



Greektown Neighborhood Framework Vision

GREEKTOWN PRESERVATION SOCIETY

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CASINO

NO LEFT TURN

[Illuminated sign]

[Glowing circular sign]

100



Introduction



Our Charge

Create an environment that will ensure the long-term economic vibrancy of Greektown while further solidifying its identity as the historic entertainment core of southeastern Michigan and a significant cultural attraction within the greater Great Lakes Region.

- *Greektown Preservation Society*

Stakeholder Goals & Intentions

Greektown Preservation Society

Established by Greek immigrants in the 1880's, historic Greektown continues to serve downtown Detroit as a thriving entertainment center. The mission of the Greektown Preservation Society is to promote and preserve the Greektown neighborhood while supporting the growth and success of its businesses.

As a consortium of invested stakeholders who care about Greektown, the society continues to promote the neighborhood and procure resources to ensure the vitality and well-being of the area. The society facilitates cooperative strategies to support the existing business and create a healthy climate for economic growth and development.

The society preserves Greek culture and traditions by hosting festivals throughout the year for the enjoyment of all and enhances the experience of tourists and Detroit's visitors alike by maintaining a clean, attractive, accessible and safe place to dine, shop, and seek entertainment.

The Greektown Framework Plan Intent

Greektown today is a dining, nightlife, and entertainment destination within downtown Detroit. While locals and tourists continue to visit the neighborhood for its food and beverage experiences, its authentic Greek cultural offerings have waned significantly over the years. While many of the neighborhood stakeholders consist of families with Greek heritage, the identity of the neighborhood and changes in the makeup and preferences of patrons have ushered in a new generation of venues, including a casino, national fast-casual brands, a liquor store, nightclubs, and traditional American pubs.

As the economic conditions of downtown—and Detroit more broadly—continue to improve, Greektown has the opportunity to capitalize on the city's momentum and re-establish itself as a pre-eminent entertainment district with strong cultural roots and a roster of year-round programs and experiences.

Greektown's unique combination of assets and opportunity sites positions the neighborhood well for growth, investment, and evolution. With nearly half of the neighborhood's approximately 50 acres dedicated to surface parking or vacant lots and a well-earned reputation as a fun place to visit, the opportunities for neighborhood rebirth are plentiful.

The purpose of this planning effort and the framework plan is to unite all of the neighborhood's stakeholders behind a common vision for the future of Greektown.

Creating the Greektown Framework Plan

Our Process

When embarking on an effort to imagine the future of a district with as much cultural significance as Greektown, and in a city as historic and dynamic as Detroit, it is essential to understand the history of the place, its strengths and weaknesses, its contributions to the community, and its role in the larger urban and regional context.

The vision and framework planning effort resulting in this document began by convening local stakeholders along with urban planners, landscape and public realm designers, economic planners and market analysts, transportation planners, and architects to develop a baseline understanding of the district's existing conditions and determine its market appeal, public realm deficits and needs, and development opportunities. The approach to this effort was designed to be inclusive of a wide variety of perspectives and the aim was reach consensus on a unified vision for the future of Greektown that could respond to the needs of existing and future stakeholders while reshaping the identity of the neighborhood to become more diverse and accommodating of many different users and uses.

Following initial meetings with stakeholders and city leadership to understand their intent and ongoing planning and development initiatives, the planning team conducted an existing conditions evaluation to understand the current state of things. This analysis reviewed existing development, land ownership, public infrastructure, traffic flows, parking demand, nearby transit access, historic development patterns, and much more.

With a solid foundation of understanding established, the planning team was able to engage with community stakeholders to understand their preferences and priorities for the future of the neighborhood. Once the team developed goals and aspirations for the neighborhood that stakeholders could agree to, the planning and design process began. Through several months and rounds of iteration, a consensus vision plan was developed. That vision plan is outlined in the pages of this document.

This process and the resulting plan was defined by close interaction with local stakeholders and city leaders and a fundamental belief in the possibility of downtown Detroit.



Prior to commencing the planning and design processes for Greektown, the SOM team and the Greektown stakeholders participated in a walking tour of the neighborhood



Greektown commonly hosts events and festivals along Monroe Street, welcoming Detroiters and visitors from all over to Greektown. Pictured here: 2018 Greektown Lamb Roast Festival.

Greektown Stakeholder Group

400 Monroe Building

Annunciation Cathedral

Astoria Pastry Shop

Atheneum Hotel

Bedrock Detroit

Buffalo Wild Wings

City of Detroit

Cold Stone Creamery

Delux Lounge

**Downtown Detroit
Partnership**

Exodos Rooftop

Firebird Tavern

Fishbone's Rhythm Cafe

Five Guys Burgers & Fries

Golden Fleece

The Greek

Greektown Casino

JACK Entertainment

Level Two

Monroe Street Steakhouse

Old Shillelagh

Old St. Mary's Cathedral

Pappy's Bar & Grill

Park-Rite

Pegasus Taverna

Pizza Papalis

**Quicken Loans Community
Investment Fund**

Redsmoke Barbeque

Second Baptist Church

Sports Mania

Starbucks

Wahlburgers

Stakeholder Engagement

The Greektown Neighborhood Framework Vision was spearheaded by a group of local stakeholders representing the neighborhood’s businesses, organizations, cultural spaces, and families who have long called the area home. The planning team designed a process of engagement to ensure the wide range of perspectives, preferences, and priorities are considered in the plan’s final recommendations. The planning team worked closely with the Greektown Preservation Society to design a process in which stakeholders were engaged and consulted throughout the many stages of plan development.

At the earliest phases of work, stakeholders were invited to contribute any recent planning and design work completed for their respective properties and convey any ongoing/near-term plans for renovation/redevelopment. At a broader level, stakeholders were convened and asked to describe their understanding of Greektown’s present challenges and future opportunities. Through these efforts, the planning team helped the stakeholder group to coalesce around a set of project principles that would guide the planning and design work for the neighborhood.

Following the establishment of these principles, the planning team designed exercises to begin applying tactical design and programming solutions to problem areas and opportunity sites throughout Greektown. One such exercise involved engaging the stakeholder group in applying specific solutions—derived from the project principles—to the heart of the Greektown neighborhood, Monroe Street, and its immediate context to understand priority areas and which strategies were most appealing among the group as transformative initiatives. Stakeholders were offered approximately thirty strategies, printed on stickers and organized under five themes, including public realm, mobility and parking, culture and history, development opportunities, and neighborhood experience.

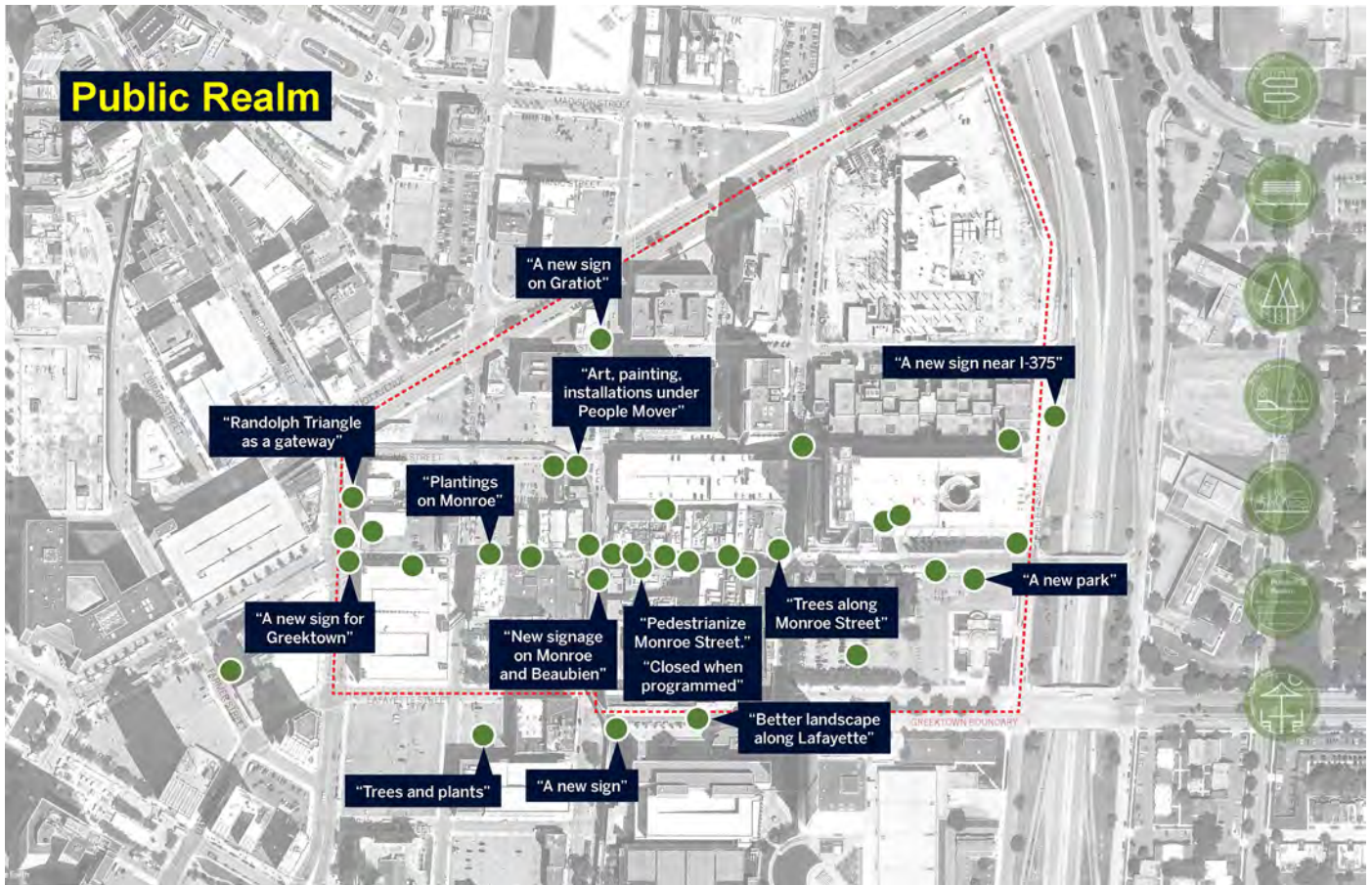


Breakout Discussions



Stakeholder Workshops

Stakeholder Engagement Outcomes



Key Findings: Public Realm



Enhance the pedestrian environment on Monroe Street



Introduce new usable public spaces

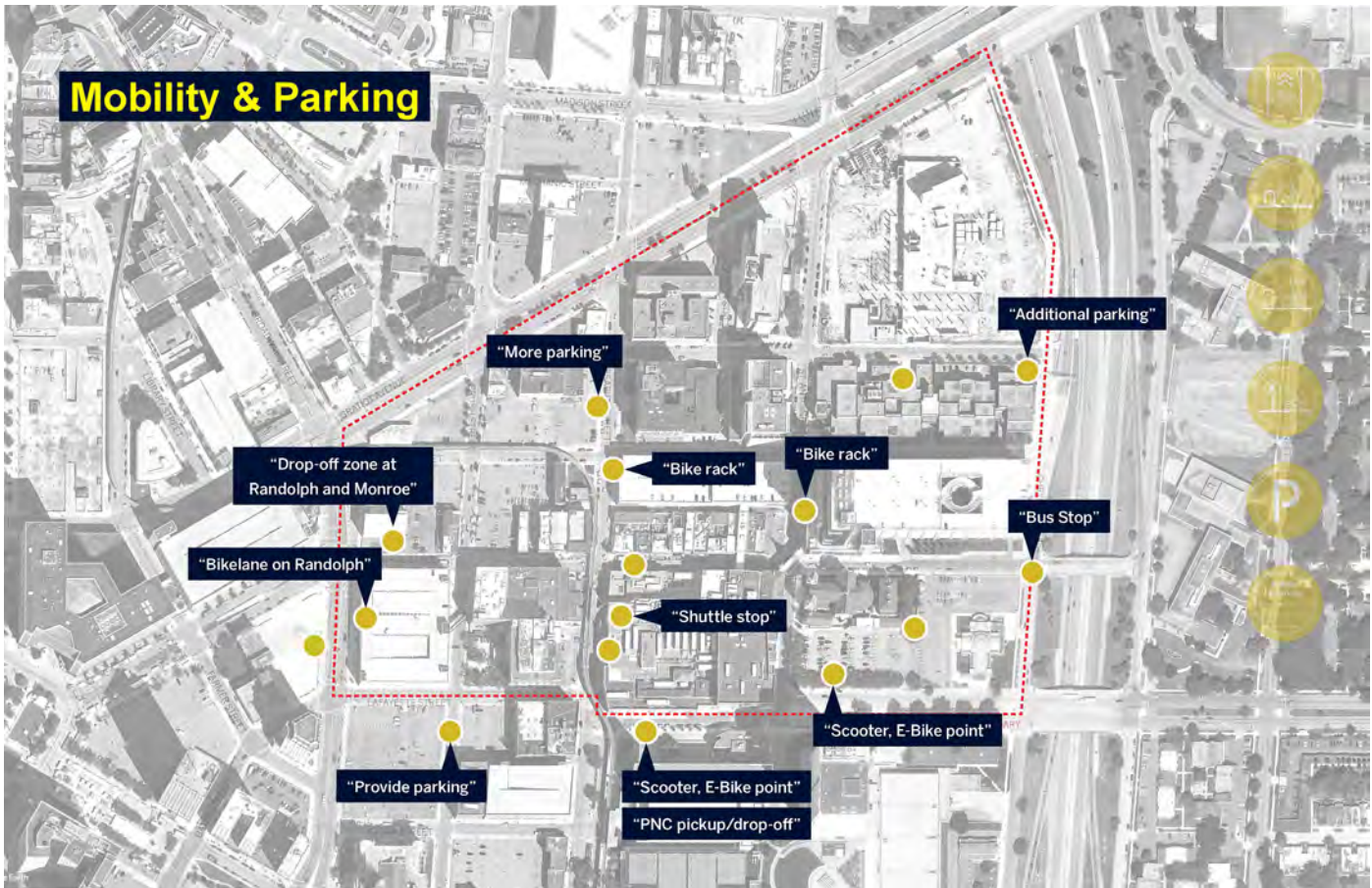


Increase plantings within the public realm



Introduce new signage and wayfinding to advertise and orient visitors to the neighborhood

Stakeholder Engagement Outcomes



Key Findings: Mobility & Parking



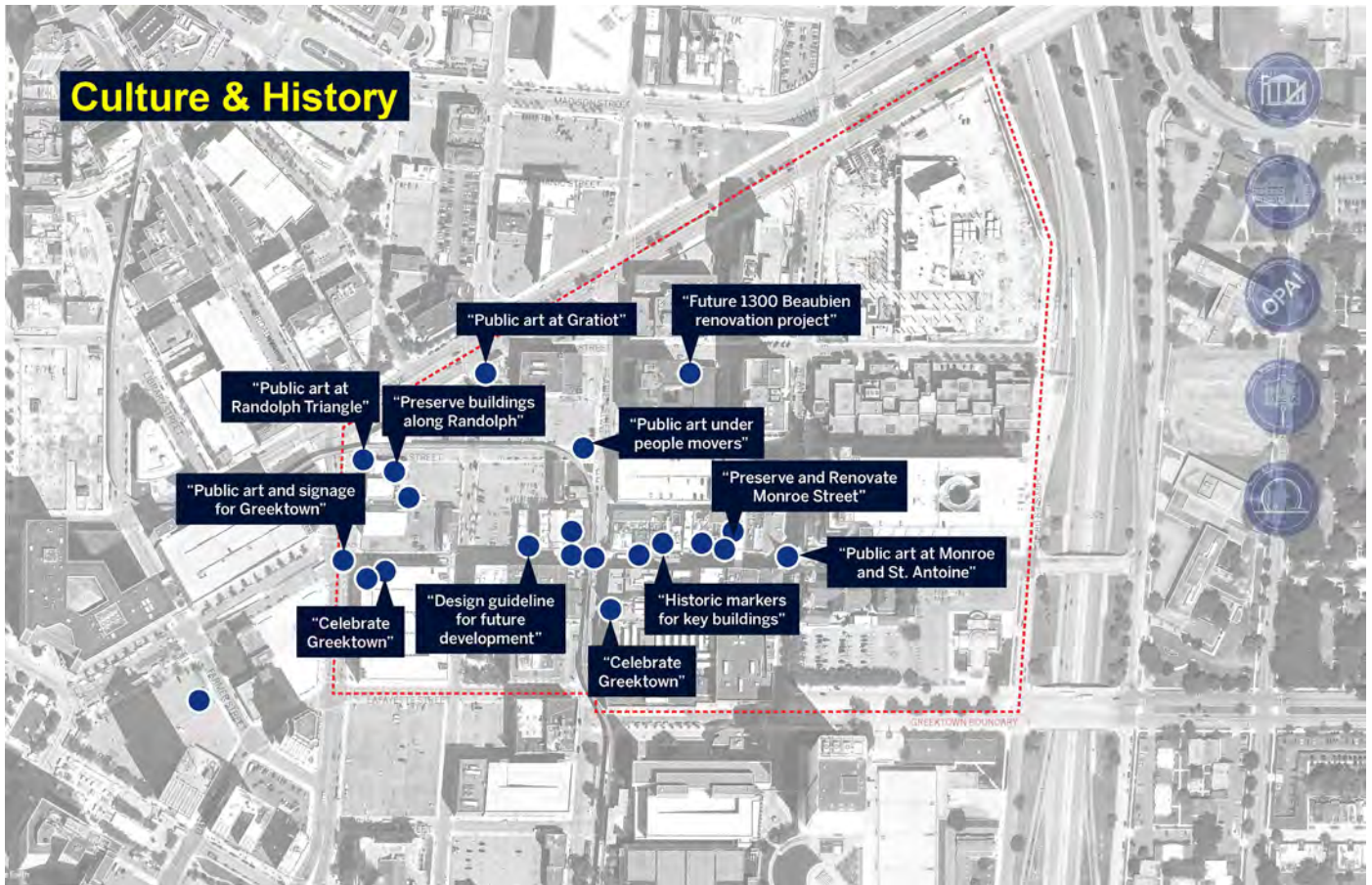
Increase bike/mini-mobility infrastructure along and in the vicinity of Monroe Street



Enhance parking offerings in strategic locations



Introduce designated drop-off zones within the neighborhood



Key Findings: Culture & History



Introduce public art at key gateway sites



Preserve/rehabilitate architecturally significant buildings within the neighborhood



Introduce design guidelines to guide design direction of new development



Introduce signage and historic markers to celebrate Greektown's historic and cultural character

Stakeholder Engagement Outcomes



Key Findings: Development Opportunities



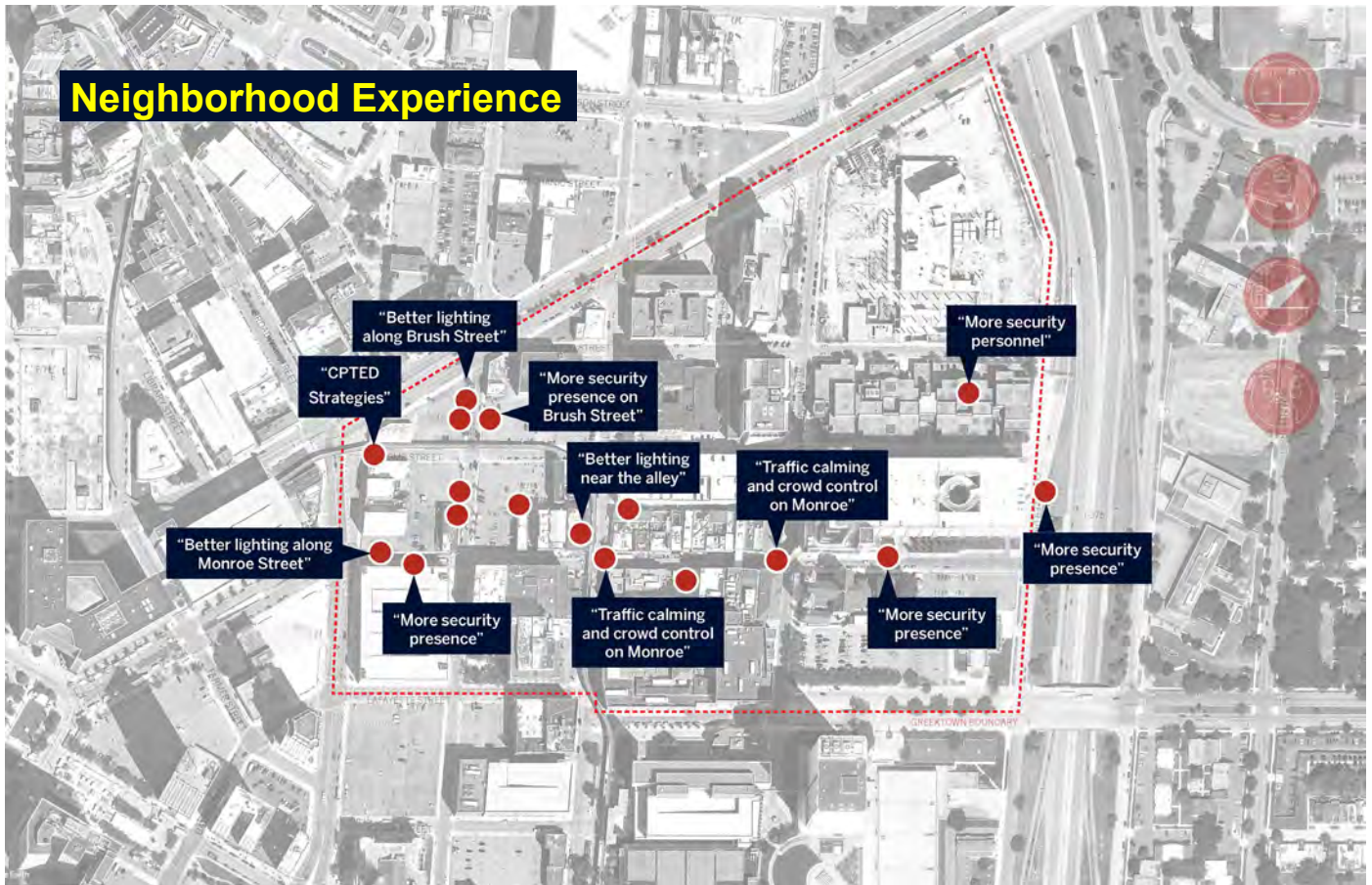
Fill-in vacant parcels/buildings on Monroe Street with compatible uses



Introduce new community uses within the neighborhood such as a school and cultural venues



Introduce new private uses such as retail, office, residential, and food & beverage within the neighborhood



Neighborhood Experience

Key Findings: Neighborhood Experience



Introduce more security personnel along highly-trafficked corridors such as Monroe Street and Brush Street



Introduce traffic-calming and crowd-control mechanisms on Monroe Street



Install more lighting along Monroe Street and Brush Street



Greektown Context & Vision



Greektown in Context

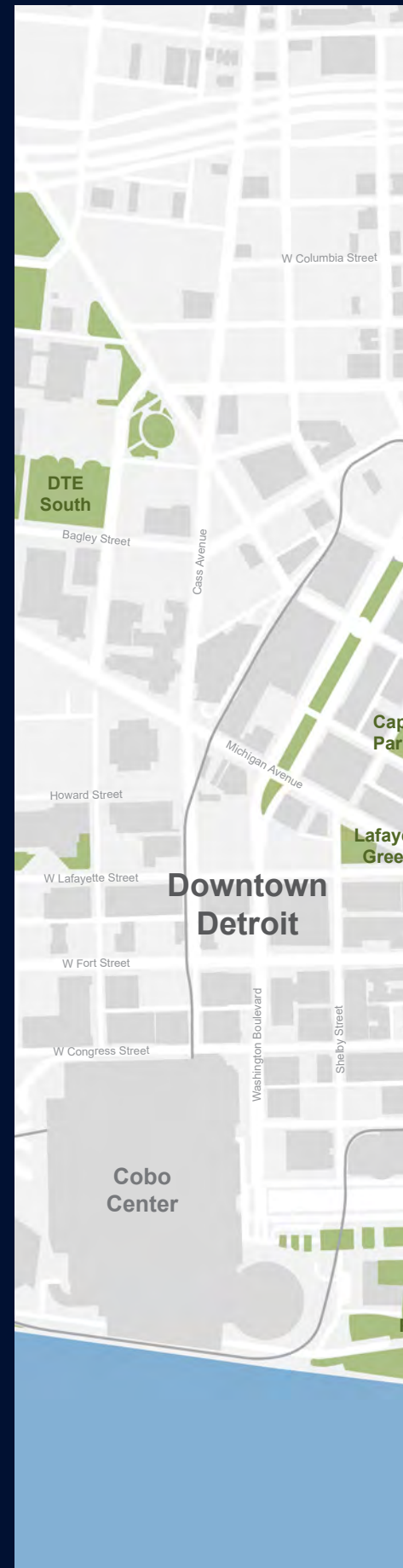
Greektown is one of a handful of neighborhoods that together make up downtown Detroit. Located west of the downtown segment of I-375, Greektown forms the eastern-most boundary to the city's central business district. To the south and west of Greektown is Detroit's downtown core—home to many of the city's iconic and historic buildings and public spaces, including the Renaissance Center, Campus Martius, and the city's impressive collection of 20th century highrises. To the north, Greektown is bordered by the Grand Circus Park area and Detroit's sports district, with Ford Field (home of the Detroit Lions), Comerica Park (home of the Detroit Tigers), and beyond I-75, the newly constructed Little Caesar's Arena (home of the Detroit Red Wings and Pistons).

Greektown fits neatly within downtown Detroit's urban grid, reflecting over a century of urban growth, decline, and evolution within the same rational blocks and parcels. The northern boundary of the neighborhood, Gratiot Avenue, is one of the city's famous radial corridors—designed in the original Woodward plan in the early 19th century. The section of Monroe Street west of Greektown still maintains the original radial alignment, terminating in Campus Martius—one of several formal park spaces designed in the Woodward plan at the intersection of major corridors.

The parallel streets in Greektown, running approximately perpendicular to the river, reflect the property boundaries of old French farms, which were long and narrow, stretching from the Detroit River, inland, to provide each property owner with access to the river for trading and transportation.

On the opposite side of I-375, to the east, Greektown is adjacent to the Eastern Market neighborhood in the north, the Lafayette Park neighborhood, and East Riverfront neighborhood to the south.

At the center of many active, historic, and well-loved districts, Greektown is uniquely positioned to be accessible, active, and rich with character representing its long cultural heritage and the continuously evolving identity of Detroit.





Eastern Market

Comerica Park

Ford Field

Grand Circus Park

Lafayette Park

Lafayette Plaisance Park

Greektown

Campus Martius

Lafayette Central Park

Hart Plaza

Renaissance Center

East Riverfront

William G. Milliken State Park & Harbor

DETROIT RIVER

W Fisher Service Drive

W Montcalm Street

W Elizabeth Street

W Adams Avenue

Clifford Street

Grand Randolph Avenue

Gratiot Avenue

Griswold Street

Woodward Avenue

Franklin Street

Atwater Street

John R Street

Fairner Street

Centre Street

Broadway Street

Library Street

Grand Boulevard

Beaumont Street

Beaubien Street

Beaumont Street

Beaubien Street

Beaubien Street

Beaubien Street

Beaubien Street

Beaubien Street

Beaubien Street

Beaubien Street

Beaubien Street

Beaubien Street

Beaubien Street

Beaubien Street

Beacon Street

Madison Street

Gratiot Avenue

Macomb Street

Macomb Street

Macomb Street

Monroe Street

E Lafayette Avenue

E Congress Avenue

Larned Street

E Jefferson Avenue

Woodbridge Street

Franklin Street

Atwater Street

Woodbridge Street

Franklin Street

Atwater Street

Atwater Street

Atwater Street

Atwater Street

Atwater Street

Atwater Street

Rivard Street

Rivard Street

Rivard Street

Rivard Street

The History & Experience of Greektown

The traditional center of Detroit's Greek community, the Greektown historic district is one of the last surviving Victorian-era commercial streetscapes in downtown Detroit.

History of Greektown

The Greektown neighborhood is bounded by Gratiot Avenue to the north, Lafayette Avenue to the south, Randolph Street to the west, and I-375 to the west. The area was first developed by German immigrants in the 1830s. Between 1905 and 1910, most of the German immigrants began to move out of the neighborhood and into areas further from downtown. Through the help of Theodore Gerasimos, the first documented Greek immigrant in Detroit, who settled in the city in the 1890, newly-arrived Greek immigrants moved into the neighborhood during the German exodus and established businesses.

By the 1920s, Greektown was becoming primarily commercial; most of the Greek immigrants moved out of the area, but the restaurants, coffee houses, boutiques, and small groceries they established remained. Over the next three decades, Polish, Italian, Lebanese, Mexican, African-Americans, and some Greeks occupied what little residential space was left in the neighborhood. During the 1960s, Greektown's vitality was reduced to only one block after surrounding buildings, including the Greek Orthodox Church, were razed to provide sites for downtown parking and institutional buildings.

Realizing that Greektown was in danger, the city's Greek community banded together to hold the first Greek festival in 1965. Business owners determined that what made their block of restaurants and shops significant was that it was distinctly Greek. Today, many tourists and residents of Detroit visit this downtown area to eat and shop in the traditional center of the city's Greek community.

The Experience & Identity

Over time, the identity of Greektown has transitioned from an urban cultural enclave to a nightlife and entertainment district. This conversion of uses and neighborhood identity over the decades is characteristic of urban districts as economic conditions ebb and flow and as preferences for where to live, work, shop, dine, and play change with the times.

This transition was also facilitated by a change in the character of downtown, the introduction of new major destination facilities nearby, including Comerica Park and Ford Field, and the redevelopment or razing of historical structures for new uses such as the casino and surface parking lots. As new destination uses like a casino open within the neighborhood, large numbers of new people are using the streets, restaurants, shops, parking, and public spaces of the neighborhood in different ways and at different times of the day. Similarly, with the development of the sports facilities to the north of Greektown, surface parking and pre- and post-game dining and drinking venues within the district benefit from new activity and users.

While Greektown can rightfully celebrate the increased activity and patronage of its retail and service businesses, the wholesale transition from one identity to another comes with its consequences. With the aforementioned uses, the district becomes much less attractive to families and daytime activities and can grow louder and rowdier at night and during events, which—without mitigation—limits its potential to attract broader uses like residential development and community services. Areas with substantial surface parking areas and small, underutilized streets and public spaces can become hot-spots for undesirable behavior and can feel unsafe for nearby residents, workers, and visitors.

Despite the neighborhood's present challenges, renewed energy and proposed development in the area offers prime opportunities to reshape Greektown's identity and usher in a new era of vibrant downtown experiences.



Greektown, 1949

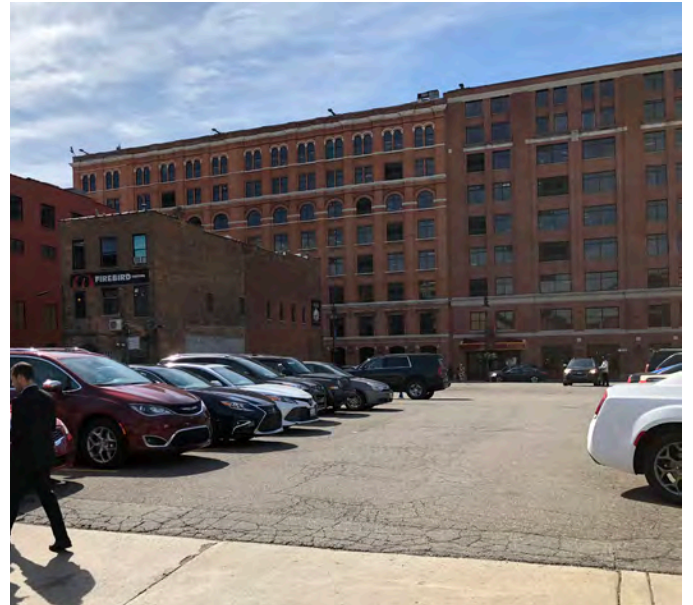


Greektown today

Understanding the Opportunity

Greektown, like Detroit more largely, experienced a decline throughout the 20th century that presents challenges to its potential to be a major destination within the city. Fortunately, in many cases, these challenges can also be viewed as the district’s best opportunities for investment.

	Challenges	Opportunities
Economic Changes/ Momentum in Detroit	<ul style="list-style-type: none"> • New, strong competitors in downtown Detroit 	<ul style="list-style-type: none"> • Stronger market can enhance the retail, food and beverage, and entertainment offerings in Detroit; • Introduction of new uses to meet changing demand can support existing businesses
Changing Uses & Patronage in Greektown	<ul style="list-style-type: none"> • Loss of revenue for businesses within Greektown; • Different patronage profile on weekdays and weekends • Risk of damage to the neighborhood image/perception 	<ul style="list-style-type: none"> • Opportunity for reinvention and enhanced programming to redefine Greektown as a family-friendly, mixed-use entertainment district
Security	<ul style="list-style-type: none"> • Real and perceived crime and violence 	<ul style="list-style-type: none"> • Forthcoming/planned investments and new public safety strategies from local law enforcement will help mitigate undesirable behavior
Stakeholder Cooperation	<ul style="list-style-type: none"> • Lack of integration between stakeholder businesses (e.g. duplicative services) • Numerous small parcels owned by different individuals/entities 	<ul style="list-style-type: none"> • Existing partnership and non-profit district management entity (Greektown Preservation Society)
Existing Development & Uses	<ul style="list-style-type: none"> • Large sections of land dedicated to surface parking create underutilized zones within the downtown district, interrupting neighborhood connectivity; • Closed/vacant retail spaces create dead zones along streets 	<ul style="list-style-type: none"> • Greektown’s identity as an entertainment and nightlife destination drives significant traffic today • Surface parking lots are strong contenders for future infill development • Existing architecturally valuable structures; • Existing National Register of Historic Places designations
Infrastructure/ Public Space	<ul style="list-style-type: none"> • Presently, there is no public open space in all of Greektown • Transportation, transit, and public realm infrastructure is lacking 	<ul style="list-style-type: none"> • Undeveloped/underdeveloped parcels and reconstructed streetscapes provide opportunities to introduce and program public space



Stakeholder Aspirations for Greektown

	Public Realm	Parking & Mobility
Short-term	<ul style="list-style-type: none"> Expand E-W Monroe Street experience Explore the retail area within the casino's properties (Monroe Street) Explore the possibilities of a pedestrianized street on Monroe Street 	<ul style="list-style-type: none"> Build consensus on one- and/or two-way traffic throughout district Improve Ouzo Cruzo and other shuttle efficiencies Use Bedrock proposed shuttles to satellite parking centers in midtown Build consensus on street closures on weekend nights after 10:00 PM
Mid-term	<p>Explore new potential gateways to the neighborhood:</p> <ul style="list-style-type: none"> Randolph-Gratiot triangle Former County Jail Site I-375 redevelopment with new developments and green spaces Wayne County Building surface parking lot 	<ul style="list-style-type: none"> Create pick-up and drop-off areas to avoid congestion Improve Detroit shared bikes program in the neighborhood
Long-term	<p>Provide new connections across Greektown:</p> <ul style="list-style-type: none"> Pedestrian alleys Brush Street connection from Stadium District and River-east Provide new iconic public open space 	<ul style="list-style-type: none"> Improve bike lanes throughout the neighborhood Increase Detroit People Mover efficiency Stimulate parking garages enabling new potential development
What if?	<ul style="list-style-type: none"> Greektown was recognized by the high-quality of its public spaces Activities & events were improved by street furniture, lighting and cultural programming Greektown had iconic public space with art, gastronomy and interaction 	<ul style="list-style-type: none"> Greektown visitors could reach the neighborhood by different mobility systems

Historic Preservation

- Preserve and increase the neighborhood as a food destination
- Preserve and increase the entertainment options and variety
- Pursue local historic district status for Greektown's existing historic streets and blocks

- Identify historic and visual elements that refer to Greek culture: urban furniture, public art, building typology program/activities, etc.
- Improve the open and public spaces to receive programs and activities, such as: Family events, Greektown at Sundown, Greek Independence Parade, Lamb Roast July 21, Christmas, Good Friday procession

- Collaborations with Hellenic Museum of Michigan
- Creation of a Greek Heritage Center
- Expansion of historic district to include north side of Monroe Street

Security

- Seek improved family-friendly environment and perception
- Re-evaluate music on streets strategy
- Influence DPD's policing strategy throughout neighborhood (vehicles, bikes, foot patrols, etc.)

- Improve street lighting
- Improve street furniture
- Improve neighborhood visual aspects
- Re-evaluate existing programs and activities in the neighborhood (late entertainment activities on weekends)

- Stimulate new programs and uses: residential, retail, office/co-working, cultural, etc.
- Provide a permanent spot for DPD in the neighborhood

- Greektown could attract residents, visitors and workers throughout the day and night and all throughout the year, thereby enhancing safety and the perception of the neighborhood

New Development

- Explore the retail area within the casino's properties (Monroe Street)
- Influence new developments planned on the former County Jail Site and 1300 Beaubien to benefit the neighborhood

- Renovate some of the existing establishments in the neighborhood
- Benefit from planned new developments at the juvenile building (will be abandoned 2022)

- Explore the benefits of new residential developments in the neighborhood

- New developments could bring new uses, attracting new residents and a diverse range of visitors to Greektown
- New developments could improve the street experience, the neighborhood perception and the cultural agenda

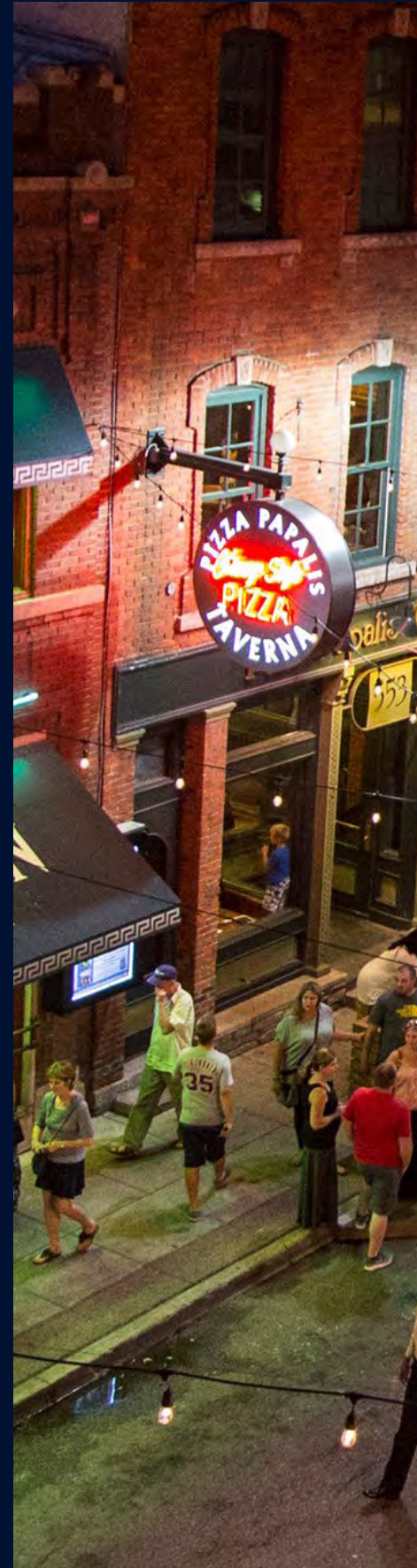
Market & Demographic Scan

Assessing the Opportunities

Greektown has experienced a great deal of change over the last half-century as the City of Detroit and the nation as a whole have transitioned to new economic models and new preferences for where to live, work, and play. While some of this transition has resulted in changes that negatively impact the overall character and historic legacy of the place, others have ushered in much-needed diversity and fresh takes on urban life in Greektown.

As the community looks forward to the future of this important neighborhood in the context of greater Detroit, it is important to understand where things stand and where they're headed with respect to market conditions and the changing preferences of the people who call Detroit home.

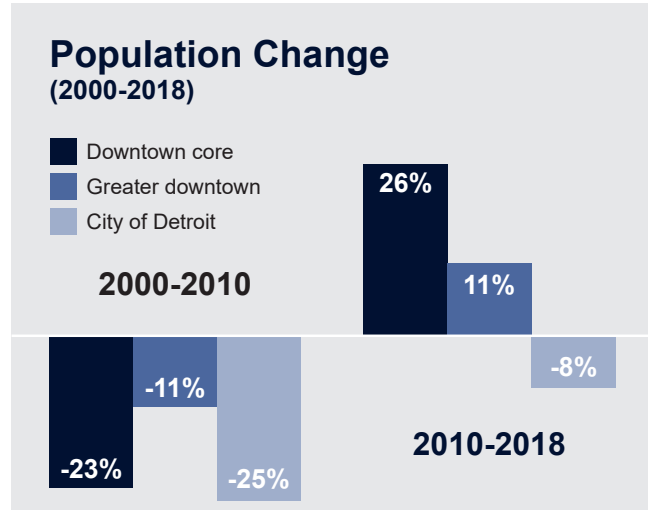
To best understand the circumstances and trends underlying Greektown's present and future, the planning team, led by HR&A, conducted a market and demographic scan of the neighborhood and greater Detroit area. The following pages summarize the key findings of these efforts and describe their potential impacts on the future of Greektown.





Detroit's Demographics

Downtown Detroit has seen significant population growth since the recession (+26%), which is driving a turnaround in the city's overall population trends.



Downtown Core & Greater Downtown

The Downtown Core corresponds with the Downtown Detroit Partnership BIZ Area, bounded by US 10 to the west, the Detroit River to the south, Rivard Street and I-375 to the east, and I-75 to the north. The Greater Downtown includes adjacent neighborhoods

like Corktown, Midtown, and Rivertown that have seen positive market momentum, that may be complementing or competing with the Core Downtown. Greater Downtown is bounded by the railway and Grand River Avenue to the west, I-94, W. Euclid Street, and E Forest Ave to the north, John R. Street, Gratiot Avenue, and St. Aubin Street to the east, and the Detroit River to the South.



Greektown's Demographics

Today, Greektown does not have any residents and is instead primarily an entertainment destination and a place where people work.

14,000

Daily Casino Visitors

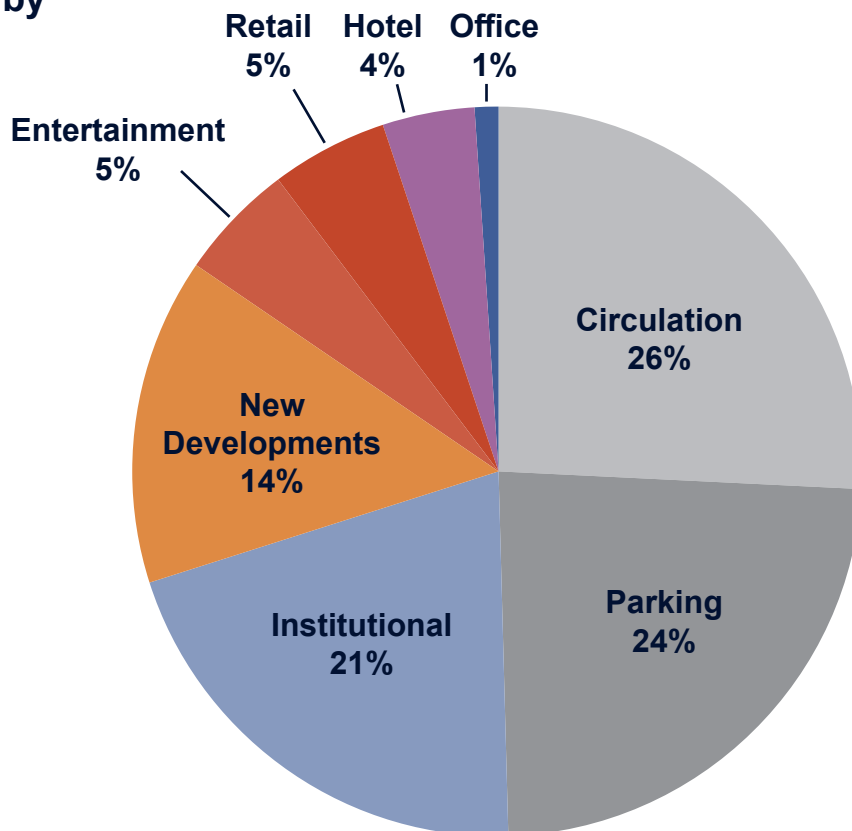
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Greektown Residents

4,050

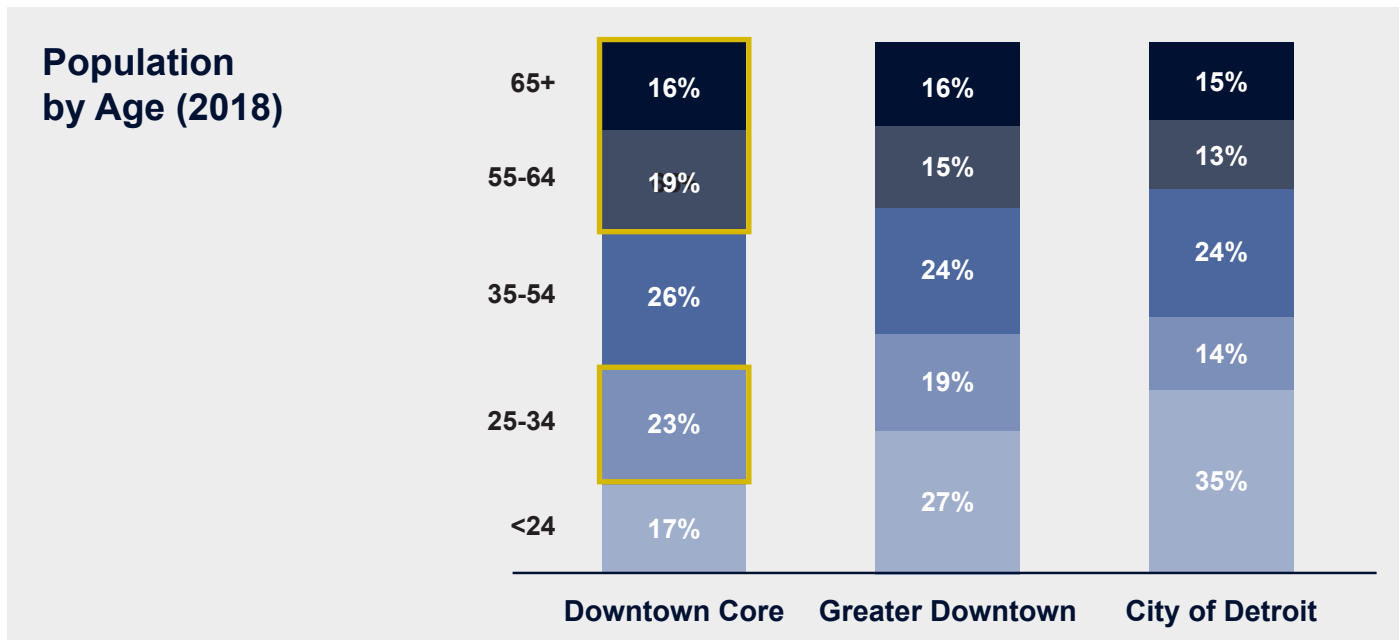
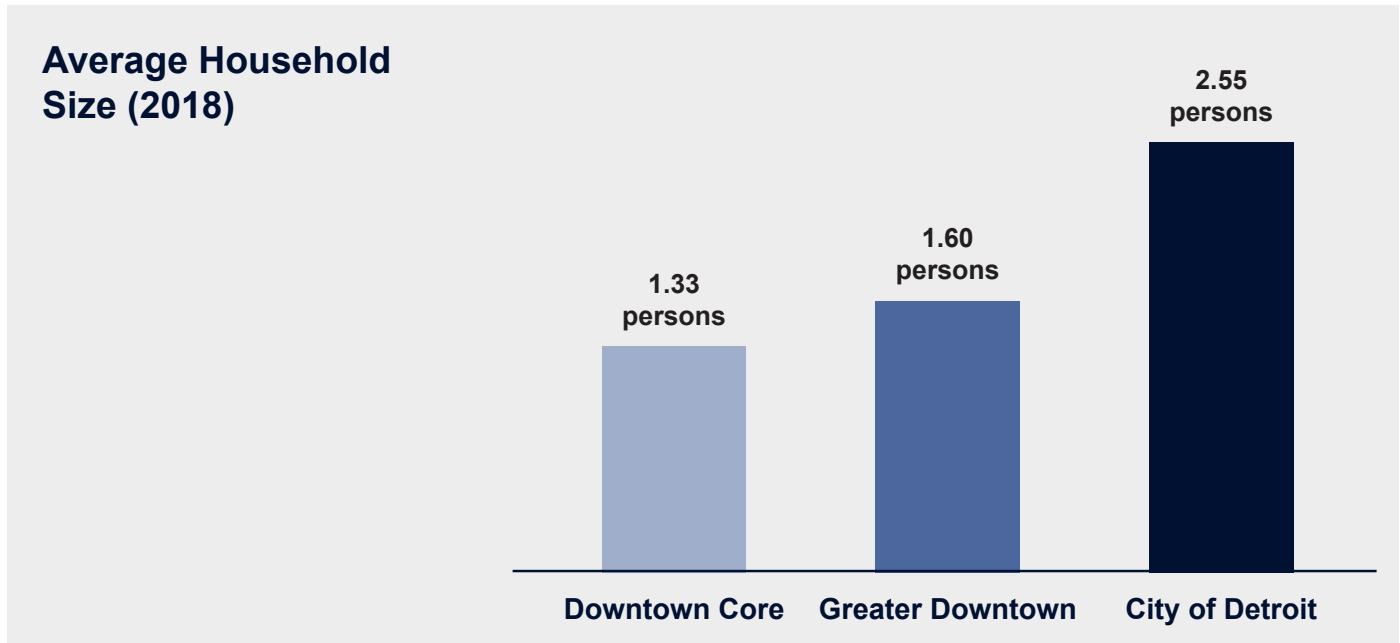
Daily Workers (2015);
80% Employed in Food & Accommodations Sector

Land Use by Category

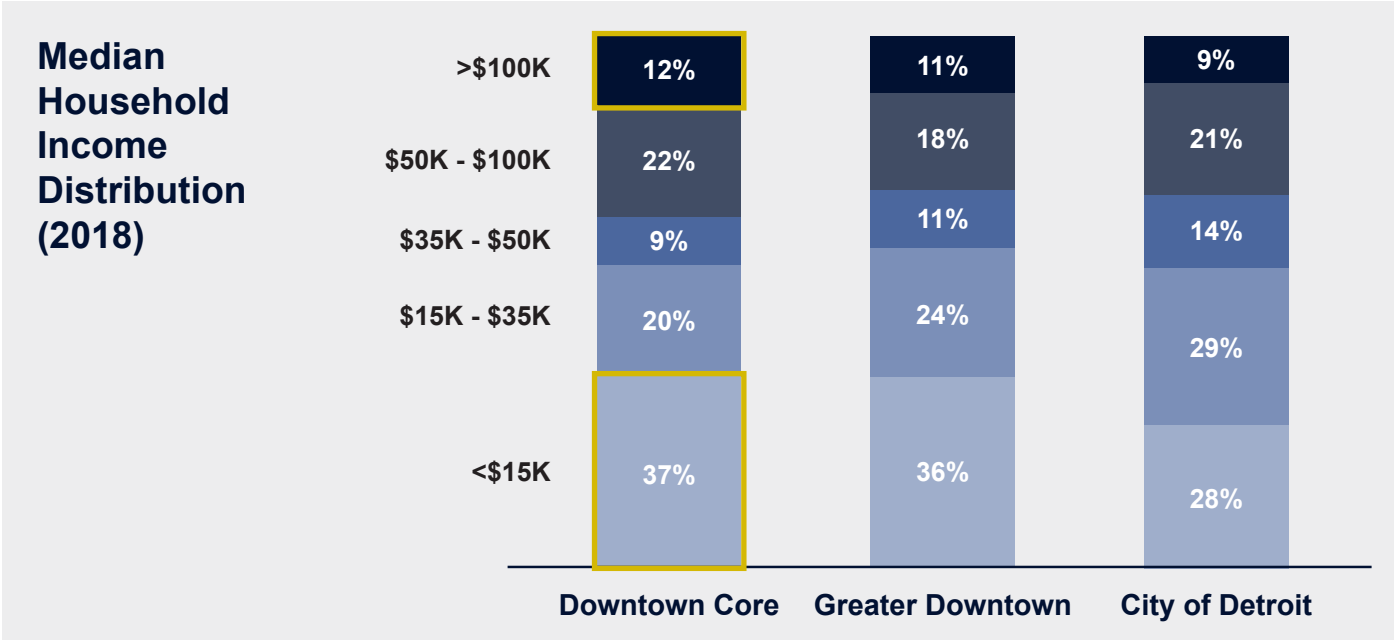
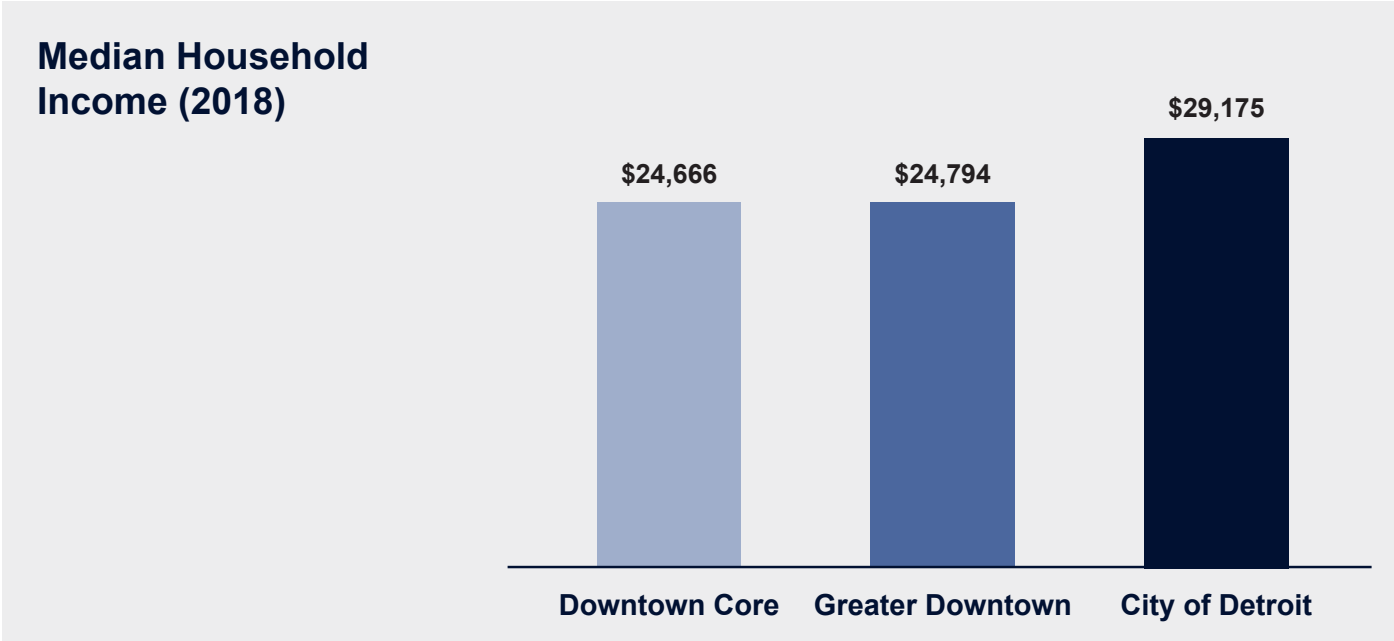


Greektown's Demographics

Compared to the city as a whole, downtown Detroit attracts a younger, working-age population (9% more among 25-34) and empty nesters (8% more among 55+).

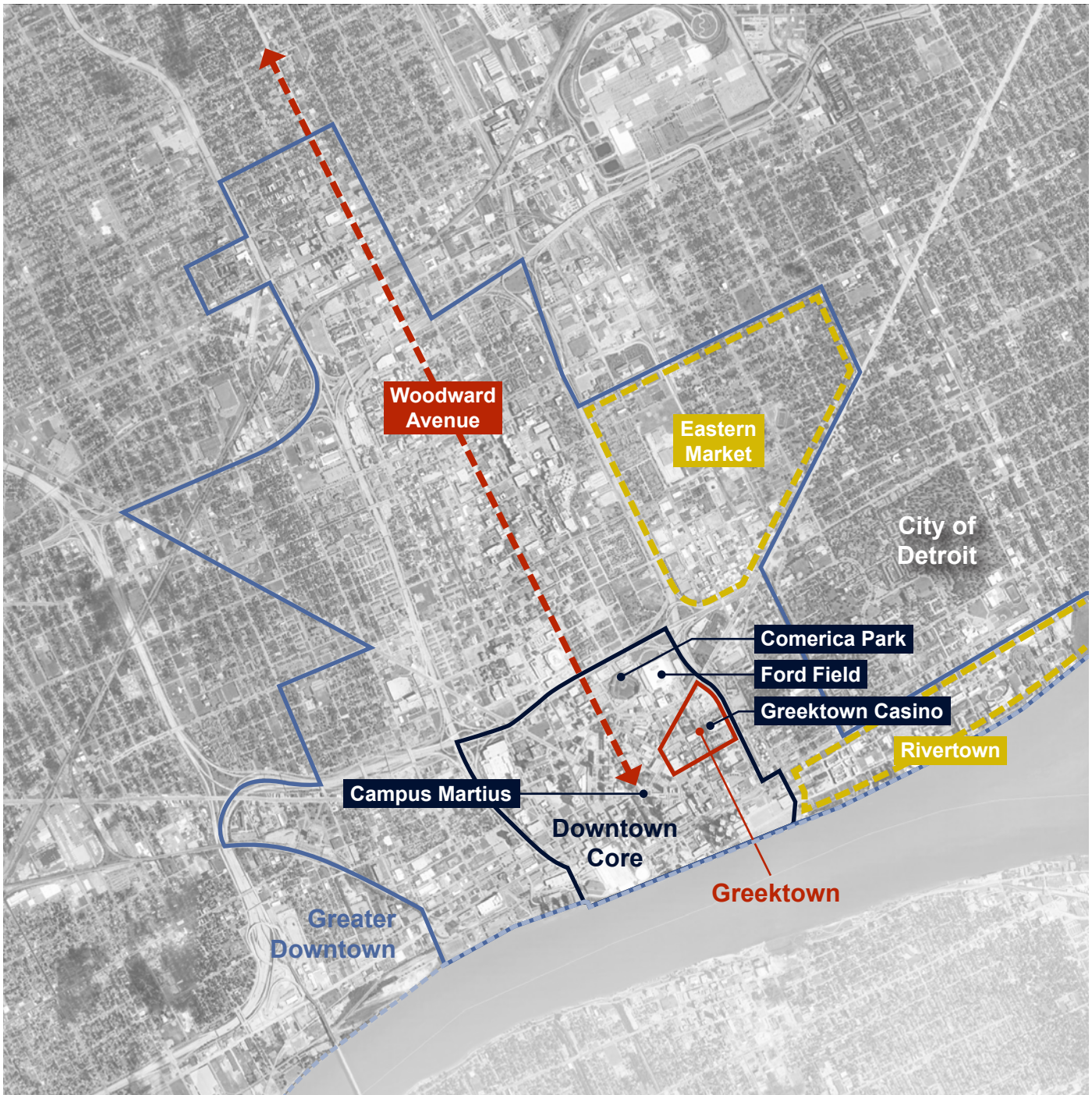


Households in the Downtown Core have a wider range of income levels than the City, with nearly 40% of households earning <\$15K and 12% earning \$100K+.



Retail & Entertainment Market

Greektown sits at the crossroads of a number of downtown entertainment venues, and amid growing retail that also serves workers and residents.



Retail supply in the downtown core has become tight, with a spike in absorption in 2016 and a net loss of retail space.

