

**ECONOMIC
DEVELOPMENT+
RETAIL**



RETAIL

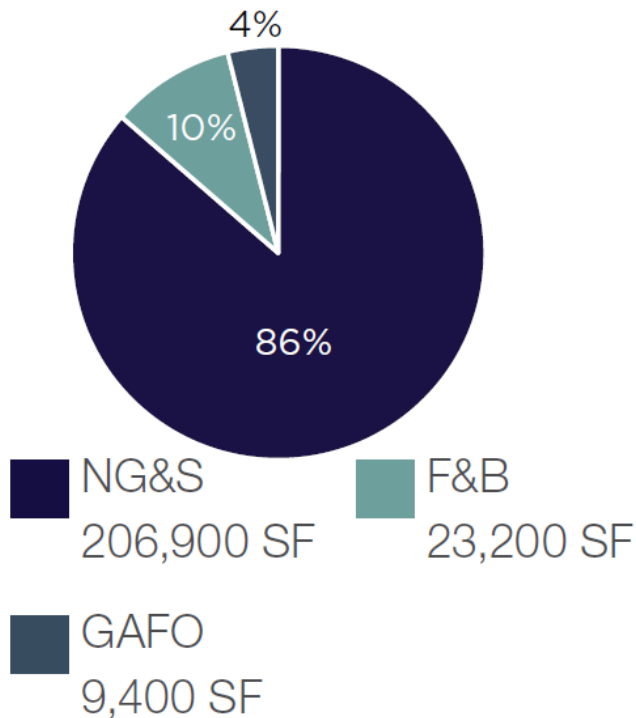
WHAT MAKES A GREAT REGIONAL RETAIL DISTRICT?

THE HEART • RETAIL

Streetsense Commercial Corridor Strategy



Retail Demand



NG&S = Neighborhood Goods and Services

F&B = Food and Beverage

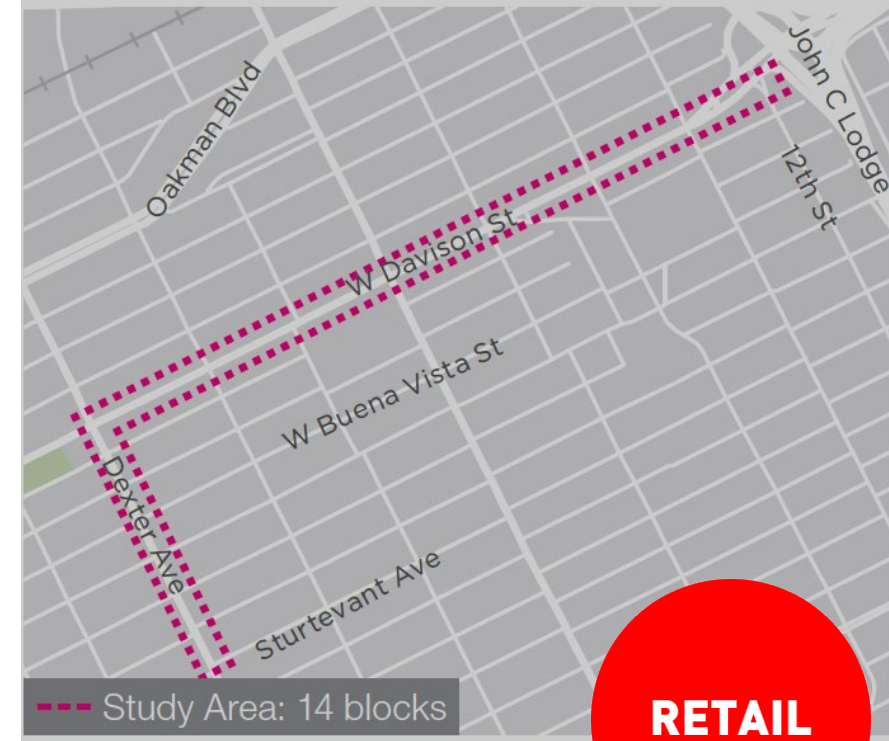
GAFO = General Merchandise, Apparel, Furnishings and Other

- Completed in February of 2018
- Looked at the Retail Demand in 13 corridors in Detroit
- 2 focus groups in 2017

Major Recommendations

- Address blighted buildings along Dexter Street
- Pursue an infill development strategy along Dexter Street
- Permit street (curbside) parking along West Davison Street

