

# **Reimagining the Civic Commons**



**Civic  
Engagement**



**Socioeconomic  
Mixing**



**Environmental  
Sustainability**



**Value Creation**

**civiccommons.us**

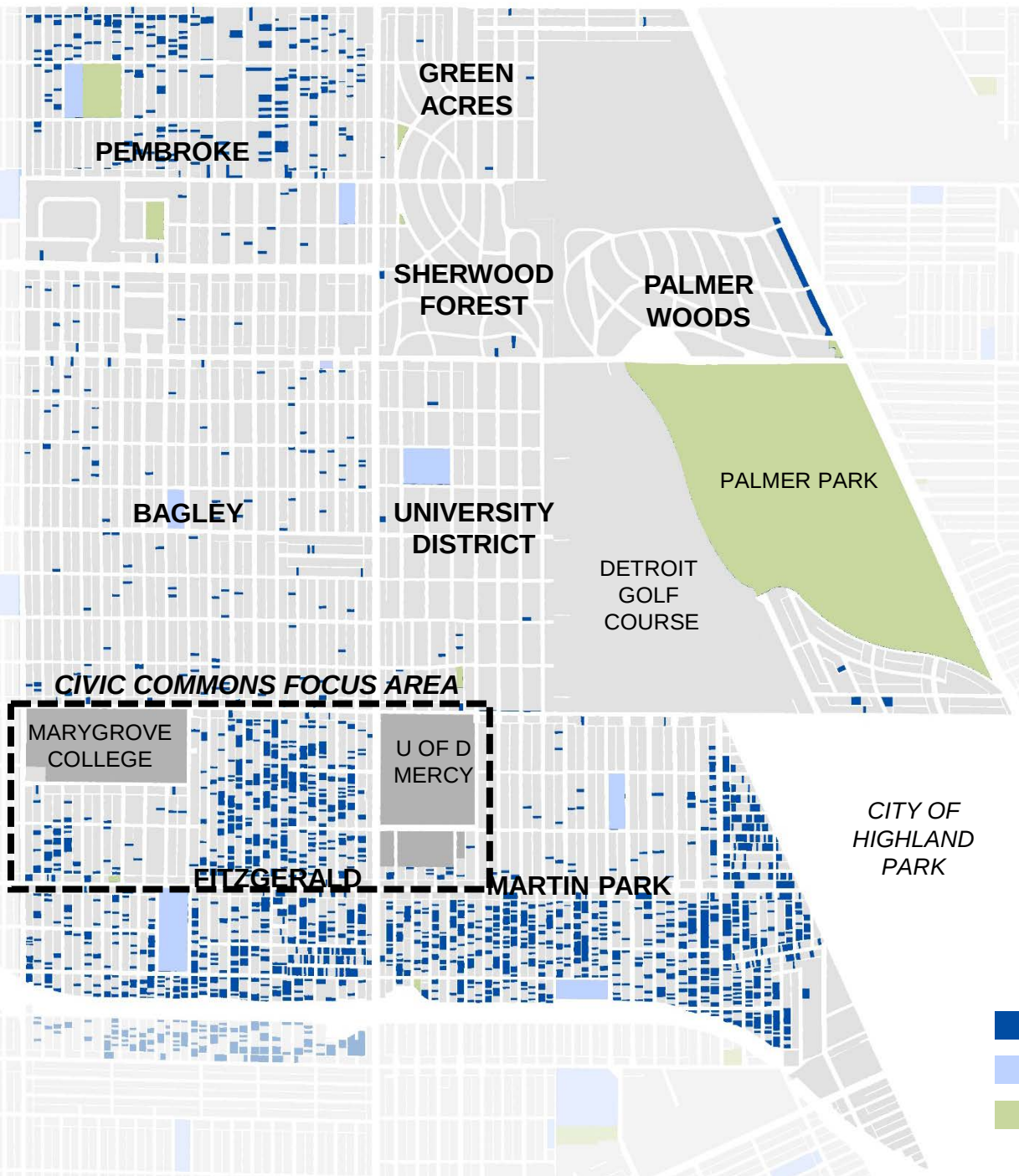


