

CANFIELD CONNECT

A COMMUNITY DESIGN GUIDE



FORD MOTOR COMPANY FUND



WAYNE STATE
UNIVERSITY



ACKNOWLEDGMENTS

Thank you to our supporters and contributors:

- Ford Motor Fund
- Wayne State University
- Abigail Newland
- Juno Mcmillon
- Dr. Kyu-Nam Jun
- Renee Pellegrini
- Esther Yang
- JIMA Studio

Image Credit: Canfield Consortium

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Image Credit: Detroit Riverfront Conservancy

INTRODUCTION

GROW

with the
WATER LEADERS

PLAY
GUT

EMERGENCY

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THE FUTURE OF CONNECTIONS

The city of Detroit has a robust bike lane and greenway network that connects neighborhoods together within the city. With facilities that traverse the full length of the International Detroit Riverfront, bike lanes that extend into neighboring Ferndale and Grosse Pointe, to the highly anticipated 27.5 mile Joe Louis Greenway loop, there are still more opportunities to activate vacant and underutilized spaces and roadways to keep Detroiters connected through multi-modal networks.

Recognizing this need, Canfield Consortium has initiated the development of the Canfield Connect, a neighborhood greenway link for the East Canfield Village neighborhood on Detroit's East side. The Canfield Connect is one of many land-based projects led by Canfield Consortium Community Development Corporation, a locally based group focused on the

reinvestment of East Canfield Village through neighborhood stabilization, affordable housing options, access to quality jobs and transit, and preservation of green spaces.

The Canfield Connect will serve as a much needed spur that links East Canfield Village to rest of the city. In building connections between city parks, neighborhood schools and major thoroughfares, the Canfield Connect can support safer ways of getting around the East Canfield Village neighborhood.

Building a neighborhood facility that promotes walking, biking, playing, gathering and environmental stewardship is a resilient method to activate vacant land while strengthening community relationships.

Other community based organizations interested in doing similar work with vacant

parcels within their neighborhoods can look to the best practices and design guidelines established by Canfield Consortium within this document to initiate their own greenway links for their communities.

Together, we can better connect residents to the city's larger infrastructure, uniting all Detroiters to important amenities and resources.



Image Credit: Canfield Consortium

WHAT IS A GREENWAY?

A greenway is a non-motorized shared-use path that serves as an alternative link between destinations. Greenways prioritize walkers and bikers with a safe route that also supports local gathering, commerce and the arts. A neighborhood greenway specifically helps residents and visitors access local destinations without the use of a car.

Greenways are usually a part of larger non-motorized or multi-modal systems, offering connections to other bike infrastructure and green spaces in the area and across the city.

Because most people in Detroit navigate with a personal vehicle, a neighborhood greenway offers an environmentally friendly alternative to driving that also supports sustainable practices through the integration of native planting, stormwater management and permeable surfaces.

All in all, greenways offer residents a closeness to nature they may not have access to, an escape from urban life and a corridor for plants, pollinators and animals.

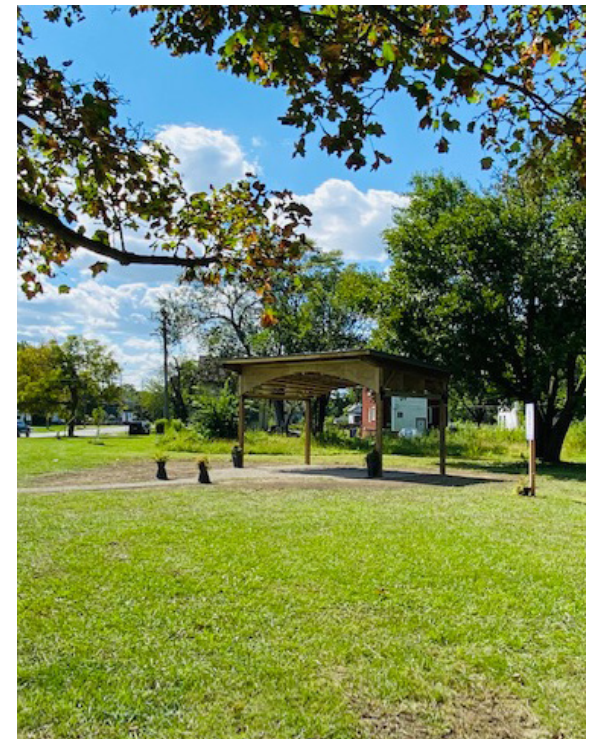
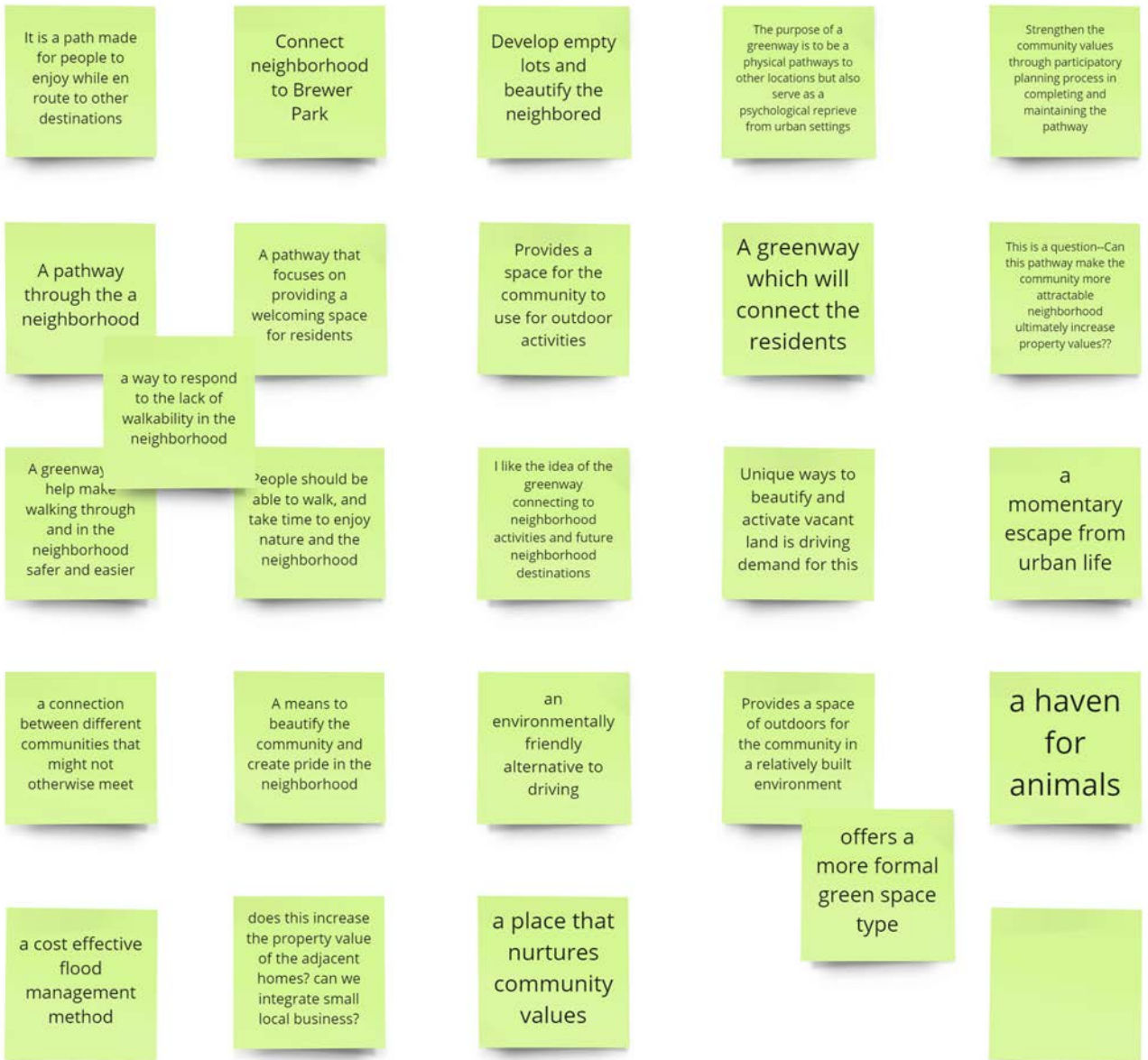


