



# Detroit Renaissance Creative Corridor

## Development Plan

Final Report  
June 2008

Gensler + KBA

**Gensler + KBA**

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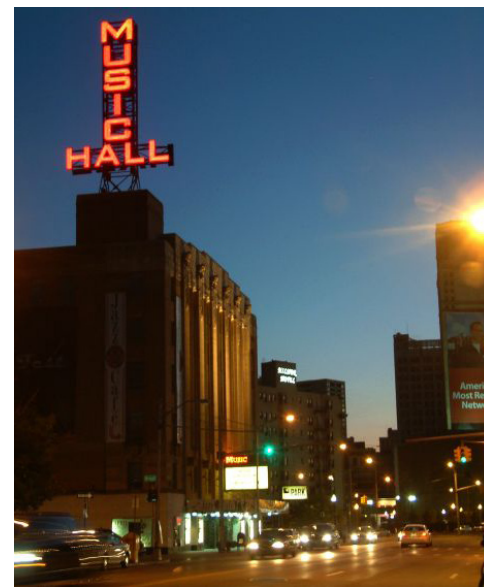
Detroit Renaissance Foundation

- College for Creative Studies
- Detroit Economic Growth Corporation
- Detroit Medical Center
- Downtown Detroit Partnership
- Henry Ford Health System
- The Kresge Foundation
- Museum of Contemporary Art Detroit
- New Center Council
- University Cultural Center Association
- Wayne State University
- The Whitney Restaurant & Carriage House

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# Introduction

# Creative Corridor Development Plan

## ABOUT THE PROJECT

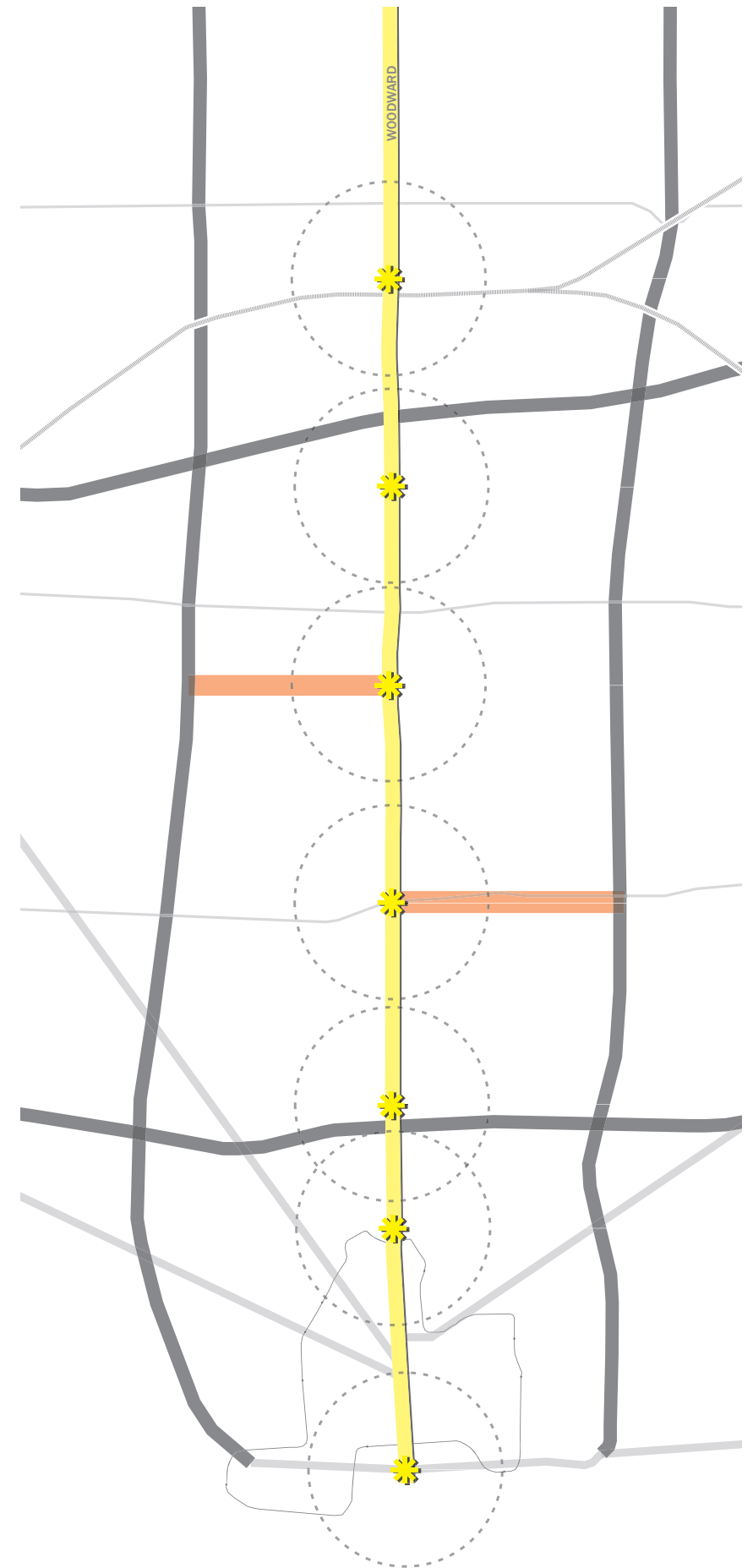
The Detroit Renaissance Foundation engaged Gensler and KBA to create an integrated strategy that will establish in greater downtown Detroit the nucleus of an invigorated creative economy in Southeast Michigan. The primary objectives of this engagement are to:

- link existing nodes of activity along the Woodward corridor
- develop new activity
- increase the density of creative economy businesses
- increase the density of housing for creative economy workers

This plan accomplishes these objectives by presenting a framework for locating and prioritizing real estate investment along Woodward Avenue that will catalyze the emergence and growth of creative enterprises, restore Woodward's civic and cultural significance, and project a sustainable and global outlook to the community and world beyond.

The plan organizes Woodward by a series of linked nodes – or centers of activity – that form a 3.5 mile corridor connecting New Center to Midtown to Downtown and the Detroit River. The nodes are distributed in approximate half-mile increments that join or overlap. They coincide with significant circulation routes, existing assets and unrealized real estate opportunities.

Each node has a unique role in fostering connections, creating a network of public space improvements and growing the creative economy. The node concept as described in this plan is aligned with the principles of transit-oriented development, namely: walkable design, with pedestrian comfort and safety as a high priority; mixed uses in close proximity (including office, residential, retail, and civic uses); and high density, high-quality development within a 10-minute walk of a transit stop. Though implementation of a transit system is not required to begin developing the nodes, transit will eventually drive the full realization of a vital, interconnected corridor.



# Creative Corridor Development Plan



## PLANNING FOR THE CREATIVE ECONOMY

The national trend of the “return to the city” has been documented for 20+ years, but most recently the concept of the “creative economy” has come to the forefront of economic development research. The creative economy refers to connected industry sectors, which are often considered a growing part of the global economy. Creative economy sectors are typically defined as those that focus on creating intellectual property. The Road to Renaissance Creative Economy effort has further specified the following economic sectors as specific areas of focus: Advertising, Marketing and Public Relations; Architecture and Design; Digital and Traditional Media; Film and Video; Music; Performing and Visual Arts.

Emerging research and other indicators show that members of the creative economy seek out places that enable them to live, work and play without a long commute. These places typically include the following elements:

- Diversity
- Opportunity
- Challenge
- Amenity
- Authenticity
- Mobility
- Stimulation
- Association
- Density
- Sustainability



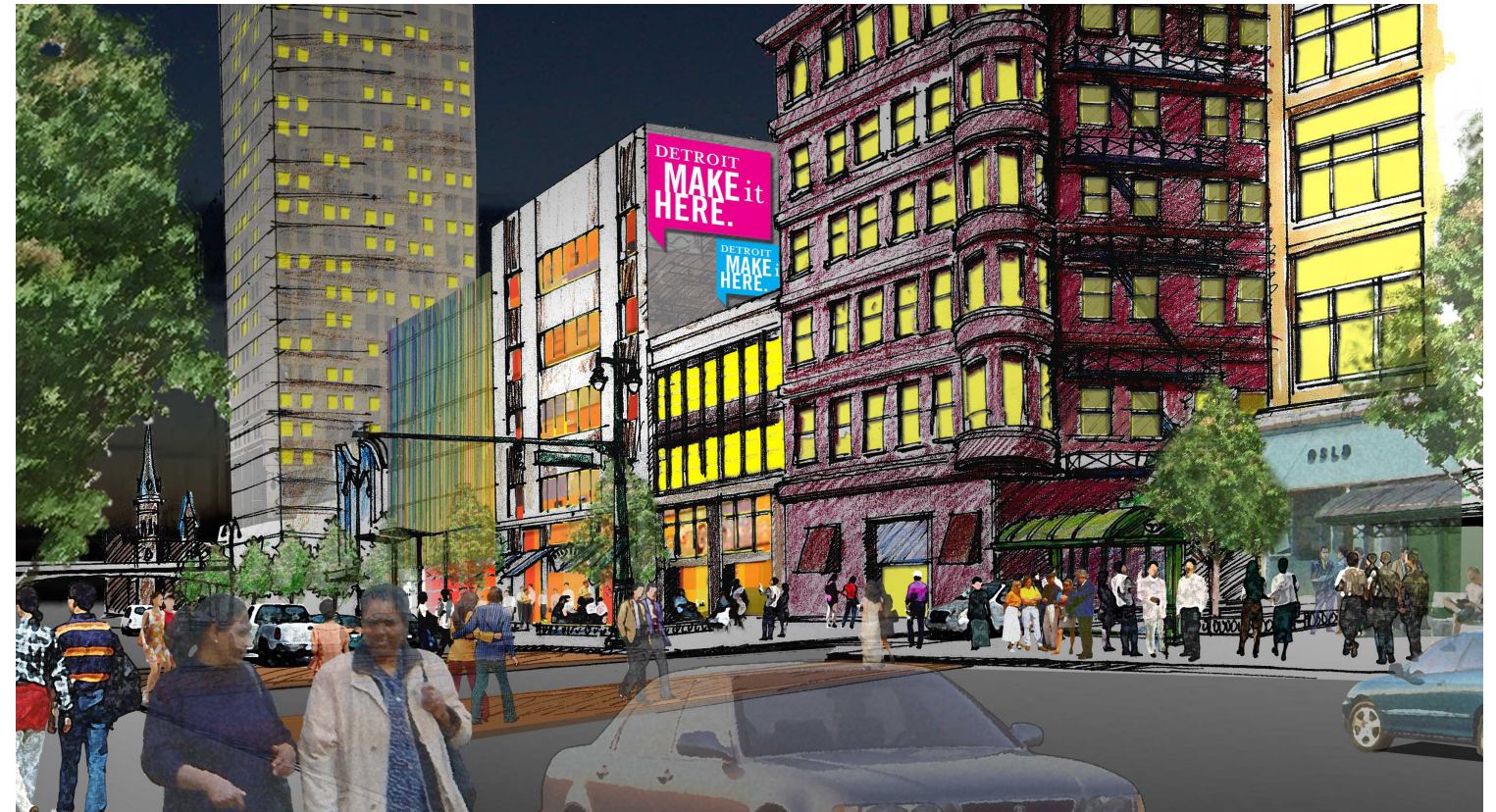
Given these preferences, planning for the creative economy can therefore be considered “placemaking” – or the process of creating places that will attract people because they are stimulating and diverse. While it is important to entice new business and other necessary economic attractors, it is even more important to create a place where people can live, work and play.

# Creative Corridor Development Plan

A revitalized, thriving Woodward Avenue is integral to the full realization of the vision set forth in this document. Woodward is the center of gravity in the future Creative Corridor. Along its length, it should evoke the sense of place and urban vitality that are essential to attracting creative businesses. Woodward should also establish the Corridor's new image through renewed economic development and outstanding urban design.

There is a significant body of planning and development work already underway by a variety of organizations in the area, but missing from this progress is a unified approach toward the development of Woodward. Thus, it is essential to establish an entity whose sole agenda is to focus, steward, advocate for, and (most importantly) attract new resources to fund high-quality development along Woodward Avenue. The Implementation chapter of the document describes recommendations for the structure and responsibilities of such an entity.

As this document is published, several entities are advocating for disparate proposals for rapid transit systems that include the Woodward corridor. These efforts are not necessarily coordinated with regard to the extent, character or type of system they seek to create. An opportunity exists now to convene these proponents to reach consensus about the details of this system, advocate for its implementation, and ensure a strong design for an at-grade system between New Center and the Riverfront. This will allow system designers to ensure that the concept plan for each node illustrated in this plan is integrated with transit stop locations and related design decisions. The goal should be to maximize the economic development opportunities created by the installation of the system.



# Analysis and Vision

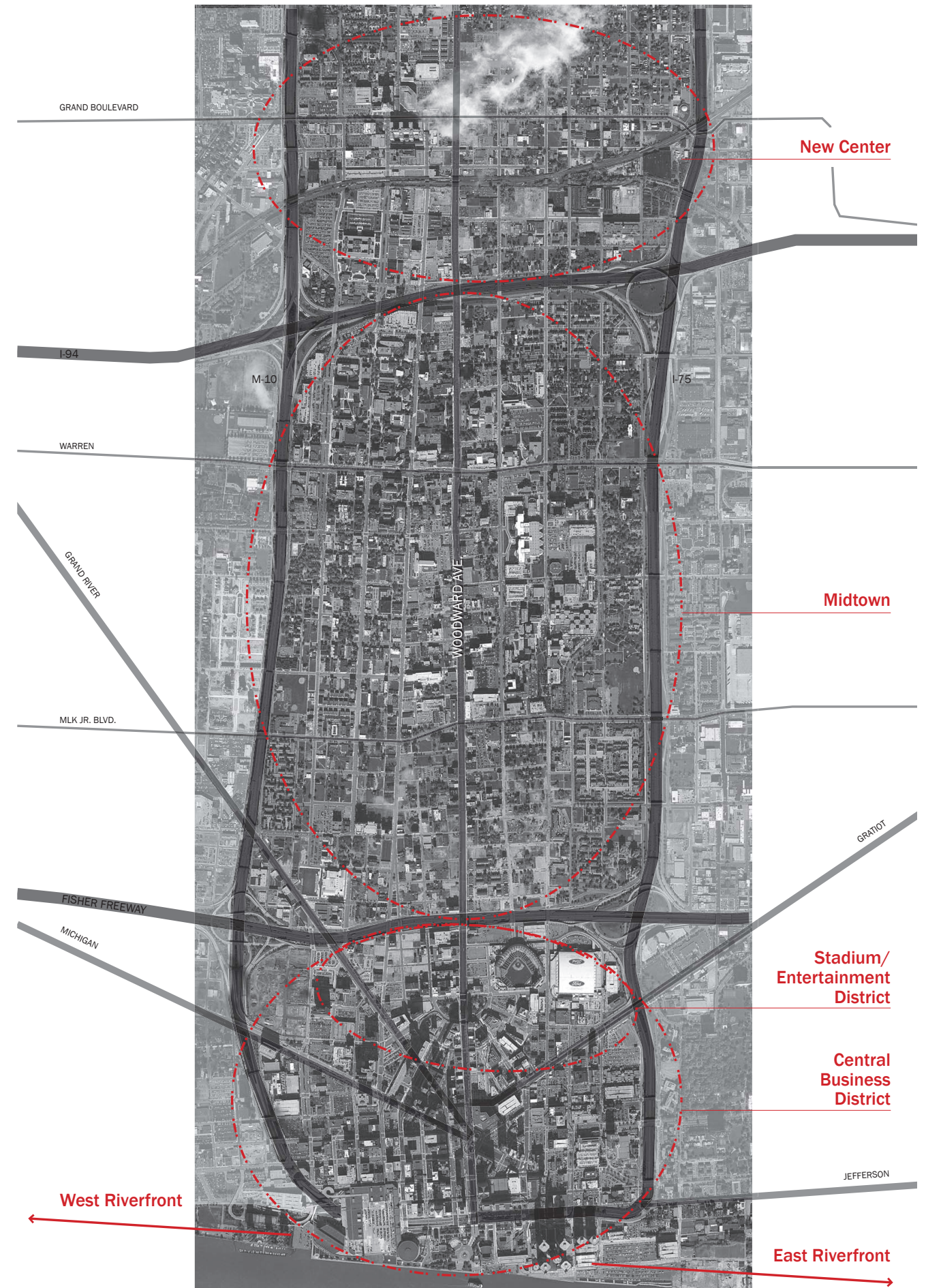
# Site Analysis

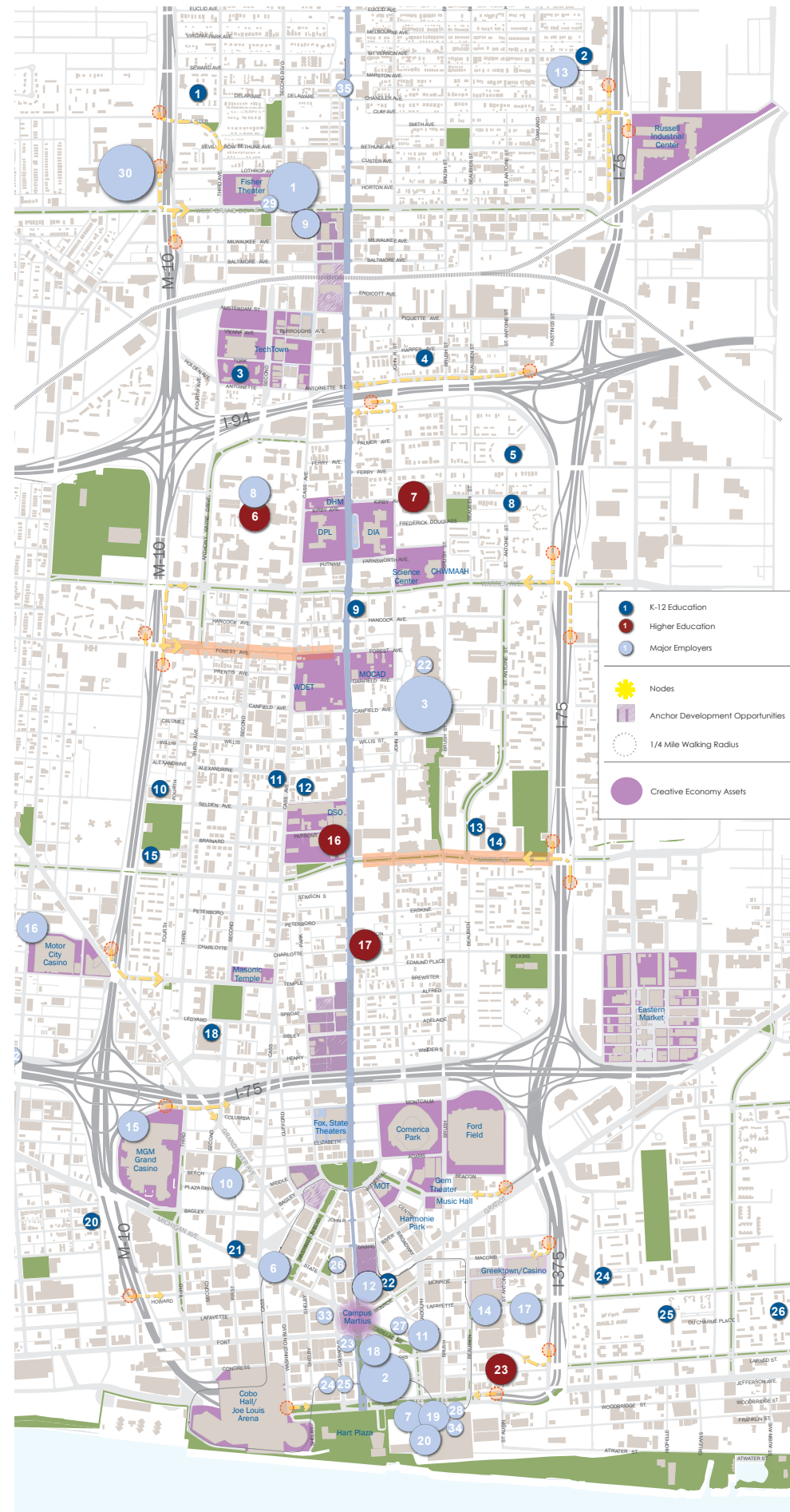
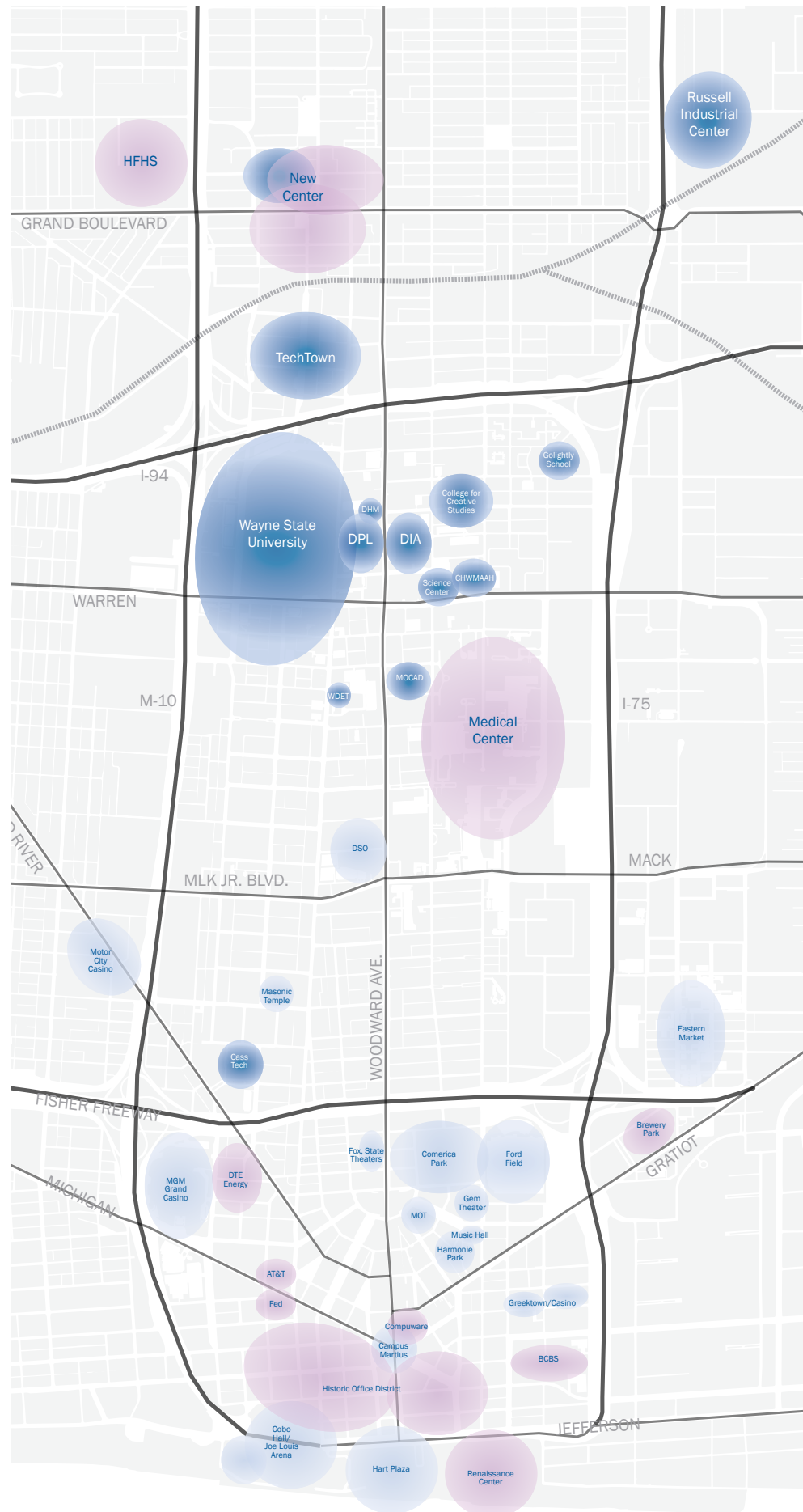
## CONTEXT

