



This document reflects nearly two years of strategic planning undertaken by the Southwest Detroit Development Collaborative. Prepared by Hamilton Anderson Associates, it was edited and sent to print by Urban Neighborhood Initiatives in October 2010.

For more information on how you can support  
the Woodmere/Springdale Neighborhood Improvement Strategy,  
or to order a copy of this document, contact:

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## project introduction [1]

- acknowledgements
- executive summary

## competitive advantages [2]

- overview
- history
- geography: regional, local, and Southwest Detroit
- demographics

## information gathering [3]

- overview
- community meetings
- community input

## 5 indicators of a healthy neighborhood [4]

- why is this important?
- neighborhood analysis
- neighborhood improvement strategies overview

## the 5 neighborhood improvement strategies [5]

- improving access to quality education
- increasing family income and wealth
- stimulating economic activity
- fostering safe, livable, and healthy neighborhoods
- developing the physical environment

## conceptual figures [6]

## table of projects [7]

[1] project introduction  
acknowledgements  
executive summary

## acknowledgements

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Southwest Detroit Business Association (SDBA)  
Southwest Detroit Environmental Vision (SDEV)  
Southwest Housing Solutions  
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## executive summary

Southwest Detroit is alive and full of hope! While the City of Detroit has long symbolized deindustrialization and urban decline, sections of the city including Southwest nevertheless boast visible signs of rebirth, from rebounding populations and local business sectors to improved public perception as safe and sustainable communities within the region.

With a national spotlight currently on Detroit's hardships, the City's leadership has begun an ambitious planning effort called the Detroit Works Project. This project seeks to tackle tough problems while also lighting a path toward Detroit as a place of safe, healthy, and prosperous neighborhoods.

Although much of Southwest Detroit shares a wave of redevelopment with Eastern Market, Downtown, Midtown, and other areas of the city, challenges remain. Southwest Detroit's own leaders and citizens have therefore begun to create local visions for more vibrant, walkable urban neighborhoods of choice. It is these visions that have been brought together to offer this Woodmere/Springdale Neighborhood Improvement Strategy as a guide for grassroots redevelopment, ultimately contributing greatly to the City-wide endeavor of revitalization.

This report focuses on a handful of neighborhoods at the heart of Southwest Detroit. Collectively known as Springwells Village and home to 22,000 residents, this area lies within a belt of expressways, railroads, and large green spaces. These boundaries surround a compact area and contribute to the small-village functionality of the neighborhoods within them. To the south is Fort Street; to the north is Dix Road and a 300-acre rail yard; to the west, historic Woodmere Cemetery and Patton Park. The eastern boundary is Livernois Avenue, a main north-south thoroughfare.

Most specifically, this plan focuses on two Springwells Village neighborhoods: Woodmere and Springdale. Woodmere extends east of Woodmere Cemetery to Lawndale Avenue, north of Fort Street and south of West Vernor Highway. Springdale extends immediately east of Woodmere to Springwells Avenue. Both neighborhoods grew between the 1990 and 2000 censuses and have attracted \$47,000,000 in physical investments since 2000.

This document describes the process and resulting neighborhood plan for Woodmere and Springdale, as well as human development strategies for Springwells Village as a whole. It provides context not only



Murals in this publication, such as this one near Elsmere and Homer Streets, were created in the Springdale and Woodmere neighborhoods by teens working with the Community Arts Program of College for Creative Studies under a summer employment project of Urban Neighborhood Initiatives. Funder: The Skillman Foundation.

geographically, but also in terms of physical assets (dense, historic, pedestrian-scale neighborhoods; commercial districts; a regional park; and converging multimodal transportation networks) and human assets (diverse entrepreneurial populations continuing to grow through immigration). It outlines community concerns and recent successes in economic redevelopment, green space enhancement, new housing, and cultural and social programs created by Southwest's many committed partner agencies.

The Strategy was conceived under the direction of the Springwells Village Development Collaborative (SVDC) and facilitated by Urban Neighborhood Initiatives (UNI) under a global initiative championed by the Southwest Detroit Development Collaborative (SDDC).

With the support of the Local Initiatives Support Corporation, the Woodmere/Springdale planning process set out to define projects that focus on developing the community in five areas:

- Improving Access to Quality Education
- Increasing Family Income and Wealth
- Stimulating Economic Activity
- Fostering Safe, Livable, and Healthy Neighborhoods
- Developing the Physical Environment

The project began with a community input session from which five task forces were convened to address community concerns and explore solutions for each of the five categories.

In addition to proposals for physical development, the Strategy identifies potential resources for ongoing funding and suggests partnerships for programmatic development. Finally, the Strategy includes methods for ongoing discussion and input from the community, and results in a clear, straightforward task list for implementation.

Southwest Detroit's physical, contextual, and human advantages have garnered it significant planning attention. This Strategy prioritizes current planning recommendations for two of the six neighborhoods that comprise Springwells Village, an area of countless assets and great opportunity. It makes new planning and design recommendations where necessary, and identifies immediately implementable action items. With this Strategy as a living framework for action, local residents, businesses, and community partner agencies are ready to roll up their sleeves and implement these strategies locally in order to contribute to the larger vision of a rebuilt and revitalized Detroit.

## [2] competitive advantages

overview

history

geography: regional, local, and Southwest Detroit

demographics



## overview/history

Detroit grew on the back of manufacturing. A dense railroad network, particularly in Southwest Detroit, created a region of surprising economic diversity prior to the meteoric rise of the automobile industry that made Detroit famous. At its peak in 1950, Detroit had brought the world affordable automobiles, supplied weapons and machinery for two world wars, and gained a population of nearly 2 million people.

The city was a booming mixture of raw material and people. The Ford Rouge plant, completed in 1928, was a major economic force in Southwest Detroit. Nearly 100,000 workers were employed in this location, including immigrants from over 50 countries as well as white and black migrants from the American south.

Despite such rapid growth, ethnic, racial, and class enclaves grew in relative isolation, contributing to major riots in both 1943 and 1967. At the same time, Detroiters found ways to bridge differences through the arts, particularly music from early 20th century jazz to Motown and techno.

Still, the steady decline of the auto industry paralleled Detroit's decline. Auto production within Detroit peaked in 1955 and has floundered ever since. As the unemployment of lifelong auto workers increased along with racial divisions, more than half of Detroit's urban population has been lost. Detroit is now known more as an example of post-industrial urban decimation than as a prosperous, blue collar metropolis.

Remarkably, Southwest Detroit has resisted many of the problems plaguing other parts of the City. Southwest continues to attract new residents and foster the entrepreneurial spirit that has long driven its strong local economy. Southwest Detroit's existing foundations of commercial activity, strong ethnic and cultural diversity, and residential density can lead the way to revitalization and neighborhood success.

## overview/history

Springwells Village is a vibrant community within Southwest Detroit bordered on three sides by Interstate 75 and a rail viaduct to the south and southeast; historic Woodmere cemetery to the west; and Patton Park and a 300 acre rail yard to the north. These boundaries buffer the area from many of the social stresses found throughout the City of Detroit. Surrounding a compact area, these boundaries contribute to the small-village functionality of Springwells Village.

This area is further divided into six neighborhoods: Patton, Woodmere, Springdale, Phoenix, Clemente, and Fisher. Physical development planning in this document is focused in the Woodmere and Springdale neighborhoods.

Springwells Street connects the neighborhood to I-75. Commercial activity is concentrated along Springwells, Lawndale, and Vernor Highway. Historically, the shipping and automotive industries settled in and near the area which resulted in a parallel working-class and blue-collar residential influx, a character of the neighborhood that remains today. Many current residents are in the construction and service industries and work all over the metropolitan region. More recently, young professionals have also begun to settle in the area because of the availability of low-cost housing and their appreciation of cultural diversity.

Green space is an important component of a successful neighborhood. Springwells Village has experienced revitalization of parkland within its borders. Springdale Green park, developed by Urban Neighborhood Initiatives (UNI), is located in the neighborhood's center and is heavily used by residents. The added renovation of Weiss Playlot and Lafayette Playlot not only provided much-needed playground space but also helped to clean up troublesome areas and enhance community pride.

Extensive social and demographic data for the neighborhood is available through the 2000 Census and 2009/2014 projections. The following information is a snap shot of the critical information.

Photo at right: Children of all ages enjoy the tire swing at the Springdale Green community park created by Urban Neighborhood Initiatives at Longworth and Mullane streets in the Springdale neighborhood with the assistance of the Community Parks program of Wayne County.





[2]

competitive advantages





The population of this area was 21,551 in the 1990 census and grew by 5.89% from 1990 to 2000 for a new total of 22,821. However, the population then declined to an estimated 22,209 in 2009 and is expected to decline slightly more by 2014 to 21,822. This seems to be a response to general economic conditions, not to an internal decline of this area of the city.

Thus, this community is correctly known as one of the most vibrant communities in Southwest Detroit in terms of the strength of its population base. Springwells Village functions in many respects as a small town. It has its own “downtown” and, with population concentrated in slightly more than one square mile, it is a highly walkable community. As mentioned above, the community is divided into six named neighborhoods, two of which, the Woodmere and Springdale neighborhoods, have 3,412 and 4,446 residents respectively for a total of 7,858.

The number of households has steadily decreased even during the period of increase in total population. This has occurred because the number of houses that are viable in this community has decreased through decay and fire. However, family size has grown far above city averages. The average household size for Springwells Village is 3.35 compared to 2.81 for the rest of the city.

72% of the population is Hispanic, of mostly Mexican descent. The white population is small but active and a well established part of the neighborhood population. A small Arabic population lives on the northern edge of the neighborhoods, near Dearborn. Rigid segregation is not prevalent, leading to general socialization of racial groups. Because the area is largely Hispanic, 47.76% of the population is Spanish speaking.

The population is slightly more male than female reflecting the fact that many young men have come into the neighborhood for work from other countries

or other areas of this country. The ratio between never married males and never married females is 3,699 to 2,507, or 47% more unmarried men than unmarried women in the community. Only 15.4% of females have never been married compared to 22.05% of females in the rest of the city. The dominant household type in relation to households with children is married couples, making up 24.43% of the households with children in the community.

Education levels within the neighborhood are low when compared to city averages. Persons having a high school diploma or GED credential make up only 26.79% of the adult population here compared to 29.86% for the rest of city. 12.24% of the residents have some college with no degree compared to 23.6% of the rest of the city. This limited level of education in the community population is a major limitation on future economic development. Although difficult to quantify, this low level of education appears to be offset by the entrepreneurial nature of many residents.

86% of the estimated 2009 work force in Springwells Village are for-profit private workers:

- 30% in industrial production or transportation
- 22% in service
- 20% in construction, extraction, and maintenance
- 18% in sales and office

45.81% of households have one vehicle and an astonishing 37% of the population carools to work, a factor reflecting the communal ethos of the community. While many residents historically walked to work at nearby factories, approximately 44% of the population now spends from half an hour to an hour or more getting to work.

Many households within Springdale and Woodmere are low income. In 2009, 29.56% of the population



Photo above: The custom-built brick homes in the 9200 block of Mason Place in the Woodmere neighborhood are among the best in all of Southwest Detroit.

earned a household income of less than \$15,000; 15.4% earned \$15,000-\$24,999; and 13.28% earned \$25,000-\$34,999. While this puts 25.78% of all families below the poverty line, 29.53% of households earned \$35,000-\$74,999; 11.05% earned \$75,000-\$149,999; and significantly, 1.19% of all households earned \$150,000 or more. Though weighted toward low income households, these numbers expose the remarkable degree of income diversity within the community, a reality that needs to be built upon.

It should be kept in mind that the city as a whole includes substantial communities of the professional and business population, while the Springwells Village community is predominantly service or blue-collar.

The distribution of the population between owners and renters has 45.58% of the housing units occupied by owners and 54.42% occupied by renters. The average length of residence for an owner-occupied housing unit is nine years. The median estimated value of a home in 2009 was \$40,090 compared to \$70,615 for the city as a whole. Home ownership level in this community has hovered around 45-50%.

The homes are predominately single-family frame structures built before 1939, many dating back to as early as 1920 or 1910. Due to their age, a significant number of homes in Springwells Village are totally without insulation or are insulated only through multiple layers of shingles and siding. The bungalow style predominates but the American foursquare and two-story American Gothic are also present.

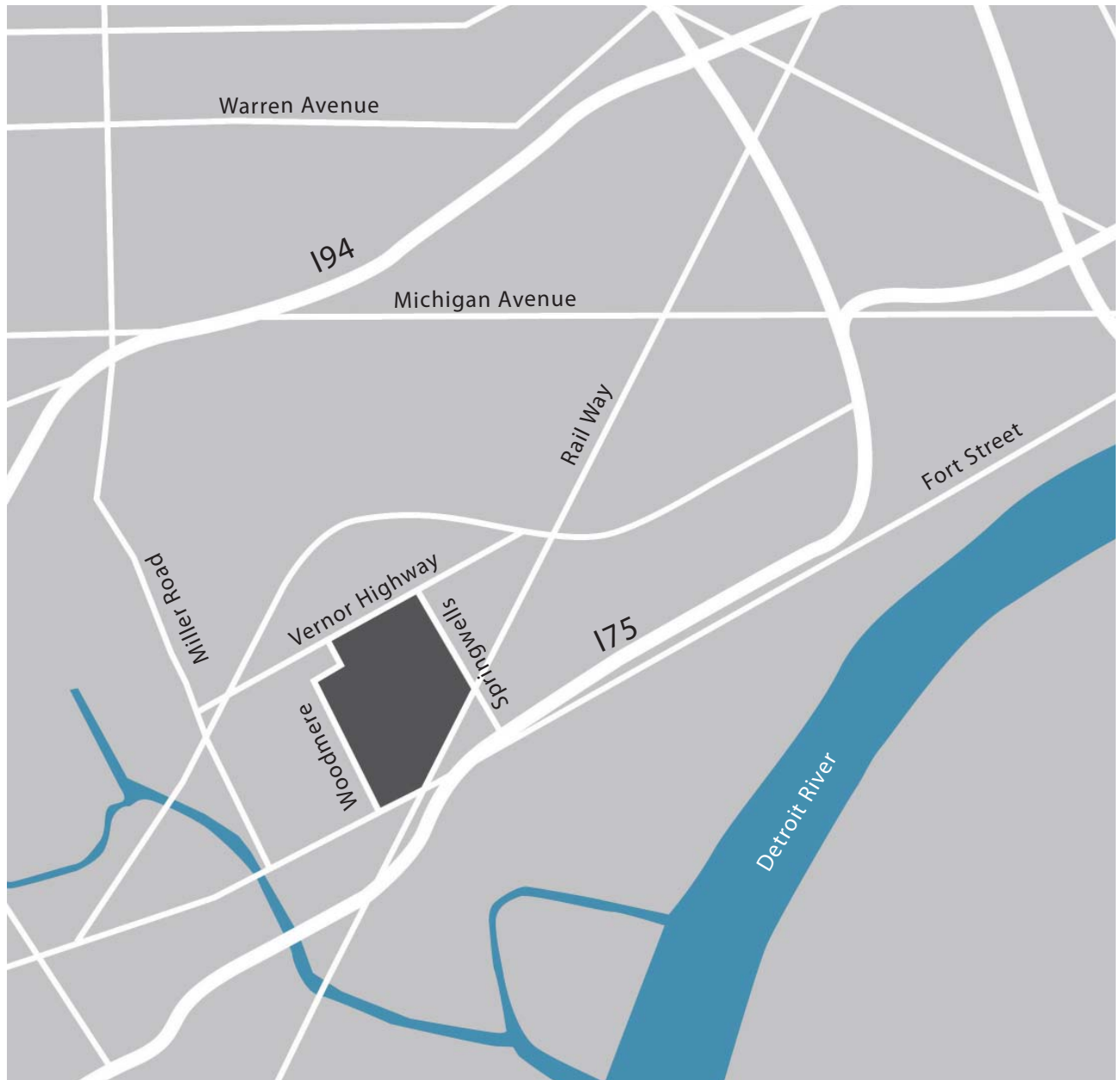
The community is very young. Children in the age range of 0 to 17 make up 31.23% of the population. The senior part of the population, ages 55 and above, is expected to increase to 16.28% by 2014.



Age Summary of Springwells Village and Woodmere and Springdale Neighborhoods								
	Springwells Village		Springdale		Woodmere		Springdale and Woodmere Combined	
	2009 Census Projections		2000 Census Data		2000 Census Data		2000 Census Data	
	#	%	#	%	#	%	#	%
Median age	29.76		26.4		26.8			
Population 0-4	2,212	9.96	366	10.7	490	11.1	856	10.94
Population 5-9	1,822	8.2	359	10.5	443	10	802	10.25
Population 10-14	1,896	8.54	280	8.2	359	8.1	639	8.17
Population ages 15-17	1,007	4.53	(15-19) 264	(15-19) 37.1	(15-19) 327	(15-19) 7.4	591	7.56
Projected 2014 population under age 18	6,560	30.06	-	-	-	-	-	
Population ages 18-34 years	6,011	27.07	(20-34) 966	(20-34) 28.3	(20-34) 1,257	(20-34) 28.5	1608	20.56
Population ages 35-54	6,032	27.16	787	23	1,008	22.9	1,795	22.95
Population ages 55-74	2,575	11.59	306	8.9	414	9.3	720	9.20
Population 75 and over	654	2.94	85	2.5	111	2.6	196	2.51

Data in this report are from Data Driven Detroit (2009 and 2014 Projections), and from the Wayne State University Center for Urban Studies (1990 and 2000 Census).

geography:  
regional, local, and Southwest Detroit



Woodmere & Springdale are located in the heart of Southwest Detroit.

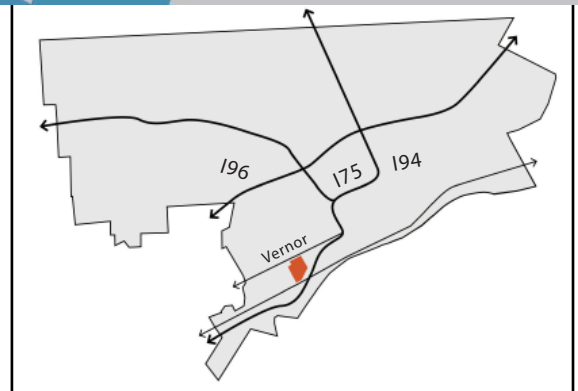


Photo at right: Three-on-three basketball pickup games are popular at Lafayette play lot, a City park rebuilt by UNI in the Springdale neighborhood.







## Neighborhood Improvements: Recent Investments

[2]

competitive advantages



The map above highlights the locations of major physical improvements that have occurred in the Woodmere/Springdale neighborhoods over the past ten years. These projects highlight the progress that has been made toward making the area a more safe, livable, and healthy environment. These improvements include: Detroit Public Library's Campbell Branch, Weiss Playlot, Bridging Communities Housing, Southwest Detroit Business Association's Oddfellows Hall, Southwest Housing Solutions apartment buildings, and UNI's All Saints Neighborhood Center & park. A list of recent investments keyed into the map is located on the next page.



Project	Estimated Investment	Sponsor
1. New facade & interior	\$100,000	Private Business & Southwest Detroit Business Association
2. CVS Store	\$750,000	Private Business
3. Detroit Public Library and residential building	\$6,160,000	Southwest Housing Solutions
4. Odd Fellows Hall	\$5,600,000	Southwest Detroit Business Association
5. Outstanding private home renovation	\$100,000	Southwest Housing Solutions
6. Outstanding private home renovation	\$100,000	Southwest Housing Solutions
7. Value Pak (Aunt Mid) produce processing*	\$5,000,000	Private Business
8. All Saints Neighborhood Center	\$750,000	Urban Neighborhood Initiatives
9. Springdale Green Community Park	\$350,000	Urban Neighborhood Initiatives and Wayne County Division of Parks and Recreation
10. Lafayette Playlot	\$175,000	Urban Neighborhood Initiatives
11. Weiss Playlot	\$385,000	Urban Neighborhood Initiatives
12. Sheila II Bakery	\$20,000	Private Business
13. Dana's Bakery	\$20,000	Private Business
14. La Terraza Restaurant	\$50,000	Private Business
15. Lawndale Station Office and residential building*	\$3,000,000	Southwest Housing Solutions
16. Pablo Davis Elder Living Center*	\$8,000,000	Bridging Communities Inc.
17. Patton Recreational Center*	\$10,000,000	City of Detroit
18. Murray's Auto Parts	\$750,000	Private Business
19. Renovated Apartments	\$3,000,000	Southwest Housing Solutions
20. Townhomes	\$450,000	Bridging Communities Inc.
21. Townhomes	\$1,000,000	Bridging Communities Inc.
22. Renovated apartments	\$1,000,000	Southwest Housing Solutions
Total	\$46,760,000	

\*Immediately adjacent to and impacting on Springdale and Woodmere Neighborhoods

geography:

regional, local, and Southwest Detroit

## Springdale/Woodmere Regional Context







## [3] information gathering

overview

community meetings

community input



## overview

A community is more than just a collection of buildings and streets. People living and working together for the betterment of a neighborhood create community. The Woodmere and Springdale neighborhoods have a very strong level of community involvement that helped result in the Woodmere/Springdale Neighborhood Improvement Strategy, a strategy that is focused on two areas of concern: human development through social programming and physical improvements through development work. Honest assessment of existing conditions and stakeholder input was critical before in depth planning could commence.

