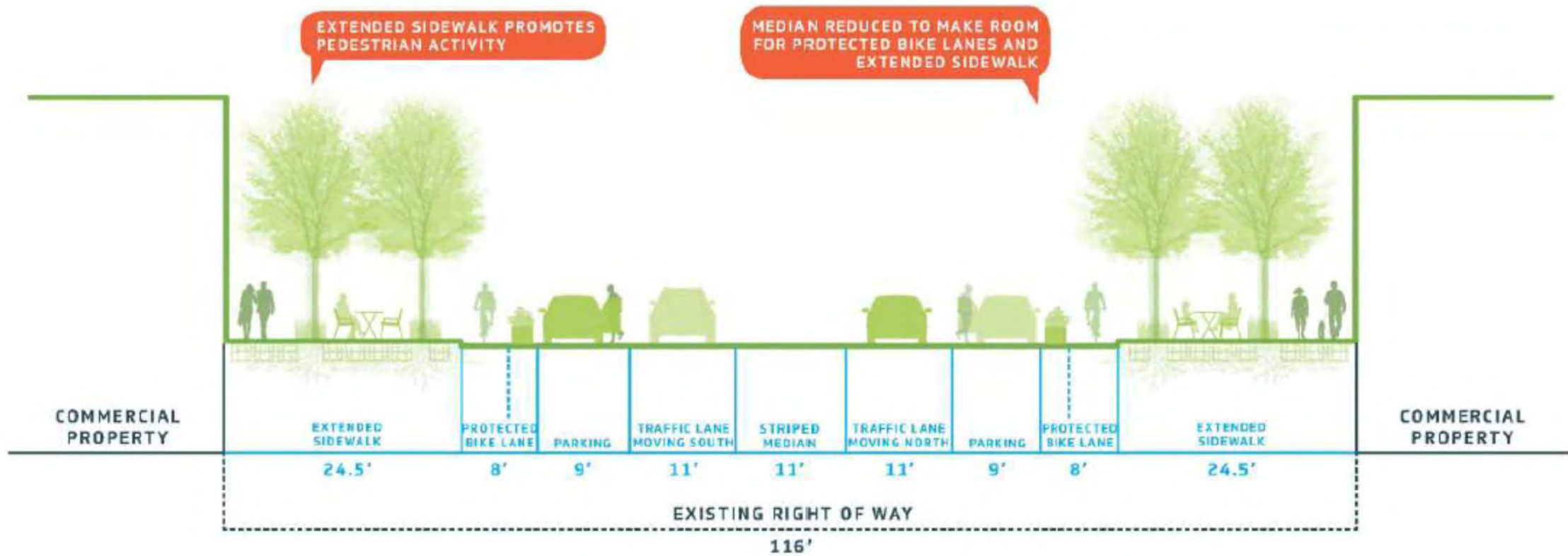




**Livernois Streetscape Project:
*Complete Streets for
Economic Recovery in Detroit***

Alexa Bush, PLA, ASLA
Safe Streets Summit
Feb 2023





AVENUE OF FASHION proposed section

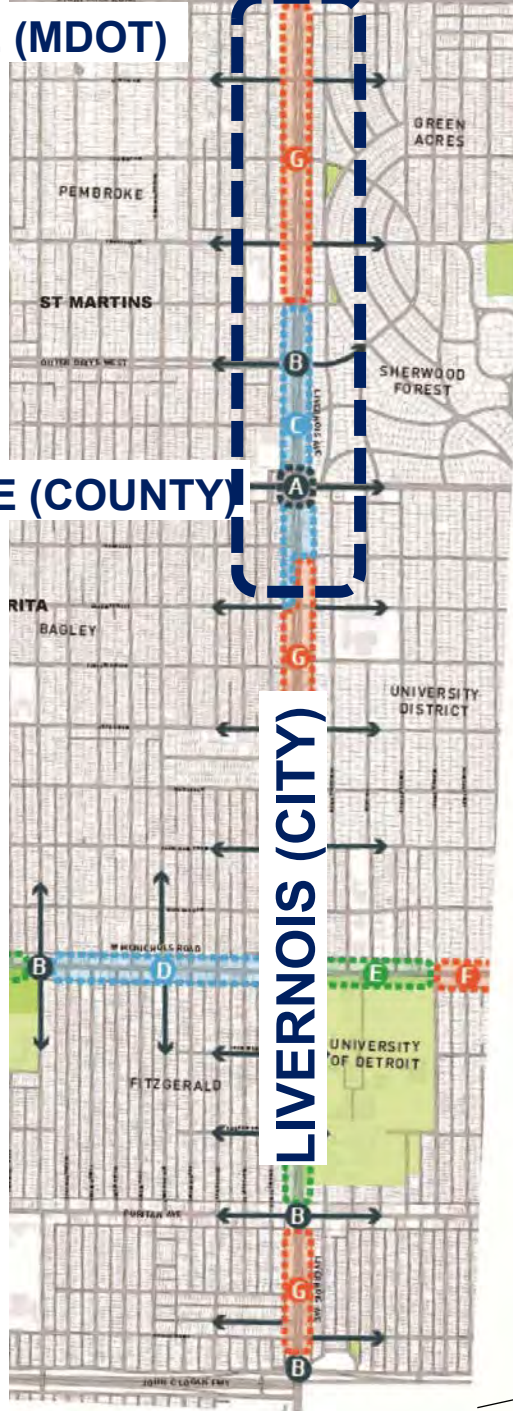


MIKE'S MEAT & PRO
CHEESE CASH
LIQUOR
MONEY

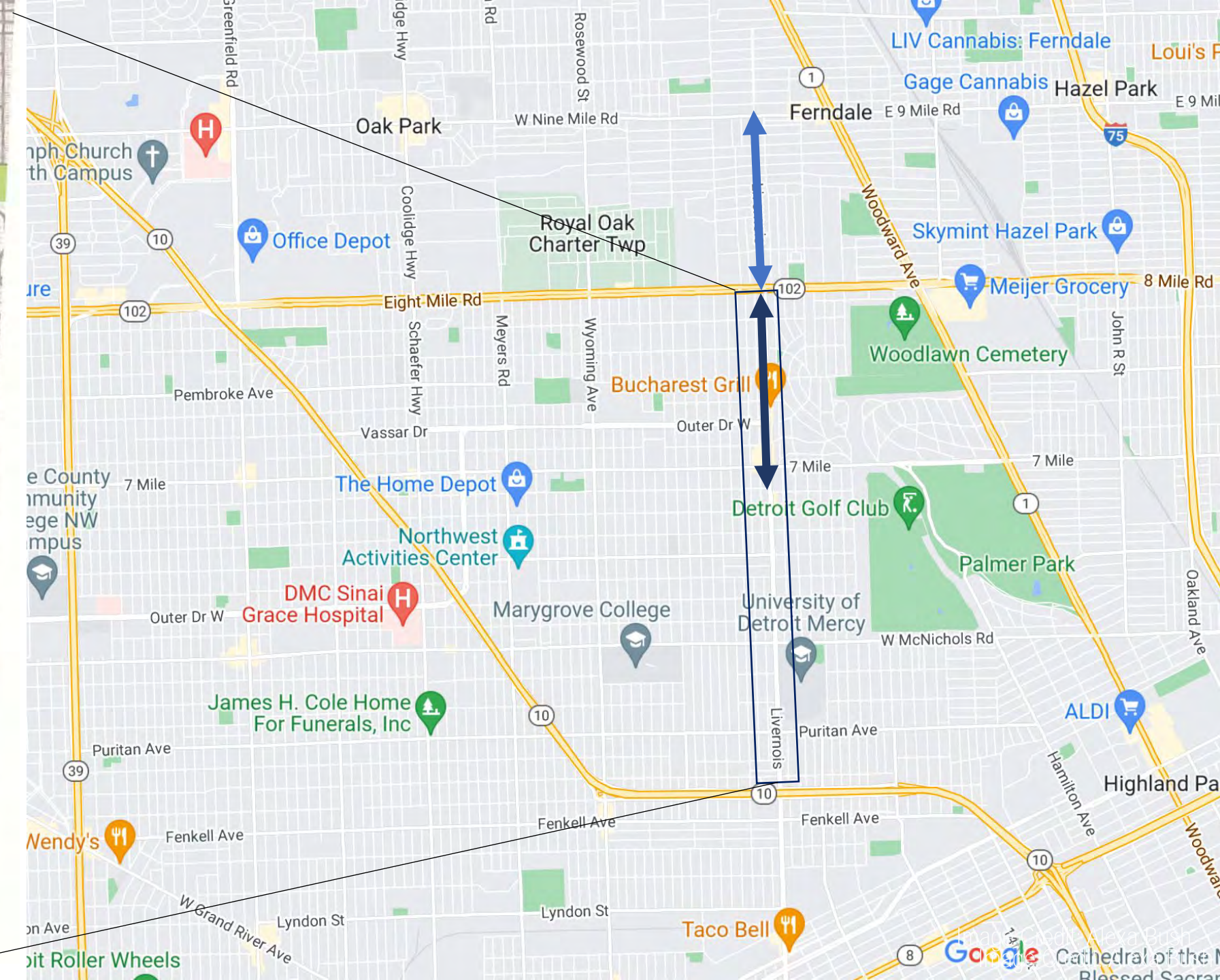


EIGHT MILE (MDOT)

