

POINT VI
DOWNTOWN DETROIT

"PROMOTE THE GROWTH OF DOWNTOWN DETROIT BY:

- a. PROVIDING FREE OR LOW COST PARKING ON CITY LAND IN THE DOWNTOWN AREA:
- b. EXPANDING FREE MINI-BUS SERVICE TO THE DOWNTOWN AREA FROM SURROUNDING FREE OR LOW COST PARKING AREA:
- c. DEVELOPING ADDITIONAL DRAMATIC ATTRACTIONS FOR DOWNTOWN DETROIT, SUCH AS THE RENAISSANCE CENTER AND THE MUSIC HALL, TO DRAW MORE PEOPLE AND COMMERCE TO THE HEART OF OUR CITY:
- d. MAKING IT A SPECIFIC RESPONSIBILITY OF AN ASSISTANT TO THE MAYOR TO COORDINATE AND OVERSEE THE PROMOTION AND DEVELOPMENT OF DOWNTOWN DETROIT."

The task of this subcommittee has been to identify specific actions or programs:

- a. that Mayor-elect Coleman Young could undertake in the First 100 days of his administration;
- b. that would move Detroit forward; and
- c. that would be compatible with longer-term development.

The following is the set of specific recommendations that has received the general agreement of the Subcommittee.

Definitions

Downtown Detroit - refers to the Central Business District (CBD)

Central Business District - this is taken to be the area bounded on the north by the Fisher Freeway, on the south by the Detroit River, on the west by the Lodge Expressway, and on the east by the Chrysler Expressway.

GOALS AND OBJECTIVES FOR THE DEVELOPMENT OF DOWNTOWN DETROIT

To provide a framework for the following discussion and to provide direction to our activities, the subcommittee has developed the following basic goals and objectives for the City's activities in downtown Detroit:

Objectives:

A. LONG-RANGE OBJECTIVES FOR DOWNTOWN DETROIT

1. Maximize Economic Growth:

The CBD of the City provides a setting for certain economic activities that are very difficult and expensive to duplicate in another setting. The CBD should build on these retail, legal, financial, governmental, specialized service, entertainment, and cultural activities to expand the employment, income, and tax bases for the city and its residents.

- a. To expand CBD employment from the current 80,000 to 120,000 by 1990.
- b. To increase the availability of desirable office space to house the legal, financial, special service, and governmental economic activities located in the CBD.
- c. To improve the accessibility of the office and retail space in the CBD by the provision of an improved road and parking system, improved bus and rapid transit system into the CBD, and a "peplemover" system within the CBD.
- d. To make the CBD more secure.
- e. To make the CBD more attractive and comfortable.

B. SHORT-RANGE OBJECTIVES FOR DOWNTOWN DETROIT

1. Serve Existing Establishments:

- a. To increase convenient parking.
- b. To increase the security in the CBD.
- c. To promote Downtown Detroit as a cultural, retail, and entertainment resource.

2. Improve the Transportation System Into and Around the CBD

3. Provide an Environment that is Competitive with the Suburban Shopping Centers:

- a. To expand short-time parking and lower the cost.
- b. To remove the automobile from parts of the CBD.

4. Assist in the Development of Urban Renewal Land and Other Underdeveloped Land

- a. To move to "site value taxation" in the CBD.

SPECIFIC PROPOSALS FOR IMPLEMENTATION IN THE FIRST 100 DAYS

The Subcommittee recommends that the following proposals be implemented in the First 100 Days. In some cases, they are activities initiated by outside groups but that require City services and support. In other cases they are proposals that are in various stages in the City Administration and just require that the Mayor push them along.

A. PARK AND RIDE

Increased short-time parking in the center of the CBD and cheaper all-day parking can both be obtained through a proposal developed by the CDC (Community Development Commission of the City). This proposal would have the City lease a large site on the river outside of the CBD. The person would pay \$1 for all-day parking and the bus ride from the site to the CBD and back.

Using the "Nicholson Site" this park and ride program could be implemented within the First 100 Days. The project is projected to be self-supporting at 400 cars.

<u>Timing:</u>	1. Decision to proceed by	Jan. 9th, 1974
	2. Negotiations on site and bus completed by	Jan. 25th, 1974
	3. Promotion prepared by and started on	Jan. 28th, 1974
	4. Site prepared by	Feb. 8th, 1974
	5. Program started by	Feb. 11th, 1974

Other sites could be developed in subsequent month.

Attached is a copy of a study by the CDC and the comments on that study by Mr. Leon Brown of the Subcommittee.

