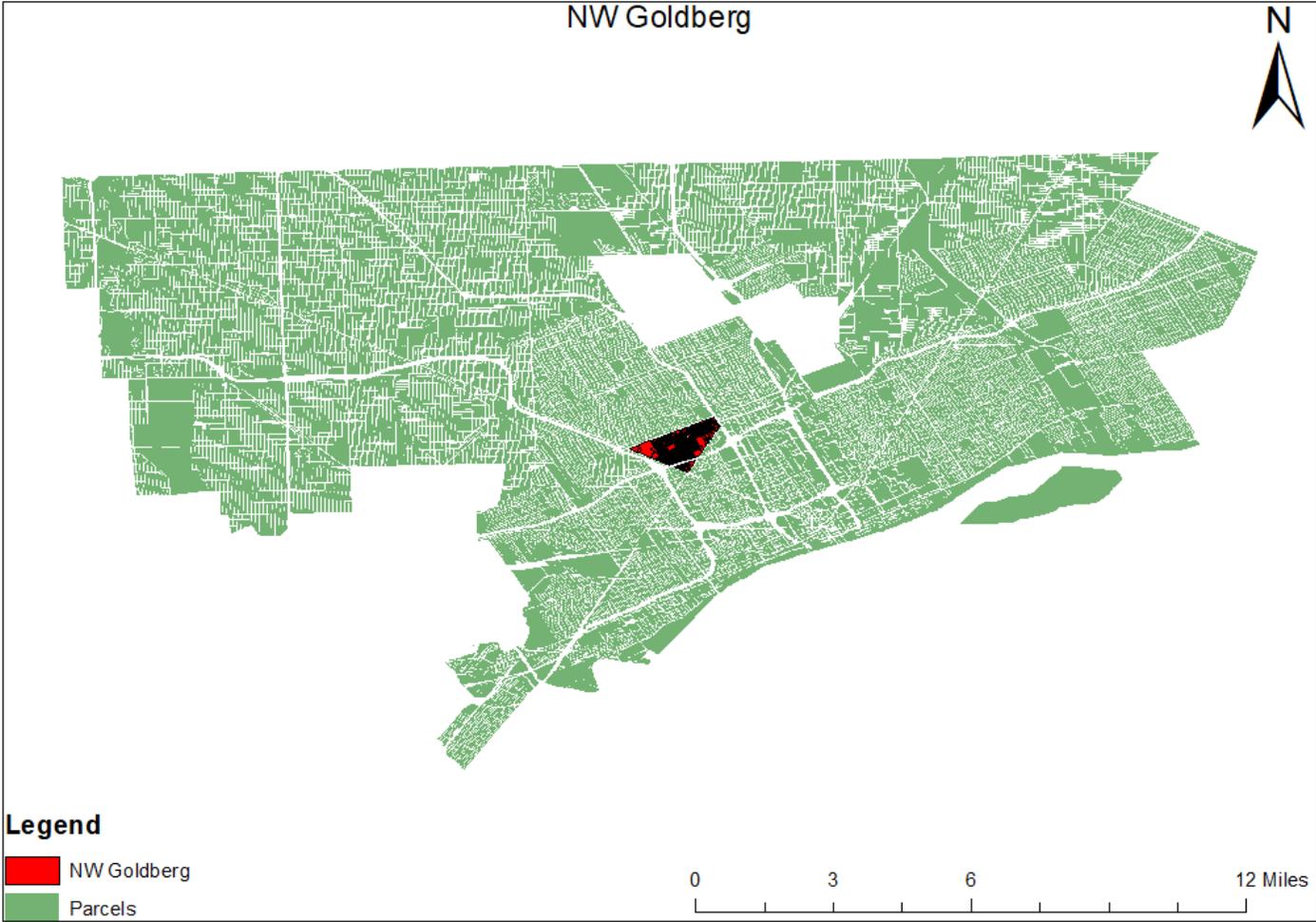


Northwest Goldberg Neighborhood Revitalization Plan Framework

Analysis | Recommendations | Resources



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Executive Summary

This practicum project was the collaborative result of a five student team in the Michigan State University (MSU) Urban and Regional Planning Program's capstone course. The practicum team worked in cooperation with the community development corporation, NW Goldberg Cares, during the spring semester of 2020 to provide NW Goldberg Cares with a general framework for a neighborhood revitalization plan.

The NW Goldberg neighborhood, a historic neighborhood north of downtown Detroit, includes the Motown Museum, a cultural highlight of the City of Detroit, as well as various businesses, cultural and historic sites, an educational institution (Detroit Collegiate Prep), and nearby medical facilities (Henry Ford Hospital). To obtain a better understanding of the community, a community visioning session was planned and executed, and several studies were conducted. The majority of data presented within the document were obtained from the U.S. Census Bureau decennial census, the American Community Survey, as well as from Environmental Systems Research Institute (ESRI), a leading spatial analytics firm. Additional data was collected by the authors while surveying NW Goldberg.

While learning about and researching NW Goldberg, the practicum team identified conditions that were deemed opportunities for future revitalization. Around 59% of residential lots in NW Goldberg are currently vacant and 46% of current homes are vacant, resulting in housing and land development opportunities in close proximity to downtown Detroit. Vacant land provides opportunities to enhance natural green space and encourage recreation and connection amongst residents. However, a detailed socio-economic profile indicated that 73% of residents have a median income of less than \$15,000, which likely limit their quality of life, the ability to maintain or restore a home, or to have an economic impact. An analysis of business corridors illustrated that there is future potential for commercial development; with a retail market analysis showing that the highest retail demand for the neighborhood is a grocery store. As the NW Goldberg neighborhood was identified to be located in a food desert with little access to fresh produce for residents, a grocery store was found to be beneficial for the neighborhood. NW Goldberg also has the unique opportunity to restore and highlight three iconic historic structures, two of which are listed on the National Register of Historic Places. Though, those

two historic landmarks are in a state of significant disrepair and restoration will require public and private collaboration, but ultimately bringing the structures back to some semblance of their original glory, would also represent a rebirth of the neighborhood as a whole and will be an important catalyst for new investment in parks, homes and businesses throughout NW Goldberg. More residents and businesses mean more jobs and public services, including grocery stores, transit routes, and resources for seniors. As the neighborhood attracts new residents, it is important to ensure that existing residents' needs are being met and housing, services and cultural amenities are easily accessible.

Results of the studies, along with community feedback, helped to make recommendations in consideration of the challenges and opportunities present in the NW Goldberg neighborhood. Seven goals related to seven essential topics were created to provide the initial framework for a future neighborhood plan.

1. Vacant Lot Reuse: Encourage placemaking and adaptive reuse of vacant lots
2. Housing: Ensure safe, affordable, high-quality housing for all current and future residents
3. Economic Development: Target geographic areas for business investment and growth to promote economic vitality
4. Parks and Recreation: Increase outdoor recreation opportunities and the accessibility of parks and natural habitats
5. Food Access: Increase access to healthy, nutritious food
6. Elderly Care: Increase accessibility for seniors and awareness of public healthcare programs
7. Historic Preservation: Maintain the integrity and the preservation of historic sites

Each goal is accompanied by specific action strategies recommended to help NW Goldberg Cares achieve these goals, some of which are accompanied by details on potential partners or funding sources. The overall focus of these recommendations is to encourage the accessibility and availability of necessary resources and services for residents and to enhance placemaking in public areas. All recommendations also highlight the need for dedicated stakeholder and community engagement and collaboration.

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About Practicum

The Michigan State University Urban and Regional Planning Program was established in 1946 with a mission to create a sustainable built and natural environment that enriches communities through leadership, entrepreneurial creativity, social responsibility and environmentally sustainable planning and policy. For students Planning Practicum (UP 894/494) is a semester long course given in the spring; where they apply the knowledge and skills accumulated through years of studying to a real-world project. Students are expected to put approximately 250 hours over the semester into their Planning Practicum. The course requires small teams of students to prepare a professional planning report, poster, and presentation for their clients and faculty.

Students benefit greatly from the Planning Practicum as it requires them to put their skills and knowledge to work in a team approach with their colleagues and clients. The Planning Practicum also benefits the clients who will receive a near-professional consultation and recommendations. The purpose of the project is to assist class members in the transition from student to trained practitioner while giving the clients a report that will help their communities. Throughout this project, student teams apply basic techniques concerning data collection, interviewing, fieldwork, map making, and report writing. Students also use analytical techniques and follow conventional planning processes.

Purpose of Practicum Project for Northwest Goldberg Cares

The purpose of this particular practicum project is to provide a framework for a future neighborhood revitalization plan for our client, NW Goldberg Cares, and the residents of the NW Goldberg neighborhood. NW Goldberg Cares is a community development organization that seeks to revitalize the NW Goldberg neighborhood in Detroit, Michigan. With the surrounding neighborhoods near downtown Detroit experiencing revitalization, redevelopment and growth in employment and household income, NW Goldberg Cares sees an opportunity for their neighborhood to capitalize off Detroit's renaissance.

NW Goldberg Cares has already begun bringing revitalization and prosperity to their neighborhood through projects like the 6102. ART PARK, 6134. Holland Maze Literacy Park, 6326. Rest and Ride Park, and more. Each project is not only focused on beautification of vacant lots, but also about bringing essential programs to the community. One example is “Reading in the Holland Maze”, a program that will create access to literacy for the neighborhood’s and City’s Pre-K-5 children through bi-monthly reading events. As NW Goldberg Cares continues to champion positive neighborhood change, this practicum project will serve as a foundational catalyst for future projects taken on by the organization including advocating for policy improvements and economic growth for their residents.



Figure 1: Community members working on the Holland Maze in NW Goldberg.
Source: NW Goldberg Cares.

Introduction

Client Information



NW Goldberg Cares is a community development corporation located in the NW Goldberg neighborhood in Detroit, MI. Although the organization was officially formed in 2017, the work of its local founder and supporters of the organization’s vision began years before. NW Goldberg Cares’ goal is to improve the lives of residents by “incubating neighborhood businesses, building a strong community and ensuring a family friendly neighborhood”. They seek to provide the individuals of the predominantly black community the same amenities and resources that communities outside of the city have access to. NWGC has three pillars: Business, Community, and Family.

Business:

Communities in Detroit have continuously watched as businesses have been brought into a neighborhood to “price out” the current residents and make way for a new demographic. However, NWGC intends to end this cycle by incubating a business culture that encourages entrepreneurship and gives back to the community, with the goal of ensuring each resident has access to affordable food, activities, and resources.

Community:

NWGC intends to foster community through interactive programming and safe spaces for its residents, allowing residents to take an active role in the revitalization of their neighborhood. NWGC sees community as a “feeling of fellowship between [people living amongst each other] supported by a shared desire for a better neighborhood”.

Family:

NWGC understands that communities cannot exist without families to support them. They have the goal to protect and strengthen family units within the neighborhood by ending negative cycles and “creating a stronger, safer environment through productive activities and resources that bring families closer together”.

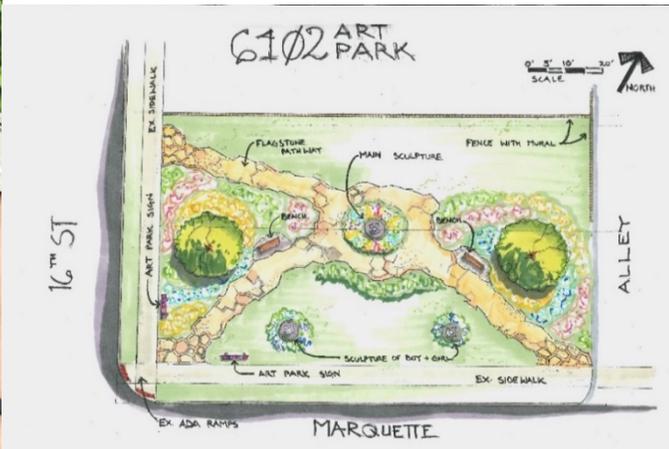


Figure 2 & Figure 3: A Display of Community that NW Goldberg Cares Fosters through Family and Engagement. A Sketch of 6102 art park, now a Community Gathering Space. Source: NW Goldberg Cares via Patronicity.

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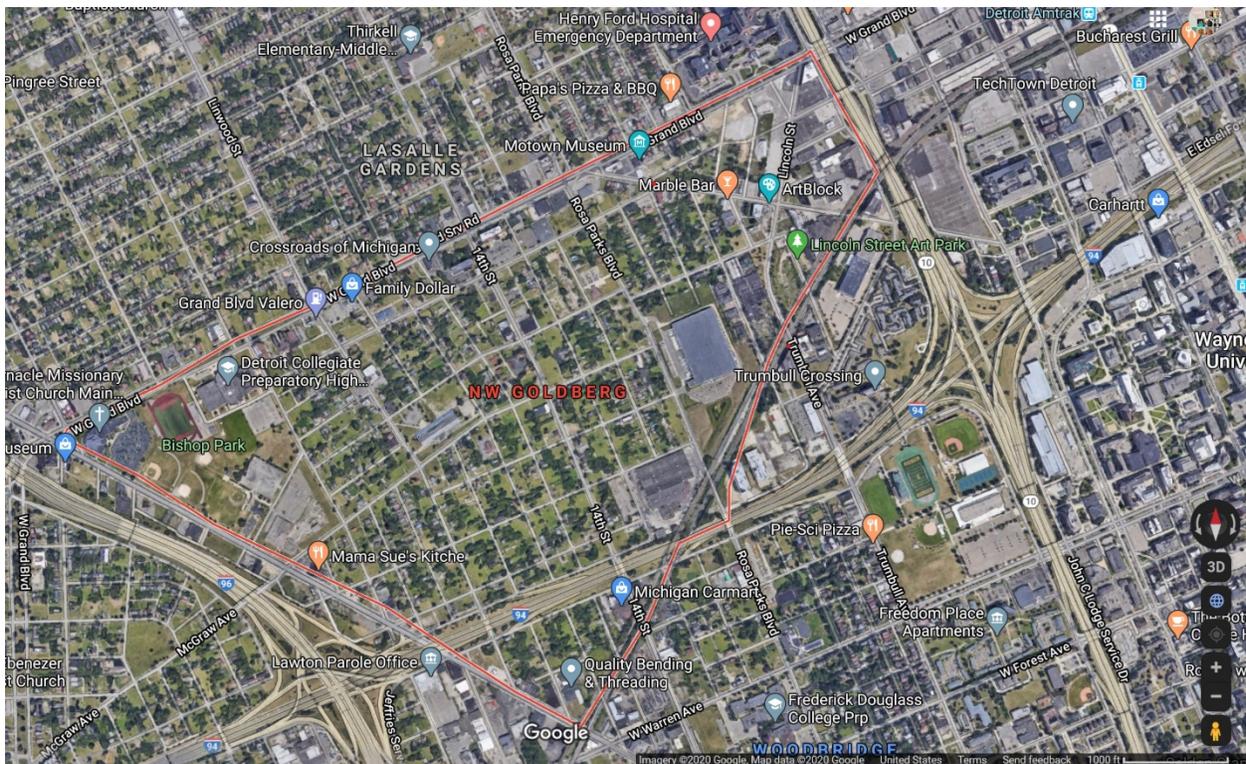
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History of NW Goldberg Neighborhood

NW Goldberg is a historic neighborhood north of downtown Detroit. The name Northwest Goldberg is quite controversial amongst residents of the area. This neighborhood that is a little less than a square mile of central Detroit has gone by many names amongst the different groups of residents and neighborhood leaders including Northwest Goldberg, Northwestern Goldberg, and Zone 8; each with its own history, meaning, and purpose; each supported by some and denounced by others. What can be agreed upon by most residents is the origin of the name Northwest or Northwestern Goldberg.



Map 1: The Satellite Boundary of Northwest Goldberg and Its Vicinity to Other Nearby Neighborhoods. Source: Google, 2020

The name Northwestern came from the neighborhood public high school, Northwestern High School, founded in 1909. The name Goldberg is in honor of the first Jewish man to serve as President of the Detroit Board of Education. He was known as a “Champion of Children in Detroit”, ensuring students were given the best education by managing schools efficiently and honestly. In 1905 an elementary school was erected and named in memory of his life. The school, since torn down, sat at 1930 Marquette St., near the center of the now NW Goldberg

neighborhood. Some see the naming of the neighborhood as a form of community identity and believe that having a shared identity not only brings the community together but can also make the community marketable. Others see the name as a form of oppression or beacon for unequitable gentrification. While there has yet to be a resolution to the naming issue, throughout this report this area of the city will be referred to as NW Goldberg.

Like much of the city, NW Goldberg has been impacted by the disinvestment in public infrastructure and speculative investments of private developers. Non-resident speculative investors have purchased property within NW Goldberg without making improvements, failing to keep the property up to code, thus encouraging further disinvestment and blight. Despite this, residents and supporters of the neighborhood have made efforts to beautify and instill hope and love for the community in its residents. Through the creation of parks, activities, and community spaces NW Goldberg residents have begun to revitalize spaces that were once desolate. The neighborhood is also home to some of the city's most culturally relevant and historic structures – The Motown Museum, King Solomon Church, and Lee Plaza. Today there are many groups working to revitalize these historic spaces and the neighborhood at large. While the neighborhood has experienced abandonment and institutional neglect in the past decade, the resilience of the residents and prominent community members presents a great deal of promise and possibility for the community.

Chapter 1: Neighborhood & People

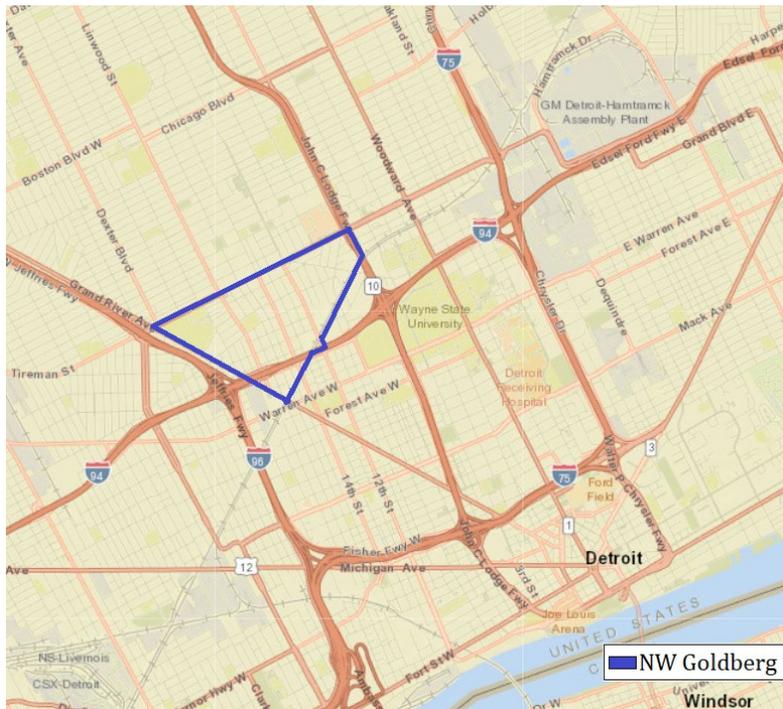
In order to provide insightful recommendations for a neighborhood it is essential to have an understanding of the area's demographic conditions and trends. Chapter 1 discusses in detail NW Goldberg as the area of focus, the population of the neighborhood, the age, race, and gender breakdown of residents, as well as the education and crime rates within the neighborhood. These factors were taken into consideration when forming recommendations for the future of NW Goldberg and can be used as a reference when creating future plans for the neighborhood

Area of Study

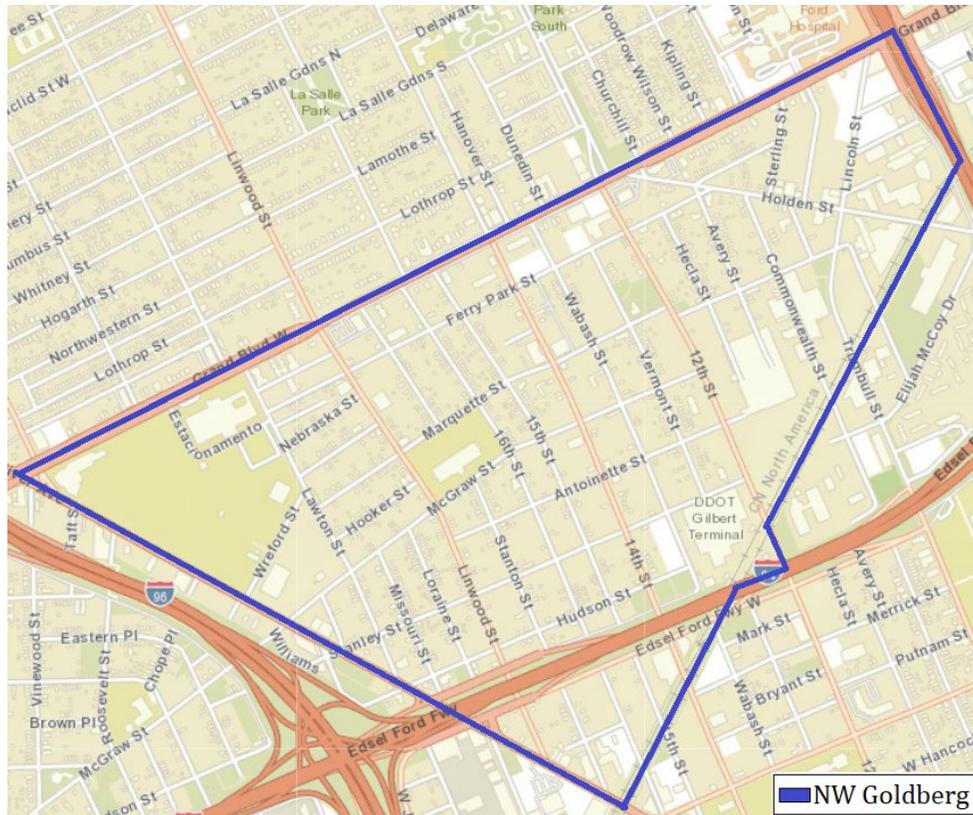
NW Goldberg is a historic neighborhood in central Detroit just north of the city center, as seen in Map 2. NW Goldberg is home to multiple historic landmarks associated with the civil rights movement, and the history of Detroit. The neighborhood is bounded to the north by W. Grand Blvd., and to the west by Grand River Ave. The eastern portion of the neighborhood follows train tracks southwest, crossing Interstate 94 to include a small residential area to the south (shown in Map 3 and 4). NW Goldberg sits within three different census tracts, as shown in Map 5. Tract 5223, encompassing everything west of I-96 south of Grand Blvd., north of I-94, and east of Rosa Parks Blvd. Tract 5224, encompassing everything south of Grand Blvd, East of Rosa Parks Blvd, West of M-10, and North of I-94. Lastly, tract 5219, includes a small portion of NW Goldberg, south of I-94, following W. Grand River southeast, and M-10 to the east. Because each census tract includes areas that are not within the NW Goldberg boundary, the data used in this report combines census data with data from ESRI to create a more accurate neighborhood profile.



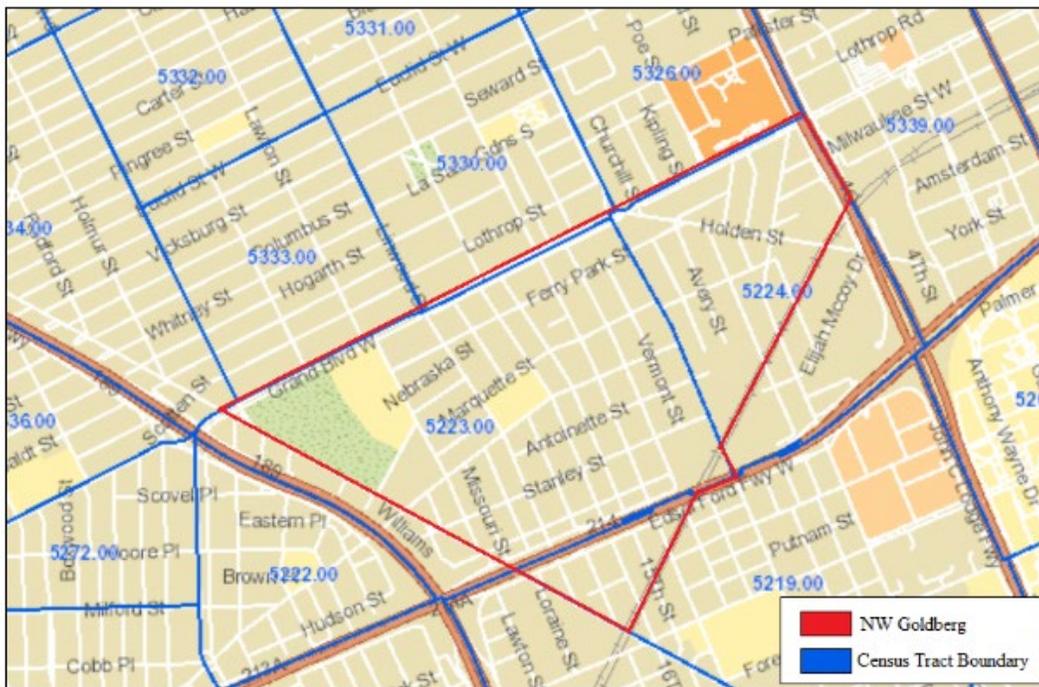
Map 2: NW Goldberg Location within SE Michigan. Source: ESRI.



Map 3: NW Goldberg Location within the City of Detroit. Source: ESRI.



Map 4: NW Goldberg Location Neighborhood Boundaries and Major Thoroughfares. Source: ESRI.



Map 5: NW Goldberg Census Tracts, consisting of tracts: 2223, 5224, 5219. Source: FFIEC.

Population

Detroit’s population has been declining for over 60 years. In 1960 Detroit was the 4th largest city in the United States, but by 2010 had fallen to the 18th largest city in the county by losing more than half of its population. The population decline was exacerbated by the financial crisis of 2008, when the state of Michigan also experienced population decline. As the 2008 financial crisis was remedied, Michigan saw population growth begin to return in 2013. However, the City of Detroit fared worse and continued to experience population decline through 2017. As of 2019, the trend appears to have stabilized and the city has begun to grow again. However, NW Goldberg does not appear to be following the same trends, as the neighborhood has experienced continual drops in population. While people are moving back into the state and the City of Detroit, people continue to move out of NW Goldberg. In 2019, the neighborhood lost roughly 4.4% of its total population, the largest decline observed in the last decade.

