

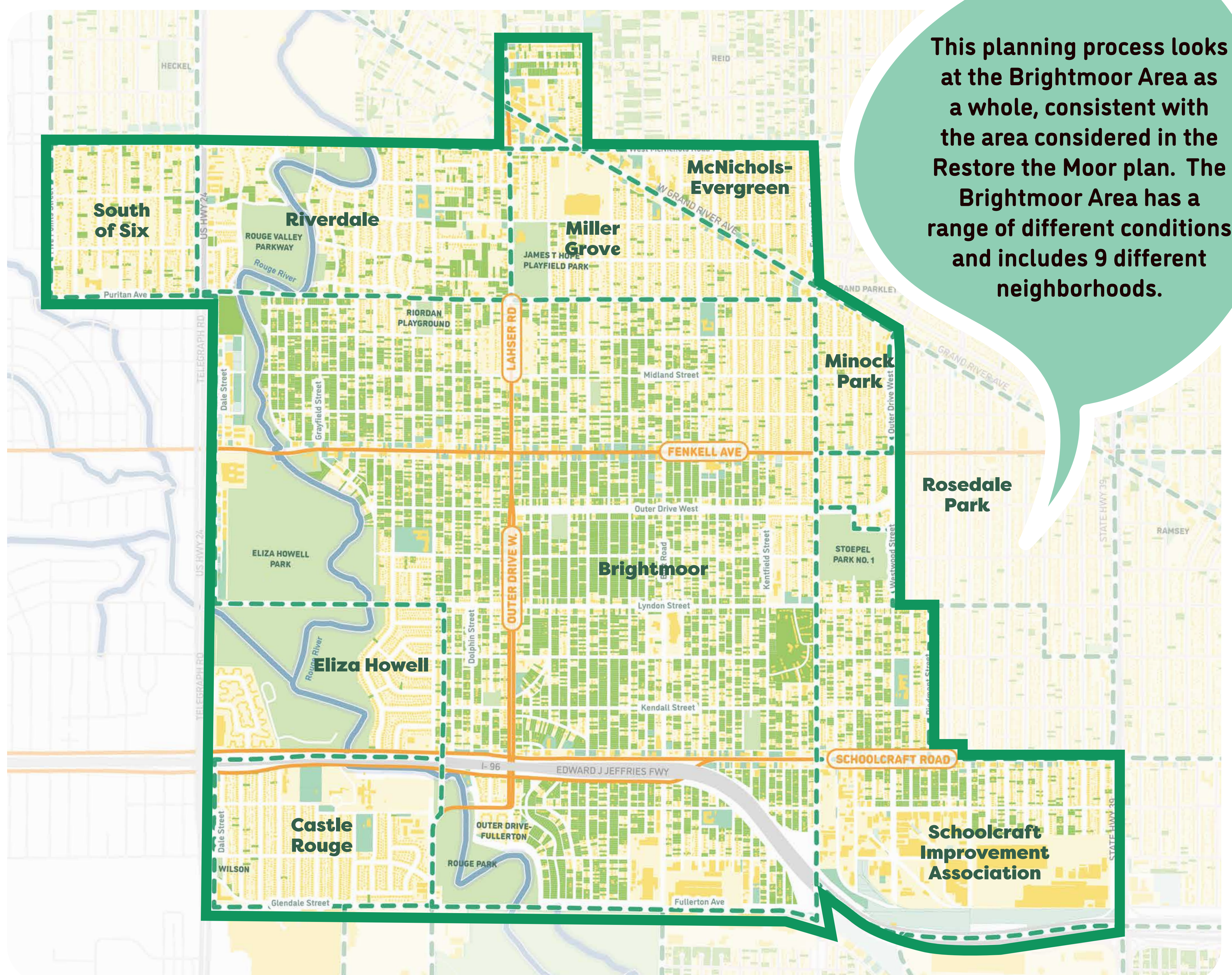
# Welcome to the Brightmoor Area Framework Plan Phase 3 Community Workshop

Welcome or welcome back! The Brightmoor Area Framework Plan process is currently in the midst of Phase 3, which starts to envision potential recommendations based on your feedback from Phases 1 and 2. Today's workshop will share draft goals and potential projects based on community feedback. We would love to hear your feedback and input!

The Brightmoor Area Framework Plan will focus on topics including:

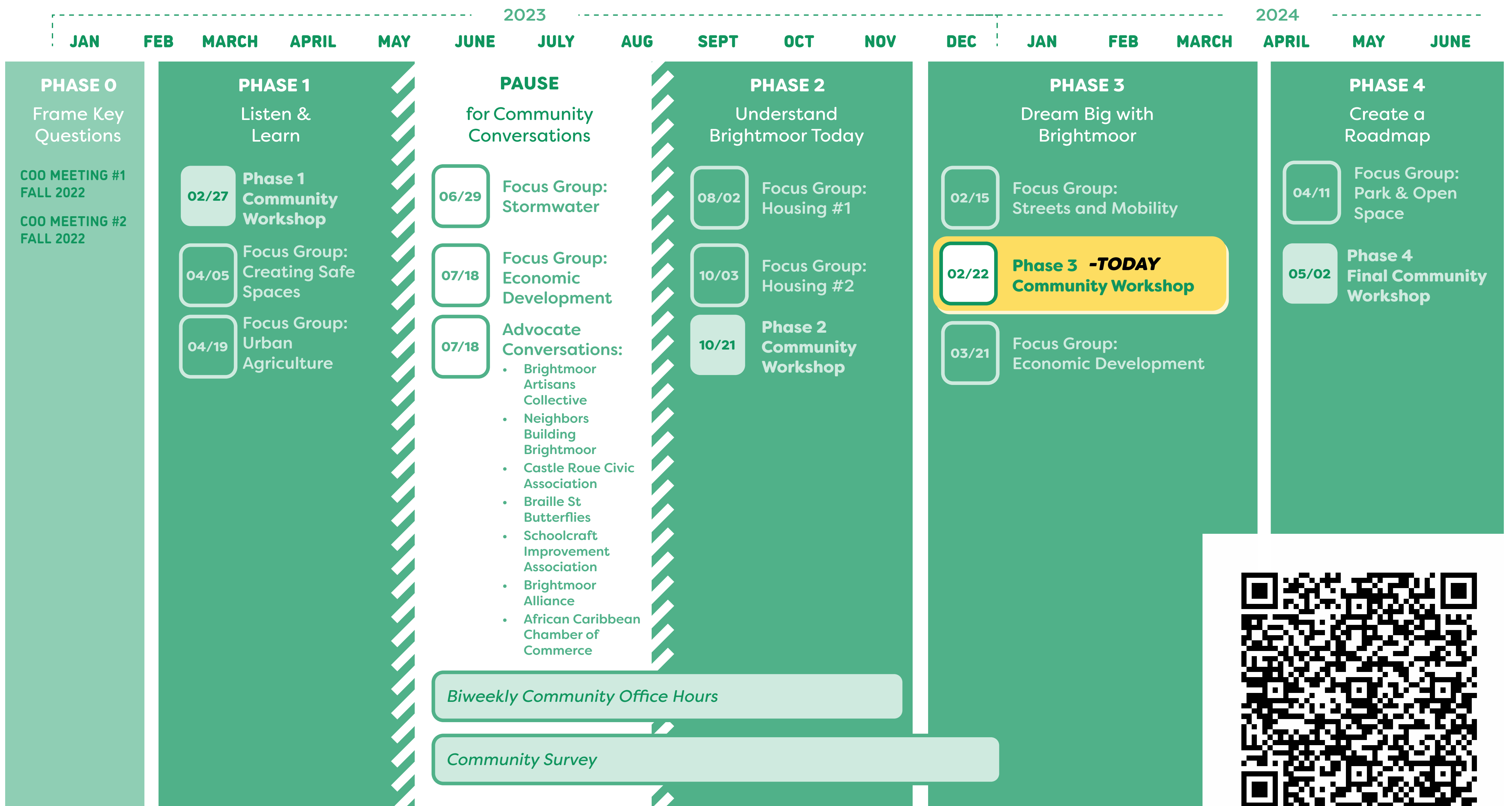
- Vacancy
- Housing
- Parks and Open Space
- Streetscapes and Corridors
- Stormwater Management

## PROJECT AREA





# Where we are in the process



Visit the **Brightmoor Area Framework Plan website** for meeting materials, recordings, and summaries of feedback.  
[www.detroitmi.gov/brightmoor](http://www.detroitmi.gov/brightmoor)

# What to expect today

Visit each station to review draft Community Vision Themes that will be used to inform project and recommendations for the final framework plan. Use the priority cards to share your priorities for potential future projects.

