



# Mack Corridor Project

*An Economic development plan for Mack Avenue  
between Conner and Chalmers*

Presented to

Warren Conner Development Coalition

By

Wayne State University-Master of Urban Planning Capstone Class

# ***Mack Corridor Project***

- ❖ ***The Client:*** Warren Conner Development Coalition
- ❖ ***The Location:*** Mack Corridor Between Conner and Chalmers
- ❖ ***The Assignment:*** Assess Potential for Mixed Use Development of Commercial Strip

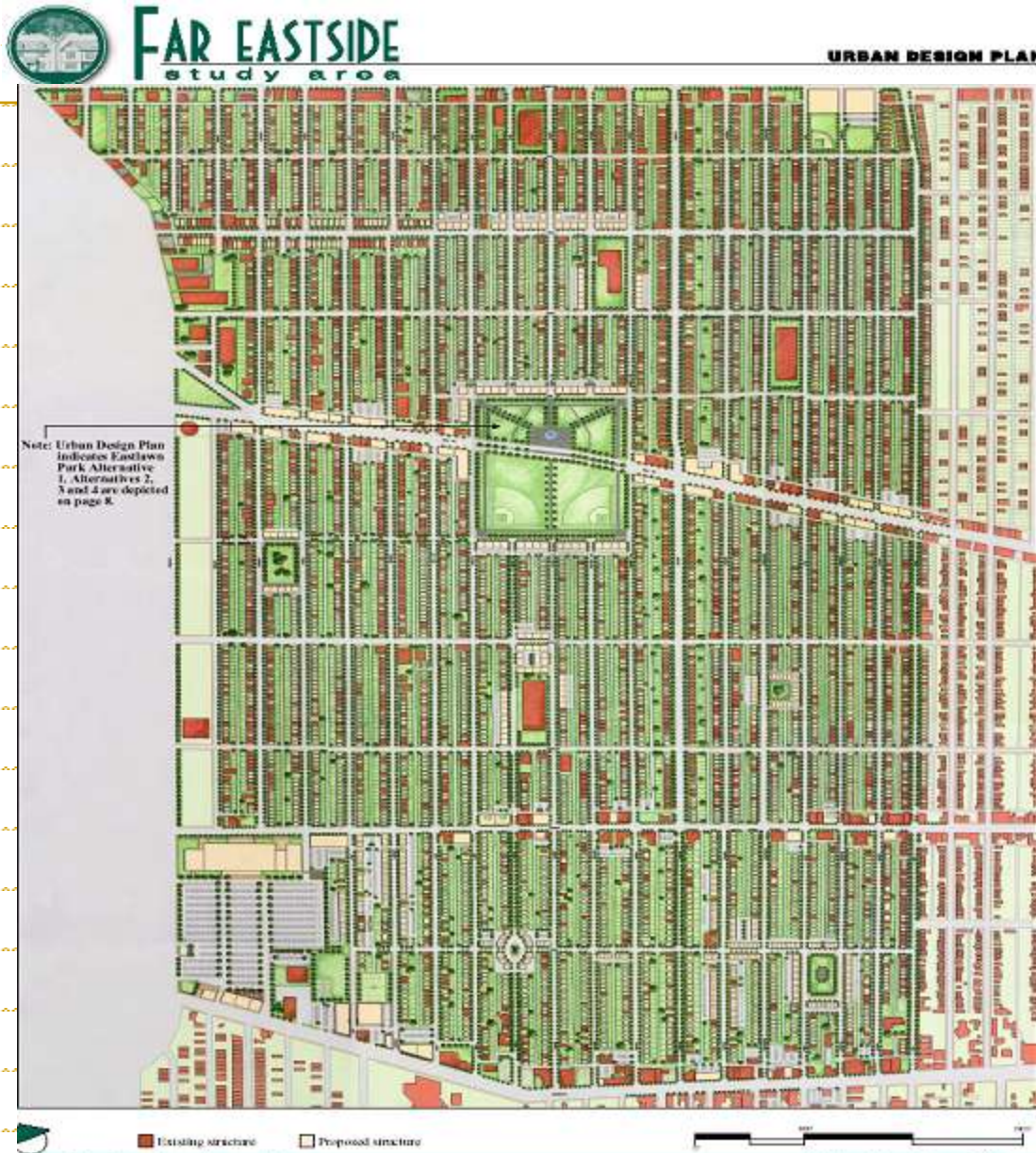
# ***Mack Corridor Project***

## ***The Approach***

- ❖ **Place the neighborhood and this project in relation to the city as a whole and other contiguous neighborhood revitalization plans**
- ❖ **Complete a Market Analysis**
- ❖ **Identify Potential Financing Sources or Programs for Specific and General Projects**
- ❖ **Outline Reasonable and Plausible Recommendations for Implementation in Community Development**



# Mack Corridor Project



# ***Mack Corridor Project***

## **History of the Study Area**

- ❖ **Farmland was developed to build factories and affordable housing for workers employed at neighboring industries.**
- ❖ **The area attracted a mixture of people from different ethnic and economic backgrounds.**
- ❖ **Chalmers-Detroit Motor Company, Liberty Motors, the Continental Motor Manufacturing Company, the Hudson Motor Car Company, and others were established in the area.**

# ***Mack Corridor Project***

## **History of Study Area**

- ❖ **Earlier industries such as the Anderson Forge and Machine Company and the Detroit Vapor Stove Corporation, also dominated the area.**
- ❖ **Detroit's east side was hit the hardest by industrial changes in the 1950's, losing more than 70,000 jobs between 1954 and 1960.**
- ❖ **As jobs left the area, so did Caucasian workers with the means to move to the suburbs or small towns where factories relocated.**



# Mack Corridor Project

## Far East Side Project



# ***Mack Corridor Project***

## **Far East Side Project**

### ***Overall Purpose and Focus***

- ❖ **Re-establish neighborhoods in Detroit's east end faltering mainly due to decay and abandonment.**
- ❖ **Transform 1,200 acres of largely under-utilized previously developed land that is currently contributing minimally to the city tax base.**
- ❖ **Provide updated housing stock of varied types, not currently available in the city, which would ultimately increase the residential population and the quality of life for all in the Far East Side.**



# Mack Corridor Project

## FAR EASTSIDE study area URBAN DESIGN PLAN



Note: Urban Design Plan indicates Eastlawn Park. Alternative 1, Alternative 2, and 4 are depicted on page 8.

