



Greektown Neighborhood Framework Vision

GREEKTOWN PRESERVATION SOCIETY

FEBRUARY 2019

SOM | HR&A | OJB | SAM SCHWARTZ ENGINEERING
MCINTOSH PORIS ASSOCIATES | KRAEMER DESIGN GROUP

Contents

1. Introduction	6
2. Greektown Context & Vision	18
Greektown in Context	20
Market & Demographic Scan	28
Themes & Observations	54
Design Drivers	56
4. The Framework Plan	58
Greektown Existing Conditions	60
Greektown Neighborhood Framework Vision	76
5. The Greektown Experience	98
The Public Realm	104
Greektown's Streets	172
6. Implementation & Phasing	188
Historic Asset Recommendations	190
Development Feasibility	194
Implementation Guidance	206
Conceptual Phasing	216
Retail Storefront Guidelines	224
Appendix	236







Introduction



Our Charge

Create an environment that will ensure the long-term economic vibrancy of Greektown while further solidifying its identity as the historic entertainment core of southeastern Michigan and a significant cultural attraction within the greater Great Lakes Region.

- *Greektown Preservation Society*

Stakeholder Goals & Intentions

Greektown Preservation Society

Established by Greek immigrants in the 1880's, historic Greektown continues to serve downtown Detroit as a thriving entertainment center. The mission of the Greektown Preservation Society is to promote and preserve the Greektown neighborhood while supporting the growth and success of its businesses.

As a consortium of invested stakeholders who care about Greektown, the society continues to promote the neighborhood and procure resources to ensure the vitality and well-being of the area. The society facilitates cooperative strategies to support the existing business and create a healthy climate for economic growth and development.

The society preserves Greek culture and traditions by hosting festivals throughout the year for the enjoyment of all and enhances the experience of tourists and Detroit's visitors alike by maintaining a clean, attractive, accessible and safe place to dine, shop, and seek entertainment.

The Greektown Framework Plan Intent

Greektown today is a dining, nightlife, and entertainment destination within downtown Detroit. While locals and tourists continue to visit the neighborhood for its food and beverage experiences, its authentic Greek cultural offerings have waned significantly over the years. While many of the neighborhood stakeholders consist of families with Greek heritage, the identity of the neighborhood and changes in the makeup and preferences of patrons have ushered in a new generation of venues, including a casino, national fast-casual brands, a liquor store, nightclubs, and traditional American pubs.

As the economic conditions of downtown—and Detroit more broadly—continue to improve, Greektown has the opportunity to capitalize on the city's momentum and re-establish itself as a pre-eminent entertainment district with strong cultural roots and a roster of year-round programs and experiences.

Greektown's unique combination of assets and opportunity sites positions the neighborhood well for growth, investment, and evolution. With nearly half of the neighborhood's approximately 50 acres dedicated to surface parking or vacant lots and a well-earned reputation as a fun place to visit, the opportunities for neighborhood rebirth are plentiful.

The purpose of this planning effort and the framework plan is to unite all of the neighborhood's stakeholders behind a common vision for the future of Greektown.

Creating the Greektown Framework Plan

Our Process

When embarking on an effort to imagine the future of a district with as much cultural significance as Greektown, and in a city as historic and dynamic as Detroit, it is essential to understand the history of the place, its strengths and weaknesses, its contributions to the community, and its role in the larger urban and regional context.

The vision and framework planning effort resulting in this document began by convening local stakeholders along with urban planners, landscape and public realm designers, economic planners and market analysts, transportation planners, and architects to develop a baseline understanding of the district's existing conditions and determine its market appeal, public realm deficits and needs, and development opportunities. The approach to this effort was designed to be inclusive of a wide variety of perspectives and the aim was reach consensus on a unified vision for the future of Greektown that could respond to the needs of existing and future stakeholders while reshaping the identity of the neighborhood to become more diverse and accommodating of many different users and uses.

Following initial meetings with stakeholders and city leadership to understand their intent and ongoing planning and development initiatives, the planning team conducted an existing conditions evaluation to understand the current state of things. This analysis reviewed existing development, land ownership, public infrastructure, traffic flows, parking demand, nearby transit access, historic development patterns, and much more.

With a solid foundation of understanding established, the planning team was able to engage with community stakeholders to understand their preferences and priorities for the future of the neighborhood. Once the team developed goals and aspirations for the neighborhood that stakeholders could agree to, the planning and design process began. Through several months and rounds of iteration, a consensus vision plan was developed. That vision plan is outlined in the pages of this document.

This process and the resulting plan was defined by close interaction with local stakeholders and city leaders and a fundamental belief in the possibility of downtown Detroit.



Prior to commencing the planning and design processes for Greektown, the SOM team and the Greektown stakeholders participated in a walking tour of the neighborhood



Greektown commonly hosts events and festivals along Monroe Street, welcoming Detroiters and visitors from all over to Greektown. Pictured here: 2018 Greektown Lamb Roast Festival.

Greektown Stakeholder Group

400 Monroe Building

Annunciation Cathedral

Astoria Pastry Shop

Atheneum Hotel

Bedrock Detroit

Buffalo Wild Wings

City of Detroit

Cold Stone Creamery

Delux Lounge

**Downtown Detroit
Partnership**

Exodos Rooftop

Firebird Tavern

Fishbone's Rhythm Cafe

Five Guys Burgers & Fries

Golden Fleece

The Greek

Greektown Casino

JACK Entertainment

Level Two

Monroe Street Steakhouse

Old Shillelagh

Old St. Mary's Cathedral

Pappy's Bar & Grill

Park-Rite

Pegasus Taverna

Pizza Papalis

**Quicken Loans Community
Investment Fund**

Redsmoke Barbeque

Second Baptist Church

Sports Mania

Starbucks

Wahlburgers

Stakeholder Engagement

The Greektown Neighborhood Framework Vision was spearheaded by a group of local stakeholders representing the neighborhood’s businesses, organizations, cultural spaces, and families who have long called the area home. The planning team designed a process of engagement to ensure the wide range of perspectives, preferences, and priorities are considered in the plan’s final recommendations. The planning team worked closely with the Greektown Preservation Society to design a process in which stakeholders were engaged and consulted throughout the many stages of plan development.

At the earliest phases of work, stakeholders were invited to contribute any recent planning and design work completed for their respective properties and convey any ongoing/near-term plans for renovation/redevelopment. At a broader level, stakeholders were convened and asked to describe their understanding of Greektown’s present challenges and future opportunities. Through these efforts, the planning team helped the stakeholder group to coalesce around a set of project principles that would guide the planning and design work for the neighborhood.

Following the establishment of these principles, the planning team designed exercises to begin applying tactical design and programming solutions to problem areas and opportunity sites throughout Greektown. One such exercise involved engaging the stakeholder group in applying specific solutions—derived from the project principles—to the heart of the Greektown neighborhood, Monroe Street, and its immediate context to understand priority areas and which strategies were most appealing among the group as transformative initiatives. Stakeholders were offered approximately thirty strategies, printed on stickers and organized under five themes, including public realm, mobility and parking, culture and history, development opportunities, and neighborhood experience.

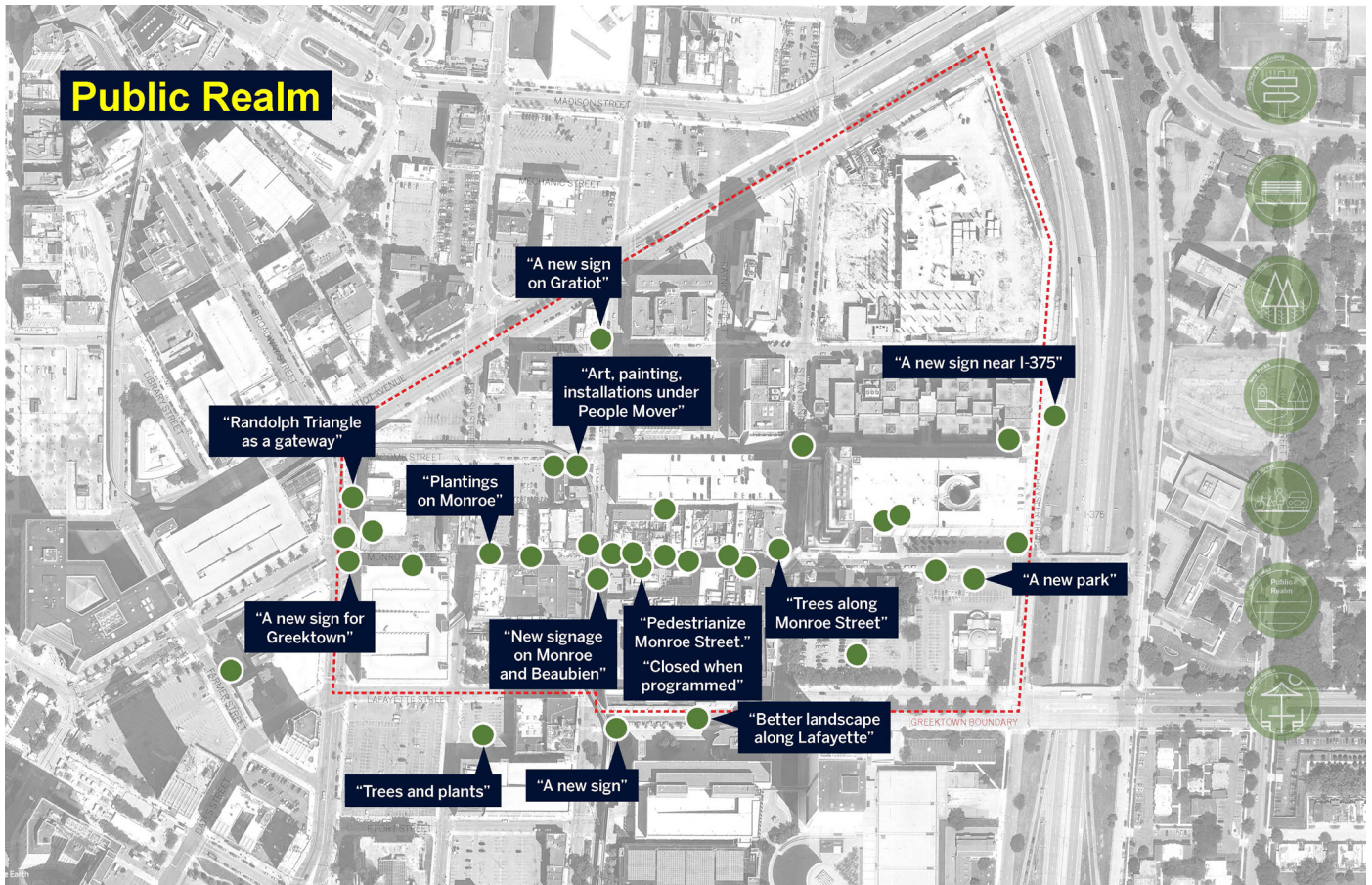


Breakout Discussions



Stakeholder Workshops

Stakeholder Engagement Outcomes



Key Findings: Public Realm



Enhance the pedestrian environment on Monroe Street



Introduce new usable public spaces

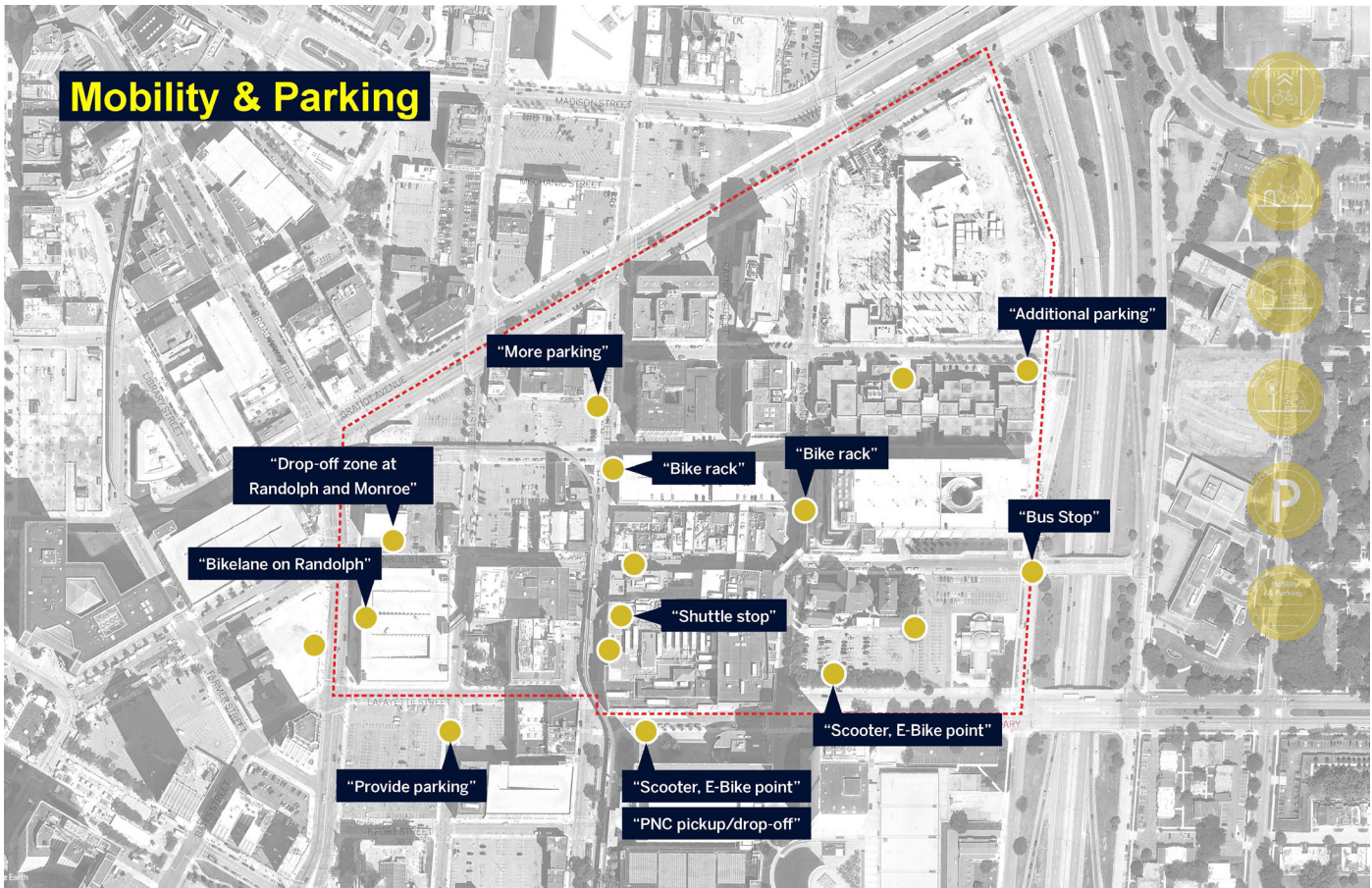


Increase plantings within the public realm



Introduce new signage and wayfinding to advertise and orient visitors to the neighborhood

