



ROSA PARKS - CLAIMMOUNT

NEAR-TERM NEIGHBORHOOD TRANSFORMATION STRATEGIES



WELCOME!

12TH STREET COMMUNITY
CELEBRATE THE NEXT 50 YEARS

INTRODUCING:

- **MARY SHEFFIELD:** CITY COUNCIL
- **VINCE KEENAN:** DIRECTOR, DEPT. OF NEIGHBORHOODS
- **MAURICE COX:** DIRECTOR, PLANNING AND DEVELOPMENT DEPT.
- **STEVE LEWIS:** DESIGN DIRECTOR, CENTRAL REGION
- **DAN RIEDEN:** LEAD LANDSCAPE ARCHITECT, CENTRAL REGION

MEETING OVERVIEW:

- **PART 1:** DEVELOPER'S UPDATE
- **PART 2:** NEIGHBORHOOD FRAMEWORK UPDATE
- **PART 3:** OPEN HOUSE

SHOUT OUTS:

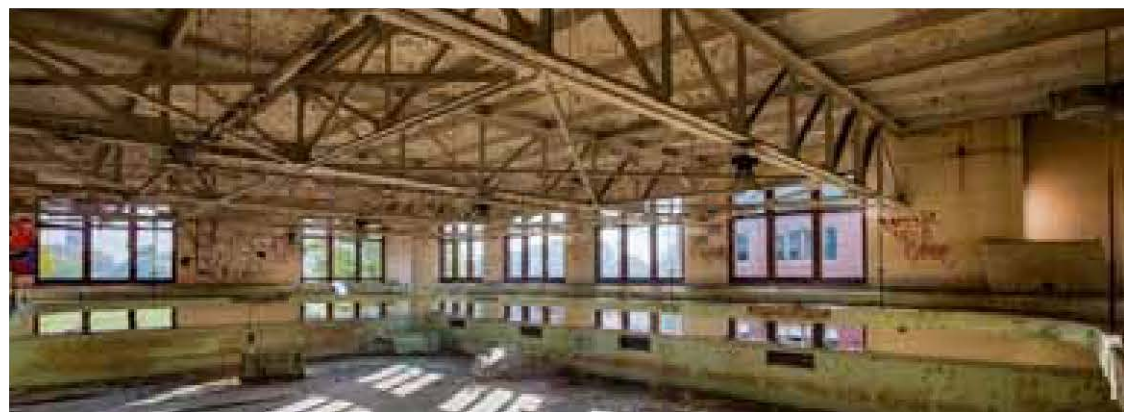
- **ERIN GUNN:** PROVIDING MUSIC
- **PEACHES & GREENS:** PROVIDING REFRESHMENTS

OPEN HOUSE:

- **SERVICE TABLES:**
 - DETROIT ECONOMIC GROWTH CORPORATION [DEGC]
 - DETROIT LAND BANK AUTHORITY [DLBA]
 - CENTRAL DETROIT CHRISTIAN COMMUNITY DESIGN CENTER [CDCCDC]
 - MIDTOWN DETROIT INC. [MDI]
- **PRESENTATION BOARDS:** HOSTED BY PDD & HKD
- **SIGN-IN TABLE:** FOR QUESTIONS & COMMENTS

PART 1:
DEVELOPER'S
UPDATE

HERMAN KIEFER DEVELOPMENT



HKD | UPDATES



CROSMAN + HUTCHINS SCHOOLS:

- WINDOWS CLEAR BOARDED + PERIMETER SECURED



HERMAN KIEFER:

- LIGHTS + POWER RESTORED, SECURITY CAMERAS ACTIVATED



HUTCHINS SCHOOL:

- ROOF FIXED, WINDOWS CLEAR BOARDED, PERIMETER SECURED

HKD | UPDATES

HERMAN KIEFER:

- LIGHTS + POWER RESTORED, SECURITY CAMERAS ACTIVATED



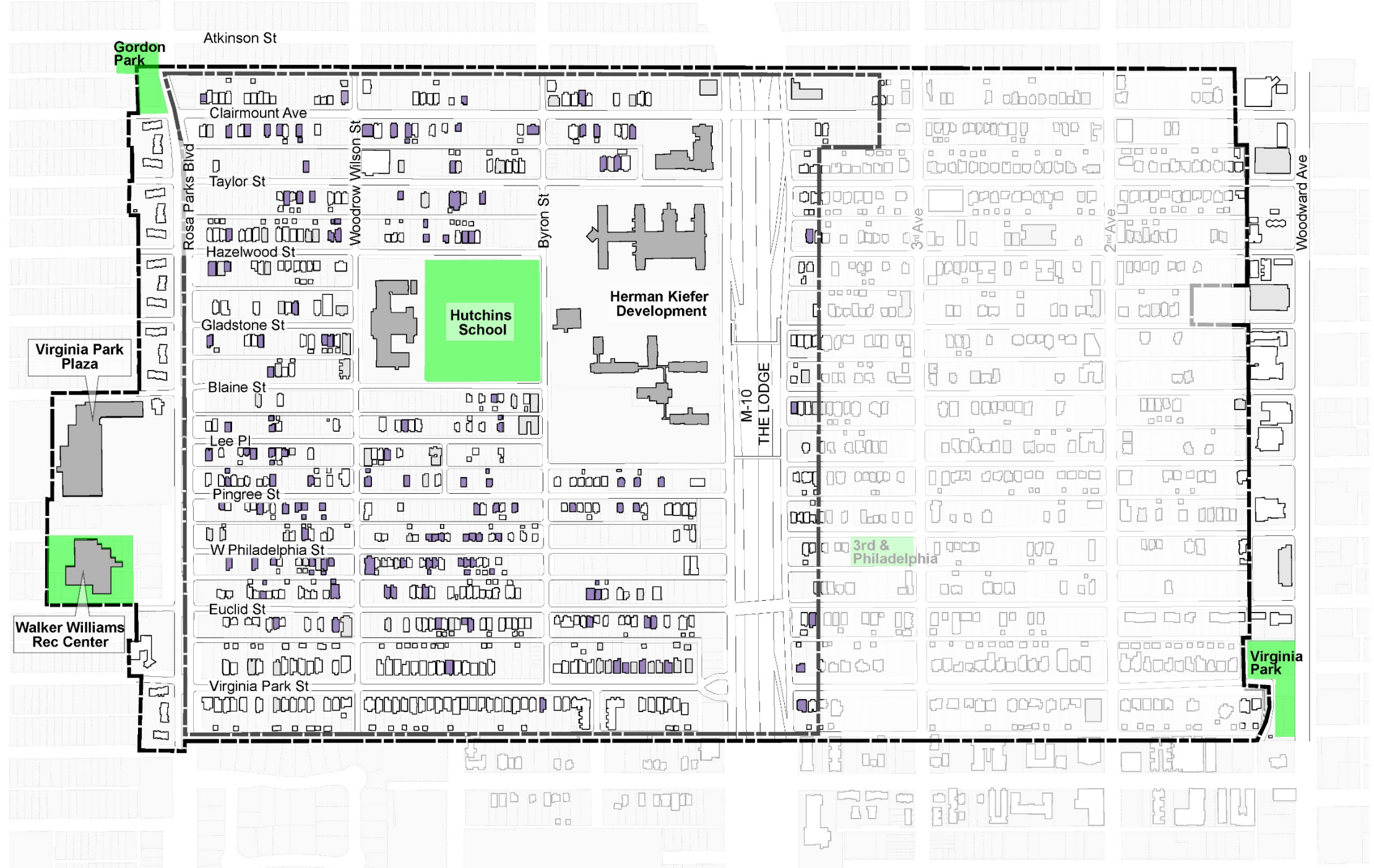
HKD | NEIGHBORHOOD CLEAN UP

95 DLBA
STRUCTURES
BOARDED UP

45,000 LBS
OF GARBAGE
REMOVED

5,000 HRS
OF CLEAN-UP
LABOR

40+
FIRE HYDRANTS
PAINTED



HKD | BOARD UPS



HKD | CLEAN UP



HKD | CLEAN UP





NEIGHBORHOOD ADVISORY COMMITTEE

- GEORGE ADAMS
- DR. ARMSTRONG
- KATHY BLAKE
- MARQUISHA BOOKER
- SHARON CALMESE
- RENEE GUNN
- LORENZO JONES
- MARQUITA REESE
- RAYMOND THOMAS