**HOW WOULD YOU PRIORITIZE PROJECTS & WHY?**



**What is a Community Vision Theme?**  
 These themes are principles based on all of the Community Feedback you have shared so far, and will become the guiding principles for the framework plan to ensure that the final recommendations are aligned with community needs and values.

**Today's open house has 5 main stations:**

GOALS	POTENTIAL PROJECTS INCLUDE
BEAUTIFUL, CARED FOR COMMUNITY	STORMWATER, PARKS & OPEN SPACE
BASIC NEEDS AND COMMUNITY RESOURCES	STREETS, BASIC NEEDS, & COMMUNITY RESOURCES
AFFORDABLE, QUALITY HOUSING	HOUSING, AFFORDABILITY, ACCESSIBILITY, AND REZONING
WEALTH CREATION AND ECONOMIC DEVELOPMENT	COMMERCIAL CORRIDORS, CAREER PATHWAYS, AND SMALL BUSINESS DEVELOPMENT
SENSE OF COMMUNITY	CITY-COMMUNITY TRUST BUILDING, COMMUNITY CONNECTIONS, & YOUTH VOICE







# COMMUNITY VISION THEME 1



EACH POST IT HERE IS A DIRECT QUOTE FROM A RESIDENT!



# Brightmoor is a beautiful, cared for community...



Long term vision of connected peaceful parks, greenways that support easy movement, and clean, maintained open spaces

What would improve inter-neighborhood connectivity? Where?

## PROJECTS, PARTNERSHIPS & PROGRAMS

Use your priority cards to share your thoughts. Which projects should be prioritized first, which would have the highest impact, and which are not as important? What other ideas do you have?

### DUMPING REDUCTION

#### Compost Pickup Partnerships

- Partnership with local urban agriculture businesses to pick up neighborhood compost + composting education

#### Expand City Curbside Collections and Large Item Pickup Programs

- Clothing/Textile Pickup
- Bulk Item Pickup (Furniture and Appliances)



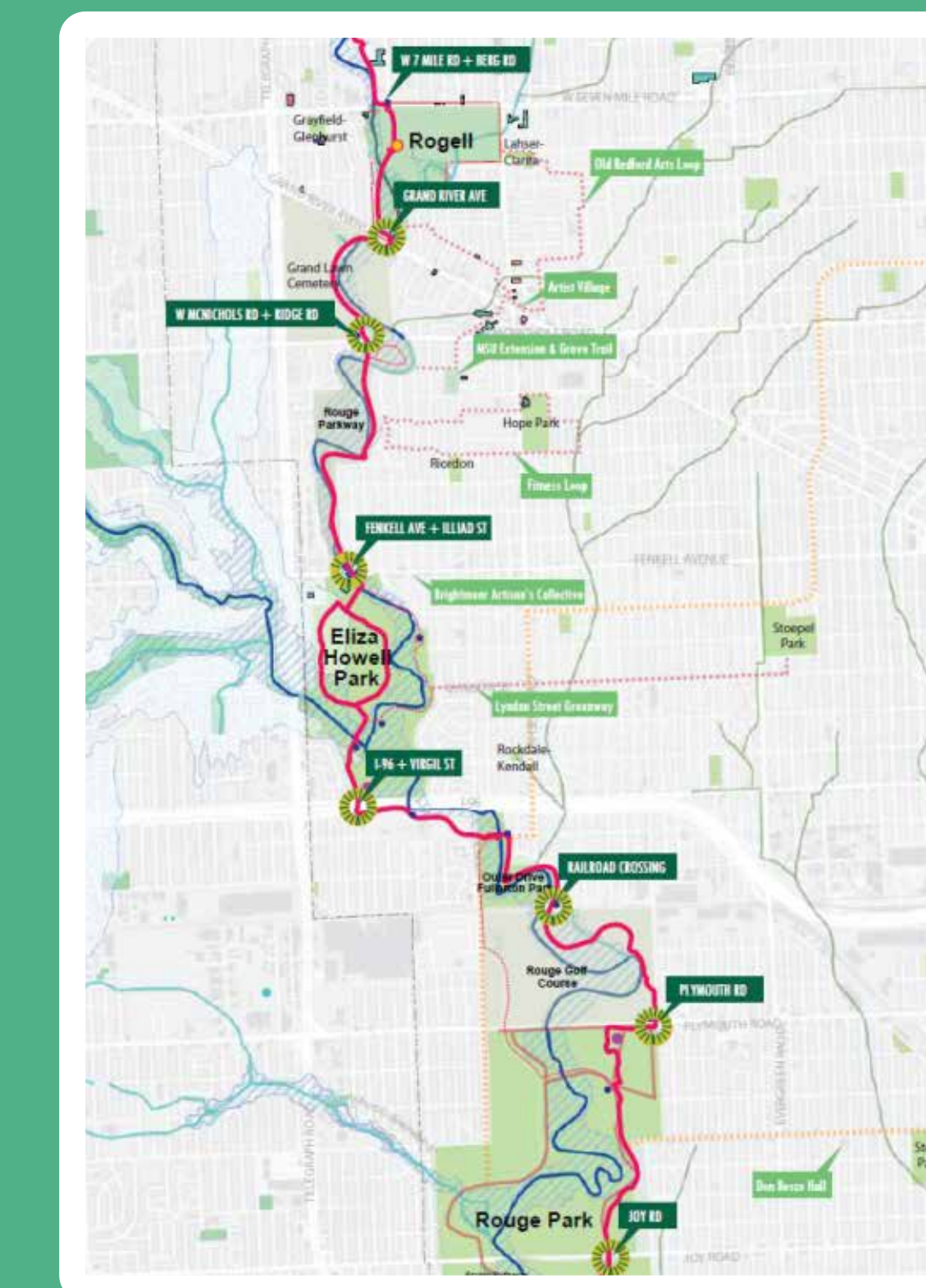
### ENHANCED PEDESTRIAN CONNECTIONS

#### Enhanced Lyndon Street Greenway

- West Outer Drive Greenway
  - Enhancements to improve Outer Drive as a common walking/exercise route

#### Rouge River Greenway

- Greenway along the Rouge River connecting Eliza Howell Park and other destinations (Long-term)



### FENKELL ACTIVATION & PLACEMAKING

#### Fenkell Placemaking Pilot

- Focused investments in place-making, branding/signage, and public art including activation of vacant site(s).