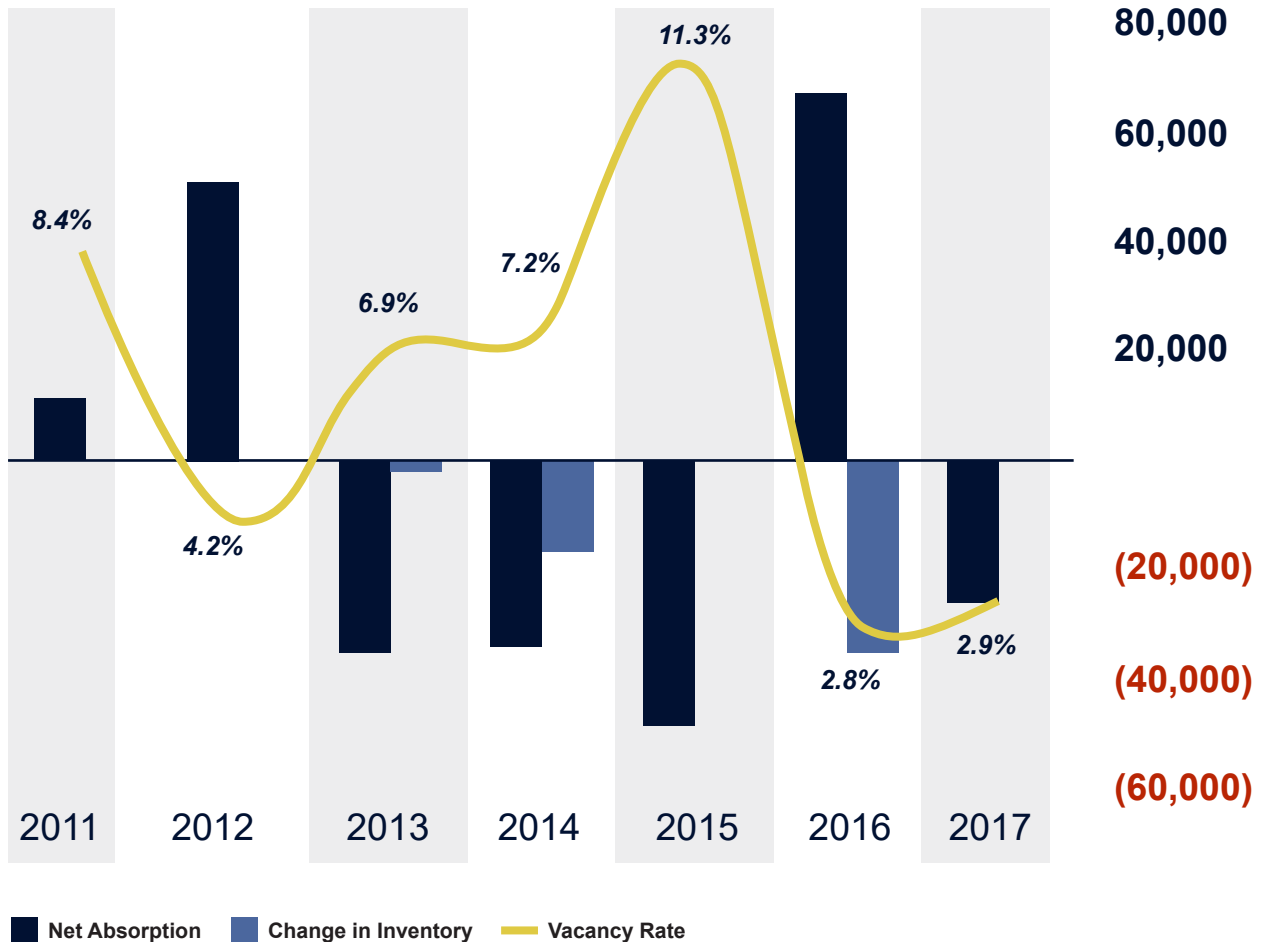
\$24.35/SF

Downtown Detroit Retail Rent
(2018)

1.16M SF

Downtown Detroit Retail Inventory
(2018)

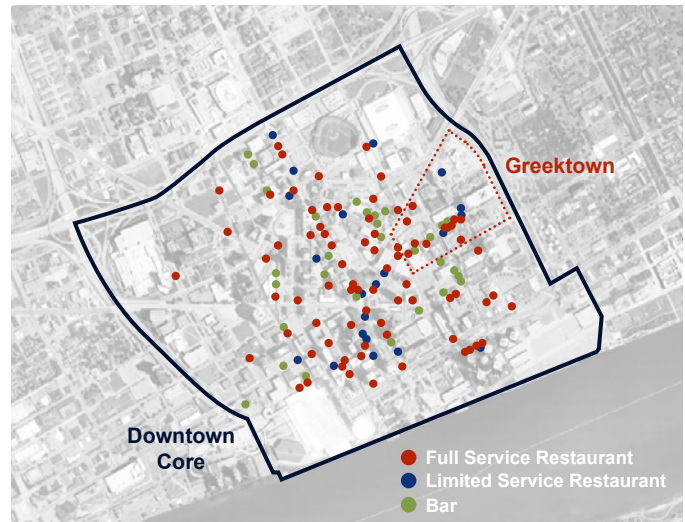
Downtown Detroit Retail



Retail & Entertainment Market

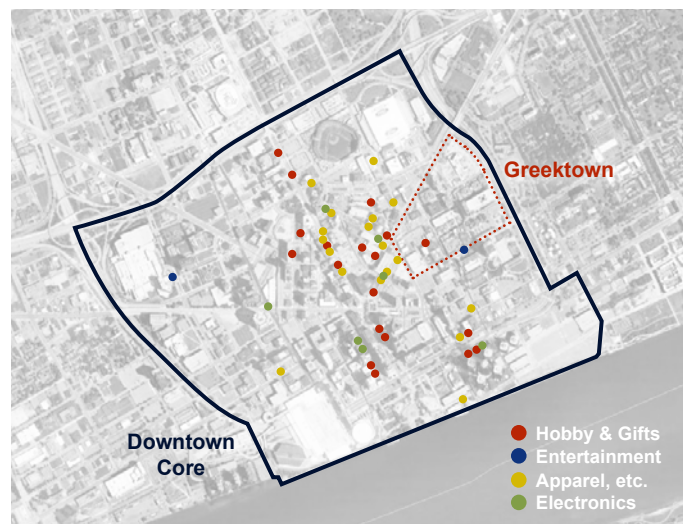
Downtown is a strong food and beverage destination, with Greektown acting as a dense, historic, walkable neighborhood within the downtown context.

- Downtown has a wide variety of food and beverage options
- Monroe Street has a dense food and beverage cluster
- There is significant competition from newer destination restaurants along Woodward Avenue and food trucks around Campus Martius



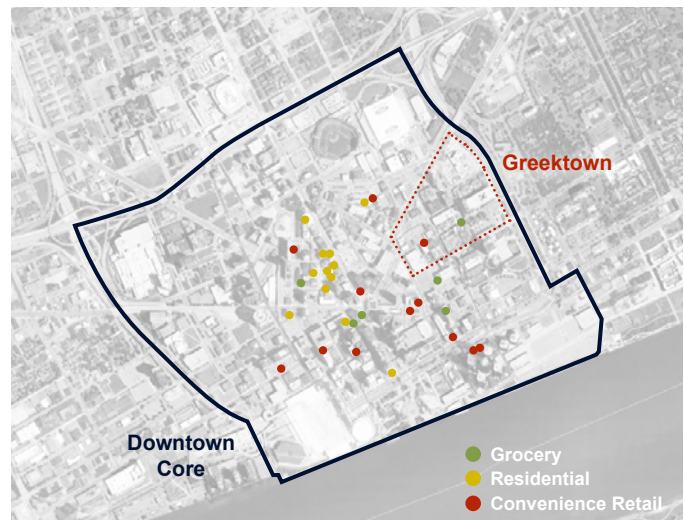
Despite its relative strength in food and beverage retail, Greektown almost completely lacks any other kind of destination retail draws.

- There is limited non-food and beverage retail downtown
- What limited non-convenience retail exists is focused along Woodward Avenue
- Outside the casino, Greektown itself has few non-food and beverage draws



Residential development has succeeded in downtown, despite the relative lack of nearby convenience retail and grocery.

- Residential development since 2010 has occurred in the core of downtown
- Convenience retail is close but not immediately adjacent to residential developments
- Residential can succeed without immediately adjacent convenience retail
- However, future residential growth may require a greater supply of day-to-day retail



Greektown’s food and beverage experience can be a draw for more than just visitors; these businesses are an attractive amenity for residents and workers.

Present Conditions

Potential & Recommendations

The downtown retail market has become tight over the past two years, with limited new product and some spikes in positive net absorption.



Improving the retail market may provide an opportunity for new retail success, though new retail at District Detroit will compete for visitors. New residents and workers in Greektown would increase spending potential in the area.

Greektown is a significant food and beverage cluster within downtown that draws a mix of visitors, but lacks other retail options.



Additional and diversified food and beverage options could reinforce Greektown’s identity as a dining hub, enhancing its competitiveness and ability to attract users during the week and during the day.

Greektown is a historic entertainment hub with a unique physical character, with the casino acting as major anchor and adjacencies to Ford Field and Comerica Park.



Entertainment will be an important part of Greektown’s identity going forward, and temporary programming that draws in workers and visitors during non-peak times will enable Greektown to diversify its retail appeal.

Residential Market

Downtown has seen sustained residential growth since the Great Recession, with an influx in 2017, evident in high absorption and falling vacancy despite inventory growth.

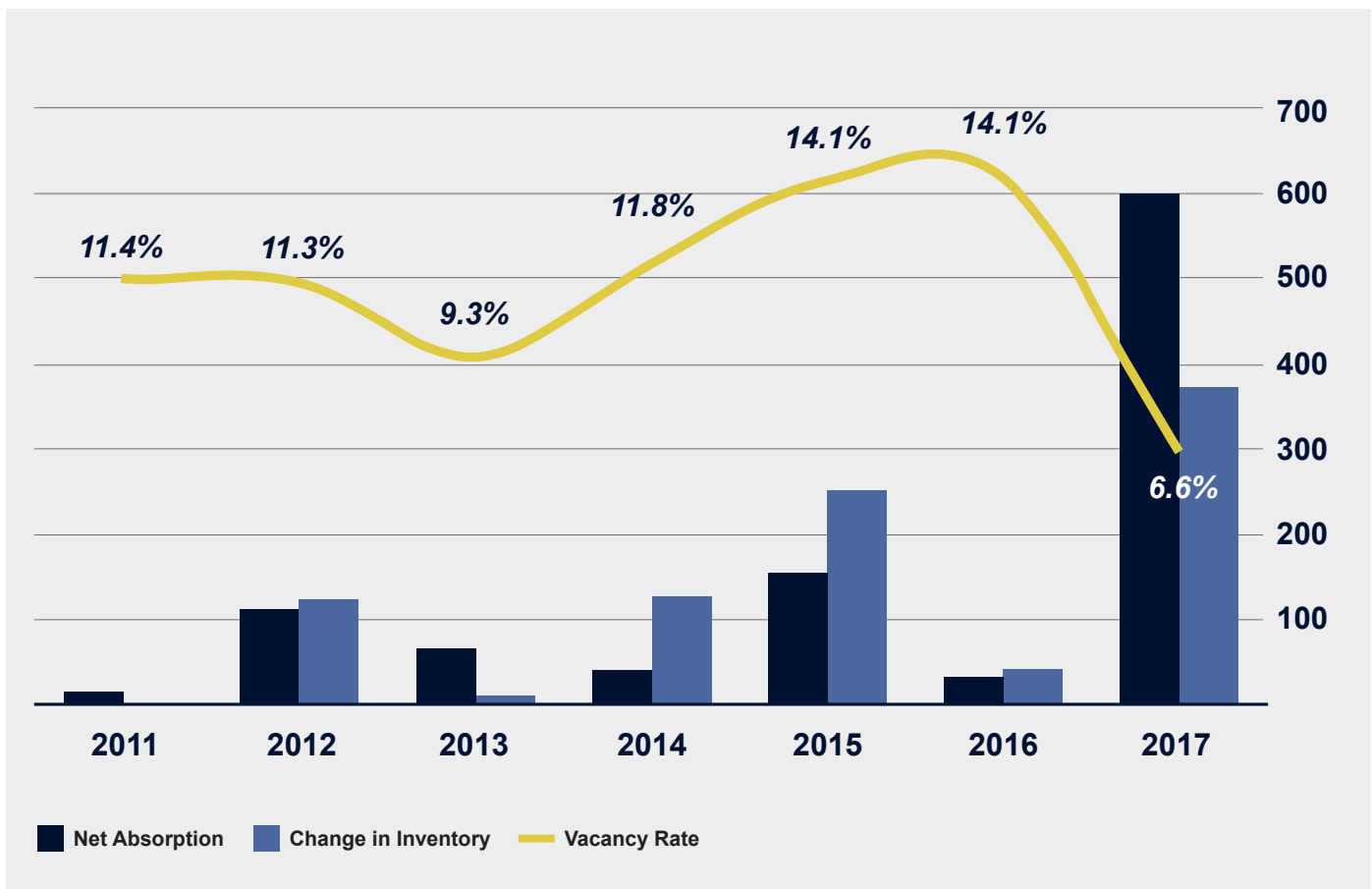
371 Units

Delivered in 2017 (vs. Post-Recession Average of 119/year)

598 Units

Net Absorption in 2017 (vs. Post-Recession Average of 136/year)

Downtown Core Residential Market



At the same time, rents in the downtown core have grown modestly but continue to earn a premium over rents across the city.

\$1,520

Per Unit, Downtown Core (2018)

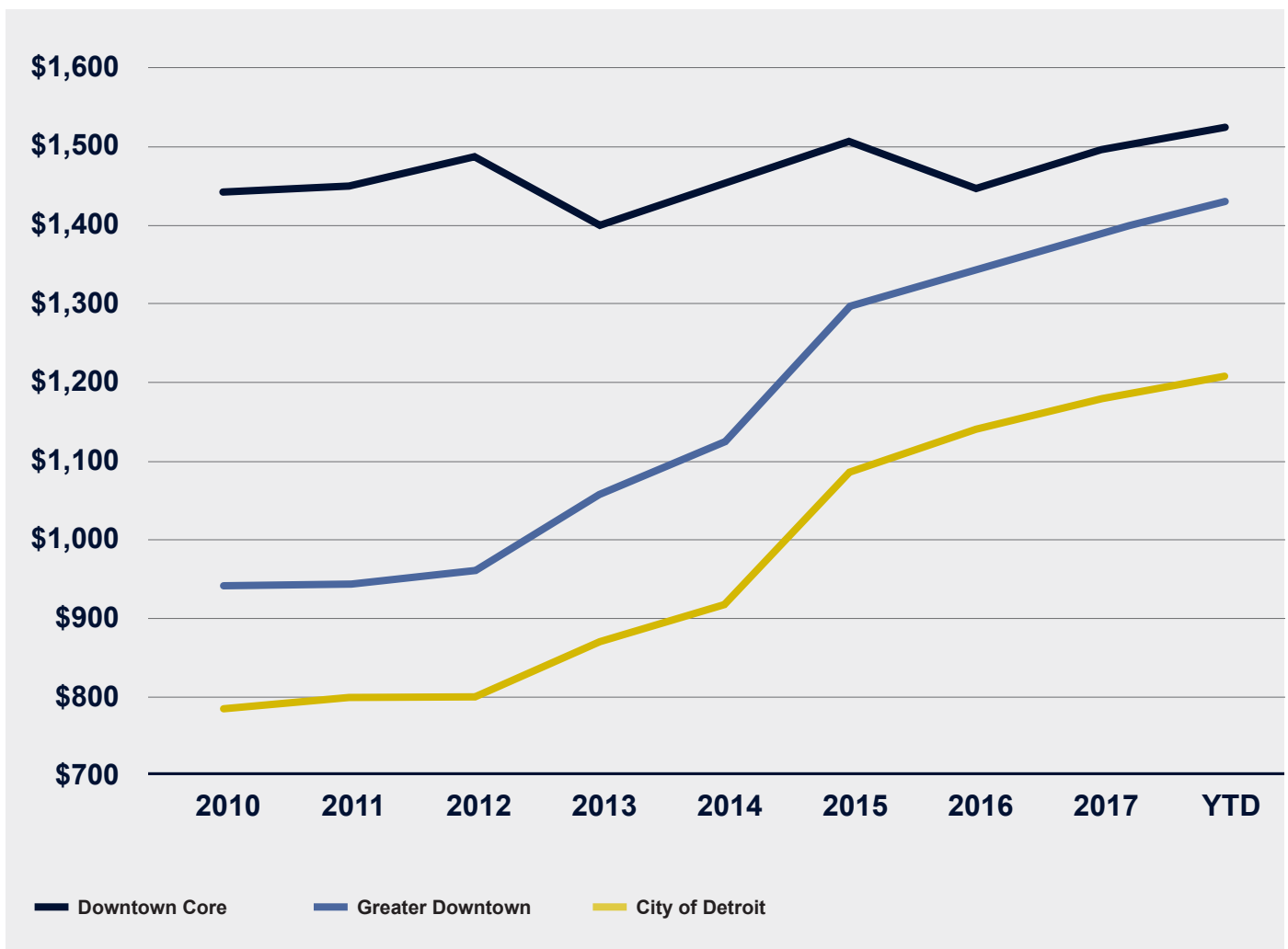
\$1,430

Per Unit, Greater Downtown (2018)

\$1,210

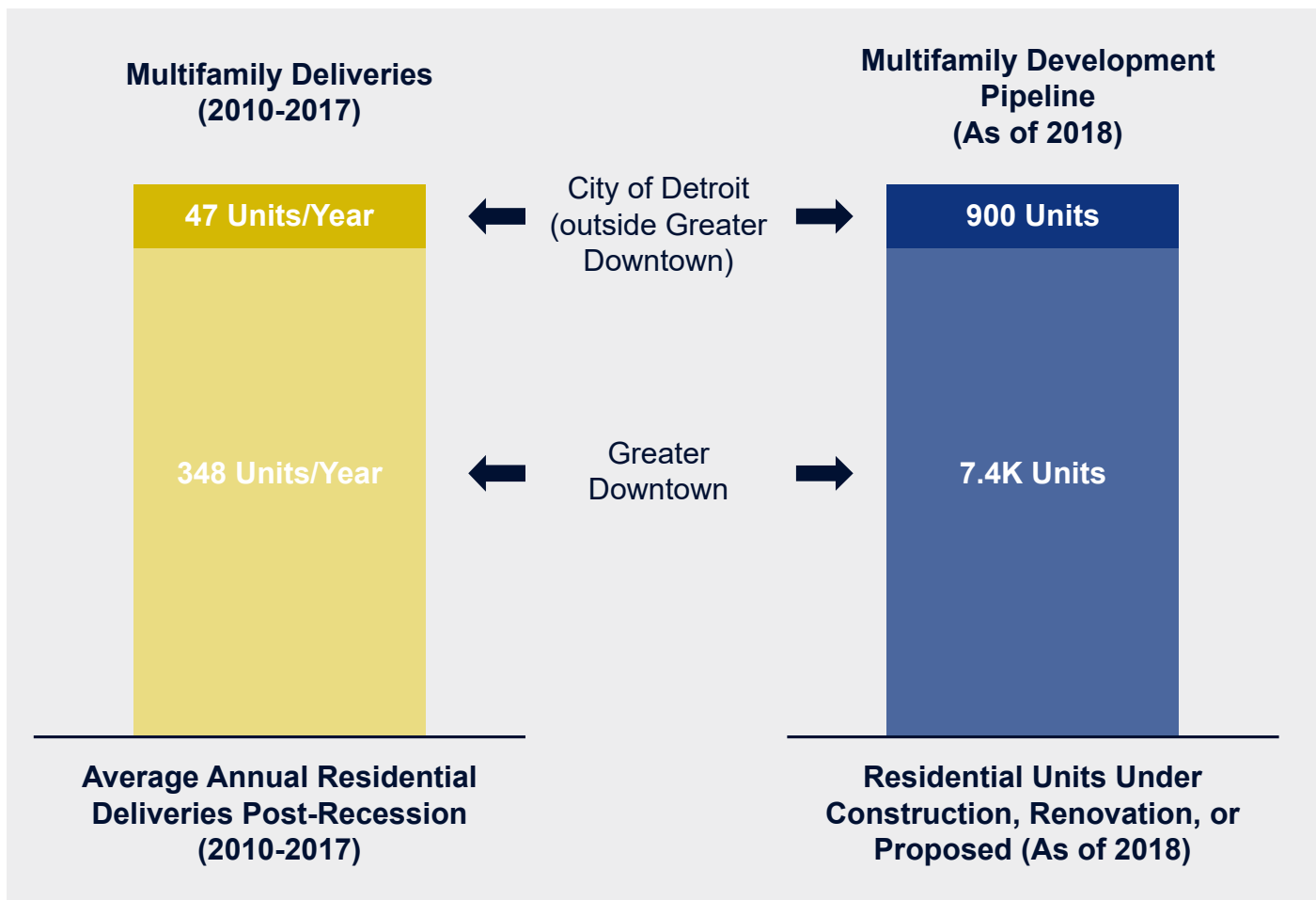
Per Unit, City of Detroit (2018)

Residential Asking Rents (Multifamily Units Built Since 2000)



Residential Market

Greater downtown is driving growth in the Detroit residential market, accounting for nearly all post-Recession deliveries and pipeline development.



In total, over 3,160 new multifamily residential units were delivered in the City of Detroit from 2010-2017, of which 88% were located in the Greater Downtown area.

Adding residential into Greektown’s mix of uses could diversify the district’s activity at different times of day and support existing local retailers.

Present Conditions

Potential & Recommendations

While there are no residents in Greektown today, it sits between the growing downtown residential neighborhood, and in the future will be connected to Lafayette Park’s high value residential neighborhood.



Future potential exists to incorporate multifamily residential into Greektown’s mix of uses, attracting young professionals and empty nesters.

Downtown residential has been growing around and west of Woodward Avenue, near F&B and public space amenities, including Campus Martius.



To draw residential investment, Greektown needs to provide amenities, through F&B aligned with younger, urban resident or empty nester demographics. Near-term, public realm improvements and programming can build brand.

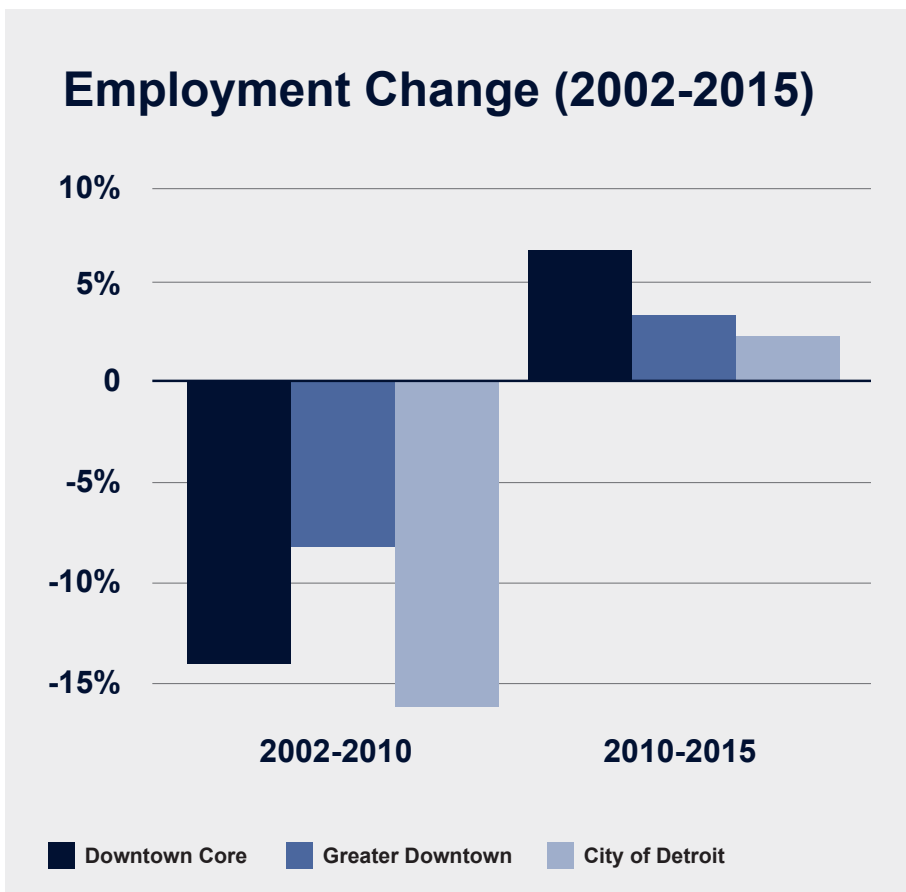
Casino presence and evening party atmosphere can be a challenge for attracting residents in a competitive market.



U Street, Fishtown, and the Miami Arts & Entertainment District precedents illustrate opportunities for co-location and management of entertainment and residential uses.

Office Market

Compared to the city as a whole, downtown faced less severe decline in employment from 2002-2010, and experienced stronger post-Recession growth.



76,440

Downtown Core Workers (2015)

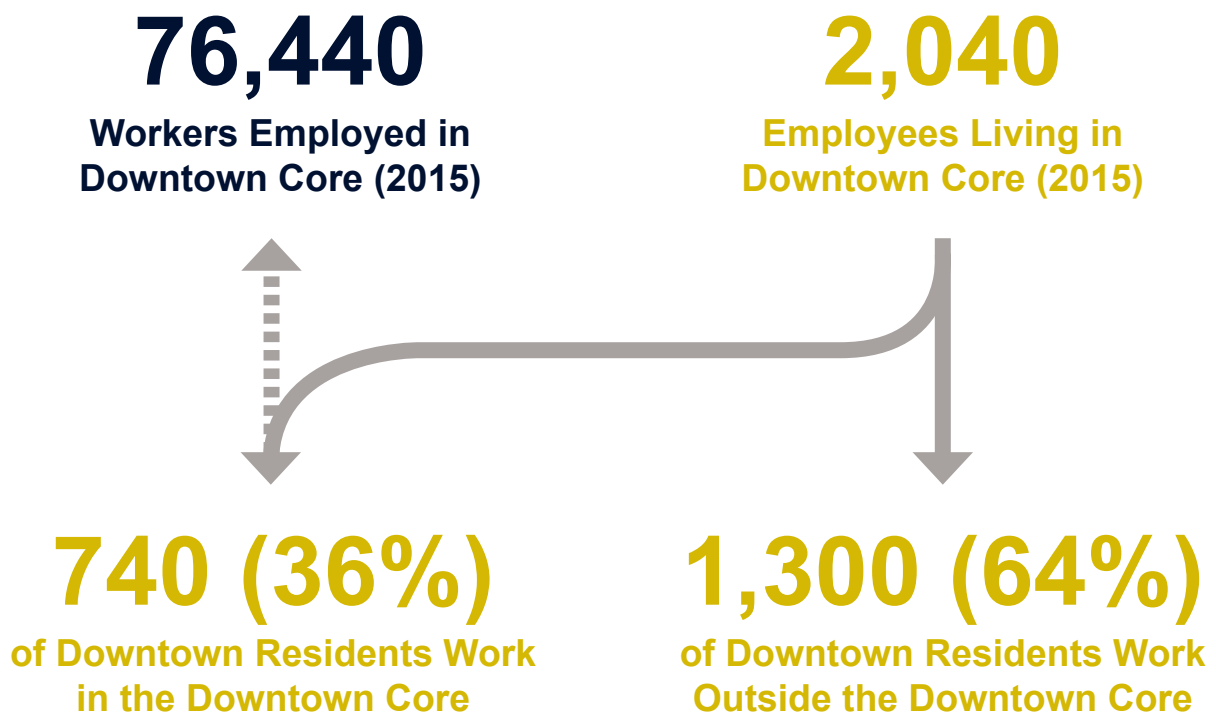
149,400

Greater Downtown Workers (2015)

247,300

City of Detroit Workers (2015)

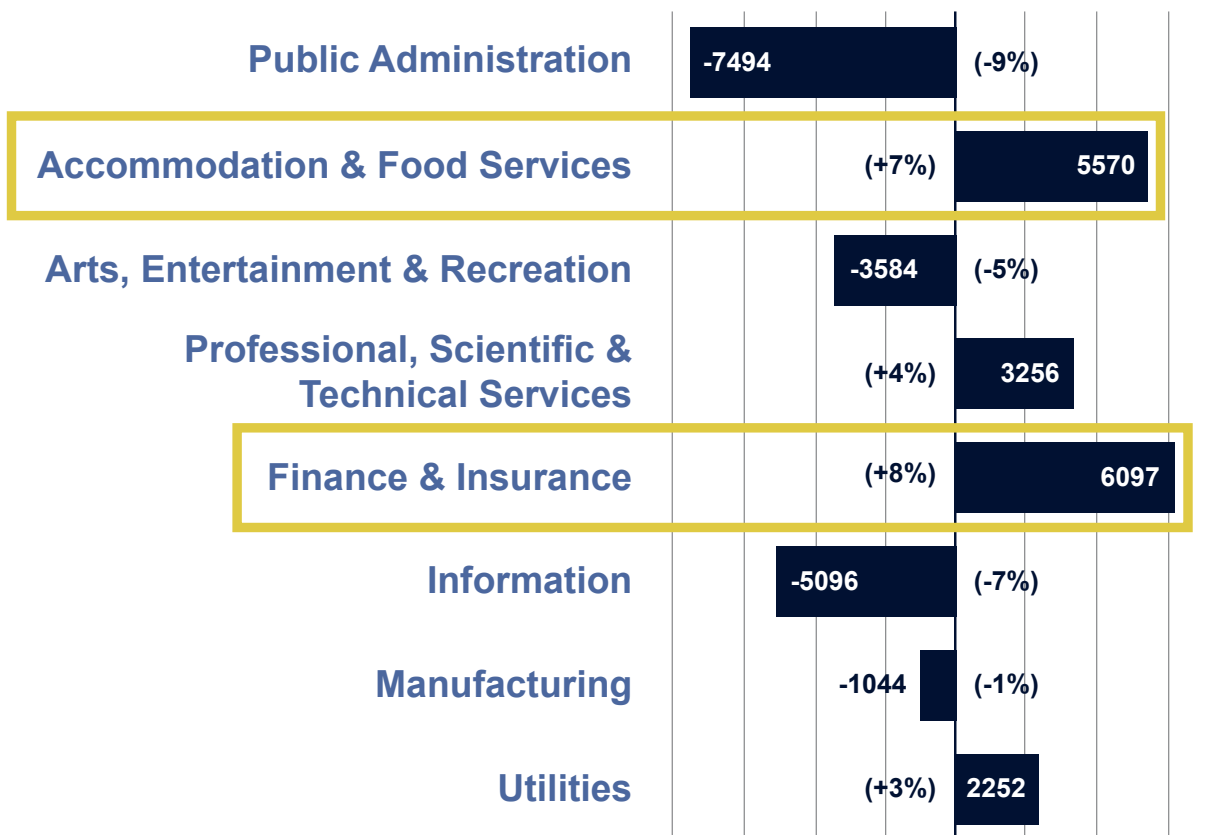
While downtown sees significant worker inflow (as in most cities), many of downtown's residents work outside the downtown core.



Office Market

Significant historic employment growth includes finance and insurance (with the relocation of Quicken Loans) and accommodation and food services.

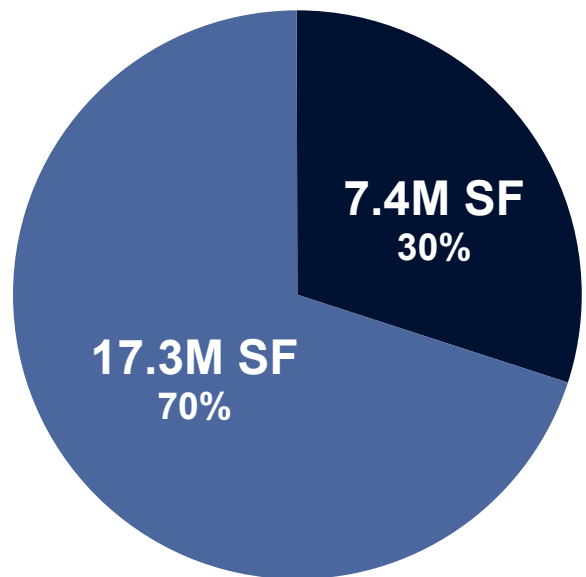
Change in Key Employment Sectors of Downtown Core (2005-2015)



The downtown core office market is defined by an aging building stock, with limited new construction since the Great Recession.

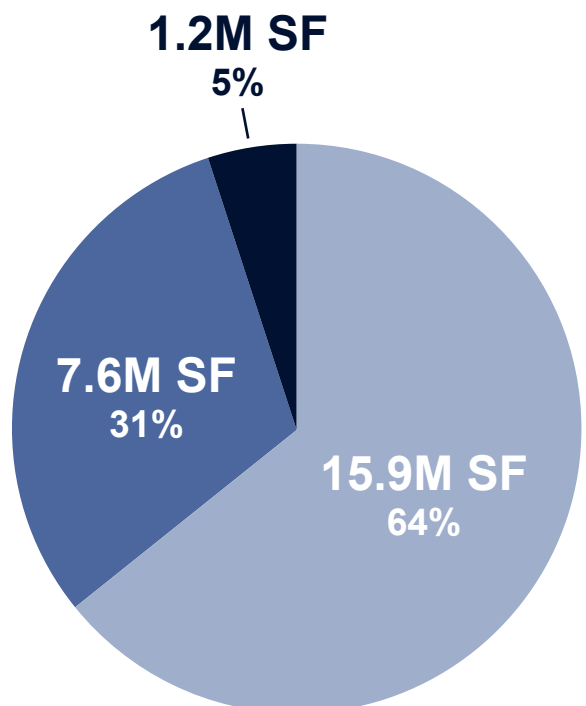
Downtown Core Office Inventory by Class

- Class A
- Non-Class A



Downtown Core Office Inventory by Age

- <2000
- 2000-2009
- 2010+



Office Market

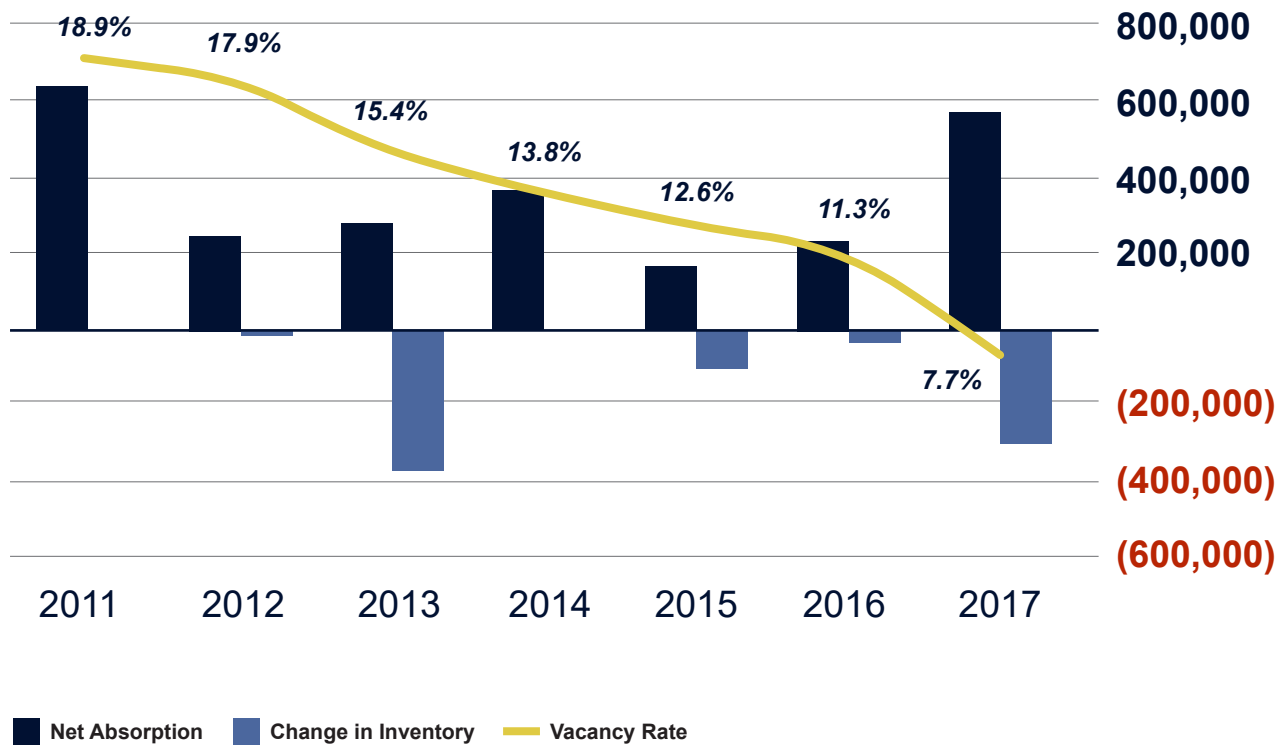
Sustained positive absorption while buildings have come offline in the downtown core has resulted in low vacancy rates and an increasingly tight office market.

582K SF

Net Absorption (All Office Buildings) in 2017

(More than 2X the Average Annual Absorption in the Downtown Core Post-Recession)

Downtown Detroit Office Market (All Buildings)



Adding more office in Greektown would increase the number of workers patronizing restaurants during lunch and in the evenings during the week.

Present Conditions

Downtown's office market has been improving in recent years, through office growth has been driven entirely by anchor tenant expansion and relocations.

Recent relocations to downtown, including Chemical Bank and Ford indicate that regional employers are viewing downtown as a competitive location.

Greektown's F&B offerings provide an important amenity for office users, and today, some office workers come to Greektown for lunch and happy hours.



Potential & Recommendations

Office development in Greektown would need to be anchor led, but could help to diversify the mix of uses, making the district a 24-7 neighborhood with more mid-week vibrancy.

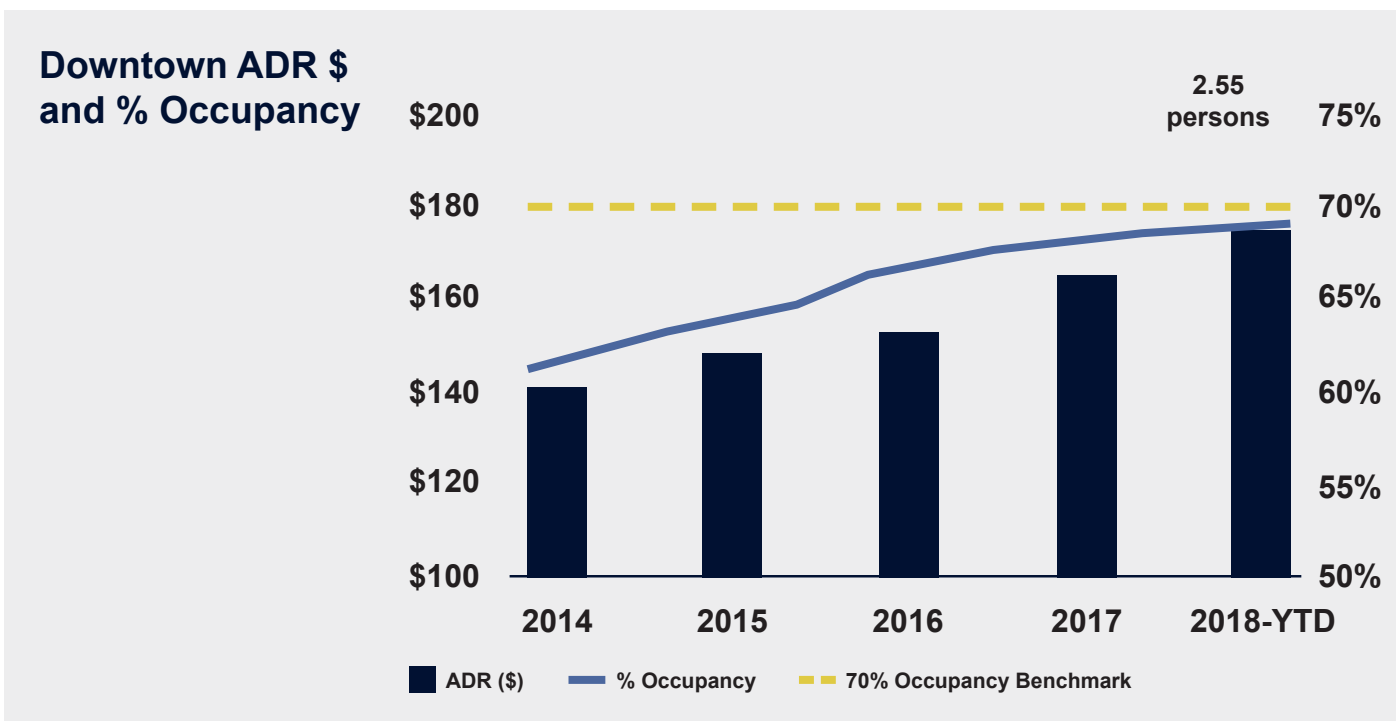
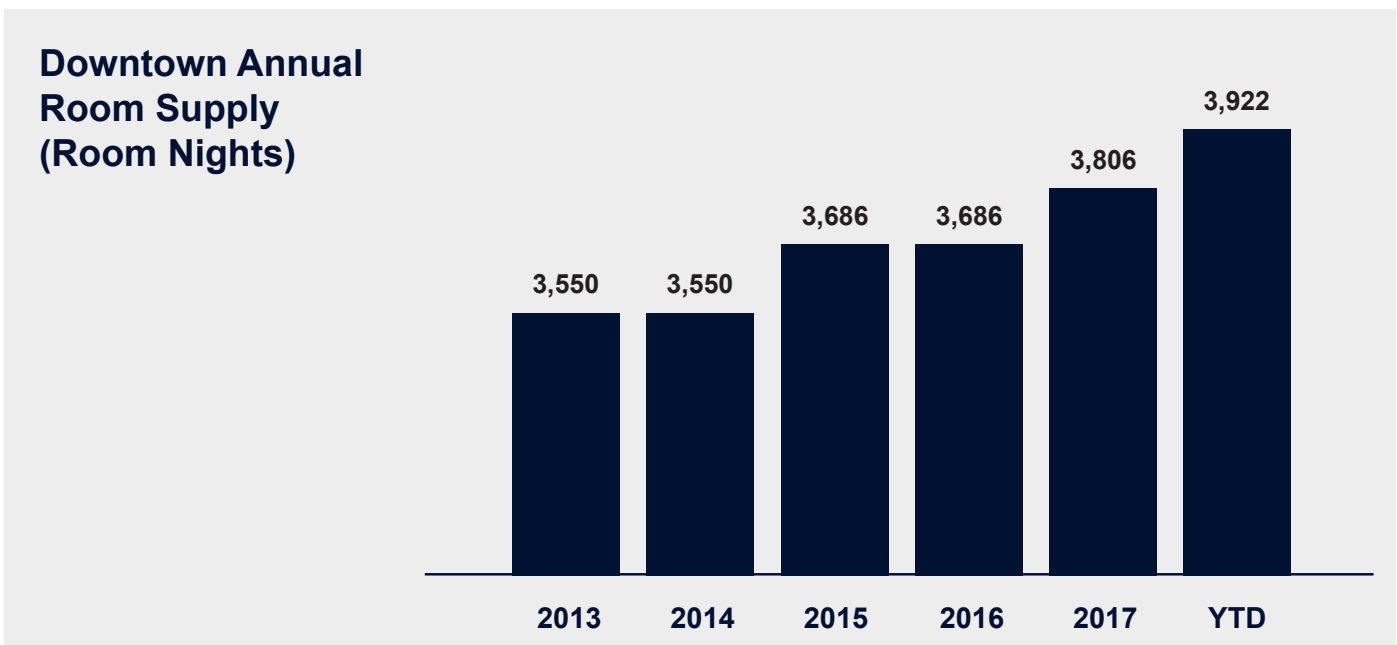
Given regional interest, continued growth of the downtown talent pool, and limited available class A office space, an anchor-led strategy for office growth in Greektown might be feasible.

Diversified F&B options and hours could help to grow Greektown's off-peak activity, attracting adjacent office workers. Unique, consistent programming could make Greektown a more attractive downtown destination for workers.

Hotel Market

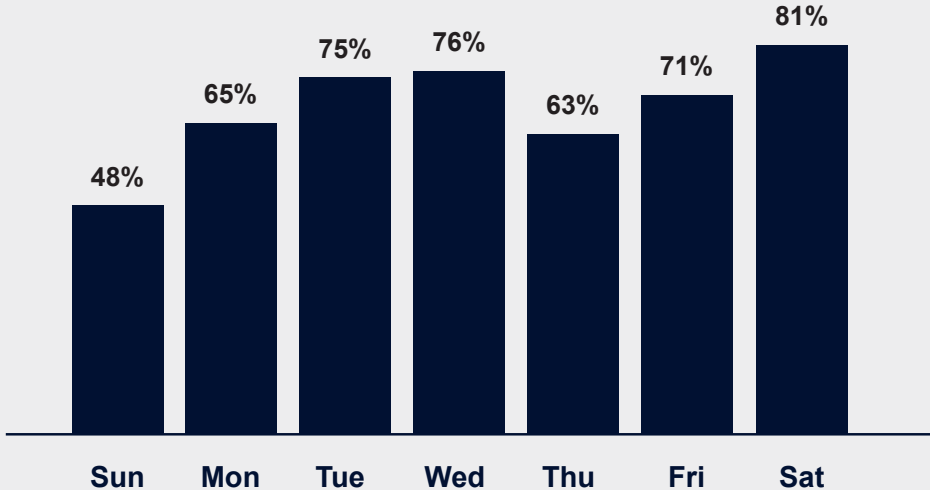
Occupancy and ADR* in downtown core hotels has steadily increased since the Great Recession—even with a growing supply—but occupancy has not yet hit 70%.

*Average daily rates

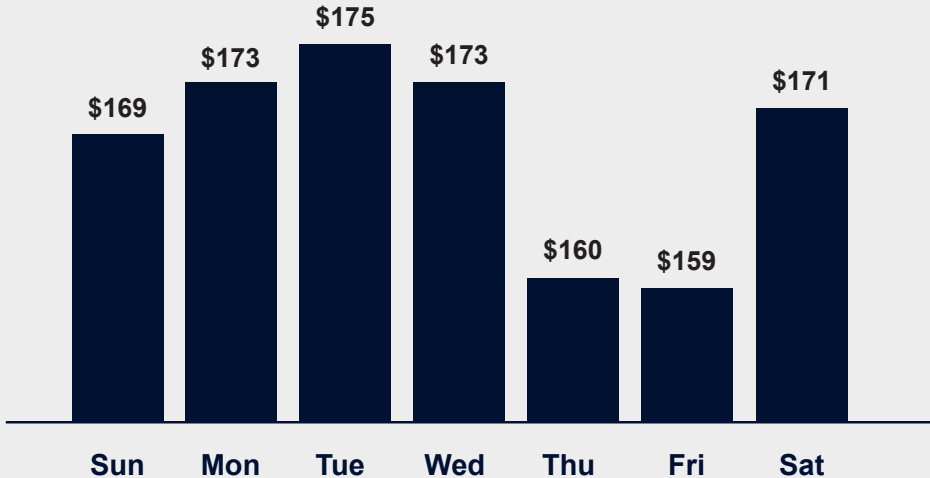


Business-related stays outprice leisure stays downtown, though Saturday occupancy rates demonstrate weekend attraction in the downtown core.

**% Occupancy by Day
(2017-2018 YTD)**



**ADR (\$) by Day
(2017-2018 YTD)**



Hotel Market

While improved economic conditions have supported recent growth in downtown hotels, market conditions suggest supply may be saturated.

- Improved economic conditions including business relocations and residential growth have supported the development of new boutique hotels, including the Shinola, the Siren, and the Foundation.
- Occupancy rates have climbed, but are still modestly below the 70% development benchmark.
- While Greektown is a possible location for further hotel growth in Downtown Detroit, the number of high-end hotels coming online in Greater Downtown suggests market demand may be saturated in the near-term.



Shinola Hotel, Detroit



The Foundation Hotel, Detroit



Siren Hotel, Detroit

Parking Market

Within Greektown, there are four general types of owners for parking lots and structures, each with their own motivations for ownership.

Family Owned	Developer Owned	Institutional/ Employer Owned	Parking Operator Owned
<ul style="list-style-type: none">• Primarily composed of families who have deep connections to Greektown• Lots and structures are primarily used to support retail/dining	<ul style="list-style-type: none">• Lots are held to support existing developments or as development sites• Primary purpose of lots is future redevelopment, with parking providing interim income stream	<ul style="list-style-type: none">• Composed of institutions (e.g. churches) and the casino• Lots and structures are held as an amenity for the users of the institutions/casino• Primary purpose of lots and structures are not revenue generation	<ul style="list-style-type: none">• Primary purpose of lots and structures are revenue generation• Lots are integral to owner livelihoods

Lots present near-term opportunities for expanded programming and public realm improvements and long-term opportunities to diversify Greektown’s mix of uses.

- Stakeholders indicate there is abundant supply of parking spaces during the weekday, indicating potential development opportunity without contracting supply too heavily.
- Parking operators see an opportunity in redevelopment, as new developments will supply larger streams of parking customers at different times of day.
- Fees for parking garages are nearly high enough to support new garage construction, but have not yet hit that threshold.
- There may be opportunities in the near-term for interim programming on surface lots that draw people to the district.

Market Analysis Conclusions

RETAIL

F&B is a strength, but visitor base faces challenges from new entertainment district at District Detroit. A tenancing strategy that recognizes unique low scale character can broaden appeal to nearby residents and workers. Introducing workers and residents to the district can expand customer base.

RESIDENTIAL & OFFICE

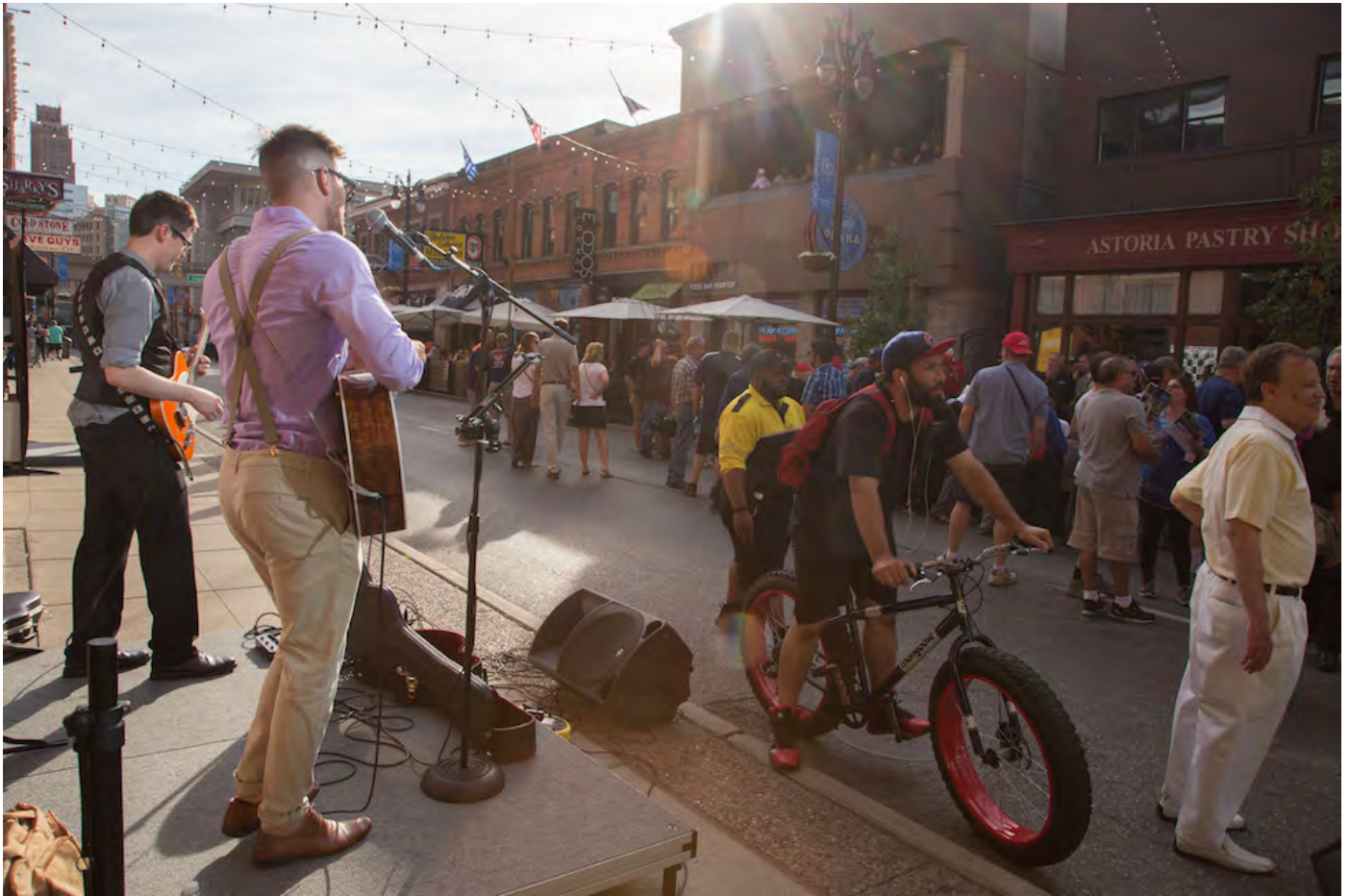
In the future, Greektown can capture growing downtown demand, and leverage residential connections to Lafayette Park. Enhanced amenities and public realm needed to draw residents and employers in a competitive market, & considered buffers between residential & entertainment uses. Near term, programming can build brand.

HOTEL

Hotel market is on the upswing downtown, with occupancy and ADR growing along with downtown uses. Occupancy levels are particularly high in Greektown, and demand could grow with more convention attendance. However, recent deliveries and pipeline development may saturate the market in the near-term.

PARKING LOTS

Interest in redevelopment varies with ownership and operating structure. Near term, interim programming on surface lots can draw people to Greektown.



Themes & Observations

Following initial conversations with the stakeholder group and preliminary analyses of the project site, the planning developed five primary project themes. Following a series of work sessions, engagement exercises, and an existing conditions analysis, the planning team summarized its findings in key observations, organized under these five themes.

Themes of Analysis

Culture & History

Public Realm

Observations

- Greektown is experiencing a deterioration of the neighborhood identity.
- Present-day Greektown is predominantly a single-use entertainment district.

- There is a lack of usable open space in Greektown.
- There is a lack of planting, trees, and landscape in Greektown.
- Neighborhood activity is concentrated on Monroe Street.

Mobility & Parking

- Large land areas are dedicated to surface parking.
- Greektown is a destination that is predominantly vehicle-oriented and accessed.

Development Opportunities

- Greektown is not fully benefiting from Downtown Detroit's momentum.
- Local businesses are experiencing economic decline.
- There is insufficient day-time economic activity.

Neighborhood Experience

- There are perceived and real safety concerns within Greektown.

Design Drivers

Following the Phase 1 existing conditions analysis and engagement sessions with the stakeholder group, the planning team translated the key observations into project principles, which are positioned to shape the design and implementation recommendations that will be developed in the next stage of work. From these five principles, the team devised numerous design strategies ranging in size, scope, and implementation timeline. A sample of these strategies can be found below.

Project Principles

Culture & History

Celebrate Greektown's unique cultural heritage and establish its identity as a complete neighborhood.

Public Realm

Introduce a collection of active, diverse, and accessible public spaces.

Design Strategies (examples)

- Introduce consistent signage and wayfinding
- Establish a year-round calendar of cultural events
- Develop new cultural venues
- Locate and introduce new public art installations

- Create a new, neighborhood-scale Greektown park at a key location
- Develop smaller parks and plazas throughout the neighborhood
- Introduce gateways at key entry points

Mobility & Parking

Evolve Greektown's network of streets to better accommodate multi-modal and pedestrian movement.

- Improve the pedestrian experience on primary streets with new streetscape designs
- Re-envision street network/traffic patterns to improve flow and encourage multi-modal travel

Development Opportunities

Optimize the economic potential of Greektown.

- Expand retail and F&B offerings to the east and west of the Monroe Street block
- Introduce new uses to the neighborhood
- Activate the neighborhood during daytime hours
- Re-purpose and redevelop key surface parking lots

Neighborhood Experience

Create a unique, welcoming, and safe Greektown experience for all.

- Enhance neighborhood amenities to increase patronage of existing and new businesses
- Improve the neighborhood's reputation with new public safety facilities and programs



The Framework Plan



Greektown Existing Conditions

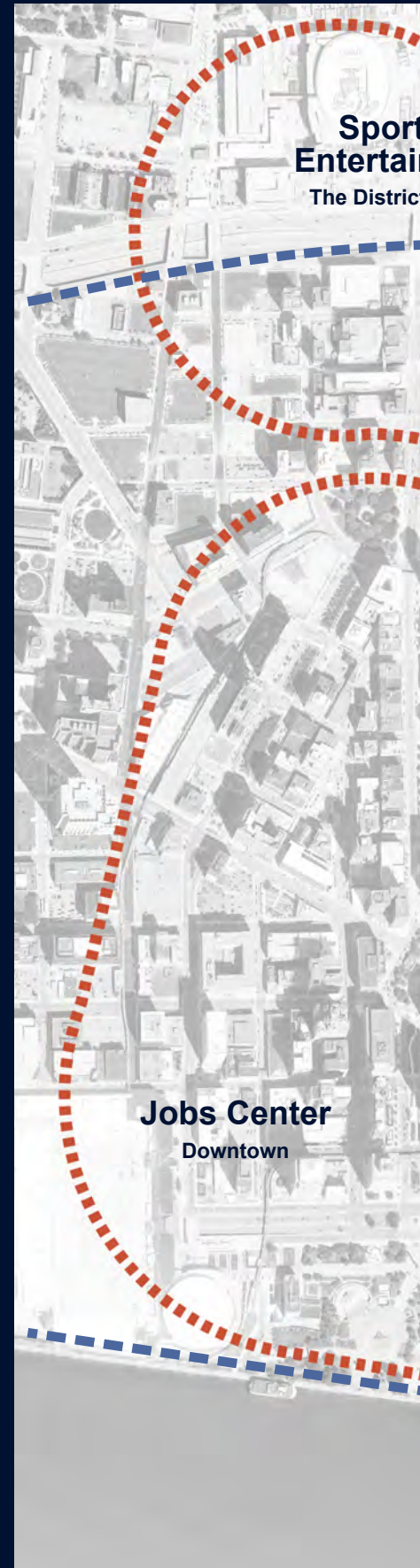
A Downtown Anchor

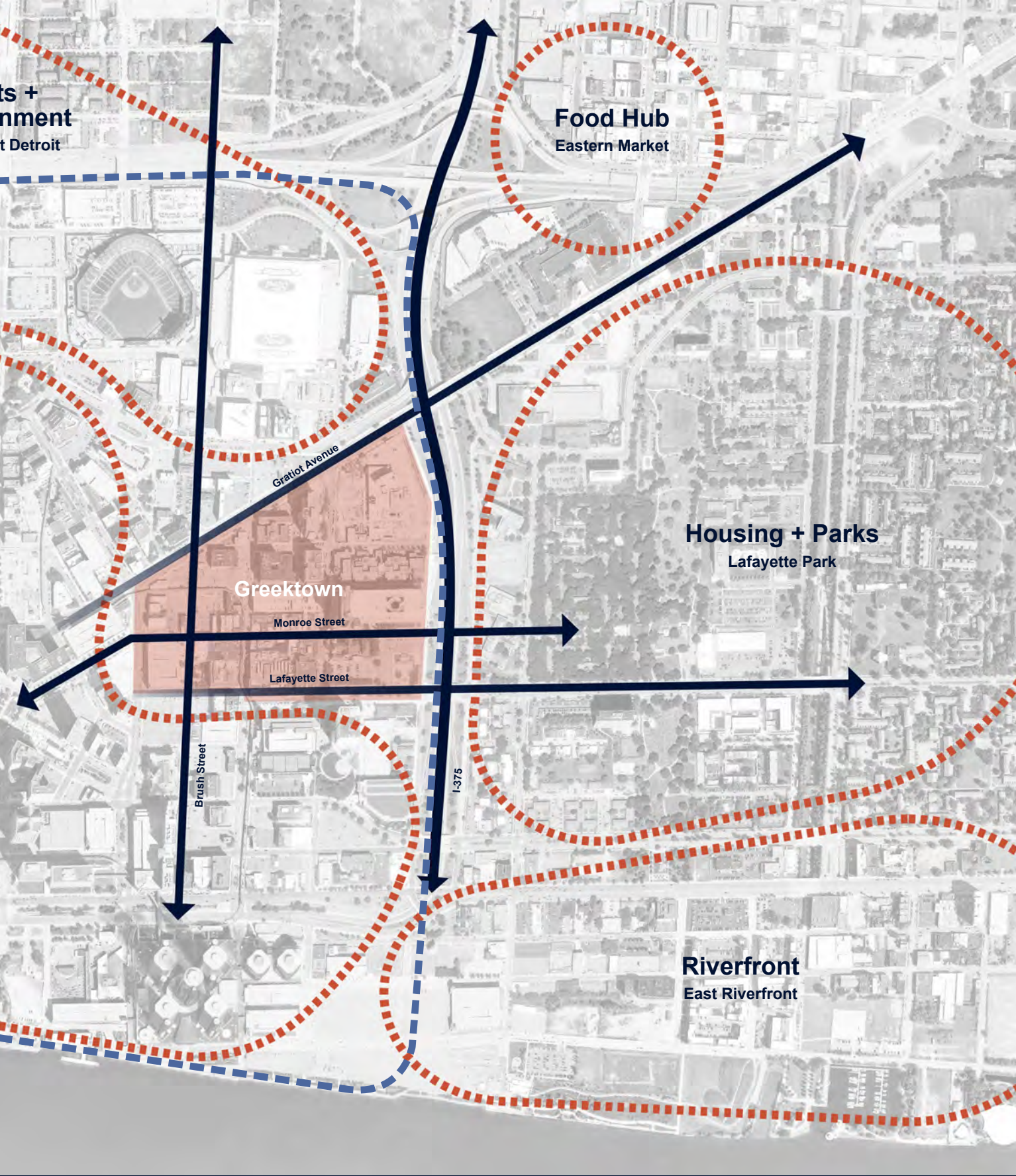
Greektown is one of several districts comprising downtown Detroit. The neighborhood sits within the central business district, just northeast of the downtown core. In addition to its rich cultural heritage and unique entertainment offerings, Greektown is defined by its context and its local and regional connections. The neighborhood sits between three primary thoroughfares connecting Detroit's neighborhoods to the downtown, including Gratiot Avenue to the north, I-375 to the east, and Lafayette Street to the south.