**TOTAL RETAIL DEMAND: 239,500 SF
OR 4 DOUBLE-SIDED BLOCKS**



ECONOMIC DEVELOPMENT + RETAIL



Local Retail - Dexter

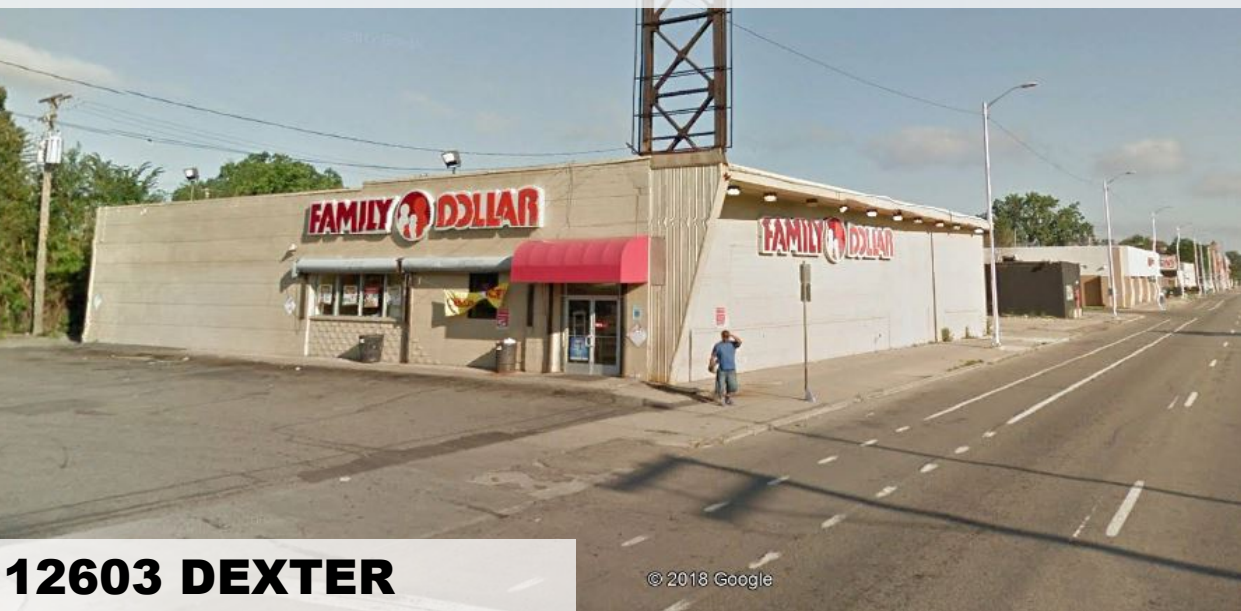
- **Identify city owned buildings for potential rehabilitation**
- **Identify prime areas for potential Motor City Restore + Motor City Match recipients**



