



NEXT DETROIT NEIGHBORHOOD INITIATIVE OVERVIEW

Next Detroit Neighborhood Initiative (NDNI), a 501(c)3 nonprofit organization which focuses on the transformation of Detroit neighborhoods through reinforcement, revitalization and redevelopment efforts or initiatives. Our “on the ground” experience enables us to provide strategic models for safety management, blight remediation, foreclosure prevention and other critical success factors in stabilizing Detroit neighborhoods. We strive to improve the quality of life in these areas by linking community based organizations to resources to fund initiatives that address neighborhood challenges. Through community engagement, collaboration with philanthropic leaders, and the coordination of governmental resources, NDNI bridges gaps around the neighborhood development delivery system in our city to build a stronger Detroit.

- **Reinforce:** Strategies are designed to strengthen neighborhoods that possess the characteristics of a stable tax base inclusive of moderate recreational activities, have a high percentage of home ownership, requiring minimal investment in the current housing stock.
- **Revitalize:** Goals are to infuse a combination of private, non-profit and governmental resources to provide intervention strategies to reverse negative social and economic trends that are impacting an otherwise stable neighborhood.
- **Redevelop:** Plans are to completely overhaul an area where extreme blight and abandoned structures exist and create an entirely new land use strategy for the neighborhood which will benefit citizens in the existing and surrounding areas.

GRAND RIVER-GREENFIELD NEIGHBORHOOD TYPOLOGY

Grand River-Greenfield is a community of approximately 15,945 residents. Once a stable middle-class community, the Grand River Greenfield community lost 27% of its population in the past 10 years, and nearly 80% of the residents fall within the low to moderate-income category. Slightly more than 70% of the households in the neighborhood are comprised of families, and 56% are female-head of household families. Three quarters or 75% of the residents have a high school education or higher and at least half or 50% are registered voters.

The neighborhood is comprised of a mix of moderately stable and poor housing stock, peppered with vacant lots and abandoned structures. While most of the neighborhood is fairly stable, abandonment and vacancy continues to plague the community in targeted areas near Cruse, Stansbury, Lesure and Tracy. There have been no new permits pulled for development or construction in over ten years. Four hundred parcels of land have been sold to private individuals in the last two years, but of those properties sold only a small amount were in the neighborhood where there is the most blight and abandonment. This area also has the highest concentration of crime, suspicious fires and illegal dumping.

The community is anchored by the former Mammoth Department store and Federals Building, which now stand mostly vacant with poor retail that provides little service to the community. However, a private developer that has already begun the process for redeveloping the site owns both properties. There are also two new retail strips that are beginning to show signs of deterioration and provide minimal service to the community. The Fenkell Avenue commercial corridor is nearly 100% vacant from Greenfield to Schaefer, and anchored by a vacant and deteriorated light industrial complex between Hubbell and Schaefer.

The proximity of the Grand River-Greenfield neighborhood to Rosedale Park provide opportunities for economic revitalization if targeted investment is made in the weakest areas in both the residential and commercial sections of the neighborhood. This community has several other amenities that include four schools and a childcare center, Michigan Department of Social Services as well as a medium-sized neighborhood park.

NEXT DETROIT NEIGHBORHOOD INITIATIVE

Glossary of Resources

B&SE-Building and Safety Engineering

B&E Task Force- Detroit Police Dept. Breaking and Entering Task Force

DAH- Department of Administrative Hearing

DCI- Detroit Community Initiative

DPW- Department of Public Works

DWDD- Detroit Workforce Development Department

DEA- Department of Environmental Affairs

DEGC-Detroit Economic Growth Corporation

DPD- Detroit Police Department

DHWP- Department of Health and Wellness Promotion

DHS-Department of Human Services

DPS- Detroit Public School

DWSD- Detroit Water & Sewerage Department

HUD- Housing & Urban Development

LISC- Local Initiatives Support Corporation

MEDC- Michigan Economic Development Corporation

MPD-Municipal Parking Department

MDOT- Michigan Department of Transportation

MPRI- Michigan Prisoner Re-Entry Initiative

MSHDA- Michigan State Housing Development Authority

MOCA- The Mayor's Office of Community Affairs

NCH-Neighborhood City Hall

ONCR-Office of Neighborhood Commercial Revitalization

OTBD- The Mayor's Office of Targeted Business Development

P&DD- Planning and Development Department

PLD- Public Lighting Department

REC- Recreation Department

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS

Issue A: Commercial Development and Improve City Services

Revitalization Community - Enhance Commercial Retail and Improve City Services

Goal: *To implement specific strategies that will attract viable and sustainable retail that offers economic opportunities for job creation and quality services to Grand River-Greenfield residents.*

City of Detroit Public Efforts:

1.) Market the area to potential local, regional, and national retailers and developers.

Lead Agency: DEGC

Partners: Private developers, P&DD, DPW, OTBD, & PLD

Outcome Statement: Develop a targeted business attraction strategy to attract at least 4 new retailers to the Grand River-Greenfield business district.

Strategy:

- Complete the Social Compact Market study.
- Develop marketing prospectus packages to attract new retailers.
- Develop marketing strategy to attract new retailers and retain existing businesses.

Timeline: July 2007- 2012

2.) Provide enhanced streetscape to attract retailers to the area.

Lead Agency: DPW & DEGC

Partners: PLD, MDOT, Wayne County

Outcome Statement: To improve the physical infrastructure of Grand River-Greenfield area in order to attract new retail and encourage existing businesses to make capital facade improvements.

Strategy:

- Make the following infrastructure improvements:
 - Road repaving
 - Decorative street lighting
 - Additional trash receptacles
- Facilitate business facade loans in the Grand River-Greenfield area.

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS

Issue A: Commercial Development and Improve City Services

- Install Driver Feedback Signs (DFS) on Fenkell for Bethune Elementary.
- Collaborate with MDOT to complete traffic study for Grand River-Greenfield area.
- Install modernized traffic Improvements for the following:
 - Fenkell-Hubbell: Modernized in 2006.
 - Hubbell-Lydon: Modernized in 2006.
 - Hubbell-Schoolcraft: Modernized in 2006.
 - Coyle-Schoolcraft: Scheduled to be modernized in 2007.
 - Install 4-way Left-Turn signal at the corner of Grand River and Schaefer.

Timeline: 2007-2009

City of Detroit Public/ Private Efforts:

1.) Inform, educate and empower the Grand River-Greenfield Community to take ownership and play an active role in the development process.

Lead Agency: MOCA

Partners: Strather & Associates, Grand-River Greenfield Businesses, Burns-Cooley Community Association, Bethune Community Council, Cadillac Community Council, Calvary Baptist Church Hampton Memorial Church, Metropolitan Church of God, Greater Progressive Church, Mt. Valley Church, Evangelical Ministries Church, and Disciples of Christ Church

Outcome Statement: Conduct at least 2 community meetings to update residents in the area of the development plans for the Grand River-Greenfield area.

Strategy:

- Inform and obtain community's support for the development projects in the area.
- Encourage the community to patronize businesses in the Grand-River Greenfield area.
- Communicate the development plan to the community to garner buy-in, support, and participation.

Timeline: 2007-2009

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS

Issue A: Commercial Development and Improve City Services

2.) Implement a commercial redevelopment strategy to attract new development to the Grand River-Greenfield intersection.

Lead Agency: DEGC

Partners: P& DD, DWDD, Private Developers

Outcome Statement: To develop and implement a redevelopment strategy to revitalize the existing commercial and retail business district.

Strategy:

- Retain a consultant to develop a land use strategy
- Develop and package incentives to attract new commercial retail to the business district.
- Identify and implement necessary infrastructure improvements and city services to support the new landscape.
- Help entrepreneurs acquire grants and/or loans to improve building facades
- Train & place qualified candidates in the work fields of Customer Service, Hotel Restaurant Service, and Real Estate.

Timeline: 2007-2012

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS
Issue B: Crime Prevention

Revitalization Community- Enhance Commercial Retail and Improve City Services

Goal: To implement specific strategies that will reduce the opportunity for crime by targeting specific criminal activity that compromises the safety of Grand River-Greenfield residents.

City of Detroit Public Efforts:

1.) Increase police visibility and create a safe community where residents and businesses can feel secure and protected by reducing the amount of robbery, larceny, and prostitution.

Lead Agency: DPD

Outcome Statement: Reduce the following crimes by 10%.

1. Home Invasions
2. Car Thefts
3. Break-Ins
4. Prostitution (increase DPD enforcement of prostitution by 10 %.)

Strategy:

- Develop a joint deployment plan between the Northwestern and Southwestern District's Community Relation Units to utilize real time data to proactively target existing and emergent crime trends, which will reduce armed robbery and increase police presence.
- Improve communication with citizens and business owners that report non-emergency calls for suspicious and criminal activity by distributing a Shift Commander Contact Sheet that citizens can use to contact the Officer in Charge of each platoon regarding their non-emergency issues.
- Utilize Tip Sheets that are distributed at community meetings.
- Implement the Project Fresh Start Program to reduce prostitution and partner with DPD, Law Department, Wayne County Sheriff's Department, 36th District Court and the Detroit Bureau of Substance Abuse. The Project Fresh Start program serves as an alternative to jail time, designed to address the special needs and challenges prostitute's face during rehabilitation.

Timeline: 2007-2012

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS

Issue B: Crime Prevention

City of Detroit Public / Private Efforts:

1.) Establish Citizen Radio Patrols

Lead Agency: NCH

Partners: DPD, Burns-Cooley Community Associations, Bethune Community Radio Patrol, Cadillac Community Council, Calvary Baptist Church, Hampton Memorial Church, Metropolitan Church of God

Outcome Statement: To improve the existing citizen's radio patrols and establish at least one additional citizen's radio patrol in the Grand River-Greenfield area to reduce crime and improve the community's relationship with the Police Department, thereby enhancing the safety of Grand River-Greenfield residents.

Strategy:

- Partner with NCH to establish a radio patrol.
- Facilitate greater community involvement and distribute Shift Commander Contact Sheets that citizens can use to contact the Officer in Charge of each platoon regarding their non-emergency issues.
- Encourage citizens to report narcotic activity, illegal gun activity and to use the 1-800 speak up information to patrol personnel and conduct OTE push-offs.
- Educate citizens on the advantages of using the internet via email to anonymously alert the SW District of concerns; tip sheets shall be provided during all community relation meetings.

Timeline: May 2007-2008

Private Efforts:

1.) Reduce crime by providing additional support to the Police, businesses, customers and residents by utilizing 24-hour surveillance cameras to monitor the Grand River-Greenfield area.

Lead Agency: Strather & Associates

Partners: Stratus Security Management Company

Outcome Statement: Create a secure environment where residents and customers feel safe to shop.

Strategy:

- Identify and install cameras in strategic locations.
- Identify location of 24 hour monitoring station and reporting procedure with DPD.
- Identify and procure resources: financial, manpower, hardware, and city services to implement security measures

Timeline: 2007-2009

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS

Issue C: Homeownership and Beautification

Revitalization Community- Enhance Commercial Retail and Improve City Services

Goal: To implement strategies that will encourage Grand River-Greenfield businesses and residents to promote and maintain a neighborhood that is clean, attractive, reflects pride and increases property value.

City of Detroit Public / Private Efforts:

1.) Enforce building code violations for dilapidated structures or businesses with illegal signage and/or graffiti.

Lead Agency: B&SE

Partners: DEA, Wayne County Nuisance Abatement Program

Outcome Statement: Reduce blight in the Grand River-Greenfield commercial corridors by 50% while holding businesses and property owners accountable by utilizing aggressive code enforcement.

Strategy:

- Identify and target at least ten blighted influences on the Fenkell, Grand River, Greenfield, Schoolcraft and Schaefer Corridors.
- Clearly identify and communicate the building codes and ordinances to the businesses, property owners and residents.
- Communicate the code violation penalty process to current and potential violators, e.g. 1st notice, 2nd notice.
- Establish a process for reporting code violators to the Wayne County Nuisance Abatement Program.
- Provide a list of potential violators specifically from the Grand River-Greenfield area that are reported to the 311 Call Center's Super Log for B&SE inspectors weekly investigation.
- Conduct two training sessions a year for the community on the proper use of the 311 Call Center for reporting code violations.

Timeline: May 2007 – 2010

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS

Issue C: Homeownership and Beautification

2.) Provide home weatherization and home repair services to qualified households.

Lead Agency: DHS

Partners: P&DD, financial institutions

Outcome Statement: To provide qualified households with weatherization assistance, loans, and emergency home repair grants to at least 2% of the qualified target residents.

Strategy:

- Identify residents that would qualify for the weatherization program & home repair grants/loans.
- Identify additional funding sources.
- Develop and approve a vendor, contractor, and lending institution list to provide services.
- Identify the managing "entity/office" for this process.
- Outline the application process and the criteria for acceptance and approval.

Timeline: 2007 - 2009

3.) Remove illegal dumping in the area and recognize individuals and businesses for their participation in clean up and beautification efforts.

Lead Agency: DPW

Partners: MOCA, NCH, DEA, City Year, Burns Elementary School, Burns-Cooley Association, Bethune Community Council, Cadillac Community, Hampton Memorial Church, Calvary Baptist Church, Metropolitan Church of God, Greater Progressive Church, Mt. Valley Church, Evangel Ministries Church, & Disciples of Christ Church

Outcome Statement: To identify at least ten illegal dumpsites, blight, and obstructive streetscape elements affecting the commercial corridors and residential areas in the Grand River-Greenfield area.

