

MICHIGAN TALENT PARTNERSHIP PROGRAM PROPOSAL

LIVERNOIS STREETSCAPE EXTENSION: CONNECTING CAMPUS AND COMMUNITY

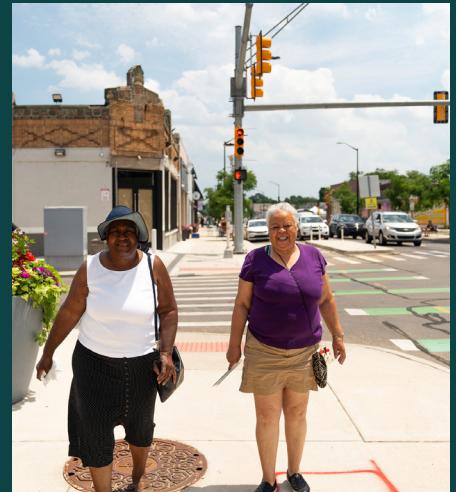




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LOCATION

LIVERNOIS-MCNICHOLS: DETROIT'S TALENT ENGINE

The Livernois-McNichols District is where Detroit's legacy meets its future—a place where vibrant neighborhoods, academic anchors, and entrepreneurial energy converge to create a powerful engine for talent attraction and retention.

A STRATEGIC LOCATION FOR TALENT

The district, shown in Figure 1, is located in Northwest Detroit, bordered by the City of Ferndale to the North (8 Mile), the John C. Lodge Freeway to the South, Wyoming Avenue to the West, and Hamilton, Palmer Park (Woodward Avenue) and the CN Rail Line to the East. This district is selected as the site for Detroit's local talent plan because it uniquely embodies the goals of the Michigan Talent Partnership (MTP): high-density living, walkable streets, transit-rich corridors, and inclusive economic growth.

The proposed project advances this vision, creating a connected streetscape along Livernois between Clarita and McNichols that **FILLS A CRITICAL GAP between the **MCNICHOLS CORRIDOR** and **THE AVENUE OF FASHION**.**

With 36,632 residents and a population density of 5,289 residents per square mile, surpassing Detroit's citywide average, the district is ideal for developing a walkable, bikeable, and transit-rich commercial district that attracts and retains talent. Its historic neighborhoods, including Bagley, University District, Sherwood Forest, and Pembroke, offer a rich tapestry of architectural character, legacy residents, and community identity that anchors residents and draws newcomers.

WITHIN THIS DISTRICT,
THERE ARE...

**36,632
RESIDENTS**

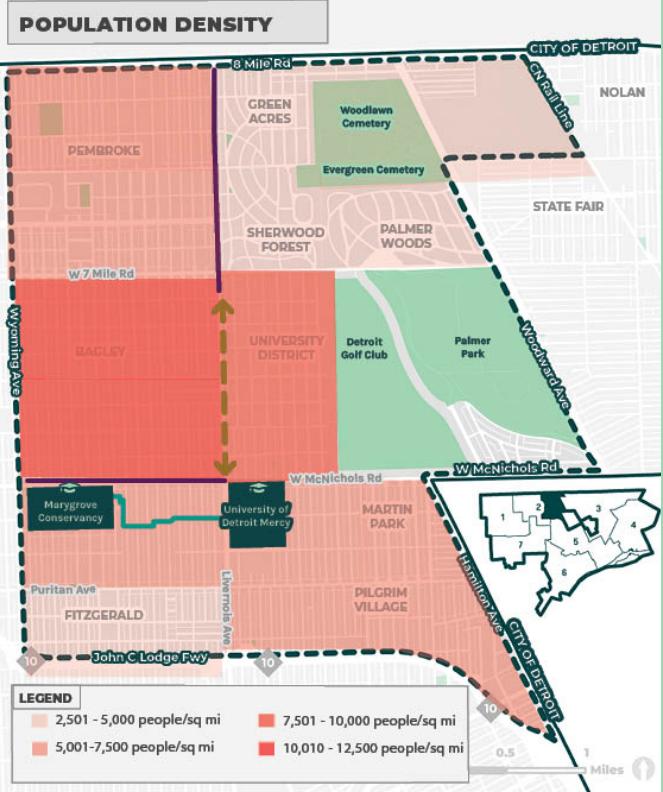
**5,289
RESIDENTS/SQ
MILE**



**6,000+
STUDENTS
EDUCATED AT
UNIVERSITY OF
DETROIT MERCY
AND MARYGROVE
P-20 CAMPUS**



**15,000
WORKERS AGE
16+**



The Livernois-McNichols District is home to over 15,000 workers age 16+. The proposed streetscape improvements will bridge two recently completed streetscape projects to improve walkability, provide convenient connections to schools, work and businesses, and increased access to public transportation throughout the district. The Livernois-McNichols District also offers housing stock that is sized and priced to meet various needs, especially for first-time homeowners. Historic neighborhoods, coupled with strong transportation infrastructure and diverse housing stock are well-positioned to support current residents and the future generation of Detroiters.

ANCHORED BY INSTITUTIONS, POWERED BY TALENT

Two anchor institutions—University of Detroit Mercy and Marygrove Conservancy—serve as major talent engines and community leaders in the district, educating over 6,000 students and employing hundreds of faculty and staff. UDM offers over 100 undergraduate and graduate programs, while Marygrove offers an innovative model from prenatal through college and career in partnership with Detroit Public Schools Community District and the University of Michigan School of Education. Detroit's plan leverages these institutions to encourage graduates to stay, work, and invest in the district after graduation while also supporting families with children attending Marygrove Conservancy.

COMMUNITY-DRIVEN AND INVESTMENT-READY

The district's selection is also rooted in deep and extensive community engagement. Between 2016 and 2017, the City facilitated over 80 community meetings and events, along with a series of surveys, to shape a neighborhood framework plan. The framework plan highlighted key recommendations for streetscape improvements, multifamily and mixed-use development, and commercial corridor revitalization with small business and retail development. Led by a strong consortium including the City of Detroit, Live6 Alliance, and the Detroit Economic Growth Association, Detroit's talent plan and proposed project will build on this framework to address resident and stakeholder needs.



