



# NEIGHBORHOOD PLACEMAKING: SPRINGWELLS STREET

LIGHTER, QUICKER, CHEAPER IN SOUTHWEST DETROIT



PRESENTED BY TIFFANY TONONI FOR URBAN NEIGHBORHOOD INITIATIVES

# WHO WE ARE

Urban Neighborhood Initiatives works with communities in urban neighborhoods to build safe and thriving environments where people want to live, work, and play.

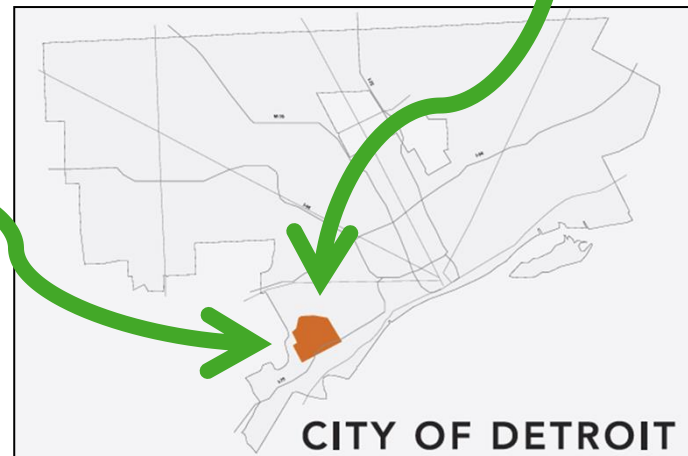


# COMMUNITY PROFILE

The Springwells community is a 1.3 square mile neighborhood located in Southwest Detroit and home to nearly 17,000 residents.



Springwells = 1.3 mi<sup>2</sup>, pop. 16,900  
Detroit = 142 mi<sup>2</sup>, pop. 700,000



**CITY OF DETROIT**

# COMMUNITY ASSETS

**YOUNG**

62.2% of residents are under 35 and 1 in 5 residents are under the age of 9

**DENSELY POPULATED**

Springwells = 19.5 residents/acre  
Detroit = 8 residents/acre

**DIVERSE**

72.2% of residents identify as Hispanic/Latino, 20.7% as white non-Hispanic, 5% black, and smaller numbers identify as American Indian, Asian, or of more than one race

**FAMILY ORIENTED**

Over half a dozen early childhood facilities and elementary schools

**WALKABLE**

Over 200 business in 1.3 square miles including, bakeries, restaurants, bars, pharmacies, auto mechanic shops, insurance offices, and grocery stores

# COMMUNITY CHALLENGES

## SAFETY

20% of residential properties are vacant; many are targeted for drug trafficking, scrap metal theft, arson

## FORECLOSURE

Nearly 20% of mortgages are in foreclosure or real estate owned (REO)

## IMMIGRATION

Over 1 in 3 residents are foreign born; immigration concerns continue to negatively impact household stability, resident safety, educational opportunities, and community participation

## FINANCIAL STABILITY

45.5% of households have an annual income of less than \$25,000

## EDUCATION

54% of residents over the age of 25 have less than a high school diploma; 30% have less than a 9<sup>th</sup> grade education

# PLACEMAKING TARGET

## Springwells Street



- Part of the main commercial corridor & BID
- Mixed zoning (residential and commercial)
- Variety of organizations and businesses
- Surrounded by dense residential community

# IDENTIFY DESTINATION & PROBLEM SPOTS



Source: Power of 10 on Springwells Street, Project for Public Spaces, June 2014

# IDENTIFY DESTINATION SPOTS

- Sheila's Bakery
- Family Treat
- Post Office
- Urban Neighborhood Initiatives Office
- Tacos El Caballo
- Other (Rite Aid, Salon Xtreme, Revolution Lounge, El Asador Restaurant, etc.)



Family Treat

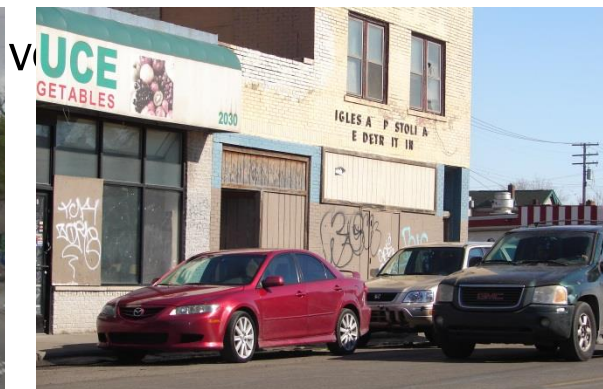


Sheila's Bakery



# IDENTIFY PROBLEM ACTIVITY & SPOTS

- Speeding, traffic concerns
- Homelessness, panhandling
- Drug trafficking
- Vacant property (restaurant, church, storefronts, lots)
- Unkempt residential and business properties
- Graffiti and poor lighting at railway underpass/viaduct
- Loitering outside of liquor stores