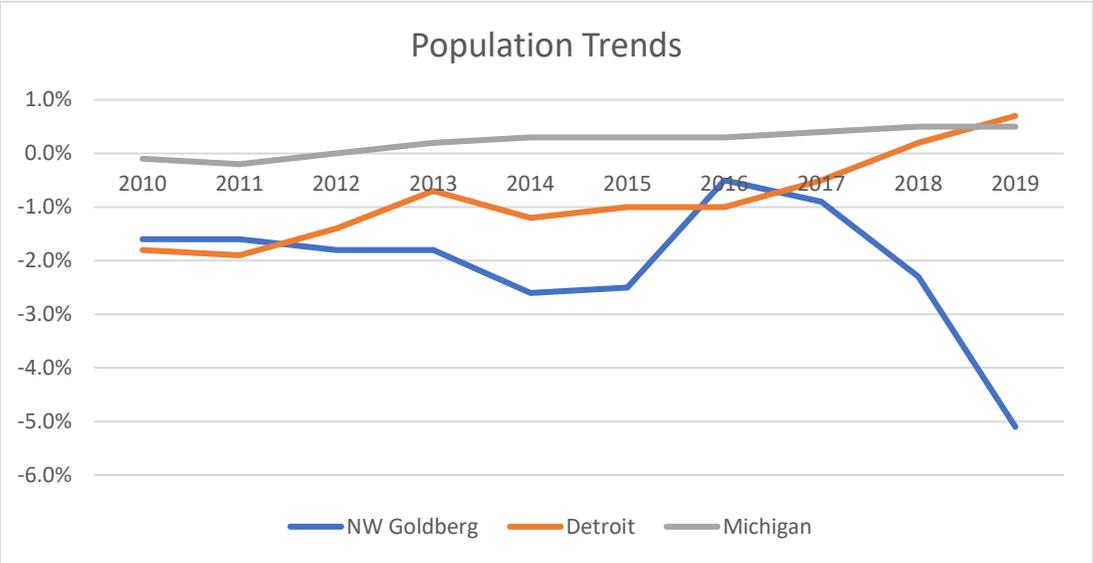


Figure 4: Population Trends within Selected Geographies, from 2010 to 2019. Source: U.S. Census Bureau, 2010 Census & ESRI 2019 Forecast.

As seen in Table 1, when compared with the City of Detroit and the state of Michigan, NW Goldberg has experienced significantly more population loss in the past decade. Between 2011 and 2015, the neighborhood lost 8.81% of its population, more than double the loss observed in the City of Detroit. Between 2015 and 2019, the neighborhood lost an additional 7.3% of its

total population, significantly more than what was observed in Detroit which lost only 0.64% of its population during the four years.

Total Population & Change					
	2011	2015	% Change	2019	% Change
NW Goldberg	2,042	1,862	-8.81%	1,726	-7.30%
Detroit	695,499	665,215	-4.35%	660,906	-0.64%
Michigan	9,853,939	9,930,050	+0.76%	10,097,897	+1.66%

Table 1: Total Population and Percent Changes between 2011 and 2019. Source: U.S. Census Bureau, 2010 Census, & ESRI Forecast 2019.

Age

As shown in Figure 5, the population of NW Goldberg would be considered younger, with the highest number of residents in middle age, in their early twenties, or children four years old and younger. Between 2010 and 2019 the average age of neighborhood residents increased from 40.1 years old, to 40.6, a 1.2% change (see Table 2). In comparison, the average age in Michigan increased by 4.1%, and in Detroit by 4.8%. Therefore, NW Goldberg is aging at a below average rate in comparison to the City of Detroit and the state of Michigan.

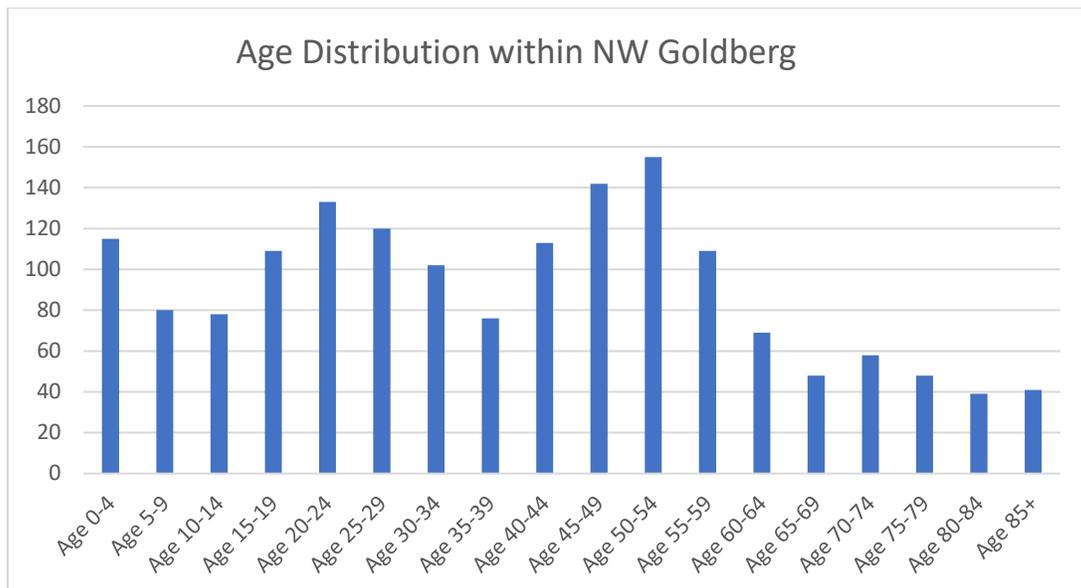


Figure 5: Average Age of NW Goldberg Resident. Source: U.S. Census Bureau, 2010 Census.

Overall when compared with the City of Detroit and the state of Michigan, NW Goldberg residents are older, though not significantly so. In 2019, the average age of Michiganders was 40.4 whereas NW Goldberg was 40.6. However, when compared with the City of Detroit, the differences in age become more apparent. In 2019, the average age in Detroit was 36.5, which is approximately 10% younger than NW Goldberg residents at 40.6 years old.

Average Age		
	2010	2019
NW Goldberg	40.1	40.6
Detroit	34.8	36.5
Michigan	38.8	40.4

Table 2: Median Age within Selected Geographies. Source: U.S. Census Bureau, 2010 Census, & ESRI Forecast 2019.

Race and Gender

The largest population of African Americans in the state live in Detroit. This reality is reflected in the population of NW Goldberg; though neighborhood diversity in NW Goldberg is lower than the City of Detroit. This indicates that NW Goldberg is a homogeneous neighborhood, with a majority of its residents being African American. For gender, NW Goldberg is nearly a 50/50 split with the neighborhood having slightly more women.

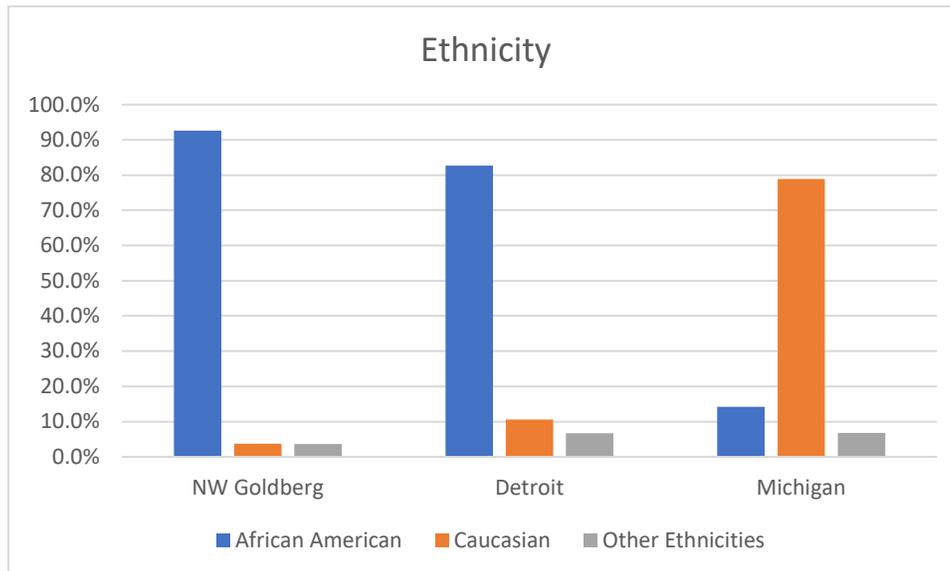


Figure 6: Ethnicities within Selected Geographies. Source: U.S. Census Bureau, 2010 Census.

Education

Educational attainment within NW Goldberg is low, with more than 28% of residents not having a high school diploma. As seen in Figure 7, from 2010 to 2017, the attainment of an associate’s degree or above has decreased in the NW Goldberg neighborhood. In comparison, the percentage of NW Goldberg residents lacking a high school diploma is higher than the same percentage for both the City of Detroit and the state. However, the neighborhood’s residents are above the city average for people who have obtained a graduate/professional degree.

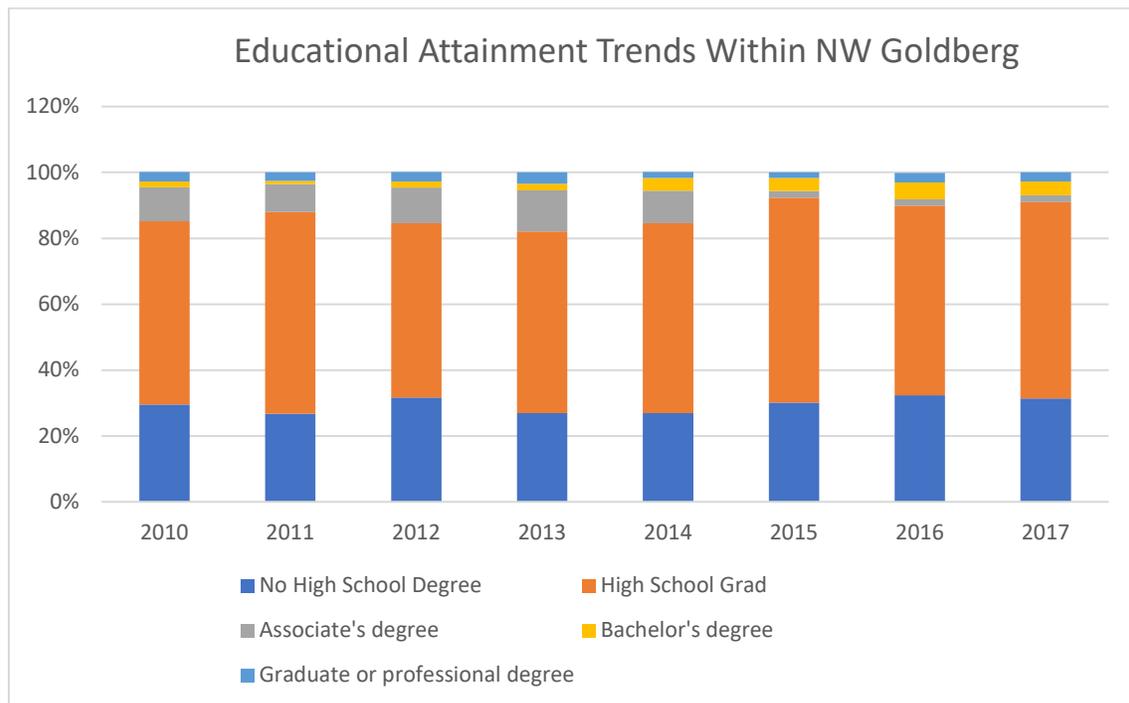


Figure 7: Educational Attainment by Year within NW Goldberg. Source: U.S. Census Bureau, American Community Survey.

Educational Attainment in NW Goldberg			
<9th Grade	4.8%	Some College	21.2%
No Diploma	23.3%	Associate’s	2.0%
HS Graduate	25.6%	Bachelor’s	6.7%
GED	9.1%	Graduate/Prof	7.1%

Table 3: Current Educational Attainment Rates within NW Goldberg. Source: U.S. Census Bureau, American Community Survey.

Crime

Crime rates within NW Goldberg are similar or identical to crime rates for the City of Detroit. NW Goldberg has fewer rapes, burglaries, and vehicle thefts than the City of Detroit, though it does have a higher incidence of robbery and assault. Both Detroit and NW Goldberg suffer from higher crime rates than the rest of the state of Michigan, as seen in Figure 8. Crime indices are the total sum of reported crimes within a particular category of crime, adjusted for population.

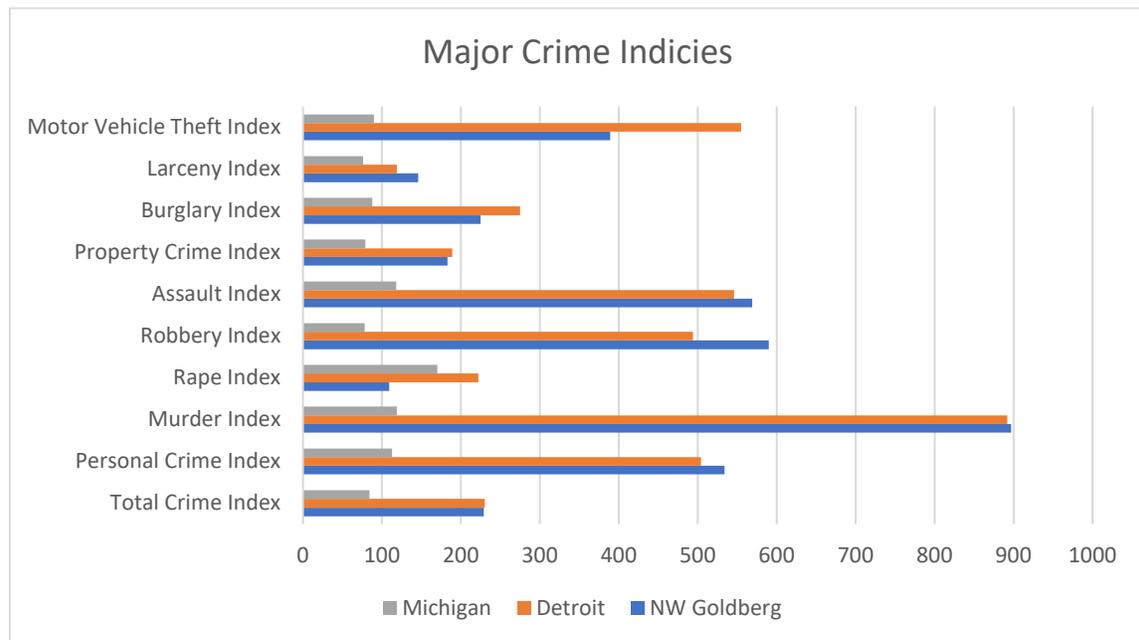
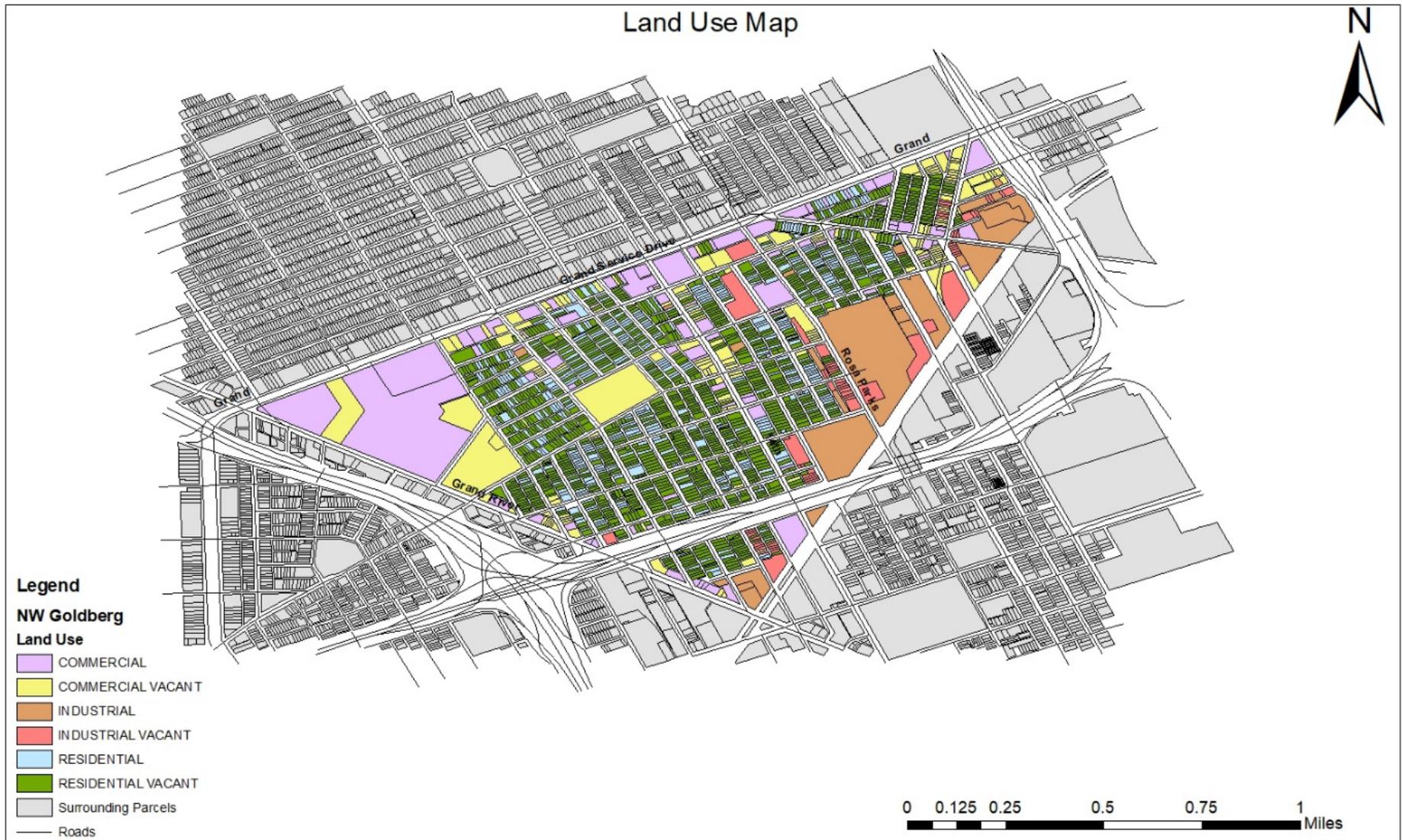


Figure 8: Major Crime Indices for Selected Geographies. Source: ESRI and Applied Geographic Solutions AGS 2019.

Chapter 2: Land Use

NW Goldberg has a wide variety of land uses throughout the neighborhood. As mentioned in the previous chapter, NW Goldberg is a centrally located neighborhood in the City of Detroit. It's location and history have undoubtedly shaped its land use pattern. The following chapter will discuss both the zoned and current land uses of the neighborhood, the current vacancies in the neighborhood as well figures breaking down land use and zoning categories by percentage. It is important to note that the Land Use Map and the Zoning Map differ from each other due to non-conforming uses, as well as vacant and unused lots.

When compared to other neighborhoods in Detroit, NW Goldberg is relatively small in both population and physical size. The current land use map of the neighborhood (Map 6) outlines what lots are currently being used for, however it should be noted that some of the current uses do not conform to the zoning code. Looking at Map 6, it is clear that a vast majority of the lots are currently residential, and of these, most residential lots are currently vacant. In fact, as shown in Figure 9, 59% of the land in the neighborhood is currently vacant residential parcels. This data reflects the demographic information gathered on Northwest Goldberg; that the population is shrinking in the neighborhood, while most surrounding neighborhoods have seen a population increase. Lack of population appears to have resulted in disinvestment in properties throughout the neighborhood, with many parcels having experienced illegal dumping, dilapidation of housing structures, and vandalism.



Map 6: Land Use Map for NW Goldberg, MI Source: City of Detroit Open Data Portal 2019

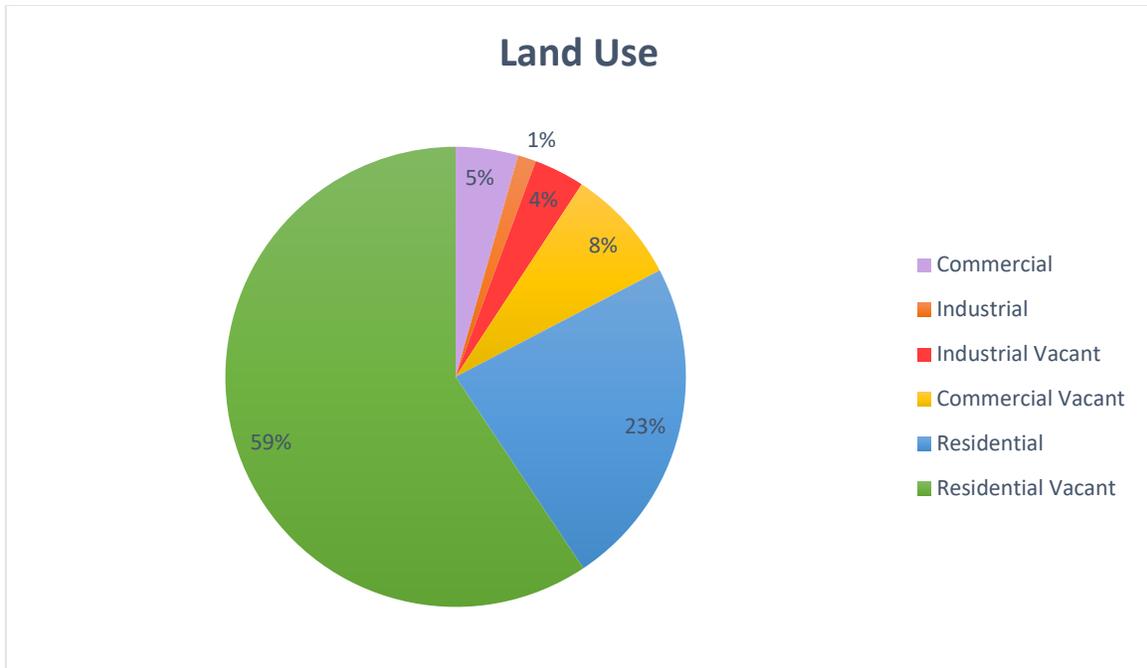
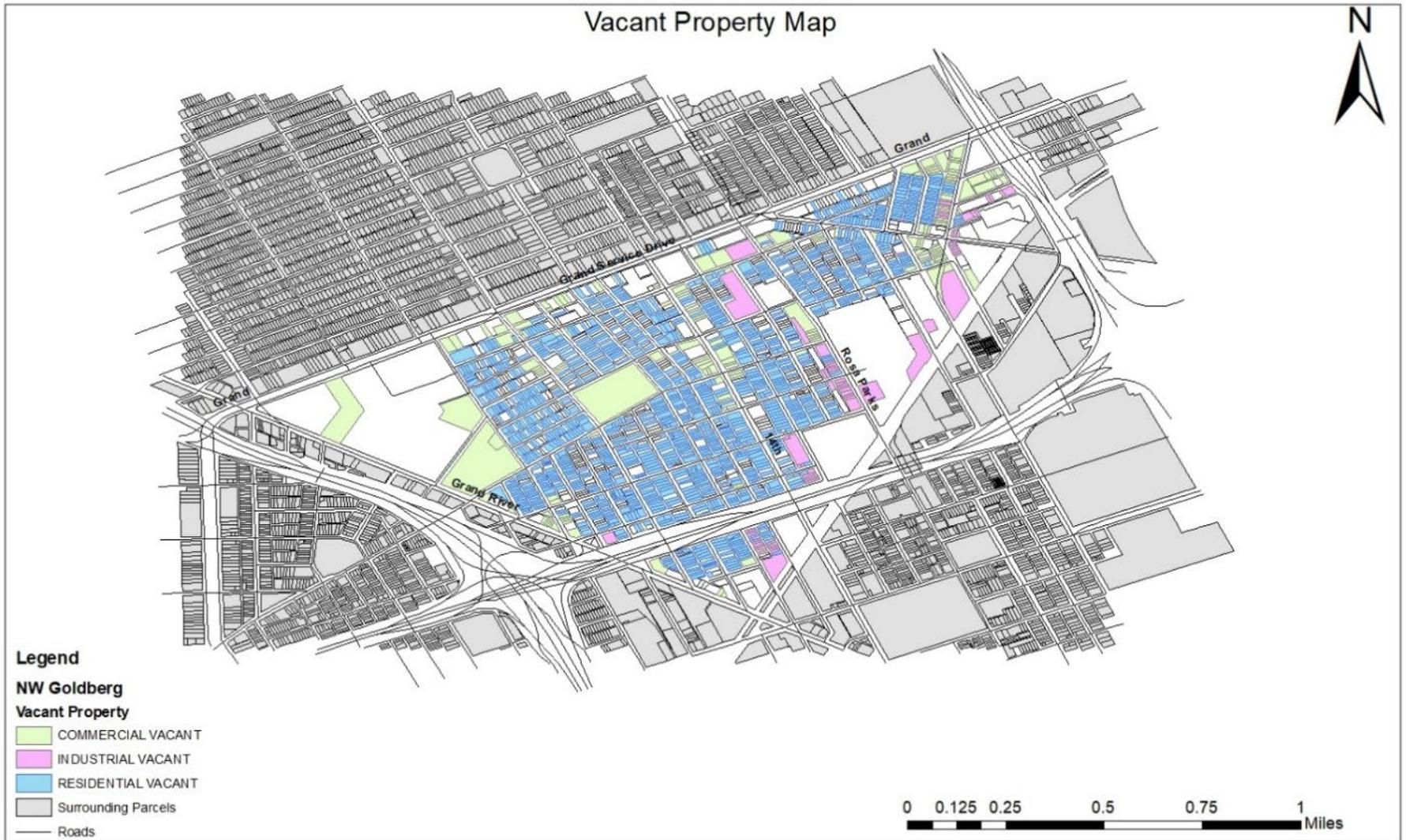


Figure 9: Land Use Pie Chart for NW Goldberg, MI Source: City of Detroit Open Data Portal 2019

On the other hand, what Map 6 does not show is the many institutional assets that exist in the neighborhood including the Detroit Police Training Academy, several churches, (some of great historic significance), one public school and the historic Lee Plaza. In addition, Map 6 does highlight a few sizable industrial parcels that are currently vacant, which if filled with industrial activities would bring more jobs back to the neighborhood and have the potential to address the neighborhood's declining population and vacant residential lots.

Vacancy

Vacant property in the neighborhood is shown in Map 7 and broken down by commercial vacant properties (green), industrial vacant properties (pink), residential vacant properties (blue), and all occupied properties in the neighborhood as white. As seen in Map 7, and reiterated from Map 6, the majority of parcels in NW Goldberg are considered vacant residential parcels. As Figure 10 illustrates only 29% of parcels are occupied in NW Goldberg.