The CBDA (Central Business District Association) is working on the parking problem with a similar scheme and with other proposals.

B. LOWERING RATES ON EXISTING CBD PARKING LOTS

The Mayor should direct the City Administration to move to signing short-term leases with the operators of City owned parking lots. These leases should be rewritten to reduce the long-term all-day parking as the Park and Ride program builds up and to make a rate structure that is attractive to short-time parkers.

C. MINI-BUSSES

The Subcommittee would urge that a dramatic "people-mover" for the CBD is most desirable, but that is a long-range item. For short-run the use of "mini-busses" in

MINI-BUSSES (Cont.)

the CBD should be expanded. The Transportation Sub committee is recommending "collector" networks to get folks in an area to the major bus lines. The CBD loop "mini-busses" should be made part of this collector system. In the CBD, the "mini-busses" should be "free", that is, they should be subsidized by the DSR.

D. DETROIT TONIGHT

The Hospitality Industry (primarily the restaurants and hotels in the CBD) has formed a committee to promote the evening entertainment and cultural activities in the CBD. The Subcommittee recommends that the Mayor participate in this activity and provide city support to this effort. Activities that the City could support are:

1. Allowing on-street parking in the downtown area after 6 p.m.
2. Increasing the evidence of police protection at night.
3. The provision of a mini-bus loop around the evening cultural activities, restaurants, and other "hot-spots" in the CBD.
4. Support of the Hospitality and Cultural Arts Committee's efforts to get POP (Pay One Price) Parking (you pay just one time each night, but can move your car from location to location).

Timing: The Hospitality Committee is moving on all these activities now and could use support at any time. The big "kick-off" is scheduled for April 1st.

E. CONSUMER INFORMATION CENTERS

The City should fund and organize a Consumer Information Center in the CBD that would provide information of all kinds for consumers. The Center would be centrally located and would provide experienced and informed people that could: aid consumers in buying decisions; mediate complaints; provide information on "sales", "caveats", and the availability of services; and refer cases to other agencies when appropriate. Attached is a more detailed description of the Centers by Ms. Esther Shapiro. United Community Services already has three similar centers that provide only for low-income shoppers and the centers are not in the CBD.

<u>Timing:</u>	1. Decision to proceed.	Jan. 11, 1974
	2. Site selection and personnel selection.	Feb. 8, 1974
	3. Site development, training, etc. in process.	
	4. Announce the Center's Opening.	Mar. 1, 1974
	Center opens	May. 1, 1974

F. THE CBD STUDY

The CDC has developed a wealth of information on the CBD and a plan for it's development. The CBD appears to be moving in the general direction of the plan (or vice versa). The Subcommittee suggests that this source be mined for ideas on how to improve the CBD. In particular, the following items should be acted upon as soon as all the necessary data and decisions can be collected.

1. Signs. Provide attractive signs all over the CBD indicating bus stops, bus routes, directions to major buildings, parking, freeways, etc. Coordinate this effort for all the different departments.
2. Information Billboards and Window Displays. Develop a set of standard locations where posters advertising downtown activities can be posted. Use visual displays in vacant store windows and the Kern Block.
3. Move as soon as possible to the Auto Loop around the Center of the CBD. The CBD Study has identified a set of one-way streets that loop around the central retail section of the CBD. CDC is pushing the concept that parking be located along this loop. It could be feasible to have this loop finished within two years. The Subcommittee suggests that signs be erected now to begin to orientate the public to this new mode.
4. Pedestrian Malls in the CBD. As the auto traffic is drained out of the retail center of the CBD (the area around Hudson's), then the closing off of certain streets to traffic or certain types of motor traffic becomes feasible. The Subcommittee does not have a specific suggestion, but one of the short streets around Hudson's could be shut off by April 1 and gradually convert the area into a Mall/Park setting.

Somewhat longer-term, but in time to be announced in the First 100 Days, is the suggestion that Woodward in the CBD below Grand Circus Park be shut off to auto traffic. The sidewalks could be widened by two lanes of traffic and only busses and cabs allowed in this stretch. This "suggestion" will require more study.

5. Housing in the CBD. Many people are not aware of the existing housing in the CBD and of moves to expand this housing by converting older office buildings. Essential to the expansion of activity in the CBD is an increase in housing. The Subcommittee urges the City to publicize this housing and expand the efforts to attract developers to renovate existing buildings or build new housing in the CBD. The Renaissance Center should aid in this development.

