

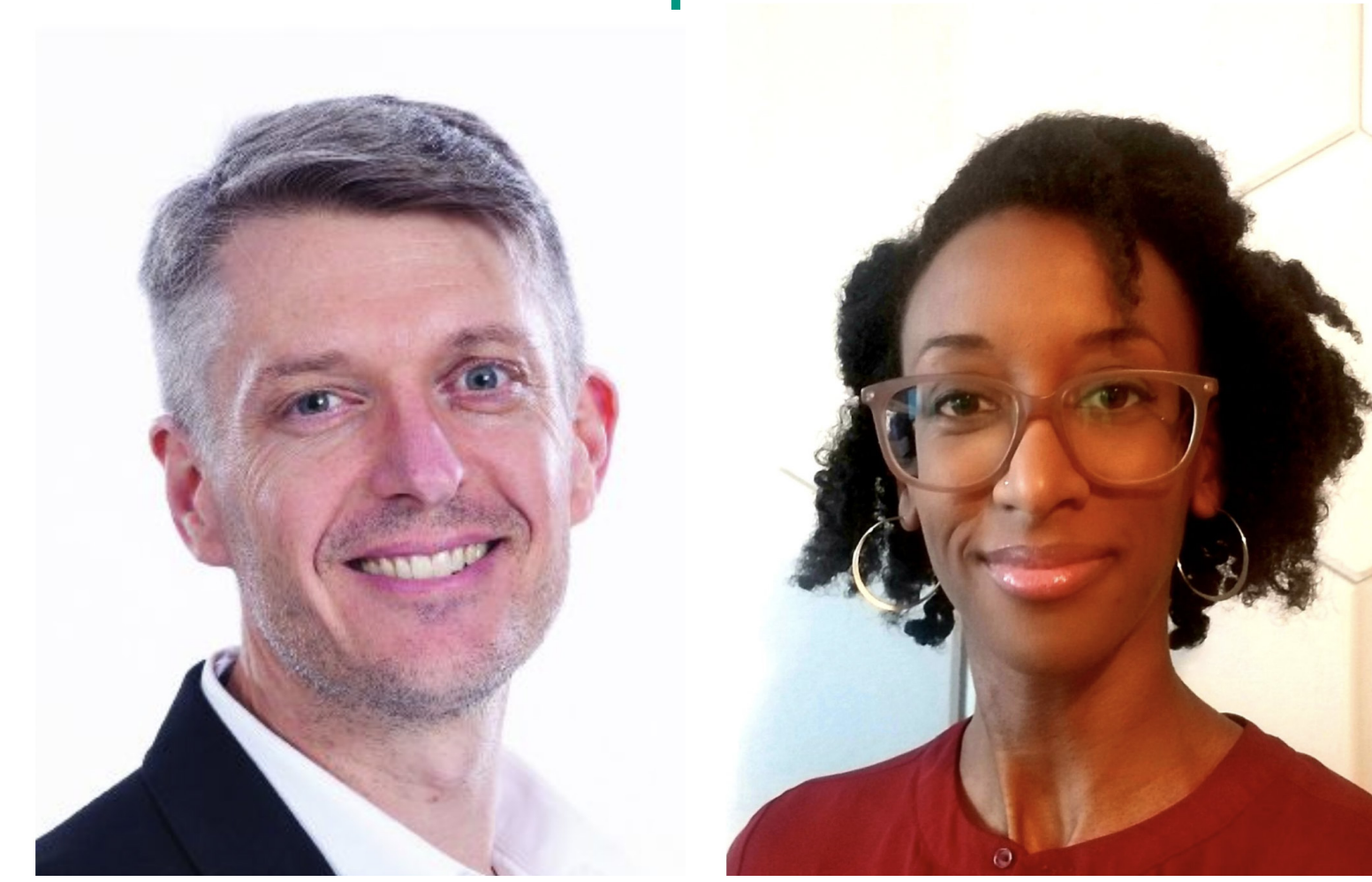
# Meet the team!

## CITY OF DETROIT



## TECHNICAL TEAM

SmithGroup



JIMA Studio



## ENGAGEMENT TEAM

Detroit Collaborative Design Center



Kofi Boone

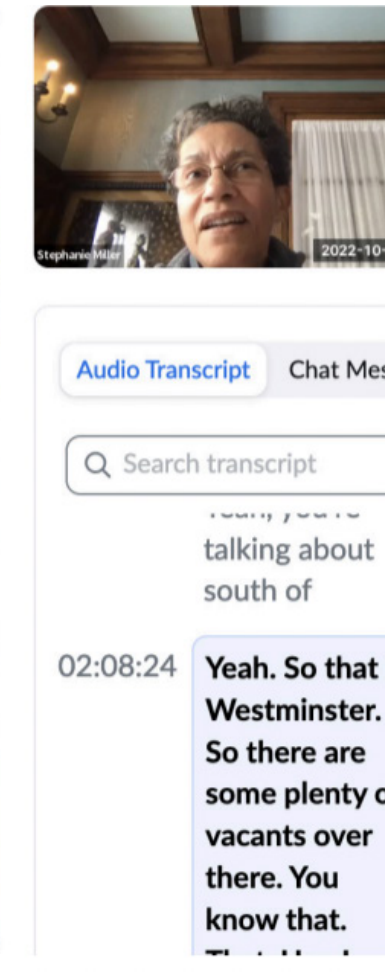
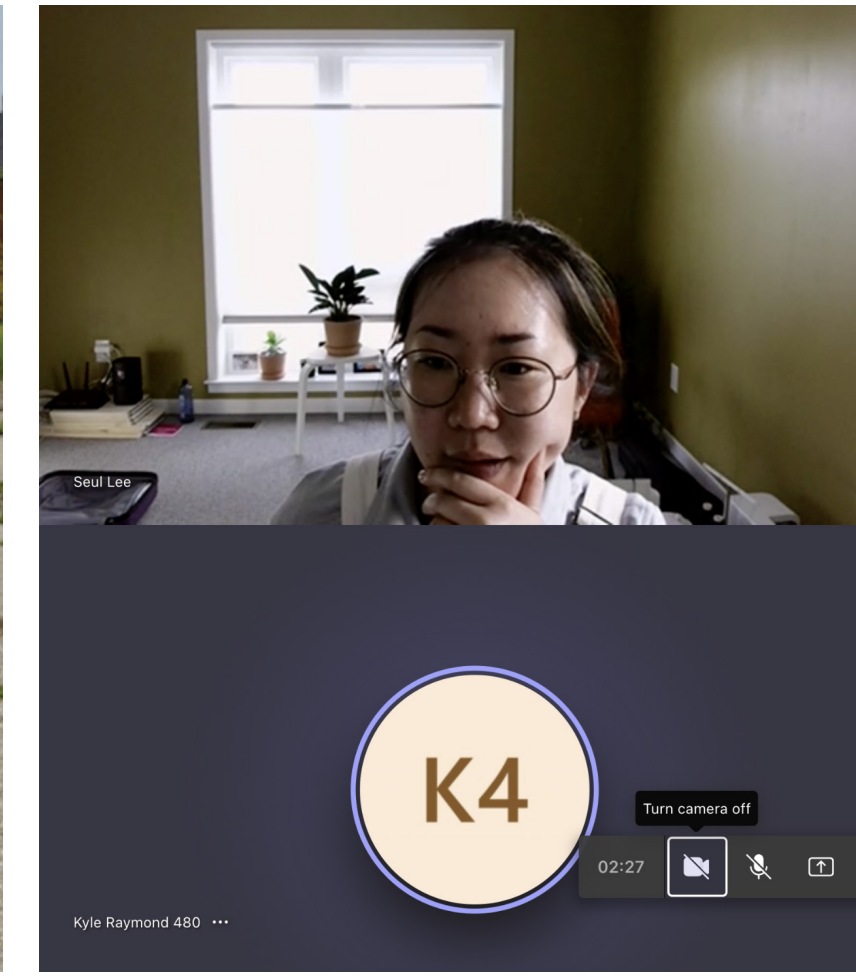
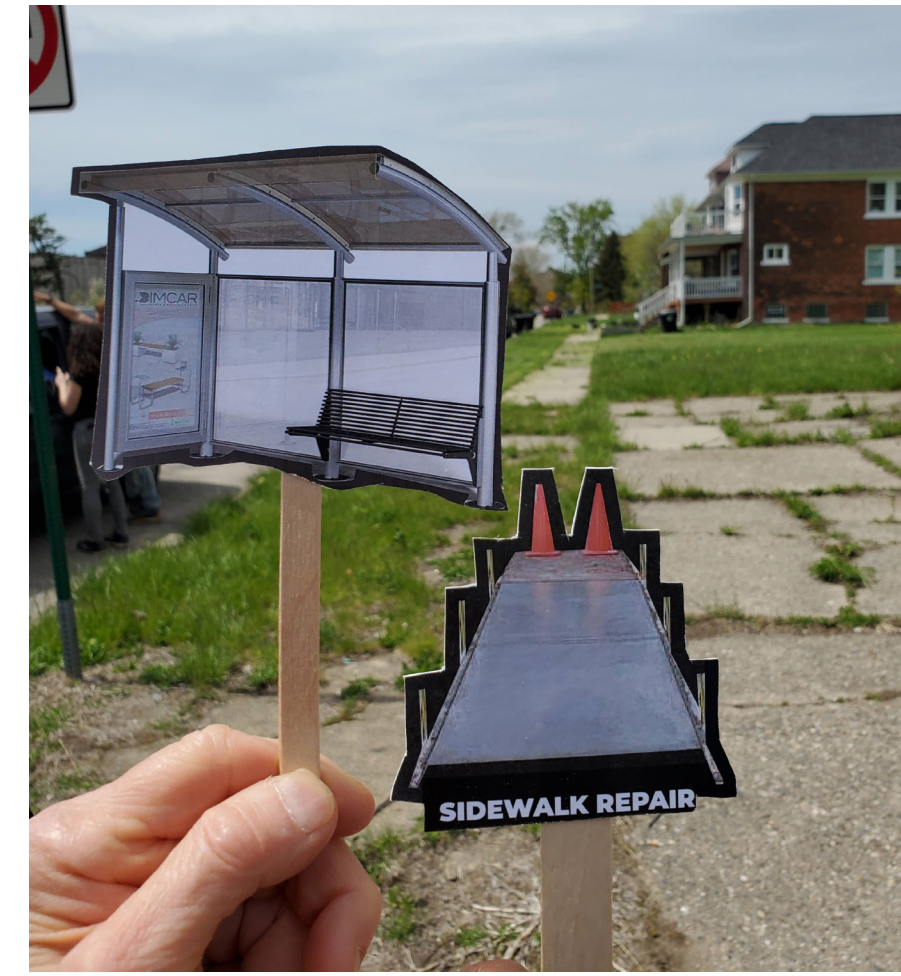


Ideas & Action



Know Allegiance Nation

# Engagement



## We have...

### SPREAD THE WORD

- Door-knocked and canvassed the neighborhood, over 800+ homes
- Sent out monthly newsletters to 1500+ residents with project updates and opportunities to engage
- Promoted events on social media

### ATTENDED EXISTING COMMUNITY MEETINGS

#### + EVENTS

- North End Urban Expression Art Festival, August 2022
- APB Historic District Association Block Club, October 2022
- WKLOJ Neighborhood Association, October 2022
- Trunk + Treat at St. Philip's Lutheran Church, October 2022
- Lower North End Block Club, November 2022
- APB Historic District Association Block Club, November 2022
- King Street Block Club, January 2023
- North End Gateway Community Organization, February 2023
- Arden Park Block Club, March 2023
- Oakland Avenue Urban Farm Community Resource Library Event, April 2023
- Marwood Townhomes Block Club, April 2023
- Lower North End Block Club, June 2023

### HELD TARGETED STAKEHOLDER CONVERSATIONS

- One-on-one business owner conversations
- Faith leader focus group
- Know Allegiance Nation Youth Summit
- Youth Bike + Walking Tour
- Conversations with developers

### HELD LARGE COMMUNITY EVENTS

- Delores Bennett Park, August 2022
- St. Matthew St. Joseph, February 2023
- Oakland Avenue Urban Farm, June 2023
- Today! Metropolitan United Methodist Church, December 2023

### MET PEOPLE WHERE THEY ARE

- Virtual Office Hours
- In-Person Office Hours
- Resource Fair
- Digital surveys with 150+ responses

800+ Homes Canvassed

Newsletters to 1500+ Recipients

Neighborhood Tour + Youth Engagement

70+ People Regularly Attending Large Events

1 Resource Fair

Targeted Stakeholder Conversations

Attended 12 Community Meetings

Large Scale Community Events

150+ Survey Responses

# Engagement

## What We've Heard

### We have heard...

#### HOUSING

- Neighbors want to see a variety of housing developments including: single family housing, row house development, multi-family and mixed use.
- Highest priority renter needs include: affordability, pathways to ownership, safe rental homes.
- Highest priority homeowner needs include: support for Seniors aging in place, home repair programs.

