

LIVERNOIS MCNICHOLS

Neighborhood Framework
Planning and Development Department
City of Detroit

March 2017



Neighborhood Framework Plan
LIVERNOIS / MCNICHOLS

CITY OF DETROIT
MAYOR MICHAEL DUGGAN

**PLANNING AND
DEVELOPMENT DEPARTMENT**
MAURICE COX, DIRECTOR

MARCH 2017

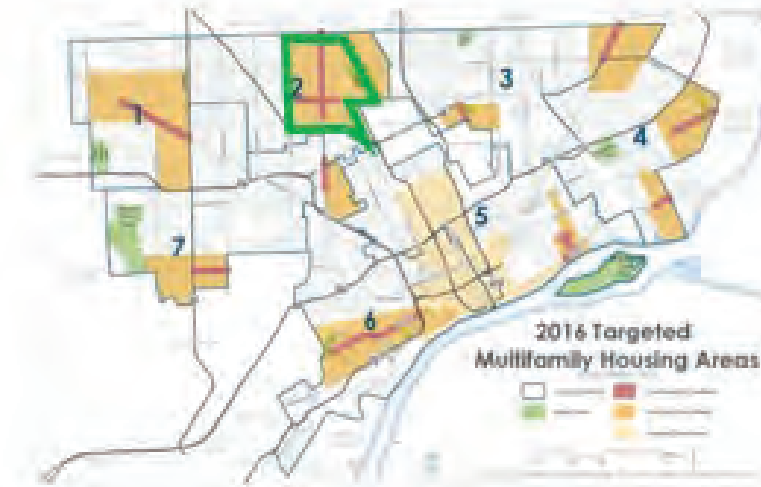


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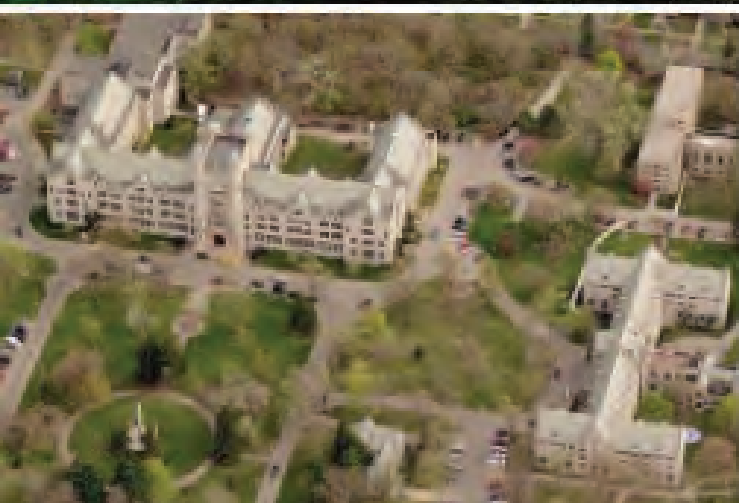
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EXECUTIVE SUMMARY



LIVERNOIS-MCNICHOLS PLANNING AREA



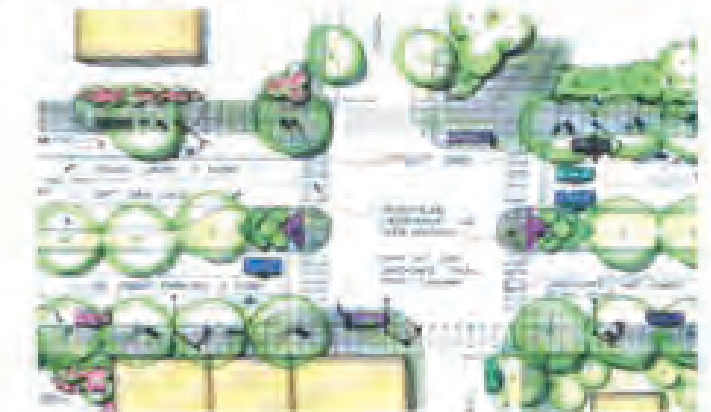


MOVE GOOD IDEAS FORWARD FROM PAST PLANS + STUDIES

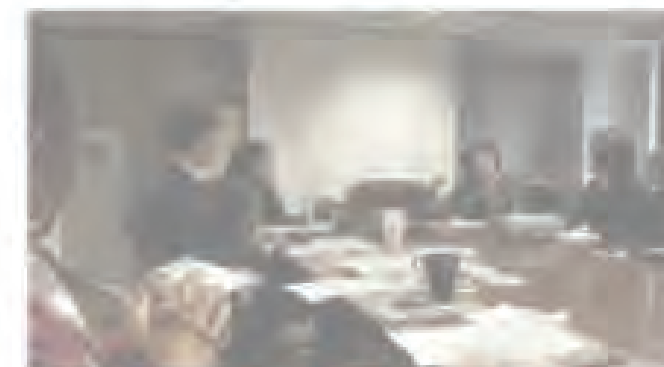


WAYS OF LIFE, 2001

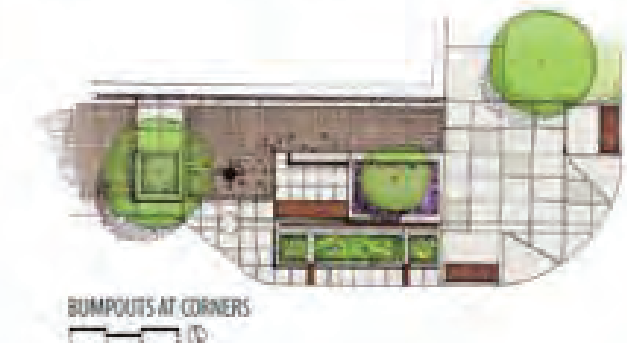
WAYNE COUNTY - UNIVERSITY COMMONS



**LIVERNOIS BUSINESS DISTRICT
CHARRETTE, 2007**



ULI DETROIT STUDY, 2012



**LIVERNOIS STREETSCAPE
ENHANCEMENT PROJECT, 2012**

COMMUNITY ENGAGEMENT - SINCE FALL 2015



28

COMMUNITY +
TOWN HALL
MEETINGS

50

BLOCK CLUB +
NEIGHBORHOOD
ASSOCIATION
MEETINGS

9

POP-UPS +
EVENTS

+ ONGOING ENGAGEMENT FOR IMPLEMENTATION PROJECTS

GOALS: Build diverse, vibrant, mixed-income places with convenient, safe, and pedestrian-oriented access to services and amenities. Stabilize and strengthen neighborhoods.



LIVERNOLIS-MCNICHOLS PLANNING AREA

- Enhancing two walkable retail nodes through targeted real estate and public infrastructure investment
 - Avenue of Fashion
 - Six Mile
- Stabilizing neighborhoods
 - Fitzgerald Revitalization Project (underway)



1 Avenue of Fashion



FIVE NEIGHBORHOOD TRANSFORMATION INITIATIVES

- + Safety And Public Services
- + Streetscape
- + Multifamily And Mixed Use Development
- + Small Business And Retail Development
- + Parking And Zoning



SAFETY + PUBLIC SERVICES

+ Create a community where residents and visitors feel safe to live, work and play

- Improving safety along the Avenue of Fashion with Project Greenlight corridor

PROJECT GREEN LIGHT CORRIDOR

- Expand on success of program at current businesses
- Minimum five businesses to participate in reduced cost, new branding program



STREETSCAPE

+ Implement Public Infrastructure Improvements To:

- Improve pedestrian experience
- Enhance local businesses
- Build on the unique identity of the area

STREETSCAPE AND CORRIDOR PLANNING STUDY

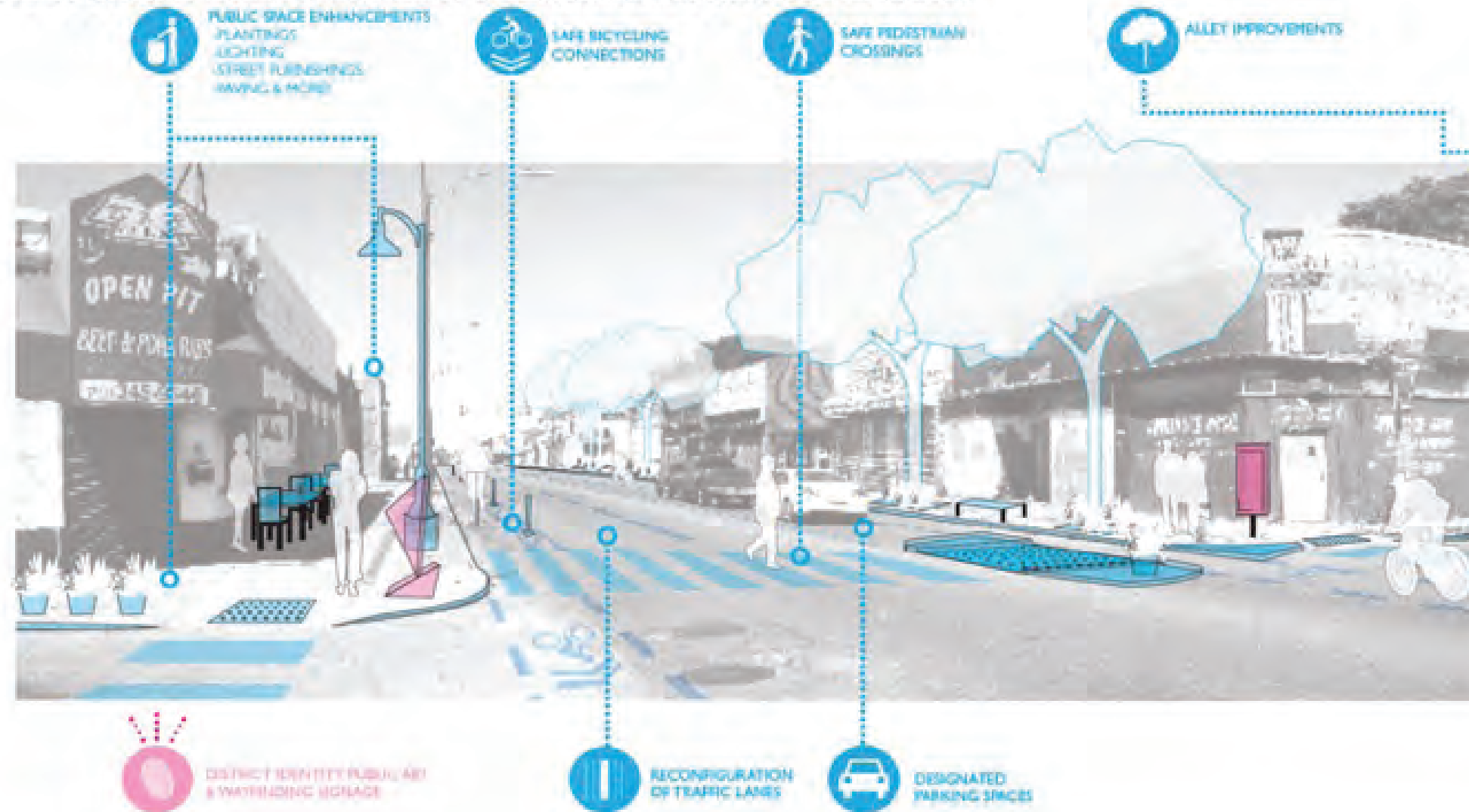
Summer –
Winter 2016

Streetscape Planning

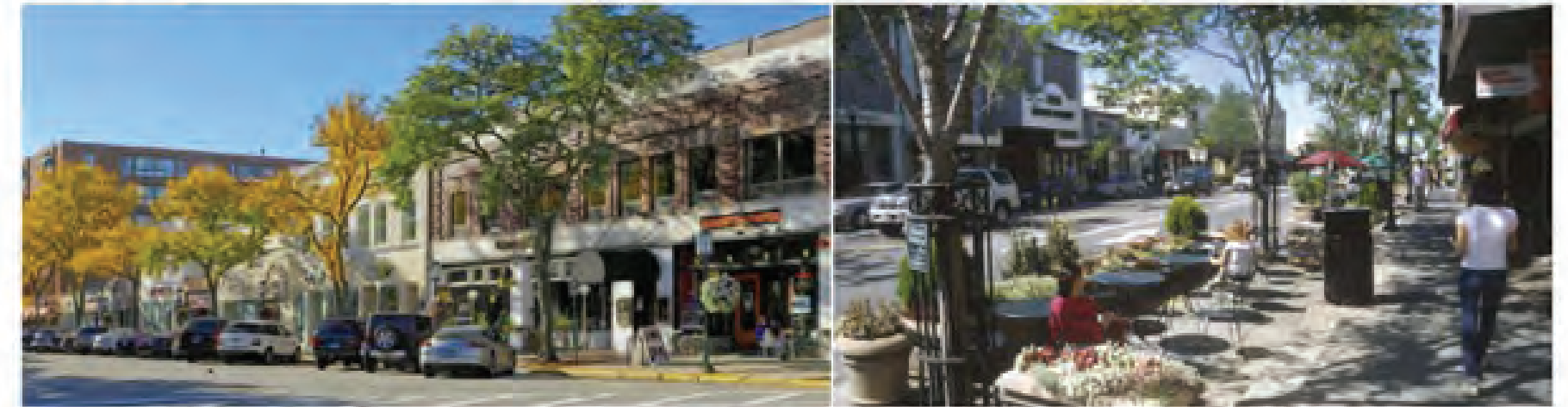
- Livernois (Lodge to 8)
- McNichols (Livernois to Greenlawn)



STREETSCAPE AND CORRIDOR PLANNING STUDY: OVERVIEW



WHY STREETSCAPE MATTERS

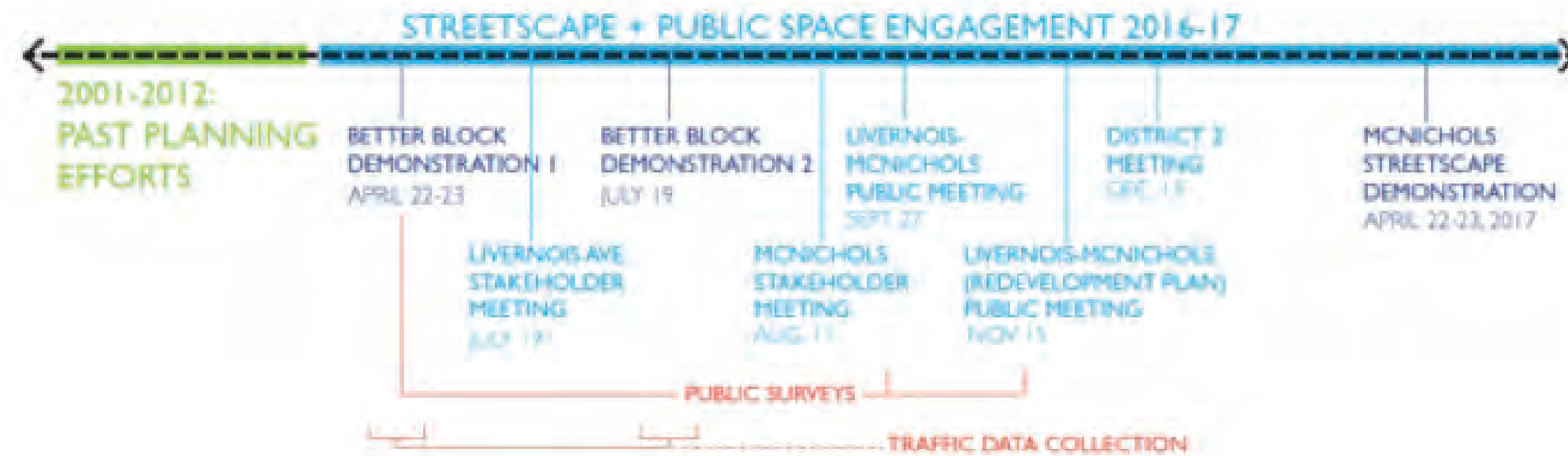


ENHANCING COMMERCIAL CORRIDORS

- Support Livernois/McNichols businesses and promote economic vitality of the corridor
- Encourage more walkable, active retail foot traffic to create 20-minute neighborhoods
- Enhance character, identity and unique sense of place that supports the neighborhoods and can be a destination
- Improve safety by slowing down cars and supporting greater pedestrian activity
- Change the balance from auto-centric to pedestrian and bicycle

CIVIC ENGAGEMENT

► TIMELINE OF COMMUNITY ENGAGEMENT ACTIVITIES



Public Realm Zones

- A** Major Key Intersections
- B** Minor Key Intersections
- C** Avenue of Fashion
- D** McNichols Neighborhood Retail
- E** University/Mixed-Use Edge
- F** Residential Mixed-Use Edge
- G** Low-Density Commercial
- ↔** Neighborhood Connections

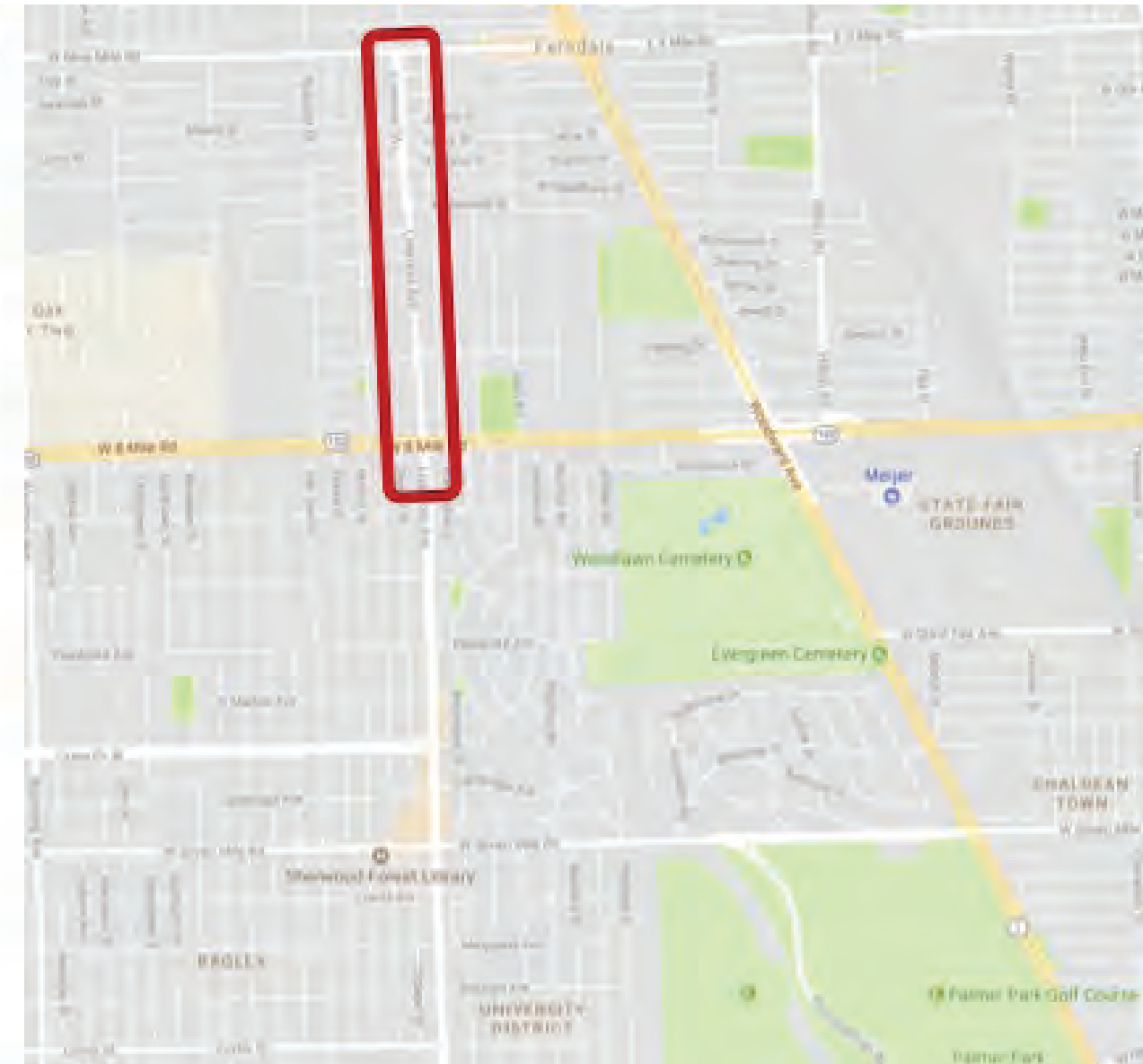
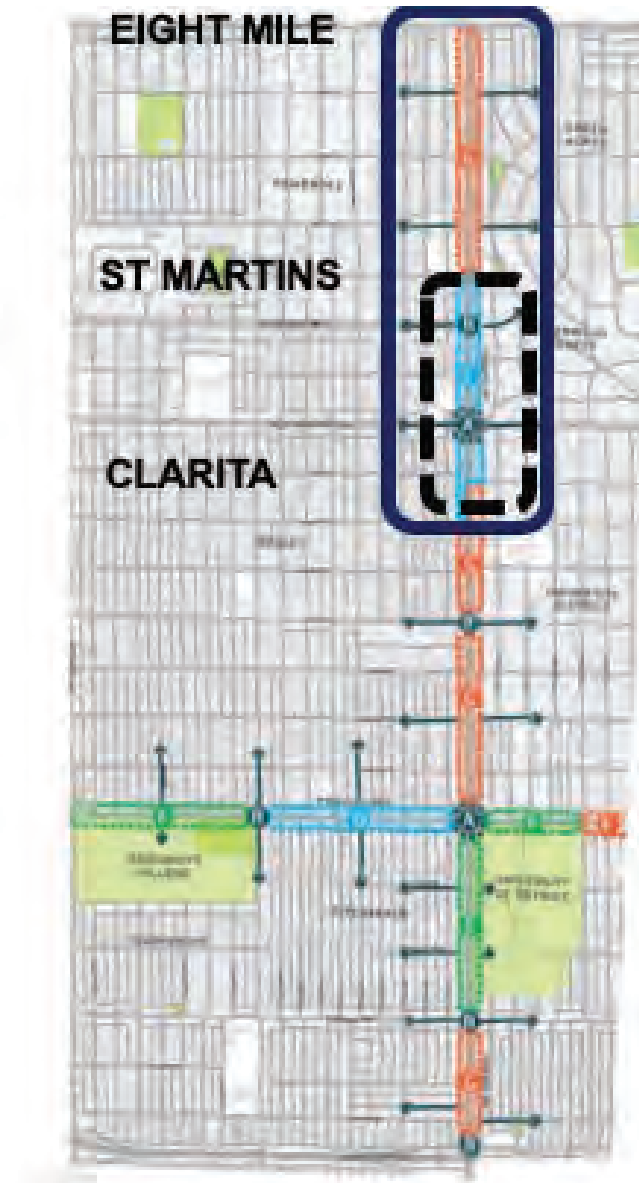
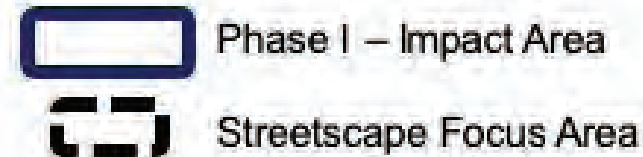


STREETSCAPE

First Funded Project Underway:

- Phase I Streetscape Implementation: Livernois – Ave of Fashion
- Move from **two concepts** to **one final design** for construction
- \$5.8M Construction Budget

2018 Design and Engineering
2019 Project Completion



Ferndale Street Improvements

- 2018 Resurfacing Project
- Parking-protected Bike lanes from 8 to 9 Mile





STREETSCAPE

+ Next Steps:

- Ongoing community engagement
- Traffic and survey work underway
- Meetings throughout design + engineering process (30%, 60%, 90%, 100%, pre-construction)
- 2019 Project Completion

MIXED-USE AND MULTIFAMILY DEVELOPMENT

+ Increase Density Along Commercial Corridors

- Walkable, neighborhood serving retail
- Preserve character of the corridor through rehabilitation
- Provide greater diversity of housing types (apartments, flats)
- Enable infill projects on key sites

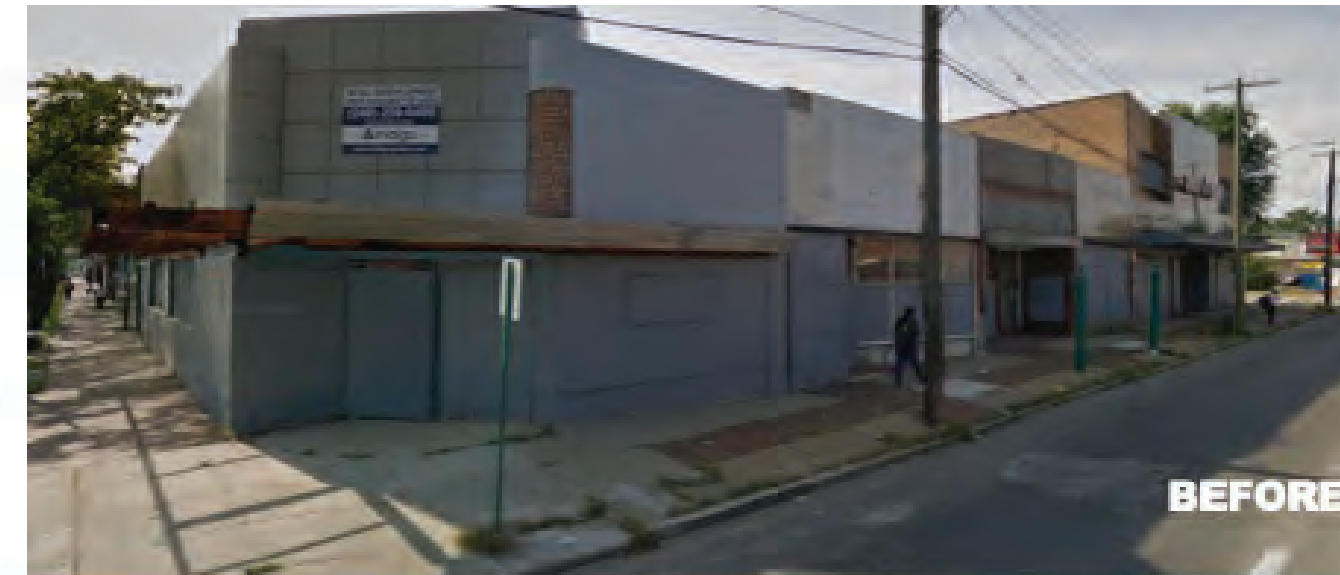


Liv7 / B. Siegel Building

First Funded Project Underway:

Mixed-use project at intersection of Livernois & Seven Mile

Rehabilitation of Former B. Siegel Department Store with creation of residential units above



B. Siegel Building

Project Summary:

- Mixed use rehabilitation project – over 20,000 sf of commercial and 10 new housing units
- Underground in basement of B. Siegel building (27 spaces) plus angle parking on Stoepel (9 spaces)

Groundbreaking in Q1 2018



Developer: Iconic Development (Matt Hessler)

RETAIL + SMALL BUSINESS DEVELOPMENT

+ Support Existing And Attract New Retail Options On Livernois

- **Motor City Match**
 - Reactivate vacant storefronts and attract new businesses
- **Motor City Re-store**
 - Enhance existing properties and current businesses
- **Parking Strategy**
 - Accommodate additional business development



Loose Massage Therapy Plus LLC

19485 Livernois
\$30,000 grant winner

Loose Massage Therapy is a community focused massage therapy business that educates clients on the importance of personal and preventative care, in addition to providing high quality and affordable services.



Narrow Way Café, LLC

19331 Livernois
\$45,000 grant winner

Narrow Way Café is a new, family-owned restaurant-style coffee shop, specializing in premium coffee and baked goods. The business has secured a contract to offer Zingerman's Coffee and Bakehouse products known for their superior quality.



SOCIAL SUSHI

18663 Livernois
\$45,000 Grant Winner

Social Sushi is a social collision lounge with Japanese cuisine. In addition to fresh, quality food, the restaurant creates a space for strangers to feel open to connect with other people.

PARKING

Preserve Existing Street Parking:

- Streetscape improvements will preserve street parking

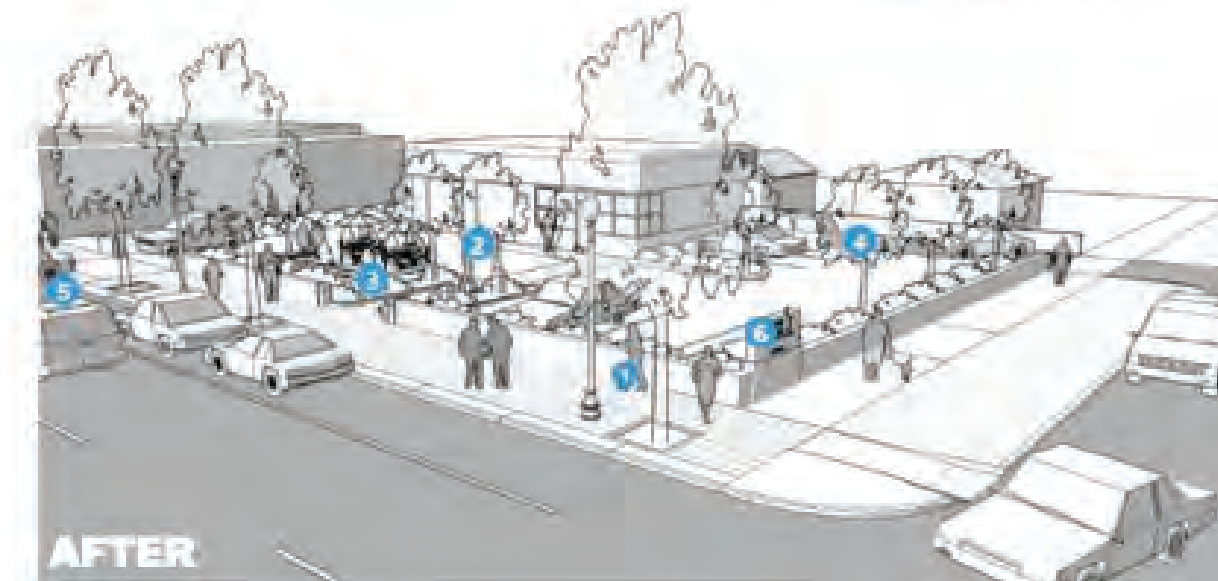
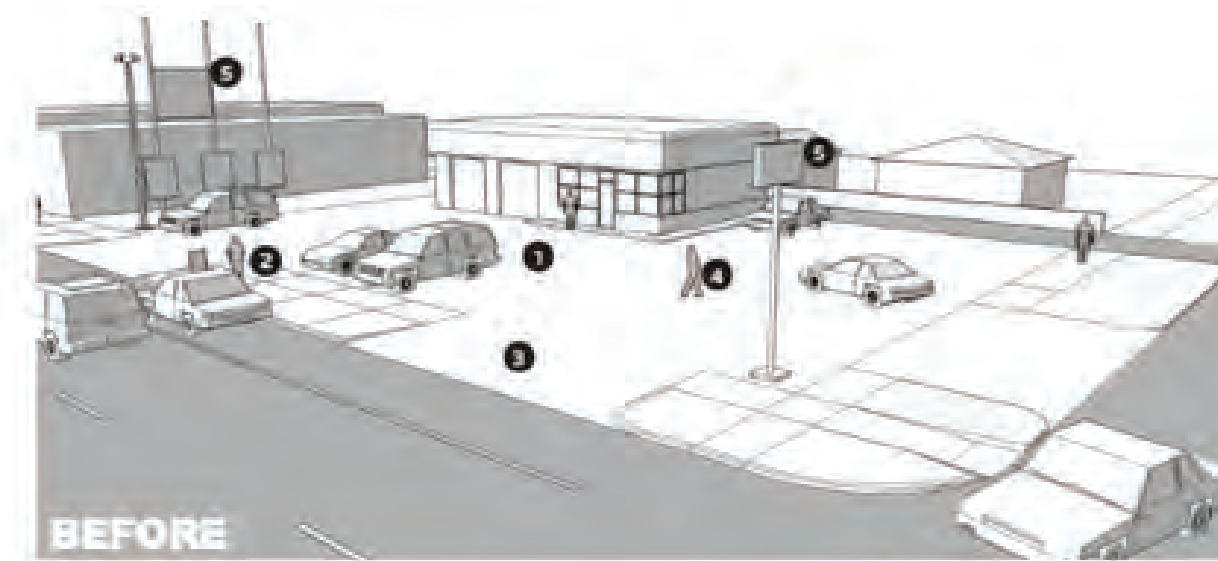
Expand Supply through Parking Pilot:

- City exploring partnerships with existing property owners with large underutilized surface lots to increase short-term parking supply
- Possibility for physical enhancements and drainage charge reduction through Motor City Restore and DWSD Support



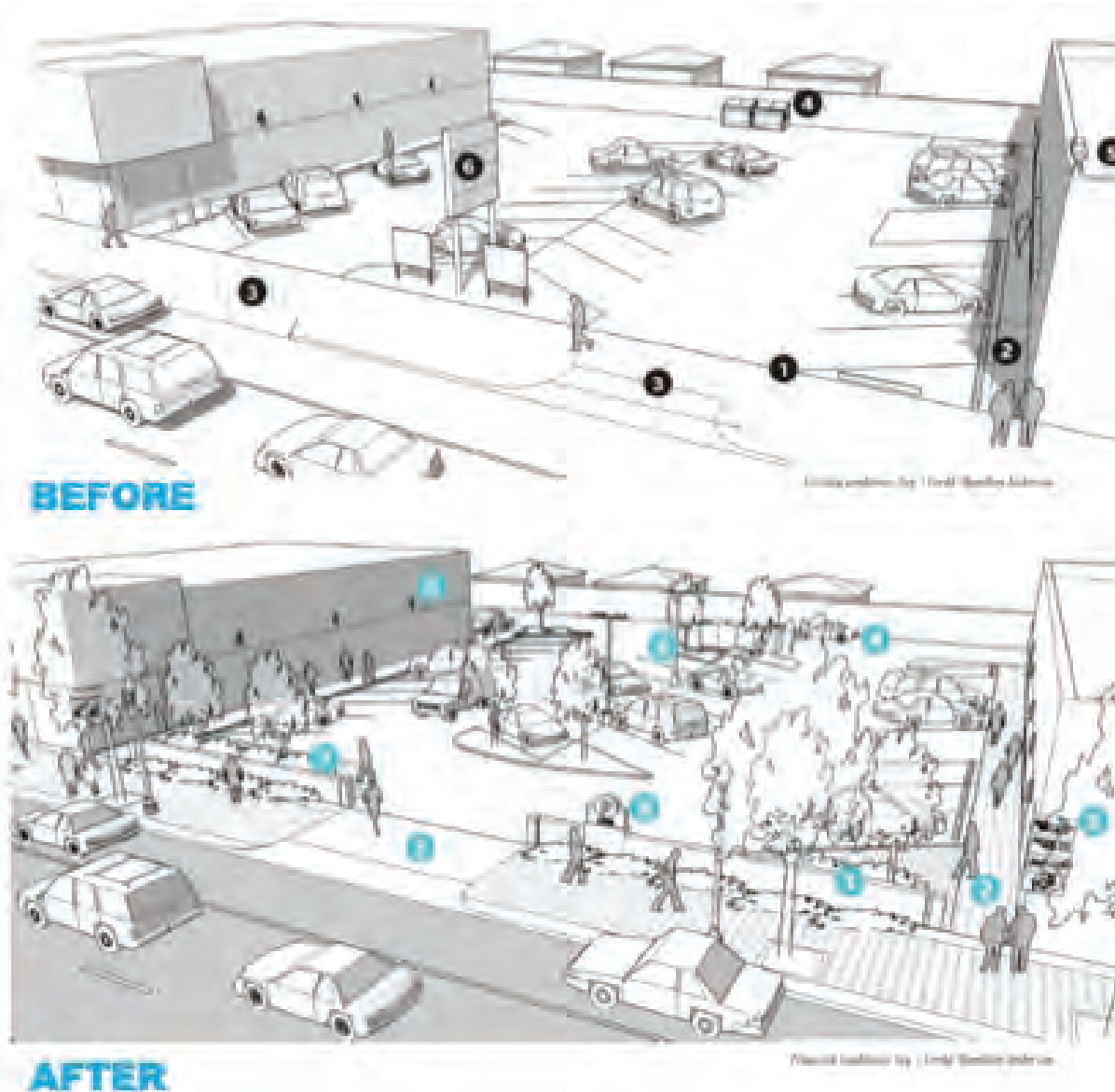
PARKING ENHANCEMENTS: MOTOR CITY RESTORE

- Site Improvements for Existing Businesses
 - Allow property owners to bring surface parking lots into compliance with zoning code



SURFACE PARKING ENHANCEMENTS: MOTOR CITY RESTORE

- **Site Improvements for Existing Businesses**
 - Allow property owners to bring surface parking lots into compliance with zoning code



ZONING + POLICY

+ Traditional Main Street

- Encourage high quality, pedestrian-scale, walkable areas with traditional urban atmosphere

+ Mix-Tape

ZONING + OVERLAYS

- **Existing Zoning**
 - Primarily **B2** [Local Business + Residential District]
 - **B3** and **B4** at major intersections
 - Primarily surrounded by low density residential [**R1** and some **R2**]
- **Traditional Main Street Overlay [TMSO]**
 - Livernois/West McNichols Overlay Area
 - Livernois: Lodge to St. Martins
 - McNichols: Wyoming to Lawton
 - Commercial areas with potential to be high quality, pedestrian-scale, walkable areas with traditional urban atmosphere



ZONING + OVERLAYS

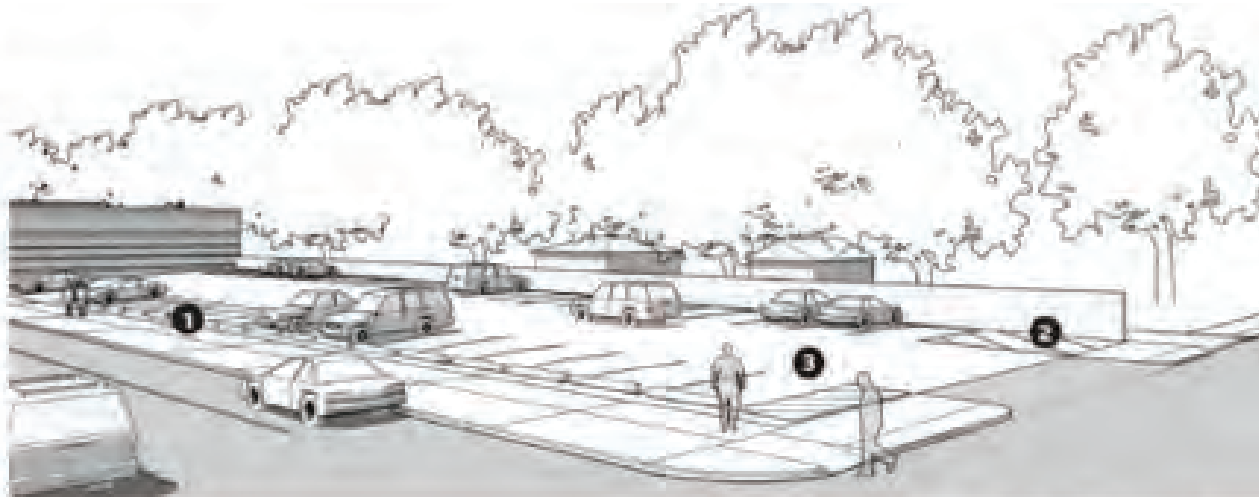
- **TMSO Expansion to Eight Mile**
 - Extended TMSO north from St. Martins to Eight Mile
 - Council approval in November 2017



ZONING + OVERLAYS

TMSO Design Guideline Recommendations

- Enable more diverse mix of housing types (apartments and flats)
- Infill projects on larger vacant lots
- Revisit height and density requirements to enable more dense development (4+ stories)



ZONING + OVERLAYS

TMSO Design Guideline Recommendations

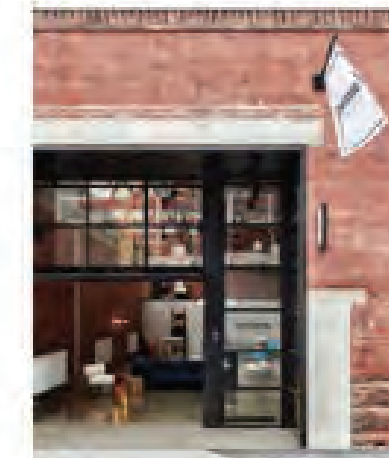
- Window placement – allow windows to extend to ground or above eight feet
- Currently limited to between 2-8 feet



Simple facade features, painted concrete block and the incorporation of pedestrian amenities contribute to the simple yet effective design.



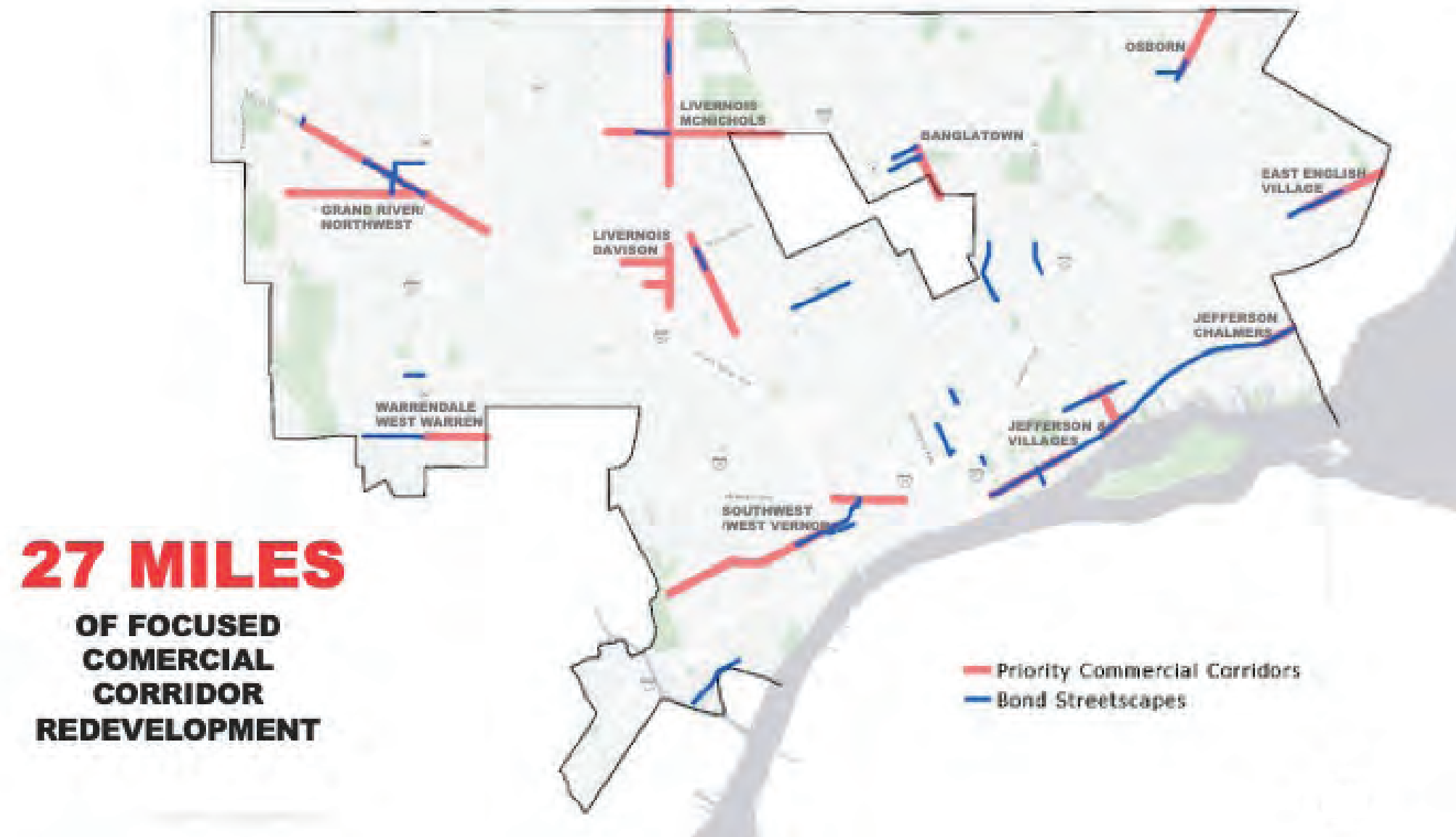
Planters, benches, outdoor display, and sidewalk signage are an extension of the storefront.



The facade maximizes window openings and transparency extending to the ground plane.



Unconventional materials and change in height creates visual interest and character and relates to existing building elements and adjacent buildings.



ZONING CHANGE

- Allow for mix of uses
- Require design standards
- Ease parking requirements

NON-ZONING CHANGE

- Permit sidewalk cafes with simpler review and for longer periods of time
- Stormwater management

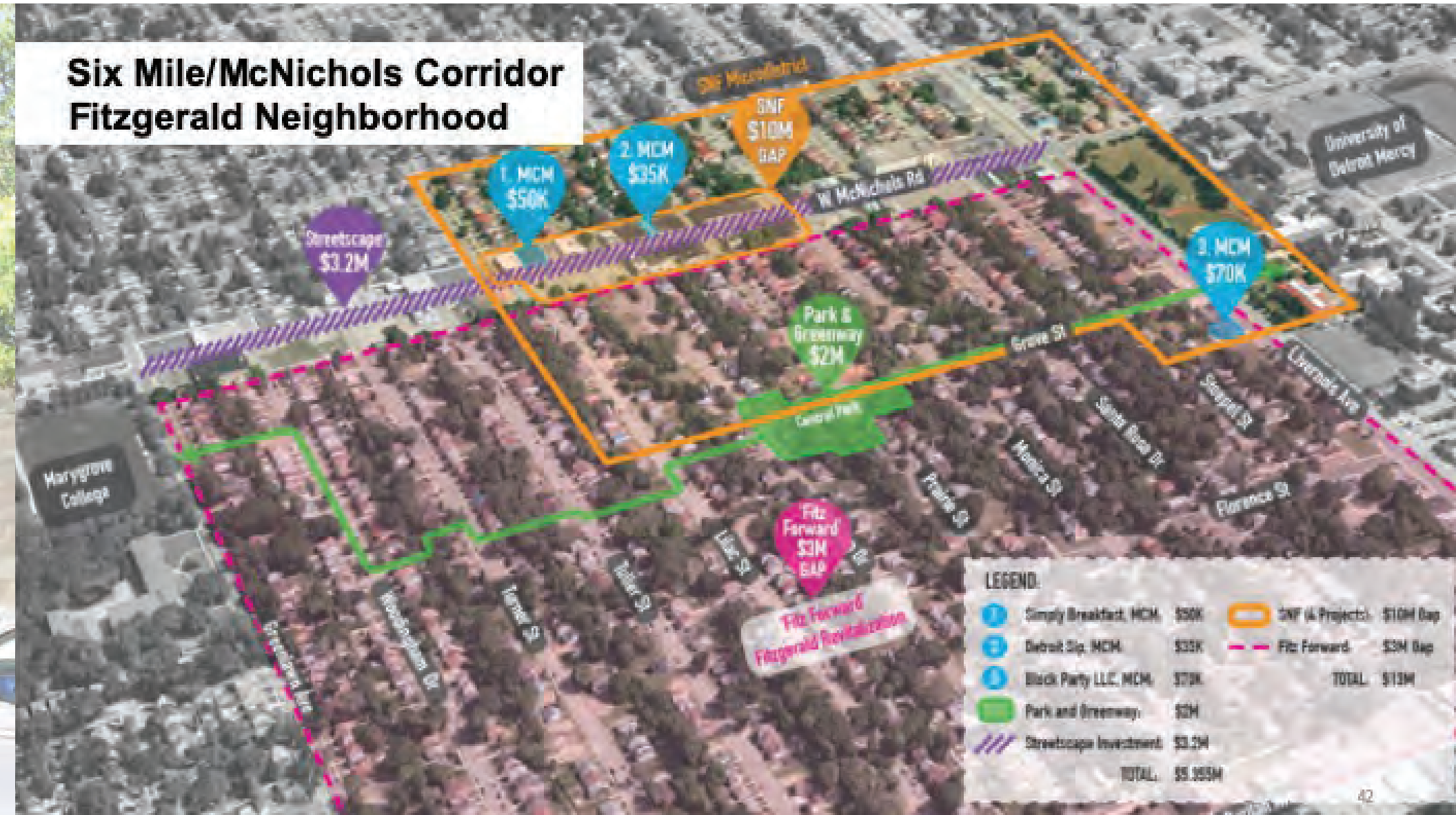
ON TARGET CORRIDORS

- Leveraging future streetscape improvements
- Reducing barriers for development

2 Six Mile Updates



Six Mile/McNichols Corridor Fitzgerald Neighborhood



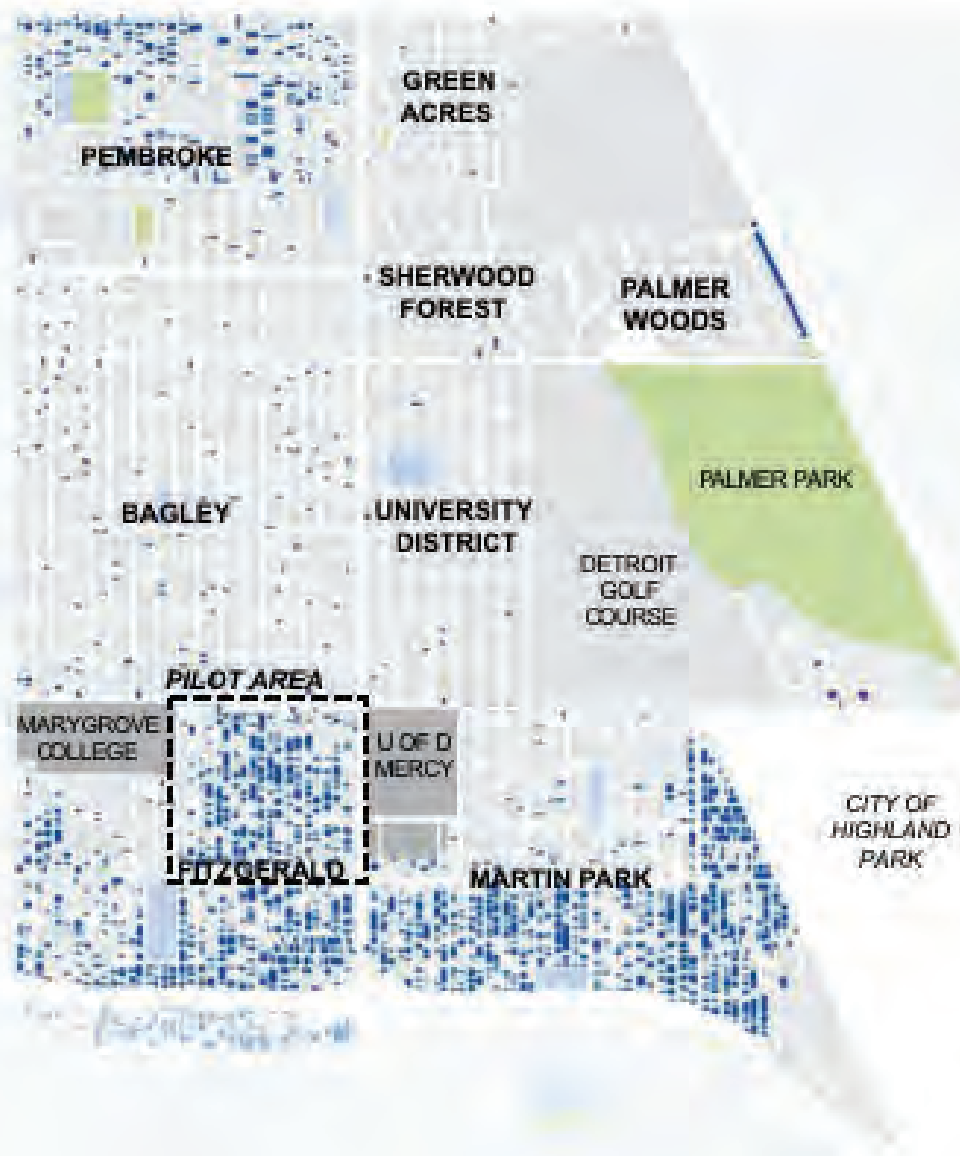
FOUR NEIGHBORHOOD TRANSFORMATION INITIATIVES

- + Neighborhood Stabilization
- + Open Space
- + Streetscape
- + Small Business And Retail Development

NEIGHBORHOOD STABILIZATION

+ Fitzgerald Revitalization Project

- Revitalize a quarter-square mile area in the Fitzgerald neighborhood with a plan for every city-owned vacant house and lot
- Improve neighborhood perception by creating a neighborhood that feels complete without building a single structure



