ABOUT ULI:

- The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

- ULI is a membership organization with nearly 40,000 members, worldwide representing the spectrum of real estate development, land use planning and financial disciplines, working in private enterprise and public service.

- What the Urban Land Institute does:
  - Conducts Research
  - Provides a forum for sharing of best practices
  - Writes, edits and publishes books and magazines
  - Organizes and conducts meetings
  - Directs outreach programs
  - Conduct Advisory Services Panels
  - Advisory Workshops
ABOUT ULI:

- Since 1947
- 15 - 20 panels a year on a variety of land use subjects
- Provides independent, objective candid advice on important land use and real estate issues
- Process
  - Review background materials
  - Receive a sponsor presentation & tour
  - Conduct stakeholder interviews
  - Consider data, frame issues and write recommendations
  - Make presentation
  - Produce a final report
## Participants

### Panelists:

- **Ralph Núñez**, PLA, CLARB, ASLA, GRP  
  Panel Chair  
  NÚÑEZDESIGN  
  Troy, MI

- **Diane Caslow**  
  MedStar Health  
  Columbia, MD

- **Antonio Fiol-Silva**, FAIA, LEED AP  
  BD+C, SITIO Architecture + Urbanism  
  Philadelphia, PA

- **Juanita Hardy**  
  Urban Land Institute  
  Washington, D.C.

- **Ben Stone**  
  Smart Growth America / Transportation For America  
  Detroit, MI

- **Sara Hammerschmidt**  
  Building Healthy Places Initiative  
  Washington, D.C.

### Design & Research:

- **Dana Rosenthal**, AIA  
  DRchitectureDesign  
  Detroit, MI

- **Brendan Cagney**  
  City of Detroit Planning Department/ NÚÑEZDESIGN  
  Detroit, MI.

- **Jason Núñez**  
  NÚÑEZDESIGN  
  Troy, MI

- **Urban Land Institute: Shannon Sclafani**  
  Director ULI Michigan  
  Detroit, MI

- **Trisha White**  
  ULI Michigan  
  Detroit, MI
Special Thanks to:

All Community Stakeholders Who Participated
Overview:

Henry Ford Health System is a key anchor institution in Detroit’s New Center area, and the South Campus expansion has been in the works for nearly a decade with the brand new cancer center well under way. As an ambassador for health and wellness in the community, HFHS has the opportunity to use the new South Campus developments as a place to connect to the local community in need and promote healthy places, an important focus for ULI. Given the different phases of development throughout the South Campus, our mission is to provide recommendations on how to best use the open space to create a place for the community to connect with HFHS and promote health and wellness in the community.
Deliverables:

1. Guidelines on best practices on how to integrate creative placemaking into temporary open spaces that will connect the community to active lifestyles, health and wellness throughout each phase of development and into the completed South Campus.

2. Specific recommendations on the open space surrounding the planned Lincoln Streetscape, the entrance from the residential neighborhood into the South Campus and along West Grand Boulevard.
Our Approach

Process:
Before – Briefing Book of existing plans, maps and material

Wednesday 8/23/17
✓ Team Meeting & Introduction, Schedule
✓ Site Visit
✓ Fact Finding & Interviews w/ Henry Ford Health Workers
✓ Fact Finding & Interviews w/ Community Members

Thursday 8/24/17
✓ Debriefing: Review Comments & Recommendations
✓ Workshop: Discussion & Brainstorming
✓ Develop Concepts & Gather Examples
✓ Complete Assignments, Materials and Graphics

Friday 8/25/17
✓ Complete Assignment and Presentation
✓ Present Findings and Presentation to Client
✓ Q&A Closing
The Site:

Creative Placemaking Advisory Workshop, Detroit, Michigan · 8/23/17 – 8/25/17
The Site:

Why We Are Here…
ULI, health and creative placemaking

Juanita Hardy
ULI, Health and Creative Placemaking

Urban Land Institute Mission: Providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Building Healthy Places: Leveraging the power of ULI’s global networks to shape projects and places in ways that improve the health of people and communities.

Creative Placemaking: Building strong, healthy cities by promoting the integration of arts & culture in community revitalization.
Combining Elements Of The Built Environment In A Compelling Way That Attracts People

Country Club Plaza, Kansas City, MO
Placemaking Efforts That Bring Art And Culture In Tandem With Good Design At Project Start...