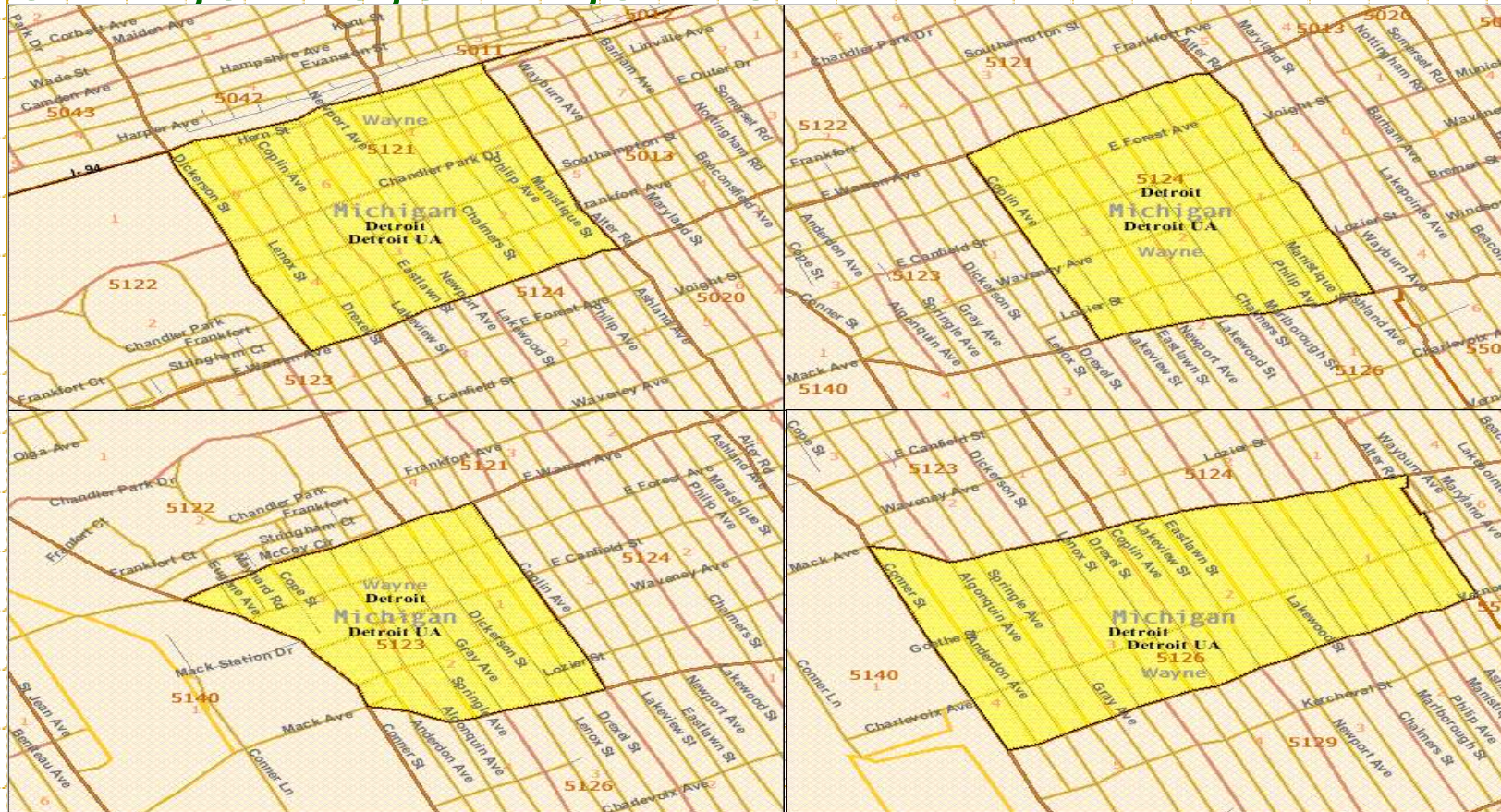
Existing structure Proposed structure



# Mack Corridor Project

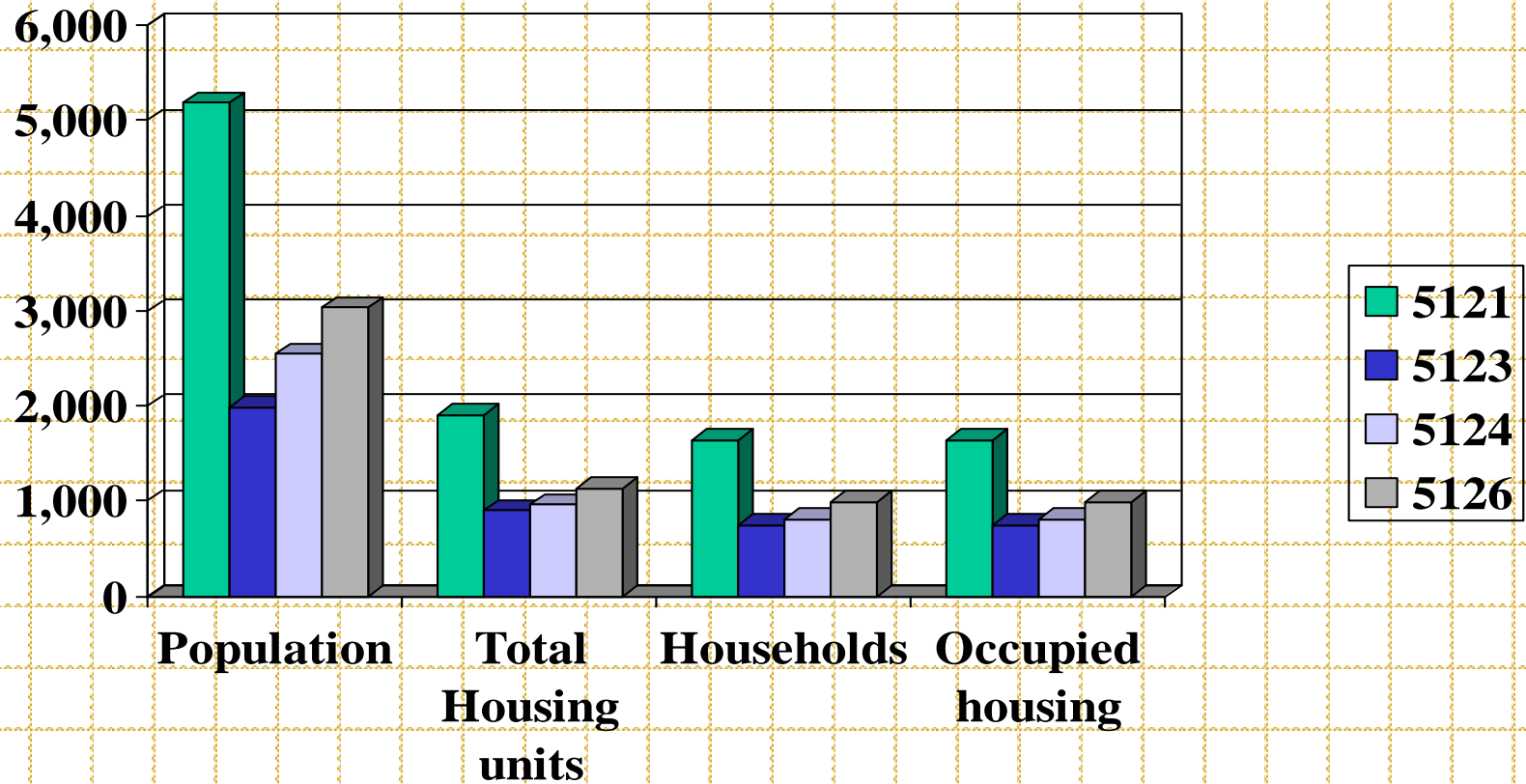
## Mack Area Census Tracts

5121, 5123, 5124, 5126



# Mack Corridor Project

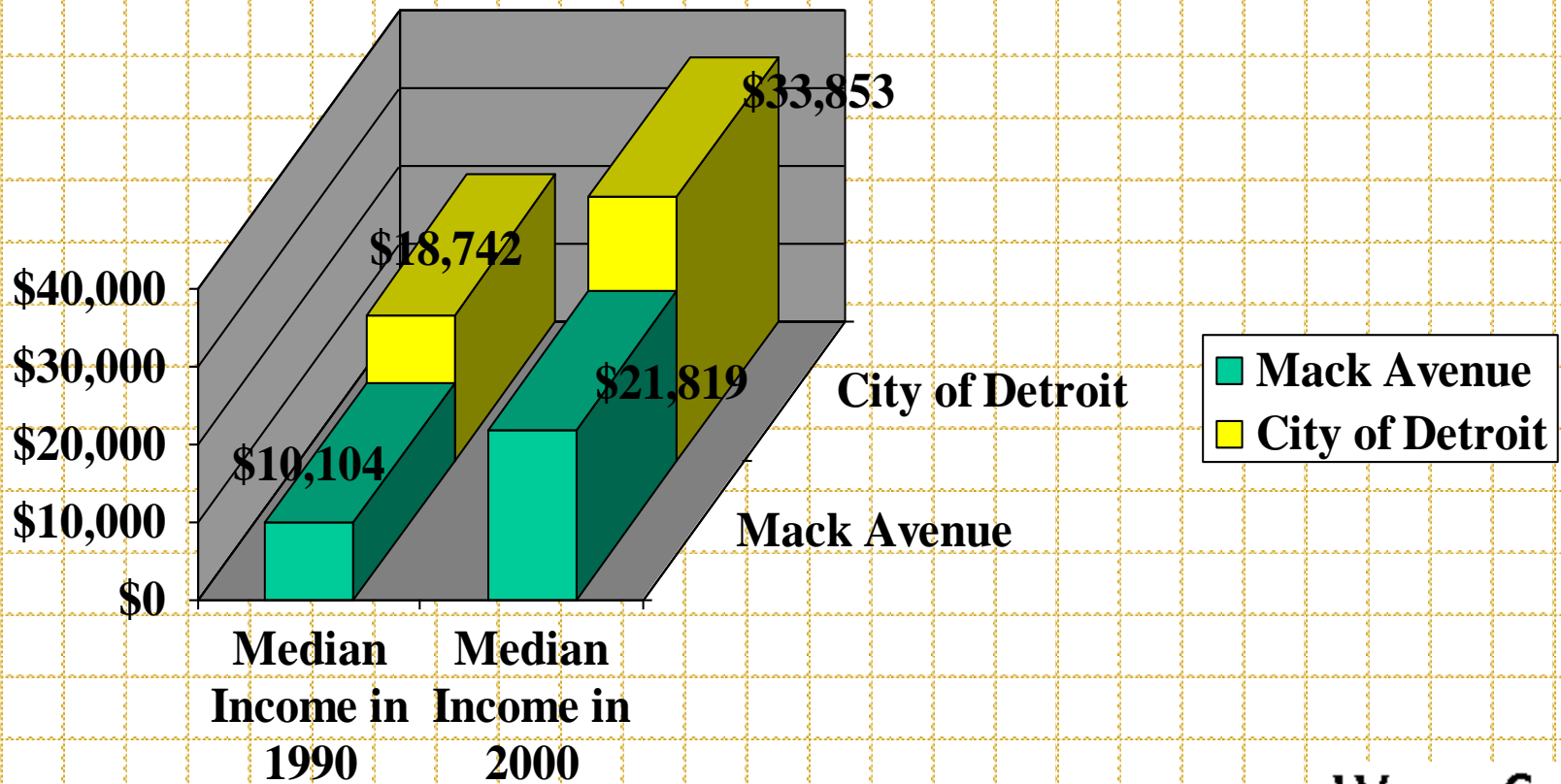
## Mack Area Demographics 2000





# Mack Corridor Project

## Mack Avenue Area vs. City of Detroit



# ***Mack Corridor Project***

## **Mack Avenue's Market**



- ❖ **Internal Market Weak**
  - ❖ **Difficult to Sustain Neighborhood-type Uses**
- ❖ **Destination Market Stronger**
  - ❖ **Unique Uses Needed**

# ***Mack Corridor Project***

## **Development Proposal**

- ❖ **20,000 to 30,000 sq. ft. development, a combination of new construction and renovation**
- ❖ **Mix of uses, including restaurants and entertainment, unique to the area**
- ❖ **Utilization of some property for public gathering purposes**
- ❖ **Creation of a landscaped median**



# ***Mack Corridor Project***

## **Mexicantown – Detroit, MI**



### **APPLICABILITY TO MACK AVENUE**

- ❖ Use of Open Space
- ❖ An ethnically themed destination can thrive outside of Detroit's CBD.
- ❖ Walkability

### **KEY DIFFERENCES**

- ❖ Hispanic Clientele
- ❖ Strength of Mexicantown's Primary Trade Area

