

North Corktown

CULTURAL PLAN



APRIL 2020

Mural by Bob Spence

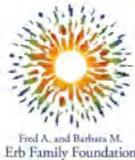
Acknowledgements

Many thanks to the Steering Committee for their time and insights:

- William Cheek
- Rhonda Greene
- Sarah Hayosh
- Jeff Klein
- Will McDowell
- Jonathan Trey Scott
- Detricia Talley
- Leslie Wacker

Project Funding and Operating Support:

THE
KRESGE
FOUNDATION



Project Lead and Collaborators:



Plan Consultants:



Jerry Sloan

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Fostering conversations, building collaborative partnerships, and seeking funding to further priority projects are the main goals of this process

Overview & Context



Urban Farms, such as Brother Nature Produce, are an embraced land use in the North Corktown neighborhood

The North Corktown (NoCo) neighborhood is located to the northwest of downtown Detroit and generally bounded by Martin Luther King Jr. Blvd, as well as the Lodge, I-75 and I-96. The neighborhood has been the subject of numerous planning efforts over the years and is currently part of the Greater Corktown Framework Plan being led by the City of Detroit.

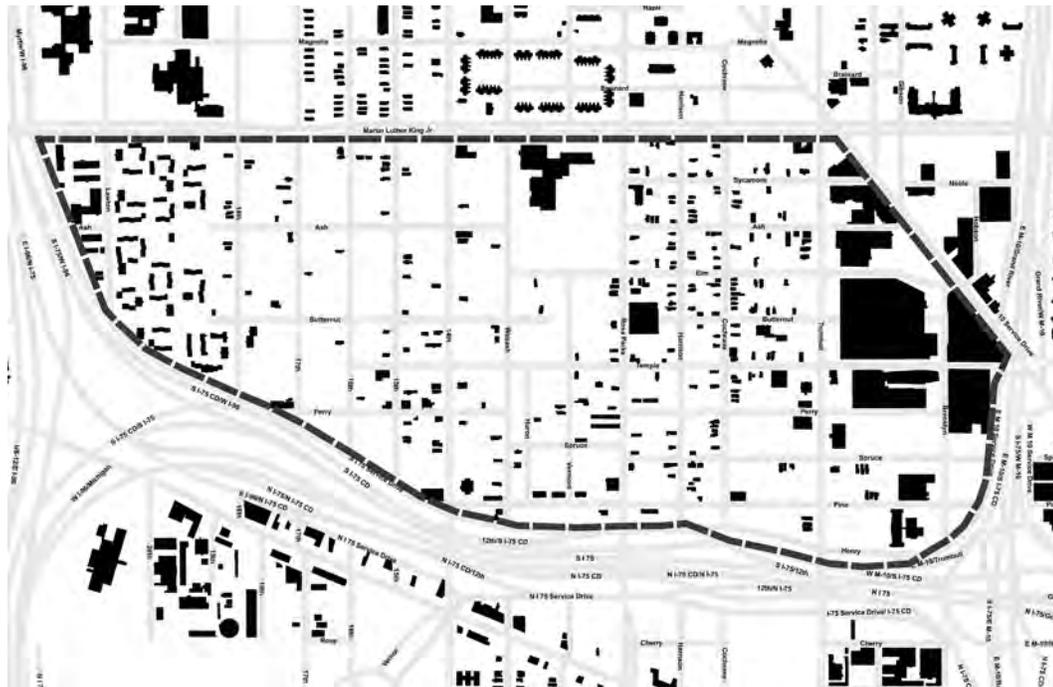
The effort to seek funding for, and complete this Cultural Plan for the North Corktown neighborhood was led by Heritage Works. Heritage Works is a non-profit agency with roots in the North Corktown neighborhood. Heritage Works promotes youth, family and community development through cultural traditions, arts and education. Their programs encourage personal and artistic excellence by promoting cultural understanding, skill and character development, physical fitness, and cultural fluency.

PLAN GOALS

With funding assistance from The Kresge Foundation and LISC ESPN, Heritage Works engaged the North Corktown community through convening community meetings, canvassing, and organizing a neighborhood-based Steering Committee in order to develop a process and Cultural Plan that:

- uses community input to identify and prioritize sustainable cultural projects;
- develops the prioritized cultural projects with sufficient detail to seek additional funding and/or partnerships to move into implementation;
- informs current and future development initiatives;
- elevates regard for North Corktown as a community of choice in Detroit, with engaged residents on a trajectory toward great life outcomes; and
- uses community-led, recently completed planning and design documents as a solid foundation for recommendations.

EXISTING STRUCTURES IN NORTH CORKTOWN



As is illustrated, the North Corktown neighborhood generally includes larger scale commercial and entertainment development on the eastern edge, single-family to the west of Trumbull, open space with some single-family and smaller scale commercial west of Rosa Parks, and primarily multi-family in the western portion of the neighborhood.

LEGEND

- Neighborhood Boundary
- Streets
- Structures

PROPERTY OWNERSHIP IN NORTH CORKTOWN



The western neighborhood, particularly between Rosa Parks and Fountain Court, includes a significant amount of vacant property that is owned by the City of Detroit or the Detroit Land Bank Authority. The eastern areas are more typically owned by individual property owners or commercial developments.

LEGEND

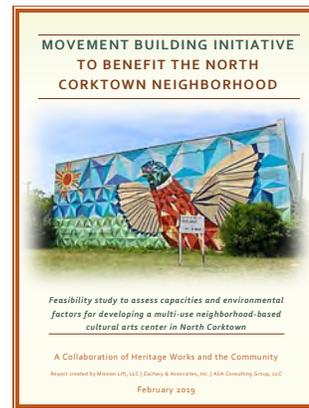
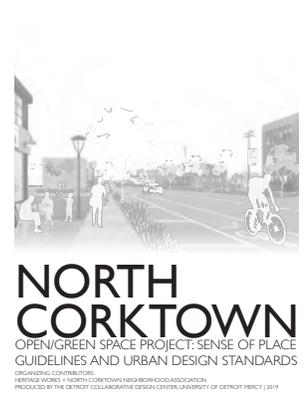
- Neighborhood Boundary
- Structures
- City Owned
- Land Bank Owned
- DPS Owned
- Park

RELATED INITIATIVES & STUDIES

Over the years, there have been a number of initiatives and studies related to the North Corktown neighborhood. Several of these were reviewed in preparation for this planning effort, with the results built upon and used to confirm ideas and discussions during this Cultural Plan process. In addition to the plans listed, the results to-date of the City's Greater Corktown Framework Plan were reviewed.

Plans and initiatives that were referenced and built upon include:

- 2019 North Corktown Open/Green Space Project: Sense of Place Guidelines and Urban Design
- 2018 Sustainable Development Task Force Plan
- 2018 North Corktown Movement Building Feasibility Study
- North Corktown Community Priorities Document
- City of Detroit North Corktown Charrette: Open Spaces and Defining Edges
- North Corktown Neighborhood Association City One Challenge Proposal: North Corktown Green Mobility Corridor





Ensuring that priority projects reflect the desires of the community was key to the engagement process

Process & Outcomes



Drum performance in Intersections Park in North Corktown.
Photo Credit to M-1 Studio

The development of this Cultural Plan was a 4-month effort. Much of the basis for this Plan was gleaned from a number of other recent planning efforts and the input/engagement surrounding those efforts. This Cultural Plan utilized additional neighborhood engagement to test and confirm the priorities identified during these previous planning efforts in order to determine five projects and/or initiatives related to the preservation and enhancement of 'culture' in the North Corktown neighborhood. These projects were verified with stakeholders and neighbors to ensure that they were supported by North Corktown residents.

This section documents the planning process as well as the key outcomes and how they support a connected, culture-focused North Corktown.

NORTH CORKTOWN / BURTON SCHOOL COURT CULTURAL PLANNING SURVEY

Please support our efforts to create a North Corktown (NoCo) / Burton School Cultural Plan. This will be used by planning groups in the community. Your responses will be anonymous. If you have questions about the plan call Heritage Works, Rhonda Greene at 313.268.7370. For multiple choice questions, please circle the response that is most accurate for you. Some questions also ask you to mark the map below.



Are you a North Corktown resident (see above map for boundaries)? Yes No
Are you a parent of a child / children that attend Burton School? Yes No
If yes, what is your contact information? Name: _____
Email: _____ Cell Phone: # _____
Address: _____
If you do not live in North Corktown, what neighborhood are you from? _____

RETURN THIS SURVEY TO YOUR CHILD'S TEACHER BY NOV. 22

1

Survey Instrument
used to collect
feedback from North
Corktown Residents

INTERNAL TEAM MEETINGS

After securing funding through The Kresge Foundation and LISC ESPN, Heritage Works engaged livingLAB (planning and landscape architecture), Mission Lift (community engagement), and Jerry Sloan (case statement writing) to support different aspects of the project and planning. This Internal Team met a number of times throughout the 4-month process to review progress and coordinate plan development.

STEERING COMMITTEE MEETINGS

Heritage Works convened a neighborhood-based Steering Committee to meet with the team throughout the plan development. The Steering Committee was invaluable and met on:

- October 30, 2019
- December 12, 2019
- January 23, 2020
- February 27, 2020

Committee members included:

- William Cheek
- Rhonda Greene
- Sarah Hayosh
- Jeff Klein
- Will McDowell
- Jonathan Trey Scott
- Detricia Talley
- Leslie Wacker

PUBLIC ENGAGEMENT

The desire to engage the neighborhood is and has been a high priority for Heritage Works. While this Cultural Plan used previous, recent studies as a foundation, it also included additional outreach and engagement efforts. In August 2019, outreach and engagement efforts focused on collecting responses to a multi-page survey developed to gather input related to cultural priorities in the neighborhood. The survey was completed by 116 people (neighbors and parents of Burton students) with a significant number of responses gathered via door-to-door canvassing.

In addition to the survey, the Plan was discussed and reviewed at 2 public meetings - the November 2, 2019 North Corktown Neighborhood Association meeting at Spirit of Hope Church, and the February 22, 2020 North Corktown Neighborhood Association meeting at Trinity Episcopal Church Detroit (formerly Spirit of Hope Church).

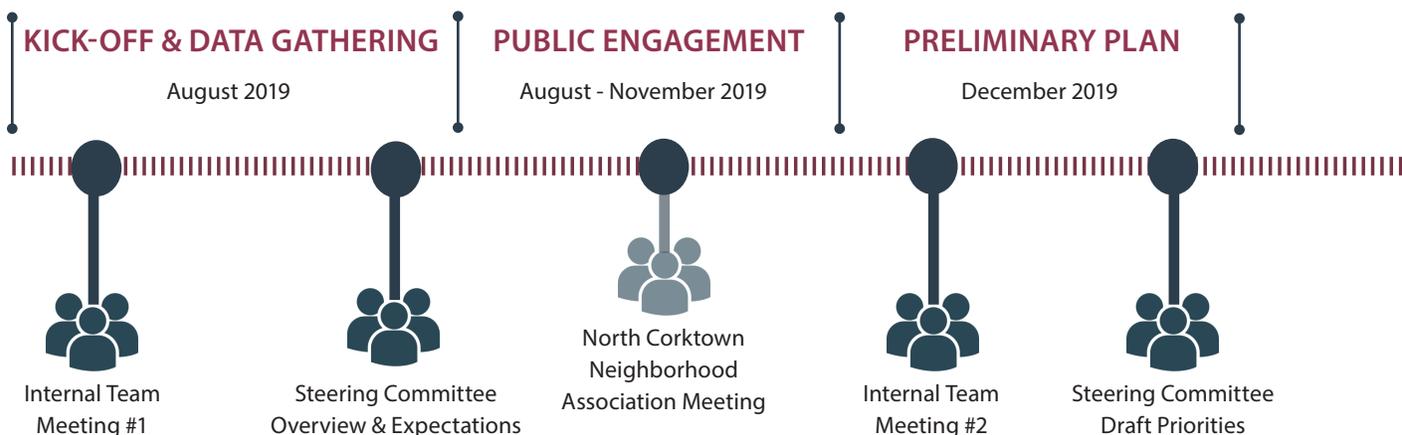
SURVEY

Over 115 Burton School parents and North Corktown neighborhood residents voiced their opinion via the Cultural Amenities survey. The following summarizes the key principles that they felt should drive the plan as well as the Prioritized Cultural Project Ideas:

Principle 1: Green

Green spaces can have multiple purposes or uses. The following are the top 3 choices people want prioritized for new green space in NoCo (63% of all responses):

- Flexible Space: Festivals, Performances, Vendor Fairs, Concerts, Farmer's Market (23% of all responses – 55% of all respondents)



- Recreation (22% of all responses – 53% of all respondents)
- Performance Venue/Performing Arts Space (18% of all responses – 41% of all respondents)

Principle 2: Recreation

The top two recreation experiences or amenities people recommend for a second NoCo recreation space (24% of all responses – the remaining responses had 10% or less of people indicate):

- Exercise/Fitness (12% of all responses – 41% of all survey participants)
- Attend special events (12% of all responses – 41% of all survey participants)

Principle 3: Opportunity

Additional goods and services recommended for North Corktown (56% of all responses):

- Grocery store with healthy food options (18% of all responses – 51% of all respondents)
- Youth clubs/groups (16% of all responses – 44% of all survey participants)
- Lighting (13% of responses - 37% of all respondents)
- Neighborhood watch (13% of responses - 37% of all respondents)

Prioritize Cultural Project Ideas

The following are the top 3 project ideas (44% of all responses):

- NoCo Cultural Center – multi-use facility with space for community meetings, needed community-identified amenities, creative workforce development for youth (16% of responses – 34% of respondents)
- Events / festivals (15% of responses - 31% of respondents)



Community engagement at North Corktown Neighborhood Association Meeting, February 2020, Trinity Episcopal Church.