Monroe Street Market Art Walk
Washington, DC
...And Revitalize Cities/Communities, Especially Around Commercial Corridors & Disinvested Areas.

Historic Mill Auditorium, Future Home of the Mill Hill Community Arts Center - Macon, GA
The Placemaking Dividend

Sulphur Springs, TX (Population 15,449)

People stay longer, come back more often and spend more money in places that attract their affection.
The Creative Placemaking Dividend
Stakeholder Benefits of Creative Placemaking

**Government**
- Gains in:
  - Tax revenues
  - Job growth
  - Public safety

**Community**
- Health outcomes
- Social cohesion
- Economic outcomes

**Developers + Partners**
- Increased market value
- Lower turnover rates
- Faster lease up
- Higher community buy-in
- Faster approval cycle
- Market Recognition
Ten BEST PRACTICES For Successful Creative Placemaking

- Begin with the end in mind
- Bring artists and the community upfront
- Mine local art and cultural assets
- Engage local artists
- Understand and articulate stakeholder benefits
- Form cross sector partnerships
- Identify critical skills to deliver
- Look for early wins
- Maintain a long view
- Explore creative financing

Urban Land Magazine article (March/April 2017): www.uli.org/creativeplacemaking
Key Early Steps Taken by Development Team

- Identified an art district at the southern tip of the site.
- Assembled a cross sector team: architects/designers, a PR firm, community engagement consultant, and 2 non-profit art organizations
- Collected Statements of Interest from 20 non-profit art organizations to occupy
- Created and implemented a comprehensive community engagement campaign resulting in early buy-in
- Awarded project in highly competitive procurement by the District of Columbia (2014)
Case Study:
Madison avenue @ Cleveland Street, Memphis, TN

Pop-up activation of a car dominated corridor to envision the possibilities of health promoting features, such as sidewalks, bike paths, food markets - that connect the neighborhood.
Key Steps taken TO DATE

- Goal: Pop up activation with hopes of long term implementation
- Partnership between ULI, City of Memphis, local arts organizations, local medical group collaborative and others
- Held visioning session with the community on July 10, 2017
- Held design workshop with core team facilitated by Better Block
- Activation date: October 13, 2017

Over 50 gathered at Community Meeting to provide input on block design features
A few Takeaways...

▪ Creative placemaking interventions helps to build healthy communities and enhance community cohesion.

▪ Employing best practices has shown to improve success.

▪ All stakeholders stand to benefit—community members (residents, businesses, institutions), government, developers, and other public and private partners.
WHAT WE HEARD....

Sara Hammerschmidt
What We Heard...

From Leadership

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What We Heard...

...From Staff
What We Heard...

...From Community

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What We Heard...

Leadership
- Wholistic
- Shift
- Active
- History
- Wellness

Community
- Parks
- Vacant
- Music
- Lotown
- Community center
- Trust
- Inviting
- Communication
- Temporary
- Residents
- Architecture
- Job training

Staff
- Diverse
- Recycling
- Retail
- Space
- Access

Neighborhood
- Art
- Public
- Open

Safety
- Walking
- Vibrant
- Health
- Retail
- Connectivity
- Community

Fact Finding
Scope & Site Analysis...

Antonio Fiol-Silva, FAIA, LEED AP
Long Term

DIAGRAM 1:
TRANSPORTATION LINES
EXISTING [CHAOTIC] CONDITIONS:
Long Term
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Plaza Programming

Recommendations for Creative Placemaking on West Grand Blvd.
Recommendations for Creative Placemaking on West Grand Blvd.

Long Term
Building Massing
Building Massing
Long Term

18TH STREET PROGRAMMING
ALTER THE 18TH STREET CROSSWALK TO ENHANCE THE ACCESS TO RETAIL FRONTAGES AND BUILDING ENTRANCES.

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Building Massing
Recommendations for Creative Placemaking on West Grand Blvd.

- MAKE PLACE FOR THE PLACE
- CONNECT, CONNECT, CONNECT...
Creative Placemaking Recommendations...

