

# MICHIGAN CENTRAL



# AGENDA

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**Mary Culler**

Introduction

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**Paula Carethers**

Site Planning

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**Rich Bardelli**

Construction Update & Job Training Programs

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**Mike Kelly**

Mobility Initiatives & City:One Challenge

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**Shawn Thompson**

Upcoming Events & Community Grants & Programs

## MICHIGAN CENTRAL VISION

*Michigan Central is a 34-block innovation district being built to pursue human progress. Through a collection of historical architecture, new anchors, and amenities, the district will unite an ecosystem of creators, a collection of companies, and confluence of community under a mandate of **Creating Tomorrow Together**.*

# GUIDING PRINCIPLES FOR THE DEVELOPMENT



**OPTIMIZE FOR  
INNOVATION**



**BUILD THE  
FUTURE  
OF MOBILITY**



**CONTRIBUTE TO  
AN INCLUSIVE +  
AUTHENTIC  
PLACE**



**CELEBRATE  
HERITAGE +  
LEGACY**



**MAKE DECISIONS  
THAT SUPPORT  
EQUITABLE  
OUTCOMES**

# KEY PROPERTIES



THE FACTORY

FORMER LINCOLN  
BRASS FACTORY

THE POST

THE STATION

# **SITE PLANNING**

# MICHIGAN CENTRAL STATION

## Building Programming



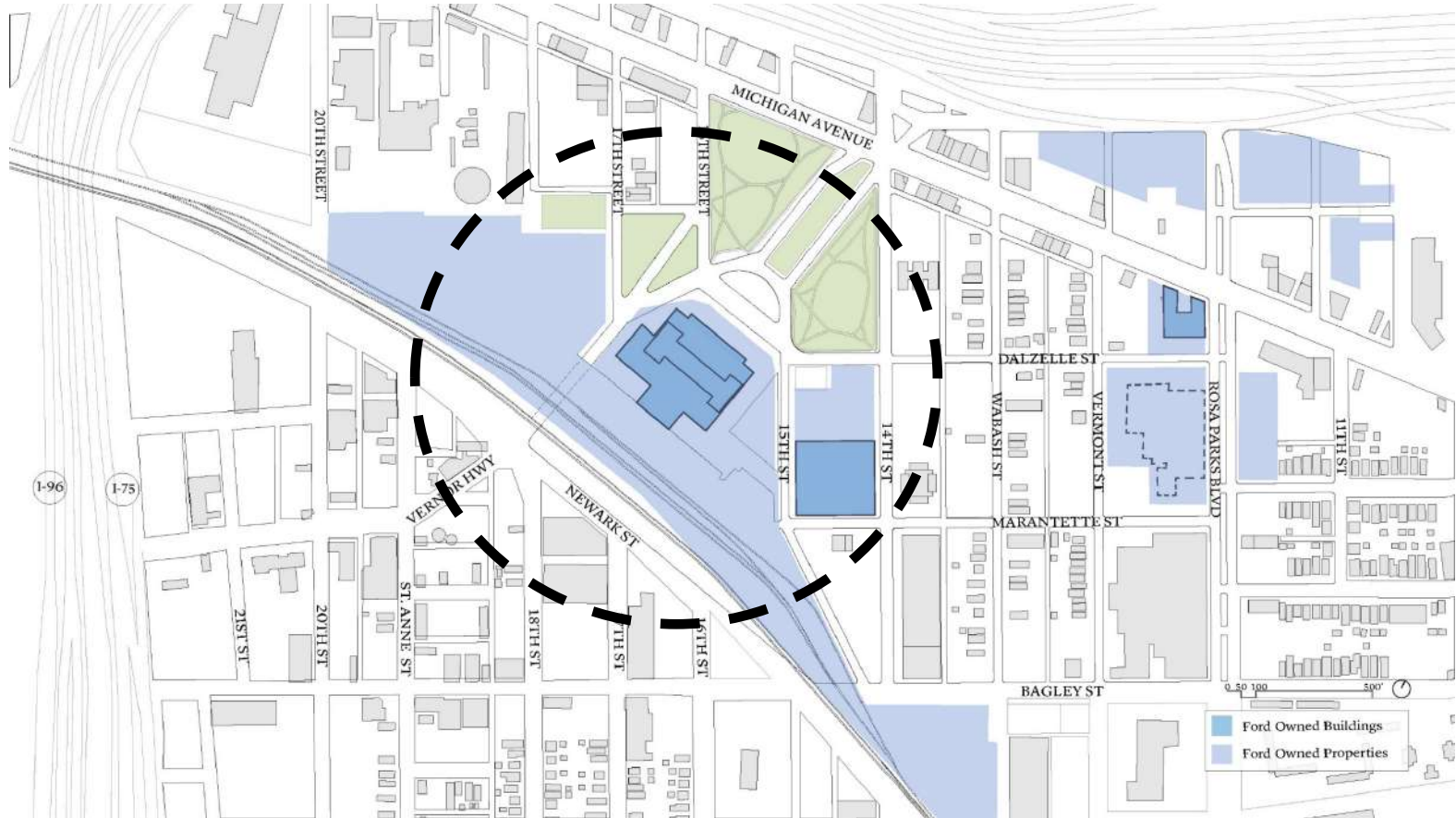
# THE BOOK DEPOSITORY

## Building Programming



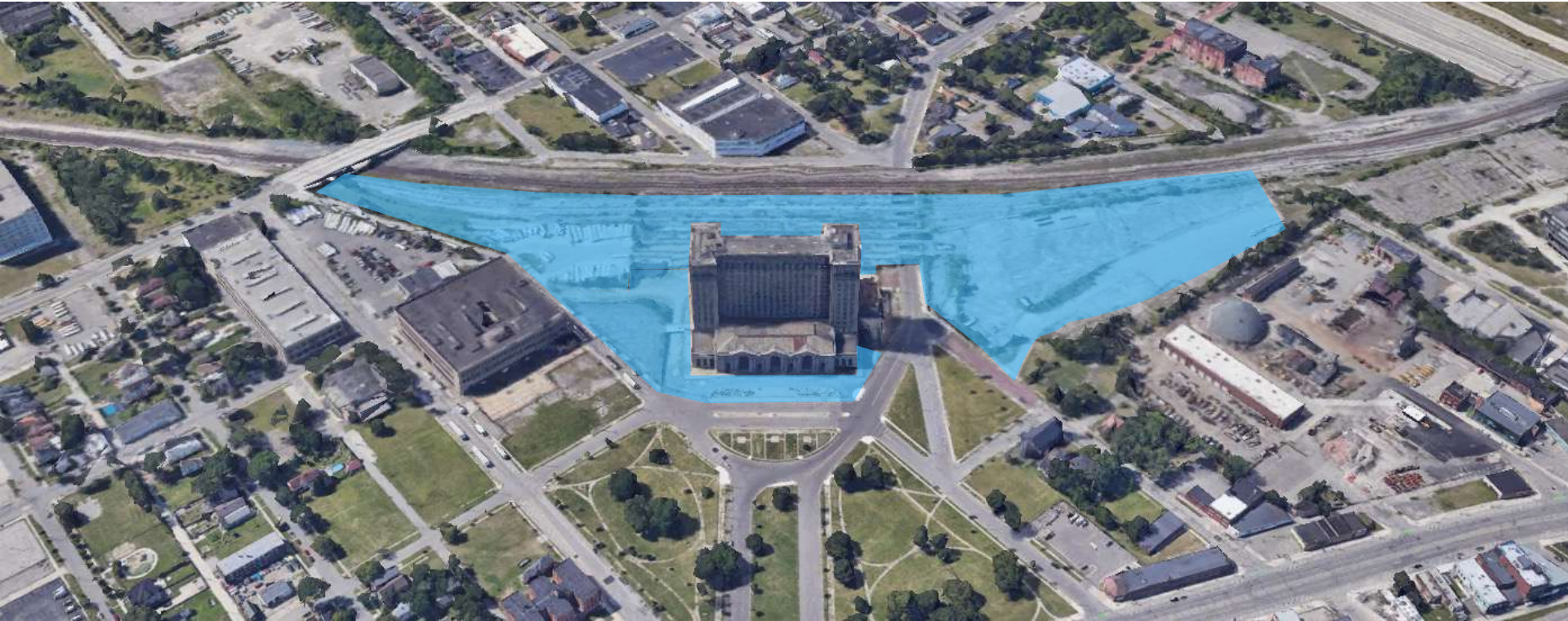


# New Building Creating Density Around Michigan Central Station



# **SITE PLANNING**

## **Creating New Public Spaces**



# NORTH FRONTAGE Triangle: Future Activation



EXISTING NORTH FRONTAGE SITE



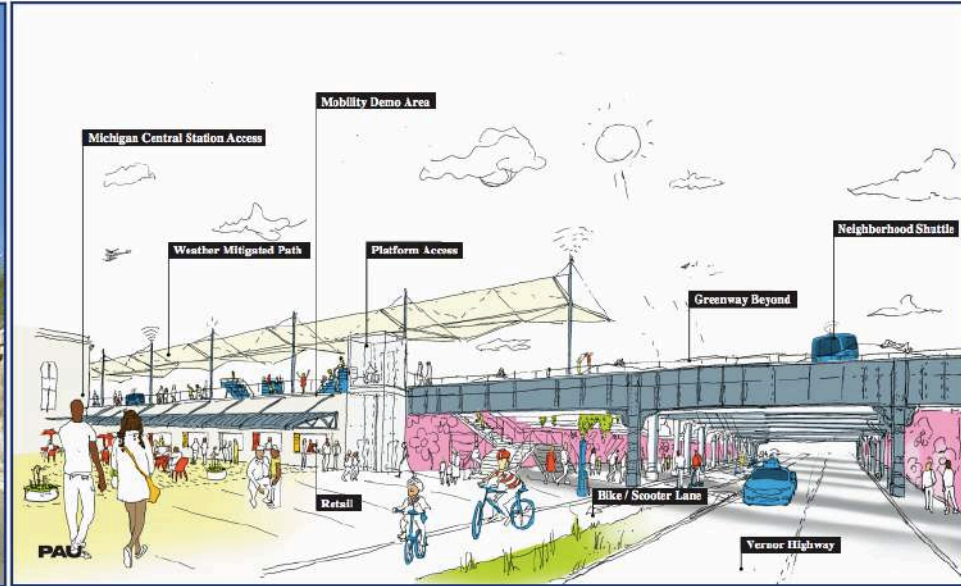
CONCEPT

# SOUTH FRONTAGE – VERNOR CONNECTION

## Future Activation



EXISTING VERNOR SITE