#### Nighttime Activation

- Create safety at night with increased lighting and evening programming

#### Positive Youth & Young Adult Programming



### GREEN NETWORK

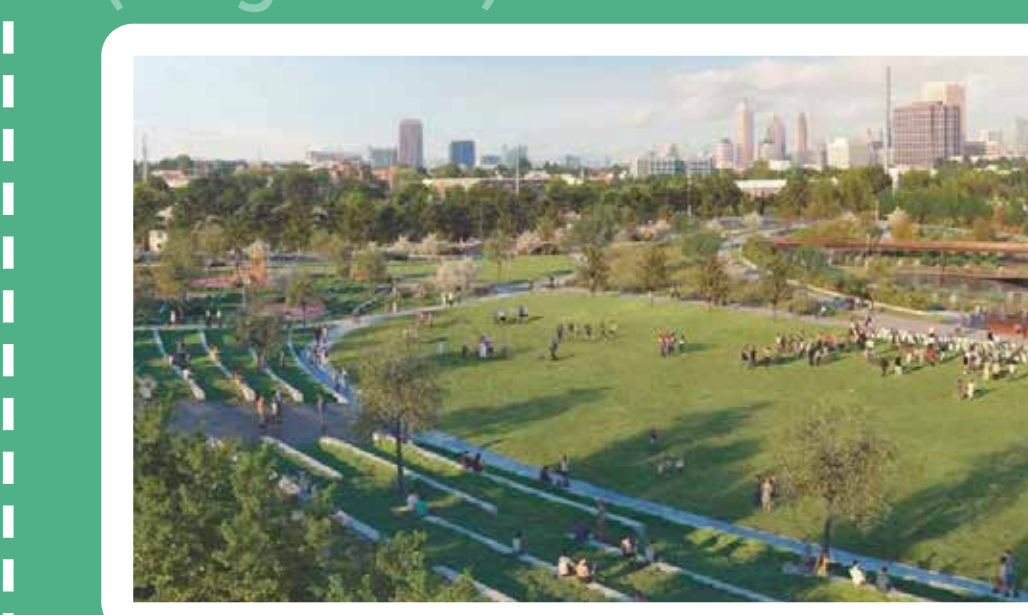
#### Stormwater Sites as Connected Neighborhood Amenity

- Pathway that connects Fenkell stormwater gardens to the community and Fenkell Ave

#### Small Scale Residential Green Infrastructure Program

- Incentive program for residents to create stormwater gardens on their properties (New Orleans has a similar program)

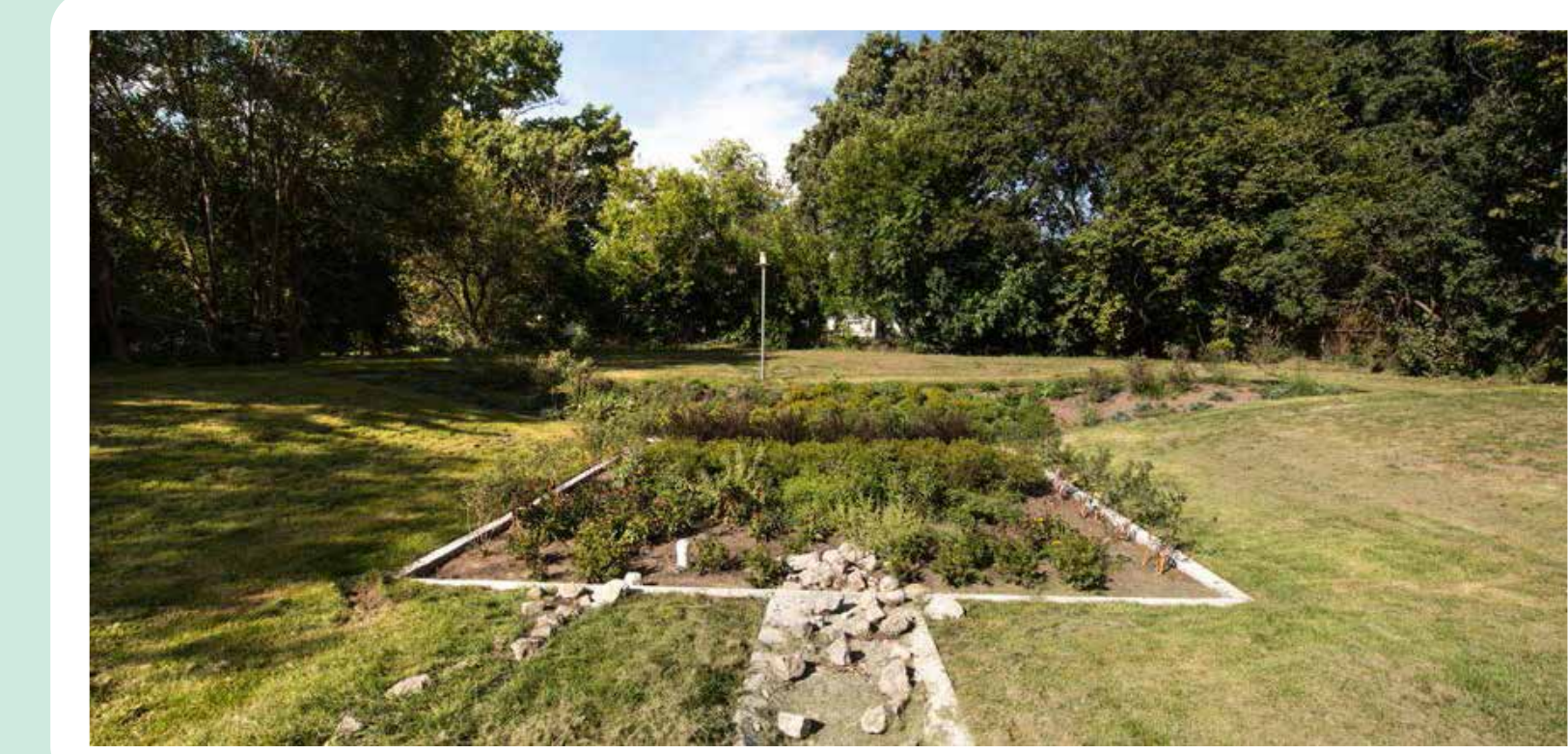
#### Parks as Green Infrastructure (long-term)



#### Decentralized Green Infrastructure Network

- Reduce flooding and ensure the long-term care, maintenance, and beauty of green infrastructure

## EXISTING CITY PROGRAMS + PROJECTS



FENKELL STORMWATER PROJECT  
Detroit Water and Sewer Department (DWSD)



ELIZA HOWELL IMPROVEMENTS  
General Services Department (GSD)



STOEPELE PARK IMPROVEMENTS  
General Services Department (GSD)



# COMMUNITY VISION THEME 2

“Connect the dots” to create safe movement for vulnerable youth

“Connect the dots” to create safe movement for vulnerable youth

## NEXT GENERATION CARE

Support the education, growth, and well-being of youth and teens

A major reason for blight in Brightmoor is due to water shutoffs

## FOOD SECURITY & WATER

Grocery stores

Facilities to process agriculture harvest

Agricultural uses - desire for group farming

Access to fresh and quality food

Agriculture, carpentry, food/beverage, tourist attractions, social kitchen

Increase access to and awareness of existing basic needs programs/resources, supporting food security, healthy food access, and water access for all

# Basic Needs & Community Resources

Outer Drive is the best street - lots of space

## SAFE STREETS & PEDESTRIAN PRIORITIZATION

Naturally encourage safe and slow driving with roadway designs that allow people to navigate their neighborhood safely and comfortably.

More schools

## NEIGHBORHOOD SERVICES & AMENITIES

Increase access to neighborhood services and amenities, especially healthcare, basic services, restaurants, and stores

## BRINGING UP THE BASICS

Improve road and sidewalk maintenance

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## COMMUNITY VISION THEME 2

...where basic needs are met and ample community resources exist...

# PROJECTS, PARTNERSHIPS & PROGRAMS

Use your priority cards to share your thoughts. Which projects should be prioritized first, which would have the highest impact, and which are not as important? What other ideas do you have?

### BASIC NEEDS & HEALTH PARTNERSHIPS

#### Seasonal Resource Fairs

Collaborate with City, community organizations, and faith-based organizations to offer a series of resource fairs with information about:

- Food and water access
- Resources for homeowners, renters, and unhoused community members
- Job search and training
- Other existing programs

#### Healthcare Access Partnerships

- Public and/or community partnerships to increase access to healthcare. For example, creating a pop-up clinic on Fenkell or developing a shuttle service to medical care.

### EXPANDED BROADBAND ACCESS PROJECT

#### WIFI Hot-spot in City-owned Parks

- Offer free internet access for visitors to neighborhood parks.

