MICHIGAN STATE UNIVERSITY

Fenkell Commercial Corridor Study

April 25, 2014

Michigan State University Planning Practicum

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Project Introduction

The Client, Project Goal, Site Location, Area History, Neighborhood Character

The Client

- **Brightmoor Alliance**
  - Established in 2000
  - Collection of about 50 nonprofit organizations
  - Main focus:
    - Organize its resources to help restore the neighborhood so that it is not only functional and livable, but also vibrant and attractive

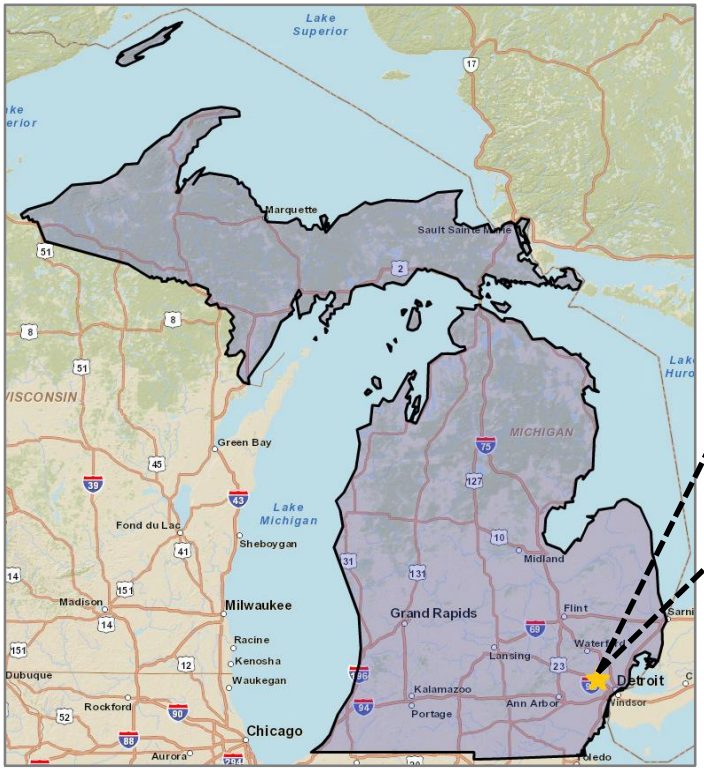
Project Goal

- Recommend compatible, phased-growth commercial redevelopment for Fenkell Avenue between Burt & Dacosta Streets

