

## INTRODUCTION

### Project Goals

- The City is anticipating a future master plan update
- Create a comprehensive economic development strategy
- To help the City to implement a comprehensive economic development strategy to become Redevelopment Ready Certified

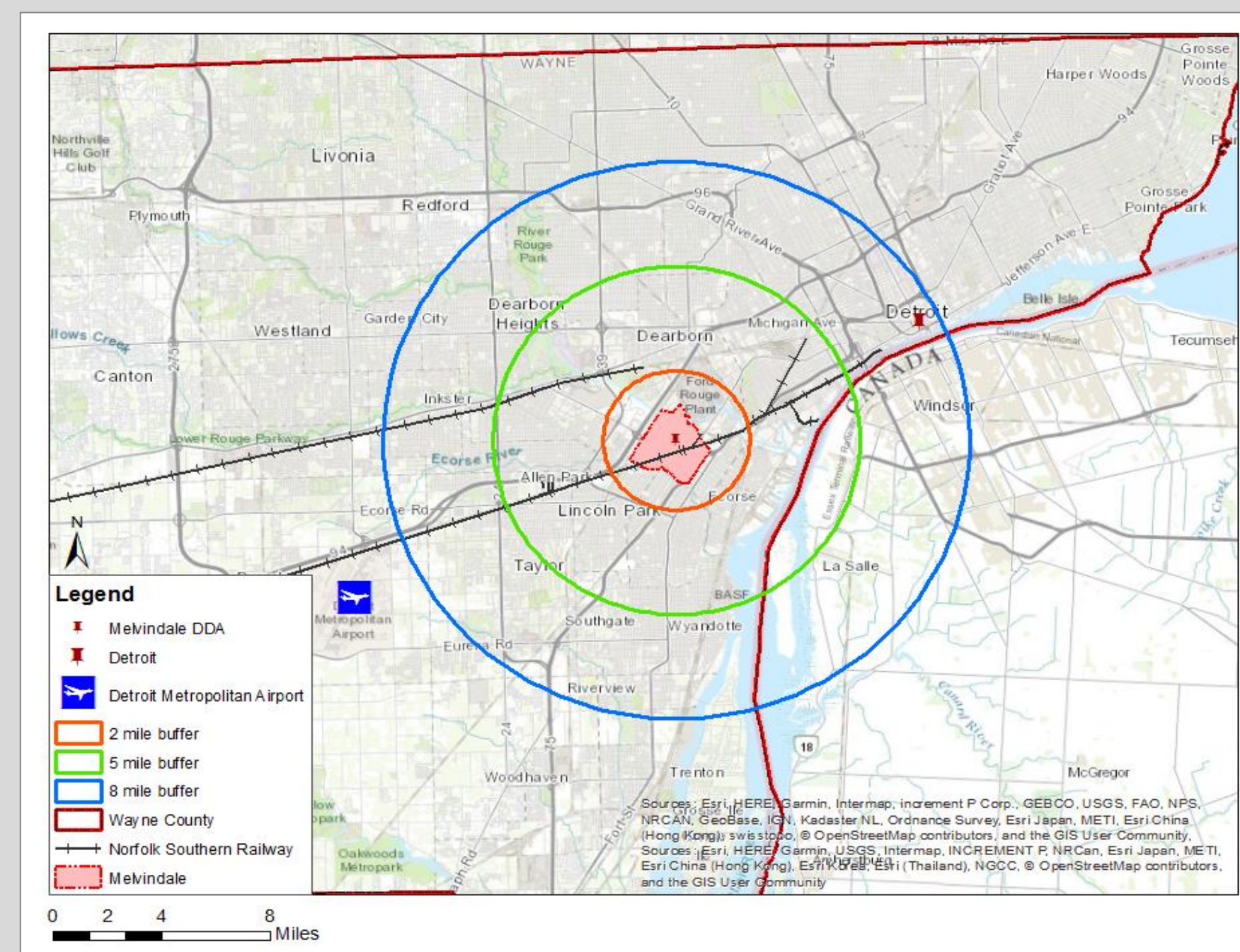
### The City

- Total Population: 10,300 residents
- Young Median Age: 33.8 years in 2016, which is younger than the county and state level
- Lower Median Household Income: \$36870 in 2016, which is lower than the county and state level



### Location and Connectivity

- Close to Detroit, and Detroit Metropolitan Airport
- Sits between highways systems, I-94 and I-75
- Norfolk Southern Railway system runs through the center



