



JOHN R-WATSON PARK BRUSH PARK

DETROIT, MI

PHASING STRATEGY | SEPT 21, 2021

BRUSH PARK CDC + CITY OF DETROIT + ROSSETTI

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COMMUNITY SURVEY RE: PARK PRIORITIES

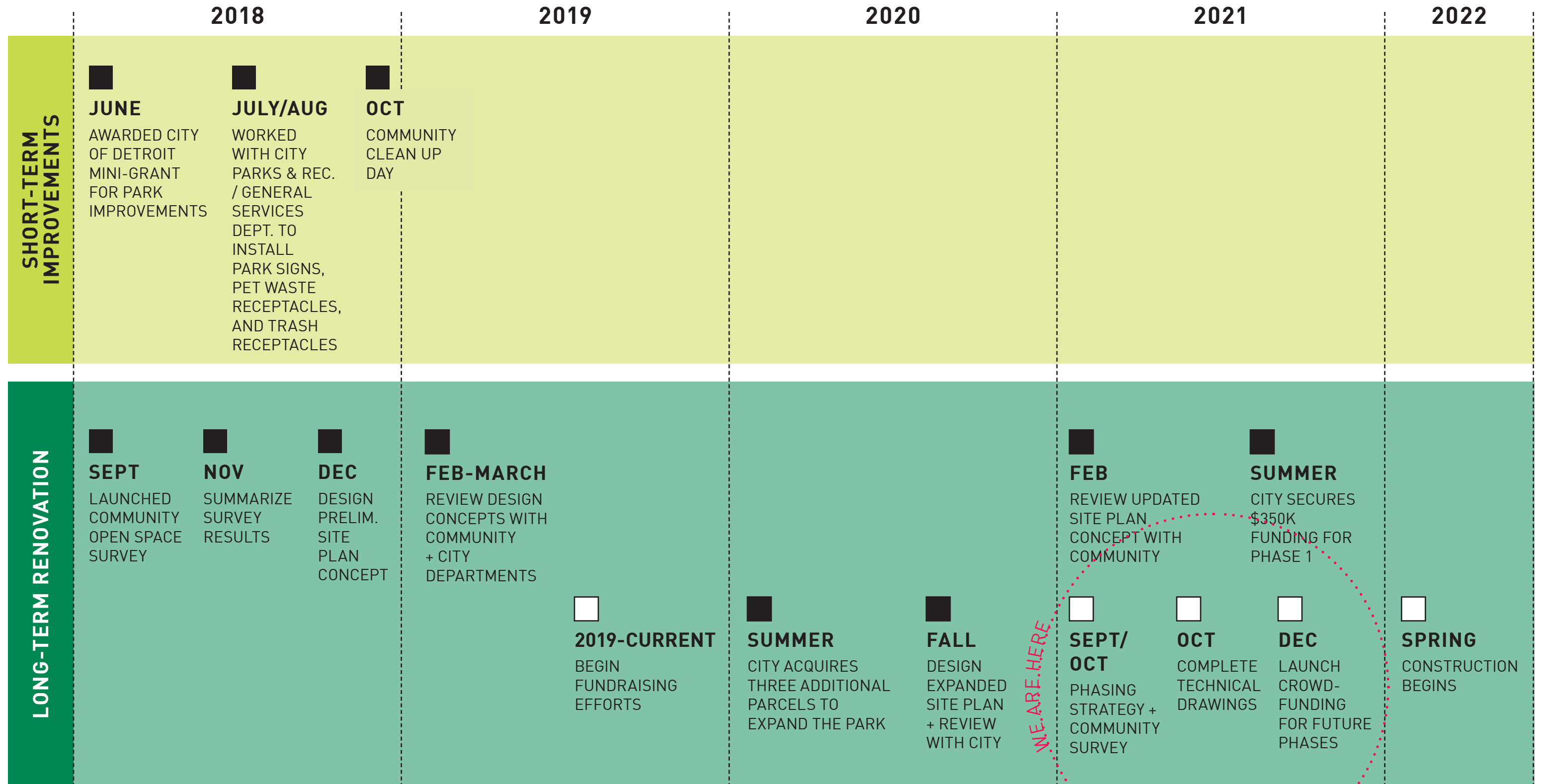
CROWDFUNDING / FUNDRAISING

An aerial photograph of a city street grid, overlaid with a semi-transparent teal color. The image shows a mix of urban buildings, including a prominent tall skyscraper on the right, and green spaces with trees. The text "PROJECT BACKGROUND" is centered in the image in a white, sans-serif font.

