



Vision Plan and Economic Development Strategy

The Southend District- Dearborn, Michigan

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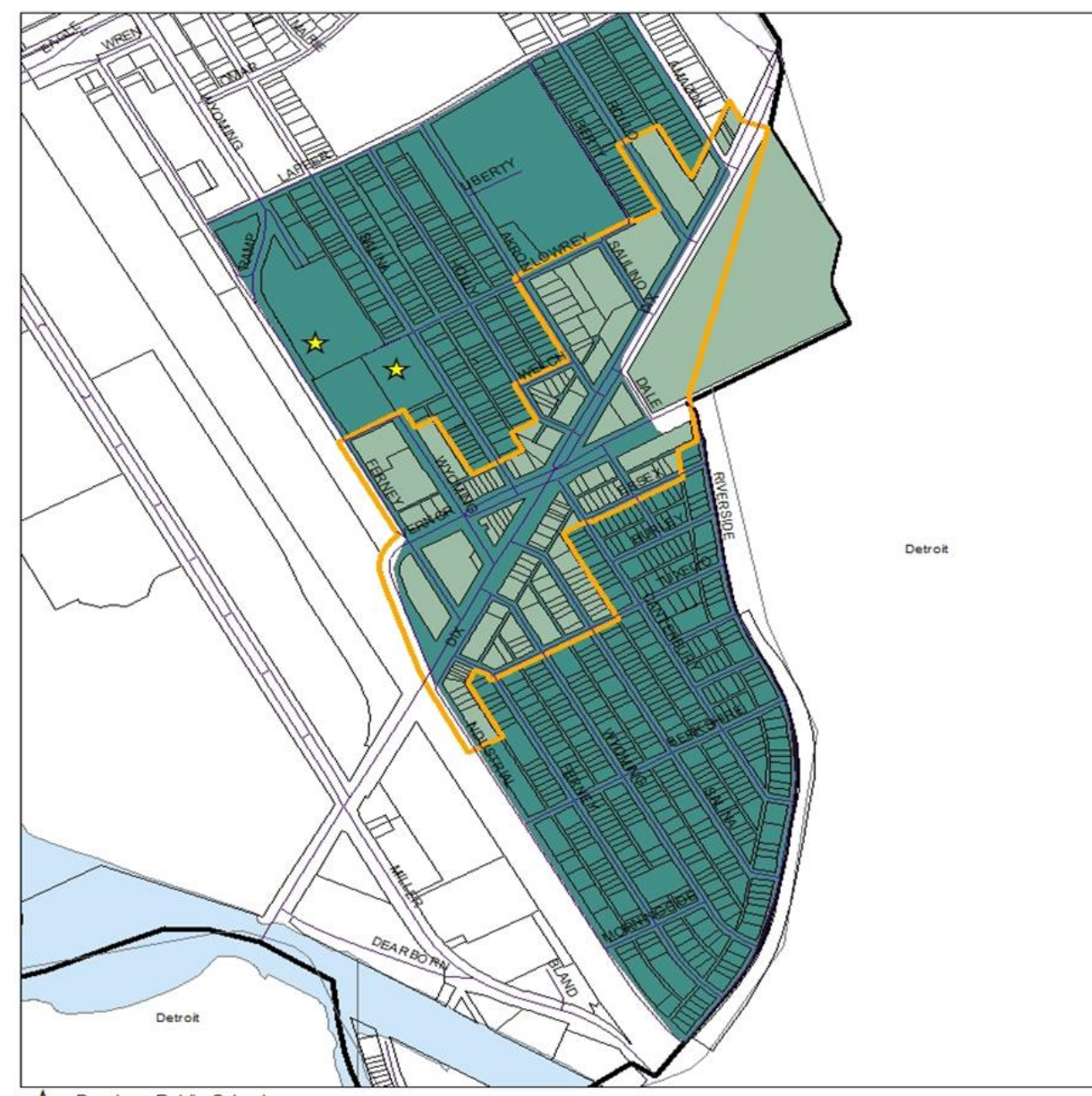
INTRODUCTION

COMMUNITY TRENDS

ASSESSMENTS

Goal Statement: Create a Vision Plan and Economic Development Strategy that will include recommendations for beautification, façade evaluation and analysis, and redevelopment opportunities. The City of Dearborn seeks to attract commercial and residential redevelopment, improve non-motorized access and mobility, and identify underutilized land for the Dix-Vernor Corridor.