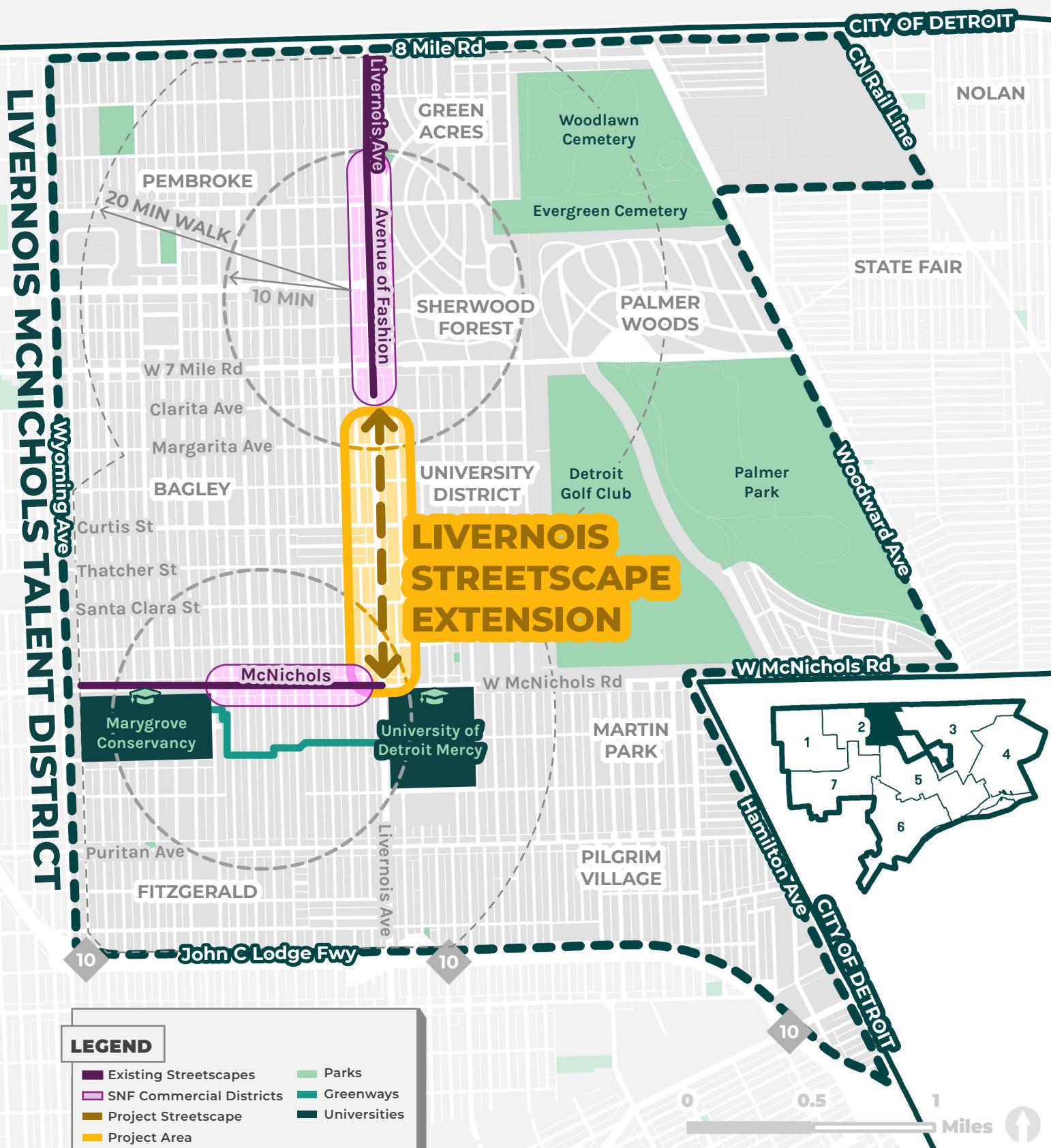
Photo Credit: Marygrove Conservancy



Figure 1: Project Map

CONNECTING CAMPUS + COMMUNITY

The Livernois Project Area will play a critical role in connecting the McNichols and Avenue of Fashion corridors, hubs of innovation and vibrancy in northwest Detroit.



The Livernois-McNichols District is a proven investment hub, well-positioned to maximize state investment. As a designated Michigan Main Street Community and one of the original Strategic Neighborhood Fund pilot areas, it has already attracted over \$42 million in infrastructure and small business investment, through public and private funds. It was recently announced that the Kresge Foundation will be moving its headquarters to the Marygrove Conservancy Campus and will invest more than \$180 million in the surrounding neighborhoods. The project will bridge two completed streetscape corridors and major economic nodes—Livernois (Clarita to Eight Mile) and McNichols (Livernois to Greenlawn)—creating

a unified, walkable district that connects homes, businesses, schools, and cultural assets.

With MTP's investment, this district will become a model for inclusive, talent-driven revitalization in Michigan's central cities. It has the density to support vibrant and accessible streets, the diversity to foster innovation, the institutional anchors to cultivate and retain talent, and the community momentum to ensure lasting impact. By bridging two completed streetscape corridors and connecting homes, businesses, schools, and cultural assets, the proposed project will transform Livernois-McNichols into a unified, walkable district where Michigan's future workforce can thrive for generations to come.



Photo Credit: City of Detroit

NARRATIVE

ADVANCING MTP GOALS THROUGH THE TALENT PLAN

Detroit's Talent Plan lays out clear strategies for a walkable, transit-rich, and high-density district where locally-owned businesses can thrive. By implementing this plan, Detroit will build on robust strategic planning and community engagement, public and private investments, and strong community partners to attract and retain talent in the Livernois/McNichols District.

A UNIFIED TALENT AND INVESTMENT STRATEGY

The City of Detroit completed a Neighborhood Framework Plan in March 2017, which included significant community engagement, including 28 community town hall meetings, 50 block club and neighborhood association meetings, and 9 pop-up events (See Appendix A). The resulting recommendations complement this Talent Plan, including improvements to Streetscapes and the Public Realm, Multifamily and Mixed Use Development, and Small Business and Retail Development.

