

LOGAN SQUARE REDEVELOPMENT STRATEGY



PLACE
+MAIN
ADVISORS

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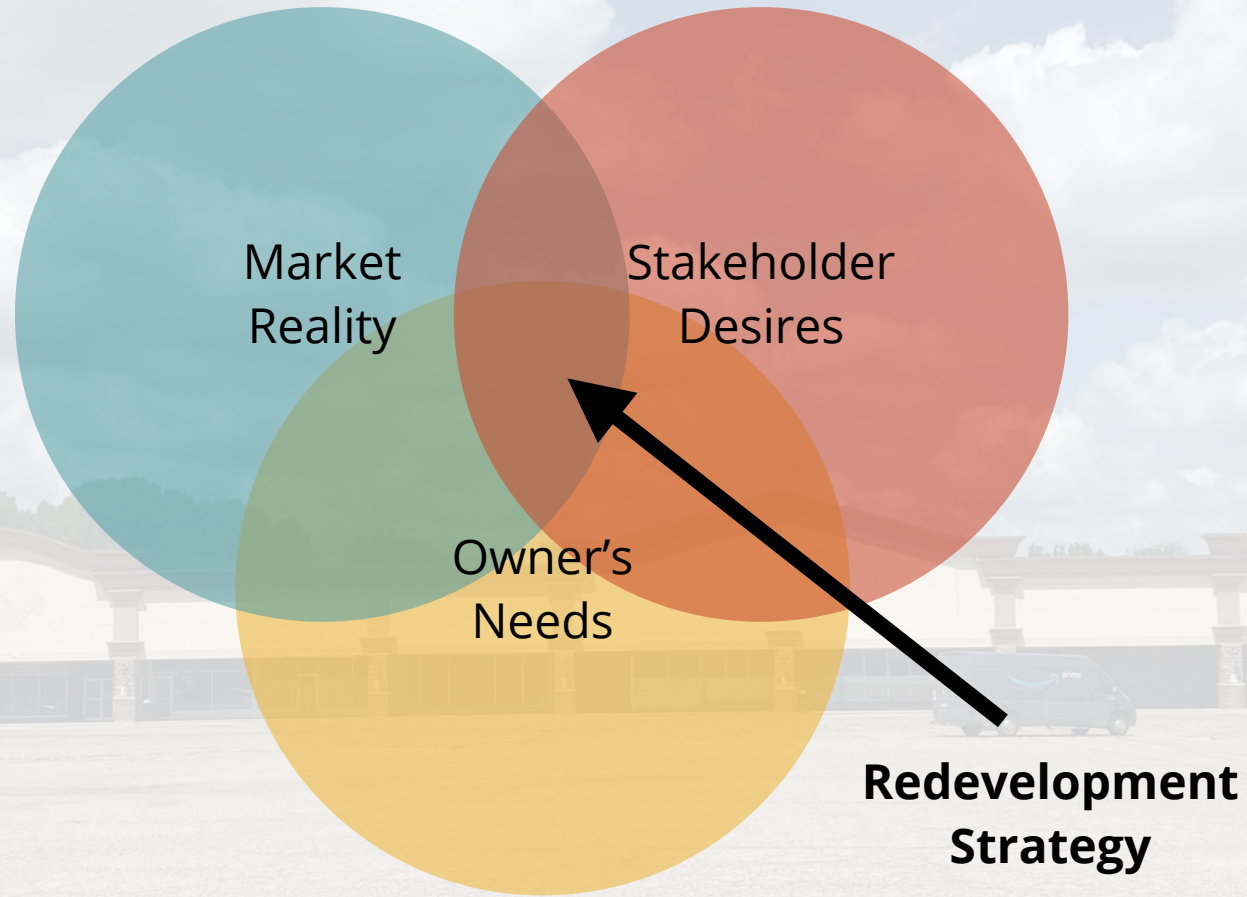
MAY 4, 2023

WELCOME BACK + INTRODUCTIONS

WHY WE'RE HERE

- Update
- Community Feedback
 - Business Types
 - Initial Design Concepts

GOAL

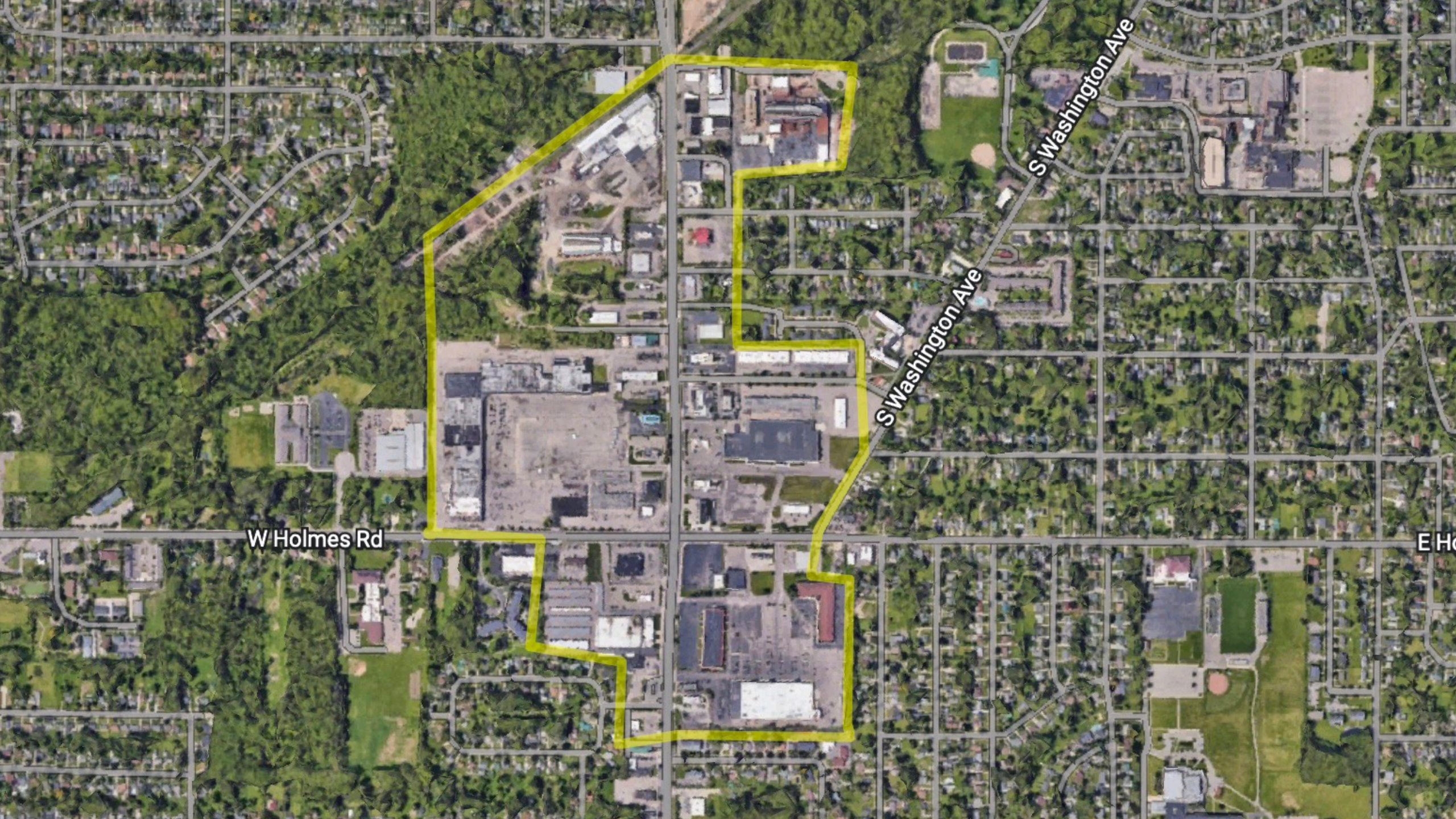


RECENT EVENTS

- Jan 31 Meeting
- Online Survey
- Data Research
- Initial Design Phase Complete

MARKET DATA

- Geofenced Surrounding Commercial Area Nov 2021-Nov 2022
 - 2.2M visits
 - 253,300 unique visitors
 - 8.63 visits per person

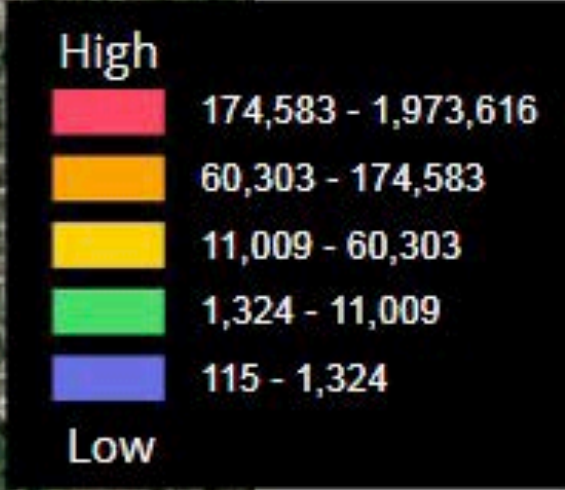
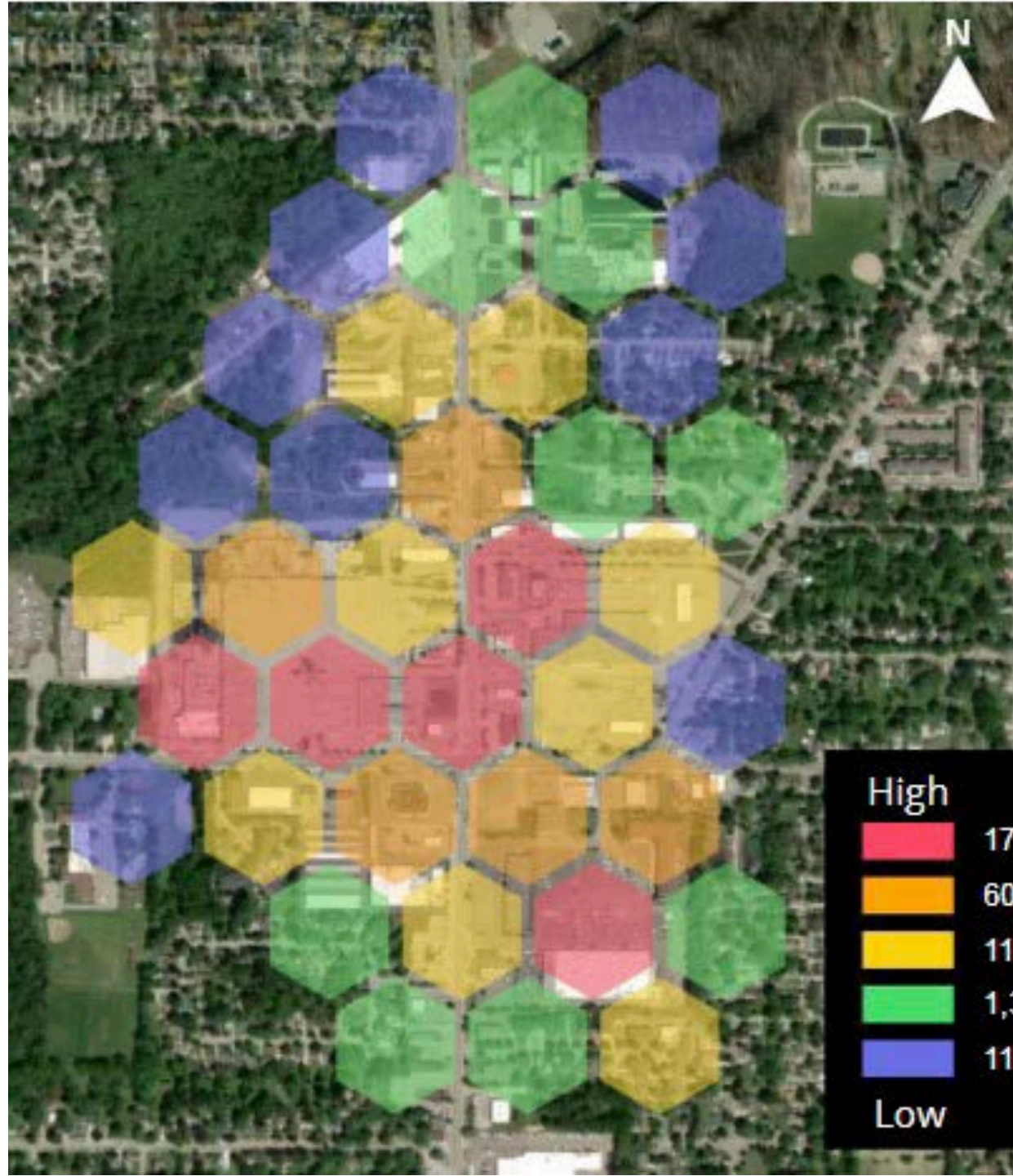