- Green space for recreation (13% of responses – 26% of respondents)

Public Art Focus

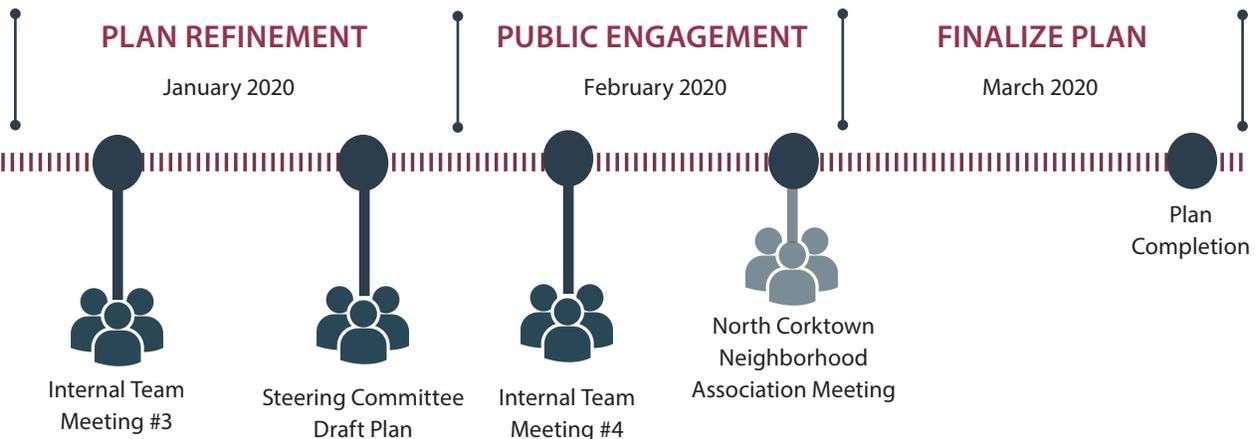
The following are the types of art people recommend for North Corktown:

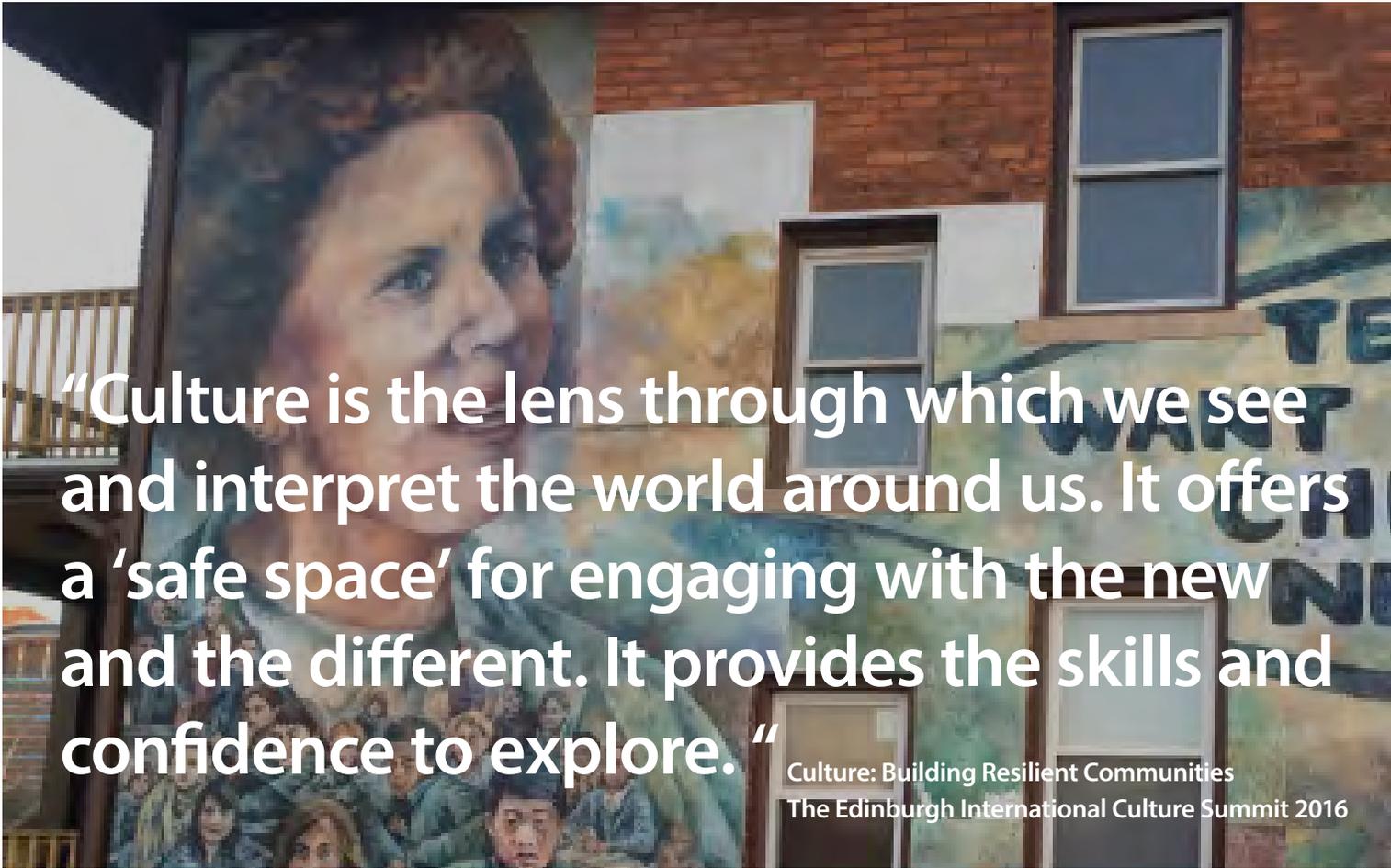
- Community Focused Public Art: 51%
- Integrated Public Art: 41%

Visual & Performing Art Preferences

The following are the types of visual and performing art people recommend for North Corktown:

- Murals: 35%
- Sculpture: 28%
- Plays: 23%
- Dance: 22%
- Concerts: 19%
- Family/Children’s Shows/Performances: 19%

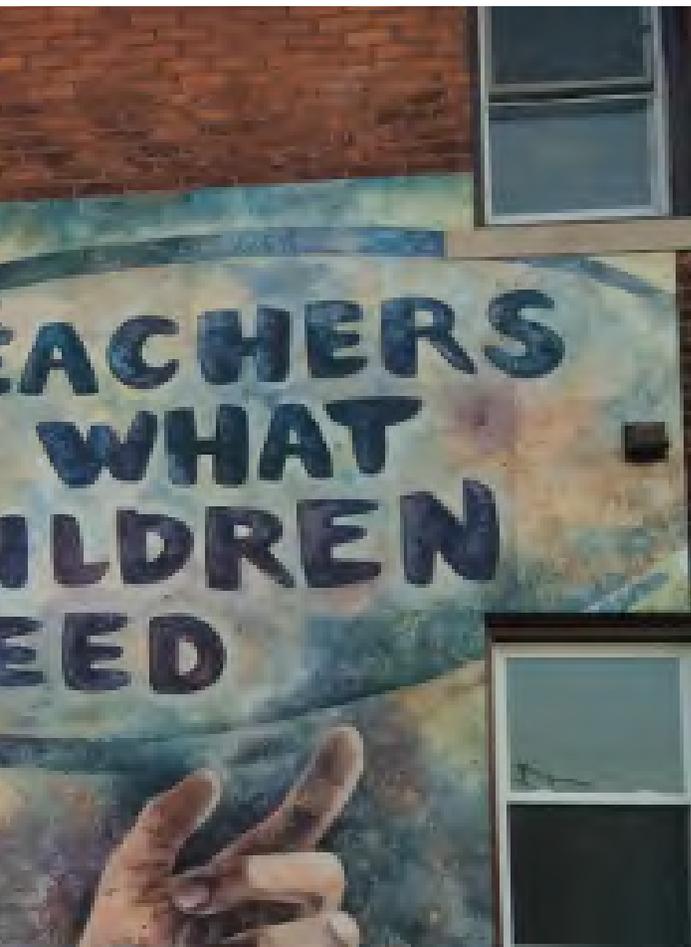


A woman with curly brown hair is speaking, positioned in front of a large mural. The mural depicts a brick building with windows and a sign that reads "TE WANT CH NE". The woman is wearing a green patterned top. The text is overlaid on the image.

“Culture is the lens through which we see and interpret the world around us. It offers a ‘safe space’ for engaging with the new and the different. It provides the skills and confidence to explore.”

Culture: Building Resilient Communities
The Edinburgh International Culture Summit 2016

Prioritized Cultural Projects



A mural of Mary Ellen Riordan, the first woman to lead the Detroit Federation of Teachers, was done in 2016 by Nicole Macdonald on a house at MLK and Cochrane.

Using work from recently completed plans and initiatives, the additional input gathered from the Steering Committee, the results of recent neighborhood surveys and meetings, as well as feasibility factors and potential for funding, the following 5 projects/initiatives rose to the top as Priority Cultural Projects/Initiatives in North Corktown:

- Community Cultural Center
- Murals & Street Art at Intersections
- Green Space & Recreation
- Programs & Festivals
- Placekeeping: Preserving the spaces that make North Corktown Unique

A common thread amongst all of the projects/initiatives is the strong desire to preserve and celebrate the culture of the North Corktown community.

The following pages were developed to outline plans for these 5 prioritized projects and/or initiatives in more detail and as pages that can be 'pulled out' of the document and used to further implementation. Some are initiatives or concepts that Heritage Works, the Neighborhood Association and/or other local community organizations could spearhead. Regardless of which organization is leading the efforts to implement these 5 priorities, City involvement and/or support for each will continue to be essential for ultimate success.

Within this document, the priority projects are organized by the level of support received by the community, a supplementary ranking is also included listing the projects in order of level of complexity of complete. While each project has short- and long-term "wins", some require longer term commitment to complete.