CONSUMER SERVICE CENTER

To attract shoppers away from suburban shopping malls and back into downtown Detroit, the area must offer services not available elsewhere. A consumer service center would fill a need that has gone unrecognized, in an innovative and useful manner. We propose to establish such a center with the following specifications:

- * Centrally located on a major downtown street, clearly marked, street level if possible.
- * Staff with some experience in identifying and dealing with consumer problems.
- * Center to be established downtown immediately, as a pilot project; ultimately to be an arm of the Consumer Commission created by the new City Charter, with branches in other city shopping centers.
- * The Center would contain:

Consumer reference library. Books, pamphlets, consumer research magazines, government bulletins to provide information on product selection and use. Staff trained to assist and advise people looking for information. (Can be done at a cost of \$300 to \$500 per year for a basic library).

Consumer complaint center. Eventually, establishment of a mediation/arbitration service on complaints, using American Arbitration Association models. We can draw upon the experience of arbitration services established in Philadelphia and Alexandria. To ensure maximum cooperation on the part of area merchants, posting and publication of unresolved complaints after a 60-day negotiation period.

Posted lists of current sales and "recommended good buys."

Posted lists of "caveats:" notification of fraudulent practices reported in the area, violation of sanitary standards, as well as weights and measures laws, etc.

When appropriate, refer consumers to legal aid, non-profit budget service, small claims court, prosecutors office.

Reference lists of services: "Where can I get: watch repaired, wedding dress made to order, formal suit rented, drapes cleaned?" For newcomers to city, "Where can I find: downtown doctor or dentist, apartment rentals, lists of city services?"

In addition to information service, the center should be used for new product demonstration, educational films and programs, extension of school consumer education classes. Collection of data on complaints and information requests could point the way to new consumer reforms and services in the city.

Similar centers are presently sponsored by London city councils in major shopping centers, with excellent response by British consumers.

1. COMMUNITY DEVELOPMENT COMMISSION'S PROPOSAL TO USE THE NICHOLSON SITE

Attached is a recent proposal to run a minibus and parking service on the 9.3 acre privately-owned Nicholson site on the riverfront between Chene and Dubois. (Note that City-owned land is not free, either; see #2 below). Here are proposed modifications of this proposal:

- a. Employers near the City-County Building such as the Gas Company and tenants of the Guardian Building should be approached to lease blocks of parking space as well as monthly leasing for individual employees. In Los Angeles, an oil company pays parking fees for employees if they use car pools.
- b. Bus destinations could vary according to the time that would be most appropriate if companies leased blocks of space. For example, the early bus would go straight to the City-County Building, but a 9:30 bus would go to Hudsons. A route that touched all bases on every run would be too expensive and the ride would be too long.
- c. A possible goal might be 75% monthly leasing and 25% daily parking.
- d. The lot should stay open two shopping nights a week or whenever the main stores are open.
- e. A lease on the Nicholson site would have to be for at least one year to recover the initial costs, and should be for two or three years with the owner having an option to end the lease with sixty days notice after the first year. (He is trying to sell the parcel).
- f. The Municipal Parking Authority always sub-contracts the management of its lots or facilities to private entrepreneurs to avoid Civil Service problems and get flexibility of hours, etc. This is probably a good idea in this case too.
- g. A different staff person than the author of the proposal thinks that more cars could be parked there than the report estimates. He also thinks that the leasing price would be higher than the report shows.

(Note: I did not evaluate the information given about the minibus, and if this concept is of interest, a more critical review is still needed).

2. VACANT URBAN RENEWAL LAND

Twenty-six vacant or nearly vacant Urban Renewal sites, and three parcels seemed to be possible parking sites. HUD regulations require that taxes and financing costs be paid for if the land is used on an interim basis. A guesstimate is that this

