

STRATEGY 2
HOUSING & REVITALIZATION:
OPPORTUNITY SITES &
DLBA HOMES EAST OF THE LODGE

MULTI-FAMILY HOUSING | OPPORTUNITY SITES

801 Virginia Park Ave.



30
DWELLING
UNITS

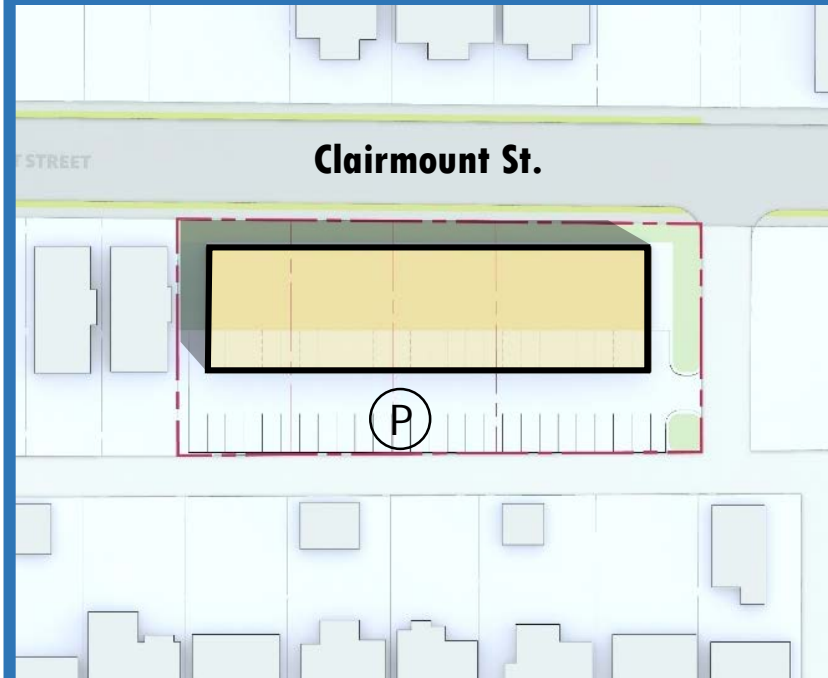
20%
AFFORDABLE

\$6.2M
TOTAL
DEVELOPMENT
COST

MARKETING ➔ **Q3, 2018**

[Former Hope Hospital Site]

61 - 97 Clairmount St.