13118 DEXTER

RETAIL

Existing Businesses- Dexter

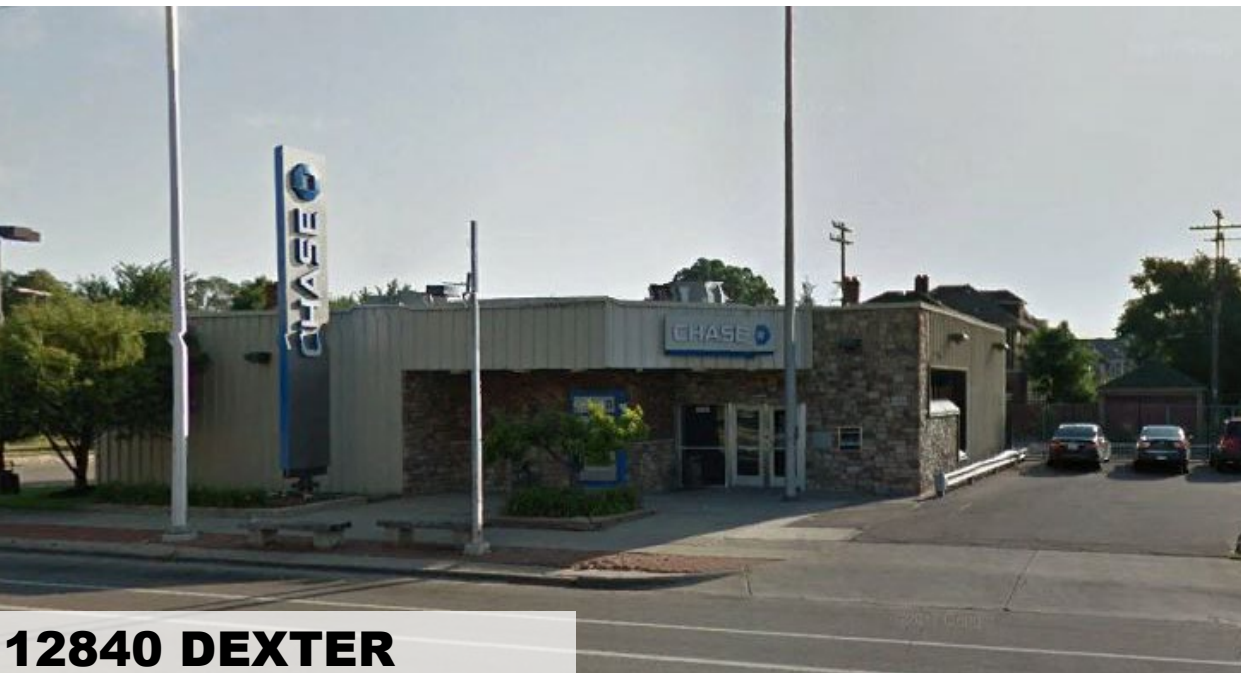


12603 DEXTER

© 2018 Google



12707 DEXTER



12840 DEXTER



12041 DEXTER

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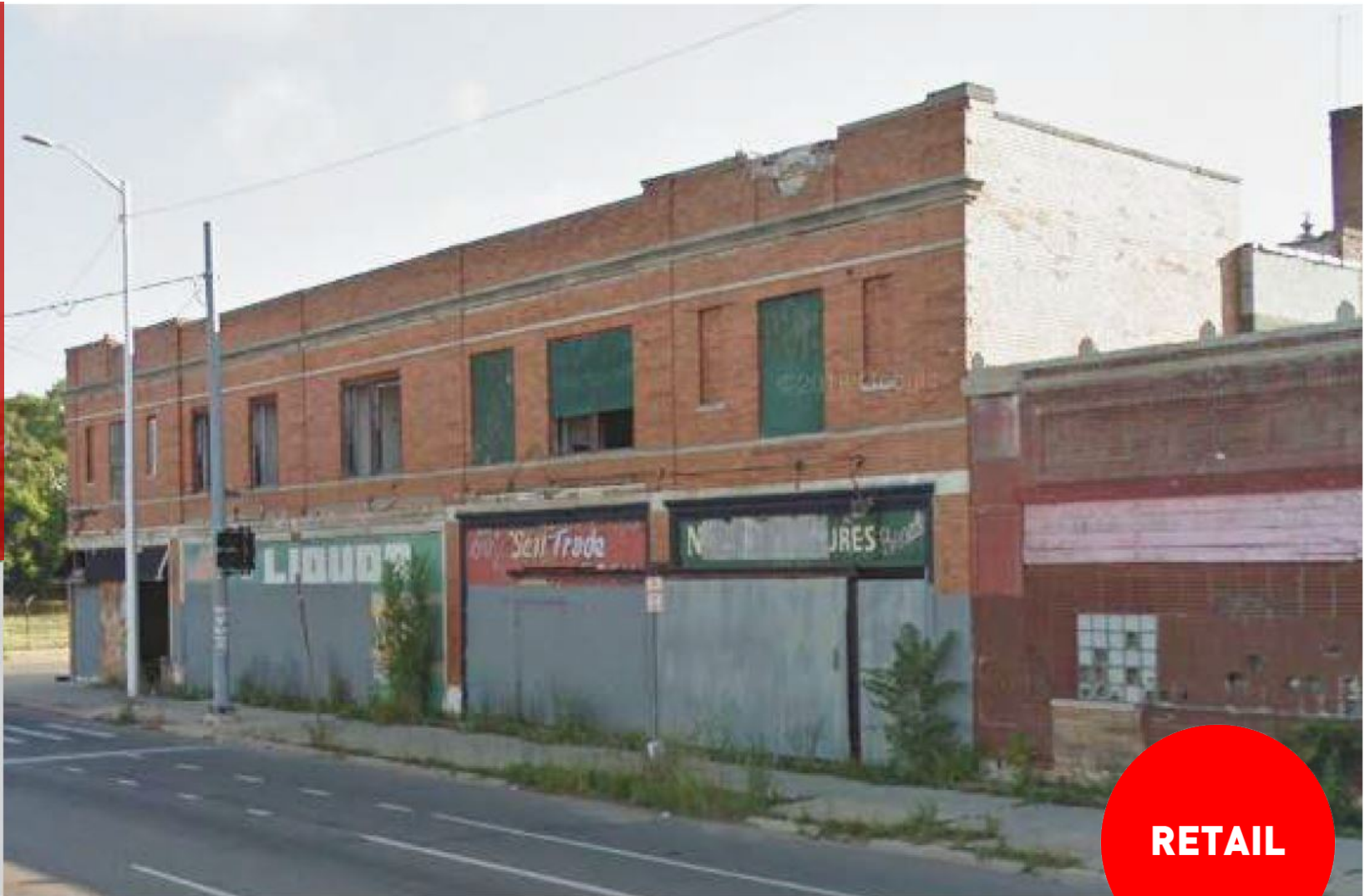
RETAIL CONCEPT