ESTIMATED INCOME STATEMENTNICHOLSON SITE

	<u>500 Cars</u>	<u>400 Cars</u>	<u>300 Cars</u>	<u>150 Cars</u>
Parking Operation Excluding Land Cost				
Parking Revenue (250 days of operation @ \$1 per car) Parking Operation Cost	125,000 <u>22,500</u>	100,000 <u>22,500</u>	75,000 <u>22,500</u>	37,500 <u>22,500</u>
NET AVAILABLE	102,500	77,500	52,500	15,000
Maximum Lease Cost \$3,000 per month	<u>36,000</u>	<u>36,000</u>	<u>36,000</u>	<u>36,000</u>
INCOME (LOSS) BEFORE SHUTTLE AND SITE IMPROVEMENTS	66,500	41,500	12,500	(21,000)
Bus Operation Cost				
(2 Coaches running 3½ hrs. each day - 7:15 to 9:15 and 3:45 to 5:15 at \$19 per hr.)	<u>33,250</u>	<u>33,250</u>	<u>33,250</u>	<u>33,250</u>
ANNUAL INCOME (LOSS) AFTER 1ST YEAR	33,250	8,250	-(20,750)	(54,250)
Site Improvements				
Shape and grade Attendants Booth	5,625 <u>3,500</u>	5,625 <u>3,500</u>	5,625 <u>3,500</u>	5,625 <u>3,500</u>
1ST YEAR INCOME (LOSS)	24,125	(875)	(29,875)	(63,375)
Additional Possible Improvements				
Lighting	<u>17,000</u>	<u>17,000</u>	<u>17,000</u>	<u>17,000</u>
MOST COSTLY 1ST YEAR OPERATION	7,125	(17,875)	(46,875)	(80,375)

DATA: COMMUNITY DEVELOPMENT COMMISSION

NECESSARY FEATURES PARK AND RIDE PROGRAM

1. Total cost to patron should be \$1 including shuttle service both ways.
2. A comfortable, clean shelter must be provided for patrons at the parking lot.
3. Route should be designed to serve only CCB and Gas Co. and Guardian Bldg. area--70.3 percent of previous Renaissance Center lot users.
4. If a patron must use his car during off hours, he should use the Jefferson bus and buy a transfer. The transfer can then be redeemed for the full cost of the bus ride and transfer at the lot.
5. At lease one coach must be distinctively decorated. Not only will such a coach add to the novelty and enjoyment for the patron, but more importantly act as a rolling advertisement for park-and-ride. Such a visual display is considered absolutely essential to the ultimate success of this venture.
6. The lot should be locked at 5:45 p.m. daily. Patrons staying downtown longer must move their car by 5:45 and should be allowed to re-park free at St. Antoine and Jefferson (city lot).
7. Signs prominently displayed at key locations should be erected.
8. Free parking or similar promotion during opening week (s).

Obtained from the Policies and Programs Division Economic Development Section

PARKING LOT SURVEY

1. Completed on August 9, 1973 - 470 respondents.

RESULTS

2. Of the 93.9% who work downtown, 58.9% work at the City-County Building.
3. 88.2% come downtown daily.
4. The lot surveyed is used almost always by 85.7%.
5. 50.6% - more than half - would resort to using the bus, if parking could not be found for less than \$1.50.
6. Only 30.4% rated bus service as excellent or good; while 48.1% rated it fair or poor and 21.5% admitted insufficient information to make a judgment.
7. A shuttle service was well received with 68.1% claiming they would be willing to use it, while 13.9% said they would "perhaps" use it. Only 16.0% said they definitely would not use it, with perhaps as many as half of the negatives due to people needing their car during the business day.

NICHOLSON SITE CHARACTERISTICS AND PROBABLE IMPROVEMENTS

1. The site is 1.2 miles from the City-County Building.
2. The entire 9.3 acres is secured by a fence, which appears to be in good condition.
3. Approximately $\frac{1}{2}$ of the lot has a hard, level surface which is probably as good as some lots presently used for parking. However, the DPW has estimated an improvement cost of \$5,625 to make this portion ready for parking.

The other half is not suitable for parking. The DPW estimate for leveling and grading the entire lot runs to \$18,000.

4. A parking shed and patron shelter should be erected.
5. Lighting standards are in place, but apparently not serviceable. Lighting estimates are under investigation.

