



Business and Developers Metropark Evaluation

Business Concerns

- Promote positive image of detroit
- Increase business income
- Improve property values
- Fast return on investment
- Politically feasible

Fort Wayne

- Positive
 - Unencumbered by political interests
 - Area is available
 - Not contaminated



Fort Wayne

- Negative
 - Not central to major business center
 - No short term returns on investment
 - Few obvious commercial opportunities
 - Neighborhood less likely to be revitalized

Belle Isle

- Positive

- Likely to attract businesses and young professionals to downtown
- Immediate results
- Existing park is popular
- Improving detroit's image
- Accessibility
- Link to east riverfront development



Belle Isle

- Corporate support
 - Sponsor “comerica days”
 - Easiest site to lend positive image
 - Proximity to downtown

Belle Isle

- Negative
 - Hard to sell to the suburbanites
 - Negative reputations
 - No opportunity for business on the island
 - Very seasonal use
 - Difficult to collect fees politically
 - Operating costs may be prohibitively high
 - Political obstacles: city unwilling to release control

Michigan State Fairgrounds

- Positive
 - Waterpark could generate more revenue than any other site
 - Opportunity for residential development
 - Facilities would directly benefit community
 - Easiest to sell to suburbs
 - Businesses with branches Likely to support



Michigan State Fairgrounds

- Negative
 - Competition with nearby metroparks
 - No direct business interests/connection from downtown
 - Not targeted at young professionals
 - Would not improve core of the city

West Riverfront

- Pros:
 - Increases property values downtown
 - Great location to attract future consumers, businesses, and residents
 - Would insure easy, public access to river
 - Year-round usage
 - Pollution remediation will benefit adjacent land

West Riverfront

- Negative
 - Small size
 - Difficult to acquire contiguous land
 - Precludes future, perhaps more lucrative, development

Recommendation

- Large businesses and outlying counties would support the riverfront park
- Inner-suburb businesses would support the fairgrounds park

Business/developer Team

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