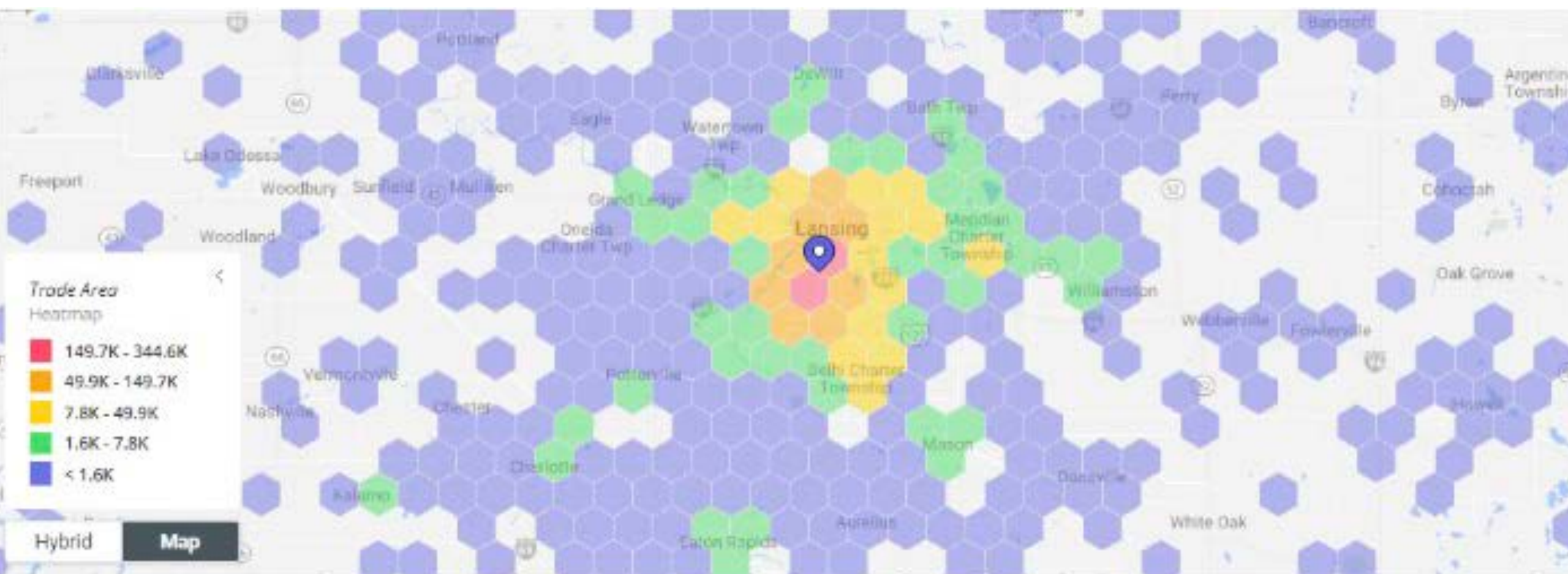
W Holmes Rd

S Washington Ave

S Washington Ave

E H

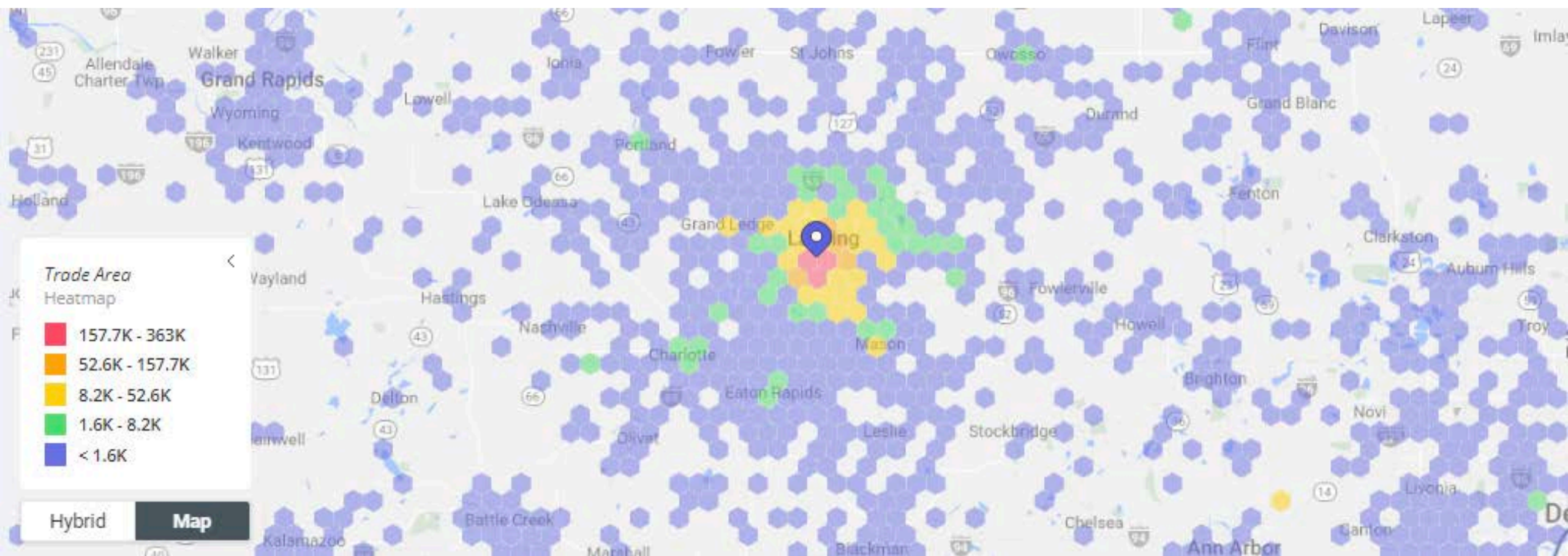


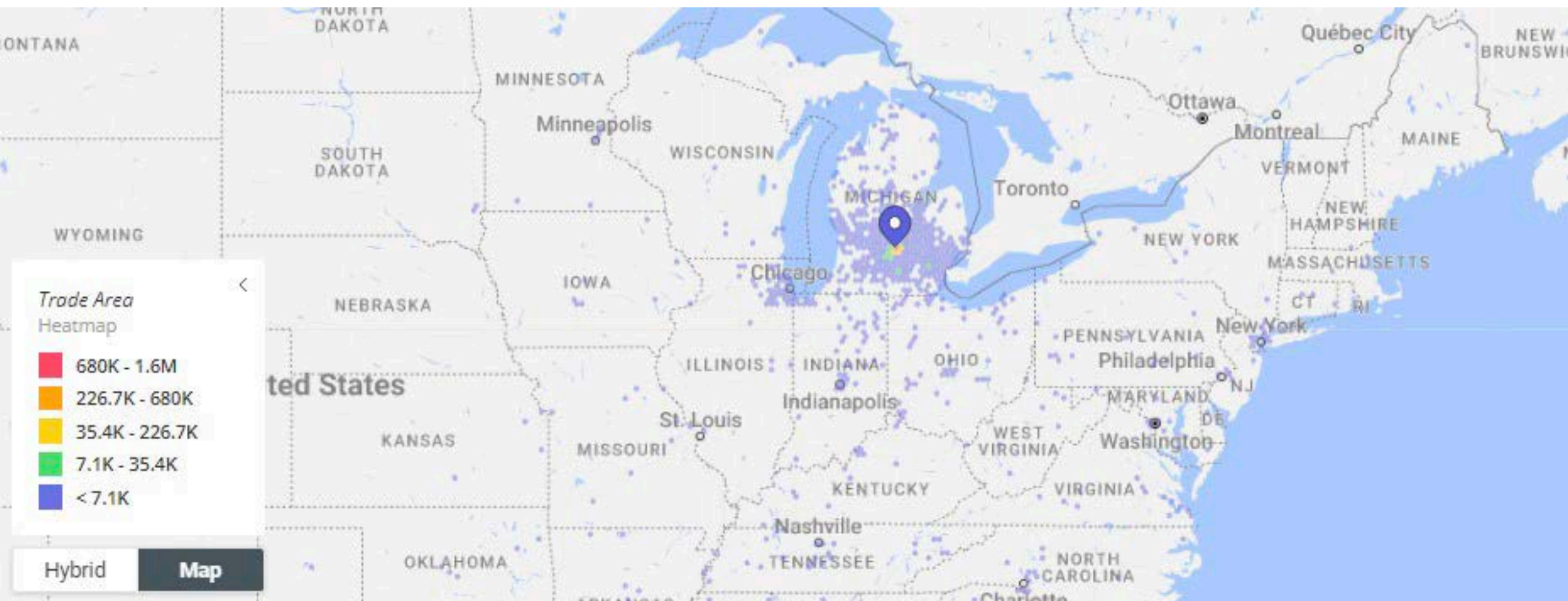


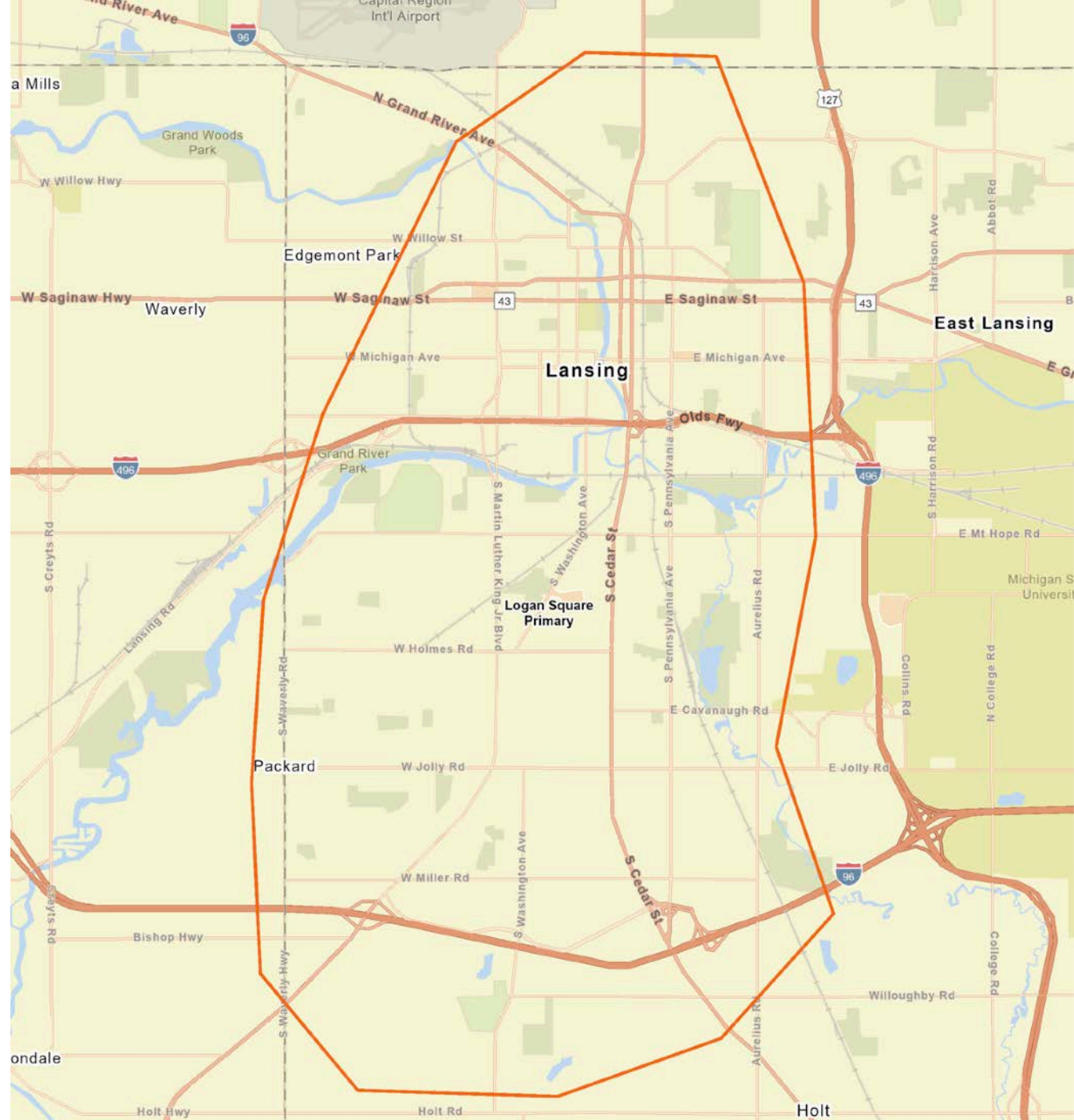
Trade Area
Heatmap

- 149.7K - 344.6K
- 49.9K - 149.7K
- 7.8K - 49.9K
- 1.6K - 7.8K
- < 1.6K

Hybrid Map







RETAIL LEAKAGE

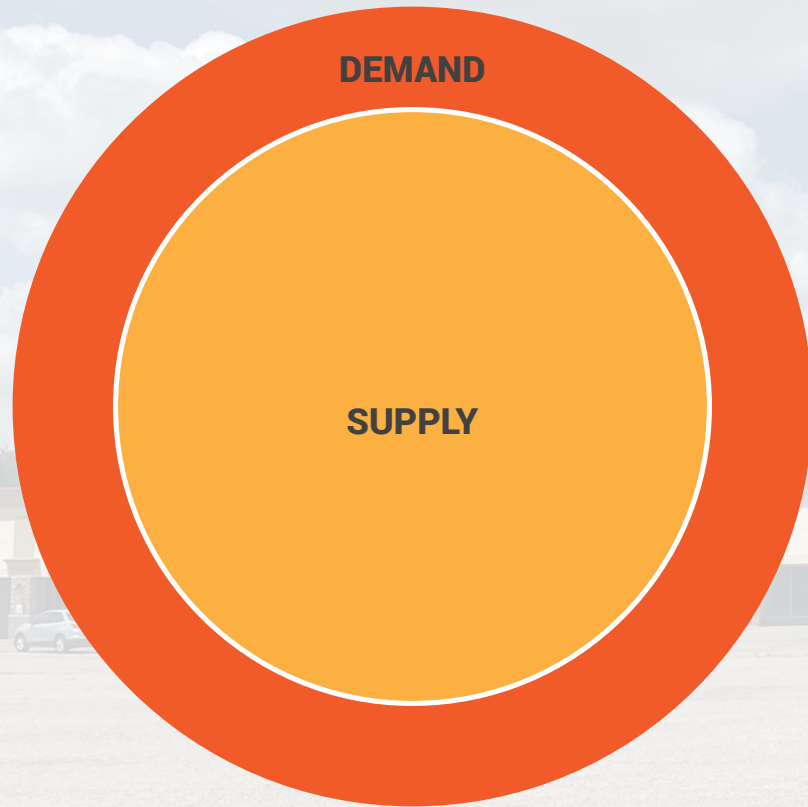
SUPPLY

What
Stores
Sell

DEMAND

What
Customers
Buy

RETAIL LEAKAGE



When Customers Demand
More than the Stores Supply

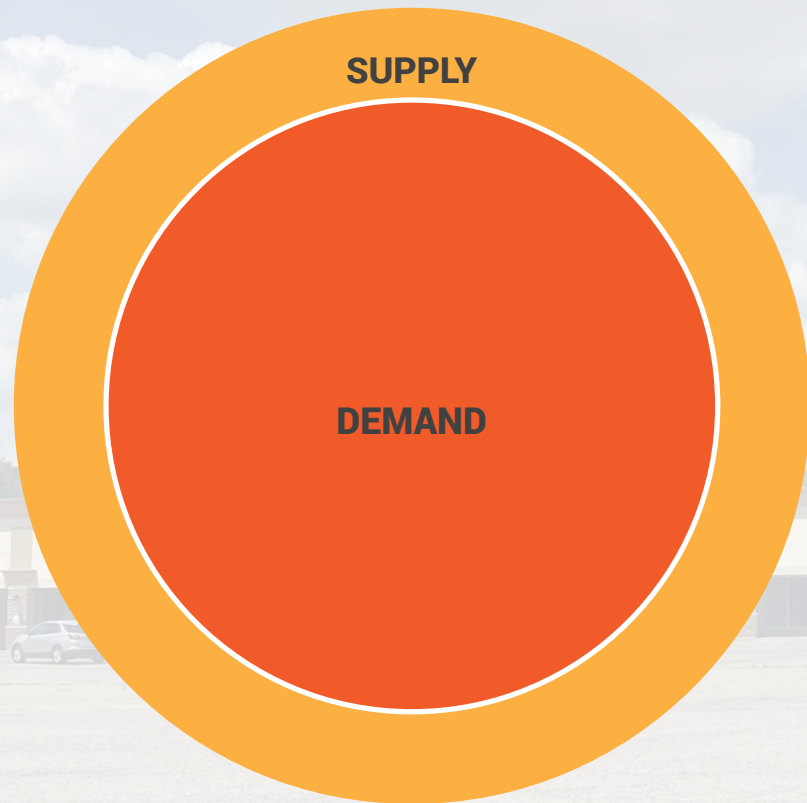
RETAIL LEAKAGE



DEMAND

THIS IS A
GAP

RETAIL LEAKAGE



The Stores **Supply** More
Than Customers **Demand**

RETAIL LEAKAGE



THIS IS A
SURPLUS

RETAIL LEAKAGE

PRIMARY TRADE AREA

Totals	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus
Total retail trade including food and drink (NAICS 44, 45 and 722)	\$1,844,861,814	\$1,824,056,092	\$20,805,722	\$2,007,125,630	\$183,069,538
Total retail trade (NAICS 44 and 45)	\$1,652,213,054	\$1,662,891,737	(\$10,678,683)	\$1,795,976,501	\$133,084,764
Food services and drinking places (NAICS 722)	\$192,648,760	\$161,164,355	\$31,484,405	\$211,149,129	\$49,984,774

Totals	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus	Max. Supportable SF
Furniture stores (NAICS 4421)	\$18,864,127	\$17,015,994	\$1,848,133	\$20,332,960	\$3,316,966	15,720
All other home furnishings stores (NAICS 442299)	\$6,793,663	\$5,859,192	\$934,471	\$7,292,158	\$1,432,966	6,791
Hardware stores (NAICS 44413)	\$8,672,906	\$5,646,176	\$3,026,730	\$10,145,213	\$4,499,037	22,495
Other building material dealers (NAICS 44419)	\$33,150,275	\$20,585,942	\$12,564,333	\$39,226,566	\$18,640,624	93,203
Nursery, garden center, and farm supply stores (NAICS 44422)	\$11,645,027	\$3,755,920	\$7,889,107	\$13,204,995	\$9,449,075	18,898
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	\$193,717,271	\$157,768,090	\$35,949,181	\$210,606,888	\$52,838,798	105,678

Totals	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus	Max. Supportable SF
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	\$5,759,739	\$3,947,403	\$1,812,337	\$6,291,821	\$2,344,418	7,214
Optical goods stores (NAICS 44613)	\$2,411,854	\$1,567,496	\$844,358	\$3,426,778	\$1,859,282	5,721
Food (health) supplement stores (NAICS 446191)	\$1,837,378	\$321,311	\$1,516,068	\$2,006,855	\$1,685,544	5,186
Children's and infants' clothing stores (NAICS 44813)	\$2,643,576	\$1,522,820	\$1,120,756	\$2,539,417	\$1,016,597	4,420
Family clothing stores (NAICS 44814)	\$29,854,434	\$22,252,059	\$7,602,375	\$28,315,704	\$6,063,645	26,364
Shoe stores (NAICS 4482)	\$10,208,187	\$5,830,758	\$4,377,429	\$10,614,829	\$4,784,071	15,947

Totals	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus	Max. Supportable SF
All other general merchandise stores (NAICS 452319)	\$16,606,323	\$2,656,736	\$13,949,587	\$17,880,195	\$15,223,459	38,059
Florists (NAICS 4531)	\$1,550,446	\$245,252	\$1,305,194	\$1,736,198	\$1,490,946	4,588
Gift, novelty, and souvenir stores (NAICS 45322)	\$3,516,511	\$1,173,557	\$2,342,954	\$3,737,519	\$2,563,962	6,410
Used merchandise stores (NAICS 4533)	\$4,511,563	\$2,854,510	\$1,657,053	\$4,481,373	\$1,626,863	9,296
Pet and pet supplies stores (NAICS 45391)	\$6,802,112	\$6,659,756	\$142,357	\$7,783,682	\$1,123,926	3,626

Totals	2023 Demand (\$)	2023 Supply (\$)	Opportunity Gap/ Surplus (\$)	2028 Demand (\$)	Projected Gap/ Surplus	Max. Supportable SF
Full-service restaurants (NAICS 722511)	\$85,731,398	\$81,030,079	\$4,701,319	\$94,082,737	\$13,052,658	21,398
Limited-service restaurants (NAICS 722513)	\$71,997,554	\$61,047,790	\$10,949,764	\$78,748,339	\$17,700,549	88,503
Snack and non-alcoholic beverage bars (NAICS 722515)	\$11,020,392	\$8,796,008	\$2,224,384	\$12,047,263	\$3,251,255	7,650

What Kind of Uses?

Land Uses + Activities

- Infrastructure
- Public Spaces
- Mixed-Use Structures
- Residential Structures
- Retail