# ***Mack Corridor Project***

**18<sup>th</sup> and Vine – Kansas City, MO**



## **APPLICABILITY TO MACK AVENUE**

- ❖ Regionally Identifiable Theme
- ❖ Festivals/Gatherings

## **KEY DIFFERENCES**

- ❖ Major Public Investment
- ❖ Existing Historical Structures

# ***Mack Corridor Project***

**Bronzeville – Chicago, IL**



## **APPLICABILITY TO MACK AVENUE**

- ❖ **New Housing Spurs Revitalization**
- ❖ **African-American Theme**

## **KEY DIFFERENCES**

- ❖ **Market Size and Population Density**
- ❖ **Urgency**



# ***Mack Corridor Project***

**Jos. Campau & Holbrook – Hamtramck, MI**



## **APPLICABILITY TO MACK AVENUE**

- ❖ Importance of Reputation in Media
- ❖ Unique Products and Services

## **KEY DIFFERENCES**

- ❖ Diversity of Cultures and Traditions
- ❖ Existence of Structures Suitable for Commercial Use

# ***Mack Corridor Project***

## **Warren Avenue – East Dearborn, MI**



### **APPLICABILITY TO MACK AVENUE**

- ❖ **Business Compatibility**
- ❖ **Think Beyond Nightspot**
- ❖ **Cohesive Landscaping and Building Materials**

### **KEY DIFFERENCES**

- ❖ **Strong Internal Market**
- ❖ **The Immigration Experience**