Since 2017, the City and its partners have been working to implement the key strategies and initiatives recommended in the framework plan, leveraging the Strategic Neighborhood Fund and a variety of public, private, and philanthropic dollars to implement projects, especially along the Livernois (Avenue of Fashion) and W McNichols corridors. The Strategic Neighborhood Fund, established in 2017, is a partnership between the City of Detroit and Invest Detroit that leverages public and philanthropic funding to spur development in 10 target neighborhoods. This includes the Livernois-McNichols district, where SNF has invested \$42 million since 2017. Detroit's talent plan unites these ongoing efforts in partnership with small business stakeholders, residents, the City of Detroit, and University of Detroit Mercy and Marygrove Conservancy as major talent engines. To realize the full potential of this talent plan an additional \$38 million would allow for streetscape improvements from McNichols to M10, public art installations, slow street improvements, and more.

MICHIGAN MAIN STREET DESIGNATION

Detroit's talent plan also complements strategic planning - in 2025, the Livernois-West McNichols area was officially designated as a Michigan Main Street in partnership with MEDC and longtime corridor champion Live6 Alliance. Through this program, Live6 will implement a Transformation Plan focused on inclusive neighborhood revitalization strategies that are aligned with MTP goals (See Appendix A).

**\$42 MILLION
HAVE BEEN INVESTED
BY THE STRATEGIC
NEIGHBORHOOD FUND
SINCE 2017**

These investments are bringing new affordable, multi-family housing online in mixed-use buildings, anchored by new retail, restaurants, small businesses, bus routes and expanded streetscapes and bike networks.



- **2017** Neighborhood Framework Plan was completed
- The Strategic Neighborhood Fund was established
- **2018** Ella Fitzgerald Park – Completed
- **2020** The Livernois Streetscape from Eight Mile to Clarita was completed
- **2021** The McNichols Streetscape from Livernois to Wyoming was completed
- **2025** Livernois-West McNichols area was officially designated as a Michigan Main Street
- **2027 - 2028** Two Safer Transfer Locations proposed for Detroit Safe Access to Transit

NARRATIVE

ADVANCING MTP GOALS THROUGH THE PROJECT

The Livernois Extension Project is a critical part of advancing Detroit's overall talent plan for the defined district, leveraging a consortium of partners to create a high amenity, mixed-use district that attracts and retains talented workers, connects people to community amenities, and supports local business ownership opportunities. The proposed project represents a transformational public space investment that closes the gap between the existing Livernois and McNichols streetscapes, connecting two major economic nodes with two academic campuses through expanded bike lanes, streetscape and placemaking improvements.

CONNECTING CAMPUS & COMMUNITY

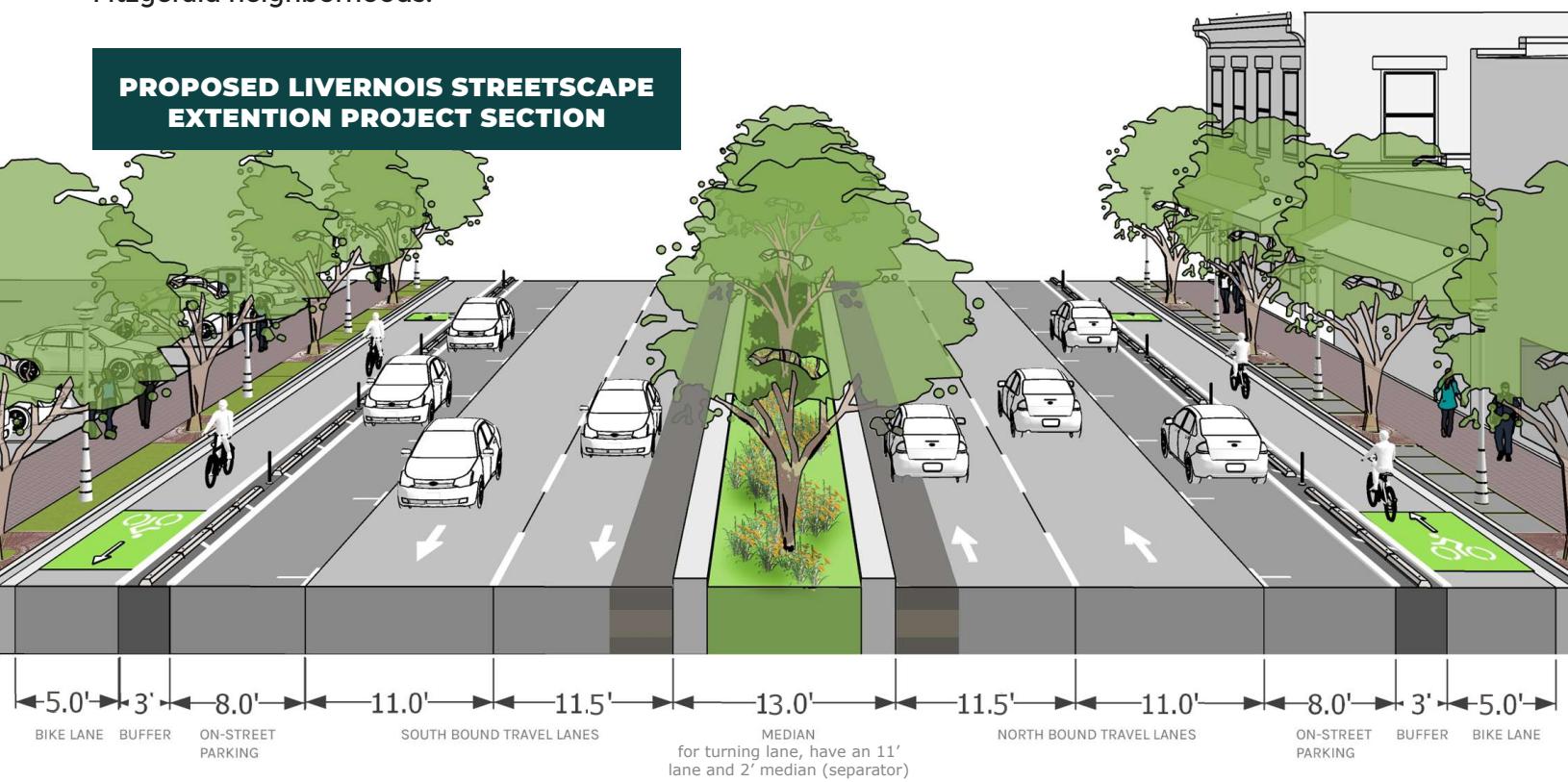
This project supports a pipeline to connect university students to place in their community, including connections to small businesses, new housing, restaurants and amenities. These connections keep people in place, offering attractive places to stay after graduation in new multifamily rental housing and accessible first-time homeownership options in Bagley, Martin Park and Fitzgerald neighborhoods.