Infrastructure



Infrastructure



Infrastructure

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Infrastructure



Infrastructure

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Infrastructure



Infrastructure

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Infrastructure



Infrastructure

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Public Space



Public Space





Public Space



Public Space



Public Space



Public Space



Public Space



Public Space



Public Space



Public Space



Public Space



Public Space



Public Space



Mixed-use



Mixed-use



Mixed-use



Mixed-use

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Mixed-use



Multi-Family Residential



Multi-Family Residential



Multi-Family Residential



Multi-Family Residential



Multi-Family Residential



Multi-Family Residential



Multi-Family Residential



Retail



Retail



Retail



Retail



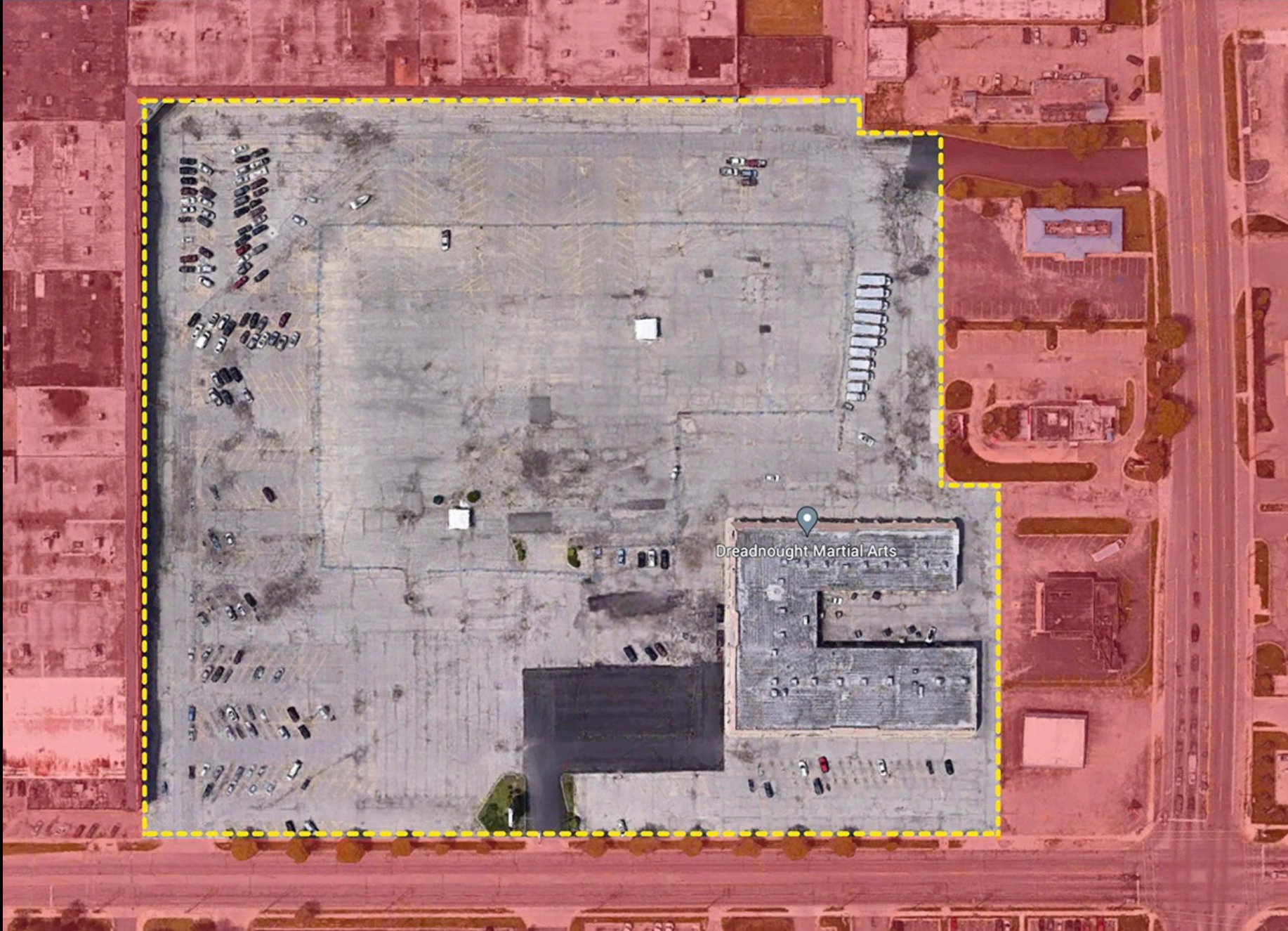
Retail

ArchiveNS

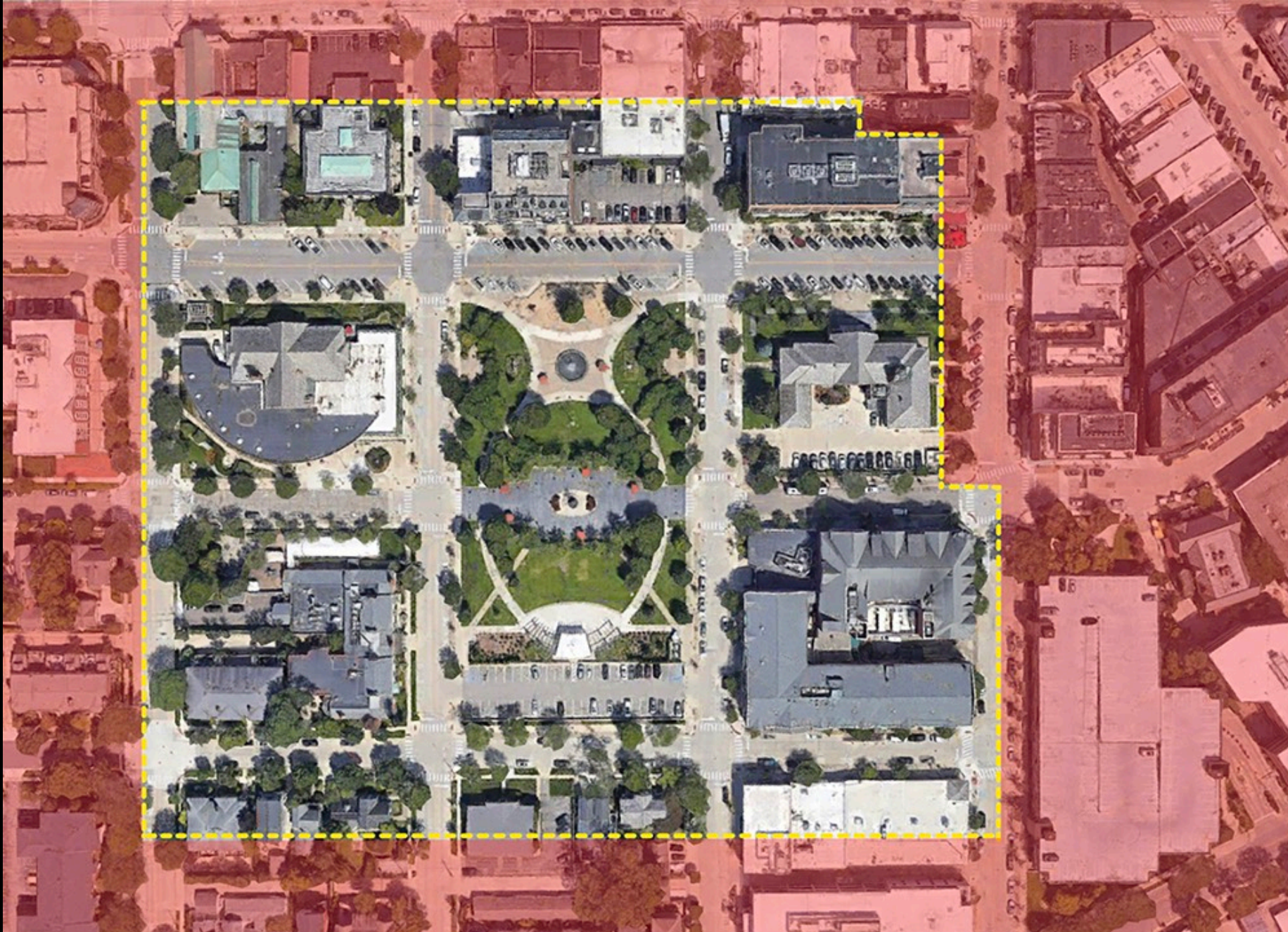


Retail

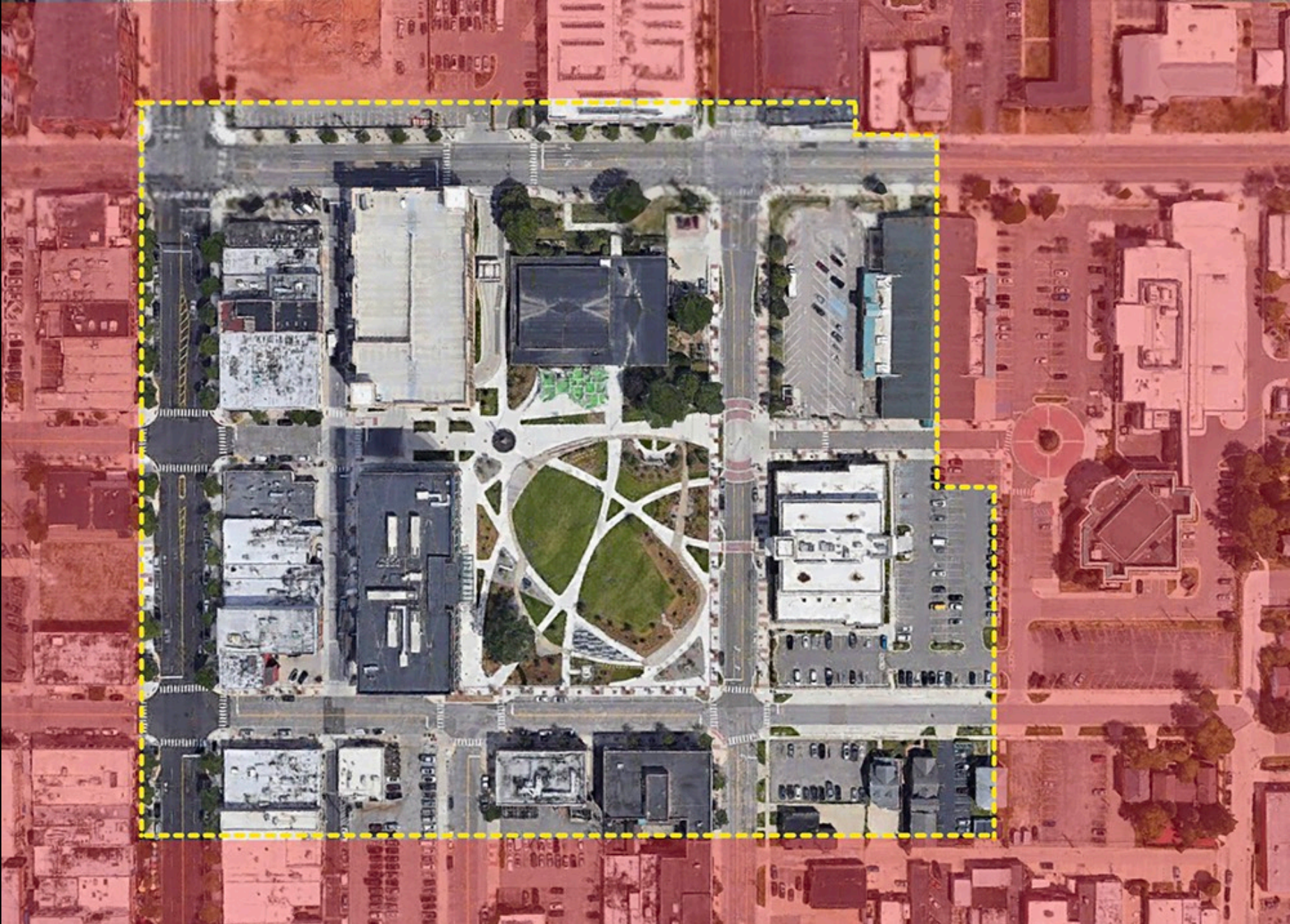
How Big is the Site?



Site Size Analysis: same scale study - Logan Square



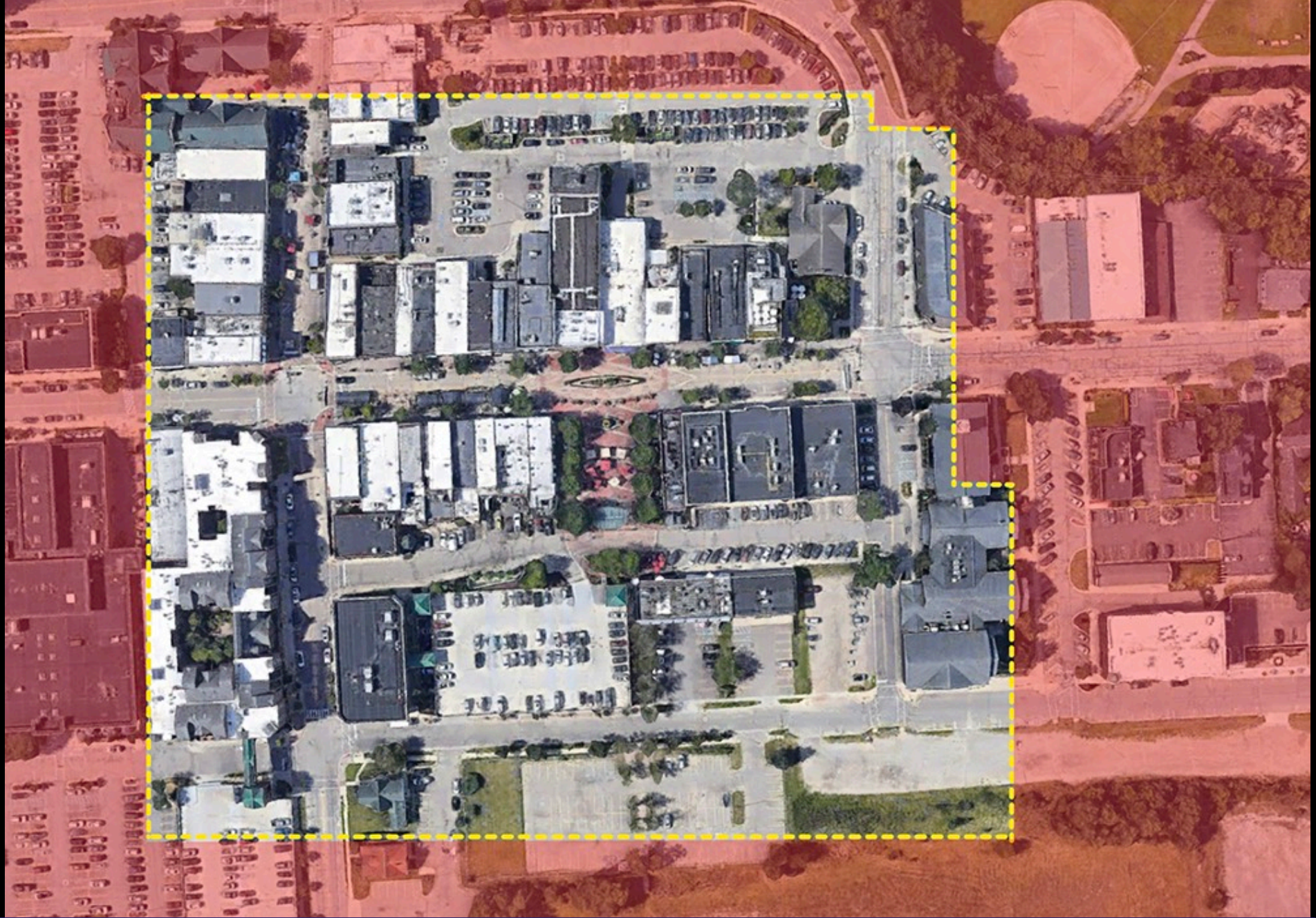
Site Size Analysis: same scale study - Birmingham



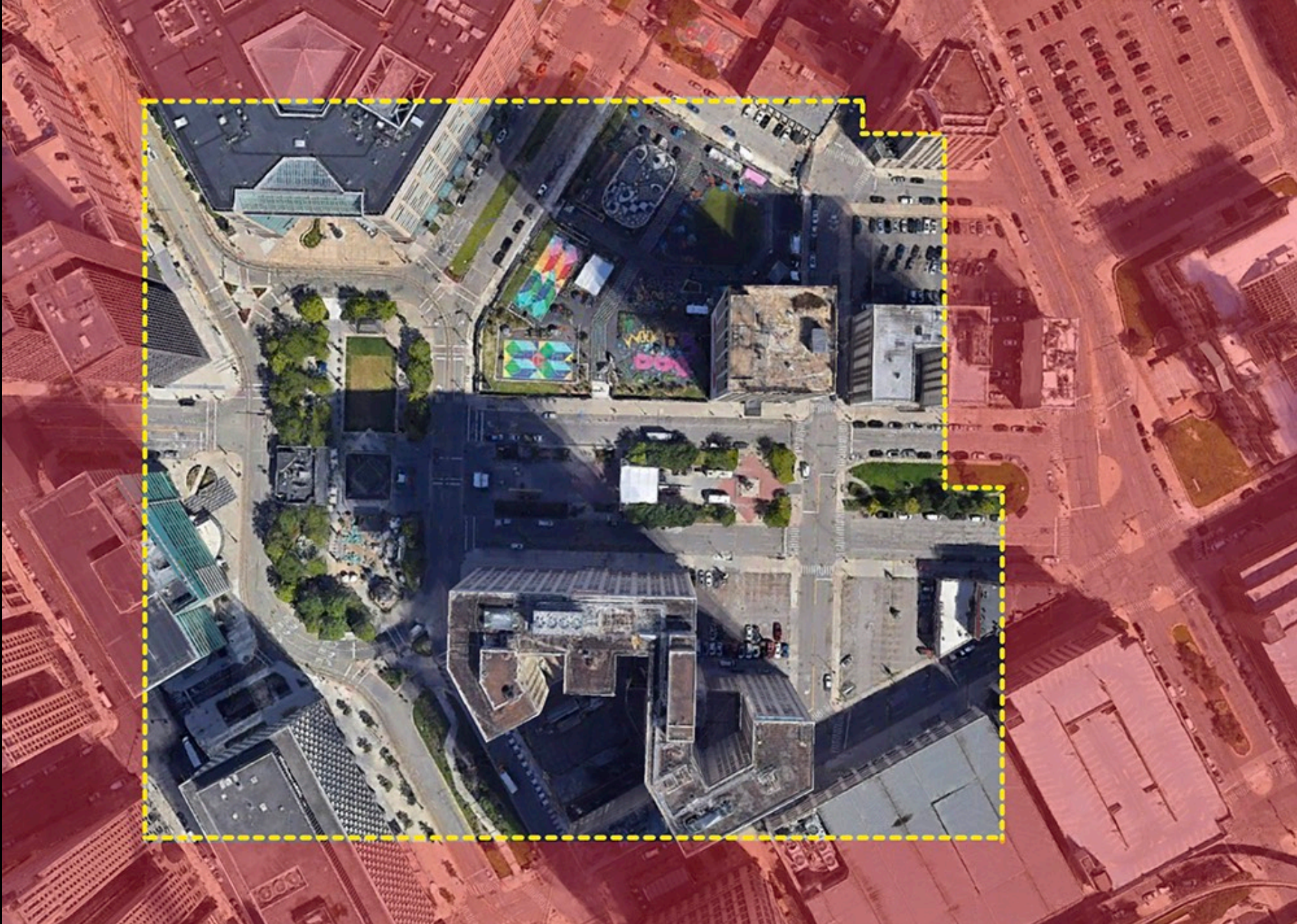
Site Size Analysis: same scale study - Royal Oak



Site Size Analysis: same scale study - Plymouth



Site Size Analysis: same scale study - Northville

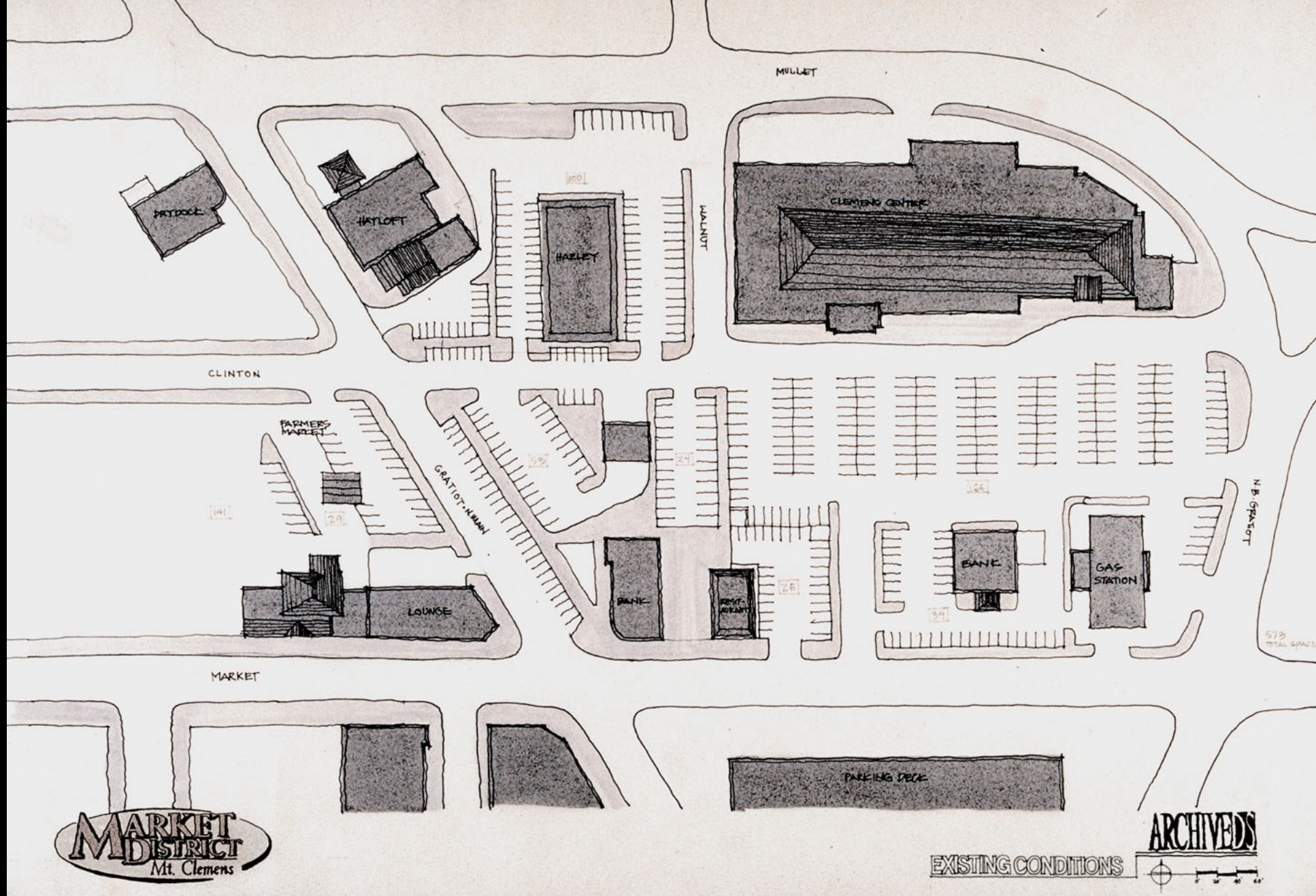


Site Size Analysis: same scale study - Campus Martius

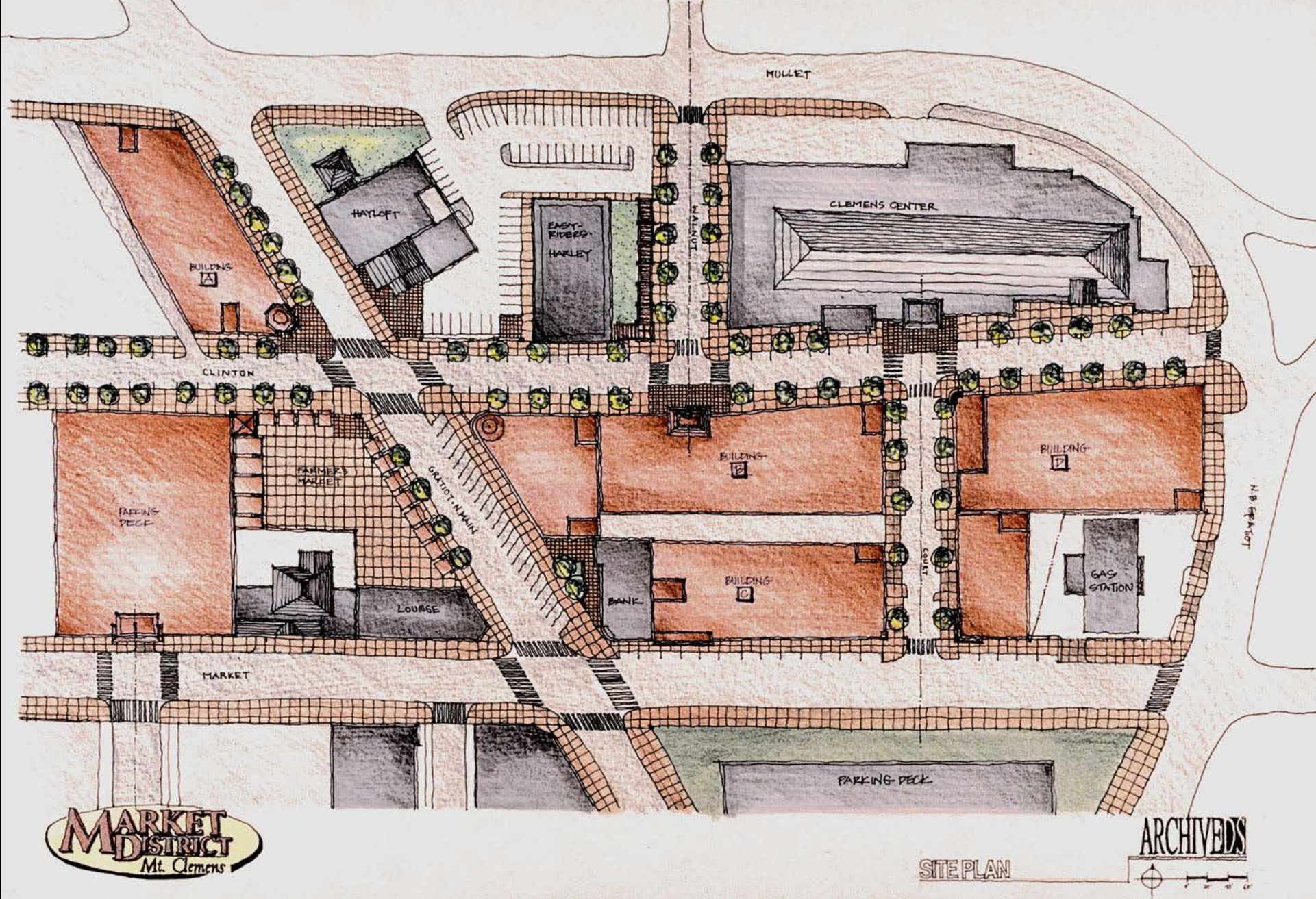
Project Examples and Development Phasing