To begin our analysis, we looked to major assets in each of the three districts of the Creative Corridor:

- New Center
- Midtown
- Central Business District (including the Sports & Entertainment District)

The asset inventory on page 11 (left) shows the sphere of influence of institutional, employment and cultural assets. This analysis also includes assets located outside the approximate boundaries of the Creative Corridor, like Henry Ford Health System, Russell Industrial Center, Motor City Casino, and Eastern Market.





## MAPPING

To more closely understand the density and interaction of assets in the Creative Corridor, we prepared a series of inventory maps that document the following:

- Major Employers
- Educational Institutions
- Green Space
- Real Estate Development
- Assets and Drivers
- Block Conditions Assessment

The inventory map on this page (center) represents a superimposition of the map 'layers' mentioned above. This map illustrates the richness of assets and other amenities located in the Creative Corridor (like the area around the intersection of Woodward Avenue and Ferry Street). It also helps to identify areas that are lacking in services (like the Piquette Street corridor and the Cass Park neighborhood).

For all site analysis maps and legends, see Appendix page 5



# Stakeholder Input and Vision

## CREATIVE CORRIDOR STAKEHOLDERS

The following stakeholders were interviewed for their input and suggestions on the development of the Detroit Creative Corridor.

Ann Lang, President  
Downtown Detroit Partnership

Bud Liebler & Patrick Liebler, Co-owners  
The Whitney Restaurant & Carriage House

Marsha Miro, Director  
Museum of Contemporary Art Detroit

Sue Mosey, President  
University Cultural Center Association

Rip Rapson, President  
The Kresge Foundation

Bob Riney, Senior Vice President and Chief Operating Officer  
Henry Ford Health System

Richard Rogers, President  
College for Creative Studies

Jim Seers, Facilities Director  
Wayne State University

Michael Solaka, Director  
New Center Council

Peter Zeiler, Business Development Representative  
Detroit Economic Growth Corporation

Mary Zuckerman, Executive Vice President  
David Manardo, Vice President—Facility Engineering  
Detroit Medical Center



# Stakeholder Input & Vision

Below is a sampling of key observations and conclusions gathered from stakeholders during the research and analysis phase. Participants were asked a range of questions, from general “What assets does the Creative Corridor currently have?” to specific “Identify areas to strengthen through existing resources.”

## DETROIT CREATIVE CORRIDOR HAS:

- National destination for creativity
- World-class educational institutions
- Major nodes of activity
- Strength of restaurants, independent retail
- Yuppies and empty-nesters
- “Good bones”
- Authenticity
- Art, music, films, poetry, lectures
- Lots of empty land
- Detroit has good artists

## DETROIT CREATIVE CORRIDOR NEEDS:

- Creative density
- Mechanisms to attract businesses
- Infill development
- Improved clean up of neighborhood blight
- Greenway on Woodward
- Incentive programs to target creative industries
- Funds for “funky business” support
- More green space
- Transit for Detroit
- Critical mass of residential and work population

[For a comprehensive summary of stakeholder interviews, see Appendix page 13](#)



# Visioning Session

## DEVELOPING A VISION FOR THE CREATIVE CORRIDOR

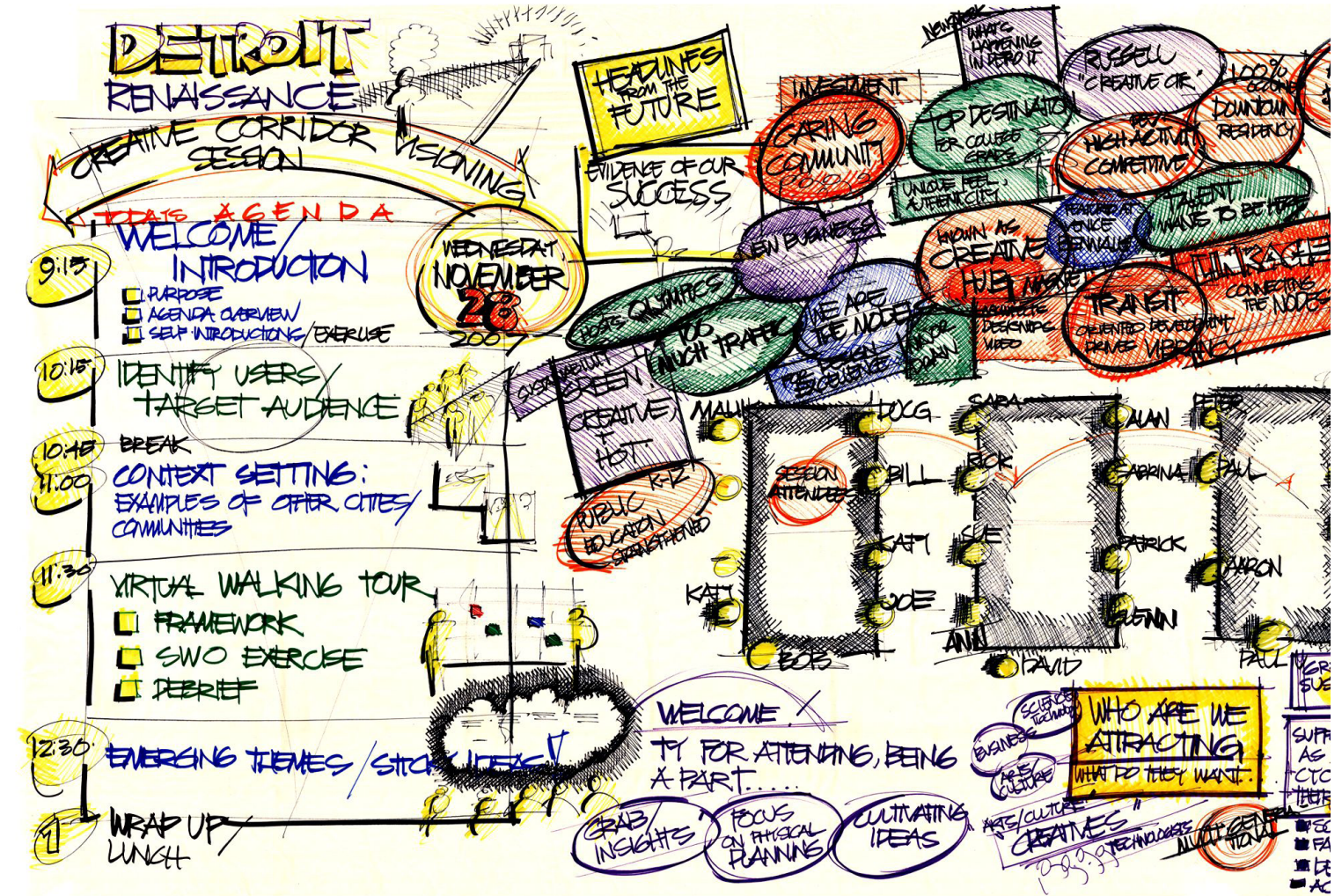
On November 28, 2007, the planning team conducted a visioning session with Detroit Renaissance Foundation and key leaders of the creative economy in Detroit. The goal of the session was for all participants to gain a better understanding of what the “creative economy” is and how to grow this sector in the New Center, Midtown, and Downtown districts of Detroit.

The session began with an introductory exercise, “Headlines from the Future,” in which all participants offered their long-term vision for the Detroit Creative Corridor. Some headlines from the future included:

- Detroit Pulling in Young Graduates from all over the Country
- Detroit Chosen to Host Summer Olympics
- New Woodward Light Rail Opens
- Downtown Housing Occupancy at 100 percent

Using this exercise as a baseline for the group discussion, the next step was to identify the target audience for the Creative Corridor. Participants cited the need for a family-friendly community, built upon amenities that residents throughout the region can utilize. In addition, several participants cited other cities with successful mixed-use districts, with a variety of density and housing typologies. Other participants were vocal about the development of a community that is both livable and sustainable, on a 24/7 basis.

For a comprehensive list of visioning session participants and feedback, see Appendix page 27



# Visioning Session



Using large-scale maps of each area of the Woodward Avenue Creative Corridor—New Center, Midtown, and the Central Business District—participants identified assets, deficiencies, and opportunities. This hands-on exercise allowed the group to actively discuss different portions of the Creative Corridor in detail. Feedback gathered was helpful to pinpoint specific places that are appropriate for new programming and other redevelopment activities.

After defining the vision and audience, the planning team presented a variety of case studies from other major American cities who utilized the creative economy in revitalization programs. The following districts and cities were highlighted for their ongoing efforts to redevelop distinct areas using arts-based programming:

- Crossroads Arts District, Kansas City
- Proctor Arts District, Tacoma, Washington
- Providence, Rhode Island

The visioning session participants discussed some of the most important ingredients for the development of the Woodward Avenue Creative Corridor. Basic planning principles and urban design guidelines were offered as a way to create a sense of place and activity. A variety of connections were suggested to link existing assets in the Creative Corridor and beyond. In addition, Detroit's industrial heritage emerged as a unifying theme that could be coupled with Detroit's authentic urban character. There was a repeated call for the coordination of economic and planning activities that contribute to a sustainable Creative Corridor.

For a comprehensive summary of all case studies reviewed, see Appendix page 21

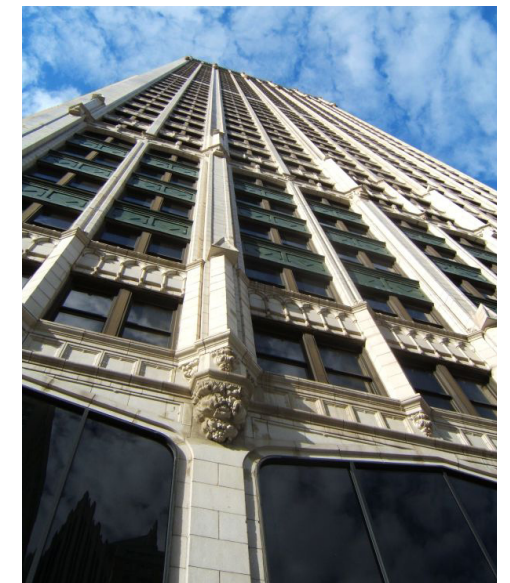


# Planning Concepts

Based on the feedback from stakeholders and visioning session participants, the following planning concepts emerged as guiding principles for the development of the Woodward Avenue Creative Corridor. The concepts form the basis of an illustrative plan that utilizes existing assets as anchors for new, mixed-use development. Focal points, intersections and other areas of activity—also known as nodes—are ideal locations for concentrated revitalization efforts and can be connected using Woodward Avenue as a median. In order to stimulate the creative economy within this environment, it is essential that the district foster an authentic, urban character. All proposed development in the Creative Corridor should also contribute to the three dimensions of sustainability- environmental, economic and cultural.

## PLANNING CONCEPTS

- Place-making
- Connections
- Authentic urban character
- Sustainability



# Planning Concepts

Leverage existing momentum to support **place-making** along Woodward: corridor, gateways, nodes and clusters.

The goal of placemaking is to increase density and build on strengths (institutional, activity, building stock) on Woodward Avenue and in existing clusters. Woodward Avenue, as the spine of the district, is the first priority, because it frames the character of the district. Other primary activities include the rehabilitation of storefronts through design review and façade improvement programs. These programs are essential to the infill of blank or vacant spaces throughout the Creative Corridor. The second priority is to strengthen existing business and institutions by identifying and implementing improvement projects that contribute to the creative economy. Placemaking also encourages the continued cross-pollination of creative clusters, through established programs like the Downtown Detroit Partnership (DDP), University City Cultural Association (UCCA) and New Center Council (NCC).



# Planning Concepts

Enable **connections**, linkages, and mobility among Woodward stakeholders to each other, to Woodward, to existing public space and to the region.

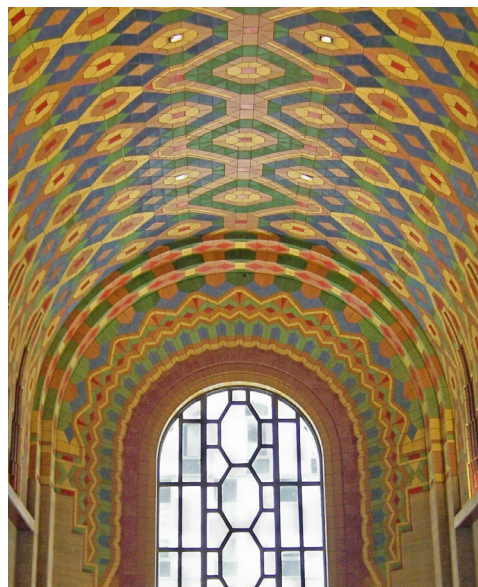
Physical connections can link the nodes of activity with each other and with Woodward Avenue. Public transit along Woodward Avenue will create a clear corridor alignment, and connect multiple district nodes, and provide alternative transportation into and out of the district. Transit along Woodward can be implemented through a variety of models, including light rail, bus rapid transit and shuttle loop service. A green space network can utilize open space and be used to develop greenways and bike lanes that allow residents and visitors of the Creative Corridor to explore the district on foot or bicycle. A network of gateways connecting each node will help to announce and celebrate the Creative Corridor.



# Planning Concepts

Foster **authentic urban character** and brand by celebrating existing community assets; incorporating mixed-use; implementing streetscape, signscape and building design guidelines; and increasing development density.

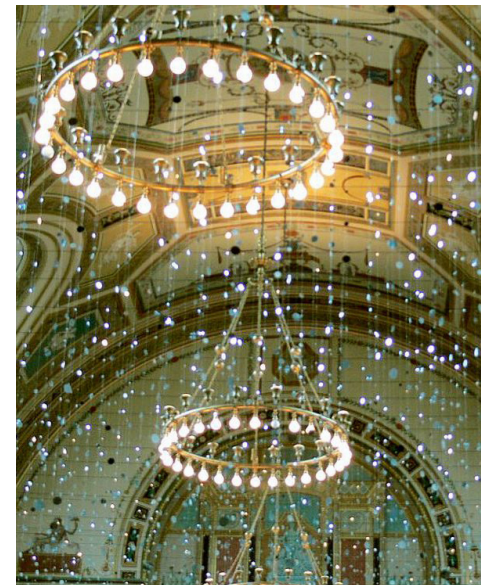
Reinforce urban character by defining good urban design in the district through gateways, signage, and an authentic brand. Expand the scope of the public realm beyond the typical streetscape – go deeper and consider exterior approaches to important buildings (either public or private) to encourage more interaction outdoors, rather than private or internalized spaces. Create welcoming public spaces—small parks, community gardens, gateways—to give residents and visitors a sense of openness and community.



# Planning Concepts

Create development that contributes to three dimensions of **sustainability**- environmental, economic, and cultural.

The plan identifies a range of goals to achieve sustainability in the Detroit Creative Corridor. It provides a long-term direction for implementation and incorporates concepts of flexibility for incremental development. This approach will enable participants in Detroit's creative economy to find the "right space" that fits their business model and creative needs. Retain and rehab as much existing building stock as possible through a variety of approaches – design review, update zoning and create new urban design – that encourage development at an appropriate scale and pace.



