

Implementation & Phasing

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Historic Asset Recommendations





Opportunities for Historic Designations

Greektown being a historic neighborhood and contributor to the fabric of downtown Detroit, there are several opportunities for buildings and areas to explore preservation status and recognition offering benefits to redevelopment efforts.

	National Register of Historic Places Applicable to Greektown and Randolph Street	State of Michigan Historic Markers There are three existing State Historic Markers in Greektown	City of Detroit Historic Designation Currently no designation in Greektown
Benefits	<ul style="list-style-type: none"> 20% Rehabilitation Tax Credit (optional) 	<ul style="list-style-type: none"> Honorary Green historic marker A dedication ceremony is good publicity 	<ul style="list-style-type: none"> This insures to preserve the architectural character and unity of the district State legislation may re-instate the 5% State historic preservation tax credit
Requirements	<ul style="list-style-type: none"> Work must follow the “Secretary of the Interior’s Standards” Planned work is reviewed by the State Historic Preservation Office and the National Park Service The work must be “substantial” – in other words, a comprehensive renovation 	<ul style="list-style-type: none"> State markers are initiated by the property owner The Michigan Historical Commission writes, reviews and approves the markers Property owners pay for the marker (costs between \$2,000 - \$4,000) 	<ul style="list-style-type: none"> The Detroit Historic District Commission reviews all exterior work Building permit applications for work trigger the Historic District Commission review Most permit reviews are by the HDC staff, who review items Larger projects go before the HDC Commission at their monthly meeting
Procedures	<ul style="list-style-type: none"> Property owners can hire a historic preservation consultant to write applications Planned work is reviewed by the State Historic Preservation Office and the National Park Service Work should not begin before approvals 	<ul style="list-style-type: none"> Contact the Michigan Historical Commission staff Provide the staff with proposal forms and history 	<ul style="list-style-type: none"> The City of Detroit Historic Designation Advisory Board (HDAB) authors a designation report The HDAB process takes approximately one year Approval is by City Council – Council has input on designation

Historic Asset Recommendations

1. List the existing Greektown and Randolph Street Commercial Buildings National Register Historic Districts on the City of Detroit’s “Historic Landmarks and Districts.”

- City Historic District Commission reviews all building permit applications for exterior alterations to properties within the district
- Ensures that culturally-significant structures will be preserved for future generations
- Preserves architectural unity and physical characteristics of the neighborhood while promoting improvement

2. Amend the existing Greektown Historic District National Register of Historic Places nomination to include 501 Monroe Street (Santorini), the Second Baptist Church Community Center, and the three structures comprising the Old Shillelagh bar.

- 501 Monroe Street was built in 1949 and has contributed to the fabric of Greektown ever since
- The Second Baptist Church Community Center was built in 1968 and designed by the prominent Detroit-based African-American architect, Nathan Johnson
- Historic district boundaries can be expanded to include Old Shillelagh
- Inclusion of these properties will make them eligible for federal historic tax credits

3. Nominate the former Detroit Police Headquarters building (1300 Beaubien Street) as a National Register of Historic Places district.

- Listing this property will make it eligible for federal historic tax credits for restoration and reuse

Development Feasibility





Development Feasibility Analysis

An active streetscape along Greektown's key corridors such as Monroe, Brush, and Macomb Streets is critical to the success of the neighborhood as a whole.

- Key corridors have significant gaps in the streetscape with unprogrammed surface lots.
- Surface lots are only fully utilized during events, indicating potential capacity for redevelopment.
- The intersection of Macomb and Brush is surrounded on all sides with surface lots, cutting Greektown off from the stadiums to the north, and downtown to the west.



Opportunities Resulting from Active Greektown Streetscapes



**Create strong connections between
Greektown and adjacent neighborhoods**



**Draw users from adjacent areas to
Greektown**



Foster a sense of safety and security



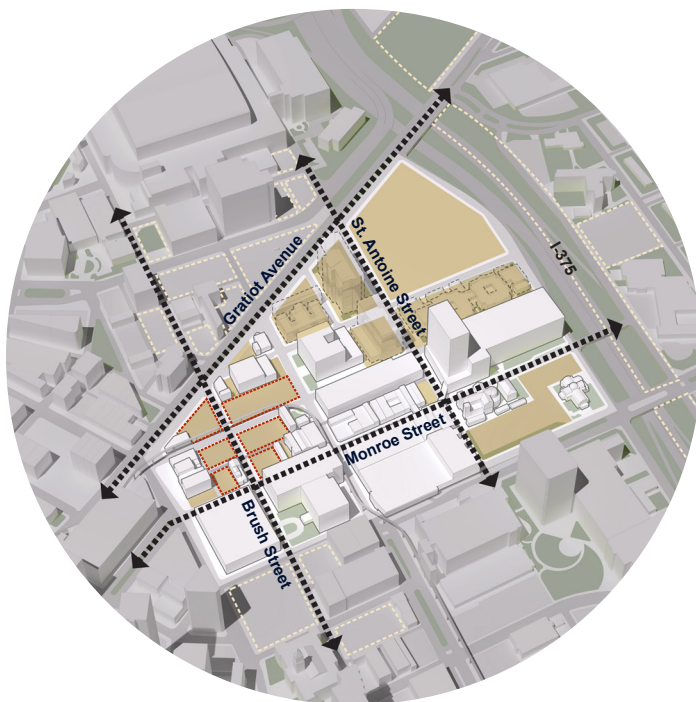
Enhance neighborhood identity



Strengthen retail offerings

Development Feasibility Analysis

The market scan and urban design workshops suggest that residential uses with active ground floors are likely the most viable uses for development for the cluster of lots in the western side of Greektown.



- Strong residential market downturn that is expanding outside the core around Washington and Woodward
- Residential introduces a new type of user for Greektown that can activate the neighborhood during non-peak hours and support a variety of new and existing businesses
- Ground floor retail is critical to connecting Greektown with downtown and the stadiums
- New ground floor retail can draw in office workers from downtown, increasing exposure for existing businesses and activating the neighborhood mid-week
- Office market outside core downtown is not mature enough for new construction unless user-driven

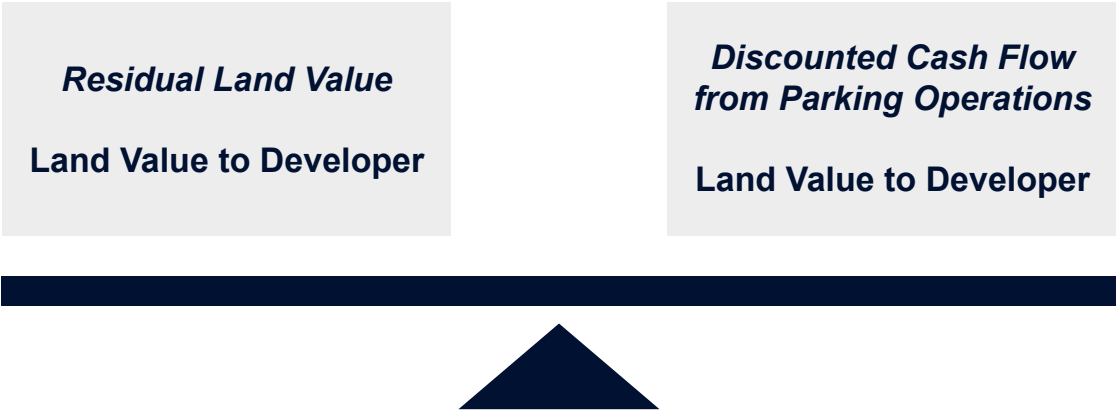
Residual Land Value

Residual land value is a commonly used measure to demonstrate potential return (or required subsidy) for development.

Residual land value is defined as the amount available for the purchase of the land (expressed on a per buildable square foot basis), after accounting for the costs of the development, including required developer profit. A negative residual land value (or feasibility “gap”) indicates that development would require subsidy.

$$\text{Development Value} - \text{Development Costs} = \text{Residual Land Value}$$

Development on vacant lots will only move forward when the land value of development is worth more than the land value to the current owners.



Introducing mixed-income housing would provide additional sources of funding and would facilitate inclusive growth within Greektown.



Unlocks new funding sources like LIHTC and city and state HOME funds



Promotes neighborhood stability in the face of rising market pressure



Ensures low to moderate income households have access to economic opportunity



Further diversifies Greektown user base

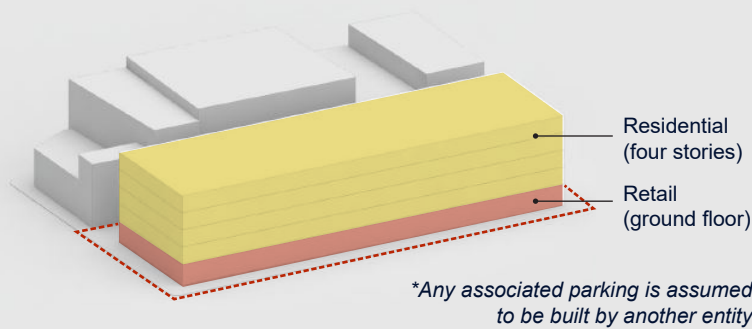
Development Feasibility Analysis

The intersection of Macomb and Brush Streets could be a key link in connecting Greektown to the surrounding area. A hypothetical development scenario was tested on one of these parcels to illustrate development potential.



- 31,000 SF footprint
- Currently used as a ~120 space surface lot
- Total site could physically support large-scale, catalytic development
- Located on a key corner within Greektown
- Split across four parcels, each owned by a different party

Scenario 1: A five-story mid-rise residential building with ground floor retail program will activate the streetscape while maintaining the relatively low-rise context of Greektown.



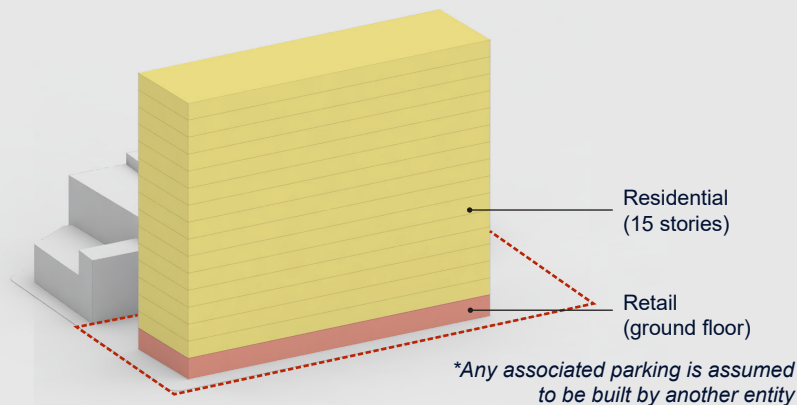
Scenario 1, assuming it is able to obtain NEZ/OPRA tax abatements, is on the edge of feasibility, depending upon the return threshold a developer requires.

Residual Land Value

\$1M - (\$580K) Total

\$32 - (\$20) PSF Land

Scenario 2: A 16-story high-rise residential tower also containing a ground floor retail program, will add a significant new user group and density to Greektown.



Scenario 2 will require subsidy to move forward, even before taking into account the cost of land, due to substantially higher construction costs.

Residual Land Value

(\$4.3M) - (\$9.4M) Total

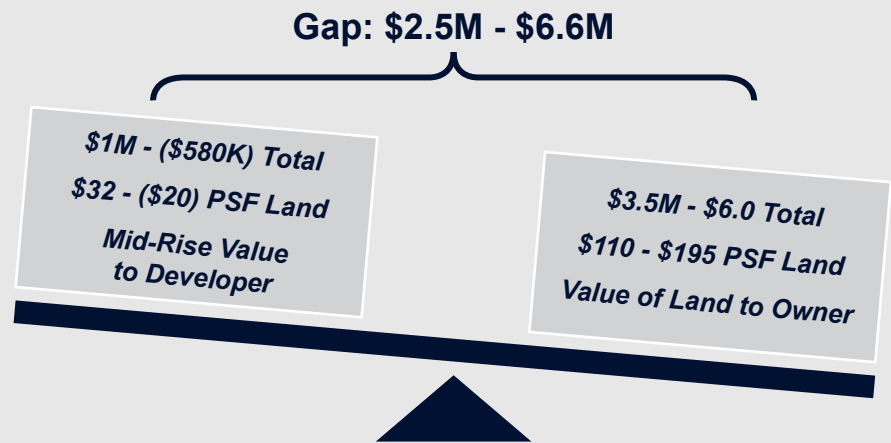
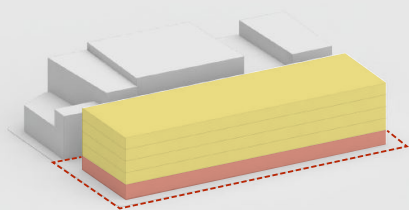
(\$140) - (\$300) PSF Land

Development Feasibility Analysis

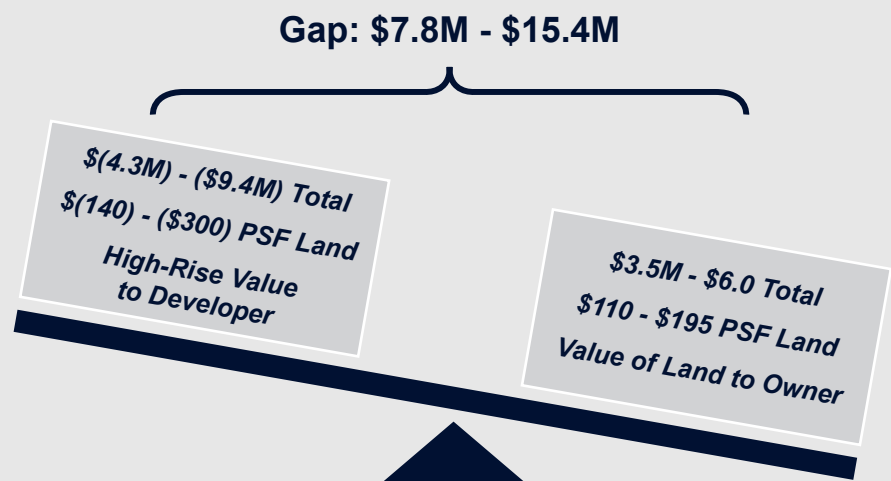
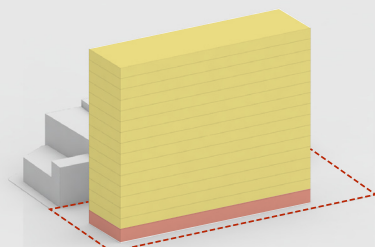
The value of the existing lots to property owners can be determined by estimating revenues and expenses, and applying a discount rate against future cash flows.