Source: Google Maps

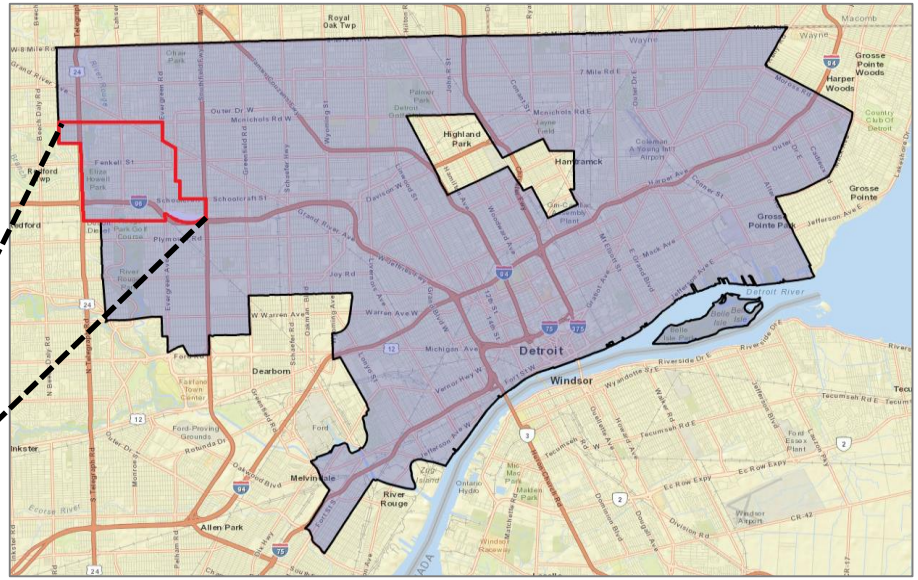
Site Location

State of Michigan



Source: ESRI

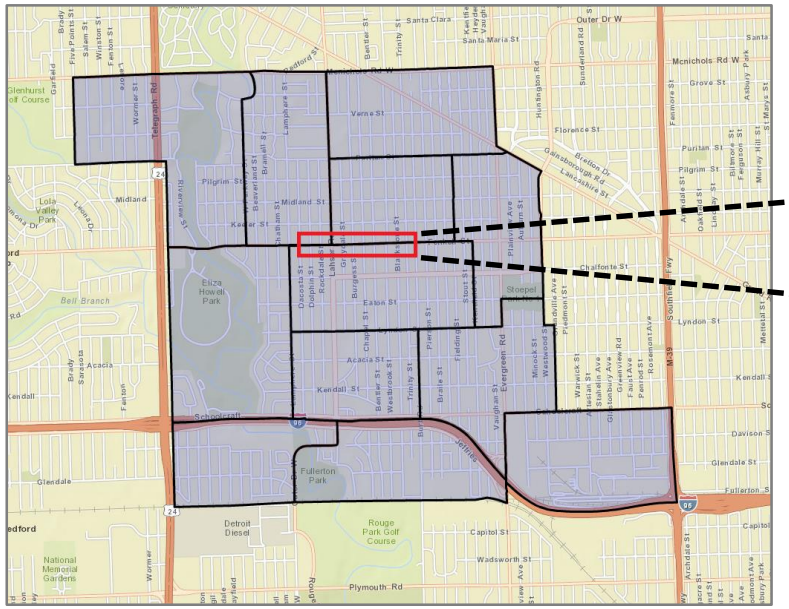
City of Detroit



Source: ESRI

Site Location

Brightmoor Neighborhood


Mcnichols Rd W
Grove St
Florence St
Puritan St
Pilgrim St
Midland St
Verne St
Keeler St
Chalfonte St
Eaton St
Lyndon St
Kendall St
Davison S
Glendale St
Fullerton Park
Detroit Diesel
Rouge Park Golf Course
Capitol St
Wadsworth St
Plymouth Rd
Schoolcraft
Fullerton
Telegraph Rd
Trinity St
Bentler St
Fenkell St
Dolphin St
Rockdale St
Burgess St
Greydale St
Dacosta St
Eliza Howell Park
Bell Branch
Lola Valley Park
Midland
Acacia St
Braile St
Fielding St
Piedmont St
Vaughan St
Georgian Rd
Rosemont Ave
Warwick St
Stallalin Ave
Glastonbury Ave
Greenview Rd
Pontiac Ave
Penrod St
M39
Southfield Fwy
Outer Dr W
Huntington Rd
Sunderland Rd
Fenmore St
Ashbury Park
Murray Hill St
St Marys St
Lancashire St
Bradford Dr
Glenhurst Golf Course
National Memorial Gardens
Garfield
Brady
Fort Pointe St
Stanton St
Felton St
Warner St
Lenore
Santa Clara
Santa Maria St
Kenilworth
Haverhill
Vaughn
Seaford Rd
Lamphere St
Beaverland St
Russell St
Stahlhelm St
Lakeland St
Graylog St
Blackstone St
Plainview Ave
Alden St
Oakdale St
Lisbon St
Silkwood St
Ferguson St
Stoepel
Melstead St
Piedmont St
Woodville Ave
Winnick St
Kentucky St
Wisconsin St
Dakota St
Dolphin St
Rockdale St
Burgess St
Greydale St
Barlow St
Westbrook St
Trinity St
Braile St
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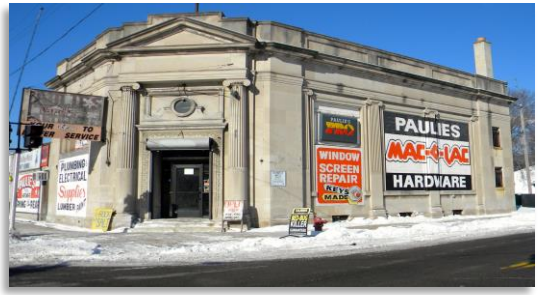
Lisbon St
Silkwood St
Ferguson St
Stoepel
Melstead St
Trinity St
Bentler St
Burt Rd
Fenkell St
Greydale St
Dolphin St
Rockdale St
Burgess

Area History

- Neighborhood developed in 1921
- Annexed to Detroit in 1926
- Fenkell Avenue: Brightmoor's commercial corridor
  - Main thoroughfare connecting to major highways

1)



1) Source: www.brightmooralliance.files.wordpress.com/

All other images) Source: Practicum Team

Neighborhood Character

Past

Present

1)

Source: Google Maps

1) Source: www.brightmooralliance.files.wordpress.com

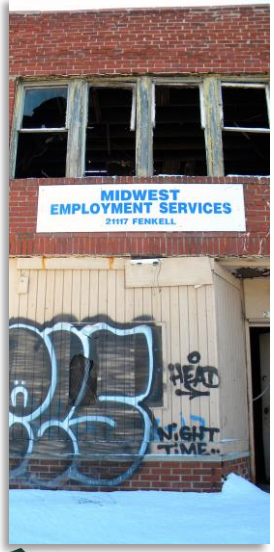
All other images) Source: Practicum Team

Strengths, Weaknesses, Opportunities, Threats (S.W.O.T.) Analysis

STRENGTHS

- Gompers Elementary
- Brightmoor Community Center

Source: http://detroitk12.org/schools/gompers/



Source: Practicum Team

- Poor infrastructure
- High vacancy rates

WEAKNESSES

OPPORTUNITIES

- Urban agriculture
- Local grassroots art

Source: www.ecotrust.org

Source: Practicum Team

Source: Google Maps

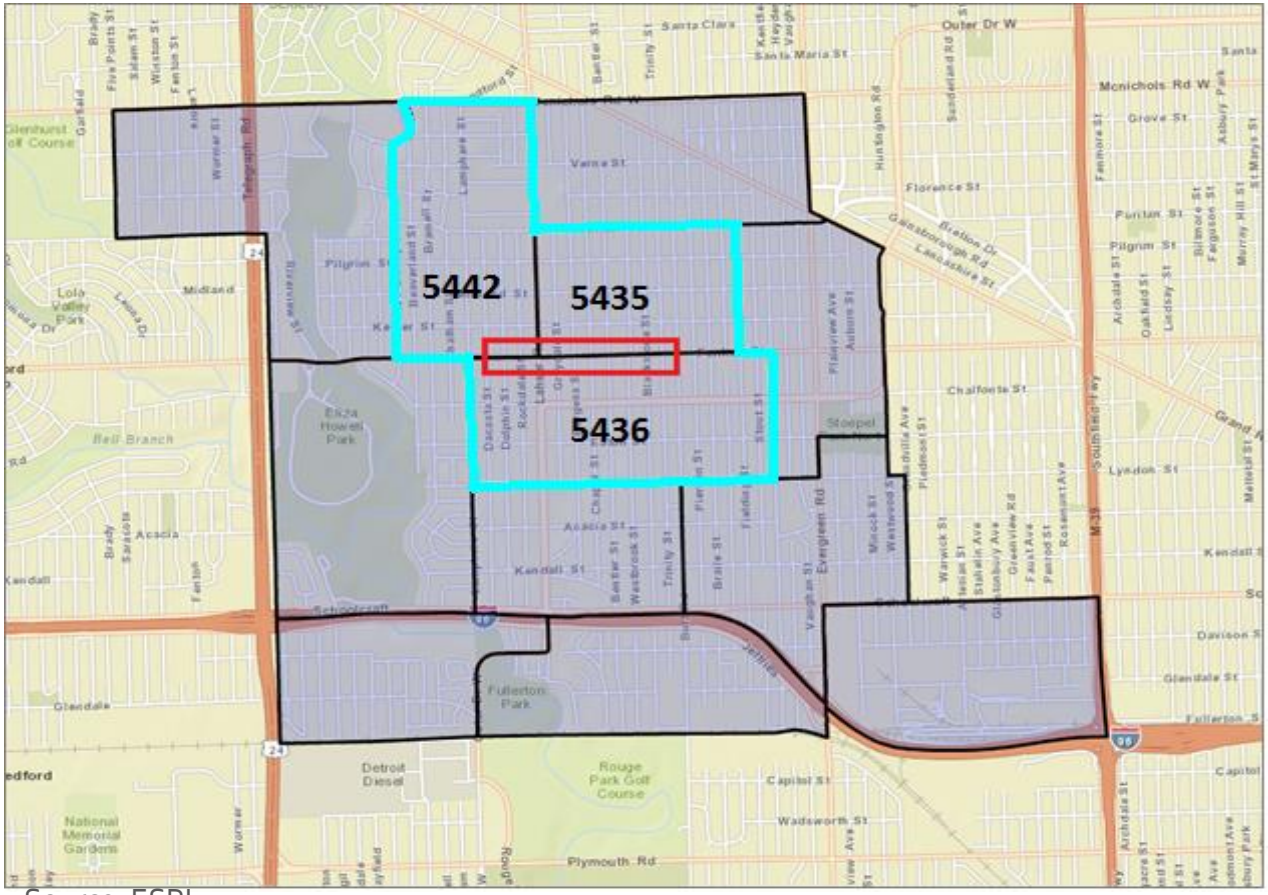
- Further decline of commercial corridor