Stakeholder Engagement Outcomes



Key Findings: Mobility & Parking



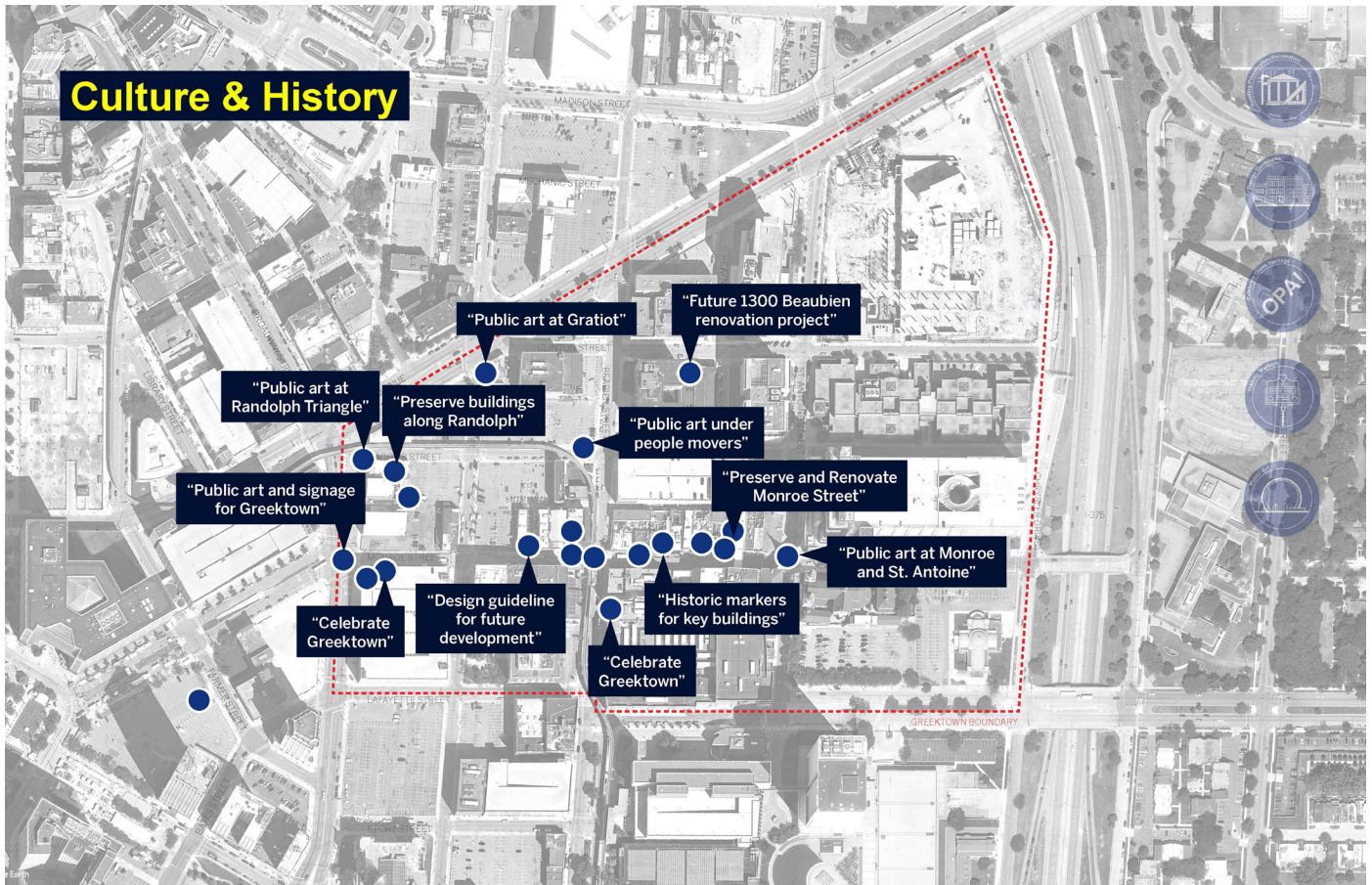
Increase bike/mini-mobility infrastructure along and in the vicinity of Monroe Street



Enhance parking offerings in strategic locations



Introduce designated drop-off zones within the neighborhood



Key Findings: Culture & History



Introduce public art at key gateway sites



Preserve/rehabilitate architecturally significant buildings within the neighborhood



Introduce design guidelines to guide design direction of new development



Introduce signage and historic markers to celebrate Greektown's historic and cultural character

Stakeholder Engagement Outcomes



Key Findings: Development Opportunities



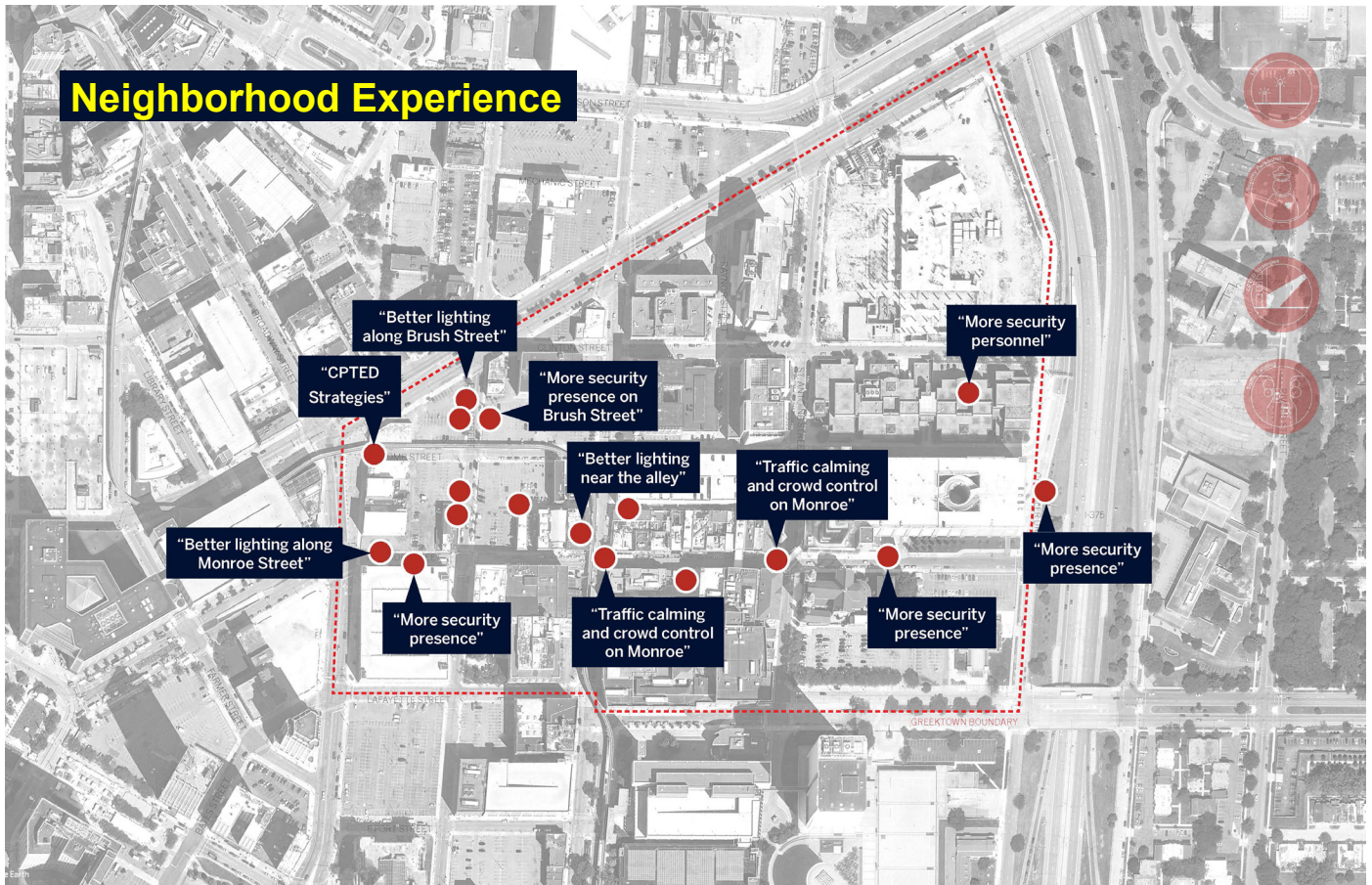
Fill-in vacant parcels/buildings on Monroe Street with compatible uses



Introduce new community uses within the neighborhood such as a school and cultural venues



Introduce new private uses such as retail, office, residential, and food & beverage within the neighborhood



Key Findings: Neighborhood Experience



Introduce more security personnel along highly-trafficked corridors such as Monroe Street and Brush Street



Introduce traffic-calming and crowd-control mechanisms on Monroe Street



Install more lighting along Monroe Street and Brush Street



Greektown Context & Vision



Greektown in Context

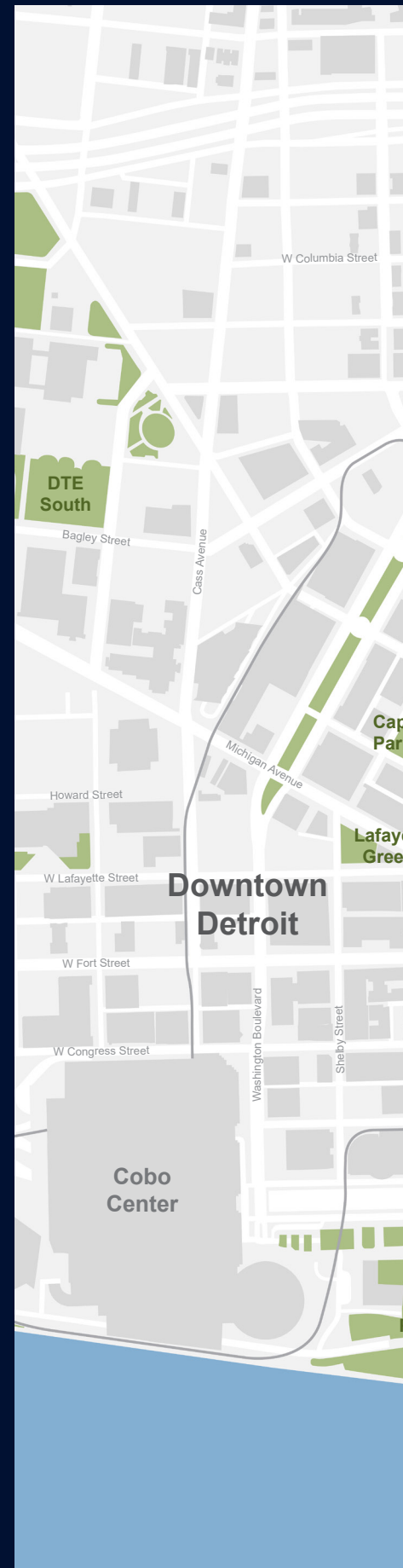
Greektown is one of a handful of neighborhoods that together make up downtown Detroit. Located west of the downtown segment of I-375, Greektown forms the eastern-most boundary to the city's central business district. To the south and west of Greektown is Detroit's downtown core—home to many of the city's iconic and historic buildings and public spaces, including the Renaissance Center, Campus Martius, and the city's impressive collection of 20th century highrises. To the north, Greektown is bordered by the Grand Circus Park area and Detroit's sports district, with Ford Field (home of the Detroit Lions), Comerica Park (home of the Detroit Tigers), and beyond I-75, the newly constructed Little Caesar's Arena (home of the Detroit Red Wings and Pistons).

Greektown fits neatly within downtown Detroit's urban grid, reflecting over a century of urban growth, decline, and evolution within the same rational blocks and parcels. The northern boundary of the neighborhood, Gratiot Avenue, is one of the city's famous radial corridors—designed in the original Woodward plan in the early 19th century. The section of Monroe Street west of Greektown still maintains the original radial alignment, terminating in Campus Martius—one of several formal park spaces designed in the Woodward plan at the intersection of major corridors.

The parallel streets in Greektown, running approximately perpendicular to the river, reflect the property boundaries of old French farms, which were long and narrow, stretching from the Detroit River, inland, to provide each property owner with access to the river for trading and transportation.

On the opposite side of I-375, to the east, Greektown is adjacent to the Eastern Market neighborhood in the north, the Lafayette Park neighborhood, and East Riverfront neighborhood to the south.

At the center of many active, historic, and well-loved districts, Greektown is uniquely positioned to be accessible, active, and rich with character representing its long cultural heritage and the continuously evolving identity of Detroit.



The History & Experience of Greektown

The traditional center of Detroit's Greek community, the Greektown historic district is one of the last surviving Victorian-era commercial streetscapes in downtown Detroit.