PRIORITIES, LEAD AGENCIES & CONTINUED INVOLVEMENT (AS RANKED BY COMMUNITY)

Lead: Heritage Works

Coordinate With:

- Residents
- NoCo Neighborhood Assoc
- City of Detroit PDD
- City of Detroit GSD
- City of Detroit ACE
- City of Detroit Sustainability
- Detroit Land Bank Authority
- Potential Funders/Partners
- Other Organizations



Lead: Heritage Works and Other Organizations

Coordinate With:

- Residents
- NoCo Neighborhood Assoc
- City of Detroit PDD
- City of Detroit GSD
- City of Detroit DPW
- City of Detroit ACE
- Local Property Owners
- Other Organizations



Lead: Local Community Organization

Coordinate With:

- Residents
- NoCo Neighborhood Assoc
- Heritage Works
- Detroit Land Bank Authority
- City of Detroit PDD
- City of Detroit ACE
- Owners of Farms & Gardens
- Owners of Art Installations
- Owners of Historic Buildings
- Owners of Pocket Parks
- Other organizations



Lead: North Corktown Neighborhood Association

Coordinate With:

- Residents
- Heritage Works
- NoCo Neighborhood Assoc
- North Corktown Garden Club
- Detroit Land Bank Authority
- City of Detroit PDD
- City of Detroit GSD
- Detroit Public Schools
- Detroit Audobon
- Local Property Owners
- Private Developers
- Potential Funders
- Other Organizations

Lead: Heritage Works and Other Organizations

Coordinate With:

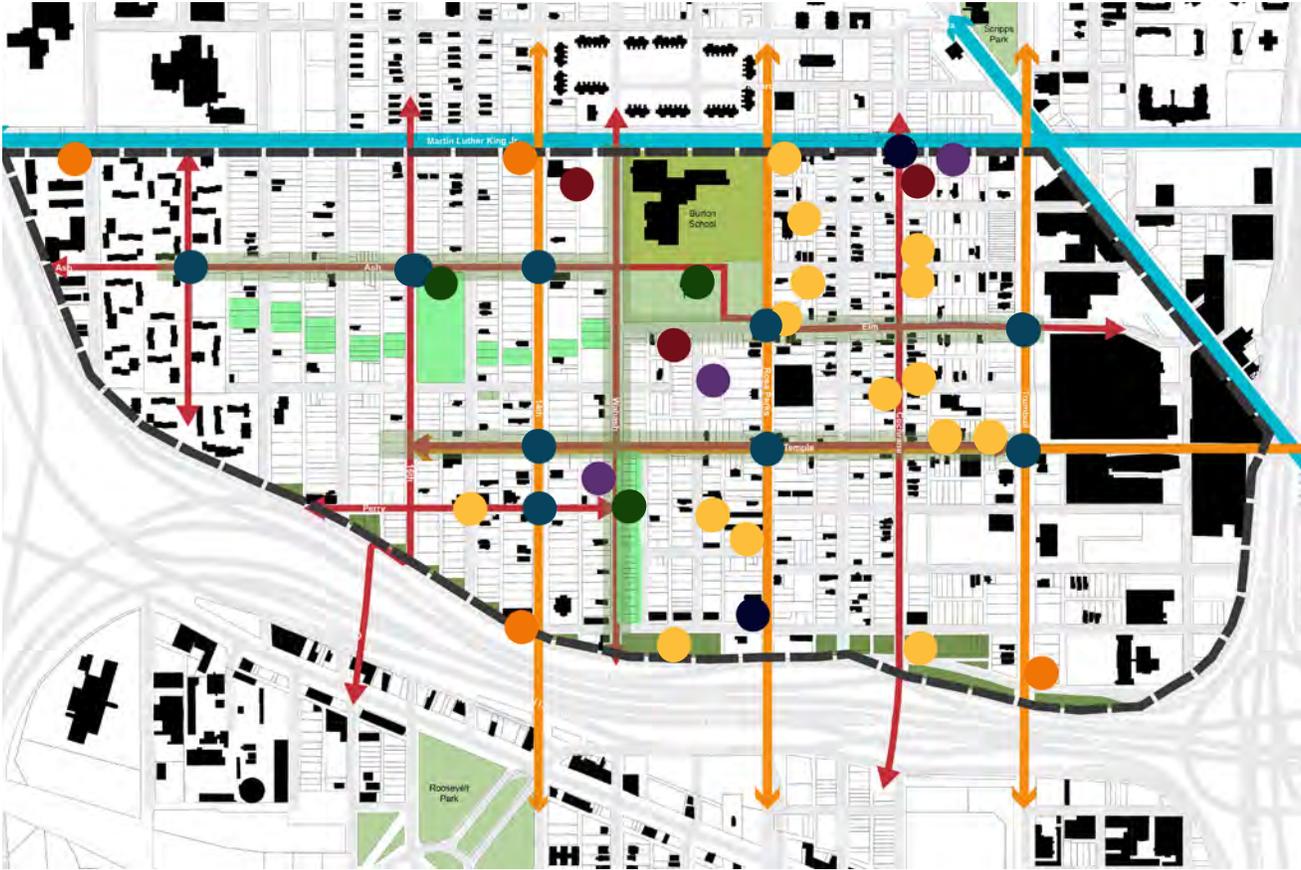
- Residents
- City of Detroit GSD
- City of Detroit ACE
- NoCo Neighborhood Assoc
- Local Vendors
- Potential Funders
- Existing NoCo Event leaders such as Soup at Spaulding, Pink Flamingo, Nancy Whiskey, Detroit Champions, NoCo Farmers & Gardners

Level of Complexity Ranking

- Murals & Street Art
- Programs & Festivals
- Placekeeping
- Community Cultural Center
- Green Space & Recreation

The adjacent list identifies projects in order of level of complexity to complete including things such as scale and cost of the project. The order is ranked from simplest to most complex. While each project has short- and long-term "wins", some require a heavier lift and/or longer term commitment to complete.

Project Locations



LEGEND

- Neighborhood Boundary
- Placekeeping Elements
- Major Streets
- Neighborhood Connector Streets
- Proposed Gateway Murals
- Placekeeping: Existing Urban Farms
- Placekeeping: Existing Murals
- Proposed Street Art Intersections
- Proposed Green Streets
- Proposed Green Mobility Corridor
- Proposed Highway Green Buffer
- Potential Cultural Center Sites
- Proposed Activated Green Space

North Corktown Cultural Center



Gathering together to share experiences and cultural traditions is a primary goal of a multi-use center in North Corktown.

The development of a multi-use, neighborhood-based cultural center in North Corktown has been discussed for several years, with the non-profit, Heritage Works, being heavily interested in leading the development in partnership with others. Heritage Works has been committed to the neighborhood for a number of years and securing a permanent 'home' for them (and others) will work toward ensuring existing agencies and people aren't pushed out of the neighborhood with rising property values.

The most significant step forward in furthering the discussion was the completion of the 2019 Feasibility Study where significant work went into community engagement, market analysis, research on comparable centers, organizational capacity, and strategies for a capital campaign. Key programmatic elements derived from the engagement that took place during completion of the Feasibility Study were food, retail, entertainment, gathering spaces and cultural exchange and celebration.

The focus of the work in this Cultural Plan was to confirm its importance with the neighborhood, articulate the goals for the center, and begin to understand a potential footprint and location in order to advance discussions with various stakeholders.

In all of the engagement efforts that have occurred over the last several years, including the development of this Cultural Priorities Plan, the community has been overwhelmingly supportive of having a multi-purpose center in the neighborhood that is a welcoming space, reflects the community and Detroit culture, and provides a variety of social services in a space where they can learn, be entertained, share food, relax, gather, and socialize with other community members. Small scale retail is also a priority of the neighborhood.



Example Neighborhood Scale Cultural Center. Photo Credit: African American Cultural Heritage Center Austin TX

Project Goals

1 CELEBRATE CULTURAL ARTS, TRADITIONS & INNOVATION

Heritage Works and the North Corktown neighborhood seek to create a space in the community to serve as a hub of activity with a variety of events, services and programming. Heritage Works believes 'cultural traditions provide rich resources for promoting personal and artistic excellence'. A significant goal of developing a Cultural Center in North Corktown is to enable Heritage Works and partner organizations to secure a home in the neighborhood, and expand their ability to provide services at the intersection of youth and community development. Innovative programming - programs at the intersection of culture, tradition and technology - will be a core tenant of programming. A Cultural Center, would provide a variety of opportunities for multi-cultural discovery and mobility, connecting local and international culture to North Corktown and Detroit. These programs could include:

- field trip and after school youth and young adult arts and culture activities
- senior activities
- creative workforce development
- community workshops and performances
- singing, dancing, food, language classes

2 COMMUNITY RESILIENCE HUB

As the planning, funding, design and implementation of a Cultural Center in North Corktown continue, it is a goal to create a space that will also serve as a Resilience Hub for the community as well as (as noted in Heritage Works Cultural Connections City:One Challenge) creating 'social seams' - geographic, institutional, and/or virtual spaces where individuals and different groups encounter each other, and where social relations are fostered. Resilience Hubs are an initiative coming out of the Urban Sustainability Directors Network (USDN) and being discussed in Detroit by the Sustainability Department and GSD. As noted on the USDN Resilience Hubs website and 2018 white paper, Resilience Hubs are 'community-serving facilities augmented to support residents and coordinate resource distribution and services before, during, or after an emergency.' Resilience Hubs typically 'leverage established, trusted and community-managed facilities that are used year-round as neighborhood centers.' 'Instead of being led by local government, they are intended to be supported by local government and other partners but led and managed by community-based organizations.'

Key components of a Resilience Hub are:

- the inherent desire and support from the community to be a Hub
- must be a well-used and well-trusted gathering place
- must be a building that is in good condition, is ADA accessible, and has space for storage, and is capable of reliably sustaining operations during an extended power outage
- must be capable of maintaining a supply of freshwater and resources such as food, refrigeration, charging stations, basic medical supplies.

Culture is also a resiliency factor. During times of crisis, communities that survive are those with strong bonds, connection and culture. "Culture is the lens through which we see and interpret the world around us. It offers a 'safe space' for engaging with the new and the different. It provides the skills and confidence to explore. It is through cultural exchange that we can build shared understanding and encourage engagement with the wider world." --The Edinburgh International Culture Summit 2016

3 CREATIVE WORKFORCE DEVELOPMENT

In 2018, Heritage Works co-led an extensive survey of artists and art organizations to identify talent, leadership, and workforce development needs of the arts and culture sector. 77% of the respondents were from Wayne County, and over half were in the visual and performing arts. The results indicated that (among other things):

- employers hire more often by word of mouth, engaging their networks to identify candidates
- employers seek candidates that know how to communicate, think critically, and collaborate
- overrepresentation of white employees in the organizations (half had 80% or more white employees) - need to cultivate a racially diverse workforce and diversify networks

Too often, candidates entering the job market do not have access to such networks nor opportunities to develop in demand skills and experience. The mission of Heritage Works is to promote youth and community development through cultural traditions, arts and education. It is envisioned that the Cultural Center in North Corktown would not only be a place for Heritage Works to conduct their organizational business, but as importantly, advance and expand their ability to host, promote and provide resources and unique programming to address workforce development gaps and needs of creative and noncreative sectors.

Potential Locations

The Cultural Center is envisioned to be centrally located, easy to walk to, and/or near other services and assets in order to create a 'hub of activity'. There is strong interest in the community to ensure that sustainability is at the core of design and that the space includes opportunity for both indoor and outdoor activities and programming. During the development of this Cultural Plan, three potential locations were identified. Potential site considerations are detailed in the Appendix and are based on a tool developed by ArtSpace:

- 1 14th Street, south of MLK through to Wabash
- 2 Elm Street, between Wabash and Vermont
- 3 MLK at Cochran

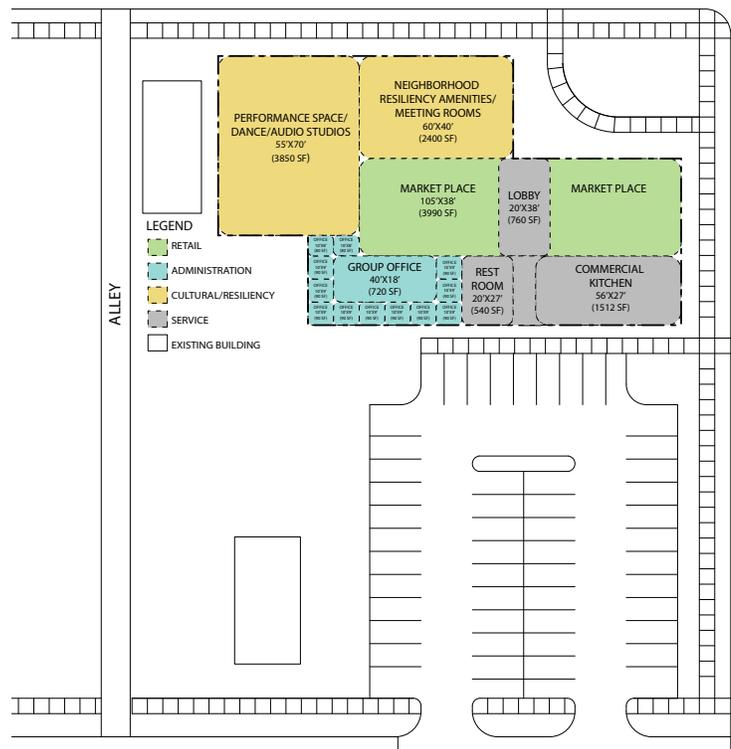
Initial preference was given to the 14th Street location based on frontage off MLK and 14th, investment anticipated along 14th, as well as proximity to Burton School and Nagel Park. This property sits central to the North Corktown neighborhood and can also service neighbors and schools to the north. The Community Center Feasibility Study completed in 2019, focused on the development of an approximately 14,500 square foot building with programming that included:

- office space for Heritage Works and other partners
- dance and audio studios and multi-purpose spaces for performances
- multi-purpose spaces for classes and meetings
- market place for small scale retail
- commercial kitchen
- storage spaces for partners and neighborhood resiliency amenities

The next steps in finalizing selection of a site will require engaging an architect and will include further defining the building program through collaboration with potential partners, vendors and the community; development of a conceptual building plan based on the program; selection of parcels in coordination with the DLBA and City; conceptual site plan, revised cost estimates, renderings for fundraising and next step strategic plan.

