VIBRANT BLOCKS FOR BUSINESS

A Main Street Design Guide for More Beautiful Commercial Districts

A vibrant, bustling retail district is not measured by the size of the district, but the character of the street.

– DEGC Neighborhood Retail Opportunity Study

Detroit's commercial corridors are instrumental in supporting local businesses, residents, and neighborhoods. They define Detroit's urban fabric and establish a citywide network of commercial districts. The design and maintenance of these corridors are crucial in making sure local and national retailers and businesses thrive within the city.

A well-designed commercial corridor can uplift local businesses and incubate new ones, stimulate hyper-local economies and keep money in the community, provide access to jobs, goods, and services, encourage walking and alternative transportation, and be the center of cultural and social activity all in one place. However, with all that activity comes many design challenges that call for comprehensive design strategies. Vibrant Blocks for Business will be a go-to guide for the city, developers, landowners, and business owners to help align desired uses with high-quality urban design and maintenance strategies.

Ultimately, the goal of the guidelines is to enhance the City's standards for urban and architectural design within commercial districts, streamline the development process and remove barriers to community development, improve the quality of life and community character for residents and visitors, enhance the aesthetics of the built environment, and foster vibrant, walkable, and pedestrian-friendly commercial streets. The final work will result in a living document that is easy to use for novice and experienced developers and existing and new business owners. Properly coordinated by various partners, the Vibrant Blocks for Business design guide will help lead Detroit's commercial corridors into the future.

Taking place now through December 2022

Questions?
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