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
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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
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Far Eastside Study Area

Urban Design Plan

Note: Urban Design Plan indicates Eastown Park Alternative 1. Alternatives 2, 3 and 4 are depicted on page 8.

Existing structure

Proposed structure
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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.
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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.
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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.
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Mack Area Census Tracts

5121, 5123, 5124, 5126
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Mack Avenue Area vs. City of Detroit

Median Income in 1990

Mack Avenue
$10,104

City of Detroit
$18,742

Median Income in 2000

Mack Avenue
$21,819

City of Detroit
$33,853
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Mack Avenue’s Market

- Internal Market Weak
  - Difficult to Sustain Neighborhood-type Uses

- Destination Market Stronger
  - Unique Uses Needed
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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
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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
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18th and Vine – Kansas City, MO

APPLICABILITY TO MACK AVENUE
- Regionally Identifiable Theme
- Festivals/Gatherings

KEY DIFFERENCES
- Major Public Investment
- Existing Historical Structures
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Bronzeville – Chicago, IL

APPLICABILITY TO MACK AVENUE
- New Housing Spurs Revitalization
- African-American Theme

KEY DIFFERENCES
- Market Size and Population Density
- Urgency
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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
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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
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Target Area 1
Mack / Chalmers
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Bldg. F – 14350 Mack
SW corner Mack & Chalmers
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Bldg. F – 14350 Mack
SW corner Mack & Chalmers
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**Bldg. E** – 14242-256 Mack
SW corner Mack & Lakewood
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Bldg. E – 14242-256 Mack
SW corner Mack & Lakewood

Vacant lots west of building E – between Lakewood & Newport
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Target Area 2

Mack / Springe
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Bldg. A – 3591 Springle
SW corner Mack & Springle
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**Bldg. A** – 3591 Springle
Inside – 1st floor former party store/deli
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Bldg. B – 12842 Mack
SW corner Mack & Gray
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Bldg. B – 12842 Mack
SW corner Mack & Gray
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Bldg. C – 12900-904 Mack
SE corner Mack & Gray
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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
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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

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

*Source: Wayne State University*
Preferred Site - Chalmers & Mack
Map of City-Owned Property

City of Detroit
Owned Property
Chalmers Site --
Existing Structures and Uses

1. Vacant bank, c. 1935, 2,772 sq. ft.
2. Vacant gas station, c. 1923, 1,569 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
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Preferred Site - Chalmers & Mack
Development Scenario I

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

- Existing Structure Rehabilitation
- New Construction
- Public Open Space, Plazas, Open-Air Markets
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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
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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
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Chalmers Site -- Proposed Parking

Total Parking Spots = 230
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Financing Tools

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