THREATS

Socioeconomic Profile

Total Population, Racial Composition, Household Income, Educational Attainment, Employment Status, Summary

Fenkell Corridor Focus Area Census Tracts



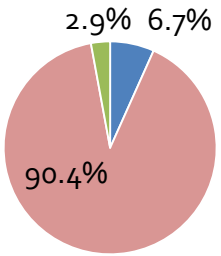
Source: ESRI

Total Population				
	Fenkell Corridor Focus Area	Brightmoor	Detroit	Michigan
2000	9,815	34,598	954,270	9,938,444
2010	5,742	23,845	713,777	9,883,640
%Δ	-41%	-31%	-25%	-1%

Sources: 2000, 2010 U.S. Census

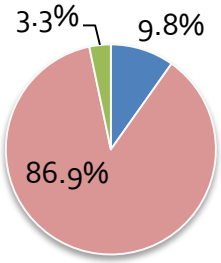
Racial Composition

Fenkell Corridor Focus Area



- White Alone
- Black or African American Alone
- Other Race

Brightmoor



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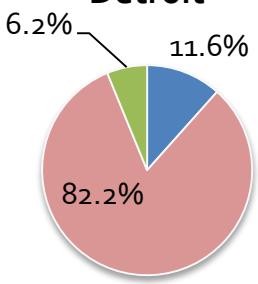
- Other Race

Detroit



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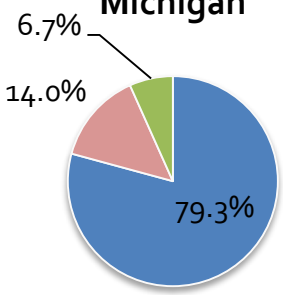
- Other Race