Fitzgerald Revitalization Project

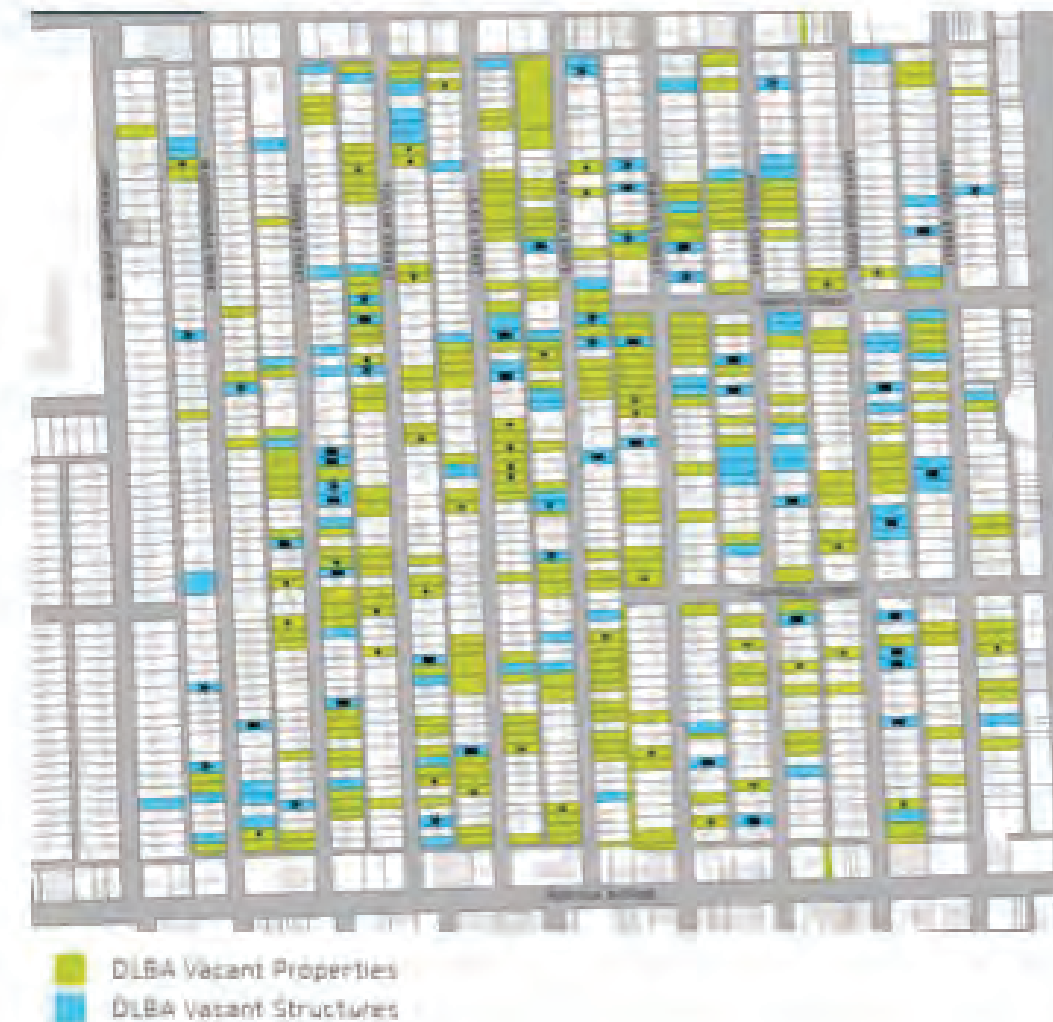
Stabilize neighborhoods, increase property values, and improve the quality of life of residents

Existing Initiatives

- 0% Interest Home Repair Loans
- DLBA Auctions and Side Lots Sales
- Residential Demolitions
- Detroit Home Mortgage

Fitzgerald Revitalization Project

- Neighborhood stabilization in area with large number of publicly-owned properties
- Build from areas of strength
- Take great ideas to scale for catalytic impact
- Develop innovative solutions to address challenges



Fitzgerald Revitalization Project

Creating a blight-free quarter square mile in the Fitzgerald neighborhood

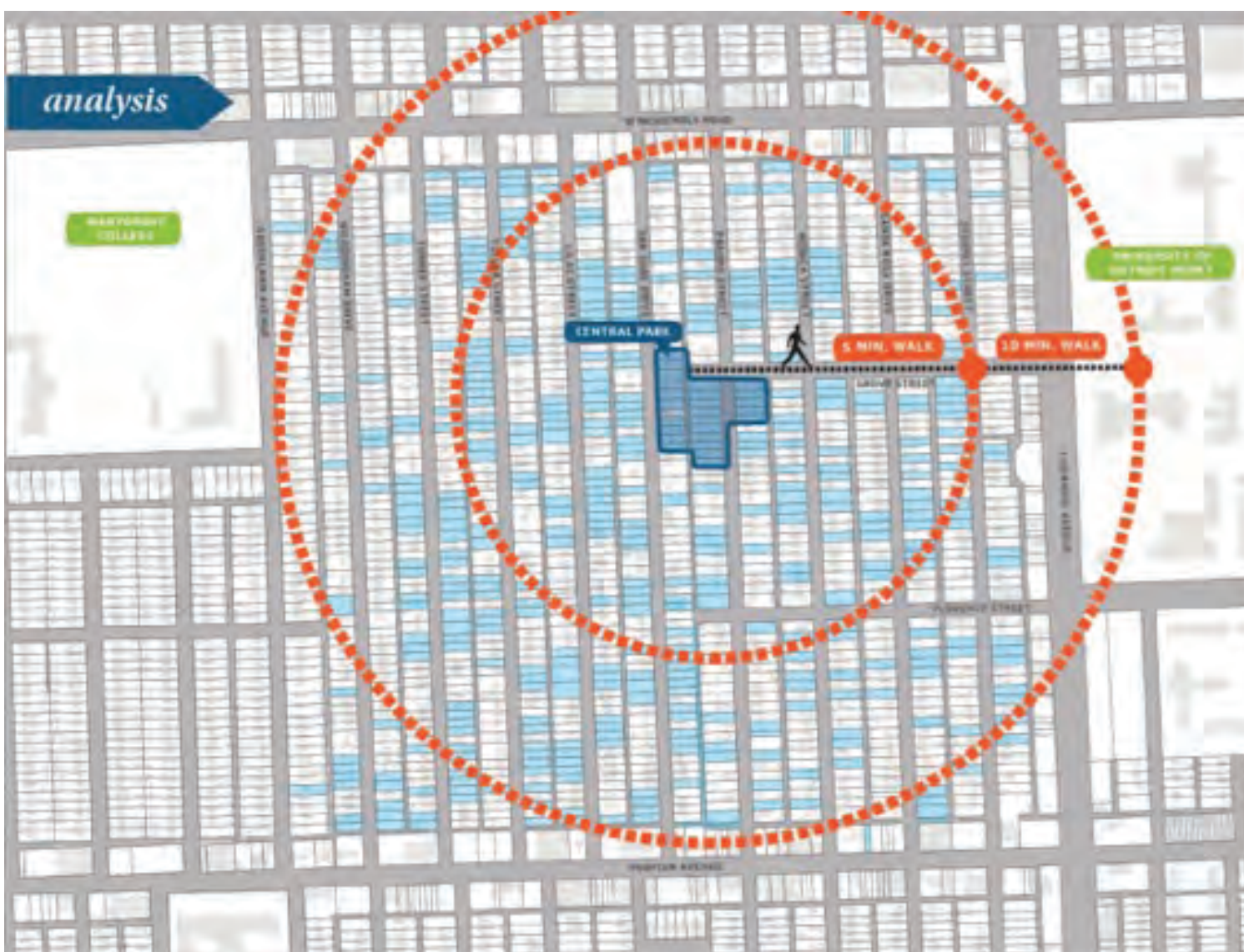
Project Goals:

- Transform every public owned property
- Improve neighborhood perception
- Short term impact
- Develop a revitalization strategy that could be applied across Detroit

Ownership:

- 1,133 Total Parcels
- 419 Total Public owned parcels (40%)
 - 117 Structures
 - 302 Vacant lots





Ella Fitzgerald Park

- Located in the heart of the neighborhood
- Neighborhood lacks access to recreation and natural areas
- Recreation and amenities identified by the community

51



Ella Fitzgerald Park

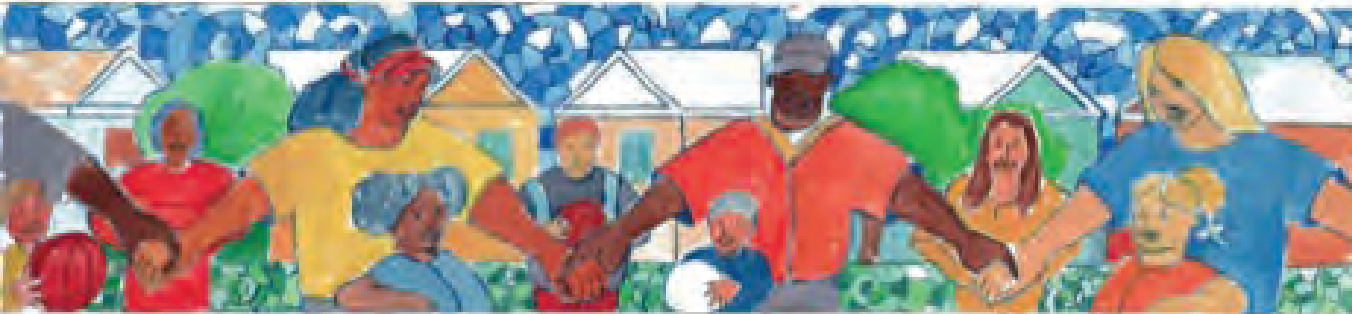
Creating a New City Park

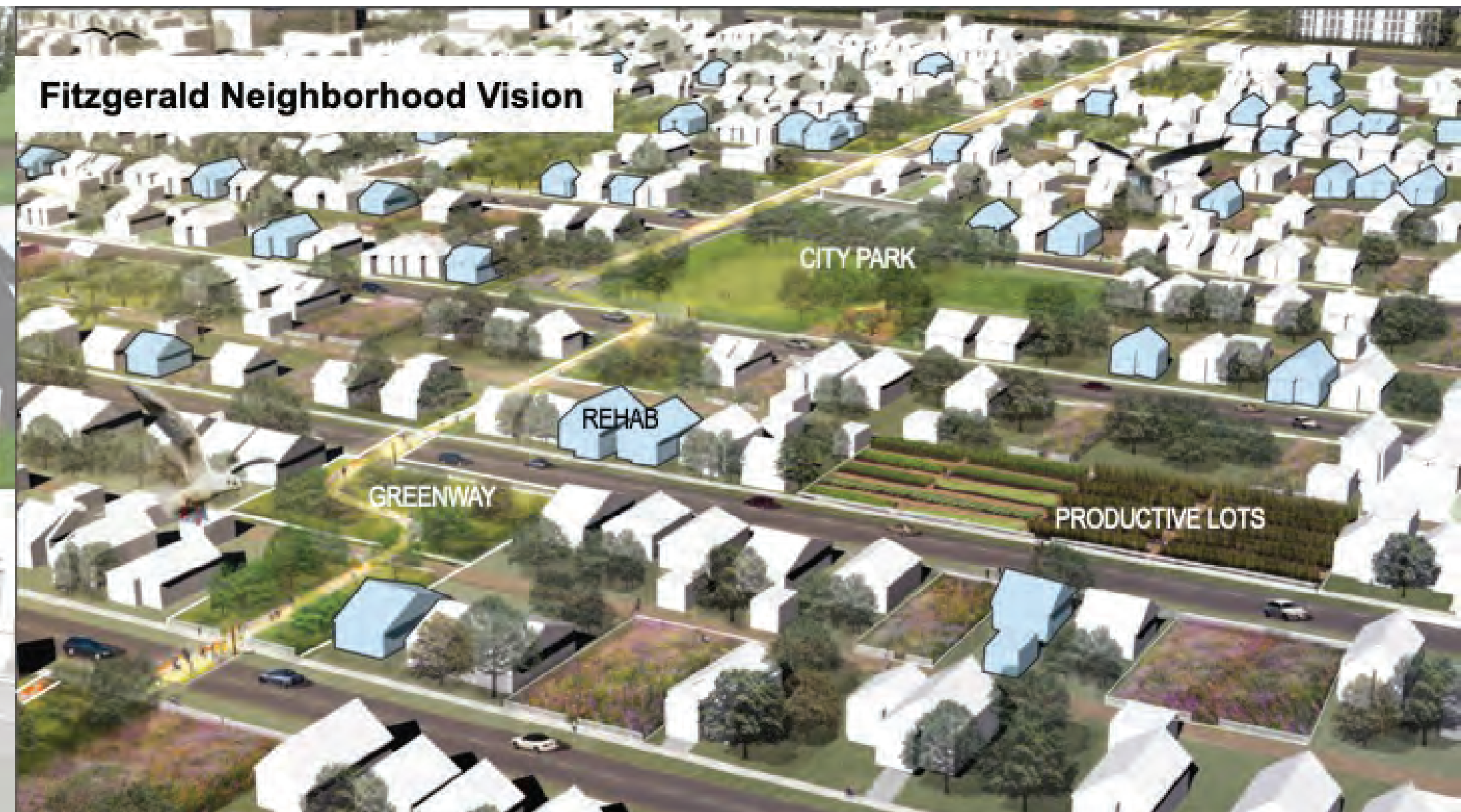
- Ella Fitzgerald Park:
 - Transform 26 vacant lots
 - Basketball court, Multi-purpose field, Picnic area with grills, Playground, Bike repair, Drinking fountain
 - Funded through the Civic Commons grant
 - Groundbreaking October 2017

Under Construction

Opening Summer 2018







STREETSCAPE

+ Implement Public Infrastructure Improvements To:

- Improve pedestrian experience
- Enhance local businesses
- Build on the unique identity of the area

STREETSCAPE

Second Funded Project:

- Phase II Streetscape Implementation: McNichols (Livernois to Greenlawn)
- Move from concept design to construction
- \$3.2M Construction Budget

2018 Design and Engineering

2019 Construction



Streetscape Focus Area





RETAIL + SMALL BUSINESS DEVELOPMENT

+ Support Existing And Attract New Retail Options On McNichols

- **Community Design Center**
 - Activate the block with a community resource hub
- **Motor City Match**
 - Reactivate vacant storefronts and attract new businesses

COMMUNITY DESIGN CENTER: “HOMEBASE”



- **Activate the block with a Community Hub**
 - Detroit Collaborative Design Center
 - Live6 Alliance
 - City of Detroit Staff
 - Fitz Forward Development Team
 - Conference and Community Meeting Space
 - Kitchenette, Storage, Restrooms
- Under construction – opening Q2 2018**



MOTOR CITY MATCH

Detroit Sip
7420 W. McNichols
Open Nov 2017

MOTOR CITY MATCH

Simply Breakfast
7526 W. McNichols
Under Construction 2018



2

PUBLIC REALM PLAN

HISTORY OF THE AREA

> 20TH CENTURY HISTORY

The Livernois and McNichols area was first surveyed in 1816 and was farmland until the area was annexed by the City of Detroit in 1922 and subsequently subdivided for urban home construction in the 1920s. In 1927 both Marygrove College and the University of Detroit opened their new campuses at their current locations near the intersection of Livernois Avenue and McNichols Road. The area was also impacted by Henry Ford's nearby Highland Park Plant, which spurred suburban development in neighborhoods around Livernois and McNichols neighborhoods. Commercial land was largely developed during a WWII boom, contributing to the development of the Livernois corridor as a primary retail destination, along with McNichols, Puritan and other thriving neighborhood commercial streets. The John C. Lodge Freeway was built in 1959. In the 1960s, the area became a destination for African American middle and upper class families, contributing to today's strong communities and the arts and business culture along Livernois and McNichols.

> THE AVENUE OF FASHION

From the 1950s to the 1970s the stretch of Livernois from 7 Mile to 8 Mile became known as the Avenue of Fashion as shops bustled and a pedestrian retail corridor thrived. Businesses like B. Siegel, Woolworths, and Winkelmans were destination shopping locations known for quality and customer service. Baker's Keyboard Lounge, America's oldest operating jazz club, opened in 1934 and continues to anchor Livernois at the corner of Eight Mile, leading a rich musical legacy in the area.



Livernois Avenue at McNichols Road, mid-1960s. (University of Detroit Mercy)



Winkelmans department store on McNichols Rd. at San Juan Dr., 1940's. (Flickr user: Howard258)

> TODAY'S COMMERCIAL CORRIDORS

Retail activity along Livernois began to decline in the 1970s, as did the businesses along McNichols that bridged Detroit Mercy, Marygrove and the neighborhoods. This trend is still evident today with a large number of vacant properties along both corridors. Nevertheless, some new businesses opened along Livernois in the 1980s and 1990s, and retail activity in the 2000s set the stage for today's resurgence. Joe's Gallery, 1917 American Bistro and Simply Casual are among the businesses that jump-started the current retail revitalization along the Avenue of Fashion. In 2006, the median along Livernois was constructed, which greatly reduced speeds and accidents but remains unpopular among local residents and businesses primarily due to inconvenient turn-arounds and circulation changes. In the last several years, the Livernois corridor has benefited from revitalization efforts led by the City of Detroit, strong business leaders, and support from local organizations and institutions. This effort has been guided by the University Commons Organization and a bevy of partners, and including initiatives like a facade improvement program, Revolve Detroit's pop-up-to-permanent retail program, the Livernois Community Storefront, and annual events like Jazz on the Ave. The commercial corridors also benefit from dense surrounding neighborhoods that are well-positioned to support new business.

VISION STATEMENT FOR THE CORRIDORS

CITY OF DETROIT

> A PLAN TO GENERATE EXPONENTIAL INCREASES IN INVESTMENT

As seen through the history of the Livernois and McNichols corridors, this area has served the people of Detroit in a multitude of ways for almost a century. For local business owners, investors, and entrepreneurs, these streets have provided attractive places of commerce, business establishment, and growth. Local retailers prominent in the 1950's to 1970's found success in running their businesses along a main retail-pedestrian hub of the city. Like most successful businesses and retailers, they followed one of the most foundational business strategies of “going where the people are.”

And again today, the same strategy proves to be key. New local businesses are reviving the corridors of Livernois and McNichols in places which currently have the most pedestrian traffic and the most potential for commercial growth and increased pedestrian movement. New businesses have been opened within the last few decades, and even within the last few years, on Livernois within the high-density retail hub known as the Avenue of Fashion, and along McNichols in places with a density of existing buildings and other businesses near by that attract pedestrians.

It could be understood then, that private investment in the form of business and retail development is usually targeted within areas of busy activity and movement, places that attract the presence of customers, create foot traffic, and provide visibility. The first premise of real estate investment has been explained for decades as “location, location, location.” Where is my business going to be seen and noticed? Where do the target customers already go to spend their time and money?

It could be said that people are attracted by the businesses and not the other way around. But when people are only attracted by businesses then there is solely justification for people to come, obtain goods or services and leave. This is the ultimate result of strip centers, big-box stores and low-density commercial development. These developments cater to vehicular use over

pedestrian use. The effect is quick, efficient, one-stop shopping with half empty parking lots and completely empty sidewalks. Local businesses and restaurants have little contact with people and are not given the opportunity to attract new customers. Already established businesses with name recognition and a known service are able to thrive in this environment, while new local businesses struggle to attract the customer base that they need.

On the other hand, investment given to streetscapes, to reinforce them as a key interface in the neighborhood, between the people of the community and the local businesses, will produce an exponential increase in additional investment in the area over time. With enhancements to pedestrian and bicycle infrastructure, residents will be drawn into the public spaces of the community. The character of the corridors will be transformed into a series of inviting, pedestrian-oriented destinations, rather than a group of places to quickly pass through. This new streetscape character will foster investment from local businesses who are looking to be located in places with high foot traffic and visibility.

Necessary upfront investment costs will become seemingly negligible in comparison to the booms in private investment and development along the streets and within the neighborhoods. The vision for this area is for it to become a hot-spot of growth, attracting home-owners, university students, entrepreneurs, developers, and visitors. Local businesses will not be the only ones who will be positively impacted by investment in the streetscape of these two corridors. The improved streetscape will also provide amenities to the people of the community, while an increase in commerce, activity, and interaction will support the health, safety, and increased opportunity for the whole community. This ripple-effect of community enhancement and investment will directly improve the public realm experience and quality of life of the community as a whole.

PUBLIC REALM PLAN 09

THE PUBLIC REALM PLAN

CITY OF DETROIT

> THE PURPOSE OF THE PLAN

The streets of a neighborhood are its lifeblood. Healthy and vibrant communities are centered around streets that are full of life, streets that attract people to walk, shop, and visit with neighbors, and streets that are safe for cyclists and pedestrians. Cities with great streets offer more opportunity for economic growth, a better quality of life for the surrounding neighborhoods, and support the development of an empowered, active and connected community. The purpose of this study is to propose ways for the City of Detroit and the local community to invest in streets and public open space, and create the foundation for an economically vibrant and socially cohesive community. With this purpose in mind, the Public Realm Plan has been uniquely crafted with three overarching goals as standards for the improvement of the streetscapes and public realm spaces of the study area.

> GOAL #1: IMPROVE PEDESTRIAN EXPERIENCE

The first overarching goal of the plan is the improvement of the pedestrian experience along the Livernois and McNichols corridors. The objective is to make the streets safe places for pedestrians, young and old. Crossing the street should feel safe. The sidewalks should be pleasant places to stroll under shady street trees, while including places to sit in between shopping or dining. There should be convenient, well-marked, safe places to cross in the middle of the block. Slowing cars down through traffic calming measures will make standing at the corner waiting to cross the street a more human experience, and make getting in and out of your car while parking less daunting.

To achieve this richer pedestrian-oriented street life, the plans propose to redesign the intersections to include “curb bumpouts” which will make the distance between one side of the street and the other much shorter. The plan also proposes increases in mid-block crossings with better markings so people always feel like it is convenient to cross at a designated cross walk. To keep people from speeding, slightly narrowing the travel lanes has been

proven to slow cars down and keep them closer to the speed limit. Street trees are proposed to line both sides of the streets to provide shade to pedestrians, while benches and other site furnishings will provide places for people to sit and inhabit the public realm spaces.

> GOAL #2: ENHANCE LOCAL BUSINESSES

The second overarching goal of the plan is to enhance the local businesses along the corridors. Making the streets safer and more pedestrian friendly is a first step. Once you get to Livernois and McNichols it needs to be easy to walk around and enjoy the restaurants, cafés and local shops. But how you get there is important as well. It should be easy to drive your car to the area and find a parking spot. It should also be easy to hop on your bike and make your way to a local coffee shop. Also, local businesses should be able to expand onto the sidewalks and have cafe tables and clothing racks on the street to bring the dining and shopping experience into the public realm.

To improve the business climate along the Livernois and McNichols corridors, the plan suggests eliminating the J-turns, or Michigan lefts, from Livernois Avenue. This will make it easier for local traffic, as well as for people coming to the neighborhood with the purpose of dining or shopping, to arrive at their desired destination along a more direct route. Maintaining the street parking along both corridors makes visiting a local retailer that much easier. The plan also proposes protected bike lanes along the entire length of both corridors. Being able to hop on a bike at Detroit Mercy or McNichols and safely make your way to the Avenue of Fashion for lunch, or vice versa, would be a real benefit for all of the businesses along the corridors. Wider sidewalks at certain key areas, along with the other pedestrian improvements, will make introducing dining and shopping onto the street easier, and make strolling the street to shop more attractive.

PUBLIC REALM PLAN 11

> GOAL #3: BUILD ON THE UNIQUE IDENTITY OF THE AREA

The third overarching goal of the plan is to build on, and enhance, the unique identity of the area and its history. Reintroducing tree-lined streets with amenities such as benches, special paving, and local art installations is fundamental to reinforcing the character of the streets and the community. The experience of the street at night should also be a priority. People should

feel safe and the sidewalks should be well-lit in the evenings. Unique signage, lit to add excitement and vitality to the street in the evenings, is key to promoting the businesses along the corridors as well as enhancing the identity of the corridors.

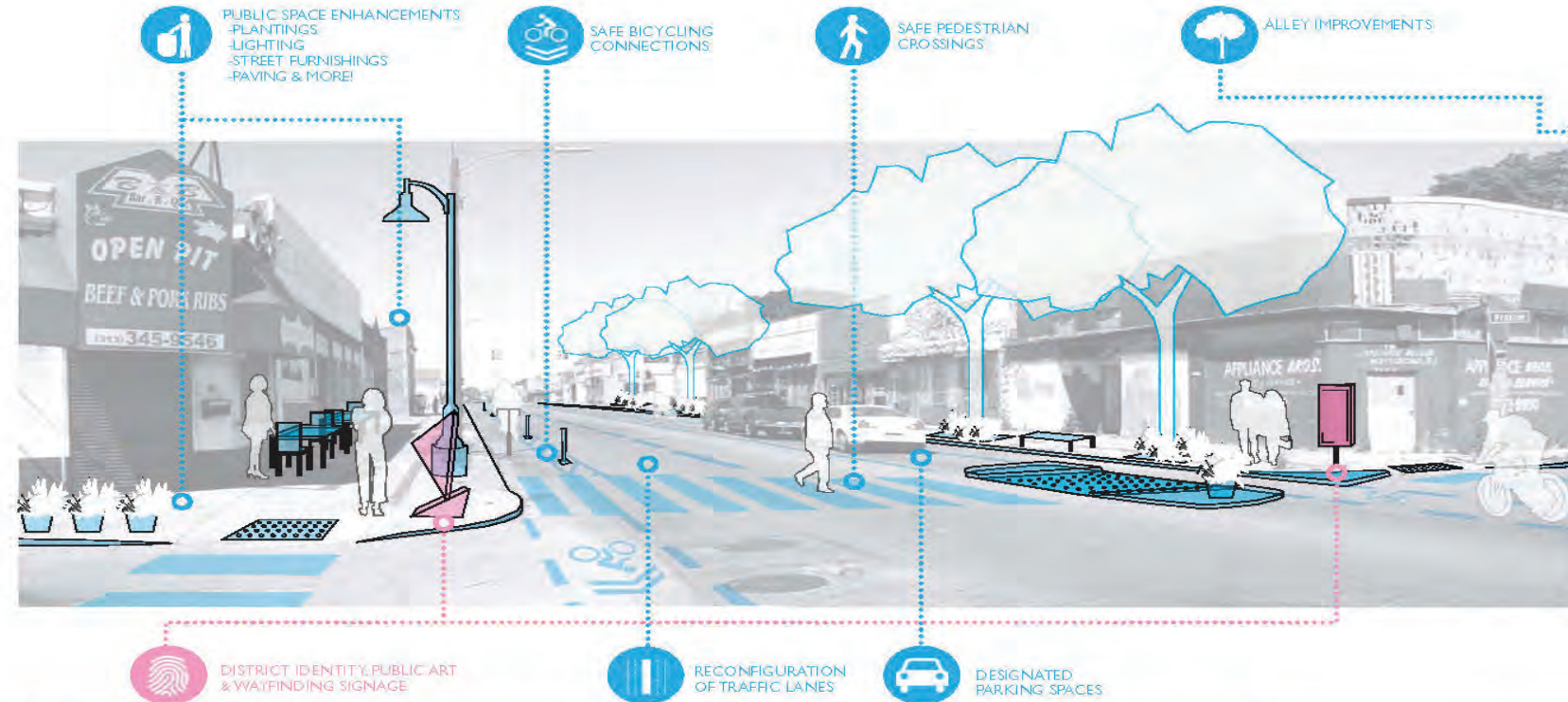


FIG 01 project scope diagram

PAST PLANNING EFFORTS

> PLANNING EFFORTS TIMELINE



During the initial phase of the planning process, a review was conducted of past planning efforts in the Livernois and McNichols area that have taken place within the past 15 years. This review was done in an effort to better understand our current planning context and the planning work that has come before, as residents, business owners, and institutions invested considerable time and energy in past planning efforts. This plan builds upon key ideas from past planning efforts that still remain relevant. These include the desire to coordinate investments to create vibrant, walkable commercial corridors and public spaces that support commercial and residential development, and better connect local institutions with the adjacent community.

As a whole, the past planning efforts lacked funding for implementation, were limited in scope, and were not comprehensive. Instead, efforts were largely focused on addressing immediate issues at hand through short-term responses. For example, re-configuring the median was not considered to be part of the LSEP scope in 2012.

Many of the past planning efforts did not include bicycle infrastructure at all, or only

proposed minimal investments, such as sharrows. All of the past planning efforts reviewed called for further planning and studies for the McNichols and Livernois corridors, which previously have not had funding, capacity, and/or coordination to carry them out.

Detroit has changed a lot in recent years. There are now more resources available for business development, and many new businesses have opened along the Livernois and McNichols corridors. The City has come a lot further in developing a plan for incorporating bicycle infrastructure across the entire city. In recent years, the need for development of green stormwater infrastructure has become more evident, and some federal funding has become available. Overall, there is now more capacity and coordination within City departments and local institutions, including Live 6 and University of Detroit Mercy. We are now in a better position to work together to address larger, longer term issues and develop a more comprehensive, holistic plan for the Livernois and McNichols corridors.

PAST PLANS REVIEW

> WAYS OF LIFE: WAYNE COUNTY - UNIVERSITY COMMONS, 2001

PROJECT AREA: Livernois: Lodge to 8 Mile & McNichols: Livernois to Wyoming.

OVERVIEW: Wayne County's Ways of Life concept uses the extensive network of existing roadways as a framework for crafting sustainable development strategies to improve quality of life for greater Detroit's residents and visitors. This plan for the Livernois-McNichols area utilizes branding, physical design and economic strategies to re-establish aging commercial corridors through promotional development of business and community interests.

KEY RECOMMENDATIONS:

- > Link the UDM campus, commercial frontage, and community on Livernois.
- > Calm traffic and create a stronger pedestrian orientation and visual appeal.
- > Recommendations for Livernois: 30-foot wide landscaped median with curb bumpouts at intersections and mid-block pedestrian crossings, street trees, special paving, pedestrian lighting and traffic signals.
- > Similar recommendations were made to improve the pedestrian environment on McNichols.
- > Create a corridor "brand," establish the University Commons Organization, create gateways at the Lodge Freeway and 8 Mile.
- > Additional redevelopment opportunities, such as housing across from Marygrove on McNichols and a UDM mixed use welcome center on Livernois.



Redevelopment strategy on McNichols



Livernois boulevard concept



Livernois-Lodge gateway concept

CITY OF DETROIT



University Commons branding strategy

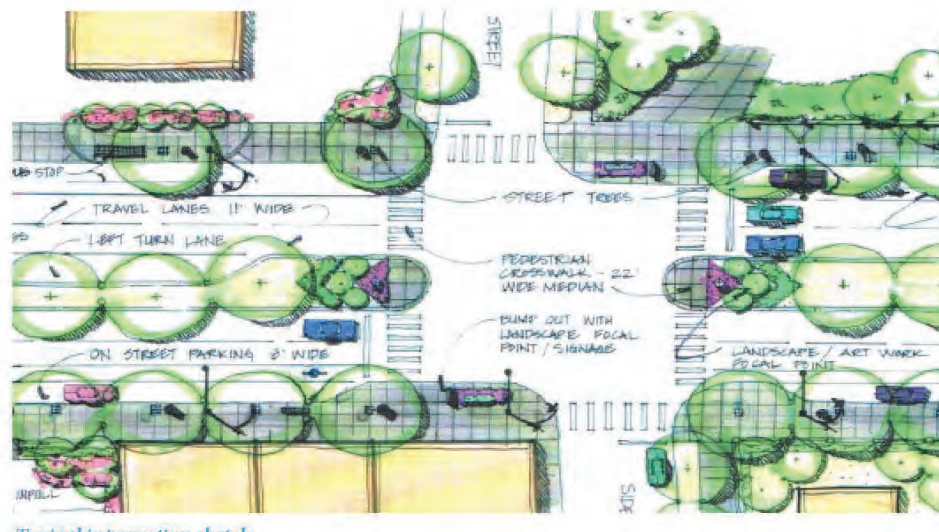
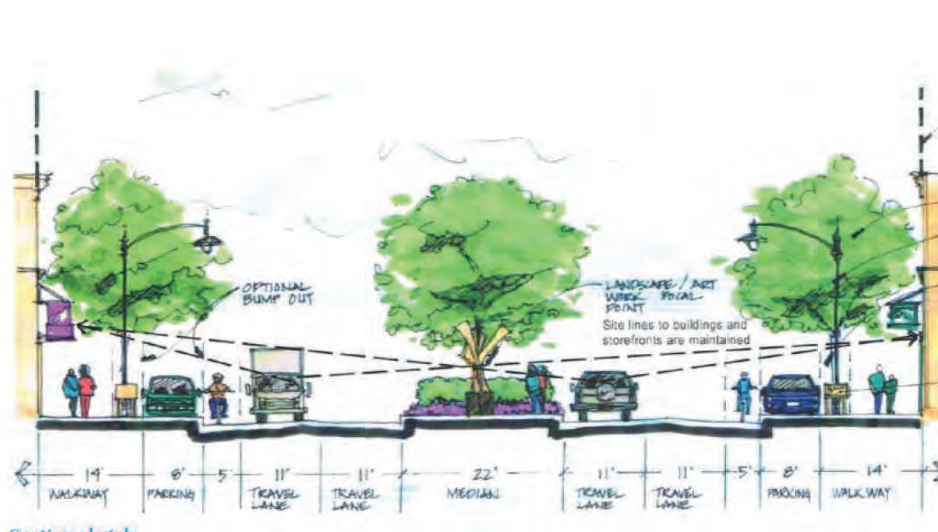
> LIVERNOIS BUSINESS DISTRICT: CHARRETTE & PRELIMINARY RECOMMENDATIONS 2007

PROJECT AREA: Livernois: John C. Lodge Fwy. to 8 Mile Road

OVERVIEW: This planning effort led by Rainy Hamilton Jr. aimed to support University Commons Association in creating a viable business district that supports adjacent neighborhoods, improves pedestrian circulation and parking, and addresses the issues created by the newly constructed median. While it was understood that the district needed a comprehensive Master Plan, this effort was focused on identifying and prioritizing concerns and suggesting a course of immediate, implementable actions. The group agreed that policy and programming actions were most important, followed by physical improvements and aesthetics.

RECOMMENDATIONS:

- > Add irrigation, power, signage and landscaping to the Livernois medians.
- > Conduct further traffic studies and modify the median accordingly with enhancements and/or removal.
- > Five foot unprotected bike lanes were proposed, as well as a variety of pedestrian amenities.
- > The development of concise and enforceable facade and signage guidelines was recommended.
- > The plan discouraged surface parking adjacent to the right-of-way and proposed knee-walls and landscaping to buffer existing lots.



> LSEP: LIVERNOIS STREETSCAPE ENHANCEMENT PLAN, 2012

PROJECT AREA: Livernois: Margareta to St. Martin Street (partially built).

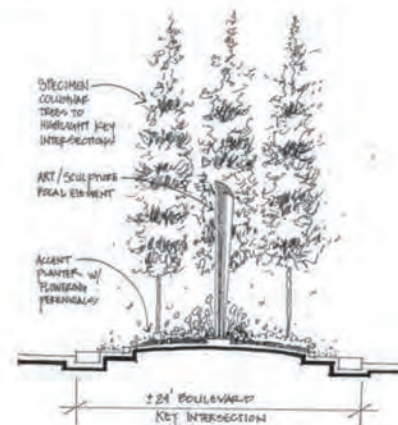
OVERVIEW: This project addressed public discontent with the median that was constructed in 2006. The planning process ran from January through September 2012. This plan aimed to create an attractive streetscape that fosters retail competitiveness and creates a destination, improves pedestrian and vehicular accessibility and provides overall safety for its users. The major outcome of this plan was the construction of additional planter beds, irrigation, and trees planted in the median. Some ADA sidewalk improvements were made. Reconfiguration of the median, although discussed, was outside the scope of this plan.

KEY RECOMMENDATIONS:

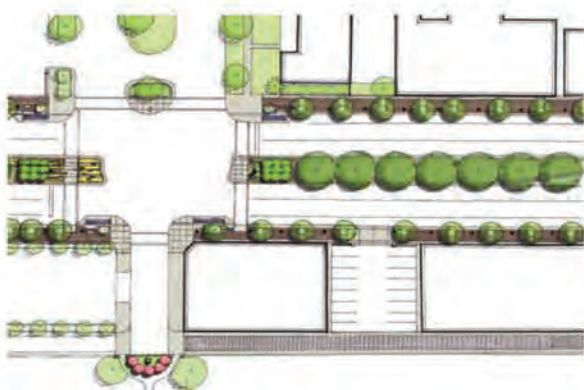
- > Shared car/bike lanes (sharrows) and/or unprotected bike lanes were considered and had community support, but were not included in construction documents.
- > The plan considered shared district parking lots for public parking during the day. Public comments show support for parking lot 'knee walls.'
- > Pedestrian amenities that were recommended but not included in construction documents were: bumpouts at key cross streets, signage, sidewalk improvements, street furniture, pedestrian lighting, bike racks, trash receptacles.
- > The plan also considered using alleys for parking and a pedestrian environment, including artwork on backs of buildings, ivy covered walls and permeable paving.



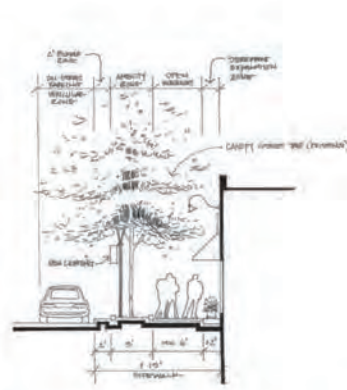
Narrow boulevard treatment



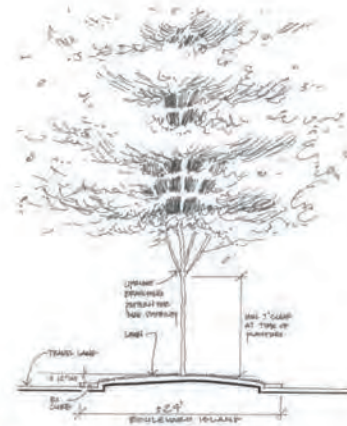
Key intersection median treatment



Redevelopment strategy on McNichols



Sidewalk experience



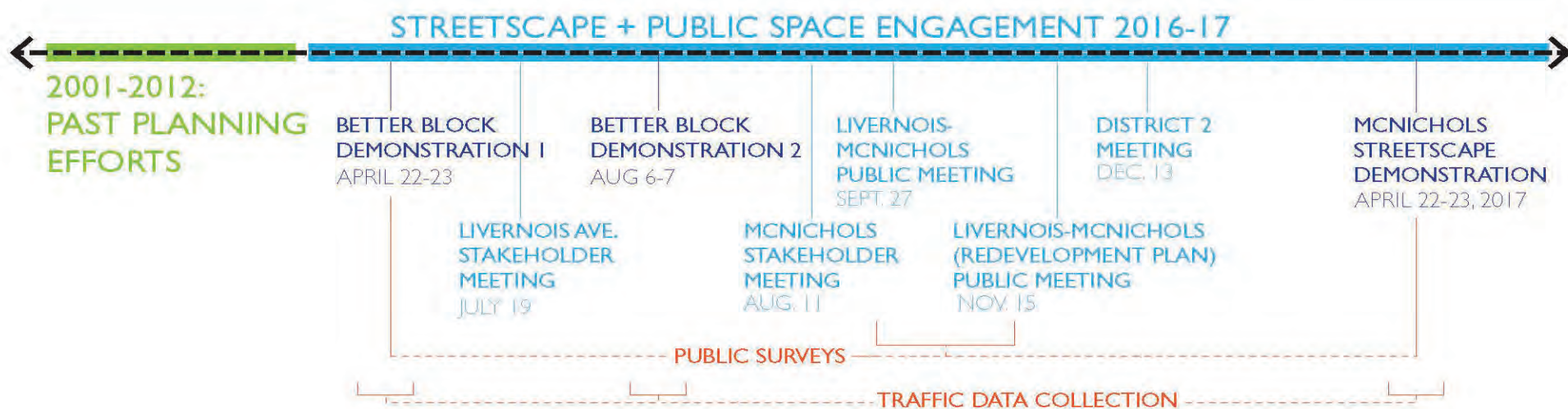
Full boulevard width



Bumpouts

CIVIC ENGAGEMENT

> TIMELINE OF COMMUNITY ENGAGEMENT ACTIVITIES



Civic engagement for this planning process builds upon what was heard and documented during previous planning projects and the past efforts of the Livernois and McNichols communities. This phase of engagement for the streetscape and public space plan began in April 2016 with the first Better Block installation. The Better Block Foundation (BBF) employs rapid prototyping to reshape and reactivate built environments in the service of creative placemaking and support of public life. The BBF, City and DCDC implemented two pop-up temporary streetscape demonstrations on Livernois in 2016, and the DCDC, Live6 and the City led a third popup on McNichols in April of 2017. These temporary demonstrations allow the City and planning team to test streetscape strategies such as bike lanes and bump outs, and gauge appetite for more active street life along the commercial corridors. Better Block events included surveys and other feedback mechanisms to track people's experiences with the altered streetscape. Traffic and bike data collection coincided with the installations.

In addition to the pop-up streetscape demonstrations a series of community meetings informed this work. These meetings began with stakeholder meetings for Livernois and McNichols property and business owners. Three larger public meetings, including one collaborative meeting with the economic development planning team, occurred throughout Fall 2016, culminating at the District 2 holiday meeting in December.

Throughout this process, community and stakeholder feedback informed the planning trajectory. Key examples include the development of streetscape configurations for both roads and focused conversations about both emergency vehicle access and side street spillover traffic. Intentional interdepartmental collaboration also contributed to these conversations. It is important to note that civic engagement by the City will continue as this project moves toward implementation.

> INTER-AGENCY + DEPARTMENTAL COLLABORATION

The following agencies worked collaboratively on the planning team to provide technical insight to help guide the planning process. An interdepartmental and interagency core team met on a bi-weekly basis and other departments were consulted for key decisions. The planning team provided regular briefings to the Mayor's staff.

- Planning and Development Dept. (PDD)
- Dept. of Neighborhoods (DON)
- Housing and Revitalization Dept. (HRD)
- Dept. of Public Works (DPW)
- Detroit Water and Sewerage Dept. (DWSD)
- Detroit Dept. of Transportation (DDOT)
- Detroit Fire Dept. (DFD)
- Detroit Police Dept. (DPD)
- Detroit Economic Growth Corp. (DEGC)

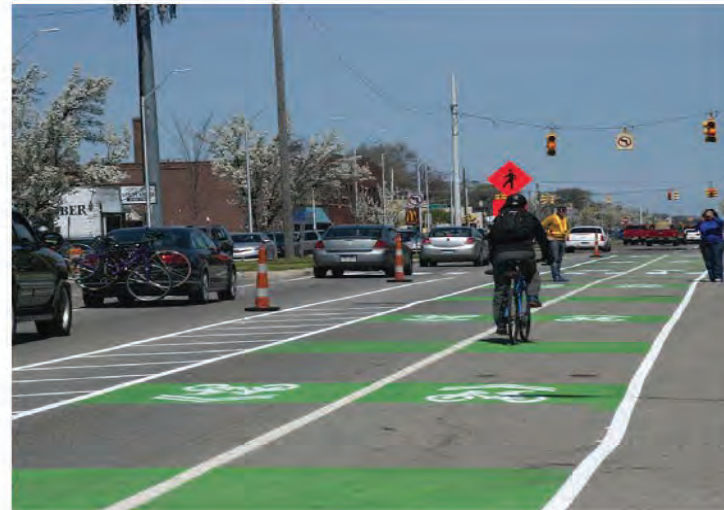


COMMUNITY ENGAGEMENT EFFORTS

> BETTER BLOCK 1 / SOUTH LIVERNOS // APRIL 22-23, 2016

This temporary streetscape demonstration kicked off engagement efforts for the public realm planning process. It was located on Livernois Ave, just south of Grove Street across from the University of Detroit Mercy, and tested out several different street design strategies, including a two-way cycle track on the northbound side of Livernois Ave, and angled parking on the southbound side. Livernois was reduced to one travel lane in each direction. The event also sought to physically and socially bridge the divide between the Detroit Mercy campus and the community. A temporary pocket park featuring local food and artisan market vendors was set up in the University-owned empty lot, which has spurred plans to develop a more regular artisan market in that location.

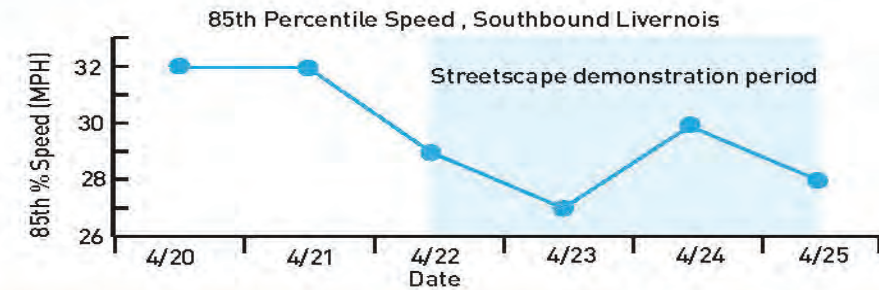
Traffic data gathered prior to and during the event showed that the installation decreased 85th percentile speeds by over 10%. Traffic flow kept moving and dangerous speeding was mitigated. Forty-two people filled out a feedback survey, which provided insight into community preferences for corridor improvements.



Two-way cycle track on Livernois



Pocket park with local vendors and entertainment



TOP STRATEGIES TO MAKE LIVERNOS 'MORE VIBRANT':



"MORE SHOPS"



"MAKE IT WALKABLE"

TOP FOUR ELEMENTS THAT RESPONDENTS WANTED TO SEE MADE PERMANENT:

1. BIKE LANES

2. CROSSWALKS

3. ANGLED PARKING

4. POCKET PARK/MARKET

FEEDBACK SURVEY

BUILDING A BETTER BLOCK DETROIT

1. What neighborhood/city do you live in?
BAGLEY - DETROIT, MI

2. Was the event what you expected? Better? Worse?
YES. GREAT TO SEE LOCAL BUSINESSES AND THE COMMUNITY PARTICIPATE

3. If one part of the block pop-up was going to remain permanent on this block, what should it be? (For example: bike lane, pocket park, seating, etc.)
BIKE LANE

4. What are other block improvements you'd like to see? (For example: lighting, seating, art, etc.)
HISTORIC BICYCLE LANE, MORE SEATING, MORE ART, MORE LIGHTING

5. What is one thing that would make Livernois more vibrant?
More local vendors, more art, more seating

6. If there was a farmer's market in the vacant lot across from UDM, when would you most likely visit?
Wednesday 4-7pm, Friday 4-7pm, Saturday 12-5pm

Name: DEBORAH
Email: [redacted]
Zip code: 48221

Example completed survey

► LIVERNOIS AVE. STAKEHOLDER MEETING // JULY 19, 2016

This meeting introduced the Livernois-McNichols Streetscape and Public Space Plan to Livernois business and property owners. 18 people attended, largely from the Avenue of Fashion. Feedback was gathered during a [Q&A and discussion period](#) as well as a [mapping activity](#) during which attendees noted and illustrated ways to improve the Livernois streetscape.



Mapping activity at the Livernois Avenue stakeholder meeting

KEY TAKEAWAYS:

PARKING: Having adequate parking is a major priority for many businesses. Some people are concerned about losing parking spaces, others advocated for encouraging visitors to park in centralized parking areas and walk to destinations. There was an interest in working with large property owners to create a shared neighborhood parking strategy (for example, New Prospect) and strategies to enhance the aesthetics of surface parking lots. New development would warrant additional parking considerations. More parking data would be helpful to determine actual use and need.

TRAFFIC & EMERGENCY ACCESS: Traffic counts and speeding data from the first Better Block were shared and found are very informative to many. There was concern about how much traffic will be diverted due to slower speeds and how that will impact businesses, and also questions about whether transitioning to one lane in each direction would provide adequate emergency vehicle access. There was a strong interest in a local shuttle linked to centralized parking. [Note: The fire department was consulted following this meeting, which influenced the proposed streetscape designs.](#)

MEDIAN: Some of the initial issues with the median's aesthetics have been remedied, but there is still room for improvement to create a more welcoming streetscape. The primary issue with the median is that it prohibits left-hand turns in many areas, forcing drivers to do long turnarounds. There was interest in altering the median if feasible.

STREETSCAPE & DEVELOPMENT ZONES: There was interest in a unifying identity and treatment, while acknowledging different types of businesses and conditions along the corridor. Suggestions were made to increase density with second floor housing and new development near Detroit Mercy.

STREETSCAPE ELEMENTS: There was general support for crosswalks, bump outs, and pedestrian-friendly features, and more planters coupled with benches and sidewalk cafes. Concerns were stated about tree roots and ongoing maintenance. More frequent pedestrian lighting and signage could be unifying elements along Livernois.

POLICY: There is a need to both increase and implement security measures such as the Green Light program and security patrols, as well as increase code enforcement, especially for signs. Trash and cleanliness is a major immediate need. There is a need for more discussion around green infrastructure and the impact of the new drainage fees.

BETTER BLOCKS DEMONSTRATIONS

CITY OF DETROIT

> BETTER BLOCK 2 / AVENUE OF FASHION // AUG. 6- SEPT. 25, 2016

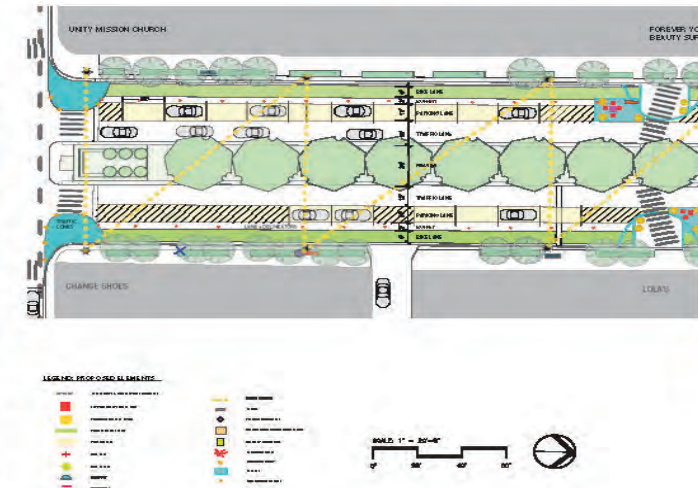
This ambitious streetscape installation covered three blocks on the Avenue of Fashion, from 7 Mile Rd. to St. Martins Ave. It included single direction protected bike lanes along the curb on both sides of the street, painted bumpouts, corner and midblock bumpouts, seating, planters, string lighting and an art installation in the median. The configuration reduced the travel lanes to one lane in each direction. The kickoff of the temporary installation coincided with the annual Jazz on the Ave event, which brings the largest crowds of the whole year to the district for music, sidewalk sales, food and community. The planning team gathered lots of feedback on the streetscape installation at this event. The City decided to extend the streetscape demonstration project, and the bike lanes were left up until late September.



Midblock crosswalks and bike lane use.



Bumpouts and creative crosswalk painting



Better Block installation map during Jazz on the Ave festival.



Temporary bike lane on the inside of the parking lane.

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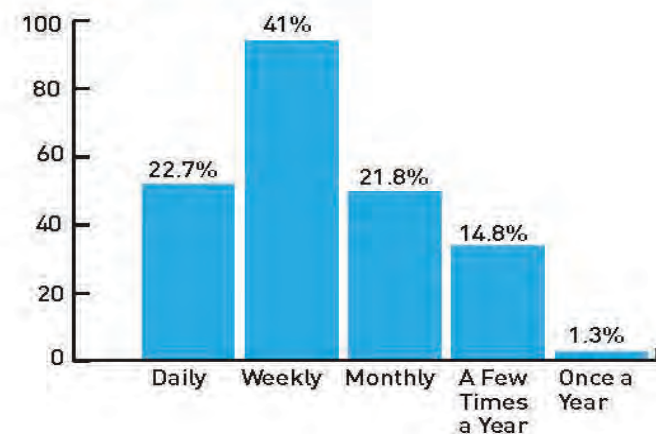
CITY OF DETROIT

> BETTER BLOCK 2 SURVEY RESPONSES

A survey was developed to capture resident and business owner feedback following the completion of the second streetscape installation. The planning team worked with University Commons Organization and the Avenue of Fashion Business Association to get the word out about this survey, which was distributed digitally to residents, community and business associations, as well as via hard copies to Livernois businesses. The survey was open from Oct. 14th- Nov 2, 2016. There was an incredible response to the survey, which captured a broad spectrum of opinions within the community, and helped the planning team understand and address key issues, adjust and prioritize recommendations.

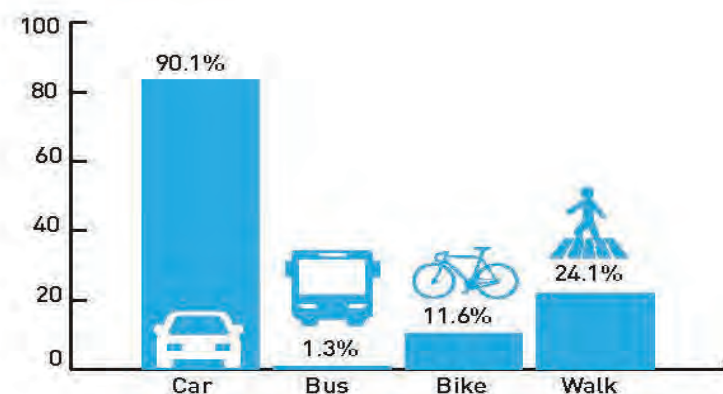
242 TOTAL RESPONSES

66%

FROM ADJACENT
NEIGHBORHOODSMOST RESPONDENTS VISIT LIVERNOIS BUSINESSES
ON A WEEKLY BASIS

"I walked from my house to Livernois with my two grandchildren. We visited new shops that I had never entered and I have lived in the neighborhood for 30 years."

"The street demo forced traffic to slow down and for people to be able to see my business."

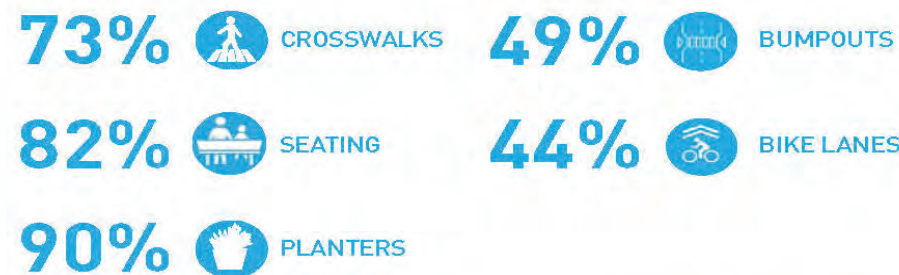
MOST PEOPLE DRIVE TO GET TO LIVERNOIS, BUT NEARLY A
QUARTER ALSO WALK

45%

WOULD WALK OR BIKE MORE IF
SAFETY IMPROVEMENTS WERE
MADE

"I was able to bike on Livernois rather than on the side street. I ride with my son on my bike daily to his preschool in Ferndale and normally have to use the sidewalks until I cross Eight Mile."

Percentage of respondents that think the following elements are a **GOOD OR GREAT IDEA!** (circled 4 or 5 on scale survey) Please see Appendix for a complete survey results summary.



There were multiple ways to leave feedback at the streetscape headquarters during Jazz on the Ave



A couple fills out the streetscape survey



Feedback sticker method on the streetscape elements

> MCNICHOLS RD. STAKEHOLDER MEETING // AUGUST 11, 2016

This meeting introduced the Livernois-McNichols Streetscape and Public Space Plan through focused outreach to McNichols business and property owners. Approximately 30 people attended. Feedback was gathered during a [Q&A and discussion period](#) as well as a [mapping activity](#) during which attendees noted and illustrated ways to improve the McNichols streetscape.