#### COMMERCIAL AREAS

- Residents want to see high-quality services and retail that meet their daily needs in walkable distances in neighborhood.
- Desire for commercial activation along Oakland with uses such as: mixed use, outdoor activation, retail, services.
- Desire for outdoor space next to mixed-use development.

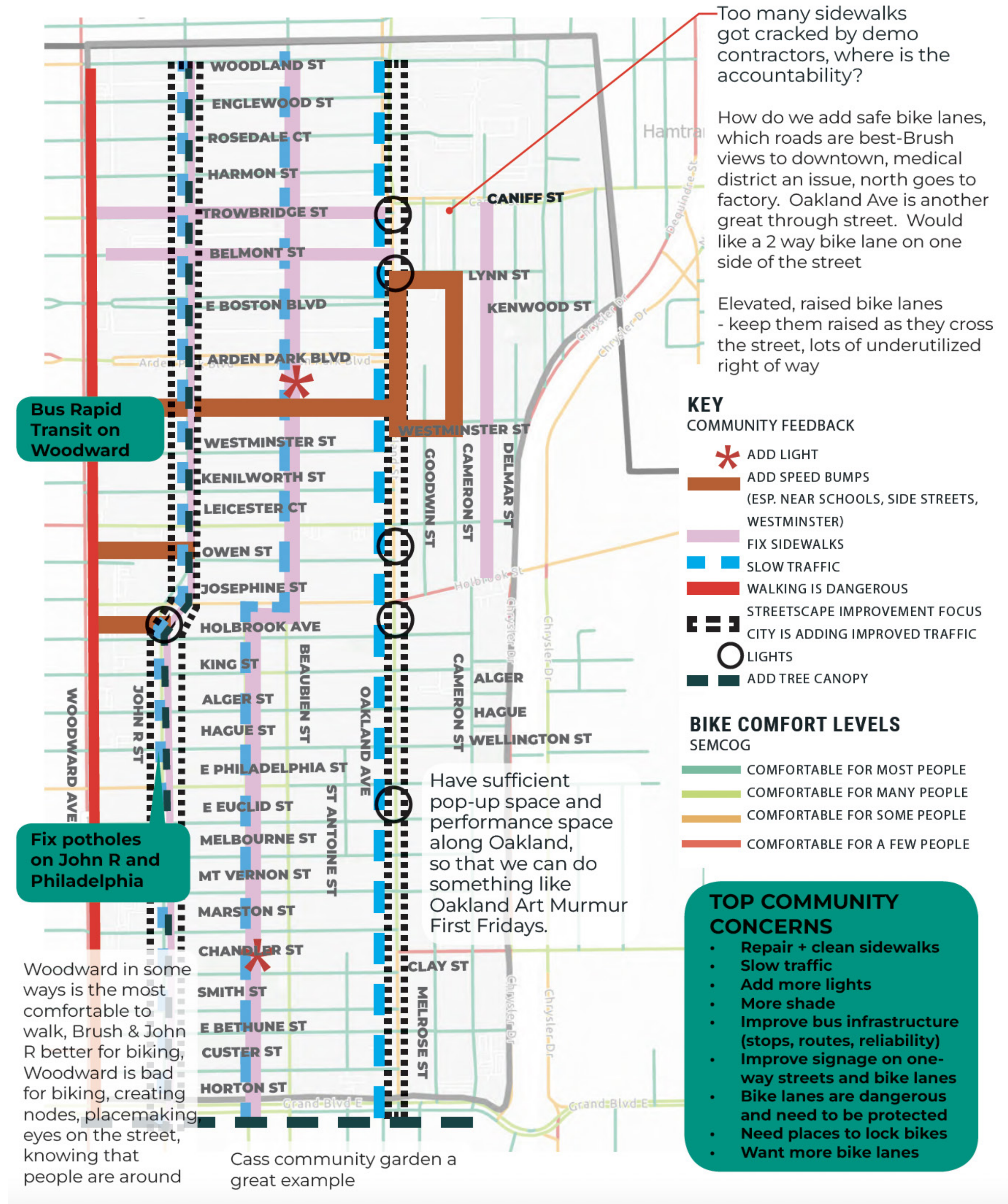
#### PARKS + OPEN SPACES

- Neighbors elevated the follow open space activations: green open spaces, native plantings, increased tree canopy, dog park, and walking paths.
- Lots should be maintained and cleaned.
- North End residents are engaged + organized! Resident support for stewarding vacant land includes: transparency around land purchasing, collaborative models for maintaining vacant land.

#### CULTURAL HERITAGE

- Generations of families live in the North End.
- Uplift the significance of techno, house music and cultural places like Phelps Lounge, Apex Bar.
- Honor the rich architectural history of residential and commercial buildings in the area. Historic churches play a significant role in North End identity.
- Celebrate local history with a cultural pathway throughout neighborhood and art activation on vacant homes.
- It is imperative to communicate the rich legacy + history of the North End to the public.

### STREETSCAPE FEEDBACK



"I imagine a community full of residents who owned their homes before property values skyrocketed + built wealth as the neighborhood experienced rapid investment."  
Community Meeting Attendee

"I love the neighbors, community, heritage and history. Diverse residents, the architecture of the historic homes and buildings, the promise of a progressive future."  
Survey Respondent

"North End used to be a self-contained community, you didn't have to leave the neighborhood, you had everything you needed here."  
LaDonna Little

### HIGHEST PRIORITY FRAMEWORK GOALS

<p><b>Commercial Areas</b></p>  <p><b>Support longstanding businesses with programs to assist their differing development needs.</b></p>	<p><b>Parks + Open Spaces</b></p>  <p><b>Expand the tree canopy.</b></p>
<p><b>Streets for People</b></p>  <p><b>Improve pedestrian visibility, safety, accessibility &amp; sidewalk connections through the neighborhood.</b></p>	<p><b>Streets for People</b></p>  <p><b>Improve overall safety of streets with streetscape improvements.</b></p>
<p><b>Parks + Open Spaces</b></p>  <p><b>Fill the North End park gap.</b></p>	<p><b>Commercial Areas</b></p>  <p><b>Re-establish Oakland Avenue as a thriving commercial corridor.</b></p>

# Cultural Heritage & Historic Preservation

## What We Heard

### NORTH END HAS A STRONG CULTURAL LEGACY TO UPHOLD.



**CONTAINS 2**  
historic districts



**HAS 4**  
nationally registered historic sites



**THERE ARE 6**  
art organizations on Oakland Avenue



**INCLUDES 24**  
murals and art installations



**THERE IS A STRONG LEGACY**  
of art excellence

15 NORTH END NEIGHBORHOOD FRAMEWORK

### NORTH END RESIDENTS WANT TO TELL THEIR STORIES.

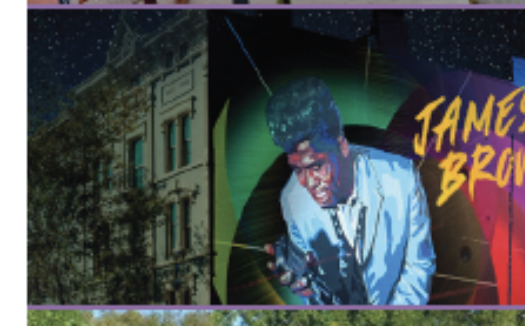
Community members most want North End stories to be celebrated through:



Wayfinding to cultural landmarks



Art activation on vacant buildings



Cultural trail



Historic markers



### WHAT DID WE HEAR?

We need more celebration of the history of North End. There's got to be a way to show history to the public.

-Community Member at February 2023 Open House



Members of the North End community identified the following as sites of cultural significance for the neighborhood.

### COMMUNITY-IDENTIFIED CULTURAL SITES OF SIGNIFICANCE

1. Smokey Robinson's House
2. Engine 35 Firehouse
3. Red's Shoe Shine Parlor (relocated)
4. Oakland Avenue Urban Farm
5. Red's Shoe Shine Parlor (original)
6. Detroit International Academy for Young Women
7. Beth Moses Synagogue
8. Phelps Lounge
9. Smitty's Grocery Store
10. Ahavath Zion Synagogue
11. St. John's CME Church
12. St. John's CME Church
13. Woodward Avenue Presbyterian Church
14. Value City
15. The Schvitz/Oakland Health
16. Sharop School
17. Auto Garage Shop
18. Public Art Installation
19. Apex Bar
20. Delores Bennett Park
21. Ford Lakeshore Building
22. Albert Kahn Building
23. Michigan Urban Farming Initiative (MUFI)
24. Submerge Exhibit at the Detroit Techno Museum
25. WMKM
26. Jam Handy
27. St. Phillip's Lutheran Church
28. Howrani Studio



# Framework Goals



**Celebrate North End history by identifying significant structures and developing education and experiences that celebrate them.**



**Make public art a redevelopment requirement for commercial development along Oakland and Woodward.**

**WHAT DID WE HEAR?**  
 We should have more creative reuse of existing buildings instead of tearing them down.  
 -Community Member at February 2023 Open House

**DID YOU KNOW?**  
 Renovating and reusing existing buildings saves 50% to 75% of the embodied carbon emissions compared to new construction (AIA).

**Integrate North End stories into significant areas throughout the North End, with a focus on developing cultural heritage pathways, placards, + experiences.**

# Recommendations



**DESIGN GUIDELINES: Historic Preservation**  
 Design guidelines ensure development and redevelopment are compatible with the layered story of the built environment in North End. Follow these rules so North End maintains its character.

- I. Maintain existing architectural details on original structures when possible, such as windows, doors, finishings, cornices, pilasters, brick details and moldings.
- II. Avoid infilling original window and door openings with opaque materials or walls. Maintain original opening sizes and articulation when possible.
- III. Illuminate exterior façades of historically or culturally relevant buildings along commercial corridors to highlight historic features or public art.
- IV. Include contextually appropriate signage to denote the importance of historic or culturally relevant sites and buildings, such as board signs or plaques.
- V. Use high-quality, durable building materials such as stone, steel, masonry, high-grade wood, and concrete for all visible facades to complement the surrounding context in terms of color, texture, scale, and orientation.