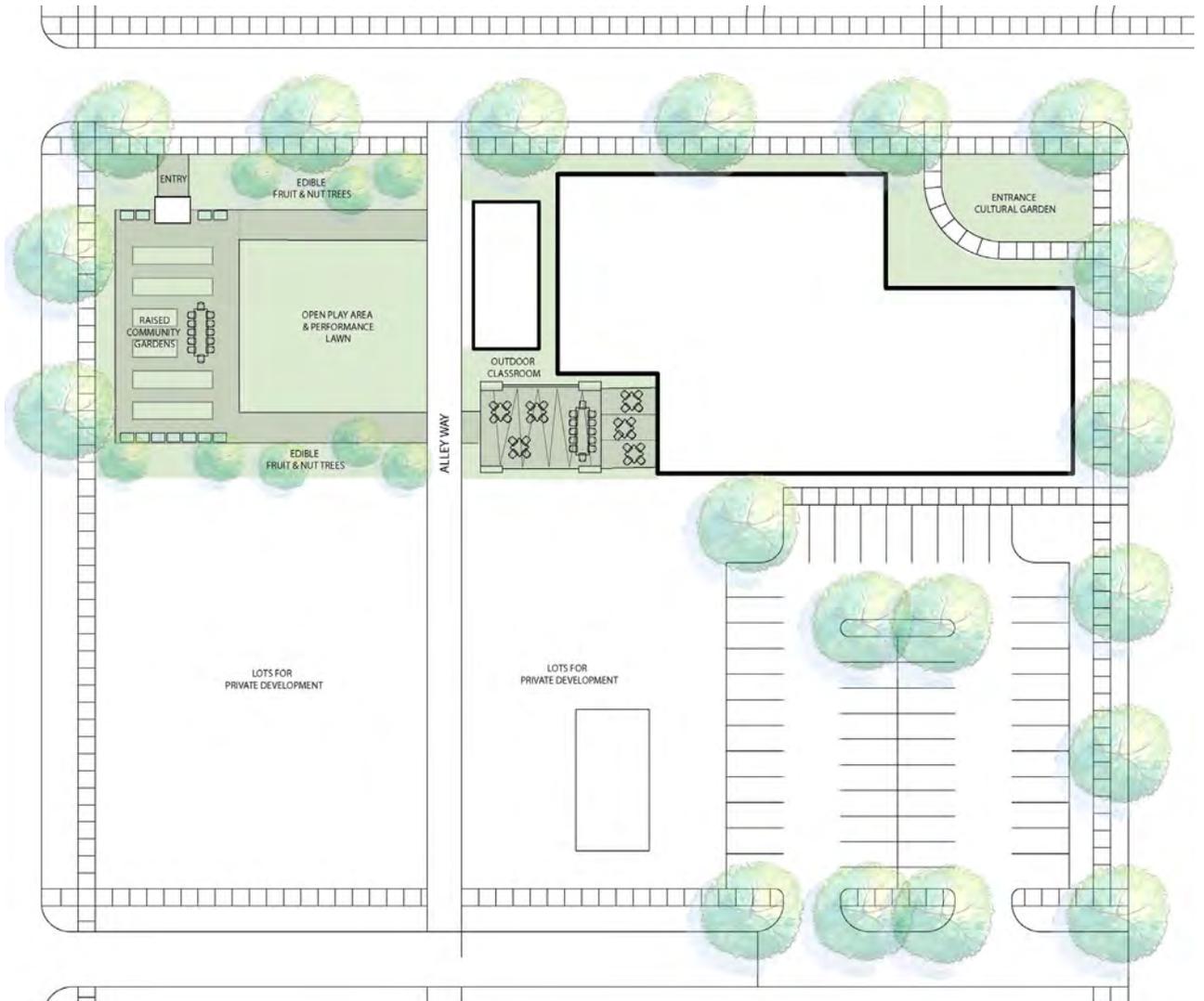


With potential locations within the heart of North Corktown, the Cultural Center begins to create a community campus that is activated year-round with cultural-, educational-, and resilience-focused programming.



One concept for a 14,500 square foot center was laid out on a potential site at Elm and Vermont Streets, along with a parking lot for 50 cars south of the building. This concept would occupy approximately 12 parcels that are currently owned by the Detroit Land Bank Authority. The concept at this location also presents the idea of continuing Butternut Street through to Vermont to improve access and circulation.

Site Amenities



Programming, education, community connectivity and resiliency don't just live within the walls of the North Corktown Community Cultural Center, they will spill out onto the site and connect with the neighborhood. Regardless of the site selected (the rendering above shows 3 lots on west side of alley), the plan calls for activation of the site with a number of amenities including a community raised garden, fruit and nut trees, open play area and performance space, outdoor eating, learning and gathering spaces and a cultural heritage garden to welcome visitors. The design calls for a number of sustainability elements as well. In addition to the obvious opportunity to grow

and supply local foods, the plan retains rainwater in rain gardens as well as underground cisterns for reuse. Permeable pavements are envisioned for walkways and parking areas. Shade trees keep the parking lot cool to reduce heat island effect. There will be bike racks provided at the parking lot entrance area to promote and support active transportation. Other resiliency interventions will be built into the site as the building program is solidified. As the programming and design continues to unfold and a site is finalized, Heritage Works and the community have indicated interest in exploring a campus of buildings as opposed to a singular building.

Budget

The Cultural Center Feasibility Study completed in 2019 was used as a basis for the development of a conceptual budget for implementation. Some additional line items were added and some figures were increased to reflect inflation and the fact that the project won't be constructed for several years.

At this stage, there is considerable variability in all of these figures. A number of line items could be reduced through collaborative opportunities such as land donations, partnerships, and pro-bono support. Additionally, unknown environmental conditions or permitting delays could add to the cost of the project. Reassessing the status of the conceptual budget at each stage of the development process will be critical to project success. The budget below also includes a figure for development of an adjacent green space/opportunity site.



*Example Indoor/Outdoor Spaces and Programming.
Photo Credit: Urban Ecology Center, City of Milwaukee*

	ITEM	DESCRIPTION/OPPORTUNITIES	BUDGET	
Operating	Operating Expenses	Three Years or Length of Campaign	\$1,500,000	\$1.5 - \$1.6M
	Project Manager	Three Years or Length of Campaign and Construction	\$90,000	
Initial Tasks	Preliminary Design	Engage Architect to develop prelim. plans based on site selection, final program and refine cost estimates	\$60,000	\$282,500 - \$787,500
	Land Acquisition	Estimated at max of 12 lots. Some site configurations call for 6 lots.	\$192,000	
	Community Engagement/ Placemaking	Opportunities to engage community and stakeholders in development and decision making	\$12,000	
	Legal Fees	Some pro bono via Michigan Community Resources	\$3,500	
	Survey	Topographic and Boundary Survey	\$15,000	
	Environmental (as needed)	Phase One and Two plus Remediation (if needed). Brownfield Credit Opportunity.	\$500,000	
Design	Construction Documents	Architectural Design, Interior Design, Engineering, Site Design	\$100,000	\$120,000
	Permitting	City Planning, County Permits	\$20,000	
Construction	Building Construction		\$2,800,000	\$4,030,000
	Site Construction	Parking, utilities, stormwater management, landscaping	\$500,000	
	Adjacent Green Space	Opportunity site/heritage garden/outdoor learning space (if completed and variable dependent on scale and program)	\$400,000	
	Furnishings & Equipment		\$280,000	
	Technology		\$50,000	

Project Participants



Project Lead
HERITAGE WORKS

A Cultural Center and permanent home in North Corktown, Detroit’s oldest neighborhood, has been a vision for Heritage Works for a number of years. Heritage Works will own and manage the Center and lead the efforts to continue toward implementation including:

- organizing meetings to move the project forward
- ensuring the neighborhood is aware of opportunities to participate
- fundraising
- securing property
- seeking partners to operate in the Center
- engaging an architect to develop construction documents
- engaging a contractor to build the Cultural Center



Project Coordination
CITY OF DETROIT
PLANNING & DEVELOPMENT
DEPARTMENT

As with any development project, a number of City Departments will be involved. The PDD will likely be the key contact for the project as it moves through the design phase. The Sustainability Department and Arts & Culture Departments will be engaged to assist in developing the Center as a Resilience Hub and cultural asset. The Detroit Land Bank Authority owns a considerable amount of land in the neighborhood. NCNA and Heritage Works will need to and present a proposal while securing a development agreement.

DETROIT LAND BANK AUTHORITY

CITY OF DETROIT
SUSTAINABILITY DEPARTMENT

CITY OF DETROIT
DEPARTMENT OF ARTS, CULTURE
AND ENTREPRENEURSHIP (ACE)

As the City of Detroit determines its disposition strategy for land in North Corktown, there is the possibility of the Land Bank setting aside property for a community cultural center and resilience hub. Heritage Works and the NCNA should continue to advocate for this through the Framework Planning as it would be a pivotal opportunity to gain site control and spur foundation giving.



Engagement & Information
NORTH CORKTOWN
NEIGHBORHOOD ASSOCIATION

As a trusted grassroots organization in North Corktown, it is envisioned that the NCNA can assist in ensuring the neighborhood is aware of opportunities to participate and advocate for inclusion of community goals into city planning work. In addition, NCNA is looking to be a partner in the development of the Center in order to have a home for the NCNA as well as accessible meeting space in the neighborhood.

Funding Agencies & Partnerships

Fundraising will be an on-going process that will require significant effort which may include the need for funding to increase organization capacity or hire a consultant to lead the effort. Initial fundraising will need to focus on the various planning and design tasks such as paying for Land Acquisition, an Environmental Assessment, Topographic Survey, Legal Fees, and Architecture/Engineering Fees.

Murals & Street Art

In the City of Detroit, the growth, promotion and support for public art (murals, sculptures, lighting displays, etc.) outside of the context of a museum or gallery has been tremendous, particularly within the last decade. The support and promotion includes private developers, government agencies, non-profits, funders, tour guides, neighborhood associations and residents alike.

The support for existing art installations and the desire for more public art in North Corktown is strong and is encouraged as a way to interpret and celebrate the culture of the neighborhood, and promote a sense of identity, interest, welcoming, and belonging. Art viewable by the public can reinforce that the community

is cared for, and work toward increasing interest and quality of life in the neighborhood.

The focus of this priority cultural initiative in North Corktown is on additional murals at key gateways in the neighborhood (see map) as well as the inclusion of art within the public right-of-way, particularly on Trumbull, Rosa Parks and/or 14th as they are improved or reconstructed. The specific types of art to incorporate should be determined with neighborhood input during the design process but may include artistic crosswalks, sculpture installations, etc. The Murals & Street Art Map also illustrates potential locations for additional wall murals in order to establish and reinforce high visibility 'gateways' into the North Corktown neighborhood.



Existing Mural by Bob Spence in North Corktown at Rosa Parks and I-75

Project Goals

1 INTERPRET AND CELEBRATE COMMUNITY CULTURE

North Corktown has a number of locations in the neighborhood where a variety of art installations exist (many planned, executed or cared for by local residents - see Placekeeping Priority pages) which have established a culture, a pattern, an expectation, and an identity in the neighborhood. As was identified in the 2019 North Corktown Sense of Place Design Guidelines, 'public art by local artists support identity and makes residents feel appreciated and valued.' Incorporating art via murals and street installations by collaborating with the community will allow for the continued celebration and interpretation of the culture of North Corktown.