Mapping activity at the McNichols Rd. stakeholder meeting

KEY TAKEAWAYS:

SPEEDING AND AGGRESSIVE DRIVING: The speed limit on McNichols is 25 MPH, but this is rarely followed. Drivers often use the parking lane to pass on the right. Dangerous driving creates unsafe conditions for pedestrians, bicyclists, other drivers, and property, and was voiced as a major concern. An official traffic study to determine counts/speeds would be useful.

TRAFFIC CALMING STRATEGIES: There was a discussion about techniques such as curb bumpouts, more clearly delineated drive and parking lanes, improved crosswalks and tree canopy and how could contribute to traffic calming. Stakeholders were eager to try out these strategies.

SAFE ALLEYWAYS: The alleys north and south of McNichols are not well lit, overgrown in some areas, and sometimes used as a public bathroom. Some business owners have taken the initiative to do board-ups, clear the alleyway and install lighting behind their shops. There was a desire for the City to provide incentives for more businesses to make private improvements like this, and also to begin enforcing building codes.

STREET FURNISHINGS: The need for additional pedestrian lighting and seating, such as benches and cafe tables was noted many times during the mapping activity.

BIKE LANES: There was generally positive support for bike lanes on McNichols. Some people thought having bike lanes might help bring in more business to their shops. Attendees were willing to consider having on-street parking on just one side of the street to accommodate bike lanes, especially if alleyways were improved to provide safe parking options.

> LIVERNOIS-MCNICHOLS PUBLIC MEETING // SEPTEMBER 27, 2016

This public meeting had over 70 residents, business and property owners, and other stakeholders in attendance. The scope of the project, site analysis, community engagement to date, and overall design strategies including three options for Livernois street design were presented. There was a [Q&A period](#) and [breakout groups](#) allowed for facilitated discussion.



Planning director Maurice Cox speaks at the September 27 community meeting

KEY TAKEAWAYS:

PROCESS IS IMPORTANT: There were many questions and comments about the planning process. People requested a project website to easily share information, and wanted clarity on the timeline, engagement process and funding mechanisms. People were open to change, but also need time to build trust.

BIKE LANES: Bike lanes were supported by many, although not by all. Avid resident cyclists pushed for highly protected bike lanes and were excited for bicycling connections across the corridors and to Palmer Park and beyond. Others wanted to know more about how bike lanes would benefit them and local businesses. Some people were opposed to bike lanes if they took away driving lanes.

THE MEDIAN: There was broad support for narrowing, or in some cases removing the median, as well as removing the Michigan left-hand turns and restoring 90-degree left hand turns.

ONE LANE VS. TWO LANE: Although the extended sidewalk option was attractive to some, many people questioned whether Livernois Avenue would function well with only one lane in each direction at current traffic levels. Primary concerns related to emergency vehicle access and side street traffic, and were later addressed by the planning effort.

CROSSWALKS AND BUMPOUTS: There was broad support for improving and adding crosswalks with curb bumpouts, as well as mid-block bumpouts on longer blocks.

SIDE STREET TRAFFIC: Concerns were raised that the transition from two lanes to one lane during the Better Block installation caused an increase in diverted traffic onto residential side streets, on Warrington and Stoepel in particular.

STREET FURNISHINGS: Benches, trash cans, and pedestrian lightings were widely supported. In general, attendees thought that street furnishings and plantings should first be prioritized in areas that have thriving businesses to encourage growth of those commercial nodes.

> LIVERNOIS-MCNICHOLS (REDEVELOPMENT PLAN) PUBLIC MEETING // NOVEMBER 15, 2016

This meeting was led by HR&A Advisors and Hamilton Anderson Associates, who presented their initial findings for the Livernois-McNichols Market Study and Commercial Corridor Redevelopment Plan. Following the presentation, facilitated **breakout groups** discussed the types of development they would like to see in the corridor. DCDC provided a brief update on planning work, including **coordination with the Detroit Fire Department and side street traffic calming strategies**. A board that outlined the function, pros and cons the following strategies was presented for feedback: speed humps, curb bumpouts and chicanes. Residents were in support of all of the strategies, but most expressed preference for chicanes, thinking they would be most effective. Several residents also wanted to include gateway islands as a strategy for consideration.

> DISTRICT 2 MEETING // DECEMBER 13, 2016

At the District 2 holiday meeting, the City Planning Department and Spackman Mossop & Michaels Landscape Architects presented near-final drafts of proposed design recommendations to approximately 150 people. Boards with existing and proposed sections and perspective renderings and protected bike lane options allowed for one-on-one conversations. The planning team was on hand to answer questions before and after the presentation. In general feedback was very positive, and residents were excited to see the renderings. Questions were asked about timeline and funding mechanisms, and it was requested that the presentation be made publicly available.



District 2 residents and stakeholders listen to the presentation on December 13th



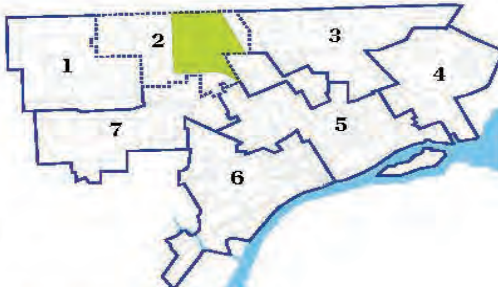
Side street traffic calming strategies presented at the November 15th community meeting

EXISTING CONDITIONS ANALYSIS

> PROJECT AREA

This streetscape and public space planning effort is one piece of the City of Detroit's Livernois/McNichols Corridor Revitalization Plan, which is a comprehensive planning strategy focused on implementing a coordinated range of transformative initiatives to address physical, social, and economic challenges in this area of Northwest Detroit. The planning area boundaries are: Eight Mile to the north, M-10/Lodge Freeway to the south, Woodward and Hamilton to the east, and Wyoming to the west. The goal of the plan is to create and sustain a vibrant and attractive community by focusing on the following six key initiatives: Safety and Public Services; Planning and Placemaking; Multifamily Residential Development; Neighborhood Stabilization; Small Business and Retail Development; and Transit and Mobility. This work coincides with an interdepartmental focus in the neighborhoods, which includes Motor City Match investments, as well as, other public and private philanthropic contributions.

This streetscape and public space plan is focused on the commercial corridors of Livernois Avenue and West McNichols Road. These corridors are anchored by two longstanding academic institutions, Marygrove College and the University of Detroit Mercy. Strong and historic neighborhoods, Sherwood Forest, University District, Green Acres, Palmer Woods, Bagley, Fitzgerald, Pembroke, Martin Park, and Pilgrim Village are within the planning area as well. The Detroit Golf Course, Woodlawn Cemetery, and Palmer Park exist adjacent to these neighborhoods. The Fitzgerald Revitalization Project, currently underway, aims to stabilize a quarter-square mile of the Fitzgerald residential neighborhood through housing rehabilitation, blighted structure demolition, the implementation of low maintenance landscapes on every publicly-owned vacant lot, and also includes the construction of a new neighborhood park and gateway.



Detroit City Council Districts



FIG 02 Planning Area

> LAND USE

Livernois Avenue and McNichols Road are commercial corridors flanked by ten residential neighborhoods. The commercial corridors include a mix of occupied businesses, vacant buildings and lots, institutional and faith-based uses. University of Detroit Mercy (UDM) and Marygrove College are the predominant institutions. Other schools and religious institutions are scattered, and Palmer Park is significant.

24% *of frontage parcels have*
VACANT BUILDINGS

7% *of frontage parcels are*
VACANT PARCELS

65% *of frontage parcels are*
ACTIVE COMMERCIAL

LAND USE

- Commercial Parcel, Occupied
- Religious Parcel, Occupied
- Residential Parcel
- Institutional Parcel, Occupied
- Parcel with Vacant Building
- Vacant Parcel, No Structure
- Parkland

FIG 03 Land Use

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> SURFACE PARKING ANALYSIS

Surface parking comprises 33% of the properties along Livernois and McNichols. In almost all cases, surface parking lots are adjacent to the street edge, contributing to an auto-centric character that is unwelcoming for pedestrians. There is also a wealth of street parking along both Livernois and McNichols, which is largely underutilized except in areas of high activities such as the Avenue of Fashion.

33% *of frontage parcels have*
SURFACE PARKING

over
1,200
ON-STREET
PARKING SPACES

APPROXIMATE PARKING LOT SPACE COUNTS

- Business parking lot
Over 2200 spaces
- Semi-public parking lot
(UDM and Marygrove)
Over 1300 spaces

FIG 04 Existing Parking

CITY OF DETROIT

> CIRCULATION

Livernois Avenue is the primary thoroughfare in the area, with approximately 11,000 cars daily. This volume does not warrant the current street design that encourages fast thoroughfare traffic. The Lodge Freeway has an exit onto Livernois which primarily feeds northbound traffic. Secondary routes include Puritan Avenue, Curtis Street and Outer Drive. “J turns” enable left turns along Livernois.

on average
10,580
VEHICLES TRAVEL
LIVERNOIS DAILY
(in each direction)



> BUS ROUTES

All of the primary and secondary streets in the area are serviced by bus routes, but travel times to destinations outside the neighborhood are long. Livernois and Wyoming have north/south lines and Eight Mile, Seven Mile, McNichols and Puritan all have east/west through routes. There are nine routes that traverse this area in total.

50+
MINUTES TO
DOWNTOWN BY
BUS
(from 7 Mile and Livernois)

BUS ROUTES

- Route 16, Dexter
- Route 17, Eight Mile
- Route 23, Hamilton
- Route 29, Linwood
- Route 30, Livernois
- Route 32, McNichols
- Route 39, Puritan
- Route 45, Seven Mile
- Route 54, Wyoming

FIG 06 Bus Routes

EXISTING STREETSCAPE CHARACTER

> STREETSCAPE ACTIVITY ZONES

There are distinct zones of activity along Livernois and McNichols that warrant consideration. Zones include areas intended for high pedestrian traffic, more auto-centric businesses, and university edges. Commercial zones adjacent to the universities are prime for mixed-use opportunities. Key intersections along Livernois that warrant design consideration are at McNichols and Seven Mile, as well as the gateways at Lodge Freeway and 8 Mile.



D No street trees or pedestrian amenities on McNichols corridor with denser commercial buildings.



E Park-like edge along Marygrove College on McNichols Road.



D Alleys behind commercial buildings on McNichols could be better utilized for parking if they were cleared, had lighting and other



E Overgrown, vacant blighted properties on north side of McNichols across from Marygrove campus.

STREETSCAPE ZONES

- A** Major Key Intersections
- B** Minor Key Intersections
- C** Avenue of Fashion
- D** McNichols Neighborhood Retail
- E** University/Mixed-Use Edge
- F** Residential Mixed-Use Edge
- G** Low-Density Commercial
- ↔ Neighborhood Connections



FIG 07 streetscape zones

CITY OF DETROIT

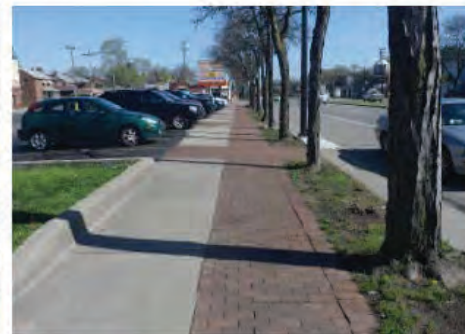
> STREETSCAPE CONDITIONS

The character of Livernois and McNichols varies along the length of each in the focus area. In the Avenue of Fashion area, street trees, decorative paving and occasional outdoor seating contribute to a sense of place and pedestrian-friendly streetscape. Nevertheless, unmaintained trees, paving and plantings are a challenge. Much of Livernois is auto-centric, with few trees. A fence fronts Livernois along the edge of Detroit Mercy. There are no plantings or pedestrian amenities, a high level of

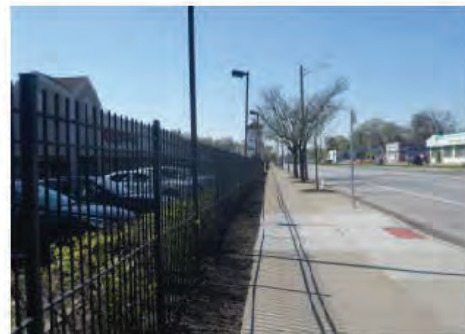
GENERAL ZONE CONDITIONS



C Fairly healthy and mature canopy of honey locusts on the Avenue of Fashion.



C Mike's Market parking lot adjacent to special paving and street trees.



G Strip mall with fencing and parking adjacent to sidewalk, on Livernois south of Clarita.



E Sidewalk edge with adjacent parking lot, fencing and few trees along Detroit Mercy campus.

ZONE DETAILS



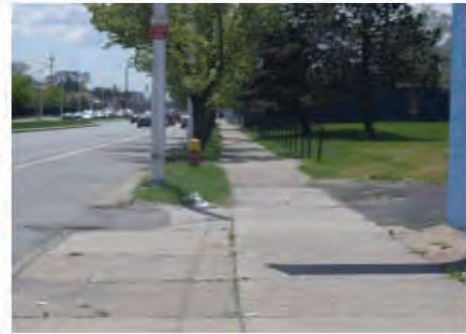
C Cafe seating and long planter beds on Avenue of Fashion leave little room for pedestrians.



C Failed paving and bare planting beds on Livernois south of 7 Mile.



G Trees in poor condition, planted in cinder block planters and asphalt paved right-of-way.



E Vacant lot on Livernois across from Detroit Mercy campus, healthy street trees.

OVERALL AREA DESIGN STRATEGIES

> STREET LIGHTING

Lighting is not consistent across the corridors, with varying styles, spacing, and placement of light fixtures. Pedestrian lighting is only found in the Avenue of Fashion zone. The other zones only have 25-40' high road lighting fixtures that are not aimed at the sidewalks, which does not contribute to safe nighttime walking conditions. Lighting can also create an ambiance that encourages evening commercial activity and night life.



Lighting map



A Wooden utility pole with street lights, no pedestrian lighting



B Black metal street light with pedestrian attachment



C New LED street light, no pedestrian lighting

> PLANTINGS

The Avenue of Fashion has the most intact tree canopy along the corridor, with fairly mature honey locusts. Planters in the Avenue of Fashion zone contribute to a sense of place but are in disrepair, require more maintenance, and block pedestrian access from adjacent parking spaces. There are few plantings further south on Livernois on the sidewalk edge. McNichols Road has no plantings except along the Marygrove campus.



Graceful double canopy of trees on Livernois at Outer Drive.



Inconsistent plantings and edging of long in-ground beds on Ave. of Fashion.



Some trees are in poor condition due to small planting pits and severe pruning.



Poorly placed trees and/or planting beds cause damage to the tree.

> OVERALL DESIGN OPPORTUNITIES

With a series of historic and well-defined neighborhoods, two key higher education institutions, and a historic retail corridor, this area holds the potential for economic growth and a high quality of life for the residents in the community. Wide street cross-sections, a collection of retail businesses along the corridor, and an engaged community are some of the key assets of the area.

The strip of high-density retail located at the Avenue of Fashion is an example of successful commercial development along Livernois Avenue that can act as a building block for further retail development. The overall wide street profile of the road offers room to add bike lanes and expanded sidewalks in order to improve the pedestrian experience and bicycle access within the corridors. The long history of the neighborhood as a cultural hub and active retail area is a foundation for the revitalization of the corridor.

Existing alleyways behind Livernois and W. McNichols streets will make it possible to reorient future development to the front of commercial property while keeping the rear of commercial buildings accessible for parking and service. Intersections such as Livernois at Puritan Avenue, W. Seven Mile Road, and Outer Drive West hold the possibility of acting as gateways into the area. This can be accomplished through the use of signage, street treatments to slow traffic, and a focus to increase pedestrian movement, which will communicate the strengthened identity of the newly revitalized area.



Existing businesses along the Avenue of Fashion on Livernois Avenue



Park-like edge along Marygrove College on W. McNichols Road

OPPORTUNITIES

1. Reorient future development to the front of commercial property while keeping the rear accessible for parking and service.
2. Improve the pedestrian experience and bicycle access within the corridors.
3. Enhance the historic retail corridor along the Avenue of Fashion.
4. Create a sense of place and identity along the Avenue of Fashion.
5. Improve the pedestrian experience and bicycle access within the corridors.
6. Enhance the historic retail corridor along the Avenue of Fashion.
7. Create a sense of place and identity along the Avenue of Fashion.
8. Improve the pedestrian experience and bicycle access within the corridors.
9. Enhance the historic retail corridor along the Avenue of Fashion.
10. Create a sense of place and identity along the Avenue of Fashion.
11. Improve the pedestrian experience and bicycle access within the corridors.
12. Enhance the historic retail corridor along the Avenue of Fashion.
13. Create a sense of place and identity along the Avenue of Fashion.
14. Improve the pedestrian experience and bicycle access within the corridors.
15. Enhance the historic retail corridor along the Avenue of Fashion.



FIG 08 overall design opportunities

> OVERALL DESIGN CONSTRAINTS

Some of the opportunities in the area, such as wide streets, are in their current state a constraint for growth and development within the neighborhood. Although these design constraints may create various challenges, there is always potential for constraints to be turned into design opportunities once they are identified and a design solution can be formed.

Although currently, much of Livernois Avenue is lined by expanses of parking lots and vacant land, this condition affords much available real estate and land ready to be developed into shops, restaurants, and other businesses. Vacant commercial spaces occurring along W McNichols Road are also opportune platforms for revitalization. On W McNichols, speed limit indications and traffic lane striping are missing which result in increased speeding and dangerous circumstances for drivers and pedestrians. These conditions can be addressed through standard streetscape improvements which will provide safety and improve the pedestrian experience along the road. Campus fencing existing along the edges of both the University of Detroit Mercy and Marygrove College tends to create a barrier between the university and the surrounding community. Local retail shops would benefit from additional commerce received from university students, while the community would benefit from recreational opportunities afforded by the campuses. These design constraints and a few others are diagrammed in the figure to the right.



Wide streets make crossing Livernois Avenue difficult.



Vacant retail buildings and deteriorating sidewalks along W McNichols Road.

CONSTRAINTS

- 1 Large expanse of vacant lots and parking lots along Livernois Ave.
- 2 Short lots along Livernois Ave limit development potential.
- 3 Many vacant or isolated businesses along McNichols Road.
- 4 The speed limit of 25mph and number of lanes on McNichols Road are not clearly marked because of lack of signage and road striping creating excess speeding.
- 5 Fences around Marygrove College and University of Detroit Mercy create barriers between the universities and surrounding neighborhoods.
- 6 Signage and retail along this portion of Livernois Ave lack streetfront character.



FIG 09 overall design constraints

> ANALYSIS: UNIVERSITY AND NEIGHBORHOOD CONNECTIONS

The series of neighborhoods and two universities are tied together by a number of major and minor streets. The character, movement, and function of each of these streets is defined by its physical attributes as well as the number of people who use it as a convenient neighborhood connection. Through the assessment of the current use of the roadways in the area, it has been determined which are major driving and bike connections, which are minor connections, and which provide alternate services such as a recreational route through the neighborhoods.

Within this area, Livernois Avenue serves as the major North-South driving and bike connection, while W McNichols Road serves as the major East-West connection. Less prominent major connections include Greenlawn Avenue south of McNichols and Cherrylawn Avenue, W. Seven Mile Road, and Outer Drive West to the north of McNichols. Many other roads including Curtis Street, San Juan Drive, and Canterbury Road cut through neighborhoods and are primarily used by locals of the community. A greenway route offering further bike and pedestrian connection is currently in the process of being implemented in the Fitzgerald neighborhood to connect the University of Detroit Mercy and Marygrove College.

Although both driving and bicycle movement is present on these connections, bicycle use is currently secondary to vehicular use. These major connections would benefit from improved bike infrastructure.



Vehicles race along W McNichols Road, a biker forced to ride on the sidewalk.



Livernois Avenue is a main thoroughfare which connects the neighborhoods with greater Detroit.

KEY MAP



Both easy potential bicycle connections, Farndale is only 1 mile to the North and Pleasant Ridge is less than 2 miles to the North of the project area.

KEY

- ➡ Existing Major Driving Routes/Bike Connections
- ➡ Existing Minor Driving Routes/Bike Connections
- ➡ Recommended (one-way) Bike and Pedestrian Routes



FIG 10 university and neighborhood driving routes/bike connections

> ANALYSIS: PUBLIC REALM ZONES

Along the major neighborhood connections of Livernois Avenue and W McNichols Road, there are a variety of public realm zones which are associated with the current land use and potential future use. The zones outlined along these two roads are also tied to the streetscape and its role in the community.

Five public realm zones have been determined, along with major and minor key intersections. Most of Livernois can be considered Low-Density Commercial due to how spread out the businesses are in this area. Near the major intersection of W. Seven Mile Road, Livernois offers a compact series of businesses which creates a zone already known as the Avenue of Fashion. From the major intersection of W. McNichols Road south, a University/Mixed-Use Edge occurs at the University of Detroit Mercy. Along McNichols, the University/Mixed-Use Edge occurs along Marygrove College and at the University of Detroit Mercy. From Livernois Avenue to Marygrove College, this area is categorized as McNichols Neighborhood Retail due to the high density of commercial buildings. From the University of Detroit Mercy to the East, the area consists of a Residential Mixed-Use Edge.

Each of these public realm zones will help to define the necessary improvements to be proposed by the design proposals.



W McNichols Road offers new businesses a wealth of potential commercial space



The Avenue of Fashion is exemplified by a surplus of neighborhood shops, healthy street trees, and the walkability of the streetscape

KEY

- A Major Key Intersection
- B Minor Key Intersection
- C Residential Mixed-Use Edge
- D University/Mixed-Use Edge
- E Residential Mixed-Use Edge
- F Low-Density Commercial
- G Neighborhood Connections

FIG 11 public realm zones



> LIVERNOIS AVENUE PROPOSED IMPROVEMENTS

Major intersection improvements are targeted to occur at the intersections of Livernois and W McNichols Road, W Seven Mile Road, and Eight Mile Road. These improvements will include updates to the layout of traffic signals, re-stripped crosswalks, turning lanes, curb bumpouts, bus stop improvements, bike lane crossings and turning boxes, as well as, gateway signage and neighborhood branding.

The removal of Michigan left turns are proposed along the whole stretch of Livernois within the project site, from Lodge Freeway to Eight Mile Road. Where a Michigan left turn currently exists, the median will be filled in, and instead, conventional left turns will be allowed. Conventional left turn lanes will be added at every street intersection. Mid-block crossings will be added for a series of blocks in two places: along the Avenue of Fashion and along the University of Detroit Mercy. This design intervention is designed to increase the ability for pedestrians to move from one side of the street to the other. These additional crossings are proposed to occur in these two areas along Livernois where there is the most initial need for greater pedestrian movement.

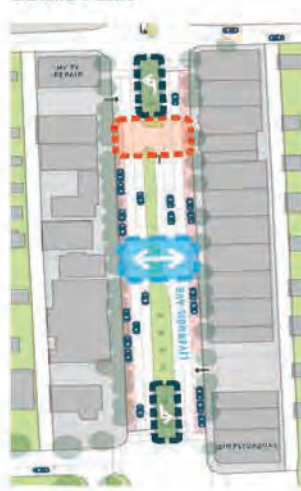


Many are forced to cross between traffic due to a lack of designated crossings



Michigan left turns make navigating Livernois more challenging for drivers

DETAIL PLAN



KEY

- A Intersection Improvements
- B Remove Michigan Left Turns
- C Mid-Block Crossings
- D Neighborhood Connections

FIG 12 Livernois Avenue proposed improvements



> STUDY AREAS WITHIN THE COMMUNITY

As a result of the overall analysis of the area, including overall design opportunities and constraints, university and neighborhood connections and public realm zones, three study areas have been selected. These study areas have been studied in further detail, through the creation of plan and section drawings, with the purpose of developing informed design proposals for the improvement of the public realm spaces of the Livernois and McNichols corridors.

Within each study area there are common existing conditions including adjacent land use and existing streetscape features and function. Within each chosen area there are also common potential roles and opportunities for the improvement of the streetscape.

Study Area A spans along W. McNichols Road from Livernois Avenue to Greenlawn Avenue and encompasses the McNichols Neighborhood Retail area. Study Area B continues along W. McNichols Road from Greenlawn Avenue to Wyoming Avenue creating the McNichols along Marygrove College area. Study Area C outlines the whole Livernois Avenue section of the project bounds.



Both the McNichols and Livernois corridors have areas with unique existing conditions and potential design opportunities.

KEY
Study Areas

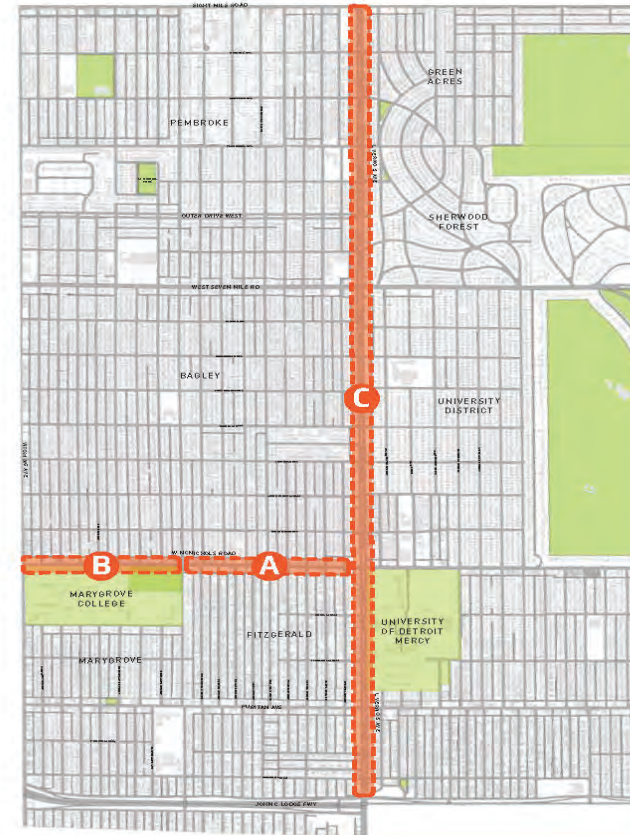


FIG 13 study areas within the community

STUDY AREA

A

> MCNICHOLS NEIGHBORHOOD RETAIL



SNAP SHOT: STUDY AREA A

> MCNICHOLS NEIGHBORHOOD RETAIL

Investment for the McNichols Neighborhood Retail area is targeted to occur along W McNichols Road spanning for half a mile from the University of Detroit Mercy campus at Livernois Avenue to Marygrove College at Greenlawn Avenue.

Although the University of Detroit Mercy and Marygrove College campuses are relatively close to one another, there is not currently a prominent or highly desirable public space connection between the two. Once a business lined street, W McNichols Road affords a wealth of potential retail and commercial use spaces. Today, many of these retail spaces are vacant and the condition of the streetscape is in neglect. This section of McNichols holds the potential to become a popular retail hub similar to the Avenue of Fashion while facilitating connectivity between the two neighboring universities to the East and West.



Context map



Existing street view of W McNichols Road at Lilac Street looking West



Existing images along the McNichols Neighborhood Retail area

CITY OF DETROIT

FINAL DESIGN PROPOSAL

> DESIGN PROPOSAL: BIKE AND PEDESTRIAN ORIENTED CORRIDOR

The proposed design will create an updated public space corridor connecting the University of Detroit Mercy, Marygrove College, and the surrounding neighborhoods. The key design changes are the reduction of the width of the traffic lanes, the removal of one lane of on-street parking from the South side of the street, and the addition of various amenities including bike lanes and street trees. A more in depth parking study of the McNichols Neighborhood Retail area is included on the following page.

Two traffic lanes will be clearly striped with widths of 10 feet in order to reduce speeding. The street will include one 8 foot wide parking lane on the North side of the street. Bike lanes will run along both sides of the road moving cyclists safely alongside vehicular traffic to the east and west.



Proposed plan

The sidewalks and street curbs will be replaced creating an even walking surface for pedestrian traffic. Along every block, a row of street trees will create a distinction between the available sidewalk public realm space and movement of traffic along the street. The lush trees will increase the aesthetic character and provide shade to elevate the pedestrian experience along McNichols Road. Crosswalks will be implemented at the point where each side street to the North meets McNichols. To provide greater pedestrian safety, curb bumpouts are used at crosswalks on the North side of the road at the end of the parking lane of each block. Curb bumpouts at the side street corners may also be added to create protected parking lanes along the side streets.



Proposed section

PUBLIC REALM PLAN 46

CITY OF DETROIT

DESIGN PROCESS

> EFFICIENT BIKE ROUTE CONNECTION

As part of the design process, various improvements were considered for the enhancement of the public realm space. One of the most important factors of the design is to ensure the viability of the McNichols Neighborhood Retail area to become an attractive corridor between the University of Detroit Mercy, Marygrove College, and the surrounding neighborhoods. Both consideration for improved sidewalk spaces to provide more pleasant routes by foot and for the efficiency and safety of traffic movement within the roadway are key for a healthier streetscape. The addition of a bicycle route within the corridor with bike lanes moving east and west will make the half-mile stretch between the two universities an easy and enjoyable ride. People coming from neighborhoods surrounding the McNichols Neighborhood Retail area will be able to hop on their bikes and ride safely to restaurants, shops, or a community park with ease.



Proposed plan

> PROCESS ALTERNATIVE: TWO-WAY CYCLE TRACK

During the development of the design, the new streetscape was envisioned to have a two-way cycle track on the South side of the road which would connect to a bicycle and pedestrian shared path proposed to run along the same side of the road at the Marygrove College edge. It was determined that the two-way cycle track would require additional bicycle crossing infrastructure including street crossing signalization which would not be plausible due to cost implications, so the two-way cycle track is not recommended.

As a result, a typical separated bike lane layout will be proposed within this option, with specific design strategies employed for the transition between the McNichols Neighborhood Retail separated bike lanes and the McNichols at Marygrove College two-way shared path.



Proposed section

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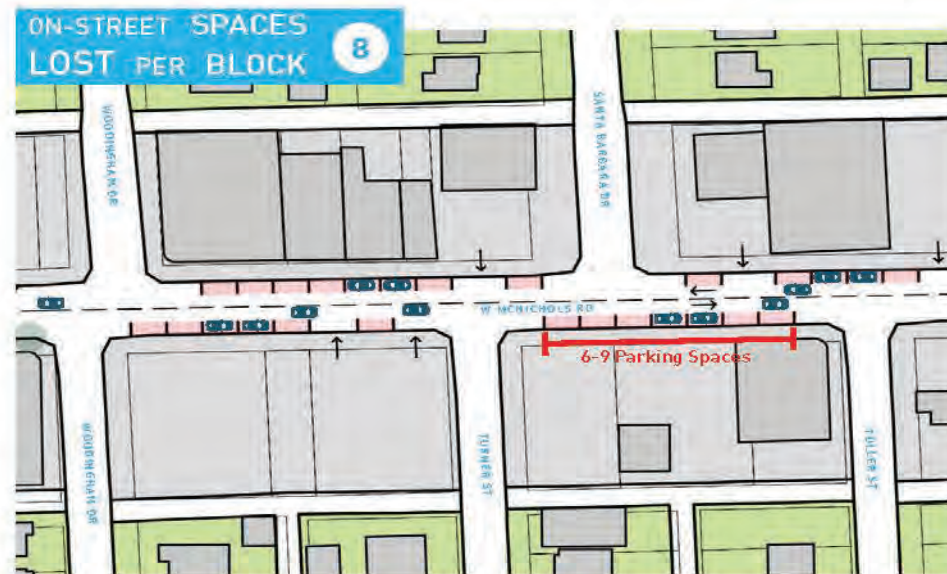
Proposed section

> PROVIDING PARKING SOLUTIONS

In order to account for an increased need for parking as the McNichols Neighborhood Retail corridor is developed, a parking study was generated to envision potential parking solutions while incorporating the proposed design for the streetscape. With the addition of bike lanes along this section of McNichols, the South on-street parking lane will be removed. Blocks along the South side of the road currently offer between 6 to 9 parking spaces. With the removal of the South parking lane, there will be a reduction of parking by an average of 8 on-street spaces per block. Most side streets to the North and South of McNichols afford space for 4 on-street parking spaces to be added between W McNichols Road and the residential neighborhood. As shown in the diagram on the bottom right, the curbs at the street corners may be extended in order to create a protected parking lane along each side street. Counting the 4 spaces on both the North and South side streets, 8 on-street parking spaces may be added per block to replace the 8 on-street

spaces lost per block along W McNichols Road. This strategy for the addition of side street, on-street parking will ensure that parking stays within the commercial areas and is not needed within residential areas.

Continual growth and investment triggered by the improved McNichols Neighborhood Retail streetscape may produce additional parking needs. As empty lots along the corridor are developed, off-street parking should be added as ground level parking within new developments. In order to create a dense retail corridor, surface parking should be minimized while proposed buildings should be positioned along the front property line to maximize the connection between pedestrians and local businesses. The existing alley running behind the commercial properties of McNichols will allow service access and support the potential for parking spaces to be added in the rear of existing or future buildings.



> TRANSFORMING THE PUBLIC REALM

Improving the pedestrian experience by providing clear sidewalk space for use by outdoor cafés or retail shops, and rebuilding the character of the street through new trees, lights, and paving will encourage additional retail development along the corridor. Neighboring residents, university students, and visitors alike will feel welcome to stop and experience this section of McNichols. Either for a stroll along the retail strip or a stop in for a snack at a café or restaurant the area will become an enticing new rendezvous point.

Parking spaces may be upgraded into parklet sitting spaces. Café tables and chairs may be added to the sidewalk space between newly planted shade trees. Both bikers and pedestrians will be offered a safe and more pleasant experience along the newly designed McNichols Neighborhood Retail corridor.



The existing street view shows the current conditions of the street in neglect.



The proposed streetscape is proposed to offer an enhanced public realm complete with bike lanes, street trees, and spaces for sidewalk café tables.

The series of underutilized spaces currently existing along W McNichols Road is proposed to be transformed into a continuous stretch of inviting public space.

STUDY AREA

> MCNICHOLS AT MARYGROVE COLLEGE

B

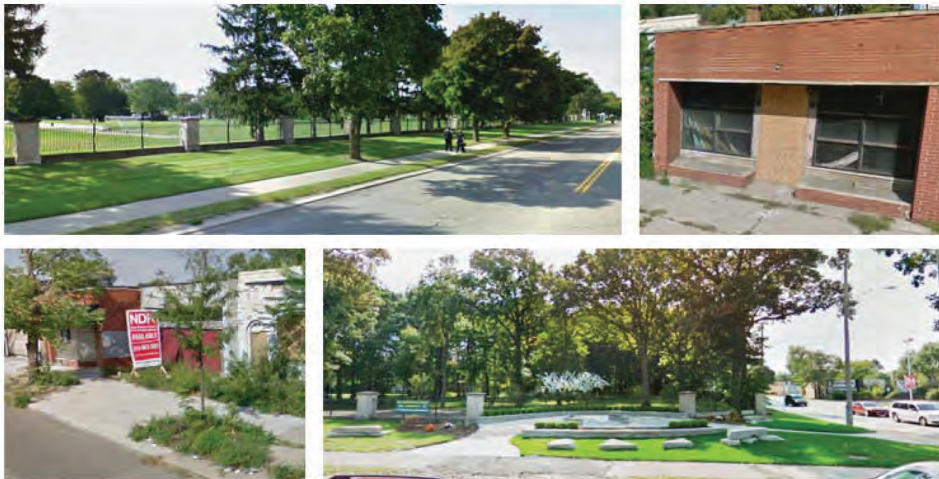


SNAP SHOT: STUDY AREA B

> MCNICHOLS AT MARYGROVE COLLEGE

Investment for the McNichols at Marygrove College area is proposed to span just under half a mile from the edge of the Marygrove College campus at Greenlawn Avenue west to the campus edge at Wyoming Avenue. The design will create a consistent typical condition along Marygrove’s campus to produce a delineation of function and aesthetic character for this neighborhood corridor.

Where currently there exists a divide between each side of the road and its uses, the improvements will seek to bridge the two sides, creating a welcoming park-like aesthetic as the foundation for a stabilized retail strip on one side and a recreational shared path corridor on the other. This redefinition of the streetscape, will boost the economic viability of the area while also strengthening the health of the community around the corridor.



Existing images along McNichols at Marygrove College area



Context map



Existing street view of W. McNichols Road at Marygrove College looking West

EXISTING CONDITIONS

> EXISTING CORRIDOR LAYOUT

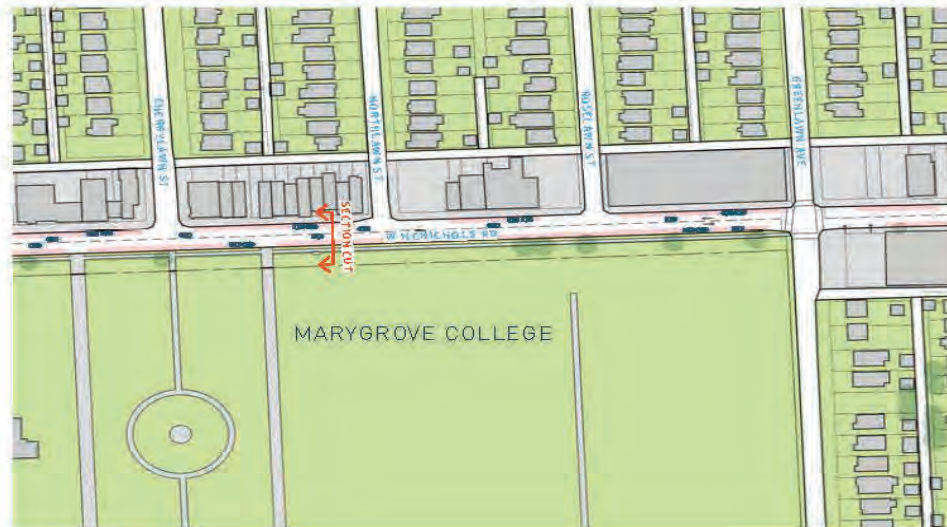
This stretch of W. McNichols Road offers the beautiful, green landscape of Marygrove College on one side, while on the other side unused shop fronts are falling into disrepair. There is a lack of connection between the two sides of the roadway in addition to a surplus of unused space.

On the Marygrove side of McNichols, the sidewalks and lawn are well maintained. Mature trees run consistently along the campus fence which is offset from the road, although along the road the line of mature trees is not as consistent. This area between the existing sidewalk and the Marygrove College fence has a welcoming park-like aesthetic, but most of the space is not currently taken advantage of.

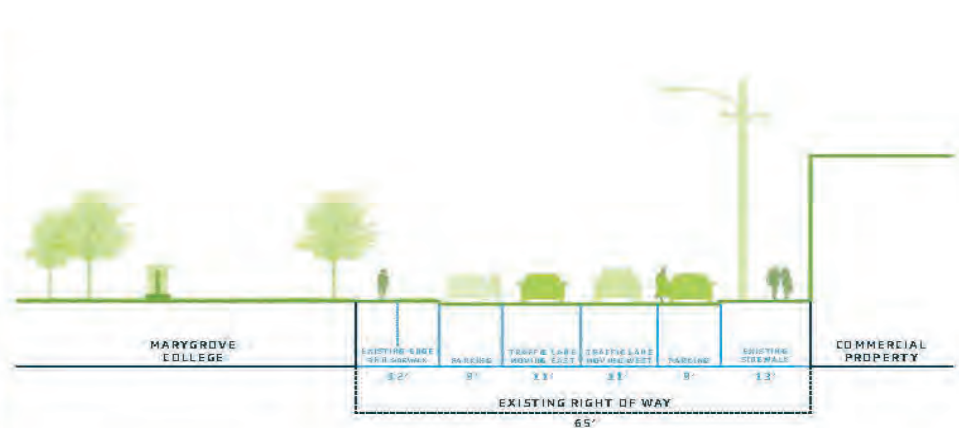
To the North side of McNichols, the condition of both the streetscape and many of the retail fronts has been neglected. Many of the commercial

buildings are boarded up and vacant. The sidewalks are in poor condition, allowing successional plant species to overtake the pedestrian space. The few street trees which are existing are unhealthy and stunted due to a lack of porous soil for their roots to grow into.

Within the roadway, there is a lack of roadway spatial organization which makes the road more dangerous for vehicular traffic and pedestrians alike. Since the two traffic lanes are not clearly marked, drivers often make the road into a four lane road, creating blind spots for pedestrians and unsafe driving and parking conditions along the road. There are no instances of crosswalks along the whole stretch which further plays into the disconnect between the North and South sides of the road.



Existing plan



Existing section

EXISTING CONDITIONS

> EXISTING CORRIDOR LAYOUT

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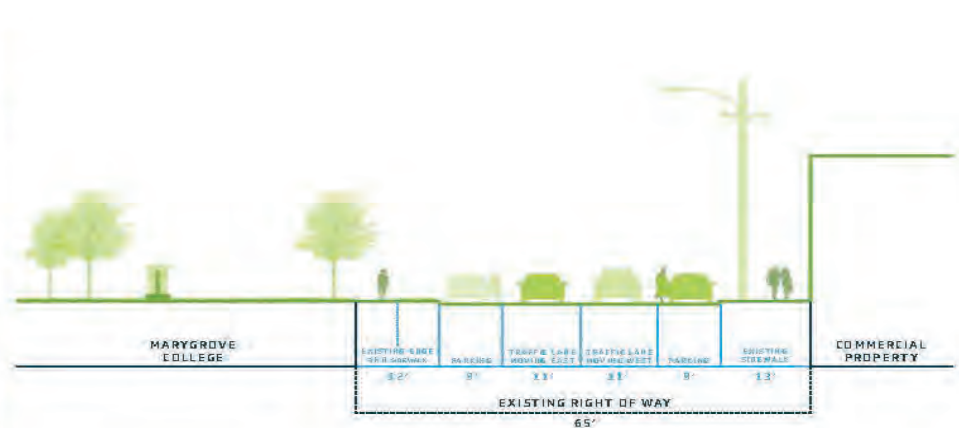
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Existing plan



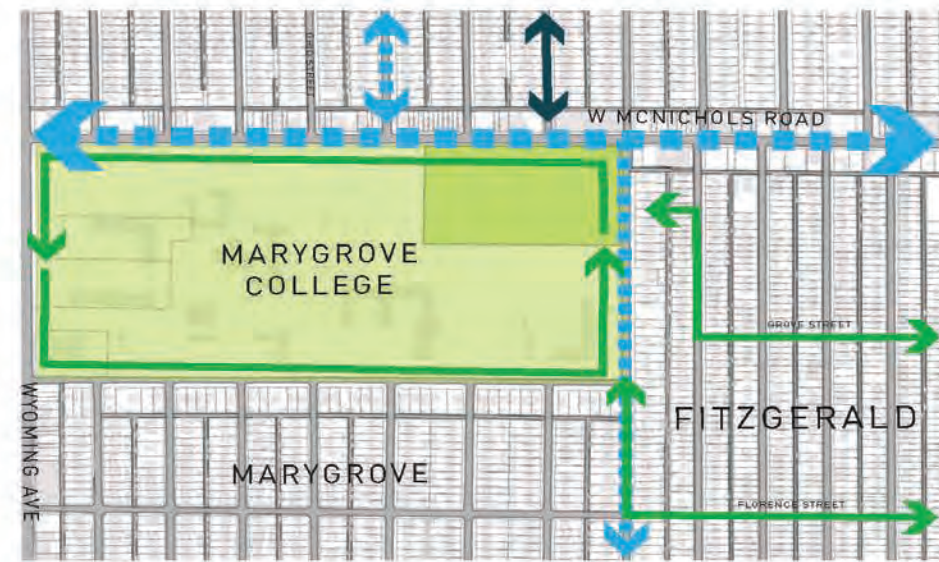
Existing section

DESIGN PROCESS

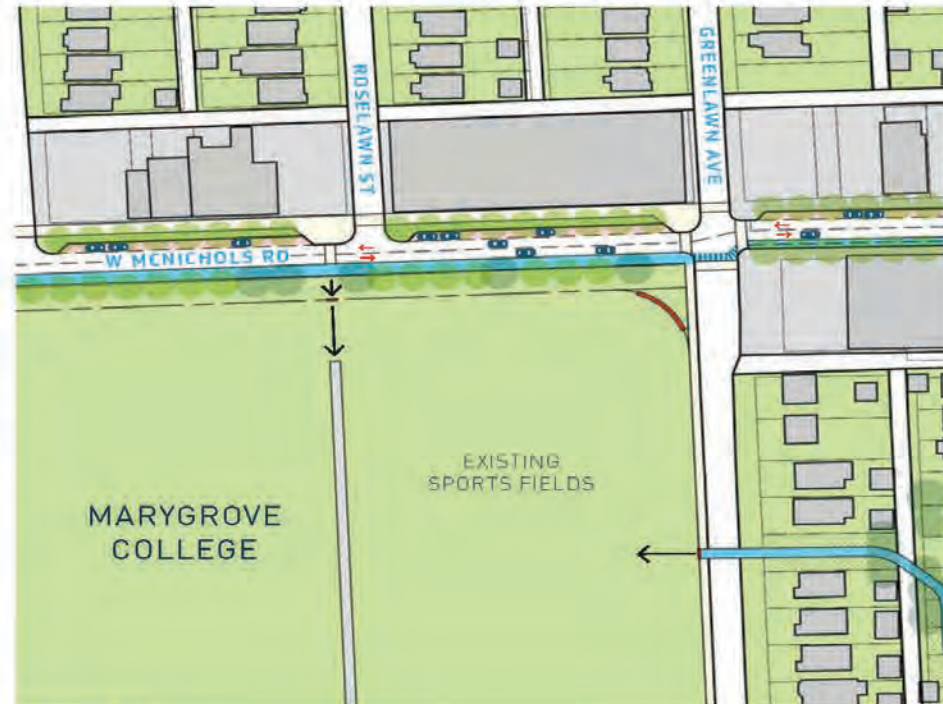
> GREENWAY LOOP CONNECTIONS AND SIGNAGE

The initial planning process, which has led to the selection of areas of investment and to the overall proposed circulation of the Livernois Avenue, W. McNichols Road, and surrounding neighborhood connections, began with specific goals to provide to the community. These goals include connecting major community anchors, providing alternate modes of transportation, and increasing access to recreational and fitness opportunities.

As shown in the circulation diagram below, the enhancement of the Marygrove College campus by creating a greenway loop along the campus perimeter would supply an extension to the Fitzgerald neighborhood greenway path while also connecting with the McNichols at Marygrove proposed shared path. The greenway loop would provide opportunities for recreation and fitness to the university students and faculty, along with



Proposed circulation diagram



Proposed plan

local business owners and residents of the community. The loop would also further promote the usefulness of the connection between Marygrove College and the University of Detroit Mercy.

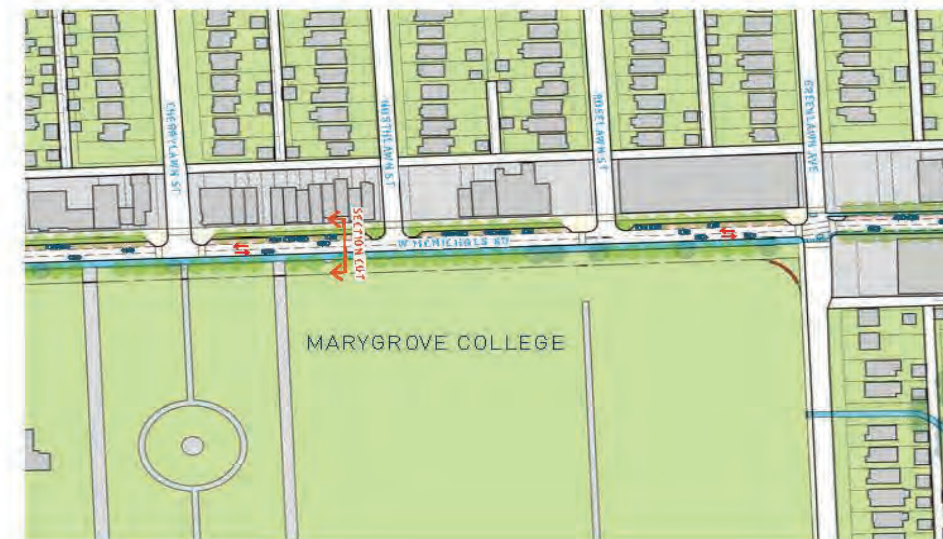
The addition of prominent signage at the Northeast corner of the Marygrove College campus may provide further benefit to the identity of the campus. This addition would compliment the engaging art installation and landscape space at the Northwest corner of the campus by anchoring both sides of the campus to the community.

DESIGN PROPOSAL

> DESIGN PROPOSAL: PARK-LIKE THOROUGHFARE

The design aims to create an inviting pedestrian and recreational park-like thoroughfare on W. McNichols Road at Marygrove College. A more desirable streetscape character will be achieved through unifying the North and South sides of the road to create connection between users and function.

Along the South side, a 12' wide shared path will extend along Marygrove College's northern edge, continuing the bicycle corridor, while also taking advantage of the beautiful landscape offered by the space. Street trees will be planted to fill in both sides of McNichols with lush, leafy, green color and texture. Crosswalks and curb bumpouts will help pedestrians cross back and forth from Marygrove College and the proposed recreational corridor to the retail shops and businesses. The clear designation of two travel lanes, as well as a parking lane on the North side of McNichols will produce a safer streetscape. The curb on the North side will be extended to create a series of



Proposed plan

generous and lush planting beds. A soil cell system will be used within the planting beds to produce two primary benefits. The structural system will work to protect the tree roots from compaction allowing the trees to grow to a mature, healthy size. The system will also be used as a piece of green infrastructure to capture stormwater runoff from the surrounding sidewalk and roadway then to store, purify, and infiltrate the water into the subsoil. The use of this system will enable the street trees to grow tall and create a healthy canopy over the road. Purposeful changes to the layout of the street right of way will go a long way in improving the function and potential of the space.



Proposed section

> BIKE PATH TO SHARED PATH TRANSITION

A unique intersection strategy will be needed where W. McNichols Road crosses Greenlawn Avenue in order to connect the two differing bike lane strategies for the McNichols Neighborhood Retail area and the Livernois at Marygrove College area. The McNichols Neighborhood Retail design proposes separated bike lanes on each side of the road, while the McNichols at Marygrove College design will take advantage of the park-like campus grounds by implementing a shared bicycle and pedestrian path along the South side of W. McNichols Road.

The selected strategy to provide for cyclist crossing at this intersection is the implementation of two-stage turn queue boxes on either side of McNichols.

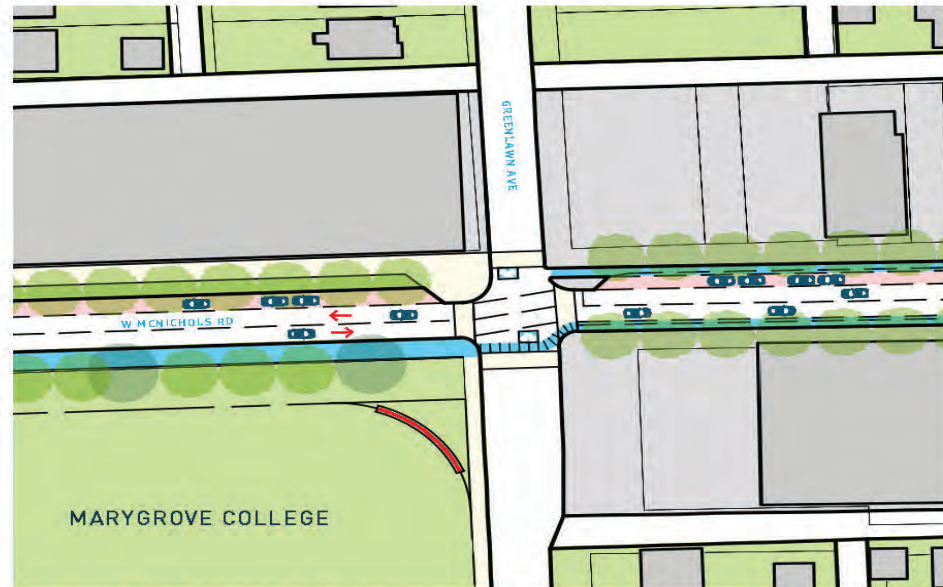


FIG 14

Two stage turn queue boxes are proposed for the transition between the McNichols Neighborhood Retail separated bike lanes and McNichols at Marygrove College shared path.

These queue boxes are indicated zones that cyclists are able to turn into to wait for a safe opportunity to cross to the other side of the intersection. Two-stage turn queue boxes may be used at both signalized and unsignalized intersections. More information as well as precedent images and diagrams about the two-stage turning queue box strategy can be found at the National Association of Transportation Officials (NACTO) website.



Two stage turn queue boxes are used to provide cyclists with a protected zone while waiting for an opportunity to make a turn or cross through the intersection.

> TRANSFORMING THE PUBLIC REALM

The character of McNichols at Marygrove is designed to be a holistic, inviting space for many activities and users. Street trees will be planted to fill in both sides of the road with lush, leafy, green color and texture. The trees will create shade for shoppers in the summer and a beautiful display of fall color in autumn. On the Marygrove side, a wide shared path would wind under the tree canopy, providing a path for students and community residents to walk, jog or bike.

Designated crosswalks with extended bumpouts would act to slow traffic and enable pedestrians to transition from one side of the road to the other. In the same way, community residents will be able to easily transition between activity within this corridor. The goal is to facilitate varied activities, from recreation and fitness to stopping by a favorite restaurant or shop, to all be located along the McNichols at Marygrove College stretch.



The existing street view shows the current divide between each side of McNichols at Marygrove College.



The streetscape can be transformed into a lively park like corridor with an active shared path to one side and an attractive platform for a prominent retail strip on the other.

The goal is to facilitate varied activities to all be located along the McNichols at Marygrove College stretch.

STUDY AREA

> LIVERNOIS AVENUE



SNAP SHOT: STUDY AREA C

> LIVERNOIS AVENUE

The proposed area of investment along Livernois Avenue stretches from Lodge Freeway 2.8 miles north to W. Eight Mile Road. Through analyzing the physical characteristics of Livernois within the study area, three main conditions have been determined to describe the existing use of the road. These three conditions are Low-Density Livernois, Livernois at the University of Detroit Mercy, and Livernois at the Avenue of Fashion.

Livernois Avenue functions primarily as a low-density commercial thoroughfare exemplified by the presence of big-box stores, strip centers, and parking lots along much of the road. This condition is interrupted in two places: where the University of Detroit Mercy adjoins the avenue and at a heavily concentrated area of retail fronts, restaurants, and businesses, known as the Avenue of Fashion. Improvements to the streetscape as a whole will benefit all three conditions along Livernois Avenue.