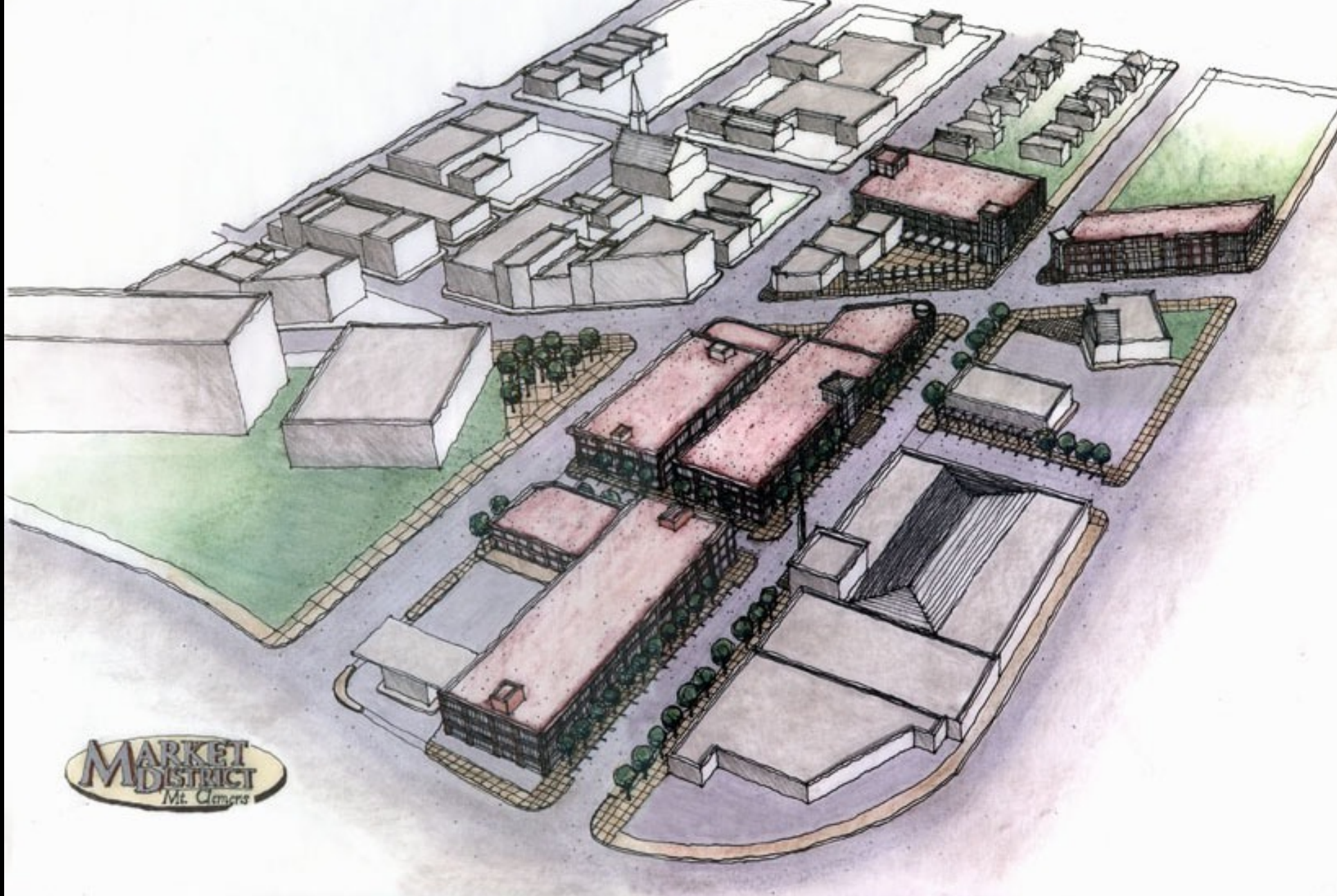
Existing Site - Aerial in Downtown Mt Clemens