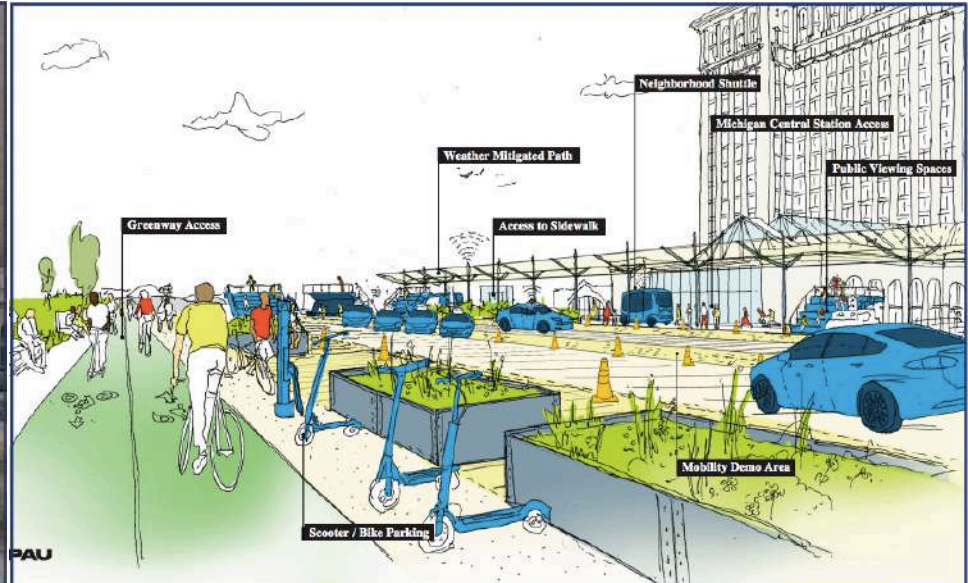
CONCEPT

# SOUTH FRONTAGE - PLATFORM

## Future Activation



EXISTING PLATFORM SITE



CONCEPT

# SITE PLANNING CONSIDERATIONS

## Studying Potential Garage Locations



# SITE PLANNING

## Prioritizing Sustainability



Positive Impact



Water Preservation



Carbon Reduction



Soil and Habitat



Community Engagement



Employee Health and Well Being



**DEVELOPMENT TO BE 100% POWERED BY  
RENEWABLE ENERGY**

# CONSTRUCTION UPDATES



# MICHIGAN CENTRAL STATION

## Construction Highlights: Phase 1

*December 2018*

- First phase of construction began in December of 2018, which involved winterizing the building and securing the structure
- Temporary roofing was installed
- Cornice inspection on the roof
- Debris piles removed from tower
- Covered vertical openings of the elevator shafts
- Drying out the building; over 500,000 gallons of water pumped out