Image Credit: Canfield Consortium



Image Credit: Detroit Greenways



HOW TO USE THIS DOCUMENT

This document was developed as a design guide for other community groups and organizations looking to achieve similar goals within their neighborhoods of activating vacant lands and bridging stronger relationships within their communities. The following chapters offer recommendations on how to plan and execute these types of projects, using the lessons learned from the Canfield Connect.

01

ESTABLISH A VISION

DECIDE HOW THE GREENWAY WILL SERVE THE COMMUNITY, WHAT RESOURCES IT WILL LINK TO, AND WHAT OTHER ACTIVITIES AND PROGRAMS SHOULD BE INCORPORATED TO MAKE IT A WELL-USED AMENITY.

03

DESIGN FOR THE NEIGHBORHOOD

DEVELOP A DESIGN THAT ALIGNS WITH THE CHARACTER OF THE NEIGHBORHOOD AND MEETS LOCAL STANDARDS FOR SAFETY.

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CO-CREATE WITH COMMUNITY

ENGAGE COMMUNITY MEMBERS AND RESIDENTS AROUND IDEAS ON HOW THE SPACES SHOULD LOOK AND FEEL, HOW THE AREAS MIGHT BE USED AND CARED FOR, AND HOW THE GREENWAY CAN SUPPORT LOCAL GOALS AND INITIATIVES.

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DEFINE THE PROGRAMS

IDENTIFY OTHER PROGRAMS AND AMENITIES ALONG THE ROUTE TO SUPPORT THE DESIRED USE AND TRAFFIC. COMMUNITY ENGAGEMENT WILL HELP DEFINE WHAT THESE AREAS ARE, WHAT THEY SHOULD LOOK LIKE, AND WHERE THEY SHOULD GO.

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SELECT MATERIALS AND FURNITURE

CHOOSE DURABLE MATERIALS TO MEET THE NEEDS OF ITS USERS WHILE WITHSTANDING EXPECTED WEAR AND TEAR. SITE MATERIALS AND FURNITURE CAN SUPPORT COMFORT, RESILIENCY AND LONGEVITY.

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DEVELOP A TIMELINE

BUILD A SCHEDULE THAT PLANS FOR ALL THE VARIOUS STEPS OF THE PROJECT LIFE, FROM VISIONING TO IMPLEMENTATION.

07

ESTIMATE THE COSTS

IDENTIFY THE COST OF THE PROJECT - AND ITS SEQUENTIAL STEPS - TO DEVELOP A BUDGET THAT PARTNERS AND DONORS CAN SUPPORT THROUGHOUT THE LENGTH OF THE PROJECT.

08

GARNER SUPPORT

APPLY FOR GRANTS WITH THE PROJECT IDEA, PLAN AND BUDGET TO SECURE FUNDING FROM DONORS OR HELP FROM VOLUNTEERS.



Image Credit: Detroit Riverfront Conservancy



GUIDE TO DESIGN

GROW

with the
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PLAY
GUT

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CONSERVANCY

01

ESTABLISH A VISION

DECIDE HOW THE GREENWAY WILL SERVE THE COMMUNITY, WHAT RESOURCES IT WILL LINK TO, AND WHAT OTHER ACTIVITIES AND PROGRAMS SHOULD BE INCORPORATED TO MAKE IT A WELL-USED AMENITY.

The Canfield Connect is envisioned as a 1.25 mile neighborhood greenway that will connect the residents of East Canfield Village from Brewer Park to Pingree Park through a network of on-road and off-road bicycle facilities.

Phase One of the Canfield Connect will extend 0.5 mile, from Brewer Park to the Detroit Lions Academy. Along the route, there are 5 planned nodes and 4 trailheads to offer direction and gathering spaces for the greenway users. These areas will support programming identified by residents as important characteristics for their future engagement and the project's success.

With many vacant and publicly owned properties in the area, the Canfield Connect will be an opportunity to activate these underutilized spaces with a premier recreational facility that gets neighbors outside, moving and engaging with their community.

As a shared use path, the Canfield Connect greenway will accommodate walkers and bikers of all ages and capabilities to enjoy the beauty of a naturalized Detroit.

This greenway project will serve as a catalyst that connects other landscape projects within the neighborhood.

The goals of this project are:

- Connect Brewer Park and Pingree Park through a network of vacant lots currently owned by the Detroit Land Bank authority
- Establish nodes along the way for recreation, entertainment and gathering
- Connect to other locations like schools, businesses and local destinations

CANFIELD CONNECT PHASE ONE ROUTE

- | | | | | |
|-----------------------------------|-------------------------------|-------------------------------|------------------------------|-------------------------|
| ① Canfield Connect Trailheads | ③ Outdoor Wellness Area / Gym | — Shared Use Path - Off Road | - - - Minor Path Connections | ■ Activated Play Spaces |
| ① Stormwater Management Landscape | ④ Art Walk | - - Shared Use Path - On Road | ■ Existing Park Space | ■ Stormwater Landscapes |
| ② Small Gathering Area | ⑤ Pop-up Commercial Space | - - - Major Path Connections | ■ Activated Green Spaces | □ C.C. Properties |



02

CO-CREATE WITH COMMUNITY

ENGAGE COMMUNITY MEMBERS AND RESIDENTS AROUND IDEAS ON HOW THE SPACES SHOULD LOOK AND FEEL, HOW THE AREAS MIGHT BE USED AND CARED FOR, AND HOW THE GREENWAY CAN SUPPORT LOCAL GOALS AND INITIATIVES.