Map 7: Vacant Property Map for NW Goldberg, MI Source: City of Detroit Open Data Portal 2019

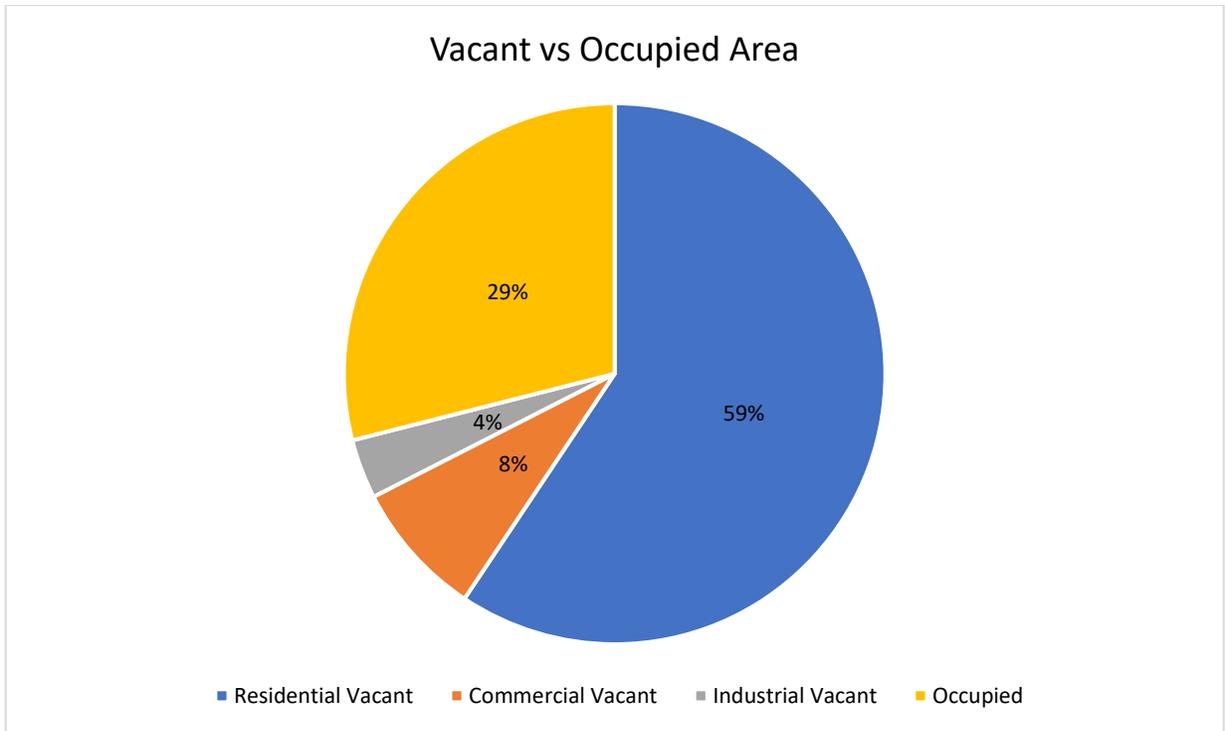


Figure 10: Vacant vs Occupied Area Pie Chart for NW Goldberg, MI Source: City of Detroit Open Data Portal 2019

Zoning

Zoning for the neighborhood is shown on Map 8 and the various zoning types, from manufacturing (green), business (teal) and housing (tan to yellow) are all organized based on the traditional uses found in the neighborhood. As seen in Figure 11, 78% of the current zoning in the neighborhood is zoned as residential. As the neighborhood develops new plans for vacant parcels, it may be necessary to update the zoning code to reflect likely future development demands and to avoid future conflicts between land uses as the neighborhood becomes repopulated.

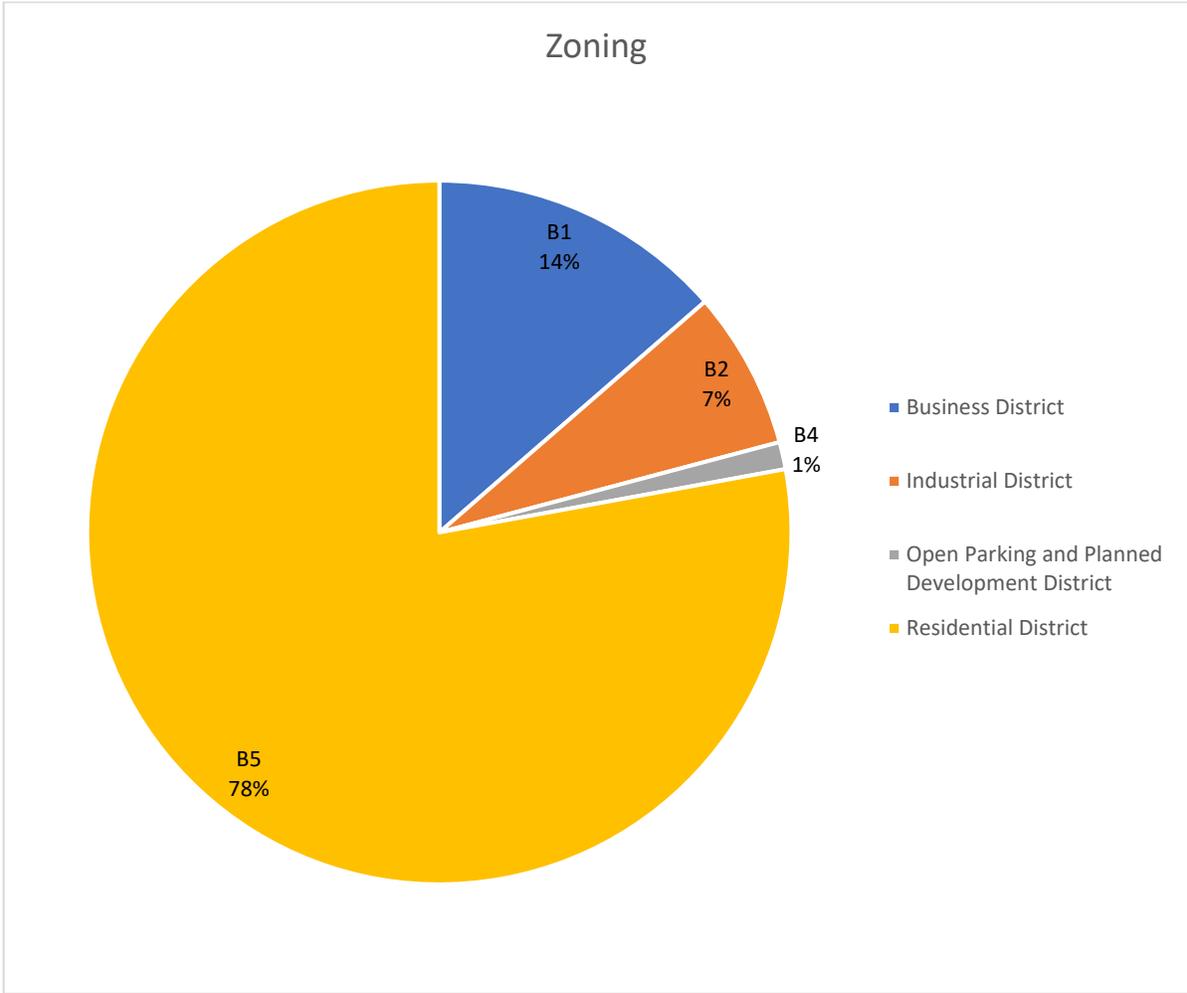
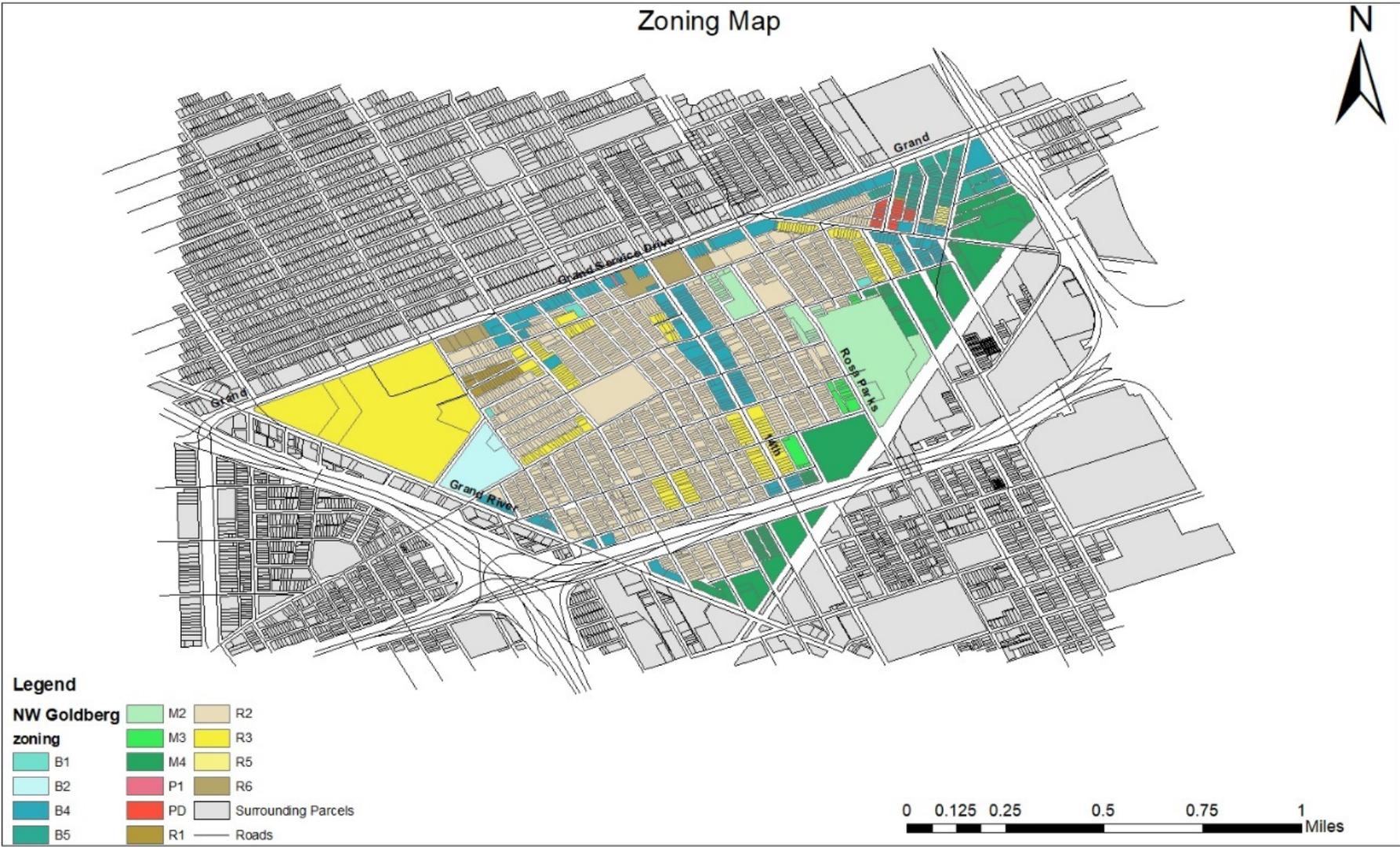


Figure 11: Zoning within NW Goldberg, MI Source: City of Detroit Open Data Portal 2019



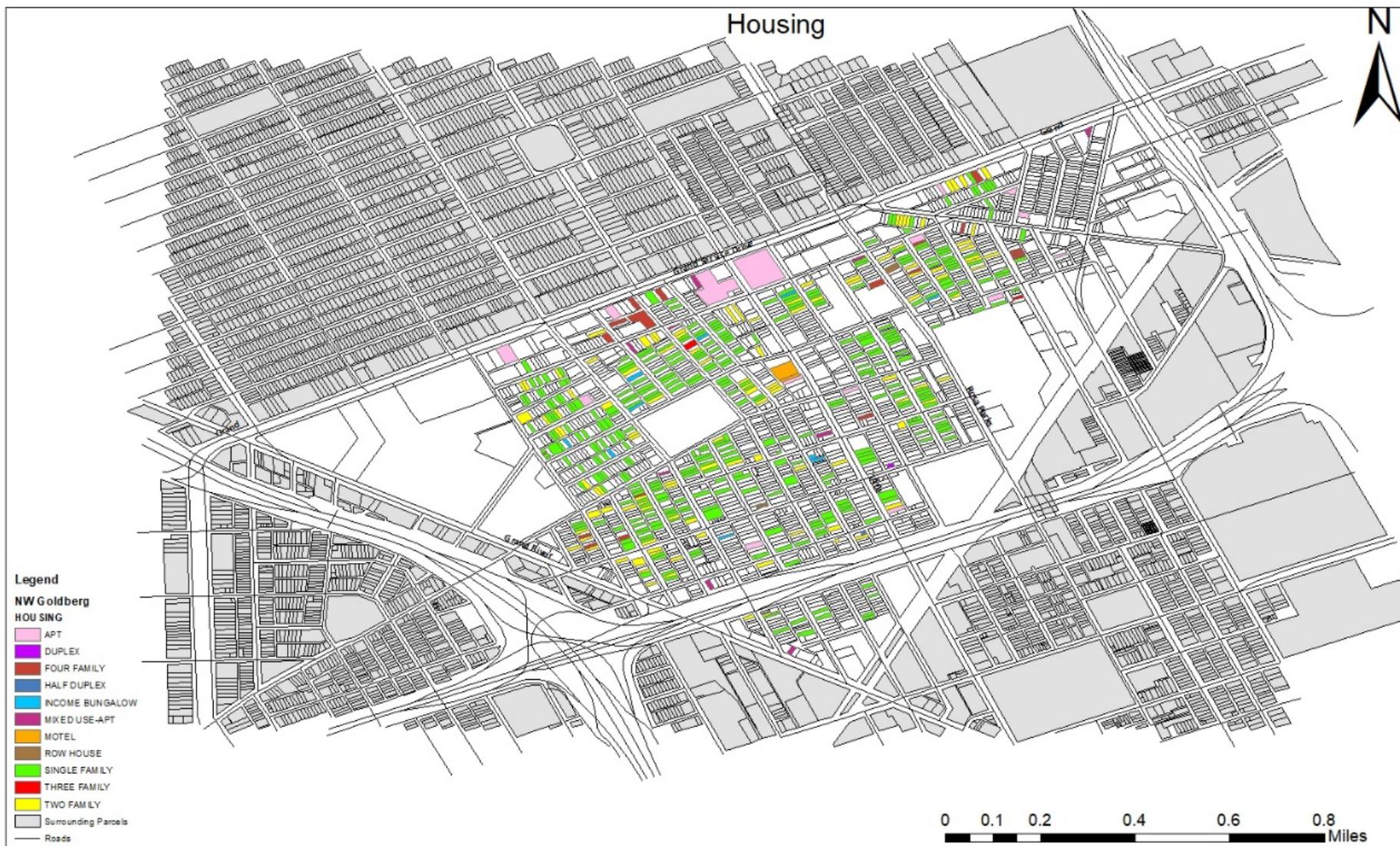
Map 8: Zoning Map for NW Goldberg, MI Source: City of Detroit Open Data Portal 201

Chapter 3: Housing

This chapter focuses on the housing in NW Goldberg. As a mostly residential neighborhood, evaluating the housing stock and condition in NW Goldberg is an essential part of assessing the neighborhood. This chapter specifically includes a housing overview section that discusses how housing has changed over time in NW Goldberg, types of housing available, data on the proportion of renters to homeowners, as well as this neighborhood's general housing trends. A sample housing condition survey with structure scoring criteria is also used to assess a sample block in the neighborhood. The scoring system is numerically scaled to avoid subjectivity and can be applied to any block in the neighborhood to create a complete inventory and analysis of existing structure conditions.

Housing Overview

Housing for the NW Goldberg neighborhood is shown in Map 9 and the various housing types, from apartment complexes (pink), single-family homes (green), two-family homes (yellow), three-family homes (bright red), and four-family homes (dark red) that are all found in the neighborhood. At first glance of Map 9 the most popular housing types in NW Goldberg are single-family homes spread throughout the neighborhood and large apartment complexes and multi-family homes along the W. Grand Blvd. corridor. According to current data, the majority of homes within NW Goldberg are single family attached, at 39.2%, followed closely by two-unit structures at 13.7%. Approximately 25.2% of housing within the neighborhood consists of large apartment buildings, with 21.7% being structures with 50 or more units.



Map 9: Housing Assets Map for NW Goldberg, MI Source: City of Detroit Open Data Portal 2019

According to current data NW Goldberg has within it approximately 1,100 housing units and, as seen in Figure 12, has lost an average of 0.2% of units a year, for the past decade. For most of the past decade housing loss within NW Goldberg has remained consistent with the City of Detroit, though with slightly more housing unit loss, specifically in 2016. Detroit’s vacancy rate is 13.5% (2018), though that does not factor in the number of demolished homes.

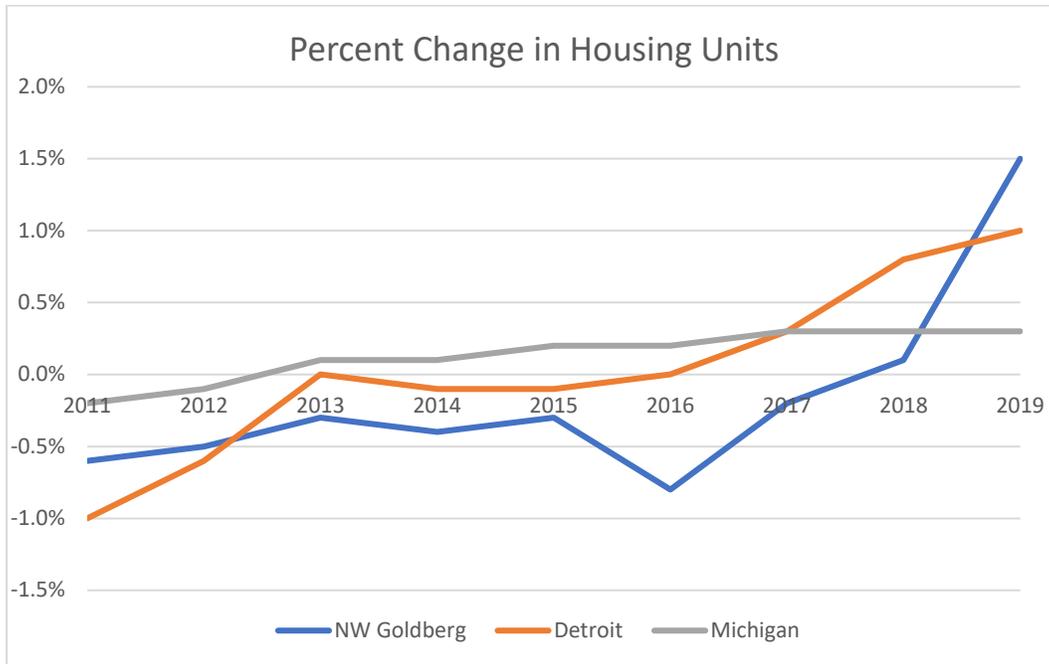


Figure 12: Changes in Housing Units (total number of units, E.g. home, apartment, etc.) by Selected Geographies. Source: U.S. Census Bureau, 2010 Census & ESRI Forecast 2019.

As mentioned previously, many of the homes and structures within NW Goldberg are vacant. Currently within NW Goldberg 46.2% of structures are considered vacant or abandoned. As shown in Table 4, vacancy in housing structures has also increased by 9% from 2010 to 2019 within NW Goldberg. Many of the vacant properties within the neighborhood lack consistent maintenance. It is difficult to identify and contact owners, and when ready, owners may have a challenging time selling these properties.

Housing Status Within NW Goldberg		
	2010	2019
Occupied	63%	53.8%
Owner	20.7%	14.2%
Renter	42.3%	39.6%
Vacant	37%	46.2%

Table 4: Changes in Housing Status within NW Goldberg. Source: U.S. Census Bureau, 2010 Census & ESRI Forecast 2019.

The majority of residents within NW Goldberg have been in the neighborhood for several decades, which is reflected by when housing construction has occurred. Most of the housing units were constructed in 1939 or earlier, while 35% of all residents moved into the neighborhood before 1979. As shown in Table 5, between 2010 and 2014 people renting homes/apartments within the neighborhood increased dramatically. Additionally, within the past several years, newer residents have been moving into the area, though those numbers are small.

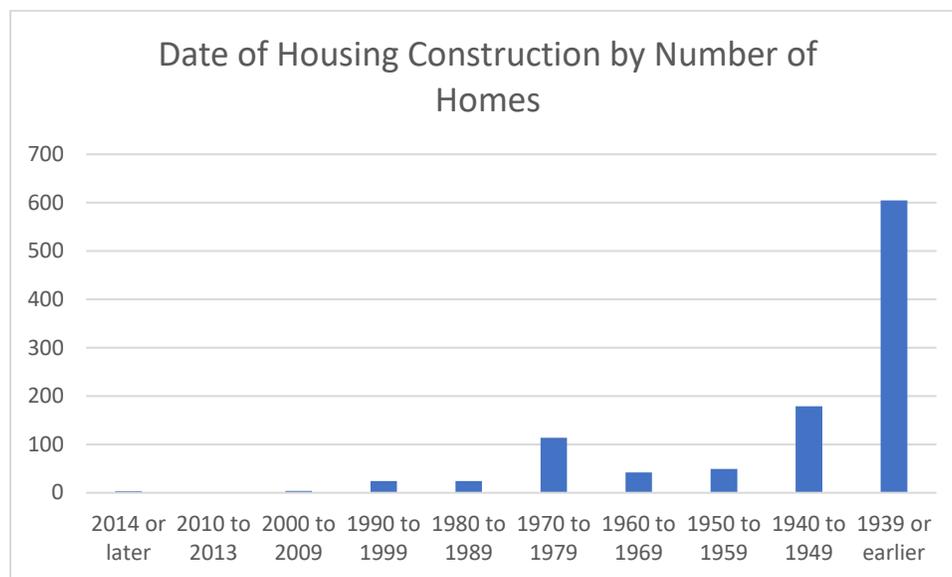


Figure 13: Date of Housing Construction within NW Goldberg by Number of Homes. Source: U.S. Census Bureau, American Community Survey.

Move-in Dates for NW Goldberg Resident				
	Owner Occupied	Number of People	Renter Occupied	Number of People
2015 or Later	3.7%	50	10.9%	145
2010-2014	1.9%	25	24.5%	352
2000-2009	1.4%	19	10.3%	137
1990-1999	4.9%	65.7	3.7%	49
1980-1989	0.4%	5	3.3%	44
Before 1979	24.3%	323	10.7%	142

Table 5: Move-in Dates for NW Goldberg Residents. Source: U.S. Census Bureau, American Community Survey.

Home values within NW Goldberg, on average, are lower than the City of Detroit, with the majority of homes valued at less than \$50,000. The City of Detroit also has a larger amount of homes with the median home value between \$100,000 - \$149,999, \$150,000 - \$199,999, and \$250,000 - \$299,999 than the NW Goldberg neighborhood.

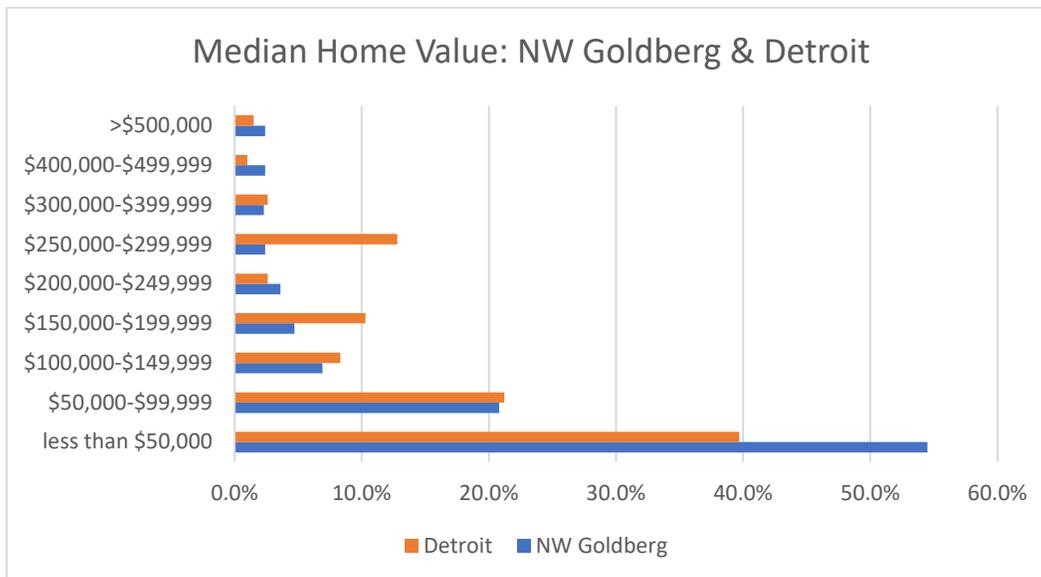


Figure 14: Median Home Values within NW Goldberg and Detroit. Source: ESRI.

As shown in Table 6, the average rent in NW Goldberg, while still significantly lower than the state of Michigan, is on the rise. However, rentals with rents greater than \$1,000 a month have nearly disappeared in the neighborhood within the past decade. While having rentals with less than \$1,000 a month in rent may promote affordability for residents, it could also potentially point to a lack of income diversity amongst residents.

Average Rent in NW Goldberg by Year				
	2011	2014	*New Reporting for 2017	2017
<\$200	18.3%	14.0%	<\$500	83.4%
\$200-\$299	10.8%	16.8%	\$500-\$999	15.5%
\$300-\$499	25.9%	23.4%	\$1,000-\$1,499	1.1%
\$500-\$749	29.2%	18.3%	>\$1,500	0.0%
\$750-\$999	9.2%	25.1%		
\$1,000-\$1,499	3.5%	2.3%		
>\$1,500	3.2%	0.0%		

Table 6: Average Rent Price in NW Goldberg by Year. Note that reporting changed in 2017. Source: U.S. Census Bureau, American Community Survey.

Overall home values within NW Goldberg are decreasing. While homes worth less than \$50,000 have stayed relatively consistent within NW Goldberg over the past decade, homes worth between \$50,000-\$99,999 have decreased by approximately 50%. However, as seen in Figure 15, there has been an increase of homes valued between \$100,000-\$149,999 by more than 10% from 2014 to 2015. The average home value within the neighborhood is \$119,231 (ESRI), and the average monthly rent is \$369 per person (American Community Survey).

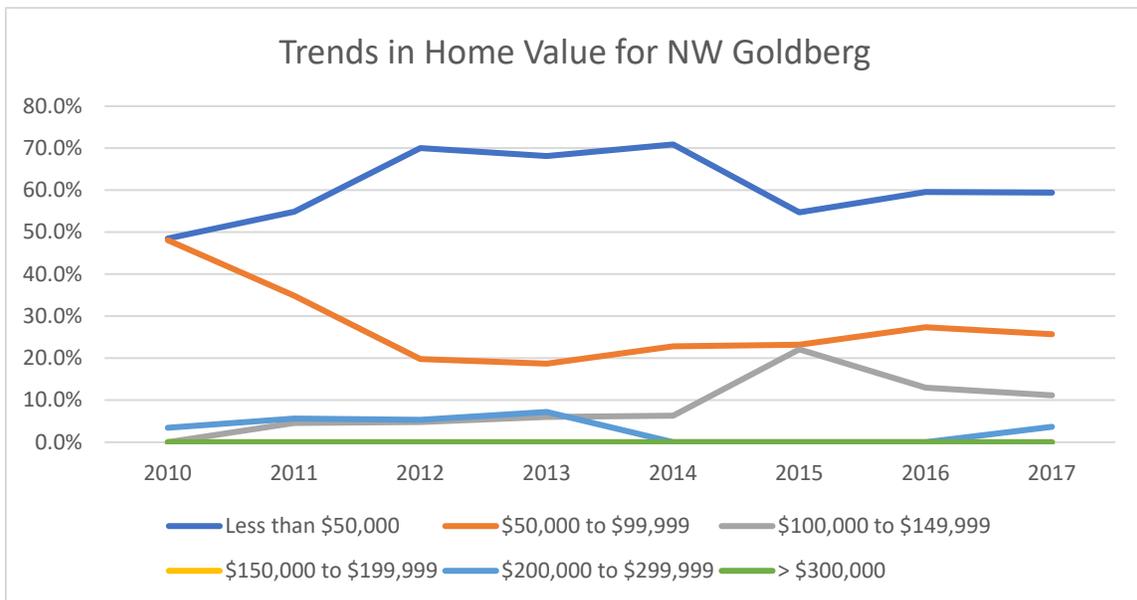


Figure 15: Trends in Home Value for NW Goldberg. Source: U.S. Census Bureau, American Community Survey.