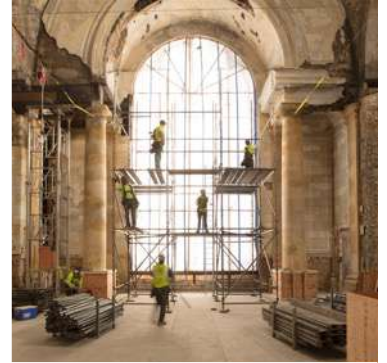


# MICHIGAN CENTRAL STATION

## Construction Highlights: Phase 2

*May 2019*

- Second phase of construction began in May 2019 to restore the masonry in the tower, waiting room, and concourse and the steel structure
- Guastavino Tiles for the vaulted ceiling in the old Waiting Room purchased
- Scaffolding erected for masonry restoration
- Structural steel repairs ongoing
- 3D modeling for replicating historic details
- Continuing to dry out the building



# THE BOOK DEPOSITORY



# FORMER BRASS FACTORY DEMOLISHED

April to November 2019



# FORMER BRASS FACTORY DEMOLISHED

John L. Warren House Bricks Saved



# RESIDENT RESOURCES AND CONSTRUCTION ACTIONS



- Established a telephone hotline and online portal for concerns and updates
- Adopted standard construction hours of 7 AM - 5:30 PM from Monday to Friday and provided notice if overtime is scheduled
- Ensured adequate parking for construction workers
- Committed to appropriate security for construction staging sites
- Identified location of a new power substation
- Published Environmental Protection Plan

# WORKFORCE DEVELOPMENT UPDATES

## Supporting Detroit at Work

- Ford will provide \$1 million by the end of 2019 to Detroit at Work

## Launched Detroit Trades Summer Apprentices Program

- Launched in June 2019; targets high school students
- Joint effort between Ford, its construction partners, Randolph Technical School, the City of Detroit, and local trade unions
- 12 spots were made available for Randolph students, working with RAM on Masonry jobs across Detroit
- The program helps address a shortage of skilled masons and brick layers in the City and could grow to as many as 40 students in the coming years and be expanded to other trades, including plumbers and electricians

## Hosting an Information Session for Fast Track Job Training Program

- Saturday, February 29, 2020 from 2 PM - 4PM at IBEW



# MOBILITY UPDATES



# MOBILITY INITIATIVES

## ARGO AI



- Conducting tests along Michigan Ave. in collaboration with Argo AI
- Working towards our goal to deploy a self-driving vehicle service by 2021.
- Two people sit inside every vehicle on the road, monitoring performance.

## SPIN SCOOTER



- 400 Spin scooters available across Detroit, including 25 dedicated to Corktown
- New riders can use a promo code FREEFIVE for \$5 in Spin credits

# **MICHIGAN CENTRAL STATION CITY:ONE CHALLENGE**

**PLACEHOLDER SLIDE  
CITY:ONE TEAM TO SEND THROUGH DETAILS**

# COMMUNITY ENGAGEMENT

# COMMUNITY OUTREACH

## Timeline

### 2018

#### October

- Halloween Trunk-or-Treat

#### November

- Detroit Free Press Film Festival Inside MCS

#### December

- Gleaners Pilot

### 2019

#### January

- NAIAS Winter Festival

#### March 2019

- St Patrick's Parade (Ford Sponsorship & Activation)
- CTT March Newsletter

### 2019 Cont.

#### April

- 'A Conversation with Ford' Community Meeting

#### May

- CTT May Newsletter
- Celebrating Community & Culture Grant Community Pitch Event

#### June

- Information Center Opened
- MCS Sketch Off
- Michigan Central Station City:One Challenge Launched
- Celebrating Community & Culture Grant Recipients Announced

### 2019 Cont.

#### September

- CTT September Newsletter
- 'A Conversation with Ford' Community Meeting
- Tour de Toit (Ford Sponsorship & Activation)