	Examples	Conceptual Values
Revenues from parking operations	<ul style="list-style-type: none"> Lions games revenues Other event day revenues Non-event day revenues 	\$12.7 PSF
— Expenses for parking operations	<ul style="list-style-type: none"> Property taxes Worker salaries Other (e.g. ticketing systems, insurance) 	(\$7.23) PSF
÷ Adjusted discount rate for cash flows	<ul style="list-style-type: none"> Discount rate for future cash flows Expected growth of cash flows (inflation) 	4.8% - 2.8%
≡ Value of existing surface parking lots		\$110 - \$195 PSF

Scenario 1: The value of surface parking lots exceeds the value of mid-rise development, largely due to the relatively high value of the operations of surface lots.

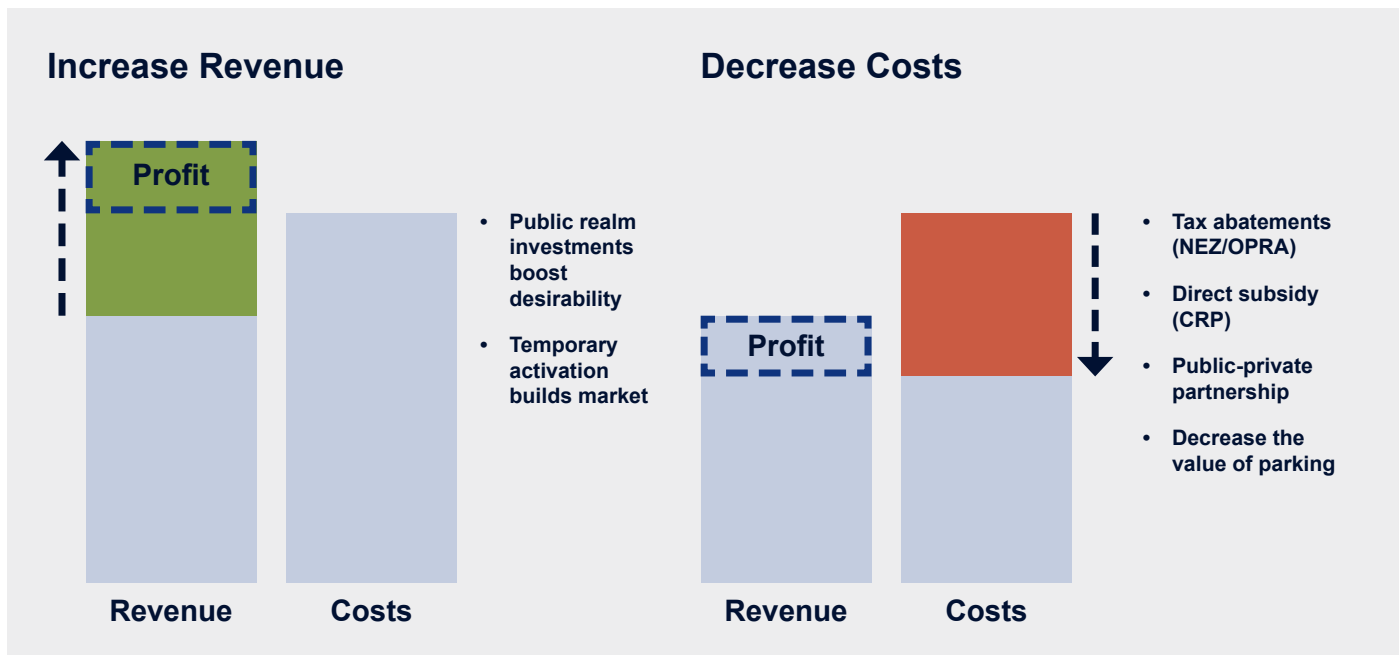


Scenario 2: The value of existing surface parking lots exceeds that for high-rise development, driven primarily by the feasibility gap in the development itself caused by high construction costs.



Development Feasibility Analysis

The economics of development can improve through either increasing development revenue, and/or reducing development cost.



Preliminary Strategies | Advancing redevelopment of surface parking lots will require close coordination between a variety of stakeholders.

Roles & Responsibilities	Preliminary Strategies
<p>Development</p> <ul style="list-style-type: none"> Ownership Consolidation Zoning & Entitlement Program & Design Incentives 	<p>Ownership Consolidation</p> <p>Public sector or private actor convenes land owners and facilitates assemblage. Owners may have incentive to pool land as the small lots are worth more collectively than they are individually. (Developer purchases land or partners with landowners)</p> <p>Zoning Changes & Entitlements</p> <p>City makes necessary zoning changes to allow for proposed density</p> <p>Program & Design</p> <p>Developer, in consultation with GPS, designs program consistent with neighborhood vision</p> <p>Incentives</p> <p>City and state create incentives package to bring development on board</p>
<p>Public Realm Improvements</p> <ul style="list-style-type: none"> Streetscape & Infrastructure Investments Programming & Temporary Activation 	<p>Streetscape & Infrastructure Improvements</p> <p>City makes necessary infrastructure improvements, including necessary replacement parking, and invests in improvements to streetscapes</p> <ul style="list-style-type: none"> • Short-term, existing parking capacity likely sufficient for development • Long-term, the city may need to consider building new parking to support further redevelopment <p>GPS provides input to the “look and feel” of the public realm</p> <p>Programming & Temporary Activation</p> <p>GPS or Downtown Detroit Partnership work to bring temporary programming to lots not ready for development</p>

Implementation Guidance





Implementation

Implementation of the Greektown Neighborhood Framework Vision will require a strong commitment from stakeholders and public officials and financing/phasing strategies that are appropriate for the Detroit context.

The western side of Greektown was selected as the area for first-mover development due to a variety of factors.

Criteria	Evaluation
Site Control	Scattered ownership, but no more scattered than alternative development sites
Size	Combined lots are large enough for a significant development
Cost	Mid-rise project requires substantially less funding than high-rise
Catalytic Potential	Area is a key intersection of Greektown, connecting Greektown with the downtown core and the stadium district Brings a new user group to Greektown, building market momentum for further development
Public Benefit	Provides potentially mixed-income residential development in a job-rich, transit-accessible neighborhood

Additional Capacity Needed

- Challenge** Significant capacity required to take on the programming, operations, and maintenance for temporary pop-up retail, Monroe Street, Brush Street, Randolph Plaza, and Clinton Park.
- Alternative A** Increase focus of Downtown Detroit Partnership presence in Greektown.
- Alternative B** Expand capacity of Greektown Preservation Society.

Absent market rents increasing, Greektown can deploy strategies to fill the development gap.



Attract a competitive developer with lower initial return requirements



Establish joint ventures between land owners and developers



Explore alternative financing strategies like NMTC, Opportunity Zone Funds, and a Transformational Brownfield TIF



Disincentivize parking lot operations (e.g. code enforcement, new sales tax, reassess properties, new structured parking supply)

Greektown development must align with broader public goals to be competitive for public funds.

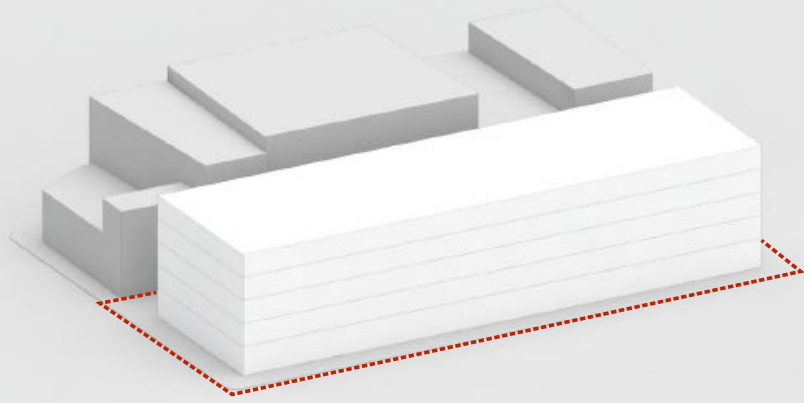


Provide public benefits like affordable housing or community space



Catalyze broader economic growth and new development activity in the area

With free land, a mid-rise development can be financially feasible, depending on the developer's required rate of return.



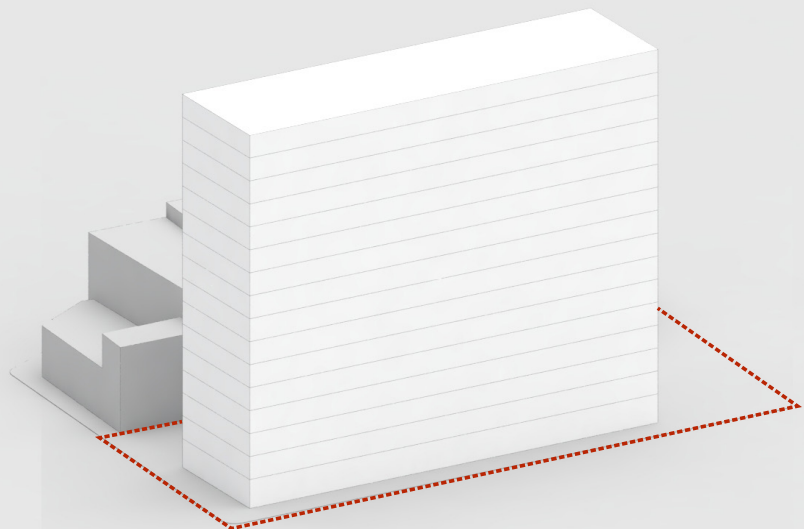
**Assumes NEZ/OPRA tax abatements provided.*

However, the value of surface parking lots exceeds the value of mid-rise, creating a financial gap. At minimum, there is a \$2.5M gap.



**The parking lot valuation assumes a cashflow and return for a typical Greektown lot. There have been recent land sales where the PSF basis exceeds these values.*

For a high-rise, there is still a significant feasibility challenges, even after accounting for available subsidies.



Mixed-income housing can make a development more competitive for gap-filling resources, but increases the baseline gap. With LIHTC and HOME, the gap is comparable to market rate development.

CRP can fund up to 25% of project hard costs, capped at \$1.5M in grants and \$8.5M in loans.

With CRP, NEZ/OPRA Tax Abatements, LIHTC, HOME, and a 12% IRR threshold, the financial gap is nearly filled for a midrise development.

100% Market Rate Housing		50% Market Rate 50% Affordable
\$2.5M	Baseline Financial Feasibility Gap	\$8.1M
N/A	LIHTC 9% & City HOME Subsidy*	\$5.5M

\$2.5M	Financial Feasibility Gap	\$2.6M
N/A	CRP Funding**	\$2.1M

\$2.5M	Remaining Financial Feasibility Gap	\$0.5M

*Assumes 50% of units are affordable at 60% AMI.

** Without the mixed-income housing component, the site is not competitive for CRP funding. Additionally, CRP is more competitive for projects seeking an IRR of 12% or lower.

CRP loans would allow the project to carry a higher debt load than the private market would allow on its own.

For a high-rise, there is still a significant feasibility challenges, even after accounting for available subsidies.

100% Market Rate Housing		50% Market Rate 50% Affordable
\$7.8M	Baseline Financial Feasibility Gap	\$31.1M
N/A	LIHTC 9% & City HOME Subsidy*	\$20.5M

\$7.8M	Financial Feasibility Gap	\$10.6M
N/A	CRP Funding**	\$3.3M

\$7.8M	Remaining Financial Feasibility Gap	\$7.3M

Implementation

Implementation will take place over multiple stages, each with unique responsibilities.