#### Fenkell WIFI Hotspot

- Collaborate with Fenkell business owners to offer free internet access both inside businesses and along sidewalks on Fenkell Ave.

### SAFER STREETS INITIATIVES

#### Tactical Quick-Build Mobility Safety Program

- Quick builds can be used to address immediate safety concerns and gauge the appetite for permanent installation for various traffic calming strategies (chicanes, traffic circles, etc).



Ex. Stormwater bump outs, Washington DC

Prioritize routes that include bus stops, schools, daycare, senior housing, food pantries, parks and community centers, and other key neighborhood destinations or common walking routes.

#### Stray Dogs Collaboration

- Partnership between Detroit Animal Care and Control, Detroit Dog Rescue, and Brightmoor-area residents and organizations
- Support pet owners to reduce number of new stray dogs
- Increase vaccination and healthy pet population control through spay and neutering
- Campaign to report and address dangerous stray dogs
- Advocate for long-term city or state animal control legislation reform

# EXISTING CITY PROGRAMS + PROJECTS

### SAFE STREETS FOR ALL GRANT

Department of Public Works

- Addresses crashes on the high injury network

### DETROIT PUBLIC WORKS COMPLETE STREETS

Department of Public Works

- Streetscape Program
- Paint the Street Program
- Speed Hump Program
- Streets for People Implementation
- Slow Streets

### OTHER DPW PROGRAMS

Department of Public Works

- Annual paving projects (ongoing)
- Annual pavement marking updates (ongoing)
- Sidewalk repair program

### BROADBAND BENEFIT PROGRAM

- Subsidized Internet and device access for low income households

### DETROIT AFTER SCHOOL RECREATION PROGRAM

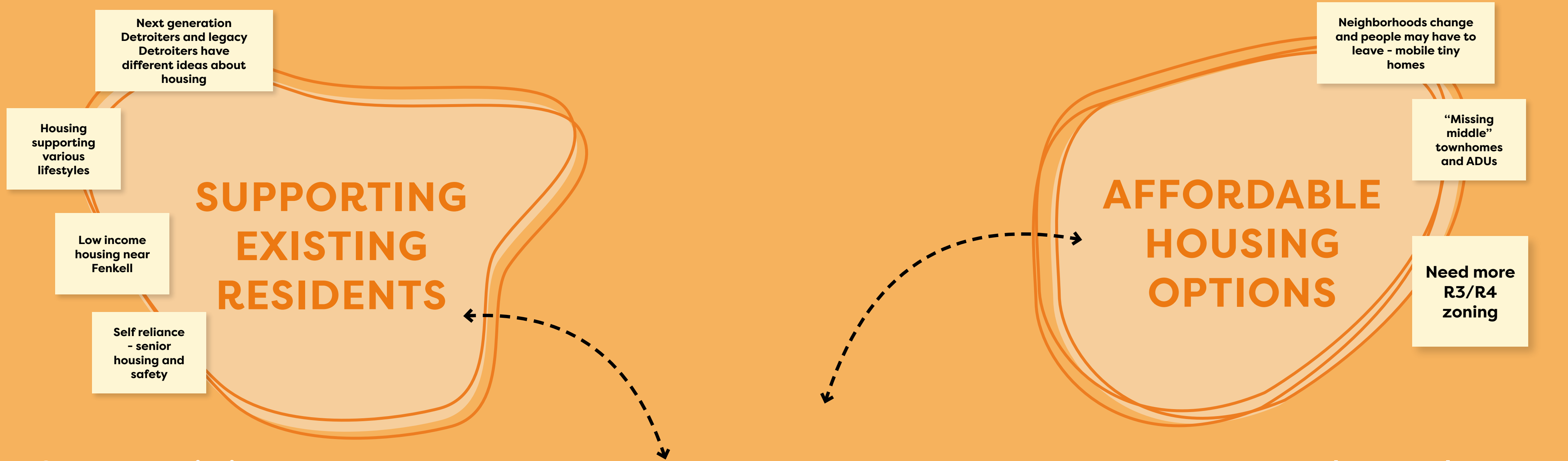
- Detroit children will have more locations for recreational activities as 12 schools become After School Fun Centers through a partnership with the City and Detroit Public Schools Community District.

### YOUTH SERVICES

- Community Education Commission: Non-profit funding for afterschool programs, transportation, and information about Detroit Schools
- Connect for Care: Partnership with United Way for SE Michigan to provide resources for parents and caregivers of kids 5 and younger. Connects them to childcare and programs to help with costs.



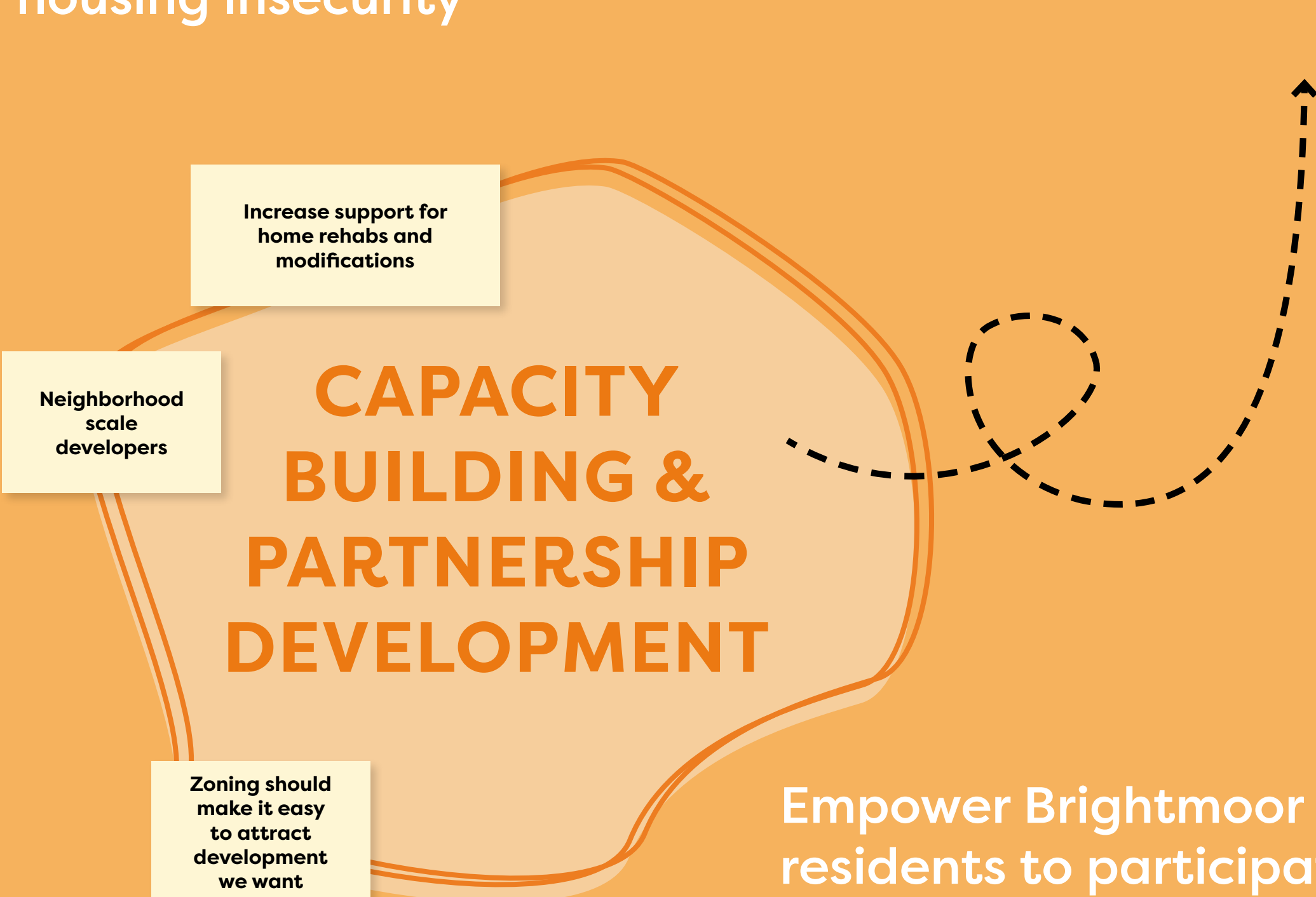
# COMMUNITY VISION THEME 3



Support existing residents, with a particular focus on the needs of seniors, people with disabilities, families with a single income, and people experiencing housing insecurity

Increase the supply of quality affordable housing, including a diversity of housing types

## Affordable, Quality Housing



Empower Brightmoor residents to participate in and eventually lead this change through capacity building and partnership development



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DIRECT QUOTE FROM A  
RESIDENT!



