



Conceptualizing Woodbridge

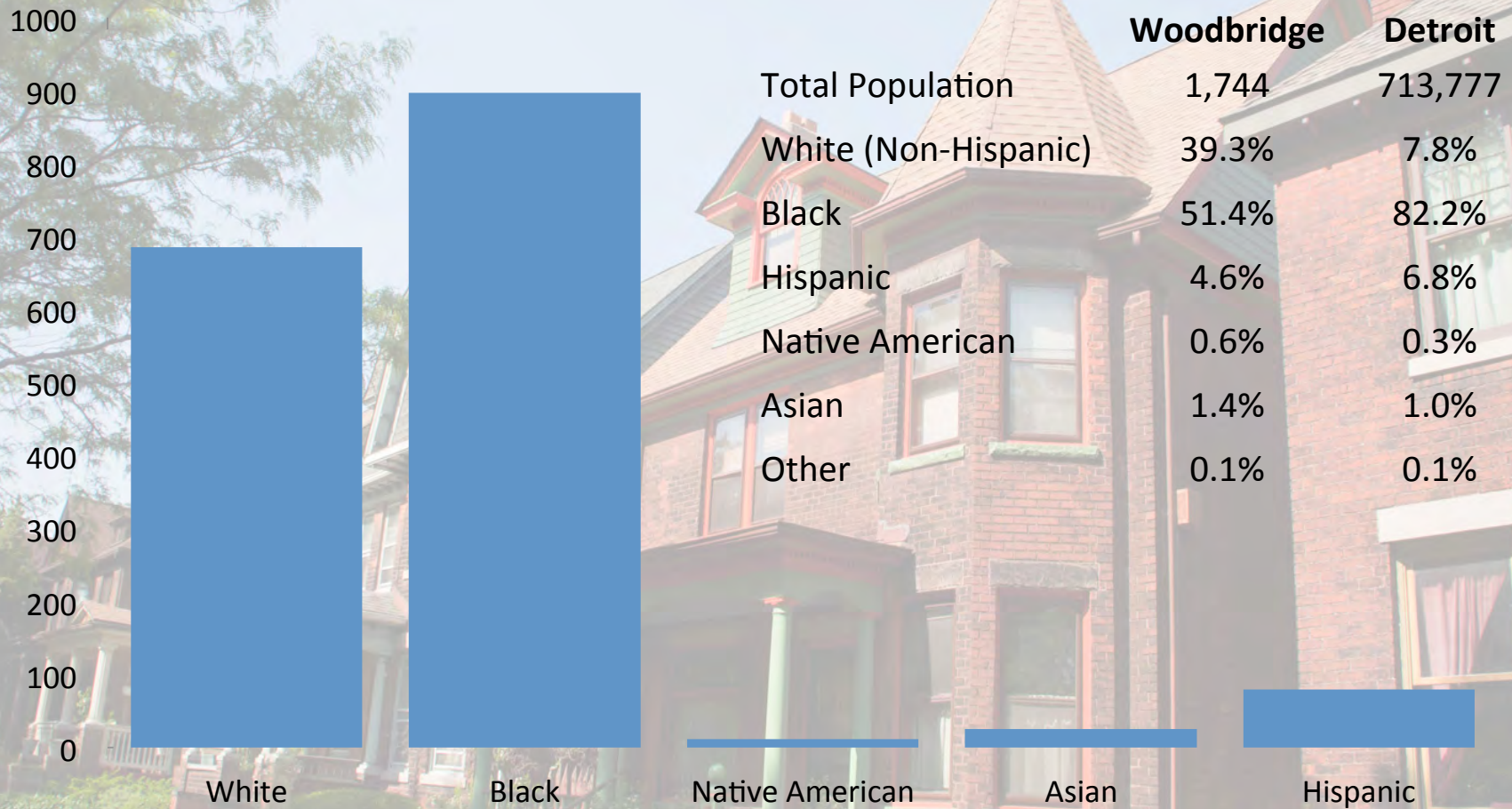
2011 WSU MUP Capstone Recommendations. August 9, 2011



* Neighborhood Strengths



* Population - Demographics



Source: US Census 2010 Redistricting File

* Population - Age

• 2000

• 2009



Source: US Census 2000, American Community Survey 2009

* So what does that mean?

* In 10 years
population has
become younger

* Significant college
age population

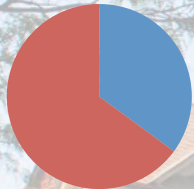
* Lacking school age
children and families
with kids