**Detroit Demonstration**

**Creating a neighborhood-level  
civic commons to enable  
inclusive growth and  
reinvestment**

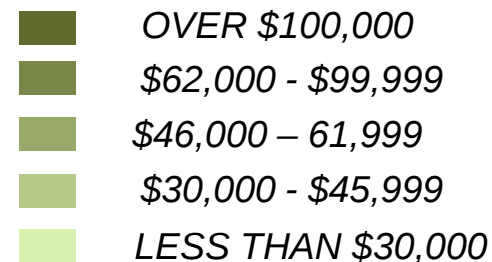
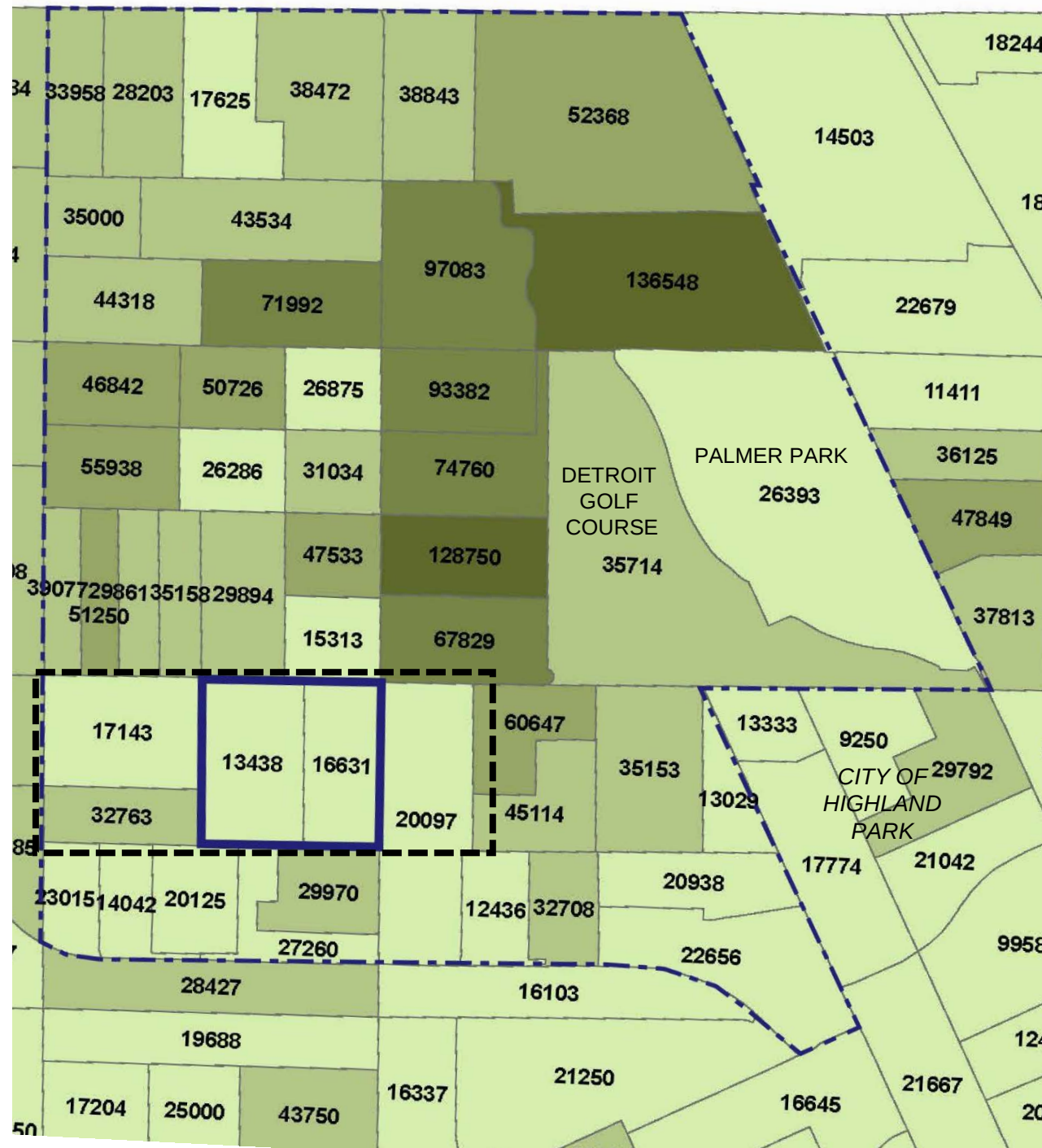
# Reinvesting in Civic Life in Detroit's Neighborhoods

