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Detroit, Michigan
Reviving Livernois Avenue as a thriving urban main street
What is the Urban Land Institute?

Mission:
Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

30,000 members worldwide:
• Developers
• Investors, Bankers and Financiers
• Architects and Designers
• Public officials
• Academicians

ULI expertise:
• Research
• Education
• Best practice
• Advisory panels
• Ideas exchange
Mission:
To encourage and support excellence in land use decision making. By providing public officials with access to information, best practices, peer networks and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.

Daniel Rose
Daniel Rose Fellowship

• Four cities selected for yearlong program of professional development, leadership training, assistance with a local land use challenge

• Mayor selects 3 fellows and team coordinator

• 2010-2011 class: Charlotte, Detroit, Houston, Sacramento
City Study Visits

• Based on ULI Advisory Services Program
• Assembles experts to study land use challenge
• Provides city’s fellowship team with framework and ideas to start addressing their challenge
The Panel

• Co-Chair: Calvin Gladney, Development Strategist, Mosaic Urban Partners, LLC, Washington, DC
• Co-Chair: Mark Johnson, Urban Designer, Civitas, Denver, Colorado
• Debra Campbell, Director, Charlotte-Mecklenburg Planning Department, Charlotte, North Carolina (Rose Fellow)
• John Dangberg, Assistant City Manager, Sacramento, California (Rose Fellow)
• Charnelle Hicks, Urban Planner, CHPlanning Ltd., Philadelphia, Pennsylvania
• Jim Noteware, Director, Houston Housing and Community Development Department, Houston, Texas (Rose Fellow)
• Richard Ward, Vice President, Zimmer Real Estate Services, St. Louis, Missouri
How can the City of Detroit and area stakeholders return Livernois Avenue to a thriving urban main street?
Presentation Outline

1. Observations

2. Challenges & Opportunities

3. Principal Recommendations

4. Concluding Thoughts
A PLACE OF HISTORY AND LIFE
THE PANEL ARRIVES
TOURING
ALLEYS
BACKYARDS
NEIGHBORHOODS
LIVERNOIS at 8 MILE
9 MILE FERNDALE DOWNTOWN
9 MILE STREETSCAPE
PARKING BEHIND 9 MILE DOWNTOWN
PARKING BEHIND 9 MILE DOWNTOWN
MORE TOURING: MEXICANTOWN
MEXICANTOWN
STAKEHOLDER ENGAGEMENT
WE DELIBERATE
7Mile and Livernois

Narrow Commercial Corridor
Separated from Stable Residential Homes by an Alley

Very Shallow Commercial Lots

Some Homes Have been Removed Long Ago to Create Larger Sites
9 Mile, Ferndale
Shallow Lots
Narrow Street
Stable Residential
Alleys and Parking Lots
Parking

• Importance of Common Parking
  – Critical capacity for “main street” businesses
    • On-street parking insufficient to meet needs
  – Avoid or supplant business-specific parking
    • Increases business dependency and discourages multiple-destination trips
    • Inefficient, each use providing for its own peak needs
Parking, cont’d

• Key considerations
  – Limit, avoid parking lots that break street front
    – discourages pedestrian traffic
  – “Edge” locations are optimum, feeding multiple stores, businesses
  – Payment systems discourage patronage, pose nuisance and inconvenience
Parking, cont’d

• Recommendations for Target Areas
  – Assess potential future building uses and parking required
    • Retail shopping, dining, entertainment
    • Office uses
    • Residential
  – Assess options meeting future parking needs
    • On-street
    • Behind buildings, alley access
    • Between buildings, alley or frontage access
Parking, cont’d

- Recommendations for Target Areas [more]
  - Determine parking financing, supporting revenue
    - Fees
    - Meters
    - Improvement district tax
    - Merchant reimbursement
    - Specific Responsibilities
  - Secure site(s), design, finance and build common parking solutions
Parking, cont’d

• Case Studies – Learning from Others
  – Ferndale - Nine Mile Road
    • Alley access on north side
    • Service road on south side with parking beyond
  – Royal Oak - N. Main Street
    • City parking lots initially
    • Later, 2 parking garages
  – Delmar Loop - St. Louis, University City, MO
    • City surfaces lots initially, both metered and free
    • Later, infill parking garage w/ ground level retail
    • Later, large commercial lot behind store fronts
CHALLENGES & OPPORTUNITIES
OLD STANDBYS: at risk
NEW RETAIL: active but weak for pedestrians
BEAUTIFICATION:
ENTREPRENEURSHIP:
NEW BUSINESSES:
CLUSTERS OF BUSINESSES:
2 STORY BUILDINGS: precedent for upstairs living on the street
GOOD BUILDINGS: facades can be updated
OUTDATED SIGNS AND SECURITY:
TREES: hide signs, protect pedestrians
MEDIAN: positive and negative
MISSING TEETH: but potentially usable
POOR PEDESTRIAN SPACE: uncomfortable car/ped interface
BUS SERVICE AND STOPS: uncomfortable & unreliable & safe?
CAR DOMINANCE: no pedestrian comfort or safety
IFFY BUILDINGS: signs, scale, color all create discord
VACANT BUILDINGS: value and security
RECOMMENDATIONS
RECOMMENDATIONS