WHAT WE HEARD

Residents want more healthy dining options along Dexter

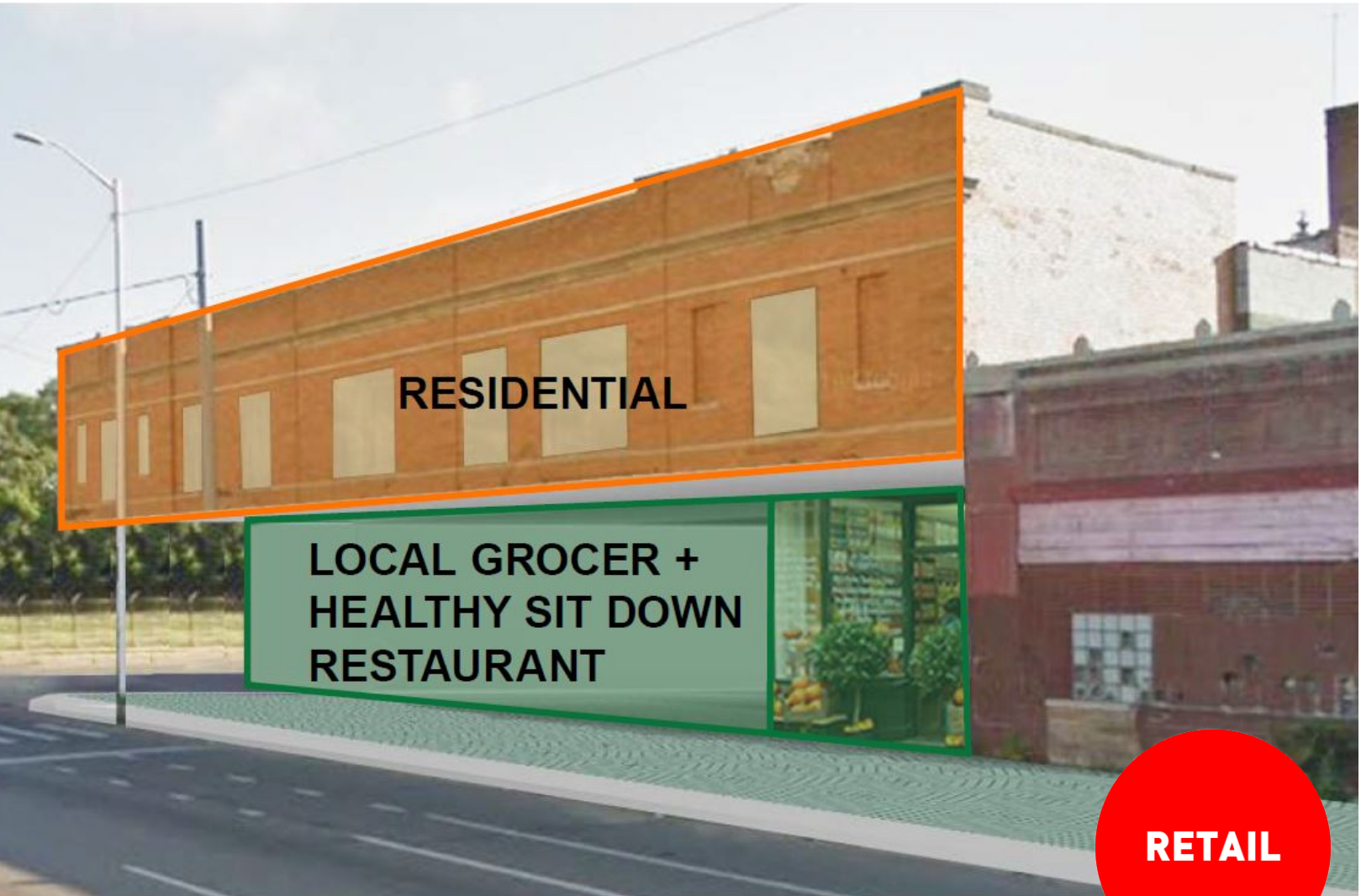
Pairing retail with amenities such as pocket parks, bike parking, street furniture, bus shelters is important



RETAIL CONCEPT

OPTION 1 - HEALTHY EATING

**12546
DEXTER
CONCEPT 1**



RETAIL

RETAIL CONCEPT

OPTION 2 - ACCESS TO RETAIL

12546
DEXTER

CONCEPT 2



RETAIL

RETAIL CONCEPT

BEFORE

How do you
feel about
the two
concepts?