- 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



# Fitzgerald Revitalization Project

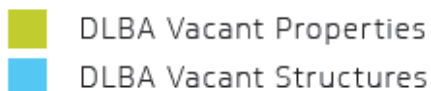
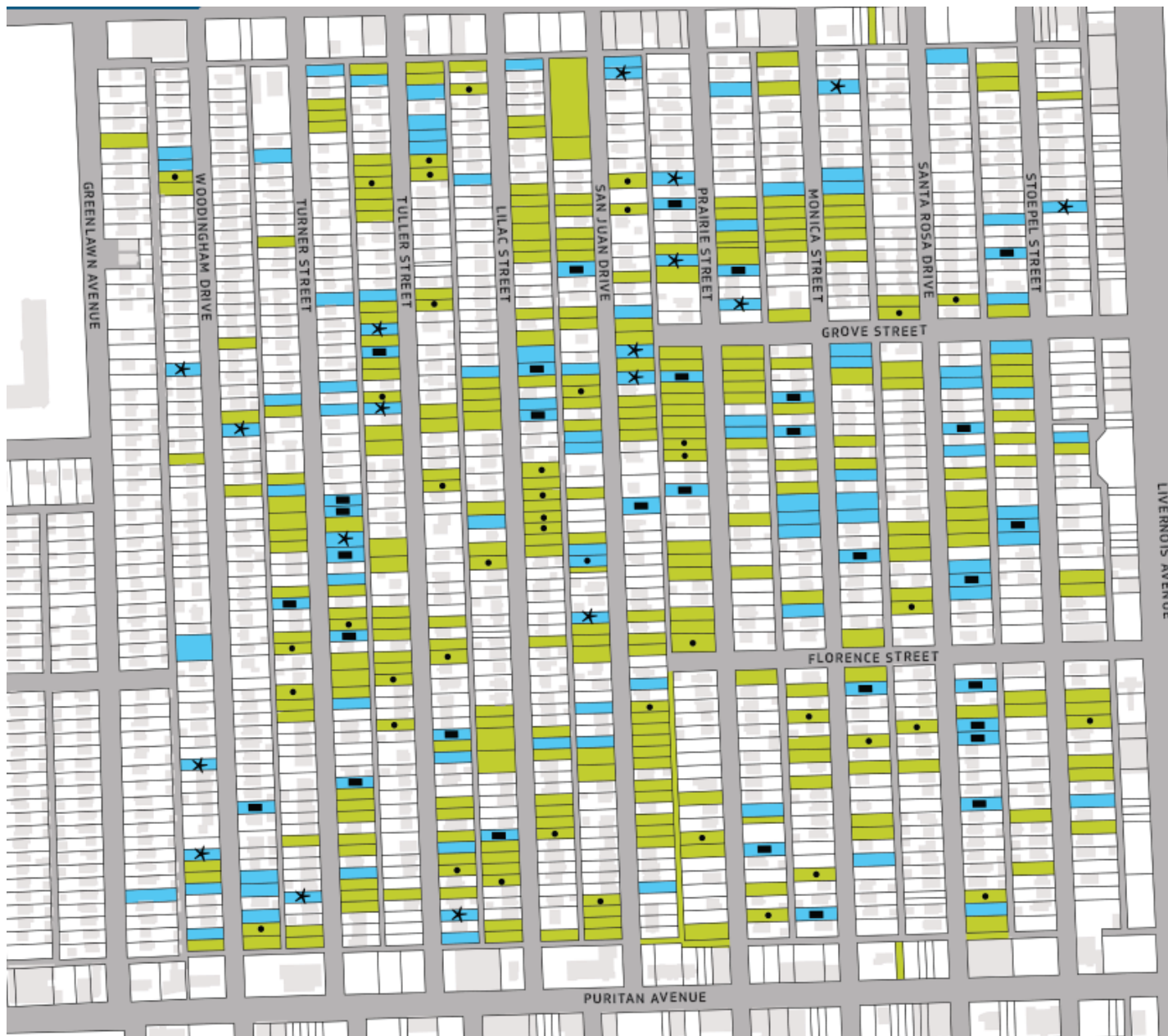
*Creating a blight-free quarter square mile in the Fitzgerald neighborhood*

## 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





28

COMMUNITY + TOWN  
HALL MEETINGS



50

9

BLOCK CLUB + NEIGHBORHOOD  
ASSOCIATION MEETINGS

POP-UPS + EVENTS





*proposed*

greenway

CITY PARK

REHAB

GREENWAY

PRODUCTIVE LOTS

# Team

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## 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 Collaborative Design  
Center