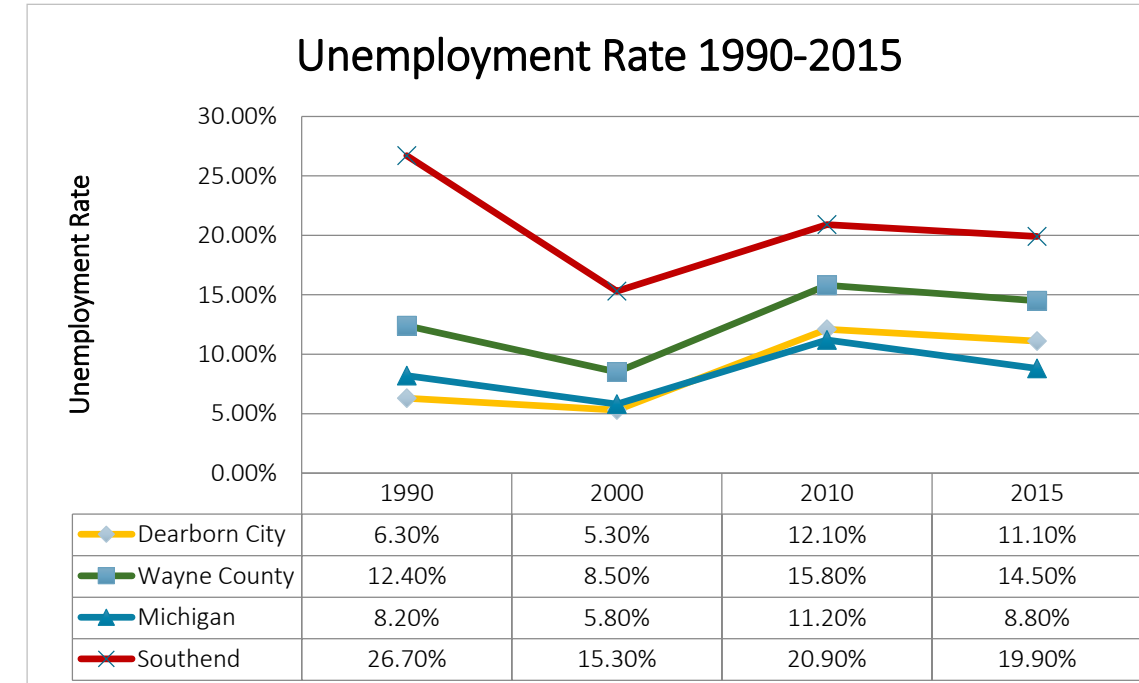
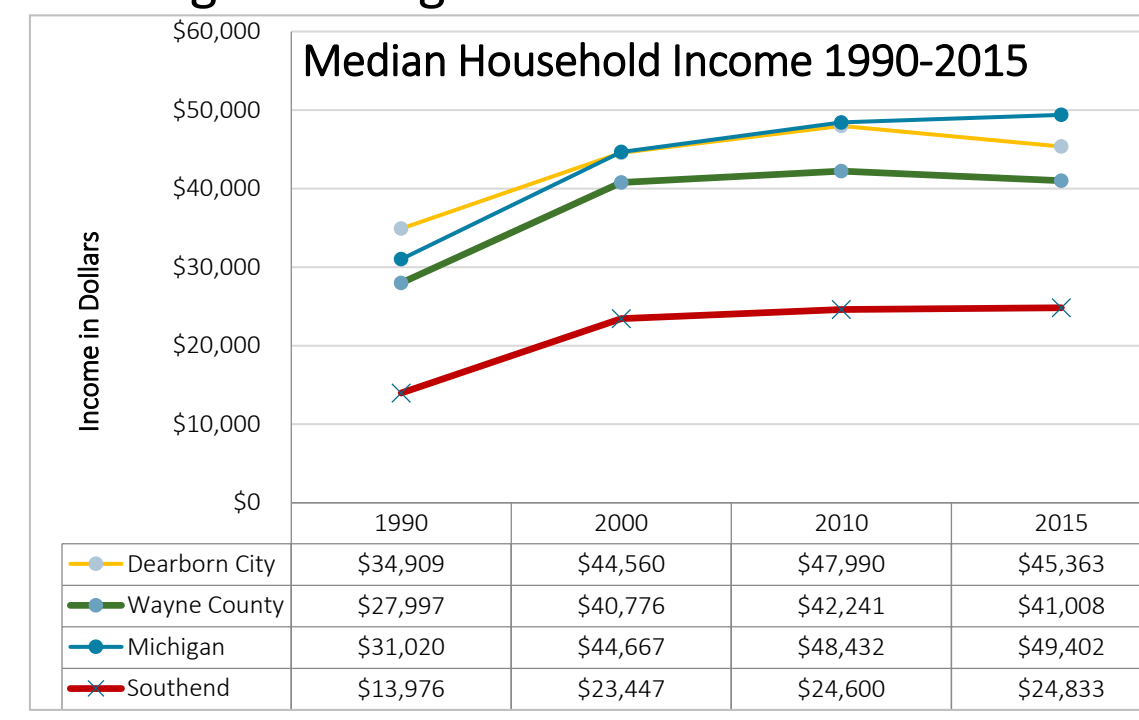
The Southend Boundary with TIF and Public Schools



The project focuses on the Dix-Vernor Corridor located in Dearborn's Southend and the surrounding Salina Neighborhood. The Dix-Vernor Corridor is the commercial area that is contained within the Salina Neighborhood, the two of which make up The Southend of Dearborn.

The Southend has different socioeconomic characteristics compared to the rest of the City of Dearborn, Wayne County, and the State of Michigan in regards to population, housing, income, employment, and educational attainment. Main points of importance are:

- Fairly stable population from 2010-2015
- Median age in the mid 20's compared to the mid 30's in the other focus areas
- More than 50% of the housing in The Southend are renter occupied
- Low household income with an average of \$24,833. More than 50% of the populations having income less than \$25,000 in 2015
- High unemployment rate at 19.9%
- High percentage of population below poverty level at 44.8%
- Low educational attainment for residents with 13% of the Dix-Vernor Corridor in the population of 25 and over have received an Associate's Degree or higher

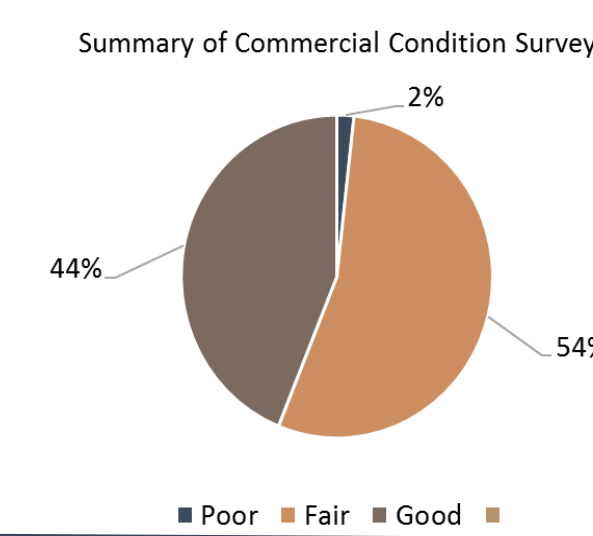


The demographic analysis of The Southend suggest this is a fairly young, low-income, less educated community. These characteristics can be important to consider when thinking about the development and future of the area.

