



Vanguard CDC Site Feasibility Study



Introduction

Through a partnership with Vanguard Community Development Corporation (CDC) and the Urban and Regional Planning Program at Michigan State University a feasibility study was conducted on main campus, as well as the future of 2817 East Grand Boulevard. This study recommends the most effective uses for the Vanguard CDC Campus and the residents of the North End neighborhood.

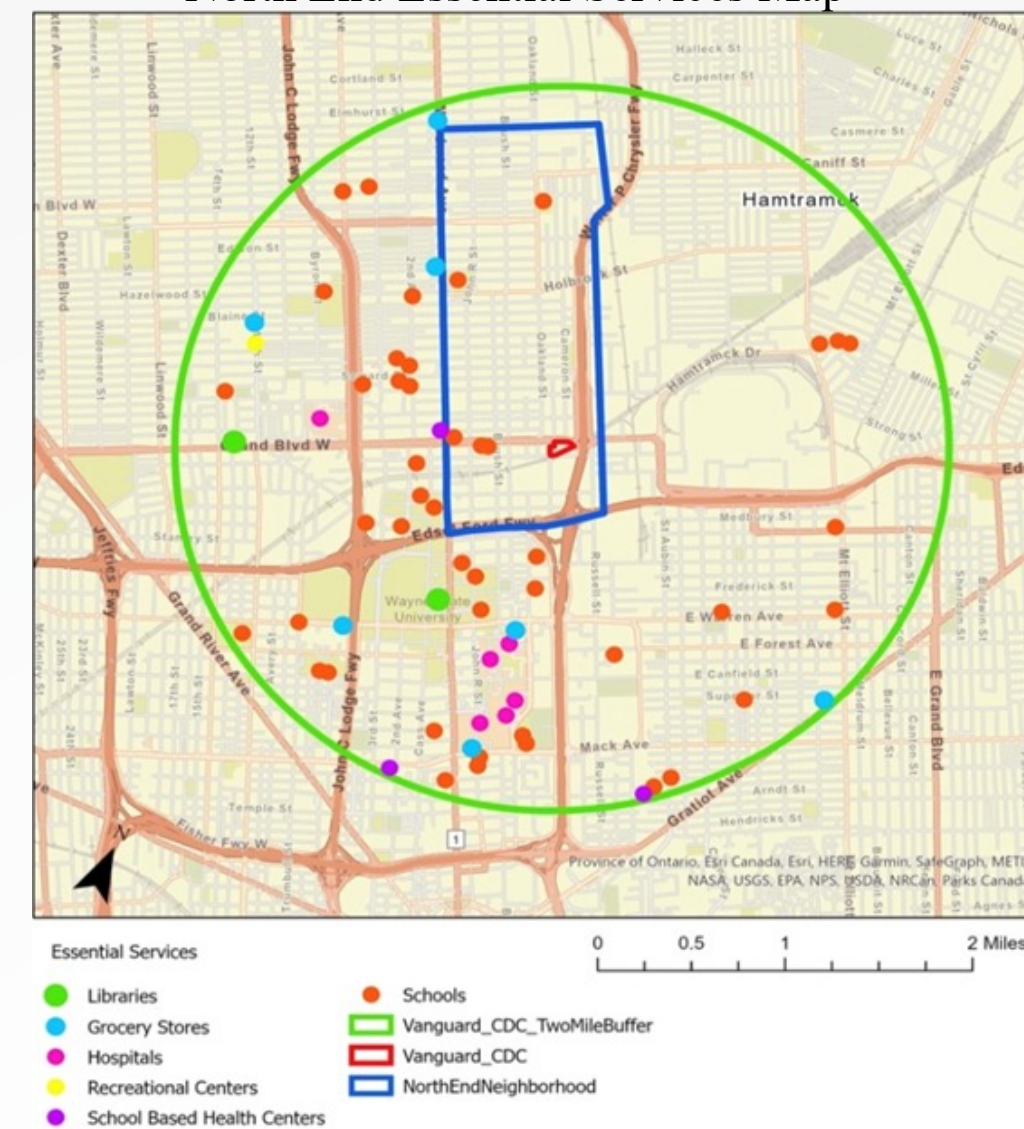
Vanguard CDC Campus



Methodology

Data for the site feasibility assessment was collected through primary observations including an essential service analysis, a property survey, and community and business outreach. Secondary resources. Secondary data included socioeconomic, retail market, and transportation data for the North End neighborhood.