PROJECT DESCRIPTION

Through expanded bike lanes, streetscape and placemaking improvements between the Clarita and W McNichols intersections, the project will increase walkability and connect major economic nodes at Avenue of Fashion and W McNichols with two academic institutions (University of Detroit Mercy and University of Michigan's new LEAPS program at Marygrove Conservancy). The project will also fill a critical gap in two completed streetscape projects, creating a more cohesive and safer corridor. See Appendix B for more information on the completed streetscape projects.

The Livernois Streetscape Extension Project includes a base scope of streetscape construction and landscaping. However, bike racks and a bike repair station, site furnishings, sidewalk ramps and additional curb modifications, and additional trees and landscaping are included in an enhanced budget scope, and are critical to achieving MTP program goals.

PROPOSED LIVERNOIS STREETSCAPE EXTENTION PROJECT SECTION



WALKABILITY AND CREATION OF TRANSIT-RICH AREAS

ENHANCING THE CYCLIST EXPERIENCE

The proposed improvements to the Livernois streetscape will increase the use of non-motorized transportation and improve the walkability of the district, connecting a major gap for multi-modal users to key destinations. **Filling the gap will create miles of continuous, protected bike lanes.** Dedicated, parking-protected bike lanes will safely connect cyclists on the successfully completed Livernois Streetscape project in the Avenue of Fashion to the campus of University of Detroit Mercy and into the W McNichols Streetscape.

These improvements will also fill a gap in regional bike infrastructure, connecting bike lanes and a series of existing MoGo bike-share stations. Five stations are located just outside the district limits, connecting campuses and Detroit neighborhoods to Ferndale, Royal Oak, Huntington Woods, and multiple other inner ring suburbs in Oakland County.

This project will also expand the network of high-quality bike facilities to connect the Livernois-McNichols District with the Joe Louis Greenway (JLG), a 30-mile multi-use trail that serves as a vital resource for recreation, mobility, and community connection. The JLG connects 23 Detroit neighborhoods, four cities, and a larger statewide greenway network including the Iron Belle Trail, Great Lakes Way, Downriver Linked Greenways, and the Trans Canada Trail via the Gordie Howe International Bridge. The closest access point to this regional trail is currently under construction 1.5 miles (a 10-minute bike ride) from the southern boundary of the project.

CONNECTING TO SCHOOLS

The Livernois Extension project will also expand the walkable and bikeable district within the attendance boundary of The School at Marygrove, a partnership between DPSCD, non-profits and private sector partners delivering a pre-K through graduate school campus continuum. This new, world-class Early Childhood Center on campus and new K-12 program offer young families (25-34) with great education and high-quality child-care options for their children. These improved facilities will also better connect multi-modal users to small

businesses and ongoing cultural programming such as the annual Light-Up-Livernois and Jazz on the Ave events, as well as long-time anchors like Baker's Keyboard Lounge, the world's oldest, continuously operating jazz club.

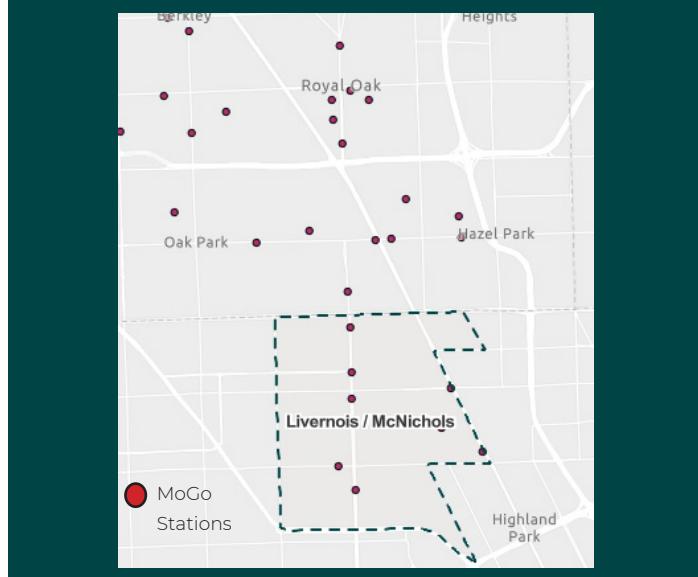
IMPROVING TRANSIT

Transit is a cornerstone of the project area, there are 13 DDOT bus stops located along the proposed streetscape that serve three key bus routes (16, 30, and 32). These routes provide critical connections between neighborhoods, job centers, and educational institutions, connecting both Downtown and cross-town. In FY 2025, these routes had almost 1.7 million riders, with approximately 18,000 boarding and 28,000 alighting along the proposed streetscape. These bus stops serve as the origin for first-mile/last mile trips that allow riders to access businesses and opportunities within the broader talent plan area.

ENHANCING ROAD SAFETY

The project will also improve road safety and accessibility for all users as well as traffic flow by reducing the central medians, eliminating Michigan lefts and re-introducing left turns, which have been identified as community priorities as seen on page 26 of the Livernois and McNichols Corridor Public Realm Plan. (See Appendix A.)

REGIONAL MOGO STATIONS



WALKABILITY AND CREATION OF TRANSIT-RICH AREAS

IMPROVING PEDESTRIAN COMFORT

Targeted sidewalk repair and placemaking interventions, including signage and landscaping, will encourage walking and make it more accessible. If installed as part of the enhanced scope, street furnishings like seating would support transportation users, establishing the project site as a pedestrian-oriented and comfortable place to be. Through the Livernois streetscape survey of 242 residents in 2017, 88% of respondents were in favor of adding seating and support for other street furnishings.

BUILDING ON PRIOR CITY PLANS

This plan also builds on significant City-led projects in the district to ensure the safety of all road users. This includes a Safe Routes to School project around Pasteur Elementary and Bagley Elementary of Journalism and Technology, that aims to encourage students to walk safely to school by repairing sidewalks, adding signage, and adding more enhanced crosswalks.