SEVEN MILE (COUNTY)



LIVERNOIS (CITY)



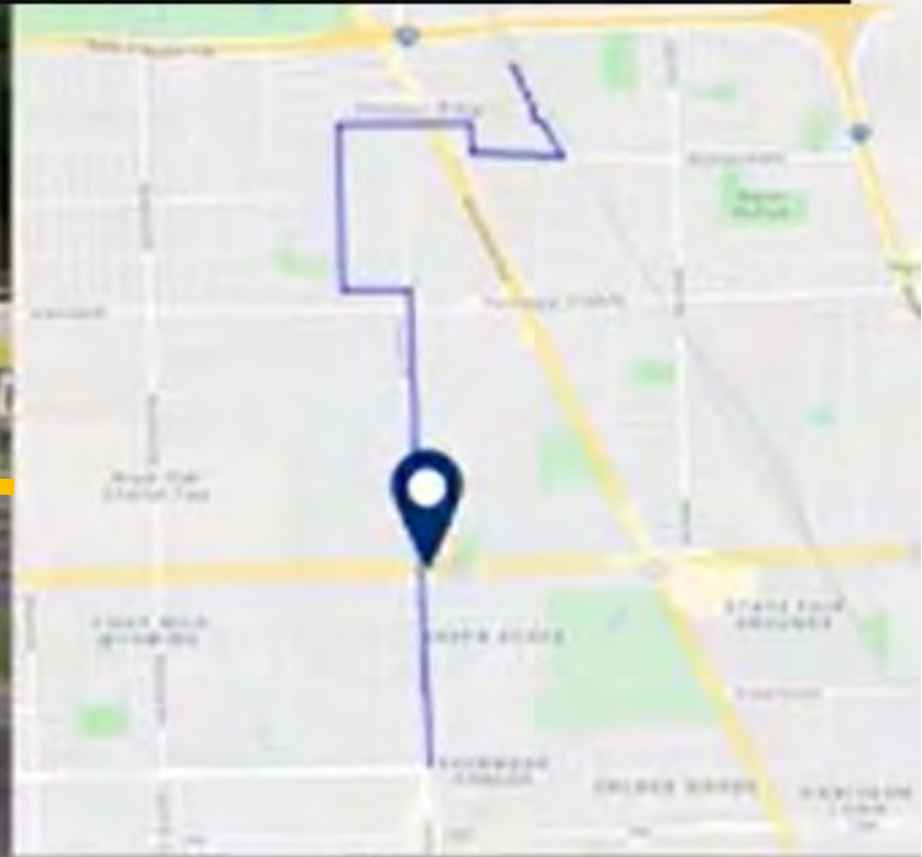
An aerial photograph of a multi-lane road intersection. The road has several lanes with green-painted crosswalks. A blue location pin is placed on an inset map in the upper right corner, which shows a street grid and a blue line indicating a route. The text 'Livernois at 8 Mile' is overlaid on the bottom left of the image.

Livernois at 8 Mile

Major road crossing with high number of turning vehicles

**FERNDALE
(OAKLAND CO)**

EIGHT MILE (MDOT)



**DETROIT
(WAYNE CO)**

Livernois at 8 Mile

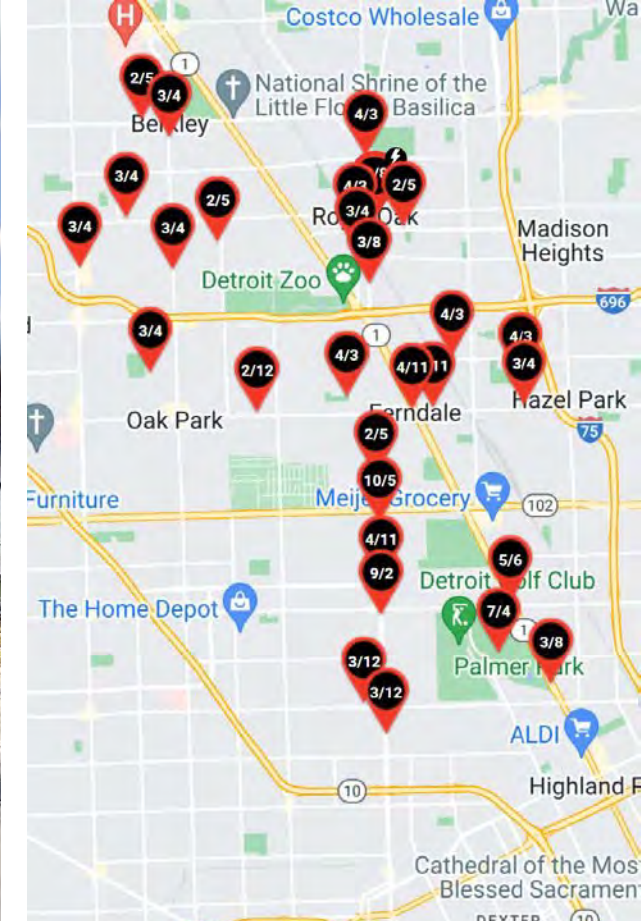
Major road crossing with high number of turning vehicles



DETROIT



FERNDALE



MoGo launches expansion into northwest Detroit & southern Oakland County



Latest news, weather and traffic to start your day!

Copyright 2017 Scripps Media, Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.
Photo by: Jeremy R Miller

Posted at 8:21 AM, Jun 04, 2020 and last updated 8:21 AM, Jun 04, 2020

2023 CHEVY EQUINOX LT FWD
\$250 PER MONTH

Detroit turns a commercial corridor into a new kind of hot spot

The Detroit News, Aug 8, 2022



Image Credit: Robin Buckson, The Detroit News

Detroit turns a commercial corridor into a new kind of hot spot



Sarah Rahal

The Detroit News

Published 11:43 p.m. ET Aug. 8, 2022



[View Comments](#)

Detroit — A hot spot has emerged in Detroit that is steering some congestion away from the crowded downtown to a bustling business strip on the city's near west side.

Since completing the \$17 million Livernois Streetscape Project between Clarita and Eight Mile, the Livernois Avenue of Fashion has been transformed. Livernois is now a two-lane roadway instead of three lanes. The area along Livernois has 24-foot-wide sidewalks for café seating, protected bike lanes embedded on the sidewalks, double-crosswalk streetlights, new landscaping and underground infrastructure.

The reduction in lanes has encouraged slower driving, allowed more outside dining, promoted events and programming, and brought in 18 African American-led businesses since the project's completion in summer 2020.

Detroit turns a commercial corridor into a new kind of hot spot



Sarah Rahal

The Detroit News

Published 11:43 p.m. ET Aug. 8, 2022



[View Comments](#)

Detroit — A hot spot has emerged in Detroit that is steering some congestion away from the crowded downtown to a bustling business strip on the city's near west side.

Since completing the \$17 million Livernois Streetscape Project between Clarita and Eight Mile, the Livernois Avenue of Fashion has been transformed. Livernois is now a two-lane roadway instead of three lanes. The area along Livernois has 24-foot-wide sidewalks for café seating, protected bike lanes embedded on the sidewalks, double-crosswalk streetlights, new landscaping and underground infrastructure.