Housing Condition Survey

In order to get a better understanding of NW Goldberg’s housing stock, a housing condition survey is recommended. A housing condition survey is a tool to help assess and analyze the current condition of the NW Goldberg neighborhood’s housing. Specifically, a housing condition survey can identify the level of deterioration in the housing stock. Ultimately, a housing condition survey can also help inform a community housing needs assessment for the NW Goldberg neighborhood.

While implementing a housing condition survey can be both time and labor intensive, it does not require any technical skill and thus is an activity that can be completed with community volunteers. Often called a “windshield survey”, participants should be able to complete the survey and assess the condition of the structure by looking through the windshield of their car. However, while a windshield survey may save time, participants may be better able to assess the housing condition by walking on foot.

The host organization should always prepare volunteers before having participants conduct the housing survey. Make sure volunteers are:

- Aware of their surroundings
- Work in teams (at least one partner)
- Ready to respond to any questions from residents
- Understand the meaning of each description on the housing condition survey

The housing condition survey created for NW Goldberg is based on the Housing Condition Survey used by the California Department of Housing and Community Development. While some of the information collected was altered to better suit a neighborhood in the City of Detroit, the structural scoring criteria were maintained to ensure accuracy when assessing the housing conditions. In the survey, housing condition criteria are based on scoring of the foundation, roofing, siding, windows, and porch.

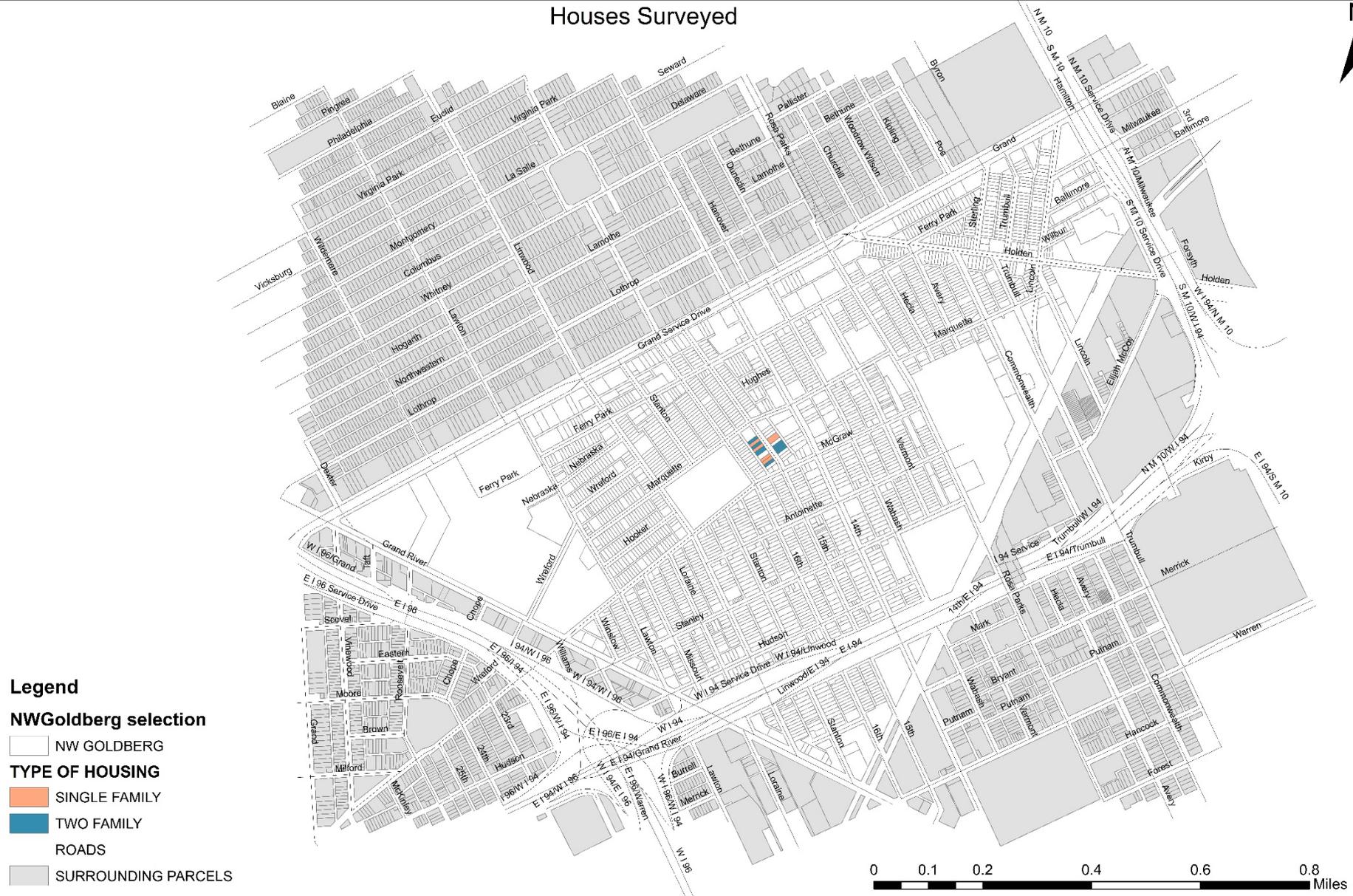
As a sample, the housing condition survey was conducted on 15th Street on the block between McGraw Ave and Marquette St, as seen in Map 10. The results of the survey indicated that of

the 12 housing structures on the block, 50% of the homes were actively maintained housing properties and considered in “sound” condition. However, 9% of homes were in need of “minor” repairs, 25% of the homes were considered to be in “moderate” condition, and 16% were considered in need of “substantial” improvements. Since the majority of the properties on the block are in sound condition, indicating that there is investment by residents, this block would be an ideal candidate to focus on for housing rehabilitation. Additional frontage improvements that were needed in this block included:

- Landscaping (75%)
- A driveway (83%)
- Adequate site drainage (25%)
- Gutters (25%)
- And sidewalks (9%).

There is a mixture of structure types on this block with the majority, 58% of the homes being duplexes. The remaining structure types included 33% single family homes with no garage, and 9% single family homes with a detached garage.

Houses Surveyed



Map 10: Location of Housing Condition Surveyed for NW Goldberg, MI Source: City of Detroit Open Data Portal 2019

SAMPLE HOUSING CONDITION SURVEY

Address: _____ City: _____

Abandoned: Yes No

Vacant: Yes No

For Sale: Yes No

CONSTRUCTION TYPE:

STRUCTURE TYPE:

Wood Frame

Single Family

Masonry

Single Family with Garage

Mobile

Duplex

Modular

Multi-Family # of Units _____

Other _____

Other _____

FRONTAGE IMPROVEMENTS (IF NEEDED SELECT YES):

Landscaping Yes No

Sidewalks Yes No

Paved Street Yes No

Driveway Yes No

Gutters Yes No

Adequate Site Drainage Yes No

#1 - FOUNDATION:

- 0 Existing foundation in good condition.
- 10 Repairs needed
- 15 Needs a partial foundation
- 25 No foundation or needs a complete foundation.

#4 - WINDOWS:

- 0 No repair needed.
- 1 Broken window panes
- 5 In need of repair.
- 10 In need of replacement.

#2 - ROOFING:

- 0 Does not need repair
- 5 Shingles missing
- 5 Chimney needs repair
- 10 Needs re-roofing
- 25 Roof structure needs replacement and re-roofing.

#5 - PORCH:

- 0 No repair needed.
- 5 Minor repair
- 10 Needs replacement

#3 - SIDING/STUCCO:

- 0 Does not need repair.
- 1 Needs re-painting.
- 5 Needs to be patched and re-painted.
- 10 Needs replacement and painting.
- 10 Asbestos/Lead-Based.

STRUCTURAL SCORING CRITERIA

- Sound: 9 or less
- Minor: 10 - 15
- Moderate: 16 - 39
- Substantial: 40 - 55
- Dilapidated: 56 and over

DILAPIDATED UNIT

56+ - A unit suffering from excessive neglect, where the building appears structurally unsound and maintenance is nonexistent, not fit for human habitation in its current condition, may be considered for demolition or at a minimum, major rehabilitation will be required.

	#1 Foundation	#2 Roofing	#3 Siding/Stucco	#4 Windows	#5 Porch	TOTAL POINTS
Points based on criteria outlined above						
Comments:						
Surveyor _____ Date _____						

Chapter 4: Economic Development

This chapter focuses on NW Goldberg's economic demographics. These include income and poverty levels; income is broken down both on the neighborhood level as well as at the household level. Household incomes in the neighborhood are compared to income level breakdowns for all of Detroit along with the entire state of Michigan. These comparisons help contextualize NW Goldberg's economic development and current situation. Similarly, this chapter also looks at household net worth. Net worth statistics provide insight into the neighborhood's economic health as well as potential investment opportunities. Lastly, this chapter discusses unemployment breakdowns within the neighborhood and by sector. Major employers within and directly adjacent to the neighborhood are also highlighted.

As the chapter continues, the focus of the material shifts from NW Goldberg's current economic situation to the economic possibilities. This data is represented in both a Retail Marketplace Profile and a Secondary Business Corridor Parcel Inventory. The aim for this section is to provide insight into potential industries and locations that would work well within NW Goldberg.

Income & Poverty

Household incomes in NW Goldberg are low. The federal poverty level is set at an annual income of \$26,200 for a family of 4. The majority (68%+) of NW Goldberg residents fall below this line. Within the entire City of Detroit, 33.4% of people live below the poverty line, less than half of the percentage of NW Goldberg residents below the federal poverty level. For the City of Detroit this number has also been decreasing for the past five years. Moderate incomes within the neighborhood are also low, with 10% of households earning between \$35,000 and \$50,000 a year. Only 1.7% of residents report a household income of over \$100,000. Overall incomes in the NW Goldberg neighborhood are lower than state and city averages. The median household income in NW Goldberg is \$14,677 a year (ESRI), though this is projected to increase to \$17,037 by 2024.

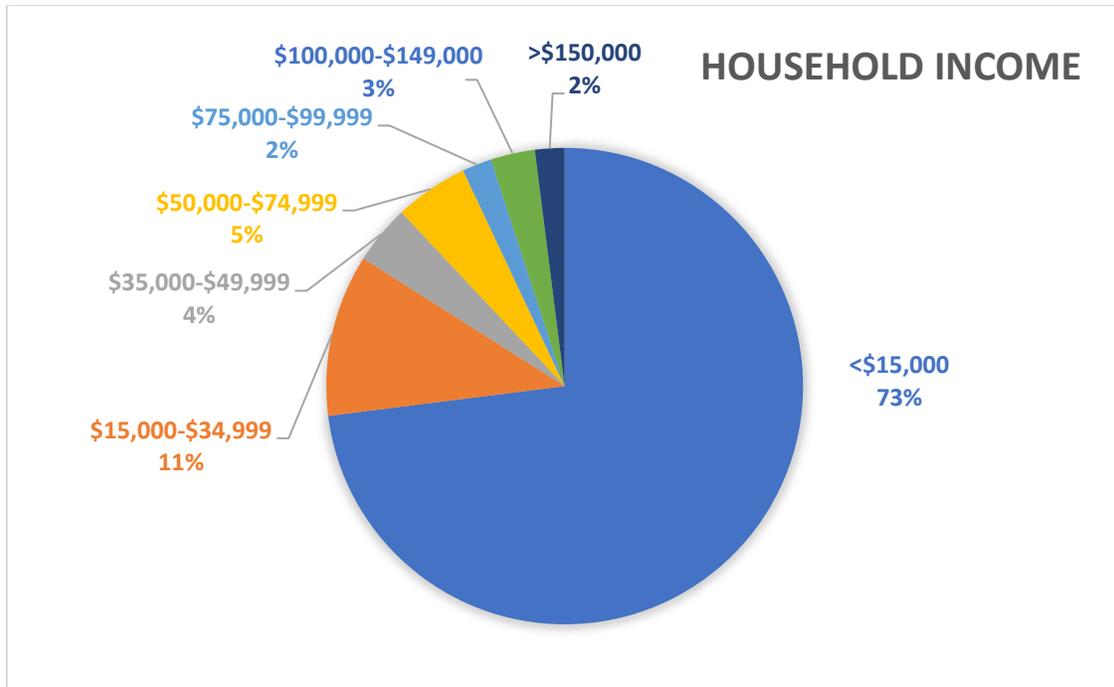


Figure 16: Household Income within NW Goldberg. Source: U.S. Census Bureau, 2010 Census, & ESRI 2019 Forecast.

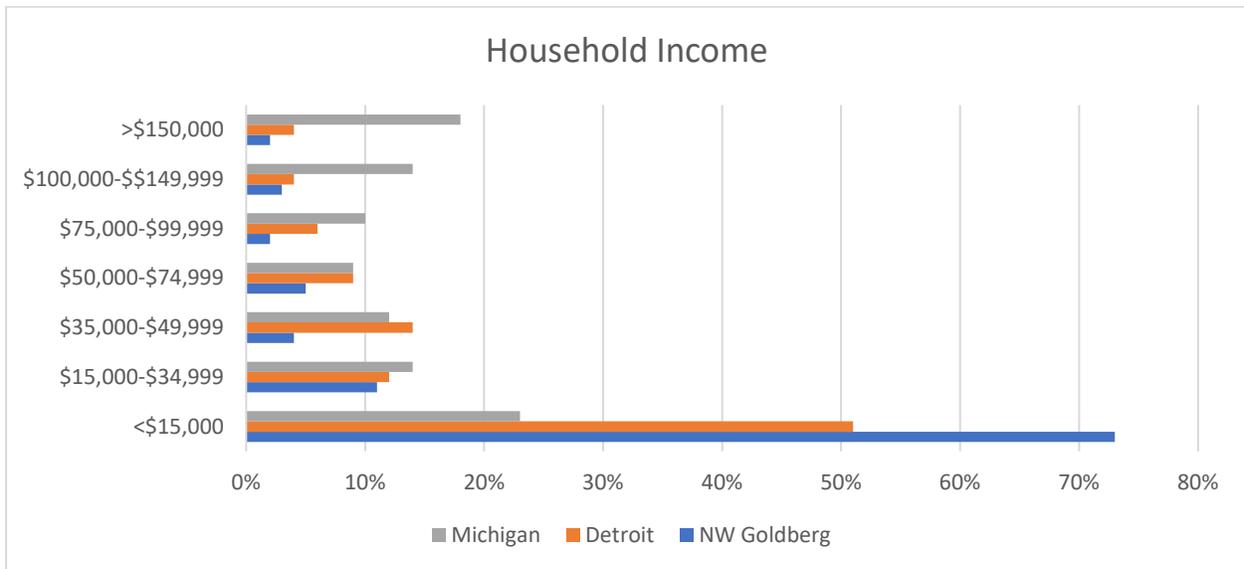


Figure 17: Household Income by Selected Geographies. Source: U.S. Census Bureau, 2010 Census, & ESRI 2019 Forecast.

Income trends within NW Goldberg have remained relatively constant within the past decade, though there has always been moderate variation within the \$10,000-\$14,999 income bracket. Between 2016 and 2017, that difference has become more apparent (as shown in Figure 18). However, higher incomes, those of \$50,000 or greater, have been increasing within the neighborhood for the past four years of available data.

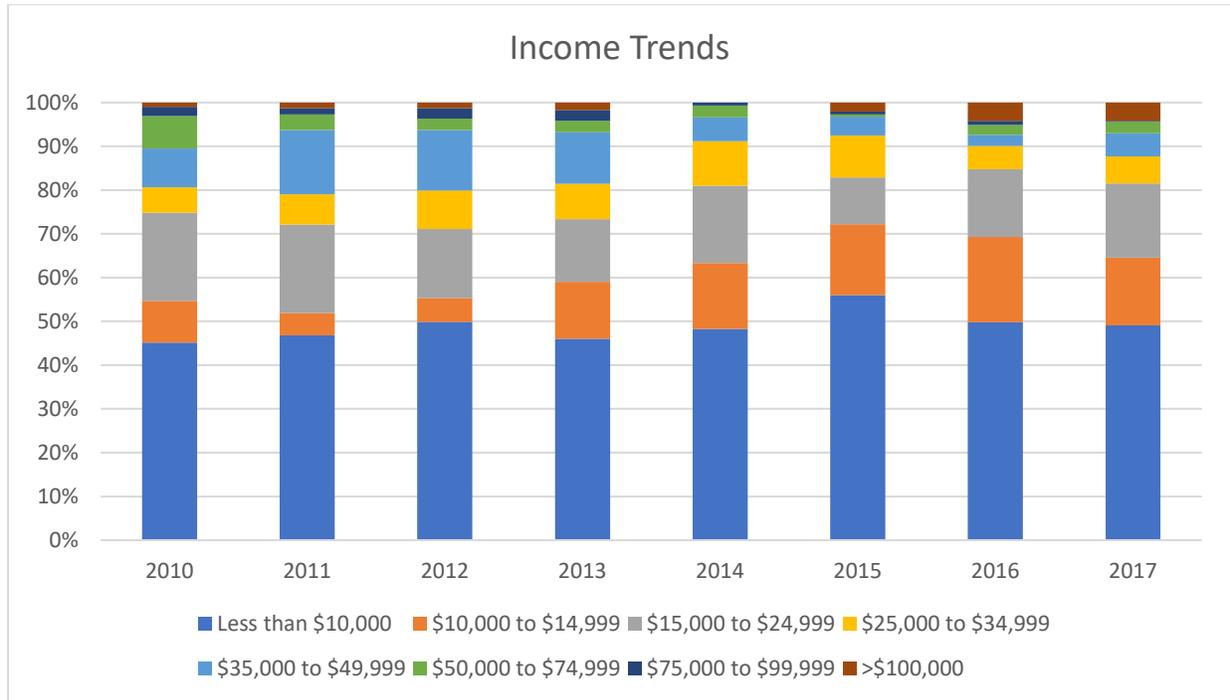


Figure 18: Income Trends within NW Goldberg. Source: U.S. Census Bureau, American Community Survey.

Moving away from household income, and looking at personal/individual income, median incomes within NW Goldberg remain low. Over the past seven years the rise and fall of median income within the neighborhood appears almost random, however the variation is consistently within +/- 5-10%. In total, median income decreased by 20% between 2010 and 2017.

Median Income Within NW Goldberg								
	2010	2011	2012	2013	2014	2015	2016	2017
Median Income	\$12,850	\$11,824	\$10,069	\$11,094	\$10,757	\$9,458	\$10,034	\$10,238

Table 7: Median Income within NW Goldberg by Year. Source: U.S. Census Bureau, American Community Survey.

Net Worth

Household net worth (total assets minus total liabilities) in NW Goldberg is also lower than the city and state averages. The majority (73.9%) of residents report a net worth of less than \$15,000 and 84% of residents report a net worth of \$35,000 or less. Lower household net worth can burden families, preventing them from being able to cope with unexpected difficulties and using their money to invest in their home or neighborhood.

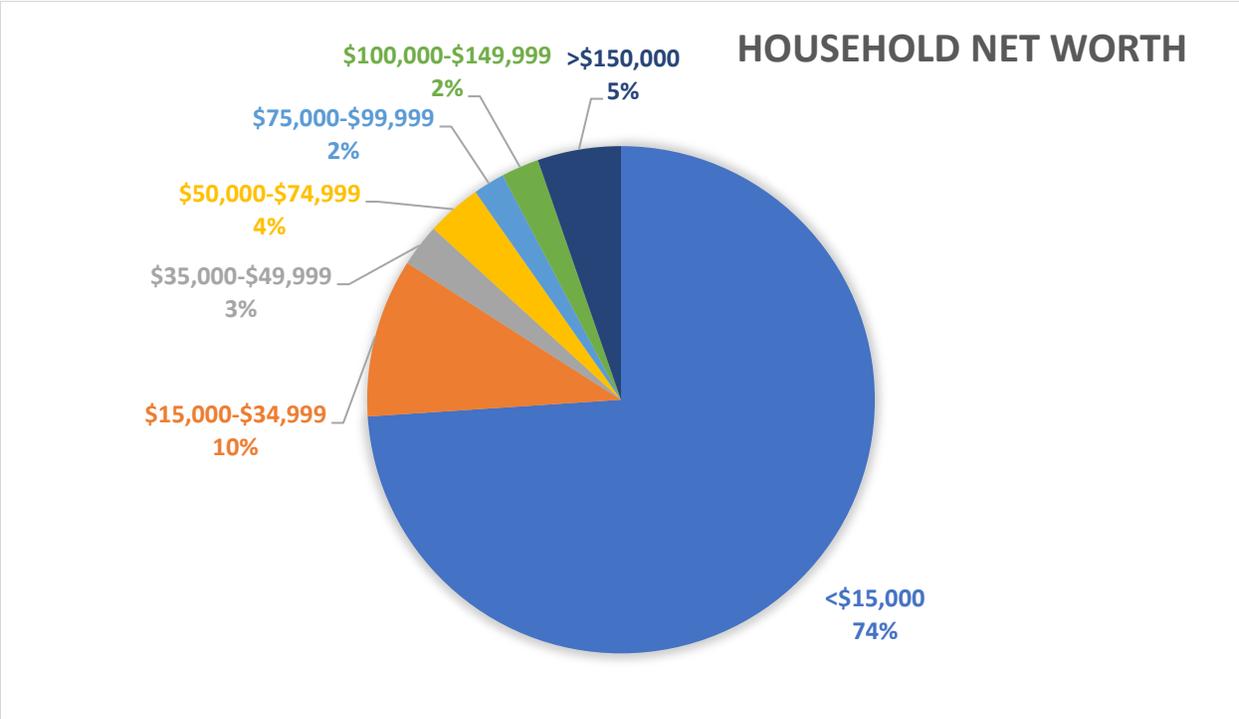


Figure 19: Household Net Worth within NW Goldberg. Source: U.S. Census Bureau, 2010 Census, & ESRI Forecast 2019.

When compared with the City of Detroit and state of Michigan, household net worth within NW Goldberg are low. The vast majority of households (>70%) have a net worth of less than \$15,000. When compared to the rest of Michigan, this disparity increases dramatically as more than 45% of Michigan homes have a net worth of greater than \$150,000. Compared to Detroit, household net worth in NW Goldberg is lower than the city in every category with the exception of <\$15,000.

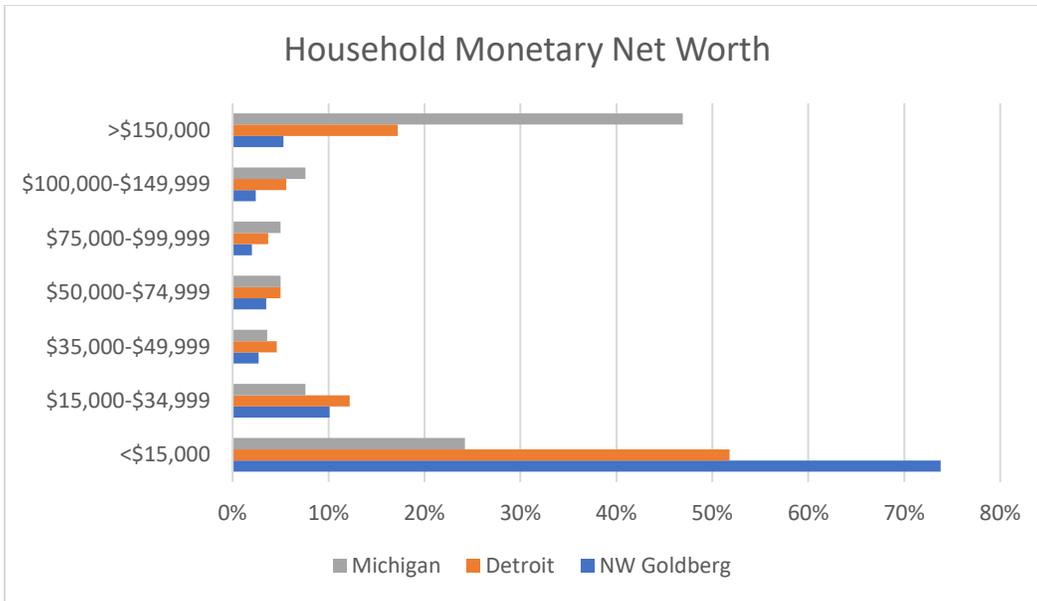


Figure 20: Household Net Worth within Selected Geographies. Source: U.S. Census Bureau, 2010 Census, & ESRI Forecast 2019.

Employment

Employment within NW Goldberg follows similar trends as the City of Detroit and state of Michigan. The sector with the highest employment within NW Goldberg is services, encompassing 58% of jobs, followed by those working in finance/insurance at 21%, and retail with 8%, encompassing 87% of all employment. Additionally, it should be noted that “services” is a wide-ranging category that includes most forms of employment that do not create tangible goods. Service jobs include: Retail, food service (both preparation and serving), arts and entertainment, transportation, waste management, information services, and a wide range of other positions. Service sector jobs comprise approximately 1/3 of the entire U.S. economy. While these jobs are more common, they often do not pay employees a living wage or offer them benefits such as health insurance and retirement assistance.

NW Goldberg has more residents working within the service and finance/insurance sector than the state average. This is likely due to Henry Ford Hospital and the Health Alliance Plan (HAP) being major local employers. Conversely, the neighborhood has fewer people working in retail, which may be related to the lack of businesses within NW Goldberg. Additionally, though

manufacturing has long been a staple employer within the city and state, the number of manufacturing is low within NW Goldberg at 0.1%. Although the manufacturing industry has declined, it still employs roughly 10% of Michiganders.

Employment Within NW Goldberg					
	Percent	Employees		Percent	Employees
Construction	3%	40	Wholesale Trade	4%	53
Manufacturing	<1%	10	Retail	8%	106
Transportation	1%	13	Finance/Insurance	21%	280
Communication	3%	40	Services	58%	771
Utility	1%	13	Government	1%	13

Table 8: Employment by Sector within NW Goldberg. Source: U.S. Census Bureau, 2010 Census, ESRI 2019 Forecast.

Employment by Sector			
	NW Goldberg	Detroit	Michigan
Agriculture/Mining	0%	0%	1%
Construction	3%	2%	3%
Manufacturing	<1%	12%	12%
Transportation	1%	3%	2%
Communication	3%	1%	1%
Utility	1%	0%	1%
Wholesale Trade	4%	4%	6%
Retail	8%	12%	21%
Finance/Insurance	21%	8%	6%
Services	57%	52%	42%
Government	1%	5%	5%
Unclassified	0%	1%	0%

Table 9: Employment by Sector within Selected Geographies. Source: U.S. Census Bureau, 2010 Census, ESRI 2019 Forecast.

NW Goldberg has few major employers, the largest two being Wayne State University Athletics, and Health Alliance Plan (HAP), though both sit just outside of the neighborhood’s boundaries. Wayne State employs significantly more people, though the closest employer to NW Goldberg is Wayne State Athletics. Other major employers include Detroit Collegiate Prep at Northwestern High School, Npowered Television, and James H Cole Funeral Home.