A key component of community development is engaging with residents through outreach, surveys, forums and planning sessions to understand their needs and how they envision those needs coming to life. Under COVID-19 pandemic restrictions, Canfield Consortium was unable to engage residents with in-person facilitated workshops. Instead, a survey was created to introduce residents to the greenway project and solicit their feedback to determine how they might use current or future green spaces.

Renee Pellegrini, then a graduate student at Wayne State University, conducted

research, compiled a survey and worked with Canfield Consortium to engage with residents and introduce the idea of a neighborhood greenway.

Over 75 residents from the East Canfield Village community were convened across two community events and various virtual calls to support the future planning of the non-motorized path. Other residents were surveyed during Survey Day at the Commons - a neighborhood nonprofit coffee shop and laundromat opened in 2018 by Mack Avenue Community Church CDC - and during the 2021 Brewer Park Block Party.

Questions regarding recreational habits were asked to collect data to help:

- Understand how residents use existing open space and discover current perceptions, gaps, and needs
- Plan the creation of the community greenway and complementary spaces to enhance the quality of life in East Canfield Village
- Develop an open space that increases social interactions and connection to the community
- Evaluate how to effectively plan and co-create the Canfield Connect with residents.



Image Credit: Canfield Consortium



Image Credit: Canfield Consortium

Neighborhoods with lower crime rates and higher property values tend to have intentional green spaces like playgrounds and pavilions. Many of the parks in the East Canfield Village neighborhood are underutilized and outdated. For high-quality invested spaces, residents only have the community garden space newly created by Canfield Consortium. Some driving question during planning included:

- Why would you use the Canfield Connect?

- What is going to draw you from your house to another park?
- Will you take the greenway as an alternative to driving?

Many residents identified the need to create community space within their own neighborhood that will provide closer options for folks to celebrate birthdays, attend baby showers, have cookouts or have safe recreation spaces for both children and adults.



Survey Word Cloud

Report Credit: Pellegrini, Renee (2021) A Walkable Community: Connecting East Canfield Village

One of the ways Canfield Consortium used the survey results to assess and advance community needs is by focusing on priority topics. About 21 respondents indicated they would not use an open space due to lack of shade. Based on this, the Canfield Connect considers options for shade and shelter for people to enjoy the greenway. Similarly, 47 of 75 respondents requested park furniture such as seating. Other requested programs included playgrounds, community gathering areas, public art and responsible cleanup for dogs.

The data collection and community engagement assisted in providing recommendations that aligned with the neighborhood's needs, residents' wishes and Canfield Consortium's mission and vision.

Some of the other survey findings included:

- Walking, exercising, and walking the dog were ranked as top current uses for existing open spaces and parks within the area
- Many residents expressed an appreciation for nature as a reason to use open spaces. As a result, the Canfield Connect will incorporate trees,

flowers and nurture the natural habitat already found within the neighborhood.

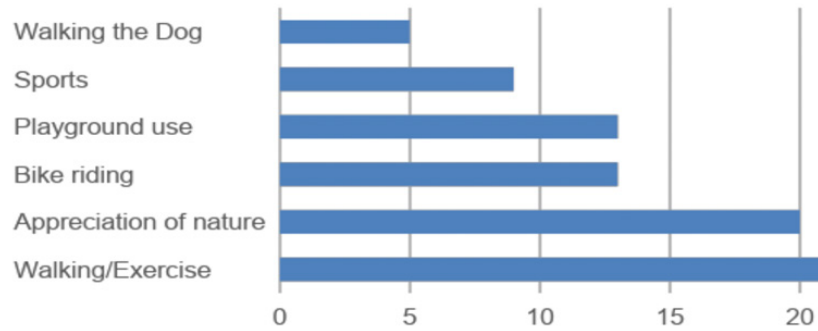
- Responses also indicated that residents are actively using open spaces and parks in the neighborhood, and the Canfield Connect would enhance this use, and would likely increase the number of residents using these spaces within the East Canfield Village neighborhood.
- Other considerations for why residents might not use the Canfield Connect include concerns for safety and increased crowds of people.

Other neighborhoods in Detroit have a variety of parks – some are smaller and embedded within a short walking distance to homes, whereas other larger, more popular parks require driving or a longer commute. 32% of respondents reported that they are willing to walk 11-15 minutes to a park or open space and 36% of respondents reported that they are willing to walk more than 15 minutes to a park or open space. These are important metrics in estimating how the Canfield Connect might be used.

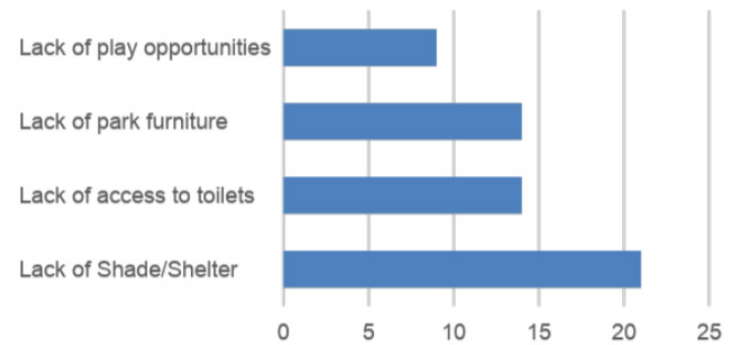
Parks can host a range of differing activities and amenities. Community engagement helped Canfield Consortium gain a sense of why a resident might or might not use a future neighborhood space and, importantly, what they want to perceive, participate in, or experience in this new space.

COMMUNITY SURVEY RESULTS

How Open Space/Park is Currently Used in East Canfield Village



Why Open Space/Park is Not Used in East Canfield Village



I would like the Canfield Connect to look like...