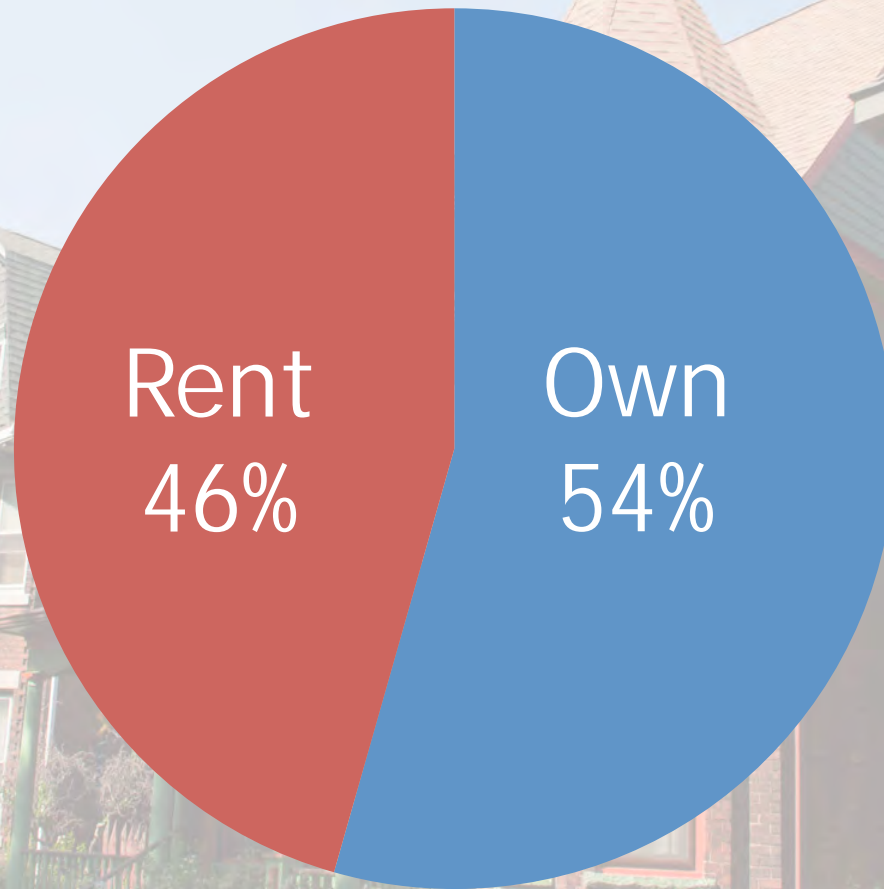
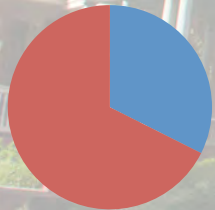
* Housing - Rent v. Own