Programming & Maintenance	Infrastructure	Vertical Development
<p>Pop-up Retail</p> <ul style="list-style-type: none"> • Monroe Street • Gratiot Avenue & Randolph Street <p>Programming Open Space</p> <ul style="list-style-type: none"> • Maintenance of public realm • Day & night activities • Special events 	<p>Streetscape Improvements</p> <ul style="list-style-type: none"> • Monroe Street • Brush Street • St. Antoine Street <p>Construction of Open Space</p> <ul style="list-style-type: none"> • Randolph Plaza • Beaubien Pocket Park • Clinton Park • I-375 Development 	<p>Short- to Mid-term Development</p> <ul style="list-style-type: none"> • Western Greektown development <p>Long-term Development</p> <ul style="list-style-type: none"> • Clinton Park parcels • Infill sites • Monroe Street community facility • Casino garage liner facility

Implementation Matrices

Roles & Responsibilities - Programming

Project	Downtown Detroit Partnership/GPS	City	Land Owners	Developers (Retailers)
Monroe Street <i>Immediate</i>	<ul style="list-style-type: none"> • Coordinate with lot owners on usage terms • Recruit & organize retailers 	Issue necessary permits	<ul style="list-style-type: none"> • Determine terms for lot use for pop-up retail • Coordinate with DDP/GPS 	Operate retail stands on undeveloped lots
Randolph Activation <i>Immediate</i>	<ul style="list-style-type: none"> • Design & run activation program • Raise operational funds 	Make land available for activation	N/A	N/A
Beaubien Park <i>Mid-term</i>	N/A	N/A	N/A	Contribute funding for programming
Clinton Park <i>Long-term</i>	<ul style="list-style-type: none"> • Coordinate with developers & land owners on programming • Raise operational funds 	Support activation of park	N/A	Host programming in park
St. Antoine Park <i>Longer-term</i>	Coordinate with church on programming	N/A	Church maintains and runs programming	N/A

Implementation Matrices

Roles & Responsibilities - Infrastructure

Project	Downtown Detroit Partnership/GPS	City	Land Owners	Developers
Randolph Park <i>Short-term</i>	<ul style="list-style-type: none"> Provide design input to DPR & Public Works Attract capital funding Maintain once built 	<ul style="list-style-type: none"> Make land available Coordinate with DDP/GPS on design 	N/A	N/A
Monroe Street <i>Short-term</i>	<ul style="list-style-type: none"> Provide design input to Public Works & DOT Maintain enhanced streetscapes 	Built improvements with input from DDP/GPS	N/A	Contribute capital & maintenance funding
Brush Street <i>Mid-term</i>	<ul style="list-style-type: none"> Provide design input to Public Works & DOT Maintain enhanced streetscapes 	Built improvements with input from DDP/GPS	N/A	N/A
Clinton Park <i>Long-term</i>	<ul style="list-style-type: none"> Provide design input to DPR & Public Works Attract capital funding 	Built improvements with input from DDP/GPS & developers	N/A	Contribute capital & maintenance funding
St. Antoine Park <i>Longer-term</i>	Work with church on design	N/A	Raise capital funds for construction of park	N/A

Roles & Responsibilities - Vertical

Project	GPS	City	Land Owners	Developers
Western Greektown <i>Mid-term</i>	<ul style="list-style-type: none"> Facilitate assemblage Market to developers Provide design input Support developer application for public funding 	<ul style="list-style-type: none"> Rezone as needed Approve funding package if competitive 	<ul style="list-style-type: none"> Coordinate on assemblage Explore joint ventures 	<ul style="list-style-type: none"> Oversee design & construction Make development competitive for incentives
Monroe Street <i>Short-term</i>	<ul style="list-style-type: none"> Market to developers Provide design input 	Rezone as needed	<ul style="list-style-type: none"> Coordinate on assemblage Explore joint ventures 	Oversee design & construction
Brush Street <i>Mid-term</i>	Market to developers	N/A	Explore joint ventures	Oversee design & construction
Clinton Park <i>Long-term</i>	Market to developers	Rezone as needed	N/A	Oversee design & construction

Funding Opportunities

In many cases, redevelopment efforts will require or benefit from supplementary funding and tax credits to get started. The following programs and funding mechanisms can be explored on a project-by-project basis.

Program	Description
Obsolete Property Rehabilitation Act & Neighborhood Enterprise Zone Tax Abatement	Tax abatement of non-school millage for development of housing and commercial uses within eligible distressed communities.
Transformational Brownfield TIF (tax increment financing)	A mechanism that allows developers the ability to capture a portion of incremental sales, income, and property taxes from large scale projects.
Brownfield TIF (tax increment financing)	A mechanism that allows developers the ability to capture a portion of incremental property taxes.
Community Revitalization Program	Gap financing for catalytic projects using grants and loans.
Low Income Housing Tax Credits (LIHTC)	Tax credit allocation for the development of affordable housing.
Opportunity Zone Funds	Vehicle for investments in distressed communities that receive deferred and preferential tax treatment.
New Market Tax Credits	Tax credit allocations to Community Development Entities to make investments in low income communities.
Community Development Financial Institutions	Private sector financing tools to support development.

Requirements	Funding Available	Issuing Authority
Development must be within a NEZ area.	Dependent on size of baseline property tax bill.	State of Michigan
Requires capital investment of over \$500M within the brownfield area.	Dependent on the size of the TIF district.	Michigan Strategic Fund
Must include redevelopment of contaminated, functionally obsolete, blighted, or historic properties.	Dependent on the size of the TIF district. <u>Note Greektown may not be eligible due to being in an existing TIF district.</u>	Michigan Strategic Fund
Development must provide a significant public benefit, such as affordable housing.	Up to 25% of eligible hard costs, capped at \$10M total, and \$1.5M in grants.	MEDC
At least 40% (or 20%) of developed units must be affordable to households making 60% (or 50%) AMI or less.	Dependent on size of capital investment and LIHTC type received.	MEDC
Investments must remain in the Opportunity Zone fund for 10 years to realize full tax benefits.	Uncapped	US Department of Treasury
Investments cannot be directed towards properties where more than 80% of gross income is from residential rental income. Business renting retail space are eligible for investment.	Dependent on the size of capital investment.	US Department of Treasury Community Development Financial Institutions Fund
N/A	Dependent on size of investment.	Private Sector

Conceptual Phasing





Proposed Framework Plan Phasing

The Greektown Neighborhood Framework Vision comprises multiple projects and improvements that will require thoughtful timing and sequencing to be successful. This phasing plan represents a proposed sequence and timeline based on present ownership, priorities, and economic conditions.

This phasing plan is designed in accordance with three key principles:



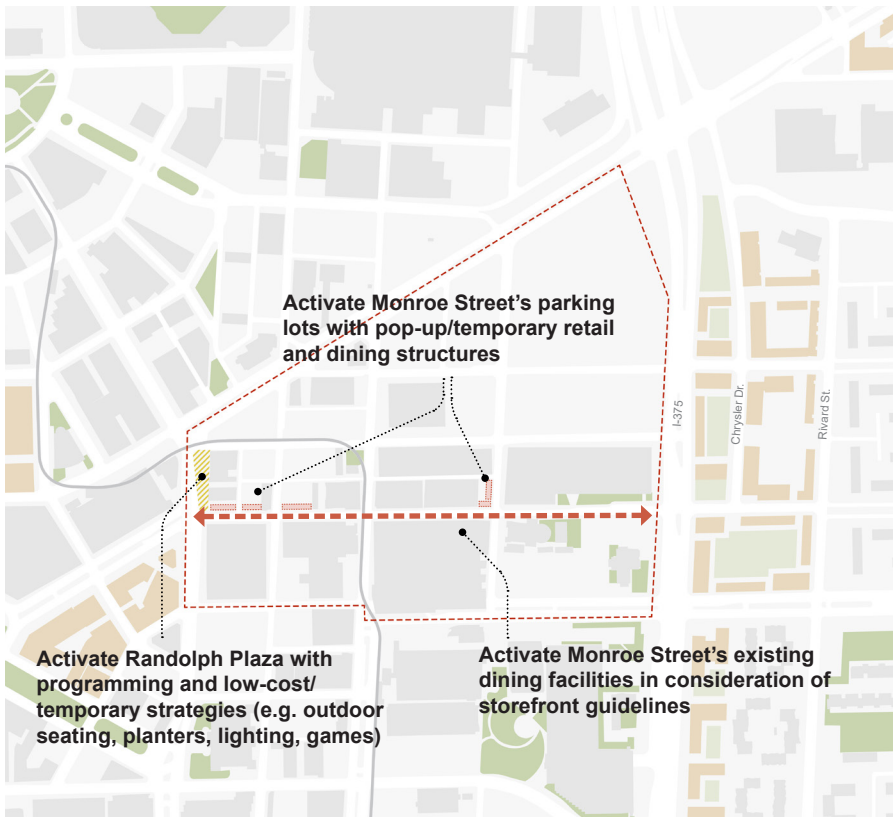
Build excitement about the Greektown neighborhood



Activate the public realm and attract a diverse user base



Create value for vertical development over time



Phase 1: Immediate Term (<1 year)

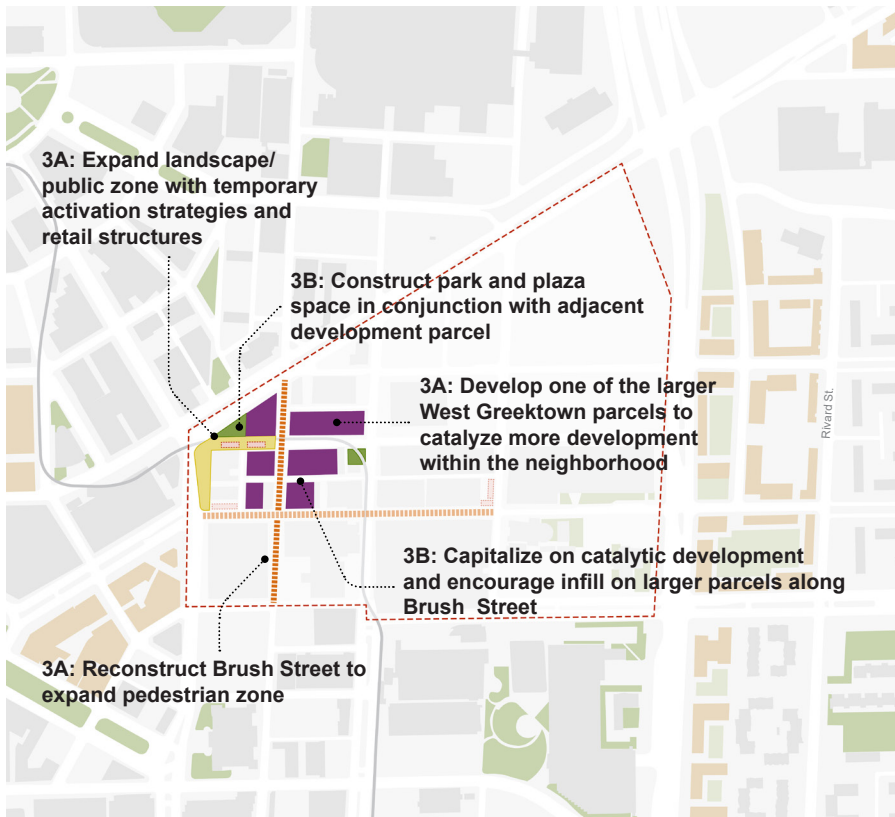
Phase 1 should focus on immediate, low-capital projects that will activate Greektown and begin to build a brand for the district that attracts a broader set of users during the day and during the week.



Phase 2: Short-term (1-3 years)

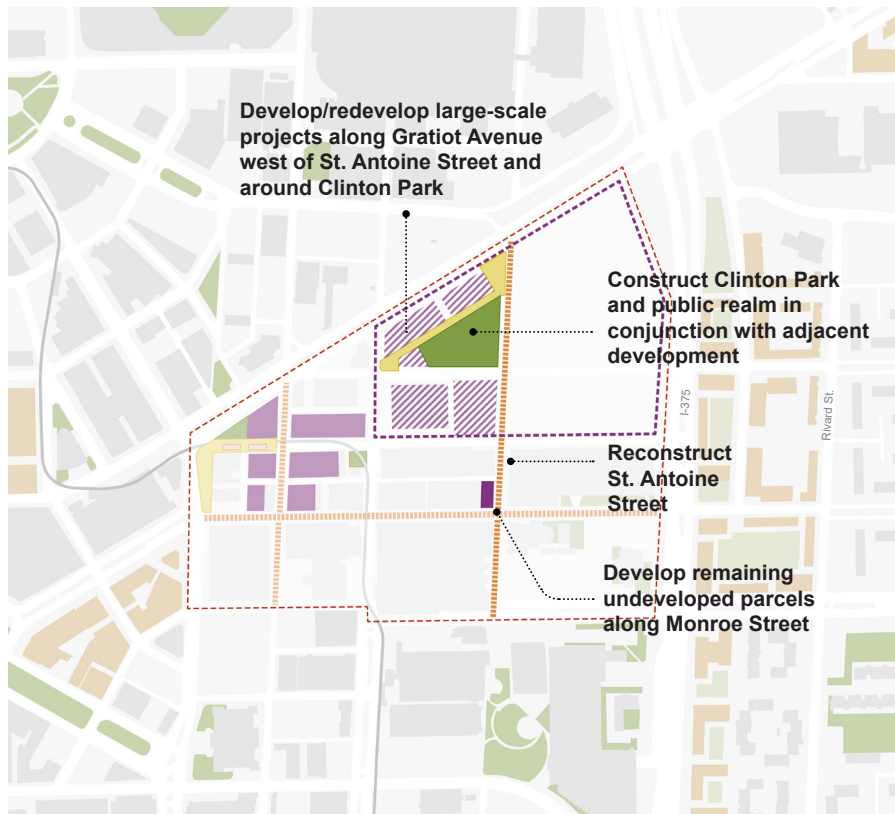
Phase 2 should focus on lower-cost capital projects that will serve as a foundation for the public realm in Greektown, further developing the Greektown brand and attracting a new set of users during all hours.

