AUTHENTICITY IS IN THE MAKING
EASTERN MARKET 2025 STRATEGY
STAKEHOLDER GROUPS
GOALS

AUTHENTICITY

CONNECTIVITY

DENSITY

DIVERSITY & EQUITABILITY
DIVERSE PLAYERS IN THE MARKET

- Market & Bridge Vendors
- Customers
- Public Sector Partners
- Arts & Hospitality
- Community Partners
- Eastern Market Corporation
- Property Owners & Developers
- Residents & Professional Services
- Retail Merchants
- Food Distribution & Processing
EASTERN MARKET IS NOT:

MUSEUM

STAGED PERFORMANCE

RE-CREATION
EASTERN MARKET IS A WORKING MARKET...
...WITH A NEED TO MODERNIZE, GROW, AND PROTECT EXISTING BUSINESS

- Industry expansion demand as of 08/2015
- Vacancy data from Data Driven Detroit, released 2014

PRODUCTION
4 ACRES
N/A JOBS

PROCESSING
34 ACRES
265 JOBS

DISTRIBUTION
36 ACRES
255 JOBS

PUBLIC MARKET & RETAIL
10.7 ACRES
250 JOBS

Industry expansion demand as of 08/2015
Vacancy data from Data Driven Detroit, released 2014
PUBLIC MARKET

DAILY RETAIL/BUSINESS

FOOD INDUSTRY

EASTERN MARKET DISTRICT
HIGHLIGHTS FROM WHAT WE’VE HEARD
PUBLIC MARKET
- Tradition is a large part of the experience
- Not just a destination; has a functionality
- Reorganize traffic flows
- There’s no easy way in and out
- Accessibility is key
- Affordability for farmers and customers is important
- More programming on weekdays
- New growth should support the Market core
• Maintain working market/food district
• Should epitomize food, fairness, and sustainability
• Find a balance between walkability and auto traffic
• Provide more information; wayfinding
• Control traffic patterns
• Increase awareness of retail open during the week
• Accessible and diverse on all days of the week
• Infrastructure: Parking, lighting, safety, wayfinding
HIGHLIGHTS FROM WHAT WE’VE HEARD

FOOD INDUSTRY

- Find a balance between legacy businesses and new businesses
- A lot of history, loyalty, tradition, and family
- Expansion opportunities
- Inadequate infrastructure
- Cooperation of companies in the area is key
- Support business growth
- Attract a diversity of players and businesses into the ecosystem
- Make policies to avoid gentrification
DISTRICT PLANNING ALTERNATIVES

ALTERNATIVE 01

TRUCK ROUTE
PED/BIKE STREET
PRODUCTION (100%)
PROCESSING (100%)
DISTRIBUTION (100%)
PUBLIC MARKET & RETAIL
MIXED-USE
IND. MIXED-USE CONVERSION

ALTERNATIVE 02

TRUCK ROUTE
PED/BIKE STREET
PRODUCTION (50%)
PROCESSING (75%)
DISTRIBUTION (25%)
PUBLIC MARKET & RETAIL
MIXED-USE
IND. MIXED-USE CONVERSION

ALTERNATIVE 03

TRUCK ROUTE
PED/BIKE STREET
PRODUCTION (50%)
PROCESSING (50%)
DISTRIBUTION (25%)
PUBLIC MARKET & RETAIL
MIXED-USE
IND. MIXED-USE CONVERSION
DISTRICT PLANNING ALTERNATIVES

ALTERNATIVE 01
STATUS QUO

ALTERNATIVE 02
WORK WITH EXISTING VENDORS IN EXISTING SPACES

ALTERNATIVE 03
GROWTH AND EXPANSION
Proposed Site Layout

Total Net SF
A : 135,600
B/C: 265,900
D: 0
Total: 400,900 SF
Site Circulation

Legend
- Dashed line: 55’ Truck Circulation
- Dot-dashed line: 35’ Truck Circulation
- Solid line: Pedestrian Circulation
- Green hatch: Sidewalk/Landscaped Public Space
- Blue circle: Proposed Bus Stop
- Blue square: School Bus Lay-By