# Development Plan

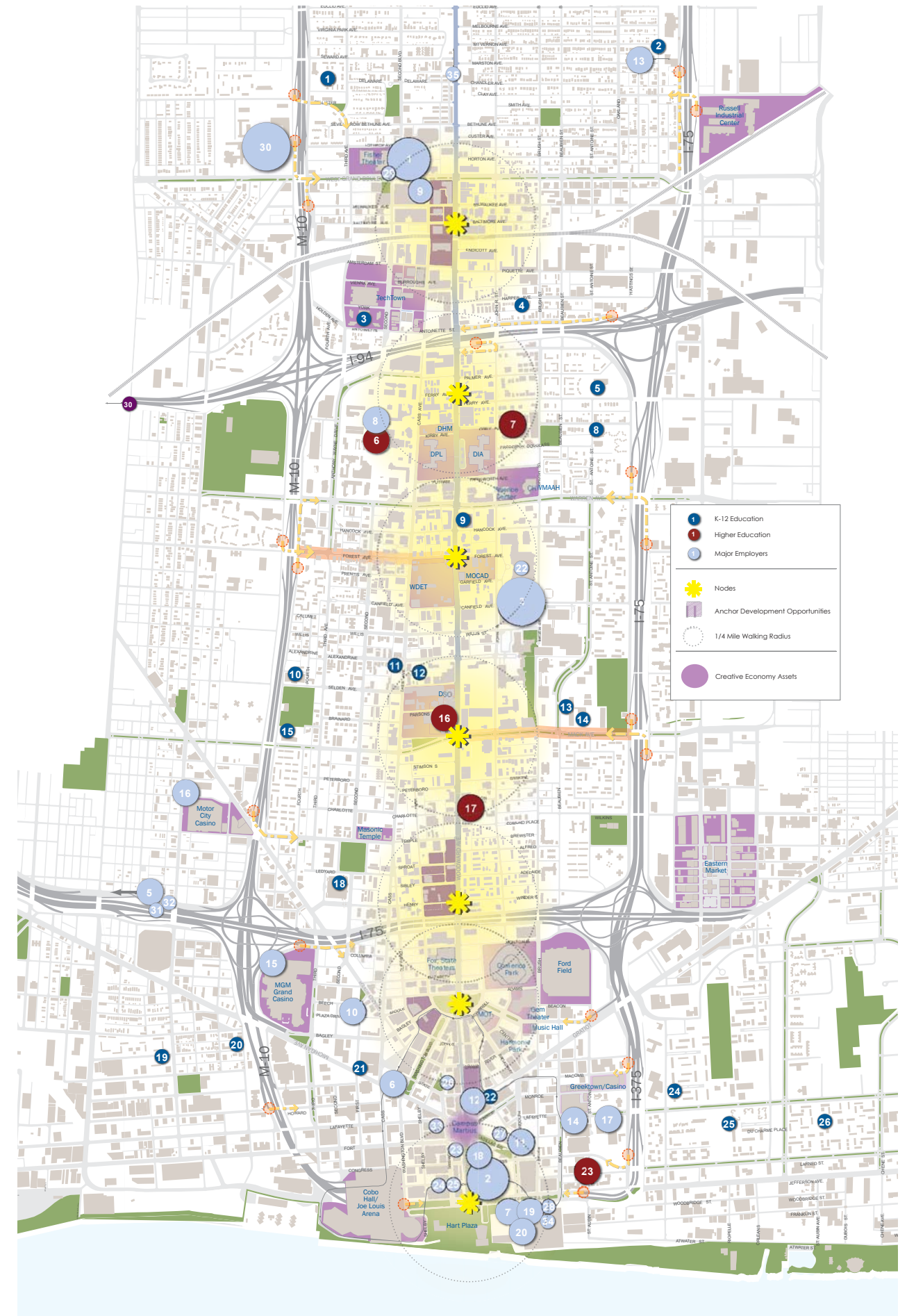
# Focus on Woodward

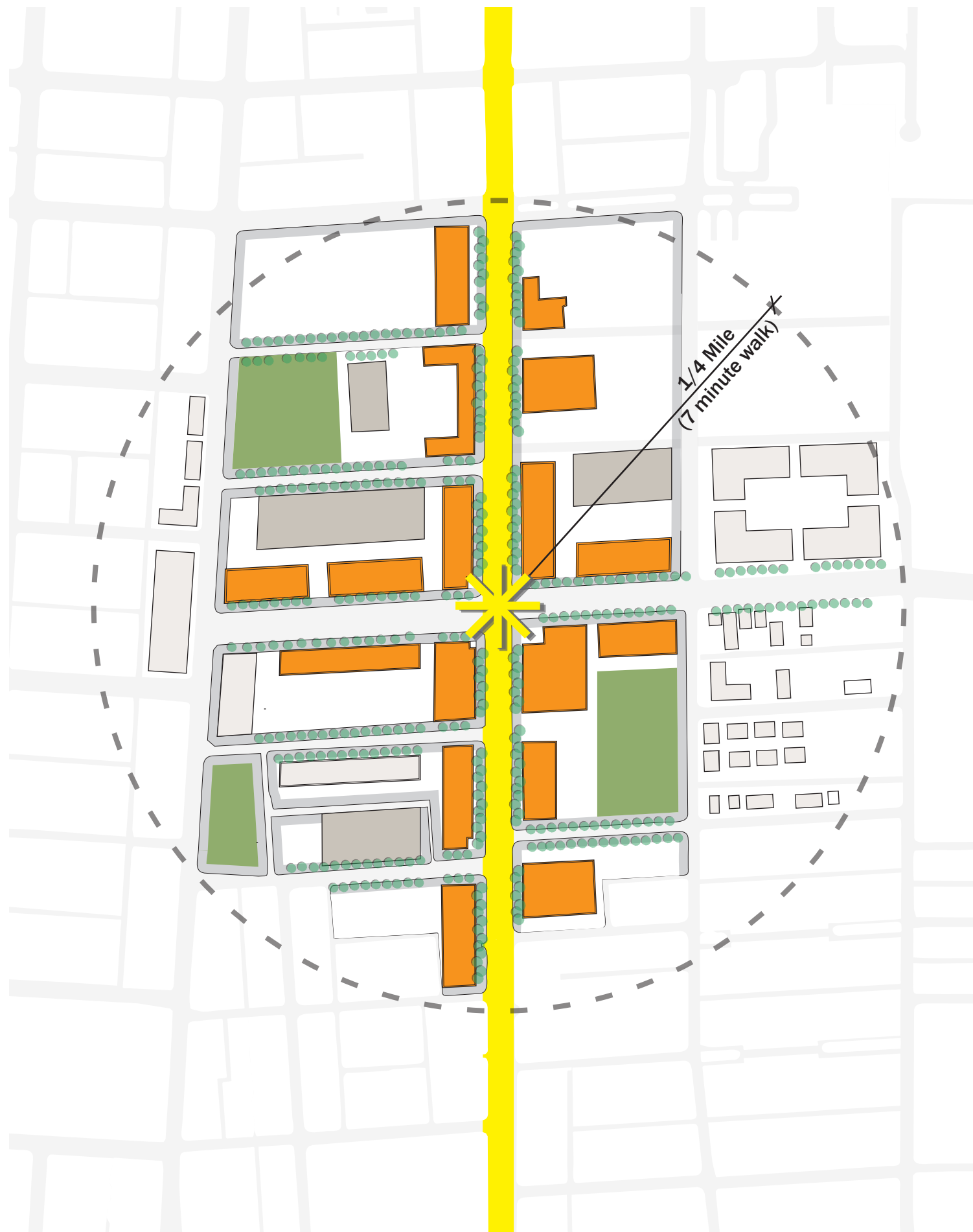
## INTRODUCTION

Woodward Avenue has long held a place of importance in the story of Detroit - historically as one of America's Grand Avenues, and still as one of the region's signature places. The current and potential value of Woodward Avenue provides the basis for developing a creative corridor in Detroit. The current context on Woodward, and that context's relevance to the creative economy, can be summarized as follows:

- Workers in the creative economy value walkable, livable urban places. There are nascent seeds of these places in the Woodward corridor, but none provide an environment that completely embodies that character.
- Despite recent success and development in the corridor surrounding it, decades of economic change have rendered portions of Woodward itself blighted and underachieving.
- Many of the region's most important and well-known institutions reside in the corridor - but none truly embrace Woodward as an integral part of their strategic future.
- Woodward Avenue's current role is one of a "civic alley" - a "back street" of functional transportation necessity rather than the signature image element of a thriving community.
- Many of the buildings and properties along Woodward do not currently support desirable urban paradigms (entrances, facades, signage, street level activities, parking, etc).
- Lack of convenient, affordable, safe and environmentally-friendly means of public transportation restricts mobility and denies potential linkages and connections.
- Woodward's past heritage and its current role in inspiring civic pride are underutilized brand and image assets.

Woodward is an attractor for a variety of assets important to the creative economy, including housing, jobs, education and entertainment. The asset map shows the density of activity on or near Woodward, and illustrates the concept of "nodes" that can be used for mixed-use development, transit planning and other placemaking strategies.





## WHAT IS A NODE?

The nodes described in this plan imply an approximate radius of 1,300 feet, roughly 1/4 of a mile from the center or 1/2 of a mile from end to end. This distance represents a 10-15 minute walk between node centers.

Each node has a unique role in fostering connections, creating a network of public space improvements and growing the creative economy. Within each, the plan establishes a locational framework for a mix of uses that include:

- A center of activity
- Commercial office space
- Residential units
- Restaurants, retail, entertainment
- Parking, removed from the Woodward frontage
- Lighting and facade improvements
- Public art
- Development incentives
- Good design
- Transit integration

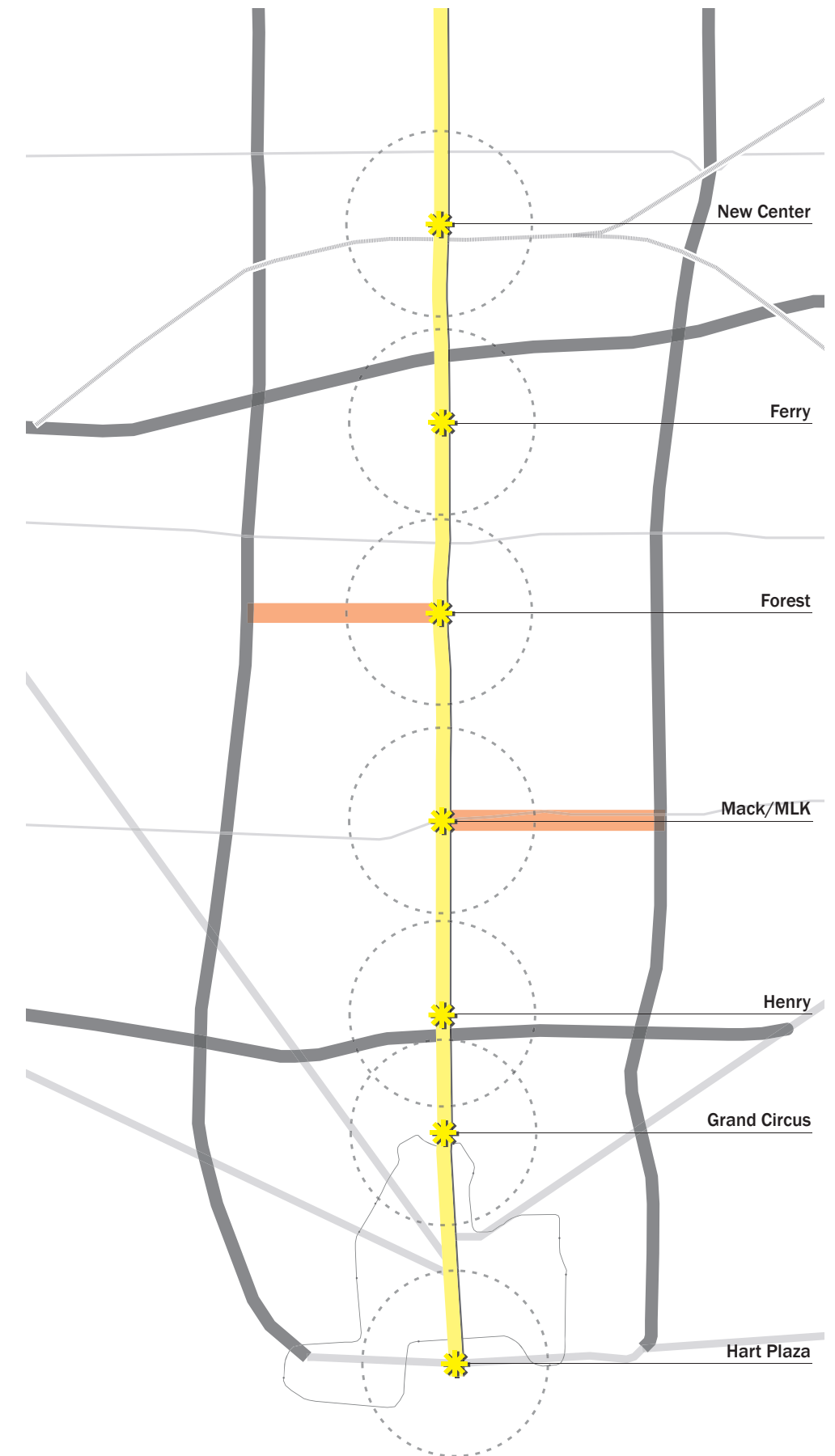
As important intersections or other focal points, the node establishes the location of both hubs for redevelopment efforts and potential transit stations. These efforts will necessarily be phased over a number of years, thus this plan and the node concept can accommodate placemaking activities with or without the immediate development of a transit system.

# Focus on Woodward

## APPROACH

The creation of this plan began with a recognition of the many opportunities to regenerate and establish appropriate urban character along the length of the Woodward Corridor. The plan organizes Woodward by a series of linked nodes – or centers of activity – that form a 3.5 mile corridor connecting New Center to Midtown to Downtown and the Detroit River. The nodes are distributed in approximate half-mile increments that join or overlap. They coincide with significant circulation routes, existing assets and unrealized real estate opportunities. Within each node, the plan provides a framework for mixed uses as described on the previous page. The rationale for choosing the nodes, and the opportunity inherent in the development of each, is detailed below.

NODE	OPPORTUNITY
<b>NEW CENTER</b>	<ul style="list-style-type: none"> <li>• Connect future regional transit hub with surrounding institutions and office space on and beyond Grand Boulevard</li> <li>• Infill and new mixed-use development along Woodward, and create new greenway connector along Piquette Street</li> </ul>
<b>FERRY</b>	<ul style="list-style-type: none"> <li>• Complement existing strengths in the Cultural Center with new infill development</li> <li>• Link existing educational and cultural institutions with Woodward and spur new mixed-use development</li> </ul>
<b>FOREST</b>	<ul style="list-style-type: none"> <li>• Strengthen emerging cultural and residential projects through placemaking efforts</li> <li>• Connect to M-10 on Forest Avenue to bring visitors into the heart of the Creative Corridor</li> </ul>
<b>MACK/MLK</b>	<ul style="list-style-type: none"> <li>• Revitalize image of Midtown with new mixed-use infill projects</li> <li>• Connect to I-75 and the Detroit Medical Center on Mack Avenue</li> </ul>
<b>HENRY</b>	<ul style="list-style-type: none"> <li>• Create a dynamic mixed-use destination that connects Midtown and Downtown</li> <li>• Encourage development to activate current vacant and underutilized land NW of Woodward and I-75</li> </ul>
<b>GRAND CIRCUS PARK</b>	<ul style="list-style-type: none"> <li>• Adaptive reuse and infill of underutilized and vacant parcels around Grand Circus Park and Lower Woodward corridor</li> <li>• Develop a multi-modal hub that connects new transit system with the Detroit People Mover</li> </ul>
<b>HART PLAZA</b>	<ul style="list-style-type: none"> <li>• Help draw people downtown for year-round festivals and programs at Hart Plaza</li> <li>• Serve as a terminus to new transit system</li> </ul>



## LEVERAGING EXISTING MOMENTUM

There is a significant body of planning and development work already underway in the future Creative Corridor. Existing organizations, stakeholders and government entities are encouraging accelerated reinvestment, enhanced livability and economic success in greater downtown Detroit. Though begun for different reasons by organizations with varied agendas, much of this development directly supports the growth of the Creative Economy by contributing amenities, employment and places to live. Those developments that do not have an explicit link to the growth of the Creative Economy nevertheless help the cause, as they contribute to the livability and social and economic well-being of greater downtown.

This plan suggests a prioritization of effort specifically tuned to the growth of the Creative Economy. It also recommends strategies by which the Detroit Renaissance Foundation may contribute to the development of the built environment to positively affect that growth. The plan area crosses the service boundaries of several significant community organizations and quasi-governmental agencies, notably but not exclusively the New Center Council, the University Cultural Center Association, the Detroit Economic Growth Corporation and the Downtown Detroit Partnership. The formulation of this plan began with thorough research and review of the existing agendas of these and other organizations. When those agendas intersect with or support the growth of the Creative Economy, this plan recommends that the Detroit Renaissance Foundation endeavor to support their implementation via advocacy, consensus-building, financial or other support. The plan also identifies additional initiatives that Detroit Renaissance can lead, convene or undertake with the cooperation of these organizations to advance the growth of the creative economy.

The table on the following pages compares existing plans with recommendations from this plan. It also indicates existing projects and initiatives that support the growth of the Creative Economy, and are therefore identified in this plan as a priority for Detroit Renaissance support. This table is not meant to be an exhaustive representation of the work of these organizations; rather, it lists those initiatives directly impacting the development of the Woodward Corridor. It also should be noted that many of these projects represent the cooperation of two or more of these organizations and thus might be assigned to more than one column.

NODE	NCC-LED PROJECTS + PLANS	UCCA-LED PROJECTS + PLANS	DEGC/DDA/CITY-LED PROJECTS + PLANS	SIGNIFICANT PRIVATE+INSTITUTIONAL PROJECTS	CREATIVE CORRIDOR DEVELOPMENT PLAN RECOMMENDATIONS
NEW CENTER	<ul style="list-style-type: none"> <li>+ <b>Multimodal Transit Center Development</b></li> <li>• Grand Boulevard Streetscape Improvements</li> <li>+ <b>Woodward Gateway Streetscape &amp; Facade Improvements</b></li> <li>• New Amsterdam district development</li> </ul>			<ul style="list-style-type: none"> <li>• Labor Building Improvement</li> <li>+ <b>Argonaut Building Redevelopment</b></li> <li>• Lofts at New Center</li> <li>• Youthville</li> </ul>	<ul style="list-style-type: none"> <li>• Retail attraction on Woodward (leveraging NCC Gateway Project)</li> <li>• American Beauty Electric Iron Building redevelopment</li> <li>• Piquette, Amsterdam &amp; Burroughs streetscape improvements</li> <li>• Public art at railroad crossing</li> <li>• Development of the Piquette Corridor</li> <li>• White Castle site redevelopment</li> <li>• Transit infrastructure and streetscape improvements</li> </ul>
FERRY		<ul style="list-style-type: none"> <li>+ <b>Woodward Avenue Streetscape Improvements</b></li> <li>• Midtown Loop Greenway</li> <li>• Art Center District Residential Developments</li> <li>• Bike Lanes on Cass</li> <li>• Programming (Festival of the Arts, Noel Night, etc.)</li> </ul>		<ul style="list-style-type: none"> <li>• Wayne State University Master Plan</li> <li>• Various Art Center District Residential Developments</li> </ul>	<ul style="list-style-type: none"> <li>• WSU Hotel Redevelopment</li> <li>• Infill Development on Woodward between Ferry and Palmer</li> <li>• Public art on I-94 bridge</li> <li>• Pedestrian-focused streetscape enhancements on Kirby</li> <li>• Encourage increased programming, leveraging existing UCCA activities (i.e., Noel Night).</li> <li>• Facade lighting on Our Lady of the Rosary Church</li> <li>• Transit infrastructure and streetscape improvements</li> </ul>

- KEY
- Project underway and/or planned
  - + **Project underway and/or planned that contributes to the growth of the Creative Economy and is therefore identified in this plan as momentum to be supported, leveraged, assisted, or built upon.**

NODE	NCC-LED PROJECTS + PLANS	UCCA-LED PROJECTS + PLANS	DEGC/DDA/CITY-LED PROJECTS + PLANS	SIGNIFICANT PRIVATE+INSTITUTIONAL PROJECTS	CREATIVE CORRIDOR DEVELOPMENT PLAN RECOMMENDATIONS
FOREST		<ul style="list-style-type: none"> <li>+ <b>Woodward Avenue Streetscape Improvements</b></li> <li>• Midtown Loop Greenway</li> <li>+ <b>Sugar Hill Arts District</b></li> <li>• Bike Lanes on Cass</li> </ul>		<ul style="list-style-type: none"> <li>• South University Village Mixed-Use Development</li> <li>• WSU/DMC Biomedical Research Facility</li> <li>• Detroit Medical Center Expansion Plans</li> <li>+ <b>Detroit Police Department Central District Station relocation and restaurant redevelopment</b></li> <li>+ <b>MOCAD Facade improvement</b></li> </ul>	<ul style="list-style-type: none"> <li>• Facade improvement and full activation of retail and commercial space in the buildings on the west side of Woodward between Warren and Hancock</li> <li>• Scattered site loft residential development</li> <li>• Pedestrian-focused streetscape improvements on Garfield and Canfield</li> <li>• Facade lighting on the historic Freer Mansion and the First Congregational Church.</li> <li>• Transit infrastructure and streetscape improvements</li> </ul>
MACK/MLK		<ul style="list-style-type: none"> <li>+ <b>Woodward Avenue Streetscape Improvements</b></li> <li>• Bike Lanes on Cass</li> <li>+ <b>Selden-Alexandrine Redevelopment Plan</b></li> </ul>			<ul style="list-style-type: none"> <li>• Facade improvement and retail activation between Selden and Alexandrine.</li> <li>• Redevelopment of the vacant parcels on Woodward south of MLK</li> <li>• Infill development on vacant and dilapidated sites on Mack</li> <li>• Improved public space and street edge on SE Woodward/Mack</li> <li>• Pedestrian-focused streetscape enhancements on Mack</li> <li>• Facade lighting on the Bonstelle Theater.</li> <li>• Transit infrastructure and streetscape improvements</li> </ul>
HENRY		<ul style="list-style-type: none"> <li>+ <b>Woodward Avenue Streetscape Improvements</b></li> <li>• Bike Lanes on Cass</li> </ul>		<ul style="list-style-type: none"> <li>• Woodward Place completion/build-out</li> <li>• Brush Park Central Parcel Residential Development</li> <li>• Charlotte-Peterboro Development</li> <li>• 3100 block Development</li> <li>+ <b>Developer interest in former Motown site</b></li> </ul>	<ul style="list-style-type: none"> <li>• Create a new mixed-use development on the vacant parcels between Woodward and Park, and between I-75 and Temple.</li> <li>• Pedestrian-focused streetscape enhancements on Temple and Henry</li> <li>• Facade lighting on the Ecumenical Theological Seminary and the former Cathedral of Praise Baptist church</li> <li>• Public art on and around the Woodward/I-75 overpass</li> <li>• Transit infrastructure and streetscape improvements</li> </ul>
GRAND CIRCUS			<ul style="list-style-type: none"> <li>+ <b>Lower Woodward Facade Improvement Program (resources exhausted)</b></li> <li>+ <b>Capitol Park Reinvestment Strategy</b></li> <li>+ <b>Harmonie Park Paradise Valley Redevelopment</b></li> <li>+ <b>Ongoing DDA efforts to redevelop strategic sites, notably: Madison/ Witherell lot, the former Madison Lenox site, Broadway parking lot</b></li> </ul>	<ul style="list-style-type: none"> <li>• DDP Clean Downtown</li> <li>• Potential Quicken Loans development on former Statler, former United Artists, and former Hudson sites</li> <li>• Proposed DDP Business Improvement District</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage the redevelopment of the David Whitney and Broderick Tower buildings.</li> <li>• Increased programming and activation in the existing parking lots between Woodward and Comerica Park.</li> <li>• Transit infrastructure and streetscape improvements</li> </ul>
HART PLAZA			<ul style="list-style-type: none"> <li>+ <b>Ford Auditorium Redevelopment</b></li> <li>• Hart Plaza Improvements</li> <li>• Detroit Riverwalk completion</li> </ul>	<ul style="list-style-type: none"> <li>• DDP Clean Downtown</li> <li>• Proposed DDP Business Improvement District</li> </ul>	<ul style="list-style-type: none"> <li>• Improved commercial occupancy in Historic Office District buildings</li> <li>• Transit infrastructure and streetscape improvements</li> </ul>

KEY

- Project underway and/or planned
- + Project underway and/or planned that contributes to the growth of the Creative Economy and is therefore identified in this plan as momentum to be supported, leveraged, assisted, or built upon.