Juanita Hardy
Creative Placemaking Interventions
Short Term
Build temporary structure @ Lincoln – prototype for the future
Deliver community health programming (responding to Henry Ford Community Health Needs Assessment)
—Obesity, Mental Health / Substance Abuse & Infant Mortality
Provide Community Gathering Space (music, community meetings, etc.)
Build temporary structure @ Lincoln – prototype for the future
Deliver community health programming (responding to Henry Ford Community Health Needs Assessment)
Provide Community Gathering Space (music, community meetings, etc.)
Example of Temporary Structure

Recommendations for Creative Placemaking on West Grand Blvd.
Urban Gardens
Short Term

Establish “Motown Mile” along W. Grand Boulevard
• Between Woodward (Q line stop) and Motown Museum
Short Term

Establish “Motown Mile” along W. Grand Boulevard

• Encourages connections beyond the hospital site through walking/biking
• Partner with city and organizations along the Mile to:
  • Promote wayfinding to indicate distances to destinations
  • Install signs to educate on efforts by Motown Museum and Henry Ford
  • Work with local artists on installations along the Mile (big vinyl records)
  • Pair signs or art with call boxes to enhance safety
  • Improve infrastructure (sidewalks/bike lanes)
Short term – Hold a “Better Block” Day

- Goal: More Pedestrian Friendly Features
- Corridor focused
- Community-engaged design
Better block – activation example
Short Term

Banners to “Mark the Place”

- To bolster community pride and establish a sense of place
- Pair with improved/pedestrian scale lighting
- Work with community to design
- Banners could:
  - Promote activities of Henry Ford Health System
  - Highlight key points of interest in the surrounding neighborhood
Recommendations for Creative Placemaking on West Grand Blvd.

**SHORT TERM**
- Provide support for local parks
- Funding to maintain/enhance, address safety/security issues
Recommendations for Creative Placemaking on West Grand Blvd.

**Long Term**

- Implement a permanent structure based on lessons learned from temporary initiatives
- Track participation/collect feedback during prototype stage
- Establish permanent/electronic sign posts/call boxes
- Install mural/light feature on circular wall between street and parking
- Enhance bus stops
- Design/deliver on-going programming
Long Term
Mural/light feature @ circular parking wall
Long Term

Bus stops
Recommendations for Creative Placemaking on West Grand Blvd.

Long Term
Programming – music/festivals
Long Term
Youth Programs

Recommendations for Creative Placemaking on West Grand Blvd.
Long Term
Cooking classes
Long Term – A Healthy, Vibrant Community

Set the stage for private investments within walking distance to:
restaurants, gathering spots
small businesses: coffee shop, barber shop, grocery store, shopping, Pocket parks/green spaces
Community Engagement:

Ben Stone
On-Going Community Engagement:

**Define community**
Engage each community differently

**Define engagement**
Inform → Outreach → Engage

**Start small**
Build trust, solve a community need in a mutually beneficial manner

**Co-create an engagement framework**
Regular meetings, wide range of stakeholders, address and remedy issues of power
Community Workshops

Building on previous HFHS public outreach, three community workshops were held in 2012 to gain insight and ideas from a variety of stakeholders. Participants were notified of the workshops by email and post and included local residents, business owners, community leaders, political representatives, and others interested in the future of this neighborhood. The workshops, each with its own theme and agenda to facilitate discussion, were held at the Tabernacle Missionary Baptist Church.

WORKSHOP 1 (FEBRUARY 1):
PRIORITYZATION & VISUALIZATION

- Discussed assets, gaps, and opportunities.
- Reviewed past public meeting results and gained feedback.
- Presented best practices for similar communities and institutional development.
- Participants wrote on study area maps to share comments and suggestions: they wrote words and feelings to describe how they envision their neighborhood.

It was apparent from this session that basic community needs were not being met. The highest priorities were safety/security, jobs, education, and cleanliness.

While cultural amenities, recreation amenities, and diversity are also important to a vibrant neighborhood, these were among the lowest priorities at this time for the community.

