



POWER OF TEN ON SPRINGWELLS STREET



Thursday, June 12, 2014

10:00-1:00 PM

All Saints Neighborhood Center

8300 Longworth

Detroit, MI

Facilitated by Project for Public Spaces

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ATTENDEES

1. Christine Bell, Human Development Director, Urban Neighborhood Initiatives
2. Annie Byrne, Springdale-Woodmere Block Club
3. Saul Bravo, Youth Advisory Board Member with UNI
4. Eduardo Gonzalez, Youth Lead Artist Southwest Urban Arts Mural Project
5. Norma Huizar, City Council Representative Castaneda-Lopez's Office
6. Megan Muma, Coordinator Southwest Urban Arts Mural Project
7. Dennis Nordmoe, Executive Director, Urban Neighborhood Initiatives
8. Phillip Patrick, Youth Lead Artist Southwest Urban Arts Mural Project
9. Madhavi Reddy, Community Development Advocates of Detroit
10. Lisa Marie Rodriguez, Curator of Parks and Public Spaces with UNI
11. Venita Singh, Springwells Village Board Member with Congress of Communities
12. Raymond Stanley, Springdale-Woodmere Block Club
13. Tiffany Tonomi, Program Director, Urban Neighborhood Initiatives
14. Theresa Zajac, Southwest Detroit Business Association/West Vernor and Springwells Business Improvement District

WHAT MAKES A GREAT STREET?

- **Attractions & Destinations.** Having something to do gives people a reason to come to a place—and to return again and again. When there is nothing to do, a space will remain empty, which can lead to other problems. In planning attractions and destinations, it is important to consider a wide range of activities for: men and women; people of different ages; different times of day, week and year; and for people alone and in groups. Create an enticing path by linking together this variety of experiences.
- **Identity & Image.** Whether a space has a good image and identity is key to its success. Creating a positive image requires keeping a place clean and well-maintained, as well as fostering a sense of identity. This identity can originate in showcasing local assets. Businesses, pedestrians, and driver will then elevate their behavior to this vision and sense of place.



- **Active Edge Uses.** Buildings bases should be human-scaled and allow for interaction between indoors and out. Preferably, there are active ground floor uses that create valuable experiences along a street for both pedestrians and motorists. For instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Sidewalk activity also serves to slow vehicular traffic. At the very minimum, the edge connection should be visual, allowing passers-by to enjoy the activity and aesthetics of the indoor space. These edge uses should be active year-round and unite both sides of the street.
- **Amenities.** Successful streets provide amenities to support a variety of activities. These include attractive waste receptacles to maintain cleanliness, street lighting to enhance safety, bicycle racks, and both private and public seating options—the importance of giving people the choice to sit where they want is generally underestimated. Cluster street amenities to support their use.



- **Management.** An active entity that manages the space is central to a street's success. This requires not only keeping the space clean and safe, but also managing tenants and programming the space to generate daily activity. Events can run the gamut from small street performances to sidewalk sales to cultural, civic or seasonal celebrations.
- **Seasonal Strategies.** In places without a strong management presence or variety of activities, it is often difficult to attract people year-round. Utilize seasonal strategies, like holiday markets, parades and recreational activities to activate the street during all times of the year. If a street offers a unique and attractive experience, weather is often less of a factor than people initially assume.
- **Diverse User Groups.** As mentioned previously, it is essential to provide activities for different groups. Mixing people of different race, gender, age, and income level ensures that no one group dominates the space and makes others feel unwelcome and out of place