Colorful crosswalks have been installed around the country and world to add interest, sense of place, encourage walking and work to elevate awareness of the presence of pedestrians.

2 CREATE A HIERARCHY OF ENTRANCES INTO THE COMMUNITY

North Corktown has several art installations at entrances or gateways to the neighborhood. A few examples include two wall murals - the Pheasant in the southend at Rosa Parks and I-75 and the mural of Mary Ellen Riordan, the first woman to lead the Detroit Federation of Teachers at Cochrane and MLK. Intersections Park at MLK and Rosa Parks celebrates history and culture while also serving as an entrance into the community. Establishing additional art installations at key locations and 'gateways' into the neighborhood can establish a hierarchy and reinforce the primary entrances into North Corktown. As was identified in the 2019 North Corktown Sense of Place Design Guidelines, 'welcoming people to North Corktown with artwork and signage that illustrate the identity and values of the community reinforces a sense of place'.



Intersections park at MLK and Rosa Parks serves as a gateway to the neighborhood honoring King and Parks' contribution to the civil rights movement.

3 CONNECT & ATTRACT NEIGHBORS AND VISITORS TO STRENGTHEN COMMUNITY

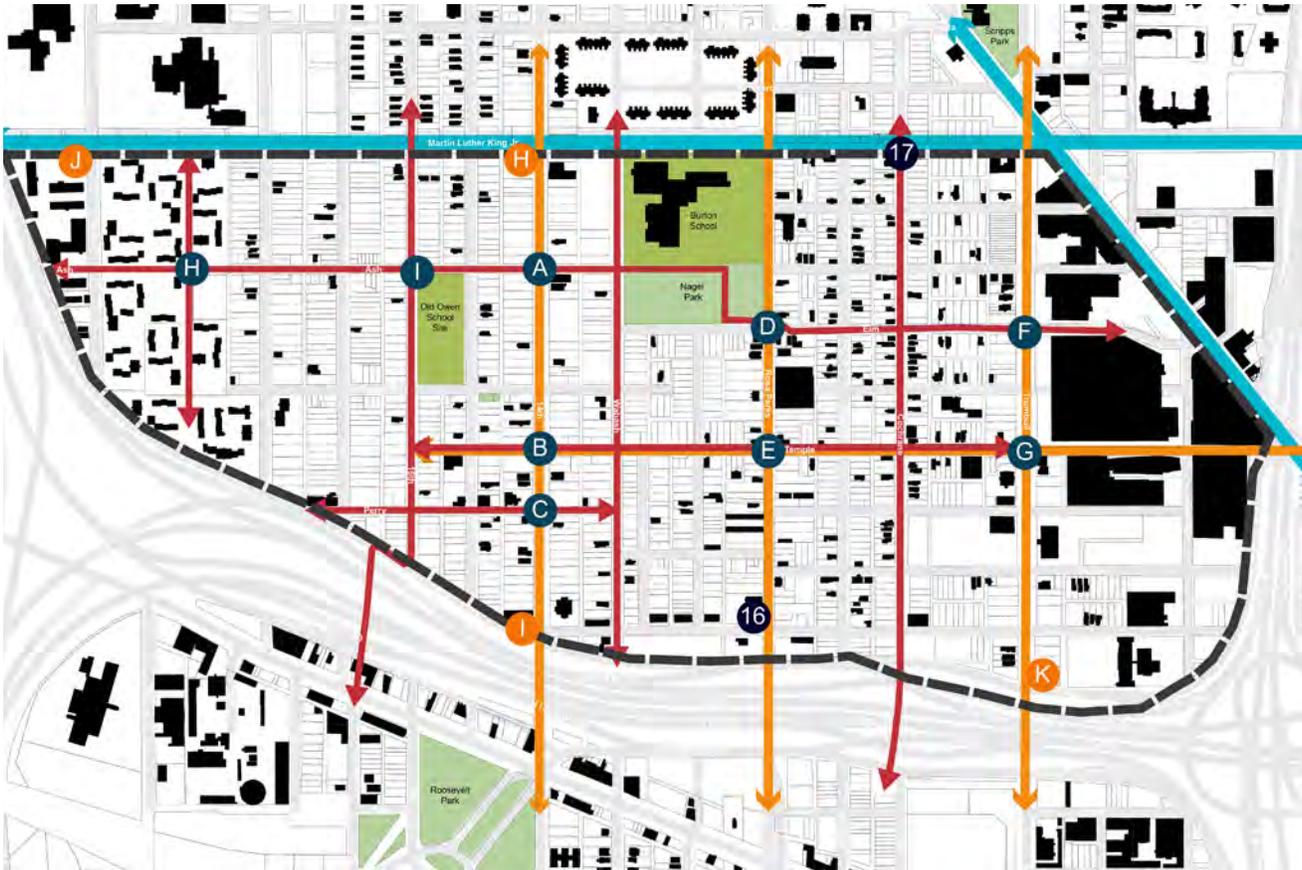
Whether driven by the community or government agencies, as noted by The Center For Active Design, 'public art moves beyond improving aesthetic quality within neighborhoods, by reinforcing social connections and fostering improved health outcomes.' As has been supported by the numerous planning and engagement efforts in North Corktown over the past several years, the neighborhood is willing and expecting a collaborative process that inspires, connects and strengthens the community. Next steps will be to work with the neighborhood, property owners, and local artists to finalize locations, develop concepts for the art and make them a reality.



Example Street Art. Photo Credit: Pittsburg Arts Council

Outdoor public art is attracting visitors and creating a "mural economy" as noted by leaders at Eastern Market. This is further evidenced by the efforts of the Detroit Visitors' Bureau, the Arts, Culture & Entrepreneurship (ACE) Office, and several news medias to establish guides and maps to explore murals and outdoor public art.

Location Map



LEGEND

- Neighborhood Boundary
- Major Streets
- Neighborhood Connector Streets
- Pedestrian Focused Streets
- Proposed Gateway Murals
- Proposed Street Art Intersections
- Existing Murals

Proposed Street Art Intersections:

- 14th Street at Ash, Temple and Perry
- Rosa Parks at Temple and Elm
- Trumbull at Elm and Temple
- Ash and 16th
- Ash at former Downey Park

Budget

MURALS

The cost of graffiti/street artist/muralist is often underestimated. Prices will be highly variable based on the artists skill, experience, and popularity as well as the level of detail and scale of the work. The majority of muralists typically charge by the square footage that they are covering, with prices decreasing per square foot as coverage increases. Below are some general guides to use in determining the budget for a mural. This budget assumes minor surface preparation. In the event a structure must be built, or major wall repair required, additional cost should be assumed.

MURAL DIMENSIONS	SQ. FT. AREA	ESTIMATED ART BUDGET AT \$35/SF
Up to 10ft. x 16ft.	160	\$5,600.00
12ft. x 20ft.	240	\$8,400.00
14ft. x 21ft.	294	\$10,290.00
15ft. x 23ft.	345	\$12,075.00

Detroit Mural Art Example



The City of Detroit General Services Department manages the City Walls Program which connects local artists with neighborhoods looking to implement murals. The program has provided \$10,000 toward the implementation of a mural elsewhere in the City.

STREET ART, SCULPTURE & CROSSWALKS

Street Art, Artistic Crosswalks and/or Sculpture can be strategically incorporated into streetscape improvements being completed by the City of Detroit as a part of their bond-funded street improvement projects. 14th Street and Rosa Parks are tapped for improvement in the near future, therefore, with adequate coordination, site preparation could potentially be completed with City funds. The budget below provides for \$20,000 per intersection or installation (including art and site prep/infrastructure), however, costs could range depending on the intricacy of the work, the artist and type of installation.

MANAGEMENT & ADVOCACY

Advocation for the inclusion of public art in the streetscape projects, as well as the coordination of mural installation will require staff time. A staffing budget of \$13,000 annually (25% of a full time salary) should be budgeted while projects are active. In addition, there may be a desire or need to contract with a professional such as a public art consultant who can oversee the process, assist in selecting artists, and manage the project through the approval process, fabrication, and installation. Some installations may need a landscape architect, civil or structural engineer, lighting designer, etc. to assist in fabrication and installation. The selected artists should include all professionals on their teams that are needed and be responsible for design, fabrication and installation of the artwork.

BUDGET (assumes 5 years to complete)

TASK	DESCRIPTION	BUDGET
Management & Advocacy	25% Full time salary/5 years	\$65,000
Public Art Consultant	5 year contract	\$60,000
Engagement/PR	\$1000/site	\$13,000
Murals	4 Murals on existing buildings	\$60,000
Street Art/Crosswalks/ Sculpture	9 Intersections	\$180,000
Total:		\$378,000

Example Art Installation at Holden and Trumbull



Project Participants



Project Lead(s)
HERITAGE WORKS
AND OTHER ORGANIZATIONS

As a trusted non-profit organization in North Corktown, it is envisioned that Heritage Works, with sufficient funding, will support this effort by:

- managing the project(s), calling for and attending meetings to ensure that art is incorporated in streetscape planning and design
- working with neighborhood and property owners to identify mural locations and act as liaison to GSD City Walls Program
- seeking funding - particularly for streetscape art elements that may not be able to be funded with traditional city dollars



**NORTH CORKTOWN
NEIGHBORHOOD ASSOCIATION**

As a trusted grassroots organization in North Corktown, it is envisioned that the NCNA can would support this effort and:

- ensure the neighborhood is aware of opportunities to participate
- ensure the goals of the project are known by the city and artists



Project Coordination
CITY OF DETROIT
GENERAL SERVICES DEPARTMENT

Various City Departments may support efforts to implement murals and street art in North Corktown. The General Services Department (GSD) manages the City Walls program for the City and may provide funding for mural installation. NCNA should engage in conversations and seek funding streams to build upon an existing city program.

CITY OF DETROIT
DEPARTMENT OF PUBLIC WORKS

CITY OF DETROIT
PLANNING & DEVELOPMENT
DEPARTMENT

The DPW (with PDD involved in the planning) is managing Detroit's Road Bond Program and will be the lead agency on any street improvements within the neighborhood. It is envisioned they will work collaboratively with the neighborhood on the development of concepts and construction documents that include the incorporation of art at key locations. The Department of Arts, Culture and Entrepreneurship (ACE) will be important to coordinate with - particularly assisting in connecting North Corktown with local artists.

CITY OF DETROIT
DEPARTMENT OF ARTS, CULTURE
AND ENTREPRENEURSHIP (ACE)

Green Space & Recreation

North Corktown residents have been working together over the last six years to create a sustainable and equitable neighborhood with a place for everyone. They strive to be the cleanest, greenest, healthiest neighborhood in Detroit, keeping longtime residents while welcoming new neighbors.

Despite decades of disinvestment, resourceful residents have created and nurtured unique spaces and cultural amenities; urban farms, artist studios, community gardens, pocket parks, and resident-led green space and public art projects that dot the landscape. The adopted neighborhood mascot is a pheasant, as urban pheasant families also call North Corktown home.

A shared priority of residents is the preservation of open space, a significant challenge when considering the development pressure faced by a neighborhood in close proximity to Downtown, Historic Corktown, and the new Ford investment. In response, the neighborhood has worked with residents to create a sustainable development vision, open space development guidelines and urban design standards.

This section of the planning document looks at the top three priorities heard from residents during the planning process: Preserving and Expanding the existing culture of green spaces; creating green streets and walkways; and connecting neighbors through nature via an off-street greenways system focused on habitat restoration, green stormwater infrastructure and community spaces.

NORTH CORKTOWN GREEN CORRIDOR

Feb 2020



The North Corktown Neighborhood Association has envisioned an off-street greenway that links neighbors via nature.

Project Goals

1 PRESERVE & EXPAND CULTURE OF GREEN SPACES AND FARMS

North Corktown is well known as a neighborhood anchored by community-led green spaces. These unique spaces and cultural amenities dot the landscape. Preservation of these existing spaces, as well as prioritizing the inclusion of open, activated spaces in future development is critical to the community. Ensuring these unique, engaging spaces will remain is one of the most important cultural aspects of this plan.



*Kate Devlin at Spirit Farm in North Corktown.
Photo Credit: Jonathan A. Berz*

One of the early opportunities for expanding and improving existing spaces is North Corktown's urban farms. As Detroit's oldest neighborhood, farming is part of our DNA and should be celebrated. Residents, educators and city representatives have expressed an interest in creating and implementing urban agriculture design guidelines that increase the curb appeal of our farms as well as educational opportunities. Farmers want to balance this with land viability and productivity. Additionally, an opportunity exists for the development of new green space adjacent to the Cultural Community Center. A concept plan for that site is included in this document. Additionally, a desire for a landscaped buffer along the highway has been strongly expressed by residents to act as an environmental filter from pollutants and noise.

