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

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.
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<td>Breakfast, Welcome, Self-Introductions</td>
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<td>Presentation: Reimagining the Civic Commons</td>
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<td>9:45 – 10:15 AM</td>
<td>Presentation: The Dequindre Cut Greenway</td>
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<td>Presentation: Eastern Market</td>
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<td>11:45 – 12:00 PM</td>
<td>Bus to return to Michigan Outdoor Adventure Center</td>
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<td>12:00 – 12:45 PM</td>
<td>Lunch, Updates from ULI</td>
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<td>12:45 – 1:30 PM</td>
<td>Panel: Reimagining the Civic Commons in Detroit</td>
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<td>Bus to Fitzgerald Neighborhood</td>
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<td>Tour: Detroit’s Fitzgerald Neighborhood</td>
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<td>Bus to ULI Happy Hour for Health and Sustainability</td>
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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
SAN FRANCISCO
Population: 751,682
Square-mile area: 46.69

BOSTON
Population: 581,616
Square-mile area: 48.43

MANHATTAN
Population: 1,537,195
Square-mile area: 22.96

Boston, Manhattan, San Francisco
TOTALS
Population: 2,870,493
Square-mile area: 118.08

DETOUR
Population: 933,043
Square-mile area: 138.77

Source: University of Detroit Mercy

Detroit Free Press
Developing a Civic Infrastructure for Inclusive Neighborhood Revitalization
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

![Image of map with demographics data]

### Income Distribution

- **OVER $100,000**
- **$62,000 - $99,999**
- **$46,000 - 61,999**
- **$30,000 - $45,999**
- **LESS THAN $30,000**
The Neighborhood Scale
Fitzgerald Revitalization Project

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

Creating a blight-free quarter square mile in the Fitzgerald neighborhood
Central Park
Greenway
Crops
Orchards
Meadows
Structures
Ella Fitzgerald Park
Opening Summer 2018
Fitzgerald Greenway

Promoting walking and bicycling

- Increasing neighborhood connectivity
- Raised crosswalks to calm traffic and prioritize non-motorized mobility
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
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
Streetscape Improvements
New “Main Street”
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
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 new people.
Motor City Match

Detroit Sip
7420 W. McNichols
Open Nov 2017
Six Mile/McNichols Corridor Fitzgerald Neighborhood
The Dequindre Cut Greenway

Cassie Brenske
Chief Development Officer
Detroit RiverFront Conservancy
“BEAUTIFUL, EXCITING, SAFE, ACCESSIBLE...
...WORLD-CLASS GATHERING PLACE...
...FOR ALL.”
Atwater Street
Atwater Street
GM Plaza
Rivard Plaza
Rivard Plaza
Milliken State Park
Milliken State Park
Stroh River Place
Chene Park
Mt. Elliott Park
Mt. Elliott Park
Globe Building
Outdoor Adventure Center
Gabriel Richard Park
Gabriel Richard Park
Dequindre Cut
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

- Atwater Beach
- Jos. Campau Greenway
- West RiverWalk
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
WEST RIVERFRONT: THE NEXT PHASE OF TRANSFORMATION
West Riverfront: Neighborhood Context
DESIGN COMPETITION
FINALIST FIRMS

Gustafson Guthrie Nichol
Hood Design Studio / West 8
James Corner Field Operations
Michael Van Valkenburgh Associates
EDGE – PROGRAM

A more complex waterfront means more opportunities for dynamic programming. Just as Detroit’s expansive shoreline has proven to integrate our recent past, so should the West Riverfront Park: edge many varied forms. The proposed water family, shaped through the addition of the Creek, and the partial removal of the seawall, provides the space and opportunities for numerous experiences that were previously unavailable at the site. Contributing to the realization of the Detroit Riverfront Conservancy’s vision for a p.r. to bridge-to-bridge shoreline, West Riverfront Park transcends many activities in one spot to create a true year-round resource.

EVERGREEN FUSE

In order to stabilize and enhance the waterfront, as the Coast, the site will be developed in a manner that is environmentally sensitive and sustainable. The site is designed to enhance, promote, and share; a truly integral part of the community's well-being and quality of life.
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
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.)
Healthier, Wealthier, & Happier

WELCOME URBAN LAND INSTITUTE

May 1, 2018

EASTERN MARKET
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

- Processing
- Distributing
- Retailing
- Consumer Nutrition Education
- Grower Training
- Convert Waste To Nutrient

Convert Waste To Nutrient

Grower Training

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

Inspired by beer! 30 year incremental growth of craft beers driven by consumer demand.
Incubation
Nurturing Entrepreneurs

By Providing Shared-Use Licensed Commercial Kitchens
Detroit Kitchen Connect
Regional network of shared-use kitchens

FOR FOOD ENTREPRENEURS

FOR KITCHEN PARTNERS

EASTERN MARKET
Acceleration
Scaling Entrepreneurs
Retention
Keeping Established Food Businesses

Grobble 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

EASTERN MARKET
MARKET CORE
AND
NEIGHBORHOOD BUSINESS INNOVATION ZONE
THANK YOU

trivard@easternmarket.org
cguane@easternmarket.org
agrose@easternmarket.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
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.
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
OBJECTIVE:
Empowering real estate and land use professionals with the skills, knowledge, and networks to improve health outcomes in their professional practice and communities.

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 Manager
Urban Land Institute
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
How can a focus on food within real estate projects translate into enhancements to health, environmental sustainability, and the bottom line?
Spring 2018: Held retreat exploring best practices is “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
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

Updated 9/20/17
MICRODISTRICT STRATEGY

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

For categories below, check all that apply:

**PROJECT EXPERTISE**
- New Construction
- Rehabilitation
- Multi-family residential
- Single-family residential
- Mixed use
- Retail/Commercial

**PROJECT SCALE**
- Cost: $250,000 — $200,000
- $200,001 — $1 million
- $1 million — $5 million
- $5 million +

**SERVICE EXPERIENCE**
- Financial proformas
- Identifying traditional & non-traditional funding sources
- Using/applying for public financing (e.g. HOME, CDBG, CIP, etc)
- Project management
- Construction management
- Design experience
- Property management
- 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 (e.g., 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 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?
Engaging Residents in the Process
$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