Proposed Framework Plan Phasing



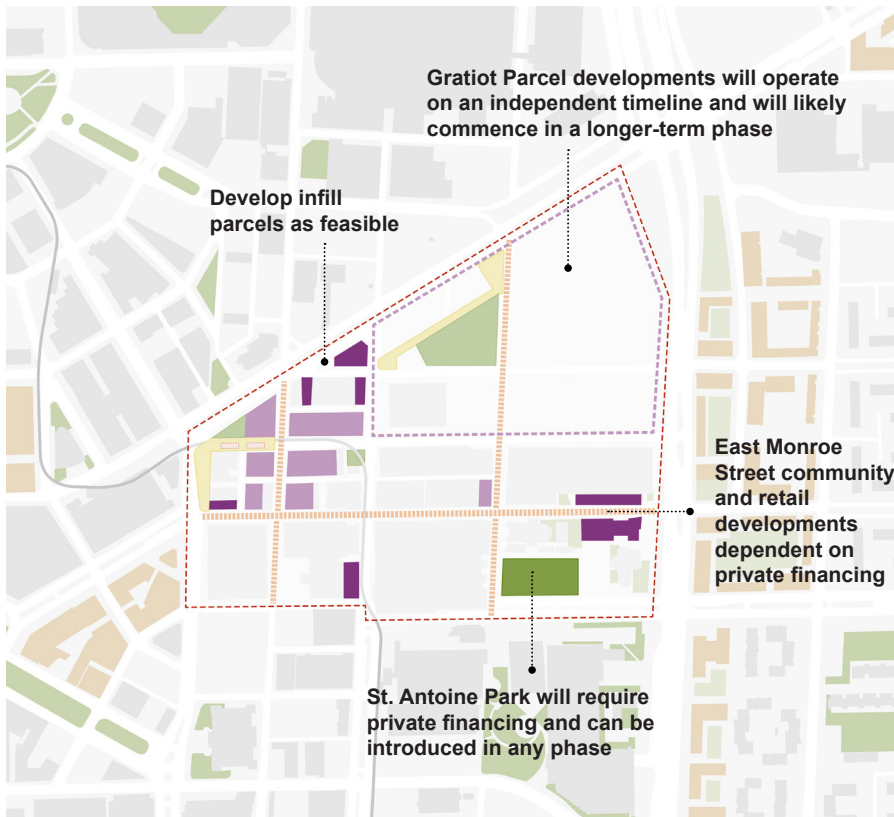
Phase 3: Mid-term (3-10 years)

Phase 3 should focus on vertical development that will catalyze future district growth and permanently attract a diverse user base to Greektown, filling in the gaps in the streetscape on Brush, and creating an active connection to the stadium district to the north.



Phase 4: Long-term (5-10 years)

Phase 4 should focus on building out the infrastructure for the reconstructed St. Antoine Street and Clinton Park, with adjacent vertical development proceeding concurrently as feasible.



Phase 5+: Longer-term (7+ years)

Phase 5 projects, including small infill development and projects needing independent financing, will move forward when feasible for the relevant controlling entities.

Immediate Priorities

While larger developments, redevelopment/rehabilitation efforts, and public investments in infrastructure may take years to take shape, there are several projects Greektown stakeholders can commence in the immediate term.

Priority 1: Create a western gateway

Create a task force including GPS, MDOT, DPD, DPW, Quicken Loans, Bedrock to implement landscape and pedestrian safety adjustments to the Gratiot/Randolph triangle.

Priority 2: Build excitement around Greektown

Prepare for public meeting in early 2019, in coordination with the Department of Neighborhoods and other local departments and agencies to announce outcomes and visions of the this study. Open a pop-up retail storefront with renderings and other materials; consider making a film.

Priority 3: Complete the Monroe Street experience

Fill in gaps on Monroe Street with complementary retail, entertainment, gallery pop-ups, etc.

Priority 4: Extend the experience of Monroe Street from Randolph Street to Beaubien Street

- Improve customer experience and safety with a rolled curb, complete street, designed for temporary closure and placing priority on pedestrian movement.
- Extend Monroe treatment to Hastings upon I-375 project implementation.
- Create a task force including GPS, DPW, DDOT, DPD, Office of Mobility, Department of Neighborhoods to implement Monroe Streetscape. Identify and schedule funding.

Priority 5: Prepare for I-375 and development of “Gratiot Parcels”

- Seek rezoning of district to encourage residential development and density, particularly along Gratiot Avenue and Hastings Boulevard.
- Create Clinton Park task force for fundraising and land acquisition.
- Consider business improvement district and/or conservancy.

Priority 6: Encourage organic development opportunities

Assemble parcels and focus development along Brush Street to better connect with stadiums.

Priority 7: Leverage 1300 Beaubien development

Improve Beaubien Pocket Park as a northern “front door” to district opposite the development.

Priority 8: Activate the alleyway

Continue coordination of access to clubs and service of restaurants, consider dividing into two zones: west for access, east for ganging of dumpsters and other service equipment.

Priority 9: Support institutional investments and redevelopment within the neighborhood

Retail Storefront Design Guidelines



Retail Storefront Design Guidelines

Storefronts are one of the key components of vibrant pedestrian-oriented streets. When retail is the at the ground level of buildings, these storefronts form the base of a neighborhood's character.

Elements of a Successful Storefront



Windows & Glazing



Entries & Doors



Materials & Finishes



Lighting



Recesses & Pop-outs



Canopies & Awnings



Signage



Public Furnishings

Retail Storefront Design Guidelines

Windows & Glazing



Mullion Hierarchy

- Create a hierarchy of mullions by varying thickness and depth



Proportions

- Street level glazing should be vertical in proportion
- Clerestory glazing should be horizontal in proportion



Solid & Void

- No more than 33% of the primary storefront measured at eye level should be opaque
- Solid portions should be used strategically to obscure structural or mechanical components

Entries & Doors



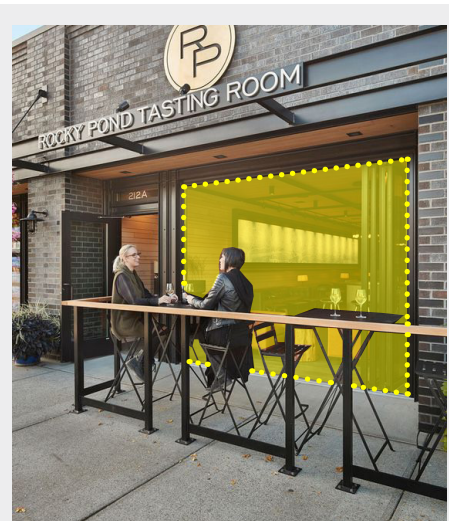
Composition

- Doors should be of quality material and consistent with the design of the storefront
- While preferable to maintain at least 50% transparency, if a solid door is chosen it should abut glazing on at least one side



Flow

- Doors should never impede the flow of pedestrian traffic



Openness

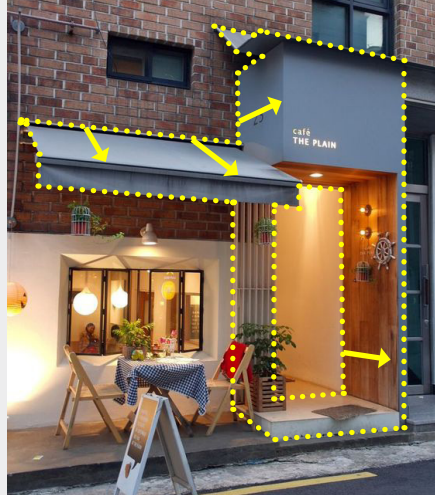
- Multiple doors or operable storefronts that can remain open during shop hours are encouraged

Recesses & Pop-outs



Recesses

- Recesses should be utilized to avoid impeding the flow of traffic
- Recesses may also be used to create outdoor furnishing areas where sidewalk depths are shallow



Pop-outs

- Pop-outs should be utilized for solar and weather protection
- They should be utilized to articulate and give character to otherwise flat facades



Materials

- Recessed entry floors and soffits should be of a unique, high quality material that is consistent with the design of the storefront

Canopies & Awnings



Proportions

- Awnings should extend to encompass at least 33% of the storefront



Material

- Canopies should be of metal, glass, canvas, or other form of woven material
- Materials to avoid include acrylic, other plastics, and extruded aluminum held together with sheet metal screws



Branding

- Canopies and awnings should correspond with the remaining design of the storefront and should be utilized as branding for the business

Retail Storefront Design Guidelines

Materials & Finishes



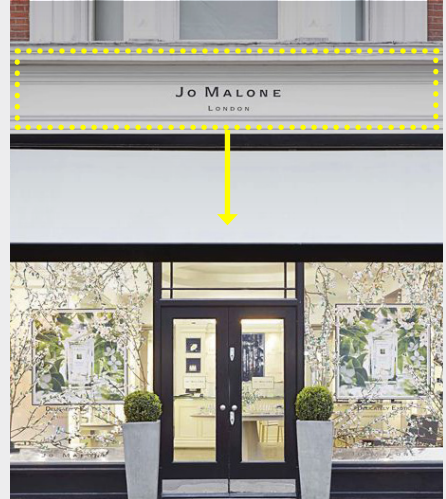
Base

- Windows should not extend to the ground but should instead sit on a base composed of one of the following materials; marble, limestone, granite, cast stone, precast concrete (cultured stone and EIFS should be avoided)



Middle

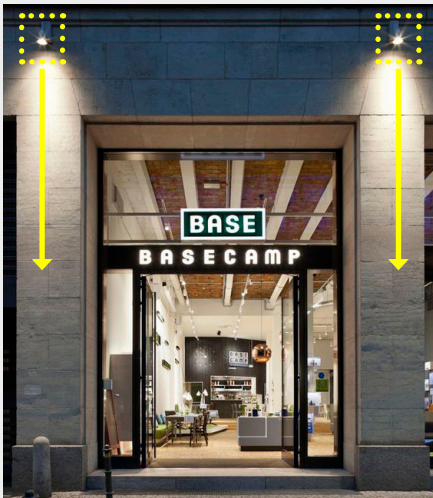
- Glazing at eye level should be transparent and free from tinting and mirroring effect.
- The material supporting the glazing should be composed of wood or metal



Top

- The top of the storefront should demarcate the separation of the storefront from the remainder of the building
- The material should correspond with the overall design of the storefront

Lighting



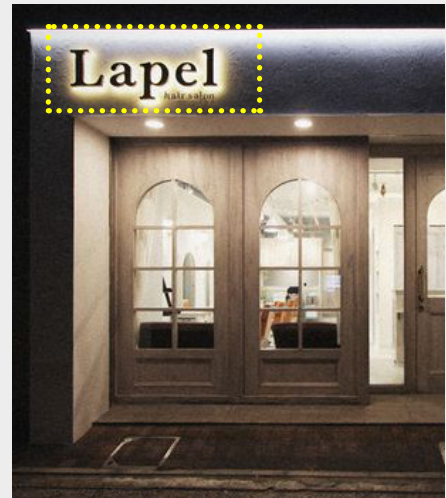
Sconce

- Sconce lighting can be used to highlight a building's architectural character
- Sconces should be shaded in a way to avoid light spillage onto other storefronts



Goose Neck

- Lamps should be utilized to illuminate the storefront signage, and canopy
- Lighting directed onto glazing may cause unwanted glaring effects and should be avoided



Signage Lighting

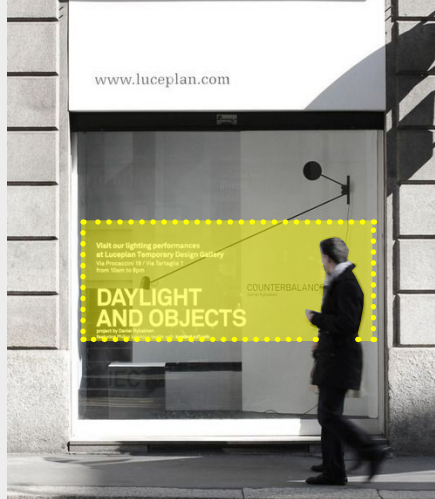
- Signage lighting should be ambient in nature
- Directly lit signage such as LED should be avoided