Detroit Economic Growth  
Corporation

Detroit Land Bank

The Greening of Detroit

Invest Detroit

Knight Foundation

The Kresge Foundation

Live6

Marygrove College

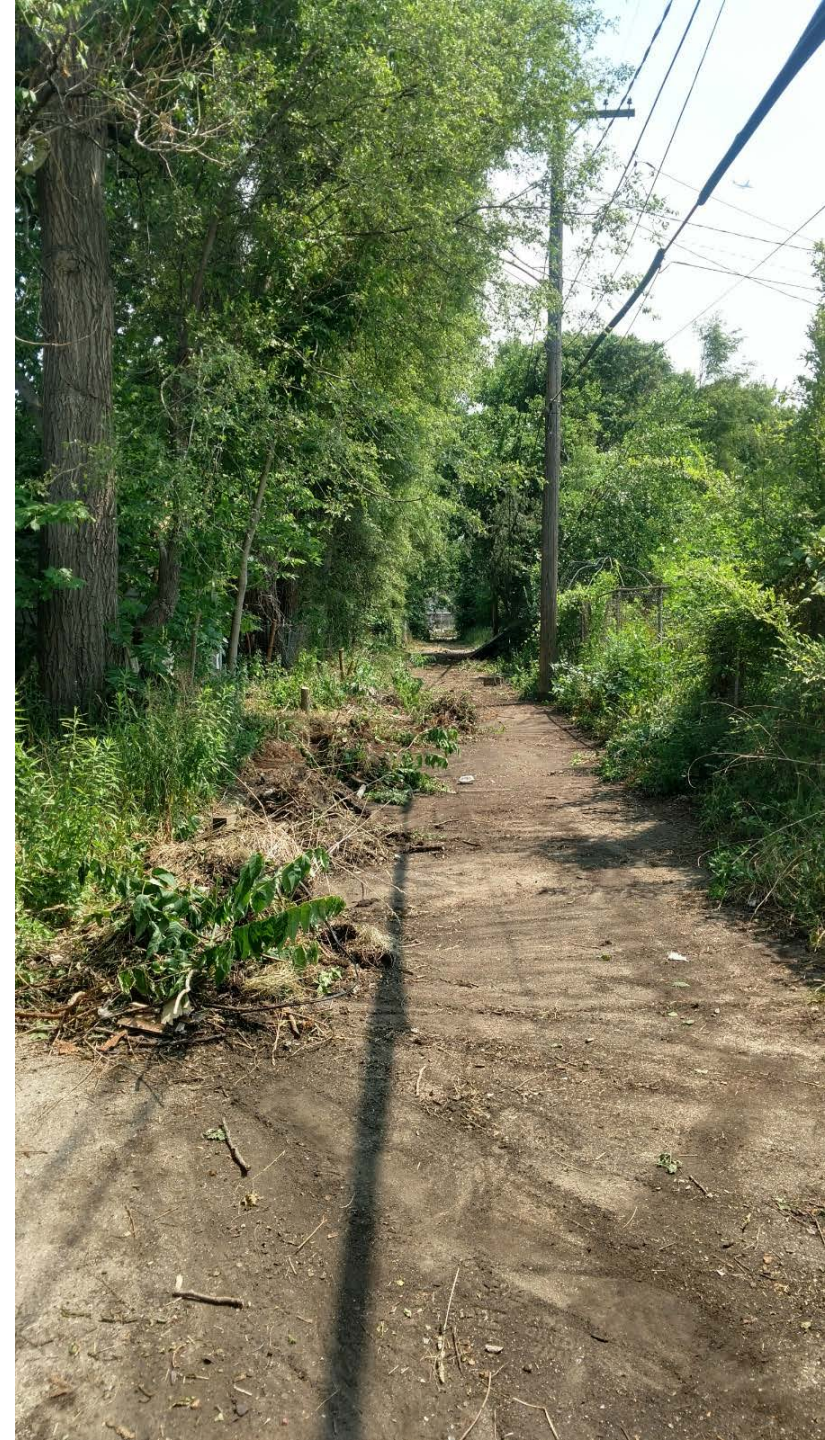
University of Detroit Mercy



**Neighborhood Scale**



Google





PLAYGROUND

PICNIC  
AREA

ART STEPS

MULTIPURPOSE  
FIELD

TRAFFIC  
CALMING

BIKE REPAIR

BASKETBALL