Michigan



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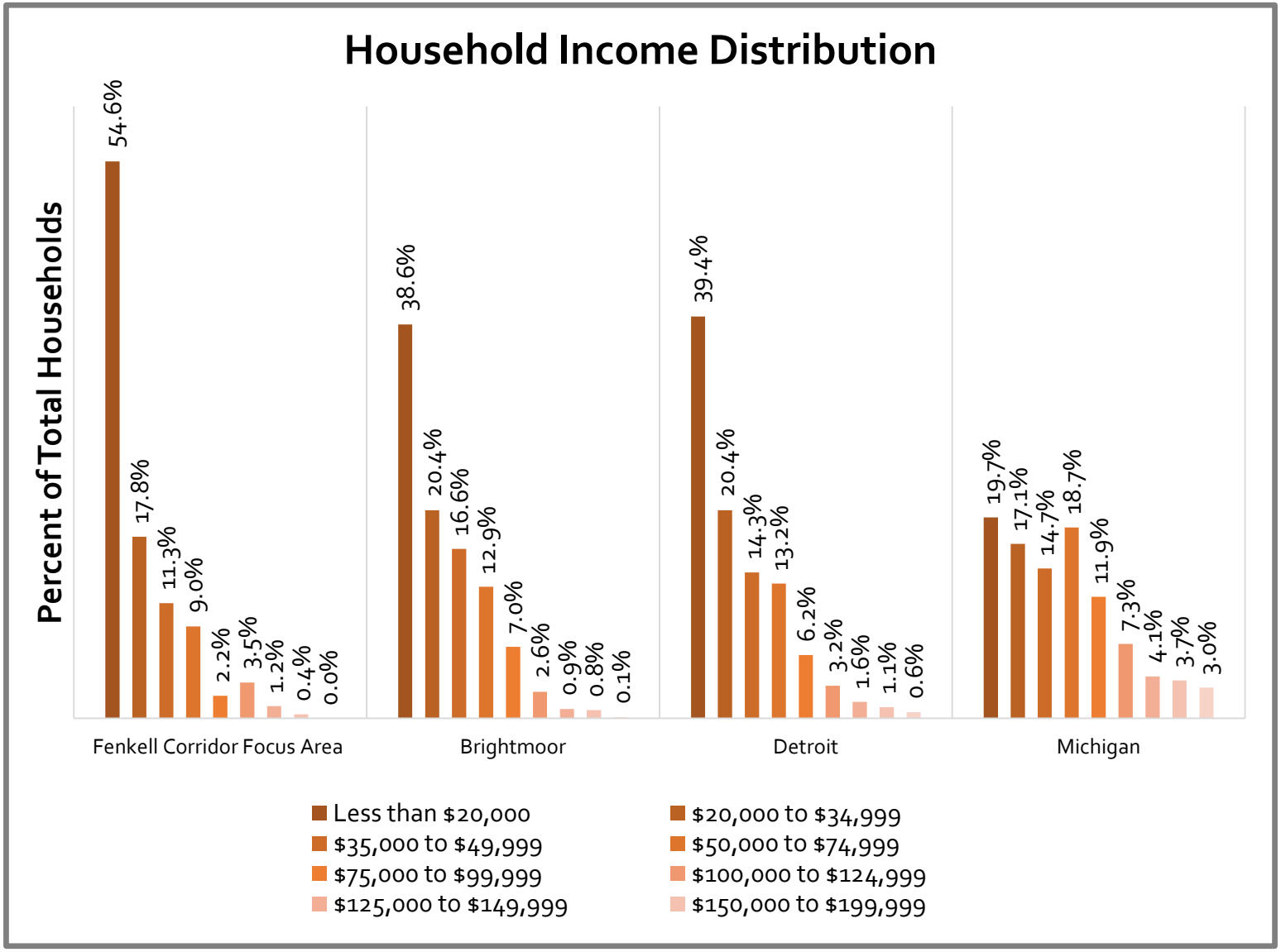
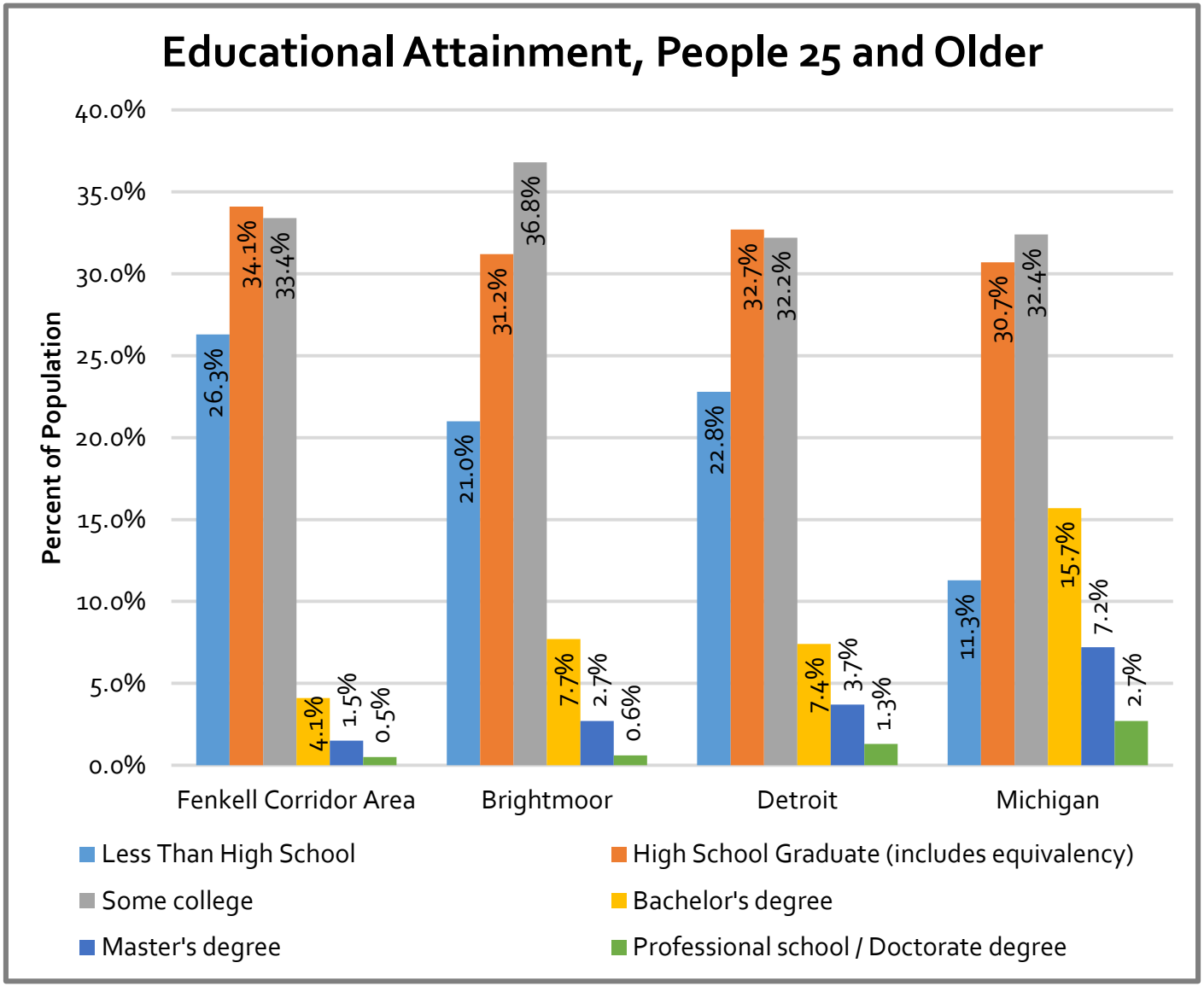
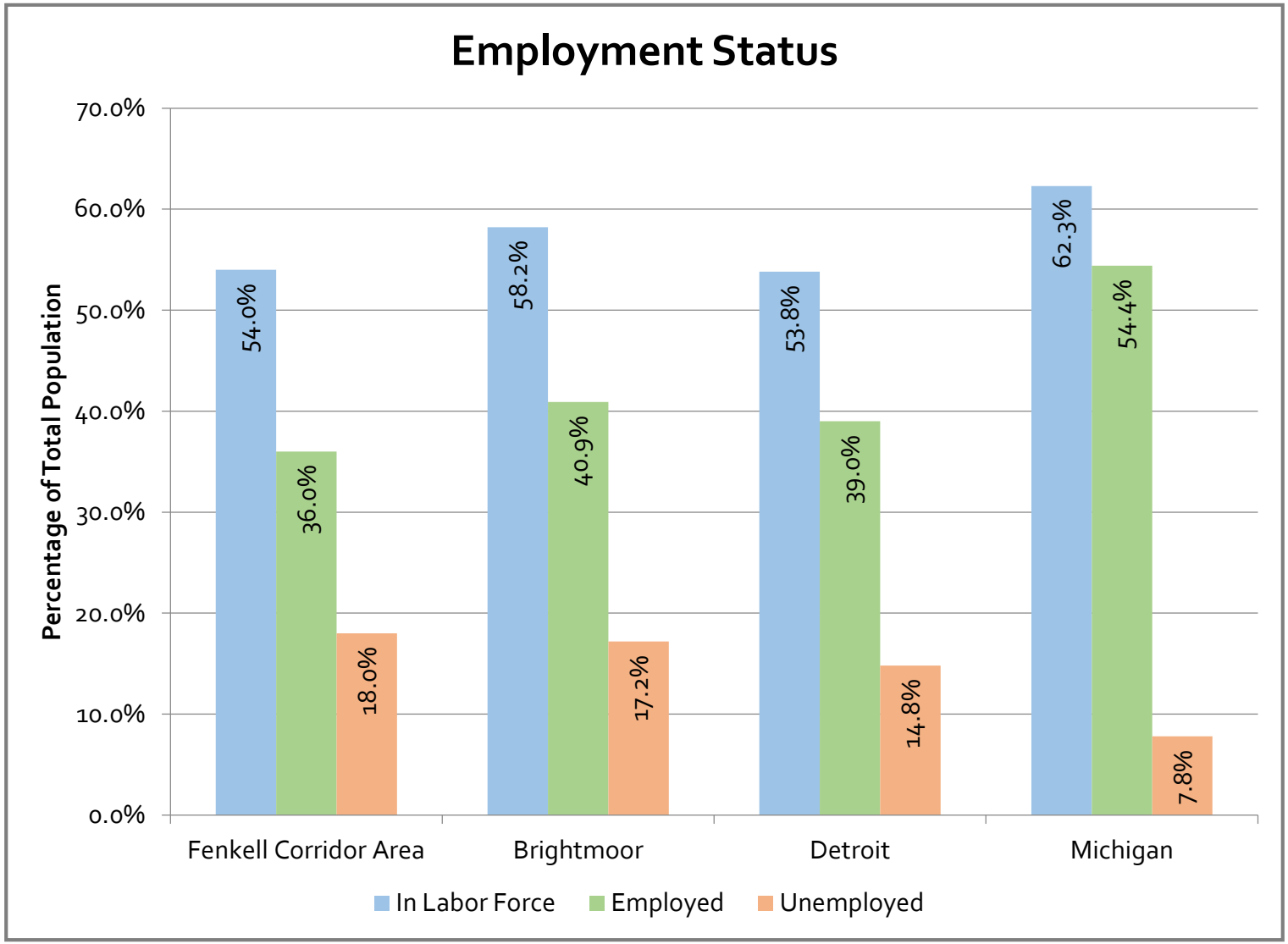
Source: ACS 2008-2012 5-Year Estimate