Signage



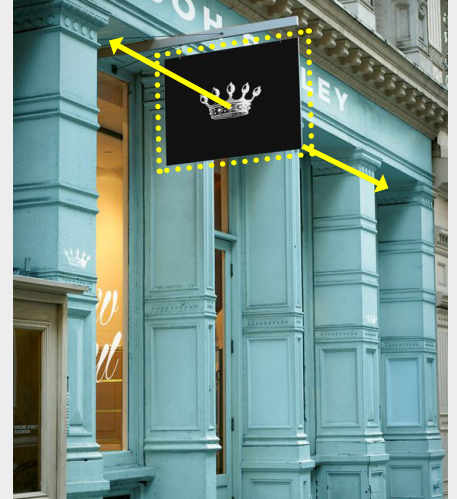
Across

- Primary storefront signage should take place in the top portion of the storefront
- Signage should coordinate with other elements yet remain in contrast with its background



Next-to

- Recessed bays and display windows allow for eye level signage opportunities
- Opaque Signage should not exceed 30% of the transparent surface



Down the Street

- Blade signage should be utilized to grab the attention of pedestrians and cars down the street

Public Furnishings



Seating

- Where shy zones are planned they should be furnished in accordance with the storefront design



Plantings

- Plantings and planters should be used to add contrast to storefronts
- They should be placed in a designated shy zones or within designed recesses

Retail Storefront Case Study

Windows & Entries

1. Clerestory windows are horizontal in proportion
2. Eye level windows are horizontal in proportion
3. Doors are of quality material and have over 50% transparency



Recesses & Canopies

1. Canopy utilized as signage
2. Canopy providing refuge to the street and shading for the dining room
3. Door is recessed as to not disrupt the flow of traffic



Materials & Lighting

1. Storefront demarcated from remainder of building with brick, limestone, and steel
2. Elements composing storefront at eye level are of quality material and match the remaining facade
3. Windows sit on a base of material that matches the existing facade
4. Blade signage illuminated
5. Lighting illuminates storefront

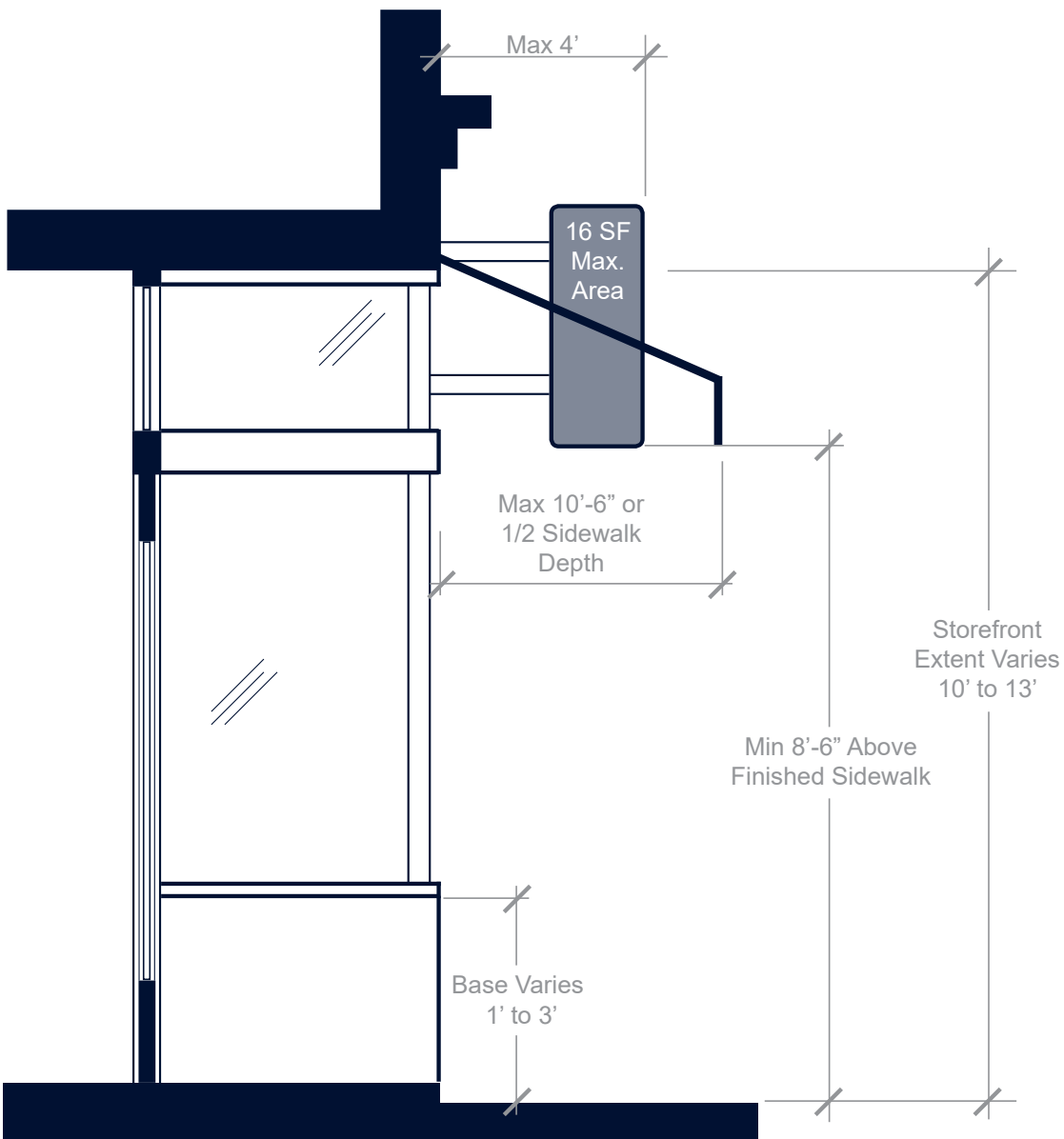


Signage & Furnishings

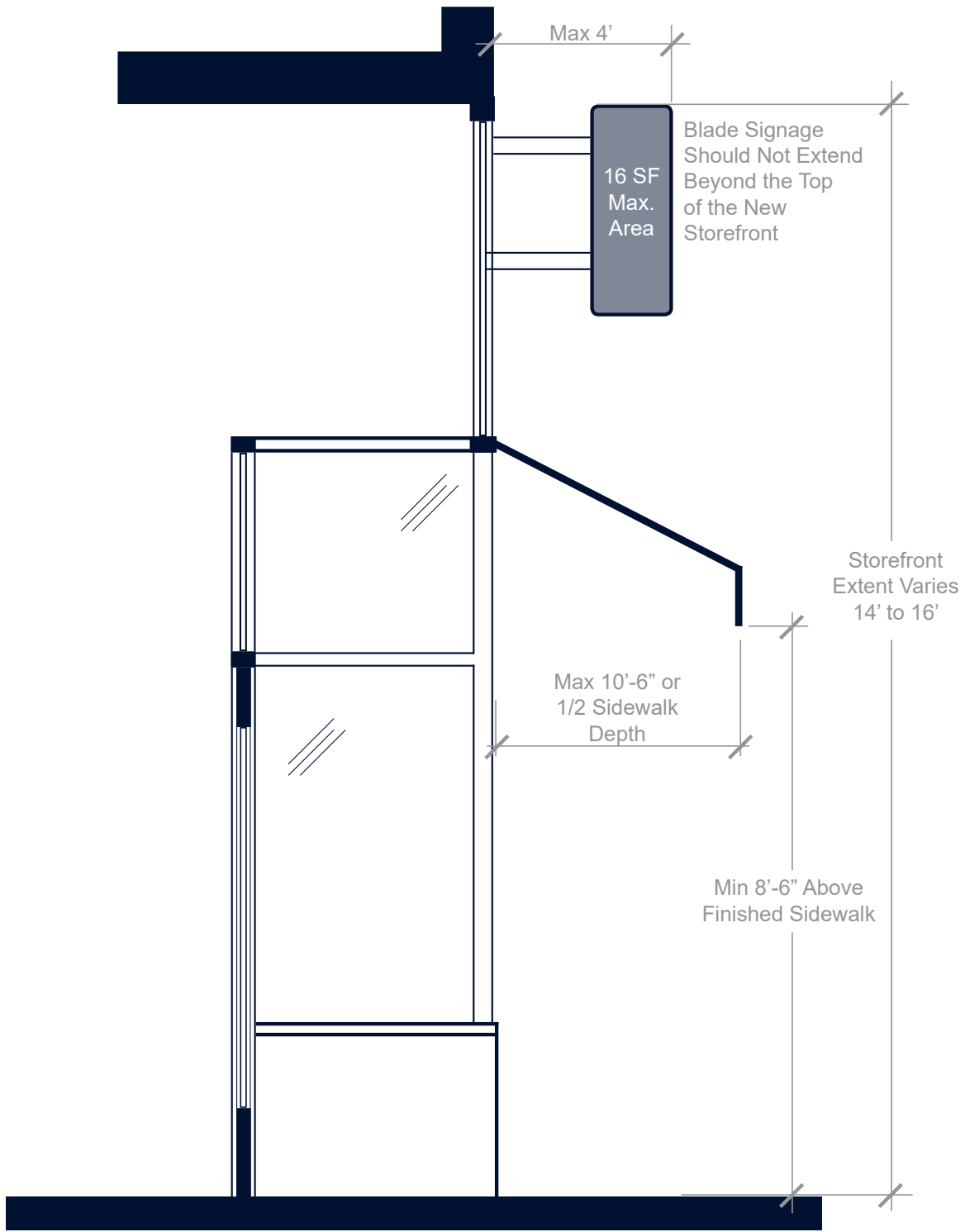
1. Blade signage utilized
2. Canopy serves dual function of shading and signage
3. Glazing signage on recessed door for pedestrians
4. Utilizing public furnishing zone
5. A-frame sign utilized to attract pedestrians