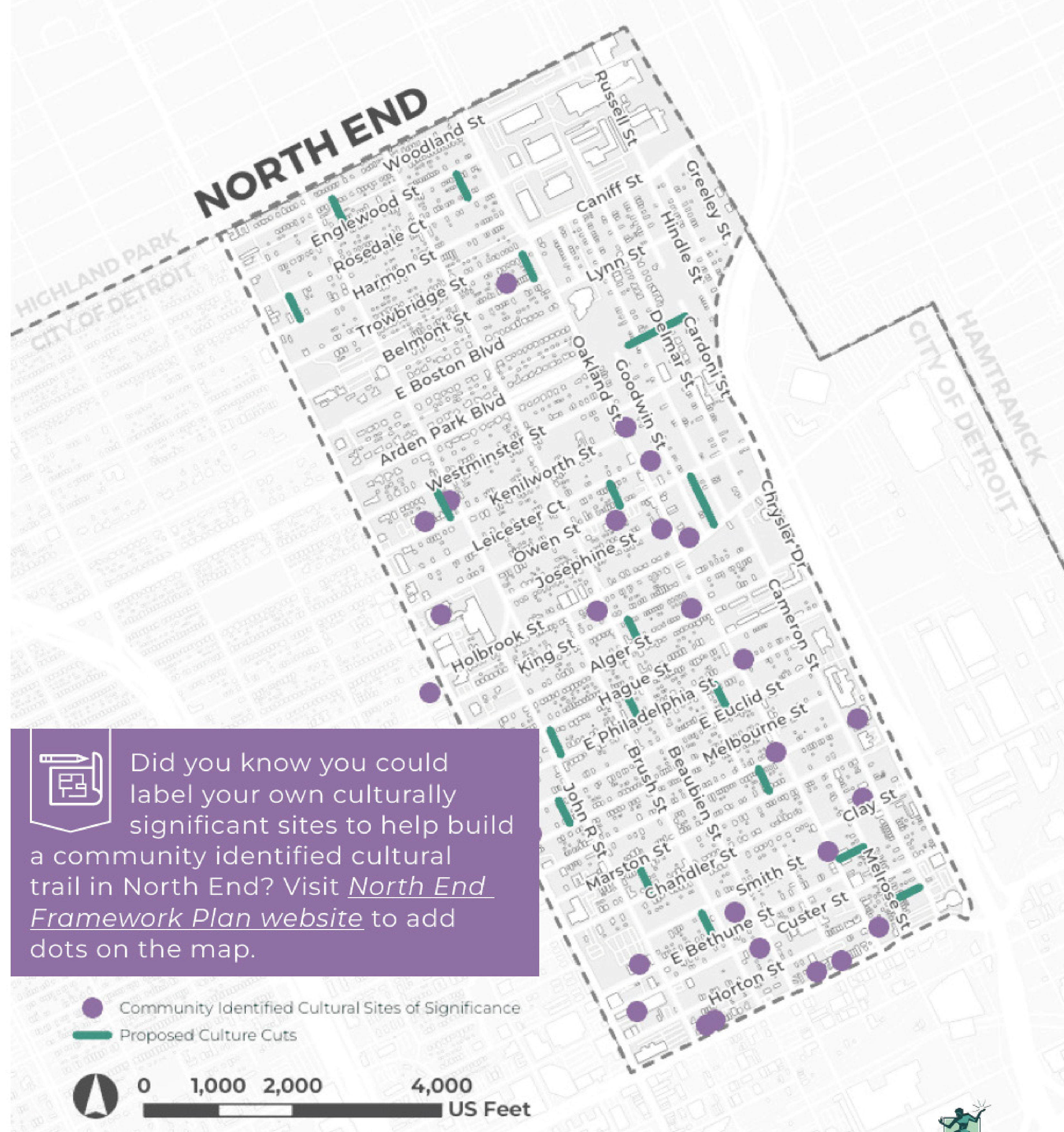
**BEST PRACTICES: Activation + Investments**  
 There are multiple types of investment strategies neighborhoods can be used to financially support the arts and activate the greater area. Methods include the following tools:

- Establish a Tax Increment Financing (TIF) District to use future increases in property tax to fund projects. This TIF could fund efforts such as the preservation of historic buildings or development of local heritage and music trails.
- Align with the State Historic Preservation Office (SHPO) in Michigan's Statewide Historic Preservation Plan in the Arden Park and Jam Handy Historic Districts.
- Establish a collective public realm and consider main street programming as Oakland sees more investment.
- Create a North End Arts and Entertainment District.
- Develop a Community Cultural Center as the anchor for additional historic and cultural programming at a public space such as Delores Bennett Park.
- Use available grants and tax incentives for nationally designated historic landmarks
- OPRA (Obsolete Property Rehabilitation Act) designations can help to guide resources to reuse and rehabilitate existing structures and sites.



**BEST PRACTICES: Wayfinding + Storytelling**  
 History can be memorialized and shared via a variety of unique wayfinding interventions that go beyond the traditional street sign or plaque. This will add interest to public spaces in North End and provide a chance to employ local artists, designers, or trades people.

- I. Murals show location related to significant sites at Roosevelt Row in Phoenix.
- II. Accessible Informational Kiosks explain the history of the site using words, pictures, and audio in Cincinnati.
- III. Interactive Display creates a photo opportunity at John Chavis Memorial Park in Raleigh, North Carolina.
- IV. Brick Inlays denote a path in a unique way at the LSU Athletic Center.
- V. Road Markings tell direction in West Windsor, Philadelphia



## OPPORTUNITY NORTH END CHARACTER AREAS

North End has a specific artistic and cultural character to specific blocks that can be enhanced and celebrated as part of the overall identity.



**ARDEN PARK**  
 The road is characterized by historic, larger sized homes with mature trees. This historic district has protections in place already to ensure homes are maintained and any future street improvements should also consider the historic nature of the area.



**GRAND BOULEVARD**  
 Grand Boulevard is a more commercial district, home to some of the most historic businesses in North End such as Jam Handy. Overall building restoration and rehabilitation are key to maintaining this character area



**OAKLAND AVE**  
 Oakland is growing as a commercial core to North End housing local businesses and entrepreneurs. It is characterized by bright, vibrant art installations, historic brick buildings, and a more modern, eclectic design style.



**RESIDENTIAL ROADS**  
 North End has traditional style homes surrounded by green space which could become an open space spine of arts and history in the neighborhood. New residential construction should respect the style and character of legacy structures.

## OPPORTUNITY CULTURAL TRAILS

Vacant land in the neighborhood leaves space for unique interventions such as "culture cuts" throughout the neighborhood. These cut-throughs can also serve as interpretative walks for the area's history and culture. Best practices for a trail composed of "culture cuts" are the following:

- Locate the "culture cuts" nearby community-identified cultural sites of significance
- Partner with historians and artists to develop interpretative signage for the cut-throughs
- Link cut-throughs to existing and proposed bike facilities, including the Joe Louis Greenway.

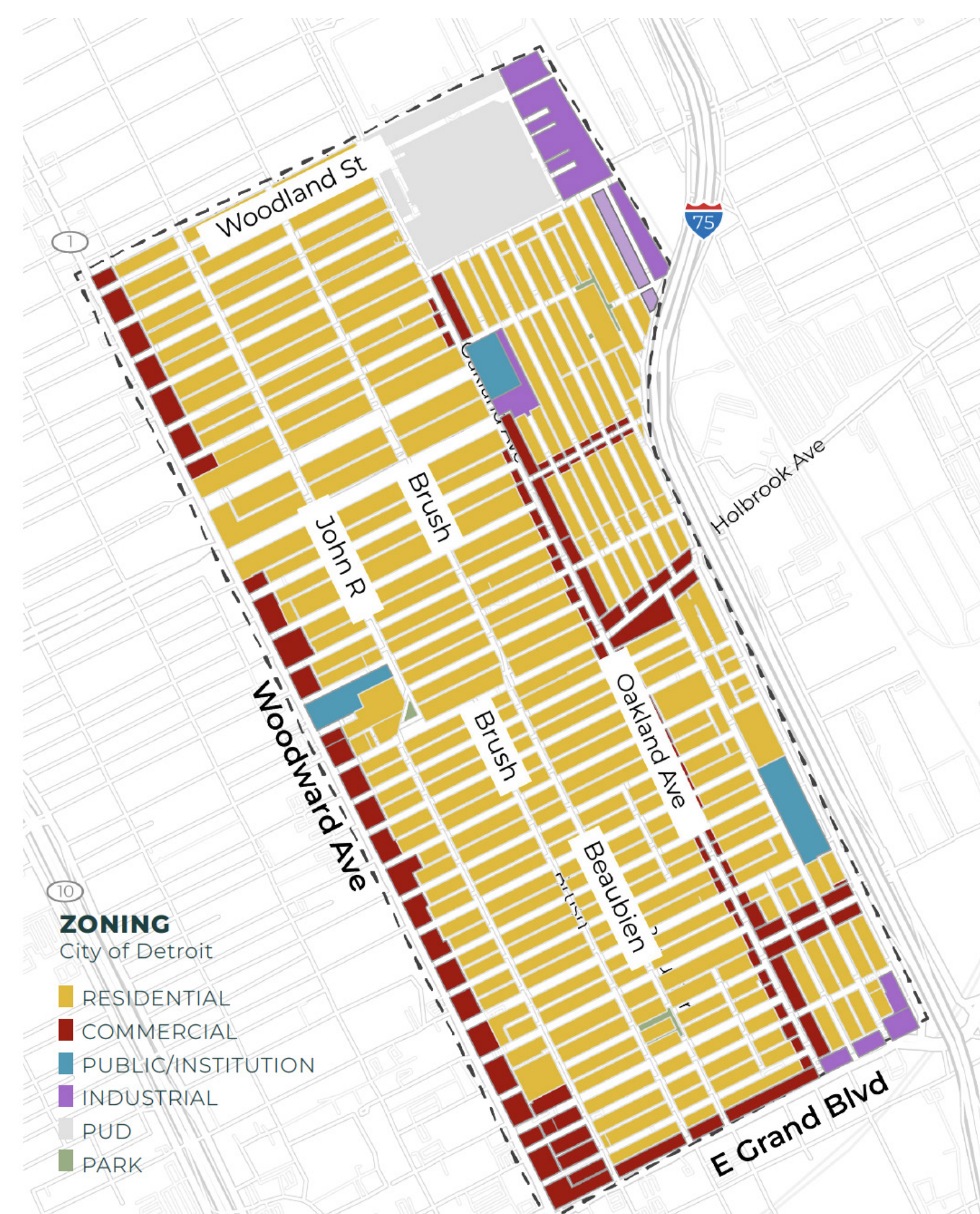
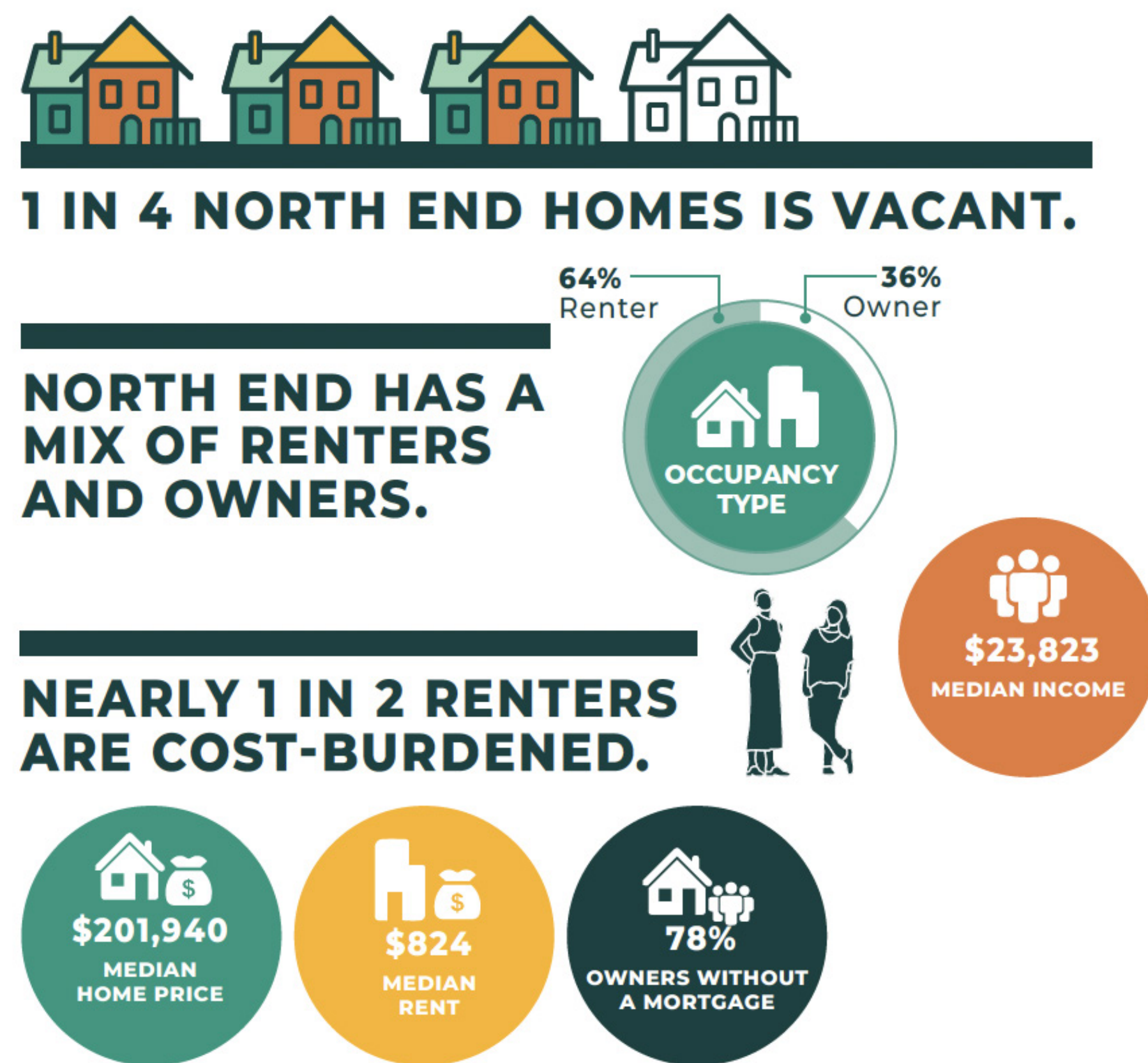