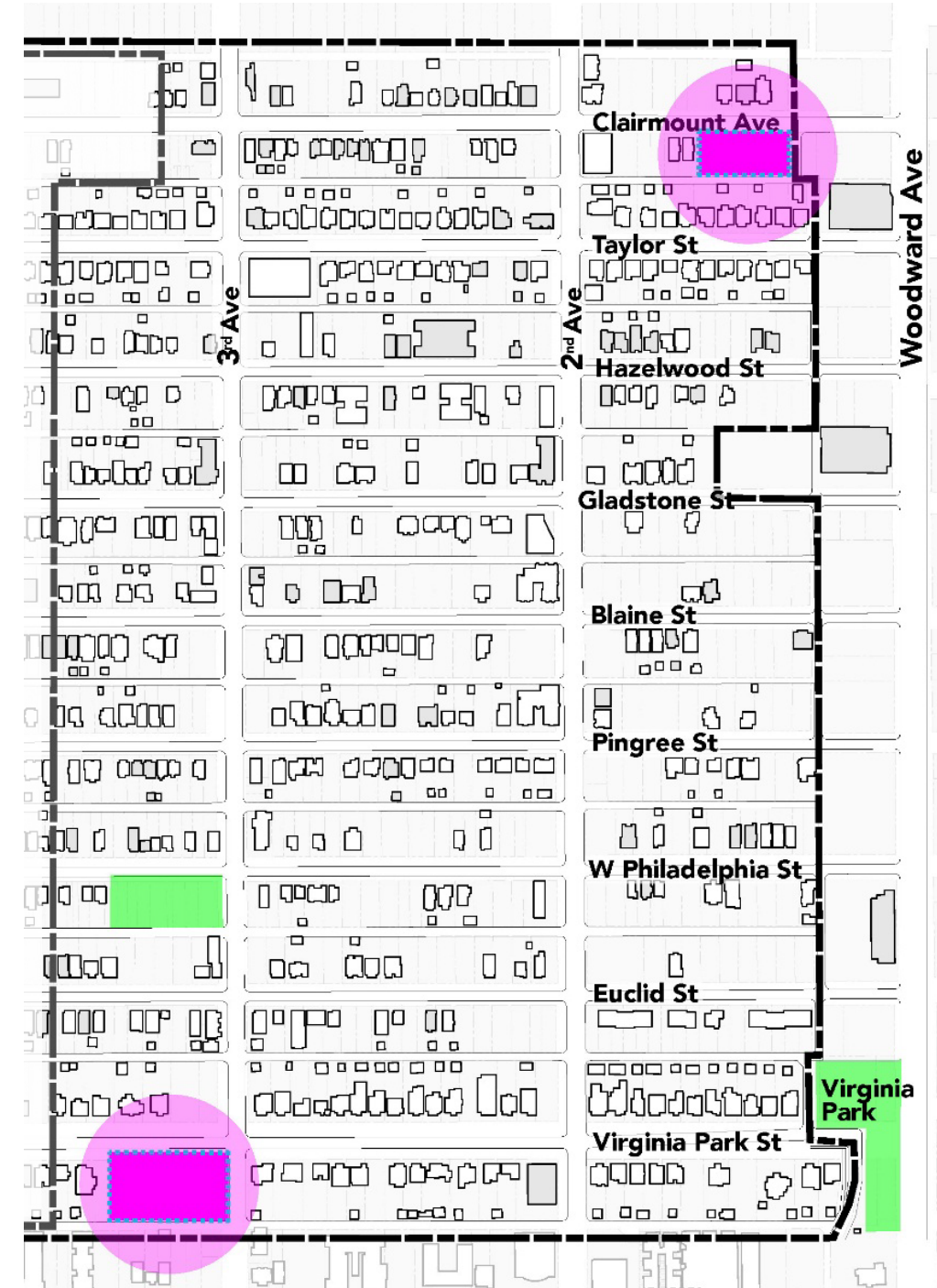


45
DWELLING
UNITS

20%
AFFORDABLE

\$8M
TOTAL
DEVELOPMENT
COST

MARKETING ➔ **Q3, 2018**



SINGLE FAMILY HOUSING | DLBA ACTIVITY

701 CLAIMMOUNT



AUCTION PIPELINE

714 BLAINE



RECENT SALE

634 GLADSTONE

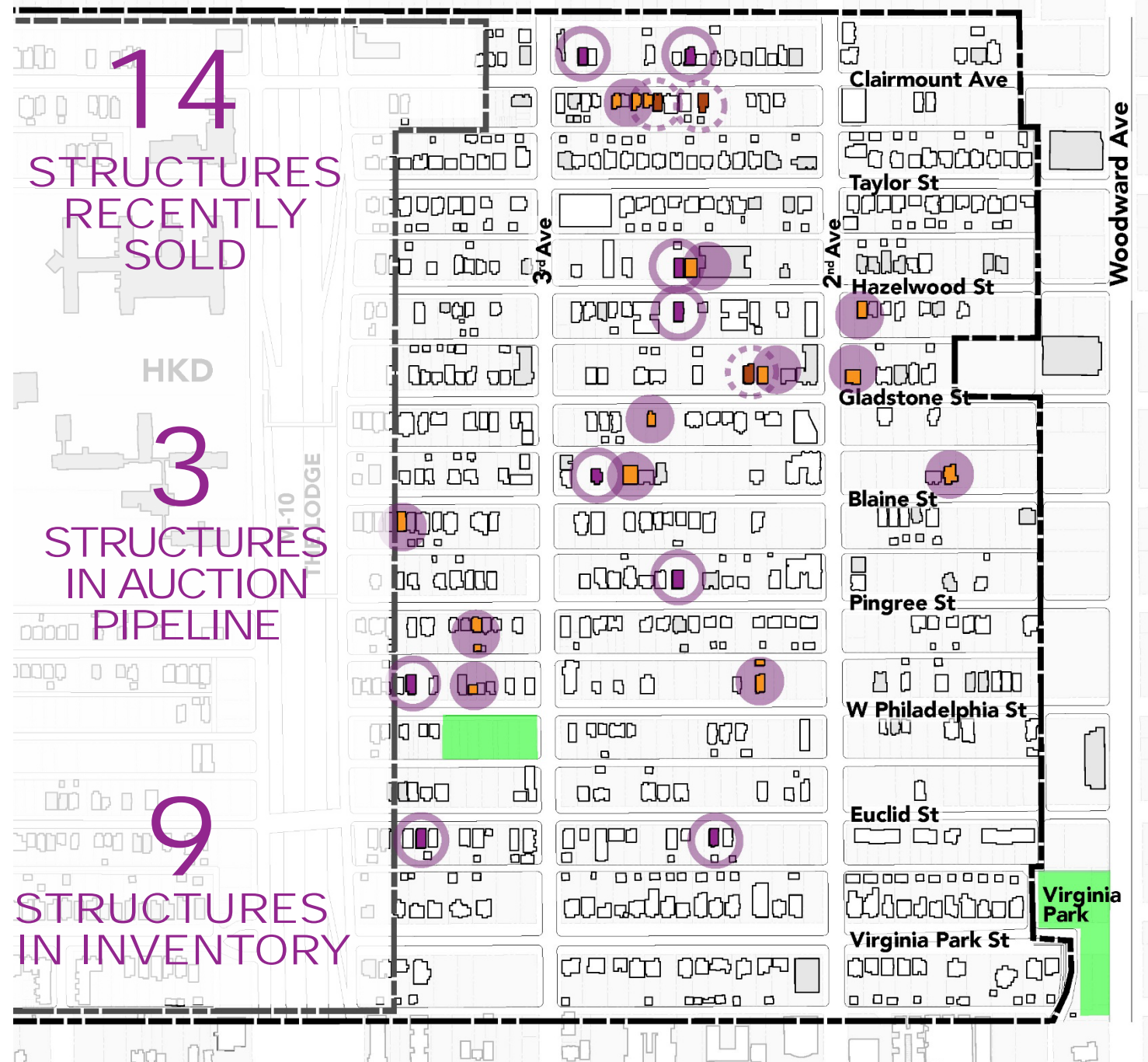


COMMUNITY PARTNER:
CENTRAL DETROIT CHRISTIAN

837 PINGREE



COMMUNITY PARTNER:
CENTRAL DETROIT CHRISTIAN



STRATEGY 3
NEIGHBORHOOD RETAIL:
DEGC &
VIRGINIA PARK PLAZA

RETAIL | DEGC RETAIL ECONOMICS STUDY



RPC COMMUNITY SURVEY- UNMET RETAIL DEMANDS:



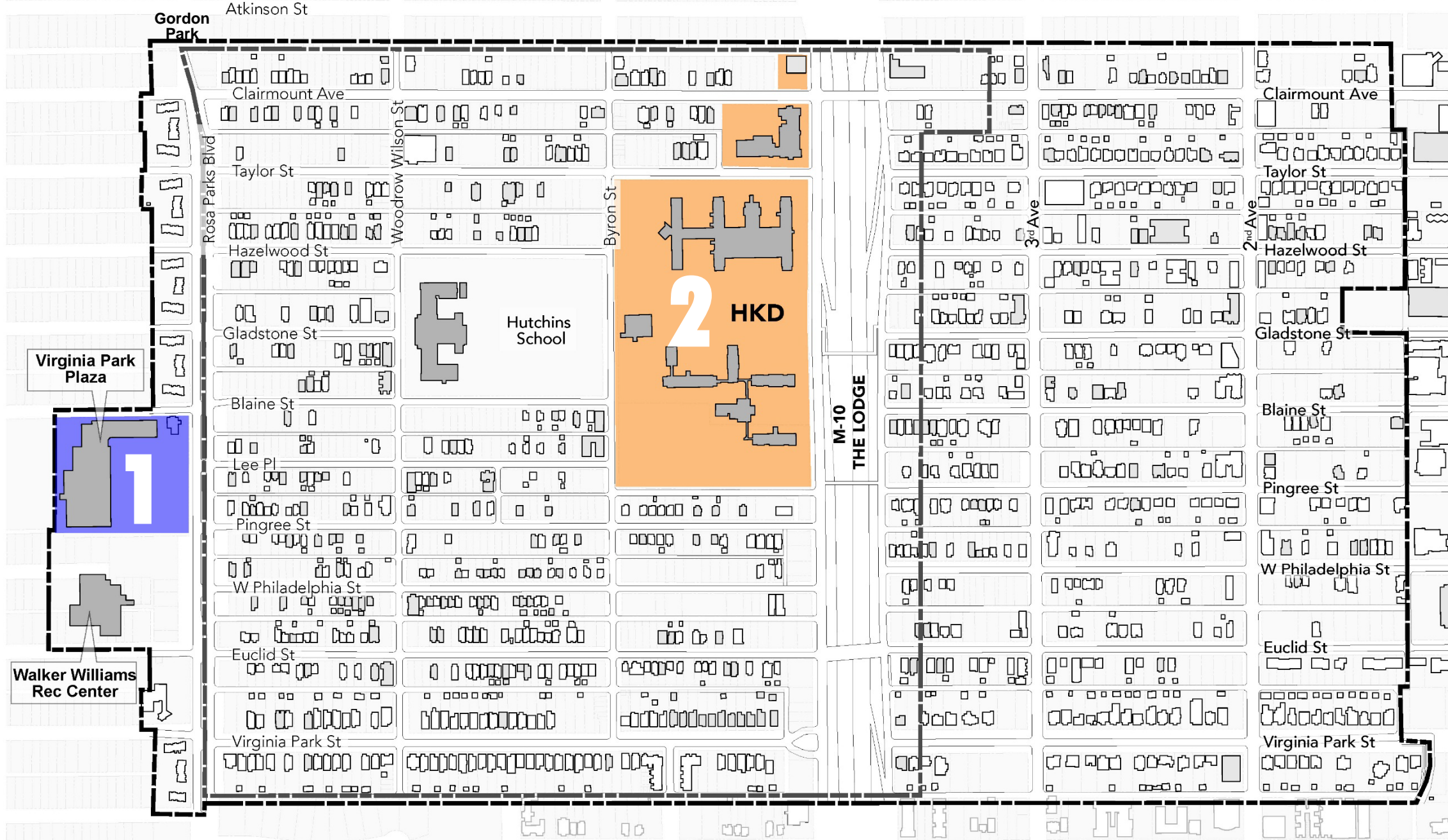
**GOODS & SERVICES:
55,070 SF UNMET DEMAND**