Additionally, the City of Detroit has successfully secured over \$61 million in Safe Streets for All grants from the USDOT, which include interventions to improve high speeding and crashes on Wyoming, between Puritan and 7 miles (\$1.5M), and two planned "Safer Transfer" locations at 7 Mile and Woodward (\$362.5K).

While these investments have had a positive impact on the community, the proposed Livernois Streetscape Extension Project further catalyzes these improvements by closing a critical gap between the two existing Livernois and McNichols streetscape projects. The proposed project directly addresses the existing conditions, key challenges and opportunities identified in the neighborhood framework plan.

Future investment in streetscapes will further advance this plan. Priority projects include extending the Livernois Streetscape from McNichols to M10, extending Livernois bike lanes from M10 to the JLG, placemaking and slow streets improvements.

LIVERNOIS STREET | BEFORE



LIVERNOIS STREET | AFTER





CHALLENGE/CONCERN

PROJECT SOLUTION

Pedestrian Safety – pedestrians do not feel safe crossing the street

Improve intersections, including a mid-block crossing. Alleviate unsafe sidewalk conditions by repaving 25% of project sidewalks.

Cyclist Safety & Access – cyclists do not feel safe biking on the street, and bike infrastructure is disconnected.

Enhanced Scope: Alleviate unsafe sidewalk conditions repairing sidewalk ramps and by repaving 50% of project sidewalks.

Transit Safety & Access – Existing bus stops are hard to find and uncovered

Install bike lanes connecting existing streetscapes and bike network, creating a continuous 2 miles of protected bike lanes. Enhanced Scope: Improve access and encourage use by installing 10 bike racks and a bike repair station.

Speeding and Vehicular Crashes – Speeding and aggressive driving was highlighted by residents in survey responses and meetings. The intersections bookending the project site average 2-4 crashes per month.

Enhanced Scope: Provide 6 bus shelters to improve safety and experience of transit-users

Connecting Commercial Nodes & Residential Neighborhoods – The streetscape creates a gap between small businesses and nearby residential neighborhoods.

Replace Michigan Left Turns with conventional left turn lanes to reduce crashes and make it easier to drive.

Reduce travel lanes, make surface improvements, and install bump outs to make the project site safer for all users.

Placemaking – The street, as well as sections of the corridor including warehouses and parking lots, create a scale catered towards vehicular use rather than walking or biking. There is a missing “sense of place”.

Physically and visually connect the Livernois commercial corridor to surrounding residential neighborhoods with bikes lanes, improved sidewalks, and improved crossings.

Create a pedestrian-oriented streetscape that's a destination – where people want to spend time and can safely access businesses. A survey conducted as part of the framework found that 82% of respondents noted seating to be a “good or great idea” and 90% of respondents noted that planters were a “good or great idea”.

Enhanced Scope: Install street furnishings, like benches, and street trees to create a sense of place and provide a comfortable experience for all users.

CREATION OF HIGH-DENSITY DISTRICT

MIXED-USE DEVELOPMENT AND MIXED-INCOME HOUSING

Detroit's talent plan leverages investments in mixed-use, multifamily, and affordable housing development in order to establish Livernois/McNichols as a high-density district. **Recent SNF investments highlight ongoing adaptive reuse and strategic infill development that will increase density, walkability and diversified housing typologies in the district.** SNF projects also prioritize local and underrepresented talent, with local community development organizations and developers of color leading over 70% of projects. Additionally, there is ongoing support for affordable housing in the district to support density and access to amenities. In Detroit, housing developers receiving a certain threshold of public subsidies or discounted city-owned land are required to set aside at least 20% of their units for lower income residents.

Examples of recent and planned investments include:

- **7.Liv Project:** Restoration of the former B. Siegel department store, adding 20,000 square feet of new retail and 10 units of affordable rental housing. Developed 2018-2020 in partnership with MEDC, Capital Impact Partners, Invest Detroit and the Detroit Economic Growth Corporation.
- **Higginbotham Art Residences:** Conversion of the historic William E. Higginbotham School into 100 units of affordable housing, available to households earning between 30-80% of the Area Median Income.
- **20201 Livernois*:** New Construction of a three-story building with 50 apartments (11 affordable), plus a 4,000-square-foot restaurant and a 3,000-square-foot commercial space.
- **Sawyer Art Apartments*:** Development of a 100% affordable 38-unit apartment building incorporating large-scale artwork by Detroit-based artist Tylonn J. Sawyer.
- **Main Street Hub:** Reactivation of vacant storefronts on McNichols with a mix of third spaces and the headquarters of Live6 Alliance.

- **The Enclave*:** This project transformed the property into a vibrant mixed-use anchor that provides high-quality space for local businesses and community-serving organizations, while preserving Detroit's architectural character.
- **7434 W. McNichols*:** Live6 Alliance facilitated the transformation of this property, creating a storefront community center and collaborative retail marketplace.
- **The Black Artisans Market*:** The project will activate over 15,000 SF of commercial and retail space for emerging Detroit businesses, priced at below market rates. This private investment will support the creation of a high-amenity, mixed-use district that offers housing for young people and the attraction and retention of talent.

In partnership with government, developers, nonprofits, and businesses, this plan also advances the MSHDA Regional Housing Partnership plan for Detroit, prioritizing the rehabilitation of safe and affordable housing units. Through programs like Detroit Land Bank Authority's Rehabbed and Ready program, Detroit is increasing and improving the existing stock of starter homes in the district and making them available to residents.

The City also invests in a high-density district through blight remediation, including its "Blight to Beauty" programs, which includes painting vacant buildings, the City Walls Murals program, and encouraging property owners to meet maintenance standards.