CENTRAL DETROIT CHRISTIAN CDC UPDATE: PROGRAMS



Teaching Garden



Summer Camp

CENTRAL DETROIT CHRISTIAN CDC UPDATE: PROGRAMS



Art House



Summer Workforce

CENTRAL DETROIT CHRISTIAN CDC UPDATE: PHILADELPHIA PARK



Neighborhood Fitness Course

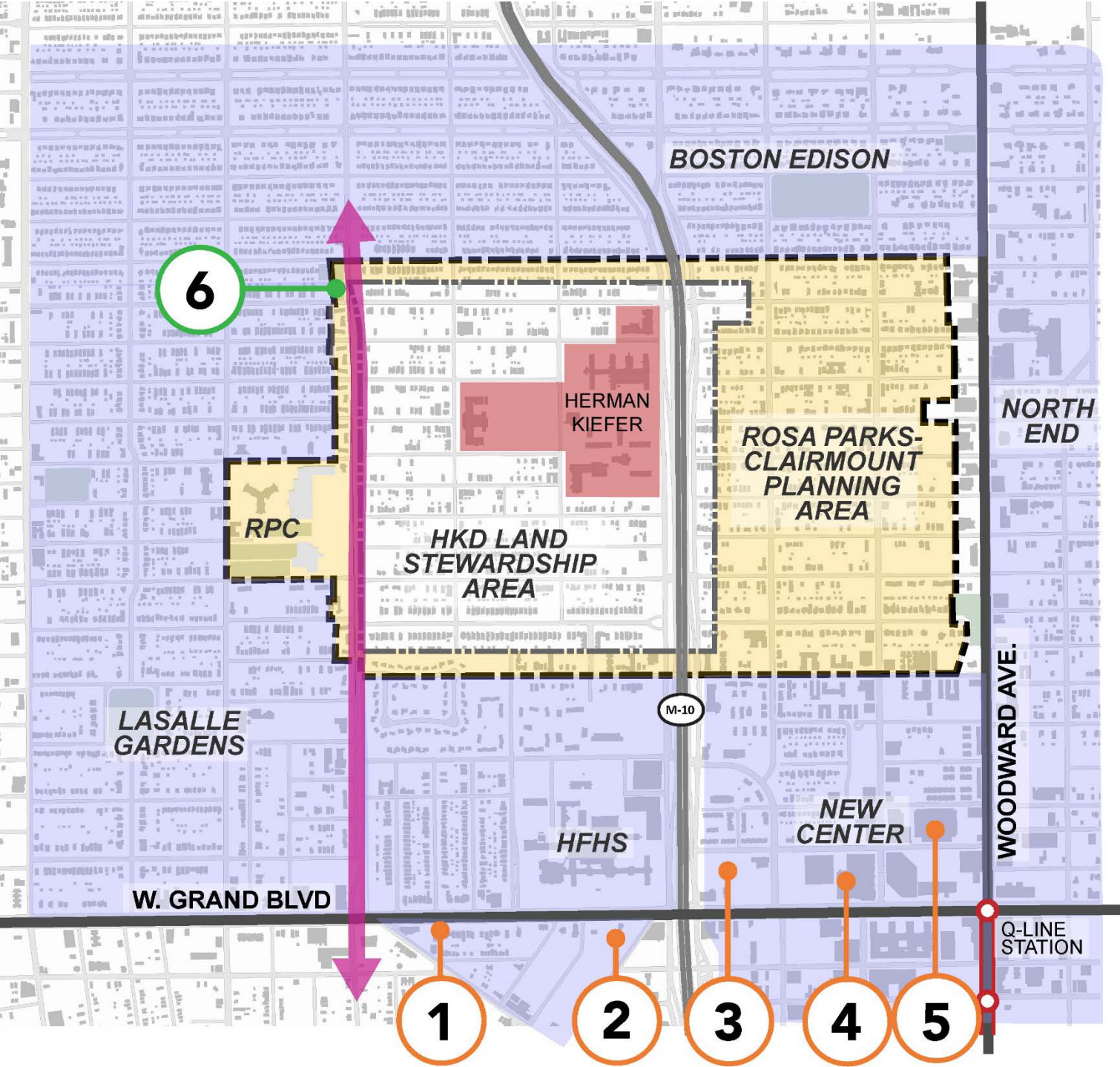


Philadelphia Park

SURROUNDING INVESTMENTS

STABILIZE THE NEIGHBORHOOD AROUND HERMAN KIEFER DEVELOPMENT (HKD)

USE 12TH STREET TO CONNECT AREAS OF STRENGTH AND COMMUNITY ASSETS



- 1. MOTOWN MUSEUM - \$50M
- 2. HFHS SOUTH CAMPUS- \$155M
- 3. 3RD & GRAND - \$53M
- 4. FISHER BLDG. - \$50M
- 5. KAHN BLDG. - \$50M
- 6. GORDON PARK - \$585K

1. MOTOWN MUSEUM - \$50M



2. HFHS SOUTH CAMPUS- \$155M



3. 3RD & GRAND



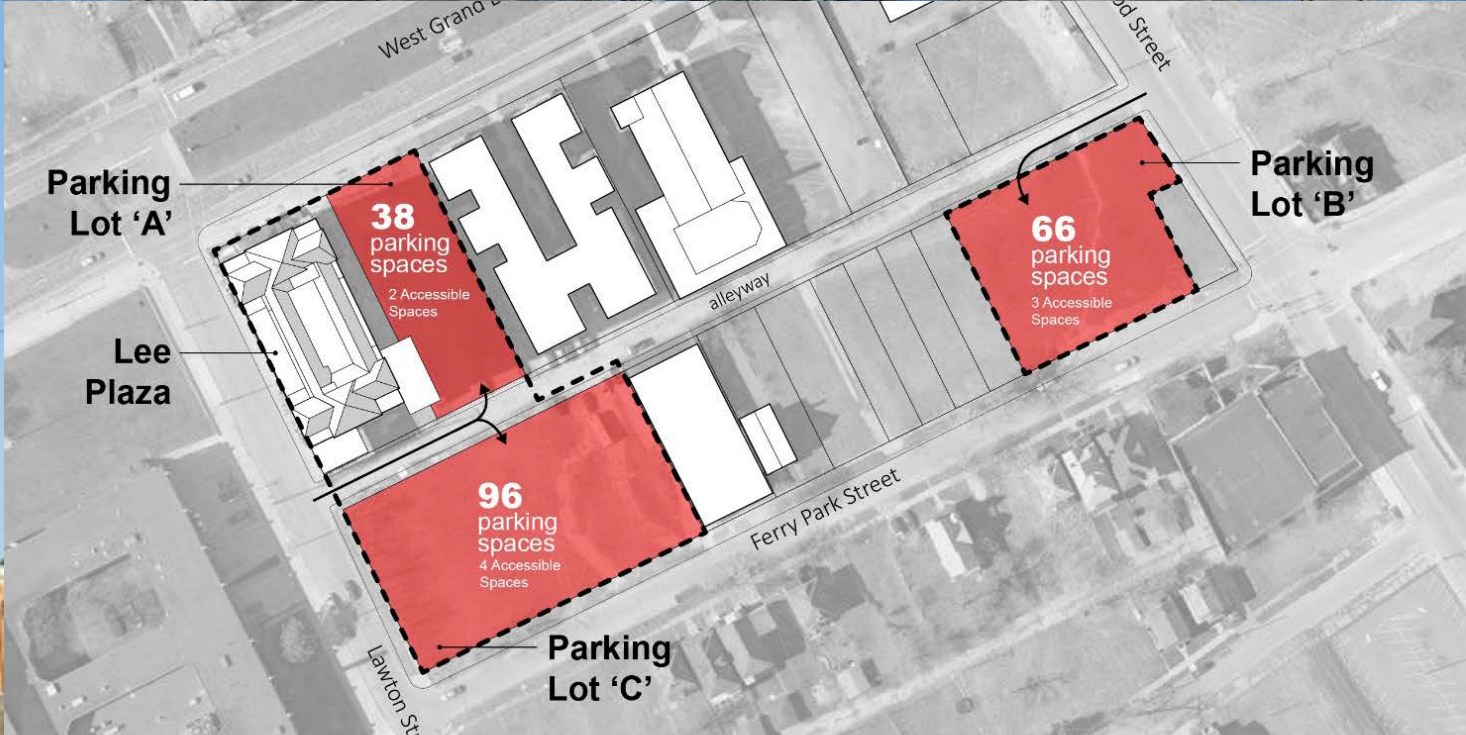
4. FISHER BLDG. - \$50M



5. KAHN BLDG. - \$50M



LEE PLAZA



PART 2:
NEIGHBORHOOD
FRAMEWORK
UPDATE

COMMUNITY ENGAGEMENT | WHAT WE HEARD SO FAR...



7
NEIGHBORHOOD
AGENCY TABLES

3
PUBLIC
FORUM
MEETINGS

10
ADVISORY +
FOCUS GROUP
MEETINGS

12
WEEKS ON-SITE
OPEN OFFICE
HOURS

7
RESIDENT
STORY TELLING
SESSIONS

What we heard from residents:

- We value our neighbors and want to stay
- Safety
- Address vacant buildings, home & land
- Maintain continuity of the architectural style of existing housing
- Bring back neighborhood amenities, such as retail and educational centers

COMMUNITY ENGAGEMENT | WHAT WE HEARD

"I've lived in this neighborhood since I was 5, we were 15 children in an 8-bedroom house. If we got in trouble, neighbors would tell, we were all one big family."