History of Greektown

The Greektown neighborhood is bounded by Gratiot Avenue to the north, Lafayette Avenue to the south, Randolph Street to the west, and I-375 to the west. The area was first developed by German immigrants in the 1830s. Between 1905 and 1910, most of the German immigrants began to move out of the neighborhood and into areas further from downtown. Through the help of Theodore Gerasimos, the first documented Greek immigrant in Detroit, who settled in the city in the 1890, newly-arrived Greek immigrants moved into the neighborhood during the German exodus and established businesses.

By the 1920s, Greektown was becoming primarily commercial; most of the Greek immigrants moved out of the area, but the restaurants, coffee houses, boutiques, and small groceries they established remained. Over the next three decades, Polish, Italian, Lebanese, Mexican, African-Americans, and some Greeks occupied what little residential space was left in the neighborhood. During the 1960s, Greektown's vitality was reduced to only one block after surrounding buildings, including the Greek Orthodox Church, were razed to provide sites for downtown parking and institutional buildings.

Realizing that Greektown was in danger, the city's Greek community banded together to hold the first Greek festival in 1965. Business owners determined that what made their block of restaurants and shops significant was that it was distinctly Greek. Today, many tourists and residents of Detroit visit this downtown area to eat and shop in the traditional center of the city's Greek community.

The Experience & Identity

Over time, the identity of Greektown has transitioned from an urban cultural enclave to a nightlife and entertainment district. This conversion of uses and neighborhood identity over the decades is characteristic of urban districts as economic conditions ebb and flow and as preferences for where to live, work, shop, dine, and play change with the times.

This transition was also facilitated by a change in the character of downtown, the introduction of new major destination facilities nearby, including Comerica Park and Ford Field, and the redevelopment or razing of historical structures for new uses such as the casino and surface parking lots. As new destination uses like a casino open within the neighborhood, large numbers of new people are using the streets, restaurants, shops, parking, and public spaces of the neighborhood in different ways and at different times of the day. Similarly, with the development of the sports facilities to the north of Greektown, surface parking and pre- and post-game dining and drinking venues within the district benefit from new activity and users.

While Greektown can rightfully celebrate the increased activity and patronage of its retail and service businesses, the wholesale transition from one identity to another comes with its consequences. With the aforementioned uses, the district becomes much less attractive to families and daytime activities and can grow louder and rowdier at night and during events, which—without mitigation—limits its potential to attract broader uses like residential development and community services. Areas with substantial surface parking areas and small, underutilized streets and public spaces can become hot-spots for undesirable behavior and can feel unsafe for nearby residents, workers, and visitors.

Despite the neighborhood's present challenges, renewed energy and proposed development in the area offers prime opportunities to reshape Greektown's identity and usher in a new era of vibrant downtown experiences.



Understanding the Opportunity

Greektown, like Detroit more largely, experienced a decline throughout the 20th century that presents challenges to its potential to be a major destination within the city. Fortunately, in many cases, these challenges can also be viewed as the district’s best opportunities for investment.

	Challenges	Opportunities
Economic Changes/ Momentum in Detroit	<ul style="list-style-type: none"> • New, strong competitors in downtown Detroit 	<ul style="list-style-type: none"> • Stronger market can enhance the retail, food and beverage, and entertainment offerings in Detroit; • Introduction of new uses to meet changing demand can support existing businesses
Changing Uses & Patronage in Greektown	<ul style="list-style-type: none"> • Loss of revenue for businesses within Greektown; • Different patronage profile on weekdays and weekends • Risk of damage to the neighborhood image/perception 	<ul style="list-style-type: none"> • Opportunity for reinvention and enhanced programming to redefine Greektown as a family-friendly, mixed-use entertainment district
Security	<ul style="list-style-type: none"> • Real and perceived crime and violence 	<ul style="list-style-type: none"> • Forthcoming/planned investments and new public safety strategies from local law enforcement will help mitigate undesirable behavior
Stakeholder Cooperation	<ul style="list-style-type: none"> • Lack of integration between stakeholder businesses (e.g. duplicative services) • Numerous small parcels owned by different individuals/entities 	<ul style="list-style-type: none"> • Existing partnership and non-profit district management entity (Greektown Preservation Society)
Existing Development & Uses	<ul style="list-style-type: none"> • Large sections of land dedicated to surface parking create underutilized zones within the downtown district, interrupting neighborhood connectivity; • Closed/vacant retail spaces create dead zones along streets 	<ul style="list-style-type: none"> • Greektown’s identity as an entertainment and nightlife destination drives significant traffic today • Surface parking lots are strong contenders for future infill development • Existing architecturally valuable structures; • Existing National Register of Historic Places designations
Infrastructure/ Public Space	<ul style="list-style-type: none"> • Presently, there is no public open space in all of Greektown • Transportation, transit, and public realm infrastructure is lacking 	<ul style="list-style-type: none"> • Undeveloped/underdeveloped parcels and reconstructed streetscapes provide opportunities to introduce and program public space



Stakeholder Aspirations for Greektown

	Public Realm	Parking & Mobility
Short-term	<ul style="list-style-type: none"> Expand E-W Monroe Street experience Explore the retail area within the casino's properties (Monroe Street) Explore the possibilities of a pedestrianized street on Monroe Street 	<ul style="list-style-type: none"> Build consensus on one- and/or two-way traffic throughout district Improve Ouzo Cruzo and other shuttle efficiencies Use Bedrock proposed shuttles to satellite parking centers in midtown Build consensus on street closures on weekend nights after 10:00 PM
Mid-term	<p>Explore new potential gateways to the neighborhood:</p> <ul style="list-style-type: none"> Randolph-Gratiot triangle Former County Jail Site I-375 redevelopment with new developments and green spaces Wayne County Building surface parking lot 	<ul style="list-style-type: none"> Create pick-up and drop-off areas to avoid congestion Improve Detroit shared bikes program in the neighborhood
Long-term	<p>Provide new connections across Greektown:</p> <ul style="list-style-type: none"> Pedestrian alleys Brush Street connection from Stadium District and River-east Provide new iconic public open space 	<ul style="list-style-type: none"> Improve bike lanes throughout the neighborhood Increase Detroit People Mover efficiency Stimulate parking garages enabling new potential development
What if?	<ul style="list-style-type: none"> Greektown was recognized by the high-quality of its public spaces Activities & events were improved by street furniture, lighting and cultural programming Greektown had iconic public space with art, gastronomy and interaction 	<ul style="list-style-type: none"> Greektown visitors could reach the neighborhood by different mobility systems

Historic Preservation

- Preserve and increase the neighborhood as a food destination
- Preserve and increase the entertainment options and variety
- Pursue local historic district status for Greektown's existing historic streets and blocks

- Identify historic and visual elements that refer to Greek culture: urban furniture, public art, building typology program/activities, etc.
- Improve the open and public spaces to receive programs and activities, such as: Family events, Greektown at Sundown, Greek Independence Parade, Lamb Roast July 21, Christmas, Good Friday procession

- Collaborations with Hellenic Museum of Michigan
- Creation of a Greek Heritage Center
- Expansion of historic district to include north side of Monroe Street

Security

- Seek improved family-friendly environment and perception
- Re-evaluate music on streets strategy
- Influence DPD's policing strategy throughout neighborhood (vehicles, bikes, foot patrols, etc.)

- Improve street lighting
- Improve street furniture
- Improve neighborhood visual aspects
- Re-evaluate existing programs and activities in the neighborhood (late entertainment activities on weekends)

- Stimulate new programs and uses: residential, retail, office/co-working, cultural, etc.
- Provide a permanent spot for DPD in the neighborhood

- Greektown could attract residents, visitors and workers throughout the day and night and all throughout the year, thereby enhancing safety and the perception of the neighborhood

New Development

- Explore the retail area within the casino's properties (Monroe Street)
- Influence new developments planned on the former County Jail Site and 1300 Beaubien to benefit the neighborhood

- Renovate some of the existing establishments in the neighborhood
- Benefit from planned new developments at the juvenile building (will be abandoned 2022)

- Explore the benefits of new residential developments in the neighborhood

- New developments could bring new uses, attracting new residents and a diverse range of visitors to Greektown
- New developments could improve the street experience, the neighborhood
- perception and the cultural agenda

Market & Demographic Scan

Assessing the Opportunities

Greektown has experienced a great deal of change over the last half-century as the City of Detroit and the nation as a whole have transitioned to new economic models and new preferences for where to live, work, and play. While some of this transition has resulted in changes that negatively impact the overall character and historic legacy of the place, others have ushered in much-needed diversity and fresh takes on urban life in Greektown.

As the community looks forward to the future of this important neighborhood in the context of greater Detroit, it is important to understand where things stand and where they're headed with respect to market conditions and the changing preferences of the people who call Detroit home.

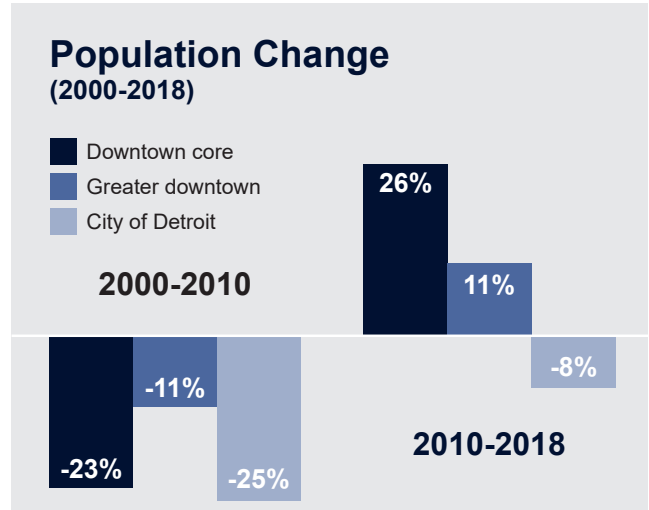
To best understand the circumstances and trends underlying Greektown's present and future, the planning team, led by HR&A, conducted a market and demographic scan of the neighborhood and greater Detroit area. The following pages summarize the key findings of these efforts and describe their potential impacts on the future of Greektown.





Detroit's Demographics

Downtown Detroit has seen significant population growth since the recession (+26%), which is driving a turnaround in the city's overall population trends.



Downtown Core & Greater Downtown

The Downtown Core corresponds with the Downtown Detroit Partnership BIZ Area, bounded by US 10 to the west, the Detroit River to the south, Rivard Street and I-375 to the east, and I-75 to the north. The Greater Downtown includes adjacent neighborhoods

like Corktown, Midtown, and Rivertown that have seen positive market momentum, that may be complementing or competing with the Core Downtown. Greater Downtown is bounded by the railway and Grand River Avenue to the west, I-94, W. Euclid Street, and E Forest Ave to the north, John R. Street, Gratiot Avenue, and St. Aubin Street to the east, and the Detroit River to the South.



Greektown's Demographics

Today, Greektown does not have any residents and is instead primarily an entertainment destination and a place where people work.

