GOING GREEN FOR GROWTH

Economic Development Strategies for Joy-Southfield Community Development Corporation

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Master of Urban Planning Capstone
2013
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Go Green for Growth

Green Industry Development

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Joy-Southfield CDC Service Area

Greenfield Rouge Park Plymouth Warren Plymouth Southfield Joy Road

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PLANNED RESURFACING OF JOY ROAD

• Includes green infrastructure
• Does not include other elements the community wants
PROPOSED: URBAN GREEN NEIGHBORHOODS IN 50 YEARS

• Dense, walkable mixed use neighborhoods
• Green industries that reflect community desires and provide jobs
NEIGHBORHOOD GOAL

• Community wants to go green
**SHORT- & LONG-TERM ECONOMIC DEVELOPMENT**

**Downtown Development**
- Diverse retailing that meets residents’ needs
- Reduce vacancy and increase density
- Promote walkability, safety & health
  - Complete streets approach to improved physical environment

**Green Industry Development**
- Attract green industry to industrial area, provide employment opportunities
DESIGN FRAMEWORK
Improvements are underway...
And they are needed...
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DESIGN FRAMEWORK

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Complete Streets

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Targeted Intersections

Joy and Trinity
- Entrance to park
- Gateway to community
- Connects residents to parkspace

Joy and Artesian
- Central location
- Established businesses
- Redevelopment potential
- Farmer’s market and CDC clinic

Joy and Southfield
- Gateway to community
- Existing design
- High levels of activity
- Fire station

Joy and Auburn
- Density of “downtown” businesses
- Redevelopment opportunities
- On-street parking capacity
- Near Evergreen

Joy and Faust
- Community assets
- Residential
- Proximity to Southfield
- Lighted intersection

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DOWNTOWN DEVELOPMENT

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PLANNING & ZONING FRAMEWORK

DESIGN FRAMEWORK
ZONING TO REINFORCE DESIGN

- Zoning options to reinforce downtown atmosphere
- Overlay area for design guidelines
- Business and community support are key
ORGANIZATIONAL FRAMEWORK

Physical changes need support

• Community
• Businesses
  • Organizational structure is needed
How can Joy Road businesses unite, share resources, and implement changes so that the whole community benefits in the long term?
ALTERNATIVES

Four common approaches in Michigan:

• Downtown Development Authority
• Main Street
• Business Improvement District
• Business Association
Local Business Associations

Arab American and Chaldean Council (ACC)
WHY A BUSINESS ASSOCIATION?

Most suited to current needs:

- Flexibility
- Scalability
Road work provides impetus
Long-term business success
Expanded offerings
SELLING POINTS FOR INTERESTED BUSINESSES

• Unmet demand
  • Demonstrated demand for grocery, family restaurants, apparel, and other day-to-day shopping
• New purchasing power (Gardenview Estates)
• Visible signs of investment in the area
  • Façade improvements
  • Road resurfacing
• Demonstrated interest from businesses already
• Business Association (potential)
Networking Opportunities

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DOWNTOWN DEVELOPMENT STRATEGY
GREEN INDUSTRY DEVELOPMENT
IDENTIFY INDUSTRIES WITH PROMISE FOR THE NEIGHBORHOOD

IDENTIFY NEAR-TERM OPPORTUNITIES TO HELP ATTRACT AND SUPPORT GREEN INDUSTRY
WHY GREEN INDUSTRY?

Neighborhood “going green”

Clear opportunity in neighborhood

• Industrial vacancy in district

Strong employment prospects

• Increase share of US economy

• Stronger growth than Michigan economy as a whole

• Two-thirds of Michigan green jobs in SE Michigan

• Skill match for Joy-Southfield residents
INVESTIGATING INDUSTRIES

MOST PROMISING INDUSTRIES

- Recycling & Waste Management
- Deconstruction
- Retrofitting & Weatherization
- Tired Retreading

PROMISING INDUSTRIES, WITH SOME UNCERTAINTY

- Food Processing & Production
- Renewable Energy

PROSPECT UNCERTAIN

- Green Battery Manufacturing
- Urban Forestry
PROSPECT UNCERTAIN

• Green battery market developing slowly; depends on subsidies. Prospects may be strong longer term.

• Forestry better fit outside the industrial area; would need to assemble large parcels.
Renewable Energy

Food Processing & Production

MORE PROMISING

• Solar - costly; growth depends on state-mandated purchases by utilities

• Food - Strong interest in Detroit, but for-profit food processing emerging slowly. Prospects may improve.
RECYCLING & WASTE MANAGEMENT

• Key subsectors: Materials Recovery and Wholesale Waste Management

• Very strong growth in U.S. and Michigan

• ‘Clean’ parts of industry – fit with ‘going green’

• Space needs match vacant Joy-Southfield buildings
DECONSTRUCTION

- Great Lakes region is national leader
- Many vacant buildings; deconstruction not cost-effective for all
- Space needs match vacant Joy-Southfield buildings
- Good local training programs in Detroit
- Good entry point into construction
RETOFITTING & WEATHERIZATION

- Strong national growth trend
- Installation must be local; cannot be outsourced
- Space needs match vacant Joy-Southfield buildings
- Good local training programs in Detroit
TIRE RETREADING

• Auto-related
• Small sector, but growing in SE Michigan
• Space needs match vacant Joy-Southfield buildings
NEAR-TERM OPPORTUNITIES

Industry-specific near-term opportunities

- Build partnerships with existing local green economy training programs
- Establish connections to industry trade groups to gain industry knowledge and identify growing firms

Broader near-term opportunities

- Build capacity to connect prospective green businesses to information resources
- Add information about most recent uses of vacant industrial buildings to new parcel database to better match prospective firms with existing buildings
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THANK YOU

QUESTIONS WELCOME

This report can be downloaded at

http://clasweb.clas.wayne.edu/DUSP/CapstoneProjects
Joy Road & Auburn
JOY ROAD @ ARTESIAN (FACING EAST): COMPLETE STREETS CROSS-SECTION

SECTION 1-2
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Current Zoning

Figure 2.7
Zoning Map

- B2: Restricted Business
- B3: Shopping
- B4: General Business
- B5: General Services
- M2: Restricted Industrial
- M3: Intensive Industrial
- P1: Open Parking
- PD: Planned Development
- R1: Single-Family Residential
- R2: Two-Family Residential
- R3: Low Density Residential
- R4: Throughfare Residential
- R5: Medium Density Residential