

Repositioning Suburban Corridors: From Soulless Strips to Something Better

The Livernois Corridor
Detroit, MI

The Livernois Corridor: History

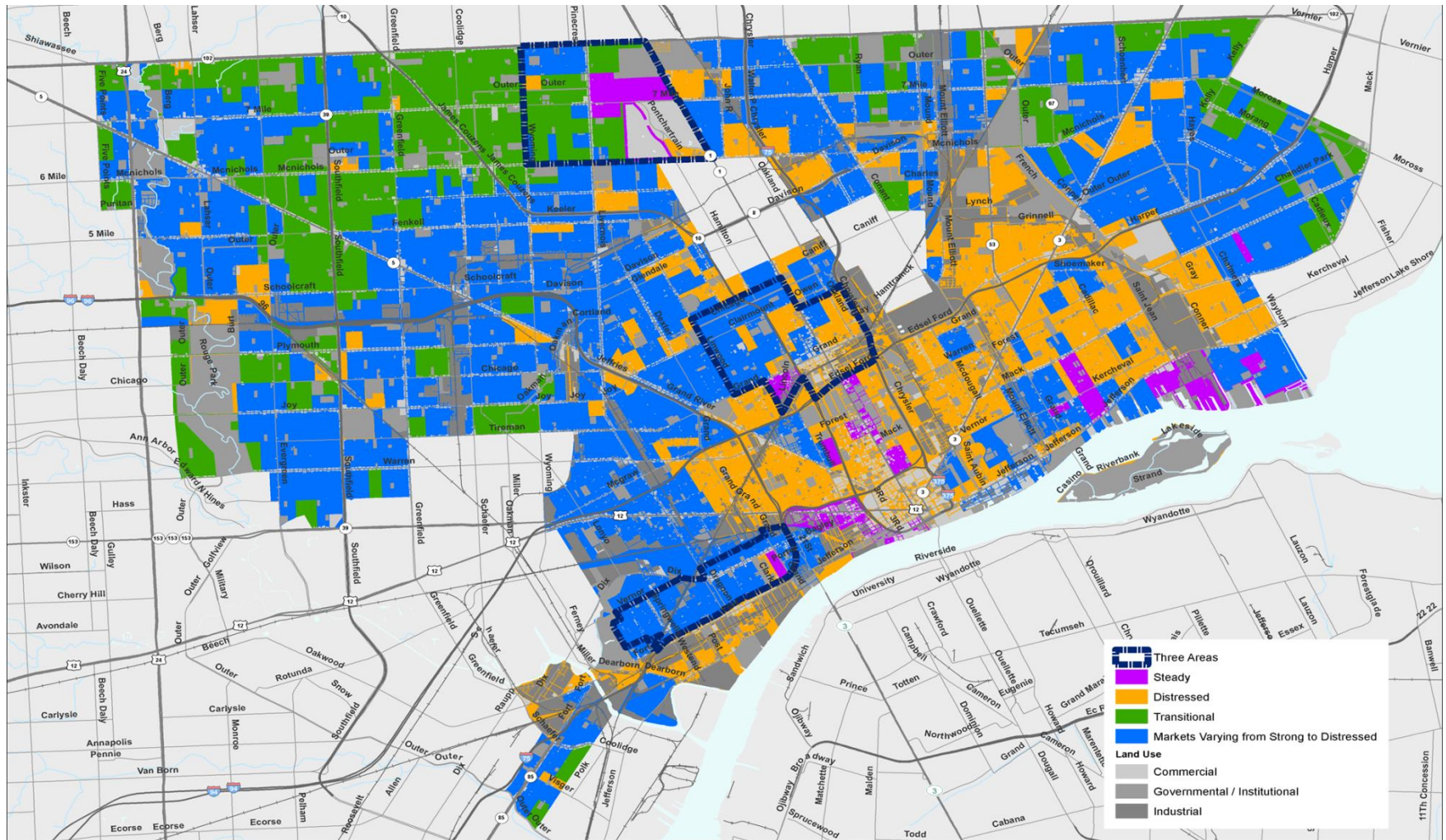
- Affectionately referred to as “The Avenue of Fashion,” Livernois was a regional destination for luxury shopping
- Shops like B. Siegel Co., Woolworths, and Grinnell, the famed piano, were trend setters in the local retail industry & widely respected for the highest levels of quality & customer service.