14,000

Daily Casino Visitors

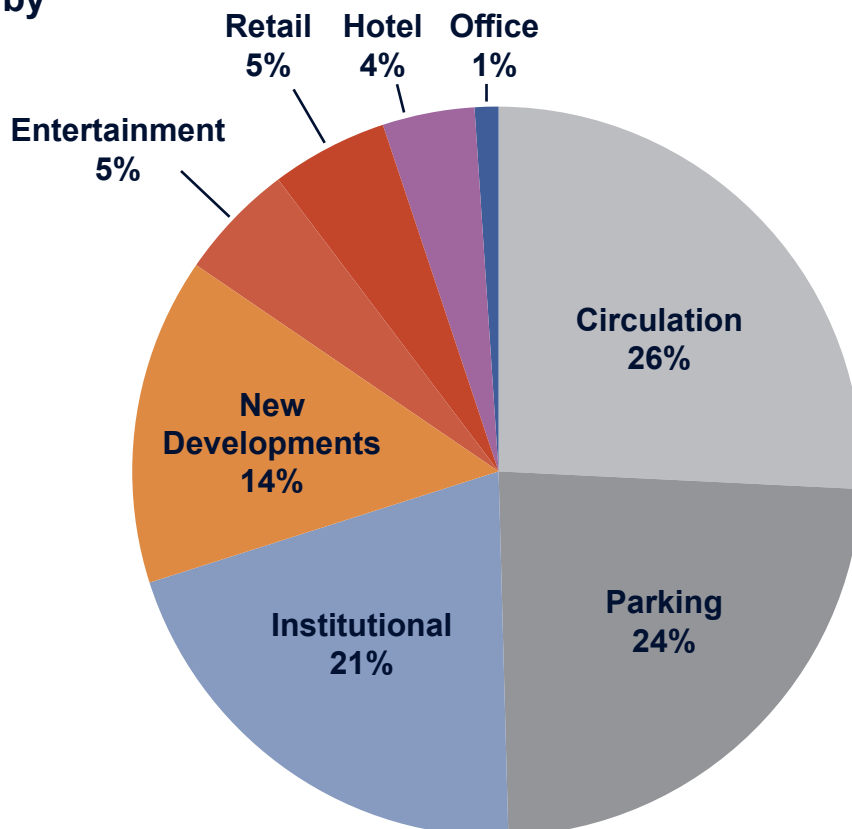
0

Greektown Residents

4,050

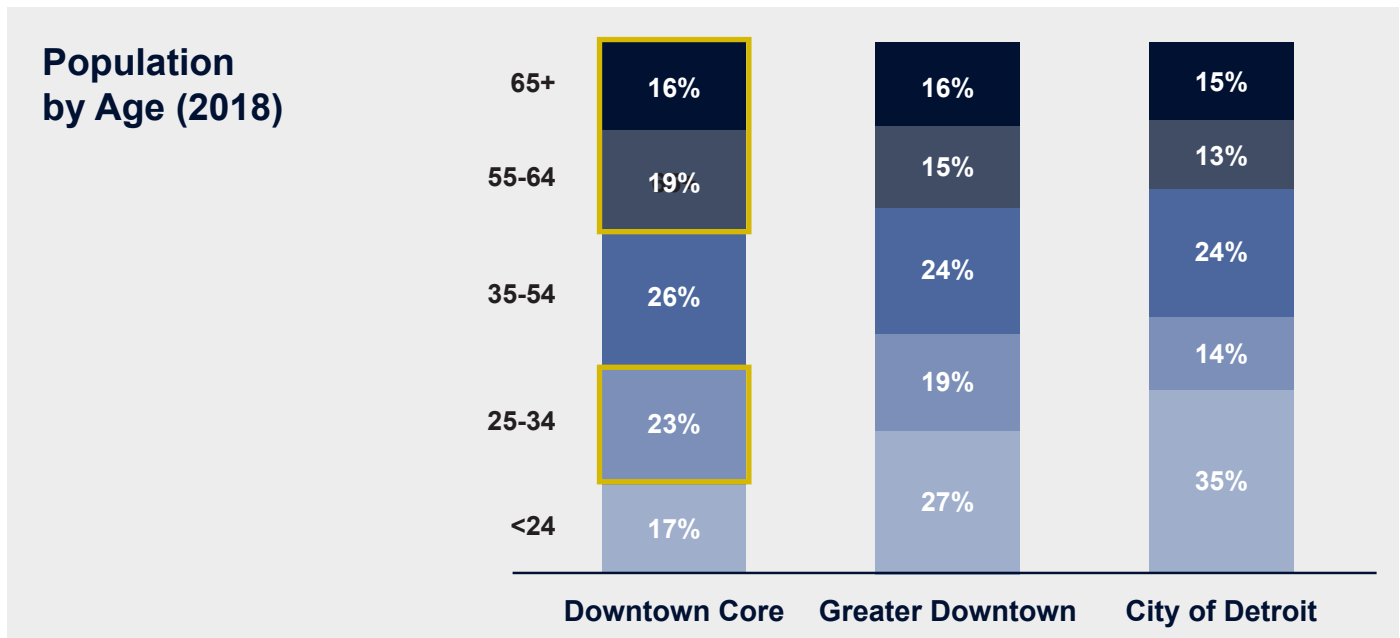
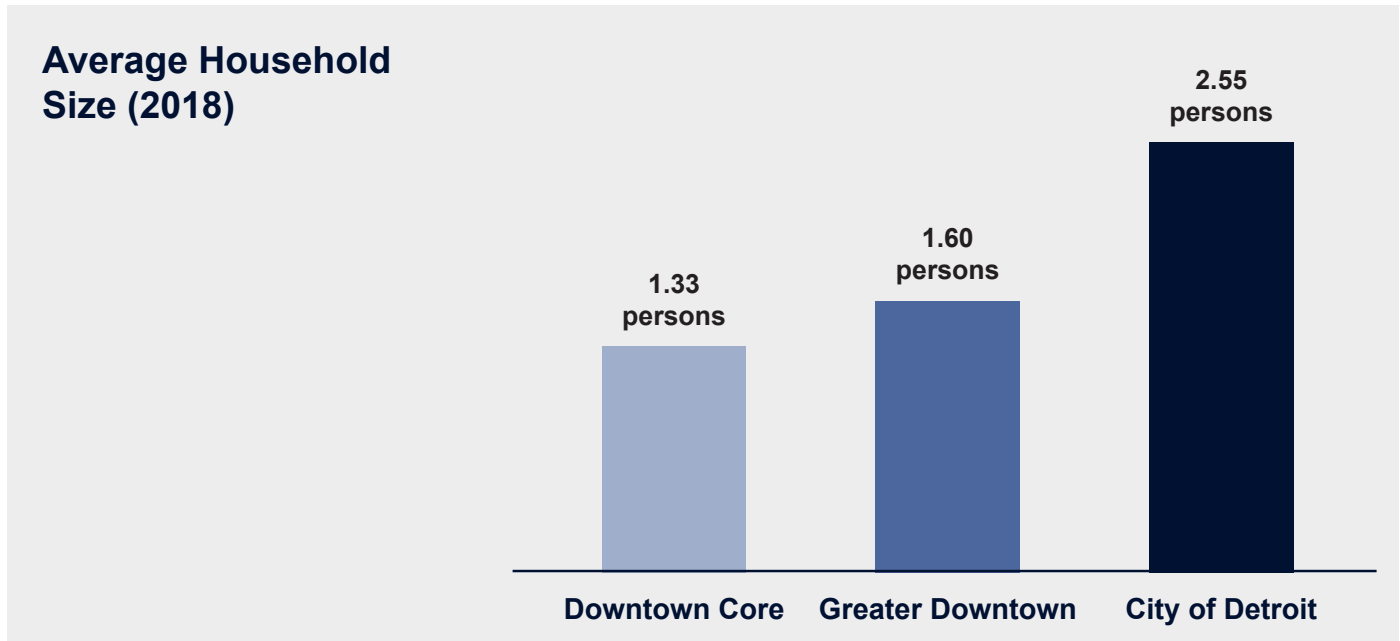
Daily Workers (2015);
80% Employed in Food & Accommodations Sector

Land Use by Category

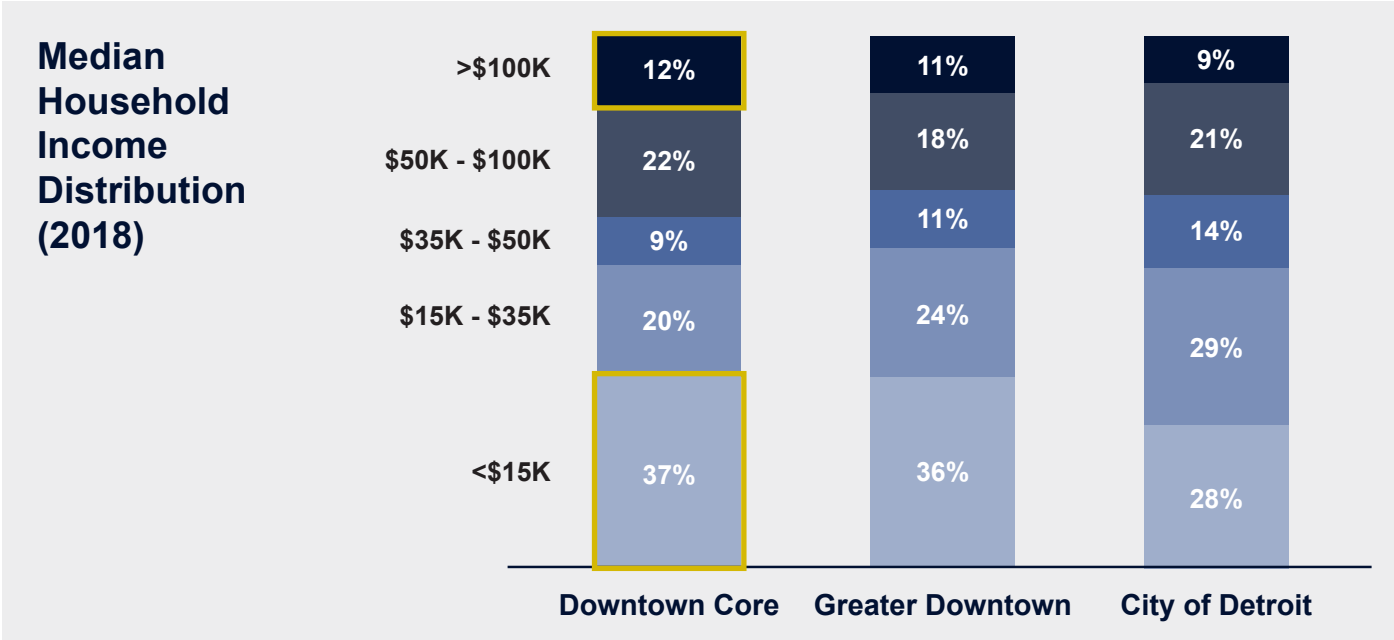
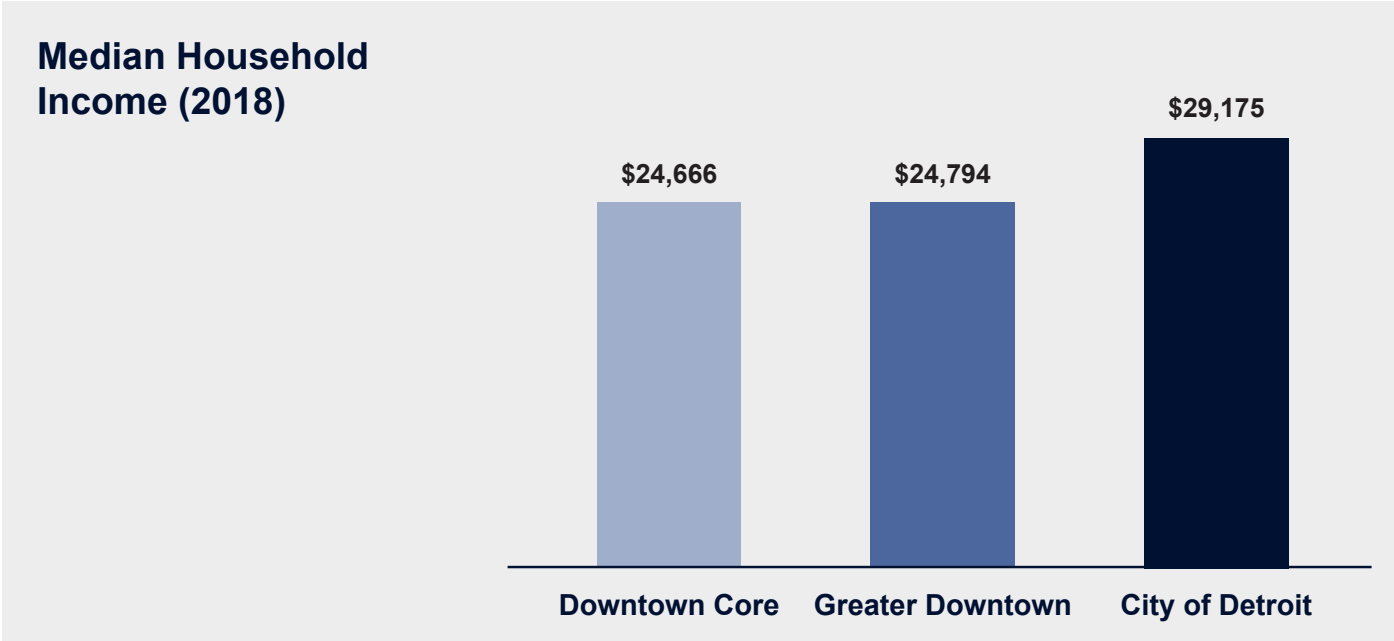


Greektown's Demographics

Compared to the city as a whole, downtown Detroit attracts a younger, working-age population (9% more among 25-34) and empty nesters (8% more among 55+).

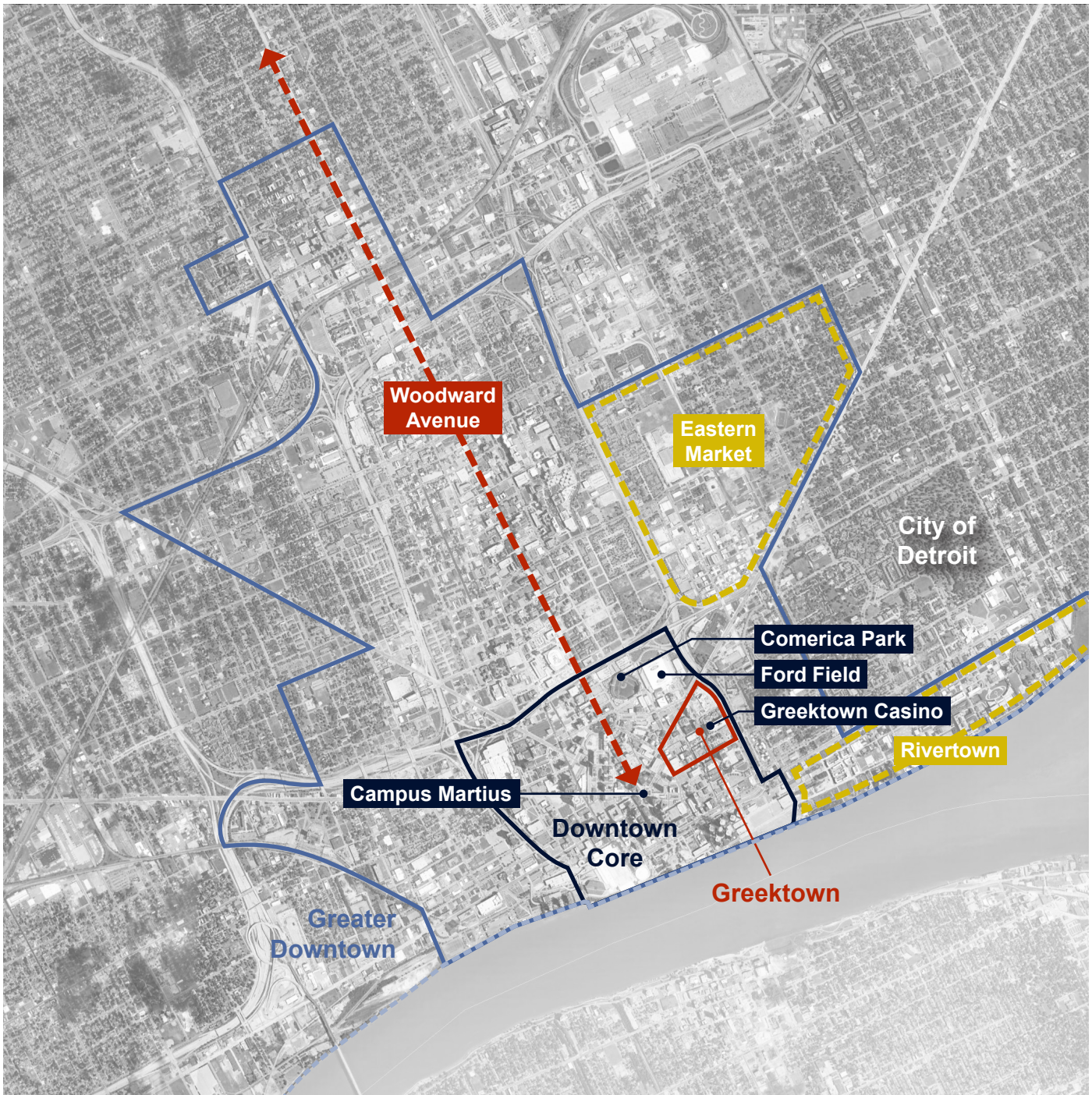


Households in the Downtown Core have a wider range of income levels than the City, with nearly 40% of households earning <\$15K and 12% earning \$100K+.