Source: ACS 2008-2012 5-Year Estimate



Source: ACS 2008-2012 5-Year Estimate



Source: ACS 2008-2012 5-Year Estimate

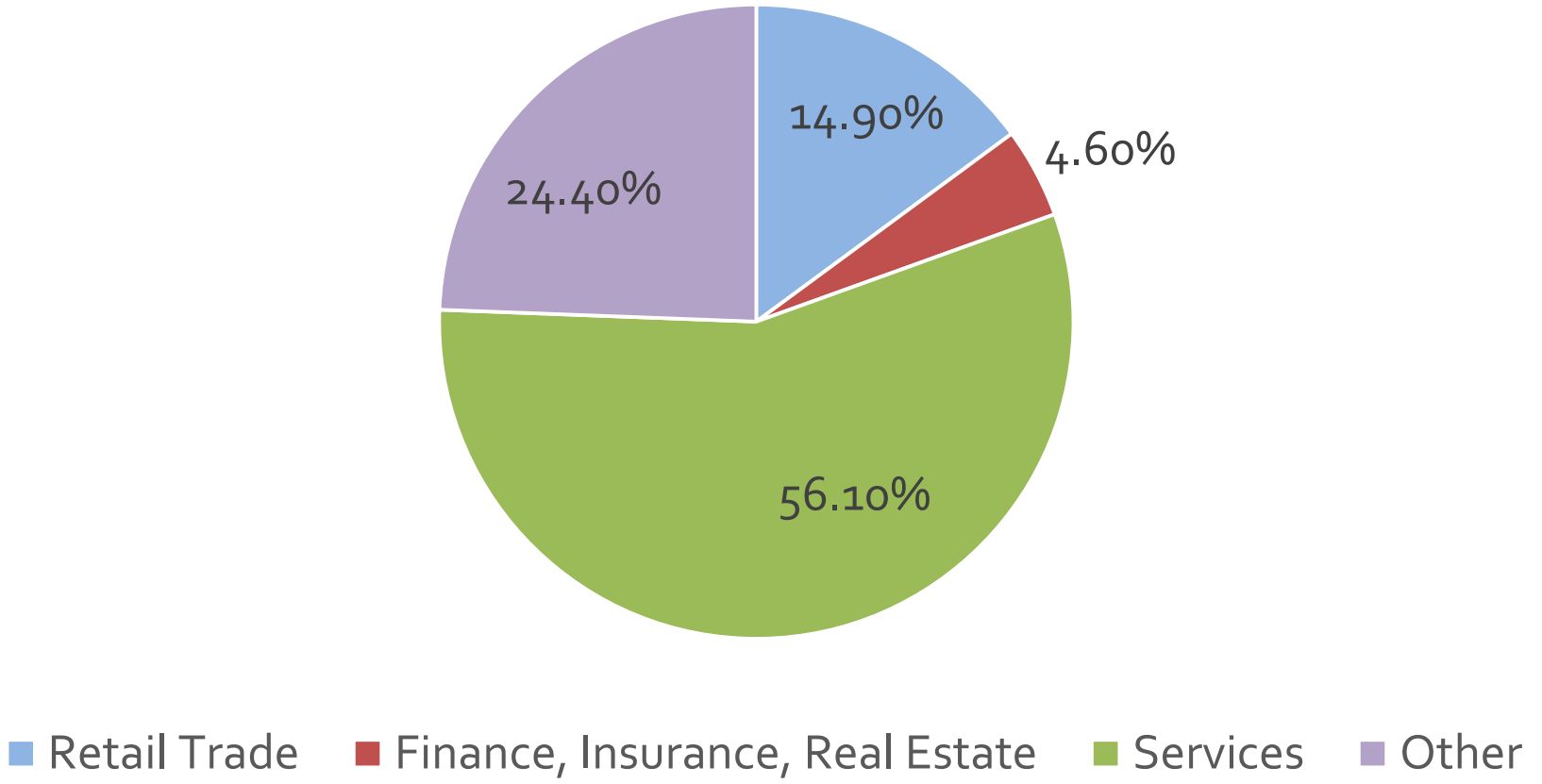
Socioeconomic Summary

- Highest percentage of total population loss at 41%
- Largest racial group: African American at just over 90%
- Nearly 55% of household earn less than $20,000 annually
- Approximately 4% of residents earn Bachelor's degrees
- 26% of residents did not receive a high school diploma
- Highest current unemployment: 18%

Market Analysis

Current Industry Profile, Industry Surpluses & Leakages

Current Industry Profile



Source: 2012 ESRI Business Segment Concentration

Industry Surpluses & Leakages

- **Surpluses**
  - Convenience stores
  - Gas stations
  - Liquor stores

Source: Practicum Team

- **Leakages**:
  - Grocery stores
  - Lawn / garden equipment and supplies stores
  - Used merchandise stores

Parcel Inventory Assessment

Assessment Tool, Findings, Parcel Inventory

Assessment Tool

- Example Vacant Parcel Score Criteria

	General Parcel Condition
0	Extreme and obvious environmental concerns, significant large debris, extreme brush growth, requires significant remediation (heavy equipment, specialized labor)
1	Obvious but correctable environmental concerns, considerable debris, tall unkempt brush growth, requires considerable remediation (dedicated human labor)
2	Minor environmental concerns, light debris or litter, intermittently maintained vegetation, requires light remediation (minor human labor)
3	No environmental concerns, no debris or significant litter, well maintained vegetation, requires little or no remediation (ready for development)

