NW Goldberg Neighborhood Revitalization Plan

In collaboration with the Michigan State University School of Planning, Design, and Construction

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Introduction

The purpose of this project is to create a neighborhood revitalization plan for NW Goldberg, a historic neighborhood north of central Detroit. NW Goldberg Cares, the Community Development Organization engaged the Practicum Team to assess current conditions, analyze relevant socio-economic data, gather community input, research noteworthy practices and recommend data-driven strategies to improve the neighborhood.

NW Goldberg Essential Services Map

Participants at a community meeting on Feb. 5, 2020

Socio Economic Profile

Population within NW Goldberg are trending downward. Between 2011 and 2015, the neighborhood lost 8.81% of its population and In 2019, the neighborhood lost roughly 4.4% of its total population, the largest decline observed the last decade.

Ages of NW Goldberg residents are on average 10% older than the City of Detroit. Within NW Goldberg 19% of current resident are 65 years old or older, and 12% are 75 years old or older.

Housing data shows approximately 1,100 units with 46.5% vacancy or abandoned. Majority of homes were constructed before 1939 and the average home value is less than $50,000. Approximately 14% are owner occupied.

Incomes within NW Goldberg are lower than the state and city median. 73% of households earn less than $15k a year, and 84% earn less than $35k.

Educational Attainment within NW Goldberg is lower than the state average. 28% of residents do not have a high school diploma, though 36% of residents have at least some college experience or have obtained a college degree.

Retail & Service Establishments are lacking even though the retail market profile shows a significant demand in some sectors. Lack of resh food and quality food products are a major concern.
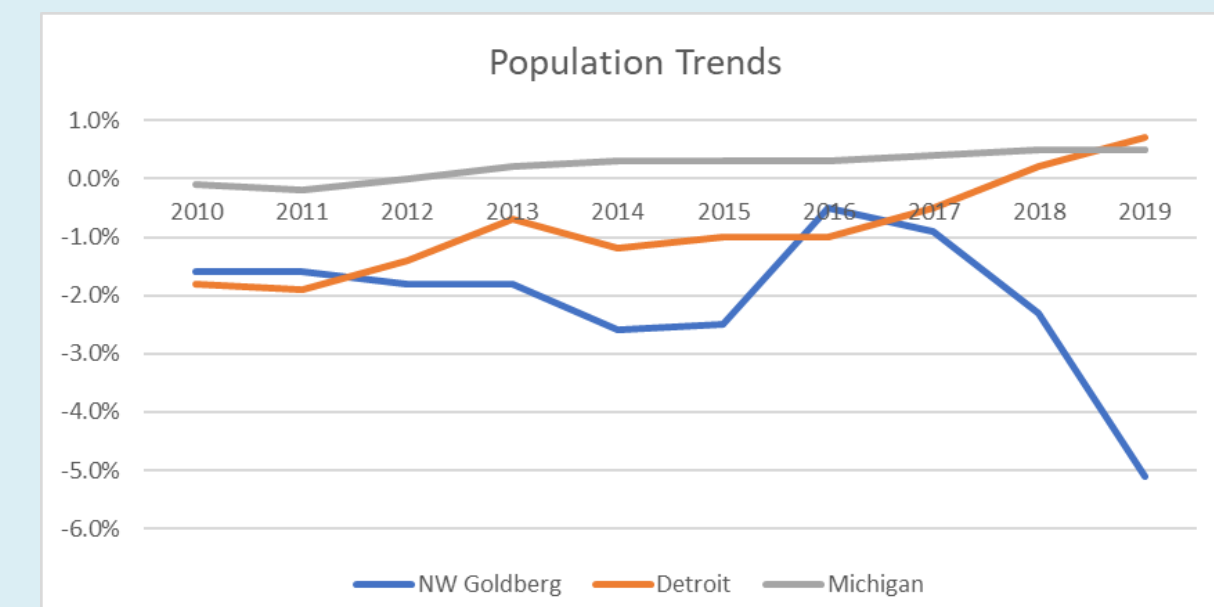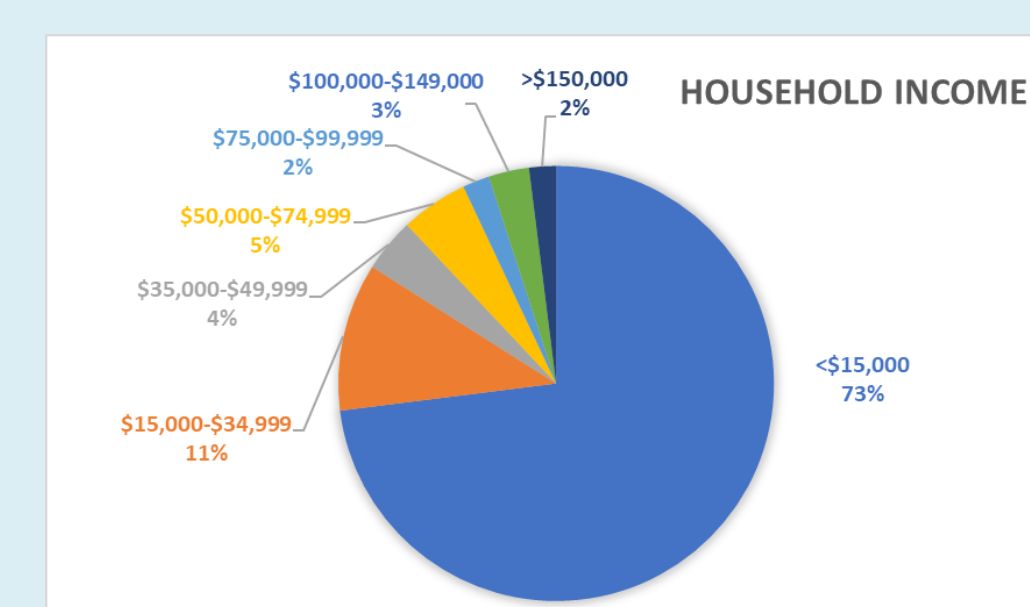