# Neighborhood Housing Stabilization & Equitable Development

## What We Know

### Existing Conditions

Housing costs are increasing, and stock is in low supply partially due to the rising costs of materials and zoning limitations. In addition, zoning restricts the type of development residents want. Residents recognize North End demographics are changing, cost of construction is increasing, there is an abundance of vacant and blighted property. They want to see an increase in affordable, quality housing that comes in a variety of forms. In the last four years, there have been 21 permits pulled for new, ground-up construction (BSEED, 2023). These permits have led to the development of 39 new homes, mostly single-family detached housing. There remains a large portion of vacant land in the neighborhood.



## What We Heard

### DESIRED HOUSING TYPES



**PREFERRED CONCEPT:** INFILL WITH LIMITED COMMUNITY-SERVING DEVELOPMENT, MID-BLOCK LINEAR AND POCKET PARKS WITH OPEN SPACES FOR CREATIVE USES

Residents want to repair their homes but many feel there is more focus from the City on code enforcement than providing access to repair programs. There are a variety of housing repair and homeownership assistance programs available through the City and other organizations, but residents feel it's not clear who is eligible and how to access them. Additionally, many programs have limited funds and are not available to the typical Detroit resident. Residents also have expressed a lack of trust in the City, opaque processes, and a desire to learn more about renter rights, community land trusts, and opportunities for residents to steward land within their community in partnership with the City.

### KEY THEMES

North End residents want to preserve the neighborhood's unique housing options. In public meetings residents shared the desire for increased density and allow more mix of styles.

Some of the top priorities from residents include:

- Affordable and attainable for North End residents
- Preserve older buildings instead of razing them
- Follow existing typologies when building new housing
- End zoning that only allows single-family
- Mixed-use
- Homes for ALL household sizes

"Row houses can be single owner, condos, rentals and support in different occupancy types that work in different economies."

-February 2023 Engagement



- Help with home repair for low to moderate income owners
- Moratorium on code enforcement violations--take an education first approach by connecting people with resources before issuing fines.
- Education for landlords and renters on tenant rights
- Keep rents affordable



### WHAT DID WE HEAR?

The minor repair program [should be] expanded to low - moderate income housing, not just seniors.

-August 2022 Meeting Participant



### WHAT DID WE HEAR?

Grant opportunities for existing residents to make the necessary repairs to their homes to avoid blight ticketing.

-Resident

# Framework Goals



**PREFERRED CONCEPT: INFILL WITH LIMITED COMMUNITY-SERVING DEVELOPMENT, MID-BLOCK LINEAR AND POCKET PARKS WITH OPEN SPACES FOR CREATIVE USES**



**Allow and encourage a wide variety of housing types.**

**Preserve naturally affordable housing.**

**Expand education on housing and access to housing programs.**



**1 | HOUSING AFFORDABILITY**

Support the development of affordable housing through funding and incentives.



**2 | COLLECTIVE OWNERSHIP**

Allow and encourage alternate ownership options like low equity co-ops, first right of purchase, and community land trust.



**3 | EVICTION PROTECTIONS**

Create education and policies on renter rights, eviction preventions, and emergency assistance.



**4 | PROTECT TENANTS**

Create education and policies on renter rights.

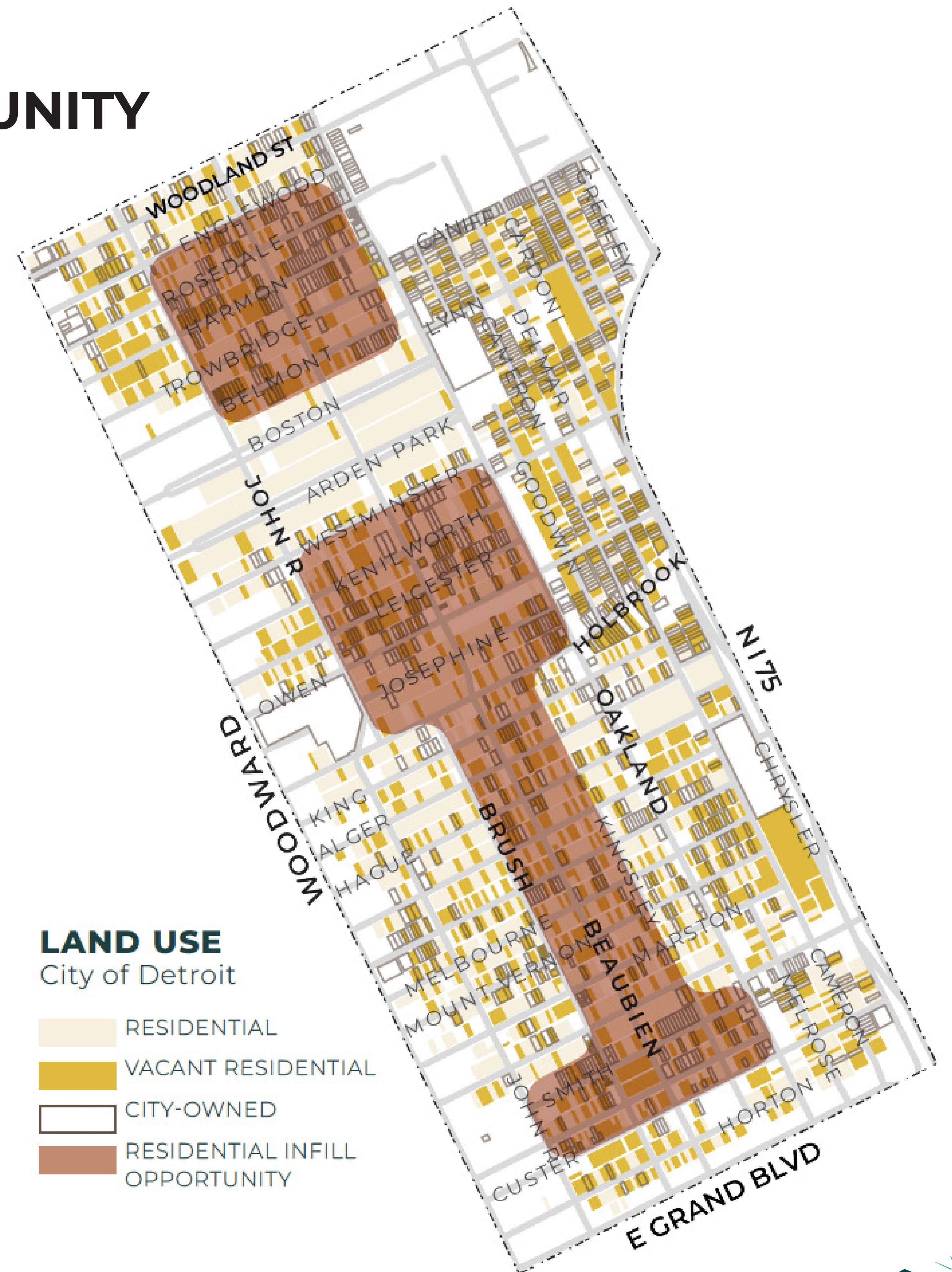


**5 | INCLUSIONARY HOUSING**

These tools require or encourage a percentage of all developments be set aside as affordable.



## INFILL OPPORTUNITY AREAS



**LAND USE**  
City of Detroit

- RESIDENTIAL
- VACANT RESIDENTIAL
- CITY-OWNED
- RESIDENTIAL INFILL OPPORTUNITY

**BEST PRACTICES: ANTI-DISPLACEMENT**

Helping people stay in and maintain their homes is something that is very important to North End residents. They would support policies and programs developed by the City and its partners, and in conjunction with housing advocates, to help development not mean displacement for North End residents. Developing a set of tools to address these issues would be the best path forward for North End and the City. These tools are examples of best practices cities can use to safeguard residents from being forced out of their homes. Cities across the country are using anti-displacement tools to keep people in their homes. Some tools like the ones shown here, adapted from PolicyLink's All-In Cities Policy Toolkit, are being done in Detroit. However, there are more tools the City has at its disposal to employ to mitigate displacement and it starts with education.

**BEST PRACTICES: INFILL DEVELOPMENT SUPPORT**

When communities target programs to specific areas they are able to put money where it has the most impact + fill a huge gap in need. Some ways Detroit is using funding to targeted areas and populations include:

- Targeted Multifamily Areas
  - Strategic Neighborhood Fund Areas (SNF) - While North End does not currently have an SNF designation, it would be beneficial in the future so residents can tap these resources.
- All targeted programs have set criteria that are transparent to the public and set expectations on who the programs are intended to serve. Criteria can include but are not limited to:
- Prioritizing extremely economically depressed areas
  - Targeting areas who have been historically disinvested or are areas where displacement is likely to occur without intervention
  - Vulnerable populations (public sector employees, disabled, low-income, disadvantaged populations like Black and indigenous, single parent households, etc.)



# Neighborhood Commercial Areas

## What We Know

### COMMERCIAL CENTERS

North End has almost 175 businesses. Commercial uses are currently concentrated on Woodward Avenue, Oakland Avenue, and Grand Boulevard.

City of Detroit Commercial Permits, 2023

**There are 175 businesses in North End.**

### UNEMPLOYMENT

North End's (16.5%) unemployment rate is over double that of the City of Detroit (7.7%).

Furthermore, North End's labor participation rate is 53.4%, meaning almost half of the neighborhood isn't in the workforce.

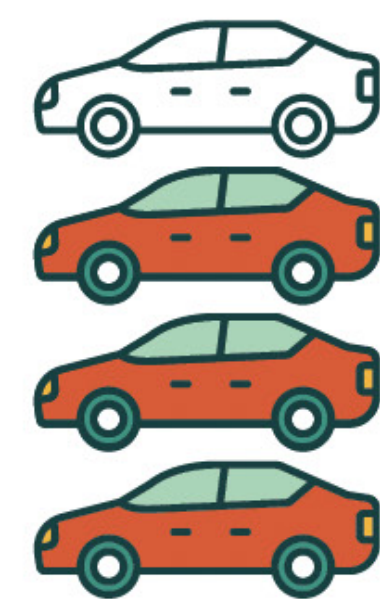
U.S. Decennial Census, 2020

### COMMUTE

Only 18% of people spend over 7 hours commuting to and from work weekly. While 27% of North End rental households and 7% of owner-occupied households don't have access to a private vehicle to get to work. Access to public and alternative transportation means access to economic opportunity.