Four stakeholder meetings, Kick-Off, Visioning Workshop, Public Meeting, and Funders Coffee held over eight months were part of an inclusive process where stakeholders worked together to develop goals for the community's improvement. Public meetings were hosted within the target neighborhoods at St. Stephen Lutheran Church, All Saints Neighborhood Center, and the Odd Fellows Hall.

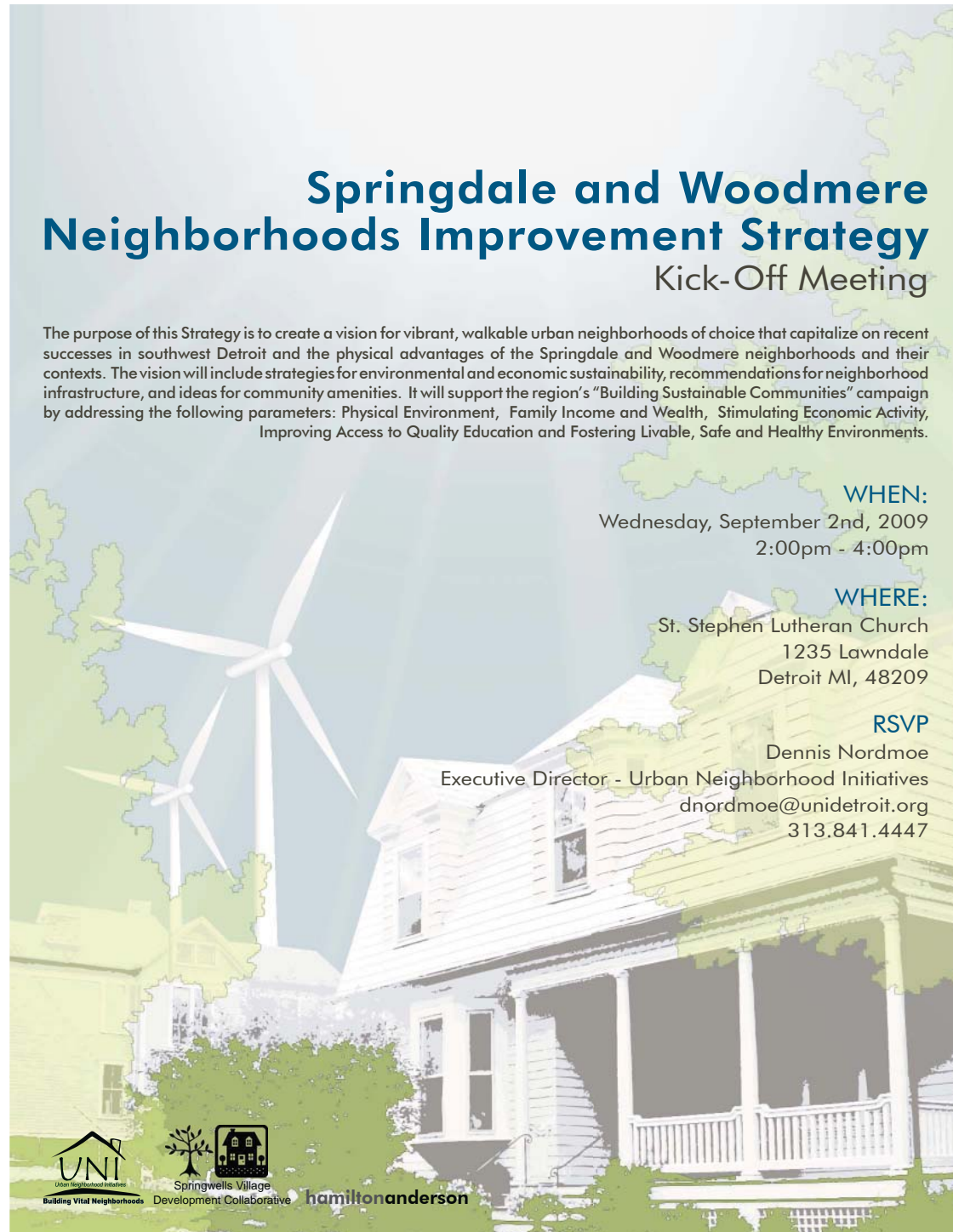
The project Kick-Off introduced the project team and the general project schedule outlined on September 2, 2009. A focus group of neighborhood leaders attended to get a better idea of their role in gathering information for community and social programs.

A Visioning Workshop, held on the 28th of September had one simple goal: gather information from residents and stakeholders. The process of physical planning began when this valuable information was obtained through the flexible, all day, open house format. This format allowed residents to attend at their convenience and Spanish language interpretation was made available to increase accessibility.

A Public Meeting was held on March 23, 2010 to present schematic ideas and garner impressions from stakeholders.

The Funders Coffee, held at Odd Fellows Hall, finalized the process on April 14, 2010. This event linked projects to potential funding sources.

## kick-off meeting



**Springdale and Woodmere  
Neighborhoods Improvement Strategy**  
Kick-Off Meeting

The purpose of this Strategy is to create a vision for vibrant, walkable urban neighborhoods of choice that capitalize on recent successes in southwest Detroit and the physical advantages of the Springdale and Woodmere neighborhoods and their contexts. The vision will include strategies for environmental and economic sustainability, recommendations for neighborhood infrastructure, and ideas for community amenities. It will support the region's "Building Sustainable Communities" campaign by addressing the following parameters: Physical Environment, Family Income and Wealth, Stimulating Economic Activity, Improving Access to Quality Education and Fostering Livable, Safe and Healthy Environments.

**WHEN:**  
Wednesday, September 2nd, 2009  
2:00pm - 4:00pm

**WHERE:**  
St. Stephen Lutheran Church  
1235 Lawndale  
Detroit MI, 48209

**RSVP**  
Dennis Nordmoe  
Executive Director - Urban Neighborhood Initiatives  
dnordmoe@unidetrot.org  
313.841.4447

Logos at the bottom: UNI (Urban Neighborhood Initiatives) Building Vital Neighborhoods, Springwells Village Development Collaborative, and hamiltonanderson.

A standard invitation format was created. This graphic was utilized throughout the project. The general goal of the meeting was to introduce the project and coordinate the Springwells Village Development Collaborative, community leaders, and consultants. Resident-led focus groups were organized to address the five areas of concern outlined by LISC. Results of these focus groups efforts are presented in the following chapters.

## Commercial Corridors



### How do other Communities Use their Commercial Corridors?

The Visioning Workshop, an all day event with a flexible forum allowed residents to attend for as long or as little as they were able. Youth from the neighborhood who spoke both English and Spanish volunteered their time as translators. Stations covering particular topics allowed attendees to focus their comments and concerns. Large base maps and examples of successful improvement projects catalyzed conversation. A large quantity of information was gathered. From start to finish roughly 100 residents attended the workshop.



## visioning workshop

IMPROVING ACCESS TO QUALITY  
EDUCATION

- ① BETTER TRANSPORTATION
- ② HIGGINS SCHOOL - \*ADULT ED. / COLLEGE COURSES THRU AREA COLLEGE / UNIVERSITY  
RESIDENTS LACK ~~THE~~ TRANSPORTATION. USM  
or Madonna  
Also - is UM  
interested in  
student  
housing
- ③ PARKING NEEDED @ SCHOOL - FOR PARENTS / FOR EVENTS
- ④ Reopen Higgins School
- ⑤ Use school for educ. in the arts (Comps too expensive)
- ⑥ Loose Dogs around Lafayette + Olivet
- ⑦ Gang activity
- ⑧ Abandoned homes
- ⑨ Need Security
- ⑩ Lights! Police don't come when called
- ⑪ 7. @ Spanish 7. English PUBLIC COMMUNICATION "HUB" a place for teens, adults & children to access the internet. (beyond the library)
- ⑫ Organize "spaces" for individuals to practice speaking another language (eg. 2 people meet & speak Spanish for 1/2 hr and English for 1/2 hr).
- ⑬ Continue to improve DPS
- ⑭ Create programs to stop intimidations in schools and of adults
- ⑮ Increase involvement of universities in neighborhoods through internships, class projects and volunteerism
- ⑯ Parenting classes
- ⑰ Require parental involvement at schools

Residents were encouraged to write their comments about particular subjects and to note whether the subject was a concern or an asset to the community. Above is an example of these comment sheets.



visioning workshop

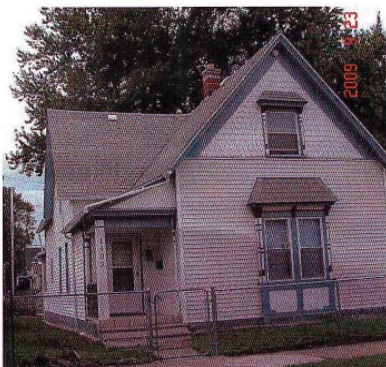
## 1000 New Street Trees

We will raise money with  
Greening of Detroit to  
plant trees



## Vacant Home Rehabilitation and Green Upgrade Resale Program

Bridging Communities will improve and sell  
vacant homes to new residents.



UNI presented many of the programs being proposed and supported in the area. With support from Greening of Detroit, community volunteers planted trees at UNI's Springdale Green community park at Longworth and Mullane streets.

### public meeting and funders coffee



While the Public Workshop created a tool box of potential physical improvements, the Public Meeting gave attendees the opportunity to react to planned improvements. Between 40 and 60 residents attended and were treated to food from local businesses. UNI also presented the major community and social programs on which the neighborhood is looking to focus and did so in both English and Spanish.



## funders coffee



## DEVELOPMENT OF THE PHYSICAL ENVIRONMENT

**ALLEY IMPROVEMENTS** - In a community where side drives do not generally exist and where garages are accessed via alleys, dirt alleys will be converted to paved "green alleys" that allow rain to permeate the soil directly rather than flowing into waterways via the sewer system, and paved alleys will be repaired. Lighting will be enhanced.

**BEARD PARK** - An expanded Beard Park would fill that need by providing ample space for youth, families, and sports leagues play on a very large open field.

**HEAD START PLAYGROUND AT ST. STEPHEN CHURCH** - Developing an educationally rich play space for the young children in Head Start and the neighborhood will also add to neighborhood appearance and make possible the expansion of Head Start.

**CAHALAN PLAZA AND INTERSECTION IMPROVEMENTS** - In the heart of the Springdale neighborhood, Cahalan Plaza was chosen to help reduce disinvestment in the area and support the newly developed Bridging Communities town homes across the street.

**COMMUNITY GARDENS** - Repurposing of land made available through proposed and past demolitions, as described above, as a part of apartment district renewal.

**APARTMENT DISTRICT DEMOLITIONS** - In the apartment district of Woodmere, demolition of three surplus and derelict apartment buildings will enhance neighborhood quality of life.

**HIGGINS SCHOOL REDEVELOPMENT** - This handsome but vacant building will be recreated as an intergenerational living and learning center featuring senior housing, adult education, youth activities, and possibly even a Community Court.

**INTERSECTION IMPROVEMENTS** - Use of curb bump out designs will improve pedestrian safety and contribute to a neighborhood sense of lawful conduct by slowing traffic at critical points such as the Lawndale and Chamberlain and the Longworth and Mullane intersections among others.

**LAWNDALE ST. UNDERPASS** - Improved lighting and appearance will contribute to safety and community appearance.

**ALL SAINT'S NEIGHBORHOOD CENTER IMPROVEMENTS** - As other recommended investments are made, the All Saints Neighborhood Center will be upgraded to make it even more useful for youth development activities.

**SPRINGWELLS PARKING** - Conversion of empty houses on Springwells to attractive business parking will stimulate business activity and enhance neighborhood property values as described above.

**STORE CONVERSION** - Purchase and redevelopment of a mixed use facility will play a critical role in the transformation of a strategically located, blight-radiating point in the neighborhood.

**STREET TREES** - We will launch a program to reestablish street trees on all streets.

**WOODMERE GREENWAY** - The extraordinary beauty of the Woodmere Cemetery adds value to the west edge of the neighborhood. Many people love to walk, run or bike along this vista on Woodmere St.; some even circle the half-square-mile park.



## WOODMERE NEIGHBORHOOD IMPROVEMENT

The Funders Coffee convened a group of specific stakeholders to discuss potential projects and connect those projects to sources of funding. Information presented at and gleaned from the Public Meeting was also presented.



## [4] five indicators of a healthy neighborhood

why is this important?

neighborhood analysis

neighborhood improvement strategies overview

## why is this important?

Neighborhood development initiatives are too often fragmented, resulting in disappointing outcomes. For example, where housing is addressed in one neighborhood, streets and alleys might be addressed in another, and employment for youth may be addressed in a third neighborhood. All too frequently, neighborhood residents experience a sense of failure rather than the exhilaration and confidence that can occur from multiple, simultaneous and focused investments taking place in one neighborhood.

Springwells Village Development Collaborative's philosophy is that vibrant, cohesive neighborhoods can be built when they:

- Improve Access to Quality Education
- Increase Family Income and Wealth
- Stimulate Economic Activity
- Foster Safe, Livable, and Healthy Neighborhoods
- Develop the Physical Environment

An agency can be a catalyst in relation to positive community change if it is both diverse and professional in its organizational structure and staffing. But no single agency has core competency in all areas. Springwells Village Development Collaborative acquires these needed competencies by being highly collaborative. In this way, the community can benefit from the joining together of organizations with a variety of expertise that nonetheless share a common philosophy of collaborative, synergistic, and comprehensive neighborhood development.

A companion strategy that draws on the nationally recognized best practice theory of change from the Harlem Children's Zone recognizes the need to reach "critical mass" in the participation of neighborhood programs. Under this strategy neighborhood interventions should be implemented in such a way that the level of saturation reaches an unshakable and irreversible tipping point in the neighborhood.

Saturation level intensity means that there will not be one park somewhere in the neighborhood, but a park within walking distance of every child; nor will sports programs be developed that only 3% of the children utilize, but rather youth and after-school programs will be developed targeting 65% of area children and teenagers. The neighborhood is the primary client; it is essential all people are served without regard to race, religion, or income and to a scale that will have neighborhood impact.

The success of the proposed five strategies will be supported by the following facts:

1. All development plans are focused within a 42 block neighborhood where several of the collaborative members have strong community relationships and existing projects.
2. UNI supports the overall vision and plan with collaborative facilitation.
3. All proposed projects are based on similar projects successfully completed by one or more of the collaborators.
4. The projects are mutually reinforcing and they are aligned with the Local Initiatives Support Corporation's (LISC) goals of building sustainable communities.

The goals of building sustainable communities along with LISC's description of these goals are outlined below:

1. **Develop, Preserve, and Invest in the Physical Environment**  
LISC's most important continuing responsibility is to provide capital investment for an increasingly diverse array of real estate development projects in low-income communities. An essential characteristic of this investment is the ability to attract other capital and forge new relationships, leveraging LISC's dollars and accelerating the pace

of physical change.

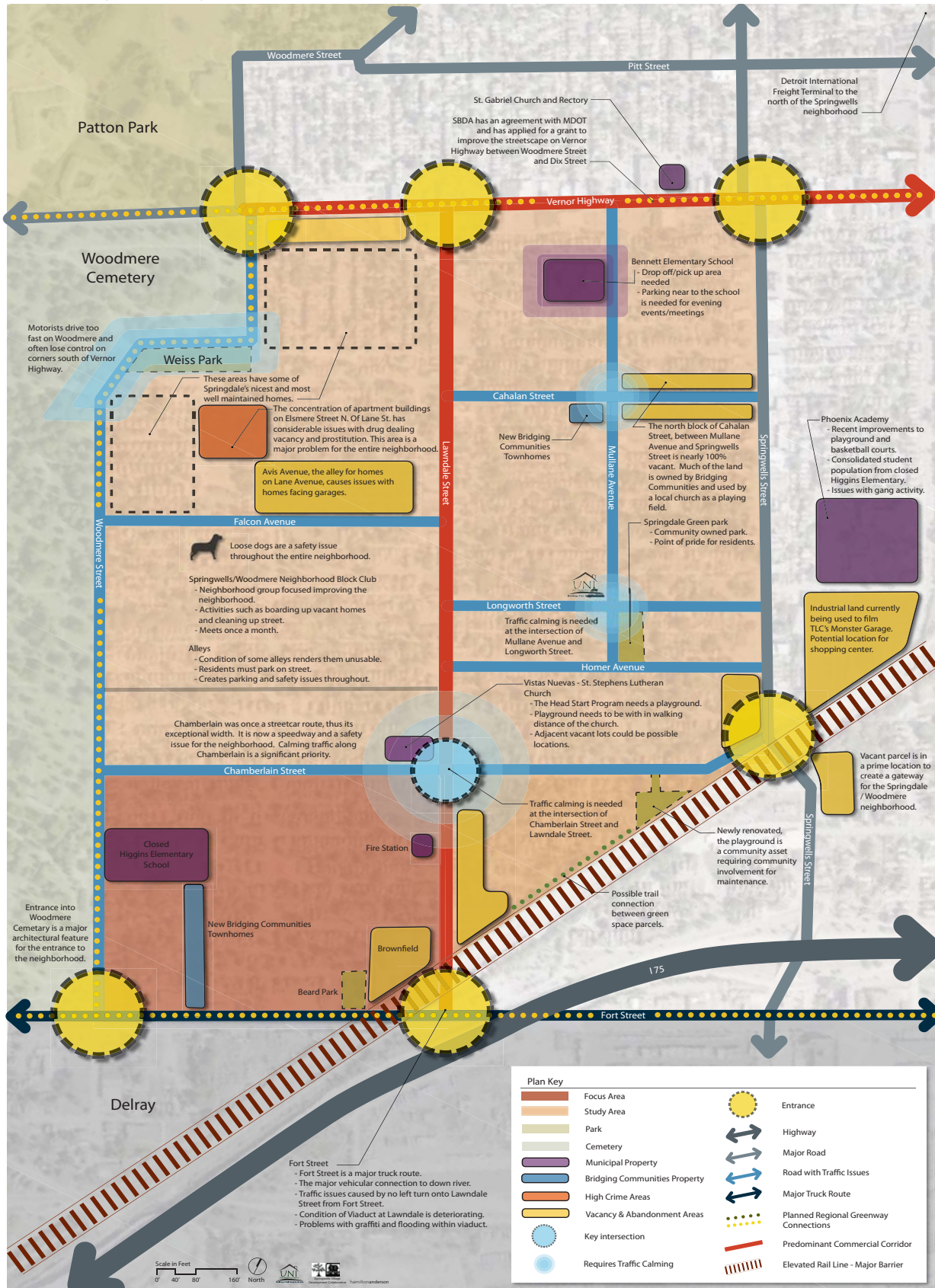
2. **Increase Family Income and Wealth**  
Better surroundings are only one part of a better life. Building family wealth and income, including improving residents' skills and access to living wage jobs, as well as creating opportunities for new homeowners is the second critical element of LISC's strategy for Sustainable Communities.
3. **Improve Access to Quality Education**  
Access to quality education is another defining characteristic of a sustainable community. Building on its work with charter school facilities, LISC has expanded its focus, helping organizations work with school districts, parent-teacher groups, child care facilities, youth development and after-school programs to help make local education a force for community improvement.
4. **Stimulate Economic Activity**  
Stimulating local economic activity that connects targeted neighborhoods to the regional economy and beyond, is another important goal. Working with community development organizations, LISC supports small business and commercial corridor revitalization as well as larger scale retail projects that help integrate these communities into the larger economy.
5. **Foster Livable, Safe and Healthy Environments**  
Redeveloping communities need to offer residents an environment that enhances their health, enjoyment, and overall sense of well-being. This includes everything from tree-shaded walkways and safe playing fields to community clinics and environmentally sound design. This goal complements the other four goals as LISC works with its partners to create communities that are good places to live, work and raise a family.



## neighborhood analysis map

### Springdale and Woodmere Neighborhoods

What is in our neighborhood & Why it is important





[4]

Indicators of a healthy neighborhood



## neighborhood improvement strategies overview

"In addition to stimulating change, we must now ensure that neighborhoods which have climbed back from disinvestment and abandonment can sustain and build upon those gains."

-Local Initiatives Support Corporation

The proposed projects in Section 5 will be organized by the goals described in the previous pages and detailed below. The main goal for the neighborhood improvement strategy is to create vital neighborhoods in which residents want to live; where beautiful homes are surrounded by parks, bakeries and restaurants; where there are activities for children; where neighbors can be counted on and looked up to. This is a neighborhood where people will want to stay and raise their children, and where they will ultimately invest in their property and their neighborhood. The Springwells Village Development Collaborative strongly believes a comprehensive, multi-dimensional approach that simultaneously addresses physical development, crime, education, and recreation is the only way to build a vital neighborhood and establish enduring impact.