The Livernois Corridor: History

- Livernois has a rich musical legacy defined by American jazz. Baker's Keyboard Lounge, America's oldest operating jazz club, continues to anchor the Avenue since 1933.



The Livernois Corridor: Context

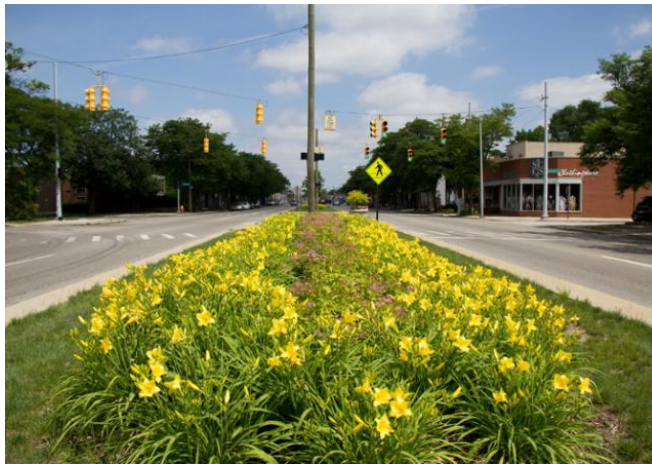


The Livernois Corridor: Context



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The Livernois Corridor: Progress

- While Livernois did not suffer as much decline as other neighborhood commercial districts, vacancy, deterioration & inadequate retail mix were notable challenges
- While investments were ongoing, they did not yield the necessary transformation to attract nearby residents or to create the regional, destination place for retail/restaurants as desired

The Livernois Corridor: Progress

- In 2010, the City was asked to identify a land use challenge for the ULI Rose Center Fellowship Program
- Revitalization of The Livernois Corridor was submitted and a year of study, engagement and learning began!
- As a result of the study, attention, passion and momentum were generated for the corridor among a wide array of stakeholders.

The Livernois Corridor: Action

- The Livernois Working Group convened as a result of the ULI Study and became the main entity for collective action
- Working group includes: Public sector, anchor institutions, business owners, community organizations, residents, realtors and property owners
- Established a collective vision and began taking steps to implement recommendations & otherwise take action to transform the corridor



ART + RETAIL ON THE AVE

Four Months. Two Blocks. Ten Vacant Storefronts. 31 Projects

Accomplishments

- 5 future permanent businesses
- 8 art installations
- 8 pop-up businesses
- 10 art based events

Funded by

- ArtPlace America
- MEDC
- Knight Foundation

The Livernois Corridor: New Narrative

- **Tom Walsh: Livernois retail event hopes to ignite neighborhood revival**
- **Livernois Avenue of Fashion is on its way to be a hot spot ... again**
- **Retail/Art Infusion Wakes up Detroit's Avenue of Fashion**
- **Bravo Graphix now open on the Avenue of Fashion**



The Livernois Corridor: Transformation

From vacant space



To new coffee/dessert shop



The Livernois Corridor: Transformation

From blank wall



To historic/artistic tribute



The Livernois Corridor: Next Steps

- **Implementation of \$1.7 million streetscape improvement project**
- **Continued funding for façade improvements along the corridor**
- **Continue to eliminate barriers for entrepreneurs/artists & support creativity/innovation**
- **Continue to track progress & sustain momentum!**

The Livernois Corridor: Stay tuned!



Thank you!

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