Major Employers Within or Directly Adjacent to NW Goldberg			
Employers	Employees	Employers	Employees
Wayne State Athletic	252	Health Alliance	300
KFC	27	White Construction	25
Motown Museum	30	James H Cole FH	45
Detroit Public Schools	20	Detroit Collegiate	120
Npowered Television	52	Cardinal Health	24
NCR Corp	22	Family Dollar	12
Detroit Fire Extinguisher	12		

Table 10: Major Employers Within or Directly Adjacent to NW Goldberg. Source: ESRI

The unemployment rate within NW Goldberg is 11.2%. Unemployment within NW Goldberg is higher than both the City of Detroit and the state of Michigan. Though unemployment has been experiencing a downward trend over the last decade, NW Goldberg still experienced a >8% unemployment rate in 2017. Whereas both Michigan and Detroit saw unemployment rates below 5%.

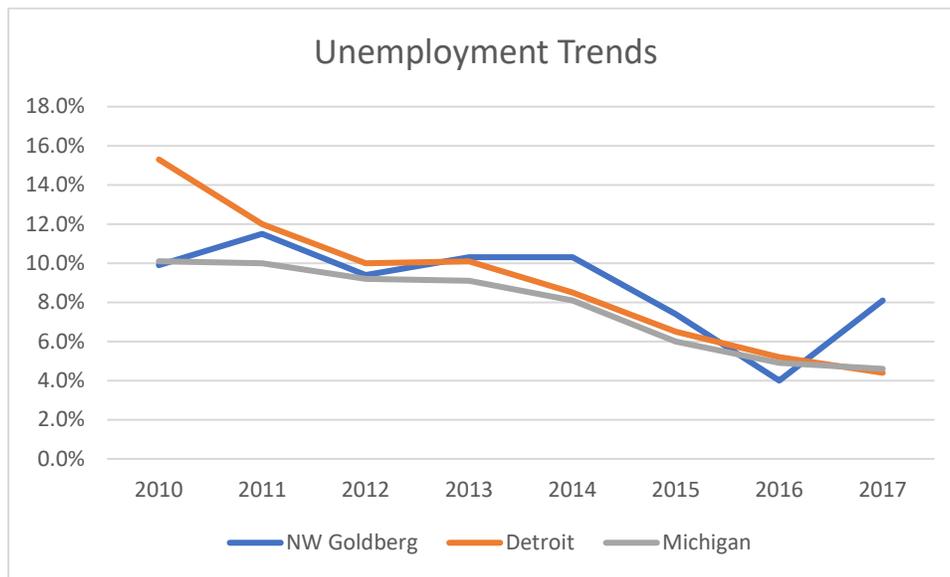


Figure 21: Unemployment Rate by Selected Geographies. Source: U.S. Census Bureau, 2010 Census & U.S. Department of Labor.

Retail Marketplace Profile

Market potential within NW Goldberg is low, exemplified below, though there are many opportunities for businesses to enter into the neighborhood. Total retail spending in NW Goldberg, for 2017 exceeded \$14,000,000 (approximately \$15,000 per resident) and is projected to increase to over \$17,000,000 by 2024. This data does not include the value of retirement plans within the neighborhood, which for 2017 was more than \$16,000,000. The five largest expenses a NW Goldberg resident has are their mortgage/rent, food, insurance, transportation, and utilities. Spending outside of those five essential domains is low.

Some businesses and analytics firms use “tapestry data” when they’re looking to expand into a new area, tapestry data breaks individuals and households down into different categories with similar characteristics. Tapestry data shows that 94.3% of NW Goldberg residents fall into the category of “Modest Income Homes”. Within this market segment, some career paths are not readily available/easy to enter, and many residents are the primary caregivers for an elderly family member. Additionally, many households rely on supplemental government support to make ends meet, and the majority of households fall below the federal poverty level. Some key characteristics of modest income homes are:

- Households are often a single person or single parent (predominantly female).
- Homes are predominantly single family, and the average age of housing exceeds 60 years old.
- The majority of homes are renter occupied, though the average rent is lower than the national average.
- Many individuals lack access to a vehicle, and public transportation is a necessity.
- Unemployment within this market segment is, on average, three times the national rate.
- Incomes are generally less than half of the U.S. median income.
- Around 1/3 of homes rely on some form of government assistance to make ends meet.
- Television is the primary source of entertainment.
- Saving money is difficult, and many individuals save only for a specific purpose (to buy a vehicle, pay off medical expenses, go to school, etc.)

NW Goldberg Retail Demand Outlook			
	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$398,638	\$478,119	\$79,481
Entertainment & Recreation	\$600,022	\$719,582	\$119,560
Food	\$1,680,705	\$2,015,723	\$335,018
Health Products (Not including services)	\$127,184	\$152,492	\$25,308
Mortgage Payment and Basics	\$1,573,752	\$1,886,925	\$313,173
Maintenance and Remodeling Services	\$333,027	\$399,298	\$66,271
Maintenance and Remodeling Materials	\$79,896	\$95,790	\$15,894
Utilities, Fuel, and Public Services	\$1,020,842	\$1,224,097	\$203,255
Household Furnishings and Equipment	\$251,637	\$301,780	\$50,143
Child Care	\$81,048	\$97,212	\$16,164
Insurance (Home, health, and auto)	\$1,525,575	\$1,829,323	\$303,748
Transportation	\$1,190,568	\$1,427,745	\$237,177
Travel	\$278,835	\$334,433	\$55,598

Table 11: Total and Forecasted Consumer Spending within NW Goldberg. Source: ESRI forecasts for 2019 and 2024 & Bureau of Labor Statistics, Consumer Expenditure Survey.

Retail Spending Per Person in NW Goldberg			
Apparel and Services	\$673.38	Maintenance and Remodeling Services	\$562.55
Entertainment & Recreation	\$1,013.55	Maintenance and Remodeling Materials	\$134.96
Food	\$2,839.03	Utilities, Fuel, and Public Services	\$1,724.40
Health Products (Not including services)	\$214.84	Household Furnishings and Equipment	\$425.06
Mortgage Payment and Basics	\$2,658.36	Child Care	\$136.91
Travel	\$471.01	Insurance (Home, health, and auto)	\$2,576.98
Transportation	\$2,011.10		

Table 12: Consumer Spending Per Resident within NW Goldberg. Source: ESRI forecasts for 2019 and 2024 & Bureau of Labor Statistics, Consumer Expenditure Survey.

Most retail demands within the neighborhood are not met by current businesses, and there is a market/retail gap for most industries. In fact, there are 25 industries in which there is simply no supply within the neighborhood, meaning that residents must travel to other parts of the city to purchase their goods, taking their money out of the neighborhood. Additionally, due to the proximity of Henry Ford Hospital, "Health and Personal Care Stores" appear hyperinflated within the data; though, for the purposes of a market study, it can be inferred that the neighborhood is already saturated with health and personal care stores. The five industries that show the most market potential within the neighborhood are:

- Department stores. (Market gap of \$845,900).
- Grocery stores (Market gap of \$510,275).
- Motor vehicle parts and car dealerships (Market gap of \$599,756).
- Building material stores (Market gap of \$504,942).
- Restaurants/Other Eating Places (Market gap of \$484,629)

The top three industries which are already located within the neighborhood and which the market is already saturated with are:

- Health & Personal Care Stores.
- Gasoline Stations.
- Beer, Wine & Liquor Stores.

Retail Marketplace Profile for NW Goldberg			
	Demand	Supply	Retail Gap
Motor Vehicle & Parts Dealers	\$1,718,408	\$1,118,652	\$599,756
Automobile Dealers	\$1,398,831	\$1,118,652	\$280,179
Other Motor Vehicle Dealers	\$142,094	\$0	\$142,094
Auto Parts, Accessories & Tire Stores	\$177,483	\$0	\$177,483
Furniture & Home Furnishings Stores	\$261,670	\$0	\$261,670
Furniture Stores	\$166,451	\$0	\$166,451
Home Furnishings Stores	\$95,219	\$0	\$95,219
Electronics & Appliance Stores	\$253,900	\$0	\$253,900
Bldg Materials, Garden Equip. & Supply Stores	\$504,942	\$0	504,942
Bldg Material & Supplies Dealers	\$461,419	\$0	\$461,419
Lawn & Garden Equip & Supply Stores	\$43,523	\$0	\$43,523
Food & Beverage Stores	\$1,479,573	\$2,329,846	-\$850,273
Grocery Stores	\$1,300,871	\$790,596	\$510,275
Specialty Food Stores	\$73,188	\$0	\$73,188
Beer, Wine & Liquor Stores	\$105,514	\$1,539,250	-\$1,433,736
Health & Personal Care Stores	\$596,091	\$1,380,588	-\$9,784,497
Gasoline Stations	\$976,971	\$3,536,087	-\$2,559,116
Clothing & Clothing Accessories Stores	\$402,199	\$0	\$402,199
Clothing Stores	\$272,179	\$0	\$272,179
Shoe Stores	\$59,333	\$0	\$59,333
Jewelry, Luggage & Leather Goods Stores	\$70,686	\$0	\$70,686
Sporting Goods, Hobby, Book & Music Stores	\$208,297	\$0	\$208,297
Sporting Goods/Hobby/Musical Instr Stores	\$173,554	\$0	\$173,554
Book, Periodical & Music Stores	\$34,743	\$0	\$34,743
General Merchandise Stores	\$1,249,099	\$1,577,820	-\$328,721
Department Stores Excluding Leased Depts.	\$845,900	\$0	\$845,900
Other General Merchandise Stores	\$403,199	\$1,577,820	-\$1,174,621
Miscellaneous Store Retailers	\$297,445	\$1,294,365	-\$996,920
Florists	\$12,123	\$360,150	-\$348,027
Office Supplies, Stationery & Gift Stores	\$58,330	\$0	\$58,330
Used Merchandise Stores	\$50,832	\$0	\$50,832
Other Miscellaneous Store Retailers	\$176,160	\$925,989	-\$749,829
Non-store Retailers	\$142,205	\$0	\$142,205
Electronic Shopping & Mail-Order Houses	\$115,568	\$0	\$115,568
Vending Machine Operators	\$8,731	\$0	\$8,731
Direct Selling Establishments	\$17,906	\$0	\$17,906
Food Services & Drinking Places	\$820,091	\$1,434,971	-\$614,880
Special Food Services	\$22,668	\$0	\$22,668
Drinking Places - Alcoholic Beverages	\$44,666	\$197,585	-\$152,919
Restaurants/Other Eating Places	\$752,757	\$1,237,386	-\$484,629

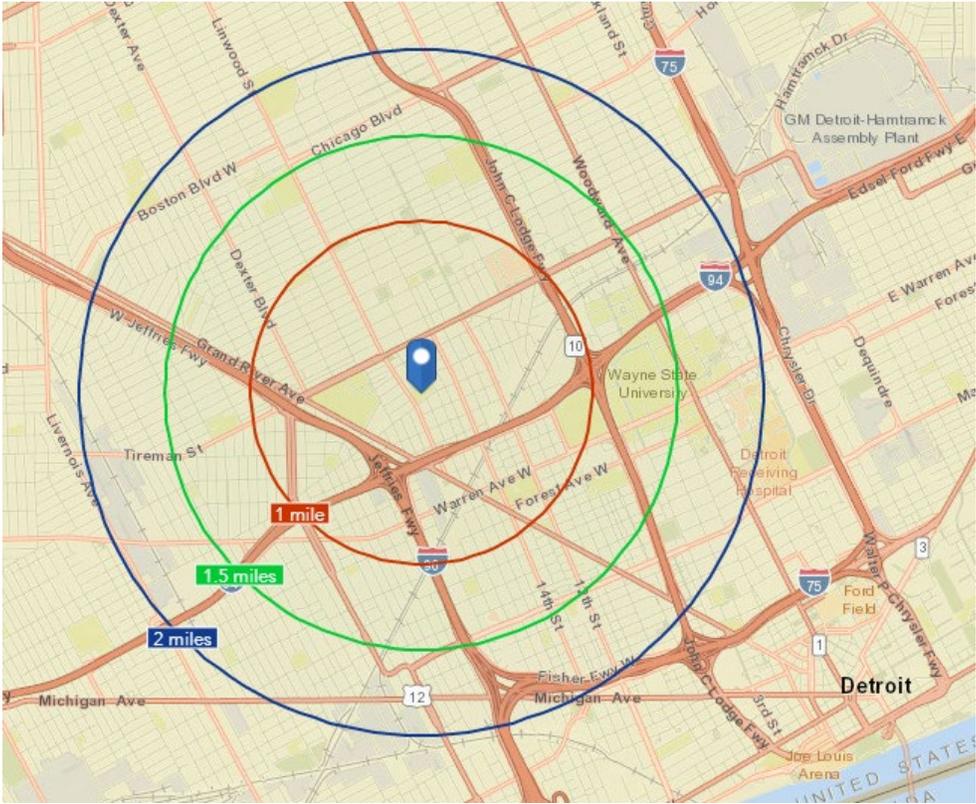
Table 13: Retail Supply, Demand, and Gap within NW Goldberg. Source: ESRI and Infogroup. ESRI 2017 Retail Marketplace.

*Note: The below table has been adjusted to show a prorated share of consumer spending (and demand) within NW Goldberg, exclusively what is (or would be given a supply) spent by NW Goldberg residents within NW Goldberg.

Retail Marketplace Profile for NW Goldberg (Exclusively NW Goldberg)			
	Demand	Supply	Retail Gap
Motor Vehicle & Parts Dealers	\$3,402	\$2,215	\$1,188
Automobile Dealers	\$2,770	\$2,215	\$555
Other Motor Vehicle Dealers	\$281	\$0	\$281
Auto Parts, Accessories & Tire Stores	\$351	\$0	\$351
Furniture & Home Furnishings Stores	\$518	\$0	\$518
Furniture Stores	\$330	\$0	\$330
Home Furnishings Stores	\$189	\$0	\$189
Electronics & Appliance Stores	\$503	\$0	\$503
Bldg Materials, Garden Equip. & Supply Stores	\$1,000	\$0	\$1,000
Bldg Material & Supplies Dealers	\$914	\$0	\$914
Lawn & Garden Equip & Supply Stores	\$86	\$0	\$86
Food & Beverage Stores	\$2,930	\$3,938	-\$1,008
Grocery Stores	\$2,576	\$1,342	\$1,234
Specialty Food Stores	\$145	\$0	\$145
Beer, Wine & Liquor Stores	\$209	\$2,596	-\$2,387
Health & Personal Care Stores	\$1,180	\$20,554	-\$19,373
Gasoline Stations	\$1,934	\$6,611	-\$4,676
Clothing & Clothing Accessories Stores	\$796	\$0	\$796
Clothing Stores	\$539	\$0	\$539
Shoe Stores	\$117	\$0	\$117
Jewelry, Luggage & Leather Goods Stores	\$140	\$0	\$140
Sporting Goods, Hobby, Book & Music Stores	\$412	\$0	\$412
Sporting Goods/Hobby/Musical Instr Stores	\$344	\$0	\$344
Book, Periodical & Music Stores	\$69	\$0	\$69
General Merchandise Stores	\$2,473	\$3,105	-\$631
Department Stores Excluding Leased Depts.	\$1,675	\$0	\$1,675
Other General Merchandise Stores	\$798	\$3,105	-\$2,306
Florists	\$24	\$713	-\$689
Office Supplies, Stationery & Gift Stores	\$115	\$0	\$115
Used Merchandise Stores	\$101	\$0	\$101
Other Miscellaneous Store Retailers	\$349	\$1,814	-\$1,465
Non-store Retailers	\$282	\$0	\$282
Electronic Shopping & Mail-Order Houses	\$229	\$0	\$229
Vending Machine Operators	\$17	\$0	\$17
Direct Selling Establishments	\$35	\$0	\$35
Food Services & Drinking Places	\$1,624	\$2,818	-\$1,194
Special Food Services	\$45	\$0	\$45
Drinking Places - Alcoholic Beverages	\$88	\$391	-\$303
Restaurants/Other Eating Places	\$1,490	\$2,427	-\$936

Table 14: Retail Supply, Demand, and Gap within NW Goldberg (exclusively residents). Source: ESRI and Infogroup. ESRI 2017 Retail MarketPlace.

Retail Markets can change dramatically between neighborhoods, as is the case with NW Goldberg. A ring analysis, as shown in Map 11, helps illustrate some of these disparities. For example, the number of businesses increases by 86% within the 2-mile ring.



Map 11: NW Goldberg with 1, 1.5, and 2-Mile Rings, Used for Market Analysis. Source: ESRI

Business Characteristics of Surrounding Neighborhoods			
	1 Mile	1.5 Mile	2 Miles
Total Businesses	289	1,030	2,018
Total Employees	15,310	34,375	50,962
Total Population	10,273	32,395	58,797

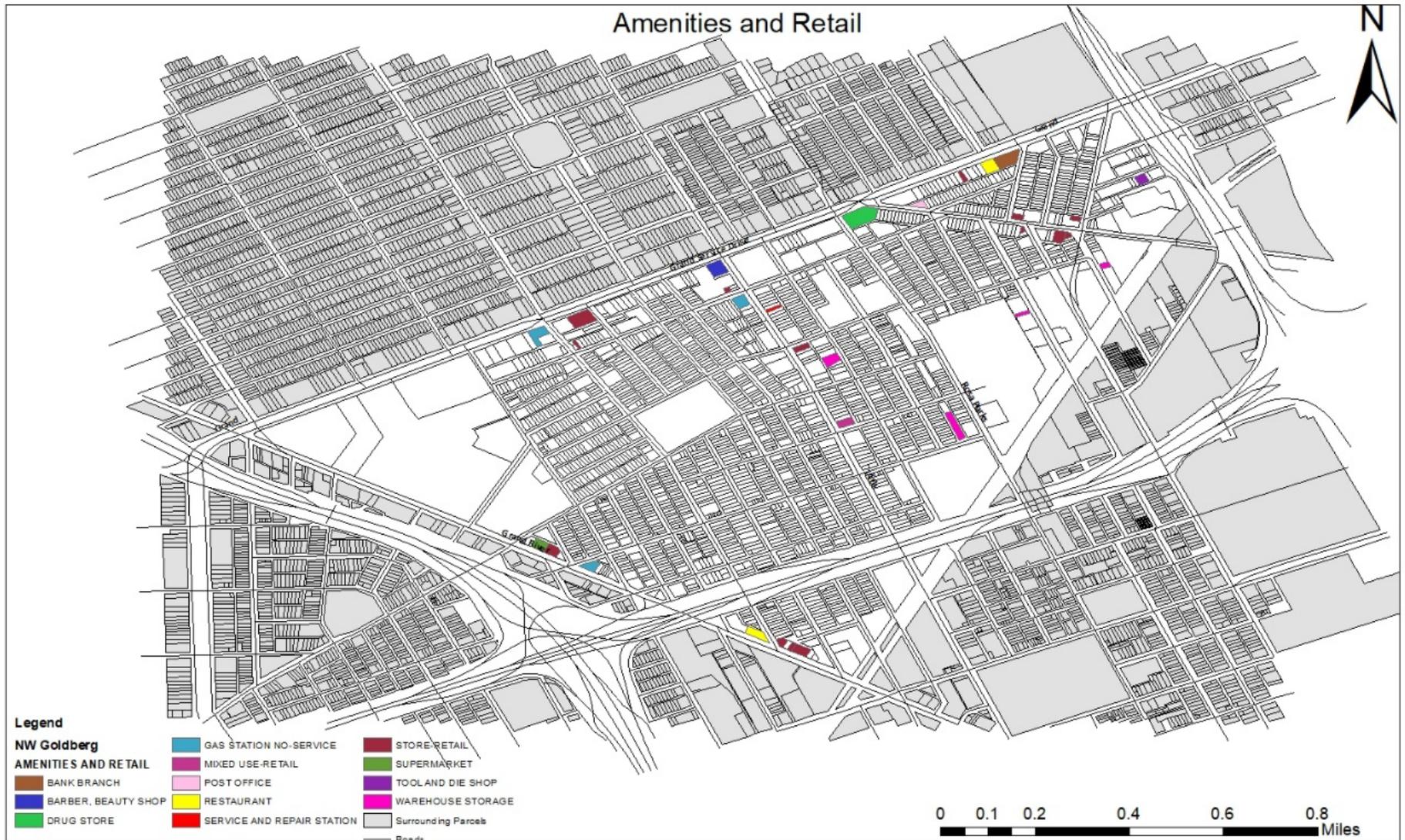
Table 15: Simple Business Characteristics of Surrounding Neighborhoods. Source: ESRI

Market growth remains consistent by sector throughout the 1, 1.5, and 2-mile rings surrounding NW Goldberg. All sectors are expected to grow, but growth is most notable in food, mortgage, insurance, utility, and transportation sectors.

Retail Demand Outlook: 1, 1.5, and 2 Mile Radius			
	1 Mile		
	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services	\$3,973,300	\$4,590,455	\$617,155
Entertainment & Recreation	\$5,811,449	\$6,710,733	\$899,284
Food	\$16,616,596	\$19,194,845	\$2,578,249
Health Products (Not including services)	\$1,171,674	\$1,340,922	\$169,248
Mortgage Payment and Basics	\$14,182,911	\$16,355,762	\$2,172,851
Maintenance and Remodeling Services	\$3,002,360	\$3,462,373	\$460,013
Maintenance and Remodeling Materials	\$709,571	\$818,044	\$108,473
Utilities, Fuel, and Public Services	\$9,789,281	\$11,301,717	\$1,512,436
Household Furnishings and Equipment	\$2,342,509	\$2,930,400	\$587,891
Child Care	\$807,283	\$932,656	\$125,373
Insurance (Home, health, and auto)	\$12,282,764	\$14,177,121	\$1,894,357
Transportation	\$11,419,770	\$13,184,496	\$1,764,726
Travel	\$2,720,897	\$3,142,448	\$421,551
	1.5 Mile		
Apparel and Services	\$13,408,611	\$15,945,667	\$2,537,056
Entertainment & Recreation	\$19,473,566	\$23,129,524	\$3,655,958
Food	\$55,865,163	\$66,427,474	\$10,562,311
Health Products (Not including services)	\$3,912,724	\$4,639,254	\$726,530
Mortgage Payment and Basics	\$46,825,189	\$55,358,423	\$8,533,234
Maintenance and Remodeling Services	\$9,922,205	\$11,738,994	\$1,816,789
Maintenance and Remodeling Materials	\$2,331,973	\$2,754,152	\$422,179
Utilities, Fuel, and Public Services	\$32,425,048	\$38,467,595	\$6,042,547
Household Furnishings and Equipment	\$8,165,033	\$9,694,178	\$1,529,145
Child Care	\$2,733,582	\$3,244,183	\$510,601
Insurance (Home, health, and auto)	\$40,677,959	\$48,246,385	\$7,568,426
Transportation	\$38,182,800	\$45,298,090	\$7,115,290
Travel	\$9,215,336	\$10,956,695	\$1,741,359
	2 Mile		
Apparel and Services	\$25,019,114	\$29,517,208	\$4,498,094
Entertainment & Recreation	\$36,271,600	\$42,755,770	\$6,484,170
Food	\$104,241,703	\$122,968,181	\$18,726,478
Health Products (Not including services)	\$7,256,371	\$8,542,006	\$1,285,635
Mortgage Payment and Basics	\$86,911,790	\$102,100,238	\$15,188,448
Maintenance and Remodeling Services	\$18,478,925	\$21,719,659	\$3,240,734
Maintenance and Remodeling Materials	\$4,311,343	\$5,061,603	\$750,260
Utilities, Fuel, and Public Services	\$60,128,410	\$70,813,192	\$10,684,782
Household Furnishings and Equipment	\$15,200,521	\$17,913,301	\$2,712,770
Child Care	\$5,064,866	\$5,967,051	\$902,185
Insurance (Home, health, and auto)	\$75,563,513	\$88,976,991	\$13,413,478
Transportation	\$70,865,758	\$83,471,909	\$12,606,151
Travel	\$17,260,769	\$20,361,909	\$3,101,140

Table 16: Total and Forecasted Consumer Spending within a 1, 1.5, and 2-Mile Ring Surrounding NW Goldberg.
Source: ESRI forecasts for 2019 and 2024 & Bureau of Labor Statistics, Consumer Expenditure Survey.

Lastly, the amenities and retail in the NW Goldberg neighborhood can be seen in Map 12 along with the various retail establishment types, from warehouse storage (magenta), gas stations (teal), drug stores (green), restaurants (yellow), barber and beauty shops (blue), and bank branches (brown) that are all found in the neighborhood. At first glance of Map 12 the most popular retail types in the NW Goldberg are warehouse storage spread throughout the neighborhood and gas stations along the main corridors.



Map 12: Amenities and Retail Assets Map for NW Goldberg, MI Source: City of Detroit Open Data Portal 2019.

Secondary Business Corridor Parcel Inventory

A business corridor parcel inventory is a tool to identify parcels that provide the greatest opportunity for commercial development along the corridors. The primary business corridor in the NW Goldberg neighborhood is W. Grand Blvd. W. Grand Blvd. is a large four lane thoroughfare where many larger commercial businesses are prevalent, such as the Motown Museum, CVS Pharmacy, Family Dollar, and KFC. Identifying and analyzing secondary business corridors for the NW Goldberg neighborhood can help to focus the economic development of local businesses. In addition, as abandoned vacant land can attract crime and have a negative effect on the health of residents, a parcel inventory for a neighborhood with an abundance of vacant land helps to bring awareness to which vacant parcels are or are not being maintained (Garvin et al., 2012).

Ferry Park was chosen as a secondary business corridor for the NW Goldberg neighborhood because of the amount of parking lots along the road servicing large multi-family residential structures and commercial properties on W. Grand Blvd. White's Records, which has closed, used to be located on Ferry Park. White's Records was a record shop known for its connection with Motown, often selling their records just down the street from where they were recorded. While there are some residential structures and zoning along Ferry Park the majority of the street is vacant parcels and a number of churches. As a street that runs through the neighborhood it has great potential to be a viable secondary business corridor for local businesses.

14th St. was chosen as another secondary business corridor for the NW Goldberg neighborhood because of a historical anchor institution, King Solomon Church, that has the potential (if renovated) to revitalize the neighborhood and draw in visitors. 14th St. is a three-lane one-way street that is often used by the "Slow Roll" bike events. The street also features churches and the single City park in the neighborhood, "Crockett Park". Most of the street consists of vacant lots and vacant commercial properties, providing plenty of opportunity for local businesses to invest in property. Two of the vacant commercial properties are currently being renovated. While there is some residential zoning, and 16 residential structures along the street, most of

the structures would be considered blighted. Included in the parcel inventory for each parcel was:

- The address
- A picture of the parcel
- Parcel number
- Total acres
- Land or taxable value (if there was a structure that was not a religious institution)
- Last sale price
- Last sale date
- Owner
- Owner's address
- Zoning
- Taxes owed on the parcel
- The number of buildings on the parcel If the parcel and/or structure on the parcel was maintained
- If there was any dumping present on the parcel

Parcel information was obtained from the City of Detroit's Parcel Viewer. Tax Information was collected from the Wayne County Treasurer's Office. Whether the property was maintained or if there was dumping on the property was determined by viewing the parcel and confirmed via Motor City Mapping, a community based city-wide property survey of Detroit. Each of these data points were included in the parcel inventory to provide a holistic view of the parcel from an economic development standpoint. Parcel size can help determine if a property is viable for specific developments. Providing the owner, owner's address, last sale price, and taxes can provide information for a potential buyer should the owner be looking to sell the parcel. The current zoning of a parcel will dictate if a property is ready for local economic development as it is placed in the General Business District, or if measures need to be taken up with the City's planning department to amend the zoning.