Residents want more
healthy dining options
along Dexter

Pairing retail with
amenities such as pocket
parks, bike parking, street
furniture, bus shelters is
important



RETAIL

Project Green Light?



DETROIT POLICE DEPARTMENT
PROJECT GREEN LIGHT

RETAIL

What is Project Green Light?

The Program

- **Surveillance by Detroit Police**
 - **Real time, officers visit area routinely**

The Findings

- **Carjackings have declined by 40%**
- **Crime around businesses reduced by 23%**
- **Participants across the city 323**
- **Locations in neighborhood area 10**

REQUIREMENTS

- **At least 5 businesses to sign up within 4 block radius**
- **Monthly cost not more than \$250**
- **Contact service provider for your area**



DETROIT POLICE DEPARTMENT
PROJECT GREEN LIGHT

RETAIL

The Website

- <http://www.greenlightdetroit.org/joinus/>
- **Application Process**
- **Costs for individual business owners by vendor**

IF YOU ARE INTERESTED in participating in Project Green Light Detroit as a partnering business, please complete the application below.

If you have any additional questions, you can reach us at:

Project Green Light Detroit
City of Detroit Mayor's Office
2 Woodward, Suite 1126
Detroit, MI 48226
(313) 596-8899
greenlightdetroit@detroitmi.gov

We look forward to hearing from, and working with, you and your business in making our neighborhoods safer!



Project Green Light Detroit Partner gas station at the intersection of Fenkell and Greenfield.

Today

- **Sign in sheet for those interested in getting more information about the Project Green Light Program**

Project Green Light Business Application

* Required

Owner's First Name *



DETROIT POLICE DEPARTMENT
PROJECT GREEN LIGHT

RETAIL

The Arts on Commercial Corridors

36% of People would like art on commercial corridors.....