**FOOD & BEVERAGE:
16,374 SF UNMET DEMAND**

**TOTAL UNMET RETAIL DEMAND FOR G&S +
F&B: 71,444 SF**

RETAIL STRATEGIES | TARGETED AREAS

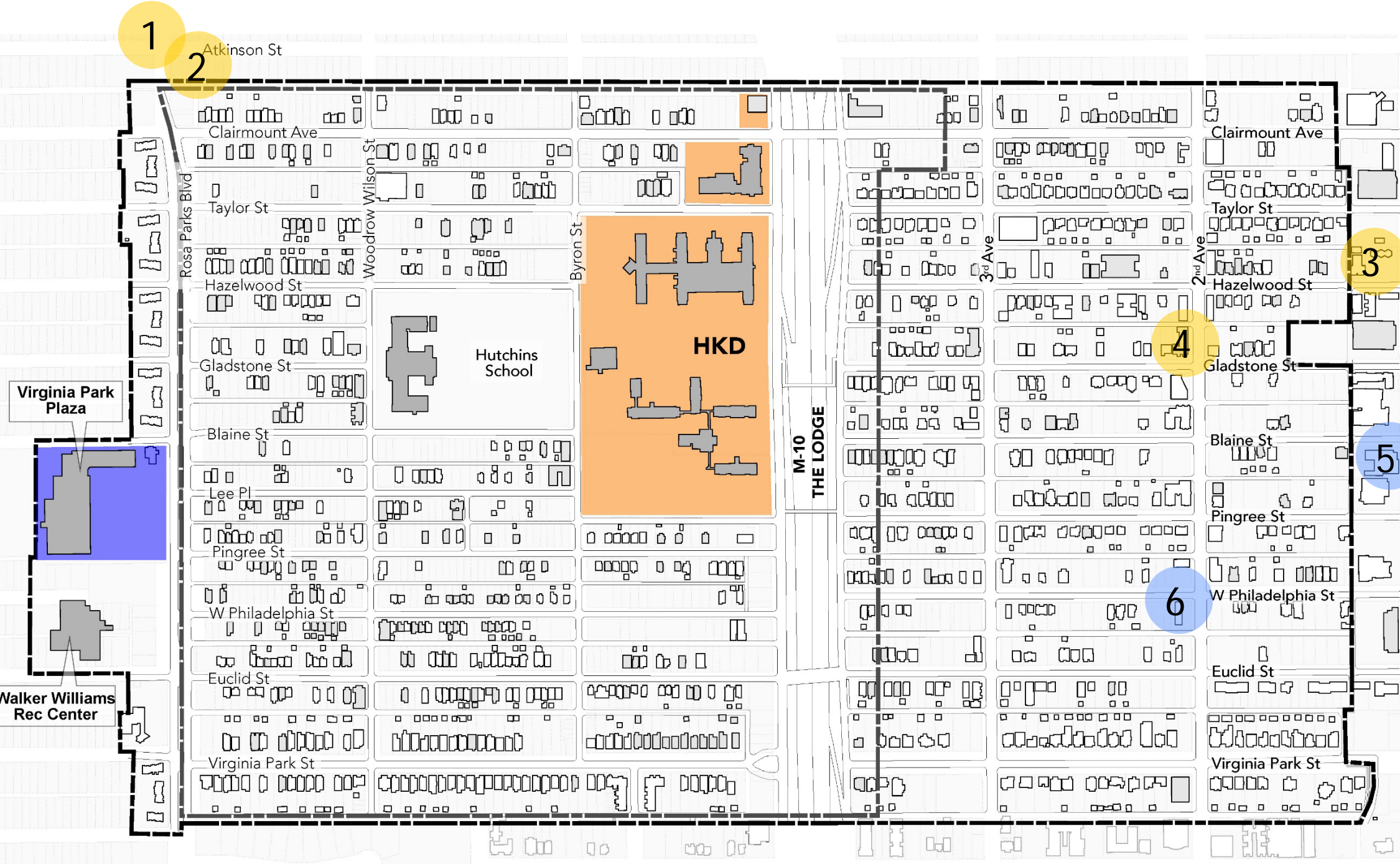


1
PRIMARY
NEIGHBORHOOD
RETAIL

2
DESTINATION
RETAIL &
COMMERCIAL

Woodward Ave. Commercial Corridor

RETAIL STRATEGIES | DEGC PROGRAMS



MOTOR CITY MATCH PROJECTS:

- 1. THE CONGREGATION/ ST. JAMES
- 2. KARASI DEVELOPMENT
- 3. DETROIT SEAFOOD PARTNERS
- 4. 600 GLADSTONE MIXED-USE

MOTOR CITY Re-STORE PROJECTS:

- 5. CELEBRITY CAR WASH
- 6. CORBE

VIRGINIA PARK PLAZA

HOW THE DEGC HELPS PROPERTY OWNERS FILL VACANT RETAIL SPACE :

- PROVIDE PRE-DEVELOPMENT RESOURCES
- FILL VACANT RETAIL SPACES WITHIN THE PLAZA
- PROVIDE SMALL BUSINESS TECHNICAL ASSISTANCE
- SUPPORT WITH GRANT FUNDING FOR BUILDING IMPROVEMENTS
- SUPPORT WITH ALTERNATIVE FUNDING SOURCES AND OPTIONS