Existing images along Livernois Avenue



Context map



Existing street view of Livernois Avenue at the end of the Avenue of Fashion looking South.

> LIVERNOIS AT THE UNIVERSITY OF DETROIT MERCY

Livernois at the University of Detroit Mercy exists from W. McNichols Road south almost reaching Puritan Avenue. A beautiful green campus lies to the East, while a mix of commercial buildings and vacant land reside to the West.

University campuses are typically areas with the greatest need for pedestrian and bicycle connection to surrounding restaurants, retail, and housing. Although both sides of the road should be part of the daily lives of the surrounding community, they are partitioned off by the busy, hard to navigate condition of Livernois Avenue, and by other obstructions including poor sidewalk conditions and the absence of accessible paths connecting into the heart of the university's campus. Through the reinterpretation of function along Livernois Avenue, an improved streetscape holds the potential to revive all aspects of the road by connecting users to the resources that Livernois at the University of Detroit Mercy has to offer.



Existing images along Livernois Avenue at the University of Detroit Mercy



Context map

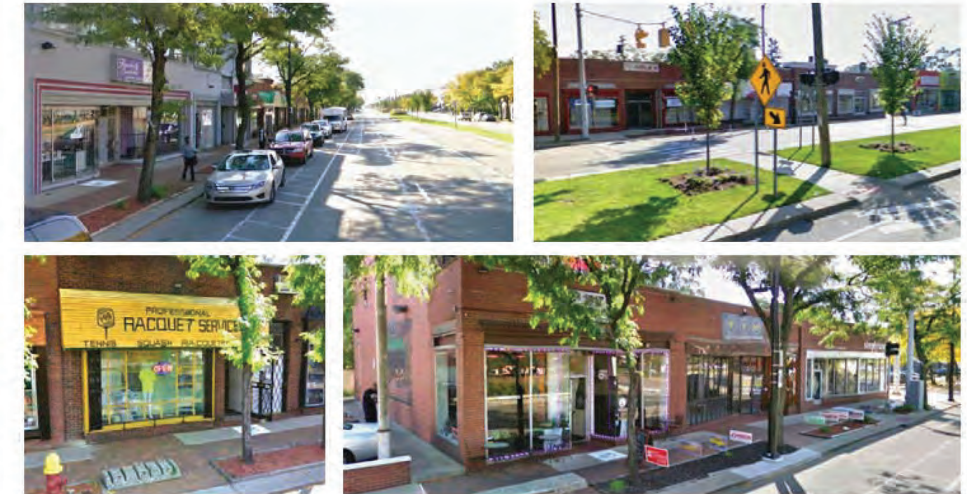


Existing street view of Livernois Avenue at the University of Detroit Mercy looking North

> LIVERNOIS AT THE AVENUE OF FASHION

Livernois at the Avenue of Fashion runs from St. Martin Avenue south to Margareta Avenue for 5 blocks and includes the intersection of W. Seven Mile Road. Composed of a high density of retail stores, restaurants, and businesses, this area is a clear juxtaposition to most other parts of Livernois Avenue. Here, the character of the streetscape has been developed in greater detail which has played a part in strengthening the physical and social characteristics of the space. A mid-block crossing implemented on one of the blocks enhances movement and connectivity.

Although some attention has been paid to improving the pedestrian experience, both the community and local business owners would benefit greatly by pushing these concepts forward even farther to create a thriving public realm zone along Livernois at the Avenue of Fashion.



Existing images along the McNichols at Marygrove College area



Context map



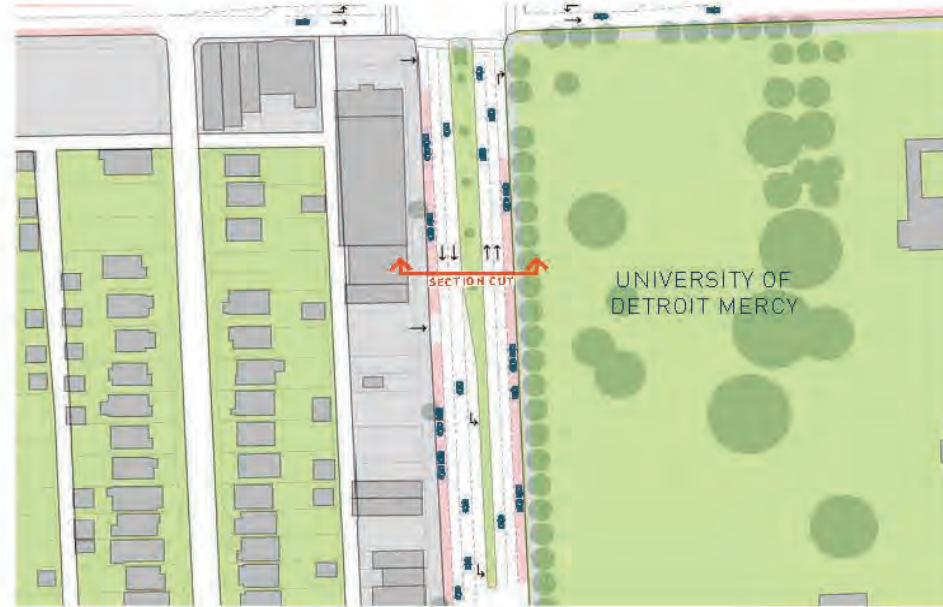
Existing street view of Livernois Avenue at the Avenue of Fashion looking North

LOW-DENSITY LIVERNOIS
AND LIVERNOIS AT THE UNIVERSITY OF DETROIT MERCY

> EXISTING CORRIDOR LAYOUT

Low-Density Livernois is the most prominent condition that occurs along Livernois Avenue. In these areas, commercial use buildings are spread along the roadway accompanied by large expanses of parking lots. One of the two interruptions to the low-density commercial condition is where the University of Detroit Mercy meets Livernois Avenue. Here, the university campus creates a lush green edge with sports fields and university buildings along the roadway, but the campus is partitioned from the community by a campus fence as well as the hard-to-navigate condition of Livernois Avenue.

Present at both conditions of Livernois, four lanes of traffic plus a parking lane on each side create a six lane wide street profile which makes crossing



Existing plan

the street an intimidating and risky task. The existing concrete sidewalks are in poor condition in many areas. Street trees are very sparse along the street and are stunted in growth by small tree pits. Vehicular circulation is dominant, minimizing the presence of pedestrian and bicycle circulation.

There exists a lack of pedestrian connection between both sides of the street. Livernois exhibits long block lengths averaging 600' for most blocks and 800' along the University of Detroit Mercy's campus. Crosswalks exist only at intersections. The long distance between crossings as well as a lack of marked crosswalks discourage movement and reduce commerce along Low-Density Livernois and Livernois at the University of Detroit Mercy.



Existing section

LIVERNOIS AT THE AVENUE OF FASHION

> EXISTING CORRIDOR LAYOUT

The second area that interrupts the Low-Density Livernois condition is Livernois at the Avenue of Fashion. This area is characterized by small scale retail fronts, restaurants and businesses consistently lining five blocks of the avenue. The storefront windows and entrances abut the sidewalk creating greater opportunities for engagement between the businesses and pedestrians. The sidewalks, although somewhat outdated, are differentiated from the rest of Livernois Avenue through the use of pavers in addition to concrete paving. Large tree planters with breaks only large enough for pathways to parked vehicles divide the 15' wide sidewalks. Consequently, the sidewalks may only be used for pedestrian circulation and are not wide enough for local businesses to create outdoor café seating in the public realm



Existing plan

space. Some tree planters are well-maintained by the adjacent business, while some are neglected resulting in undesirable plots of overgrown vegetation. This produces an aesthetic that is inconsistent along the avenue.

Consistent with the rest of Livernois Avenue, the road at the Avenue of Fashion exists as a four lane road with one lane of on-street parking adjacent to the curb on each side. Street crossings exist primarily at intersections, but is also possible at a mid-block crossing on one block. Although pedestrian activity is promoted because of adjacent storefronts and street tree cover, the wide streets and lack of crossing opportunities along the road limit pedestrian flow from one side of the street to the other.



Existing section

DESIGN PROCESS

> 3 ORIGINAL PROCESS ALTERNATIVES

As design considerations to address the challenges of the road and achieve the goals for the improved function of the new streetscape began to unfold, three distinct design options were formed.

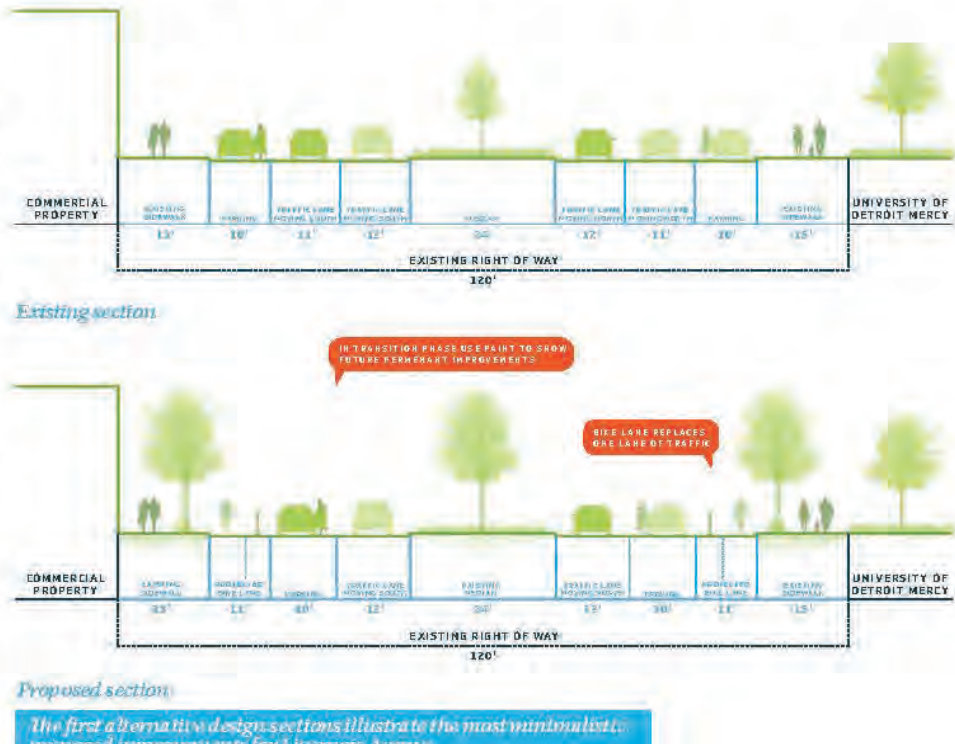
Each of these design options were explored through plan and section drawings, comparing the existing conditions to the proposed. All three options introduced protected bike lanes, retained parking, proposed bumpouts at intersections, and added street trees within new sidewalks. The variations of the options included decisions for reducing the median, reducing vehicular traffic to one lane in each direction, and the extension of the sidewalks. At least one or a combination of these streetscape variations were necessary to accommodate the width of the added bike lanes.

All three options were also presented before the community and stakeholder meetings. Feedback from those meetings helped to inform the design process. Using the comments and concerns of the community members and stakeholders, a number of design studies were produced in order to test and further illustrate the function of the designs. These studies included options to designate a devoted bus rapid transit lane, options experimenting with the layout of the parking lane along the sidewalk versus along the median, street intersection treatments, bike lane crossings, right hand turn lanes, bus stop locations, and emergency vehicle access studies.

Overall cost estimates were calculated for the implementation costs of the three original alternatives. The cost estimate results along with important feedback from the community and stakeholder meetings helped to narrow the three design alternatives down to two: Options A and B. The results from the design studies and community feedback has also helped to shape the final two design option proposals for Livernois Avenue. This section includes a greater look at all three original design alternatives along with the studies that have shaped the final design proposals for Options A and B.

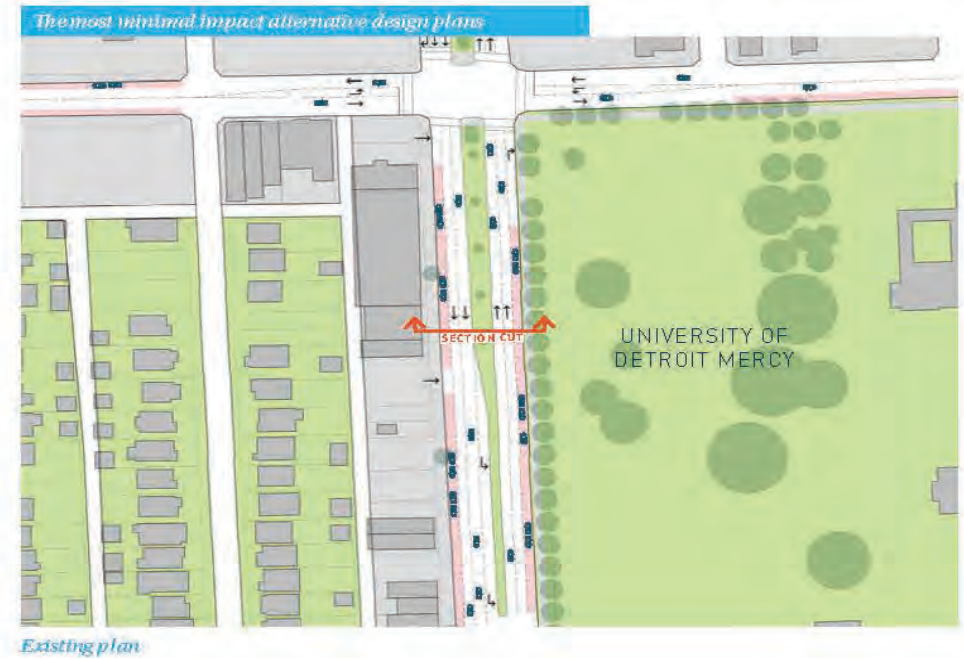
> PROCESS ALT #1: WOULD MINIMAL ALTERATIONS WORK?

The first alternative proposed minimal design intervention on Livernois Avenue with the purpose of maintaining certain elements of the streetscape, including the wide median, while providing the most basic desired improvements. This strategy was intended to be the lowest cost option. The proposed improvements could be implemented solely through the re-striping of the roadway and the addition of delineator poles. This alternative proposed to decrease the vehicular traffic lanes to one lane in each direction. The on-street parking lanes would then shift out away from the sidewalk to open up space on the street for an 11 foot protected bike lane on each side of the street. The bike lane would have a 7 foot wide travel area with a 4



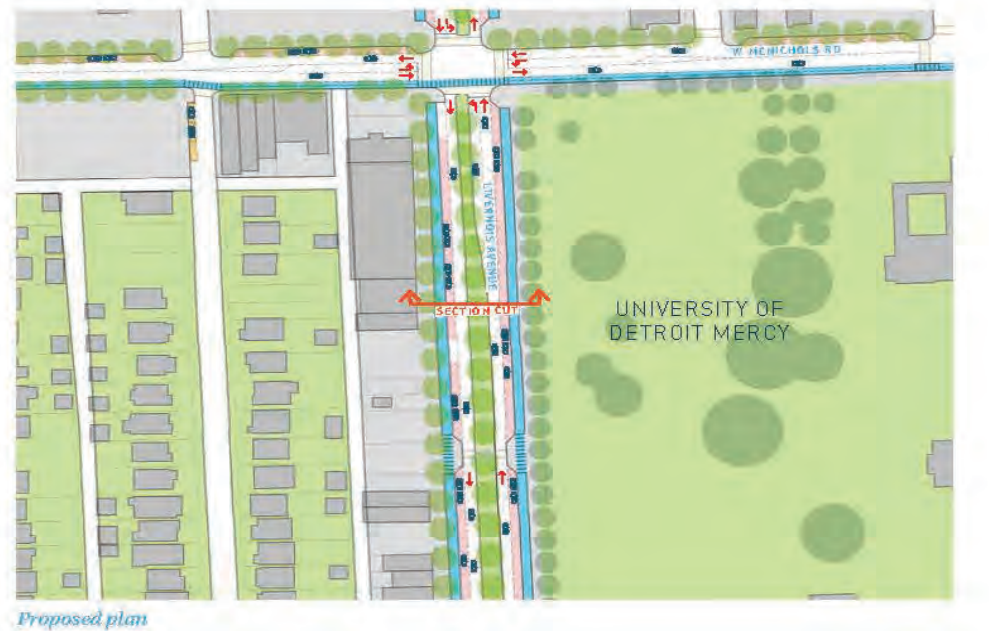
foot wide striped buffer area. The buffer area would be necessary to ensure that people exiting parked cars would have plenty of room to open car doors without injuring passing cyclists. The sidewalks would be repaved, but would remain 15 feet wide with added street trees spreading along each side of the street. The 24 foot wide median would remain the same width, although, in order to remove Michigan left turns and their existing long turning lanes, along with adding new turning lanes at street intersections, much of the new median would need new curbs to be added. Within the new median, street trees would fill the length of each block.

Once preliminary cost estimates were calculated for all three alternatives, the first alternative which was designed to be the least expensive option was found to be of a similar cost to the second alternative. Compared to the second alternative, which would include the opportunity for a future bus



rapid transit lane, the improvements included in the first alternative would have a less significant impact for the same price. Within the same time frame, feedback from community and stakeholder meetings provided additional challenges for the feasibility of the first alternative. Both the community members and fire department had concerns that emergency vehicle access would be blocked because cars would have nowhere to pull out of the traffic lane to allow emergency vehicles to pass. With the alternative to maintain the median at the current width, the available width for travel lanes does not meet the 20 feet minimum width for the fire department vehicles to pass.

In the end, the first alternative was found to be a less justifiable use of capital investment when compared to the other two alternatives, and also was found not feasible for the function of Livernois Avenue. Consequently, the first alternative was negated from the proposed options.



> PROCESS ALT #2: MULTI-MODAL TRANSIT STREETScape

The second alternative proposed adding similar streetscape improvements as the first, but relied on the reduction of the median width in order to add a protected bike lane and keep two lanes of vehicular traffic. The median width would be reduced by half to 12 feet wide. Two traffic lanes moving in each direction would be narrowed to 11 feet as a traffic calming measure. An 8 foot bike lane, with 5 feet for travel and 3 feet for the buffer area, would be protected by the parking lane positioned between the bike lane and traffic lanes. The sidewalks would remain at 15 feet in width, but would be shaded by a new row of street trees on each side of the street. The second alternative afforded the possibility of creating a future bus rapid transit (BRT) lane out



Existing section



Proposed section

Studied in alternative two, future bus rapid transit lane could replace the second traffic lanes with the potential to locate bus stops in the median.



Existing section



Proposed section

Studied in alternative two, by locating the parking lanes along the median, a future bus rapid transit lane could run adjacent to the bike lane and have bus loading and stops along the sidewalk.

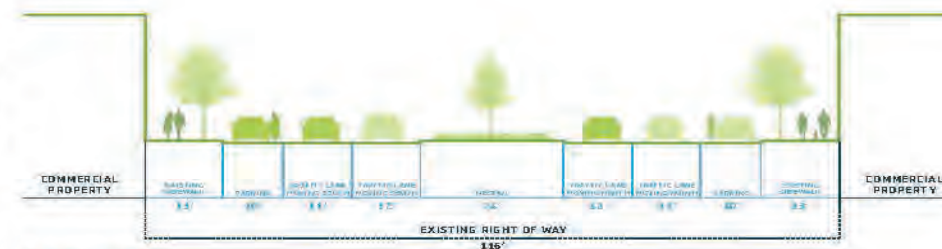
of one of the two proposed traffic lanes moving in each direction. Sectional studies were produced to test the configuration of the lanes on the street. The variations in each section considered different layouts for the parking lanes, traffic lanes, and possible future BRT lane. Other necessary considerations included the placement of bus stops and determining the pros and cons of locating them near the bike lanes or within the median. These considerations are very specific design details which would continually need to be worked out as the final design strategy is developed. The results of these sectional studies, along with community feedback, both, have been translated into the first final design proposal for Livernois Avenue, presented in Option A.

> PROCESS ALT #3: LUSH LIVERNOIS

The design explored through the third alternative focused primarily on implementing major improvements to the pedestrian experience along Livernois Avenue, while enhancing the business platform of the road by defining the area as a destination rather than a fast-paced thoroughfare. The revitalized streetscape would offer 23 foot wide sidewalks with an allée of street trees on each side of the road. The median would be reduced to 12 feet with a row of trees planted within. The traffic lanes would be reduced to one lane flowing in each direction ensuring ease for pedestrians when crossing the street. A generous parking lane would border a protected bike lane running along the shady, park-like sidewalk. Planters could be placed between the bike lane and parked vehicles to add color and interest within a buffer area. The leafy-green and shaded sidewalks would have enough space for local businesses to add café tables and chairs, clothing racks, temporary signage, or even sculpture pieces.

The result of generously creating space for pedestrians, local businesses, cyclists, parking lanes, and the growth and establishment of healthy street trees would equal the creation of a lush, park-like avenue, welcoming for locals, visitors, and even passers-by to enjoy a pleasant experience along Livernois Avenue. Even speeding and road rage has been shown to be reduced along streets with an atmosphere proposed by this alternative.

As the design process developed through creating drawings and making presentations at a series of community and stakeholder meetings, one major concern about the third alternative surfaced. Both the community and the fire department voiced the same concern as found with the first alternative due to the reduction to one traffic lane. The assumption was that emergency vehicle access would be obstructed because of an absence of open space for vehicular traffic to pull over out of the single traffic lane. Immediately following the voicing of this concern, a number of studies were generated in plan and section in order to test the feasibility of emergency vehicle access within the third alternative design. Plan diagrams were created to compare



Existing section



Proposed section

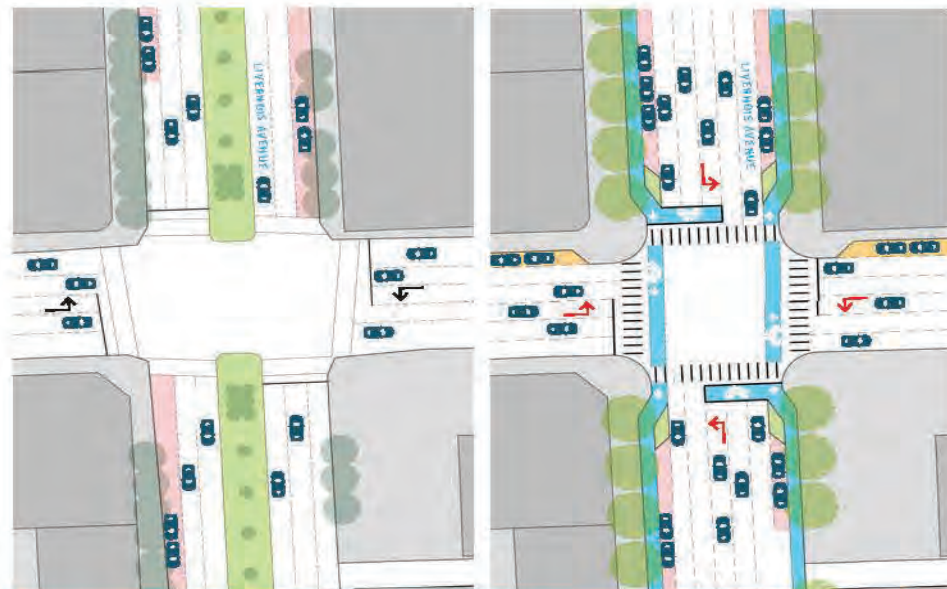
The third alternative proposed extended sidewalks and two rows of street trees to be planted to create a dense canopy of shade and a leafy, park-like feel along the streetscape.

the third alternative street layout with existing streets with a similar layout. Additional plan and sectional studies were also created to show variations to the street lane widths and the addition of designated void striped pull-over areas. The studies led back to the original assumption.

After further meetings with the fire department, it was determined that for the safety of the community, the median in the third alternative would need to be completely removed. Since this design has been translated into the second final design proposal, Option B proposes a void, striped median which will provide space for vehicles to move out of the traffic lane and allow emergency vehicles to safely pass without any delays.

> BIKE LANE AT STREET INTERSECTIONS

In order to propose the addition of safe and efficient bike lane infrastructure within each design alternative, there needed to be additional consideration for bike lane crossings and turning at street intersections. The three design alternatives proposed implementing protected bike lanes which will run along the sidewalk between the curb and parking lane. The alternatives also proposed the addition of curb bumpouts at street intersections which will push the curb out and force the bike lane to cut through or flow around the bumpouts. There are a number of intersection treatments which have been implemented across the U.S. to ensure the safety of cyclists. These strategies are used in combination to serve the needs of specific intersections and street layouts.



The bike lane at street intersections design study shows a combination of three bike lane intersection treatments: bike boxes, refuge islands, and intersection crossing markings.



A similar bike lane intersection strategy implemented in Higgins, MT.

In the design study shown to the left, three bike lane intersection treatments were employed: bike boxes, refuge islands, and intersection crossing markings. By using bike boxes, a designated zone at the head of traffic lanes would be provided for bikers to wait during the red signal phase to make a left turn. Bike boxes can only be used at signalized intersections; at unsignalized intersections, two-stage turn queue boxes should be implemented, as shown in Figure 14. Refuge islands would be placed at the end of parking lanes, to both protect bikers from cars leaving the parking lane, and prevent cars from encroaching into the bike lanes when turning right. The bike lane would then flow between the refuge island and curb bumpout and through the street intersection within an area of intersection crossing markings. These markings could be made up of solid painted lanes, dashed lines, or bike and arrow symbols to indicate the crossing zone to vehicles. One of the benefits and safety features to bringing the bike lane around, instead of cutting through, the curb bumpout is that the bikers must then respond to the same traffic signalization as vehicles in order to cross the intersection. Precedent images and greater explanations of intersection treatments can be found on the NACTO website.

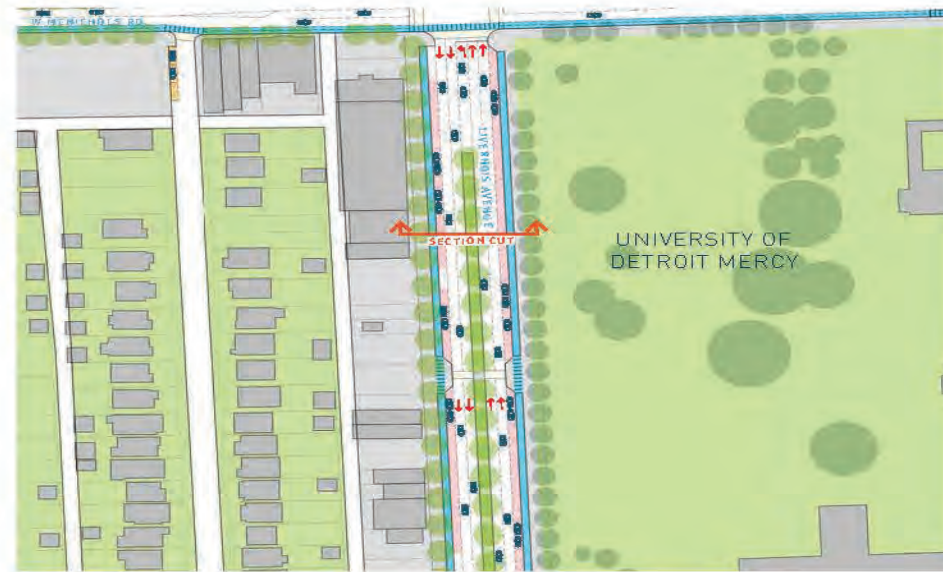
FINAL DESIGN PROPOSAL - OPTION A

> DESIGN PROPOSAL: LUSH TRANSIT THOROUGHFARE

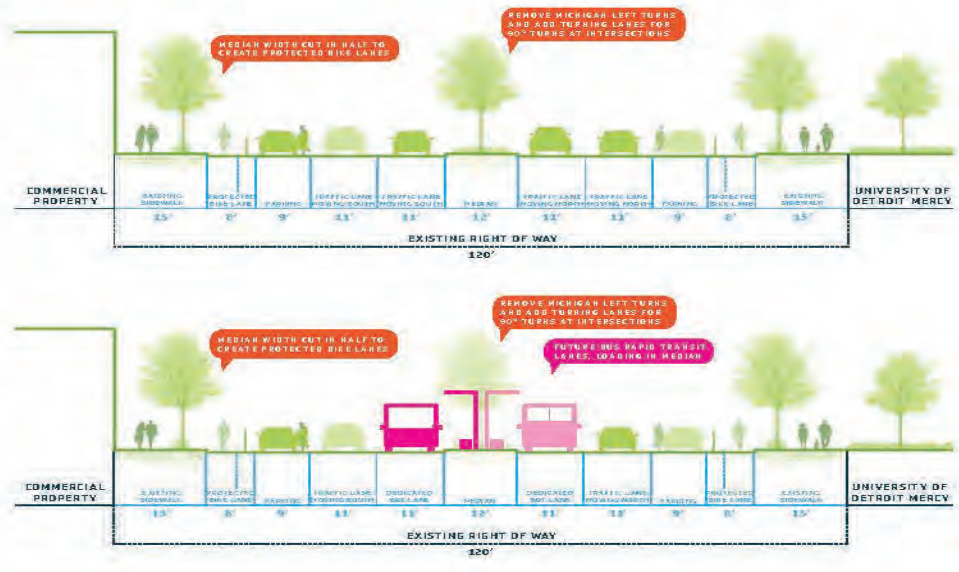
Design Option A proposes alterations to the Livernois Avenue streetscape, which will improve the function of the roadway for vehicular movement, cyclists, and pedestrians, while also offering the opportunity to designate a bus rapid transit (BRT) lane in the future.

Option A will transition Livernois into a multi-modal transit oriented street through the addition of a protected bike lane, the enhancement of pedestrian routes, and the potential for a future BRT lane. The protected bike lane will be 8 feet wide with a 5 foot travel width and 3 foot buffer area, and will be located between the sidewalk curb and on-street parking lane. Two vehicular traffic lanes moving in each direction will remain, but will be

reduced in width to 11 feet in order to slow traffic. To accommodate both the bike lane and traffic lanes, the median will be reduced by half to a width of 12 feet. The new median width will have plenty of space to establish healthy street trees along the length of the block. Continuous street trees will also be planted along the sidewalks. The width of the sidewalks will remain at 15 feet, but will be repaved to create a revitalized route for pedestrians and could incorporate elements of green infrastructure as well. Finally, a future bus rapid transit lane could feasibly be positioned in the traffic lane closest to the median. Bus stops could potentially be located within medians close to mid-block crossings, or on the sidewalk setback from street intersections within right turn lanes.



Proposed plan



Proposed sections

> TRANSFORMING THE PUBLIC REALM

Through implementing safe and efficient protected bike lane infrastructure, the proposed Livernois Avenue streetscape aims to give residents of the community confidence in the opportunity to commute to work, run errands, or go to the neighborhood park on a bike. Drivers would also feel more comfortable on this stretch of Livernois due to the removal of Michigan left turns and the addition of turning lanes at street intersections.

Newly paved sidewalks, rows of street trees, and a revitalized streetscape are proposed in order to attract use by residents of the near-by neighborhoods, university students, and local business owners, as well as, pioneering entrepreneurs, developers, and visitors. The proposed transformation would set the foundation for increases in commerce, private investment, and value along Livernois Avenue.



The existing street view shows the currently underutilized and hard-to-navigate streetscape conditions.



The proposed streetscape will enhance the experience of pedestrians, cyclists, and drivers along the improved Livernois Avenue corridor.

The proposed transformation would set the foundation for increases in commerce, private investment, and value along Livernois Avenue.

FINAL DESIGN PROPOSAL - OPTION B

> DESIGN PROPOSAL: LIVELY PEDESTRIAN STREETScape

Design Option B proposes a substantial change to the Livernois Avenue streetscape and will have the most impact for creating a lively pedestrian and retail-oriented streetscape.

Through the removal of one lane of traffic flow in each direction, vehicular dominance will be reduced along the street. The on-street parking lanes will be shifted out to create space for an 8 foot wide protected bike lane. This positioning will create a physical safety barrier between vehicular traffic and cyclists and will allow street trees to shade the cyclists. Comprised of a 5 foot travel lane, the bike lane will also have a 3 foot wide striped buffer area. Planter boxes may spaced every 20 to 30 feet within these buffer areas to

display color and create visual interest along the streetscape. The width of the vehicular travel lanes will be reduced to 11 feet in order to slow traffic. The median will also be reduced to 11 feet and due to required passage widths necessary for emergency vehicle assess, the median will become a diagonally striped clear area.

The most influential changes to the streetscape will occur along the sidewalks which will be extended to 24.5 feet in width. A double row of street trees will be planted along both sides of the road yielding a lush and shady outdoor space in front of retail shops and businesses. Cafe tables and chairs may be added within this space to create outdoor dining along Livernois Avenue.



Proposed plan

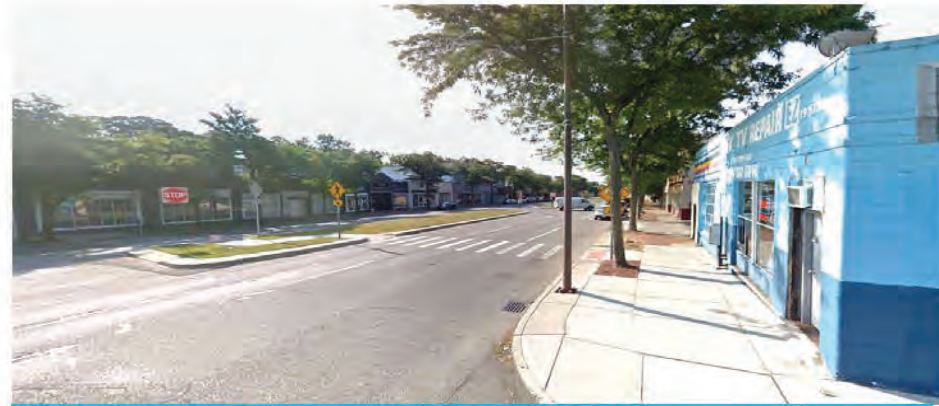


Proposed section

> TRANSFORMING THE PUBLIC REALM

The design proposes to transform the character of Livernois Avenue into an urban hot spot where people come to dine, shop, socialize, or just relax. Generous sidewalk spaces, shaded under street trees, will create a linear park-like setting for commerce and leisure. Cyclists will be able to swiftly move along the bike lane. People will be able to easily and safely move from store to store and across the avenue due to the reduction of traffic lanes and the addition of mid-block crossings, clearly indicated crosswalks, and curb bumpouts.

The streetscape previously dominated by vehicular movement is proposed to become a vibrant public realm space which connects the residents of the community along with people from around Detroit with all that Livernois Avenue has to offer.



The existing street view shows the space available for the addition of improvements to the streetscape.



The proposed streetscape will create a vibrant atmosphere for community residents and visitors alike.

The design calls for generous sidewalk spaces, shaded under street trees, to create a linear park-like setting for commerce and leisure.

> HOW TO INCORPORATE OPTIONS A & B

Both options A and B have been designed to occur along any part of Livernois Avenue. The design options can each individually occur along the whole section of Livernois within the project area, or both options could be implemented in different segments along the avenue.

There are a number of factors that should be considered in order to determine which options should occur along which sections of Livernois Avenue. Both options A and B propose the additions of key amenities such as bike lanes, street trees, and curb bumpouts which will help to improve pedestrian and bicycle circulation, but the options vary greatly in the overall function and character that will be accomplished within each streetscape option. Additionally, the options vary in cost, which is further detailed in Section 9. The use of each option should relate directly to the needs of that area along Livernois Avenue and the improvements that are proposed within the streetscape option.



KEY



FIG 15 study area for options A and B

GUIDELINES FOR DESIGN DETAILS

CITY OF DETROIT

> THE AIM FOR CREATING GUIDELINES

This section includes high level goals and guidelines for streetscape elements that are included in the plan. This document provides overall intentions for the streetscape elements and key design and installation considerations. Much more detailed design and engineering is necessary prior to installation. This section references streetscape design guidelines from other cities that offer greater detail and are valuable resources. The guidelines included here are specific to the Livernois and McNichols corridors and larger streetscape recommendations, but offer lessons for streetscape design citywide.

The streetscape elements detailed here include street trees, protected bike lanes, bumpouts and crosswalks, and chicanes and other side street strategies. All of these elements contribute to a safe, comfortable and enjoyable pedestrian and bicycling experience which will strengthen both Livernois and McNichols. Seasonal parklets and green alleys are also included as additional strategies that will enhance the commercial corridors and support retail activity. Street furnishings including benches, pedestrian lighting, waste receptacles, cafe tables and bike racks are also considered with corresponding recommended sidewalk plans.

> STREET TREES

Street trees provide many environmental and social benefits to urban commercial corridors. Primary goals and considerations for street trees on Livernois and McNichols focus on place-making and user experience.

A HEALTHY TREE
CANOPY CAN
INCREASE RETAIL
SALES BY

12%
(Wolf, K. 2009)

> GOALS

VISUAL INTEREST + SENSE OF PLACE

- Street trees provide a sense of scale, visual interest and beauty to help make the area a destination.
- Tree canopies arching over the street and sidewalk will create a unique sense of place. A continuous line of street trees with consistent spacing helps to establish a visual rhythm for the street.
- Different species of trees can visually distinguish stretches of the corridor into unique zones and provide cues for wayfinding.

PEDESTRIAN EXPERIENCE

- Shaded seating areas and sidewalks are more comfortable for people to interact, unwind, linger and support local businesses.

PROPERTY VALUE

- Street trees increase property values and attract new businesses. People are willing to pay more for goods and services on streets that have trees.¹

ENVIRONMENTAL BENEFITS

- Trees improve air quality for residents and visitors and can also help manage stormwater runoff.

> GUIDELINES

INTEGRATION WITH OTHER STREETScape ELEMENTS

- The location and spacing of new street trees should be coordinated with the location of other street amenities, such as lighting, seating, special paving, and utilities as well as business entries. Trees should not block street lights.

¹ This study showed that consumers were willing to pay 9 percent more in small cities and 12 percent more in large cities for equivalent goods and services in business districts having a healthy tree canopy. Wolf, K. L. University of Washington. (August 2009) Trees Mean Business: City Trees and the Retail Streetscape. http://www.naturewithin.info/CityBiz/MainStreetNews_Aug09_Trees.pdf

SIZING

- Tree species should be carefully selected, with preference for medium to large trees with a mature height greater than 30 feet, that are also tolerant of tough urban conditions. Smaller trees may be planted if necessary due to overhead lines or restricted space.
- Street trees should be planted along the entire stretch of the Livernois and McNichols corridors, regularly spaced at 25-40' intervals, depending on tree spread and other street conditions.

PRUNING

- The first 1-2 years after planting, pruning should be limited to removal of sucker growth at the base of trees and removal of dead branches for optimum canopy and root development.¹
- Young trees should be pruned the second or third year after planting to improve their branching structure. Refer to the ISA tree pruning guidelines for more detailed instructions.¹
- The best time to prune deciduous trees is November - February.¹
- No more than 1/4 of the functioning leaf and stem area should be removed within one calendar year from any street tree.¹

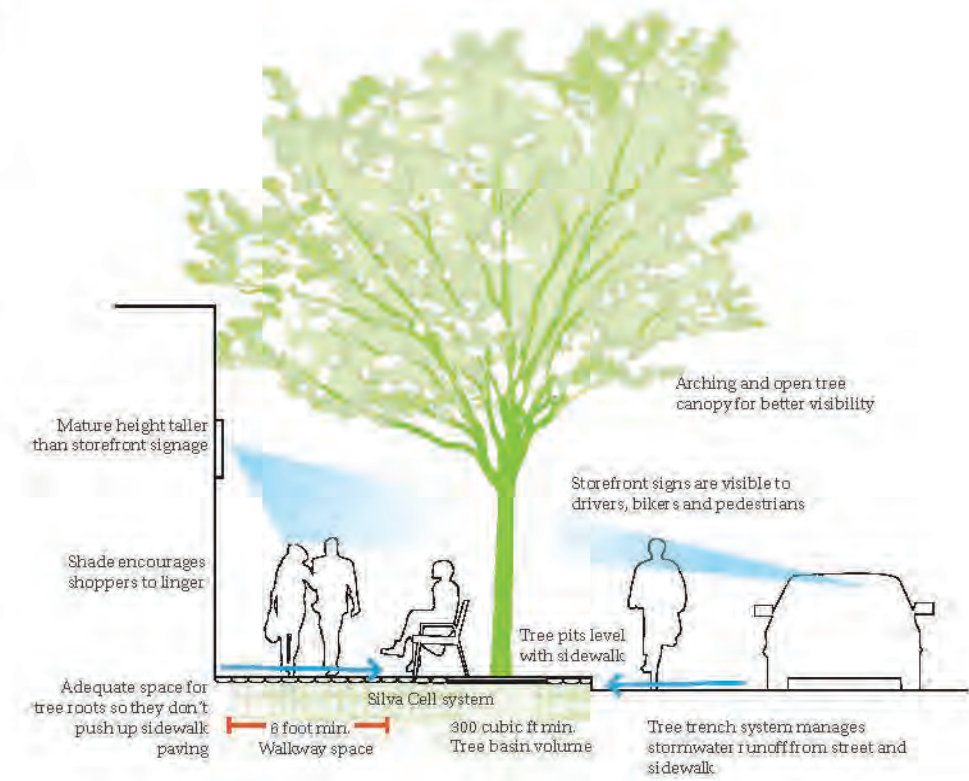
TREE BASIN DESIGN

- In-ground basins for the trees should be designed with appropriate sizing and base material so they are large enough for tree roots to spread out without causing the sidewalk pavers to buckle, with at least 300 cubic feet of per tree basin.² The planting basins can be connected underground, creating a tree trench that maximizes root growth.
- Permeable pavers should be installed on top of the tree basins/trenches to allow stormwater infiltration.
- Below grade, a Silva Cell system is recommended to provide structural support and create ideal growing conditions for healthy street trees.
- Trees basins should be properly irrigated have a means of aeration. The system should be engineered to manage stormwater runoff from the street and sidewalk where possible.

¹ Seattle Dept. of Transportation Street Tree Manual: <https://www.seattle.gov/transportation/docs/Street%20Tree%20Manual%20WEB.pdf>

¹ International Society of Arboriculture Manual for Pruning Young Trees: www.treesaregood.com/treecare/resources/Pruning_YoungTrees.pdf

³ City of Minneapolis Urban Forest Policy: http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/convert_282934.pdf



> VARIATIONS

- The widened sidewalk in Option B allows for a double row of trees.

PROTECTED BIKE LANES

CITY OF DETROIT

> GOALS

MAKE BICYCLING ACCESSIBLE, SAFE AND FUN

- Protected bike lanes make bicycling safer and more enjoyable for all ages and abilities.
- Buffers help reduce conflicts with motor vehicles.
- Biking improves resident and community health. It reduces incidents of chronic disease and stress for improved long-term health.¹

PROVIDE ACCESS TO JOBS + SERVICES

A city-wide bicycling network:

- Provides transportation choices for people to get to job centers, job training, education and neighborhood services.
- Improves the ability of people to travel safely via bicycle and creates a more flexible commute.
- Offers direct, convenient routes to many destinations along routes where bikers feel comfortable.

BUILD ECONOMIC GROWTH

- Protected bike lanes promote development and increase property values.²
- Retail customers on bike tend to make more frequent trips and spend more money than customers traveling by car.³

> GUIDELINES

SIZING

- AASHTO standards require a minimum bike lane width of five feet from the curb face.
- A bike lane buffer of three feet allows enough space for bikers to ride outside of the "door zone," avoiding conflicts with opening doors from parked cars in the adjacent parking lane and with people exiting them.

PAINT

- The buffer should be marked with two solid white boundary lines with interior diagonal cross hatching to indicate where cars are discouraged from crossing. The buffer boundary lines may be dashed at intersections and driveways for clarity.

> VARIATIONS

TEMPORARY DELINEATOR POSTS - LIVERNOIS OPTIONS A + B, MCNICHOLS

- Flexible delineator posts should be used temporarily during an initial education period to provide an additional barrier.
- Posts should be removed before winter to allow for snowplow access in the bike lane.
- Recommended spacing is every 20 feet, in coordination with adjacent on street parking spacing.

RAISED PLANTERS - LIVERNOIS OPTION B

- Planters provide an aesthetic barrier to the bike lane by adding greenery and color to the street.
- Sturdy, semi-permanent styles, such as concrete planters should be used.
- Plants should be selected carefully. A single species will decrease maintenance and provide visual continuity.
- Planters present a higher cost and their installation should be prioritized in areas with high pedestrian activity. They should only be considered if a strong maintenance program is in place.

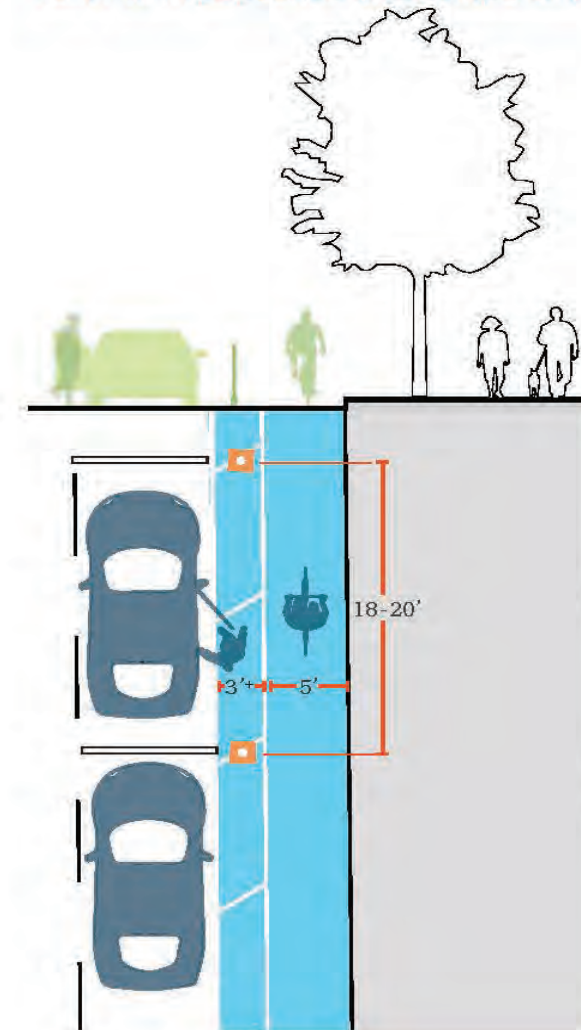
BOLLARDS - MCNICHOLS (SOUTH SIDE OF STREET)

- Bollards provide a visible, vertical barrier in the bike lane buffer and are a more permanent option.
- Because the south side of McNichols is not protected from a row of parked cars, bollards should be installed 10-20 feet apart, especially at the beginning of blocks where cars may try to turn into the bike lane.

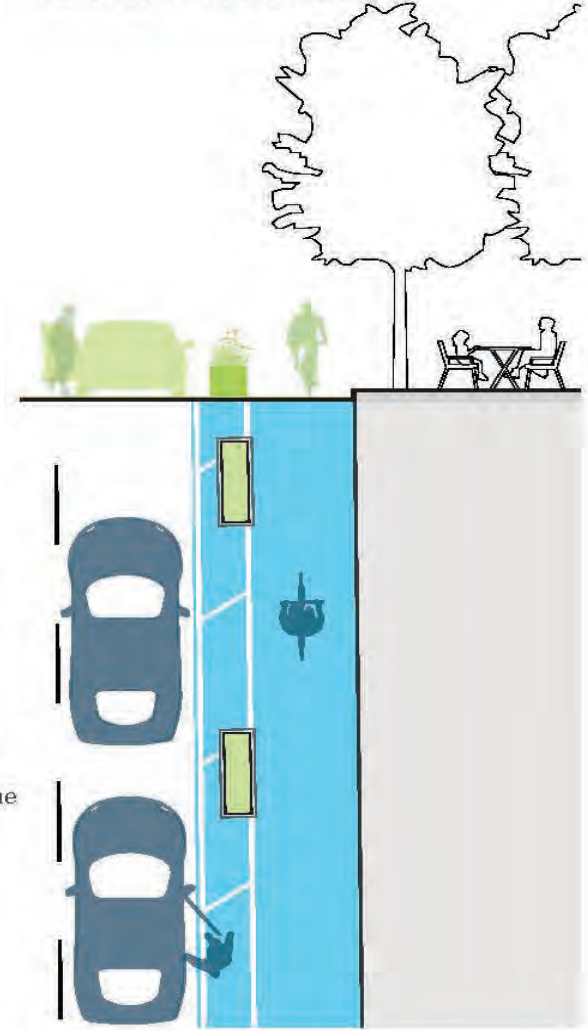
RAISED CURB - MCNICHOLS (AT KEY INTERSECTIONS)

- Pre-cast or cast in place raised curbs can provide protection for bike lanes that are not buffered from driving lanes by a lane of parked cars.
- Raised curbs can be strategically placed to deter drivers from accidentally turning into the bike lane at intersections
- Raised curbs may require specially-sized maintenance equipment for street sweeping and snow removal in the bike lanes.

PAINT WITH BOLLARDS OR DELINEATORS



PAINT WITH PLANTERS



BUMPOUTS

A curb bumpout is an extension of the sidewalk into the parking lane, shortening the crossing distance at intersections. Bumpouts also provide more space for plantings and street furnishings, such as benches, trash cans and bike racks, and can support stormwater management with bioswales.

> GOALS

PEDESTRIAN SAFETY + COMFORT

- Bumpouts increase safety of pedestrian crossings by making pedestrians more visible to drivers, shortening the crossing distance, physically and visually narrowing the street, and slowing cars down.
- Curb bumpouts are combined with visible crosswalks.

PARKING LANE BUFFER

- Curb bumpouts will be placed on each corner where there is an on-street parallel parking lane.
- This protects the parking lane and ensures that vehicles will not drive in the parking lane.

> VARIATIONS

- In areas with high pedestrian traffic, mid-block bumpouts should be installed and incorporate street furnishings and plantings.
- Bus bumpouts must have loading zones clear of any plantings or streetscape elements. It is recommended that the bike lane is elevated at bus bumpouts to allow ADA access without multiple curb ramps. Bus bumpouts may incorporate bus shelters, lighting and other street furnishing outside of the loading zones.
- Bumpouts can incorporate bioswales to help manage stormwater.

CITY OF DETROIT

> GUIDELINES

LOCATIONS

- Located at every intersection on Livernois and McNichols where there is an on-street parking lane.
- Additional bumpouts should be placed mid-block in denser retail areas on Livernois.

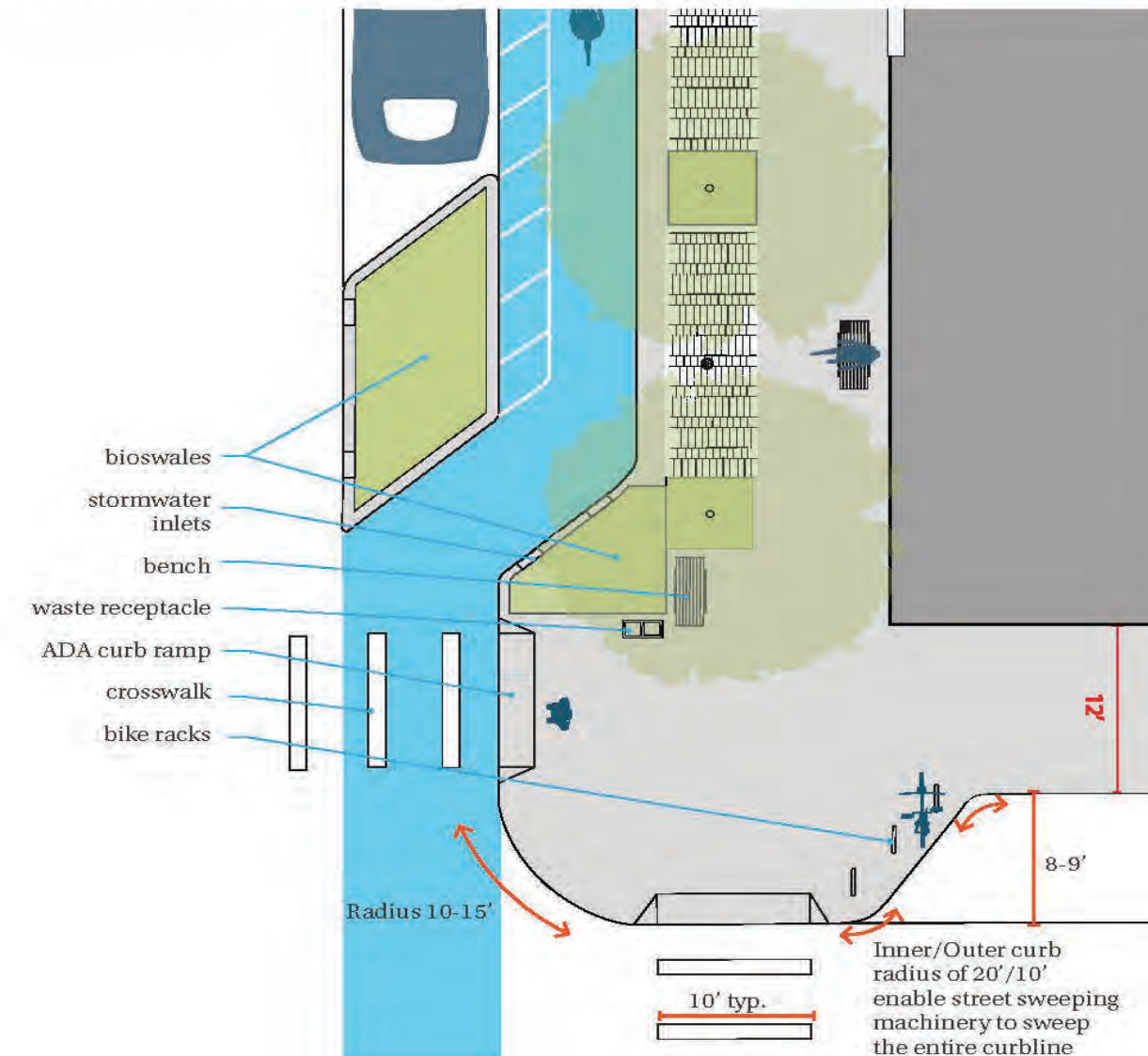
SIZING

- Bumpouts should be designed to maximize pedestrian space, while accommodating turning requirements of vehicles and allowing for ease of maintenance by street sweepers.
- Crosswalks and bumpouts should meet all ADA guidelines.