Chart depicting the population trends within NW Goldberg

Chart depicting the household income within NW Goldberg

Community Feedback

A community visioning meeting was held on Wednesday, February 5, 2020 from 6:00pm to 8:00pm at ArtBlock in Detroit, MI. 16 residents and stakeholders attended to share their opinions.

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

Greatest strength: **Physical Location**

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

Greatest Challenge: **Blight and Abandonment**

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

Would like most: **More Businesses in the Commercial Corridors**

Neighborhood Assessment

Included in the projects is a sample housing condition survey. 12 structures were surveyed on 15th Street.
- **50% of the homes were actively maintained**
- **9% of homes are in need of "minor" repairs**,
- **25% of the homes are considered to be in "moderate" condition,**
- **16% are considered to be in need of "substantial" improvements.**

A business corridor parcel inventory
An Inventory was conducted of parcels located on Ferry Park, from Lawton to Holden & 14th St. from W Grand to W I-94 Service Dr.

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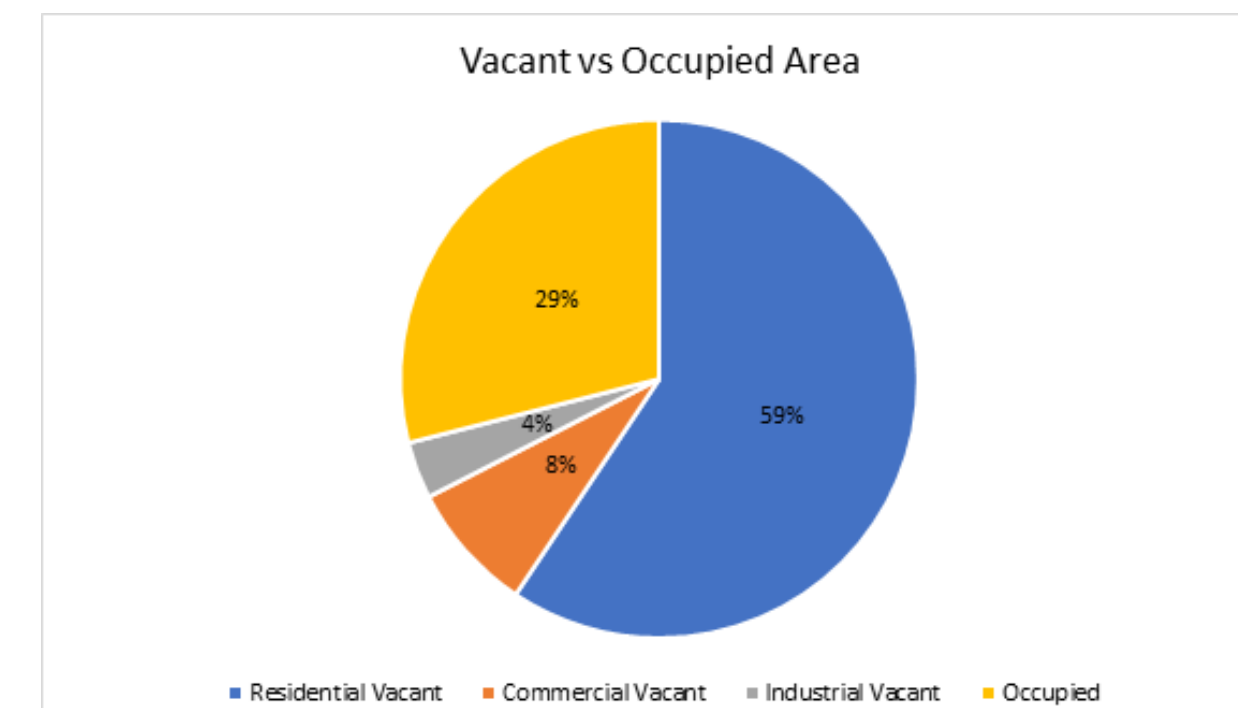- 5% of parcels belong to owners who reside in Michigan but outside of Wayne County.

Chart depicting the vacant to occupied area

5603 14th Street

Parcel Number:	10005147
Total Acres:	0.133
Taxable Value:	$12,100
Last Sale Price:	$0
Last Sale Date:	N/A
Owner:	Audra Kubat
Owner Address:	5603 14th St Detroit, MI
Zoning:	R3 – Low Density Residential District
Taxes Owed:	$0
# of Buildings:	1
Maintained:	Yes
Dumping:	No

5610 14th Street

Parcel Number:	10005037