2 CREATE GREEN STREETS AND WALKWAYS

Creating green streets, corridors where deeper building setbacks, pocket parks, green infrastructure and street trees supporting walkability and parkway-like experiences, was a priority for residents of North Corktown. Connectivity East and West was deemed particularly important to create safe connections between Fountain Court and Burton School. The opportunities to create green streets at Ash and Temple are especially exciting as a majority of these streets are bound by 'side yards' and may not benefit from the sense of community created by front stoops and porches. Creating a network of green spaces, parks, farms, gardens, or planted setbacks could create a network of cohesive, managed and maintained community spaces.



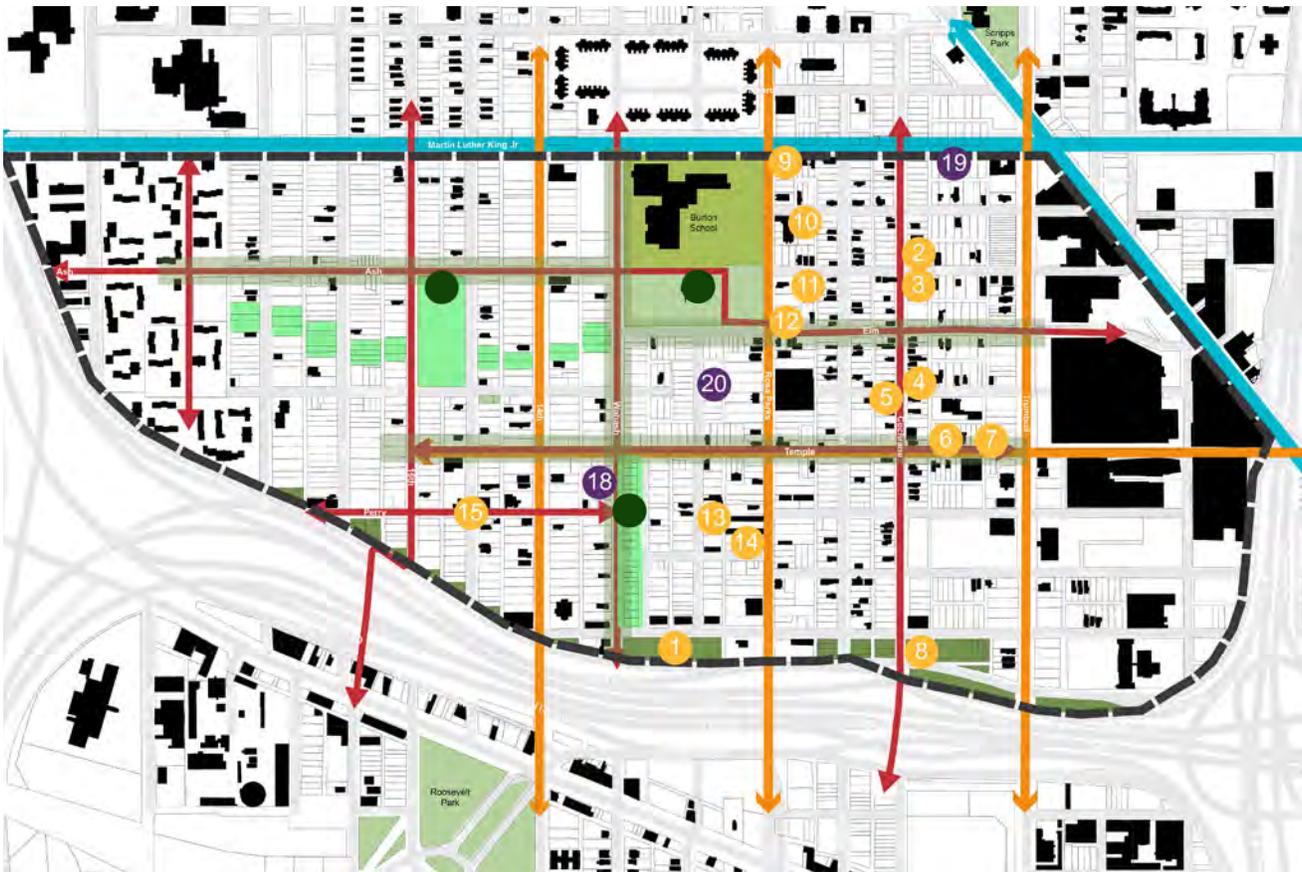
Example of a residential green street

3 CONNECT NEIGHBORS THROUGH NATURE

A committee of neighborhood residents has been actively planning for the creation of a North Corktown green corridor that would improve mobility by preserving, enhancing, and linking parks and green spaces in the community. They imagine a green corridor that weaves through the neighborhood, creating an opportunity for residents and visitors, young and old to safely play, exercise, and travel. There are many studies that show people in low-income communities and communities of color suffer disproportionately from the effects of physical inactivity. The development of this green mobility corridor would provide a unique recreational opportunity to all, no matter their age and ability, to move around, explore the out-of-doors and to connect with their neighbors.

The corridor would connect beloved community farms, gardens, and other key public spaces, enhancing and creating new opportunities for community connections and relationship building. The corridor incorporates new ecological landscape typologies that support the health of the larger ecosystem, from creating bird habitat to supporting a vital flyway and native landscapes for pollinators on the brink of extinction. Shared green stormwater infrastructure practices that ensure new development doesn't adversely impact the combined sewer system are also planned.

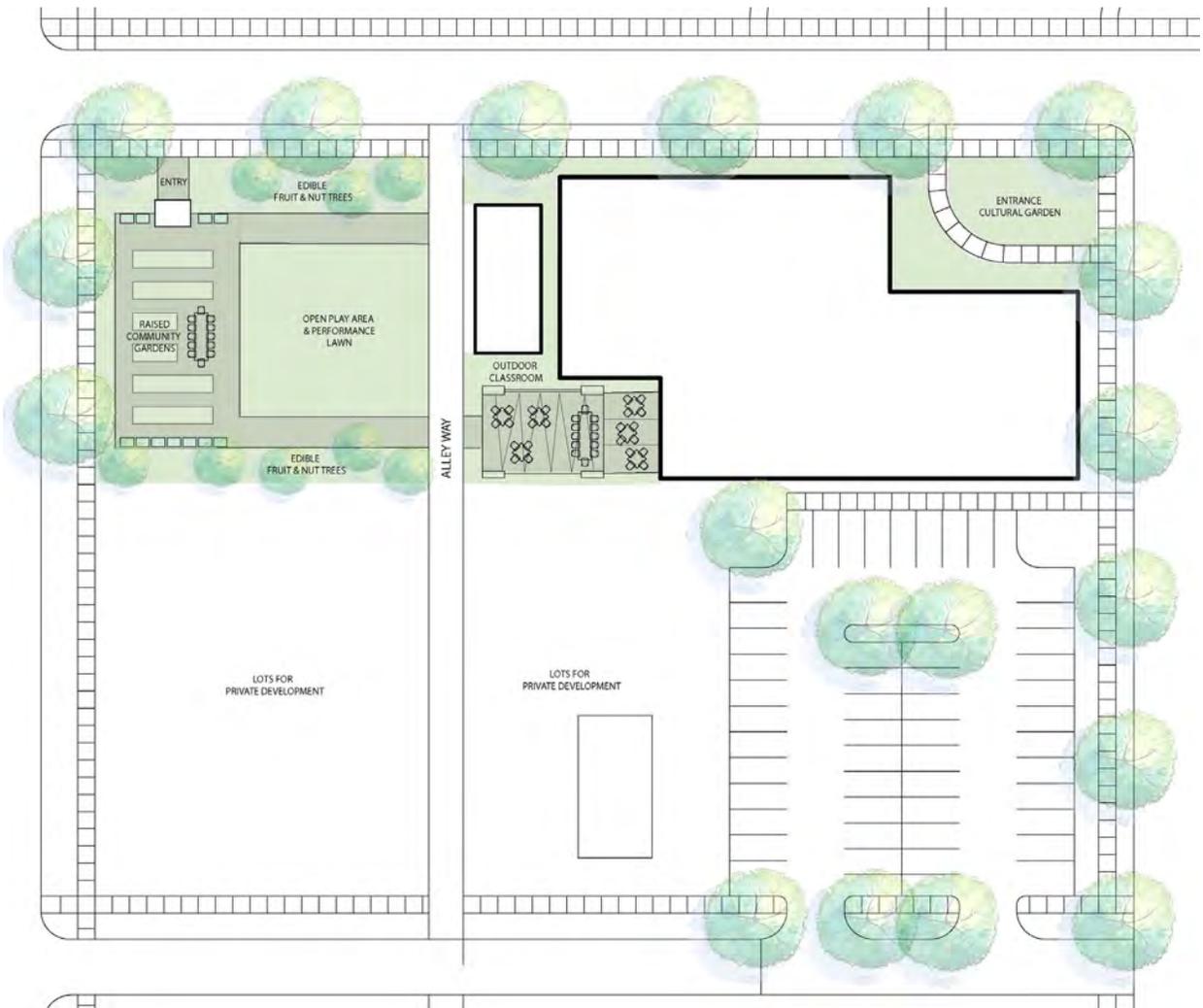
Locations



LEGEND

- | | | | | | |
|--|--------------------------------|--|---------------------------------|--|-----------------------------|
| | Major Streets | | Temple St. Garden A | | Hope Takes Root Garden/Farm |
| | Neighborhood Connector Streets | | Temple St. Garden B | | Spirit Farm |
| | Pedestrian Focused Streets | | Monumental Kitty | | Brother Nature Farm |
| | Pine Street Tree Nursery | | Intersections Park | | Green Mobility Corridor |
| | Commons Park | | Greater Dequindre Church Garden | | Buffer Landscape |
| | Fish Park | | Jeff & Rick's Orchard | | Green Streets |
| | Nef's Bird House Garden | | Rick's Vineyard | | Activated Green Spaces |
| | Mr. Kings Garden | | Pink Flamingo + Hostel Garden | | |
| | | | Spaulding Court Garden | | |
| | | | Brick Street | | |

Opportunity Site



Programming, education, community connectivity and resiliency don't just live within the walls of the North Corktown Community Cultural Center, they will spill out onto the site and connect with the neighborhood. Regardless of the site selected (the rendering above shows 3 lots on west side of alley), the plan calls for activation of the site with a number of amenities including a community raised garden, fruit and nut trees, open play area and performance space, outdoor eating, learning and gathering spaces and a cultural heritage garden to welcome visitors. The design calls for a number of sustainability elements as well. In addition to the obvious opportunity to grow

and supply local foods, the plan retains rainwater in rain gardens as well as underground cisterns for reuse. Permeable pavements are envisioned for walkways and parking areas. Shade trees keep the parking lot cool to reduce heat island effect. There will be bike racks provided at the parking lot entrance area to promote and support active transportation. Other resiliency interventions will be built into the site as the building program is solidified. As the programming and design continues to unfold and a site is finalized, Heritage Works and the community have indicated interest in exploring a campus of buildings as opposed to a singular building.

Budget

Several of the concepts for green space and recreation in North Corktown are advocacy and policy based and therefore don't have 'hard' costs associated with them. Advocacy for the inclusion of green space in future developments and for inclusion of green space along proposed green streets will require people from NCNA to invest time, attend meetings, coordinate and develop responses, etc..

The concepts for the creation of a green mobility corridor, a landscaped highway buffer and an open space associated with the Cultural Community Center are at a very conceptual stage. In addition, the City of Detroit has completed, or is in the process of developing city-wide design guidelines and/or best practices for urban farming and agriculture. It is assumed that the city-wide best practices would be referenced in the development of concepts for the urban farms in North Corktown. The budgets below are based on best information available.

The figures below DO NOT include land acquisition costs as it is unknown which projects may need to acquire land to implement and the cost of land is highly variable based on location, development pressures, size, etc.

Managing the projects and initiatives identified below would also likely require funding for a person or persons to lead the efforts and continue to advocate for progress. This is estimated to be an additional 15-20% of the project budget(s).