MAINTENANCE REQUIREMENTS

- Any stormwater infrastructure incorporated into the bumpout will require maintenance to ensure that it does not become blocked with debris.
- A maintenance strategy should be agreed upon between the City Department of Public Works, Detroit Department of Transportation, Detroit Water and Sewerage Department, and any other partners prior to construction.

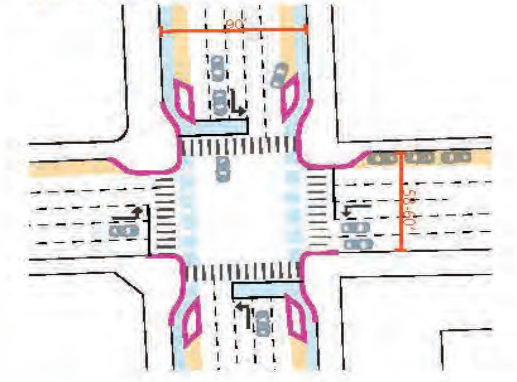
BUMPOUT STANDARD ELEMENTS



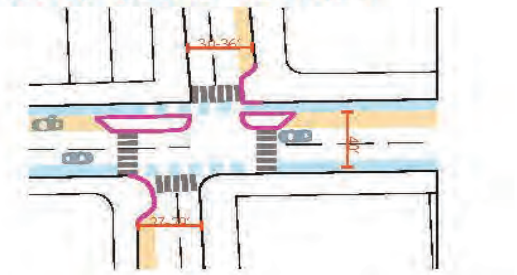
CITY OF DETROIT

VARIATIONS

LIVERNOIS, GENERAL



MCNICHOLS RETAIL STREET



CHICANES

During the pop-up streetscape installation, many residents perceived an increase in cut-through traffic and speeding on neighborhood side streets. Side street traffic calming has been a concern for several years, and will be an important component as the City moves forward with streetscape changes on Livernois. Chicanes were preferred by the community and approved by fire officials as a feasible option to manage traffic.

> GOALS

SLOW DOWN + DETER CUT-THROUGH TRAFFIC

- Chicanes force drivers to slow down on side streets, and also may make it less likely that drivers will use the neighborhood street as a shortcut in the future.

HIGHLIGHT RESIDENTIAL ZONE

- The use of side street traffic calming strategies differentiates residential streets. Neighborhood signage can also be incorporated, building community identity.

> GUIDELINES

LOCATION

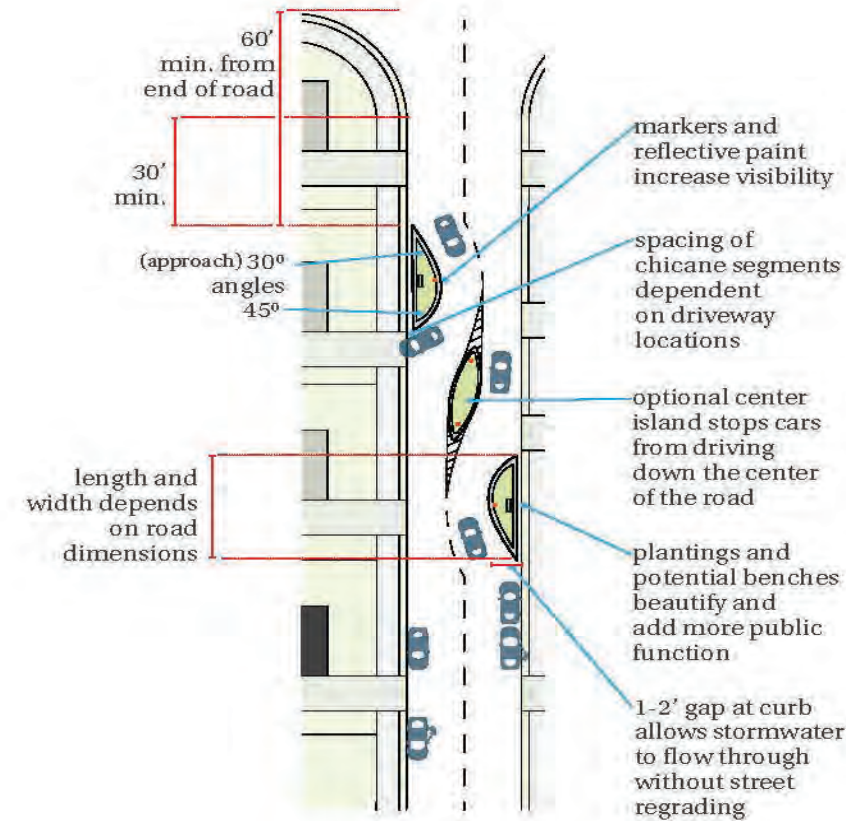
- The streets east and west of Livernois, especially Stoepel and Warrington, were noted to be most affected by cut through traffic. Additional resident feedback and traffic data will be an important next step in determining where to employ traffic calming strategies.
- Chicanes are recommended for streets with driveways and alternatives to on-street parking, as they will reduce the number of parking spaces.

PLANTINGS

- Chicanes should be planted with low maintenance trees and perennial plants, with heights and forms that will not obscure drivers' views.
- Chicanes should be designed to capture and infiltrate stormwater runoff from the street.

CITY OF DETROIT

CHICANES



SIZING

- Chicanes should allow two-way traffic to maneuver at a reduced speed. Chicanes should extend far enough into the street to ensure single vehicles cannot simply drive straight through and avoid the curves.
- Chicanes should allow safe access to resident driveways.

SAFETY

- A chicane design may require additional striping, signs and reflective paint on the curb to ensure drivers are aware of the slight bend in the road.

SHORT TERM STRATEGIES

- Cheaper interim strategies may be employed, such as large flower planters to serve as bump outs or chicanes before funds are gained for more permanent options. These can be used to gather data during a trial period.

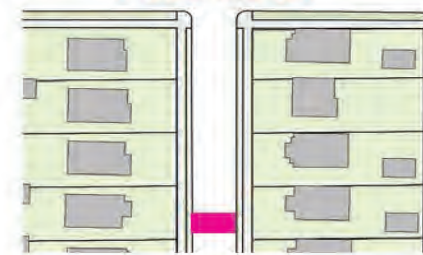
MAINTENANCE REQUIREMENTS

- The space between the chicane and the curb may become clogged with leaves or debris and should be cleaned regularly.
- Any plantings will need to be irrigated, weeded and trimmed regularly.
- The curb radii should allow street sweepers and snow plows to easily service the street with minor adjustments.

OTHER STRATEGIES

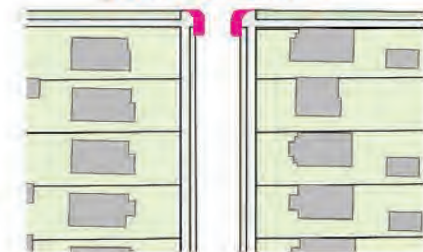
Other traffic calming options that could be considered include:

SPEED TABLES



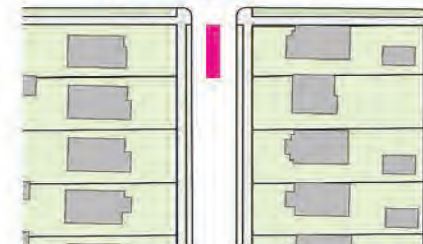
- Reduces speeds to 15-20 mph at the speed table.
- It could span all parts of a four-way intersection, or be placed on a single straight section of road.
- Can be combined with pedestrian crosswalk at intersection or midblock. Should include a maintained channel to allow water to drain to existing catchbasins, in some cases may require costly street regrading and relocating catchbasins.

CURB BUMPOUTS



- Visually and physically narrows the entrance into the street.
- May be planted to beautify the streetscape.
- Slows turning speeds and may deter traffic from entering.
- Doesn't inhibit speeding in between intersections.

GATEWAY ISLANDS



- Visually and physically narrows the entrance into the street.
- Gateways should be planted to beautify the streetscape.
- Ideal location for visible community signage.

SEASONAL PARKLETS

Parklets can be installed seasonally to create more public space than sidewalks can provide. They create a more vibrant, active street life by encouraging people to patronize local food and drink establishments and linger outside.

DESIGN

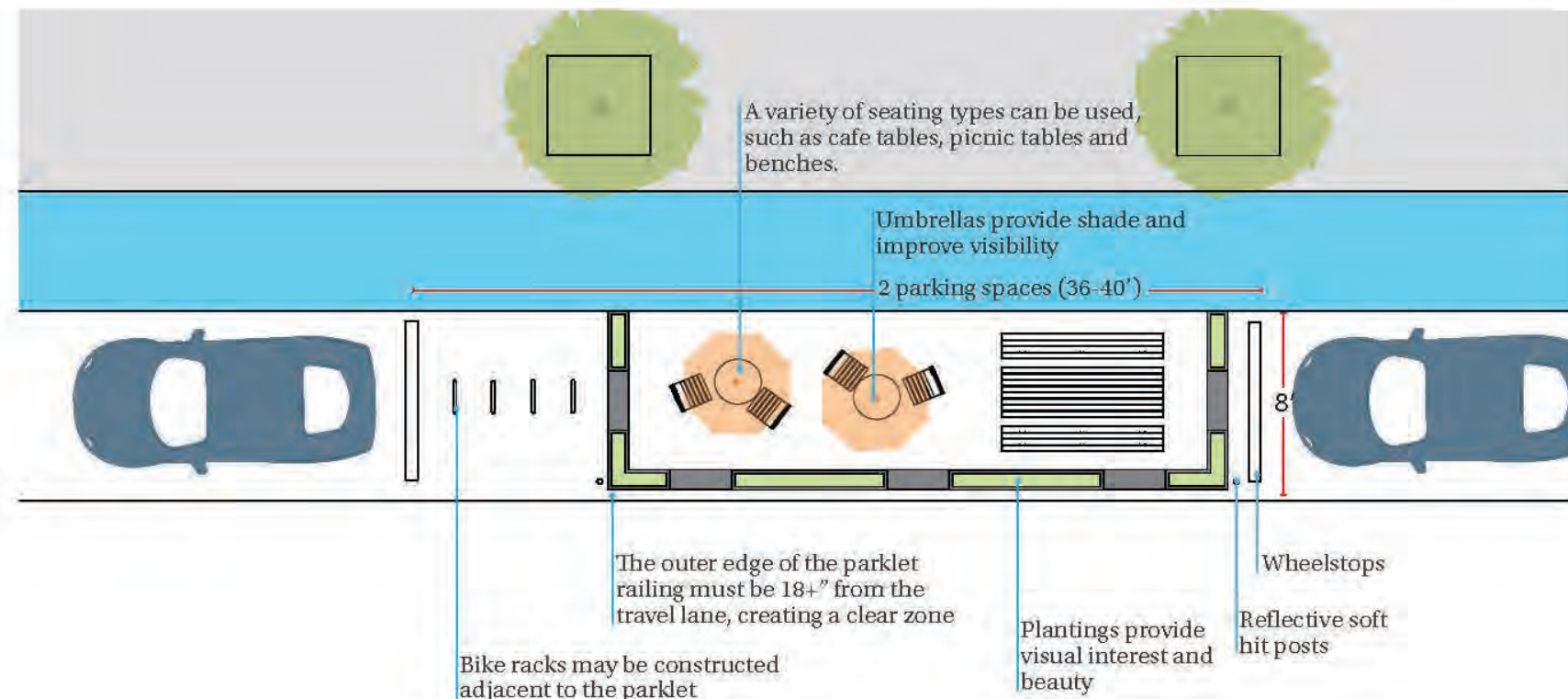
- Parklets should have some vertical elements (e.g. planters, umbrellas) to be visible to passing vehicles.
- The sidewalk-facing side of the parklet should be open to pedestrians.
- The parklet should utilize high quality materials and be able to be easily assembled and disassembled.
- Guard rails must be less than 3' high and able to withstand at least 200 lbs horizontal force.
- Parklet may be at grade with street level or built on an elevated platform.

LOCATION

- Parklets should be located on streets with posted speed limits of 25 MPH or less so they are only appropriate on McNichols. Mid-block locations are ideal.
- They should be located in front of businesses or institutions that generate foot traffic and can take care of the parklet.

SIZING

- Parklets should be less the width of than the parking lane.
- Parklets are typically the length of one or two parking spaces, and can include room for bike parking.



GREEN ALLEYS

MULTI-FUNCTIONAL ALLEYS

- Most of the businesses on Livernois and McNichols have entrances from the alley, but are rarely used because of the poor condition of the alleys. The alleys current primary use is to service waste disposal.
- Some existing buildings on McNichols have space for employee and limited customer parking that would more effectively utilized if alleys were improved.
- On Livernois, alleys should be used as access points to reach surface parking lots in between buildings, allowing for curb cuts to be narrowed or eliminated from sidewalks.
- Permits may be issued for businesses to use the alleys for temporary events.

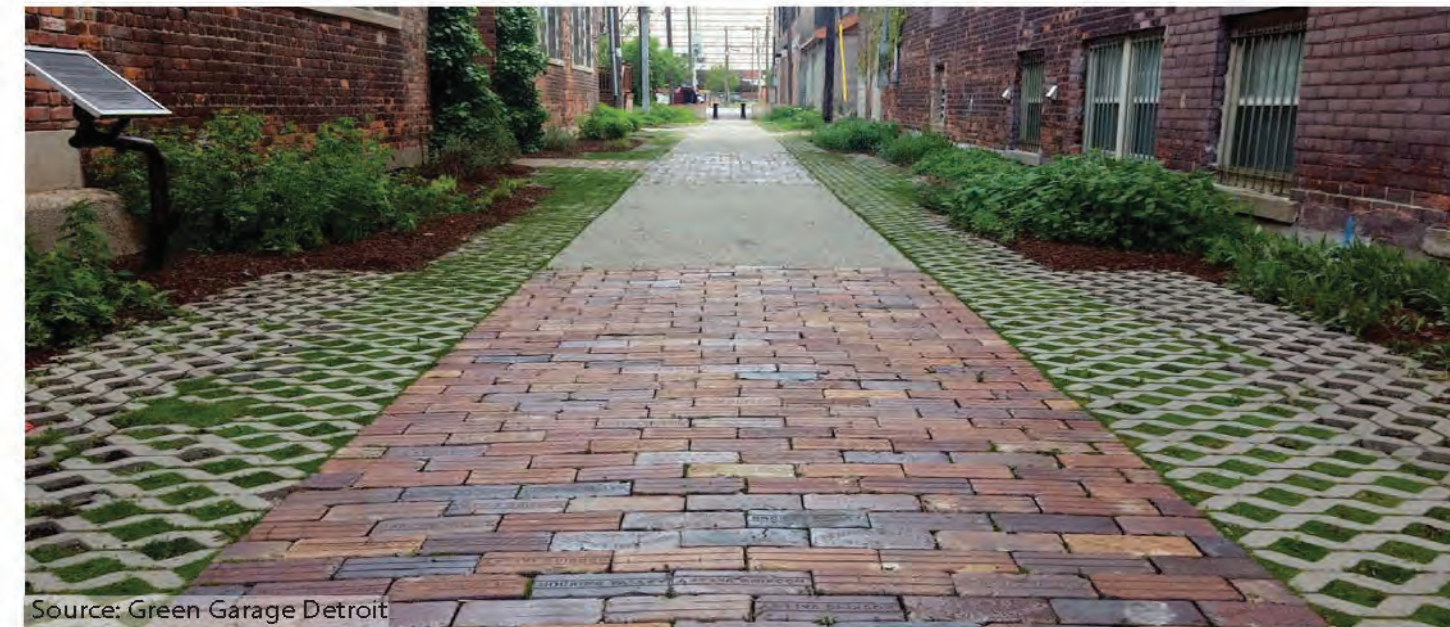
STORMWATER MANAGEMENT

- Alleys should be repaved with permeable asphalt and/or permeable paving systems that allow for stormwater runoff from adjacent buildings to infiltrate into the ground.

- If the alley is wide enough, planting areas may be constructed next to buildings with perennial flowers, grasses, small shrubs and vines.

SAFETY + AESTHETICS

- Adjacent fence lines should be clear of any overgrown trees or shrubs that reduce visibility.
- Dumpsters in the alley should follow sanitation codes. New paving materials and plantings will contribute to a more pleasant alley to walk or drive through.
- Alleys should be well lit, either through lighting installed on building exteriors, or additional City light posts.
- Murals may be painted on buildings to create a vibrant, creative atmosphere.



Source: Green Garage Detroit

Detroit's first green alley was installed in 2010 between Cass and 2nd in Midtown. It incorporates stormwater retentions, native plants, historic paving, and lighting. It is a beautiful pedestrian space and connecting piece of the Midtown Loop. The design does not incorporate vehicular access.

STREET FURNISHINGS

Street furnishings help build an active street life by creating a more comfortable place to spend time. Attention to the design, materials and placement of streetscape elements enhances the public realm and adds to a sense of place. All street furnishings should be in the same or similar style to provide a cohesive visual environment. All elements should be made of durable, high quality materials that resist corrosion and graffiti. All street furnishings should be located at least two feet from the curb edge to allow room for snow storage and street utilities and allow for at least six feet of clear walkway width.

BIKE RACKS

- Individual bike racks should be well-distributed along a block, providing convenient access to building entrances, bus stops, grocery stores and other major destinations should have clusters of multiple racks in one area closeby.
- Racks should be in public view with high visibility and good lighting.
- Bicycles should not block pedestrian thoroughways by jutting out into a sidewalk.
- Bike racks should support the bicycle by the frame, not the wheels, and accept both U-locks and cables.

BENCHES

- Public seating activates the streetscape by providing a comfortable environment where people can rest, read, people-watch and interact with others.
- Benches should be placed either against buildings and facing toward the sidewalk, closer to curb edge and facing an active storefront, or if sidewalk width allows, perpendicular to the street.

CAFE TABLES

- Outdoor cafe seating creates a place for people to socialize and linger, building a more lively street environment.
- Cafe tables should be located either at the building edge, or closer to the curb, maintaining a clear walkway of at least six feet. Cafe seating areas are not to be roped or fenced off.

PEDESTRIAN LIGHTING

- Pedestrian lighting should be added to street light poles where feasible unless spacing between streetlight poles does not support adequate pedestrian lighting, in which case pedestrian lighting may need to be located between existing poles.
- Placement of light poles should provide adequate light distribution and have a consistent rhythm. Light poles should be coordinated with other streetscape elements, especially street trees.

WASTE RECEPTACLES

- The presence of waste receptacles in areas of high pedestrian activity discourages littering, resulting in a healthier more aesthetically pleasant environment.
- Waste receptacles should be consistently placed near street corners (but out of a clear zone), and as close to bus stops as possible.
- Waste receptacles should have a dual-waste stream options for both recycling and trash, or two separate containers should be located side by side.
- Waste receptacles should be monitored and emptied regularly. Ideally they should be able to open from the side to allow easy access for removal of garbage bags.

CITY OF DETROIT



Source: Forms + Surfaces

These are examples of durable and functional street furnishings made with high quality materials and simple modern designs. All elements should match or have complementary design styles and materials. There are many other examples to choose from.



Source: Forms + Surfaces

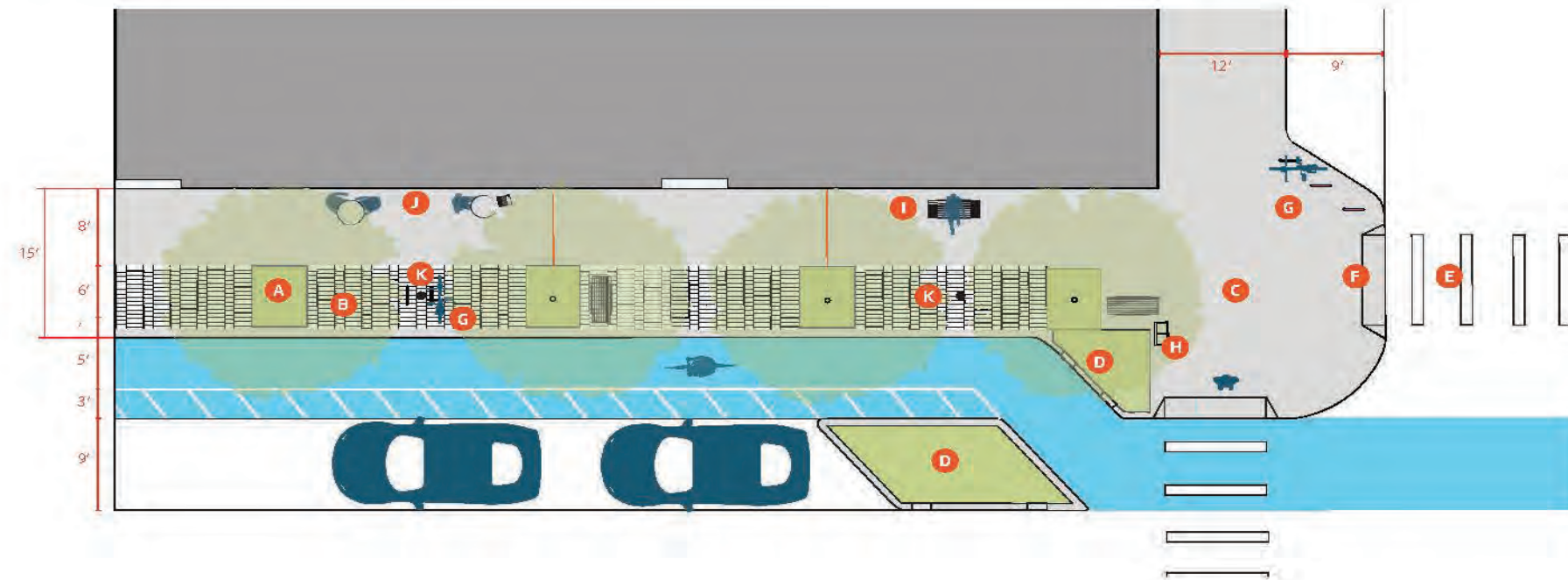


Source: Forms + Surfaces

LIVERNOIS - OPTION A

> TYPICAL STREETSCAPE ELEMENTS LAYOUT

CITY OF DETROIT



KEY

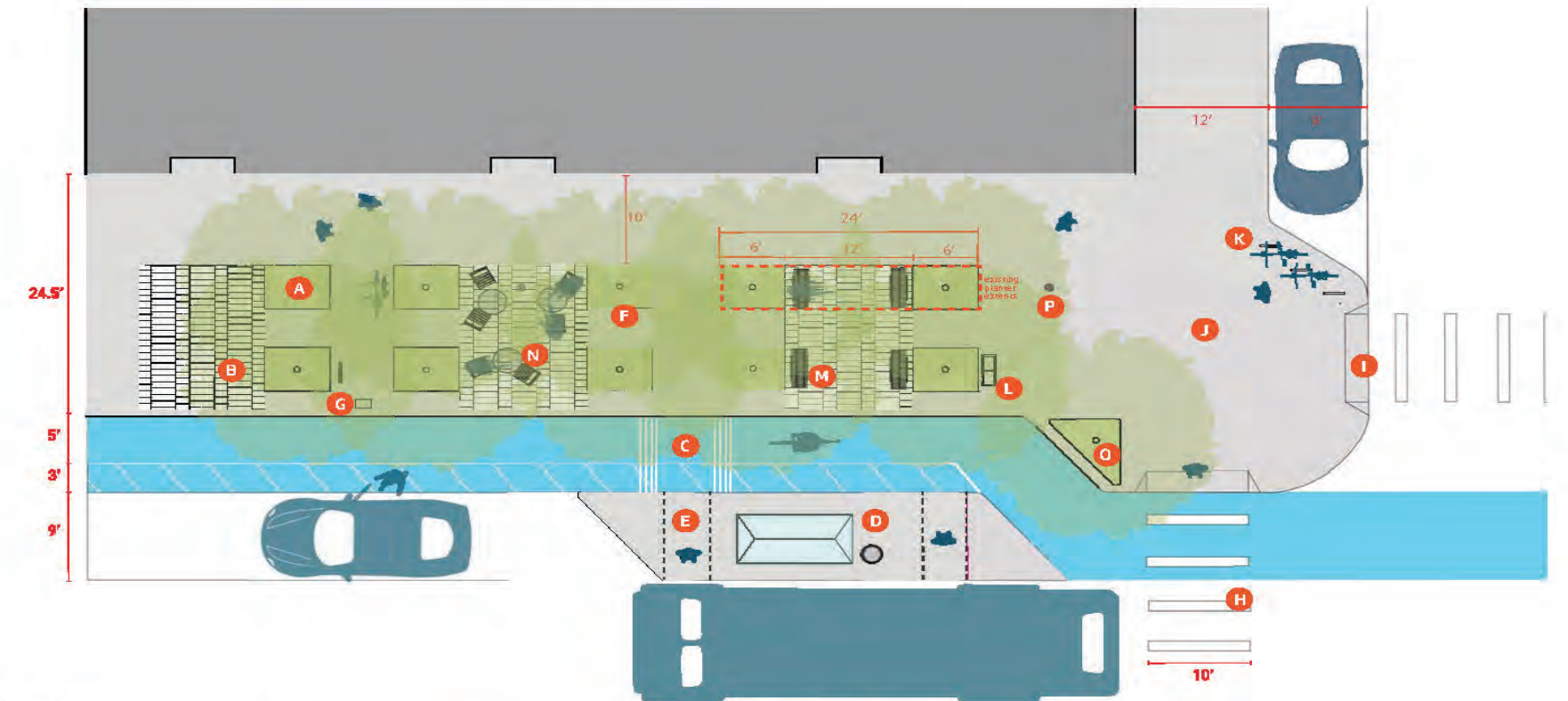
- A Street trees
- B Permeable paving and tree trench with Silva cell system below grade
- C Curb bumpout
- D Bioswale planter
- E Enhanced crosswalk
- F ADA curb ramp
- G Bike racks
- H Dual-stream waste receptacle
- I Benches
- J Cafe tables
- K Pedestrian lighting

PUBLIC REALM PLAN 99

LIVERNOIS - OPTION B

> TYPICAL STREETSCAPE ELEMENTS LAYOUT

CITY OF DETROIT



KEY

- A Street trees
- B Permeable paving and tree trench with Silva cell system below grade
- C Elevated bike lane
- D Bus bumpout with shelter
- E Bus loading clear zone
- F Existing fire hydrant
- G Relocated parking meter
- H Enhanced crosswalk
- I ADA curb ramp
- J Curb bumpout
- K Bike racks
- L Dual-stream waste receptacle
- M Benches
- N Cafe tables
- O Bioswale planter
- P Pedestrian lighting

PUBLIC REALM PLAN 90

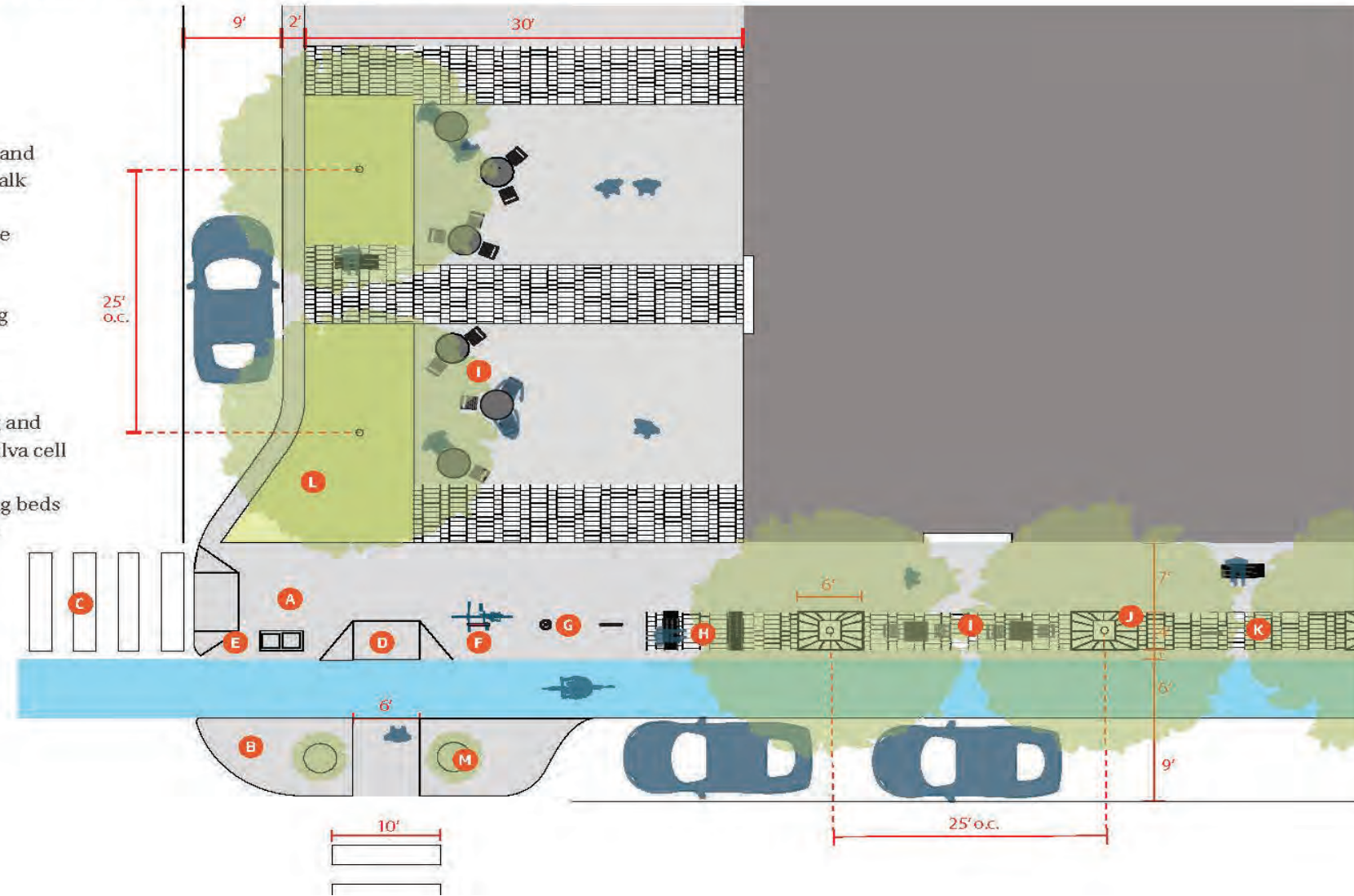
MCNICHOLS RETAIL

CITY OF DETROIT

> TYPICAL STREETSCAPE ELEMENTS LAYOUT

KEY

- A** Curb bumpout
- B** Curb bumpout island
- C** Enhanced crosswalk
- D** ADA curb ramp
- E** Dual-stream waste receptacle
- F** Bike racks
- G** Pedestrian lighting
- H** Benches
- I** Cafe tables
- J** Street tree grates
- K** Permeable paving and tree trench with Silva cell system
- L** In-ground planting beds
- M** Seasonal planters



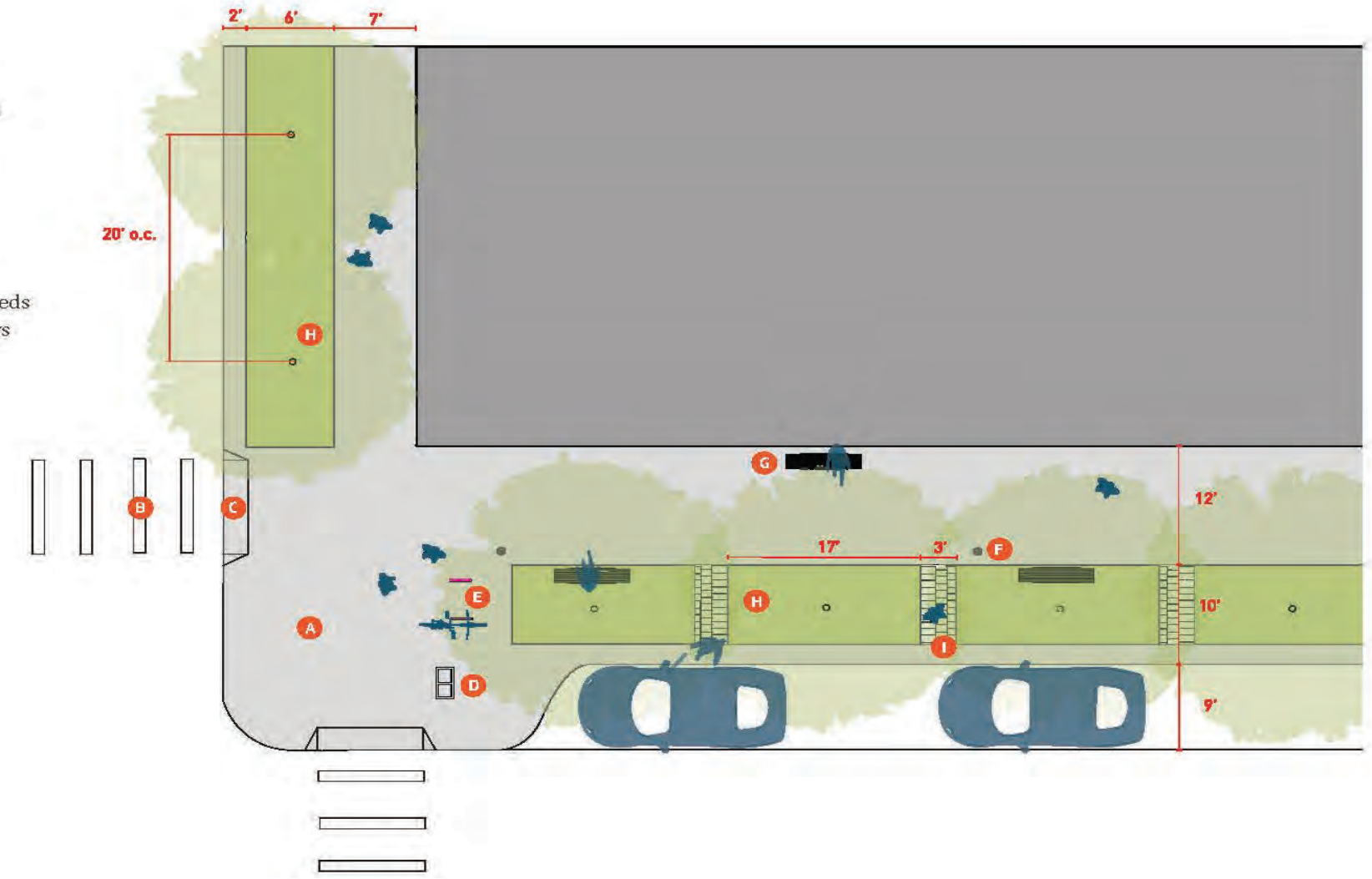
MCNICHOLS AT MARYGROVE

CITY OF DETROIT

> TYPICAL STREETSCAPE ELEMENTS LAYOUT

KEY

- A** Curb bumpout
- B** Enhanced crosswalk
- C** ADA curb ramp
- D** Dual-stream waste receptacle
- E** Bike racks
- F** Pedestrian lighting
- G** Benches
- H** In-ground planting beds
- I** Parking spot pathways



COST ESTIMATES

CITY OF DETROIT

> DESIGN STRATEGY COSTS

Cost estimates were calculated using estimates for materials and services sourced in the Detroit area. These estimates are the approximate costs for the installation of each design strategy. Listed within both the Livernois Avenue and McNichols Road design strategies is the base strategy category. Within this category are standard updates for the entire streetscape which are not dependent upon the implementation of a design option or site-specific

strategy. The base strategy estimates are given as lump sum quantities. The cost given is expected to cover the cost of implementing these strategies to the entire project site. On the other hand, each design option and site-specific strategy is calculated as an approximate cost per linear foot. The overall cost for the implementation of these design strategies is dependent upon the determined bounds of the project site.

LIVERNOIS AVENUE DESIGN STRATEGIES

0	Base Strategy	Estimated Cost
	-Remove Michigan Left Turns	\$1.4 Million
	-Improve 3 Intersections	\$450,000
	-Resurface Road	\$1.2 Million
1	Livernois Option A Design	\$430/LF
	- Sidewalks Remain at 12'	
	- Median Reduced to 12'	
	- Added Turning Lanes	
	- 4 11' Traffic Lanes	
	- 2 9' Parking Lanes	
	- 5' Separated Bike Lanes	
	- 3' Bike Buffer Lanes	
2	Livernois Option B Design	\$900/LF
	- Sidewalks Extended to 23'	
	- Median Reduced to 12'	
	- Added Turning Lanes	
	- 2 11' Traffic Lanes	
	- 2 10' Parking Lanes	
	- 5' Separated Bike Lanes	
	- 3' Bike Buffer Lanes	

MCNICHOLS ROAD DESIGN STRATEGIES

0	Base Strategy	Estimated Cost
	-Improve 1 Major Intersection	\$150,000
	-Improve 2 Minor Intersections	\$100,000
	-Resurface Road	\$35,000
1	McNichols Neighborhood Retail	\$1,012/LF
	- 4' Separated Bike Lanes	
	- 2' Buffers	
	- 2 Traffic Lanes	
	- 1 Parking Lane	
	- Parking Added on Side Streets	
2	Marygrove College Park-like Aesthetic	\$1,315/LF
	- 12' Shared Pedestrian and Bike Path	
	- 9'Parkway Planting Strip	
	- 2 Traffic Lanes	
	- 1 Parking Lane	

3

COMMERCIAL CORRIDOR REDEVELOPMENT PLAN

HR&A Advisors, Inc.



Questions?

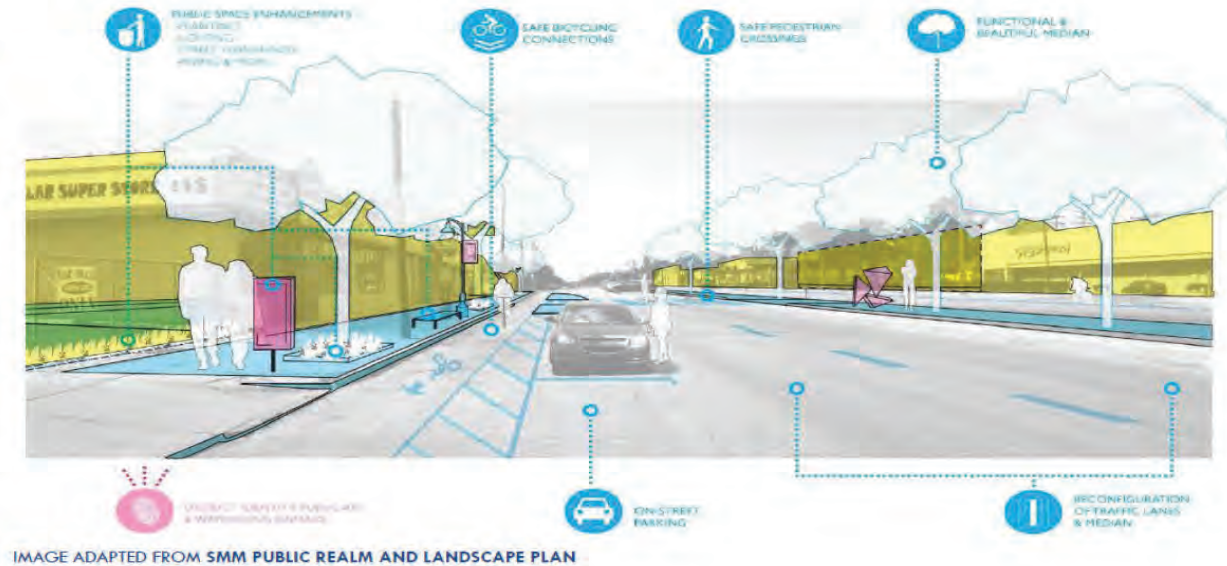
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kcollignon@hraadvisors.com

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Corridor Vision: the Livernois-McNichols corridor will be a vibrant, walkable urban district where residents' daily needs are within a 20-minute walk.

Vibrant Product Mix
 Pedestrian-Oriented Urban Form
 Façade Treatments
 Infill Opportunities
 Progressive Zoning and Policy
 District-Wide Parking Strategy
 Retail Management and Recruitment
 Implementation and Phasing



To achieve this vision, the Corridor must build on key strengths to overcome challenging physical and market conditions.

ASSETS

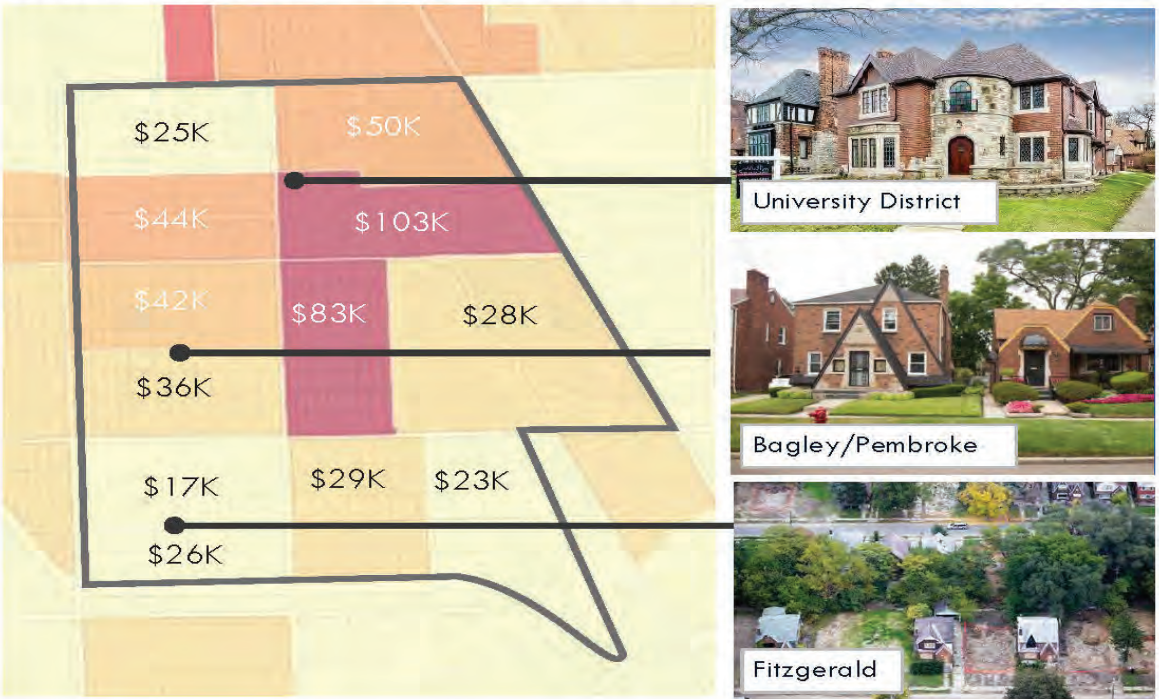
- Anchor institutions
- Strong adjacent neighborhoods
- Popular and growing retail base
- Substantial unmet retail demand
- Growing developer interest
- Focused attention from City, foundations and institutions
- Pedestrian-oriented areas
- Plentiful redevelopment sites

CHALLENGES

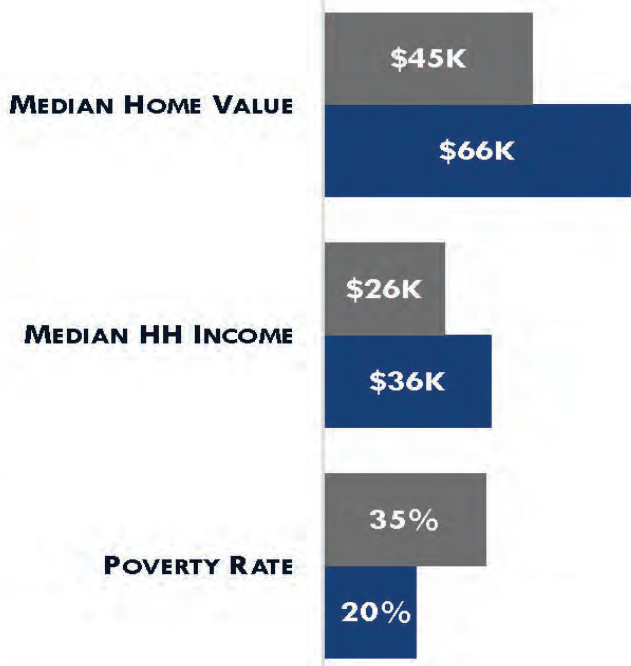
- Deferred maintenance on public infrastructure
- Vacancy and abandonment
- Long, linear corridor
- New construction requires subsidy
- Antiquated zoning
- Perceived lack of parking
- Competition with other neighborhoods for city and third-party investment

The study area exhibits above average median household incomes, home values and below average poverty rates, which suggests substantial capturable spending potential.

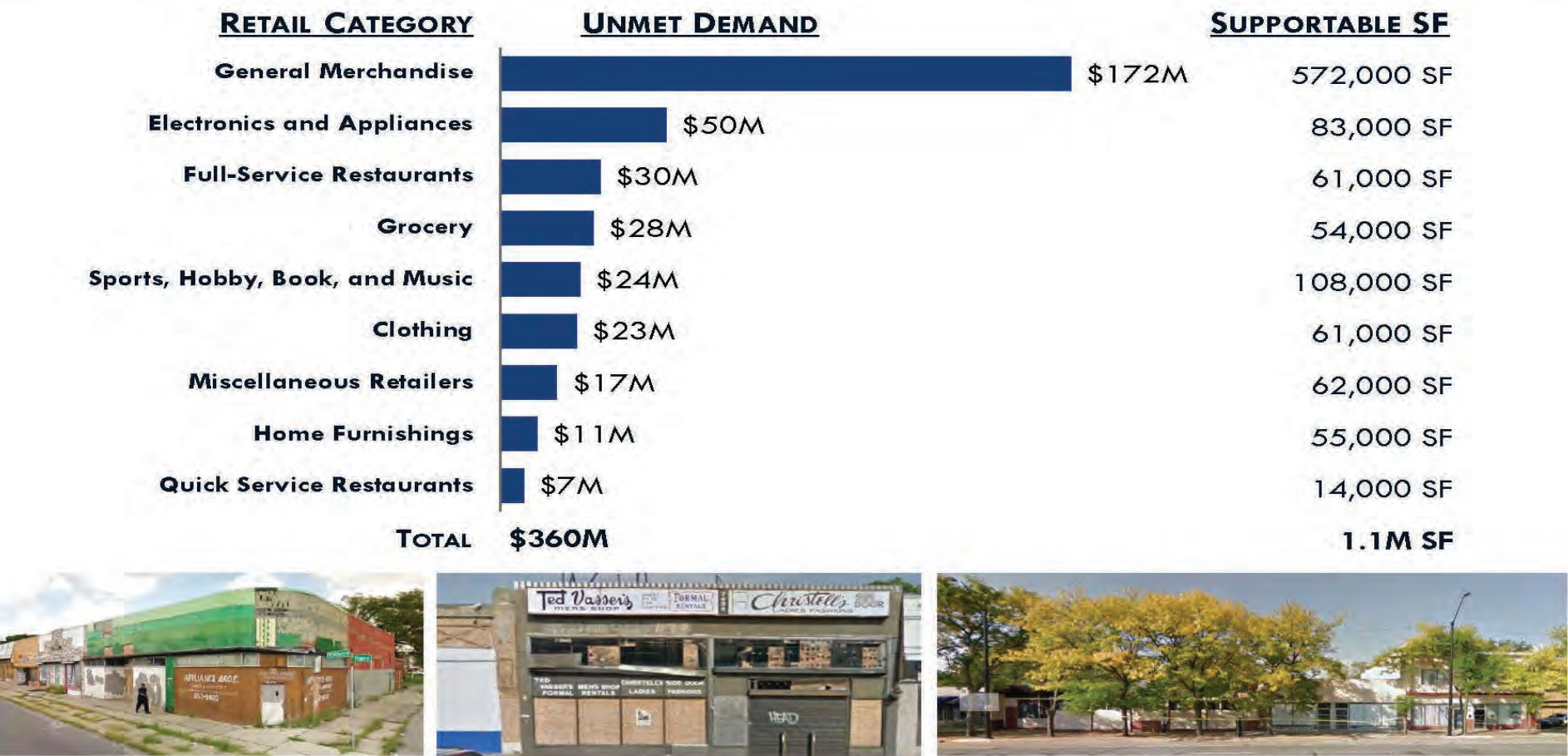
MEDIAN HOUSEHOLD INCOME BY CENSUS TRACT, 2016



■ City of Detroit ■ Study Area

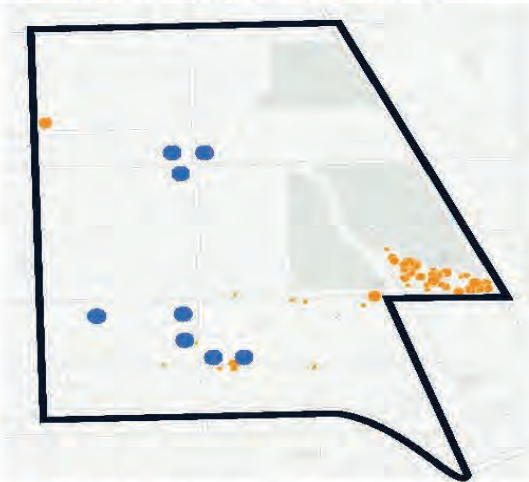


Lacking sufficient retail for this population, the district experiences \$360M of leakage annually, a portion of which could be captured in new or renovated retail spaces.



Additionally, the study area's multifamily housing market has seen vacancy rapidly decline and developer interest grow in recent years.

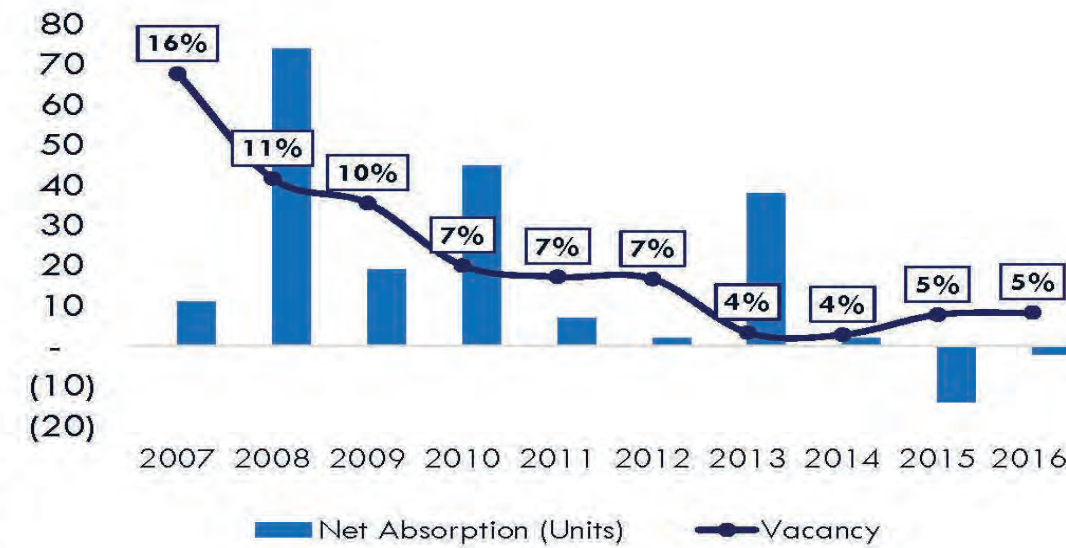
MULTIFAMILY HOUSING



- 78 EXISTING BUILDINGS (1,200 UNITS)
- 8 PROPOSED + PLANNED (166 UNITS)

See Appendix B for project details.

STUDY AREA MULTIFAMILY HISTORY, 2007-2016



Despite growth potential, all current redevelopment interventions require some amount of subsidy to achieve feasibility.



MIXED-USE INFILL

Prototype: McNichols + Stoepel

\$9.7M
DEVELOPMENT
COST

\$5.5M
GAP
\$102/GSF
57% of Cost

\$4.3M
FINANCING



RETAIL INFILL

Prototype: 19240 Livernois

\$530K
DEVELOPMENT
COST

\$70K
GAP
\$28/GSF
13% of Cost

\$450K
FINANCING



RETAIL REHAB

Prototype: 7438 W. McNichols

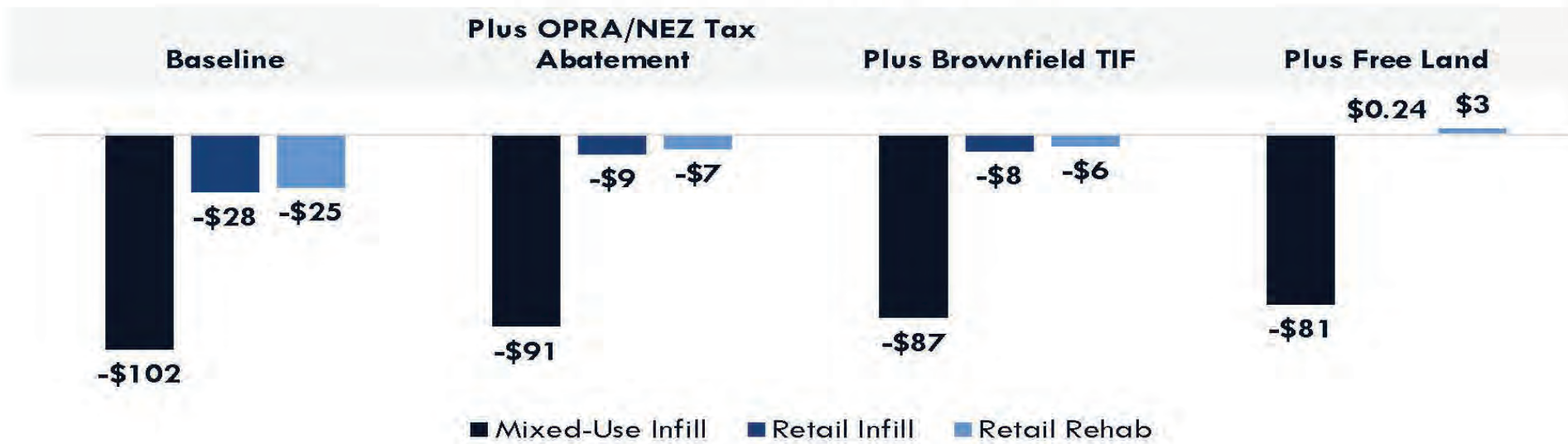
\$520M
DEVELOPMENT
COST

\$60K
GAP
\$25/GSF
12% of Cost

\$460K
FINANCING

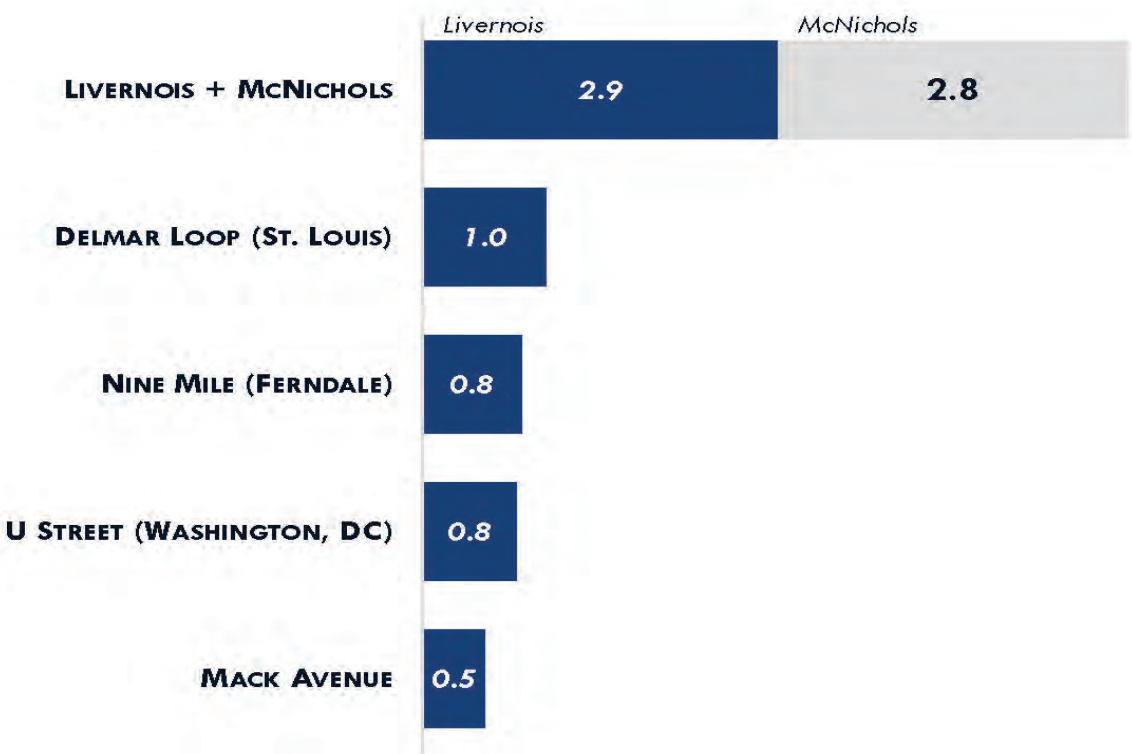
Though existing tax abatement programs ease this subsidy gap, mixed-use infill requires additional support.