Retail Storefront Design Example



Existing Storefront



Proposal for New Storefronts

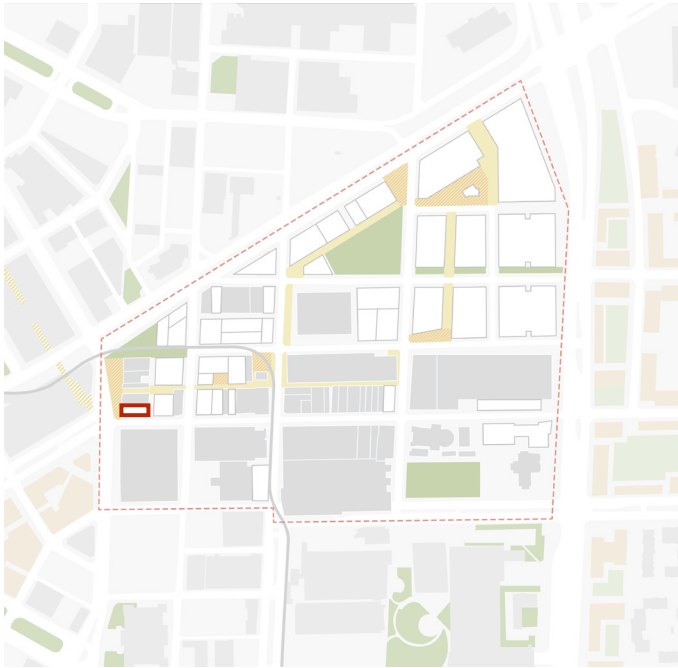
Appendix

Conceptual Site Development Strategies





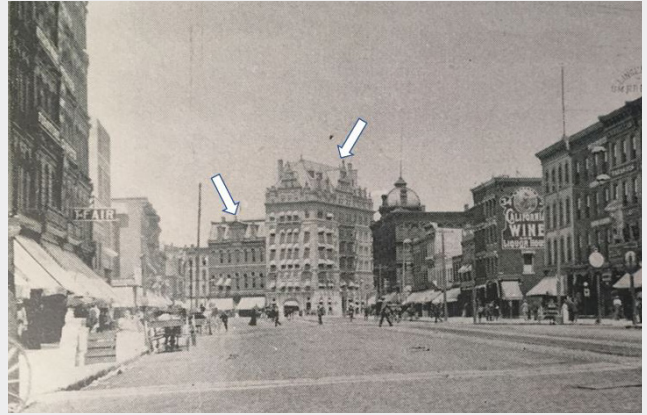
Creating a Gateway Development



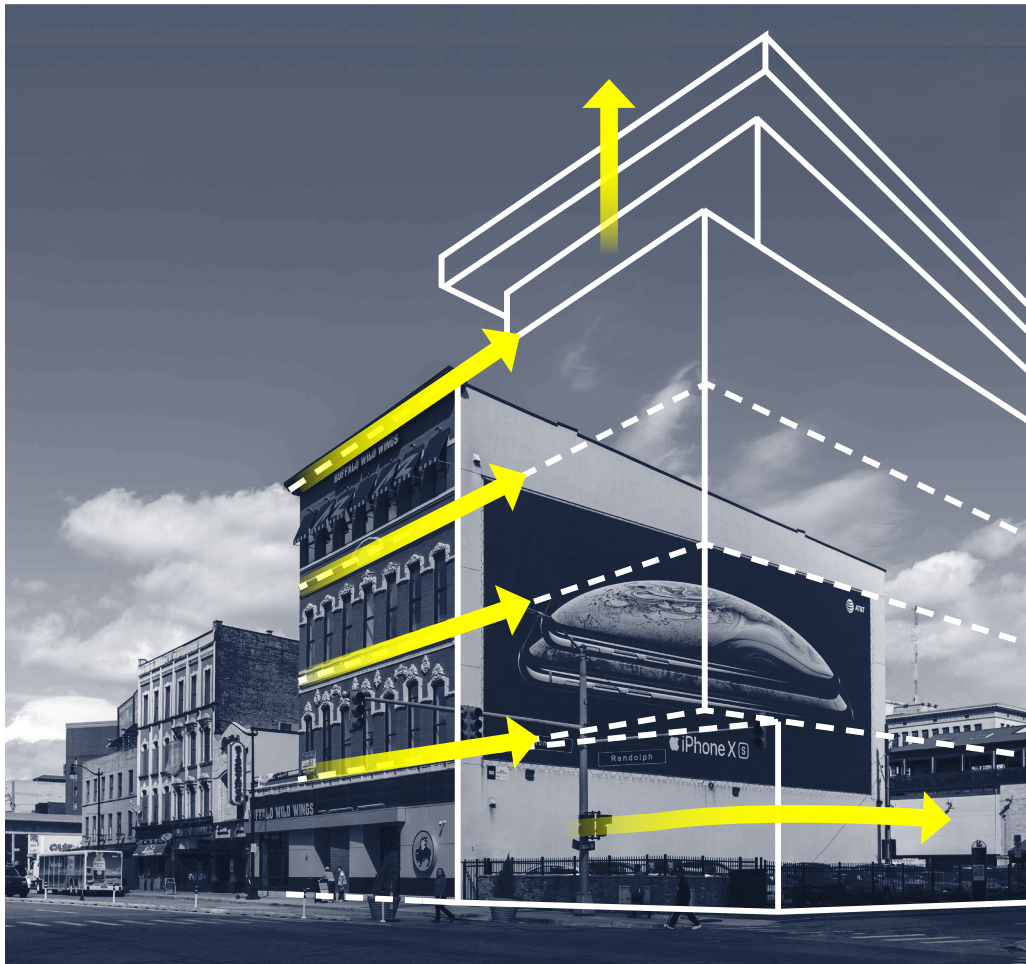
The example parcel described on this page is located at the corner of Monroe Street and Randolph Street. It is currently being used as a surface parking lot.



The site is currently zoned B4. This zoning prohibits development on the site due to setback requirements and minimum lot size requirements. Any development will require new zoning or a zoning variance.



The site once hosted the 7-story St. Claire hotel—an apartment building that was demolished in 1934.

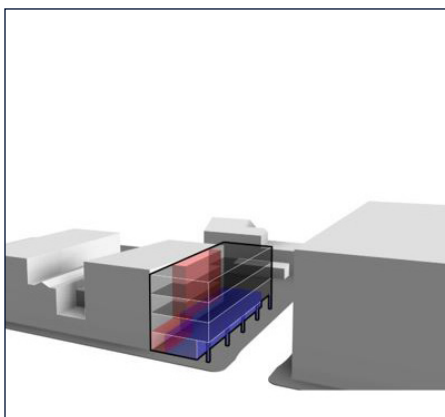


Designing in Context

The site at the corner of Monroe Street and Randolph Street offers the neighborhood the opportunity to establish a unique architectural gateway to Greektown. It is recommended that the building maintain the same relative height as its neighboring structure, with one additional story articulating a rooftop public space that glows like a beacon at night.

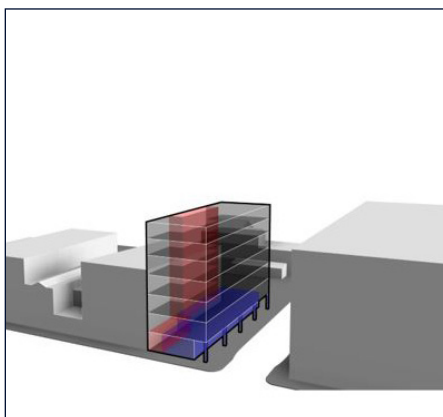
To encourage natural pedestrian flow between the new Randolph Triangle plaza, the first floor of this new development should step back, and potentially lean into Monroe Street, creating a continuous pedestrian path between the two spaces.

Exploring Development Options



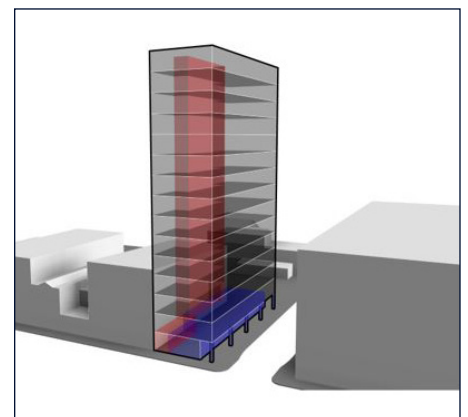
B4 (with variance)

- Maximum Height: 50' (~4 stories)
- Requires variance from setback requirements



B6

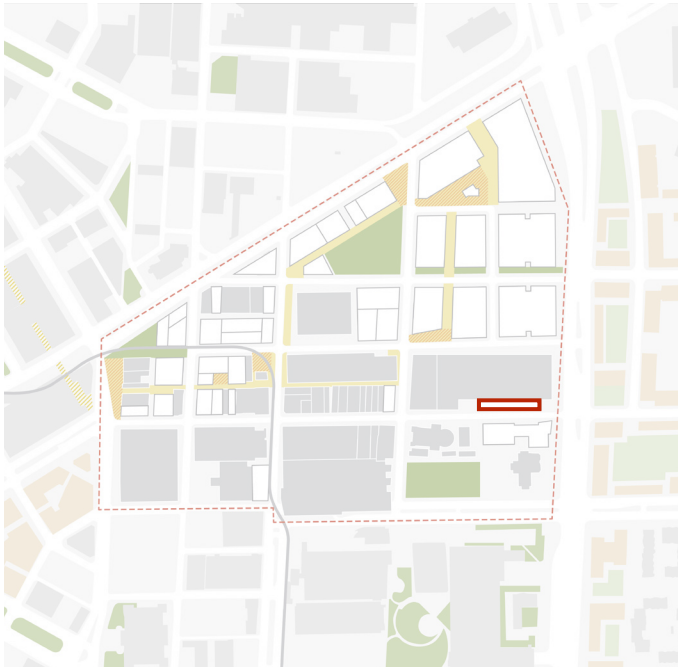
- Maximum Height: 80' (~7 stories)
- No setback requirements



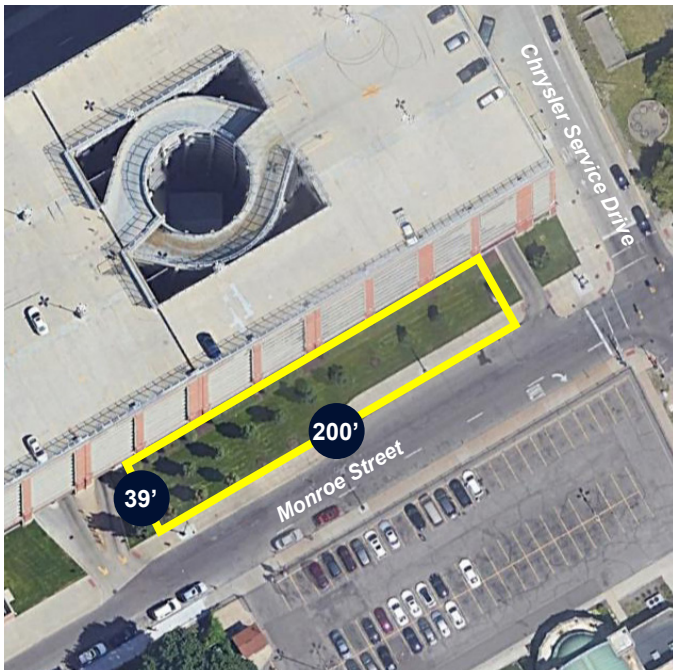
B5

- Unlimited height
- No setback requirements

Conceptual Site Development Strategies



The example parcel described on this page is located at the corner of Monroe Street and Chrysler Service Drive. It is currently being used as a grassy frontage area for the Greektown Casino garage.



The site is very narrow and is an unlikely contender for development, except that it occupies an important location on Monroe Street. Exploring options for small-scale retail spaces on this site will complete Monroe Street's public realm while screening a mid-rise garage.



The wide frontage area is largely unusable today. Future development lining the garage should not impact garage entries and exits on Monroe Street.



Creating a Better Experience on Eastern Monroe Street

The liner retail building will need to be designed in such a way that it does not impact the proper ventilation of the parking garage. This can be done with either mechanical ventilation equipment or by leaving space between the structures for natural ventilation. The liner building shown here depicts three 1,900 SF retail spaces, though actual configurations can vary depending on use.

Given the prominence of Monroe Street, new developments of this sort will extend the high-quality pedestrian experience and Greektown's shopping/dining offerings. It is also recommended that the high garage facade facing Monroe Street be screened with architectural screening, art, or greenery.

Mobility & Circulation Recommendations





Mobility & Circulation Recommendations

The planning team analyzed the mobility and circulation needs of Greektown to understand the present and future challenges the neighborhood will experience in the context of downtown Detroit’s rebirth. The following recommendations are provided to support Greektown’s economic development through reshaping its streets, transit, and planning priorities to take advantage of Detroit’s rapidly transforming downtown.

Streets

Greektown’s existing street network is mostly one-way vehicular circulation. The Detroit Planning and Development Department (PDD) has proposed that Greektown’s existing network (Figure 1) be modified to better interface with the planned Boulevard-style redesign of below-grade I-375 highway. Our recommendations largely support this conversion.

One-Way, Two-Way Conversions

While there are no singular “magic bullet” solutions for improving traffic in urban neighborhoods, converting one-way to two-ways streets is a strategy that has shown to have positive effects on arts and entertainment, recreation, accommodation, food, and professional services industries. A network of one-way streets may result in an increased flow of vehicles; however, successful commercial and entertainment districts need foot traffic as much as they need vehicular traffic. Two-way intersections are typically more complex and require more conflicting vehicle movements than do one-way intersections, but this may result in lower traffic speeds and increased driver attentiveness, which are factors that lead to fewer crashes. Thus, two-way streets can reduce vehicular speed and increase walkability and pedestrian safety. Converting to two-way flow on urban streets can also support shorter trips, facilitate trip flexibility, and provide easier navigation by allowing drivers to approach their destination from any direction.

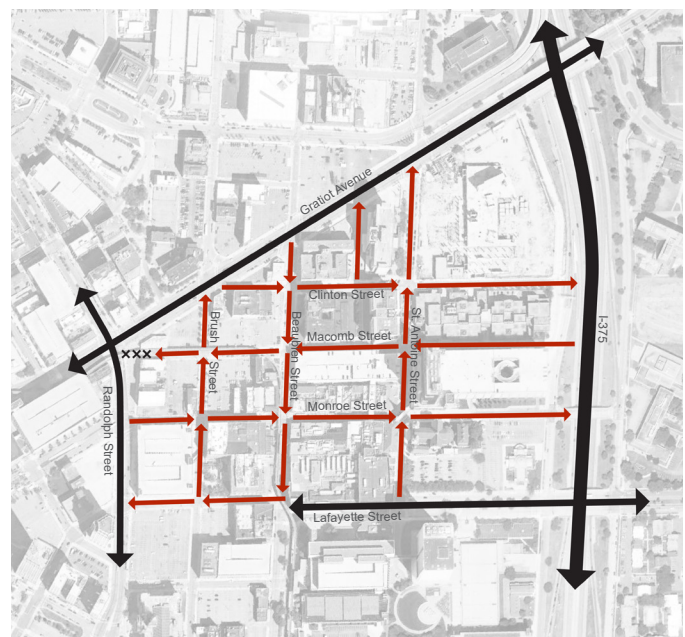


Fig. 1: Street Network Existing Conditions

- ↔ Two-way Street
- One-way Street

The planning team recommends that the majority of the Greektown network be converted to two-way traffic with one key exception.

Monroe Street

Monroe Street is the key Greektown commercial corridor. In its current configuration, two lanes of one-way northeast-bound traffic allow vehicles an easy connection between Downtown's Campus Martius and I-375. As Monroe is the heart of Greektown entertainment and restaurant activity, we recommend that the street be configured such that:

1. The core function of the street prioritizes pedestrian movement, socialization, and economic activity over the movement of vehicles.
2. The street is "Sticky" – Which means that it is designed to attract visitors from suburban and downtown destinations, while discouraging pass-through traffic.
3. The segment between Beaubien Street and St. Antoine Street can be temporarily closed to vehicle traffic with minimal disruption to the traffic flowing on the surrounding network.

The recommended configuration is designed to support the incremental realization of these goals.