BUDGET

ELEMENT	DESCRIPTION	BUDGET RANGES
North Corktown Urban Agriculture Concept Designs	Work with the property owners and care takers to develop concept plans for Spirit Farm, Brother Nature, and Hope Takes Root Garden. Reference City of Detroit best practices and include neighborhood engagement. The outcome of the engagement and design process would include brief report, conceptual graphics, strategies for moving forward, and cost estimates for any future design and construction work. *	\$25,000- \$30,000
Highway Buffer	Landscaping limited to tree plantings and seeded lawn	\$50- 60,000/ acre
Opportunity Site	Design and construction of active space adjacent to Cultural Center (cost will be heavily dependent on which site ultimately is selected and final plans for space as well as materials selected)	\$250,000 - \$450,000
Green Mobility Corridor (estimated to be approximately 0.6 miles)	Based on costs of similar scaled Fitzgerald neighborhood greenway recently developed in Detroit which had construction cost of \$750,000 for a half-mile route	\$850,000 - \$1,000,000

*After concept plans for urban agriculture properties are complete, the next steps would include development of construction documents (if needed), and implementation/construction of the designs.

Project Participants



Project Lead
NORTH CORKTOWN
NEIGHBORHOOD ASSOCIATION



HERITAGE WORKS

Many policy modifications and development agreements will need to be implemented at the City level to ensure the culture of green open space remains a part of North Corktown as development increases. This will be accomplished through:

- advocating that the recommendations of this plan be incorporated into the Greater Corktown Framework Plan, including:
 - policy changes to require green public space in new development
 - streetscape design along green streets focused on street tree plantings, lighting and green setbacks
- working with North Corktown farmers, gardeners, residents, students, educators, planners and other stakeholders to develop concept plans that articulate the vision and values while meeting the economic, social and food needs of farmers, gardeners and the larger community
- working with resident-led greenway group to identify specific lots desired for greenway, and supporting their work to invest in the community
- working to establish a Community Land Trust that would be an entity to hold ownership and maintenance of the green mobility corridor
- coordinating with Detroit Audobon to further explore the potential of creating a Bird Park in North Corktown

In addition, as trusted grassroots organizations in North Corktown, it is envisioned that the NCNA and Heritage Works can assist in ensuring the neighborhood is aware of opportunities to voice their desires around greenspace and recreation as projects like streetscapes, parks and development occur.



Project Coordination
CITY OF DETROIT
PLANNING & DEVELOPMENT
DEPARTMENT

DETROIT LAND BANK AUTHORITY

CITY OF DETROIT
SUSTAINABILITY DEPARTMENT

CITY OF DETROIT
DEPARTMENT OF ARTS, CULTURE
AND ENTREPRENEURSHIP (ACE)

As with any development project, a number of City Departments will be involved. The Detroit Land Bank Authority owns a considerable amount of land in the neighborhood. NCNA will need to coordinate with the DLBA and present a proposal while securing a development or ownership transfer agreement. The PDD will need to be coordinated with in regard to the Framework Plan and development proposals. The Sustainability Department and Arts & Culture Departments will be engaged to assist in establishing green space, green streets and green corridors that support a sustainable future and spaces that reflect the community.

Schedule & Next Steps

The NCNA must continue to advocate for the inclusion of these goals in the planning for Corktown. Implementation of several of the Green Space and Recreation priorities will ultimately fall to the City of Detroit Planning and Development Department as the recommendations are policy based.

The NCNA and green sub-committee should continue to coordinate and advocate with the City of Detroit PDD to gain support to prioritize transfer of land ownership from the DLBA to a community land trust which should be set up by NCNA so that residents can continue to steward land in the community.

As discussed during a NCNA meeting, the NCNA should also advocate to the city to consider establishing a tax increment financing district (percent for the arts) in proposed redevelopment zones in order to capture and utilize funding within the neighborhood for things such as cultural preservation, arts, cultural center/resilience hub operations, green space maintenance, etc.

Also critical to successfully incorporating green space into future development will be to create development agreements that define required green spaces and outline the level of public accessibility that would be required. This will be important to ensuring that as development pressure increases in the neighborhood that the culture and character of outdoor, green community gathering spaces is incorporated into redeveloped areas.

IMPLEMENTATION STEPS FOR RESIDENT-LED GREENWAY

Implementation of the greenway will take a commitment from the resident-led group. Priority Next Steps would include:

- schedule meeting with PDD, Sustainability Department and DLBA to discuss potential opportunities to acquire discounted land. This will likely require the organization of a community land trust to acquire and manage the land.
- seek legal advice regarding community land trusts
- begin seeking funds/grants to secure money for environmental assessment, land acquisition, topographic survey, and design
- assuming EA results are satisfactory, secure ownership of the parcels
- engage a survey firm to perform a topographic survey of the property
- engage a landscape architect and civil engineer to work closely with the Community Trust, the City, NCNA, and the neighborhood to advance the programming concept, cost estimates, and begin design documents.

TASK	DESCRIPTION	LEAD
Coordination	Advocate for inclusion of Neighborhood Desires in Framework Plan	NCNA
Legal	Form Community Land Trust	NCNA
Fundraising	Fundraise to Acquire Property and Construction Greenway	NCNA
Land Acquisition	Community Land Trust Acquires Property	NCNA
Pre-Design	Environmental Assessment, Topographic Survey, Etc.	NCNA
Design	Planning Space, Site Design, Etc.	NCNA
Construction	Build Green Corridor	NCNA
Maintenance	Ongoing Annual Maintenance	NCNA

Programs & Festivals

Events, programs, festivals and activities bring people together and instill a sense of community pride, strengthen relationships, and can expose people to new things. As documented via neighborhood surveys conducted by Mission Lift, people in North Corktown are supportive of programs such as festivals, performances, exercise/fitness opportunities, concerts, outdoor movies, and gatherings centered on food and sharing of traditions and cultures.

This priority cultural initiative is looking to build upon and expand the programs, events, and opportunities

to gather that have been successfully occurring in the North Corktown neighborhood and led by organizations such as Heritage Works, Soup at Spaulding, and Guerilla Food - Pink Flamingo. There is strong interest in providing additional, organized, regularly scheduled activities, programs and events that are inclusive and diverse that will serve to connect neighbors (old and new), and activate green space in the neighborhood. The City General Services Department is particularly open and excited for the potential to elevate and increase the use and enjoyment of the recently updated, 4.7-acre, Nagel Park in North Corktown.



Photo Credit:
Heritage Works

Project Goals

1 CONNECT NEIGHBORS: OLD AND NEW

As noted by Project for Public Spaces (PPS), a non-profit organization dedicated to helping people create and sustain public spaces, when done right, “programming uses the energy of a community to bring a space to life. It provides an important lens for expressing a community’s unique character, fostering a sense of belonging and ownership, and even creating a common ground that brings people together across cultures.” The North Corktown neighborhood understands new development and neighbors are arriving. As noted in the 2018 Sustainable Development Task Force Plan, “we want to work toward equity for those of us who have weathered the storm while also welcoming those new residents that want to join our community.” A goal of this initiative is to use programming, events and festivals to bring people together whether they’ve lived in the neighborhood for 50 years or 5 months.



Pink Flamingo set up on formerly empty lots in North Corktown to provide a space to gather around food that is sourced from local Detroit farms. Photo Credit: Heritage Works

2 ACTIVATE OPEN SPACE

The North Corktown Neighborhood has an abundance of open space including public parks that are maintained by the City, small open spaces that are managed by organizations such as the Neighborhood Association, land that is being cared for and cultivated by individuals, as well as land that is vacant and owned by the city or Land Bank. North Corktown residents have organically worked to activate open spaces in the neighborhood for a number of years. A goal of this initiative is to expand these efforts to activate open space in the neighborhood via programming, events and festivals.



The Woodbridge Neighborhood Development Corporation led the programming of Scripps Park including outdoor movie nights. Photo Credit: WNDC

3 INCLUSIVE & DIVERSE PROGRAMMING

Resident engagement stressed the importance of providing a wide variety of programming. A desire for live music, plays, movies and dance were expressed. A goal for additional programming and events is to ensure they are inclusive and diverse. This starts with the program/event planning stage. Specific uses draw specific user groups to a public space, so drawing diverse users starts with an intentional mix of uses. As noted by PPS research, programs and events need to “match the leisure habits and cultural interests of the residents.”

Budget

Budgets for programming, activities and events can vary considerably depending on scale, type, diversity of talent, etc. The budget and schedule noted here assumes programming and activation to take place at Nagel Park in the summer and fall months and include:

- 1 exercise/active/educational program that is offered weekly in the park for 6-8 weeks (i.e. yoga, dance, drum, senior class, educational class, workforce development, etc)
- 3 outdoor movie nights during summer months (late June, late July, late August)
- 1 larger community event/festival with live music, dance, art, food, etc.

Figures below are presented annually with a proposal to offer the programming/events for a 3-year period in order to establish patterns and expectations within the neighborhood. It includes 25-35% of a staff persons time (higher the first year due to start up efforts), a budget to hire a graphic designer to develop print and web materials, insurance, and paying for talent, vendors, rentals, etc. to run or attend the programs. It is anticipated that community engagement and fundraising will occur annually based on the program/event offerings. Costs for performers at the annual event can range widely from new local artists to long-standing or national headliners.



Sidewalk Detroit (a Detroit non-profit), organizes a variety of programs to activate Eliza Howell Park in Northwest Detroit. Photo Credit: Sidewalk Detroit

ITEM	DESCRIPTION	BUDGET
Staff Time	25-35% of one full time position for planning and management, annually	\$15,000
Print & Social Media	Graphic Design, Website and Social Media, plus Print Material	\$8,000
Insurance	Blanket policy indemnifying City of Detroit, HW, NCNA, annually	\$2,000
Summer Programming	Exercise/Active/Educational 1/week plus 3 movie nights	\$23,000
Annual Special Event	Community event with Live Music, Dance, Art and Food	\$15k - \$65k
	Annual Budget	\$63k - \$128k
	2021-2023 Budget Request	\$189,000 - \$384,000

Project Participants



Project Lead
HERITAGE WORKS
AND OTHER ORGANIZATIONS

Heritage Works already runs a number of programs and offerings with an interest in building community - making them a natural fit to lead the effort on this priority initiative. Heritage Works, with sufficient funding, will lead the efforts to continue toward implementation including:

- seeking funding
- hiring a dedicated staff to manage the project
- establishing a steering committee to guide the planning
- planning events and festival
- advertising
- coordinating volunteers to staff events

A number of organizations currently organize events in the neighborhood such as Soup at Spaulding, Pink Flamingo, Nancy Whiskey, Detroit Champions and NoCo Farmers and Gardeners. It is envisioned that these organizations will continue to organize events and be involved in expanding programs and events in North Corktown.



Project Coordination
CITY OF DETROIT
GENERAL SERVICES DEPARTMENT

City of Detroit General Services Department will need to be engaged as the events are initially envisioned to take place within Nagel Park.

CITY OF DETROIT
DEPARTMENT OF ARTS, CULTURE
AND ENTREPRENEURSHIP (ACE)

The Arts and Culture Office can also be a resource to advertise events as well as a resource for local performers.



Engagement & Information
NORTH CORKTOWN
NEIGHBORHOOD ASSOCIATION

As a trusted grassroots organization in North Corktown, it is envisioned that the NCNA can assist by distributing information about the events and festival, providing input on programming details to ensure they are inclusive and diverse, as well as recruiting volunteers.

Schedule & Next Steps

Implementation will take on-going and concerted effort by all involved. Priority next steps are outlined as a start to advance the work captured in this Plan. The proposed schedule works toward programming at Nagel Park beginning in summer 2021. There are initial tasks that will need to take place in Year 1, and then tasks that will take place each year. In addition, as discussed during a NCNA meeting, advocate to the city to consider establishing a tax increment financing district (percent for the arts) in proposed redevelopment zones in order to capture and utilize funding within the neighborhood for things such as cultural preservation, arts, cultural center/resilience hub operations, green space maintenance, etc.