SUBSIDY REQUIREMENTS PER GSF



In addition, the corridor’s large size and high variance in terms of physical conditions necessitate focused intervention at key nodes.

LENGTH OF COMPARABLE RETAIL CORRIDORS (MILES)



AVENUE OF FASHION



Strong Urban Form | Established Retail Base

MCNICHOLS CORE



Strong Urban Form | Developing Retail Base

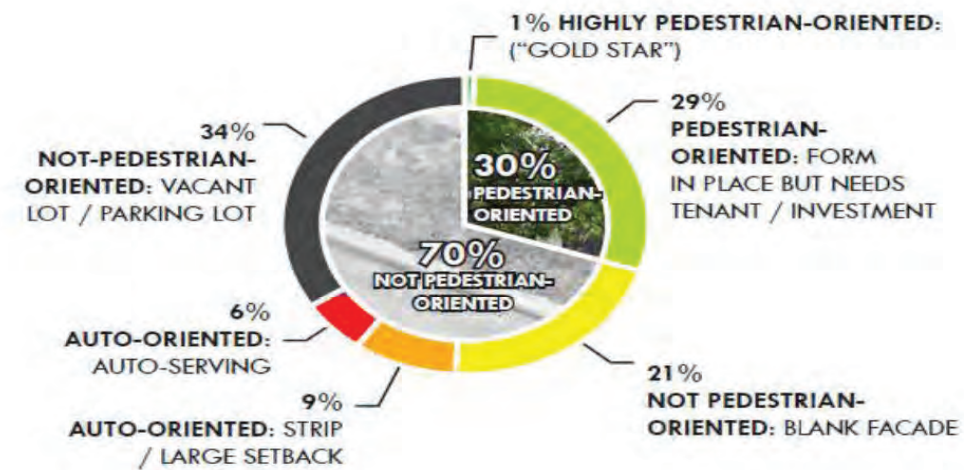
AUTO-ORIENTED AREAS



Auto-Oriented Form | Mixed Retail Base

Currently about 30% of corridor sites contribute to walkability, while about 70% could benefit from intervention in the form of site treatment or redevelopment.

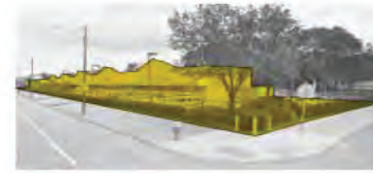
CORRIDOR SITES BY CONTRIBUTION TO VISION



HIGHLY PEDESTRIAN-ORIENTED: GOLD STAR
Opportunities: maintain and support



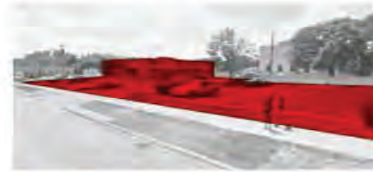
PEDESTRIAN-ORIENTED: FORM IN PLACE, NEEDS INVESTMENT
Opportunities: building preservation, improvement, occupancy



AUTO-ORIENTED: STRIP DEVELOPMENT
Opportunities: screening, infill potential, redevelopment



NOT PEDESTRIAN-ORIENTED: BLANK FACADE
Opportunities: small to large facade intervention



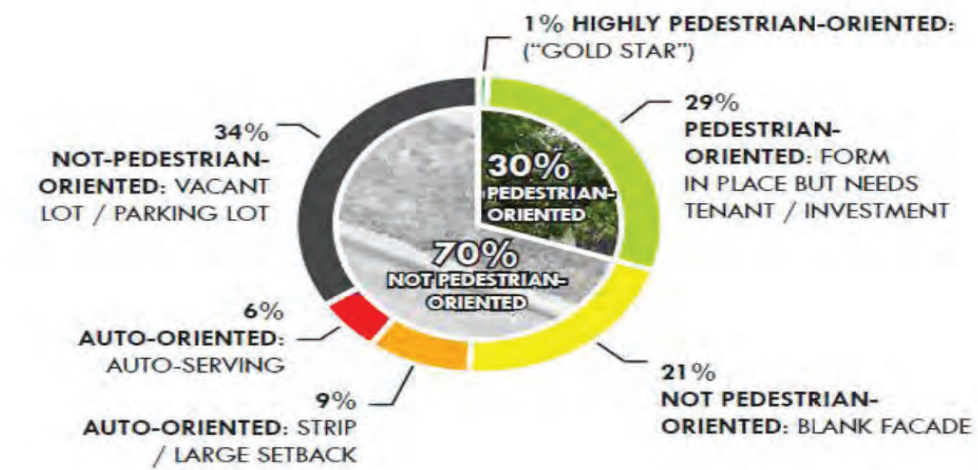
AUTO-ORIENTED: AUTO-SERVING
Opportunities: re-envision, redevelop over time



NOT PEDESTRIAN-ORIENTED: VACANT LOT / PARKING LOT
Opportunities: "blank slate"

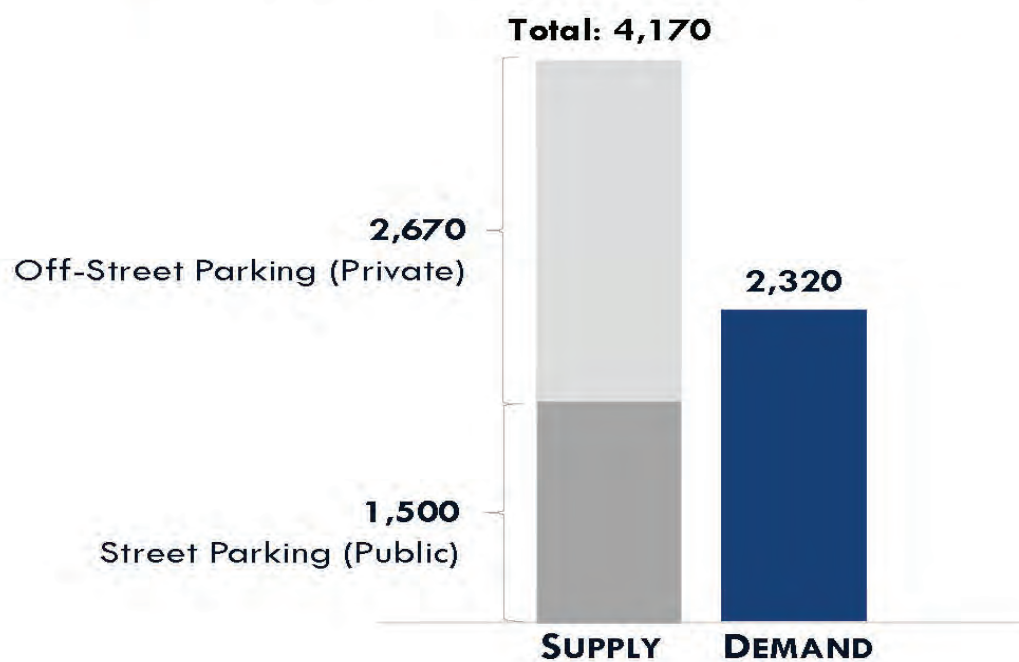
These pedestrian-oriented sites are largely concentrated in the Avenue of Fashion and McNichols Core, priority nodes which will anchor redevelopment efforts.

CORRIDOR SITES BY CONTRIBUTION TO VISION



Though the corridor exhibits an oversupply of parking relative to demand, much of this parking is inaccessible to the general public, contributing to the perception of scarcity.

CORRIDOR-WIDE PARKING DEMAND/SUPPLY



MIKE'S FRESH MARKET SIDE LOT (PRIVATE)



STREET PARKING NEAR KUZZO'S (PUBLIC)



The City's Traditional Main Street Overlay (TMSO), as currently enforced, both burdens developers and has mixed results for aesthetics and walkability.

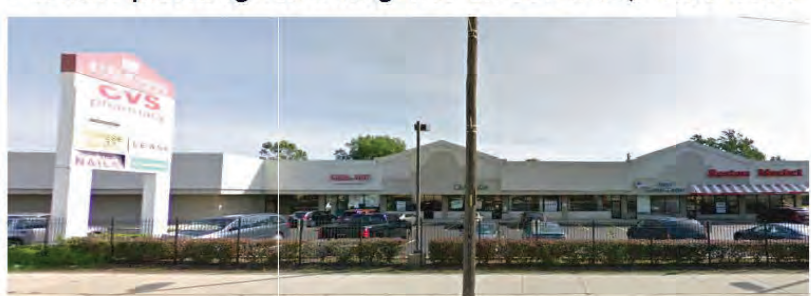
1. ENFORCEMENT

Variances detract from walkability and built form.



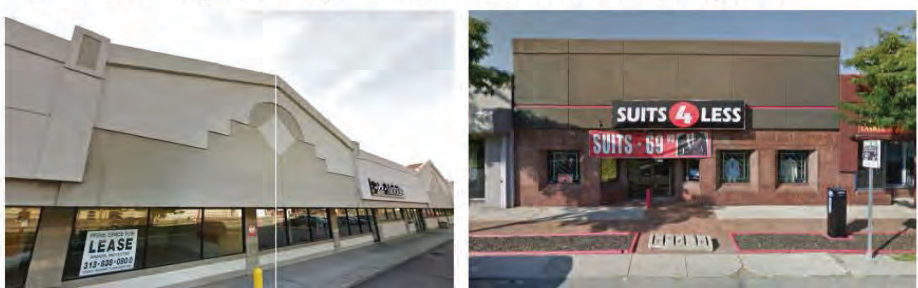
3. INSUFFICIENT PARKING STANDARDS

Permits parking abutting the street wall; curb cuts.



2. BUILDING HEIGHTS AND MATERIALS

20-foot façade requirement burdens developers.



4. INSUFFICIENT FAÇADE STANDARDS

Window requirements rarely enforced.



To achieve the corridor's redevelopment vision, this study recommends four redevelopment principles to focus efforts and maximize impact.



Build on existing strengths in core areas.



Maximize impact while minimizing cost and effort.



Prioritize redevelopment on sites with willing partners.



To reduce subsidy requirements, delay most expensive interventions until market improves.

Initially, interventions should focus on the pedestrian-oriented core, building on key strengths and adjacencies to brand and curate retail districts.

1. AVENUE OF FASHION | DISTINCTIVE LOCAL DINING AND SPECIALTY DESTINATIONS

- Leverage existing draws—religious institutions, neighborhoods, and retailers—to build customer base through branding and marketing.
- Create daytime and nighttime activity with dining, nightlife, and other retailers that compliment the existing base.
- Mixed-use development at district edges will generate 24-hour activity and expand permanent customer base.

CURRENT CONDITIONS

Strong destination anchors, neighborhoods, pedestrian-friendly form.



PEDESTRIAN-ORIENTED CORE

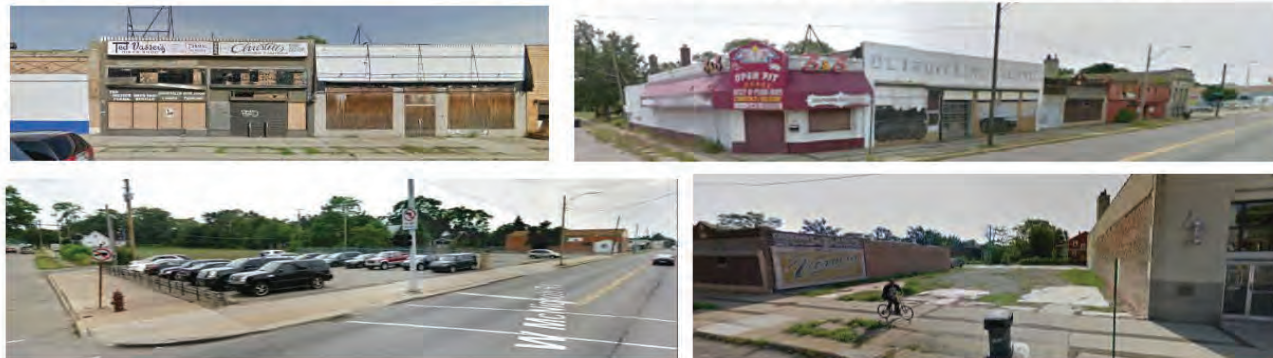
Initially, interventions should focus on the pedestrian-oriented core, building on key strengths and adjacencies to brand and curate retail districts.

2. McNichols Core | Creative Neighborhood and University Retail

- Leverage nearby universities to capture student and faculty spending.
- Focus on student and resident-serving needs not met in the area including restaurants, general merchandise, and convenience retail.
- Creative spaces such as galleries or performance venues could generate excitement and bring in new visitors.

CURRENT CONDITIONS

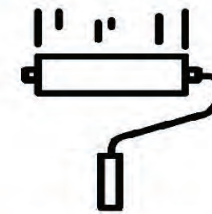
Walkable environment with high vacancy and poor building conditions.



PEDESTRIAN-ORIENTED CORE

Within the corridor, a number of interventions will improve conditions, ranging from low-cost and high applicability, to high-cost and targeted applicability.

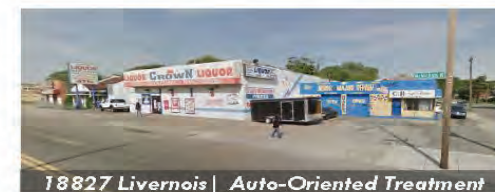
SITE TREATMENTS



Lower Cost

240 Sites

Includes façade/blank wall, auto-oriented, and parking lot treatments

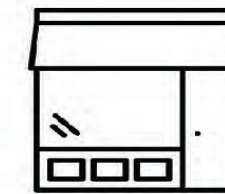


18827 Livernois | Auto-Oriented Treatment



Avenue Plaza | Façade Treatment

REHABILITATION



Moderate Subsidy Requirement

96 Sites

Includes rehabilitation of vacant storefronts



18901-18951 Livernois | Rehabilitation



7400-7500 W. McNichols | Rehabilitation

NEW CONSTRUCTION



Higher Subsidy Requirement

48 Sites

Includes mixed-use infill and retail infill



19729 Livernois | Mixed-Use Infill

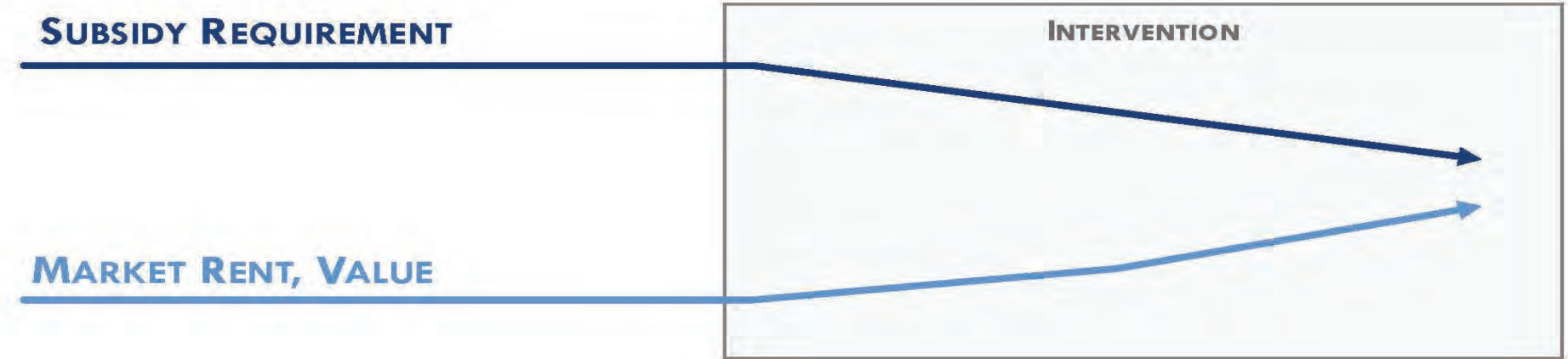


7429 W. McNichols | Low-Rise Infill

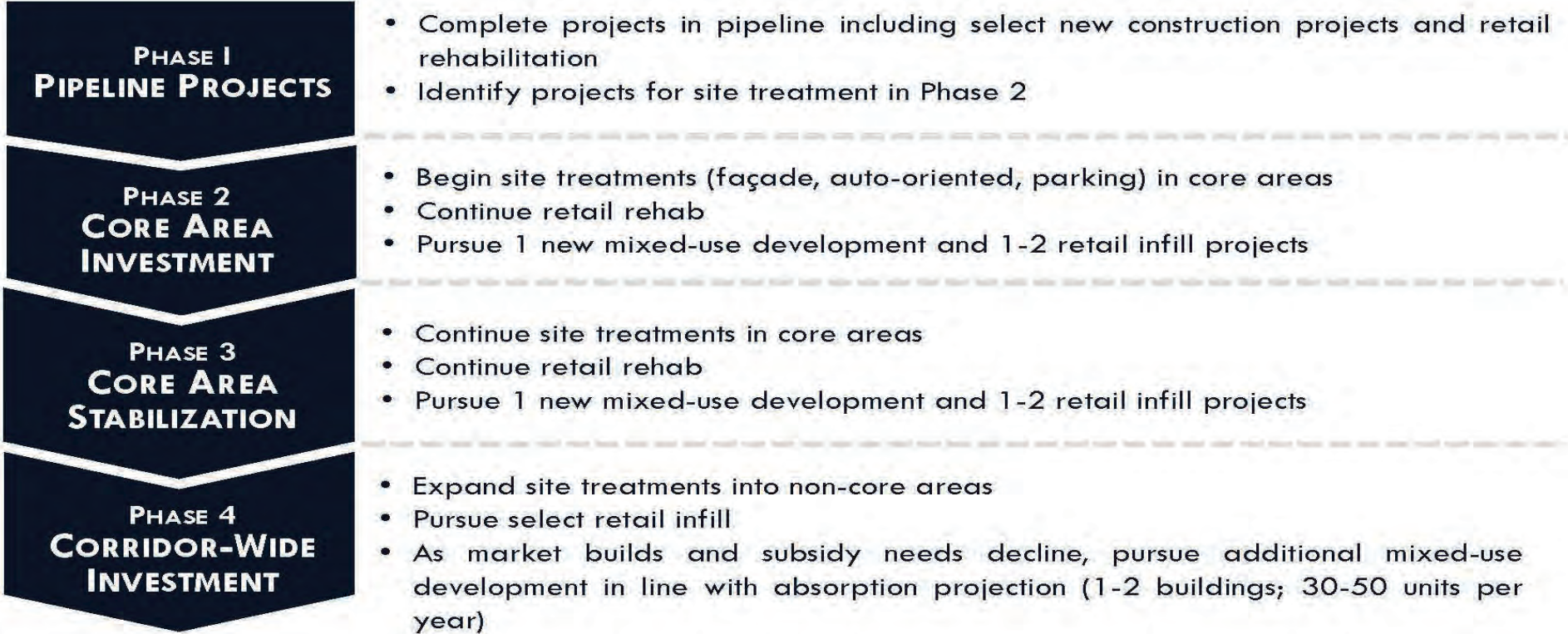
These interventions can be applied to many corridor sites, a substantial number of which lie within key focus areas.

FOCUS AREAS	REDEVELOPMENT SITES		REHABILITATION SITES		TREATMENT SITES	
	SITES	PUBLICLY OWNED	SITES	PUBLICLY OWNED	SITES	PUBLICLY OWNED
AVENUE OF FASHION	11	1	18	0	54	0
McNICHOLS CORE	6	1	17	2	16	0
OTHER	31	3	61	0	170	2
TOTAL	48	5	96	4	240	2

In addition, future investment in the corridor will generate excitement and activity, causing rents to rise and lowering the required subsidy profile for vertical development.



Pending projects should be followed by reinvestment in core pedestrian-oriented areas, with redevelopment increasing in geographic scope and cost requirement over time.

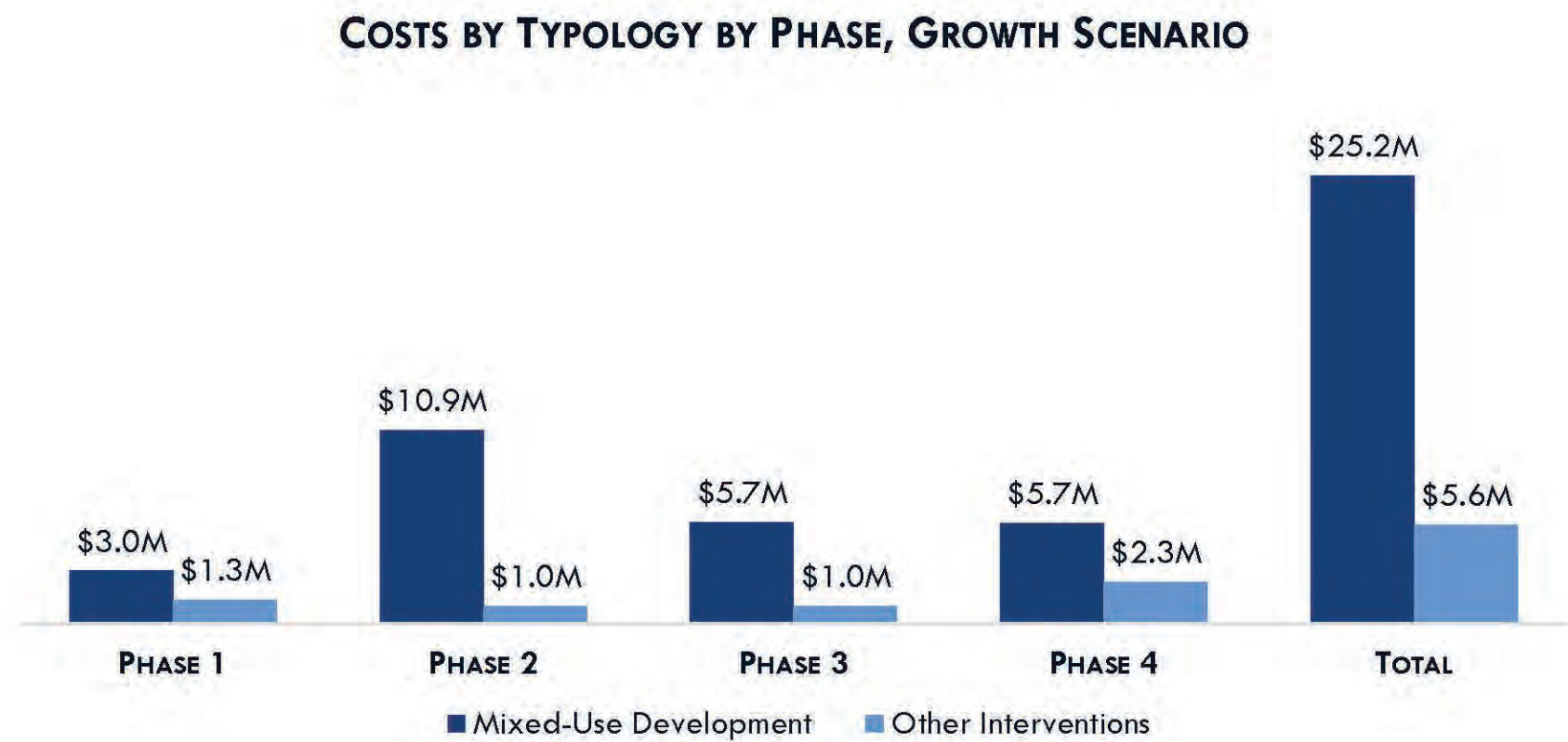


Together, all potential projects carry a total cost of \$111M. Through Phase 4, up to \$38M of subsidy would be required, or \$31M assuming modest market growth.



For mixed-use infill, rehab, and retail infill, funding needs represent a subsidy gap, while for site treatments, funding needs represent the raw cost of treatment. These gross numbers are presented before factoring in common subsidies associated with affordable housing, reductions in property taxes, etc.

Phase by phase, subsidy for mixed-use development is the major driver of these costs.



A variety of existing tools provide options to finance redevelopment, rehabilitation, and site treatments, though the majority of these programs target new development.

SITE TREATMENTS	REHABILITATION	NEW CONSTRUCTION
Third Party Financing		
DEGC: Pending Façade Program	CDFIs	
	Motor City Match	Corridor Improvement Authority TIF
		Brownfield TIF
		DEGC Low-Interest Loans
MDOT Transportation Alternatives	MEDC CRP/BDP	
	Commercial Rehab. Tax Exemption	
	Obsolete Property Rehab. Act (OPRA) & Neighborhood Enterprise Zone (NEZ)	
	MSHDA Rental Rehabilitation	
Private/Other	MDEQ Brownfield Grant/Loan	
	EPA Brownfield Loan	
	NMTC	
	LIHTC	

Local/TIF

State

Federal

In addition, to address the corridor's parking challenges, a range of strategies are available to maximize access at minimal public expense without stifling development.

Private management

BUFFALO, NY

City incentivizes public access to private lots during off-peak hours by providing services.

GRAND RAPIDS, MI

City leases underutilized lots from private owners and provides public parking.

Public management

COCONUT GROVE MIAMI, FL

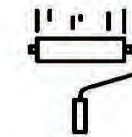
City finances public structured parking with developer payments made in lieu of meeting on-site parking requirements.

Next Steps: Redevelopment



Geographic Prioritization

Prioritize completing the existing pipeline and making initial investments within the Avenue of Fashion and McNichols Core to leverage existing strengths, enhance perceptions, and add foot traffic.



\$1.1M for Site Treatments (Phases 1 + 2)

Near-term site treatment investments, potentially funded via DEGC's pending façade treatment program, will enhance the pedestrian experience and public perceptions, and ultimately bolster redevelopment feasibility along the corridor.



\$1.2M for Vacant Retail Rehabilitation (Phases 1 + 2)

Near-term support for rehabilitation of vacant retail structures will improve the corridor's aesthetics and attract a critical mass of customers to existing and new retailers. Rehab should begin with pipeline projects and then move to focus areas.



\$13.9M for Mixed-Use Development (Phases 1 + 2)

Partner with CDFIs to provide gap financing for pipeline projects as well as the LivPur development to generate excitement and new customers near existing retail cores and universities.

Next Steps: Public Realm and Infrastructure



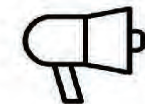
Parking

Address parking in the short term by encouraging shared parking on private lots and identify key lots that could be acquired and/or managed by the City.



Coordinate Outreach and Funding

Provide focused capacity to advance property owner and tenant outreach, and streamline access to funding.



Marketing

Engage in targeted marketing of the Avenue of Fashion and McNichols Core based on identified themes and strengths.



Update and Enforce Regulations

Enforce existing Traditional Main Street Overlay and begin the process of updating regulations to reflect the long-term Livernois-McNichols redevelopment vision.

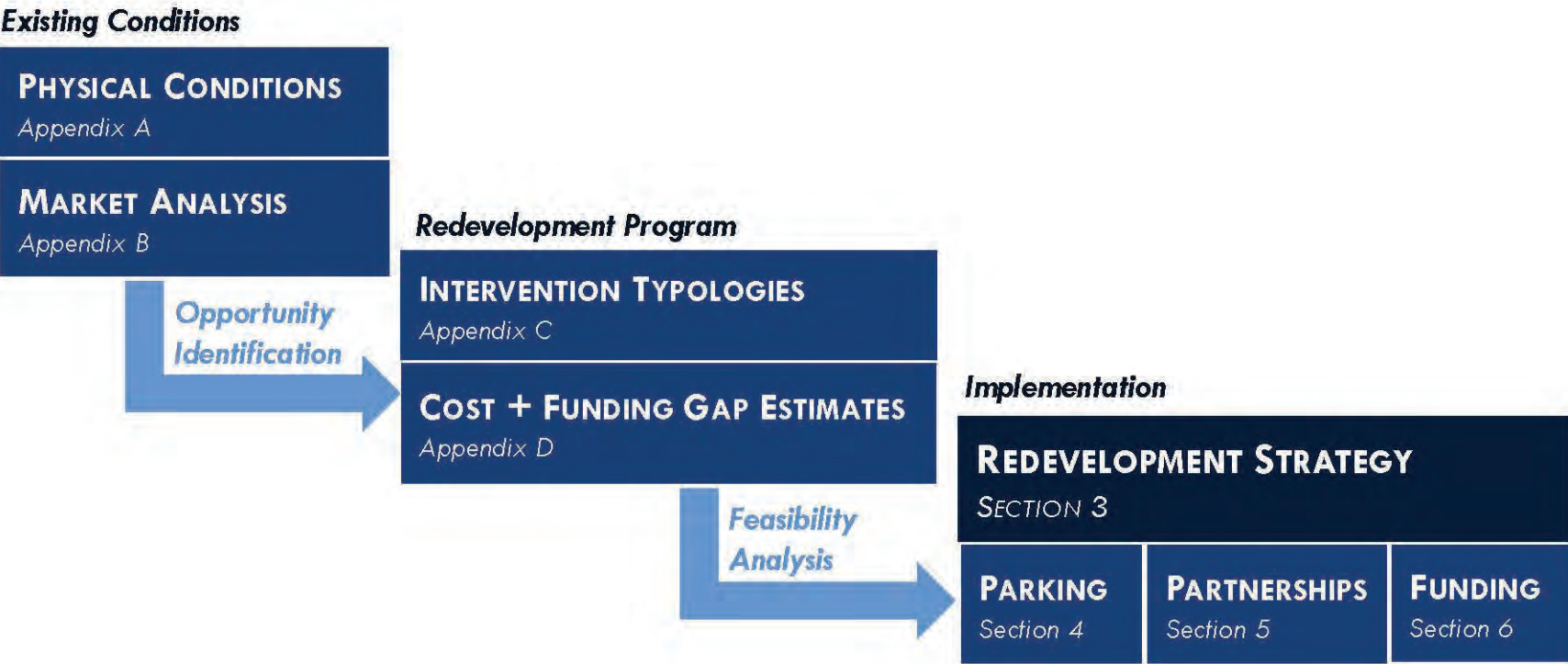


Public Realm

Continue efforts to reinvest in Livernois and McNichols and fund streetscaping improvements that will beautify the corridor and help attract pedestrians.

Introduction | Process

The project team’s analysis began with an assessment of existing conditions, which informed the redevelopment program for the corridor and an assessment of development feasibility and required subsidies. Finally, these components led to an implementation strategy considering phasing, prioritization, partnerships, and funding.



Introduction | Corridor Vision

Livernois-McNichols will be redeveloped as a mixed-use corridor that builds on existing strengths and anchors, where residents and visitors can meet their daily needs for services and amenities, employment, housing, transportation, and recreation within a 20-minute walk in a high-quality pedestrian environment.

Vibrant Product Mix

Pedestrian-Oriented

Urban Form

Façade Improvements

Infill Opportunities

Progressive Zoning and

Policy

District-Wide Parking

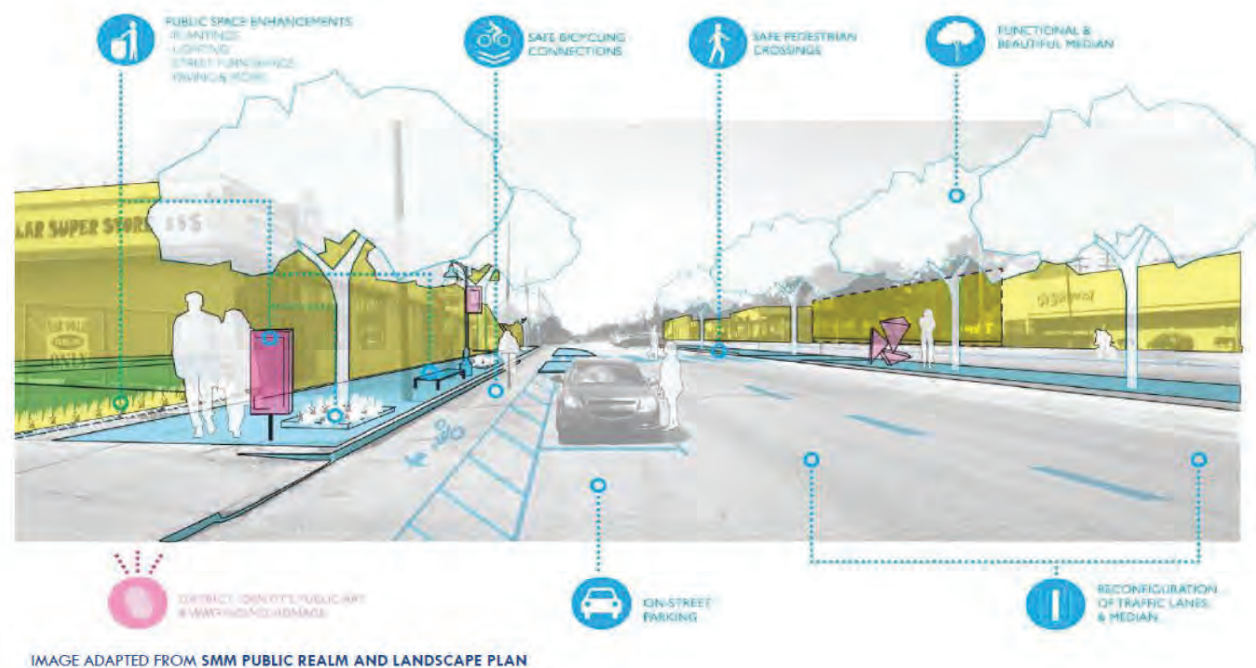
Strategy

Retail Management and

Recruitment

Implementation and

Phasing



Existing Conditions | Corridor Challenges and Strengths

The redevelopment of the Livernois-McNichols corridor can build on a number of in-place advantages, including adjacency to strong neighborhoods which support its established retail base and offer unmet spending potential. However, the physical character of the corridor including its length, street width and physical condition presents several challenges to redevelopment as a continuous walkable district.

PHYSICAL CHALLENGES



STREETSCAPE

CORRIDOR SIZE

VACANCY + BLIGHT

CORRIDOR STRENGTHS



STRONG NEIGHBORHOODS



POPULAR RETAIL BASE



UNMET RETAIL DEMAND

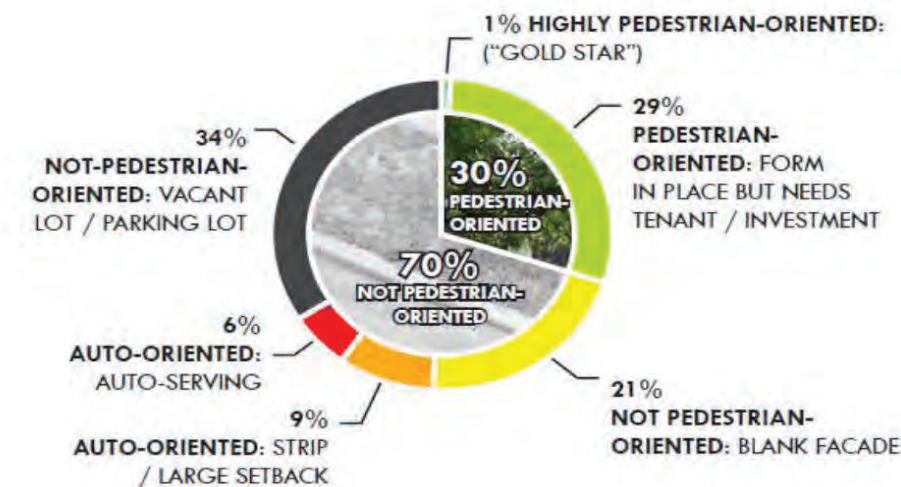


Existing Conditions | Physical Conditions

To assess physical conditions throughout the corridor, the project team performed an analysis of sites based on physical form, condition, and consistency with the corridor vision. According to this analysis, about 30% of sites within the corridor contributed to the corridor

vision of a dense, walkable district, while 70% did not contribute. Non-contributing sites included auto-centric strip developments, vacant lots and parking lots, and blank facades.

CORRIDOR SITES BY CONTRIBUTION TO VISION



HIGHLY PEDESTRIAN-ORIENTED: GOLD STAR
Opportunities: maintain and support



PEDESTRIAN-ORIENTED: FORM IN PLACE, NEEDS INVESTMENT
Opportunities: building preservation, improvement, occupancy



AUTO-ORIENTED: STRIP DEVELOPMENT
Opportunities: screening, infill potential, redevelopment



NOT PEDESTRIAN-ORIENTED: BLANK FACADE
Opportunities: small to large facade intervention



AUTO-ORIENTED: AUTO-SERVING
Opportunities: re-envision, redevelop over time



NOT PEDESTRIAN-ORIENTED: VACANT LOT / PARKING LOT
Opportunities: "blank slate"

Existing Conditions | Corridor Demographics

Compared to the city as a whole, the corridor generally exhibits several positive indicators including higher than average median household incomes, higher than average home values, and lower than average poverty rates. In addition, within the district, stable middle-class neighborhoods such as Bagley/Pembroke as well as

high-income neighborhoods such as the University District and Sherwood Forest generate substantial consumer spending potential. Meanwhile, at the neighborhood's southern edge, the distressed Fitzgerald neighborhood has become the testing ground for an innovative land stewardship plan.

■ City of Detroit ■ Study Area

Median Home Value

\$45K

\$66K

Median HH Income

\$26K

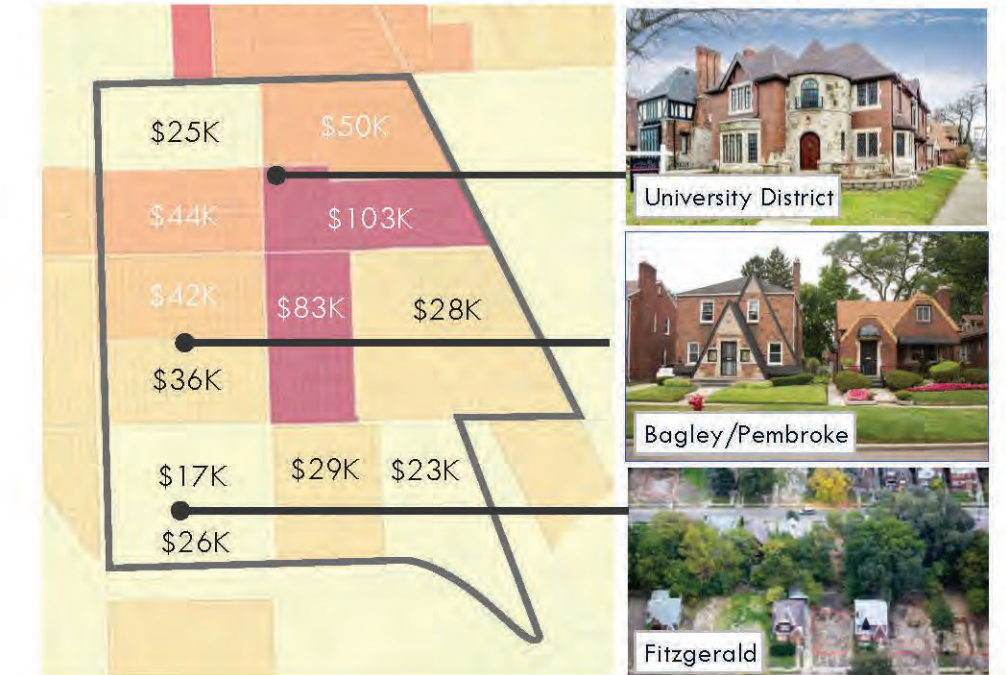
\$36K

Poverty Rate

35%

20%

MEDIAN HOUSEHOLD INCOME BY CENSUS TRACT, 2016

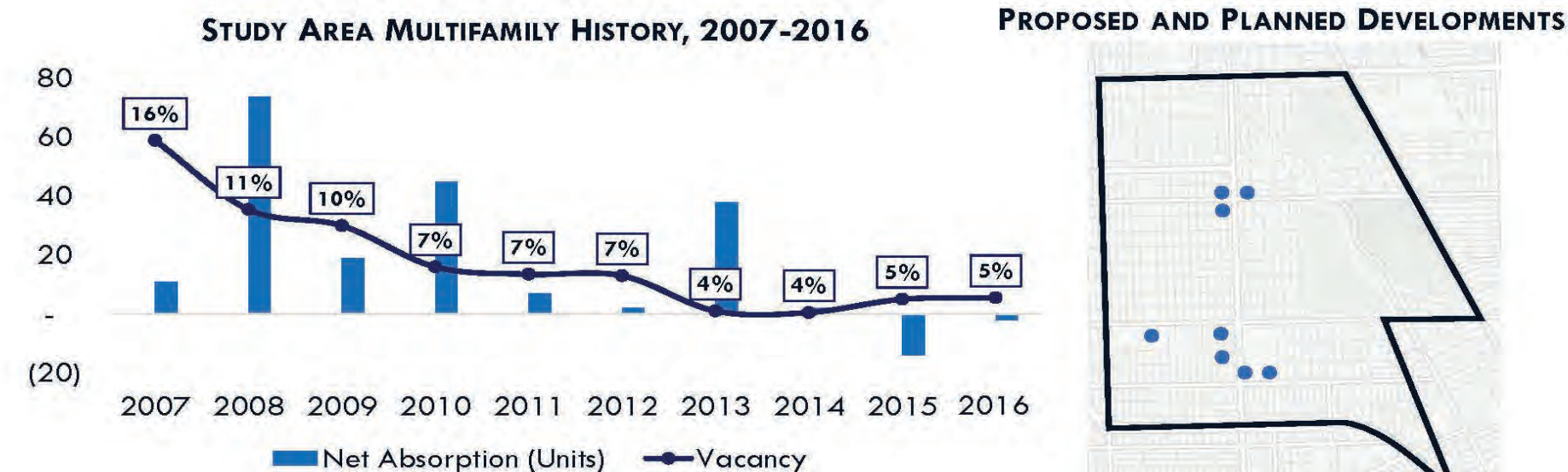


Source: US Census, American Community Survey 5-Year Estimates 2010-2014

Existing Conditions | Housing Market

The corridor's limited multifamily stock, which consists of about 1,000 units dispersed in small developments throughout the district and in the Palmer Park Apartment District near Woodward and McNichols, has experienced declining vacancy and a steady rise in average rents over the past ten years. Average rents now stand at about \$1/SF/Month. Though the pipeline

of proposed and planned new developments has largely targeted sites which do not have an established base of multifamily properties, the declining vacancy and rising rents serve as indicators of growing demand for housing in Detroit outside of the downtown core.

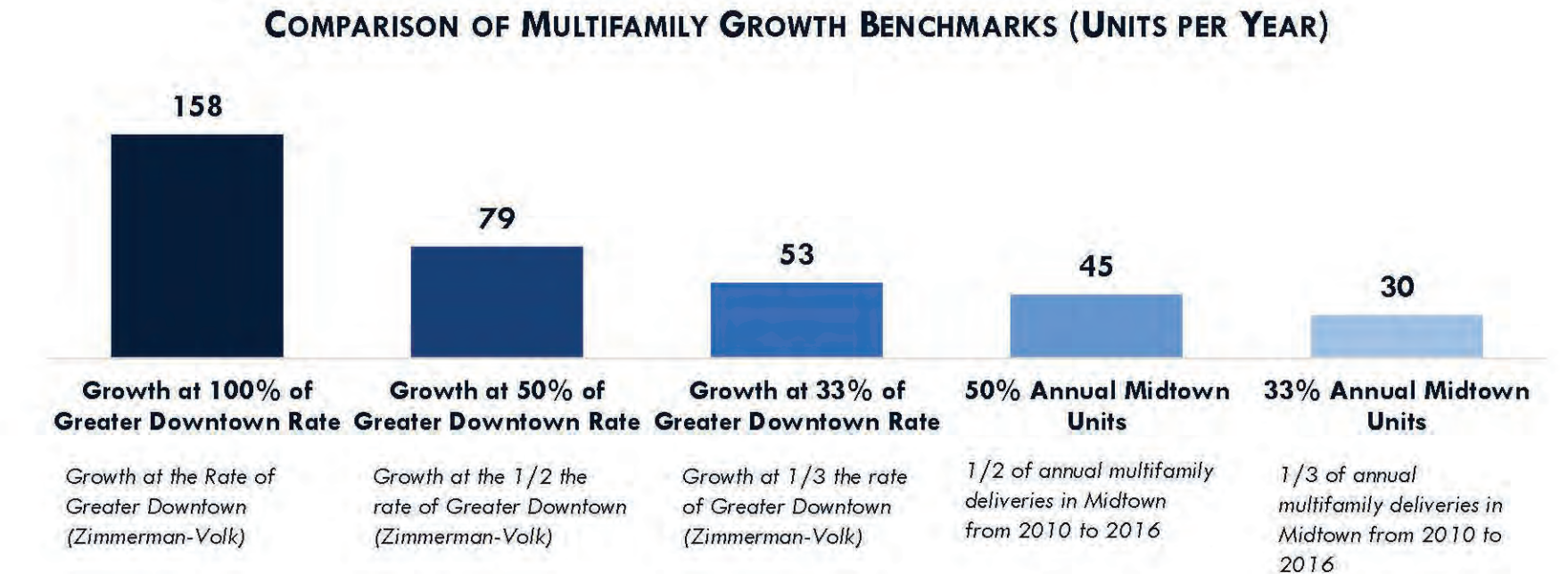


Source: CoStar

Existing Conditions | Housing Growth Benchmarks

If Livernois-McNichols follows projected trends for the city, population will decline modestly in the coming years from about 40,000 residents today to about 34,000 residents in 2040. However, focused attention and investment could help to offset this trend. Though projecting demand housing in the absence of new residents presents methodological challenges, if

Livernois-McNichols were to grow its existing multifamily stock at rates seen in comparable Detroit markets, it would be able to add and 30-50 new multifamily units per year or more. Since development currently requires substantial subsidy, it is unlikely that yearly deliveries will exceed this amount in the near term.

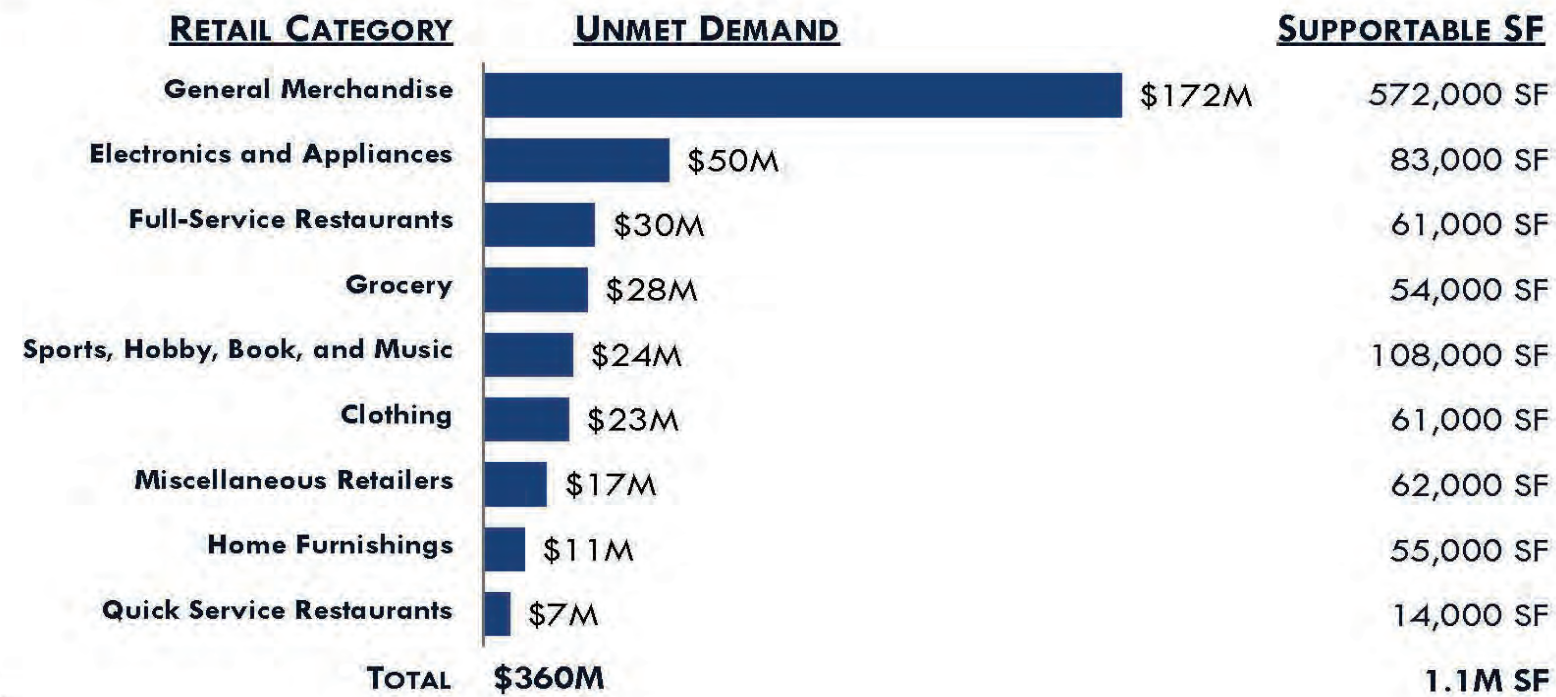


Source: ESRI; CoStar; Zimmerman/Volk Associates, "New High-Density Multi-Family Residential Development, Greater Downtown Detroit Study Area," 2016

Existing Conditions | Unmet Spending Potential

In addition, the district is home to substantial unmet spending potential, which is driven by the strong income profile of surrounding neighborhoods and the relative lack of retail options within walking distance. Within a three-mile radius, there is over \$360M in unmet demand across multiple categories. Together, 100%

capture of this demand could support 1.1M SF of new space. Across all phases, redevelopment will lead to a total of about 90,000 SF of new retail space, which is well within this upper limit and requires a modest capture of under 10% of unmet spending potential.



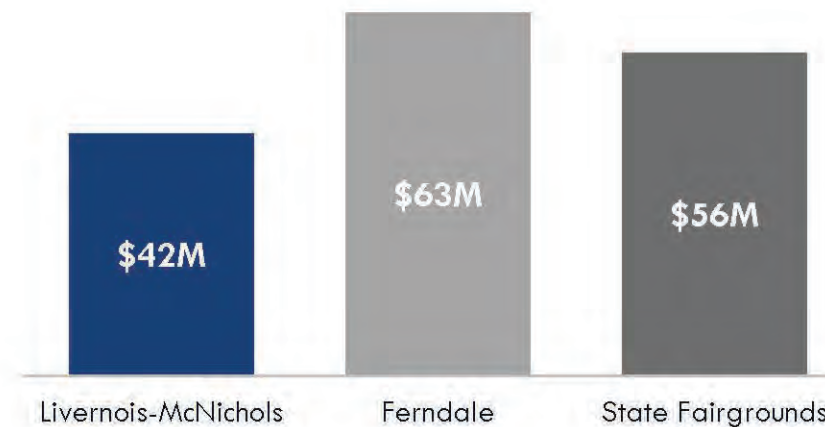
Source: ESRI

Existing Conditions | Retail Leakage

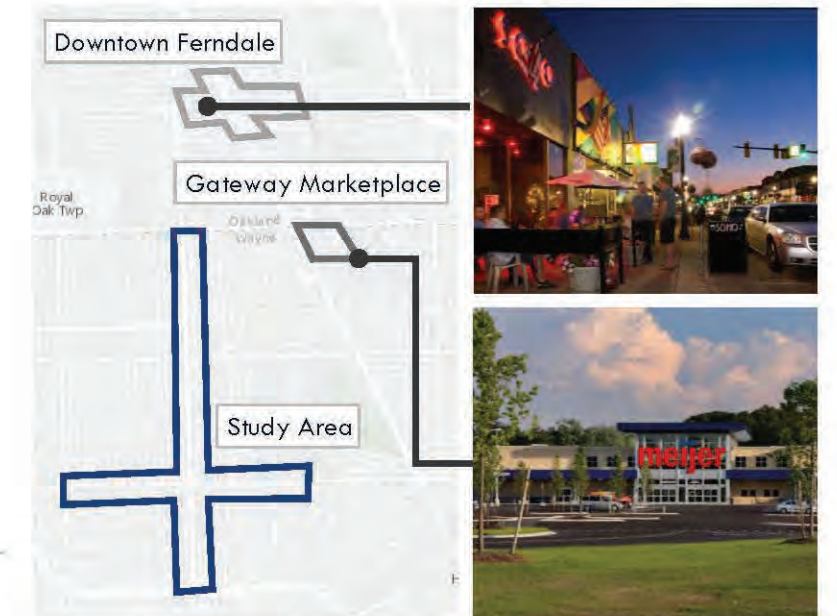
In the current retail environment, however, much of this spending potential is leaking to nearby competitive districts both in nearby suburbs and within the city. Despite far lower acreage, for instance, retail sales in Downtown Ferndale and the Gateway Marketplace (home of the recently developed Gateway Meijer) currently exceed sales in the entirety of Livernois-McNichols.

