



The Heidelberg Project: Framing the Future

Wayne State University
Master of Urban Planning
Capstone Class 2023



Background

- *The Heidelberg Project*
- Created in 1986 by artist Tyree Guyton. The Heidelberg Project aims to restructure its interaction with the build environment of the neighborhood in coming years to better promote walkability, serve the neighborhood, and integrate sustainable infrastructure throughout the Project.
- *Wayne State University Department of Urban Studies and Planning*
- Masters of Urban Planning (MUP) Capstone Project, comprised of graduating MUP students who are aiming to provide a helpful framework for The Heidelberg Project to foster change and promote its mission sustainably.





Areas of Implementation

Green Space and Infrastructure: Environmental and fiscal sustainability

Art Environment & Engagement: Foster safe, collaborative, and educational art community

Connections to the Neighborhood: Organizational connection, collaboration, and capacity.

Financial Feasibility Planning: Improve financial health of organization

Art Environment & Engagement



Safety: Pedestrian Safety



Walkways: Movement through art installations



Signage: Increase visibility and connections between the art environment and the community

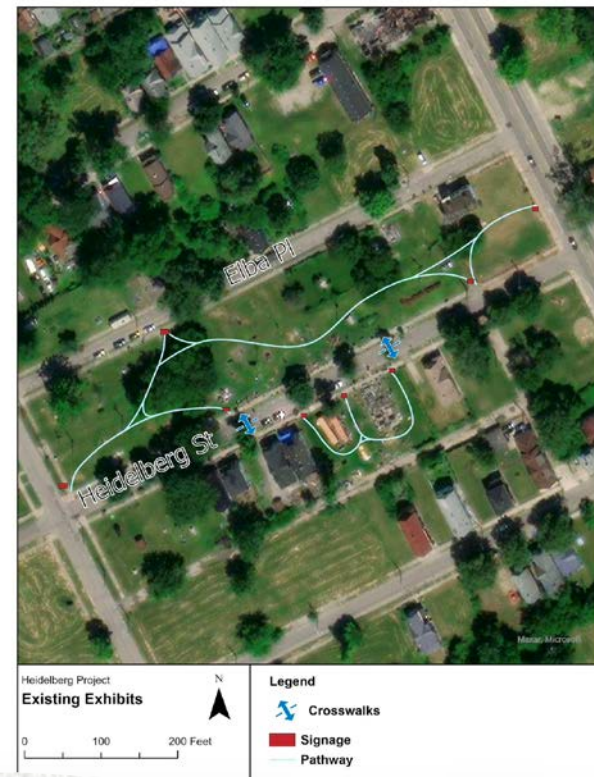


Community Connections: Gathering spaces



The Heidelberg Project's Vision Statement

"We believe a community can re-develop and sustain itself, from the inside out, by embracing its diverse cultures and artistic attributes as the essential building blocks for a fulfilling and economically viable way of life."