The Livernois Streetscape Extension strengthens multi-modal connections to existing, planned, and future residential and mixed-use developments. **This streetscape will connect these assets to two university anchors along a growing Eds/Meds corridor towards Sinai Grace Hospital and inner ring suburbs driving greater density and attract talent to the district.**

*Indicates project match funding

SUPPORT FOR IMPROVING QUALITY OF LIFE

PARKS AND OUTDOOR RECREATION

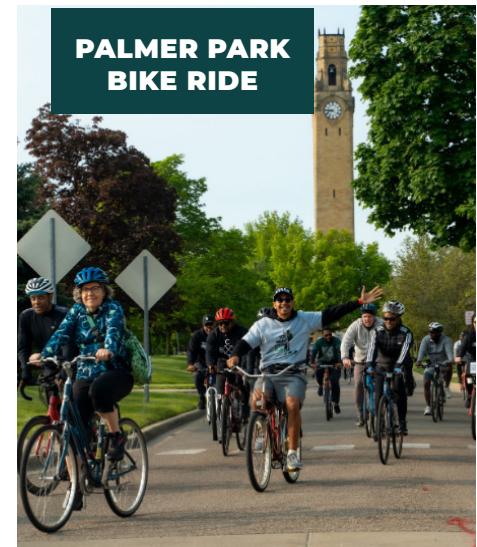
By strengthening the network of bike infrastructure through a continuous protected bike lane, the proposed project also promotes access to parks and outdoor recreation. **The streetscape will create better connections between commercial corridors and green space amenities, improving the quality of life for residents.** Within the district, this includes increased connections to new parks, such as the Ella Fitzgerald Park opened in 2018. This project turned a collection of abandoned houses and vacant overgrown land into a 2.5-acre community space including a sports field, basketball court, playground set, picnic area and murals. Additionally, vacant land was transformed into the Fitzgerald Greenway, which has improved bike and pedestrian connections within the community.

This infrastructure will also promote connections between adjacent neighborhoods without parks, such as the Bagley neighborhood. **The streetscape will also improve access to regional park assets like Palmer Park.** Palmer Park is one of the largest parks in Detroit, with 281-acres of woodlands, meadows, recreational areas and athletic fields.

Over the past four years, the City together with various philanthropic and community partners, have invested in major improvements including; new full-sized and junior tennis courts, walkways, a playground, fitness zone, pavilion and plaza area, and park lighting.

By investing in connected bike infrastructure, this plan also supports a robust bike culture and supportive programming that improves quality of life in the district. The district hosts a variety of community bike rides, including a large bike ride called the Palmer Park Bike ride based in Palmer Park, which leads into the Joe Louis Greenway at Livernois, just south of Bourke. The Joe Louis Greenway Partnership (JLGP), a 501(c)(3) organization responsible for programming public spaces on the greenway, is dedicated to creating a vibrant, welcoming space that honors the strength and resilience of surrounding communities. Through its first full season of community events and family-friendly programs, the JLGP established partnerships with health and wellness advocates, local small businesses and vendors, schools and housing resource providers.

This talent plan prioritizes the quality of life of residents, including connections to green spaces and outdoor recreation, along with cultural arts programming and amenities.



SUPPORT FOR IMPROVING QUALITY OF LIFE

CULTURAL ARTS PROGRAMMING & AMENITIES

The project will also attract and connect residents and visitors to existing programming, such as the Breakfast Club art showcase **every Monday night at Marygrove Conservancy, which highlights new artistic talent in Detroit**. Marygrove Conservancy also offers youth music programs, youth dance programs, a Contemporary American Authors Lecture Series (CAALS), and performances hosted in a 375-seat theater located on the campus. University of Detroit Mercy also hosts performances from various groups including the Detroit Mercy Theater Company.

In addition to academic institutions providing cultural programming, **the district is home to multiple businesses based in the arts. Baker's Keyboard lounge, known as the world's oldest continuously operating jazz club, has been open since 1934.** Jazz legends like Nat King Cole and Ella Fitzgerald performed at the historic club. Baker's Keyboard lounge continues to serve as a destination for Detroiters and visitors. Art in Motion is a ceramic studio and gallery, offering classes and workshops while showcasing more than 20 local artists. ArtLab J, is a nonprofit dedicated to offering innovative interdisciplinary arts education through combining dance, music, and arts.

Murals throughout the corridor are one of the most recognized amenities. The City launched the City Walls program in 2017, an initiative that enhanced public space through murals. City Walls aims to highlight the values and the identity of the communities where art work is being created, empower Detroit artists, and to provide a positive cost benefit to the public via art versus the cost of blight remediation. Livernois features multiple murals, including "Motor City Motown" a mural completed in 2023 by Felle, a nationally renowned artist and Detroit native. The Livernois-McNichols District features 20 murals as part of City Walls.

The Livernois-McNichols District hosts multiple well-known annual events, including:

- Palmer Park Art Fair
- Jazz on the Ave
- Light Up Livernois
- 6 Mile Street Festival
- Livernois Fall Festival
- Small Business Saturday

These annual events are designed to promote year-round activation of Live6's key commercial corridors, including the project site. Through Live6's Main Street efforts, they intend to promote a more streamlined calendar of events and programming that promote the locally led arts and cultural district wide events. **Improving the streetscape where many of these community events are held, will enhance accessibility and encourage greater community participation by creating a safe and well-connected public space.**

Additional investments needed to further these goals include public art installations along Livernois and programming and promotion for arts and culture programs, exhibitions and performances.



ART PROGRAMMING AND BLOCK PARTIES

SUPPORT FOR LOCALLY OWNED BUSINESSES

PROVIDING SUPPORT AND PROGRAMS

Detroit has a robust commercial corridor activation strategy for the district, which includes a variety of supports to help new and existing small businesses renovate, activate vacant commercial spaces, and improve facades. These supports are offered through strong partnerships with the City and the Detroit Economic Growth Corporation, and build on Strategic Neighborhood Fund investments in the district.

The Motor City Match Program, led by DEGC, revitalizes neighborhood commercial corridors by transforming vacant storefronts into thriving businesses. The program connects building owners with local entrepreneurs, offering a combination of grant funding, technical assistance, and design/build resources to bring new retail, dining, and service-based businesses into historically underinvested areas. Motor City Match generates new jobs, strengthens neighborhoods, and enhances the vibrancy of Detroit's commercial districts. Motor City Match just celebrated its 10th anniversary, and the opening of its 192nd new business in Detroit. **The Motor City Match program also employs the City's District Business Liaisons (DBL).** DBLs will support this project by helping small businesses on the Livernois corridor navigate any challenges and connect them to a robust ecosystem of business support organizations. DBLs work in partnership with the Mayor's Office, City Council, and every organization supporting small businesses in Detroit.