DABLS BEAD MUSEUM

**ARTS +
HERITAGE**

RETAIL

Activation of Vacant Lots

Activation of Vacant Lots



Food truck parking and dining



Night time projections that activate facades



Interactive historic education



Pop up shops and weekly markets

Activation of city owned vacant lots on Dexter Avenue

City Owned Vacant Lot 1

- Dexter at Tyler

City Owned Vacant Lot 2

- Dexter at Leslie



Activate Vacant Lots Concept Area 1



Dexter at Tyler St

Activate Vacant Lots Concept Area 2



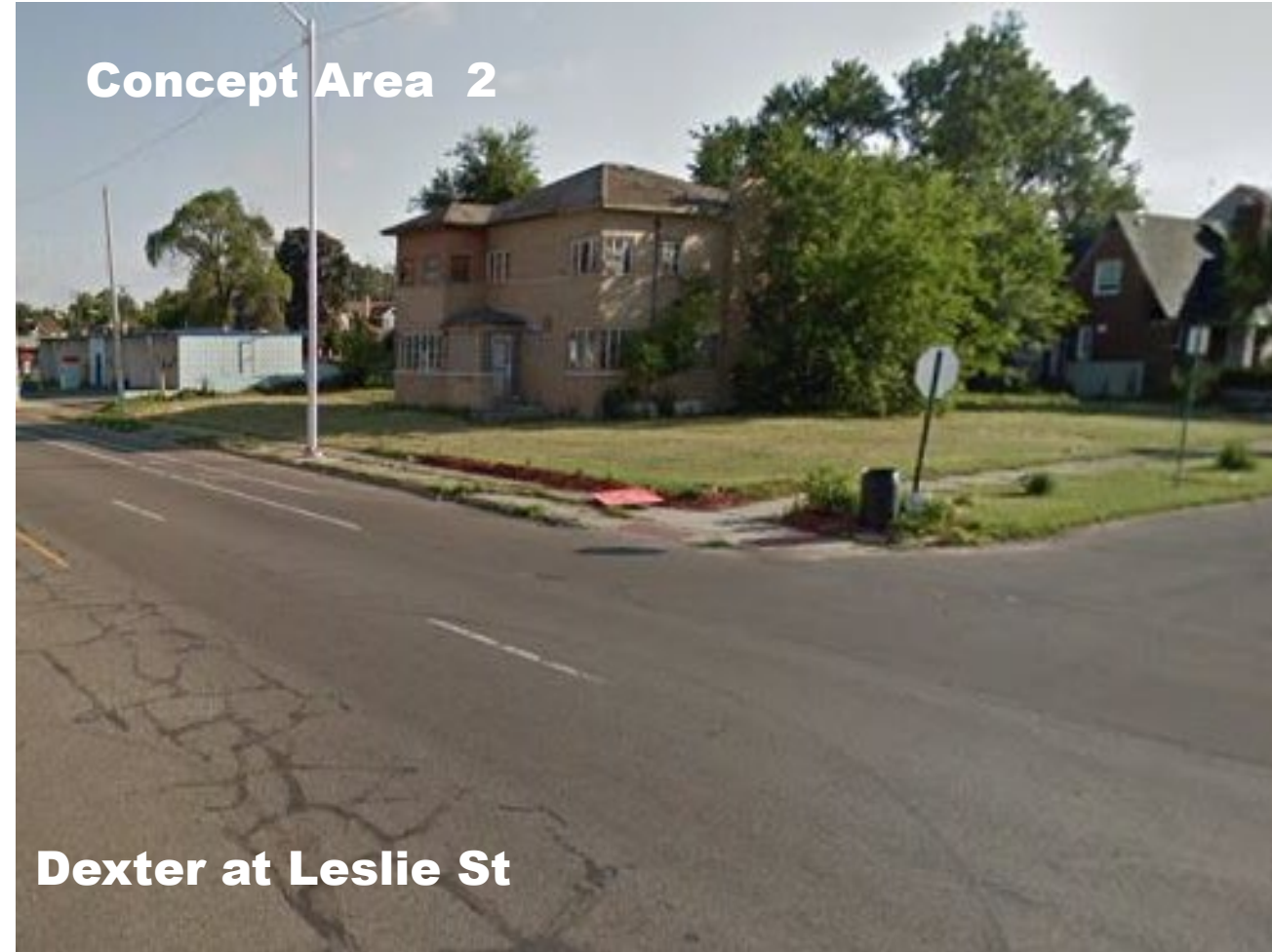
Dexter at Leslie St

How do you feel about these concept areas?