# COMMUNITY VISION THEME 3

## ...with affordable, quality housing options...

# PROJECTS, PARTNERSHIPS & PROGRAMS

Use your priority cards to share your thoughts. Which projects should be prioritized first, which would have the highest impact, and which are not as important? What other ideas do you have?

### ACCESSIBLE ASSISTANCE FOR HOMEOWNERS, RENTERS, AND UNHOUSED COMMUNITY MEMBERS

**Support existing residents by** improving access to existing programs including financial assistance, home repair / rehab funding, and legal resources

#### Improve homeowner access to home repair resources

- Explore philanthropic and community-based organization partnerships to improve homeowner access to home repair resources

#### Housing counseling and eviction defense services

- Work with non-profits who provide housing counseling and eviction defense services to increase awareness and access among Brightmoor area residents.

#### Housing Preservation Programs

- Examine opportunities to extend housing preservation programs to preserve, renovate, and enhance affordability of existing multi-family buildings. (longer term)

### AFFORDABLE HOUSING CATALYST PROJECTS

#### Develop 3-4 deeply affordable multifamily rental developments

- Develop supportive housing and Low-Income Housing Tax Credit-funded developments in Brightmoor over the next 10-15 years.
- This development will require additional capacity from the private and non-profit sectors in order to leverage City, state, and federal resources.
- Identify non-profit service providers who can assist with developing and operating these projects to serve key populations, such as senior citizens, unhoused residents, single parents, or supportive housing for disabled residents and veterans.

### INNOVATIVE HOUSING TYPOLOGIES: ENCOURAGE NEW MODELS OF HOUSING DEVELOPMENT TO INCREASE AFFORDABILITY IN THE CONTEXT OF HIGH CONSTRUCTION COSTS.

#### Tiny Home, Large Impact

- In partnership with the DLBA, examine innovative modular, manufactured, and “tiny” home programs at a regional and national level to understand the potential of creating lower-cost options for single-family, townhome, or small-scale multifamily redevelopment.



#### Develop a “Pocket Neighborhood” pilot project near Lahser and Fenkell



#### Modular Moves

- Examine opportunities to site and finance a modular/manufactured home development facility on industrial land near Brightmoor. Use this facility as a combined affordable housing / workforce development opportunity. (Longer term)



What new affordable housing types are most interesting to you? Why?

Where in the neighborhood could you see them fitting well?

### ZONING CHANGES TO ALLOW FOR MORE HOUSING DIVERSITY

#### Improve Flexibility Through Rezoning

- Change zoning to allow more flexibility for housing development, including townhouses and small multi-family buildings
- Rezone residential properties as R3 Low-Density Residential.

**98% of residential parcels in Brightmoor are currently zoned as R1 or single family homes.**

**R3 is defined as a low-density multi-family district. Development allowed in R3 includes single and two-family dwellings, townhouses, multi-family dwellings, and community facilities necessary to serve a residential district.**

### SUPPORT LOCAL CAPACITY

#### Making Connections

- Connect Brightmoor resident leaders to non-profit, philanthropic, and private-sector organizations that support and undertake housing development.

#### Community Development Corporations

- Build local capacity to start a neighborhood-focused Brightmoor Community Development Corporation that can leverage resources and partnerships for housing and commercial development. (Long-term)

# EXISTING CITY PROGRAMS + PROJECTS

### DLBA PROGRAMS

Detroit Land Bank Authority

- Side Lot
- Neighborhood Lot
- Create-a-Project
- Auction
- Own It Now
- Marketed Properties
- Rehabbed and Ready



# Brightmoor

## AREA FRAMEWORK PLAN

### Zoning Change Options for Community Review at Workshop #3: 2/24/2024

#### What We've Heard

Update zoning on Fenkell to encourage new development

Too much of the area is R1 or single-family zoning

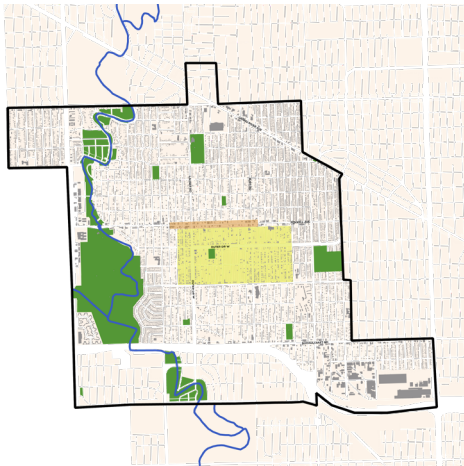
Need more "missing-middle" homes and affordable, high-quality apartments

#### Zoning Ideas

**Change to R3 Zoning in a Concentrated Focus Area:** R3 residential zoning allows development of "missing middle" housing like duplexes and fourplexes, as well as multi-family apartments. Adding R3 in a concentrated area can help encourage targeted development and population growth that will also support nearby businesses.

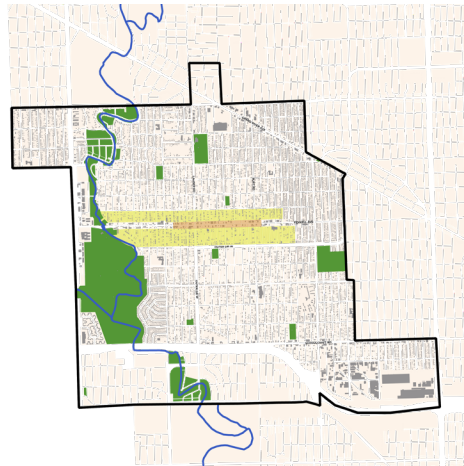
**Add Traditional Main Street Overlay (Lite) on Fenkell:** A Traditional Main Street Overlay or TMSO allows for mixed-use development that includes businesses on the ground floor and apartments above.

#### Zoning Change Options



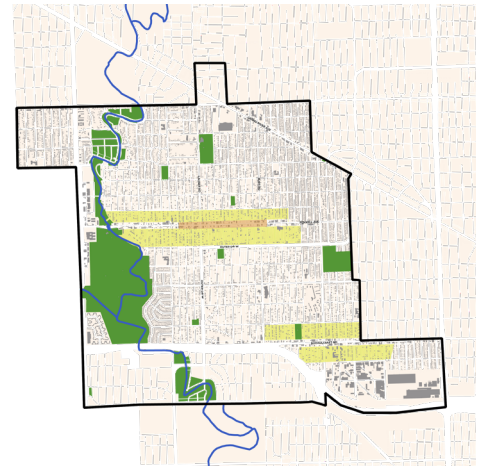
##### Option 1: Build Up the Neighborhood Core

- **Residential:** R3 zoning change enables multi-family housing development along the south side of Fenkell Ave. and in an area with a large number of vacant lots
- **Commercial:** Traditional Main Street Overlay (Lite) enables mixed-use development along Fenkell Ave. between Lacosta St. and Pierson St.



##### Option 2: Support and Grow Fenkell Ave.

- **Residential:** R3 zoning change enables multi-family housing development along both sides of Fenkell Ave., supporting commercial corridor and local business development
- **Commercial:** Traditional Main Street Overlay (Lite) enables mixed-use development along Fenkell Ave. between Lacosta St. and Pierson St.

