

Michigan Avenue Innovation Network

A historic gateway...reimagined as Michigan's Mobility Innovation Network.

For generations, Michigan Avenue has connected people, places, and industry. Today, Michigan Avenue is being activated as MAIN, a 30-mile corridor linking Michigan Central, the University of Michigan, and Willow Run's Advanced Mobility Center into one innovation ecosystem.

The road that built Michigan's economy is ready to power its next generation of mobility.



1.7M
people



700K+
households



718K+
employees



40K+
businesses



804K+
labor force

THE M.A.I.N. DIFFERENCE:

- ✓ Proximity to UofM – largest research University in US
- ✓ Proximity to other mobility anchors - ACM, Mcity, Michigan Central, and auto OEMs
- ✓ Strong regional identity around mobility, EV, and advanced manufacturing
- ✓ Proximity to DTW
- ✓ Easy I 275 and I 94 access
- ✓ Access to the Rouge River, parks, and trails
- ✓ Diverse communities with wide array of housing options



1,000+ Stakeholders, 10 Communities, 1 MAIN



CITY OF
YPSILANTI



CITY OF
WESTLAND
MICHIGAN