An uninviting railway viaduct, vacant storefronts, and graffiti line Springwells Street

# PLACEMAKING OBJECTIVES

- Enhance the beauty and functionality of Springwells Street
- Pilot pop-up activity with local businesses to create excitement and bring people together
- Continue to transform spaces into places with a focus on maintenance and programming
- Continue long-term planning




Project for Public Spaces Training, June 2014

# CORRIDOR ENHANCEMENTS

## Tulips & Daffodil Bulbs (8,250)

**\$** \$3,100.00

 2013-2015

 The Greening of Detroit, Christensen Plant Center, UNI's Urban Forestry Youth Employment Program, & Other Volunteers



Tulips in bloom, May 2015



Planting bulbs, November 2014

# CORRIDOR ENHANCEMENTS

## Outdoor Planters (6)

**\$** Free!

 2014

 Southwest Detroit Business Association, the Business Improvement District, & UNI



Planters at Springwells and Longworth



# CORRIDOR ENHANCEMENTS

## Bike Racks (4)

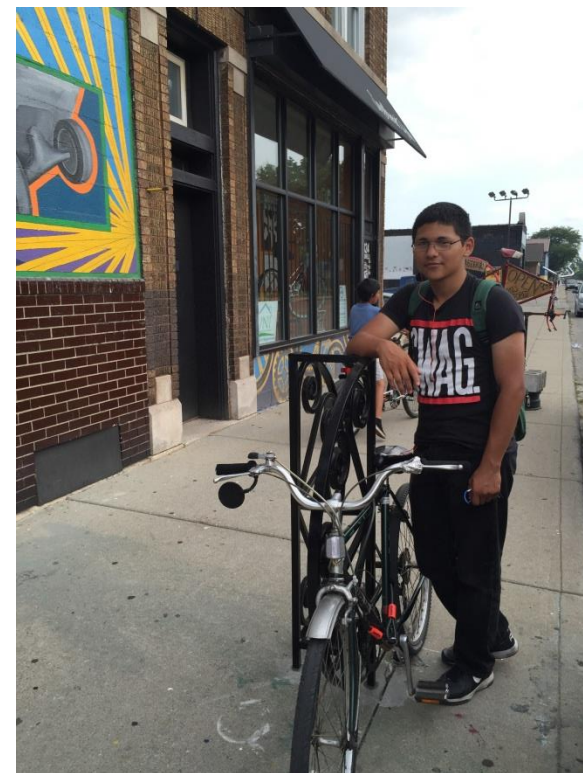
**\$** \$1,640.00

 2015

 Springwells  
Village  
Development  
Collaborative,  
Diseños  
Ornamental Iron,  
& UNI



Bike rack installation, 2015




Bike rack outside Southwest Rides

# CORRIDOR ENHANCEMENTS

## Outdoor Mural Arts

**\$** \$26,800.00 (~\$13 ft<sup>2</sup>)

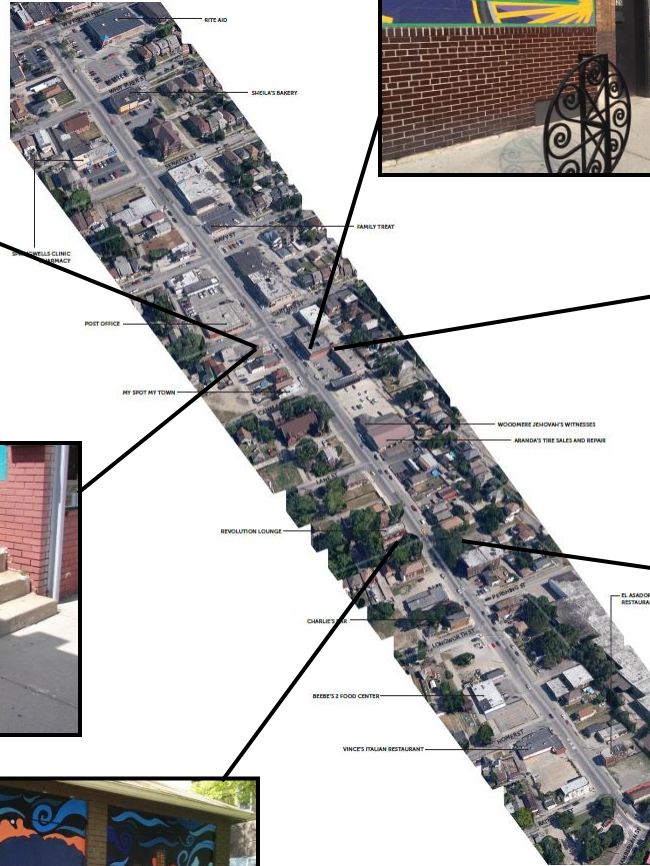
 2013-2015

 Southwest Detroit Business Association, Local Businesses, Local Homeowners, College for Creative Studies, & UNI's Southwest Urban Arts Mural Project