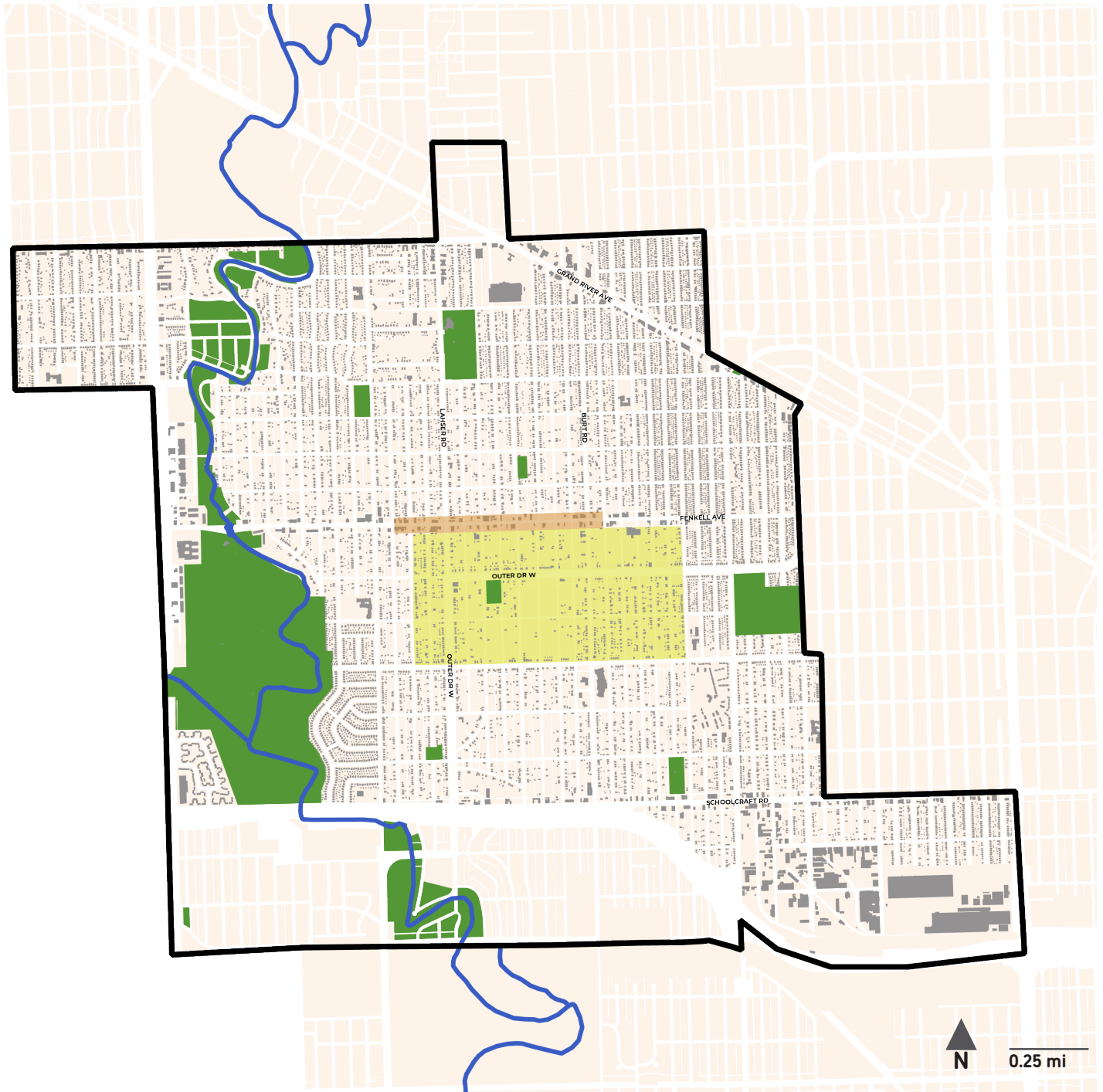


##### Option 3: Grow Along Fenkell and Schoolcraft





- **Residential:** R3 zoning change enables multi-family housing development along both sides of Fenkell Ave. and Schoolcraft Rd., supporting commercial corridor and local business development
- **Commercial:** Traditional Main Street Overlay (Lite) enables mixed-use development along Fenkell Ave. between Lacosta St. and Pierson St.