# Mack Corridor Project





# ***Mack Corridor Project***

## **Target Area 1** **Mack / Chalmers**



# Mack Corridor Project

**Bldg. F – 14350 Mack**  
**SW corner Mack & Chalmers**



# ***Mack Corridor Project***

***Bldg. F*** – 14350 Mack  
**SW corner Mack & Chalmers**



# ***Mack Corridor Project***

***Bldg. E*** – 14242-256 Mack  
**SW corner Mack & Lakewood**





# ***Mack Corridor Project***

***Bldg. E*** – 14242-256 Mack  
**SW corner Mack & Lakewood**

Vacant lots west of building E – between  
Lakewood & Newport



# ***Mack Corridor Project***

## **Target Area 2**

### **Mack / Springle**



# ***Mack Corridor Project***

***Bldg. A*** – 3591 Springle  
**SW corner Mack & Springle**





# ***Mack Corridor Project***

- ***Bldg. A*** – 3591 Springle  
Inside – 1<sup>st</sup> floor former party store/deli





# Mack Corridor Project

**Bldg. B** – 12842 Mack  
SW corner Mack & Gray



# ***Mack Corridor Project***

○ ***Bldg. B*** – 12842 Mack  
**SW corner Mack & Gray**



# ***Mack Corridor Project***

***Bldg. C*** – 12900-904 Mack  
SE corner Mack & Gray





# ***Mack Corridor Project***

## **Advantages of Target Area 1 *Mack / Chalmers***

- ❖ **Two buildings in excellent condition**
- ❖ **Ample vacant land on Mack and Chalmers for new development and parking.**
- ❖ **Proximity to Alter and Grosse Pointe.**
- ❖ **Higher traffic / visibility at Chalmers.**
- ❖ **Large vacant parcel at northwest corner**