COMMERCIAL CONDITIONS



Of the 57 structures assessed in the commercial condition survey, 1 is in "Poor" condition, 31 are in "Fair" condition, and 25 are in "Good" condition. The characteristics measured include windows, doors, siding, roof, paint & brick, lighting, parking, decor & greenery, signage, and setback.



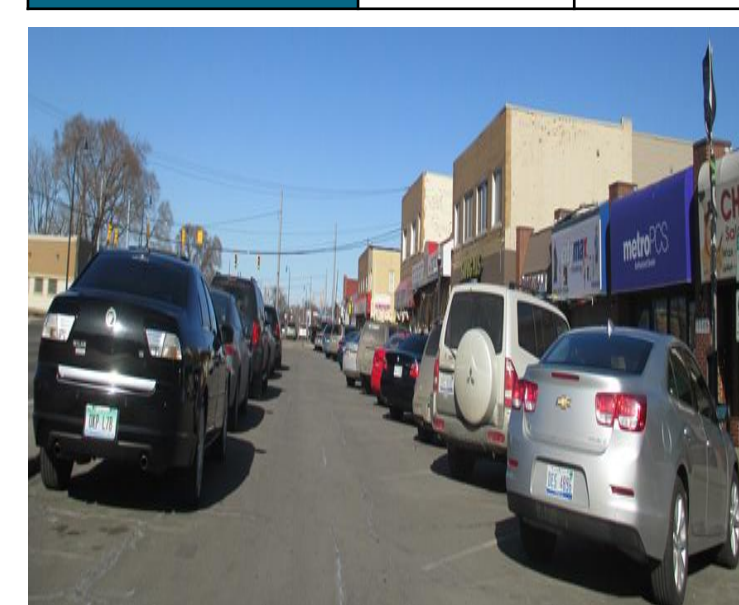
COMPLETE STREET ASSESSMENTS

Utilizing the Complete Streets Assessment Guidelines from Smart Growth America, The Team conducted a sidewalk and street/shoulder assessment in order to assess walkability and bikeability of the corridor. It was found that in its current state, the sidewalks and shoulders are not safely accessible for pedestrians and bikers along the corridor.



PARKING ASSESSMENT

Parking: Block 4				
Date	Time	Occupied parking spots/Total cars in lot	Total parking spots	Percentage of occupied spots
2/11/2016	2:00pm	22	20	110%
2/11/2016	2:30pm	20	20	100%
2/11/2016	3:00pm	21	20	105%
2/11/2016	3:30pm	19	20	95%



A visual assessment was conducted to measure the current parking conditions located in 3 of the Blocks located within the corridor. It was noted that non-designated parking spaces are being utilized as overflow parking on the buffer curbs which explains the over 100% occupancy.

INTERSECTION CONDITION SURVEY

Of the 18 intersections studied in the intersection condition survey, 2 were deemed to be in "Good" condition, 14 in "Fair" condition, and 2 in "Poor" condition. Factors such as connectivity, safety, and accessibility were all acknowledged in this study.



Corner of Dix and Amazon



Corner of Dix and Roulo

SWOT ANALYSIS

RECOMMENDATIONS

- #### Strengths
- Many active businesses
 - Corridor adequately serves the community's needs
 - Vibrant, diverse community
 - Roads have been recently resurfaced
 - Small geographic boundary
 - Tight-knit community
 - Community services are active and helpful to immigrant population

- #### Weaknesses
- Lack of housing availability and variety in options
 - Not enough parking
 - Isolates from Detroit and Dearborn
 - Heavy industrial & truck traffic
 - Low level of walkability
 - Little mixed use development

- #### Opportunities
- Recreation opportunities and park improvements for residents in vacant space within neighborhood
 - Façades could be updated and cohesive for a unified feel
 - Need for low income housing
 - Vacant space for parking, housing, retail