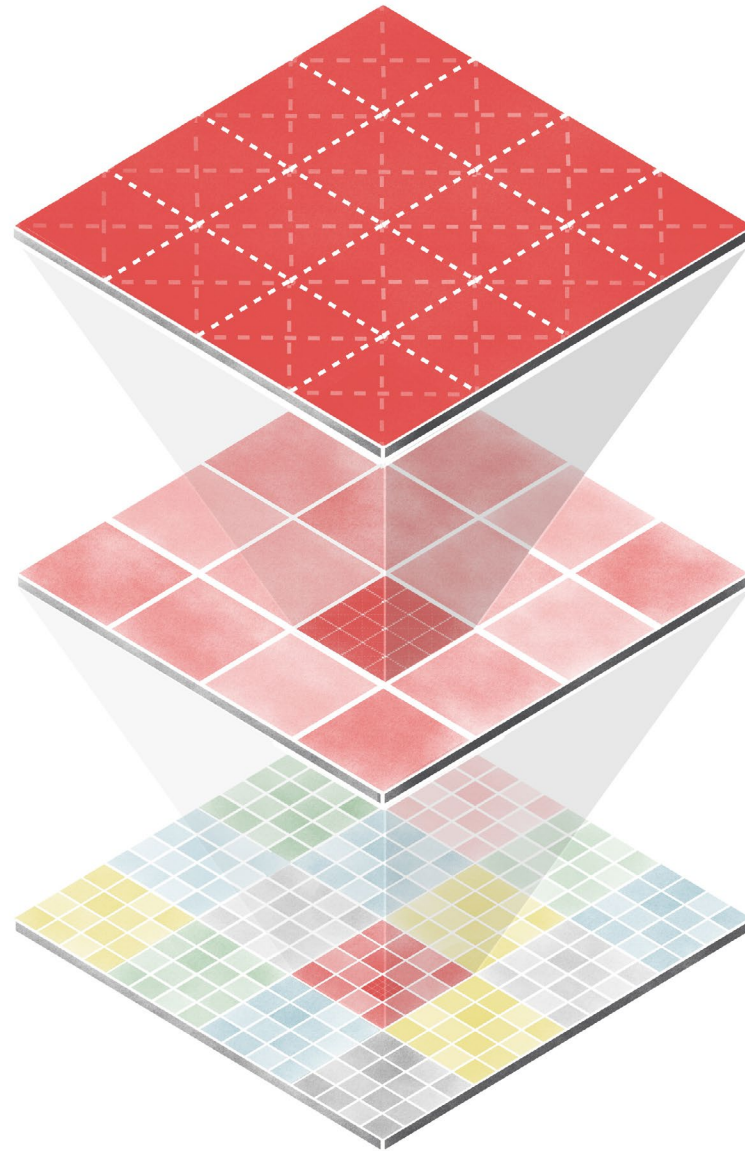
- **Traffic, Transit & the Pedestrian.** A successful street is easy to get to and get through; it is visible both from a distance and up close. Accessible spaces have high parking turnover and, ideally, are convenient to public transit and support walking and biking. Access and linkages to surrounding destinations must be a part of the planning process. Automobile traffic cannot dominate the space and preclude the comfort of other modes. This is generally accomplished by slowing speeds and sharing street space with a range of transportation options.
- **Blending of Uses and Modes.** Ground floor uses and retail activities should spill out into the sidewalks and streets to blur the distinction between public and private space. Shared street space also communicates that no one mode of transportation dominates.
- **Protects Neighborhoods.** Great streets support the context around them. There should be clear transitions from commercial streets to nearby residential neighborhoods, communicating a change in surroundings with a concomitant change in street character.



PLACE

DESTINATION

CITY/REGION



To be successful, cities need places. They need destinations that give an identity and image to their communities and that help attract new residents, businesses and investment, but they also need strong community places for people to go. A place might be a downtown square, a main street, a waterfront, a park, or a library. Cities of all sizes should have at least ten places or destinations where people want to be. What makes each destination successful is that it has sub places within it. For example, a park needs at least ten sub-places: a café, a children's play area, a place to bird-watch or to experience water, a place to sit, somewhere to meet friends, etc. Within each of the sub-places, there should be at least ten things to do. Cumulatively, these activities, places and destinations are what make a great city. This is a big idea that PPS calls the "Power of 10".

With the right planning and management, Springwells Street will become one of the ten great destinations in the city. It should offer the places and activities that will draw people to it on a daily basis. Using the Power of 10 concept as a framework, it then suggests that there are several different types of places that the street should have within it. The places and the activities that will enliven and define them, have the potential to create these special places. They will be the attractions that locals and visitors will return to, again and again, where friends will gather and where everyone will experience the unique qualities of a great public street.

DESTINATIONS

Vote counts correspond to numbers on yellow dots on map on page 22

1. Sheila's Bakery

- Votes: 12
- Mexican baked goods, pastries, and specialty cakes (affordable; carry out with approx. 10 stools facing Springwells St)
- Open early in the morning and through the late evening
- Tacos El Toro (taco truck) located in parking lot
- Both Sheila's and the taco truck are very popular locations
- *Needs: outdoor seating, shade*

2. Family Treat

- Votes: 11
- Independent Dairy Queen like eatery (affordable; carry out plus small eating counter)
- Open late morning through the early evening
- Family business
- Over 50 years old; much beloved in the community
- *Needs: outdoor seating, shade, LQC storage option (shipping container?), crosswalk*

3. Post Office

- Votes: 6
- Neighborhood location provides easy access without car
- Important services, especially for low income and immigrant community (Passport services, remittance,

P.O. boxes)

- Open from 8am-5pm Monday-Friday and 8am-12pm Saturday
- Postal workers have built positive relationships with residents over the years
- *Needs: indoor space cleaned of mold/mildew, more vibrant landscaping, more organized parking options (striping to maximize street parking; moving employee entrance to the alley, closing off the front employee driveway, and adding 2-3 parking spaces on the street; utilizing vacant lots from demolished homes for parking at the rear of the building), reason to linger (possibly coffee shop function, library elements, compatible neighboring business, etc.)*