# Option 1: Build Up the Neighborhood Core



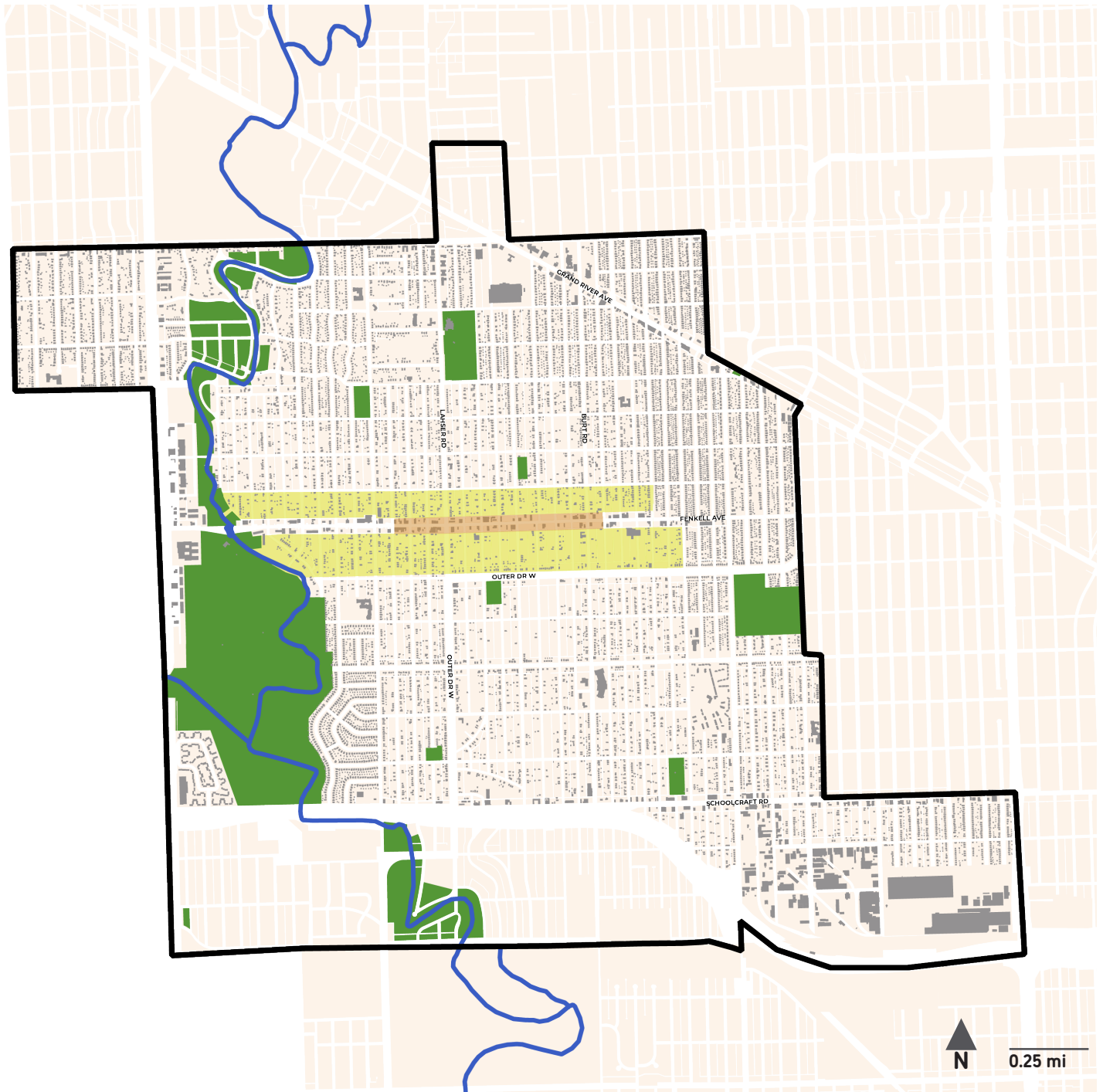
## LEGEND

-  Zoning Change to R3
-  TMSO Zoning Overlay
-  Parks
-  Buildings
-  Water





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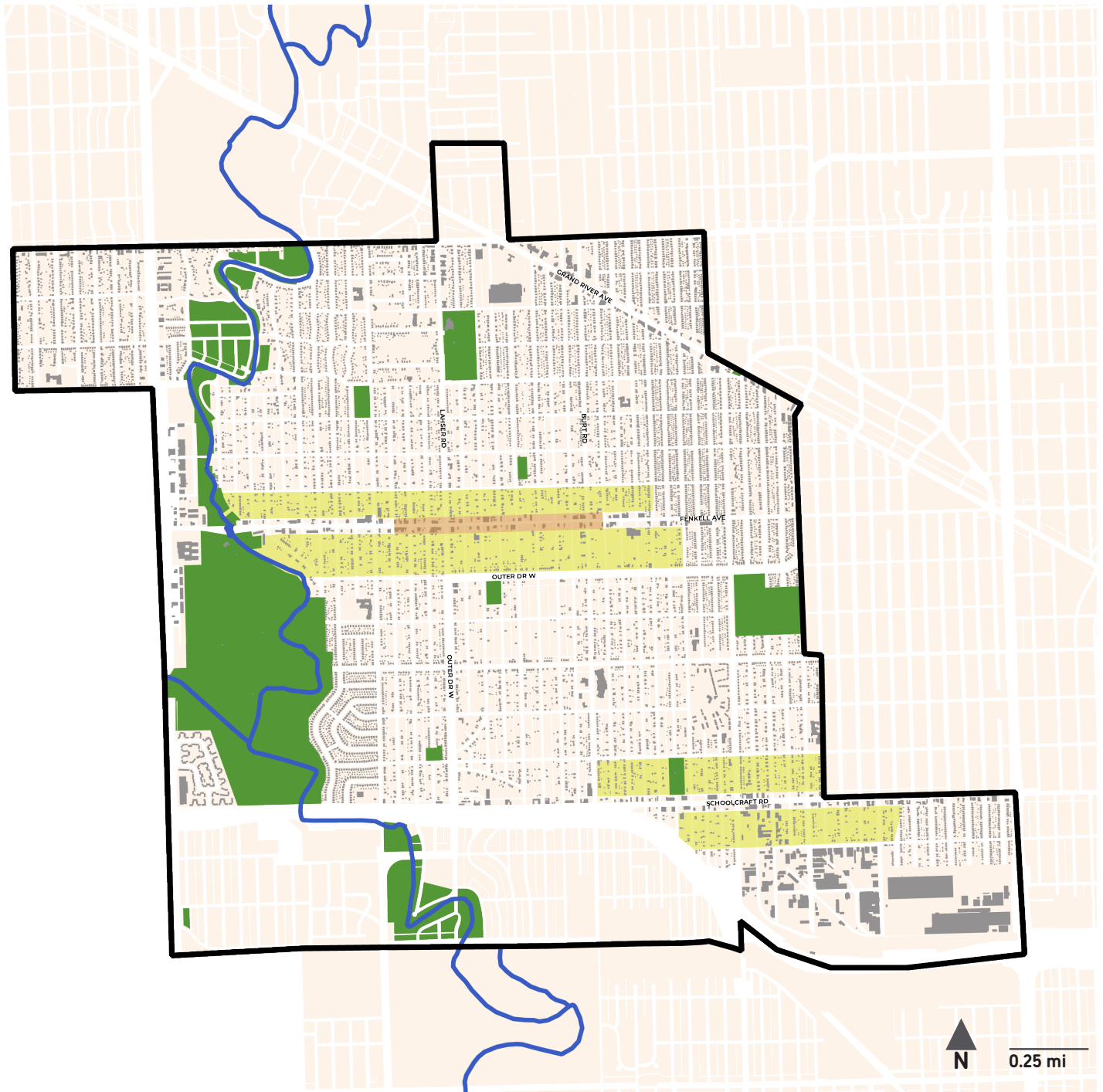
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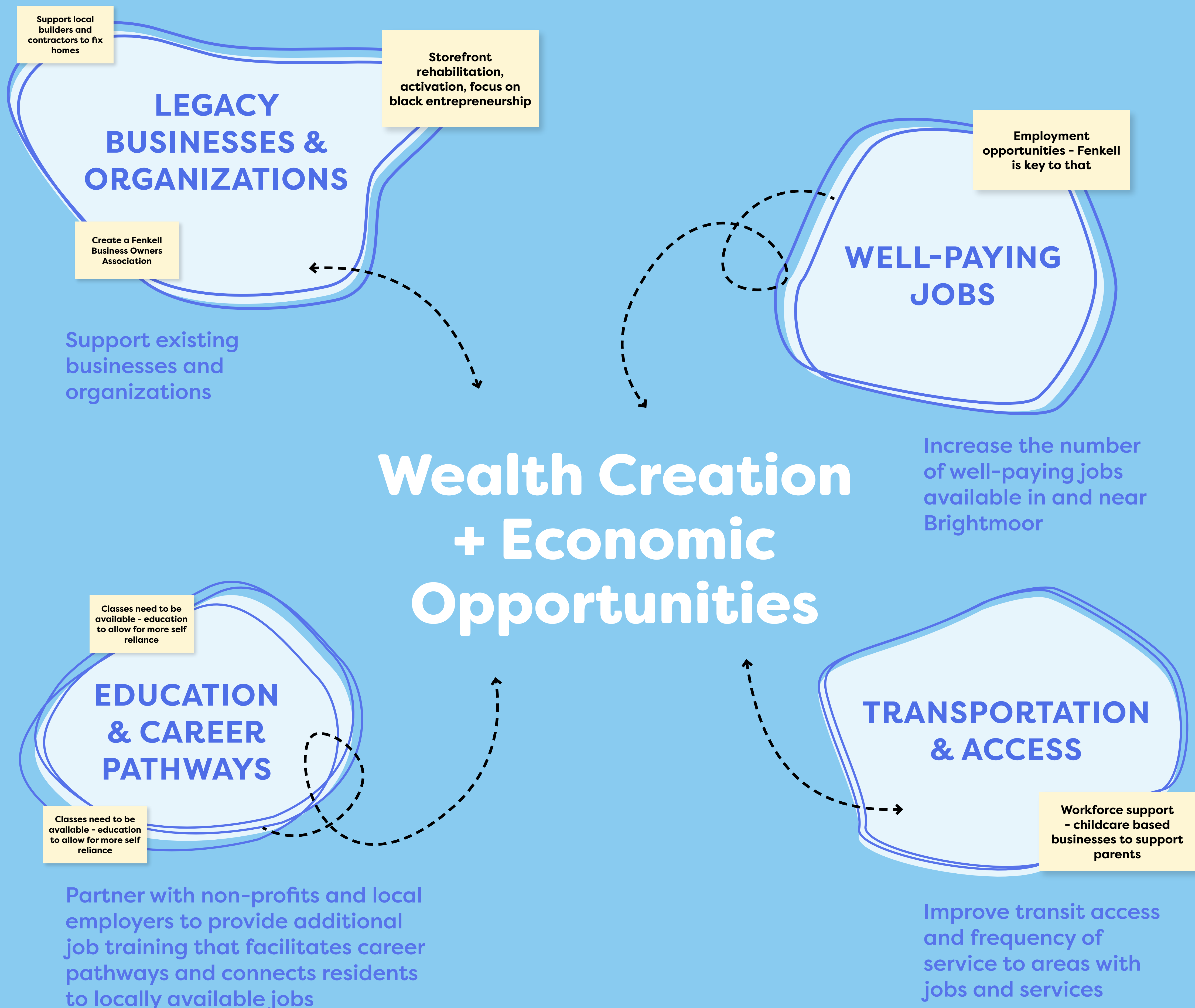
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# COMMUNITY VISION THEME 4



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COMMUNITY VISION  
THEME 4

..and growing wealth creation and economic opportunities...