As seen in Map 13, in total there are 185 parcels along the two potential secondary commercial corridors, 14th St. and Ferry Park. Of the 185 parcels, 25% are publicly owned by either the City of Detroit, the Detroit Land Bank Authority, or the Detroit Housing Commission. Churches also feature prominently along the two corridors, as 11% of parcels are owned by churches. While 74 parcels are zoned B4 for “General Business District” and two parcels are zoned M2 for “Restricted Industrial District”, the majority of the parcels are zoned for residential use with either R2 (Two-Family Residential District), R3 (Low Density Residential District), or R6 (High Density Residential District). Although the majority of parcels are owned by an entity residing in the City of Detroit,

- 12% are owned by outside investors,
- 7% of parcels belong to owners who reside outside the state of Michigan, and
- 5% of parcels belong to owners who reside in Michigan but outside of Wayne County.

Along the 14th St. corridor, which runs from West Grand Boulevard to West Edsel Ford Service Drive, are 107 parcels. Of the 107 parcels, 66% (71 parcels) are vacant lots with no structures on the property. From the remaining 36 parcels that have a structure, 27% (10 parcels) would be considered blighted or abandoned. Two properties along 14th St. have recently been purchased with beginning renovations taking place, and thus were not counted in the assessment of blight. Only four parcels along 14th St. were identified for dumping issues. Along the Ferry Park corridor, which runs from Lawton St. to Holden St., are 78 parcels. Of the 78 parcels, 65% (51 parcels) are vacant lots with no structures on the property. From the remaining 25 parcels that have a structure, 32% (8 parcels) would be considered blighted or abandoned. Two properties along Ferry Park would be considered parking lots, and thus were not counted in the assessment of blight. Only two parcels along Ferry Park were identified for dumping issues.

Parcel Map



Map 13: Business Corridor Parcel Map for NW Goldberg, MI Source: City of Detroit Open Data Portal 2019

Chapter 5: Community Development

As this report has previously stated, NW Goldberg is located in a central location adjacent to the revitalizing neighborhoods in the City of Detroit. Its location close to downtown offers access to a diverse set of amenities for residents within and around NW Goldberg. The chapter discusses accessibility to public transportation, and access to necessary services such as food and healthcare, as well as art and cultural assets. Accessibility is further highlighted through maps designed to demonstrate both walking and driving times to locations around NW Goldberg. This data helps provide insight on how best to further develop the community to ensure that all residents have easy access to goods and services.

Similarly, this chapter also focuses on NW Goldberg’s primary historic landmarks and their preservation. NW Goldberg is home to the Motown Museum, Lee Plaza and King Solomon Church all of which have been a part of NW Goldberg’s vibrant history. Both Lee Plaza and King Solomon Church hold significant potential for revitalization.

Transportation

Approximately 20% of NW Goldberg residents use public transportation to commute to work, and the average resident spends \$3,361 a year on transportation related expenditures. The average commute time for NW Goldberg is approximately 26 minutes. The Tables 17-19 display the residents’ access to transportation, modes of transportation used to commute, and their average commute time.

Access to Vehicles Within NW Goldberg	
No Vehicle Available	36%
One Vehicle Available	40%
Two Vehicles Available	22%
Three or More Vehicles Available	2%

Table 17: Percentage of Population within NW Goldberg Who Have Access to a Vehicle, and The Number of Available Vehicles. Source: U.S. Census Bureau, American Community Survey.

Method of Commute to Work for NW Goldberg Residents	
No Vehicle Available	34%
Car, Truck, or Van	25%
Public Transportation	20%
Walking	6%
Taxicab, Motorcycle, Bicycle, or Other	8%
Worked from Home	7%

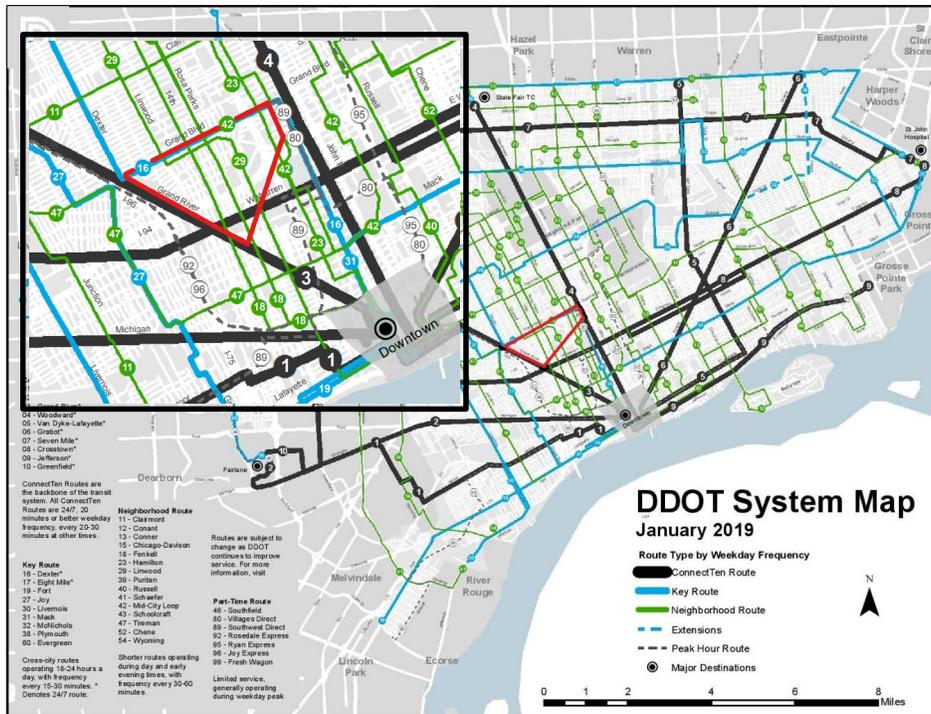
Table 18: Method of Commute to Work for NW Goldberg Residents. Source: U.S. Census Bureau, American Community Survey.

Average Commute Time for NW Goldberg Residents			
<5 Minutes	0%	5-9 Minutes	14.8%
10-14 Minutes	17.49%	15-19 Minutes	14.35%
20-24 Minutes	8.97%	25-29 Minutes	1.79%
30-34 Minutes	13.90%	35-39 Minutes	0.45%
40-44 Minutes	4.04%	45-59 Minutes	10.76%
60-89 Minutes	5.38%	90+ Minutes	8.52%

Table 19: Average Commute Time to Work for NW Goldberg Residents. Source: U.S. Census Bureau, American Community Survey & ESRI.

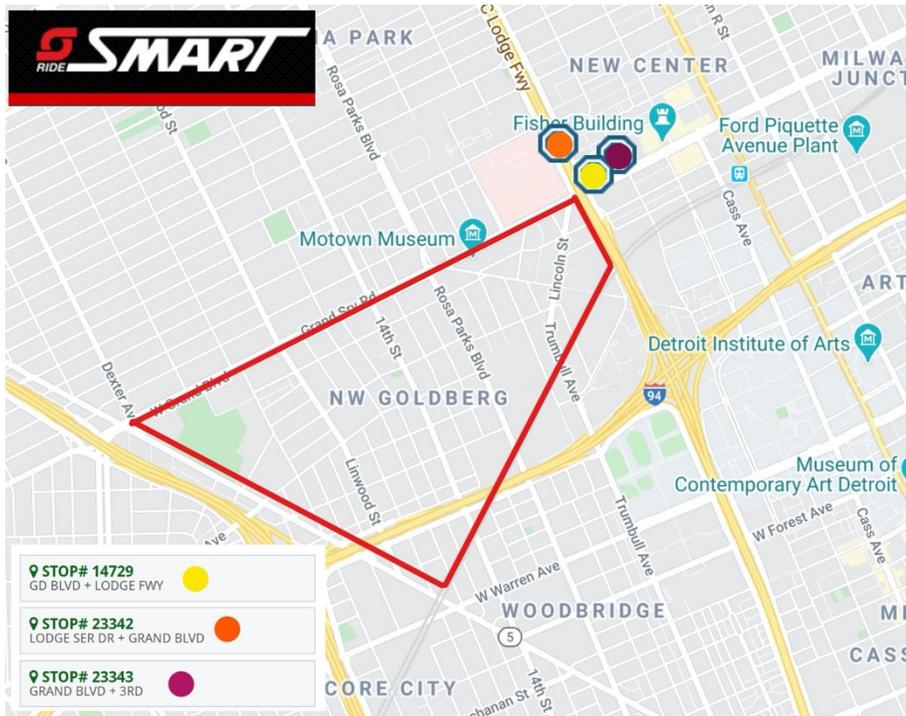
Bus Transportation

For residents who utilize the bus to commute have access to two bus services. The city’s bus routes (Detroit Department of Transportation-DDOT) or the region’s limited bus routes (SMART bus). Map 14 and 15 show the routes that NW Goldberg residents have access to. DDOT (Map 14) has four lines servicing the neighborhood. One “Key Route” the ‘16’ or ‘Dexter’ bus that goes from the downtown terminal to the westside of town. The other three are considered “Neighborhood Routes” – the ‘18’ or ‘Fenkell’ bus, the ‘42’ or Mid-City Loop’, and the ‘29’ or ‘Linwood’ bus. The SMART bus (Map 15) offers three nearby stops connecting to three lines, Stop #14729 (Grand Blvd and The Lodge), Stop #23342 (The Lodge Service Drive and Grand Blvd, and Stop #23343 (Grand Blvd and Third St).



Map 14: Displays the DDOT System's Neighborhood (Green) and Main (Blue) Bus Routes.

Source: <https://detroitmi.gov/document/ddot-system-map>

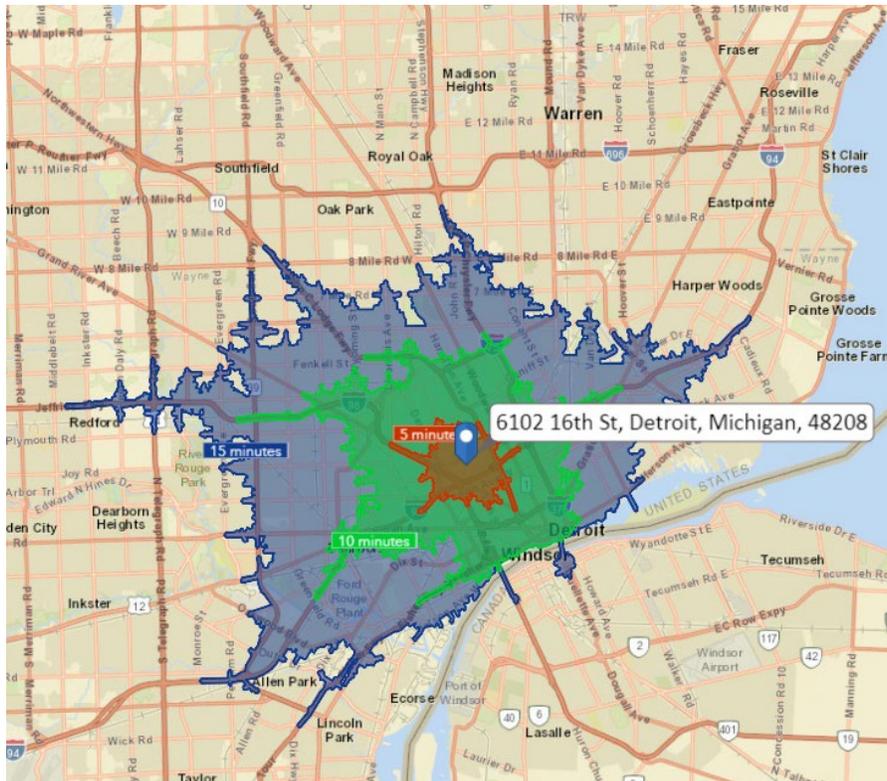


Map 15: Displays the Smart bus routes in proximity to the NWG neighborhood.

Source: <http://www.smartbus.org/Schedules>

Access to Services

The following maps outline the boundaries of 5-10-15 minute distances by driving (in Map 16) and by walking (in Map 17). The following sections will outline the amenities accessible to the residents in relation to these boundaries considering the residents modes of transportation discussed in the previous section.



Map 16: Difference between 5-10-15 Minute Driving Intervals. Source: ESRI



Map 17: Difference between 5-10-15 Minute Walking Intervals. Source: ESRI

NW Goldberg currently has access to the following services inside the neighborhood and within a 1-mile radius of the neighborhood. Map 18 displays the various services by category including government, open space and education, health, and religious services. Additional services may be accessible to those who have access to alternate modes of transportation.

Government

Government refers to services that are provided by local, state, or the national government. NW Goldberg has the following within and or around their neighborhood: The Army National Guard, Detroit Department of Transportation, Detroit Police Training Academy, and the Post Office

Open Space and Education

Open space refers to established parks within and around the neighborhood and education refers to any place that provides individuals with knowledge. NW Goldberg has the following

open spaces and educational facilities within and or around their neighborhood: Lincoln Street Art Park, 6102. ART PARK, Detroit Collegiate Preparatory High School at Northwestern (formerly Northwestern High School), Duffield Branch of the Detroit Public Library, and the Motown Museum.

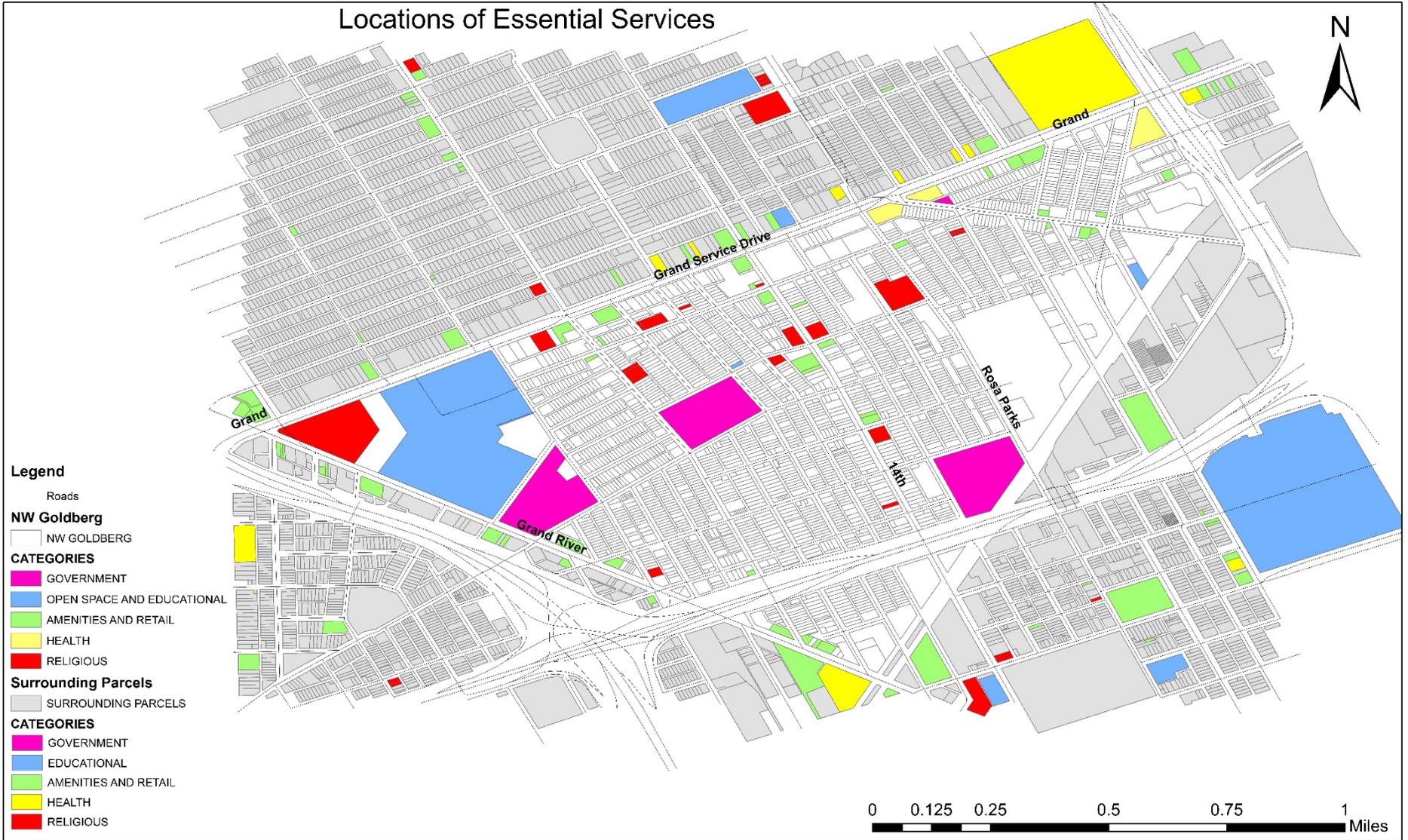
Health

Health refers to all services that provide residents with patient care, medicine, wellness centers, and the like. NW Goldberg has the following health services within and or around their neighborhood: CVS Pharmacy, Andy's Pharmacy, a health professional office, Henry Ford Hospital, and a mortuary funeral home.

Religion

Religion refers to buildings providing religious services. In the case of NW Goldberg this only accounts for churches and kingdom halls. These religious facilities include: Historic King Solomon Baptist Church, Holy Cross Baptist Church, New Jerusalem Church of God in Christ, New Jerusalem Church of God in Christ, Morning View Baptist Church, Pilgrim Star Baptist Church, Hill's Chapel, Mayflower Missionary Baptist Church, Tabernacle Missionary Baptist Church Main Campus, New Jerusalem Church of God in Christ, and Seraphs' Sacred Church-Christ.

Locations of Essential Services



Map 18: Services in NW Goldberg and Surrounding Area. Source: City of Detroit Open Data Portal 2019

Food Access

NW Goldberg neighborhood does not have adequate access to healthy food. Food access does not only refer to the physical barriers that prevent individuals from getting to food sources, such as transportation, but also includes barriers like finances, education, and food preference. NW Goldberg is fortunate to be at the heart of a city who catalyzed the modern green movement in the United States. According to the World Health Organization food is a “social determinant for health”, which comes with the innate understanding that one must eat to live. A Case for Healthy Places determined the following to be true in relation to food and food access:

- Neighborhood food environments can determine obesity levels
- There is a positive correlation between community gardens and mental health
- Adding a farmer’s market to a neighborhood lacking supermarkets can increase the availability and affordability of fresh produce
- Incentives to purchase fruits and vegetables can help low-income populations to purchase and consume more of these products
- Community Gardens can increase fruit and vegetable consumption. With that utilizing space and resources that are already embedded in the neighborhood is essential to having a successful start and lasting change.
- By applying the leading placemaking strategies in line with the recommended goals we will suggest policies and action steps for improving food access.

Grocery Stores

After analyzing the food networks in the NW Goldberg neighborhood, we determined that this area has a significant degree of unequal access to grocery stores. The determination was made by calculating the number of stores that sell produce and other food items within a 5-10-15 minute walking distance to the core of the neighborhood (as shown in Map 19). Stores most accessible to neighborhood residents are either just outside of this boundary or sell inadequate food. In total only two stores were in this range, Family Dollar (a convenience store) and Save-

A-Lot (a discount grocery store). The Family Dollar provides a limited amount of foods, which does not include fresh produce. While Save-A-Lot offers more than Family Dollar, the majority of what is sold there is processed food.

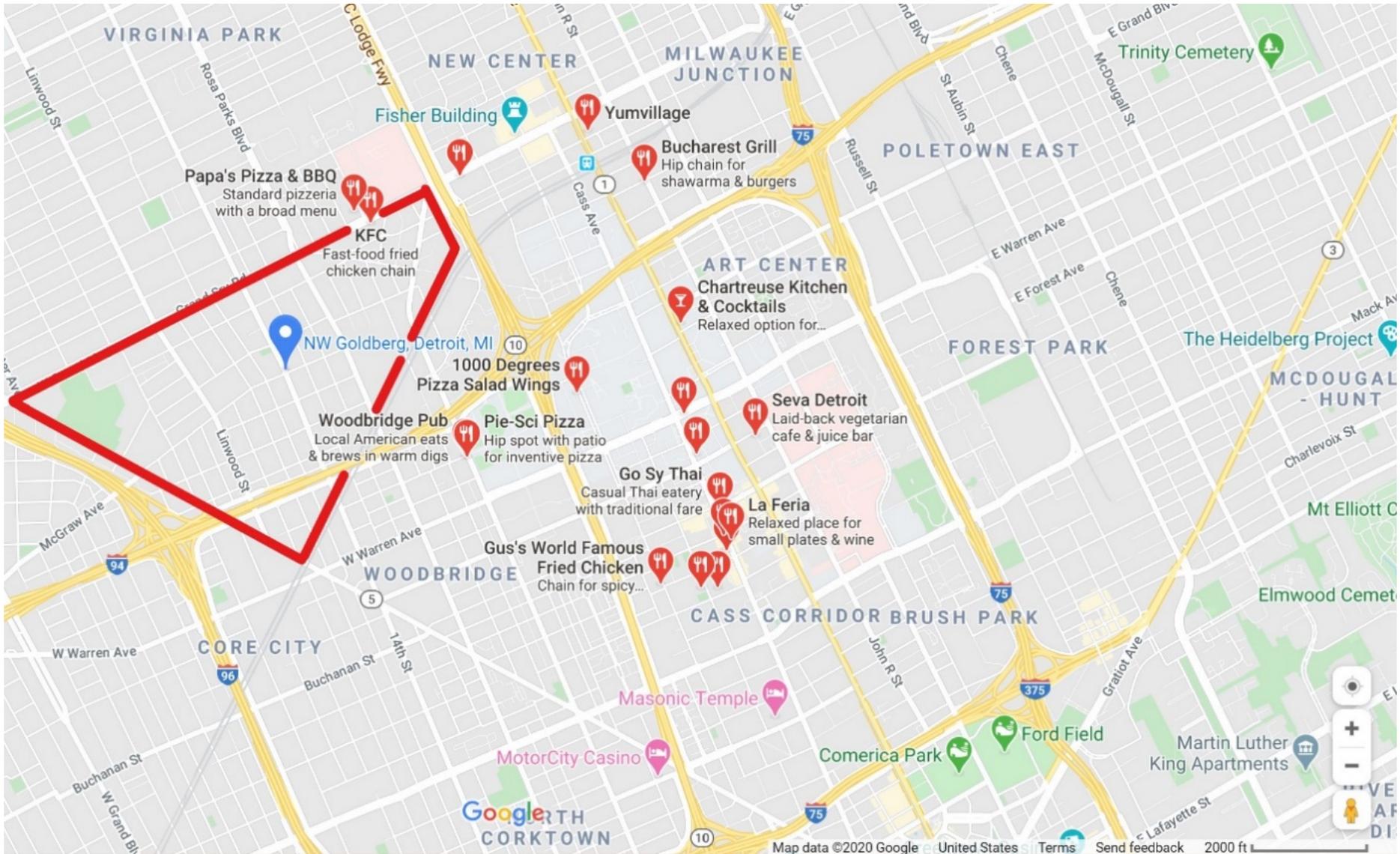
Restaurants

Within the same 5-10-15 minute walking distances we analyzed residents' access to restaurants. Map 20 includes locations of current restaurants within a 3 mile area. We can see that the closest restaurants to the neighborhood are Papa's Pizza and KFC (Kentucky Fried Chicken). Taking a close look at the restaurants near NW Goldberg we see that the majority of them sell either pizza or chicken. It isn't until you reach neighborhoods with differing demographics that you witness a shift in cuisine types.

When considering food access and food security, simply having "food" near is not sufficient. It is the physical and financial access to healthy and affordable foods that is important, and often overlooked. NW Goldberg is an example of a neighborhood that is suffering from food apartheid. As they have very little access to healthy food options. However, as you move into other areas these dynamics and realities begin to shift.



Map 19: Location of Grocery Stores: Nearest Grocery Stores in and Around the Neighborhood Compared to the Commute Distances in Map 17. Sources: ESRI and Google.



Map 20: Restaurants Within and Around the Neighborhood by at least 3 miles. Source: Google, 2020

Access to Art and Cultural Assets

NW Goldberg's geographic location within Detroit is fortuitous for several reasons. One being the rich historic, artistic and cultural sites within its boundary as well as just surrounding it. NW Goldberg is home to the Lincoln Street Art Park, a collective space for artists to come together and express creativity with free range, mostly using recycled materials. NW Goldberg is also home to the King Solomon Church, a truly incredible structure with significant historic importance. While the church is currently in a state of disrepair, it remains a cultural icon of Detroit and the civil rights movement.

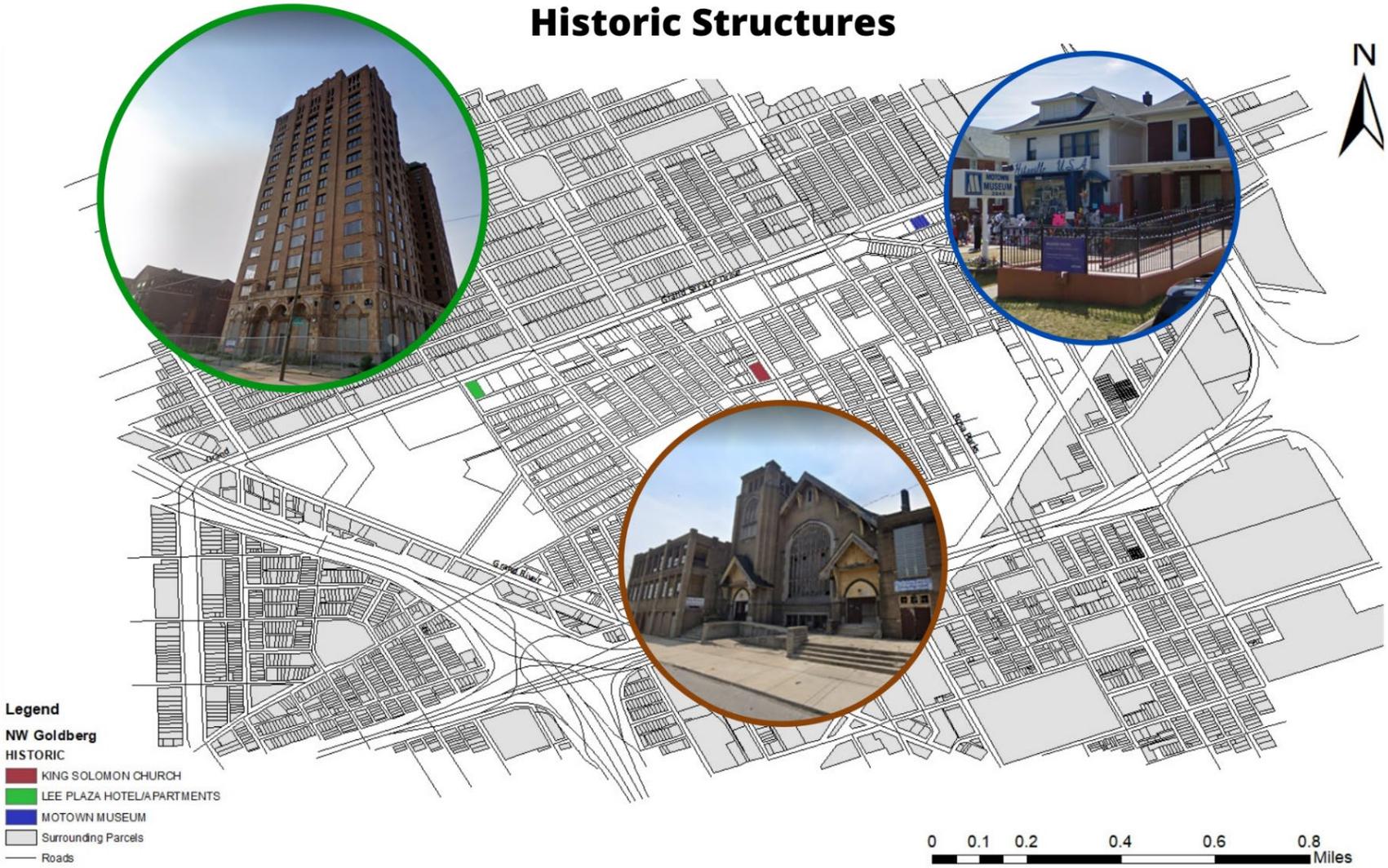
NW Goldberg is also surrounded by an outstanding art and culture scene. Detroit is home to Motown Records and boasts the Motown Museum within NW Goldberg. The museum draws in thousands of tourists each year and creates traffic for all surrounding neighborhoods. Similarly, the neighborhood is not far from The Detroit Institute of Arts as well the Museum of Contemporary Art in Detroit. Both of these institutions are home to priceless pieces of artwork that attract tourists from across the state of Michigan as well as the United States. The Charles H. Wright Museum is also located in the vicinity of the neighborhood and is an excellent source of cultural engagement for the city. Aside from the Motown Museum and Marble Bar these artistic assets are not directly in or adjacent to the neighborhood, however they are not far from NW Goldberg's central location and can be used as a draw for residents and businesses to locate in the neighborhood. Furthermore, the LGBTQ+ friendly, Marble Bar, a dance club, bar, and live music venue resides in the NW Goldberg neighborhood. The Majestic Theatre is also located near the art museums mentioned previously and often hosts concerts and theatre productions. Having such lively amenities in close proximity to the neighborhood adds to the appeal and the value of the neighborhood.