# ***Mack Corridor Project***

## **Advantages of Target Area 2 *Mack / Springle***

- ❖ **Three existing buildings.**
- ❖ **Good site for neighborhood oriented development. Close to future senior home.**
- ❖ **Proximity to Conner & existing commercial.**
- ❖ **Vacant land for new development and parking.**

# **Mack Corridor Project**

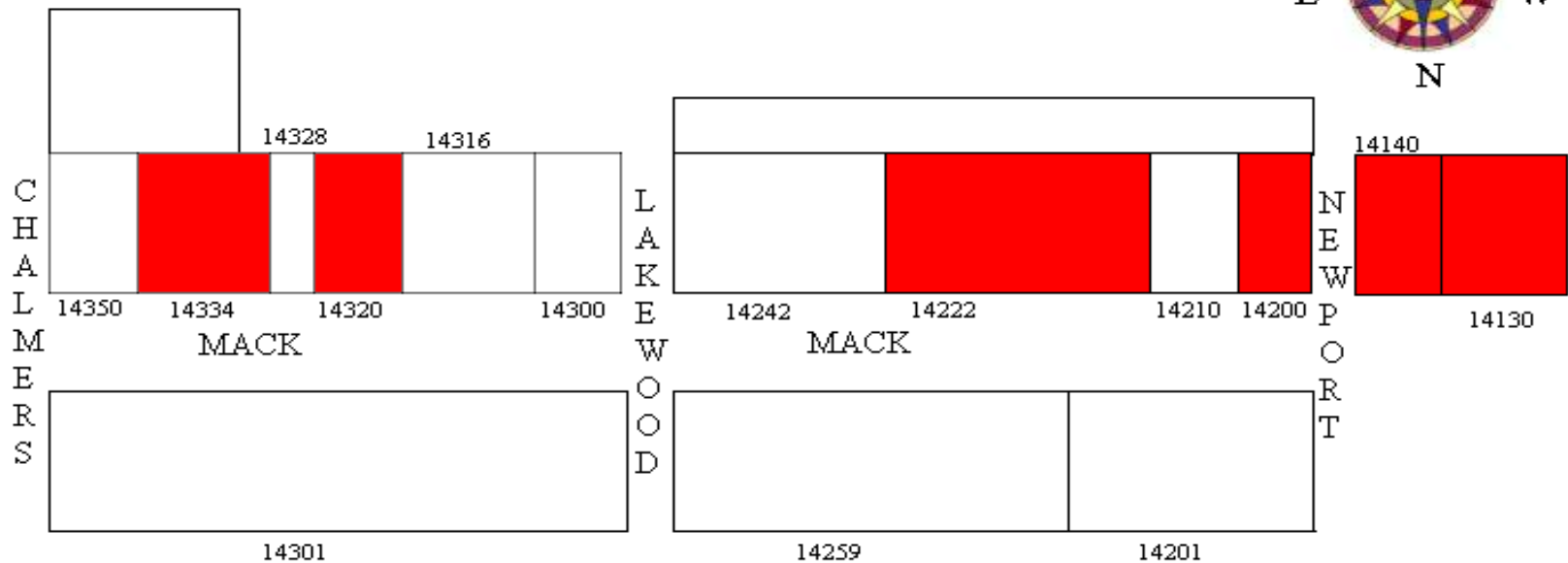
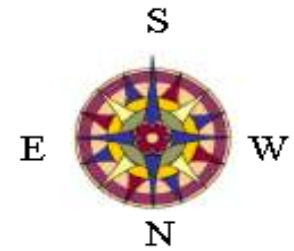
## **Comparison of Areas**


<b>Target Area 1: Mack/Chalmers</b>	<b>Site Criteria</b>	<b>Target Area 2: Springle/Gray</b>
<b>65,820 sq. ft. - vacant</b>	<b>Size of Parcel</b>	<b>21,900 sq. ft. - vacant</b>
<b>1 building for sale; 1 large lot owned by speculator</b>	<b>Availability</b>	<b>2 buildings for sale</b>
<b>8,000 sq. ft. existing structure</b>	<b>Size of Existing Structures</b>	<b>7,800 sq. ft. existing structure</b>
<b>Same</b>	<b>Condition of Existing Structures</b>	<b>Same</b>
<b>Structures: \$200,600 Vacant Land: \$40,700</b>	<b>Property Values</b>	<b>Structures: \$269,000 Vacant Land: \$113,200</b>
<b>Comparable</b>	<b>Infrastructure Improvements</b>	<b>Comparable</b>
<b>Strong</b>	<b>Impact on Existing Businesses</b>	<b>Moderate</b>
<b>Comparable</b>	<b>Traffic Patterns</b>	<b>Comparable</b>