## READING THE PLAN

The following pages detail existing conditions and a development vision for each of the nodes described previously. Each node is described with two pages of context and existing conditions, a page that illustrates the vision for the node, and concludes with a summary of objectives.

The goal of the Creative Corridor Development Plan is to provide a clear and comprehensive strategy for a range of improvements that focus on building revitalization and redevelopment, public space improvements and transit. Organizational, development and financing recommendations are further defined by node in the final section - Implementation Strategies.

## MIXED-USE DEVELOPMENT

The underlying goal of the Creative Corridor Development Plan is to create great mixed-use places that serve the Creative Economy in a variety of ways and support appropriate urban paradigms. There are several recent development projects that fit this criteria and deserve to be emulated. Examples include Orchestra Place, the Ellington, and South University Village in Midtown. All of these developments provide attractive ground floor retail below flexible office or residential space. They orient pedestrian entrances to the street and keep associated parking in decks away from it.

## IMPROVING PUBLIC SPACE

The plan envisions the integration of streetscape and public space improvements with existing assets on Woodward. There are key opportunities illustrated to transform the image of Creative Corridor nodes and create a rhythm of improved, contiguous spaces along Woodward Avenue. Streetscape improvements should be included that help create a “center of gravity” and a sense of place in the nodes.

This initiative also calls for streetscape enhancements at selected streets extending east and west from Woodward to existing centers of activity. Each enhancement should contribute to a comfortable pedestrian environment that encourages walkability. At a minimum,

each identified connector street should include street trees and furniture, pedestrian-scaled lighting and appropriate signage, and bike lanes within the right of way.

Public art should be commissioned throughout the corridor at key locations, including the New Center rail overpass and highway overpasses at I-94 and I-75.

Lastly, a Landmark Building Lighting Program should be initiated to illuminate historic churches and other significant structures along the Woodward Corridor.

## NEW CORRIDOR TRANSIT

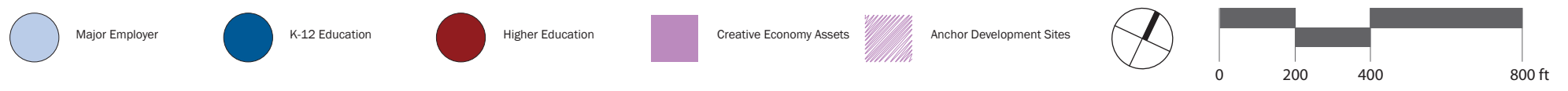
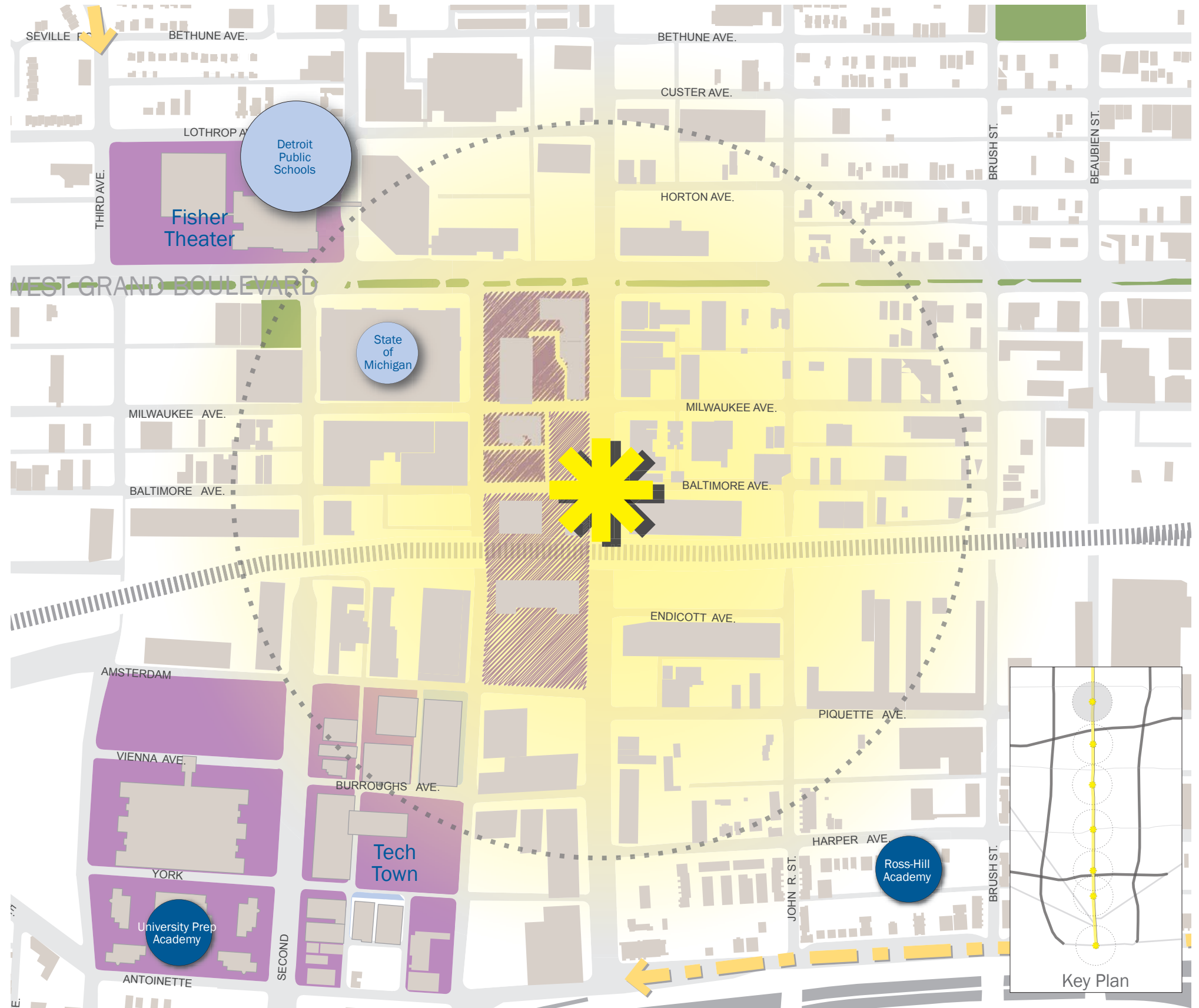
Transit is proposed along the Woodward Corridor to encourage place-making, stimulate the redevelopment of underutilized properties, and promote creative business location. This system will connect existing assets to Woodward and each other, thereby enhancing each asset’s contribution to the Creative Corridor. It can serve as a model project for regional transit in Southeast Michigan. Finally, a new, efficient and state-of-the art transit system in the “Motor City” will help transform the image of Detroit to the world beyond.

# New Center

## Context

### CURRENT REALITY STATEMENT

This future transit hub is disconnected from surrounding institutions on Grand Boulevard.



## KEY STAKEHOLDERS

- New Center Council
- State of Michigan
- Henry Ford Health System
- Tech Town
- Genesis Group

## EXISTING PLANS

- Amtrak Transit Center
- Grand Boulevard streetscape improvements
- Argonaut Building conversion
- Tech Town TIF overlay

## STRENGTHS

- Fisher Building, Cadillac Place
- Tech Town
- Amtrak station and regional transit connections
- HFHS
- Genesis
- Historic industrial building stock
- New Center Council stakeholder group

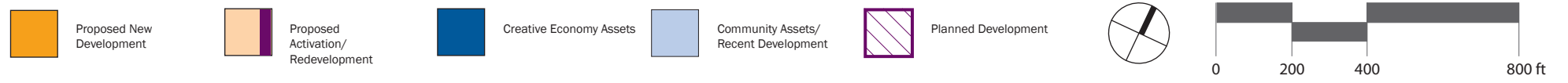
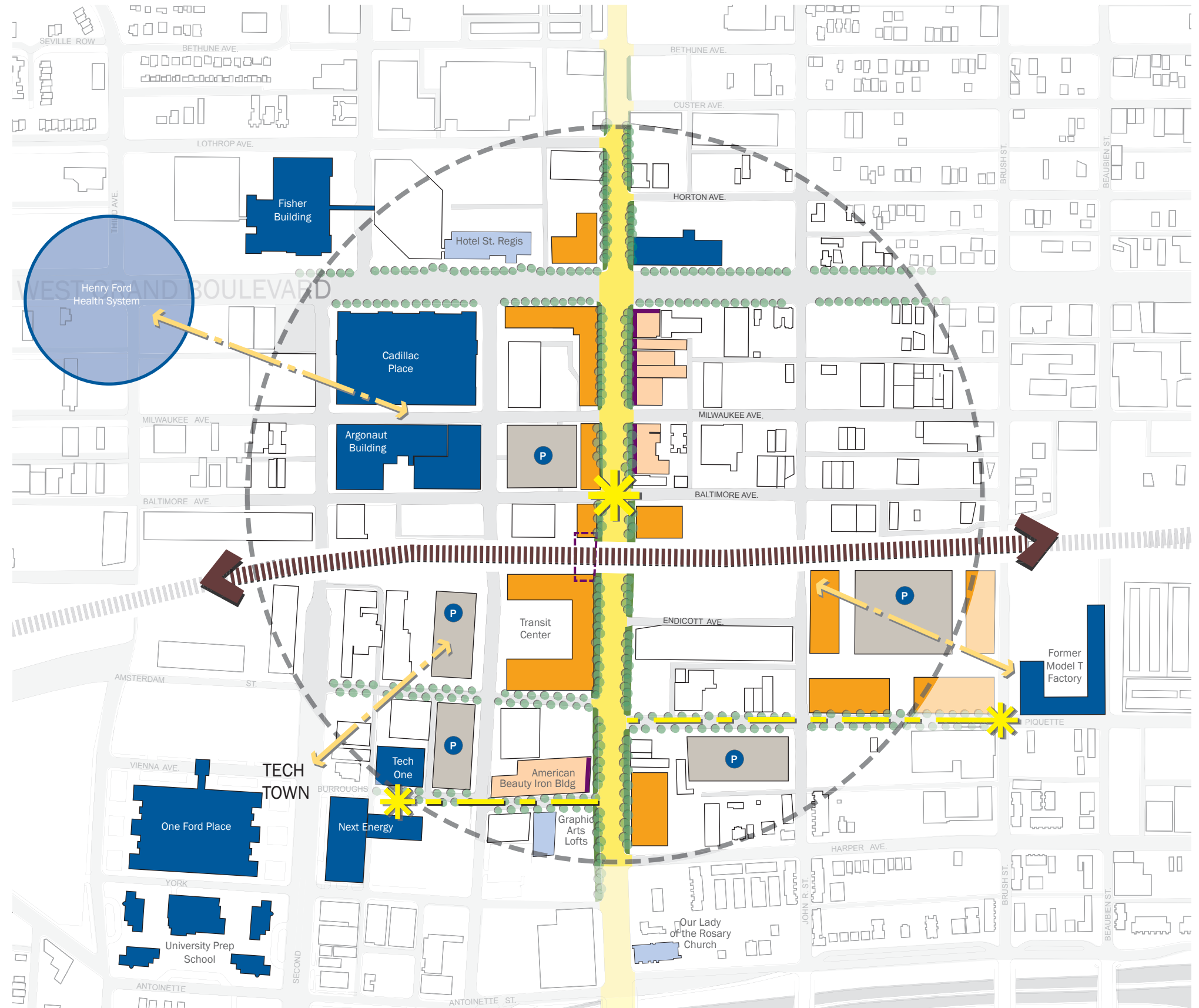
## WEAKNESSES

- Weak street frontage along Woodward Avenue
- Relative distance from institutional attractors (i.e. Henry Ford, Tech Town)



# New Center Vision

Develop the New Center node as a vital hub with surrounding institutions, office and retail attractors.



# Objectives

## EXISTING BUILDINGS

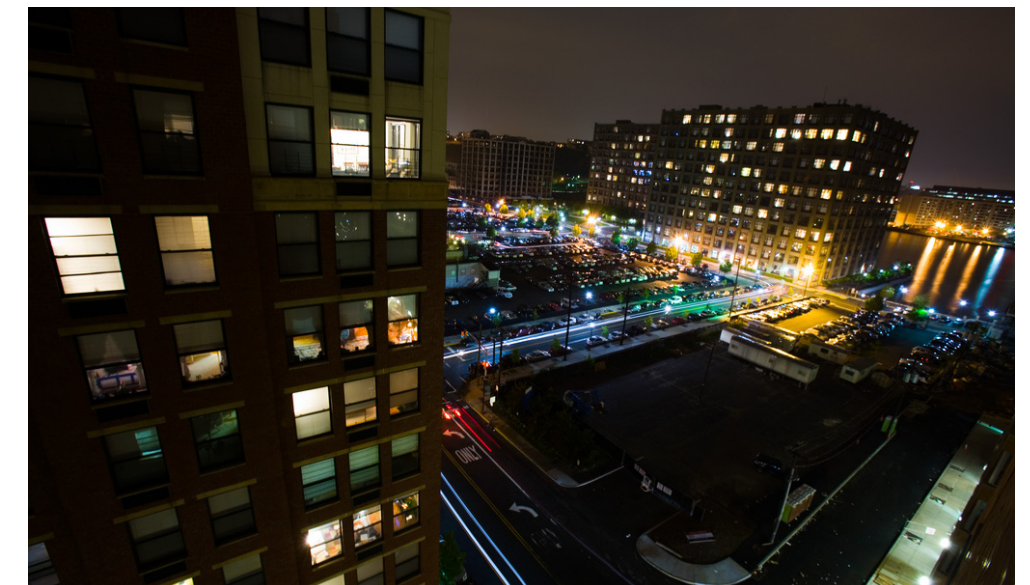
- Leveraging the New Center Council's recent success, encourage retail attraction and further facade improvements in existing buildings on Woodward south of Grand Boulevard. Encourage the location of independent amenity retail businesses here.
- Encourage redevelopment of the American Beauty Electric Iron Building into creative economy commercial space.
- Focus long-term development effort in this node on the Piquette Corridor, where many buildings have characteristics favorable for adaptive reuse into creative economy commercial space.

## NEW DEVELOPMENT

- Supplement existing plans to create a multimodal transit station that incorporates mixed uses and conforms to Woodward Corridor design and development guidelines.
- Long-term: redevelop the current White Castle restaurant site at Woodward and Baltimore into a mixed-use commercial/retail development.

## PUBLIC SPACE

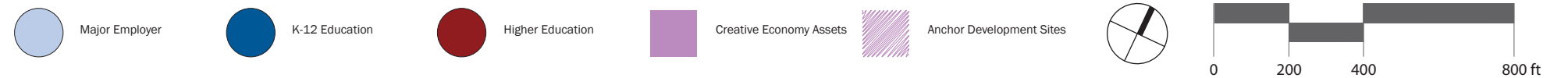
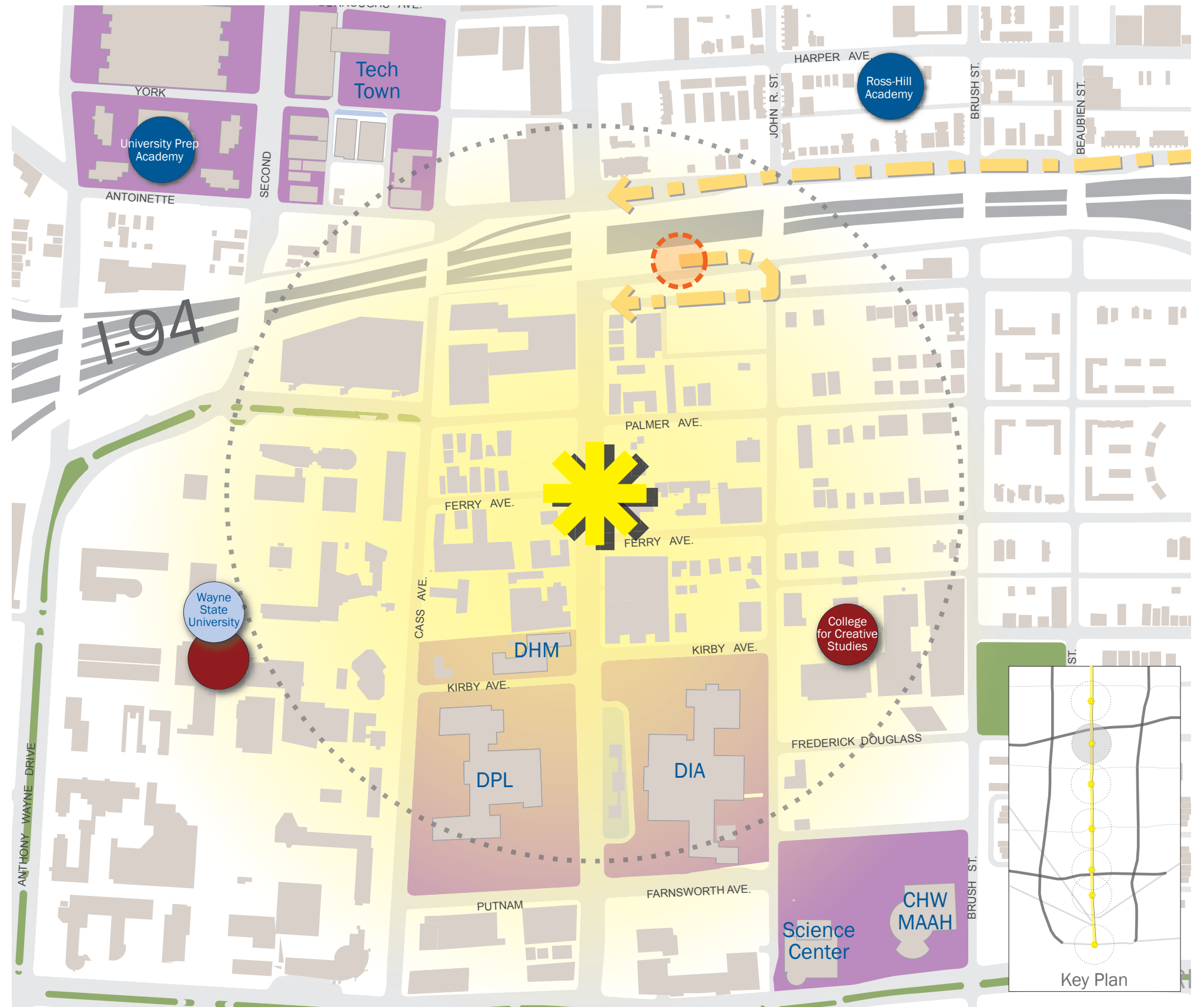
- Complete Woodward streetscape improvements between Grand Boulevard and I-94.
- Add pedestrian-focused streetscape enhancements at Piquette, Amsterdam and Burroughs.
- Commission public art and architectural lighting on and around the railroad overpass at Woodward.



# Ferry Context

## CURRENT REALITY STATEMENT

The Ferry node is rich with major educational and cultural institutions. The north end of the node suffers from disinvestment and underutilized property on the Woodward street frontage.