Proposed Bus Stop

55’ TRUCKS
Mack Avenue
C2 IN
C2 OUT
55’ TRUCKS

PEDESTRIAN CONNECTIONS
35’ TRUCKS

Erskine St
B/C1

Market Porch
Market Porch

Detroit Edison Public School Academy

Eastern Market 2025 Strategy
ON THE GROUND

COMMERCIAL CONVERSION

Third Ward - Milwaukee
Area: 240 acres
500 businesses
6,000 jobs
over 500 businesses
130 restaurants and retailers

Distillery District - Toronto
Area: 13.1 acres

Warehouse District - Cleveland
Area: 77 acres
1,214 housing units
276,600sf of retail (356,000 planned)
(numbers from a 2002 plan)
ON THE GROUND

INDUSTRY ADAPTATION

Pfizer Building - Brooklyn

Over 660,000sf
Incubator for food production companies
70 start-up companies
ON THE GROUND

NEW INDUSTRY DEVELOPMENT

Houston Food Bank - Houston

Production and distribution facility
308,000 sf
200 employees, 234,000 volunteer hours annually
Provides meals for 137,000 people each week
Staff Office & working space for 1,000 volunteers

Organic Food Farm - Shanghai

11,400 sf
Distribution center for 288 acre organic food farm
200 farmers
Subscription delivery
ON THE GROUND
WORKFORCE HOUSING

Lake Street Studios, Chicago
39,800sf
61 micro-units of workforce housing
Targets transit-oriented residents and nearby food service industry employees

The Rose, Minneapolis
129 apartments
Mix of affordable and market-rate
First affordable housing project to target the Living Building Challenge

Workforce Housing, West Chester, NY
27,600sf
28 Units
Walking distance to shopping and transportation
LEED Silver
ON THE GROUND: COMMUNITY LAND TRUST

Dudley Street Neighborhood Initiative
Boston
225 homes protected by CLT
Properties include orchard and community garden

Oakland Community Land Trusts
200+ owner occupied houses, always affordable to working families, on land owned by the land trust.
ON THE GROUND:
TEMP/FLEX PROGRAM - BEER GARDEN
ON THE GROUND:

INTERVENTIONS - RUSSELL & WILKINS: 3-6+
ON THE GROUND:

INTERVENTIONS - PARKING GARAGE ROOF: 0-3 YEARS
PUBLIC MARKET & DAILY BUSINESS RECOMMENDATION

CIRCULATION: PROVIDE MORE INFORMATION AND WAYFINDING

GATEWAY HIERARCHY

Strengthening a number of gateways with a clear hierarchy will expand the perceived footprint of the district as well as provide a sense of arrival. All wayfinding efforts begin at these gateways.
PUBLIC MARKET RECOMMENDATION

CIRCULATION: RE-ORGANIZE TRAFFIC FLOWS

PARKING ORGANIZATION

With vehicular entry points at Mack & Russell, Gratiot & Russell, and Gratiot & Adelaide, cars should be directed towards Riopelle, a street that can act as a spine for parking opportunities after future development has occurred along Russell and Wilkins. Over time, lots along Adelaide can come online as well.
Strategically fill in the gaps in the pedestrian experience to create a larger, more cohesive pedestrian environment. The expansion of the Dequindre Cut will create additional pedestrian-friendly conditions nearby. The diagram looks only at the adjacent, vertical surroundings (ie building facades).
PUBLIC MARKET & DAILY BUSINESS RECOMMENDATION
CIRCULATION:
FIND A BALANCE BETWEEN WALKABILITY AND AUTO TRAFFIC

Alternate 01:
- Construct new pedestrian bridge on axis with Market sheds
- Add social space “porches” on either end of pedestrian bridge to anchor the path

Alternate 02:
- Construct deck over freeway
- Add development parcels on deck, including new parking facility

Alternate 03:
- Remove and fill in freeway entry
- Extend Riopelle to Gratiot
- Add development parcels on new blocks of land
Mack affords great opportunity to shift food industry’s trucks our of the Market core. The east/west truck route can act as a spine for any new industrial development east of the Dequindre Cut. Trucks going to and from Wolverine would not be influenced. If the USDA inspection services cannot be relocated, Orleans and Riopelle can remain truck routes for required inspections.