**Population - Demographics**

Source: US Census 2010 Redistricting File
*Population - Age*

**• 2000**

- 85 years and over
- 75 to 79 years
- 67 to 69 years
- 62 to 64 years
- 55 to 59 years
- 45 to 49 years
- 35 to 39 years
- 25 to 29 years
- 21 years
- 18 and 19 years
- 10 to 14 years
- Under 5 years

**• 2009**

- 85 years and over
- 75 to 79 years
- 67 to 69 years
- 62 to 64 years
- 55 to 59 years
- 45 to 49 years
- 35 to 39 years
- 25 to 29 years
- 21 years
- 18 and 19 years
- 10 to 14 years
- Under 5 years

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*

- 2000
  - Rent: 46%
  - Own: 54%
- 1990

Housing Occupancy

- **2010**
  - Total: Woodbridge 863, Detroit 349,170
  - Occupied: Woodbridge 82%, Detroit 77%
  - Vacant: Woodbridge 18%, Detroit 23%

- **2000**

- **1990**

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)

Source: SEMCOG
Parcel Survey

Land Use:
- Residential: 451
- Commercial: 64
- Gov/Inst: 23
- Industrial: 12

Color Legend:
- 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.
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.
* 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

* LOCAL BUSINESS OWNERS

* BUY LOCAL.*
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