The reduction in lanes has encouraged slower driving, allowed more outside dining, promoted events and programming, and brought in 18 African American-led businesses since the project's completion in summer 2020.



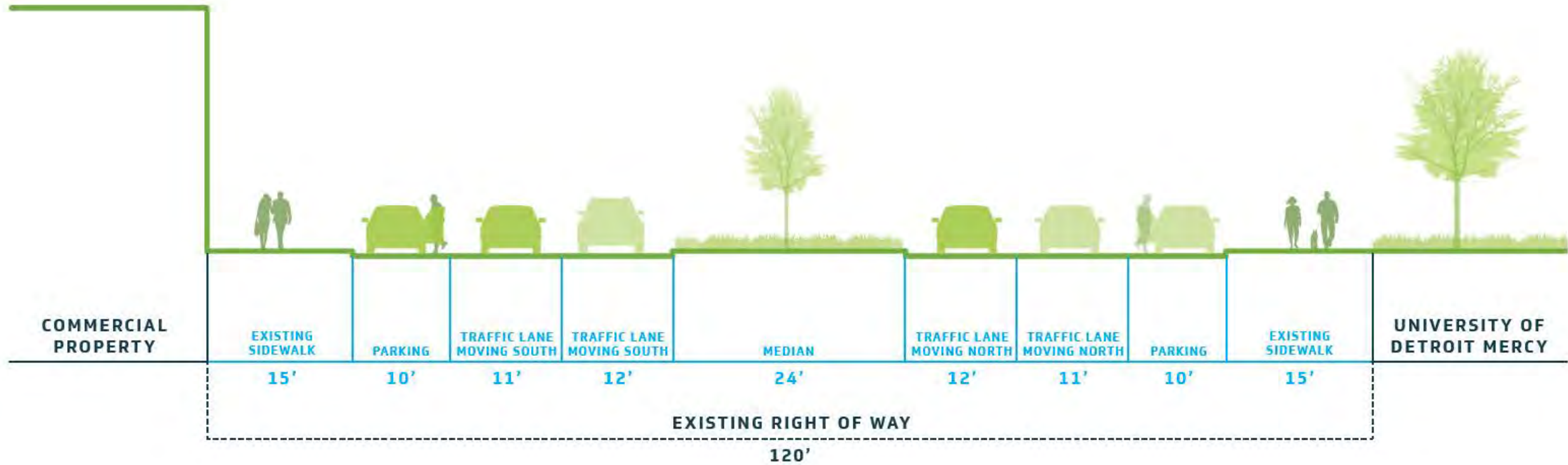
It has not always
been this way...



