AUTHENTICITY IS IN THE MAKING
EASTERN MARKET 2025 STRATEGY
COMMUNITY WORKSHOP: JULY 15, 2015
AGENDA

INTRODUCTION
- PROJECT
- TEAM
- SCHEDULE
- TOPICS

DISCUSSION
- SMALL GROUPS
- WRITE
- DRAW
- LISTEN
PROJECT

TASKS

• DEVELOP A 10-YEAR STRATEGY TO MEET THE 4 PRIMARY GOALS

GOALS

• AUTHENTICITY
• CONNECTIVITY
• DIVERSITY
• DENSITY
PROJECT TEAM

OLIN
LANDSCAPE ARCHITECTURE | PROJECT LEAD

WXY
ARCHITECTURE | PLANNING

PAUL LEVY
DISTRICT MANAGEMENT

DCDC
COMMUNITY PARTICIPATION
SCHEDULE

MAY 7
PROJECT KICK-OFF
COMMUNITY WORKSHOP

JULY 15
COMMUNITY WORKSHOP

AUG 11
CONSULTANT VISIT
COMMUNITY WORKSHOP

OCT 7
CONSULTANT VISIT
OPEN HOUSE

OCT 29
COMMUNITY WORKSHOP

GETTING AROUND
CIRCULATION, TRANSPORTATION, AND PARKING

GEOGRAPHY
EASTERN MARKET BOUNDARIES & CONNECTIONS TO OTHER NEIGHBORHOODS
VISITING THE MARKET

THE PUBLIC EXPERIENCE

ECONOMY & JOBS
WHAT DOES IT MEAN TO BE A WORKING MARKET?
GETTING AROUND

CIRCULATION, TRANSPORTATION, AND PARKING
CITY CONNECTIONS
- Public transportation is not an effective way to travel to and from the public Market, especially on weekends - the height of the Market.

**SMART BUS**  
Full Service  
Regional bus network with fixed routes and stops.

**ROUTE 31 - Mack**  
Full Service  
Downtown Service  
Travel Time To Downtown - 25 min

**ROUTE 40 - Russell**  
No Weekend Service  
Downtown Service  
Travel Time To Downtown - 25 min

**ROUTE 34 - Gratiot Avenue**  
Full Service  
Downtown Service  
Travel Time To Downtown - 17 min

**ROUTE 49 - Vernor**  
Full Service  
Downtown Service  
Travel Time To Downtown - 19 min

**ROUTE 10 - Chene**  
Full Service  
Downtown Service  
Travel Time To Downtown - 25 min

Data from The University of Michigan
PLANNED PEDESTRIAN & BIKE EMPHASIS

BIKE IMPROVEMENTS

- City has painted 170 miles of bike lanes on City streets since 2006
  
  Detroit Free Press, 06/20/15

- Dequindre Cut
- Inner Circle Greenway (26 mile pathway encircling Detroit)
- Connor Creek Greenway (9 mile pathway from Eight Mile to Detroit River)
- Separated bike lanes along E Jefferson
- Midtown Loop

Detroit Greenways Coalition
DEQUINDRE CUT

ACCESS POINT
LENDEL ST
RUSSELL ST
ROCKLEDGE ST
DEQUINDRE CUT
ST. ALBAN ST
CUMBER ST
GRAND ST
MCCOURT ST
BRIGHTON AVE

DEQUINDRE CUT EXTENSION

HAMTRAMCK CONNECTOR
5 MINUTE WALK RADIUS
GETTING AROUND

CIRCULATION, TRANSPORTATION, AND PARKING

• What are the best & worst streets for walking?
• What streets do trucks use?
• If you were to bike to the market, how would you get here?
• Where do you park?
• How could getting to the market be improved?
GEOGRAPHY

EASTERN MARKET BOUNDARIES & CONNECTIONS TO OTHER NEIGHBORHOODS
GEOGRAPHY

EASTERN MARKET BOUNDARIES & CONNECTIONS TO OTHER NEIGHBORHOODS

• WHAT IS THE BOUNDARY OF THE PUBLIC CORE?

• WHAT IS THE BOUNDARY OF THE MARKET DISTRICT?

• WHEN DO YOU FEEL THAT YOU’VE ARRIVED AT THE MARKET?

• WHEN DO YOU FEEL THAT YOU’VE LEFT THE MARKET?

• WHAT DO YOU DO AFTER LEAVING THE MARKET?
VISITING THE MARKET
THE PUBLIC EXPERIENCE
VISITING THE MARKET

THE PUBLIC EXPERIENCE

• What elements of the market are authentic/inauthentic?

• What is missing from the market?

• Where do you feel most comfortable in the market?

• Where do you go when you come to the market? Why?

• How could the market improve?

• What does the market experience look like in 10 years?
ECONOMY & JOBS

WHAT DOES IT MEAN TO BE A WORKING MARKET?
Other food manufacturing has exceeded pre-recession employment levels.

Animal slaughtering and processing jobs have not recovered from the steep decline that occurred prior to the recession.

AVERAGE WAGES BY SUB-SECTOR, DETROIT MSA

<table>
<thead>
<tr>
<th>Industry</th>
<th>Average Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit and Vegetable and Specialty Food Mfg.</td>
<td>$33,435</td>
</tr>
<tr>
<td>Dairy Product Mfg.</td>
<td>$53,271</td>
</tr>
<tr>
<td>Animal Slaughtering and Processing Mfg.</td>
<td>$35,757</td>
</tr>
<tr>
<td>Bakeries and Tortilla Mfg.</td>
<td>$22,295</td>
</tr>
<tr>
<td>Other Food Mfg.</td>
<td>$41,837</td>
</tr>
<tr>
<td>Beverage Mfg.</td>
<td>$41,764</td>
</tr>
<tr>
<td>All Others</td>
<td>$29,415</td>
</tr>
</tbody>
</table>

SPACES FOR FOOD SECTOR

**Traditional**
100 to 500 employees

**Small-Batch**
20 or fewer employees

LOT SIZE

TRUCK SIZE

MANUFACTURING
WHOLESALE

MANUFACTURING
WHOLESALE
RETAIL

Source: 2012 Bureau of Labor Statistics
NAICS codes for the State of Michigan

20 or fewer employees
100 to 500 employees

Jobs per unit and average salary are determined based on State of Michigan averages for food manufacturers with 100 to 500 employees for traditional manufacturers and 20 or fewer employees for small-batch manufacturers.

10,000 sqft.
SMALL-BATCH AND MIXED-USE TYPOLOGY

Detroit Wholesale
0.18 acres, 6 employees

Kap's Wholesale
0.5 acres, 20 employees

Berry & Sons
0.3 acres, 6 employees

E.W. Grobbel
0.3 acres, 46 employees

Broadway Market
0.1 acres, 5 employees

Mixed-Use Development

Small-Batch Production

Source: Reference USA
ECONOMY & JOBS

WHAT DOES IT MEAN TO BE A WORKING MARKET?

• WHAT STREETS ARE MOST IMPORTANT FOR BUSINESS?

• WHAT EXISTING CONDITIONS ARE NEEDED FOR BUSINESS SUCCESS?

• WHAT NEW CONDITIONS ARE NEEDED FOR BUSINESS SUCCESS?

• DO YOU SEE THE MARKET AS A JOB CENTER?
DISCUSSIONS

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NEXT COMMUNITY WORKSHOP

SEPTEMBER 9, 2015
3:00-5:00PM
LOCATION TBD