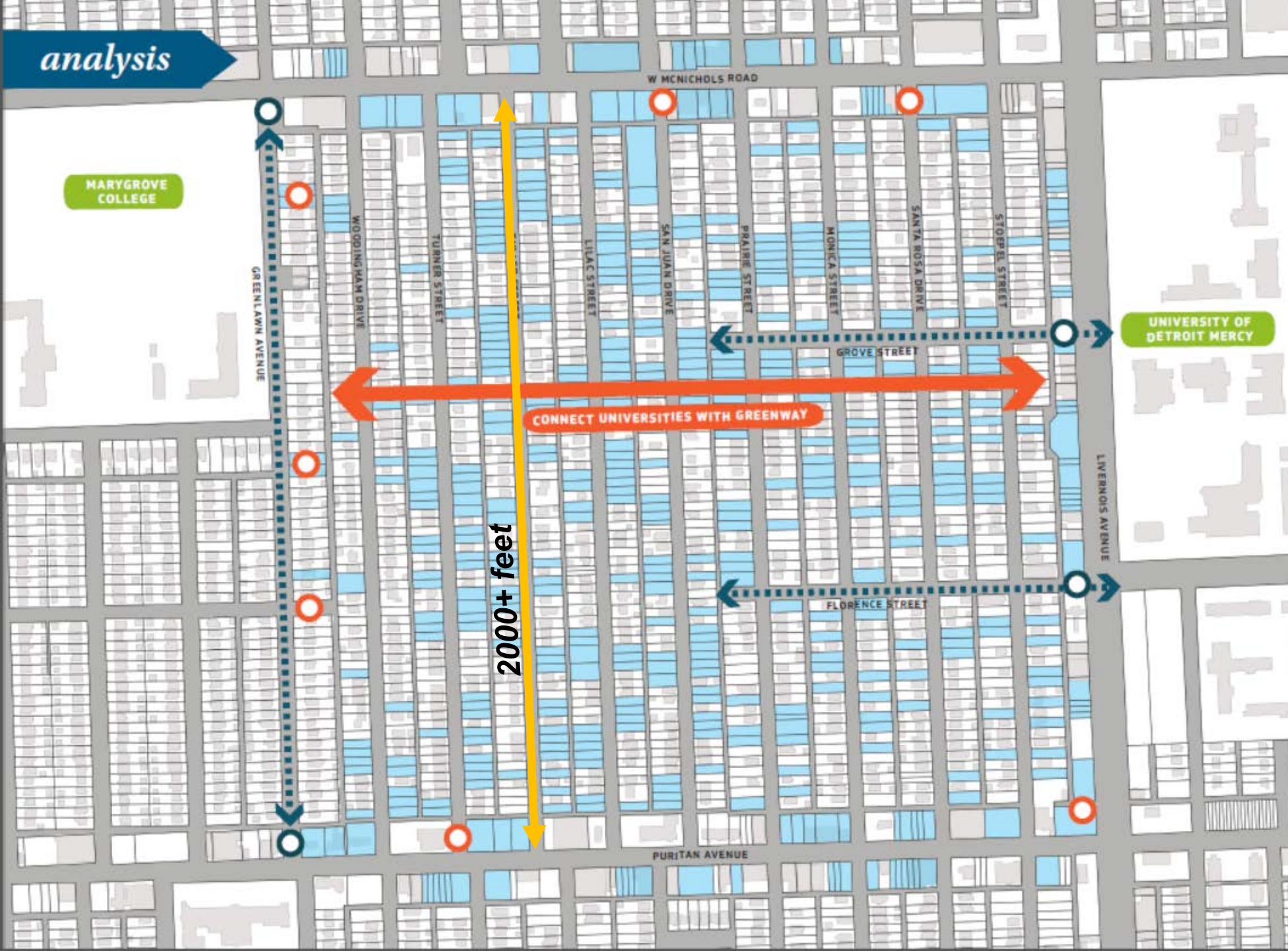
GREENWAY











## Greenway

- Half-mile blocks
- Need for better pedestrian access, especially for youth and seniors
- Reduce speeding on long blocks to improve safety
- Improve connections between the community and universities

*option*

grove

## Greenway

- Environmental Review Complete
- Project out to bid in late 2018
- **2018-19 Construction**