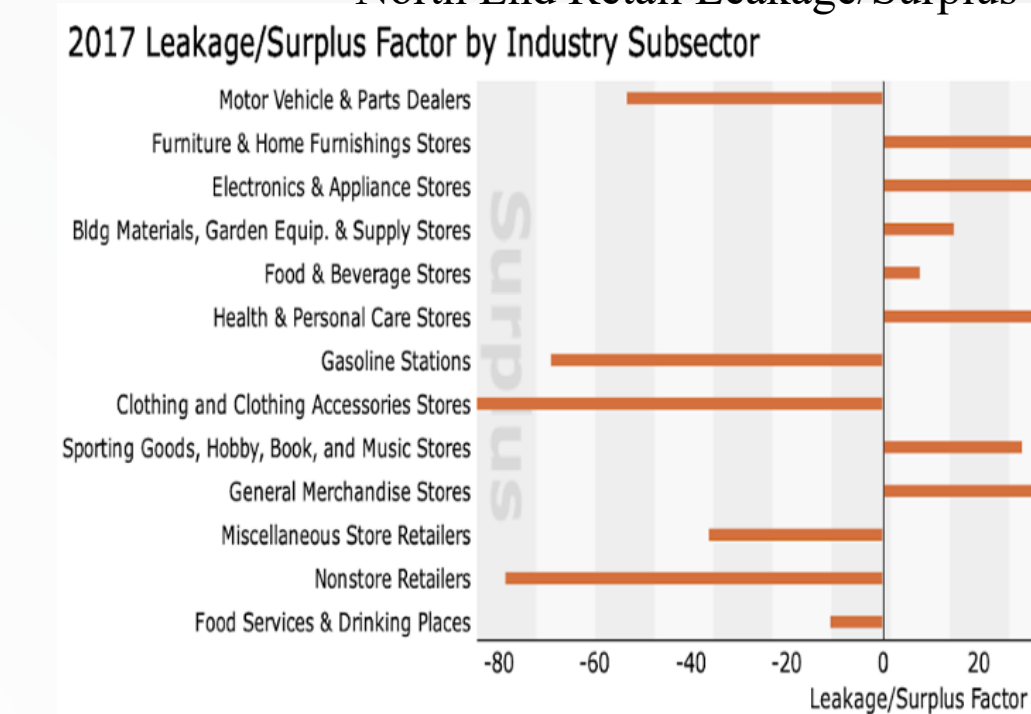
North End Essential Services Map



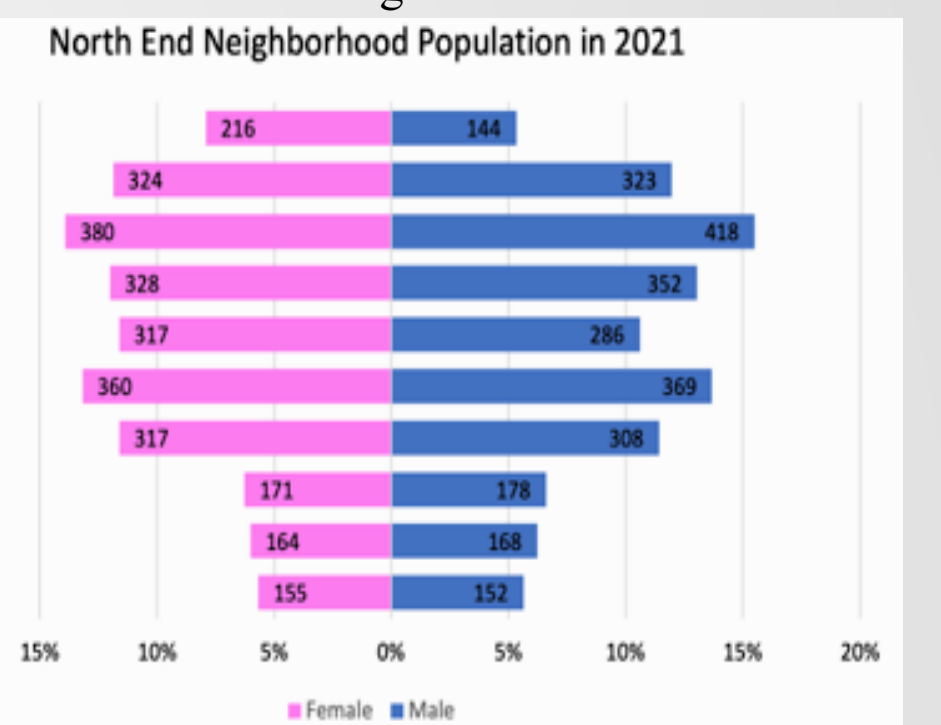
Trends & Demographics

- Total population: 5,434
 - 60% of population is 35 or older and 18.6% is 65 or older
 - 92% African American, 4.2% mixed race, and 2.6% white
- Low-income population
 - 33% of the population has less than \$15,000
 - Average household income in 2021 is \$45,459
- High crime index for all seven major crime types
- Retail market analysis
 - Need better accessibility for grocery stores and general merchandise stores

North End Retail Leakage/Surplus



North End Age Distribution



Recommendations

Vanguard Headquarters Building

Mental Health Programs

- Space within Vanguard CDC should be used to support mental health advocacy
- Host mental health programs organizations like the Jed Foundation



Treatment Not Trauma (Southside Together Organizing for Power)

Community Kitchen

- Rent space to entrepreneurs who provide food for events in Black Bottom Park
- Partner with Detroit Kitchen Connect to support local food entrepreneurs



Detroit Kitchen Connect (DKC)

Lending Library

- Rent tools and supplies at a very low cost
- Provide health, money and how-to guidebooks through AARP residents 55+



E Warren Tool Library (EWL)

Black Bottom Park

Farmers Market

- Opportunity for local vendors to sell fresh produce