McNichols. Conversations with residents suggests that these districts succeed due to their strong emphasis on visitor experience. Though the Gateway Marketplace is a largely auto-oriented site and Ferndale is a built up traditional main street, both offer a high quality visitor experience in terms of offerings, ease of access, and safety that Livernois-McNichols does not.

TOTAL RETAIL SALES, 2016
STUDY AREA AND NEARBY RETAIL DISTRICTS



Source: ESRI



Redevelopment Strategy | Focus Areas

Together, Livernois Avenue and McNichols Road are more than five times the length of the longest comparable retail corridors. Given the great length of the corridor and its large number of developable sites, concentrating efforts along key nodes will help to focus the City’s investment and support the creation of coherent pedestrian environments in the near term.

LENGTH OF COMPARABLE RETAIL CORRIDORS (MILES)



Redevelopment Strategy | Focus Areas

Given existing investment plans, market conditions, and existing urban form, and the large number and the concentration of developable sites identified through physical analysis, the project recommends initially focusing efforts on two areas: the Avenue of Fashion and McNichols Core, which are both home to a dense urban fabric and adjacent to key assets. For the Avenue of Fashion, these are the strong Bagley, University District, and Sherwood Forest Neighborhoods. For the McNichols Core, these are two universities: Marygrove College and the University of Detroit Mercy (UDM).

1. AVENUE OF FASHION

- Six blocks (.75 mi.) on Livernois Avenue between Pembroke Avenue and Margareta Avenue
- Compact, walkable urban form
- Strong, growing small business community
- Recent public and private investment

2. MCNICHOLS CORE

- Ten blocks (.50 mi.) on McNichols Road between Greenlawn Street and Livernois Avenue
- Compact, walkable urban form
- High levels of blight and vacancy
- Adjacent to Marygrove College and the University of Detroit Mercy
- Ongoing Fitzgerald Revitalization Project



Redevelopment Strategy | Interventions

To improve corridor alignment with the vision, the project team proposed a number of interventions that targeted existing tenanted sites for improvement and vacant sites for redevelopment.

EXAMPLE SITES

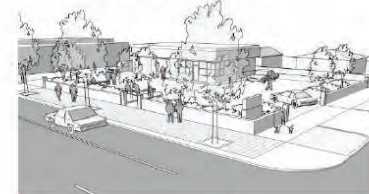
SITE TREATMENTS



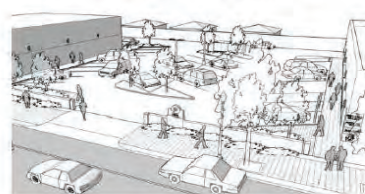
Façade Treatment



Blank Wall Treatment

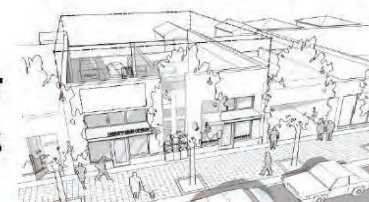


Auto-Oriented Urban Edge



Parking Lot Urban Edge

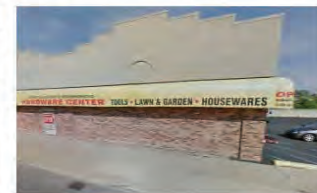
REDEVELOPMENT INTERVENTIONS



Retail Infill



Mixed-Use Infill



Redevelopment Strategy | Redevelopment Typologies

To estimate the financial implications of these interventions, the project team modeled and created cost estimates for six redevelopment typologies. These typological interventions fall within two categories: redevelopment interventions, which include mixed-use

and retail infill as well as the rehabilitation and fit-out of vacant properties; and site treatments, which include façade and blank wall treatments, auto oriented treatments, and parking lot treatments.

REDEVELOPMENT

Redevelopment interventions create new residential and retail space from vacant or underused sites within the corridor.

MIXED-USE INFILL



RETAIL REHAB*



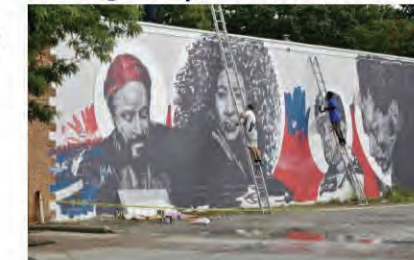
RETAIL INFILL



SITE TREATMENTS

Site treatments focus on improving the quality of existing, tenanted spaces within the corridor.

FAÇADE/BLANK WALL



PARKING LOT



AUTO-ORIENTED



*Includes structural improvements and fit out.

Redevelopment Strategy | Redevelopment Costing

For each typology, the project team generated high-level financing gap estimates or cost estimates. For redevelopment interventions, these values represent the funding required to finance market-rate development. For site treatments, these represent the raw cost of intervention. By multiplying these costs and gaps by the

square footage of sites within the corridor, the project team produced high-level cost estimates for redevelopment. While we have conservatively modeled these costs as public responsibilities, a variety of incentives could encourage site investments by property owners.

REDEVELOPMENT

Values represent gap between available financing and total development cost per gross square foot.

MIXED-USE INFILL



RETAIL REHAB*



RETAIL INFILL



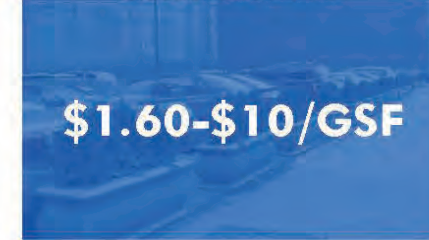
SITE TREATMENTS

Values represent the raw cost of intervention per gross square foot or frontage foot ("FF").

FAÇADE/BLANK WALL



PARKING LOT



AUTO-ORIENTED



*Includes structural improvements and fit out.

Redevelopment Strategy | Timing

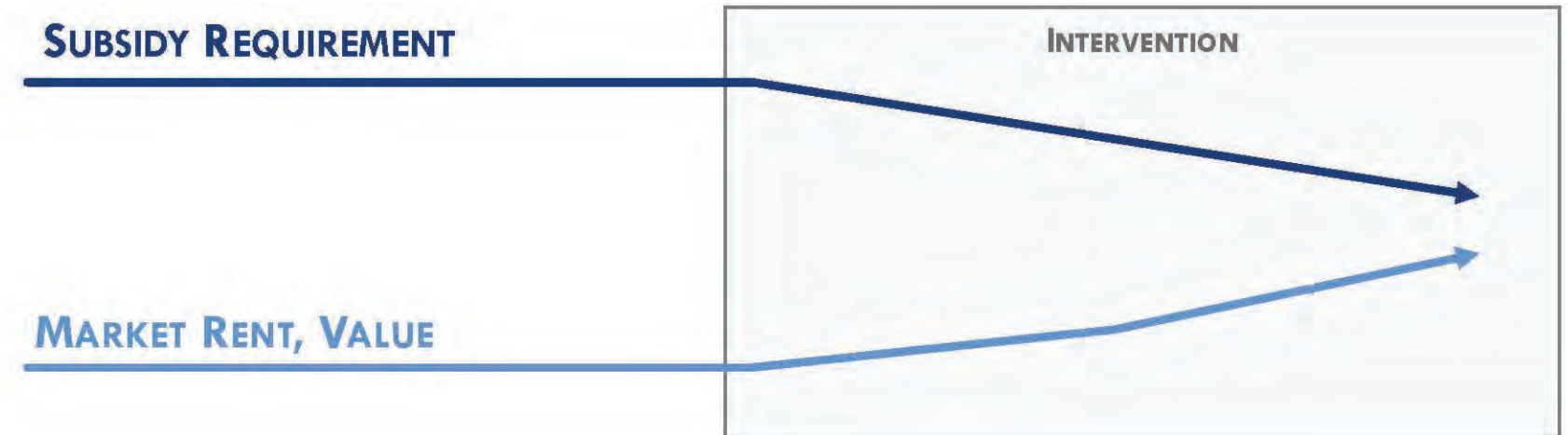
Currently, low market rents and high operating costs make public subsidy necessary to support redevelopment. However, future investment in the corridor will likely generate excitement and activity within it, causing rents to rise and lowering the required

subsidy profile for vertical development. In the near term, low-cost interventions including effective marketing and public realm improvements, can improve the feasibility of new construction in the long term.

SUBSIDY REQUIREMENT

INTERVENTION

MARKET RENT, VALUE

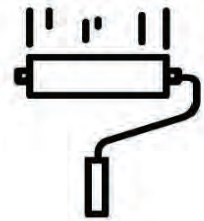


Redevelopment Strategy | Intervention Typologies

These actions vary in terms of their number of potential sites and overall cost. Site treatments, including façade treatments, parking lot treatments, and auto-oriented treatments, tend to be of low cost per square foot and are applicable to many sites in focus areas throughout

the corridor. Rehabilitation is also applicable to a wide range of sites, but requires moderate subsidy, while new vertical development requires the greatest subsidy with the fewest potential sites.

SITE TREATMENTS



Low Cost

244 Sites

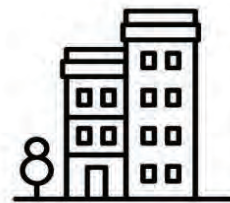
REHABILITATION



Moderate Subsidy Requirement

93 Sites

NEW CONSTRUCTION



High Subsidy Requirement

46 Sites

Redevelopment Strategy | Redevelopment Principles

To achieve the vision, the project team recommends four redevelopment principles to focus efforts and maximize impact.



Build on existing strengths in core areas.



Maximize impact while minimizing cost and effort.



Prioritize redevelopment on sites with willing partners.



To reduce subsidy, delay most expensive interventions until market improves.

Redevelopment Strategy | Phasing Strategy

In consultation with the City, the project team laid out four phases of development. Beginning with projects currently in the pipeline, the strategy builds from site treatments in core areas and select mixed-use development to a steady pace of mixed use development as well as site treatments and retail infill in non-core areas.

PHASE 1
PIPELINE PROJECTS

PHASE 2
CORE AREA
INVESTMENT

PHASE 3
CORE AREA
STABILIZATION

PHASE 4
CORRIDOR-WIDE
INVESTMENT

- Complete projects in pipeline including select new construction projects and retail rehabilitation
- Identify projects for site treatment in Phase 2

- Begin site treatments (façade, auto-oriented, parking) in core areas
- Continue retail rehab
- Pursue 1 new mixed-use development and 1-2 retail infill projects

- Continue site treatments in core areas
- Continue retail rehab
- Pursue 1 new mixed-use development and 1-2 retail infill projects

- Expand site treatments into non-core areas
- Pursue select retail infill
- As market builds and subsidy needs decline, pursue additional mixed-use development in line with absorption projection (1-2 buildings; 30-50 units per year)

Redevelopment Strategy | Uptake of Sites by Phase

The geographical and typological mix of interventions will vary by phase, with interventions initially concentrated in the McNichols Core and Avenue of Fashion and then moving outward as market momentum builds. The rehabilitation of existing, vacant retail will take priority over the construction of new standalone retail projects.

SHARE OF POTENTIAL SITES REDEVELOPED BY PHASE				
SITE TREATMENTS	PHASE 1	PHASE 2	PHASE 3	PHASE 4
FAÇADE/BLANK WALL		Core Areas	Core Areas	Entire Corridor
AUTO-ORIENTED	3 Sites	15%	15%	15%
PARKING				
RETAIL REHAB	4 Sites	15%	15%	15%
RETAIL INFILL		10%	10%	15%
MIXED-USE INFILL	1 Site	1 Site	1 Site	15%

Redevelopment Strategy | Funding Needs

Together, all potential projects carry a total cost of \$111M. Through Phase 4, up to \$38M of subsidy would be required, or \$31M assuming modest market growth. For mixed-use infill, rehab, and retail infill, funding needs represent a subsidy gap, while for site treatments, funding needs represent the raw cost of treatment. These gross numbers are presented before factoring in common subsidies associated with affordable housing, reductions in property taxes, etc.

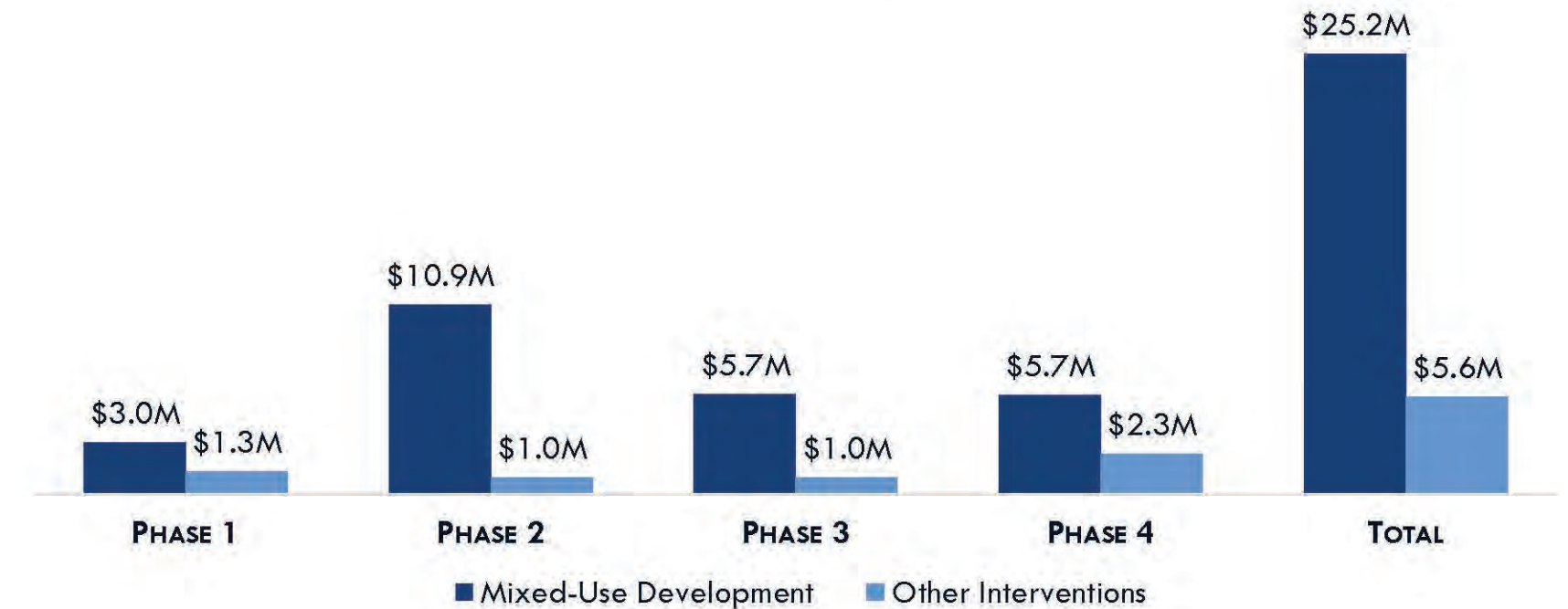
TOTAL REDEVELOPMENT COST, ALL PHASES



Redevelopment Strategy | Funding Needs

Phase by phase, subsidy for mixed-use development is the major driver of these costs, representing more than half of total subsidy need in every phase.

COSTS BY TYPOLOGY BY PHASE, GROWTH SCENARIO



Avenue of Fashion | Distinctive Local Dining and Specialty Destination

The Avenue of Fashion benefits from a relatively successful retail base including anchors such as Kuzzo’s, the Avenue Plaza, Mikes Fresh Market, clothing stores, and local nail and hair salons with established clientele. Leveraging adjacent religious institutions and strong neighborhoods to build customer base. In the near term, the city should create daytime and nighttime activity by combining the corridor’s existing shopping offerings with complimentary uses including full service and quick service dining, night life, and additional specialty retailers that will generate excitement and encourage residents and visitors to spend more time in the district. In the medium term, strong amenities will help to support mixed-use development.

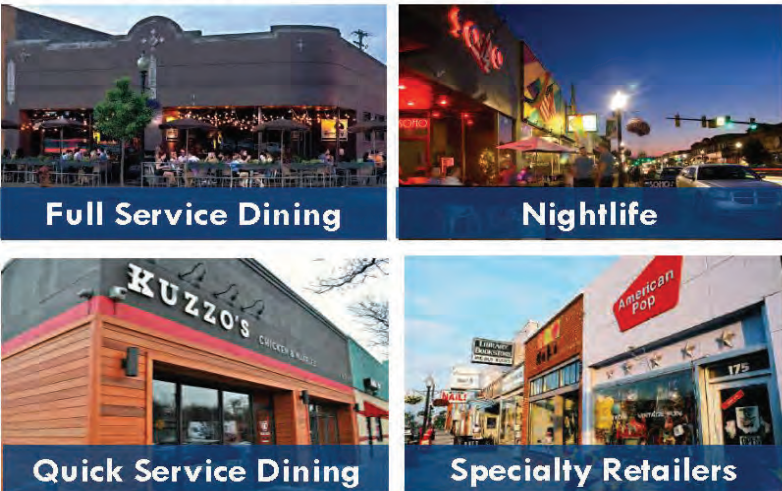
MAJOR ANCHORS

- Kuzzo’s
- Avenue Plaza
- Mike’s Fresh Market
- Motor City Brewing Works/Slyde
- New Prospect Baptist Church

CURRENT BUILT ENVIRONMENT



TARGET RETAIL USES



Avenue of Fashion | Summary of Funding Needs by Typology

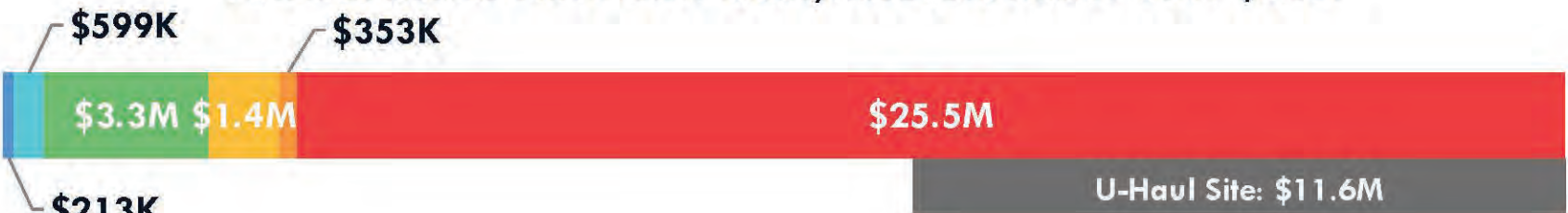
Within the Avenue of Fashion, defined as the half mile segment between Pembroke Avenue and Margareta Avenue, there is substantial existing retail strength and a strong walkable urban form. However, ample opportunities exist for site treatments, rehab of vacant properties, and new development. In terms of costing,

under current conditions, three mixed-use infill sites make up the majority of development cost (\$26M of \$31M), with the U-Haul site at 19729 Livernois making up more than a third of total cost. Though they are the most abundant in terms of sites, site treatments make up only a small portion of the total funding need.

AVENUE OF FASHION | REDEVELOPMENT SITES: 82



TOTAL BASELINE TREATMENT COST/REDEVELOPMENT GAP: \$31M

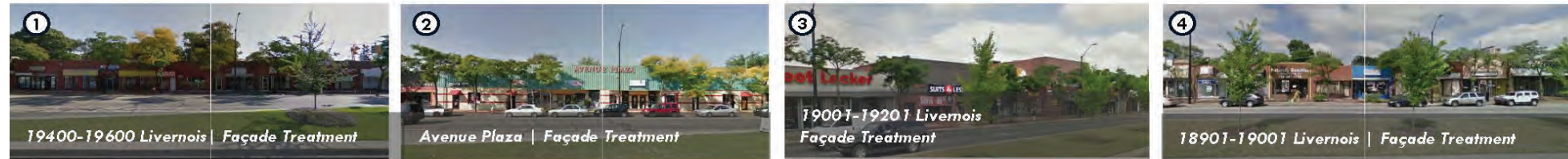


KEY

- | | | | |
|-----------------|---------------|---------------|------------------|
| SITE TREATMENTS | Auto-Oriented | Parking Lot | Façade |
| REDEVELOPMENT | Rehab | Retail Infill | Mixed-Use Infill |

Avenue of Fashion | Façade Treatments

Within the Avenue of Fashion, potential sites for façade treatments are abundant and these sites will likely have an immediate and dramatic impact on the district's appearance.



Located on the east side of Livernois between St. Martin's Avenue and Outer Drive, these storefronts are home to well-trafficked local businesses but lack clear signage.

Located on the west side of Livernois between Cambridge Avenue and Outer Drive, Avenue Plaza is home to several unique small businesses, but its dated exterior and lack of clear signage could use improvement.

Located to the southeast of Mike's Fresh Market, these storefronts also lack attractive exteriors.

Renovating facades on the west side of Livernois between 7 Mile Road and Clarita Avenue would strengthen the Avenue's commercial base south of 7 Mile.



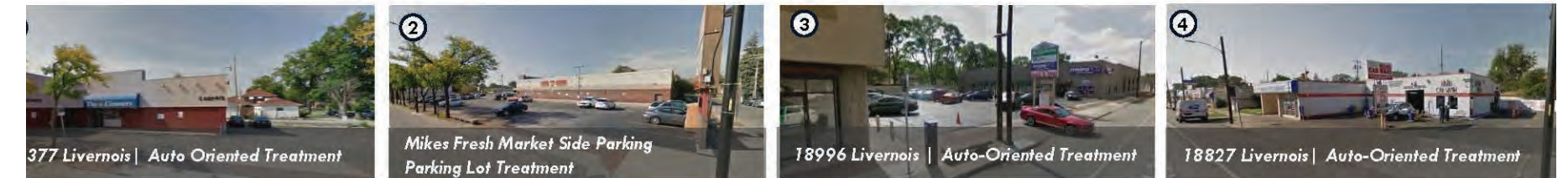
Auto-Oriented

Parking Lot

Façade

Avenue of Fashion | Auto-Oriented Treatments and Parking Lot Treatments

At certain nodes, auto-oriented buildings and parking lots present challenges and barriers to the area's pedestrian environment. Improvements to these structures would improve cohesion and street wall.



377 Livernois, home to "The Panthers" is a largely derutilized parking lot that functions as an edge to the Avenue of Fashion's commercial core. There may be potential to open these parking spaces to general users.

The lots adjacent to Mike's Fresh Market are often underutilized despite their central location. Opening these spaces up to the general public or perhaps using the site for long-term activation could strengthen the Avenue's commercial core.

The Heritage Plaza parking lot at 18996 Livernois provides a good example of secure parking shared among businesses. Adding further treatments such as improved signage or landscaping could further improve the experience.

Despite its walkable urban form, the Avenue of Fashion is home to a number of incongruent auto-oriented uses. The beautification of sites such as 18901 Livernois could improve pedestrian experience.



Auto-Oriented

Parking Lot

Façade

Avenue of Fashion | Rehabilitation and Re-tenanting

Despite its strong retail base, vacant rehabilitation sites are also abundant and have the potential to bring new high-quality space and in-demand retailers to the area.



At the northern end of the corridor, three sites between 19401 and 19601 Livernois present opportunities for rehabilitation and re-tenanting.

Across the street, several sites also present opportunities for rehabilitation amid active retail.

At the corridor's southern edge, vacancy is more prevalent. Rehabilitation here would strengthen and extend the Avenue of Fashion's reach.



Avenue of Fashion | New Construction

Though retail and mixed-use infill sites represent the fewest number of sites within the corridor, their large size means that redevelopment could prove transformative in later phases.

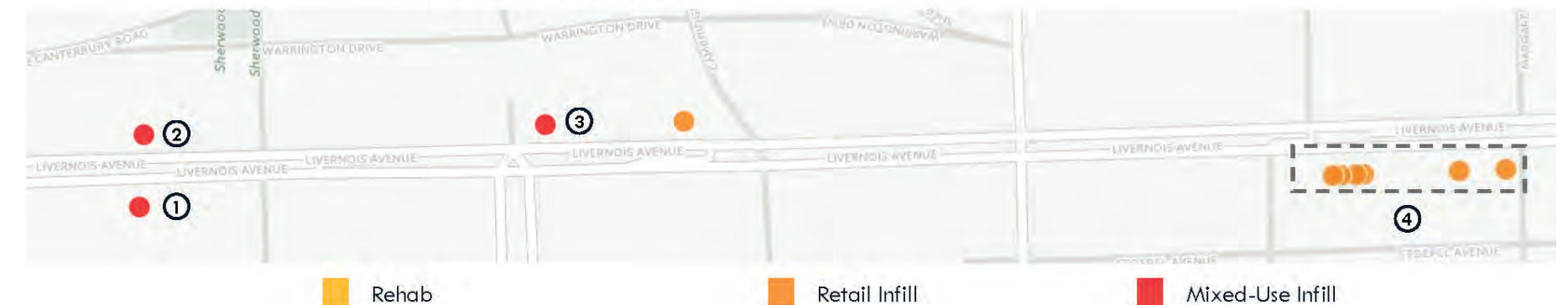


The parcel currently occupied by U-Haul between Pembroke and 1st. Martins is the largest parcel in the study area. Redevelopment here could prove transformative.

Located across from the U-Haul site, 19750 Livernois functions as parking for the New Prospect Baptist Church. In the short term, opening this lot to the public could alleviate parking demand, while long-term redevelopment could create between 40 and 50 units.

19384 Livernois could introduce 10 to 20 residential units into the commercial heart of the Avenue of Fashion. **Owned by the City**, it could be redeveloped quickly if subsidy became available.

A number of vacant lots between Margareta and Clarita on the west side of Livernois provide further opportunities for ground-up redevelopment following rehabilitation of vacant structures.



McNichols Core | Creative Neighborhood and University Retail

Despite high vacancy and poor building conditions, the McNichols Core benefits from a walkable, dense built environment. Leveraging nearby universities to capture student and faculty spending as well as focusing on retail needs not met in the area would help to bring foot traffic and activity to the area, stabilizing it in advance of large-scale development. Recommended uses include quick service restaurants, general merchandise stores, and convenience stores and pharmacies, which serve student and worker populations and are scarce in the immediate area; as well as potential creative or events spaces such as galleries or performance venues, which would leverage abundant square footage to generate excitement and bring in new visitors.

MAJOR ANCHORS:

- Detroit Sip
- Lucki's Cheesecakes
- McNichols Hardware
- Detroit Barber College

CURRENT CHARACTER



TARGET RETAIL USES



McNichols Core | Summary of Funding Needs by Typology

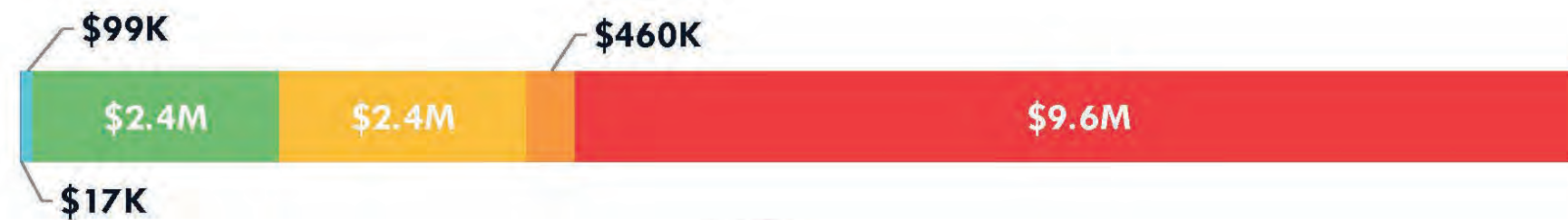
Compared to the Avenue of Fashion, the McNichols Core is shorter at just half a mile. In addition, site frontage is typically wider: whereas blocks on Livernois may have up to fifteen storefronts, blocks on McNichols rarely have more than six. That said, buildings in the McNichols core tend to be of lower quality than in the

Avenue of Fashion and there are more vacant lots and vacant storefronts. Therefore, site treatments make up a smaller share of costs here than redevelopment. Given the physical condition of the corridor, substantial investment may be required to create momentum and energize the market.

MCNICHOLS CORE | REDEVELOPMENT SITES: 39



TOTAL BASELINE TREATMENT COST/REDEVELOPMENT GAP: \$15M



SITE TREATMENTS

REDEVELOPMENT

- Auto-Oriented
- Rehab

KEY

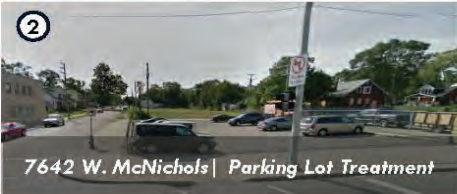
- Parking Lot
- Retail Infill
- Façade
- Mixed-Use Infill

McNichols Core | Site Treatments

Within the McNichols core, there are fewer occupied storefronts and so there are fewer site treatments. However, interventions at certain key sites could generate excitement and improve experience.



Home to Lucki's Cheescakes, this retail assemblage is currently the most active part of the McNichols core. Façade treatment here would help to stabilize retail within the area.



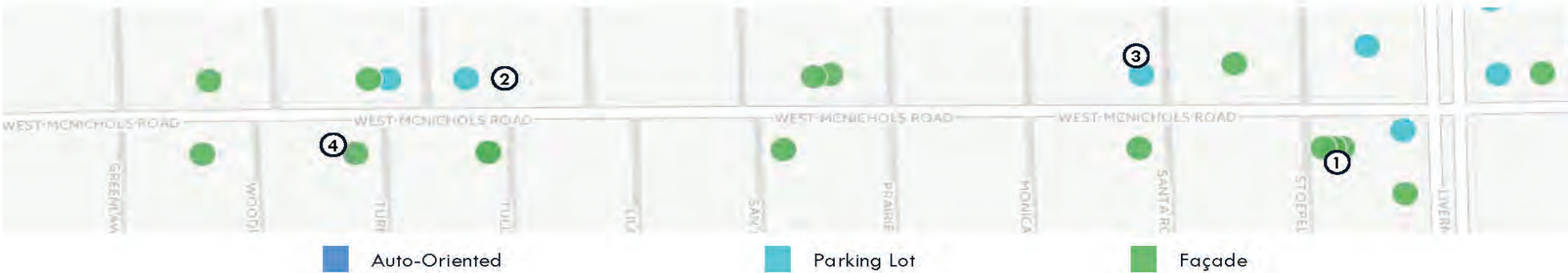
Within McNichols Core, there are a number of functional parking lots too small to redevelop. Treatments here could improve the perception of security in the area, encouraging more visitors.



Located at the Eastern end of McNichols core, the auto body and liquor complex at 7100 W. McNichols functions as a hard edge to an otherwise pedestrian friendly district.



Renovating facades on the west side such as 7500 W. McNichols would strengthen and add character to the area.



McNichols Core | Rehabilitation and Retenancing

Rehabilitation will likely play an important role in district revitalization and potential sites are abundant. Here, building conditions vary widely and so too may subsidy requirements in the near term.



Two sites located adjacent to the newly opened Detroit Sip provide key opportunities for rehabilitation.



A small site at the corner of McNichols and Prairie provides another prominent opportunity for rehabilitation.



A block of abandoned storefronts near the mid-point of McNichols core provides ample opportunities for rehabilitation. Interesting facades support adaptive rehabilitation projects.



McNichols Core | New Construction

Within the McNichols Core, there are a number of vacant sites suitable for mixed-use and retail development. This abundance of sites will allow the district to attract novel retail uses in the long-term.



Located near the Livernois and McNichols Intersection. Redevelopment of the parking lot near **McNichols and Stoepel** could prove transformative as market-rate housing, but would require substantial public subsidy under current market conditions.

After the U-Haul site, the site at **McNichols and Woodingham** is the second largest in the district, but is likely a late-stage site since it lies far from Livernois.

Within the McNichols core, a number of small vacant sites such as **7429 W. McNichols** provide opportunities for complementary retail redevelopment.

Small corner sites such as **7300 W. McNichols** could serve as auxiliary parking or as redevelopment sites for small retail.



Parking Implications | Methodology

In order to test the limits of parking along the corridor, HR&A weighed parking supply against using two demand scenarios:

1. Parking **required by the City ordinance** (approximately 4 spaces per 1000 GSF), and
2. Parking demand according to **Institute of Transportation Engineers (ITE) standards** rounded up to the nearest whole space (3 spaces per 1000 GSF)

[Note that parking required by Detroit's ordinance is far above industry standard projections.]

Under current conditions, corridor-wide parking supply falls short of neither ordinance requirements nor ITE demand. However, much of this parking is inaccessible to the general public, contributing to the perception of scarcity.

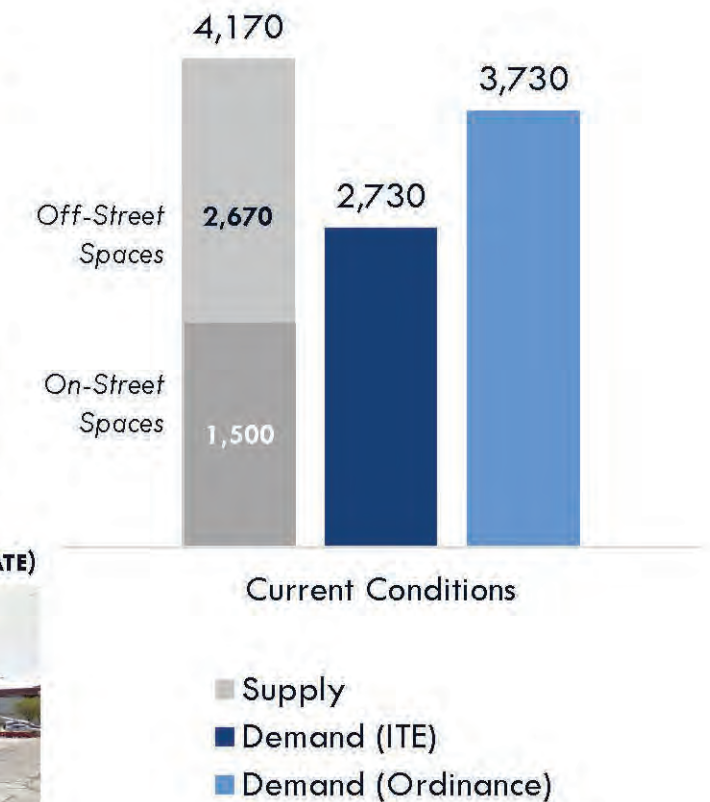
STREET PARKING NEAR KUZZO'S (PUBLIC)



MIKE'S FRESH MARKET SIDE LOT (PRIVATE)

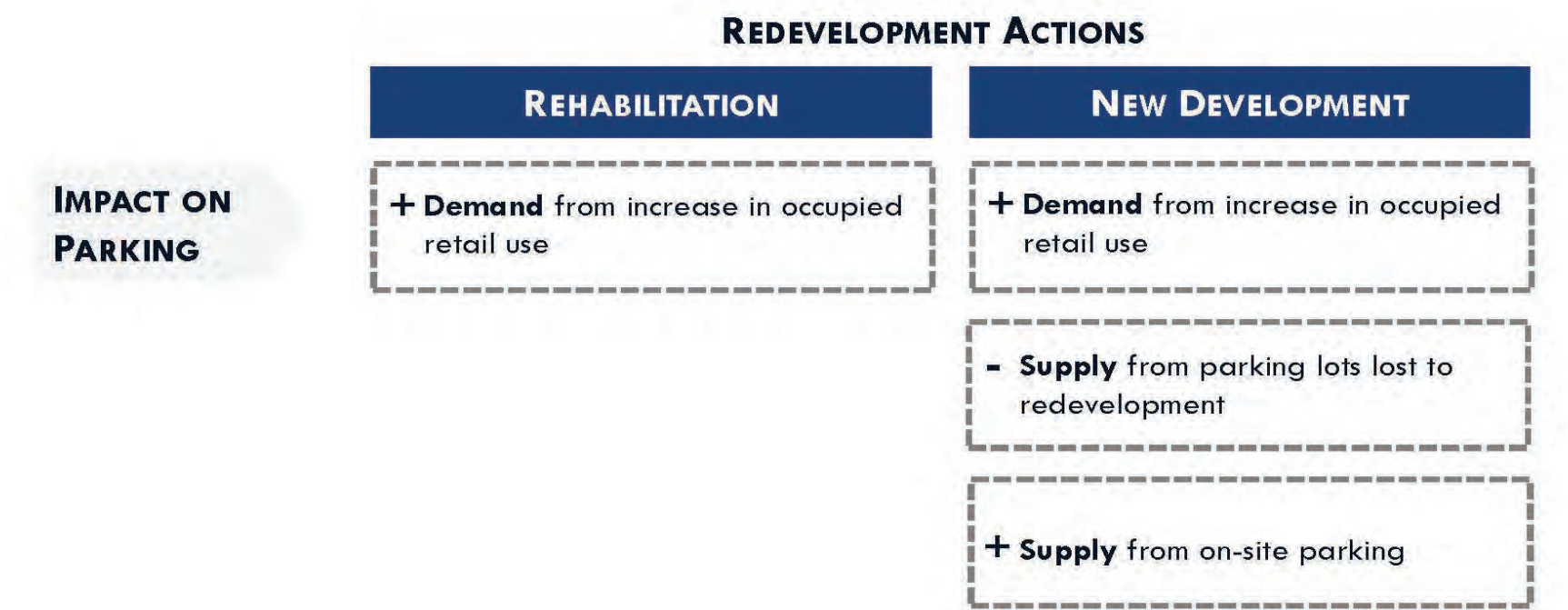


CORRIDOR-WIDE PARKING DEMAND/SUPPLY



Parking Implications | Impact of Redevelopment

Rehabilitation of vacant properties would add new occupied retail space, further contributing demand for parking, while new development would both add to supply by creating new parking spaces and reduce supply through the use of parking lots for redevelopment.

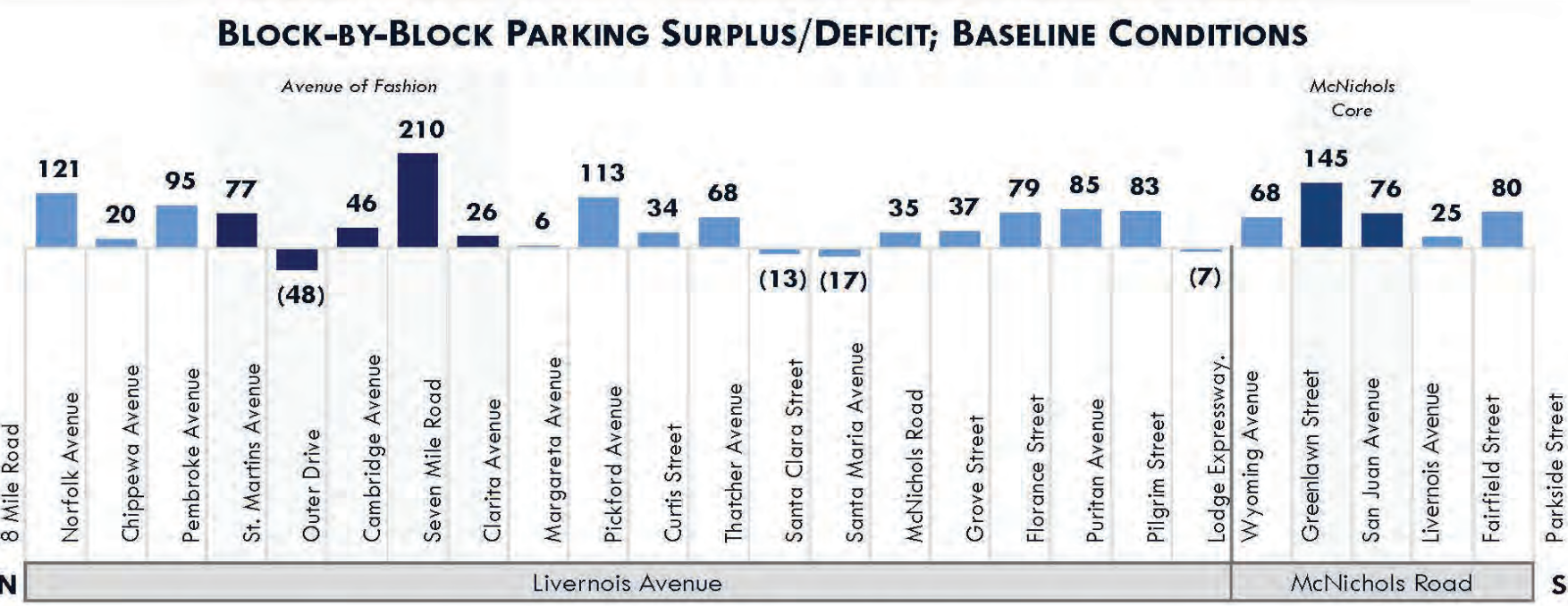


Parking Implications | Impact of Redevelopment

Even under aggressive parking demand scenarios, with all potential rehabilitation sites tenanted, corridor-wide demand for parking only rises above overall supply when all available sites are redeveloped. Given the pace of development and phasing strategy, it is unlikely that there will be substantial pressure on overall parking supplies in the near-term. Block-by-block, however, the aggressive demand scenarios do put pressure on existing parking supplies.



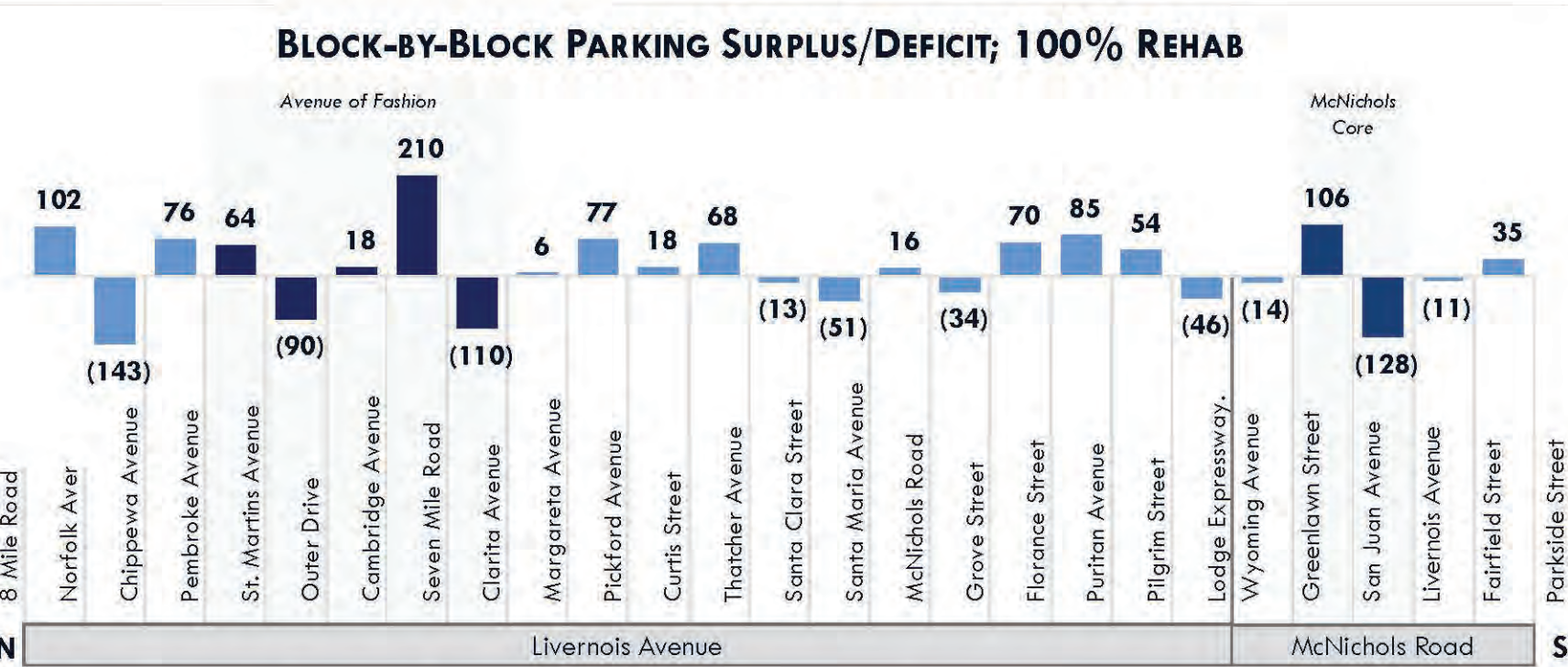
Impact of Redevelopment | Baseline Conditions



Under current conditions, supply exceeds demand on all blocks but one: on the block of Livernois between Outer Drive and St. Martins Avenue, dense occupied storefronts form a contiguous street wall which precludes off-street lots. This block is home to many of the area’s most popular retailers including Kuzzo’s and the Avenue Plaza.

Note that this analysis does not take into account the ownership of parking, including public access, and therefore much of the parking surplus within high-occupancy blocks may not currently be accessible to all visitors. In the near-term, improving public access to these lots could ease much of the perceived scarcity of parking.

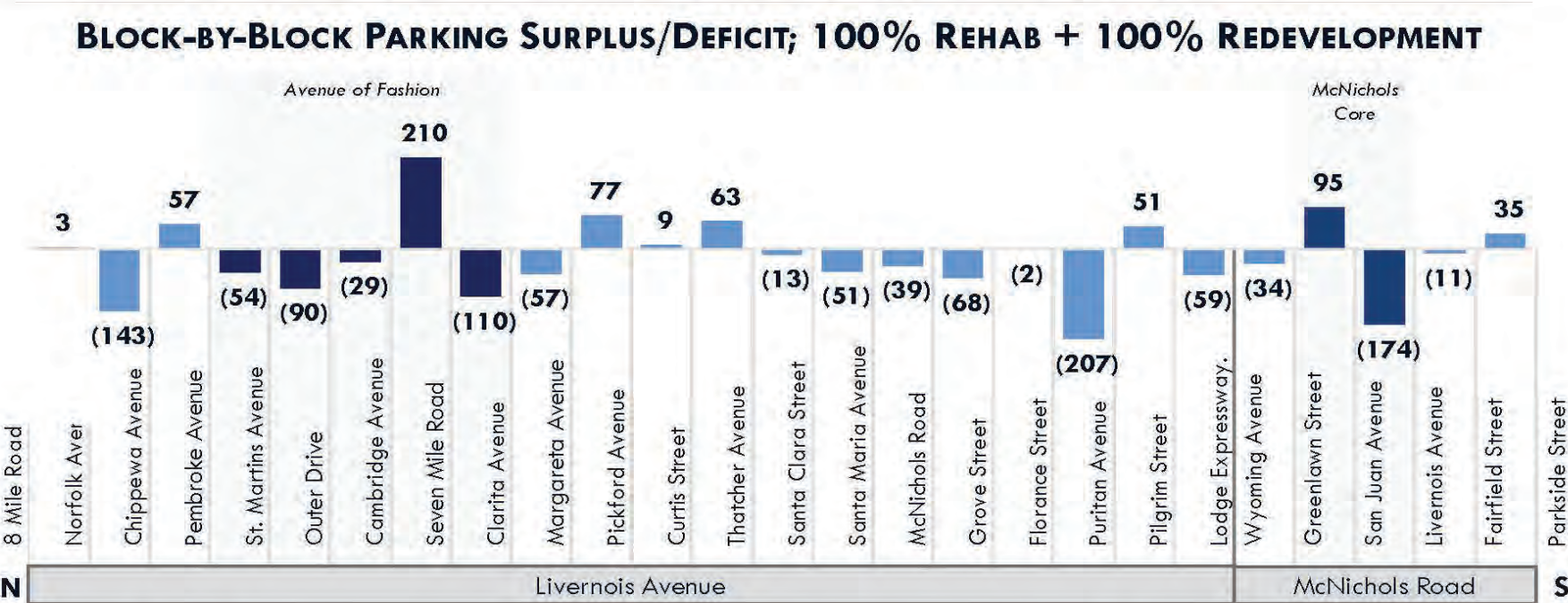
Impact of Redevelopment | Scenario I



Even under aggressive parking demand scenarios, most blocks maintain adequate supply. However, dense blocks with contiguous street walls within the Avenue of Fashion and McNichols Core do see some pressure. Encouraging sharing of parking with adjacent blocks could greatly ease the impact of rehabilitation.

Note also that it is unlikely that all properties within the corridor will be rehabilitated at once, especially outside focus areas, and so there is likely substantial flexibility in terms of timing for implementing shared parking resources: corridor redevelopment should take priority over the construction of new parking.

Impact of Redevelopment | Scenario II



In the very long term, redevelopment of parking lots and vacant land could put pressure on supplies throughout the corridor. Within focus areas in particular, the redevelopment of parking lots could put substantial pressure on supplies. In addition, the great bulk of potential developments at Livorno and Puritan could

expend nearby parking. At some point, construction of new parking may be required. However, as detailed in the following section, these future shortages are likely best addressed by the opening of shared parking resources, the conversion of vacant lots to parking, and other less costly interventions.

Parking Strategy | Findings and Goals

CURRENT CONDITIONS

- Under current conditions, corridor **parking supply far exceeds organic demand**.
- Much of this parking, however, is currently **reserved for private use**, which may contribute to a perceived shortage along the corridor.
- Residents perceive that available parking is scarce and unsafe.**

REDEVELOPMENT SCENARIOS

- Under the most aggressive redevelopment scenarios, overall **parking demand never exceeds supply** corridor-wide.
- However, **block-by-block, redevelopment could put pressure on parking** supplies, requiring the preservation of some surface parking and potentially, in the very long-term, construction of structured parking.

SHORT-TERM GOALS

- Improve public access to existing parking in core areas
- Improve quality and perceived safety of parking

LONG-TERM GOALS

- Ensure parking needs are met block-by-block in the long term

Parking Strategy | Case Studies

A range of case studies provide examples of how to maximize access to parking at minimal public expense without stifling development.

Private management

Public management

BUFFALO, NY

City incentivizes public access to private lots during off-peak hours by providing services.

GRAND RAPIDS, MI

City leases underutilized lots from private owners and provides public parking.

COCONUT GROVE MIAMI, FL

City finances public structured parking with developer payments made in lieu of meeting on-site parking requirements.

Case Study | Buffalo, NY



In downtown Buffalo, the City **incentivizes private business owners to allow public access to their lots**, usually during non-peak hours in exchange for services.

- Business-owners with **available space** can allow the general public to park during **non-peak hours**.
- In exchange, the **City provides snow removal and other services** to the lot.

Case Study | Grand Rapids, MI



In downtown Grand Rapids, there is high demand for parking from exurban visitors and a large supply of vacant land. The **City leases this land in order to meet parking demand.**

- The City **leases privately owned lots** downtown for periods of up to 10 years; assumes responsibility for capital investment, management, and maintenance.
- Lots become public shared-parking, in many cases **supported by hourly fees.**
- The program provides the City with a **cheaper alternative** than building additional parking and allows them to put vacant land to productive use.

Case Study | Coconut Grove, Miami, FL



In the Coconut Grove neighborhood of Miami, Florida, the local parking authority **accepts payments in lieu of required parking in order to construct publicly-accessible parking structures.**

- Developers have **3 choices to satisfy requirements.**
 - Provide off-street parking,
 - Contract spaces elsewhere, or
 - Pay \$50 per space per month or \$10,000 per stall
- **The majority of developers opt for the in lieu payment.**
- Collected Revenue goes to
 - Provide shared, structured parking
 - Improve transit service
 - Maintain sidewalks and pedestrians amenities
- **The strategy requires ongoing development under conditions that make the payment of the fee feasible.**

Parking Strategy | Recommendations

Together, these case studies provide a range of strategies to meet district parking goals, identified below. Potentially, each of these initiatives could be implemented by the City or by a locally-serving entity such as a Public Service District (PSD) or Business Improvement District (BID).

Short-term goals

IMPROVE QUALITY AND PERCEIVED SAFETY OF PARKING

Potential Strategies

- **Fund improved lighting, security, and physical improvements** (landscaping, fencing, etc.) for parking lots to encourage owners to make lots publicly accessible.

IMPROVE PUBLIC ACCESS TO EXISTING PARKING IN CORE AREAS

- **Incentivize business owners** to make private parking publicly available by offering services or investment.
- **Lease underutilized lots** to provide parking, potentially revenue-supported.



Long-term goals

ENSURE PARKING NEEDS ARE MET IN THE LONG-TERM

- Collect **payments in-lieu of required parking** from developers to **finance structured parking**.
- **Preserve surface parking** in the long-term.

Partnerships

To catalyze successful redevelopment, local stakeholders must undertake several key functions.

				
REDEVELOPMENT	REHABILITATION + SITE IMPROVEMENTS	STREETSCAPE	TENANT ATTRACTION + MARKETING	MAINTENANCE
Coordinate gap financing, work with developers, and ensure that development is aligned with corridor vision.	Obtain buy-in of potential tenants, property owners, and business owners to allow for redevelopment or site treatments.	Manage streetscape improvements to enhance the pedestrian environment and attract retail customers.	Promote the district's unique offerings and value to potential users throughout the region.	Where needed, ensure adequate service provision and/or operate infrastructure such as surface parking.

Partnerships | Opportunities to Drive Revitalization

Currently, various entities take on full or partial responsibility for these functions, with the City taking the lead on planning coordination.

	OPPORTUNITIES TO DRIVE REVITALIZATION
REDEVELOPMENT	Currently, redevelopment in the corridor is coordinated by the City, CDFIs and Foundations . Additional coordination among these stakeholders would ensure that redevelopment incentives support the long-term corridor redevelopment vision.
REHABILITATION + SITE TREATMENTS	Through its Motor City Match program, DEGC coordinates local site treatments and rehabilitation. Coordinating and increasing funding from Motor City Match and DEGC's pending façade treatment program would support corridor redevelopment.
STREETSCAPE	Currently, the City is undertaking a streetscape and public realm plan for the corridor, which will help attract retail customers and support market improvement within the corridor.
TENANT ATTRACTION + MARKETING	Currently both the Livernois Avenue of Fashion Business Association and Liv6 engage in marketing efforts. Building capacity within these organizations as well as coordinating marketing efforts and expanding geographic focus could help bring new visitors.
MAINTENANCE	Currently, the City is responsible for maintenance of the corridor and public realm. Continued attention and alignment with the corridor redevelopment vision is needed going forward.