U.S. Decennial Census, 2020 and SEMCOG, 2020

**1 in 4 North End renters don't have access to a car.**



### SPENDING HABITS

Disposable income is the amount of money left over after residents pay for basic living needs such as housing. The median disposable income for North End (\$25,805) is almost a third that of the state (\$70,066).

American Census Survey Estimates, 2021

**With limited spending dollars, residents needs will drive which businesses will thrive in the neighborhood.**



## What We Heard

### COMMUNITY MEMBERS

When asked what commercial uses are most needed in North End, community members answered the following five uses the most.

- Retail including bookstore, clothing store, hardware, etc.
- Service including laundromat, pharmacy, etc.
- Mixed-use commercial uses and housing in one building
- Eateries including restaurant, cafe, bar, etc.
- Grocery or convenience store

### LOCAL BUSINESSES

Local business owners see the majority of customers coming from outside the neighborhood and from throughout the metro region – including the suburbs.



### DEVELOPERS AND INVESTORS

Local developers and investors are currently seeing market opportunities larger retail.

- Large-format multi-purpose gathering place (up to 10,000SF) space for pop-up retail uses and programming
- Multi-tenant retail retail with small, affordable units for small businesses
- Destination-style ventures North End has several successful examples already, such as The Schvitz, MJ's Ice Cream, and See You Tomorrow.





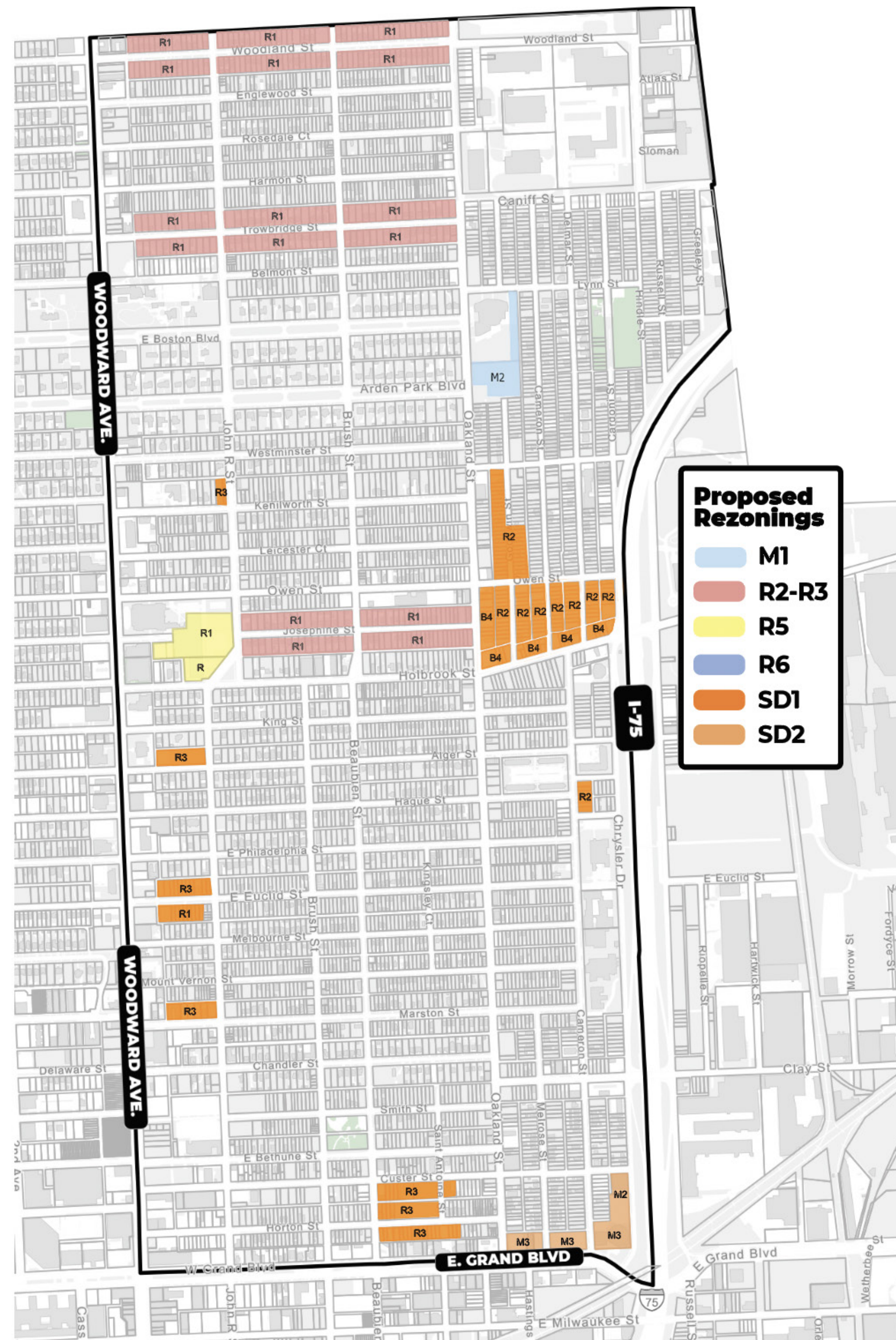
# Framework Recommendations: Re-Zoning

## GOALS OF RE-ZONING RECOMMENDATIONS INCLUDE:

**Introducing specified zoning changes to help facilitate appropriately scaled mixed-use developments along commercial corridors, which may significantly contribute to the growth and sustainability of new mixed-use development.**

**Ensuring that the different land uses complement each other and contribute to a more seamless and aesthetically pleasing environment, that aligns with long-term planning goals and enhances the quality of life for residents.**

**Respecting the recommendations and inputs of residents and stakeholders given throughout the planning process.**



# Framework Recommendations: Nodes

## GOALS OF NODES OAKLAND AVENUE AT HOLBROOK, WESTMINSTER, + BETHUNE INCLUDE:

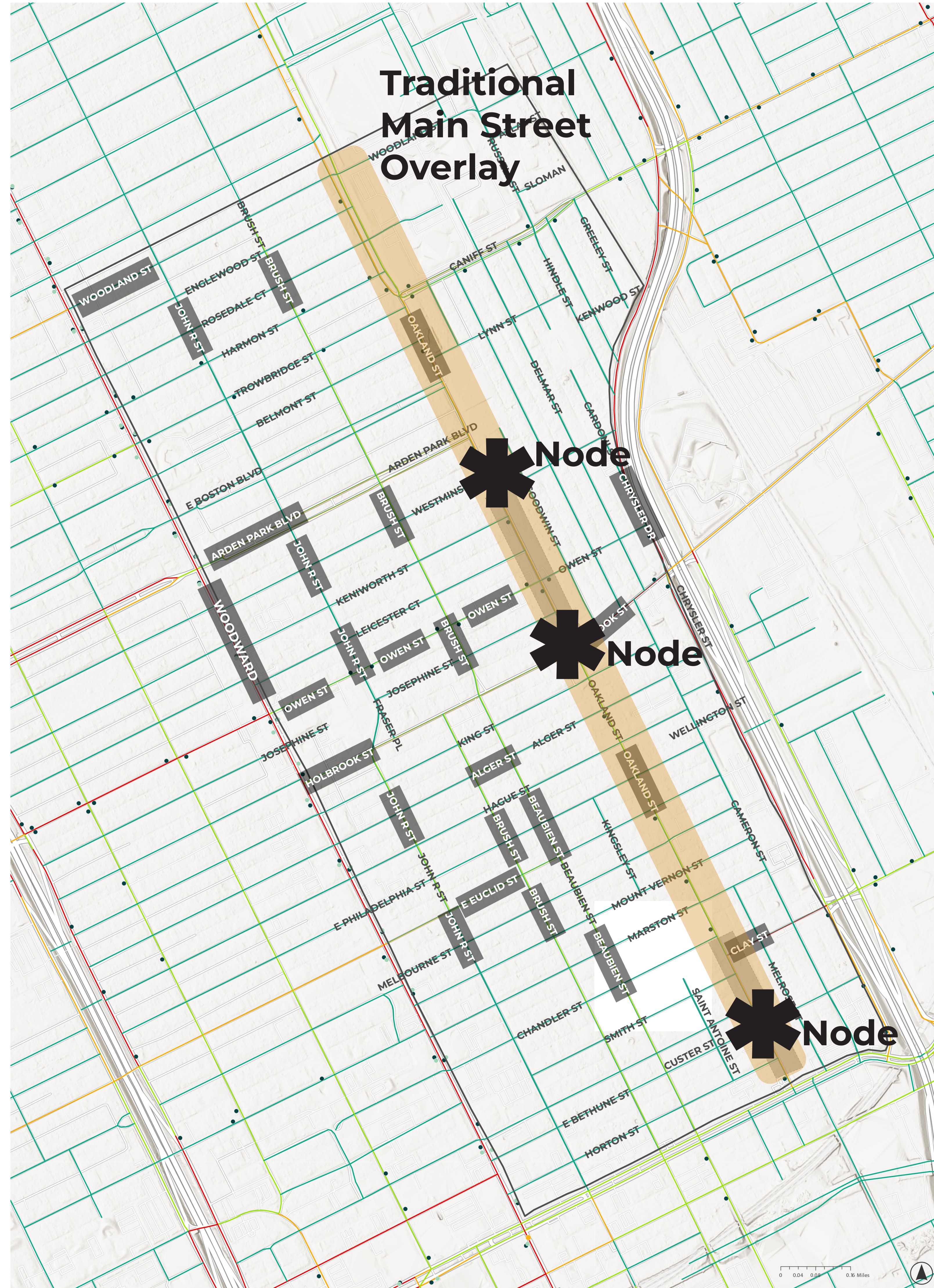
Help establish a robust multimodal network, focusing on transportation safety and enhancements.

Promote targeted development on city owned sites located within these nodes.

Introduce a Traditional Main Street Overlay area to help cultivate a unique and identifiable character for the Oakland Ave corridor to uphold specific design standards.

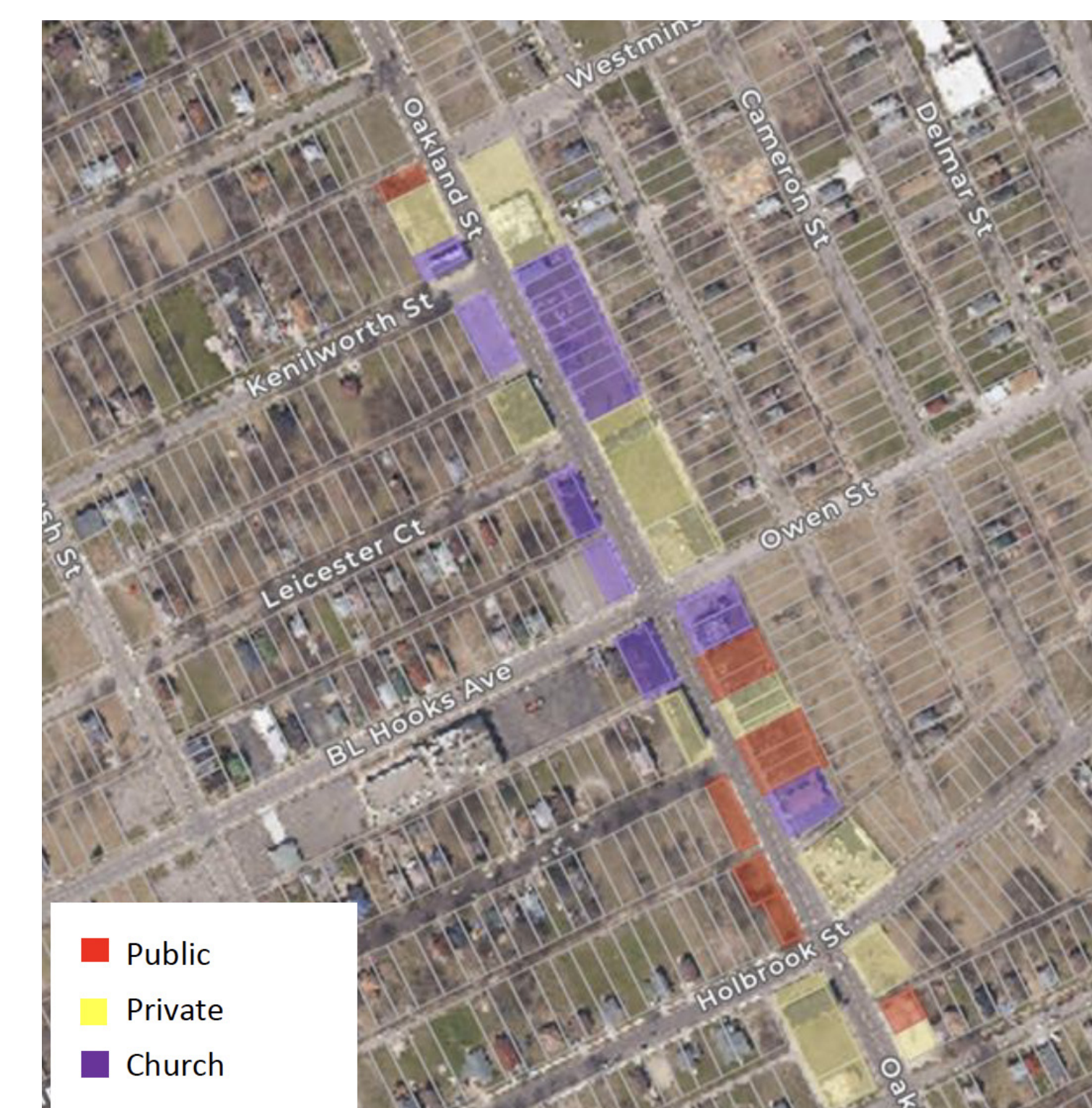
Specify zoning changes to help facilitate appropriately scaled mixed-use developments along the corridor.