If problems are approached one at a time, the strategy will fail. For example: If there is a focus on social programs alone, then residents will move from the neighborhood as their financial situation improves. Conversely, if the focus is only on physical development and not the social issues of education and safety, then the physical investment will become a target for destruction.

This strategic plan is intended to integrate the current projects and subject matter expertise of the Springwells Village Development Collaborative into a neighborhood stabilization, growth, and development program. This will create an irreversible momentum of "ownership" in all aspects of neighborhood life and lead to a safe, vibrant and cohesive community. This is the very definition of a vital neighborhood.

Photo at left: Murals created within the UNI's public art program are commissioned by property owners who state the theme and approve preliminary designs which are then executed by community teens under the supervision of professional artists. The results are pride of workmanship by teens, and pride in products and property by residents and businesspeople.

Section 5 discusses specific product/service/division descriptions and activities proposed to support the strategic plan. Section 6 contains full operational plans and financial information.

### HUMAN DEVELOPMENT

Urban Neighborhood Initiatives is the primary youth and adult development agency in the target neighborhoods. In the larger Springwells Village, UNI works with a coalition of agencies including schools, sports agencies and LA SED (Latin Americans for Social and Economic Development) to break the generational cycle of dropping out of school before achieving the skills necessary to succeed.

In a community with a 60% dropout rate for teens and where 54% of all adults do not have a high school diploma, UNI offers programs that will move the entire population to a higher educational level. Thus, the UNI member of the Collaborative has developed two human development business lines, Youth Development and Adult Development.

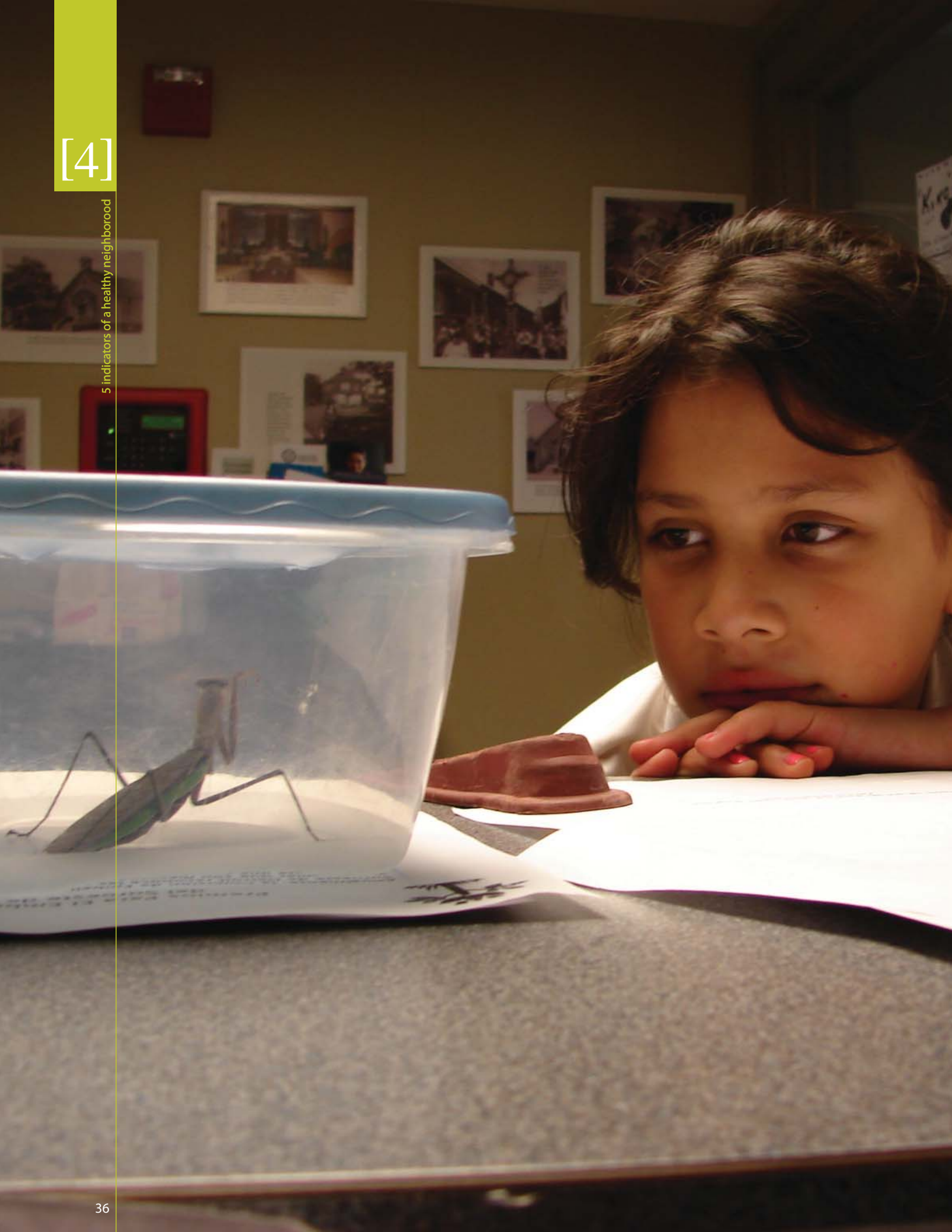
The Youth Development program structure includes all aspects of development, beginning with preschool aged children, for whom UNI and St. Stephen Lutheran Church have created Head Start facilities. Additionally the Youth Development programs of the collaborative will:

- Add family-based programming to surround the developing child with a rich learning environment.
- Create sports league programming involving a tipping point level of 65% of community children in sports programs.
- Make after-school activities, that are supportive of community education goals, available to all children.
- Monitor academic performance of all children in our programs and intervene when necessary.
- Engage young people in service programs and in community work experiences.



[4]

5 indicators of a healthy neighborhood



- Address life transitions, e.g., to middle school, to high school, and from high school to advanced education and training.
- Address life purpose issues and surround a critical mass of the neighborhood's young people with challenging, caring programs that foster successful development.

The Adult Development programs will:

- Address the critical shortage in the community of basic educational credentials.
- Improve single-level GED programs to multilevel classes that allow for progress from literacy through GED attainment into advanced programs of their choosing.
- Offer multilevel English as a Second Language, computer courses, financial literacy training, and other specialized workshops.
- Provide childcare as a support to all services.

#### COMMUNITY DEVELOPMENT

A "healthy neighborhood" is defined as a place where it makes economic sense for people to invest time, money, and energy, and a place where neighbors successfully manage day-to-day issues.

Unfortunately, many urban environments are experiencing a deterioration of physical fabric and public services, along with rising crime rates. These dynamics prompt continued middle-class flight. As cities hollow out, what is left is weak housing demand, a shrinking tax base, and an increasingly impoverished resident population. In the most deeply depressed cities, as many as one-third of the residents are below the poverty level.

The Collaborative, with a leadership role by UNI as collaborative facilitator and primary provider of human services, supports families who want to live in healthy, attractive communities where their children are safe, valued, and successful. The Collaborative guides young people to improve their neighborhood and teaches adults skills to boost their earning power so they can invest further in their homes. By creating

neighborhoods where successful people want to live, children at all economic levels will be able to flourish in a stable, stimulating, healthy environment with many positive role models and strong neighborhood advocates.

The Collaborative also helps create organizational structures that empower residents to maintain community standards and influence the development of their own neighborhoods. Joint efforts make it possible to tackle many different community issues simultaneously. By building a critical mass of positive influences, the psychology and image of the community can thus shift. Various agencies in the Collaborative have unique specialties including but not limited to the following:

- Bridging Communities Inc. -- services to the aged, multigenerational activities, affordable housing, and community organizing.
- Greening of Detroit -- community gardens, residential landscaping, planting of trees in public spaces
- Southwest Detroit Business Association -- commercial business strips, business improvement district, community policing, renovation of public buildings.
- Southwest Detroit Environmental Vision -- community action on environmental issues, committee organization around community cleanups.
- Southwest Housing Solutions -- apartment housing, housing opportunities for low and moderate income people, housing for the homeless and supportive housing for persons with disabilities.
- Springdale/Woodmere Block Club -- community action around community problems including boarding and maintaining vacant and structures.
- Urban Neighborhood Initiatives -- youth development, adult education, park and other neighborhood infrastructure improvement and development, renovation of buildings for sustainable public use, facilitation of collaborative activities.

Photo at left: Summer can be a time of wonder and learning in UNI's summer youth programs.

## [5] the five neighborhood improvement strategies

- improving access to quality education
- increasing family income and wealth
- stimulating economic activity
- fostering safe, livable, and healthy neighborhoods
- developing the physical environment



## Creating Springdale and Woodmere as Sustainable Urban Neighborhoods

As mentioned in previous sections, the Springdale/ Woodmere Neighborhood Improvement Strategy, with the support of LISC, set out to define community development projects focusing on five areas:

- Improving Access to Quality Education
- Increasing Family Income and Wealth
- Stimulating Economic Activity
- Fostering Safe, Livable, and Healthy Neighborhoods
- Developing the Physical Environment

The project began with a community input session, followed by task force development of projects to address community concerns. A narrative summary of the projects follows.

## neighborhood improvements: strategic locations and initiatives



The map above highlights the locations of major physical improvements planned for the Woodmere/Springdale neighborhood. The main focus is to improve infrastructure that fosters a more safe, livable, healthy neighborhood. These improvements will build upon currently successful projects such as: Weiss Playlot, Bridging Communities housing, Southwest Housing Solutions projects, Southwest Detroit Business Association, and UNI's All Saints Neighborhood Center & park. A list of improvements is keyed into the map and is located on the next page. Throughout the remainder of the chapter, these physical improvements along with social programs, will be covered in more detail.

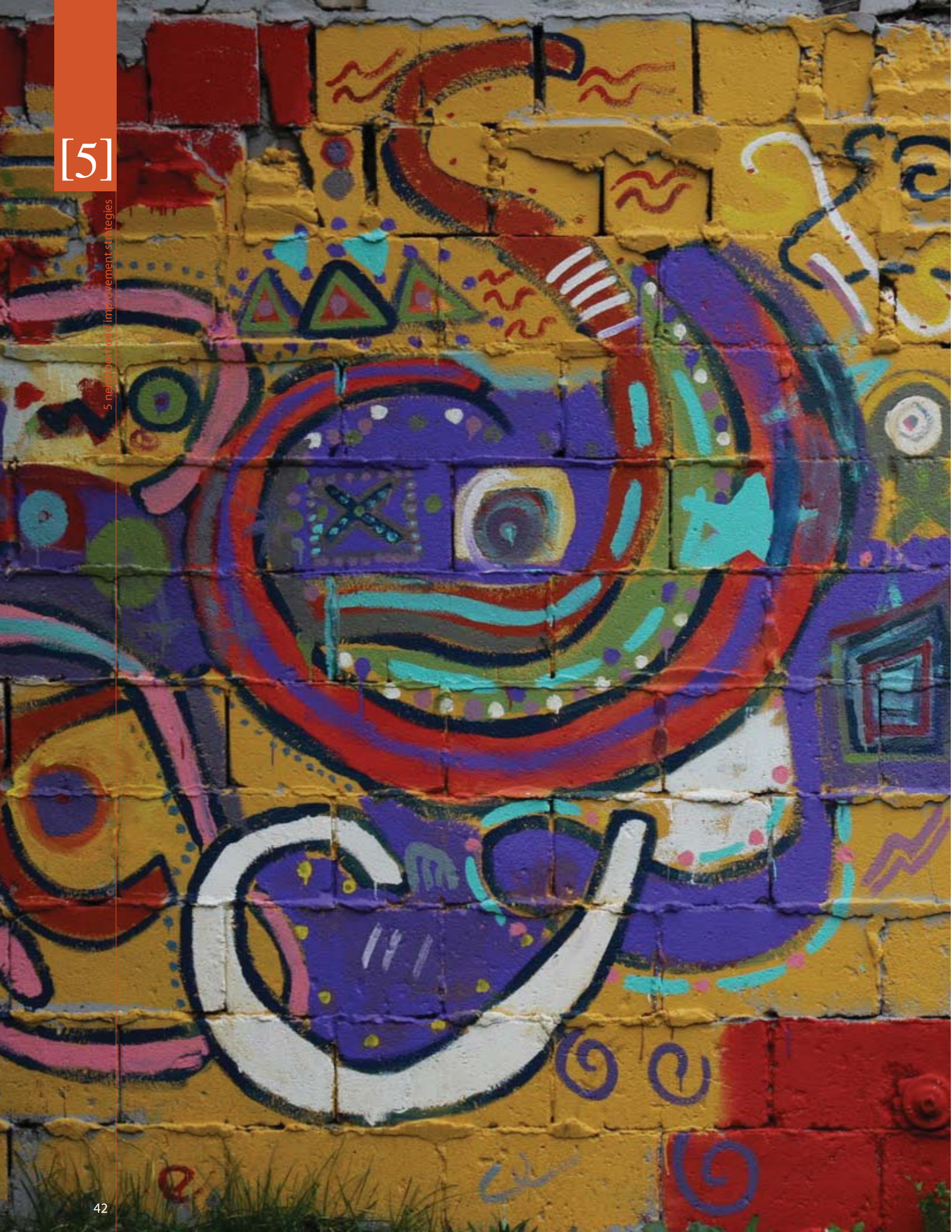
#### Proposed planned improvements

1. Signage
2. Woodmere Street - Proposed Corner Improvements & Greenway
3. Community Gardens & Updated Apartment District
4. Traffic Control - Major Neighborhood Streets
5. Traffic Control - Neighborhood Streets
6. Higgins School - Potential Re-use Facility
7. Beard Park Concept
8. St. Stephen Playground Enhancement
9. Infill Parking Locations
10. Cahalan Plaza Proposed Pocket Park
11. Proposed Green Alley Improvements



[5]

5 neighborhood improvement strategies







## strategy one: improve access to quality education:

### YOUTH DEVELOPMENT

Goal One: Children ages 0-5 enter school with maximum brain development, basic social skills, and foundational knowledge.

1. Prenatal care and nutrition education; nutrition services.
  - Service Providers:  
Community Health and Social Services (CHASS) and/or Covenant Care community clinic, Focus Hope, Southwest Solutions, Vistas Nuevas.
  - Budget Estimate: TBD
2. Family literacy and parenting education; programs that involve parents in creating a rich environment for nurturing brain, social, and physical development during infancy and early childhood. Family literacy programs also address the adult education needs of parents.
  - Service Providers:  
Southwest Solutions, Urban Neighborhood Initiatives (UNI), Detroit Parent Network (DPN), Latin Americans for Social and Economic Development (LA SED).
  - Budget Estimate: \$80,000
3. Early Head Start and all day Head Start; Early Head Start, even for partial day and week coverage, will involve more families in strategies to maximize brain development during critical early years. All day Head Start provides important early childhood education, and parenting education to continue socialization and brain development that prepares children for a lifetime of successful learning.
  - Service Provider:  
Vistas Nuevas Head Start, Southwest Solutions, Detroit Public Schools (DPS), DPN.
  - Budget Estimate:  
\$140,000 (extra funding for early head start).
4. High-risk, in-home counseling and support.
  - Service Provider: Southwest Solutions.
  - Budget Estimate: Currently funded.
5. Increased capacity for Head Start.
  - Service Providers:  
St. Stephen Lutheran Church, Higgins School redevelopment agencies including Bridging Communities Inc (BCI) and UNI. Physical development plans support capacity expansion at St. Stephen and Higgins School.
  - Budget Estimate:  
See construction budget for Higgins; St. Stephen playground; St. Stephen School expansion (page 75).
6. Active recreation and sports leagues; positive social and healthy physical development is supported through outdoor/indoor active recreation (t-ball, softball, basketball, biking, soccer, swimming) and small group summer and after-school activities including, for older children, performance arts, mentoring and civic engagement. Programs should support and incorporate cultural factors when applicable.
  - Service Providers:  
LA SED, UNI, Detroit Recreation Department, ThinkDetroitPal and/or other sports leagues, BCI Intergenerational Program, UNI's All Saints Neighborhood Center, Compás, Living Arts, St. Stephen Church, Alternatives for Girls, Youth Voice, Patton Recreation Center.
  - Forms of Support:  
Coordination, Transportation, Volunteer Development, Program Support.
  - Budget Estimate: \$170,000

Photo at left: Detail from an alley mural near Rathbone St. in the Woodmere neighborhood.

7. Preparation for transition into elementary school.

- Service Provider:  
Southwest Solutions, DPN, UNI, Vistas Nuevas.
- Budget Estimate: \$5,000

Goal Two: Children ages 6-12 are successful in elementary school and are prepared academically and socially for middle school.

1. Family literacy and parenting education; programs that encourage parental support through family literacy programs, parenting education, and parent support groups.

- Service Providers:  
Southwest Solutions, DPN, UNI, LA SED.
- Budget Estimate: \$80,000

2. Tutoring and remediation; children meet grade level expectations in academic subjects through school programs that are well designed, effectively led, adequately staffed, reinforced and enriched through after-school tutoring or remediation programs, and supported by parents.

- Service Providers:  
DPS, Cesar Chavez Academies, City Year Detroit, DPN, UNI, Mercy Education Project, Detroit Hispanic Development Corporation (DHDC), Communities In Schools, LA SED, University of Michigan Dearborn, Living Arts.
- Budget Estimates: \$150,000

3. Preparation for transition into middle school.

- Service Providers:  
DPS, Cesar Chavez Academies, City Year Detroit, DPN, UNI, Mercy Education Project, DHDC, Communities In Schools, LA SED, University of Michigan Dearborn, Living Arts.
- Budget Estimate: \$5,000

4. Academic case management; communicating to every student that someone deeply cares about their performance across all classes and grades. This process should start in the fifth grade to ensure continuous monitoring, encouragement, and support during the critical years when many children begin the process of dropping out of school.

- Service Providers: UNI.
- Budget Estimate: \$24,000

5. Active recreation and sports leagues; positive and healthy social, intellectual, and physical development is achieved through outdoor/indoor active recreation (t-ball, baseball, softball, basketball, biking, soccer, swimming, individual pursuits, nutrition education) and small group summer and after-school activities including adventure programming, fine/performance arts, robotics, math corps, mentoring, civic engagement, and leadership development (programs should support and incorporate cultural factors when applicable).

- Service Providers:  
LA SED, UNI, Detroit Recreation Department, ThinkDetroitPal and/or other sports leagues, BCI's Intergenerational Program, UNI's All Saints Neighborhood Center, Compás, Living Arts, St. Stephen Church, Alternatives for Girls, Youth Voice, Patton Recreation Center.
- Budget Estimate: \$170,000

6. High-risk, in-home counseling and support.

- Service Providers: Southwest Solutions.
- Budget Estimate: Currently Funded.

Photo at right: Springwells Village teens get excited about the possibilities of college from their summer experiences in the UNI/Madonna University Bridge Camp.





Goal Three: Young people ages 13 through 18 succeed academically at each grade and graduate from high school prepared for success at the next stage of life.

1. Family literacy and parenting education; programs that encourage parental support through family literacy programs, parenting education, and parent support groups.
  - Service Provider:  
Southwest Solutions, DPN, UNI, LA SED.
  - Budget Estimate: \$80,000
2. Tutoring and remediation; children meet grade level expectations in academic subjects through school programs that are well designed, effectively led, adequately staffed, reinforced and enriched through after-school tutoring or remediation programs, and supported by parents.
  - Service Providers:  
DPS, Cesar Chavez Academies, City Year Detroit, UNI, Communities in Schools, Mercy Education Project, LA SED.
  - Budget Estimate: \$150,000
3. Academic case management; communicating to every student that someone deeply cares about their performance across all classes and grades.
  - Service Providers: UNI.
  - Budget Estimate: \$24,000
4. Preparation for transition to high school; exposure to high school alternatives; exposure to academic and responsibility demands of work world opportunities. This may include a ninth grade academy at Phoenix School.
  - Service Providers:  
UNI, DPS/Kaplan, DPN, LA SED, DHDC.
  - Budget Estimate: \$105,000

Goal Four: Young people ages 13 to 18 are socially mature, physically and emotionally healthy, and bonded to positive social values and positive adults.

1. Active recreation and sports leagues; positive social, intellectual, and healthy physical development is achieved through outdoor/indoor active recreation (t-ball, baseball, softball, basketball, biking, soccer, swimming, individual pursuits, nutrition education) and small group summer and after-school activities including adventure programming, fine/performance arts, robotics, math corps, mentoring, civic engagement, and leadership development (programs should support and incorporate cultural factors when applicable).
  - Service Providers:  
LA SED, UNI, Detroit Recreation Department, ThinkDetroitPal and/or other sports leagues, BCI's Intergenerational Program, UNI's All Saints Neighborhood Center, Compás, Living Arts, St. Stephen Church, Alternatives for Girls, Youth Voice, Patton Recreation Center.
  - Budget Estimate: \$170,000
2. Gender specific activities supporting appropriate understanding of sexual health, responsibility, hygiene, nutrition education, and life goal setting.
  - Service Providers:  
LA SED, UNI, schools, faith communities, Life Directions.
  - Budget Estimate: \$25,000

Goal Five: Young people ages 13 to 18 develop a strong work ethic and personal management skills that prepare them for the work world.