MOTORCITYMATCH
DETROIT'S BUSINESS CHALLENGE



DEGC RETAIL
PROGRAMS



MARKETING
MATERIAL
& CUT SHEETS

STRATEGY 4
PUBLIC SPACE & PARKS:
GORDON PARK,
PHILADELPHIA PARK,
& MLK PLAZA

PARKS: ENRICHING NEIGHBORHOOD PUBLIC SPACE



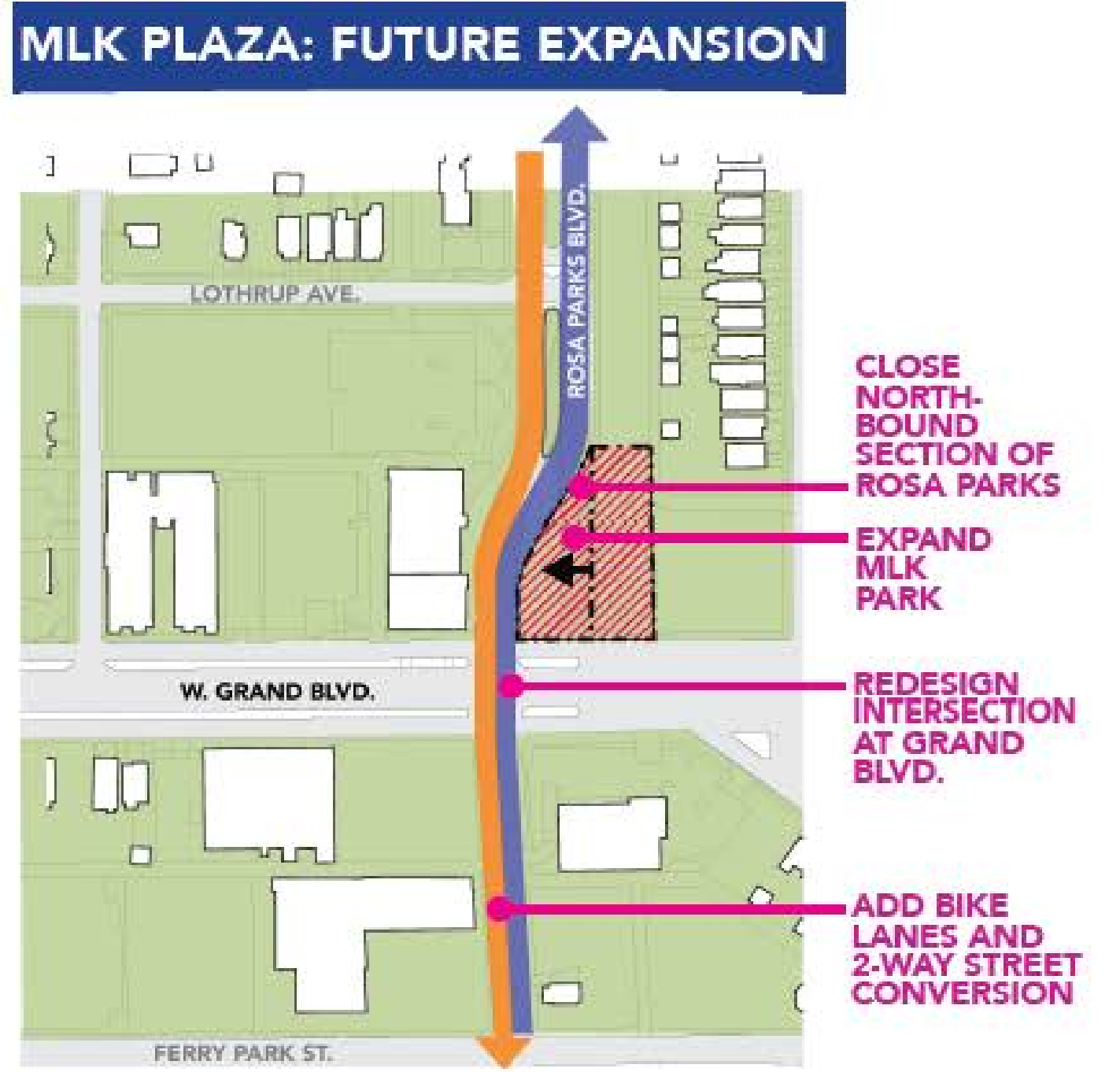
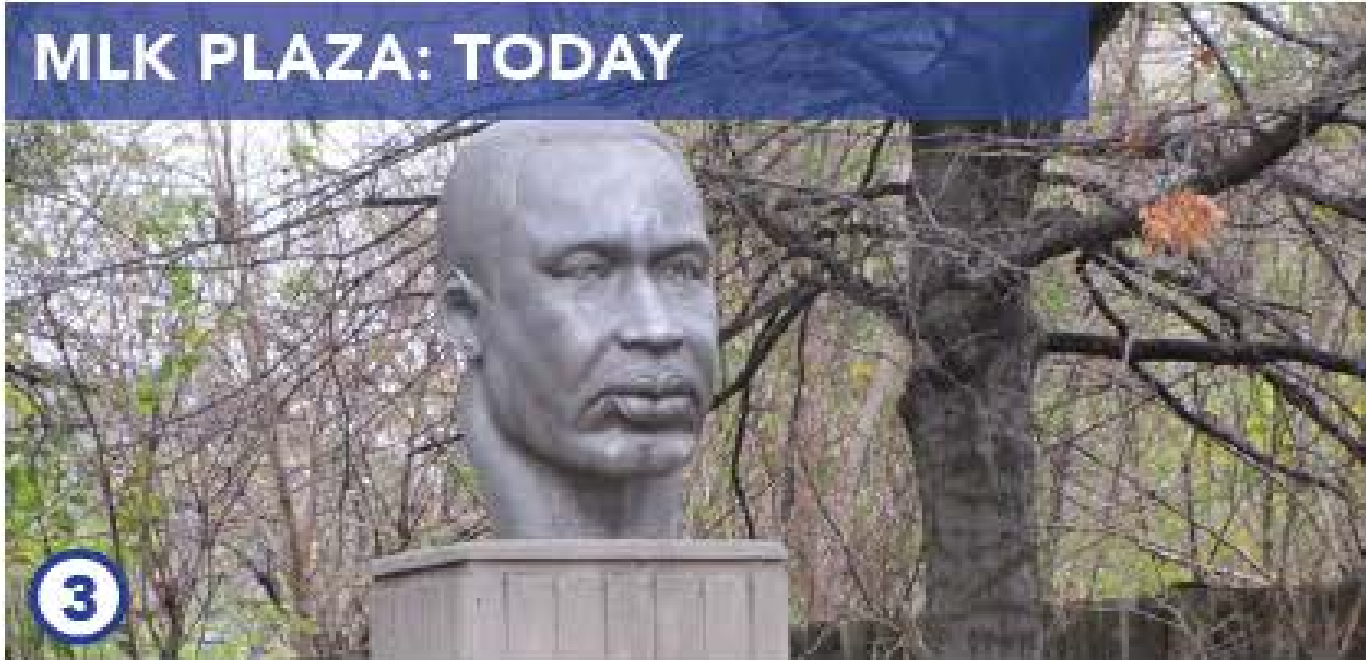
1. GORDON PARK