Learn more about Traditional Main Street Overlays [here!](#)



### Bethune at Oakland

- 38 Oakland facing Parcels:
- 8 Church owned
  - 6 Public owned
  - 24 Privately owned
    - 7 Business owned (Operating)



### Westminster and Holbrook at Oakland

- 41 Oakland facing parcels
- 16 Church owned
  - 9 Public owned
  - 16 Private owned
    - 4 Business owned (Operating)



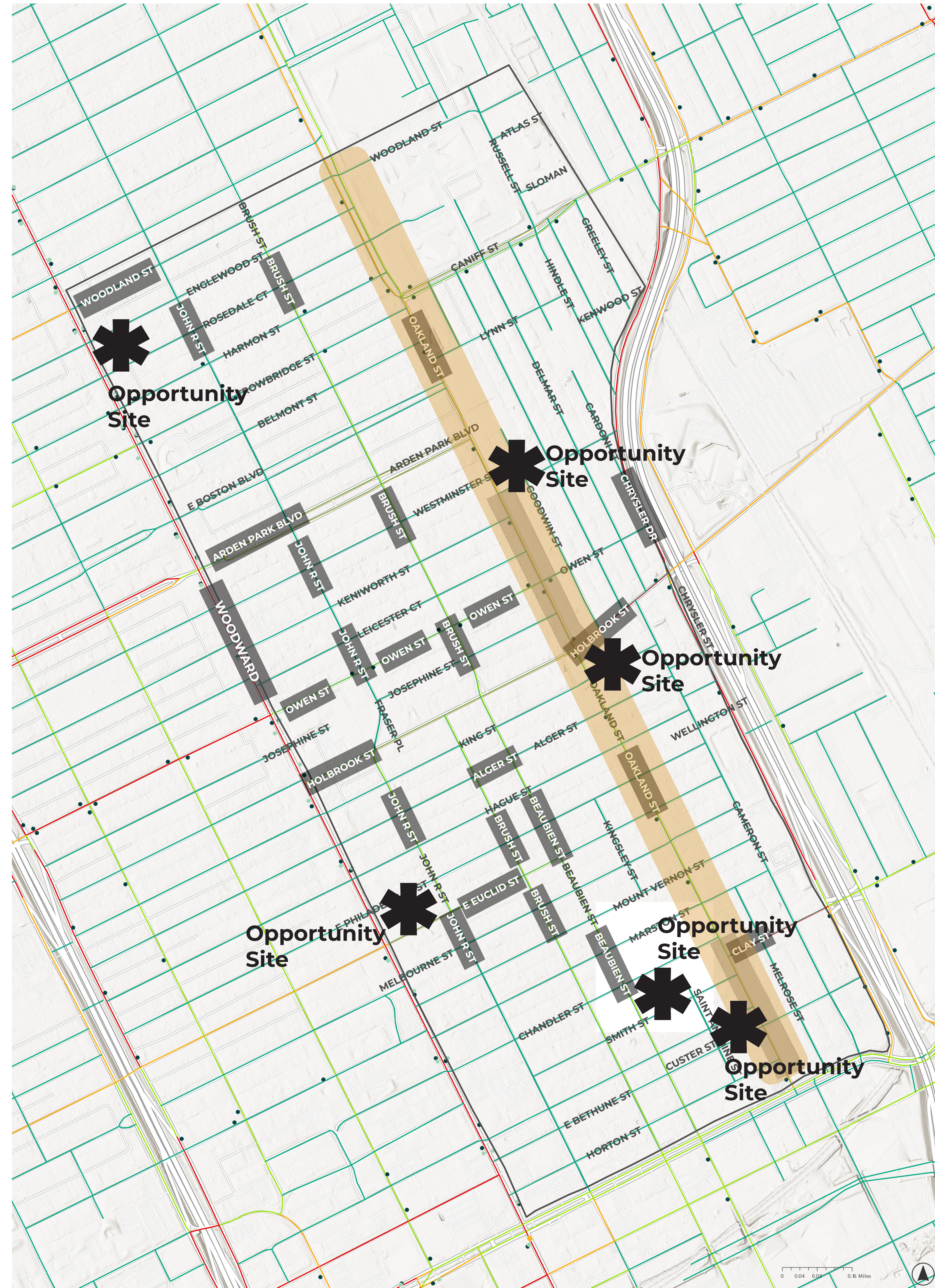
# Framework Recommendations: Opportunity Redevelopment Sites

Certain parcels of publicly owned land (45 in total) in the North End neighborhood were selected as opportunity sites for redevelopment due to their contiguous nature.

These properties have been organized into six distinct areas, each measuring approximately half an acre or more. There is a vision to strategically market these opportunity sites, with a focus on promoting mixed-use housing to maximize potential and create dynamic spaces that align with community desires as expressed in recommendations during the planning process.

Steps to achieve this vision will consist of:

- Recommend zoning changes that can help spur desired development.
- Actively solicit private marketing activity to foster public-private collaboration.
- Engage residents to help developers navigate community dynamics.
- Promote inclusive and community-oriented development.
- Leverage existing housing stock to glean insights into community desires.
- Employ encouraging language rather than prescriptive tones for developers.