## KEY STAKEHOLDERS

- University Cultural Center Association (UCCA)
- Wayne State University
- College for Creative Studies
- Detroit Institute of Arts

## EXISTING PLANS

- Wayne State University master plan
- UCCA Midtown Loop greenway plan
- Detroit Institute of Arts Master Plan

## STRENGTHS

- Wayne State University
- Detroit Institute of Arts
- College for Creative Studies
- Golightly School
- Detroit Historical Museum
- Detroit Public Library
- Inn on Ferry Street and Ferry historic district
- Charles Wright Museum of African-American History
- Detroit Science Center
- Historic Freer Mansion

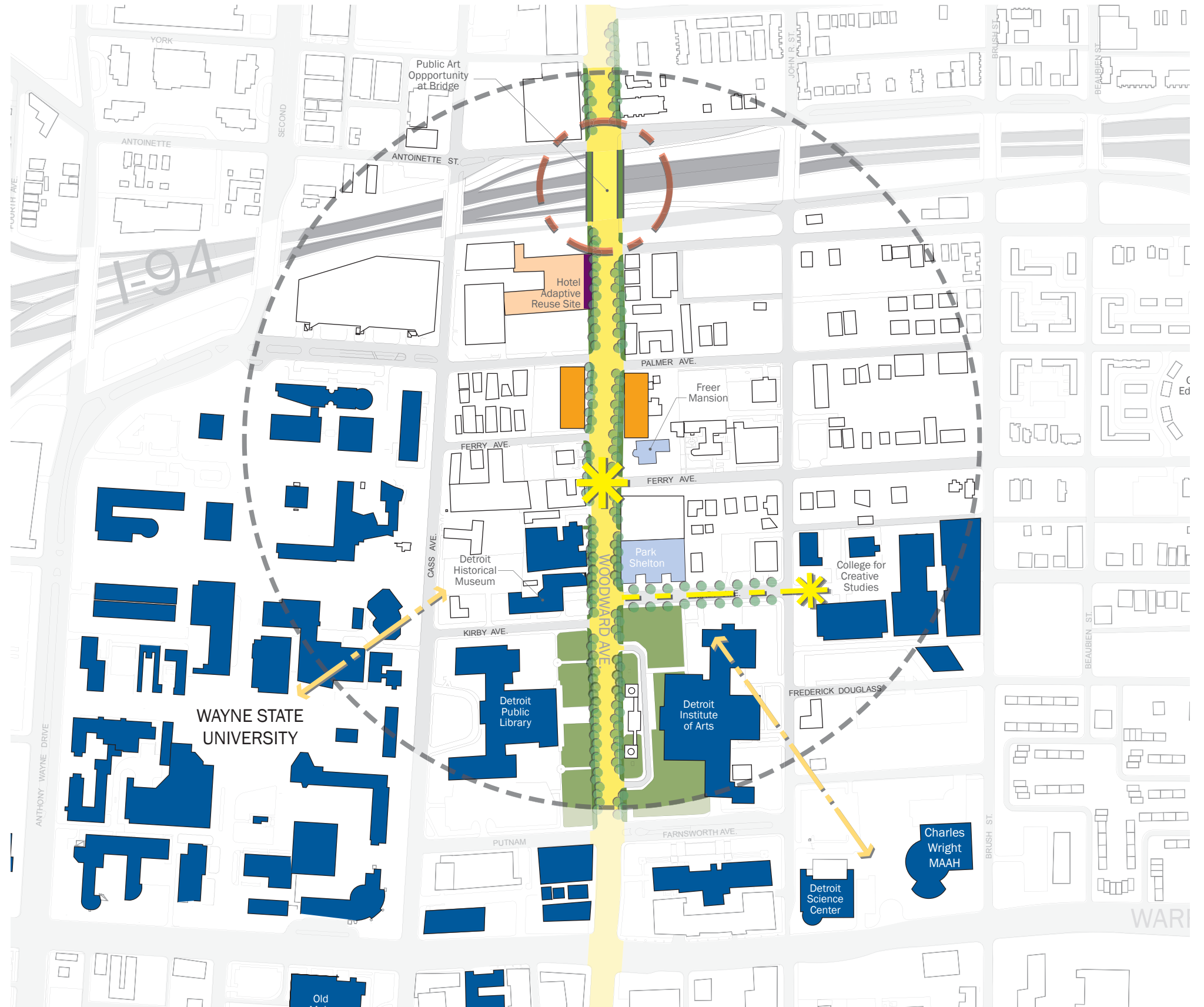
## WEAKNESSES

- Limited development opportunities (size and cost)
- Visibility and access to institutions
- Nuisance crime



# Ferry Vision

Foster the development of the Ferry node as an access point to cultural and educational opportunities.



# Objectives

## EXISTING BUILDINGS

- Work with Wayne State University to redevelop the former hotel on the NW corner of Woodward and Palmer for creative business use and as a gateway to the WSU campus.

## NEW DEVELOPMENT

- Encourage infill development on existing parking lots on Woodward Avenue between Ferry and Palmer.

## PUBLIC SPACE

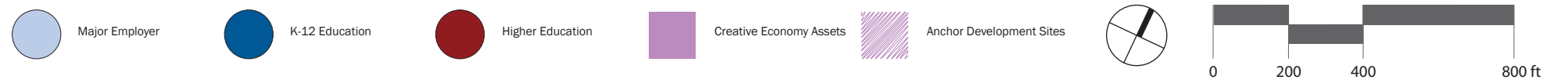
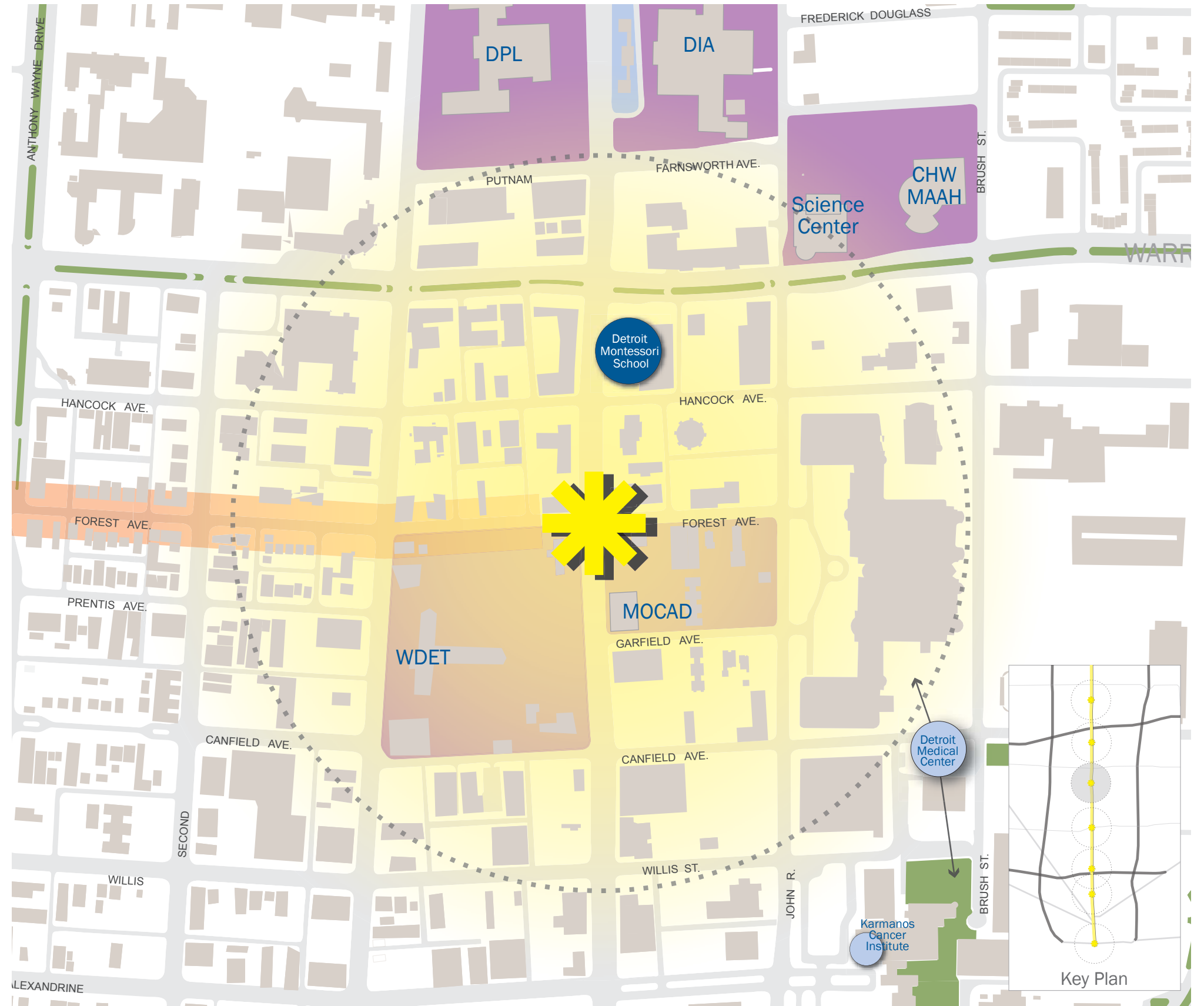
- Link New Center and Midtown by commissioning public art on and around the I-94/Woodward overpass.
- Add pedestrian-focused streetscape enhancements on Kirby to help link the College for Creative Studies campus to Woodward Avenue.
- Encourage increased programming and special event use of the Woodward Avenue public space between the DIA and the Detroit Public Library, leveraging existing UCCA activities (i.e., Noel Night).
- Add facade lighting to the historic Our Lady of the Rosary Church on the NE corner of Woodward and the I-94 Service Drive.
- Support transit with infrastructure and transit-focused streetscape enhancements at Woodward and Ferry.



# Forest Context

## CURRENT REALITY STATEMENT

The negative image of scattered vacant and underutilized sites along Woodward Avenue belies the strength of nearby cultural and residential projects.



## KEY STAKEHOLDERS

- Detroit Medical Center
- Wayne State University
- MOCAD
- The Whitney Restaurant

## EXISTING PLANS

- Sugar Hill Arts District
- WSU DMC Biomedical Research Facility
- Detroit Medical Center expansion plans
- Midtown greenway plan (UCCA)

## STRENGTHS

- WSU South University Village development
- Highway access
- Historic building stock
- Detroit Artists Market
- Museum of Contemporary Art Detroit

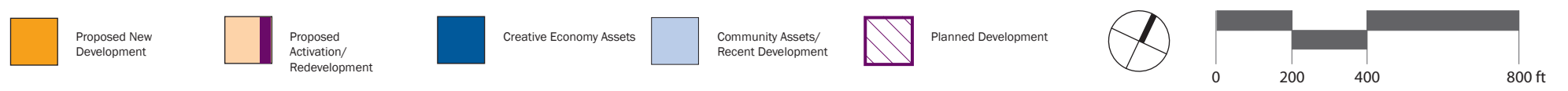
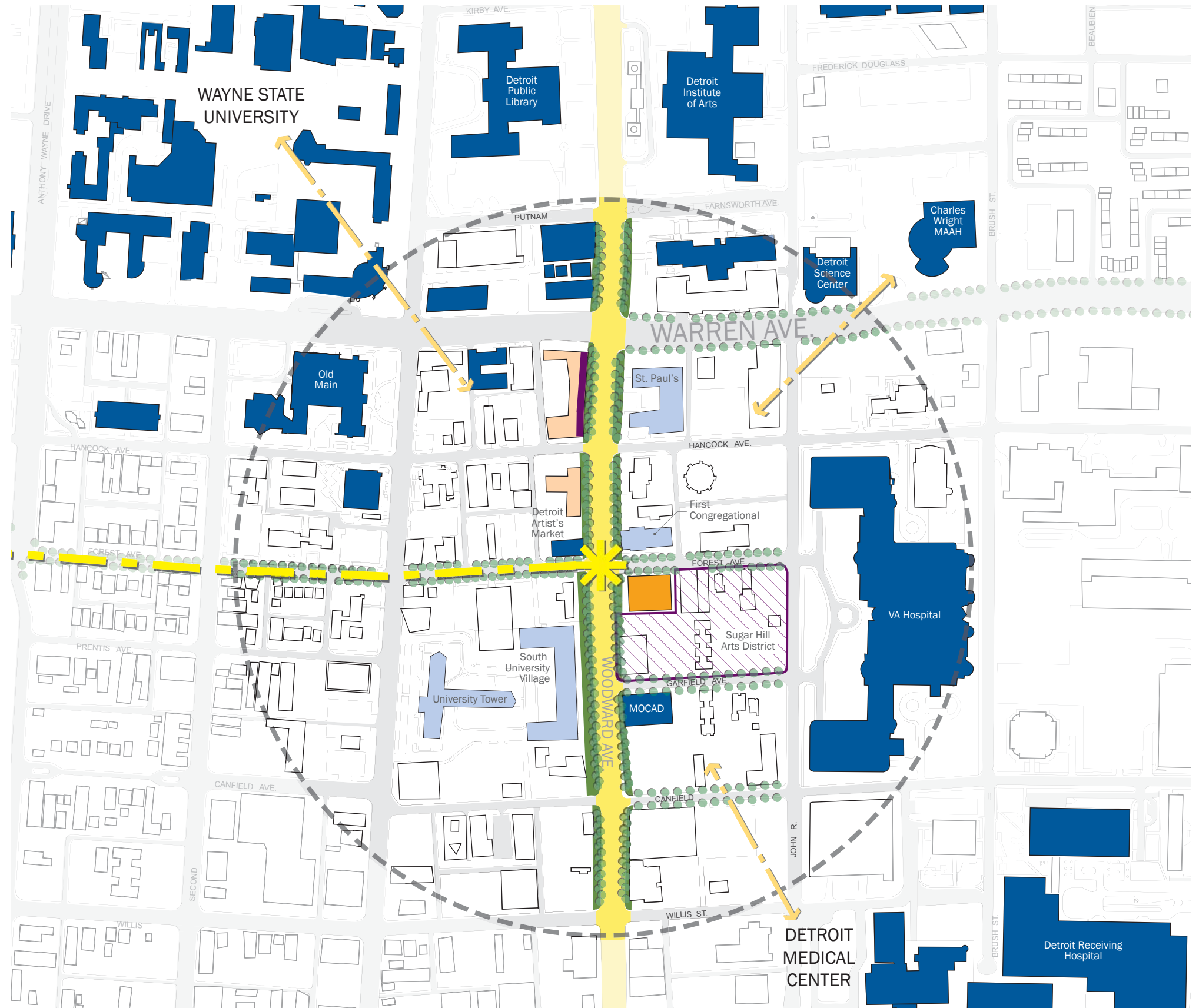
## WEAKNESSES

- Little DMC presence on Woodward
- Scattered vacant and underutilized sites



# Forest Vision

Celebrate existing assets and connect them to Woodward, and create a new arrival to the Creative Corridor from Forest.



# Objectives

## EXISTING BUILDINGS

- Work with Wayne State University to improve the facade and fully activate retail and commercial space in the buildings on the west side of Woodward between Warren and Hancock.
- Support the planned relocation and ensure the prompt redevelopment of the Central District Detroit Police Station site.
- Assist with the implementation of MOCAD's planned facade improvements and encourage the museum to expand its influence to the parking lot to the south on Woodward with programming and public space improvements.
- Encourage adaptive reuse into loft residential on scattered sites within the node.

## NEW DEVELOPMENT

- Encourage infill development on scattered sites along Forest to enhance the Forest street edge and approach to the Creative Corridor.
- Implement new mixed-use development as recommended by the UCCA Sugar Hill Arts District Master Plan. Long-term, work to include the current Church's Chicken site in the district as a mixed-use redevelopment opportunity.
- Support the development of the WSU International Center

## PUBLIC SPACE

- Add pedestrian-focused streetscape enhancements on Forest from M-10 to John R, and Garfield and Canfield west of Woodward to connect the Detroit Medical Center to Woodward Avenue and to advance development of the Sugar Hill Arts District.
- Add facade lighting to the historic Freer Mansion and the First Congregational Church.
- Support transit with infrastructure and transit-focused streetscape enhancements at Woodward and Forest.

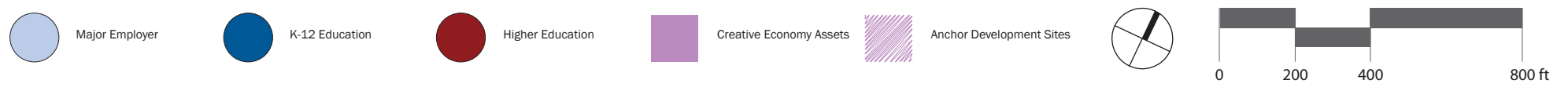
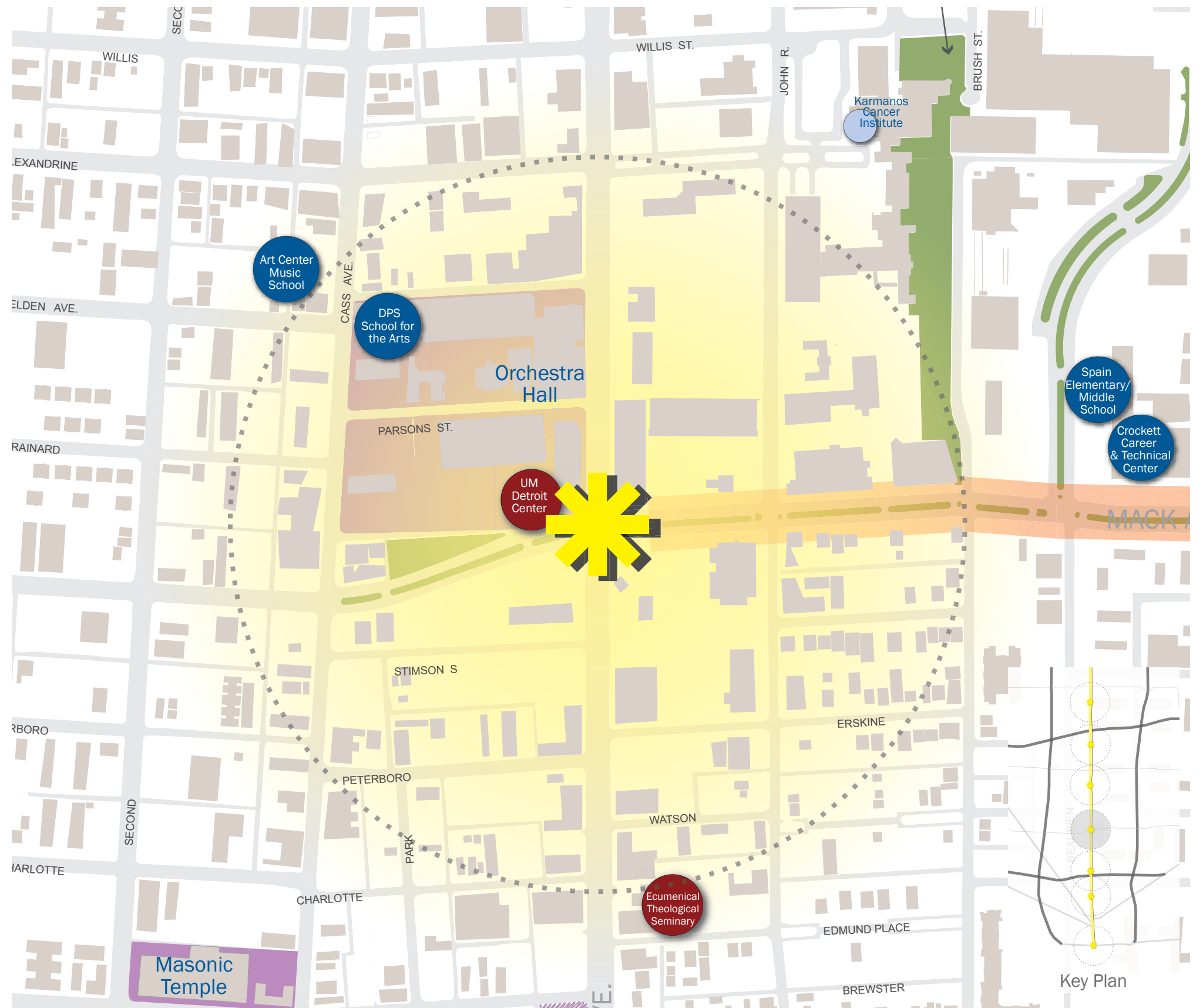


# Mack/MLK

## Context

### CURRENT REALITY STATEMENT

Strong institutions and new development strengthen this node, but key vacant parcels and dilapidated properties prevent continuity.