To encourage volunteerism, community involvement, and neighborhood pride through beautification recognition events.

Strategy:

- Remediate and clean targeted illegal dumping sites.
- Remove all planters on Grand River in front of businesses in the Grand River Commercial District.
- Identify volunteers to participate in a beautification and clean up effort for the Grand River-Greenfield area.
- Organize a Beautification Team for the Grand-River Greenfield area.
- Establish a community partnership with Burns Elementary School to clean up and plant flowers around the school.

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS

Issue C: Homeownership and Beautification

- Educate the community, businesses and residents about code enforcement procedures and fines associated with blight and dumping.
- Identify additional resources and funds needed to facilitate and sustain clean up and beautification efforts.
- Plan two neighborhood "celebration" activities within the first year.
- Inform and engage residents in the City Wide Beautification Competition that recognizes residents and student volunteers to clean up and maintain beautification efforts in their neighborhoods.

Timeline: May 2007 – 2009

4). Create a comprehensive housing development strategy.

Lead Agency: Planning & Development Department

Partners: B&SE & non-profit housing corporations

Outcome Statement: To identify and partner with at least one community based non-profit housing corporation to implement an in-fill housing strategy for the Grand River -Greenfield area, resulting in building or renovating at least 12 housing units.

Strategy:

- Identify and target the most dangerous vacant and abandoned structures for demolition.
- Identify and secure abandoned homes that can potentially be rehabilitated and sold.
- Identify financial subsidy for housing development.
- Identify, address and bundle vacant properties by assessing the need for in-fill housing and assemble lots for construction of new homes.

Timeline: 2007 – 2010

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS

Issue C: Homeownership and Beautification

5). Create a business association and strengthen neighborhood block clubs.

Lead Agency: NCH

Partners: Strather & Associates, ONCR, OTBD, MOCA, Burns- Cooley Community Association, Cadillac Community Council, Bethune Community, Hampton Memorial Church, Metropolitan Church of God, Calvary Baptist Church, Grand River-Greenfield Businesses

Outcome Statement: To develop and sustain one business association and strengthen existing block clubs and community associations to take both ownership and leadership roles within the Grand River-Greenfield area.

Strategy:

- Identify the "cornerstone" businesses in the community to organize and participate in the business association.
- Develop a marketing strategy that communicates the benefits of affiliation with the business association.
- Identify resources required and possible funding support for the business association.
- Develop and identify incentives for joining the business association.
- Provide consistent communication and governmental feedback to the associations and clubs.

Timeline: May 2007 – 2009

Private Efforts

1). Provide financial literacy and foreclosure prevention training and programs.

Lead Agency: Detroit HOPE

Partners: Congressional Black Caucus Foundation Detroit With Ownership Wealth (WOW), Wayne County Treasurer's Office, Federal Reserve Bank of Chicago in partnership with local financial institutions.

Outcome Statement: To educate and provide support resources for residents of the Grand River-Greenfield area regarding foreclosure prevention and financial literacy resulting in continued occupancy and neighborhood stability.

Strategy:

- Partner with Detroit HOPE to coordinate foreclosure prevention and mediation activities.
- Partner with CBCF Detroit WOW to coordinate financial institutions and mortgage brokers.
- Coordinate foreclosure prevention and mediation strategies with Wayne County Treasurer's Office.
- Host Detroit Home ownership education mini fair in the Grand River Greenfield area.

NDNI GRAND RIVER-GREENFIELD COMMUNITY WORK-PLANS

Issue C: Homeownership and Beautification

- Partner with Federal Reserve Bank and conduct a Money Smart Seminars [Money Smart Week 2008]
- Identify additional lending partners to develop and facilitate the training program.
- Develop a communication strategy to inform the community about the program.
- Facilitate at least one workshop or training every year.

Timeline: 2007 – 2009

City of Detroit Public Efforts:

1.) Improve Sawyer Park.

Lead Agency: Recreation Department

Outcome Statement: To provide a safe, accessible place for children to play by renovating Sawyer Park.

Strategy:

- Provide Sawyer Park with the following:
 - New playscape
 - Swings
 - Protective surfacing
 - Landscaping
 - Site amenities

Timeline: 2007 - 2008

2.) Trim and cut trees in the area.

Lead Agency: General Services Department (GSD)

Outcome Statement: To trim and treat trees in the Grand River-Greenfield area.

Strategy:

- Assess and treat trees with Ash bore disease.
- Begin neighborhood tree trimming in March 2008.
- Remove dead trees in residential area.

Timeline: 2008 – 2009