The City of Detroit's Grey Box Program targets vacant and underutilized commercial buildings, preparing them for redevelopment and future leasing opportunities. Through strategic investment in building rehabilitation—such as code compliance, basic systems upgrades, and essential repairs—the program creates market-ready spaces that can be offered through competitive Requests for Proposals (RFPs).

The City of Detroit's Facade Improvements

Program awards funding to property and business owners to upgrade building exteriors, with a focus on creating pedestrian-friendly streetscapes. Eligible improvements include new storefront designs, signage, lighting, landscaping, and accessibility features that enhance the overall user experience. By improving curb appeal and safety, the program boosts foot traffic for participating businesses and contributes to the visual cohesion and vibrancy of Detroit's commercial corridors.

Additionally, existing neighborhood and corridor anchors provide targeted business supports and programming, including the **Live6 Alliance, the Avenue of Fashion Business Association, and the Livernois Independent Business Association.**

Live6 works closely with businesses to advance and strengthen their business operations and has also worked to enhance the visual identity of the business corridor, including wayfinding banners, wraps and a corridor map which assist in the growth and development of our business district. Live6 routinely hosts monthly events, community clean ups, and neighborhood association meetings that bring students in connection with local community stakeholders.

The Livernois Streetscape Extension project will strengthen and multiply the impact of these efforts, connecting and attracting customers to the existing 50 active businesses within the project scope.

INCREASING FOOT TRAFFIC

Accessible sidewalks and safer crosswalks, protected bike lanes, and better connections to transit will encourage people to walk, linger, and explore local shops. This level of visibility and foot traffic will increase sales and property values for the district and attract new development and locally owned businesses to vacant buildings along the corridor. These anticipated impacts have already been shown by the adjacent Avenue of Fashion, where streetscape improvements have allowed for a safer, more walkable and comfortable shopping experience.

NAVIGATING CONSTRUCTION

Despite these long-term benefits, streetscape construction will cause temporary disruption to active businesses along the corridor. **In order to mitigate these effects, this project will implement Detroit SOUP**, a successful crowdfunding program. This program will provide marketing support, exposure to new customers, and funding to businesses through 10 community events, where attendees will vote to award cash prizes to featured businesses.

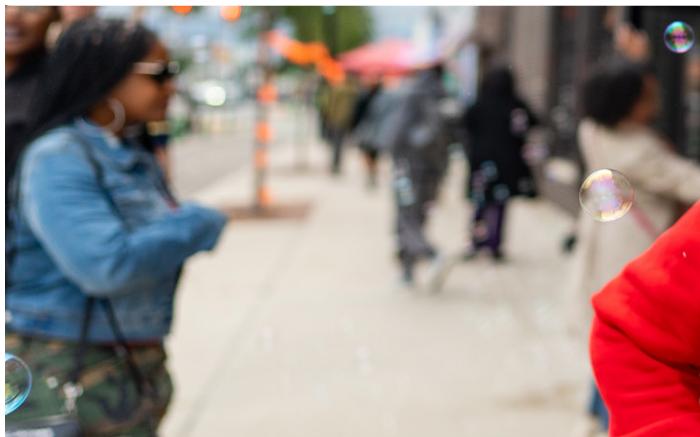
SUPPORTING COMMUNITY EVENTS

Successful completion of the streetscape closes a critical infrastructure gap, creating a stronger sense of place and solidifying the district as a small business destination for residents, employees, students, and visitors from Detroit's northern suburbs.

The completed streetscape will also amplify the success of popular annual events such as Light up Livernois, Jazz on the Ave, and Harvest Fest, which promote businesses throughout the Livernois and McNichols corridors. Ultimately, a strong commercial corridor with thriving local small businesses will attract and retain talent in the district.

There are many opportunities to build on the momentum of this project. Future investment is needed to support small businesses through rent relief, technical assistance, engagement and marketing, entrepreneurship programs, business management workshops, and financial planning. Funding is also needed for marketing and engagement to increase public awareness, to support emerging developers and establish a Business Improvement Zone (BIZ) to sustain ongoing work.

“ I walked from my house to Livernois with my two grandchildren. We visited new shops that I had never entered and I have lived in the neighborhood for 30 years. ”



SUCCESSFUL IMPLEMENTATION AND SUSTAINABILITY

SUCCESSFUL IMPLEMENTATION AND SUSTAINABILITY

The project consortium has the capacity, experience and expertise needed to successfully implement the streetscape project within the project period and ensure thoughtful engagement and alignment with stakeholders and community assets.

The contractor will be responsible for maintaining the trees and landscaping for the first two years post construction to ensure successful establishment. Then, the City will be responsible for the following ongoing maintenance tasks:

DEPARTMENT OF PUBLIC WORKS

- **The Street Maintenance Division (SMD)** will sweep the street and bike lanes and will replace delineators as needed.
- **A third party vendor** for Streetscape Maintenance will maintain street furniture (e.g., bicycle parking) and remove and replace as needed.
- **The Solid Waste Division** will maintain public trash cans at bus stop locations.
- **The Traffic Engineering Division** will maintain all signs and pavement markings.
- **DPW** will remove snow on major thoroughfares and bike lanes, dependent on volume of snow and road priority.

GENERAL SERVICES DEPARTMENT:

The General Services Department will mow turf, maintain landscaping and trees, and maintain irrigation system to ensure adequate watering.

CONTINUED INVESTMENT

Continued investment by the state and other public and private partners will be critical in order to fully realize the goals of the MTP program in the district. The consortium anticipates that MTP's investment in the project will unlock and maximize the impact of additional investments in multi-family and mixed-use development, new businesses, amenities and programming. High priority projects include the following listed in the table.



PROJECT	ESTIMATE
Livernois Streetscape: McNichols to M10	\$12M
Bike Lane extension M10 to JLG	\$10M
Placemaking Clarita to McNichols	\$1M
Livernois Public Art Installations	\$500K
Slow Streets Improvements	\$5M
Business and Emerging Developer Support & BIZ Creation	\$7M
Marketing, Programming, Outreach, and Engagement	\$500K

PROJECT CONSORTIUM INFORMATION

LEAD APPLICANT

City of Detroit, in partnership with the Detroit Economic Growth Association as fiscal sponsor.