Greektown is surrounded by some of Detroit's most vibrant neighborhoods and economic centers. Directly to the southwest of Greektown is the heart of downtown—Detroit's economic center. This area is home to historic urban development and public spaces, and is today experiencing a rebirth as properties that have sat underutilized for decades come back to life through thoughtful rehabilitation and reuse. To the south and southeast sit the Renaissance Center (home to General Motors) and the East Riverfront area—a former industrial waterfront that is slated for redevelopment into a bustling urban mixed-use waterfront district.

To the east, across I-375, Greektown is neighbored by the historic Lafayette Park housing development. This area is likely to experience regeneration in the near-term as the sunken I-375 corridor is surfaced and reconstructed to become an urban boulevard. This offers an opportunity to stitch Greektown and Lafayette Park back together and to face the new primary thoroughfare that will replace the highway with new developments.

To the north of Greektown sits the sports and entertainment district comprising Comerica Park, Ford Field, and across I-75, the new Little Caesar's Arena. These venues are responsible for driving a sizable portion of Greektown's foot-traffic on game and event nights as patrons come before and after games to eat and drink at local establishments and to park in the neighborhood's many lots and garages.





ts +
nment
t Detroit

Food Hub
Eastern Market

Greektown

Monroe Street

Lafayette Street

Housing + Parks
Lafayette Park

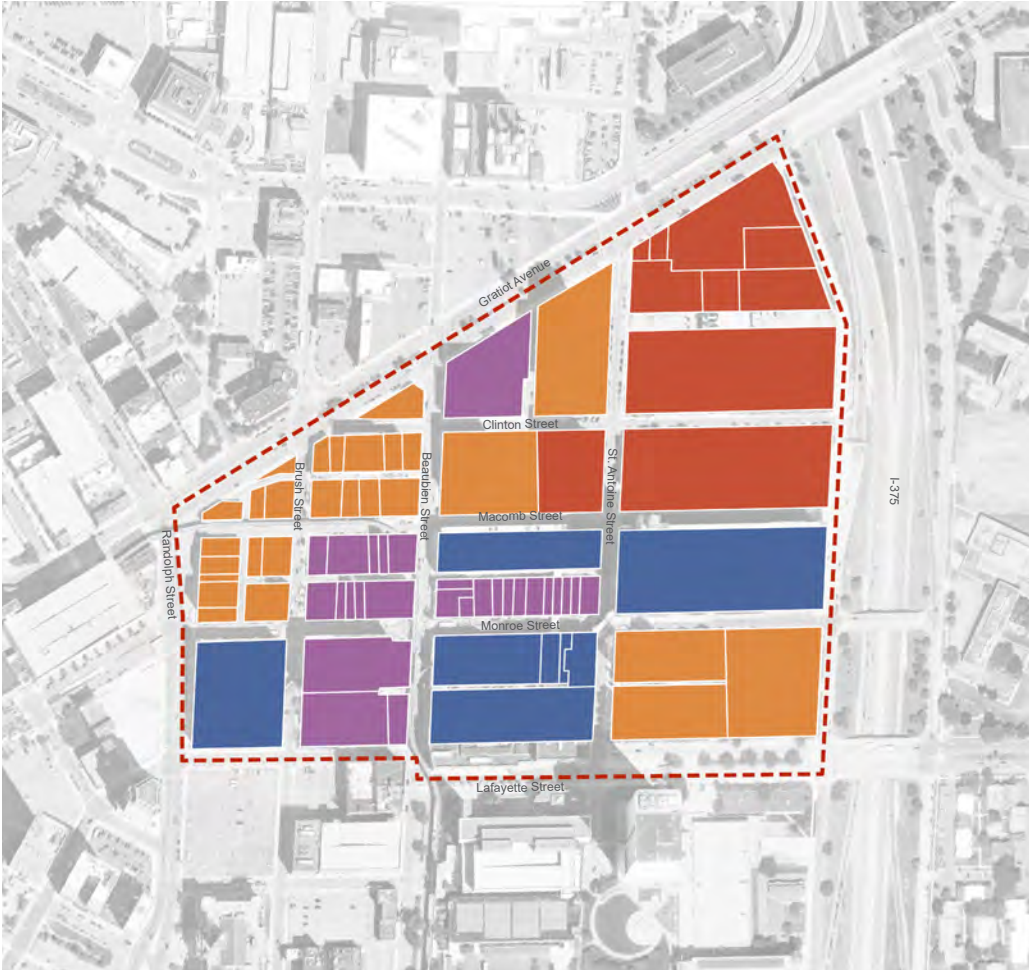
Riverfront
East Riverfront

Gratiot Avenue

Brush Street

I-375

Greektown's Properties



Zoning

Greektown includes four zoning districts—B4 (general business district), B6 (general services district), PD (planned development district), and SD5 (special development district, casinos). With the exception of PD, which allows for a comprehensive mixed-use planning proposal to set its own zoning provisions if approved by the city, Greektown is primarily covered by commercial and entertainment-oriented zoning allowances. Fortunately, these districts have been designed to accommodate a diverse and flexible range of uses, which will support uses such as residential and community uses at substantial densities as Greektown transitions to a mixed-use community.

B4

General Business District

By-right uses: residential, public, civic, institutional, retail, service, commercial, manufacturing and industrial

Min. lot area: 7,000 SF
Max. FAR: 2.0
Max. height: N/A

B6

General Services District

By-right uses: residential, public, civic, institutional, retail, service, commercial, manufacturing and industrial

Min. lot area: 7,000 SF
Max. FAR: 2.0
Max. height: N/A

PD

Planned Development District

By-right uses: residential, retail, local services, industrial, mixed-use, parks and open space, other proposed uses in MP

Min. lot area: N/A
Max. FAR: N/A
Max. height: N/A

SD5

Special Development District (Casinos)

By-right uses: casino, hotel, food and beverage

Min. lot area: 7,000 - N/A
Max. FAR: N/A
Max. height: N/A

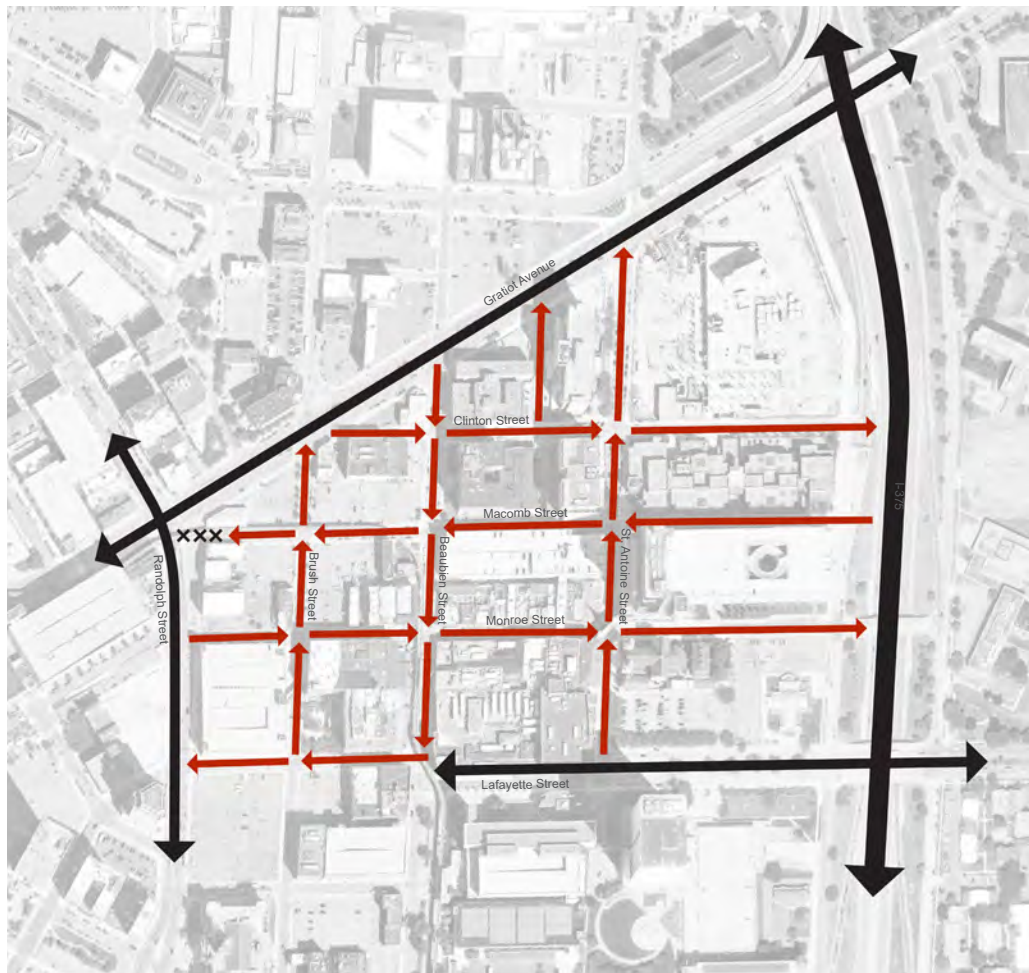
Parcel Ownership

Greektown is composed of a great diversity of parcel sizes and development types. To the west, parcels are mostly small and narrow, supporting low- and mid-rise development dating back to the late 19th century. Larger parcels to the east were mostly redeveloped in the late 20th century and early 21st century. Many of these larger sites recently supported public facilities, including Detroit's police headquarters, a jail, and a criminal justice facility. Given that most parcels are owned by separate individuals and entities, high-density redevelopment will require strategic parcel assembly.



- | | | |
|-----------------------------------|-----------------------------------|-----------------------------------|
| 1 Bedrock | 11 Papas Family | 22 Norman Tremonti |
| 2 Rock Economic Development Group | 12 Teftsis Family | 23 First Builders Corp |
| 3 Jack Entertainment | 13 Altom LLC | 24 PF Investments |
| 4 Annunciation Cathedral | 14 Dionisopolous Family | 25 MHT Family Properties |
| 5 St. Mary's Church | 15 Second Baptist Church | 26 410 Associates, LLC |
| 6 Archdiocese | 16 Croghan Associates | 27 1401 Company |
| 7 Gatzaros Family | 17 Robert C Pozen Revocable Trust | 28 The Mobile Group |
| 8 Arthur Butris Properties, LLC | 18 Paul L Freedman | 29 Giodet, LLC |
| 9 Greektown Properties, LLC | 19 City of Detroit | 30 Sweetwater Spring, LLC |
| 10 Theodore Adris Elaine Trust | 20 Frank J Coppola | 31 Joe Aubrey |
| | 21 WIO First Park, LLC | 32 Brady, John F (Old Shillelagh) |

Greektown's Streets



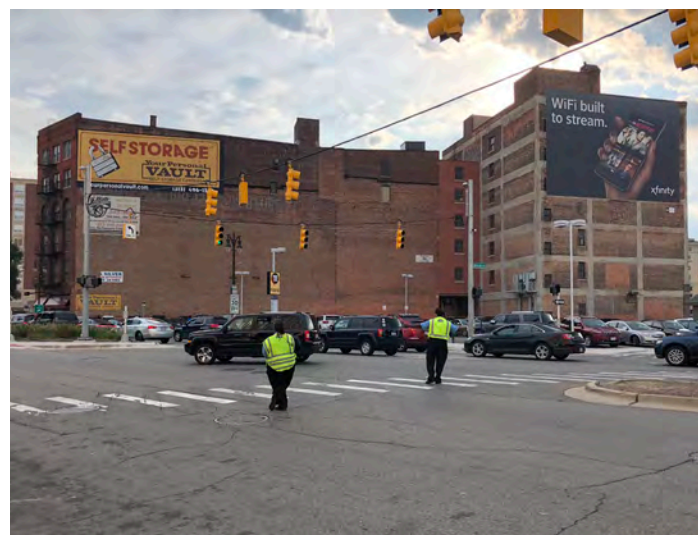
Street Network

Greektown is enclosed by primary two-way streets and interstate 375. These large thoroughfares connect Greektown and surrounding communities to downtown. Greektown's internal street network is composed entirely of one-way streets, due to their narrow rights-of-way. Greektown's business owners and stakeholders have agreed that the conversion of most one-way streets to two-way traffic will provide greater flexibility and access within the neighborhood. MDOT supports these conversions.

- ↔ Two-way Street
- One-way Street



Monroe Street is a one-way eastbound street that serves as the heart of activity within Greektown.



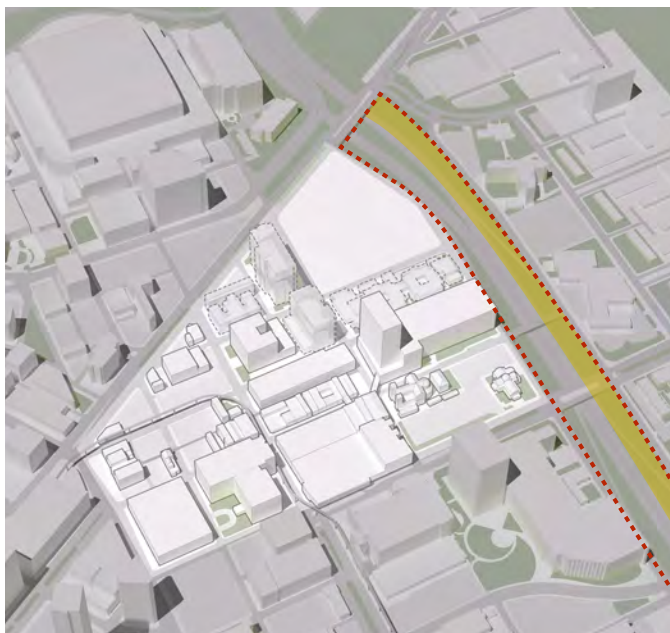
Gratiot Avenue is a wide and busy two-way thoroughfare that serves as a major connection to downtown Detroit.



Traffic

Greektown’s high-volume periphery streets, including Gratiot Avenue and Lafayette Street experience the most traffic within the district while interior streets experience very low traffic volumes. The one-way orientation of these streets creates difficult traffic patterns and predominantly facilitates vehicles moving to and from I-375. Daily volume counts do not give a full picture of the multimodal congestion that exists on weekend evenings and during events.

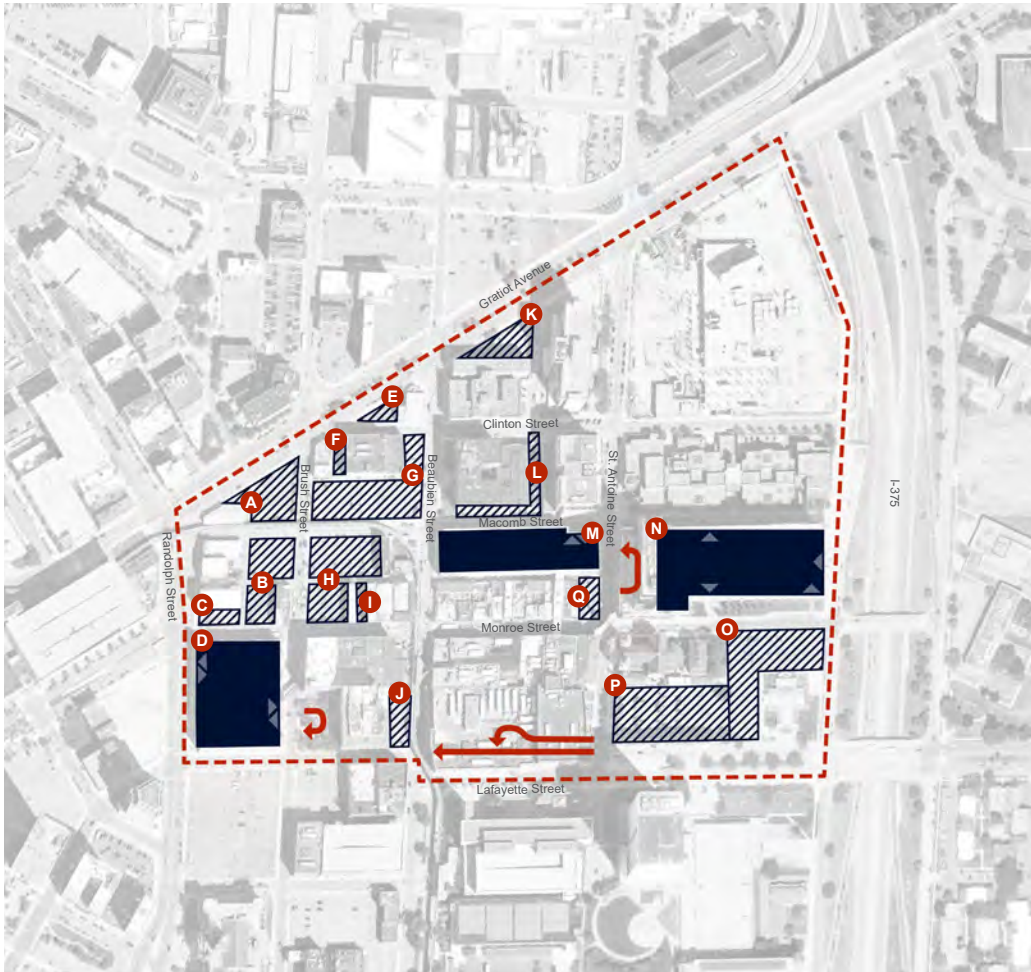
Traffic data collection timeframes vary by street. Given changes that have taken place in the downtown area over the last ten years, present-day traffic volumes are likely different from what is depicted here in some cases, while the overall relative traffic volume between neighborhood streets has likely remained the same.



I-375 Reconstruction

The City of Detroit and State of Michigan are currently studying options for transforming the downtown segment of the limited-access I-375 highway into an urban boulevard. This conversion would raise and shrink the size of the interstate, creating an at-grade corridor allowing cross traffic and better connecting Detroit’s urban grid eastward. Reconstructing and converting the highway into a high-volume boulevard will better respond to traffic demands in the area. This transformation will require a fundamental redesign of the intersections along Greektown’s eastern edge and would enhance the prominence of Greektown as one of downtown Detroit’s gateway neighborhoods. The conversion would also create opportunities for new pedestrian connections across the corridor, new development parcels to the east of the corridor, and public open spaces within the present-day I-375 right-of-way.

Greektown's Parking

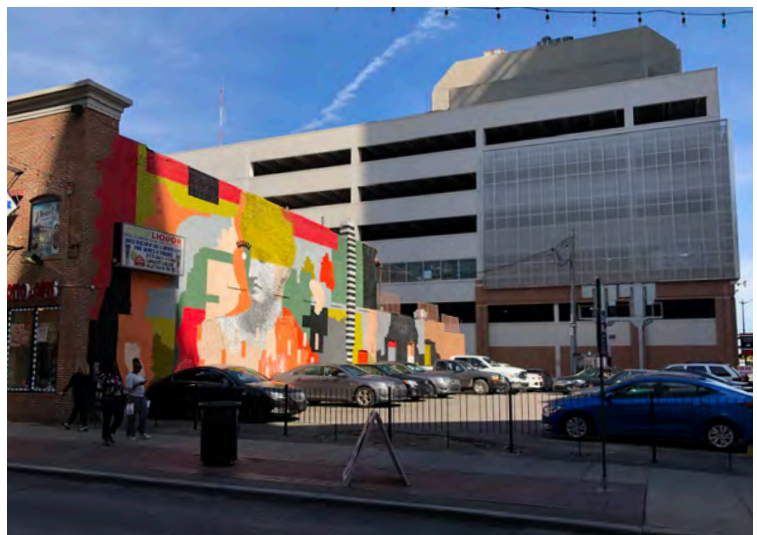


Parking

A large percentage of Greektown's land area is dedicated to surface and structured parking facilities, making the district a parking destination for visitors to downtown and the nearby sports venues.



Approximately half of Greektown's land area is currently dedicated to surface or structured parking.



Vacant lots have been converted to surface parking wherever possible. The neighborhood is also home to three large-scale structure parking garages.

Parking Demand & Pricing

Parking Property	Owner/Operator	Weekday Demand	Event Demand	Event Parking Rates
A	Park-Rite	51-80%	91-100%	\$36-40
B	Park-Rite	0-50%	91-100%	\$1-25
C	Park-Rite	91-100%	91-100%	\$1-25
D	Bedrock Detroit	N/A	61-90%	\$1-25
E	Handy Parking	71-80%	91-100%	\$36-40
F	Park-Rite	91-100%	91-100%	\$26-30
G	Park-Rite	51-70%	91-100%	\$41-50
H	Park-Rite	0-50%	N/A	\$26-30
I	N/A	N/A	N/A	N/A
J	Park-Rite	N/A	91-100%	\$36-40
K	Handy Parking	91-100%	61-90%	\$36-40
L	Park-Rite	91-100%	91-100%	N/A
M	Greektown Casino	51-70%	N/A	\$10-50
N	Greektown Casino	51-70%	N/A	\$10-50
O	Park-Rite	0-50%	91-100%	\$26-30
P	Park-Rite	91-100%	61-90%	\$26-30
Q	Park-Rite	71-80%	91-100%	\$26-30

Parking Demand

Greektown has become a primary parking destination in downtown Detroit, particularly during games and events hosted at nearby Ford Field and Comerica Park. Parking is a valuable resource for landowners within Greektown, but there is little evidence that parking patronage translates to patronage of other Greektown businesses.

Breaking Down Greektown’s Parking

A significant percentage (47%) of Greektown’s land area is dedicated to surface parking lots and structured parking facilities. This quantity of parking within a downtown district is high, even for Detroit. This leaves only a little more than half of the neighborhood’s total surface area for other uses, such as open space, development, and public streets. Overall, the neighborhood hosts 6,300 parking spaces (2,400 surface spaces and 3,900 structured spaces).

This quantity of parking has meaningful impacts on the quality of life within the neighborhood, the quality of the public realm, and the overall identity of Greektown. Such a high density of parking facilities creates challenging conditions for pedestrians trying to move about the neighborhood and creates traffic issues at points of access for lots and garages. This is particularly evident during games and events at the nearby stadiums, as traffic can easily back-up at lots and garages and cause congestion.

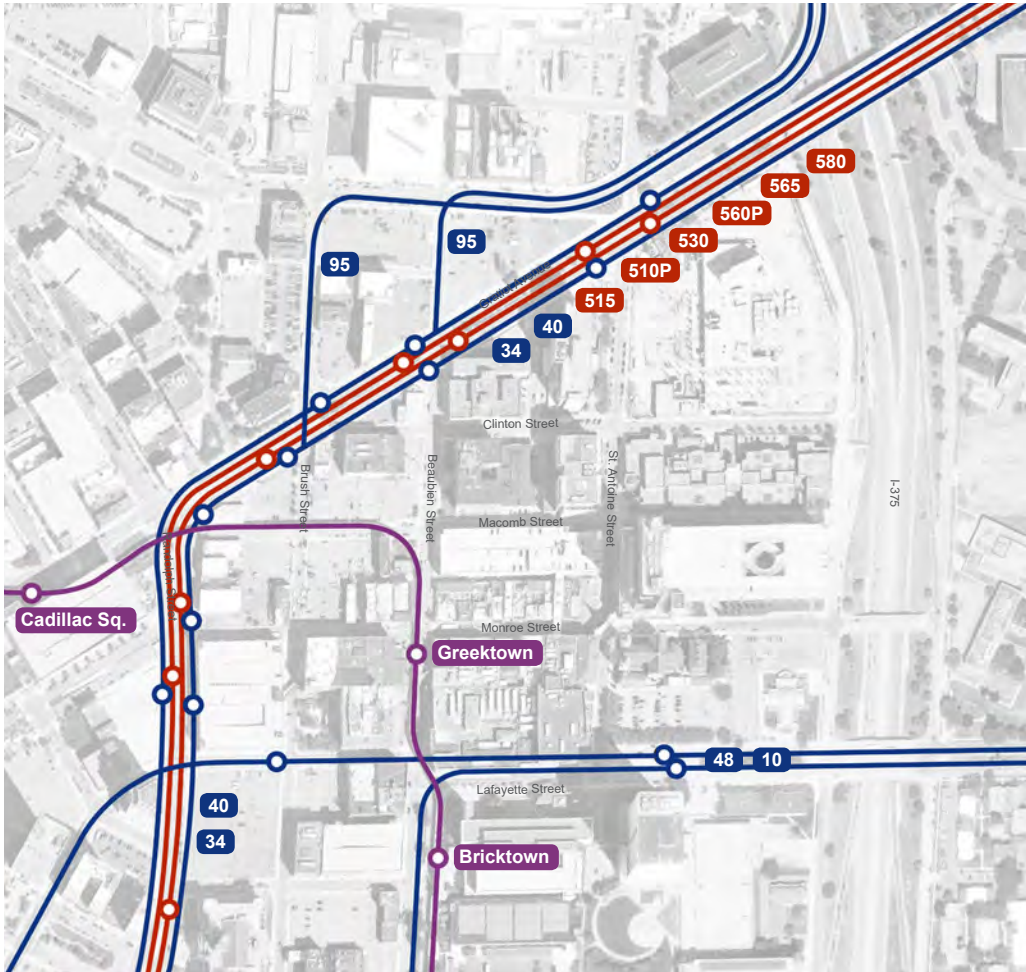
Weekday Demand

Demand for parking in Greektown is relatively low most times of the day and most days of the year. Peak parking demand during weekdays (10AM) is just above half the capacity of the neighborhood’s parking facilities, at around 55%. As a result, daily parking rates are low, with most facilities charging between \$5 and \$10.

Event Demand

Demand for parking in Greektown increases significantly when events are being held at nearby venues. Most lots and garages accessible to the public are frequently at or near capacity, and prices increase substantially to between \$25 and \$50. Demand in some areas is so high that it has been reported that garage attendees are sometimes offered rates higher than the municipally-set maximum price of \$50 by drivers.

Greektown's Transit



Transit

Greektown's periphery is well-served by local and regional bus service, providing access to Detroit's outer neighborhoods. The Detroit People Mover has one stop within Greektown, providing easy access to Monroe Street, and two stations just outside the district.



The Detroit People Mover cuts through Greektown.

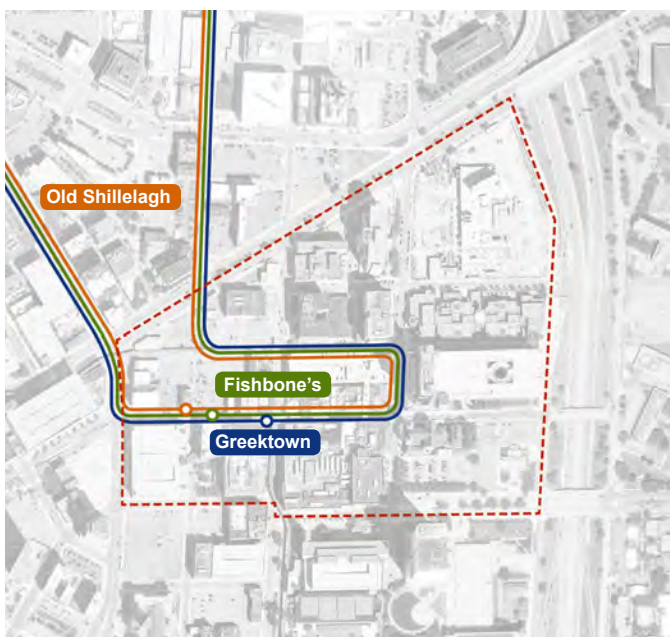


The QLine is a new light-rail system that traverses Woodward Avenue, several blocks west of Greektown.

Transit Routes		Frequency (Minutes)		Span	
		Peak	Max	Weekday	Weekend
DDOT	34 - Gratiot	5	30	24 HR	24 HR
	48 - Van Dyke-Lafayette	30	60	24 HR	24 HR
	10 - Chene	40	60	5AM - 10PM	6AM - 10PM
	40 - Russel	60	60	5AM - 8PM	---
	95 (Peak) - Ryan Express	30	---	5AM - 9AM, 4PM - 7PM	---
SMART	510 (Peak) - Van Dyke	5	40	6AM - 2AM	7AM - 10PM
	515 - Van Dyke	5	40	6AM - 2AM	7AM - 10PM
	560 (Peak) - Gratiot	15	60	6AM - 3AM	7AM - 12AM
	565 - Gratiot	15	60	6AM - 3AM	7AM - 12AM
	610 (Peak) - Kercheval-Harper	30	---	5AM - 12AM	8AM - 9PM
	530 - Scheonherr	30	---	4PM - 7PM	---
	580 - Harper	30	---	3PM - 7PM	---
	620 - Charlevoix	30	---	4PM - 7PM	---
	635 - Jefferson Express	30	---	4PM - 7PM	---
DPM	Greektown Station	15	15	6AM - 12AM	7AM - 10PM
	Bricktown Station	15	15	6AM - 12AM	7AM - 10PM

Transit Frequency

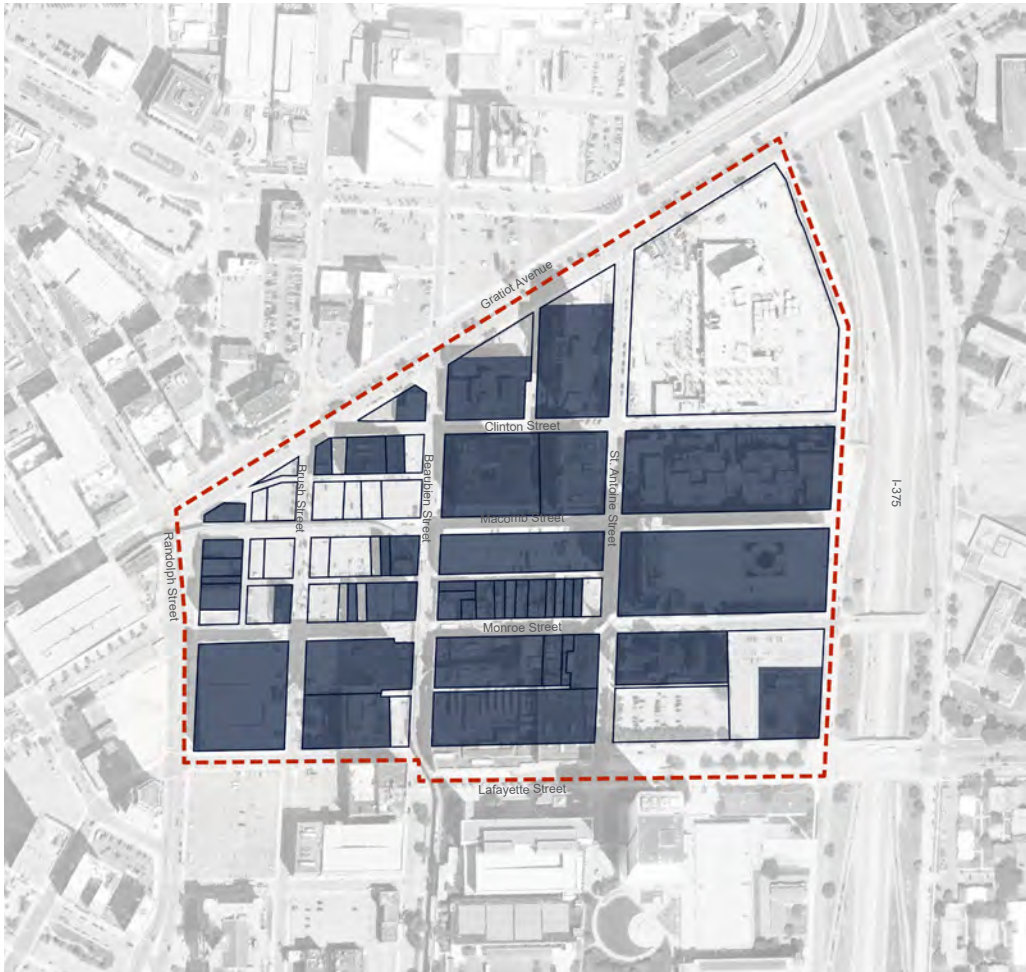
The local and regional bus lines that provide access to and from Greektown offer a variety of options for traversing the city. While the lines are plentiful, high frequency routes and long service spans are fairly rare. Frequency of service and off-peak service have not reached their potential for an area as centrally-located as Greektown.



Private Transit



Three private shuttles currently operate in Greektown, providing access between the neighborhood and the nearby stadiums to the north. One shuttle, the Ouzo Cruizo, is operated as a neighborhood shuttle, bringing visitors to Monroe Street, while the other two are operated by specific Greektown businesses (Fishbone's and Old Shillelagh). All three vehicles are former school buses and hold between 42 and 77 passengers at a time. The shuttles operate inconsistently, based on demand. They generally operate to correspond with event times at Ford Field, Comerica Park, and Little Caesar's Arena. A complete trip can take anywhere from ten minutes (light traffic) to 45 minutes, near event starting times.

Greektown Activation



Built & Unbuilt Parcels

Greektown was once a densely-developed downtown neighborhood in Detroit. Like much of the downtown context, many buildings that fell into disuse throughout the 20th century have been demolished and converted to surface parking. This creates a strong opportunity for the new, high-density development to take shape as the neighborhood and greater downtown Detroit area continue to experience economic revival.

-  Developed
-  Undeveloped/
Surface Parking



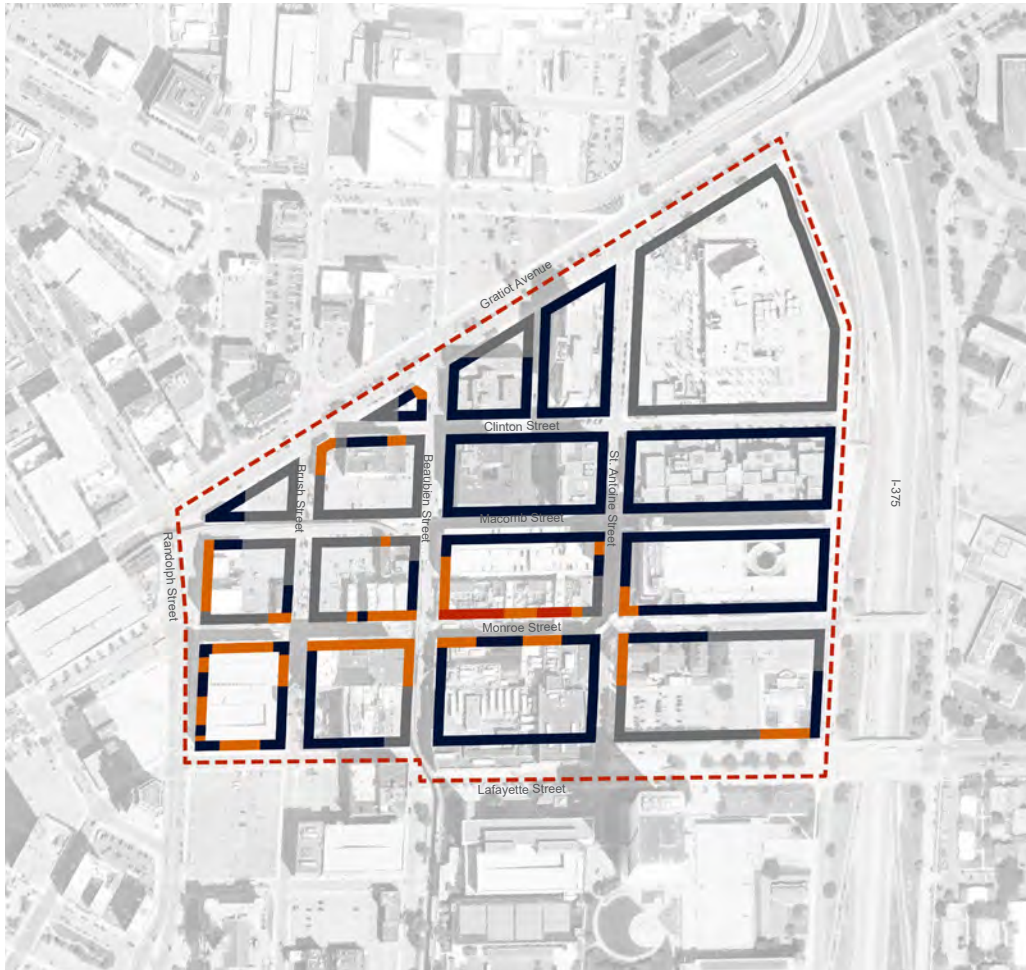
An undeveloped parcel used for surface parking in Greektown.



Monroe Street in Greektown.

Streetscape Activation

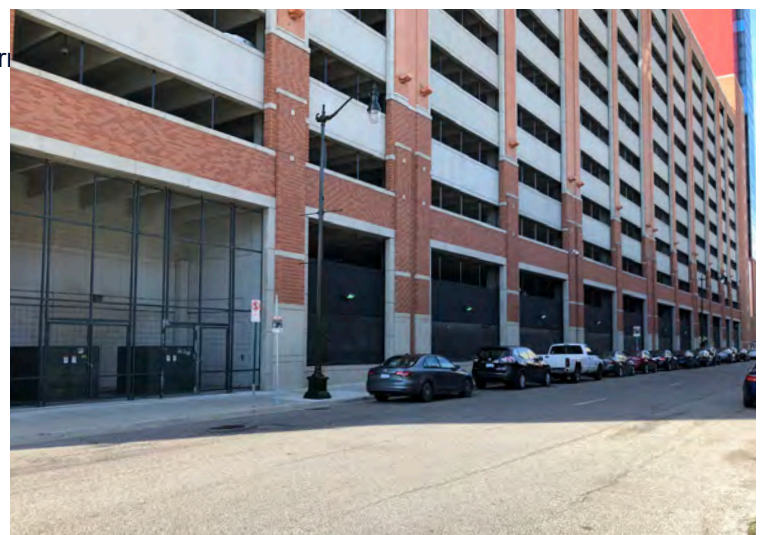
Activated streetscapes create enjoyable pedestrian experiences and foster significant economic activity. Fully activated streetscapes concentrate retail, dining, and entertainment uses in tight clusters, often allowing uses to spill out onto sidewalk seating. Partially activated streetscapes have some retail/dining without outdoor activity. Inactive streetscapes host development, but have little or no activity or permeability.



- Activated
- Partially Activated
- Inactive
- Vacant/Surface Parking



The northern stretch of Monroe Street between St. Antoine and Beaubien Streets is a good example of a fully-activated streetscape.



Most of Greektown's streetscapes lack significant activation, including streetscapes with garages, impenetrable facades, and undeveloped parcels.

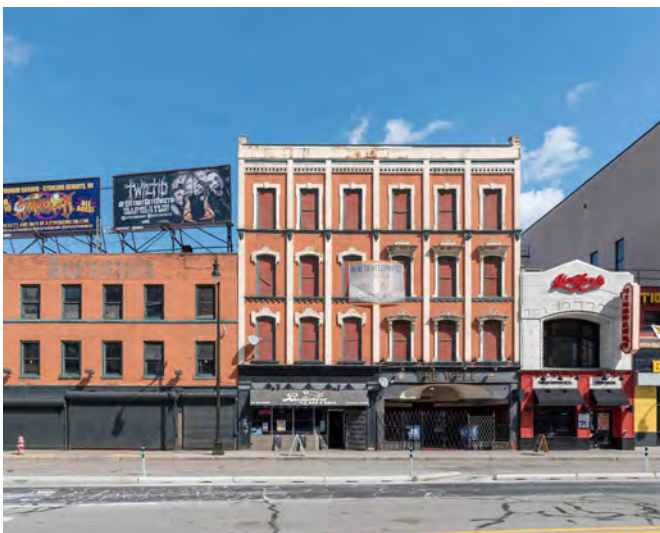
Greektown's Built Condition



Building Heights

Greektown contains a wide variety of building heights, representing different development eras and contextual influences. Buildings dating back to the late 19th and early 20th centuries are low in profile, generally between one and four stories, and largely concentrated in the west side of the neighborhood and along Monroe Street, while later developments, in the south and east, are much larger and taller.

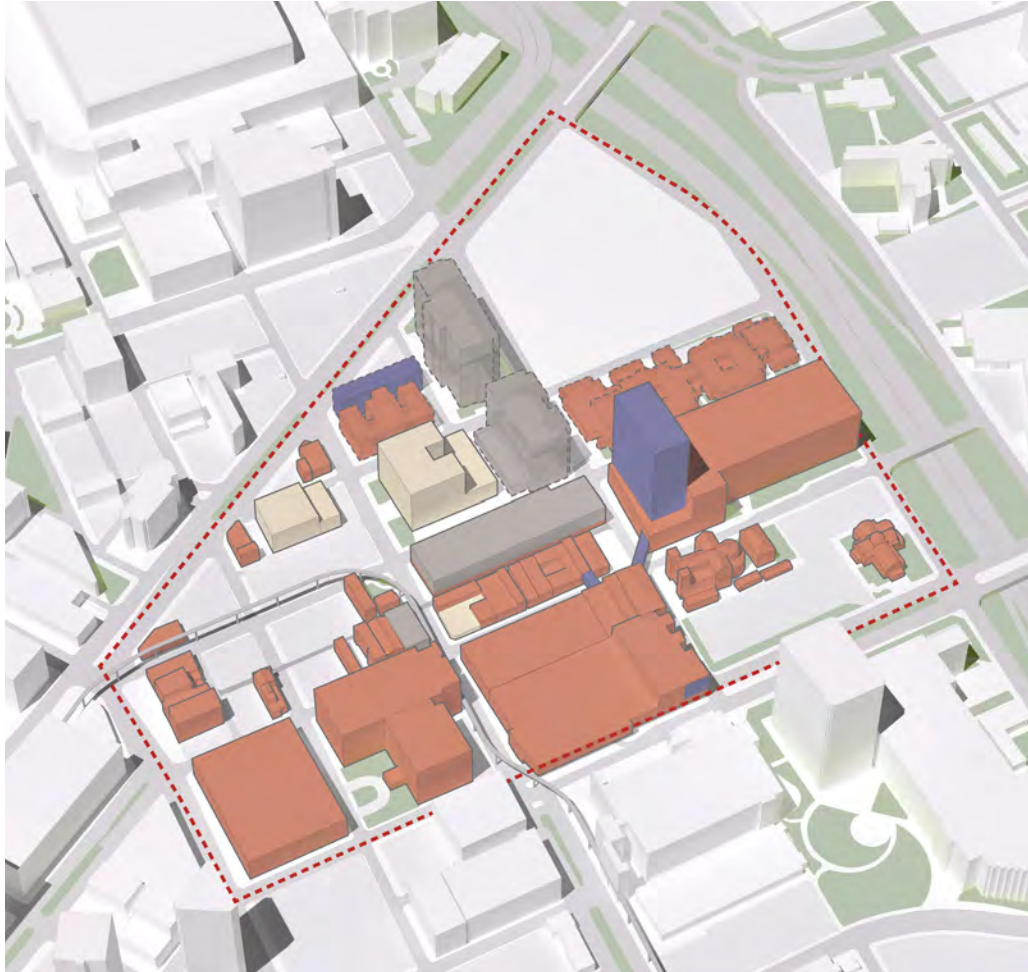
- 11+ stories
- 6-10 stories
- 4-5 stories
- 2-3 stories
- 1 story



Buildings along Randolph Street show the diversity of low and mid-rise heights that dominate Greektown.



Buildings (foreground) along the north side of Monroe Street are historic and largely low-scale. The Greektown hotel tower in the background is the neighborhood's tallest building presently.



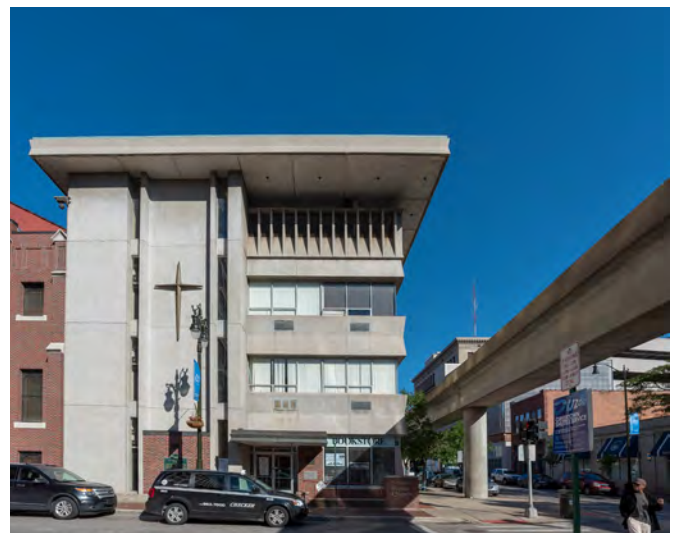
Materiality

Greektown's development is predominantly constructed or faced with red brick. This is typical of most of Detroit's small-scale development dating back to the late 19th and early 20th century. Later developments, spanning from the Depression-era through the late years of the 20th century, are built of stone and concrete, while 21st century developments take on a decidedly more modern aesthetic, preferring steel and glass to more traditional materials.

- Brick
- Concrete
- Stone
- Glass & Steel

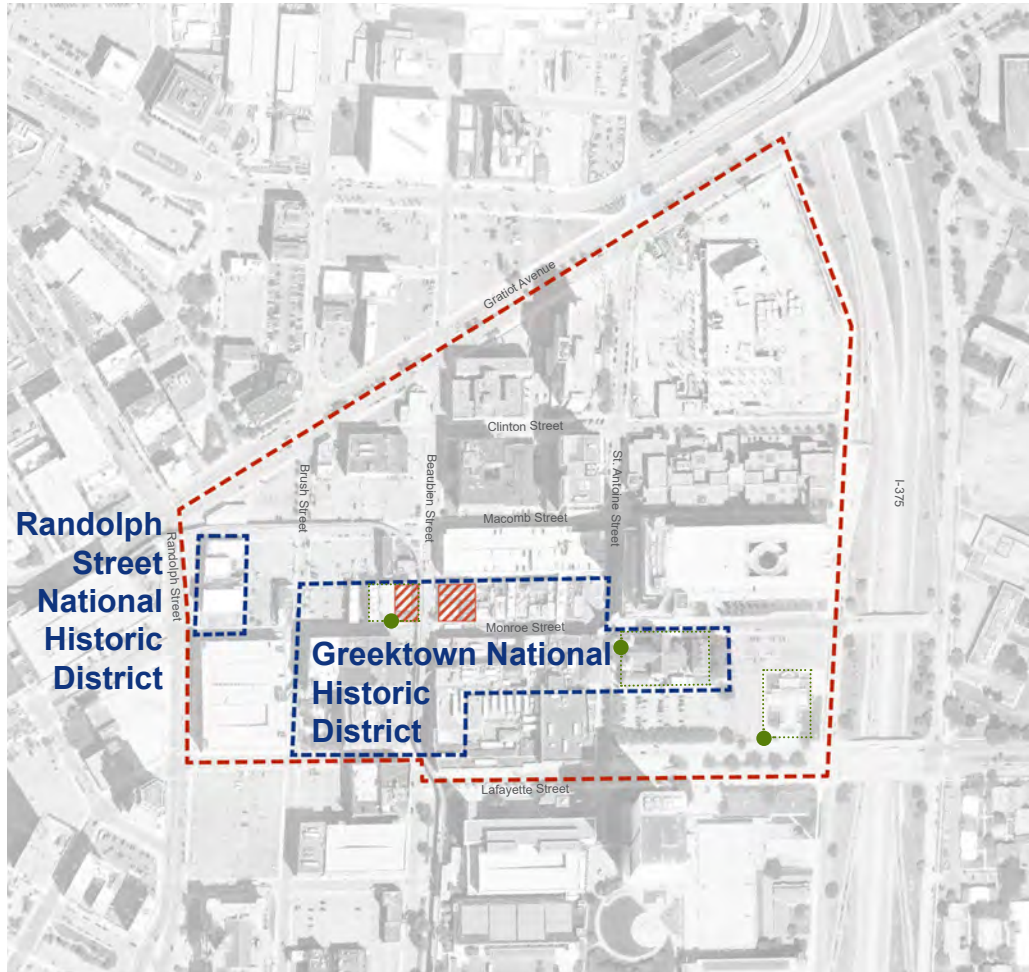


Most of Greektown's low- and mid-rise development, dating back to the 19th and early 20th centuries, is built of red brick.



While most of Greektown's structures are built of brick, a few more modern buildings use modern materiality, such as concrete.

Greektown's Historic Designations



Historic Districts

Greektown is home to a number of national and state historic designations, including two districts listed on the National Register of Historic Places, and three state historic markers noting architecture and institutions that have contributed significantly to the history of the city of Detroit.

Buildings within a district envelope that are not old enough or are not of sufficient architectural character to be considered part of the historic district are labeled "non-contributing".

-  Historic District
-  Non-contributing Building
-  State Historic Marker



The Randolph Street district, listed on the National Register of Historic Places



Contributing buildings along Monroe Street in the Greektown historic district, listed on the National Register of Historic Places

National Register of Historic Places

(Greektown Historic District & Randolph Street Historic District)

Benefits

- 20% rehabilitation tax credit (optional)

Requirements

- Work must follow the Secretary of the Interior's Standards
- Planned work is reviewed by the State Historic Preservation Office and the National Park Service
- The work must be "substantial" (i.e. a comprehensive renovation)

Procedures

- Property owners can hire a historic preservation consultant to write applications
- Planned work is reviewed by the State Historic Preservation Office and the National Park Service
- Work should not begin before approvals

State of Michigan Historic Markers

(Second Baptist Church, Old St. Mary's Church, & Church of Annunciation)

Benefits

- Honorary
- Installed green historic marker
- A dedication ceremony is good publicity

Requirements

- State markers are initiated by property owners
- The Michigan Historical Commission writes, reviews, and approves the markers
- Property owners pay for the markers (costs between \$2,000 - \$4,000)

Procedures

- Contact the Michigan Historical Commission staff
- Provide the staff with proposal forms and history

City of Detroit Historic Designation

(Currently no designation in Greektown)

Benefits

- This ensures the protection of the architectural character and unity of a district
- State legislation may re-instate the 5% state historic preservation tax credit

Requirements

- The Detroit Historic District Commission reviews all exterior work
- Building permit applications for work trigger the Historic District Commission review
- Most permit reviews are by the HDC staff
- Larger projects go before the HDC Commission, at their monthly meeting

Procedures

- The City of Detroit Historic Designation Advisory Board (HDAB) authors a designation report
- The HDAB process takes approximately one year
- Approval is by City Council—Council has input on designation

Greektown Neighborhood Framework Vision

Establishing a Forward-Looking Plan

District master plans are valuable tools for conveying the ambition and future identity of a place to the larger community. These plans are most successful when they're driven by community members themselves and when they represent a consensus, where all stakeholders feel a sense of contribution and ownership. The Greektown Neighborhood Framework Vision is fortunate to benefit from such a genesis and conclusion. This plan represents a community-led effort, where locally-based property owners and long-time stakeholders in the well-being of Greektown came together to initiate and participate in the shaping of an aspirational vision for this storied downtown neighborhood.

Planning processes and documents of this kind are also invaluable for organizing stakeholders around a set of goals and strategies for improving the overall health of the neighborhood and for guiding new interventions before they take shape. The process gives community members a chance to imagine their own future before market forces or ephemeral actors impose an alternative vision. It can also prove useful in working with public partners, as community stakeholders convey their own priorities for public improvements, regulations, and designations.

It is the goal of this plan to provide community members with a roadmap for how to implement the constituent parts of the overall district-wide vision. Often it is difficult to know where to begin to fully understand the necessary partnerships, funding sources, and agreements that are needed to bring a place-based vision to fruition. This plan marks a starting place for members of the Detroit community to tackle these challenges and ensure a future of their own making for Greektown.





LO WILD WINGS

GREEK TOWN

MMY

Framework Vision Design Strategies

The continued success and vibrancy of Greektown rests in the neighborhood's ability to define its future role within downtown Detroit and strengthen its connections to neighboring districts.

Setting the Direction for Greektown's Future

One of Greektown's most fundamental attributes is its setting amongst some of Detroit's most active, historic, and fast-evolving neighborhoods and districts. Recognizing and capitalizing on these assets is crucial to Greektown's ambitions to be a welcoming and vibrant mixed-use community and destination within downtown Detroit. As the planning team and Greektown stakeholders embarked on the process of envisioning Greektown's future, several design strategies, deriving from these core ideas, were identified as essential drivers for the plan.

The following six design strategies speak to the unique position of Greektown within the city, the opportunity the neighborhood has to build off the ongoing momentum in downtown Detroit, and the goals of the stakeholder group to transform Greektown into a well-connected and diverse destination and gateway to downtown. These strategies underpin the framework vision for Greektown and provide guidance to the specific interventions, programs, and activation strategies outlined throughout this document.



1

Embrace Greektown's position within Detroit to connect downtown to the city's northern and eastern neighborhoods.



2

Establish anchors for activating key areas downtown with increased density and building heights.



3

**Connect
Greektown
to adjacent
neighborhoods.**



4

**Emphasize
Monroe Street
as the heart of
Greektown.**



5

Introduce new destination public open spaces connected by activated pedestrian paths.



6

Create a mixed-use neighborhood by expanding uses beyond entertainment.

Exploring Framework Alternatives

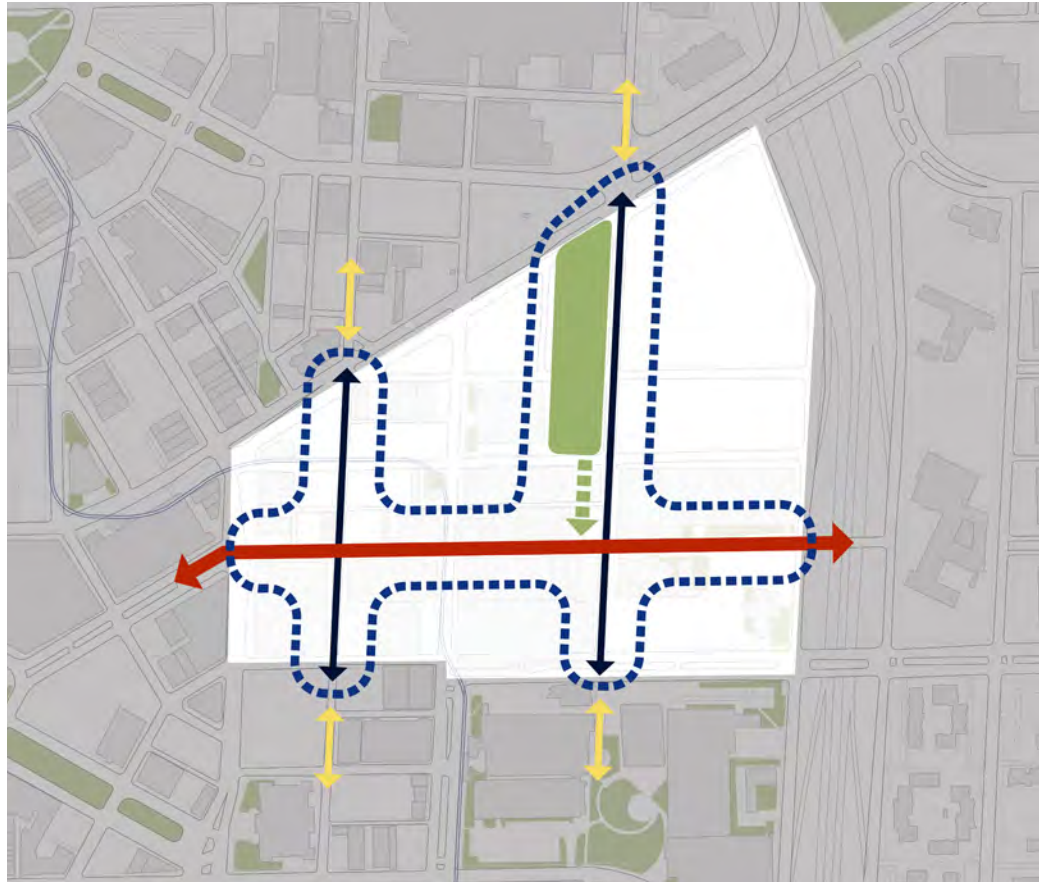
Following the existing conditions analysis, market and demographics scan, and several consultations with Greektown's stakeholders, the planning team established project principles and design strategies to guide the next stages of work. Using these principles and strategies enabled the team to consider different ways of composing future development, open spaces, corridors and connections, and program.

After several workshops with the team's multidisciplinary members, two framework alternatives were assembled and presented to the stakeholder group for their consideration and critique. These alternatives represented two different visions for the future of Greektown and two distinct approaches to accommodating growth and focusing activity within the neighborhood.

Following the presentation of these alternatives and discussion of the pros and cons offered by each, the stakeholder team settled on a hybrid option that pulled in components of each alternative. This hybrid approach captured the best features of both plans and tied the joined elements together with a robust neighborhood-wide public realm strategy.

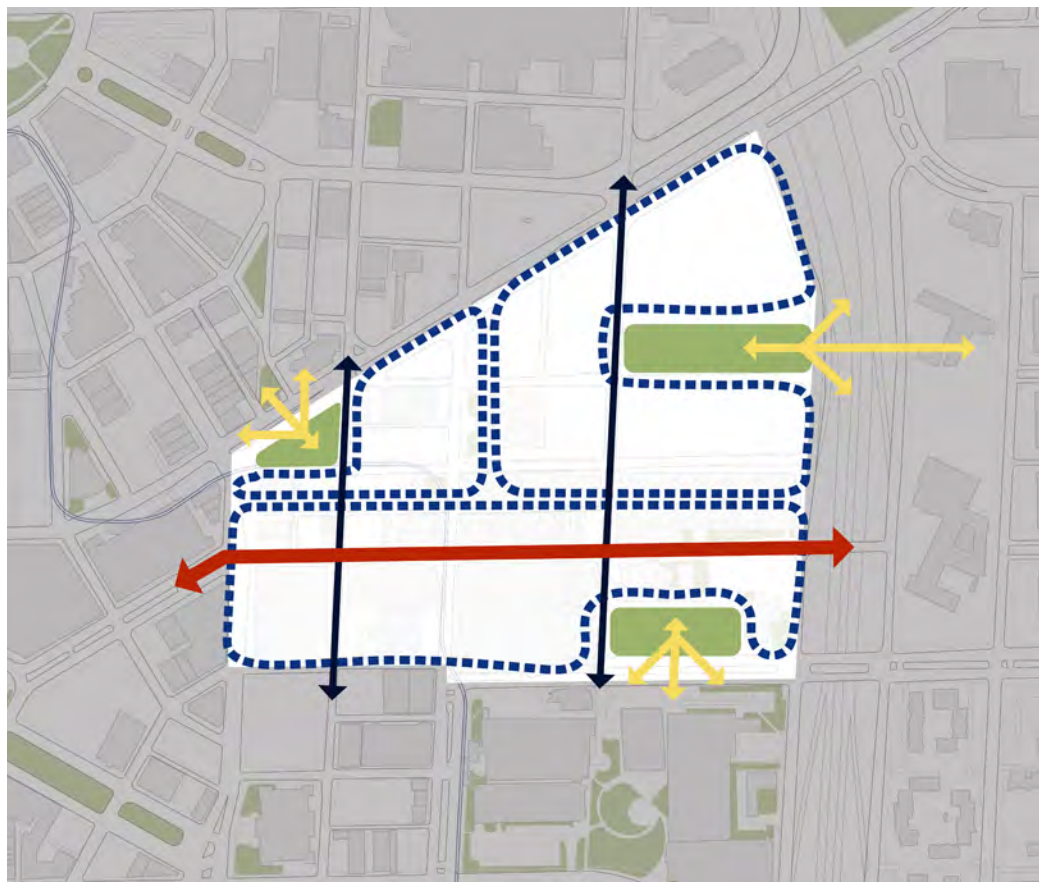
Alternative 1: Corridors

The first framework alternative aims to emphasize Greektown's three most important internal corridors by enhancing the pedestrian experience on each and focusing activity and development "front doors" onto them. Its signature public space is a linear park stretching down from Gratiot Avenue deep into the site, and ultimately terminating at the neighborhood's heart—Monroe Street. In this scheme, the corridors serve as the face of Greektown to surrounding neighborhoods.