Eileen Singleton, Philadelphia Ave., Detroit

NEIGHBORHOOD IDENTITY | 12TH STREET HERITAGE

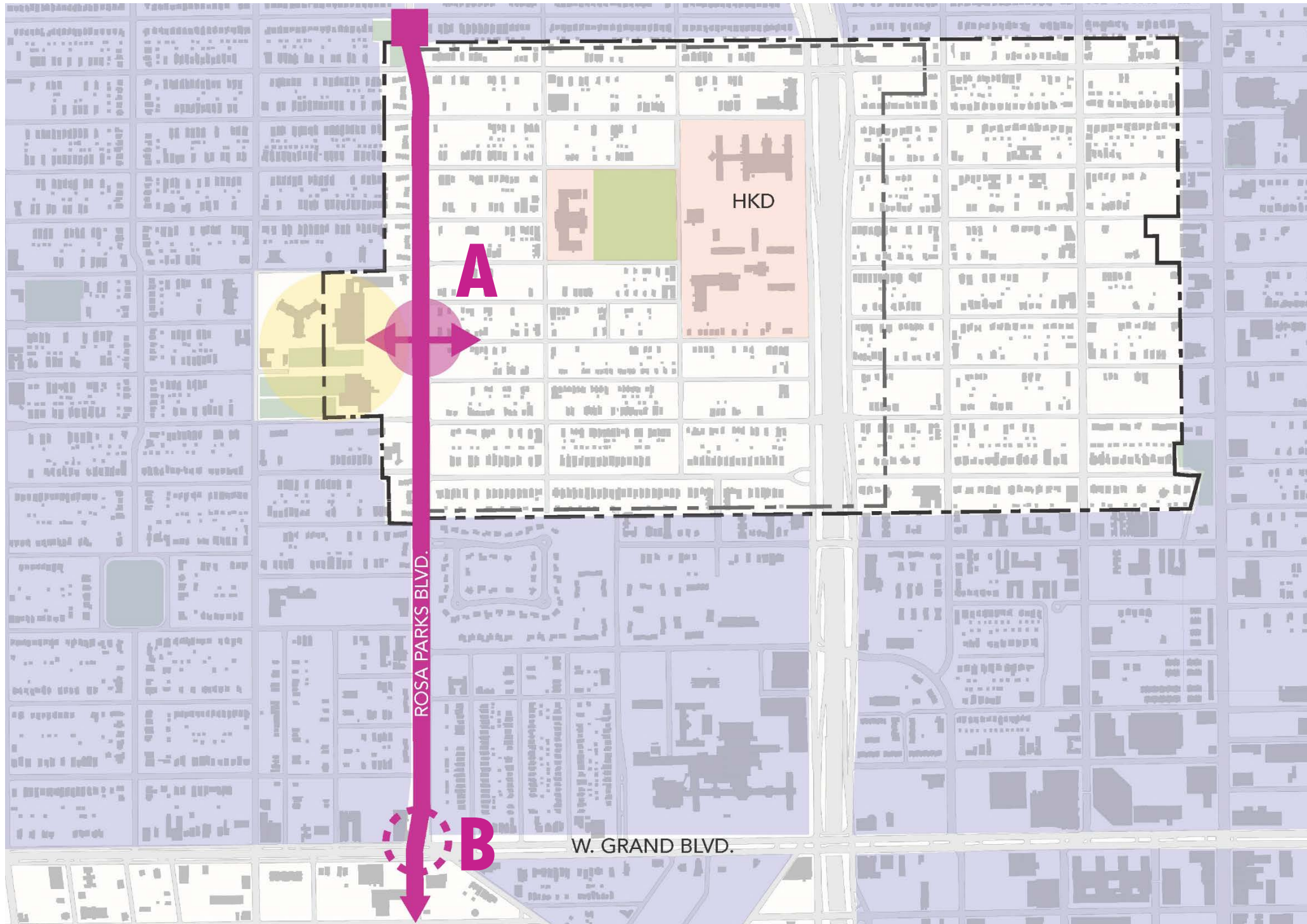


PRESENTATION CONTENTS

- **STRATEGY 1:** CONNECT NEIGHBORHOODS BY IMPROVING ROSA PARKS (12TH ST.)
- **STRATEGY 2:** PROMOTE DEVELOPMENT EAST OF THE LODGE
- **STRATEGY 3:** STRENGTHEN NEIGHBORHOOD RETAIL
- **STRATEGY 4:** CREATING GREAT NEIGHBORHOOD PARKS

STRATEGY 1
CONNECT NEIGHBORHOODS:
IMPROVING
ROSA PARKS (12TH ST.)

LOCAL CONNECTIVITY | ROSA PARKS BLVD.



ROAD BOND PROJECTS:

A ROSA PARKS STREETScape IMPROVEMENTS

- LANDSCAPED MEDIAN + STREET TREES
- 12TH ST. SIGNAGE/BRANDING
- PROTECTED BIKE LANES
- ENHANCED CROSSING AT PINGREE ST.

B REDESIGN INTERSECTION AT GRAND BLVD.