4. UNI Office (and Southwest Rides Bike Shop)

- Votes: 5
- Local non-profit org./Community Resource
- Soon-to-be adjoining bicycle repair and retail shop
- Open during the weekday
- Trusted organization with 16 year history in the community
- *Needs: outdoor seating, facade improvement of entire commercial building*

5. Tacos El Caballo

- Votes: 6
- Taco truck offering tacos, quesadillas, tortas, etc.
(affordable; carry out)
- Open late morning and through the late evening
- Family business
- Located in parking lot; convenient for customers not on foot
- *Need: outdoor seating, shade*

6. Other Votes

- Rite Aid: 2
- Vernor Hwy: 2
- Cleaned up park/vacant lot across from Family Treat: 2
- Salon Xtreme: 1
- Revolution Lounge: 1
- Outdoor space for Cove Apts: 1
- El Asador: 5
- Chamberlain St: 1

OPPORTUNITIES

Vote counts correspond to numbers on blue dots on map on page 22

1. Vacant Church (Springwells north of Senator)

- Votes: 4
- Privately owned by Dr. Wendy McCay
- SDBA would like to fund a feasibility study
- Possible music/cultural center
- Possible outdoor seating for Sheila's and Tacos El Toro

2. Al Asador

- Votes: 6
- New Mexican restaurant owned by resident and former Andiamo's chef
- Owner has expressed interest in outdoor seating opportunity
- Encourage visible seating vs. locating it behind building
- Possible crosswalk location

3. Tacos El Caballo

- Votes: 7
- Taco truck with no where to sit or spend time eating except in a car
- Outdoor seating opportunity
- Possibly green the front of the parking lot and add seating, then redevelop and stripe parking
- Possible farmer's market location (flower vendors, tamale vendors, Azteca ice cream actual parking area vendors, etc.)

4. Other Votes

- Vernor Hqy: 2
- Chase Bank: 1
- Rite Aid Parking: 3
- Green space of Springwells Baptist Church: 1
- Park across from Family Treat: 2
- Houses/apartment building? on Gartner St: 4
- Woodmere Jehovah's Witness: 1
- Open lot next to Munoz Realty: 2
- Revolution Lounge: 1
- House across from Revolution Lounge: 1
- Charlie's Bar: 1
- House across from south taco truck area: 1
- House across from Vince's Restaurant: 1
- Vince's Restaurant: 4
- Gateway public space south of viaduct (Former Hungarian restaurant)



PROBLEM SPOTS

Numbers correspond to location of red dots on map on page 22

1. Rite Aid

- At risk/homeless loiter
- Drug trafficking

2. Post Office

- Panhandling
- Driveway/traffic posture

3. Corner Church

- Homeless sleep there, not very inviting
- Does not feel safe walking by
- Quasi occupied church, homeless hangout
- “Abandoned-ish” building

4. Pershing St

- Near the Phoenix School, but by a warehouse, people speed through street, better safety

5. Gartner St

- Near liquor store, does not feel safe walking by

6. Chamberlain St

- People always speeding near viaduct, more lighting.
- Viaduct graffiti
- Vacant restaurant

7. Sheila’s Bakery

- Homeless problem

8. Vacant church

9. Vacant homes/unkept

10. Vacant commercial building

- Drug deals/pandering
- Vacant store fronts

11. Newly vacant space

- “Maybe 4 lots”

12. Vernor Hwy

- Not a lot of outdoor activity
- Traffic

13. Beebe’s 2 Food Center

- Loitering/drug deals

14. Vince’s Italian Restaurant

- Drug trafficking

15. Lane St

- Traffic

16. Cahalan St

- Traffic



LIGHTER, QUICKER, CHEAPER IDEAS

- Benches at People's Park
- Collapsible benches (seat collapses during off hours to prevent sleeping)
- Chair bombing (pallet chairs/benches)
- Wooden picnic table near taco trucks (could be moved to park if doesn't work there)
- DTE "tables"
- Shipping container for storage
- Landscaping, low maintenance planting (Vince's, Post Office, etc.)
- Carnival cutout boards
- Vertical artist peg board for chess and other games
- Big chess or checkers set
- Information sign for events, etc.
- Mobile libraries! (barbershops, bike shop, place where families spend time)
- Dribble pond in park for people, dogs, etc
- Outdoor movie/pop-up movie
- More murals
- More trees
- Simple outdoor seating
- Umbrellas/tents/other shade structures
- Crosswalks (painted with bright colors)
- Other traffic calming, pedestrian oriented infrastructure changes







MAP



- DESTINATIONS (NUMBER IS VOTE COUNT)
- OPPORTUNITIES (NUMBER IS VOTE COUNT)
- PROBLEM SPOTS (NUMBER DESCRIPTION OF PREVIOUS PAGE)

ARANDA'S TIRE SALES AND REPAIRS

EL ASADOR RESTAURANT



REVOLUTION LOUNGE

CHARLIE'S BAR

BEEBE'S 2 FOOD CENTER

VINCE'S ITALIAN RESTAURANT