Retail & Entertainment Market

Greektown sits at the crossroads of a number of downtown entertainment venues, and amid growing retail that also serves workers and residents.



Retail supply in the downtown core has become tight, with a spike in absorption in 2016 and a net loss of retail space.

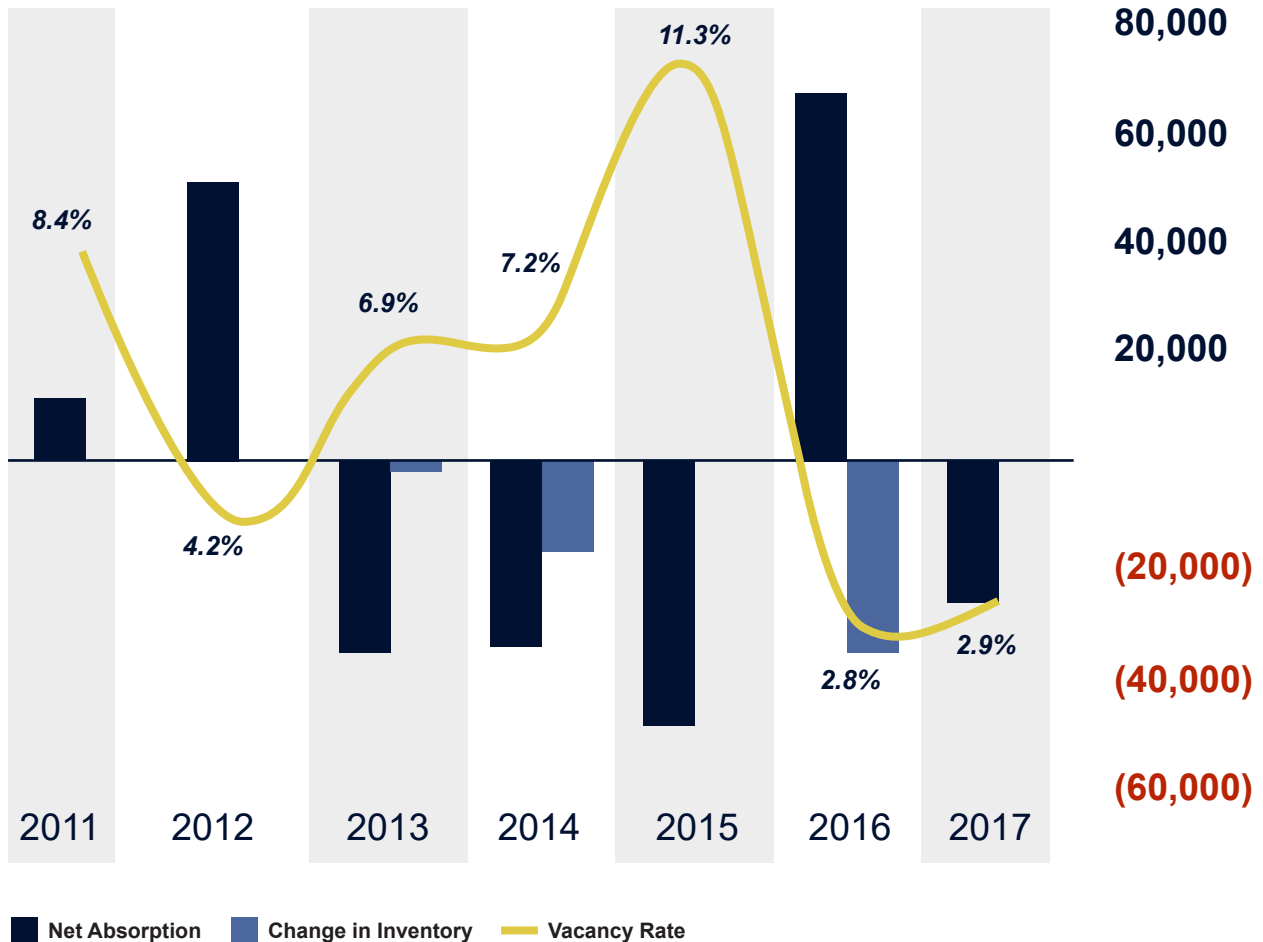
\$24.35/SF

Downtown Detroit Retail Rent
(2018)

1.16M SF

Downtown Detroit Retail Inventory
(2018)

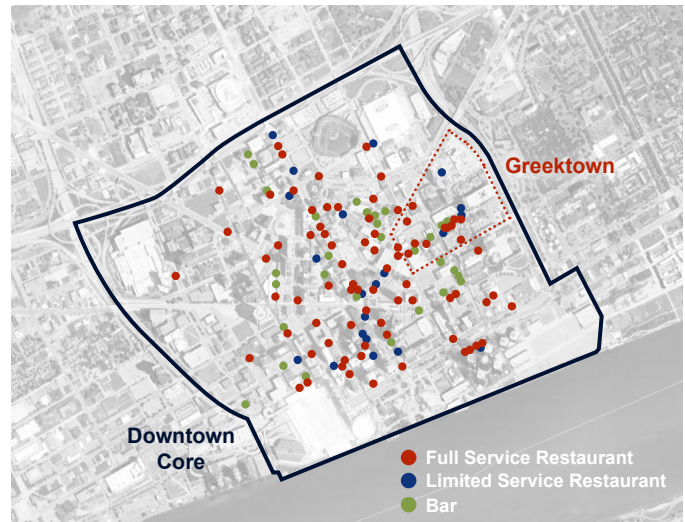
Downtown Detroit Retail



Retail & Entertainment Market

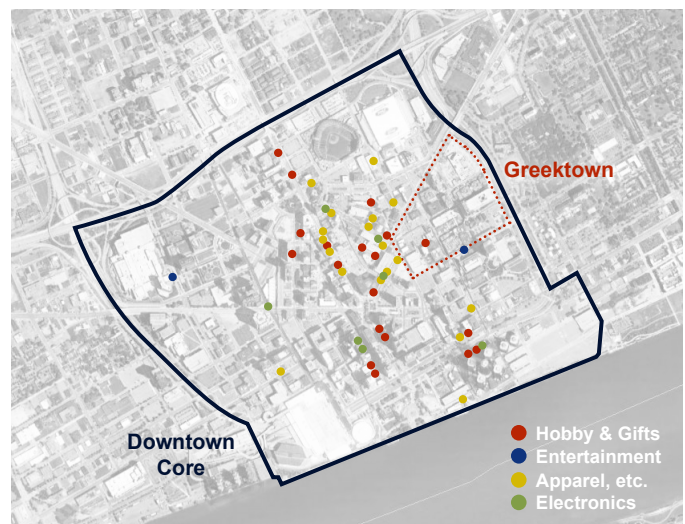
Downtown is a strong food and beverage destination, with Greektown acting as a dense, historic, walkable neighborhood within the downtown context.

- Downtown has a wide variety of food and beverage options
- Monroe Street has a dense food and beverage cluster
- There is significant competition from newer destination restaurants along Woodward Avenue and food trucks around Campus Martius



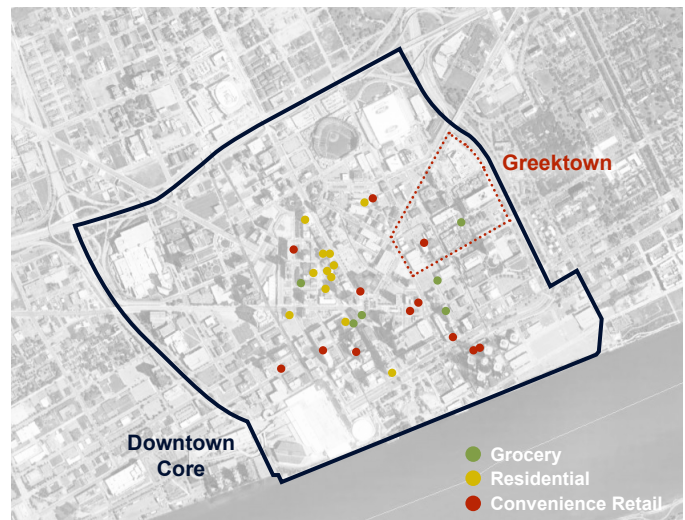
Despite its relative strength in food and beverage retail, Greektown almost completely lacks any other kind of destination retail draws.

- There is limited non-food and beverage retail downtown
- What limited non-convenience retail exists is focused along Woodward Avenue
- Outside the casino, Greektown itself has few non-food and beverage draws



Residential development has succeeded in downtown, despite the relative lack of nearby convenience retail and grocery.

- Residential development since 2010 has occurred in the core of downtown
- Convenience retail is close but not immediately adjacent to residential developments
- Residential can succeed without immediately adjacent convenience retail
- However, future residential growth may require a greater supply of day-to-day retail



Greektown’s food and beverage experience can be a draw for more than just visitors; these businesses are an attractive amenity for residents and workers.

Present Conditions

Potential & Recommendations

The downtown retail market has become tight over the past two years, with limited new product and some spikes in positive net absorption.



Improving the retail market may provide an opportunity for new retail success, though new retail at District Detroit will compete for visitors. New residents and workers in Greektown would increase spending potential in the area.

Greektown is a significant food and beverage cluster within downtown that draws a mix of visitors, but lacks other retail options.



Additional and diversified food and beverage options could reinforce Greektown’s identity as a dining hub, enhancing its competitiveness and ability to attract users during the week and during the day.

Greektown is a historic entertainment hub with a unique physical character, with the casino acting as major anchor and adjacencies to Ford Field and Comerica Park.



Entertainment will be an important part of Greektown’s identity going forward, and temporary programming that draws in workers and visitors during non-peak times will enable Greektown to diversify its retail appeal.

Residential Market

Downtown has seen sustained residential growth since the Great Recession, with an influx in 2017, evident in high absorption and falling vacancy despite inventory growth.

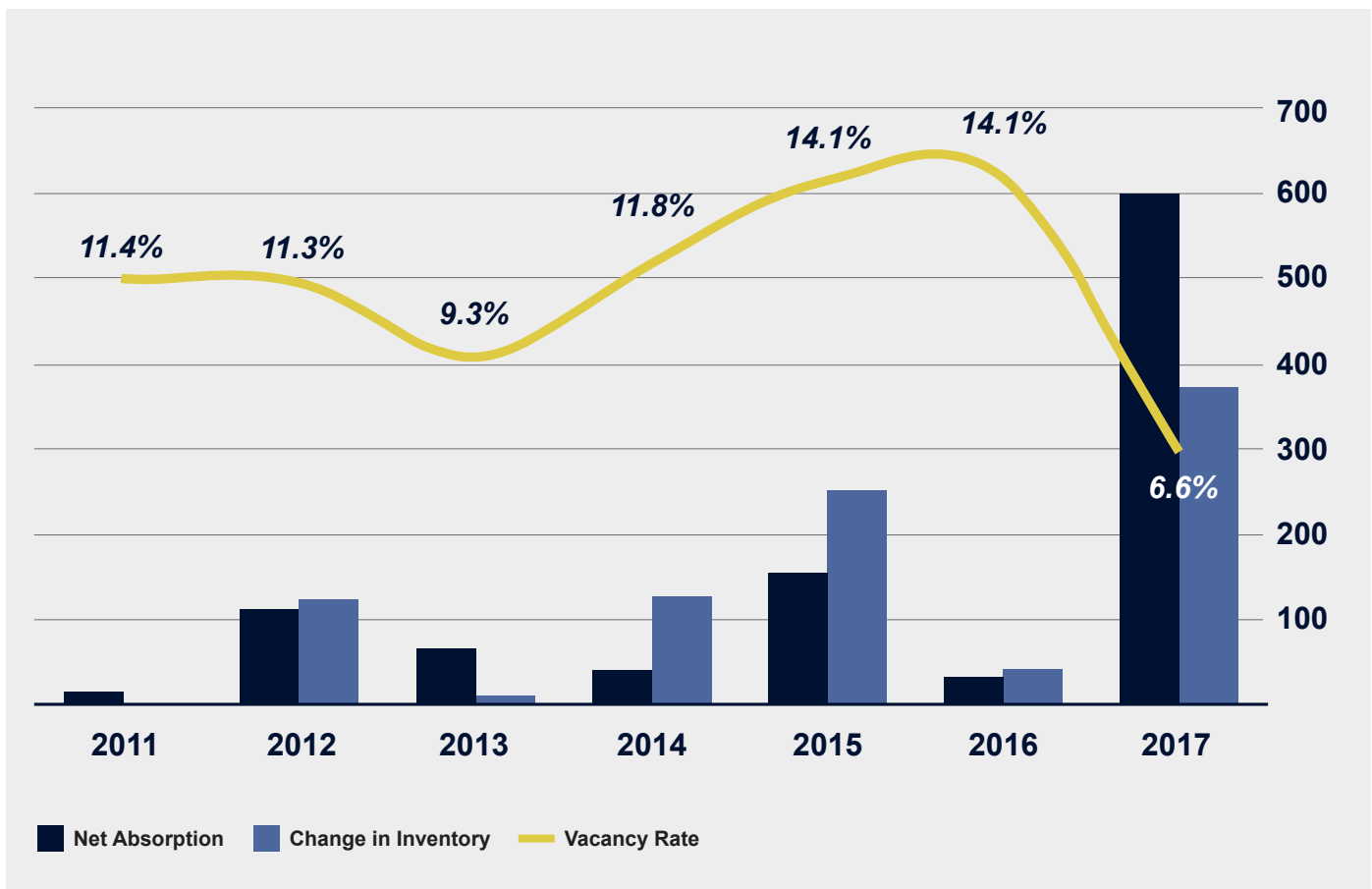
371 Units

Delivered in 2017 (vs. Post-Recession Average of 119/year)

598 Units

Net Absorption in 2017 (vs. Post-Recession Average of 136/year)

Downtown Core Residential Market



At the same time, rents in the downtown core have grown modestly but continue to earn a premium over rents across the city.