Livernois in 2015







LIVERNOIS AVENUE typical section



Livernois

CHECK CASHING AT FRONT



Google

Vox

Everything you need to know about the Detroit bankruptcy

By Danielle Kurtzleben | danielle@vox.com | Dec 15, 2014, 12:18pm EST

Dec 15, 2014



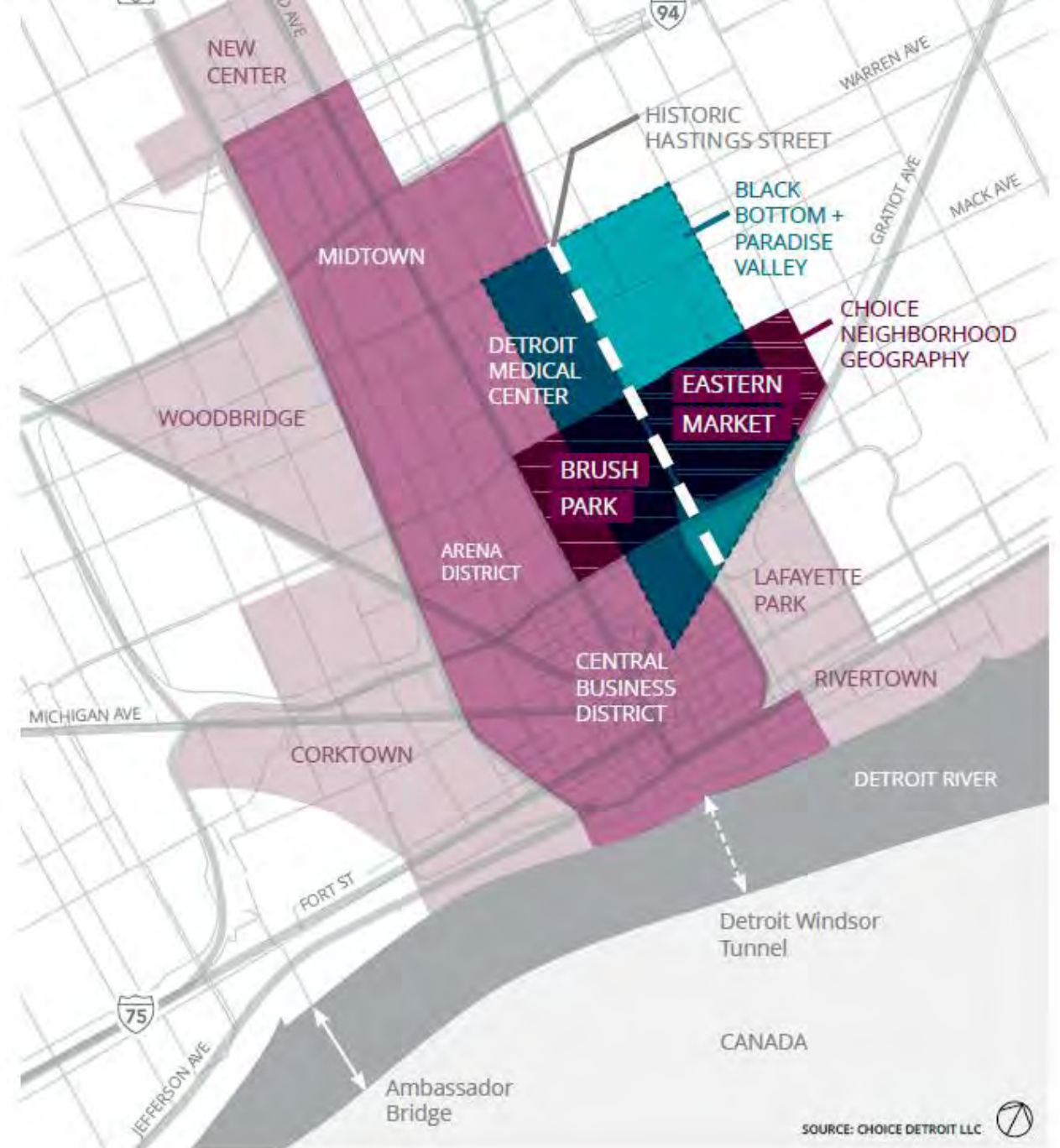




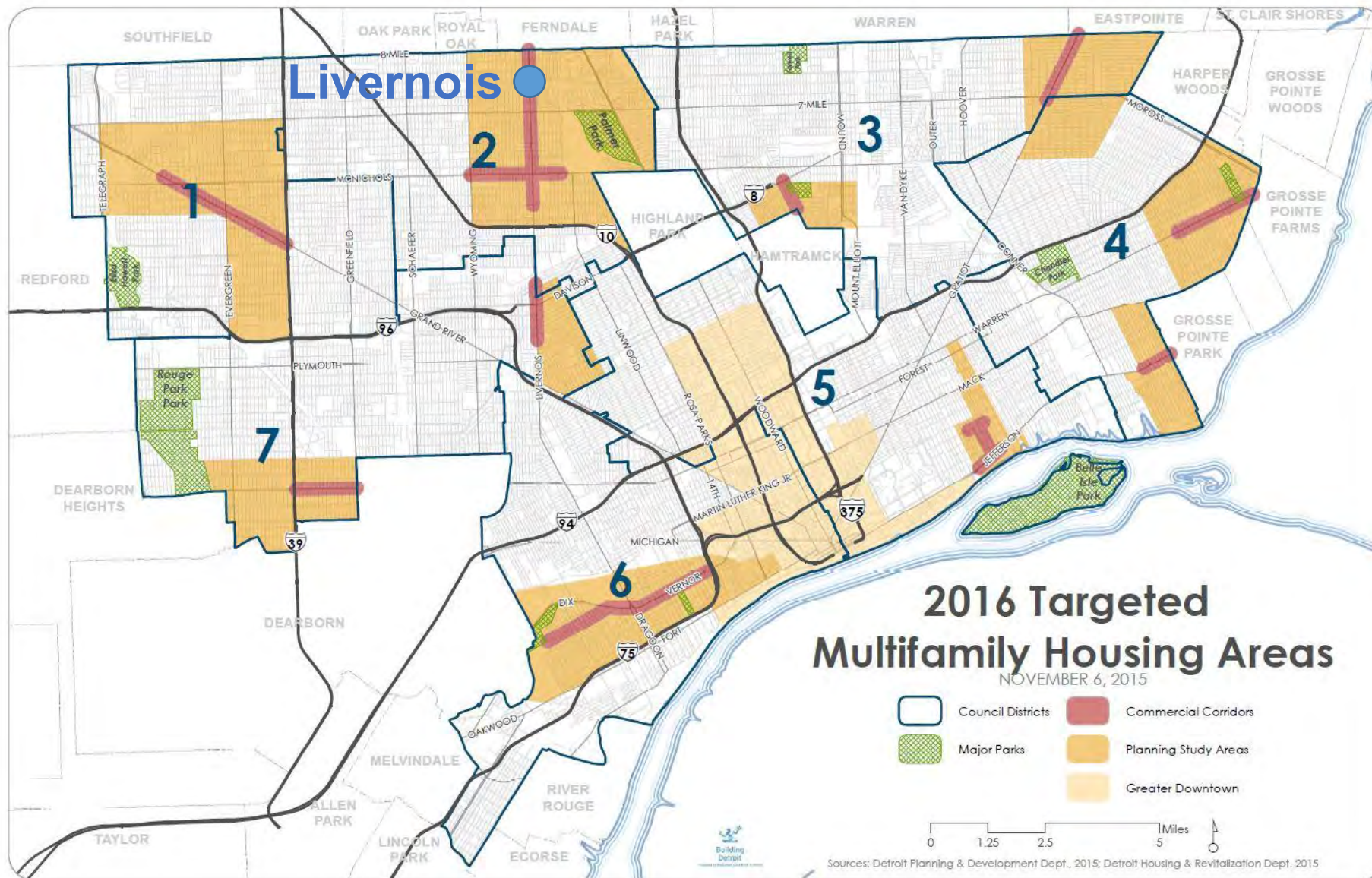


The greater downtown occupies 7.2 square miles within the 139 square mile geography of Detroit. Eight unique neighborhoods comprise greater downtown: Central Business District (CBD), Midtown, New Center, Woodbridge, Corktown, Eastern Market, Lafayette Park, and Rivertown. The blue shaded area represents two historically African American neighborhoods, Black Bottom and Paradise Valley, that were partially dismantled beginning in the 1940s. The white dotted line represents Hastings Street, the formerly predominant cultural thoroughfare for the community.

The neighborhood strategies encourages improved connections between the residential west side of the neighborhood and the commercial east side.



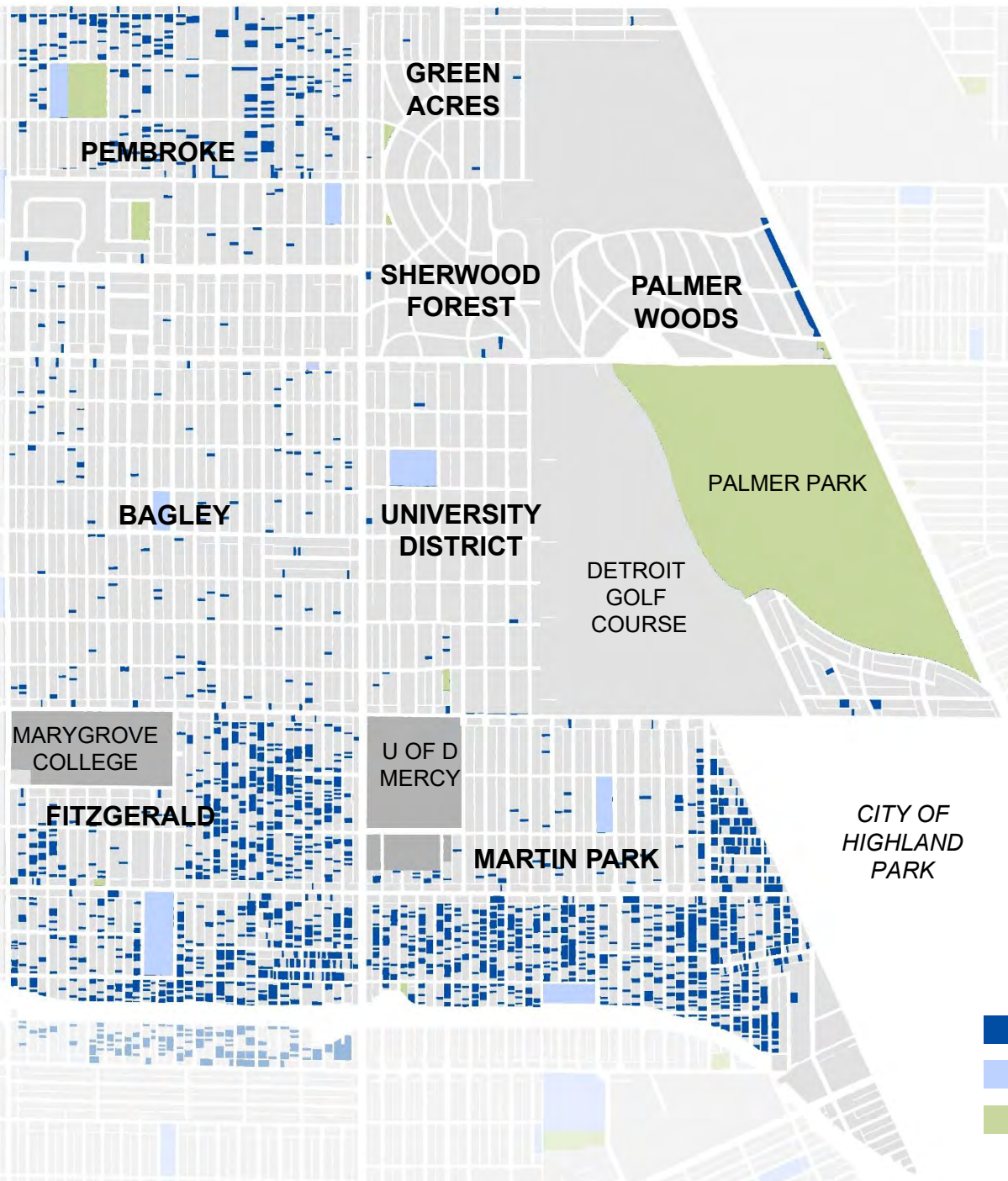
Expanding Place-Based Development Strategies to the Neighborhoods