1. Apprenticeship Program; Southwest Urban Murals Program; youth employment opportunities;
  - Service Providers: UNI, JP Morgan Chase Foundation, community businesses, Greening of Detroit, SER Metro, community artists, residents, College of Creative Studies, City of Detroit Summer Youth Employment Program, Southwest Detroit Business Association (SDBA).
  - Budget Estimate: \$550,000 (\$50,000 specifically for the Southwest Urban Mural Program).

Goal Six: Young people ages 13 to 18 develop a strong internal life compass and sense of life direction and goals that guides them to positive life choices and habits in a world of personal freedom.

1. Life passages programs; activities that bond youth to positive adults; reflective retreats focusing on life purposes.
  - Service Providers: Life Direction, UNI, LA SED, BCI, Faith Communities, sports and apprenticeship programs.
  - Budget Estimate: TBD

Goal Seven: Young people complete high school with positive and achievable plans for the next stage of life.

1. College tours.
  - Service Providers: UNI, DPN (Project Graduation).
  - Budget: TBD

2. ACT exam preparation.
  - Service Providers: Schools.
  - Budget Estimate: TBD
3. Apprenticeship and technical training exposure; including vocational training.
  - Service Providers: UNI, Schools, SER Metro.
  - Budget Estimate: TBD
4. Academic coaches; positive adults role models who ensure that each graduate has a workable plan for the next stage of personal development.
  - Service Providers: UNI, Schools.
  - Budget Estimate: TBD

## ADULT DEVELOPMENT

Goal One: The adults of Springwells Village will have the necessary skills and access to information that will support them in achieving vocational and economic success.

1. English literacy education; including:
  - English as a Second Language – beginner and advanced.
  - Spanish as a Second Language – beginner and advanced.
  - Adult basic education (pre-GED).
  - Preparation for the GED exam.
  - Computer classes – beginner and advanced.
  - Service Providers: UNI and others.
  - Budget Estimate: \$125,000
2. Brief vocational and/or entrepreneurial training; training for six to nine weeks leading to certification and employability (e.g., Certified Nursing Assistant; training in deconstruction, weatherization, and other areas of “green” building and development;



[5]

5 neighborhood improvement strategies



preparation for film industry careers; elder care).

- Service Providers: SER Metro, WARM Training Center, and others.
- Budget Estimate: Separately Funded.

3. Life skills workshops; focused topics will assist residents in integrating into the community (worker rights; immigration and citizenship; rental and homeowner rights and responsibilities).

- Service Provider: TBD
- Budget Estimate: \$10,000

4. Financial literacy workshops.

- Service Providers: TBD
- Budget Estimate: \$10,000

5. Advanced Adult Education

- Service Providers:  
Organization and delivery will be conducted by a consortium of agencies including: UNI, LA SED, BCI, Southwest Solutions, SER Metro, Greening of Detroit, WARM Training Center, Madonna University (SWEEP), community colleges.
- Budget Estimate: Separately Funded

Goal Two: Springwells Village adults will be effective first teachers, educational mentors, and advocates for their children.

1. Family literacy and adult basic education for adults with children; literacy education and training that includes parenting skills and how to work effectively with schools as well as traditional adult education topics. This will address management of the family environment so as to enhance the intellectual and social development of children.

- Service Providers:  
Southwest Solutions, Matrix Human Services

(Vistas Nuevas, Readers are Leaders), DPN

- Budget Estimate: \$80,000

Goal Three: Springwells Village adults will play a meaningful role in the civic affairs of their community.

1. Community leadership training; training and experience in addressing community issues through organizations at the neighborhood level.

- Service Providers:  
Congress of Communities, Harriet Tubman Center, Springdale/Woodmere Block Club, school-based organizations, DPN
- Budget Estimate: TBD

2. Healthy aging; provide social, economic, and healthy lifestyle information for seniors to improve their quality of life through development of group education and exercise sessions, a resource center, in-home assessments, information and advocacy, food and friendship, and a resource directory.

- Lead Agency:  
BCI with the Southwest Aging Coalition.
- Budget Estimate: \$50,000



[5]

5 neighborhood improvement strategies







## strategy two: increasing family income and wealth:

Goal: Families increase their income and accrue wealth supporting independence and dignity.

1. Garden development; promoting the practice of keeping family gardens can help lower monthly grocery bills. This movement can also contribute to healthier eating habits for Springwells Village residents and provide positive socializing activities family by family and block by block. Promoting use of existing gardening resource programs will be helpful to this end.

Community garden development can in addition create a sense of community in the densely populated apartment district where we also can support a sense of shared community norms.

- Lead Agency:  
UNI and Southwest Friends (Quaker) in collaboration with Greening of Detroit & Earthworks Urban Farming.
- Budget Estimate: \$75,000

2. Home energy efficiency; through the promotion of the City of Detroit's Home Weatherization Program, and WARM Training for those not in the City's program, families can stop spending hundreds of dollars a month to heat their homes. Increased energy efficiency of the homes in the community will translate directly into greater disposable income for residents.

- Lead Agency:  
UNI in collaboration with WARM Training and the City of Detroit Weatherization Program.
- Budget Estimate: \$600,000 (UNI's portion: \$20,000)

3. Time banking; Building on a nationwide trend to share skills and talents between individuals based on an equal exchange of hours, a program of time banking will be initiated with the residents of Springwells Village.

- Lead Agency: BCI.
- Budget Estimates: \$15,000

4. Neighborhood promotion; by interfacing with the greater Metro Detroit population through print, web, and possibly television, Springwells Village can move out from anonymity and come into the light as a vibrant, culturally rich community. A Springwells Village neighborhood marketing program including a community website would promote the community in a holistic way that would be distinct from other such sites that exist in Southwest Detroit. Home tours and advertising will promote repopulation of the community, taking advantage of the sound but recently foreclosed housing stock.

Promotion of the Springdale and Woodmere neighborhoods as a whole and the housing stock in particular will help frame the neighborhoods as a community of choice and as a good investment for young adults and first time home buyers. Population rebound will address "Family Income and Wealth" by improving the value of all homes in the community (as will community improvements in other parts of this plan), thus addressing the primary component of family wealth – home equity. Another impact of drawing in new residents to the neighborhood will be the consequent stimulation of business activity.

- Lead Agency:  
SDBA with BCI.
- Budget Estimate: \$15,000

Photo at left: Sergio Correa is the manager and developer of Sheila's Bakeries on Springwells and Lawndale streets in Springwells Village.

5. Improving worker skills; the relatively low educational levels of this community set limits on the economic productivity of this otherwise hard-working and entrepreneurial population. The educational component of this plan is handled under “Access to Quality Education,” another section of the plan.

Older worker employment; provide advocacy to business owners on the value of older workers.

- Lead Agency:  
BCI in partnership with Operation Able.
- Budget Estimate \$15,000

Industrial Real Estate Marketing is discussed in the next section and is noted here because new industry will have an impact on Family Income and Wealth.

Photo at right: Casey's Fence is one of many long-established family businesses in the highly entrepreneurial Springwells Village community.





[5]

5 neighborhood improvement strategies





### strategy three: stimulating economic activity:

#### Goals:

1. Attract business investment in viable properties.
2. Improve physical conditions for business by creating adequate parking.
3. Improve efficiency of businesses with supply of trained, seasoned, workers.
4. Increase customer base by building population.
5. Increase local customer disposable income.
6. Attract customers from outside the neighborhood.
7. Direct customers to their desired objective with clear signage.
8. Develop new businesses based on local expertise and unaddressed markets.

The Neighborhood Marketing project mentioned in the previous section supports this goal because of the impact of repopulation on business income.

#### Marketing Industrial Real Estate:

There are several vacant or underutilized nearby industrial spaces such as the Hermes Auto Body Plant on Pershing Street (300,000ft<sup>2</sup>) and Chace Industrial at Beard and Bostwick (100,000ft<sup>2</sup>).

These could be potential sites for new industry such as Green Technology/Renewable Energy. SER Metro is developing a workforce for this emerging field that will play a part in the placement of start-ups and relocations of such businesses. Beyond job creation, the development of such an industry will help promote Springdale/Woodmere as an up and coming green community where workers can once again walk or bicycle to jobs that are, this time around, in a clean and green environment.

For this project, one person will work half-time with

the business association to systematically market manufacturing development opportunities in the community.

- Lead Agency: Southwest Detroit Business Association (SDBA).
- Budget Estimate: \$25,000

#### Internal Southwest Detroit Signage and "Welcome to Southwest Detroit" Signage:

These signs would be consistent through Southwest Detroit. They will direct traffic through the community to destinations such as parks, restaurants, and centers of commerce and culture, making visitors feel confident about finding their way around. Attractive welcoming signage at major entry points into this and other neighborhoods in Southwest Detroit, will beautify and re-brand the community and reestablish Southwest Detroit as strong, vibrant, and visible. Preliminary schematic designs are included in this study. A signage consultant will be needed to work with local suppliers for a design that can be fabricated within the community conveying the workmanship and energy of the population.

- Lead Agency: SDBA.
- Budget Estimate: \$78,000

#### Apprenticeship Program for Businesses:

Foster strong work ethic and entrepreneurial skills among young people while supporting viability of small businesses by placing trained teenagers in subsidized summer employment positions with businesses.

- Lead Agency: UNI.
- Budget Estimate: \$125,000 in 2010 and expanding from year to year with a projected budget of \$500,000



[5]

Neighborhood improvement strategies





#### MDOT Food and Fuel Exit signage:

I-75 bisects Southwest Detroit, providing access to the community at several key points including Mexicantown, Springwells Village, and Corktown. While each location offers a variety of food and fuel options, thousands of people speed past the Springwells exit without ever knowing that unique, locally owned, authentic restaurants are close to the highway. New signage directing people to the neighborhood destinations, in conjunction with the internal Southwest Detroit signage previously mentioned, would welcome adventurous commuters and travelers who might otherwise never know anything was there.

- Lead Agency: SDBA.
- Budget Estimate: \$10,000

#### Springwells Village Lunch Delivery Program:

If the people do not come to the food, bring the food to the people. The proximity of Springwells Village to Downtown, Midtown, and New Center Detroit as well as Dearborn lends itself to a simple system where individuals, small, and large businesses could place orders and have hot, fresh, authentic food delivered right to their home or office. The effect of this program could be extended to other businesses by simply increasing the amount of interface with Springwells Village and Southwest Detroit as a whole.

- Lead Agency: SDBA, Savor Southwest Detroit
- Budget Estimate: \$15,000

#### Celebration Resources Marketing:

There are many celebration resources in the community such as restaurants/caterers, churches/halls, tailors/dressmakers, florists, and bakeries. Alone, these businesses quite effectively serve a local market supported by a community culture involving a strong emphasis on life passage ceremonies and celebrations. However, coordinated marketing of all of the available celebration resources in Southwest Detroit can help the consumer review all of their options, even if some are less renowned or geographically accessible. The

local market can expand to also become a destination marketplace for the metro Detroit region.

- Lead Agency: SDBA
- Budget Estimate: \$15,000

#### Parking Priority:

Southwest Detroit's commercial strips were built around streetcar and bus lines. To make the most of business opportunities, parking must now be developed on a block-by-block basis. Some blocks on West Vernor Highway have no off street parking, a major limitation on those businesses. Springwells Street as a commercial street has some blocks with the same problem. However, the sprinkling of vacant lots and abandoned homes on Springwells Street creates an opportunity to create a model neighborhood commercial strip for the 21st century by creating parking on every block behind quality street fencing as suggested in this report. This will multiply the productivity of business investments and provide an attractive, comfortable shopping environment that will also add value to surrounding residential blocks. It will also provide a staging area for landlocked businesses in the area to relocate, allowing a few key locations on West Vernor Highway to be converted to parking.

Given the surplus of housing in the neighborhood, there is no need to preserve vacant housing on Springwells. These properties only project an image of community failure. It is better to demolish them and create attractive parking lots per the plan to stimulate new business activity and investment.

This project will require a parking consultant to draw up a comprehensive plan.

- Lead Agency: SDBA
- Budget Estimate: \$100,000 for plan development and land purchase; \$100,000 for construction.

**Niche Business Development:**

Several business types are missing from the local economy, such as:

- Fabric stores supporting the many local dressmakers catering to dance and celebratory events.
- Bike stores addressing both transportation and sport needs (see below).
- Optometric and optical services (none in Southwest Detroit).
- Women's fashions (none in Southwest Detroit except party clothes for young women).
- Home needs in the area of bedding, bathroom furnishings, curtains and drapes, etc. (none in Southwest Detroit)
- Office Supplies.
- Pet Care.
- The growing cohort of elders in the population offers new business opportunities in home modification and adaptation for workers in professional and non professional health and home services.
- Lead Agency: SDBA
- Budget Estimate: \$15,000

**Bike Shop:**

The day Springdale Green park opened at Longworth and Mullane, there was a line of young cyclists lined up outside the gate. When they were allowed to enter, the eager youth bikers rode around and around and around the one-ninth mile flat track. This experience served as an example of the enthusiasm surrounding biking in the neighborhood. Incorporating a bike shop into the community will help foster this form of physical activity by providing bikes at a wide variety of price points. From used and rebuilt to brand new, the bike shop would fill a gap in the market and could draw customers from outside the community.

- Lead Agency: UNI.
- Budget Estimate: \$15,000

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## strategy four: fostering safe, livable, and healthy neighborhoods:

### Goals:

1. Reduce crime by enhancing effectiveness of enforcement and sanctions.
2. Enable fast, effective action by community residents on blight and hazardous conditions.
3. Alter traffic infrastructure in order to reduce speeding and contribute to the sense of a lawful, safe environment.
4. Create recreational infrastructure to support healthy lifestyles.
5. Repurpose unhealthy and unsafe elements in the physical environment.
6. Incentivize healthy nutrition.
7. Promote beautification.
8. Facilitate community action related to neighborhood clean up.
9. Promote repurposing of vacant properties.
10. Reduce graffiti through clean-up, removal, and replacement.

The bike shop, previously noted, is mentioned here as it will help to promote healthy lifestyles.

### Community Court:

The Springdale and Woodmere neighborhoods, like many parts of Detroit, are plagued by low level crimes that continue without intervention because of lack of enforcement resources. Through the implementation of a Community Court emphasizing immediate response and use of community service sanctions over jail, the neighborhoods will have an infrastructure to handle smaller crimes and misdemeanors that the larger city court system is too burdened to process. The Community Court could generate hundreds of hours of community service and enhance relationships with the law enforcement community.

- Lead Agency:  
Currently under development by the Southwest Detroit Weed and Seed Collaborative.
- Budget Estimate:  
\$25,000 for planning and \$600,000 to \$3,000,000 for operation (depending upon scope).

### Community List Serve:

This simple and inexpensive tool would work to strengthen the community by creating a virtual communications connection for all the residents. This system could be used to promote and increase community vigilance as well as bringing community members closer together through awareness of community programs and events as well.

- Lead Agency:  
UNI with the Springdale/Woodmere Block Club.
- Budget Estimate: \$1,000

### Online Reporting System for Blight and Nuisance Abatement:

The Springdale/Woodmere Block Club has been reporting blight in the neighborhoods and continues to work hard to combat blight. It has been supported by staffing at the Clean Neighborhood Initiative of Southwest Detroit Environmental Vision (SDEV). By creating a universally accessible and highly efficient system of logging problems, other residents will be able to report everything from vacant open houses, dead trees, missing signs, and clogged drains to abandoned cars and missing street lights.

- Lead Agency:  
UNI, Springdale/Woodmere Block Club, SDEV.
- Budget Estimate: TBD

Photo at left: UNI created the Springdale Green Park and adjacent All Saints Neighborhood Center to simultaneously improve property values and improve the well-being and skills of residents of all ages.

[5]

5 neighborhood improvement strategies





#### Healthy Alternative Convenience Store, Garden Resource Center:

Despite the prevalence of fresh and healthy food, many of the purchases made in the community are made impulsively at party and convenience stores. The Healthy Alternative Convenience store would work hard to offer a combination of convenience, taste, and nutrition. In the same space, the Garden Resource Center will help Springwells Village participate in the growing garden movement in Detroit. On both the family and community level, a garden store will help to focus the available resources, opportunities, tools, and support for gardening in the community. Increasing the amount of gardens will work to promote healthier living as well as create a natural source of community. This store is proposed for a specific high stress location where a crime-ridden apartment district lies surrounding surrounding high quality homes.

- Lead Agency: UNI
- Budget Estimate: \$500,000

#### Home Landscaping:

By promoting the beautification of private property, in part through the Garden Resource Center, the residents can begin to take more and more pride in their home and community. Investors, newcomers, and prospective home buyers will also be more likely to commit to Springdale and Woodmere through the increased curb appeal.

- Lead Agency: Greening of Detroit and UNI
- Budget Estimate: \$5,000

#### Vacant Lot Ownership Program:

The Springdale and Woodmere neighborhoods have many vacant lots that contribute to a perception of entropy within the communities. By simply promoting and facilitating the ownership of, and care for these lots by owners of adjoining residences, the community could begin to show progress and use these vacant lots to the community's benefit, rather than its detriment.

- Lead Agency: BCI
- Budget: \$15,000

#### Wildflower planting:

Whether on residential or industrial land, wildflower planting is an easy, self sufficient answer to vacant lot, whether personal or public, beautification.

- Lead Agency: SDEV, BCI
- Budget Estimate: \$5,000

#### The Dumpster Program:

This program would help to reduce illegal dumping and the amount of bulk trash by facilitating the placement of large dumpsters at key places in the neighborhoods on a regular basis, coordinated with the City's bulk trash pickup schedule. Block clubs would activate the placement by pledging via petitions to use the dumpsters for community clean-ups. UNI would provide free publicity advertising dates on their marquee.

- Lead Agency: SDEV
- Budget Estimate: \$15,000

#### Basic Home Security Measures:

A simple way to deter burglars and maintain safe streets at night is to install compact florescent lights (CFL) on the exterior of houses with or without motion detectors. The CFL's draw very little power but produce significant amounts of light that will keep trespassers and would-be robbers at bay.

- Lead Agency: Springdale/Woodmere Block Club with WARM Training
- Budget Estimate: \$2,500

#### Graffiti Reduction Program:

Teams of teens and young adults will systematically clean graffiti in high visibility locations. This will work in coordination with the teen mural program described under Youth Development that has created positive employment to high risk teens while offering a creative alternative to graffiti. Cleaning will be supplemented by a sealing program to make future graffiti easier to remove.

- Lead Agencies for Residential Portion: UNI, SDEV, Springdale/Woodmere Block Club
- Budget Estimate: \$50,000

Photo at left: Summer activities in Springdale and Woodmere give a sense of empowerment to children and allow the building of relationships with positive adults.

In addition, addressing the safety and livability of these neighborhoods requires multiple physical improvements listed below that will permit healthy activity in a safe environment.

#### Nuisance Reduction Action:

Regular surveying of the community with the assistance of volunteers will disclose and document blight and hazardous conditions. UNI will link up with volunteers for compiling this information and will assess homes for possible demolition action. SDEV will follow up with City environmental agencies.

- Lead Agency: SDEV, UNI
- Budget Estimate: \$1,500

#### Community Patrol:

The Springdale/Woodmere Block Club will provide a volunteer community patrol to supplement police patrols in preventing low level crime that contributes to the deterioration of the quality of life in the area.

- Lead Agency: Springdale/Woodmere Block Club
- Budget Estimate: \$5,000

#### Home Invasion Reduction:

Home Invasions will be reduced through a target hardening technical assistance program in which the Community Policing unit of SDBA will provide workshops, home assessments, and advice regarding low cost ways of reducing the probability of a home invasion. \$10,000 for staff time, publicity, and trainers plus \$2,500 for assistance to residents in the installation of energy-efficient exterior lighting with compact fluorescent lights (CFLs).

Photo at right: Providing positive development opportunities for children of all ages is a major goal for the community of Springwells Village. The UNI park development program is in support of this goal.











## strategy five: development of the physical environment

Addressing the safety and livability of the neighborhood requires multiple physical improvements listed below that will permit healthy activity in a safe environment.

### PHYSICAL IMPROVEMENTS

#### Goals:

1. Add property value to neighborhood locations by converting blighted areas into community assets. This will include addressing edge conditions where the interface between current or past industrial uses have a blighting influence on immediately adjacent residential properties.
2. Create amenities that support social cohesion, human development, and community pride.
3. Redevelop vacant commercial facilities to serve current needs.
4. Rebuild infrastructure to enhance public safety.
5. Preserve and improve existing housing stock.
6. Include universal design as feasible into all projects.
7. Create in-fill housing that will attract investment from prospering residents within the community, residents moving out of declining neighborhoods, and young professionals seeking a residence in a vital urban neighborhood.