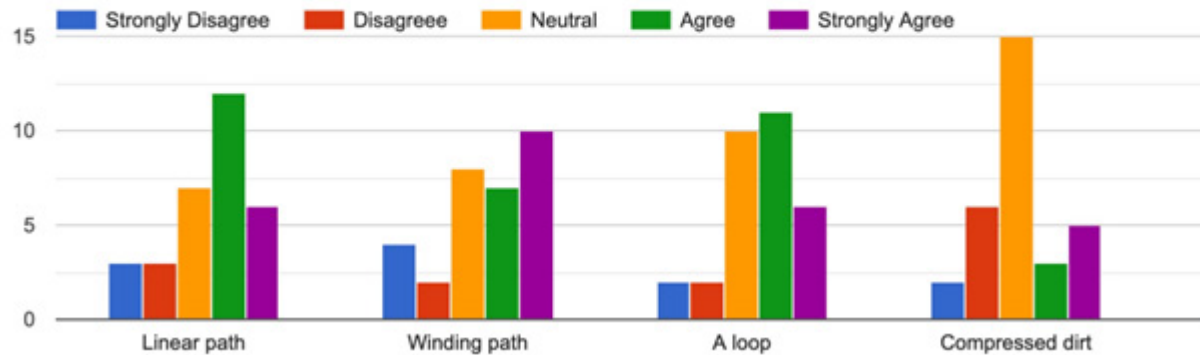




Image Credit: Wayne State University

03

DESIGN FOR THE NEIGHBORHOOD

DEVELOP A DESIGN THAT ALIGNS WITH THE CHARACTER OF THE NEIGHBORHOOD AND MEETS LOCAL STANDARDS FOR SAFETY.

The Canfield Connect is designed to conform to the national standards of a shared-use path, defined as a two-way path that can be safely used by walkers and bikers. The Connect's overall design will reflect the American Association of State Highway and Transportation Officials (AASHTO) dimensions and suggested materiality to promote safety, visibility and longevity.

The Canfield Connect will maintain a 14 feet minimum width (16 feet maximum, space permitting), inclusive of a 2 feet clear zone on either side of the path to ensure safe passing of bikes and

pedestrians. The Connect will be buffered with plantings of dense trees, shrubs and grasses to maintain peripheral privacy, especially when adjacent to an occupied private residence. The landscape should also serve as a corridor to manage excess runoff or stormwater from weather events to mitigate any onsite flooding.

Signage will be used throughout to help direct users to key nodes along the greenway, at a height of no more than 4 feet, and distance of at least 2 feet from the path's edge line, as recommended by AASHTO.

Lighting and security features (sensors, cameras, etc.) will populate the greenway at a repeated distance and should be further studied to identify appropriate lighting and security measures during nightfall. Benches and respite areas shall be co-located with the trail nodes to offer users frequent places to stop and rest.

Each of these pieces will collectively create a neighborhood greenway that is nationally compliant, safe, and environmentally responsible.

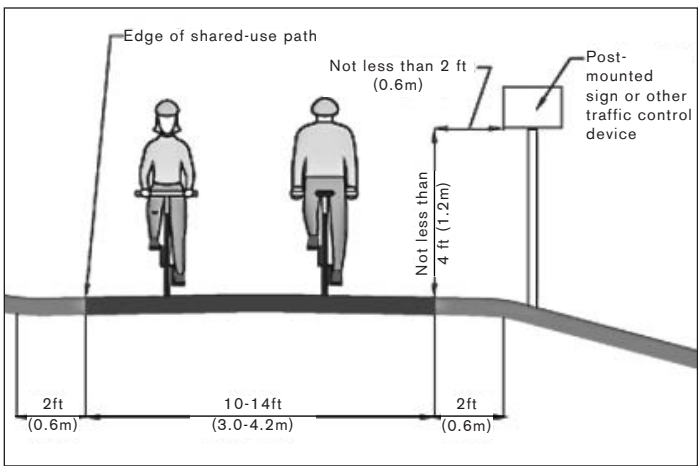
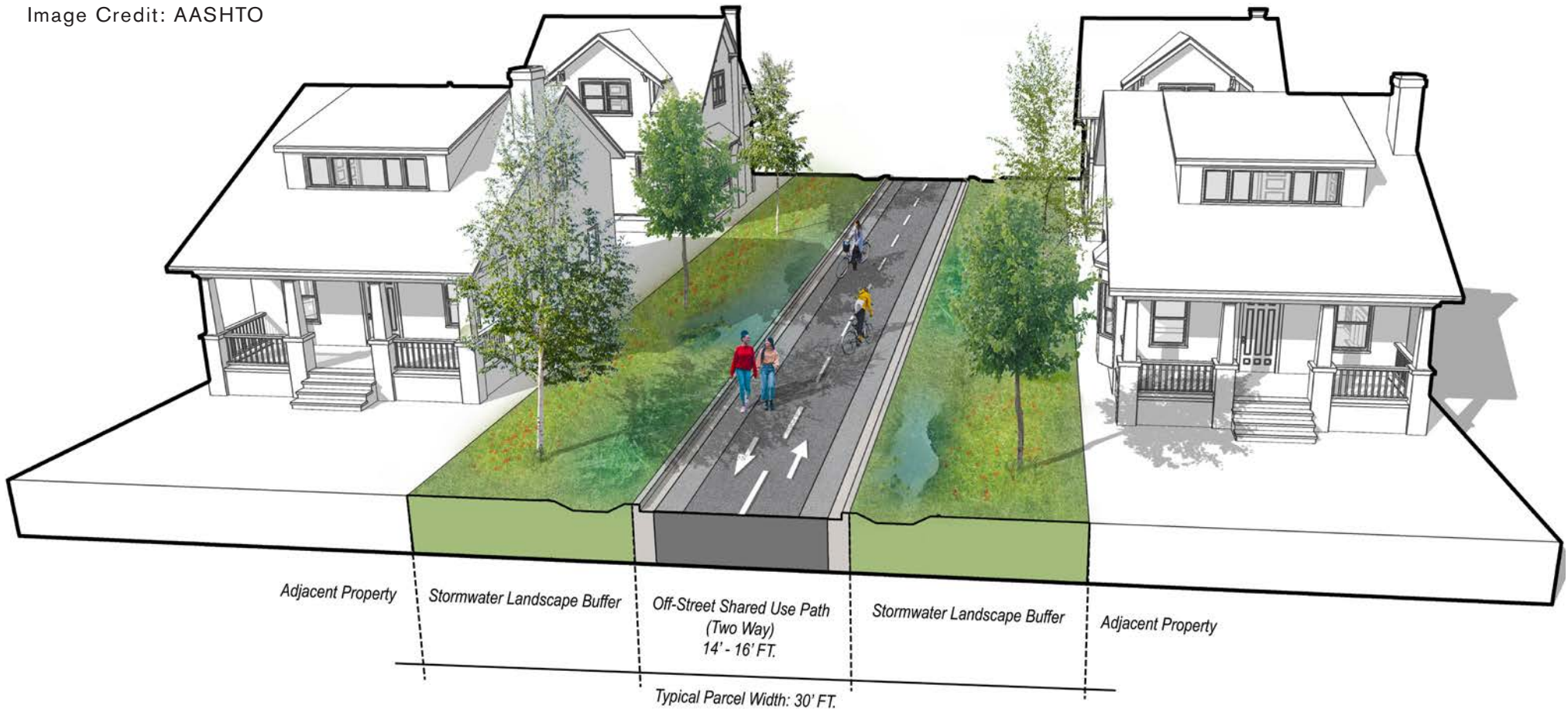


Image Credit: AASHTO



Standard Diagram Of The Canfield Connect Passing Between Two Homes

ON-ROAD CONNECTIONS

Between Garland and Saint Clair Streets, along East Forest Avenue, the Canfield Connect briefly transitions to an on-road connection. For the sections of the greenway that are on-road, it is important for the Canfield Connect to comply to city standards of on-road bike lanes.

