?

Jian: There are lots of problems, but start with the little things. Start changing the perception of Detroit, build more green spaces. The surroundings has a great impact on how people feel, so I'm all for that kind of improvement. Kwame was right about this: he was trying to do some work on community building. There needs to be a force among your home base, a support network. I wonder whether church is playing a positive role in doing this.

Susie Stec, employee at Eight-Mile Association, WSU Graduate

April 15, 2008

On the positive side, there are a lot of different things to do. And outside of Detroit, Michigan has some really great recreational opportunities. I wish there was more access to these from the city.

In Detroit, you can't walk anywhere and there's no public transportation. I can walk to my CVS, which is a block away, and I can ride my bike to the grocery store, which is two miles away, but that's it. For everything else, I need to get in my car to get there.

I used to live in Montreal. I walked everywhere to school, to the grocery store, to my friends' houses, to restaurants... and if I couldn't walk there, I could take the public transportation. The problem with Detroit is that it's not walk-able. It's just not dense enough.

(As far as safety)

For the most part, I don't feel that it's a big deal. I think it's a misconception, it's not as bad as people think it is.

(What would you need to be nearby if you were looking for housing?)

Grocery Stores for sure, and being close to other transportation options. Having other things to do, and having other people around. I like it when there are a lot of people out and about, when there is a lot of bustle. Obviously right now all the political nonsense is bad... The economy is awful, but I don't know how much can be done about that. Really, if you want to make a change in Detroit, I think you would have to go back to transportation and density thing. I hate driving, I absolutely hate it. If I could, I would leave Michigan, but we're stuck with a house right now. If my boyfriend and I were going to leave, we would leave for a place like Portland. I would love to live in Colorado, too. I wish Detroit were more eco-friendly.

At this point in my life, I'm looking to start a family, but the schools are awful, the taxes are high for what you don't get, and the services just aren't there. I could throw my couch out on the street, and no one would even bat an eye.

APPENDIX D: MARKET SURVEY & RESULTS

Survey Results

In deciding where to live, indicate how important each of the following would be to you:

	Not Important (1)	Somewhat Unimportant (2)	I'm Indifferent (3)	Important (4)	Very Important (5)	Mean
Being within walking distance of public transportation	4%	6%	19%	39%	32%	3.9
Being within walking distance to schools	11%	11%	36%	24%	18%	3.28
Being within walking distance to stores and restaurants	1%	6%	15%	47%	32%	4.01
Having sidewalks and places to walk	0%	1%	4%	40%	55%	4.47
Living in a community with a critical mass of people of my age	3%	6%	28%	50%	13%	3.62
Living in a community with a critical mass of people of my ethnicity	17%	22%	38%	19%	4%	2.72
Having a large house on more than one acre of land (neighborhood)	43%	25%	23%	7%	1%	1.98
Having easy access to the highway	13%	19%	25%	38%	6%	3.06
Living in a community with a mix of people with various income levels	9%	15%	40%	28%	8%	3.11
Living in a community with people at all stages of life-single adults, families with children and older people	6%	13%	36%	35%	11%	3.32
Having a church, synagogue or religious place of worship within walking distance	40%	16%	25%	12%	6%	2.28
Being within a 15-minute commute to work	4%	5%	16%	43%	32%	3.94

Q2 In an ideal situation how would you like to travel to work

	Response %
1 Car	18%
2 Public transportation	25%
3 Walking	48%
4 Bike	9%
5 Other	0%
Total	100%

Q3 What is your current housing type?

	Response %
Single-family detached	24%
Single-family attached	7%
Apartment	54%
Condominium/co-op	9%
Other	6%
Total	100%

Q4 Do you rent or own your current home?

	Response %
Rent	78%
Own	22%
Total	100%

Q5 Which area best describes where you currently live?

	Response %
Suburbs surrounding Eastern Michigan University	2%
Suburbs surrounding University of Michigan	63%
Detroit suburbs	15%
City of Detroit	6%
Other	14%
Total	100%

Q6 Do you plan to rent or own the next housing property you occupy?

	Response %
Rent	65%
Own	35%
Total	100%

Q7 To what extent are the following building attributes important to you when selecting a place to live?