## KEY STAKEHOLDERS

- Cass Corridor community institutions
- Detroit Symphony Orchestra
- Detroit Medical Center

## EXISTING PLANS

- Potential Selden-Alexandrine block Redevelopment Plan

## STRENGTHS

- Recent investment on the north corners of the Woodward and Mack/MLK intersection
- Strong institutional presence
- Mack is the DMC's "front door" from I-75
- Cass Corridor institutions including St. Patrick Church, Burton Elementary School and independent businesses in Midtown

## WEAKNESSES

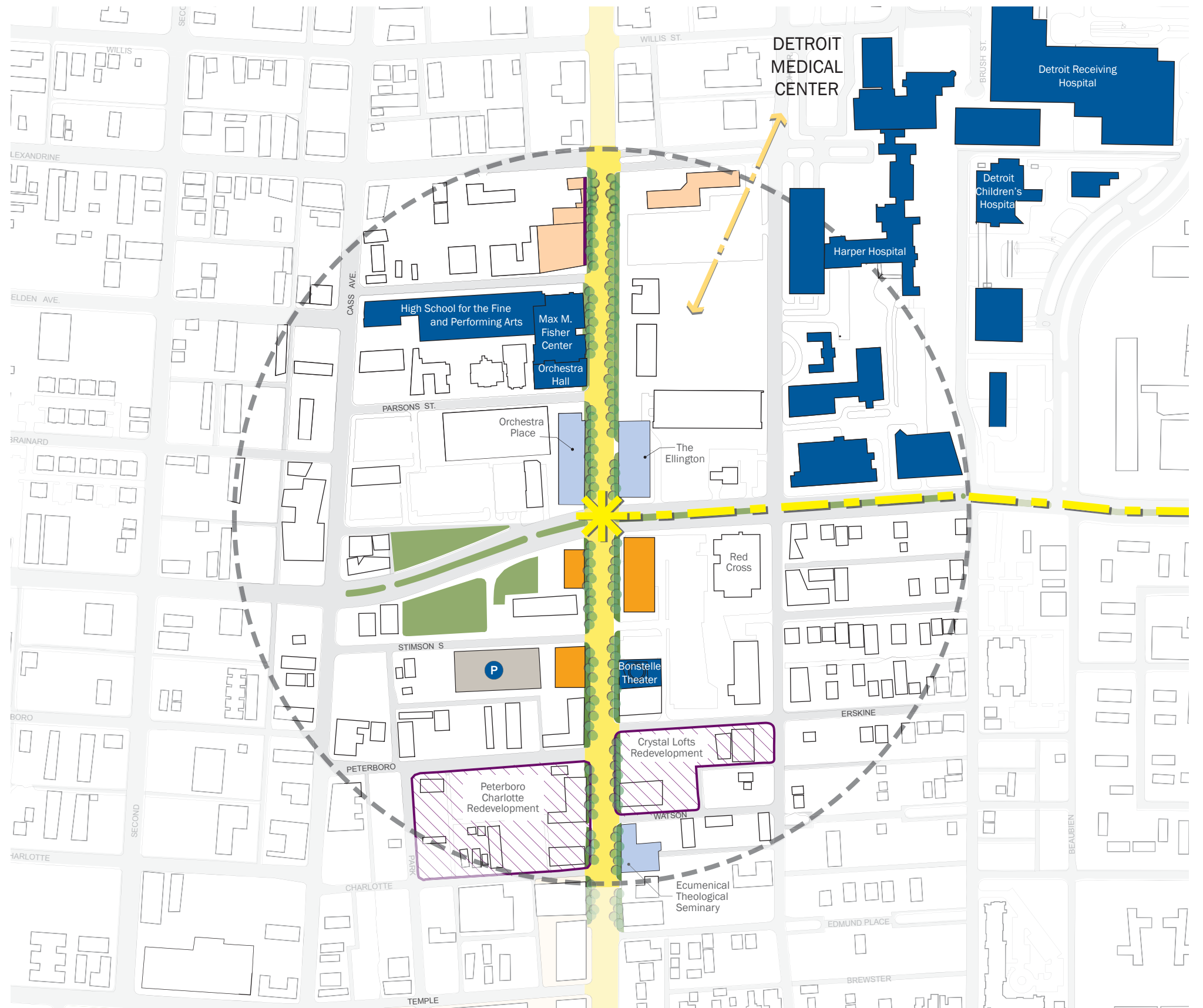
- West Woodward from Selden to Alexandrine is only marginally occupied and suffers from disinvestment
- Vacant lots on SW corner of Woodward intersection and north of Stimson



# Mack/MLK

## Vision

Complement existing strengths to create a new sense of arrival at Woodward and Mack.



# Objectives

## EXISTING BUILDINGS

- Improve the facades and activate retail space on the west side of Woodward between Selden and Alexandrine.

## NEW DEVELOPMENT

- Redevelop the vacant parcels on Woodward south of MLK and south of Stimson into new mixed-use development.
- Encourage infill development on the remaining vacant and dilapidated sites on Mack between I-75 and Woodward, especially on the frontage south of Mack.

## PUBLIC SPACE

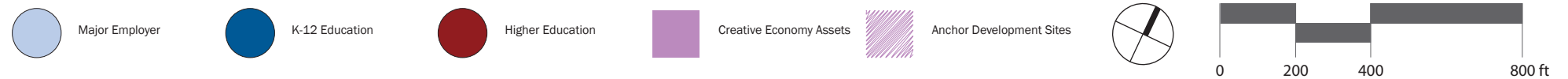
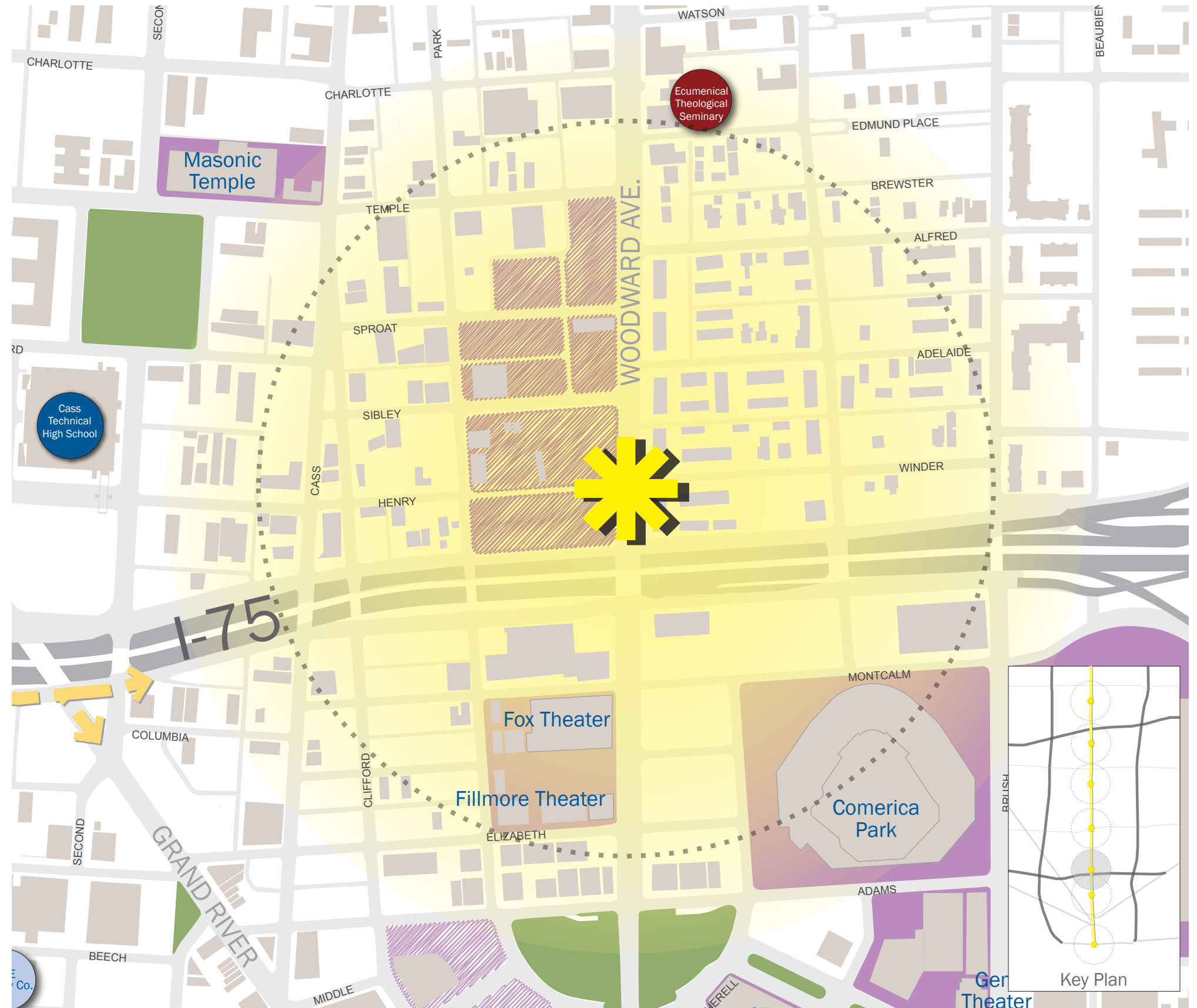
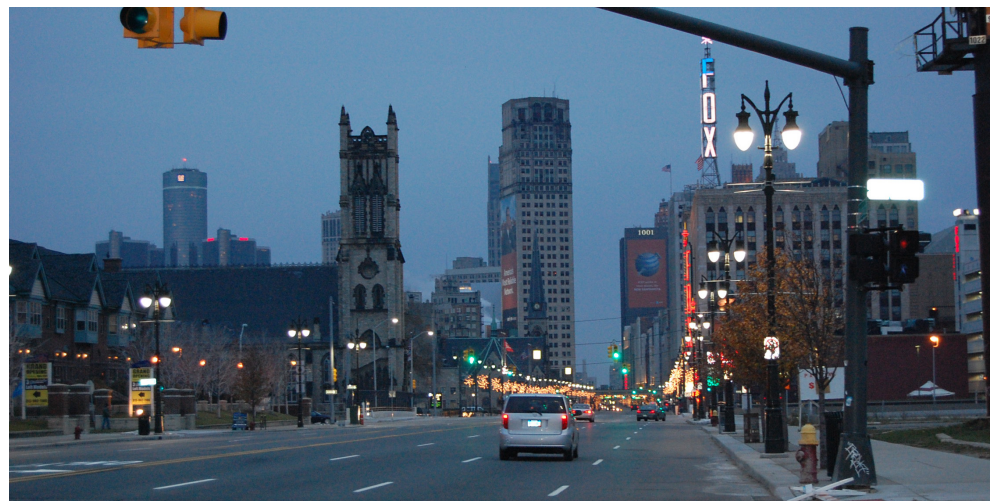
- Work with the American Red Cross to improve the public space and street edge of the existing parking lot on the SE corner of Woodward and Mack. Long-term, encourage mixed-use redevelopment on this site.
- Add pedestrian-focused streetscape enhancements on Mack Avenue from M-10 to John R.
- Add facade lighting to the Bonstelle Theater.
- Support transit with infrastructure and transit-focused streetscape enhancements at Woodward and Mack.



# Henry Context

## CURRENT REALITY STATEMENT

Large vacant lots along the west side of Woodward disconnect Midtown from the thriving Sports and Entertainment district. Residential development strengthens the east side of Woodward.



## KEY STAKEHOLDERS

- Brush Park residents
- Detroit Public Schools (Cass Tech)
- Entertainment venue management

## EXISTING PLANS

- Development projects on both sides of Woodward: Charlotte - Peterboro by Cass Avenue development (West) and 3100 block project by Belmar Development Group (East)
- Developer interest in former Motown site
- New Masonic Temple management and programming by Olympia Entertainment

## STRENGTHS

- Proximity and exposure to I-75
- Proximity to the Sports and Entertainment District
- Ongoing revitalization of the Brush Park neighborhood, eventually totaling 1,100 new units and approximately 4,000 residents
- Cass Park and the historic Kresge Building, Masonic Temple and Cass Tech High School
- Several parcels of varied sizes available for development

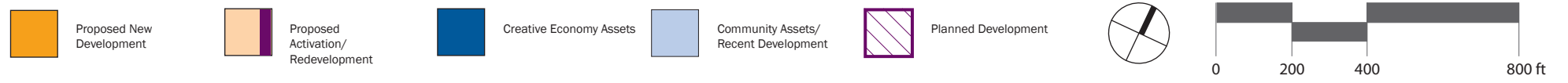
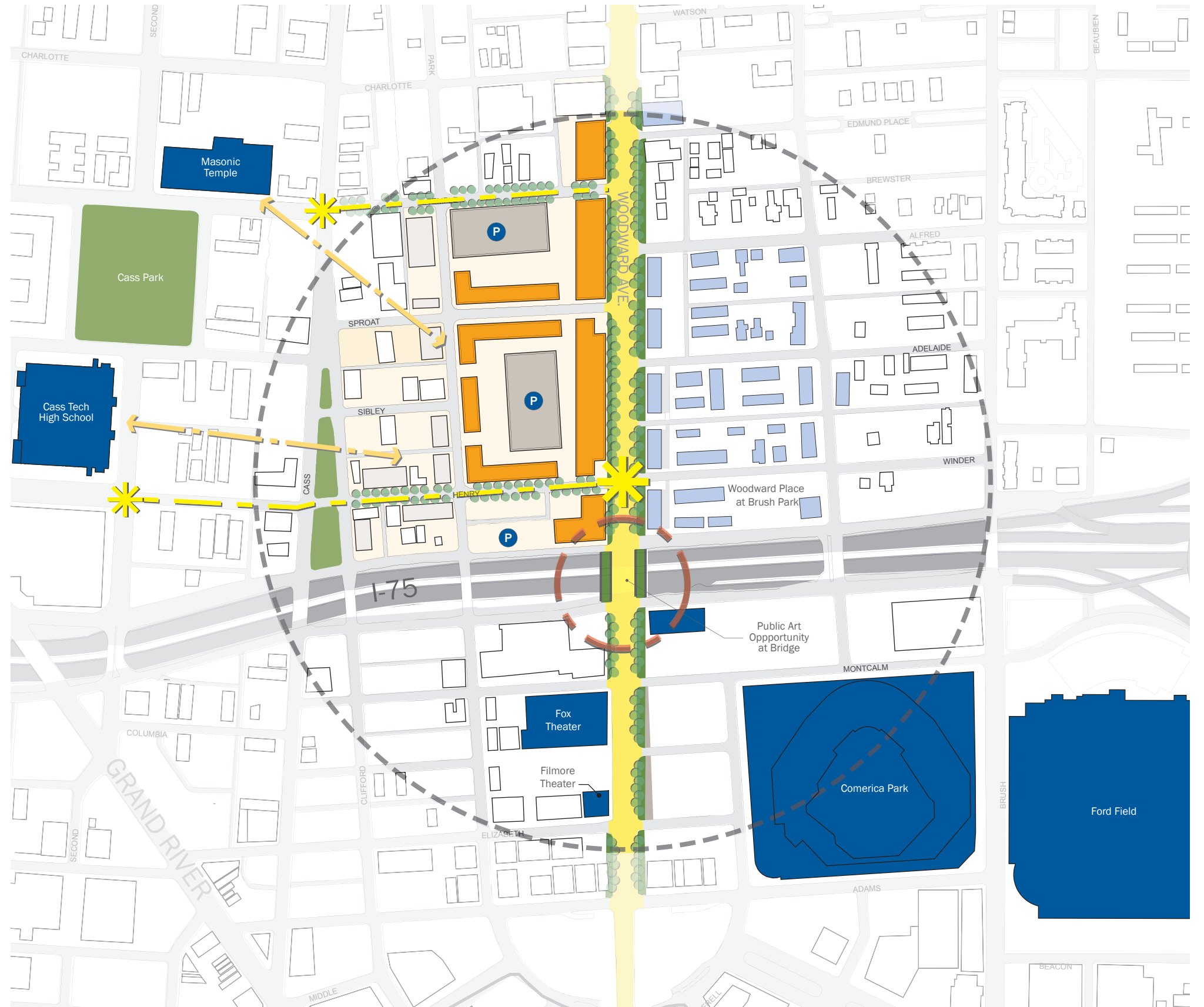
## WEAKNESSES

- Large amount of highly visible vacant land blights the area
- Cass Park neighborhood is considered unsafe and uninviting
- I-75 creates a physical divide between Midtown and Sports & Entertainment District



# Henry Vision

Create a new mixed-use destination that links Brush Park and Cass Park with the Sports & Entertainment District.



# Objectives

## EXISTING BUILDINGS

- Encourage infill redevelopment, utilizing existing building stock where possible and appropriate, and renovation between Park and Cass to help provide a continuous improved connection between the Cass Park area and Woodward.

## NEW DEVELOPMENT

- Create a new mixed-use development on the vacant parcels between Woodward and Park, and between I-75 and Temple.

## PUBLIC SPACE

- Add pedestrian-focused streetscape enhancements on Temple and Henry between Woodward and Cass Park to link Cass Tech, Cass Park and the Masonic Temple to Woodward.
- Add facade lighting to the Ecumenical Theological Seminary and the former Cathedral of Praise Baptist church on the east side of Woodward at Edmund Place.
- Commission public art on and around the Woodward/I-75 overpass to link Midtown and the Sports and Entertainment District.
- Support transit with infrastructure and transit-focused streetscape enhancements at Woodward and Henry.

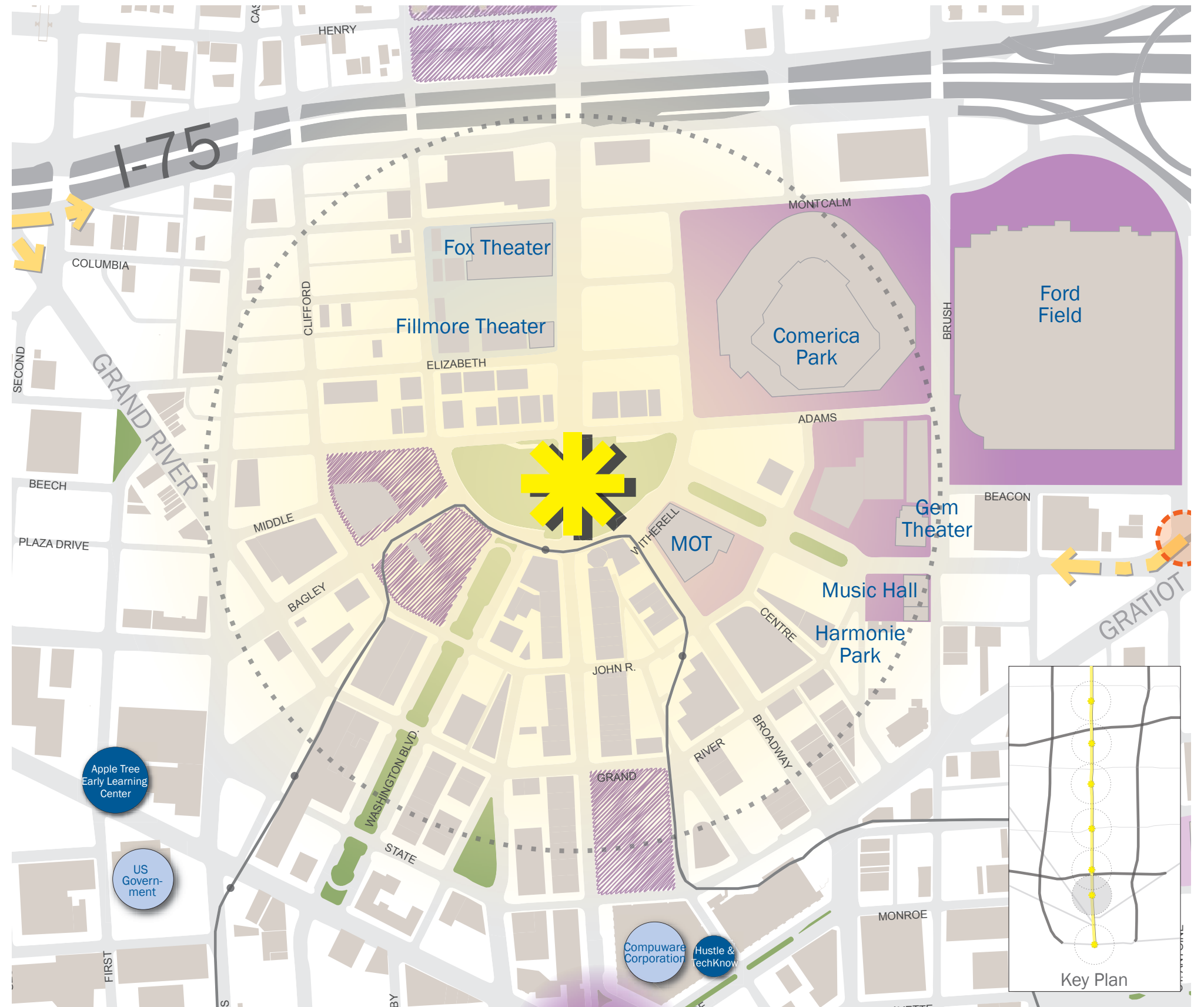


# Grand Circus Park

## Context

### CURRENT REALITY STATEMENT

Despite the revitalization of surrounding areas with sports and entertainment, much of the Grand Circus Park node remains underutilized.