Typically, City of Detroit bike lanes are 5' wide, with a 3' striped buffer. Bike lanes may be adjacent to the sidewalk curb or to a parking lane.

Canfield Consortium will coordinate with the City of Detroit to confirm traffic volume to decide if street bollards are necessary for these short connections.



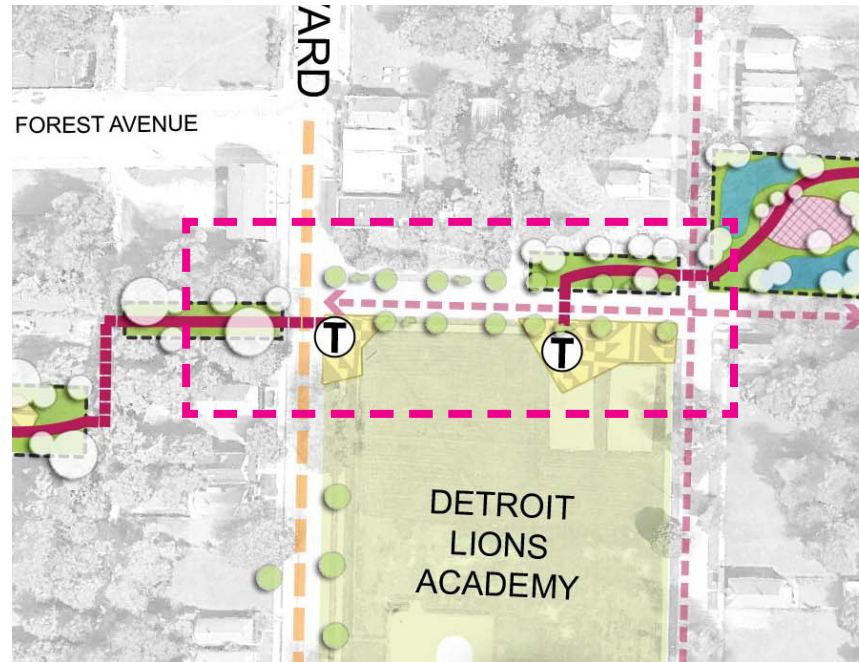
Image Credit: 710Knus



Image Credit: Metro Times

TRAILHEADS

The trailheads offer points along the trail for critical decision making. Each one will have directional signage and community board information to offer news and communication to residents and visitors. There are 4 proposed trailheads along the Canfield Connect Phase One at key points of interest, including Brewer Park and Detroit Lions Academy. Each trailhead should have a marker that indicates directions and mile markers, and offers a connection back to the Canfield Connect with the neighborhood greenway's branding and logo.



Developed by: Madd Design

Image Credit: Pinterest.com

04

DEFINE THE PROGRAMS

IDENTIFY OTHER PROGRAMS AND AMENITIES ALONG THE ROUTE TO SUPPORT THE DESIRED USE AND TRAFFIC. COMMUNITY ENGAGEMENT WILL HELP DEFINE WHAT THESE AREAS ARE, WHAT THEY SHOULD LOOK LIKE, AND WHERE THEY SHOULD GO.

One key aspect of the Canfield Connect is the programming. Programmed areas are specific lots that are set aside to support the recreational and community activities proposed for the greenway. There are 6 proposed nodes to maintain traffic and establish destinations along the length of the greenway.

Based on the previous community engagement efforts led by Canfield Consortium, Wayne State University, and the Detroit Collaborative Design Center, the following programs were identified as important additions to the greenway and the community as a whole:

- Stormwater Management
- Outdoor Wellness / Gym Areas
- Outdoor Commercial Spaces
- Gathering Spaces
- Public Art Installations
- Playscapes

In establishing the program locations, it will be important to return to the East Canfield Village community to identify and vote on names for these spaces that reflect the local culture, heroes or values.

Stormwater Management

For many years, the Detroit's East Side has struggled with flooding and excessive runoff during storm events, and in recent years, the impact has progressively gotten worse. Many residents suffer from basement flooding, sewer backup and other water damage. In response, Canfield Consortium is investing in strategies for rain mitigation, like rain gardens and bioswales, to help the East Canfield Village community deal with flooding. Based on the community feedback, the parcels along Pennsylvania Street will be allocated toward a robust stormwater management

landscape that can retain large amounts of water to mitigate water-related damages to nearby homes and utilities. This will also add an interesting destination along the Canfield Connect as a naturalized location for interpretive learning, walking, and intense native plantings.

Outdoor Wellness / Gym Areas

Many of the neighborhood serving recreation centers have closed so there are limited options for adults and youth to engage in healthy outdoor activities, like exercise. This is a challenge for those who suffer from preventable illnesses like obesity. In previous engagement efforts, over 67% percent of residents requested outdoor fitness equipment (see A Walkable Community: Connecting East Canfield Village). An outdoor wellness area offers a no-cost alternative to fitness equipment and can be used by all ages and abilities.

Outdoor Commercial Spaces

Canfield Consortium is exploring opportunities to convert vacant residential spaces into local neighborhood serving businesses, like coffee shops or retail. Having outdoor spaces will be important for the success of these enterprises, especially since the demand for these

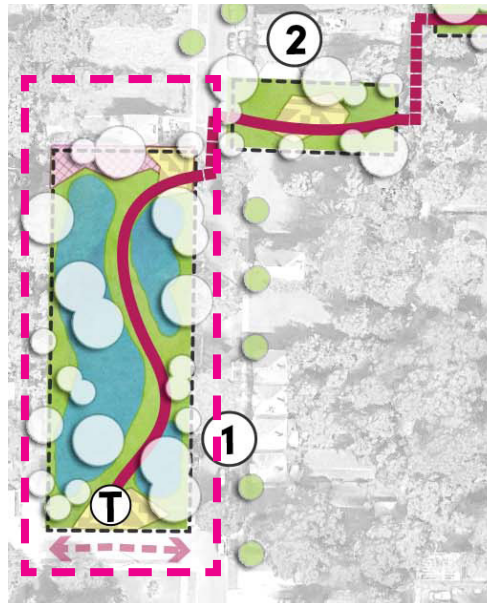


Image Credit: Henry Ford Hospital System



Image Credit: Leaf Chronicle

spaces increased during the COVID-19 pandemic. These spaces can also support food trucks, business pop-ups, and other local enterprise to increase connections in the community.