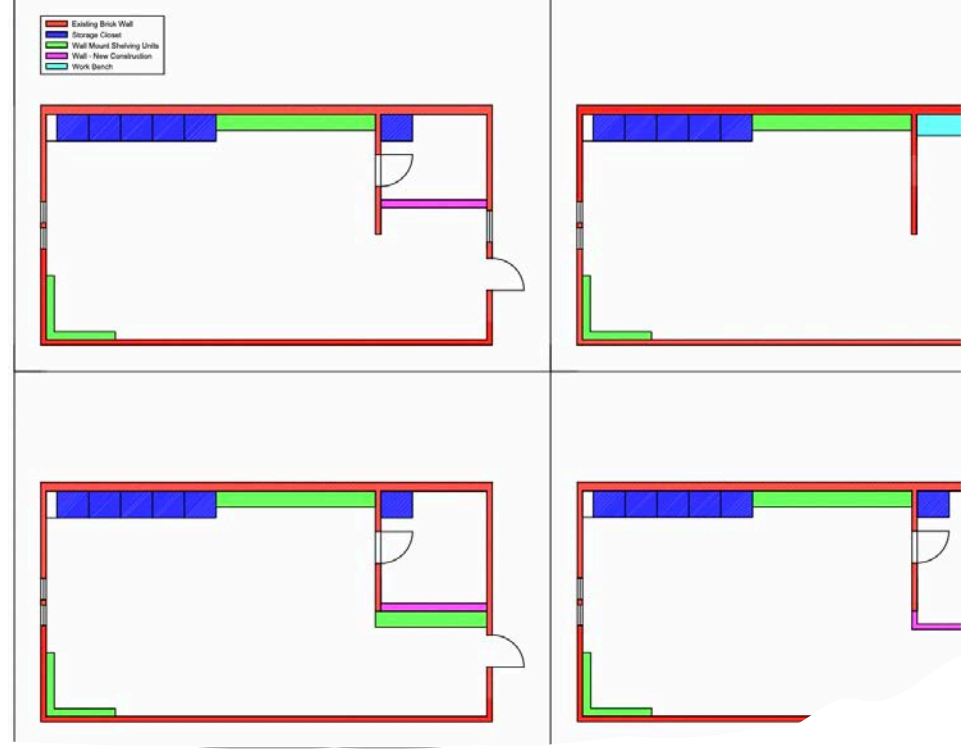


Art Environment & Engagement

Safety, Signage and Walkways



Numbers House Suggested Floor Plans



Art Environment & Engagement

Community Connections



Connections to the Neighborhood



Partnerships & Community Engagement



Advocacy



Key Programming



Social Media Enhancements



Recommendations

Goals

- Utilize partnership guide and best practices for community engagement to improve neighborhood interaction
- Improve CRM data management
- Improve organizational capacity
- Increase collaborative efforts with local government and non-governmental organizations
- Increase programming and activation of arts environment
- Improve social media engagement

Outcomes

- Connections built with local community organizations and local government
- Improved data management
- Improved community engagement

Green Space and Infrastructure



Energy



Green Stormwater Infrastructure



Motorized and Nonmotorized Connectivity

Energy Efficiency and Renewable Energy

Goals

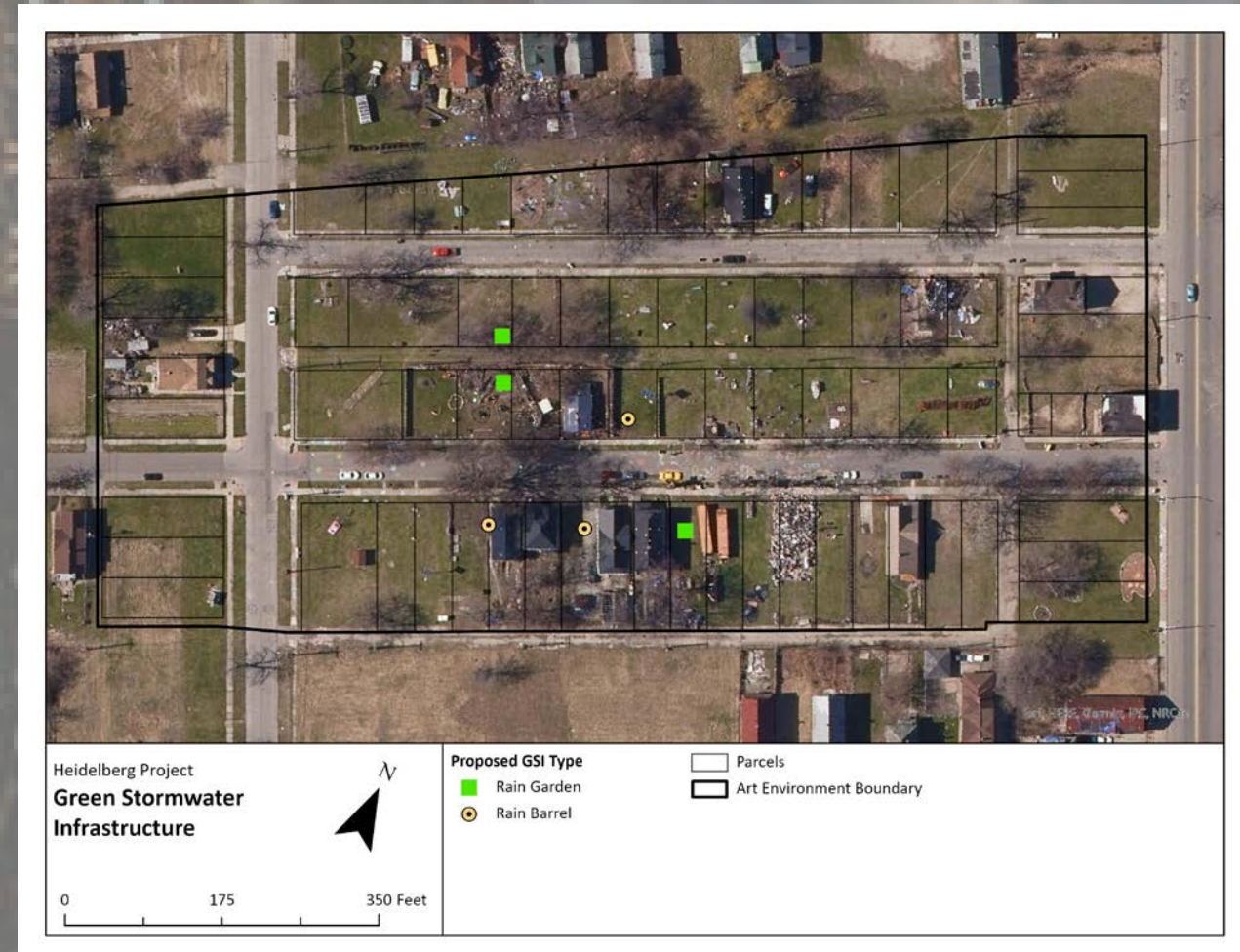
- Increase energy efficiency
- Expand and add renewable energy capabilities