#### Edge Conditions

Resolution of edge conditions has been a major goal of this project. The rail viaduct which forms the southern boundary of both the Springdale and Woodmere neighborhoods is one challenge. In Springdale, this rough edge was converted to a beauty spot when UNI replaced overgrowth with a 200 foot mural (see photo on page 77). The construction of the Beard Park expansion will incorporate completion of resolution of the challenge of the viaduct while also addressing

edge conditions on Lawndale Street.

#### Alley Improvements:

In a community where side drives do not generally exist and where garages are accessed via alleys, dirt alleys will be converted to paved “green alleys” allowing rain to directly permeate the soil rather than flow into waterways via the sewer system, and paved alleys will be repaired. Lighting will be enhanced and native landscape improvements will be installed. Recycled materials will be used whenever feasible.

#### Alley Gallery

The Alley Project (TAP) Walking Gallery by the Young Nation youth group will transform the alley between Avis and Falcon and Woodmere and Elsmere into a walking art gallery created by teens using garages as canvases for displaying thoughtful, positive urban art. The project envisions future phases that will connect Weiss Playlot on Woodmere St. and Springdale Green on Longworth St.

#### Alley 1

Lafayette Blvd. /Chamberlain between Lawndale and Springwells.

- Dirt alley with deep ruts and holes.
- Good housing on Chamberlain side with some vacant lots for future development. Vacant lots on the Lafayette side but many improved homes, especially on the south side of the street. This block is attracting investment because it is “quiet” (dead end).
- Recommendation: Demonstration Green Alley or defer until new housing and improve this alley with further grading and gravel resurfacing.

#### Alley 2

Chamberlain/Rathbone between Lawndale and Springwells

- Must include “T” wing behind Lawndale businesses and the “L” outlet behind Springwells businesses.
- Not great housing density.
- Recommendation: Defer paving until new housing and improve this alley with further grading and gravel resurfacing.

#### Alley 3

Rathbone/Homer alley between Springwells and Lawndale

- Must include “T” wing behind Lawndale businesses and the “L” outlet behind Springwells businesses.
- High density housing on both Homer and Rathbone sides.
- Recommendation: High priority for Green Alley paving.

#### Alley 4

Rathbone/Chamberlain alley between Elsmere and Lawndale

- This alley is mostly concrete and generally in good condition.
- Recommendation: It may be a good idea to link improvements or repairs with a new playground and building expansion at St. Stephen, especially if traffic is routed through the alley.

#### Alley 5

Olivet/Witt alley between Elsmere and Lawndale:

- Must include the “T” behind Lawndale businesses.
- Housing is good on Olivet side of the alley. There are a large number of vacant lots on the Witt side.
- Dumping, trash, grassed over.
- Recommendation: Clear, clean up, grade and gravel to encourage further investment; defer paving until new housing is constructed.

#### Alley 6

Lafayette Blvd. /Olivet between Elsmere and Lawndale.

- Need for “T” at Lawndale to be repaved.
- Very dense housing on both sides of the alley

except on Olivet end at Elsmere where several large lots exist – potential site for premium housing.

- Block is “stressed” due to planning issue on Olivet (small houses crowding sidewalk) on Olivet.
- Recommendation: Demonstration Green Alley.

#### Alley 7

Logan/Longworth between Mullane and Springwells.

- Gravel with some pavement.
- 11 vacant lots, mainly on Longworth side.
- Recommendation: repair and improve to stimulate investment; possible future Green Alley paving after new construction.

#### Alley 8

Logan/Longworth alley between Mullane and Lawndale.

- Paved.
- Dense housing.
- Recommendation: Clean alley.

#### Alley 9

Longworth/Falcon alley between Elsmere and Woodmere.

- Graded with gravel.
- Dense housing on both sides.
- Drainage issues around clogged drain.
- Recommendations: Repairs essential. Green alley treatment would encourage residential reinvestment.

#### Alley 10

Lane/Logan alley between Mullane and Springwells.

- Very poor dirt and mud alley.
- Dense housing.
- North side of Lane near burnt-out area of Cahalan.
- Recommendation: Green Alley Demonstration project to buttress housing against blight on the next block and to spur further investment including new infill housing here (two lots) and



across the street on Lane (10 lots + more on Cahalan side of that block).

#### Alley 11

Navy /Gartner between Mullane and Springwells.

- Partially paved
- Dense housing
- Room for two premium housing sites
- Recommendation: Improve alley now with grading and gravel; future Green Alley demonstration project to spur further investment.

#### Alley 12

Falcon /Avis between Elsmere and Woodmere.

- Mostly paved potholes.
- Recommendation: Repave with Green Alley approach.

#### Alley 13

Senator /Wittaker alley between Mullane and Springwells.

- Very uneven, partially paved (behind Springwells): Green Alley paving.
- Recommendation: Improve residential portion.

#### Alley 14

Recommendation for "T" alley sections behind Springwells:

- Senator to Navy, minor repairs, should connect to 2017 Springwells (vacant lot) parking development.
- Navy to Gartner, total rebuild: Green Alley paving.
- Gartner to Cahalan, minor repairs.
- Cahalan to Lane, needs to be rebuilt (Gravel and grade, hold for demonstration paving later).
- Lane to Logan, rough dirt, demonstration Green Alley with parking/business development on Longworth.
  - Lead Agency:  
UNI with City of Detroit Department of Public Works.
  - Estimated budget for the entire alley project: \$50,000 for gravel surfaces to make mud alleys

useful and to provide a base for future paving; \$150,000 to repair already paved alleys; \$1,100,400 to pave 6 blocks of selected dirt alleys; \$200/lf at 20 feet; \$1,350,400 total

An additional \$50,000 will be used for alley lighting

#### Beard Park Expansion and Redevelopment:

The south end of the Woodmere neighborhood does not currently have a viable park. The existing Beard Playlot on W. Fort St. is inaccessible from the neighborhood and is too small for any useful purpose. An expanded Beard Park would fill the need for a park by providing ample space for youth, families, and sports leagues play on a very large open field. The current plan for this park is to extend the park from the existing space on Fort St. north into the neighborhood, absorbing blighted brownfields on Lawndale and Witt streets that now constitute a profoundly negative edge condition on the neighborhood. This will provide the necessary space to host soccer practices and games. The existing area of the park will be developed into a dirt 'pump track' where youth can ride their bicycles on challenging terrain.

- Lead Agency:  
UNI with the City of Detroit Parks Department.
- Budget Estimate: \$500,000

#### Head Start Playground at St. Stephen Church:

St. Stephen Church, one of the Vistas Nuevas Head Start locations in the Springdale/Woodmere neighborhood, does not have adequate space for the children to play outdoors. Developing an educationally rich play space for the young children in Head Start and the neighborhood will also add to neighborhood appearance and make possible the expansion of Head Start.

- Lead Agency:  
Stephen Lutheran Church with Vistas Nuevas Head Start.
- Budget Estimate: \$300,000

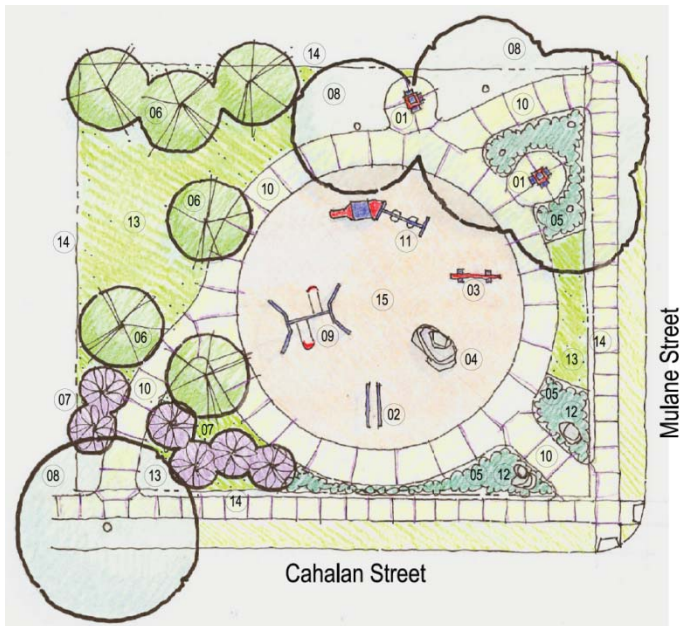




Cahalan Plaza and Intersection Improvements (see below):

In the heart of the Springdale neighborhood, Cahalan Plaza was chosen to help reduce disinvestment in the area and support the newly developed Bridging Communities town homes across the street. Cahalan Plaza is designed to complement Springdale Green at Longworth and Mullane that focuses on ages 5-12 by providing equipment for a younger age group (2-5 years) as well as enhance prospects for the rebuilding of this deteriorated section of the community. Intersection improvements at Cahalan and Mullane will slow traffic and make it safer.

- Lead Agency: UNI
- Budget Estimate: \$190,000



#### Community Gardens:

Repurposing of land made available through proposed and past demolitions, as described above, as a part of apartment district renewal.

- Lead Agency: UNI, Southwest Friends (Quaker) in collaboration with Greening of Detroit and Earthworks Urban Farming.
- Budget Estimate: \$75,000

#### Apartment District Demolitions:

In the apartment district of Woodmere, demolition of three surplus and derelict apartment buildings will enhance neighborhood quality of life.

- Lead Agency: UNI with the City of Detroit.
- Budget Estimate: \$135,000

#### Higgins School Redevelopment:

This handsome but vacant building will be repurposed as an intergenerational living and learning center featuring senior housing, adult education, youth activities, and possibly even a Community Court.

- Lead Agency: BCI with UNI.
- Budget Estimate: \$11,200,000

#### Abandoned Home Purchase, Renovation, and Resale Program:

Bridging Communities has implemented this program in the area. Promotion of the program to include a wider number of homes will further the establishment of Springdale and Woodmere as green and environmentally friendly places to live.

- Lead Agency: BCI
- Budget Estimate: \$250,000

#### Traffic Calming:

Curb bump-out designs will improve pedestrian safety and contribute to a neighborhood sense of lawful conduct by slowing traffic at critical points such as the Lawndale and Chamberlain and the Longworth and Mullane intersections among others.

- Lead Agency: UNI with City of Detroit Department of Public Works.
- Budget Estimate: \$190,000

#### Lawndale Street Underpass:

Improved lighting and appearance will contribute to safety and community appearance.

- Lead Agency: SDBA and the City of Detroit.
- Budget Estimate: \$25,000



**All Saints Neighborhood Center Improvements:**

As other recommended investments are made, the All Saints Neighborhood Center will be upgraded to make it even more useful for youth development activities. Resolution of ownership issues will make the project sustainable.

- Lead Agency: UNI
- Budget Estimate: \$75,000

**Springwells Business Parking:**

Conversion of vacant lots and empty houses on Springwells to attractive business parking will stimulate business activity and enhance neighborhood property values as described above.

- Lead agency: SDBA
- Budget Estimate: \$200,000

**Store Conversion:**

Purchase and renovate a bricked up storefront to serve as a center for youth-oriented social enterprises.

- Lead agency: UNI
- Budget Estimate: \$100,000

**Store Development:**

Purchase of a vacant storefront and redevelopment as a model green business facility to permit relocation into high activity area of a sustainable green business.

- Lead agency: UNI
- Budget estimate: \$400,000

**Street Trees:**

Streets have lost most of their original street trees due to age and disease. Launch a program to reestablish street trees on all streets.

- Lead agency: UNI, Greening of Detroit, SDBA.
- Budget Estimate: \$125,000

**Woodmere Greenway:**

Woodmere St. is a highly valued community asset as it borders historic Woodmere Cemetery and provides an attractive location for a long afternoon walk, jog or bike ride. Some people even make the entire circuit around the cemetery. However, the value of this asset is marred by the fact that other people view it as a fast

shortcut between West Vernor Highway and West Fort Street to the fact that there are no cross streets and, for those so inclined, stop signs may be disregarded. There are also frequent accidents at the south end of the S-curve on Woodmere at Mandale Street. There is a strong community level of support for slowing traffic on Woodmere by narrowing the street, adding curb bump outs at key intersections, and converting the space of one parking lane to a bicycle and pedestrian path along the cemetery fence.

- Lead agency interfacing with the City: UNI.
- Estimated Cost: \$1,000,000

**In-fill Housing:**

Of the 2,743 property parcels in the target neighborhoods, approximately 600 are vacant. Some of the vacant parcels are proposed for uses that will add value and improve functioning of the neighborhoods such as community gardens, business parking, and parks. However, it is also important to succeed in adding value to local properties through the construction of infill housing. Single lots will be used to enhance adjacent homes and multiple lots will be utilized in the development of "step up" market-rate housing and tax credit affordable housing.

Considering the economic diversity present in the Springdale/Woodmere neighborhoods, market rate quality housing will be a successful form of housing in the community. It will continue to attract investment in homes by business, technical, and professional families who are prospering (including many currently living in small frame homes in the local area).

The success of this neighborhood improvement plan will pave the way for the feasibility of this level of development which matches the best housing that is currently present here. In-fill designs are both culturally appropriate, allowing for use by extended families, and handicap accessible, allowing for continued family-oriented residential living by our growing senior population.

- Lead Agency: BCI
- Budget Estimate: \$10,000,000

Photo at right: Edge Condition now in Springdale adjacent to rail viaduct after construction of Lafayette Playlot.





[6] conceptual figures





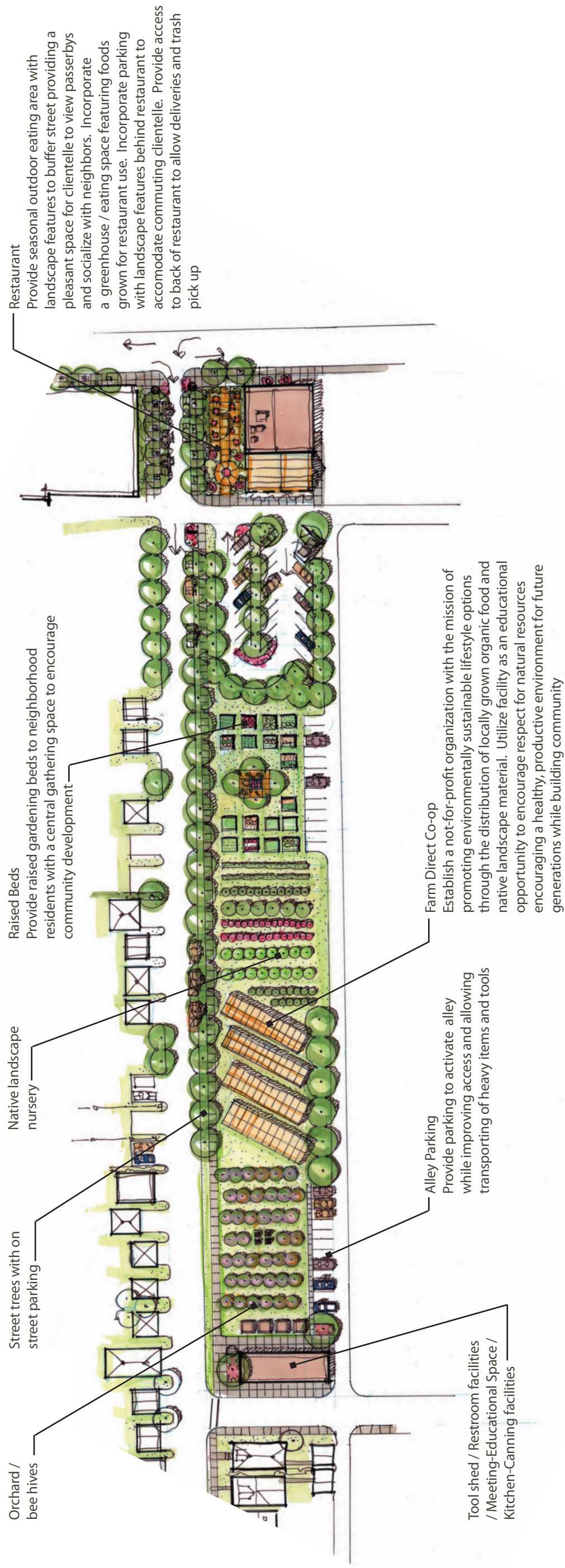
Plan View



Elsmere Community Gardens

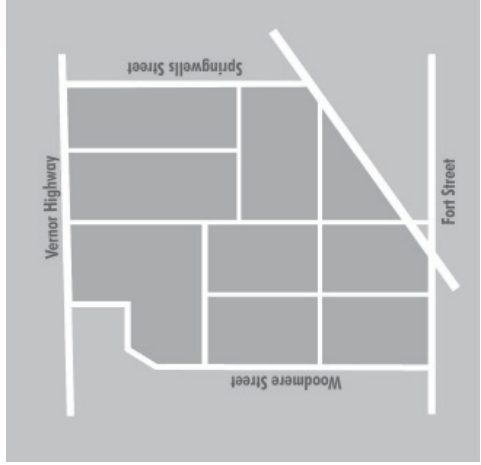
Figure 1





Plan View

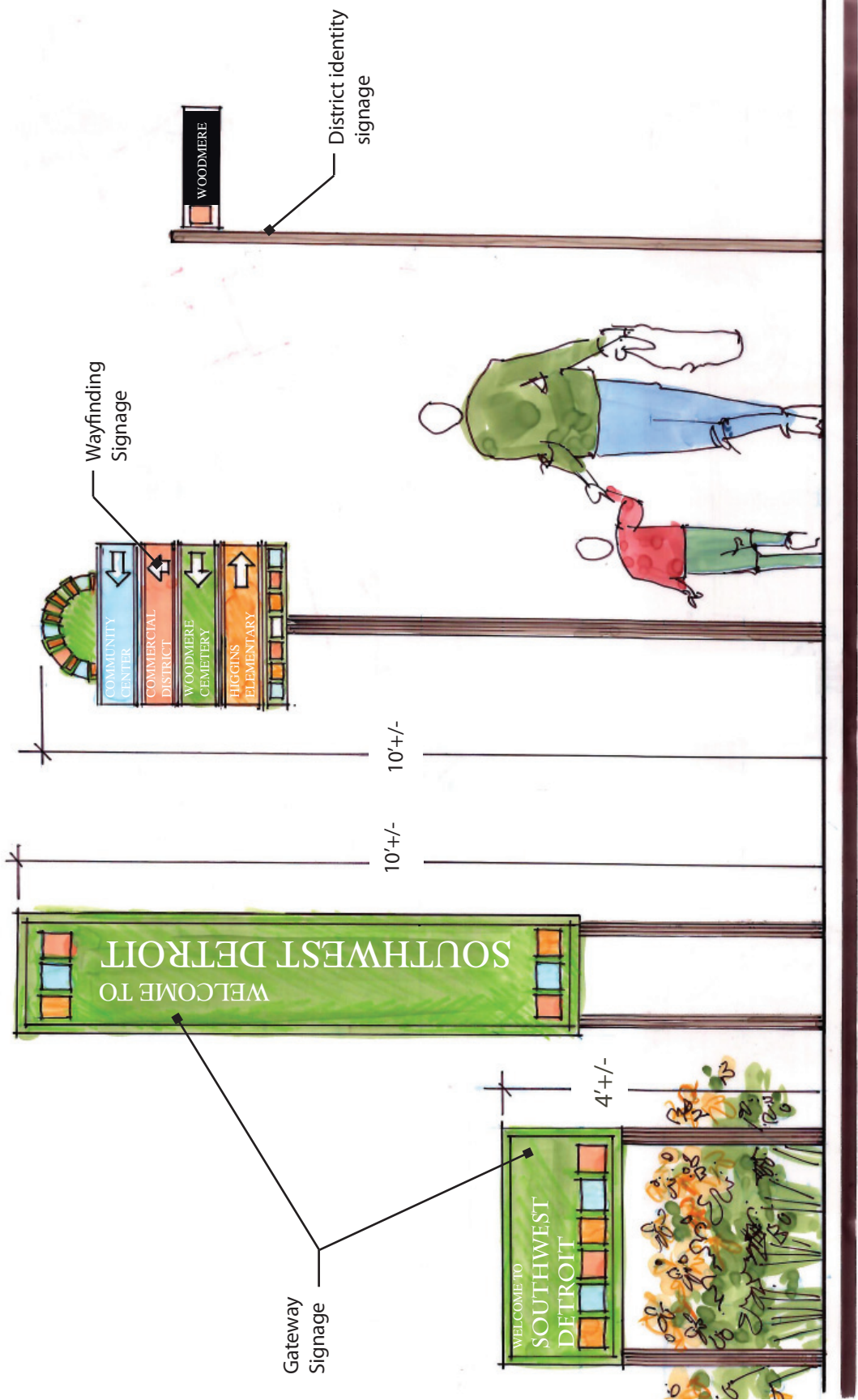
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Conceptual Plans for Open Neighborhood Spaces

Figure 2





Signage:

Signs have a major effect on the streetscape environment and can convey quality and commitment of a neighborhood. Through the development of an area-wide branding and marketing campaign for Southwest Detroit, signage can be used to identify business districts, direct visitors and delineate neighborhoods.