\$1,520

Per Unit, Downtown Core (2018)

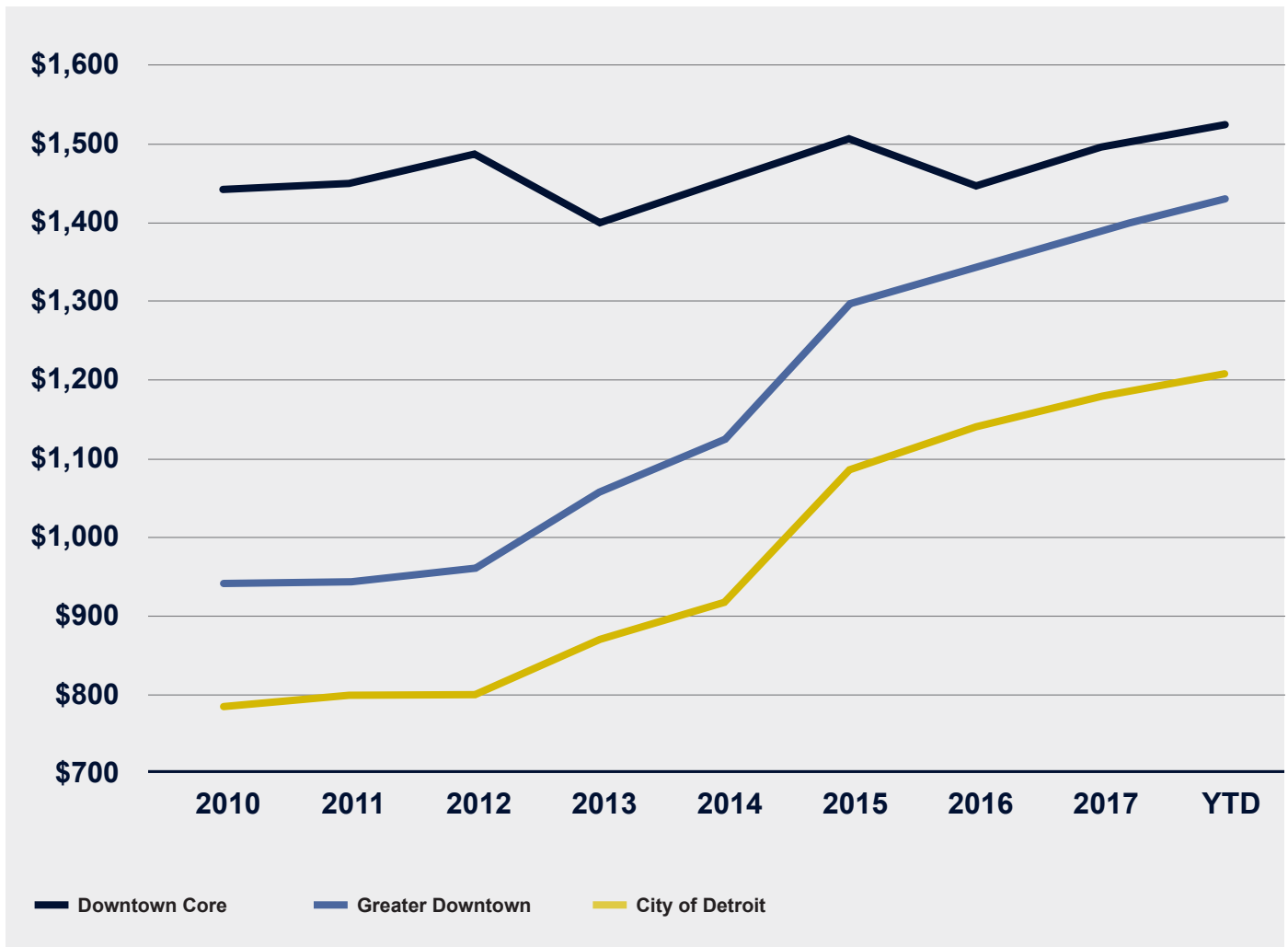
\$1,430

Per Unit, Greater Downtown (2018)

\$1,210

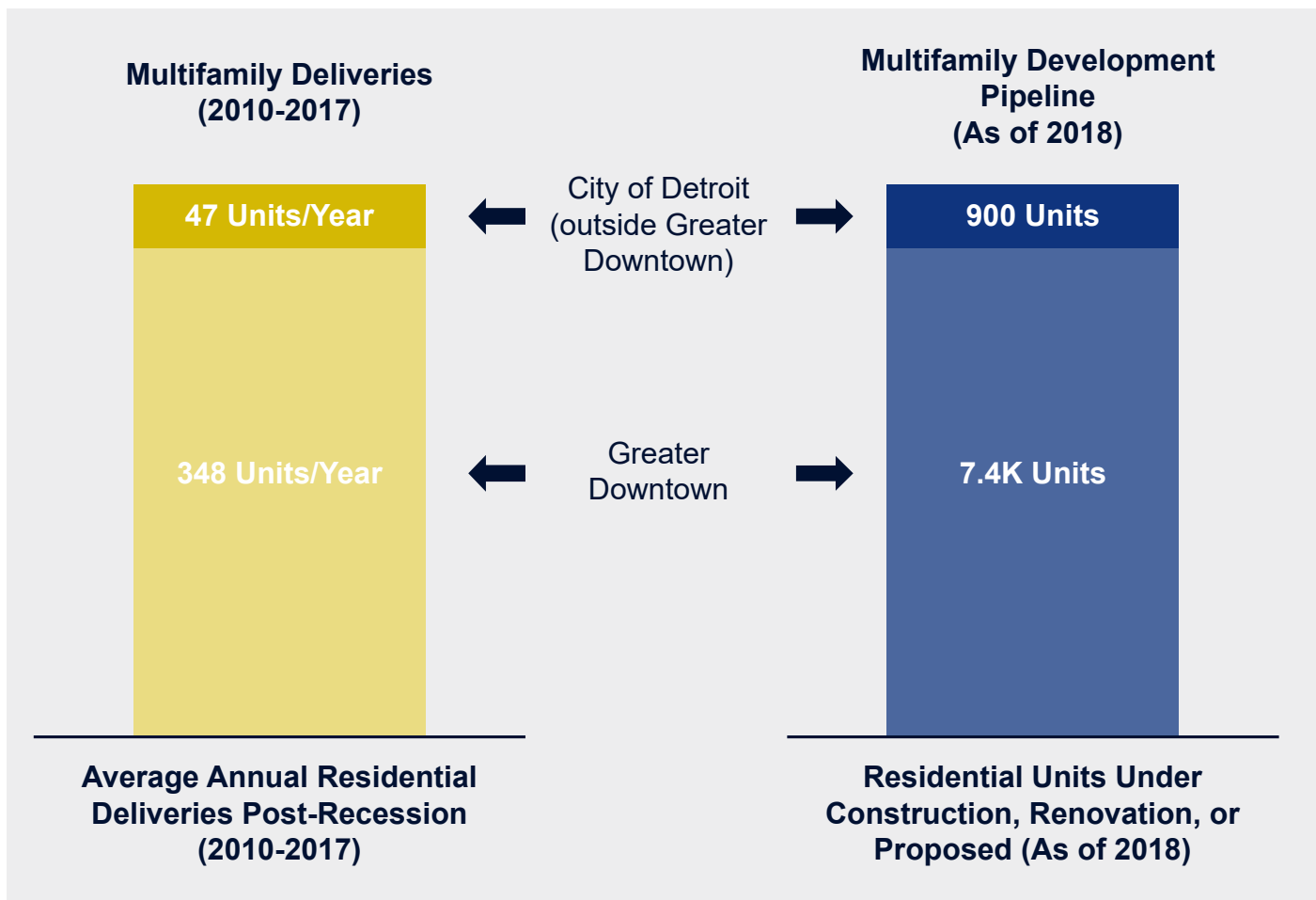
Per Unit, City of Detroit (2018)

Residential Asking Rents (Multifamily Units Built Since 2000)



Residential Market

Greater downtown is driving growth in the Detroit residential market, accounting for nearly all post-Recession deliveries and pipeline development.



In total, over 3,160 new multifamily residential units were delivered in the City of Detroit from 2010-2017, of which 88% were located in the Greater Downtown area.

Adding residential into Greektown's mix of uses could diversify the district's activity at different times of day and support existing local retailers.

Present Conditions

While there are no residents in Greektown today, it sits between the growing downtown residential neighborhood, and in the future will be connected to Lafayette Park's high value residential neighborhood.

Downtown residential has been growing around and west of Woodward Avenue, near F&B and public space amenities, including Campus Martius.

Casino presence and evening party atmosphere can be a challenge for attracting residents in a competitive market.

Potential & Recommendations

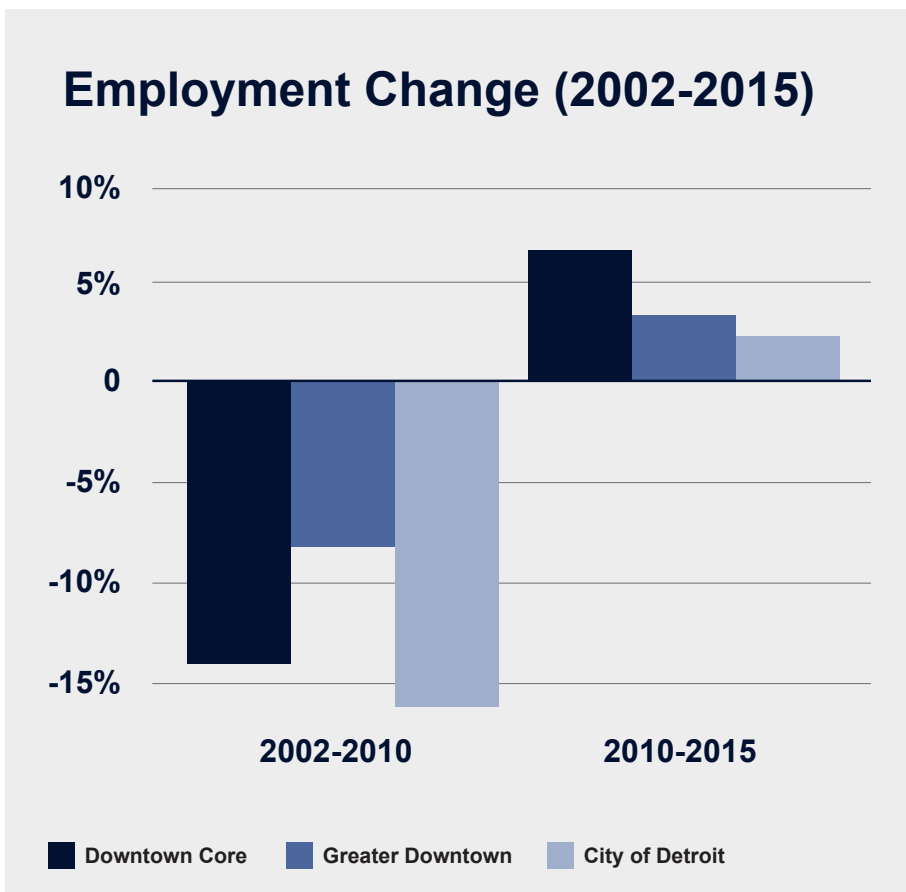
Future potential exists to incorporate multifamily residential into Greektown's mix of uses, attracting young professionals and empty nesters.

To draw residential investment, Greektown needs to provide amenities, through F&B aligned with younger, urban resident or empty nester demographics. Near-term, public realm improvements and programming can build brand.

U Street, Fishtown, and the Miami Arts & Entertainment District precedents illustrate opportunities for co-location and management of entertainment and residential uses.

Office Market

Compared to the city as a whole, downtown faced less severe decline in employment from 2002-2010, and experienced stronger post-Recession growth.