Elevated Crosswalks

# MOTOR CITY MATCH

**Detroit Sip**  
**7420 W. McNichols**  
**Open Nov 2017**



GOOD STOP  
LIQUOR  
GROCERY, WIC  
LOTTO, ATM

METRO DETROIT BARBER COLLEGE

ROAD  
WORK  
AHEAD





Creating Space for Collaboration

GOOD STOP  
LIQUOR  
GROCERY WIC  
CUTTO . ATM

7426

NEIGHBORHOOD  
HOMEBASE









**Community-Engaged Process**



28

COMMUNITY + TOWN  
HALL MEETINGS



50

9

BLOCK CLUB + NEIGHBORHOOD  
ASSOCIATION MEETINGS

POP-UPS + EVENTS







Photo by Harry Connolly



# Civic commons visitorship

Change in average hourly visitorship of the sites.

Source: Observation map

↑

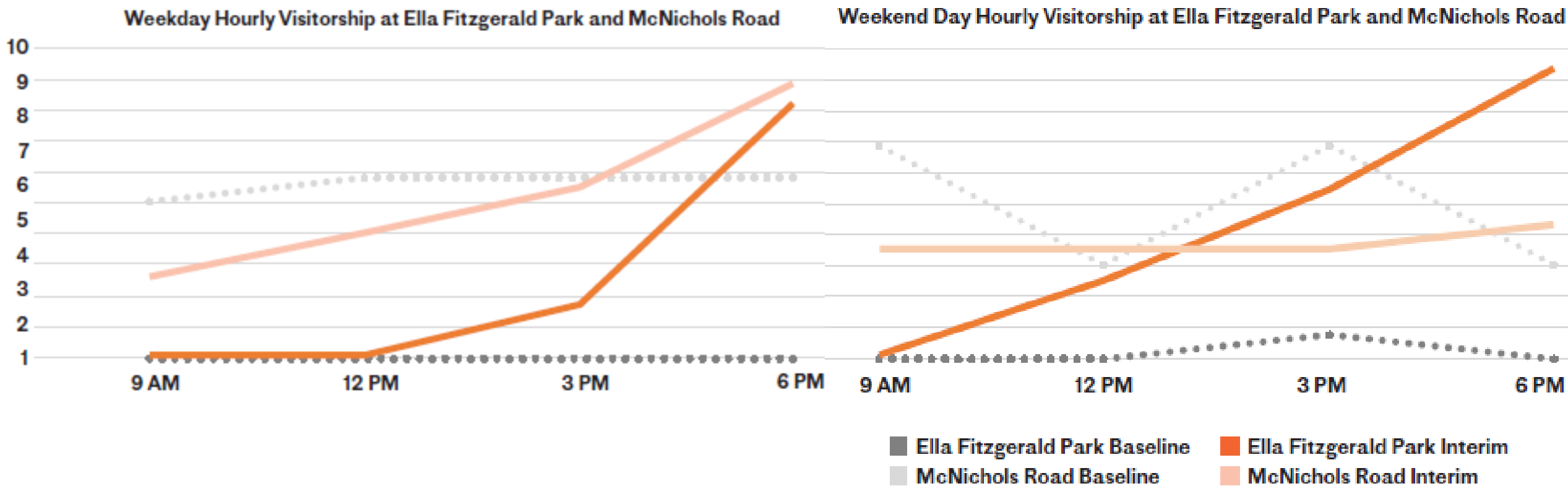
5

people per hour at  
Ella Fitzgerald Park

no

change

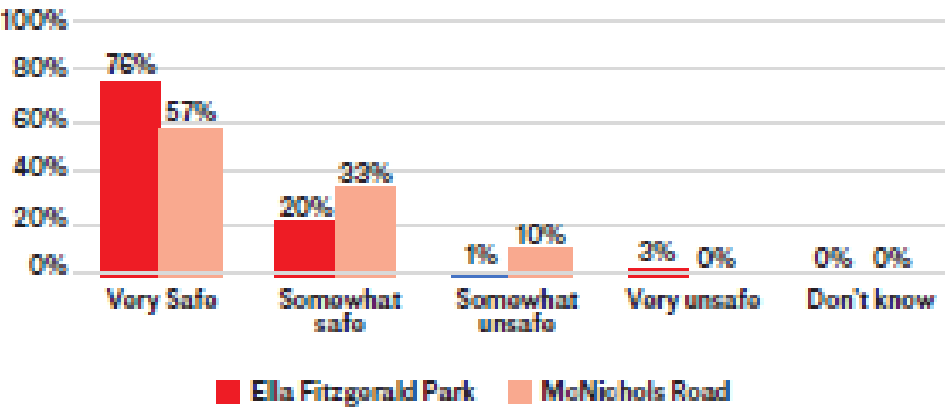
people per hour at  
McNichols Road



# Perception of neighborhood safety

Percent of respondents who say they feel safe in the neighborhood during the day. **94%**