Informational signs, regulatory signs, directional signs, street signs, advertising or business signs all vie for attention. Attractive signs move people and cars efficiently through and within the neighborhood while interpreting the significance of the area, the district, and the region.

Both lighting and signage need to reflect the pedestrian scale of the neighborhood and should provide a coordinated approach that the area can use to enhance the area.

While having adequate signage to advertise and draw customers is important for the viability of businesses, uncontrolled proliferation of large unattractive signs not only degrades the appearance of the corridor, but also distracts motorists. Therefore, sign standards are important and should be implemented and consistently enforced.

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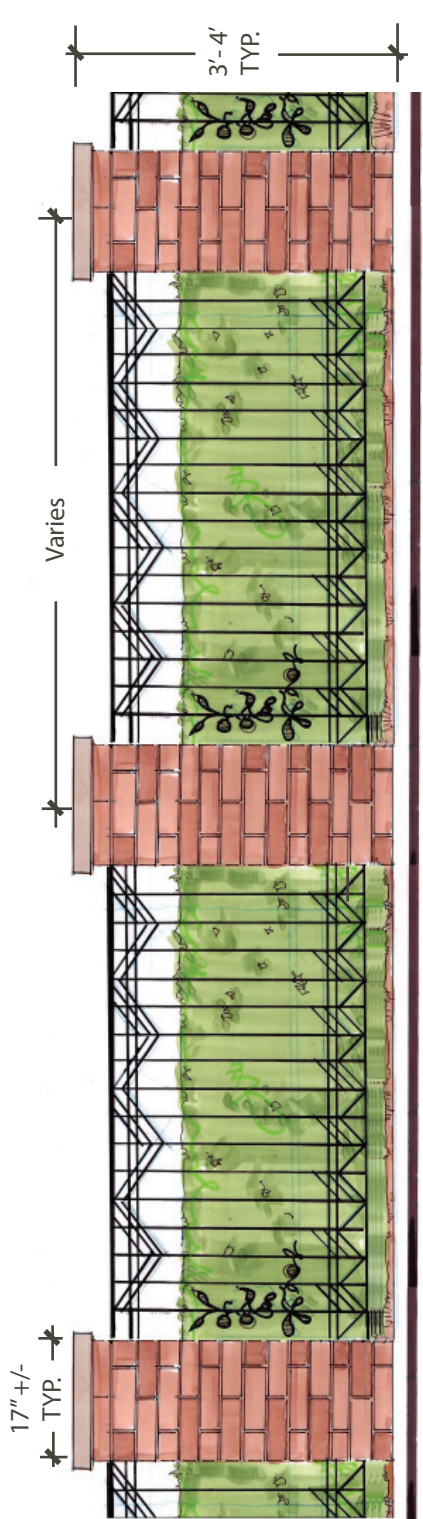
Signage

Figure 3









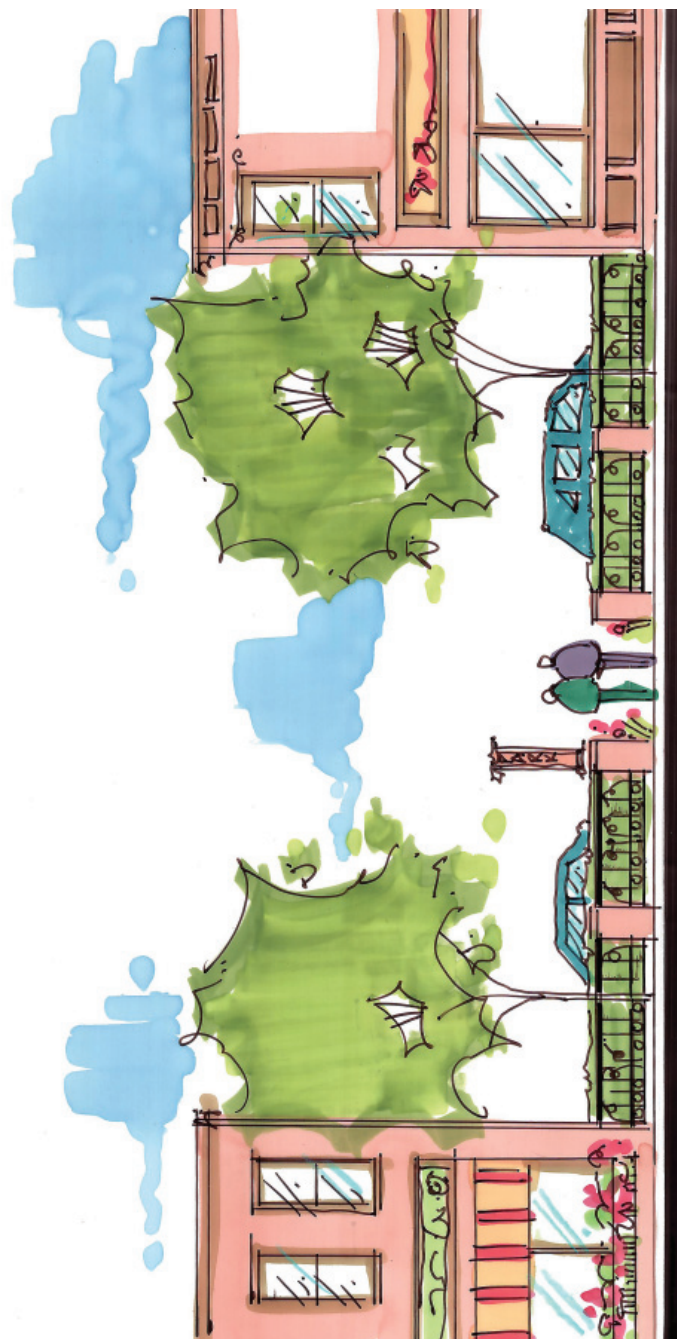
Elevation

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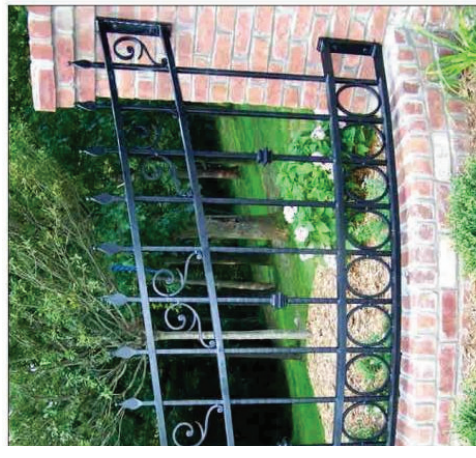
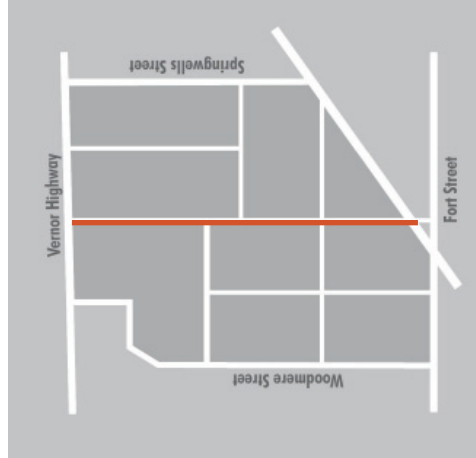
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Fencing and Column Application

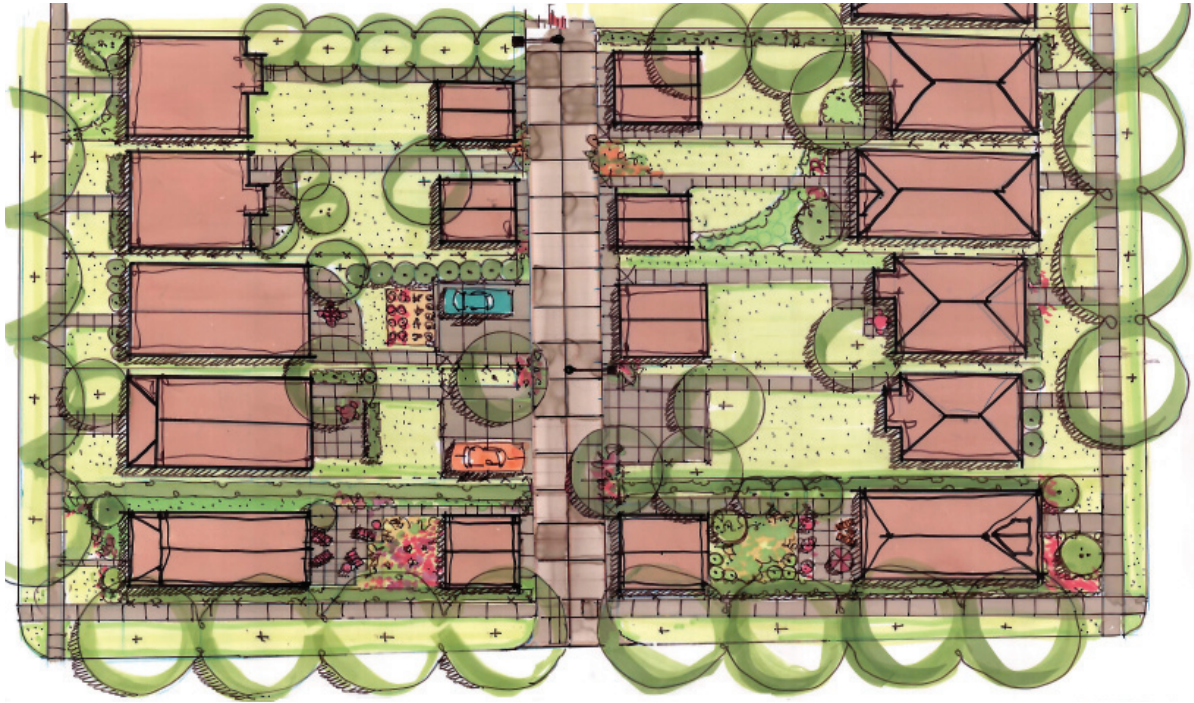
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Fencing

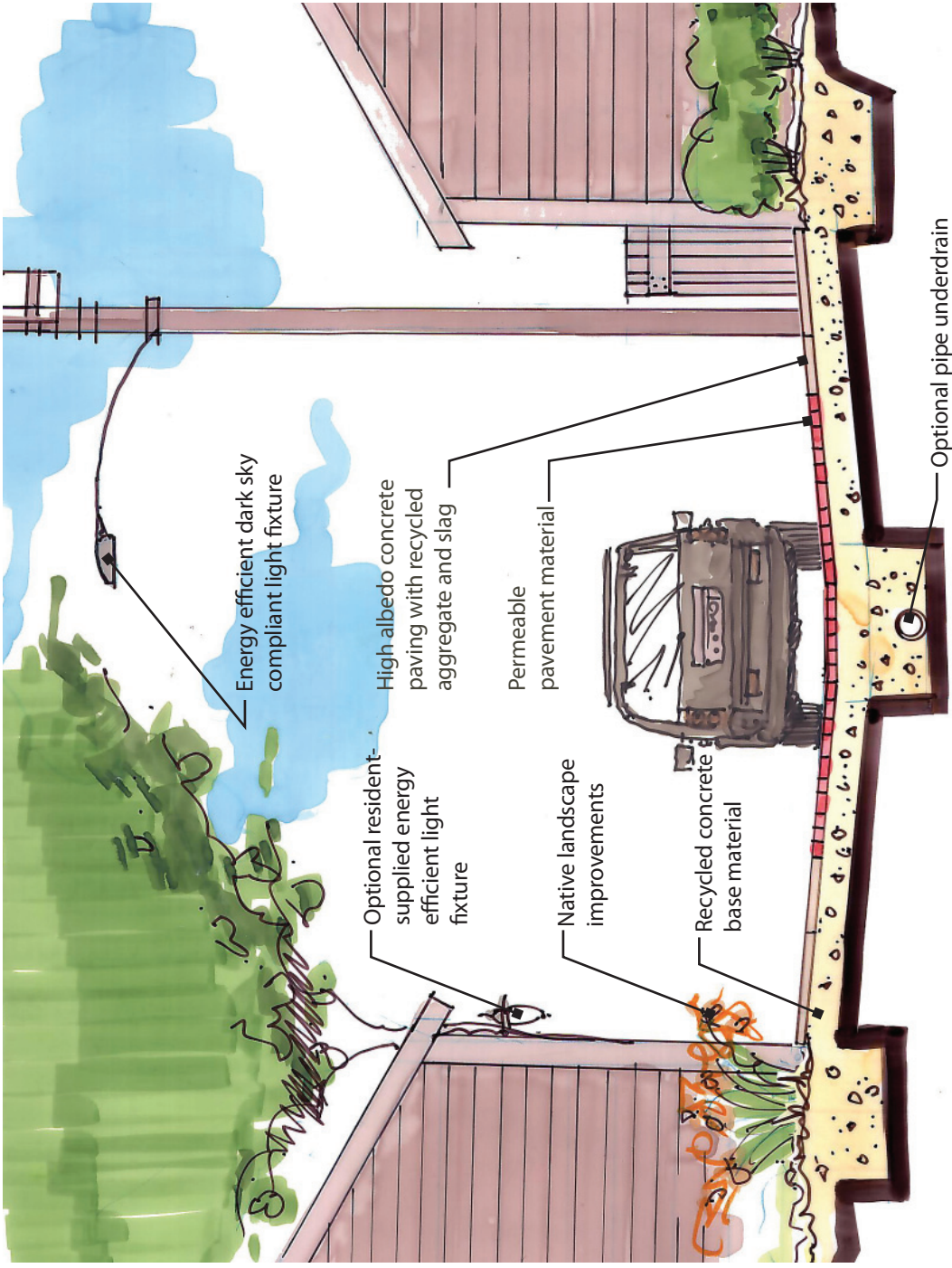
Figure 5





Plan View

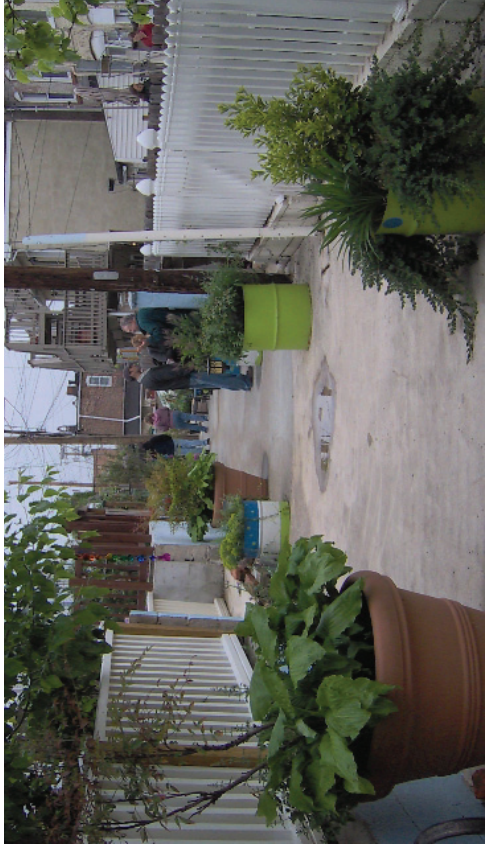
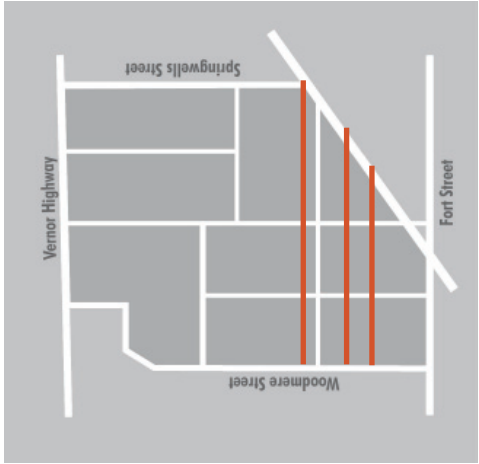
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Plan View

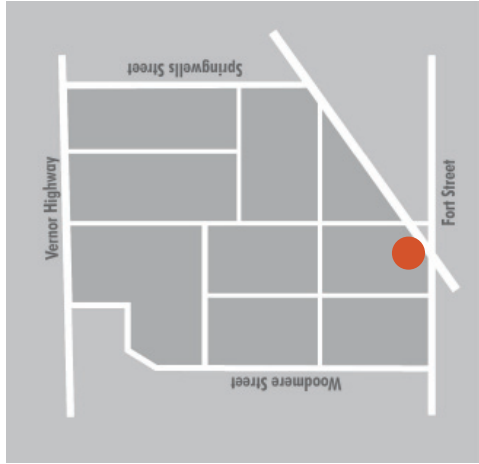
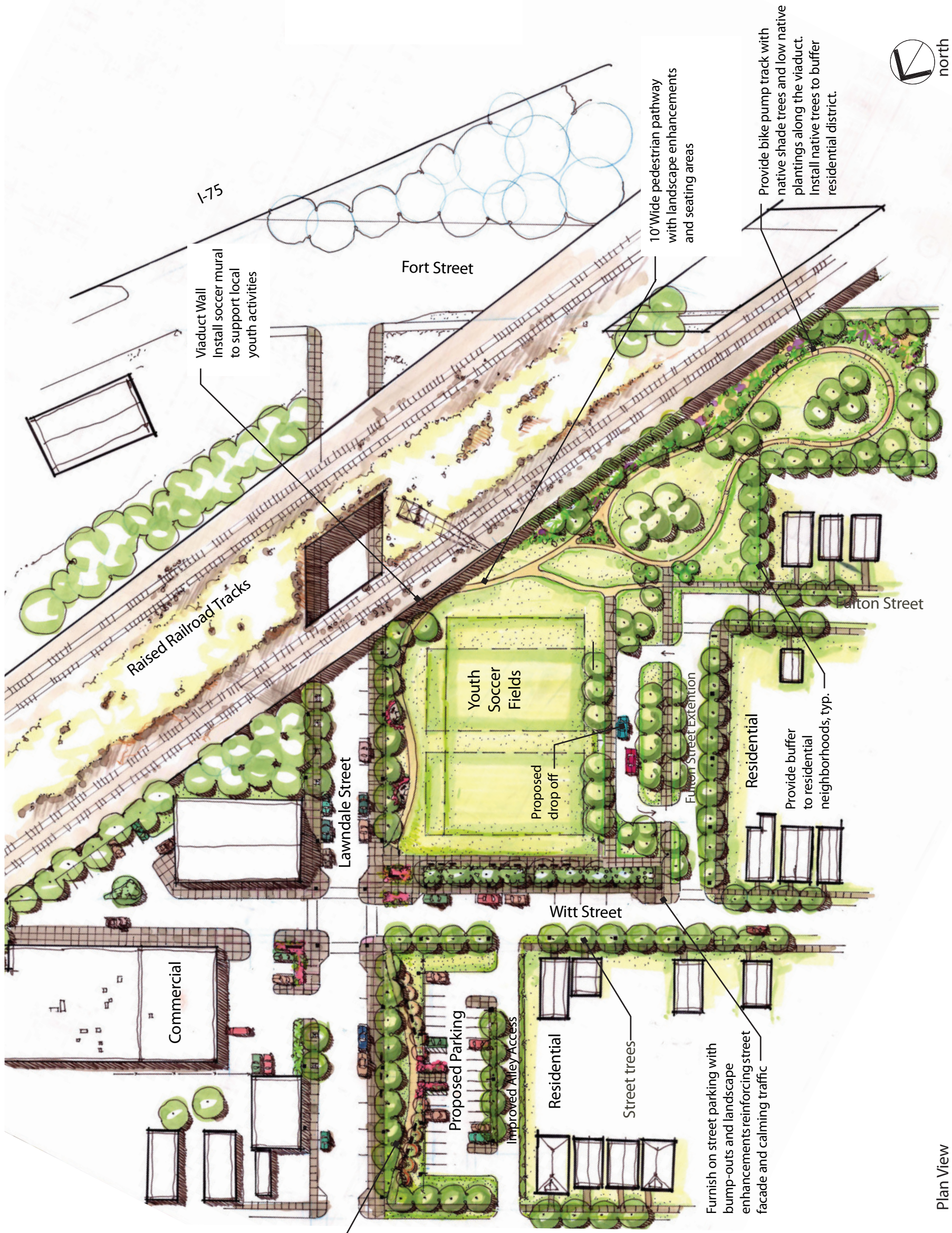
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- Green Alley:
1. Permeable pavement material (permeable asphalt, permeable concrete, or permeable pavers.)
  2. High albedo concrete paving with recycled aggregate and slag.
  3. Optional inlet structure with pipe under drain.
  4. Energy efficient dark sky compliant light fixture.
  5. Optional, resident-supplied energy efficient fixture on face of garage.