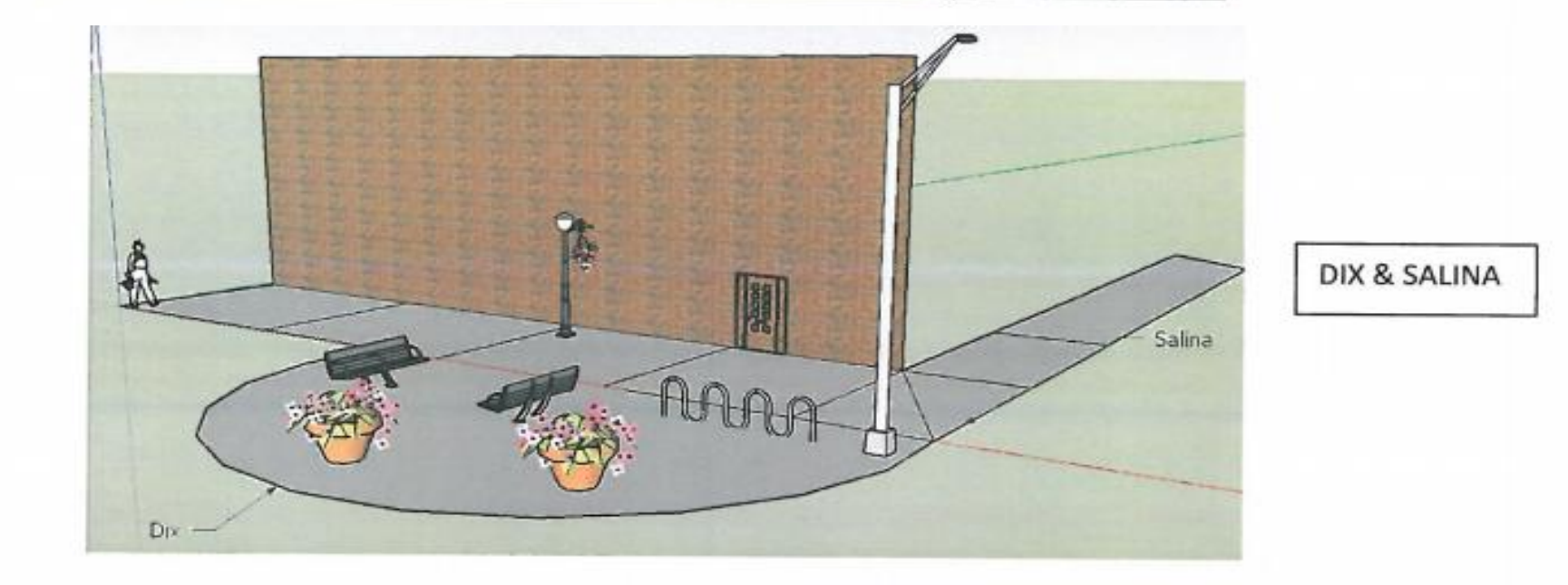
- #### Threats
- Possibly unwilling to change façades
 - Potential lack of incentives to create new business & residential space
 - Aging infrastructure in residential and commercial areas
 - Potential environmental contamination from industrial uses & truck traffic along the corridor



\$30,000 grant awarded to the Dix-Vernor corridor for: Streetlight banners, concrete planters bike racks, monument signs, and picnic tables & benches



DIX & WYOMING



DIX & SALINA

MARKETING & BRANDING

Create a marketing and branding strategy and campaign for the corridor including: a logo for The Southend, increased social media presence, monument and wayfinding signs

WALKABILITY & BIKEABILITY

Enhance walkability and bikeability for pedestrians through the area by: improving sidewalk conditions along corridor along with buffers, connections and signage as well as designated painted bike lanes that connect with the bike systems in The City of Dearborn and Detroit, engage in the Safe Routes to School Program.

VACANT SPACE

RECREATION, HOUSING, COMMERCIAL CONDITIONS

Efficiently utilize city owned parcels within the district to activate public involvement and promote economic development by: improving recreation facilities, creating and implementing a commercial façade program, conduct further studies on housing stock and potential low income housing developments.

PARKING

Create and manage adequate parking facilities and systems for the corridor by: including multi-lingual signage, engage community members and business owners to obtain further data, improve enforcement, consider the addition of more parking within the corridor.