2009

- 2000



- 1990

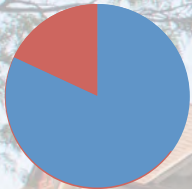


Source: US Census 1990 2000, American Community Survey 2009

* Housing Occupancy

	Woodbridge	Detroit
Total	863	349,170
Occupied	82%	77%
Vacant	18%	23%

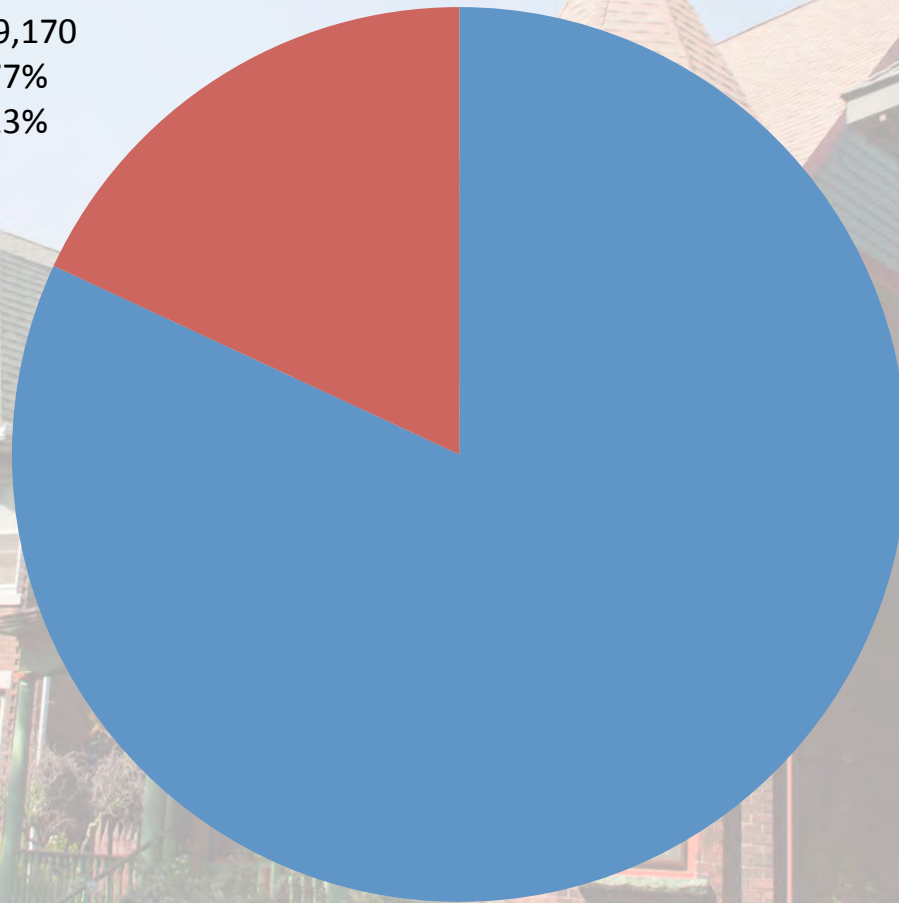
• 2000



• 1990



2010



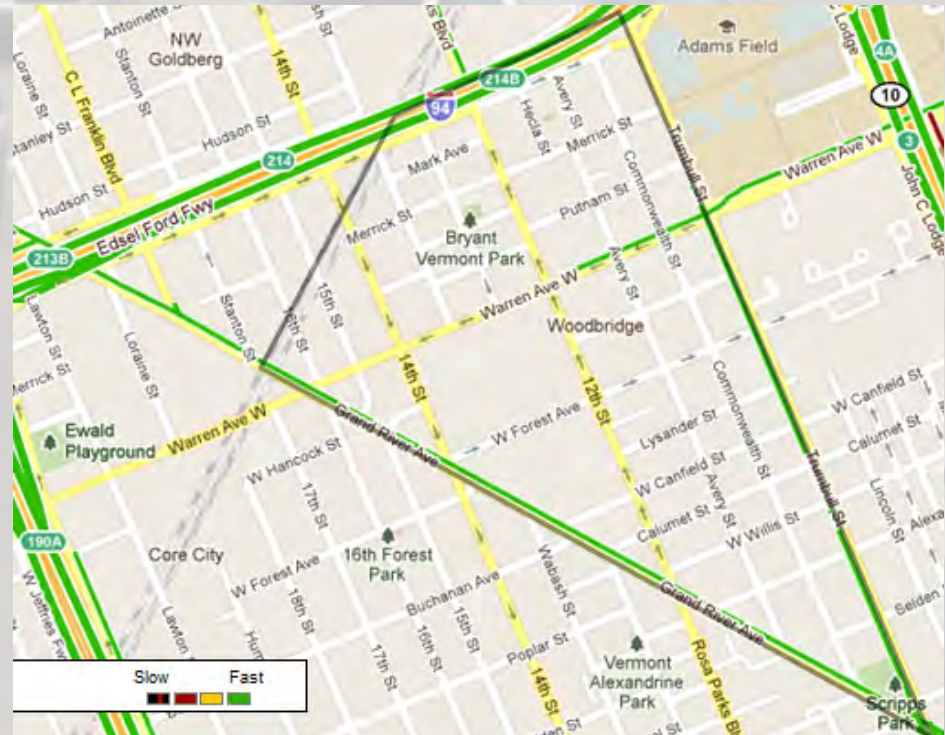
Source: US Census 1990 2000, 2010

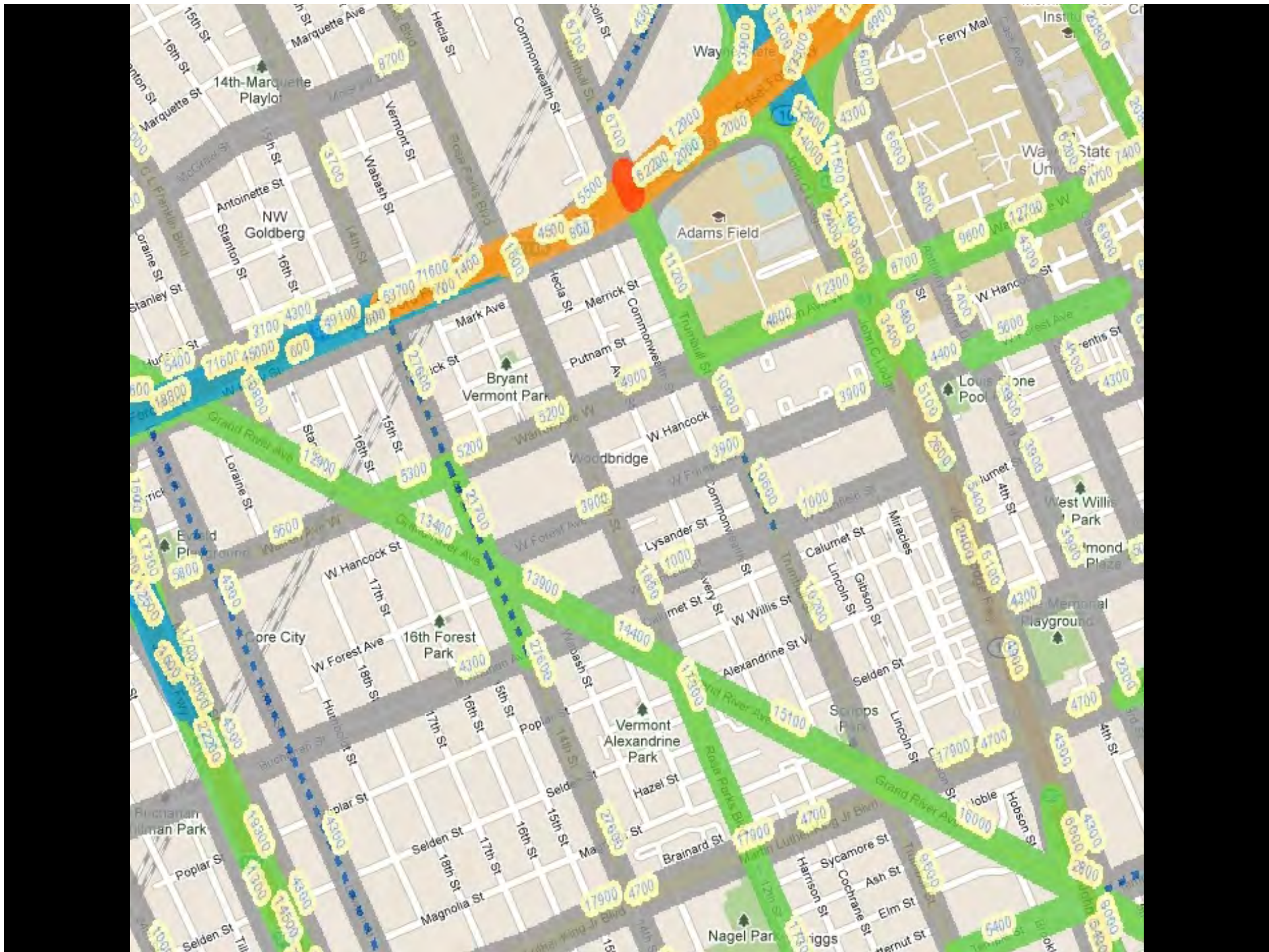
A row of historic brick houses with green-painted porches and windows. The houses are multi-story, featuring gabled roofs, dormer windows, and prominent chimneys. The porches are supported by green columns and have green railings. The windows are also painted green, and some have white curtains. The houses are set on a grassy street with trees in the background.