**Support urban vitality in the neighborhoods
Inclusive economic recovery**



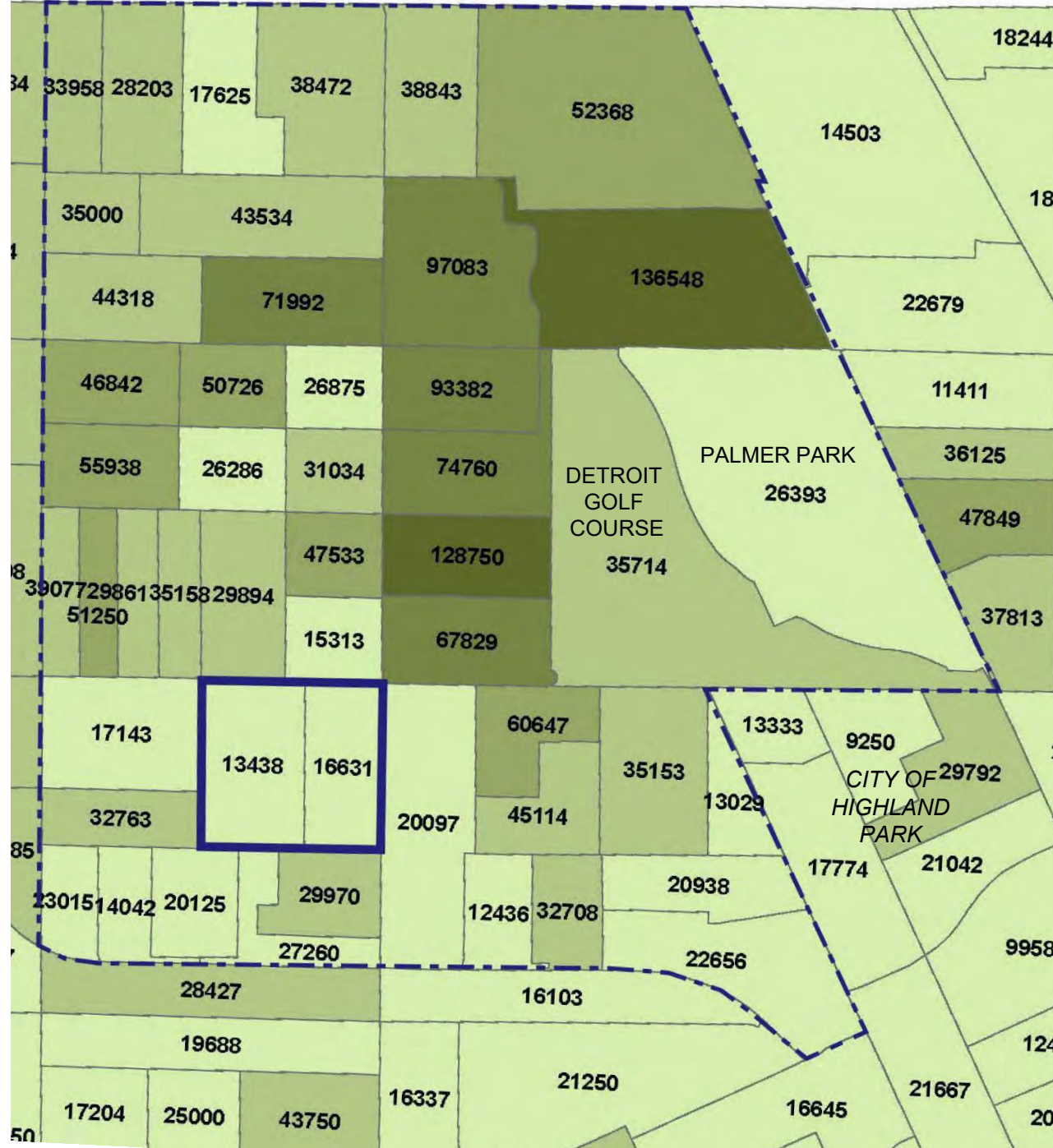
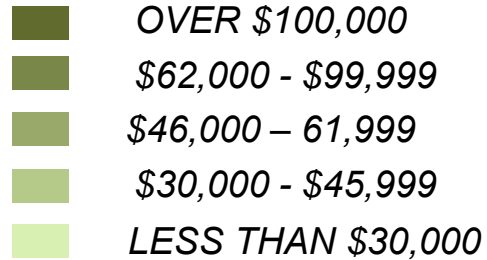
Reinvesting in Civic Life in Detroit's Neighborhoods



- Part of larger planning effort in the Livernois/McNichols area including 10+ neighborhoods
- Anchored by University of Detroit Mercy, Marygrove College
- Create a model of neighborhood revitalization that can be adapted across the city to address disinvestment and vacancy
- Leverage key private, public, philanthropic partnerships, build from areas of strength

Demographics

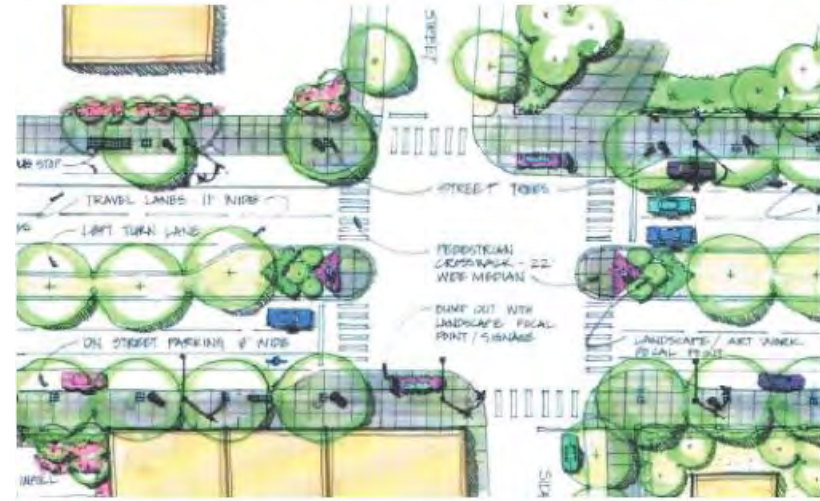
- Annual Median Household Income
- Some of strongest neighborhoods in Detroit in close proximity
- **Project Area**
 - 95% African American
 - 24% Youth
 - 12% Seniors
 - 28% Don't have access to a vehicle
 - 17% Unemployment