**Bethune/Custer/  
Oakland**



**Woodward**



**Euclid**



**Oakland at Westminster**



**Smith**

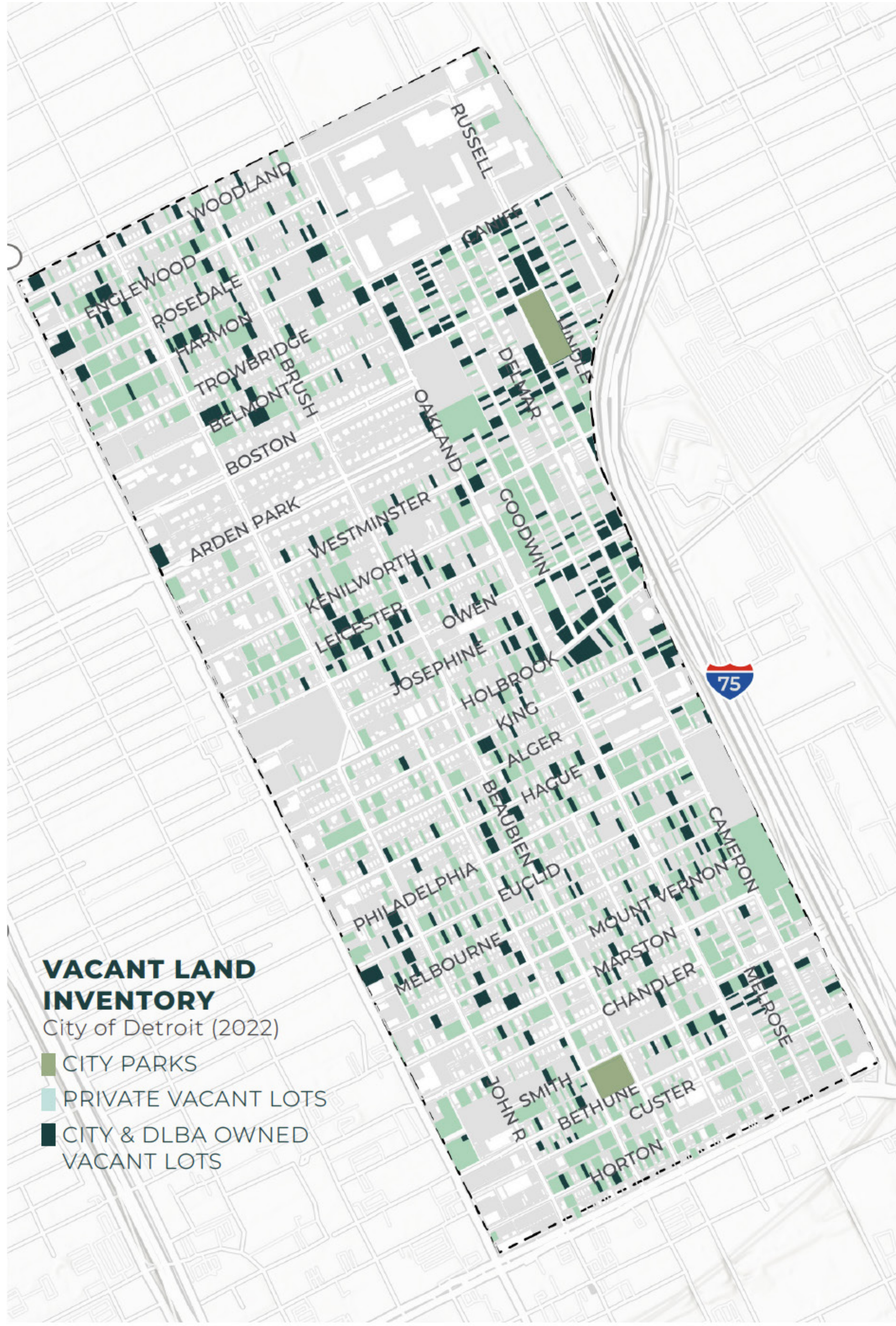


**Holbrook**



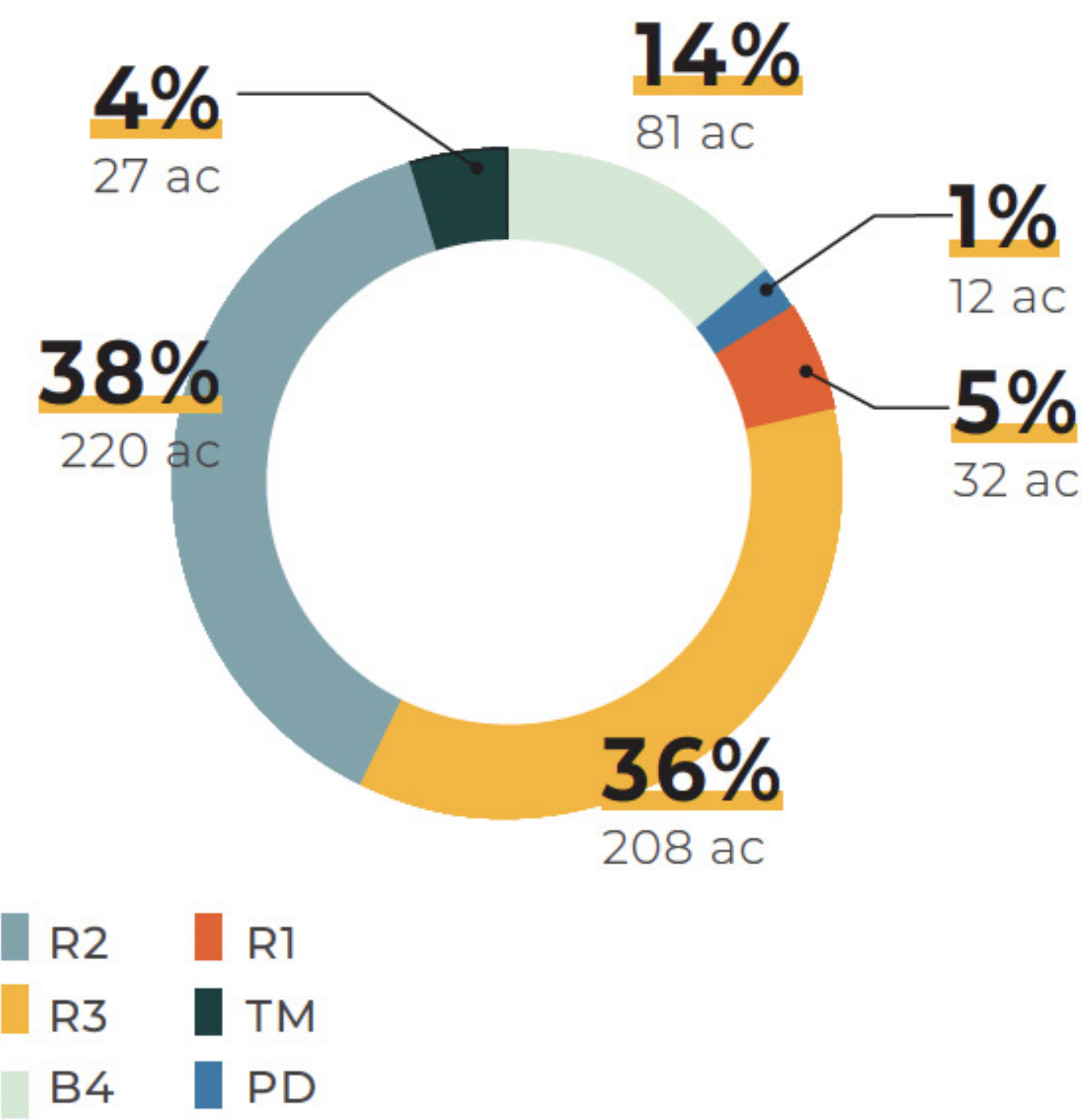
# Parks & Open Space

## What We Know



### VACANT LAND

Vacant land presents an opportunity to revitalize incomplete neighborhood blocks and incorporate open space and community assets that are high in demand.



## What We Heard

**Residents are frustrated with the process of acquiring land from the Detroit Land Bank Authority. It is unclear when lots go up for sale and what information they need to provide to make a successful purchase.**

- Community Meeting Participant

**“There are entrepreneurs and stewards in the North End who are interested in activating and leveraging vacant land as a community building and economic development tool. Some residents are looking for outdoor space that they can use for their creative enterprises.”**

- Community Meeting Participant

**“We have so much vacant land, all I see is opportunity!”**

- Community Meeting Participant

### WHAT DID WE HEAR?

**“We love what all of these urban farms are doing for the neighborhood! Fresh local food is so important.”**

- Community Meeting #1



# Recommendations

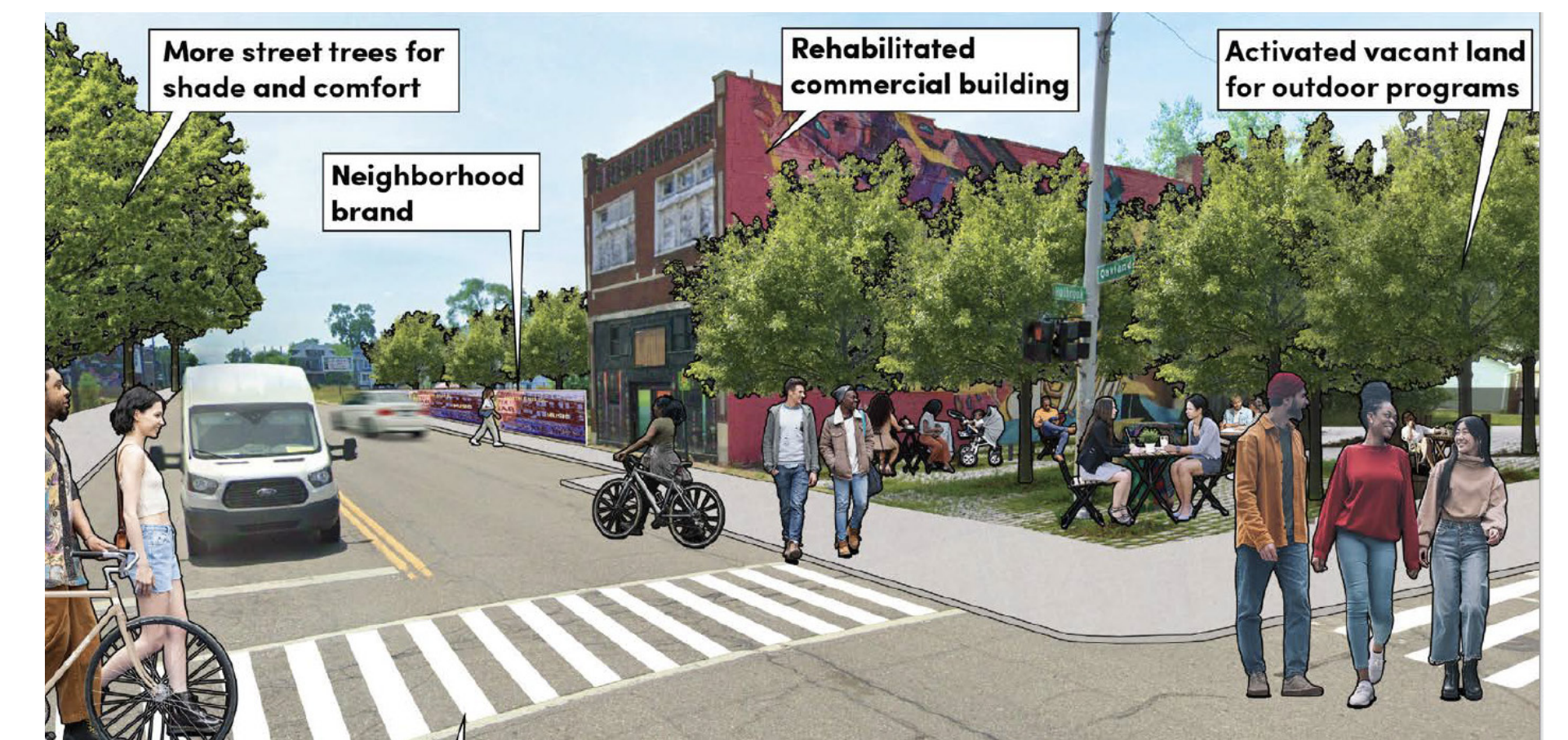
## Carbon Sequestration Forest



## Framework Goals



**Expand the tree canopy.**



**Activate vacant land.**



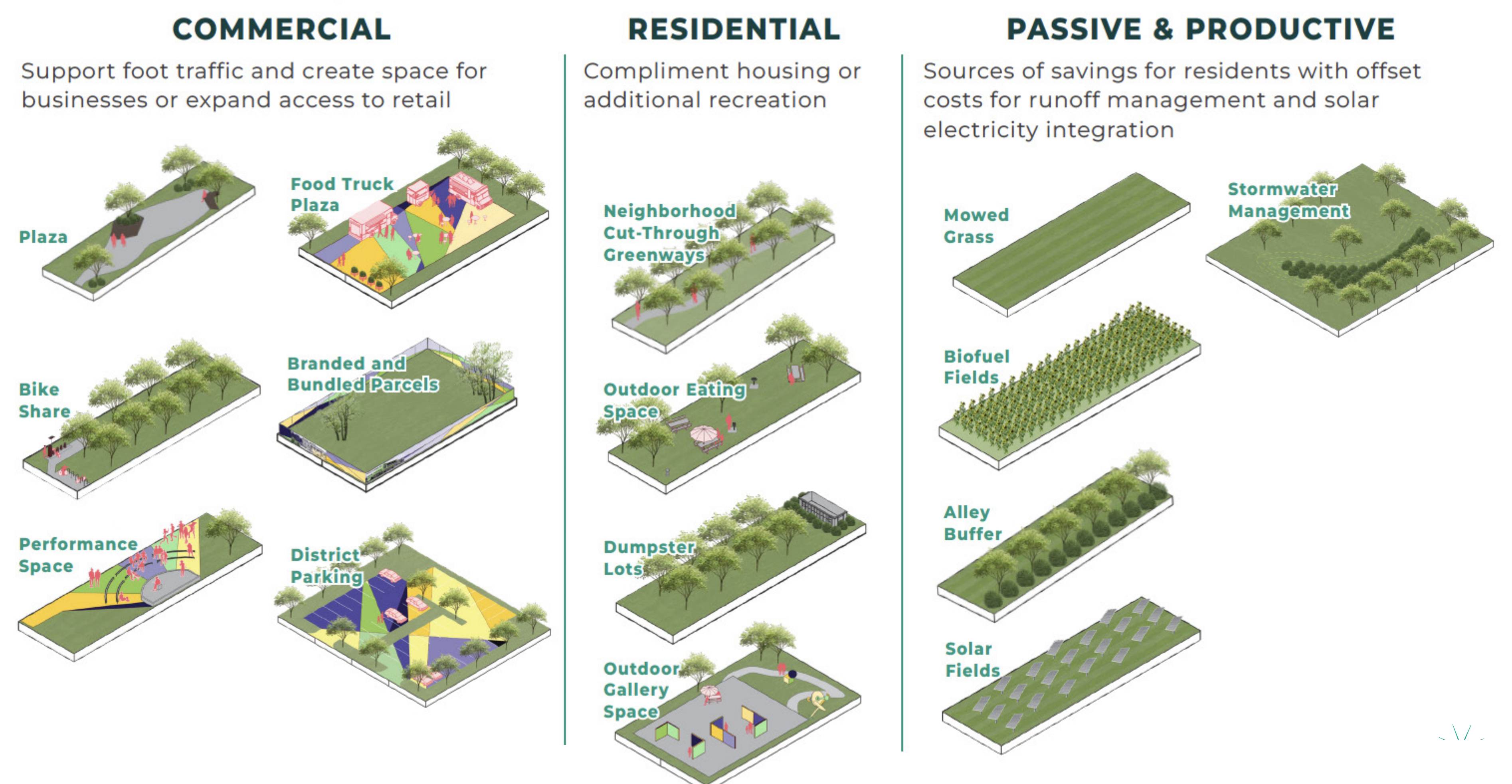
**Protect and standardize community stewarded open spaces.**



**Fill the North End park gap.**

## Proposed Vacant Land Activations

Proposed activations will vary depending on the surrounding context and can generally be broken into three typologies: commercial, residential, or passive activation.