Alternative 2: Nodes

The second framework alternative imagines Greektown as a neighborhood composed of different nodes. Each of these nodes hangs off one of the three main corridors—Monroe Street, Brush Street, and St. Antoine Street. Each node is centered around a public space. These public spaces are located at the periphery of Greektown in order to serve as "front lawns" to the neighborhood and better connect Greektown to its surrounding districts.



Framework Vision Concept

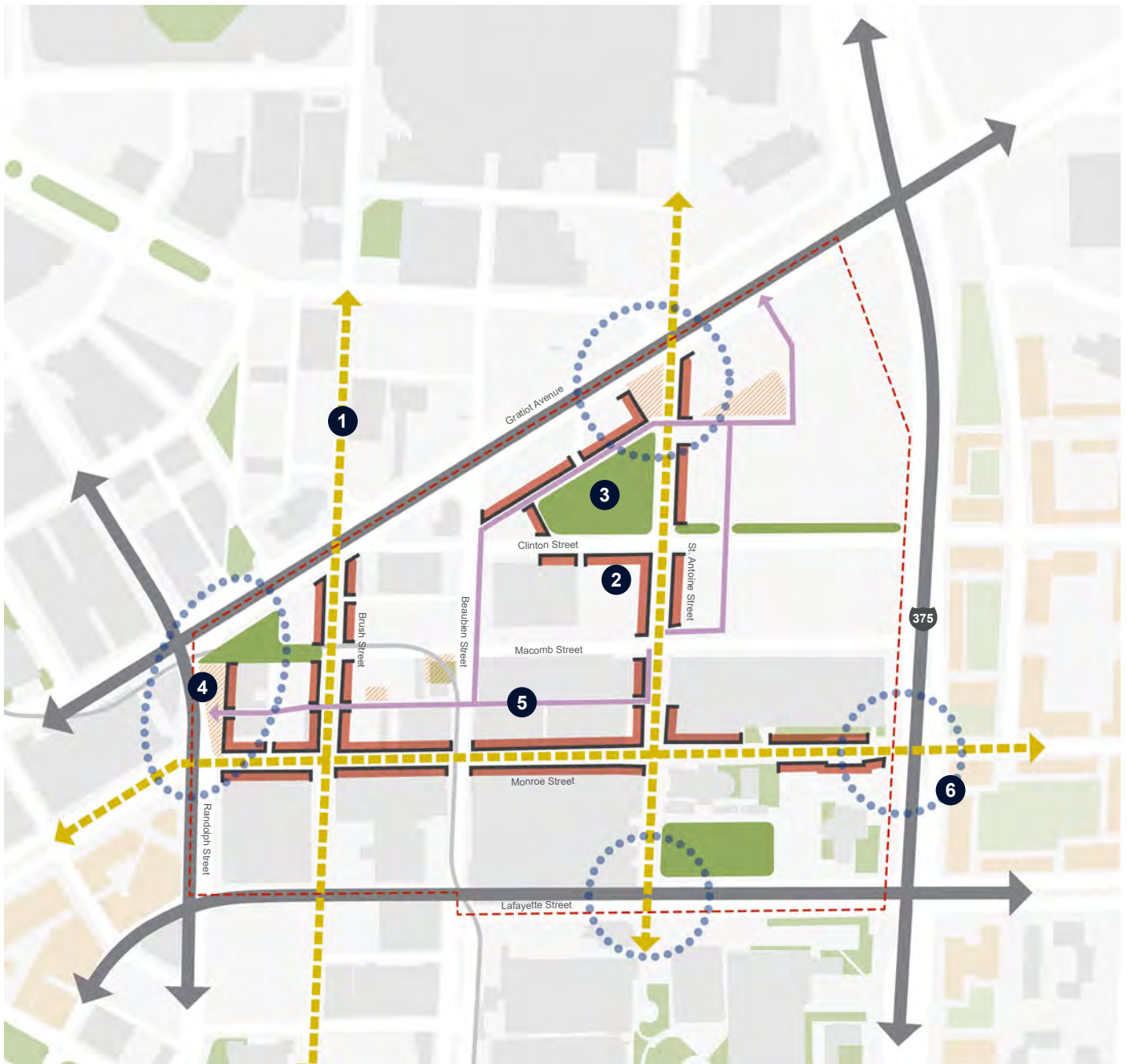
The Greektown framework vision focuses on establishing key gateways, activated corridors, and destination public spaces throughout the neighborhood.

Establishing a Flexible Framework

The vision for the future of Greektown is founded on the establishment of a unique, flexible, and well-programmed public realm. Greektown has the potential to become a landmark destination within Detroit and the Greater Detroit region by emphasizing and enhancing its amenities and offerings. From the approach from surrounding neighborhoods to the experience within the district, a deliberate public realm strategy is core to the identity, understanding, and attractiveness of Greektown.

The first experience Detroiters and visitors will have of Greektown will likely be one of the neighborhood's gateways. Creating a welcoming and evocative introduction to the neighborhood at key gateways will encourage more foot traffic and establish a strong identity for Greektown that can help orient visitors. Primary gateways are located at the edge of Greektown's neighborhood boundaries, primarily along major corridors, such as Monroe Street, Gratiot Avenue, Brush Street, and St. Antoine Streets. These corridors will become the major pedestrian thoroughfares within the neighborhood and will serve as the strongest opportunities for focusing new active uses, such as programmed parks and plazas, retail, restaurants/bars, new cultural uses, and enhanced streetscapes designs that prioritize pedestrian movement and adaptable public programming to accommodate events such as street festivals and markets.

In addition to newly-activated corridors and park spaces, the Greektown neighborhood vision calls for a secondary network of more intimate, small-scale spaces and passages called alley-walks. These provide connections between new and existing development, public spaces, and major streets and offer opportunities for discovery throughout the district.



- 1** Primary Pedestrian Corridors
- 2** Street Activation
- 3** New Neighborhood Parks/Green Space

- 4** New Activated Plaza Space
- 5** Public Alley-walk Pedestrian Path
- 6** Neighborhood Gateway

Framework Vision

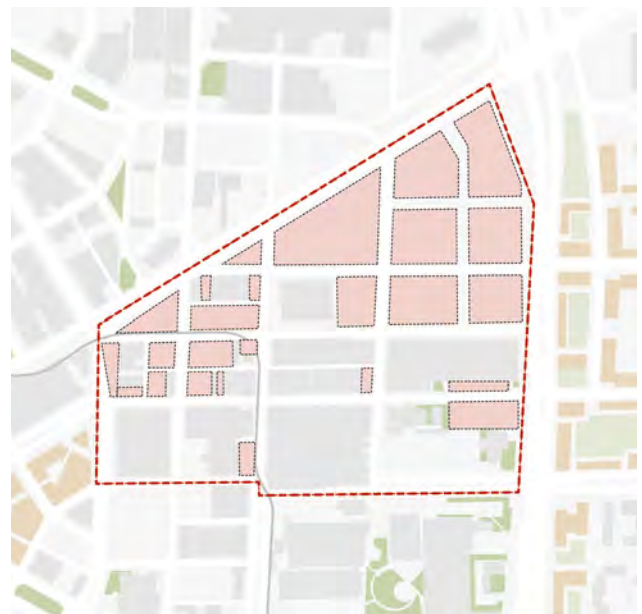
The framework vision for Greektown establishes a balance between economic development and public realm; between primary and secondary spaces and experiences.

Establishing a Flexible Framework

The framework vision for Greektown imagines a future for the neighborhood consisting of a dense, urban mix of uses and generous open public open spaces for rest, recreation, and a wide variety of active programs. The plan calls for strategic infill development that will enhance the character of the neighborhood while contributing to the contextual development patterns of downtown Detroit.

In the western side of the neighborhood, the planning team sees significant opportunity for smaller-footprint infill development on undeveloped sites and surface parking lots. Much of this development will be in keeping with the scale and programmatic makeup of the area's existing development, though through strategies of parcel assembly, there are opportunities to create larger developments for larger-footprint users, such as commercial/office, high-density residential, and hotel.

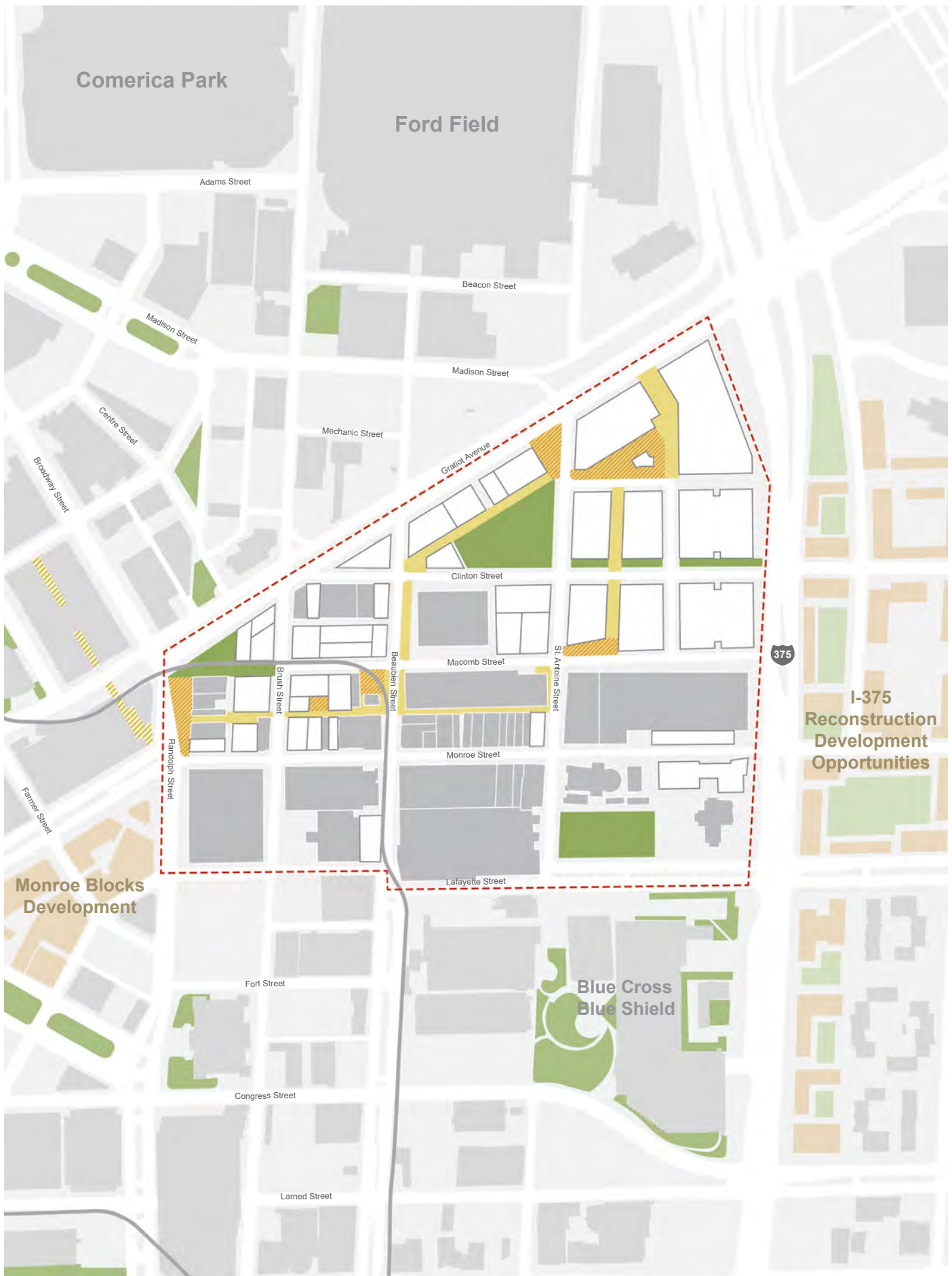
The eastern side of the neighborhood offers more flexible opportunities for ground-up development, as much of the area is owned by the same entity and most of the existing development will be razed. The plan calls for these sites to be developed with a new mix of uses, including retail, high-density residential, office, and community uses.



Greektown's undeveloped parcels

Note on the Intent of This Plan

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**I-375
Reconstruction
Development
Opportunities**

**Monroe Blocks
Development**

**Blue Cross
Blue Shield**

A Framework Connected to Downtown





Plugging into the Downtown Experience

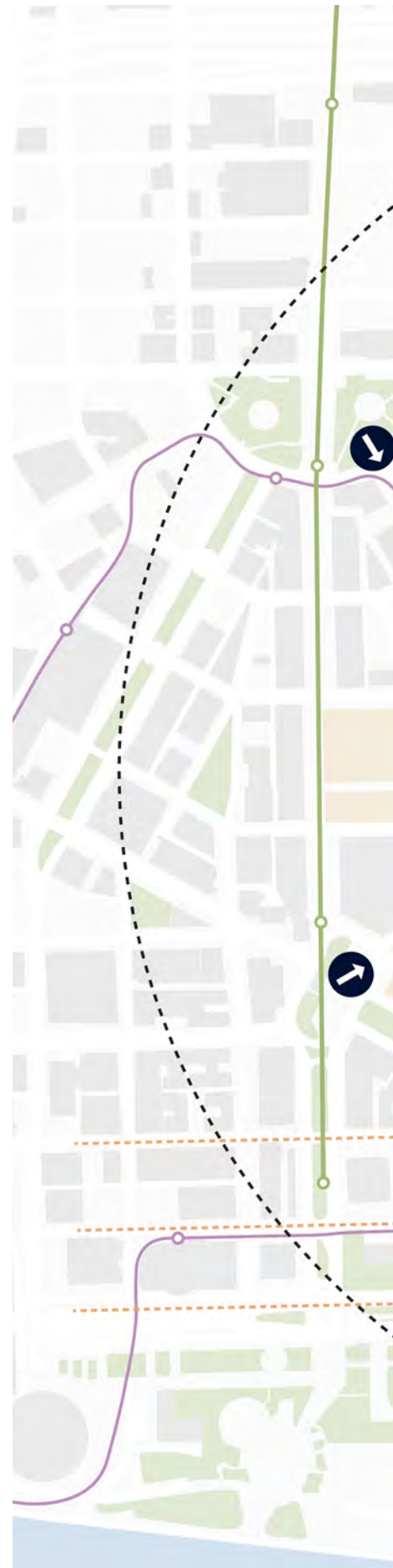
Greektown benefits from its location between some of Detroit's most important streets and recognizable neighborhoods. One of the fundamental tenets of this plan is to strengthen and improve Greektown's connections to the rest of Detroit. An approach that better weaves the neighborhood into the downtown context will ensure Greektown becomes a welcoming gateway to local and regional populations, whether they come by foot, car, train, bus, bike, scooter, or autonomous vehicle.

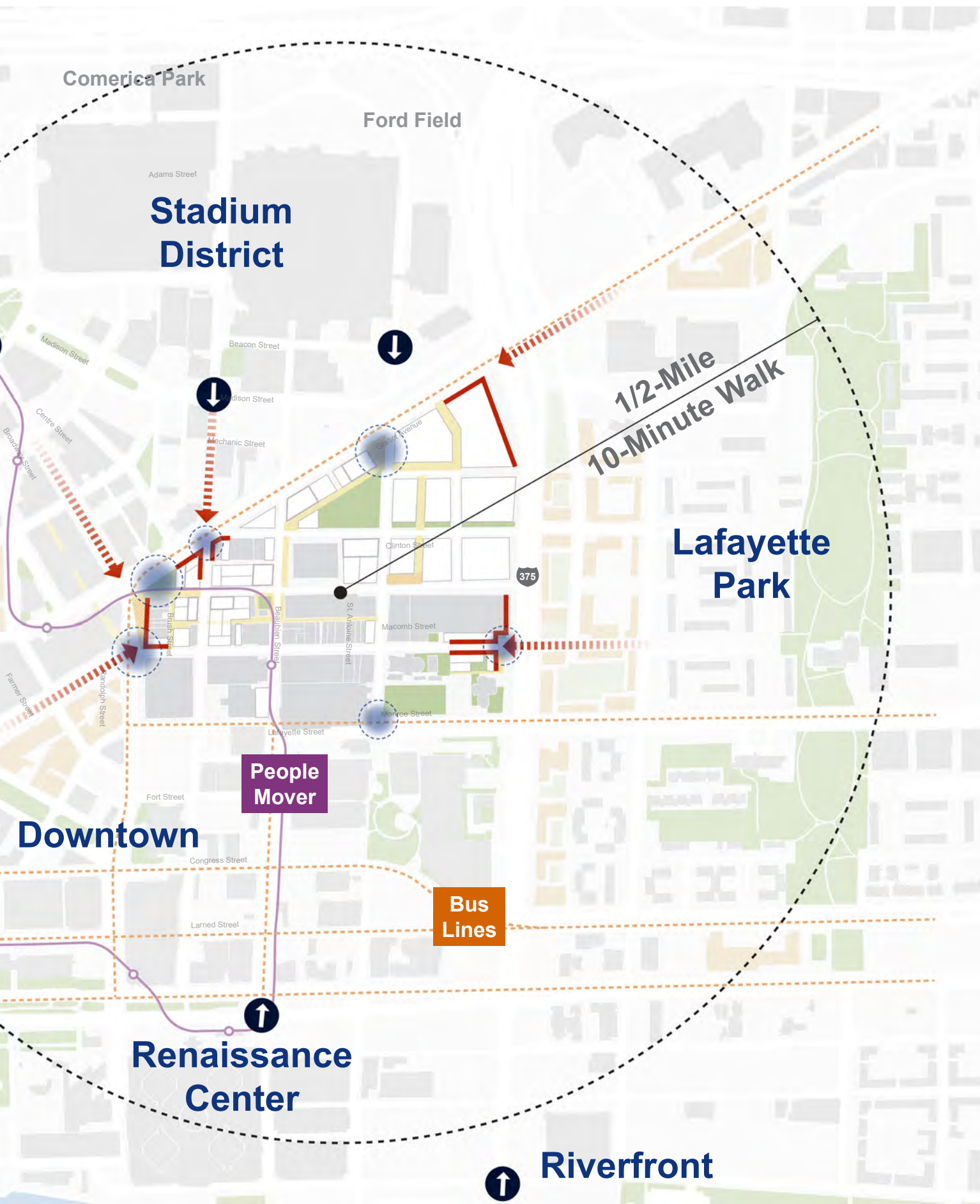
The plan aims to connect and advertise Greektown as a premier downtown destination through a variety of planning and design strategies. The first is the establishment of gateways at key intersections on the periphery of Greektown. One of the most delightful aspects of downtown districts is the ability to stumble upon great spaces that may not have been sought out. Great gateways serve as a signpost for districts worth seeing and visiting. They advertise activity and interesting destinations to passers-by and those meandering downtown. Protecting vital view corridors and terminating them with prominent visuals is a helpful mechanism for increasing the visibility of a district. This plan calls for the establishment of gateways in locations that will draw people into Greektown from all directions.

Another strategy for a district gaining better exposure is to establish a formal, consistent, well-designed, and informative wayfinding system. In addition to an on-site/ internal wayfinding system, it is recommended that Greektown works with city partners to distribute signs/ installations in key locations around downtown Detroit to advertise the location of Greektown and direct visitors to its unique offerings.

Proposed Future Greektown Street Network

-  Visual Gateway
-  View Corridor
-  Gateway
-  Proposed Off-site Greektown Wayfinding





Comerica Park

Ford Field

Stadium District

1/2-Mile
10-Minute Walk

Lafayette Park

Downtown

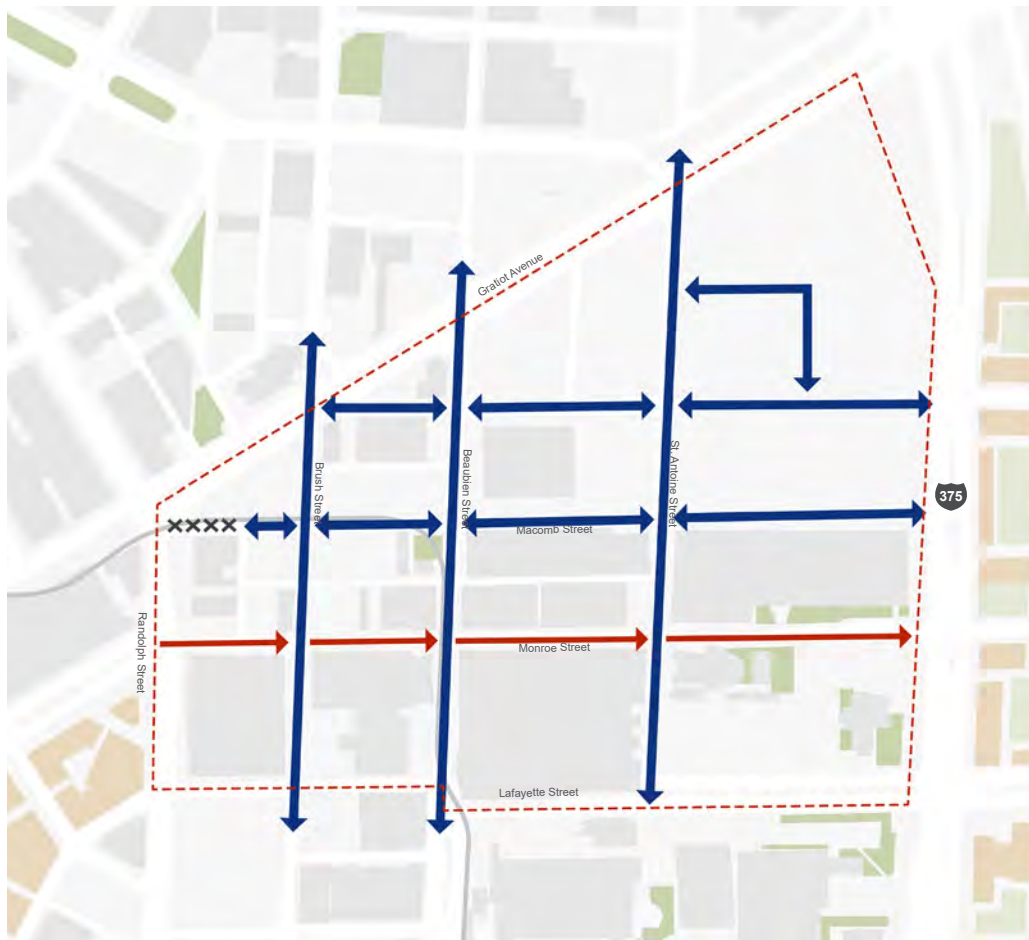
People Mover

Bus Lines



Renaissance Center

Riverfront

Framework Vision Streets



Proposed Future Greektown Street Network

-  Two-way street
-  One-way street
- xxxxxxx Closed Street

Enhancing the Network

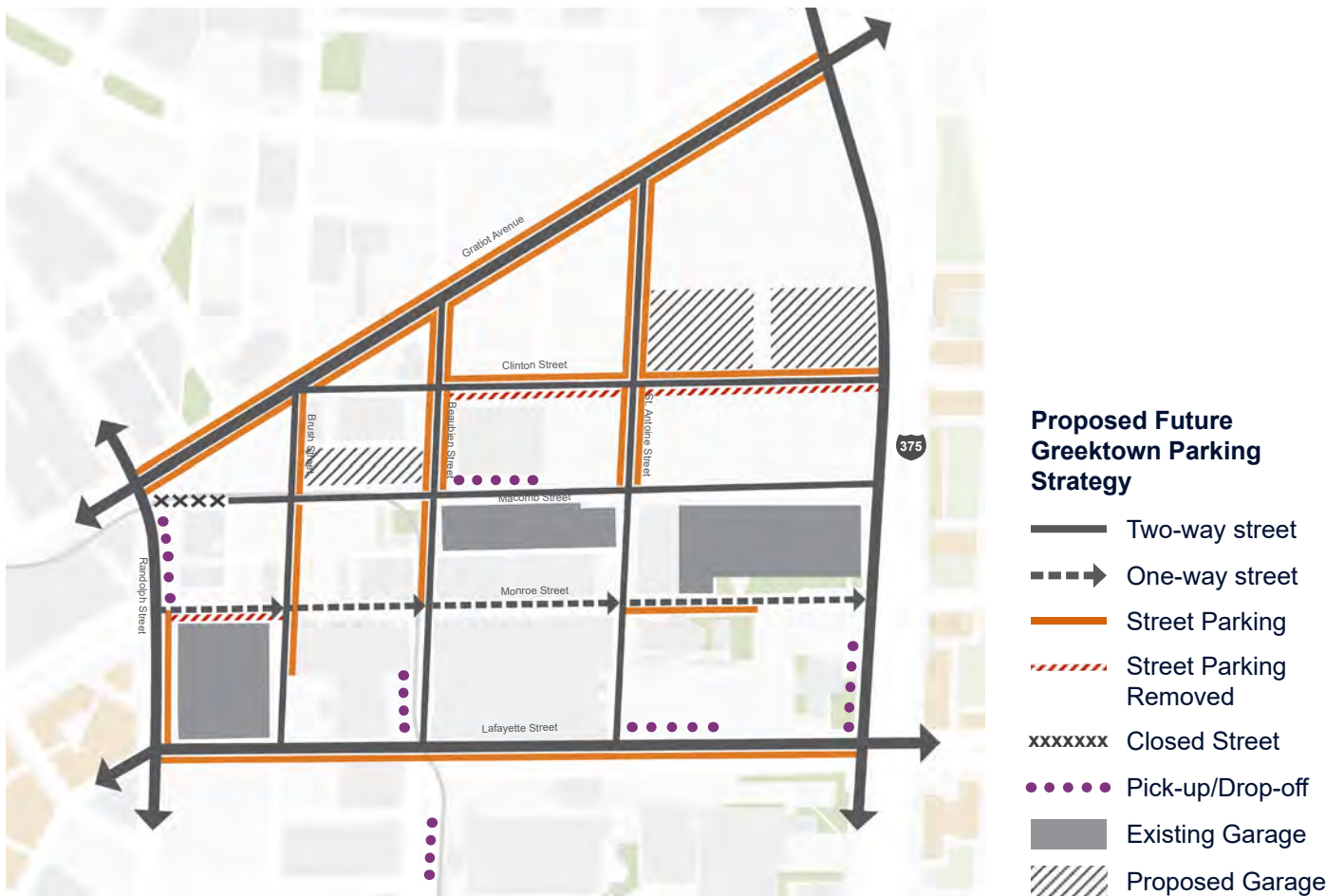
Present-day Greektown represents a significant transformation from its earliest development patterns. But the location and sizes of streets throughout the neighborhood has remained largely unchanged. This provides an opportunity for new development and uses to plug into an established framework, preserving view corridors, access patterns, and historic fabric.

This plan preserves the location of the streets while making use and capacity adjustments to accommodate modern needs. Building off City and State plans, the design team recommends the conversion of most streets from one-way traffic flow to two-way. Two-way streets will provide more traffic flexibility, increasing overall flow and access within Greektown.

The exception to this two-way conversion program is Monroe Street. Monroe Street is an unusually busy and narrow street within Greektown. In order to preserve its functionality as a primary pedestrian street, it is recommended that it continue to serve one-way vehicular traffic. In the short-term, constructing an enhanced pedestrian realm while maintaining two lanes will allow for the greatest flexibility in traffic flow, pick-ups, and drop-offs on Monroe.

At a later phase, it is recommended that Monroe Street narrow the vehicular travel lanes to a single lane with designated pick-up/drop-off pull-off areas on each block. The gains in ground area can be used to develop expanded and enhanced sidewalks and pedestrian zones.

Framework Vision Parking



Consolidating Parking Resources

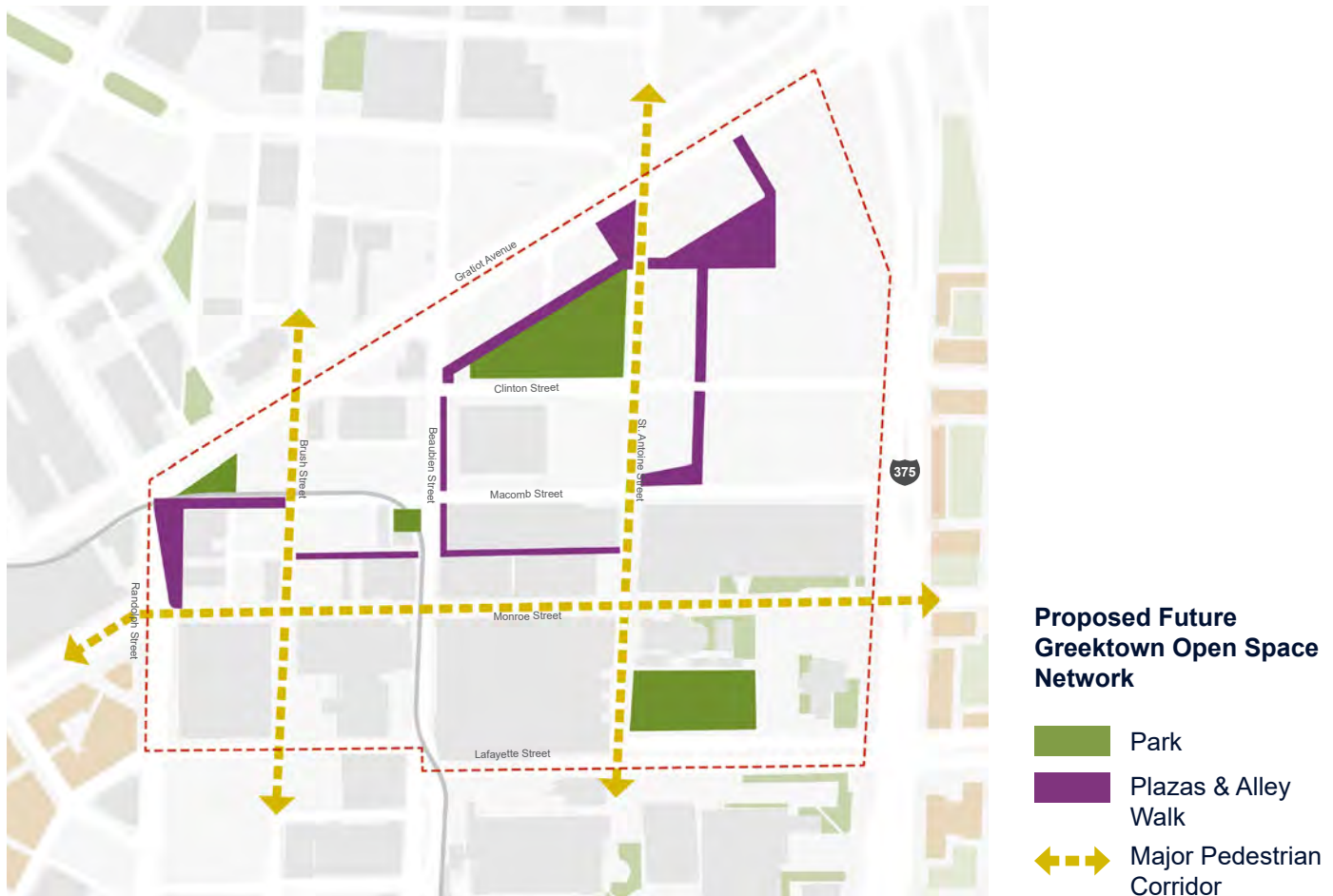
For many Detroiters, regional visitors, and tourists, Greektown is primarily a parking destination. With nearly half of the usable land area dedicated to surface parking or parking structures, it is a good bet for many of the thousands who visit downtown to attend baseball, football, hockey, and basketball games as well as the dozens of concerts and other events that take place at the same venues throughout the year. As a result, parking has become a valuable economic driver for landowners in the area.

The framework plan recognizes the value of these parking assets and the importance of having an adequate supply of parking on-site to support local businesses, employees working within the district, and visitors who come to attend events, play at the casino, and stay in Greektown's hotels. At the same time, the negative impact of so many surface parking lots

cannot be denied. These lots result in streets and large swaths of land that can be inactive and uncomfortable to walk through. The presence of so many lots also detracts from the overall neighborhood identity, as many Detroiters and visitors will understand the neighborhood primarily as a place to park.

In order to balance Greektown's parking needs with the benefits of converting much of this land area to active and attractive development, the planning team recommends preserving approximate existing parking numbers through a more diversified and less visually-apparent approach. As lots redevelop into new mid- and high-rise development, integrated structured and underground parking can more than make up for lost surface lots. In order to support new retail and entertainment venues, the plan also calls for substantial on-street parking where possible.

Framework Vision Open Spaces



Establishing a Network of Open Spaces

Greektown is currently home to no parks, plazas, or other dedicated open spaces. Without any residents, this lack of green space is understandable—particularly with several well-designed and well-loved urban open spaces, such as Campus Martius, Cadillac Square, Capitol Park, and Grand Circus Park just a short walk away. However, as the neighborhood grows and actively tries to diversify its uses and consumer base, new open spaces will be needed to host events, recreation, and repose amidst dense urban development.

The framework plan calls for several new, distinct, and highly programmable open spaces, each serving a different need and area of Greektown. From entry plazas to pocket parks to neighborhood-serving parks and outdoor event spaces, a well-planned and designed network of open spaces can support existing and forthcoming businesses and contribute to Greektown's

identity as a vibrant and mixed-use neighborhood in the heart of downtown Detroit.

To make an open space network successful, introducing distinct new spaces is not sufficient. What is also needed is the connective tissue between these spaces that establishes connectivity and a continuous and enjoyable public realm. For Greektown, these new spaces are connected by a primary and secondary system of corridors. The primary system relies on the redesign and reconstruction of three main vehicular corridors—Monroe Street, St. Antoine Street, and Brush Street—to create multi-modal pedestrian-friendly streets. As these are the primary pedestrian streets within the neighborhood already, public realm enhancements will both accommodate existing and future pedestrian traffic needs. The second system is built on interconnected mid-block alleys that will be designed at a pedestrian scale and will offer unique programming opportunities.

Framework Vision Proposed Land Uses



Greektown: A Mixed-use Place

If Greektown is to capitalize on the momentum of downtown Detroit and the resurgence of investment in urban downtowns more generally, it will need to become a neighborhood that is inclusive of more. It will need more people and businesses of the kind that are there already, but it will also need to introduce (or, in some cases, reintroduce) a greater diversity of places and uses.

Today, huge segments of the population are rediscovering America's great downtowns. These residents, workers, and consumers are no longer interested in living far from where they work, learn, and play. They're also no longer interested in downtown only being a place where one comes to shop, dine, play, and attend events. Whether for millennials, empty-nesters, or anyone in-between—downtown is an exciting place to call home. It's the destination for everything from a night out to a local hangout.

The framework vision imagines a future where Greektown is a diverse community where people can do it all. Greektown can be a residential address, an entertainment district, a shopping district, a community hub, a tourist attraction, and a cultural enclave. By integrating new, more diverse uses to the community, more people can live and work in Greektown, taking more cars off the roads and enabling easier livelihoods. New uses will bring enhanced activation of the neighborhood at different times of day. Encouraging more activity will ensure an urban environment that is both safe and welcoming of all.

Greektown's unique urban grid offers an opportunity to experiment with a variety of development typologies across the site, allowing for a district that is as diverse in built character as it can be in programming, use, and identity. This framework plan aims to welcome new uses to Greektown in desirable and appropriate locations.

Framework Vision

Conceptual Massing

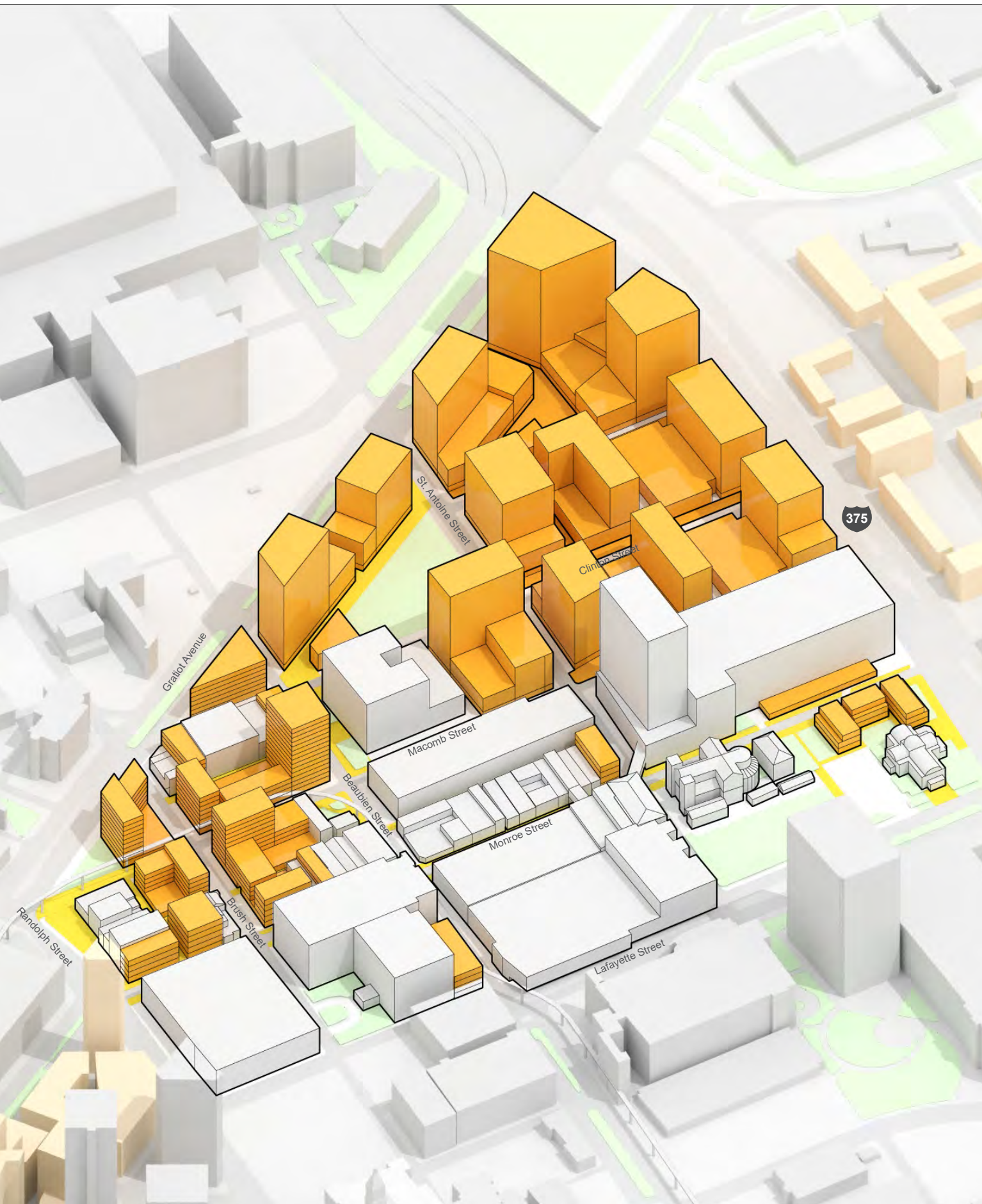
The potential future development massing for Greektown, illustrated here, is designed to be both contextual and strategic in establishing the role Greektown plays in the image of downtown Detroit. Greektown is presently home to a wide variety of building types, styles, and eras—ranging from small 19th century brick structures hosting restaurants and small offices to a tall, fully-glazed hotel tower constructed in the 21st century. Developing a new vision for this context requires a considered and deliberate strategy to ensure the growth and evolution of high-quality spaces that are appropriately-scaled and attractive to visitors and proprietors of new businesses.

While contextual development is important to the cohesion of a neighborhood with the rest of the city, much of the decision-making about new and appropriate typologies, heights, uses, and adjacencies is guided by economic factors such as the present and anticipated future market conditions and the development feasibility of particular sites and uses. The planning team has conducted a detailed analysis of downtown Detroit's market to understand the uses and densities that are most appropriate for the coming phases of development in Greektown. The findings of these analyses have guided the massing strategy detailed in this plan.

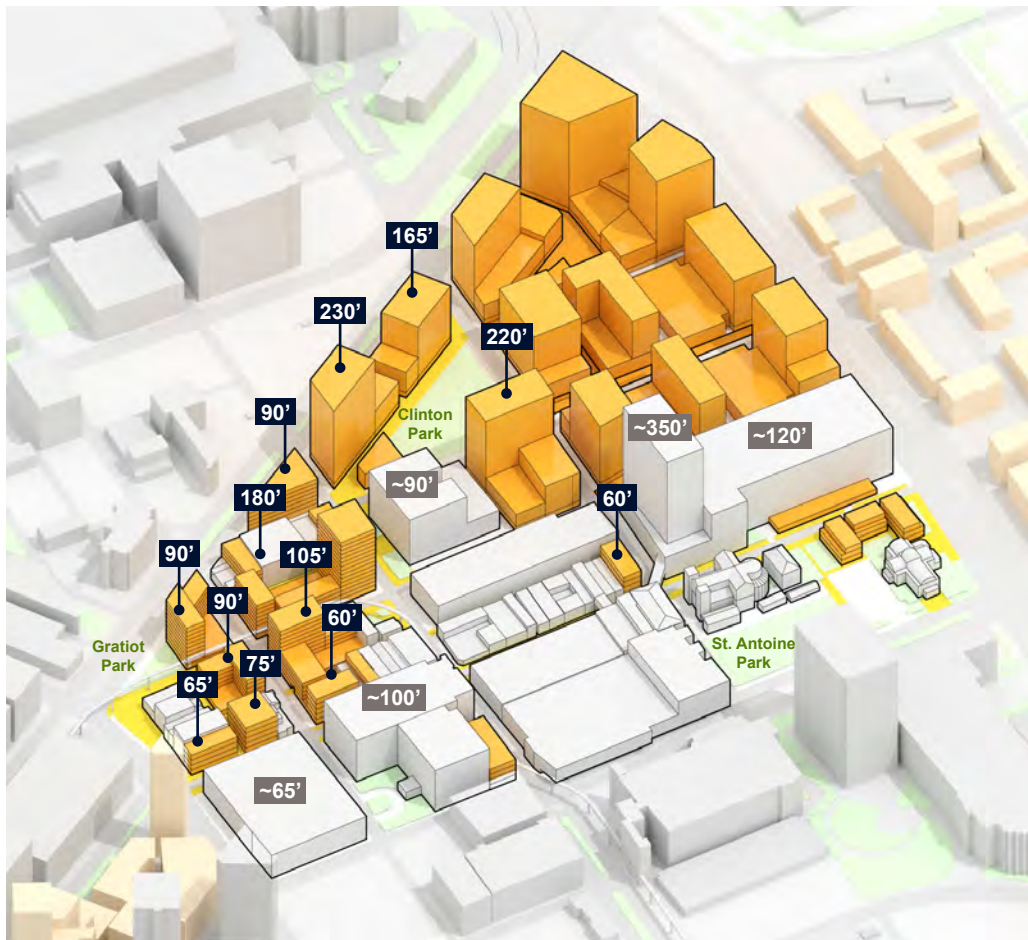
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Framework Vision Conceptual Heights



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Potential Future Greektown Building Heights

- Existing Buildings
- Proposed Buildings

Contributing to the Urban Fabric

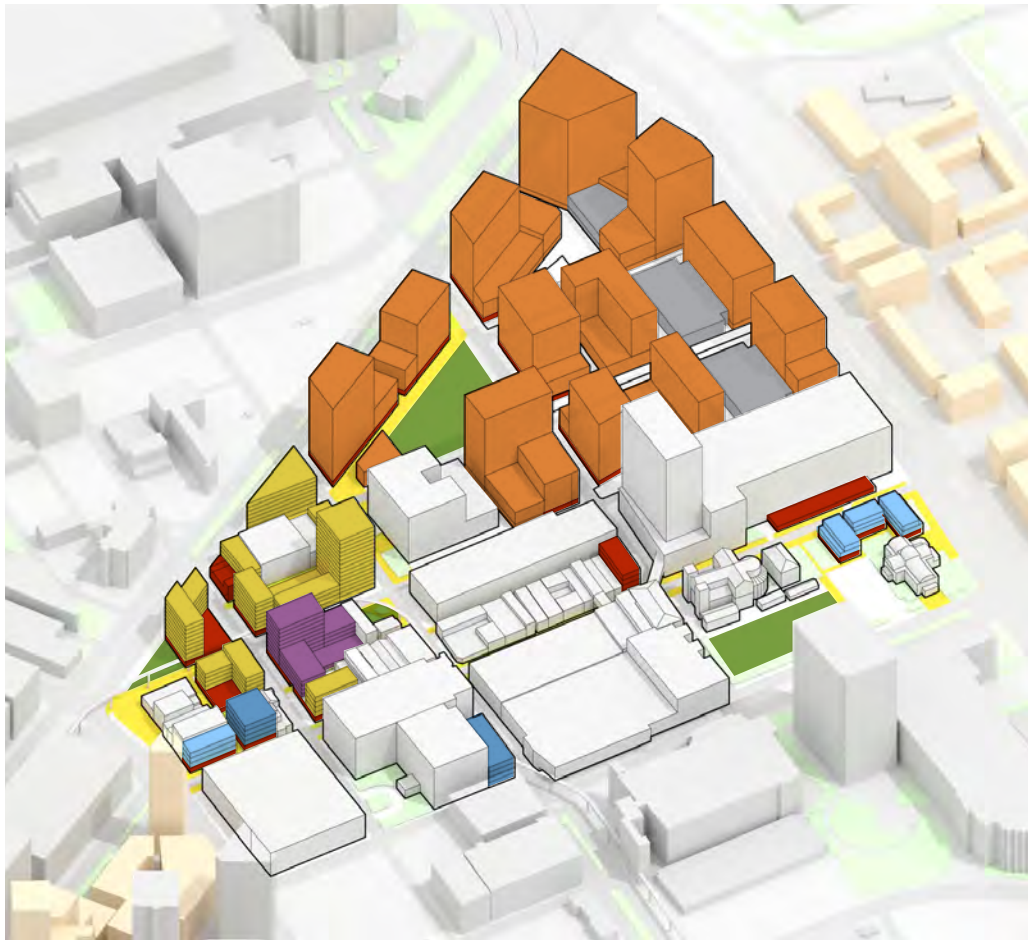
As efforts to rebuild downtown Detroit intensify in a favorable economic and cultural climate, Greektown has the opportunity to think strategically about how to develop its land assets in line with its objectives as a community. As new development comes online, it is important to consider the impact it will have on its surroundings and how its context should impact it.

Greektown is composed of an interesting array of development eras and building types. Towards the west, development that remains evokes an older Detroit, where downtown footprints and the development they hosted were smaller. As one moves further west and south, parcel sizes and associated development grow in size and height. Smaller brick buildings with active ground floors give way to large office, entertainment, hospitality, parking, and civic structures constructed in the late 20th century and early 21st.

This framework vision pays close attention to Greektown’s existing development and its context when imagining new development and massing. The plan aims to be both contextual and aspirational. Massing in the western portion of Greektown maintains the area’s smaller footprints and keeps heights relatively low to build off of, but fit in with, existing structures. Development east of Beaubien street capitalizes on the larger footprints of the neighborhood’s parcels and its location along some of the city’s most important thoroughfares with larger, more efficient mixed-use structures.

While the conceptual massing visualized above takes its cues from a more site-sensitive approach, the role the neighborhood’s massing can play in the larger downtown Detroit context was considered as well. Greektown marks the northeast corner of downtown and its massing aims to mark that significant gateway as buildings march upward in height toward the corner of I-375 and Gratiot Avenue.

Framework Vision Conceptual Program



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Potential Future Greektown Program

- Open Space
- Retail
- Residential
- Commercial
- Community
- Hotel
- Mixed-use
- Structure Parking

Creating a Balanced Place

In inviting a new range of users to Greektown, the community is making an investment in its future as a thriving and sustainable mixed-use place, centered around a cohesive neighborhood identity. The intent of this framework vision is to be flexible about where uses are accommodated and what a distribution of uses throughout the neighborhood may look like. Economic conditions and development forces may dictate one set of uses or development typologies over another at any given time. As such, the massing and land use visuals represented here should be understood as suggestive—not instructive—of appropriate locations, adjacencies and quantities of uses.

However, it is recommended that the community work to establish addresses for each of the uses depicted above in the long term. A balance of residential, retail, entertainment, office, cultural facilities, hotels, and open

space will create a district that fuels itself and stays active throughout the day and night.

The massing and use distribution depicted above represents a typical program mix for an 21st century urban neighborhood. It also takes into consideration which locations may or may not be appropriate for specific areas. For example, locating large office towers next to busy highways is often a better fit than small-scale residential development. At the same time, small-scale context may call for more intimate program types, such as residential. In a neighborhood like Greektown, proximities also become very important. Land use and programming decisions are often guided by the compatibility of neighbors. New residents of Greektown will probably appreciate a park outside their front door more than they might one of the neighborhood's most popular nightclubs.



The Greektown Experience



The Greektown Experience

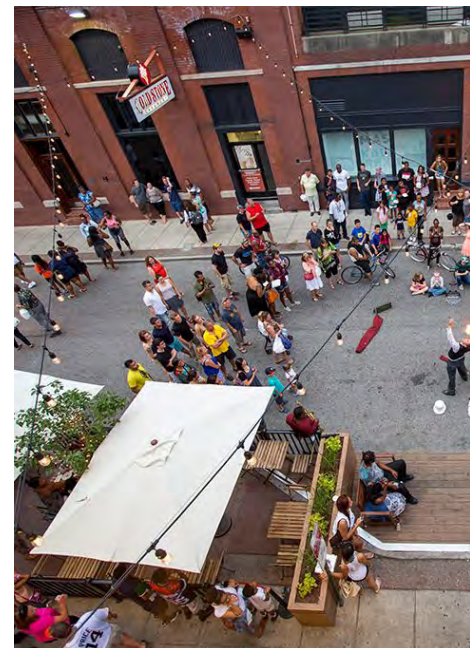
Greektown Today

Greektown, Detroit is a celebrated nightlife, entertainment and cultural district, serving both Detroiters and visitors from around the world all year round. The neighborhood has historically been home to the city's largest concentration of Greek eateries, including restaurants, cafes, bakeries, and pubs, beginning with the influx of Greek immigrants to the area in the 1880's.

While the neighborhood has lost some of its cultural roots as it responds to a consumer-driven preference for a greater diversity of dining options, the Greek heritage is kept alive with numerous eateries and a year-long calendar of events that hearken back to the neighborhood's heritage and that of its namesake. Today, a visitor can eat at a sporty restaurant featuring a modern take on traditional Greek cuisine, participate in community-led lamb roast festival, grab breakfast or dessert at a Greek bakery, entertain themselves at a casino, and go dancing at one of the neighborhood's nightclubs in the evening. It is obvious why Greektown continues to attract hundreds of thousands of visitors annually.

But the neighborhood as it exists today reflects significant changes from its early development, as is the case with so much of Detroit. A review of maps and aerial photography shows us the district once entirely comprised the kind of small-scale development we see on Monroe Street today. Throughout the 20th century, historic urban development gave way to many of the uses and structures we see today, including parking lots and parking garages, and large-footprint civic buildings. These uses were, of course, far more characteristic of their time as changes in the way people lived, worked, and moved swept the nation and the world.

As a result of the simultaneous decline in the industrial sectors making up a huge portion of Detroit's economy and the increased need for parking in dense areas, Greektown nearly half hollowed out. Given more recent developments and investments to the downtown area, the district has become a parking destination for local and regional fans of the Detroit Lions, Red Wings, and Pistons, and concert-goers attending events in the venues just north of the district.





Shaping a New Neighborhood Experience

A New Mixed-Use District

The vibrancy of urban downtowns in America’s cities comes from the experience of them as places of surprise, delight, and diversity. Walking down a lively and visually interesting street is an experience that overwhelms the senses. The diversity of sights, sounds, smells, styles, and people reminds us that the bustling metropolis is a crossroads of cultures and times.

The best streets and districts—and the most successful ones—are those that offer this sensory playground all throughout the day, from early morning to late at night. But as any single-use district—such as a residential neighborhood or an office park—can easily teach us, having only one or a few dominant or exclusive uses within a district can result in dead zones, unwalked streets, and unsustainably low patronage of businesses at some times of the day.

The key to establishing all-day activity is to diversify the uses that call it home. While Greektown is a successful nightlife and entertainment district today, its lack of residential, retail, community uses, and open space ensure that it becomes a void within the downtown area in the daytime and when the entertainment venues nearby are dormant. In addition to increasing the overall foot traffic the area experiences throughout the year, introducing these new uses to diversify Greektown will also diversify the way people use the district and will create a reciprocity between uses that doesn’t exist today. Residents will use the parks, eat at the restaurants, and shop in the stores, while workers at restaurants, hotels, and offices, may choose to live within the district and abandon cars in favor of biking or walking the short distance to work and nightlife. This effect is only amplified with similar regeneration and diversification efforts taking place throughout downtown.

While there is no perfect formula for ensuring these changes will take place in exactly the way they are encouraged to, these principles are based in centuries of understanding of how our best cities function and a carefully-studied analysis of the preferences and priorities of the residents and workers who call downtown Detroit (and other neighborhoods like it), home.





The Public Realm

The Potential of a Vibrant Public Realm

Detroit is no stranger to exciting and innovative public spaces downtown. From Cadillac Square to Campus Martius to Lafayette Greens, the city excels at testing out new ideas and accommodating new ways of taking ownership of public space.

Today, Greektown has no public open space to boast about. There are no parks for laying in the sun, no recreation fields for pick-up games, no grassy plots to throw around a football, and no plazas at which the community can gather and celebrate. While the neighborhood has some great streets it can use for gathering, such as Monroe Street, there is no substitute for a park. Dedicated open space that is designed primarily for people and events is an invaluable urban resource and contributes greatly to the identity of a place within the context of the city and the liveliness of the district.

Great open spaces, and a great public realm at a larger scale, are proven generators of revenue and desirability when situated and programmed properly. Urban residents and workers love to be located next to great public spaces for the opportunities they provide to access nature, rest, play, shop, engage with the community, and participate in neighborhood activities. Great pedestrian streets encourage more activity, less driving, and increase patronage of local businesses.

As Greektown transforms itself into a complete community with a variety of uses and users, the quality of its public realm will be at the heart of its success.





The Greektown Public Realm

Creating a Contextual Framework

In establishing a new framework for Greektown's public spaces, the design team first looked to the neighborhood's immediate context. Studying the surrounding streets, plazas, parks, and other public spaces—both successful and not—provides cues for understanding how Detroiters use public space and what kinds of public space are needed to better stitch Greektown into the larger urban fabric of downtown Detroit.

The result of this approach is an open space framework that works both within Greektown and within the larger context of downtown Detroit. Primary streets are better connected with enhanced pedestrian zones and easier walkability. Vehicular travel is improved to allow for better access and circulation throughout and around the neighborhood. Parks are located to fill gaps in the overall downtown open space network. Plazas mark key gateways to welcome pedestrians into the neighborhood from neighboring districts. All the elements are tied together with enhanced streetscapes, an internal network of pedestrian corridors linking development and open spaces, and new consistent wayfinding.

Note on the Intent of This Plan

The Greektown Neighborhood Framework Vision was generated as part of a process intended to imagine the possibilities of the Greektown neighborhood and does not represent the intended plans of constituent landowners or tenants. The footprints of development and massing represented in this plan are purely conceptual and do not constitute any actual development proposals.



Comerica Park

Ford Field

Adams Street

Beacon Street

Madison Street

Madison Street

Mechanic Street

Paradise Valley

Gratiot Avenue

Clinton Street

Beaubien Street

St. Antoine Street

375

Macomb Street

Brush Street

Monroe Street

Randolph Street

Lafayette Street

Fort Street

Congress Street



The Greektown Public Realm

Driven by the Public Experience

The plan for the future of Greektown doesn't just create a collection of first-class urban public spaces. It aims to create a comprehensive public experience of Greektown. This is achieved by creating great spaces in key locations and by enhancing the pedestrian realm with reimagined streetscapes, new pedestrian corridors, and exciting new treatments and programming of alleyways.

New Strategic Interventions

1. Randolph Triangle

Randolph Triangle is the western-most gateway to Greektown. This new public plaza will serve as an active front door to the district.

2. Brush Street Corridor

Western Greektown sees significant new investment and pedestrian traffic as its surface lots give way to development.

3. Monroe Street

Monroe Street will serve as the enhanced and expanded heart of Greektown.

4. Alleys

Alleys can serve as unique connections and experiences between development within Greektown.

5. Clinton Park

Clinton Park will serve as a major gateway to and gathering space for Greektown and provide a front lawn for new uses introduced along Gratiot Avenue.

6. St. Antoine Park

St. Antoine Park can create a daytime lunch spot and a community event space for Greektown, and new outdoor programming for nearby churches.

7. St. Antoine Street Corridor

Eastern Greektown provides a unique opportunity for Greektown to reinvent and re-establish itself as a cohesive and inviting mixed-use community.



Comerica Park

Ford Field




Gateways & Wayfinding

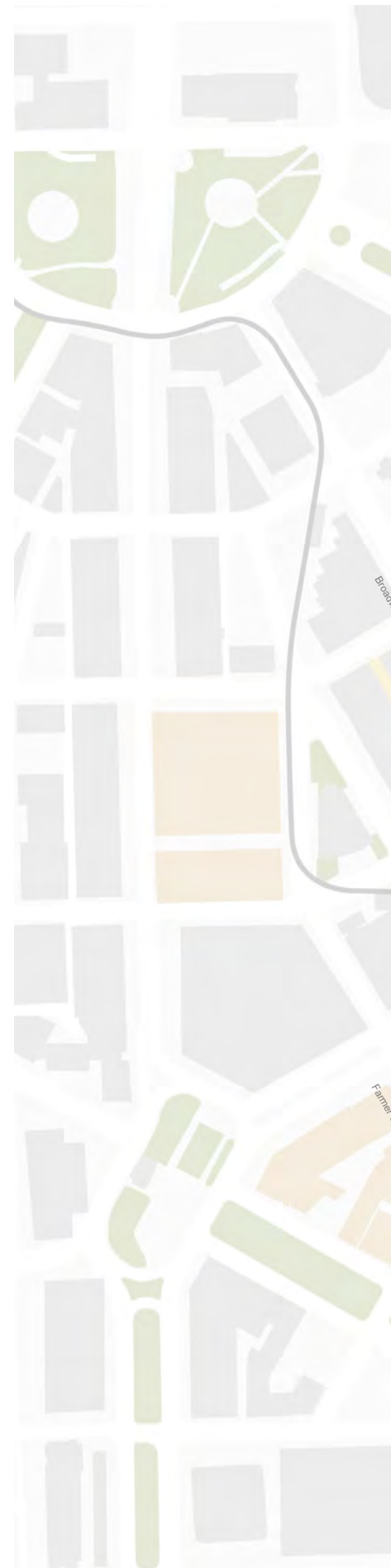
Navigating Greektown

Crucial to the success of any place as densely packed with things to see and do as Greektown is a consistent brand and associated system for navigation. Installations providing an overview of the neighborhood's offerings and providing directions to its attractions can go a long way to improving the experience of visitors. Such installations also help in marking key gateways and communicating to locals and tourists alike which places fall within a district.

Greektown should establish a package of consistent branding elements that tie the neighborhood together visually, graphically and in terms of message. Deploying this brand with wayfinding materials at strategic sites will help expose the neighborhood's restaurants, shops, entertainment venues, cultural institutions, public spaces, and historic sites to new visitors and tie the neighborhood together under a common identity.