Assessment Tool

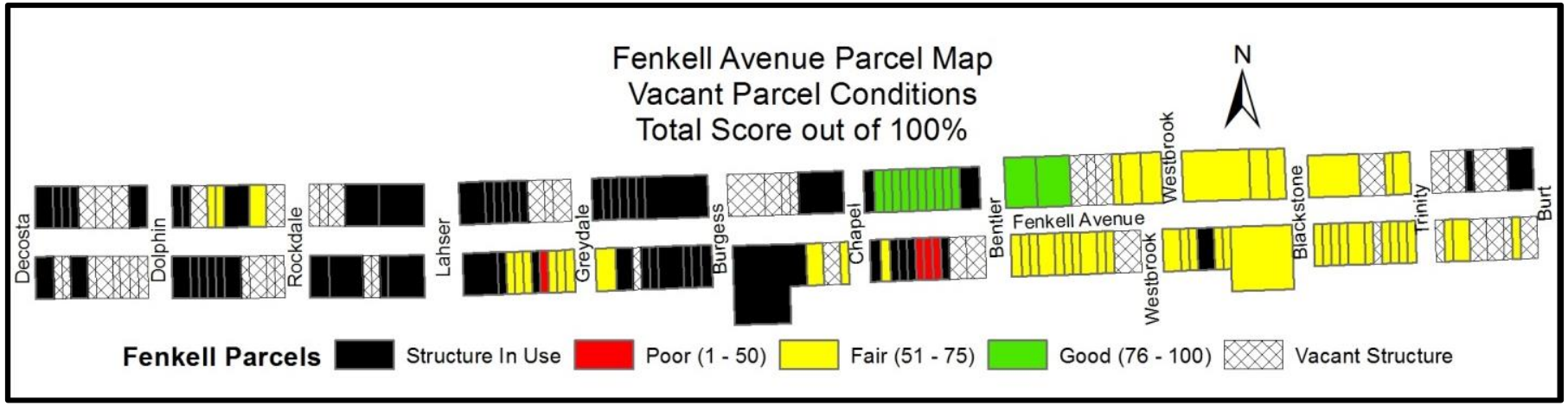
Parcel Score	
0 to 4	Lot requires large landowner and government investments to be considered for economic development.
5 to 9	Lot generally in poor condition, requires significant landowner and government investment to be considered for economic development.
10 to 14	Lot in serviceable condition, needs minor landowner and government investment to be considered for economic development.
15 to 18	Lot in good condition, prime development potential. Requires little to no investment for economic development.

Assessment Tool

Structure Score	
0 to 4	Completely unserviceable, recommend deconstruction.
5 to 9	Structure requires significant investment to be serviceable.
10 to 14	Structure requires little to moderate investment to be serviceable.
15 to 18	Structure is ready to be utilized as is. No investment required.