PROJECT A | ROSA PARKS (12TH STREET) STREETScape



LANDSCAPED MEDIAN & STREET TREES



PROTECTED BIKE LANES

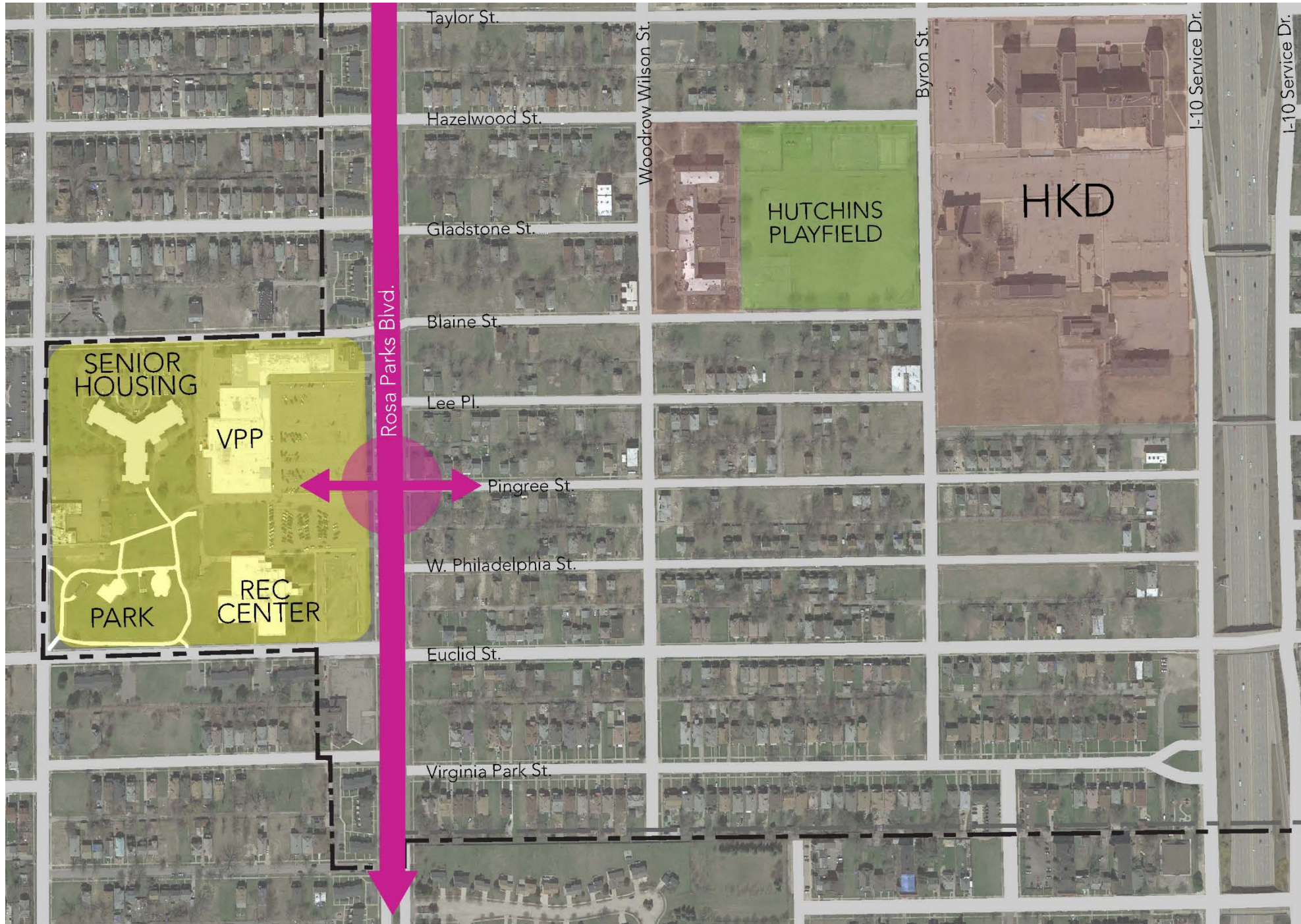


12TH ST. BRANDING & SIGNAGE



ENHANCED CROSSWALK

VIRGINIA PARK PLAZA | EXISTING CONDITIONS



1 CONNECT NEIGHBORHOOD TO COMMUNITY ASSETS

2 PROVIDE SAFE PASSAGE

3 BEAUTIFY 12TH STREET NEIGHBORHOOD

VIRGINIA PARK PLAZA | EXISTING CONDITIONS



Virginia Park Plaza Existing Entry Condition

VIRGINIA PARK PLAZA PROPOSED PROMENADE



**\$500K
CAPITAL
FUNDING**

Proposed Virginia Park Plaza Promenade

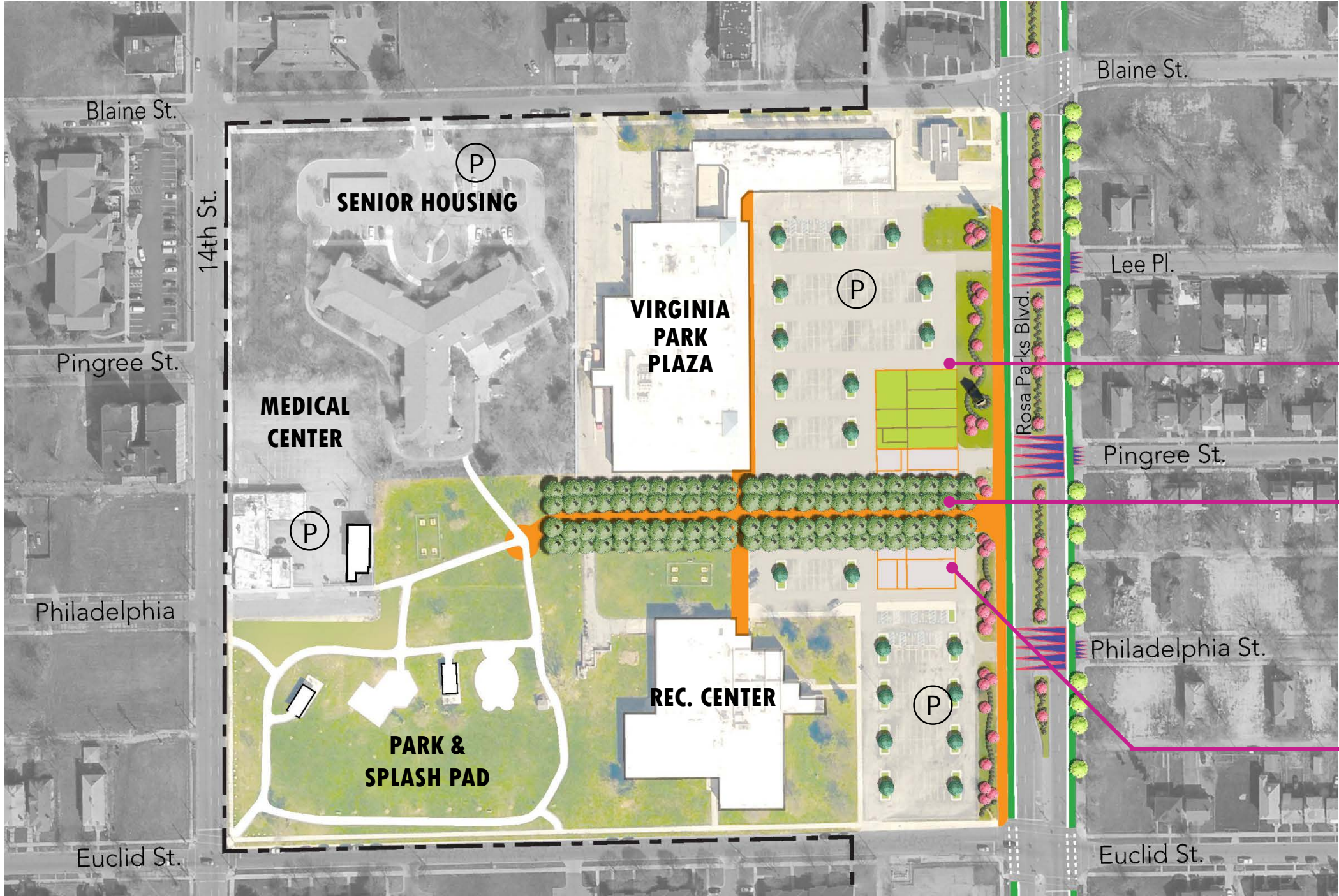
1 CREATE FRONT DOOR
ACCESS TO
COMMUNITY CORE

2 SUPPORT VPP
BUSINESS
REVITALIZATION

VIRGINIA PARK PLAZA | EXISTING CONDITIONS



VIRGINIA PARK PLAZA PROMENADE

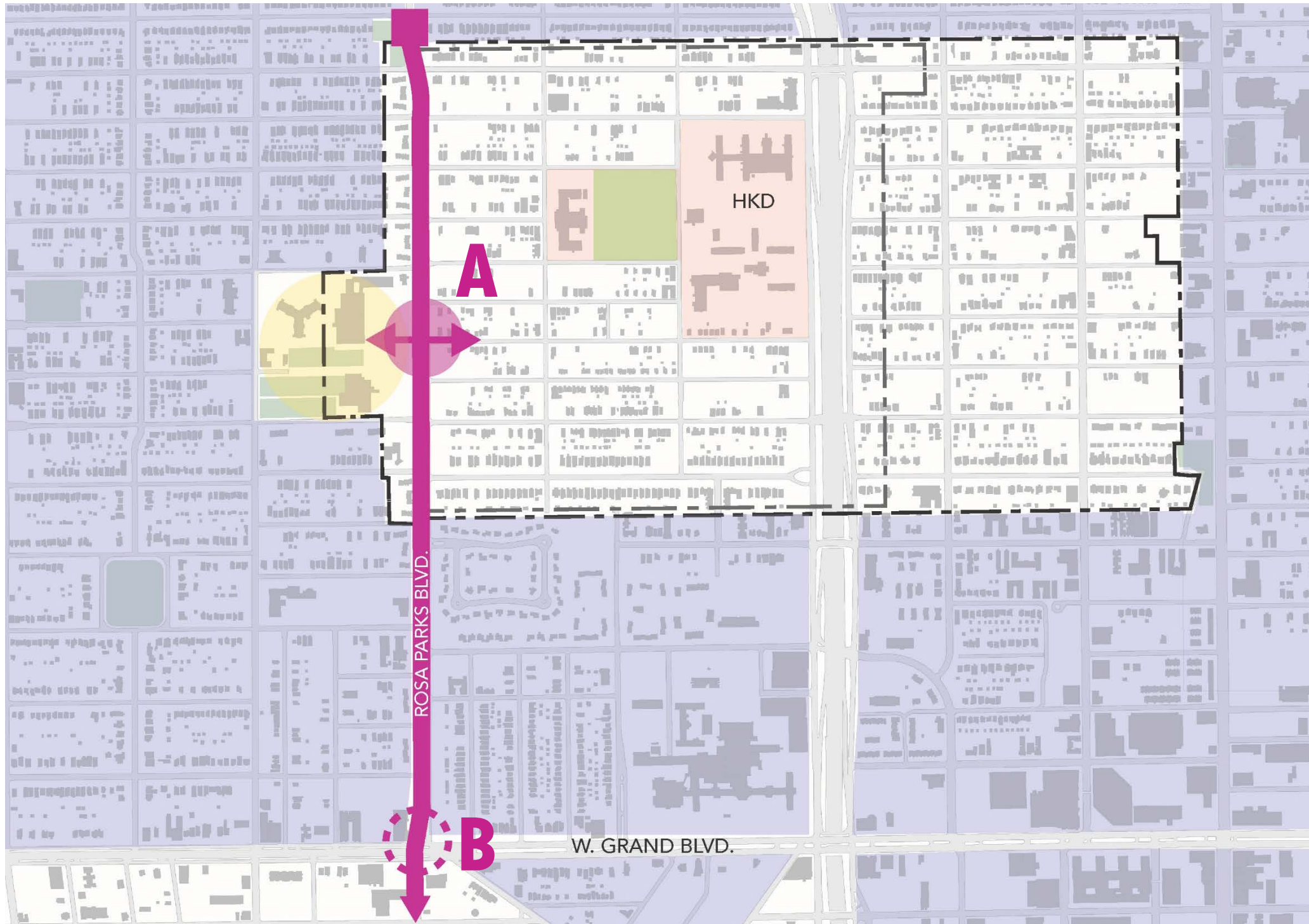


GREEN SPACE W/
HISTORIC 12TH ST.
FOOTPRINT

PROMENADE
CONNECTION FROM
12TH ST. TO PARK

POP-UP MARKET SPACE
W/ HISTORIC 12TH ST.
FOOTPRINT

LOCAL CONNECTIVITY | ROSA PARKS BLVD.



ROAD BOND PROJECTS:

A ROSA PARKS STREETScape IMPROVEMENTS

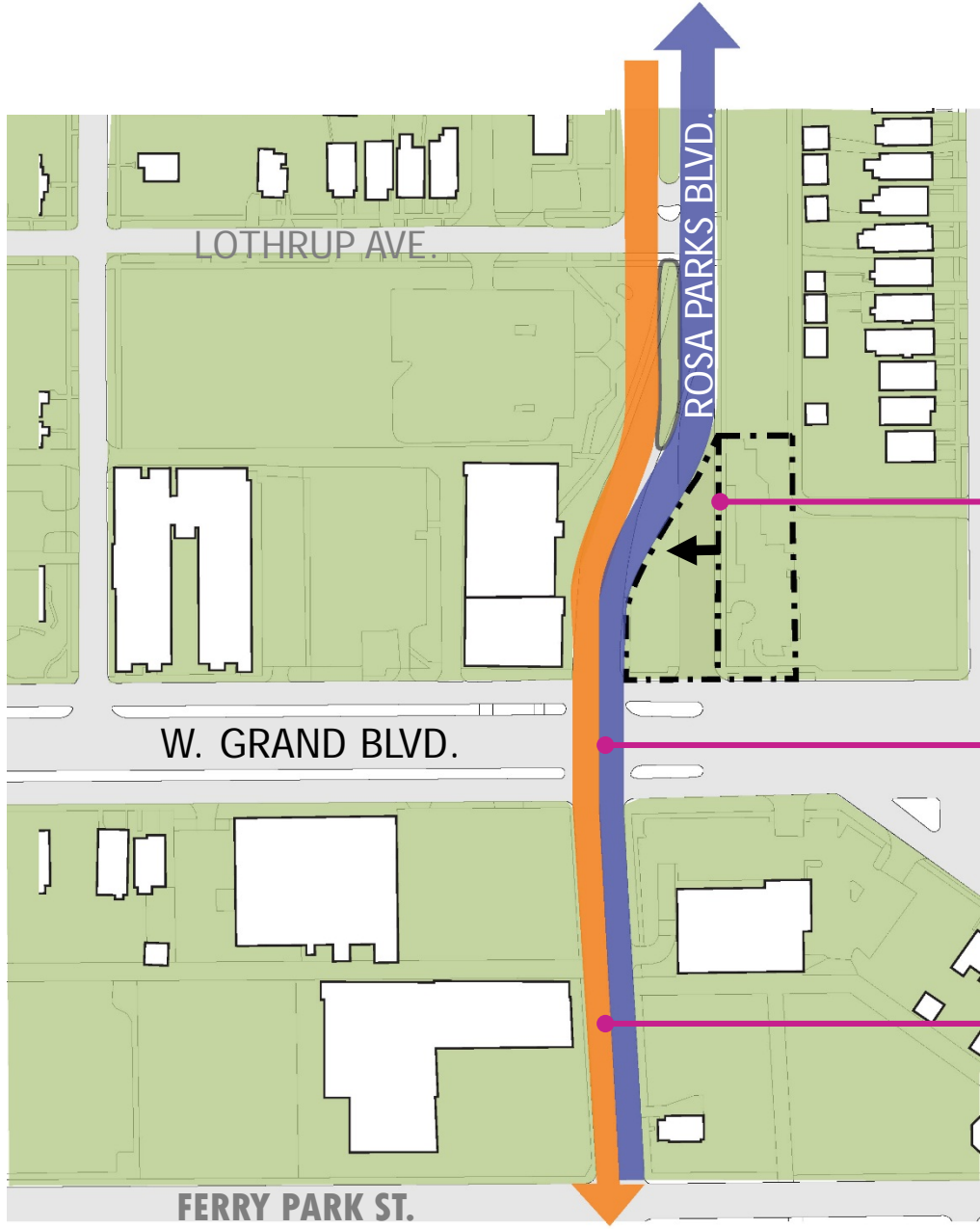
- LANDSCAPED MEDIAN + STREET TREES
- 12TH ST. SIGNAGE/BRANDING
- PROTECTED BIKE LANES
- ENHANCED CROSSING AT PINGREE ST.