City of Detroit: Dara O'Byrne, Deputy Director, Planning and Development, Dara.Obryne@detroitmi.gov, (313) 910-8138

Detroit Economic Growth Association: Rebecca Navin, General Counsel, rnavin@degc.org, 313.237.4627

SUPPORT

See Appendix C for a letter of support from the chief administrator.



PROJECT CONSORTIUM AND SUPPORT

Consortium members were selected to leverage collective knowledge, capacity, and resources, and were engaged throughout plan development. See Appendix F for consortium letters of commitment.

DETROIT ECONOMIC GROWTH ASSOCIATION (DEGA)

ECONOMIC DEVELOPMENT ORGANIZATION AND FISCAL SPONSOR

City of Detroit's lead implementing agency for business attraction, retention, and economic development:

- Procurement, grants management and reporting
- Strong record of public infrastructure projects on behalf of the City including the Greater Corktown Streetscapes Initiative, roadway reconstruction around Eastern Market and I-94 Industrial Park, and Joseph Campau and Joe Louis Greenway construction.
- Support for small businesses through District Business Liaisons (DBLs)

Key Contacts: Rebecca Navin, General Counsel

CITY OF DETROIT

PROJECT MANAGEMENT AND OVERSIGHT

Department of Public Works

- Design and construction of the streetscape through its Complete Streets Unit (CS), Traffic Engineering Division (TED), and City Engineering Division (CED).
- Maintenance of the constructed streetscape

Key Contacts: Christina Peltier (CS), Rich Doherty (CED), Prasad Nannapaneni (TED)

Planning and Development Department

- Community engagement lead, in close coordination with the Department of Neighborhoods, Complete Streets Unit and Live6 Alliance.
- Alignment with planning efforts to date and stakeholder needs.

Key Contacts: Alexa Bush (Director of Planning and Development), Dara O'Byrne (Deputy Director), and Dave Walker (Design Director- West Region)

Department of Neighborhoods

- Community engagement support in District 2, including regular construction updates to residents, businesses and other stakeholders.

Key Contacts: Kim Tandy (District 2 Manager)

Jobs and Economy Team and Neighborhood Economic Development Team

- Economic development strategy advisor, coordination with developers investing in district.
- Tracking project impact using economic data throughout and after project.

Key Contacts: Brittney Hoszkiw (Deputy Director, Economic Development)

LIVE6 ALLIANCE:

COMMUNITY DEVELOPMENT ORGANIZATION

- Central convener and coordinator between the community, district businesses, institutions, and key stakeholders.
- Project evaluation through annual stakeholder survey

Key Contacts: Caitlin Murphy (Executive Director)

ELIGIBLE ACTIVITIES AND PROJECT READINESS

ELIGIBLE ACTIVITIES

The proposed project most directly addresses four activities:

- Planning, engineering, permitting review, and other local assessments to support implementation.
- Demonstrated community engagement or stakeholder support.
- Road repairs and other surface improvements that will increase walkability, access to green space, dedicated nonmotorized transportation, and access to rapid transit or high-speed rail.
- Supports for small businesses and emerging entrepreneurs, including access to credit and professional development.

ZONING AND CODE RESTRICTIONS

The parcels lining Livernois Avenue are zoned as Local Business and Residential District, providing day-to-day consumer goods and services needed to serve the neighborhood. This zoning supports multi-family and multi-family mixed use development, up to three-stories with no limit on units. **The zoning code supports high-density residential development and does not need to be changed for the project.** Zoning reform was pursued as part of the neighborhood framework process, including expansion of the Traditional Main Street Overlay and expansion of uses in the business district. Detroit continues to re-examine its zoning code to support high-density development.

PROJECT IMPLEMENTATION TIMELINE

This timeline is estimated based on a project period of four years. The timing of the grant award and the finalization of the grant agreement will impact the overall schedule. We will refine the schedule after the grant agreement is finalized to take into account impacts from procurement, City Council schedule (holidays and recess), and season/weather considerations for construction.

PROJECT MILESTONES	TIMELINE
Project Start Up (Grant Agreement, Design & Engineering Contracting)	8 months
Design/Engineering & Engagement	6 months
Construction Contracting & Permitting	6 months
Construction	9 months
Evaluation and Final Reporting	6 months
Maintenance	Ongoing



MEASURABLE OUTCOMES

The Consortium will track and measure the following outcomes using a combination of bike and pedestrian counts, economic and traffic data, as well as community engagement and annual surveys administered by Live6 to area residents, businesses and other stakeholders.

- Improved direct access to multi-modal transportation, including % increase in cyclists and pedestrians, % increase in MoGo usership, %increase in bus ridership
- Improved direct access to small businesses, and long-term growth in # of locally owned businesses along corridor.
- Improved direct access to academic institutions, affordable housing, public spaces, and other amenities
- Decreased crashes and serious injuries
- Improved perception of safety
- Improved quality of life through increased access to parks, green spaces, recreation, and arts and cultural amenities
- New public and private investment in the district as a result of streetscape investment
- Increased retail mix, including the number new businesses added meeting community needs and local market demands.



BUDGET**TOTAL PROJECT COSTS AND FUNDING REQUEST**

See Appendix D

PROJECT MATCH FUNDING

The proposed streetscape project cannot move forward without MEDC support. Once funds are awarded, DEGA will spend funds according to the timeline in Section 10. Grant funds will be used to construct the streetscape, including associated bike infrastructure, landscaping, bus stop improvements, engagement and construction mitigation.

The consortium is eager to begin work as soon as possible in order to leverage committed match sources. Match investments include mixed-use and affordable housing developments, public lighting and resurfacing. The City has earmarked match funding towards planned lighting work, which is ready to install and targeted for summer 2026. All match investments have been or will be made in the District from July 24, 2023 through September 30, 2029. See Appendix E for a full breakdown of sources, including anticipated spend timelines.

TIE BREAKER**ADDITIONAL MATCH FUNDS**

See Appendix E

APPENDICES

- Appendix A: Local Planning Documents
- Appendix B: Existing Streetscape Resources
- Appendix C: Mayor Letter of Support
- Appendix D: Budget
- Appendix E: Evidence of Match Funding
- Appendix F: Letters of Support/Commitment

Please view the City of Detroit Box folder for the referenced Appendices and Attachments.