Concept Area 1

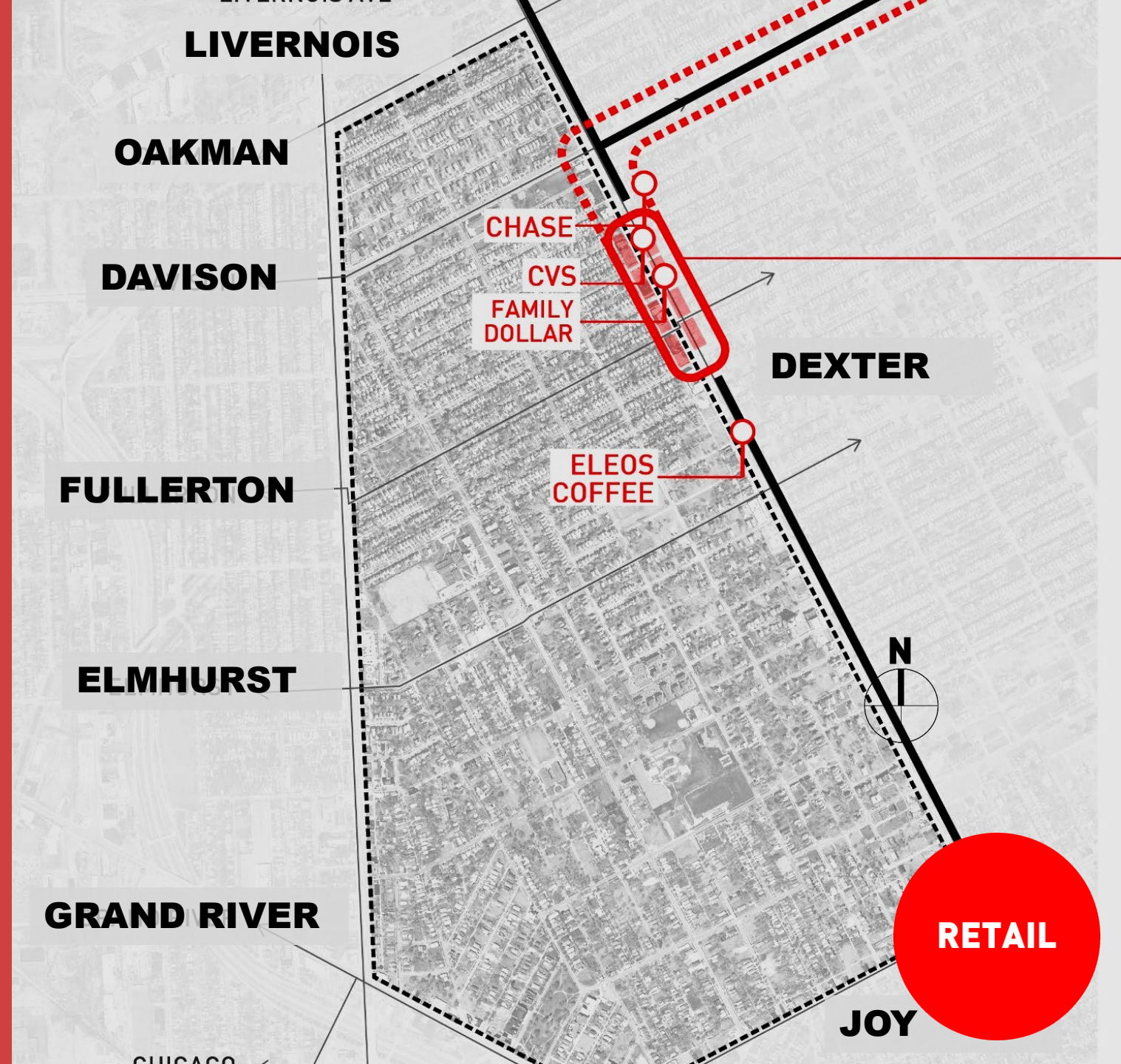


Concept Area 2



RETAIL STRATEGY:

1. TO IMPROVE QUALITY OF LIFE BY PROVIDING ACCESS TO LOCAL GOODS/SERVICES
2. TO EXPLORE WAYS TO INCORPORATE ARTS AND HERITAGE ON RETAIL CORRIDORS



STREETSCAPE

Questions related to Retail

DEXTER AVENUE:

Make the street attractive for current and new businesses



STREET-
SCAPE

Dexter Avenue Streetscape Elements explored in August:

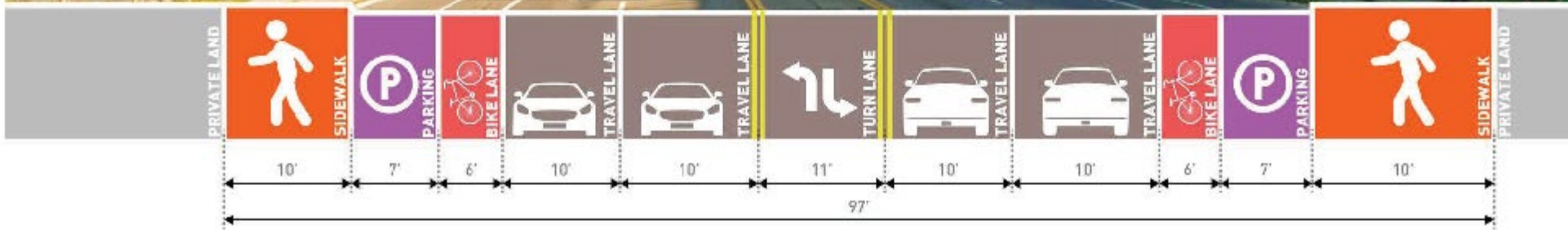
- Gathering spaces
- Street furniture
- Defined parking
- Bike lanes
- Improve sidewalks
- Trees
- Landscaping
- Art
- Banners
- Lighting



**STREET-
SCAPE**

Current Streetscape along Dexter Avenue

On average
8,400 cars
 traveled on Dexter
 between Davison
 and Fullerton
DAILY IN 2013