MOVE GOOD IDEAS FORWARD FROM PAST PLANS + STUDIES



WAYS OF LIFE, 2001
WAYNE COUNTY - UNIVERSITY COMMONS



LIVERNOIS BUSINESS DISTRICT
CHARRETTE, 2007



ULI DETROIT STUDY, 2012



LIVERNOIS STREETSCAPE
ENHANCEMENT PROJECT, 2012



28

COMMUNITY + TOWN
HALL MEETINGS



50

9

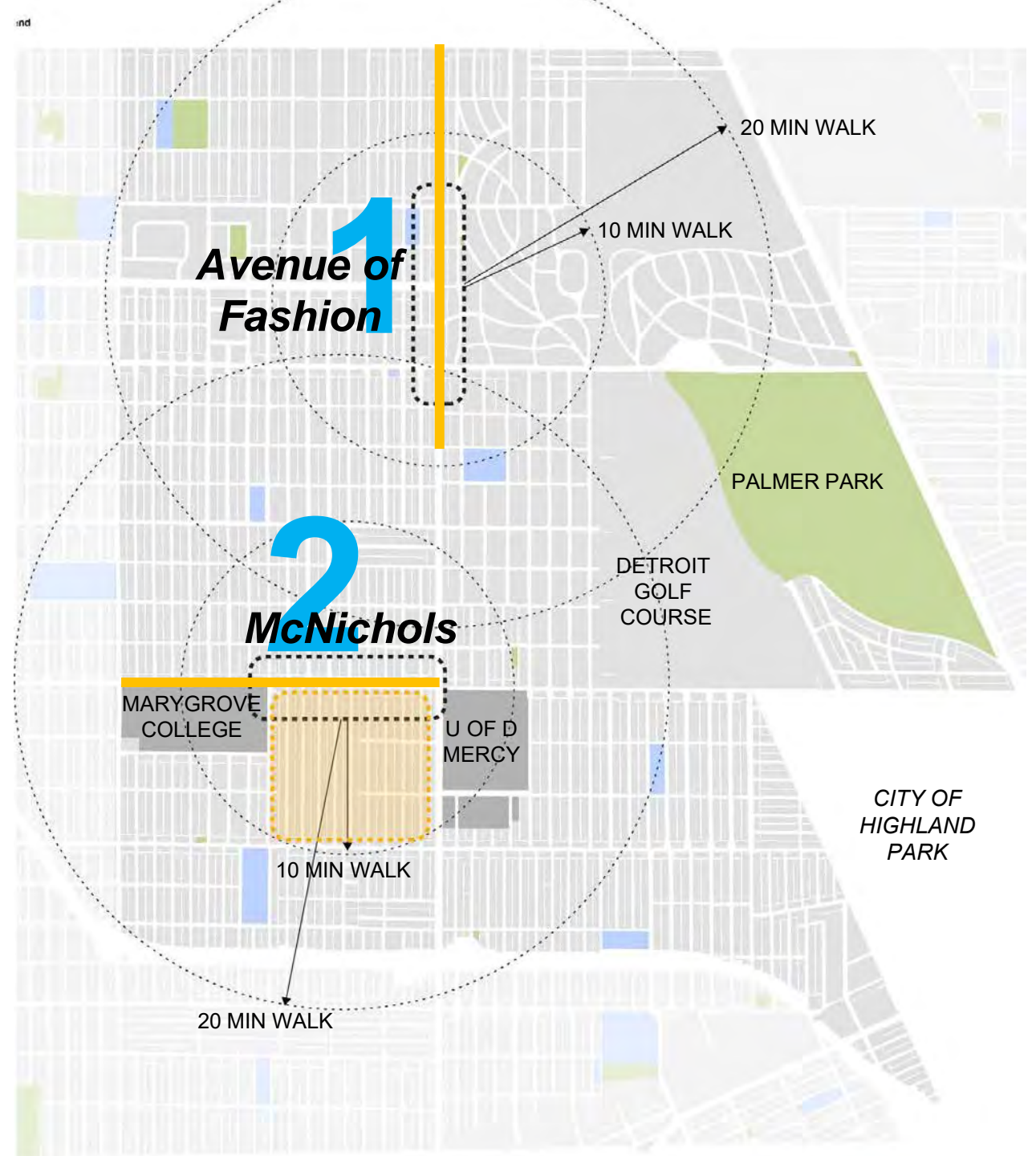
BLOCK CLUB + NEIGHBORHOOD
ASSOCIATION MEETINGS

POP-UPS + EVENTS



LIVERNOIS-MCNICHOLS PLANNING AREA

- **Enhancing two walkable retail nodes through targeted real estate and public infrastructure investment**
 - Avenue of Fashion
 - McNichols/Six Mile
- **Stabilizing neighborhoods**
 - Fitzgerald Revitalization Project





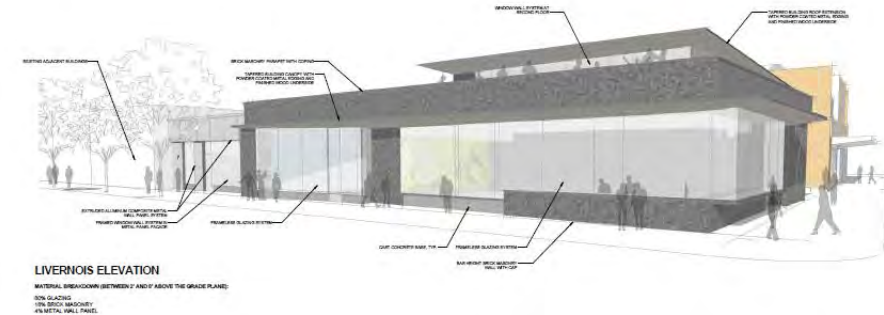
B. Siegel Building

Project Summary:

- Mixed use rehabilitation project – over 20,000 sf of commercial and 10 new housing units
- Underground in basement of B. Seigel building (27 spaces) plus angle parking on Stoepel (9 spaces)



Groundbreaking in Q1 2018



Developer: Iconic Development (Matt Hessler)



MOTORCITYMATCH

DETROIT'S BUSINESS CHALLENGE

[Home](#)

[Why](#)

[Building Owner](#)

[Business Owner](#)

[News & Events](#)

[Contact](#)

**\$500,000
EACH QUARTER**

IN GRANTS TO BUSINESS & BUILDING OWNERS

Motor City Match connects new and expanding businesses with Detroit's quality real estate opportunities, providing them with funding and tools to fuel the city's entrepreneurial revolution.

[Learn More](#)

Dream It. Do It. Detroit

Building Owner applications open April 1 and close May 1.

Business Owner applications open June 1 and close July 1.



Narrow Way Café, LLC

19331 Livernois
\$45,000 grant winner

Narrow Way Café is a new, family-owned restaurant-style coffee shop, specializing in premium coffee and baked goods. The business has secured a contract to offer Zingerman's Coffee and Bakehouse products known for their superior quality.



Done for the DEGC by Street Sense, a Maryland consulting firm, the new study found that Detroiters spend some \$2.6 billion a year beyond the city's borders. Keeping money inside the city would create a huge opportunity for neighborhood revitalization, with thousands of jobs and tremendous development potential.

JOHN GALLAGHER

Detroiters deserve more retail in their neighborhoods; new study backs an old idea



John Gallagher

Detroit Free Press

Published 3:58 p.m. ET Feb. 6, 2018 | Updated 6:45 p.m. ET Feb. 6, 2018

[View Comments](#)



WHY STREETScape MATTERS



ENHANCING COMMERCIAL CORRIDORS

- Support Livernois/McNichols businesses and promote economic vitality of the corridor
- Encourage more walkable, active retail foot traffic to create 20-minute neighborhoods
- Enhance character, identity and unique sense of place that supports the neighborhoods and can be a destination
- Improve safety by slowing down cars and supporting greater pedestrian activity
- Change the balance from auto-centric to pedestrian and bicycle

Livernois Corridor

LEGEND:

- 1 Loose Massage Therapy MCM: \$30K
- 2 I'm Here LLC, MCM: \$100K
- 3 Narrow Way Cafe, MCM: \$45K
- 3 D&D Cuisine LLC, MCM: \$35K
- 5 Skin Bar VII, MCM: \$45K
- 6 Lacquered, MCM: \$25K
- 7 Social Sushi, MCM: \$45K
- 8 Black Pride Beauty, MCM: \$60K
- Streetscape Investment: \$5.8M
- Liv/7 - B. Siegel's GAP: \$1.3M

TOTAL: \$7.485M

Eight Mile

Pembroke

St Martins

Outer Drive

Cambridge

Clarita

Seven Mile

1. MCM
\$30K

2. MCM
\$100K

3. MCM
\$45K

4. MCM
\$35K

Streetscape
\$5.8M

Liv/7
\$1.3M
CRP

4. MCM
\$45K

5. MCM
\$25K

6. MCM
\$45K

7. MCM
\$60K



Project Engagement Timeline



Prototyping

- Test ideas with residents at 1:1 scale
- Gather real world data and feedback
- Build momentum with quick action vs. longer timeline for construction and approvals
- **ALWAYS FOLLOW THROUGH WITH PERMANENT INVESTMENT!**



A high-angle, close-up photograph of a person in a dark jacket kneeling on asphalt, applying a strip of white tape to the ground. The tape is being laid out in a straight line, parallel to a white painted curb. In the background, other people are visible, some also kneeling and working on the pavement. A roll of white tape sits on the asphalt in the foreground. The scene is brightly lit, casting shadows on the pavement.

Livernois Better Block
April 22-23, 2016



Image Credit: Alexa Bush



Image Credit: Alexa Bush



Image Credit: Alexa Bush





BER
BEAUTY CENTER
340 13



McDonald's



“Wow, I never realized that Livernois could feel like a **neighborhood** street...”













Image Credit: Alexa Bush



NO STANDING



Team

Lead: Planning and Development - Alexa Bush

Department of Neighborhoods, Public Works

Detroit Economic Growth Corp

Invest Detroit

Better Block Foundation

Live6 Alliance

Detroit Collaborative Design Center

Spackman Mossop and Michaels

Fitzgerald Community Council

College Core Block Club

University of Detroit Mercy

Reimagining the Civic Commons: Knight, JPB, Kresge and Rockefeller

Foundations



Livernois Better Block II
Aug 6 – Sept 10, 2016



U-HAUL *Mom's Attic* U-HAUL
ONE-WAY & IN-TOWN MOVES

LIGHT EQUIPMENT / LOWEST COST

Easier To Load • Seats 3

UNDER 14,500 GROSS

MIKE'S MARKET
MEAT PRODUCE
LIQUOR BEER-WINE





I IMAGINE
LIVERNOIS
AS A STREET WHERE

More things
for kids! ♥

Gardens,
flowers, fresh
fruits & veggies

Bike stands
& kid activities!

