

Livernois Streetscape Project

WHAT IS GOING ON?

Construction for roadway improvements between Margareta Street and 8 Mile.

WHEN WILL THE PROJECT HAPPEN?

Construction will begin in the spring of 2019.

WHAT CHANGES WILL I SEE?

This project will include new roadway pavement, underground infrastructure, new extended sidewalks, removal of the median, bike lanes, better lighting, landscaping and other elements that will further make Livernois a beautiful welcoming corridor.

WHY ARE THESE CHANGES BEING MADE?

The goal of creating a complete street is to achieve a beautiful corridor where neighborhood business can thrive and where people feel safe and welcomed. The improvements will better support all forms of transportation including walking, biking, riding transit and taking a car.

QUESTIONS OR COMMENTS?

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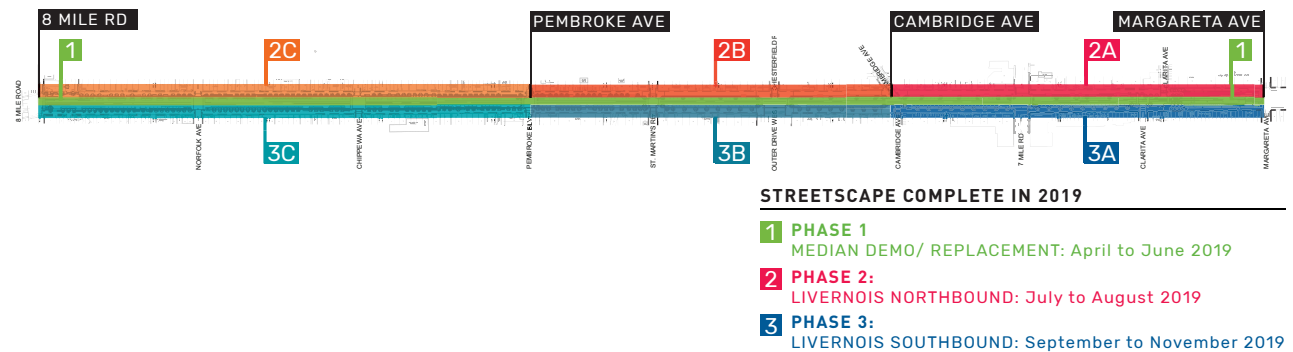
Your District Business Liaison is your point of contact for construction information and can also help promote your business during construction.

DON'T FORGET TO SHOP AT YOUR LOCAL BUSINESSES!

Livernois Under Construction



Anticipated Phase Schedule



WWW.DETROITMI.GOV/STREETSCAPES

Congratulations!

YOUR BUSINESS IS GOING TO BENEFIT FROM A BEAUTIFULLY REDESIGNED STREETScape!

→ The construction process can be tough on businesses. It takes a village and we are here to help.

Below are some **ideas** for business owners to think about together with their neighbors. Your District Business Liaison can help connect you to your local business association or other resources to get started.

Series of “Shop Construction” events

- Work together with your neighboring businesses or business association to create monthly/weekly events that draw customers out during construction.
- This could be as small as a Friday night sale or as large as a live concert in the area.

Passport Program

- Customers who shop at multiple businesses along the corridor can receive stamps in a passport.
- Once they've filled up their passport, they could be entered into a raffle for gift cards or products from these businesses.

Pop Ups and Other Revenue Streams

- If business slows during construction, pursue pop ups in locations with higher amounts of foot traffic.
- Examples: Downtown Detroit Markets, neighborhood festivals around the city, or asking an existing business to set up shop temporarily inside of their store. You will both benefit from exposure to one another's customer bases!

Tips for Businesses During Construction



Stay informed!

Know what construction is happening when so that you can alert your customers and delivery services of any interruptions.



Post it!

Social media is your new BFF! Use Facebook, Twitter, Instagram, LinkedIn, and Nextdoor to post about new products, discounts, sales, events, etc. Make sure you include photos when possible; it will better help get your message across.



Host an event at your store

If foot traffic is dragging, why not invite a slam poet or brass band in to liven things up? Make sure you use your communications channels, like MailChimp, Constant Contact or good old-fashioned postcards to advertise the event.



Communicate

Talk to your landlord to see if there is any flexibility in rent payments due to the impacts of construction.



Get some extra cash on hand

You may consider increasing your cushion by opening a line of credit or restructuring existing debt. Your District Business Liaison can help connect you to small-business-friendly lenders in our community and discuss resources to help you plan ahead financially.

Tips provided by the Detroit Economic Growth Corporation.

BUSINESS TOOL KIT



Complete Streets

BUILDING BEAUTIFUL CORRIDORS

→ LIVERNOIS STREETScape