Partnerships | Recommendations

Build capacity, either within existing neighborhood stakeholders or within a new neighborhood organization, to support:

- District marketing;
- Coordination between stakeholder groups;
- Property owner and developer outreach;
- Community relationship and capacity building and communications;
- Overseeing fundraising; and
- Ensuring long-term compatibility of corridor development with the vision.

Improve capacity of existing stakeholders to:

- Connect private property owners and developers with funding resources;
- Manage site treatment programs; and
- Serve as sounding board for local business owners, property owners.

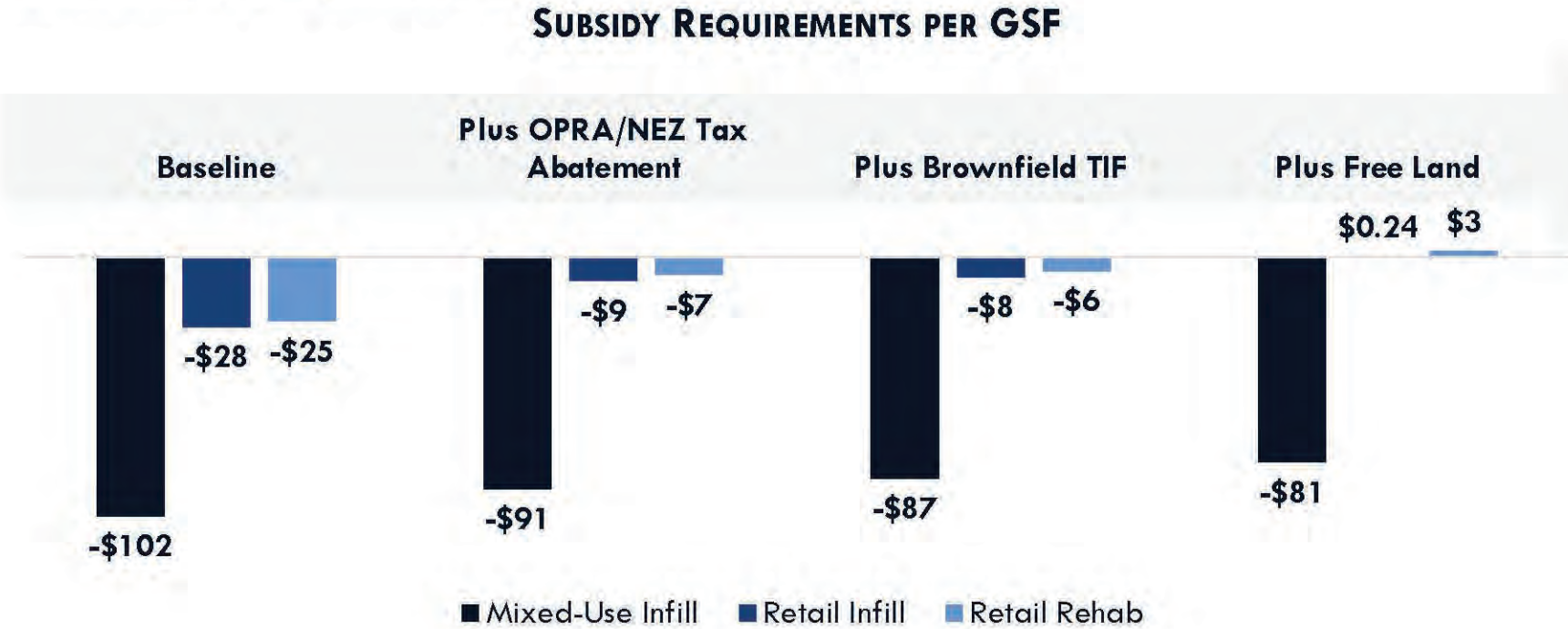
Funding Strategy | Redevelopment Gaps

Despite growing interest in the corridor, all current redevelopment interventions require some amount of subsidy to reach project feasibility. Improvements not directly associated with increases in building revenues, including façade and blank wall treatments for currently occupied retail spaces, will also require funding support.



Funding Strategy | Impact of Subsidy Programs

Existing subsidy programs have the potential to substantially reduce feasibility gaps for mixed-use infill, retail infill and retail rehabilitation projects. Shown here cumulatively applied, the Obsolete Property Rehabilitation Act/Neighborhood Enterprise Zone tax abatements, Brownfield Tax Increment Financing, and free land together make retail infill and rehabilitation feasible and reduce, but do not eliminate, the subsidy requirement for mixed-use infill.



Funding Strategy | Phasing Strategy

In consultation with the City, the project team laid out four phases of development. Beginning with projects currently in the pipeline, the strategy builds from site treatments in core areas and select mixed-use development to a steady pace of mixed use development as well as site treatments and retail infill in non-core areas.

PHASE 1
PIPELINE PROJECTS

PHASE 2
CORE AREA
INVESTMENT

PHASE 3
CORE AREA
STABILIZATION

PHASE 4
CORRIDOR-WIDE
INVESTMENT

- Complete projects in pipeline including select new construction projects and retail rehabilitation
- Identify projects for site treatment in Phase 2

- Begin site treatments (façade, auto-oriented, parking) in core areas
- Continue retail rehab
- Pursue 1 new mixed-use development and 1-2 retail infill projects

- Continue site treatments in core areas
- Continue retail rehab
- Pursue 1 new mixed-use development and 1-2 retail infill projects

- Expand site treatments into non-core areas
- Pursue select retail infill
- As market builds and subsidy needs decline, pursue additional mixed-use development in line with absorption projection (1-2 buildings; 30-50 units per year)

Funding Strategy | Uptake of Sites by Phase

The geographical and typological mix of interventions will vary by phase, with interventions initially concentrated in the McNichols Core and Avenue of Fashion and then moving outward as market momentum builds. The rehabilitation of existing, vacant retail will take priority over the construction of new standalone retail projects.

SHARE OF POTENTIAL SITES REDEVELOPED BY PHASE				
SITE TREATMENTS	PHASE 1		PHASE 3	PHASE 4
FAÇADE/BLANK WALL	3 Sites	Core Areas	Core Areas	Non-Core Areas
AUTO-ORIENTED		15%	15%	15%
PARKING				
RETAIL REHAB	4 Sites	15%	15%	15%
RETAIL INFILL		10%	10%	15%
MIXED-USE INFILL	1 Site	1 Site	1 Site	15%

Redevelopment Strategy | Funding Needs

Together, all potential projects carry a total cost of \$11M. Through Phase 4, up to \$38M of subsidy would be required, or \$31M assuming modest market growth. For mixed-use infill, rehab, and retail infill, funding needs represent a subsidy gap, while for site treatments, funding needs represent the raw cost of treatment. These gross numbers are presented before factoring in common subsidies associated with affordable housing, reductions in property taxes, etc.

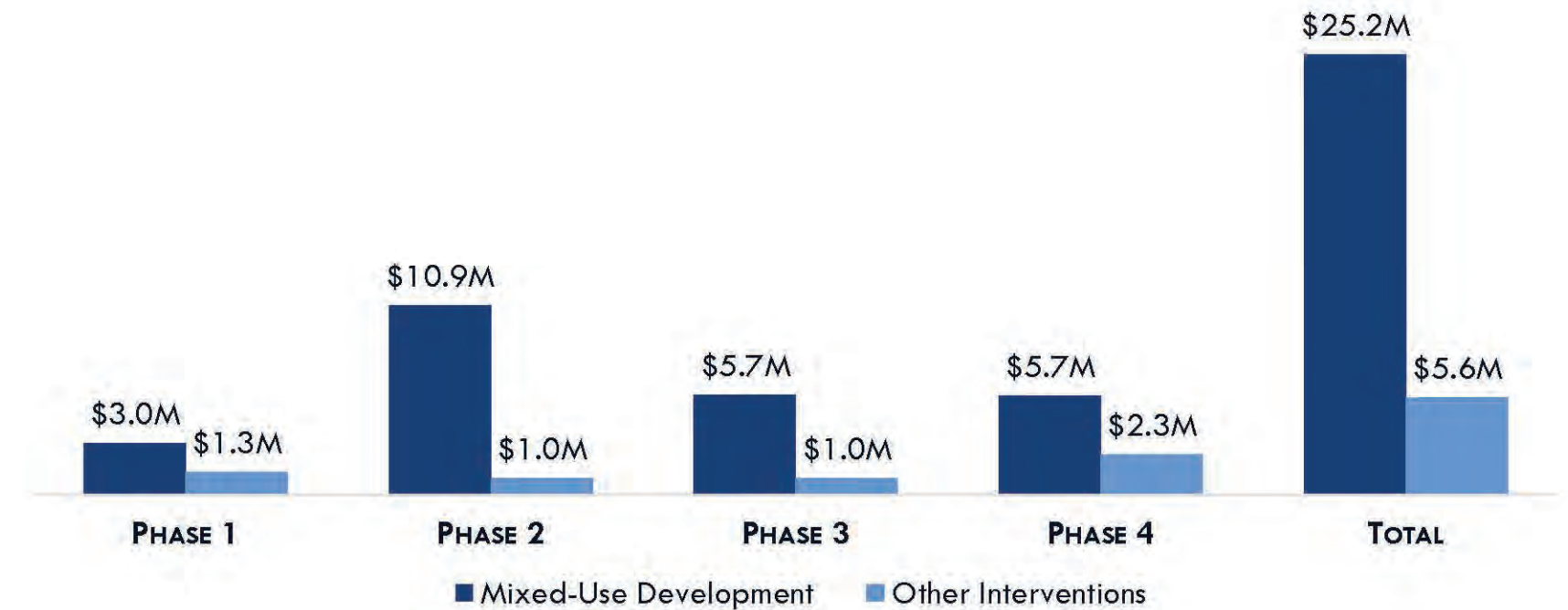
TOTAL REDEVELOPMENT COST, ALL PHASES



Redevelopment Strategy | Funding Needs

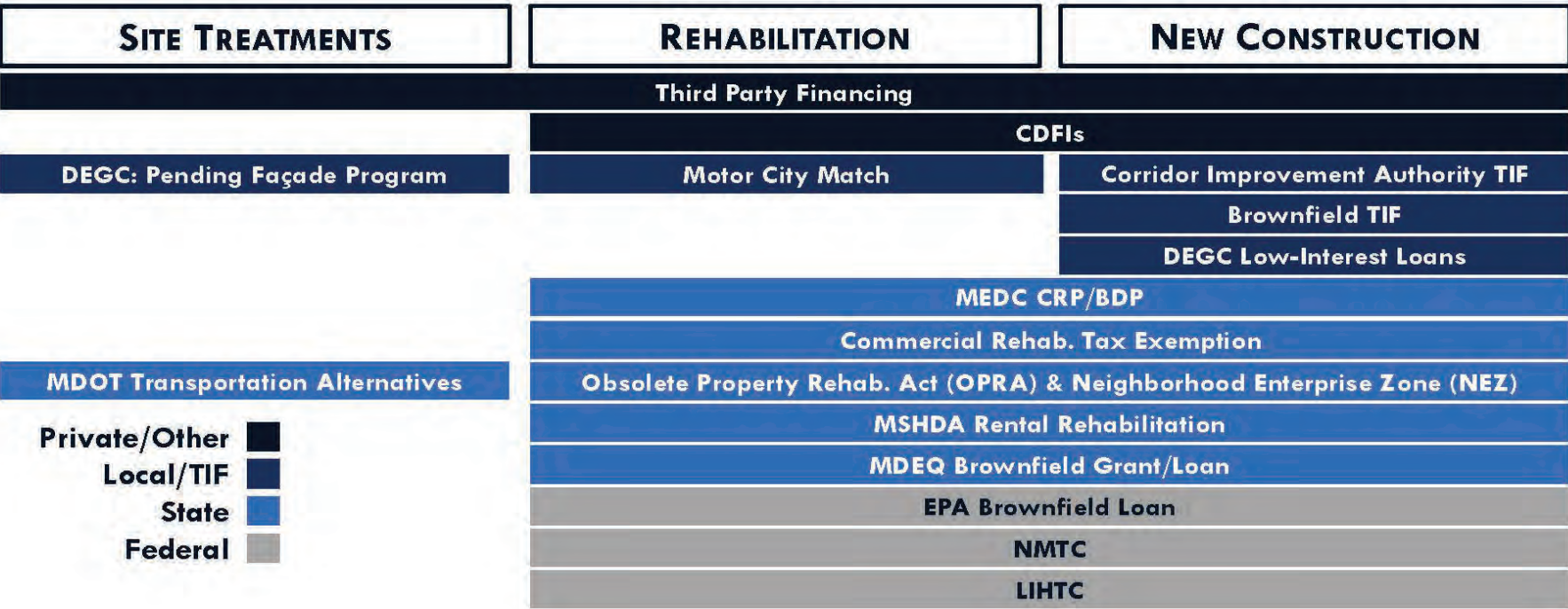
Phase by phase, subsidy for mixed-use development is the major driver of these costs, representing more than half of total subsidy need in every phase.

COSTS BY TYPOLOGY BY PHASE, GROWTH SCENARIO



Funding Strategy | Existing Tools

A number of currently existing tools could help to fill funding gaps for redevelopment actions. These tools are more or less relevant for specific types of interventions. More programs are currently set up to support new development and rehabilitation projects than site treatments.



Funding Strategy | Site Treatments

Site treatments consist of several types of interventions, including parking lot treatments, treatment of currently occupied auto-oriented sites, and façade treatments and blank wall treatments for currently occupied sites. While these improvements would support a longer term improvement in market conditions throughout the corridor, they are not directly associated with increased on-site rental revenues and therefore would not necessarily attract private investment dollars.

The public sector could support these interventions through direct financing with public or philanthropic sources. In particular, the

Detroit Economic Growth Corporation's pending façade treatment program could support a share of façade and blank wall interventions.

Additional incentives such as tax abatements or forgiveness of back taxes could be deployed in order to encourage owners of occupied spaces to self-fund a share of façade or blank wall treatment costs.

POTENTIAL SOURCES



\$4.4M

TOTAL FUNDING NEED, ALL PHASES
(Growth Scenario; \$4.4M* Baseline)

*Since rent levels do not impact the cost of site treatments, overall cost is the same in both the baseline and growth scenarios.

Funding Strategy | Rehabilitation

Unlike site treatments, the rehabilitation of vacant retail properties for new tenants will generate substantial new revenues for property owners and therefore should attract private investment. Under current market conditions, investor equity and debt should be able to cover a majority of rehabilitation costs for structures requiring major improvements, with a remaining subsidy requirement of under \$30 per gross square foot.

POTENTIAL SOURCES

Third Party Financing
CDFIs
Motor City Match
MEDC CRP/BDP
Commercial Rehab. Tax Exemption
Obsolete Property Rehab. Act (OPRA) & Neighborhood Enterprise Zone (NEZ)
MSHDA Rental Rehabilitation
MDEQ Brownfield Grant/Loan
EPA Brownfield Loan
NMTC
LIHTC

A 20% improvement in retail rents modeled for Phase II, or the deployment of standard incentives such as the Obsolete Property Rehabilitation Act/Neighborhood Enterprise Zone abatements, eliminates the feasibility gap for retail rehabilitation.

In addition to these tax abatements, a share of upfront costs could be covered by a range of entities, including philanthropic foundations, CDFIs, the City and DEGC, which currently supports rehabilitation projects via the Motor City Match program.

\$1.2M
TOTAL FUNDING NEED, ALL PHASES
(Growth Scenario; \$3.6M Baseline)

Funding Strategy | New Construction

New development should also attract substantial private investment. Under current market conditions, new retail infill development should require a subsidy per square foot that is similar to that of retail structures requiring major improvements (under \$30 per square foot), a requirement which is eliminated with either a moderate improvement in market conditions or deployment of standard incentives such as OPRA and NEZ.

POTENTIAL SOURCES

Third Party Financing
CDFIs
Corridor Improvement Authority TIF
Brownfield TIF
DEGC Low-Interest Loans
MEDC CRP/BDP
Commercial Rehab. Tax Exemption
Obsolete Property Rehab. Act (OPRA) & Neighborhood Enterprise Zone (NEZ)
MSHDA Rental Rehabilitation
MDEQ Brownfield Grant/Loan
EPA Brownfield Loan
NMTC
LIHTC

While mixed-use infill will require a substantially larger subsidy than retail interventions under current market conditions, near-term development could be catalytic.

Federal and state programs can provide substantial upfront funding support. Affordable residential components can obtain substantial funding from Low-Income Housing Tax Credits and other federal programs, while new retail development can obtain substantial funding from New Markets Tax Credits. State programs including CRP/BDP, and MEDQ and MSDHA grants could provide additional upfront funds.

Low-interest loans could come from DEGC, foundations and agencies such as MDEQ and the EPA, which provide low-interest funds for brownfield remediation and site preparation.

\$25.2M
TOTAL FUNDING NEED, ALL PHASES
(Growth Scenario; \$30.2M Baseline)

Funding Strategy | Recommendations

- **Site Treatment:**
 - Expand the pool of funds available for site treatments, potentially through broadening and expansion of DEGC's pending façade treatment program.
 - Prioritize site treatment funding in core areas first.
- **New Development and Rehabilitation:**
 - Identify property owners willing to partner or sell vacant building and sites within core areas.
 - Secure additional funding for Motor City Match and target funding to align with corridor redevelopment plan goals and phasing, starting with interior and exterior retail rehabilitation funding for currently vacant spaces in the McNichols Core and Avenue of Fashion.
 - Continue to partner closely with CDFIs to advance new development, leveraging available gap financing as well as federal LIHTC and NMTC programs to support new housing and retail along the corridor. Because market-rate and affordable rents are currently similar, affordable housing funding sources could be deployed without substantially impacting the neighborhood's income mix.
 - Continue to provide tax abatements and exemptions such as OPRA, NEZ, and the Commercial Rehabilitation Tax Exemption to encourage rehabilitation and development projects.

Next Steps | Phases 1 and 2

- **Geographic Prioritization:** Prioritize initial investments within the Avenue of Fashion and McNichols Core to leverage existing strengths, enhance perceptions, and add foot traffic.
- **\$1.1M for Site Treatments:** Initial site treatment investments, potentially funded via DEGC's pending façade treatment program, will enhance the pedestrian experience and public perceptions, and ultimately bolster redevelopment feasibility. Funding during this phase will support treatment of approximately 8 sites.
- **\$1.2M for Vacant Retail Rehabilitation:** Support for the rehabilitation of vacant retail structures will improve the corridor's aesthetics and help to attract a critical mass of customers to both existing and new retailers. Funding during this initial phase will support treatment of approximately 9 locations, and approximately 60,000 SF of retail. Motor City Match and tax abatement programs can help support project feasibility.
- **\$13.9M for Mixed-Use Development:** Partner with CDFIs to provide gap financing for the LivPur project (16180 Livernois) and B. Siegel Building (19031 Livernois) to generate excitement and new customers near existing retail cores, and limit CRP requirements.
- **Parking:** Address parking in the short term by using incentives to encourage shared parking on private lots and begin to identify key sites that could be acquired and/or managed as shared parking lots by the City.
- **Coordinate Outreach and Funding:** Provide focused capacity to advance property owner and tenant outreach, and streamline access to funding.
- **Update and Enforce Regulations:** Enforce existing Main Street Overlay and begin the process of updating regulations to reflect the long-term Livernois-McNichols redevelopment vision.
- **Public Realm:** Continue efforts to reinvest in Livernois and McNichols and fund streetscaping improvements that will beautify the corridor and help attract pedestrians.

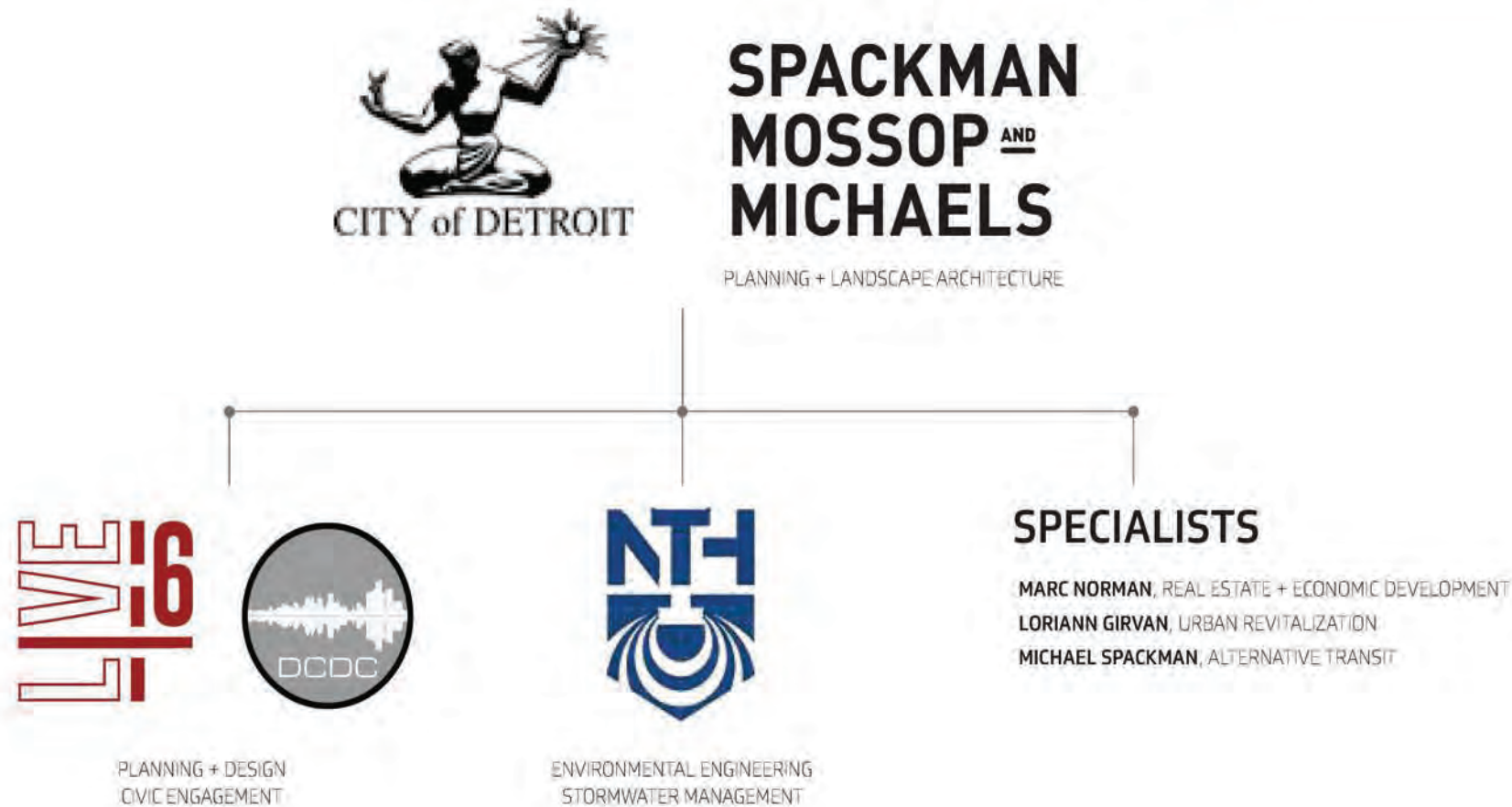
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Fitzgerald Neighborhood Revitalization Project

fitzgerald project area



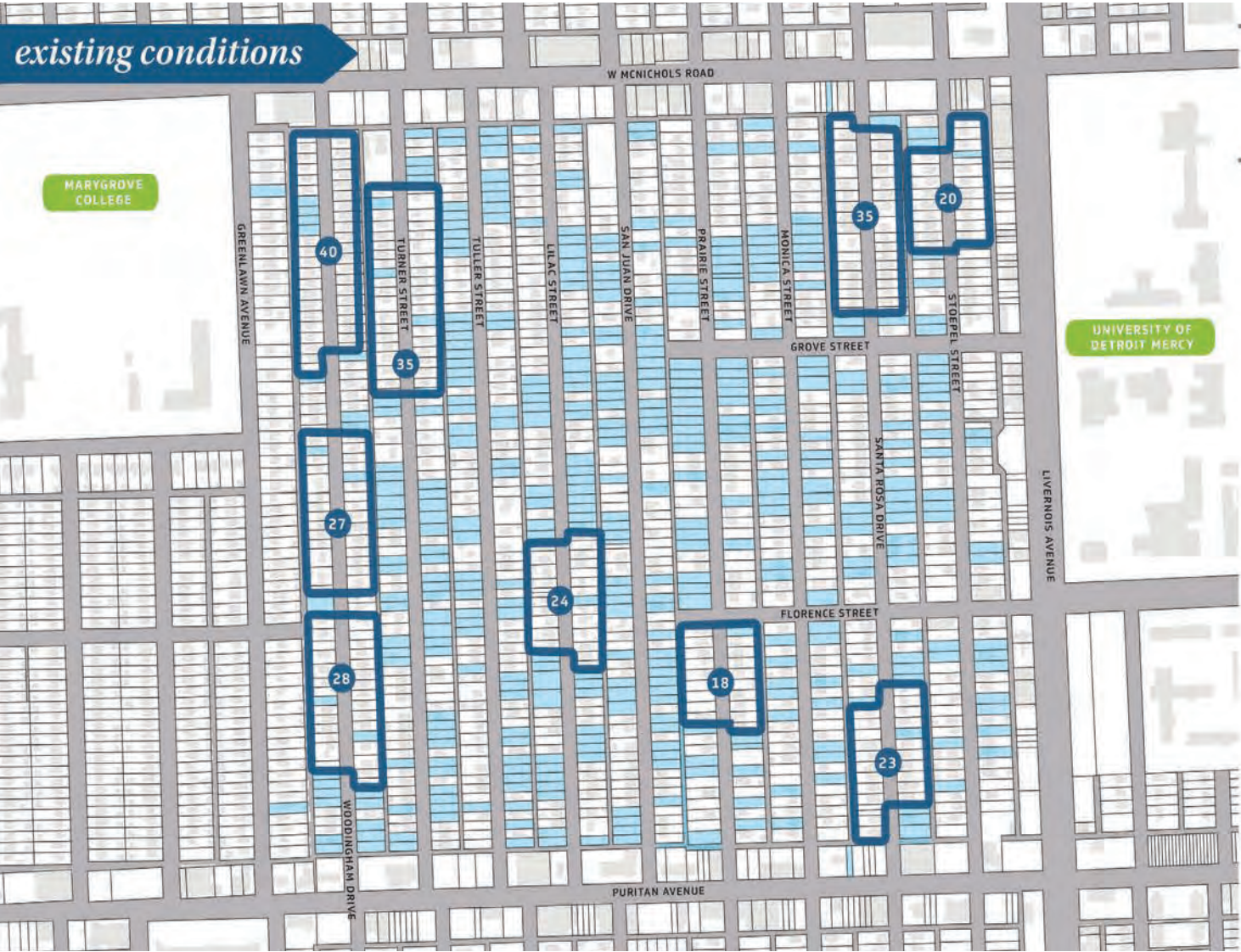
Our Team



- Vacant Lots**
- + Within the 1/4 square mile neighborhood, there are more than 100 vacant structures and 300 vacant parcels owned by the Detroit Land Bank Authority (DLBA).
 - + There are also many privately-owned vacant properties in and around the neighborhood.

LEGEND

- DLBA Vacant Properties
- Surrounding Vacant Properties



Clusters of Homes

- + Large clusters of vacant lots are mainly located in the center of the neighborhood, however intact clusters of occupied homes do exist.



Vacant Lot Sizes

- + In order to establish options for the vacant lots, they were first analyzed by size.

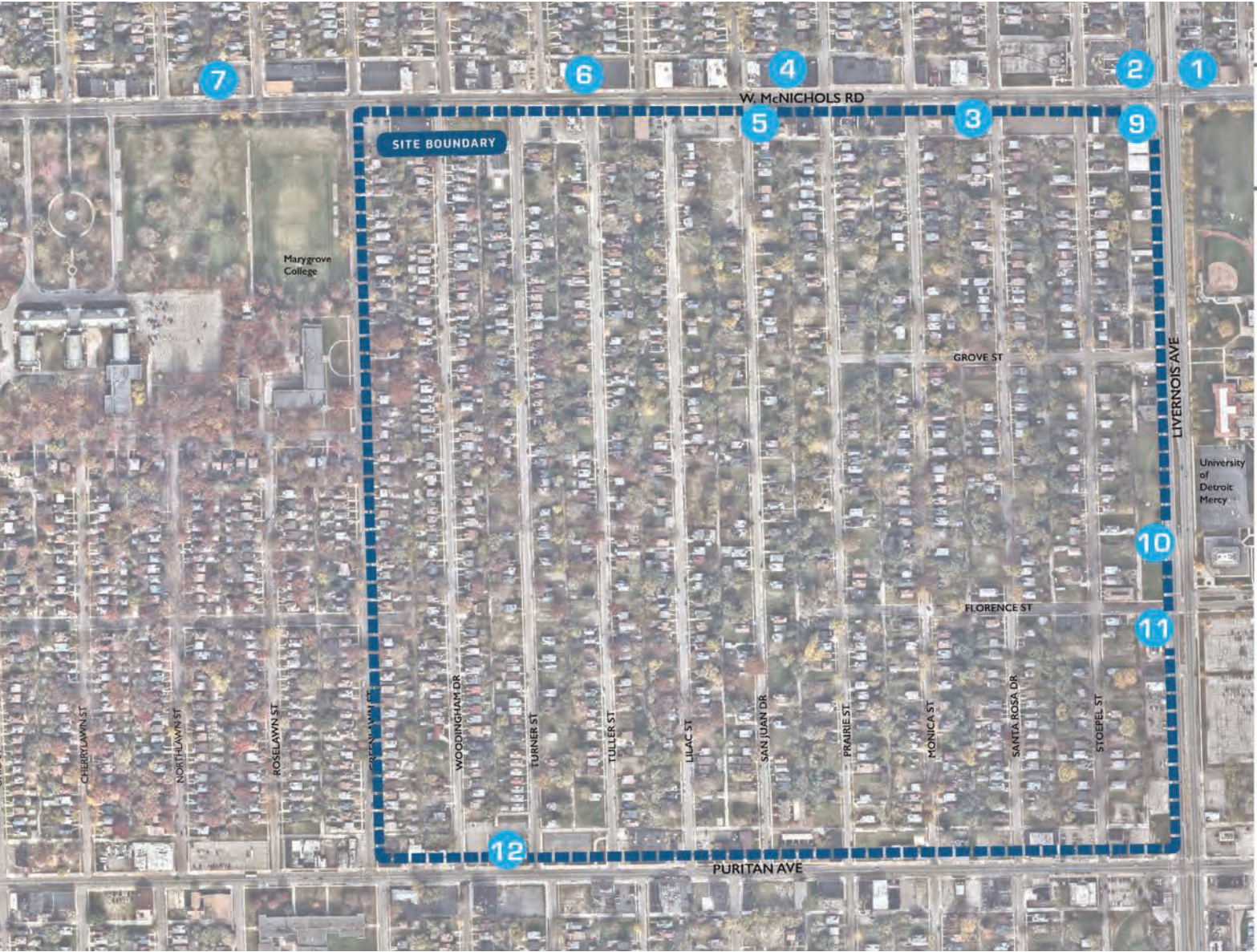


Vacant Lot Adjacencies

+ DLBA vacant lots were also categorized by their proximity to streets and occupied homes.

LEGEND

- Adjacent to Sidelot
- Between Homes
- Corner Lot



Key Destinations

- 1 Marathon Gas Station
- 2 McDonald's
- 3 Lucki's Cheesecake
- 4 Detroit Sip
- 5 Metro Detroit Barber College
- 6 McDougall Hardware Center
- 7 Lou's Deli
- 9 Nicky D's
- 10 Eric's I've Been Framed Shop
- 11 Burger King
- 12 Maggie Lee's Community Center



Connections and Gateways

- + The proposed greenway will not only connect Marygrove College and University of Detroit Mercy, but will also provide greater neighborhood-wide access to the community.
- + Signs will be placed at primary existing gateways and potential gateways to the neighborhood.



Proposed Greenway

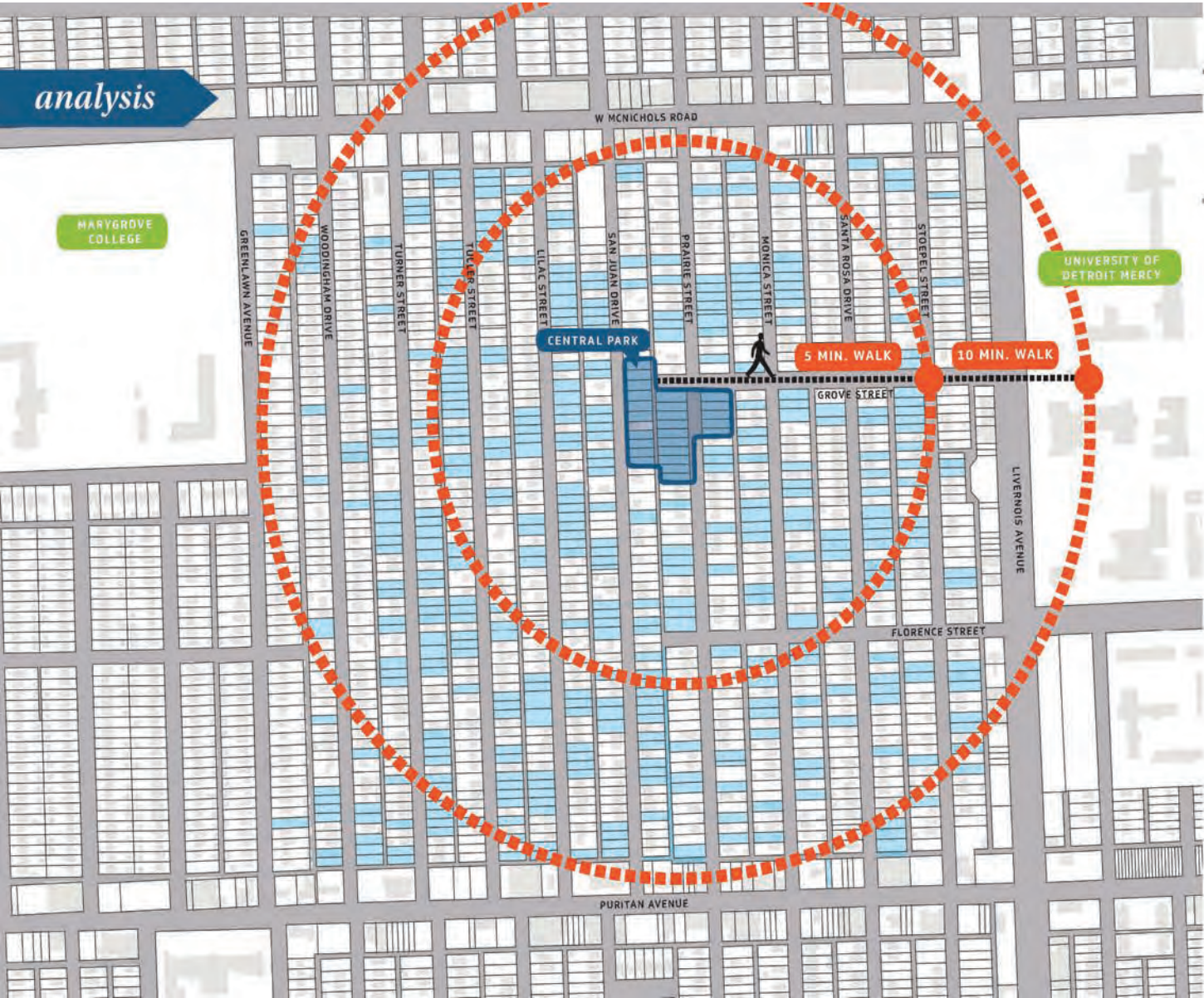
- + The proposed greenway will pass through groves of trees on formerly vacant lots.
- + A secondary path will also provide a connection between Livernois Ave and the Marygrove neighborhood.



Fitness Trail

+ A fitness trail will connect the greenway and secondary path, creating a loop for walkers, runners and bikers.





Central Park

- + The Central Park will have recreational fields and other larger spaces for youth to play games.
- + This will be the heart of the community and will be maintained by the Parks Department.

elements central park





Neighborhood Hubs

- + There are seven neighborhood hubs planned throughout the community, which are places for people to gather, picnic, host events play games and more.
- + Locations are based on existing activities and availability.

elements neighborhood hubs



elements playgrounds



elements gateways + structures



Landscape Strategy

- + The types of landscapes proposed will beautify the vacant lots in the neighborhood and are cost effective, hearty and low maintenance to ensure long term vitality.
- + This provides a vision framework for future development that also accomodates flexibility.

LEGEND

- Grove (Along Greenway)
- Crop (5-6 Lots)
- Orchard Typology (3-4 Lots)
- Meadow Typology (1-2 Lots)
- Special Use

option meadow







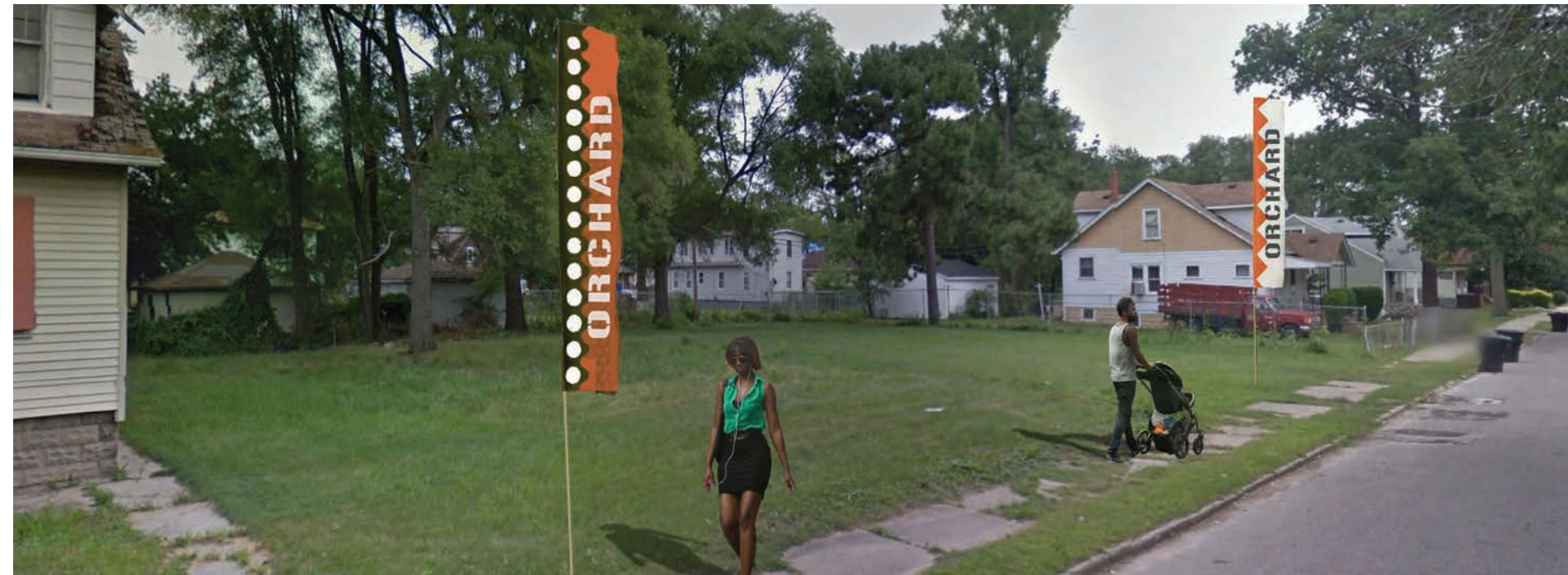


Landscape Strategy

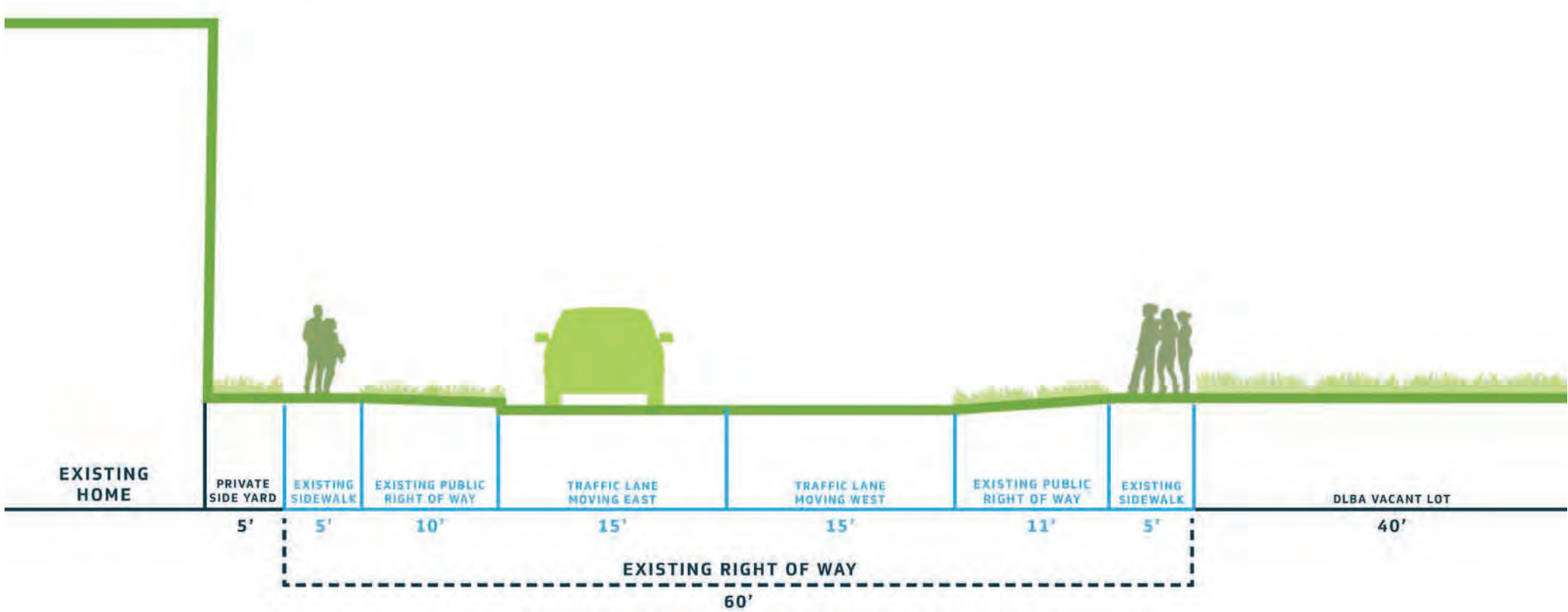
+ A primary and secondary greenway will cross the neighborhood, offering options for accessing different community landscapes.

LEGEND

- Grove (Along Greenway)
- Crop (5-6 Lots)
- Orchard Typology (3-4 Lots)
- Meadow Typology (1-2 Lot)
- Special Use

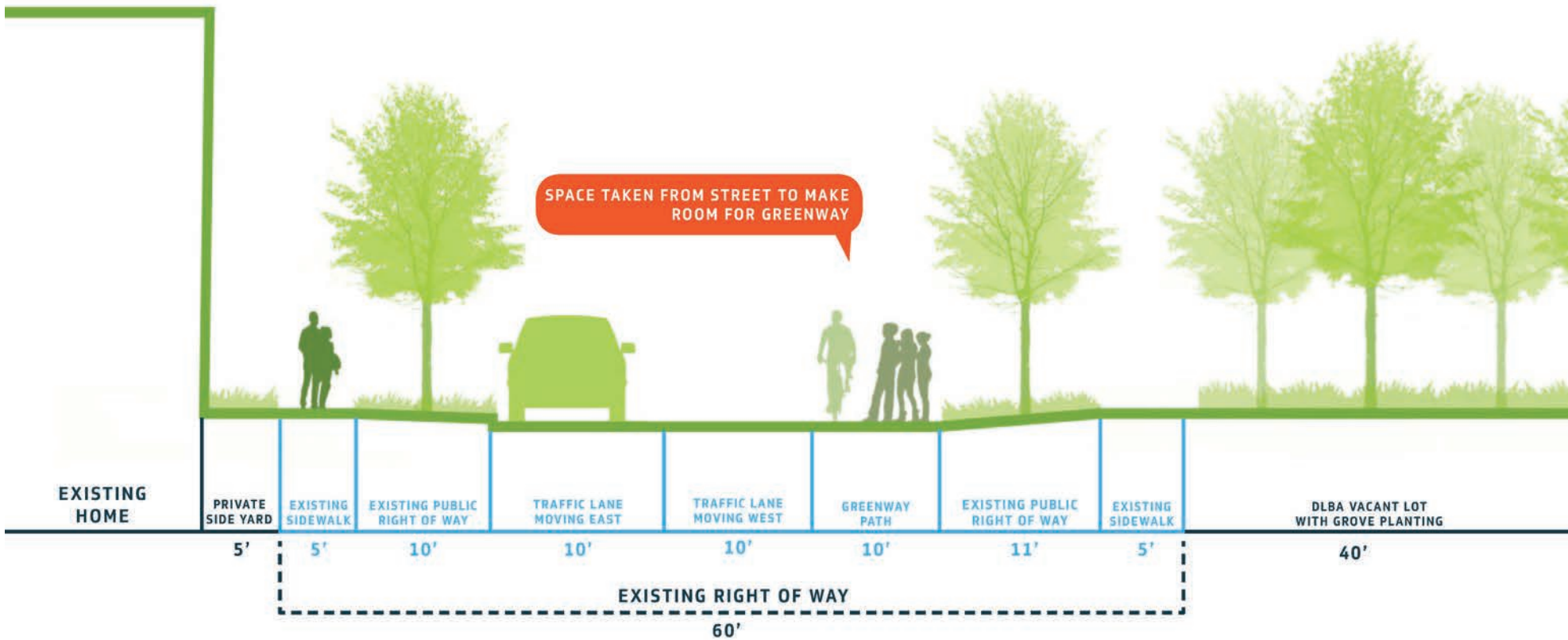


existing greenway section



GROVE STREET looking west

proposed greenway section

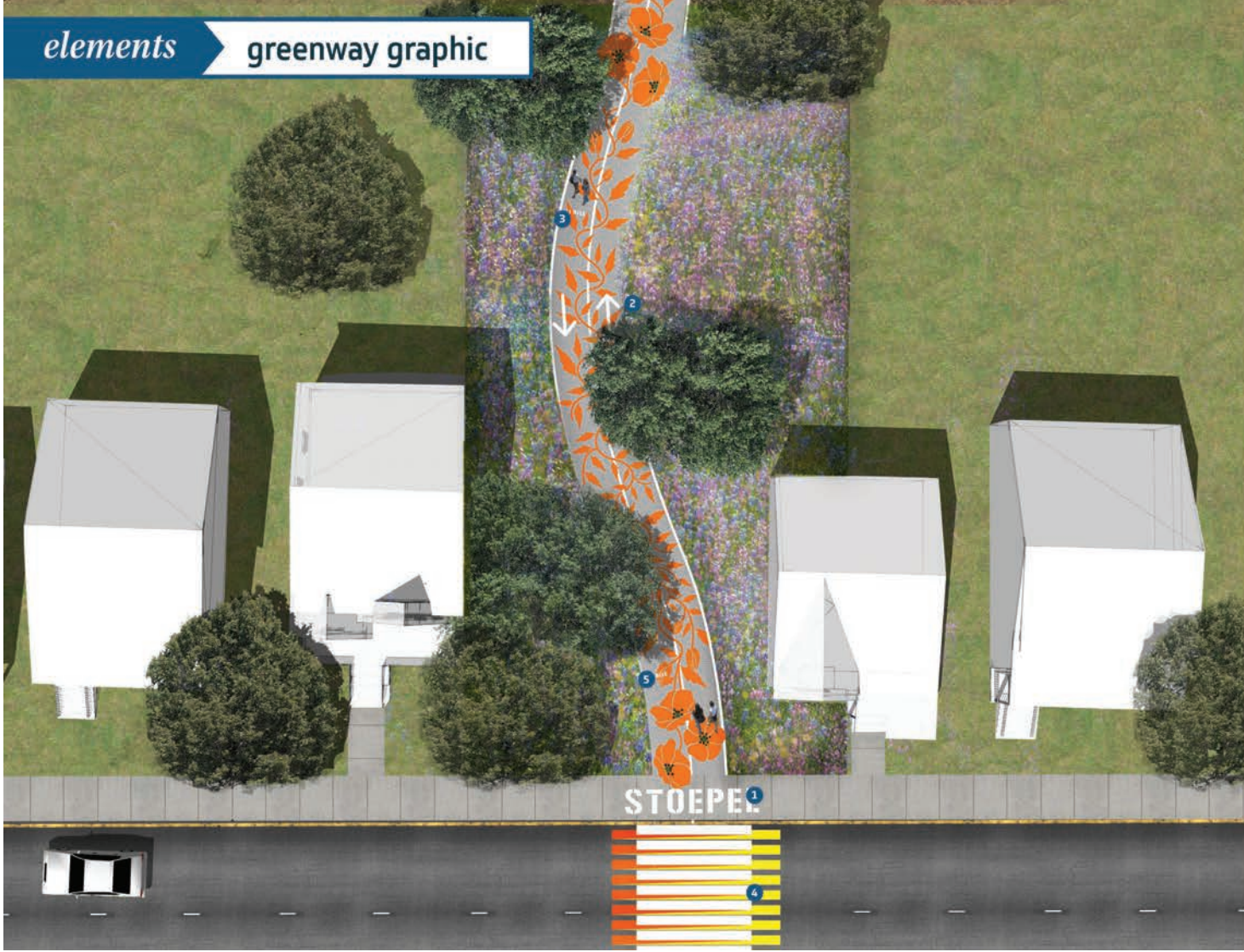


GROVE STREET looking west

elements greenway graphic



elements greenway graphic



Greenway Elements

- 1 Street Names
- 2 Directional Arrows
- 3 1/4-Mile Markers
- 4 Raised Crosswalk Calms Traffic
- 5 Flowers Indicate Points of Interest

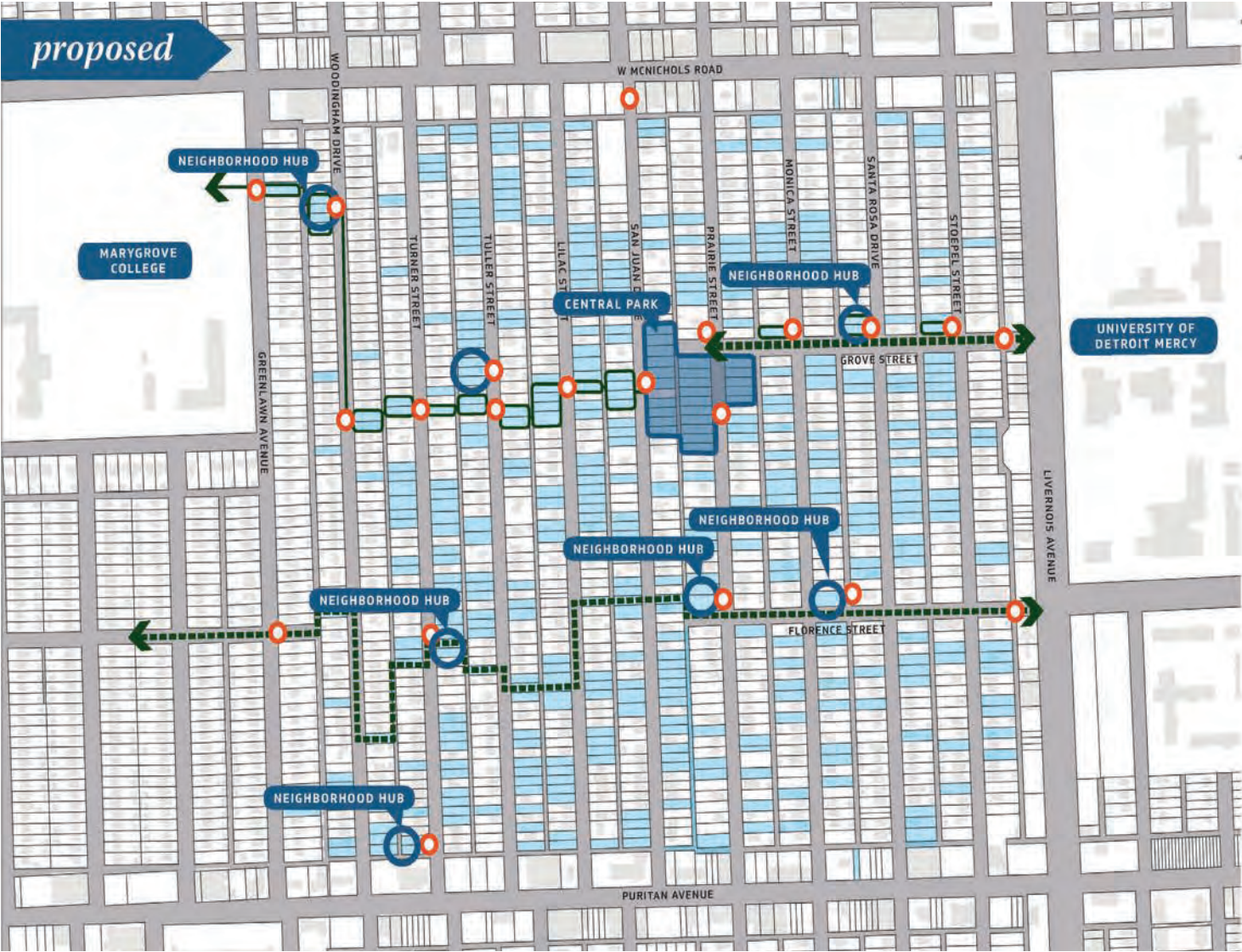
Greenway delineated by simple stenciled graphics using road marking paint

elements gateway markers



elements gateway markers





Gateway Marker Locations

+ Gateway markers will be placed strategically along the greenway and secondary path at entrances to the neighborhood and central park, as well as at neighborhood hubs.

LEGEND

○ Proposed Gateways
















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MAYOR MICHAEL DUGGAN

**PLANNING AND
DEVELOPMENT DEPARTMENT**
MAURICE COX, DIRECTOR