Gathering Spaces

Gathering spaces are a simple way to bring neighbors together along the greenway. They also offer moments to rest for those traveling the full extent. Providing gathering spaces will address the East Canfield Village community's need for a variety of open outdoor spaces that can accommodate special events, community gatherings or individual reflection. These spaces may incorporate a built component, like pavilions or shade structures.

Public Art

Canfield Consortium has already begun to identify local artists who may contribute to the overall beautification of the East Canfield Village neighborhood, and thus, the Canfield Connect. Activated lots along the greenway may be used for public art installations, or murals that reflect the beauty and interests of the residents. Artists may also be invited to install interactive components that can further



Image Credit: Chicago Park District



Image Credit: Kiss FM 969

engage youth, like the incorporation of light or sound, or hands-on learning.

Street crossings will comply to city standards but can also incorporate more creative design, including graphic painted crossings or graphic text. “Welcome mats” or mosaics embedded in the asphalt can be used as crossings as well.

Playscapes

There is also an existing demand for safe, updated play spaces for the neighborhood youth. Many of the existing parks feature minimal playground equipment - and if they do, they are outdated. Adding playscapes along the Canfield Connect helps to respond to this need while establishing a safe destination for children to play together.



Image Credit: Daily Detroit



Image Credit: Tallahassee Democrat

05

SELECT MATERIALS AND FURNITURE

CHOOSE DURABLE MATERIALS TO MEET THE NEEDS OF ITS USERS WHILE WITHSTANDING EXPECTED WEAR AND TEAR. SITE MATERIALS AND FURNITURE CAN SUPPORT COMFORT, RESILIENCY AND LONGEVITY.

To successfully execute a safe neighborhood greenway that meets AASHTO standards, a variety of materials and furnishings must be considered, from surfacing to traffic calming measures. Together, these components work to protect users from vehicular traffic and promote a seamless experience.

There are three common surfacing materials used in greenway design: concrete, asphalt, and rubber pervious pavement.

Concrete is the most durable surfacing material, capable of handling the impact of walkers, bikers and even vehicular traffic

when needed. Concrete can last several years before the need for replacement. It also retains the least amount of heat and thus is the most effective at reducing Urban Heat Island Effect. However, concrete is susceptible to cracking from moisture and cold temperatures, and eroding from road salt. Concrete's impervious quality also prevents the infiltration of rainwater and run-off. These maintenance challenges make concrete a progressively more expensive surfacing material to install.

Asphalt is the cheapest surfacing material. It is easy to install and maintain over

time, and stands up to road salts during the winter months. However, asphalt is less durable than concrete and may require more frequent replacement. While asphalt is an impervious surface, it has an absorbent quality that collects oils and other pollutants that can contaminate the soil and air. There are porous asphalt options, but they require frequent maintenance especially in locations with a lot of leaf litter.

Rubber pervious pavement is another option, which is composed of recycled rubber that is shredded and bonded to form a solid pervious surface. This material

is relatively expensive to install, and there are few national vendors who offer this product. However, rubber is a soft and low impact material, and the preferred material for runners. Unlike concrete, rubber's flexibility limits cracking and erosion from road salts. Yet, similar to asphalt, rubber can leach pollutants into the landscape.

For the purposes of versatility and affordability, asphalt is the recommended and preferred material choice that still complies with national AASHTO standards.

PREFERRED SURFACE CHOICE



	CONCRETE	ASPHALT	RUBBER
PRICE	\$10-\$30 Per square foot	\$7-\$13 Per square foot	\$16-\$25 Per square foot
ENVIRONMENTAL IMPACT	Medium - Concrete production produces a massive amount of CO ₂ (about 8% of global emissions).	High - Asphalt leaches chemicals into the ground and air. The darker color also absorbs heat, contributing to Urban Heat Island Effect.	Medium - Rubber porosity can leach zinc into the ground.
RESILIENCE	Medium - Concrete may crack over time due to icing and road salts.	High - Asphalt can withstand road salts with lower repair and maintenance costs.	High - Rubber does not crack and can accommodate shifts underground (tree roots, water infiltration etc.).

Bollards

Bollards are important traffic controls for greenways. They signal a break in vehicular movement and can protect pedestrians and property on the sidewalk in the event of an automobile accident. As a defensive element in the landscape, bollards have different ratings depending on their finished materials. The two types of bollards to consider include reinforced concrete bollards or stainless steel bollards.

Reinforced concrete bollards are strong and effective in stopping a speeding vehicle. However, it is subject to deterioration from the cold weather as water seeps through and freezes. Stainless steel bollards are weaker than concrete bollards, but they are more easily repaired and maintained, and can withstand extreme temperatures. A traffic analysis with the City of Detroit may support which bollard type is necessary for the greenway within the East Canfield Village neighborhood.

Road Markings

Greenway markings are important in establishing ground rules for how the



Image Credit: Seattle Bike Blog



Image Credit: World Highways

greenway should be used. For a shared-use path, road markings can indicate which side of the greenway is dedicated for walkers or bikers, the direction of travel or even the desired speed of traffic. The Canfield Connect will refer to the City of Detroit standards for bike facility roadway markings to maintain consistency with other off-road networks across the city.

Plantings

Plantings along the greenway can serve multiple purposes. They offer beauty to the path, making the greenway an attractive amenity for the neighborhood. They can support local habitat and environmental concerns, like migratory bird patterns or site flooding management. They can also serve as a security buffer between properties, especially those that are privately owned and/or occupied. For whichever primary purpose, it is recommended that all the plants selected are native to Detroit and to Michigan to support healthy local ecosystems and lower maintenance costs.

Other Furnishings to Consider

A few additional furnishings to consider to complete the Canfield Connect include benches, trash cans, lighting and cameras.



Image Credit: NC State University

Benches offer places to rest, which is important for the neighborhood's elderly community. It is key to site trash cans with benches to create places to recharge. This will limit the amount of trash found on the greenway and will promote local stewardship.

Lighting and cameras respond to site safety and security. In the event that the greenway is occupied at night, lighting will help users see in the dark, and can thwart any illicit behavior that may threaten a sense of safety. Cameras can also help document the happenings of the greenway,

which also deters criminal behavior day or night.

Each of these components are important in establishing a safe and functional greenway. Each element should be considered for their installation and maintenance costs and compared to the City of Detroit requirements to ensure high standards.



Image Credit: Detroit Riverfront Conservancy

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06

DEVELOP A TIMELINE

BUILD A SCHEDULE THAT PLANS FOR ALL THE VARIOUS STEPS OF THE PROJECT LIFE, FROM VISIONING TO IMPLEMENTATION.