# Mack Corridor Project

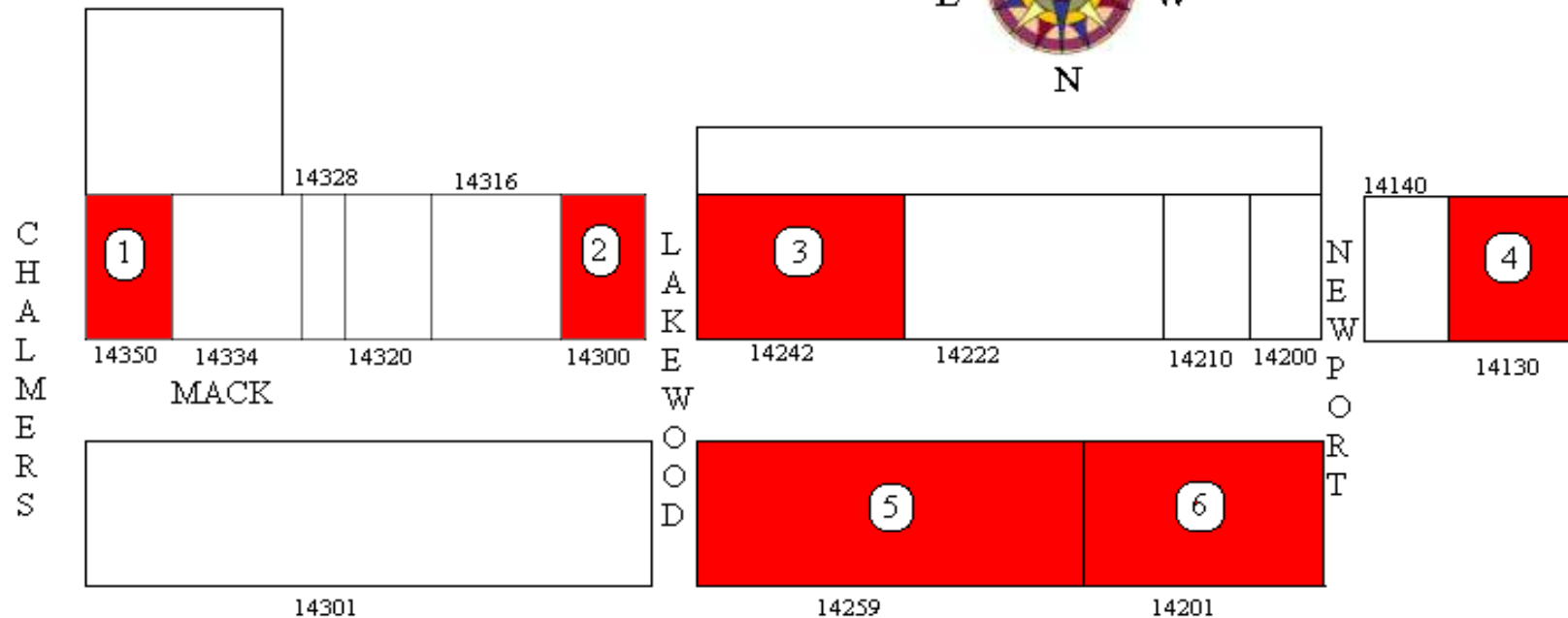
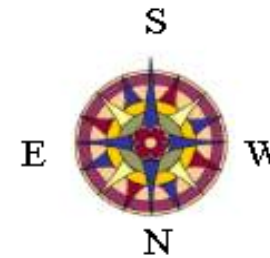
Preferred Site - Chalmers & Mack  
 Map of City-Owned Property




 City of Detroit  
 Owned Property

# Mack Corridor Project

## Chalmers Site -- Existing Structures and Uses

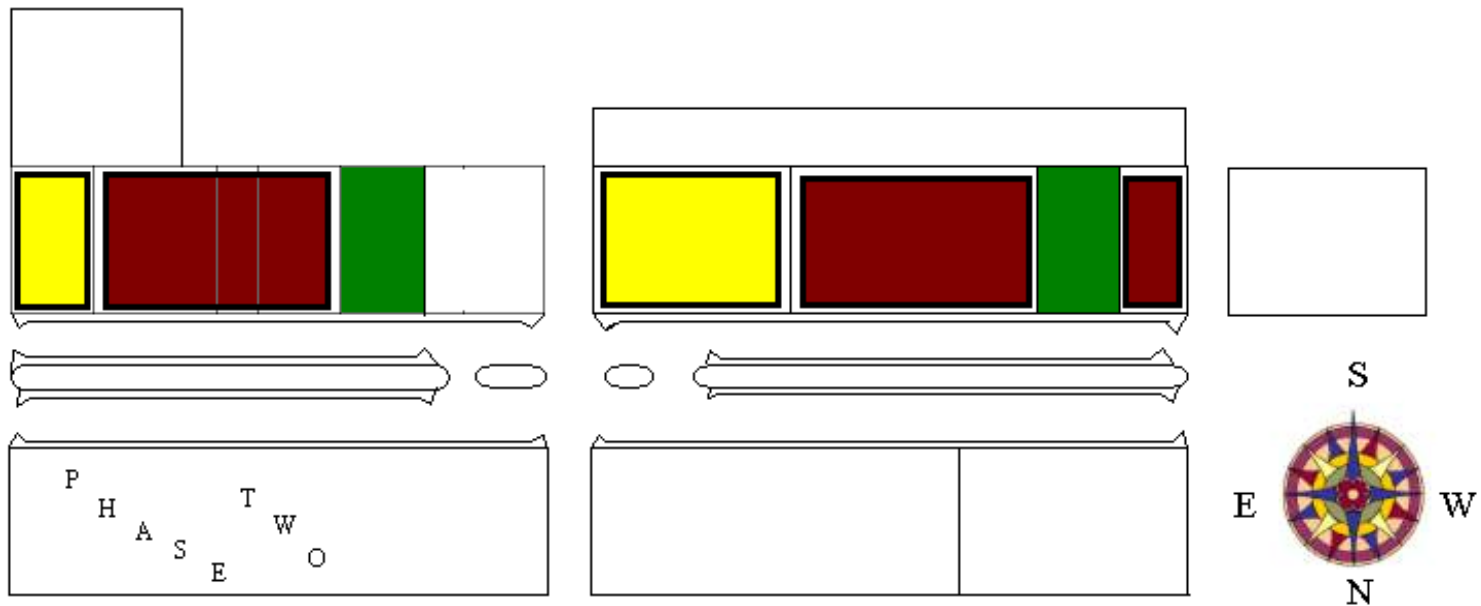





 EXISTING  
STRUCTURE(S)