Green Stormwater Infrastructure

Goals

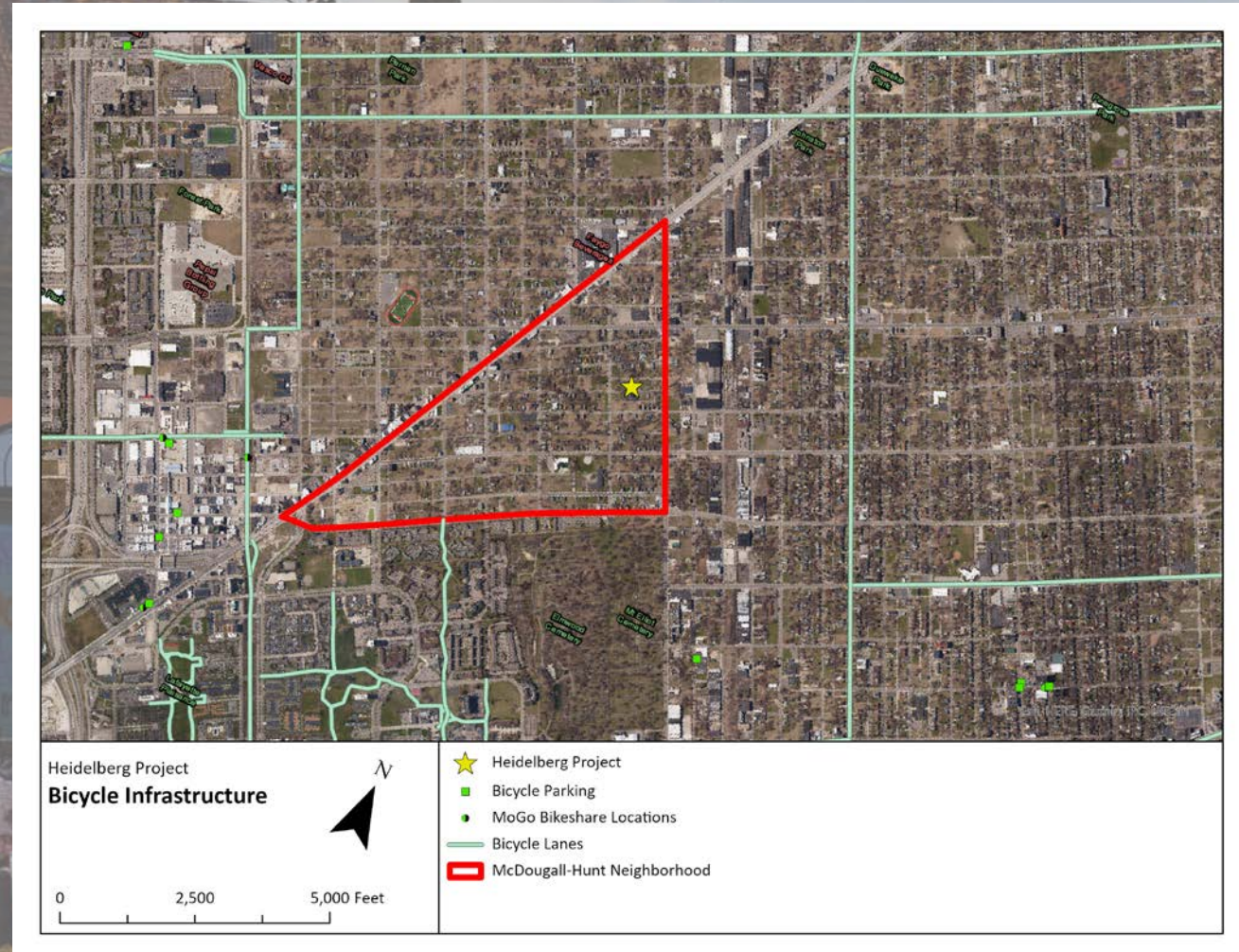
- Include rain harvesting across arts environment
- Expand and integrate rain gardens
- Swap cement for permeable surfaces