76,440

Downtown Core Workers (2015)

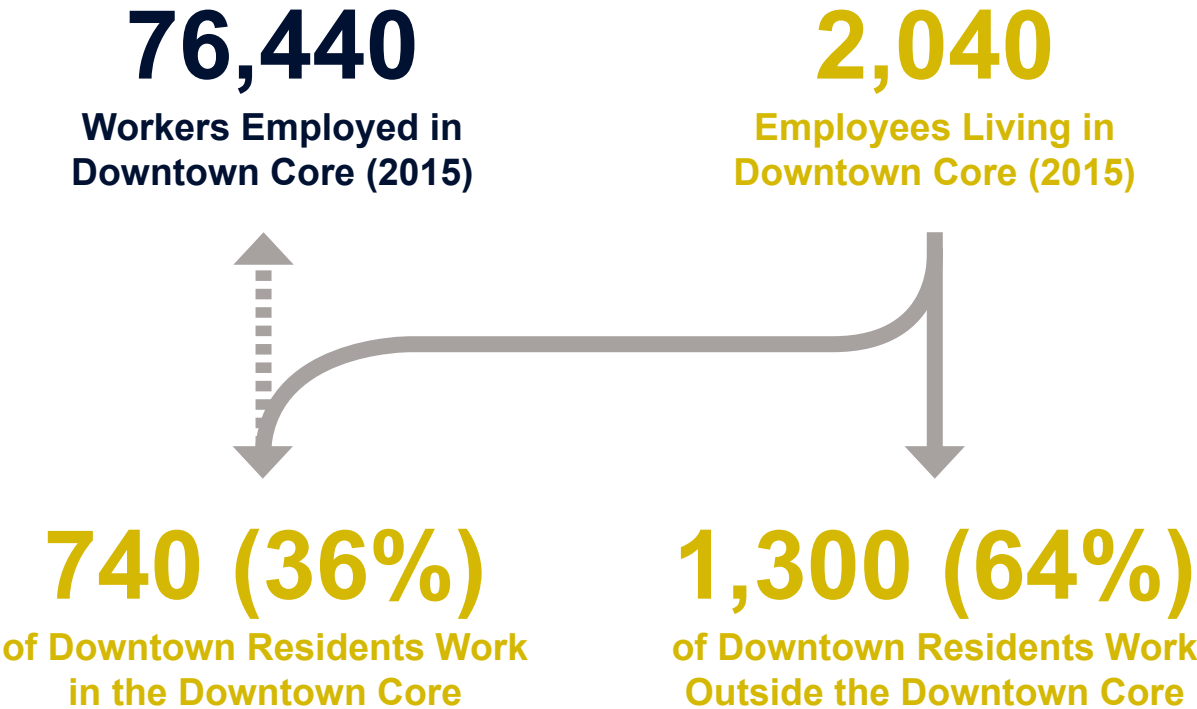
149,400

Greater Downtown Workers (2015)

247,300

City of Detroit Workers (2015)

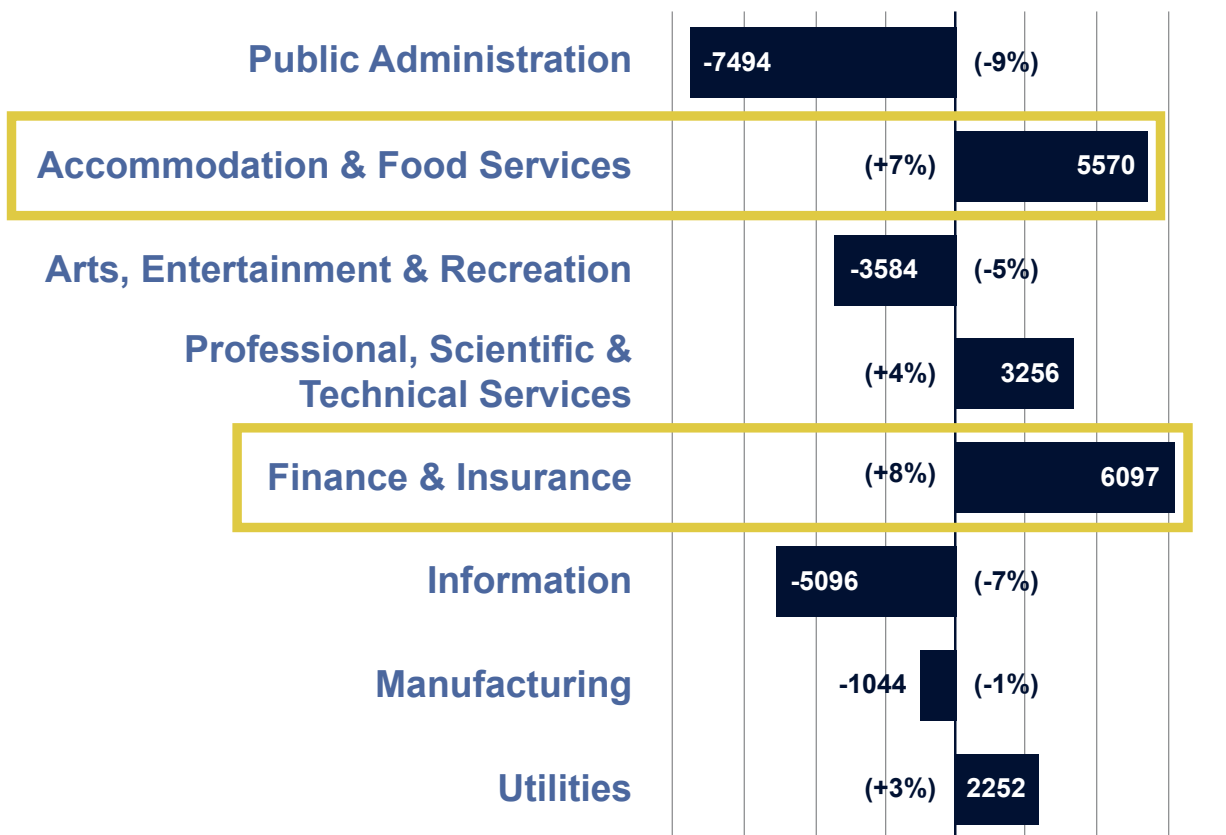
While downtown sees significant worker inflow (as in most cities), many of downtown’s residents work outside the downtown core.



Office Market

Significant historic employment growth includes finance and insurance (with the relocation of Quicken Loans) and accommodation and food services.

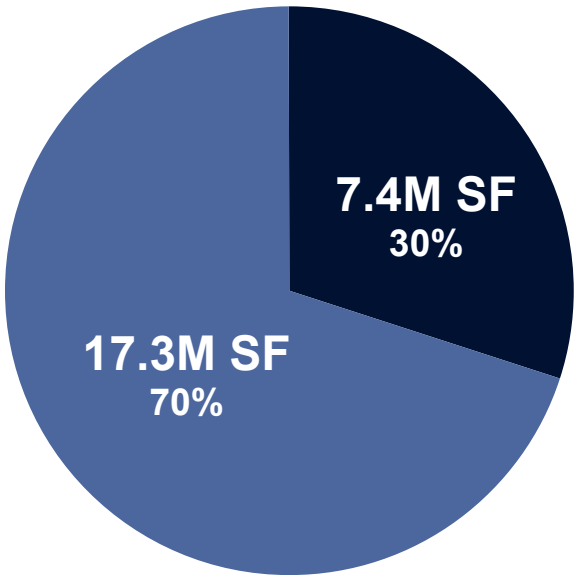
Change in Key Employment Sectors of Downtown Core (2005-2015)



The downtown core office market is defined by an aging building stock, with limited new construction since the Great Recession.

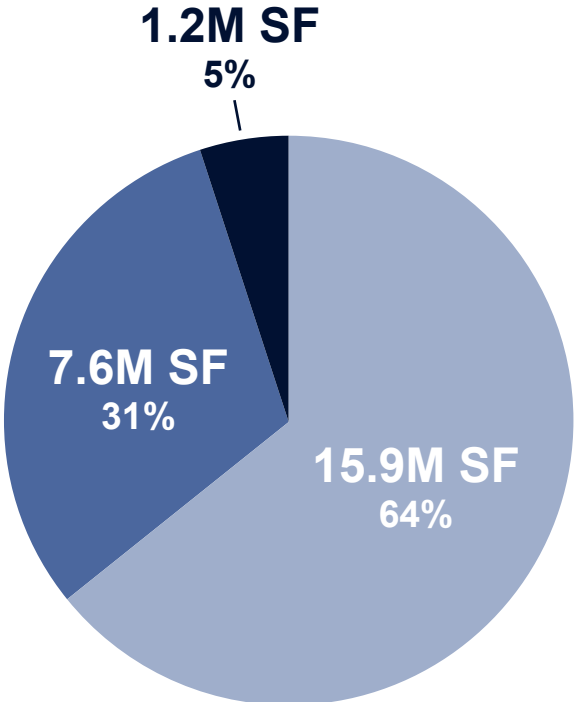
Downtown Core Office Inventory by Class

- Class A
- Non-Class A



Downtown Core Office Inventory by Age

- <2000
- 2000-2009
- 2010+



Office Market

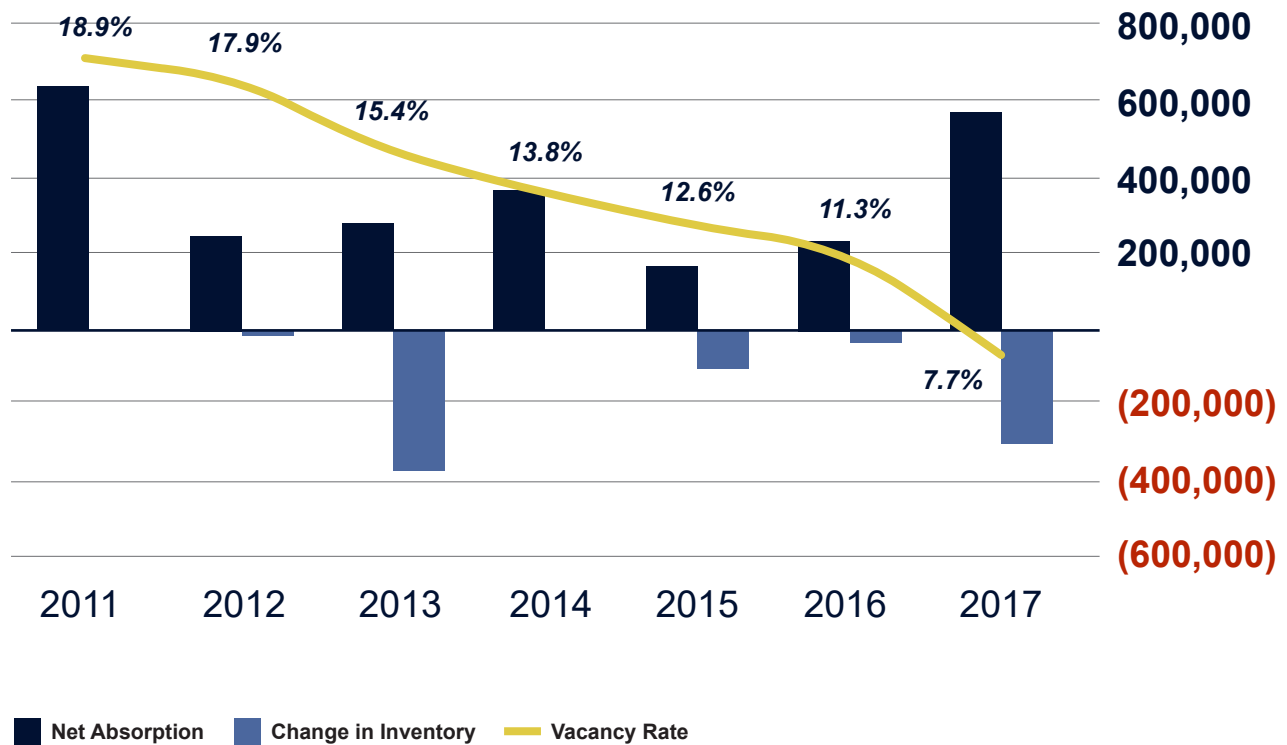
Sustained positive absorption while buildings have come offline in the downtown core has resulted in low vacancy rates and an increasingly tight office market.

582K SF

Net Absorption (All Office Buildings) in 2017

(More than 2X the Average Annual Absorption in the Downtown Core Post-Recession)

Downtown Detroit Office Market (All Buildings)



Adding more office in Greektown would increase the number of workers patronizing restaurants during lunch and in the evenings during the week.

Present Conditions

Downtown's office market has been improving in recent years, through office growth has been driven entirely by anchor tenant expansion and relocations.

Recent relocations to downtown, including Chemical Bank and Ford indicate that regional employers are viewing downtown as a competitive location.

Greektown's F&B offerings provide an important amenity for office users, and today, some office workers come to Greektown for lunch and happy hours.

Potential & Recommendations

Office development in Greektown would need to be anchor led, but could help to diversify the mix of uses, making the district a 24-7 neighborhood with more mid-week vibrancy.