1. Vacant bank, c. 1935, 2,772 sq. ft.
2. Vacant gas station, c. 1923, 1569 sq. ft.
3. Partially occupied mixed-use, c. 1925, 5,355 sq. ft.
4. Vacant, abandoned row-houses, city-owned
5. Occupied Trendell's auto-service center, 1,800 sq. ft
6. Paved yard used by Trendell's

# Mack Corridor Project

Preferred Site - Chalmers & Mack  
Development Scenario I



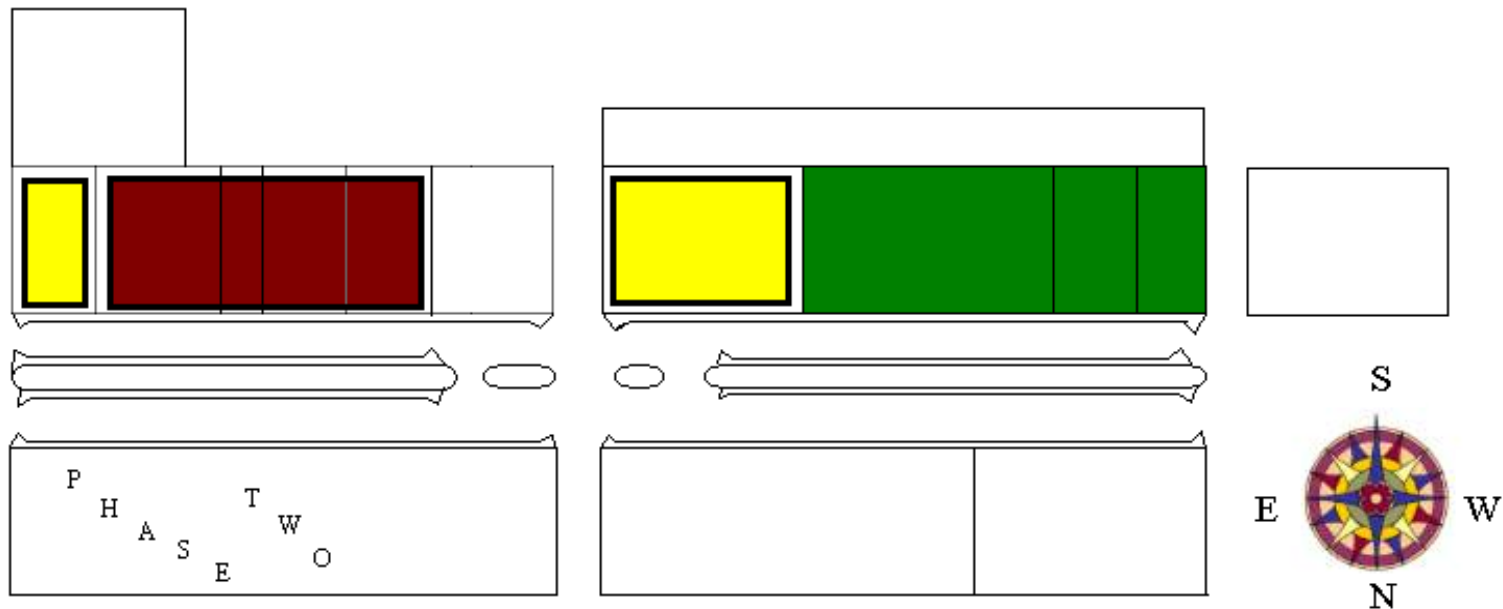
-  Existing Structure Rehabilitation
-  New Construction
-  Public Open Space, Plazas, Open-Air Markets