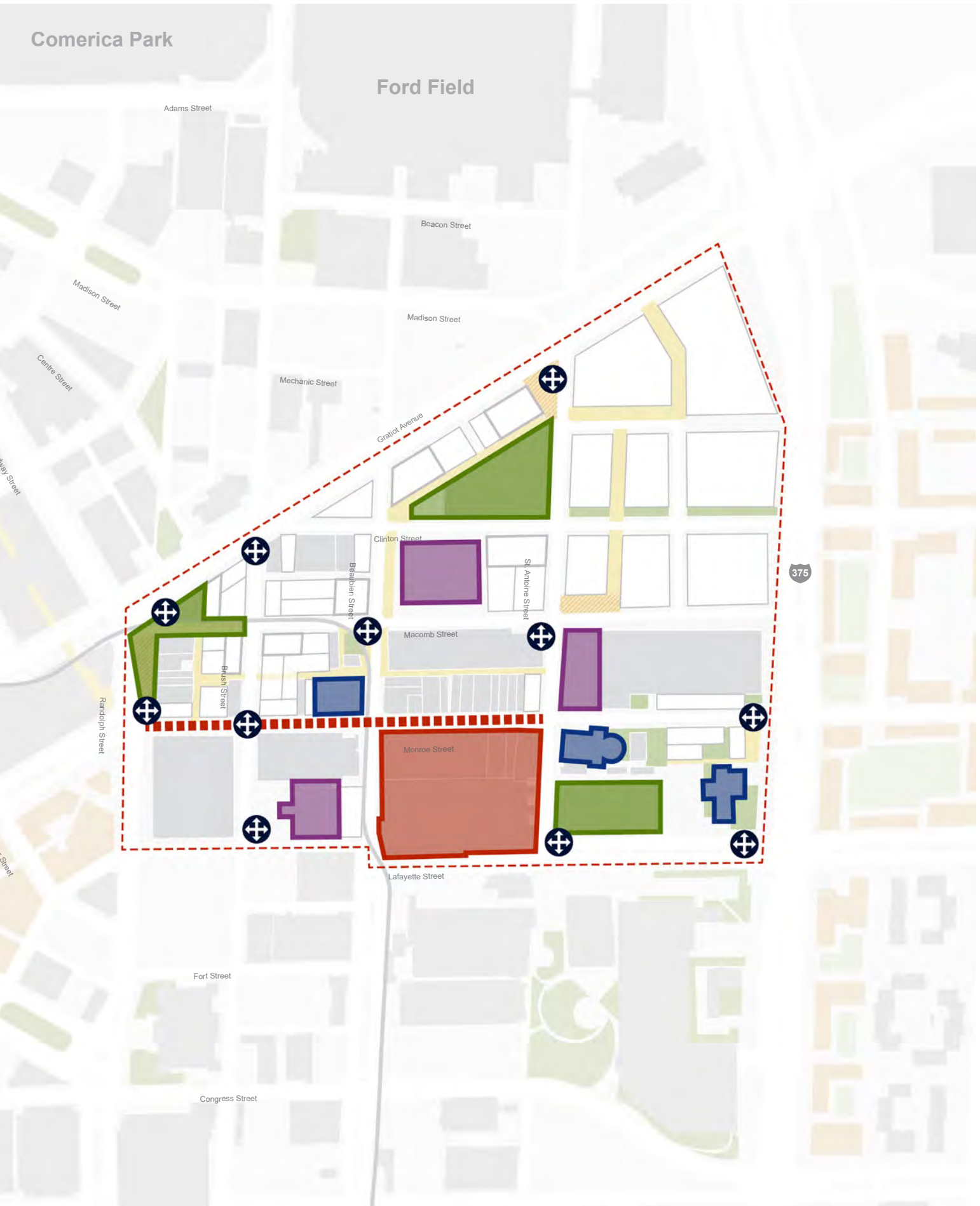
Wayfinding Installations & Destinations

-  Parks
-  Entertainment Venues
-  Cultural Buildings
-  Hotels
-  Proposed Wayfinding Installation



Comerica Park

Ford Field



375

Gateways & Wayfinding

Examples

Cities and districts are getting ever-more creative and distinctive with their branding and wayfinding strategies. These installations often come to serve as landmarks for the districts they serve and become intrinsically linked with the neighborhood's identity. Installations such as lighting, signage, gateways, murals, informational kiosks, maps, and markers can be found in the best urban districts around the world.

Several examples of these strategies are apparent in Greektown today already. Making further investments in these works of art and utility and tying them together under one common purpose will be powerful in establishing Greektown's new identity.



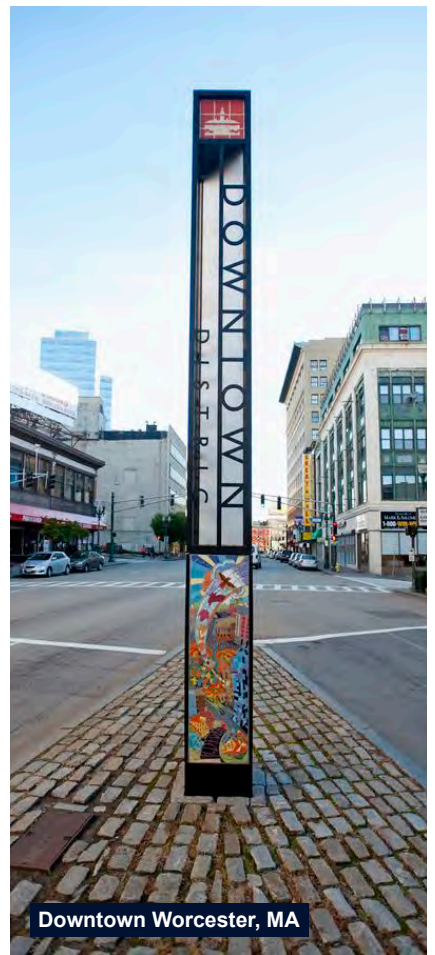
The Goods Line, Sydney, Australia



Fulton Market, Chicago, IL



Falls City Lofts, Louisville, KY



Downtown Worcester, MA



Downtown Cleveland, OH



Newport Market, Newport, UK





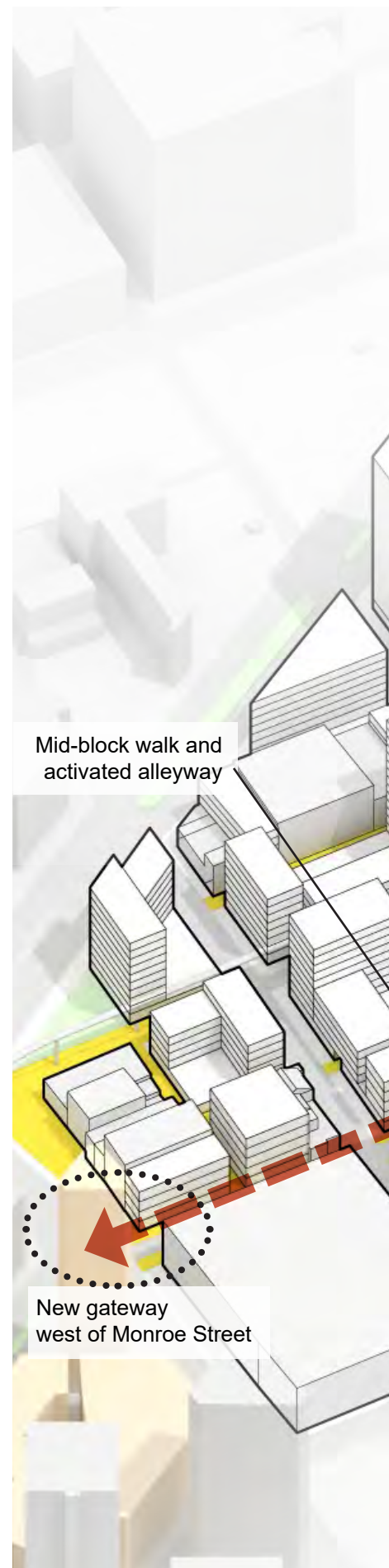
Monroe Street

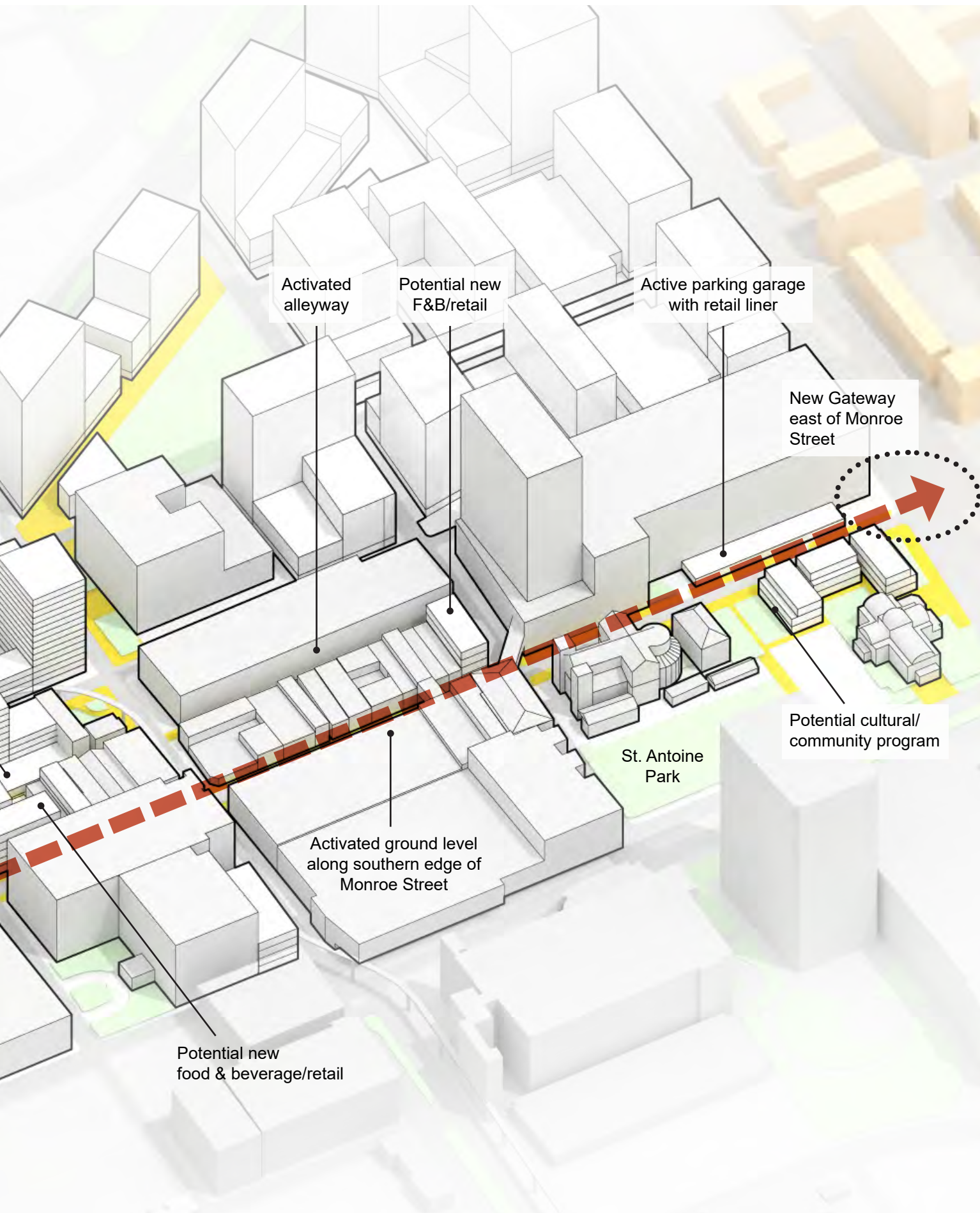
A Complete Street at the Heart of Greektown

Monroe Street is one of Detroit's most special places. It has maintained its status as a primary commercial street for the area for over a century and continues to attract a broad array of locals and visitors to its entertainment venues and eateries. Over the years, through communal efforts with the city and the Greektown Preservation Society, the Greektown community has made improvements to the district to respond to its changing identity and to keep it in line with the changing preferences and expectations of patrons. This work continues into the present. This vision for Monroe Street and the larger Greektown neighborhood represents the next big step in the long story of this historic street.

Streets are inherently about mobility, and Monroe Street is no exception. Walking down the street any weekend evening it is hard to miss the impressive diversity of modes and users traversing the street. There are, of course, cars. But even cars come in a great variety in the 21st century. There are private vehicles, taxi cabs, Ubers, Lyfts, police, trash collectors, food delivery drivers, and more. But as technology and better urban design continue to redefine downtown areas, the dominance of cars is being replaced at fast rates with a diversity of modes of travel. On any given day or night, Monroe Street will be full of pedestrians squeezing through its narrow sidewalks and making space for the increasing number of bikes and electric scooters zipping through the neighborhood.

As the community works to shape the future of Greektown, it will be important to look not only at the present to determine appropriate planning and design decisions, but the future as well. Our future is multi-modal and our great streets should be too. While cars will forever be important, and any street must accommodate their needs, a more balanced approach to prioritizing who uses our great streets is necessary for success. The future of Monroe Street will be one that accommodates users of all kinds and modes and will be refocused to prioritize the thousands of pedestrians that walk it each day.





Activated alleyway

Potential new F&B/retail

Active parking garage with retail liner

New Gateway east of Monroe Street

Potential cultural/community program

St. Antoine Park

Activated ground level along southern edge of Monroe Street

Potential new food & beverage/retail

Monroe Street

Establishing a Broad Palette of Experiential Strategies

There is no shortage of great streets around the world that can provide inspiration for Monroe Street. The elements of great commercial streetscapes are well understood.

These examples showcase some of the most critical elements, including:

- wide pedestrian-only zones for meandering
- human-scaled and plentiful vegetation
- high density and diversity of lighting
- signature district/street signage
- premium paving
- street furniture and ample seating
- dedicated spaces for events/markets/festivals
- de-emphasized separation between street and sidewalk
- dedicated areas for drop-offs/pick-ups
- diversification of uses/activation (shops, restaurants, outdoor spaces, entertainment)



Ithaca Commons, Ithaca, NY



Cherry Creek North, Denver, CO



City Creek Center, Salt Lake City, UT



Assembly Row, Somerville, MA



Bourke Street Mall, Melbourne, Australia





Monroe Street

Creating a Two-Sided Monroe Street

Today, with the exception of a handful of isolated restaurants, Monroe Street is a one-sided street. The vast majority of restaurants, shops, and nightlife destinations is concentrated on the north side of the street, while large institutions and uses, such as the casino and the International Center create a largely impenetrable wall on the street's southern side.

One of the first actions that can be taken by Greektown stakeholders and property owners to create more options for visitors to Greektown and concentrate more activity and spending within the neighborhood is to activate Monroe Street's southern side.

This visualization explores potential opportunities for activation in the existing storefronts along Monroe Street's southern edge, between St. Antoine and Beaubien Streets.



Art galleries provide something for visitors to do that isn't dining/drinking. They also create opportunities to fill smaller spaces.



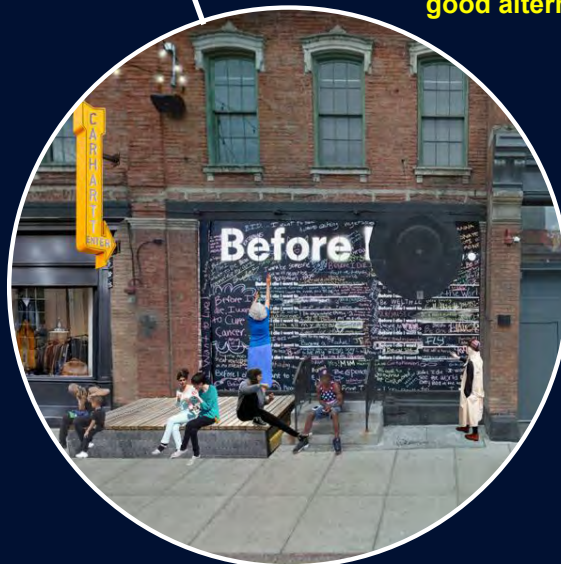
Food & beverage establishments that do not compete with existing venues can fill gaps in the market, such as catering to a lunch crowd.



Boutique retail creates a nice diversity of options within the neighborhood, drawing in a more diverse range of users. Greektown could benefit from more shopping generally.



Locally-based retail can add some "cool factor" to Greektown while creating a destination for visitors. Greektown could benefit from more shopping generally.



Art installations inside storefront and outside on the street attract visual interest and participation. This is a good alternative to retail.



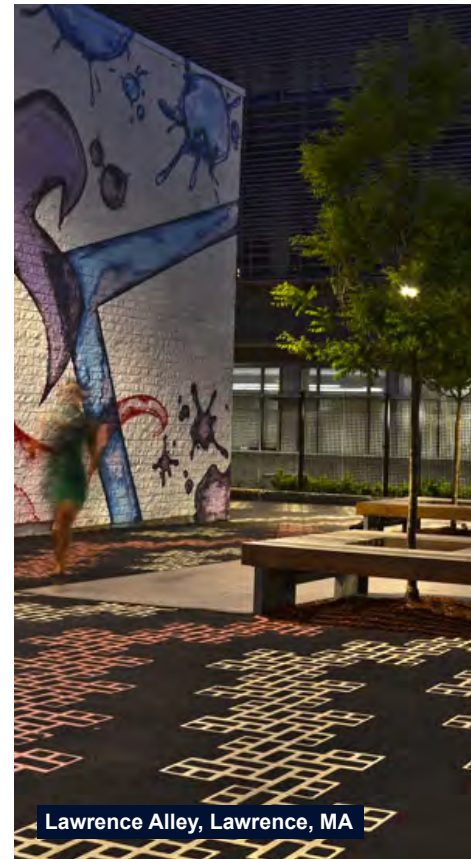


Alley Walks

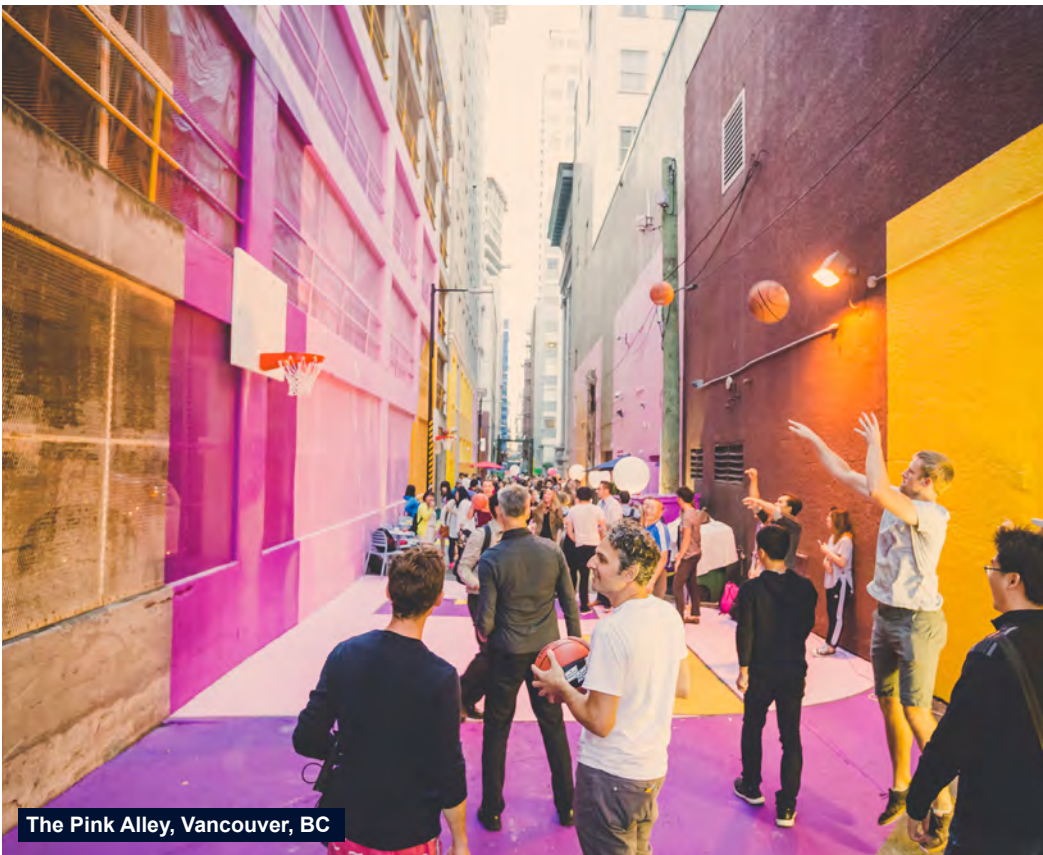
Greektown's Network of Discovery

Cities are increasingly understanding the value of the “in-between” spaces. These spaces, such as alleys, empty lots, pedestrian passages, blank facades, and undersized parcels are great sites for unique activation strategies that are scaled for pedestrians. These spaces offer opportunities for discovery and create delight for users.

The examples depicted here show several strategies ranging from simple and inexpensive (paint, string, lighting) to more complex and programmed (art installations, paving, recreation equipment).



Lawrence Alley, Lawrence, MA



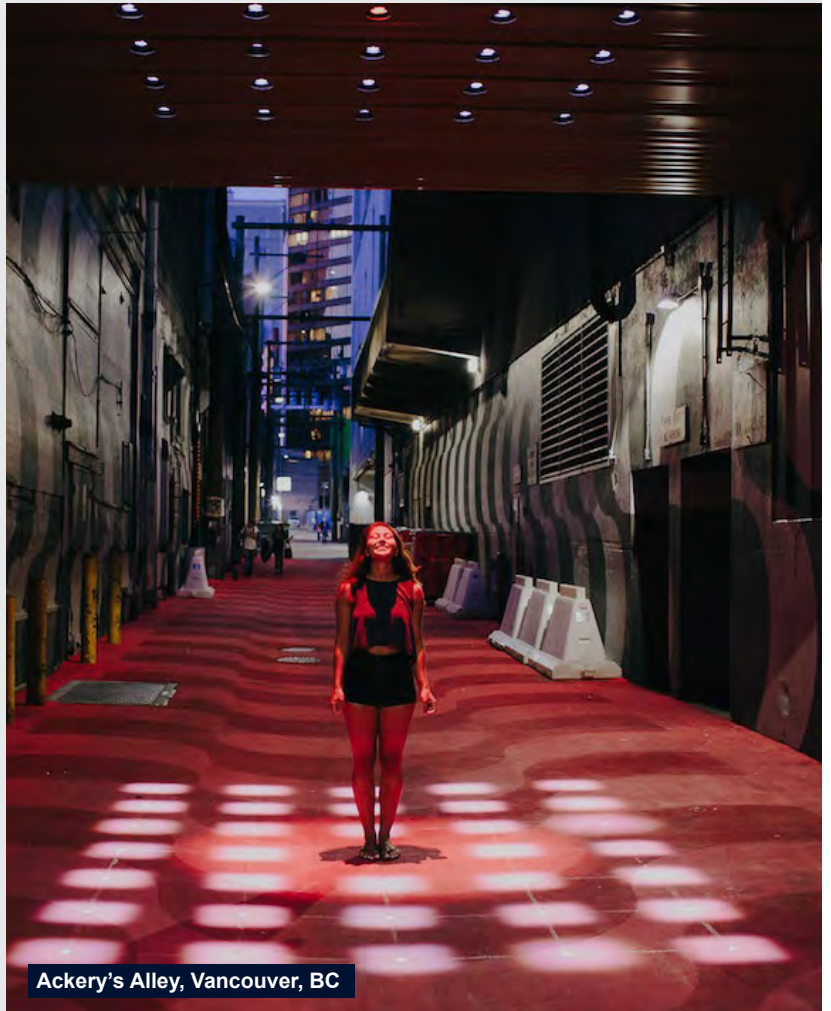
The Pink Alley, Vancouver, BC



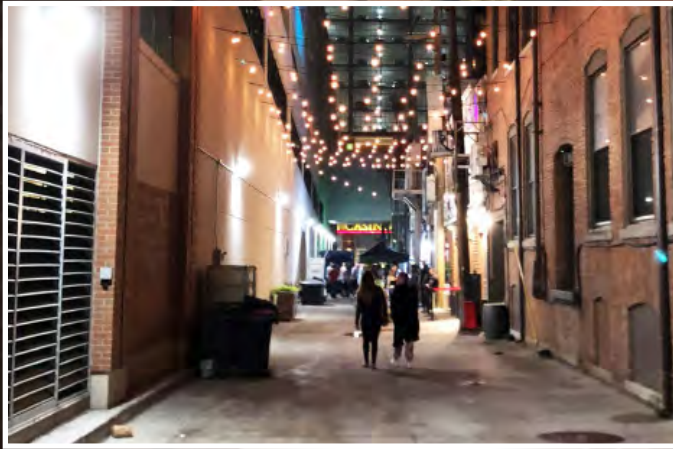
Ackery's Alley, Vancouver, BC



20 Feet Wide, Austin, TX



Ackery's Alley, Vancouver, BC





Creating an Alley for Service & People

Transitioning the Monroe Street alley to accommodate daytime freight delivery is an important factor for the success of the pedestrian-focused treatment on Monroe. The cross-section of the alley is relatively wide (17 to 20 feet), allowing for medium-size delivery vehicles to service businesses. At least 14 feet of vertical clearance is required for the vehicles to pass. Any right-of-way protruding objects, or hanging lights, etc. should be positioned above this threshold, or removed during the daytime hours.

It is recommended that garbage dumpsters be consolidated to a common location to facilitate waste removal and using reduced footprint dumpsters should be incentivized to minimize the space required for garbage storage. Consolidating garbage storage will also provide a larger area for potential pedestrian activation outside of delivery hours.

To facilitate the vehicles entering and exiting the alley and maintain pedestrian safety, it is recommended that convex traffic safety mirrors be installed at the intersection of the alley and Beaubien. Caution lighting that is triggered by the vehicles should also be installed to alert pedestrians that vehicles are exiting the alley will also help alert pedestrians.



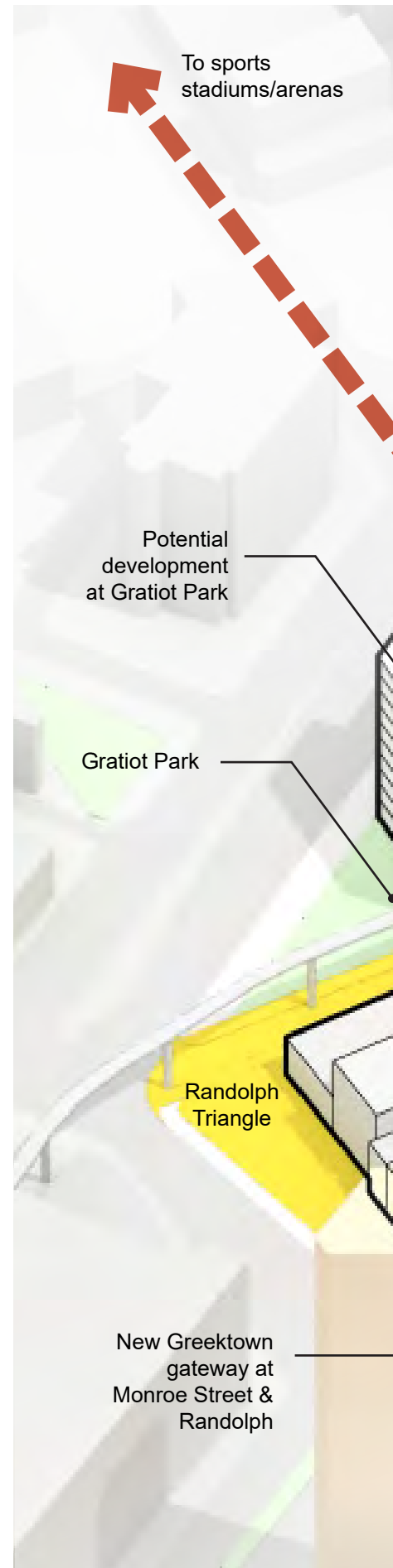
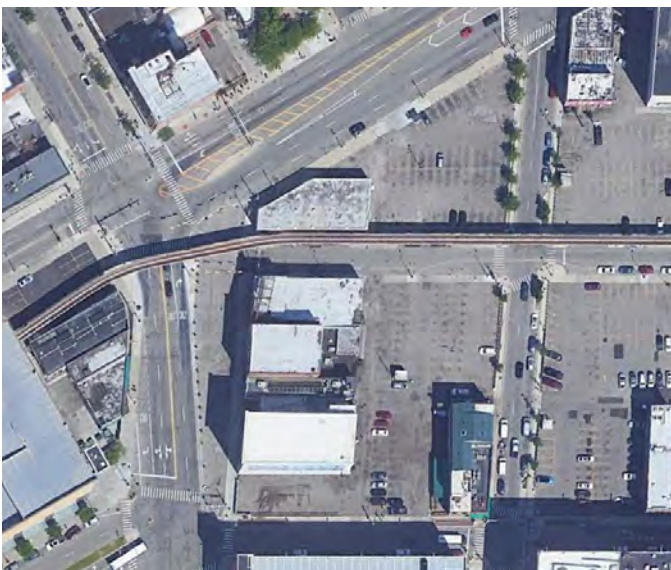
Randolph Triangle & The Brush Street Corridor

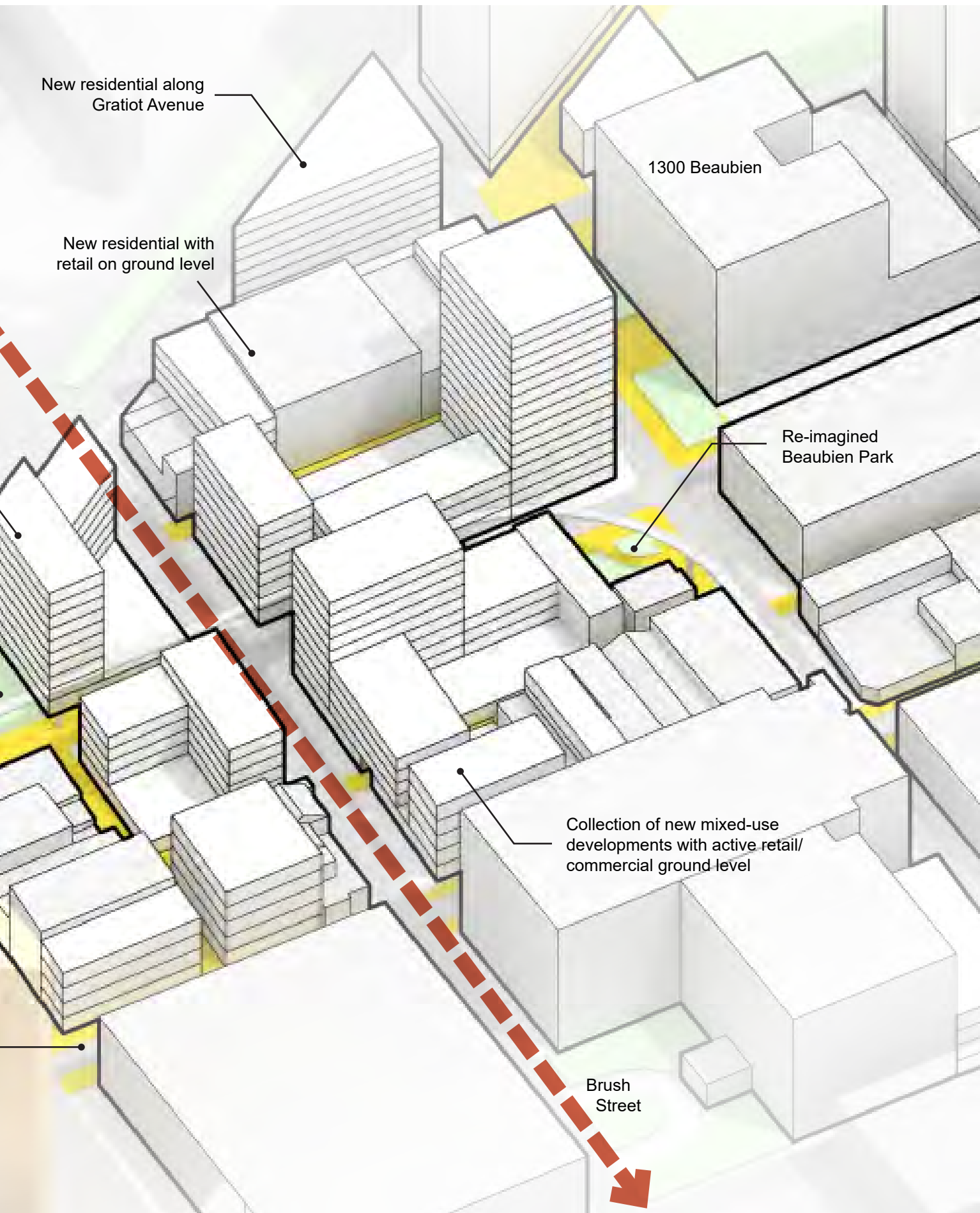
Completing the Neighborhood with Infill Development

In addition to many surface parking lots, the Brush Street corridor comprises several structures and orientations representing the neighborhood's historic urban fabric. This includes a finer street network, smaller parcels, and low-rise brick development. The strategic approach to this area taken in this framework vision is one of infill and activation. Given the existing development, the planning team designed footprints and massing that is in keeping with the heights and volume of what is already there. This kind of contextual development will serve to maintain a consistent neighborhood feel and scale.

The plan imagines Brush Street to be the future anchor of this side of Greektown. Already a major pedestrian corridor for visitors walking between Greektown and the stadiums to the north, Brush Street can become a premier address for new and existing development within Greektown and can transform into a high-quality, activated street for pedestrians.

The plan also acknowledges and celebrates the critical role of the westernmost area of Greektown as the face of the community to downtown. Preserving and enhancing existing development and introducing a new gateway plaza here can help establish the neighborhood's identity within Detroit.





New residential along Gratiot Avenue

New residential with retail on ground level

1300 Beaubien

Re-imagined Beaubien Park

Collection of new mixed-use developments with active retail/commercial ground level

Brush Street

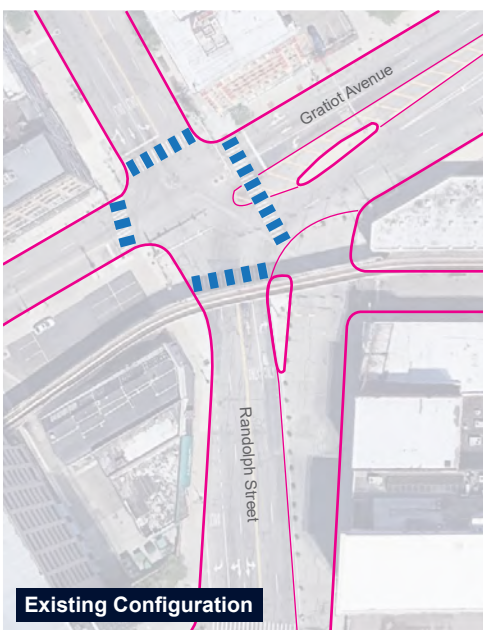
Randolph Triangle & The Brush Street Corridor

A Western Gateway

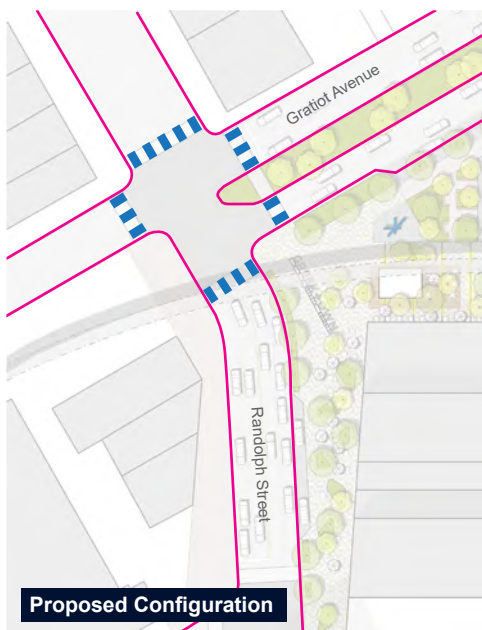
Greektown's western-most corner is an undesirable urban space to be in today. Street alignments create uncomfortable traffic situations, a half-closed street hosts unsavory behavior, and the closing of a large stretch of cordoned-off asphalt creates a no-man's-land between a primary city street and operating ground-floor businesses. One of the primary objectives of this planning process was to turn Greektown's uninspiring western edge into a proud gateway for the neighborhood.

The framework vision calls for formalizing some of the impermanent changes that have been taking place in this part of the neighborhood. It encourages an infrastructural investment that permanently closes the westernmost portion of Macomb Street to resolve traffic issues at the nearby intersection, the construction of a landscaped plaza within the closed-off section of asphalt, and the creation of a new signature gateway open space at the corner of Gratiot Avenue and Randolph Street.

In consideration of the value of established open spaces for attracting visitors and providing high-quality public programming early on, this plan imagines a temporary public space filling the western-most lot at the intersection of Gratiot Avenue and Randolph Street.



Existing Configuration



Proposed Configuration

The new Gratiot Triangle aims to create improved traffic flow and a better pedestrian experience at Greektown's western edge.





Temporary lot activation, pre-development: "The Olympiad"

Randolph Triangle & The Brush Street Corridor

Establishing an Active Public Realm

Simple and straightforward activation strategies that allow visitors to gather, rest, eat, take a phone call, converse, and play in neighborhood open spaces are key to their success. For the Randolph Triangle site, these strategies could easily be employed to support existing and future development in the immediate context.

These examples depict strategies for seating, shading, well-designed landscaping, lighting, art installations, programming, and revenue generation. These parks and plazas also serve as billboards for their districts in some cases, with large photo-worthy installations featuring the name of the city, district, or place.





Marine Gateway, Vancouver, BC



Lebauer Park, Greensboro, NC



Chophouse Row, Seattle, WA





The Olympiad

Activating & Establishing the Identity of the New Greentown

As more people move back into downtowns, it is becoming increasingly necessary that our downtowns serve residential needs, such as recreation, community, and repose. Cities are constantly experimenting with new ideas for how to activate and build excitement around public spaces, and citydwellers are always re-inventing the spaces to fit their needs. That is why experimentation and a philosophy of flexibility when designing open spaces should be encouraged.

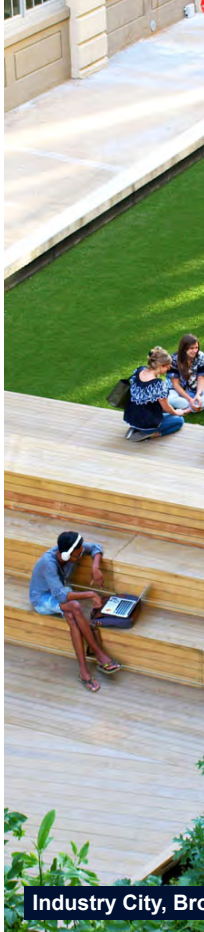
“The Olympiad” is one such flexible space that is proposed as a temporary park in this framework vision. The near-term construction of this public space can build excitement around Greentown’s future investments and the vision for the neighborhood, while providing some much-needed open space in the area in anticipation of more formal spaces coming online.



Cleveland Lakefront, Cleveland, OH



Wahaca Southbank, London, UK



Industry City, Brooklyn, NY



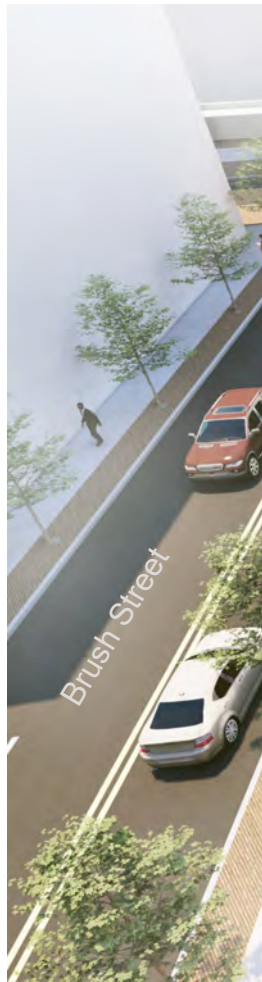
A'Beckett Urban Square, Melbourne, Australia



Brooklyn, NY



Monash University Green, Caulfield East, Australia



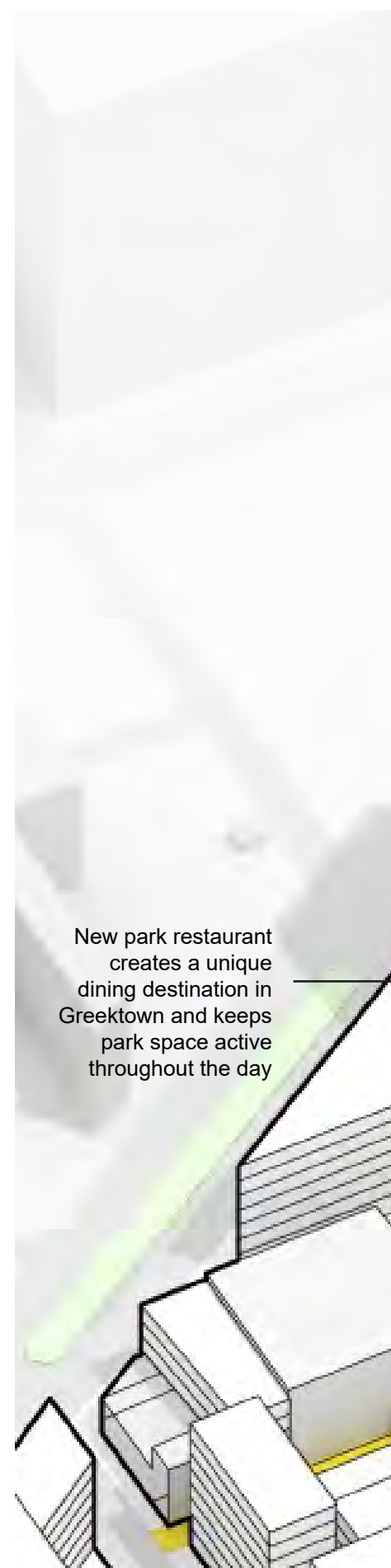
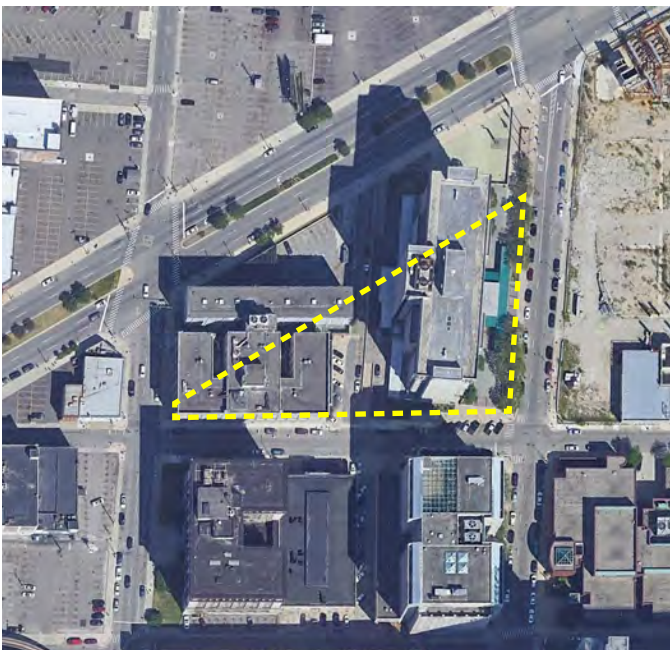


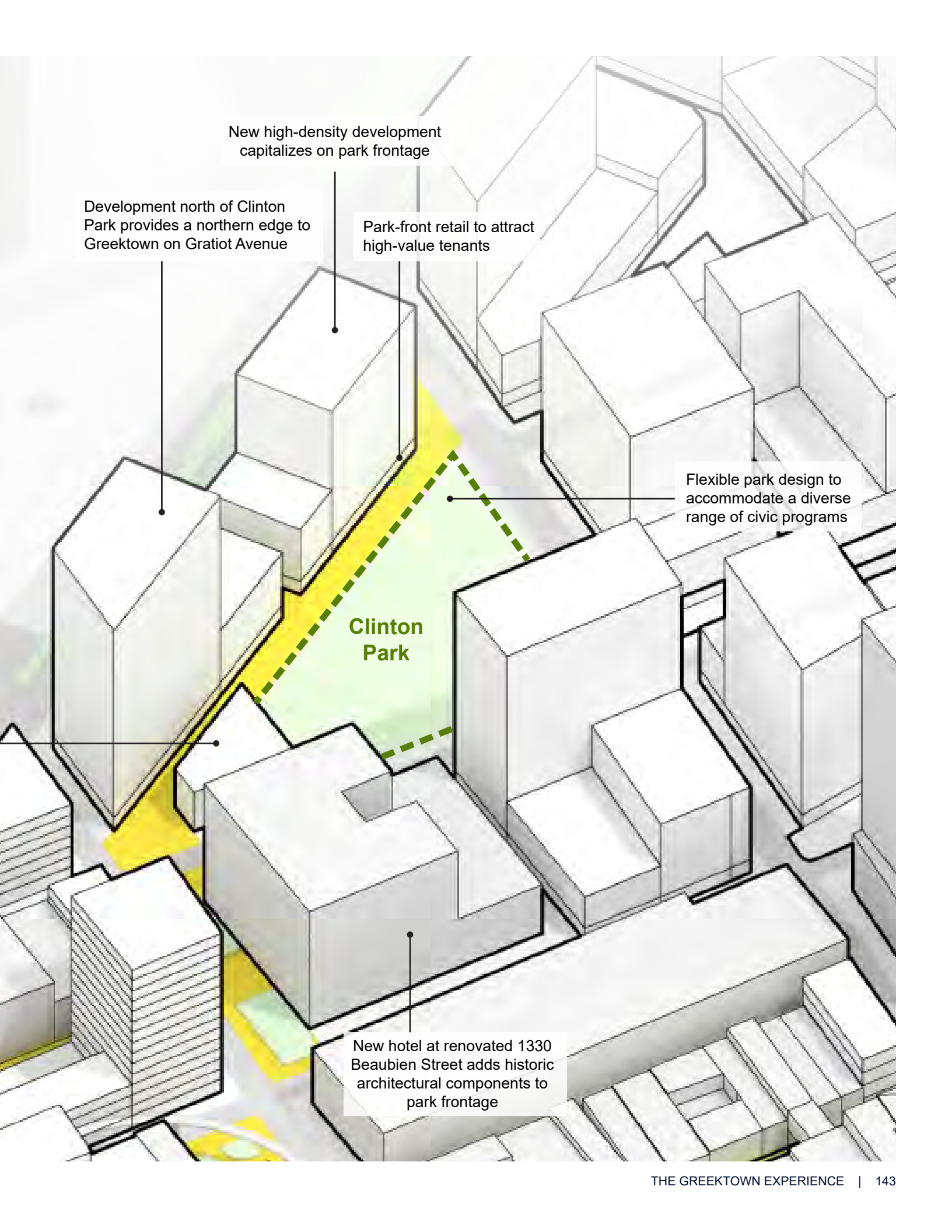
Clinton Park

Public Space as a Driver of Value

Greektown is today in need of open space that can provide relief from the highly-structured urban environments. That need will grow greatly as new development are introduced. This framework plan provides several answers to that need in the form of proposed parks, plazas, and pedestrian corridors. The largest of these is called Clinton Park, located just south of Gratiot Avenue and west of St. Antoine Street. The location and name of this new signature open space is a reference to a bygone park of the same name and in the same location from the early 20th century. This location also strategically positions it to offer plenty of parkside frontage to new development.

Clinton Park should be understood to be not only a community benefit and a great public space, but as a driver of value for forthcoming development. Well-designed and creatively programmed open spaces in dense urban contexts can provide significant value to new residential and commercial developments, as they are seen and used as great amenities for residents, workers and visitors.





New high-density development capitalizes on park frontage

Development north of Clinton Park provides a northern edge to Greektown on Gratiot Avenue

Park-front retail to attract high-value tenants

Flexible park design to accommodate a diverse range of civic programs

Clinton Park

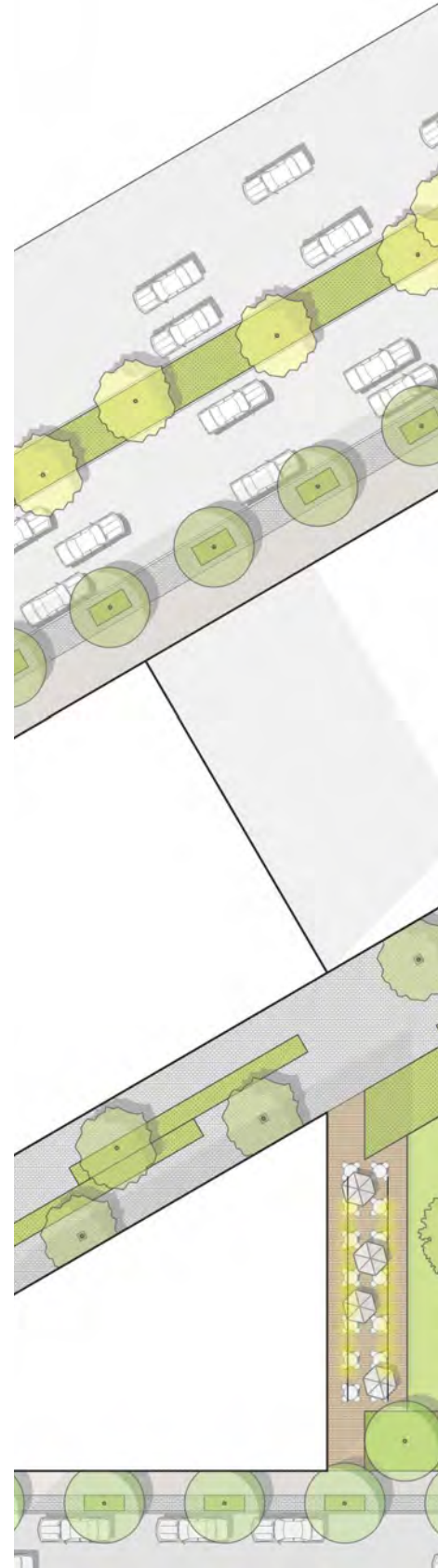
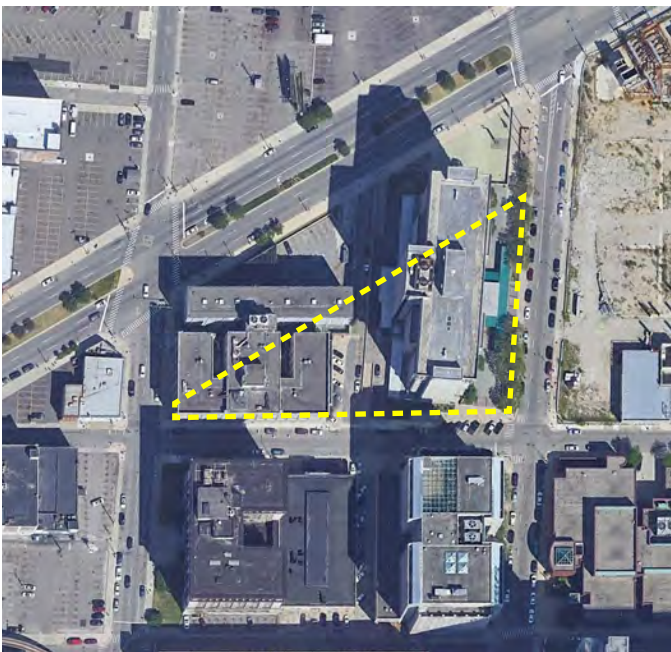
New hotel at renovated 1330 Beaubien Street adds historic architectural components to park frontage

Clinton Park

Greektown's Gathering Place

The conceptual design for Clinton Park comprises roughly one and a half acres of Greektown's total land area. This size allows the park to accommodate a great range of designs, activities, and formal programming. It is imagined as both a front lawn to the significant new development that will take shape around it and accessible to the full Detroit community as a gathering space. As such, two of its three sides open onto public thoroughfares, and the third abuts development, allowing for retail and dining uses to spill out onto the pedestrian path separating the buildings from the park.

With dense vegetation in some areas and open expanses of lawn and hardscape in others, Clinton park can host every kind of activity from quiet reading and intimate gatherings to yoga classes and festivals. The park looks out onto Greektown and the larger downtown Detroit area from several impressive view corridors, allowing a visual ensemble to be composed from a mix of old and new Detroit.







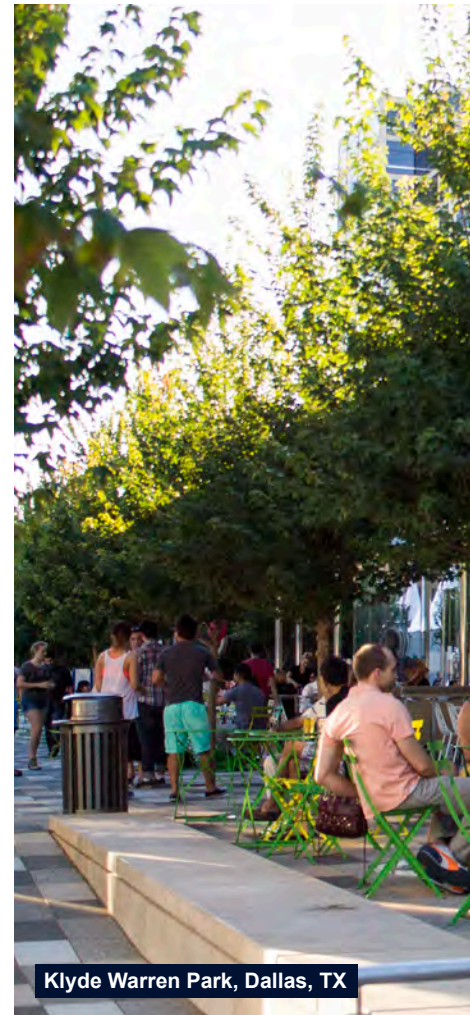


Clinton Park

A Flexible Community Space

Neighborhood parks make for great public spaces because they serve a wide variety of users and needs. These parks are great for residents, workers on their lunch breaks, community members gathering for neighborhood celebrations, kids, dogs, and anyone else who might stroll into the neighborhood.

With a large footprint, neighborhood parks can accommodate a variety of uses within the same space. Outdoor seating, childrens' play areas, splash pads, recreation fields, dog parks, event spaces, and intimate areas for relaxation can all come together to create a signature urban space.



Klyde Warren Park, Dallas, TX



Klyde Warren Park, Dallas, TX



Lebauer Park, Greensboro, NC



Levy Park, Houston, TX



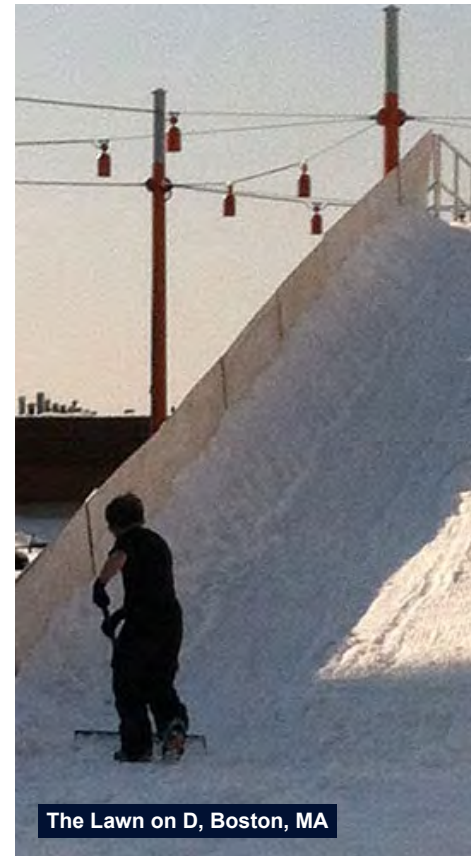
Klyde Warren Park, Dallas, TX

Clinton Park

A Year-Round Downtown Destination

Given Detroit's climate, prominent parks and plazas should be designed in consideration of potential winter programming as well as warm-weather activities. Northern downtowns have made significant strides in recent years to draw visitors outside in winter months with festivals, winter-themed fairs, winter sports, and recreational amenities that take advantage of the season's unique offerings, such as sledding and ice mazes.

Detroit is successfully experimenting with these strategies itself with the winter marketplace in nearby Cadillac Square.



The Lawn on D, Boston, MA

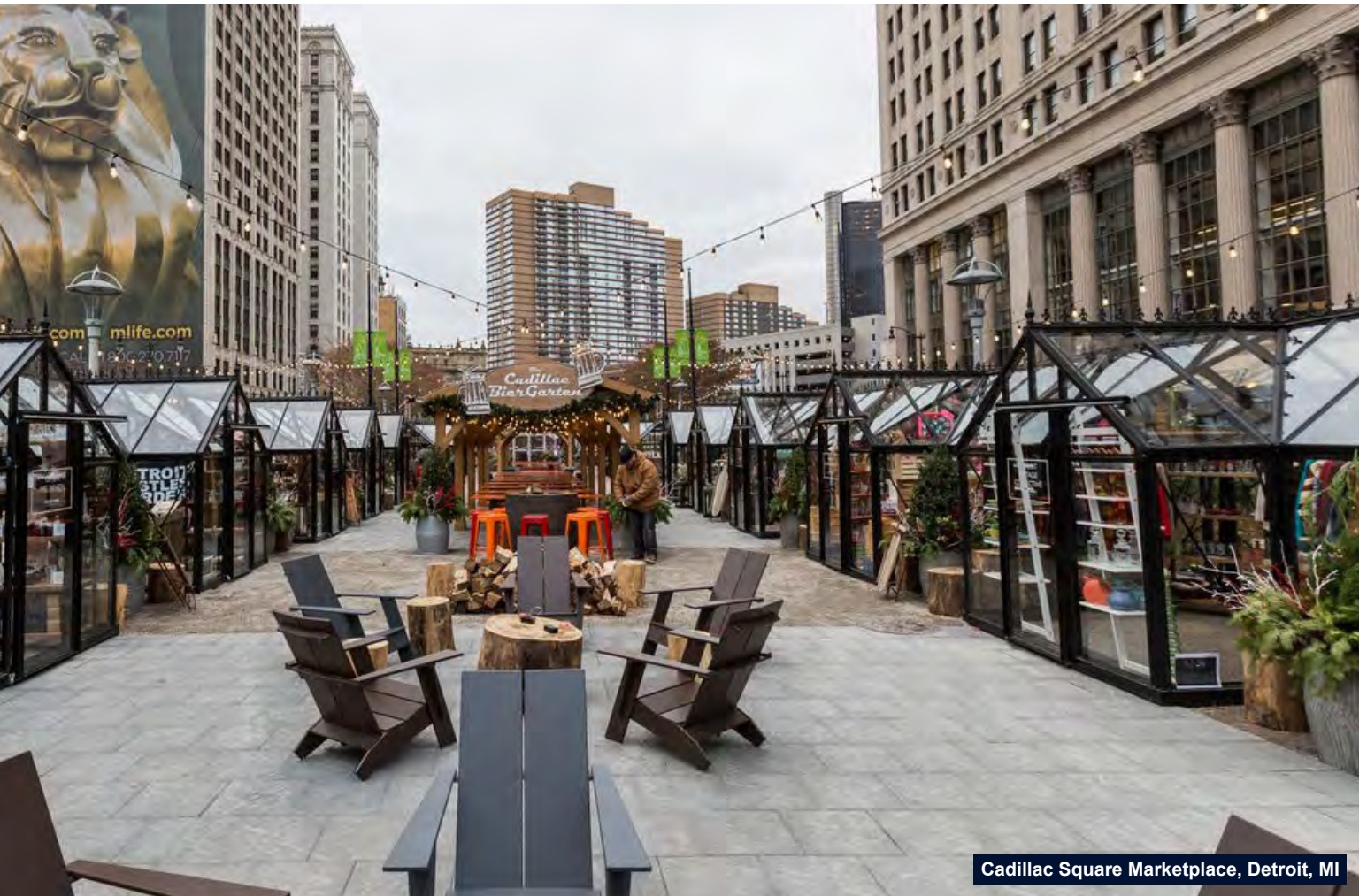


The Lawn on D, Boston, MA





The Lawn on D, Boston, MA



Cadillac Square Marketplace, Detroit, MI





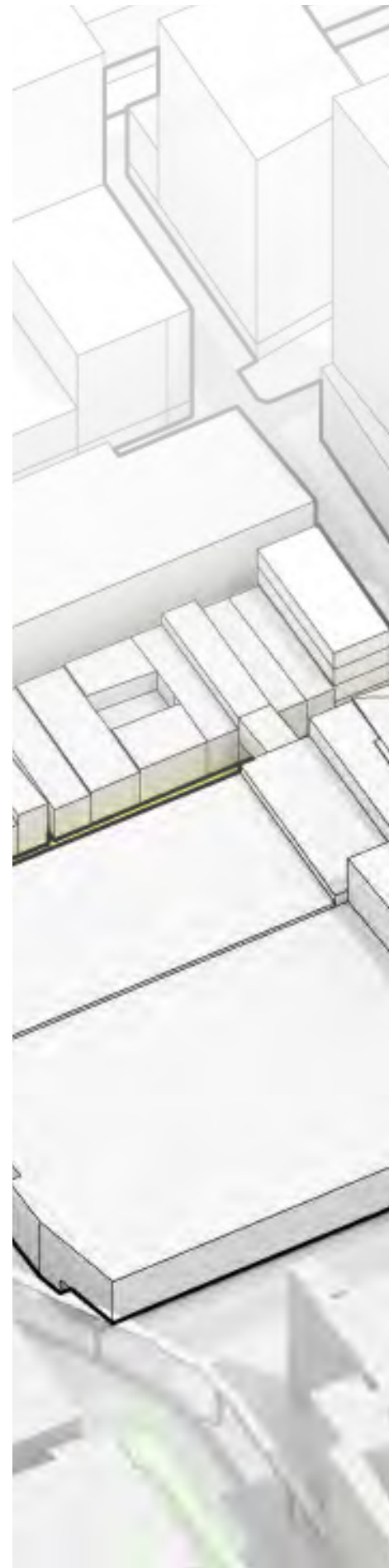
St. Antoine Park

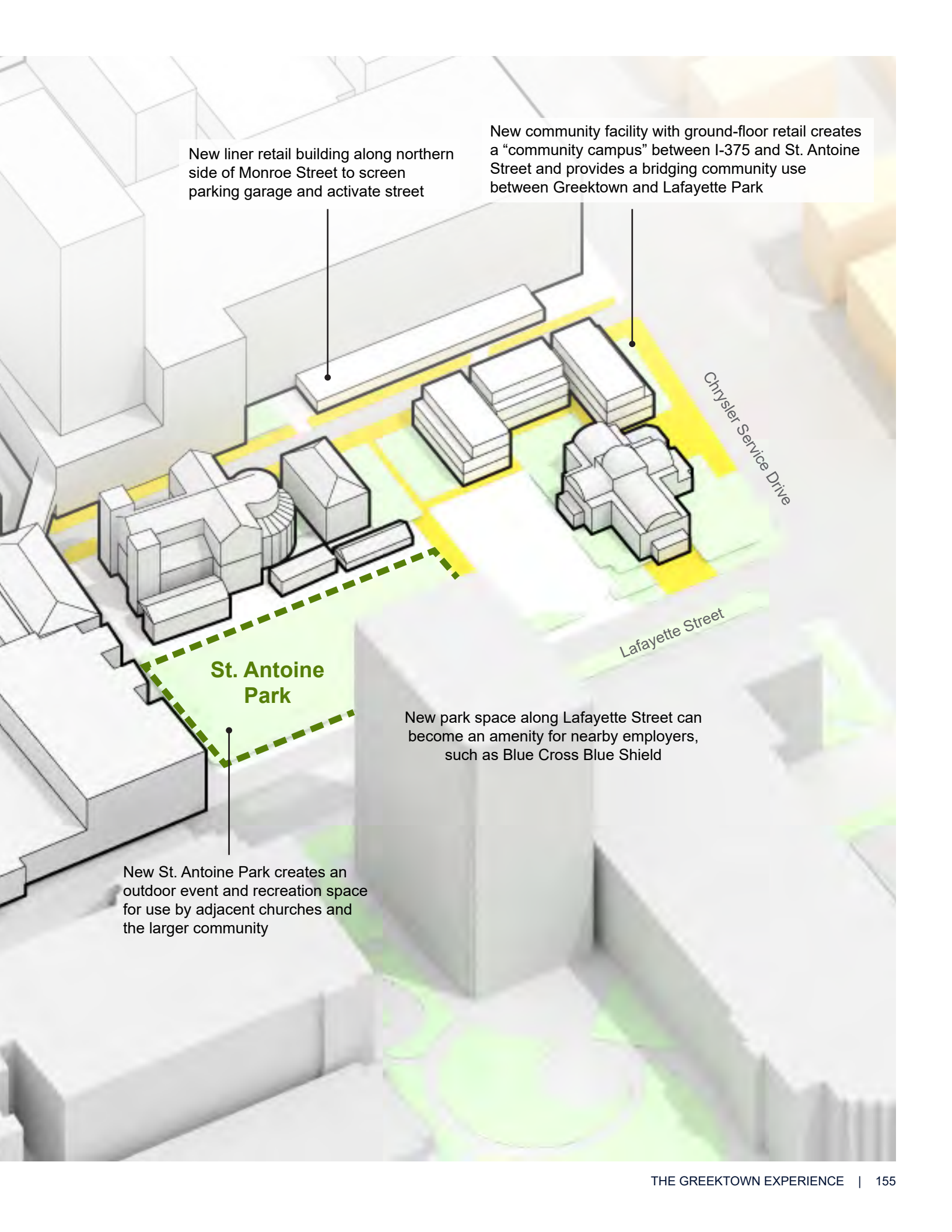
Greektown's Southern Gateway

One of the unfortunate consequences of recent redevelopment in Greektown is the severing of the neighborhood from its southern context. With large, block-long structures like the International Center, the Greektown Casino, and the parking garage at the southern corner of Monroe Street and Brush Street, a wall is formed between Greektown and its southern neighbors.