## KEY STAKEHOLDERS

- Entertainment venue management
- Small business owners
- Area residents

## EXISTING PLANS

- Potential Quicken Loans development on former Statler, former United Artists, and former Hudson sites
- Capitol Park and Harmonie Park Redevelopment Plans
- Proposed Downtown Detroit Partnership Business Improvement District

## STRENGTHS

- Entertainment venues
- Historic buildings
- Lower Woodward loft residential development opportunities
- Stadia
- Detroit Athletic Club
- Locations for first floor retail uses

## WEAKNESSES

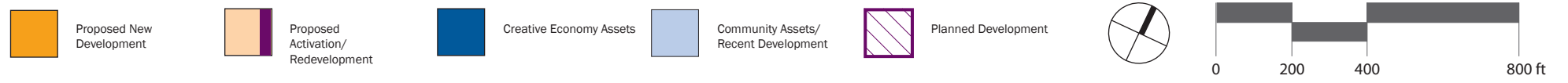
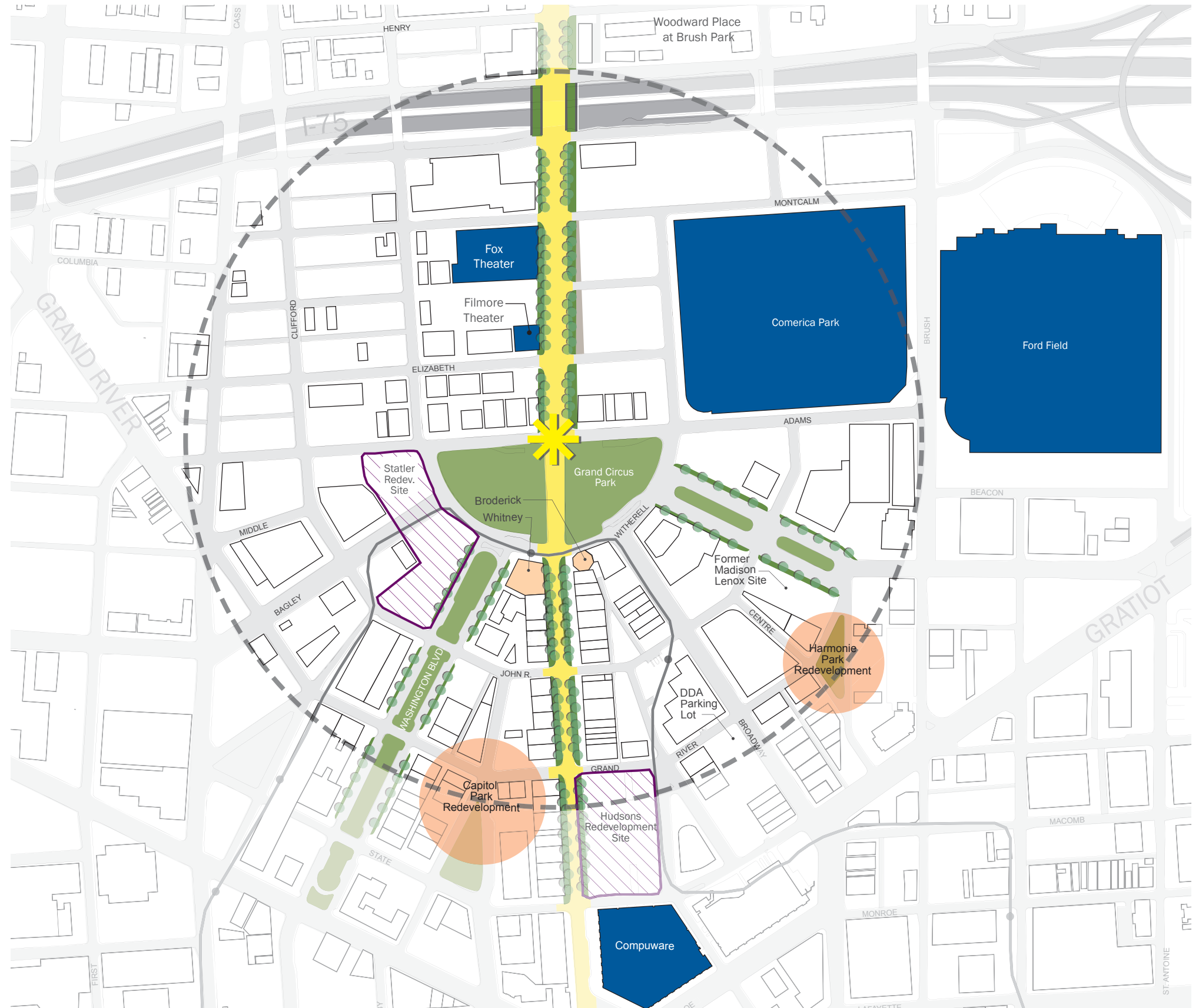
- Vacancy and underutilized building stock around park at key sites (i.e., former Statler, United Artists, David Whitney, Broderick Tower)
- Negative image on park and surrounding blocks
- Formidable preservation challenges



# Grand Circus Park

## Vision

Promote infill development of Grand Circus Park that capitalizes on the success of the Sports and Entertainment District.



# Objectives

## EXISTING BUILDINGS

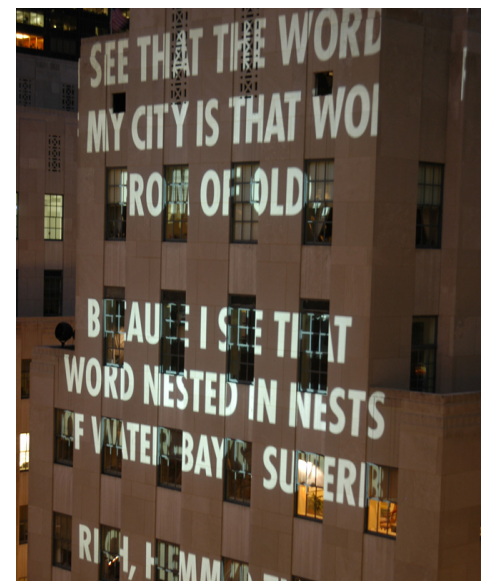
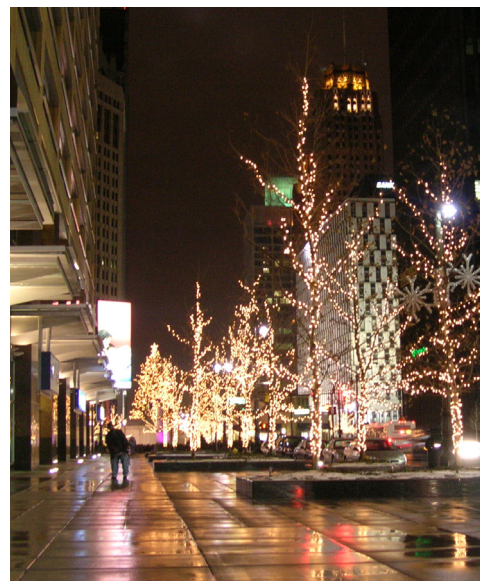
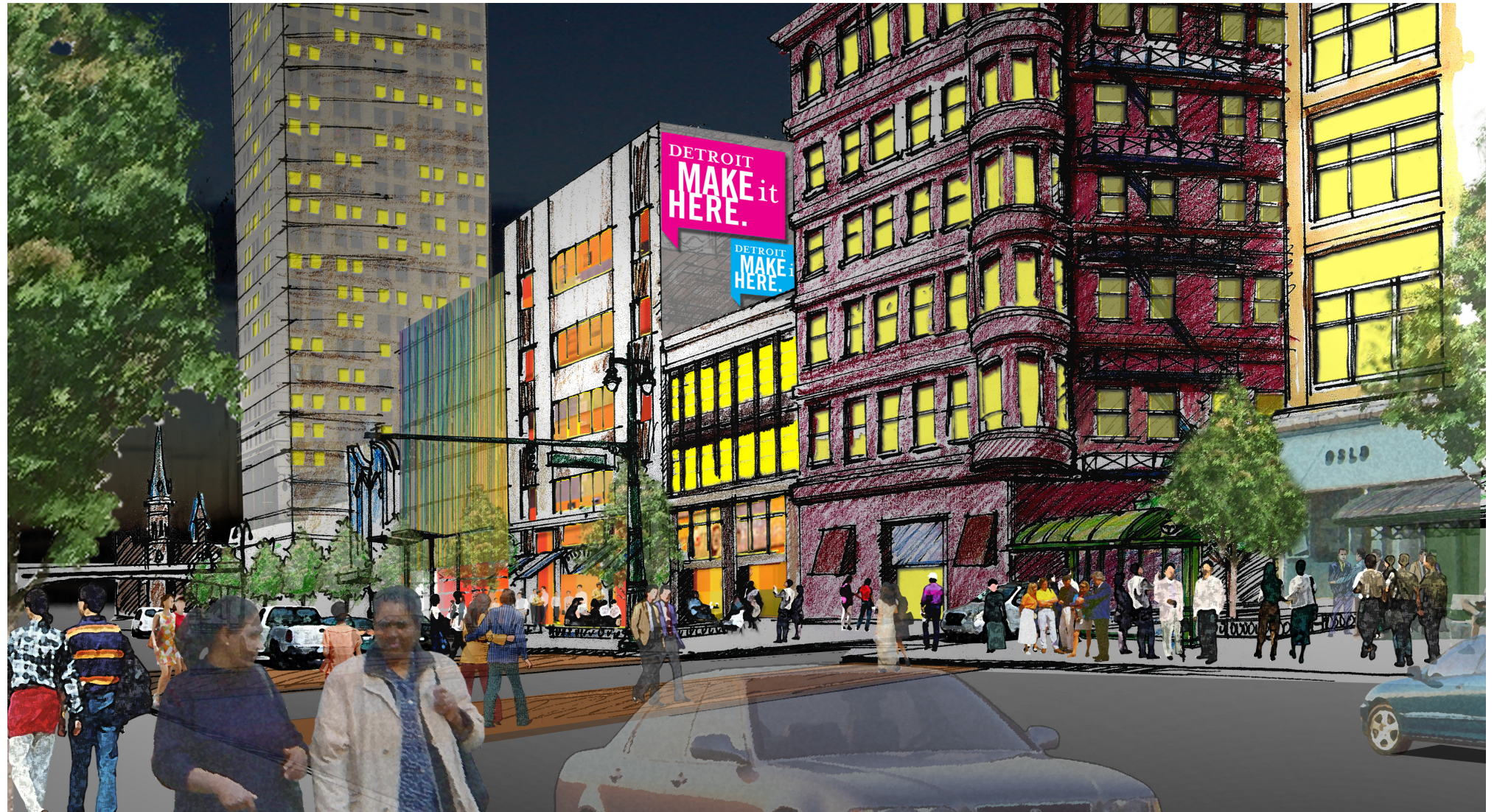
- Support ongoing DDA efforts toward facade improvement and retail activation, especially along Woodward Avenue and around Grand Circus Park.
- Support implementation of the DDA-commissioned Capitol Park and Harmonie Park reinvestment plans.
- Encourage the redevelopment of the David Whitney and Broderick Tower buildings.

## NEW DEVELOPMENT

- Support ongoing DDA efforts to redevelop scattered strategic vacant sites around this node, notably: the vacant lot at Madison and Witherell, the former Madison Lenox site, the DDA-owned Broadway parking lot.

## PUBLIC SPACE

- Work with Olympia Entertainment to formalize the existing parking lots between Woodward and Comerica Park as event space. Encourage increased programming and activation of this space. Long-term: encourage the redevelopment of these sites to a higher use.
- Support transit with infrastructure and transit-focused streetscape enhancements at Woodward and Grand Circus Park.

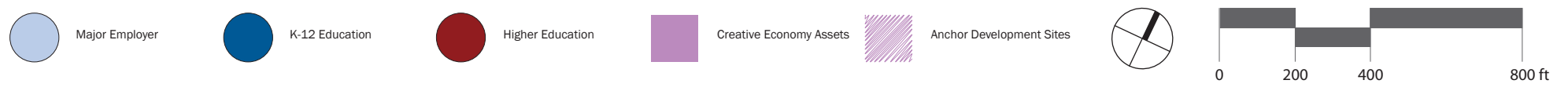


# Hart Plaza

## Context

### CURRENT REALITY STATEMENT

Hart Plaza is an iconic public space that connects the Central Business District with the Detroit River waterfront.



## KEY STAKEHOLDERS

- Corporate office tenants
- Government office tenants
- GM Renaissance Center
- Cobo Hall Convention Center

## EXISTING PLANS

- City of Detroit Hart Plaza Redevelopment
- Detroit Riverwalk expansion

## STRENGTHS

- Detroit Riverwalk
- Cobo Convention Center
- Office building investment
- Nearby Campus Martius Park
- Corporate office buildings
- Government office buildings
- GM Headquarters Building at Renaissance Center
- International border crossing to Canada by tunnel

## WEAKNESSES

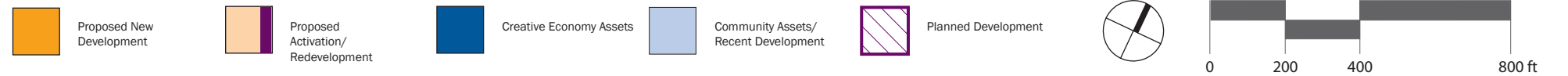
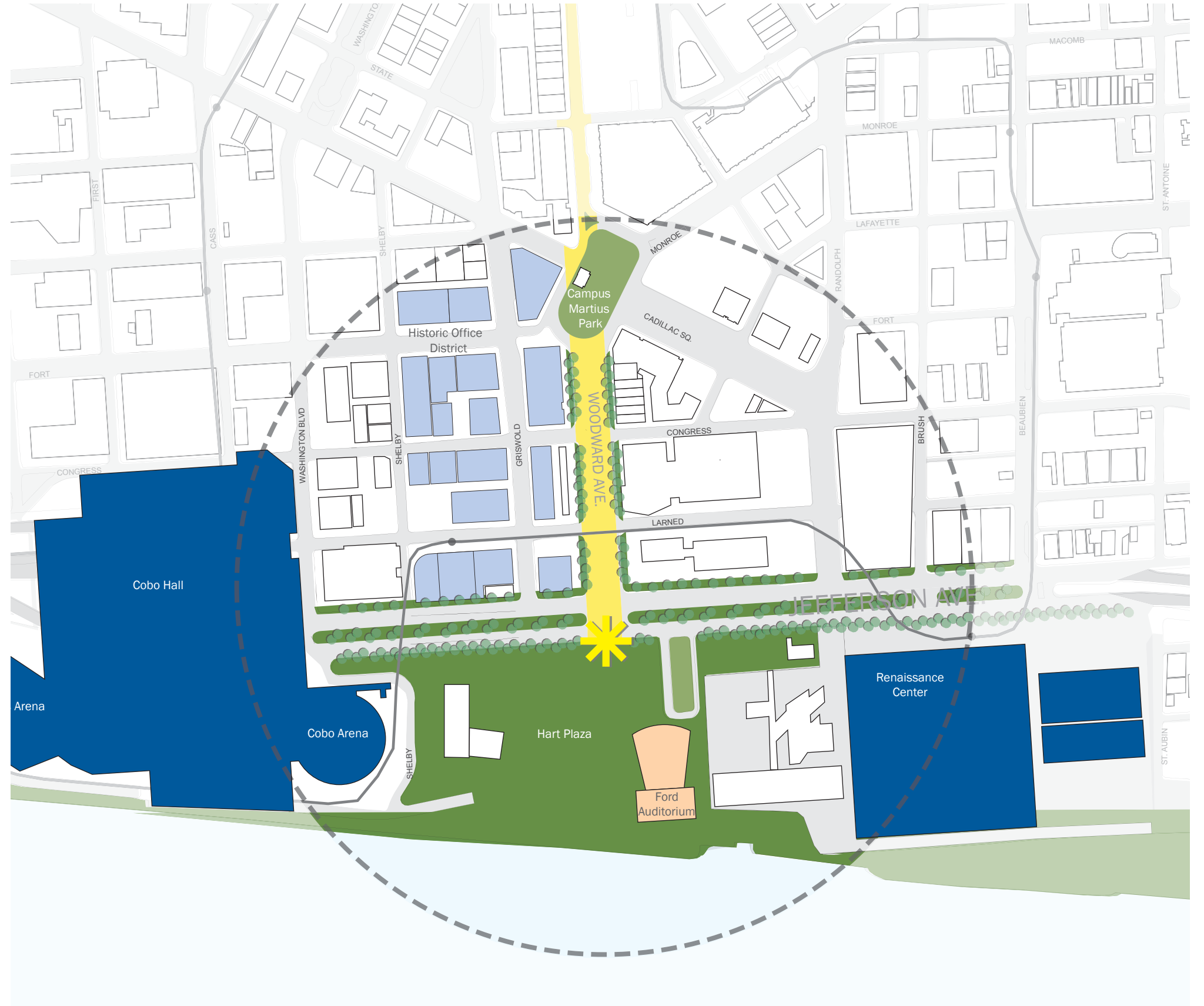
- Ford Auditorium
- Limited development potential
- High commercial vacancy rate



# Hart Plaza

## Vision

Strengthen the programming and opportunities available in Hart Plaza and surrounding public spaces.



# Objectives

## EXISTING BUILDINGS

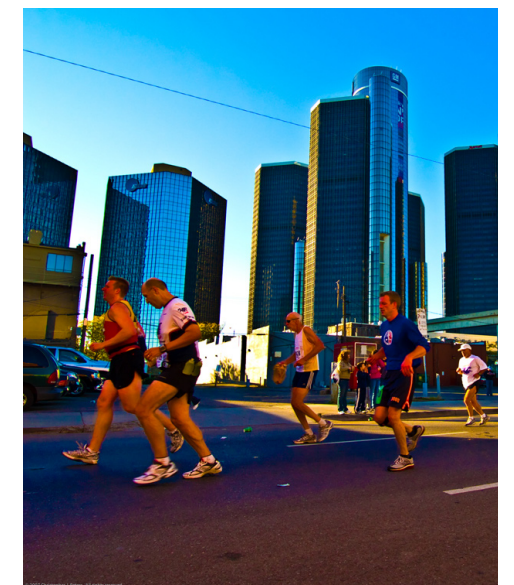
- Improve commercial occupancy in Historic Office District buildings by encouraging Creative Economy business placement at these locations.

## NEW DEVELOPMENT

- Leverage existing City of Detroit plans to redevelop the Ford Auditorium site into an active entertainment and civic venue.

## PUBLIC SPACE

- Support transit with infrastructure and transit-focused streetscape enhancements at Hart Plaza.





# Implementation Strategies

# Implementation Strategies

## Overview

### WOODWARD CORRIDOR IMPROVEMENT

Establish an entity for Woodward Corridor Improvement to create and implement development plans in the corridor; advocate for Woodward; create funding strategies; manage and maintain public spaces; administer design review; and create recommendations for land disposition.

An opportunity exists to create an entity for the Woodward Corridor that will leverage existing planning efforts and facilitate the flow of new resources to development projects. The geographic scope of this entity should include Grand Boulevard to the North, I-75 to the South, Brush to the East and Second to the West. The planning team envisions an entity modeled after those enabled by State of Michigan Public Act 280 of 2005. (The geographic scope for the suggested entity is smaller than the entire length of the Creative Corridor because many of the funding mechanisms enabled by the formation of this entity are already enabled by DEGC agencies in the Central Business District.)

### TRANSIT

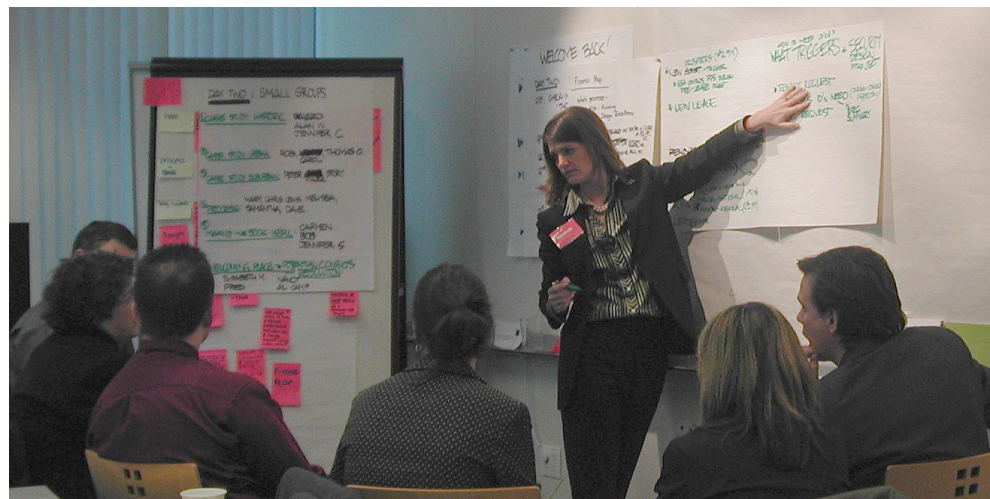
The creation of this system will connect existing assets to Woodward and each other, thereby enhancing each asset's contribution to the Creative Corridor. The transit system should be considered as part of any current local or regional planning efforts to develop alternative forms of mass transit. It will serve as a model project for regional transit in Southeast Michigan. Finally, a new, efficient and state-of-the-art transit system in the "Motor City" will help project a transformed image of Detroit to the world beyond.

Create an at-grade transit system between New Center and the Riverfront with stops located to encourage place-making, stimulate the redevelopment of underutilized properties, and promote creative business location.

### PUBLIC SPACE IMPROVEMENTS

Integrate streetscape and public space improvements with existing assets on Woodward and key connection opportunities to transform the image of Creative Corridor nodes and create a rhythm of improved, contiguous places along Woodward.

Streetscape improvements should be included that help create a "center of gravity" and a sense of place in the nodes. This initiative also calls for streetscape enhancements at selected streets extending east and west from Woodward to existing centers of activity. Each enhancement should contribute to a comfortable pedestrian environment that encourages walkability. At a minimum, each identified connector street should include street trees and furniture, pedestrian-scaled lighting and appropriate signage, and bike lanes within the right of way. Public art should be commissioned throughout the corridor at key locations, including the New Center rail overpass and highway overpasses at I-94 and I-75. Lastly, a Landmark Building Lighting Program should be initiated to illuminate historic churches and other significant structures along the Woodward Corridor.