	Not Important (1)	Somewhat Unimportant (2)	I'm Indifferent (3)	Important (4)	Very Important (5)	Mean
Secured parking/Garage	11%	9%	20%	37%	22%	3.52
Yard	7%	12%	37%	33%	11%	3.29
Balcony/ Deck	7%	10%	36%	41%	6%	3.3
Single level or multi-level unit	13%	11%	54%	16%	6%	2.91
Energy efficient housing	3%	4%	26%	50%	16%	3.72
New construction	22%	20%	46%	11%	2%	2.52
Historic building (older architecture)	20%	14%	46%	17%	3%	2.7
Pet friendly	21%	11%	25%	19%	24%	3.12
Gym/Exercise facilities on-site	20%	11%	41%	23%	6%	2.85
Common outdoor space	8%	13%	38%	35%	7%	3.21
Security Guard/Doorman	27%	18%	33%	18%	4%	2.54

Q8 To what extent are the following internal amenities important when selecting a place to live?

	Not Important (1)	Somewhat Unimportant (2)	I'm Indifferent (3)	Important (4)	Very Important (5)	Mean
Exposed Brick	26%	11%	49%	13%	1%	2.52
Exposed Piping	33%	15%	46%	6%	0%	2.26
Granite Tabletops	26%	15%	43%	15%	1%	2.48
High Ceilings	15%	11%	37%	34%	3%	2.99
Washer & Dryer in unit	2%	3%	11%	42%	42%	4.19
High end kitchen w/stainless steel appliances	17%	13%	40%	24%	7%	2.9
Security system	15%	12%	32%	33%	7%	3.05
Hardwood floors	8%	7%	34%	38%	13%	3.41
Walk-in Closet	11%	8%	34%	33%	15%	3.31
Hardwood cabinets	16%	11%	44%	23%	5%	2.9

If forced to choose would you prefer to have less residential space and more/better amenities with your housing choice or greater residential space and fewer/lesser amenities?

Q9

	Response %
Less residential space and more/better amenities	66%
More residential space and fewer/lesser amenities	34%

Q10 Which is more important to you when choosing a place to live?

	Response %
Superior neighborhood amenities	29%
Superior housing amenities	13%
They are equally Important	58%

Q11 Assess the relative importance of the following attributes in your ideal neighborhood? (Neighborhood)

	Not Important (1)	Somewhat Unimportant (2)	I'm Indifferent (3)	Important (4)	Very Important (5)	Mean
Quality of Public Services (Police, Fire, Sanitation)	1%	3%	13%	58%	25%	4.02
Presence of historic buildings	11%	16%	41%	27%	6%	3
Affordable purchase price/rental rate	0%	1%	6%	43%	50%	4.4
Proximity of arts & cultural institution	3%	6%	28%	51%	12%	3.64
Presence of new construction	20%	17%	44%	17%	2%	2.63
Neighborhood safety (Public lighting)	0%	0%	6%	48%	46%	4.37
Convenient/ secure parking	4%	4%	15%	44%	33%	3.97
Access to parks & or recreation	0%	2%	13%	52%	33%	4.15

Q12 How would you characterize the concentration of housing in your ideal neighborhood?

	Response %
Low density-suburban (i.e large lot & large home)	14%
High density-suburban	20%
Low density-urban	41%
High density-urban	24%

Assess the relative importance of the following types of businesses in your next neighborhood? (Consider a neighborhood to represent an area of 6 square blocks)

Q13

	Not Important (1)	Somewhat Unimportant (2)	I'm Indifferent (3)	Important (4)	Very Important (5)	Mean
Retail/Clothing	12%	18%	36%	27%	7%	2.98
Retail/Other	9%	12%	31%	40%	8%	3.27
Entertainment, Bars, Nightclubs	8%	13%	28%	36%	15%	3.37
Entertainment/Other (theaters, museums etc.)	4%	7%	26%	50%	12%	3.6
Grocery stores	1%	0%	5%	36%	57%	4.48
Restaurants	2%	3%	10%	49%	37%	4.17
Health services	4%	9%	33%	34%	20%	3.57
Other services (dry cleaners, laundry, shoe repair)	5%	7%	24%	45%	19%	3.69

Assess the relative importance of the following types of gathering places in your next neighborhood? (Consider a neighborhood to represent an area of 6 square blocks)

Q14

	Not Important (1)	Somewhat Unimportant (2)	I'm Indifferent (3)	Important (4)	Very Important (5)	Mean
Bookstores	3%	5%	26%	46%	21%	3.77
Music stores	8%	12%	46%	25%	9%	3.14
Coffee shops	3%	2%	16%	45%	35%	4.06
Cafes	2%	3%	17%	50%	27%	3.96
Diners	5%	8%	29%	41%	17%	3.57

Assess the relative importance of the following types of retail clothing businesses in your next neighborhood? (Consider a neighborhood to represent an area of 6 square blocks)