*What We Found

* Traffic Counts

- * Trumbull/I-94 Overpass: 154,400 AADT
- * Trumbull between Warren and I-94: 11,200 AADT
- * Westbound Warren between Trumbull and M-10: 12,300 AADT
- * Eastbound Warren between Trumbull and M-10: 4,900 AADT
- * Grand River between I-94 and M-10: 12,900 - 16,000 AADT (depending on segment)



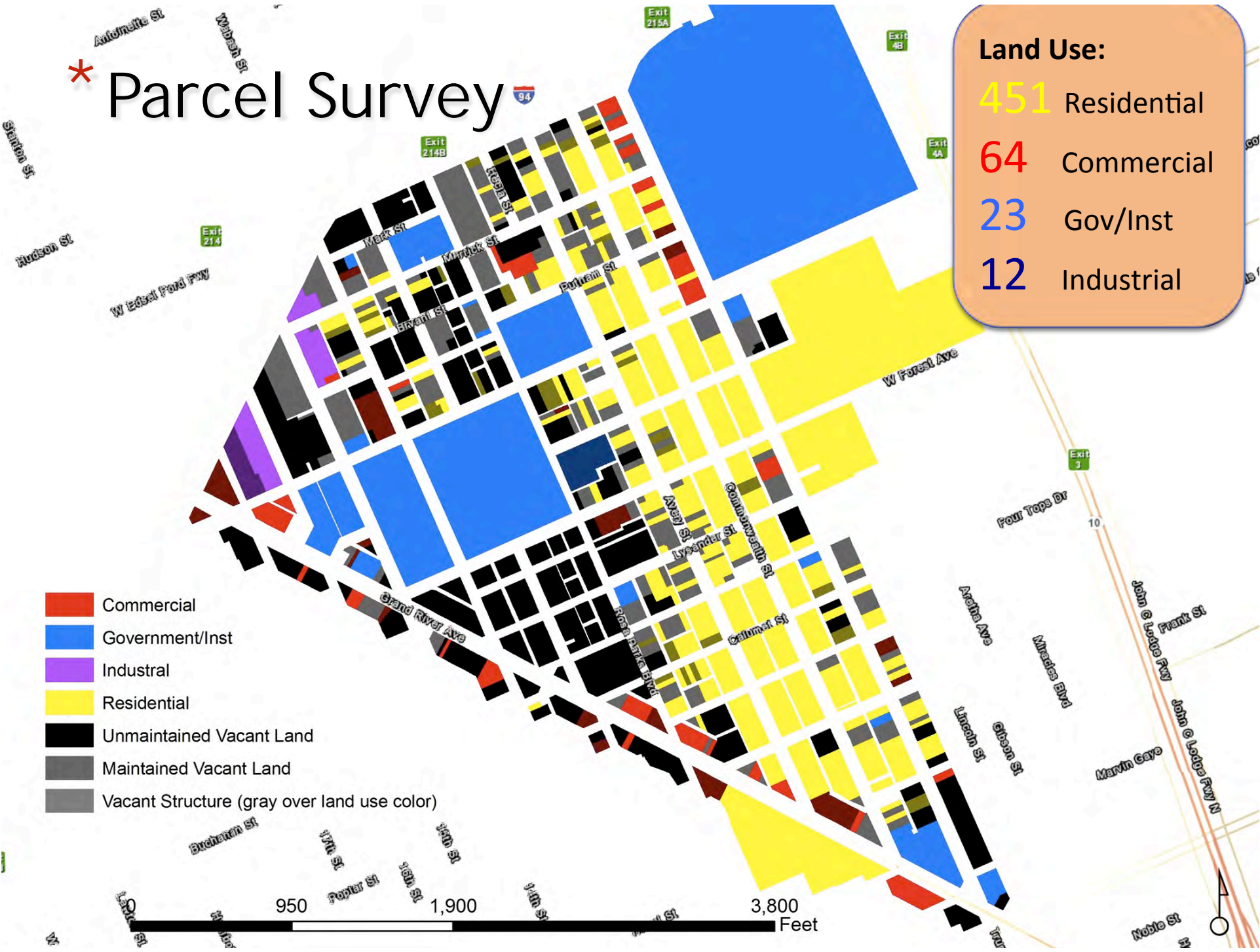
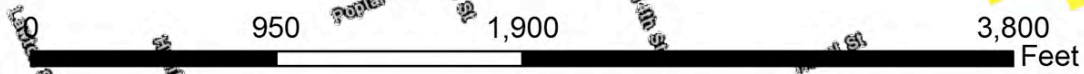