Market District Regeneration Strategy - Existing Site



Market District Regeneration Strategy - Proposed Site



Market District Regeneration Strategy - Vision Sketch



Existing Site - Aerial of Downtown Farmington



Redevelopment Vision - Downtown Farmington



Existing Site - Aerial along Gratiot Avenue

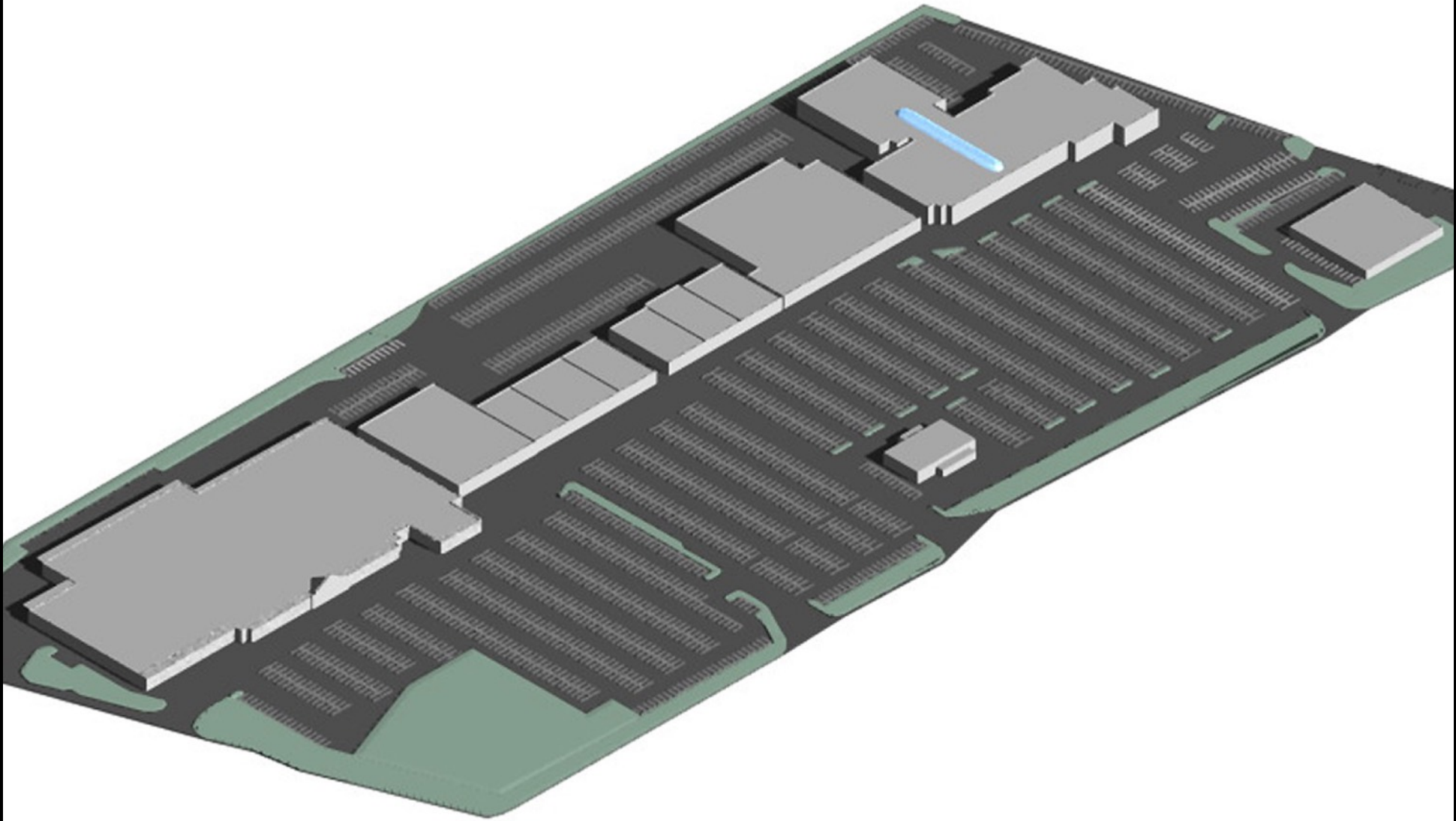
Existing



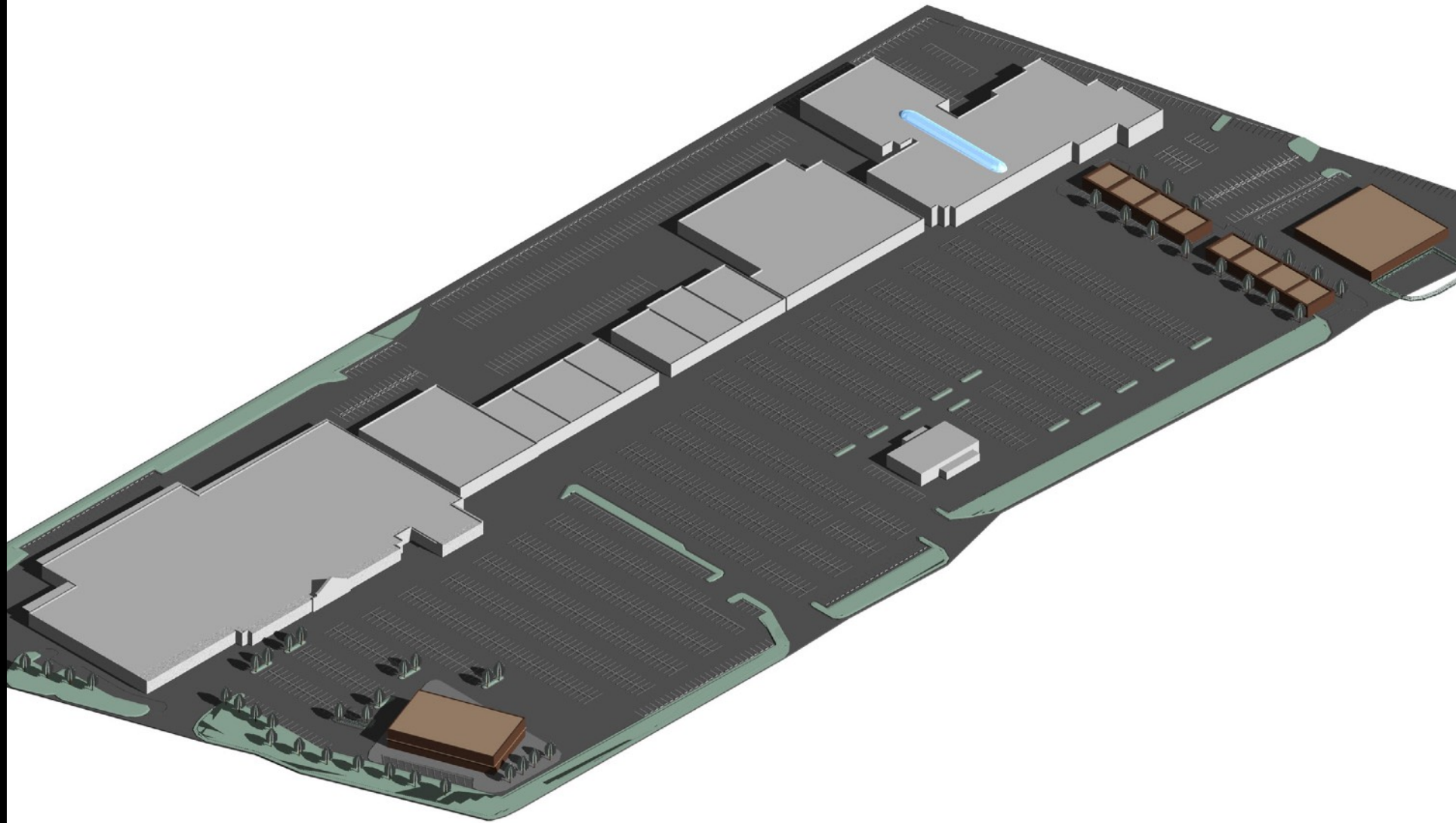
Proposed



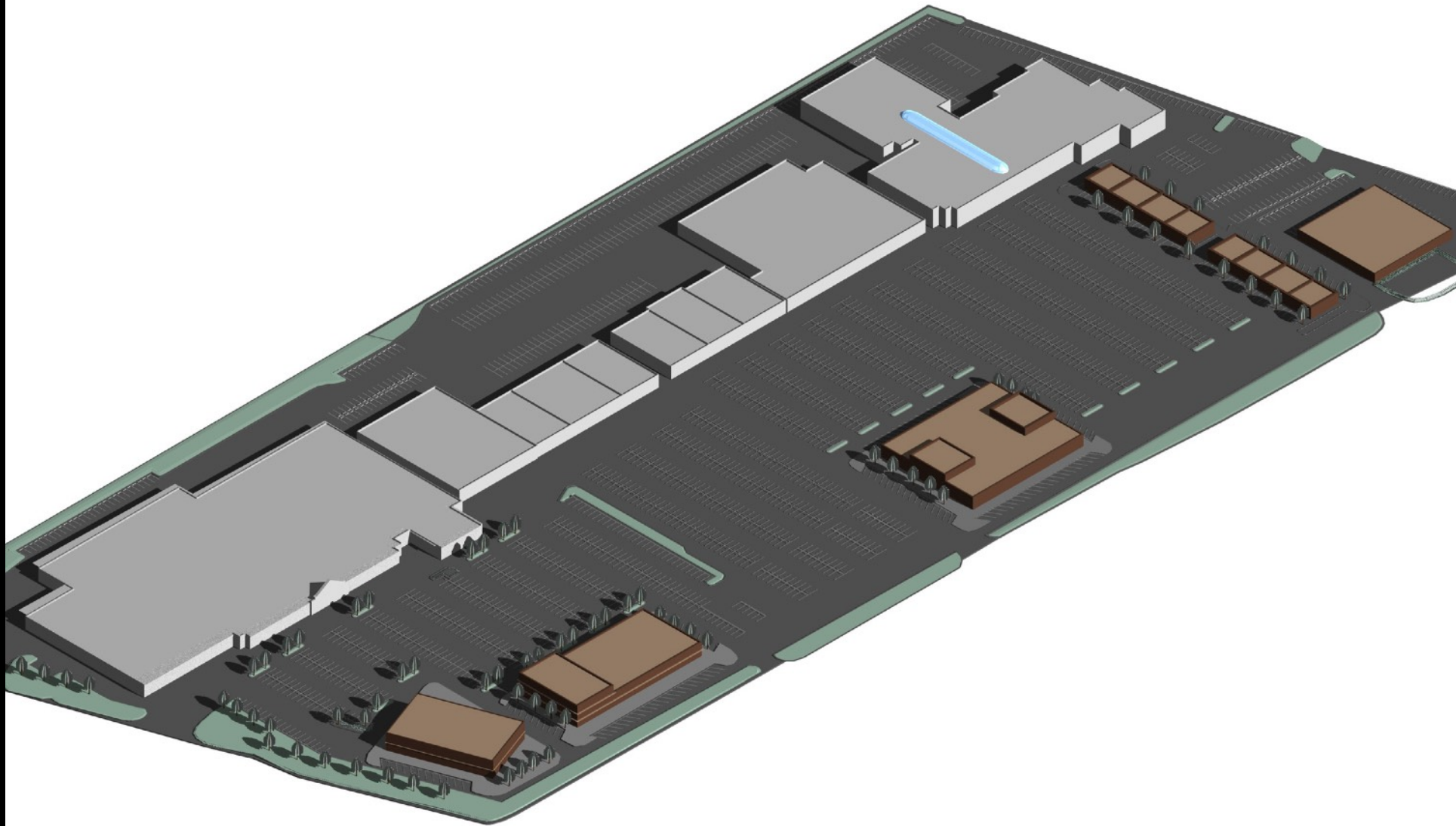
Gratiot Place - Conceptual Site Plan



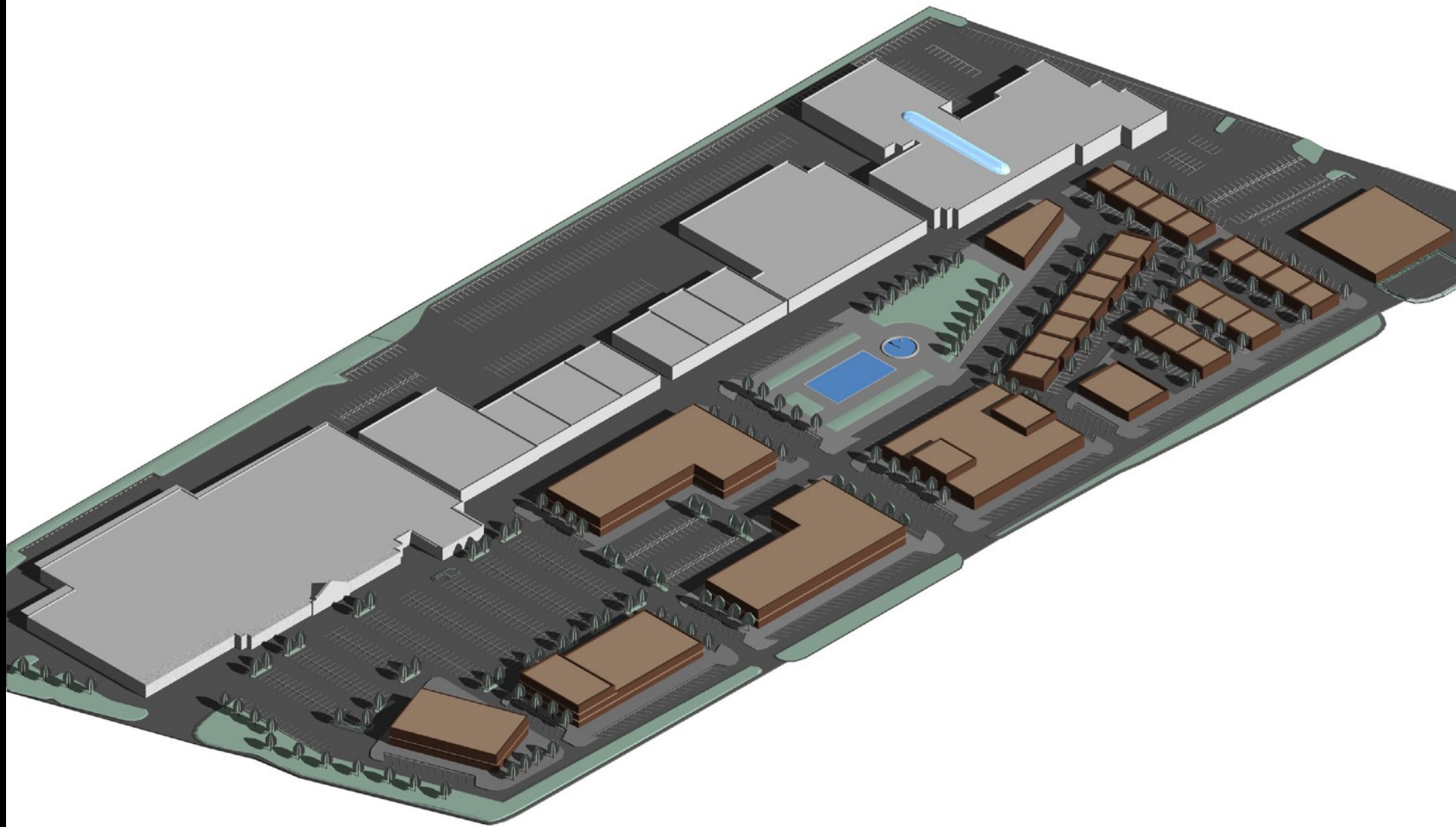
Gratiot Place - Existing Conditions



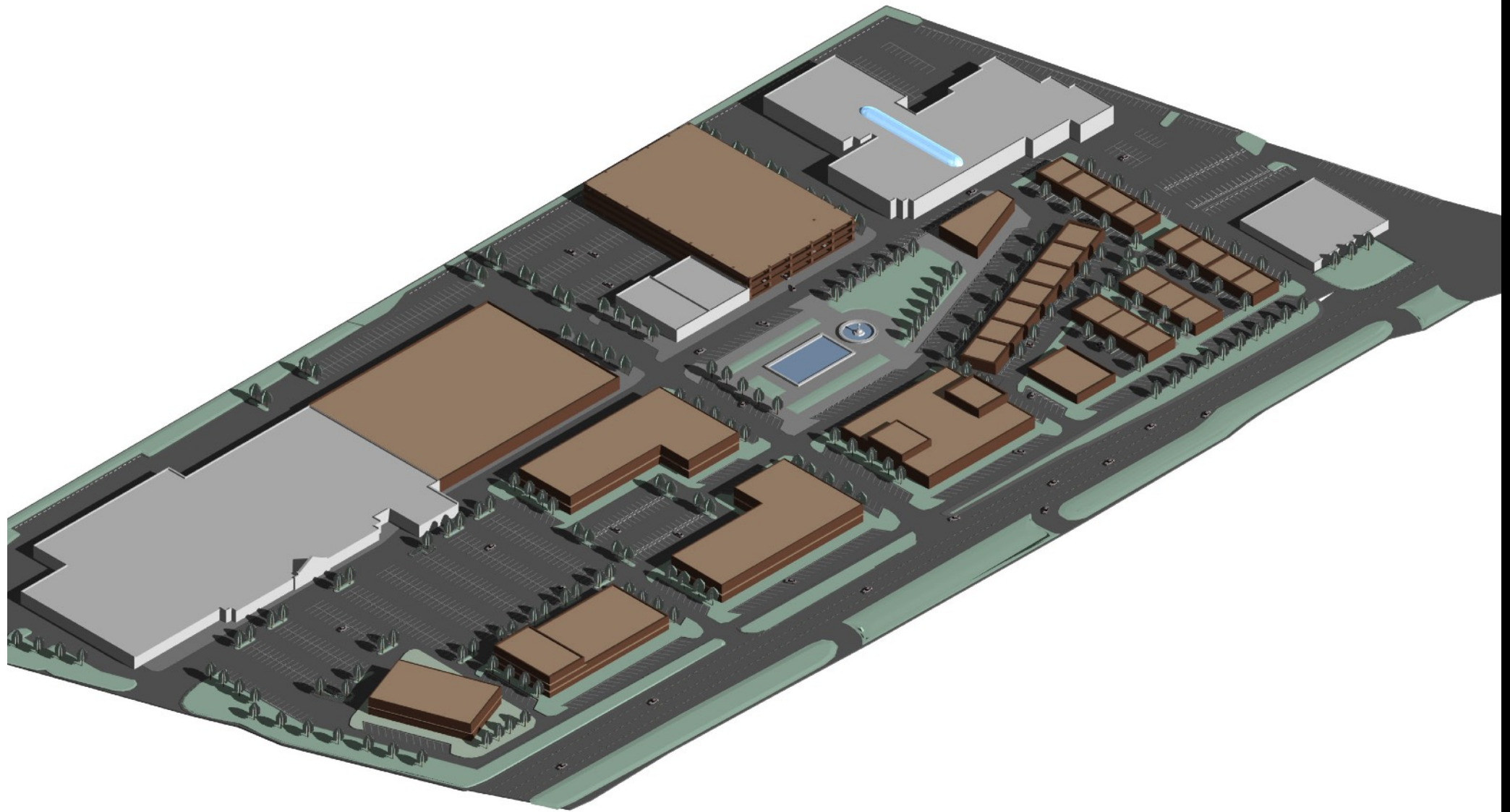
Gratiot Place - Phase 1 redevelopment



Gratiot Place - Phase 2 redevelopment



Gratiot Place - Phase 3 redevelopment



Gratiot Place - Phase 4 redevelopment

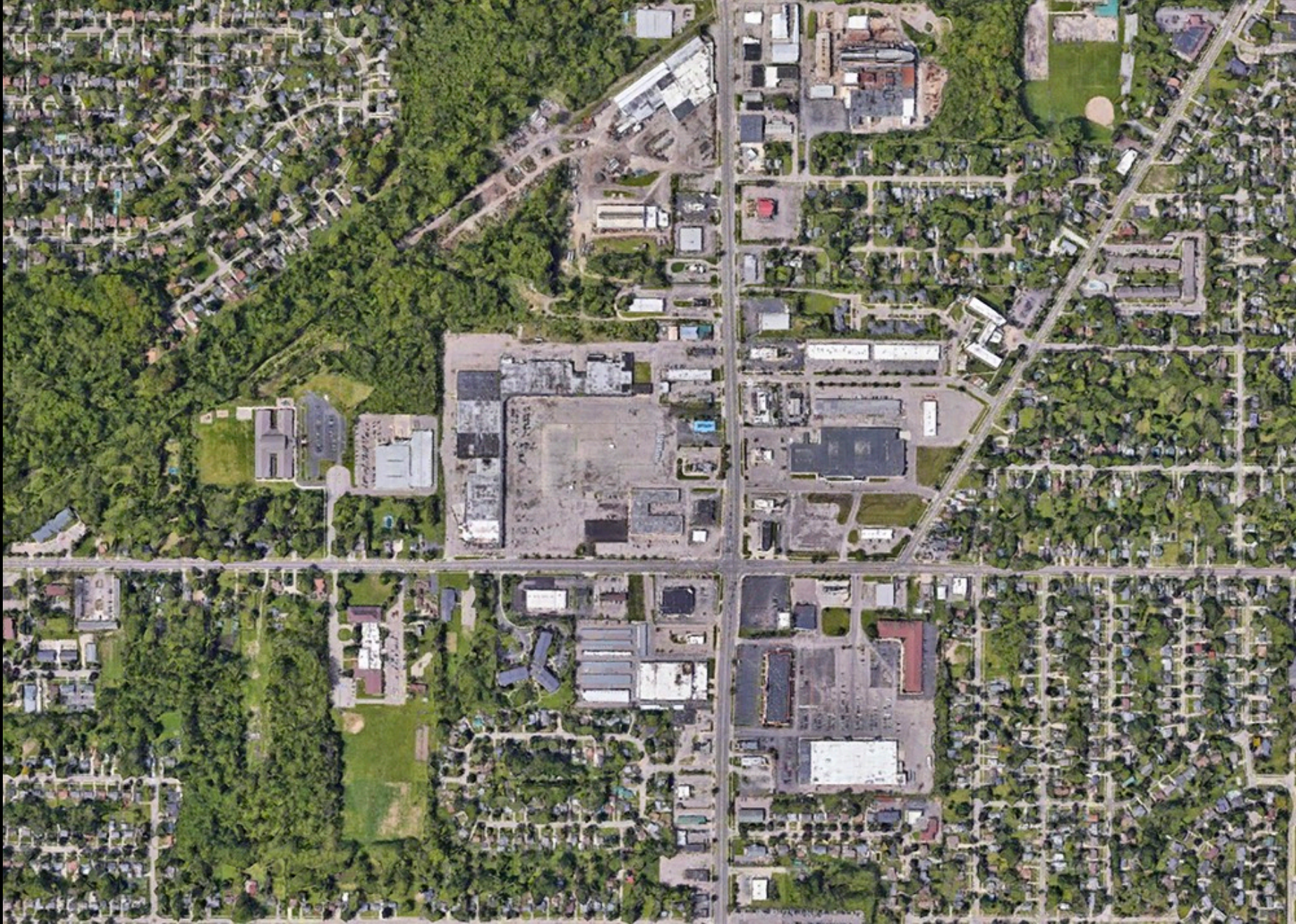
The cornerstone of the redevelopment strategy is the creation of new pedestrian-oriented places where currently the emphasis is on automobile-oriented development.

Each planned node is centered on a walkable place that provides its identity. These potential urban places have been conceptualized to be created with minimal disruption to the existing infrastructure of the corridor.