- Creation of a program that allows senior residents to purchase produce at affordable rates



Muskegon Farmers Market (MLive)

Health and Wellness Programs

- Health and wellness classes promote fitness and nutrition through instructor-led monthly classes, geared towards the 55+ population.



Tai Chi for Arthritis for Fall Prevention (Detroit Agency on Aging)

Goodwill Flip The Script

Goodwill Flip the Script

- Offers job and financial coaching, mock interviews, and a variety of services to help individuals attain employment.
- Program has improved job retention rates and reduced rates of recidivism in the neighborhood



Goodwill Flip the Script

2817 E Grand Boulevard

Food Hall

- Offer a unique variety of affordable high-quality restaurant options for local residents
- Support small local businesses and promote community engagement



Portland Food Hall (Portland, OR)

Dual Restaurant Convenience Store

- Provide residents access to fresh produce
- Create inexpensive restaurant alternatives

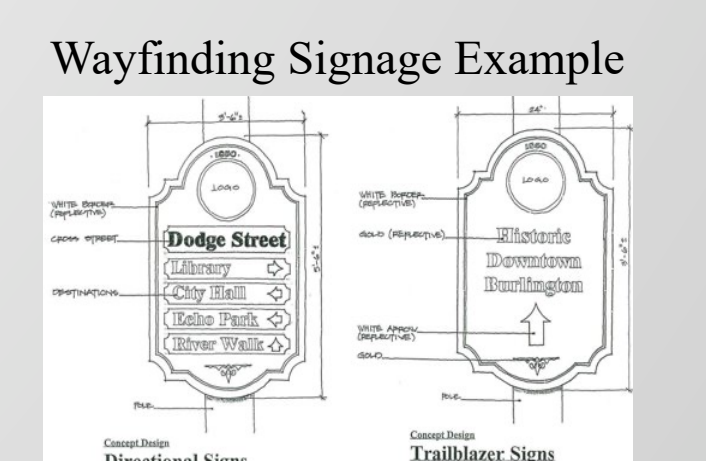


Mr. Kabobs Mediterranean Grill (Berkley, MI)

North End Neighborhood Corridor

Wayfinder Signage

- Promotes neighborhood accessibility



Wayfinding Signage Example

Music in the Park

- Host free concerts to increase community connectivity and cohesiveness.



Music in the Park