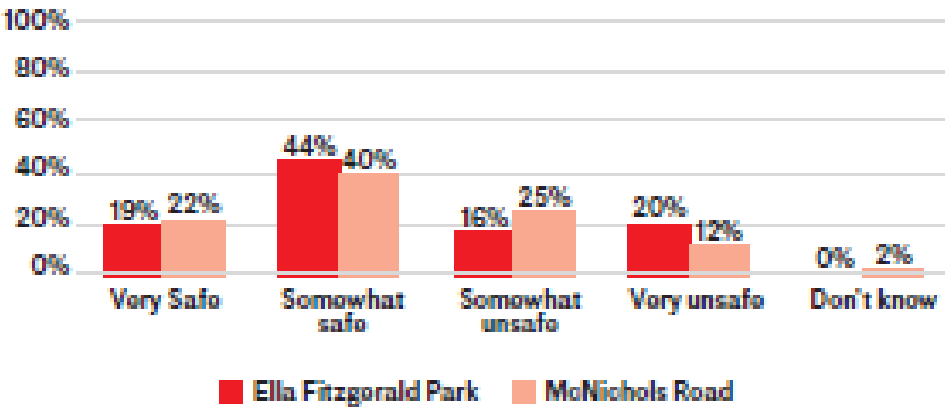
Source: Baseline figures from neighborhood survey; interim figures from intercept survey



|          |     |         |     |
|----------|-----|---------|-----|
| BASELINE | 80% | INTERIM | 94% |
|----------|-----|---------|-----|

Percent of respondents who say they feel safe in the neighborhood at night. **63%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



|          |     |         |     |
|----------|-----|---------|-----|
| BASELINE | 35% | INTERIM | 63% |
|----------|-----|---------|-----|

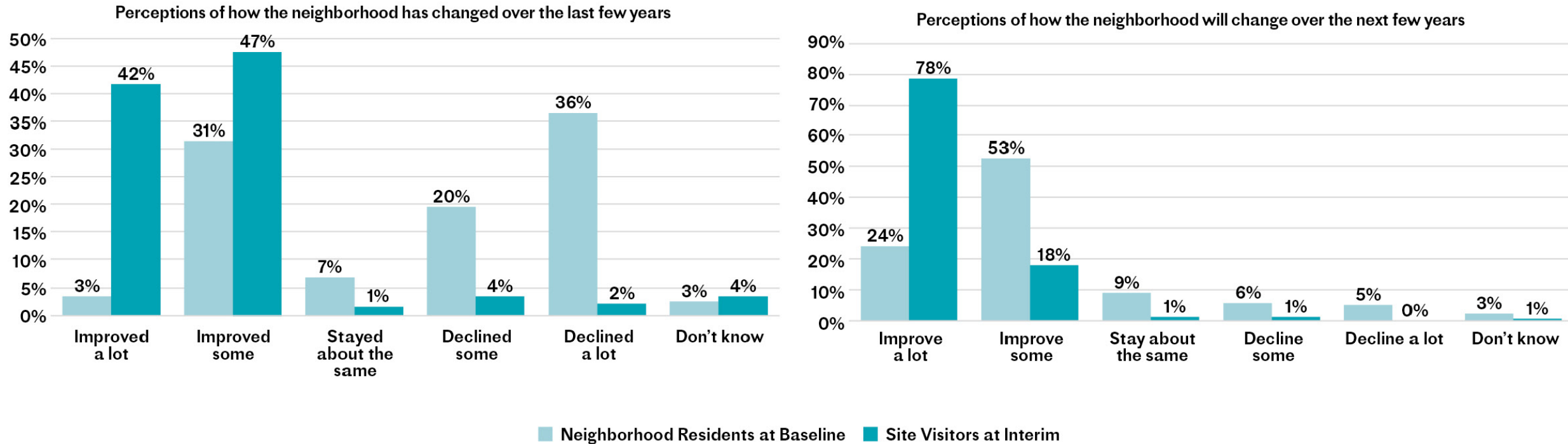
| METRIC                      | DESCRIPTION                                                   | SOURCE                  | BASELINE | INTERIM                                    |
|-----------------------------|---------------------------------------------------------------|-------------------------|----------|--------------------------------------------|
| Female site visitorship     | Percent of site visitors who are female.                      | Observation map         | 27%      | Ella Fitzgerald<br>35%<br>McNichols<br>31% |
| Reported neighborhood crime | Average monthly reported crime incidents in the neighborhood. | Local police department | 29*      | 29                                         |