B REDESIGN INTERSECTION AT GRAND BLVD.

PROJECT B | GRAND BLVD. INTERSECTION



EXISTING: North - South Traffic Pattern



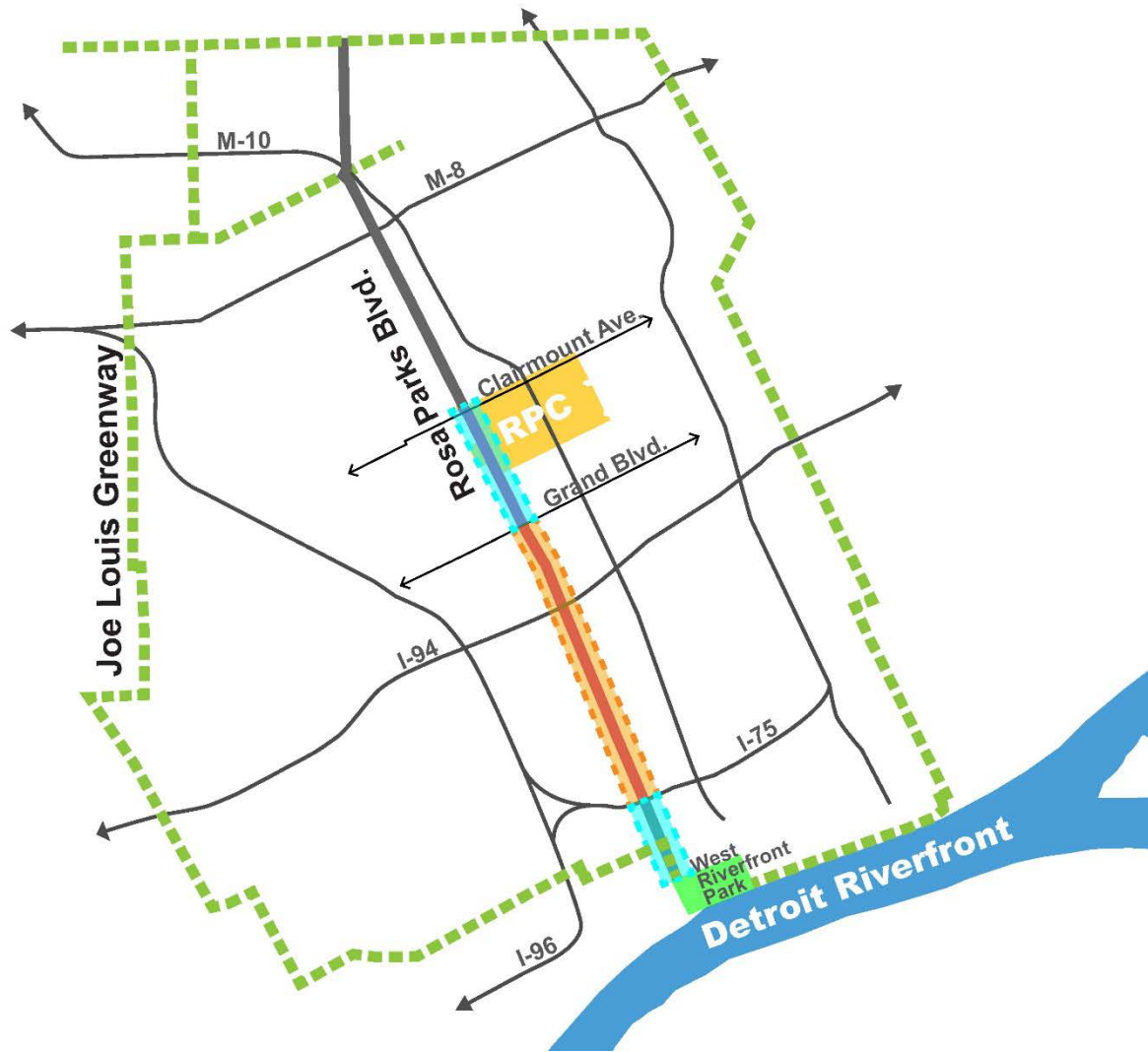
PROPOSED: Reconfigured Traffic Pattern

CLOSE NORTH- BOUND SECTION OF ROSA PARKS

REDESIGN INTERSECTION AT GRAND BLVD

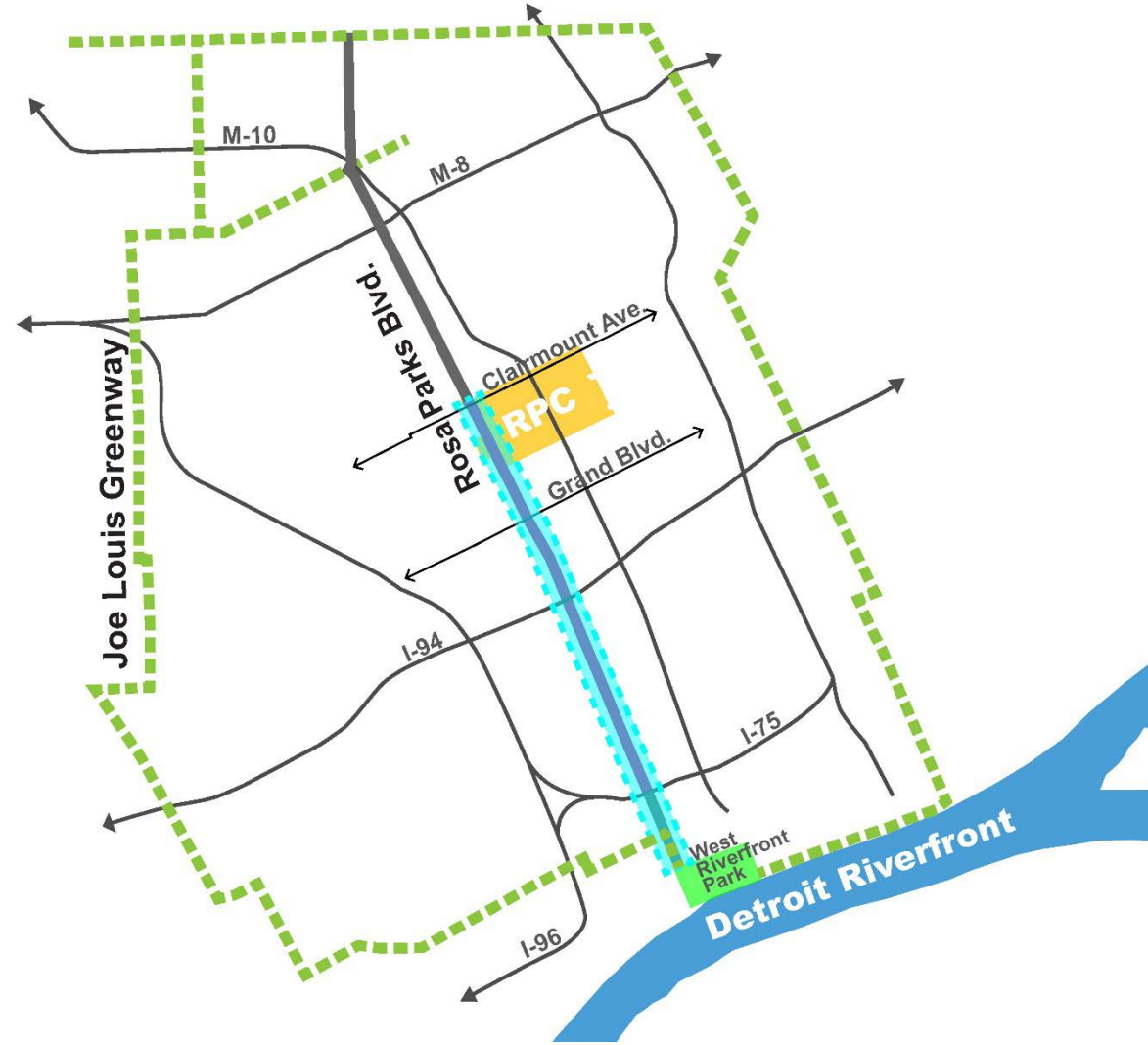
ADD BIKE LANES AND 2-WAY STREET CONVERSION