PROJECTS, PARTNERSHIPS & PROGRAMS

Use your priority cards to share your thoughts. Which projects should be prioritized first, which would have the highest impact, and which are not as important? What other ideas do you have?

**EXISTING BUSINESS SUPPORT**

Establish easier access for business owners to procure work from city, state, or federal government.

Work with the Detroit Economic Growth Corporation to increase assistance to small businesses.

What other ideas would support small businesses and increase economic opportunities?

**CAREER PATHWAYS & PARTNERSHIPS PROGRAM**

Expand workforce job training for well-paying jobs

Increase partnerships with trades, community colleges, and high schools

**SUPPORT NEW DEVELOPMENT ALONG FENKELL**

**Incremental Development**

- Support incremental development Fenkell by connecting local businesses, organizations, and property owners to resources.

**Commercial Identity**

- Develop a Fenkell branding and marketing strategy to support existing and new businesses.

**Catalytic Development Sites**

- Identify catalytic development sites along Fenkell, including commercial properties with public ownership, that can be potential sites for mixed-use and commercial developments.

**City actions to encourage redevelopment**

- Consider rezoning Fenkell from B4 to Traditional Main Street Overlay Lite (TMSO-lite) - this would reduce parking requirements making redevelopment of smaller lots more possible
- Alternatively, develop municipal parking lot(s) on vacant parcels that new development could use to off-set on-site parking requirements.

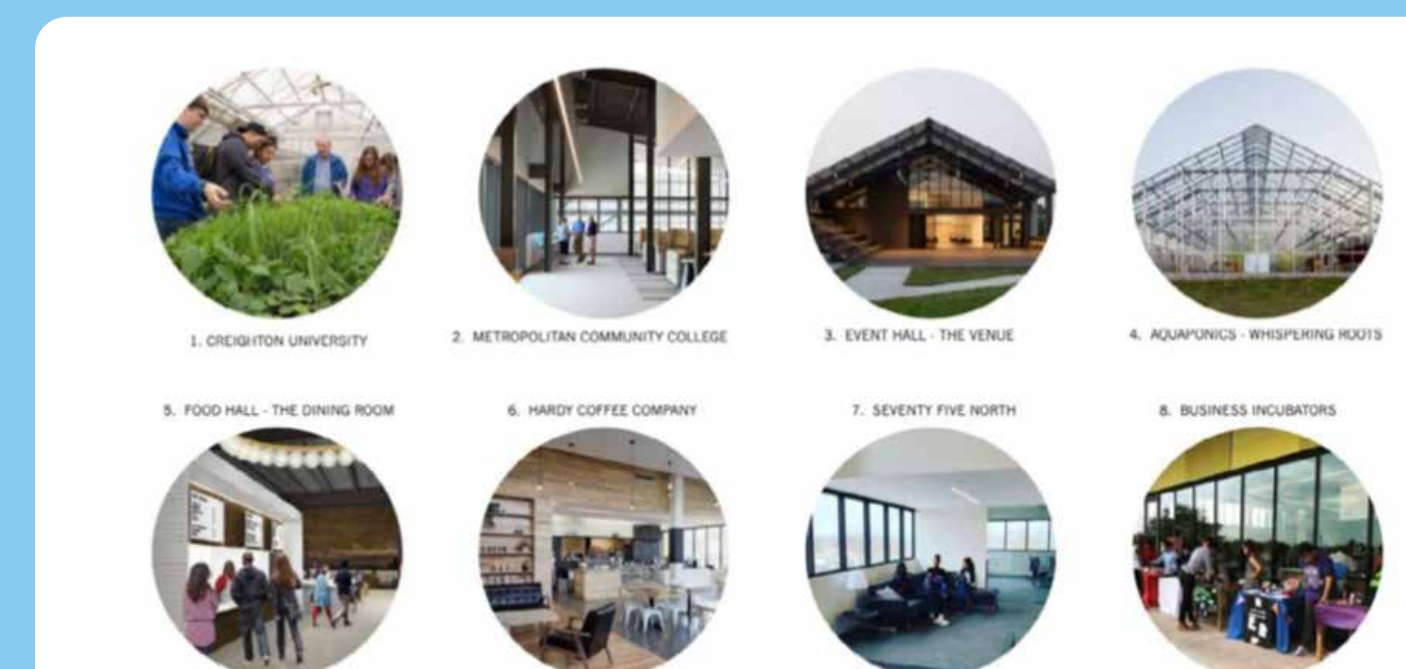
**FORMER MURPHY ACADEMY COMMUNITY CENTER CONVERSION**

- Develop the former Murphy Academy building into a community center / incubator to support existing residents. (long-term)
- Programs could include: adult education, childcare, youth programs, business incubator program, and other community services

Existing Building



Example Project: Highlander Accelerator, Omaha, NE



The project included spaces for a range of uses desired by the community, from gathering spaces to small business support.

EXISTING CITY PROGRAMS + PROJECTS

**Motor City Match**  
*Existing Program*

Promote participation in the Motor City Match program to local businesses and entrepreneurs.

**District Business Liaisons**  
*Existing Program*

Helps neighborhood businesses navigate city processes

**Detroit Means Business**  
*Existing Program*

A central hub for business resources

**Buy Detroit**  
*Existing Program*

Procurement program that connects Detroit Businesses with public and corporate contracting opportunities

**Youth Services**  
*Existing Programs*

- Grow Detroit's Young Talent (GDYT) - citywide summer jobs program that trains and employs young adults (14-24) for up to 120 hours.
- Post High School Skilled Trades - helps to connect youth with job training and employment opportunities
- Post High School Mentoring - partnerships with organizations that help with career, education and personal development mentoring



# COMMUNITY VISION THEME 5

## WORKING AS ONE

"You gotta solve ten problems with one project"

3 vacant schools in Brightmoor can become community center or housing or homeless shelters

5 culturally different communities

Get back to basics - learn from each other

Enhance spaces and programs that bring community together, supporting new connections across the diversity of residents who call Brightmoor home

## REBUILDING TRUST

Use Gov Delivery method to get message out

Use Gov Delivery method to get message out

Increase accountability, transparency, and trust between the Brightmoor area and City government

# Sense of Community

## YOUTH VOICE

Commercial spaces used as youth assets

Something positive to do in the neighborhood

Expand youth voice and prioritize youth-oriented programming and development

This theme seeks to generate ideas for how to improve accessibility and communication between neighborhoods and city departments moving forward.

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# COMMUNITY VISION THEME 5

# ...and an increased community connectedness.

## PROJECTS, PARTNERSHIPS & PROGRAMS

Use your priority cards to decide on which near-term project should be prioritized first, which would have the highest impact, and which is not as important.

### DEMONSTRATE RESPONSIVENESS

#### Increase responsiveness to community-raised issues

- Visible quick wins such as street repairs, trash collection, and redeveloped vacant spaces can go a long way towards building long term trust.

### CONVERSATION SPACES

#### Connect Community and City through Department of Neighborhoods (DONs)

- Increase connectivity between residents, especially across lines of diversity (across different ages, occupations, etc.)
- Identify a series of spaces to support conversations and new connections
- Coffee shops, salons, book clubs, etc.

### NEIGHBORHOOD YOUTH COUNCIL

#### Partner with Detroit City Schools

- Meet regularly with city and neighborhood leadership to discuss youth issues and needs
- Paid position for youth



Ex. City Youth Council - Columbus, OH