## SOCIO-ECONOMIC PROFILE

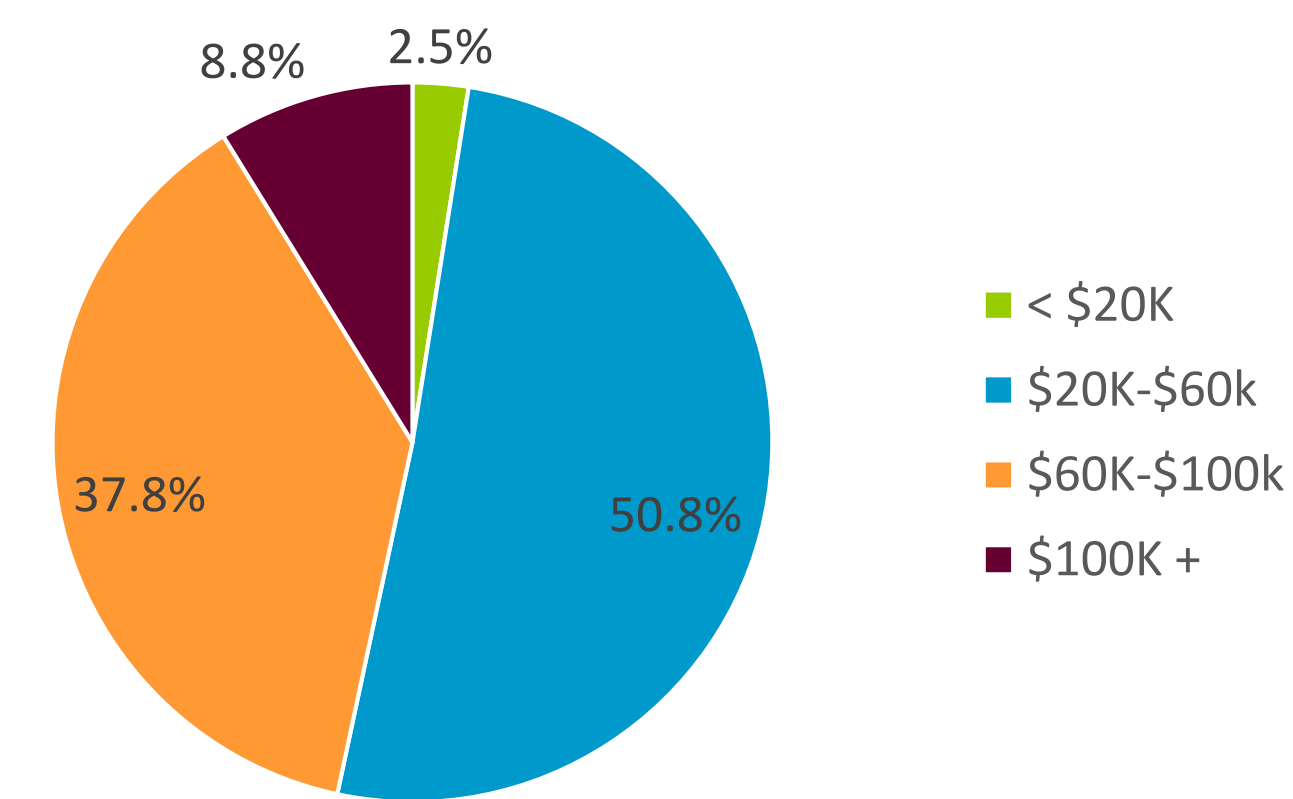
### Strong High School System

- Higher percentage of people aged 25+ holding a high school degree: 35%
- High school graduate rate: 95%

### Affordable Housing

- The city has 3,899 housing units in 2016
- Median home value is lower than \$60,000 in 2016
- 62.1% of housing units are Owner-Occupied
- 53.3% of housing units have housing value less than \$60,000