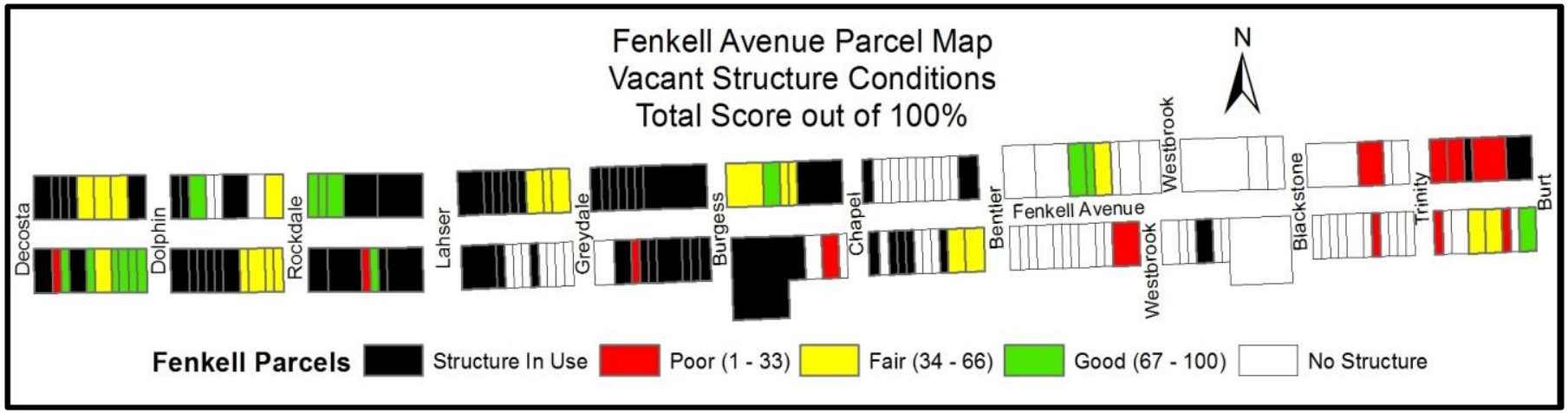
Findings

Vacant Parcel Condition



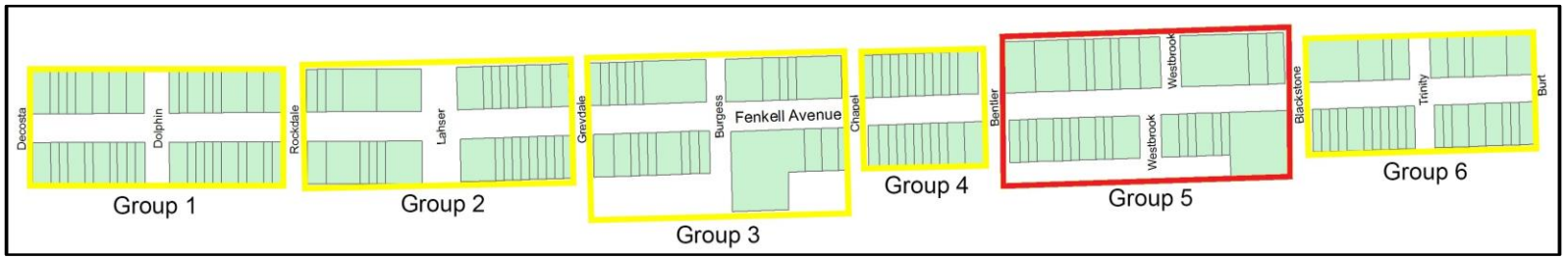
Findings

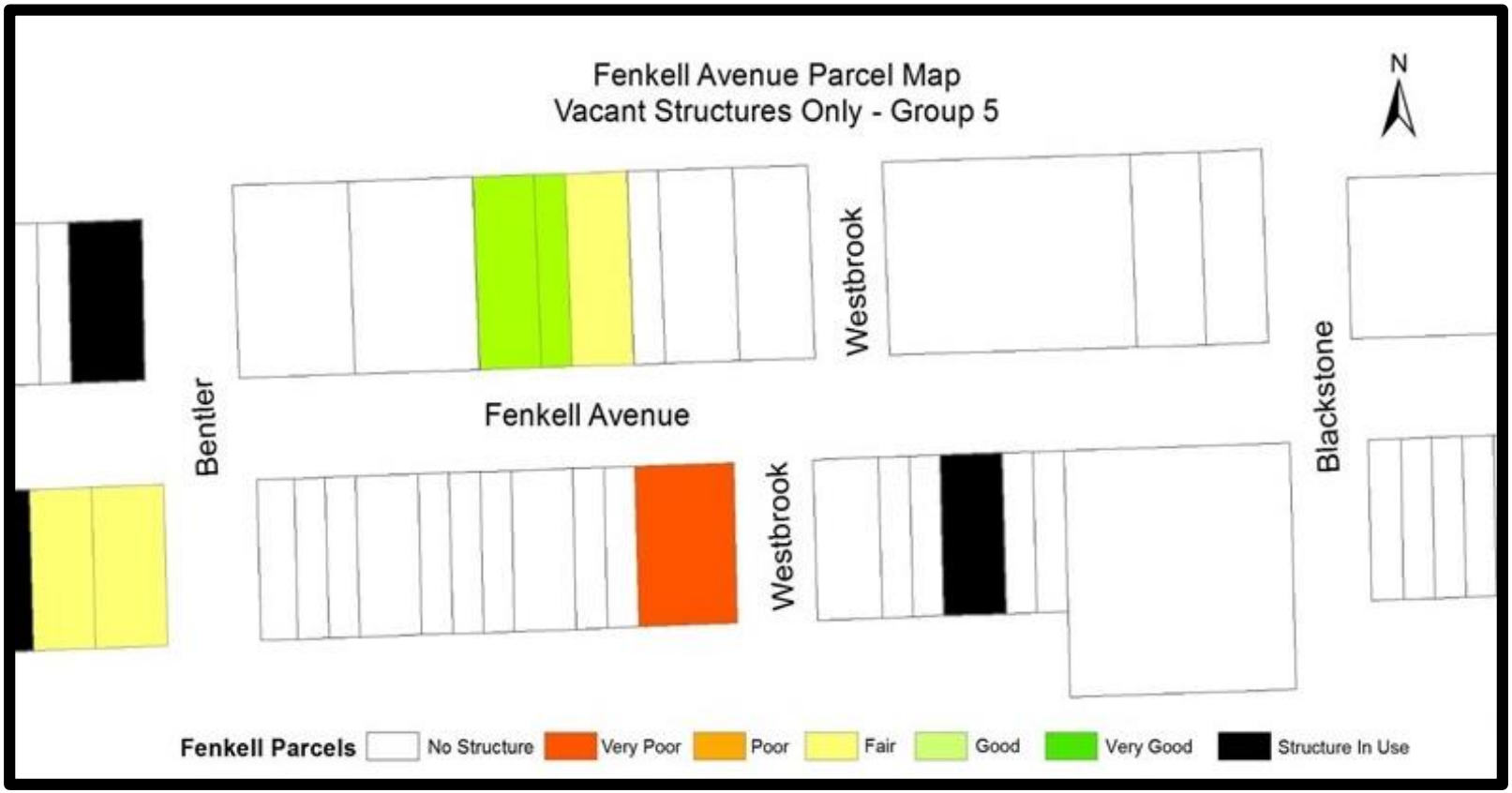
Vacant Structure Condition

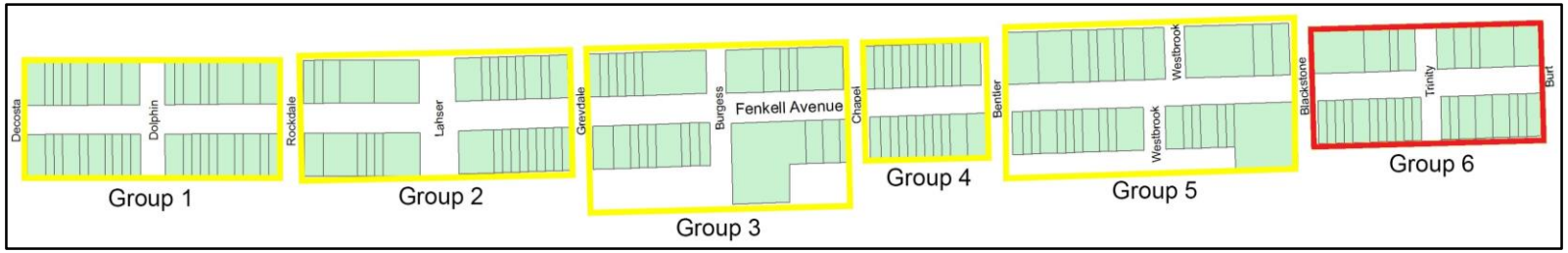


Parcel Inventory

	Vacant Parcel	Structure Not In Use	Structure In Use	Total Parcels
Group 1	3 (8.3%)	17 (47%)	16 (44%)	36
Group 2	7 (23.3%)	8 (26.7%)	15 (50%)	30
Group 3	3 (12%)	6 (24%)	16 (64%)	25
Group 4	14 (60.8%)	2 (8.7%)	7 (30.4%)	23
Group 5	24 (82.8%)	4 (13.8%)	1 (3.4%)	29
Group 6	16 (57.1%)	10 (35.7%)	2 (7.1%)	28


Decosta
Dolphin
Group 1
Rockdale
Lahser
Group 2
Grevdale
Burgess
Fenkell Avenue
Group 3
Chapel
Group 4
Bentler
Westbrook
Westbrook
Group 5
Blackstone
Trinity
Burt
Group 6