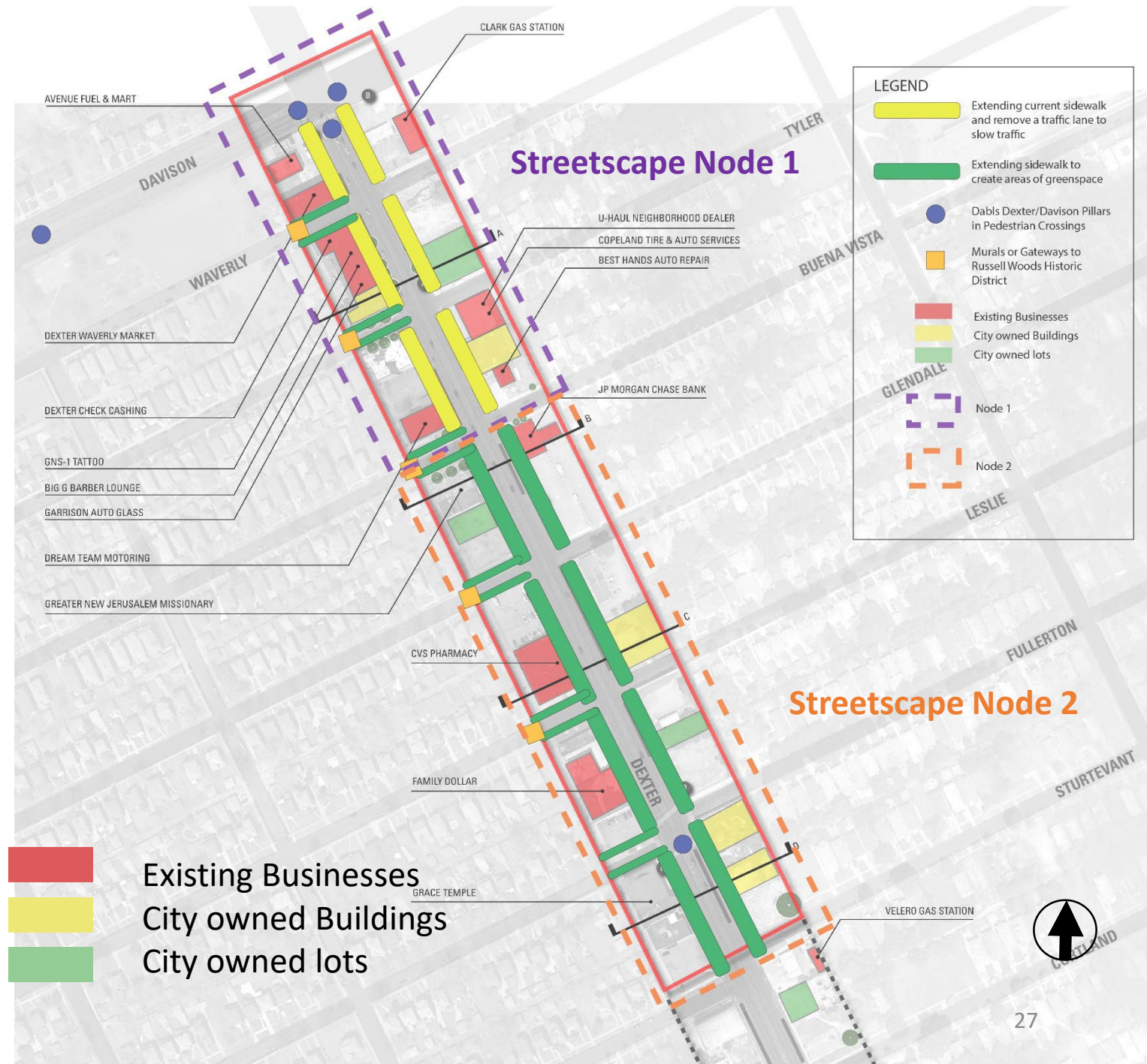
Current Streetscape on Dexter Avenue

Streetscape Node 1

- We could look at removing a lane of traffic to slow it down and increase the right of way

Streetscape Node 2

- We could look at beautifying the right of way where possible



Dexter Avenue Existing Streetscape



Node 2 (Dexter at Leslie)



Node 1 (Dexter at Waverly)



Dexter between Davison and Buena Vista (Street Node 1)

How do you feel about the concept of removing a travel lane?



Dexter between Buena Vista and Sturtevant (Street Node 2)

How do you feel about the concept of beautification and improving the right of way?



RETAIL ACTIVITY:

Please
participate in
the retail
activity at
your table



RETAIL

RETAIL NOVEMBER 2018 FOCUS GROUP FEEDBACK

Retail Concepts

- **Concept 1 and Concept 2 was well received. Residents would prefer to see a sit down restaurant or grocer than a pharmacy due to CVS**
- **One resident asked whether there was a possibility that Dexter could have a specialized corridor (such as the financial district). She mentioned a Lutheran church bank that gives \$500 to a neighborhood association or foundation of the banker's choice as an example**

Art on the Commercial Corridors

- **Residents would like to see a visual representation of murals on a retail corridor**

Activation of City Owned Vacant Lots

- **Residents were more in favor of Concept 1 vs. Concept 2 if lots were to be activated in a short period of time**
- **They believe that the Dexter at Tyler option is more visible and could make an impact for existing businesses**
- **They have questions about when an activation could happen and what the potential process would be.**

RETAIL NOVEMBER 2018 FOCUS GROUP FEEDBACK

Streetscape in regards to Retail

NODE 1

- **In Node 1 Residents/ Business owners are concerned that if we eliminated a travel lane between Davison and Buena Vista it will cause congestion for new and existing business owners**
- **We gave an example about how Dexter at Joy Rd also goes down to a one lane road and people understood that it could also possibly help**
- **We also mentioned that it would not be the entire stretch of Dexter between Davison and Joy but just a few blocks.**

NODE 2

- **In Node 2 they are interested in seeing beautification in that area as well**

Activity

- **Residents and Business owners want to see doors, windows, and awnings on building facades. They also want to see gathering spaces and wifi in front of businesses.**
- **Trees and projections are also important**