Total Acres:	0.132
Taxable Value:	$18,400
Last Sale Price:	$0
Last Sale Date:	N/A
Owner:	Uptown Detroit Associates
Owner Address:	100 Chandler Detroit, MI
Zoning:	R3 – Low Density Residential District
Taxes Owed:	$0
# of Buildings:	1
Maintained:	No
Dumping:	No

Action Strategies

Community Development:
- Attract small business with a diverse range of services and products including fresh and prepared foods.
- Restore the historic Crockett's Corner Groceries as a year-round farmer's market providing jobs for residents and revenue for local producers.
- Use available space, indoors or outdoors, to establish a weekly farm stand

The Oakland Avenue Urban Farm | Photo credit: Nick Hagen

Elderly Care:
- Work with partners to increase awareness about available social programs, "fill the gap" of essential services within the neighborhood and take steps to make the neighborhood more walkable.

Vacant Lot Reuse:
- As a starting point, vacant parcels of land may be easily acquired, and can be turned into important public places such as community gardens, and recreation parks for basketball, skateboarding, or other activities.
- Collaborate with Detroit Parks & Recreation to build a multi-generational playground with workout stations focusing on youth and elderly's use.
- Install bike amenities such as repair stations and racks along bike routes

Valent-ICE Festival in Grand Rapids, MI | Photo Credit: Downtown Grand Rapids Inc..

Housing:
- Develop a Housing Conditions Survey and Inventory
- Promote opportunities for residents to repair/restore their own homes using Home Repair Loan Program as well other City programs for restorations.

Tiny home built by Cass Community Social Services. Photo Credit: Detroit Curbed.