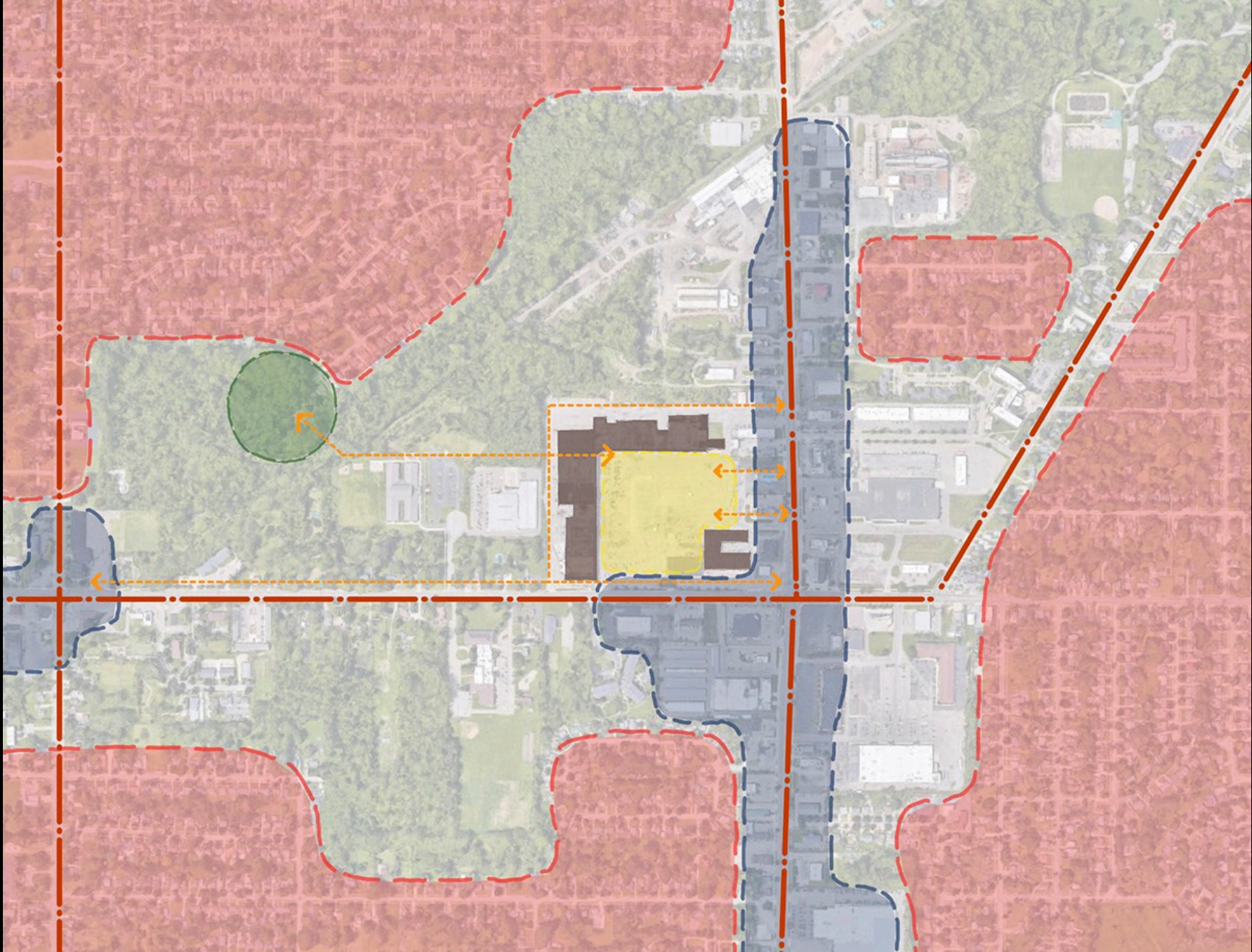
Gratiot Place - Redevelopment Vision



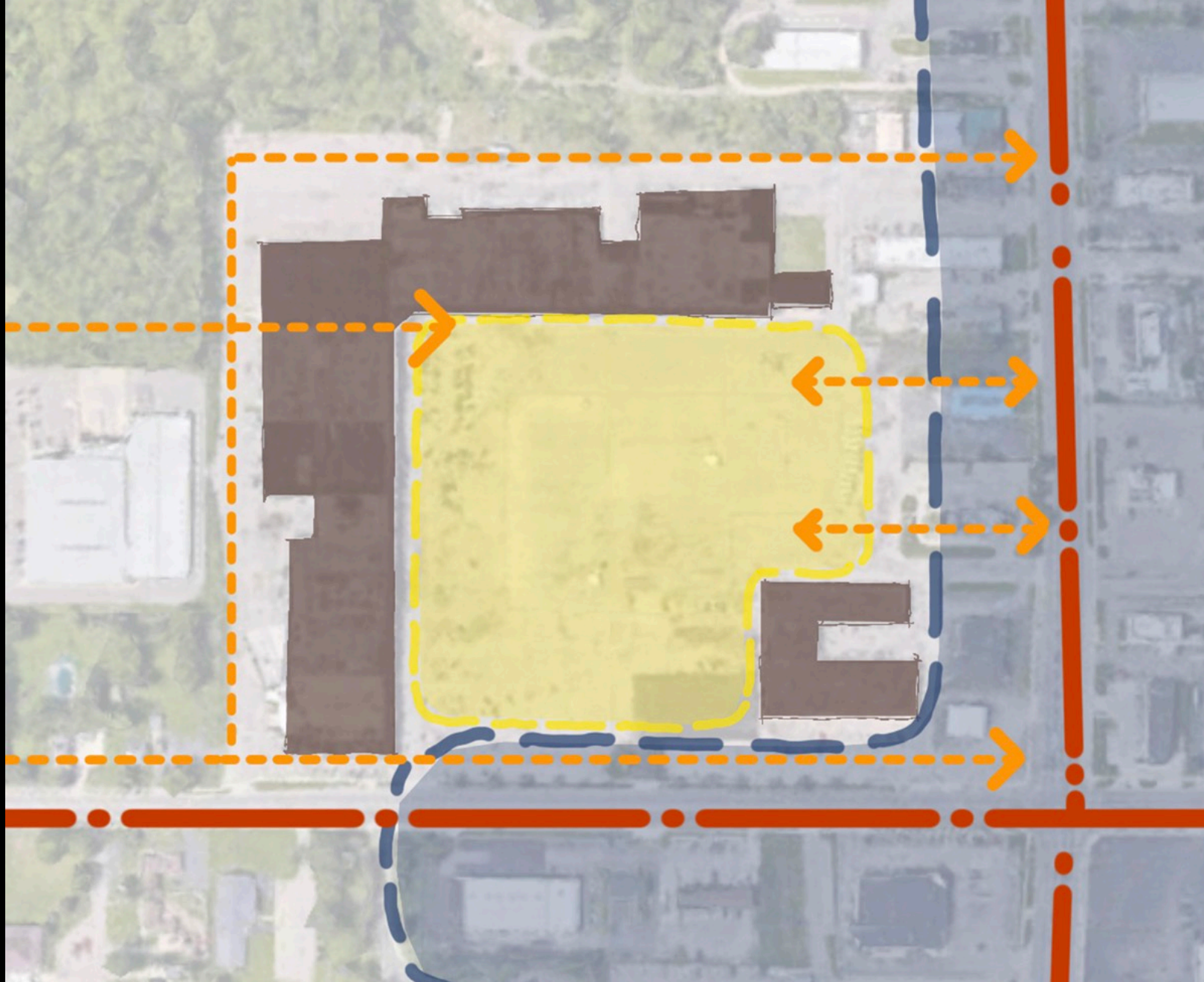
Site Network + Adjacencies



Site

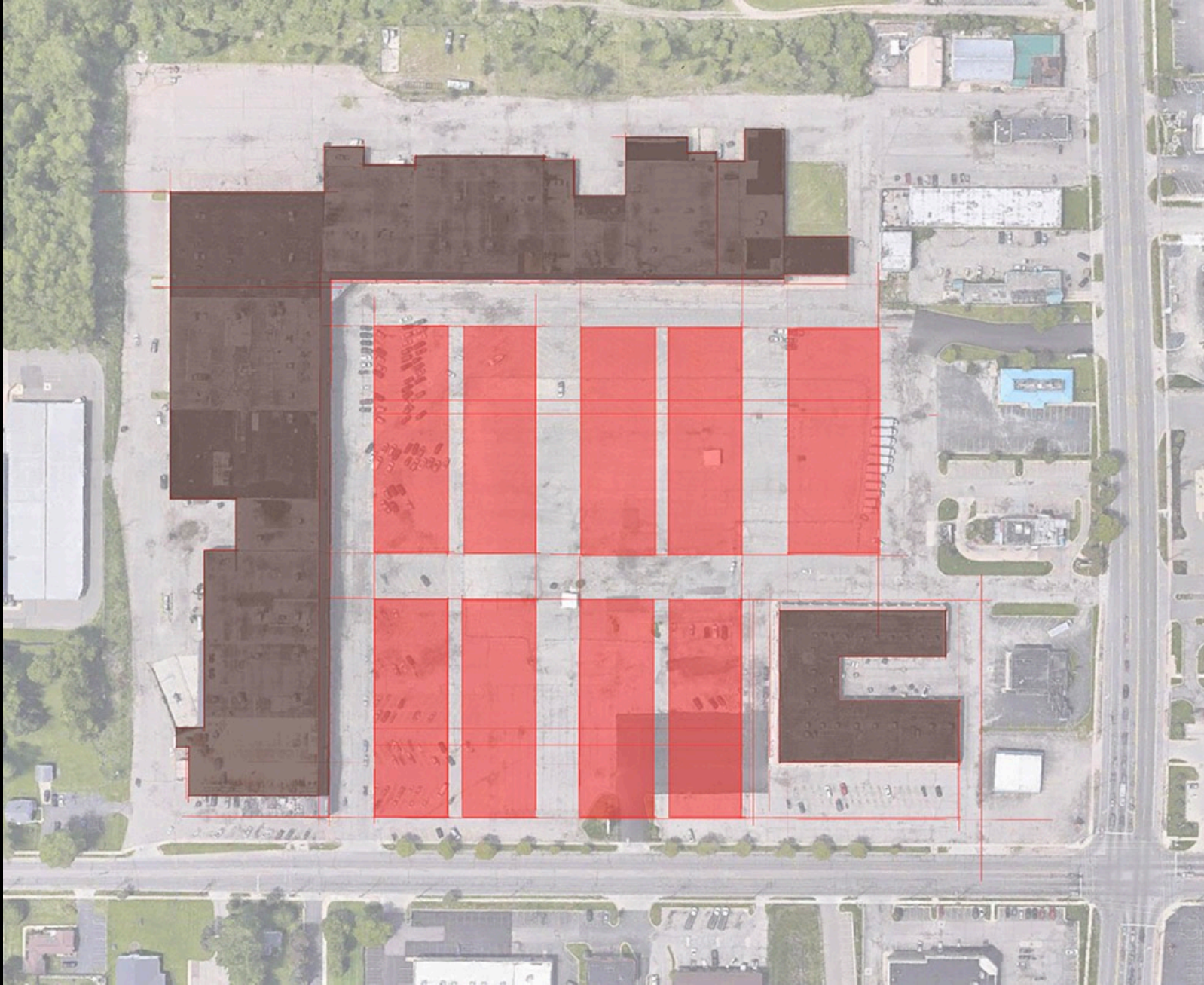


Site Network

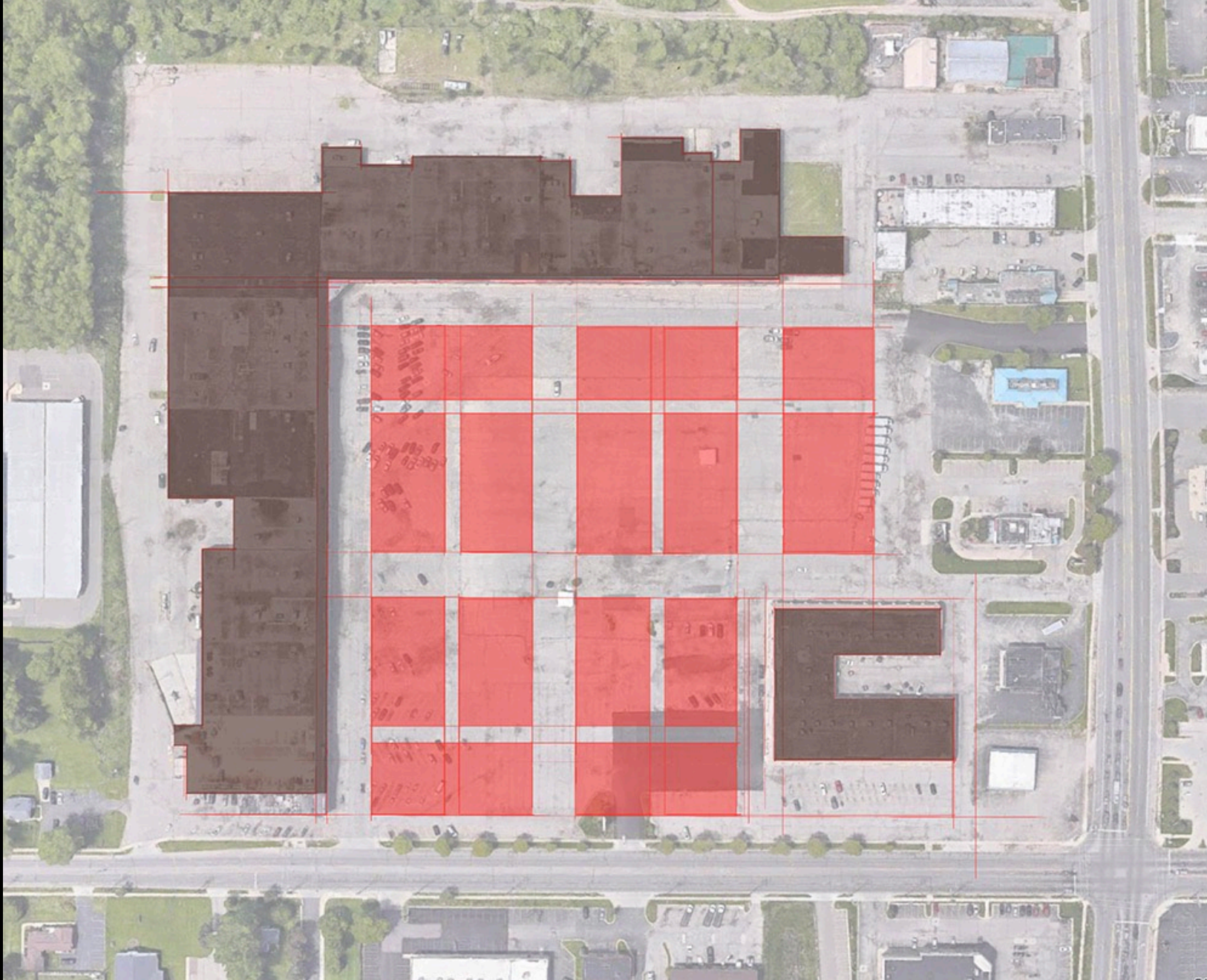


Site Network

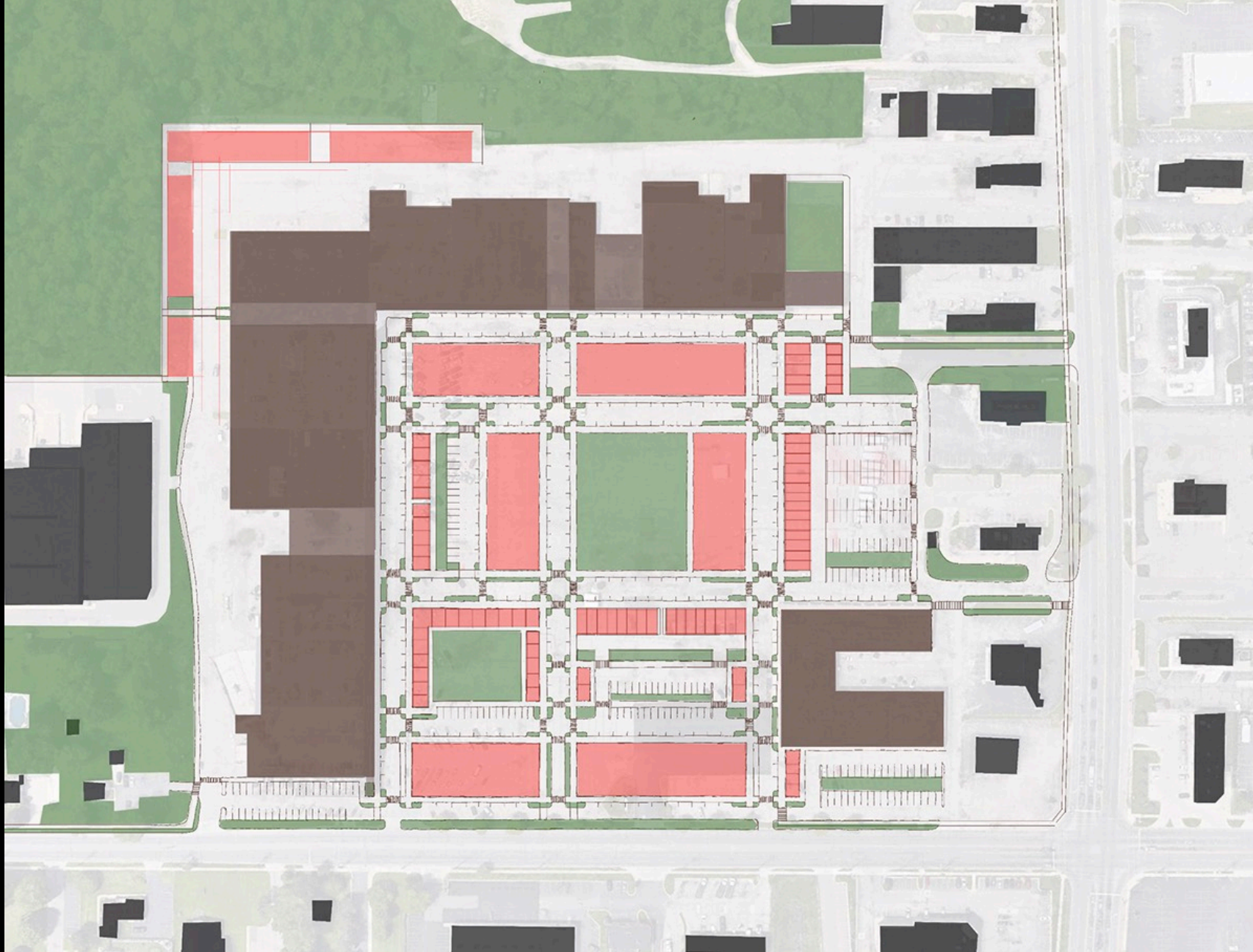
Development Concepts



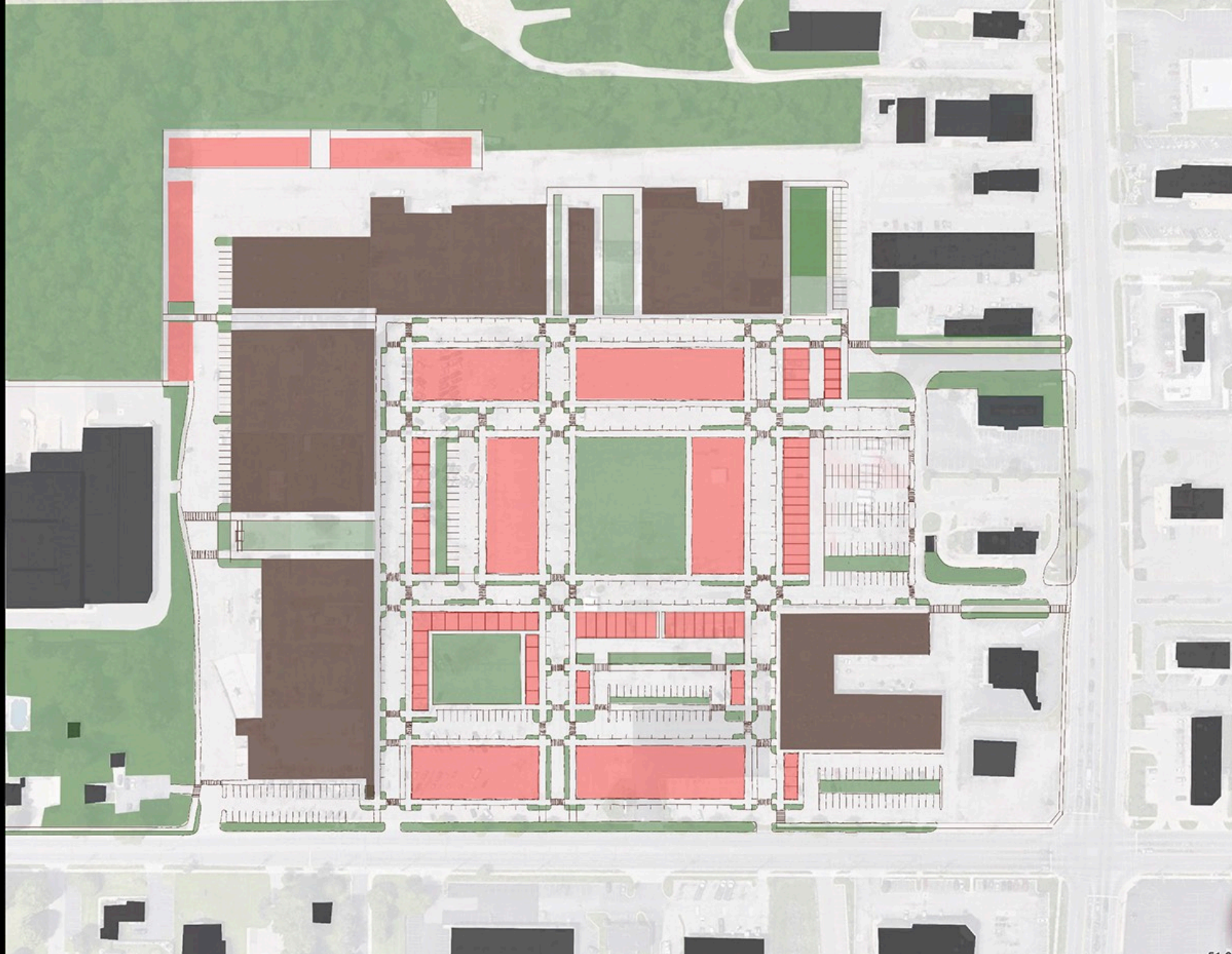
Site Study - space and land parcels



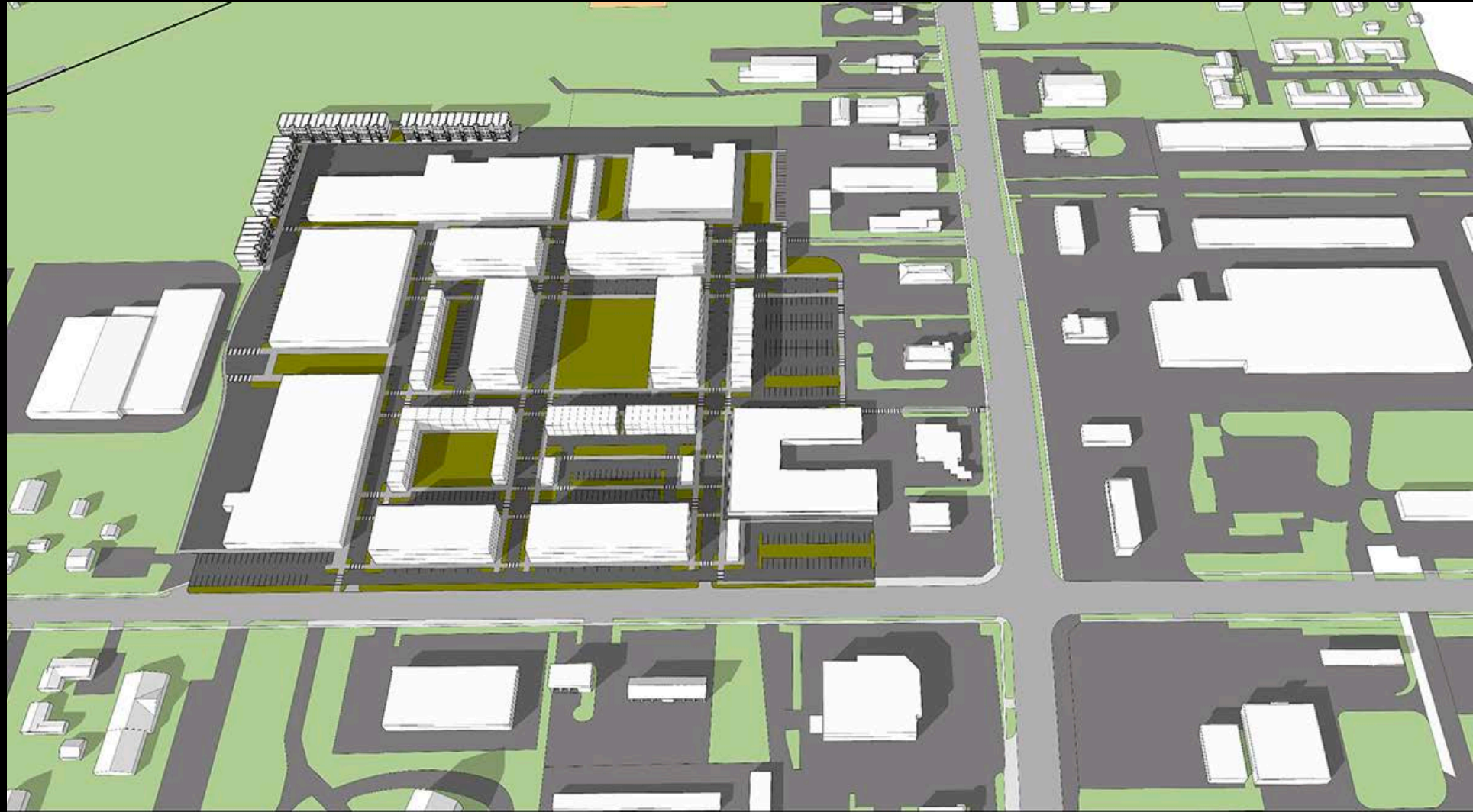
Site Study - space and land parcels



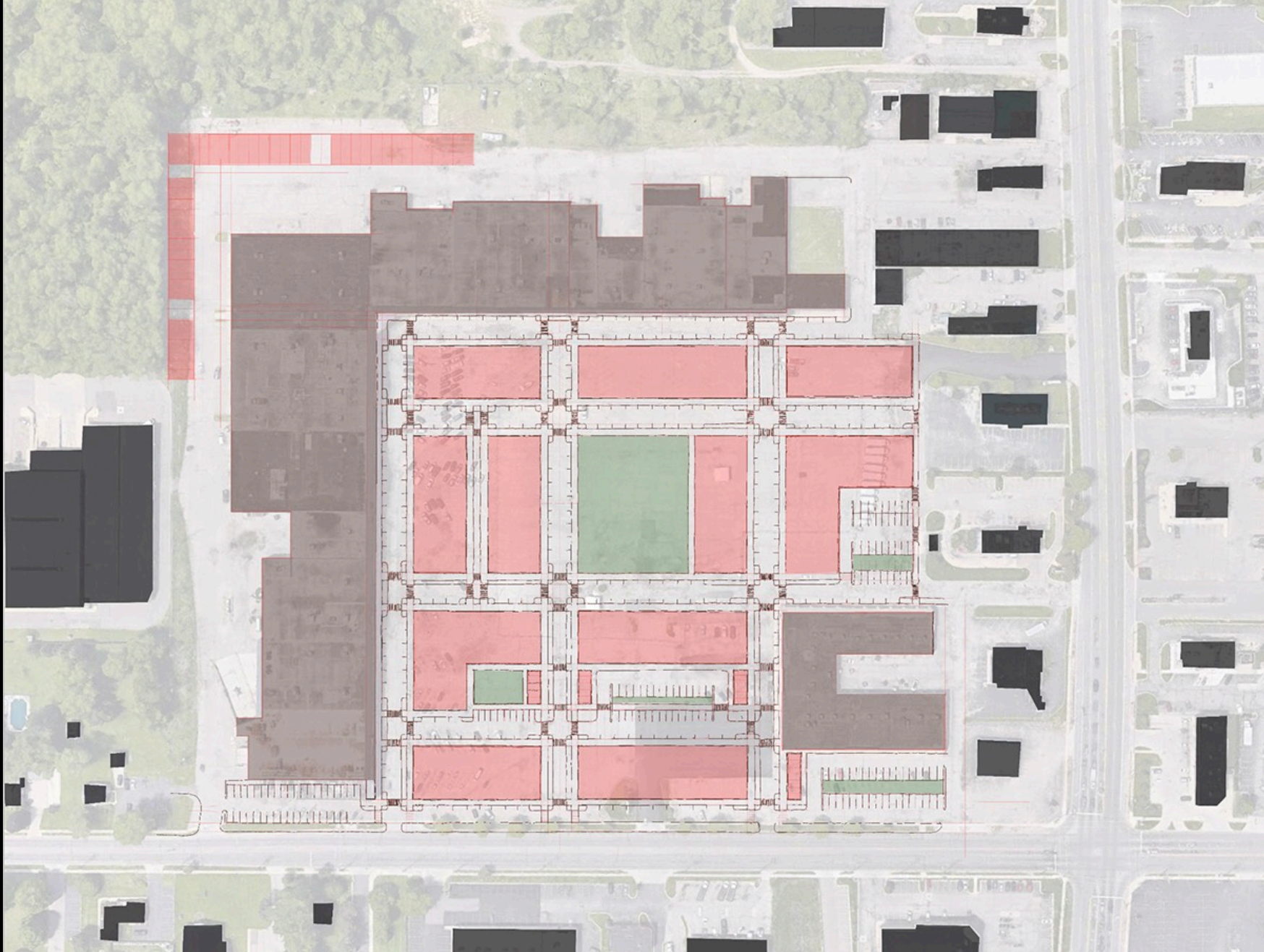
Concept A1.0 - Public Space + Adaptive Reuses + Lower Density Infill



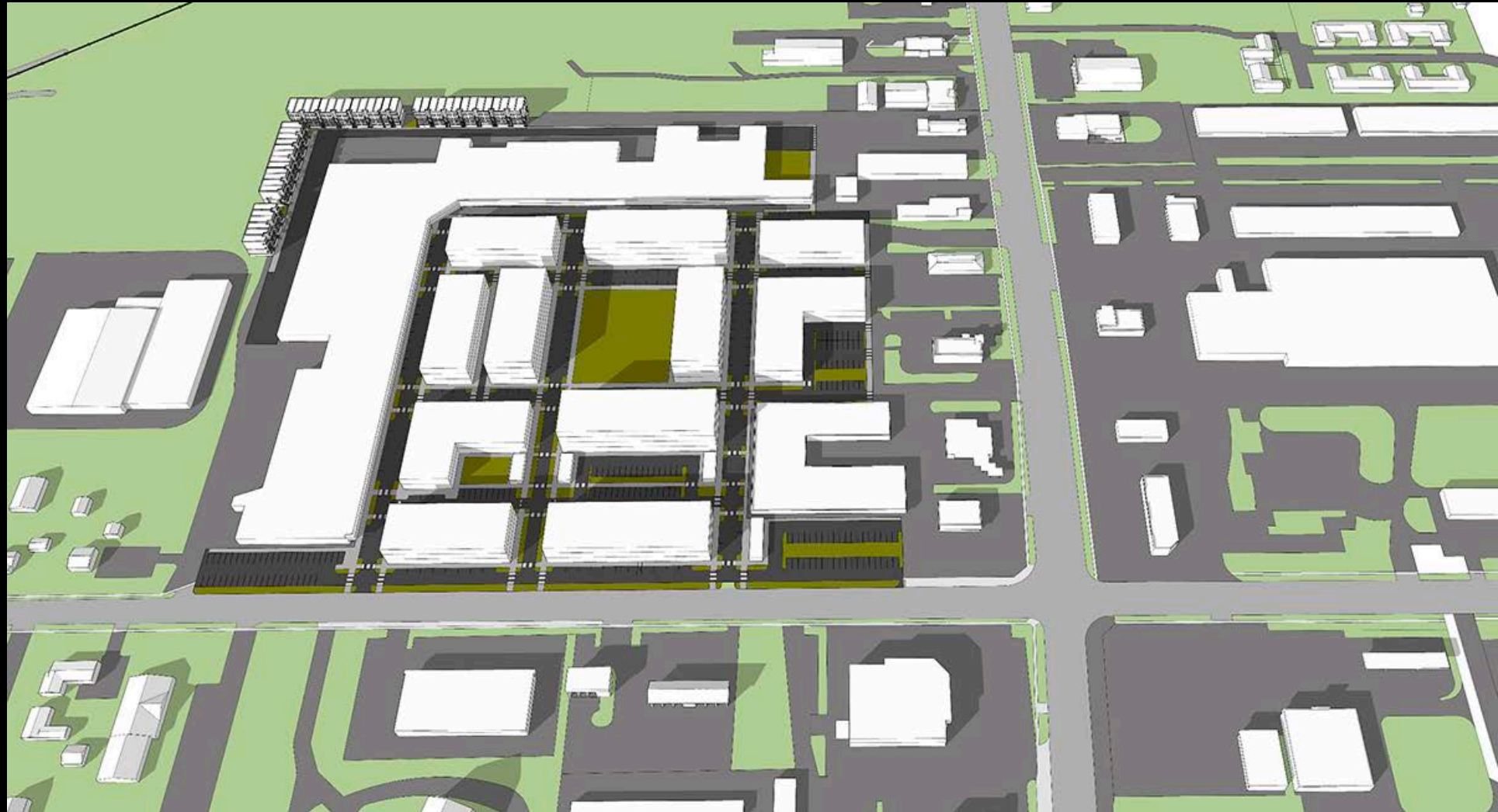
Concept A1.1 - Public Space + Adaptive Reuses + Lower Density Infill