Planning is vital to the success of any project. It offers a realistic view of how long different steps will take, what tools or resources are needed, and when to execute the collective ideas. There are many factors that may speed up or slow down a project, or expand scope, so planning ahead can help ensure that all parties are informed and aware. Without an adequate timeline, projects may be completed haphazardly - or not at all - diminishing the effects and impact the project originally intended.

It is completely normal for projects to proceed in phases that can last years. In fact, the Canfield Connect will likely

be completed over the course of several years, in coordination with other external processes like site acquisition, resident engagement, and fundraising. Incremental development and sequential planning are best for more complicated projects that need to be built over time.

Within the project planning phase, it is also important to identify clear roles and responsibilities for all the players involved, including project partners, volunteers, designers and other leaders. This supports the delegation of responsibilities over the course of the project.

These tasks may include:

- Administration
- Event Planning and Coordination
- Social Media and Marketing
- Grant Writing
- Material Procurement
- Photography and Documentation
- Design and Construction Leadership
- Local Engagement Efforts

EXAMPLE TIMELINE

The following is an example timeline for a project that is anticipated to be completed within a year - from visioning to implementation. Depending on the scale, this timeline may grow or shift in response to the project type and quality.

WINTER | PROJECT START

(DECEMBER - FEBRUARY)

Consider planning for the project to establish goals and understand limitations, including:

- Overall Project Planning
 - Site Visits
 - Grant Writing
- Relationship Building & Engagement
- Role Identification & Delegation

SUMMER | ACTIVATION

(MAY - AUGUST)

Implement the community vision on the site while considering:

- Project Execution
- Volunteer or Community Events
- Planting (Depending on timeline)
 - Documentation

SPRING | PREPARATION

(MARCH - APRIL)

Select and secure the materials needed for activation, and organize other events to prepare the site for a new life, including:

- Material Procurement
- Clean-up Events
- Relationship Building
- Secure Ownership and/or Control

AUTUMN | FINISHING TOUCHES

(SEPTEMBER - NOVEMBER)

Refine and finalize the project and close any loose ends, including:

- Clean-up Events
- Site Visits
- Grant Reporting
- Planting (Depending on timeline)
 - Documentation

An example of how these parts come together is the April 2022 Canfield Consortium clean-up event. This event was the second volunteer clean-up event for the first pilot lots, the first few vacant parcels that will be activated as part of the full length of the Canfield Connect. After planning out the project timeline, the volunteer event was used to clear the remaining brush and ramble that separated the lots intended to be used.

Working with Wayne State University, the Ford Motor Fund and others, Canfield Consortium recruited over 30 volunteers to clean up the site. The event was identified as a success as the pilot lots were completely cleared, and trash and debris were removed and disposed.



Image Credit: Wayne State University



Image Credit: Wayne State University

EXAMPLE TIMELINE FOR PILOT LOT ACTIVATION

The following is an example timeline used to activate the pilot lots associated with the Canfield Connect. Depending on the scale, this timeline may grow or shift in response to the project type and quality.

The pilot lot project is one step to realizing the full 1.25 mile greenway that will be the Canfield Connect. The site was identified by Canfield Consortium and residents as an important node to activate to show proof of concept. The pilot lots are close to Brewer Park and begin the network of activated lots weaving through the neighborhood.



2021

SEPT | PROJECT STARTS

- Identify Site
- Site Visit
- Project Planning

OCT-NOV | ENGAGEMENT

- Introductory Meeting With Residents
- Compile Community Feedback
- Identify Pilot Site (Where to Start)
- First Site Clean Up Event

DEC- FEB | SITE DESIGN

- Complete Community Feedback Compilation
- Confirm Permits
- Design New Character For Pilot Site
- Confirm Design With Residents

MAR -APR | SITE ACTIVATION

- Complete Site Activation Plan
- Begin Site Implementation
- Recruit And Organize Volunteers For Site Clean-Up

MAY - JUN | SITE DESIGN

- Install Site Features (Planting, Furniture Etc.)
- Coordinate With City Agencies
- Work With Contractors As Necessary

JUL | PILOT COMPLETION

- Ribbon Cutting
- Prepare For Next Project Phase

2022

EXAMPLE TIMELINE FOR OVERALL PROJECT PLANNING

This timeline below was developed in the 2021 “A Walkable Community: Connecting East Canfield Village” Report Document to show the overall steps required to plan for the full length of the Canfield Connect.

1

Acquisition

- Who owns the land your organization wishes to purchase?
- Is there anyone looking to acquire the same land?
- Do any of the lots have liens/or other additional legal obstructions associated to them?
- Do current land conditions of each lot challenge the project physically or financially? If so, how?
- How many lots does your organization have the capacity to purchase?
- What is the approval process for land acquisitions?

2

Development & Community Costs

Development Costs

- Identify the purchase price for each lot
- Identify site clearing and/or demolition costs
- Identify any legal costs

Community Considerations

- What type and how much community engagement has taken place?
- Do residents want development in the neighborhood or directly adjacent to their property
- What disruption might development create for residents? (noise, dust, traffic, etc.)

3

Design & Programming

- How will this space be used and by who?
- Does the design/programming plan meet the stated project goal(s)?
- Does the design/programming plan include specified needs/wants of residents?
- What measures are in place to manage expectations of stakeholders?

Image Credit: Pellegrini, Renee (2021) A Walkable Community: Connecting East Canfield Village

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Design Budget & Construction Costs

- What are the design & programming budgets? Is the project over budget?
- Can compromises be made? (i.e., materials, design components)
- Identify the priorities of the project. Have they been met?
- Are there additional costs to be considered?
- Identify barriers to meeting project deadlines. How can barriers be mitigated?

5

Near-Term / Long-Term Operation Costs

- Identify how the greenway will be maintained and associated costs
- Identify programming to be offered, the facilitators and associated costs
- Identify how many volunteers will be needed, frequency and time; who will manage these volunteers?
- Will staff need to be hired?
- Can this design and programming plans sustain overtime?

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Maintenance & Operations Budget

- Identify maintenance needs and associated costs
- Identify programming and staffing costs
- Establish an emergency maintenance / repair fund
- Identify alternative funding sources

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ESTIMATE THE COSTS

IDENTIFY THE COST OF THE PROJECT - AND ITS SEQUENTIAL STEPS - TO DEVELOP A BUDGET THAT PARTNERS AND DONORS CAN SUPPORT THROUGHOUT THE LENGTH OF THE PROJECT.

Figuring out the site activation costs can be a cumbersome task. From procuring materials to identifying when to engage a professional contractor, there is a lot of guesswork in determining realistic costs for key components of a site project.

Canfield Consortium consulted with businesses and organizations, including Wayne State University and local landscape architects, to develop a cost opinion for the different phases of the Canfield Connect. These costs were reflective of what would be needed to begin on the pilot lot projects as well as the full length of the proposed greenway.