* Parcel Survey

Land Use:

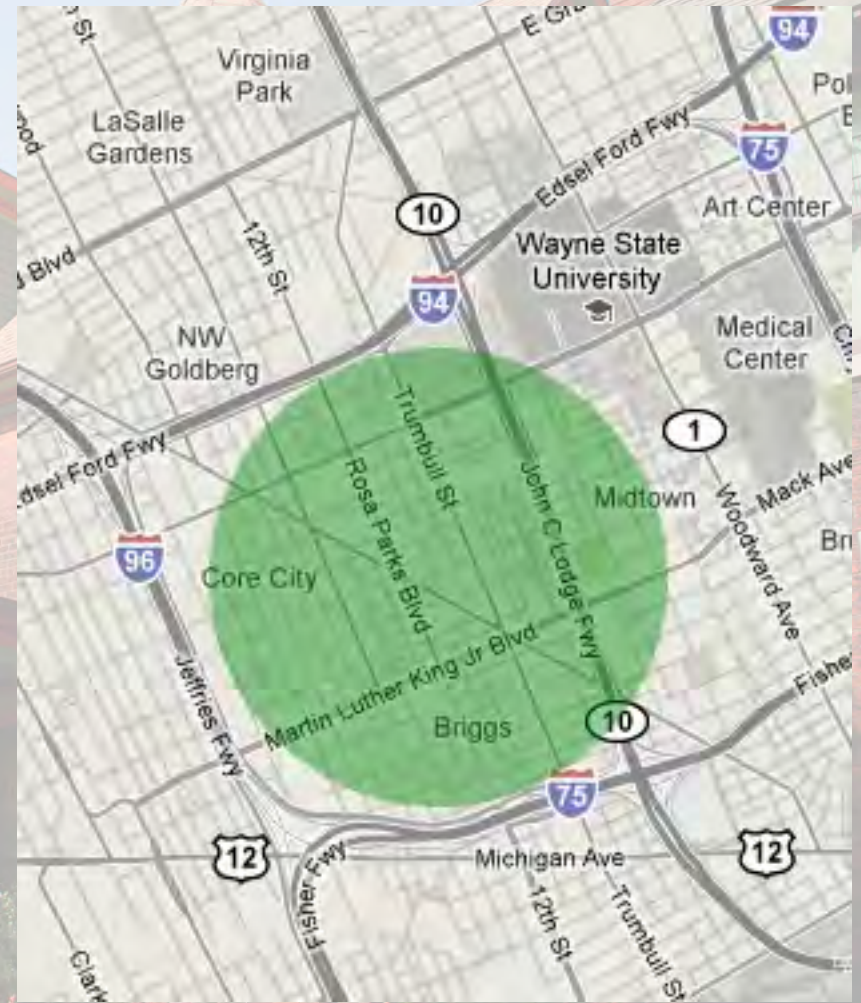
- 451 Residential
- 64 Commercial
- 23 Gov/Inst
- 12 Industrial

- Commercial
- Government/Inst
- Industrial
- Residential
- Unmaintained Vacant Land
- Maintained Vacant Land
- Vacant Structure (gray over land use color)



* Market Analysis

- * Greater Woodbridge area has a population of approx. 11,000 people
- * Many people walk and bike instead of drive.
- * Walk-up friendly businesses would do well in Woodbridge



* Town Hall Meeting

- * 29 Residents Attended (5 CDC Members)
- * Citizens Divided into group to answer:
 - * What are strengths / weaknesses?
 - * What kinds of businesses development would you like to see?
 - * What activities or initiatives would spark your civic engagement?



* What We Learned?

- * Desired Businesses: Coffee / Ice Cream Shop, Baker, grocer, & other small shops
- * Residents willing to volunteer for focused and specific efforts.
- * Safety, Lighting, & Blight
- * Lack of activity for children and senior citizens; and a
- * General disconnect among Anchor Institutions.