Priority Next Steps for Heritage Works:

- confirm support of GSD to plan for and hold activities and events at Nagel Park

- secure funding for start up efforts and 3 years of programming including increasing staff to manage and execute the plan
- establish a 6-8 person steering committee to assist in providing input on the types and details of events, activities, and/or festivals as well as mobilize volunteers and encourage attendance in the community
- hire staff or reallocate existing staff time to commit at least 1/3 of that persons time to leading this effort. Year 1 will require more time than subsequent years.
- develop program/event concepts with steering committee and coordinate schedule and logistics with GSD and Burton School
- obtain a blanket permit from city and insurance to run activities
- produce the selected activities/events

INITIAL TASKS (2020-2021)	NOV-DEC	JAN - FEB	MAR - APR	MAY - JUN	JULY - AUG	SEP - OCT
Secure Funding	x					
Hire Staff Person (1/3 FTE)	x	x				
Establish Steering Committee	x	x				
Develop Initial Concepts		x	x			
Coordinate with GSD & Burton School			x			
Permits & Insurance for Year 1 Activities			x	x		

ANNUAL TASKS	NOV-DEC	JAN - FEB	MAR - APR	MAY - JUN	JULY - AUG	SEP - OCT
Secure Funding, Engagement, & Annual Planning of Events	x	x	x	x		
Coordinate with GSD			x			
Permits & Insurance			x			
Marketing			x	x	x	x
Summer Programming				x	x	
Annual Event						x

Placekeeping



The Cochrane birdhouses at Temple and Cochrane were built by residents on private property for all to enjoy.

As described by the US Department of Arts and Culture, 'placemaking has been described as a process of community development that leverages outside funds to strategically shape and change the physical and social character of a neighborhood. Placekeeping has come into usage as a counter to placemaking as the active care and maintenance of a place and its social fabric by the people who live and work there. It is not just preserving buildings but keeping the cultural memories alive.' Examples of how the North Corktown neighborhood exemplifies the ideas behind placekeeping are abundant.

As is illustrated on the following map, there are a number of properties, elements and spaces that the North Corktown Neighborhood has identified as being special to the community,

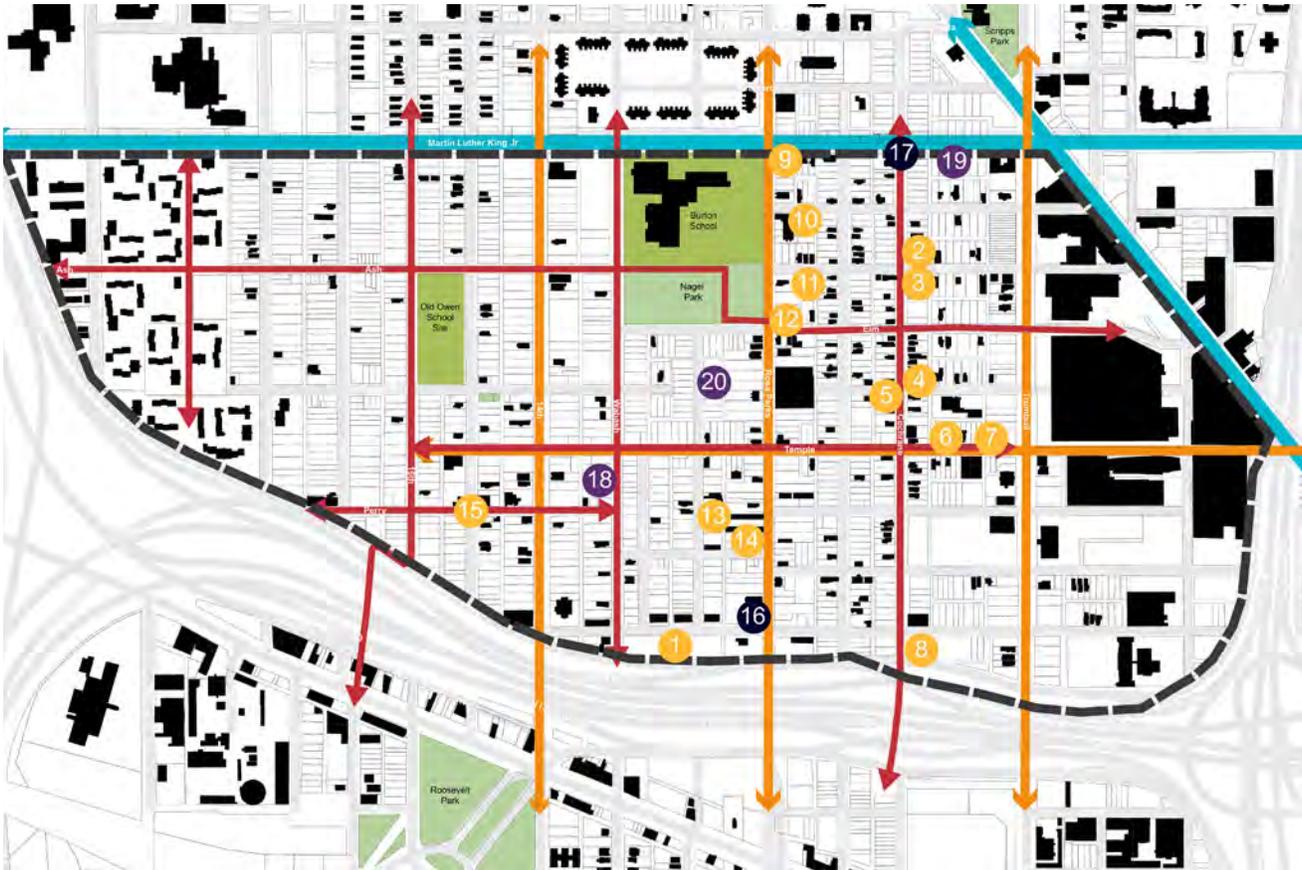
part of the neighborhoods culture, and spaces that the neighborhood wants to ensure remain as North Corktown grows. These vary from eclectic art installations to small pocket parks to privately maintained gardens and historic brick streets. Some are owned by those that maintain them and some are owned by the City or DLBA and privately maintained. Together, these various spaces and elements have organically created a patchwork of unique moments in the neighborhood that help create community.

The goals of this priority cultural element is to further understand the status of each of these spaces and to encourage the City of Detroit and the Detroit Land Bank, where needed, to seek solutions to ensure these spaces remain.



Monumental Kitty art installation by Jerome Ferretti, landscape architecture by Jeff Klein, at the foot of Cochrane pedestrian bridge over I-75. Photo Credit: Jeff Klein

Cultural Assets



LEGEND

- | | | |
|--|---|---|
|  Major Streets |  Temple St. Garden A |  Pheasant Mural |
|  Neighborhood Connector Streets |  Temple St. Garden B |  Mary Ellen Riordan Mural |
|  Pedestrian Focused Streets |  Monumental Kitty |  Hope Takes Root Garden/Farm |
|  Pine Street Tree Nursery |  Intersections Park |  Spirit Farm |
|  Commons Park |  Greater Dequindre Church Garden |  Brother Nature Farm |
|  Fish Park |  Jeff & Rick's Orchard | |
|  Nef's Bird House Garden |  Rick's Vineyard | |
|  Mr. Kings Garden |  Pink Flamingo + Hostel Garden | |
| |  Spaulding Court Garden | |
| |  Brick Street | |

Project Goals

1

PRESERVE UNIQUE SPACES & PLACES

The eclectic mix of unique spaces and places in North Corktown make up some of the cultural resources of the neighborhood that give it heart, soul, identity and pride. Some are historic, such as the brick paved Perry Street. Some are working farms or gardens on property owned by the city or DLBA but maintained by private entities. Some are small pocket parks created to activate vacant neighborhood lots. It is a priority of the neighborhood to work closely with the City, DLBA, private property owners, and stewards of these cultural assets to ensure they are not only preserved but are set up to be sustainable in the long-term.

2

CONNECT NEW DEVELOPMENT WITH HISTORIC COMMUNITY

As development is proposed, it is a goal of the neighborhood to encourage the city and developers to incorporate unique spaces and elements of various scales in order to continue the pattern evolving in the east side of North Corktown. These places have the power to bring people together (both old and new), provide a sense of continuity with the past, and maintain a rich, unique and layered neighborhood identity.



Pink Flamingo uses formerly vacant lots along Vermont Street to set up a space to gather and serve meals made with produce grown hyper-locally.



Fish Park was created in 2006 at Cochrane and Ash Streets to activate a vacant corner lot. Trout Perch by Tom Rudd, landscape architecture by Jeff Klein.

Project Participants



Project Lead
NORTH CORKTOWN
NEIGHBORHOOD ASSOCIATION

The community should seek to work with the City and DLBA to transition ownership of existing parks, gardens and open space through planned stewardship. The community needs to focus on what that ownership/stewardship structure would look like. The NCNA sub-committee and/or other interested residents, will:

- lead the effort to determine the status of each of the cultural assets
- share the status information with the city and DLBA
- advocate at meetings with the city to ensure the initiative continues to move forward and is incorporated into the overall Framework Plan



Advocacy & Advisory
HERITAGE WORKS

Heritage Works, as a trusted organization in the community, should advise and advocate for the cultural assets in the neighborhood to be inventoried and for long-term strategies to be developed so that the cultural assets remain part of the fabric of the neighborhood.



Project Coordination
CITY OF DETROIT
PLANNING & DEVELOPMENT
DEPARTMENT

CITY OF DETROIT
DEPARTMENT OF ARTS, CULTURE
AND ENTREPRENEURSHIP (ACE)

The NCNA should coordinate and advocate to the City of Detroit to incorporate Placekeeping strategies into the Framework Plan as well ensuring proposed development(s) in North Corktown not only respect the existing character and history of the neighborhood but also incorporate unique elements and spaces of various scales into their projects. The Office of Arts and Culture and Entrepreneurship (ACE) should be coordinated with to tap their knowledge, support and resources.

Project Coordination
NORTH CORKTOWN GARDEN CLUB

The North Corktown Garden Club is a group that is newly forming in the neighborhood. They will be important to coordinate with during the inventory of assets and during discussions about long-term maintenance.

Schedule & Next Steps

Implementation will take on-going and concerted effort by all involved. Priority next steps are outlined as a start to advance the work captured in this Plan. The proposed schedule works toward the NCNA completing a status inventory of the cultural assets in the first half of 2020 in order to advocate for the city and DLBA to:

- incorporate findings in the Framework Plan
- review development proposals to ensure unique spaces and places are preserved and/or additional are proposed
- begin discussions and negotiations with property stewards regarding possible transfer of ownership to the steward for long-term preservation and use

Priority Next Steps for NCNA:

- create a sub-committee with interested residents, and owners and stewards of the cultural assets to discuss the project and gather input
- develop process, identify and organize volunteers to conduct asset status/inventory including database for volunteers to populate, questions to ask owners and stewards, etc.
- maintain contact with City PDD and DLBA to advocate for the goals of the priority project, pass along results of the asset inventory and assist in connecting stewards with owners
- As discussed during a NCNA meeting, advocate to the city to consider establishing a tax increment financing district (percent for the arts) in proposed redevelopment zones in order to capture and utilize funding within the neighborhood for things such as cultural preservation, arts, cultural center/resilience hub operations, green space maintenance, etc.

GOALS OF ASSET STATUS/INVENTORY

In order to understand potential strategies for ensuring the unique spaces and places in North Corktown not only remain but also thrive, a goal of this priority is to determine the status of each space. This is envisioned to include property ownership, identifying who maintains the space, general condition, costs of any needed repairs/maintenance, future plans for the property (if privately owned), and gauging interest for a non-profit, business, or private resident to obtain ownership if owned by the City or DLBA. This will likely include meetings and conversations with the various property owners and stewards to discuss the goals of the project and gather their interest and input on how to best advocate for the cultural asset they own or manage. Some of the cultural assets identified by the neighborhood may be secure, some may be susceptible to development pressures, some may be in need of funds to improve maintenance. The results of this analysis can be shared with the City, DLBA, property owners and stewards to discuss strategies for long-term sustainability and raising funds to assist with identified repairs/maintenance/land transfer.



The Pine Street Nursery between Pine Street and I-75

TASKS	MAR-APR	MAY-JUN	JULY - AUG	SEP-OCT	NOV - DEC
Asset Status/Inventory by NCNA	x	x			
Coordinate Inventory with City & DLBA	x	x	x		
Advocate with City & DLBA	x	x	x	x	x
Develop Budget for Needed Repairs/Maintenance				x	x
Fundraise to Support Projects				x	x

Appendix

- Survey Tools
- Compilation of Community Input
- Potential Cultural Center Site Considerations
- Sample RFP for Architectural Design
- Call for Artists Resource Guide
- Best Practices for Engaging Artists
- Sample RFP for Artist Engagement
- Model Organizations | Sustainability & Maintenance
- Professional Contacts for Next Steps
- Case Statements