A booklet designed to outline the benefits of a fund designed to support the revitalization of Detroit neighborhoods.

Utilizing community partnerships and city data, Invest Detroit was able to identify the assets and needs of three Detroit neighborhoods and infrastructures of Public Good to be the goals and framework of the initial proposals. The booklet emphasizes a clean, uniform structure for clear and purposeful articulation of the plans.

Strategic Neighborhood Fund

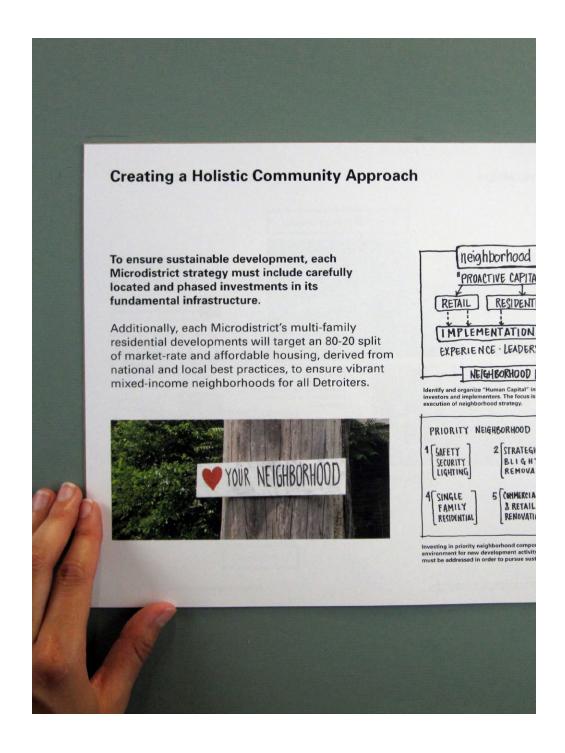
Invest Detroit, Detroit MI www.investdetroit.com

PROJECT CREDITS

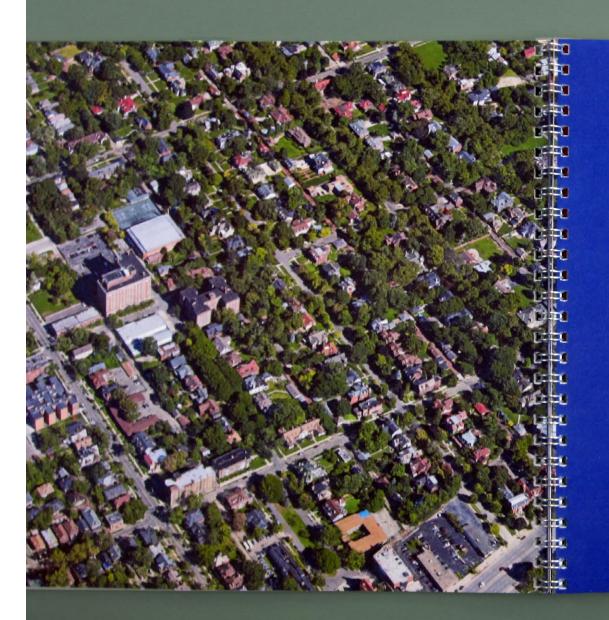
Christian Unverzagt, Eva Zielinski, Nikki Roach

SPECS - BOOKLET

Printed in a limited edition of 100 Print Date: March 2016 Dimensions: 12" x 9". Landscape, 64 pages Cover Stock: 140# French Speckletone Kraft Cover Text Stock: 80# Finch Smooth Text Cover Ink: 804C Text Ink: Digital Binding: Wire-O Binding (Silver) Typeface: Univers







WEST VILLAGE

What is the Value Proposition for the West Village Microdistrict?

Sociocultural/Economic Value

- · Financially attainable residential options
- · Mixed-use, mixed-income neighborhood
- · Historic Indian Village District
- · Multicultural resident and business community
- · Independent retail and commercial businesses

Authentic Place-Based Value

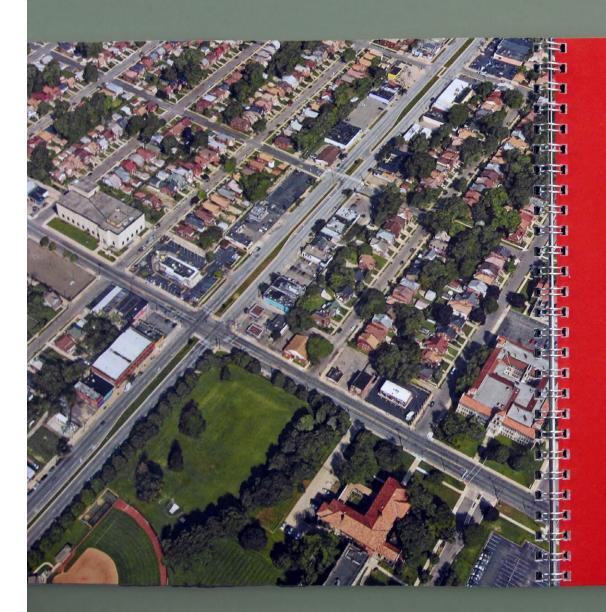
- · Physical integrity and connectivity of place
- · Eclectic variety of residential building types
- · Pedestrian and bicycle access to goods and services
- · Nearby Belle Isle Park: Detroit's "Central Park"
- · Convenient access to 5 miles of public waterfront











LIVERNOIS-McNICHOLS

What is the Value Proposition for the Livernois-McNichols Microdistrict?

Sociocultural/Economic Value

- · Two anchor educational institutions as collaborators
- · Sinai-Grace Medical Campus as anchor employer
- · Stable, high quality residential neighborhoods
- · Diverse range of income and wealth
- · Alignment with City of Detroit's top planning priorities

Authentic Place-Based Value

- · Physical integrity and connectivity of place
- · Historic campus architecture
- · Historic residences and neighborhood streets
- Proximity to Avenue of Fashion: destination independent retail district
- · Reusable McNichols commercial building stock