REGIONAL CONNECTIVITY | ROSA PARKS BLVD



1-WAY TRAFFIC
2-WAY TRAFFIC

EXISTING: NORTH - SOUTH TRAFFIC PATTERN



1-WAY TRAFFIC
2-WAY TRAFFIC

PROPOSED: RECONFIGURED TRAFFIC PATTERN

\$3.3M
ROAD
BOND

3.5 MI.
PROJECT
LENGTH

2018
DESIGN
2019
INSTALL

DPW
AGENCY

REGIONAL CONNECTIVITY | WEST RIVERFRONT



REGIONAL CONNECTIVITY | WEST RIVERFRONT



STRATEGY 2
HOUSING & REVITALIZATION:
OPPORTUNITY SITES &
DLBA HOMES EAST OF THE LODGE

MULTI-FAMILY HOUSING | OPPORTUNITY SITES

801 Virginia Park Ave.



30
DWELLING
UNITS

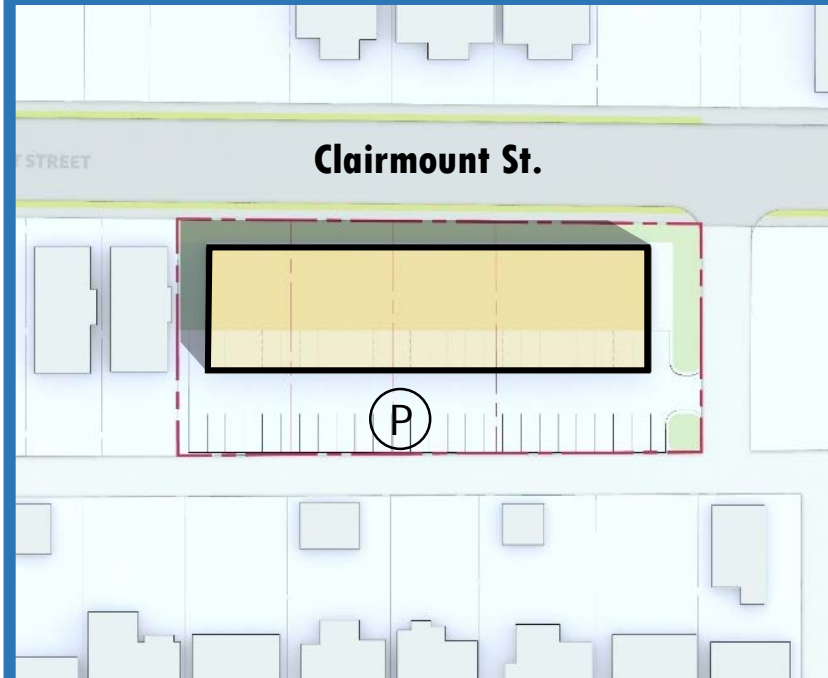
20%
AFFORDABLE

\$6.2M
TOTAL
DEVELOPMENT
COST

MARKETING ➔ **Q3, 2018**

[Former Hope Hospital Site]

61 - 97 Clairmount St.

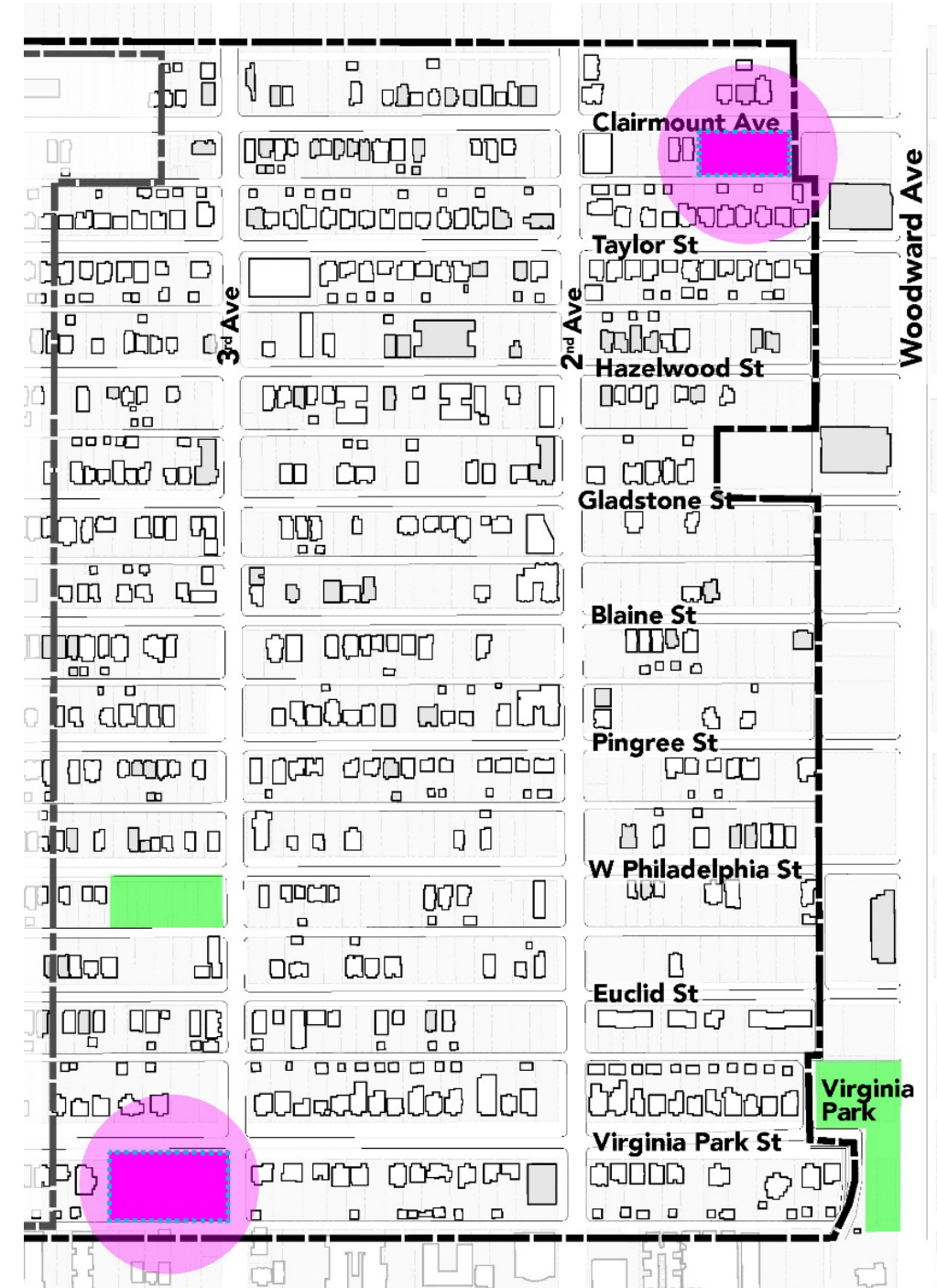


45
DWELLING
UNITS

20%
AFFORDABLE

\$8M
TOTAL
DEVELOPMENT
COST

MARKETING ➔ **Q3, 2018**



SINGLE FAMILY HOUSING | DLBA ACTIVITY

701 CLAIMMOUNT



AUCTION PIPELINE

714 BLAINE



RECENT SALE

634 GLADSTONE

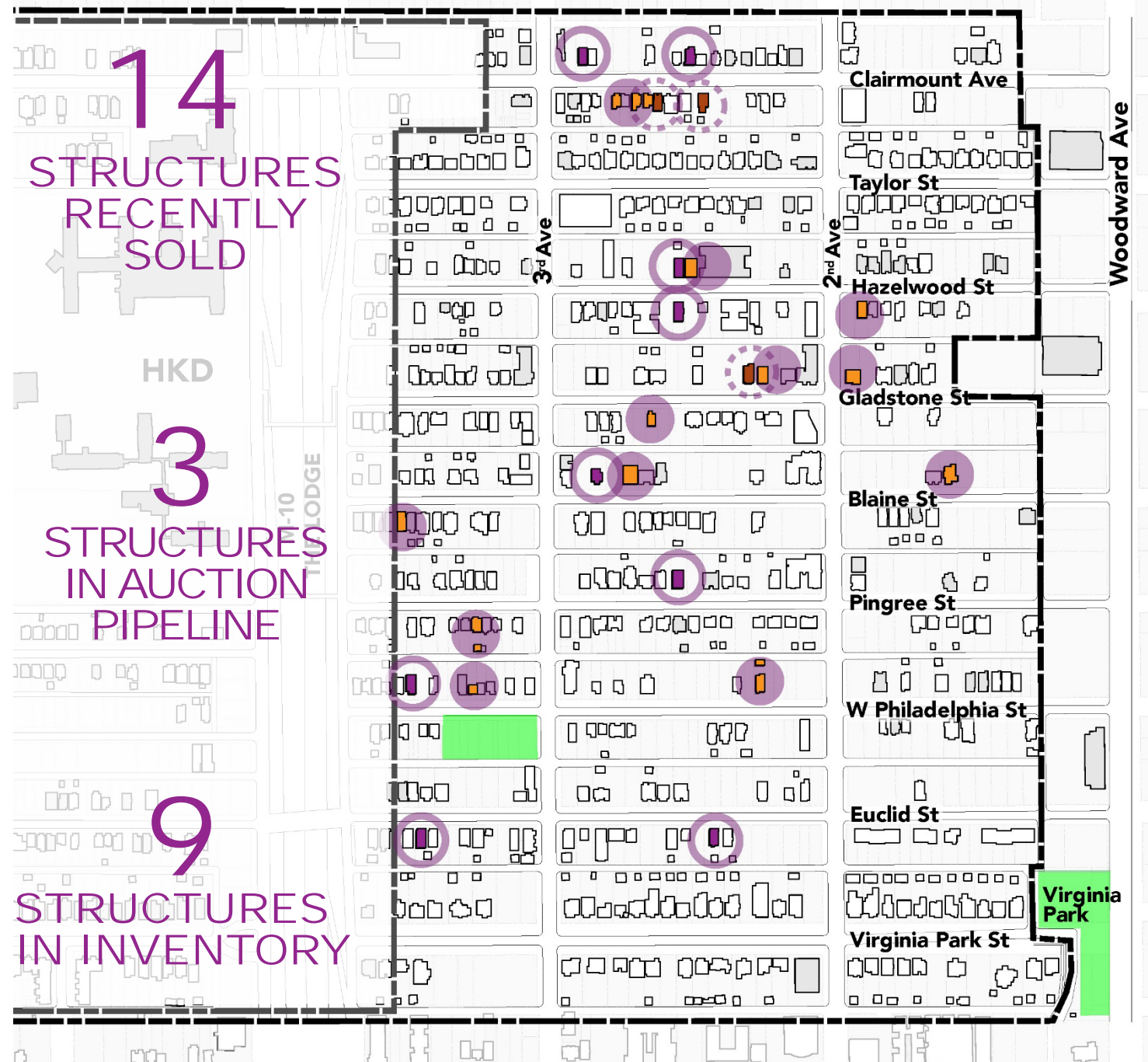


COMMUNITY PARTNER:
CENTRAL DETROIT CHRISTIAN

837 PINGREE



COMMUNITY PARTNER:
CENTRAL DETROIT CHRISTIAN



STRATEGY 3
NEIGHBORHOOD RETAIL:
DEGC &
VIRGINIA PARK PLAZA

RETAIL | DEGC RETAIL ECONOMICS STUDY



RPC COMMUNITY SURVEY- UNMET RETAIL DEMANDS:



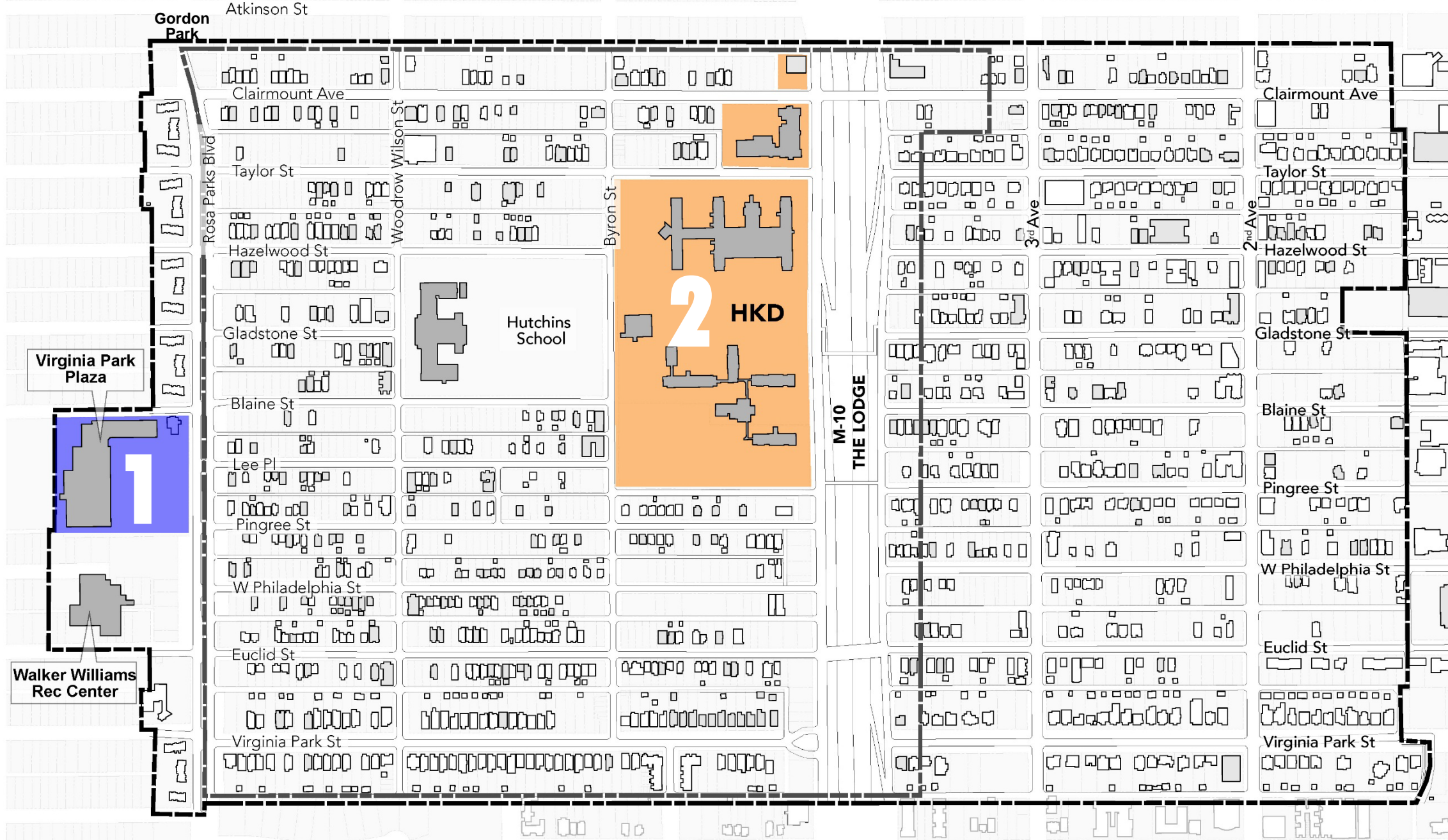
**GOODS & SERVICES:
55,070 SF UNMET DEMAND**



**FOOD & BEVERAGE:
16,374 SF UNMET DEMAND**

**TOTAL UNMET RETAIL DEMAND FOR G&S +
F&B: 71,444 SF**

RETAIL STRATEGIES | TARGETED AREAS

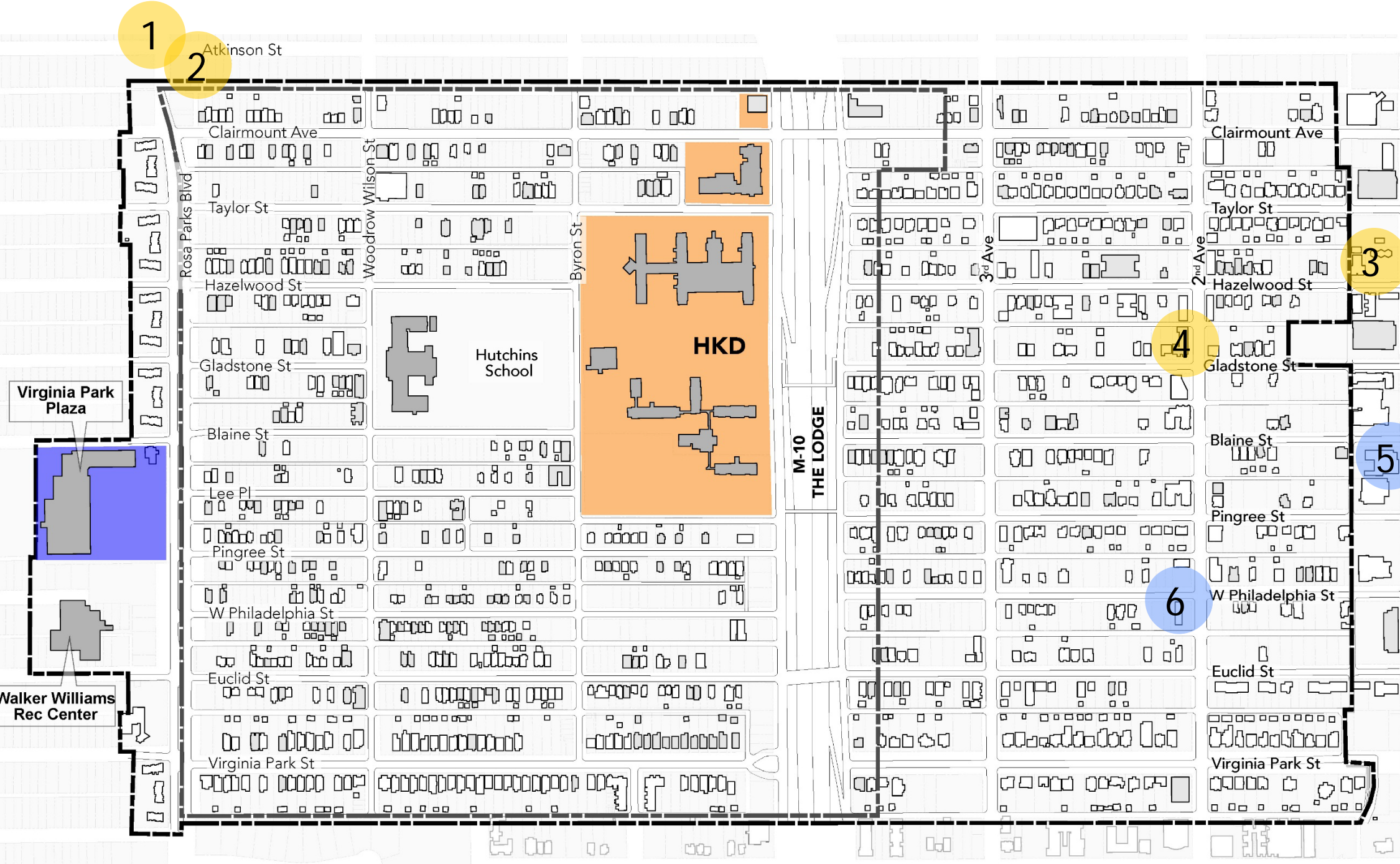


1
PRIMARY
NEIGHBORHOOD
RETAIL

2
DESTINATION
RETAIL &
COMMERCIAL

Woodward Ave. Commercial Corridor

RETAIL STRATEGIES | DEGC PROGRAMS



MOTOR CITY MATCH PROJECTS:

- 1. THE CONGREGATION/ ST. JAMES
- 2. KARASI DEVELOPMENT
- 3. DETROIT SEAFOOD PARTNERS
- 4. 600 GLADSTONE MIXED-USE

MOTOR CITY Re-STORE PROJECTS:

- 5. CELEBRITY CAR WASH
- 6. CORBE

VIRGINIA PARK PLAZA

HOW THE DEGC HELPS PROPERTY OWNERS FILL VACANT RETAIL SPACE :

- PROVIDE PRE-DEVELOPMENT RESOURCES
- FILL VACANT RETAIL SPACES WITHIN THE PLAZA
- PROVIDE SMALL BUSINESS TECHNICAL ASSISTANCE
- SUPPORT WITH GRANT FUNDING FOR BUILDING IMPROVEMENTS
- SUPPORT WITH ALTERNATIVE FUNDING SOURCES AND OPTIONS



MOTORCITYMATCH
DETROIT'S BUSINESS CHALLENGE



DEGC RETAIL
PROGRAMS



MARKETING
MATERIAL
& CUT SHEETS

STRATEGY 4
PUBLIC SPACE & PARKS:
GORDON PARK,
PHILADELPHIA PARK,
& MLK PLAZA

PARKS: ENRICHING NEIGHBORHOOD PUBLIC SPACE



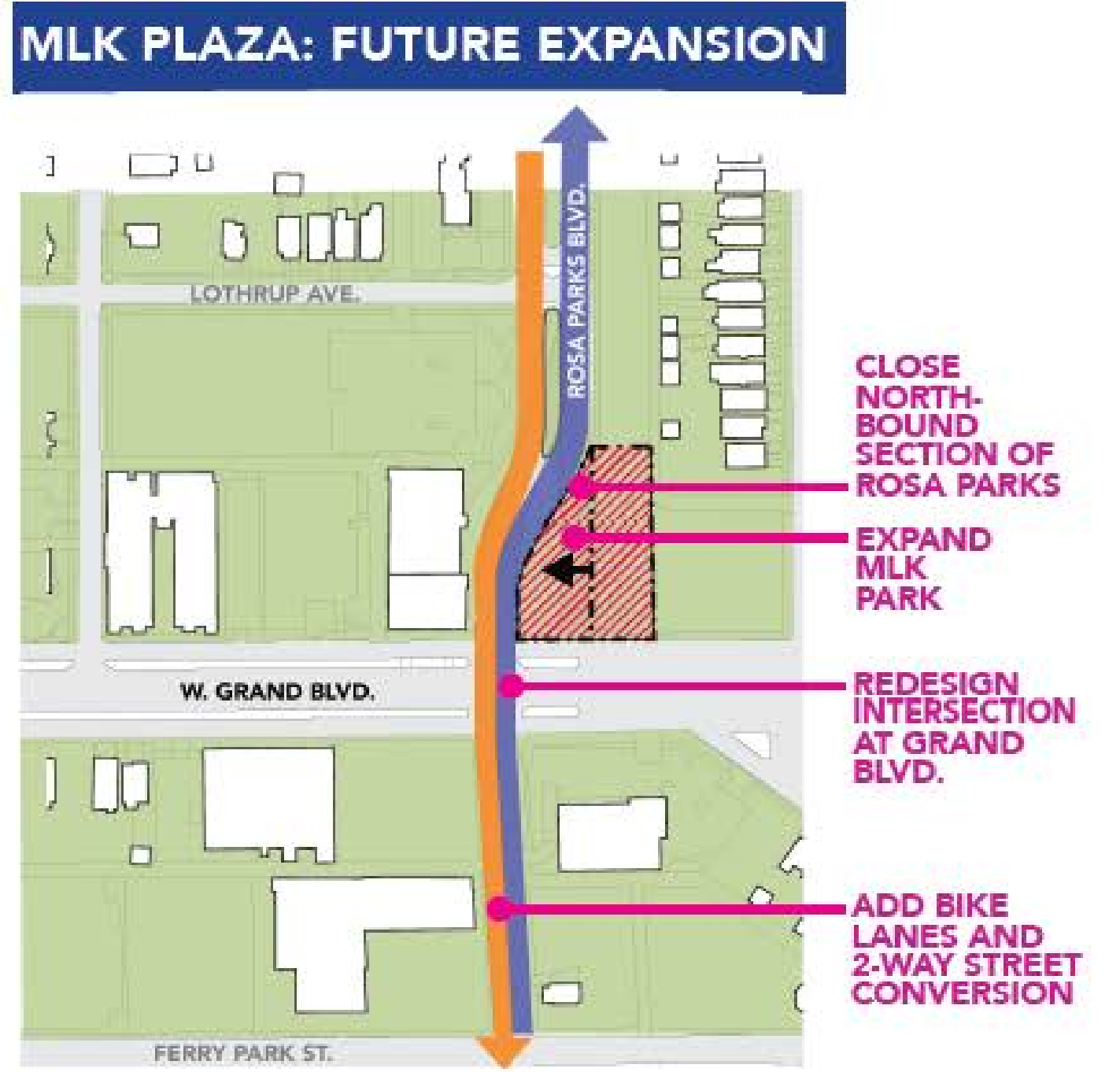
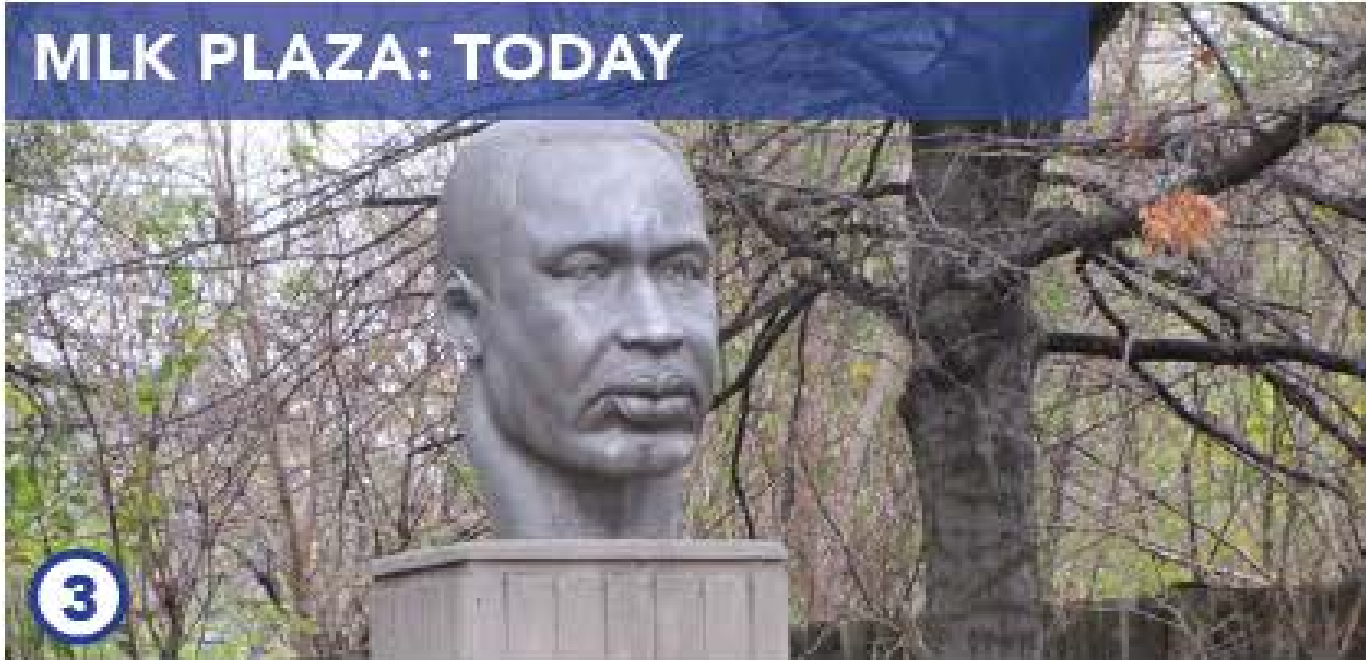
1. GORDON PARK



2. PHILADELPHIA PARK



3. MLK PLAZA



NEXT STEPS

NEXT STEPS

STRATEGY 1: NEIGHBORHOOD CONNECTIVITY

- ROSA PARKS BLVD. DESIGN
- ROSA PARKS BLVD. CONSTRUCTION

MAY - DEC 2018
2019

STRATEGY 2: MULTI-FAMILY / MIXED-USE

- MARKET 61-97 CLAIMOUNT + 801 VIRGINIA PARK
- ENGAGE VACANT MF PROPERTY OWNERS

SEPTEMBER 2018
JULY 2018

STRATEGY 3: NEIGHBORHOOD RETAIL

- FACILITATE FINANCIAL RESOURCES + SUPPORT
- VIRGINIA PARK PLAZA PROMENADE DESIGN
- VIRGINIA PARK PLAZA PROMENADE CONSTRUCTION

SUMMER 2018
FALL 2018
SPRING 2019

STRATEGY 4: PUBLIC SPACE

- EXPAND MLK PLAZA WITH 12TH & GRAND REDESIGN
- PHILADELPHIA PARK IMPROVEMENTS

SUMMER 2019
SUMMER 2019

THANK YOU!

- Central Detroit Christian CDC
- Gladstone Street Block Club
- Virginia Park Block Club

12th STREET ORAL HISTORY

- Eileen Singleton
- Carrol Jenkins
- Lamont Causey
- Lena Everett
- Marissa Morgan
- Orlando Gray



THANK YOU!

<http://www.detroitmi.gov/Government/Departments-and-Agencies/Planning-and-Development-Department/Rosa-Parks-and-Clairmount-Framework-Strategy>