Bicycle and Transit Connectivity

Goals

- Increase connectivity to surrounding bicycle network
- Bus rapid transit infrastructure
- Add a MoGo bicycle share station



Sidewalk Condition Improvement

Goals

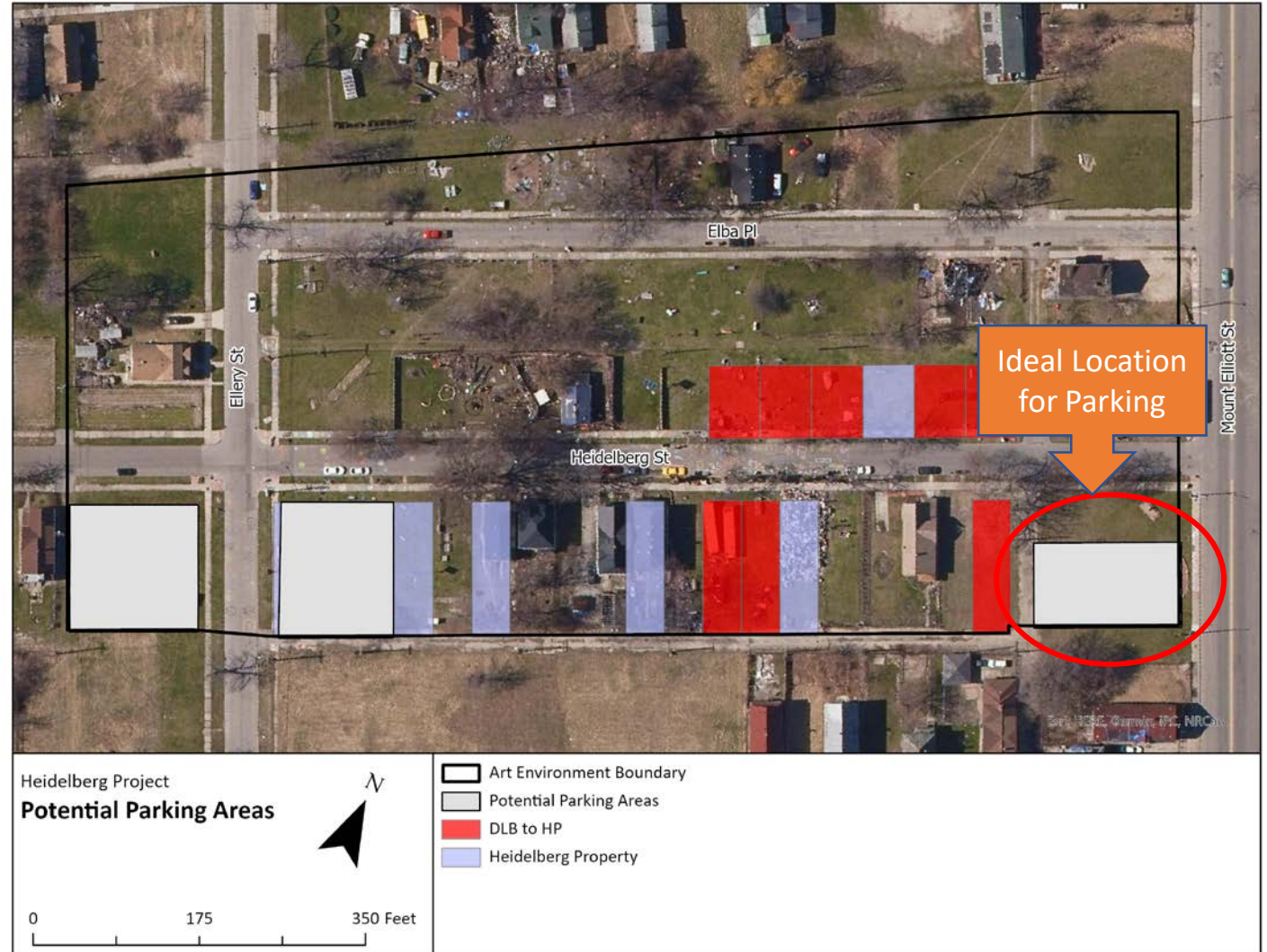
- Improve conditions of sidewalks



Parking Access

Goals

- Improve parking access



Financial Feasibility



Fund Diversification



Stewardship

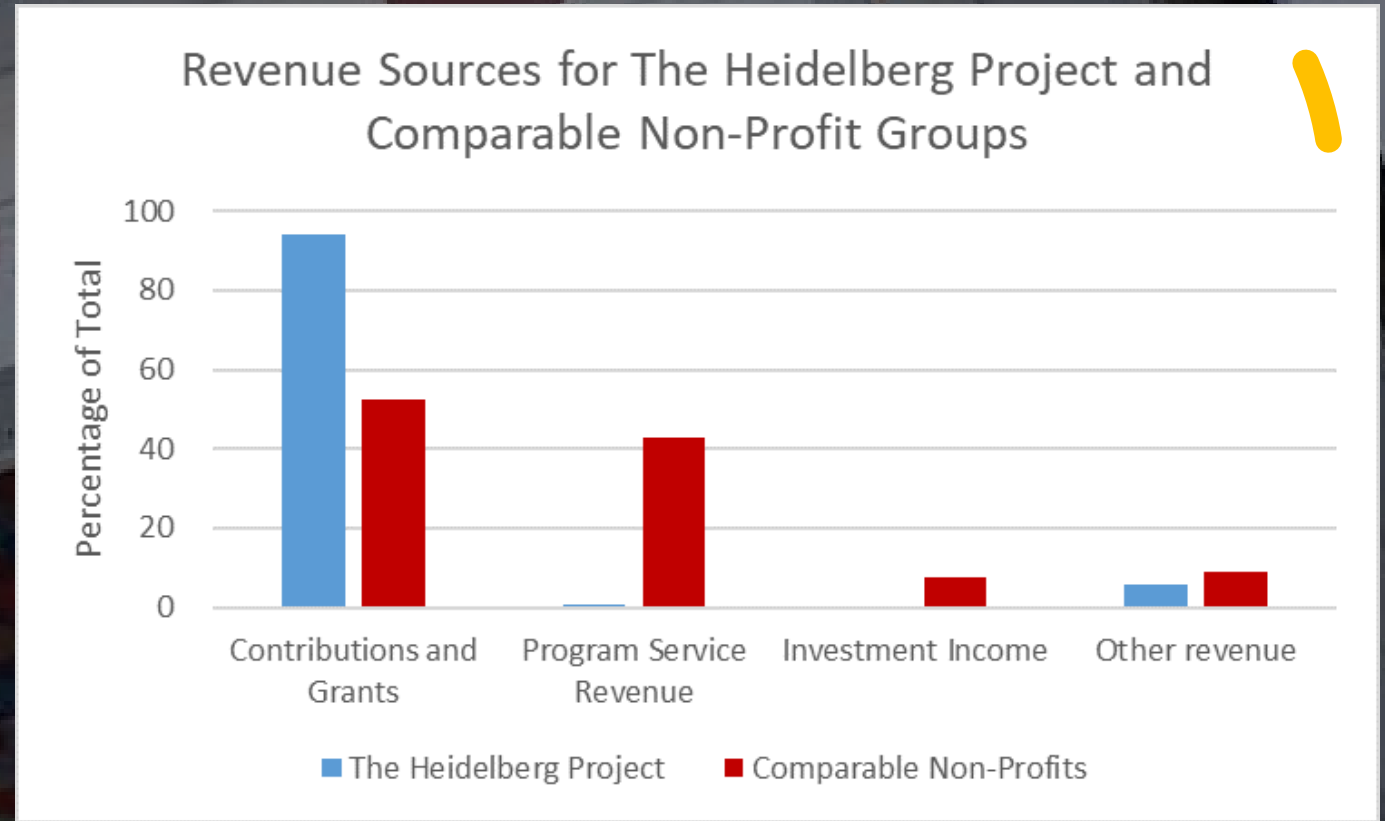


Responsibilities



Increased Revenue

Financial Feasibility





Endow the future

Hire Volunteer Coordinator

Peer-to-peer fundraising tools

Increase board support

Redistribute responsibilities

Capture low hanging fruit



Recommendations

Framing the Future

How do we use this plan?

Why is collaboration important?

Who are the benefactors?

Does the land use change?

What is the timeline?

What is the cost?