* Short Term Suggestions

- * Improve Lighting
- * Improve Streetscapes
- * Improve Alleys
- * Market your neighborhood
- * Enhance relationships with Anchor Institutions



* Streetscapes



* Improved lighting, security cameras, and murals are other strategies that have been used successfully to "target-harden" vulnerable properties.

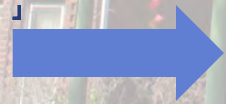
* Light up Woodbridge

Investors

- Individual Residential Contributions
- Wayne State University
- Henry Ford Health System
- Detroit Medical Center
- Detroit Area Casinos

Strategy

- Put stickers or badges in doors or windows of home
- Ask for a small donation to receive sticker or badge
- Continuously change design and continue with donation program
- Allows CDC to track where participants are, and pinpoint "dark" patches



* Alley Improvements





* Green Alley Demonstration Project, UCCA
Motor City Brewing Works and The Green Garage



BEFORE: The alley in July 2008 - facing west



AFTER: The alley in June 2011

2nd Avenue Between Canfield and Prentis



* Current Housing Incentives

- * Forgivable loan for Purchase of a Home in “Midtown”
- * Live Downtown
- * Live Midtown
- * Grants for Exterior Home Repair
- * Rental Subsidies for new and existing Residents
- * Consider marketing options like:
 - * Radio show announcements, facebook, twitter, home tours

* Rezoning for Business

* Rezone Westside of Trumbull Between Warren and Edsel Ford Freeway

* From Residential to Commercial

* 25 Parcels directly affected

* 6 would become nonconforming



Current Zoning



Proposed Zoning

* Connecting with Wayne State

- * CDC and WSU collaborate to enhance relationships
 - * Establish what we call a Woodbridge One Card (WOC)
 - * Facility use for CDC meetings, etc
 - * Recreation Center use
 - * Lifetime learning access.