2. PHILADELPHIA PARK



3. MLK PLAZA



NEXT STEPS

NEXT STEPS

STRATEGY 1: NEIGHBORHOOD CONNECTIVITY

- ROSA PARKS BLVD. DESIGN
- ROSA PARKS BLVD. CONSTRUCTION

MAY - DEC 2018
2019

STRATEGY 2: MULTI-FAMILY / MIXED-USE

- MARKET 61-97 CLAIMOUNT + 801 VIRGINIA PARK
- ENGAGE VACANT MF PROPERTY OWNERS

SEPTEMBER 2018
JULY 2018

STRATEGY 3: NEIGHBORHOOD RETAIL

- FACILITATE FINANCIAL RESOURCES + SUPPORT
- VIRGINIA PARK PLAZA PROMENADE DESIGN
- VIRGINIA PARK PLAZA PROMENADE CONSTRUCTION

SUMMER 2018
FALL 2018
SPRING 2019

STRATEGY 4: PUBLIC SPACE

- EXPAND MLK PLAZA WITH 12TH & GRAND REDESIGN
- PHILADELPHIA PARK IMPROVEMENTS

SUMMER 2019
SUMMER 2019

THANK YOU!

- Central Detroit Christian CDC
- Gladstone Street Block Club
- Virginia Park Block Club

12th STREET ORAL HISTORY

- Eileen Singleton
- Carrol Jenkins
- Lamont Causey
- Lena Everett
- Marissa Morgan
- Orlando Gray



THANK YOU!

<http://www.detroitmi.gov/Government/Departments-and-Agencies/Planning-and-Development-Department/Rosa-Parks-and-Clairmount-Framework-Strategy>