Alley Improvements





Beard Park Concept



**Water and Sand Play**  
Provide opportunities to explore manipulating ones environment while developing creative thinking, hand eye coordination as well as hand and arm muscles. Incorporate science, math and history curriculum.

**Gathering Space**  
Accomodate classroom activities, community events, mass, special events and picnics within an "outdoor room". Incorporate church bells into overhead shade structure and classroom curriculum, for example, children could earn points for the priveledge of ringing the bells.

**Motor Skills Development**  
Preserve existing shade trees, Provide motor skills development features including "tree fort", tunnels, balance beams, twig hut and log seating. Encourage imaginative thinking and creative play.

**Nature Path**  
Provide a pathway to enable exploration of a variety of colors, textures, tastes and smells. Utilize colorful seating, raised planting beds and climbing elements.

**Alley and Parking Improvements**  
Improve aesthetics of parking area with native landscape installations providing habitat, cooling effects and beautification. Improve buffer between adjacent land uses and the streetfront. Provide alternate access to facilitate after school pick up.



**Cognitive, Motor and Social Skills Development**  
Provide playful opportunities to learn numbers and colors while developing cognitive, social and motor skills.



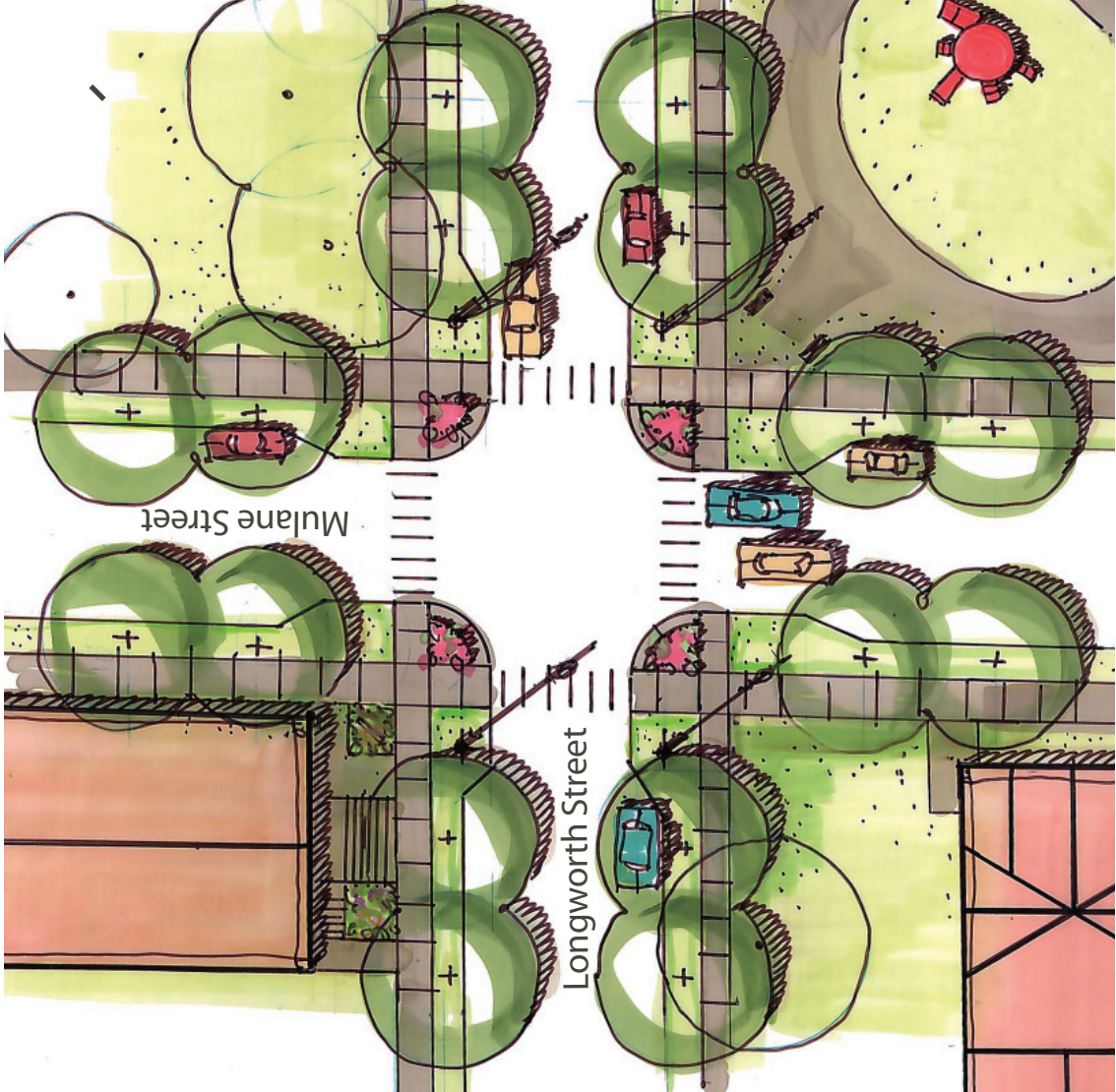
Plan View

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St. Stephen Campus Plan

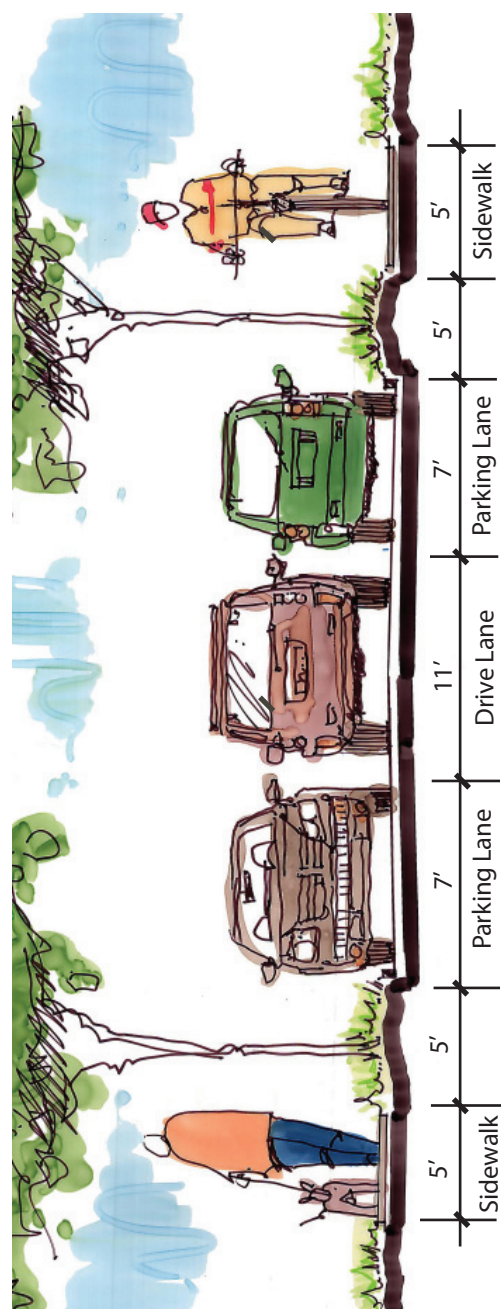
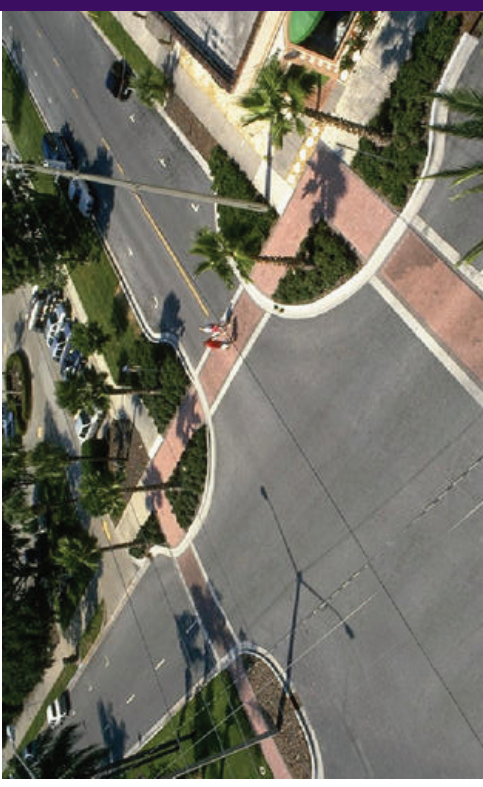
Figure 8





Plan View

not to scale



Existing Conditions Section

not to scale



Proposed Bump-Out Section

not to scale

Local Street Improvements

Figure 9



Outdoor Classroom Facility  
Provide learning lessons including solar panels, vertical windmills, batteries and raised beds in a demonstration garden environment

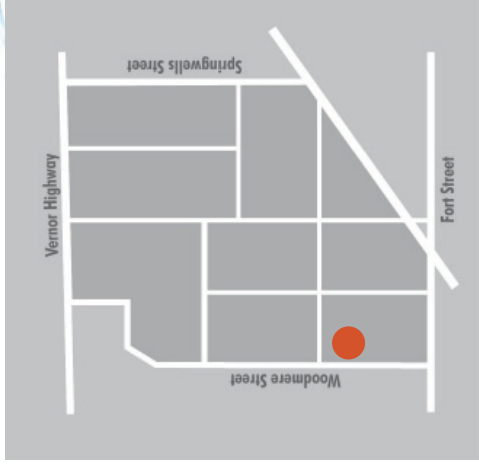
Playground / Outdoor Patio  
Provide playground facility with landscape improvements to accommodate child care for adult students. Outdoor patio provides seating area for students, children and staff as well as serving as an outdoor educational room.

Woodmere Cemetery

Woodmere Greenway  
Provide crosswalk and landscaped bulb outs to calm traffic and enable safe access to 10' wide shared use path

Drop Off  
Enable drop off area to accommodate busing students from regional educational facilities

Bridging Communities  
Housing Development



Plan View

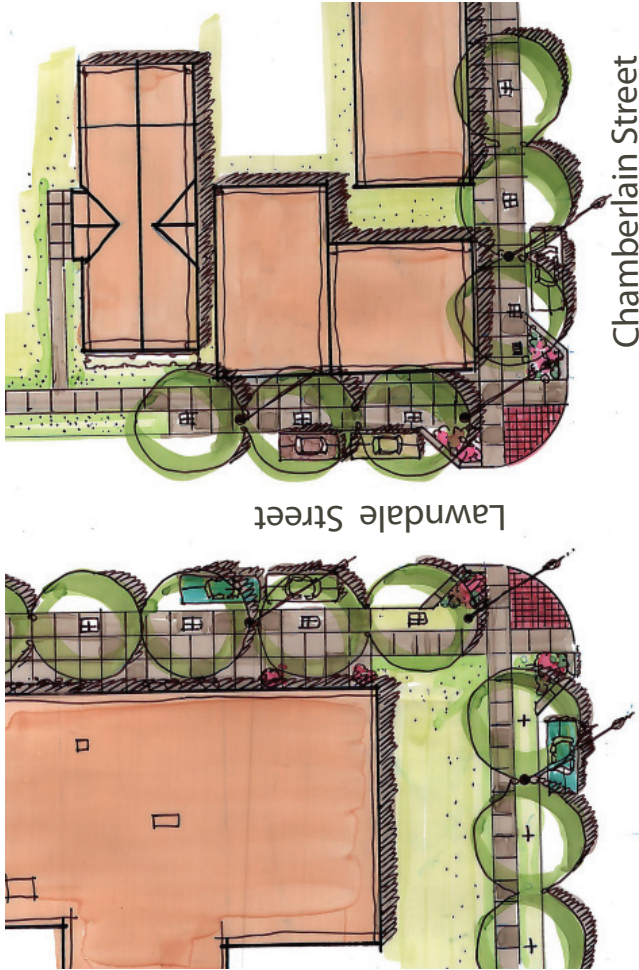


north  
not to scale

Higgins School Adaptive Re-use

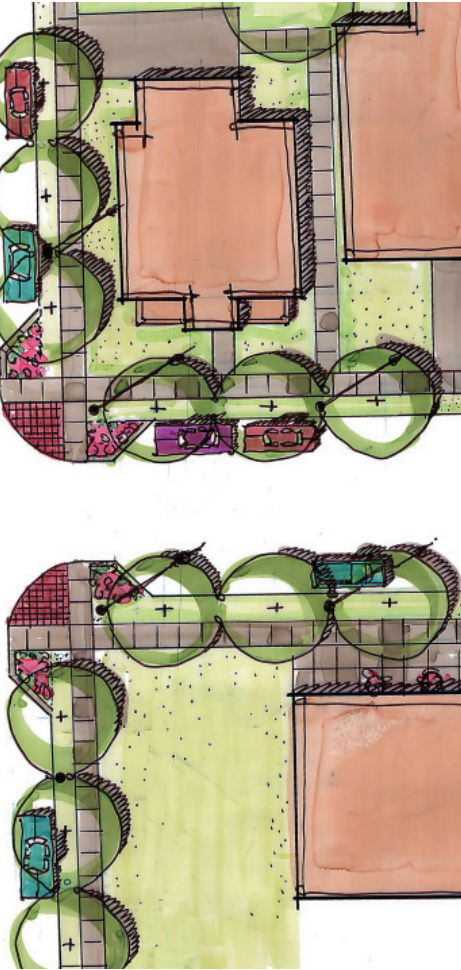
Figure 10





Lawndale Street

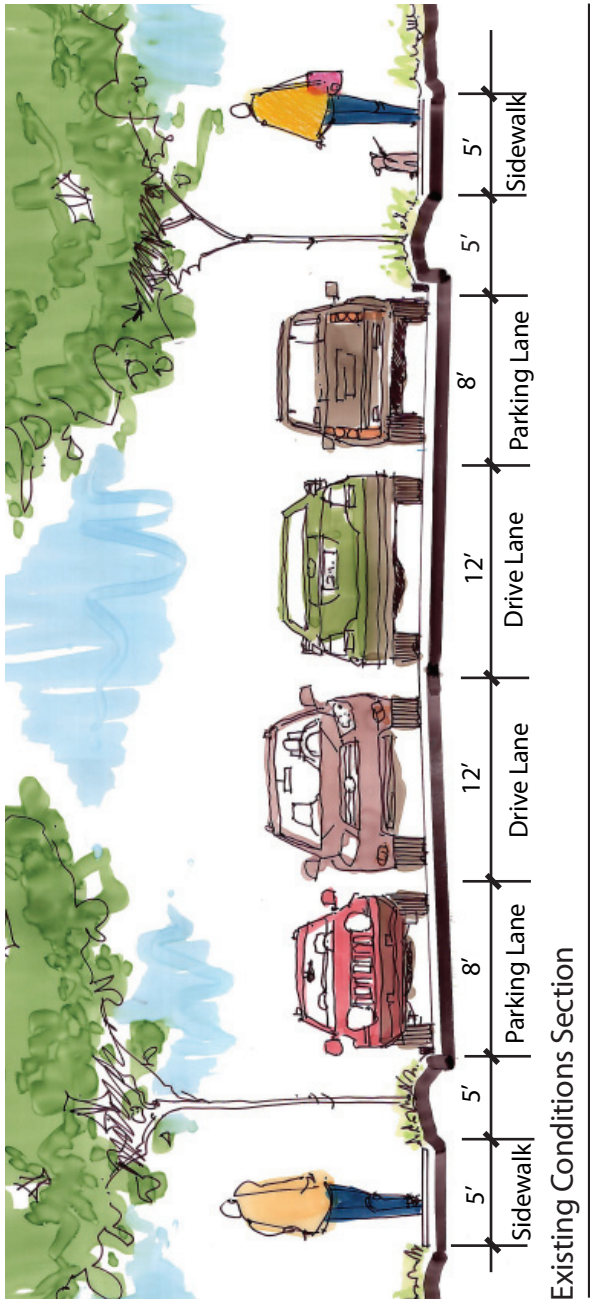
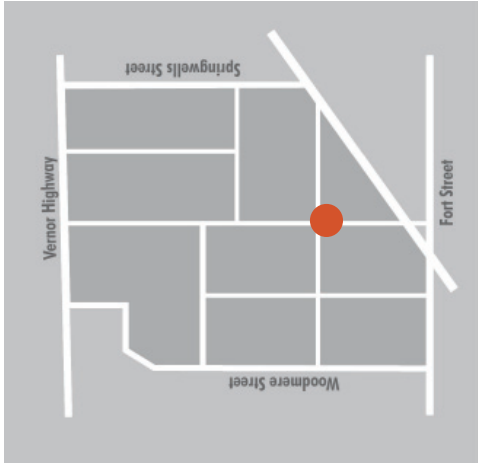
Chamberlain Street



Plan View

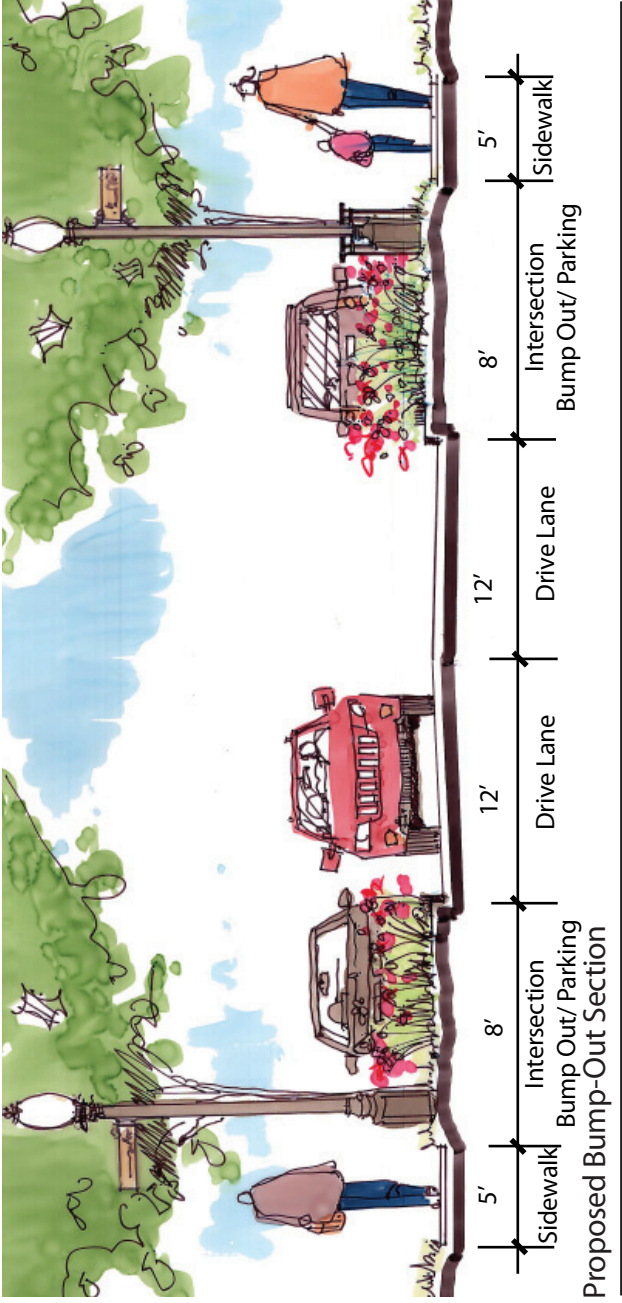


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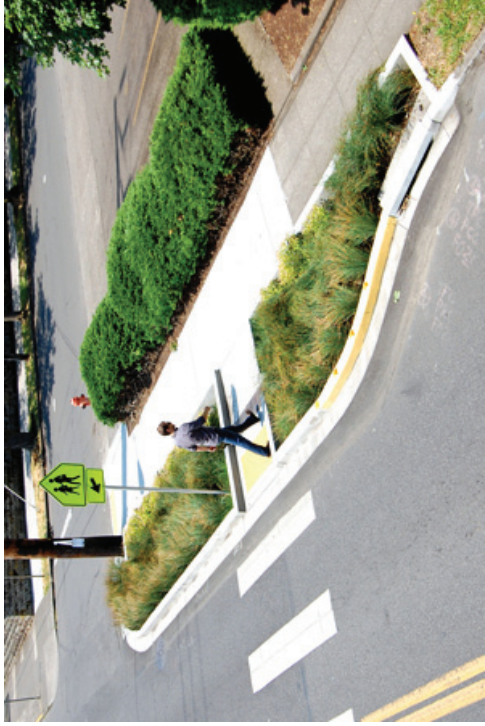
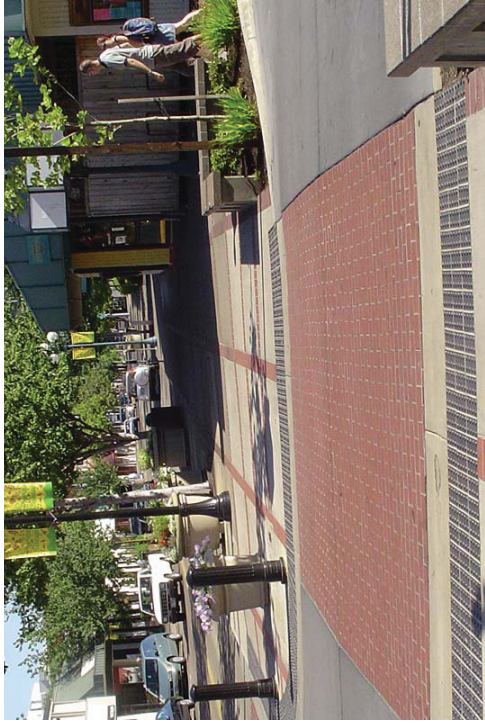
Existing Conditions Section