Lastly, NW Goldberg is located next to Wayne State University, which boasts an incredible art and cultural assets available to the public including: The Elaine L. Jacob Art Gallery and the Wayne State University Anthropology Museum. Having an institution of higher learning adjacent to the neighborhood is a great source of art and culture, as well as a source of potential customers for neighborhood businesses.

Historic Preservation

NW Goldberg is a historic neighborhood, and home to several historic landmarks; landmarks not just important to the City of Detroit, but to the United States as a whole. The three most important landmarks within the neighborhood, as seen in Map 21, are King Solomon Baptist Church, the Motown Museum, and Lee Plaza. This section covers some of the challenges and opportunities associated with historic preservation. In the recommendation section methods and case studies are presented that may be used to further their preservation and renovation. Historic landmarks are not valuable solely for their history, they also provide a genuine sense of place for neighborhood residents. They are something to be proud of, a focal point for the neighborhood's history and development, and can even serve important functions such as providing services or acting as community meeting centers. Additionally, historic landmarks may increase surrounding land values, which can spread throughout the neighborhood, or even spur economic development creating further justification for their preservation. Moreover, these landmarks can generate both tourism and new residents moving into the neighborhood; especially residents who identify with the structures themselves.

Historic Structures



Map 21: Historical Assets Map for NW Goldberg, MI Source: City of Detroit Open Data Portal 2019

King Solomon Baptist Church

One of the most important historic landmarks within NW Goldberg is the 103-year-old King Solomon Baptist Church. The church was constructed in 1917 by architect J. William Wilson. The church has traded hands a few times during its lifetime but has always been a religious and Baptist institution. Accompanying the main church is an additional structure across the street which still holds worship services to this day. In the 1950's the auditorium at King Solomon Baptist Church was the largest African-American owned auditorium within the City of Detroit. The church has been heavily intertwined with the civil rights movement since the 1960s. On November 10, 1963 Malcolm X delivered his historic speech "*Message to the Grass Roots*" within the church, in which he called for revolution. The speech itself has been ranked as one of the top 100 most influential speeches of the 21st century by civil rights scholars from the University of Wisconsin-Madison, and Texas A&M University. Though the speech delivered by Malcolm X is the most recognized historical speech given at the church, other speakers including Dr. Martin Luther King Jr, and Baptist ministers Ralph David Abernathy Sr. and Benjamin Elijah Mays all delivered addresses and sermons within King Solomon Baptist Church. Today the church sits in disrepair, and costs for rehabilitation are high. Currently listed on the national register of historic places, KSBC recently received a \$500,000 African American Civil Rights Grant from the National Parks Service through the state of Michigan Historic Preservation Office. The grant was given specifically to renovate the structure's roof; though significantly more funding is needed to revitalize the whole structure, however, a new roof will help prevent further damage (Mondry, 2019). The future of KSBC is ultimately tied to funding, the scope of the project is such that little can be done without resources in place. However, as a beacon of cultural significance, restoring the church to its former glory should still be considered a possibility.



Figure 22: Historic King Solomon Baptist Church. Located on the Corner of Marquette and 14th St. in NW Goldberg.
Source: Google, 2019.

Lee Plaza

Lee Plaza, sometimes called Lee Hotel/Apartments is a large, 15 story building within NW Goldberg. Built in 1929, the structure has since been adopted into the U.S. National Register of Historic Places. In its prime, it served as both high-end apartments and a hotel. The building featured beautifully carved stonework and stunning stained-glass features, though many have been lost to time. The towers history is somewhat tumultuous, having traded hands several times before the 1950’s, and because of the availability of single-family homes within Detroit, the apartments quickly fell out of favor. In the 1960’s the City of Detroit used the building as a senior citizen home, until It finally closed in 1997.

Throughout the 2010’s the City of Detroit attempted to sell the building to a developer. Several bids were made; however, the City did not see them as viable. In 2019 the building finally sold to the Roxbury Group and Ethos Development Partners, who have plans to turn it into a multi-unit apartment building, of which roughly half the units will be considered “affordable”.

Construction is set to start in 2021. Since higher-density developments are increasingly popular, especially with younger generations, Lee Plaza presents an opportunity for NW Goldberg in the potential to bolster the neighborhoods’ population and viability.



Figure 24: Lee Plaza Hotel and Apartments. Located on the Corner of Lawton and West Grand Blvd. Source: Google, 2019.

Historic places are clearly important to cities and neighborhoods and provide value beyond their physical structures. The historic places within NW Goldberg are architecturally or culturally significant and tell the story of both the City of Detroit, and African American history. Efforts to preserve these institutions are worthwhile, and although the cost may deter investment for rehabilitation, the cultural significance of these structures should not be overlooked.

The Motown Museum

The Motown Museum, often called “Motown Museum: Home of Hitsville U.S.A.”, is another critically important historic landmark within the City of Detroit that resides in the NW Goldberg neighborhood. The building was the first headquarters of Motown Records, the creators of “Motown Sound” and what was perhaps the most prominent soul music label in the world. Motown music promoted racial integration, civil rights, and fostered cooperation between many different groups of people. Motown was founded by modern day record executive and historic songwriter Berry Gordy in the late 1950s, and the label itself is still active to this day,

though it is now owned by Universal Music Group. Famous musicians associated with “Hitsville U.S.A” include Jackie Wilson, Smokey Robinson, Marv Johnson, and many more. Currently, the building functions as a museum largely dedicated to Motown sound and the Detroit music industry. The museum is not only devoted to soul music as it includes memorabilia from modern day hip-hop artists and other musicians as well. The museum is open to visitors, and regularly hosts events. The museum is also set to build a 40,000 sq. ft park adjacent to the museum. Unlike King Solomon Baptist Church, there is no need for the building’s redevelopment, instead, it can immediately be capitalized upon by NW Goldberg cares in order to promote neighborhood revitalization and economic growth. As well as contribute to creating a sense of place within NW Goldberg.



Figure 23: The Motown Museum. Located on West Grand Blvd. Source: Google, 2019.

Chapter 6: Challenges & Opportunities

Chapter six focuses on both the challenges and opportunities facing NW Goldberg, as well as current policy initiatives from the City of Detroit. The City has focused on dividing Detroit into sections or “clusters” based on geographic location in order to create policy initiatives that address pressing issues. NW Goldberg is surrounded by neighborhoods that do not entirely reflect the conditions found in NW Goldberg. The neighborhood being grouped with dissimilar neighborhoods has posed a challenge for the City of Detroit when creating a plan to address NW Goldberg’s specific needs.

In order for the authors of this report to have an accurate understanding of the neighborhood’s internal functioning as well as the wants and needs of residents, a community meeting was hosted to gather insight. The community meeting was conducted as a feedback and visioning session; residents shared what they liked about living in NW Goldberg as well as what they hope to see changes in the coming years. The results were reflective of much of the current policy the City of Detroit has designed for NW Goldberg and surrounding areas.

These include creating outdoor/ green space, attracting businesses and commercial activity and revitalizing dilapidated structures.

While the community engagement brought forward many of the positive assets of NW Goldberg, the neighborhood still faces many challenges. These include economic issues, declines in population and dilapidation of many structures in the neighborhood. While most of these have already been noted and community members are actively working to provide solutions, securing funding for these projects is also a significant challenge. If combined with comprehensive policy and input from stakeholders, NW Goldberg has the potential to improve the economic and social opportunities for the neighborhood, its businesses and residents.

Existing Plans and Policies

As the most populous city in the state of Michigan, Detroit has vast planning and policy resources compiled for all areas of the city. The Detroit Master Plan, most recently completed in 2018, contains the majority of the City's plans for NW Goldberg. In order to cover each section of the city in the plan, the City of Detroit Planning Department broke neighborhoods into "clusters" based on geographic location. NW Goldberg was placed into "cluster" six. While some mention of the neighborhood can be found in the document, a majority of what is outlined concerns the blight that exists within NW Goldberg, instead of proactive future plans to rehabilitate the neighborhood. In addition, the neighborhood is grouped together in a "neighborhood area" called "Rosa Parks" with other more prominent neighborhoods. This oversight of future plans and overshadowing by other neighborhoods poses a precarious situation for NW Goldberg as they seem to have been overlooked by the Master Plan. Specifically, the Master Plan addresses nine goals that are accompanied by policy priorities for cluster six. The first goal is to encourage code enforcement as a means of historic preservation; however, this goal only calls out the two historic districts of Atkinson and Boston Edison, rather than specific buildings from the National Register of Historic Places. The second goal relates more to the current needs of NW Goldberg and focuses on revitalizing dilapidated housing in the cluster. The second goal outlines two specific policies including: rehabilitating and creating new housing south of West Grand Blvd. (which falls within NW Goldberg) as well as the Virginia Park neighborhood. This policy is a step in the right direction, however, no detail on how this project would be funded or specific timeline is provided in the document. The third goal listed focuses on increasing residential density, specifically with a policy to encourage more mixed-use development along the West Grand Boulevard corridor. If this policy is successful it has the potential to create a measurable boost for the neighborhood's economy and could create a plethora of commercial services for current residents while attracting new ones as well. Goal four focuses on the conversion of obsolete industrial/ institutional spaces. NW Goldberg has several vacant parcels as well as many abandoned residential structures that are in need of rehabilitation. As a general trend, the neighborhood has seen many of its institutions remain steadfast in the neighborhood, a majority of which are churches. Similarly, there has never

been much industrial activity taking place in the neighborhood making this goal difficult to apply to NW Goldberg.

Furthermore, goal five focuses on commercial development in and around the cluster. One of the policies outlined under this goal encourages high-density mixed-use commercial development along West Grand Boulevard. This goal has the ability to impact the neighborhood and is very similar to goal three which focuses on encouraging high-density housing along West Grand Boulevard. Similarly, goal six focuses on strengthening existing commercial areas in the cluster. The plan specifically highlights Rosa Parks Blvd. which cuts down the center of NW Goldberg and has excellent potential to be a commercial corridor. Goal seven focuses on improving the aesthetic appearance of both existing residential and commercial areas. This appears to be aimed at NW Goldberg and other neighborhoods that have experienced blight. The policy objectives for this goal focus on revitalizing under-utilized land, however it does not provide specific areas of focus. Goal eight focuses on reducing tension between industry/industrial activities and residents of the cluster. This specifically relates to NW Goldberg as they are located next to the I-96 freeway, which can cause a significant noise issue principally with industrial truck routes along the freeway. A policy in this goal addresses this issue and suggests the City enforce specific truck routes that cause minimal disturbance to residents. Lastly goal nine promotes major thoroughfares of the Rosa Parks neighborhood area as attractive gateways to the City. The policy within this goal specifically calls out improvements in streetscaping, landscaping, and signage improvements along West Grand Boulevard, as West Grand Boulevard is a gateway to both the historic Virginia Park neighborhood, as well as a link to the New Center and Henry Ford Hospital areas. While these improvements would help revitalize the NW Goldberg neighborhood, no mention of the area's potential revival or importance portrays a sense of apathy.

In summary, while the Master Plan does lay out relevant suggestions, very few are pointed directly at NW Goldberg, and the neighborhood is not named throughout this section of the document, while other more affluent or historic neighborhoods appear by name several times with specific goals and policies. Similarly, the goals and policies that could extend themselves to NW Goldberg are given as suggestions with no backing. This section did not include potential

funding sources for these initiatives, nor did it provide a suggested timeline for these improvements. These shortcomings of the plan have ultimately led to very little change thus far in terms of City-led investment in the neighborhood. Similarly, no other official planning documents listed plans for NW Goldberg specifically, and all other recent planning documents found generally reflect the Master Plan not providing much specific guidance for how goals should be accomplished, and policies implemented.

On the other hand, while NW Goldberg is not directly mentioned in the Detroit Master Plan, much of what is discussed is applicable to the neighborhood. It is clear that NW Goldberg is a tight-knit community with residents who are invested in making their neighborhood better. This passion for community combined with the many excellent ideas for improvements residents have come up with leads to a neighborhood ripe with potential. NW Goldberg's prime location makes it an attractive candidate for outside investment, which could attract residents and commercial activity alike. Overall, the Master Plan focuses on creating commercial activity, increasing residential density and protecting historic structures in the area. NW Goldberg has needs that fit into all of these categories and stands to benefit greatly from the suggestions outlined.

Community Meeting

In order to understand the community's current needs and future vision for the NW Goldberg neighborhood, a community visioning meeting was held on Wednesday, February 5, 2020 from 6:00pm to 8:00pm at ArtBlock in Detroit, MI. Sixteen residents and stakeholders attended to voice their opinions and ideas about the neighborhood.

The aim of the community visioning meeting was to reimagine what a thriving, vibrant NW Goldberg neighborhood could look like and to better understand the steps it will take to get there. The visioning session served as a launching pad for the neighborhood in community engagement as it helped summarize existing conditions, gather community input, and identify overarching goals for the neighborhood. All of which helped inform data gathering, analysis, and planning recommendations for this report.

As participants entered the engagement space, they were asked to participate in a quick opening activity. Each participant filled out two sticky notes, with one word to describe how they see the neighborhood now on the first and one word describing how they would like to see it in the future on the other. Participants then placed their sticky notes on the wall under the labels, now and future.

During the initial presentation a practicum team member quickly coded participants' answers by grouping them together in order to discuss the participants' initial thoughts from the "Now and Future" exercise, before entering the facilitated group exercise. They reported that generally participants see the neighborhood as underdeveloped and underserved, but that it holds great potential. For the future, participants would like to see a welcoming and vibrant neighborhood with a dense and sustainable built environment.

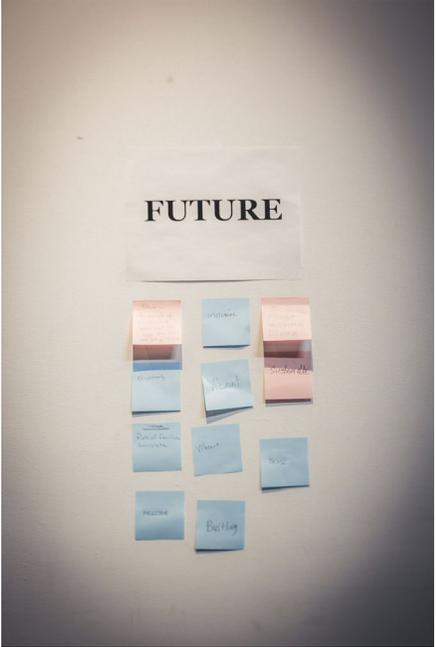
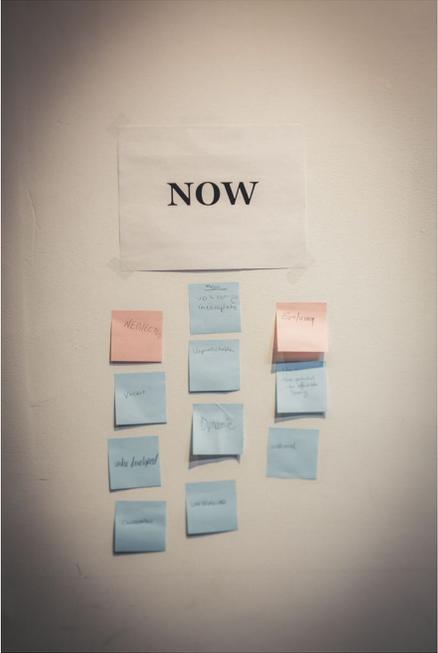


Figure 25 and 26: Community Comments on How They View NW Goldberg Now and Their Hopes for the Future of NW Goldberg. Source: NW Goldberg

Then participants were directed to begin the larger community visioning exercise.



Figure 27: Residents answer questions 1-3. Source: NW Goldberg

The exercise consisted of three questions:

Question #1: What are the strengths of the NW Goldberg neighborhood?

Question #2: What are the current issues facing the NW Goldberg neighborhood?

Question #3: What would you like to see in the NW Goldberg neighborhood 5-10 years from now?

Question 1 was chosen to understand what the community viewed as positive attributes within the neighborhood, providing a baseline for what is working for the community currently.

Question 2 was chosen to understand the current challenges facing the neighborhood, providing insight into what issues are a priority for residents and stakeholders. Lastly, Question 3 was chosen to learn what the community wanted to see in NW Goldberg's future.

Starting with the first question, everyone was instructed to write down their thoughts silently. Once everyone had completed writing, the facilitators at each table brought everyone together for discussion with each participant in the table voicing their opinions one at a time. Once discussion at all tables concluded, a practicum team member asked each table to report out a recap of the first question answers from each group. After every group reported out, the process repeated for questions 2 and 3.



Figure 28: Residents Discuss Their Answers to Questions 1-3 in Small Groups. Source: NW Goldberg

Results

At the end of the community visioning meeting the feedback sheets filled out by participants were collected, summarized, and coded into subjects of priority.

For Question 1, participants indicated that the physical location of the NW Goldberg neighborhood was its greatest strength. The NW Goldberg neighborhood is close to multiple freeways, as well as close to downtown without the hassle of living downtown. The location makes for a welcoming area for families to settle, who want to have room for their family to play and grow while being close to working downtown and the amenities the city has to offer. Another great strength, that was apparent throughout the room, was that neighbors within NW Goldberg are friendly, welcoming, and are looking for ways to connect to each other. As a predominantly African American community with proud heritage, the community rallied around African American history and culture as an important asset. Lastly, Henry Ford Health System and other anchor institutions within the neighborhood (like Motown) were considered to be positive attributes for attracting and retaining residents and visitors.

A. What are the strengths of the NW Goldberg neighborhood?	Count
Location (freeways, close to downtown)	8
Community engagement	6
History & Culture	5
HFHS	4
Nearby anchor institutions	4

Table 20: The Most Recurring Answers to Question 1.

For Question 2, participant’s focused mostly on challenges facing their neighborhood around housing, safety, and lack of resources and amenities. Blight and abandonment have been pervasive throughout the City of Detroit, and the NW Goldberg neighborhood is no different. Despite the amount of blighted homes torn down, there are still many blighted and abandoned homes within NW Goldberg. Blight and abandoned properties are likely to result in higher crime rates than areas where demolitions of blighted properties have occurred (Larson et al., 2018). There is also an understanding from community members that they need access to greater resources in order to address these issues. Lastly, for the vacant properties in the neighborhood community members would like to ideally see in-fill development of housing and local businesses. However, as residents would like to see more families with children join the neighborhood, an active reuse of vacant land into parks for children to safely play is also a high priority.

A. What are the current issues facing the NW Goldberg neighborhood?	Count
Blight & Abandonment	8
Crime	6
Lack of resources	5
Vacant properties	5
Need more parks	4

Table 21: The Most Recurring Answers to Question 2.

For Question 3, participants envisioned a dense and vibrant neighborhood, similar to the “future” exercise at the beginning of the meeting. Density in their future neighborhood included local businesses in commercial corridors providing local services needed, such as coffee shops, bakeries, retail shops, bars, and grocery stores. A variety of housing types

(apartments, condos, single-family, and mixed-use) would be available for a variety of income levels (affordable housing available for both low- and higher-income brackets). The single-family homes that are currently in disrepair would all be rehabilitated, as more families moved back into the neighborhood. These families would come to stay for the new parks with amenities the neighborhood could offer their families. Overall, the NW Goldberg residents pictured a place of economic and residential vitality due to community investment and engagement.

A. What would you like to see in the NW Goldberg neighborhood 5-10 years from now?	Count
Businesses in commercial corridors (coffee shop, bakery, retail, bars, etc.)	10
More families (bring kids & mixed-income)	5
Housing (apartments, condos, single-family, affordable)	4
Rehabed single-family homes	4
Parks with amenities	3

Table 22: The Most Recurring Answers to Question 3.

Challenges Facing Northwest Goldberg

While it is clear that NW Goldberg has a rich history and many amenities surrounding the neighborhood, it has faced significant challenges. NW Goldberg is a small neighborhood of about 1,800 residents located in the heart of Detroit. In recent years, Northwest Goldberg has seen declines in both population and economic activity while surrounding neighborhoods have experienced upwards trends in both.

Detroit as a whole has faced several major setbacks in recent years. The 2008 recession hit the auto and manufacturing industries heavily and catapulted the city into significant financial trouble. The City’s population, which had already been declining for decades began notably rapid decline in a few short years, and millions were lost in tax revenue each year. This population drop caused very pronounced effects in already depressed areas of the city. In 2013, the City filed for chapter nine bankruptcy, because there simply was not enough tax revenue to sustain all the necessary services. Many local businesses were closed, and the City’s economy staggered significantly. Similarly, NW Goldberg has faced significant issues with property abandonment. Many lots in the neighborhood are currently vacant or contain dilapidated

housing structures and NW Goldberg faces specific challenges related to lack of food access, insufficient senior/elderly resources and underserved parks and recreation. While these are not the only challenges facing NW Goldberg, they are the challenges that have the greatest impact on current residents.

NW Goldberg has done an excellent job of identifying key issues and highlighting what is missing in the neighborhood. However, the neighborhood also faces challenges in securing the funds to make necessary improvements. Organizations such as NW Goldberg Cares have done incredible work to bring change to the neighborhood without significant financial assistance from the City. Securing more funding is necessary to spur many necessary and well-thought out improvements and help restore NW Goldberg to a bustling neighborhood.

With an average age of 40.6 years old, and on average being 10% older than Detroit residents, taking care of elder needs within NW Goldberg is a legitimate challenge. The lack of available services within the neighborhood means that elders often have to travel beyond the neighborhood to meet their basic needs. Compounded by limited access to vehicles within the neighborhood, limited access to public transportation, and generally low incomes, NW Goldberg residents are significantly disadvantaged. Additionally, the lack of available grocery stores and food options within the neighborhood may mean that elders are not able to meet their nutritional requirements, further disadvantaging them, and likely having a negative impact on their health as well. Finally, a lack of sidewalks and limited number of parks means that elderly residents may not be able to meet their recreational needs and negatively impacting their health. Elders within NW Goldberg stand to gain significant benefits from: better access to public transportation, greater food access, and more opportunities to enjoy and utilize public space.

Historic preservation is another challenge faced by NW Goldberg. Of the three historic places identified in this report, two are either already functional (Motown Museum) or have development strategies/plans in place (Lee Plaza). However, perhaps the most important landmark (King Solomon Baptist Church) has no such plan. Although recent funding has provided for a new roof, the structure is still in need of major renovations.

Opportunities for Northwest Goldberg

NW Goldberg also has several assets that can provide opportunities for future development and change. As previously discussed throughout this report, NW Goldberg has a prime location near downtown Detroit. Location is a large determinant of economic potential and can be used as a point of attraction for both future residents and businesses. Being located along W. Grand Blvd. provides an opportunity for a retail corridor that could attract customers from across the city and region. Bringing retail or mixed-use development to this boulevard could also spur other investment in NW Goldberg.

Similarly, NW Goldberg has a large amount of open space in the neighborhood. While discussed as a challenge above, it can also be seen as a significant opportunity to transform its open spaces and vacant lots into public greenspace areas, parks and recreation centers for residents to enjoy. Transforming these unused spaces while creating public spaces for residents to gather and children to play, would address blight, health and social challenges faced by the neighborhood. Having a greater number of maintained greenspaces and parks also has the potential to attract more residents to the neighborhood, principally families with children. Potential funding for projects such as these is located in the “recommendations” section of this report.

Furthermore, the currently unoccupied lots in NW Goldberg have the potential to be developed into housing units for residents. With the neighborhood’s proximity to jobs and a flourishing arts & culture scene in downtown Detroit, adding new housing is a significant opportunity for attracting growth.

Chapter 7: Recommendations

This chapter is dedicated to making recommendations in consideration of the challenges and opportunities present in the NW Goldberg neighborhood. Based upon the preliminary data collected in the socio-economic profile, the feedback from NW Goldberg residents, and additional survey and inventory data, seven goals on seven essential topics were created to provide the initial framework for a future neighborhood plan.

1. Vacant Lot Reuse: Encourage placemaking and adaptive reuse of vacant lots
2. Housing: Ensure safe, affordable, high-quality housing for all current and future residents
3. Economic Development: Target geographic areas for business investment and growth to promote economic vitality
4. Parks and Recreation: Increase outdoor recreation opportunities and the accessibility of parks and natural habitats
5. Food Access: Increase access to healthy, nutritious food
6. Elderly Care: Increase accessibility for seniors and awareness of public healthcare programs
7. Historic Preservation: Maintaining the integrity and the preservation of historic sites

Each goal is accompanied by specific action strategies recommended to help NW Goldberg Cares achieve these goals, some of which are accompanied by details on potential partners or funding sources. These recommendations are intended to be a living document to track progress and can be modified as future action strategies are identified.

1. Vacant Lot Reuse: Encourage placemaking and adaptive reuse of vacant lots

While unmaintained vacant lots can attract crime and have a negative effect on the health of residents, maintained and repurposed vacant lots can bring new life to an empty area (Garvin et al., 2012). Repurposing vacant lots for temporary uses encourages creative enterprises,

allows local, home-grown, businesses to try something new at minimal cost while controlling risk and maintains parcels until the market demand promotes a more permanent use. Each recommendation in this section seeks to address the significant number of vacant lots in NW Goldberg through the use of placemaking and social connectivity.