This framework vision aims to reconnect Greektown to this area, and particularly to its daytime population of workers. Presently, the southeastern-most Greektown block is home to two historic churches and their associated parking lots. While these lots are still in use and unlikely to transition uses anytime soon, this framework plan envisions a park on the southern lot, between Old St. Mary's Church and the Blue Cross Blue Shield facilities across Lafayette Street.

In the morning, this space could host events associated with the churches and their parishioners. In the afternoon, it could become a lunching spot for employees of nearby companies, such as BCBS. And in the evening, this park would be flexible family gathering space, with events like movies and musical performances.





New liner retail building along northern side of Monroe Street to screen parking garage and activate street

New community facility with ground-floor retail creates a “community campus” between I-375 and St. Antoine Street and provides a bridging community use between Greektown and Lafayette Park

St. Antoine Park

New park space along Lafayette Street can become an amenity for nearby employers, such as Blue Cross Blue Shield

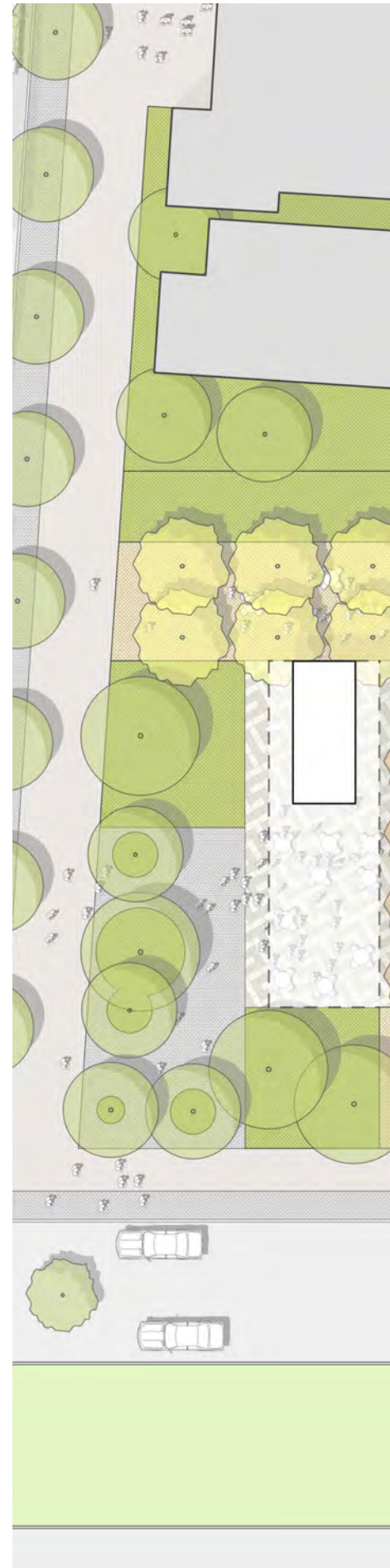
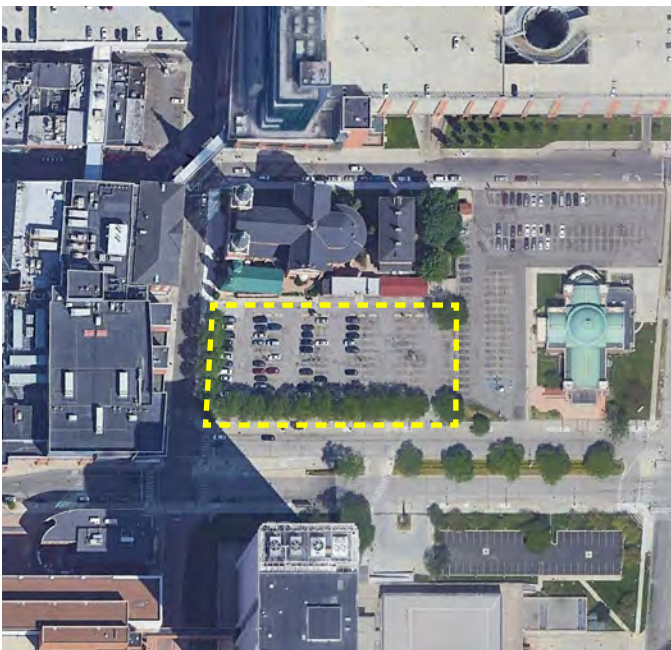
New St. Antoine Park creates an outdoor event and recreation space for use by adjacent churches and the larger community

St. Antoine Park

A Dedicated Community Event Space

The central feature of the conceptual design for St. Antoine Park would be a large lawn, designed to accommodate audiences of various sizes for events, such as concerts, movies, and performances. The lawn would be surrounded by an alley of trees, providing respite from the streets and development around it. Closer to St. Antoine Street, there would be smaller, cloistered areas that provide restful and intimate spaces for lunching, small group activities, prayer, and rest.

The event space is sizable enough to host events for all of Detroit and is located at a desirable central location within downtown Detroit. As such, the church and other community partners could explore revenue models to offset the cost of park maintenance and the loss of parking. Additionally, underground parking could be explored as another potential source of financing and revenue.





Lafayette Street

St. Antoine Park

Detroit's Family-Friendly Programmed Park

Flexible community gathering spaces are popular all over the world, as they have the potential to host activities as diverse as concerts and exercise classes. The wide variety of programs that can be accommodated in these spaces also allows them to be activated all day long and throughout the year.

The proximity of such a space between two historic churches ensures this park would be well-loved and serve as a destination for active community members and families throughout the year.



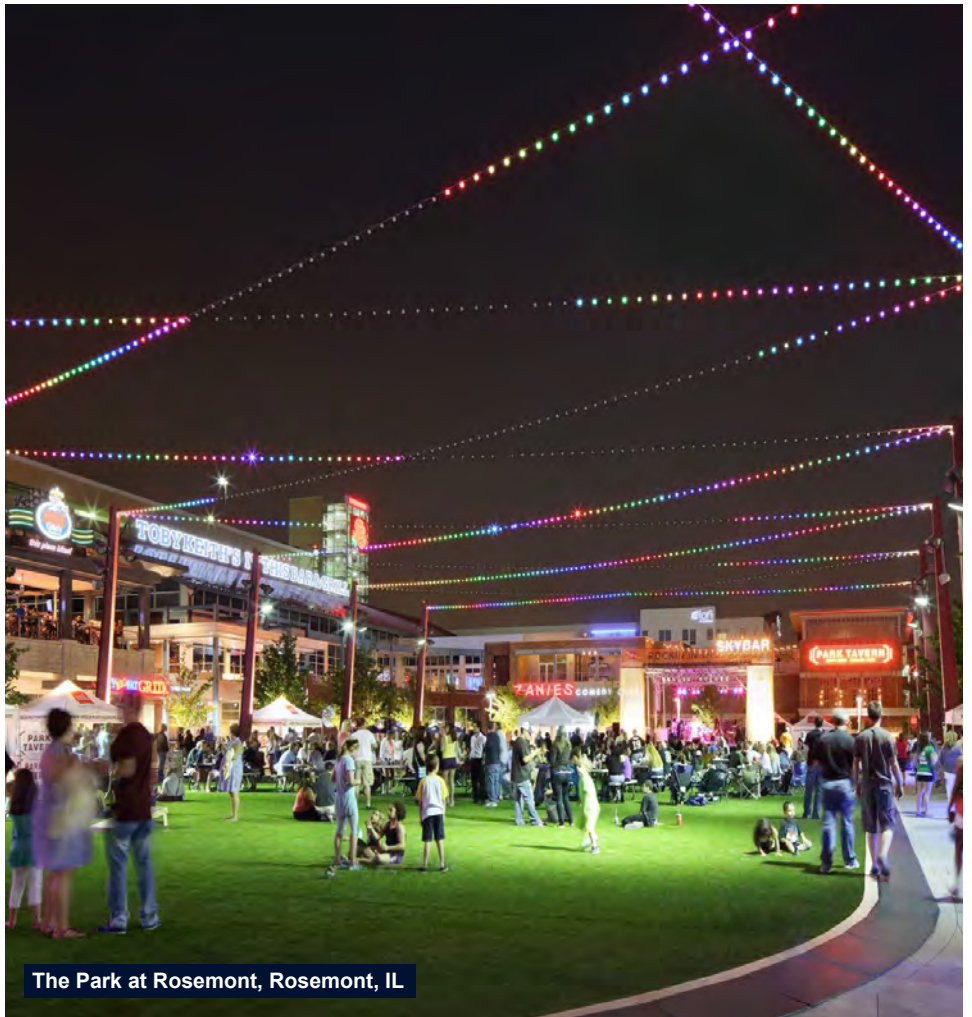
Levy Park, Houston, TX



Brochstein Pavilion, Houston, TX



Klyde Warren Park, Dallas, TX



The Park at Rosemont, Rosemont, IL



Grand Park, Los Angeles, CA





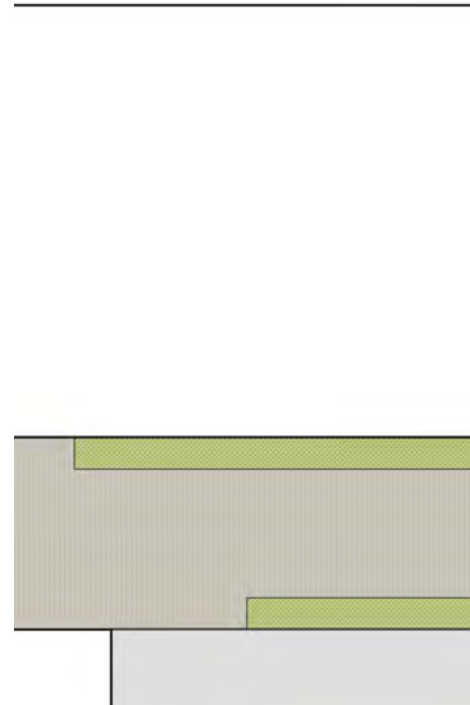
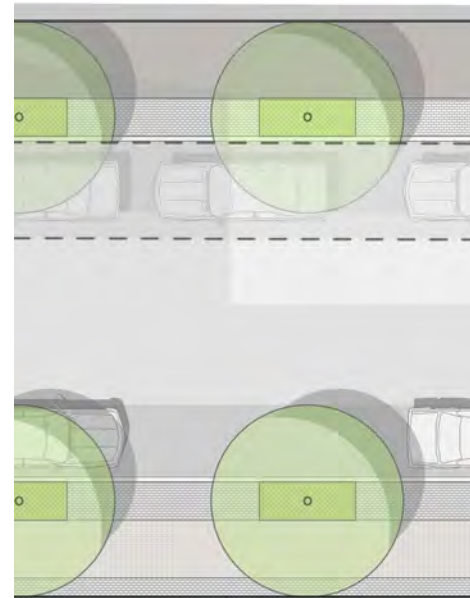
Beaubien Pocket Park

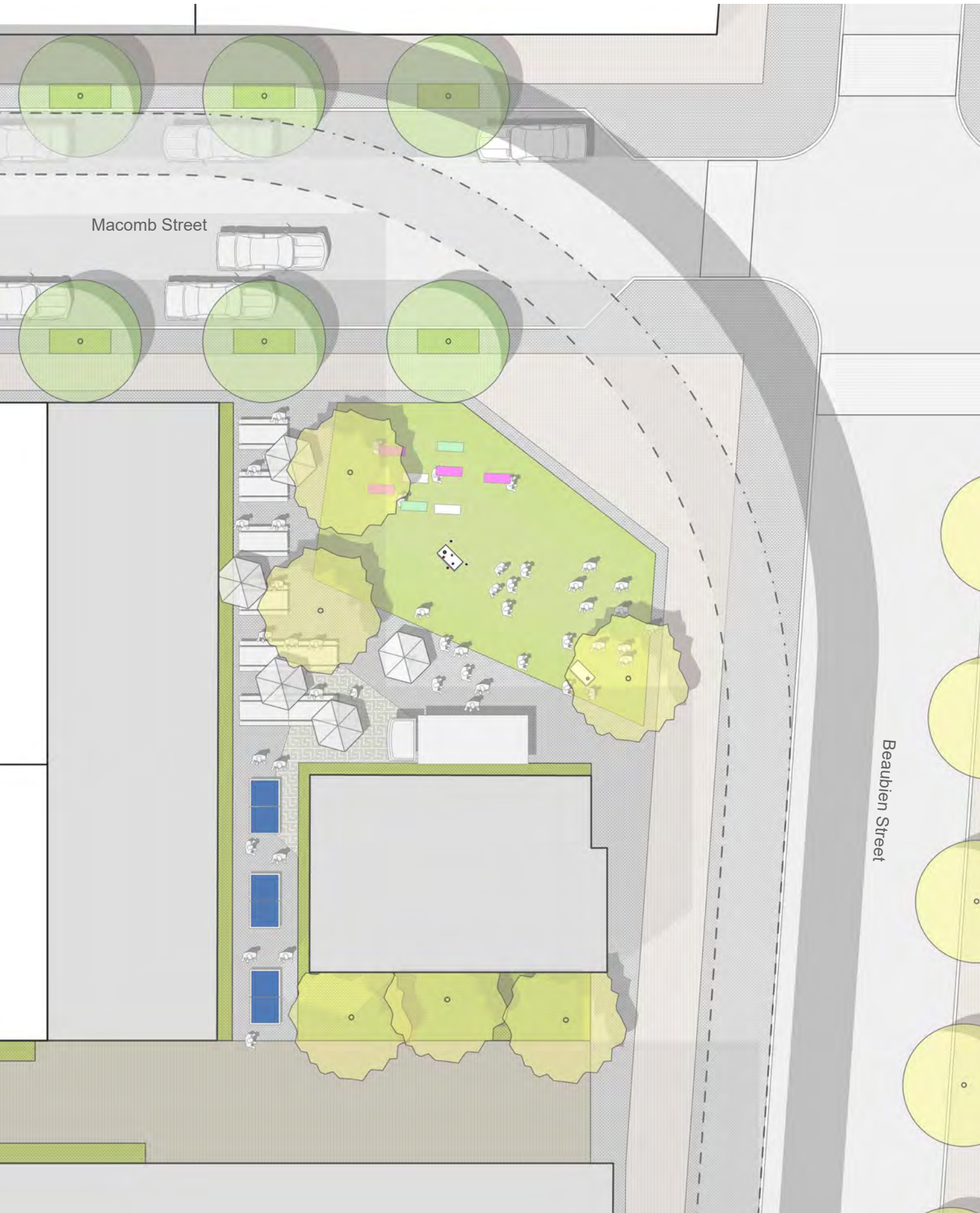
A Canvas for Creative Activation

The small parcel at the corner of Macomb and Beaubien Streets presents an opportunity to create a special space within Greektown that is unique to the neighborhood. The defining feature of this small parcel—and one of the reasons this corner site has been left vacant for so long—is its encasement by surrounding structures and the winding rail of Detroit’s People Mover.

This space, with its blank facades, corner site, and funky rail line feature can be easily reimagined as a spot for creative intervention with Greektown. The small scale of the site differentiates it from other park proposals within the plan and limits its range of activities to small gatherings such as those created by art installations, food trucks, beer gardens, and other temporary activation strategies.

This space has the potential to become a much-loved and community-focused attraction within Greektown, where many of the neighborhood’s most characteristic elements collide.





Macomb Street

Beaubien Street

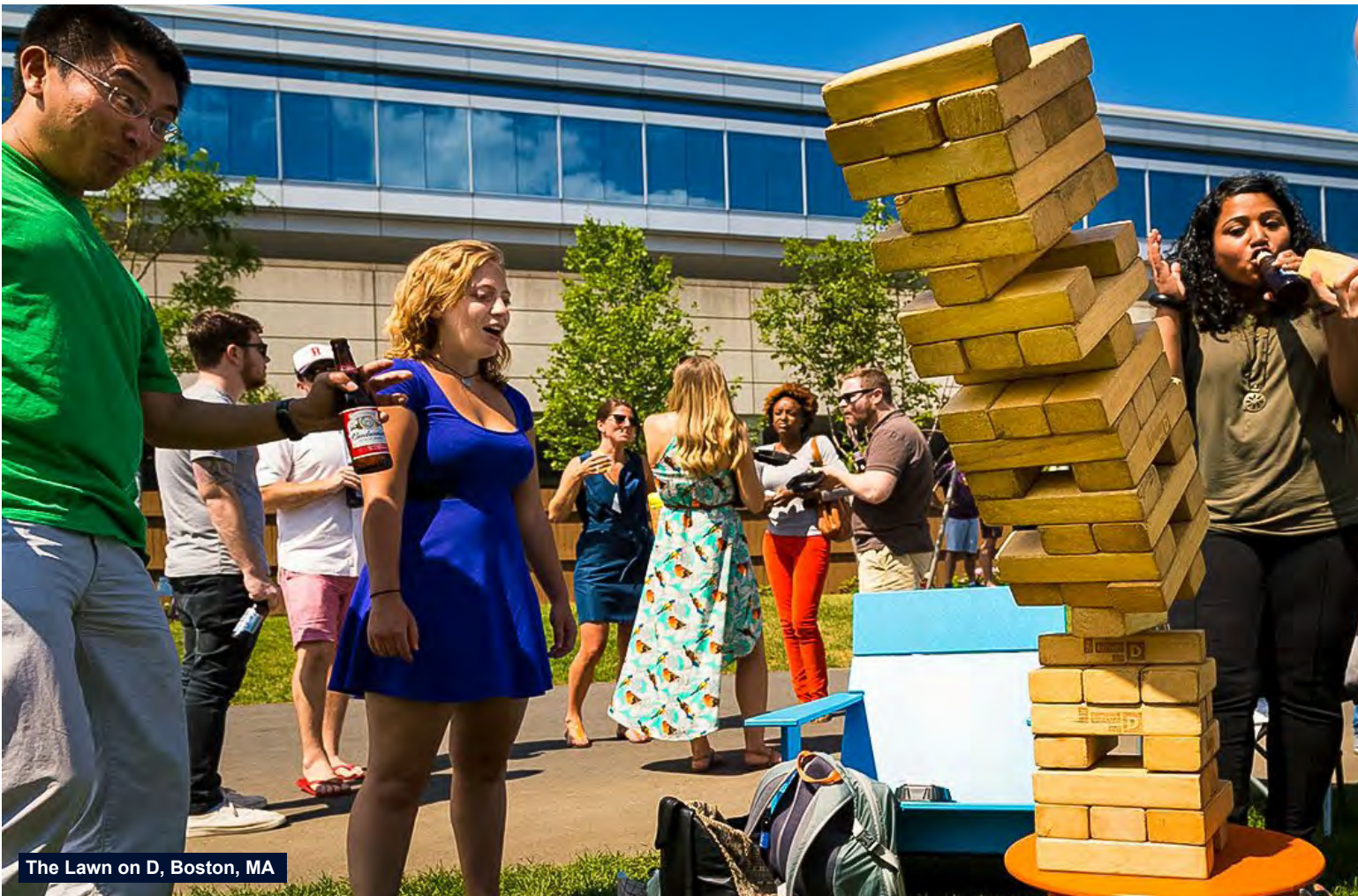
Beaubien Pocket Park

A Small, Flexible Urban Space

Small, experimental, and pop-up-programmed spaces have been very popular in cities across the world. These spaces have become interesting experiments for planners, designers, and public officials as they offer community members opportunities to customize and test new ideas. City leaders can learn the preferences and patterns of users, and can often partner with private companies to generate revenue from programming.



Outdoor Circuit Training



The Lawn on D, Boston, MA



Trillium Summer Beer garden, Boston, MA



The 606, Chicago, IL





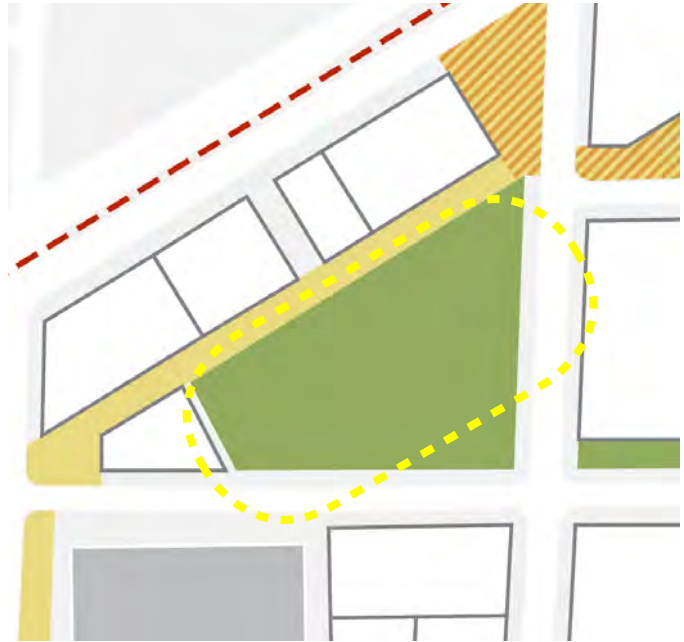
Framework Vision Open Space Scale Comparisons

An Open Space Palette that will be Familiar to Detroiters

This framework vision imagines a variety of new open spaces and pedestrian experiences for Greektown and downtown Detroit. While the details and uses will be unique to the neighborhood, the size and quality of these spaces are inspired by some of the city's best places.

A quick review of some of downtown Detroit's most popular and beloved parks and plazas will reveal similarities that will be helpful to those who aim to understand how Greektown's open space network might function and who it might serve.

Clinton Park



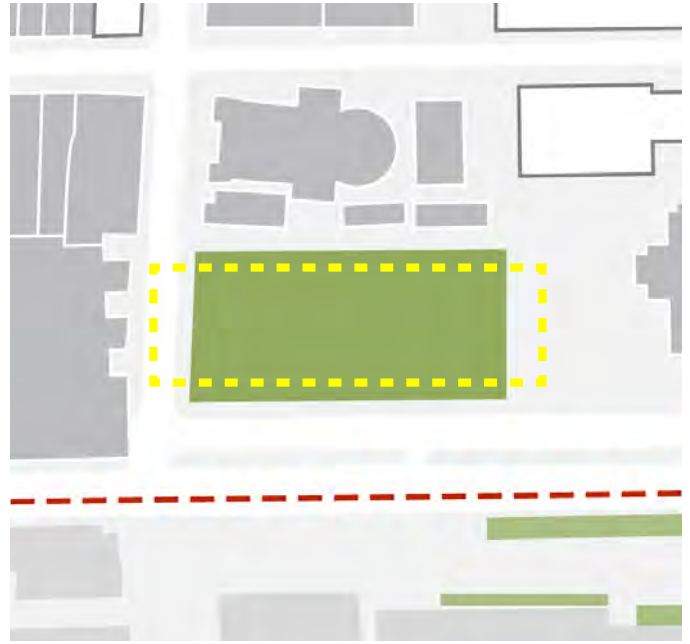
Campus Martius



Gratiot Triangle



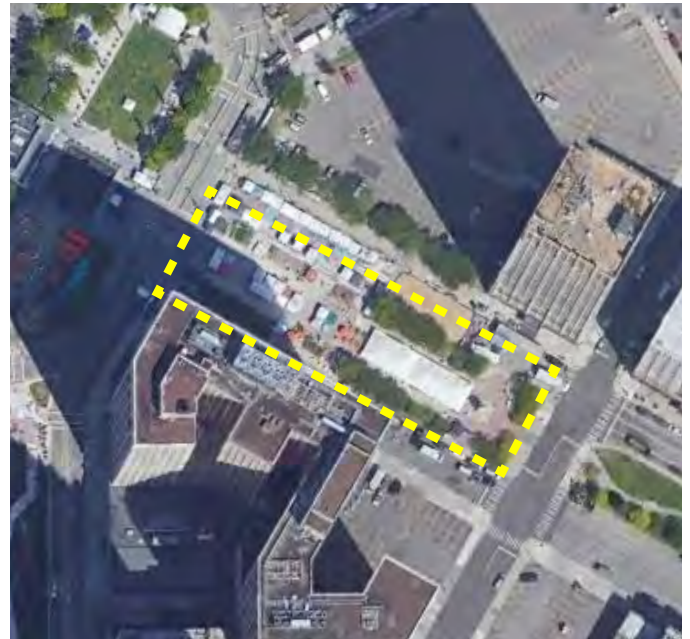
St. Antoine Park



Lafayette Greens



Cadillac Square



Parking Garage Screening

Turning Boring Walls into Canvasses

Parking garages are vital to the success of urban districts as they provide an efficient solution to the problem of parking in dense urban areas. As more of Greektown's surface lots transition to development, new garages may be needed. One solution for treating the otherwise blank facades of these structures is installing a screening system.

Garage screening systems can add colorful and dynamic visuals to an urban district. These enormous canvasses can host graphic prints, architectural screens, interactive displays, greenery, lights, and even operable panels that respond to light and wind.



Westin Hotel, Los Angeles, CA



Eskinazi Hospital, Indianapolis, IN



Rice University, Houston, TX



Santa Monica Civic Center, Santa Monica, CA

Greektown's Streets

A New Generation of Great Streets

Greektown's streets are some of the neighborhood's greatest assets. The existing street network represents centuries of history in the city, reflecting alignments organized in some of the city's earliest plans and changes reflecting some of its latest. Elements of their historic character can easily be identified by walking any of the streets that still host older development. The streets are narrow, with development pushed close to the edge. This is typical of pre-automobile urban development, and creates a unique and charming pedestrian environment when handled correctly.

In relatively recent history, Greektown's narrow streets were converted to one-way traffic to allow for greater traffic capacity heading in a single direction. This tactic was often employed in congested downtown environments in American cities. Unfortunately, time has revealed these strategies to be flawed, as they often create confusion on behalf of drivers who are unfamiliar with the street orientations and quickly get lost or frustrated as they attempt to enter, exit, and traverse a district like Greektown.

The framework plan aims to resolve some of those issues with some of the key principles of 21st century street design. First, Greektown's historic street network is reconfigured to once again allow two-way traffic on most streets. This is a change that is already being considered by MDOT and will solve many issues of congestion and confusion that result from the current one-way alignments.

The plan also calls for stronger pedestrian design for key corridors, including Monroe Street, Brush Street, Beaubien Street, St. Antoine Street, and Gratiot Avenue. Reconstructing these important connections to accommodate current and future foot traffic in Greektown will create a better experience for visitors and those meandering Greektown before and after games and events. The new streets will prioritize multi-modal mobility, easy pedestrian flows, and spill-out space for restaurants and shops.





Golden Fleece
RESTAURANT
SHISH KEBOB * BEER & WINE

COLD STONE
CREAMERY

THE GUYS

LEVEL

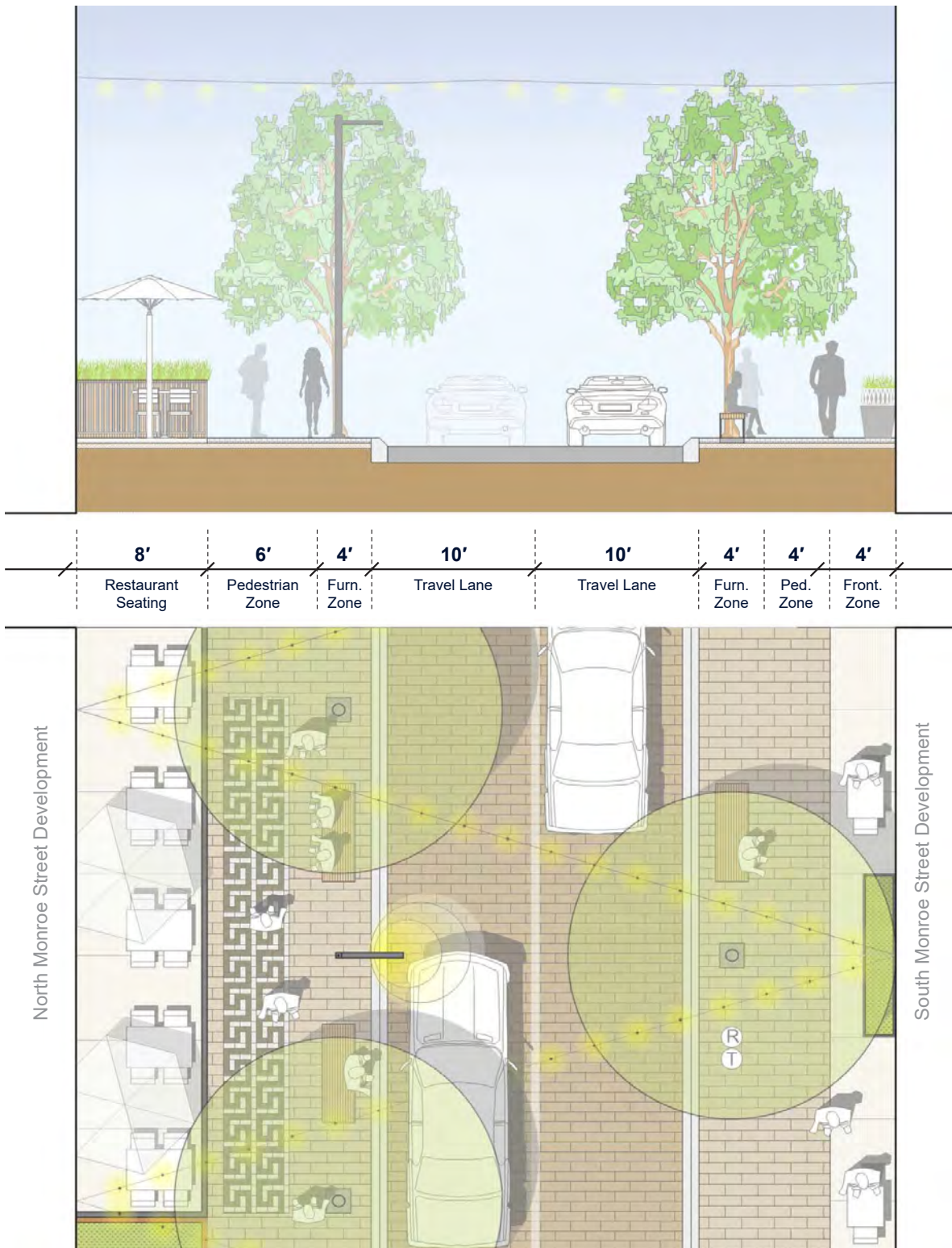
SANTORI
ESTATOR

LEVEL
ROOFTOP

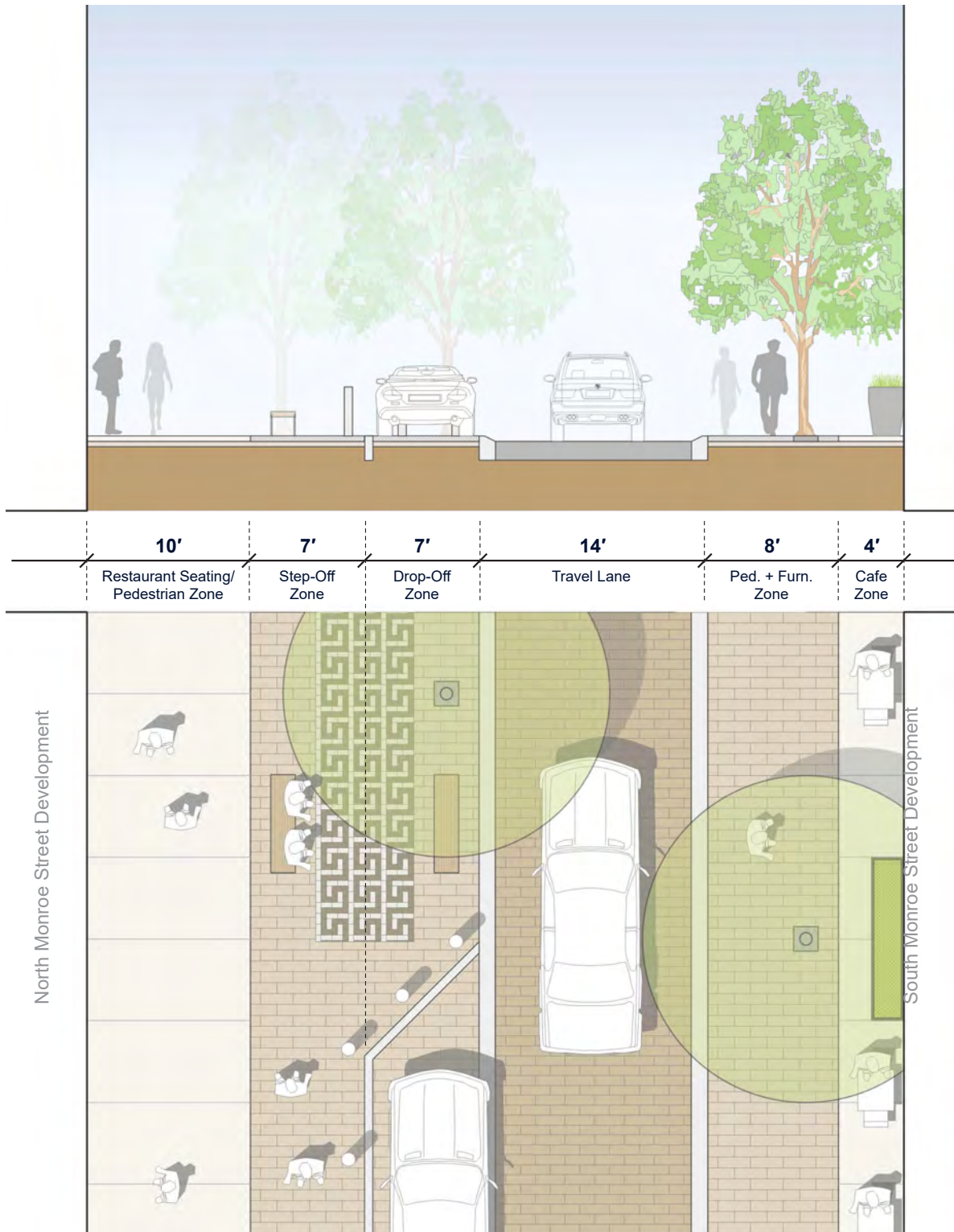
DETROIT
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Happy Hour
4-7

Tito's

Happy Hour
4-7
SMASHES
RAFTS



Monroe Street Two Lane Option (typical condition)



Monroe Street One Lane Option (with pick-up/drop-off area)

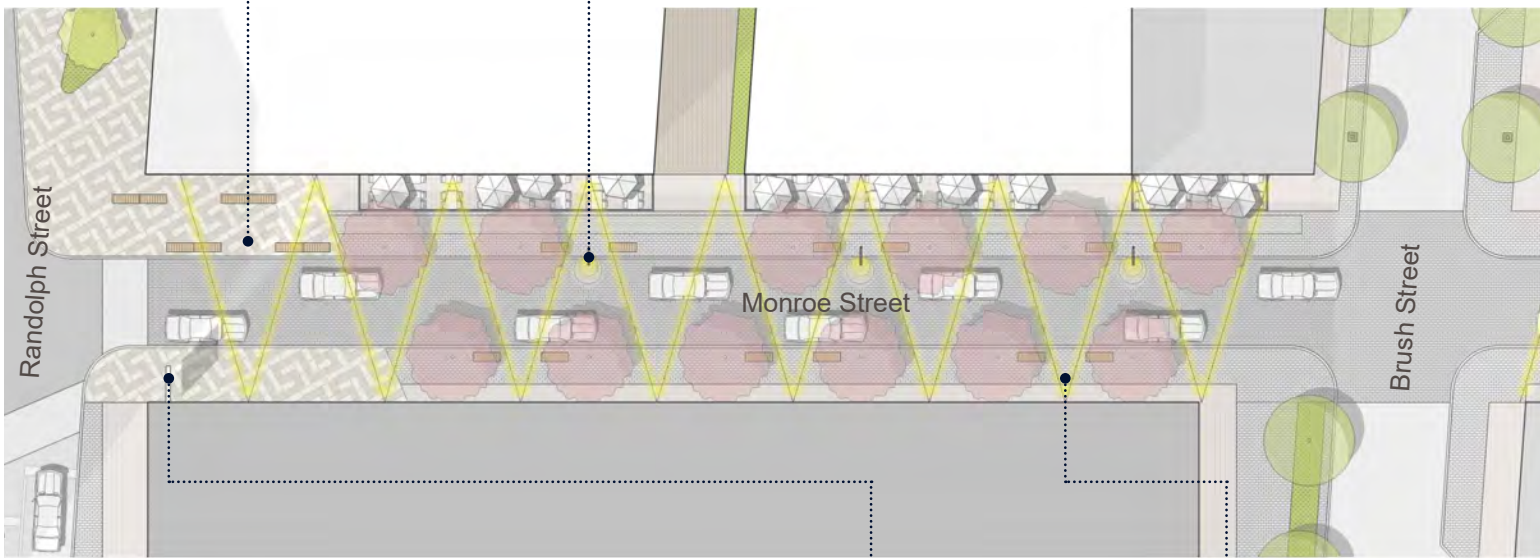
Monroe Street (West)



Plaza Seating



Street Lighting (20' H)



Gateway Signage



Existing Festoon Lighting (20'H)

Two Lane → One Lane

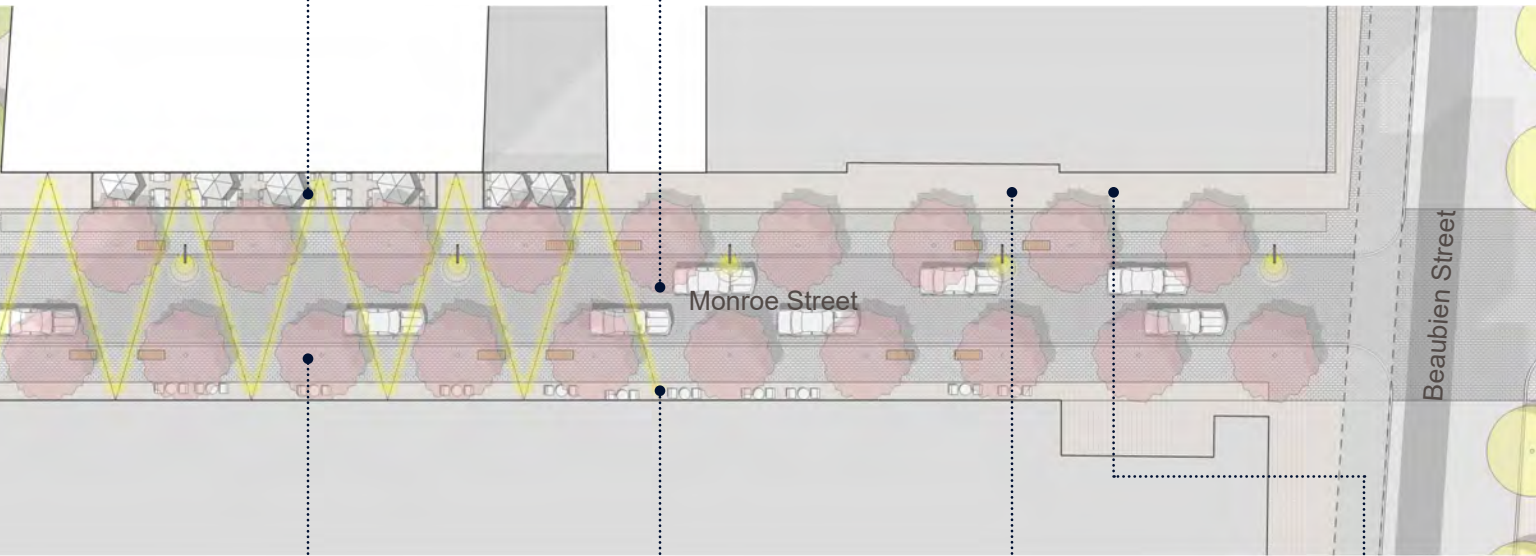
The framework vision prioritizes the pedestrian realm of Monroe Street, as it currently serves as Greektown’s predominant pedestrian destination. In the earliest phases of implementing this plan, Monroe will remain two lanes, to allow for flexibility for traffic and pick-ups/drop-offs. In the longer term, converting Monroe Street to one lane with dedicated pick-up/drop-off areas will allow for an expanded and enhanced pedestrian realm. This enables wider sidewalks, more seating, and more space for street furniture such as trees and benches.



Restaurant Seating



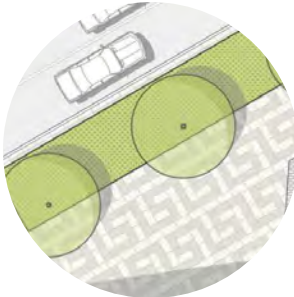
Benches to Calm Traffic



**Street Trees
(30' on center)**



Bistro Seating



**Greektown
Specialty Paving**



Furnishings

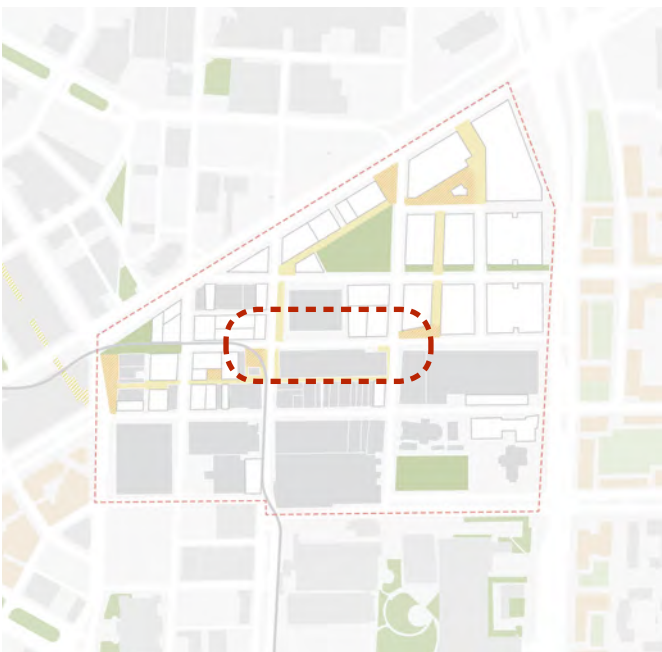
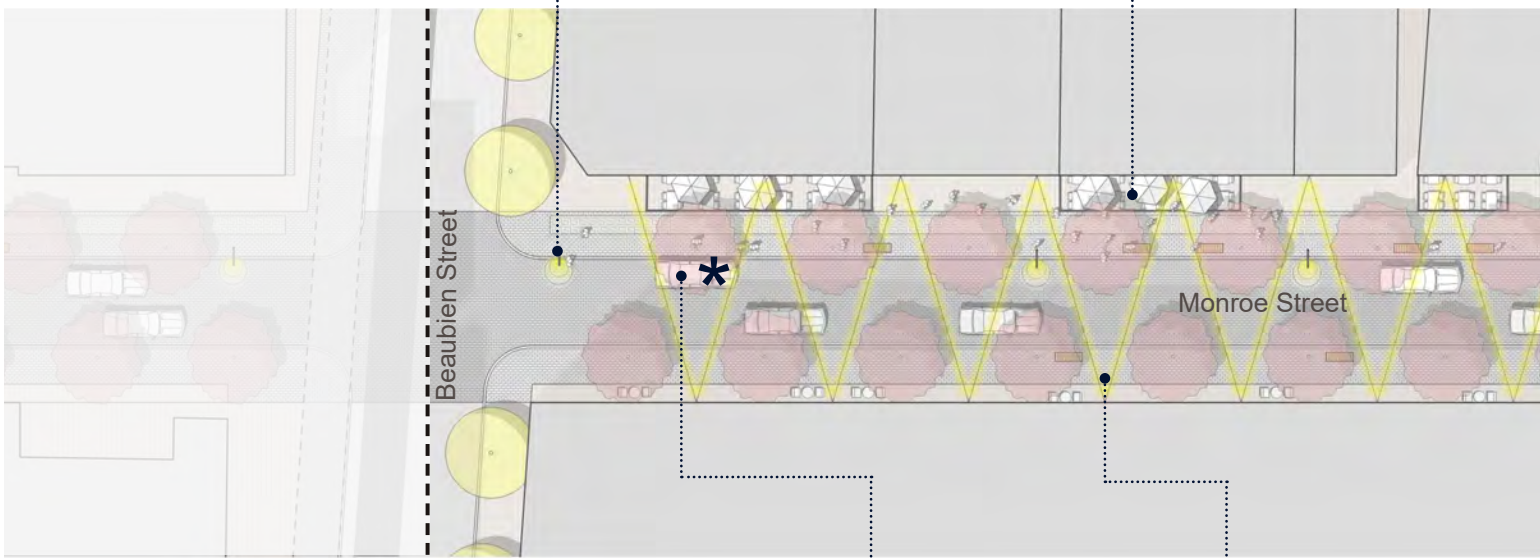
Monroe Street (Center)



Street Lighting (20' H)



Restaurant Seating



Restaurant Loading/Deliveries

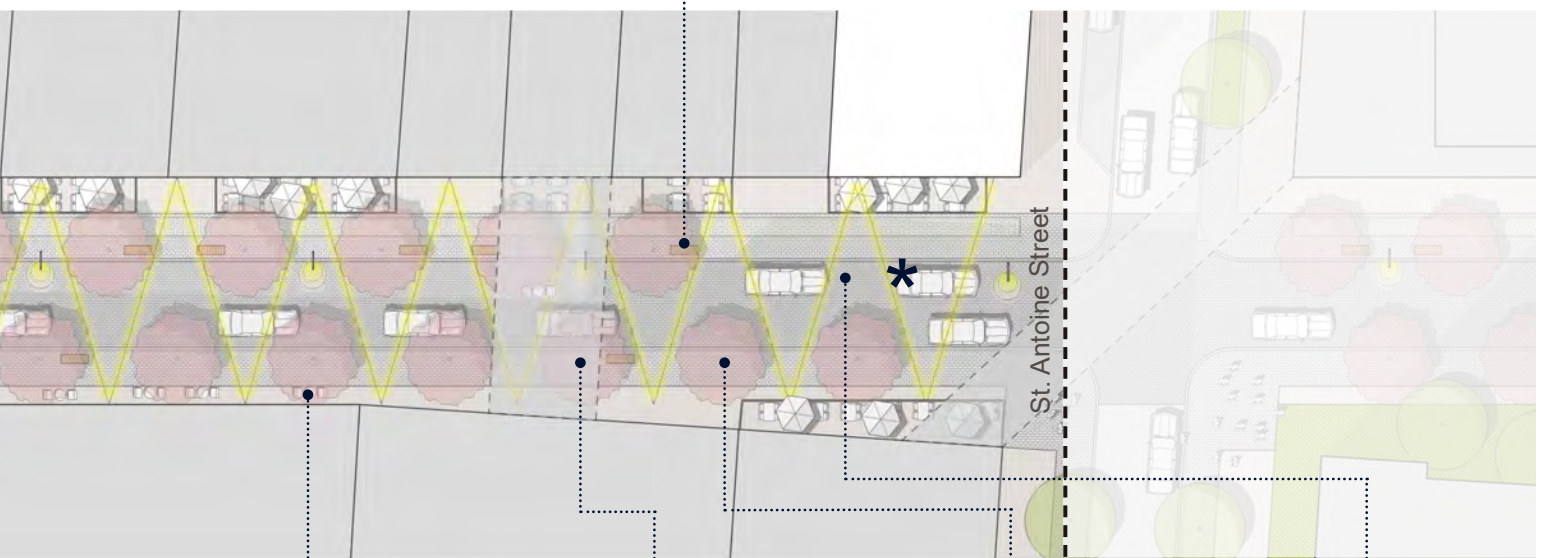


Existing Festoon Lighting (20'H)

* Exact pick-up/drop-off locations to be determined with final street design.



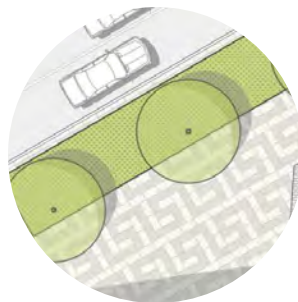
Benches to Calm Traffic



Bistro Seating



**Street Trees
(30' on center)**



**Greektown
Specialty Paving**



**Restaurant
Loading/Deliveries**

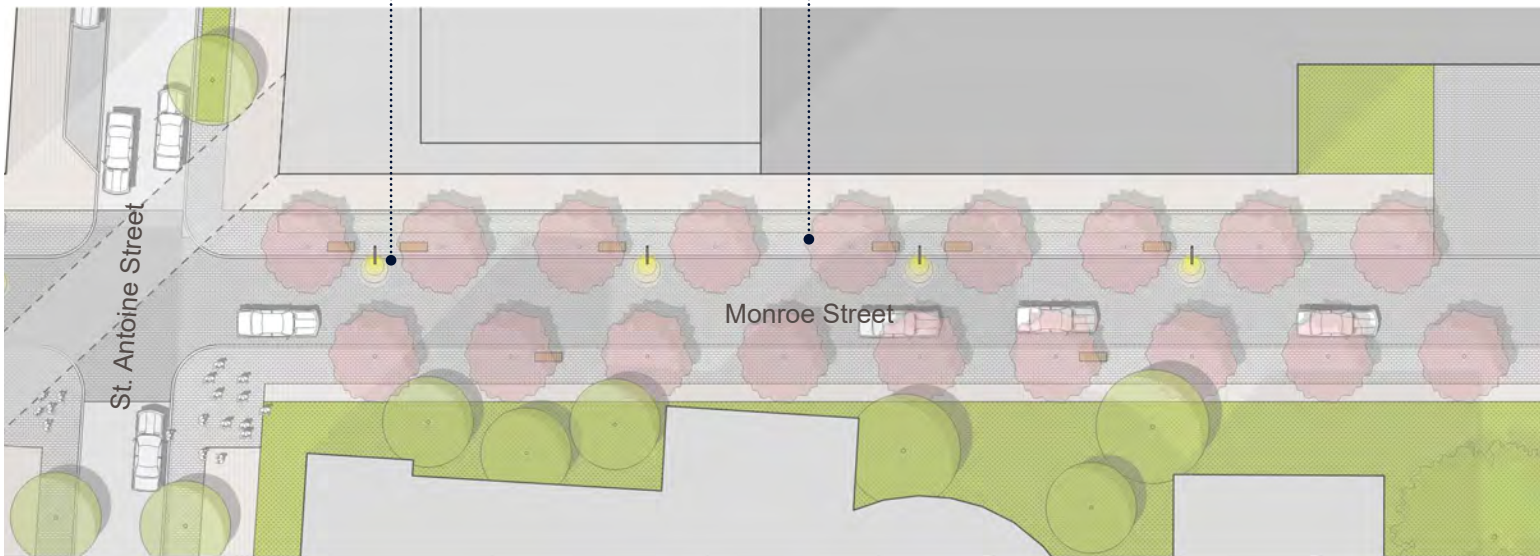
Monroe Street (East)



Street Lighting (20' H)



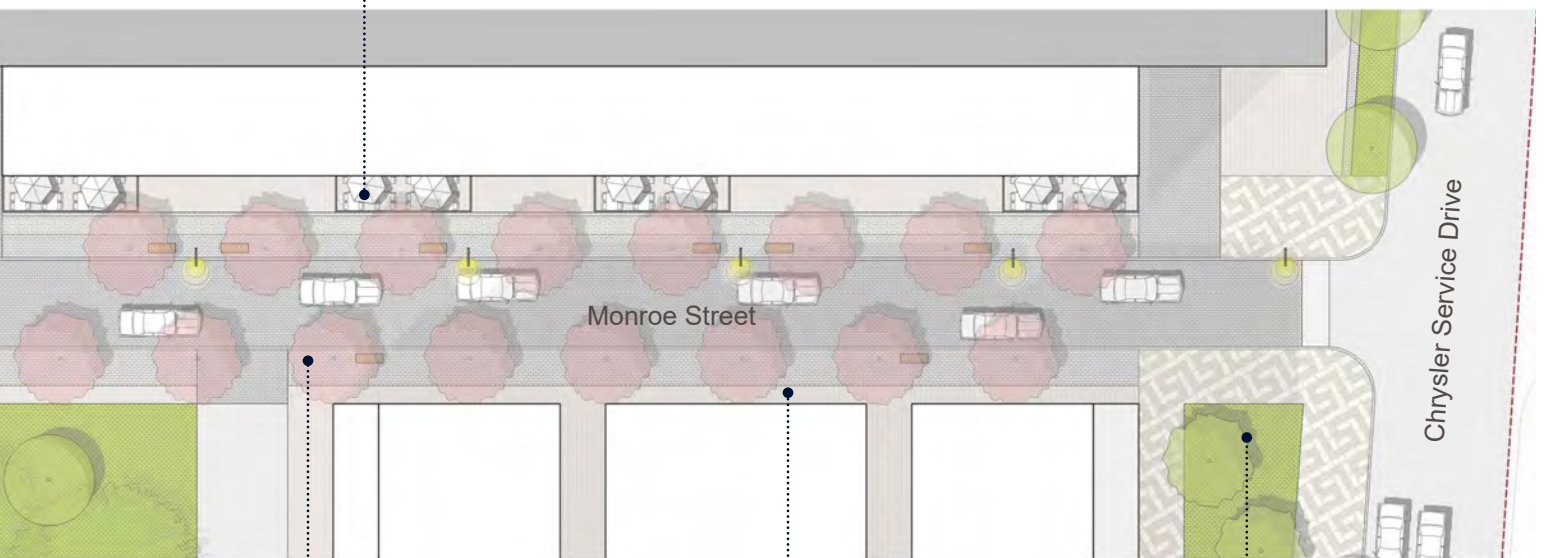
Benches to Calm Traffic



Monroe Street, 2018



Restaurant Seating



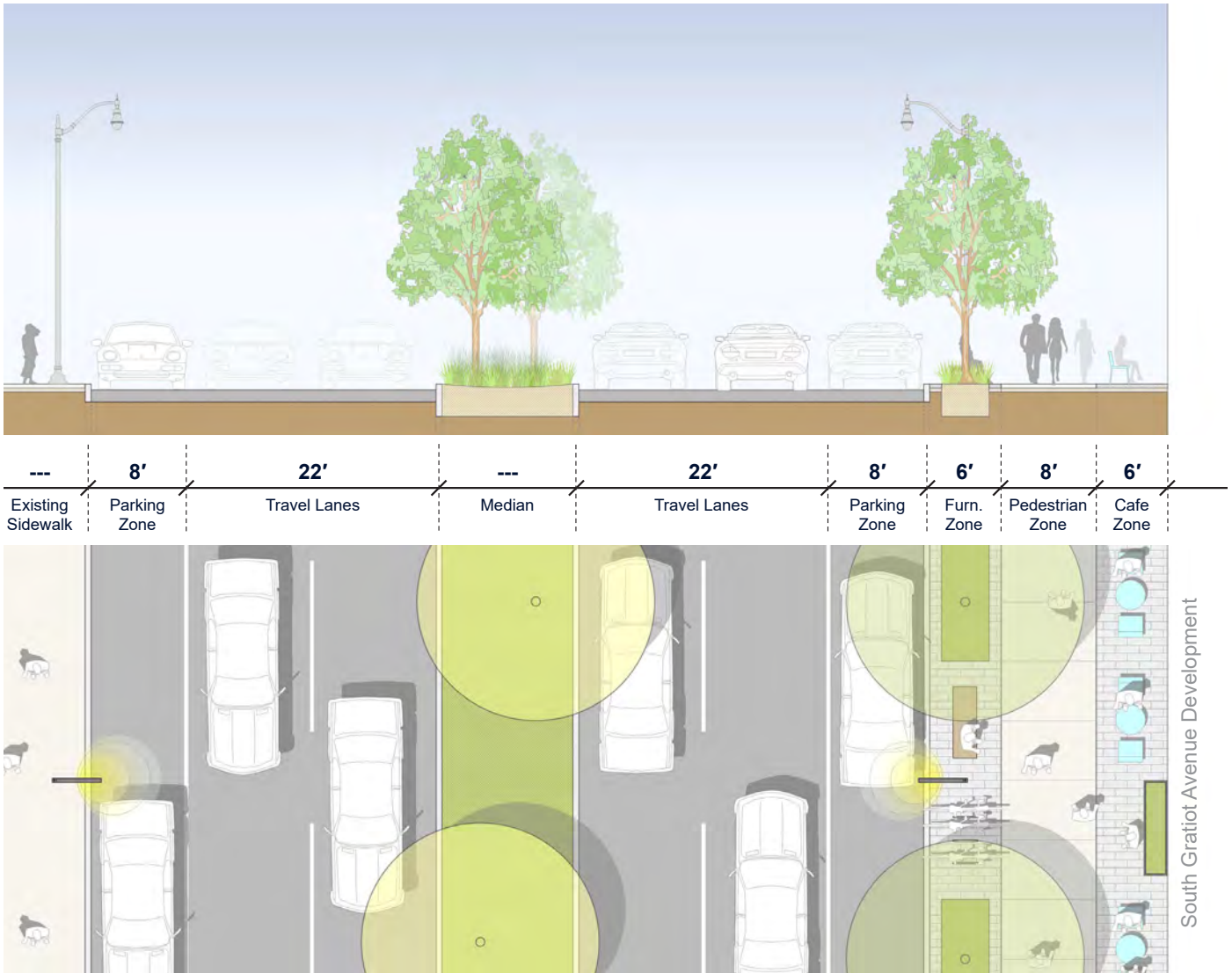
**Street Trees
(30' on center)**



Bistro Seating

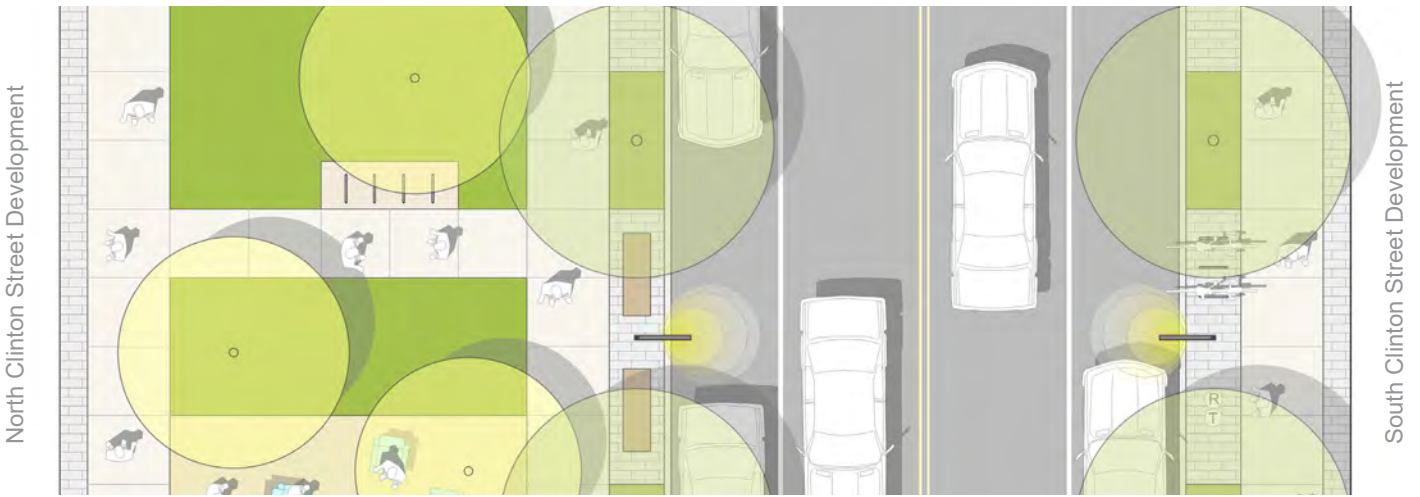
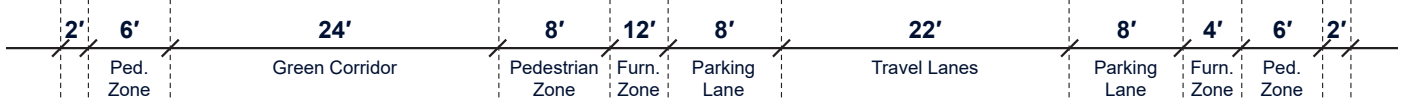