not to scale



Proposed Bump-Out Section

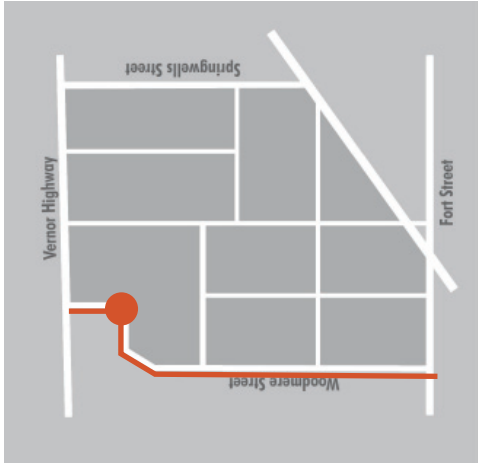
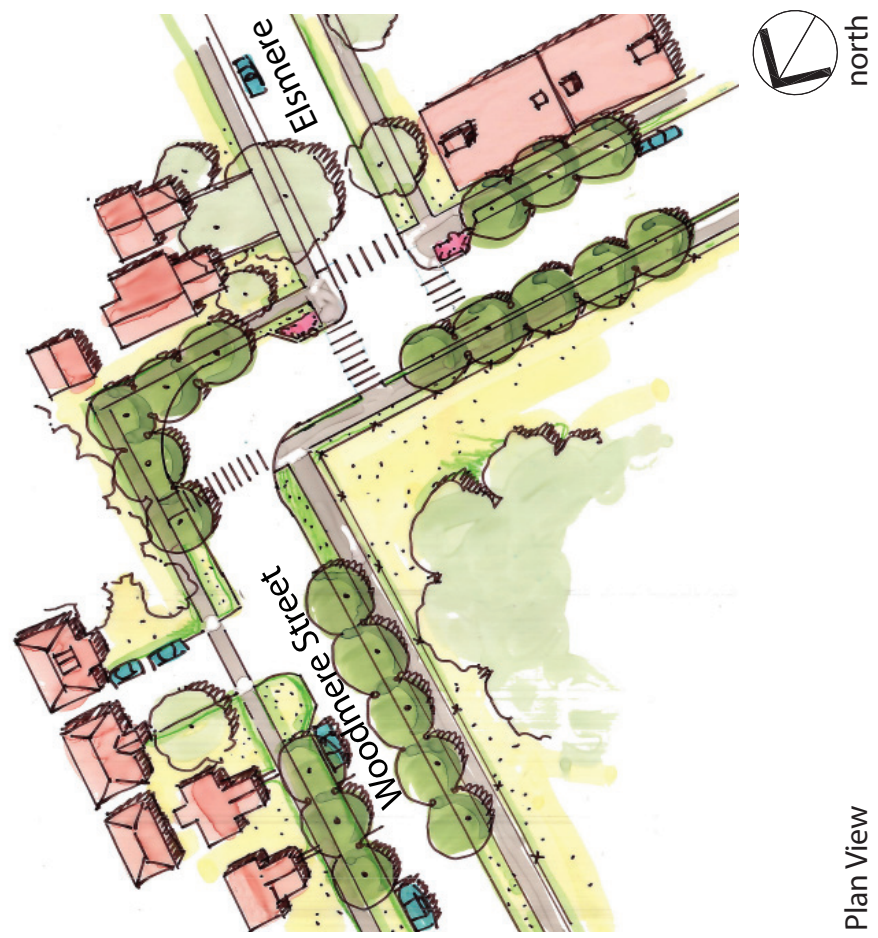
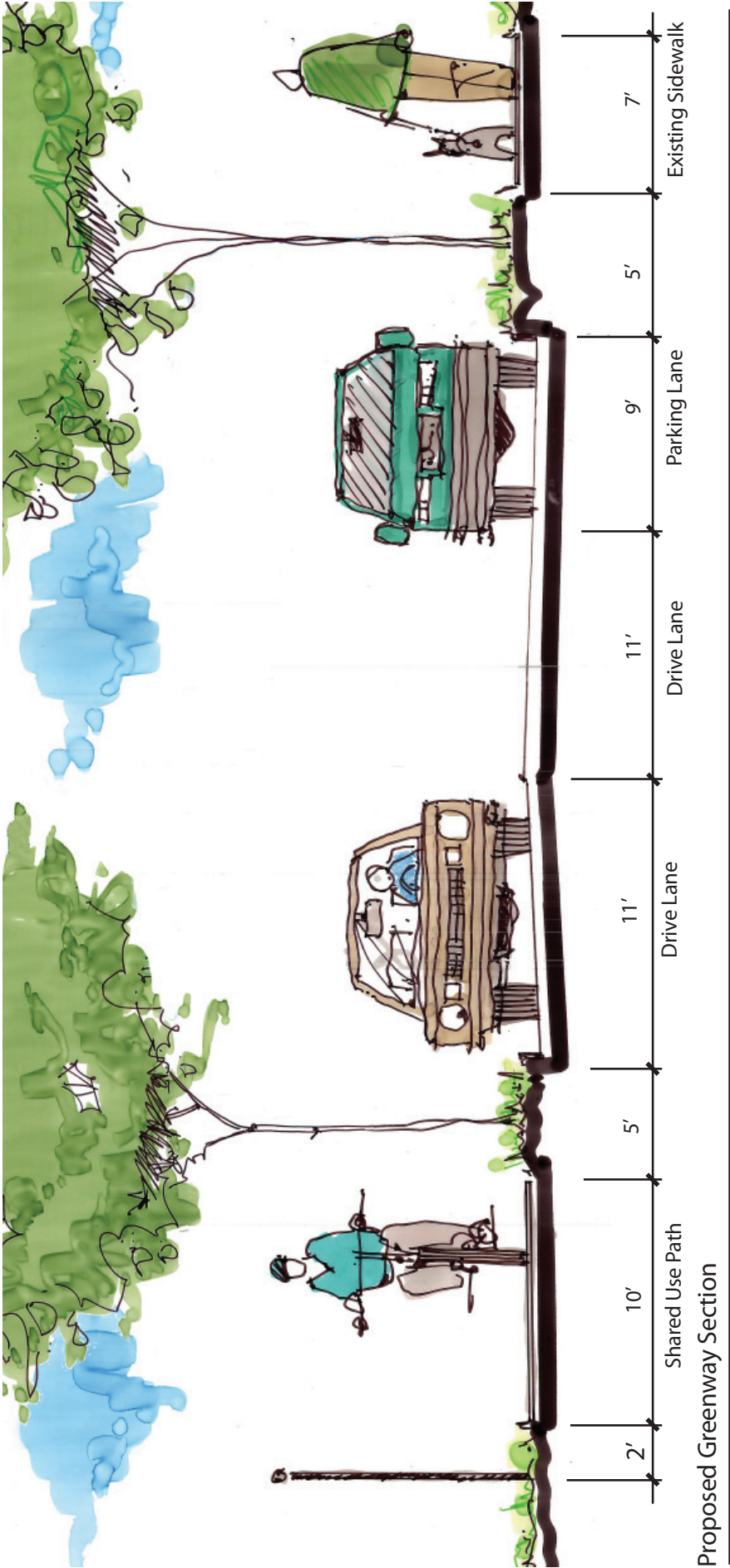
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Neighborhood Thoroughfare Improvements

Figure 11





Woodmere Greenway and Traffic Calming Improvements





SINGLE FAMILY RESIDENTIAL “B1” MULTI-GENERATIONAL & HANDICAP ACCESSIBLE

- 40' (Min) Lot - Deep Lots Only
- 2286 sf Without Bonus Space Above Garage
- 3 Bedroom, 2 1/2 Baths; Plus Apartment- 1 Bedroom, 1 Bath
- Handicap Accessible
- Attached Garage

Note: 45% Allowable lot coverage for a 3000 sf lot  
35% Allowable lot coverage for a 4000+ sf lot  
See Zoning Ordinance

Of the 2,743 property parcels in the target neighborhoods, approximately 600 are vacant. The construction of market-rate and tax credit affordable infill housing will help attract investment in homes by business, technical, and professional families who are prospering (including many currently living in small frame homes in the local area).



FRONT ELEVATION OPTIONS

In-fill designs are both culturally appropriate, allowing for use by extended families, and handicap accessible, allowing for continued family-oriented residential living by our growing senior population.

NOT TO SCALE

FIRST FLOOR PLAN SECOND FLOOR PLAN

These drawings were created by Hamilton Anderson Associates for the Delray Neighborhood Stabilization & Revitalization Plan (funded by MSHDA). The project in Delray was managed by Capital Access of Philadelphia for the Southwest Detroit Community Benefits Coalition, represented by People's Community Services of Detroit and Hamtramck. The images are used here with their permission.





[7] table of projects



## Table of Projects

As evidenced in the previous sections, the Springdale/ Woodmere Neighborhood Improvement Strategy is a comprehensive plan that encompasses just over 80 different, though complimentary projects. Each of the separate projects mentioned in Chapter 5 can be found on the following pages in table format for easy viewing.

Education	Income and Wealth	Economic Activity	Healthy Neighborhoods	Physical Environment	Page	Project Name	Project Type	Community Partner	Annual Funding	Budget Estimate	Yrs
■					43	Prenatal care and nutrition education	Improving capacity to learn	CHASS, Covenant Care, Focus Hope, Southwest Solutions, Vistas Nuevas	Y	TBD	1-10
■					43	Family literacy and parenting education	Improving capacity to learn	Southwest Solutions, UNI, DPN, LA SED, Vistas Nuevas	Y	\$80,000	1-10
■					43	High-risk in-home counseling and support	Improving capacity to learn, Personal maturity and health, ages 0-5	Southwest Solutions	Y	Funded	1-10
■					43	Active recreation and sports leagues; all ages, all seasons	Improving capacity to learn; improving the capacity of	LA SED, UNI, Detroit Recreation Department, ThinkDetroitPal, Vistas Nuevas, Southwest Solutions, DPS, DPN, St. Stephen	Y	\$170,000	1-10
■				■	43 & 73	Early Head Start, all day Head Start and Head Start Playground	Improving capacity to learn; academic success, ages 6-12	Southwest Solutions, DPN, UNI, LA SED	Y	\$440,000	1-10
■					44	Family literacy and parenting education	Improving capacity to learn; academic success, ages 6-12	DPS, Cesar Chavez Academies, Detroit City Year, DPN, UNI, Southwest Solutions	Y	\$80,000	1-10
■					44	Tutoring and remediation	Academic success, ages 6-12	DPS, Cesar Chavez Academies, Detroit City Year, DPN, UNI, Southwest Solutions	Y	\$150,000	1-10
■					44	High-risk in-home counseling and support	Improving capacity to learn, Academic success, ages 0-5	Southwest Solutions, DPN, UNI, Vistas Nuevas	Y	Funded	1-10
■					44	Preparation for transition into elementary school	Academic success, ages 0-5	DPS, Cesar Chavez Academies, Detroit City Year, DPN, UNI, Southwest Solutions	Y	\$5,000	1-10
■					44	Preparation for transition into middle school	Academic success, ages 6-12	DPS, Cesar Chavez Academies, Detroit City Year, DPN, UNI, UNI	Y	\$5,000	1-10
■					44	Academic case management	Academic success, ages 6-12	DPS, Cesar Chavez Academies, Detroit City Year, DPN, UNI, UNI	Y	\$24,000	1-10
■					44	Active recreation and sports leagues; all ages, all seasons	Personal maturity and health, ages 6-12	LA SED, UNI, Detroit Recreation Department, ThinkDetroitPal, Southwest Solutions, DPN, UNI, LA SED	Y	\$170,000	1-10
■					46	Family literacy and parenting education	Improving capacity to learn; academic success, ages 13-18	DPS, Cesar Chavez Academies, Detroit City Year, UNI, others	Y	\$80,000	1-10
■					46	Tutoring and remediation	Academic success, ages 13-18	DPS, Cesar Chavez Academies, Detroit City Year, UNI, others	Y	\$150,000	1-10
■					46	Preparation for transition into high school	Academic success, ages 13-18	UNI, DPS, DPN, LA SED, others	Y	\$5,000	1-10
■					46	Academic case management	Academic success, ages 13-18	UNI	Y	\$24,000	1-10



	Education	Income and Wealth	Economic Activity	Healthy Neighborhoods	Physical Environment	Page	Project Name	Project Type	Community Partner	Annual Funding	Budget Estimate	Yrs
■						46	Active recreation and sports leagues; all ages, all seasons	Personal maturity and health, ages 13-18	LA SED, UNI, Detroit Recreation Department; ThinkDetroitPal,	Y	\$170,000	1-10
■						46	Gender specific activities	Personal maturity and health, ages 13-18	LA SED, UNI, others	Y	\$25,000	1-10
■						47	Life passages program	Personal maturity and health, ages 13-18	Life Directions, UNI, LA SED, BCI, faith communities, others	Y	TBD	1-10
■						47	College tours	Plans for next stage of life,	UNI, DPN	Y	TBD	1-10
■						47	ACT exam preparation	Plans for next stage of life,	Schools	Y	TBD	1-10
■						47	Apprenticeship and technical training exposure	Plans for next stage of life,	UNI, schools, SER Metro	Y	TBD	1-10
■						47	Academic coaches	Plans for next stage of life,	UNI, schools	Y	TBD	1-10
■						47	English literacy education (ESL, SSL, pre-GED, GED preparation, computer classes)	Adult life success	UNI, others	Y	\$125,000	1-10
■						47	Brief vocational or entrepreneurial training	Adult life success	SER Metro, WARM Training Center, others	Y	Funded	1-10
■						47 & 57	Apprenticeship program and Southwest Detroit Mural Program	Transition to adult success, ages 13-18; neighborhood	UNI, JP Morgan Chase Foundation, Greening of Detroit, Southwest Solutions, Matrix	Y	\$550,000	1-10
■						49	Family literacy and adult basic education for adults with children	Adult life success	Human Services, DPN	Y	\$80,000	1-10
■						49	Advanced adult education	Adult life success	UNI, LA SED, BCI, others	Y	Funded	1-10
■						49	Life skills workshops including financial literacy	Adult life success	TBD	Y	\$30,000	1-10
■						49	Healthy aging	Adult life success	BCI and Southwest Aging	Y	\$50,000	1-10
■						49	Community leadership	Adult life success	Congress of Communities, Harriet Tubman Center, Springdale/Woodmere Block Club, others	Y	TBD	1-10
		■				51	Home energy efficiency	Marketing	UNI, WARM Training Center, City of Detroit Weatherization	N	\$600,000	1-3
		■				51	Time banking	Community economy	BCI	N	\$15,000	2-3
		■				51	Neighborhood promotion	Marketing	SDBA, BCI	2 Years	\$15,000	1-2

	Education	Income and Wealth	Economic Activity	Healthy Neighborhoods	Physical Environment	Page	Project Name	Project Type	Community Partner	Annual Funding	Budget Estimate	Yrs
						51 & 75	Garden development; family and community gardens	Community organizing; physical development	UNI, Southwest Friends of Detroit, Greening of Detroit, Earthworks Urban	N	\$75,000	1-3
						52	Older worker employment	Advocacy and training	BCI, Operation Able	Y	\$15,000	1-10
						52 & 57	Marketing industrial real estate	Marketing	SDBA	N	\$25,000	1-3
						57	Internal and welcome signage for Southwest Detroit	Attracting new business	SDBA	N	\$78,000	1-2
						59	MDOT food and fuel exit signage	Attracting new business	SDBA	N	\$10,000	1-3
						59	Lunch delivery service downtown/downriver	Bringing new business	SDBA, Saver Southwest Detroit	N	\$15,000	2-4
						59	Celebration resources marketing	Bringing new business	SDBA	N	\$15,000	1-3
						59	Parking priority	Bringing new business;	SDBA	N	\$20,000	1-3
						60	Niche business development	Bringing new business	SDBA	N	\$15,000	1-3
						60	Bike shop	Bringing new business	UNI	N	\$15,000	1-2
									Southwest Detroit Weed & Seed Collaborative		\$25,000	1-2
						65	Community court	Planning		N	\$3,000,000	2-3
						65	Community court	Initial operation, 2 years	36th District Court	N	\$1,000	1-3
						65	Community list serve	Community organization	UNI, Springdale/Woodmere Block	N		
						65	Online reporting system for blight and nuisance abatement	Community organization	UNI, Springdale/Woodmere Block Club, SDEV	N	TBD	1-3
						67	Vacant lot ownership program	Community organization	BCI	N	\$15,000	1-3
						67	Wildflower planting	Community organization	SDEV, BCI	Y	\$5,000	1-4
						67	Dumpster program	Community organization	SDEV	Y	\$15,000	1-5
						67	Bulk trash pick up publicity	Community organization	UNI (on marquee)	Y	\$0	n/a
						67	Home landscaping	Neighborhood beautification	Greening of Detroit, UNI	Y	\$5,000	1-5
									UNI, SDEV, Springdale/Woodmere Block Club	Y	\$50,000	1-5
						67	Graffiti reduction program	Public space maintenance				
						67	Healthy alternative convenience store and garden resource center	Renovation; energy efficiency; economic	UNI	N	\$500,000	1-2
						67	Basic home security measures, outdoor CFLs	Community policing	Springdale/Woodmere Block Club, WARM Training Center	Y	\$2,500	1-10
						68	Nuisance reduction action	Public space maintenance	SDEV, UNI	Y	\$1,500	1-2



Education	Income and Wealth	Economic Activity	Healthy Neighborhoods	Physical Environment	Page	Project Name	Project Type	Community Partner	Annual Funding	Budget Estimate	Yrs
		■			68	Community patrol	Community policing	Springdale/Woodmere Block Club	Y	\$5,000	1-5
			■		68	Home invasion reduction	Community policing	SDBA	Y	\$10,000	1-10
				■	71	Alley improvements	Renovation and reconstruction: gravel	UNI	N	\$50,000	2-5
				■	71	Alley improvements	Reconstruction: repairing	UNI	N	\$150,000	2-5
				■	71	Alley improvements	Reconstruction: paving	UNI	N	\$1,100,400	3-10
				■	71	Alley improvements, lighting	Infrastructure	City of Detroit	N	\$50,000	3
			■		73	Beard park expansion and redevelopment	Neighborhood beautification; physical development	UNI, City of Detroit Department of Public Works	N	\$500,000	1-3
				■	75	Traffic calming	Infrastructure; physical	UNI, City of Detroit	N	\$190,000	2-10
				■	75	Cahalan Plaza and intersection improvements	Neighborhood beautification; physical development	UNI	N	\$190,000	1-2
				■	75	Higgins School redevelopment	Reconstruction; physical	BCI, UNI	N	\$11,200,000	2-3
				■	75	Infill housing, affordable rates	Construction; physical	BCI	N	\$5,000,000	3-10
				■	75	Infill housing, market rates	Construction; physical	BCI	N	\$5,000,000	4-10
				■	75	Abandoned home purchase, renovation, and resale	Renovation; physical	BCI	2 Years	\$250,000	1-2
				■	75	Apartment district demolitions	Blight Reduction	UNI, City of Detroit	N	\$75,000	1-2
				■	76	Woodmere greenway	Neighborhood beautification; physical development	UNI, City of Detroit	N	\$1,000,000	3-7
				■	76	Lawndale Street Underpass	Infrastructure; physical	SDBA, City of Detroit	N	\$25,000	3
				■	76	All Saints Neighborhood Center improvements	Renovation; sustainability; physical development	UNI	N	\$75,000	2-4
					76	Springwells business parking	Infrastructure; physical	SDBA	N	\$200,000	2-5
			■		76	Street trees	Neighborhood beautification	UNI, Greening of Detroit, SDBA	N	\$125,000	2-10
				■	76	Store conversion (see bike shop)	Renovation; physical	UNI	N	\$100,000	1-3
				■	76	Store development, model green business	Renovation; physical	UNI	N	\$400,000	1-3
Total preliminary costs including one year of continuing costs: \$32,641,400											





For more information on how you can  
support the Woodmere/Springdale  
Neighborhood Improvement Strategy,  
or to order a copy of this document,  
contact:

Urban Neighborhood Initiatives

8300 Longworth  
Detroit, MI 48209  
313-841-4447

[www.unidetroit.org](http://www.unidetroit.org)



Springwells Village  
Development Collaborative