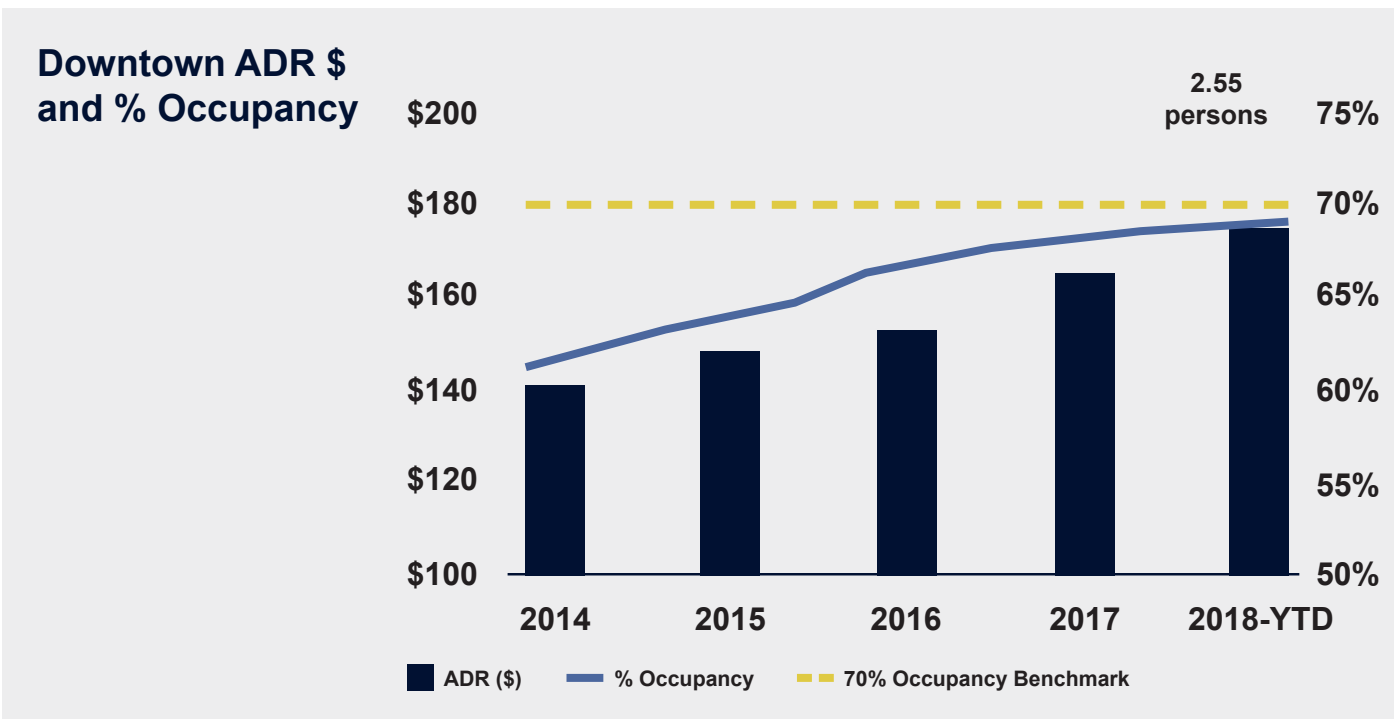
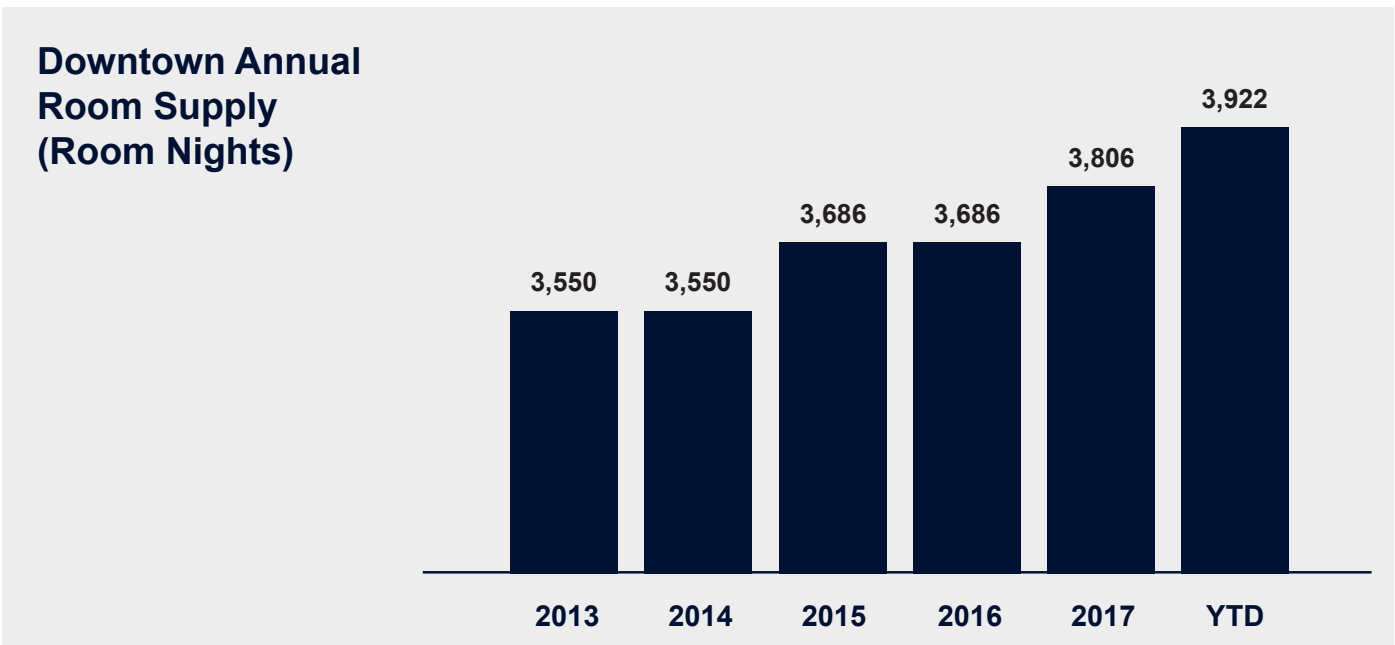
Given regional interest, continued growth of the downtown talent pool, and limited available class A office space, an anchor-led strategy for office growth in Greektown might be feasible.

Diversified F&B options and hours could help to grow Greektown's off-peak activity, attracting adjacent office workers. Unique, consistent programming could make Greektown a more attractive downtown destination for workers.

Hotel Market

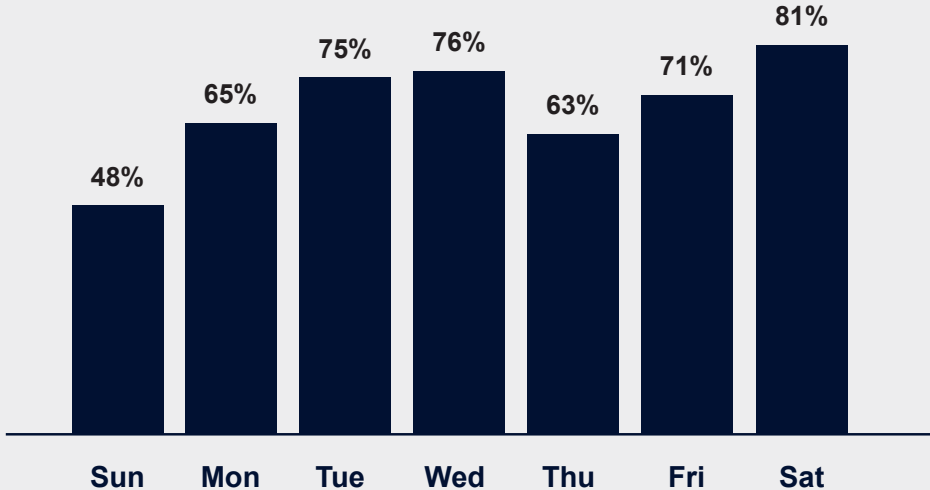
Occupancy and ADR* in downtown core hotels has steadily increased since the Great Recession—even with a growing supply—but occupancy has not yet hit 70%.

*Average daily rates

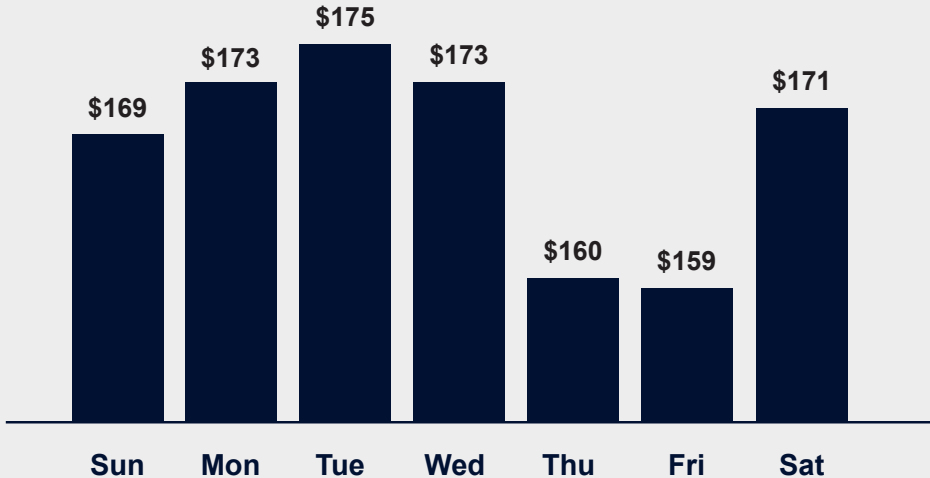


Business-related stays outprice leisure stays downtown, though Saturday occupancy rates demonstrate weekend attraction in the downtown core.

**% Occupancy by Day
(2017-2018 YTD)**



**ADR (\$) by Day
(2017-2018 YTD)**



Hotel Market

While improved economic conditions have supported recent growth in downtown hotels, market conditions suggest supply may be saturated.

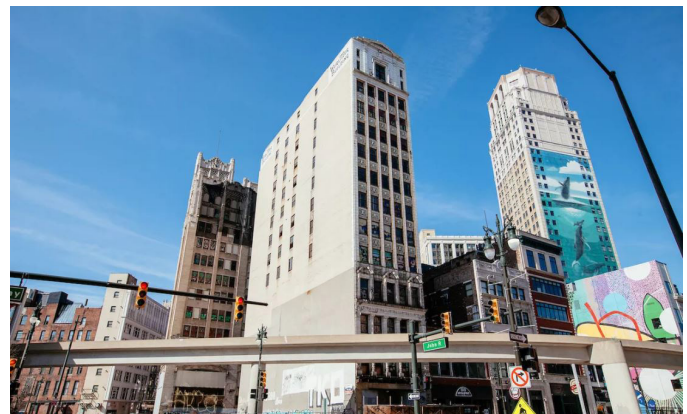
- Improved economic conditions including business relocations and residential growth have supported the development of new boutique hotels, including the Shinola, the Siren, and the Foundation.
- Occupancy rates have climbed, but are still modestly below the 70% development benchmark.
- While Greektown is a possible location for further hotel growth in Downtown Detroit, the number of high-end hotels coming online in Greater Downtown suggests market demand may be saturated in the near-term.



Shinola Hotel, Detroit



The Foundation Hotel, Detroit



Siren Hotel, Detroit

Parking Market

Within Greektown, there are four general types of owners for parking lots and structures, each with their own motivations for ownership.

Family Owned	Developer Owned	Institutional/ Employer Owned	Parking Operator Owned
<ul style="list-style-type: none">• Primarily composed of families who have deep connections to Greektown• Lots and structures are primarily used to support retail/dining	<ul style="list-style-type: none">• Lots are held to support existing developments or as development sites• Primary purpose of lots is future redevelopment, with parking providing interim income stream	<ul style="list-style-type: none">• Composed of institutions (e.g. churches) and the casino• Lots and structures are held as an amenity for the users of the institutions/casino• Primary purpose of lots and structures are not revenue generation	<ul style="list-style-type: none">• Primary purpose of lots and structures are revenue generation• Lots are integral to owner livelihoods

Lots present near-term opportunities for expanded programming and public realm improvements and long-term opportunities to diversify Greektown’s mix of uses.

- Stakeholders indicate there is abundant supply of parking spaces during the weekday, indicating potential development opportunity without contracting supply too heavily.
- Parking operators see an opportunity in redevelopment, as new developments will supply larger streams of parking customers at different times of day.
- Fees for parking garages are nearly high enough to support new garage construction, but have not yet hit that threshold.
- There may be opportunities in the near-term for interim programming on surface lots that draw people to the district.

Market Analysis Conclusions

RETAIL

F&B is a strength, but visitor base faces challenges from new entertainment district at District Detroit. A tenancing strategy that recognizes unique low scale character can broaden appeal to nearby residents and workers. Introducing workers and residents to the district can expand customer base.

RESIDENTIAL & OFFICE

In the future, Greektown can capture growing downtown demand, and leverage residential connections to Lafayette Park. Enhanced amenities and public realm needed to draw residents and employers in a competitive market, & considered buffers between residential & entertainment uses. Near term, programming can build brand.

HOTEL

Hotel market is on the upswing downtown, with occupancy and ADR growing along with downtown uses. Occupancy levels are particularly high in Greektown, and demand could grow with more convention attendance. However, recent deliveries and pipeline development may saturate the market in the near-term.

PARKING LOTS

Interest in redevelopment varies with ownership and operating structure. Near term, interim programming on surface lots can draw people to Greektown.



Themes & Observations

Following initial conversations with the stakeholder group and preliminary analyses of the project site, the planning developed five primary project themes. Following a series of work sessions, engagement exercises, and an existing conditions analysis, the planning team summarized its findings in key observations, organized under these five themes.

Themes of Analysis

Culture & History

Public Realm

Observations

- Greektown is experiencing a deterioration of the neighborhood identity.
- Present-day Greektown is predominantly a single-use entertainment district.

- There is a lack of usable open space in Greektown.
- There is a lack of planting, trees, and landscape in Greektown.
- Neighborhood activity is concentrated on Monroe Street.

Mobility & Parking

- Large land areas are dedicated to surface parking.
- Greektown is a destination that is predominantly vehicle-oriented and accessed.

Development Opportunities

- Greektown is not fully benefiting from Downtown Detroit's momentum.
- Local businesses are experiencing economic decline.
- There is insufficient day-time economic activity.

Neighborhood Experience

- There are perceived and real safety concerns within Greektown.

Design Drivers

Following the Phase 1 existing conditions analysis and engagement sessions with the stakeholder group, the planning team translated the key observations into project principles, which are positioned to shape the design and implementation recommendations that will be developed in the next stage of work. From these five principles, the team devised numerous design strategies ranging in size, scope, and implementation timeline. A sample of these strategies can be found below.

Project Principles

Culture & History

Celebrate Greektown's unique cultural heritage and establish its identity as a complete neighborhood.

Public Realm

Introduce a collection of active, diverse, and accessible public spaces.

Design Strategies (examples)

- Introduce consistent signage and wayfinding
- Establish a year-round calendar of cultural events
- Develop new cultural venues
- Locate and introduce new public art installations

- Create a new, neighborhood-scale Greektown park at a key location
- Develop smaller parks and plazas throughout the neighborhood
- Introduce gateways at key entry points

Mobility & Parking

Evolve Greektown's network of streets to better accommodate multi-modal and pedestrian movement.

- Improve the pedestrian experience on primary streets with new streetscape designs
- Re-envision street network/traffic patterns to improve flow and encourage multi-modal travel

Development Opportunities

Optimize the economic potential of Greektown.

- Expand retail and F&B offerings to the east and west of the Monroe Street block
- Introduce new uses to the neighborhood
- Activate the neighborhood during daytime hours
- Re-purpose and redevelop key surface parking lots

Neighborhood Experience

Create a unique, welcoming, and safe Greektown experience for all.

- Enhance neighborhood amenities to increase patronage of existing and new businesses
- Improve the neighborhood's reputation with new public safety facilities and programs