- First, it is recommended that Monroe Street remain one-way supporting northeast bound traffic between Chrysler Drive and Beaubien Street.
- In the near term, mobility and circulation for Greektown destinations will be greatly improved for Greektown once the I-375 highway has been converted to an at-grade boulevard. To maximize the benefits of this transition, the one-way flow of both Monroe Street travel lanes should be maintained. The plans for I-375 will need to be harmonized with the neighborhood's expected priorities for traffic flow which currently assumes two-way travel on these two streets.
- In the long run, we recommend that the central section of Monroe Street between St. Antoine Street and Beaubien Street should be narrowed from two lanes to one lane. This modification allows greater space allocation for pedestrian uses. It also calms vehicular traffic with a narrow travel way, discouraging through traffic and reallocating potential through traffic to other network streets.

- It is important that Monroe maintain its centrally located vehicle bay to accommodate passenger drop offs by for-hire vehicles and Transportation Network Companies (TNCs). It is preferred that all pick-up and drop offs be prohibited on Monroe as much as possible and encouraged in designated areas (see the "Pick-up / Drop-off Planning" and "New Mobility" sections). This bay can remain being utilized for limited times unloading of first-mile, last-mile freight delivery.

Monroe Alley

This alley space immediately behind Monroe Avenue offers much underutilized potential for Greektown businesses. First, it has only recently begun to function as a pedestrian plaza and activity space for businesses in the evening.

We feel that this space can be effectively programmed to also accommodate much of the daily freight loading that currently occurs on Monroe Avenue.

Transitioning the alley to accommodate daytime freight delivery is an important factor for the success of the pedestrian-focused treatment on Monroe. The cross section of the alley is relatively wide (17 to 20 feet), this width will accommodate medium-size delivery vehicles. At least 14 feet of vertical clearance is required for the vehicles to pass. Any ROW protruding objects, or hanging lights, etc. should be positioned above this threshold, or removed during the daytime hours.

It is recommended that garbage dumpsters be consolidated to a common location to facilitate waste removal and using reduced footprint dumpsters should be incentivized to minimize the space required for garbage storage. Consolidating garbage storage will also provide a larger area for potential pedestrian activation outside of delivery hours.

To facilitate the vehicles entering and exiting the alley and maintain pedestrian safety, it is recommended that convex traffic safety mirrors be installed at the intersection of the alley and Beaubien. Caution lighting that is triggered by the vehicles should also be installed to alert pedestrians that vehicles are exiting the alley will also help alert pedestrians.

Macomb Street

The planning team recommends that the westernmost half of Macomb Street between Randolph and Brush Streets be closed to vehicular traffic. The closure point should be positioned in such a way that vehicle access for businesses is not impacted. This could easily be accomplished using an interim shared street design that allows but does not prioritize vehicular access.

Long-term Garage Access

The Greektown Casino has a parking garage that will be impacted by the recommended changing of traffic flows on Macomb Street. The Valet garage on Macomb Street between Beaubien Street and St. Antoine Street will be impacted by the implementation of two-way traffic flow. The Valet facility entrance and exit are located next to each other on the south side of Macomb. The planning team recommends these changes while being aware of the impacts for Casino parking structures. We feel that the long-term benefits to circulation and mobility in the neighborhood outweigh the potential for infrastructure cost and operational changes for the Casino.

Pick-up/Drop-off Planning

It is anticipated that the neighborhood needs for pick-up and drop-off space will greatly increase as more Greektown visitors arrive by shared modes (TNCs/taxis). Curbside management for TNCs is easily accomplished using service agreements and geofencing techniques that limit the locations where these companies can pick up or drop off their customers. These techniques have been successfully implemented in cities across the country and with appropriate signage and public information should be adaptable to meet Greektown's needs.

Focus

It is recommended that TNC pick-up/drop-off areas be in the following areas as a phase one strategy:

- Randolph Street (between Gratiot Avenue and Monroe Street)
- Beaubien Street (next to 1330 Beaubien)
- Beaubien Street (south of Greektown)
- Lafayette Street and St. Antoine Street

Converting the taxi stand on Beaubien Street between Monroe Avenue and Lafayette Street, can be explored in later phases. Similarly, the stretch of the new I-375 Boulevard between Lafayette Street and Monroe Street adjacent to the church should also be explored for later-phase implementation.

Retain

On-street curb space is an important asset for the Greektown neighborhood to accommodate pick-up and drop offs, flexible operations, and short-term parking. The planning team recommends that most of the space dedicated to on-street parking uses be retained. On street parking is an important tool to create a buffer between pedestrian and vehicular space. It also supports operational flexibility and future short-term activity beneficial to commercial development.



Fig. 2: Street Network Recommended Changes (Pick up and drop off locations, and locations for retaining on-street parking)



Figure 2 illustrates where we recommend focusing pick-up /drop off activity as well as locations where we recommend retaining (or removing) on street parking. In the future, as development occurs, variations in curb space use and street cross-sections may be accommodated.

Parking

The planning team analyzed the existing parking inventory and demand for the Greektown neighborhood. The initial assessment included the Greektown core (between Lafayette and Gratiot) and the parking assets north of Gratiot.

Supply

Of the combined study area, a significant percentage (47%) of the area is dedicated for surface lots and structures, leaving 53% for buildings and public rights of way. Parking inventory for both sections was found to be 2,000 surface spaces (utilizing 31% of the study area) and 4,800 garage spaces (utilizing 16% of the study area).

Figure 3 illustrates the observed (and owner reported) demand for the lots and structures. The average peak demand for the Greektown core section was 64%, and north of Gratiot section was 43%. The planning team observed a significant parking surplus during the weekday peak (between 10AM and noon). During this time-frame, the north of Gratiot section presented a surplus of approximately 315 parking spaces, while the Greektown core presented a surplus of approximately 1,248 parking spaces.

Future Potential

The availability of surplus parking is a great opportunity for future development in Greektown. 1,248 parking spaces in the Greektown core potentially represents:

Development Type	Potential Impact
Residential	1,259 Units
Retail	419,754 SF
Office	408,409 SF

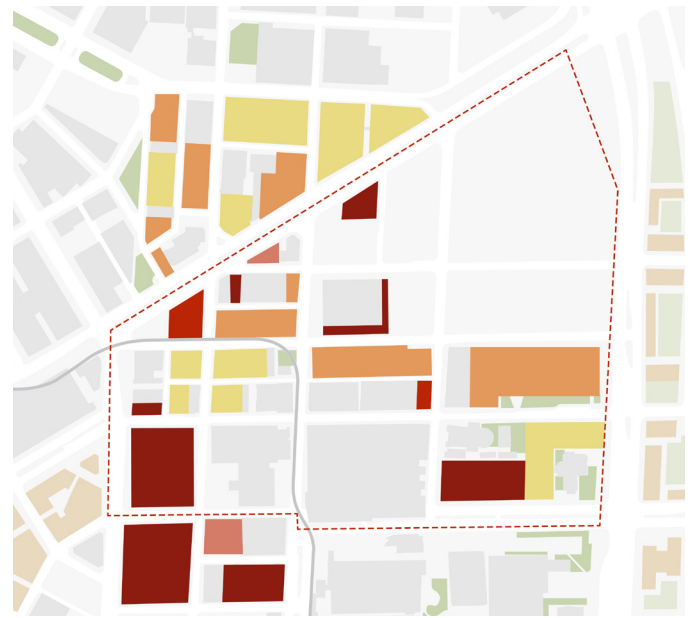


Fig. 3: Parking Study Area - Weekday Parking Demand



Coordination/Data Integration

To improve the customer experience and usability of Greektown's parking assets, the planning team recommends improved coordination between existing parking facilities and integration of the parking data into public resources. For example, making the Greektown public parking supply accessible via mobile apps (such as SpotHero) would give parking customers freedom to make parking reservations prior to their journey and also give parking facilities advanced notice of daily or event-based demands. Per the above study, the parking demand is not spread evenly through Greektown's diverse parking assets. Often parking customers are unaware of the full potential number of spaces and options available to them when they visit Greektown. Using a technology integrated platform to share parking data and give customers advanced notice would help facilitate the process and ensure that parking is spread more evenly through the available lots and structures.

Coordination between parking assets will potentially allow Greektown facilities to distribute and share excess parking stock, and easily integrate parking inventory in

private garages (such as the extensive Blue Cross Blue Shield facilities south of Lafayette).

Enhanced Design

41% of Greektown comprises surface parking lots. Most of these lots are in poor physical condition and give customers the perception of an unsafe and unwelcome environment. Tactical urban design and landscaping improvements can balance aesthetics and usability and improve the surface parking experience and help brand Greektown as a high-quality parking destination. Low cost attention to the surface lot design and pedestrian amenities will also make the spaces more attractive to non-parking uses (such as markets, public performances, and other civic events), during off peak hours when the demand for parking is lower.

In this way, Greektown can support ample vehicle parking when needed, and also support a variety of other public uses, mitigate the effect on the environment, and give greater consideration to function of parking as public space.

Event Parking

Providing a parking supply for special events has been a key development goal for Greektown in the past. It is important that the recommended set of improvements strike a balance between supporting Greektown as a destination in and of itself and meeting the needs of events operations. As the neighborhood develops economically, event use will have to compete more with other more consistent daily uses. A key for the movement of large numbers of people is to develop a holistic focus that includes pedestrian planning and harnesses other modes (such as pedicabs, bicycle sharing, and micromobility options) to improve circulation. Parking design and traffic flow should support and not preclude pedestrian, bicycle, and micromobility use during events. Improving event venue access by alternative modes will allow customers to tap parking assets that are further away from venues, while still allowing them to benefit from Greektown entertainment options before and after the events. Enhanced mobility options will allow parking providers to price their surface lot assets competitively with those that are more adjacent to venue, or regional highways access points.

Occasional special events spectators are all too unaware of parking locations, costs, and benefits. Therefore, enhanced trip planning and wayfinding information

are especially essential to improving the event goer experience.

Parking and Development

The planning team's parking analysis has been created in parallel with Greektown's market assessment and development planning. In general, we have observed that Greektown has an oversupply of parking and reducing the parking footprint in the neighborhood offers significant potential for development while minimally impacting the needs of existing Greektown parking users.

We feel that it is essential to prioritize active uses along key corridors including Brush Street and Monroe Street. This scheme will benefit from development and activate vacant lots/parking lots along Brush Street. In west Greektown, it is important to maintain and improve surface parking lots, especially behind potential Brush Street developments.

In short to mid-term development scenarios, it is important to maintain specific parking facilities that are in proximity to key pedestrian corridors. These locations will allow customers to access high traffic/high visibility roads and then walk or take pedicabs, transit, or other shared micromobility options to several destinations.

Pedestrian Access/Public Realm

Prioritize

Supporting pedestrian activity is an essential goal of this framework vision. All Greektown destinations benefit, when the streets are supportive and safe for pedestrian trips. It is important to recognize that pedestrian activity is not simply about moving from point A to point B, but to support the intense social uses that pedestrians engage in. Successful pedestrian infrastructure includes enough space for pedestrians of all ages and abilities, as well as shade, ample seating, and places to gather. These are key features that are often at odds with urban public spaces that are more focused on the perception of safety and reducing risk than they are about enjoyable pedestrian spaces.

The planning team recommends that Brush Street, Monroe Street and St. Antoine Street all be considered priority corridors for pedestrian-focused infrastructure. For Greektown, is important to foster pedestrian activity to give "eyes on the street," with the understanding that more people in public reduce the perceptions of isolation and insecurity. We feel that the neighborhood should

develop and apply design standards for urban design and pedestrian amenities (including wayfinding) that will create a consistent appearance to guide pedestrians through Greektown’s streets and spaces.

During event days, this network of pedestrian corridors should operate as a processional space. It is important that designs facilitate a transformation from successful daily use to higher capacity event use. Flexible and tactile urban design features (such as planters, vending booths, sculptural gates, wayfinding totems, etc.) will allow these spaces to fully pedestrianize when the increased capacity is required, and then contract to “right-size” for daily volumes. Strong relationships with local law-enforcement and security personnel will be important to guide drivers and pedestrians during pedestrian-focused transformations. While appropriate design will reduce the need for enforcement, this type of dramatic transformation will need human assistance in communicating the new rules to all participants.

Interface

Greektown currently exists in many ways as an island of activity separated by parking lots, a high capacity arterial (Gratiot Avenue) and a highway (I-375). It is important to create safe and convenient crossing to guide pedestrians between Greektown and other parts of Downtown. Complete street treatments including traffic calming, legible wayfinding signage, and ample pedestrian refuges are recommended for Gratiot and the future I-375 Boulevard. High priority intersections include Gratiot Avenue and Randolph Street, Gratiot Avenue and Brush Street, and Randolph Street and Monroe Street (Figure 4). Connecting St. Antoine across Gratiot Avenue is a second priority goal, as this crossing will be significantly impacted by traffic movements once the I-375 Boulevard design is implemented.

Activate

Figure 4 indicates strategic locations for pedestrian activation. With the goals of supporting pedestrian access and activity in mind, we recommend that the open space on Randolph Street between Monroe Street and Gratiot Avenue be supported by key events programming and local sponsorship. Creating a “Friends of Greektown public spaces” type organization will help ensure that places are lively and well utilized. It will also provide funding and structure to support the maintenance and care of these new urban spaces.