Pet
store

Live
shows!

grassy
MORE
walkers
THAN
CARS

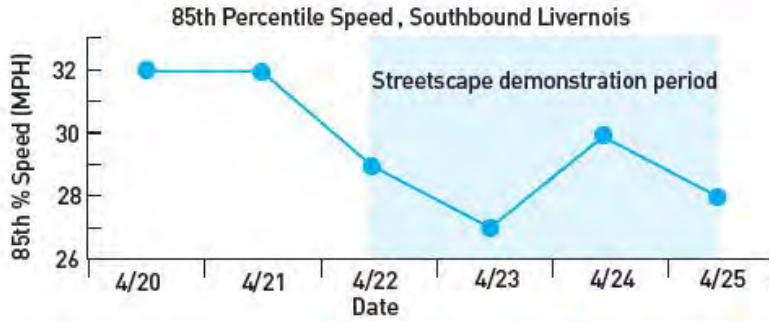
Different
type
of
Stores.

COME LEARN ABOUT
THE LIVERNOIS
STREETSCAPE PROJECT!
\$50 GIFT CERT. WIN!
FILL OUT A SURVEY 4 CHANCE!

Woman sitting on a wooden crate, wearing a blue tank top and dark shorts, holding a small object in her hands.

Child standing next to the woman, wearing a black shirt and red shorts.

COMMUNITY ENGAGEMENT EFFORTS



TOP STRATEGIES TO MAKE LIVERNOIS 'MORE VIBRANT':



"MORE SHOPS"



"MAKE IT WALKABLE"

TOP FOUR ELEMENTS THAT RESPONDENTS WANTED TO SEE MADE PERMANENT:

1. BIKE LANES

3. ANGLED PARKING

2. CROSSWALKS

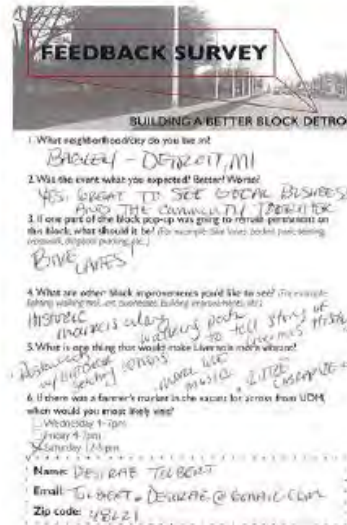
4. POCKET PARK/MARKET



Two-way cycle track on Livernois



Pocket park with local vendors and entertainment



Context map





design option A

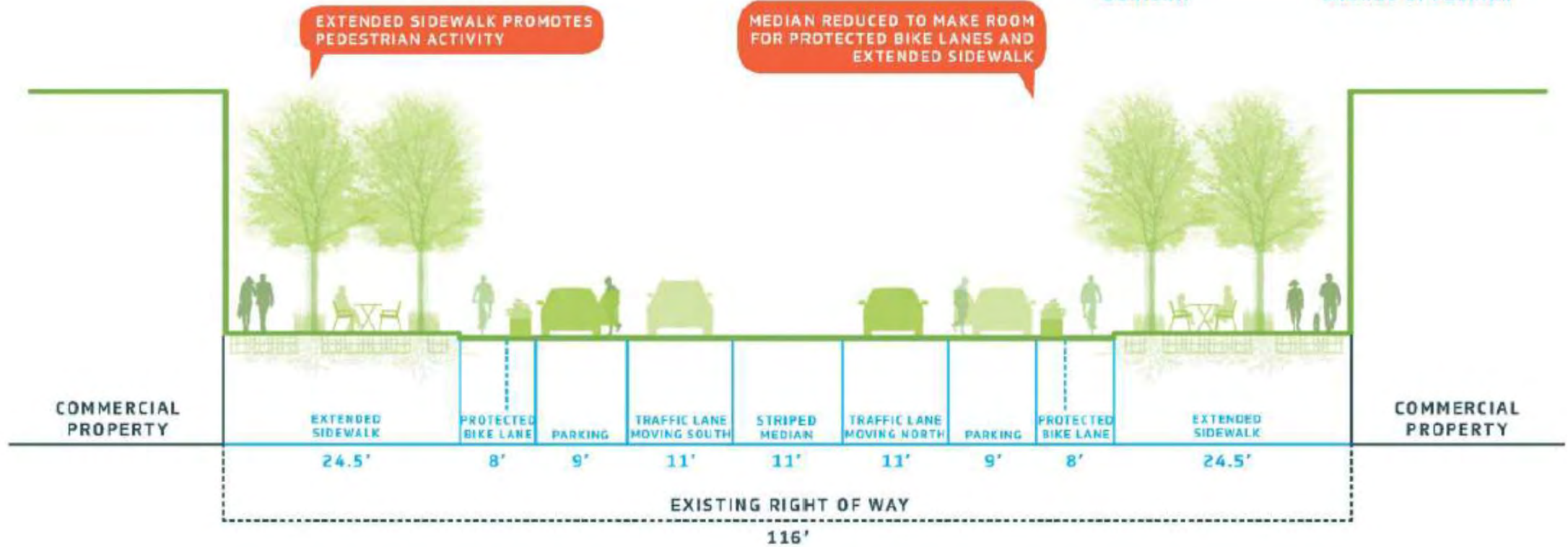
Cost:	\$\$
Traffic Lanes:	4 Lanes
Median:	Reduced
Curbs:	Same
Context:	Low-Density Commercial, UDM



LIVERNOIS AVENUE proposed section

design option B

Cost:	\$\$\$
Traffic Lanes:	4 Lanes
Median:	Reduced
Curbs:	Extended
Context:	Avenue of Fashion