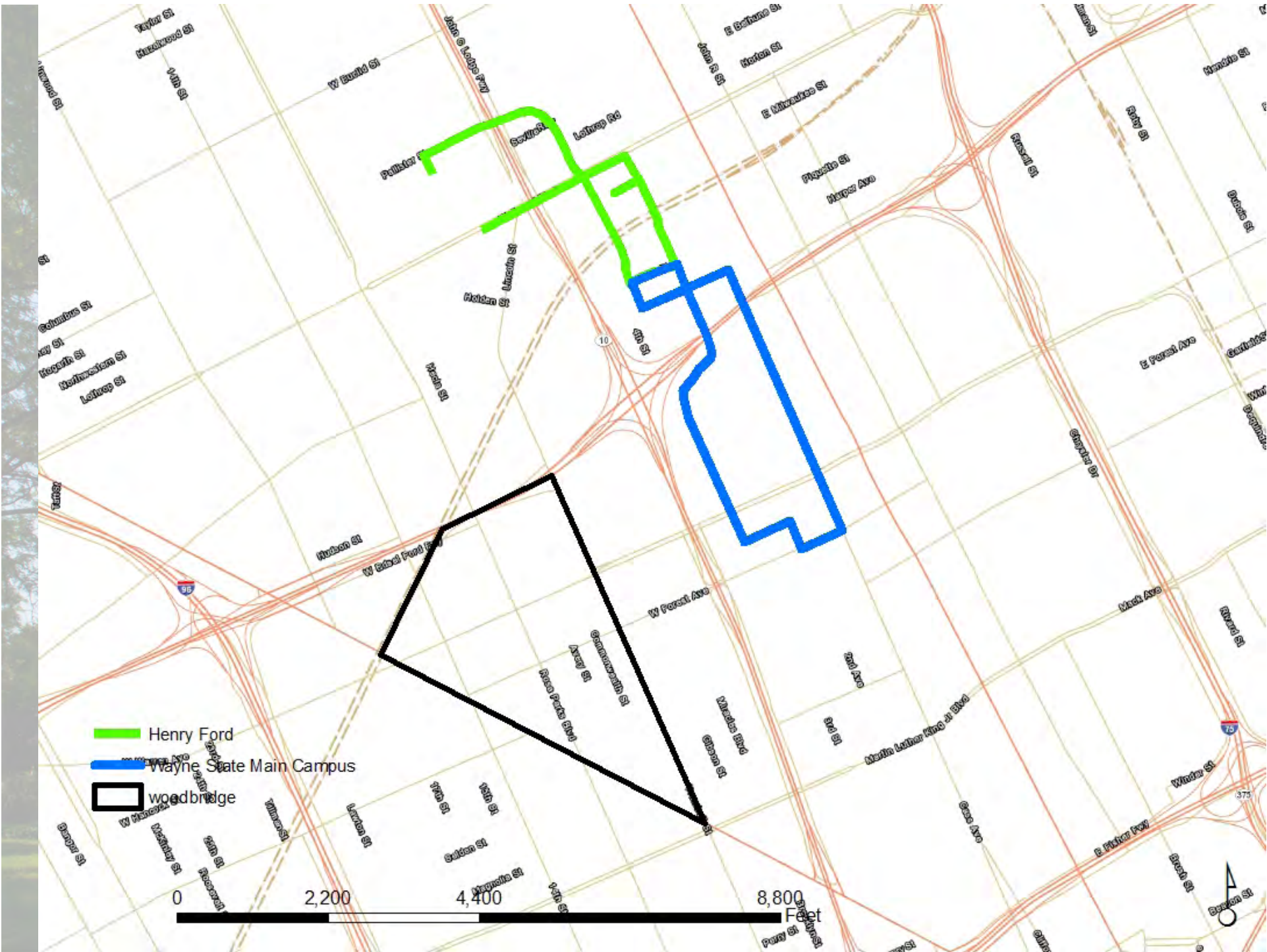


Wayne State University



* Woodbridge Shuttle

- * Anchor institutions expand their reach to Woodbridge
- * Henry Ford becomes part of the transportation solution for all residents of Woodbridge, particularly the elderly
- * Woodbridge residents pay the current rate to ride the MDOT or SMART bus to make use of the shuttles.



- █ Henry Ford
- █ Wayne State Main Campus
- woodbridge

0 2,200 4,400 8,800 Feet

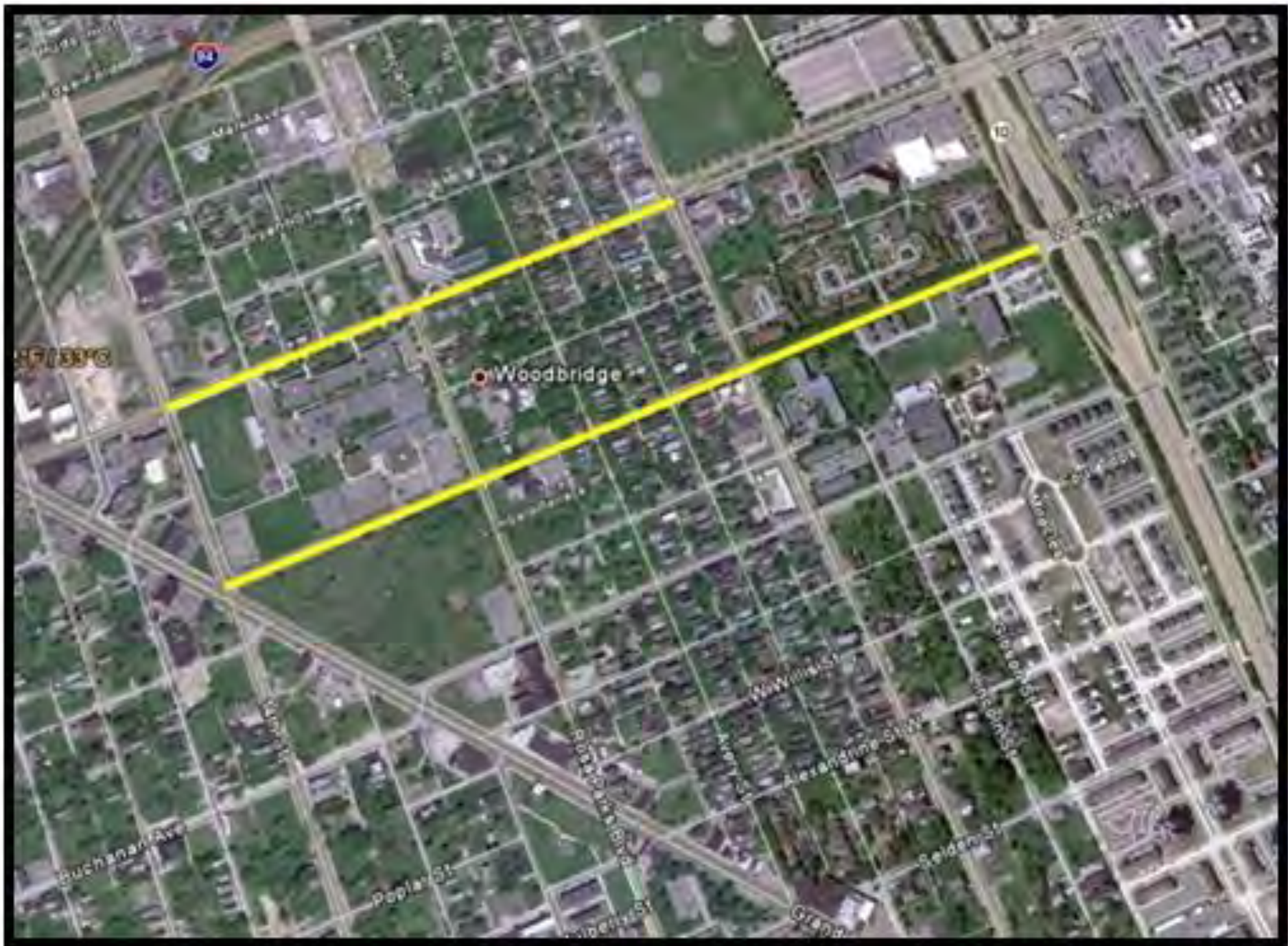


* Long term suggestions

* Making Warren and Forrest 2 way

* Enhancing and Strengthening Business





* Create a Neighborhood Business Network

* Why?