PROJECT BACKGROUND

PROJECT TIMELINE

JOHN R-WATSON PARK



DESIGN CONCEPT

REVISED SITE PLAN FOR EXPANDED PARK (1.1 ACRE)

ESTIMATED TOTAL COST

\$1,475,000



An aerial photograph of a city street grid, overlaid with a semi-transparent teal color. The image shows a mix of urban buildings, including a prominent tall skyscraper on the right, and green spaces with trees. The text 'PHASING STRATEGY' is centered in the image in a white, bold, sans-serif font.

PHASING STRATEGY

PHASE 1

\$350,000 IN CITY FUNDING

ITEM	EST. COST
DEMOLITION	\$ 25,000
<ul style="list-style-type: none"> • Select Tree Removal • Pavement Removal • Topsoil Stripping & Stockpiling • Misc. Site Amenity Removal (concrete pylons, benches, planter beds, etc.) 	
SITE PREPARATION	\$ 35,000
<ul style="list-style-type: none"> • Soil Erosion Control Measures • Tree Protection Fence • Earthwork • Demolition 	
UTILITIES	\$ 85,000
<ul style="list-style-type: none"> • Utility Adjustments • Water Tap Line & Meter • Irrigation System • Electrical Service 	
SITE IMPROVEMENTS	\$ 144,000
<ul style="list-style-type: none"> • Walking Paths — <i>potential donor item @ \$300/paver</i> • Turf Establishment • Lighting • Benches — <i>potential donor item @ \$5,000/bench</i> • Movable Tables & Chairs • Bike Racks • Litter Receptacles 	
MISCELLANEOUS	\$ 61,000
<ul style="list-style-type: none"> • Mobilization, General Conditions, Bonds & Insurances, Close-Out Work, Contingency, etc. 	
PROFESSIONAL SERVICES	\$ 0
<ul style="list-style-type: none"> • Donated by Kevin Stover (ROSSETTI) 	
TOTAL	\$ 350,000



FUTURE PHASES/AMENITIES

7 PROJECTS + ESTIMATED COSTS

LANDSCAPE AMENITIES	
Plantings	\$62,000
Shade trees, ornamental trees, shrubs, perennials, bulbs	
Perimeter Fencing & Piers	\$106,500
Decorative 3' fencing, brick piers	
Art/Sculpture	TBD
Ranges significantly	

ACTIVE AMENITIES	
Dog Run	\$87,000
Synthetic grass, gate/fencing	
Kids' Playscapes	\$245,000
Youth play area, Treehouse, poured rubber surface material	
Community Garden	\$60,000
Raised planters (5), screening fence, shed	
Pavilion	\$145,000
Pavilion structure, wood decking, storage	

NEXT STEPS:

- Release community survey to prioritize the 7 projects (October through mid-November)
- Launch crowdfunding campaign for reach project in order of priority based on survey results (December)



An aerial photograph of a city street scene, overlaid with a semi-transparent green filter. The image shows a multi-lane road with cars, sidewalks, trees, and various buildings, including a prominent tall apartment-style building on the right. The text 'NEXT STEPS' is centered in white, bold, sans-serif font.

NEXT STEPS

NEXT STEPS

1. COMMUNITY SURVEY: PRIORITIZING PARK AMENITIES

October through early-November

2. SHARE SURVEY RESULTS: NEXT CDC COMMUNITY MEETING

November 16

3. CROWDFUND/FUNDRAISE FOR PRIORITY AMENITY 1

December





THANK YOU!