Melvindale Home Value Distribution in 2016



### Retail Business Opportunities

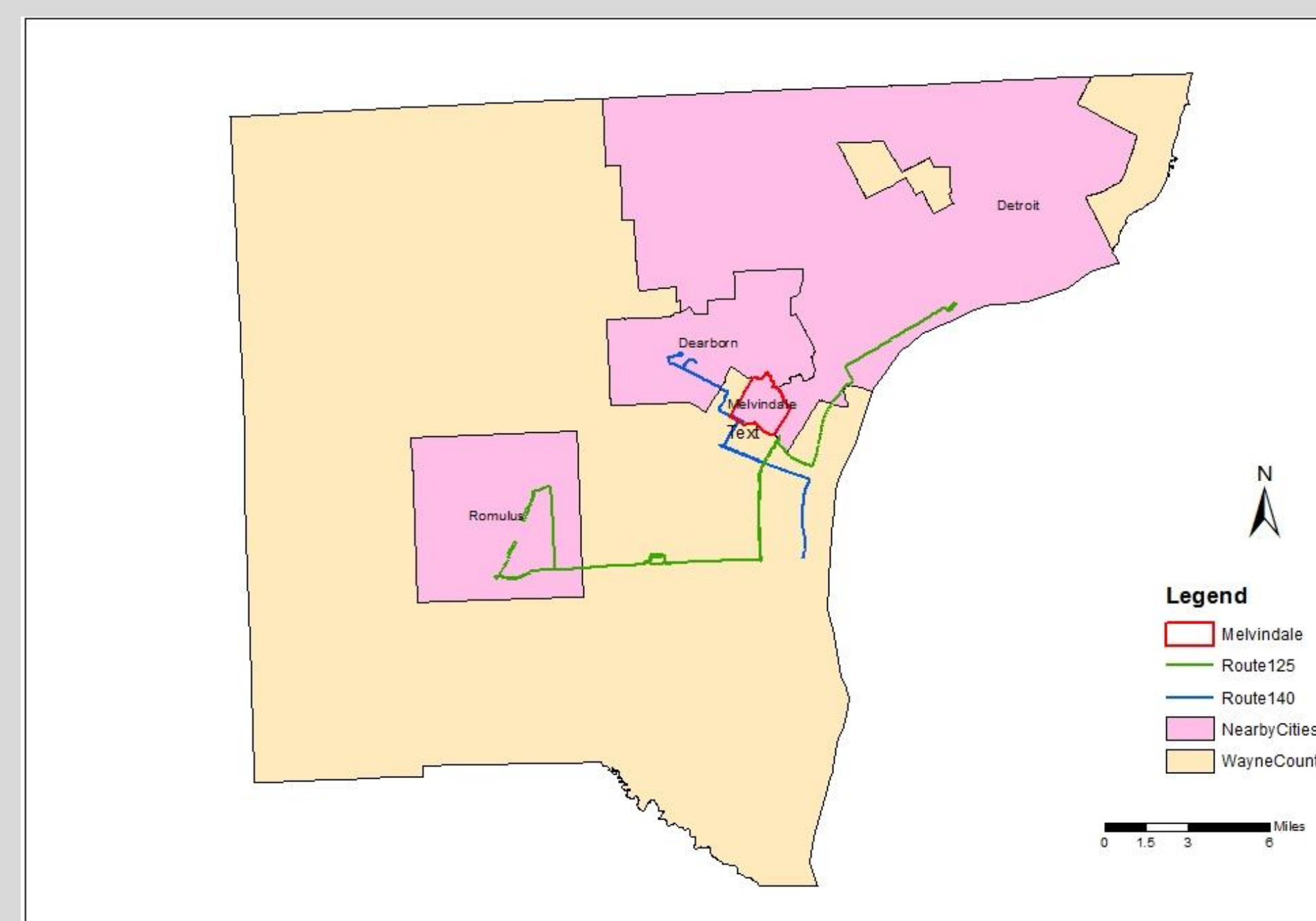
- Three types of retail businesses are needed in the city: Motor Vehicle, Food Stores, and General Merchandise Stores

Leakage/Surplus Factor within 5 min Driving Time from Downtown



### Mass Transit

- 0.4% of residents use public transportation to get to work
- No existing bus route goes through the city



## RECOMMENDATIONS



### Green Development

- Objective 1: Consider the idea of creating a community garden in the empty lot located next to 17630 Clarann St and at the intersection of Clarann St. and Rose St.
- Objective 2: Implement a minimum required greenspace provision in the zoning ordinance
- Objective 3: Encourage business owners, developers and home owners to pursue LEED certification.

### Example of Case Study



Fermont Community Garden in Sacramento, CA



### Talent Attraction and Retention

- Objective 1: Strengthen the relationship between Melvindale businesses, Melvindale High School and the Academy for Business and Technology High School.
- Objective 2: Engage college students, recent graduates, young professionals, and new and former residents through networking events.
- Objective 3: Redevelop vacant land/property to allow for mixed use of a technology hub and office space.
- Objective 4: Promote cooperation between Melvindale, local high schools, and the Melvindale Economic Development Corporation to attract talent and to support the City's image of a livable community.



Grand Circus Tech Hub in Detroit, MI



### Downtown Redevelopment

- Objective 1: Consider Allen Road between Gough Street and Oakwood Boulevard as a potential redevelopment area of downtown Melvindale.
- Objective 2: Encourage the redevelopment of the Slovene American Club into a farmer's market/market eatery.
- Objective 3: Develop a short-term use plaza for public recreational uses.