An important step to improving conditions on Monroe

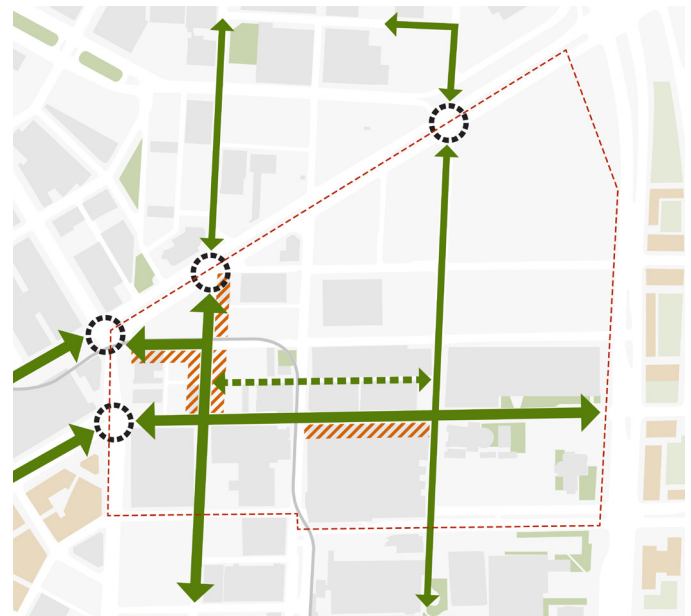


Fig. 4: Pedestrian corridors and high-priority intersections for pedestrian improvements



Street is to allow businesses to locate in the empty storefronts along the former Trapper’s Alley edge. It is understandable that this may create operational complexity for the Greektown Casino, but the increased casino business from active street life and potential revenue from successful businesses should support the required policy, infrastructure, and staffing investments.

The often-vacant surface parking lots along Brush Street, should also be considered prime opportunities for activation. Creating practices of festivals, street fairs, flea markets, or other specialty events will help the space become identified with pedestrian activity. Similarly, the pocket park at Beaubien Street and Macomb Street and the vacant lot at Monroe Street and St. Antoine Street should be considered opportunities for social gatherings.

As the development process for Greektown fully engages, the framework of pedestrian corridors, interfaces, and active public spaces will support successful mobility options for future residents and visitors alike (Figure 5). This is a long-term process and creating a supportive foundation for mobility will guide development and help prioritize pedestrian activity into the future.

Public Transit Connectivity

Illuminate

Compared to other locations in Downtown Detroit, Greektown benefits from many connections to public transit services. The Detroit People Mover (DPM) has direct connections at Beaubien and Monroe and Beaubien adjacent to Lafayette. It also has adjacent access to frequent bus service on Woodward and Gratiot, and the Q-Line streetcar. The planning team recommends that transit access improvements be pursued to cultivate a practice of transit use by visitors, employees, and potential future residents.

First, it is important that the neighborhood support the development of wayfinding signage to guide people to existing bus and DPM services. We recommend sponsoring dynamic, high-visibility, real-time arrival and destination signage for DPM so that customers can better understand how connected they are to various points downtown. Real-time arrival signage will help communicate to users when the DPM will arrive to take them to venue connections so that they can enjoy their dinner and drinks and make the opening face-off, tip-off, or act.

Financial incentives to use public transit on event days can also prove to be successful measures to build awareness of public transit options. We recommend that local establishments partner with DDOT, DPM, and the Q-Line to provide customers with complementary tokens / tickets during events.

Consolidate Event Transit Services

Greektown uses several free private shuttle services to connect with Little Caesar's Arena and Ford Field / Comerica Park. Three shuttles are provided by the Greektown Preservation Society and different establishments and operate as stand-alone ad hoc services. The planning team recommends that the many shuttles consolidate and formalize to create a simplified, singular service. We feel that the resources required to operate three separate services would be better utilized in coordinating their hours of operation, schedules, route, and stops.

A single service managed by a single entity could provide consistent and legible transit service between Greektown and the venues. First, a simplified shuttle route should be developed that matches updated street directions and closures. Adhering to a single schedule and set of destinations would allow three vehicles to provide scheduled trips to venues (departing every 5 to 7 minutes).

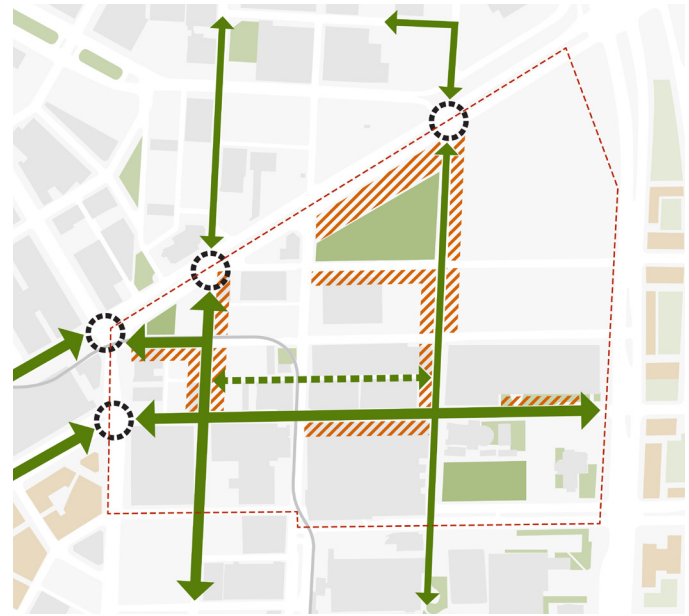


Fig. 5: Long-term development strategy supported by the pedestrian-focused framework



An important piece of the consolidation is consistent signage and branding as the Greektown shuttle. One bus stop location for all shuttles should be established with signage, schedule and contact info, and seating for those waiting. To make the service more usable, it is recommended that all shuttles be equipped with GPS transmitters so that vehicle locations can be posted to real-time arrival signs and mobile app. This can be easily accomplished with real-time vehicle tracking services (such as www.opengts.org, www.gpsgate.com, www.buswhere.com/shuttles or www.ride-systems.com). This type of technology can also be utilized to remotely monitor and manage the fleet to ensure that vehicles meet the posted schedule times and frequencies.

Figure 6 shows potential service routes for the shuttle service given the proposed street realignment. These proposed routes and stop locations provide a starting point for a discussion between shuttle bus operators and potential service supervisors / managers.

Note that the shuttle routes proposed above are based on the existing patterns of the Uzo Cruizo bus. Morris "Mo" Joseph (the bus operator) confirmed the routes to LCA and to Ford Field/Comerica Park.



Fig. 6: Shuttle Route for Events at Comerica Park, Ford Field, and Little Caesar's Arena

To encourage private shuttle customers to travel between Greektown and their event destination and provide an incentive for using the Greektown entertainment options before and after an event, it is important to make the process as easy as possible for the user. Locating the drop off point as close to the destination as possible is ideal.

Experiment / Improve

Updating the shuttle routing to avoid areas of congestion may reduce running times and improve service consistency. However, it will also make the service less legible to users. In the case of travel to Ford Field / Comerica Park (Figure 6), turning the shuttle left on Madison, and dropping passengers off at John R Street is a potential service option. Ultimately, the recommendation is less about the route that is taken and more about the consolidation of free services provided so that the user has a high-quality experience. Alternative shuttle routes should be explored as long as the service has high quality signage is provided so that users who are not familiar with the service know where they will board the bus after the event.

New Mobility

“New Mobility” is the marriage of technology, services, public-private partnerships, and consumer preferences to increase the capabilities of the overall transportation ecosystem. It includes fixed route, deviated schedule, on demand, subscription based, multi-passenger, single occupant, shared use, public operated, private operated, semi-autonomous, fully autonomous, public bike share, dockless bike share, e-bikes, bike parking, EV charging, loading zones, complete streets, and much more.

Greektown is already seeing the beginnings of this mobility transformation with increased numbers of TNC trips, the Mobike bike share system, as well as dockless scooters and eBikes. For the past year, Bedrock has provided an employee shuttle service using low-speed autonomous vehicles operated by May Mobility. The next set of recommendations address steps that Greektown can make to maximize the impact of these upcoming changes in the way people are mobile.

Mobility Management

TNC activity in Greektown has demonstrated how disruptive and inconsistent new mobility services can be if they are not effectively managed. A lack of curb space and constant congestion have made matching TNC customers and their rides challenging. Proactive regulation can protect Greektown from losing customers to destinations where pick up and drop offs are easier.

Cities and districts that manage mobility resources most effectively will reap the benefits. Curb activity can be controlled by partnering with Uber and Lyft to establish pick-up and drop off zones. Developing the zones are enforced by the TNC. Pick-ups and drop offs outside of designated zones are prohibited using a technique called geofencing, where the user’s phone and the TNC driver can only complete a transaction if they are in a designated location. This high-tech approach must be supported by low tech signage and paint to ensure that locations are easily found by both parties. The planning team recommends that this approach be explored in Greektown context.

Figure 7 illustrates a set of potential locations. These should be workshopped with representatives from Uber and Lyft to develop locations that work for drivers as well as Greektown businesses.

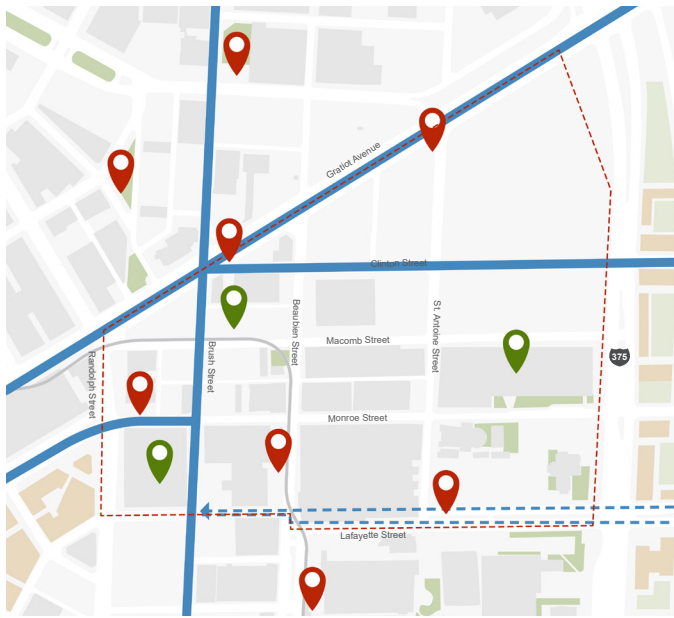


Fig. 7: Potential locations for pick-up and drop-off zones and mobility hubs

-  Mobility Hub
-  Car Share/Charging Station
-  Micromobility/Bike Route

Mobility / Micromobility Hubs

The term “mobility hub” implies that the primary focus is moving people. These are centers that facilitate a smooth transition between transportation modes: walking, biking, cars, transit, and others.

Most recently, alternative forms of shared personal mobility have found a role in the transportation ecosystem. These options include station-based bikeshare programs, dockless bikeshare programs, shared electric bicycles, and shared scooters – collectively these are called “micromobility.” While the specific vehicles used varies, they tend to have a small size appropriate for an individual traveler and can be rented for short periods to make trips. The safe use of these mid-speed modes can be supported by typical bicycle infrastructure such as protected lanes, painted lanes, and greenways.

Similar to the challenges experienced with TNCs and curb space, micromobility modes must also be managed to be a viable option in cities. Dockless modes in particular have developed a reputation for creating blight and cluttering already crowded sidewalks. Creating micromobility corrals can be easily accomplished using signage and sidewalk paint.

The planning team recommends that the mobility hub concept be explored in Greektown by co-locating TNC pick-up zones with micromobility corrals. Designating specific hubs that provide multiple mobility options are helpful in maximizing usage of all, and managing journeys using different modes. Indeed, successful mobility hubs combine these modes with bike share stations, public transit, information kiosks, public seating, and vending. Figure 7 illustrates potential locations for mobility hubs given the City’s planned bicycle connections and priority streets.

Explore Pilot Projects

Many mobility technology providers are interested in engaging with communities to testing their products and services. Due to its central location and proximity to key downtown destinations, the planning team recommends that Greektown explore private partnerships to test new mobility options. Low-speed autonomous shuttles (similar to the Bedrock / May Mobility service) can provide limited capacity access to downtown destinations (such as event venues) with minimal disruption to traffic flow.

In the short term, Greektown should explore pilots that support the implementation of car share services in Detroit. the planning team recommends that Greektown parking managers explore reserving spaces for shared vehicle fleets (such as Zipcar, Enterprise, and Car2Go) and provide infrastructure to support electric vehicle (EV) charging. Figure 7 highlights a potential distribution of car share and charging stations amongst Greektown parking assets.

Detroit has a long history of experimenting with vehicles that use one or more electric motors or traction motors for propulsion. EVs require a charging stations to connect to a source of electricity for recharging, and publicly providing these charging resources can incentivize a transition away from traditional internal combustion engines that require fossil fuels like natural gas or petroleum products such as gasoline, diesel fuel or fuel oil.

The planning team understands the EV transition to be an inevitable one. The costs of sourcing fossil fuels and mitigating the negative impacts of their storage and use are tremendous, while the costs for EV components are plummeting. The more that Greektown can engage with these technologies at this stage, the more that the neighborhood will be ahead of the curve and maintain its competitive advantage over other downtown entertainment districts.

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