Eastern Market District
Detroit, Michigan

ULI Advisory Services Panel
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Acknowledgements

The Honorable Kwame Kilpatrick, Mayor of the City of Detroit
Walt Watkins, Chief Development Officer, City of Detroit
Joseph Kuspa, EMAC Chairman
Kimberly Hill, Executive Director, EMAC
Kate Beebe, President, Greater Downtown Partnership
Jim Sutherland, Project Manager, EM District
Eric Larson and the ULI District Council
Mary Fowlie and the Standard Federal Bank
Anika Goss-Foster, Program Director, Detroit LISC
Miguel Garcia and the Ford Foundation
David Egner and the Hudson-Webber Foundation
About ULI

Mission: To provide responsible leadership in the use of land to enhance the total environment.
ULI Panelists

Leigh M. Ferguson, Chair, Sloss Real Estate, Birmingham, AL
Charles J. Berling, Berling Equities, Morrison, CO
Ray Forgianni, City of Kenosha, WI
Oscar L. Harris, Turner Associates, Atlanta, GA
ULI Panelists

William G. Lashbrook, PNC Real Estate Finance, Pittsburgh, PA
Sian Llewellyn, EDAW, Inc., San Francisco, CA
Suzanne C. Oldham, Consultant, Denver, CO
Edward Shriver, Strada Architecture, LLC, Pittsburgh, PA
Dave Slater, Consultant, Reston, VA
The Process

- Briefing Book
- On-Site Briefing
- Site Tour
- Interviews
- Written report
- Presentation
The Assignment

Main Goals:

Identify best mix of development opportunities for the Eastern Market District.

Identify needed improvements for existing assets.

Recommend new or expanded uses for vacant land.
What We Learned

- Eastern Market is a special place.
- Everyone has affection for the place.
- EM is the food center for SE Michigan.
- EM is the “Kitchen” for the region.
Vision of Eastern Market

- People coming together.
- Job opportunities and training.
- Economic development focused on existing businesses.
- Business/Education partners.
- Land assembly and disposition.
- Housing for all.
- Expectation of success.
Elements of the Report and Today’s Presentation

- Market Potential
- Planning and Design
- Development Strategies
- Implementation
- Conclusions
- Q + A
Assets

- Cultural features
- Emerging consensus
- New vision
- Achieve curb appeal
- Vacant land resources
- Return to productive uses
Assets

- Growing region
- CBD and university/hospital jobs
- Within 3 miles -- retail expenditure potential $593M
- Market’s sales potential increase with improvements
**Assets**

- Excellent highway access
- Pedestrian access improvements
- 75% customers from within 16 miles
- Not super market dependent
- Many new visitor attractions nearby
- Strong customer base
Assets

- Within 3 Miles – 32,000 Person Labor Force
- Foundation Support
- Government Support
Market Overview

- Growing multi-family empty nester housing trend
- Office market overhang providing space for jobs
- Selected neighborhood retail growth
Market Potential

Suzanne Oldham
Cool Things are Cooking to the “Kitchen”

- Systems for Success – Curb Appeal
- Marketing Plan – Sell It
- Service Existing Customers
Spin-Off Development Uses

- Expand Wholesale Operations
- Expand Retail Operations
- Expand Shed Vendors
- Expand Product Mix
Offer Variety

- Food-related Education
- Food-related Job Training
- ‘Household Market’
- Teach the Children
Entertainment Venues

Daytime
- Families
- Tailgating
- Ethnic Festivals
- Arts and Crafts Fairs

Nighttime
- Live Music
- Outdoor Movies
- Bars and Clubs
Market Projections

- Double the Market Days
- Increase Warehouse Space by 50%
  Over 10 Years
- Operate Sheds 6 – 7 Days/Week
Land Use Plan

Sian Lewellyn
4 District Areas

- Shed Square Area
- Mixed-Use Area
- Warehouse/Processing Mixed-Use Area
- Residential Area
LAND USE PLAN