Mural in process at 1824 Springwells, 2013

# MURAL ARTS



# MURAL ARTS

## Southwest Urban Arts Mural Project

- ✓ 2,000 ft<sup>2</sup> of mural arts on Springwells Street
- ✓ Youth employment & leadership opportunity
- ✓ High visibility during creation, attracted resident feedback
- ✓ High visibility after creation, attracted media attention



SUAMP youth at work, 2014




DBusiness, Sept/Oct 2015




# POP-UP ACTIVITY

## Spring into Springwells Sunday Dinner Series

**\$** \$740.00

 2015

 Revolution Lounge,  
Guest Chefs, the  
Southwest Detroit  
Business Association,  
& UNI



Spring into  
**SPRINGWELLS**

2015 FOOD MUSIC DRINKS  
**POP-UP**  
FOOD SERIES

**AT REVOLUTION LOUNGE**  
1601 SPRINGWELLS ST. DETROIT, MI

**EVERY SUNDAY IN MAY & JUNE**  
**5:00 PM - 9:00PM**

FEATURING:  
FULL SUN FOODS  
ESTO'S GARAGE  
CHEF GARZA FROM EL ASADOR

FOR MORE INFORMATION CALL  
(313) 757-7755



Event postcard, 2015



Revolution Lounge

# POP-UP ACTIVITY

## Spring into Springwells Sunday Dinner Series

- ✓ 9 Sunday events in June & July 2015
- ✓ 357 attendees (40 on average)
- ✓ Chefs averaged \$330.00; Bar averaged \$225.00
- ✓ Family-friendly; attracted visitors & local residents



Chefs Luis Garza and Esteban Castro

# SPACE TO PLACE: PEOPLE'S PARK

## Outdoor Space Improvements

**\$** in-kind labor/materials

**🕒** 2012-2015

**🤝** Springdale-Woodmere  
Block Club, Southwest  
Solutions, Southwest  
Detroit Business  
Association, the  
Business Improvement  
District, & UNI



View from the street

# SPACE TO PLACE: PEOPLE'S PARK

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**🕒** 2012-2015

**🤝** Springdale-Woodmere Block Club, Southwest Solutions, Southwest Detroit Business Association, the Business Improvement District, & UNI



View from the alley



Initial property cleanup, 2012

# SPACE TO PLACE: PEOPLE'S PARK

## Outdoor Space Improvements

**2012:** clean, build 2 raised planters, add soil, mulch, trees, grasses, and flowers

**2013:** maintain, add flowers

**2014:** maintain, build 4 benches, add flowers

**2015:** maintain, build rose planter, add rain barrel

6 major workdays, 4-6 hrs/day and 30-40 vols/day (+seasonal maintenance)



People's Park, 2012-2014

# SPACE TO PLACE: PEOPLE'S PARK

## Outdoor Space Improvements

- ✓ Reducing blight and replacing with beauty
- ✓ Fostering neighborhood pride and participation
- ✓ Improving the functionality of our commercial corridor
- ✓ Leveraging nearby assets




People's Park, 2015

# SPACE TO PLACE: COVE APARTMENTS

## Outdoor Space Improvements

**\$** \$1,080.00

 2013-2014

 Cove Apartment  
Owners, Cove  
Apartment Residents,  
Springdale-Woodmere  
Block Club, Additional  
Volunteers, & UNI



Cove Apartments, Springwells Street

# SPACE TO PLACE: COVE APARTMENTS

## Outdoor Space Improvements

Building materials  
\$200

Picket fencing and  
paint supplies \$700

Plants/landscape  
supplies \$180

In-kind support

4 workdays averaging  
2.5 hrs/day and 8-10  
vols/day



Cove Apartments, 2013



# SPACE TO PLACE: COVE APARTMENTS

## Outdoor Space Improvements

- ✓ Empowering residents and property owners
- ✓ Building relationships and strengthening social networks
- ✓ Improving the quality of life for residents in 26 rental units
- ✓ Leveraging additional resources
- ✗ Also... a cautionary tale!



# PLACEMAKING LESSONS LEARNED

- Leverage existing resources
- Seek out new partners
- Facilitate broad participation
- Foster strong relationships
- Stretch your budget
- Ask forgiveness rather than permission (...sometimes)
- Develop a strategic plan that includes early wins and long-term goals as well as plans for maintenance
- Celebrate accomplishments!



Planting tulip & daffodil bulbs on Springwells Street,  
November 2014

# THANK YOU



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