25,000 sq. ft. ground floor commercial  
5,500 sq. ft public open space



# Mack Corridor Project

## Preferred Site - Chalmers & Mack Development Scenario II

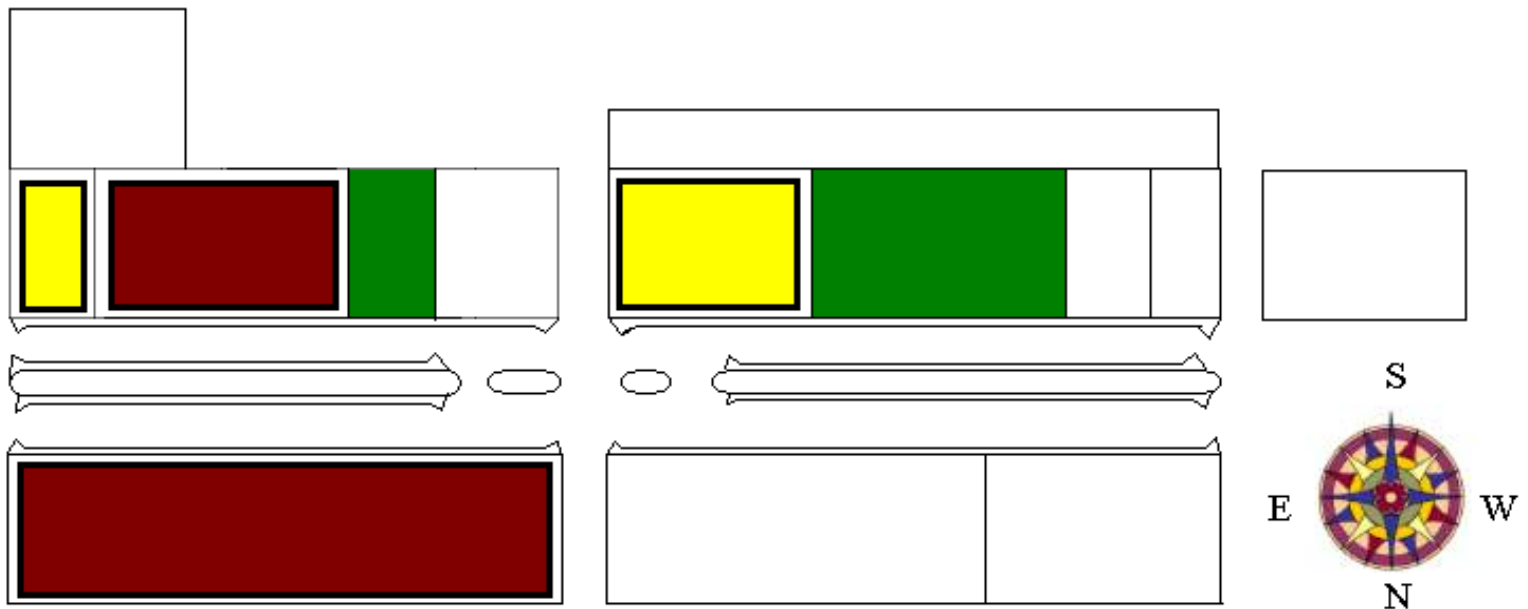





-  Existing Structure Rehabilitation
-  New Construction
-  Public Open Space, Plazas, Open-Air Markets

14,000 sq. ft. ground floor space  
8,500 sq. ft. open space

# Mack Corridor Project

Preferred Site - Chalmers & Mack  
Development Scenario III

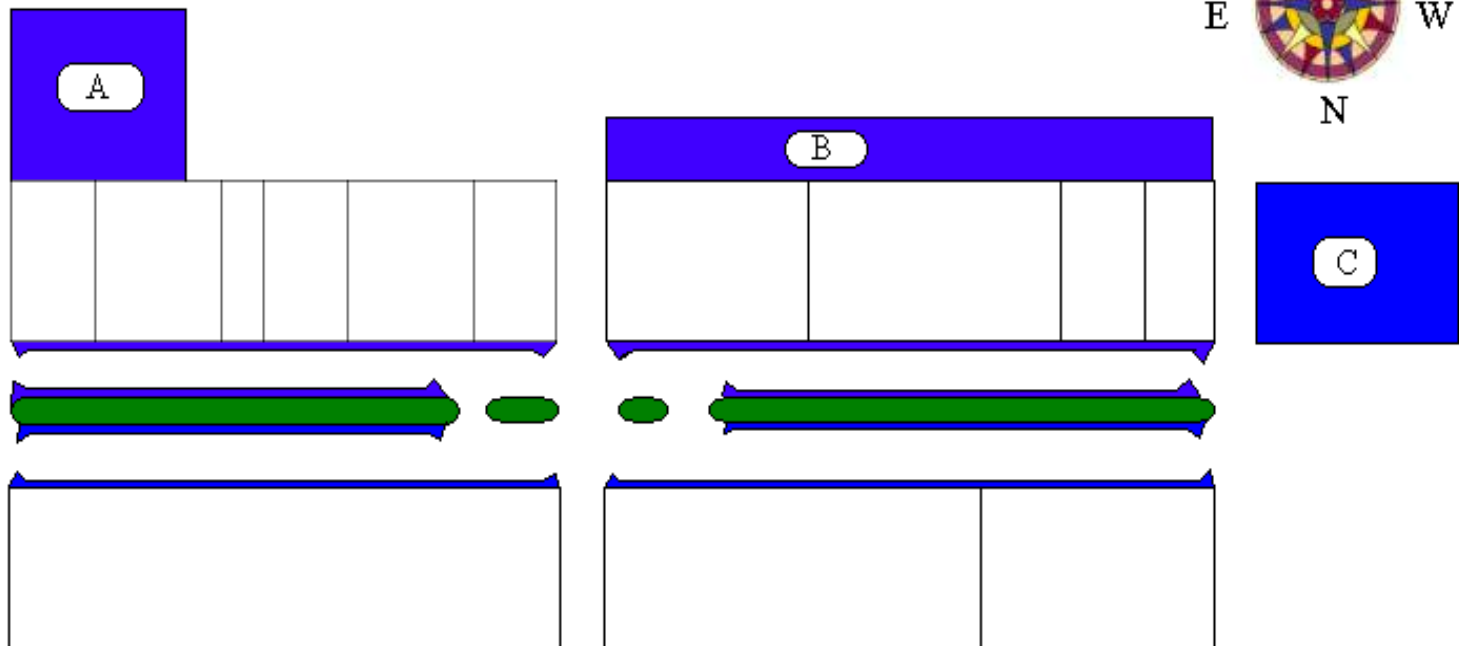


-  Existing Structure Rehabilitation
-  New Construction
-  Public Open Space, Plazas, Open-Air Markets


34,000 sq. ft. ground floor commercial  
11,500 sq. ft. public open space

# Mack Corridor Project

Chalmers Site --  
Proposed Parking



Total Parking Spots = 230

 Potential Parking Sites



# ***Mack Corridor Project***

## ***Financing Tools***

- ❖ **Tax Based Incentives**
- ❖ **Government Funding and Grants**
- ❖ **Private Funding and Grants**