Gateway Signage



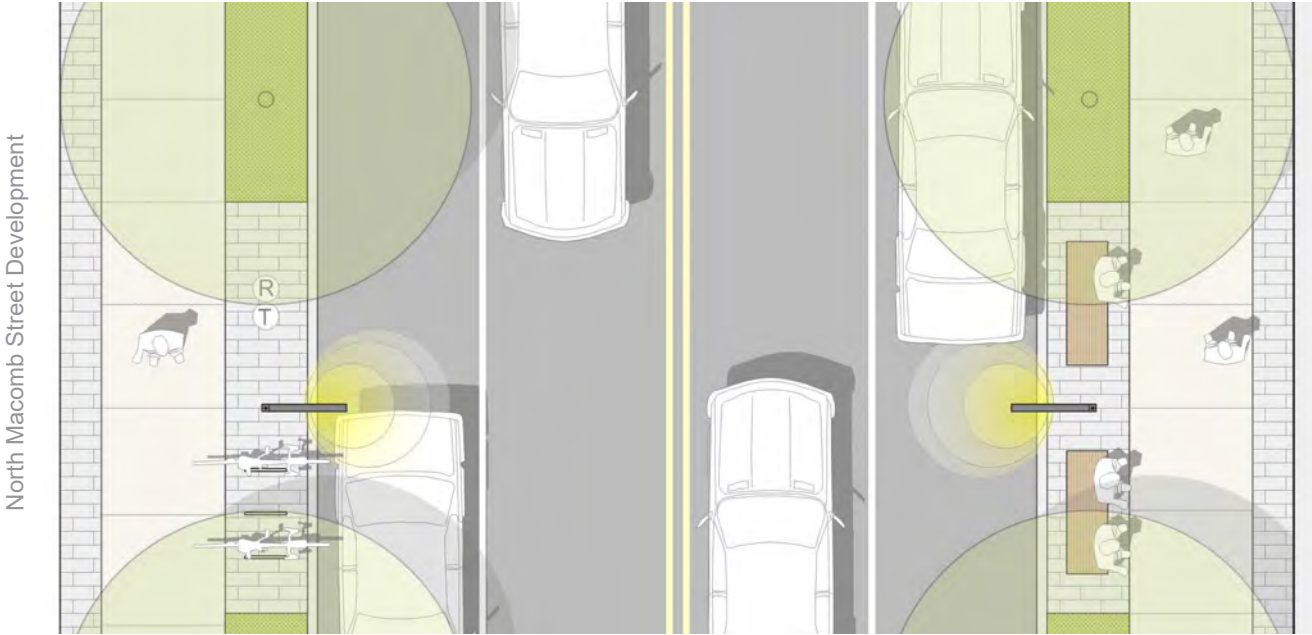
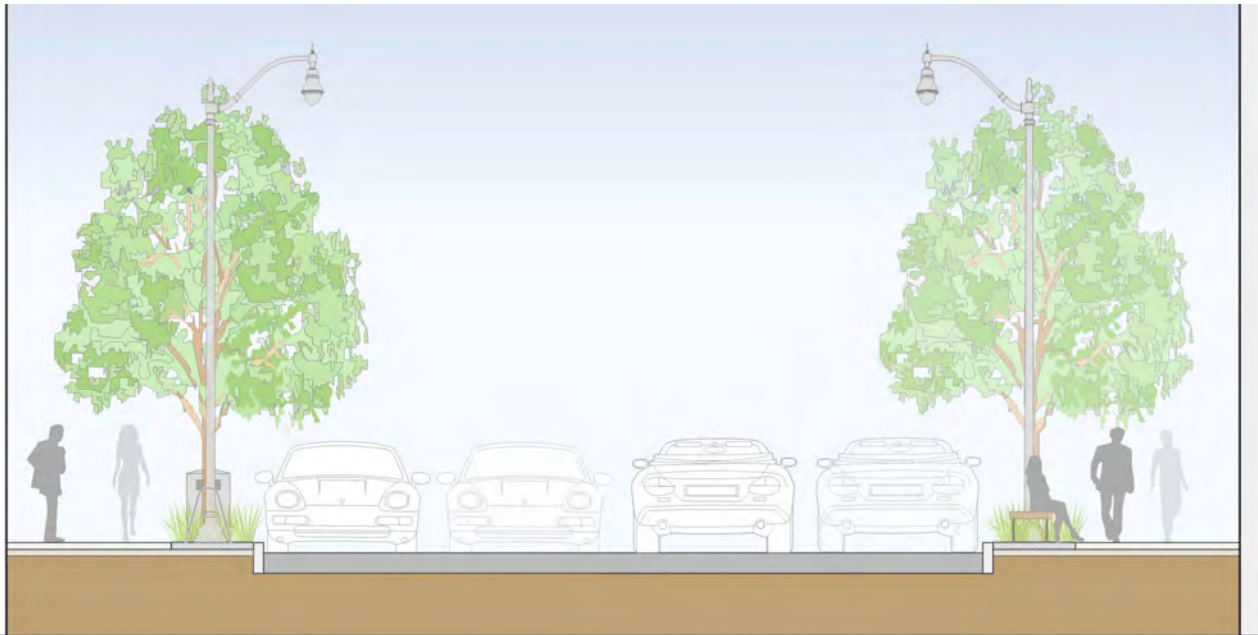
Gratiot Avenue





Clinton Street



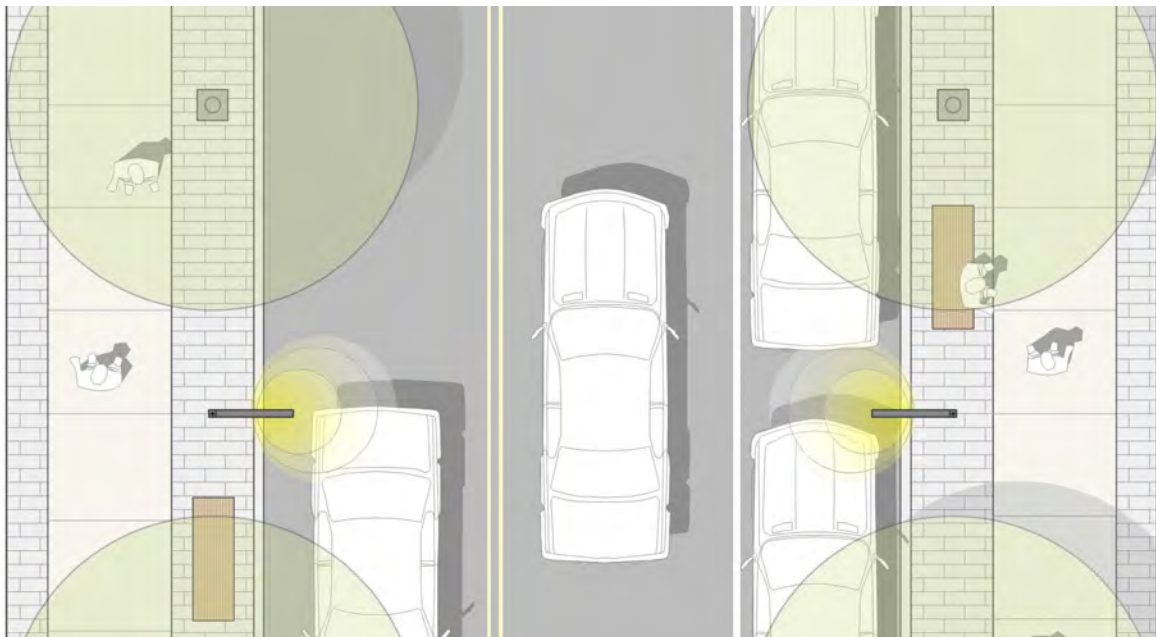


Macomb Street





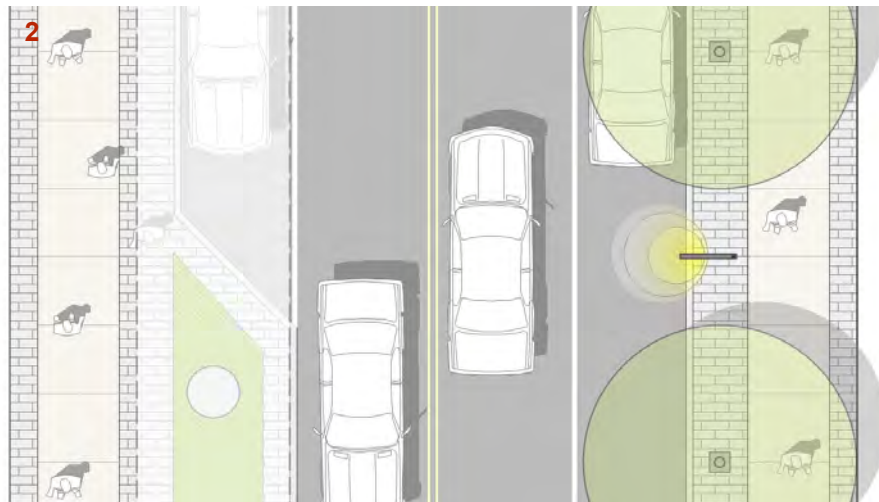
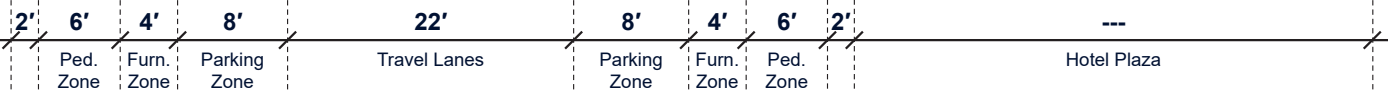
West Brush Street Development



East Brush Street Development

Brush Street

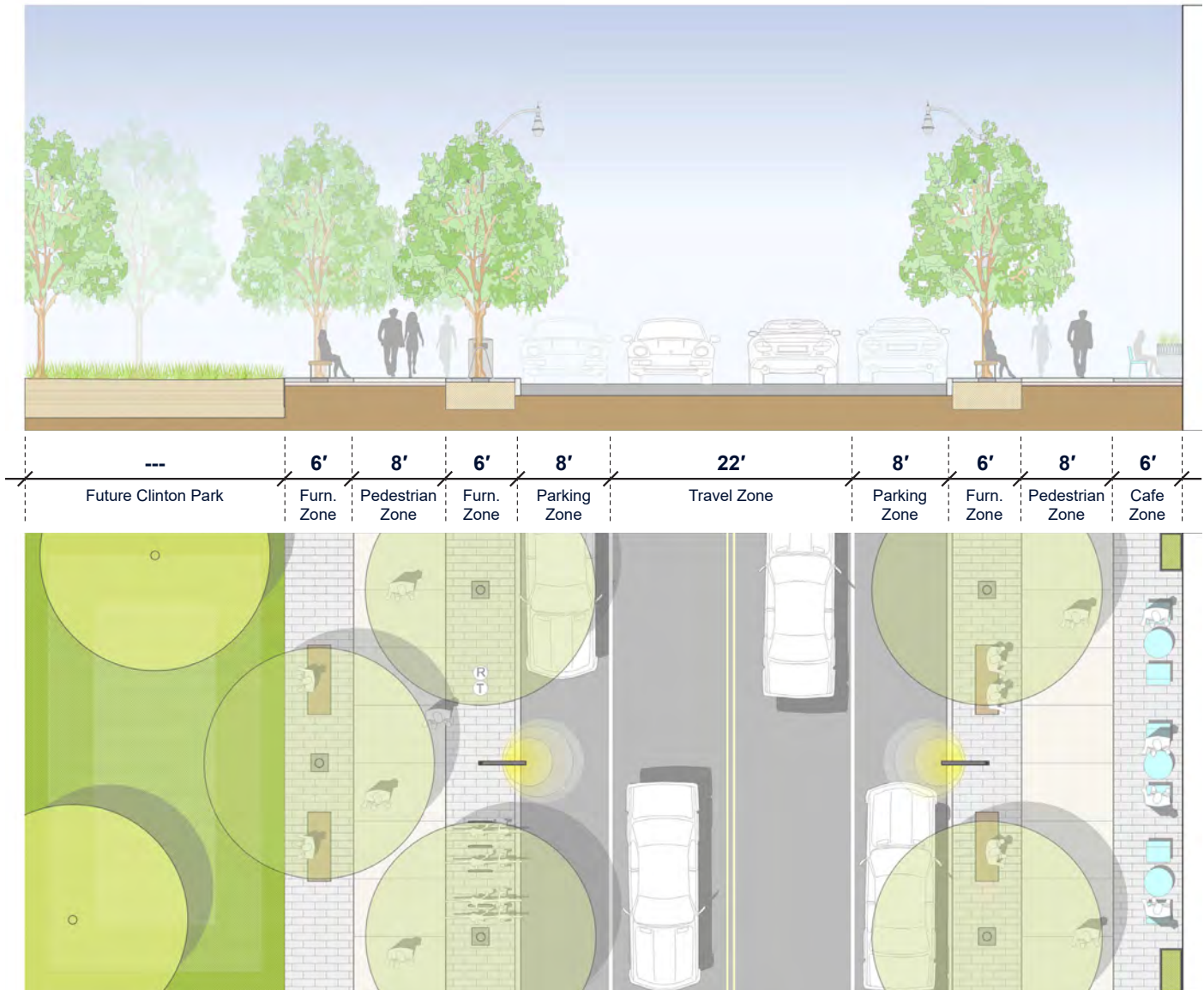




Baubien Street with Parking Under the Detroit People Mover



Baubien Street



St. Antoine Street





Implementation & Phasing

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Historic Asset Recommendations





Opportunities for Historic Designations

Greektown being a historic neighborhood and contributor to the fabric of downtown Detroit, there are several opportunities for buildings and areas to explore preservation status and recognition offering benefits to redevelopment efforts.

	National Register of Historic Places Applicable to Greektown and Randolph Street	State of Michigan Historic Markers There are three existing State Historic Markers in Greektown	City of Detroit Historic Designation Currently no designation in Greektown
Benefits	<ul style="list-style-type: none"> 20% Rehabilitation Tax Credit (optional) 	<ul style="list-style-type: none"> Honorary Green historic marker A dedication ceremony is good publicity 	<ul style="list-style-type: none"> This insures to preserve the architectural character and unity of the district State legislation may re-instate the 5% State historic preservation tax credit
Requirements	<ul style="list-style-type: none"> Work must follow the “Secretary of the Interior’s Standards” Planned work is reviewed by the State Historic Preservation Office and the National Park Service The work must be “substantial” – in other words, a comprehensive renovation 	<ul style="list-style-type: none"> State markers are initiated by the property owner The Michigan Historical Commission writes, reviews and approves the markers Property owners pay for the marker (costs between \$2,000 - \$4,000) 	<ul style="list-style-type: none"> The Detroit Historic District Commission reviews all exterior work Building permit applications for work trigger the Historic District Commission review Most permit reviews are by the HDC staff, who review items Larger projects go before the HDC Commission at their monthly meeting
Procedures	<ul style="list-style-type: none"> Property owners can hire a historic preservation consultant to write applications Planned work is reviewed by the State Historic Preservation Office and the National Park Service Work should not begin before approvals 	<ul style="list-style-type: none"> Contact the Michigan Historical Commission staff Provide the staff with proposal forms and history 	<ul style="list-style-type: none"> The City of Detroit Historic Designation Advisory Board (HDAB) authors a designation report The HDAB process takes approximately one year Approval is by City Council – Council has input on designation

Historic Asset Recommendations

1. List the existing Greektown and Randolph Street Commercial Buildings National Register Historic Districts on the City of Detroit’s “Historic Landmarks and Districts.”

- City Historic District Commission reviews all building permit applications for exterior alterations to properties within the district
- Ensures that culturally-significant structures will be preserved for future generations
- Preserves architectural unity and physical characteristics of the neighborhood while promoting improvement

2. Amend the existing Greektown Historic District National Register of Historic Places nomination to include 501 Monroe Street (Santorini), the Second Baptist Church Community Center, and the three structures comprising the Old Shillelagh bar.

- 501 Monroe Street was built in 1949 and has contributed to the fabric of Greektown ever since
- The Second Baptist Church Community Center was built in 1968 and designed by the prominent Detroit-based African-American architect, Nathan Johnson
- Historic district boundaries can be expanded to include Old Shillelagh
- Inclusion of these properties will make them eligible for federal historic tax credits

3. Nominate the former Detroit Police Headquarters building (1300 Beaubien Street) as a National Register of Historic Places district.

- Listing this property will make it eligible for federal historic tax credits for restoration and reuse

Development Feasibility





Development Feasibility Analysis

An active streetscape along Greektown's key corridors such as Monroe, Brush, and Macomb Streets is critical to the success of the neighborhood as a whole.

- Key corridors have significant gaps in the streetscape with unprogrammed surface lots.
- Surface lots are only fully utilized during events, indicating potential capacity for redevelopment.
- The intersection of Macomb and Brush is surrounded on all sides with surface lots, cutting Greektown off from the stadiums to the north, and downtown to the west.



Opportunities Resulting from Active Greektown Streetscapes



**Create strong connections between
Greektown and adjacent neighborhoods**



**Draw users from adjacent areas to
Greektown**



Foster a sense of safety and security



Enhance neighborhood identity



Strengthen retail offerings

Development Feasibility Analysis

The market scan and urban design workshops suggest that residential uses with active ground floors are likely the most viable uses for development for the cluster of lots in the western side of Greektown.



- Strong residential market downtown that is expanding outside the core around Washington and Woodward
- Residential introduces a new type of user for Greektown that can activate the neighborhood during non-peak hours and support a variety of new and existing businesses
- Ground floor retail is critical to connecting Greektown with downtown and the stadiums
- New ground floor retail can draw in office workers from downtown, increasing exposure for existing businesses and activating the neighborhood mid-week
- Office market outside core downtown is not mature enough for new construction unless user-driven

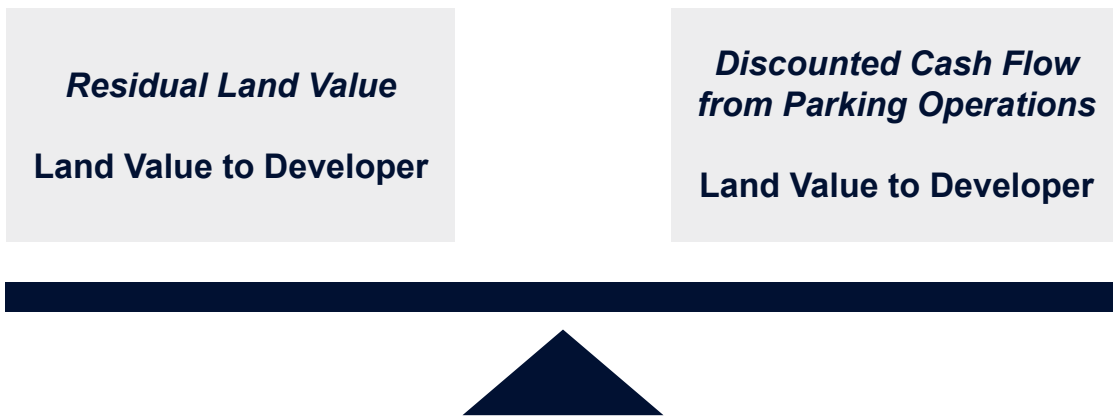
Residual Land Value

Residual land value is a commonly used measure to demonstrate potential return (or required subsidy) for development.

Residual land value is defined as the amount available for the purchase of the land (expressed on a per buildable square foot basis), after accounting for the costs of the development, including required developer profit. A negative residual land value (or feasibility “gap”) indicates that development would require subsidy.

$$\text{Development Value} - \text{Development Costs} = \text{Residual Land Value}$$

Development on vacant lots will only move forward when the land value of development is worth more than the land value to the current owners.



Introducing mixed-income housing would provide additional sources of funding and would facilitate inclusive growth within Greektown.



Unlocks new funding sources like LIHTC and city and state HOME funds



Promotes neighborhood stability in the face of rising market pressure



Ensures low to moderate income households have access to economic opportunity



Further diversifies Greektown user base

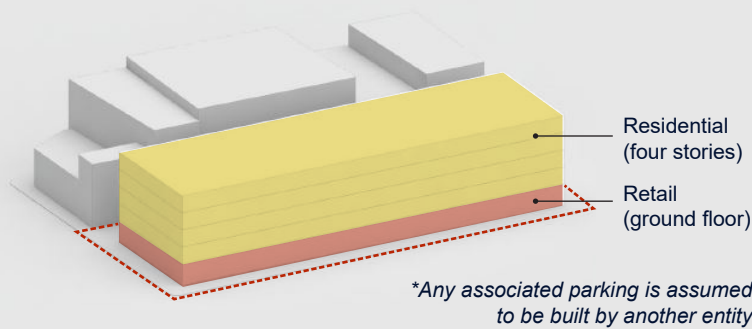
Development Feasibility Analysis

The intersection of Macomb and Brush Streets could be a key link in connecting Greektown to the surrounding area. A hypothetical development scenario was tested on one of these parcels to illustrate development potential.



- 31,000 SF footprint
- Currently used as a ~120 space surface lot
- Total site could physically support large-scale, catalytic development
- Located on a key corner within Greektown
- Split across four parcels, each owned by a different party

Scenario 1: A five-story mid-rise residential building with ground floor retail program will activate the streetscape while maintaining the relatively low-rise context of Greektown.



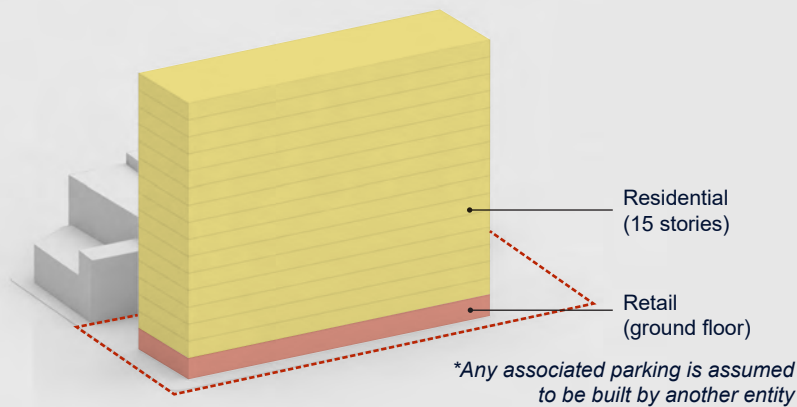
Scenario 1, assuming it is able to obtain NEZ/OPRA tax abatements, is on the edge of feasibility, depending upon the return threshold a developer requires.

Residual Land Value

\$1M - (\$580K) Total

\$32 - (\$20) PSF Land

Scenario 2: A 16-story high-rise residential tower also containing a ground floor retail program, will add a significant new user group and density to Greektown.



Scenario 2 will require subsidy to move forward, even before taking into account the cost of land, due to substantially higher construction costs.

Residual Land Value

(\$4.3M) - (\$9.4M) Total

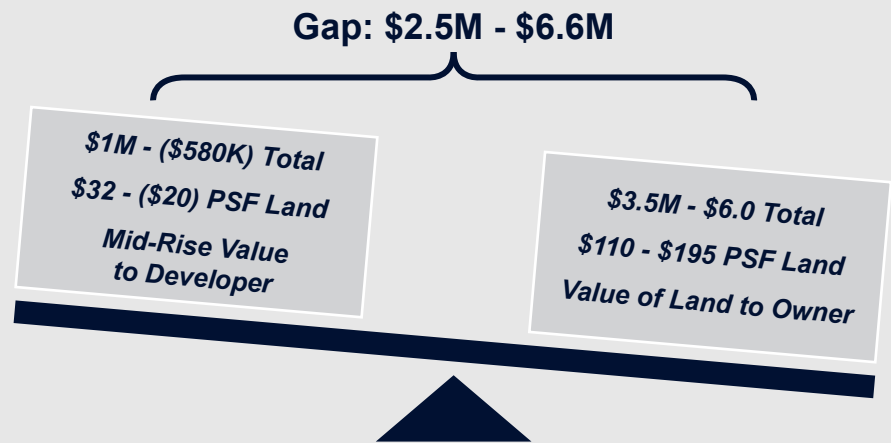
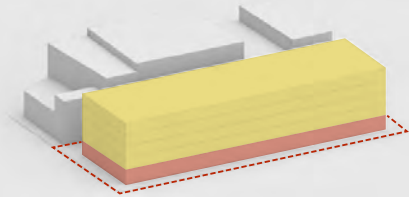
(\$140) - (\$300) PSF Land

Development Feasibility Analysis

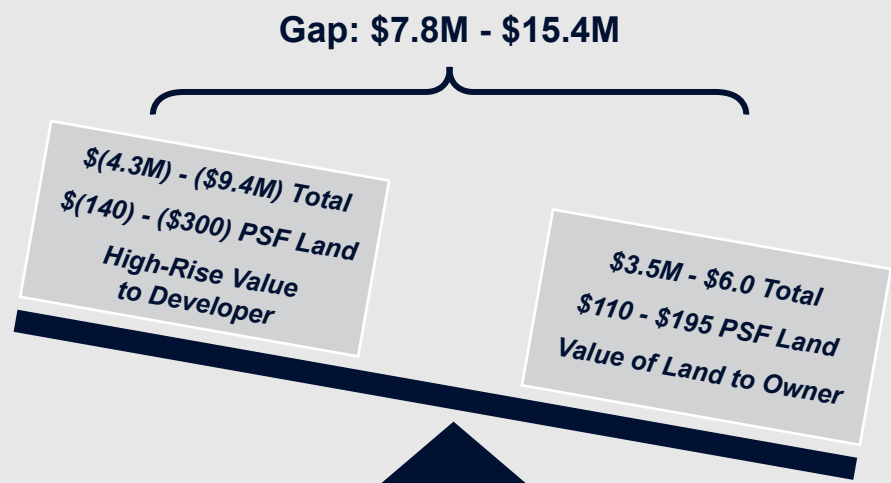
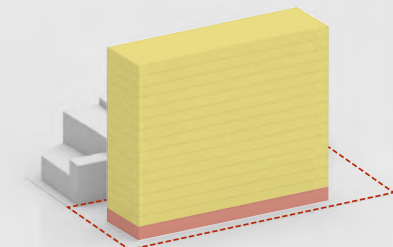
The value of the existing lots to property owners can be determined by estimating revenues and expenses, and applying a discount rate against future cash flows.

	Examples	Conceptual Values
Revenues from parking operations	<ul style="list-style-type: none"> Lions games revenues Other event day revenues Non-event day revenues 	\$12.7 PSF
— Expenses for parking operations	<ul style="list-style-type: none"> Property taxes Worker salaries Other (e.g. ticketing systems, insurance) 	(\$7.23) PSF
÷ Adjusted discount rate for cash flows	<ul style="list-style-type: none"> Discount rate for future cash flows Expected growth of cash flows (inflation) 	4.8% - 2.8%
≡ Value of existing surface parking lots		\$110 - \$195 PSF

Scenario 1: The value of surface parking lots exceeds the value of mid-rise development, largely due to the relatively high value of the operations of surface lots.

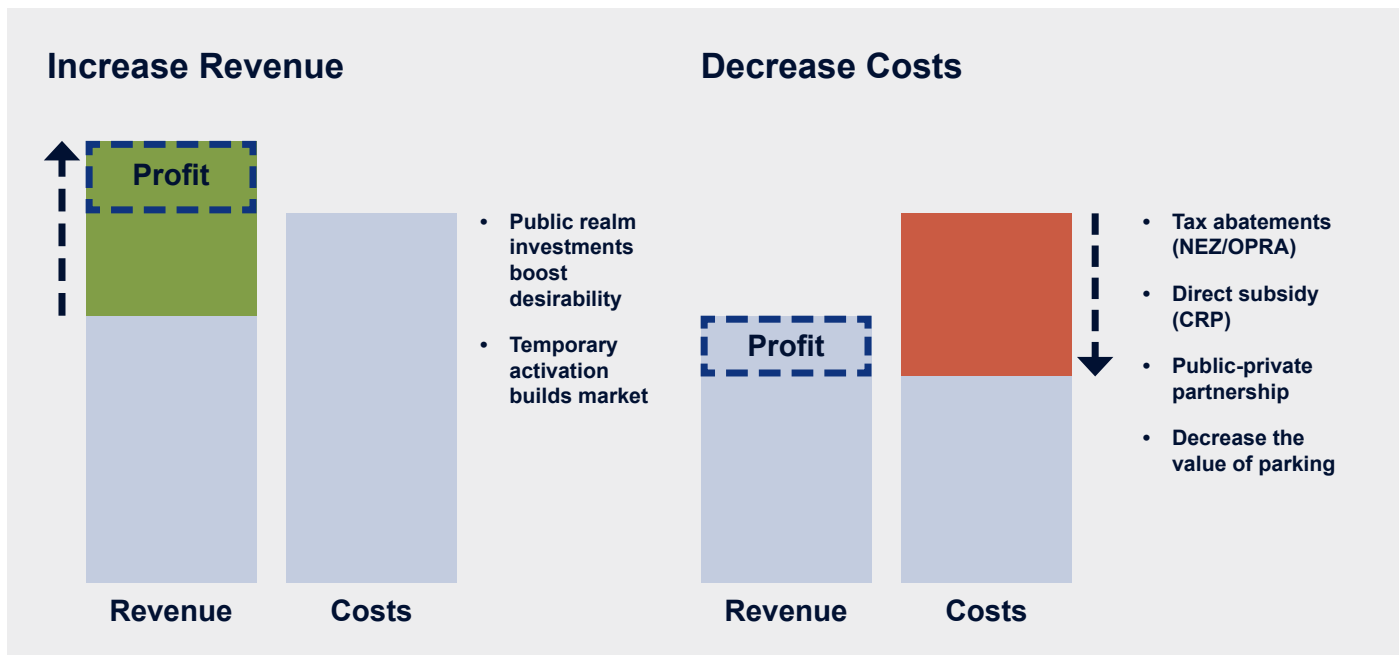


Scenario 2: The value of existing surface parking lots exceeds that for high-rise development, driven primarily by the feasibility gap in the development itself caused by high construction costs.



Development Feasibility Analysis

The economics of development can improve through either increasing development revenue, and/or reducing development cost.



Preliminary Strategies | Advancing redevelopment of surface parking lots will require close coordination between a variety of stakeholders.

Roles & Responsibilities	Preliminary Strategies
<p>Development</p> <ul style="list-style-type: none"> Ownership Consolidation Zoning & Entitlement Program & Design Incentives 	<p>Ownership Consolidation</p> <p>Public sector or private actor convenes land owners and facilitates assemblage. Owners may have incentive to pool land as the small lots are worth more collectively than they are individually. (Developer purchases land or partners with landowners)</p> <p>Zoning Changes & Entitlements</p> <p>City makes necessary zoning changes to allow for proposed density</p> <p>Program & Design</p> <p>Developer, in consultation with GPS, designs program consistent with neighborhood vision</p> <p>Incentives</p> <p>City and state create incentives package to bring development on board</p>
<p>Public Realm Improvements</p> <ul style="list-style-type: none"> Streetscape & Infrastructure Investments Programming & Temporary Activation 	<p>Streetscape & Infrastructure Improvements</p> <p>City makes necessary infrastructure improvements, including necessary replacement parking, and invests in improvements to streetscapes</p> <ul style="list-style-type: none"> • Short-term, existing parking capacity likely sufficient for development • Long-term, the city may need to consider building new parking to support further redevelopment <p>GPS provides input to the “look and feel” of the public realm</p> <p>Programming & Temporary Activation</p> <p>GPS or Downtown Detroit Partnership work to bring temporary programming to lots not ready for development</p>

Implementation Guidance





Implementation

Implementation of the Greektown Neighborhood Framework Vision will require a strong commitment from stakeholders and public officials and financing/phasing strategies that are appropriate for the Detroit context.

The western side of Greektown was selected as the area for first-mover development due to a variety of factors.

Criteria	Evaluation
Site Control	Scattered ownership, but no more scattered than alternative development sites
Size	Combined lots are large enough for a significant development
Cost	Mid-rise project requires substantially less funding than high-rise
Catalytic Potential	Area is a key intersection of Greektown, connecting Greektown with the downtown core and the stadium district Brings a new user group to Greektown, building market momentum for further development
Public Benefit	Provides potentially mixed-income residential development in a job-rich, transit-accessible neighborhood

Additional Capacity Needed

- Challenge** Significant capacity required to take on the programming, operations, and maintenance for temporary pop-up retail, Monroe Street, Brush Street, Randolph Plaza, and Clinton Park.
- Alternative A** Increase focus of Downtown Detroit Partnership presence in Greektown.
- Alternative B** Expand capacity of Greektown Preservation Society.

Absent market rents increasing, Greektown can deploy strategies to fill the development gap.



Attract a competitive developer with lower initial return requirements



Establish joint ventures between land owners and developers



Explore alternative financing strategies like NMTC, Opportunity Zone Funds, and a Transformational Brownfield TIF



Disincentivize parking lot operations (e.g. code enforcement, new sales tax, reassess properties, new structured parking supply)

Greektown development must align with broader public goals to be competitive for public funds.

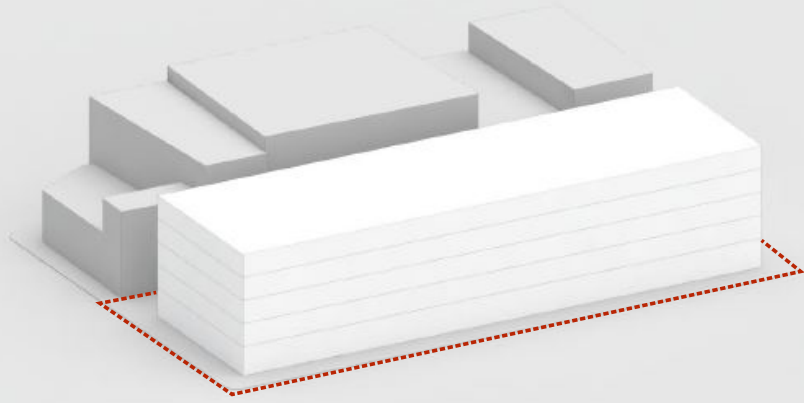


Provide public benefits like affordable housing or community space



Catalyze broader economic growth and new development activity in the area

With free land, a mid-rise development can be financially feasible, depending on the developer's required rate of return.



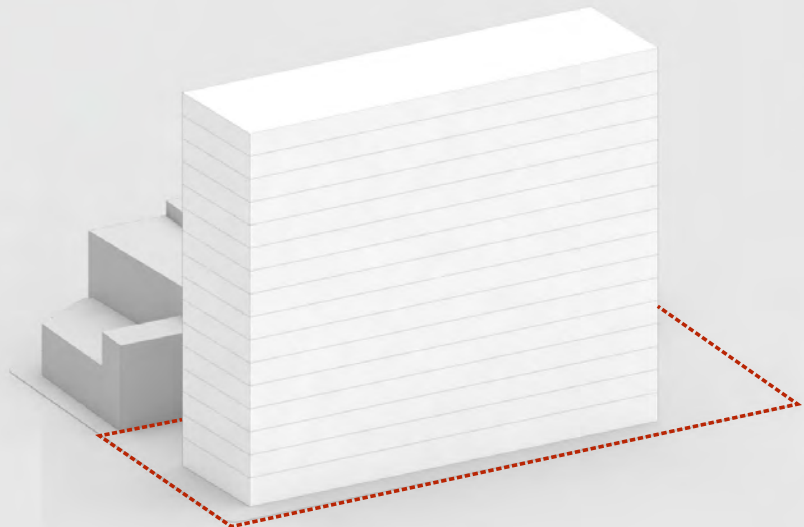
**Assumes NEZ/OPRA tax abatements provided.*

However, the value of surface parking lots exceeds the value of mid-rise, creating a financial gap. At minimum, there is a \$2.5M gap.



**The parking lot valuation assumes a cashflow and return for a typical Greektown lot. There have been recent land sales where the PSF basis exceeds these values.*

For a high-rise, there is still a significant feasibility challenges, even after accounting for available subsidies.



Mixed-income housing can make a development more competitive for gap-filling resources, but increases the baseline gap. With LIHTC and HOME, the gap is comparable to market rate development.

CRP can fund up to 25% of project hard costs, capped at \$1.5M in grants and \$8.5M in loans.

With CRP, NEZ/OPRA Tax Abatements, LIHTC, HOME, and a 12% IRR threshold, the financial gap is nearly filled for a midrise development.

100% Market Rate Housing		50% Market Rate 50% Affordable
\$2.5M	Baseline Financial Feasibility Gap	\$8.1M
N/A	LIHTC 9% & City HOME Subsidy*	\$5.5M

\$2.5M	Financial Feasibility Gap	\$2.6M
N/A	CRP Funding**	\$2.1M

\$2.5M	Remaining Financial Feasibility Gap	\$0.5M

*Assumes 50% of units are affordable at 60% AMI.

** Without the mixed-income housing component, the site is not competitive for CRP funding. Additionally, CRP is more competitive for projects seeking an IRR of 12% or lower.

CRP loans would allow the project to carry a higher debt load than the private market would allow on its own.

For a high-rise, there is still a significant feasibility challenges, even after accounting for available subsidies.

100% Market Rate Housing		50% Market Rate 50% Affordable
\$7.8M	Baseline Financial Feasibility Gap	\$31.1M
N/A	LIHTC 9% & City HOME Subsidy*	\$20.5M

\$7.8M	Financial Feasibility Gap	\$10.6M
N/A	CRP Funding**	\$3.3M

\$7.8M	Remaining Financial Feasibility Gap	\$7.3M

Implementation

Implementation will take place over multiple stages, each with unique responsibilities.

Programming & Maintenance	Infrastructure	Vertical Development
<p>Pop-up Retail</p> <ul style="list-style-type: none"> • Monroe Street • Gratiot Avenue & Randolph Street <p>Programming Open Space</p> <ul style="list-style-type: none"> • Maintenance of public realm • Day & night activities • Special events 	<p>Streetscape Improvements</p> <ul style="list-style-type: none"> • Monroe Street • Brush Street • St. Antoine Street <p>Construction of Open Space</p> <ul style="list-style-type: none"> • Randolph Plaza • Beaubien Pocket Park • Clinton Park • I-375 Development 	<p>Short- to Mid-term Development</p> <ul style="list-style-type: none"> • Western Greektown development <p>Long-term Development</p> <ul style="list-style-type: none"> • Clinton Park parcels • Infill sites • Monroe Street community facility • Casino garage liner facility

Implementation Matrices

Roles & Responsibilities - Programming

Project	Downtown Detroit Partnership/GPS	City	Land Owners	Developers (Retailers)
Monroe Street <i>Immediate</i>	<ul style="list-style-type: none"> • Coordinate with lot owners on usage terms • Recruit & organize retailers 	Issue necessary permits	<ul style="list-style-type: none"> • Determine terms for lot use for pop-up retail • Coordinate with DDP/ GPS 	Operate retail stands on undeveloped lots
Randolph Activation <i>Immediate</i>	<ul style="list-style-type: none"> • Design & run activation program • Raise operational funds 	Make land available for activation	N/A	N/A
Beaubien Park <i>Mid-term</i>	N/A	N/A	N/A	Contribute funding for programming
Clinton Park <i>Long-term</i>	<ul style="list-style-type: none"> • Coordinate with developers & land owners on programming • Raise operational funds 	Support activation of park	N/A	Host programming in park
St. Antoine Park <i>Longer-term</i>	Coordinate with church on programming	N/A	Church maintains and runs programming	N/A

Implementation Matrices

Roles & Responsibilities - Infrastructure

Project	Downtown Detroit Partnership/GPS	City	Land Owners	Developers
Randolph Park <i>Short-term</i>	<ul style="list-style-type: none"> Provide design input to DPR & Public Works Attract capital funding Maintain once built 	<ul style="list-style-type: none"> Make land available Coordinate with DDP/GPS on design 	N/A	N/A
Monroe Street <i>Short-term</i>	<ul style="list-style-type: none"> Provide design input to Public Works & DOT Maintain enhanced streetscapes 	Built improvements with input from DDP/GPS	N/A	Contribute capital & maintenance funding
Brush Street <i>Mid-term</i>	<ul style="list-style-type: none"> Provide design input to Public Works & DOT Maintain enhanced streetscapes 	Built improvements with input from DDP/GPS	N/A	N/A
Clinton Park <i>Long-term</i>	<ul style="list-style-type: none"> Provide design input to DPR & Public Works Attract capital funding 	Built improvements with input from DDP/GPS & developers	N/A	Contribute capital & maintenance funding
St. Antoine Park <i>Longer-term</i>	Work with church on design	N/A	Raise capital funds for construction of park	N/A

Roles & Responsibilities - Vertical

Project	GPS	City	Land Owners	Developers
Western Greektown <i>Mid-term</i>	<ul style="list-style-type: none"> Facilitate assemblage Market to developers Provide design input Support developer application for public funding 	<ul style="list-style-type: none"> Rezone as needed Approve funding package if competitive 	<ul style="list-style-type: none"> Coordinate on assemblage Explore joint ventures 	<ul style="list-style-type: none"> Oversee design & construction Make development competitive for incentives
Monroe Street <i>Short-term</i>	<ul style="list-style-type: none"> Market to developers Provide design input 	Rezone as needed	<ul style="list-style-type: none"> Coordinate on assemblage Explore joint ventures 	Oversee design & construction
Brush Street <i>Mid-term</i>	Market to developers	N/A	Explore joint ventures	Oversee design & construction
Clinton Park <i>Long-term</i>	Market to developers	Rezone as needed	N/A	Oversee design & construction

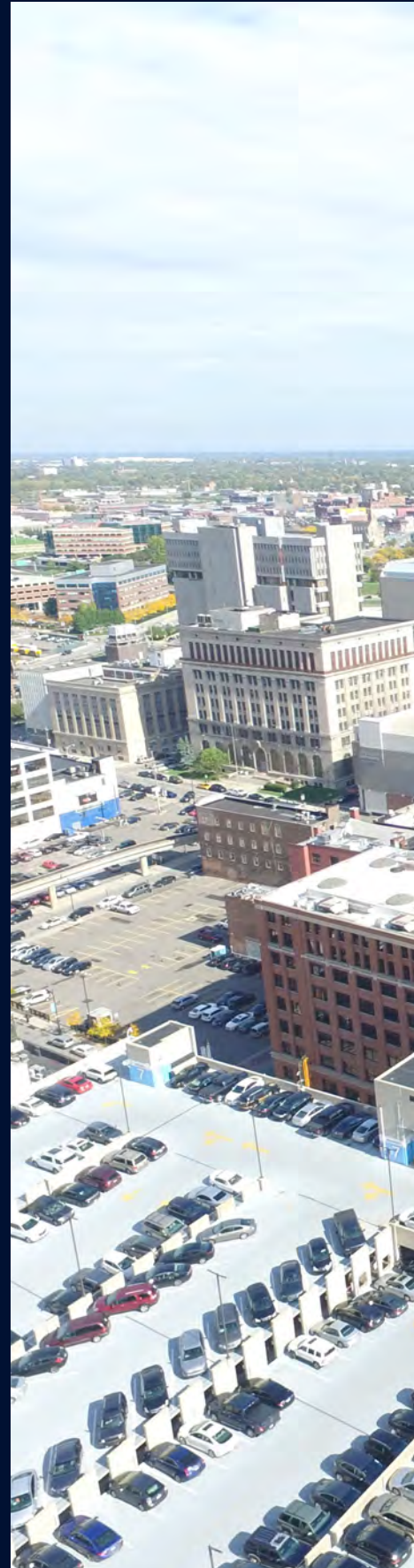
Funding Opportunities

In many cases, redevelopment efforts will require or benefit from supplementary funding and tax credits to get started. The following programs and funding mechanisms can be explored on a project-by-project basis.

Program	Description
Obsolete Property Rehabilitation Act & Neighborhood Enterprise Zone Tax Abatement	Tax abatement of non-school millage for development of housing and commercial uses within eligible distressed communities.
Transformational Brownfield TIF (tax increment financing)	A mechanism that allows developers the ability to capture a portion of incremental sales, income, and property taxes from large scale projects.
Brownfield TIF (tax increment financing)	A mechanism that allows developers the ability to capture a portion of incremental property taxes.
Community Revitalization Program	Gap financing for catalytic projects using grants and loans.
Low Income Housing Tax Credits (LIHTC)	Tax credit allocation for the development of affordable housing.
Opportunity Zone Funds	Vehicle for investments in distressed communities that receive deferred and preferential tax treatment.
New Market Tax Credits	Tax credit allocations to Community Development Entities to make investments in low income communities.
Community Development Financial Institutions	Private sector financing tools to support development.

Requirements	Funding Available	Issuing Authority
Development must be within a NEZ area.	Dependent on size of baseline property tax bill.	State of Michigan
Requires capital investment of over \$500M within the brownfield area.	Dependent on the size of the TIF district.	Michigan Strategic Fund
Must include redevelopment of contaminated, functionally obsolete, blighted, or historic properties.	Dependent on the size of the TIF district. <u>Note Greektown may not be eligible due to being in an existing TIF district.</u>	Michigan Strategic Fund
Development must provide a significant public benefit, such as affordable housing.	Up to 25% of eligible hard costs, capped at \$10M total, and \$1.5M in grants.	MEDC
At least 40% (or 20%) of developed units must be affordable to households making 60% (or 50%) AMI or less.	Dependent on size of capital investment and LIHTC type received.	MEDC
Investments must remain in the Opportunity Zone fund for 10 years to realize full tax benefits.	Uncapped	US Department of Treasury
Investments cannot be directed towards properties where more than 80% of gross income is from residential rental income. Business renting retail space are eligible for investment.	Dependent on the size of capital investment.	US Department of Treasury Community Development Financial Institutions Fund
N/A	Dependent on size of investment.	Private Sector

Conceptual Phasing





Proposed Framework Plan Phasing

The Greektown Neighborhood Framework Vision comprises multiple projects and improvements that will require thoughtful timing and sequencing to be successful. This phasing plan represents a proposed sequence and timeline based on present ownership, priorities, and economic conditions.

This phasing plan is designed in accordance with three key principles:



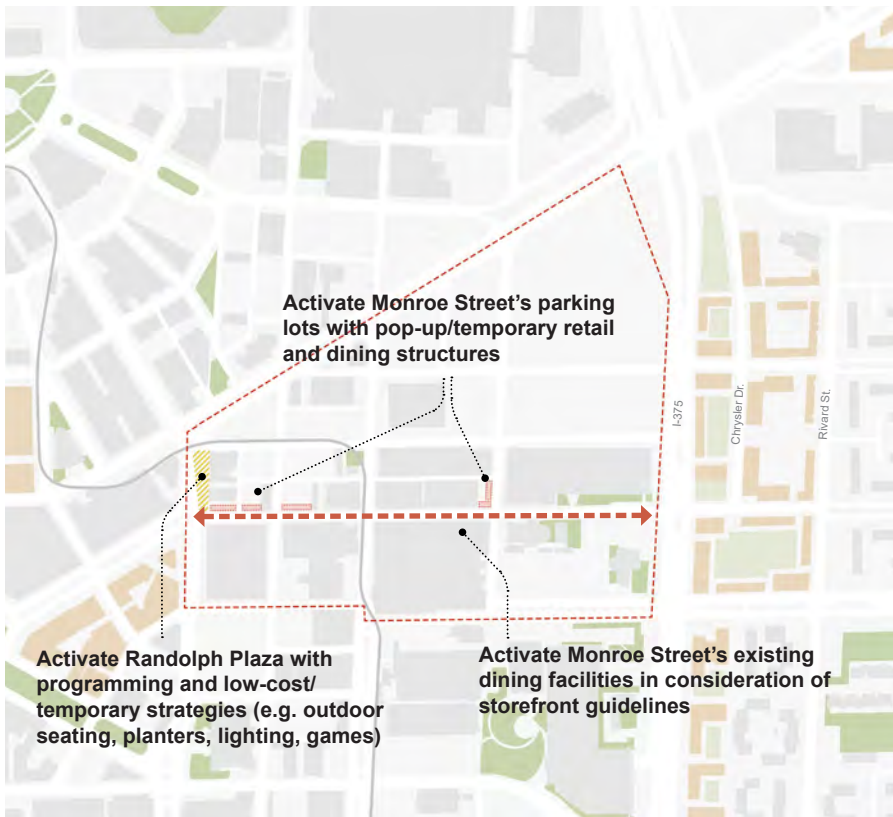
Build excitement about the Greektown neighborhood



Activate the public realm and attract a diverse user base



Create value for vertical development over time



Phase 1: Immediate Term (<1 year)

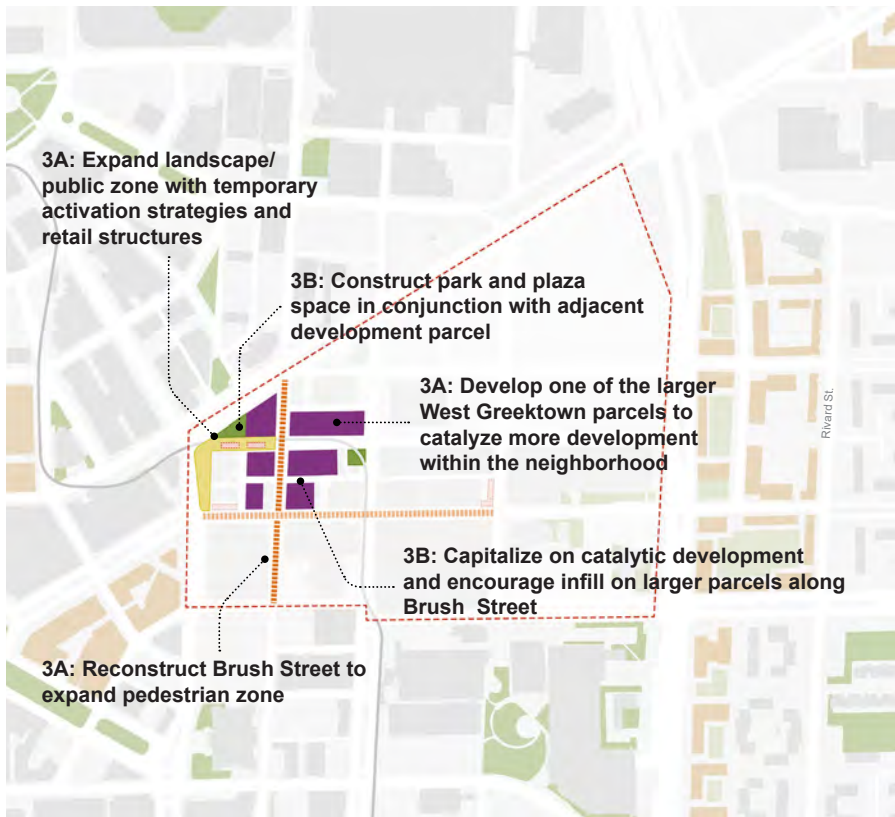
Phase 1 should focus on immediate, low-capital projects that will activate Greektown and begin to build a brand for the district that attracts a broader set of users during the day and during the week.



Phase 2: Short-term (1-3 years)

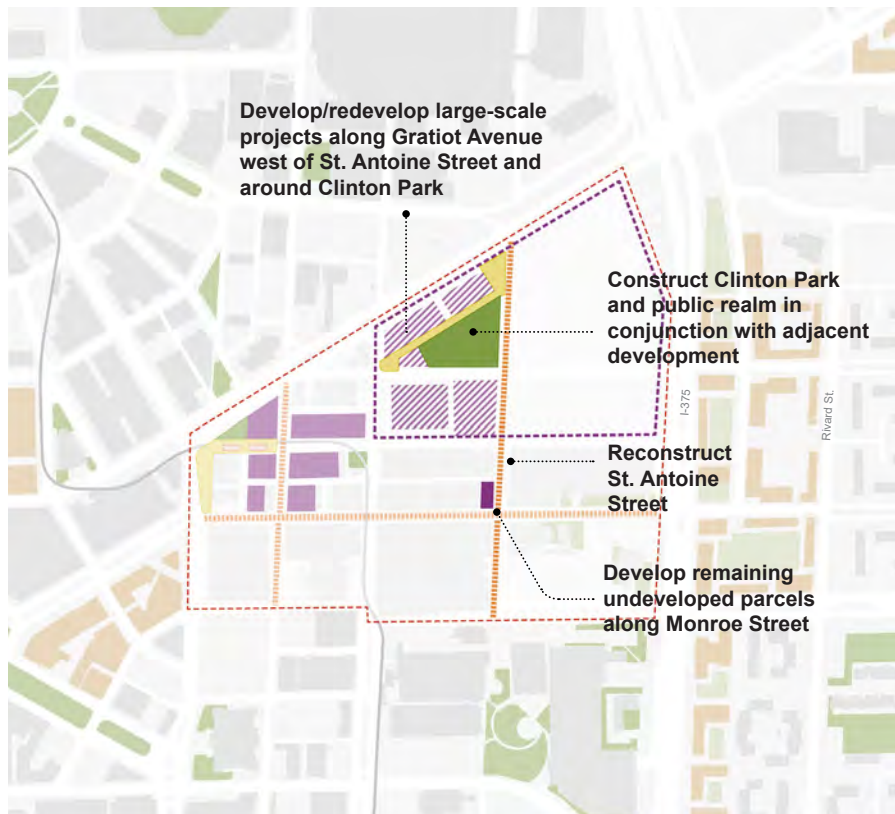
Phase 2 should focus on lower-cost capital projects that will serve as a foundation for the public realm in Greektown, further developing the Greektown brand and attracting a new set of users during all hours.

Proposed Framework Plan Phasing



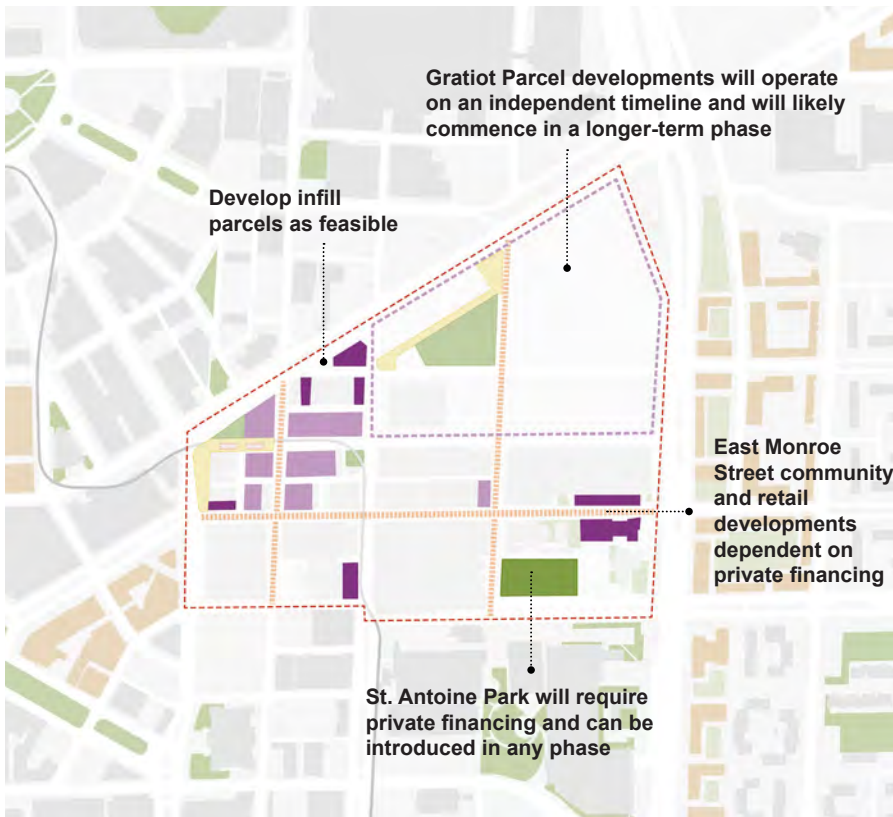
Phase 3: Mid-term (3-10 years)

Phase 3 should focus on vertical development that will catalyze future district growth and permanently attract a diverse user base to Greektown, filling in the gaps in the streetscape on Brush, and creating an active connection to the stadium district to the north.



Phase 4: Long-term (5-10 years)

Phase 4 should focus on building out the infrastructure for the reconstructed St. Antoine Street and Clinton Park, with adjacent vertical development proceeding concurrently as feasible.



Phase 5+: Longer-term (7+ years)

Phase 5 projects, including small infill development and projects needing independent financing, will move forward when feasible for the relevant controlling entities.

Immediate Priorities

While larger developments, redevelopment/rehabilitation efforts, and public investments in infrastructure may take years to take shape, there are several projects Greektown stakeholders can commence in the immediate term.

Priority 1: Create a western gateway

Create a task force including GPS, MDOT, DPD, DPW, Quicken Loans, Bedrock to implement landscape and pedestrian safety adjustments to the Gratiot/Randolph triangle.

Priority 2: Build excitement around Greektown

Prepare for public meeting in early 2019, in coordination with the Department of Neighborhoods and other local departments and agencies to announce outcomes and visions of the this study. Open a pop-up retail storefront with renderings and other materials; consider making a film.

Priority 3: Complete the Monroe Street experience

Fill in gaps on Monroe Street with complementary retail, entertainment, gallery pop-ups, etc.

Priority 4: Extend the experience of Monroe Street from Randolph Street to Beaubien Street

- Improve customer experience and safety with a rolled curb, complete street, designed for temporary closure and placing priority on pedestrian movement.
- Extend Monroe treatment to Hastings upon I-375 project implementation.
- Create a task force including GPS, DPW, DDOT, DPD, Office of Mobility, Department of Neighborhoods to implement Monroe Streetscape. Identify and schedule funding.

Priority 5: Prepare for I-375 and development of “Gratiot Parcels”

- Seek rezoning of district to encourage residential development and density, particularly along Gratiot Avenue and Hastings Boulevard.
- Create Clinton Park task force for fundraising and land acquisition.
- Consider business improvement district and/or conservancy.

Priority 6: Encourage organic development opportunities

Assemble parcels and focus development along Brush Street to better connect with stadiums.

Priority 7: Leverage 1300 Beaubien development

Improve Beaubien Pocket Park as a northern “front door” to district opposite the development.