The community identified major areas to address with insights and ideas for each area, as shown on the opposite page.
Precedent:
Central Baltimore Partnership & Homewood Community Partners Initiative

Partners:
- Universities (JHU, MICA, UB)
- Union Memorial Hospital
- Neighborhood Associations
- Developers
- City & State Agencies
- Business Associations

Priorities & Strategies
1. Public Safety And Quality Of Life
2. Housing Creation And Blight Removal
3. Education
4. Retail And Commercial Development
5. Hiring, Purchasing & Workforce Development

Recommendations for Creative Placemaking on West Grand Blvd.
Central Baltimore is rapidly changing and revitalizing, with dozens of major development and infrastructure projects underway, and hundreds of millions of dollars invested in recent, in-progress, and planned developments, from block-level to large-scale redevelopment projects.
Recommendations for Creative Placemaking on West Grand Blvd.

HCPI Shared Vision

- Institutions' & Businesses' Visions/Plans/Activities
- Community Issue Surveys
- Community Visions & Plans
- Community/Agency Programs & Activities

Assets, Challenges Existing Programs

Cross-Cutting

5 Engagement Areas

Goals
Strategies
Programs

JHU Role

Recommendations to JHU
JHU Decisions

Partner Roles

Recommendations to Partners
Partner Decisions

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Recommendations for Creative Placemaking on West Grand Blvd.
Recommendations for Creative Placemaking on West Grand Blvd.
Recommendations for Creative Placemaking on West Grand Blvd.
www.artplaceamerica.org

Recommendations for Creative Placemaking on West Grand Blvd.

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Henry Ford Health System Vision For Health:

Diane Caslow
Henry Ford Health System Vision For Health

**Mission**
To improve people's lives through excellence in the science and art of health care and healing.

**Vision**
Transforming lives and communities through health and wellness - one person at a time.

**Values**
Each Patient First
Respect for People
High Performance
Learning and Continuous Improvement
A Social Conscience

**Anchor Strategies - Neighborhood Revitalization**
$530 million campus expansion plan, goal is to leverage $1 billion in outside investment.
constructed transportation and façade improvements in neighborhood.
Acquire/rehabilitate properties with state’s Housing Development Authority.
First Phase of Development and Opportunity for Creative Placemaking

- Henry Ford Health System broke ground on the Brigitte Harris Cancer Pavilion in June, 2017. The pavilion is part of a 300-acre expansion and neighborhood redevelopment initiative that will include retail, housing, and other mixed uses.

- Identified an opportunity for creative placemaking to begin to draw the community-surrounding residents and businesses and system and hospital employees to connect and engage in the space during construction and beyond.
Recognizing what contributes to the health of a community and leveraging Henry Ford Hospital’s Community Needs Assessment Priorities and Implementation Strategies

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**Health Outcomes**
- Length of Life (50%)
- Quality of Life (50%)

**Health Factors**
- Health Behaviors (30%)
  - Tobacco Use
  - Diet & Exercise
  - Alcohol & Drug Use
  - Sexual Activity
- Clinical Care (20%)
  - Access to Care
  - Quality of Care
- Social & Economic Factors (40%)
  - Education
  - Employment
  - Income
  - Family & Social Support
  - Community Safety
- Physical Environment (10%)
  - Air & Water Quality
  - Housing & Transit

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Using creative placemaking to leverage the existing assets and illuminate new opportunities.

Applying creative placemaking, design principles and community engagement can be used to uncover unique ways to create a “new node” in the redevelopment of the Detroit of the future.

A place that connects with the surrounding community and where the community can connect to active lifestyles, health and wellness.

Leverage the existing and developing assets surrounding Henry Ford Hospital, with Motown Museum to the west and Henry Ford Health System corporate office/new Piston Training Facility and connect to the Theater District to the east.
Recommendations for Creative Placemaking on West Grand Blvd.

“Connect, Celebrate and Innovate New Strategies That Can Help Patients, Employees, and the People in Our Community”

Connecting science and art of health care and healing to transforming lives and communities through health and wellness - one person at a time.

**Physical Site**
Make place for the place, Blur the boundaries, Connect-connect-connect

**Creative Place-Making**
Temporary structure with community health programming – Healthy Lifestyle – physical, mental and healthy babies, and Community Gathering Space

**Permanent structure** based on lessons learned

**Community Engagement**
Inform → Outreach → Engage
THANK YOU!

Coming Together is a Beginning; Keeping Together is Progress; Working Together is Success.
-Henry Ford
Coming Together is a Beginning; Keeping Together is Progress; Working Together is Success.

-Henry Ford