\*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

# Perceptions of the neighborhood and its future

Comparing the perspectives of neighborhood residents at baseline and site visitors at interim on perceptions of the neighborhood and its future.

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

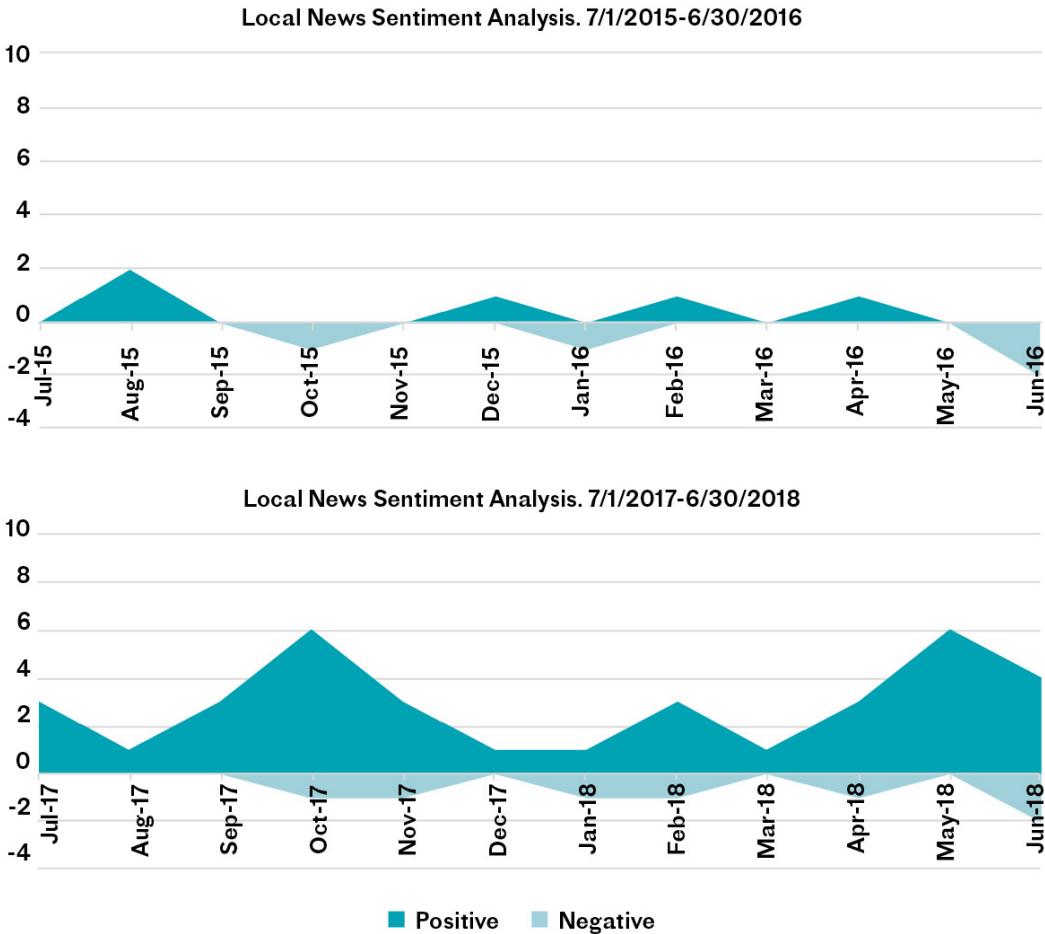


# Public perceptions of sites and of the neighborhood

Change in percent of local news articles with positive narrative about the sites and the neighborhood.

**↑ 28** percentage points    **↑ 30** positive articles

Source: Monitoring of local news sources



# Citywide site visitorship

Percent of site visitors report living outside of the neighborhood

**25%**

Source: Intercept Survey