# Streets for People

## What We Know

### STREETS FOR PEOPLE VALUES

**Safety First**

Safe streets for all Detroiters - zero crashes, zero deaths

**Equity, Dignity, & Transparency**

Transparent planning and rigorous community engagement

**Access for All**

Easy mobility throughout the city, no matter age or ability

**Economic Opportunity**

Access to jobs, empowerment, and neighborhood support

**Public Health**

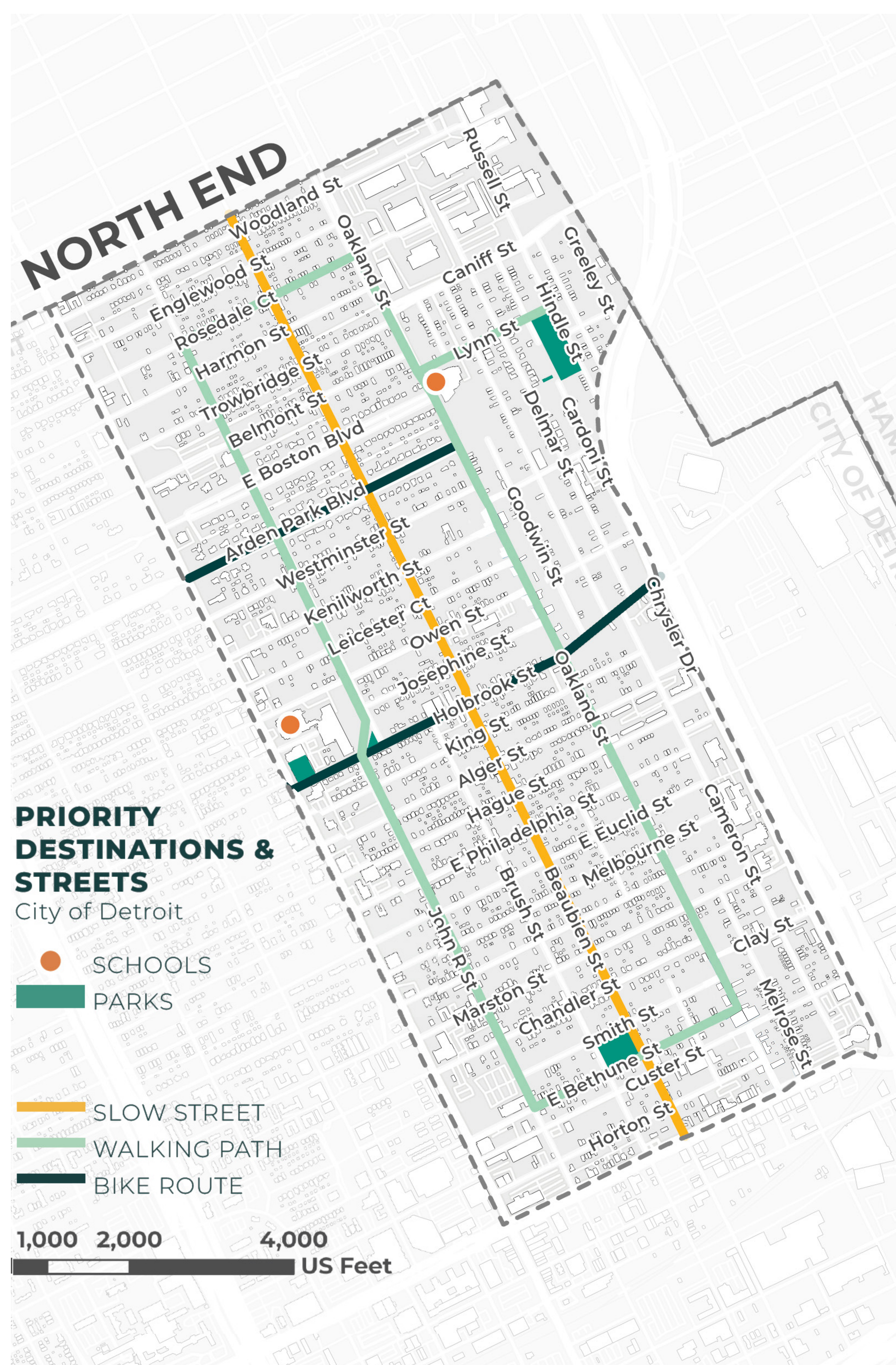
Safe mobility options to improve health and reduce pollution

*North End largely contains wide north-south collector roads and local east-west streets. Nearly all the streets in the neighborhood have an annual average daily traffic rate of less than 5,000. Exceptions include the major thoroughfares of Woodward and Grand Boulevard, and Holbrook, which provides a connection to Hamtramck. Public transportation is provided by DDOT and SMART, with the QLINE terminating in the very south of the neighborhood. Most of the transit routes have limited hours and frequency, and struggle with reliability. Bike infrastructure is limited to a bike lane on Grand Boulevard. However, due to the low volume of traffic, most of the neighborhood roads are considered comfortable to bike on for most people by SEMCOG.*

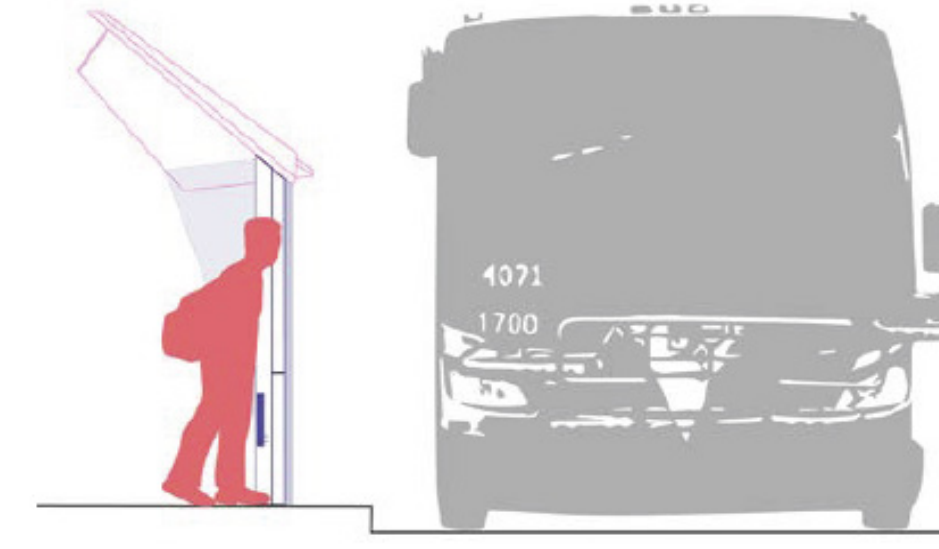
## What We Heard



# Recommendations



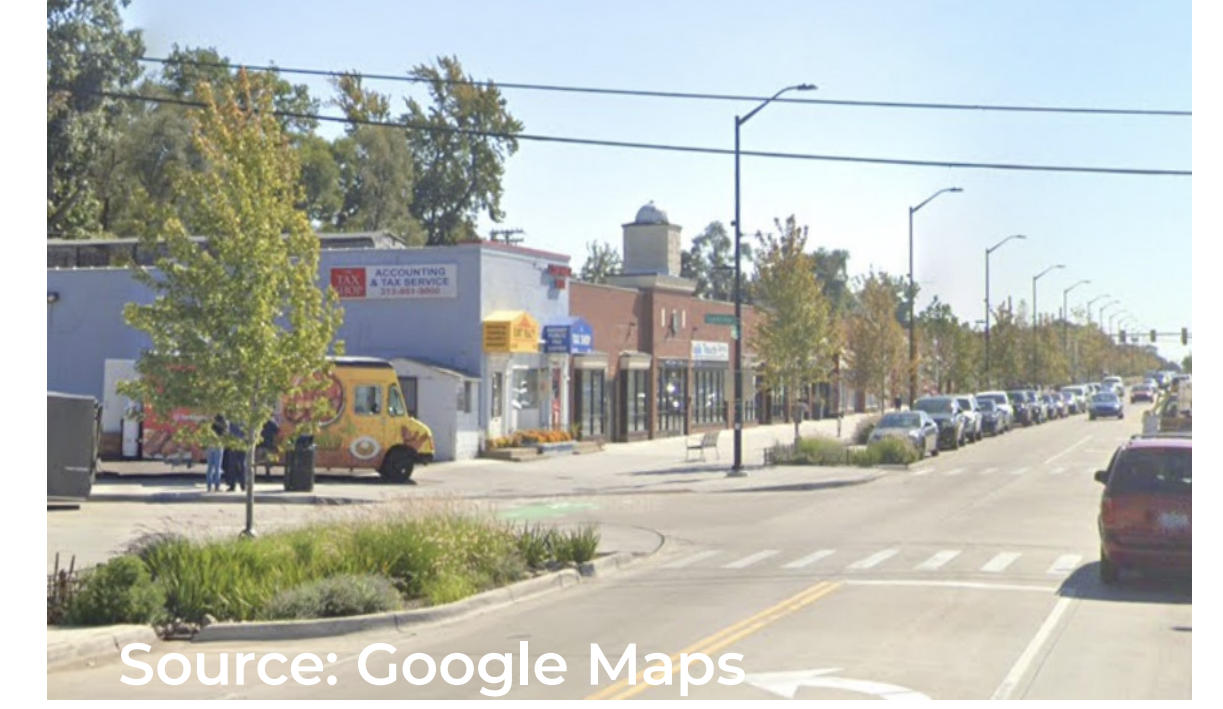
## Framework Goals



**Transform existing unsheltered bus stops with the addition of new shelters along primary stops and major intersections.**



**Support the increased frequency and modes of public transit along Oakland + Woodward to major employment centers.**



Source: Google Maps  
**Employ green infrastructure to mitigate stormwater runoff and contribute to traffic calming.**



**Improve pedestrian visibility, safety, accessibility and sidewalk connections throughout the neighborhood.**



**Improve bicycling infrastructure in the North End.**



**Improve overall safety of streets with streetscape improvements.**

## Road Narrowing Toolkit



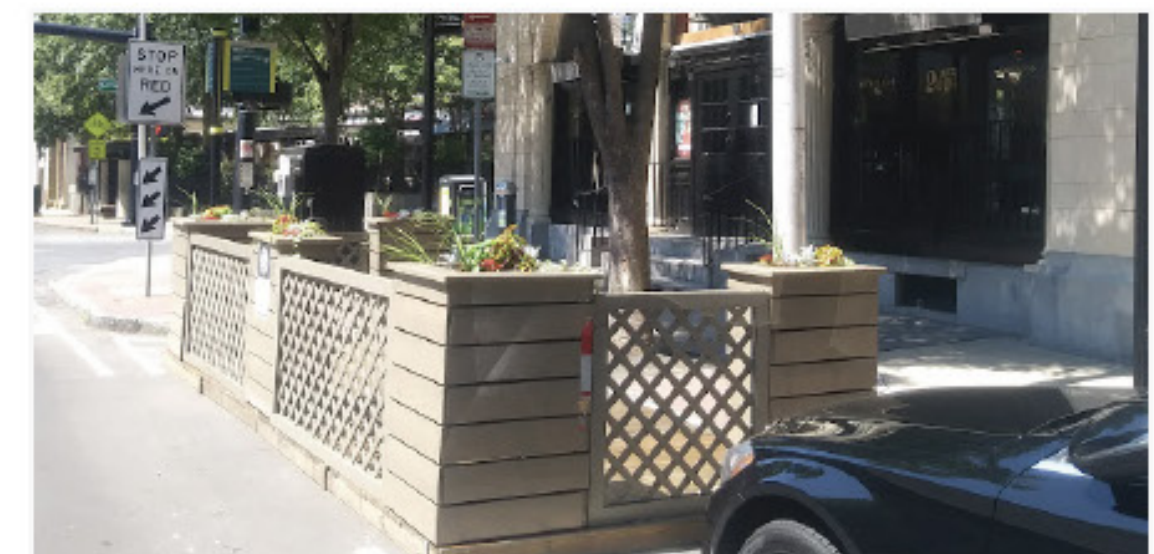
**TREES**  
Street trees located in the street itself can narrow the roadway and separate parking spaces with attractive foliage.



**PAINTED ASPHALT**  
Visually demarcating pedestrian space can be done as a neighborhood activity, often with volunteers and donated paint.



**PARKLETS**  
Valuable curbside space that might otherwise be used to store cars can be reclaimed for neighborhood recreation.



**OUTDOOR DINING**  
Restaurants and shops can take advantage of extra curbside space to provide outdoor dining and retail during good weather.



**BIKE LANES**  
By repurposing car space as bike space, bike lanes improve separation and visibility and narrow the roadway, reducing speed.



**GREEN STORMWATER INFRASTRUCTURE**  
In addition to narrowing the roadway, this feature provides flood control benefits.