Fenkell Avenue Parcel Map
Vacant Structures Only - Group 5
N
Bentler
Fenkell Avenue
Westbrook
Westbrook
Blackstone
Fenkell Parcels
No Structure
Very Poor
Poor
Fair
Good
Very Good
Structure In Use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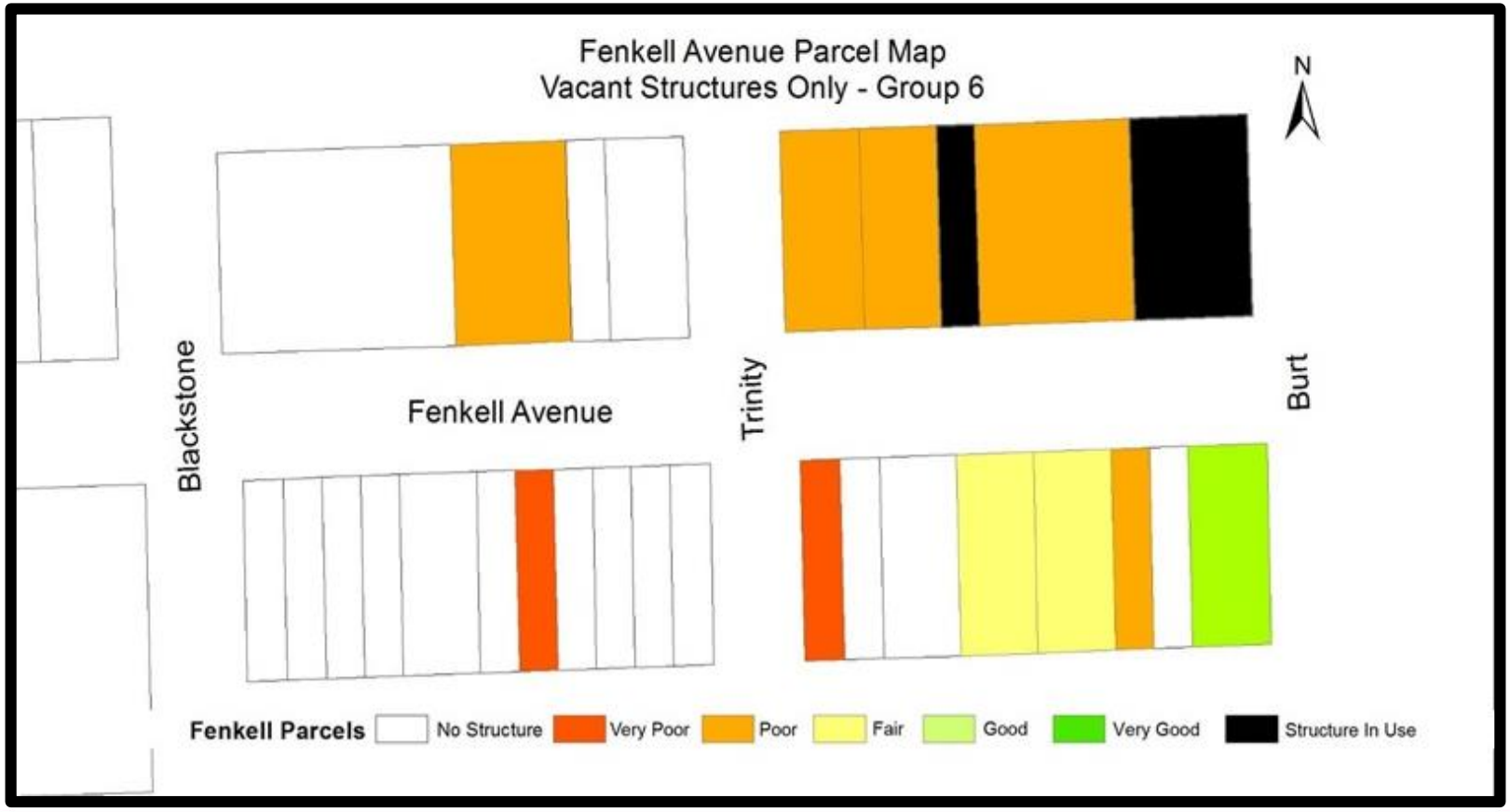

Fenkell Avenue Parcel Map
Vacant Structures Only - Group 6
N
Blackstone
Fenkell Avenue
Trinity
Burt
Fenkell Parcels
No Structure
Very Poor
Poor
Fair
Good
Very Good
Structure In Use

General Corridor Recommendations

1 Year, 1-3 Years, 3-5 Years

General Corridor Recommendations

	Low Cost	Medium Cost	High Cost
1 Year	• Non-structural blight removal • Minor façade improvements (paint/signage) • Inform community of development on corridor • Update existing bus signage	• Major façade improvements for existing businesses in use • Notify possible developers of structures ready for business	• Assisting local businesses with advertisement • Minor or targeted sidewalk improvements based on walking audit results

Sidewalk Example

Source: Google Maps

Source: www.walklaurel.blogspot.com

General Corridor Recommendations

	Low Cost	Medium Cost	High Cost
1-3 Years	• Inform community of development on corridor • Gateways to direct traffic into corridor	• Clear alleyways of debris and/or blight • Supplement current businesses with advertising, signage, and general improvements	• Demolition/ Structural blight removal • Community land acquisition

Gateway Example

Source: Google Maps

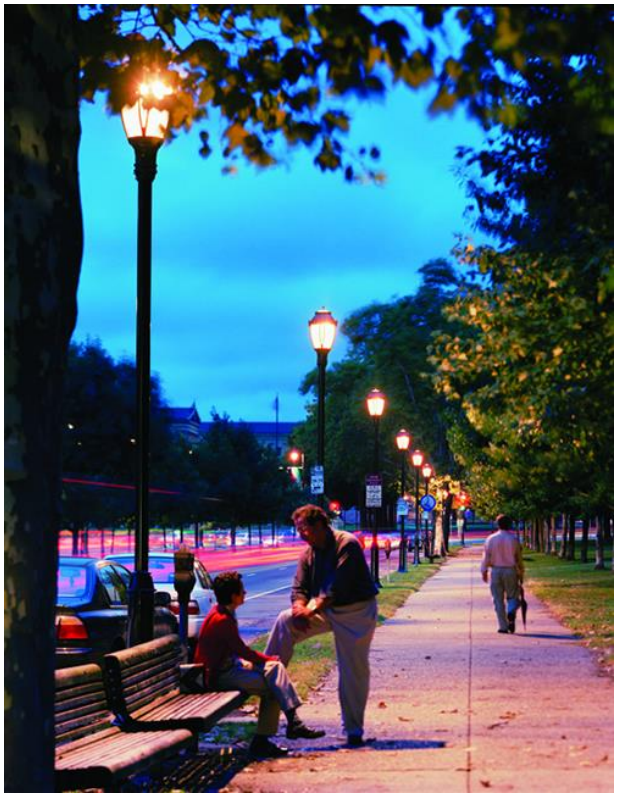
Source: www.urbanindy.com

General Corridor Recommendations

	Low Cost	Medium Cost	High Cost
3-5 Years	• Inform community of development on corridor • Present possible developers with parcel inventory data, funding sources, and economic analysis data	• Pedestrian safety signage/lighting • Major sidewalk improvements focusing on total reconstruction	• Development of industries: • Building materials and supply dealers, lawn and garden equipment and supplies, health and personal care, used merchandise, grocery/specialty food stores

Sidewalk Lighting Example

Source: Google Maps



Source: www.parkwaymuseumsdistrictphiladelphia.org

Acknowledgements

Joe Rashid, Kirk Mayes
Brightmoor Alliance
&
Brightmoor Community Members

Dr. Zenia Kotval
Dr. Rex LaMore
Michigan State University

BRIGHTMOOR ALLIANCE

MICHIGAN STATE UNIVERSITY Founded 1855

Investing in People. Investing in Places.
MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

Questions?