Concept A1.1 - Public Space + Adaptive Reuses + Lower Density Infill



Concept A2.0 - Public Space + Adaptive Reuses + Higher Density Infill



Concept A2.0 - Public Space + Adaptive Reuses + Higher Density Infill



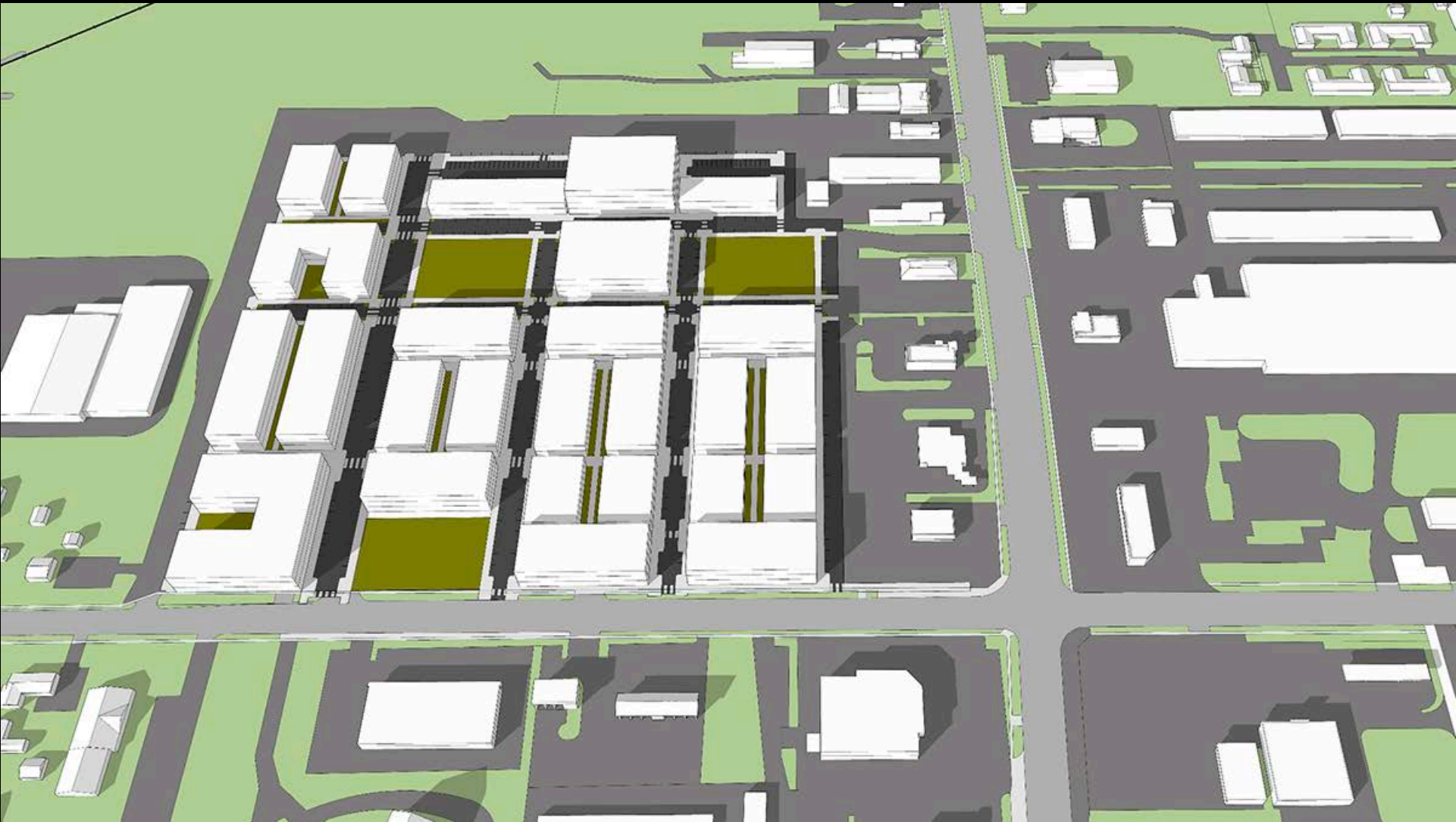
Concept B1.0 - Public Space + Adaptive Reuses + Higher Density Infill



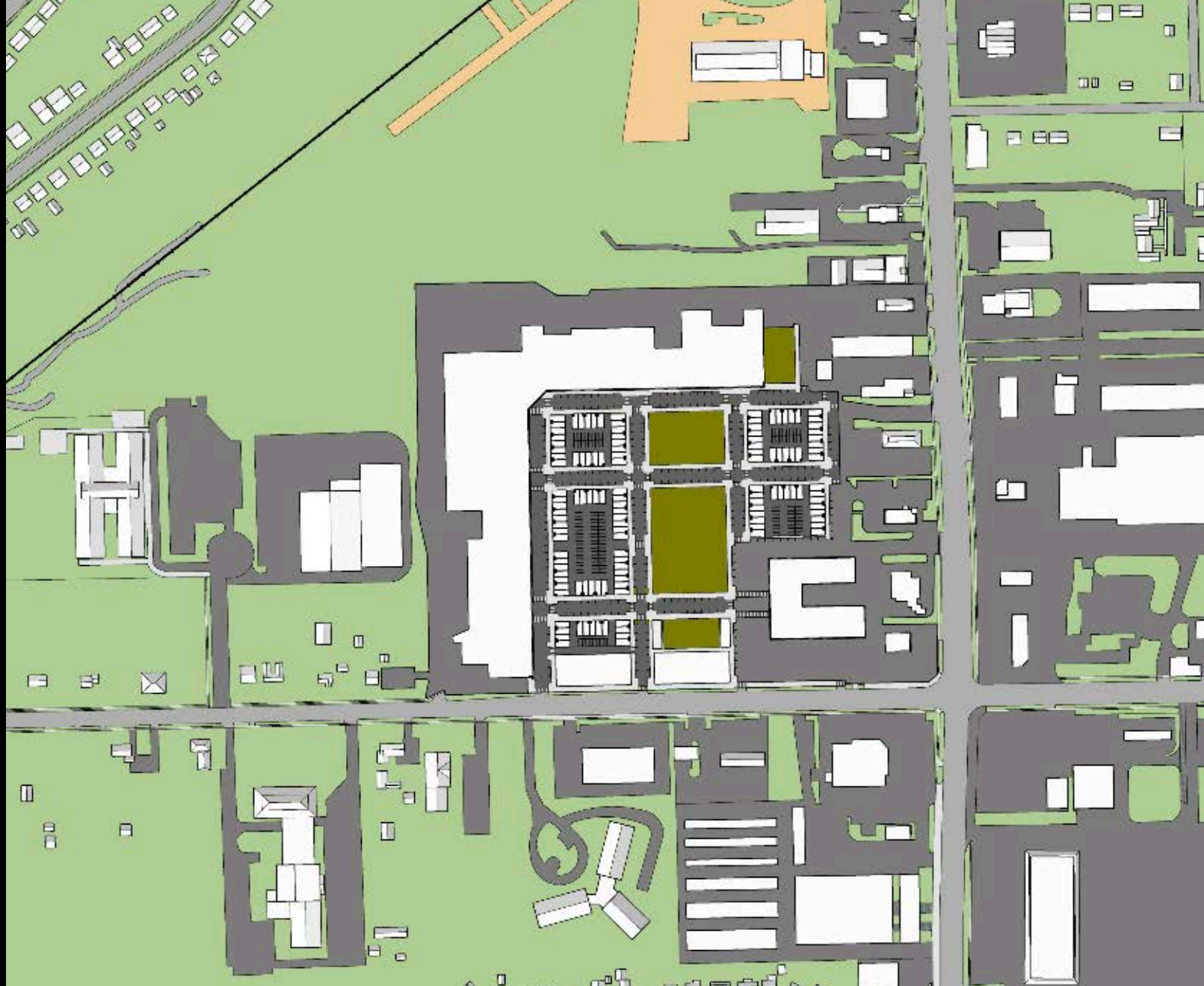
Concept B1.0 - Public Space + Adaptive Reuses + Higher Density Infill



Concept B2.0 - Public Space + Higher Density Infill



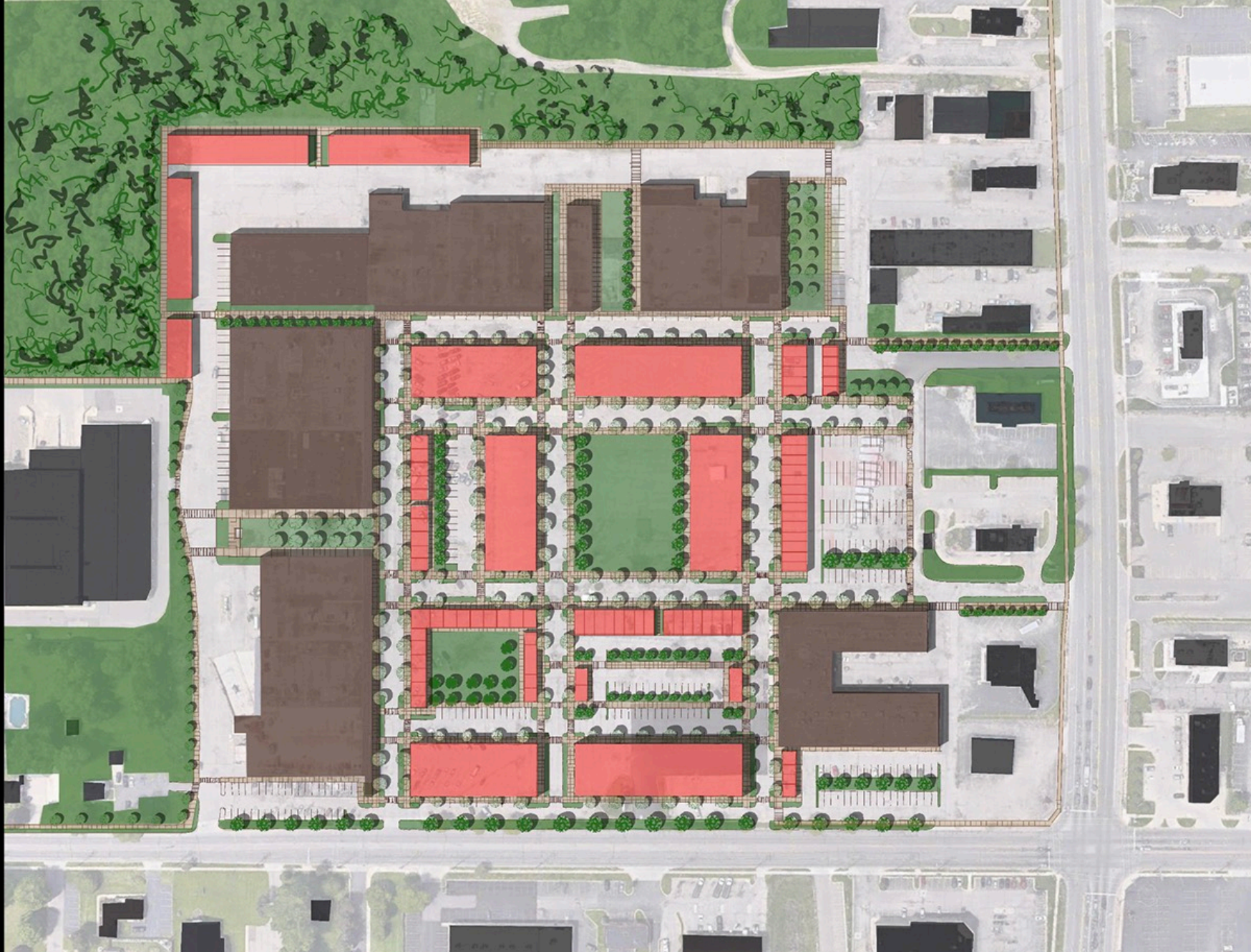
Concept B2.0 - Public Space + Higher Density Infill



Concept C1.0 - Public Space + Adaptive Reuses + Higher Density Infill



Concept C1.0 - Public Space + Adaptive Reuses + Higher Density Infill

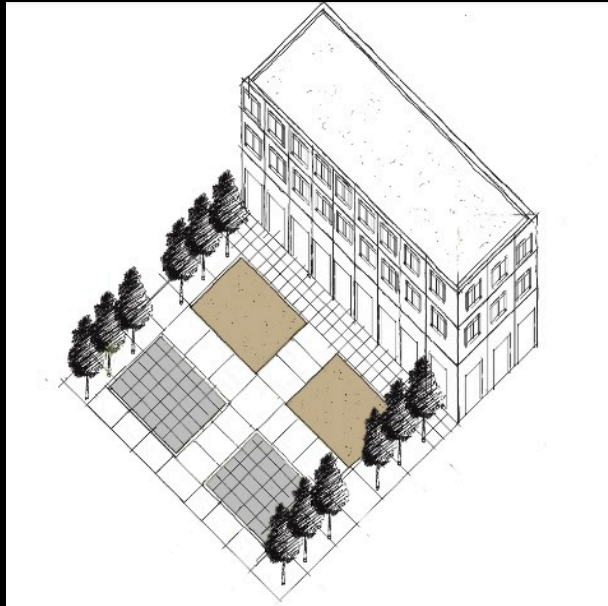


Concept A2.0 - Public Space + Adaptive Reuses + Higher Density Infill

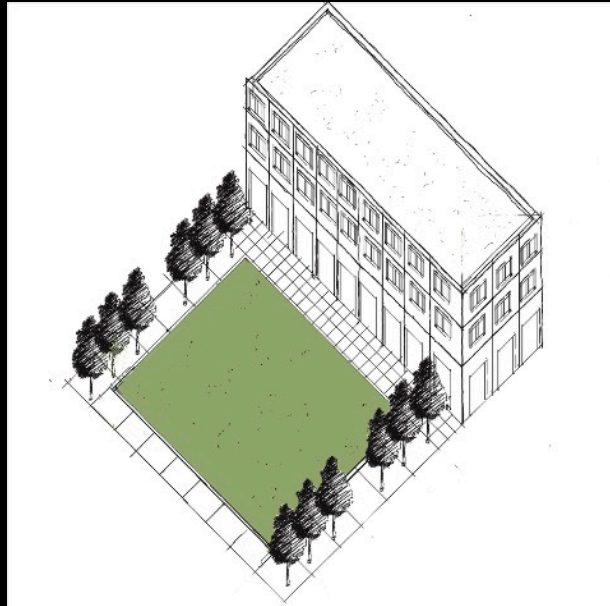


Concept A2.0 - Public Space + Adaptive Reuses + Higher Density Infill

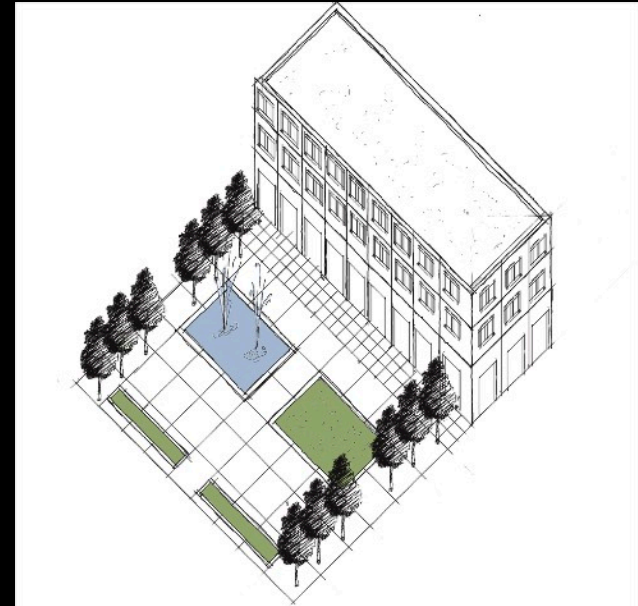
Public Space Development + Definition



Plaza



Greenspace



Hybrid

Public Space Types

3- Story Retail,
Commercial, Residential
Mixed Use Buildings



2- Story Retail and
Commercial Mixed Use
Buildings

Public Hybrid Space-
Hardscape + Softscape

3- Story Retail and
Commercial Mixed Use
Buildings



3- Story Retail and Residential
Mixed Use Buildings

Seating Area

Public Plaza- Hardscape

Major Street
(W. Holmes Rd.)