Priority 8: Activate the alleyway

Continue coordination of access to clubs and service of restaurants, consider dividing into two zones: west for access, east for ganging of dumpsters and other service equipment.

Priority 9: Support institutional investments and redevelopment within the neighborhood

Retail Storefront Design Guidelines





ΠΑΝΤΟΠΩΛΕΙΟΝ & ΑΡΤΟΠΟΙΕΙΟΝ
ΔΙΟΝΥΣΟΠΟΥΛΟΣ BROS.

ROOFTOP LOUNGE

ROOFTOP LOUNGE
520

EXODOS
RESTAURANT GROUP

By the Slice

By the Slice
PIZZA & GELATO



Retail Storefront Design Guidelines

Storefronts are one of the key components of vibrant pedestrian-oriented streets. When retail is the at the ground level of buildings, these storefronts form the base of a neighborhood's character.

Elements of a Successful Storefront



Windows & Glazing



Entries & Doors



Materials & Finishes



Lighting



Recesses & Pop-outs



Canopies & Awnings



Signage



Public Furnishings

Retail Storefront Design Guidelines

Windows & Glazing



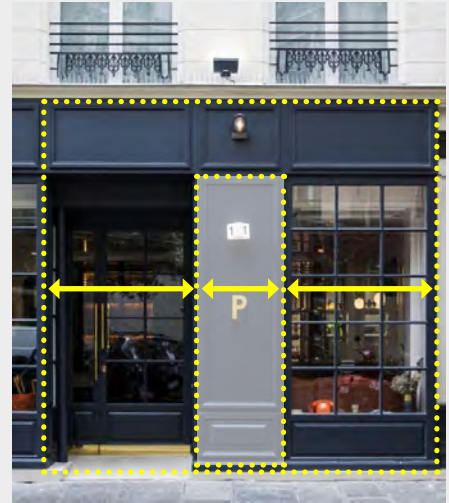
Mullion Hierarchy

- Create a hierarchy of mullions by varying thickness and depth



Proportions

- Street level glazing should be vertical in proportion
- Clerestory glazing should be horizontal in proportion



Solid & Void

- No more than 33% of the primary storefront measured at eye level should be opaque
- Solid portions should be used strategically to obscure structural or mechanical components

Entries & Doors



Composition

- Doors should be of quality material and consistent with the design of the storefront
- While preferable to maintain at least 50% transparency, if a solid door is chosen it should abut glazing on at least one side



Flow

- Doors should never impede the flow of pedestrian traffic



Openness

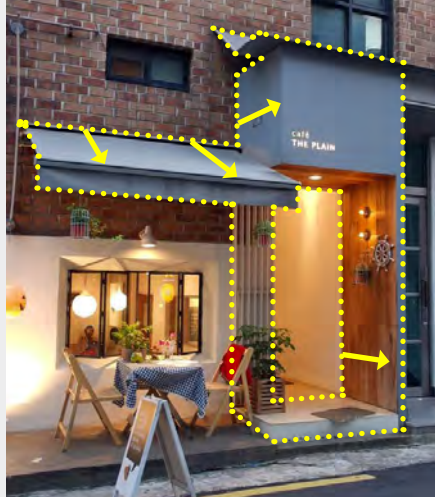
- Multiple doors or operable storefronts that can remain open during shop hours are encouraged

Recesses & Pop-outs



Recesses

- Recesses should be utilized to avoid impeding the flow of traffic
- Recesses may also be used to create outdoor furnishing areas where sidewalk depths are shallow



Pop-outs

- Pop-outs should be utilized for solar and weather protection
- They should be utilized to articulate and give character to otherwise flat facades



Materials

- Recessed entry floors and soffits should be of a unique, high quality material that is consistent with the design of the storefront

Canopies & Awnings



Proportions

- Awnings should extend to encompass at least 33% of the storefront



Material

- Canopies should be of metal, glass, canvas, or other form of woven material
- Materials to avoid include acrylic, other plastics, and extruded aluminum held together with sheet metal screws



Branding

- Canopies and awnings should correspond with the remaining design of the storefront and should be utilized as branding for the business

Retail Storefront Design Guidelines

Materials & Finishes



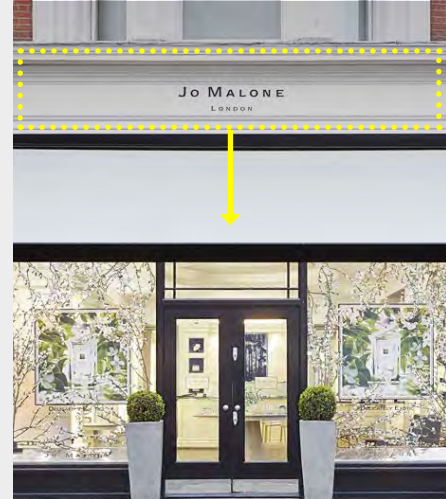
Base

- Windows should not extend to the ground but should instead sit on a base composed of one of the following materials; marble, limestone, granite, cast stone, precast concrete (cultured stone and EIFS should be avoided)



Middle

- Glazing at eye level should be transparent and free from tinting and mirroring effect.
- The material supporting the glazing should be composed of wood or metal



Top

- The top of the storefront should demarcate the separation of the storefront from the remainder of the building
- The material should correspond with the overall design of the storefront

Lighting



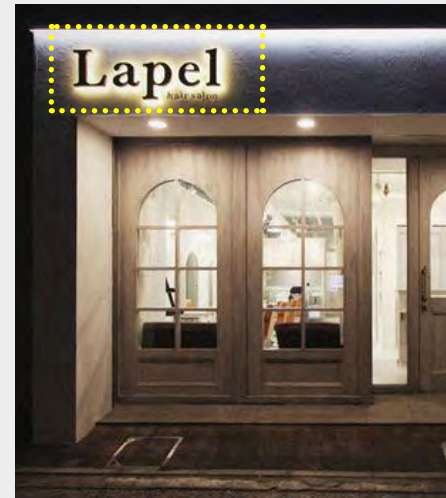
Sconce

- Sconce lighting can be used to highlight a building's architectural character
- Sconces should be shaded in a way to avoid light spillage onto other storefronts



Goose Neck

- Lamps should be utilized to illuminate the storefront signage, and canopy
- Lighting directed onto glazing may cause unwanted glaring effects and should be avoided



Signage Lighting

- Signage lighting should be ambient in nature
- Directly lit signage such as LED should be avoided

Signage



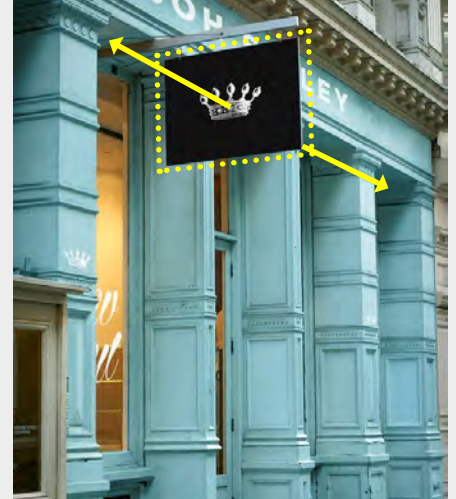
Across

- Primary storefront signage should take place in the top portion of the storefront
- Signage should coordinate with other elements yet remain in contrast with its background



Next-to

- Recessed bays and display windows allow for eye level signage opportunities
- Opaque Signage should not exceed 30% of the transparent surface



Down the Street

- Blade signage should be utilized to grab the attention of pedestrians and cars down the street

Public Furnishings



Seating

- Where shy zones are planned they should be furnished in accordance with the storefront design



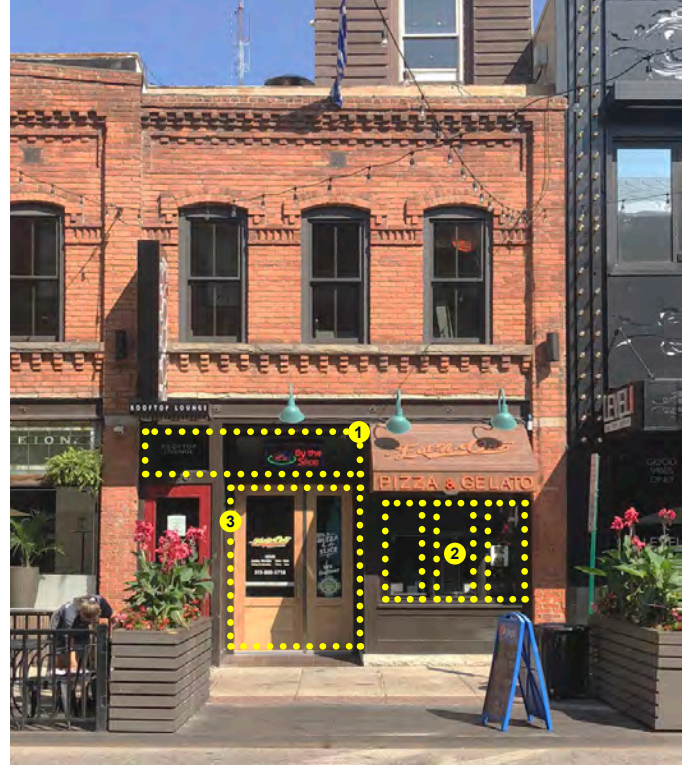
Plantings

- Plantings and planters should be used to add contrast to storefronts
- They should be placed in a designated shy zones or within designed recesses

Retail Storefront Case Study

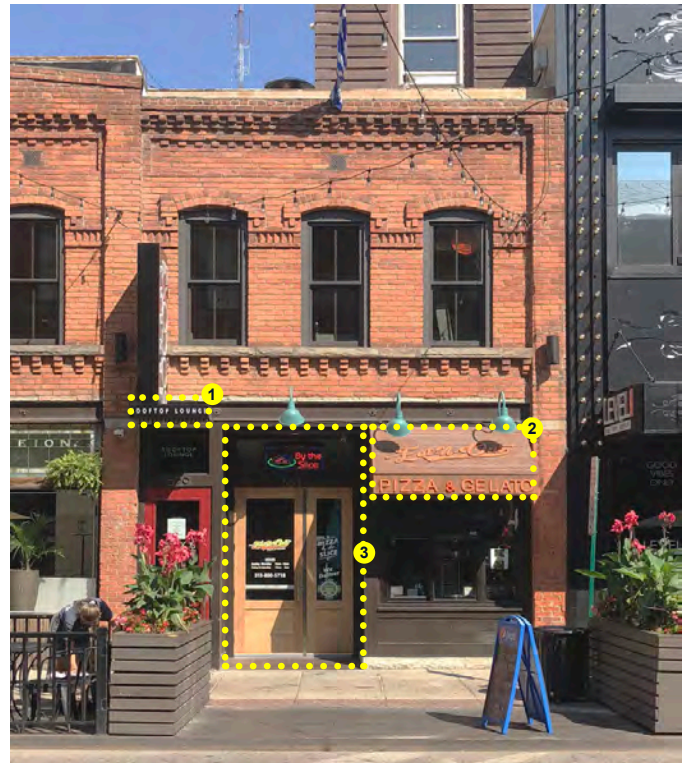
Windows & Entries

1. Clerestory windows are horizontal in proportion
2. Eye level windows are horizontal in proportion
3. Doors are of quality material and have over 50% transparency



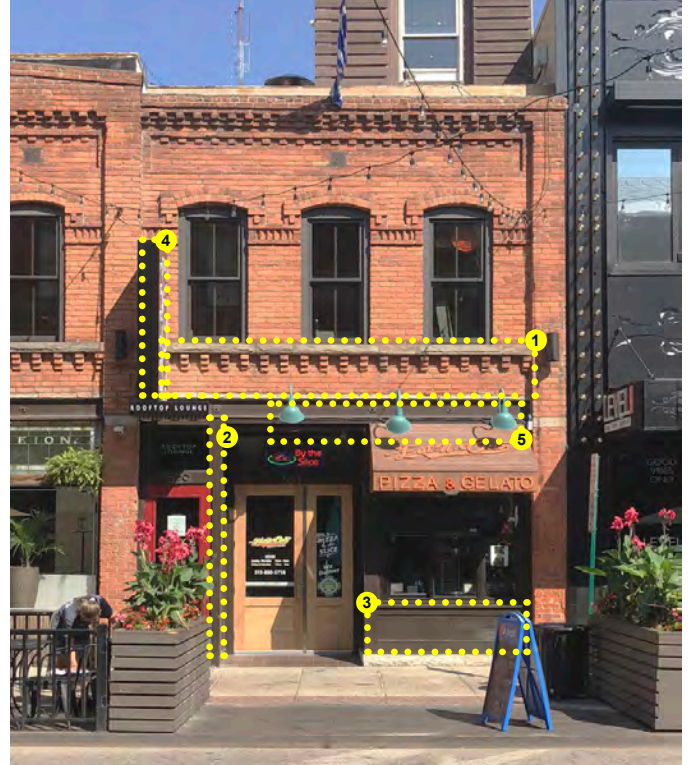
Recesses & Canopies

1. Canopy utilized as signage
2. Canopy providing refuge to the street and shading for the dining room
3. Door is recessed as to not disrupt the flow of traffic



Materials & Lighting

1. Storefront demarcated from remainder of building with brick, limestone, and steel
2. Elements composing storefront at eye level are of quality material and match the remaining facade
3. Windows sit on a base of material that matches the existing facade
4. Blade signage illuminated
5. Lighting illuminates storefront

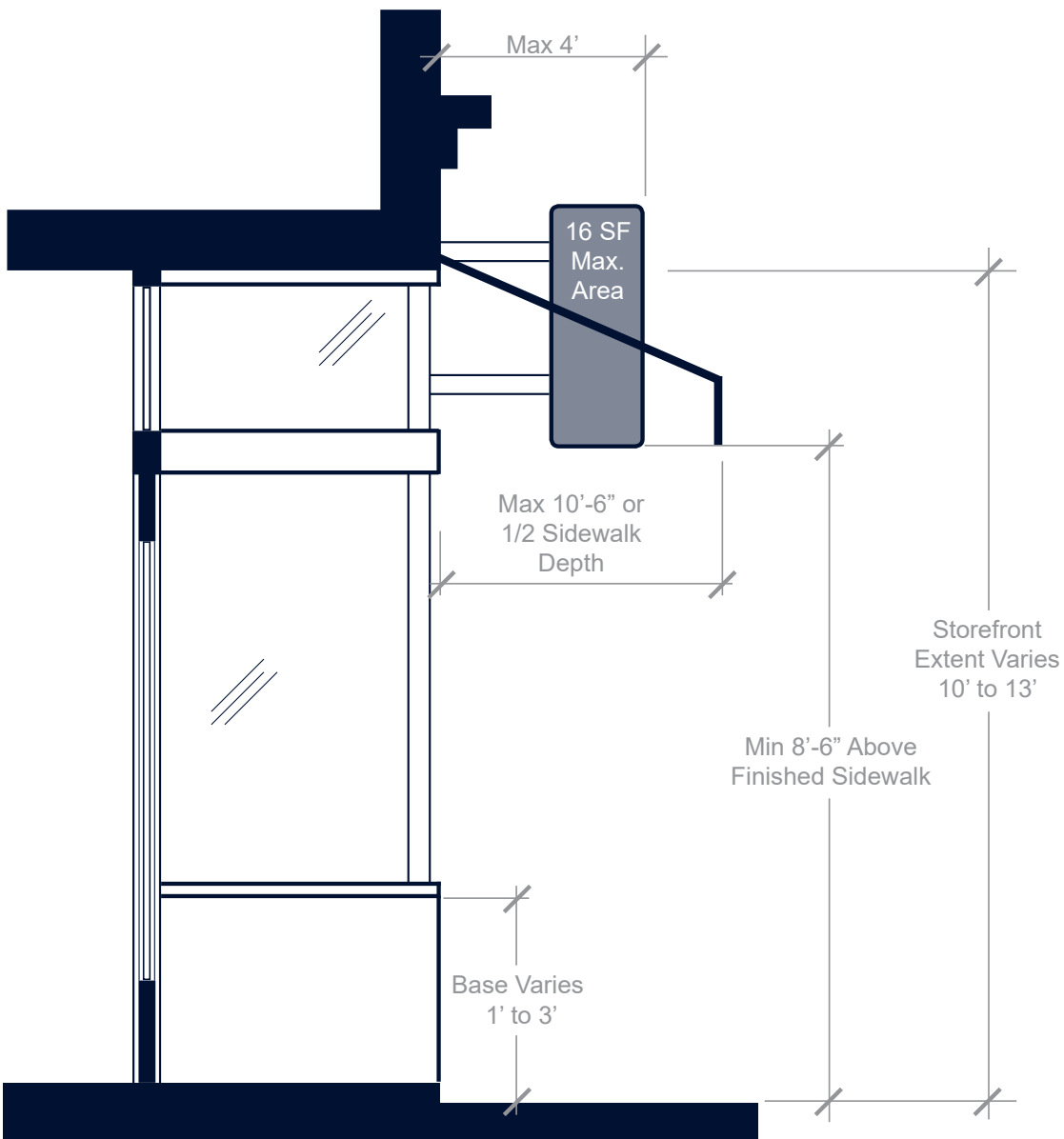


Signage & Furnishings

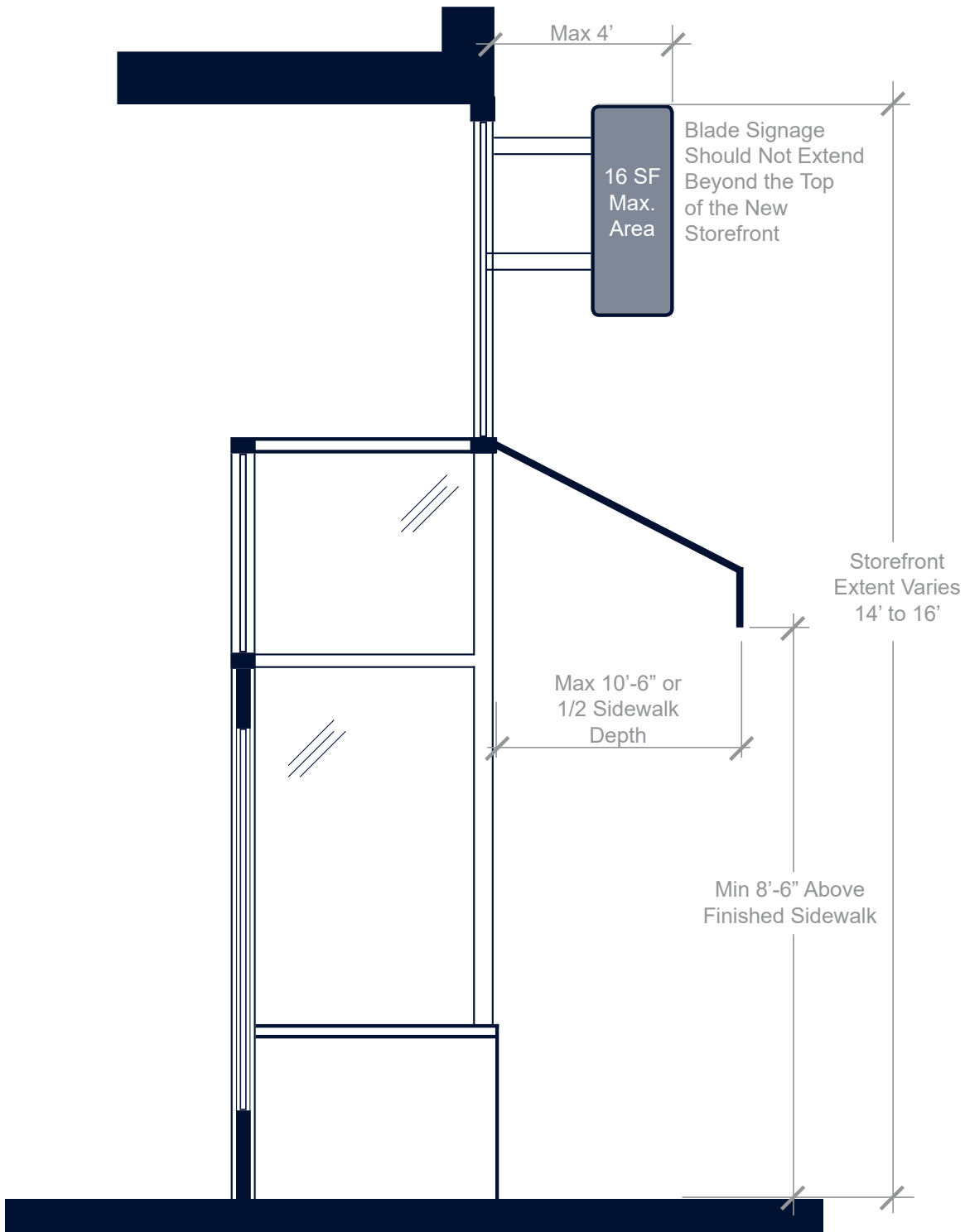
1. Blade signage utilized
2. Canopy serves dual function of shading and signage
3. Glazing signage on recessed door for pedestrians
4. Utilizing public furnishing zone
5. A-frame sign utilized to attract pedestrians



Retail Storefront Design Example



Existing Storefront



Proposal for New Storefronts

Appendix

Conceptual Site Development Strategies





Creating a Gateway Development



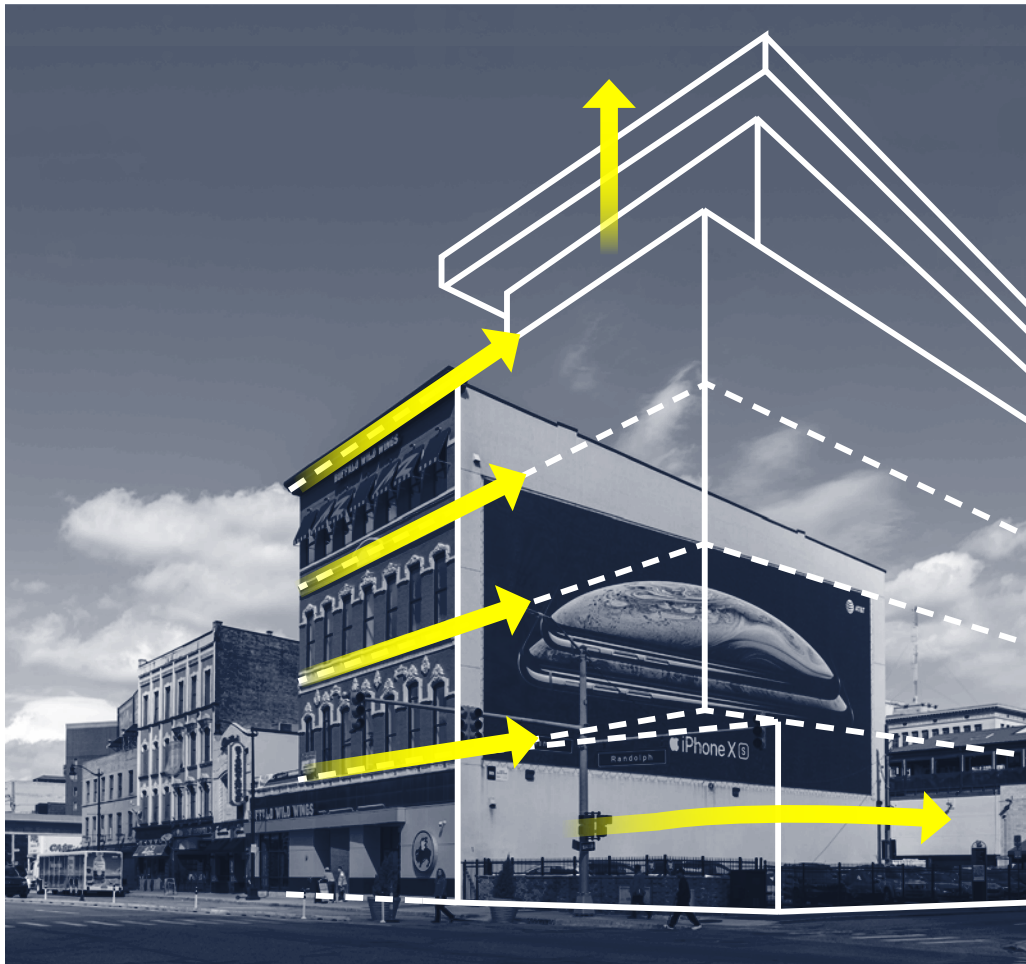
The example parcel described on this page is located at the corner of Monroe Street and Randolph Street. It is currently being used as a surface parking lot.



The site is currently zoned B4. This zoning prohibits development on the site due to setback requirements and minimum lot size requirements. Any development will require new zoning or a zoning variance.



The site once hosted the 7-story St. Claire hotel—an apartment building that was demolished in 1934.

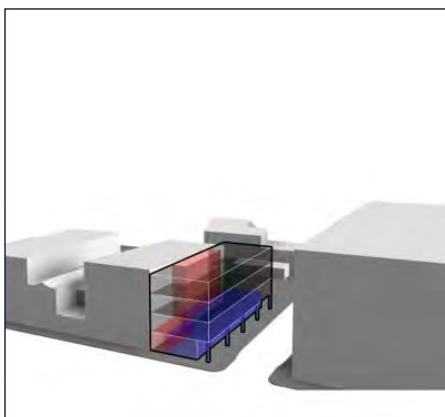


Designing in Context

The site at the corner of Monroe Street and Randolph Street offers the neighborhood the opportunity to establish a unique architectural gateway to Greektown. It is recommended that the building maintain the same relative height as its neighboring structure, with one additional story articulating a rooftop public space that glows like a beacon at night.

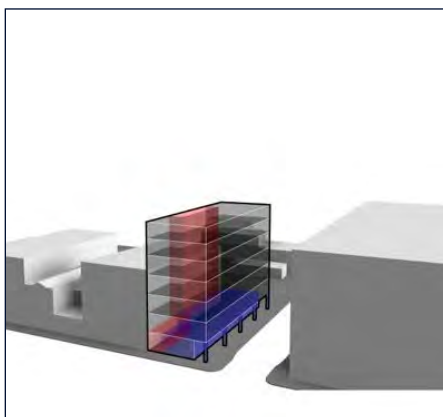
To encourage natural pedestrian flow between the new Randolph Triangle plaza, the first floor of this new development should step back, and potentially lean into Monroe Street, creating a continuous pedestrian path between the two spaces.

Exploring Development Options



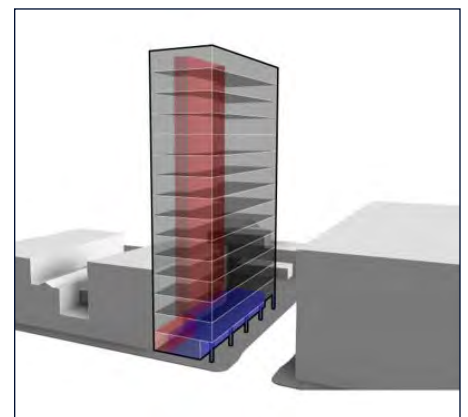
B4 (with variance)

- Maximum Height: 50' (~4 stories)
- Requires variance from setback requirements



B6

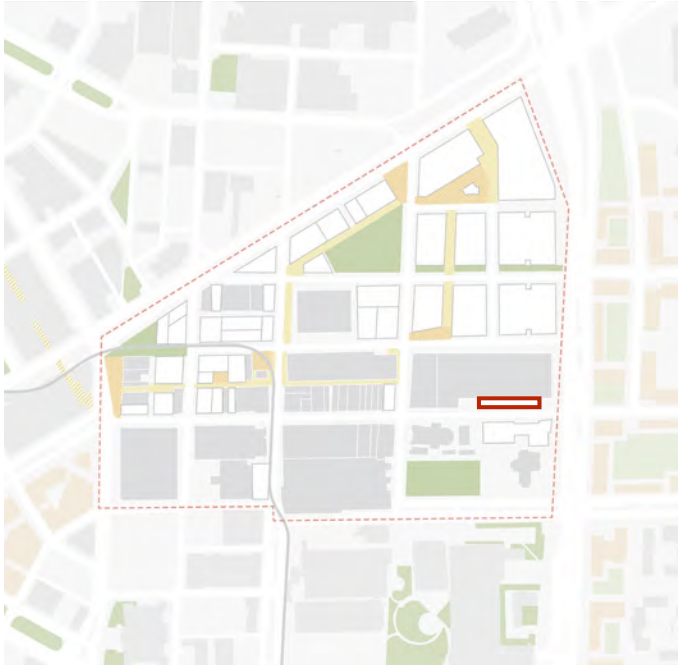
- Maximum Height: 80' (~7 stories)
- No setback requirements



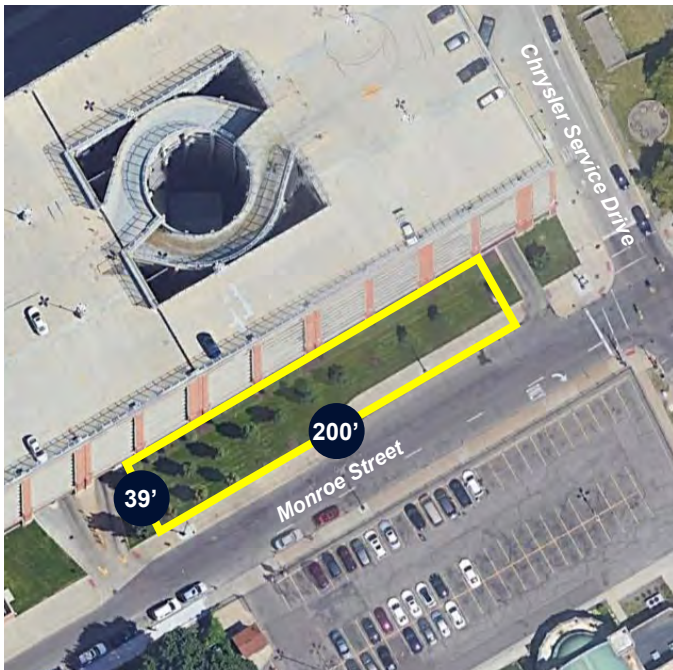
B5

- Unlimited height
- No setback requirements

Conceptual Site Development Strategies



The example parcel described on this page is located at the corner of Monroe Street and Chrysler Service Drive. It is currently being used as a grassy frontage area for the Greektown Casino garage.



The site is very narrow and is an unlikely contender for development, except that it occupies an important location on Monroe Street. Exploring options for small-scale retail spaces on this site will complete Monroe Street's public realm while screening a mid-rise garage.



The wide frontage area is largely unusable today. Future development lining the garage should not impact garage entries and exits on Monroe Street.



Creating a Better Experience on Eastern Monroe Street

The liner retail building will need to be designed in such a way that it does not impact the proper ventilation of the parking garage. This can be done with either mechanical ventilation equipment or by leaving space between the structures for natural ventilation. The liner building shown here depicts three 1,900 SF retail spaces, though actual configurations can vary depending on use.

Given the prominence of Monroe Street, new developments of this sort will extend the high-quality pedestrian experience and Greektown's shopping/dining offerings. It is also recommended that the high garage facade facing Monroe Street be screened with architectural screening, art, or greenery.

Mobility & Circulation Recommendations





Mobility & Circulation Recommendations

The planning team analyzed the mobility and circulation needs of Greektown to understand the present and future challenges the neighborhood will experience in the context of downtown Detroit’s rebirth. The following recommendations are provided to support Greektown’s economic development through reshaping its streets, transit, and planning priorities to take advantage of Detroit’s rapidly transforming downtown.

Streets

Greektown’s existing street network is mostly one-way vehicular circulation. The Detroit Planning and Development Department (PDD) has proposed that Greektown’s existing network (Figure 1) be modified to better interface with the planned Boulevard-style redesign of below-grade I-375 highway. Our recommendations largely support this conversion.

One-Way, Two-Way Conversions

While there are no singular “magic bullet” solutions for improving traffic in urban neighborhoods, converting one-way to two-ways streets is a strategy that has shown to have positive effects on arts and entertainment, recreation, accommodation, food, and professional services industries. A network of one-way streets may result in an increased flow of vehicles; however, successful commercial and entertainment districts need foot traffic as much as they need vehicular traffic. Two-way intersections are typically more complex and require more conflicting vehicle movements than do one-way intersections, but this may result in lower traffic speeds and increased driver attentiveness, which are factors that lead to fewer crashes. Thus, two-way streets can reduce vehicular speed and increase walkability and pedestrian safety. Converting to two-way flow on urban streets can also support shorter trips, facilitate trip flexibility, and provide easier navigation by allowing drivers to approach their destination from any direction.

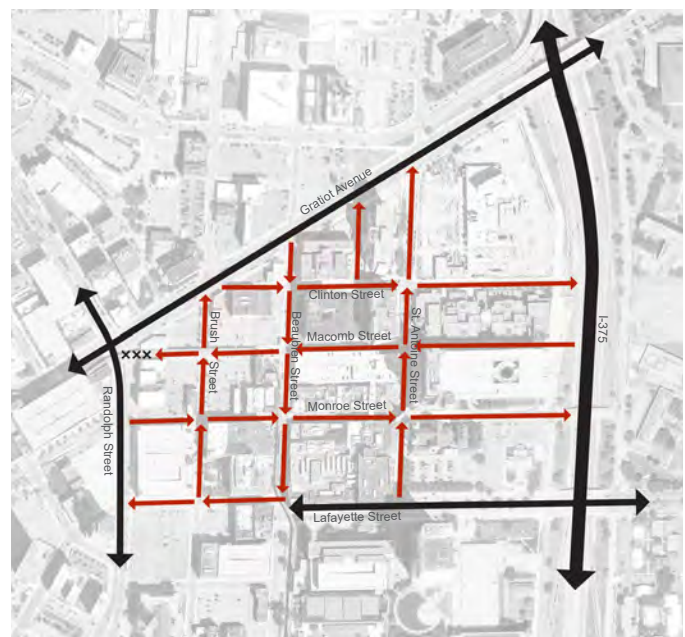


Fig. 1: Street Network Existing Conditions

- ↔ Two-way Street
- One-way Street

The planning team recommends that the majority of the Greektown network be converted to two-way traffic with one key exception.

Monroe Street

Monroe Street is the key Greektown commercial corridor. In its current configuration, two lanes of one-way northeast-bound traffic allow vehicles an easy connection between Downtown's Campus Martius and I-375. As Monroe is the heart of Greektown entertainment and restaurant activity, we recommend that the street be configured such that:

1. The core function of the street prioritizes pedestrian movement, socialization, and economic activity over the movement of vehicles.
2. The street is "Sticky" – Which means that it is designed to attract visitors from suburban and downtown destinations, while discouraging pass-through traffic.
3. The segment between Beaubien Street and St. Antoine Street can be temporarily closed to vehicle traffic with minimal disruption to the traffic flowing on the surrounding network.

The recommended configuration is designed to support the incremental realization of these goals.

- First, it is recommended that Monroe Street remain one-way supporting northeast bound traffic between Chrysler Drive and Beaubien Street.
- In the near term, mobility and circulation for Greektown destinations will be greatly improved for Greektown once the I-375 highway has been converted to an at-grade boulevard. To maximize the benefits of this transition, the one-way flow of both Monroe Street travel lanes should be maintained. The plans for I-375 will need to be harmonized with the neighborhood's expected priorities for traffic flow which currently assumes two-way travel on these two streets.
- In the long run, we recommend that the central section of Monroe Street between St. Antoine Street and Beaubien Street should be narrowed from two lanes to one lane. This modification allows greater space allocation for pedestrian uses. It also calms vehicular traffic with a narrow travel way, discouraging through traffic and reallocating potential through traffic to other network streets.

- It is important that Monroe maintain its centrally located vehicle bay to accommodate passenger drop offs by for-hire vehicles and Transportation Network Companies (TNCs). It is preferred that all pick-up and drop offs be prohibited on Monroe as much as possible and encouraged in designated areas (see the "Pick-up / Drop-off Planning" and "New Mobility" sections). This bay can remain being utilized for limited times unloading of first-mile, last-mile freight delivery.

Monroe Alley

This alley space immediately behind Monroe Avenue offers much underutilized potential for Greektown businesses. First, it has only recently begun to function as a pedestrian plaza and activity space for businesses in the evening.

We feel that this space can be effectively programmed to also accommodate much of the daily freight loading that currently occurs on Monroe Avenue.

Transitioning the alley to accommodate daytime freight delivery is an important factor for the success of the pedestrian-focused treatment on Monroe. The cross section of the alley is relatively wide (17 to 20 feet), this width will accommodate medium-size delivery vehicles. At least 14 feet of vertical clearance is required for the vehicles to pass. Any ROW protruding objects, or hanging lights, etc. should be positioned above this threshold, or removed during the daytime hours.

It is recommended that garbage dumpsters be consolidated to a common location to facilitate waste removal and using reduced footprint dumpsters should be incentivized to minimize the space required for garbage storage. Consolidating garbage storage will also provide a larger area for potential pedestrian activation outside of delivery hours.

To facilitate the vehicles entering and exiting the alley and maintain pedestrian safety, it is recommended that convex traffic safety mirrors be installed at the intersection of the alley and Beaubien. Caution lighting that is triggered by the vehicles should also be installed to alert pedestrians that vehicles are exiting the alley will also help alert pedestrians.

Macomb Street

The planning team recommends that the westernmost half of Macomb Street between Randolph and Brush Streets be closed to vehicular traffic. The closure point should be positioned in such a way that vehicle access for businesses is not impacted. This could easily be accomplished using an interim shared street design that allows but does not prioritize vehicular access.

Long-term Garage Access

The Greektown Casino has a parking garage that will be impacted by the recommended changing of traffic flows on Macomb Street. The Valet garage on Macomb Street between Beaubien Street and St. Antoine Street will be impacted by the implementation of two-way traffic flow. The Valet facility entrance and exit are located next to each other on the south side of Macomb. The planning team recommends these changes while being aware of the impacts for Casino parking structures. We feel that the long-term benefits to circulation and mobility in the neighborhood outweigh the potential for infrastructure cost and operational changes for the Casino.

Pick-up/Drop-off Planning

It is anticipated that the neighborhood needs for pick-up and drop-off space will greatly increase as more Greektown visitors arrive by shared modes (TNCs/taxis). Curbside management for TNCs is easily accomplished using service agreements and geofencing techniques that limit the locations where these companies can pick up or drop off their customers. These techniques have been successfully implemented in cities across the country and with appropriate signage and public information should be adaptable to meet Greektown's needs.

Focus

It is recommended that TNC pick-up/drop-off areas be in the following areas as a phase one strategy:

- Randolph Street (between Gratiot Avenue and Monroe Street)
- Beaubien Street (next to 1330 Beaubien)
- Beaubien Street (south of Greektown)
- Lafayette Street and St. Antoine Street

Converting the taxi stand on Beaubien Street between Monroe Avenue and Lafayette Street, can be explored in later phases. Similarly, the stretch of the new I-375 Boulevard between Lafayette Street and Monroe Street adjacent to the church should also be explored for later-phase implementation.

Retain

On-street curb space is an important asset for the Greektown neighborhood to accommodate pick-up and drop offs, flexible operations, and short-term parking. The planning team recommends that most of the space dedicated to on-street parking uses be retained. On street parking is an important tool to create a buffer between pedestrian and vehicular space. It also supports operational flexibility and future short-term activity beneficial to commercial development.



Fig. 2: Street Network Recommended Changes (Pick up and drop off locations, and locations for retaining on-street parking)

—	Two-way street	xxxxxxx	Closed Street
←- - ->	One-way street	•••••	Pick-up/Drop-off
—	Street Parking	■	Existing Garage
— / / /	Street Parking Removed	▨	Proposed Garage

Figure 2 illustrates where we recommend focusing pick-up /drop off activity as well as locations where we recommend retaining (or removing) on street parking. In the future, as development occurs, variations in curb space use and street cross-sections may be accommodated.

Parking

The planning team analyzed the existing parking inventory and demand for the Greektown neighborhood. The initial assessment included the Greektown core (between Lafayette and Gratiot) and the parking assets north of Gratiot.

Supply

Of the combined study area, a significant percentage (47%) of the area is dedicated for surface lots and structures, leaving 53% for buildings and public rights of way. Parking inventory for both sections was found to be 2,000 surface spaces (utilizing 31% of the study area) and 4,800 garage spaces (utilizing 16% of the study area).

Figure 3 illustrates the observed (and owner reported) demand for the lots and structures. The average peak demand for the Greektown core section was 64%, and north of Gratiot section was 43%. The planning team observed a significant parking surplus during the weekday peak (between 10AM and noon). During this timeframe, the north of Gratiot section presented a surplus of approximately 315 parking spaces, while the Greektown core presented a surplus of approximately 1,248 parking spaces.

Future Potential

The availability of surplus parking is a great opportunity for future development in Greektown. 1,248 parking spaces in the Greektown core potentially represents:

Development Type	Potential Impact
Residential	1,259 Units
Retail	419,754 SF
Office	408,409 SF



Fig. 3: Parking Study Area - Weekday Parking Demand



Coordination/Data Integration

To improve the customer experience and usability of Greektown's parking assets, the planning team recommends improved coordination between existing parking facilities and integration of the parking data into public resources. For example, making the Greektown public parking supply accessible via mobile apps (such as SpotHero) would give parking customers freedom to make parking reservations prior to their journey and also give parking facilities advanced notice of daily or event-based demands. Per the above study, the parking demand is not spread evenly through Greektown's diverse parking assets. Often parking customers are unaware of the full potential number of spaces and options available to them when they visit Greektown. Using a technology integrated platform to share parking data and give customers advanced notice would help facilitate the process and ensure that parking is spread more evenly through the available lots and structures.

Coordination between parking assets will potentially allow Greektown facilities to distribute and share excess parking stock, and easily integrate parking inventory in

private garages (such as the extensive Blue Cross Blue Shield facilities south of Lafayette).

Enhanced Design

41% of Greektown comprises surface parking lots. Most of these lots are in poor physical condition and give customers the perception of an unsafe and unwelcome environment. Tactical urban design and landscaping improvements can balance aesthetics and usability and improve the surface parking experience and help brand Greektown as a high-quality parking destination. Low cost attention to the surface lot design and pedestrian amenities will also make the spaces more attractive to non-parking uses (such as markets, public performances, and other civic events), during off peak hours when the demand for parking is lower.

In this way, Greektown can support ample vehicle parking when needed, and also support a variety of other public uses, mitigate the effect on the environment, and give greater consideration to function of parking as public space.

Event Parking

Providing a parking supply for special events has been a key development goal for Greektown in the past. It is important that the recommended set of improvements strike a balance between supporting Greektown as a destination in and of itself and meeting the needs of events operations. As the neighborhood develops economically, event use will have to compete more with other more consistent daily uses. A key for the movement of large numbers of people is to develop a holistic focus that includes pedestrian planning and harnesses other modes (such as pedicabs, bicycle sharing, and micromobility options) to improve circulation. Parking design and traffic flow should support and not preclude pedestrian, bicycle, and micromobility use during events. Improving event venue access by alternative modes will allow customers to tap parking assets that are further away from venues, while still allowing them to benefit from Greektown entertainment options before and after the events. Enhanced mobility options will allow parking providers to price their surface lot assets competitively with those that are more adjacent to venue, or regional highways access points.

Occasional special events spectators are all too unaware of parking locations, costs, and benefits. Therefore, enhanced trip planning and wayfinding information

are especially essential to improving the event goer experience.

Parking and Development

The planning team's parking analysis has been created in parallel with Greektown's market assessment and development planning. In general, we have observed that Greektown has an oversupply of parking and reducing the parking footprint in the neighborhood offers significant potential for development while minimally impacting the needs of existing Greektown parking users.

We feel that it is essential to prioritize active uses along key corridors including Brush Street and Monroe Street. This scheme will benefit from development and activate vacant lots/parking lots along Brush Street. In west Greektown, it is important to maintain and improve surface parking lots, especially behind potential Brush Street developments.

In short to mid-term development scenarios, it is important to maintain specific parking facilities that are in proximity to key pedestrian corridors. These locations will allow customers to access high traffic/high visibility roads and then walk or take pedicabs, transit, or other shared micromobility options to several destinations.

Pedestrian Access/Public Realm

Prioritize

Supporting pedestrian activity is an essential goal of this framework vision. All Greektown destinations benefit, when the streets are supportive and safe for pedestrian trips. It is important to recognize that pedestrian activity is not simply about moving from point A to point B, but to support the intense social uses that pedestrians engage in. Successful pedestrian infrastructure includes enough space for pedestrians of all ages and abilities, as well as shade, ample seating, and places to gather. These are key features that are often at odds with urban public spaces that are more focused on the perception of safety and reducing risk than they are about enjoyable pedestrian spaces.

The planning team recommends that Brush Street, Monroe Street and St. Antoine Street all be considered priority corridors for pedestrian-focused infrastructure. For Greektown, it is important to foster pedestrian activity to give "eyes on the street," with the understanding that more people in public reduce the perceptions of isolation and insecurity. We feel that the neighborhood should

develop and apply design standards for urban design and pedestrian amenities (including wayfinding) that will create a consistent appearance to guide pedestrians through Greektown’s streets and spaces.

During event days, this network of pedestrian corridors should operate as a processional space. It is important that designs facilitate a transformation from successful daily use to higher capacity event use. Flexible and tactile urban design features (such as planters, vending booths, sculptural gates, wayfinding totems, etc.) will allow these spaces to fully pedestrianize when the increased capacity is required, and then contract to “right-size” for daily volumes. Strong relationships with local law-enforcement and security personnel will be important to guide drivers and pedestrians during pedestrian-focused transformations. While appropriate design will reduce the need for enforcement, this type of dramatic transformation will need human assistance in communicating the new rules to all participants.

Interface

Greektown currently exists in many ways as an island of activity separated by parking lots, a high capacity arterial (Gratiot Avenue) and a highway (I-375). It is important to create safe and convenient crossing to guide pedestrians between Greektown and other parts of Downtown. Complete street treatments including traffic calming, legible wayfinding signage, and ample pedestrian refuges are recommended for Gratiot and the future I-375 Boulevard. High priority intersections include Gratiot Avenue and Randolph Street, Gratiot Avenue and Brush Street, and Randolph Street and Monroe Street (Figure 4). Connecting St. Antoine across Gratiot Avenue is a second priority goal, as this crossing will be significantly impacted by traffic movements once the I-375 Boulevard design is implemented.

Activate

Figure 4 indicates strategic locations for pedestrian activation. With the goals of supporting pedestrian access and activity in mind, we recommend that the open space on Randolph Street between Monroe Street and Gratiot Avenue be supported by key events programming and local sponsorship. Creating a “Friends of Greektown public spaces” type organization will help ensure that places are lively and well utilized. It will also provide funding and structure to support the maintenance and care of these new urban spaces.

An important step to improving conditions on Monroe

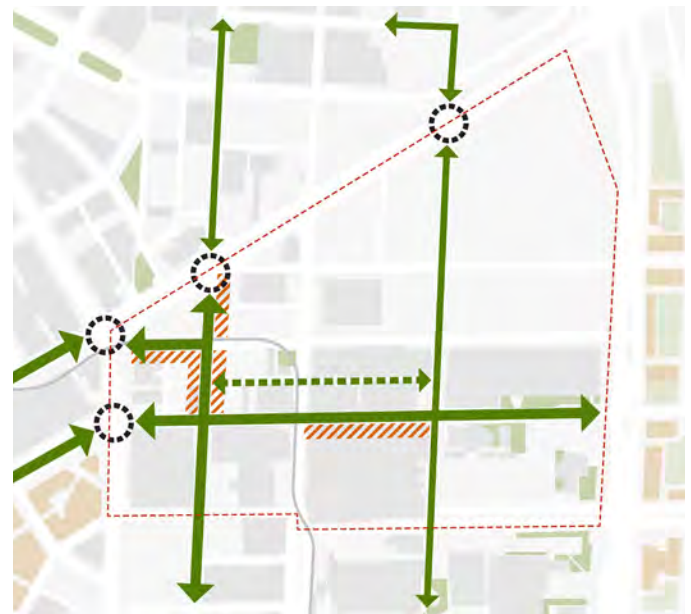


Fig. 4: Pedestrian corridors and high-priority intersections for pedestrian improvements

-  Pedestrian Corridors
-  Key Intersections
-  Pedestrian Activation

Street is to allow businesses to locate in the empty storefronts along the former Trapper’s Alley edge. It is understandable that this may create operational complexity for the Greektown Casino, but the increased casino business from active street life and potential revenue from successful businesses should support the required policy, infrastructure, and staffing investments.

The often-vacant surface parking lots along Brush Street, should also be considered prime opportunities for activation. Creating practices of festivals, street fairs, flea markets, or other specialty events will help the space become identified with pedestrian activity. Similarly, the pocket park at Beaubien Street and Macomb Street and the vacant lot at Monroe Street and St. Antoine Street should be considered opportunities for social gatherings.

As the development process for Greektown fully engages, the framework of pedestrian corridors, interfaces, and active public spaces will support successful mobility options for future residents and visitors alike (Figure 5). This is a long-term process and creating a supportive foundation for mobility will guide development and help prioritize pedestrian activity into the future.

Public Transit Connectivity

Illuminate

Compared to other locations in Downtown Detroit, Greektown benefits from many connections to public transit services. The Detroit People Mover (DPM) has direct connections at Beaubien and Monroe and Beaubien adjacent to Lafayette. It also has adjacent access to frequent bus service on Woodward and Gratiot, and the Q-Line streetcar. The planning team recommends that transit access improvements be pursued to cultivate a practice of transit use by visitors, employees, and potential future residents.

First, it is important that the neighborhood support the development of wayfinding signage to guide people to existing bus and DPM services. We recommend sponsoring dynamic, high-visibility, real-time arrival and destination signage for DPM so that customers can better understand how connected they are to various points downtown. Real-time arrival signage will help communicate to users when the DPM will arrive to take them to venue connections so that they can enjoy their dinner and drinks and make the opening face-off, tip-off, or act.

Financial incentives to use public transit on event days can also prove to be successful measures to build awareness of public transit options. We recommend that local establishments partner with DDOT, DPM, and the Q-Line to provide customers with complementary tokens / tickets during events.

Consolidate Event Transit Services

Greektown uses several free private shuttle services to connect with Little Caesar's Arena and Ford Field / Comerica Park. Three shuttles are provided by the Greektown Preservation Society and different establishments and operate as stand-alone ad hoc services. The planning team recommends that the many shuttles consolidate and formalize to create a simplified, singular service. We feel that the resources required to operate three separate services would be better utilized in coordinating their hours of operation, schedules, route, and stops.

A single service managed by a single entity could provide consistent and legible transit service between Greektown and the venues. First, a simplified shuttle route should be developed that matches updated street directions and closures. Adhering to a single schedule and set of destinations would allow three vehicles to provide scheduled trips to venues (departing every 5 to 7 minutes).

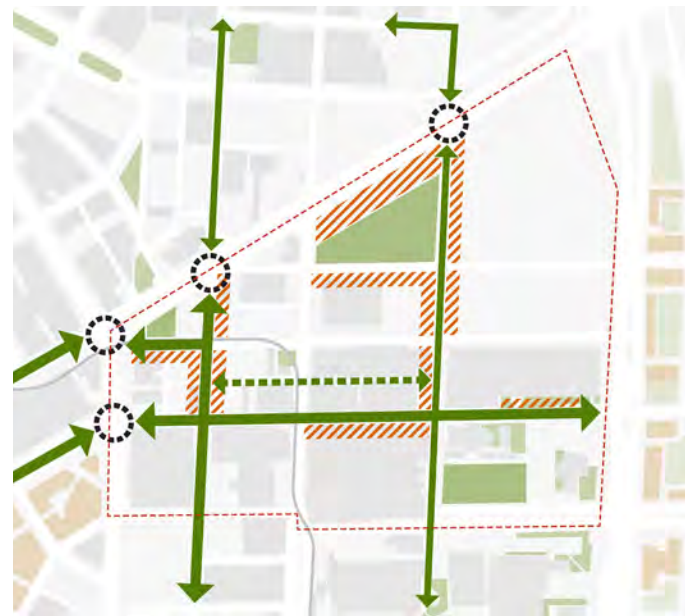


Fig. 5: Long-term development strategy supported by the pedestrian-focused framework



An important piece of the consolidation is consistent signage and branding as the Greektown shuttle. One bus stop location for all shuttles should be established with signage, schedule and contact info, and seating for those waiting. To make the service more usable, it is recommended that all shuttles be equipped with GPS transmitters so that vehicle locations can be posted to real-time arrival signs and mobile app. This can be easily accomplished with real-time vehicle tracking services (such as www.opengts.org, www.gpsgate.com, www.buswhere.com/shuttles or www.ride-systems.com). This type of technology can also be utilized to remotely monitor and manage the fleet to ensure that vehicles meet the posted schedule times and frequencies.

Figure 6 shows potential service routes for the shuttle service given the proposed street realignment. These proposed routes and stop locations provide a starting point for a discussion between shuttle bus operators and potential service supervisors / managers.

Note that the shuttle routes proposed above are based on the existing patterns of the Uzo Cruizo bus. Morris "Mo" Joseph (the bus operator) confirmed the routes to LCA and to Ford Field/Comerica Park.

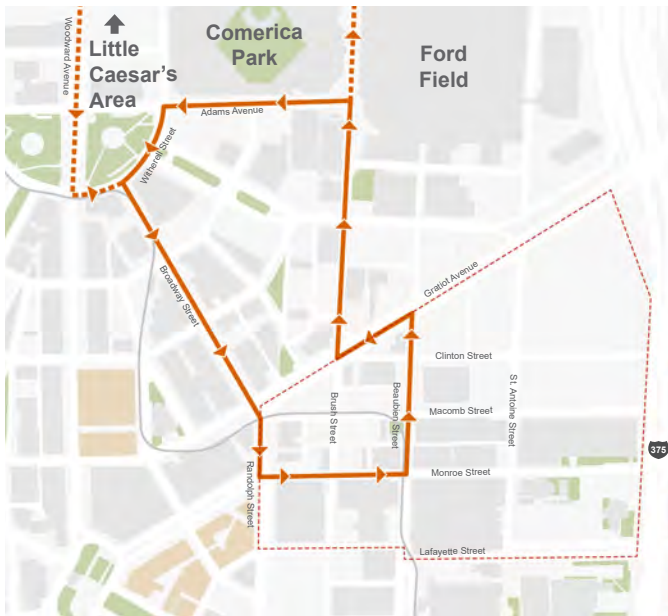


Fig. 6: Shuttle Route for Events at Comerica Park, Ford Field, and Little Caesar's Arena

To encourage private shuttle customers to travel between Greektown and their event destination and provide an incentive for using the Greektown entertainment options before and after an event, it is important to make the process as easy as possible for the user. Locating the drop off point as close to the destination as possible is ideal.

Experiment / Improve

Updating the shuttle routing to avoid areas of congestion may reduce running times and improve service consistency. However, it will also make the service less legible to users. In the case of travel to Ford Field / Comerica Park (Figure 6), turning the shuttle left on Madison, and dropping passengers off at John R Street is a potential service option. Ultimately, the recommendation is less about the route that is taken and more about the consolidation of free services provided so that the user has a high-quality experience. Alternative shuttle routes should be explored as long as the service has high quality signage is provided so that users who are not familiar with the service know where they will board the bus after the event.

New Mobility

“New Mobility” is the marriage of technology, services, public-private partnerships, and consumer preferences to increase the capabilities of the overall transportation ecosystem. It includes fixed route, deviated schedule, on demand, subscription based, multi-passenger, single occupant, shared use, public operated, private operated, semi-autonomous, fully autonomous, public bike share, dockless bike share, e-bikes, bike parking, EV charging, loading zones, complete streets, and much more.

Greektown is already seeing the beginnings of this mobility transformation with increased numbers of TNC trips, the Mobike bike share system, as well as dockless scooters and eBikes. For the past year, Bedrock has provided an employee shuttle service using low-speed autonomous vehicles operated by May Mobility. The next set of recommendations address steps that Greektown can make to maximize the impact of these upcoming changes in the way people are mobile.

Mobility Management

TNC activity in Greektown has demonstrated how disruptive and inconsistent new mobility services can be if they are not effectively managed. A lack of curb space and constant congestion have made matching TNC customers and their rides challenging. Proactive regulation can protect Greektown from losing customers to destinations where pick up and drop offs are easier.

Cities and districts that manage mobility resources most effectively will reap the benefits. Curb activity can be controlled by partnering with Uber and Lyft to establish pick-up and drop off zones. Developing the zones are enforced by the TNC. Pick-ups and drop offs outside of designated zones are prohibited using a technique called geofencing, where the user’s phone and the TNC driver can only complete a transaction if they are in a designated location. This high-tech approach must be supported by low tech signage and paint to ensure that locations are easily found by both parties. The planning team recommends that this approach be explored in Greektown context.

Figure 7 illustrates a set of potential locations. These should be workshopped with representatives from Uber and Lyft to develop locations that work for drivers as well as Greektown businesses.

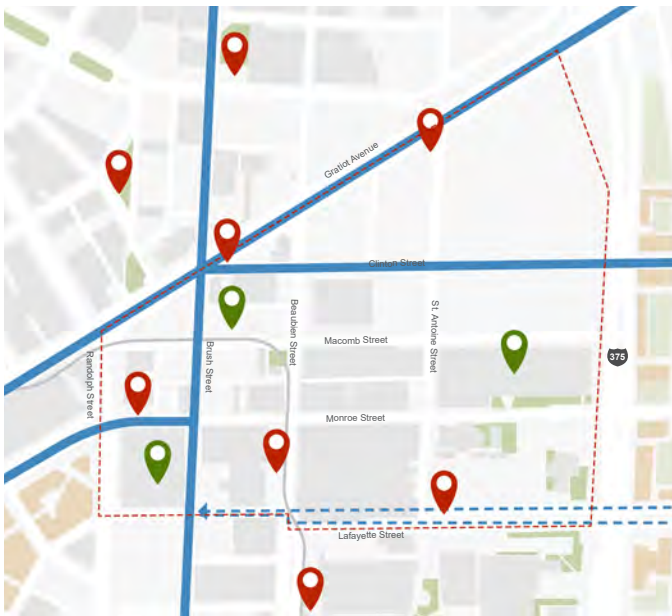


Fig. 7: Potential locations for pick-up and drop-off zones and mobility hubs

-  Mobility Hub
-  Car Share/Charging Station
-  Micromobility/Bike Route

Mobility / Micromobility Hubs

The term “mobility hub” implies that the primary focus is moving people. These are centers that facilitate a smooth transition between transportation modes: walking, biking, cars, transit, and others.

Most recently, alternative forms of shared personal mobility have found a role in the transportation ecosystem. These options include station-based bikeshare programs, dockless bikeshare programs, shared electric bicycles, and shared scooters – collectively these are called “micromobility.” While the specific vehicles used varies, they tend to have a small size appropriate for an individual traveler and can be rented for short periods to make trips. The safe use of these mid-speed modes can be supported by typical bicycle infrastructure such as protected lanes, painted lanes, and greenways.

Similar to the challenges experienced with TNCs and curb space, micromobility modes must also be managed to be a viable option in cities. Dockless modes in particular have developed a reputation for creating blight and cluttering already crowded sidewalks. Creating micromobility corrals can be easily accomplished using signage and sidewalk paint.

The planning team recommends that the mobility hub concept be explored in Greektown by co-locating TNC pick-up zones with micromobility corrals. Designating specific hubs that provide multiple mobility options are helpful in maximizing usage of all, and managing journeys using different modes. Indeed, successful mobility hubs combine these modes with bike share stations, public transit, information kiosks, public seating, and vending. Figure 7 illustrates potential locations for mobility hubs given the City’s planned bicycle connections and priority streets.

Explore Pilot Projects

Many mobility technology providers are interested in engaging with communities to testing their products and services. Due to its central location and proximity to key downtown destinations, the planning team recommends that Greektown explore private partnerships to test new mobility options. Low-speed autonomous shuttles (similar to the Bedrock / May Mobility service) can provide limited capacity access to downtown destinations (such as event venues) with minimal disruption to traffic flow.

In the short term, Greektown should explore pilots that support the implementation of car share services in Detroit. the planning team recommends that Greektown parking managers explore reserving spaces for shared vehicle fleets (such as Zipcar, Enterprise, and Car2Go) and provide infrastructure to support electric vehicle (EV) charging. Figure 7 highlights a potential distribution of car share and charging stations amongst Greektown parking assets.

Detroit has a long history of experimenting with vehicles that use one or more electric motors or traction motors for propulsion. EVs require a charging stations to connect to a source of electricity for recharging, and publicly providing these charging resources can incentivize a transition away from traditional internal combustion engines that require fossil fuels like natural gas or petroleum products such as gasoline, diesel fuel or fuel oil.

The planning team understands the EV transition to be an inevitable one. The costs of sourcing fossil fuels and mitigating the negative impacts of their storage and use are tremendous, while the costs for EV components are plummeting. The more that Greektown can engage with these technologies at this stage, the more that the neighborhood will be ahead of the curve and maintain its competitive advantage over other downtown entertainment districts.

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