Action Strategy: Repurpose vacant properties, through phased approach, to encourage temporary uses, and create engaging public spaces

- This may include community gardens, dog parks, etc.
- Continue creating crowdfunding initiatives on the Patronicity platform and seeking matching funds from Michigan Economic Development Corporation’s Public Spaces Community Places program.
- Continue to apply for Detroit Future City grants in repurposing vacant lots and utilize the DFC Vacant Lot Guide for low-cost vacant lot repurposing ideas.
- Contact the Michigan Municipal League regarding their [PlacePOP Program](#).

Action Strategy: Explore year-round programming and events to activate public spaces

- Partner with CultureSource, or similar organizations, to create an art ice installation competition.
 - **Case Study: Downtown Grand Rapids** Inc. Grand Rapids, MI: In the City of Grand Rapids, Downtown Grand Rapids Inc (DGRI), which acts as the city’s downtown development authority, created an annual ice-themed event that shows off winter placemaking at its best. Over 50 ice sculptures are spread throughout downtown, providing visitors the chance to either walk on a self-guided tour of winter art, or to sign up for an ice sculpture walking tours offered by DGRI. An event like this brings visitors from all over the metro area and provides the surrounding businesses with the opportunity to benefit from their tourism.



Figure 29: Valent-ICE Festival in Grand Rapids, MI | Source: Downtown Grand Rapids Inc.

- Partner with the Boys & Girls Clubs of Southeastern Michigan to explore a snowman building competition.
- Collaborate with Detroit Parks and Recreation and local partners to explore programming for seniors, which could include tai chi classes, yoga classes, dancing and crafts.
- Attract younger generations by partnering with the Detroit Economic Growth Corporation and the City of Detroit to explore an outdoor film series on publicly-owned open space.

Action Strategy: Promote spaces with public art and other locally unique art installations

- Engage local schools and artists, specifically working with Detroit Public Schools and College of Creative Studies, to contribute their artistic talents and organize a Placemaking event to showcase their work.
- Apply for the Michigan Economic Development Corporation’s Michigan Council for Art and Cultural Affairs Grant.

2. Housing: Ensure safe, affordable, high-quality housing for all current and future residents

As a legacy city where population has been on the decline, Detroit faces many challenges when it comes to housing. The majority of the housing stock in the neighborhood was constructed in 1939 or earlier. Therefore, understanding the physical condition of housing infrastructure is critical to knowing how to best help residents with the rehabilitation of their home and any unforeseen health impacts, such as lead paint or asbestos. Each recommendation in this section seeks to address a housing challenge facing NW Goldberg, and recommendations they can use to assist current and future residents maintain affordable quality housing.

Action Strategy: Develop a housing stock inventory

- Conduct a housing condition survey
- As mentioned in the Housing Chapter, a housing condition survey is a tool to help assess and analyze the current condition of the NW Goldberg neighborhood's housing. Specifically, a housing condition survey can identify the level of deterioration in the housing stock. Ultimately, a housing condition survey can also help inform a community housing needs assessment for the NW Goldberg neighborhood which will help decision makers prioritize structural improvement and housing rehabilitation programs.

Action Strategy: Provide education around and encourage residents to utilize the 0% Interest Home Repair Loan Program from the City of Detroit.

- The [0% Interest Home Repair Loan Program](#) was launched in April 2015 by the City of Detroit. The program offers 10-year, interest-free loans which can range from \$5,000 to \$25,000. These loans are provided to assist Detroit homeowners to invest in and repair their homes. A concern that arose in the community meeting was the difficulty in finding financing for the rehabilitation of older housing stock in the neighborhood. This program provides the opportunity to attain rehabilitation loans at an affordable rate while promoting public health and safety, increasing property values and aiding residents in obtaining and maintaining homeowner's insurance.

Action Strategy: Lobby for a Truth in Sale of Housing (TISH) ordinance

- A Truth in Sale of Housing (TISH) ordinance requires a disclosure report that provides a visual overview of the building to be given to prospective buyers. Transparency when housing conditions are questionable will help inform buyers on the condition of the home before the sale.

Action Strategy: Encourage new housing developers or those seeking to preserve affordable housing units to apply for the City of Detroit's Affordable Housing Leverage Fund.

- The City of [Detroit's Affordable Housing Leverage Fund](#) is made up of \$250 million from federal, state, and corporate/philanthropic funds to preserve and produce affordable housing in Detroit (LISC Detroit, 2020). As the traditional housing market would not be able to incentivize developers to include affordable housing into their plans, an Affordable Housing Leverage Fund was created to increase the capital available to invest in affordable housing (LISC Detroit, 2020).

Action Strategy: Encourage residents to apply for the "Pay As You Stay" (PAYS) program and the Homeowners Property Tax Assistance Program (HPTAP)

- The "[Pay As You Stay](#)" program can reduce delinquent property taxes that homeowners owe if they qualify for poverty exemptions. The Homeowners Property Tax Assistance Program offers homeowners the opportunity to be exempt from their current year taxes if household income or other circumstances qualify them. Each of these programs offers relief for overtaxed Detroit homeowners.

Action Strategy: Connect with allied organizations to learn noteworthy practices and how to potentially implement similar programs in NW Goldberg.

- Learning from noteworthy practices that have succeeded in similar neighborhoods often provides realistic examples of what can be achieved, and fosters hope and encouragement to the neighborhood organization and residents alike.

- **Case Study: Cass Community Social Services**, Detroit, MI: Communities of color have historically been restricted from various levels of homeownership through racial and economic zoning and redlining, contributing to the racial wealth and homeownership gap still present today (Rothstein, 2017; Gyourko et al., 1999; Boehm & Schlottmann, 2004). As the majority of residents in NW Goldberg are African American, low-income renters, a critical case study to combat the racial homeownership disparity would be Cass Community Social Services Tiny Home Village in Detroit, MI, which provides an affordable rent-to-own model of affordable housing. Each tiny home (250-400 sq. ft.) will have its own lot (30 x 100 ft.) and will sit on a foundation with a front or back porch for additional living space (CCSS, 2019). All residents will qualify as low-income and after renting for seven years will have the opportunity to own the home and property.



Figure 30: Tiny Home Built by Cass Community Social Services. | Source: Detroit Curbed.

3. Economic Development: Target geographic areas for business investment and growth to promote economic vitality

Economic development is a critical piece to the revitalization of any community. Spurring growth is a keyway to attract investment into the neighborhood and allow for more activity. Creating events and attractions unique to the neighborhood allows for branding and creating a sense of place that may help to attract investment. Similarly, working to attract specific business and retailers that best suit the neighborhood and play on its current strengths will ensure the best results for the business and the neighborhood. Lastly, working as a liaison between businesses and local and statewide economic stimulus groups will also help to ensure that businesses have the resources they need to thrive in NW Goldberg.

Action Strategy: Attract small business with a diverse range of services and products including fresh and prepared foods.

- Strategize small business development with the Detroit Economic Growth Corporation.
- Advocate for flexible zoning to advance the neighborhood’s vision for diverse development by partnering with the City of Detroit to create low cost retail spaces on vacant land.
- Lobby for policies to support pop-up shops (temporary retail spaces) close to current retail establishments. This could include food trucks or other temporary structures.
 - **Case Study: Retail Chalets at the Western Market, Muskegon, MI:** Initially launched in 2017, 12 chalets were created on an empty lot in Muskegon to invite small businesses the opportunity to test the downtown Muskegon retail market. Chalets offer small businesses the chance to decide if their business has the potential to be successful without a large capital investment. The chalets now make up what is called Western Market and are open from Late May to Early September for half the days of the week, with requirements to be open for certain dates and a seasonal rental fee for use (City of Muskegon, 2019). A wide variety Since 2017, the chalets have grown to 17 with some of the original tenants opening brick and mortar shops downtown as well.



Figure 31: Retail Chalets at the Western Market in Muskegon, MI | Source: Western Market.

Action Strategy: Provide diverse and attractive destinations to contribute to economic growth.

- Consider launching a summer outdoor music or similar event series that highlights local artists.
 - Work with Detroit Regional Chamber of Commerce Public Relations & Marketing Advisory Committee.
- Incorporate historical elements and educational displays in public areas.
 - Collaborate with Detroit Historical Museum, Motown Museum to develop educational signage on the area’s history.
 - Apply for funding through mini-grants or Community Development Block Grants.

4. Parks and Recreation: Increase outdoor recreation opportunities and the accessibility of parks and natural habitats

During the community meeting participants repeatedly stressed that an increase in useable green space and recreation was desired in NW Goldberg. Creating more parks can significantly increase foot-traffic throughout the neighborhood and attract new businesses and residents. Including sustainable elements with greenspace, such as pollinator gardens and fruit producing trees also encourages residents to interact positively with their surroundings. State and local

agencies as well as universities can provide a plethora of resources for development of parks and the addition of sustainable resources within such projects.

Action Strategy: Collaborate with Detroit Parks & Recreation to build a multi-generational playground with workout stations focusing on youth and elderly’s use.

- Apply for matching funds for a playground from [GameTime](#) or [KaBoom](#) Playground Grants.
 - **Case Study: La Madera Park, Tucson, AZ:** In 2014, Humana and KaBoom partnered with the City of Tucson as a part of a nationwide initiative to build 50 multi-generational playgrounds to promote active spaces for all ages. The funders partnered with the Tucson community to customize the design of the playground through a “design day” with both children and adults. Based on the feedback KaBoom designed three different playground which were then voted on by the community via social media. As a way to rally the community around the new structures, volunteers were recruited from the community to build the playground and exercise equipment from the ground up in one day.



Figure 32: La Madera Park. Tucson, AZ. | Source: Google.

- Apply for the National Park Service Land and Water Conservation Fund Outdoor Recreation Legacy Partnership (ORLP) Grant.
- Apply for a Michigan Department of Natural Resources Trust Fund grant for park development.

Action Strategy: Implement green infrastructure techniques such as rain gardens, bioswales, permeable paving, edible parks (blackberry/elderberry bushes, apple/pear/pawpaw trees), and pollinator gardens to promote sustainability and educational programming on sustainable practices for residents.

- Implement green infrastructure based on the [National Parks and Recreation Association Resource Guide for Planning, Designing, and Implementing Green Infrastructure in Parks](#).
- Create a green walking trail that connects the green infrastructure to encourage safe walks for neighborhood seniors and youth.

Action Strategy: Plant flowers, native plants, trees and other small shrubs that enhance the outer appearance of homes, businesses and public spaces.

- Apply for the [Michigan Arbor Day Alliance Tree Planting Grant](#), the [DNR – DTE Energy Foundation Tree Planting Grants](#) or the [ReLeaf Michigan](#) program to fund tree planting.
- Establish an easily accessible, secure area where seniors can participate in small lot, community gardening projects during summer months.

Action Strategy: Install bike amenities such as repair stations and racks along bike routes and key nodes of community activity

- Apply for [League of Michigan Bicyclists](#) micro-grants or the Transportation Alternatives Program (TAP) grants for funding.

5. Food Access: Increase access to healthy, nutritious food

Improving access to fresh and healthy food should be a primary objective for the NW Goldberg neighborhood, as stores that are most accessible to neighborhood residents are either just outside of this boundary or sell inadequate food. In addition, the economic retail analysis suggested that the greatest economic retail demand in the neighborhood was for a grocery store. Thus, high consideration should be made to creating equitable access to healthy, local produce and food products within the NW Goldberg neighborhood. Additional case studies on food access and urban farming organizations can be found in Appendix D.

Action Strategy: Reestablish the historic Crockett’s Corner Grocery Store as a year-round farmer’s market at a central location in the neighborhood to provide local produce and jobs for residents and revenue for local producers.

- Encourage local entrepreneurs who may be interested in starting this venture to apply for financing with the [Michigan Good Food Fund](#).
- This location could also be used as a hub for local producers, as well as a convenient location for NW Goldberg residents to purchase fresh local produce and learn about their local food system.
 - **Case Study: Argus Farm Stop**, Ann Arbor, MI: Founded in 2014 to respond to the need and desire for local produce in their community, Argus Farm Stop acts as a year-round farmer’s market. This store front provides farms and producers a place to advertise themselves and sell their products. Each product is owned and priced by the farmer that produced it, allowing them to make a 75% profit off everything they sell. This system allows farmers to build revenue and increases local economic growth and stability for the community. Each producer is generally within 50 miles of Argus, raising the bar for what it means to be local. This not only helps farmers, but also residents who desire to eat healthy and typically would not have access to the quality produce without this market.



Figure 33: Inside Argus Farm Stop Ann Arbor | Source: [Doug Coombe](#).

Action Strategy: Use available lots and open space to create edible community gardens.

- Collaborate with other community organizations, urban farms, urban growers, and producers to establish a food network for residents to access.
- Apply to the Keep Growing Detroit [Garden Resource Program](#) to receive resources for community vegetable gardens, including seeds and Detroit grown transplants.
- Partner with the Detroit Riverfront Conservancy, Sierra Club Great Lakes, and MI Rain Barrel to host a community rain barrel workshop, where rain barrels can be used to collect water for garden plots not near a water source.
- Consider expanding networking efforts to include organizations embedded in Detroit’s food security movement, such as the [Detroit Black Community Food Security Network](#) and [Earthworks Urban Farm](#).
- Partner with [Oakland Avenue Urban Farm](#) and learn about the steps they took to expand their city lot to 7 acres of growing space.

Action Strategy: Use available space, indoors or outdoors, to establish a weekly farm stand.

- Partner with local organizations, such as [Fresh Corner Café](#), to establish a farm stand or fresh market pop-up in the NW Goldberg neighborhood.
- Visit farm stands hosted by organizations like Detroit Black Community Food Security Network, Earthwork's, Oakland Avenue, or Wayne State University to learn how to equitably establish a farm stand.
- Become a SNAP and WIC authorized retailer by acquiring a license through the Food and Nutrition Service (FNS) to accept EBT SNAP benefits. The [Farmers Market Coalition](#) provides a resource guide for establishments going through the process.
- Use a central community location outdoors, during the warm months (near the neighborhood farm would provide residents with a full circle educational experience). Use community spaces indoors, like the ArtBlock, during colder months to provide extra space for engagement and community building.

Action Strategy: Partner with faith-based organizations, like Central Detroit Christian Community Development Corporation, to raise funds and awareness and eventually develop projects for the benefit of the entire community.

- **Case Study: Peaches & Greens**, Detroit MI: Peaches & Greens is a produce market, that opened in 2008, located in the Virginia Park neighborhood of Detroit. Primarily serving the residents of Central Woodward, and the surrounding neighborhoods including Boston-Edison, New Center, and Midtown. Peaches & Greens is not only able to serve their customers from their store front, but they also have the unique addition of a Produce Mobile Truck. The truck is essentially an ice cream truck for produce providing food for personal deliveries, event catering, and produce sales along a designated route. They are known for “providing community residents the opportunity to have a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance”. Like the Oakland Avenue Urban Farm, they are members of the Central Detroit Christian Community Development Corporation (CDC). They have the shared mission of striving to instill hope, faith, and values through

education, employment, and economic development. At the end of the day they seek to foster a restored community that residents can take pride in and call home.



Figure 34: Outside Peaches & Greens Produce Market | Source: Peaches & Greens.

6. Elderly Care: Increase accessibility for seniors and awareness of public healthcare programs

Addressing the needs of the neighborhood's existing population, specifically the elderly population, is a critical priority for NW Goldberg. NW Goldberg residents are on average 10% older than the rest of the City of Detroit, moreover, populations across the country are aging at an increasing rate. Improving the health and quality of life for seniors may also positively impact current residents and may even attract additional residents to the neighborhood. Many of the recommendations and action strategies previously mentioned are focused on intergenerational activities and some specifically target the neighborhood's senior citizens, such as dedicated safe walking trails and small lot community gardening areas. In addition, we recommend that NW Goldberg Cares focus on creating a more walkable neighborhood, as walkable neighborhoods allow senior citizens to maintain an active lifestyle, engage more with their community and neighbors, as well as lead an overall healthier lifestyle (Scharlach and Lehning, 2014). Different methods of transportation should also be encouraged for when one

ages and loses access to transportation options, people often report a significant decrease in their quality of life, which can result in increased health issues and sense of isolation (Ruggiero, 2012). Lastly, focus should be placed on engaging senior residents at community meetings and promoting awareness among them about available social programs.

Action Strategy: Create a more walkable neighborhood by removing tripping hazards from neighborhood sidewalks.

- Assemble a volunteer task force in warmer months to pull overgrown grass and weeds that pose as tripping hazards to seniors.
- Gather a volunteer task force in winter months to assist in shoveling/snowplowing sidewalks in front of vacant property, or the homes of people who are not able to physically clear their sidewalks themselves.
- Some of the sidewalks within the neighborhood are uneven, NW Goldberg Cares could help mitigate this issue by either grinding down uneven sidewalks or using epoxy/concrete to even them out.
- [Report](#) any sidewalk that has been uplifted by the roots of a City tree to be fixed.



Figure 35: Sidewalk at Antoinette St. & Wabash St. | Source: Google.

Action Strategy: Encourage elderly mobility by incorporating seating into park design, bus stops, or other public spaces.

- Incorporate adequate seating into parks already owned by NW Goldberg Cares, and make them as comfortable as realistically possible.
- Lobby the Detroit Parks & Recreation Department to add adequate seating within parks already in the neighborhood.
- As NW Goldberg finishes its Rest& Ride stop, ensure that there is adequate seating, and consider posting placards indicating that seniors are entitled to seats before able-bodied persons.

Action Strategy: Support demand and response public transportation and consider creating a free or reduced cost senior shuttle service.

- Consider forming a volunteer team of residents that can, within their own schedules, shuttle senior citizens to and from appointments, grocery stores, banks, or any essential service.
- Discuss the possibility of subsidizing the cost of volunteer drivers by providing reimbursement for gasoline, potentially through partnerships with the Detroit Area Agency on Aging agency or the Detroit Department of Transportation.
- Lobby the Detroit Department of Transportation to include seniors in the [MetroLift](#) Paratransit demand response bus services.
- Encourage seniors to use the [myride2](#) website to connect with transportation providers in their area.

Action Strategy: Consider increasing awareness of the senior-focused social programs.

- Encourage senior residents to visit [BenefitsCheckUp.org](#), a website asking short questions about the seniors age, housing status, employment, and finances in order to determine if they are eligible to receive benefits. If they are, the site takes them to the next step in claiming those benefits.
- Contact veterans living in the neighborhood to reach out to the Veterans Administration to ensure they are receiving the maximum benefits earned due to their service.

- Ensure that eligible residents are taking advantage of the Affordable Care Act, Michigan Medicaid, and the Michigan Department of Health and Human Services healthcare opportunities.
- Inform senior residents of the numerous programs the Detroit’s Area Agency on Aging (1-b) offers including: Meals on Wheels, In-Home Care, assistance with transportation, opportunities for community dining, senior activities taking place at the local senior center, and assistance to LGB seniors through a partnership with SAGE Metro Detroit.
- Notify residents that Detroit Catholic and the Senior Alliance of Detroit offer small social program for those suffering with dementia with health and wellness classes that include fitness classes, an arthritis exercise program, nutritional assistance, and tai chi programs, respectively.
- Confirm residents know that Wayne county offers an emergency food assistance program for seniors.



Figure 36: Various Local Agencies That May Assist Seniors. | Source: The Senior Alliance, MDHHS, Sage Metro Detroit, Meals on Wheels, USVA, Detroit Area Agency on Aging.

Action Strategy: Consider the following methods to increase awareness of local social programs.

- Encourage the abundant churches within NW Goldberg to spread awareness of social programs among seniors. NW Goldberg Cares could coordinate with area ministers/pastors/church heads and help them communicate with their respective congregations.
- Print and distribute informational flyers or pamphlets to seniors in the area, utilizing volunteers where possible.
- NW Goldberg Cares should create an easily navigable list of available services, with embedded links, for seniors on their website.
- Post signs in one of the four new NW Goldberg Cares community message boards around the neighborhood that direct seniors to their website or phone number, where they can then access a list of available services.
- Recruit volunteers to go door to door and personally talk to area seniors about their needs, and how they can find assistance.
- Consider hosting a community meeting specifically for area seniors, gathering their thoughts and using the opportunity to better understand their needs while also informing them of available services.

Action Strategy: Organize a network of neighborhood seniors who are willing to assist each other, as well as provide support and companionship.

- Explore ways to connect neighborhood seniors with each other and share resources, such as a community senior pantry or tool shed.
- Consider establishing a weekly call list, where seniors call one another to “checkup” on how they’re doing, as well as provide healthy interactions.
- Encourage more able bodied seniors to help others with household chores or help deliver groceries.

7. Historic Preservation: Engage in activities or partnerships that highlight and potentially revitalize historic structures

NW Goldberg is not only a historic neighborhood; it has several historic places. King Solomon Baptist Church (KSBC), Lee Plaza, and Motown Museum are all rich with history. In fact, King Solomon Baptist Church and Lee Plaza are listed on the national register of historic places, and the Motown Museum is a Michigan Historical Marker. However, both King Solomon Baptist Church and Lee Plaza have fallen into a state of disrepair. Lee Plaza was recently acquired by a real estate development firm and is set to begin renovations in 2021. We recommend that NW Goldberg Cares work with the developers to ensure a successful regeneration while also focusing on the surrounding area. King Solomon Baptist Church benefits from its rich history, and a community and/or crowdsourced endeavor to restore it may be successful. Other historic churches, such as Bethel Baptist Church, have also been successful in doing so. Lastly, Motown Museum, birthplace of Motown Sound, already benefits the neighborhood significantly, and is open to and attracting visitors five days a week. We recommend that NW Goldberg Cares explore a partnership with the museum to highlight the neighborhood's historic past.

Historic King Solomon Baptist Church

Action Strategy: Explore Crowdsourcing funding for restoration.

- Create a crowdfunding and general fundraising campaign in partnership with King Solomon Baptist Church to collect enough funds to fully restore the church.
 - **Case Study: Bethel Baptist Church**, Collegeville, AL: Bethel Baptist Church in Alabama is another historic church which was heavily involved in the civil rights movement. The church itself was firebombed twice in the 1960's and suffered extensive damage. The congregation purchased an adjoining lot and built a new auditorium on it. In 2008, efforts to restore the original structure began. The church itself set a goal of \$2 million and sought funding through multiple sources. The United States Congress provided \$215,000 from the Save America's Treasures Foundation, which required a matching donation from the church. Local city council members collectively contributed an additional \$100,000. The church

then created the Bethel Baptist Church Historic Community Restoration Fund, and launched a “buy a brick” campaign, which was able to raise small donations from people worldwide. The city of Birmingham contributed an additional \$1 million. The church has since been restored and has even begun work on additional projects including a memorial garden and playground (Times, 2017).



Figure 37: Bethel Baptist Church fully restored | Source: Birmingham Civil Rights Institute.

Action Strategy: Explore forming a collective partnership with existing neighborhood religious institutions to create a plan to revitalize KSBC.

- Encourage NW Goldberg churches to work together to have a significant impact on planning the future of King Solomon Baptist Church and perhaps restoring it to its former glory.
- Reach out to respective ministers/heads of church to ask to use their congregations as a source of funding, recruit volunteers, or to spread the word of the church restoration.
- Inspire respective congregations to kickstart a crowdfunding effort and spread the word on their own social media pages among friends and family about efforts to restore King Solomon Baptist Church.

Action Strategy: Restore King Solomon Baptist Church; ultimately turning it into a civil rights museum through partnerships with national civil rights institutions.

- Apply to grants or reach out for assistance from larger civil rights institutions such as: National Parks Service, The Southern Poverty Law Center, National Urban League, National Association for the Advancement of Colored People, the Human Rights Campaign and Congress for Racial Equality.
 - **Case Study: West Hunter Street Baptist Church**, Atlanta, GA: Similar to King Solomon Baptist Church, the West Hunter Street Baptist Church in Atlanta had fallen into a state of significant disrepair. The church’s owners went on a crusade to raise awareness of the church’s historical value, hoping to garner a spot on the national register of historic places (on which KSBC is already listed). They also applied for three grants from the National Parks Service, eventually receiving two, which totaled \$900,000. The church is now fully restored and hosting services. Their ultimate goal moving forward is to have the church become a national park, noting “There are so few civil rights national parks across this country.” Additionally, the church’s owner has collected a significant number of civil rights artifacts, and they one day hope to turn the church into a civil rights museum (Sturdivant, 2019).



Figure 38: Current state of Hunter Street Baptist Church | Source: West Hunter Street Baptist Church.

Lee Plaza

Action Strategy: Explore a cooperative partnership with Roxbury Group and Ethos Development Partners.

- Reach out to developers to learn about potential designs and provide any pertinent information about the neighborhood.
- Coordinate efforts to revitalize the surrounding area benefiting not only the new tenants of Lee Plaza but the neighborhood as a whole.

Action Strategy: Host a community meeting aimed at learning what current residents would like to see in the area around Lee Plaza.

- Provide community feedback to help build a better development plan for the surrounding area and tower itself, which Roxbury Group and Ethos Development Partners may be interested in.

Action Strategy: Campaign to bring businesses to W. Grand Blvd. and Ferry Park Ave.

- Lobby for Roxbury Group and Ethos Development Partners to include a small grocery store within the building, accessible to the public. A market demand of over \$500,000 within the neighborhood for grocery stores makes this proposal plausible.

Motown Museum

Action Strategy: Explore a collaborative partnership with Motown Museum to increase the scope of future projects.

- Reach out to the museum's owners and discuss if they would like to be involved in the organization's future efforts.
- Partner with the museum to host or sponsor events that seek to raise awareness or funding for other redevelopment projects within the neighborhood.

Action Strategy: Use the neighborhoods connection with Motown Museum and soul music to create a sense of place.

- Capitalize on Motown’s historic and cultural significance to draw in visitors, and potential residents and investors to NW Goldberg.
- Coordinate with Motown Museum to launch an awareness campaign that seeks to educate people about the Motown and the neighborhood’s rich and important history.

Special Note:

The action strategies for historic preservation are loftier than other sections due to the scope of the projects; they will likely require a coordinated effort between NW Goldberg Cares, The City of Detroit, and other community organizations.

Conclusion

NW Goldberg is a neighborhood with a history of both struggle and perseverance. A neighborhood full of dedicated and hardworking residents who deserve a healthy, prosperous, and comfortable place to live. Though the data collected in this report showcases difficult challenges the NW Goldberg neighborhood must face, it should not be taken to mean solutions cannot be achieved. Especially when one considers the dedication of organizations like NW Goldberg Cares, their volunteers, and the spirit of the neighborhood's residents. Actions taken by NW Goldberg Cares such as the creation of Holland Maze and community gardens, as well as hosting community meetings *do* have a significant impact on the community. It is an absolute imperative that they continue and expand their mission to fulfill the needs of residents.

The data collected in this report shows that NW Goldberg neighborhood does not offer the essential services residents need, has low income population, and a large percentage of vacant land. When examined pragmatically, NW Goldberg Cares cannot immediately provide solutions to all the challenges presented. However, they can take small and incremental steps towards creating lasting change, as well as help fulfill some of the needs of residents in the interim. The majority of our recommendations are simple actions, many of which can be achieved with a limited budget but may still have a powerful impact on the community. Additionally, some of the methods for data collection shown in this report (such as the parcel inventory and housing condition survey) may be expanded upon by NW Goldberg Cares to paint an even more detailed portrait of the neighborhood.

In closing, the authors of this report would like to wholeheartedly thank NW Goldberg Cares and the neighborhood residents for inviting us into their community and providing us the opportunity to study it further. Creating this report has sharpened our skills as planning professionals, and we are genuinely and profoundly grateful.

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