3- Story
Residential Buildings

Pedestrian Crossings-
Defined



2 and 4- Story Retail and
Commercial Mixed Use
Buildings

Public Greenspace- Softscape

Site Vignettes

Semi-private
Greenspace

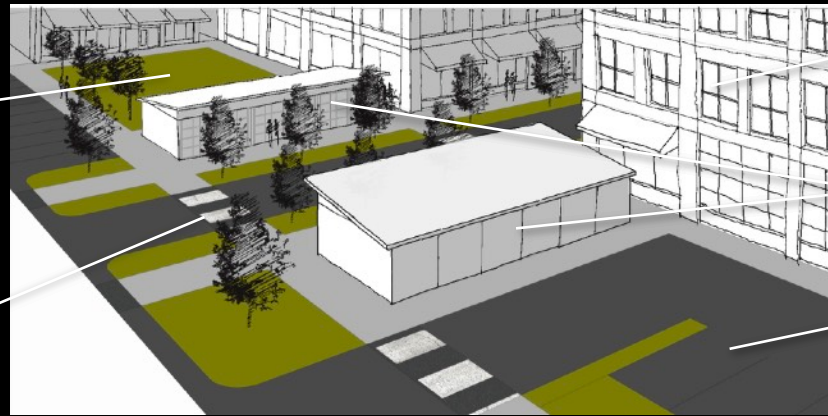
Pedestrian Crossings-
Defined

2- Story Residential
Buildings-
Defining Streetfront

Street Trees-
Defining Scale of
the Street

Pedestrian Crossings-
Defined

Townhouses-
Defining Streetfront



3- Story Retail and Residential
Mixed Use Buildings

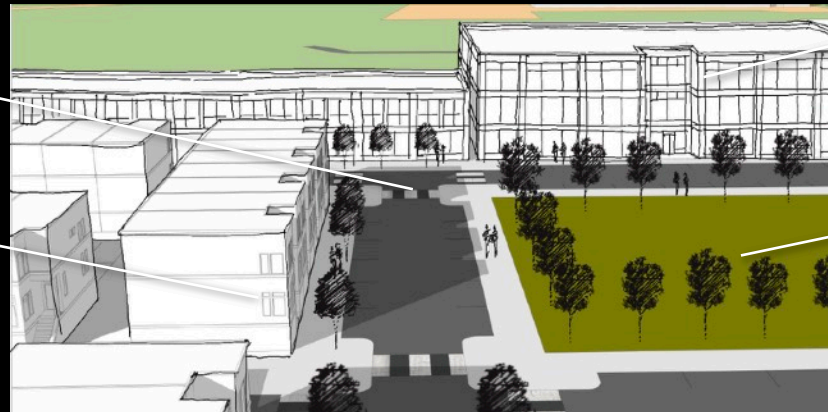
Maker Spaces-
Defining Streetfront

Parking-
Shielded by Maker Spaces



Townhouses-
Defining Streetfront

Pedestrian Crossings-
Defined



3- Story Retail,
Commercial, Residential
Mixed Use Buildings

Public
Greenspace

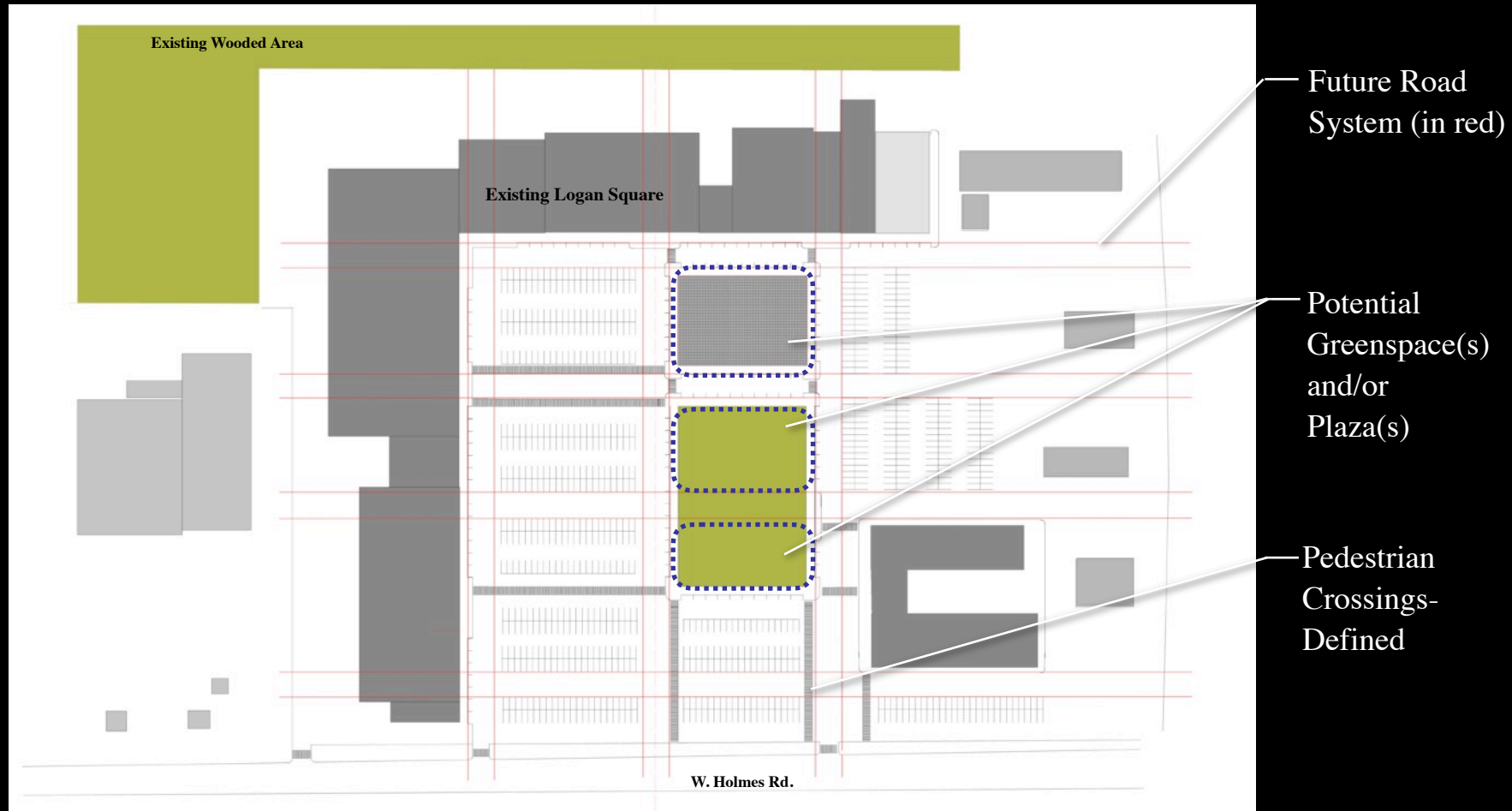
Site Vignettes

Development Timing + Phases

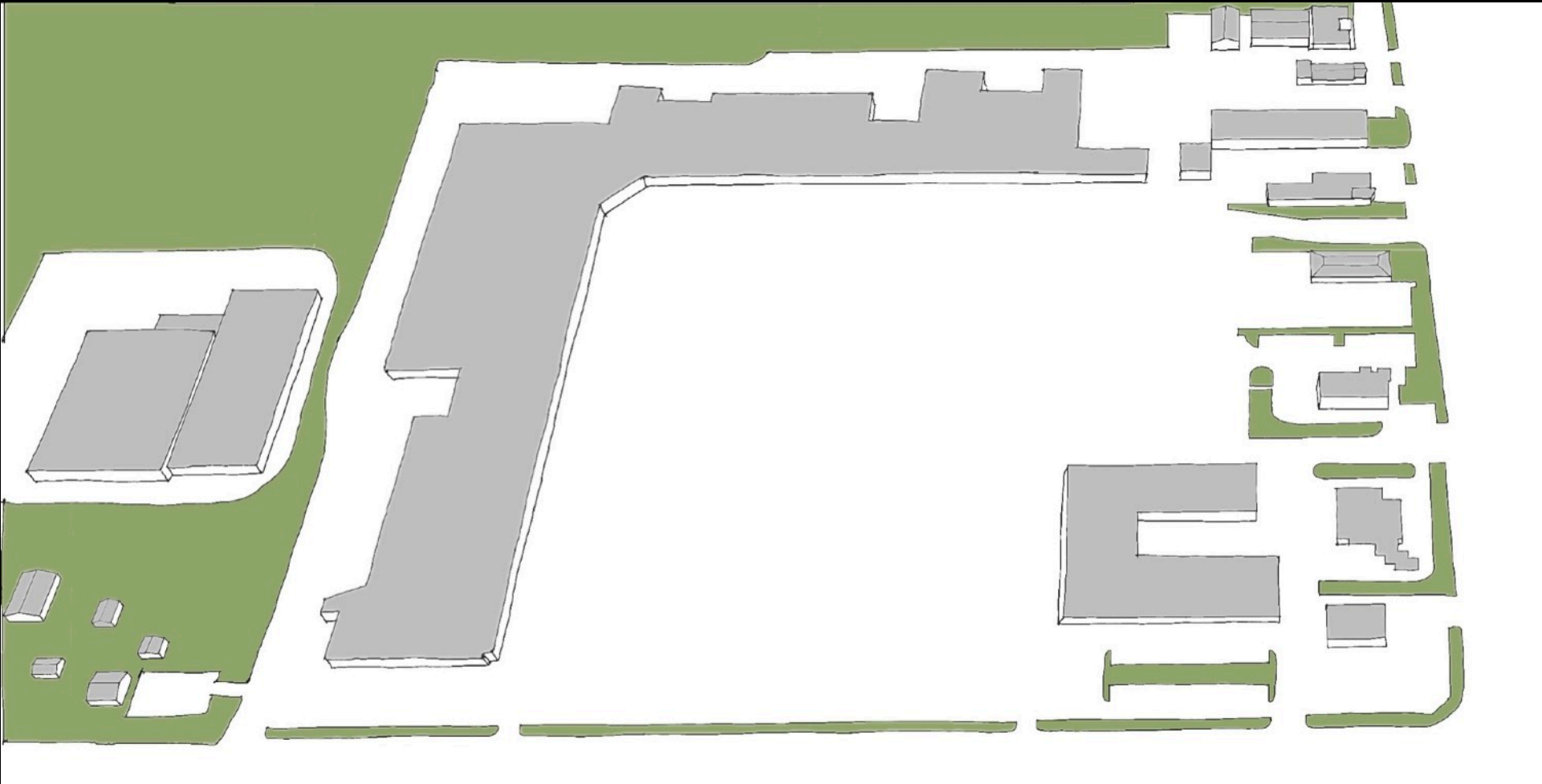
Phase 1 : 1-5 years

Phase 2 : 5-10 years

Phase 3 : 10-25 years



Initial Phase Diagram

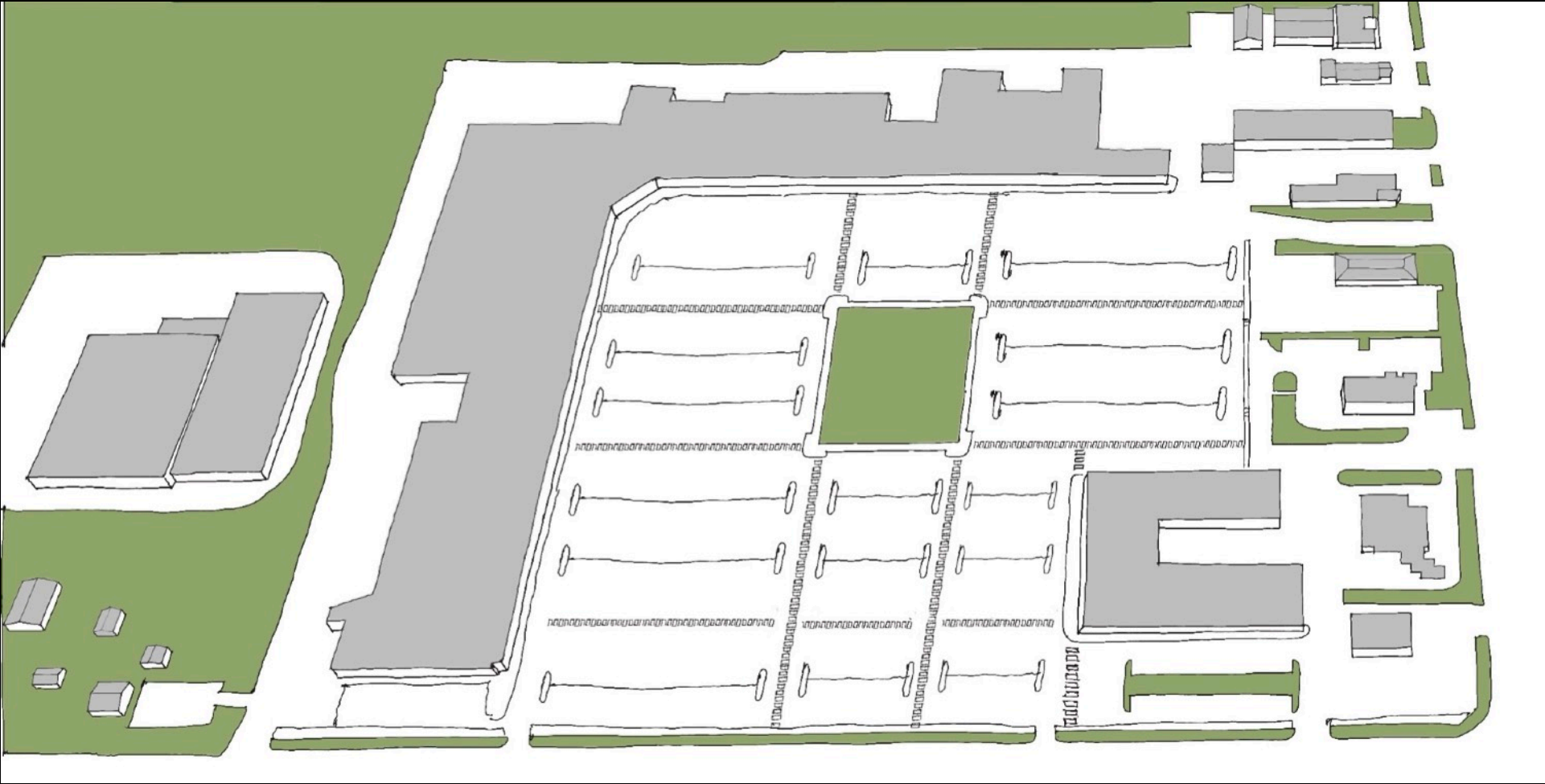


Phase 0 Diagram

Development Timing + Phases

Phase 1 : 1-5 years

- restructuring of parking lot
- add public space and landscaping
- adaptive reuse of existing structures
- small scale, mixed-use

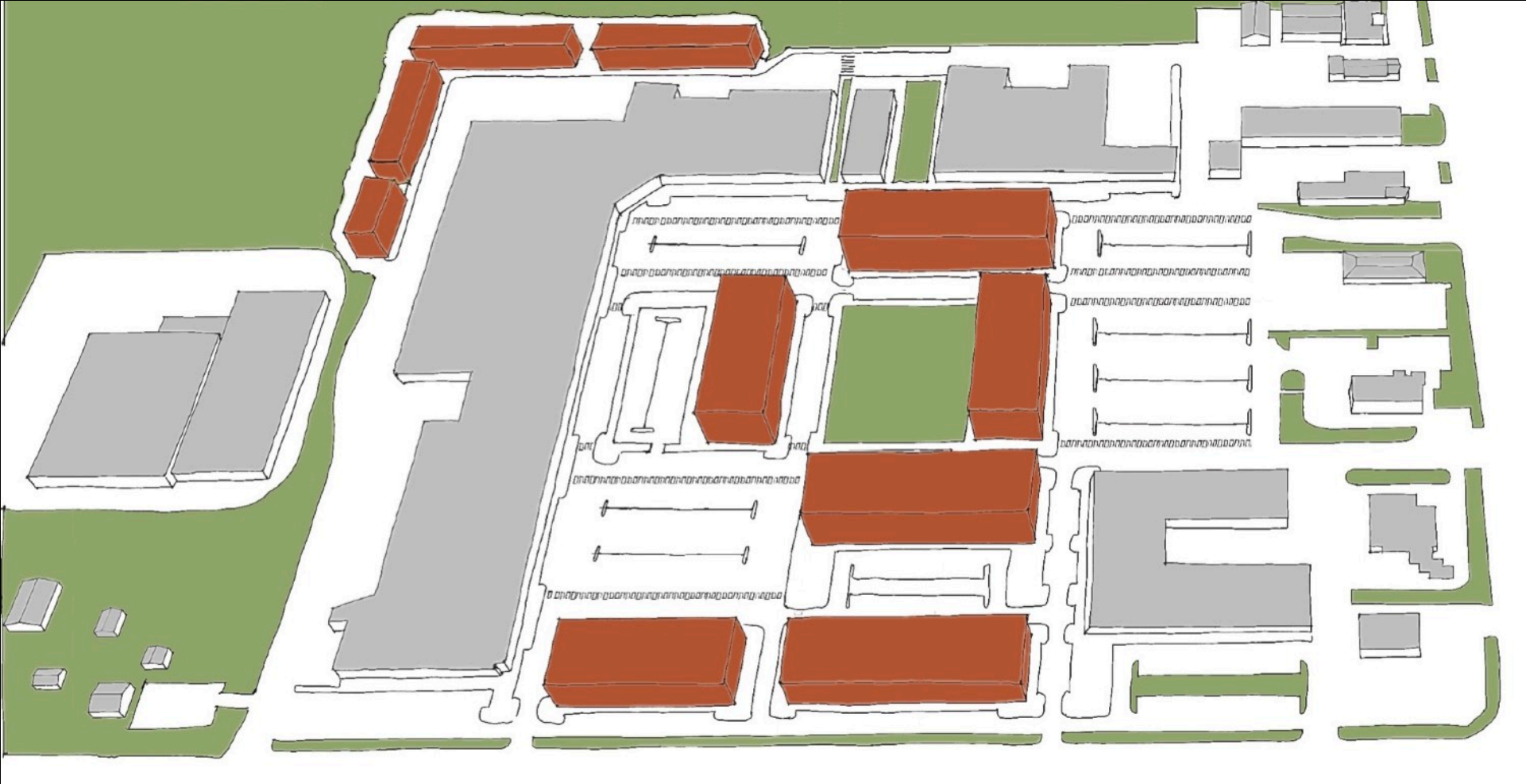


Phase 1 Diagram

Development Timing + Phases

Phase 2 : 5-10 years

- pedestrian and parking infrastructure
- add public space and landscaping
- adaptive reuse of existing structures
- higher density mixed-use development

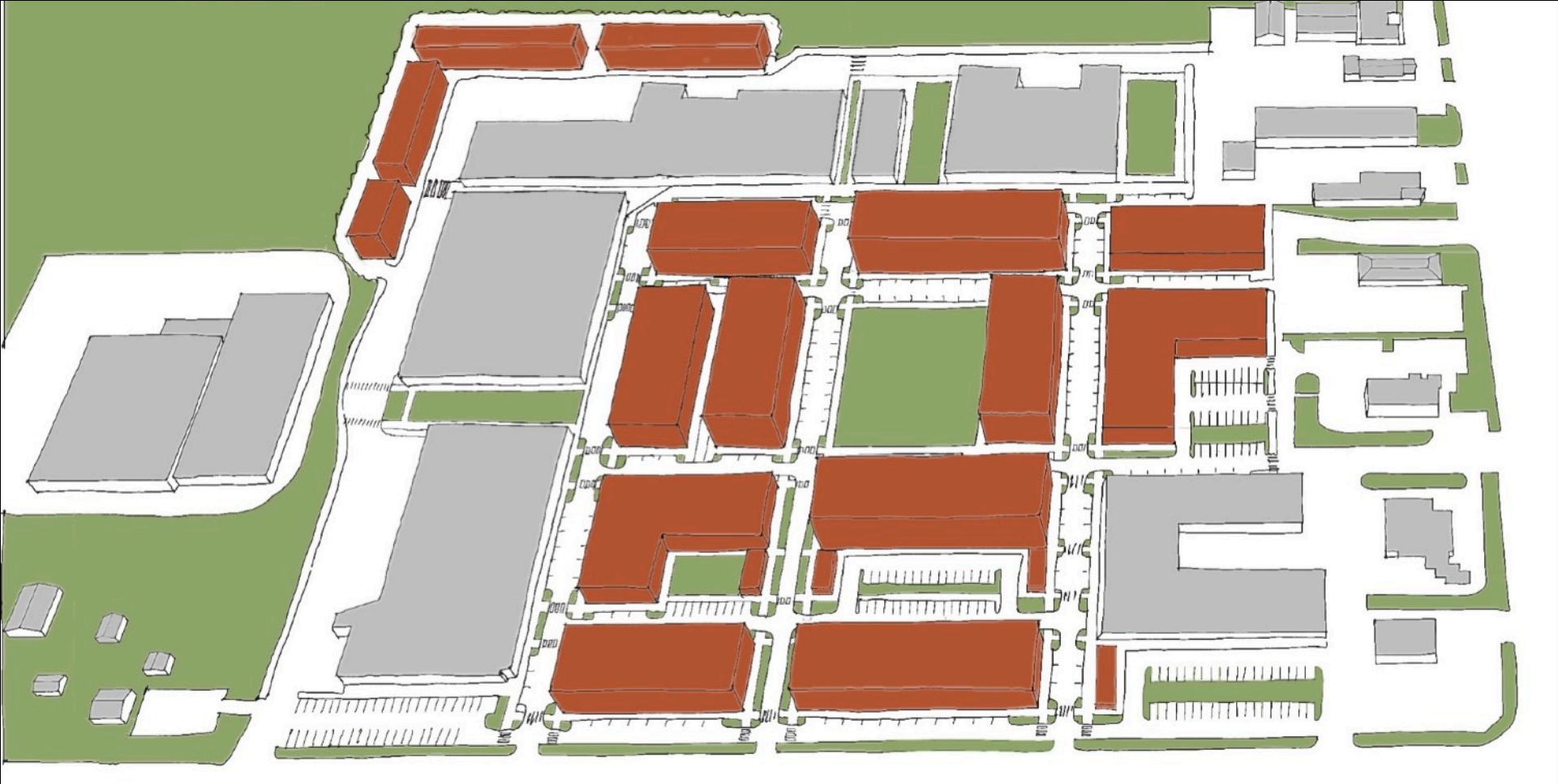


Phase 2 Diagram

Development Timing + Phases

Phase 3 : 10-25 years

- additional public space and landscaping
- redevelopment of existing structures
- higher density mixed-use development
- additional housing and public space



Phase 3 Diagram

NEXT STEPS

- Feedback
- Refinement
- Final Plan - End of June

QUESTIONS?