AVENUE OF FASHION proposed section

Neighborhood Framework Plans

- **SNF Round 1**

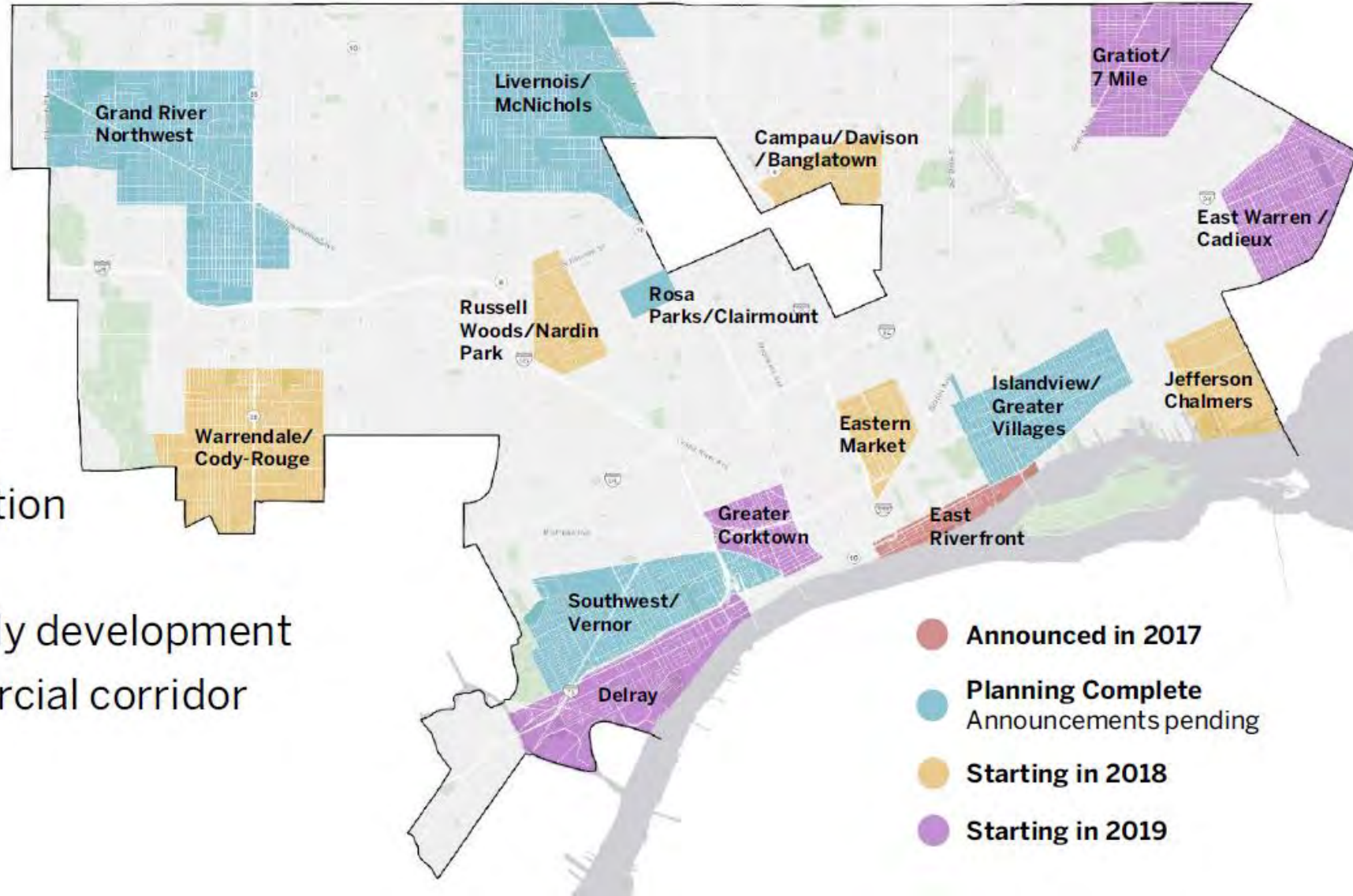
- \$42 million
- 3 neighborhoods

- **SNF Round 2**

- \$130 million
- 7 neighborhoods

- **Investments will support:**

- Neighborhood stabilization
- Parks & greenways
- Mixed-use & multi-family development
- Streetscapes & commercial corridor revitalization



4 strategies



Capital projects

1. PARKS & GREENWAYS



2. STREETSCAPES



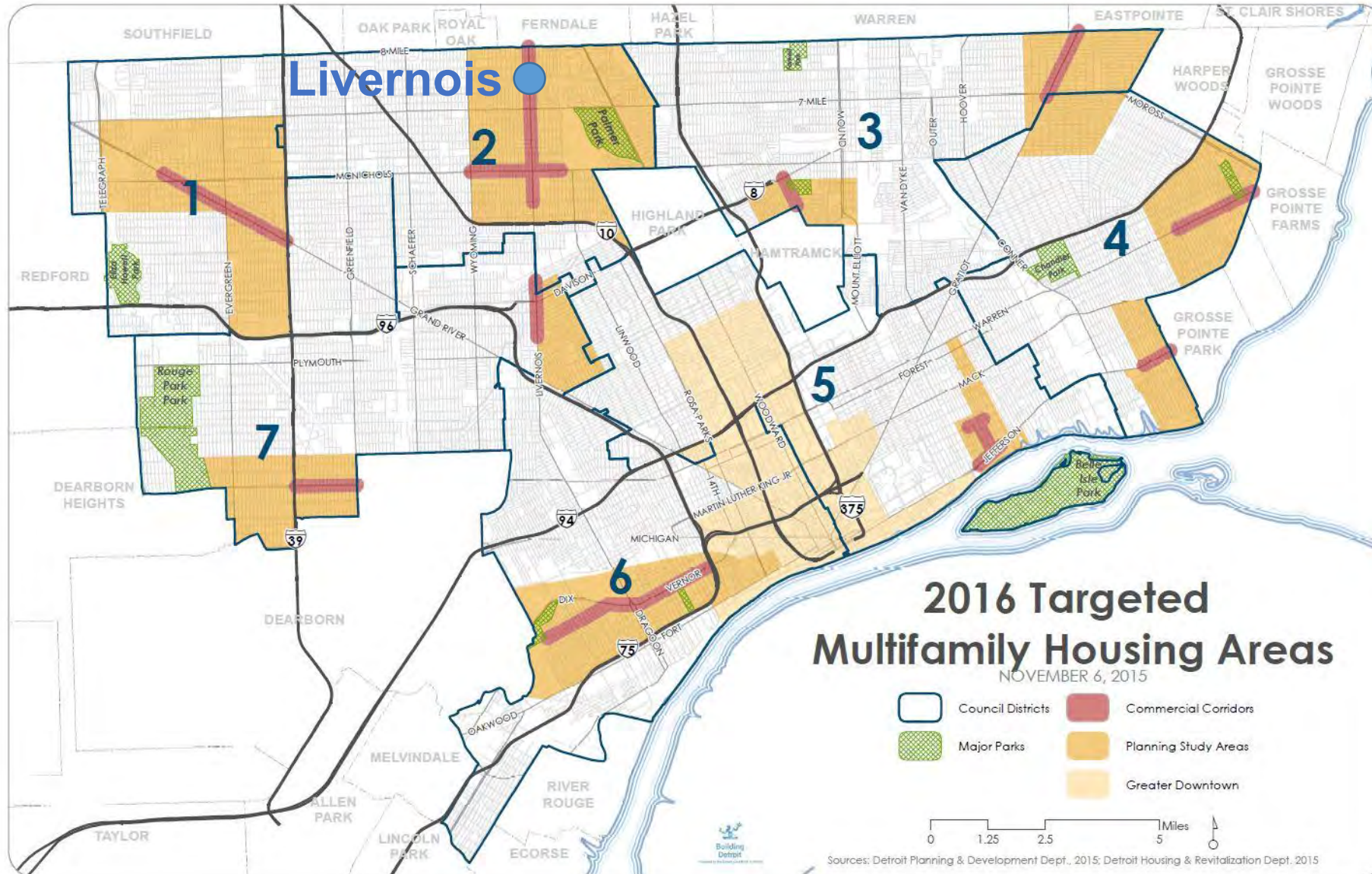
3. MIXED-USE/MULTIFAMILY DEVELOPMENT



4. NEIGHBORHOOD STABILIZATION



Road bond to support streetscape improvements in all commercial corridors





Where am I: [Home](#) / [Department of Public Works](#) / [Complete Streets](#)

Streetscape Program

The City of Detroit is investing \$80 million in bond funding to improve streetscapes and commercial corridors across the City. These streetscape improvements support the City's neighborhood planning efforts to improve safety and quality of life for Detroit residents. Streetscape improvements might include a variety of amenities including sidewalks, bicycle lanes, improved lighting, landscaping, neighborhood branding, and more.

The goal of implementing a streetscape is to achieve a beautiful corridor where neighborhood businesses can thrive, and where people feel safe and welcomed. The improvements will better encourage all forms of transportation including walking, biking, riding transit and taking a car.



Text your street address to sign up for trash & recycling reminders
[\(313\) 800-7905](tel:3138007905)



Department of Public Works Administrative Office
[\(313\) 224-3901](tel:3132243901)



James Hanning, AICP
Deputy Director
Complete Streets
[3132243923](tel:3132243923)
james.hannig@detroitmi.gov

- In 2017, City issues \$125M Road bond against state gas tax increase
- \$80M for 17 Commercial Corridor Complete Streets
- Planning Dept+Mayor's Office lead engagement, DPW delivers the streetscape implementation
- Created a Complete Streets team in DPW to implement these projects (plus other traffic calming projects)
- RFP for a PMO (2) to support DPW in delivering the work (except Livernois!)



**ONE CITY.
FOR ALL OF US.**



design

livernois option B



Construction puts a squeeze on businesses along Detroit's historic Avenue of Fashion

'Make some noise to save Livernois!'

By Lee DeVito on Wed, Aug 28, 2019 at 1:00 am

SEND A NEWS TIP



Dolphin Michael, the president of the Avenue of Fashion Business Association, claims it's the highest concentration of Black-owned businesses in the entire country.

He says he's skeptical about the project's narrowing of a major thoroughfare, as evidenced by the backed-up traffic during construction. He says he's also skeptical of the city's push for bike lanes and pedestrian-friendly districts ...

"Most people don't realize it who aren't from Detroit, but Detroiters are in love with their cars," Michael says.





Owners of longtime establishments say despite the initial pushback against city-led efforts to redesign the strip, the area is "coming back better than before."

"The streetscape has helped immensely," said Rufus Bartell, who has been a business owner on the strip for nearly 20 years. "Everybody pooh-poohed it at first, saying 'It's too big,' and so forth, and now every community organization wants one because now you can see a mile in each direction."

Detroit turns a commercial corridor into a new kind of hot spot
The Detroit News, Aug 8, 2022

**NONI'S
SHERWOOD
GRILL**



Thank You!