- SHED SQUARE AREA
- MIXED USE AREA
- WAREHOUSE/PROCESSING BUSINESS PARK
- RESIDENTIAL AREA
Urban Design

- Scale
- Materials
- Historic Facades
- Lighting
- Signage/Wayfinding
- Flags
Linkages
I-385 Plaza Section
Vertical Icon
Development Strategies

Chuck Berling
A Single Governing Entity

- Representatives
- Action Plan
- Budget
- Annual Independent Audit
Eastern Market Action Plan

- Consolidation of Existing Plans
- Diversity of Constituents and Stakeholders
- Create Codes, Covenants and Restrictions
- Land Disposition
- Streamline Approval/Permitting Process
Use Areas

- Shed Square Area
- Mixed-Use Area
- Warehousing/Processing Business Park Area
- Residential Area
LAND USE PLAN

REI

- SHED SQUARE AREA
- MIXED USE AREA
- WAREHOUSE/PROCESSING BUSINESS PARK
- RESIDENTIAL AREA
Shed Square Improvement Program

- Leverage public investment
- Accelerate and facilitate improvements and renovations
- Use financial tools – grants, low-interest loans, etc.
- Main Street-like program
- Increased property values
Ed Shriver
Management Group

- Shed management
- Control reselling of produce
- Increased participation by regional farmers
- Marketing
- Enforce existing market rules
- Single point of contact to coordinate development programs
Management Group (cont’d.)

- Manage Shed Square improvement program
- Customer friendly parking program
- Maintain adequate security
- Enforce standard of cleanliness and health
Education and Training

- Entrepreneurial Center
- Culinary Institute
- Mentoring Program
- MSU Extension Program
Increase Market as Venue for Events

- Cook-offs
- Ethnic food festivals
- Holiday programs
- Sports related festivities
Accessible to Potential Customers

- Shuttle bus to downtown
- County redevelopment of Gratiot corridor and mass transit initiative
- Use development sites as overflow parking
- Convenient direct links
Proposed BID District

- Security
- Housekeeping
- Parking
- Signage
- Transportation services
Successful BIDs

- 16th Street Mall in Denver, CO
- Hollywood Boulevard and Sunset Boulevard Revitalization Program in Hollywood, CA
- Pittsburgh Downtown BID
- Bryant Park, New York, NY
- Times Square, NYC
Implementation

Ray Forgianni
I Love Markets
Shed Management

1. Sanitation
2. Changing Mix to Farmers
3. Market Rules Enforcement
Shed Improvements

- Marketplace
  - St. Lawrence Market
Warehouse/Processing Business Park Area

- Warehouse/Processing/
- Retail/Housing
- Special Zoning District
Shed Square Area

- Retail/Wholesale/Housing
- Special Zoning District
Halo Effect
Bill Lashbrook
Critical Steps

- City willing to consider third party day-to-day management for Eastern Market Sheds.
- Proposed consolidation of two key redevelopment entities (GDP + Detroit Downtown, Inc.) into a single entity.
- Acknowledgement by both that broader long-term goals require larger focus.
Now is the Time for Action:
Create an overall Eastern Market Entity

- Receive control of all city-owned/controlled land within the Eastern Market District.
- Sole authority to pursue and execute transactions.
Create the Eastern Market Management Group which reports to the Entity.

- Wholesale and food processing marketing effort.
- Increasing vendors for market sheds.
Eastern Market Entity

- Form new Eastern Market Retail Association.
- Form Wholesale and Processors Association.
- These two associations will provide input to the Eastern market Management Group.
The Entity

Create an Eastern Market BID.
The Entity

- Membership composition determined by the city, the advisory parties, and existing redevelopment groups.
- The funding sources needed are already earmarked.
- Authority needs to be vested in the Eastern Market initiative.
- $15.6M direct investment into market sheds = increased property taxes of $2.1M in 2006, rising to $9.9M by 2010.
Act Now

Each day these initiatives are not begun delays these benefits to the city, its residents, and those who work and shop in Eastern Market.
Conclusion
Q + A