Pricing Materials and Furniture

Once the project design has identified materials and furniture, including seating, landscape, signage and paving materials, it is important to reach out to vendors to confirm current costs and shipping timelines.

When to Engage Professionals

Depending on the design, volunteerism may not be enough. There are limitations on how much an unlicensed professional can build on a site before the need of a permit or site approval is triggered. In the event that site design requires robust installation, like the erection of structures or paving, a licensed

professional like a general contractor or architect will need to be engaged. If so, the fee for these professionals will need to be factored into the budget.

Plan and Budget in Phases

All of the project aspects do not need to happen at once. In fact, implementing the project across phases is preferred to accommodate for real time setbacks and allow for evaluation before beginning another segment. Similarly, funding sources may not accommodate a full vision but can support aspects of the vision. Dividing up the project into phases may ensure more long-term success.

EXAMPLE OF A PROJECT BUDGET

The following is an example budget that highlights the different design components of a site activation, the estimated quantities and costs, based on the recommendation of a professional licensed contractor.

	QTY.	UNIT	TOTAL	NOTES
HARDSCAPE				
21AA Crushed Concrete Base	14	YD	\$700	2" Depth, 1/4" limestone chips
Clean Limestone	725	YD	\$1,092	Flush
Weed Barrier	1	SF	\$480	2" Depth, 1/4" clean limestone
Steel Edging	710	LF	\$2840	
HARDSCAPE TOTAL:	\$2,272			
LANDSCAPE				
Purple Fountain Grass	46	EA	\$2898.00	3-Gal
Inkberry	30	EA	\$2880.00	18-24"
Gold Lace Juniper	37	EA	\$2841.00	3-Gal
Christmas Fern	63	EA	\$975.24	1-Gal
Blue/Green Sedge	84	EA	\$1219.68	1-Gal
Fragrant Sumac	93	EA	\$5580.00	3-Gal
Bungleweed	73	EA	\$1060.20	1-Gal
Shrubby Wort	37	EA	\$467.98	1-Gal
Carolina Rose	33	EA	\$1782.00	1-Gal
Summersweet Clethra	41	EA	\$2,755	1 Gal not available, quoted 3-Gal
NJ Tea	46	EA	\$2,755	1 Gal not available, quoted 3-Gal
Steeplebush	13	EA	\$936	3-Gal
Smooth Aster	22	EA	\$660	1-Gal
Grass Seed	1000	SF	\$925	
LANDSCAPE TOTAL:	\$27,736			

Image Credit: JIMA Studio

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GARNER SUPPORT

APPLY FOR GRANTS WITH THE PROJECT IDEA, PLAN AND BUDGET TO SECURE FUNDING FROM DONORS OR HELP FROM VOLUNTEERS.

Adequate support is vital to the success of these site activation projects. Support comes from clearly articulating project goals, intended impact and degree of community buy-in. With these components, donors and volunteers can clearly see how their contributions will be utilized and what the measurable impact will be.

Canfield Consortium is incredibly grateful to the Ford Motor Company Fund and their community grant that initiated the first phase of the Canfield Connect. Additional support also came from the Ford College Community Challenge, and the Greening of Detroit's Community Tree Planting Program.

Each of these opportunities could offer financial support to other site activation projects. Many grant applications require a targeted site location, a general understanding of the intended character, and a plan toward implementation. Knowing these elements ahead of applying will ensure a strong application and swifter response times. Certainly, there would have to be some adjusting to shape the answers to apply to the specific funding opportunity. However, developing these key components will make the overall process more effective.

Mobilizing a Community

Leading up to the implementation of any project, the support of the community is crucial to the acceptance and success of a project. Prior to beginning the implementation of the Canfield Connect, the leaders of Canfield Consortium, along with Renee Pellegrini, engaged the residents of East Canfield Village around ideas of open green spaces, use and character, through surveys, virtual calls, and community events. This information helped shape the design of the greenway.



Image Credit: Canfield Consortium

Community engagement can look differently across various neighborhoods, age groups, and languages. The key is to find what works best for each project and community. Canfield Consortium was able to leverage partnerships and volunteers to make the pilot sites available for redevelopment. Other methods can include:

- An online survey
- Neighborhood Facebook groups, etc.
- Door-to-door canvassing
- Community celebrations

Working with Local Agencies

Working with the City early and often will ensure project success. While a project may have earned community buy-in, it is inevitably up to the City to approve the project idea, in alignment with larger City goals. The City ensures that the proposed idea is supported by local zoning codes, and reviewed by various departments, like the Department of General Services, the Department of Public Works, and the Police Department. Connecting frequently with the engaged agencies will support an efficient process, triggering other



Image Credit: Wayne State University



Image Credit: Detroit Metro Times

processes and timelines that may impact the project.

Detroit Land Bank Authority

The Detroit Land Bank Authority (DLBA) is a quasi-governmental arm that assists the City of Detroit in the disposition of the city's vacant land catalog. They sell city-owned parcels to individuals or organizations that are looking to activate and steward vacant land. For Canfield Consortium, the relationship with the Detroit Land Bank Authority has been greatly beneficial. In sharing the full vision of the Canfield Connect, the DLBA offered a batch deal that allowed for all the requested lots to be set aside for Canfield Consortium to purchase, making sure that other interests did not derail the project.

Next Steps

While there are many groups to coordinate with, the success of a site activation project will rely on the success of gaining the support and trust of these varying entities. Without them, it is likely the project will not be realized at all. A clear vision and a method on how resources will be used will ensure long-term success.



Image Credit: Detroit Land Bank Authority



Image Credit: Wayne State University

FINAL WORD

The legacy residents of the East Canfield Village community are strong, resilient and optimistic. Led by Canfield Consortium, residents have come together as a united community with deep convictions and clear ideas about the revitalization of the neighborhood. An important step in this process is claiming the neighborhood identity, which happens by determining projects that enhance the community, define the culture and highlight the history of the neighborhood.

The Canfield Connect plays an important role in defining and advancing the identity of the East Canfield Village neighborhood. Residents understand that a landmark project like the Canfield Connect will foster a spirit of community and pride, which is vital to revitalization. The Canfield Connect will aid in strengthening community bonds and lead to positive social outcomes such as alley activation, support of local businesses,

and the creation of recreational and social opportunities which are key to a flourishing and sound neighborhood.

The Canfield Connect will build a bridge between the neighborhood's history of homeownership and the current reality of vacancy while creating a plan to address underutilized land. It provides a much needed sense of renewed hope and encouragement.

The Canfield Connect is an example of a community led development in a marginalized neighborhood and has the opportunity to be a blueprint for similar projects.





Perspective View of Canfield Connect at Saint Clair