CREATE NODES
CHANGE BY DESIGN
MARKET & BRAND
BUILD CAPACITY
ACTIVATE GOVERNMENT
CREATE NODES
Physical Focus on Nodes

– Focus on smaller segments
– Coordinated Urban Design
– Concentrate Resources
CREATE NODES
Why Focus on Nodes?

• Build momentum
• Focus scarce resources
• Nodes are just one portion of strategy
• Node focus will improve entire corridor
Two Types of Node Selection Criteria

• Physical
• Stakeholder
Focus on Nodes

– Physical Selection Criteria
  • Activity on both sides of street
  • Maximum Quarter-mile in length
  • Parking Opportunity
  • Concentration of occupied storefronts
Focus on Nodes

– **Stakeholder** Selection Criteria
  
  • Majority of Merchants are stable and established
  • Reasonable Expectation of Property Owner or Merchant Financial Support of Initiative
  • Vacant Parcels Actively Managed/Marketed
Node Options for Consideration

1. 7 Mile at Livernois Avenue
2. Livernois between Cambridge and Outer Drive
3. 6 Mile at Livernois Avenue (As part of the University-Driven Strategy)
4. List is not Exhaustive
Key Elements of Urban Design

- Parking
- Streets
- Streetscape
- Buildings
- Public Safety
Primary Objectives of Urban Design

• Traffic Calming
• Increase Public Safety
• Create an Identity
• Beautification
• Connect Neighborhoods with Corridor
• Address Parking Challenge
Urban Design Recommendations

• Traffic Calming
  – Bulb-Outs
  – Bicycle Lanes
  – Widen Sidewalks
  – Street Humps
  – Adopt-a-Median

• Increase Public Safety
  – Improve Lighting
  – Security
  – Traffic Calming Measures

• Create an Identity
  – Signage
  – Street Furniture
  – Branding
Urban Design Recommendations

• Connect Neighborhoods with Corridor
  – Neighborhood Directional Signage

• Beautification
  – Façade Improvements
  – Streetscape Improvements

• Address Parking Challenge
TELEPHONE SERVICE
Corridor needs new identity

- History of Avenue of Fashion will not carry the future
- A new identity is needed to create the future
- The identity must be for the district, not just the street
- Many elements of the corridor should support the brand
  - urban design
  - facades
  - signs
  - landscape
  - management
  - communications
Build Livernois District: Appropriate Partners

- Merchants
- Property Owners
- Residents
- Universities
- City Government
- Existing Organizations (Public & Private)
Build Livernois District: Leadership & Capacity

• A Successful District Needs
  – Indigenous Leadership Provide Services to Local Businesses
  – Mechanism for Raising Financing
  – Catalyst for Collaboration
  – Identity for “Branding” the District
  – Linkage to City Service Delivery
Build Livernois District: Leadership & Capacity

• Specific Responsibilities
  – Public Safety & Maintenance
  – Economic & Business Development
  – Marketing & Communications
  – Capital Projects and Planning
  – Construction
Build Livernois District: Leadership & Capacity

• Important Conditions
  – Build on University Presence
  – Corridor-Wide Enterprise Zone
  – Incorporate Multi-Family Housing

• Next Steps to Launch New Organization
Activate Government

- City Support: Staff and Resources
- Culture Shift: Facilitator versus Regulator
- One Stop Shop/Small Project Expeditor
- Economic Development Incentives
CONCLUSION

Great Assets & Opportunities

Real Challenges

Community Driven
Explore the 5 Recommendations

CREATE NODES

CHANGE BY DESIGN

MARKET & BRAND

BUILD CAPACITY

ACTIVATE GOVERNMENT

The Stability of the Corridor and Neighborhoods are Interrelated

CONCLUSION
Fellows Homework Assignment

Lead Selection of Physical Nodes Based on Criteria

Support Creation of a District Coalition

Facilitate Learning Between Coalition and Successful CDC’s
Thanks to the following people for taking the time to discuss their perspectives with the panel: