



WELCOME

RANDALL LEWIS/ULI BUILDING

HEALTHY PLACES INTEREST FORUM

May 1, 2018 | Detroit, MI



BREAKFAST, WELCOME, & SELF INTRODUCTIONS

8:00 – 9:15 AM

Rachel MacCleery
Senior Vice President
Urban Land Institute

ULI BUILDING HEALTHY PLACES INITIATIVE



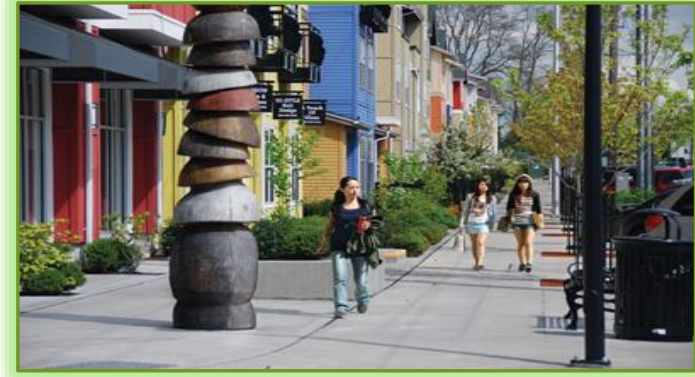
Leveraging the power of **ULI's global networks** to shape **projects and places** in ways that improve the **health of people and communities**.



Goals:

- Raising **awareness**
- Defining the **approach**
- Exploring the **value proposition**
- Advancing the **state of practice** and **policy**

ULI MEMBERS ARE CORE



- The Building Healthy Places Initiative advances the ULI mission and promotes **healthy, thriving communities** by **engaging, informing, and inspiring** ULI members.
- ULI members promote health:
 - Through your **organizations**
 - Through your **investment** and project **decisions**
 - Through your influence in **communities**

BHP PARTNERS & FUNDERS

Mr. Randall Lewis



The Colorado Health Foundation™

THE KRESGE FOUNDATION

Expanding opportunities in America's cities

LEICHTAG
FOUNDATION



Robert Wood Johnson Foundation

The JPB Foundation

BHP INTEREST FORUM GOALS

1

Provide a place for ULI members who are passionate about health and development to engage with each other

2

Offer a chance for ULI members to share knowledge and insights

3

Update forum participants on the latest work that is being done at ULI and other organizations on health and real estate.

BHP INTEREST FORUM AGENDA



8:00 – 9:15 AM	Breakfast, Welcome, Self-Introductions
9:15 – 9:45 AM	Presentation: Reimagining the Civic Commons
9:45 – 10:15 AM	Presentation: The Dequindre Cut Greenway
10:15 – 11:15 AM	Walking Tour: Dequindre Cut Greenway
11:15 – 11:45 AM	Presentation: Eastern Market
11:45 – 12:00 PM	Bus to return to Michigan Outdoor Adventure Center
12:00 – 12:45 PM	Lunch, Updates from ULI
12:45 – 1:30 PM	Panel: Reimagining the Civic Commons in Detroit
1:30 – 2:00 PM	Bus to Fitzgerald Neighborhood
2:00 – 3:30 PM	Tour: Detroit's Fitzgerald Neighborhood
3:30 – 4:00 PM	Bus to ULI Happy Hour for Health and Sustainability
4:00 – 6:00 PM	ULI Happy Hour for Health and Sustainability

PRESENTATION

9:15 – 9:45 AM

Reimagining the Civic Commons

Carol Coletta

Senior Fellow, American Cities Practice
Kresge Foundation

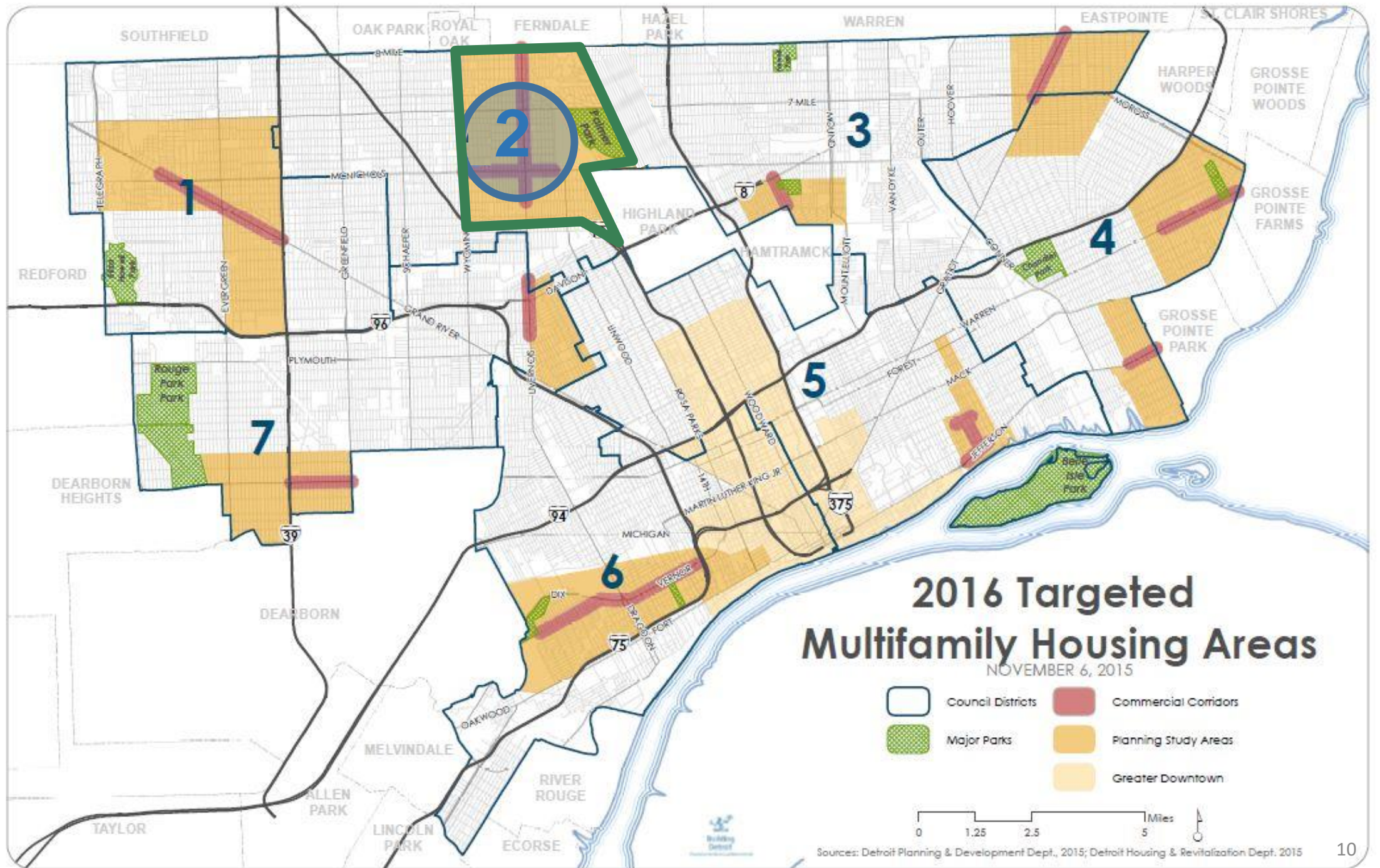
Alexa Bush

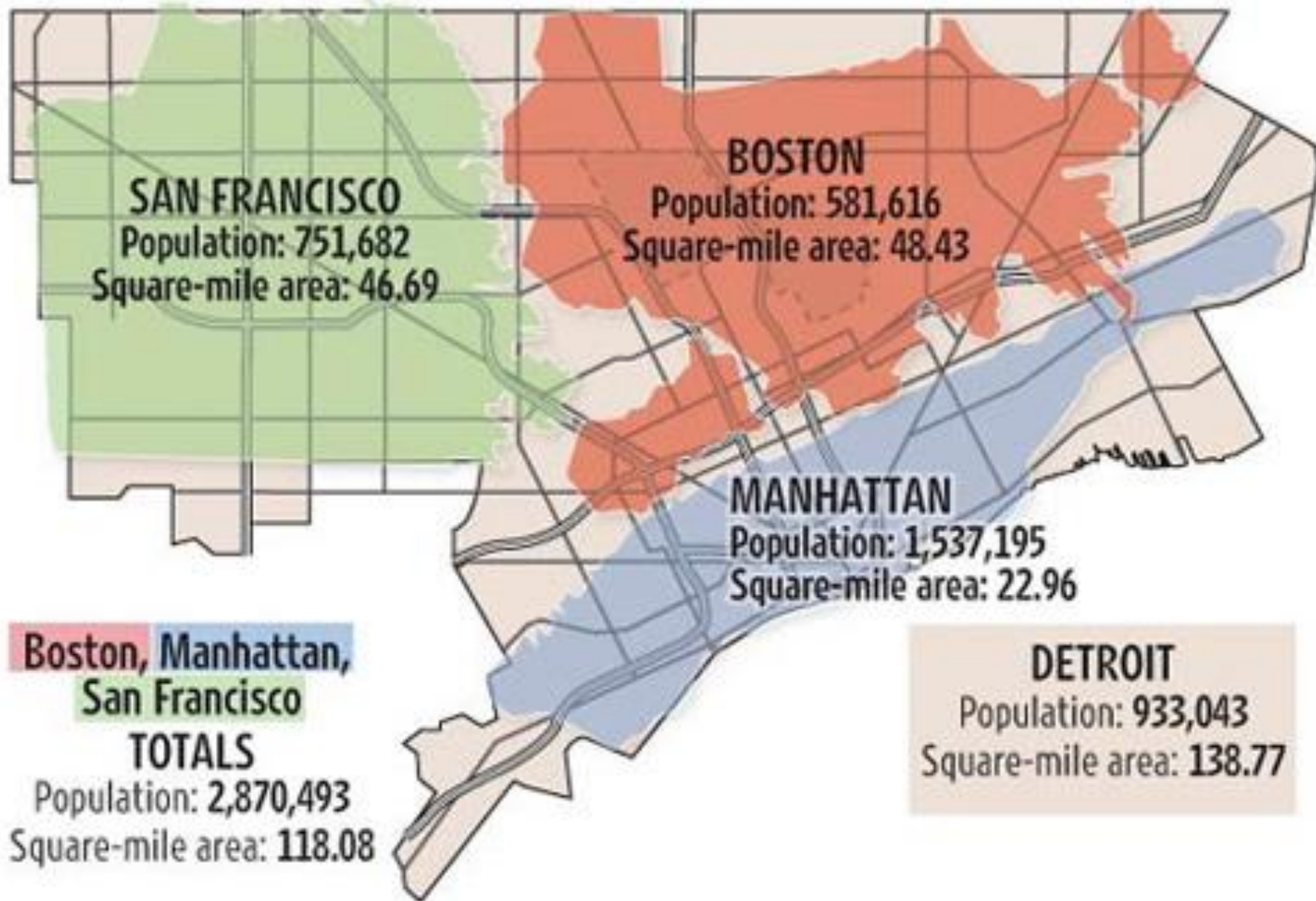
Senior City Planner
City of Detroit



Reimagining the Civic Commons | Detroit

<http://civiccommons.us>





Source: University of Detroit Mercy

Detroit Free Press

Developing a Civic Infrastructure for Inclusive Neighborhood Revitalization



Institutional Anchors

Public Agencies

Stakeholder Partners



Marygrove College



University of Detroit Mercy



City of Detroit

Mayor's Office

Planning and Development

Housing and Revitalization

Department of Neighborhoods

Public Works

General Services Department

Parks and Recreation

Police Department



Detroit Economic Growth Corporation



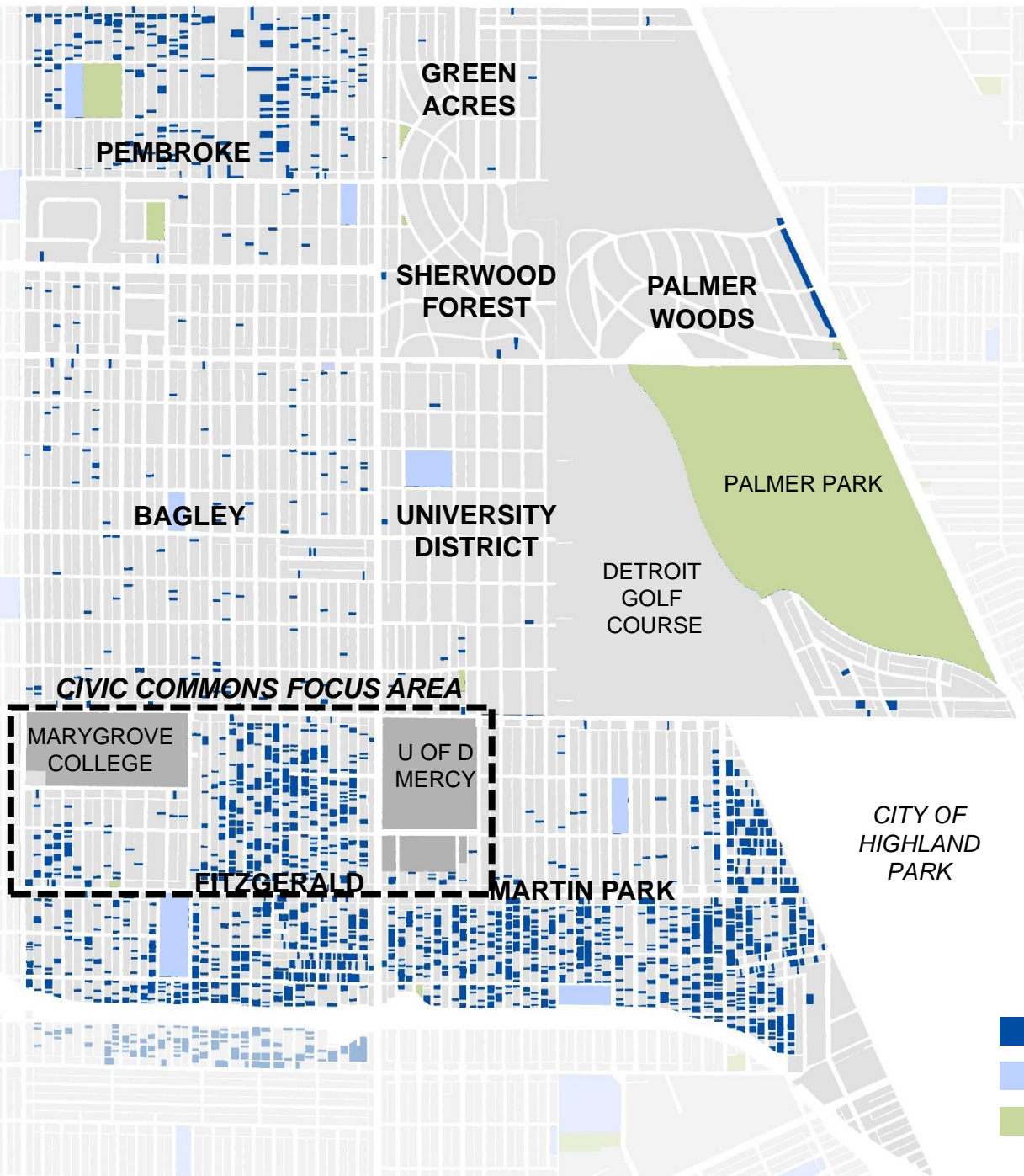
buildingdetroit.org
Powered by the Detroit Land Bank Authority

Detroit Land Bank Authority



FITZ FORWARD»»»

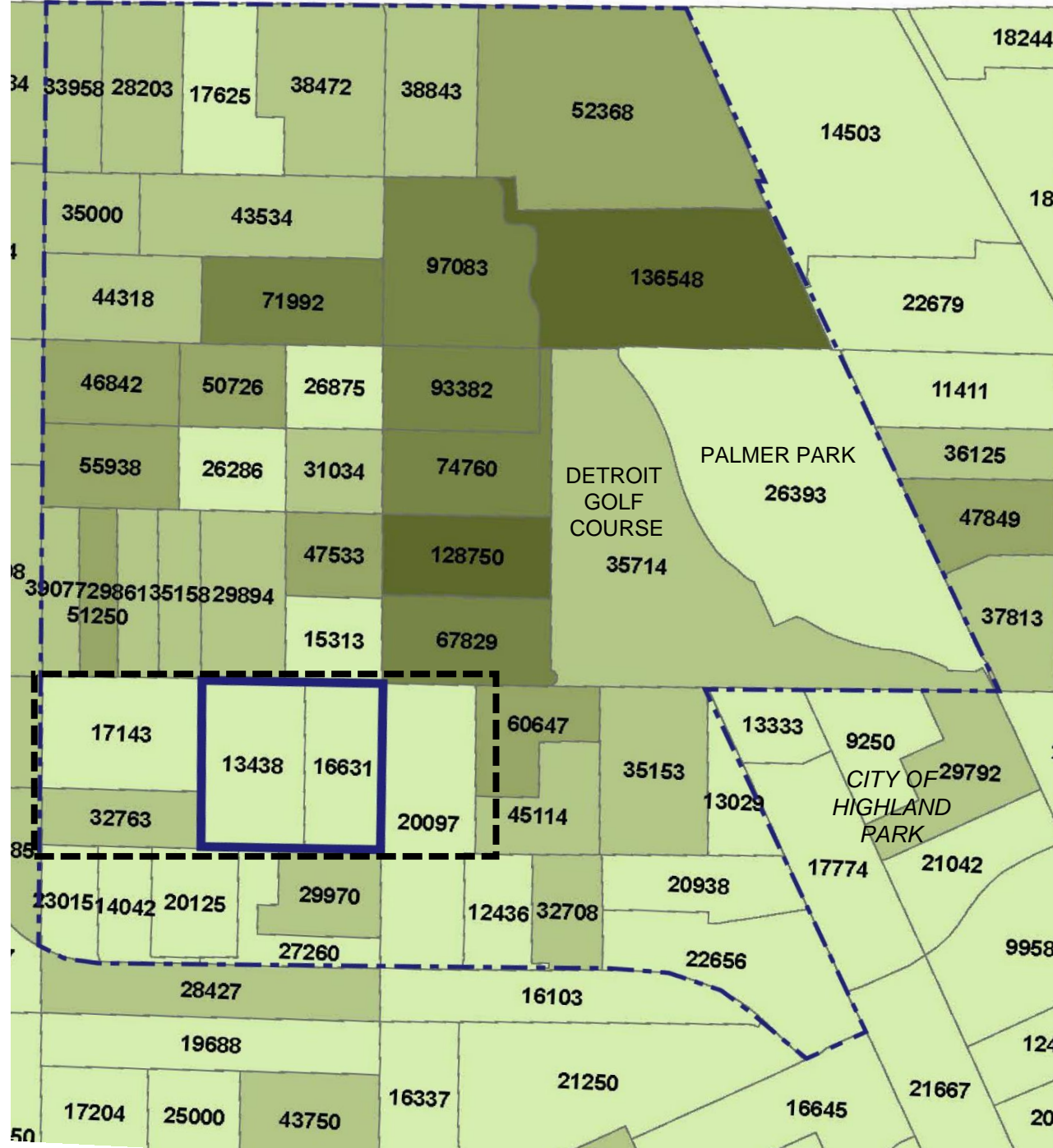
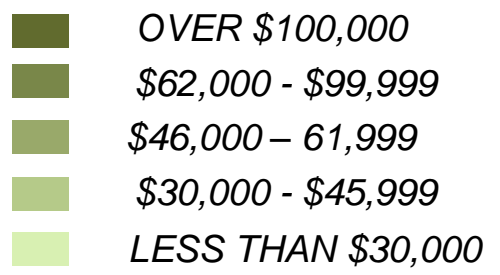
Reinvesting in Civic Life in Detroit's Neighborhoods



- 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



The Neighborhood Scale

1



Fitzgerald Revitalization Project

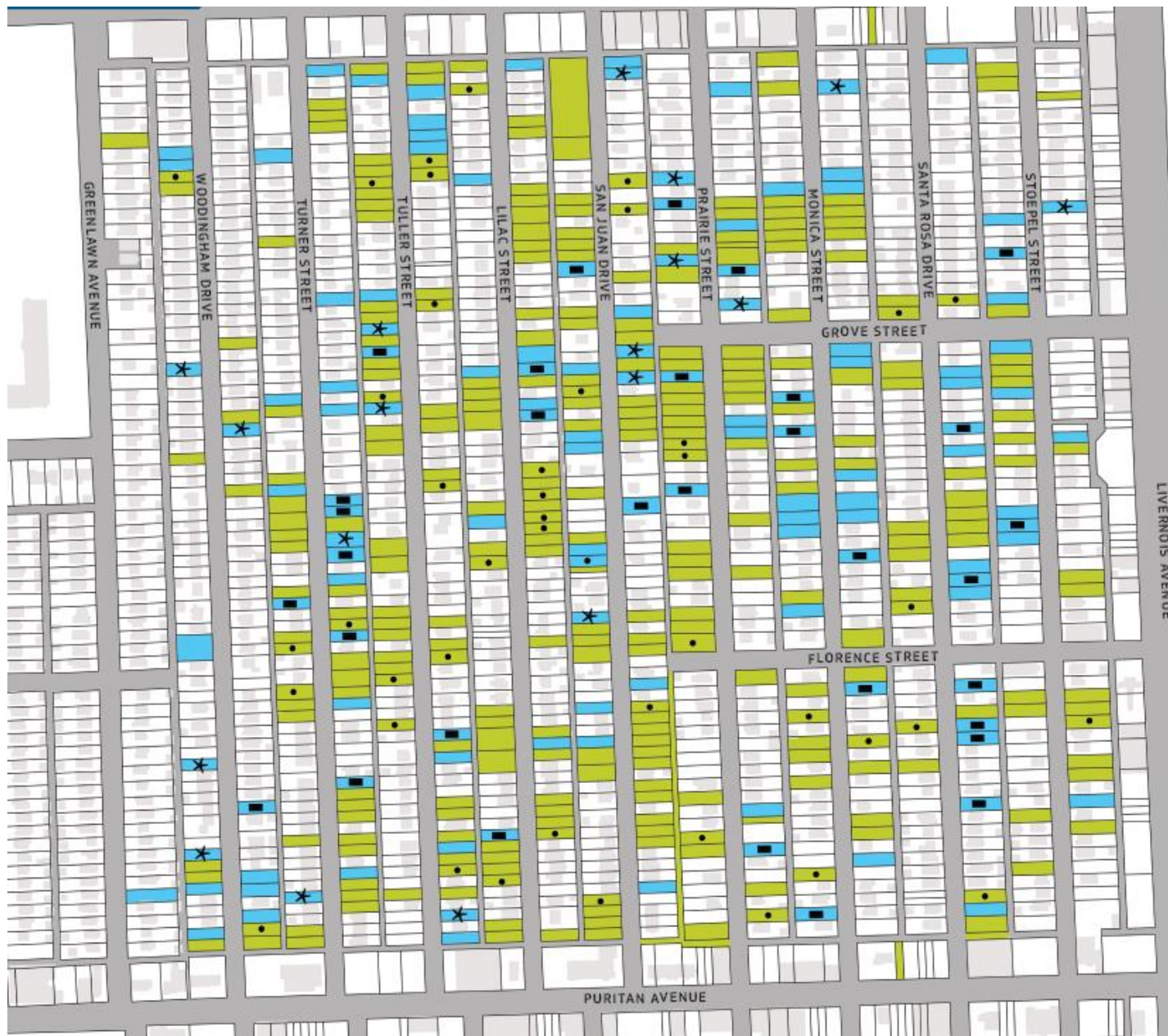
Creating a blight-free quarter square mile in the Fitzgerald neighborhood

Project Goals:

- Transform every public owned property
- Improve neighborhood perception
- Develop a replicable strategy that could benefit other neighborhoods in Detroit

Ownership:

- 1,133 Total Parcels
- 419 Total Public owned parcels (~40%)
 - 117 Structures
 - 302 Vacant lots



■ DLBA Vacant Properties
■ DLBA Vacant Structures





Fitzgerald Revitalization Project

Neighborhood Framework Plan



MARYGROVE COLLEGE

UNIVERSITY OF DETROIT MERCY

-  *Central Park*
-  *Greenway*
-  *Crops*
-  *Orchards*
-  *Meadows*
-  *Structures*

Ella Fitzgerald Park

Opening Summer 2018



option

grove

Fitzgerald Greenway

Promoting walking and bicycling

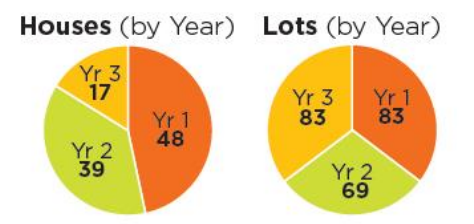
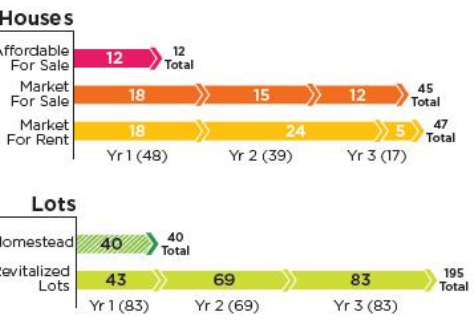
- Increasing neighborhood connectivity
- Raised crosswalks to calm traffic and prioritize non-motorized mobility



Elevated Crosswalks

Fitz Forward_Completion

Parcel Key:
Revitalized Housing (104 Lots)



Phasing by Year



Fitzgerald Revitalization Project

Project Details

- 104 Houses Rehabbed
 - 12 Affordable For Sale
 - 45 Market For Sale
 - 47 Market for Rent
- 25 Structures Demolished
- 235 Vacant Lots to Productive Landscapes





Fitzgerald Revitalization Project

Ensuring residents contribute to and benefit from the transformation of their neighborhoods

- Partnership with The Greening of Detroit to train Fitzgerald and District 2 residents in green jobs through the Detroit Conservation Corps (DCC) Program





proposed

greenway

CITY PARK

REHAB

GREENWAY

PRODUCTIVE LOTS

The Corridor Scale

2





design

mcnichols retail

Streetscape Improvements



y "Main Street"



W. McNichols Rd

Monica St

Prairie St

San Juan Dr

Liac St

7500

7434

7426

7420

7400

7326

7316

7308

7300

7303

7355

7329

7443

7429

7421

7405

7401

PHASING

- Phase 1
- Phase 2
- Phase 3
- Activated
- ▨ Under Construction

COMMUNITY DESIGN CENTER: “HOMEBASE”



- **Activate the block with a Community Hub**
 - Detroit Collaborative Design Center
 - Live6 Alliance
 - City of Detroit Staff
 - Fitz Forward Development Team
 - Conference and Community Meeting Space
 - Kitchenette, Storage, Restrooms





Corned Beef
UNLIMITED



**STOREFRONT STORIES PROTOTYPE -
MARCH 17, 2016**

Neighborhood residents, students, faculty, staff, current and prospective business owners and developers meet to share stories at a pop up event in a vacant storefront on Livernois in the Block Party Building, creating intimate and shared experiences with n@@ people.

MOTOR CITY MATCH

Detroit Sip
7420 W. McNichols
Open Nov 2017

Six Mile/McNichols Corridor Fitzgerald Neighborhood



LEGEND:

1	Simply Breakfast, MCM:	\$50K	SNF (4 Projects):	\$10M Gap
2	Detroit Sip, MCM:	\$35K	Fitz Forward:	\$3M Gap
3	Block Party LLC, MCM:	\$70K		TOTAL: \$13M
	Park and Greenway:	\$2M		
	Streetscape Investment:	\$3.2M		
	TOTAL:	\$5.355M		

PRESENTATION

9:45 – 10:15 AM

The Dequindre Cut Greenway

Cassie Brenske

Chief Development Officer
Detroit RiverFront Conservancy



DETROIT
RIVERFRONT
CONSERVANCY

A vibrant, sunny day in a park. In the foreground, a gravel path winds through a lush garden of colorful flowers, including orange and red blooms. To the left, a blue body of water flows under a white stone bridge with multiple arches. A tall, black lamppost stands near the water's edge. The background is filled with tall, leafy green trees under a bright blue sky with scattered white clouds. The overall scene is bright and inviting.

**“BEAUTIFUL, EXCITING,
SAFE, ACCESSIBLE...”**



**...WORLD-CLASS
GATHERING PLACE...**

...FOR ALL."

I ♥ Detroit
#SummerontheD



Atwater Street



Atwater Street



GM Plaza



GM Plaza



Rivard Plaza



Rivard Plaza





Milliken State Park



Milliken State Park



Stroh River Place



Stroh River Place



Chene Park



Chene Park



Mt. Elliott Park



Mt. Elliott Park



Globe Building



Outdoor Adventure Center



Gabriel Richard Park



Gabriel Richard Park



Dequindre Cut



Dequindre Cut



A vibrant, sunny day on a boardwalk. In the foreground, a man in a black t-shirt and blue shorts walks towards the camera. Next to him, a woman in a floral top and green pants walks away. To the right, a woman in a colorful striped tank top pushes a green stroller with a baby inside. Beside her, a man in a maroon t-shirt with 'TUSKEGEE' written on it and black shorts walks. Further right, a woman in a floral tank top and denim shorts walks away. The boardwalk is paved and lined with a metal railing on the left and lush green trees and bushes on the right. In the background, a large white ship is docked, and a suspension bridge spans across the water under a clear blue sky. The text 'PLACE = PEOPLE' is overlaid in large, white, bold, sans-serif font across the center of the image.

PLACE = PEOPLE

VISITORS BY THE NUMBERS

- 3 million visitors annually
- Over 320,000 active program participants
- 150,000 GM River Days attendees
- Nearly 80,000 Run & Walk participants
- 20,000 people involved in hosted events
- Over 18,000 people Rockin' on the Riverfront
- 12,000 DMC RiverWalkers
- 8,410 participants in live the riverfront
- 3,500 Children enjoy GM Reading & Rhythm

ECONOMIC IMPACT BY THE NUMBERS

- \$1 billion+ in public and private investment over the first 10 years.
- More than 16,700 construction jobs in transforming the riverfront.
- The revitalized riverfront supports 1,300 jobs annually.
- Annual spending by visitors is valued at \$43.7 million.
- \$1 billion in future spending predicted.



2018 OVERVIEW: UPCOMING PROJECTS



Uniroyal Promenade

Construction Starts 2019



Joseph Campau Greenway

Construction Starts Spring 2018



Atwater Beach

Construction Starts Fall 2018



EAST RIVERFRONT VISION



Publicly-Owned Development Parcels



Atwater Street Development Concept



Franklin Street Area



Franklin Street Heritage Area Concept



Stone Soap Building



Stone Soap Building Rendering



A wide-angle photograph of a city skyline at sunset. The sky is a mix of soft orange and pale blue. In the foreground, a dark paved walkway runs along a metal railing. A seagull is perched on one of the railing's posts. The background features several tall, modern buildings, including a prominent one with a stepped top. The water of the river is visible on the right side, reflecting the light from the sky.

**WEST RIVERFRONT:
THE NEXT PHASE OF TRANSFORMATION**



West Riverfront: Neighborhood Context



DESIGN COMPETITION



Gustafson Guthrie Nichol



Hood Design Studio / West 8

FINALIST FIRMS



James Corner Field Operations



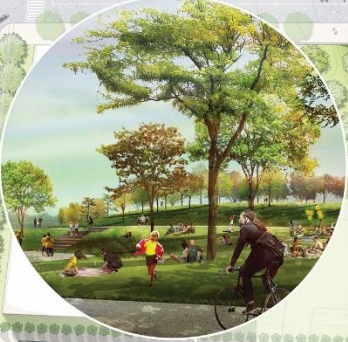
Michael Van Valkenburgh Associates

An architectural rendering of a modern building with a large, curved, overhanging roof supported by several dark, cylindrical columns. The scene is set in a park-like environment with green grass, trees, and people engaged in various activities. In the foreground, two women are sitting on the side of a silver car, looking at their phones. In the background, a group of people is playing basketball on a court, and a person with a large backpack is walking away. The overall atmosphere is bright and lively.

MICHAEL VAN VALKENBURGH ASSOCIATES

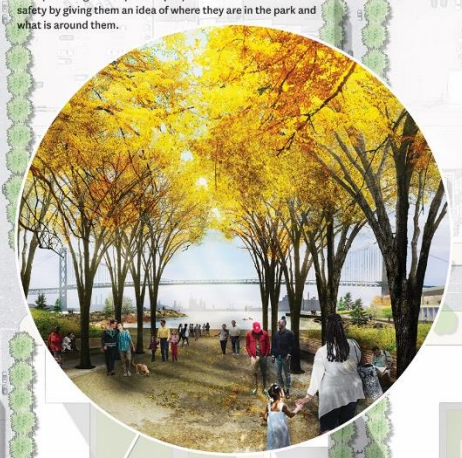
MIXING ACTIVE + PASSIVE

The park's greatest assets are the riverfront and the city. The park is a place where these otherwise parallel realms can intersect, bringing natural systems into closer proximity with the animated urban grid.



SUMMER COVE

The park will feature a beach and ecologically rich waterfront, creating opportunities for informal and spontaneous engagement with the river.



EDGE = PROGRAM

A more complex water's edge means more opportunities for diverse programming. Just as Detroit's expansive shoreline has grown in complexity over recent years, so should the West Riverfront Park edge take many varied forms. The increased shore length, doubled through the addition of the Cove, and the partial removal of the seawall, provides the space and opportunity for numerous experiences that were previously unavailable at the site. Contributing to the realization of the Detroit Riverfront Conservancy's vision for a 5.5-mile bridge-to-bridge riverfront, West Riverfront Park concentrates many activities in one spot to create a true four-season park. Building on the momentum of public waterfront



EVERGREEN ISLE

Primarily made of stone and designed to break up ice flows, in winter it is characterized by the sound and movement of shifting river ice. This unoccupiable island serves as an anchor for ecological improvements including a shallow fish channel and reef, and a roosting place for migratory birds.







NEXT FIVE YEARS OF DEVELOPMENT AT A GLANCE

Completion of the East:

- **Atwater Beach**
- **Uniroyal Promenade**
- **Joseph Campau Greenway**

Development of the West:

- **West Riverfront Park**
- **West RiverWalk expansion**
- **West Riverfront Greenway links to
Corktown and Mexicantown**

THANK YOU



DETROIT
RIVERFRONT
CONSERVANCY



WALKING TOUR & PRESENTATION

10:15 – 11:45 AM

The Dequindre Cut Greenway And Eastern Market

Cassie Brenske

Chief Development Officer, Detroit RiverFront Conservancy

Tracy Rivard

Chief Development Officer, Eastern Market Corporation

Christine Quane

Regional Food Hub Director, Eastern Market Corporation

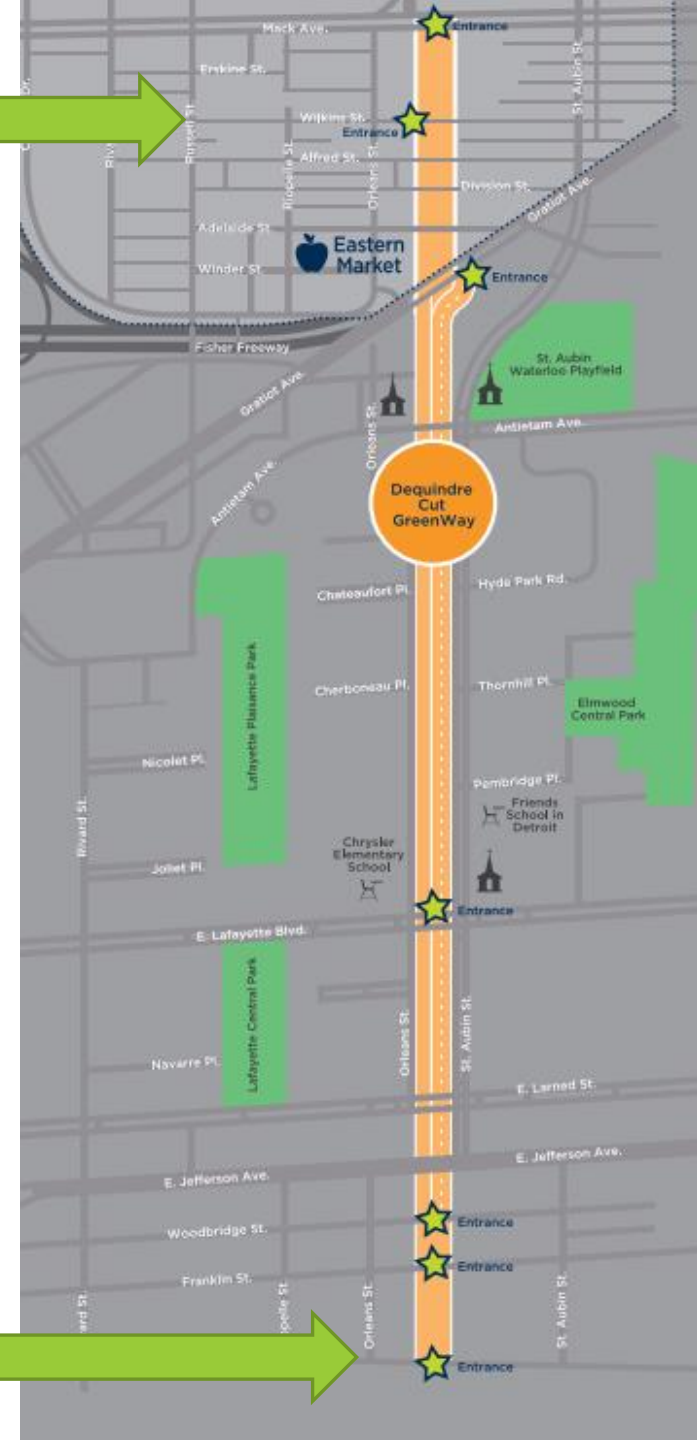
Anika-Kafi Grose

Entrepreneurship and Education Director, Eastern Market Corporation

WALKING TOUR

- ➔ Divide into four groups
- ➔ Walk is 1.6 miles
- ➔ Presentation on Eastern Market at 11:15 a.m.
- ➔ Bus will pick up from north side of Eastern Market Shed 5 (2934 Russell Street at 11:45 a.m.)

Eastern Market Shed 5



Michigan Outdoor Adventure Center

Healthier, Wealthier, & Happier

WELCOME URBAN LAND INSTITUTE



May 1, 2018



Eastern Market

Nourishing Detroit Since 1891



Eastern Market

Where Detroit Gathers



Not one but many markets. . .



✓ Seasonal Wholesale Market



✓ Year Round Saturday Market



✓ Seasonal Tuesday Market



✓ Seasonal Sunday Street Market

\$17+ Million Invested

In Market Improvements Since 2007



Shed Improvements

Led to Greater Shed Utilization



Using Art to Connect People

Murals in the Market III



Food Access Programs

Farm Stand & Neighborhood Community Markets





Regional Food Systems

Understanding the Components

Reforming Food Systems

A place where big and small ag meet



Next Generation Growers

Refugees, Women, Ex-Cons, and Techies?



Next Generation Farmers

Small Plot Farming Entrepreneurs



Scaling Small Farmers

Grow Eastern Market



GROW
EASTERN MARKET



Incubation

Nurturing Entrepreneurs



By Providing Shared-Use Licensed Commercial Kitchens



Detroit Kitchen Connect

Regional network of shared-use kitchens

DETROIT KITCHEN CONNECT

[HOME](#) [KITCHEN USERS](#) [KITCHEN PARTNERS](#) [CONTACT US](#)



Acceleration

Scaling Entrepreneurs



Retention

Keeping Established Food Businesses



Grobbel Corned Beef / Detroit Michigan



Authenticity

Working Food District



One District Many Compelling Places

Weaving New Construction with Green Infrastructure



Strategy Plan to Framework Plan

Engaging Stakeholders & Detailing a Vision



THANK YOU

trivard@easternmarket.org
cquane@easternmarket.org
agroser@easternmatket.org



Comments, questions, or copies of this presentation





LUNCH

12:00 - 12:30 PM

UPDATES FROM ULI

12:30 - 12:45 PM



Bridget Stesney

Senior Director

Urban Land Institute



EVERYONE DESERVES
A PARK WITHIN A
10-MINUTE WALK
OF HOME.

We believe that **everyone** living in urban America deserves a high-quality park or public green space within a **10-minute walk of home**.

...and yet only **one in three people** in the United States has access to a high-quality park.





10-MINUTE WALK

Campaign Activities

Technical Assistance – Advisory Services Panels and National Study Visits to help resolve challenges around parks and open spaces

Urban Open Space Awards – Recognize excellent parks

DC Engagement Grants – Support 10MW in your region

Research – To share best practices and highlight innovation

www.10minutewalk.org

www.uli.org/10minutewalk

parks@uli.org



Sara Hammerschmidt

Senior Director

Urban Land Institute

HEALTH LEADERS NETWORK



➔ **OBJECTIVE:**

Empowering real estate and land use professionals with the skills, knowledge, and networks to improve health outcomes in their professional practice and

➔ **WHO PARTICIPATES:**

First Cohort: 32 professionals from real estate, design, planning, health care, community development;
Applications for Cohort 2 open this week

➔ **MORE INFO:**

uli.org/healthleaders

Apply to be a Health Leader or contact us to serve as a program advisor!

ULI/RANDALL LEWIS HEALTH MENTORSHIP PROGRAM



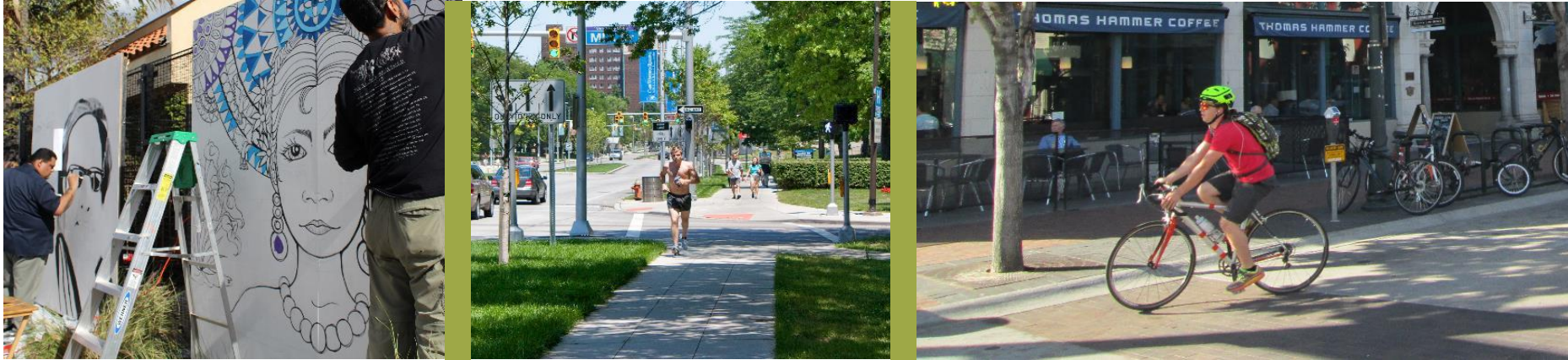
➔ **WHAT:**
Matches current graduate students interested in health and the built environment with ULI member mentors

➔ **PROGRAM:**
Fall and Spring Meeting support, including BHP Interest Forum and Product Council meetings

➔ **MORE INFO:**
uli.org/healthmentors

Looking for full members to serve as mentors!

HEALTHY CORRIDORS PROJECT



➔ **UPDATES:**

Worked with 8 communities over 3.5 years to identify assets and opportunities for selected corridor areas; completed 8 National Study Visits providing expert insight to identified issue areas

➔ **NEXT STEPS:**

Partnering with Smart Growth America to “scope the problem” of unhealthy corridors

Cultivating a “community of practice” and spreading lessons learned

➔ **MORE INFO:**

uli.org/healthycorridors

New research with SGA to be released this fall



Matt Norris
Senior Manger
Urban Land Institute

BUILDING HEALTHY PLACES/PRODUCT COUNCIL RESEARCH



➔ **WHAT:**

Partnerships with two ULI Product Councils on research exploring the intersection of health and real estate performance

➔ **WHO:**

- Sustainable Development Council
- Affordable & Workforce Housing Council

➔ **WHEN:**

Reports will be released in conjunction with ULI's Fall Meeting in Boston

THE OPEN SPACE CASE



RESEARCH QUESTION:

What role can the **private sector** play in expanding access to open space by **building, maintaining,** and **programming** high-quality, publicly-accessible **parks** as a component of real estate projects?

PRODUCT COUNCIL PARTNER:

Sustainable Development Council

HEALTHY HOUSING FOR ALL



RESEARCH QUESTION:

How can the **healthy features** provided in **affordable housing** developments help inform investment and market growth to **equitably** provide **healthy housing for all**?

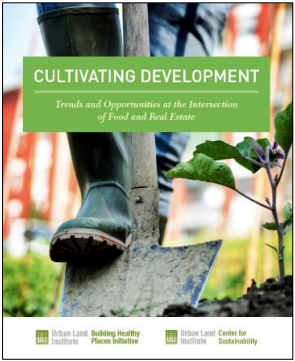
PRODUCT COUNCIL PARTNER:

Affordable & Workforce Housing Council

ULI FOOD & REAL ESTATE PROJECT



How can a focus on food within real estate projects translate into enhancements to health, environmental sustainability, and the bottom line?



PARTNERS



The Colorado Health Foundation™

ULI FOOD & REAL ESTATE PROJECT



- ➔ **Spring 2018:** Held retreat exploring best practices in “agrihood” planning, development, and operations at Coastal Roots Farm
- ➔ **Fall 2018:** Report about how to expand the field of those engaged in residential and mixed-use development centered around food-growing

PRESENTATION & DIALOGUE

12:45 - 1:30 PM

Reimagining the Civic Commons in Detroit's Fitzgerald Neighborhood

Cecily C. King

Executive Director, Live6 Alliance

David Alade

Managing Partner, Century Partners

Maureen Anway

Neighborhoods Coordinator, Invest Detroit

Alexa Bush

Senior City Planner, City of Detroit (moderator)

Invest Detroit and the Strategic Neighborhood Fund



Invest Detroit

MISSION STATEMENT: Invest Detroit is a financial catalyst for economic growth in underserved communities and markets in Detroit and the region.

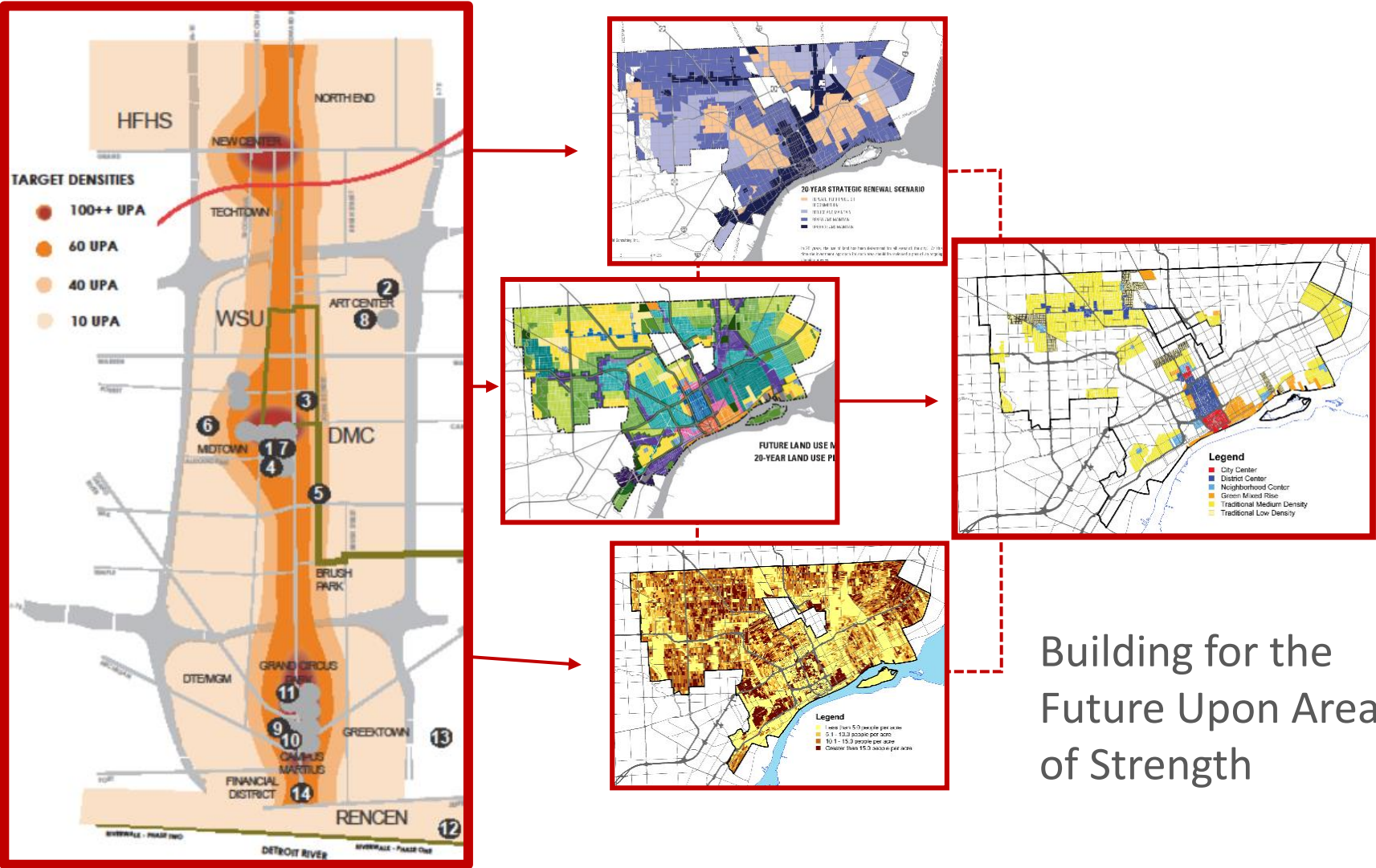
PROGRAM AREAS

- ➔ Commercial and multi-family real estate
- ➔ Business lending and support
(*C&I, Retail, and Small Business*)
- ➔ Venture Investment

GOALS

- ➔ **FOCUS ON UNDERSERVED POPULATIONS**
- ➔ **REBUILDING DENSITY**
 - Neighborhoods Strategy
- ➔ **CREATING JOBS**
 - Supporting Manufacturing, Wholesale, and Logistics Companies
 - Supporting and Investing in Entrepreneurs

TRANSLATING SUCCESS TO THE NEIGHBORHOODS



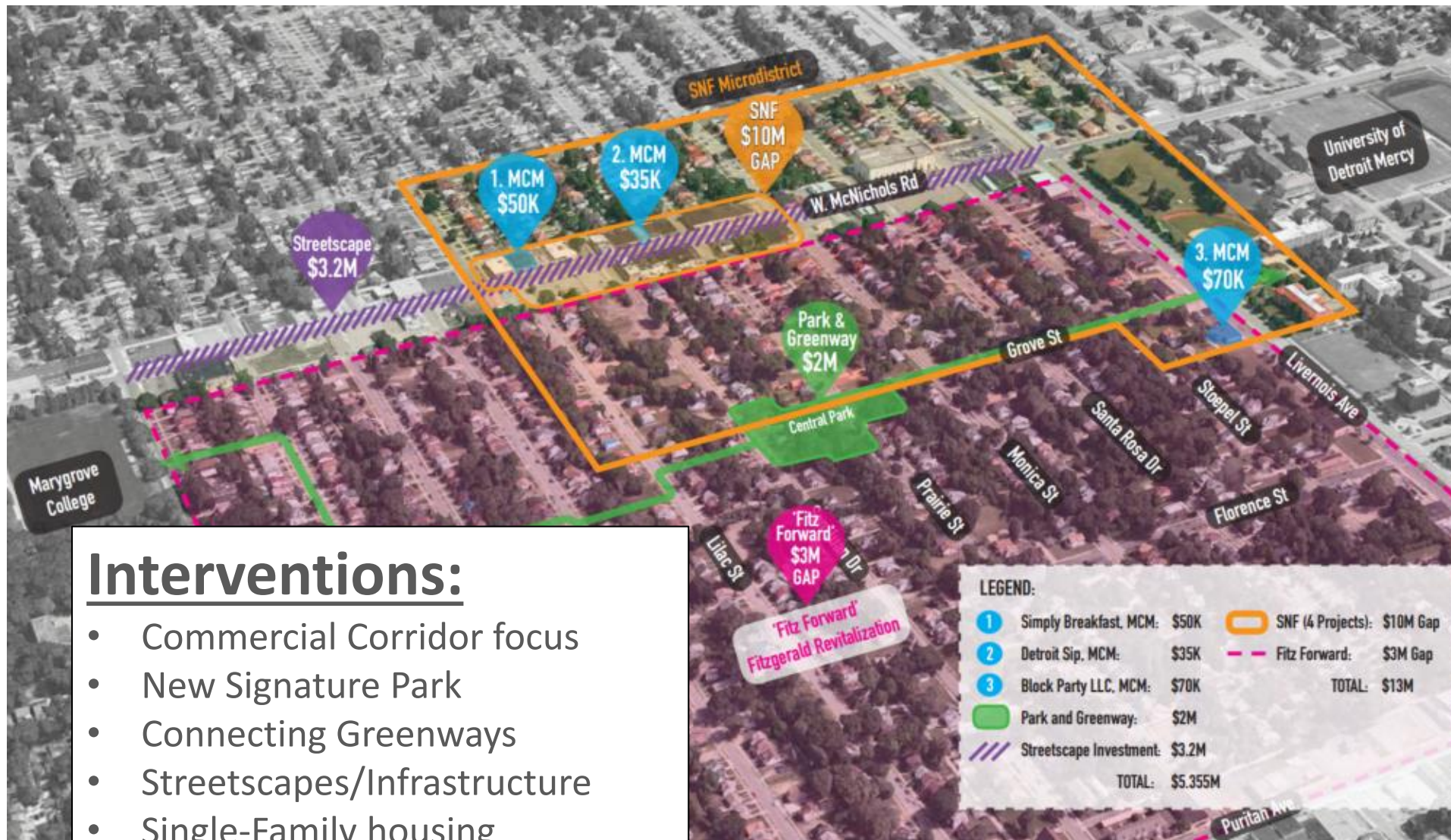
Building for the Future Upon Areas of Strength

MICRODISTRICT STRATEGY



- 3 Initial Target Neighborhoods
- 8-15 Blocks Each
- 4 Real Estate Projects in Each
- 5+ Year Commitment
- 10 Neighborhoods in 10 Years


LIVERNOIS-McNICHOLS: Learning the Holistic Template



Interventions:

- Commercial Corridor focus
- New Signature Park
- Connecting Greenways
- Streetscapes/Infrastructure
- Single-Family housing
- Focused Retail Support

Identify and Develop Detroit Talent



Developer Profile

Strategic Neighborhood Fund

Firm Name:	Detroit Based Business?	Y	N
Location:	Minority Owned?	Y	N
Year Founded:	Woman Owned?	Y	N
	Immigrant Owned?	Y	N

For categories below, check all that apply.

PROJECT EXPERIENCE	PROJECT SCALE	Height / stories
<input type="checkbox"/> New Construction	Cost	<input type="checkbox"/> 1
<input type="checkbox"/> Rehabilitation	<input type="checkbox"/> \$25,000 — \$200,000	<input type="checkbox"/> 2-4
<input type="checkbox"/> Multi-family residential	<input type="checkbox"/> \$200,001 — \$1 million	<input type="checkbox"/> 5+
<input type="checkbox"/> Single-family residential	<input type="checkbox"/> \$1 million — \$5 million	
<input type="checkbox"/> Mixed use	<input type="checkbox"/> \$5 million +	
<input type="checkbox"/> Retail / Commercial		

SERVICE EXPERIENCE

<input type="checkbox"/> Financial proformas	<input type="checkbox"/> Using/applying for public financing (eg. HOME, CDBG, CRP, etc)	<input type="checkbox"/> Design experience
<input type="checkbox"/> Identifying traditional & non-traditional funding sources	<input type="checkbox"/> Project management	<input type="checkbox"/> Property management
	<input type="checkbox"/> Construction management	<input type="checkbox"/> Community engagement

Please provide the following information:

1. List all key individuals and third-party service providers working on the project, their respective roles and responsibilities, and a brief professional history of each, including technical and/or professional expertise.
2. What is your mission statement?
3. Provide a description and dates of other commercial, residential and/or mixed-use projects led and completed.
4. Please elaborate on the areas your firm is most interested in growing / developing (ie: partnership/matchmaking, mentorship, professional development, specific service experience categories listed above).
5. What is your approach to the development of a project? Specifically articulate how you would create a project that is contextually appropriate, sustainable, and is inclusive of community engagement. How would you identify the anticipated market, users and/or customers of a development project?
6. Do you have equity to contribute to a project? If so, how much?
7. What additional information would be helpful to know about your work?

Identify and support local:

Developers
Architects
Builders

Engaging Residents in the Process



HOW SNF1 IS SOURCED

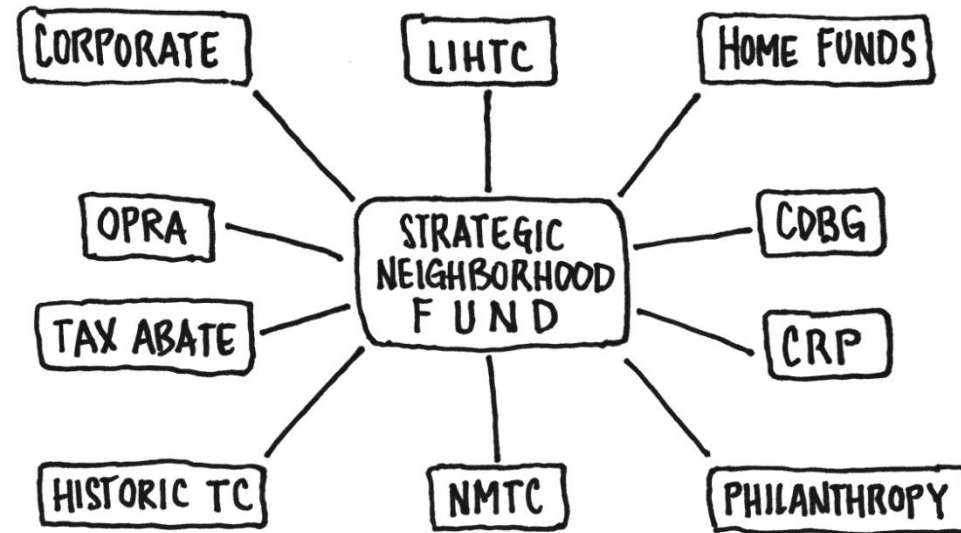
\$30M SNF breakdown:

\$18M

Foundation/corporate

\$12M

Public sector that goes directly to projects



Committed to Date:

Private/Philanthropic: \$15.4M

Public: \$25.7M

Total: \$41.1M of \$30M

TOUR

2:00 – 3:30 PM

Detroit's Fitzgerald Neighborhood

**ULI HAPPY HOUR FOR HEALTH AND
SUSTAINABILITY**

4:00 - 6:00 PM