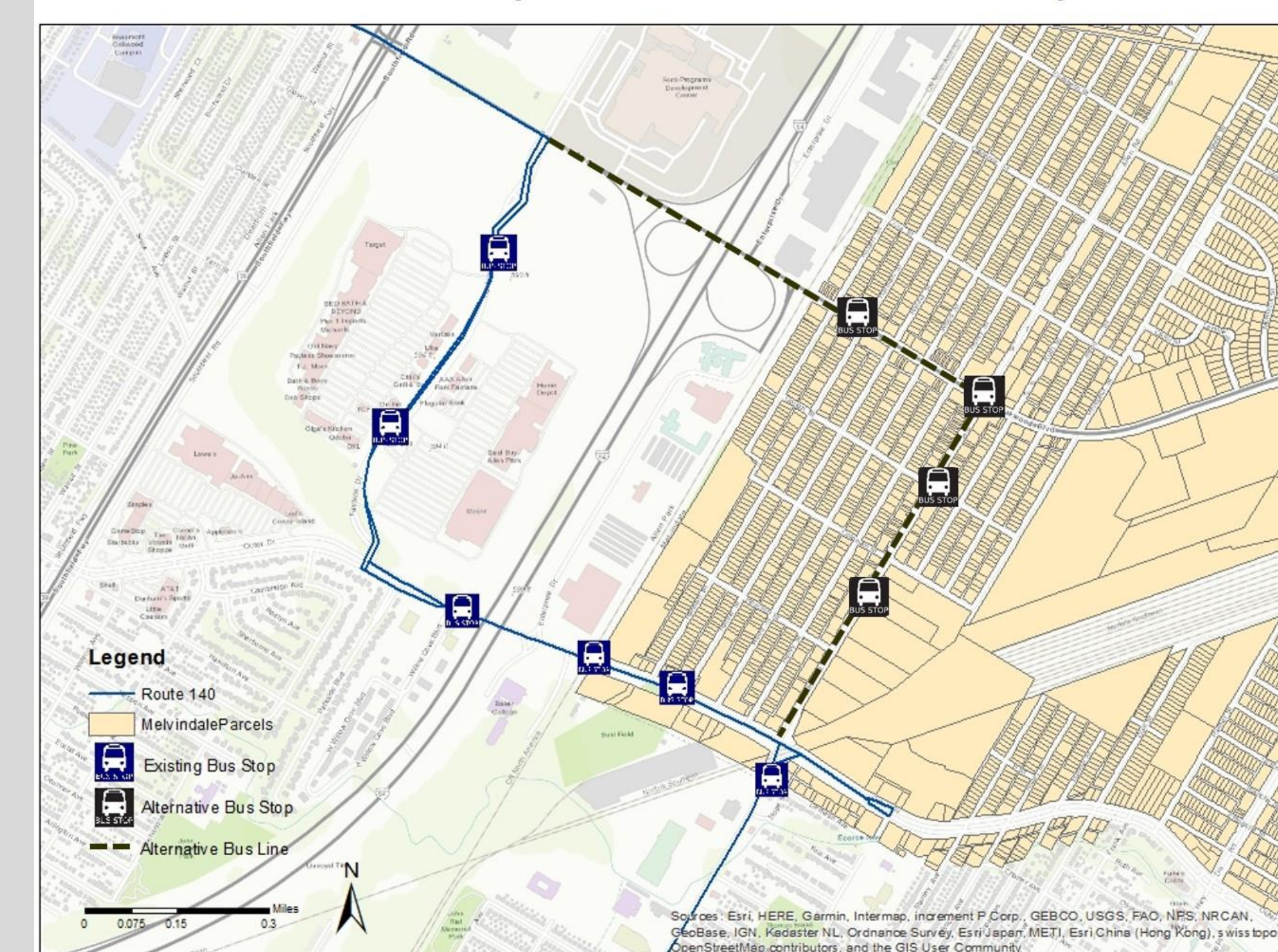
Kerrytown Market and Eatery, Ann Arbor, MI



### Transportation and Infrastructure

- Objective 1: Improve public bus transportation in the City of Melvindale.
- Objective 2: Implement a commuter rail to better connect Melvindale to places like Detroit and Ann Arbor as well as the Detroit Metropolitan Airport.
- Objective 3: Improve infrastructure of sidewalks and roads in downtown Melvindale as well as the areas where potential bus stops might be to ensure the safety of residents.
- Objective 4: Implementation of emergency phones throughout the city and improved street lighting to increase safety and security of residents of Melvindale.

Melvindale Proposed Extended Bus Route Map



Commuter Rail in Long Island, NY

## SWOT ANALYSIS

### Strengths

- Location and Connectivity
- Infrastructure
- Affordable Housing
- Strong Community

### Weaknesses

- Mass Transit
- Aging Housing
- City Branding

### Opportunities

- Redevelopment of Vacant Properties
- Green Development
- Education
- Rental Vacancy
- Commuter Rail

### Threats

- Reliance on other communities
- Consumers Leaving Trade Area

### Acknowledgements:

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