Q15

	Not Important (1)	Somewhat Unimportant (2)	I'm Indifferent (3)	Important (4)	Very Important (5)	Mean
Small independent boutiques	15%	11%	35%	26%	13%	3.11
High end national chain	27%	17%	40%	15%	1%	2.47
Medium range national chain	20%	13%	39%	24%	3%	2.77

Assess the relative importance of the following types of grocery stores in your next neighborhood? (Consider a neighborhood to represent an area of 6 square blocks)

Q16

	Not Important (1)	Somewhat Unimportant (2)	I'm Indifferent (3)	Important (4)	Very Important (5)	Mean
High end grocer-i.e. Whole Foods/Trader Joe's	8%	7%	28%	41%	16%	3.5
Medium range grocer-i.e. Kroger	4%	4%	22%	45%	25%	3.83
Organic Co-op	12%	12%	34%	28%	15%	3.23
Specialty market, bodega	15%	9%	38%	26%	12%	3.09

Assess the relative importance of the following types of retail/other stores in your next neighborhood? (Consider a neighborhood to represent an area of 6 square blocks)

Q17

	Not Important (1)	Somewhat Unimportant (2)	I'm Indifferent (3)	Important (4)	Very Important (5)	Mean
National chain bookstores	17%	12%	38%	31%	2%	2.91
Independent bookstores	8%	7%	33%	40%	13%	3.44
National chain electronics stores	24%	18%	40%	16%	2%	2.53
Independent electronics stores	22%	17%	43%	16%	3%	2.61
National chain music stores	29%	19%	40%	11%	0%	2.34
Independent music stores	14%	17%	37%	22%	10%	2.95

How far from your residence would you be willing to travel for the following?

Q18

	0-2 blocks (1)	2-5 blocks (2)	5-10 blocks (3)	10-20 blocks (4)	20+ blocks (5)	Mean
Retail/Clothing	2%	5%	19%	26%	48%	4.14
Retail/Other	1%	9%	26%	32%	32%	3.86
Entertainment, Bars, Nightclubs	2%	13%	32%	28%	24%	3.59
Entertainment/Other (theaters, museums etc.)	1%	3%	32%	34%	30%	3.88
Grocery stores	8%	30%	34%	17%	11%	2.92
Restaurants	4%	19%	37%	22%	18%	3.32
Health services	2%	12%	22%	29%	35%	3.81
Other services (dry cleaners, laundry, shoe repair)	8%	23%	33%	22%	15%	3.13

Q19 How often do you travel to the city of Detroit?

	Response %
Daily	11%
Weekly	16%
Monthly	26%
Annually	29%
Never	19%

When traveling to Detroit, what usually brings you to the city?
Q20 (Check all that apply)

	Check all that apply	Responses
Employment	47	47
Fine Arts (museums, theaters, opera houses)	87	87
Casinos	24	24
Medical Services	12	12
Nightclubs &/or Restaurants	77	77
Sports	69	69
Shopping	17	17
Other	71	71

To what extent would each of the following need to improved in order to attract you to live in downtown Detroit?
Q21

	No Improvement Needed (1)	Some Improvement Needed (2)	Significant Improvement Needed (3)	I don't know (4)	Mean
Safety (i.e. Police presence/effectiveness, lighting)	2%	22%	66%	10%	2.84
Transportation	6%	16%	62%	16%	2.88
Retail & Restaurant selection	8%	34%	38%	20%	2.71
Selection of grocery stores	5%	11%	53%	31%	3.1
Public services (road maintenance, sanitation)	5%	23%	52%	20%	2.87
Lower property taxes	9%	15%	23%	53%	3.2
Education system/schools	5%	9%	63%	24%	3.06
Health Services	15%	19%	25%	41%	2.92
Parks & Trails	5%	19%	51%	25%	2.97
Job Opportunities	6%	12%	62%	20%	2.97

APPENDIX E: IF ONLY WE HAD MORE TIME

At Lou Glazer's request, the MAP team has compiled this list of items that we would have researched had there been more than seven weeks available to do the report.

- What the breakdown in employment opportunities by industry is in communities which attract larger quantities of MKW, and how that compares to Detroit.
- Understanding the history of Chicago's revitalization, particularly the planned elements (such as tax incentives) which helped to spur on its growth.
- Comparing the breakdown of crime by individual neighborhood between Detroit and Chicago.
- Identifying the reasons why the MKW who currently reside in Detroit chose to move there and stay.
- Identifying the developers in Detroit as well as across the nation who are successful in developing residential units that appeal to MKW, and conducting an analysis of the different housing and neighborhood attributes to understand the commonalities.
- Analyzing the effectiveness of existing incentive methods, and looking at the policies of analogous cities that encourage the neighborhood and housing development attractive to MKW.