OWNERS LEASE REQUIREMENTS

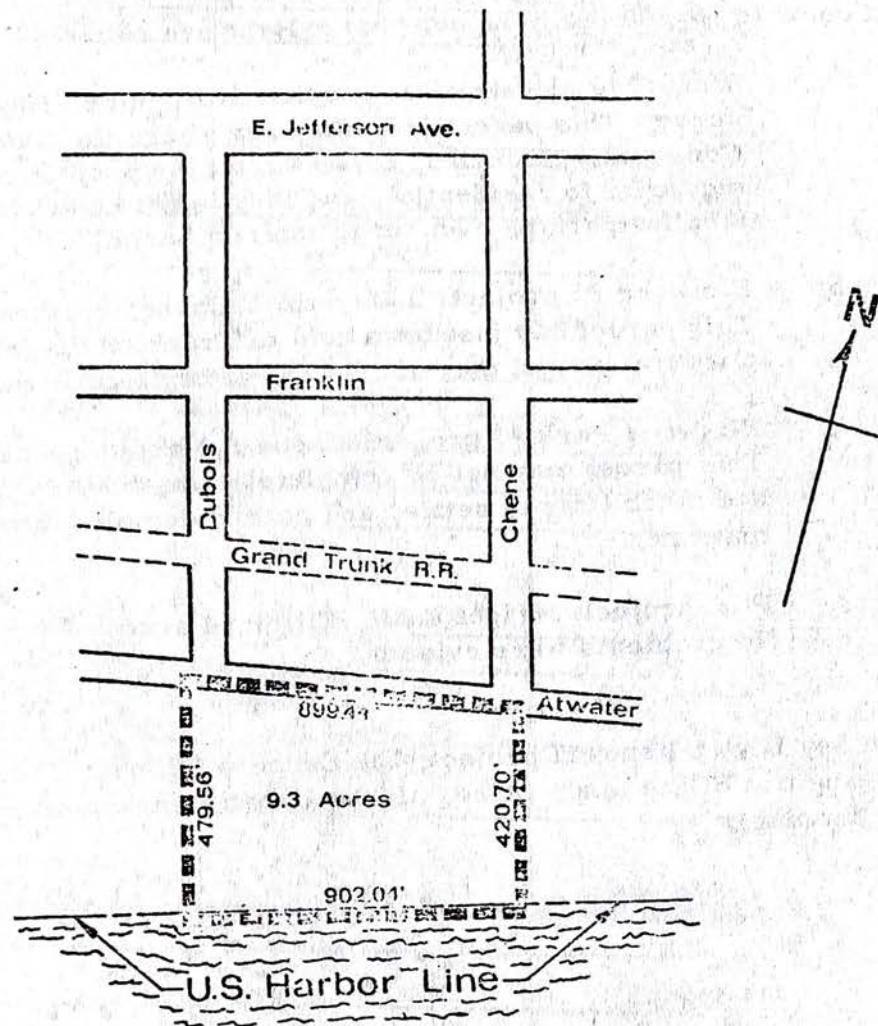
1. Taxes on Nicholson Site run about \$24,000 annually.
2. The most recent lease agreement with the owner were in the \$3,000 per month range.
3. The owner does not want a lease that would jeopardize the sale of the property if a buyer were located.

could come to \$6,500 per acre per year. Here are comments about the three sites:

- a. West Side Industrial #2 project: 14th - 16th - Howard - Bagley: 18 acres. This parcel is in the area where the Hubbard Richard Community Council is trying to get the project rezoned from industrial to residential, and they might object to any use of the land for parking even on an interim basis.
- b. Elmwood #3 project: Lafayette & Chene, northeast corner: 11 acres. This parcel has just been sold to Franklin Wright Development Corporation and they are hoping to begin construction next spring.
- c. Elmwood Park #3 project: Chene & Macomb: 8 acres. This parcel may not be completely cleared yet, the land has not had much time to settle, and nearby demolition work could complicate matters.
- c. Port project: Wright & Mt. Elliot: 14 acres. No problems were evident.

(Note: in any Urban Renewal project, the Citizens District Council would have to approve any use of the land. Also, all the Urban Renewal sites would have to have security fencing).

NICHOLSON TRAILBIT SITE CITY OF DETROIT



DETROIT RIVER

Size:	9.3 acres
	405,675 sq. ft.
Price:	\$600,000.00
	(\$1.48 per sq. ft.)

PROJECT
BOUNDARY

INCOME AND COST ESTIMATES

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Penn Central Site
\$1.00 Per Car, 250 Days Per Year
Free Shuttle Service From Lot, 25¢ to Lot

CDC DATA

	Average Number of Cars Parked Daily (With All Paying 25¢ For Return Trip)			
	350	536	700	1,000
<u>REVENUE</u>				
Parking	87,500	134,000	175,000	250,000
Shuttle Service	21,875	33,500	43,750	62,500
Ethnic Festivals	25,000	25,000	25,000	25,000
	134,375	192,500	243,750	337,500
<u>ANNUAL COST</u>				
Operations	30,000	30,000	30,000	40,000
Shuttle	57,000	57,000	57,000	57,000
Rent	100,000	100,000	100,000	100,000
Taxes	115,533	115,533	155,533	155,533
	302,533	302,533	302,533	312,533
Income (Loss) 2nd Year & After	(168,158)	(110,033)	(58,783)	24,967
Booth & Shelter Improvements	5,000	5,000	5,000	5,000
	0	0	0	5,000
(Loss) First Year	(173,158)	(115,033)	(63,783)	14,967