#### October

- Halloween Trunk-or-Treat

#### November

- City:One Challenge Finalists Announced

#### December

- CTT December Newsletter

# COMMUNITY OUTREACH

## Halloween Trunk-or-Treat

*October 2018 & 2019*



### Halloween 2018

- 3,000+ participants
- 80,000+ pieces of candy
- In partnership with SER Metro, Michigan Science Center, The Parade Company, and the Corktown Historical Society



### Halloween 2019

- 3,500+ participants
- 99,000+ pieces of candy
- In partnership with Yates Cider Mill, Oliver Farms, SPIN, Matrix Theatre, and Motor City Street Dance Academy

# COMMUNITY OUTREACH

## NAIAS Winter Festival

*January 2019*



The ten-day festival was an extension of Ford's North American International Auto Show (NAIAS) presence. By using advance 3D projection-mapping and storytelling, the 18-story train station was a canvas to show its glory days, revitalization, and future. Ford's efforts promoted local businesses and services, and the area by attracting over 20,500 visitors as well as a global audience during NAIAS.

- Detroit Historical Society
- XXX
- XXX
- XXX
- XXX
- XXX

# COMMUNITY OUTREACH

## Information Center Opening

*June 2019*



Michigan Central Information Center was opened for the community to learn about Ford's vision for this development and other initiatives and share their ideas. Topics include:

- Construction Progress
- Site Planning
- City Partnerships and Initiatives
- Mobility Solutions
- Community Grants and Programs
- Community Events and Activations

**Address:** 1907 Michigan Avenue

**Hours of Operations:** 4 PM – 7 PM on Tuesday & Thursdays; 12 PM – 4 PM on Saturdays

# COMMUNITY OUTREACH

## Creating Tomorrow Together Newsletter

March – December 2019



March 2019



May 2019



September 2019



December 2019

- Covers Progress on Construction and Site Planning
- Highlights Information on Community Programs and Grants
- Promotes Upcoming Community Events

- Features Updates on City Initiatives and Partnerships in the Impact Area
- Distributed House-to-House and to Local Businesses
- Written, Produced, and Distributed Through Local Detroit Businesses



# COMMUNITY OUTREACH

## Community Meetings

*A Conversation With Ford*



*Rich Bardelli Updates Community on Construction Progress and the Demolition of the Former Brass Factory.*

*April 2019*



*Community Members Provide Input on the Future Public Spaces on the Exterior of Michigan Central Station.*

*September 2019*

# COMMUNITY OUTREACH

## Ford Resource and Engagement Center (FREC)



The FREC is a major initiative of the Ford Fund — Ford’s philanthropic arm — which invests \$20 million each year to strengthen the Detroit community.

The Southwest FREC offers a broad range of programs and services:

- Gleaners Client Choice Food Pantry
- Citizenship Classes
- Language Classes & Translation Services
- Job Training & Employment Services
- Legal Aid
- Accounting Assistance
- GED Classes
- Adult Zumba
- Youth Dance Classes
- Yoga

# COMMUNITY OUTREACH

## Grants & Funding

*May-June 2019*



CAPTURING BELIEF / S.A.Y. DETROIT



MATRIX THEATRE COMPANY



MOTOR CITY STREET DANCE ACADEMY



HERITAGE WORKS

- **Total Amount Granted:** \$250,000
- **Number of Applications:** 15
- **Number of Finalists:** 8
- **Number of Winners:** 4

# OTHER 2019 UPDATES

## Create & Protect Affordable Housing

- Ford has provided \$1.25M to LISC to preserve affordable housing in the impact area

## Support Neighborhood Development

- Ford has provided \$1M to Invest Detroit to benefit neighborhood development
- Ford expanded the sidewalk on Rosa Parks Boulevard as part of the Brass Factory demolition
- Working with MDOT, City of Detroit and Riverfront Conservancy on May Creek Greenway, Ralph C. Wilson, Jr. Centennial Park & Greater Corktown Framework

## Additional Benefits

- Ford provided \$25,000 to help fund a future bird sanctuary in North Corktown



*Expanded Sidewalk on Rosa Park Boulevard as Part of the Brass Factory Demolition.*

**HAPPY HOLIDAYS AND WE LOOK FORWARD TO A BUSY YEAR AHEAD!**

