

**FOCUS GROUP**  
**ECONOMIC DEVELOPMENT + RETAIL**

RUSSELL WOODS + NARDIN PARK  
NEIGHBORHOOD FRAMEWORK



# TODAY'S GOALS

1. Identify and define **locations for both regional and local retail opportunities**
2. Determine **best use for existing commercial assets within these districts**
3. Develop strategy for **connecting entrepreneurs with available spaces in the neighborhood**

# ECONOMIC DEVELOPMENT + RETAIL

## Existing Conditions



# Existing retail corridors - Regional: Davison, Livernois, Grand River



**Davison**



**Livernois**

# Existing retail corridors - Regional: Davison, Livernois, Grand River



**Grand River**

# Existing retail corridors - Local: Dexter, Joy, Elmhurst



Dexter



Joy

# Existing retail corridors - Local: Dexter, Joy, Elmhurst



**Elmhurst**

# Community Meeting #1 feedback

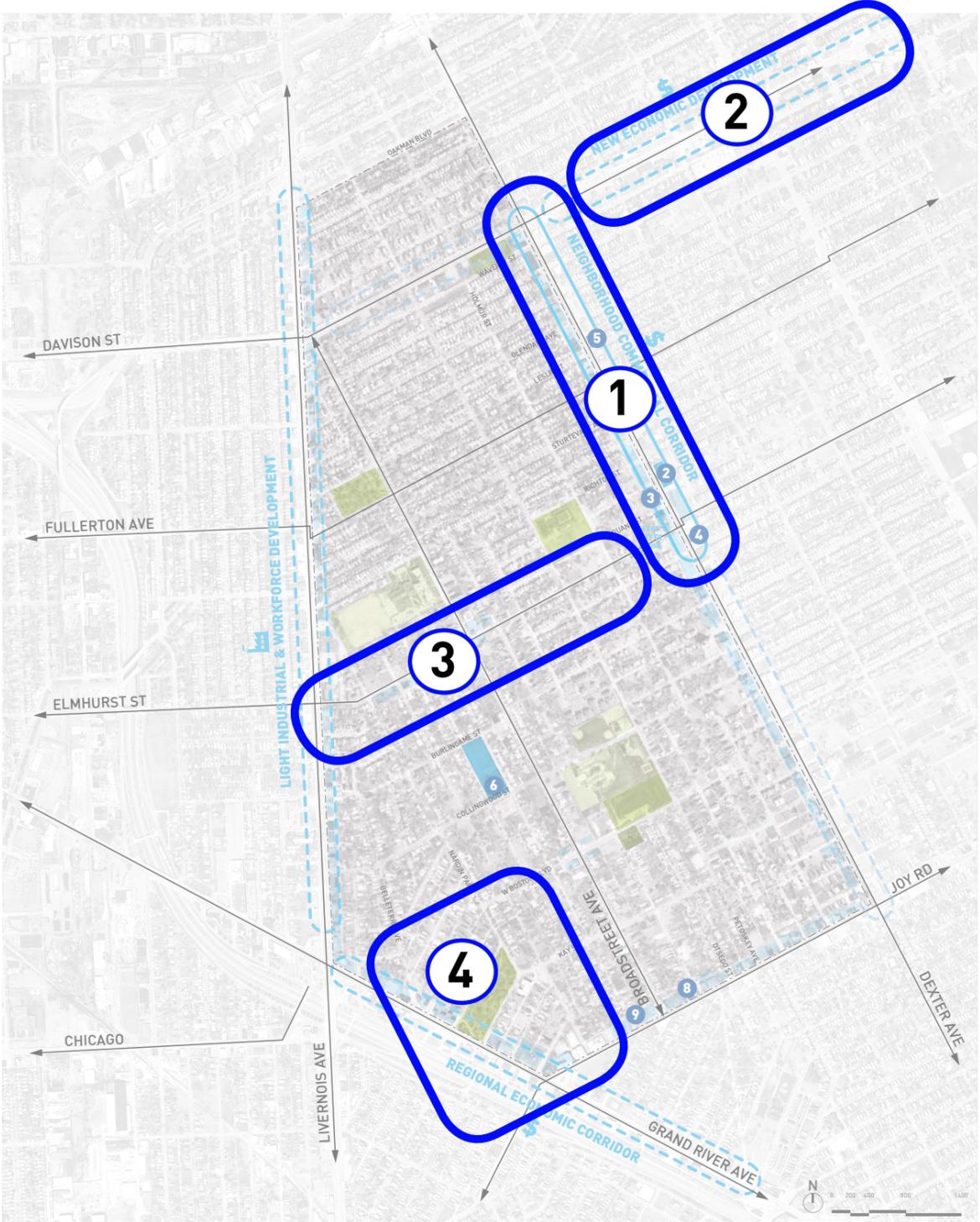


## WHAT WE HEARD

1. Residents want **more dining** (especially healthy) **along Dexter**
2. Residents want more **big box alternatives** closer to neighborhood, however, available sites won't accommodate → Need to find alternative solutions that can occupy small square foot sites
3. Residents want **year-round health + recreational amenities**

# ECONOMIC DEVELOPMENT + RETAIL OPPORTUNITIES

- 1. LOCAL RETAIL - DEXTER
- 2. REGIONAL RETAIL - DAVISON
- 3. MIXED-USE - ELMHURST
- 4. MULTI-FAMILY HOUSING - NARDIN PARK





# Retail - Dexter - Land Assembly Strategy



## MARKET SUMMARY

- 100,000 plus traffic count
- Adjoining building 12041 sold for \$42,000 on July 2015 to operate as coffee and yogurt shop
- Frontage along Dexter and being corner property are an advantage for high traffic and the potential to provide for adequate parking
- B4 provides for business & commercial uses of a thoroughfare-oriented nature

Address: 12140 & 12152 Dexter  
Type: Commercial  
Parcels: 12010517 & 12010518  
Area: 0.220 + 0.22 Acres  
Dim: 80' x 120' & 80' x 120'  
YOB: Vacant & 1928  
GBA: 9,524 SF  
Zoning: B4  
Owner: City of Detroit P&DD

# Retail - Dexter - Land Assembly Strategy



## MARKET SUMMARY

- 100,000 plus traffic count
- Adjoining building, 12340 is Valero Gas Station
- For a single story structure, a neighborhood oriented retail / restaurant such as Dairy Queen or a local restaurant can benefit from the traffic volume
- B4 provides for business & commercial uses of a thoroughfare-oriented nature

Address: 12316 Dexter  
Type: Commercial  
Parcel: 12010526.002L  
Area: 0.104 Acres  
Dim: 70' x 65'  
YOB: Vacant & 1928  
GBA: Wrecked Structure  
Zoning: B4  
Owner: City of Detroit P&DD

# Retail - Precedent



## **SELDEN STANDARD**

3921 2ND AVE, DETROIT

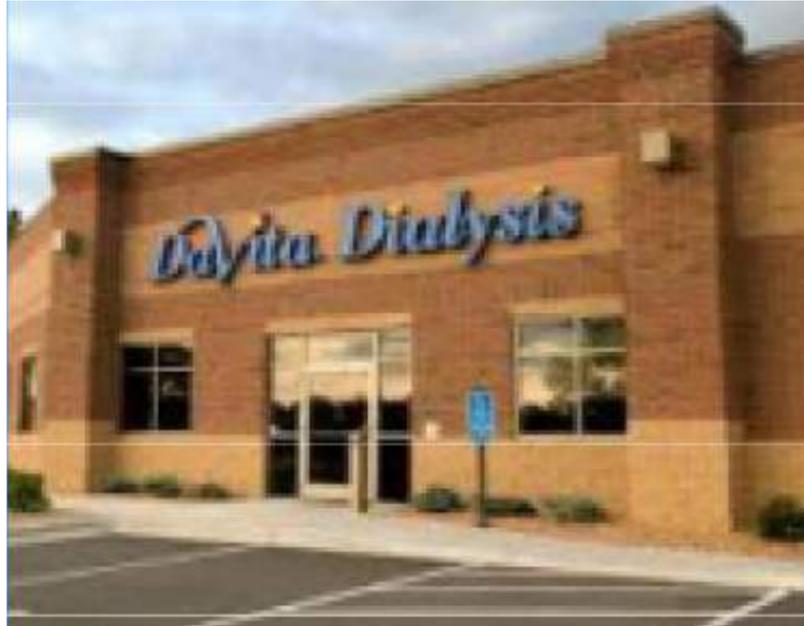
### AREA PROFILE

Median HH Income: \$18,582  
Owner Occupied HH: 11%

### SUMMARY

- Original storefronts converted into specialty restaurant.
- Two buildings were formerly a church and a dry cleaner, vacant since 2006.
- Originally improved upon in 1949 and renovated in 2014
- GBA of 5,271 on a 0.30 acre lot
- Zoned SD2, 97 feet of frontage
- Single tenant building

# Retail - Precedent



DAVITA MEDICAL  
13945 WYOMING, DETROIT

## AREA PROFILE

Median HH Income: \$24,552  
Owner Occupied HH: 57%

## SUMMARY

- Originally a 8,064 SF retail store on a 0.540 acre lot.
- Zoned B4 - General Business
- Planned investment of \$1.5 million
- Adjoining land use is primarily residential with retail along main nodes
- Long term lease signed for a base rent of \$12.00/SF on NNN basis
- Similar net lease properties sell for \$170.00-\$200.00/SF

## Retail - Precedent



### **DETROIT VEGAN SOUL** 8029 AGNES ST., DETROIT

#### SUMMARY

- Opened in West Villiage in 2018
- First business to receive Motor City Match grant
- Vegan soul food restaurant

**Retail - Precedent**

**KUZZO'S** CHICKEN & WAFFLES

1 9 3 4 5

**KUZZO'S CHICKEN & WAFFLES**  
**19345 LIVERNOIS, DETROIT**



**Retail - Precedent**



**RIVER BISTRO**  
**18456 GRAND RIVER, DETROIT**

# Retail - Dexter - Comparison Project for Mixed-Use



## MARKET - Multi Family Units (MF)

- Combination of affordable and market rate MF units
- Existing Inventory: 3,861 Units
- Vacancy: 503 (13.1%)
- Studio: \$404
- 1 BR: \$535
- 2 BR: \$644
- 3 BR: \$725
- Sale Price/Unit: \$17,164
- Cap Rate: 10.5%

Address: 12170 Dexter  
Type: Apartments & Commercial  
Parcel: 12010519  
Area: 0.220 Acres  
Dim: 80' x 120'  
YOB: 1926  
GBA: 30,304 SF  
Zoning: B4  
Owner: Dexter Apt. Building LLC

# Mixed-use - Precedent



## THIRD & GRAND

3RD AVE & W GRAND BLVD, DETROIT

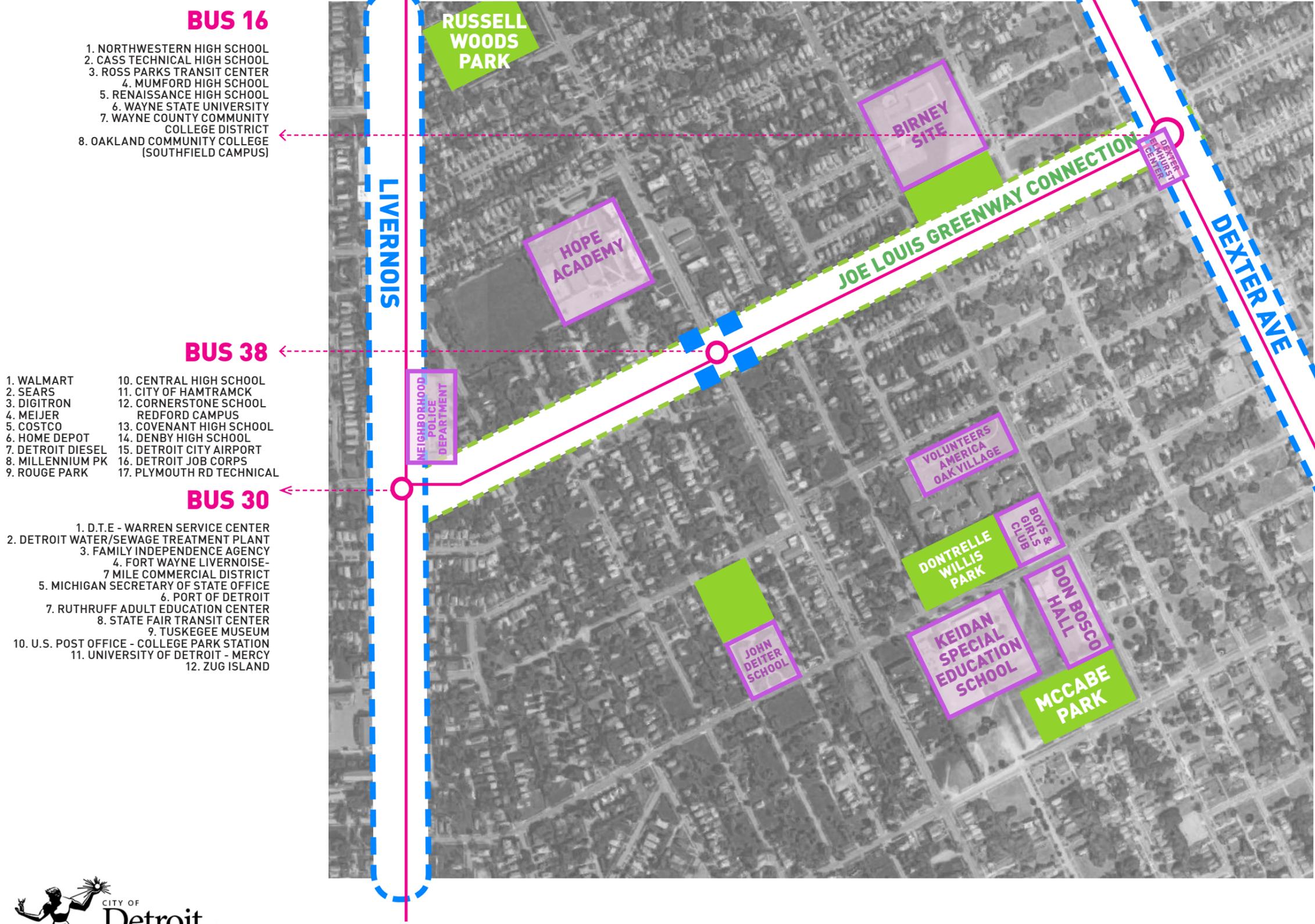
### AREA PROFILE

Median HH Income: \$19,297  
Owner Occupied HH: 27%

### SUMMARY

- Prior to groundbreaking, site was a surface parking lot and previously used as a lodge
- Planned investment of \$53 million
- Product Mix: 231 Apartments and 17,500 SF retail, totaling 207,000 SF of GBA
- Five-story structure
- Completion in winter 2019
- 12% studios, 70% 1BR, 8% 2BR
- 4,000 SF Amenity Space
- 10,000 SF terrace/courtyard space
- 330 car parking garage

# Retail & Mixed-Use - Elmhurst



## 2 ELMHURST

- Connects to **Russell Woods Park**
- Connects to **Hope Academy, Keidan Special Education School**
- 5 min walk to retail corridors and amenities such as schools and parks
- Some **Commerical** zoning
- Mostly zoned two-family residential
- **Good transportation network** - some sites are located within 1/10 mile of bus stops, a scoring criteria for MSHDA credits

# Retail - Elmhurst



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# Multi-family Housing - Nardin Park

## 2 NARDIN PARK

- Connects to **Richard Allen Park**
- 5 min walk to retail corridors and amenities such as schools and parks
- Some **Commerical** zoning
- Mostly zoned medium-density residential
- **Good transportation network** - sites are located within 1/10 mile of bus stops, a scoring criteria for MSHDA credits



### BUS 21

- 1. NORTHWEST HIGH SCHOOL
- 2. FREDERICK DOUGLAS ACADEMY
- 3. CASS TECHNICAL HIGH SCHOOL
- 4. ROSS PARKS TRANSIT CENTER

### BUS 11

- 1. CHRYSLER JEFFERSON PLANT
- 2. GM ASSEMBLY PLANT
- 3. HERMAN KIEFER HOSPITAL
- 4. INTERNATIONAL ACADEMY
- 5. SOUTHWEST DIXIE HIGH SCHOOL



# Multi-Family Housing - Nardin Park



## Multi Family Units (MF)

Combination of affordable and market rate MF units

Existing Inventory:	3,714 Units
Vacancy:	510 (13.7%)
Studio:	\$399
1 BR:	\$526
2 BR:	\$610
3 BR:	\$635
Sale Price/Unit:	\$13,226
Cap Rate:	10.5%

Address:	5260 W Chicago
Type:	Mid-rise Garden Apartments
Parcel:	16-004846
Area:	0.386 Acres
Dim:	140' x 120'
YOB:	1924
GBA:	35,366 SF
Zoning:	R-5 Medium Density Residential
Owner:	City of Detroit-P & DD

# Multi-Family Housing - Nardin Park



Address: 5200 W Chicago  
Type: Mid-rise Garden Apartments  
Parcel: 16-004849  
Area: 0.33 Acres  
Dim: 120' x 120'  
YOB: 1924  
GBA: 35,366 SF  
Zoning: R-5 Medium Density Residential  
Owner: City of Detroit-P & DD

# Multi-family Housing - Precedent



## WESTON HALL

2211 PINGREE STREET, DETROIT

### AREA PROFILE

Median HH Income: \$21,637  
Owner Occupied HH: 13%

### SUMMARY

- Four story mid-rise, originally built in 1924
- Planned renovations to be completed by April 2019 on a 0.82 acre lot
- R-3, low density residential area
- Product Mix: 31,700 SF NRA, 54 units: 4 studios, 50 1B, average 587 SF
- Studios to rent for approx. \$776/month, 1BR \$1,035/month
- Overall cap rate 7-8% upon stabilization

# Multi-family Housing - Precedent



## WEST VILLIAGE

8001 KERCHEVAL, DETROIT

### AREA PROFILE

Median HH Income: \$26,799  
Owner Occupied HH: 33%

### SUMMARY

- Proposed mixed-use development to be completed May 2019
- 73,294 SF residential, 6,225 SF retail on 0.9 acre lot
- Zoned R-2, two-family residential, and B-4, general business
- 92 studios/1B/2B/3B, with average of 797 SF and parking on first floor
- 11 units for the city's Home Investor Partnership Program
- Retail rent \$18.00/SF on NNN basis

ECONOMIC DEVELOPMENT + RETAIL



Invest  Detroit

 **cinnaire**<sup>®</sup>  
ADVANCING COMMUNITIES



**DevelopMichigan**



**LYST**

**ENTERPRISE**

**HISTORIC TAX CREDITS**

# WORKING GROUPS

- 1. What business types are most suited for regional economic development?**
- 2. What business types are most suited for local economic development?**
- 3. What are the characteristics that a business owner or a start-up looks for in a building?**
- 4. What additional elements will help support business establishment and growth? (streetscape, parking, etc.)**

# Feedback from May 2018 Focus Groups

1. Pairing **retail with amenities** such as pocket parks, bike parking, bus shelters and seating is important
2. More **pocket parks + bike parking** along Dexter
3. Provide more public spaces and cafes with **WIFI**
4. Desired services in the neighborhood include **childcare, clinics, dining, hardware stores** for DIY rehab + **children education programs**
5. Interest in **developing garages and opening up other spaces to start home-based businesses**



RETAIL

# WHAT MAKES A GREAT REGIONAL RETAIL DISTRICT?



## BUS 15

1. BREITHAUP VINCATIONAL TECHNICAL CENTER
2. CITY OF HIGHLAND PARK CBD
3. CODY HIGH SCHOOL
4. MICHIGAN HEALTH CENTERS
5. ROUGE PARK

## BUS 16

1. NORTHWESTERN HIGH SCHOOL
2. CASS TECHNICAL HIGH SCHOOL
3. ROSS PARKS TRANSIT CENTER
4. MUMFORD HIGH SCHOOL
5. RENAISSANCE HIGH SCHOOL
6. WAYNE STATE UNIVERSITY
7. WAYNE COUNTY COMMUNITY COLLEGE DISTRICT
8. OAKLAND COMMUNITY COLLEGE (SOUTHFIELD CAMPUS)



# WHAT MAKES A GREAT LOCAL RETAIL DISTRICT

COMMUNITY CENTER



## BUS 15

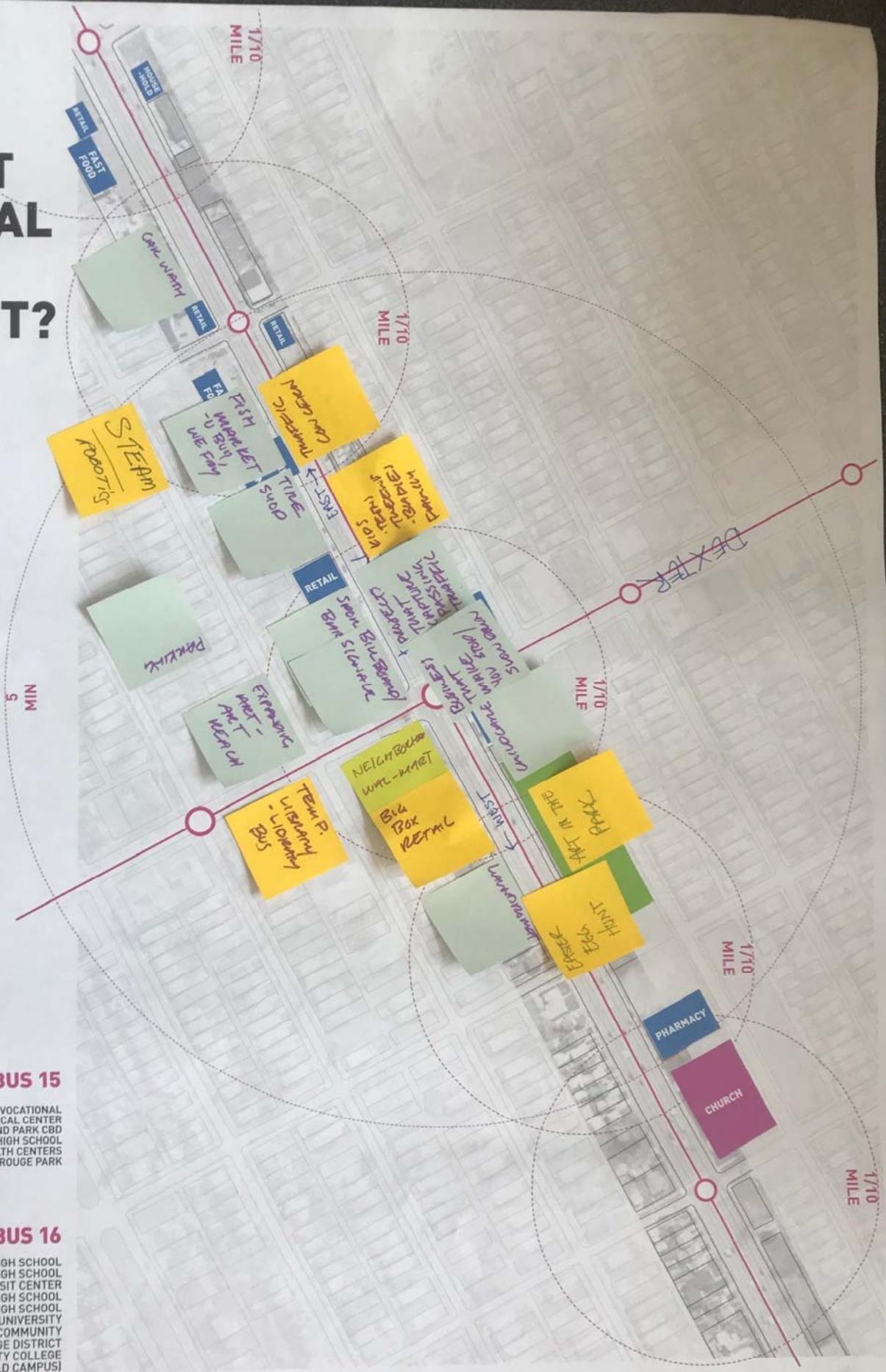
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