- * Strengthen community through mixed use development
- * Meet local economic demand
- * Create local jobs
- * Convenience for residents

* How?

- * Bring stakeholders together
- * Create formal structure
- * Build capacity
- * Strategies
- * Secure Funding





* Leveraging Public/Private Investments

- * Detroit and Southeast Michigan Fund for Innovative Workforce Solutions

- * Committed \$3.5 million for training

- * WARM Training Center

- * Henry Ford Community College

- * Southwest Solutions

- * Detroit Workforce Development Department

- * Greening of Detroit

* Recap

* Woodbridge “A Success Story”

* A Phased Approach

* Build on Momentum - Wayne State Coalition

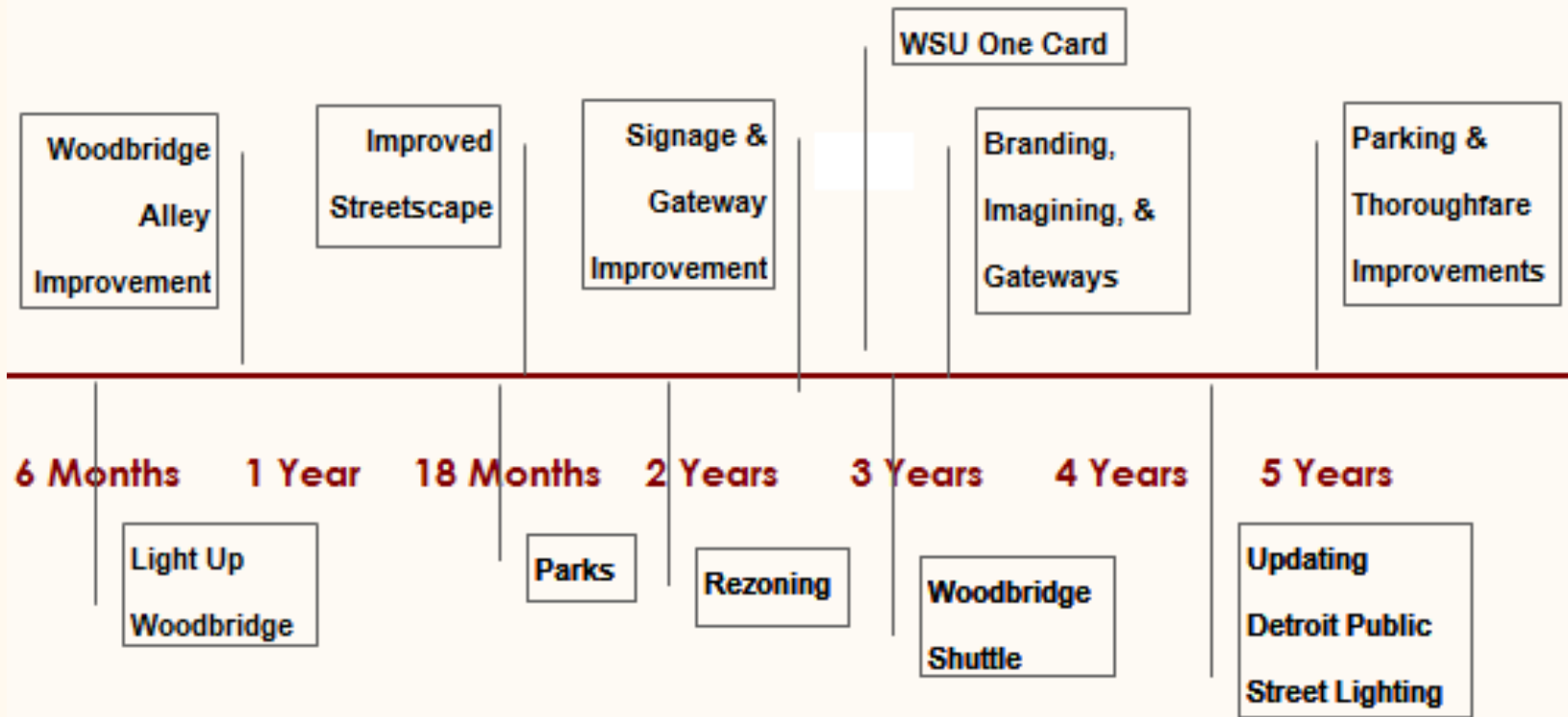
* Only a Portion of the Plan

* E.g. Parks, Signage, Branding

* Available at <http://bit.ly/9veD4E>



Timeline



A row of colorful Victorian houses with a red asterisk and the word 'Questions' overlaid. The houses are in various colors including red, green, and blue. The text is in a large, black, serif font with a reflection effect below it. A red asterisk is positioned to the left of the word 'Questions'.

* Questions