Organizational Framework

Node-Focused Improvements

# Implementation Strategies

## Overview

### REAL ESTATE DEVELOPMENT INCENTIVES FOR THE CREATIVE ECONOMY

### GAP FINANCING FOR HOUSING AND MIXED-USE DEVELOPMENT

### FACADE IMPROVEMENTS

<p>Working with the DEGC, MEDC, Detroit Renaissance Venture Capital Fund and locally-based business lenders, establish a creative business incentive fund focused on real estate.</p>	<p>Working with the Detroit Investment Fund, MSHDA and the DEGC, establish a gap financing fund for housing and mixed-use projects at each node.</p>	<p>Leveraging existing UCCA and NCC efforts, improve Woodward Corridor façades within the nodes. Focus on Woodward Avenue to improve the image of the corridor, enhance the leasability of existing commercial space, and aid potential redevelopment and adaptive re-use projects.</p>
<p>This fund should focus on tenant improvement and include other incentives that remove barriers to creative business attraction. The scope of the fund should also include tenant improvement incentives for businesses such as restaurants and amenity retail that support the creative economy.</p>	<p>The application of this fund should be geographically targeted to the areas within each node described in the plan to encourage a critical mass of activities and supplement existing strengths.</p>	<p>Improving building facades will improve the image of the corridor, enhance the leasability of existing commercial space, and aid potential redevelopment and adaptive re-use projects.</p> <p>The program should be designed so that owners match the facade grant through an investment elsewhere in the building. A portion of the support for this initiative could be directed to help reinvigorate the DDA-administered Lower Woodward Facade Improvement program.</p>



## Node-Focused Improvements

# Implementation Strategies

## Corridor-Wide

### Woodward Corridor Improvement

#### DESCRIPTION

Focus improvements and attract new resources specifically to the Woodward corridor by creating an entity to implement development plans; advocate for corridor improvement; create funding incentives and strategies; design public-private partnerships; manage and maintain public spaces; administer design review; program, market and organize corridor-wide activities; and create recommendations for land disposition.

#### PARTNERS FOR FUNDING AND IMPLEMENTATION

- DRF
- Corridor Stakeholders, especially the City of Detroit, Detroit Economic Growth Corporation, New Center Council, University Cultural Center Association and Downtown Detroit Partnership
- Detroit Metro Convention & Visitors Bureau
- Private and corporate foundations

#### PROPOSED DRF ROLE AND FIRST STEPS

- Convene partners and stakeholder leadership to begin the process.
- Provide technical assistance to the creation of the entity
- Commission the creation of urban design and development standards



#### MAJOR STAKEHOLDERS BY NODE

##### NEW CENTER

HFHS, New Center Council, State of Michigan, Tech Town and Genesis

##### FERRY

University Cultural Center Association, College for Creative Studies, Wayne State University, Detroit Institute of Arts and other museums, Detroit Public Library

##### FOREST

UCCA, Museum of Contemporary Art Detroit, Detroit Medical Center, Wayne State University, Whitney and other businesses and residents

##### MACK/MLK

UCCA, Detroit Symphony Orchestra, DMC, Detroit Public School for the Fine and Performing Arts, and other businesses and area residents

##### HENRY

Downtown Development Authority, Brush Park property owners and residents, Entertainment District business owners

##### GRAND CIRCUS PARK

DDA, Grand Circus Park property owners, Downtown Detroit Partnership and area residents

##### HART PLAZA

DDA, Office district building owners, Detroit Riverfront Conservancy, and CBD business owners

## Transit

### DESCRIPTION

Create an at-grade transit system between New Center and the Riverfront with stops located to encourage place-making, stimulate the redevelopment of underutilized properties, and promote creative business location.

### PARTNERS FOR FUNDING AND IMPLEMENTATION

- DRF
- City of Detroit (DEGC)
- State of Michigan (MDOT)
- Federal Government (DOT)
- Private and corporate foundations

### PROPOSED DRF ROLE AND FIRST STEPS

- Convene proponents of existing parallel transit plans for Woodward.
- Ensure that node development concept drives stop locations and design decisions.



## GOALS FOR TRANSIT AT NODES

### NEW CENTER

Facilitate connection to future multimodal transit hub.

### FERRY

Link major cultural and institutional stakeholders to the rest of the Creative Corridor

### FOREST

Provide a shared center on Woodward for WSU, DMC, and MOCAD

### MACK/MLK

Bolster Orchestra Place and DMC development, encourage redevelopment south of Mack/MLK

### HENRY

Facilitate connection to the sports and entertainment venues and Cass Park neighborhood

### GRAND CIRCUS PARK

Provide a connection to the Detroit People Mover and encourage development around the park.

### HART PLAZA

Facilitate connection to civic activities at Hart Plaza and the historic office district.

# Implementation Strategies

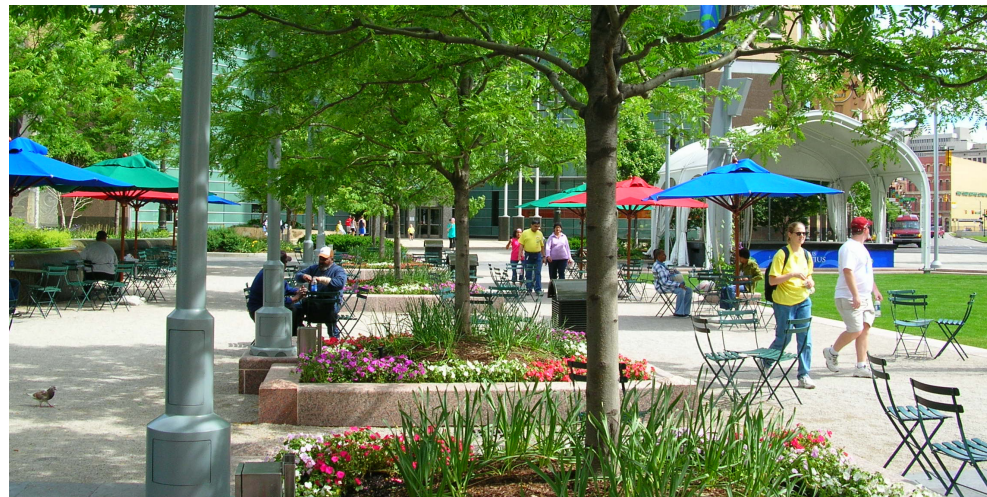
## Node-Focused

### Public Space Improvements

**DESCRIPTION** Integrate streetscape and public space improvements with existing assets on Woodward, key connection opportunities and transit stops to transform the image of Creative Corridor nodes, create a rhythm of improved, contiguous spaces along Woodward Avenue, and activate public spaces with programming.

- PARTNERS FOR FUNDING AND IMPLEMENTATION**
- DRF
  - MDOT
  - Private foundations (i.e., Greening of Detroit)
  - Private sponsors

- PROPOSED DRF ROLE AND FIRST STEPS**
- Commission branding, signage and wayfinding study for public space improvements
  - Assure transit-related public space improvements are included in transit plans.



### PROJECTS

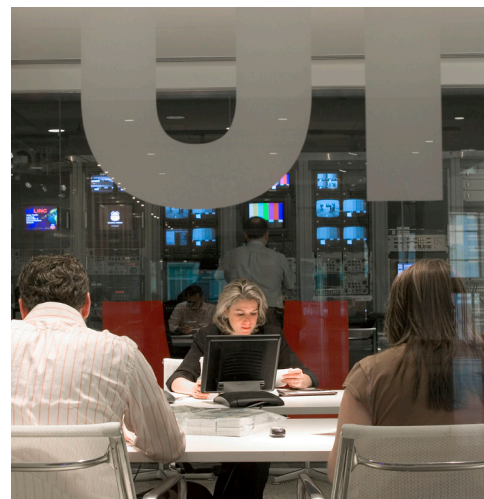
- |                          |  |
|--------------------------|--|
| <b>NEW CENTER</b>        | <ul style="list-style-type: none"> <li>• Pedestrian-focused streetscape design at Piquette, Amsterdam and Burroughs</li> <li>• Gateway public art at the I-94/Woodward overpass.</li> </ul>  |
| <b>FERRY</b>             | <ul style="list-style-type: none"> <li>• Transit-focused streetscape enhancements at Woodward and Ferry Transit stop</li> <li>• Pedestrian-focused streetscape improvements on Kirby east to CCS and west to Cass.</li> </ul>  |
| <b>FOREST</b>            | <ul style="list-style-type: none"> <li>• Transit-focused streetscape enhancements at Forest Transit stop.</li> <li>• Pedestrian streetscape connector improvements on Forest west to M10 and east to John R.</li> </ul>  |
| <b>MACK/MLK</b>          | <ul style="list-style-type: none"> <li>• Transit-focused streetscape enhancements at Mack Transit stop.</li> <li>• Improve public space on SE and SW corners of Mack and Woodward.</li> <li>• Streetscape improvements along Mack frontage, including lighting.</li> </ul>           |
| <b>HENRY</b>             | <ul style="list-style-type: none"> <li>• Transit-focused streetscape enhancements at Henry Transit stop</li> <li>• Pedestrian streetscape on Temple and Henry to Cass Park</li> <li>• Streetscape improvements on Sproat and Sibley to support new mixed-use development.</li> </ul> |
| <b>GRAND CIRCUS PARK</b> | <ul style="list-style-type: none"> <li>• Transit-focused streetscape enhancements at Woodward and Grand Circus Park</li> </ul>   |
| <b>HART PLAZA</b>        | <ul style="list-style-type: none"> <li>• Transit-focused streetscape enhancements at Woodward and Jefferson.</li> <li>• Pedestrian amenities in historic office district.</li> </ul>   |

## Real Estate Development Incentives to Support the Creative Economy

**DESCRIPTION** Working with the DEGC, MEDC, Detroit Renaissance Venture Capital Fund and locally-based business lenders, establish a creative business incentive fund to focus on tenant improvement and other real estate incentives that remove barriers to creative business attraction.

- PARTNERS FOR FUNDING AND IMPLEMENTATION**
- DRF
  - DEGC
  - MEDC
  - Real estate brokerage community

- PROPOSED DRF ROLE AND FIRST STEPS**
- Align incentives package with the needs of target locations described
  - Focus other Creative Economy attraction and accelerator incentives in Woodward nodes
  - Convene partners described above to define RE development incentives.



## INCENTIVE TARGETS

### NEW CENTER

- Argonaut Building
- Tech Town
- Piquette District buildings

### FERRY

- Redevelopment of the building at the NE corner of Woodward and Antoinette as a gateway building to WSU and Tech-town for creative business use

### FOREST

- Restaurant/retail locations along Woodward and Forest within node

### MACK/MLK

- Infill sites for small businesses on west side of Woodward south of Stimson
- Selden-Alexandrine block as a location for new businesses and amenity retail for residents
- Redevelop Medical Center professional office building for creative economy professional services that are medical center-related

### HENRY

- New business location sites on east side of Woodward, north of the Fisher Freeway

### GRAND CIRCUS PARK

- Harmonie Park buildings for entertainment-related and start-up businesses
- Capitol Park buildings for start-up businesses, including first floor arts-related retail and restaurant

### HART PLAZA

- Historic office district buildings

## Gap Financing for Housing and Mixed-Use Development

**DESCRIPTION** Working with the Detroit Investment Fund, MSHDA and the DEGC, establish a gap financing fund for housing and mixed-use projects at each node.

- PARTNERS FOR FUNDING AND IMPLEMENTATION**
- DRF
  - Detroit Investment Fund
  - DEGC
  - Foundations
  - MSHDA
  - Locally-based lenders

- PROPOSED DRF ROLE AND FIRST STEPS**
- Convene partners above to establish Gap Financing Fund

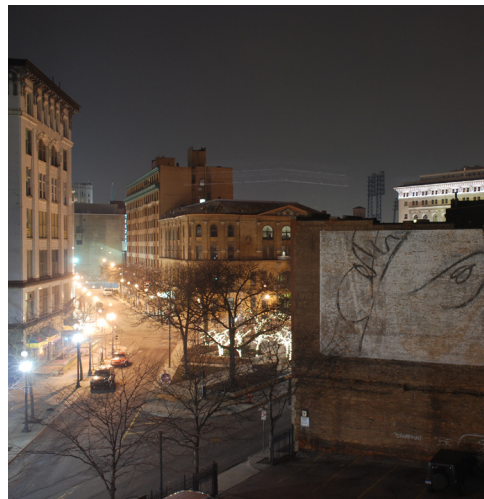


### INCENTIVE TARGETS

<b>NEW CENTER</b>	<ul style="list-style-type: none"> <li>• Argonaut Building</li> <li>• American Beauty Electric Iron Building</li> </ul>
<b>FERRY</b>	<ul style="list-style-type: none"> <li>• WSU Redevelopment of hotel for mixed-use, including housing with retail on the first floor</li> <li>• Infill residential east of Woodward</li> </ul>
<b>FOREST</b>	<ul style="list-style-type: none"> <li>• Infill sites between Warren and Alexandrine on Woodward</li> <li>• WSU International Housing Center</li> <li>• Infill sites along Forest west of Woodward</li> </ul>
<b>MACK/MLK</b>	<ul style="list-style-type: none"> <li>• Midtown loft residential within node area</li> <li>• Mixed-use development at SW corner of Woodward and Mack to include residential</li> </ul>
<b>HENRY</b>	<ul style="list-style-type: none"> <li>• n/a</li> </ul>
<b>GRAND CIRCUS PARK</b>	<p>(This location is within scope of Lower Woodward Housing Fund and Downtown Development Authority)</p> <ul style="list-style-type: none"> <li>• Capitol Park project for Artist Housing</li> <li>• Madison Lenox, Witherell and Broadway parking lots for mixed-use development.</li> </ul>
<b>HART PLAZA</b>	<ul style="list-style-type: none"> <li>• n/a</li> </ul>

## Facade Improvements

<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>Leveraging existing UCCA and NCC efforts, improve Woodward Corridor façades within the nodes. Focus on Woodward Avenue to improve the image of the corridor, enhance the leasability of existing commercial space, and aid potential redevelopment and adaptive re-use projects.</li> </ul>
<b>PARTNERS FOR FUNDING AND IMPLEMENTATION</b>	<ul style="list-style-type: none"> <li>DRF</li> <li>City of Detroit</li> <li>MSHDA</li> <li>National Trust for Historic Preservation</li> </ul>
<b>PROPOSED DRF ROLE AND FIRST STEPS</b>	<ul style="list-style-type: none"> <li>Align incentives package with the needs of target locations described</li> <li>Focus other Creative Economy attraction and accelerator incentives in Woodward nodes</li> <li>Convene partners described above to define RE development incentives.</li> </ul>



### INCENTIVE TARGETS

<b>NEW CENTER</b>	<ul style="list-style-type: none"> <li>Woodward retail frontage between Grand Blvd. and Baltimore (leverage existing New Center Council program).</li> </ul>
<b>FERRY</b>	<ul style="list-style-type: none"> <li>WSU Hotel Redevelopment</li> </ul>
<b>FOREST</b>	<ul style="list-style-type: none"> <li>Scattered sites along Woodward and Forest within the node</li> </ul>
<b>MACK/MLK</b>	<ul style="list-style-type: none"> <li>East side of Woodward, south of Stimson</li> </ul>
<b>HENRY</b>	<ul style="list-style-type: none"> <li>Existing buildings on Woodward north of Edmund Place</li> </ul>
<b>GRAND CIRCUS PARK</b>	<ul style="list-style-type: none"> <li>Within the scope of the DDA Lower Woodward Facade Improvement program</li> </ul>
<b>HART PLAZA</b>	<ul style="list-style-type: none"> <li>Within the scope of the DDA Lower Woodward Facade Improvement program</li> </ul>

# Implementation Strategies

## Priorities

The preceding pages set out an agenda for transforming the Woodward corridor into the nexus of the creative economy in southeastern Michigan. Successful implementation of the strategies described is predicated on a phased approach that begins with organizational activities to lay the groundwork for long-term economic development. When this organizational framework is in place, tactical steps within the corridor may be undertaken much more effectively.

### WOODWARD CORRIDOR IMPROVEMENT

The establishment of an entity that focuses efforts and attracts new resources to Woodward is essential to the successful implementation of this vision for the creative corridor. The planning team envisions an entity modeled after those enabled by State of Michigan Public Act 280 of 2005. Entities such as these are able to unify, create and implement development plans within the Corridor; recommend public-private partnerships for financing projects; manage and maintain public spaces; administer design review and prepare recommendations for land disposition.

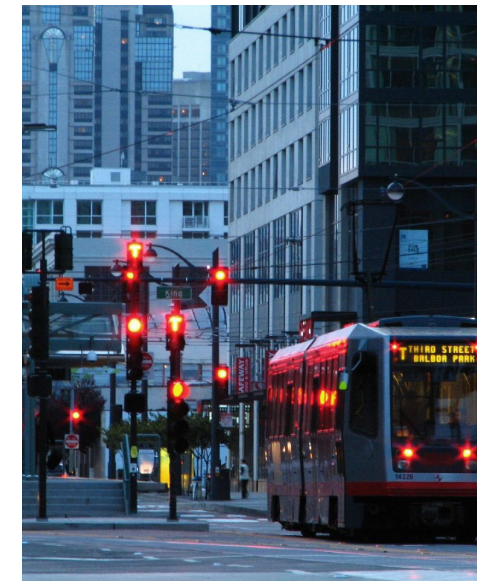
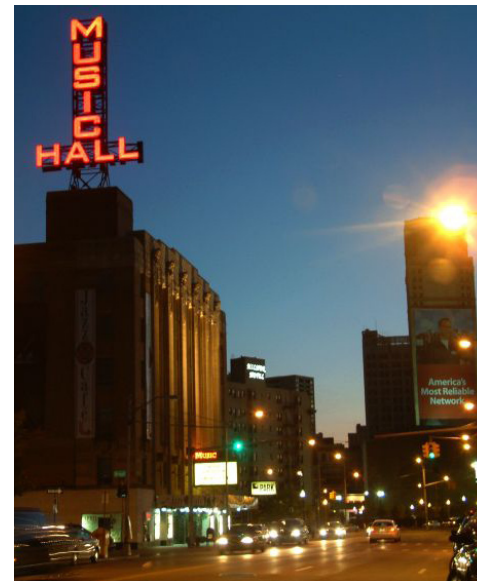
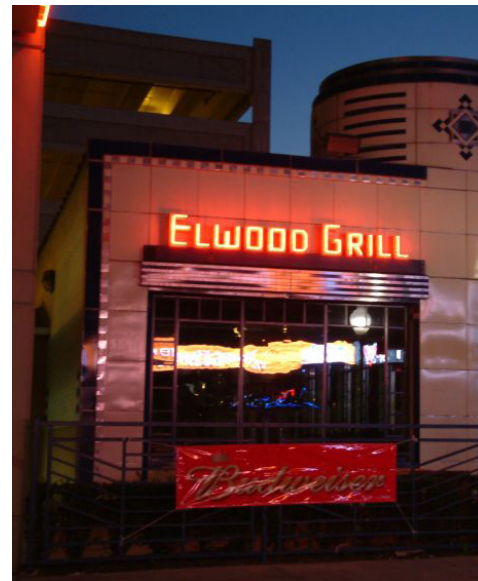
### TRANSIT

As this document is published, several entities are advocating for disparate proposals for rapid transit systems that include the Woodward corridor. These efforts are not necessarily coordinated with regard to the extent, character or type of system they seek to create. An opportunity exists now to convene these proponents to reach consensus about the details of this system, advocate for its implementation, and ensure a strong design for an at-grade system between New Center and the Riverfront. This will allow system designers to ensure that the concept plan for each node illustrated in this plan is integrated with Transit stop locations and related design decisions. The goal should be to maximize the economic development opportunities created by the installation of the system.

### SUPPORTING PROJECTS

This plan proposes several new projects that will contribute to the development of the creative economy in the Woodward Corridor. As importantly, it recognizes and identifies projects already championed by corridor stakeholders and in various stages of planning or predevelopment.

When implemented, all of these projects will greatly benefit the development of the Creative Corridor, whether by specifically aligning with the principles of development described in this plan or by contributing generally to the livability and viability of neighborhoods along Woodward. Thus, though none of these projects constitute a complete vision for the corridor (nor should they be considered a substitute for the priority steps identified on this page) they are worthy of Detroit Renaissance support as a demonstration project or first step toward redeveloping the Woodward corridor as Detroit's Creative Corridor. In the case of pre-existing projects, investment in planning and predevelopment work can and should be leveraged - Detroit Renaissance has the opportunity to seek what these projects need to move forward and then push them forward. These projects are identified by node on the next page.



Initial Projects	
<b>NEW CENTER</b>	<ul style="list-style-type: none"> <li>Argonaut Building Mixed-Use Redevelopment</li> <li>American Beauty and Iron Building Mixed-Use Redevelopment</li> </ul>
<b>FERRY</b>	<ul style="list-style-type: none"> <li>Redevelopment of the former hotel on the west side of Woodward between Palmer and I-94</li> </ul>
<b>FOREST</b>	<ul style="list-style-type: none"> <li>Complete implementation of the Sugar Hill Arts District master plan</li> </ul>
<b>MACK/MLK</b>	<ul style="list-style-type: none"> <li>Mixed-use development on the vacant parcel at the SW corner of Woodward and Martin Luther King Boulevard</li> </ul>
<b>HENRY</b>	<ul style="list-style-type: none"> <li>Mixed-use new development on the vacant parcels NW of Woodward and I-75</li> </ul>
<b>GRAND CIRCUS PARK</b>	<ul style="list-style-type: none"> <li>Implementation of the DDA-sponsored Capitol Park and Harmonie Park redevelopment plans</li> </ul>
<b>HART PLAZA</b>	<ul style="list-style-type: none"> <li>Ford Auditorium site redevelopment</li> </ul>
<b>CORRIDOR-WIDE</b>	<ul style="list-style-type: none"> <li>Public art program initiation, and implementation on initial targets of bridges and overpasses</li> </ul>

